

TRANSITCON 2022



Conference Agenda

Welcome to TransitCon 2022! The only free and virtually accessible transit conference for nerds alike. While you will receive an email with instructions on what to do to access the conference on 1/30/2022, please use this agenda as a more formal way to commemorate this amazing event! Welcome to the TransitCon Family!



**JANUARY 30,
2022**



**Access to Conference
(click icon found on
every page)**



How to TransitCon?

Please use the hashtag #TransitCon2022 on all socials!

<h2>1) Enter the Community</h2>	<p>All of TransitCon's day of messaging will be on Slack, as it's the easiest to organize the community and "network" in a virtual sense.</p>	<p>SLACK CHANNEL</p>
<h2>2) Navigate the Agenda & Enter the Conference</h2>	<p>While the agenda below is a pdf, it's easier to navigate the real time speaker agenda with the zoom links in our Airtable interface. We also have an Excel file with the exact same information for text to speech.</p>	<p>AIRTABLE AGENDA EXCEL AGENDA (TEXT TO SPEECH)</p>
<h2>3) Enjoy!</h2>	<p>This conference is engaging, so feel free to go from talk to talk with your camera on! Please engage with the talks, but only when a speaker indicates as such. Lastly, any hate, voluntary disruption, disrespect or intolerance of any kind will result in a ban from the conference.</p>	



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Our Team



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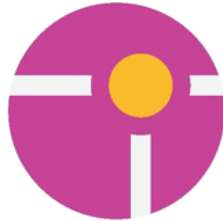


Our Speakers



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they/them
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Ashli Molina

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Our Speakers



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Our Speakers



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she/her
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he/him
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Our Speakers



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he/him
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Madison Ned Butler

they/them
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Marc Ebuña

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Our Speakers



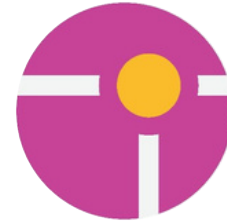
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Red Line Room

11:00 AM

The Many Pitfalls of Building Modern Regional Rail in North America

Toronto is currently undertaking a fantastic project to overhaul its regional commuter network, converting it into something akin to an S Bahn network. While this project is positive, there have been numerous missteps and planning issues which risk severely kneecapping North America's largest transit project.

11:30 AM

High-Speed Rail: Costs and Best Practices

High-speed rail is a flashy megaproject, the symbol of modern transportation in the countries that have built the largest systems. This makes it politically and economically controversial - decisions are made at the highest levels and analyzed in the professional literature. The talk presents a database on comparative costs and some analysis about how to build the best, most cost-effective systems possible.

12:00 PM

Getting Planning for Transit Right

How Sustainable Urban Mobility Plans could improve transit planning in North America

12:30 PM

Improving Rail in the United States: Start Fresh or Improve Bit by Bit?

This session will tackle the thorny question of whether the best way to accomplish a rollout of truly modern intercity rail service in the US is to incrementally improve existing service and infrastructure or build out an entirely new system. It's easy to say that the answer is some of each--but what are the specific risks and benefits attached to each approach?



**1:00 PM*****It is Not Your Father's Bus Anymore***

This session will cover on-board and centrally-located bus technology that is commonplace today, and then will discuss the future of technology-enabled mobility.

**1:30 PM*****Making Connections- Exploring The Impact of Inequitable Transit, Morning Keynote***

We'll take a look at the impact of poor transit service and who it impacts and we'll explore possible solutions to this inequity.

**2:00 PM*****30 Min Break*****2:30 PM*****Transit App Presentation***

How Sustainable Urban Mobility Plans could improve transit planning in North America

**3:00 PM*****The Great Convergence: Transport Sector Decarbonization & Pandemic Effects***

The transport sector faces its greatest challenge in the 21st century with the convergence of decarbonization and the after-effects of the greatest pattern break of our lifetime, COVID-19. We will explore whether there are ways to effectively respond to both, cost & revenue implications, and impacts on transport justice.

**3:30 PM*****Why New York Stopped Building Subways--and Lessons for the Future***

New York City built what remains one of the most extensive subway networks in the world largely in a forty-year period at the beginning of the 20th century. Since then, it has built next to nothing--a turn that was entirely unexpected. This talk will look at how and why the abrupt end of subway construction happened, what that portends for other cities with fast-growing transit systems, and how such an outcome can be prevented.



**4:00 PM*****Why Your Flight is Late: A look at what it takes to get you from A to B***

This talk would be a dive into some of the reasons a flight may depart late and the tools airlines use to keep flights on time. I would be happy to provide a more in depth abstract if this is something you feel would add to your program.

