Sen. Dorgan Visits South Central Adult Services

Pat Hansen  
South Central Adult Services, Valley City

Sen. Byron Dorgan stopped in Valley City Jan. 8 to discuss rural transit issues with Pat Hansen, director of South Central Adult Services, and Jill Hough, director of the Small Urban and Rural Transit Center (SURTC) at North Dakota State University in Fargo. South Central Adult Services provides transportation for the elderly and disabled, and to the general public in six North Dakota counties.

“Many of these communities have older citizens that are pretty well landlocked in many cases, so having transportation in a city like this is very important,” Dorgan stated.

Issues discussed included funding for transit programs and for SURTC, as SURTC provides many training resources and technical assistance to rural transit operators. Dorgan stated he doesn’t foresee any cuts for the transit programs in the near future.

Sen. Dorgan rode on one of the Valley City buses to get a feel for the program. His visit followed an earlier visit by two Federal Transit Administration staff members who spent an afternoon riding the buses in Valley City.

The federal representatives were pleased with the one-on-one contact between riders and the drivers. Detailed information on South Central’s transit program was provided to Dorgan and to the FTA visitors. Many of the urban projects don’t have a clue what it is like to have no medical facilities available for dialysis and cancer treatments for 100 miles or more. Two of Hansen’s counties do not have hospitals and have only small satellite clinics. People have to go to Fargo or Bismarck for cancer treatments. Jamestown has the closest dialysis unit. Hansen’s goal for the future is to have vehicles and funding available to transport people from throughout this region to Bismarck and Fargo five days per week.

Sen. Byron Dorgan speaks with South Central Adult Services Director Pat Hansen (left) and Jill Hough (SURTC) before taking a ride on one of the transit center’s buses. Photo by the Valley City Times Record
Transit Advertising
Reaps Additional Income

Public transportation agencies from around the region share their advertising success stories

The Benefits of Transit Advertising

Brenda Schweitzer, Director
Brookings Area Transit Authority

While we understand the revenue opportunities of bus advertising, the challenge at Brookings Area Transit Authority (BATA) has been finding someone to devote the time and energy to making this work! We found a part-time dispatch person who asked us if she could pursue this. As an in-home jewelry demonstrator, Wanda Nilson has a natural knack for approaching people with a product in which she believes.

Wanda hit this hard during the past few months, and has secured 11 new annual contracts, ranging from a one-window/one-bus contract to a multi-bus contract. We had previously secured four other annual contracts, and have done a trade out. We are about $13,000 over last year in this match effort!

We have worked with Outlaw Graphics in Brookings, which has been a win-win situation. In trying to get this off the ground, I asked if Outlaw Graphics had any scrap material to use as “Advertise Here” signs for a few vehicles. It also did a few signs for us that read, “Professional Drivers Wanted” with our phone number. Proving the value of bus advertising, our advertising and applicant interest has been unbelievable.

We feel we’re off to a great start, and look forward to doing more in the future. It’s been a learning experience, and you have to learn your market and what it will absorb. Overall, the key is to believe in and know your product (public transportation in our case), and showing advertisers how our venue can promote their business!
River Cities Public Transit has aggressively searched for additional transit funding for many years. Early in our development, we realized there was a potential for income from advertising, so RCPT has had advertising on several of its buses since approximately 2000. The signs are sold to various local businesses, including restaurants, health clinics, car dealerships, tire and automotive shops, and all the local radio stations. We actually barter some signage on the bus for advertising on the radio stations. The value of the advertising can be used as an in-kind match for funding.

The prices of the signs vary with the sign size and type of bus. Another determining factor for price is the service hours of the vehicle. Although River Cities Public Transit operates 24 hours a day, seven days a week, not all of our buses run every day or all day.

The signs are professionally designed and installed by two local graphic sign companies with which we also trade advertising space for a discount on the sign prices.

The advertising client usually has a logo for the business and preferred colors, which we pass on to the graphics designer who creates the sign according to the client's wishes.

The board of directors of River Cities Public Transit has a policy that we do not accept signs of a political nature or anything deemed to be in poor taste.

It is also important for River Cities Public Transit to give final approval on all signs before they are installed on the bus.

The cost of the initial composition and installation of the sign is paid for by the client, with River Cities Public Transit responsible for the upkeep of the sign. If the bus or the sign is damaged, we take care of the repairs.

If you have any questions regarding our advertising program, call Kevin at River Cities Public Transportation at (605) 945-2360 or e-mail kevin.rct@midconetwork.com. Good luck in your sign advertising program.
Every August, the Sturgis Motorcycle Rally brings many different groups, people and creatures to the Black Hills of South Dakota. During this past rally, a gecko traveled the streets of Sturgis, Spearfish, Custer and Lead-Deadwood on the sides and back of four Prairie Hills Transit buses.

