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TRANSPORTATION CENTER

# CASTA 2018 SPRING CONFERENCE



# GREELEY

**MAY 15 -18**

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CENTER



# Tuesday, May 15th

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## Registration Open

12:00 PM

## Transportation Confidential

1:00 PM - 3:00 PM in Cache La Poudre

*Presenter: John Egan*

Do you have a confounding, puzzling, confusing, baffling, or stumping problem? Join this two-hour group discussion led by former rural transit manager John Egan to talk about and (hopefully!) resolve those problems that don't fit into neatly into a category. Candid, insightful dialogue may very well result in new ideas and directions for you and your agency.

*Target Audience: Human Resources, Leadership Development*

## High Five Training Materials

1:00 PM - 3:00 PM in South Platte

*Presenter: Bill Bethrum, & 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. Explore the pitfalls of technology. 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 stick.

*Target Audience: Coordination and Mobility Managers, Training*

## Demographic Data Collection: Title VI and Environmental Justice Implications

1:00 PM - 3:00 PM in Big Thompson

*Presenters: Eboni Younger-Riehl, CDOT, Sean Brewer, CDOT, Tracey MacDonald, AECOM (invited)*

Demographic data and other reporting requirements are critical in assessing Title VI and Environmental Justice (EJ) impacts of projects, programs, and policies. Learn how EJ figures into NEPA and CAT X processes, and where to find the EJ tool on the EPA website.

*Target Audience: Planning, Compliance*

## Certified Community Transit Manager

1:00 PM - 5:00 PM (1 of 3 days) in UNC Bears

*Sponsored by Hanover Displays*

*Presenter: Chris Zeilinger, Community Transportation Association of America (CTAA)*

CTAA has chosen Colorado to debut the comprehensively updated Certified Community Transportation Manager (CCTM) program. This is your

chance to be on the cutting edge of transit excellence.

The CCTM certification shows that you've got what it takes to be a highly competent, reliable transit manager. The training is appropriate for any transportation organization that deploys buses, vans or other "rubber tire" vehicles, whether public nonprofit, rural, urban, public or specialized.

The class will cover 6 core areas: (1) Service planning and system development, (2) Budgeting and financial management, (3) Transportation operations management, (4) Human resource management, (5) Procurement and contract management, and (6) Organizational leadership. The session concludes with a comprehensive test. While the course and the exam assume you've have some experience as a transit manager, even those new to the field will gain a valuable overview of the critical aspects of transit management. Even those not planning n taking the test will still draw value.

*Target Audience: Operations and Management, Leadership Development*

## Greeley Evans Transit Center Tour

3:15 PM - 5:00 PM

*Tour Guides: Ulysses Torres, Greeley Evans Transit, Jonathan Flager, Stantec, Holly Buck, FHU*

Tour the state's newest transit center and enjoy presentations from with the minds behind the project. Transit, engineering, planning and construction representatives will be on hand to answer all your questions.



## Welcome Reception

5:00 PM in Meeker

*Sponsored by Felsburg Holt & Ullevig*

*Special Guest: Robb Casseday, Mayor Pro Tempore - City of Greeley*

Kick off the Spring Transit Conference with hors d'oeuvres, charm and chit chat!

# Wednesday, May 16th

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## **Toast to the Morning: Public Speaking Part 1**

6:30 AM - 7:30 AM in Cache La Poudre

*Presenter: Dawn Block, City of La Junta*

Want to sharpen your public speaking skills? Join us! Each morning participants will work through a public speaking exercise in a safe and encouraging environment. Clearly, coffee will be provided.

*Target Audience: Human Resources, Leadership Development*

## **Committee Meeting Breakfast**

7:30 AM - 9:00 AM in Centennial A

Grab breakfast and join a committee meeting! All are welcome! Meetings will begin at 8:00 AM

- Colorado Mobility and Action Coalition (CMAC). Chairperson: Moira Moon, CDOT. Join other mobility managers and coordinators for topical discussion and networking.

*Target Audience: Coordination, Mobility Management*

- Rural Transit Assistance Program (RTAP) Advisory Committee. Chairperson: Donn Fowler. Transit trainers and others engaged in professional development are welcome to join this advisory committee. Provide recommendations to the statewide training and technical assistance program for rural and specialized transit professionals.

*Target Audience: Training, Safety and Security*

- Colorado Resort Transit (CREST) Committee. Chairperson: Joyce Rihaneck, Vail Transit. How was your season? Come share your successes and challenges with your fellow mountain transit operators and managers.

