

Presented by:

April 8-10, 2024

**AzTA** **ADOT**

# 37th Annual ARIZONA'S STATEWIDE TRANSIT CONFERENCE



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# A Letter From ADOT

## Dear Transit Colleagues,

I am pleased to welcome you to the 37th annual Arizona Statewide Transit Conference in Mesa! The Arizona Department of Transportation is excited to partner with the Arizona Transit Association once again this year. We appreciate the collaboration and are happy you're attending to hear about the latest developments in transit in our state.

**This conference is a great opportunity to learn from public- and private-sector colleagues about projects and programs around the state. Sharing ideas and innovations can make transit better for everyone in Arizona.**

Our Vision at ADOT is to safely connect people and empower Arizona's economy. Our public transportation system plays an important role for many of our residents and visitors, providing access to goods and services that lead to an improved quality of life.

I know you will find the discussion and panels engaging and informative, and that you will bring what you learned back to your teams. I find that the networking opportunities at this event may be the most rewarding part. You can reconnect with old friends and colleagues, while learning with someone new. I hope the conversations include both the challenges and successes faced in operating transit programs that serve Arizona riders.

As an agency, ADOT continues to focus on safety and innovation. We seek to be collaborative and easy to work with. Please connect with ADOT team members at the conference and afterward, if we can help or to share ideas. Collectively, we can continue making Arizona a leader in transportation.

**Enjoy the conference!**



A blue ink handwritten signature of Jennifer Toth.

**Jennifer Toth**  
ADOT Director

Join us this Fall to

*#Tee Off for Transit!*

## AzTA 25th Annual Golf Classic

**Date:** Wednesday, November 20, 2024

**Location:** Arizona Biltmore Golf Club  
2400 Biltmore Estates Phoenix, AZ 85016

**Links Course**

Registration opens May 2024

**AECOM** Super Ticket Sponsor





# Conference Agenda

## MONDAY • APRIL 8

10 am – 2 pm

### Mobile Workshop: Discover Rail in our Region (Pre-registration required)

**Tour Guides (Valley Metro):** Brian Pessaro, Principal Planner • April Trevett, Capital Program Business Manager

We invite you to join AzTA and partner Valley Metro on a tour of the existing and future streetcar in the Valley of the Sun. This two-part tour of the Valley Metro light rail and streetcar systems will give attendees a first-hand encounter of existing and planned rail in Mesa and Tempe.



First, ride Valley Metro's light rail system from Mesa to the edge of Tempe. Transfer to Streetcar as you learn about the innovative technology of this partially off-wire system. Attendees will then enjoy lunch on Mill Avenue before making their way to the end of the existing streetcar line.



From there, you'll take a tour by bus along Rio Salado Parkway and Dobson Road where you'll learn about Valley Metro's exciting plans to expand the streetcar from Tempe into Mesa. The tour will end back at the Mesa Convention Center. We hope you can join us on this exciting exploration of transit.

HOSTED BY:  VALLEY METRO

Noon – 2 pm

### Mobility Managers Meeting (Invitation Only) • Sirrine/Crismon

Noon – 2 pm

### Vendor & Vehicle Registration & Set-up • Main Hall & Grand Plaza

Noon – 5 pm

### Conference Registration • Main Hall Foyer

2 pm – 3 pm

### ADOT Meet & Greet • Palo Verde I & II

3 pm – 5:30 pm

### Welcome Reception featuring Vendor Expo & Vehicle Showcase • Main Hall & Grand Plaza • (Light Refreshments Provided)

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## DOWNTOWN



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Registration opens Spring 2024

### HAVE QUESTIONS? CONTACT US

 928-442-5730

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# Conference Agenda

## TUESDAY • APRIL 9

7:30 am – 5 pm **Conference Registration • Main Hall Foyer**

7:30 am – 8:30 am **Breakfast • Main Hall**  
SPONSOR: 

8:30 am – 6:30 pm **Vendor Expo & Vehicle Showcase**  
• **Main Hall & Grand Plaza**

