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Connecting People & Communities



Minnesota & Wisconsin Public Transportation Conference

**Minnesota and
Wisconsin**

**Public
Transportation
Conference**

La Crosse, WI

La Crosse October 23-25, 2023

2023 Minnesota & Wisconsin Public Transit Conference

La Crosse Center

PROGRAM Monday, October 23

Registration Opens Registration booth—Main Floor	8:00 am
Meetings WAMM - Boardroom A All Aboard - Boardroom A	9:00 am 11:00 am
Operations/Paratransit - Room B1	10:00 am to 12:00
Training Session I Room B4 - Lower Level	10:00 am to 12:00
Training Session II Room B4 - Lower Level	1:00 pm-3:00 pm
CEO Summit Room B1 - Lower Level	2:00 pm - 4:00 pm
MPTA Association Meeting MPTA Awards Ballroom B&C	4:30 pm 5:30 pm
WIPTA Annual Meeting Ballroom A	4:30 pm
Welcome Reception Foyer	6:00 pm

Vendor Expo Set Up

South Hall A

9:00 a.m. to 12:00 noon: Vehicles

1:00 pm to 4:00 pm: Booths



Our Next Joint Conference will be held in 2025 in Rochester, MN!

Thanks to the Planning Committee for making this a great conference!



CONCURRENT BREAK-OUT SESSIONS

11:00 am to 12:00 Noon

Office of Transit and Active Transportation (OTAT) Update

Boardroom C

Sarah Gandhour,
Director, OTAT



Get the latest news on what is happening with Greater Minnesota transit from the Director of OTAT. We will discuss the current landscape of Greater Minnesota Transit from the state perspective, including: opportunities, challenges, and what is next.

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LUNCH 12:00 Noon

Ballroom B&C



Keynote Speaker
Tish Hodge

Do You Want to Win?

Tish Hodge, PHR, MSHRM is a transformational and trendsetting thought leader known for creating cultures that protect organizations' bottom lines.

Tish uses a real-life transportation example to prove how including others outside of one's racial group can diversify talents, and cause the team to win. She illustrates how there are additional assets, monies, and joy within an organization when there is equity, unity, and a sense of belonging.

A psychologically safe leader, Tish advocates for diversity, equity, inclusion, belonging, anti-racism, and justice, leading by influence and respect. She fosters emerging leaders, and recently celebrated a client winning the "Most Admired CEO" title.

We're excited to welcome her to the Minnesota – Wisconsin 2023 Joint Transit Conference!" #dei #conference #minnesota #wisconsin #transitconference #speaker #shinewithtish

1:30 PM - Conclusion and Thank You

Training Session I

Staff Recruitment and Retention

10:00 AM - 12:00 PM / Room B4 - Lower Level

Carita Ducre, APTA

Recruiting and retaining a new generation of the transit workforce requires new models, new partnerships, new toolkits, and new approaches. To that end, APTA has published a series of *NEW* resources designed to build on industry knowledge and best practices for attracting, educating, and retaining workers.

Join us as we review case studies and sample documents from more than 30 transit agencies, academic institutions, private sector companies, and other transit partners. You'll take away new insights and best practices that you can apply to your organization.

Training Session II

Steps to Reduce Conflict and Assess Threats

1:00 PM - 3:00 PM/ Room B4 - Lower Level

Shawn Kelly, RLS & Associates

Joe Guangenti, TSA

Transit staff must assess risk every day. Employees must be trained to use de-escalation techniques if needed while also knowing steps to follow to get assistance. This session will provide insight to the elements that may contribute to a hostile environment and actions the transit system can take to minimize the risk.

This session will also cover the FIO mission and support roles; the terrorist planning cycle; and terrorism, cyber, and unmanned aerial system (UAS) threats to MTPR networks. The data set for this briefing covers from 1 January to 31 December 2022.

CEO Summit - Room B1 Lower Level

2:00 pm to 4:00 pm

This summit offers a unique opportunity to share candid perspectives as CEOs moving through leadership and career progression. For CEOs who have sent an RSVP.

MPTA Annual Meeting and Awards

4:30 p.m. - Ballroom B&C

WIPTA Annual Meeting and Awards

4:30 p.m. - Ballroom A

Welcome Reception

6:00 p.m. - Foyer

2023 Minnesota & Wisconsin Public Transit Conference

La Crosse Center

PROGRAM Tuesday, October 24

Buffet Breakfast Foyer	7:30 to 8:30 a.m.
General Session Welcome Ballroom B&C Keynote Speaker: Chad Ellsworth	8:00 a.m.
Maintenance Committee Room B1 - Lower Level	8:30 to 12:00 Available to All
Break - Vendor Expo South Hall A	10:00 a.m.
WisDOT Meetings Boardroom B2	10:00 a.m.
Concurrent Sessions	11:00 a.m.
Buffet Lunch and Vendor Expo South Hall A	12:00 Noon to 2:30 pm
Trolley/Walking Tours of La Crosse	3:00 to 6:00 p.m.
TransDev Reception Ballroom B&C	6:30 p.m.

