

THE 2025 NORTH STATE TRANSIT SYMPOSIUM PROSPECTUS

JULY 15 - 17, 2025

RIVER LODGE CONFERENCE CENTER
FORTUNA, HUMBOLDT COUNTY

Proudly Hosted By



Proudly Sponsored By



SCHEDULE

PRE-SYMPOSIUM EVENTS

TUESDAY, JULY 15, 2025

JOIN US AS WE JOURNEY TOWARD A GREENER FUTURE!

2:00 PM TO 4:30 PM - EUREKA

HTA HYDROGEN TOUR - TEMPORARY FUELER AND BUS

TOUR THE HTA FACILITIES WITH OUR NEW TEMPORARY
HYDROGEN FUELER AND HYDROGEN CELL BUS.

WALKING TOUR OF OLD TOWN AND THE EARTH CENTER

WALK OUR HISTORIC OLD TOWN AND LEARN ABOUT THE EARTH CENTER, A
COLLABORATION BETWEEN THE CITY OF EUREKA AND HTA, TO BUILD A TRANSIT
HUB, RETAIL SPACE AND AFFORDABLE HOUSING.

BAY CRUISE ON THE MADAKET

ENJOY AN HOUR LONG CRUISE OF HUMBOLDT BAY,
ON THE MADAKET, THE NATIONS OLDEST PASSENGER FERRY.

5:00 PM TO 7:00 PM

VENDOR MIXER AT THE RIVER LODGE, FORTUNA

TRANSPORTATION WILL BE PROVIDED FROM FORTUNA TO EUREKA AND IN TOWN AS NEEDED

SCHEDULE

WEDNESDAY, JULY 16, 2025

9:00 AM - 10:00 AM - REGISTRATION, COFFEE & PASTRIES

10:00 TO 10:30 - OPENING WELCOME - CHAD EDISON

10:30 TO 11:30 - SESSION 1 - PUBLIC TRANSIT JOURNEY: CANADA TO MEXICO

SPEAKER: ZAREF ANDERSON AKA "THE TRANSIT BANDIT", TRANSPORTATION MANAGEMENT & DESIGN, INC.