8:30 am – 10:15 am **Welcoming Remarks • Main Hall**  
• Maria Hyatt, AzTA President  
• Mayor John Giles, City of Mesa  
• Jennifer Toth, ADOT Director

**One DOT Session with FTA Region IX & FHWA**  
• Ray Tellis, Regional Administrator, FTA Region 9  
• Karla Petty, Division Administrator, FHWA AZ Division

**Thank you to  
our Conference  
Title Sponsor:**



10:15 am – 10:45 am **AM Break • Main Hall**

SPONSOR: 

11 am – Noon **BREAKOUT SESSIONS**

**Engage & Excel: Marketing Strategies for Every Budget**  
• **Conference Theatre**

**Presenters:** Cyd Craddock, Senior Director of Marketing & Communications, RATP Dev USA • Cindy Glysson, Director of Marketing & Communications, Sun Tran, Sun Van, & Sun Link  
• Luz Navarrete, Community Outreach Manager, Sun Tran, Sun Van, & Sun Link

Discover the art of strategic marketing and engagement campaigns, regardless of your budget constraints. Whether you're operating with ample resources or working within tight financial boundaries, we'll share examples on how to reach, engage and grow your targeted audience.

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**The Transformation of Downtown Mesa • Palo Verde I**

**Presenter:** Jeffrey McVay, Manager of Downtown Transformation, City of Mesa

Downtown Mesa, the heart of the 35th-largest city in the U.S. and third-largest city in Arizona, is driving new (re) development while working to maintain its uniquely local character and diverse mix of small businesses that set Downtown Mesa apart! Learn about Mesa's (re)development and economic development efforts and the tools Mesa is using to drive this growth.

**Optimizing Your ADA Paratransit Services to Meet the Needs of the Modern Rider • Palo Verde II**

**Presenter:** Kristoffer Vik Hansen, CEO & Co-Founder, Spare

This presentation will provide an educational lens into the innovative strategies and technologies that can enhance the operational efficiency of ADA paratransit services. Participants will learn about the benefits modern paratransit platforms offer, while ensuring adherence to ADA requirements, accessibility standards, and affordability. Through the examination of practical deployments and real-world use cases from various agencies across North America, attendees will gain valuable insights into successful transitions from legacy systems to modern, cloud-based solutions. The presentation will offer a thorough understanding of the key steps involved in implementing these changes within their own organizations, from change management all the way to staff training.

**Tribal Transit Grantee Engagement • Palo Verde III**

**Presenters:** Amy Changchien, Deputy Regional Administrator, FTA Region 9 • Mary Nguyen, Director, Planning & Program Development, FTA Region 9 • Dan Gabiou, Community Planner, FHWA Arizona Division • Manuel Sanchez, Tribal Coordinator, Navajo Nation and Western Regions, FHWA

FTA staff will provide an overview of the transportation funding-related resources available for federally recognized Indian tribes, including the USDOT Navigator, FTA's Tribal Transit Technical Assistance Program.

**Busing on the Lookout: Coalition Build to Combat Human Trafficking • Sitrine/Crismon**

**Presenter:** Louie Greek, Coalition Build Specialist, Truckers Against Trafficking

Bus drivers and transit station employees are in a critical position to help combat human trafficking. Traffickers recruit victims at bus stops or bus stations and use buses to transport them. Learn how human trafficking intersects with the transit industry and the role front-line workers can play in preventing this crime.

- Human Trafficking 101
- Video: BOTL
- BOTL resources & materials
- Next steps/action items
- Q&A


Noon – 1:15 pm

**Networking Lunch & Keynote • Main Hall**

**Prop 479 Affects ALL of Arizona**

**Presenters:** Audra Koester Thomas, Chief of Staff, Maricopa Association of Governments • Vincent Gallegos, Executive Director, Central Yavapai Metropolitan Planning Organization

The 40-year, dedicated half-cent sales tax for transportation, first established by Maricopa County voters in 1985, is set to expire December 2025. Efforts to develop a plan to guide an extension of the dedicated half-cent sales tax were initiated in 2018 and culminated in the MAG Regional Council's approval of the Regional Strategic Transportation Infrastructure Investment Plan in June 2021. While Proposition 479 may be seen only as a Maricopa County matter, learn how the region's planned investments have statewide implications.

