North State Transit Symposium

July 12 & 13, 2023

Sequoia Conference Center

Eureka, CA

PROSPECTUS

Hosted By:

RIDE THE BUS
HTA
HUMBOLDT TRANSIT AUTHORITY

Sponsored By:

Caltrans

North State Transit Symposium

July 12-13, 2023

Sequoia Conference Center
Eureka, CA

Symposium Schedule

Wednesday, July 12, 2023

Zero Emission Fleet & Infrastructure

Hotel Pick Up	9:00 AM *	9:15 AM #	* Comfort Inn # Bear River Casino
Opening	10:00 AM	10:15 AM	Opening
Session 1	10:15 AM	11:15 AM	Starting the Process: CARB Regulations and Understanding LCFS Credits; Regional Coordination Strategies
Session 2	11:15 PM	12:00 PM	Leveraging Consultants for Grant Writing Support
Lunch	12:00 PM	1:00 PM	Catered Lunch By Luis Mexican Restaurant
Vendors Tour	1:00 PM	2:00 PM	Vendor's Hall and Exhibits
Session 3	2:00 PM	2:45 PM	Understanding Your Electric Infrastructure Needs
Session 4	2:45 PM	3:30 PM	Exploring Hydrogen Fuel Choices
Presentations	3:30 PM		Vendor Presentations
Bus Depart	5:00 PM		Bus departs Sequoia Conference Center to Bear River Casino
Evening Event	5:30 PM	8:30 PM	Dinner and Casino Night: Bear River Casino
Bus Pick Up	8:30 PM	9:00 PM	Bear River Casino to Eureka and Fortuna

Thursday, July 13, 2023

Staffing Shortages and Attracting Ridership

Hotel Pick Up	If Needed		Pre-arrange with HTA on July 12th
Breakfast	7:30 AM	8:30 AM	Continental Breakfast
Session 5	8:30 AM	9:15 AM	Addressing the Public Transit Workforce Shortage
Session 6	9:15 AM	10:00 AM	Simplifying Fares
Break	10:00 AM	10:15 AM	
Session 7	10:15 AM	11:00 AM	Using Technology to Attract Ridership.
Session 8	11:00 AM	11:30 AM	Innovative Marketing Strategies
Vendors Tour	11:30 AM	12:30 PM	Catered Lunch by C & C Market
Lunch	12:30 PM	1:30 PM	Vendor's Hall and Exhibits
Session 9	1:30 PM	2:15 PM	Riding the Bus Doesn't Need to be Difficult
Session 10	2:15 PM	3:00 PM	TDA's Future

Humboldt County

Where the forest meets the ocean!

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Guest Information

Registration Fee $100

To register, please visit our website at
www.HTA.Org/Symposium or scan the QR code.
The Symposium will be held at the Sequoia Conference Center
located at 901 Myrtle Avenue, Eureka, CA 95501 .

HTA will also be holding an Evening Event with dinner, games and fun, at
Bear River Casino on July 12, 2023 from 5:30 to 8:30.
Cost is $50.00 per person. Deadline to reserve is 6/26/2023.
Reservations can be made at any time, online, through our Registration link.

Accommodations

Bear River Casino and Resort, $199 per night + tax. 11 Bears Paw Way, Loleta.
Attendees must call 707-733-9644 and give code RIDE 101 to make reservations.
Prices good until 6/26/2023.

Comfort Inn Redwood Country, $199 per night + tax. 1583 Riverwalk Drive, Fortuna.
Attendees must call 707-273-4195 and give code RIDE 101 to make reservations.
Prices good until 6/26/2023.

Travel

HTA will provide bus transportation from the hotels to Sequoia Conference Center
and return to hotels on July 12, and as needed on July 13.
If you are flying in for the Symposium and need transportation assistance from the Arcata Airport, please call us at 707-443-0826 ext. 119 or email Finance@hta.org
before July 7, 2023 to make arrangements.

