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## Upcoming Tidbit

Greetings to all!

In this edition of the Transit Tidbit you will find many articles on the 2018 DTA Fall Conference held in Brookings, SD.

We do have write ups on all the speakers and the trade show; however, the tidbit would be exceptionally lengthy with everyone's write-ups.

With that said, you will find the remaining articles in the November 2018 tidbit.

Please take the time to read the articles and thank the individuals who wrote them.

Jacque Senger,  
DTA Executive  
Director



## A Few Words from the Executive Director

Jacque Senger, DTA Executive Director

Happy Fall (or could you could call it winter?).

I would like to say THANK YOU to all who participated in the 2018 Dakota Transit Association Conference. It was such a success in so many ways.

- Record breaking Vendor attendance.
- An exceptional venue to hold the conference.
- I think the highest number we have had for Rodeo Drivers.
- The weather couldn't have been better.
- Our speakers were outstanding.
- No one complained to me about their food.
- A Board of Director's who give 110 percent to our organization.
- Great participation from the attendees.
- Great support from the NDDOT and SDDOT.

We need each and every one of you to make the Conference what it is.

**THANK YOU!**

# Roadeo Marshall

Tom Wanttie, Supervisor

Aberdeen Ride Line - Aberdeen, SD

The 2018 DTA Bus Roadeo brought about a changing of the guard. I became the Roadeo Marshall after shadowing Darrell Francis last year.

For those of you that did not know my prior Supervisor Cody Roggatz very well, prior to him leaving the City of Aberdeen, he liked to “Voluntell” people that they were going to be involved. That is how I got involved in the Roadeo.

I want to thank everyone that got to the conference early Friday morning to help set up the driving course. We had the entire course set up within 3 hours.

We started the Roadeo events Friday night with the Securement Training provide by Lisa Nippolt from Q’Straint. For the many first time drivers participating, it was a chance to learn the proper way to secure mobility devices and see what would be expected the following day at the competition.

Saturday morning started early with breakfast for everyone followed by meetings with the 50 drivers and more than 46 judges. The drivers began their written exams and then when completed, they broke into three groups for the Obstacle Course, the Securement section and the Pre-trip Inspection section of the Roadeo.

The day ended up very warm, but overall, the events went off without a hitch. Congratulations to the winners from both North and South Dakota.

Thank you to all the Volunteers that were judges, time keepers, riders and score keepers. It takes at least 46 volunteers to make it all run smooth. The 50 drivers we had this year might be the highest number we have ever had.

A huge thank you to all my fellow DTA Board members that put in many extra hours in preparation for this event. I could not have done it without you. A very special Thank You to my wife who gets “Voluntold” that she is going to help me with my special projects.

I look forward to seeing many of you again next year in Dickinson, ND.



## Friends of Transit

This article was submitted to the  
Devils Lake Journal by Pat Hejlik

Devils Lake Transit nominated CHI St Alexius Devils Lake, City of Devils Lake, DAV, VFW and the American Legion for the Friend of Transit award which was presented in Brookings, SD.

This award is given to individuals, agencies or businesses that support transit agencies.

On September 16, 2018, at the Dakota Transit Association Conference the North Dakota "Friends of Transit" award was presented to CHI St Alexius Devils Lake, City of Devils Lake, DAV, VFW and the American Legion for the Veterans Rides Program.

Through generous donations from these donors, Devils Lake Transit is able to provide transportation for Veterans to all medical appoints at no charge to them.

What began as providing rides to the VA Clinic in Devils Lake has grown to include all medical appointments the veteran requires. The program now includes free rides for the spouses who accompany the veteran to their appointment.

If you would like information about participating in the program bring proof of military service to Senior Meals and Services at 202 4<sup>th</sup> Ave NE or call 662-5061 for more information.



Pat Hejlik, Devils Lake Transit  
Jack Volk, Member of the VFW, American Legion and DAV  
Mayor Dick Johnson, Devils Lake Mayor

# Effective Communication

Karrie Mikkelsen, Director  
Cavalier County Transit - Langdon, ND



## Presenter Scott Bogren

Scott Bogren delivered an informative presentation on Strategic Advocacy for Transit.

Some of the areas Scott covered were: Why Advocacy? Why Strategic? Who are Transit's Customers? and Effective Transit Advocacy.

We have to define what transit is in our communities and who benefits from transit. We need to consider Riders, Funders, Partners, Beneficiaries, and Non riders.

A few suggestions for transit providers: Ride your buses, market your service (don't be the best kept secret in town), customer service is vital, and for 1 hour a week quit worrying about funding and work on communications for your transit system.

## Training Update - Linda Freeman, PASS Coordinator

Phone: 701-848-6480 E-mail: lindaafreeman1@gmail.com

The following class has been set up in Devils Lake, ND. Registration will be available at [dakotatransit.org](http://dakotatransit.org) soon. You may also register by e-mailing your list of drivers and classes they will be taking to Linda at e-mail address above:

**Devils Lake, ND: November 26-28, 2018.**

*PASS Class Day 1*—Monday, November 26: 8:00 am to 5:00 pm.

