

34th Annual

ARIZONA'S STATEWIDE TRANSIT CONFERENCE

Presented by
**AzTA
ADOT**

MESA, ARIZONA



NOVEMBER 15-17, 2021

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the mobility company

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Conference Agenda

Monday, November 15

- 9 am - 1 pm** **Vendor Booth & Vehicle Display Setup**
(Ballroom, Foyer, & Porte Cochere)
- 12:30 pm - 6 pm** **Conference Registration (Foyer)**
- 12:30 pm - 4 pm** **Innovation & Education with your Conference Vendors**
(Agua Fria)
Use this opportunity to meet vendors one-on-one. Hear about the latest in product innovation and get all your questions answered.
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- 12:30 pm - 4 pm** **Vendor Expo & Transit Vehicle Showcase**
(Ballroom, Foyer, & Porte Cochere)
NEW THIS YEAR! Come early and check out the Vendor Expo & Vehicle Showcase along with the Innovation & Education Vendor Room! Light snacks and refreshments for the EARLY BIRD attendees.
- 12:30 pm - 2 pm** **Mobility Manager Meeting (Arroyo)**
- 2 pm - 4 pm** **Rural Transit Meet & Greet (G & H)**
Presenters: Aubree Perry and Deb Brunner, ADOT 5311 Program Managers
Join ADOT Transit Staff, Mobility Managers, and 5310 and 5311 subrecipients from around the state for a meet-and-greet session. You will get to meet other agencies in your region and from across the state.
- 4 pm - 6 pm** **"Welcome Back" Happy Hour featuring Vendor Expo & Transit Vehicle Showcase**
(Ballroom, Foyer, & Porte Cochere)
Enjoy light hors d'oeuvres, drinks, and catching up with your favorite friends in the transit world!
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Tuesday, November 16

- 8:30 am - 4 pm** **Vendor Expo & Transit Vehicle Showcase**
(Ballroom, Foyer, & Porte Cochere)
- 8:30 am - 4 pm** **Conference Registration (Foyer)**
- 8:30 am - 9:30 am** **Breakfast**
SPONSORS:  |  | 
- 9:30 am - 10:30 am** **Welcome & General Session (Ballroom)**
SPONSOR: 
- 9 - 4 pm** **Innovation & Education with your Conference Vendors**
(Agua Fria)
Use this opportunity to meet vendors one-on-one. Hear about the latest in product innovation and get all your questions answered.
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- 10:30 am - 11 am** **AM Break**
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11 am - Noon

Reauthorization and Federal Funding Panel (G)

Presenters: Bob Holmes, Managing Partner, Nexxus Consulting; Rich Sampson, Executive Director, SWTA

Join industry leaders to hear more on the progress made on drafted reauthorization language, the anticipated impacts on funding, and what we can expect next. We will be talking about the proposed Infrastructure Package, the Reconciliation Package, and the potential FY 2022 Transportation Appropriations.

SPONSOR: 

11 am - Noon

Give It Your Best Shot - Vaccine Mandate Policy (H)

Presenters: Katrina Heineking, COO, Transdev; Tom Harris, VP & Deputy General Counsel, Transdev

Come to discuss the pros and cons of implementing a mandatory vaccine policy from A to Z. We will discuss different options such as a full mandate or hybrid (offering weekly testing as an option). Takeaways will include sample employee survey forms to gauge participation rates, an accommodation request form, ideas to track mechanisms, and discussion on policy for those who refuse to participate or don't meet company accommodation requirements. Very interactive session!

SPONSOR: 

11 am - Noon

Valley Metro Mini-Sessions (Arroyo)

Tackling COVID-19 on Transit: Defensive & Offensive Strategies

Presenter: Susan Tierney, Communications Manager

Valley Metro used the expertise of a cross-divisional planning team and received input from riders and former riders to develop a plan to tackle COVID-19 and its impacts to local transit. The plan took proactive steps to protect the health and safety of the staff and riders while also preserving service. Learn more on the steps to respond to and recover from the pandemic.