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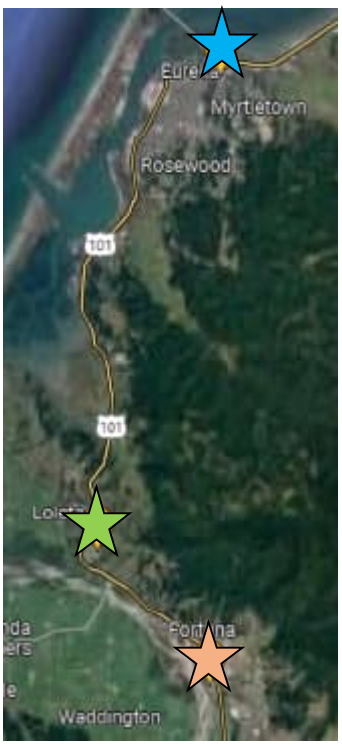
Area Information and Maps



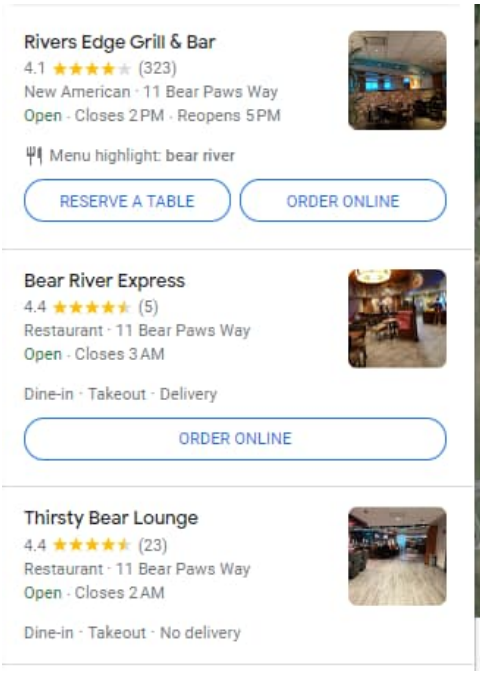
Travel between the Sequoia Conference Center and hotels is approximately 15 - 20 minutes along the beautiful Hwy 101 corridor. We hope you enjoy the scenery!

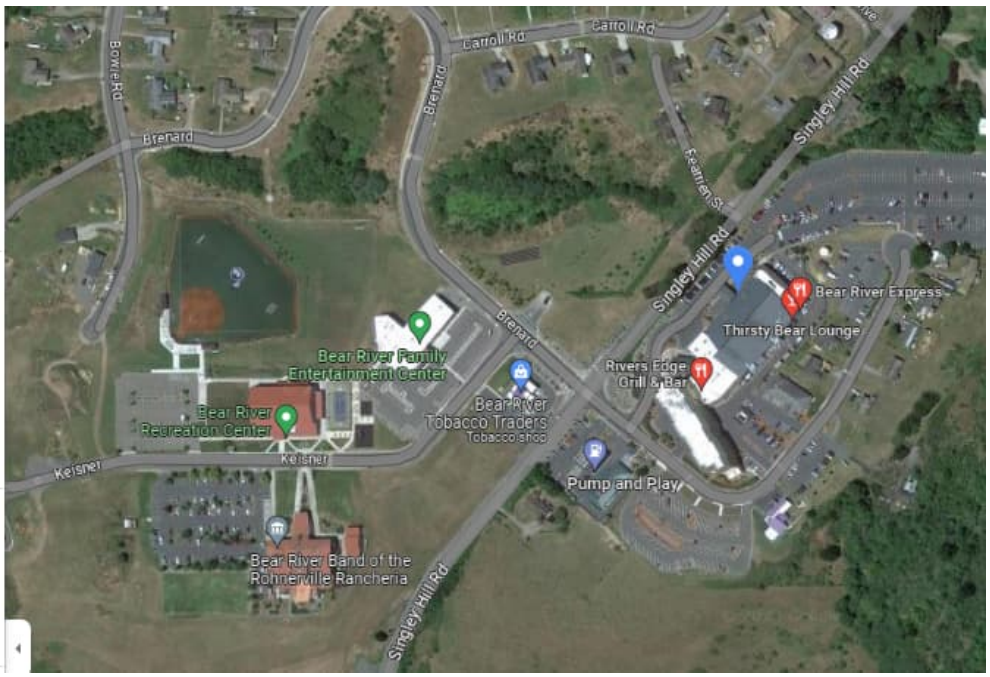
Sequoia Conference Center
901 Myrtle Ave, Eureka

Bear River Casino and Resort
11 Bear Paws Way, Loleta

Comfort Inn Redwood Country
1583 Riverwalk Drive, Fortuna

Restaurants near Bear River Casino / Loleta Area





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Restaurants near Riverwalk Drive, Fortuna Area

Pepper's
4.3 ★★★★★ (624) · $
Traditional American · 719 S Fortuna Blvd
Open · Closes 9 PM
Dine-in · Curbside pickup · No-contact delivery
RESERVE A TABLE | ORDER ONLINE

