

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

Exciting Things Ahead for the 2026 TTA Conference

The Texas Transit Association's [2026 TTA Conference, Expo, and Rodeo](#)—kicks off next week.

As TTA celebrates 40 Years, transit professionals from across the state will gather in Lubbock, April 28–May 2, 2026, to connect, collaborate, and help shape the future of transportation in Texas. With multiple [general sessions](#) and more than [30 breakout sessions](#), attendees can expect valuable insights, practical knowledge, and fresh ideas.

The week begins with a [Western-themed Welcome Reception](#) at Blue Light Live, featuring live music, food, and drinks—so dust off your boots. There will be plenty of networking opportunities throughout the week, including the sold-out Expo, which will be buzzing with vendors showcasing cutting-edge transit solutions. Along with a returning favorite, the Expo Mini Golf Classic, which adds a fun twist with plenty of [amazing door prizes](#) up for grabs.



Don't miss what is sure to be a "[Big Night Out](#)" to remember at the South End Zone at Jones AT&T Stadium, hosted by Citibus.

The conference wraps up with [TxDOT's Semiannual Operators Meeting](#) and the [State Rodeo](#), where top operators and technicians from across Texas compete and shine.

From learning to networking to celebration, this year's event has something for everyone. Time is running out—don't wait to secure your spot today!

Hosted By:



[Register Here!](#)

[Breakout Sessions](#)

[Schedule](#)

TTA 2026 State Conference and Expo Sponsors

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Texas Department of Transportation
Public Transportation Division



THERMO KING



2026 Texas State Roadeo in Lubbock

The State Roadeo is set to bring together skilled transit operators from across Texas for a showcase of talent, precision, and dedication to safe operations. This exciting event highlights the professionalism and expertise that drive our industry forward.

2026 Texas State Roadeo
May 1-2, 2026
Lubbock Memorial Civic Center
1501 Mac Davis Ln.
Lubbock, TX

May 1: Roadeo Briefings

May 2: Competition Day



2026 TTA State Conference, Expo and Roadeo

Schedule at a Glance

TTA State Roadeo Schedule

Friday, May 1st

6:00 am - 2:00 pm	Set up Roadeo course, Civic Center
2:00 pm - 4:30 pm	Roadeo Registration and Briefings and Roadeo Swap Meet
2:00 pm - 4:00 pm	Orientation for Operation Judges
2:00 pm - 4:00 pm	Orientation for Maintenance Judges
3:00 pm - 4:00 pm	Paratransit wheelchair securement training
4:00 pm - 5:00 pm	Operator orientation
4:00 pm - 5:00 pm	Technician orientation
5:00 pm - 6:00 pm	Technician written exam
5:00 pm - 6:00 pm	Paratransit Operator written exam
6:00 pm - 7:00 pm	Roadeo Swap Meet Following
6:00 pm - 7:00 pm	Vehicle Familiarization location, Civic Center

Open Night

Saturday, May 2nd

6:00 am - Ongoing	Shuttle participants to and from Hotel
6:00 am - 8:00 am	Breakfast (Roadeo Site)
6:30 am - 7:00 am	Operators, Judges, & Technicians check in
7:00 am - 7:30 am	Judges walk the course
7:30 am - 8:00 am	Operators walk the course
8:15 am - 8:30 am	Opening Ceremony
8:30 am - 12:00 pm	Roadeo Competition - Civic Center
12:00 pm - 1:30 pm	Lunch (Roadeo Site)
6:30 pm - 8:30 pm	Awards Banquet, Texas Tech University Student Union Building Ballroom

Roadeo Schedule

Volunteer to Judge

Please help us by volunteering for the various scoring elements around the competition site on Saturday, May 2nd. All judges will need to attend the briefings on Friday, May 1st [2026 Roadeo Judges and Volunteers Sign up Here!](#)



Roadeo Awards Banquet

Join us as we celebrate the competitors and conclude the 2026 State Roadeo at the Roadeo Awards Banquet.

