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**2019 ANNUAL TRAINING EVENT, VENDOR EXPO, AND BUS ROADEO**  
**“ALL IN! LEADING THE CHARGE FOR BETTER MOBILITY IN SC”**  
**THURSDAY, MARCH 21 – SUNDAY, MARCH 24, 2019**  
**MADREN CENTER, CLEMSON, SC**

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**Thursday, March 21, 2019**

**9:00 AM – 12:00 PM: PRECONFERENCE SESSIONS**

**SESSION 1: MOVING YOUR BRAND INTO THE FUTURE – THE SECRETS TO SUCCESSFUL TRANSIT BRANDING**

TRACI JONES & ANDREA K. ROBBINS OF STUDIO SIX BRANDING

Municipalities and transit agencies around the nation are often challenged with a difficult marketing dilemma, how to effectively sell public transportation services and attract new riders. Based on our unique approach, honed over the last 20 years, we will share techniques for increasing ridership and share strategies for elevating the perception of transit in your community. We will discuss how to build transit brands that create excitement, buzz and pride for local communities. This topic is important and timely because transit agencies typically do not have the luxury of having dedicated marketing and outreach staff and are often challenged by ridership issues. Budgets are stretched and focused on optimizing service but not selling the service. In this conversation, we will share the secrets to effective marketing and branding designed to win the hearts and minds of new riders. We will conduct activities focused on helping session attendees improve their brand and awareness.

**SESSION 2: TIPS FOR POLISHING YOUR GRANT PROPOSALS: FEDERAL GRANT WRITING WORKSHOP 101**

JUANITA RISCH, GRANTS OFFICER, IDAHO TRANSPORTATION DEPARTMENT, PUBLIC TRANSPORTATION

Federal grant writing can be scary when you first start. The competition that rural small agencies face can be a bit overwhelming, but your projects are just as important to the transportation network as other multi-million-dollar urban projects. Do you know the best way to present information in a grant proposal? In this workshop, an experienced grant writer will show you how to research and write winning proposals that get funded. You'll become proficient in the proposal format used by the vast majority of public foundations. And you'll gain an understanding of the criteria funders use to determine whether your grant proposal gets funded or rejected. This workshop will cover how to:

- Create the right fit with the selected funding agency
- Address the guidelines of proposals
- Identify and effectively write the key elements of a proposal
- Integrate each component of the grant into the final product
- Develop focused and realistic budgets
- Package a professional grant submission
- Write winning grants that stand out among competition

### **SESSION 3: INTERAGENCY COORDINATION AND SUPPORT THROUGH MUTUAL AID AGREEMENTS**

KAT MORELAND, CLEMSON UNIVERSITY

Transit agencies and employees have a mind for the greater good and are always willing to lend a hand when one is needed. To protect our agency and employees who may be responding to an incident, a mutual aid agreement – even a simple one – can simplify any reimbursements, protect against liability claims, and foster a stronger working relationship between agencies. A new Mutual Aid Agreement Establishment Tool will be showcased and tested in this workshop to promote the creation of written mutual aid agreements so our willingness to help transforms from a handshake to a document.

### **12:00 PM – 1:00 PM: SPONSOR LUNCHEON**

Sponsors and Thursday Session Speakers are invited to join the TASC Board of Directors for a welcome lunch. For all other participants, lunch today will be on your own. Enjoy one of the many Clemson area restaurants!

### **1:00 PM – 2:00 PM: ANNUAL BUSINESS MEETING AND ELECTION**

### **2:00 PM – 2:30 PM: GENERAL SESSION: WELCOME TO CLEMSON!**

### **2:30 PM – 3:30 PM: BREAKOUT SESSIONS**

#### **SESSION 1: TRANSITIONING TO ELECTRIC**

KEITH MOODY, CLEMSON AREA TRANSIT AND ERIC REYNOLDS, PROTERRA

This session will provide an update on the latest trends in electric vehicles, as well as share lessons learned and project innovation from Clemson Area Transit's recent electric fleet implementation. This session will also provide an introduction to two of the off-site tours offered on Friday afternoon.