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# Conference Agenda

## TUESDAY • APRIL 9 (CONTINUED)

### 1:30 pm – 2:30 pm BREAKOUT SESSIONS

#### **ISSA Proper Sanitation of Transit Vehicles, and Facilities, Solutions, and Techniques**

##### • Conference Theatre

**Presenter:** Jeremy Leon, CPT, Director of Operations for North America, LJ's Cleaning Solutions (ISSA CMI Certified Professional Trainer • ISSA CIMS Expert • Micro CMI & CMRC)

Join us as we review ISSA standards regarding proper cleaning techniques, and using the proper chemicals and solutions to properly sanitize all your facilities and vehicles for employee and passenger safety.

#### **Transforming Mobility: Public Transit Service with Autonomous Vehicles • Palo Verde I**

**Presenter:** Katrina Heineking, Beep, Inc., EVP Strategic Partners

Come explore the possibilities of autonomous vehicles (AVs) in public transit. This session will dive into the key components of AV public transit service, examining its potential to enhance efficiency, safety, and accessibility while reducing traffic congestion and carbon emissions. Hear real-world examples and discuss the benefits and challenges yet to solve for. Plan for interactive session to discuss considerations such as public acceptance, driver/workforce solutions, and planning tips on how you can bring an AV deployment to your agency. The future is here!

#### **National RTAP 101 • Palo Verde II**

**Presenter:** Robin Phillips, Executive Director, National RTAP

Check out the latest and greatest of new trainings and updated information. Active Shooter, Difficult Passengers, Human Trafficking, and START. National RTAP can help you onboard new drivers, support your safety training, and promote your system with the Marketing Transit Toolkit. Robin will answer questions and provide a tour of the resources available to you to support reliable accessible and responsive transit in your community.

#### **FTA Program Compliance Updates & Post-Award Roles and Responsibilities of FTA Grantees**

##### • Palo Verde III

**Presenters:** Darin Allan, Director, Office of Financial Management and Program Oversight, FTA Region 9 • Charlene Lee Lorenzo, Senior Director, Southern California Office, FTA Region 9

FTA recipients are required to have written policies and procedures in place to comply with a number of regulatory and policy requirements for eligible activities prior to and after the FTA awards a grant. This session provides a snapshot and summary of the necessary requirements and common omissions or missteps that frequently result in compliance deficiency findings. FTA Region 9 staff will also provide an overview of what is expected after an FTA grant is awarded. This will include changes from the Infrastructure Investment and Jobs Act (IIJA) of 2021, such as recently issued asset disposition policy requirements.

### 1:30 pm – 2:30 pm BREAKOUT SESSIONS (continued)

#### **The Road to State Funding for Transit**

##### • Sirrine/Crismon

**Presenters:** Heather Dalmolin, CEO and General Manager, Mountain Line • Vinny Gallegos, Executive Director, Central Yavapai Metropolitan Planning Organization

A discussion on efforts to educate state officials on the value of transit across the state and the need for funding to assist transit in matching new federal funding levels as approved in the Bipartisan Infrastructure Law (BIL). Information will be shared on several recent funding approaches and opportunities, including direct apportionment of state budget, the SMART bill, and RTAC bill. As time allows, the presenters can talk about getting involved in state bills and mechanisms for educating our lawmakers.

### 2:45 pm – 3:15 pm PM Break • Main Hall

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### 3:15 pm – 4:15 pm BREAKOUT SESSIONS

#### **Leading from Within, Approaches to Training & Development that Increase Employee Retention, Success, & Performance • Conference Theatre**

**Presenters:** Heather Dalmolin, CEO and General Manager, Mountain Line • Eric Gleason, Director of Public Transportation, Texas Department of Transportation • Ehren Bingaman, Managing Principal, TransPro Consulting

Transit agencies across the country are facing critical challenges filling vacancies and retaining quality employees. Furthermore, transit agencies elevate high-performing employees to leadership roles, but soon recognize many of those professionals are missing fundamental management skills to effectively lead others. With a focus on improved outcomes for customers and increasing engagement among the workforce, transit agencies are investing more and more in leadership development programming to increase employee engagement, develop the effectiveness of managers and supervisors, and improve employee retention through an improvement in the quality of organizations' leaders. This session will highlight Arizona and national best practices in leadership development programming, professional coaching, and data-informed decision-making to improve employee and organizational success.