*Target audience: Operations, Management, Leadership Development*

- Elderly and Disabled Transportation Committee. Chairperson: Hank Braaksma, Seniors' Resource Center. If your agency provides services for our most vulnerable populations, then this meeting is for you! Topical discussions on policy and operations pertinent to specialized services.

*Target Audience: Operations and Management, Coordination, Mobility Management*

## **Bus Stop Design - Can You Comply AND Be Welcoming?**

9:00 AM - 12:00 PM in Cache La Poudre

*Presenters: Roger Austin, CDOT, Greg Martinez, CDOT, Jonathan Flager, Stantec.*

This interactive session will give participants background in the history of the ADA/FTA standards and requirements around bus stops and provide a snapshot of multiple examples of accessible and non-accessible bus stops. We will discuss a variety of related issues such as how far an agency's responsibility for accessibility extends, how agencies work with property owners and local municipalities to provide accessible solutions. We will also address facilities pedestrians use to access bus stops such as curb ramps, crosswalks, and pedestrian push buttons, work zones and snow removal and ordinances issues. You will experience first-hand how people with different disabilities encounter in the public right of way. We'll wrap up with thoughts on how public spaces can be welcoming as well as compliant.

*Target Audience: Safety and Security, ADA Regs and Compliance, Transit Planning*

## **Emergency Communications for Transit Agencies**

9:00 AM - 10:15 AM in South Platte

*Presenter: Jennifer Miller, Rockford Grey*

What are reporters looking for in an emergency? How do they develop their stories? Jennifer, once a reporter herself, will provide thoughtful insight on how to manage agency communications during an emergency. She will help you figure out the appropriate types and amount of information to offer in emergency situations - while keeping you and your agency from making embarrassing communications mistakes, and cover what you can have in place to make your emergency communications easier and better.

*Target Audience: Safety and Security, Marketing and Customer Service*

## **From #MeToo to #WeToo: Creating Work Environments that Foster Accountability and Psychological Safety**

9:00 AM - 12:00 PM

Big Thompson

*Presenter: Debi Lake, Envision Consulting*

The #MeToo social media movement has put a spotlight on sexual harassment in the workplace. This session will help you cultivate environments that create shared accountability for preventing counterproductive interactions such as unprofessional, disrespectful and harassing behaviors. You will learn what you and others in your organization can do to foster psychological safety to encourage employees to speak up and foster a work environment where people are treated fairly and with respect.

*Target Audience: Human Resources, Management*

## **CCTM (Day 2 of 3)**

9:00 AM - 5:00 PM in UNC Bears

### **Social Media with a Small Staff**

10:30 AM - 12:00 PM in South Platte

*Presenters: Lyndsy Morse, Via Mobility Services, Jamie Tatsuno, RFTA*

Get on top of your social media game! We'll share tricks and tools to help make social media work for your agency and discuss the basics of the various social media platforms, what messages work in which app, and how your riders are participating in social media. Learn how to create a strong communications/social media calendar, the tools to automate your messages. Review a project management tool that can help you manage the your communications plan and other projects.

*Target Audience: Coordination and Mobility Management, Marketing and Customer Service*



### **Suits to Tattoos: Secrets to Making Diversity Work**

12:00 PM - 1:30 PM

*Sponsored by Cummins*

*Presenter: Kostas Voutsas, MBA MSHR/OD, Asst. Professor of Business, Dickinson State University*

Join us for lunch and hear from distinguished lecturer Kostas Voutsas how he learned his way around cultural differences. From (inadvertantly) insulting passengers and flight attendants on an airline, to ordering his barber to trim his "sidboards" he puts the humor back into understanding and embracing our differences. Travel with him throughout the world as he shows us how to:

- Get past the drama of difficult people!
- Reduce stress and keep calm when kittens become tigers
- Explore tools to motivate different personalities and generations at work!
- Share secrets to bridging the generational gap!

*Target Audience: Human Resources, Leadership Development*

### **ADA Requirements for Fixed Route & Paratransit Systems**

1:30 PM - 5:00 PM in Cache La Poudre

*Presenter: Rich Garrity, RLS & Associates*

Twenty-five years after enactment, the Americans with Disabilities Act continues shape public transit in America. While urban fixed mode providers have the bulk of compliance responsibilities, providers in non-urbanized areas have similar obligations. This session is designed to provide an updated overview of general ADA requirements for smaller transit agencies, discuss key policy changes that have occurred in the last ten years (new definition for a mobility devices, imposition of reasonable modification requirements, new ADA circular, etc.), and discuss best practices with respect to service policies for demand response operations

