



**CASTA**

COLORADO ASSOCIATION  
OF TRANSIT AGENCIES

# Transit Training Conference

## Spring 2017



**May 16-19**

**Hilton Fort Collins**  
Fort Collins, Colorado



## Tuesday, May 16th

### **Registration Open**

11:00 am

Atrium

### **Mobility Management**

1:00 pm - 5:00 pm, Tuesday, May 16

Salon I

*Presenter: Kathy Murphy, Transit Plus*

Join other mobility managers for an afternoon filled with need-to-know information, lively discussions and networking.

### **Crafting Effective Focus Groups & Customer Satisfaction Surveys**

1:00 pm - 5:00 pm, Tuesday, May 16

Salon V

*Presenter: Monica Simon, Simon & Simon Resources*

This training will utilize the principles of participant centered learning, which is highly interactive, engages learners and increases retention. Topics that will be covered include the Six Factors of a Customer Satisfaction Measurement Program, Introduction to Effective Focus Group Design, Implementing a Customer Satisfaction Measurement Program, Introduction to Effective Customer Satisfaction Survey Design, and Writing Powerful Questions and Analyzing Feedback.

### **Countering Practical Drift in Day-To-Day Transit Operations**

1:00 pm - 3:00 pm, Tuesday, May 16

Salon IV

*Presenters: Walt Diangson, SWTA; John Filippone, RFTA*

"Practical Drift" is the slow, steady disconnect of practice from adopted and a written procedure (e.g. taking short cuts, being complacent, and the attitude illustrated by "We've always done it that way.") In the workplace, many individuals are injured or killed in incidents where following a policy, procedure or using available safety equipment would have saved them from harm. Both managers and safety professionals have asked, "Why do people take short cuts and put themselves at risk?" This session will examine the ways transit employees experience practical drift and ways managers and supervisors can counter this unsafe practice.

### **Developing Safety Leadership for Field and Maintenance Supervisors**

3:15 pm - 5:00 pm, Tuesday, May 16

Salon IV

*Presenter: Walt Diangson, SWTA; John Filippone, RFTA*

Innovative safety leaders use existing interactions with their employees to talk about ways to manage and control exposure to hazards. Transit supervisors can likewise leverage off their existing daily routines and interface with front line employees to promote and better manage safety. This conference session will explore ways that a supervisor can strengthen the organization's safety culture and contribute to lasting improvements in overall safety performance through safety leadership. Some of the methods include casual daily greetings, pre-trip sessions, regular safety meetings, leading by example, and task observations.

### **Transit II**

1:00 pm - 5:00 pm, Tuesday, May 16

Day 1 of 3

Green & Gold Room

*Presenter: Rob Lynch, SURTC*

Prerequisite for this course: SURTC's TRANSIT I or Principles of Transit Management course. This course is designed to build upon a transit administrator's or supervisor's existing base of knowledge and is designed to help them further develop their managerial skills. The material will be presented through a combination of lecture and activities, requiring individual critical thinking and significant group participation. This course is broken into individual modules which cover: Advanced Human Resources; Financial Planning; Intelligent Transportation Systems for Transit; Strategic Planning; Emergency Management and Continuity Planning; Ethics and Leadership.

### **Welcome Reception**

5:00 pm - 7:00 pm, Tuesday, May 16

Legends Room

*Sponsored by RouteMatch*

Catch up with old friends and meet new people as we gather to celebrate all that is great about our industry and our people.

## Wednesday, May 17th

### Networking Breakfast

8:00 am - 9:00 am, Wednesday, May 17

Salon II & III

Sponsored by Cummins Inc.

Many respondents to conference surveys say that networking is one of the most important outcomes of attending a CASTA conference. This breakfast is a great opportunity to spend some time with transit professionals from around the state and extend your network.

### Elder Abuse Detection Training and Elderly and Disabled Transportation Committee

9:00 am - 12:00 pm, Wednesday, May 17

Salon I

*Ralph Mason, Via*

The law requiring transit drivers to report suspected abuse of elders and members of the disabled community was put into effect in 2016. Do your drivers have the tools they need to detect abuse and carry out their reporting responsibility? Join us for this important train the trainer session that will send you back to your agency ready to give them the tools they need to protect this vulnerable segment of our community. The training will be followed by the Elderly and Disabled Transportation Committee meeting (11 am - 12 pm). As always, all are welcome to attend the committee meeting!