In May 2007, negotiations began with the Geico Company to wrap a Sturgis Prairie Hills Transit bus for one week during the rally. As rally survivors and knowing our market area, we convinced Geico to wrap three more buses to cover the majority of the Black Hills. Rally goers are spread throughout the Hills area in all the cities Prairie Hills Transit serves. Also, a very good selling point to Geico is the fact that this had never been done before during the rally. There have been hot air balloons, sky writing and billboards, along with traditional radio and print advertising, but never a fully wrapped bus traveling the streets of Sturgis.

And if attention was what Geico wanted, attention is what those wrapped buses supplied! The next step was convincing them that a two-week period would provide the most coverage as rally goers come earlier and stay longer than just the scheduled dates. Geico agreed to this and the buses were wrapped for 14 days.

The design, production and wraps were all supplied by the Geico Company and installed by a local Spearfish Sign Company at Geico’s cost.

The amount of detail involved in measuring a bus for a wrap is extensive. Every width and height is measured to the quarter inch on each different type of bus. This process did involve some man-hours and cost which had not been considered when the price was quoted to the Geico Company.

This should be considered by any transit company who wishes to sell wrap advertising. Fortunately, there is a way to transmit this information via e-mail with all the measurements noted on an actual bus picture. With buses located in different communities, the ideal situation is to have the wrap installer go to the buses to eliminate extra fuel costs and driver’s wages.

Geico’s marketing manager flew into Sturgis during the rally and was ecstatic when he saw the wrapped buses and the plethora of billboards other insurance companies had chosen as their means to advertise.

The billboards were not getting the attention the wrapped bus was getting. Geico has already contacted us for next year’s rally, with plans to add more dates, more buses and additional communities.

Of course, we are going to negotiate a new price after our first learning experience, but the first year’s profits far exceeded our expectations. One other matter that will have to be addressed is notifying our older adults about the buses’ new look.

Our drivers would have to get out of the wrapped buses so that the riders would recognize the driver because a Geico bus just wasn’t what they were accustomed to.

Wrapped buses could be used for any number of events by companies or someone looking to promote the event itself. The wraps can have interchangeable panels to reflect different products or seasons. The entire metal interior and windows are another area open to wraps. Half wraps and transit information could be combined on vehicles.

The possibilities are endless. The average life of a wrap, depending on the material quality, is five years. Let’s see, each month’s price multiplied by 60 months—that would be a nonprofit transit company’s dream fundraiser.
Here is a copy of a letter James River Transit used to generate local match for acquiring new buses:

Dear (insert name),

Would your organization like to help provide a quality, accessible transportation in our city? James River Transit is in need of three replacement vehicles this 2007-2008 transit year. Our 1995 Chevy Blue Bird has over 208,000 miles on it and our 1999 Chevy Eldorado has over 203,000 miles on it. Then there is also the replacement bus that has arrived that replaces our bus that was totaled in an accident this past fall.

James River Transit provides rides to the elderly, disabled and the general public, operating seven days a week. We provide curb-to-curb service for shopping needs, medical appointments, financial appointments and for any social entertainment.

James River Transit travels within the city limits, traveling an average of over 12,000 miles per month and providing over 4,500 rides per month. Six of our eight vehicles are accessible for people with disabilities.

For a $500 contribution or more, we will advertise your business or personal name on one of our buses for the lifetime of that bus, which is eight years or 200,000 miles, whichever comes first.

As the bus travels throughout the city of Jamestown, onlookers will know that support for that vehicle purchased came from you or your organization.

In return, you are helping enhance the lives of all who are dependent on our transportation services. Plus, you receive the added bonus of your organization’s name advertised on the bus, while it travels all over the city.

Please consider this donation request. A person never knows when he or she may be the one in need of accessible transportation.

If you or your organization have any questions or would like to see what the ads would look like on the bus, please feel free to contact me at anytime at (701) 252-2882. I would be more than happy to give you a tour of our Transit Agency.

Sincerely,

Laurie McGuire
James River Senior Citizen’s Center and James River Transit

Laurie said they raised $11,000 from this letter, so with that $11,000 and another gift from a different plea she had enough money for match for two new buses. Congratulations Laurie!
Summer heat, winter cold, 24-7.

The QRT MAX. The workhorse of securements.
2008 SPRING CONFERENCE

Developing Our Professionalism
Radisson Hotel, Bismarck, N.D.
April 7, 8 and 9, 2008

Transit and Elected Officials
Making the Case Effectively!

Here is what Dr. Al Abeson says about the Tuesday morning session at the spring conference. Plan to be there!

