

ARIZONA'S

36th ANNUAL STATEWIDE TRANSIT CONFERENCE

Presented by
AzTA ADOT



April 3-5, 2023

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Conference Highlights

Dear Transit Colleagues,

I am excited to welcome you to the 36th annual Arizona Statewide Transit Conference! The Arizona Department of Transportation is pleased to be a conference partner with the Arizona Transit Association. A partnership that has been around for many years and continues to grow and flourish.

This conference provides you the opportunity to imagine and share ideas that can improve transit throughout Arizona. Just a spark of an idea can ultimately lead to amazing opportunities to make a difference for Arizonans who need and use transit services.

The General and Breakout Sessions at this conference will provide you information and concepts that you can put into action. The networking opportunities give you the forum to discuss and debate ideas. Take time to get to know each other and discuss the challenges and successes in operating transit programs which ultimately improves the quality of lives in Arizona. As an agency, ADOT is prioritizing safety, innovation, and collaboration. We are working to boost transportation safety for all who use our state's transportation systems. And we know that collaborating together and brainstorming innovative solutions can help all of us achieve our transportation goals across the state. Please enjoy the conference.



Jennifer Toth

ADOT Director

Eric Anderson, MAG Executive Director



It is time for me to retire from the best job I have ever had the opportunity to hold. I will be stepping down as executive director of MAG effective July 1, 2023. Whether in the private or the public sector, helping make communities better has been a common theme of my career. But the best memories that I will have from my work life will be the experiences I have had with the amazing MAG family."



• AzTA'S 2023 TRANSIT CHAMPION

Eric Anderson, Executive Director of the Maricopa Association of Governments (MAG), intends to retire from the agency after 40 years of service.

Anderson joined MAG, the group assigned with planning the county's transportation system, in 1983 to prepare socioeconomic projections for the region. He was tapped to lead the Fiscal Analysis Unit in 1992, which oversaw management of the MAG Freeway Program. He was named transportation director in 2000 and was appointed executive director in 2018.

Born and raised right here in the Grand Canyon State, Governor Hobbs has dedicated her life to listening to her community and helping solve difficult challenges for the people of Arizona. A fearless advocate for Arizona, Governor Hobbs will bring transparency and accountability to the governor's office and deliver real results for all of us.

She learned the value of service from her parents and from her faith. Starting as a kid who volunteered at church, she has spent her entire life serving — and has never stopped. She put herself through college at Northern Arizona University and graduate school at Arizona State University with a combination of work study and scholarships, and then immediately started as a social worker helping everyday Arizonans.

In the legislature, she worked with both parties to expand health care to over 500,000 Arizonans. She worked across the aisle to find new ways to tackle the growing opioid epidemic here in Arizona. And she worked with a Republican governor to clear the state's rape kit backlog and put sexual assault offenders in jail.


Governor Hobbs has never backed down from a tough fight, and she is a battle-tested leader with the strength and experience to get the job done. Now she is ready to deliver real results for everyday Arizonans and finally bring the leadership required to solve the most urgent issues Arizona faces today.








Katie Hobbs
Arizona Governor

Conference Agenda

MONDAY • APRIL 3

- 9 am – Noon **Vendor/Vehicle Registration & Set-up (Ballroom & Foyer)**
- 11 am – 1 pm **Mobility Managers Meeting (Arroyo)**
- Noon – 6 pm **Conference Registration (Foyer)**
Vendor Expo & Vehicle Showcase (Ballroom & Foyer)
- 2 pm – 4 pm **ADOT Meet & Greet (Canyon G/H)**
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 Reception featuring Vendor Expo & Vehicle Showcase (Ballroom & Foyer)**
SPONSOR: 

