



APRIL 24-28, 2016 | WACO CONVENTION CENTER



**TTA'S
ANNUAL
CONFERENCE,
ROADEO AND EXPO
WAY TO GO**



CONFERENCE BROCHURE



Welcome to Texas Transit Association's 2016 Conference, Rodeo & Expo!



Can you believe this year the association celebrates its 30 year anniversary? When I think about it, the Tim McGraw song "My Next 30 Years" instantly plays in my head. As your new executive director, my focus is on what can we do to make our next 30 years incredible. However, we cannot do it without the support of our members. In the coming months, we'll be developing a game plan for the future and looking for your input.

We already have plans to launch the Texas Transit University this fall in October, and are working on our timeline for the 2017 legislative session in Texas. I mean it when I say TTA is YOUR association. I am here for you, working hard to represent each and every one of you, as there is no TTA without our transit agencies and associate members. I invite you to email or call anytime with new ideas on how we may better serve you. I'm so excited and honored to represent transit in our great state of Texas!

I hope you enjoy the conference and expo in my hometown of Waco, and enjoy the city I grew up in!

—Meredith Greene,
Executive Director



Dear Friends,



On behalf of the Texas Transit Association Board and the City of Waco, it is my pleasure to welcome you to Waco, Texas and the 2016 State Bus Rodeo, Conference, and EXPO.

I am proud to be the President of the Texas Transit Association and a resident of this great community. As President, I hope you have the opportunity to experience all that Waco has to offer. Waco has an incredible selection of museums and attractions, beautiful recreational sites, and great shopping and dining; there's something

right here in the Heart of Texas for everyone.

I hope that you will take full advantage of this year's Conference and EXPO by attending the various sessions and networking opportunities. I look forward to seeing everyone here in Waco.

With warmest regards,

John L. Hendrickson

President, Texas Transit Association





2016 SCHEDULE AT A GLANCE

SUNDAY, APRIL 24

5:30pm Expo Showcase: Casino & Cocktails
 Come tour our vendor booths and huge bus display while enjoying games from Casino Nights of Waco and the chance to win one of several prizes!

MONDAY, APRIL 25

7:45 am Continental Breakfast & Networking
 8:15 am Welcome Address & Keynote Speaker
 9:45 am Concurrent Conference Sessions
 11:15 am EXPO! with lunch
 3:35 pm Transit Roundtables
 5:30 pm Transit Night Out at Sports Hall of Fame

TUESDAY, APRIL 26

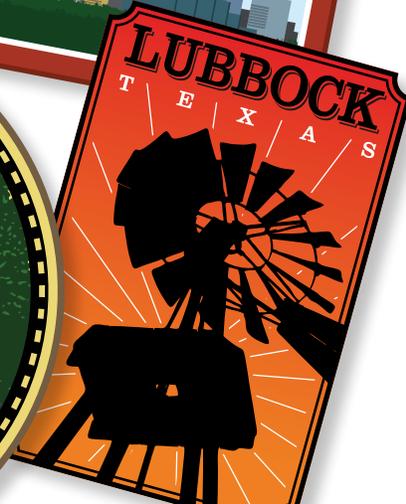
7:45 am Continental Breakfast & Networking
 8:30 am Concurrent Conference Sessions
 10:00 am Break
 12:00 pm TTA Awards Luncheon: WAY TO GO! Texas Transit Awards
 2:15 pm Concurrent Conference Sessions
 3:45 pm Break
 4:00 pm TTA All-Member Meeting

WEDNESDAY, APRIL 27

8:30 am FAQ/Not-So-FAQ About Local Match
 1:00 pm TxDOT, TTA, & Easter Seals Training

THURSDAY, APRIL 28

8:00 am TxDOT, TTA, & Easter Seals Training





AGENDA

MONDAY, APRIL 25

7:45 am Continental Breakfast & Networking

8:15 am Texas South

Welcome Address by John Hendrickson, TTA President & Meredith Greene, Executive Director

**Keynote Speaker Introduction: Tracy Morse, Images
Keynote Speaker: John Martin, CEO Southeastern Institute of Research.**

John W. Martin is president and CEO of the Southeastern Institute of Research, Inc. (SIR Research), a fifty-year-old marketing research firm headquartered in Richmond, Virginia. As a marketing and marketing research professional with over twenty-five years of experience, John has become a regionally and nationally recognized expert in transportation, TDM, and transit planning, and parking.

10:00 am

**Concurrent Conference Sessions
Texas North Breakout Rooms**

Texas North 113

Your Brand, Your Reputation: Well Beyond the Mark: Rick L'Amie, Images; Sarah Hidalgo Cook, SWART
Your business brand might be little more than your personal reputation when you're starting out but it could turn into the most valuable asset your agency has. Come hear about how your brand makes a statement and impacts the reputation of both you and your agency, especially in times of crisis management.

Texas North 114

Generations in the Workplace: Brittney Farr, DART; Lauren Miller, TxDOT

There is broad recognition of the fact there are now four generations in the workplace. Much has been written about the differences between and among the Silent Generation, Boomers, Gen X, Millennials/Gen Y, and Gen Z. Some of the differences are highlighted by perceptions between and among the generations.