**4:30 PM*****Species of BRT***

The phrase "Bus Rapid Transit" has been used to describe many different kinds of projects. We can -- and should -- debate which are truly BRT. But it is also with looking at this variety of approaches -- busways, center running arterial BRT, curb lane BRT lite, rapid bus, freeway express -- and thinking about how each of them makes bus better. This talk will be an attempt to categorize the species of better bus and start a discussion on how we talk about BRT on its own merits, not just in comparison to rail.

**5:15 PM*****The Policy Playbook for a More People-Oriented City***

In this session, we will discuss the ways in which design guidelines, planning regulations, funding and enforcement policies can all help make walking, cycling, and riding public transit safer, more reliable and sustainable for cities. The presentation will offer a sample set of policies, ideas and examples of things all cities could be doing to pursue a more equitable, people-oriented future.

**6:00 PM*****Evening Keynote***

See [Page 20](#) for more details



Green Line Room

11:00 AM

Transportation in Large Cities: Moscow, Russia

Moscow is one of the most prominent internationally recognised cities. Over the last decade, it has undergone an impressive urban mobility upgrade through a set of large projects, including streetscape improvement, metro network extensive expansion, railway network complete overhaul, and highway network development. The session is aimed to provide a detailed overview of one of the most complex yet ambiguous urban transformations in the world and introduce the experience of Moscow, Russia to the broader international audience.

11:30 AM

Transit Typography 101

Comic Sans on a bus destination sign? Centered text in a paragraph of words in a PowerPoint presentation?! We'll go over a brief introduction to typography and how it intersects with transit in many ways. Come ready with your favorite examples of excellent typography and samples from your wall of shame!

12:00 PM

TBD

Please see real-time agenda for programming.

12:30 PM

Transit Apps for Transit Geeks: Pantograph Transit Tracker and the Power of Open Data

Let's talk transit tech! More and more agencies publish both schedule and real-time information that developers use to make our favorite transit apps.

Pantograph is an app that uses this data to display system information that us (proud!) transit geeks love as riders and fans, like a dispatch-style map of every active vehicle, their make and model, and assignment records. We'll cover open data feeds, how I use them in Pantograph, the importance of all this, and more. Accessible for all knowledge levels.



**1:00 PM*****Advocacy Progress on Integrated, Affordable Fares in The Bay Area***

Last year, Bay Area transit organizations and riders made significant progress in advocating for more integrated and affordable fares, including achieving significant regional commitments to pursue an all-agency transit pass, free transfers, and standardized regional fares starting with first steps in 2022. Learn about the multi-year campaign that has organized hundreds of transit riders and dozens of diverse organizations in support of integrated fares, lessons learned from our advocacy, and what's coming next.

**2:00 PM*****30 Min Break*****2:30 PM*****Urban History & Planning the Future***

What can Urban Historians offer to American transit discussions? When constructing equitable urban landscapes in the present, historians can provide cultural, political, and economic advice that prioritizes anti-racism and environmental sustainability in culturally relevant ways. Urban Historians can also help inform transit foresight that takes into account ongoing gentrification, local policing policies and violence, and calls for reformative justice. "Urban History & Planning the Future" will address some of the ways professional historians can use the past to inform a better future, and one where public transit is a part of liberation.

**3:00 PM*****The Symbiotic Intersection of Transit and Public Space***

Few factors affect the shape and function of a city's public realm more than its transportation network. All too often, however, the transit world overlooks vital issues of public space. This talk will explore the symbiotic relationship between transit and public space, examining how transit shapes the public realm, looking at how busy transit nodes can become major centers for everyday urban life, and discussing how planners, engineers, and organizations can begin to improve the quality of the public realm under their stewardship.



**3:30 PM*****History of Rail Transit in Orlando:1990s to Now***

My session will give an overview of rail history in Orlando from 1990s to present. Specific topics discussed will be the failed Light Proposal in the 1990s, the Orlando Streetcar that was converted into BRT, the 2 canceled HSR projects by Jeb Bush and Rick Scott, Sunrail's success at actually opening and future plans for the system, Brightline's impending opening, as well as general miscellaneous info about transit in Orlando. Not known for transit, Orlando has had a long list of failures that many people do not know about and this will provide a great learning opportunity for people unfamiliar with the region.

**4:00 PM*****ARTS at King Street Station***

ARTS at King Street Station is a 7,500–square–foot cultural space available to the general public, including an art gallery with an innovative movable wall system, a studio for artists–in–residence, community gathering space, and administrative offices for the Seattle Office of Arts and Culture.