TUESDAY • APRIL 4

- 7:30 am – 8:30 am **Breakfast (Ballroom)**
SPONSOR: 
- 7:30 am – 5 pm **Conference Registration (Foyer)**
- 8:30 am – 6 pm **Vendor Expo & Vehicle Showcase (Ballroom & Foyer)**
- 8:30 am – 10:15 am **Conference Welcome (Ballroom)**
Speakers:
 - Gregory D. Byres, PE, Deputy Director for Transportation/State Engineer, ADOT
 - Jessica Mefford-Miller, CEO, Valley Metro
 - "Transit Champion" Award, Eric Anderson, Executive Director, MAG
 - Governor Katie HobbsTITLE SPONSOR: 
- One DOT Session with FTA Region IX & FHWA (Ballroom)**
Presenters:
- | | |
|---|--|
| 
Amy Changchien
Region IX
Deputy Regional
Administrator,
Federal Transit
Administration | 
Karla Petty
Arizona
Division
Administrator,
Federal
Highway
Administration |
|---|--|
- 10:15 am – 10:45 am **AM Break (Ballroom)**
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10:45 am – 11:45 am BREAKOUT SESSIONS

Title VI and ADA Federal Compliance Requirements (Agua Fria)

Presenter: Ruth Garcia, ADOT Civil Rights Specialist
Q&A Support: Stephanie Ortiz, ADOT Title VI Program Manager

Please join ADOT Civil Rights as we provide an overview of the Title VI and ADA Compliance Requirements. We will finish our session with a Q&A regarding compliance with Civil Rights requirements and processes.

Trip Plan Data, Who Me? Does my agency have available no-cost tools that generate General Transit Feed Specification (GTFS)? — Yes you do! (Madera)

Presenter: Marcy Jaffe, GTFS Data Management, Transnovation Inc.

What is everyone talking about "GTFS"? Will I have to hire a consultant or contractor and train them in our bus service details? What can I do with it? Demand Response systems can display a stand-in route, really? Why should I care? This session answers your questions on how to generate GTFS-static (Scheduled). We will also explore GTFS-Real-Time, and future GTFS-Flex that will help people find and use your systems. Trip planning boosts your ridership and visibility in the community with business, recreation, healthcare, and educational organizations. You will learn what information you need to get started, and available technical assistance to help you fill in the Excel files and no-cost GTFS Builder toolkit.

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Beyond Performative Allyship: 10 Takeaways for Leveraging your Diversity & Inclusion Council (Arroyo)

Presenter: Nathan Slater, Vice President of Business Development, Transdev

As the transportation industry faced uncertainties and changing priorities during the pandemic, it was a constant challenge to prioritize diversity and inclusion initiatives. Learn how Transdev's Diversity & Inclusion (D&I) Council led the organization's road map and kept the momentum moving forward. You'll learn how:

- The launch of the Mentor@Transdev program helped minimize disruption from the Great Resignation
- "Ask Me Anything" sessions started important conversations about inclusion and showing up as your authentic self
- Executive Sponsors leveraged their role to accomplish initiatives
- The diversity of the D&I Council members helped empower them to serve as active change agents at different levels and locations in the company

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Conference Agenda

Small Vehicle Shortage & Crisis in Hiring Front-Line Staff (Canyon G)

Presenter: Rich Sampson, Executive Director, SWTA

The crisis in obtaining small vehicles as well as attracting and retaining front-line staff is impacting transit systems of all sizes. This session will educate attendees on the current challenges around small bus vehicle procurement and factors impacting workforce availability, discuss potential solutions, and brainstorm ways in which industry partners can collaborate on ways to avoid long-term impacts.

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Intercity Passenger Rail Tucson/Phoenix/ Los Angeles (Canyon H)

Moderator: Chris Bridges, Transportation Planning Manager, City of Goodyear

Panelists:

- Alex Khalfin, Government Affairs, AMTRAK
- ADOT Representative

During the Spring 2022 AzTA Rail Conference, our conversation focused, in part, on an intercity rail corridor between Phoenix and Tucson. Since that time, the AzTA Rail Subcommittee has met regularly and engaged stakeholders with the intent of educating about, and advocating for, progressing intercity rail for Arizona. Join us in this session to hear about steps taken to date, what's happening on a national level regarding funding opportunities, and how ADOT has taken the lead on next steps. Alex Khalfan is joined by ADOT to talk about how things have progressed, what's happening now, and what's on the horizon.

