

Tuesday, August 19, 2025				
Time	Company	Presenter	Title	Sypnsis
12:00 pm - 5:00 pm	Sponsor/Exhibitor Registration and Setup			
5:00 pm - 6:30 pm	Opening Reception with Exhibitor Speed Dating			
Wednesday August 20, 2025				
Time	Company	Presenter	Title	Sypnsis
8:30 am - 9:30 am	General Session			
Breakout Sessions				
9:45 am - 10:30 am	SCDOT	Jennifer Necker/Diane Lackey/Scott Donahue	SCDOT Roundtable	SCDOT OPT Updates
9:45 am - 10:30 am	KJ Backpack LLC	Kristen Joyner	Managing People: Knowing Yourself and Others WILL Make it Easier	Carl Jung said, “Everything that irritates us about others can lead us to an understanding of ourselves.” This session explores ways you can understand yourself and others better, so that your management style adapts to lead others with less tension and better results. Through discussion, exercises and demonstrations, you will be able to learn secrets that help you succeed in your relationships at work and home.
9:45 am - 10:30 am	Yaffe Mobility Consulting	Steve Yaffe	Avoiding FlashWords - Using Precise Language to Increase Support and Funding	Clarity of thought is reflected in clear planning and resource allocation strategies aimed towards common objectives. Catchy slogans often have disparate meanings depending on who is listening. Start and build from precise objectives. Recruit allies from other perspectives to benefit all potential users. With each FlashWord, both with examples and elicited attendee input, we'll discuss and create more precise ways to describe the root intended results. We need to be clear on objectives and performance measures. Avoiding FlashWords in transit is achievable and shouldn't be difficult. We are the Ride and have so many allies focused on getting people where they need to go.Who should be recruited as advisors and allies to flesh out those objectives and measures? From my experience on a Long-Term Care Coordinating Council and in my career, I have several suggestions. Many attendees likely already work with colleagues in those outside disciplines. We will discuss how we work together to be more holistic in our efforts. What data needs to be collected? How should the data be displayed? How should the data be managed? How can data and anecdotes be melded into a compelling story? We need to develop new pathways to obtain the funds and create practices necessary to achieve intended results. Attendees can look forward to several takeaways useful both choosing, developing, executing, and communicating projects. Hopefully, we all will know a FlashWord or FlashSlogan when we see one. We won't be marching forward alone!
10:45 am - 11:45 pm	Leadership Success International, LLC	Earl Suttle, Ph.D.	Enjoying Excellence (Becoming the Greatest You Can Be)	Engaging and thought-provoking, not to mention just plain fun to attend, Dr. Earl's favorite keynote address is based on his book, Enjoying Excellence: Modeled after the dynamics of a morning pep rally, Dr. Earl will have your seminar-goers revved up and ready to run out on the sales field or project platform with renewed interest and a feeling of self-confidence. Key Takeaways Points: Your life is more than your job, find mentors and build networks, embracing change and managing the stress associated with transition, using self-talk and visualization, becoming the Greatest You Can Be, don't settle; find your mettle, and how to create a personal growth of world class excellence.
10:45 am - 11:45 pm	SC Attorney General's Office	Mandy Bowden	Human Trafficking in South Carolina and the Transportation Sector	Human trafficking is a crime that is impacting communities across South Carolina. Unique opportunities exist for workers within the public transit industry to identify concerning situations. This session will explore the prevalence of the crime, explain misconceptions, and provide guidance on how to proceed when a trafficking situation is suspected. Human trafficking is a crime that is impacting communities across South Carolina. The South Carolina Human Trafficking Task Force has led efforts to better inform the public while training professionals in multiple sectors. Public transit systems can be utilized during trafficking recruitment, operations, and victim escape. Unique opportunities exist for workers within this industry to identify situations to report and therefore connecting potential victims with services. It is important for our communities to have an understanding of the dynamics of human trafficking and how to report it. We will explore the prevalence of the crime across the state, explain misconceptions, and provide guidance on how to proceed when a trafficking situation is suspected. The structure and purpose of the State Task Force will also be discussed along with current efforts specifically related to the transportation sector. By the end of the presentation, attendees should be able to acknowledge stereotypes and myths surrounding human trafficking, understand the definition, elements, and types of human trafficking, identify risk factors, red flags, and vulnerabilities, and understand the structure of the South Carolina Human Trafficking Task Force.