May 2, 2026
6:30 p.m.

Texas Tech Student Union Building
15th Street & Akron Avenue, Lubbock, TX 79409

Please note:

- **Guest tickets** must be purchased in advance
- All attendees must ride the shuttle
No parking is available on campus

Sponsored By:



2026 Wednesday Opening General Session



Mark Aesch

Founder and Chief Executive Officer

TransPro

Title: Turning the Inspiration Into Shared Insight

Description: This moderated panel brings together transit leaders who are actively redefining what success looks like in today’s public transportation environment. Through an engaging conversation, panelists will explore how agencies are shifting the focus from simply completing projects to delivering meaningful outcomes for their communities. The discussion will highlight evolving expectations from federal partners, local leaders, and customers, while sharing real-world examples of how organizations are moving beyond performance measurement toward true performance management. Panelists will also discuss how stronger storytelling, grounded in results and community impact, can build public confidence, strengthen partnerships, and support continued investment in transit.



Dottie Watkins

President & CEO
Capital Metropolitan
Transportation Authority



Dr. Leroy Alloway

Chief of Staff
VIA Metropolitan Transit



Chris Mandrell

General Manager
Citibus



Martin Ornelas-Mata

Director
REAL Transit

Thursday, April 30, 2026, 9:00 am - 10:00 am Sponsored by Transdev



Dan Chuparkoff

Title: AI & the Future of Everything

Adapting to an AI-powered future may be today’s most urgent challenge. But teams are divided. Some are excited about “AI-powered everything” and overlooking the pitfalls. Others are unsure or anxious about the disruption AI could bring—and don’t know where to begin.

Dan’s AI & THE FUTURE OF EVERYTHING breaks down what AI is good at, and what it’s not. He’ll show you how it’s evolving and how to pair its capabilities with the power of human expertise.

Audiences walk away with practical strategies to leverage AI and other emerging technologies—unlocking new levels of performance, creativity, and a competitive edge. It’ll change the way you think about AI and work.

Dan Chuparkoff’s Bio:

Dan Chuparkoff is a technology leader and speaker with more than 30 years of experience driving innovation at companies such as Google, McKinsey & Company, and Atlassian. Known for making complex technology practical and easy to understand, Dan has spoken to audiences ranging from Fortune 100 companies to South by Southwest. As CEO of Reinvention Labs, he focuses on AI education and research, helping organizations understand how emerging technologies are reshaping the future of work. Through his keynotes and workshops, Dan inspires audiences to harness the power of AI and technology to drive innovation and growth.



2026 Thursday Closing General Session

April 30, 2026, 3:45 pm - 4:15 pm



Title: FTA Update From Donald (Don) Koski, AICP

FTA Deputy Regional 6 Administrator
3:45 pm - 4:15 pm

Description:

FTA Deputy Regional 6 Administrator Donald (Don) Koski, AICP, will provide the latest updates from the Federal Transit Administration, including key federal priorities, funding opportunities, and policy developments affecting transit agencies across the region. This session is also an opportunity to hear directly from FTA leadership about the issues most important to your agency.

April 30, 2026, 4:15 pm - 5:00 pm Sponsored by RATP Dev

Title: AI and the New Transit Workforce

4:15 pm - 5:00 pm

Stephen Kuban

CEO & Principal, Kuban Transit Solutions

Description:

This fast-paced, eye-opening session will demonstrate real AI tools solving real transit challenges—in real time. Attendees will leave energized and curious, with an invitation to go deeper at Friday's post-conference workshop.

Participants Will Learn:

- Myth-busting: What AI can (and can't) do today.
- A glimpse into the changing nature of work and what it means for your agency.
- Live demonstration of AI tools applied to transit scenarios.
- Preview of the deeper workshop for those who want to learn more.



