



DECEMBER, 2003 NEWSLETTER

INSTITUTE OF TRANSPORTATION ENGINEERS - Northern California Section



ITE/WTS Holiday Lunch Highlighted by Presentation from Dr. Beverly Scott

Dr. Beverly Scott, Sacramento Regional Transit District General Manager was the keynote speaker at the annual ITE/WTS holiday luncheon.

Dr. Scott discussed the need for transit to reinvent itself to answer the question “What does transit need to be to get me to use it”. By answering that question transit can change the mindset of users so that it becomes competitive with the automobile as the mode of choice. Dr. Scott also discussed the need for the regions transit providers to discuss ways for transit to become seamless throughout the region. She cited that this was done in Washington D.C. Issues that face a seamless transit system are differences in fare structures, collection systems and who provides what services.

Dr. Scott said that in the short term RT will need to improve delivery of services, find out what their customers think, be more accountable to the public and compare themselves to other providers.

Dr. Scott closed by saying that she envisions that RT has the opportunity to become a topnotch transit agency over the next 20 years.

Holiday Luncheon Donates to the SAEHC

The ITE/WTS Holiday Lunch donated over \$300 to the Sacramento Area Emergency Housing Center (SAEHC). Thank you to everyone that attended the meeting and special thanks to those who contributed individually.

FUTURE MEETINGS

- January 16, 2004 – First meeting of the new year at Andiamo.
- February 20, 2004 – Meeting at Andiamo.
- March 18, 2004 – Vendor’s Night in Lodi.