

Events



SWTA's 2021 Summer University Conference

Jul 18 – Jul 22 | Santa Fe, N.M.

We're excited to head to Santa Fe for our 2021 Summer University Conference – July 18-22, 2021. As is the hallmark of this event, we'll again feature 3 tracks of 2-day seminars: Community Mobility | Marketing | Transit Law



Plus a 3-Day Maintenance Train-the-Trainer Session and a 1-Day CEOs Forum. See our [1-Page Flyer](#) below for an easy-to-print overview of key conference details.

We'll also feature additional sessions currently in planning, as well as an outdoor Vehicle & Exhibit Display & Evening Out at the [Santa Fe Railyard](#) (sponsored by our Presenting Sponsor – [Creative Bus Sales](#)).

[Attendee Registration](#)

[Exhibitor Registration](#)

[Interested in Sponsorships?](#)



Creative Bus Sales
THE NATION'S LARGEST BUS DEALER SINCE 1980

In light of the continuing threat of COVID-19, we'll require our attendees and exhibitors to engage in recommended precautions so that we may gather in-person, including:

- Wearing masks
- Social distancing as per state, local and venue requirements
- Any other health & safety measures in place at event venues
- *We will not require proof of vaccination in order to participate at this event*

Hotel Information

Our host hotel is the [Hotel Santa Fe](#), where all conference sessions will be held. Our nightly rate for SWTA Summer University attendees is \$149 per night.

[Book Your Room Here](#)

Note: when booking rooms, the hotel's resort fee will removed from your charges when completing your reservation. For any questions or problems, call the hotel at (855) 825-9876.

Event Archive

2021

Jan Feb Mar **Apr**

2020

Jan Feb Mar Apr May Jun
Jul Aug Sep Oct Nov Dec

2019

Jan Feb Mar **Apr** May Jun
Jul Aug **Sep** **Oct** Nov Dec

2018

Jan Feb Mar **Apr** May Jun
Jul Aug **Sep** **Oct** Nov Dec

2017

Jan Feb Mar **Apr** May Jun
Jul Aug **Sep** **Oct** Nov Dec

2016

Jan Feb Mar **Apr** May Jun
Jul Aug **Sep** **Oct** Nov Dec

2015

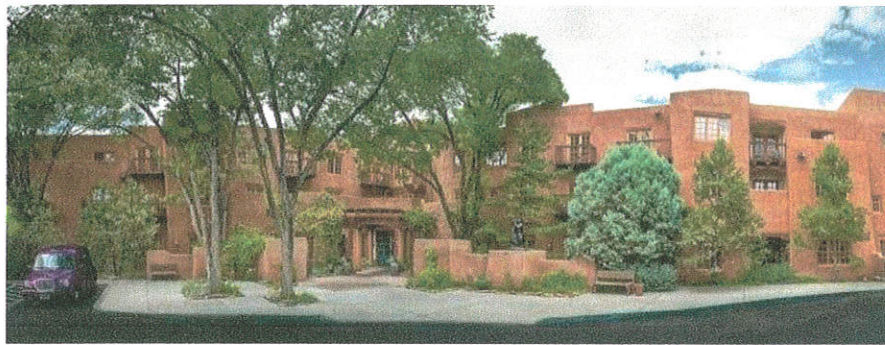
Jan Feb Mar **Apr** May Jun
Jul Aug **Sep** **Oct** Nov Dec

2014

Jan Feb Mar **Apr** May Jun
Jul Aug **Sep** **Oct** Nov Dec

2013

Jan Feb Mar **Apr** May Jun
Jul Aug **Sep** **Oct** Nov Dec



Session Topics for 2-Day Seminars

<i>Community Mobility</i>	<i>Marketing</i>	<i>Transit Law</i>
Mobility Gaps Revealed by COVID	Successful Ballot Measures: First-Time & Renewal	Legal Issues in Recruiting Employees
Mobility Technology	Recruiting Front-Line Staff	13C Issues for Large & Small Systems
Census Data for Transit: Discovery & Application	Profiles from SWTA Spotlight Award Winners	FTA Civil Rights Update
ADA Compliance Updates	Producing Affordable Media Spots	FTA Regional Counsel Roundtable
Accessibility for AVs	Evolving Approaches to Public Input	CARES, CRRSA & ARA: Sorting It Out
The ABCs of Successful Funding	Building Awareness & Enthusiasm for Capital Projects	Ethics & Professional Conduct
Mobility Management Resources	Communicating New Mobility Models to Customers	Changes in Procurement Requirements