#### **SESSION 2: INSTITUTE FOR ENGAGED AGING AT CLEMSON UNIVERSITY**

DR. CHERYL J. DYE, DIRECTOR, CLEMSON UNIVERSITY INSTITUTE FOR ENGAGED AGING, PROFESSOR EMERITUS DEPARTMENT OF PUBLIC HEALTH SCIENCES, AND VENKAT KROVI, PHD, FASME, MICHELIN ENDOWED SMART STATE CHAIR PROFESSOR OF VEHICLE AUTOMATION, CLEMSON UNIVERSITY, INTERNATIONAL CENTER FOR AUTOMOTIVE RESEARCH (ICAR)

This session will highlight the research and work underway at Clemson University regarding senior mobility, aging in place, and transportation options for older adults. Speakers will address new vehicle designs for older adults, possible use of robotic assistance, and other technology-oriented solutions.

### **SESSION 3: ROCK HILL TRANSIT SYSTEM**

**TERRENCE NEALY, CLIFTON GOOLSBY, TRACY SMITH, AND KATIE QUINN**

Come learn about the planning and work that went into creating South Carolina's newest public transit system in Rock Hill, SC.

**3:30 PM – 4:00 PM: BREAK WITH VENDORS**

**4:00 PM – 5:00 PM: BREAKOUT SESSIONS**

#### **SESSION 1: TRANSIT PLANNING INITIATIVES IN GREENVILLE, SC**

**NICOLE MCADEN, GREENLINK**

Greenlink, Greenville's public transportation agency, underwent a Comprehensive Operations Analysis (COA) in 2017. The COA outlined revenue-neutral improvements to the transit system that will be implemented the summer of 2019 in order to improve service efficiency. Immediately following the adoption of the COA, Greenlink then began drafting a Transit Development Plan (TDP) for the years 2020-2024. The TDP was adopted in 2018 and outlines service expansions, estimates the annual operational budgets needed to implement the expansions, estimates potential increases in ridership as an outcome of the improvements, and establishes a tentative schedule for implementation. Come learn about the planning process for these initiatives and how you can use some of the data to support your agency.

#### **SESSION 2: PARTNERSHIPS WITH TRANSPORTATION NETWORK COMPANIES (TNCs)**

**JOHN ANDOH, THE COMET**

Join the discussion on opportunities to partner with TNCs to support public transportation in your community.

#### **SESSION 3: UNDERSTANDING ADA**

**JESS SEGOVIA, NAVIGATOR MOBILITY, LOS ANGELES, CA**

Bring your questions as we discuss the public transit requirements of the Americans with Disabilities Act (ADA). Topics include service animals, assisting riders using wheelchairs, direct threat, reasonable modification, etc.

**5:00 PM – 5:15 PM: BREAK**

**5:15 PM – 6:30 PM: RECEPTION WITH VENDORS**

**Enjoy Clemson!**

**[www.transitsc.org](http://www.transitsc.org)**

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## FRIDAY, MARCH 22, 2019

7:30 AM – 8:30 AM: BREAKFAST WITH EXHIBITORS

8:30 AM – 9:15 AM: GENERAL SESSION: ALL IN! LEADING THE CHARGE FOR INNOVATION IN SOUTH CAROLINA

**SECRETARY CHRISTY HALL, SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION (SCDOT);  
AMY CONRICK, COMMUNITY TRANSPORTATION ASSOCIATION OF AMERICA (CTAA); AND  
LANDON MASTERS, CLEAN TRANSPORTATION AND COMMUNICATIONS SPECIALIST, ENERGY  
OFFICE COORDINATOR, PALMETTO CLEAN FUELS**

Leading transportation innovation in South Carolina is a top priority of TASC. This general session will share insights on national and state initiatives that can help you push innovation forward at your agency. Secretary Hall will provide an update from SCDOT; CTAA will share news on their work to develop our industry on a national level; and Palmetto Clean Fuels will share updates on South Carolina's Volkswagen Settlement and State Energy Programs for Transit.