### Modelling and Forecasting for Great Transit Service

9:00 am - 10:30 am, Wednesday, May 17

Salon V

*Timothy Wilder, TransFort; Rodney Bunner, Service Edge Solutions*

Transit forecasting is an inexact science, but new tools are available to make ridership forecasting more robust than ever. Learn about the Transit Boardings Estimations and Simulation Tool (TBEST), a comprehensive transit analysis and ridership forecasting model developed by the Florida DOT that is capable of simulating travel demand at the individual stop level while accounting for network connectivity, time of day variations, and other factors. The session will host the developer of the tool for an overview of the model's capabilities, as well as a user at a local transit agency who will share his in-depth experiences using the model.

### TransFort Max Technology Tour

9:00 am - 12:00 pm, Wednesday, May 17

Salon IV

*Tour Guide: Craig Dubin, TransFort*

You know the old saying "A technology manager's job is never done?" Spend the morning with TransFort's technology guru and find out how true it is. Check out all TransFort's new technology including their dispatch center, camera system, customer facing technology and much more!



### Transit II

9:00 am - 5:00 pm, Wednesday, May 17

Day 2 of 3

Green & Gold Room

*Presenter: Rob Lynch, SURTC*

TransFort and RFTA used technology to improve their routes with outstanding results. Two of our favorite transit planners, Timothy Wilder and David Johnson, will present the theory and strategy behind the project applicable to a wide variety of agency sizes and types.

### Complete Streets in Rural Communities

10:30 am - 12:00 pm, Wednesday, May 17

Salon V

*Presenters: TBD*

By planning, designing, and constructing Complete Streets, communities of all sizes - whether rural hamlets, small towns, or booming metropolises - are able to provide quality access to jobs, health care, shops, and schools to their residents, while also achieving greater economic, environmental, and public health benefits. A Complete Streets approach can provide a more effective and balanced transportation system for the nearly 49 million Americans who live in rural areas and small towns.



## Luncheon - Keynote Speaker

12:00 pm - 1:00 pm, Wednesday, May 17

Salons II & III

Sponsored by Davey Coach

*Speaker: Dave Genova, General Manager and CDO, RTD-Denver*



Dave is a 21-year veteran of RTD. Before being selected as the GM, he served as the Assistant General Manager of Safety, Security and Facilities. Dave is committed to meeting the agency's vision of delivering world class, efficient transit services and delivering RTD's capital programs on time and within budget. Some of his current accomplishments include providing safety certification for the light rail openings that includes the Denver Union Station, and overseeing our Transit Watch smart phone application, a customer facing interface which is a recent recipient of the American Public Transportation Association Gold Award Winner for the 2015 APTA Bus Safety and Security Excellence Awards. Dave will provide insight into how he shaped his career and keeps his passion alive.

## Vanpool Operations Roundtable

1:00 pm - 2:00 pm, Wednesday, May 17

Salon I

*Presenters: Kelly Frazier, MMT; Jim Eshelman, DRCOG; Shane Armstrong, NFRMPO*

Do you run a vanpool or is your agency considering adding vanpooling? If so, join the vanpool discussion. Representatives from Colorado

Springs, DRCOG and NFRMPO will moderate a wide ranging discussion including topics like: federal subsidies, NTD reporting, customer service and technology.

## 5304 Grant Report Outs

1:00 pm - 3:00 pm, Wednesday, May 17

Salon V

*Presenters: Amber Blake, Durango; Scott Truex-Gunnison Valley, RTA; Timothy Wilder, TransFort*

See what planning studies your colleagues are doing to improve transit in their communities! Take a glimpse into what FTA 5304 Statewide Planning initiatives are happening around the state. Fort Collins will be presenting their TransFort Route Improvement Project (TRIP). Gunnison Valley RTA will be presenting their Strategic Transit Plan and Senior Mobility Plan. Durango will be presenting their ADA Self-Evaluation and Transition Plan, and Multimodal Transportation Master Plan.

## Social Media for Transit

1:00 pm - 2:00 pm, Wednesday, May 17

Salon IV

*Presenters: Amy Mogck, Mountain Metro Transit*

Have some questions about the ever changing landscape of social media? Join this discussion to find tips and tricks in digital ad buying, engaging your audience, and easing the workload. We will also talk about which social media tools and apps are best for mass transit.

## 3-4 Year Budget

2:00 pm - 3:00 pm, Wednesday, May 17

Salon I

How can you make a budget for the next four years when federal, state and even local transit funding could change dramatically in just the next 12 months? This session will provide tips, tricks and best practices for putting a meaningful 3-4 year budget together. One that meets CDOT's requirements but also will help your agency in its planning process.