10:45 am - 11:45 pm	CTAA (Community Transportation Association of America)	Chris Zeilinger	CTAA Technical Assistance Update: Help is only a Click Away	<p>So often, the help you need is simply a phone call, email, or mouse click away. In this session, CTAA will provide updates on the newest information and technical assistance resources you can access from its federally funded National Center for Applied Transit Technology (N-CATT), its Accessible Transportation Resource Center (ATRC), and the newest of CTAA's technical assistance services, its Coordinating Committee on Access and Mobility's Technical Assistance Center (CCAM-TAC).</p> <p>Not only will we decode some of this alphabet soup, but we'll review some of the latest fact sheets and guidebooks, talk about our communities of practice and related resources, and crosswalk CTAA's assistance to the needs of you and your fellow transit professionals in South Carolina.</p> <p>While we may not resolve all your challenges, you're bound to walk away from this session armed with some of the latest developments and ideas in how you and your colleagues can address technology issues, accessibility and inclusion, and coordination between transit and human services.</p>
12:00 pm - 1:30 pm	Keynote speaker			
1:30 pm - 3:30 pm	EXPO			
Breakout Sessions				
3:30 pm - 4:30 pm	ADA Guru	Jess Segovia	General Assistance Requirements & Direct Threat / Denial of Service	<p>Join Jess Segovia, ADA Guru, as he reviews the ADA's requirement that Drivers provide a "reasonable level of assistance" to passengers. How do we determine what is reasonable and safe? This session will also address the challenging issue of denying services to passengers with disabilities. If you have passengers with bad body odors...exposed bodily fluids...an unsafe Service Animal...this session is for you! While transit agencies can deny services, it must be done carefully and with detailed documentation.</p>
3:30 pm - 4:30 pm	U.S. DOT Office of Inspector General - Investigations	Joseph Harris	Fraud Awareness for Transportation Programs	<p>A overview of the USDOT Office of Inspector General's role in investigating allegations of fraud, waste, and abuse within USDOT funded programs. This session covers the OIG's role and the grantee's role in investigating allegations of fraud. We will cover common fraud schemes, the investigative process, recent case studies. The goal is to increase awareness of fraud schemes conducted by contractors and vendors engaged in business with government entities.</p>
3:30 pm - 4:30 pm	Berkeley-Charleston-Dorchester Council of Governments	TBD	Partnership & Progress: Designing the Lowcountry Rapid Transit System	<p>The Berkeley-Charleston-Dorchester Council of Governments (BCDCOG) and South Carolina Department of Transportation (SCDOT) are nearing design completion for the Lowcountry Rapid Transit Project (LCRT) project—the state's first bus rapid transit system. Spanning 21.3 miles across Charleston County, LCRT will transform regional mobility by providing a reliable transit connection. This session will provide an update on final design as the LCRT system moves towards securing federal funding and on to construction, while also highlighting a first of its kind partnership between BCDCOG as the owner's rep and operator and SCDOT as the designer and roadway authority. Insights will be shared into how this partnership is shaping the delivery of this transformative infrastructure investment.</p>
6:00 pm - 9:00 pm				
TopGolf Night Out with Bay Supporting Sponsors				
Thursday August 21, 2025				
Time	Company		Topic	Synpsis
Breakout Sessions				
9:00 am - 9:45 am	Alesig Consulting, LLC	Musa Ghani	AI Agents in Transit: Enhancing Accessibility, Efficiency, and Engagement	<p>By leveraging AI Agents, transit agencies can enhance rider experience, streamline communication, and improve operational efficiency while ensuring accessibility across all mobile devices.</p> <p>AI Agents are an affordable, efficient, and widely accessible communication tool that can be utilized to efficiently communicate with customers. Our Agents provide a direct and reliable way to engage with riders using SMS (text messaging). Unlike mobile apps, SMS requires no additional downloads or complex user setup, making it an inclusive and effective solution. By leveraging AI Agents, transit agencies can enhance rider experience, streamline communication, and improve operational efficiency while ensuring accessibility across all mobile devices.