Stephen Kuban's Bio:

Stephen Kuban, founder and CEO of Kuban Transit Solutions (KTS), is an emerging thought leader on the future of the post-AI workplace. A 2025 Mass Transit Magazine "40 Under 40" honoree with over a decade leading America's most well-known transit technology companies, his mission is to help public sector leaders shatter their glass ceilings.

Stephen's work has been featured in major national distribution channels. His sessions are known for teaching immediately actionable techniques, leaving audiences energized, equipped, and thinking differently about their role in a rapidly changing landscape.

2026 Post Conference Workshops - Offered at no cost

AI Workshop: The Smarter Way to Deploy

Friday, May 1, 2026, 1:00 p.m.—4:30 p.m.

Presenter: Stephen Kuban

Registration Link: [AI Workshop](#)

Description:

Building on the teaser session, this interactive workshop provides hands-on experience with AI tools applied to an important challenge facing rural transit agencies: effective technology procurement. Participants will learn how to use AI to research software vendors, evaluate through scenarios, and make better technology decisions faster.

Civil Rights, Title VI, LEP, ADA, Diversity, and Inclusion

Friday, May 1, 2026, 1:00 p.m.—5:00 p.m.

Presenter: Carol Wright Kenderdine, Carol Wright Consulting

Registration Link: [Civil Rights Registration](#)

Description:

As a transit agency, you are required to adhere to many rules and regulations—often learning and interpreting them “on the fly” as you operate your system day to day. This workshop will guide participants through the critical responsibilities related to Civil Rights, Title VI, Limited English Proficiency (LEP), Diversity, Inclusion, and ADA requirements, with specific attention to recent updates and executive orders that impact Title VI and related compliance expectations. The session will provide up-to-date guidance on current federal requirements and practical strategies for implementation, while offering opportunities for participants to assess their own agency’s practices, identify gaps, and explore best practices for effective and sustainable policy development.

Cost Allocation: What, Why, and How?

Friday, May 1, 2026, 1:00 p.m.—5:00 p.m.

Presenter: Michael Walk & Carrie Diamond, TTI

Registration Link: [Cost Allocation Registration](#)

Description:

Public transit agencies need to understand and report on their fully allocated costs by mode and service to comply with federal rules, set sponsored service rates, and establish budgets. This can be complicated, especially for transit agencies with multiple modes, service types, and jurisdictions. National RTAP's Two-Variable Cost Allocation Calculator can help transit agencies make the process of cost allocation a little less daunting. This workshop will introduce attendees to critical cost allocation concepts, best practices, and National RTAP’s Cost Allocation Calculator.

Maintenance Technician Workshop

Thursday, April 30, 2026, 1:30 p.m.—3:30 p.m.

Friday, May 1, 2026, 8:30 a.m.—12:00 p.m.

Registration Link: [Maintenance Technician Workshop](#)

Description:

This hands-on maintenance session will focus on diagnosing and resolving common defects related to transit bus electrical systems, entry doors, and interlock systems. Participants will review common failure points, learn practical troubleshooting techniques, and discuss defects that can affect vehicle safety and reliability. Designed for technicians and maintenance supervisors, this workshop will provide real-world tips to help keep vehicles in service and minimize downtime.

2026 Conference Networking Events



Spartan Public Transit Facility Tour

April 28, 2026
1:30 P.M.

1:15 P.M. Check-in at Lubbock Memorial Civic Center
 o 1501 Mac Davis Ln, Lubbock, TX 79401

1:30 P.M. Shuttle Departs to SPARTAN Facility (40 min drive)
 o 1105 W. Hwy 114, Levelland, TX 79336

2:10 P.M. Arrive at SPARTAN Facility, and the tour begins

4:00 P.M. Shuttle Departs to Lubbock Memorial Civic Center (40 min drive)

4:40 P.M. Arrive at Lubbock Memorial Civic Center, and the tour concludes

The tour is sponsored by:  Welcome Reception at 6:00 P.M. at The Blue Light Live

Sign up for the tour here:
[SPARTAN Public Transit Facility Tour](#)

For more information, please contact Allen at allen@ttxtransit.org or Laura at laura@ttxtransit.org

SPARTAN Public Transit Facility Tour

April 28, 2026, 1:30 PM

Don't miss this opportunity to tour the SPARTAN Public Transit Facility!