Valley Metro Capital Development Project Update: The Drone Perspective

Presenters: Henry Ikwt-Ukwa, Capital Development Director; Peter Valenzuela, Capital Planner II

From future streetcar plans to light rail expansions, come and hear the latest updates on Valley Metro capital and construction projects. Documentation of progress has been made all the more dynamic through the magic of in-house drone photography.

11 am - Noon

National RTAP: I'm a Transit Manager, Now What? (Madera)

Presenter: Marcy Jaffe, Consultant to National RTAP

Rural and tribal transit managers collaborated to share best practices and what not to omit as a transit manager. This step-by-step toolkit, refreshed in December 2020, might appear to have a long list. This session will help you recognize the importance of having that list and deadlines for reporting. We will highlight elements of the no-cost Transit Manager's Toolkit and discuss where you might need additional assistance. This is your chance to laugh or voice frustration, and we will explore together how best to solve your challenges.

Noon - 1:30 pm

Networking Lunch

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Conference Agenda

1:30 pm - 2:30 pm

FTA/ADOT Partnership (G)

Presenters: Arianna Valle, FTA General Engineer - AZ; Jill Dusenberry, ADOT Transit Group Manager

Learn how FTA and ADOT work together to provide funding to subrecipients. Learn how FTA is funded and how ADOT receives funding to award to your agencies.

1:30 pm - 2:30 pm

The Future of Rail in Arizona (H)

Panelists: Markus Coleman, City of Phoenix Light Rail Program Manager; Marc Pearsall, Jacobs Senior Transportation Planner/Project Manager and Commuter Rail Subject Matter Expert; Alex Khalfin, Senior Manager, Government Affairs National Railroad Passenger Corporation, Amtrak

Join session sponsor Stacy and Witbeck, Inc. in a discussion with local and industry subject matter experts regarding the future of rail in Arizona. With a national focus on expanding intercity rail (Amtrak), the renewed discussion of rail between Phoenix and Tucson, exploration of higher speed rail, and the Valley's expansion of both light rail transit and streetcar, rail in Arizona is an ever-expanding reality. This session will be delivered talk-show style, as a precursor to our Spring 2022 Statewide Rail Conference, and moderated by Stacy and Witbeck Vice President of Diversity & Development, Melissa Boyles. Representatives from Brightline, as well as other metro Phoenix municipalities, have been invited to contribute to the discussion.

SPONSOR: Stacy and Witbeck

1:30 pm - 2:30 pm

Integrating Operations Across All Modes of Transit (Arroyo)

Presenters: Caroline Rodriguez, Executive Director of High Valley Transit in Summit County, Utah; Krista Glotzbach, Western US Partnerships for Via

Imagine a world in which transit agencies can simultaneously integrate and operate multiple modes (fixed route, on-demand, and paratransit), leveraging the unique capabilities of each mode to meet riders' mobility needs where and when they need it, while improving overall network efficiency and rider experience. That world is already here! Join this discussion to hear how it is possible for a single technology platform to dynamically plan, coordinate, and optimize all services under one transit network.

1:30 pm - 2:30 pm

Transit Liability Insurance: Can It Get Any Worse? (Madera)

Presenters: Rex Jorgensen, ARM, Vice President, Public Entity Practice, Alliant Insurance Services, Inc.; Samuel Short, Safety & Training Manager, NAIPTA

This informative session will enlighten the audience on the state of the commercial insurance marketplace for transportation risks, causes for significant premium increases, "Best Practices" for positioning the insured to achieve most favorable results, and alternative approaches to traditional insurance buying.

2:30 pm - 3 pm

PM Break

SPONSOR: 

3 pm - 4 pm

Building What's Next: MOMENTUM 2050 and the Extension of Proposition 400 (G)

Presenter: Audra Koester Thomas, Transportation Planning Program Manager, MAG

Together with its member agencies, MAG has facilitated a 2-year technical planning effort to develop a new Regional Transportation Plan and strategic investment plan that will serve as the basis for extending Proposition 400, the dedicated transportation sales tax first established by Maricopa County voters in 1985. MAG will present the technical planning process, how public engagement and polling informed the effort, and the results of a scenario planning process that helped policymakers make difficult tradeoff decisions.

