Center for Transportation Education and Development

Spring 2014

- Introduction to Transit Planning
- Passenger Service and Safety: Certification for Trainers
- Systematic Approach to Increasing Transit Ridership
- Fundamentals of Public Transit

sce-cted.uwm.edu
Center for Transportation Education and Development

CTED champions and strengthens the role of transportation throughout North America. We have served the public transit community for more than 30 years – utilizing our technical expertise and the resources of the University of Wisconsin-Milwaukee to provide quality training programs and research for transportation professionals.

Advance your career in the industry with CTED professional development workshops at the School of Continuing Education. Select from face-to-face courses at our convenient downtown location and online courses for complete flexibility. Visit sce-CTED.uwm.edu for details.

Spring 2014 Courses

**Introduction to Transit Planning  📀ONLINE**
Understand the procedures, techniques and factors that make transit planning different than planning for other activities. Discuss short range planning to address realistic transit agency problems. Learn methods for predicting service costs, understand fleet size and scheduling considerations, find areas of potential demand, and get an overview of procedures used to develop new starts for major transit investments.

- Online Course Accessible: Mon., Feb. 10-Fri., Apr. 4
- Instructor: Dr. Edward Beimborn
- Fee: $550
- CEUs: 2.8
- **Program No. 7510-6568**

**Passenger Service and Safety: Certification for Trainers**
Develop self-confidence as a trainer while learning the basics of passenger assistance. Gain the tools for evaluating and assessing on-the-job performance, which helps maintain and improve the quality of your agency’s transit services. This workshop satisfies standards set by the Americans with Disabilities Act.

- Mon.-Wed., Mar. 17-19
- Instructors: Robert Schmitt, Mary Lee Spitz
- Early Bird: $625 (register by Feb. 17)
- Fee: $725
- CEUs: 2.1
- **Program No. 7510-6644**
Systematic Approach to Increasing Transit Ridership  
Focus your efforts on the most productive ways to get passengers on your service and to keep them riding once they try it. Increased ridership is not just about marketing, but about taking a comprehensive step-by-step approach to service design and delivery. Find your “avatar” – your ideal customer – and learn to build and maintain a strong ridership base.

Online Course Accessible: Mon., Mar. 24-Fri., Apr. 11  
Instructors: Anita Gulotta-Connelly, Joe Caruso  
Early Bird: $400 (register by Feb. 24)  
Fee: $500  
CEUs: 1.4  
Program No. 7510-6365

Fundamentals of Public Transit  
Help new or recently hired staff upgrade their skills and learn best practices in the transportation industry. Seasoned veterans will also obtain updates to a broad spectrum of topics – from marketing, planning and operations to regulations, service benchmarks and the history and benefits of public transportation.

Online Course Accessible: Mon., Apr. 28-Fri., May 23  
Instructor: Peter Albrecht  
Early Bird: $400 (register by Mar. 31)  
Fee: $500  
CEUs: 1.4  
Program No. 7510-6824

Learn more about these and other CTED programs at sce-CTED.uwm.edu.
General Information

To Register
Online: sce-registration.uwm.edu
Phone: 8am-5pm (Central) M-F
414-227-3200 – Direct
800-222-3623 – Toll Free

Location
Programs will be held at the UWM School of Continuing Education, 161 W. Wisconsin Avenue, 7th Floor. SCE is conveniently located in downtown Milwaukee.

Customized Training
CTED provides on-site professional development seminars and custom designed workshops for transit organizations, state Departments of Transportation, as well as nonprofit and for-profit organizations throughout the U.S. All CTED workshops can be customized to your specifications and delivered straight to your location.

Program Cancellations/Refunds
A full refund is issued to program participants if the School of Continuing Education cancels a program for any reason. Participant withdrawals made at least two weeks (14 days) prior to the start of a program can receive a 100% refund. When a participant withdraws less than two weeks prior to the program start, participants may have their fees transferred one time to any currently available program, otherwise participants will receive a refund minus a 20% administrative fee. For programs with a fee of $35 or less, no refund will be given, if a participant withdraws within two weeks of the start date. Once a program has begun, refunds are no longer issued.

For More Information
Contact Ken Woodall at 414-227-3332 or woodall@uwm.edu.

More SCE Professional Development Opportunities:

- BUSINESS
  sce-business.uwm.edu
- BUSINESS PROCESS IMPROVEMENT
  sce-BusinessImprovement.uwm.edu
- ENGINEERING
  sce-eng.uwm.edu
- LANGUAGES
  sce-languages.uwm.edu
- MANAGEMENT DEVELOPMENT
  sce-mgmt.uwm.edu
- PROJECT MANAGEMENT
  sce-PM.uwm.edu

DON'T FORGET TO USE THESE CODES WHEN REGISTERING

Your Keycode: CTEDS14
Your Message Code: JA-15-14-W