

# 2022 WIPTA FALL CONFERENCE SCHEDULE (FINAL)

## Monday, October 17, 2022

9:00-3:00pm      **REGISTRATION** (*Main Lobby outside the Conference Center*)

### **BREAKFAST AND LUNCH**

Breakfast and lunch are not provided on Monday. These meals are on your own. Thank you.

9:00-5:00 p.m.      **REFRESHMENTS** (*Lakeside Terrace*)  
Refreshments including coffee, soda & water available throughout the day.

10:00-1:00 p.m.      WIPTA Operations Meeting (*Island Room*) \*Virtual option available\*

10:00-1:00 p.m.      WAMM Annual Meeting (*Salon E*)

10:00-1:00 p.m.      WATO/WCTC Membership Meeting (*Salon F*)

10:00-1:00 p.m.      All-Aboard Wisconsin Meeting (*Salon G*)

12:00-5:00 p.m.      **VENDOR SET-UP**  
Set-up in Salons B, C and D for Vendor Expo

1:00-4:00 p.m.      **TRAIN-THE-TRAINER: DE-ESCALATION TRAINING** (*Salon A*)  
**Red Kite Consulting, Inc.**  
Public transit's front-line employees (bus operators, rail conductors, maintenance custodians, ticket agents, cashiers, road supervisors, etc.) are facing unprecedented risks as they come in contact with an increasingly dangerous riding public. The pandemic, opiate crisis, and civil unrest have exacerbated the threat to transit professionals, especially those working in urban settings where the customer population suffers a high incidence of trauma and other mental illnesses. Transit professionals are no longer just customer service representatives, they are human service professionals who sometimes act as first responders to crises. When these professionals are not prepared to handle a traumatized public, they are put at even greater risk. The problem is magnified when the frontline does not receive quick time police backup and/or when managers fail to respond supportively after an event has occurred. High rates of absenteeism and employee turnover further complicate the issue.

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5:00-10:00 p.m.      **WELCOME RECEPTION – BLUE HARBOR RESORT LAKEFRONT**  
Enjoy appetizers, cocktails and fun and games in the atrium and on the Blue Harbor Resort Lakefront. Activities include cornhole, a bonfire, music and socializing along the shorelines of beautiful Lake Michigan.

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## **Tuesday, October 18, 2022**

7:00-10:00 a.m.      **REGISTRATION** (*Main Lobby outside the Conference Center*)

7:30-8:30 a.m.      **BREAKFAST BUFFET** (*Salon A*)

8:30-3:30 p.m.      **REFRESHMENTS** (*Lakeside Terrace*)  
Refreshments including coffee, soda & water available throughout the day.

8:30-10:00 a.m.      **VENDOR SET-UP**  
Set-up in Salons B, C and D for Vendor Expo

8:30-12:00 p.m.      **WIPTA MAINTENANCE COMMITTEE MEETING** (*Salon E*)  
Maintenance representatives of WIPTA members-only meeting. A virtual option will also be available.

8:30-9:00 a.m.      **WELCOME AND OPENING COMMENTS** (*Salon A*)  
Todd Wolf, City Administrator for the City of Sheboygan  
Derek Muench, Director of Shoreline Metro (Sheboygan)  
WIPTA Chair Rebecca Smith, Janesville Transit

9:00-9:30 a.m.      **SPECIAL GUEST & KEYNOTE SPEAKER** (*Salon A*)  
WIPTA is proud to welcome Wisconsin Department of Transportation Secretary Craig Thompson as this year's special guest and keynote speaker.

9:45-10:15 a.m.      **WISDOT UPDATE** (*Salon A*)  
WIPTA welcomes its friends at the Wisconsin Department of Transportation for an update on current and future activities and program updates.

10:15-10:30 a.m.      **BREAK**

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10:30-11:45 a.m.

