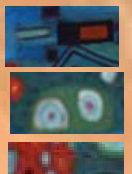


CATA-CDOT FALL TRANSIT CONFERENCE & EXPO 2010



SEPTEMBER 14-17, 2010
AVON, COLORADO



SCHEDULE - AT - A - GLANCE*

Tuesday, September 14

11:00 a.m.	Registration & Check In			
1:00 p.m.	Evacuation Planning for People with Access and Functional Needs	Livability: Accounting for Energy Use & Greenhouse Gas Emissions	Barriers & Successes in Coordinating Human Services Transportation	CASTA Board Meeting (10:00 am - 12:00 pm)
2:45 p.m.	Break			
3:00 p.m.		Livability: Making the Land Use - Transit Connection	Mobility Management Peer Networking and Idea Exchange	
5:30 p.m.	Welcome Reception			
7:00 p.m.	Business Members' Reception			

Wednesday, September 15

8:00 a.m.	Continental Breakfast			
8:30 a.m.	Creating a Successful Strategic Capital Program	Flexible Positions: Keeping Your Options Open	Meetings: Half the Time, Double the Value	RTAP Safety & Training Committee Meeting
10:00 a.m.	Break			
10:15 a.m.	Vendor Sessions	Vendor Sessions	Vendor Sessions	
12:00 p.m.	EXPO Grand Opening & Luncheon			
1:00 p.m.	EXPO		4:00 pm CREST Meeting	
5:00 p.m.	EXPO Reception & Prize Parade			
7:30 p.m.	We ♥ John Valerio Pool Tournament		We ♥ Larry Worth Poker Tournament	

Thursday, September 16

8:00 a.m.	Continental Breakfast		Elderly & Disabled Transportation Committee Meeting (starts at 7:30 am)	
8:30 a.m.	From Good Idea to Deployment – RTD's Tale of Smart-Card Adoption	Great Web Designs for Any Budget	Performance Evaluations: Making Them Work for You	Measure What Counts—A New Look at Performance Measures
10:00 a.m.	Break			
10:15 a.m.	New Tools in Accessible Transit	Get the Sizzle on Social Media		Seek and Secure Strategic Business Partnerships
12:00 p.m.	Annual Transit Awards Luncheon and Membership Meeting			
2:00 p.m.	Are We Communicating Yet?	CDOT Drug & Alcohol Training	Motivating Employees Through Tough Times	
3:15 p.m.	Break			
3:30 p.m.				
5:00 p.m.	Sessions Adjourn			
6:00 p.m.	Dinner & Country Western Dancing**			

Friday, September 17

8:00 a.m.	Federal & State Update Breakfast			
9:15 a.m.	CDOT Grantees Workshop			
12:30 p.m.	Colorado Transit Coalition (CTC) Meeting			
2:30 p.m.	Adjourn			

* Schedule subject to change.

** Additional fee may apply.

FALL TRANSIT CONFERENCE & EXPO

Join us for the CASTA/CDOT Fall Transit Conference & EXPO September 14-17, 2010 in Avon, Colorado. Conference sessions will be held at the Park Hyatt Beaver Creek Resort (136 East Thomas Place, Avon, CO 81320) and Ford Hall. Please call CASTA at 303.839.5197 for additional information or questions.

REGISTRATION

Choose one of the following:

- Online: www.coloradotransit.com.
- Fax one registration form for each registrant to CASTA at 303.832.3053.
- Mail one registration form for each registrant to CASTA, 1580 Lincoln St #780, Denver, CO 80203.

CONFERENCE CANCELLATIONS

Registrations cancelled on or before August 30, 2010 will be fully refunded. Cancellations after August 30 will be refunded, minus a \$50 administrative fee. No refunds will be made for registrations cancelled after September 8, 2010.

