

Supporting the needs of Texas' public transportation systems through statewide advocacy and education.

There's just one week left before TTA's State Conference, Expo and Rodeo.

[TTA's State Conference, Expo and Rodeo](#) on March 7-12, 2025, will offer attendees multiple networking opportunities with industry peers, along with featuring daily general sessions, multiple in-depth breakout sessions, and pre-conference workshops! Registration also includes admission to one of the largest public transportation expos in Texas! This year, TTA is bringing a whole new level of excitement with a Mini Golf Tournament inside the sold out Expo Hall.

Lastly, there are multiple networking opportunities including The Big Night Out at Quinta Mazatlan, sponsored by Metro McAllen which will offer an evening of live entertainment, with food and celebration amidst the vibrant ambiance of McAllen's urban oasis. We look forward to introducing you to the wonders of the Rio Grande Valley region.



TTA State Rodeo – Deadline to Register is Friday, 2/28/25!

Also, TxDOT will have their Semi-Annual Transit Operator's business meeting in conjunction with the TTA Conference on **March 12th @ 8:30a.m. – 11:30a.m.** at the McAllen Convention Center.

Please use the link below for more information on the conference or to book your room.

[Conference Information](#)

[Conference/Rodeo Attendee Registration](#)

2025 Conference and Expo

Highlights include:

- Texas State Rodeo Competition
- New Paratransit Maintenance Competition
- Pre-Conference Workshops, General Sessions & Breakout sessions
- TTA's Annual Awards Presentation
- Full Expo featuring Vendors, Vehicles, & Mini Golf Classic
- Multiple Networking Opportunities, including a Welcome Reception and Big Night Out!

Check [TTA Website](#) regularly & Hotel Links.

Get ready for an exciting and impactful Texas Transit Association Conference! This year's event is packed with must-attend highlights.

Dive into valuable learning experiences with **pre-conference workshops, engaging general sessions, and dynamic breakout sessions** led by industry experts. Celebrate excellence at TTA's **Annual Awards Presentation**, and explore our **full expo**, featuring top vendors, innovative vehicles, and a fun **Mini Golf Classic**. Plus, don't miss out on **multiple networking opportunities**, from the **Welcome Reception** to the unforgettable **Big Night Out**. Whether you're here to learn, compete, or connect the TTA conference is where the future of Texas transit comes to life!

[Register](#) Now!

2025 TTA State Conference Featured Presentations



Monday, March 10, 2025 Sponsored by UZURV

I'm Strong If You're Strong: Leadership By Developing The Gifts of Your People and Shaping A Winning Culture, Dr. Kevin Elko

Description: Structure drives function in every company, family, organization and team. As the leadership expert W. Edwards Deming has said, "Almost all problems an organization faces are systemic." Therefore, it is crucial for the leader to shape the culture over and over in much the same way that an athlete shapes muscle.

In this seminar, the leader learns first how to address the emotions of the team and to excite the team with a vision and a personal connection. Then, by "keeping the main thing the main thing," the leader learns how to maintain everyone's focus on meaningful tasks. Finally, since there are keystone habits that act as fulcrums by which other good habits present themselves, the leader learns how to identify the keystone habits and to bring about a higher level of focus on them.

This entire process occurs because the leader creates a daily "go to" script, designing the words he or she speaks. Thus, the leader has developed organizational muscle and likewise created a winning culture.

Tuesday, March 11, 2025 Sponsored by Motive

Us Vs. Them – The Funniest, Most Informative Generational Sessions Ever!

Jeff Havens

Description: Learn to replace the complicated four-generation model with a workable dichotomy between older, more experienced workers and their younger, less-experienced counterparts. Understand the key cultural, technological, and social changes that have conspired to create a disconnect between team members from these two generations. Walk away with several immediately applicable strategies to address and eliminate problems caused by the disconnect mentioned above.

Inspire a healthier, more robust work ethic in your younger employees (and your older ones, too). Inspire a healthier, more robust attitude toward change in your older employees (and your younger ones, too).



