

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

**Conference, Expo, & Rodeo Registration Now Open!**



We are excited to announce that **registration** is now open for TTA's highly anticipated 2025 State Conference, Expo, and State Rodeo to be held March 7-12, 2025 in McAllen. Don't forget to use your Member Access Code to unlock your member rate.

*Don't miss out on the Early Bird Discount!*

Watch the **Metro McAllen Invitation Video** and be a part of the Excitement!

**Highlights include:**

- Texas State Rodeo Competition
- New Paratransit Maintenance Competition
- Pre-Conference Workshops, General Sessions & Breakout sessions
- TTA's Annual Awards Presentation
- Full Expo, featuring Vendors, Vehicles, & Mini Golf Classic
- Multiple Networking Opportunities, including a Welcome Reception and Big Night Out!

Check **TTA Website** regularly & Hotel Links.

Deadline to submit presentation abstracts is fast approaching. If you have a topic or presentation ideas you would like to share at this year's conference, please select the link below.

**[Link to submit abstract](#)**

**Sponsorship Opportunities**

Don't miss out on the many sponsorship opportunities! If you would like to discuss becoming a sponsor at this year's Conference, Expo, and Rodeo, please contact **Allen Hunter** or **Laura Herrera**

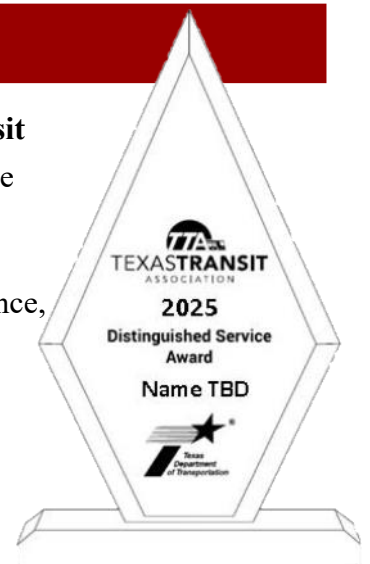
**2024 Texas Transit Awards—Call for Nominations**

The Texas Transit Association is still accepting nominations for the **2024 Texas Transit Awards!** This is your chance to recognize outstanding individuals or agencies that have demonstrated excellence in public transportation across the state.

Whether it's an exceptional leader, agency, or an innovative program making a difference, we want to hear about it. Don't miss this opportunity to celebrate their achievements!

**Deadline to submit nominations is December 20, 2024.**

**[Submit Your Nomination Today](#)**



## A message from TTA’s Board President



My concentration as the President of Texas Transit Association is to focus on being a unifying and progressive leader, committed to transforming public transit into a sustainable, equitable, and efficient service for communities across Texas. I want to champion public transit innovation and sustainability, advocate for equity and accessibility, be a strategic leader and encourage collaboration, focus on community and rider experience, advocate for public policy and funding, and foster a commitment to the safety and security of our passengers and employees. The overarching theme of my presidency is to ensure that TTA remains at

the forefront of public transit advocacy while embracing innovation and staying rooted in the unique public transit needs of each urban and rural community in Texas.

Serena is a graduate of Lubbock Christian University with BA in Organizational Management. She is also a graduate of the Leadership APTA class of 2023, Eno Transportation Senior Executive Program, she has served on the Executive Board for the Community of Minority Transportation Officials (COMTO) North Texas as Secretary, as well as the Executive Board for Delta Sigma Theta Incorporated, Waco Alumnae Chapter, as Treasurer. Serena has received her Transit Safety and Security Program Certificate (TSSP) as well as her Public Transportation Safety Certification Training Program Certificate (PTSCTP).

Serena has been married for over 27 years, enjoys traveling, reading and spending time with her family.

## REAL Services’ Creative Campaign



Looking for a fun way to engage with the community and promote your service? Take inspiration from REAL Services' creative [#FINDFLASH](#) campaign!

Keep an eye out for the FLASH VAN around town—whether it's parked at a local event, cruising through the neighborhood, or making a stop at your favorite coffee shop. If you spot it, snap a picture and tag us in your post on Facebook or Instagram with the hashtag [#FINDFLASH](#).

## TTA’s Legislative Day

Join us for [TTA Legislative Day](#) in Austin on February 25, 2025, for an opportunity to connect with Texas legislators. This full-day event engages participants with state leaders, advocates for transit-related initiatives, and fosters meaningful connections for Texas’ transit community. The day will begin at The Stephen F. Austin Royal Sonesta Hotel with breakfast, materials pick-up, and a brief orientation on the day’s objectives from TTA leaders Eron Linn and Wade Long. Attendees will head to the Texas Capitol to spend the day meeting with legislators.