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11:45 am – 2 pm

General Session: The Future of Transportation Funding in Arizona



Moderator

Melissa Boyles

Vice President of Diversity & Development Stacy & Witbeck

Panelists



John Giles

Mayor, City of Mesa



Ted Maxwell

Arizona State Transportation Board



Paul Patane

ADOT MPD Planning Director



Paul David

Chairman, Graham County Supervisor, RTAC Chairman



John Bullen

Transportation Funding Policy Program Manager, MAG



Audra Koester Thomas

Transportation Planning Program Manager, MAG

Arizona is home to some of the fastest-growing communities in the U.S. Continuing to evolve and invest in multimodal solutions is a cornerstone of accommodating this growth while preserving our state's rich diversity. Though each of our communities is unique, they are interconnected and the funding circumstances of Maricopa County and Metropolitan Phoenix may have a direct impact on the funding available for greater Arizona. Our panel of transportation experts and advocates represents perspectives from statewide, greater Arizona, and metro Phoenix regions. Hear from them about the crossroads where we currently find ourselves as well as some of the challenges and opportunities that are shaping our future.

11:45 am – 2 pm

Lunch (Ballroom)

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September 6, 2023

AzTA's 25th Annual Golf Classic

Troon North
Scottsdale, Arizona



October 2023

Maintenance Forum Mesa, Arizona



Tee Off for Transit

at the
25th Annual
AzTA Golf Classic!



Conference Agenda

TUESDAY • APRIL 4

(CONTINUED)

2 pm – 2:30 pm **PM Break (Ballroom)**
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2:30 pm – 4:30 pm **BREAKOUT SESSIONS**

FTA Session: Part 1 – Roles & Responsibilities (Agua Fria)

Presenters:

- Amy Changchien, Region IX, Deputy Regional Administrator, FTA
- Arianna Valle, PE, FTA Region IX (Phoenix)

Have you recently received a Federal Transit Administration (FTA) funding allocation and are not sure what to do next? Or are you currently a grantee but are new to working with FTA grants and unfamiliar with the grant program requirements? This session will cover the process of becoming an FTA grantee and the grantees' roles and responsibilities in terms of grant development and grant management. We will also provide an overview of the key cross-cutting and program-specific requirements that will help you to stay in compliance.

Challenges and Successes with Shared-Use Mobility in Rural, Frontier, and Tribal Areas (Madera)

Presenter: Todd Hansen, AICP, Associate Research Scientist, Transit Mobility Program, Texas A&M Transportation Institute

Even as shared mobility options such as on-demand ride services, microtransit, and micromobility vehicles have expanded their footprints in the U.S., most of these services are focused in large metropolitan areas. This workshop will focus on discussion of key topics concerning needs for transportation in rural, frontier, and tribal areas along with ideas and examples for solutions to service challenges. The goal of this session is to gather ideas and input from transportation-providing organizations and other industry stakeholders that will further understanding to implement viable, scalable shared mobility services in rural, frontier, and tribal areas.

How to Use Storytelling to Get the Response You Want (Arroyo)

Presenter: Barbara Shuck, FSMPS, CPSM, President, Everest Marketing Services

I'm busy. You're busy. They're busy. Everyone is busy. Busy is a four-letter word. It's frustrating to ask people to respond to requests. Still, you need answers to do your job. If you knew what to do differently, you would—but you don't, so you feel stuck. Here's the good news: It doesn't have to be that way. In this interactive session, Barbara Shuck will share a storytelling framework designed to cut through the busy excuse. Participants will take away insight and tools to capture their audience's attention and compel them to respond.

2:30 pm – 4:30 pm **A Tale of FIVE Cities and their Microtransit Solutions (Canyon G)**

Moderator: Kristen Taylor, Senior Management Analyst, City of Surprise

Panelists:

- Avondale/Goodyear: Matthew Dudley, Transit Manager; Christine McMurdy, Project Management Coordinator
- Chandler: Sasha Pachito, Transportation Planning Coordinator
- Lake Havasu City: Patrick Cipres, Transit Division Manager; Jeanette Buckley, Transit Specialist
- Prescott Valley: Pedro Rodriguez, Transit Administrator

On-demand, dynamic route technology options provide a new value proposition for public transportation customers. These five cities seized on the opportunity to experiment with this new service through pilot programs that are designed, developed, and implemented to put the customer first. They will briefly present their pilots and answer your questions.

