



**2020 ANNUAL TRAINING EVENT, VENDOR EXPO, AND BUS ROADEO
MAKING THE CONNECTION! PROMOTING PUBLIC TRANSPORTATION THROUGH
COLLABORATION AND COMMUNITY
THURSDAY, MARCH 5 – SUNDAY, MARCH 8, 2020
WESTIN RESORT AND SPA, HILTON HEAD SOUTH CAROLINA**

Thursday, March 5, 2020

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

SESSION 1: ADA HOT TOPICS

JESS SEGOVIA, NAVIGATOR MOBILITY

Get the latest updates on Non-Discrimination Requirements, Demand Responsive Service Requirements (ADA Paratransit, Non ADA Dial-A-Ride and Deviated Fixed Route), Personal Care Attendants, Best Practices in Operator Training, plus a Q&A session.

SESSION 2: RTAP 101, WEBSITE BUILDER AND PROCUREMENT PRO

NANCY DOHERTY AND FRANK CONDON, RTAP

Come learn about the tools available to your agency through the National Rural Transit Assistance Program

SESSION 3: LABOR LAW UPDATES (PENDING)

12:00 PM – 1:00 PM: LUNCH ON OWN

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

2:00 PM – 2:30 PM: GENERAL SESSION: WELCOME TO HILTON HEAD, AMERICAS
FAVORITE ISLAND!

MAYOR OF HILTON HEAD, JOHN J. McCANN AND CHARLES CALVERT, EHD, DEAN, USCB HILTON HEAD
ISLAND, DEPARTMENT OF HOSPITALITY MANAGEMENT

In the spirit of Hilton Head's hospitality, Mayor McCann will provide a welcome and Charles Calvert will share insight on the USC Bluffton's hospitality training program and partnership with Palmetto Breeze.

2:30 PM – 2:45 PM: BREAK WITH EXHIBITORS

2:45 PM – 3:45 PM: BREAKOUT SESSIONS

SESSION 1: INFRASTRUCTURE AND MOBILITY IN THE HILTON HEAD & BLUFFTON AREA

MARY LOU FANZONI, PALMETTO BREEZE & <<INSERT NAME>>, AECOM

Come learn more about Palmetto Breeze and some of the initiatives they have been working on to improve transportation infrastructure and mobility in the area.

SESSION 2: RECRUITING AND ENGAGING VOLUNTEERS

CARRIE DEATON AND ANGEL CHEATWOOD

This session will discuss strategies to build a healthy donor base and develop relationships with local schools and colleges for the recruitment of interns. How to effectively place and engage volunteers and interns through both hands-on activities and the use of social media and effective management and engagement of volunteers and interns and development of lasting relationships will also be discussed.

SESSION 3: UNDERSTANDING AND IDENTIFYING HUMAN TRAFFICKING

GLENDIA SKIPPER WITH ONE CHILD AT A TIME

This session will concentrate on learning what Human trafficking is, the behavioral and physical indicators and the necessary steps to combat it. The audience will learn how to identify a human trafficking victim, the trafficker and how to get help for the victim.

3:45 PM – 4:00 PM: BREAK WITH EXHIBITORS

4:00 PM – 5:00 PM: BREAKOUT SESSIONS

SESSION 1: MOVING AWAY FROM DEMAND RESPONSE- ARE THERE EFFICIENCIES IN FLEX ROUTES, DEVIATED FIXED ROUTES AND CIRCULATORS

LYNN STOCKMAN, EXECUTIVE DIRECTOR, NEWBERRY COUNTY COUNCIL ON AGING & JORGE LUNA, SENIOR TRANSIT PLANNER, HDR

If you are currently considering a fixed route to meet the need of current demand response trips in your town/city center(s) or other geography with high trip volume then this session is for you. This session will provide an overview of flex routes as well as statewide examples on the process of implementing, evaluating, fine tuning flex routes, and the lessons learned along the way. This session applies to all systems, from community transportation (connecting strong trip pairs) to urban systems (finding efficiencies in their service area). Come and learn from peers on their journey to developing and implementing flex routes.

SESSION 2: EVERYONE COMMUNICATES; FEW CONNECT

WYNN GODBOLD, BEE SHARP PROFESSIONAL TRAINING

The message is being delivered via text, email, on the phone, and even in person. Yet, what you want is not getting done. The front line doesn't appear to understand. You're left wondering, why won't people just do their jobs? What stands between your message and success? It isn't talent, experience, or loyalty. It IS the ability of your middle managers to connect. You promoted from within because these people are capable and dependable to DO the job. Now you must equip them to get the job done THROUGH others. This is an entirely different skill set.

In this action inspiring presentation, participants will gain the skills needed to model and teach managers and supervisors: 1) How to connect on common ground, building trust and understanding, 2) The secret of listening your way to team success, 3) How to do the difficult task of keeping it simple so everyone follows your direction with accuracy; 4) Save time, energy, and money by learning to connect.

SESSION 3: KEEPING PASSENGERS AT THE HEART OF OUR OPERATIONS

BILL SPRAUL, REGIONAL VP SOUTHEAST, TRANSDEV

Transit agencies face growing demands for more service, better connections, real-time information and new mobility options. Passenger expectations are rising at a time on unprecedented change. So it is no surprise that 98% of transit leaders rated 'improving passenger experience' as their most important goal in Transdev's recently concluded survey of transit authorities. Our session aims to share how keeping passengers at the heart of operations leads to better understanding of our passengers through custom-built programs. Transdev captures passengers' pulse and is working to use data to transform "mass" transit into more "personalized" transit.