Tuesday, March 11, 2025 Closing Session sponsored by Transit Technologies

FTA Update From Gail Lyssy, FTA Region 6 Administrator

Description: Come hear about the latest news from FTA and bring any questions you may have. FTA Region 6 Administrator will provide a brief update from the FTA at the closing session. Ms. Lyssy has over 35 years of experience in the transportation industry. She joined FTA Region 6 in 1996 as the Regional Engineer, was promoted to Director of Program Management and Oversight in 2005, Deputy Regional Administrator in 2014 and Regional Administrator in 2020.

2025 - A New Year, A New Administration, A New You?" Paul Comfort

Description: As we step into 2025, changes in leadership bring shifts in transit priorities, including funding and fuel strategies. What does this mean for the future of public transportation, and how can we adapt to move forward? Beyond transit, this session will also challenge you to embrace renewal and personal growth as we enter the next quarter-century. Join us for an engaging and motivating close to the conference—let's go!



TTA 2025 State Conference and Expo Sponsors

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Event Sponsors



Austin Light Rail Phase 1



The Austin Transit Partnership (ATP) released a request for information (RFI) for industry feedback on [Austin Light Rail Phase 1's](#) largest procurement, which will seek partners to provide design and construction services for the project's transitway, tracks, systems, stations, bridges, traffic signals, utilities, drainage structures and streetscape. The contract is expected to extend through the duration of design, construction and opening for service, planned for 2033.

The Austin Light Rail Phase 1 project will feature all-electric trains running every five to 10 minutes most of the day, connecting people to major job centers, education hubs and iconic destinations throughout Austin, Texas. ATP notes the project includes 15 stations along a nearly 10-mile alignment, miles of new pedestrian and cycling paths and a new bridge across Lady Bird Lake.

Construction is scheduled to begin in 2027. [Read more here](#)



CAD/AVL SYSTEM

WORK SMARTER WITH NAVINEO: THE POWER OF CAD/AVL REINVENTED


EQUANS **redefines public transit operations** and **support improvement of service reliability** with **real-time CAD/AVL functionality**.

EQUANS is proud to support CCRTA, in Corpus Christi, TX, to upgrade their Fixed route, CAD/AVL, APC and Intelligent Transportation System.



CONTACT US

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www.navineo.co 

TTA's Legislative Day, Tuesday, February 25, 2025

We extend our gratitude to everyone who participated in this year's Legislative Day, from the members who took the time to meet with their representatives to the policymakers who engaged in meaningful discussions about the future of transit in Texas. The momentum gained from this event will undoubtedly contribute to the ongoing efforts to enhance and expand transit services throughout the state.

Throughout the day, TTA members engaged in productive conversations with their representatives, highlighting the importance of public transportation and advocating for policies that support sustainable, accessible, and efficient transit services across the state. These meetings allowed members to share real-world challenges and successes, reinforcing public transportation's critical role in local communities.

Stay connected with TTA as we continue working to support and strengthen public transportation in Texas. Together, we can drive progress and make a lasting impact on the communities we serve.



TTA Statewide Training Initiative (Upcoming pre-conference workshops)

These workshops are offered at **no cost**, but space is limited, so make sure that you and your staff don't miss out. This training opportunity is made possible with a grant through TxDOT.

March

Giving Effective Presentations:

March 9, 2025

In-Person

McAllen, TX

1:00 p.m.—4:00 p.m.

[Register Here](#)

March

Workplace Impairment Training

March 9, 2025

In-Person

McAllen, TX

1:00 p.m.—4:00 p.m.

[Register Here](#)

March

Heavy Duty Maintenance

March 9-10, 2025

In-Person

McAllen, TX

1:00 p.m.—4:00 p.m. (3/9)

9:00 a.m.—4:00 p.m. (3/10)

[Register Here](#)

March

Paratransit Maintenance

March 9-10, 2025

In-Person

McAllen, TX

1:00 p.m.—4:00 p.m. (3/9)

9:00 a.m.—4:00 p.m. (3/10)

[Register Here](#)

March

Managing Operational & Capital Costs at Rural & Small Urban Transit Systems

March 9, 2025

In-Person

McAllen, TX

1:00 p.m.—4:00 p.m.

