

*Supporting the needs of Texas' public transportation systems through statewide advocacy and education.*

## Early-Bird Discount has been Extended

The early-bird discount has been extended to **February 9, 2024**. Don't miss these savings on this year's State Conference, Expo, and Rodeo which will be held in the beautiful city of San Antonio, TX near the riverwalk.

Don't forget your access code to receive your membership discount. Please contact [Laura Herrera](#) to receive your membership code.

**We hope that you will come to the Rodeo to cheer on some of the best operators and technicians in the State and enjoy the St. Patrick's Festival, River Parade & River Dyeing on March 16 and 17**

**Welcome reception to be held at the iconic Alamo March 17, 2024**

### **2024 Schedule at a Glance**



### **Some of the highlights will include:**

- Full Expo featuring vendors & vehicles
- Texas State Rodeo competition on March 15 and 16, featuring 40 & 35 foot bus and cutaway/Body-on-Chassis divisions & Maintenance Teams
- Multiple General Sessions, breakout workshops & training sessions
- TTA's Annual Awards presentation at the Marriott Rivercenter Hotel
- Multiple networking & socializing opportunities, including a Welcome Reception on Sunday, March 17th, (St. Patrick's Day) at the iconic [Alamo](#) and A Big Night Out on March 19th, hosted by VIA at the Grotto on the Riverwalk!

## Pre-Conference Workshops

TTA's Conference has multiple general sessions and more than [20 Workshop & Breakout Sessions](#). This year don't miss out on the Pre-Conference Workshops Sunday March 17, 2024 at 1pm. There is no additional cost but space is limited. The topics are:

**GTFS Builder Workshop:** Meet new NTD Reporting Requirements  
Marcy Jaffe National RTAP & James P. Cardenas TTI

**Procurement Workshop:** With a focus on Technology/Equipment Procurements (No Vendors)  
Carol Wright Kenderdine, Easterseals

**Planning Micro Transit Services**  
Will Rodman, TTI

### Exhibitor Booths and Sponsorships are selling quickly!

The expo hall is expected to sell out very soon and you don't want to miss out on participating at this year's Annual Conference, Expo and Rodeo in beautiful San Antonio!

There are just a few spaces left in the Expo Hall! So complete your [Exhibitor Space registration](#) today to ensure your company receives top recognition. Remember there will be multiple networking opportunities including a welcome reception at the iconic Alamo, networking breakfast each day and a big night out at the Grotto on the Riverwalk hosted by VIA Metropolitan Transit.

Also, since St. Patrick's day will be on Sunday the 17th, there will be a number of fun festivities happening Saturday – Sunday, March 16 – 17, 2024 on the riverwalk. Activities include, dyeing of the Riverwalk, Artisan Shows, Live Entertainment, and so much more! So we invite you to come for the Rodeo and stay through the conference.

[TTA State Conference, Expo and Rodeo info](#)

### 2024 Sponsorship Opportunities

Don't miss out on featured sponsorship levels!

If you would like to discuss becoming a Sponsor at this year's Conference, Expo, and Rodeo or have other creative ideas not listed, please contact:

[Allen Hunter](#) or [Laura Herrera](#)

### [Sponsorship Opportunities](#)

A few key sponsorships that are still available are:

#### Platinum Sponsor

Sponsorship of the Welcome Reception to be held at the *iconic Alamo* Sunday, March 17, 2024

#### Rodeo Awards Banquet Sponsor

High-profile sponsorship of the TTA Rodeo Awards Banquet at the Marriott Rivercenter Hotel, Saturday, March 16, 2024

#### Conference Notebook Sponsor

Includes name/logo on one of the only printed items to be passed out at this year's conference. Notepads will be handed out at all break-out sessions and at the registration desk. These notepads are very popular and are used by almost all of the participants.



SPONSORED BY  
Your Name Here



TTA would like to thank our sponsor, presenters and those who attended this month's panel discussion and reception at the Lone Star Court on 1/23/24



Sponsored by:



**MODEL 1**  
COMMERCIAL VEHICLES





## 2024 TTA State Roadeo, March 15-16, 2024 San Antonio, TX



The Texas Transit State Bus and Maintenance Roadeo is a special one-of-a-kind event dedicated to honoring and celebrating our transit operators and maintenance personnel. This year's Roadeo will be held on Saturday March 16th at the Alamo Dome in San Antonio.

All briefings will be held in the host hotel on Friday, March 15th at the Marriott Rivercenter Hotel on the beautiful San Antonio Riverwalk.