Participants are encouraged to come prepared with pre-scheduled appointments to maximize their time and use the "TTA 2025 Legislative Agenda" handout as a discussion guide. Make sure to invite legislators and staff you meet with to attend the Ice Cream Social and Evening Reception. Lunch will be on your own.

# VIA Names New President and CEO



The VIA Metropolitan Transit Board of Trustees voted unanimously Tuesday, Nov. 12, 2024, to appoint a new President and CEO to lead the region’s mobility provider.

Jon Gary Herrera will succeed Jeffrey C. Arndt as President/CEO at VIA, beginning Jan. 4, 2025.

During his tenure, Arndt and his team ushered in a time of transformation for the agency that first rolled out service in 1978 and has grown as an industry leader in safety, innovation and customer satisfaction.

The much-decorated CEO, Jeffrey Arndt will be retiring after 40 years in the transportation Industry and 13 years behind the wheel at VIA, leaving the agency as the “Most Outstanding Metropolitan Transit Authority in Texas,” a distinction earned three times under Arndt’s leadership.

Jon Gary Herrera, a San Antonio native, has served as VIA’s Senior Vice President of Public Engagement since 2017, overseeing efforts to deliver major milestones, including the historic 2020 initiative to secure additional funding for VIA’s Keep SA Moving plan. Read [more here](#)

# SWART Supporting it’s Communities

[SWART](#) participated in the 2024 Spinach Festival Parade in Crystal City on November 9th. The event was hosted by the Spinach Festival Association. SWART support its communities through the Middle Rio Grand Region.



# CapMetro’s Local Rodeo

CapMetro’s talented operators and mechanics brought their A-game in a friendly competition as they geared up for state. Congratulation to all their competitors! In addition to the competition, the day was a celebration of family day that brought everyone together. See [event video](#)



# Houston Metro to Receive 1.2 Million from FTA



METRO has been awarded \$1.2 million from the Federal Transit Administration (FTA) to plan for transit-oriented development (TOD) along the proposed Gulfton Corridor Bus Rapid Transit (BRT) line.

The funding will enable the creation of a comprehensive TOD strategy focused on enhancing mobility, housing, and community development in one of Houston’s most transit-dependent areas.

A joint effort among METRO, Harris County Commissioner Lesley Briones, and Houston Mayor John Whitmire, the project aims to attract public and private investment and establish a community-supported vision for TOD. The initiative will also explore green infrastructure solutions to address urban heat and flooding.

Click here to learn more: <https://bit.ly/3UJlwtR>.

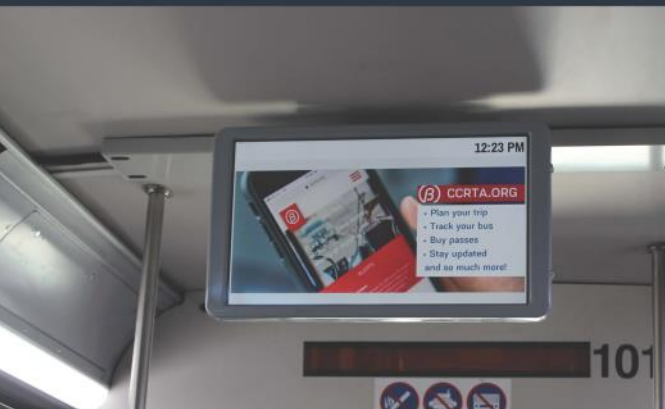


### CAD/AVL SYSTEM

## WORK SMARTER WITH NAVINEO: THE POWER OF CAD/AVL REINVENTED

EQUANS **redefines public transit operations** and **support improvement of service reliability** with **real-time CAD/AVL functionality**.

*EQUANS is proud to support CCRTA, in Corpus Christi, TX, to upgrade their Fixed route, CAD/AVL, APC and Intelligent Transportation System.*



### CONTACT US

Kilian Ollivier, Business Development Director: [kilian.ollivier@equans.com](mailto:kilian.ollivier@equans.com)

[www.navineo.co](http://www.navineo.co)

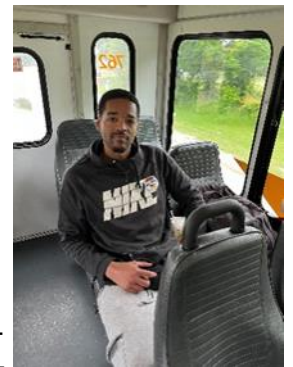
## TxDOT: STAR Transit Helping Rural Community through Service Expansion Program



### STAR Transit helping the rural community one rider at a time through the Service Expansion Program (SEP)

Access to transportation services in rural areas is crucial for individuals' livelihoods, families, and daily activities. Nineteen Texas rural transit agencies are currently participating in a TxDOT-sponsored Service Expansion Program (SEP), which launched on July 1, 2024, under the guidance of TxDOT's Public Transportation Division.

