



## CTRTAP 2016 Spring Conference

**Monday, April 25, 2016**

**8:30 AM – 2:00 PM**

ConnDOT

2800 Berlin Turnpike, Newington, CT 06131-7546

Conference Rooms A & B

### Schedule:

- 8:30 Registration (Coffee and Pastry)
- 9:00 Welcome Remarks – *Joanna Juskowiak, DOT and Michele Brooks, CTRTAP*
- 9:15 - 10:15 Session I

#### **Marketing Toolkit** – *Jerry Emanuel, Resource Center Manager, National RTAP*

Jerry will introduce the new free toolkit developed by National RTAP. The Marketing Toolkit is designed as a comprehensive and practical guide for rural and tribal public transportation agencies to develop and implement successful marketing programs for their systems. The goal of this toolkit is to help transit managers when they need to step into the marketing role by supplying them with the information and tools they need in a straightforward way.

- 10:15 – 10:30 Break
- 10:30 – 11:30 Session II

#### **Distracted Driving**– *Dennis Gagne, Safety Director of MA/Maintenance/Facilities, Dattco*

The statistics on the impacts of Distracted Driving are staggering. Dennis will review the training program used by Dattco to make their drivers aware of this serious concern and to take steps to prevent it.

- 11:30 – 12:15 Lunch Break

- 12:15 – 1:30 Session III

**The Value of Travel Training** –*Valerie Rienks and Christine Maguire, Kennedy Center; Julie Dupree, Project Action - Easter Seals*

This session will focus on the value of offering some form of travel training for passengers at transit agencies. It will cover the highlights of what is involved in travel training and how it relates to increasing use of the transit system.

- 1:30 – 1:45 Wrap-up