HOTEL INFORMATION

Park Hyatt Beaver Creek
136 East Thomas Place
Avon, CO 81620

For room reservations at the Park Hyatt, call Reservations at (970)949-1234 or (800)778-7477. Make your reservation before August 24, 2010 and mention the CASTA conference block to receive the special group rate of \$129 for single and double occupancy rooms. The \$18 resort fee and \$24 valet parking fee has been waived for our group. Reservations will require a one (1) night room and tax deposit at the time of request.

SPECIAL REQUIREMENTS

Please inform the Park Hyatt of any ADA requirements when you make your room reservation. If you have special dietary requirements, please notify Angie Ham (angieh@coloradotransit.com or 303.839.5197).

HOTEL RESERVATION CANCELLATIONS

A full refund of room reservation deposits will be provided for reservations cancelled 14 days or more prior to the start of the conference (9/14/2010). **Reservations cancelled after 8/31/2010 will result in loss of the one (1) night room and tax deposit.**

SESSION DESCRIPTIONS

TUESDAY, SEPT 14

Evacuation Planning for People with Access and Functional Needs - Tuesday 1:00 - 5:00 pm

Planning for the evacuation of people with disabilities, older adults and others with access and functional needs has presented significant challenges during recent evacuations for fires, floods and hurricanes. The California Emergency Management Agency (Cal EMA) has developed new tools to help emergency managers and transportation officials analyze and resolve planning gaps on this issue. Join the technical assistance team heading this effort to learn how these tools can be readily applied to your community, resulting in evacuation plans that address the needs of your entire community - including those with access and functional needs.

Livability: Accounting for Energy Use and Greenhouse Gas Emissions - Tuesday 1:00 - 2:45 pm

The City of Aspen uses energy consumption and greenhouse gas emission calculations to determine the impact of transportation policy decisions on their community. This presentation will provide hands-on resources for calculating immediate, short-term and long-term impacts of transportation (and specifically transit) policy. You will come away with tools you can use in grant applications and policy discussions.

Barriers and Successes in Coordinating Human Services Transportation - Tuesday 1:00 - 3:30 pm

Join in a lively, facilitated discussion on barriers and successes to transportation coordination. Topics will include planning, funding, and local politics. Panelists will include members of coordinating councils from rural, urban and mountain communities. Come prepared to dive into discussion and share stories of your own encounters with successes and barriers.

Livability: Making the Land Use - Transit Connection Tuesday 3:00 - 4:45 pm

Transit planning is often the after-thought - once development is in place, transit agencies are asked to provide service. The Sonoran Institute, in conjunction with the EPA and the FTA is working in Garfield County to provide metrics that measure the impact of transportation planning and land use. You will come away with the tools you can use in grant application and in policy and planning discussions.

Mobility Management Peer Networking and Idea Exchange - Tuesday 3:45 - 5:00 pm

Join your mobility management peers in exchanging ideas, celebrating success and commiserating over challenges faced.

This will be a facilitated discussion with participation from our state and federal partners.

WEDNESDAY, SEPT 15

Creating a Successful Strategic Capital Program

Wednesday 8:30 – 10:00 am

Are you suffering from NOFA overload? Drowning in funding streams? Whipsawed by grant applications? A strategic capital program will help you manage the myriad of funding options and identify the most appropriate funding sources. We will provide tools and strategies for building the partnerships necessary for strong applications to meet today's criteria for private, state and federal grant processes.

Flexible Positions - Keeping Your Options Open

Wednesday 8:30 – 10:00 am

Smaller transit agencies often rely on folks to juggle multiple job functions to get things done. How can you utilize available staff to complete all the work? This session will identify some of the best combinations of responsibilities and skills in the business and explain how they are used - from administration to vehicle operations to maintenance. Come learn how position flexibility can help you keep things running efficiently. Conducted by Rob Andresen, FirstTransit Project Manager and CASTA Board President.

Meetings: Half the Time, Double the Value

Wednesday 8:30 – 10:00 am

Have the madness of meetings beat you down? Do your shoulders slouch in dismay at the thought of another meeting that takes twice as long as it should? Slouch no more! This session will help you realize the elusive dream of meetings that are an efficient vehicle for discussion and for presenting and gathering information. Enter into a whole new world of well-planned and focused meetings that conclude with the dissemination of accurate and complete minutes.

