



**CALIFORNIA
TRANSIT
ASSOCIATION**



California Transit Initiatives Training Workshop

Sheraton Grand Sacramento

March 9, 2010

9:00am – 9:15am **Welcome & Introductions**

SPEAKERS:

Jason Jordan, Executive Director, Center for Transportation Excellence, Washington, DC

Joshua W. Shaw, Executive Director, California Transit Association, Sacramento, CA

9:15am – 10:15am **Winning Campaigns & Effective Coalitions**

This session will provide an overview of the key trends rising from recent elections and discuss lessons learned in case studies from a number of successful campaigns throughout the state of California.

MODERATOR:

Cliff Henke, Senior Analyst, BRT & Streetcars, Parsons Brinckerhoff & CFTE Advisory Board, Arcadia, CA

SPEAKERS:

DJ Smith, Partner, Smith, Watts & Company, LLC, Sacramento, CA

Lillian Hames, General Manager, Sonoma-Marín Area Rail Transit (SMART), San Rafael, CA

Jim Gleich, Deputy General Manager, Alameda-Contra Costa Transit District, Oakland, CA

10:15am – 10:30am **Break**

10:30am – 11:45pm **Marketing & Media Strategies that Work**

This session will show you the ads, communication tools, and media strategies behind some of the most effective transportation campaigns and transit systems. This session features leading experts discussing the economic, political, demographic and social trends that will impact your public relations and media efforts.

MODERATOR:

Brian Rasmussen, Business Development Director, R & R Partners, Salt Lake City, UT

SPEAKERS:

Dan Kully, Managing Partner, Laguens Kully Klose, Seattle, WA and Washington, DC

Barry Barnes, Partner, TBWB Strategies, San Francisco, CA

Dave Metz, Partner, Fairbank, Maslin, Maullin, Metz & Associates (FM3), Oakland, CA

11:45pm – 1:00pm Luncheon Keynote

MODERATOR:

Jeff Wagner, *Communications Director, California Transit Association, Sacramento, CA*

SPEAKERS:

Stuart Cohen, *Executive Director, TransForm, Oakland, CA*

1:00pm – 2:00pm Building the Transit Vote Coalition

Any successful campaign has a strong grassroots component. Veterans of ballot campaigns will detail how to build a broad coalition representing diverse interests. The expert panelists will offer insights and examples from successful campaigns and coalitions from all over California.

MODERATOR:

Jason Jordan, *Executive Director, Center for Transportation Excellence, Washington, DC*

SPEAKERS:

Marnie O'Brien Primmer, *Executive Director, Mobility 21, Los Angeles, CA*

Amy O'Gorman, *Regional Public Affairs Director, League of California Cities, Sacramento, CA*

Anne Louise Rice, *Operations Deputy Director and Sustainability Program Manager, San Mateo County Transit District, San Carlos, CA*

2:00pm – 3:45pm California Statewide Measure

A coalition of organizations, including the California Transit Association, is sponsoring a statewide initiative for the November 2010 ballot that would protect funding for a wide variety of local services – including public transit. Learn details of what the measure would do for transit, and how you can fill a vital role to ensure its passage.

MODERATOR:

Joshua W. Shaw, *Executive Director, California Transit Association, Sacramento, CA*

SPEAKERS:

Brandon Castillo, *Partner, Bicker, Castillo & Fairbanks, Sacramento, CA*

Leo Wallach, *Vice President, Winner & Mandabach Campaigns, Santa Monica, CA*

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