9:15 AM – 10:15 AM: BREAKOUT SESSIONS

**SESSION 1: GENERAL MANAGERS ROUND TABLE**

BRIAN PIASKIK, COAST RTA AND KEITH SCOTT, ELECTRIC CITY TRANSIT

Join national, state, and local leadership for a round table discussion on topics related to policy and innovation.

**SESSION 2: THE LATEST IN FTA'S DRUG & ALCOHOL PROGRAM REQUIREMENTS**

ROBBIE SARLES, RLS

This 60-minute session will cover recent updates to the USDOT-FTA drug & alcohol testing regulations and the potential impacts and/or required actions for the employer, the employee, as well as the service agents. Some of the major topics which will be discussed include, but are not limited to:

- Expansion of the Drug testing panel (new opioids)
- A Medical Review Officer's determination that your employee may pose a "significant safety risk"
- Your service agents' requirement to be on USDOT-ODAPC's Listserv
- Increase to the FTA random drug testing rate

## **SESSION 3: TECHNOLOGY RAPID FIRE (30-MINUTE MINI SESSIONS)**

### *BACK TO THE FUTURE: USING OLD TECHNOLOGY FOR A NEW PURPOSE*

ABRAM FLEMMING, DOUBLE MAP

The process of updating and replacing technology can be incredibly expensive and lengthy for any business, regardless of industry or size. Oftentimes improving technology or software will require replacements to the existing hardware, in order to ensure that the improvements will be able to be supported and operate as intended. Replacing hardware can sometimes be the most expensive aspect of upgrading technology; therefore, many businesses, particularly transit agencies, have been searching for ways to reuse their existing hardware when they make improvements. The decision to repurpose hardware is often a financial decision. It does not make sense for companies to purchase new hardware if there are no issues with the existing hardware. Hardware is also often reused when companies make large investments in technology that fails to deliver the promised benefits; therefore, companies will search for other providers that could simply just repurpose the hardware with different software. There are many instances where technology providers are able to leverage existing technologies to offer new and unique products.

### *MACHINE LEARNING PROVIDES GREATER SAFETY AND EFFICIENCY TO TRANSIT OPERATIONS*

HARRY WHITE AND MATTHEW SIWEK, APOLLO VIDEO TECHNOLOGY

In this session attendees will learn that an integrated video management system can deliver more than simply video surveillance. Data captured by the video system and analyzed by smart software can improve scheduling, generate customer information and evaluate the impact of multiple events on the on-time performance of their bus system. Such an integrated, turnkey video management solution delivers a greater level of intelligence, safety and efficiency to transit operations. Attendees will take away the knowledge that smart software powered by machine learning can analyze data in real time and provide insight into everything from passenger travel patterns and vehicle load, to repeated causes of delay, operator performance, and crime patterns. Analytics that enable trends to be identified and tracked can increase operational efficiency as transit authorities can anticipate equipment maintenance and repair trends. Agencies can combine real-time information with historical statistics to generate more decisive and accurate plans for future expansion, or retraction, of service, and provide passengers with a mechanism to make decisions based on their preferences for safety and comfort.

**10:15 AM – 10:45 AM: BREAK**

**10:45 AM – 11:45 AM: BREAKOUT SESSIONS**

### **SESSION 1: CONNECTING WITH SOUTH CAROLINA'S INTERCITY BUS SYSTEM**

CHARLES GLOVER, RLS, AND BRIAN PARKER, SOUTHEASTERN STAGES

This session will provide an overview of South Carolina's intercity bus network. Officials from Greyhound and Southeastern Stages will address their respective intercity bus services in the State, with particular emphasis on feeder services that may be provided by SC's public transportation systems to connect with existing intercity bus routes. RLS & Associates, Inc. will provide a summary of the 2018

SC Intercity Bus Program Evaluation, including gaps in current service, conclusions and recommendations to improve the provision of intercity bus service in the State, and future utilization of the SCDOT Section 5311(f) intercity bus apportionment.

## **SESSION 2: INTERACTIVE HANDS ON TRANSIT SERVICE PLANNING EXERCISE**

JORGE LUNA/KEVIN WALSH, HDR

This session will highlight the principals of transit planning, as well as available tools and methodologies for transit service planning. This session will conclude with a hands-on exercise on designing a new transit system.