RTAP Safety and Training Committee Meeting

Wednesday 8:30 – 10:00 am

Join your safety and training peers to discuss Best Practices training programs, the revised Transit Training Toolbox, the RTAP Trainer Program and safety and security training for Colorado Transit agencies. All are welcome.

Vendor Led Sessions – Wednesday 10:15 – 12:00 pm

Join experts for a birds eye view on the newest products, innovations, initiatives and services in the transit industry. Come prepared to add to your wish list for all things new, shiny and fab-u-lous in transit!

EXPO - Wednesday, 12:00 - 7:00 pm

Buses and seating and software, OH MY! Sleek, shiny buses! The latest in seating and flooring and security equipment! New technologies, tried-and-true solutions and the expertise you need can be found in one place! Join us for an out-

geously outstanding EXPO!

CREST Committee Meeting

Wednesday 4:00 – 5:00 pm

Bruce Abel, RTD, Asst. General Manager of Customer & Contracted Service, will host a round-table discussion on how RTD handled the rash of high-profile accidents earlier this year. All are welcome.

THURSDAY, SEPT 16

Elderly & Disabled Transportation Committee

Meeting – Thursday 7:30 - 8:30 am

What does the future look like in your community? This peer group of specialized transportation providers will share challenges and opportunities as we prepare for the “silver tsunami”. All are welcome.

From Good Idea to Deployment – RTD's Tale of Smart-Card Adoption – Thursday 8:30 – 10:00 am

Bruce Abel, RTD, Asst. General Manager of Customer & Contracted Services, will tell the tale of RTD's SmartCard adoption, including objectives, challenges along the way, lessons learned and a presentation of the selected technology. Come with questions and your own tales.

Great Web Designs for Any Budget

Thursday 8:30 – 10:00 am

Dust off your virtual welcome mat! Your agency's website may be your customer's first point of contact. This session will showcase fabulous transit websites from the low budget to the high tech, and preview a range of options for every budget and system size. You will learn how to develop a strategy for your online investment and a prioritization for future web development.

Performance Evaluations: Making Them Work for You

Thursday 8:30 am – 12:00 pm

Are your performance evaluations working for you? This workshop session will cover various evaluation methodologies, provide sample formats, include both positive and negative evaluations, and provide you with materials you can apply tomorrow in your organization. Mary Davis served as RTD's Human Resources director for over 10 years and now provides organization management services to transit agencies and other organizations throughout the country.

Measure What Counts—A New Look at Performance

Measures – Thursday 8:30 – 10:00 am

You can't make your organization more performance-oriented unless you count what counts. You also need an ongoing process to study, interpret and act on the data you collect. Learn how the Rochester Genesee Regional Transportation Authority used this method to offer smarter, more efficient service. You can do it too!

Get the Sizzle on Social Media

Thursday 10:15 am – 12:00 pm

In this session, you will feast on hot Social Networking tools (such as Facebook, Twitter, YouTube, Flickr, and others) and their applicability to transit service providers. We'll also take a look at how your agency can leverage the web to connect to different demographic groups. You'll leave this session with an appetite for implementing social networking tools as well as some guidelines and a getting started guide on "How to Leverage Social Networking for Your Transit Agency."

New Tools in Accessible Transit

Thursday 10:15 am – 12:00 pm

Jam packed with resources, this session will take participants through three new tools developed and produced by Meeting the Challenge, Inc. and funded by the FTA to help riders, transit providers and service providers learn more about ADA requirements for fixed route and paratransit systems. The tools include the results of their 2009 national accessible public transit survey, riders guide to public transit for people with disabilities, and their ADA transit document portal.