3 pm - 4 pm

On-Demand Transit from Rural to Suburban Communities: Leveraging the Power of Technology with Mountain Line Transit (H)

Presenters: Kristoffer Vik Hansen, Co-Founder and Chief Executive Officer at Spare; Estella Hollander, TDM-CP Mobility Planner at Mountain Line

On-demand transportation has emerged as a solution to fill mobility gaps and can be particularly effective in low-density rural and suburban areas. In this session, we'll speak directly with Mountain Line Transit to explore how they leveraged on-demand transit technology with Spare to mitigate the risks and optimize their microtransit and paratransit services within their area. We'll learn first-hand about their experiences and best practices for streamlining operations, including how to automate route matching and scheduling, reduce travel and wait times, introduce and market new services, and efficiently use one fleet to transport different rider groups (also known as commingling) to reduce costs.

3 pm - 4 pm

ADOT Roundtable (Arroyo)

Presenters: Sara Allred, ADOT Assistant Transit Group Manager; Shatawn Reed, ADOT 5311 Program Manager

Join the ADOT Transit Team for a roundtable of topics to ADOT subrecipients. Have a burning question? Join the roundtable!

3 pm - 4 pm

Developing a Custom Ridership Tracking App for a Small/Medium Transit Agency (Madera)

Presenters: Luis Pedroza, Management Services Director, City of Douglas; Cynthia Acuña Robles, Transit Coordinator, City of Douglas; Jason Tayles, Director, NET-CRAFT.com

In August 2018, the City of Douglas partnered with Net-Craft to develop its own ridership tracking application. The city customized the application to track ridership and later added electronic inspections, GPS tracking, and QR code scanning. The presentation will include lessons learned, details about the app, and how other small- to medium-sized transit agencies can develop a customized app.

4 pm - 7 pm

"Transit Takeover Party" featuring Vendor Expo & Vehicle Showcase (Ballroom, Foyer, & Porte Cochere)

This TRANSIT TAKEOVER PARTY celebrates Arizona's transit community! Light hors d'oeuvres, drinks, and entertainment for everyone to LET LOOSE!

SPONSOR:  Creative Bus Sales

Wednesday, November 17

8 am - Noon

Conference/Training Registration (Foyer)

8:30 am - 9 am

Breakfast

SPONSOR: 

9 am - 3 pm

Vendor Expo & Transit Vehicle Showcase (Ballroom, Foyer, & Porte Cochere)

9 am - 3 pm

Innovation & Education with your Conference Vendors (Agua Fria)

Use this opportunity to meet vendors one-on-one. Hear about the latest in product innovation and get all your questions answered.

SPONSOR: 

Conference Agenda

9 am - 10 am

National RTAP: Driver Recruitment/Retention - "Woosh, Where Did all the Drivers Go?" (G)

Presenter: Marcy Jaffe, Consultant to National RTAP

Competition with more competitive salaries and benefits play a role, but what can you do to assure your bus operators are meeting the needs of their communities and helping change lives? Where might you post a new job and recruit? Let's explore the challenges and successes with driver recruitment so your new trainee knows that working for you is the best, next choice and they won't want to quit.

9 am - 10 am

Innovative Approaches to Local Match Sources (H)

Presenter: Rich Sampson, SWTA Executive Director

Many transit providers - especially those in small-urban, rural, and tribal communities - have a difficult time securing stable sources of local match funds to supplement federal funding programs. This session will offer examples of innovative local match mechanisms from communities within and beyond Arizona, including other federal, non-FTA programs, agreements with institutions such as universities and health care centers, public-private partnerships, and contracted service.

SPONSOR:  West Coast Transit Association

9 am - 10 am

Driving the Shift to Electric Transit Buses in Hot-Weather Climates (Arroyo)

Presenters: Mark Hollenbeck, West Coast Director of Sales, Proterra, Inc.; Makenzie McGuffie, Sustainability Coordinator, Valley Metro

Transit agencies throughout North America are driving the switch to zero-emission, electric buses. As technology advancements improve vehicle efficiency and range, the transition to fully electrified fleets is within reach. This includes cities and towns operating transit fleets in some of the hottest climates in the United States.

