

New-bee to the Transit Conference

This was my first DTA Conference. I enjoyed the conference and found it to be a great source of information. This is a time when we can visit and learn from others what they are doing and what their needs are. We have many of the common issues and working together as a team we can accomplish more.

I also had the opportunity to attend the Roadeo. I volunteered to help where needed. If you have never attended the Roadeo you really should encourage your drivers to participate. It was fun to watch the drivers go through the course testing their skills.

- Pat Hejlik,
Devils Lake Transit



this issue

Senator Johnson **P.2**

CTAA **P.3**

Local Match **P.4**

Vendors **P.5**

Generation Gaps **P.6**

"COME RIDE WITH ME"

Karrie Mikkelsen & Carleen Schill
Cavalier County Transit, Langdon, ND

The Langdon Chamber of Commerce sponsored a **Halloween Spooktacular** event for kids up to age 12 on Saturday, October 25, 2014. Several business places took part in this event with the ending place being the Langdon Senior Center.

Approximately 145 kids and several parents took part in this event. **IT WAS CRAZY!** The employees at Cavalier County Transit decided to use this event to do some advertising for their transit system. Here is a photo of the treat bags that were handed out to all of the kids....



A Day for Thanks & Farewell

Brenda Schweitzer, Director
Brookings Area Transit Authority
Brookings, SD

Senator Tim Johnson is wrapping up his 36th year in politics spanning 11 elections on a farewell tour of South Dakota. His stop in Brookings gave local citizens and businesses the opportunity to wish him well in his retirement and thank Senator Johnson for his support not only through our community, but throughout our state.

In his interview with the local Brookings Register, noting his eight years in the South Dakota Legislature; four in the House of Representatives and four in the Senate followed by a run in the U.S. House of Representatives of five terms (10 years) and the U.S. Senate in 1996, 2002 and 2008, Johnson summed up the list with a smile and one word, “undefeated”.

A video clip was played of these years, taking us down memory lane, noting the many accomplishments and challenges along this span of over three decades.

Understanding the role Senator Johnson has played in public transit for rural America, I wanted to make sure I was

able to personally thank him for all he has done for rural transit in South Dakota. As head of the Banking and Finance, it also put Senator Johnson as head of the Transportation Committee.

His work on the reimbursement formula certainly assisted our funding in taking our many miles of travel into consideration. Senator Johnson has taken a true heart to our efforts, understanding the needs and challenges our program faces.

Many in the audience in Brookings had the opportunity to say a special note of thanks. Of course, in fine fashion, I did so through tears. Passion tends to do this to me. No regrets!



HAPPY THANKSGIVING TO ONE AND ALL!!!

October CTAA State Transit Association Call

Meeting Notes

Wednesday, October 29, 2014

Scott Bogren

Washington D.C.

Fed Update

- During the period of August to November, Congress is focused almost exclusively on next Tuesday's elections. Very little happening on surface transportation reauthorization.
- The administration continues to push for movement on reauthorization and its Grow America plan ([link](#)).
- Senate seems likely to shift to Republican control -- potential impact on reauthorization unclear.
- Governor's races and local/regional/state transit ballot initiatives also being contested. Follow my twitter feed (@CTMag1) for details.
- Key signal that things might be getting serious on reauthorization = discussion of tax reform.
- Met with GAO team recently looking at bus procurement. If you're interested (or you have a member who is particularly interested) in talking with the GAO team, let me know via email and I'll share your contact information with them.

Medicaid/NEMT

- State of Iowa has asked for a continuation of the waiver the Administration granted it, cutting the transportation benefit for the expanded Medicaid population that is part of the Affordable Care Act. [CTAA opposes this continuation](#).
- Dialysis remains a key issue that elected officials understand and where the community and public transit industry creates good outcomes and saves taxpayers.

CTAA Product Releases

- We recently rolled out [RIMMS](#) (Resource Innovation in Medical Mobility Systems). Please take a look at the attached brochure.
- We will launch our Vanpool Works product sometime within the next two weeks. I've attached a DRAFT Vanpool Works brochure.
- Sometime before Jan. 1, we hope to launch our new Insurance Exchange. I will provide additional details on that next month.
- We are eager to come visit with you and your members to discuss these products, contact me if you're interested.
- CTAA's annual EXPO will be May 31-June 4 in Tampa, Fla.

For the latest transit news, follow me on Twitter at CTMag1.

Local Match Revenue & Resources

Pat Hejlik
Devils Lake Transit
Devils Lake, ND

I was inspired by the Local Match Revenue & Resources presentation.

Barb Cline
City/County

Travis Bortnem & Brenda Schweitzer
Local Grants/Foundation/Service Organizations

Jenny Jasper & Ali Rood
Advertising

They offered many helpful suggestions on what to do and where to look for advertising, think outside the box. Begin with yourself; you are selling yourself as well as your agency. Educate the community to your services. I like seeing ways others have raised money by selling advertisement or contracting has given me new ideas on what I can do to promote Eddy County Transit and Devils Lake Transit. Benson County was a good example. Currently I am working on a website and looking into some suggestions for advertising.

2015 Fall Conference

Minot, North Dakota

Preparation for our Fall Conference has begun.

We will be staying at the Grand Hotel, Minot, ND.
Phone # 701-852-3161

We have room reservations for September 18th through the 22nd.

Our room rate is \$79.95 per night.

When booking your rooms, ask for the DTA block.

Get to Know Your Vendors

Paul Benning

North Dakota DOT, Bismarck, ND

The Dakota Transit Association (DTA) Conference is a great way to learn about new transit items and network with other transit providers.

