



# SCR TTC

Southern California  
Regional Transit  
Training Consortium  
[www.scrttc.com](http://www.scrttc.com)

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## Affiliated Members

Advanced Transportation  
Technology & Energy  
Initiative

# DOCKET

## 08-ALT-1

DATE DEC 11 2008

RECD. DEC 12 2008

December 11, 2008

James D. Boyd  
Vice Chair and Presiding Member  
Transportation Committee

Karen Douglas  
Commissioner and Associate Member  
Transportation Committee

California Energy Commission (CEC)  
Dockets Office, MS-4  
Re: Docket No. 08-ALT-1  
1516 Ninth Street  
Sacramento, CA 95814-5512

RE: Docket Number 08-ALT-1 – AB118 Implementation

We would like to direct your attention to the need for the development and delivery of a public education and outreach program specific to the career paths and opportunities within the California transit industry for consideration of funding eligibility under AB 118.

California's transit agencies are the first to deploy advanced transportation technologies and alternative fuels on a broad scale and therefore remain a focal point for improving its air quality and reducing greenhouse gas (GHG) emissions. Critical to ensuring that new transit technologies operate efficiently and smoothly is a trained workforce.

However, recruiting the future talent for a sustainable transit trained workforce requires a significant investment of public education and outreach that outline the skill sets that are required, the means by which to acquire those skills and the career opportunities and benefits available within the transit industry.

In order for the CEC's AB 118 goal, to provide recruitment, job training and workforce development that contribute to improving air quality, reduce GHG emissions and mitigate the effects of climate change in accordance with AB 32, Public Education and Outreach must be elevated to the top priority and funded accordingly as a prerequisite in order to achieve the means to that intended end result.

Although transit specific training is a key component to the increased deployment of cleaner operating vehicles, greater fuel efficiency and a multitude of emerging technologies, **unfortunately a career in transit is often and/or only perceived as a career as a bus operator/driver.** Although too an honorable profession, this perception is primarily due to the fact that the bus operator/driver is the only transit professional the public ever sees. Therefore, public education and outreach to the full spectrum of educational professionals e.g. guidance counselors and teachers, as well as the students themselves and their parents, need to be educated, exposed to and aware of the expanding career opportunities in the transit community.

The Southern California Regional Transit Training Consortium (SCR TTC), a 501c (3) organization and a California Non-Profit Corporation, is comprised of 27 transit systems and community colleges in a training resource network is focused on the development and delivery of training to the transit industry's workforce proficient in the standards, practices, and procedures for incumbent and new workers.

The SCR TTC has developed a new, successful **"Learning Model"** with federal funding which increases the professional and technical competency of the Southern California public transit workforce.

This new learning model includes training components for alternative fuels, hybrid electric buses, Intelligent Transportation Systems (ITS) and the advent of fuel management, regenerative braking systems, automated vehicle location (AVL) and route management systems all of which contribute to reduced miles traveled, petroleum consumed and GHG emissions. It also requires constant upgrading of transit technician's skill sets such as; computer diagnostics, integrating software, fuel systems certified inspection and safety training. The outcome produced to date by the SCR TTC is over **12,500 hours of training delivered to over 1,000 technical transit workers** within the region providing jobs, saving taxpayer money and increasing productivity.

The SCR TTC's goals not only benefit current employees, but also to serve and meet future workforce development needs in the region. Since each individual transit system is forced to invest scarce resources to develop its own outreach and recruitment programs, the SCR TTC has established a template for a SCR TTC Mentor/Internship program that can be replicated and scaled to budget for the entire SCR TTC transit membership to access; enabling implementation without duplication of development. This successful outreach tool, initially implemented by SCR TTC founding member, Long Beach Transit System (LBTS), was coordinated with campus presentations to the community colleges students, many of these colleges that have the necessary coursework and training capacity to educate students in these transportation technologies and prepare them for highly paid jobs in the growing transit industry. Interested student candidates were then invited to the transit property for a full tour of the vehicle and alternative fuel technologies previously described followed by campus testing of a transit prepared exam, and invitation of application, resume and interview for the summer internship program.