AzTA Legislative Update – Local, State, and Federal (Canyon H)

Presenters:

- Vincent "Vinny" Gallegos, Executive Director, CYMPO
- Heather Dalmolin, Chief Executive Officer, Mountain Line, Flagstaff, AZ
- Rich Sampson, Executive Director, SouthWest Transit Association
- John MacDonald, Partner, Policy AZ

Come and hear the latest transit news related to legislation funding and policy from local, state, and federal perspectives.

4:30 pm – 6 pm

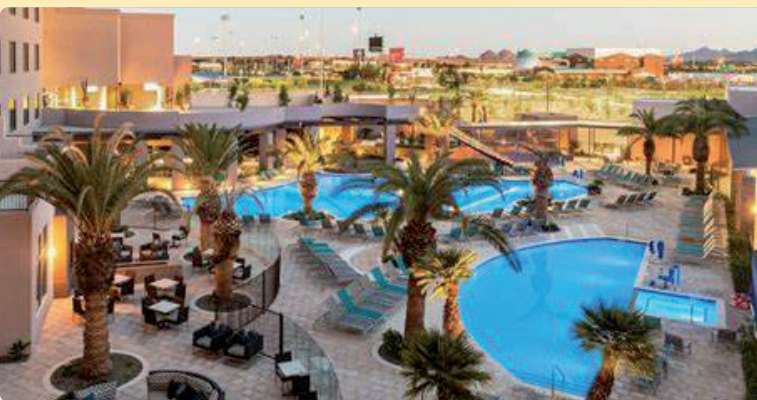
Vendor Expo & Vehicle Showcase Reception (Ballroom & Foyer)

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Conference Agenda

6:30 pm – 8:30 pm **LUAU Party (Courtyard & Curve Bar – Poolside)**



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Diamond



Silver



WEDNESDAY • APRIL 5

8 am – 9 am

Breakfast (Ballroom)

SPONSOR: RATP dev

9 am – 11:30 am

FTA Session: Part 2 – Grant Making Process (Agua Fria)

Presenters:

- Amy Changchien, Region IX, Deputy Regional Administrator, FTA
- Mary Nguyen, Environmental Protection Specialist, FTA

FTA Region 9 recently launched a "Grant Application Development Toolkit" to help the grantees develop better grant applications in TrAMS and navigate the FTA review process with more ease. This session will highlight the toolkit features and provide insights on FTA's review process. In addition, FTA staff will share some frequently encountered issues along the application development and review processes, including project planning and the timing of real property acquisition vs. environmental review. This session will be extremely helpful to Designated and Direct Recipients of FTA funding. If you are a subrecipient, you will come away understanding why you are asked to provide the information requested in your grant application for FTA funds.

9 am – 10 am

BREAKOUT SESSIONS

Achieving Financial Sustainability and Meeting Low-No Grant Expectations with Propane Autogas (Madera)

Presenter: Steve Whaley, Director of Autogas Business Development, PERC

The future of transportation is one that not only prioritizes efficiency and safety, but also sustainability through low-emissions energy solutions. As a multimodal energy source, propane is a clean and affordable option for business leaders and government agencies to adopt today to achieve environmental sustainability without compromising financial sustainability. This session will provide insight into how fleet managers can easily transition to propane in a variety of applications that impact the transit industry, including light- and medium-duty vehicles.

Addressing Recruitment Challenges through Creative Workforce Development Strategies (Arroyo)

Presenter: WC Pihl, Sr. Director of Business Development, Transdev

The country is currently facing a nationwide labor shortage for hourly employees, and the public transportation industry is no exception. A workforce shortage in the areas of operations and maintenance can severely impact our ability to provide safe and reliable public transportation to the communities we serve. At Transdev, we are continuously exploring new and innovative ways attract new employees and introduce them to us, and to public transportation in general, as a place to grow and put your "career in motion." Several of our efforts also assist in building and maintaining stronger relationships with our passengers and communities.