The Next time you or your employees attend the DTA Conference, make sure to take full advantage of the conference by spending time visiting with the vendors. It is a worthwhile investment of your time and may prove to be very beneficial.

At last month's DTA Conference in Sioux Falls, I took the opportunity to spend time getting to know some of the 25 vendors that participated in this year's event. In talking with them it was apparent they were very appreciative of the response they were receiving and many of them took time to provide me with some excellent feedback.

What I learned from the vendors was:

How long the vendors have been attending the DTA Conference. This ranged from attending for the first time this year to participating in the event for over 15 years.

The vendors all responded that the best part was the ability to stay in touch with the transit providers, SD/ND DOTs, and other vendors. The vendors also

indicated that transit providers were all a tight knit group that enjoyed all aspects of the conference.

The vendors all appreciated the opportunity to showcase their transit related products to the providers which allows them to select purchasing options for their buses. Another benefit expressed among the vendors was the opportunity to visit with people from the two states at one time and learn more about what the transit providers have planned for upcoming years.

The vendors said they come back every year because of the support and loyalty the transit providers give them on their various products and information. I was told that once a transit provider becomes a first time customer, they will often become repeat customers. The vendors also appreciate the opportunity to highlight specific items and also are interested in getting a feel for what the needs are of the transit providers.

I would like to say "thank you" to all the vendors that participated in this year's DTA Conference and encourage all transit providers to take some extra time at the next vendor show to learn more about these vendors. This truly is an opportunity for the vendors to showcase their current products to transit providers from both South Dakota and North Dakota.

Carol Wright Talks Generation Gaps

Barb Ballensky
Vermillion Public Transit
Vermillion, SD

Carol Wright spent Tuesday morning of the DTA conference enlightening us about the dynamics of working with and serving people of all ages. It was a very interesting discussion about how the influences of the times produced strengths and differences for each generation. Influences such as the economy, technological advancements, family changes, entertainment/television and politics shape the characteristics of a generation.

Traditionalists are practical rule followers who prefer to meet with people face to face. They work to build their careers with one employer and are very loyal.

Baby boomers are hard-working dedicated folks who challenged authority when they were teens and young adults. They have a “whatever it takes” attitude, like responsibility and want to be successful.

Generation X’s are the first of latch key kids. They are self-reliant, family oriented and very active in their communities. They work to build skill sets and develop a portable career. In work, they focus on customer needs and wants.

Millennials are creative, optimistic multi-taskers who like praise and attention. Many Millennials will have two or more distinct careers.

As you can guess based on these descriptions, it can be challenging for all these generations to work together or for one generation to provide service for another generation. We need to treat all people we encounter with respect and recognize the talents that everyone has and how they contribute to improving our organizations.

In the next few years, the baby boomers will be the largest retired generation ever experienced in the U.S. What does that mean for transit agencies on the customer side?

The services that we are providing today, may not be viewed as exceptional service by the Baby Boomers. Utilizing the information we have learned about their generation, we can begin to plan and make changes that will allow us to meet their needs and expectations. We need to ask them what we can do to improve and think outside the box to develop a program that can change with the times. Even though the Boomers are a large group of consumers, we also will not be able to ignore the other generations who will be utilizing our services. We will need to incorporate technology and develop changes to attract the Gen Xers and Millennials to ride our transits as well. Carol gave us plenty to think about and a nice foundation to begin to explore and plan for the future.

Palace Transit Assists with Apartment Fire

Jessica Pickett
Palace Transit, Mitchell, SD

On November 6, 2014 at 8:44 pm the Mitchell Department of Public Safety received a call of fire at an apartment/business complex on Main Street in Mitchell, SD. Within minutes emergency personnel arrived and found smoke on the 2nd and 3rd floor of the building, which contained retail stores on the ground level and numerous apartments on the second and third levels. All occupants of the building were evacuated and Palace Transit was there with a bus to provide a warm place for all residents during the emergency.



Training Update

Linda Freeman

A PASS and PASS Recertification class will be held in Spearfish on December 29 and 30, 2014. They will have room for attendants from other agencies so we will be putting the information on the web site for registration as soon as we get the motel set up. Have a great Thanksgiving!



LINDA FREEMAN'S NEW CONTACT INFORMATION

Mobile Number: 701-848-6480
Home Number: 701-385-4394
Mailing Address: PO Box 691, Kenmare, ND 58746
E-mail Address: lindaf1@att.blackberry.net

Watch for her FAREWELL article in the December Tidbit.

2014 South Dakota DTA Awards

Driver of the Year

Eugene Valentien, Community Transit, Inc.

Support Staff

Lisa Johnson, Prairie Hills Transit

Above and Beyond

Mike Hoppe, Watertown Area Transit

Friend of Transit

Senator Mike Vehle, Palace Transit

2014 North Dakota DTA Awards

Driver of the Year

Craig Kohl, West River Transit

Friend of Transit

Carol Wright, Washington, DC

Support Staff

Ron Geiser, West River Transit



Jacque Senger
DTA Executive Director

Mailing Address:
PO Box 973
Devil's Lake, ND 58301

E-Mail Address:
jacque.senger@hotmail.com

Phone Number:
701-662-2465

Tidbit Articles

Please contact me with articles for your "Transit Tidbit."

Recycle

Please share your Transit Tidbit with your staff and any interested person(s).

Address

Directors, please check with your bookkeepers as well as the rest of your staff  to assure they have the correct DTA mailing address.

Thanks to all!

- Jacque

www.dakotatransit.org