

## COMMUNITY MOBILITY

Monday, July 19

9:00 - 9:45 am: **Kick Off Workshop: COVID Crystal Ball** – Kary Hughes, SWTA Staff (Ft. Worth, TX) & Kristen Joyner, KJ Backpack (Concord, N.C.)

9:45 - 10:45 am: **Determining Equity Gaps** - (panel to be announced soon)

11:00 am – Noon: **Census Data Discovery & Application** - Chris Zeilinger, Community Transportation Association of America (Washington, D.C.) & Merideth, Greene, Nelson-Nygaard (Austin, TX)

1:00 - 2:00 pm: **Using Infrastructure to Enhance Mobility** - Todd Hanson, Texas Transit Institute (College Station, TX)

2:00 - 3:00 pm: **AV Accessibility: Practitioner & Futurist Focused** - Ron Brooks, Accessible Avenue (Phoenix, AZ)

3:15 - 4:30 pm: **Transforming Mobility: Building Equity into Transportation Today & Tomorrow** - Ron Brooks, Accessible Avenue (Phoenix, AZ) & Kary Hughes, SWTA Staff (Ft. Worth, TX)

Tuesday, July 20

9:00 - 11:00 am: **Mobility Technology - Bridging the Gaps** - Daisy Wall, Routematch by Uber (Atlanta, GA); Kendra McGeady, Pelivan Transportation (Big Cabin, OK); Barb Cline, Prairie Hills Transit (Spearfish, S.D.) & Paul Hamilton, Regional Transit District (Denver, CO)

11:00 am - Noon: **ADA Updates & More** - Dawn Sweet, Federal Transit Administration (Washington, D.C.) [invited]

1:00 - 2:45 pm: **Using Data to Build Communities** - Michael Walk, TTI (College Station, TX); Marilyn Dillon, Ph.D., EMBARK (Oklahoma City, OK); Gail Nehls, Envida (Colorado Springs, CO) & David Armijo, South Central RTD (Sunland Park, NM)

3:15 - 4:30 pm: **Wrap-Up: Community Engagement: How has it changed, what stays, what leaves?** - Ron Brooks, Accessible Avenue (Phoenix, AZ); Scott Wilkinson, AlphaVu (Washington, D.C.); Kristen Joyner, KJ Backpack (Concord, N.C.) & Alex Aitken, SWTA Staff (Ft. Worth, TX)

## MARKETING

Monday, July 19

9:00 - 9:45 am: **Recruiting Front Line Staff** - Alex Aitken, SWTA Staff & Amie McNaylor, Capital Area Transit System (Baton Rouge, LA)

10:15 - 11:30 am: **Communicating New Mobility Modes to Customers** - Sarah Ault, Denton County Transit Authority (Denton, TX) & Drew Myers, Tulsa Transit (Tulsa, OK)

1:15 - 2:30 pm: **Building Awareness & Excitement for Capital Projects** - (panel to be announced soon)

2:45 - 4:00 pm: **Successful Ballot Measures** - Jim Neagle, North Central Regional Transit District (Espanola, N.M.) & Scott Bogren, Community Transportation Association of America (Washington, D.C.)

4:00 - 5:00 pm: **Marketing Happy Hour** - Alex Aitken, SWTA Staff (Ft. Worth, TX)

Tuesday, July 20

9:00 - 10:15 am: **Producing Media Spots Affordably & In Challenging Times** - Rubina Cohen, Firefly Strategies (Santa Fe, NM), Allyne Clark, Rio Metro (Albuquerque, NM) & Amie McNaylor, CATS (Baton Rouge, LA)

10:30 - 11:45 am: **Evolving Approaches to Public Input** - Sam Sargent, Capital Metro (Austin, TX); Janet Yeow, AECOM (Phoenix, AZ) & Jon Garry Herrera, VIA Metro (San Antonio, TX)

1:15 - 2:45 pm: **SPOTLIGHT Award Winners' Campaign Recaps** - Richard Maxwell, BluWave-ai (Fort Worth, TX)

3:15 - 4:30 pm: **Wrap-Up: Community Engagement: How has it changed, what stays, what leaves?** - Ron Brooks, Accessible Avenue (Phoenix, AZ); Kristen Joyner, KJ Backpack (Concord, N.C.) & Alex Aitken, SWTA Staff (Ft. Worth, TX)

## TRANSIT LAW

Wednesday, July 21

• 9:00-10:15 am: **Preparing I-9 Audits That Meet DHS Requirements** - Margie Faulk, ComplianceKey (Middletown, DE)  
• 10:30-11:45 am: **FTA Civil Rights Update** - Dawn Sweet, Federal Transit Administration (Washington, D.C.) [invited]  
• 1:00 - 2:15 pm: **FTA Virtual Regional Counsel Roundtable** - Charla Tabb, Region 6 (Fort Worth, TX); John Lynch, Region 8 (Denver, CO); & Martia Fox, Region 9 (San Francisco, CA)  
• 2:30 - 4:00 pm **13C Issues for Large & Small Systems** – Tony Anderson, Thompson Coburn LLP (Washington, D.C.)  
• 4:00 - 5:00 pm: **Ethics & Professional Conduct** – (speaker to be announced soon)

Thursday, July 22

• 9:00 -10:15 am: **Enforcing Mandates - The COVID Era and Beyond** - Mary McDougal-Devine, VIA Metro (San Antonio, TX)  
• 10:30 - 11:45 am: **The Latest in Procurement Requirements** - Jim LaRusch, Raul V. Bravo + Associates (Washington, D.C.)  
• 1:00 - 2:15 pm: **Legal Issues in Employee Recruiting** (presenters to be announced soon)  
• 2:30 - 4:00 pm: **Legal Potpourri: Challenges & Trends in Transit Law** - Moderated by Mary McDougal-Devine, VIA Metro (San Antonio, TX) & Rich Sampson, SWTA Staff (Ft. Worth, TX)