*Target Audience: Operations and Management, ADA Regs and Compliance, Transit Planning*

### **Increasing Ridership with Targeted Marketing**

1:30 PM - 3:00 PM in South Platte

*Presenters: Andrea Kaufman Robbins, Studio Six Branding; Renee St. Andre, Red Hawk; Michael Koch, Winter Park Lift*

Double digit ridership increases-how'd that happen?! Join this session for three case studies on Colorado transit agencies that were able to increase ridership using a targeted marketing approach. We'll hear about Winter Park and their experiences in launching their service expansion, some agencies on the Western Slope of Colorado who increased their senior ridership and how Greeley made their "Ride Free with a Student ID" program so successful. Bring your questions and leave inspired to spread the word about transit.

*Target Audience: Coordination and Mobility Management, Marketing and Customer Service*

### **Suits to Tattoos Workshop**

1:30 PM - 3:00 PM in Big Thompson

*Presenter: Kostas Voutsas, MBA MSHR/OD, Asst. Professor of Business, Dickinson State University*

Join our keynote speaker for a more in-depth and personal workshop on making diversity work in your agency. Bring your questions and experiences and enjoy Kostas' practical and good-natured coaching and development on your trickiest issues.

*Target Audience: Human Resources, Leadership Development*

### **Making Employees your Agency's Storytellers**

3:15 PM - 5:00 PM in South Platte



*Presenter: Tracey Jones, Studio Six Branding*

Forward-thinking organizations are deliberate about shaping their perception and their brand. These visionary municipalities are learning the techniques of branding and how to tell their story strategically. In this session we will dissect the art and science behind branding and storytelling focused on municipal and transit case studies. The session will conclude with activities and exercises focused on helping session attendees tell their own stories, initiatives and goals with the public.

*Target Audience: Coordination and Mobility Management, Human Resources, Marketing and Customer Service*

### **Cultivating an Empowered Work Environment**

3:15 PM - 5:00 PM in Big Thompson A

*Presenter: Debi Lake, Envision Consulting*

People are more motivated to do their best work when they understand the value and impact of their contribution and feel a sense of connection to their co-workers, customers and the community. In this session you will learn and practice several key strategies for inspiring and engaging employees that can enhance their motivation at work.

*Target Audience: Human Resources, Leadership Development*

### **Urban Operators Roundtable**

3:15 PM - 5:00 PM in Big Thompson B

*Facilitator: Craig Blewitt, Mountain Metro Transit*

Urban operators are invited to join their peers for discussion on a wide array of topics related to operating systems in the urban areas of Colorado. Urban operators are encouraged to send any suggested discussion topics to the CASTA staff.

*Target Audience: Operations and Management*

### **Night Out (On Your Own)**

Grab dinner with some new contacts or old friends in Greeley's happenin' restaurant scene. Choose from breweries, cafes and farm to table options. Check in at the registration desk for a list of recommended eateries and watering holes.

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## **Thursday, May 17th**

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### **Toast to the Morning: Public Speaking - Part 2**

6:30 AM - 7:30 AM

Cache La Poudre

*Presenter: Dawn Block, City of La Junta*

Want to sharpen your public speaking skills-join

us! Each morning participants will work through a public speaking exercise in a safe and encouraging environment. Clearly, coffee will be provided.

*Target Audience: Human Resources, Leadership Development*

### **Breakfast: CASTA Spring Membership Meeting**

8:00 AM - 9:00 AM in Centennial A

*Sponsored by BYD*

*Presenter: Dave Averill, CASTA Board President*

What has CASTA done for you lately? Hear the work your statewide association has been engaged in on increasing funding for transit, working on federal issues and providing professional development. Questions, concerns and kudos gladly accepted.

*Target Audience: All are welcome!*

### **Does your Space Work for You? Workplace Design for Transit Managers**

9:00 AM - 12:00 noon in Cache La Poudre

*Presenter: Sarah Camacho, Camacho Insights*

Learn a simple, collaborative tool to streamline your workspace so you and your employees can focus on what's important. The method works for a shop, a vehicle, or a desk – any space where work gets done. The end result is a safer and more efficient workspace – and, if you do it collaboratively, employees who are more excited to come to work. We'll provide real-world tips on troubleshooting, getting your employees involved, and working with naysayers (even that guy who has 40+ old broomsticks and broken windshield wipers piled next to his tool box – true story!). We'll finish up with tools you can use to make sure the change sticks and the clutter doesn't come back.