9 am - 10 am

ADOT Civil Rights (Madera)

Presenters: Keely D'Amour Toy and Ahnaf Nur, Civil Rights Specialists, ADOT

Managers: Danielle Valentine, ADA/504 Program Manager, ADOT; Jesse Zaragoza, Title VI Program Manager, ADOT

Attendees will learn how to submit a Title VI Implementation Plan to comply with federal requirements established by the Americans with Disabilities Act (ADA) and Title VI of the Civil Rights Act of 1964, required as an FTA subrecipient of federal funds. Attendees will further learn what it means to successfully implement ADA and Title VI requirements.

10 am - 10:30 am

AM Break

SPONSOR:  KEOLIS

10:30 am - 11:30 am

The Mida\$ Touch: Sustainability Project\$ Make the AZ Economy Go Round (G)

Presenters: Eric Latto, Transit Services Coordinator, City of Tucson; Heather Dalmolin, CEO & GM, Mountain Line

The Arizona economy is booming! Updates from Flagstaff and Tucson on current and future projects.

10:30 am - 11:30 am

What's Next for Mobility in Urban and Rural Communities? (H)

Presenters: Andrew Leach, Account Executive & Chris Margaronis, Senior Account Executive, Uber Transit | Routematch by Uber

This session seeks to discuss what's next on the mobility landscape and how to recover and rejuvenate transit agencies post COVID-19. New service delivery models have cropped up over the past year, and transit agencies are looking toward creative partnerships such as through technology providers, community partners, neighboring agencies and Transportation Network Companies (TNCs)

to help manage the ebbs and flows of rider demands and operational challenges. This session will address the future of mobility and important topics such as how to fully optimize current fleets and drivers, cross-dispatch to TNCs and other community partners, and other ways technologies can be creatively used to solve different use cases, unique to each community (underperforming fixed routes, late night service, coverage in suburban and areas where transit does not run, peak service, vaccinations, emergencies, etc.).

SPONSOR: Uber | Routematch

10:30 am - 11:30 am

"Legislators are People Too - Confidence 101" (Arroyo)

Presenters: John MacDonald, Policy AZ; and Vinny Gallegos, Central Yavapai MPO

Discover why you should knock on your Mayors', Councilmembers', Supervisors', Senators', and Representatives' doors today to prepare for tomorrow's transit policy decisions. After you knock on their doors, we will help with what to say and do next. Experts will share why knocking on these doors is critical to your long-term transit success.

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11:45 am - 1 pm

"We Are Family!" Celebrating Transit Lunch (Ballroom)

SPONSOR:  transdev
the mobility company

1:30 pm - 4:30 pm

Mobility Management: The Magic of Partnerships, Performance Metrics, and Sustainability (G & H)

Moderator: Sara Allred, ADOT Assistant Transit Group Manager

Presenters: Judy L. Shanley, PhD.; Assistant VP, Education & Youth Transition - Easterseals; Steven Workman, Director of Transport New Hampshire

Whether you are seeking to identify funding opportunities, expand service models, or build community networks, developing partnerships and connecting agencies with human service organizations through state, local, and federal agency programs can play a vital role in providing accessible transportation services for older adults, those with disabilities, and lower-income riders. During this interactive professional development session, mobility managers, planners, and those involved in human service coordination will learn approaches to identify and implement partnerships, develop formative and summative performance metrics, as well as understand key dimensions of system sustainability. Attendees will leave with practical strategies to apply within their own settings.

Let's Roll with General Transit Feed Specification (GTFS) Hands-on Training* (Arroyo)

Presenter: Marcy Jaffe, Consultant to National RTAP

Offer online or mobile trip plans at Google or Apple with a no-cost toolkit.

*Separate registration required for this event.