Smokin' Barrels, Burgers & BBQ
4.1 ★★★★ (262)
American · 1095 S Fortuna Blvd Ste. E
Opens soon · 11 AM
Dine-in · Takeout · No delivery
RESERVE A TABLE

Hot Brew Bistro
4.5 ★★★★★ (468) · $$
Breakfast · 904 S Fortuna Blvd
Open · Closes 3 PM
Dine-in · Curbside pickup · No delivery
RESERVE A TABLE

Bella Italia
3.8 ★★★★ (94) · $$
Restaurant · 1875 Riverwalk Dr
Relaxed restaurant for Italian dining
Opens soon · 11 AM
Dine-in · Takeout · Delivery
ORDER ONLINE | CHECK WAIT TIME

Locha's Mexican Restaurant
4.3 ★★★★★ (95)
Mexican · 751 S Fortuna Blvd
Open · Closes 9 PM
Dine-in · Takeout · Delivery
RESERVE A TABLE | ORDER ONLINE

El Paisano Mexican Taqueria
4.4 ★★★★★ (135)
Mexican · 1095 S Fortuna Blvd
Opens soon · 11 AM
Dine-in · Takeout

Papa Murphy's | Take 'N' Bake Pizza
4.0 ★★★★ (118) · $
Pizza · 709 S Fortuna Blvd
Chain for custom cook-at-home pizzas
Opens soon · 11 AM
Curbside pickup · Delivery
ORDER ONLINE

Burger King
3.4 ★★★★ (604) · $
Restaurant · 925 S Fortuna Blvd
Fast-food chain for grilled burgers
Open · Closes 1 AM
Dine-in · Drive-through · Delivery
ORDER ONLINE

McDonald's
3.2 ★★★ (708) · $
Fast Food · 761 S Fortuna Blvd
Iconic fast-food burger & fries chain
Open · Closes 11 PM
Dine-in · Drive-through · Delivery
ORDER ONLINE

Round Table Pizza
3.7 ★★★★ (283) · $$
Pizza · 759 S Fortuna Blvd
Chain eatery with build-your-own pizzas
Opens soon · 11 AM
Dine-in · Takeout · No-contact delivery

Eel River Brewing Company
4.2 ★★★★ (1,395) · $$
Brewpub · 1777 Alamar Way
Lively brewpub with organic craft beer
Opens soon · 11 AM
Dine-in · Takeout · No delivery
CHECK WAIT TIME

Mountain Mike's Pizza
4.4 ★★★★★ (13) · $$
Pizza · 1095 S Fortuna Blvd Suite 48
Family-friendly pizzeria chain
Open · Closes 10 PM
Dine-in · Takeout · Delivery
ORDER ONLINE

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Vendor Information

Vendor and Exhibit Fee's - $500.00

Fees include registration for one person.
Additional staff will need to register and pay the $100 Symposium registration fee.

Vendors will have one 8' table space within the Conference Center
and/or exhibit space outdoors for larger exhibits.
Indoor exhibit space is limited to 16 -18 spaces
Outdoor exhibit space will vary depending on size requirements.
Please indicate needs in your registration or call HTA at 707-443-0826 ext. 102.

For an additional $200, vendors can "Take the Stage" during the Symposium and have 10 minutes to talk about their products/services. Time slots are limited, so the sooner you register, the better your chances at a timeslot.

Why not take your vendor participation to the next level and sponsor one of our events or purchase advertising!

Please see the next page for Sponsorship and Advertising opportunities!

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Vendor Sponsorship and Advertising

Highlight your business by sponsoring one of our events or displaying digital ads on our conference center video displays throughout the symposium. All $1500 or more Vendor Sponsors will be given 10 minutes to "Take The Stage" and promote their products or services.

Premier Sponsorship - $5000

Company Logo presented on Prospectus Cover, "Swag" items printed and distributed throughout venues, Video Advertising throughout venue.