[Register Here](#)

March

Rural & Small Urban Transit Service Design for the Future: The Art & Science

March 9, 2025

In-Person,

McAllen, TX

1:00 p.m.—4:00 p.m.

[Register Here](#)

TTA's upcoming Webinars:

March

10 Steps to Starting a Travel Program

March 20, 2025

Virtual

10:00 a.m.—11:30 a.m.

[Register Here](#)

March

Navigating Accessibility: Understanding Fixed Route & Paratransit ADA Req.

March 27, 2025

Virtual

9:00 a.m.—12:00 p.m.

[Register Here](#)

Newsletter Sponsorship

Sponsoring the TTA newsletter, by purchasing ad space, can be a powerful way to reach decision makers at member agencies across the state. It will also help to increase exposure in a receptive environment (your customers inbox) and can subtly promote your brand whilst gaining goodwill throughout the entire association. TTA newsletters are a particularly useful tool for communicating with customers, building engagement, and directing customers to key content.



TTA Member Price

Full Page Ad single issue	\$500
Full Page One Year	\$2,000
Half Page Ad single issue	\$250
Half Page One Year	\$1,000
Business card Ad single issue	\$100
Business card One Year	\$500

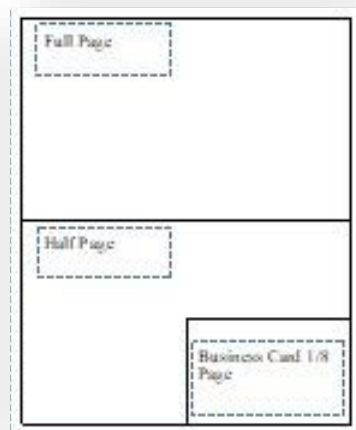
Non-Member Price

Full Page Ad single issue	\$750
Full Page One Year	\$3,000
Half Page Ad single issue	\$400
Half Page One Year	\$2,000
Business card Ad single issue	\$200
Business card One Year	\$1,000

There are sponsorship levels available for any budget. You are able to sponsor a single issue or the entire year. For more information or to start your ad please contact:

Laura Herrera
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Time for Membership Renewal

As we move forward with our commitment to advancing public transportation in Texas, we invite all members to renew their membership for another impactful year. Together, we are shaping the future of transit and ensuring communities across Texas benefit from safe, efficient, and sustainable transportation options. Renewing your TTA membership means staying connected, informed, and engaged in the collective work we are all doing to support Texas transit.

Why Renew Your Membership?

Here’s a glance at what your membership offers:

Not a Member?
Join Today!
Contact us (512) 900-0550
laura@txtransit.org or allen@txtransit.org

- **Networking Opportunities**
Connect with other transit professionals, leaders, and industry advocates across Texas. Share ideas, discuss solutions, and collaborate on projects that matter to you and your community.
- **Discounts on Event Registration**
Enjoy member-only rates for TTA’s major events, including our annual State Conference, Expo, and Rodeo. This year’s event, taking place in [McAllen from March 7-12, 2025](#), will be packed with insights, innovations, and networking opportunities you won’t want to miss!
- **Advocacy and Legislative Updates**
TTA represents your voice in state discussions, advocating for policies that support public transportation in Texas. Stay informed and involved in these crucial efforts to make positive changes for our communities.

Renew your membership for the term September 1, 2024 through August 31, 2025

Upcoming Dates of Interest:

MAR March 7-12, 2025
[TTA State Conference, Expo, & Rodeo](#)

MAR March 12, 2025
TxDOT Semi-Annual Operators Meeting

APR April 6-9, 2025
APTA Mobility Conference

JUN June 2-4, 2025
CTAA Expo