BREAK 10:30 am to 11:00 am

CONCURRENT BREAKOUT SESSIONS

11:00 am to 12:00 Noon

Microtransit - Meeting new demands, building new partnerships

Room B1 - Lower Level

Matt Fyten, MVTA

Victoria Dan, Metro Transit

Connecting people to transit and working with new providers continues to be a big issue for transit systems. This session will focus on incorporating on-demand services with public transit and will also provide a pilot overview; performance snapshots; discussion of how the project team is leveraging data to plan thoughtful service changes and an outlook of potential future microtransit efforts in 2024 and beyond.

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Transit Marketing - An Idea Café

Ballroom A

Kristina Hoffman,
Milwaukee County
Transit



In this marketing & communications session, learn how to leverage a variety of transit audiences to increase support for public transit. From concept to completion, learn how MCTS's #SaveTheBus campaign successfully inspired the Milwaukee County Board of Supervisors to pass the .4% sales tax to free up local funding for transit.

There will be time for Q&A and brainstorming your agency's marketing communications challenges.

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Leadership Culture and Transit Safety

Room B4 - Lower Level

Leah Walton, NTSB

A strong safety culture requires strong leadership. NTSB has investigated many transportation disasters where leadership and safety culture were lacking and as a result, innocent people lost their lives. Listen to recent NTSB investigations of public transportation incidents where a strong safety culture would have prevented tragedy.

Tribal Transit Update

Boardroom A

Jeff Benton, Red Cliff Band
Tracy Olson, MnDOT



Get an update on what's happening in the world of tribal transit. Many systems are growing and benefitting from grants available under the IIJA. Tribes play a key role in providing transit service in many areas of Minnesota and Wisconsin.

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Diversity, Equity and Inclusion

Room B4 - Lower Level

Tish Hodge, The Shine Institute

This is your chance for a smaller group discussion on how to improve the workplace environment in your organization. A psychologically safe leader, Tish advocates for diversity, equity, inclusion, belonging, anti-racism, and justice, leading by influence and respect. She fosters emerging leaders and recently celebrated a client winning the "Most Admired CEO" title.

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Transit Focused Employee Wellness

Boardroom C

Crystal Felten, Metro Transit



Hear about Metro Transit's employee wellness program, Fit For Life, and how we bring whole person wellness support to the workforce. We'll cover what we've found that works well, what we've learned from what hasn't gone as planned, and how we've moved beyond just events and "stuff to do", to supporting our employees in ways that enable them to live fuller lives and fulfil the mission of the organization.

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Transit Grants - New funding opportunities

Room B1 - Lower Level

Jared Gulbranson, WSP

This session will explore opportunities to think creatively and work with partners to access federal grants and other funding opportunities that could benefit your budget. Hear about options you may not have considered as governments pursue cleaner, lower-carbon investments.

REGISTRATION

7:30 am

BREAKFAST Foyer
7:30 am to 8:30 am

WELCOME AND KEYNOTE SPEAKER Ballroom B&C
8:00 to 10:00 am

Welcome

Mitch Reynold, Mayor, City of La Crosse
Rebecca Smith, WIPTA President
Ryan Daniel, MPTA President

Keynote Speaker

Cultivating Heroic Leadership in Your Organization



Chad Ellsworth
Caped Coaching and Training

This is not only a critical moment in time for transportation services in our communities, but also for all of the individuals who rely on you, from the leaders, managers, and front line personnel to the people who use and rely on your services. All of us and all of the people around us are facing an enormous crisis, one that affects half of all people living in the U.S. But, one person can make a difference. In this keynote, Chad will not only prepare you to practice the six characteristics of courageous cultures, but also empower you to serve your team and transform your communities.

BREAK in Vendor Expo** South Hall A
10:00 am to 10:45 am

Get a look at the many great companies with new products and services to help you run a great transit system!

WisDOT One-on-one Meetings Boardroom B2
10:00 am

CONCURRENT BREAK-OUT SESSIONS

11:00 am to 12:00 Noon

Mobility Management
Room B4 - Lower Level

Bobbi Craig, CILWW
Sue Pomplun, Work N Wheels
Alan Herrmann, SmartLink
Beverly Sidlo-Tolliver, Arrowhead RDC

Mobility managers serve as policy coordinators, operations service brokers, and customer travel navigators. As policy coordinators, mobility managers help communities develop coordination plans, programs, and policies, and build local partnerships. Mobility management is an eligible capital expense under most Federal Transit Administration (FTA) programs. Hear from professionals who are working to coordinate services and providers to achieve a more efficient transportation service delivery system.