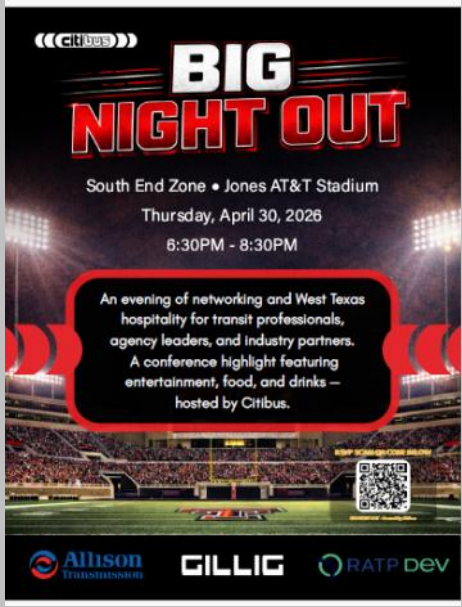
Sign up here: **SPARTAN Tour**

**Welcome Reception
The Blue Light Live**

April 28, 2026

Kick off the conference with a true West Texas good time!

Wear your favorite western attire!








(((CitiBus)))

BIG NIGHT OUT

South End Zone • Jones AT&T Stadium
 Thursday, April 30, 2026
 6:30PM - 8:30PM

An evening of networking and West Texas hospitality for transit professionals, agency leaders, and industry partners. A conference highlight featuring entertainment, food, and drinks — hosted by CitiBus.



Big Night Out -South End Zone

April 30, 2026

CitiBus will host a Big Night Out to remember!

Scan QR code to RSVP!



TTA Statewide Training Initiative

These courses 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.

May

AI Workshop: The Smarter Way to Deploy

May 1, 2026

In-person

Lubbock, TX

1:00 p.m. – 4:30 p.m.

[Register Here](#)

May

Maintenance Technician Workshop

April 30–May 1, 2026

In-person

Lubbock, TX

1:30 p.m. – 3:30 p.m. (4/30)

8:30 a.m. – 12:00 p.m. (5/1)

[Register Here](#)

May

Civil Rights, Title VI, LEP, ADA, Diversity and Inclusion

May 1, 2026

In-person

Lubbock, TX

1:00 p.m. – 5:00 p.m.

[Register Here](#)

May

Introduction to Transit Performance Metrics

May 20, 2026

Webinar

1:00 p.m. – 2:30 p.m.

[Register Here](#)

May

FTA Drug and Alcohol Awareness—DAPM

May 26-28, 2026

Virtual Workshop

9:00 a.m. – 12:00 p.m. each day

[Register Here](#)

[Click here for Training Calendar](#)

Please note: We've introduced a new [No-Show/Late Cancellation Fee Policy](#). We encourage you to review the full policy on our website or the next page of this document to ensure you're aware of the updated guidelines.

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
 (512) 900-0550
laura@txtansit.org

Allen E. Hunter
 (254) 405-4212
allen@txtransit.org



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 Roadeo.
- 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.

Upcoming Dates of Interest:

A P R	April 28—May 2, 2026 2026 TTA Conference, Expo, & Roadeo
M A Y	May 10—May 13, 2026 CTAA EXPO & Roadeo
M A Y	May 15—May 19, 2026 APTA International Bus Roadeo
M A Y	May 17—May 20, 2026 APTA Mobility Conference



For the latest conference updates including schedules, hotel information, and more please visit our [TTA website](#). That's where you'll always find the most current details as we get closer to the event.