#### **Zero-Emission Vehicles • Palo Verde I**

**Presenters:** Rhett Crowninshield, Transit Administrator, City of Tucson • Elizabeth (Bizzy) Collins, Strategic Performance Planner, Mountain Line

Hear from two Arizona transit agencies on their zero-emission journeys; what they did to prepare, what they are learning, and what is planned as next steps.



# Conference Agenda

## TUESDAY • APRIL 9 (CONTINUED)

3:15 pm – 4:15 pm **BREAKOUT SESSIONS (continued)**

### **National RTAP ADA Training for Drivers • Palo Verde II**

**Presenter:** Robin Phillips, Executive Director, National RTAP

This training was just published and can help you build your drivers' familiarity with providing service to persons with disabilities. There is an e-learning course you can take on any web-enabled device and a separate checklist for you or the transit manager to certify the driver learned how to do what the course discussed. FTA Civil Rights has reviewed the materials. This is a chance to train your drivers without losing days of work. We will review the course and talk about how to implement this training in your program.

### **FTA Project Planning – with focus on NEPA & Real Property Acquisition • Palo Verde III**

**Presenters:** Mary Nguyen, Director, Planning & Program Development, FTA Region 9 • Charlene Lee Lorenzo, Senior Director, Southern California Office, FTA Region 9

Are you planning to build a transit facility that requires real property acquisition? This session will provide critical reminders to project sponsors of statutory requirements and FTA's policies on real property acquisition where federal funds will be (or are anticipated to be) used for the purchase or development of that property.

### **Route Optimization for Rural Transit Lines • Sitrine/Crismon**

**Presenters:** Erik Heet, Transit Manager, City of Coolidge • Chris Joannes, AICP, Transportation Planner, Kimley-Horn

The Central Arizona Regional Transit (CART) system provides intercity bus services between Casa Grande, Coolidge, and Florence 5 days per week and was seeing substantial ridership decline even before COVID, which further impacted ridership. The Route Optimization Study was done as a partnership between the City of Coolidge and the Sun Corridor MPO to identify efficiencies that could be gained to reduce travel times, improve ridership, and reduce resources needed to operate the service. Since the recommendations have been implemented, along with new partnerships to increase the reach of the service, CART has seen a substantial increase in ridership, bringing it back in line with pre-COVID levels.

4 pm – 6:30 pm **Vendor Expo & Vehicle Showcase Reception  
(Light Refreshments Provided) • Main Hall**

6 pm – 6:30 pm **"Hit the Jackpot"  
Vendor Raffle Drawings!  
• Main Hall  
(Must be Present to Win)**

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• Shop, Dine, & Explore  
Downtown Mesa!

## WEDNESDAY • APRIL 10

8:30 am – 9:30 am **Breakfast • Main Hall**  
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9:30 am – 10:30 am **BREAKOUT SESSIONS**


### **Addressing Recruitment Challenges through Creative Workforce Development Strategies • Conference Theatre**

**Hosted By:** Christina Russell, Senior Vice President of Business Development, Transdev

The country is currently facing a nation-wide 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.

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Presented by: **AzTA ADOT**

**SAVE THE DATE**   
**ARIZONA'S 38th Annual  
Statewide Transit Conference**

**Location: To Be Announced**

**Date: April 2025**

**Title Sponsor:** 

# Conference Agenda

## WEDNESDAY • APRIL 10

(CONTINUED)

### 9:30 am – 10:30 am BREAKOUT SESSIONS (continued)

#### Title VI and ADA Federal Compliance Requirements • Palo Verde I

**Presenters:** Stephanie Ortiz, ADOT Title VI Program Manager • Jesse Cuijly, ADOT ADA 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.