SPONSOR: transdev

Healthcare Access for Older Adults: Bringing Technology Innovations to Rural Arizona (Canyon G)

Presenters:

- Tod Morris, Mobility Planner, NACOG
- Erich Lange, Senior Program Associate, CTAA

Northern Arizona Council of Governments has secured a grant on behalf of Age Friendly Arizona from the National Center for Applied Transit Technology to host a three-part event in partnership with the Cloud Innovation Center, the National Center for Applied Transit Technology, and the Community Transportation Association of America to support communities and systems in using technology to improve transportation for older adults. At the AzTA Conference, interested partners will have an opportunity to learn more about this initiative and how they can receive expert technical assistance and potential funding to plan and implement a technology solution to support older adult access to healthcare.

Conference Agenda

WEDNESDAY • APRIL 5 (CONTINUED)

9 am – 10 am

Regional Fare Technology Modernization Project (Canyon H)

Presenters:

- Joe Bowar, Deputy Public Transit Director, City of Phoenix
- Ken Kessler, Chief Financial Officer, Valley Metro

The Valley Metro region has been working toward implementing modern electronic fare payment technology to provide improved convenience to transit riders. This multi-phase project includes account-based mobile ticketing and reloadable smart cards in a cloud-hosted solution, in addition to new simplified fareboxes on all buses across the region. Implementation of the new fare technology has been a collaborative effort among Valley Metro, the City of Phoenix, and many partners across the region.

10 am – 10:30 am

AM Break (Ballroom)

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10:30 am – 11:30 am

BREAKOUT SESSIONS

Why Is DBE Certification Important? (Madera)

Presenters:

- Diane Nydick, ADOT DBE Certification Program Manager
- Francesca Martin, ADOT Small Business and Workforce Development Officer
- Melanie Peterson, ADOT Local Public Agency (LPA)/Subrecipient Program Manager

The U.S. Department of Transportation requires that projects funded in whole or in part by the FTA, FHWA, and FAA seek and use DBE participation. Please join the ADOT Business and Engagement Compliance Office to learn how to apply or assist others in your community to apply for DBE certification.

10:30 am – 11:30 am

Safety Analysis Factors for Transit (Arroyo)

Presenters:

- Michelle Beckley, PE, PTOE, Project Engineer, Y2K Engineering, LLC
- Denise Baker, PhD, EIT, Senior Engineering Designer, Y2K Engineering, LLC

Y2K Engineering recently completed a predictive safety analysis for the City and County of Denver's (Colorado) first-ever bus rapid transit project. The session will review the approach, factors considered, and the results, which can be applied to other transit and multi-modal projects in Arizona.

Transportation Alternatives (TA) Program Update (Canyon G)

Presenter: Bret Anderson, ADOT/PRO/LPA Section Manager

ADOT will provide an update to the new requirements and guidelines for the TA program as outlined in the new Transportation Bill Bipartisan Infrastructure Law (BIL) or Infrastructure Investment and Jobs Act (IIJA). ADOT will give a status update as to where ADOT is in the process as well as outline the steps and requirements to apply for TA funding.

The Acceleration of Transportation Electrification in Arizona & How Your Entity Can Benefit (Canyon H)

Moderator: Diane E. Brown, Executive Director, Arizona Public Interest Research Group (PIRG) Education Fund


Panelists:

- Dianne Kresich, Electric Vehicle Project Manager, ADOT
- Camila Martins-Bekat, CECD, Senior Market Development & Economic Development, UNS Energy Corp., Tucson Electric Power, & UniSource Energy Services
- Tony Dutzik, Associate Director and Senior Policy Analyst, Frontier Group

Get up to speed on how federal funding is being used in Arizona to develop necessary infrastructure for electric vehicles. Learn about significant state and utility policies that have been adopted and are being implemented to drive transportation electrification in our state. Identify local opportunities, including potential funding, to steer your entity toward the financial benefits of electric fleet transition.

11:45 am – 1 pm

AzTA Luncheon (Ballroom)

SPONSOR:  transdev
the mobility company

1:30 pm – 5 pm

Post-Con Training • GTFS Builder: Let's Create Trip Plan Data • Hands-on Training. Listen in or bring your laptop and create your first bus route in GTFS (Madera)

Trainer: Marcy Jaffe, GTFS Data Management, Transnovation Inc.

