



SOUTH WEST TRANSIT ASSOCIATION

FREEDOM THROUGH TRANSIT

ANNUAL TRANSIT CONFERENCE & EXPO

Shreveport, Louisiana  February 23 - 26, 2020

Sunday, Feb. 23

2:00 - 5:00 p.m.
SWTA Board of Directors Meeting

5:30 - 6:30 p.m.
Opening Reception

Monday, Feb. 24

8:00 - 9:15 a.m.
Opening Session: Transit Provides Freedom Through Social Responsibility

9:30 - 11:45 a.m.
CEOs Forum
Management & Leadership
Marketing & Partnerships

12:00 - 1:15 p.m.
SWTA Membership Meeting, Awards
Advocacy Update from SWTA, APTA & CTAA

1:30 - 3:45 p.m.
Technology & Innovation
Planning
Management & Leadership

4:00 - 5:00 p.m.
Keynote Address: Date Night & Self-Driving Cars
Ron L. Brooks

5:30 - 7:30 p.m.
EXPO Reception

Tuesday, Feb. 25

8:00 - 9:00 a.m.
General Session: Next Steps to Combat Human Trafficking: A Survivor's Perspective

9:15 a.m. - 4:30 p.m.
NTI 2-Day Procurement Workshop

9:15 - 11:30 a.m.
Operations
Safety & Security
Technology & Innovation
Maintenance

11:30 a.m. - 2:00 p.m.
EXPO Lunch

2:15 - 4:30 p.m.
Operations
Safety & Security
Tours: Shreveport's SporTran System

6:00 - 9:00 p.m.
Mardi Gras with SWTA

Wednesday, Feb. 26

7:30 - 9:00 a.m.
Closing Breakfast: FTA Regional Administrators' Living Room Session

9:00 a.m. - 4:00 p.m. - Training Workshops:

- NTI 2-Day Procurement Workshop
- Finance Workshop: Managing Your Dollars with Sense
- Tribal Transit Forum (with TRaMS for Tribal Transit)

Breakout Tracks & Session Topics

CEOs Forum

- Growing Ridership
- Personnel: Recruit & Retain
- Innovative Service Models
- BRT, and other topics...

Management & Leadership

- ADA Reasonable Modification
- Women Lead the Way
- Using Privilege to Achieve Harmony in the Workplace

Marketing & Partnerships

- Storytelling & Data for Mobility
- Successful Partnerships with Health Care

Technology & Innovation

- Asking The Right Questions BEFORE You Buy
- Innovation Theatre
- On-Demand Shared Mobility in Communities of All Sizes
- Realizing Micromobility

Planning

- Understanding Ridership in the SWTA Nation
- Developing Microtransit in Low-Density, Low-Demand Service Areas

Operations

- Deploying Zero-Emissions Infrastructure
- Trauma-Informed, De-Escalation Techniques to Address Behaviors
- Updates on Drug and Alcohol Programming
- How to Save Money - and Still Have a Compliant FTA Drug & Alcohol Program

Safety & Security

- Building a Proactive Safety Culture
- BRT Safety & Signal Priority Technology
- Cyber Security, Trespassing Awareness & Theft
- Updates in Rail Safety

SWTA Maintenance Forum

New methods, ideas, and technologies to make transit bus maintenance safer, more efficient, and cost effective