</p> <p>Traditionally, text messaging in transit is used for real-time predictive updates when passengers are waiting at a stop, however its capabilities extend far beyond this. Transit agencies can implement AI Agents for automated service alerts, targeted marketing campaigns, mass employee notifications, and personalized rider updates. Additionally, AI Agents can integrate with agency websites for easy opt-in functionality and support third-party transit applications to enhance multimodal communication and service coordination. Unlike mobile apps and social media, text messaging does not require personal data sharing, ensuring greater privacy for users. It is highly scalable, with the ability to expand into MMS (Multimedia Messaging Service) for enhanced content delivery. Agents integrate seamlessly with transit websites and third-party solutions, such as on-demand transit services, creating a robust communication ecosystem. The reliability, simplicity, and accessibility of Agents make it a uniquely valuable tool in the transit industry.</p> <p>The implementation of AI Agents in transit enables fast, reliable communication with passengers, improving real-time service updates and engagement. Agencies gain access to valuable user interaction data, allowing for analytics driven decision making and service optimization. Additionally, text message-based advertising offers a potential revenue stream, offsetting communication costs. By leveraging Agents, transit agencies can enhance rider satisfaction, increase operational efficiency, and create a more connected and responsive public transportation network.</p>

9:00 am - 9:45 am	Feonix - Mobility Rising	Kate Schramm/ Melanie Dalton	Transportation Assistance Hub Model: Collaborative Mobility for All	By addressing transportation barriers, we not only facilitate access to essential services but also foster holistic well-being. The systemic challenges that hinder an individual's ability to get from place to place cannot be solved alone, however; it takes a community working together. Key Takeaways: Transportation is Essential for Equitable Access: TAHs help eliminate a fundamental barrier to care by offering accessible, affordable transportation. Community-Centered Approach: Each hub is designed with input from the community it serves, aligning transportation with local needs and values. Sustainable, Innovative Solutions: By enhancing existing services and introducing new ones, TAHs ensure reliable mobility that evolves with the community.
9:00 am - 9:45 am	Coast RTA	Lauren Morris	Zero Emissions and Fleet Transition Planning	Coast RTA's transit development plan includes a detailed study in targeted investments in resources, including staff, vehicles, and facilities. This includes a massive construction project that will modernize their passenger handling facilities, as well as their operations and maintenance functions. Speakers will provide an overview of the project, from research and development to a status update on construction, planning and financing. Attendees will walk away understanding the scope of modernizing public transit in dynamic and growing tourist community.
General Session				
10:00 am - 10:50 am	Safety FTA	Joe DeLorenzo	Bus safety	FTA's Associate Administrator for Transit Safety and Oversight and Chief Safety Officer, Joe DeLorenzo, will provide an overview of data trends covering bus safety and assaults on transit workers and discuss common indicators of a positive safety culture in transit.
Breakout Sessions				
11:00 am - 11:45 am	KFH Group	Bennett Powell	Public and Stakeholder Communications: To Create More Support for Rural and Tribal Transit Systems	This presentation will focus on public outreach strategies that will help transit agencies obtain substantive input from their community and help build consensus for project outcomes. These strategies can also help improve the image of a transit system in a community and build support for a program from the ground up. Public and stakeholder engagement can be a daunting task that can consume project budgets and be a source of frustration for transit agencies and planners. In rural and tribal areas difficulties are compounded by long distances and low densities making participation even more difficult. The presentation will cover basics of what is a participatory process, what is innovation and why are we required to do it. Topics will include: how to design an outreach event with a clearly defined purpose; strategies for successful meetings and events (including accessibility); tThe importance of location (getting people to show up and encouraging participation); innovative approaches to public engagement; and case studies in participatory best practices By the end of the session participants will have the confidence to implement strong engagement processes in their community and a series of proven resources to help any transit professional improve their public engagement efforts.