11:30 TO 12:15 - SESSION 2 - ADVERTISING, BRANDING, AND MARKETING

SPEAKERS: TRACI JONES - STUDIO 6, NOAH SAMPSON - VISUAL CONCEPTS, KATIE COLLENDER - HTA

12:15 TO 2:00 - LUNCH, BUS SHOW & CARB ON-BOARD DIAGNOSTICS DEMO,

2:00 TO 2:45 - SESSION - OPERATIONAL FUNDING FOR PARATRANSIT

SPEAKERS: ARUN PREM - FACT, ANDRE COLAIACE - ACCESS SERVICES

2:45 TO 3:30 - SESSION 4 - BUS STOP ACCESSIBILITY & ADA UPDATES

SPEAKERS: RON BROOKS - ACCESSIBLE AVENUE,

ANNA ZIVARTIS - AUTHOR & WEEK WITHOUT DRIVING CREATOR

3:45 TO 4:30 - SESSION 5 - GRANT WRITING ASSISTANCE & RESOURCES

SPEAKERS: SYDNEY KRUEGER - KTC CONSULTING,

CHASE STELL - CENTER FOR TRANSPORTATION & THE ENVIRONMENT

6:15 TO 9:30 - EVENING EVENT - A WILD NIGHT - SEQUOIA PARK ZOO

SHUTTLE BUS WILL LEAVE FORTUNA NO LATER THAN 5:45 PM

THURSDAY, JULY 17, 2025

7:00 AM TO 8:00 AM - CONTINENTAL BREAKFAST

8:00 - 8:45 SESSION 6 - ROUTE SIMPLIFICATION: OPPORTUNITIES AND CHALLENGES

SPEAKER: BETHANY BERUBE - CLOVIS TRANSIT, CARL SEDORYK - MONTEREY-SALINAS TRANSIT

8:45 TO 9:45 - SESSION 7 - ZERO EMISSIONS: LESSONS LEARNED

SPEAKERS: DUSTIN STRANDBERG - VICTOR VALLEY TRANSIT AUTHORITY,

MONA BABAUTA - SUNLINE TRANSIT, JEROME QIRIAZI - HTA

10:00 TO 10:45 SESSION 8 - INNOVATIVE APPROACHES TO PROCURING HYDROGEN AND FUEL MANAGEMENT

SPEAKERS: ORIE RUBALCAVA - FRESNO AREA EXPRESS, WALTER WATCHER - SUNLINE TRANSIT

10:45 TO 11:30 SESSION 9 - FREE FARES & PATHS TO A CASHLESS SYSTEM

SPEAKERS: CARL SEDORYK - MONTEREY-SALINAS TRANSIT, BETHANY BERUBE - CLOVIS TRANSIT

11:30 TO 12:45 LUNCH AND NETWORKING

12:45 TO 1:30 SESSION 10 - TIME SAVING MAINTENANCE TOOLS & PREPPING FOR AN ELECTRIC FLEET

SPEAKERS: JAMES HALL - TECH-ZEB, DUSTIN STRANDBERG - VICTOR VALLEY TRANSIT, JIM WILSON - HTA

1:30 TO 1:45 SESSION 11 - HTA PILOT XCELSIOR EXTENDED RANGE PERFORMANCE REPORT

SPEAKER: PETER LEHMAN - SCHATZ ENERGY RESEARCH CENTER

1:45 TO 2:30 SESSION 11- LEGISLATIVE UPDATE

SPEAKERS: MICHAEL PIMENTAL - CTA, JACKLYN CUDDY - CALACT

2:30 TO 3:15 - FUNDING UPDATE: TASK FORCE ROUNDTABLE

SPEAKER: RAY TELLIS - FTA REGION 9

GUEST INFORMATION

REGISTRATION FEE \$100

TO REGISTER, PLEASE VISIT OUR WEBSITE AT WWW.HTA.ORG - EVENTS TAB

LOCATION

SYMPOSIUM:

*RIVER LODGE CONFERENCE CENTER
1800 RIVERWALK DR, FORTUNA, CA 95540-9550*

&

EVENING EVENT:

*SEQUOIA PARK ZOO & REDWOOD SKYWALK
3414 W ST, EUREKA, CA 95503*

ACCOMODATIONS

BEST WESTERN COUNTRY INN, \$229 PER NIGHT + TAX

[BEST WESTERN BOOKING](#)

OR CALL 707-725-6288, GROUP CODE: 'NSTS 25'

COMFORT INN & SUITES, \$262 PER NIGHT +TAX

CALL 707-725-7025

GROUP NAME: HTA NORTH STATE TRANSIT SYMPOSIUM

GROUP NUMBER: 4976154

SUPER 8 BY WINDHAM, \$189 PER NIGHT +TAX

CLICK THE LINK BELOW OR SCAN THE QR CODE

[HUMBOLDT TRANSIT AUTHORITY & SUPER 8 BY WYNDHAM FORTUNA](#)



SCAN ME

TRAVEL

*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 11TH.*

Join us for a wild night at the Zoo & Redwood Skywalk

HTA WILL PROVIDE TRANSPORTATION TO THE SEQUOIA PARK ZOO FROM FORTUNA, CA.

HTA IS CELEBRATING 50 YEARS OF TRANSIT!

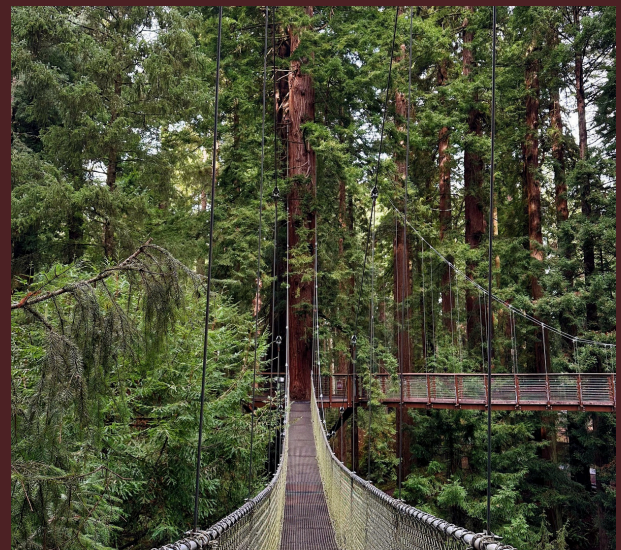


JOIN US FOR OUR EVENING EVENT AT THE SEQUOIA PARK ZOO, THE OLDEST ZOO IN CALIFORNIA! TAKE A MAJESTIC STROLL IN THE REDWOODS ALONG THE REDWOOD SKYWALK AND ENJOY A WILD NIGHT FULL OF FUN, NETWORKING, & EXCITING ACTIVITIES!