[Register Your Teams Today!](#)

Also, after the Roadeo participants and their families can enjoy San Antonio's fantastic [St. Patrick's Festival](#) that will include a number of family-friendly activities, including dyeing of the River Walk, live entertainment, vendors and more located at La Villita Historic Village. Admission is free! Click for [More Information](#)

Kicking off the festival is the dyeing of the River Walk green. When the San Antonio River Walk is transformed into the River Shannon through 25-gallons of eco-friendly green dye. Also on Saturday is a procession of Irish-themed decorated floats filled with Irish entertainment that can be viewed from anywhere on the parade route. Several bagpipers will grace the floats along with other entertainers. This event started in 1969 and has been organized by the Visit San Antonio River Walk and the Harp & Shamrock Society of Texas since that time. Both parades are free to attend. We invite you to come for the Roadeo and stay for the conference.



[Schedule at a glance](#)

### Volunteers and Judges:

You can participate in the Roadeo even if you aren't a driver! Please help us by volunteering for the various scoring elements around the competition site on Saturday, March 16. All Judges will need to attend the briefings on Friday, March 15th. Judges will receive a T-shirt and lunch after the Roadeo. **Note: any volunteer or Judge wishing to attend the Roadeo Awards Banquet will need to purchase a Banquet ticket.**

[Register Today!](#)

### Assistance needed for Course Layout:

The course layout will take place sometime in February, anyone interested in assisting with the course layout please email [Allen@TxTransit.org](mailto:Allen@TxTransit.org) so we can share details of the days and time once they have been established.

***Become a [Roaddeo Sponsor](#) Today!***

There are still several [sponsorship opportunities](#) available. We thank all of our vendor sponsors for your support in this industry-recognized competition!

Contact [Laura Herrera](#) if you have questions about available sponsorships.



### Sign Up for the First Walking Challenge



Starting **February 1st**, TTA and CapMetro invite all transit agencies in Texas to join our exciting Walk Across Texas Team Walking Challenge.

Texas is a big state – over 800 miles across, in fact. Can your team of 6 walk a total of 800 miles in 1 month?

#### Why Join?

**Boost Your Well-being:** Walking is a fantastic way to improve your physical and mental health. Enjoy the fresh air, increase your energy levels, and reduce stress while achieving your fitness goals.

**Team Spirit:** Build camaraderie with your colleagues as you work together towards a common goal. Encourage and motivate each other to reach new milestones. Also, feel free to challenge another transit agency. Doesn't everyone love a little friendly competition.

**Get Recognized and Win Prizes:** The results will be announced at the TTA State Conference in San Antonio in March, and each team that completes the 800 miles by February 28<sup>th</sup> will be entered into a raffle for Great Prizes!

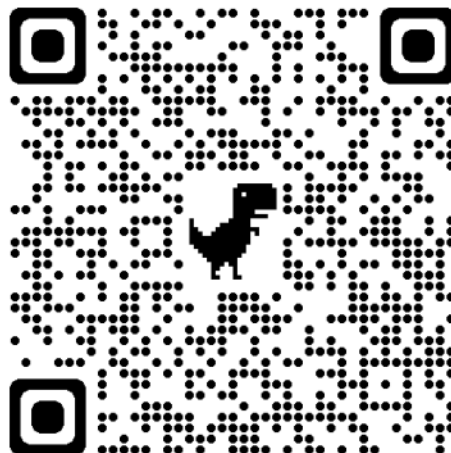
#### How to Participate:

**Members from each agency can begin by forming your Team or Teams:** Gather your colleagues and form a team of enthusiastic walkers, Don't worry if you don't have a team– we'll help you find like-minded participants! (Note: feel free to promote this within your agency so that everyone can participate)

**Select a Team Captain and Team Name:** Your Team Captain will collect the weekly miles from all participants and submit them using a very simple online form.

**Get Moving:** Start walking on February 1st and make every step count. Whether it's a stroll in the park, a walk during lunch, or a weekend hike– it adds up! You can track your miles using a smartwatch or any fitness app on your smartphone.

[Sign Up Today!](#)



## Transportation Leaders Against Human Trafficking

The Department of Transportation's Transportation Leaders Against Human Trafficking (TLAHT) initiative is comprised of transportation and travel industry stakeholders working jointly to maximize their collective impact in combating human trafficking. To date, TLAHT has engaged with [hundreds](#) of organizations from across the transportation industry.

As many as 27.6 million men, women, and children are held against their will and trafficked into forced labor and prostitution. According to the [Trafficking Victims Protection Act](#) of 2000, human trafficking is defined as:

(A) sex trafficking in which a commercial sex act is induced by force, fraud, or coercion, or in which the person induced to perform such act has not attained 18 years of age; or

(B) the recruitment, harboring, transportation, provision, or obtaining of a person for labor or services, through the use of force, fraud, or coercion for the purpose of subjection to involuntary servitude, peonage, debt bondage, or slavery.

