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DTA
Dakota Transit Association

Transit Tidbits

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Merry Christmas and Happy New Year to you and your families. I wish us peace in 2015!

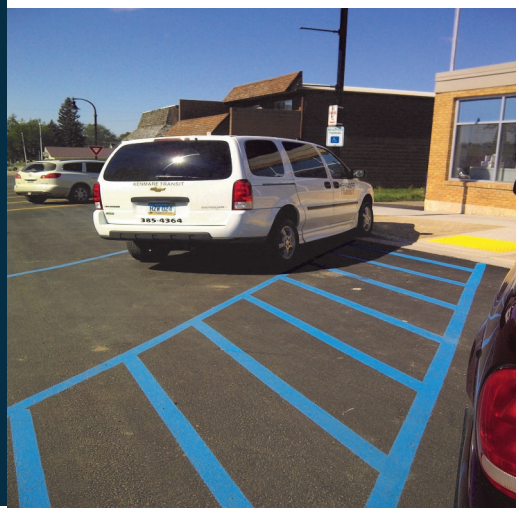
- Jacque

Transit Driver Job Made Easier

Linda Freeman, Director
Kenmare Wheels and Meals, Kenmare, ND

City of Kenmare has made Kenmare Wheels & Meals transit driver's job soooooo much easier! The City along with businesses around the square spent a significant amount of money making the entire square area accessible. As you can see by the photo, our transit driver now has the space to load and unload easily.

We are very proud that our community has been so willing to upgrade the accessibility here.



Saying Goodbye to Wheels & Meals

Linda Freeman, Director
Kenmare Wheels and Meals, Kenmare, ND

Just a short article to say how much I've enjoyed my years at Kenmare Wheels & Meals. As I'm sure everyone can say: "There was never a dull moment!" The service that we all provide is such a gift to our communities and I hope it continues for all time. I also have to thank everyone for being there when I needed help or just someone to commiserate with. You are a fabulous bunch of people.

I want to say a quick "thanks" to Darrell, Roger & Mari Don for my "roast" at our providers meeting. It was great! Special thanks to Darrell for his scheming and planning! I also want to say thanks for the retirement cards & gifts from all of you. I was surprised that a little thing like making someone new feel welcome can make such an impression. Do me a big favor and do the same for Lisa Bartlett, the new director at Kenmare.

Since I'm thrilled that I will be continuing as the training coordinator for DTA and will be joining the group as an associate member, I won't say "goodbye" because I hope to see you all again in the future.

Go forth and serve!

Linda

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.

Educating the Public About Transit

Kalen Ost,
Marketing Director/Mobility Manager
Bis-Man Transit/Capital Area Transit,
Bismarck, ND

This article was published in the Mass Transit Magazine in November 2014.

QUESTION: What tools, resources or techniques has your agency used to educate the public on new services, potential projects or transit value?

ANSWER: We have tried to cast a wide net with our efforts to connect with our current and potential audience. In covering a variety of mediums, we are trying to not only educate the community about specific services/promotions, but to also create the opportunity for our customers to come to us with inquiries and/or potential problems or solutions. As an example, in September we altered a route to enter one of the college campuses in our town, and this change coincided with an addition to our discounted rate to include college students. We were able to reach students/faculty through a number of avenues, creating multiple channels of interaction during the addition of service, as well as afterward, to make sure the service continued to be something beneficial to the campus, and our customers utilizing the service:

Web site – Our site serves as the information hub for our organizational news, route changes, and new services alerts, as well as serving as the 24/7/365 electronic face of the organization. Within the site, there are ways for the public to contact us – a contact form for general inquiries, a form to generate help in finding the fastest/easiest route between two points, and staff email and phone contact information. We have pages dedicated to specific services, as well as a newsfeed on the site homepage, and a rotating carousel that primarily serves to highlight specific services/promotions.

Social Media – We are active with Facebook, Twitter, and YouTube accounts, as well as through a quarterly E-Newsletter. Facebook, Twitter, and the E-Newsletter are primarily used as a tool for brand awareness and news dissemination, while YouTube is primarily used to house our video series on how to ride the system.

Press Releases – We email our releases to a variety of media outlets (Television, Radio, Print) in the area. The releases are also featured on our web site, and pushed through social media channels.

Advertising – Money for radio and TV ads is traded with providers through options such as bus wraps. These trades provide us with money to run a year-round branding campaign, with some flexibility to highlight specific events each year.