Thursday, November 18 & Friday, November 19

8 am - 5 pm

PASS Training*

Instructor: Jessica P. Aguayo, CCTM, Regional Mobility Manager/ Title VI and Training Coordinator with SEAGO

CTAA's Passenger Assistance, Safety and Sensitivity (PASS) driver training program is the recognized industry standard when it comes to transporting your passengers in the most safe, sensitive, and careful manner possible.

*Separate registration required for this event.

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Meet Our 2021 Vendors



Creative Bus Sales



FREEDMAN
SEATING COMPANY



Uber | Routematch



W.W. Williams
CONSIDER IT DONE.



Conference Schedule

MONDAY, NOVEMBER 15					
	G	H	Arroyo	Madera	Agua Fria
9A – 1P	Vendor Booth/Vehicle Display Setup (Ballroom, Foyer, & Porte Cochere)				
12:30P – 6P	Conference Registration (Foyer)				
12:30P – 4P	Vendor Expo & Transit Vehicle Showcase (Ballroom, Foyer, & Porte Cochere)				Innovation & Education with Your Conference Vendors (12:30P – 4P)
	Rural Transit Meet & Greet with ADOT (2P – 4P)	Mobility Manager Meeting (12:30P – 2P)		—	
4P – 6P	"Welcome Back" Happy Hour featuring Vendor Expo & Transit Vehicle Showcase (Ballroom, Foyer, & Porte Cochere)				
TUESDAY, NOVEMBER 16					
8:30A – 4P	Vendor Expo & Transit Vehicle Showcase (Ballroom, Foyer, & Porte Cochere)				
8:30A – 4P	Conference Registration (Foyer)				
8:30A – 9:30A	Breakfast				Innovation & Education with your Conference Vendors (9A – 4P)
9:30A – 10:30A	Welcome & General Session (Ballroom)				
10:30A – 11A	AM Break				
11A – Noon	Reauthorization and Federal Funding Panel	Give It Your Best Shot – Vaccine Mandate Policy	Valley Metro Mini-Sessions	National RTAP: I'm a Transit Manager, Now What?	
Noon – 1:30P	Networking Lunch				
1:30P – 2:30P	FTA/ADOT Partnership	The Future of Rail in Arizona	Integrating Operations Across All Modes of Transit	Transit Liability Insurance: Can It Get Any Worse?	
2:30P – 3P	PM Break				
3P – 4P	Building What's Next: MOMENTUM 2050 and the Extension of Proposition 400	On-Demand Transit from Rural to Suburban Communities: Leveraging the Power of Technology with Mountain Line Transit	ADOT Roundtable	Developing a Custom Ridership Tracking App for a Small/Medium Transit Agency	
4P – 7P	"Transit Takeover Party" featuring Vendor Expo & Vehicle Showcase (Ballroom, Foyer, & Porte Cochere)				
WEDNESDAY, NOVEMBER 17					
8A – Noon	Conference/Training Registration (Foyer)				
8:30A – 9A	Breakfast				
9A – 3P	Vendor Expo & Transit Vehicle Showcase (Ballroom, Foyer, & Porte Cochere)				
9A – 10A	National RTAP: Driver Recruitment/Retention	Innovative Approaches to Local Match Sources	Driving the Shift to Electric Transit Buses in Hot-Weather Climates	ADOT Civil Rights	Innovation & Education with Your Conference Vendors (9A – 3P)
10A – 10:30A	AM Break				
10:30A – 11:30A	The Mida\$ Touch: Sustainability Project\$ Make the AZ Economy Go Round	What's Next for Mobility in Urban and Rural Communities?	Legislators are People Too – Confidence 101	—	
11:45A – 1P	"We are Family!" Celebrating Transit Lunch (Ballroom)				
1:30P – 4:30P	Mobility Management: The Magic of Partnerships, Performance Metrics, and Sustainability		Let's Roll with General Transit Feed Specification (GTFS) Hands-on Training (Separate registration required)	—	
THURSDAY, NOVEMBER 18					
8A – 5P	PASS Training (Separate registration required for this event)				
FRIDAY, NOVEMBER 19					
8A – 5P	PASS Training (Separate registration required for this event)				