



CASTA VIRTUAL FALL CONFERENCE & EXPO  
September 1-11, 2020 | Steamboat Springs, CO

# CASTA Virtual Fall Conference Brochure

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**Monday, August 31, 2020**

**RTAP Committee Meeting | 1:00 PM- 3:00 PM**

*Committee Chair Dawn Block, City of La Junta*

This committee oversees the administration of the RTAP contract for CDOT, discusses regional and agency specific training needs and makes suggestions on how CASTA can assist in meeting those needs. The formal agenda will be out the first week of September. Let CASTA know if you would like to add any topics for discussion. All are welcome to attend this meeting.

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**Tuesday, September 1, 2020**

**CASTA Membership Meeting | 8:00 AM- 9:00 AM**

*Dawn Block, CASTA Board President*

Join CASTA President Dawn Block for a review of CASTA's 2020 accomplishments and work completed towards our strategic goals, legislative initiatives and new programs. CASTA Board elections have already been completed and will be announced at this meeting along with the recently changed bylaw amendments. All are welcome!

**Instagram & Behavioral Science | 9:00 AM- 11:00 AM**

*Brennah Rosenthal, Great Escape Media*

*Jessica Roberts, Alta Planning + Design*

*Joseph Sherlock, Center for Advanced Hindsight, Duke University*

We'll explore two different topics during this two-hour session. We'll start with looking at Instagram, and how it's more than a marketing tool, how stories can help boost your brand, the ins and outs of

Instagram features, and how to use it effectively. Next we'll hear about a recent study on how people make transportation decisions and how we can get them to make choices that are better for health, the environment, and traffic safety. But how does that change during a pandemic? In this session, Brennah Rosenthal of Great Escape Media, Jessica Roberts of Alta Planning + Design and Joseph Sherlock of Center for Advanced Hindsight, Duke University will share insights about how a better understanding of human decision-making can help us navigate our way forward in a pandemic. They will share behavioral principles and how they can help us prevent a massive shift to drive-alone trips, while enhancing the safe use of transit and bicycling. We'll also hear insights about how behavioral science can help people thrive while working from home and improve compliance with public health recommendations for transit users.

### **CASTA Virtual EXPO Booths | 11:00 AM- 1:00 PM**

Time for a bus upgrade? Needing PPE or other solutions to better respond to COVID-19 and post Covid-19 transit demands? Visit with your favorite vendors, collect prizes and swag, and peruse your options by stopping by virtual booths and vendor EXPO webpages on the CASTA website.

[See Vendor Booth Schedule](#)

### **Managing Transit Emergencies | 1:00 PM- 3:00 PM**

*John Filippone, Filippone Consulting*

Take this session to give you a jump start into putting together an emergency management plan. John will go through the Development of an emergency management plan, what sort of training you need to do with your team, coordination of response efforts and resources. We'll also discuss COVID-19 and how this most recent situation fits into the typical emergency management plan.

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## **Wednesday, September 2, 2020**

### **Keynote Presentation: Live It Forward | 8:00 AM- 9:00 PM**

*Kent Julian, Live It Forward*

Whether working with millennial students, coaching championship swim teams, or leading his own businesses, Kent has found that success was the result of committed, engaged teams. With his expertise in leadership and employee engagement, he will share what it takes to create what he calls "DREAM-to-DO" culture. You can find his work online in places like Entrepreneur.com, Success.com, GoodMenProject.com and more. To find out more, visit KentJulian.com.

### **Live It Forward Workshop | 9:00 AM- 11:00 AM**

*Kent Julian, Live It Forward*

As a follow up to the morning Keynote session, connect with Kent Julian for a deeper dive into leadership, team building and how to cultivate "DREAM-to-DO" culture at your agency.

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### **Virtual Expo Happy Hour | 1:00 PM- 3:00 PM**

Going virtual won't stop us from having fun! Join CASTA for a virtual EXPO Happy Hour where vendors will be sharing their latest and greatest. You will learn about new and innovative products and have an opportunity to ask your burning questions. Sign up now, as the first 60 participants to sign up will receive a box of fun surprises to enjoy during the conference week.