11:00 am - 11:45 am	Spare	Chad Ballentine	Rethinking paratransit: doing more with less	Traditional paratransit systems often struggle to meet the dynamic needs of riders due to rigid, pre-scheduled operations, limiting spontaneous travel and overall effectiveness. This session explores how transit agencies are enhancing paratransit flexibility and responsiveness without significantly increasing vehicle fleets by optimizing existing resources and implementing innovative service delivery models. We will showcase how agencies are successfully transforming paratransit through real-world examples. With demand rising from aging populations and people with disabilities, the cracks in traditional paratransit models are becoming harder to ignore. This session will highlight key strategies: commingling services: Agencies are integrating paratransit with microtransit/on-demand services for greater efficiency; dynamic scheduling and dispatching: Agencies are leveraging technology, like real-time mapping and AI, for continuous, optimized routing that accommodates same-day travel; strategic partnerships: Agencies are collaborating with third-party providers (TNCs, taxis) to expand service capacity; data-driven optimization: Agencies are utilizing analytics to optimize routing, improve rider-to-service matching, and refine service delivery. Join us to see how practical changes, not big budgets, can make paratransit more flexible, responsive, and equitable for the riders who need it most.
11:00 am - 11:45 am	Central Midlands Regional Transit Authority (The COMET)	Maurice Pearl	The COMET 2024 Penny Tax Referendum: A success story	This session examines how the Central Midlands Regional Transit Authority (The COMET) transformed from a failed 2010 referendum to securing \$990M+ in funding through the successful 2024 Richland County Penny Tax vote, contributing to \$4.5B in regional investment across South Carolina's Richland and Lexington Counties. The presentation will detail the evolution from the 2010 failure through the 2012 initial success to the transformative 2024 victory, highlighting how messaging sophistication and community partnership development created sustainable support. Key strategies included targeted community presentations, strategic ally cultivation, and authentic storytelling that positioned The COMET not as a supplicant seeking funding, but as a community partner showcasing collaborative achievements. Key Takeaways for Participants: long-term Relationship Building: Success requires years of consistent community engagement before referendum campaigns begin; reframe the Narrative: Transform "transit funding requests" into "community investment partnerships"; Strategic Partnership Development: Identify and cultivate diverse community allies beyond traditional transportation advocates; Messaging Evolution: Learn how messaging maturity across three referendum cycles (2010, 2012, 2024) created winning formulas; Community Integration: Discover methods for embedding transit agencies into local cultural and economic conversations; Authentic Engagement: Understand how genuine community workshops, customized events and presentations build trust and support. Attendees will gain practical strategies for building sustainable public support for transit funding initiatives, transforming agency-community relationships, and developing compelling narratives that resonate with diverse stakeholder groups. This case study demonstrates how patient, strategic communication can turn transit skeptics into champions.
12:00 pm - 1:30 pm	Lunch & Keynote Speaker: Bethany Greene, Federal Reserve Bank of Richmond			

Breakout Sessions				
1:45 pm - 2:45 pm	SFAA Procurement	Michael Speakmon	Procurement	This session will dive into the workings of the SFAA Procurement Office. Review state contracts that are available for use.
1:45 pm - 2:45 pm	ADA Guru	Jess Segovia	Service Animals & Reasonable Modification of Policy	Jess Segovia, ADA Guru, will lead participants in the review of these key ADA Compliance requirements. Aren't sure how many Service Animals a passenger can have? Can passengers with disabilities train their own Service Animal? When we should modify our policies to accommodate a passenger with a disability? And can we deny requests for accommodations? These questions and many others will be addressed during this highly interactive session.
