



Transit Funding Workshop

The Westin • Seattle, WA

August 5, 2010

1:30 – 5:45 pm

12:00 – 1:30 p.m.

Luncheon-High Speed Rail on the Horizon

Featured Speaker:

Scott Witt, Director of Freight and Passenger Marine Division,
Washington State Department of Transportation

This event is part of the 2010 State Public Transportation Partnership Conference. It is free to conference registrants and open to Transit Funding Workshop registrants with a \$65 fee.

1:30 – 3:00 p.m.

Public Transportation Funding Trends

This session will provide an overview of key state and regional trends coming out of recent election cycles. The expert panelists will offer insights and examples of state and regional public transportation funding mechanisms.

Moderator: Jason Jordan, Executive Director, Center for Transportation Excellence

Speakers:

Thomas R. Shroul, Jr., Executive Director, Citizens for Modern Transit, St. Louis, Missouri

Kimberly Gayle, MTAP chair and office chief, Caltrans

John Dockendorf, Pennsylvania Department of Transportation

Nick Farber, National Conference of State Legislators, Denver, CO

3:00 – 3:15 p.m.

Break

3:15 – 4:30 p.m.

Case Study – Winning Campaigns & Effective Coalitions in Washington

Hear about major state and regional public transit funding initiatives that have passed in recent year and prospects for future campaigns. The panelists will discuss lessons learned from their work with successful campaigns & coalitions.

Moderator: **Bill LaBorde**, Policy Director, Transportation Choices Coalition, Seattle, WA

Speakers:

Kevin Desmond, General Manager, King County Metro, Seattle, WA

John Wyble, Partner, WinPower Strategies, Seattle Washington

Rachel Smith, Government and Community Relations Specialist, Sound Transit, Seattle, WA

Rep. Marko Liias, Washington State Legislature (Invited)

4:30 – 5:45 p.m.

Campaign Marketing and Media Strategies

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 their impact on your public relations and media efforts.

Moderator: **Andrew Schmid**, Public Affairs Specialist, Sound Transit, Seattle, WA

Speakers:

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

Ian Stewart, Vice President & Senior Analyst, EMC Research, Seattle, WA

Christian Sinderman, Northwest Passage Consulting, Seattle, WA

Martin Duke, Seattle Transit Blog, Seattle, WA

—Thanks to our local host committee—



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