



# 2018 Oregon Public Transportation Conference Schedule



## Sunday, October 28<sup>th</sup>

TIME	SESSION DESCRIPTION	PRESENTER
12:00-4:30	<b>Registration Desk Open for Check-In and Assistance</b>	
1:00-2:15	<p align="center"><b>Partnering to Deliver STIF Projects</b></p> <p>Discuss some of the leg work needed to deliver successful STIF projects such as: identifying and reaching target populations to determine needs, conducting before and after assessments/surveys, crafting appropriate outreach strategies for hard to reach populations, and conducting outreach and education.</p>	<p align="center"><b>Stephanie Millar, ODOT; Jessica Roberts, Alta Planning</b></p>
2:30-4:00	<p align="center"><b>Transportation for Students Grades 9-12</b></p> <p>What is needed for students in grades 9 -12? In this session, Karyn Criswell will describe how the STIF rule and statute addresses this issue, then panel members will describe different ways in which these needs can be addressed.</p>	<p align="center"><b>Cody Franz, Point2Point of LTD; David or Edam Gomez, RVTD</b></p>

## Monday, October 29<sup>th</sup>

7:30-5:00	<b>Registration Desk Open for Check-In and Assistance</b>	
7:30	<b>Breakfast - Hot Full Buffet</b>	
8:00-8:15	<b>Greeting &amp; Introductions</b>	<p align="center"><b>Julie Brown OTA President</b></p> <p align="center"><b>Hal Gard ODOT-RPTD Administrator</b></p>
8:15-9:00	<b>Kick-Off Keynote</b>	<b>Tammy Baney, Deschutes County Commissioner</b>
9:00-9:15	<b>Break</b>	
9:15-10:30	<p align="center"><b>ADA: ODOT Settlement</b></p> <p>Panel will review the AOCIL and ODOT Settlement</p>	<p align="center"><b>Lisa Strader ODOT Civil Rights; Tony Ellis, PTAC ADA Work Group; Cody Franz, Lane Transit District</b></p>
	<p align="center"><b>STIF: Tools for Determining whether you are Serving Low-Income Populations</b></p> <p>Presenters will review the STIF requirements and share best practices and tools for addressing whether a transit service is reaching a high percentage of low-income households</p>	<p align="center"><b>Jamey Dempster, Nelson/Nygaard; Matthew Barnes and Marsha Hoskins, ODOT</b></p>

## Monday, October 29<sup>th</sup> (continued)

TIME	SESSION DESCRIPTION	PRESENTER
9:15-10:30 (continued)	<p style="text-align: center;"><b>OSU Presents: GTFS Ride Data Standard</b></p> <p>Oregon State University presents work on an extension of GTFS to express fixed route transit ridership called GTFS-ride</p>	Professor David Porter, OSU
	<p style="text-align: center;"><b>Super Circular Training Course</b></p> <p>Session description coming soon.</p>	Rich Garrity, RLS
10:30-10:45	<b>Break</b>	
10:45-12:00	<p style="text-align: center;"><b>Vanpools to Complement Transit Service</b></p> <p>Vanpools can be part of your transit solution to serve intercommunity commuters connecting workers of all income and skill levels to jobs. Tracy Ellis will talk about the history and management of Valley VanPools 60+ commuter vans. Stephanie Millar will talk about efforts to expand vanpooling. Chris Carcich will describe the role of Enterprise Rideshare as a third-party vendor. Learn how reporting vanpool mileage to NTD can bring in additional 5307 funds, which can be used to subsidize vanpools and used on any other capital costs.</p>	Roxanne Beltz, Clint Fulcher, Stephanie Millar
	<p style="text-align: center;"><b>Transit Development Planning: From Theory to Practice</b></p> <p>In January 2018 ODOT released the Transit Development Plan (TDP) Guidebook, a tool to support the creation of TDP's by transit providers throughout Oregon. The Guidebook addresses goal-setting, stakeholder involvement, investment prioritization, coordination with other planning efforts, and more. Come listen to this panel that includes the perspective of those involved in creating the Guidebook, as well as case studies of providers who have utilized it for their planning purposes.</p>	Susan Wright, Kittleson & Associates
	<p style="text-align: center;"><b>Real-time Transit Information: White Paper from ODOT</b></p> <p>Real time information for fixed routes service and fare and passenger counting. Review technology considerations and choices for organizations with less than 200 vehicles.</p>	Aaron Antrim, Trillium
	<p style="text-align: center;"><b>Super Circular Training Training Course (Continued)</b></p> <p>Session Description Coming Soon</p>	Rich Garrity, RLS
12:00-12:30	<b>LUNCH/AWARDS</b>	
12:30-1:30	<p style="text-align: center;"><b>Lunch Keynote</b></p> <p style="text-align: center;"><b>Public Transportation's Impact on Rural and Small Towns: A Vital Mobility Link</b></p>	Todd Litman, Victoria Transport Policy Institute
1:30-1:45	<b>Break</b>	
1:45-3:00	<p style="text-align: center;"><b>Autonomous Vehicle Implementation Predictions Implications for Transport Planning</b></p> <p>Autonomous (also called self-driving, driverless or robotic) vehicle benefits and costs, and impacts on transportation planning issues. How quickly self-driving vehicles are likely to be developed and deployed based on experience with previous vehicle technologies, their benefits and costs, and how they are likely to affect travel demands and planning decisions such as optimal road, parking and public transit supply.</p>	Todd Litman, Victoria Transport Policy Institute