ENJOY GREAT FOOD, MUSIC AND MAKE CONNECTIONS IN A ONE-OF-KIND SETTING!

REGISTRATION - \$50, AVAILABLE IN THE EVENTBRIGHT REGISTRATION PORTAL UNDER ADD ONS.

PRE-REGISTRATION STRONGLY RECOMMENDED



VENDOR INFORMATION

REGISTRATION FEE - \$600

*FEEES INCLUDE REGISTRATION FOR ONE PERSON.
ADDITIONAL STAFF WILL NEED TO REGISTER AND PAY THE \$100
SYMPOSIUM REGISTRATION FEE.*

*VENDORS WILL HAVE ONE 8' TABLE WITHIN THE CONFERENCE
CENTER AND/OR EXHIBIT SPACE OUTDOORS FOR LARGER EXHIBITS.*

*PLEASE INDICATE ANY NEEDS IN YOUR REGISTRATION OR CALL HTA
AT 707-443-0826 EXT.102*

*WHY NOT TAKE YOUR VENDOR PARTICIPATION TO
THE NEXT LEVEL? STAND OUT AND SPONSOR ONE
OF OUR EVENTS!*

PLEASE SEE THE NEXT PAGE FOR SPONSORSHIP OPPERTUNITIES!

SPONSORSHIP

STAND OUT & HIGHLIGHT YOUR BUSINESS!