## **SESSION 3: TECHNOLOGY RAPID FIRE (30-MINUTE MINI SESSIONS)**

### *MOBILE TICKETING AND APS: ARE YOU LOSING MONEY COLLECTING MONEY?*

ABRAM FLEMING, DOUBLE MAP

The process of collecting, counting, and processing fare payments for public transportation can be an expensive and a lengthy process. Public transit agencies have been implementing farebox and various cash collection systems for years. These systems are heavily hardware-dependent which leads to expensive up-front costs, little to no insight on the transaction, and frustration when the next best hardware quickly rolls around rendering your system outdated. Not only that, but these systems are susceptible to fraud and often result in unaccounted money. Several agencies have reported that city auditors do not know what happened to money in excess of \$100,000 over the course of just two years. In one instance, a single person was able to steal over \$450,000 from a transit agency before being caught and prosecuted. With traditional farebox collection methods, transit agencies are left to manually count money and blindly trust the amount of tickets that were sold. Relying on new technology, transit agencies are able to completely control the sale and accounting of tickets. In addition to improved control and insight, the new age of ticketing requires no up-front costs on hardware making it incredibly easy to implement. The technology is in place, the demand is there, the time is now for transit agencies to get on board.

### *Why Smart Cities are More Tempting than Donuts...the Future of Smart Transit and Parking to Build Smart Cities*

MITCH SKYER, PASSIO TECHNOLOGIES

Smart cities are currently a hot topic and are impacting cities (and towns) across the world. IoT (internet of things) sensors and technology connect components and gather millions upon millions of data points to improve the lives of residents and visitors alike. Smart transit and parking efficiently provide solutions to questions such as congestion, what re-routing is possible, and where vehicle storage capacity exists. This session will explore the limits of what smart transit and parking can accomplish and will pose the question: are we headed to a complete integration between our personal data devices and an IoT infrastructure and is this path inevitable in a world with an ever-increasing population and limited resources?

## 11:45 AM – 2:00 PM: LUNCH/KEYNOTE SPEAKER/TASC AWARDS

### **KEYNOTE ADDRESS – DIVERSITY THROUGH INCLUSION**

DR. LEE GILL, CHIEF DIVERSITY OFFICER, CLEMSON UNIVERSITY

### **TASC EXCELLENCE AWARDS PRESENTATION**

Join us following the Keynote Speaker as we recognize our transit Champions, leadership, advocates and agency staff that lead the charge for transit in South Carolina.

## 2:00 PM-3:00 PM: BREAKOUT SESSIONS

### **SESSION 1: TRANSIT CONTRACTING MANAGEMENT AND BEST PRACTICES**

JOHN ANDOH , THE COMET; ROBERT SMITH, RATP DEV; BRYAN JUNGWIRTH, KEOLIS NA; AND ALAN BRISTOL, TRANSDEV

This panel discussion is an opportunity to learn more about transit contracting management and best practices from industry leaders and peer transit agencies.

### **SESSION 2: HOW TO PRESERVE/SAVE TIRE WEAR**

TREY THOMPSON, DIGITAL SOLUTIONS FIELD ENGINEERING MANAGER, CONTINENTAL COMMERCIAL VEHICLE TIRES

This session will provide your agency with tips and tricks to preserve and save your tire wear.

### **SESSION 3: TRANSIT & CHAMBER PARTNERSHIPS**

LES ECHOLS, GREATER FLORENCE CHAMBER OF COMMERCE; CHUCK MACNEIL, PDRTA; AND DON STRICKLAND, PDRTA

In this session, you will learn from the success of PDRTA's successful partnership with the Florence Chamber of Commerce to sponsor a day each year when future business leaders ride buses to area agencies and role play what some riders experience in different socio-economic classes.

## 3:00 PM – 3:30 PM CLOSING REMARKS/CONFERENCE ADJOURNMENT

Join us for a recap of the conference, details on the Roadeo and Saturday Night Banquet, and your last chance for a prize drawing (you must be present to win).