**4:30 PM*****Advocating Future Generations of Transit Riders***

UC Berkeley, over the course of the last two years of the COVID–19 pandemic, had to pivot in addressing the current crisis of providing transit and being at the forefront of recovery, with the advocacy of providing opportunities to have great transit service for future generations, not just the current students who are on campus. We intend to take a look at what UC Berkeley has done in the past 22 months to better create transit outcomes for not only our students, but the employees who make up over 50,000 affiliates.

**5:00 PM*****15 Min Break*****5:15 PM*****Why is it so expensive to build a subway in the United States?***

This talk will examine the question, “Why is it so expensive to build transit infrastructure in the United States?” We will look at domestic cases from New York, Los Angeles, and Boston and international examples from Istanbul, Rome, Milan, Seoul, and other cities. We will conclude with some hopeful recommendations!



Blue Line Room

11:00 AM

How to Find (Almost) Anything in Transportation

Does transportation research leave you perplexed? Do you either find millions of unusable sources or nothing at all? Cara Marcus, National RTAP Resource Center Manager, will introduce you to a host of new tools and techniques so you can become a successful transportation information searcher.

11:30 AM

TBD

Please see real-time agenda for programming.

12:00 PM

Storytelling for Connectivity

In this “hands on” session you’ll learn: 1) Why the science proves storytelling is a superpower 2) Melissa’s simple 10-step story map for compelling stories 3) Why you need to wrap your data in stories to humanize and illuminate it and 4) Why solutions storytelling is key to being an effective communicator today.

12:30 PM

Toward a Transit Manufacturing Renaissance

A generation ago, we had in-built constituencies that fought for transit infrastructure investment: the engineers that created the technologies deployed, the firms that built equipment and needed reliable ways to move goods, and the workers that powered and maintained them, to say nothing of riders themselves. Today, with the dislocation of domestic manufacturing supply chains and workforces, less than 10% of the value-addition to our rolling stock alone is domestic. We no longer have the same level of political will to maintain infrastructure, and we’re also left without a crucial source of technological innovation. To move forward, we need a manufacturing renaissance that closes the loop between innovators on the cutting edge of research, the transportation agencies that know the exact technologies that are required and that implement them.



**1:00 PM*****Tunnel Visions: The Death and Rebirth of Rail Tunnels in Marin County***

Marin County, California was once home to a busy network of rail transportation. And due to its challenging topography, many tunnels were dug through the county's rolling hills. Long-abandoned after the rise of the automobile, the tunnels are being looked at anew, reimagined for commuter rail and bike/pedestrian access. We'll learn the tunnels that have seen new life, and those that have still to be reopened.

**2:00 PM*****30 Min Lunch*****2:30 PM*****The Benefits of Long-Distance Passenger Rail***

Madison Butler shares the history of Rail Passengers Association, the nation's oldest and largest passenger advocacy network. From passing legislation launching Amtrak in the 1970's to our work on the Infrastructure Act in 2021, we will talk about how networking advocates and publishing economic and environmental impact studies has historically improved and connected communities across America.

**3:00 PM*****Hawai'i County Innovations***

Discussing the implementation of a Master Plan to rebuild a transit agency as a mobility agency

**3:30 PM*****Redefining Transit Leadership***

The pandemic has revealed just how essential transit is to our communities and those who rely on it. Moving forward, transit systems will need to continually adapt to evolving climate, economic, social, and political situations. We'll need transit leadership that is not only more representative of the riders they serve but also has the interests of riders at the core of their decision-making. But what does it mean to be a leader in transit and how might we cultivate the next generation of leaders to guide us to more just, reliable, and prosperous cities?



**4:00 PM*****"How Do You Do, Fellow Kids?" Social media and transit agencies in the COVID Age***

More and more transit agencies are getting involved and investing more into digital communications, namely social media. It is often considered the easiest, most low-cost investment to connect with the general public, especially when ridership levels are still fractional to pre-COVID times and long-term funding remains unstable. What is social media good for for a transit agency beyond memes and TikTok dances? I want to present the purposes, the utilities and the strategies a transit agency can bring to their social media plan.

**4:30 PM*****Interoperability Now! Why the Mobility Data Interoperability Principles are important for agencies and riders.***

The public transit technology industry has not sufficiently addressed a fundamental technology need which has created a problem for agencies, the riders they serve, and it impedes any aspect of life that benefits from efficient public transit. Transit data systems provided by different vendors should talk to each other (interoperate), but in most cases they don't. So, how can we work together to advance standards and drag the transit industry into modernization?



