Revised July 23, 2026

CTAA Small Urban Network (SUN) Conference 2026

Agenda

Tuesday, August 4, 2026

12:00 pm - 5:00 pm

Registration Table Open
Check in for the conference and grab your name badge in the Monterey Marriott Lobby (1st Floor).

12:45 pm

Check in for the Monterey-Salinas Transit Tour!
If you are pre-registered for the tour, please check in at the Tour Table (look for signage) in the Monterey Marriott Lobby (1st Floor) by 12:45 pm at the latest to check in. After that time, the wait list will open.

1:00 pm - 4:00 pm

MST Facility Tour
Monterey-Salinas Transit will showcase advancements in fare collection technology, integration of zero-emission buses, and the development of its Bus Rapid Transit initiative. Transportation will depart from and return to the Monterey Marriott.

PARTICIPATION IS LIMITED TO 35 INDIVIDUALS.
Note: The MST Tour is now sold out. Anyone not pre-registered for the tour is welcome to join the on-site waiting list. If you are pre-registered for the tour, please arrive by 12:45 pm at the latest to check in. After that time, the wait list will open.

5:30 pm

Welcome to Monterey Reception
Monterey Marriott, 10th Floor.

Wednesday, August 5, 2026

8:00 am - 12:00 pm

Registration Table Open
Check in for the conference and grab your name badge on the 2nd Floor of the Monterey Marriott, outside the San Marcos Room

8:00 am

Coffee and Conversation with Exhibitors
Fuel yourself for a day of learning and working through small urban challenges with your peers.

9:00 am

Welcome to Monterey
Get a warm welcome to Monterey from the local community transportation system and its partners.

OPENING REMARKS:
Carl Sedoryk, General Manager/CEO, Monterey-Salinas Transit

9:15 am

Navigating the Road Ahead: Opening Session & Legislative Update for Small Urban Transit

SPEAKER: **Scott Bogren,** Executive Director, CTAA

Kick off the 12th Annual SUN Conference with an engaging opening session designed specifically for Small Urban Network executives. This session will provide a timely overview of the federal and state legislative landscape, funding priorities, regulatory developments, and policy issues shaping public transportation. Attendees will gain insights on advocacy, innovation, and the future of transit. Join colleagues and industry leaders as we set the stage for a productive conference focused on advancing mobility in communities across the country.

10:00 am

Break
Visit with attendees and exhibitors. Enjoy light refreshments.

10:15 am

Innovation in Action: How Monterey-Salinas Transit is Redefining Mobility

SPEAKER: **Carl Sedoryk,** General Manager/CEO, MST

Discover how Monterey-Salinas Transit is leveraging innovation to enhance service delivery, improve the customer experience, and address the evolving transportation needs of its communities. This session will highlight creative approaches, emerging technologies, strategic partnerships, and operational advancements that are driving measurable results.

11:15 am **Adaptive Paratransit Solutions, *Presented by UZURV***

SPEAKERS: **Susan Starwalt,** Senior Director of Business Development

UZURV will present its unique model, which specializes in providing on-demand paratransit and assisted mobility solutions specifically tailored for the needs of small urban transit systems. The session will highlight how their Federal Transit Administration (FTA) compliant driver network and scalable technology platform integrate with existing infrastructure to improve service efficiency while significantly lowering operational costs. Attendees will learn how UZURV's door-to-door, wheelchair-accessible service model increases rider independence and satisfaction through a highly vetted, compassionate driver pool.

11:45 am **Mid-Day Review**

MODERATOR: **Scott Bogren,** Executive Director, CTAA

This brief interactive forum gives an opportunity for attendees to reflect on the topics shared during the morning sessions. Participants are encouraged to share their immediate takeaways, ask follow-up questions, and identify specific challenges or opportunities that resonated most with their own agency's operations.

12:15 pm **Lunch**

Take a break and fuel up for the rest of the day with lunch provided.

1:00 pm

Pop UP Perspective: Funding Conundrums and the Deferred Launch of Microtransit

SPEAKER: **Oliver Page**, Deputy Director, Augusta Transit

Microtransit is often viewed as a promising solution for expanding mobility and improving service flexibility, but turning vision into reality can be challenging when funding, operational, and implementation hurdles arise. In this candid case study, Augusta Transit will share its journey toward launching a microtransit service, the obstacles that led to delays, and the lessons learned along the way. Attendees will gain insight into the financial, planning, procurement, and stakeholder considerations that influenced decision-making, as well as strategies for managing expectations and adapting when projects encounter unforeseen challenges.