TLAHT focuses on five key areas and connects transportation stakeholders to available resources on: industry leadership, industry training and education, policy development, public awareness, and information sharing and analysis.



## CCRTA Human Trafficking Awareness Training

CORPUS CHRISTI, Texas – “Not on my bus. Not on my train. Not in my community,” enthusiastically pledged the group of Corpus Christi Regional Transportation Authority (CCRTA) employees and tenants, as they concluded their training session on Human Trafficking Awareness. CCRTA is hosting Kristen Joyner, who lead training sessions for staff and tenants at both the CCRTA Staples Street Center and Operations Facility. Ms. Joyner is a member of the U.S. Secretary of Transportation's Advisory Council on Human Trafficking and has provided human trafficking training to thousands across the United States. “CCRTA recognizes the crucial role we play in the safety of our community. Our Board of Directors and entire organization are committed to raising awareness about human trafficking. We will continue to work towards ending and preventing human trafficking throughout our service area,” said Derrick Majchszak, CCRTA Chief Executive Officer. According to the [U.S. Department of State](#), human trafficking refers to “a crime whereby traffickers exploit and profit at the expense of adults or children by compelling the, to perform labor or engage in commercial sex.” [CCRTA began a campaign](#) this year to improve human trafficking awareness for employees, riders, and the community it serves. In addition to the professional training provided today, there are plans for prevention and awareness messaging on buses, bus stops, across its facilities, on its website, and through social media. If you or someone you know is a victim of human trafficking, the [National Human Trafficking](#) Hotline is available 24/7 at 1-888-373-7888.



## TxDOT among winners of Intersection Safety Challenge

WASHINGTON – The U.S. Department of Transportation has announced the winners of its [Intersection Safety Challenge](#), awarding TxDOT for efforts to improve pedestrian safety at intersections. TxDOT and the Texas A&M Transportation Institute received a \$1.9 million federal grant earlier this year to develop a next-generation intersection that promises to improve safety for the most at-risk road users. “Pedestrians and bicyclists are always at a higher risk on the road, especially at busy intersections,” said Michael Chacon, TxDOT’s head of traffic safety. “This new technology is proving to be a lifesaver, literally. Everyone involved in this project should be proud of the work they’ve accomplished.” One in five fatal crashes in Texas involve a pedestrian and one in 50 involve a bicyclist. The Smarter Intersections Project uses advanced communications technology to alert pedestrians and bicyclists to buses making turns. The project uses cellular signals transmitted from transit buses and emergency vehicles to hardware installed at intersections. First tested at two intersections in Texas, the new technology collects pedestrian behavior data using LiDAR sensors. The software is able to reliably observe pedestrian behavior and can help reduce conflicts between pedestrians and vehicles at signalized intersections. The U.S. DOT’s Challenge aims to transform roadway intersection safety by incentivizing new and emerging technologies that identify and address unsafe conditions involving vehicles, and vulnerable road users at intersections.



For the first stage of the Challenge, U.S. DOT received 120 innovative concept papers and selected 15 for prize awards.

## Dart Pilots Upgraded Seating on Light Rail and Streetcar Vehicles

Dallas Area Rapid Transit (DART) has launched the second phase of their vinyl seat retrofit program with the piloting of one light rail vehicle and one Dallas Streetcar vehicle that will go into regular service beginning Monday, January 22. To provide a cleaner and more comfortable environment for customers, DART replaced almost 34,000 fabric seat cushions and backs on its bus fleet with vinyl-covered seats last year. Over 16,000 light rail vehicle seats in 163 vehicles will be replaced throughout the DART fleet starting in March of this year. “We are very excited to begin the second phase of our vinyl seat replacement program for our light rail vehicles,” said Bernard Jackson, DART SR. EVP, and chief operations officer. “I know from speaking with many of our bus riders that they appreciate the new seating, and we look forward to providing additional upgrades in the future that focus on rider comfort.” The new vinyl seats are part of the agency’s continued



customer-focused commitment to riders to provide a safe and clean transit experience. This includes the DART Clean Team Initiative that utilizes on-board contract cleaning personnel to remove trash and debris aboard DART light rail vehicles as they operate throughout the DART network, supplementing the extensive cleaning protocols already in place. Customers were invited to complete a survey, via QR code on each pilot vehicle, about the new vinyl seating and provide valuable feedback and comments, as well as future upgrades they would like to see.

