



Meeting Date: June 28, 2023

Agenda Item: #C.7

MEMO

SUBJECT:

Approve Executive Director Conference Request – North State Transit Symposium July 12-13, 2023 Eureka, Ca.

SUMMARY:

A 2 day event to discuss Zero Emission Fleet & Infrastructure on day 1 and Attracting Ridership on day 2. Hosted by Humboldt Transit.

Approve MTA's Executive Director to attend the 2023 North State Symposium, July 12-13, 2023 in Eureka, CA.

North State Transit Symposium

July 12 & 13, 2023

Sequoia Conference Center

Eureka, CA

PROSPECTUS

Hosted By:



Sponsored By:



North State Transit Symposium

July 12-13, 2023



Sequoia Conference Center
Eureka, CA

Symposium Schedule

Wednesday, July 12, 2023

Zero Emission Fleet & Infrastructure

Hotel Pick Up	9:00 AM *	9:15 AM #	* Comfort Inn # Bear River Casino
Opening	10:00 AM	10:15 AM	Opening
Session 1	10:15 AM	11:15 AM	Starting the Process: CARB Regulations and Understanding LCFS Credits; Regional Coordination Strategies
Session 2	11:15 PM	12:00 PM	Leveraging Consultants for Grant Writing Support
Lunch	12:00 PM	1:00 PM	Catered Lunch By Luis Mexican Restaurant
Vendors Tour	1:00 PM	2:00 PM	Vendor's Hall and Exhibits
Session 3	2:00 PM	2:45 PM	Understanding Your Electric Infrastructure Needs
Session 4	2:45 PM	3:30 PM	Exploring Hydrogen Fuel Choices
Presentations	3:30 PM		Vendor Presentations
Bus Depart	5:00 PM		Bus departs Sequoia Conference Center to Bear River Casino
Evening Event	5:30 PM	8:30 PM	Dinner and Casino Night: Bear River Casino
Bus Pick Up	8:30 PM	9:00 PM	Bear River Casino to Eureka and Fortuna

Thursday, July 13, 2023

Staffing Shortages and Attracting Ridership

Hotel Pick Up		If Needed	Pre-arrange with HTA on July 12th
Breakfast	7:30 AM	8:30 AM	Continental Breakfast
Session 5	8:30 AM	9:15 AM	Addressing the Public Transit Workforce Shortage
Session 6	9:15 AM	10:00 AM	Simplifying Fares
Break	10:00 AM	10:15 AM	
Session 7	10:15 AM	11:00 AM	Using Technology to Attract Ridership.
Session 8	11:00 AM	11:30 AM	Innovative Marketing Strategies
Vendors Tour	11:30 AM	12:30 PM	Catered Lunch by C & C Market
Lunch	12:30 PM	1:30 PM	Vendor's Hall and Exhibits
Session 9	1:30 PM	2:15 PM	Riding the Bus Doesn't Need to be Difficult
Session 10	2:15 PM	3:00 PM	TDA's Future



Humboldt County

*Where the forest
meets the ocean!*

