Center for Transportation Education and Development

Fundamentals of Public Transportation
Systematic Approach to Increasing Transit Ridership
Fleet Management
Passenger Service and Safety: Certification for Trainers

UWM.EDU/SCE-CTED
Center for Transportation Education and Development (CTED)

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 uwm.edu/sce-cted for details.

Fall 2016 Courses

**Fundamentals of Public Transportation [ONLINE]**

Help new or recently hired staff upgrade their skills and learn best practices in the transportation industry. Seasoned veterans can stay current with existing best practices and learn new tips. The course covers topics such as:

- The history of public transportation in the United States
- The benefits of public transportation
- Basic concepts of transit planning and operations
- An introduction to transportation finance and financial management
- Basic concepts of performance measurement and the importance of service benchmarks
- Techniques and concepts to effectively market transit service
- A review of laws and regulations governing public transportation, such as the Americans with Disabilities Act

Instructors: Peter Albrecht
Early Bird: $400 (register by Mon., Aug. 1, 2016)
Fee: $500
CEUs: 1.6
Program No. 4890-9339

Learn more about these and other CTED programs at uwm.edu/sce-cted.
Systematic Approach to Increasing Transit Ridership  📚ONLINE
Public transportation is a product – an important and integral part of our communities – but a product, nonetheless. Unless someone is willing to pay to use that product and does, in fact, pay the fare and get on the bus/van/taxi, there is not much point to providing the service!

Online Course Accessible: June. 1-July 1, 2016
Instructor: Anita Gulotta-Connelly, Joe Caruso
Fee: $500
CEUs: 1.2
Program No. 4890-8866

Fleet Management  📚ONLINE
Analyze the principles of vehicle operations and maintenance in order to save money and improve service.

Online Course Accessible: Sept. 1-30, 2016
Instructor: John Dolce
Early Bird: $400 (register by Fri., July 1, 2016)
Fee: $500
CEUs: 1.6
Program No. 4890-9340

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.

Instructors: Robert Schmitt, Mary Lee Spitz
Early Bird: $625 (register by Sun., Sept. 25, 2016)
Fee: $725
CEUs: 2
Program No. 4890-9366

Customized onsite training available!
General Information

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

Location
Programs will be held online or 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. Once a program has begun, refunds are no longer issued.

For More Information
Contact Murali Vedula at 414-227-3121 or mvedula@uwm.edu.

More SCE Professional Development Opportunities:

- BUSINESS uwm.edu/sce-business
- BUSINESS PROCESS IMPROVEMENT uwm.edu/sce-businessimprovement
- ENGINEERING uwm.edu/sce-eng
- LANGUAGES uwm.edu/sce-languages
- MANAGEMENT DEVELOPMENT uwm.edu/sce-mgmt
- PROJECT MANAGEMENT uwm.edu/sce-pm

Don't forget to use these codes when registering:

Your Keycode:  CTEDWPDF
Your Message Code: AP-14-16-W