**Sponsored By: Davey Coach**

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## **Thursday, September 3, 2020**

### **Post COVID & Creative Messaging | 9:00 AM- 11:00 AM**

*T.J. Doyle, American Public Transportation Association*

*Traci Jones, Studio 6*

APTA, American Public Transportation Association has convened a special subcommittee to do research around messaging to past and prospective transit riders during the COVID public health emergency. Hear a preview of their research and preliminary results. Then a local communications team, Studio 6 out of Boulder, will provide some creative messaging solutions, tips and tricks to help you effectively get your messages out to the community even if you don't have a dedicated communications staff person or large communications budget.

### **CASTA Virtual EXPO Booths | 11:00 AM- 1:00 PM**

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### **Mobility for Today | 1:00 PM- 3:00 PM**

*Gail Nehls, Envida*

*Lisa Bitzer, Via Mobility Services*

*Teague Kirkpatrick, RouteMatch (Moderator)*

Join us for an engaging two-part session on the present and future of mobility!

First we will feature two all-star Colorado transit professionals: Lisa Bitzer of Via and Gail Nehls of Envida, who will discuss how they developed and implemented their innovative visions for mobility to serve their communities. They'll share the most important lessons they've learned in building inclusive mobility ecosystems that are meeting the needs of their residents and businesses. Come back after a quick break and show off your knowledge of Colorado transit trivia to win Amazon gift cards! Then we'll have a panel discussion on the future of transit and how mobility models are getting designed and executed today around the country. Leaders from Uber, transit consultant IBI Group, and Routematch will discuss nationwide mobility models,

success stories and how agencies are delivering them. Join us for an engaging and informative session!

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**Tuesday, September 8, 2020**

**Hydrogen for Transit & ZEV Meeting | 9:00 AM- 11:00 AM**

*Caley Johnson, NREL*

*Jared Schnader, CALSTART (Moderator)*

As zero-emissions technologies progress and gain traction throughout the transit industry there is increased interest in Hydrogen Fuel Cell Technologies. Not only is Hydrogen a zero-emission fuel, it can mirror the duty-cycle of a diesel vehicle. For the first half of this session, a panel of experts moderated by Jared Schnader will provide an overview of available technologies for the transit bus market, as well as operational overviews from first-hand, real-world transit experience, and the costs associated with deploying a Hydrogen fleet. During the second half of this session, CASTA will send out the meeting agenda in advance and host the ZEV Committee meeting. This meeting is intended for agencies interested or already running zero-emission vehicles in their fleet.

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**Barriers to Accessibility that Remain | 1:00 PM- 3:00 PM**

*John Cleveland, Cleveland Civil Rights Consulting LLC*

Paratransit in small urban and rural environments, after 30 years since passage of the ADA, have made gains in removing barriers to equitable transportation for people with disabilities and areas where best practices in accessibility have not been implemented and barriers remain. The two reports, "ADA Paratransit Services: Demand Has Increased, but Little is Known About Compliance", issued by the United States Government Accountability Office (GAO) in 2012 and "Transportation Update, Where We've Gone and What We've Learned" issued in May 2015 by the National Council on Disability (NCD) both cover a multi-year period that assesses progress forward and areas that have stayed in neutral, still presenting problems in accessible transportation for people with disabilities.

The last hour of this session will be "office hours" with John Cleveland. Bring your questions on ADA topics and he will be happy to discuss answers and solutions. Don't have a specific question? Feel free to sit in and learn from the discussion!

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## Wednesday, September 9, 2020

### **The Future of Electric Transit | 9:00 AM- 11:00 AM**

*Becky English, Swift Automated People Movers (Moderator)*

*Amy Ford, Intelligent Transportation Society of America (ITS) Mobility on Demand*

*Carl Lawrence, Swift Automated People Movers*

*Matt Cheroutes, Center for Infrastructure Investment*

*Randy Wheelock, Clear Creek County Commission*

What does the future hold for transit systems? Join professionals working to bring transit technology and advanced guideway project development into the 21st century via automation, artificial intelligence, electrification, and innovative financing.

