

Draft Program - SwissCal Virtual Conference

Register at www.swisscal.com

Session 1: Why Switzerland & Regulatory Overview	Session 2: Understanding Roles in Delivering Seamless Transit & Fares	Session 3: User Experience Innovation & Translating to California	Session 4: Regional Wrap-Up Workshops
Feb. 1, 2022 , 8-10am PST / 17h-19h CET	Feb 8, 2022 , 8-10am PST / 17h-19h CET	Feb 22, 2022 8-10am PST / 17h-19h CET	<p>Regional workshops will convene a subset of participants in 3 separate sessions:</p> <p>March 1, 2022 8-10am PST <i>Southern California Association of Governments (SCAG)</i></p> <p>-----</p> <p>March 2, 2022 9-11am PST <i>LA Metro</i></p> <p>-----</p> <p>March 4, 2022 9:30-11:30am PST <i>Northern California / San Francisco Bay Area</i></p>
<p>8:00-8:30 Welcome & Context Setting for California Policymakers Key Partners: Seamless Bay Area, LA Metro, SCAG, MTC, Caltrans</p> <p>8:30-9:15 Overview of Swiss Transport Ecosystem / Role of Federal Government / Regulatory Landscape Anna Barbara Remund, Vice Director of Infrastructure, Swiss Federal Office of Transport</p> <p>9:15-9:45 Role of Agreement between Operators & Tariff communities Kathrin Raess, Project Leader Alliance Swisspass</p> <p>9:45-10:00 Facilitated wrap-up discussion</p>	<p>8:00-8:10 Recap of Session 1 Learnings</p> <p>8:10-8:40 Role of Transit Operator & Industry Association Bernhard Adamek, Vice Director VOV/UTP (Association of Swiss Transit Operators)</p> <p>8:40-9:10 Role of National Regional Rail Provider in User Experience Eva Krueger, Customer Experience & Insights Daniel Boos, Product Owner, User Experience Swiss National Railways (SBB)</p> <p>9:10-9:40 Role of Public Sector Decision-makers / Local and Regional authorities Anne Hornung-Soukup, Chair of the Board of Directors Transports Public Genevois (TPG)</p> <p>9:40-10:00 Facilitated wrap-up discussion</p>	<p>8:00-8:10 Recap of Sessions 1 + 2 Learnings</p> <p>8:10-8:30 Role of Startups and Private Vendors Jonas Lutz, Head of Product & Marketing FAIRTIQ</p> <p>8:30-9:00 Governance and Integrating with Emerging Mobility Arnd Bätzner, Member of the Board of Directors Mobility Carsharing</p> <p>9:00-9:30 Applying Swiss Practices to California Kyle Gradinger, Chief Division of Rail and Mass Transportation Caltrans</p> <p>9:30-10:00 Facilitated wrap-up discussion</p>	