The goal of the SEP is to expand services in unserved and underserved areas by employing efficient combinations of design, resources, technology, and quality service. This could involve adding more routes to areas lacking adequate transportation or enhancing existing services to improve connectivity with other transportation options. In addition to increasing service coverage areas, there will be measurable outcomes such as improving access to transit, enhancing customer satisfaction, reducing wait times, and fostering greater connectivity between transit services.



One of the agencies participating in the SEP is STAR Transit. STAR currently operates STARnow, an app-based on-demand microtransit service. As part of the program, STAR has extended their weekday hours of STARnow in Kaufman and Forney, increasing service from 8 a.m.–5 p.m. to 6 a.m.–6 p.m. Additionally, in Terrell, STARnow added an extra hour of service on weekdays to its popular Saturday routes.



STAR Transit Executive Director Tommy Hendricks said that the service has experienced an increase in new riders, higher trip volumes and shorter wait times. With the extended Saturday hours, dialysis patients and others now have more weekend transportation options, offering them greater flexibility. Over the past couple of months, average monthly trips have nearly doubled, rising from 764 to 1,611. Daily trips have also increased, from 37 to 81 on average, and average wait times have decreased from 29 minutes to 18 minutes. "Over the past month, we've seen positive feedback from our riders with our expanded services and we are thankful for this opportunity from TxDOT in helping our community thrive" Hendricks added.

STAR Transit riders are happy with the improvements:

- "STAR Transit has been very helpful and great for us over the years."
- "STAR Transit drivers are always helpful and courteous when assisting passengers."
- "Your services are absolutely wonderful. It's a miraculous service you provide to the community. Thank you for your service."

## Fort Bend Transit on World Kindness Day

November 13 was World Kindness Day! A big shoutout to the amazing Fort Bend Transit drivers for their acts of kindness. Your dedication and care make a difference every day.

We also want to recognize transit agencies across Texas for going above and beyond to serve our communities.

**Thank you for spreading kindness!**



## WTEP Paratransit Conference 2024



The **West Texas El Paso Regional Coordination Committee (WTEP)** recently hosted its **Paratransit Conference** in El Paso, Texas, bringing together transit agencies, health and human services organizations, community members, and stakeholders for an engaging discussion on public transit. The event focused on **removing barriers to paratransit services**, expanding public transit education, and fostering opportunities for regional coordination.

One highlight of the event was a presentation by **Vince Huerta**, immediate past president and current Board member of the Texas Transit Association (TTA). Vince shared insights into Texas transit initiatives and advancements, detailing innovative efforts to improve accessibility, enhance regional cooperation, and address the growing need for effective transit services across the state.

Also in attendance was **Alfredo Gonzalez** from TxDOT and **Xavier Banales**, Project Amistad Board member. The overall participation reflected the broad support and collaboration needed to drive progress in public transit and paratransit services.

This year’s conference showcased the power of partnership and coordination, emphasizing the importance of removing barriers and creating inclusive transit solutions for all. The WTEP Paratransit Conference continues to serve as a critical platform for advancing the future of public transportation in West Texas and beyond.



## Vince Huerta Visits Sun Metro to Explore Transit Innovations

Vince recently visited **Sun Metro** in El Paso to learn about their transformative transit initiatives. Sun Metro is implementing major changes to improve operations, enhance services, and embrace innovative technologies.



Highlights included the optimization of the **Sun Metro Streetcar**, which achieved a **168.5% increase in ridership** by extending hours and reallocating resources without additional funding. The agency’s **Sun Metro Rising for Fixed Route** plan aims to revamp the bus system by late 2025, offering simpler routes, better connections, and ADA-compliant infrastructure, while preparing for a **Microtransit pilot program**.

Sun Metro is also diversifying its **Paratransit LIFT** fleet with 45 electric vehicles and charging stations, launching in 2026, and has secured \$44 million in grants to replace vehicles and improve transit operations. Vince’s visit underscored the agency’s commitment to innovation, sustainability, and improving transit for the City of El Paso, setting a benchmark for agencies statewide.