Hear about how this impacts our industry and some ideas on working together!

Texas North 115

CSI-Accident Investigations; Bus, Bike, & Pedestrian Safety: James Hoskins, CMTA, Robert Wunderlich, TTI, Linda Cherrington, TTI

This session is for those involved in the documentation and understanding of transit incident management (and those who would like to be), specifically accidents involving transit vehicles. Learn from experienced professionals and researchers on how to manage accidents, and hear the latest in research on bike and pedestrian incidents.

11:30 am

EXPO! with lunch Convention Center Chisolm Hall

2:45 pm Texas North 113-115

Transit Roundtables, Large Breakout Rooms—Facilitated Discussions

These roundtables are broken out by Rural, Small Urban, and Metropolitan Transit Authorities, and give agencies the opportunity to discuss relevant topics impacting their agencies with a facilitated discussion and possible future action for TTA to take on.

5:30 pm Shuttle Service from Hilton Hotel

Transit Night Out at Sports Hall of Fame—

Join TTA and friends at the Texas Sports Hall of Fame for heavy hors d'oeuvres, cocktails, and live entertainment, featuring singer Holly Tucker of "The Voice." Tour the Sports Hall of Fame while enjoying networking and live music.

TUESDAY, APRIL 26

7:45 am Continental Breakfast & Networking
Prefunction Area

8:00 am

**Concurrent Conference Sessions
Texas North Breakout Rooms**



Texas North 113

Technology & Transit: Alex Parton, RouteMatch; Michael Masquielier, WAVE, Michael Walk, TTI

Technology and its use within the transit industry is one of the hottest topics at the moment. But, is it applicable for all agencies, even smaller ones? The answer is YES! Come hear from several industry experts about current technologies being applied at agencies both big and small.

Texas North 114

Mitigating Workplace Risk: Katie Langley & Eddie Thomas, Cobbs-Allen

What is the risk level of your agency? Did you know that there might be more risk than you realize in all positions, and there are ways to not only mitigate the risks, but also reduce overall costs? This session is geared towards upper management, human resource directors, operations, and risk managers.

Texas North 115

New Federal Rules on Safety: What You Need to Know! JD Allen, Alliance Transportation

New federal rules on the horizon all centered on increasing safety in the public transportation sector. How will it impact your organization?

- Public Transportation Safety NPRM (Safety Management Systems)
- Transit Asset Management and National Transit Database NPRM
- Public Transportation Agency Safety Plan NPRM

10:00 am Break, Prefunction Area

10:15 am

**Concurrent Conference Sessions
Texas North Breakout Rooms**

Texas North 113

Coordinated Planning: Working with MPOs & Local Agencies for Success: Chris Evilia, Waco MPO; Bill Frawley, TTI; Alex Kone, CAMPO

Walking the walk: How do transit agencies successfully plan and operate service while working with metropolitan planning organizations, city governments, and universities while considering both current and future needs?

Texas North 114

Human Resources Corner: Open Records Requests & Performance Management for Transit Providers: Esmeralda Hudson, City of Waco; Michael Walk, TTA

Transit operators both large and small will learn quite a bit on how to manage open records requests, what is reasonable, and what isn't and learning about performance management for transit providers. This session is not just for HR departments, but also for those individuals at all size agencies who are responsible for managing personnel.

Texas North 115

Special Events: Lessons Learned from the Trenches: Jenn Golech & Laurie Shaw, CMTA; Courtney Sung, GetREMIX

So a parade is going to interrupt several of your routes? And it's happening in two days? Come hear from several experts on how to mobilize services for events both on-the-fly and those larger events and service interruptions planned far into the future.

12:00 pm Texas South

TTA Awards Luncheon: WAY TO GO! Texas Transit Awards

2:15 pm

**Concurrent Conference Sessions
Texas North Breakout Rooms**

Texas North 113

Expect the Unexpected: Planning for Disaster: Jon Brooks, TTI & Dwayne Andrews, Homeland Security

Natural and national disasters cannot be predicted, but they can be prepared for. Learn about how to prepare your agency for any number of incidents, from hurricanes to national security.

Texas North 114

Texas Transit Needs Assessment: Latest & Greatest Research! Michael Walk, TTI

Public transit plays an important role for Texans, but for transit to be useful it must provide a



minimum standard of service and be funded at levels that reflect the growth in population and costs that have occurred over the years. Come hear about TTI's work to measure transit needs across the state and to estimate the cost to fill them.

Texas North 115

The Benefits of Social Media in a Rural Transit Environment: Elise Manion, SWTA

Are you a small transit agency unsure how social media fits? Come learn why it's important even outside of urban area transit and how to be active without letting it consume you. We'll also be sharing ideas about what to include in your social media policy.