*Day 2*—Tuesday, November 27: 8:00 am to 5:00 pm.

*PASS Recertification Class*—Tuesday, November 27: 8:00 am to 5:00 pm.

*MALTREATMENT AWARENESS CLASS*—Wednesday, November 28: 8:00 am to Noon.

*DEFENSIVE DRIVING CLASS*—Wednesday, November 28: 1:00 pm to 4:00 pm

Deadline for Registration: November 21, 2018.

A block of rooms has been set up at the Fireside Inn & Suites, 215 Highway 2 East, Devils Lake ND 58301. Please call 701-662-6760 and reserve your room under the "Dakota Transit Association" block by November 21, 2018.

A big thank you to Dickinson for being such a great host for our class there. The class insists that they're even better than the "best class ever"!!

# Get To Know Your Vendors

Paul Benning

North Dakota DOT - Bismarck, ND

The Dakota Transit Association (DTA) conference vendor show 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 at the vendor show and 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 Brookings, I took the opportunity to spend time getting to know some of the 34 vendors and checked out the 8 buses/vans that were at 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.

Many transit providers provided additional comments on the Trade Show after they returned to their offices. Bard Cline added the following comment:



*"The impact of this year's show was close to \$18,000 which included booth rental, sponsorships, ads, door prizes and networking events outside the conference day."*

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 20 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 were informative and products appeared to meet the needs of our transit program.

Many commented on how beneficial the bus tour was for the transit providers to participate in. Vendors were also able to provide quotes on a moment's notice, explain new software features, and willing to coordinate additional training for their products.

**See VENDORS, page 6**

# FTA Updates and Regulations

Ali Rood, Mobility Manger

Cities Area Transit - Grand Forks, ND



## Presenter Cindy Terwilliger

Cindy Terwilliger attended the DTA Annual Conference for the second year in a row since being appointed FTA Region 8 Administrator in 2017. Ms. Terwilliger met with the DTA Board, spoke one-on-one with several DTA members, and delivered a keynote address.

Ms. Terwilliger announced the availability of funding through the Access and Mobility program and Low and No-Emission Vehicle program and encouraged DTA member agencies to apply. Ms. Terwilliger also announced recent awards of funding to DTA member agencies through the Bus and Bus Facilities Infrastructure Investment program.

The South Dakota Department of Transportation received \$2.77 Million for vehicle replacements, and the City of Grand Forks Cities Area Transit received \$3.6 Million to renovate and expand its Bus Garage and Administrative Facility.

Ms. Terwilliger encouraged DTA member agencies to continue applying for competitive grant programs and to contact the Region 8 office for assistance at any time.

## Vendors

### Continued from Page 5

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.

# The Impact of Change, Communication and Habits

Terry Hoffman, Director

Watertown Area Transit - Watertown, SD

## Presenter Michael Kutzke

Change is never easy and absolutely a nightmare to many. Poor communication can bring a business to its knees in a heartbeat. Old habits – good and bad – can be.....well good and bad.

Guest speaker Michael Kutzke provided Dakota Transit Association members with a sample of his talents on Sunday September 16 at the Driver/Dispatcher training session at the annual Fall Conference at the Swiftel Center in Brookings, SD.

He entertained those in attendance with a hilarious session on the difficulties related to change, the importance of good communications and how good and bad habits effect the transit world.

Kutzke holds degrees in Social Sciences from North Dakota State University and Criminal Justice from Minnesota State-Moorhead and list his occupation as speaker, trainer and life-long learner. Professional entertainer and comedian should be listed among his attributes.

His ways of communicating his messages proved to be unique and fun, but always insightful and thought provoking and absolutely related to daily activities we all experience in the transit world. Terms such as “Framing” and “Thin Slicing” have become part of my vocabulary since returning from the conference.

When my wife asked me why I smile whenever I eat a bag of Cheeto’s now, I’m not sure how to respond. How many of you can walk on to an elevator without getting out your “creep meter?”

A month has passed since the conference and my group of associates still can’t get on the mechanism without referencing or even acting out the creep meter scene.

Much of the session was devoted to the targeted audience of drivers and dispatchers and the importance of the daily functions they provide. He applauded both for the all the “extra’s” they do daily to enhance the customer experience.

“During my career in law enforcement, I witnessed the struggles between dispatchers and officers,” said Kutzke. “In time my respect for dispatchers has grown significantly. Your talents hold your organization together.”

Funding drives your entire business said Kutzke and the experience you provide your riders is crucial to your business. Drivers do so much more than drive the bus. You are the link to the outside world for many of the people you serve.

“Your world is driven by funding and the ability of your leaders to obtain that funding,” said Kutzke, “and the customer experience drives the funding for your organization. The quality of the experience depends on the work you do as a team.”

## *Thought for the Month of October...*

*When ending a day you should  
never say "I could have", "I  
should have", or "I would have."  
At the end of the day you should  
always say "I did."*

**DTA**  
Dakota Transit  
Association

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to assure they have the  
correct DTA mailing  
address.

Thanks to all!

- Jacque

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