#### AZTA Legislative Update – Local, State, and Federal • Palo Verde II

**Presenters:** Vinny Gallegos, Executive Director, Central Yavapai Metropolitan Planning Organization • Heather Dalmolin, CEO and General Manager, Mountain Line • John MacDonald, Partner at Policy AZ • Rich Sampson, Executive Director, South West Transit Association

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

#### FTA Grant Application Development Workshop: PART 1 – Launch of Grant Application Development Toolkit 2.0 • Palo Verde III

**Presenters:** Amy Changchien, Deputy Regional Administrator, FTA Region 9 • Mary Nguyen, Director, Planning & Program Development, FTA Region 9

Part 1 of this workshop will provide an overview of the recently updated FTA Region 9's Grant Application Development Toolkit. The toolkit provides a framework and a bundle of information to help recipients gain a better understanding of FTA grant program requirements and the required information for inclusion in a grant application.

### 10:30 am – 11 am AM Break • Main Hall

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### 11 am – Noon BREAKOUT SESSIONS

#### State of Cybersecurity in Arizona – A Collective Defense Approach • Conference Theatre

**Presenter:** Ryan Murray, Deputy Director, Arizona Department of Homeland Security and Interim Chief Information Security Officer for the State of Arizona

A brief overview of the cybersecurity threats currently faced by Arizona transit organizations and government as a whole, and how we are all working together to build the collective defense of our state. Through efforts including information sharing, proactive cyber defense deployment, and developing the next generation of the cyber workforce, join the discussion and the community as we all work together to solve these challenges.

11 am – Noon

### BREAKOUT SESSIONS (continued)

#### Connecting with Younger Workers: Understanding Motivations & Habits • Palo Verde I

**Presenter:** Rich Sampson, Executive Director, South West Transit Association

Seeing trends in behavior among employees of different ages? Seeking to hire staff and build team camaraderie over a range of generations? This session will explore the ways people of different ages view work and the best way to attract, retain, and motivate employees based on their varied priorities and perspectives.

#### Telling Microtransit Tales • Palo Verde II

**Presenter:** Vinny Gallegos, Executive Director, Central Yavapai Metropolitan Planning Organization

##### Panel:

- Avondale: Matthew Dudley, Transit Manager
- Chandler: Nancy Jackson, Transportation Planning Program Coordinator
- Casa Grande: Deb Brunner, Transit Manager
- Prescott Valley: Pedro Rodriguez, Transit Administrator

On-demand microtransit services in six cities in Arizona has taken off and continues to grow. These cities had limited or no transit options, and these microtransit services were implemented in areas with a higher percentage of zero-car and low-income households. These microtransit experts will briefly present their success, lessons learned, and the future of their service.

#### FTA Grant Application Development Workshop: PART 2 – Frequently Encountered Issues • Palo Verde III

**Presenters:** Amy Changchien, Deputy Regional Administrator, FTA Region 9 • Charlene Lee Lorenzo, Senior Director, Southern California Office, FTA Region 9

Part 2 of this workshop will focus on pre-award activities and issues that often arise during FTA's grant application review. Key topics for this session will include pre-award authority, planning/STIP information, environmental review information, "Adjustment Amount," in-kind match, Transportation Development Credit, ADA complementary paratransit match policy, 100-Bus Rule, "Super Grants," and others.

Noon – 1:30 pm

### Celebration Luncheon • Main Hall

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2 pm – 5 pm

### Post-Con Training • National RTAP – AmAZing Transit Online Trip Planning • Palo Verde I

**Trainer:** Marcy Jaffe, Transnnoation Inc., GTFS Data Management

The NTD reporting rules changed last year for this reporting year. All fixed-route operators are required to report GTFS for all of their routes. GTFS is the data necessary to be in Google Transit, Apple Transit, Transit App, or any other trip planner. If you do not have this data already, this session is a chance for you to meet your reporting requirement AND improve access to your services throughout your community. Please bring your laptop and make sure you have access to your schedule data. It really is possible for you to attend and participate and be ready to complete your reporting data at the end of the session.