“If you thought politics was only something related to presidential and Congressional decision-making, think again! Understanding decision-making in a political context is step one in the process of learning how to influence such decisions. From becoming aware of selecting legitimate alternatives in the face of limited resources—a constant reality faced by elected and appointed officials—to developing information, arguments, positioning and data supporting your needs is step two in furthering the mission of your organization. This session will feature experienced people engaged in political behavior at the national level and with the N.D. Legislature. Participating in these sessions may not only help you improve your skills to achieve your goals, but also prevent you from becoming a victim of the political skills of others.”

Dr. Al Abeson
2008 Conference Speakers

Dr. Alan Abeson

Dr. Alan Abeson, Ed.D., is the former director of Easter Seals Project ACTION. Dr. Abeson has worked extensively with many national disability organizations, human service organizations and transportation groups demonstrating a lifelong commitment to issues that affect children and adults with lifelong special needs and their families. Before joining Project ACTION in 2002, he was the executive director of The Arc (formerly known as The Association for Retarded Citizens) of the United States for 15 years.

While with The Arc and The Council for Exceptional Children before that, Dr. Abeson was involved in the passage of the ADA and the initial version of the Individuals with Disabilities Education Act. His work included a strong focus on working with state and local governments to advance educational and other opportunities for children and adults with disabilities through improved public policy. Dr. Abeson earned both his M.A. and Ed.D. in special education administration from Columbia University.

Ken Heitkamp

Ken Heitkamp has nearly 40 years of experience managing human resources functional activity, process design, systems delivery and program communications efforts at unit, agency, state and national levels. He has demonstrated talent for directing and supervising diverse staff elements while achieving a balance between customer, job task and employee needs. Ken has a consistent track record demonstrating his ability to build work teams that effectively plan, organize and execute organizational objectives and team projects or missions.

Ken holds a master’s degree in management with a focus on human resources from the University of Mary, and a bachelor of science in business administration from Moorhead State University. He is certified as a senior professional in human resources by the Human Resources Certification Institute.

Ron Hynes

Ron Hynes joined the Federal Transit Administration in June 2005 as the new deputy associate administrator for the Office of Research, Demonstration and Innovation. The FTA’s Research Office employs 40 people and works on a wide array of transit projects. The Research Office is also responsible for the FTA’s international activities, the Transit Standards Program and the University Transportation Centers Program.

Ron has experience in both the public and private sector. Prior to joining FTA, he was with the National Transportation Safety Board as the associate director of the Railroad Division. The Rail Division responds to accidents and influences positive change in the safety of rail transportation, including rail transit. He presented many accidents to the board, both as investigator-in-charge and as the associate director.

In addition, Ron has 25 years experience in the railroad industry, with experience in virtually every aspect of passenger and freight railroading.

Rose Stoller

Rose Stoller has been the executive director of the Consensus Council for the past five years; she has experience in meeting process design, facilitation, programming, implementation, legislative initiatives, community conversations, program evaluation and presentations. She received a degree in social and behavioral sciences from the University of Mary.

Rose has past experiences as the executive director of the Mental Health Association in North Dakota where she received the Mental Health Services Award from the North Dakota Psychiatric Society and the Welcome Back Award from the Eli Lilly Company. She also worked, for 17 years, with the N.D. Department of Human Services. She is a graduate of the Bismarck-Mandan Chamber Leadership program, is a past chair of the Bismarck Human Relations Committee, and serves on the Department of Human Services Institutional Review Board along with serving on many governing and policy boards statewide and regionally.
Developing Our Professionalism
Radisson Hotel
Bismarck, N.D.
April 7, 8 and 9, 2008

2008 SPRING CONFERENCE AGENDA

Monday, April 7
9 a.m. - noon ........................................ DTA Board Meeting
Noon - 1 p.m. ........................................ Registration
1 - 2 p.m. ........................................ Membership Meeting
2 - 3:45 p.m. ................................. "A Tool Kit for Grant Writing" – Carol Wright
3:45 - 4 p.m. ........................................ Break
4 - 4:30 p.m. .............................. Charter Regulations Update – Ron Baumgart
4:30 - 5 p.m. .................. North Dakota Providers (only) State Aid Update —Cheryl Jongerius and Ken Tupa

Tuesday, April 8
7 - 8:15 a.m. ........................................ Breakfast—Pool Side
8:30 - 10 a.m. ..................... "Transit and Elected Officials: Making the Case Effectively!"
Dr. Al Abeson, former director of Easter Seals Project Action
Panelists include: Dr. Al Abeson, Ron Hynes, Ken Tupa
10 - 10:15 a.m. ................................. Break
10:15 a.m. - noon .......... Continuation of "Transit and Elected Officials: Making the Case Effectively!"
Noon - 1 p.m. ............................... Lunch in Terrace
1 - 2:30 p.m. ...................... Human Resources – Ken Heitkamp
2:30 - 2:45 p.m. ................................. Break
2:45 - 4:15 p.m. ........ Roundtable, “Human Resource Issues”
– Rose Stoller, Consensus Bureau – Facilitator
4:15 - 4:45 p.m. ... Ron Hynes, Deputy Associate Administrator for Research, Demonstration and Innovation, FTA

