



Behind the Scenes

Executive Director's Report

TRANSED is the International Conference on Mobility and Transport for Older Adults and People with Disabilities. Held every two or three years, TRANSED conferences are milestone events in the field of accessible transportation, attracting researchers, policymakers, transport operators, consumers and other specialists from around the world to share innovations and best practices in order to make transportation and mobility accessible to everyone.

A few weeks ago, at the latest TransEd Conference (held virtually), I had the opportunity to present at a technical session on paratransit. My presentation, "Paratransit 2.0: Improving the ADA Paratransit Experience," discussed the various initiatives that Access has implemented over the last five years in terms of technology and additional Key Performance Indicators. I also discussed how Access' status as an independent public entity and our Board structure (with customer representatives) helped make these changes possible.

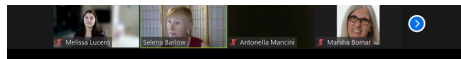
Please contact me directly (colaiace@accessla.org) if you would like a copy of the presentation or have any other questions about Access.

Andre Colaiace
Executive Director

access

CTSA Extension hosts Public Transit Marketing Research class

Market research is an essential tool for guiding transit planning and marketing decisions. It plays an important role in ridership promotion, service development and branding efforts. CTSA Extension recently hosted a workshop focused on Public Transit Marketing Research. The training was facilitated by Selena Barlow, owner of Transit Marketing, LLC. She has more than 25 years of experience in marketing public transportation services and works with various transit agencies as a market research consultant.



Objectives – why are you conducting this research?

- To profile ridership
- To demonstrate the value of public transit to the community
- To evaluate your systems awareness and image
- To provide info to guide service planning
- To evaluate need/potential for new or expanded services
- To evaluate service quality and learn how to improve the passenger experience
- To inform decisions about fares and fare media
- To identify marketing channels & messages

The class included an overview of techniques to assist transit professionals with overseeing, or even conducting research efforts. Participants were introduced to the market research process and discussed steps for planning effective studies. They developed strategies and skills to learn about the needs of their communities and customers. With an understanding of market research, participants will be able to better serve their constituents by making informed decisions about new transit programs and existing services.

The Public Transit Marketing Research class was offered as part of CTSA Extension's Learning and Development Program. To learn more about upcoming trainings, please click on the link below.

https://accessla.org/training/professional_development_train.html

Melissa Lucero
CTSA Analyst

WTS-LA: Mid-Career Refresh Virtual Panel Discussion



Last month we had the pleasure of attending a virtual panel discussion on resetting your career hosted by WTS-LA. The moderator and panelists included various human resource executives who work in the public and private sector.

During the first half of the discussion, panelists discussed their personal career paths, and the skill sets they admire in job applicants. One comment that stood out was the importance of highlighting extracurricular and volunteer activities on your resume. A panelist shared, "candidates should always take an opportunity when it is presented because you never know where it could take you." The panel gave attendees excellent strategies and tips on how to take your career to the next level with resume and interview tips.

To wrap up, panelists engaged in a Q and A session with attendees. They emphasized the role of mentorship and coaching in career progression. Good communication and collaboration were identified as key skills for professional growth. The panel also touched upon relationship management and gave their insights for dealing with ambiguity in our careers. More importantly, they reminded the audience to stay curious and enthusiastic about potential opportunities.

Melissa Lucero
CTSA Analyst

Onnika Payne
Transportation Planner

Commendations

"I am filing a smile for my driver, ID #8818. Every time he picks me up he assists me with walking to and from the vehicle. He is very polite and professional. I want to thank him for his service."

Khristine Olivas
Rider since Nov 1999

"Rider would like to file a smile for Kathlyne Lim from the Evaluation Center. She was very helpful, and I appreciated how kind Kathlyne was."

Jose Soriano Orendain
Rider since July 2013