## Monday, October 29<sup>th</sup> (continued)

TIME	SESSION DESCRIPTION	PRESENTER
1:45-3:00 (continued)	<p style="text-align: center;"><b>Panel: Reaching Hard to Reach Audiences</b></p> <p>Did no one come to your open house? Do you have trouble getting feedback from transit dependent riders? Do you want to learn how to find out what is really needed in your service area? This panel will describe efforts to reach hard to reach audiences and why traditional methods are not enough.</p>	<p><b>Maria Hernandez Segoviano, Opal; Angie Jones, People Mover</b></p>
	<p style="text-align: center;"><b>iTransitNW</b></p> <p>Serving the public in the near future with real time travel and connection information for public transportation statewide.</p>	<p><b>Dick Fondahn, Valley Transit</b></p>
	<p style="text-align: center;"><b>Super Circular Training (Continued)</b></p> <p>Session Description Coming</p>	<p><b>Rich Garrity, RLS</b></p>
3:00-3:15	<b>Break</b>	
3:15-5:00	<p style="text-align: center;"><b>Marketing 101</b></p> <p>Session description coming soon.</p>	<p><b>Robin Philips, RTAP and Frank Thomas, ODOT</b></p>
	<p style="text-align: center;"><b>STIF: Advisory Committee Public Engagement Best Practices</b></p> <p>Learn how to engage the public in planning for service improvements. Learn about advisory committee and public engagement best practices needed to meet STIF requirements, receive templates, checklists and other tools + tips.</p>	<p><b>Karyn Criswell, ODOT and Anne Presentin, EnviroIssues</b></p>
	<p style="text-align: center;"><b>TNEt</b></p> <p>Reviewing the Trillium template and data standards. Connexion shows pilot program in action.</p>	<p><b>Thomas Craig, Trillium; Connexion; Philip Paulson, ODOT</b></p>
	<p style="text-align: center;"><b>Super Circular Training (Continued)</b></p> <p>Session Description Coming Soon</p>	<p><b>Rich Garrity, RLS</b></p>
	<p style="text-align: center;"><b>Round-About Bend Tour</b></p> <p>Take a Cascades East Transit (CET) bus to the Oregon State University Cascades campus to visit the new multi-modal transit hub and pass some of Bend's unique round about artwork along the way.</p>	
6:00-8:30	<b>Special Event: ToGo Sponsored Mixer (Open to All) – Location TBA</b>	

## Tuesday, October 30th

TIME	SESSION DESCRIPTION	PRESENTER
7:30-5:00	<b>Registration Desk Open for Check-In and Assistance</b>	
7:30-8:00	<b>Breakfast - Hot Full Buffet</b>	
8:00-9:00	<p style="text-align: center;"><b>Breakfast Key Note</b></p> <p style="text-align: center;"><b>IMPACT: A Crash Course in Leadership</b></p> <p>Leadership is about what you do, the choices you make, when confronted with adversity. Learn what separates a genuine leader from someone in a position of authority. Be inspired to become the leader people can't resist. Discover how you can lead by leveraging any adversity with four powerful, simple actions. IMPACT: A Crash Course in Leadership will help you transform your life, turn weakened staff into star performers, and refashion your organization into a whole-hearted, connected community.</p>	<b>Elisa Hayes</b>
9:00-9:15	<b>Break</b>	
9:15-10:30	<p><b>Master Tools for IMPACT: A Deeper Dive into Empathy-Fueled, Performance-Driven Leadership</b></p> <p>In Elisa Hays' keynote speech attendees learned about the four key actions genuine leaders take to embrace obstacles as opportunities for extraordinary impact. But hearing and understanding will rarely translate into doing without the development of habits. Implementing new leadership tools is the same. In this interactive workshop attendees practice skills and lay the foundation for strong habits that will enable them to respond to challenges with the experience and expertise of a genuine leader.</p>	<b>Elisa Hayes</b>
	<p style="text-align: center;"><b>Boosting Transit Ridership Through Institutional Partnerships</b></p> <p>Working with employers, higher education providers, and other large institutions can be an effective strategy to grow ridership. Several transit agencies have formed partnerships with such organizations by offering discounted passes, joint facility planning, and marketing campaigns. This session will highlight success stories, discuss the benefits to both transit providers and partner organizations, and offer recommendations for implementing similar initiatives.</p>	<b>Derek Hofbauer, Paige Townsend</b>
	<p style="text-align: center;"><b>Marketing: How to Use Social Media to Your Advantage</b></p> <p>Oregon Transit agencies share best practices on using different social media platforms to better serve their riders.</p>	<b>Jonathan Asher, Wheeler County; additional agency representatives TBA</b>
	<p style="text-align: center;"><b>A Golden Opportunity: Transit and Land Use Policies</b></p> <p>Transit and Land use policies, a natural partnership with communities.</p>	<b>Jeff Hazen, Sunset Empire; Lynn Peterson and Leah Treat, Nelson/Nygaard</b>
10:30-10:45	<b>Break</b>	