Yellow Line Room

11:00 AM

Inclusive Smart Mobility: Transit's Role at the Intersection of Transportation Equity & Technological Innovation

Technology innovations continue to enter the transportation market at a breakneck pace, offering people ever more transportation options—and more ways to book that travel. How can public transit agencies ensure that mobility innovations close, rather than exacerbate, gaps in mobility innovation? And what role does transit play in promoting equity as part of a greater transportation ecosystem?

12:00 PM

Transit Construction Costs in Hong Kong: What to Emulate and What to Avoid

Comparative review of the past, present, and future of transit infrastructure construction in Hong Kong, with particular focus on how costs escalated and then exploded following the completion of the three-line starter system. Discussion will be aimed at drawing lessons for cost control in the Anglosphere and non-Anglosphere localities alike.

12:30 PM

Transit Change-Making in Practice: The how, not the what (60 Min Workshop)

We all have ideas on what is needed to improve transit systems and policy, but how to make those changes become reality is much harder. Transformational change requires organizing and building inside/outside relationships to overcome both the ingrained power structures and the complexity of patchwork systems holding transit agencies together. The learning objectives for the session are for attendees to think about their role as change-makers, to sharpen their analysis of power and theories of change, and explore the challenge of complexity at transit agencies.



1:00 PM***The Many Paths to Transit Enlightenment***

Advocating public transit improvements is often an exercise in long term frustration, as decades can go by with only poorer service and line closures. But there is a way to work through these feelings - a lot of it has to do with understanding human nature. Many tools & approaches are available to avoid falling into the well of bitterness, to keep sanity & serenity, and to make a difference.

2:00 PM***The National Transit Map - Using GTFS Data for Analysis and Visualization, The National Transit Map - Using GTFS Data for Analysis and Visualization (60 min workshop)***

This session will cover the history and background of the GTFS spec and the National Transit Map, examples of interesting uses of GTFS data within and outside of trip planning applications, and a step-by-step tutorial that demonstrates how to set up GTFS files in Excel to visualize transit frequencies in QGIS. It will be of interest to transit professionals, cartographers, and data nerds of all stripes.

3:00 PM***Solutions for the future from principles of the past: the potential promise of a Midwest interurban line***

The demise of the CRANDIC interurban railway from Iowa City to Cedar Rapids, Iowa nearly 70 years ago has meant that public transportation between the two cities today is worse than it was a century ago, even as the region's population has more than tripled in the same time. Hardly a unique story in the Midwestern United States, the demise of the CRANDIC line in favor of automobile infrastructure has resulted in deleterious impacts on land use, accessibility, safety, and emissions. A closer look at the path of the old CRANDIC line, and movement towards its revival, can be viewed as a case study in how learning from the past can assist us in building a safer, greener, and more accessible future in an area not traditionally known for its public transit plaudits.



3:30 PM***Skate: Building a Better Bus Dispatch App***

Bus service is a profoundly human system that relies heavily upon quick decision-making, countless phone calls, a lot of paper, and externalities. But, if we give our operations staff powerful, modern tools, we can actually make service better and capture the “human” element of bus service that makes real-time rider data hard. That's where Skate comes in: Skate is the Massachusetts Bay Transportation Authority's bus dispatching tool that offers on-the-ground officials bus tracking and operator information that helps them manage and monitor buses in real time. Come learn how we built our open-source tool in-house, what we've learned along the way, and where we plan to take the tool next.

4:00 PM***Why is it so expensive to build a subway in the United States?***

This talk will examine the question, “Why is it so expensive to build transit infrastructure in the United States?” We will look at domestic cases from New York, Los Angeles, and Boston and international examples from Istanbul, Rome, Milan, Seoul, and other cities. We will conclude with some hopeful recommendations!

4:30 PM***1 Line, 2 Line, Red Line, Blue Line: The semiotics of color-named transit lines***

Informed by linguistic anthropology and semiotics, this session applies research on basic color terms (Berlin & Kay, 1969) to the naming of transit lines by color. This session will look into some of the social and linguistic concerns that may go into whether naming transit lines by color is appropriate.



Keynotes



Jarred Johnson

CEO, Transit Matters

MORNING KEYNOTE:

Making Connections- Exploring The Impact of Inequitable Transit

We'll take a look at the impact of poor transit service and who it impacts and we'll explore possible solutions to this inequity.

1:30 PM EST



Sarah Meyer

Chief Customer Officer,
MTA



J.P. Chan

Senior Director Creative,
MTA

Evening Plenary with Sarah Meyer & J.P Chan

Moderated by
Reed Alvarado, WSP

6:00 PM EST