*Target Audience: Safety and Security, HR*

### **The CDOT Procurement Process & the State Management Plan**

9:00 AM - 10:15 AM in South Platte

*Presenter: Brodie Ayers, CDOT*

CDOT Procurement Process Journey (50 minutes). Join CDOT on the journey: Notice of Funding Availability traveling all the way to Executed Grant Agreement. This is an exciting opportunity to learn about internal and external process to move your request of funding to a functioning project - timelines, processes and procedures. Continue on the procurement process journey as we step through the procurement oversight process for capital project grants. Review the steps required to go from Procurement Concurrence Request to Notice of Acceptance to and approved reimbursement request.

2018 State Management Plan (25 minutes). Overview of the CDOT 2018 State Management Plan development to include your role and responsibility in drafting the SMP. An opportunity to provide comment and feedback on the future of policy and procedures to be followed by the Division of Transit and Rail. Don't miss out on your chance to shape the future of transit in Colorado.

*Target Audience: Procurement, Asset Management and Maintenance, Finances and Funding*

**CCTM (Day 3 of 3)**

9:00 AM - 4:30 PM in UNC Bears

**Passenger Oriented Operations**

10:30 AM - 12:00 PM in South Platte

*Sponsored by RouteMatch*

*Presenters: Jeff Holwell, City of Lone Tree & Melanie Morgan, Go Centennial*

Can transit partner with transportation network companies (TNC)? See the results of the City of LoneTree/Uber partnership and the Centennial/Lyft partnership. Learn what worked and what didn't work, and leave with some ideas on how your community can embrace and leverage this new way of providing transportation.

*Target Audience: Operations and Management, Coordination and Mobility Management, Marketing and Customer Service, Transit Planning*

**Lunch Keynote: Whither Colorado? The 2018 Transportation Ballot Funding Initiative**

12:00 PM - 1:30 PM in Centennial A

*Sponsored by Gillig*

*Speaker: Carla Perez, Campaign Spokesperson*

The titles are filed, Colorado legislators have given transportation funding their best shot - this is the year



<p><b>Thursday, May 17 9:00 am - 4:30 pm</b></p> <p>Is your agency considering going electric? Got questions? This full-day workshop will provide technical expertise on all aspects of going electric. Hear from technologists, policy makers and transit managers who have made the switch.</p>	
<ul style="list-style-type: none"> <li>• 9 - 10 AM - Are EB's in your future? Making the Cost/Benefit Analysis for Going Electric</li> <li>• 10:15 - 11:00 AM - Operational Considerations: Load, Elevation Changes, Routing Considerations, Temperature and Weather, Routing Distance. Vail and Breckenridge put EB through the high-altitude, low-temperature, high-load testing this spring. Hear the results of their testing. Gain insight into questions to ask about the fleet before specing and purchasing.</li> <li>• 11:00 PM - 12:00 PM Spec, Purchase and Maintain your EB Fleet - Once you've made the decision to go electric, how do you go about getting ready for the switch? Industry experts outline the most critical elements to consider in getting ready.</li> <li>• 1:30 PM - 2:30 PM - Charging Ahead - Developments to Watch in the EB Industry. Interoperability between bus manufacturers, overhead</li> </ul>	<p>and underground infrastructure, wall charging, where to place, how fast is technology changing does it make sense to invest now?.</p> <ul style="list-style-type: none"> <li>• 2:30 PM - 3:30 PM - Stories from the Field: EB Implementation. How does implementing a electric bus fleet look like from a transit managers position? Come talk to Colorado Transit Managers, the Transit Manager for Park City, UT and the Transit Manager from Porterville, CA about what it takes to successfully switch over to and manage an electric fleet.</li> <li>• 3:30 PM - 4:40 PM - Electric Buses - Showcase of Vendors. During the course of the Electric Bus Track, question cards will be available for attendees to ask electric bus vendors. Vendors will spend an hour before the networking reception answering questions. Each vendor present will answer questions as appropriate.</li> </ul>

that Coloradoans will have the opportunity to invest in their transportation system. Come here about this ambitious, well-crafted multi-modal package that includes funding for local, regional and statewide transit, as well as highways, roadways, bike lanes and pedestrian infrastructure.

*Target Audience: those who care about the future of Colorado.*

## **Bicycle Friendly Bus Drivers**

1:30 PM - 4:30 PM in Cache La Poudre

*Bill Bethrum, & Charles Beaver, Transfort*

Since 2005, there's been a 46% increase in people commuting by bike, Colorado is number 6. This impacts your Bus Operators daily. Ask yourself; what does sharing the road mean? What's legal and what's not legal for Bus Operators and bicyclists? Do your Bus Operators know the State Law regarding "taking the lane", Sharrows, Bike Boxes, Protected Lanes? Find out the answers while becoming a certified Bicycle Friendly Driver.