## TTA Statewide Training Initiative

These courses are offered at **no cost**, but space is limited, so make sure that you and your staff don't miss out. This training opportunity is made possible with a grant through TxDOT.

### January 2024

#### **Minimizing Personal Distractions**

(Online Webinar)

January 30, 2024

2:00 p.m. – 3:30 p.m. CST

[Register Here](#)

### February 2024

#### **ADA & Disability Awareness Training**

Two Day In-Person

February 7-8, 2024

El Metro

Laredo, TX

8:00 a.m. – 5:00 p.m. CST

[Register Here](#)

#### **Leadership Development: Silver Bullet**

Two Day In-Person

February 20-21, 2024

Waco Transit System

Waco, TX

8:00 a.m. – 5:00 p.m. CST

[Register Here](#)

[Click here for Training Calendar](#)



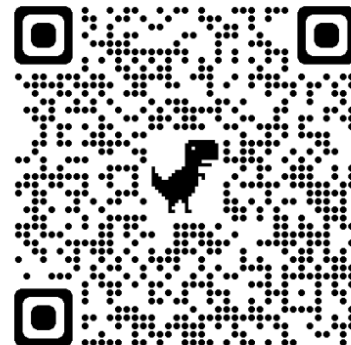
#### **Managing the Homeless with Crowdsourced Incident Reporting**

[Join us](#) Thursday, February 1<sup>st</sup> at 12:00 PM CST as we host a webinar featuring Ed English, CEO of ELERTS, and transit agency partners utilizing the ELERTS See Say incident reporting platform. Together we'll explore effective strategies for engaging riders to help manage and assist homeless / vulnerable populations. Your takeaways will include stronger communication practices, better allocation of resources, and a safer environment for all. See you there.

### **February Walking Challenge**

#### **Sign Up Today!**

**Don't miss this opportunity to set new goals and walk your way to a fitter and happier you!**







# ONBOARD CONNECTIVITY is a story we can tell.

## LISTEN UP.

passenger wi-fi   video surveillance + analytics   onboard entertainment  
accessible wayfinding   passenger feedback   passenger counting  
journey information   at-seat ordering   industrial design



Texas Representative: John Busskohl | Business Development Manager | [john.busskohl@icomera.com](mailto:john.busskohl@icomera.com) | 310.421.6804



## Newsletter Sponsorship

Sponsoring the TTA newsletter, by purchasing ad space, can be a powerful way to reach decision makers at member agencies across the state. It will also help to increase exposure in a receptive environment (your customers inbox) and can subtly promote your brand whilst gaining goodwill throughout the entire association. TTA newsletters are a particularly useful tool for communicating with customers, building engagement, and directing customers to key content.



| TTA Member Price              |         | Non-Member Price              |         |
|-------------------------------|---------|-------------------------------|---------|
| Full Page Ad single issue     | \$500   | Full Page Ad single issue     | \$750   |
| Full Page One Year            | \$2,000 | Full Page One Year            | \$3,000 |
| Half Page Ad single issue     | \$250   | Half Page Ad single issue     | \$400   |
| Half Page One Year            | \$1,000 | Half Page One Year            | \$2,000 |
| Business card Ad single issue | \$100   | Business card Ad single issue | \$200   |
| Business card One Year        | \$500   | Business card One Year        | \$1,000 |

There are sponsorship levels available for any budget. You are able to sponsor a single issue or the entire year. For more information or to start your ad please contact:

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# Membership Announcement

January 2024

## Time for Membership Renewal

**Remember, the TTA Membership year is September 1, 2023 through August 31, 2024**

Joining the Texas Transit Association as a member is the first step in showing your commitment to improving public transportation. Membership gives you access to valuable resources, networking opportunities, and a platform to influence policy decisions. We want to emphasize that your involvement with TTA is vital.

**Not a Member?**

**Join Today!**

**Texas Transit Association**

Contact us (512) 900-0550

[laura@txtransit.org](mailto:laura@txtransit.org) or [allen@txtransit.org](mailto:allen@txtransit.org)

### Transit and Associate Members Form and Payment

Please download this [form](#), for Transit Agency

Please download this [form](#), for Associate Member

Completed form, along with a check, to  
501 Congress Ave, Suite 150,  
Austin, Texas 78701.

Contact [laura@txtransit.org](mailto:laura@txtransit.org) if you would like to pay using a credit card.

## Membership Directory

**Help us update your membership profile today!**



**TTA**  
TEXAS TRANSIT  
ASSOCIATION

## Upcoming Dates of Interest:

TTA 2024 State Conference, Expo  
and Rodeo  
March 15-20, 2024

**Registration Today!**