LANYARD SPONSOR \$750- 1 AVAILABLE

EXCLUSIVE CUSTOMIZED LANYARDS

NAME BADGE \$750 - 1 AVAILABLE

EXCLUSIVE CUSTOMIZED NAME BADGES

BREAKFAST TUESDAY \$500 - 2 AVAILABLE

INCLUDES 1 CONFERENCE REGISTRATION & SHARED SIGNAGE

BREAKFAST WEDNESDAY \$750 - 2 AVAILABLE

INCLUDES 1 CONFERENCE REGISTRATION & SHARED SIGNAGE

LUNCH TUESDAY \$1000 - 2 AVAILABLE

INCLUDES 2 CONFERENCE REGISTRATION & SHARED SIGNAGE

LUNCH THURSDAY \$1000 - 2 AVAILABLE

INCLUDES 2 CONFERENCE REGISTRATION & SHARED SIGNAGE

GOLD SPONSOR \$5000 - 1 AVAILABLE

INCLUDES 4 CONFERENCE REGISTRATIONS, 4 EVENING EVENT TICKETS & EXCLUSIVE SIGNAGE

SILVER SPONSOR \$2500 - 1 AVAILABLE

INCLUDES 2 CONFERENCE REGISTRATIONS, 2 EVENING EVENT TICKETS & EXCLUSIVE SIGNAGE

BRONZE SPONSOR \$1000 - 3 AVAILABLE

INCLUDES 1 CONFERENCE REGISTRATION, EVENING EVENT TICKET & SHARED SIGNAGE

VENDOR MIXER SPONSOR \$3000 - 1 AVAILABLE

INCLUDES 3 CONFERENCE REGISTRATIONS, EXCLUSIVE BANNER, 3 EVENING EVENT TICKETS & INDEPENDENT SIGNAGE

EVENING EVENT SPONSOR \$5000 - 1 AVAILABLE