Publishing General Transit Feed Specification "GTFS" static is less stress and more fun when we work together at this training. FTA has indicated GTFS will be required for fixed route operators with future NTD reporting. Let's get started. Publishing GTFS will help your riders connect and plan trips across Arizona. In this interactive workshop, you will fill in your Excel file to generate your first route in GTFS! Feel free to send a dispatcher or other operations team member to attend. For on-demand services, we offer a stand-in "route" display that requires the rider to call in and then schedule their door-to-door trip. Learn more about our best practices for quality GTFS and bring your questions.

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Rural Transit Assistance Program

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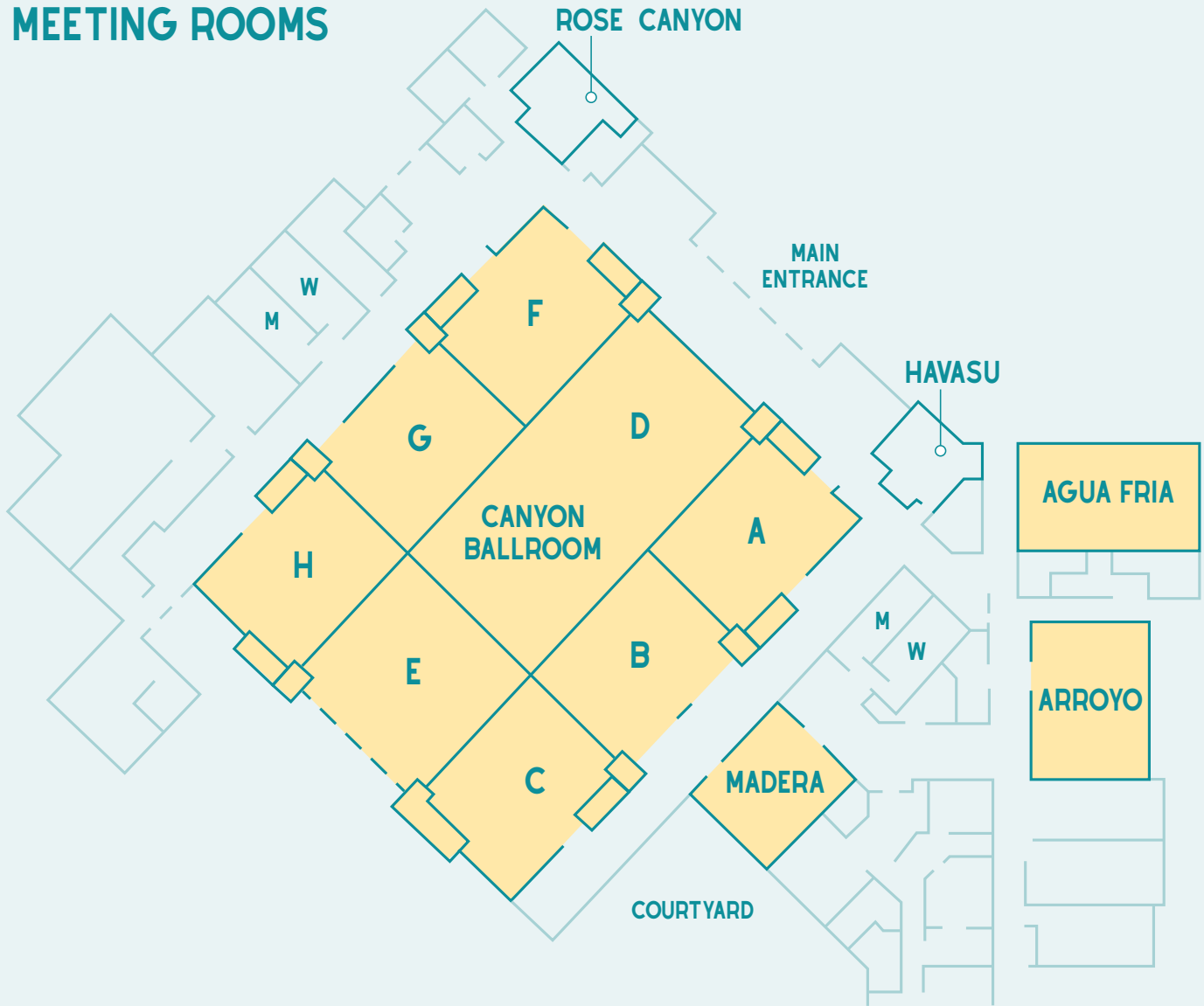
Special Thanks To:

AECOM Technical Services, Inc. (Conference Program and Signage Design/Printing)
Thank you to the many **conference volunteers** – you make a difference!