1:45 pm - 2:45 pm	Waccamaw Regional Transportation Authority/DBA Coast RTA	Jay Smith	Active Shooter/ Situational Awareness	Attendees will become more aware of their surroundings, and what to do during an active shooter event. This is an abbreviated version of training that will help transit employees to better understand how they can protect themselves and others by being more aware of their surroundings and what's happening in the environment they work and live in. They will also become aware of what steps can be taken in an active shooter situation, both in a passenger facility and on a bus/train. Attendees will hear from a speaker with 29 years of law enforcement/ SWAT experience and 7 years of transit experience. Training will include real life video, statistics, and active conversation to discuss these matters. Lessons they will learn will be how to pay attention to surroundings, (don't just walk through life) and the RUN, HIDE, FIGHT methods to survive an active shooter.
3:00 pm - 4:00 pm	Greenville Connects	Erin Predmore	Public Engagement Success Stories	Successful public engagement and advocacy depends on reliable data as well as storytelling. Join us for a first look at Greenville County's Transit Data Dashboard. With interactive maps, future impact projections, and the ability to target specific routes and elected official districts, it will transform our ability to tell our story. Greenville Connects has partnered with The Shi Institute for Sustainability Communities at Furman University to create a Transit and Mobility Data Dashboard for our community. Using Replica data, combined with other publicly available data, the team has created a dashboard to demonstrate the impacts of transit on our community, focusing on jobs, education, housing, economic mobility, and traffic. Participants will get a first-look at the data, have a chance to consider ways a similar data dashboard would impact their public engagement, and learn how to take available data to tell a compelling story.
3:00 pm - 4:00 pm	Bee Sharp Professional Training	Wynn Godbold	From Misunderstood to Magnetic: How to Communicate So People Take Action	<p>Do you ever feel like your words don't have the impact you want? Great communication isn't just about talking, it's about getting people to listen, engage, and take action. In this interactive session, you'll learn three powerful strategies to transform your communication style and maximize your influence.</p> <p>Clear communication is a leader's most valuable tool, but it's also one of the most misunderstood. We assume that because we've said something, it's been understood. But the truth is, even the most well-intended message can get lost in delivery. This interactive breakout session is designed to help participants bridge the gap between what they say and what others actually hear, and more importantly, what others do in response. In this session, we explore three powerful communication concepts that leaders can use to influence action, increase clarity, and strengthen connection in any professional environment. The content is built around real-world application, focusing on communication strategies that move beyond theory into practical, everyday use.</p> <p>Participants will learn how to: Simplify complex messages for maximum clarity and understanding; Use body language and tone to reinforce what they mean (and avoid sending the wrong message); Apply active listening techniques that build trust and reduce miscommunication.</p> <p>Whether you're a seasoned leader, a rising manager, or a team member who wants to be heard more clearly, this session offers a toolkit for speaking with intention and leading through communication. The tone is conversational, the insights are backed by research, and the delivery is intentionally engaging to keep energy high and learning sticky. Attendees will leave with new insight into how their communication is received, and the confidence to adjust their approach so their words lead to meaningful action.</p>
3:00 pm - 4:00 pm	KFH Group	Bennett Powell	Doing More with Less: Cost Savings through Productivity, Communication and Service Design	<p>This session is designed to give transit agencies strategies to ensure excellent transit service delivery without breaking the budget. Strategies discussed will include proper service design and productivity, stakeholder and public engagement, and marketing efforts that can help transit agencies transport more people using fewer service hours or dollars. For each strategy discussed there will be real world examples of how transit agencies have improved service delivery with revenue neutral or cost saving strategies that can be employed by other transit agencies across the country.</p> <p>In addition to cost savings, this session will discuss innovative ways to find new funding through sponsorships, in-kind match and grant opportunities.</p>
4:30 pm - 5:00 pm	Closing Session			