INCLUDES 4 CONFERENCE REGISTRATIONS, FREE EVENT ENTRY, EXCLUSIVE BANNER AND ADDITIONAL SIGNAGE, SPECIAL GIFT

LODGING

BEST WESTERN COUNTRY INN

2025 RIVERWALK DR, FORTUNA, CA 95540

(707) 725-6822

PRICE: \$229.00

COMFORT INN & SUITES

1583 RIVERWALK DR, FORTUNA, CA 95540

(707) 725-7025

PRICE: \$262.00

SUPER 8 BY WYNDHAM

1805 ALAMAR WAY, FORTUNA, CA 95540

707-725-2888

PRICE: \$189.00

OR

***TRAVEL UP IN
YOUR RV!***

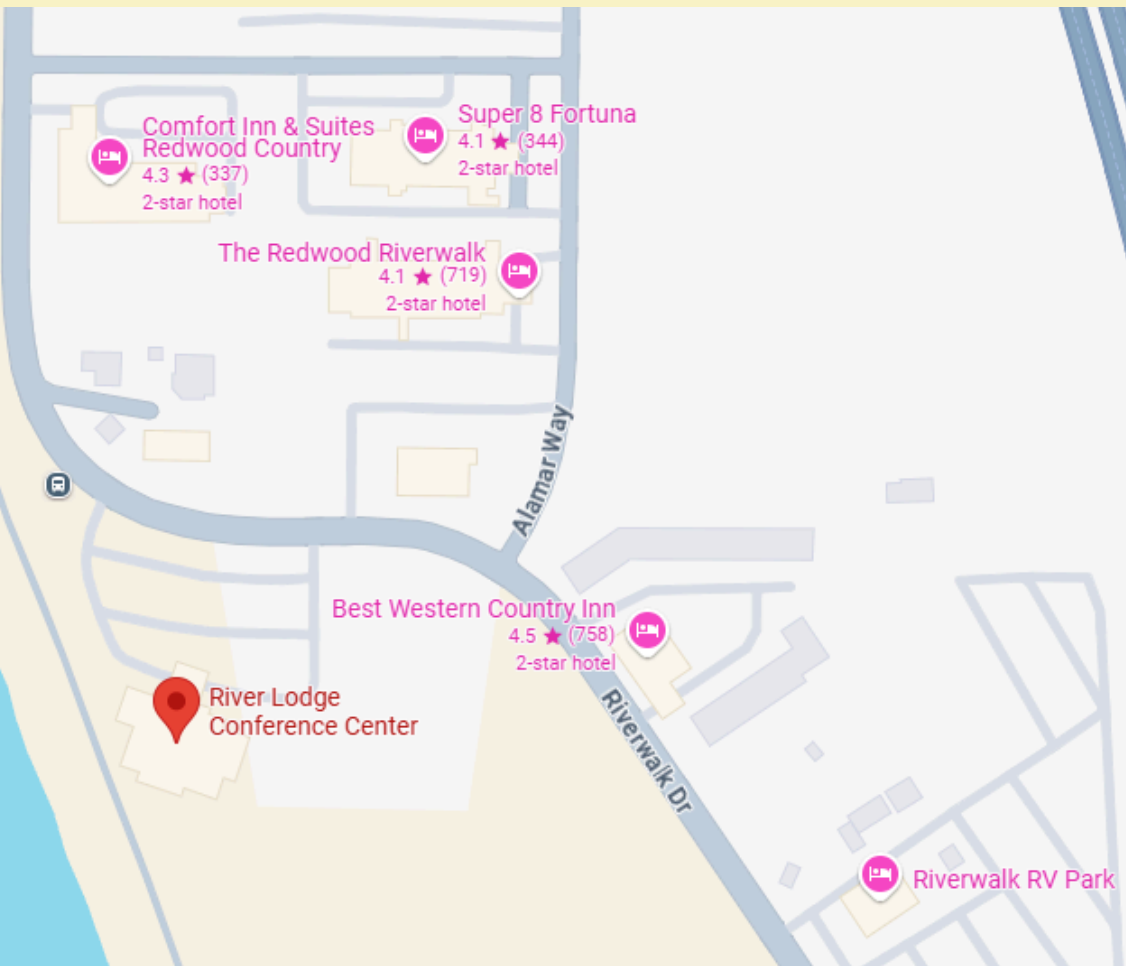
RIVERWALK RV PARK

2189 RIVERWALK DR,
FORTUNA, CA 95540

WWW.RIVERWALKRVPARK.COM

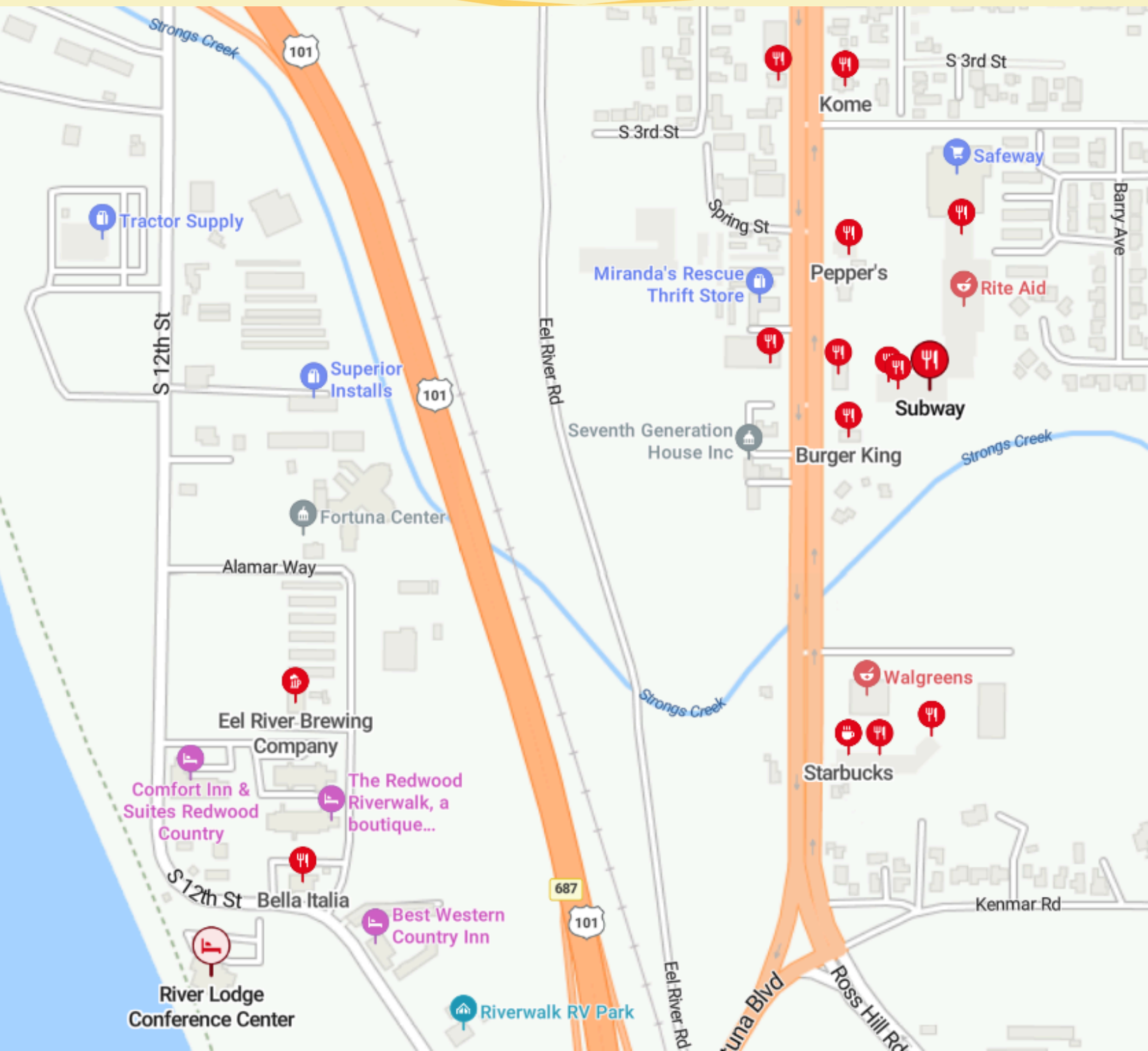
(707) 725-3359

***(RESERVATION WILL
NEED TO BE MADE
PERSONALLY)***



ADDITIONAL INFORMATION

MAP OF LODGING AND RESTUARANTS



BUS SHOW MAP LAYOUT



2025 NORTH STATE TRANSIT SYMPOSIUM

JOIN US FOR A WILD NIGHT AT THE ZOO!

NORTH STATE TRANSIT SYMPOSIUM



CELEBRATING 50 YEARS OF TRANSIT!

ADMIT ONE

SEQUOIA PARK ZOO
EUREKA, HUMBOLDT COUNTY

FULL TICKET FOR A WILD EVENING!

RIDEHUMBOLDT



HUMBOLDT TRANSIT AUTHORITY