1:20 pm

Pop UP Perspective: From Transit to Housing: How Santa Cruz METRO Is Exceeding Affordable Housing Goals

SPEAKER: **Corey Aldridge**, CEO, Santa Cruz Metropolitan Transit District

In 2022, Santa Cruz Metropolitan Transit District (METRO) set an ambitious goal: support the development of 175 new affordable housing units in Santa Cruz and Watsonville by 2033. Today, through two transformative redevelopment projects, METRO is on track to exceed that goal—delivering 205 new affordable homes and surpassing its original commitment by 30 units. This session will explore how METRO is leveraging transit-owned land, strategic partnerships, and long-term planning to address the region's housing crisis while advancing equitable, transit-oriented development. Attendees will gain insight into the policy framework, financing strategies, and cross-sector collaboration that made this progress possible—and learn how transit agencies can play a catalytic role in expanding affordable housing in their communities.

1:45 pm

Break

Visit with attendees and exhibitors. Enjoy light refreshments.

2:00 pm

Trailblazers in Transit: Perspectives from Experienced Leaders

PANELISTS:
Mona Babauta, CEO/GM, Sunline Transit
Barbara Neal, Transit Director and CEO, CyRide
Dena Boutwell, Deputy General Manager, Via Mobility Services
Maria Smith, CEO, CCTM, Mountain Line Transit (West Virginia)

MODERATOR:
Loreal Lance, Chief of Staff, CTAA

Join tenured professionals from across the transit industry for a candid conversation about leadership, organizational change, mentorship, and the evolving role of public transportation. Their collective experience offers valuable guidance for their peers in small city public transit operations.

3:00 pm

Learning to Love the Bi-Directional Route for Small Urban Systems

SPEAKER: **Ron Kilcoyne**, Senior Manager, TMD

The route networks of many transit systems, particularly small ones, consist of many one way loops that take 30 to 60 minutes to complete. This practice has been employed to maximize coverage with limited resources. However, even if a transit agency values coverage over productivity, are one-way loops really meeting community accessibility needs? This presentation will demonstrate how a transit system transitioned from one-way loops to bidirectional service and the impact it had on riders. This session will present an actual case study, including the productivity and accessibility of the initial network, the steps taken to modify the network, and the impact on existing ridership and the opportunities that were opened up.

4:00 pm

Network with peers or refresh before the evening event

5:30 pm

Sea-Sun-Shell-ebration and Bonfire

Enjoy great conversation and s'mores beachside. This special event just for SUN conference attendees is within walking distance of the host hotel (Monterey Marriott). ADA shuttle available upon request (reach out to events@ctaa.org)

Thursday, August 6, 2026

8:00 am

Coffee and Conversation with Exhibitors

Fuel yourself for a day of learning. Stop by the exhibitor tables to find out what innovations and services are available to small urban operators.

9:00 am

Smarter Procurement: Leveraging AI for Bus Specifications and Purchasing Decisions

SPEAKER: **Stephen Kuban**, Founder and CEO, Kuban Transit Solutions

Artificial intelligence is transforming how transit agencies plan, procure, and manage capital investments. This session will explore practical applications of AI to support bus procurement, specification development, market research, and decision-making for small urban transit agencies. Attendees will learn how AI tools can help streamline the procurement process, analyze technical requirements, compare vehicle options, identify potential risks, and improve documentation while maintaining compliance with procurement regulations. Through real-world examples and demonstrations, participants will gain actionable strategies for using AI to save time, enhance accuracy, and make more informed purchasing decisions.

10:00 am

One Voice, Many Audiences: Effective Transit Communications Across Local, State, and Federal Levels

PANELISTS:
Meredith Bay-Tyack, Director of Marketing & Communications, CTAA
Kristin Faust Paradise, Community Relations Director, rabbittransit

Strong communication is essential to building support for public transportation and advancing policy priorities. This session will

explore strategies for effectively communicating transit's value to local elected officials, state policymakers, federal representatives, community stakeholders, and the public. Attendees will learn how to craft compelling messages, align communications with policy objectives, respond to emerging issues, and strengthen advocacy efforts through consistent and coordinated outreach. Whether seeking funding, advancing legislative priorities, or building public trust, participants will gain practical tools to elevate their agency's voice and influence at every level of government.

11:00 am **Closing Remarks**

Join us for a brief thank you and wrap-up of the SUN 2026 Conference.

11:30 am **Program Concludes**

To-Go Snacks will be provided to all attendees. Safe travels!