## MAX Project, Results & Tour

2:00 pm - 5:00 pm, Wednesday, May 17

Salon IV

*Tour Guide: Kurt Ravenschlag, TransFort*

Colorado boasts three Bus Rapid Transit systems. You rode the US 36 system and the VelociRFTA systems last year. Now check out how Fort Collins, with their inimitable ability to find creative solutions

to tricky land-use and traffic challenges, neatly fit BRT down the spine of Fort Collins, connecting the south end, the university, and old town.

### **Colorado Resort Transit Committee (CREST)**

3:15 pm - 5:00 pm, Wednesday, May 17

Salon V

What's new in resort operations, and the Colorado tourism industry? How are your fellow operators and managers hiring for those difficult-to-fill positions, maintaining fleets in extreme weather and altitudes, and working through local and regional politics and economics. All are welcome to join this lively and experienced group.

### **Night Out in Fort Collins**

5:00 pm, Wednesday, May 17

CASTA is pleased to coordinate an evening out in Downtown Fort Collins with both the City of Fort Collins, the Visit Fort Collins Bureau and Davey Coach Inc. Transfort has arranged a tour of the New Belgium Brewery Company beginning at 4:30pm. The MAX Project, Results and Tour will end their time at New Belgium tour, but others wishing to join can take the shuttle provided by Davey Coach from the hotel lobby at 4:15pm.

Once downtown, we hope you can explore some of the treasures that Fort Collins has to offer. The shuttle bus provided by Davey Coach will be running every thirty minutes from the hotel lobby to the south end of the old town plaza downtown. This service is free and runs from 5pm until 8pm.

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## **Thursday, May 18th**

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### **Breakfast and CASTA Membership Meeting**

8:00 am, Thursday, May 18th

Salons II & III

*Sponsored by Lewis Bus Group*

*Presenter: Amber Blake, Board President*

Join CASTA President Amber Blake for a review of CASTA's 2017 strategic goals, legislative initiatives, and new the training program. All are welcome - bring your questions, issues and success stories.

### **Creating Training Materials That Stick**

9:00 am - 12:00 pm, Thursday, May 18th

Salon I

*Presenters: William Betherum & Charles Beaver, TransFort*

The average class only retains 5% - 10% of written and verbal instructions. You can do better. We'll show you how to creatively cultivate trainings and discover your most powerful hidden resources. We will explore the pitfalls of technology and examine the benefits. The City of Fort Collins / TransFort Trainers will share the magic of low-cost software, free phone apps and in-house methods that will capture that lost 90% while transforming your resources into trainings that will stick.

### **Colorado Foundations and Creative Funding Solutions for Rural and Small Agencies (Even if You're Not a Non-profit)**

9:00 am - 3:00 pm, Thursday, May 18th

Salon V

*Presenters: Larry Worth, retired-NECALG; Rebecca Gorrell, Community Resource Center; Lenna Kottke, retired-Via Mobility; Jeff Saunders, CDOT; Kari Linker, Morgan Community College*

Even rural and small agencies can diversify their funding sources, join us to pick up some new tools and learn the ropes from the masters. In this session we will discuss the following funding opportunities: Colorado Foundations, corporate contributions, creative local matching for 5311 funds, RTD's, RTA's, contracts for service, individual donations, fundraising events and planned giving. Not a non-profit? You are still able to access these solutions- we'll have a specialist on the panel to answer all your questions! Come to the session to find out how your organization can grow their funding.

### **Building Effective Teams**

9:00 am -12:00 pm, Thursday, May 18th

Salon IV

*Presenter: June Ramos, JRamos Associates, LLC*

People working together in teams represent the single most powerful resource available to any organization. In addition to their important role in improving quality and resolving problems, teams also provide excellent opportunities for sharing information and developing employee's leadership skills. The results of these team-building efforts are measurable, even remarkable, as teams reach goals together, that, as individuals they wouldn't have imagined were possible to achieve. Building truly high performance teams requires a deliberate, thoughtful approach that combines training, team building and modeling of desired behavior by every

level of management. The purpose of this half-day program is to provide tools on how to maximize and harness the energy of your team.

## **Transit II**

9:00 am - 5:00 pm, Thursday, May 18

Day 3 of 3

Green & Gold Room

*Presenter: Rob Lynch, SURTC*

## **Lunch Keynote**

12:00 pm - 1:00 pm, Thursday, May 18th

Salons II & III

Sponsored by Gillig

*Speaker: Amy Ford, CDOT Director of the Office of Communications*



No one dreams of a career in transit when they're growing up but here we all are! Amy Ford, Director of Communications at CDOT will share her experiences during her career in transportation, why she stays with transportation and some of the challenges she's faced along the way.