This regional public education and outreach effort implemented via the community college system, comprised but not limited to several of the Advanced Transportation Technology and Energy Center Initiative (ATTEI) colleges, highlighted for the SCR TTC how underfunded public education and outreach specific to transit technologies is and also revealed how much work still needs to be done. As indicated in the AB 32 Scoping Plan: 'The backbone of an effective climate action plan is public outreach and education.'

The SCR TTC is proposing that the collaborative fabric of this consortium be funded in order to investigate the needs and obstacles that schools and others involved in the development of a green workforce are currently facing. This would also require us to engage and leverage private industry partners for in-kind contributions to this public education and outreach effort in order to unfold the technical story of how their products, fuels and vehicles all contribute to the transit industry as related to the goals of AB 32 and in keeping with the objectives of AB 118 implementation.

Additionally, the SCR TTC would desire to align this proposed effort with a media production and delivery mechanism that would provide a ready resource to prepare, produce and distribute the type of visual and electronically appealing public education and outreach message to this next generation of transit technology technicians, their parents and their educators.

**"The Global Learning Series"** is a rare, one-of-a-kind, educational, national television series, that stands on the cutting-edge of educational programming, setting the bench mark for both insightful content, and highly visual entertainment. The goal of each segment is to go beyond the norm of merely educating and/or entertaining, and instead create stand-alone, 3-5 minute, "mini-documentaries" that bring the viewing audience cutting-edge information that is either particularly unusual, highly visual, vitally important, unique, socially and/or environmentally relevant.

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This 3-5 minute educational segment could be distributed to Public Television Stations regionally, statewide or nationally for broadcast as appropriate. We would receive a complete broadcast quality, custom, 6-8 minute corporate documentary with expansive and detailed information documenting the issues that impact the target audience; interviews and/or narration are added to accomplish the specific goals of this proposal. This demo tape will be digitized and encoded for video-streaming use on our website, with links to others, giving all potential participants access to the information and feature story.

The Global Learning Series package would also include a 1-minute high-end commercial segment to promote the education and outreach. Each 1-minute segment will be distributed and aired in 40 major cities nationwide on CNN, Fox News, MSNBC and/or similar networks. Current target programs include: Larry King Live, Day Break, News night, On the Record with Greta Van Susteren, and other prime and peak time programs. Participants will receive a market checklist to select their regional target audience in peak time. Airings are based on availability and network approval.

A 6-8 minute corporate documentary will be distributed to Voice of America (VOA), which is a division of the U.S. Government's News and Information Service.\* Known as the "International CNN", VOA is seen in over 200 cities and 127 countries, reaching hundreds of television and broadcast systems worldwide, as well as international embassies and cultural centers around the world. (VOA's daily audience is potentially 96 million television households, and airs programming in multiple languages.) This deliverable might be particularly appealing to our private industry partners for their use at trade shows, conferences and various marketing efforts.

These examples could all be customized to our region or state public education and outreach requirements including the conversion to iPod and other forms of electronic distribution current to the intended audience.

Enclosed is a detailed package of information regarding the SCR TTC's extremely successful learning model. Should you have any questions please email me at [outrchpd@me.com](mailto:outrchpd@me.com) or call me at 619-473-0090.

I join with SCR TTC Chair, Ralph Merced, Santa Monica Big Blue Bus, and John Mc Guire, Executive Producer for The Global Learning Series, in urging your serious consideration for funding of this proven and successful workforce training resource combined with this powerful partnering with The Global Learning Series to deliver our message.

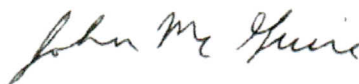
Sincerely,



Peter Davis  
Statewide Director,  
Advanced Transportation Technology  
and Energy Initiative  
Economic Workforce Development Program  
California Community Colleges



Ralph Merced  
SCR TTC Chairman  
Santa Monica Big Blue Bus  
Transit Manager



John Mc Guire  
Executive Producer  
The Global Learning Series