## Tuesday, October 30th (continued)

TIME	SESSION DESCRIPTION	PRESENTER
10:45-12:00	<p style="text-align: center;"><b>Training with Consistency: A Statewide Standard</b></p> <p>Driver Performance, crash avoidance, increased safety; statewide training offered through Ride Connection Friendly Driver program</p>	<p style="text-align: center;">Tara Messier, TriMet; Mike Mullins, Kim Curley, and Kate Armstrong</p>
	<p style="text-align: center;"><b>Oregon Public Transportation Plan</b></p> <p>This session will review the Oregon Public Transportation Plan and review how it can be used to help agencies strategize and make decisions about the styles of routes they offer and interactions with current and emerging private services.</p>	<p style="text-align: center;">To Be Announced</p>
	<p style="text-align: center;"><b>Oregon Public Transit Information System (OPTIS)</b></p> <p>Learn more about OPTIS and get your questions answered. Topics include agreements, agency periodic reports, reimbursements requests, assets, workflows, users and reports.</p>	<p style="text-align: center;">ODOT RPTD Operations Team</p>
	<p style="text-align: center;"><b>Civil Rights Update</b></p> <p>Review of new rules and regulations regarding ADA requirements and a look at the PAW Pass designed to make riding public transportation easier for those requiring a service animal.</p>	<p style="text-align: center;">Carrol Cottingham, John Ahlen</p>
12:00-12:30	<b>Lunch/Awards</b>	
12:30-1:30	<p style="text-align: center;"><b>Keynote</b></p> <p style="text-align: center;"><b>Smart City Transportation: The Role Connected and Autonomous Vehicles Can Play in Providing First/Last Mile Solutions in Our Cities</b></p>	<p style="text-align: center;">Ken Montler, Mobility Cubed</p>
1:30-1:45	<b>Break</b>	
2:00-3:00	<p style="text-align: center;"><b>STIF: Revolving Workshop</b></p> <p>Participants will identify top priority STIF topics for discussion and then divide into discussion tables. Providers can ask questions and exchange best practices. ODOT staff will be on hand to clarify STIF requirements and facilitate discussions.</p>	<p style="text-align: center;">ODOT Staff</p>
	<p style="text-align: center;"><b>Teaming with Tribal Entities</b></p> <p>Best practices for working with tribal entities</p>	<p style="text-align: center;">Kelly Shawn, RLS</p>
	<p style="text-align: center;"><b>Remix 101: Refresher and New Features</b></p> <p>Remix is a quick prototyping, analysis, and communication tool to design transit networks quickly, confidently, and clearly. Remix supports the entire planning process -- from temporary detours and regular service changes to complete system redesigns and coordinated community outreach. This planning tool could lead to improved transit planning and investment decisions at the local, regional, and state level</p>	<p style="text-align: center;">Isaac Shapiro</p>
	<p style="text-align: center;"><b>Serving Oregon's Tourism &amp; Recreation Destinations with Public Transit</b></p> <p>As Oregon's population and visitor numbers continue to grow, so does the challenge of managing transportation demand at popular destinations. This session will bring together some key players working to enhance car-free access to major attractions in Oregon. They will share research and first-hand experiences in terms of research, planning, implementation, and coordination of these types of services.</p>	<p style="text-align: center;">Jake Warr, Kathy Fitzpatrick, Aaron Antrim, and other panelists to be announced</p>
3:00-3:15	<b>Break</b>	
3:15-5:00	<b>ToGo Annual Membership Meeting (Members Only)</b>	

## Tuesday, October 30th (continued)

TIME	SESSION DESCRIPTION	PRESENTER
3:15-5:00	<b>VENDOR EXPO TIME IN EXHIBIT HALL</b>	
5:00-6:00	<b>Hosted Reception &amp; Music with Vendors</b>	
6:00-6:30	<b>Dinner</b>	
6:30-7:30	<b>Entertainment by Comedian Frank King</b>	

## Wednesday, October 31st

TIME	SESSION DESCRIPTION	PRESENTER
7:30-8:00	<b>Breakfast - Hot Full Buffet</b>	
8:00-8:45	<p style="text-align: center;"><b>OTA Annual Meeting</b></p> <ul style="list-style-type: none"> <li>• Annual Report to Members</li> <li>• Approval of 2018-19 Budget</li> <li>• Presentation of Oregon Public Transportation Awards</li> <li>• Drawings for Prizes</li> </ul>	<p><b>OTA President Julie Brown</b></p>
8:45-9:00	<b>Break</b>	
9:00-11:00	<p style="text-align: center;"><b>Recruitment, Retention and Succession Planning</b></p> <p>Session description coming soon.</p>	<b>Speakers to be Announced</b>
11:00	<b>Conference Ends</b>	