5:00 PM – 5:15 PM: BREAK

5:15 PM – 6:30 PM: RECEPTION WITH EXHIBITORS

Enjoy Hilton Head!

FRIDAY, MARCH 6, 2020

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

8:30 AM – 10:00 AM: GENERAL SESSION: MAKING THE CONNECTION!

ADVANCING TRANSIT IN SC THROUGH COLLABORATION AND COMMUNITY

LIEUTENANT GOVERNOR, PAMELA EVETTE (CONFIRMED)

This general session will share insights on national and state initiatives focused on connecting people and communities through public transportation.

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10:00 AM – 10:30 AM: BREAK WITH EXHIBITORS

10:30 AM – 11:45 AM: SPECIAL REGIONAL EVENT: LOWCOUNTRY REGIONAL TRANSIT FORUM WITH LIEUTENANT GOVERNOR, PAMELA EVETTE HOSTED BY THE HILTON HEAD ISLAND – BLUFFTON CHAMBER OF COMMERCE

10:30 AM – 11:30 AM: TASC BREAKOUT SESSIONS

SESSION 1: BRAND TOGETHER: DEVELOPING MARKETING PLANS FOR TRANSIT SYSTEMS

SAMANTHA DUBAY, STRATEGIC COMMUNICATIONS MANAGER & DREW WATTS, CREATIVE DIRECTOR, HDR

In today's society of instant, technology-forward communication, first impressions are more critical than ever. From aging infrastructure to ridership trends, public stigmas and funding constraints – transit agencies face hurdles every day that can challenge their reputations. A brand's role is to bring a humanizing perspective to the agency and promote a transit system that is trusted, relevant and recognizable in the eyes of the communities that it serves. Whether an agency's brand is redesigned or newly developed, they have the same end goal – to have all collateral from signage, bus wraps, and schedules to advertising, social media and websites, reflect their commitments and entice credibility. With input from internal teams, stakeholders, and community advocates, developing a brand can be inspirational and promote a positive experience to its riders. This session will provide insight into a collaborative creative process that explores target audience and issues analysis, the development of brand values, identification of engagement strategies and successful implementation of a branded transit system the public will want to ride.

SESSION 2: ASSESSING YOUR COMMUNITY'S TRANSPORTATION COORDINATION EFFECTIVENESS

In order for a community to see progress, they must have a multi-dimensional plan that identifies goals and objectives (long, medium, and short term), necessary resources, and agency and community support. The evaluation tool used in this session will walk participants through each element, including elected official support, community resources, etc. Participants who use this tool will have a snapshot of the status of their community's transportation coordination effectiveness, which will help create a strategy for short and long term improvements.

11:45 AM – 1:45 PM: LUNCH/KEYNOTE SPEAKER/TASC AWARDS

TASC EXCELLENCE AWARDS PRESENTATION

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

KEYNOTE ADDRESS – A CONVERSATION WITH KEITH BENJAMIN, DIRECTOR, DEPARTMENT OF TRAFFIC AND TRANSPORTATION FOR THE CITY OF CHARLESTON

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1:45 PM-2:45 PM: BREAKOUT SESSIONS

SESSION 1: GENERAL MANAGER'S SESSION

BRIAN PIASCIK, EXECUTIVE DIRECTOR, COAST RTA

Join transit leaders in a discussion on TASC's policy agenda for the upcoming membership year.

SESSION 2: MY RIDE ROCK HILL

KATIE QUINN, COMMUNICATIONS MANAGER, TERRENCE NEALY, DIRECTOR OF PUBLIC WORKS, AND TRACY SMITH, PURCHASING AND FLEET MANGER, CITY OF ROCK HILL

My Ride Rock Hill started full service with their all-electric fixed route system on July 1, 2019. They'll share how their planning led to success, along with challenges they faced starting a brand new system. Information will include recruiting and on-boarding of drivers, electric bus maintenance and operations, route planning, CAD/AVL technology, marketing and rider education, and outcomes.

SESSION 3: TRANSIT & CHAMBER PARTNERSHIPS

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

Back for its second year, the Greater Florence Chamber of Commerce and PDRTA will share their partnership with local agencies to deliver a simulated society where over 40 local leaders ride local transit to experience socio-economic differences. During Ride-A-Mile, the class was divided into four teams, with each team representing a different socio-economic group. Each team was given an envelope containing a list of instructions. The Most members of our class had never ridden PDRTA before. Yet most of the people they met rely on PDRTA every day to travel between work, home, school, the grocery store, and other necessary errands. Throughout the day, the groups visited Florence-Darlington Technical College, Poynor Adult Education, Mercy Medicine Free Clinic and Lighthouse Ministries. Each agency offers a different community-based service, which are income based in some instances. Each group had a different lunch selection. Depending on the social class of the group, lunch choices varied from steak to Lunchables. When the entire class returned, they discussed their experiences. Each of them had learned about the public transportation system in Florence, but also experienced the realities of social inequality in our area.

2:45 PM – 3:00 PM: BREAK

3:00 PM – 3:30 PM: GENERAL SESSION CLOSING REMARKS/CONFERENCE

ADJOURNMENT

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

STAY TUNED FOR OPTIONS FOR EXPLORING, TOURING, AND DINING IN HILTON HEAD AFTER THE CONFERENCE.

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