See EDUCATION, Page 4

General Membership Meeting—Sioux Falls, SD

Jacque Senger, DTA Executive Director

At our General Membership Meeting held in Sioux Falls, SD, September 2014, the Board presented the By-Laws changes to the General Membership. We took into account all the different options the General Membership suggested. We contacted an attorney concerning placing our DTA Minutes on the "Members Only Login" portion of our website. We were advised that as long as we receive federal dollars we could not put them on the "Members Only Login" portion of the web. They would need to be available to all interested individuals. Therefore, the Board would like to offer the following to the General Membership:

- After the minutes have been signed and approved by the Board of Director's, we could send out a mass mailing to the General Membership attaching the minutes.
- If any member of DTA would like a copy of the minutes, email the Executive Director and the minutes will be sent out.

Each Transit Project, please e-mail me your decision on how your office would like to either receive the Board Minutes or not receive them at all. We will go with the majority, whichever way that swings.

EDUCATION

Continued from Page 3

Flyers – These pieces are printed in-house and distributed to areas that will reach specific demographics of customers (for example, at a college's student/wellness center). Flyers are also posted on buses and put up in our office.

Cooperation – The college purchased a number of tickets to give to students/staff for those groups' initial rides. The college had sent over a request for the tickets at the previous rate, and we contacted them and let them know about our new college student rate, resulting in more tickets available for those students.

Mobility Management – Staff is made available for public trainings on how to determine which bus system (we utilize both a door-to-door and fixed-route system) would serve their needs and how to go about utilizing those services. We also put together presentations for various classes from area schools and colleges.

Training Update

Linda Freeman
PASS Coordinator

Please go to the Dakota Transit Association website to register drivers and for map information, etc.

December 29 and 30, 2014:
Spearfish, SD at Prairie Hills Transit

PASS: 12/29 & 30 8:00 am both days
PASS Recert: 12/30 8:00 am

Registration Deadline for classes is 12/19/2014.

Motel is Days Inn in Spearfish: 605-642-7101 with room registration deadline of December 20, 2014. You must call hotel and specify the SD DOT block.

December 29 and 30, 2014:
Brookings, SD at BATA

PASS: 12/29 & 30 9:00 am on the 29th and 8:00 am on the 30th.
PASS Recert: 12/30 8:00 am

Register on DTA website. Registration deadline is December 19, 2014.

Hotel is Holiday Inn Express in Brookings: The deadline for the block was December 12th but they may still have rooms available.

Valley City may find the need to hold another PASS recertification class in January and may have room for a couple of drivers. You can call the Valley City Transit directly to find out more information.

New Faces of Transit

Kalen Ost, Marketing Director/Mobility Manager
Bis-Man Transit/Capital Area Transit, Bismarck, ND

Kalen Ost began working as the Marketing Director and Mobility Manager for Bis-Man Transit and Capital Area Transit in August 2014. A lifetime resident of North Dakota, Kalen's family moved to Mandan in 2011. Prior to his present duties, Kalen worked a variety of jobs in journalism and communications, including (but not limited to--HA) law enforcement and government reporting, feature writing, agriculture, sports, layout, editing and web management. He also served as a marketing specialist for the Anne Carlsen Center. A graduate from Mayville-Portland-Clifford-Galesburg High School in 1998 and Dickinson State University in 2002, Kalen majored in writing, with a minor in journalism. In his spare time, Kalen enjoys spending time with his wife and son, grilling, photography, ice cream, and watching football or baseball (Go Bears, Go Brewers!!).

Palace Transit Assists with Another Fire

Jessica Pickett
Palace Transit, Mitchell, SD

On November 19, 2014 at 3:00 am the Mitchell Fire Department responded to the report of a single story building with fire and smoke throughout on Elevator Road. The building, used to store various herbicides, insecticides, and pesticides, was totally destroyed as a result.

By 4:20 am Palace Transit was at the scene to provide a warm shelter for the fire personal. Along with Palace Transit, the Salvation Army provided food and drinks to all emergency personal on the bus that reported to the fire.

2014 North Dakota DTA Awards

The 2014 North Dakota Support Staff of the Year was presented to Ron Gieser, West River Transit, Bismarck, ND. Ron's last name was spelled incorrectly in the November Tidbit.

Please accept my apologies Ron!

- Jacque Senger, DTA Executive Director

2015 DTA Membership

DTA Membership Forms have been sent out to all members.

Pal Landsem, Walsh County Public Transportation, has continued with her tradition…..She has returned her 2015 DTA Membership Form with payment 48 hours after I e-mailed them out. Way to go Pam!!

DTA
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Jacque Senger
DTA Executive Director

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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