## BREAKOUT SESSIONS

### **Transit Recruitment & External Communications (Salon E)**

#### **Megan Hardwick, Red Shoes, Inc.**

*Today's market is tough when it comes to recruitment as almost every company and organization is expressing concern regarding hiring. Learn how to introduce a disruptive edge to your messaging to stand out from others. And learn how your external communications directly impact recruitment efforts and vice versa.*

- *Who are we trying to reach?*
- *Where are they geographically located?*
- *What are their behaviors and online characteristics?*
- *What type of message will result in action?*

*Hear from Red Shoes Agency Director, Meagan Hardwick, and Valley Transit General Manager, Ron McDonald, as they address why getting the right message out to the right people at the right time is critical to recruitment success.*

### **Entry-Level Driver Training: Curriculum Development (Salon F)**

#### **Derek Muench, Shoreline Metro**

#### **Bud Schultz, Shoreline Metro**

*On February 7, 2022, new CDL requirements went into place for trainers and trainees including a requirement to have a curriculum that meets the Federal Motor Carrier Safety Administration's guidelines. Many transit systems have expressed concerns about their current training programs and if they meet the requirements. This session will focus on Shoreline Metro's ELDT curriculum developed in response to the new requirements. Attendees will have a better understanding of the training and curriculum requirements, how to setup an account in the Training Registry and successfully training drivers inhouse.*

### **Transit & Our Non-Driver Residents (Salon G)**

#### **Ian Ritz & Ryan Spaight, from WisDOT**

*The Wisconsin Department of Transportation (WisDOT) formed the Wisconsin Non-Driver Advisory Committee (WiNDAC) in spring 2020 as an advisory forum to discuss transportation mobility, safety and access for Wisconsin's non-driving populations. The committee membership is comprised of state and local government, FHWA, legislators, academia, advocacy groups, mobility service providers, and stakeholder transportation associations, including several WIPTA members. During this presentation representatives from WisDOT will share about the work of this committee, including an overview of the statewide online non-*

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*driving population mapping tool; recently implemented pilot program transit agency performance indicator reporting; and insights gained from receiving feedback from Wisconsin's non-driving population.*

12:00-1:00 p.m.

**LUNCH** (*Salon A*)

1:00-4:00 p.m.

**VENDOR EXPO** (*Salons B, C and D*)

Visit industry vendors to learn more about products and services available. Special prize raffle throughout the expo and Caramel Apple Station available at 2:30 p.m.

2:00-4:00 p.m.

**FTA ONE-ON-ONE SESSIONS** (*Island Room*)

Appointment times assigned during Registration.

2:00-4:00 p.m.

**WISDOT ONE-ON-ONE SESSIONS** (*Captain's Room*)

Appointment times assigned during Registration.

3:30-4:30 p.m.

**BREAKOUT SESSIONS**

***Crisis Communication and Plans*** (*Salon E*)

***Megan Hardwick, Red Shoes, Inc.***

*Leadership, within any organization, is typically the public facing figure in any crisis. But, from a behind the scenes perspective, are you prepared? Do you have the key people in place to handle all aspects of a crisis? With a 24/7 news cycle, it's more important than ever to be prepared for a crisis. If the worst happens, what will you do? Hear from Red Shoes Agency Director, Meagan Hardwick, and Valley Transit General Manager, Ron McDonald, as they talk through the complexities of when crisis strikes. You will hear real life scenarios around the expedient nature of crisis communications. And you'll learn what you and your team can do to be prepared in anticipation of a crisis happening in your area.*

***Electric Vehicle Round-Table Discussion*** (*Salon F*)

***Adam Lorentz – Director of Transit City of La Crosse***

***Ron Mc Corkel – Director of Maintenance Milwaukee County Transit***

***Trevor Jung – Transit and Mobility Director City of Racine***

***Justin Stuehrenberg – General Manager City of Madison***

*Please join this diverse panel for an open discussion on all things Electric. This informational session will cover general EV topics but the format will allow the opportunity for participants to ask questions and receive direct feedback and insight from transit professionals that are currently utilizing or in the processes of implementing Electric Vehicle technology.*

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### ***Talking & Discussing Transit to Elected Officials (Salon G)***

**AJ Wilson, HWZ & Katie White, HWZ**

*Having a conversation with elected officials can be scary and intimidating, especially for new or newly promoted transit professionals. Managers and directors are typically required to converse or present to elected and high-ranking officials. In this session, learn from professionals that work with elected officials on a daily basis. Learn techniques and gain the confidence to talk with your elected officials!*

5:00-9:00 p.m.