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# Meet Our 2024 Vendors

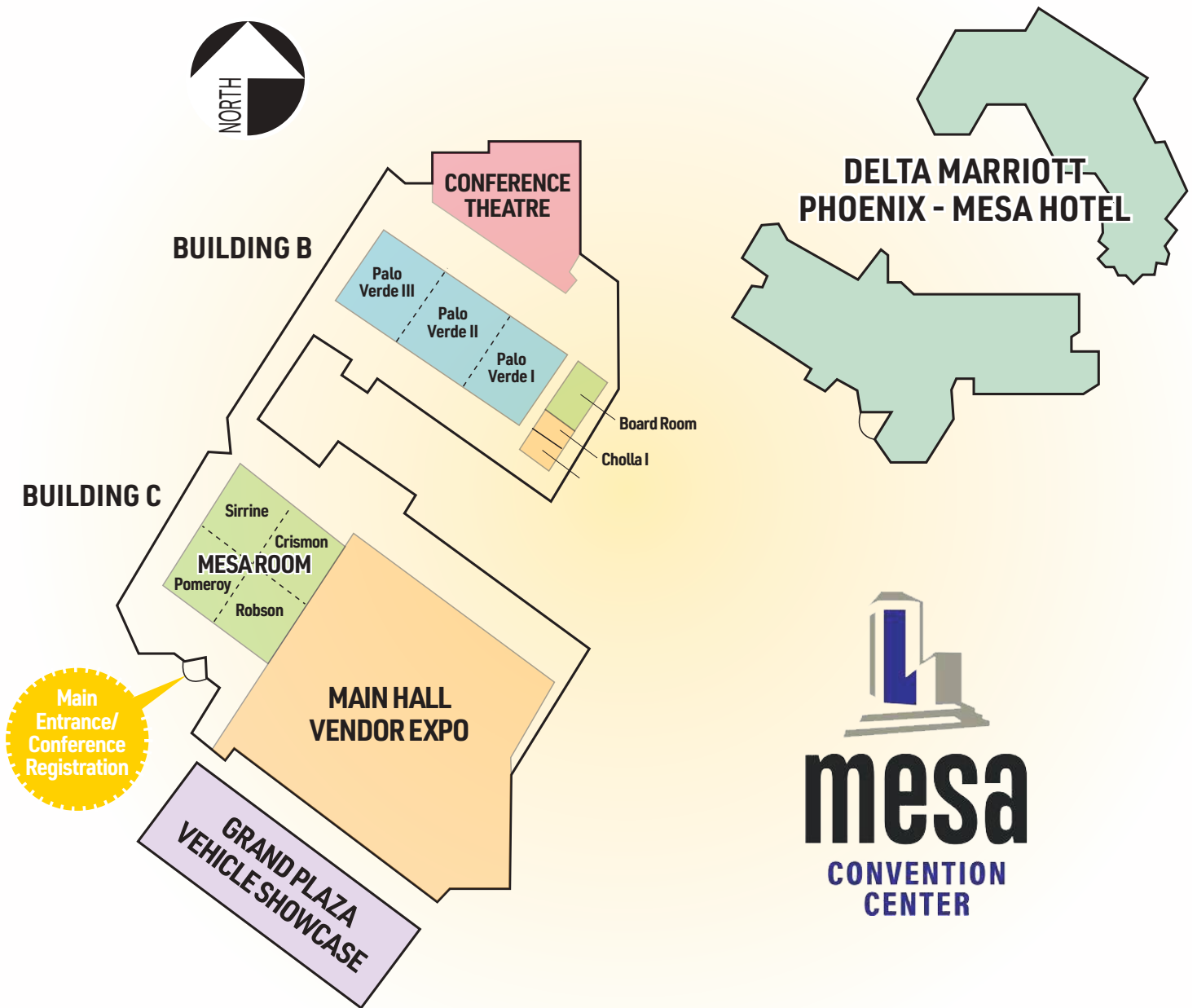


## Special Thanks To:

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



# Venue Map



# Conference Schedule At A Glance

	CONFERENCE THEATRE	PALO VERDE I	PALO VERDE II	PALO VERDE III	SIRRINE/CRISMON	
<b>MONDAY, APRIL 8</b>						
10A – 2P	Mobile Workshop: Discover Rail in our Region ( <i>Pre-registration required</i> ) • Hosted by: Valley Metro					
Noon – 2P	Vendor/Vehicle Registration & Set-Up (Main Foyer, Main Hall, & Grand Plaza)				Mobility Managers Meeting (Invitation Only)	
Noon – 5P	Conference Registration (Main Hall Foyer)					
2P – 3P	ADOT Meet & Greet					
3P – 5:30P	Welcome Reception featuring Vendor Expo & Vehicle Showcase (Main Hall & Grand Plaza) • Sponsor: RATP Dev USA					
	Dinner on your own! — Shop, Dine, & Explore Downtown Mesa!					
<b>TUESDAY, APRIL 9</b>						
7:30A–5P	Conference Registration (Main Hall Foyer)					
7:30A–8:30A	Breakfast (Main Hall) • Sponsor: ACI					
8:30A–6:30P	Vendor Expo & Vehicle Showcase (Main Hall & Grand Plaza)					
8:30A – 10:15A	Conference Welcome & Opening Session (Main Hall) • Thank you to our Conference Title Sponsor: Transdev					
10:15A – 10:45A	AM Break (Main Hall) • Sponsor: Southwest Transit Partners					
11A – Noon	Breakout Sessions	Engage & Excel: Marketing Strategies for Every Budget Sponsor: RATP Dev USA	The Transformation of Downtown Mesa	Optimizing Your ADA Paratransit Services to Meet the Needs of the Modern Rider	Tribal Transit Grantee Engagement	Busing on the Lookout: Coalition Build to Combat Human Trafficking
Noon – 1:15P	Networking Lunch & Keynote (Main Hall) • Keynote Session Sponsor: MV Transportation					