## **Adult Learning Styles**

1:00 pm - 3:00 pm, Thursday, May 18

Salon I

*Presenter: TBD*

Adults learn and retain information in different ways. Are your training materials capturing the variety of styles and leveraging your trainees'

experiences? This lively, 1-hour workshop will help you review your existing materials for maximum impact and retention.

## **Finding and Keeping Your Passion**

1:00 pm - 3:00 pm, Thursday, May 18

Salon IV

*Presenter: Lenna Kottke, retired-Via (Invited)*

Been in transit for a while? Starting to feel the rub of local politics, bureaucracies, tough opponents, cranky riders... ? Join this facilitated discussion about keeping your passion in the face of challenges.

## **RTAP Committee Meeting**

3:15 pm - 5:00 pm, Thursday, May 18

Salon I

Colorado RTAP has new program goals and a new strategy for delivering timely, effective training to rural transit agencies in Colorado. Please come join the discussion about changes to the RTAP program, weigh in on important Colorado RTAP policies and fill us in on the training needs in your agency or region. All are invited!

## **Women in Transit Career Builder**

3:15 pm - 5:00 pm, Thursday, May 18

Salon IV

*Panelists: Carla Perez, Jacobs; Amanda O'Connor, Entitlement & Engineering Solutions; Jenny Young, Felsburg Holt & Ullevig; Lacy Bell, RTD*

Join CASTA and WTS in an open discussion led by a panel of seasoned female professionals in the transportation industry. Come with your stories about work-life balance, career advancement, and the challenge of "having it all.". All are welcome to join in the conversation! Following the session, CASTA, WTS, and Felsburg Holt & Ullevig will host a reception with drinks and hors d'oeuvres where conversations can continue.

## **WTS Reception and Professional Event**

5:00 pm - 7:00 pm, Thursday, May 18

Atrium

*Sponsored by Felsburg, Holt, & Ullevig*

CASTA, WTS, and Felsburg Holt and Ullevig are pleased to host a reception with drinks and hors d'oeuvres where the Career Builder conversation can continue. No need to have attended this

session, all conference attendees are invited to join the fun. Why not invite a friend? Do you know someone interested in CASTA or WTS? Is a friend or colleague of yours interested in the conversation? CASTA is offering a special \$20 registration to all those interested in attending this session and the reception.

## **Friday, May 19th**

### **Scrambled Eggs and Politics - NoCo Transportation Update**

8:00 am - 9:15 am, Friday, May 19

Salons II & III

*Presenter: TBD*

NoCo (Northern Colorado) is on the innovative edge of transportation policy. Myriad local government authority, regional planning organizations, growing populations, rural and urban issues -- this are has tackled it all. Hear updates from a number of local elected and policy officials from around the northern Colorado region.

### **Transit Trainers Roundtable**

9:15 am - 11:30 am, Friday, May 19

Salon I

*Facilitator: Ariane Bergen, CASTA*

Transit trainers unite! You just spent Thursday fine tuning your training materials game now let's discuss training at your agencies. We'll have a wide ranging discussion including topics such as: Security awareness, technology, safety, customer service, CDL training, drug and alcohol testing/policies, staffing/recruiting/retention and much more.

### **State Funding Update**

9:15 am - 10:15 am, Friday, May 19

Salon V

*Presenters: Ann Rajewski & Elena Wilken, CASTA*

With the Colorado legislative session scheduled to end May 10 this update will provide you with an up to the minute analysis on the statewide transportation bill. Regardless of the bill's outcome we'll give you our take on the bill and discuss next steps for CASTA as we continue our efforts to increase the amount of funding the state provides for transit.

### **Training Module: Backing Safety**

10:30 am - 11:30 am, Friday, May 19

Salon I

*Presenter: TBD*

This training is designed for you to take back to your agency and present at a safety meeting or as part of your training routine.

### **Legislative Committee Meeting**

10:30 am - 11:30 am, Friday, May 19

Salon V

The politics around transit and transportation have been exciting in 2017. Join us to hear how Colorado's legislative session ended up, and where we're going from here. We'll also check in to see how things are looking at the federal level.

### **Conference Adjourn**

11:30 am, Friday, May 19

*Training at this conference is made possible by a grant from the Rural Transit Assistance Program (RTAP) from the Federal Transit Administration (FTA) through the Colorado Department of Transportation.*



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