



TRANSIT TIDBITS

Issue 157 May 2025

THOUGHT FOR THE MONTH OF MAY 2025

If you have the power to make
someone happy do it. The world
needs more of that.

GENERAL MEMBERSHIP FORMS FOR 2025

Jacque Senger

To all our members....if you have not sent in
your 2025 DTA Membership Form, please do
so as soon as possible.

DTA AWARD NOMINATIONS

Jacque Senger

Please remember to submit your
DTA Award Nominations. The
deadline is June 11, 2025.

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HAPPY SPRING

The 2025 DTA CONFERENCE

Our 2025 DTA CONFERENCE will be held
September 12th through September
17th.

Host City – Jamestown, ND

Host Hotel – Gladstone Inn & Suites

Phone - 701-252-0700

Roadeo and Conference will be held at
the Jamestown Civic Center

EMPLOYEE OF THE YEAR

Tamaea Hofland, Director

Southwest Public Transit

Al LeFebre Named 2025 Employee of the Year



Al LeFebre, a driver for Southwest Public Transit in Hettinger, ND, has been named the 2025 Employee of the Year by the Hettinger Chamber of Commerce. Nominated by his employer, Al was recognized for his outstanding work ethic, professionalism, and dedication to serving the community.

2025 TENTATIVE DTA CONFERENCE AGENDA

Jacque Senger

Our TENTATIVE Conference Agenda will be on the DTA Website next week. We have a few items to confirm yet. When we finalize the agenda, we will notify the membership and replace the final agenda on the website.

TRAINING UPDATE

Contact Information

Rod Graefing 701-845-4300

rod@southcentralseniors.org

UPDATE: PASS training classes will be held in Bowman ND, June 16 & 17. The deadline for registration for this class is Monday, June 2nd. For more information or to register for either of these classes, please contact Rod.

Are you or someone from your agency Interested in becoming a PASS trainer? CTAA now offers PASS - Train the Trainer certification 100% online. It's never been easier to become a PASS trainer. Please contact Rod for more info. If you have drivers/staff in need of training or re-certification and would like to inquire about or schedule a class, please contact Rod using the information listed above.

BUSING WITH BENNY

Terry Hoffman, Co-Director
CTWSI

KXLG's Ben Dylla trades in his radio uniform for the CTWSI Blue & Black



Following our initial Coordination Plan in the summer of 2018, it was determined the biggest obstacle Community Transit of Watertown/Sisseton, Inc. would likely face would be marketing of our product. More true words were never spoken.

Six years later and with the assistance of various media partners, CTWSI may no longer be the best kept secret in the region. Continued increases in ridership across most locations would certainly indicate people have figured out who we are, what we do and the advantages to using our service.

Like most, CTWSI has tried many ways to spread the word about our services and most

have brought mixed or little results. We have certainly gotten more bang for our buck from the local weekly papers than daily publications and Facebook has been a focus as well as developing a new and fresh website.

We found participating in radio programs has been beneficial, so last week we were presented with a new twist, and it was awesome. KXLG radio (99.1 FM) based in Watertown offered to send radio personality Ben Dylla on a two-hour ride through the city on one of our routes. Included in the package were 10 commercials the day prior to the event, live talk from the studio all day on the day of the event (6 a.m. to 6 p.m. on May 8) plus live interviews on the bus with the driver, an administrator, a board member, an employee heading to CTWSI and other regular riders. The Friday morning show was spent recapping the event and playing back the recordings of the interviews.

CTWSI picked up “Benny” at the studio and headed off to pick up the first of many riders. Dylla discussed the history of transit, the scope of all areas touched by CTWSI, the fact we operate in 15 counties, the recent rise in ridership throughout the system, the past and future of the company, who we serve and why.

The final part of the journey was a stop at the transit office so Benny could come in and witness the controlled chaos of the dispatch room at midday. He talked to all dispatchers on site and managed to promote an up-coming summer event prior to departing.

Before boarding the bus to take Benny back to the KXLG studio, we presented him with a uniform and cap and made him an honorary transit employee. He proudly donned the

uniform, hopped on the bus and we headed to the station.

Upon arrival, Benny stepped off the bus and told the waiting staff there, he was sorry, but he was quitting and joining the transit. Who says marketing is difficult.

CONSIDER PARTICIPATING IN THE DTA ROADEO

Doug Herr, CTWSI Driver

People join groups, organizations or participate in events for a multitude of reasons. When asked to write an article about why I participate annually in the Dakota Transit Association Roadeo, I reluctantly agreed. My hesitation stems from my perceived writing ability and not the value of the event. Writing virtually ended after completing my college days.

I have made it well known in company meetings and training sessions at CTWSI that I participate in the Roadeo mainly for the new or updated training I feel I may receive. Additionally, I want to be sure I haven't developed bad habits since the previous event.

Some of you may know I was a high school band director in my earlier years, and I always encouraged my students to participate in solo and small ensemble contests each year. I explained to them while striving to do your best, the rating they received was secondary to the preparation for the contest. In other words, the main benefit is the prep work and hopefully the good ratings will follow. I feel the same way

about preparing for the DTA Roadeo. For me, the work I put in prior to the event involves reviewing the PASS Training materials, the CDL manual and practicing the driving portion of the event. If I'm fortunate to come away with a high score, it's icing on the cake.



Fellow drivers will ask about the competition and the stress level. I tell them with a resounding yes (for me at least) it is stressful. I'm also quick to tell them the stress level is different for everyone. Some stress about the entire event and others don't. In addition to the obstacle course, DTA always offers a couple training sessions I consider very valuable. Friday nights session is usually about securement, new or improved methods and new products which may be available to public transit. The training sessions offered as the fourth element of the Roadeo have been very informative as well as the Sunday morning session before we head home. All CTWSI drivers are expected to attend the Friday and Sunday training. Do not overlook the fellowship and network with other drivers at the event. You can pick up

valuable tips or ideas to take back to the job by trading information with your peers.

One final consideration is the value the different agencies place in training their drivers. The agencies are reimbursed for some of the costs for us to participate, but they still pay our wages while we are traveling and participating in the event. Finding replacement drivers for Friday and Saturday at the home base can put strain on other drivers and schedulers.

At CTWSI, spouses are encouraged to attend and have been participating as judges for the event. I hope all drivers will seriously consider participating in this event. The more drivers involved, the stiffer the competition. We always bring a large contingent, making it a very enjoyable event for us.

NOTE: Doug is a PTE for CTWSI, but he wears many hats. He is a bus driver for Watertown school district at the beginning and the end of the day and then drives for CTWSI in between. He helps train new drivers, assists in setting up the Rodeo practice course and trains drivers for the event and he is a member of the CTWSI Communications Committee.

Tidbit Articles:

Please contact me with articles for your agency.

Recycle:

Please share your Transit Tidbit with your staff and any interested persons.

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!



Jacquie Senger, Executive Director, DTA

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