1:30P – 2:30P	Breakout Sessions	ISSA Proper Sanitation of Transit Vehicles, & Facilities, Solutions, & Techniques	Transforming Mobility: Public Transit Service with Autonomous Vehicles	National RTAP 101	FTA Program Compliance Updates & Post-Award Roles & Responsibilities of FTA Grantees	The Road to State Funding for Transit
2:45P – 3:15P	PM Break (Main Hall) • Sponsor: HDR					
3:15P – 4:15P	Breakout Sessions	Leading from Within, Approaches to Training & Development that Increase Employee Retention, Success, & Performance	Zero-Emission Vehicles	National RTAP ADA Training for Drivers	FTA Project Planning – with focus on NEPA & Real Property Acquisition	Route Optimization for Rural Transit Lines
4P – 6:30P 6P – 6:30P	Vendor Expo & Vehicle Showcase Reception (Main Hall & Grand Plaza) “Hit the Jackpot” Vendor Raffle Drawings! • <i>Must Be Present to Win!</i> Sponsor: Schetky Bus & Van Sales					
	Dinner on your own! — Shop, Dine, & Explore Downtown Mesa!					
<b>WEDNESDAY, APRIL 10</b>						
8:30A – 9:30A	Breakfast (Main Hall) • Sponsor: Transdev					
9:30A – 10:30A	Breakout Sessions	Addressing Recruitment Challenges through Creative Workforce Development Strategies Sponsor: Transdev	Title VI & ADA Federal Compliance Requirements	AzTA Legislative Update – Local, State, & Federal	FTA Grant Application Development Workshop: PART 1 – Launch of Grant Application Development Toolkit 2.0	—
10:30A – 11A	AM Break (Main Hall) • Sponsor: RATP Dev USA					
11A – Noon	Breakout Sessions	State of Cybersecurity in Arizona - A Collective Defense Approach	Connecting with Younger Workers: Understanding Motivations & Habits	Telling Microtransit Tales	FTA Grant Application Development Workshop: PART 2 – Frequently Encountered Issues	—
Noon – 1:30P	Celebration Luncheon (Main Hall) • Sponsor: Transdev					
2P – 5P	Breakout Sessions	—	Post-Con Training: National RTAP – AmAZing Transit Online Trip Planning Sponsor: National RTAP	—	—	—