### **VENDOR RECEPTION – 3 SHEEPS BREWERY**

An evening sponsored by the vendors at Sheboygan's 3 Sheeps Brewery. Refreshments, food, entertainment and brewery tours will highlight the evening. A shuttle will be provided between Blue Harbor Resort and the brewery.

#### **Shuttle Schedule to Brewery:**

4:45 – Departure to 3 Sheeps Brewery from Blue Harbor Conference Center

5:15 – Departure to 3 Sheeps Brewery from Blue Harbor Conference Center

5:30 – Departure to 3 Sheeps Brewery from Blue Harbor Conference Center

*\*Pickup outside Blue Harbor Conference Center*

#### **Shuttle Schedule back to Blue Harbor Resort:**

8:15 – Departure to 3 Sheeps Brewery from Blue Harbor Conference Center

8:45 – Departure to 3 Sheeps Brewery from Blue Harbor Conference Center

9:15 – Departure to 3 Sheeps Brewery from Blue Harbor Conference Center

*\*Drop off outside main entrance of Blue Harbor Resort*

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## Wednesday, October 19, 2022

- 7:00-9:00 a.m.      **REGISTRATION** *(Main Lobby outside the Conference Center)*
- 7:30-8:30 a.m.      **BREAKFAST BUFFET** *(Salon A)*
- 8:30-2:00 p.m.      **REFRESHMENTS** *(Lakeside Terrace)*  
Refreshments including coffee, soda & water available throughout the day.
- 8:30-9:00am      **FTA UPDATE** *(Salon A)*  
Facilitator Name, Title, Company
- 9:00-9:15 a.m.      **BREAK**
- 9:15-10:30 a.m.      **BREAKOUT SESSIONS**
- ADA 101: Requirements, Best Practices & Knowing the Law**      *(Salon E)*  
**Derek Muench, Shoreline Metro**  
*How long can a customer be on board your bus? Are securements required? Can you charge as much as you want for a trip? ADA is a very complicated and often difficult subject to understand and it can be even more challenging to oversee and ensure compliance. Mr. Muench has over 15 years' experience in public transit and will take you through the world of ADA and provide an overview training. He will share personal experiences, best practices, "do's and don'ts" and answer your questions. When it comes to the ADA, there's no room for error.*
- WIS GO Fare Collection**      *(Salon F)*  
Tim Hosch (MCTS) & Kristina Hoffman (MCTS)  
*Join us for a fun and interactive discussion about modernizing fare collection in Wisconsin. Hear from Milwaukee County Transit System (MCTS) and the Umo division of Cubic Transportation Systems on Milwaukee's upcoming launch of their new account-based fare collection system, including a mobile app, ticket vending machines, smartcards and more! Open discussion time will include opportunities and challenges of existing fare collection systems, as well as how a Statewide regional transportation application could raise the profile of public transit in Wisconsin.*

## 2022 WIPTA FALL CONFERENCE SCHEDULE (FINAL)

### ***Biking, Walking and Taking the Bus:***

#### ***Working Together Towards Less Car Dependence***

*(Salon G)*

#### ***Heather Cleveland, Green Bicycle Co.***

*Sheboygan Active Transportation, a group of community members with a variety of education, skills and passion for active transportation, will share a presentation about their desire and efforts to help create a more bikeable and walkable community for everyone. We will discuss opportunities for connectivity, partnership, and increased ridership. Additionally, hear from people that live car-free or in a one-car household about the importance of biking, walking, and public transportation.*

10:30-10:45 a.m.

#### **BREAK**

10:45-2:00 p.m.

#### **WIPTA ANNUAL MEETING** *(Salon A)*

*\*Virtual option available\* \*Members only\**

Boxed lunches served at 11:30 a.m.

#### **CONCLUSION OF 2022 WIPTA FALL TRANSIT CONFERENCE**