Text-Format 2021 Summer University Agenda Overview

<i>Day</i>	<i>Time</i>	<i>Session</i>
Sunday, July 18		
	2:00 - 4:00 p.m.	SWTA Board of Directors Meeting
	5:30 - 7:00 p.m.	Opening Reception
Monday, July 19		
	9:00 a.m. - 4:30 p.m.	Community Mobility
	9:00 a.m. - 4:30 p.m.	Marketing
	9:00 a.m. - 4:30 p.m.	CEOs Forum
Tuesday, July 20		
	9:00 a.m. - 4:30 p.m.	Community Mobility
	9:00 a.m. - 4:30 p.m.	Marketing
	9:00 a.m. - 4:30 p.m.	Maintenance: Train-the-Trainer
	5:00 p.m. - 8:00 p.m.	Outdoor Vehicle & Exhibit Display (sponsored by Creative Bus Sales)

Wednesday, July 21

- 9:00 a.m. - 4:30 p.m. Transit Law Seminar
- 9:00 a.m. - 4:30 p.m. Maintenance: Train-the-Trainer

Thursday, July 22

- 9:00 a.m. - 4:30 p.m. Transit Law Seminar
- 9:00 a.m. - 4:30 p.m. Maintenance: Train-the-Trainer

About Our Maintenance Training

Our Train-the-Trainer course will be an updated version of CTAA's VMMI training taught by [Halsey King](#). He's working up the detailed course agenda for our conference but take a look at CTAA's overview of the training here: <https://ctaa.org/vmmi/>

Contact Information

Rich Sampson - SWTA Executive Director
rsampson@swta.org

Downloads

- [1-Page Event Overview](#)
- [2021 Summer University Sponsorship Opportunities](#)

[Back to All Events »](#)

Quick Links & Information

[Job Listings »](#)

[RFPs and RFQs »](#)

[Veterans Services »](#)

[Member Directory »](#)

[Become a Member »](#)

[Staff and Board Members »](#)

 **Contact Information**

PO Box 60475
Fort Worth, TX 76115
1.817.295.3663

 **Latest Tweet**

[Tweets by @swtanation](#)

[Home](#) [Membership](#) [News & Events](#) [Services & Resources](#) [About](#) [Contact](#)

© 2021 SWTA All Rights Reserved | [Terms of Service](#) | [Privacy Policy](#)



South West Transit Association 2021 SUMMER UNIVERSITY CONFERENCE

July 19 – 22
Santa Fe, New Mexico

COMMUNITY
MOBILITY

MARKETING

TRANSIT
LAW

CEOs
FORUM

MAINTENANCE
TRAINING

18	Sunday July	19	Monday July	20	Tuesday July	21	Wednesday July	22	Thursday July
		7:30 - 9 - Breakfast	7:30 - 9: Breakfast	7:30 - 9: Breakfast	7:30 - 9: Breakfast	7:30 - 9: Breakfast	7:30 - 9: Breakfast	7:30 - 9: Breakfast	7:30 - 9: Breakfast
		9-4:30 - Marketing	9-4:30: Marketing	9-4:30: Marketing	9-4:30: Marketing	9-4:30 - Transit Law	9-4:30 - Transit Law	9-4:30 - Transit Law	9-4:30 - Transit Law
2 - 4 - SWTA Board Meeting		9-4:30 - Community Mobility	9-4:30 - Community Mobility	9-4:30 - Community Mobility	9-4:30 - Community Mobility	9-4:30 - Maintenance Train-the-Trainer	9-4:30 - Maintenance Train-the-Trainer	9-4:30 - Maintenance Train-the-Trainer	9-4:30 - Maintenance Train-the-Trainer
		9-4:30: CEOs Forum	9-4:30 - Maintenance Train-the-Trainer	9-4:30 - Maintenance Train-the-Trainer	9-4:30 - Maintenance Train-the-Trainer	Open Block	Open Block	Open Block	Open Block
5:30 - 7 - Opening Reception		12:00 - Lunch	12:00 - Lunch	12:00 - Lunch	12:00 - Lunch	12:00 - Lunch	12:00 - Lunch	12:00 - Lunch	12:00 - Lunch
		(open evening for vendors & socializing)		5 - 8 - Vehicles, Exhibits & Fun!			(possible group dinners or tours)		

Session Topics for 2-Day Seminars

Community Mobility	Marketing	Transit Law
Mobility Gaps Revealed by COVID	Successful Ballot Measures: First-Time & Renewal	Legal Issues in Recruiting Employees
Mobility Technology	Recruiting Front-Line Staff	13C Issues for Large & Small Systems
Census Data for Transit: Discovery & Application	Profiles from SWTA Spotlight Award Winners	FTA Civil Rights Update
ADA Compliance Updates	Producing Affordable Media Spots	FTA Regional Counsel Roundtable
Accessibility for AVs	Evolving Approaches to Public Input	CARES, CRRSA & ARA: Sorting It Out
The ABCs of Successful Funding	Building Awareness & Enthusiasm for Capital Projects	Ethics & Professional Conduct
Mobility Management Resources	Communicating New Mobility Models to Customers	Changes in Procurement Requirements