



2017 Annual Conference – Agenda

Day One, Wednesday, December 6, 2017

10 AM Registration Opens

12 PM Welcome/Conference Start:

- Welcome from Savannah Mayor Eddie DeLoach
- Conference Chair Justin Rison, Transitions Commute Solutions
- Conference Host Curtis Koleber, Chatham Area Transit
- “State of Transit in Georgia”, Rhonda Briggins, President GTA

1:45 – 3:45 PM Full-Afternoon Breakout Session

- December Meeting of the House Commission on Transit Governance & Funding **R/ALL**
 - o **TOPIC: Rural Transit in Georgia**

4:30 Welcome Reception (Harborside + Vendor opening)

6:30 House Transit Commission Dinner (around town)

Day Two, Thursday, December 7, 2017

8:00 AM Breakfast

9:30 AM Breakout Session 1 A

- Panel Discussion: Including Everyone in Georgia’s Transit Vision (GDOT, et al.) **ALL**

9:30 AM Breakout Session 1 B

- Last-Mile Connectivity/Transportation Demand Management
 - o Initiating Transportation Network Company Partnerships: From Procurement to Program Implementation (AECOM) **ALL**
 - o Measuring the Success of Modal Shift Using Emerging Technologies (Gresham, Smith & Partners) **ALL**
 - o Tailoring TDM Programs for Strategic Employer Outreach (ARC)

10:30 AM Breakout Session 2 A

- Technology & Safety
 - o A Mesh Communication Primer & How Mesh Can Benefit Transit (Urban Solar) **SU**
 - o Interoperable Public Safety Communications (Williams Communications, Inc.) **ALL**
 - o Hurricane Matthew Evacuation – October 2016 (CEMA/CAT) **SU**

10:30 AM Breakout Session 2 B

- Communication: The Big Picture
 - o The Value of Marketing: Engage, Measure & Save (HNTB) **ALL**
 - o Co-presenters TBD **ALL**

12 PM Lunch + EXPO Opening + Keynote TBD; possible FTA updates (TBD) (15-20 minutes)

1:30 PM Breakout Session 3 A

- Autonomous Vehicles
 - o Are Self-Driving Buses a Threat to Public Transit? (DoubleMap., Inc) **ALL**
 - o Designing Transit Station Infrastructure in a Future with Autonomous Vehicles (Atlanta Beltline) **LU**

1:30 PM Breakout Session 3 B

- Transit Asset Management
 - o Agency-Driven Asset Management: Collaboration in Action (Cambridge Systematics) **ALL**
 - o Creating Tools to Track & Plan for Transit Asset Management (ARC) **ALL**
 - o Transit Asset Management for Georgia's Small Urban & Rural Transit Systems (GDOT) **R, SU**

2:30 PM Breakout Session 4 A

- Using Rider Data Effectively
 - o Transformative Transit Planning & Big Data (Chatham Area Transit (CAT)) **LU**
 - o Achieving Rider-Centric Outcomes for Greater Returns (Routematch) **SU**

2:30 PM Breakout Session 4 B

- Multimodal Transportation: Georgia's Major Mobility Improvement Program (GDOT) **ALL**

4:30 Reception (Harborside)

6:30 – 9:30 PM Dinner/Casino Night

Day Three, Friday, December 8, 2017

8:30 AM Breakfast + Awards

10 AM Breakout Session 1 A

- Marketing Transit: A Comparative Analysis
 - o Changing Augusta's Transit Image (Augusta Public Transit) **SU**
 - o Cross-Marketing Commuter Rail (AECOM, CTRides-Shore Line East) **ALL**

10 AM Breakout Session 1 B

- Funding Discussions
 - o National & Georgia Update on Trending Urban Transit Systems & Their Funding (GDOT) **R**
 - o Making Public-Private Partnerships Work: Your Business is Our Business (Hall Area Transit/JR Wilbur Associates, Inc.) **SU**

11 AM Breakout Session 2 A

- Workforce Development & Service Delivery
 - o Managing & Delivering Small Urban & Rural Transit Services (GDOT) **R, SU**
 - o Customer Service...on a bus? (A Customer's Point of View) **ALL**

11 AM Breakout Session 2 B

- Paratransit/Mobility Workshop
 - o Georgia DHS Coordinated Transportation Update (DHS) **R**
 - o GTA Mobility Update (River Valley Regional Commission) **R**

12 PM Tradeshow Breakdown + Box Lunch