Name Badge - $500

Exclusive customized lanyards, includes 1 Conference Registration

Lunch Wednesday - $1750

includes 2 Conference Registrations and Independent Signage

Lunch Thursday - $1750

includes 2 Conference Registrations and Independent Signage

Continental Breakfast - $1500

includes 2 Conference Registrations and Independent Signage

Evening Event - Gold Level Sponsorship- $5,000

includes 3 Conference Registrations, Exclusive Signage

Evening Event - Silver Level Sponsorship- $2500

includes 2 Conference Registrations, Independent Signage

Evening Event - Bronze Level Sponsorship- $1000

includes 1 Conference Registration, Shared Signage

"Take The Stage" Advertising - $200

Vendors will be given 10 minutes on the stage to promote their products/services

Video Advertising - Large Multi Display- and Small Display - $300 -

ads will rotate throughout the event

Video Advertising - Small Video Monitors - $100

ads will rotate throughout the event

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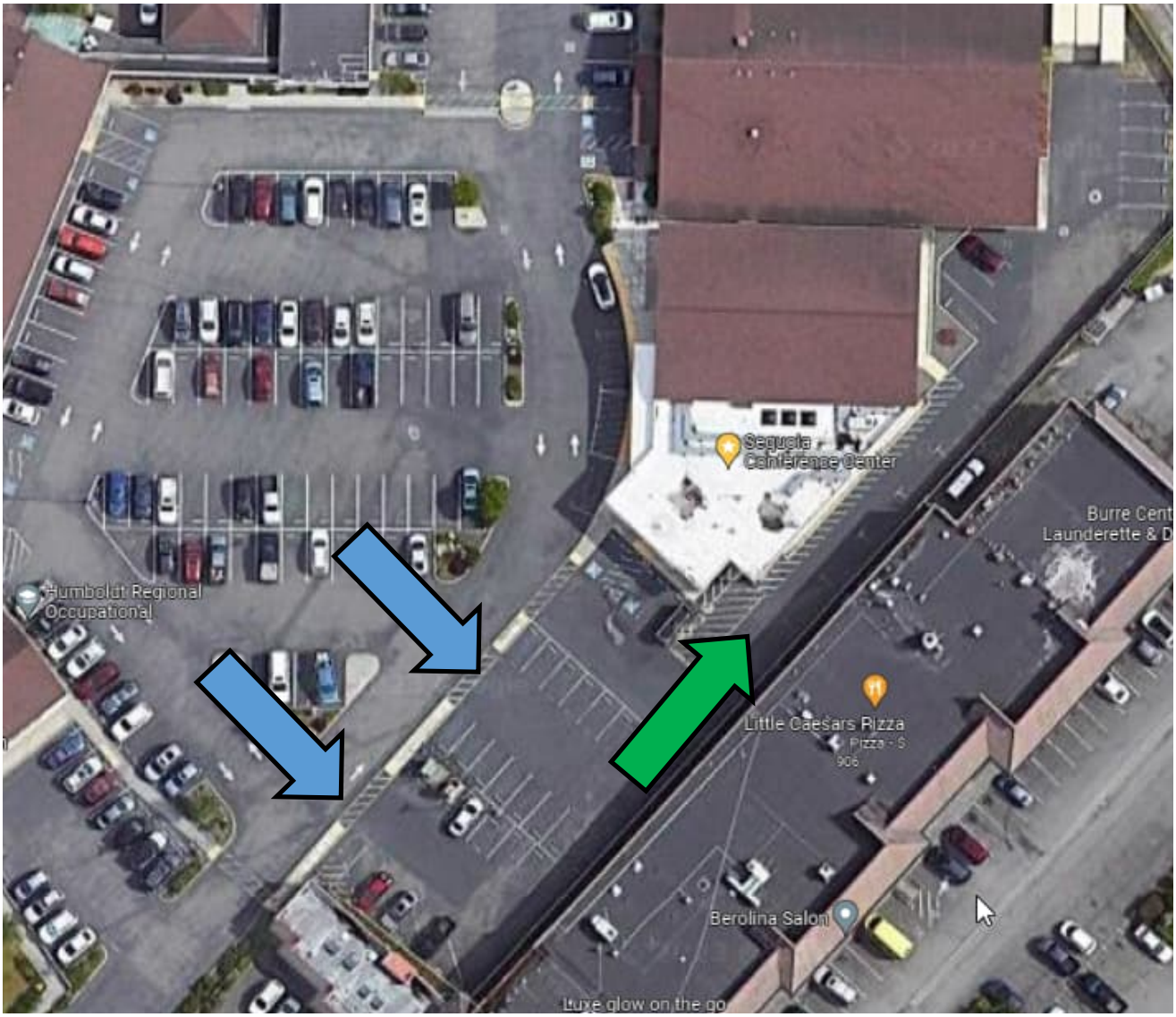
Sequoia Conference Center

Bus Exhibit Map



Sequoia Conference Center has 4 parking areas (blue arrows) large enough to accommodate four 40’ foot buses or a mix of 40’ buses and smaller cutaways. There are additional parking spots (green arrow) along the back of the building that can accommodate trailers and smaller vehicles/displays. All other parking areas are for attendee parking.