SWTA

Transit is the Solution

Santa Fe, New Mexico

February 8-10, 2010

Register online today at
www.swta.org
Registration deadline:
January 15, 2010

Thank You to Our 2010 Conference Sponsors

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Thank You to Our Hosts

Host property: **Santa Fe Trails**
Official Headquarter Hotel: **La Fonda Hotel**
Conference Location:
Santa Fe Convention Center
Directions, hotel registration and additional information can be found at www.swta.org.

Thank You for Supporting Our Conference:

- Federal Transit Administration Region 6
- New Mexico Department of Transportation
- New Mexico Public Transportation Association
- North Central Regional Transit District
- Rio Metro Regional Transit District

South West Transit Association
PO Box 153157
Austin, TX 78715

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SWTA

30TH Annual Conference

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Santa Fe Convention Center

It's a Celebration

SWTA's 30th Annual Conference and EXPO is the region's leading event for all public transportation professionals. Transit leaders from throughout the eight state region will come together to learn, network, discuss challenges and find solutions.

a word of thanks….

South West Transit Association is comprised of many transit agencies, businesses and individuals that together make us strong. We are 30 years old and have a great future ahead. We are here because of the clear vision and firm foundation provided by Past Presidents, Executive Directors, Board Members and Individuals.

Special thanks to all who had a hand in creating SWTA. You saw the need for a good regional association and had the fortitude to carry out the vision.

With great respect and appreciation

Kristen Joyner

Kristen Joyner, Executive Director, South West Transit Association (SWTA)

Population growth across the southwest region brings with it congestion and environmental challenges, increased connectivity needs for an aging population, economic and land use challenges, and employment concerns.

We believe Transit is the Solution for many of the complexities our communities face. With this in mind, SWTA has designed a program that focuses on policy, management and training needs to help you meet these challenges head-on!

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MAJOR TOPICS

- Connectivity
- Authorization, ARRA and Funding Options
- Resilience
- Transit Oriented Development

Concurrent Sessions and Certificate Training Options

- ARRA: Staying on track for success
- Effective Legislative Advocacy and Transit Coalition Building
- Responding to the Media: A Board Member's Primer
- Train-the-Trainer Workshop on Safety Training and Rural Transit (START)
- Procurement Workshop
- Operations Issues: Problems & Solutions for Hiring, Keeping and Firing Employees
- Working the Data: Using Performance Measures to Improve Service
- Program Management: Success of Project Delivery Methods from a Client/Owner Perspective
- Amazing Rail Stories from the SWTA Nation
- Infectious Disease Control Best Practices
- Fare Collection: The Best for Success
- Tribal Transit: Successfully Funded Projects
- Focus on TEAM
- ADA/Mobility Management: Options in Eligibility Certification

OUR GUEST SPEAKERS

Administrator Peter Rogoff,
Federal Transit Administration *(confirmed)*
The Latest News from the Federal Transit Administration

Dale Marsico, Executive Director, CTAA
Dave Marsh, Executive Director, CARTS
Connectivity: Providing Better Rural Transportation

George Manning, PhD, Department of Psychology,
Northern Kentucky University
Resilience: Maintaining Balance in One's Life and Work

Mayor Pat McCrory, Charlotte, North Carolina
Public Transportation, the Key to Good Economic Development

Living Room Discussion:
An Open Conversation about Authorization, ARRA and the Future Needs of Transit in America

Discusion Panel *(all invited)* :

- William Millar, President, APTA
- Dale Marsico, Executive Director, CTAA
- FTA Regional Administrators:
  Robert Patrick, Region 6
  Mokhtee Ahmad, Region 7
  Terry Rosapep, Region 8
  Leslie Rogers, Region 9

** Preliminary Agenda – subject to change*

Technical and City Tours:

- Rail Runner
- Santa Fe Art District
- Historic Walking Tour
- Pueblo Tour
- Local Ski Outing

SWTA 2010 ANNUAL CONFERENCE AGENDA HIGHLIGHTS

Santa Fe Convention Center, 201 W. Marcy Street

Sunday, February 7, 2010

- Ski outing
- SWTA Board meeting
- State Association Roundtable
- Superbowl Watch Party – TBA

Monday, February 8, 2010

8:00 – 11:00	Concurrent Sessions & Certificate Training Options
11:00 – 12:30	30th Anniversary Member Lunch and Business Meeting
1:00 – 4:00	Technical Tours, Concurrent Sessions & Certificate Training Options
4:00 - 5:30	Opening General Session: Spotlight New Mexico
5:30	EXPO Mixer

Tuesday, February 9, 2010

7:15	EXPO Breakfast
8:00	General Sessions
11:00 – 3:00	EXPO Open and Lunch
3:00 – 4:30	General Sessions
6:00	Annual Dinner, Awards and Fun

Wednesday, February 10, 2010

7:15	Roundtable Breakfast and 1:1 discussions with Regional Administrators
8:00– 11:30	Federal Transit Administrator Update The Living Room Discussion FTA, APTA & CTAA
11:30	Close

What People say about the SWTA Annual Conference:

"SWTA always has great information for the smaller transit systems in the region." **Cody Ponder, Norman, OK**

"I attend SWTA Annual Conference for the networking and info gathering." **Joe Hardin, Alamogordo, NM**

"I visit a wide range of transportation conferences per year, but the Federal Aviation Administration's Southwest Conference and SWTA's Annual Conference are the only two that are annually considered because of the value of the information that I receive. " **John Burris, Wichita Falls, TX**

"I like the programming of previous Conferences. Also we are a NM agency, so Santa Fe is relatively easy to get to." **Mike Bartholomew, Las Cruces, NM**