## 4:00 PM – 4:30 PM ROADEO JUDGES MEETING

## 6:00 PM – 6:30 PM ROADEO DRIVERS MEETING

**AFTER LEARNING ABOUT ALL OF THE INNOVATIVE INITIATIVES HAPPENING IN THE UPSTATE, WE HOPE YOU WILL JOIN ONE OF THE FRIDAY AFTERNOON OFF-SITE TECHNICAL TOURS. SPACE IS LIMITED, SO PLEASE REGISTER IN ADVANCE!**

## **Friday, March 22, 2019: Technical Tours (Open to everyone)**

### **2:00 PM – 5:00 PM: PROTERRA FACTORY TOUR**

More information to follow. Tour participants will depart the hotel at 2:00 pm to arrive at Proterra by 3:00 PM. The tour will last approximately one-hour, at which time tour guests will travel back to the hotel. Pre-registration is required. Transportation will be provided.

### **3:30 PM– 5:00 PM: CLEMSON AREA TRANSIT MAINTENANCE FACILITY TOUR**

With their latest purchase of ten (10) Proterra buses, CATbus now has the latest in electric bus charging infrastructure...all located at their facility. They will show you the new technology, how it works, and some demonstrations. CATbus manages/operates the only 100% All Battery Electric Bus cities in the U.S. (in the City of Seneca), which has been in full operation for 4+ years and CATbus is now going to be the first transit system to have over half their fleet all electric. You will also want to come and see their state of the art & environmentally friendly office building, which includes 210 solar panels to generate the electricity and hot water. Tour guests will meet at Madren Center to travel to the facility at 3:30 PM. A tour of the facility will begin at 3:45 and will last approximately one hour. Attendees will be back at Madren Center by 5:00 PM.

### **VARIOUS TIMES: CLEMSON CAMPUS TOURS**

Sign up at the registration desk upon arrival if you are interested in a tour of the Clemson University Campus on Friday afternoon. Tour times and details will be available upon arrival.

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## **FRIDAY, MARCH 22, 2019: NON-CONFERENCE ATTENDEE EVENT**

**IF YOU ARE NOT SIGNED UP FOR THE CONFERENCE OR ARE JUST ATTENDING THE ROADEO (OR YOU HAVE A GUEST WITH YOU LOOKING FOR SOMETHING TO DO), SIGN UP TO JOIN THIS UNIQUE OPPORTUNITY ON FRIDAY!**

### **11:30 AM – 5:00 PM: MICHELIN TEST TRACK (NON-CONFERENCE ATTENDEES ONLY)**

Departing the hotel at approximately 11:30 PM, tour guests will travel to the Michelin Test Track in Laurens, South Carolina for the half day tour starting at 1:00 PM. Three demonstrations include Wet Hydroplaning (Two Tire Replacement) – guests experience the stability of the safe configurations versus the wrong one; Hot Laps with a Pro-Driver – guests experience high lateral acceleration and maximum handling; and Dry Autocross- guests experience the higher grip level, stronger lateral firmness, and quicker reaction times of PS A/S 3+ or PSS. **You must sign up for this tour in advance as it has limited space available.**

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## SATURDAY, MARCH 23, 2019: BUS ROADEO AND BANQUET

8:00 AM – 8:30 AM REGISTRATION

8:30 AM – 2:00 PM ROADEO COMPETITION

Come out and watch the best drivers in our state compete in course navigations and parking skills, while maintenance teams ensure the safe functioning of their vehicles.

6:00 PM – 9:00 PM ROADEO AWARDS BANQUET

Dress to the nines for a night of food, dancing, and celebration, but don't forget what this night is about: acknowledgement. We will be presenting the Roadeo winners with their plaques. Please join us for a night of festivities to celebrate the hard work and success of the people in our organization.

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## SUNDAY, MARCH 24, 2019: RTAP TRAINING AND DRIVER TRAINING

9:00 AM – 12:00 PM

Operator Track I - TBA

Operator Track II - TBA

Maintenance Track - TBA