Conference Hotel Map

Sheraton Mesa at Wrigleyville West

MEETING ROOMS



Conference Schedule at a Glance

MONDAY, APRIL 3					
9A – Noon	(9A–Noon) Vendor & Vehicle Registration & Set-up (Ballroom & Foyer)			(11A–1P) Mobility Managers Meeting (Arroyo)	
Noon – 6P	Conference Registration (Foyer) Vendor Expo & Vehicle Showcase (Ballroom & Foyer)			(2P–4P) ADOT Meet & Greet (Canyon G/H)	
4P – 6P	Welcome Reception featuring Vendor Expo & Vehicle Showcase (Ballroom & Foyer) • Sponsor: RATP Dev USA				
	AGUA FRIA	MADERA	ARROYO	CANYON G	CANYON H
TUESDAY, APRIL 4					
7:30A–8:30A	Breakfast (Ballroom) • Sponsor: Southwest Transit Partners				
7:30A–5P	Conference Registration (Foyer)				
8:30A–6P	Vendor Expo & Vehicle Showcase (Ballroom & Foyer)				
8:30A – 10:15A	Conference Welcome • One DOT Session with FTA Region IX & FHWA (Ballroom) • Title Sponsor: Transdev				
10:15A – 10:45A	AM Break (Ballroom) • Sponsor: Keolis				
10:45A – 11:45A	Title VI and ADA Federal Compliance Requirements	Trip Plan Data, Who Me? General Transit Feed Specification (GTFS) Sponsor: National RTAP	Beyond Performative Allyship: 10 Takeaways for Leveraging your Diversity & Inclusion Council Sponsor: Transdev	Small Vehicle Shortage & Crisis in Hiring Front-Line Staff Sponsor: SWTA	Intercity Passenger Rail Tucson/Phoenix/ Los Angeles Sponsor: Southwest Transit Partners
11:45A – 2P	Lunch • Sponsor: Transdev General Session: The Future of Transportation Funding in Arizona (Ballroom)				
2P – 2:30P	PM Break (Ballroom) • Sponsor: HDR				
2:30P – 4:30P	FTA Session: Part 1 – Roles & Responsibilities	Challenges and Successes with Shared-Use Mobility in Rural, Frontier, and Tribal Areas	How to Use Storytelling to Get the Response You Want	A Tale of FIVE Cities and their Microtransit Solutions	AzTA Legislative Update – Local, State, and Federal
4:30P – 6P	Vendor Expo & Vehicle Showcase Reception (Ballroom & Foyer) • Sponsor: MV Transportation				
6:30P – 8:30P	LUAU Party (Courtyard & Curve Bar – Poolside) • Diamond Sponsor: Schetky Bus & Van Sales				
WEDNESDAY, APRIL 5					
8A – 9A	Breakfast (Ballroom) • Sponsor: RATP Dev USA				
9A –10A	FTA Session: Part 2 – Grant Making Process	Achieving Financial Sustainability and meeting Low-No Grant Expectations with Propane Autogas	Addressing Recruitment Challenges through Creative Workforce Development Strategies Sponsor: Transdev	Healthcare Access for Older Adults: Bringing Technology Innovations to Rural Arizona	Regional Fare Technology Modernization Project
10A –10:30A	AM Break (Ballroom) • Sponsor: Mpact				
10:30A –11:30A	FTA Session: Part 2 – Grant Making Process (continued)	Why is DBE Certification Important?	Safety Analysis Factors for Transit	Transportation Alternatives (TA) Program Update	The Acceleration of Transportation Electrification in Arizona & How Your Entity Can Benefit
11:45A –1P	AzTA Luncheon (Ballroom) • Sponsor: Transdev				
1:30P – 5P	Post-Con Training • GTFS Builder: Let's Create Trip Plan Data • Hands-on Training (Madera) Sponsor: National RTAP				