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## 2018 DTA Memberships Renewed

I have received a total of 40 membership forms; 24 from North Dakota, 15 from South Dakota and 1 from Seattle, Washington.

**Our due date WAS  
February 28, 2018.**

Remember, if you need to be invoiced, send in your form and indicate your billing preference.

Jacque Senger,  
DTA Executive  
Director

## SWATA Convention March 4-7, 2018 Denver, CO

Brenda Schweitzer, Executive Director

Brookings Area Transit Authority - Brookings, SD

There was a delegation of four South Dakota transit providers that invested their time at the South West Transit Association's annual convention, "Freedom Through Transit", in Denver. Barb Cline and Lisa Johnson from Prairie Hills Transit, Kathy Holman from Community Transit and myself from BATA in Brookings. As always, they put on a stellar conference with several tracks to follow, or pick and choose.

A few take-a-ways:

**"Either you're at the table or you're on the menu"**

We've all heard of the 30 Second Elevator Speech – and when the presenter put us on the spot, this is what I came up with –

***I'm the director of Brookings Area Transit; we take your mother to dialysis 3x week, your grandson to pre-school and get five of your employees to work on time each day. This provides you peace of mind, ability to be more productive, and knowing transit is safe and reliable. We're a non-profit, and rely on local support to keep us viable. You matter to us.***

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# SWATA

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Here are the mechanisms for putting one together. This looks much more complicated than it is; it's very simple. I'd encourage each of you to put yours together AND have your staff do the same thing! THEY, TOO, are the face of your transit project.

### The 30 Second Elevator Speech

An elevator speech is a clear, brief message or "commercial" about you. It communicates who you are, what you're looking for and how you can benefit a company or organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator. (The idea behind having an elevator speech is that you are prepared to share this information with anyone, at any time, even in an elevator.) It is important to have your speech memorized and practiced. Rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it OUT LOUD. You want it to sound natural. Get comfortable with what you have to say so you can breeze through it when the time comes.

### This elevator speech is:

- absolutely no longer than 25 to 30 seconds
- or - in words - approximately 80 to 90 words
- or - in sentences - 8 to 10 sentences

### A SAMPLE ELEVATOR SPEECH OUTLINE

#### ABOUT YOU

1. Smile to your counterpart, and open with a statement or question that grabs attention: a hook that prompts your listener to ask questions.
2. Tell who you are: describe you and your company.
3. Tell what you do and show enthusiasm.

#### WHAT DO YOU OFFER

4. Tell what problems have solved or contributions you have made.
5. Offer a vivid example.
6. Tell why you are interested in your listener.

#### WHAT ARE THE BENEFITS

7. Tell what very special service, product or solutions you can offer him or her.
8. What are the advantages of working with you?

See SWATA, page 3



# SWATA

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## HOW DO YOU DO IT

9. Give a concrete example or tell a short story, show your uniqueness and provide illustrations on how you work.

## CALL FOR ACTION

10. What is the most wanted response after your elevator speech? Do you want donations, match money, educate others, other opportunities?

## CHECKLIST FOR FINETUNING

- STEP 1:** First write down all what comes up in your mind.
- STEP 2:** Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.
- STEP 3:** Connect the phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.
- STEP 4:** Memorize key points and practice.
- STEP 5:** Have you really answered the key question of your listener: What's In It For Me?
- STEP 6:** Create different versions for different business situations of your elevator speech. Note them on professional business cards.

## DTA Annual Awards

Jacque Senger, DTA Executive Director

An email went out April 2, 2018 to the entire ND/SD DTA Membership along with the Nomination Forms for the following five (5) categories:

- Innovative Transit Agency of the Year
- Outstanding Support Staff of the Year
- Driver of the Year
- Above and Beyond
- Friend of Transit

I encourage each and every one of you to take a good look around at your fellow transit workers/ supporters. Please show your appreciation by nominating them for a very special award. The due date for receiving the nomination form is July 13, 2018.

## 2018 DTA Fall Conference

Jacque Senger, DTA Executive Director

Just a friendly reminder that our 2018 Conference is in the planning stages.

Our host hotel is the Hampton Inn and Suites, 605-697-5232 and our alternate hotel is the Fairfield Inn and Suites, 605-692-3500. Please go ahead and make your reservations early. Our intent is to have our conference forms and TENTATIVE conference agenda on the web by June 1<sup>st</sup>.

## Training Update - Linda Freeman, PASS Coordinator

Phone: 701-848-6480 E-mail: [lindaafreeman1@gmail.com](mailto:lindaafreeman1@gmail.com)

The following classes have been set up. Please go to [dakotatransit.org](http://dakotatransit.org) to register or call Linda if you have any questions:

### Valley City, ND: May 10-12, 2018

Classes to be held at Maryvale: 11550 River Road, Valley City, ND

PASS Class Day 1 - Thursday, May 10 (8:00 am to 5:00 pm)

Day 2 - Friday, May 11 (8:00 am to 5:00 pm)

PASS Recertification Class - Friday, May 11 (8:00 am to 5:00 pm)

MALTREATMENT AWARENESS CLASS - Saturday, May 12 (8:00 am to noon)

DEFENSIVE DRIVING CLASS - Saturday, May 12 (1:00pm to 4:00 pm)

#### *\*SPECIAL NOTES ON VALLEY CITY CLASSES\**

Maryvale offers rooms and meals so arrangements need to be made through Linda at [lindaafreeman1@gmail.com](mailto:lindaafreeman1@gmail.com) or in the comments section when you register on the web. ***Please specify room nights needed and meals you will be doing. You will be billed for rooms and meals by DTA.***

Rooms: \$25 per night Rooms available May 9, 10, & 11 (Rooms have single beds & sinks. Communal showers and communal lounge area with TV etc.)