*Target Audience: Operations and Management, Safety and Security, Coordination and Mobility Management, Marketing and Customer Service*

## **All Together, Now! Grant Writing and Statewide Consolidated Application Process**

1:30 PM - 4:30 PM in South Platte

*Presenter: Syliva Labrucherie, Labrucherie*

*Consulting, Holly Buck, Felsburg Holt & Ullevig*

Everyone is writing grants nowadays; whether it's to CDOT, a local foundation or the FTA. In this two pronged session we will begin with discussion, tips and tricks on basic grant writing-- perfect for those new to the art of grant writing and for those who want to hone their skills. FHU the agency that will help with the upcoming Statewide Consolidated Application and will help us understand how agencies can prepare for upcoming grant opportunities so they can respond quickly and efficiently to information requests.

*Target Audience: Coordination and Mobility Management, Finances and Funding*

## **Business Networking Happy Hour**

4:30 PM - 7:00 PM in the Pre-Function Area

*Sponsored by Davey Coach*

Check out the new electric buses and network work with many of the CASTA business members who represent companies selling products ranging from routing software to bus parts to consulting services. Everyone's invited!

## **Toast to the Morning: Public Speaking Part 3**

6:30 AM - 7:30 AM in Cache La Poudre

*Presenter: Dawn Block, City of La Junta*

Want to sharpen your public speaking skills-join us! Each morning participants will work through a public speaking exercise in a safe and encouraging environment. Clearly, coffee will be provided.

*Target Audience: Human Resources, Leadership*

## **Scrambled Eggs and Politics: Legislative Update**

8:00 AM - 8:30 PM in Centennial A

*Presenter: CASTA Advocacy Staff*

At the time of this writing, the Colorado Legislature has more than 700 bills in the works - more than any previous year. From funding, to guns, to sexual harassment, it was a year of odd-bedfellows and passionate exchanges. Hear how the session played out, and what the landscape looks like as Colorado prepares to elect a new governor, what seats are in play. Then we'll turn to the federal landscape and assess the impact of legislation and rulemaking on Colorado transit.

*Target audience: Operations and Management, Leadership Development, Finances and Funding, CASTA Legislative Committee*

## **Accident Investigation**

8:30 AM - 12:00 PM in Cache La Poudre

*Presenter: John Filipone, RFTA, Walt Diagon, SWTA*

Picture this: Your bus has been in an accident, but law enforcement won't let you access the accident site, in fact, you're stuck taking photos with your phone from behind the caution tape. This is what accident investigation looks like for many agencies. This session will help you make the most of the access you do have. What photos will help your agency in the documentation process? What information should you expect to see and should you collect from the police report? Is there other information you can collect on the scene, even from behind the caution tape? This session is practical accident investigation for the rest of us. Many of your questions answered by veteran transit safety professionals.

*Target Audience: Operations and Management, Safety and Security*

### GTFS Collections

8:30 AM - 12:00 PM IN South Platte

*Presenter: Marcy Jaffe, Marcy Jaffe Company*

Trip planning technology (the integration of transit route and schedule data on a map) enables transit riders to plan a trip between points A and B. How can your agency bring trip planning technology onto your website? It may seem complicated, but you might find that the schedule information you already manage in Excel moves your agency closer to having that technology. GTFS (General Transit Feed Specification) Builder helps you complete the final steps. This session will teach you how to take advantage of RTAP's GTFS Builder, a free application to help you create GTFS files to post on trip planning websites such as Google Transit

*Target Audience: Marketing and Customer Service, Transit Technology*

### Drug & Alcohol Training

8:30 AM - 12:30 PM in Big Thompson

*Presenter: Linda DeHerrera, Precision Compliance*

The course will provide a comprehensive overview of the FTA Drug and Alcohol testing program, covering all major topic areas of FTA drug and alcohol compliance. During the presentation we will discuss the new 49 CFR Part 40 regulation updates as of January 2018.

*Target Audience: Safety and Security, Supervisory*

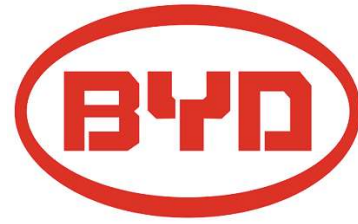
### Conference Adjourns

12:30 PM

**Many Thanks to Our Host Agency:**



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