## 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.

### December

#### Preparing for a Triennial Review

December 3, 2024  
Virtual  
10:00 a.m.—11:30 a.m.

[Register Here](#)

### December

#### Procurement Workshop

December 11, 2024  
In-Person  
Austin, TX  
8:00 a.m.—5:00 p.m.

[Register Here](#)

### December

#### Implementing Change Workshop

December 17-18, 2024  
In-Person  
San Antonio, TX  
8:00 a.m.—5:00 p.m.

[Register Here](#)

### January

#### Mobility Management & Community Engagement

January 9, 2025  
Virtual  
10:00 a.m.—11:30 a.m.

[Register Here](#)

### January

#### Knowing What Works: Metric & Methods to Evaluate Programs

January 16, 2025  
Virtual  
10:00 a.m.—11:30 a.m.

[Register Here](#)



### TTA's Upcoming Courses:

- Principles of Effective Leadership (In-person)
- CARES Transit Management Certification (In-person)
- Civil Rights Session (Virtual)

[Click here for Training Calendar](#)

## 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

Full Page Ad single issue	\$500
Full Page One Year	\$2,000
Half Page Ad single issue	\$250
Half Page One Year	\$1,000
Business card Ad single issue	\$100
Business card One Year	\$500

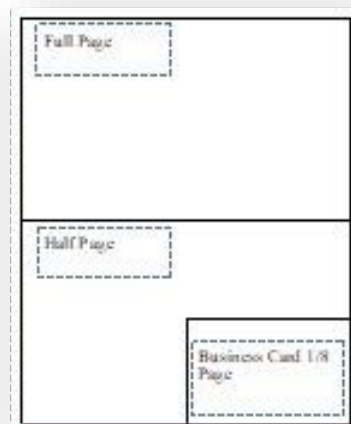
### Non-Member Price

Full Page Ad single issue	\$750
Full Page One Year	\$3,000
Half Page Ad single issue	\$400
Half Page One Year	\$2,000
Business card Ad single issue	\$200
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:

Laura Herrera  
 (512) 900-0550  
[laura@txtansit.org](mailto:laura@txtansit.org)

Allen E. Hunter  
 (254) 405-4212  
[allen@txtransit.org](mailto:allen@txtransit.org)





## Time for Membership Renewal

As we move forward with our commitment to advancing public transportation in Texas, we invite all members to renew their membership for another impactful year. Together, we are shaping the future of transit and ensuring communities across Texas benefit from safe, efficient, and sustainable transportation options. Renewing your TTA membership means staying connected, informed, and engaged in the collective work we are all doing to support Texas transit.

### Why Renew Your Membership?

Here’s a glance at what your membership offers:

Not a Member?  
Join Today!  
Contact us (512) 900-0550  
[laura@txtransit.org](mailto:laura@txtransit.org) or [allen@txtransit.org](mailto:allen@txtransit.org)

- **Networking Opportunities**  
Connect with other transit professionals, leaders, and industry advocates across Texas. Share ideas, discuss solutions, and collaborate on projects that matter to you and your community.
- **Discounts on Event Registration**  
Enjoy member-only rates for TTA’s major events, including our annual State Conference, Expo, and Rodeo. This year’s event, taking place in [McAllen from March 7-12, 2025](#), will be packed with insights, innovations, and networking opportunities you won’t want to miss!
- **Advocacy and Legislative Updates**  
TTA represents your voice in state discussions, advocating for policies that support public transportation in Texas. Stay informed and involved in these crucial efforts to make positive changes for our communities.

**[Renew your membership for the term September 1, 2024 through August 31, 2025](#)**

## Upcoming Dates of Interest:

- N O V** November 28, 2024  
Thanksgiving Day
- D E C** December 3, 2024  
[Preparing for Triennial Review](#)
- D E C** December 11, 2024  
[Procurement Workshop](#)
- D E C** December 17-18, 2024  
[Implementing Change Workshop](#)
- D E C** December 25, 2024  
Christmas Day

- F E B** February 18-21, 2025  
[SWTA Conference & Expo](#)
- F E B** February 25, 2025  
[TTA’s Legislative Day at the Capitol](#)
- M A R** March 7-12, 2025  
[TTA State Conference, Expo, & Rodeo](#)  
Don’t miss the early registration discount and remember to use your access code to get the member rate.  
**TxDOT Semiannual Operators Meeting: *Reminder, that the TxDOT Semiannual Operators Meeting will be held in the McAllen Convention Center on March 12, 2025.***