### **CASTA Virtual EXPO Booths | 11:00 AM- 1:00 PM**

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### **CMAC Committee Meeting & Workshop | 1:00 PM- 3:00 PM**

*Alex Gordon, IFRNPO (Moderator)*

Bimonthly Committee Meeting for CMAC members to discuss the CMAC Action Plan, membership, and new business. CMAC provides an effective support network for anyone in Colorado who works in Mobility Management and coordination. The group aims to promote mobility needs, issues, and accomplishments through education and awareness. All are welcome to attend this meeting.

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## Thursday, September 10, 2020

### **Equity and Inclusion Keynote & Workshop | 8:00 AM- 11:00 AM**

*Linda Callecod, Seraphim Consulting and Training*

You won't want to miss this dynamic keynote and workshop. COVID-19 has intensified inequity in access, mobility and recovery in urban, rural and tribal communities. As leaders of transit agencies, you have the ability to affect change in your system and community. Learn some new tools to identify systematic racism in your agency and how to affect change so that you are serving all people well.

### **Human Services Transportation Committee | 1:00 PM- 3:00 PM**

*Committee Chair Hank Braaksma, Via Mobility Services*

This committee tackles issues specific to operating transportation for the elderly and people with disabilities. Meetings typically include an educational component followed by topical discussion. Committee meets at least twice a year at the two transit conferences and more often at the discretion of the chair. All are welcome to attend this meeting.

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**Friday, September 11, 2020**

**De-Escalation Training | 8:00 AM- 9:00 AM**

*Andrew Jenkins, Global Nomad Solutions*

Managers, leaders, and drivers may find themselves in situations where they are interacting with highly frustrated employees or customers and may even be the target of anger. For these reasons, it is important that all employees have the skills to apply advanced warning-sign detection as well as employ intervention strategies to defuse and cool expressive encounters. This training will help participants prepare for the potential for conflict and practice techniques to cool tense encounters.

**CDOT September Transit Monthly | 9:00 AM- 11:00 AM**

*Brodie Ayers, CDOT - Division of Transit and Rail*

*Moira Moon, CDOT - Division of Transit and Rail*

Join us for CDOT's Division of Transit and Rail monthly informational meeting for grantees and other stakeholders. Join in to get updates on grant opportunities, oversight deadlines, best practices and more.

**CREST Committee | 1:00 PM- 3:00 PM**

*Committee Chair David Peckler, Town of Snowmass Village*

The CREST committee addresses issues specific to providing transit in mountain resort communities. All are welcome to attend.

# 2020 Virtual Fall Transit Conference & Expo

## Week 1: Monday, August 31 - Thursday, September 3

Day of the Week	Monday, Aug. 31	Tuesday, Sept. 1	Wednesday, Sept. 2	Thursday, Sept. 3
8:00AM - 9:00AM Keynote Session's:		CASTA Membership Meeting	Kent Julian <b>Sponsored By:</b> MCI	
9:00AM - 11:00AM		Instagram & Behavioral Science	Live It Forward Workshop with Kent Julian	Post COVID & Creative Messaging
11:00AM - 1:00PM	Visit CASTA's Virtual EXPO Booths			
1:00PM - 3:00PM	RTAP Committee	Managing Transit Emergencies	Virtual Expo Happy Hour <b>Sponsored By:</b> Davey Coach	Mobility for Today

## Week 2: Monday, September 8 - Thursday, September 11

Day of the Week	Tuesday, Sept. 8	Wednesday, Sept. 9	Thursday, Sept. 10	Friday, Sept. 11
8:00AM - 9:00AM Keynote Session's:			Equity & Inclusion Keynote	De-Escalation Training
9:00AM - 11:00AM	Hydrogen for Transit & ZEV Meeting	The Future of Electric Transit	Equity & Inclusion Workshop	CDOT September Transit Monthly
11:00AM - 1:00PM	Visit CASTA's Virtual EXPO Booths			
1:00PM - 3:00PM	Barriers to Accessibility that Remain	CMAC Committee & Workshop	Human Services Transportation Committee	CREST Committee