USDOT Drug & Alcohol Regulation Update (49 CFR Part 40) - Oral Fluid Drug Testing & More!
Boardroom C

Sean Oswald, RSL & Associates

The updated final rule on drug and alcohol testing amends the USDOT's regulated industry drug testing program to include oral fluid drug testing as an alternative to urine specimen drug testing. This additional methodology for drug testing will provide a less intrusive means of achieving the safety goals of the program. The session will cover what changes have occurred and also how these updates will impact public transit agencies' drug & alcohol testing programs and compliance.

Legislative Support - Why You Need it and How to Build it Ballroom B



AJ Wilson, Hubbard Wilson & Zelenkova

Katie White, Hubbard Wilson & Zelenkova

Margaret Donahoe, MPTA

Join us for an overview of the crucial role that the state legislature plays in transit funding and local funding as well as strategies to educate legislators and grow relationships that lead to vital support. You'll learn about the latest action in both Madison and St. Paul to support systems with additional funding and resources.

The Future of Transit - What demographics can tell us and how to prepare for a new world Boardroom A

Megan Dayton, Minnesota State Demographic Center
Jill Cahoon, AECOM

What trends do we see for the population in the Midwest? Are people getting older, more diverse? Are incomes rising or falling? How will these factors affect the demand for transit service? This session will explore future trends and the profound impact changing demographics will have for the delivery of transit service in the years to come.

REGISTRATION

7:30 am

BREAKFAST Foyer

7:30 am to 8:30 am

General Session Ballroom B&C

8:00 am to 9:15 am

Federal Transit Funding Update

Kelley Brookins, Region V Director, FTA
Scott Bogren, Executive Director, CTA
Art Guzzetti, Vice President, APTA

Get the latest news on what's happening with federal transit funding and what to expect in the coming year as the Infrastructure Investment and Jobs Act (IIJA) continues to be implemented.

CONCURRENT BREAK-OUT SESSIONS

9:30 am to 10:30 am

Transition to Propane - Financially and environmentally sustainable option

Ballroom A

Derek Whaley,

ROUSH

CleanTech

Andy Ernst, CHS

Propane

Jill Drury, JLD Drury

Consulting



In this session, you will hear from your peers, as well as industry experts, how fleet managers can easily transition to propane autogas in a variety of applications relating to the transit industry. You will learn about vehicle and infrastructure options for public transit fleets and most importantly, attendees will have a more realistic idea of how to meet Low-No Emission expectations without risking financial sustainability.

2023 Minnesota & Wisconsin Public Transit Conference

La Crosse Center

PROGRAM Wednesday, October 25

Buffet Breakfast Foyer	7:30 to 8:30 a.m.
General Session Federal Transit Funding Ballroom B&C	8:00 a.m.
Break	9:15 a.m.
Concurrent Sessions	9:30 a.m.
Break	10:30 a.m.
Concurrent Sessions	11:00 a.m.
Lunch With Keynote Speaker Tish Hodge - Do You Want to Win? Ballroom B&C	12:00 Noon to 1:30 p.m.



New Technology Including Accessible Wayfinding and Navigation

Ballroom A

Bre Grand, Metro Transit

Tyre Fant, MVTA

This presentation will delve into new transit apps that assist customers in navigating transit service. You will learn about Metro Transit's effort to pilot and implement Aira, an app that provides visual interpreting for blind and low vision riders. This technology provides enhanced wayfinding and navigation assistance so that customers can navigate the transit system with greater confidence.



Vendor Exhibition

with Buffet Lunch
12:00 Noon to 2:30 pm
South Hall A

Largest Transit Industry Expo in the Midwest! Over 50 booths featuring products and services for transit systems large and small. All conference attendees are encouraged to stop by all of the booths and visit with exhibitors.

These folks contribute greatly to the success of our conference, so please stop by all of the booths.



**Fabulous Raffle Prizes -
You Could Win!**

3:00 PM - Registration Area

Trolley tour of La Crosse (3:00 pm and 4:30 pm)



For those who signed up to see the sights of La Crosse. Meet at the registration area in the La Crosse Center.



Walking Tour of La Crosse (3:00 pm)

For those who signed up for the walking tour, meet in the registration area of the La Crosse Center.



6:30 PM **TransDev Reception**

Ballrom B&C

Join friends and colleagues for great food and entertainment!



Rock out to ThinMen, an '80s cover band. Come and hear a new twist on old favorites that will hit your head, heart, and feet!



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