Seek and Secure Strategic Business Partnerships

Thursday 10:15 am - 12:00 pm

Employee transportation services don't just help employees—they help a business's bottom line. Join Debbie Smith, with Clearwater Economic Development Association as she shares how she learns about businesses' transportation needs, partners with the business sector and delivers transportation solutions to the workplace. You'll also explore how to identify sources of local match dollars for grant funding. In this interactive workshop we will exchange ideas, strategies, issues and promising practices. You'll leave the session with your own next steps for forging partnerships with employers, whether single businesses, a chamber of commerce or other employer partnerships.

Awards Luncheon and Keynote Speaker

Thursday 12:00 – 2:00 pm

Can you feel the love? Help raise the roof as you join fellow CASTA members for a transit lovefest which includes our annual business meeting and presentation of CASTA's 2010 Transit Awards. This year's business meeting will quickly cover the election of Board of Directors and vote on a new membership dues schedule. But all this is just the opening act! Our feature presentation will be an inspiring keynote address from Mark Aesch, CEO of the Rochester Genesee Regional Transportation Authority, who will get your heart pumping about Making Courageous Decisions in Hard Times.

Are We Communicating Yet? – Thursday 2:00 – 5:00pm

Ever feel like you are talking and no one is listening? Or have you ever tried listening as hard as you can but still feel like you're not hearing anything? This session will increase your effectiveness as a communicator and a trainer by

exploring the seven communication breakdowns that can derail the ability to succeed. Learn how to avoid these breakdowns by following practical guidelines and useful tips.

CDOT Drug & Alcohol Training

Thursday 2:00 – 5:00 pm

This training session is designed to help supervisors and managers understand the new rules regarding Drug and Alcohol compliance. Attendees will benefit from hearing about recent regulatory and policy issues. You will also hear from a panel of your peers who were audited by FTA in October 2009. ***This session is mandatory for all CDOT grantees who are required to implement a drug and alcohol compliance program.***

Motivating Employees Through Tough Times

Thursday, 2:00 - 5:00 pm

As a transit leader, you not only have to fight the good fight in the public sphere, you are a leader within your organization. It is challenging to motivate employees when your agency is under attack, cutting services, and defending your work. Come to this motivational and inspirational session to share your challenges and successes in working with a hard-working and under-appreciated work force.

FRIDAY, SEPT 17

Federal and State Update Breakfast

Friday 8:00 – 9:00 am

Representative Polis (invited) is a big fan of transit and has assisted the Colorado Transit Coalition in crafting our strategy in Washington. He will share his experiences in Congress, how the November elections will affect his district, our state and the nation, and his policies on energy, transportation and education. There will be time for questions and discussion.

CDOT Grantees Workshop - Friday 9:15 am – 12:15 pm

One person from each grantee agency for the 2010/2011 grant cycle must attend this session for information on reporting, submitting reimbursement requests, site visits and other pertinent information. This session will be facilitated by the CDOT Transit Unit.

Colorado Transit Coalition (CTC) Meeting

Friday 12:30 – 2:00 pm

It is a brave new world in federal politics, and the Coalition is working to meet the needs of our delegation and member agencies. Coalition members will be asked to approve a strategy for the 2012 request (we know, we know, we haven't even finished 2010 yet!) and additional grant programs that loom on the horizon. All are welcome.

REGISTRATION FORM

Note: Online registration is available at www.coloradotransit.com.

Name _____

Organization _____

Address _____

Email _____

Phone _____

Payment Information:

- Bill my organization Check enclosed Credit card Visa MC

Full Conference Registration

- \$250 CASTA Member \$325 Non Member

Single Day Registration

- \$150 CASTA Member \$200 Non Member

EXPO ONLY (No Charge)

May not be combined with single day registration.

Day of Attendance: Tues Wed Thur Fri

Spouse/Guest Registration: \$100

Guest Name: _____

Golf Registration: Cost TBA

Card #: _____ Exp: _____

Name on card: _____

Mail your completed registration form to: CASTA 1580 Lincoln St #780, Denver, CO 80203

Fax your completed registration form to: 303.832.3053.

1580 Lincoln Street, Ste 780
Denver, CO 80203