3:45 pm Break

4:00 pm **TTA All-Member Meeting Texas North**

WEDNESDAY, APRIL 27

8:30 am

FAQ/Not-So-FAQ About Local Match

1:00 pm

TxDOT, TTA, & Easter Seals Trainings

THURSDAY, APRIL 28

8:00 am

TxDOT, TTA, & Easter Seals Trainings: Carol Wright and Donna Smith, Easter Seals, Suzie Edrington, TTI; Hilton Hotel

Training One: The Americans with Disabilities Act: 25 Years of Progress and There's Still More to Learn This workshop will cover the ADA's 25-year history and teach us why it is just as relevant for today's transit operations. The training will cover topics such as driver assistance, service animals, and general ADA information, as well as customer rights and responsibilities. There will be opportunities for open discussion and Q&A on the ADA. This training will also explore the USDOT final rule for reasonable modifications/accommodations to policies, practices, and procedures. Participants will

get a review of the FTA guidance document, work through multiple examples to understand the extent of this requirement, and receive answers to their questions about how this new rule applies to and impacts the provision of transportation service. Workshop participants will get to participate in a fun Q&A session that will test your wits regarding your knowledge of the ADA. The class will include peer-to-peer sharing, a list of helpful resources on the ADA for future reference, and hands-on exercises to help participants apply their knowledge gained.

Training Two: Transit Operations: Making It Work! This interactive workshop will cover a number of aspects of transit operations including service planning and vehicle and facility maintenance. The training will cover plans for service monitoring and assessment; performance evaluation and measurement; and evaluating your system's effectiveness and efficiency. We will look at data collection, route analysis, the implementation of route changes, and how to develop new routes. Throughout this workshop, there will be ample opportunity for information sharing as well as time for Q&A specific to your agency's situation. In addition, this training will cover all of the criteria required by the FTA for maintenance of vehicles of all types and written maintenance plans for all federally funded buildings, property and equipment. Specific topics will include: State of Good Repair; maintenance and ADA requirements; factors that influence maintenance costs; proactive management of maintenance costs; fleet inventory and condition reports; vehicle and facility inspections; vehicle mechanical failures; vehicle replacement plans; preventive maintenance "rules;" maintenance files; warranty management; and maintenance performance measures. Participants will discuss and plan for a "safety culture" as a key part of their transit operations, including evaluating your staff training needs. This workshop will provide numerous take home resources and ideas for you to put into practice immediately upon returning to your agency!



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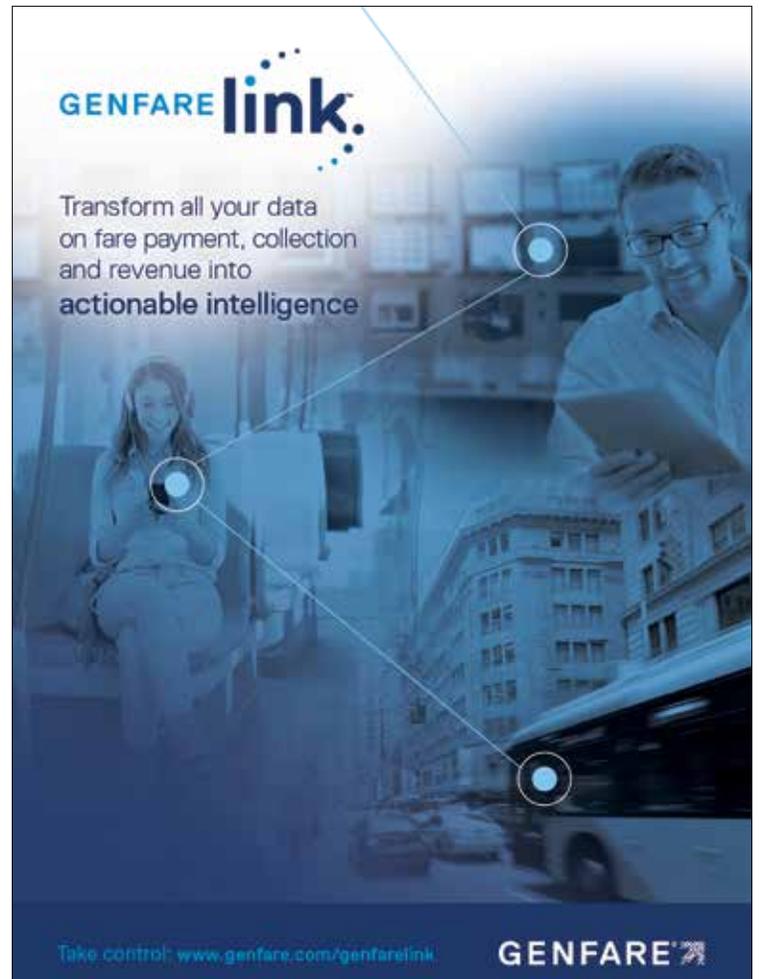
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Celebrating 30 Years

TTA would like to thank the staff of Waco Transit for being our host agency this year and working so hard on the preparations for the Rodeo, Expo, & Conference. We'd also like to thank the staff of Capital Metro, Citibus in Lubbock, and TxDOT for their support as well.

A very special thank you to Charlotte Payne, Joseph Dvorsky, and Allen Hunter of Waco Transit for all of their assistance and planning.

We couldn't have done it without you!



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