Meals: May 9 supper, May 10 all three meals, May 11 all three meals, May 12 breakfast & lunch **NOTE: You may sign up for meals even if you are driving each day or staying at a hotel. Just specify which meals when you register.**

Meal costs: Breakfast-\$6, Lunch-\$8, Supper-\$10.

Other option - make your own arrangements at local hotel.

**Deadline for class, etc. registrations: April 30, 2018.**

### Williston, ND: June 1 - 3, 2018

Classes to be held at Northwest Public Transit Bus Garage: 204 1<sup>st</sup> Street East, Williston, ND

PASS Class Day 1 - Friday, June 1 (1:00 pm to 6:00 pm)

Day 2 - Saturday, June 2 (8:00 am to 5:00 pm)

PASS Recertification Class - Saturday, June 2 (8:00 am to 5:00 pm)

MALTREATMENT AWARENESS CLASS - Sunday, June 3 (8:00 am to noon)

DEFENSIVE DRIVING CLASS - Sunday, June 3 (1:00 pm to 4:00 pm)

**Deadline for Registration: May 25, 2018**

# Alternate Funding Sources

Roy Rickert, Director

Bis-Man Transit - Bismarck, ND

Funding of public transportation is in a constant state of flux. We are always looking for ways to leverage the funds we receive from federal, state, and local sources; while at the same time we sit and cross our fingers that current funding levels increase and do not decrease.

Our projections have to be made two years in advance while we know that governmental subsidies will be reimbursed six to eight months after the fact. This is the vicious circle in which we operate.

What can be lost sight of during all of this is that there are other sources of funding available through private sectors. Here at Bis-Man Transit, we were able to secure \$75,000 in funds to purchase a cutaway bus for use in paratransit/demand response service through the Otto Bremer Trust. These are grant dollars that require no local match and does not require repayment. The entire process took five months but the actual hours spent on the application and interview was less than a day.

This is just one source that we have perused but there are others out there, and with a little bit of effort they can be found. AARP currently has a Community Challenge “quick Action” grant program available to ‘spark change and improve the quality of life for people of all ages in communities nationwide’. More information can be found on the AARP website. Other options could be from energy suppliers, national foundations, and even local benefactors.

While it does take some additional time to research available private funding sources and follow their application guidelines, the hoops tend to be larger and easier to jump through than those used by the government. As public transportation gets squeezed out of what is considered the national infrastructure, it can be expected that our small slice of the pie may begin to shrink and alternate sources of revenue will be required in order to continue public transportation services.

## Transit Analysis

Colleen Rodakoski, Director

Public Transit - Dickinson, ND

Public Transit recently completed a transit comprehensive analysis study with consulting company, Nelson/Nygaard out of Boston, MA to gather improvements for its operations. In partnership with the North Dakota Department of Transportation and the City of Dickinson, the purpose of the study was to bring forth recommendations to help Public Transit improve its services, run more efficiently, and to see if the city of Dickinson is ready for a fixed route system.



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# Analysis

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Due to recommendations from the study, two changes were implemented in Public Transit's operations this past December. Public Transit changed its on-demand fares from \$8 per trip to \$4 and its hours of operation to Monday through Friday 6am to 6pm, Saturday 6am to 7pm, and Sunday 9am to 6pm (with early closings on some holidays).

Although Public Transit is operating less hours, its ridership has increased during the work week from roughly 80 rides per day to 130 plus rides per day. Rose Drake, operations manager at Public Transit, states, "We are very excited with our ridership increase, knowing our riders are getting the transportation they need."

More drivers and drivers' shifts have been added to accommodate the increase in rides. "It's been great that we needed to hire more staff to add to our team," says Drake.

Looking forward, Public Transit plans to introduce shopping shuttles later this year as a transition to a possible fixed route system in the long-term future.

## SD Transit Providers Quarterly Meeting

Jessica Pickett, Director

Palace Transit - Mitchell, SD

South Dakota transit providers met with the SD DOT for a couple days in Pierre.

Some of the many topics discussed included grant preparedness, local match strategies, public relations, attendant transportation and transit provider efficiency.

Thanks to all those who moderated and participated. It's always great to learn from other transit agencies and the DOT. Thanks to Rivers Cities Public Transportation for being such wonderful hosts again!



*Thought for the  
Month of April...*

*"I've never met a mistake I didn't  
learn from."*



**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](http://www.dakotatransit.org)