Wednesday, April 9
8 - 10 a.m. ............................... N.D. Breakout Session
– Dave Leftwich and Bruce Fuchs
From the President

Jacque Senger
DTA President
North Central Planning Council

GREETINGS! Since the last article I wrote in the Dakota Transporter, we have celebrated Christmas, New Year’s Day, Martin Luther King Day, Valentine’s Day and Presidents’ Day. In-between each of these celebrations, we have been working extra hard to keep transportation a high priority in our lives and businesses.

Your DTA board has been working diligently getting the mid-year conference planned. We have many great sessions, including grant writing, charter regulation updates, and a roundtable discussion on human resources issues.

The best part is that Dr. Al Abeson, former director of Easter Seals Project Action, along with Ron Haynes, deputy director of FTA research, and Ken Tupa, our North Dakota DTA lobbyist, will help us understand the skill of presenting our transit case to state and national policymakers.

In the last newsletter, I reminded you of our new dues structure. To date, about half of last year’s members have paid their dues and the amount looks to be just about doubled.

Thank you for supporting your association.

Our PASS training has been a great asset to our drivers. Now, the DTA board is working on a defensive driving training course. We are in the preliminary status; however, we want our membership to be looking forward to this new addition. This course is designed for transit bus drivers, is approved by the National Safety Council, and is currently being used in Minnesota.

I hope you have marked your calendars for our fall conference in Watertown, S.D., Sept. 19-24. This conference will prove to be interesting. Perry Rosapep, our new FTA Region VIII director as of December 2007, will be our keynote speaker. He is looking forward to meeting all of us, and I know you are looking forward to the opportunity to meet him as well.

Just a personal note: Thank you for allowing me to be a part of this wonderful organization. To any and all transit individuals, we are looking for new ideas and faces to participate in this great organization.

Please feel free to contact me at (701) 662-8131 or e-mail jacquencpc@gondtc.com and I will lead you in the right direction.

Brookings Creates Transportation Board

The Brookings Area Transit Authority (BATA) has been assiduous and progressive in bringing public transportation to the attention of the citizens of Brookings County, S.D. This has allowed for expanded relationships with organizations, local government and South Dakota State University (SDSU). In this effort, the city manager and council felt Brookings could benefit from the implementation of a Transportation Board. In January 2008, this became a reality.

The Transportation Board has adopted the following resolution, which reads, “WHEREAS, in order to identify opportunities for improved transportation efficiency as measured by increased levels of service or decreased cost, especially through coordination among transportation providers in Brookings, and further to provide oversight and evaluation of the success of coordinated transportation efforts, and to provide advise and information to other organizations on a regular or as-needed basis, the city of Brookings hereby creates a Brookings Transportation Board.”

The Brookings Transportation Board consists of 13 appointed members with representation from the following entities:

- City of Brookings
- County of Brookings
- Brookings Health Systems
- Brookings Committee for People who have Disabilities
- Brookings Public School System
- East Central Mental Health
- Downtown Brookings Inc.
- South Dakota State University administration
- South Dakota State University Student Association
- South Dakota Department of Vocational Rehabilitation
- ADVANCE
- Senior Activity Center
- Citizen-At-Large
- Ex-officio, nonvoting members appointed to this board include the city engineer, ADA coordinator and all transportation service providers, including BATA.

Duties of this board will include identifying transportation concerns of the area, as well as budgetary needs of the local public transportation.

BATA Executive Director Brenda Schweitzer feels this is a positive move in communicating and understanding transportation needs for the area, using the existing opportunities, and budgetary awareness to accomplish the goal of improved service.
Cutting Edge Transit

By Gary Hegland

Do you comply with all the FTA Drug and Alcohol program requirements, or is it so complicated you don’t really know for sure where you stand except to keep all the records and data this is required? There are a number of places to go for help.

The first place I would recommend is FTA’s site http://transit safety.volpe.dot.gov/DrugAndAlcohol/default.asp. Among other things, it has a new best practices manual, “Best Practices Manual: Example Drug and Alcohol Policies and Procedures” that can be downloaded or printed. It has two policy manuals for small transit systems.

The next place I would check is the Drug & Alcohol Regulations Update newsletter, which is linked from the first site above and found at http://transit safety.volpe.dot.gov/DrugAndAlcohol/Newsletters/default.asp. This newsletter is published twice a year. All the issues are on this site, going back to the first issue in 1995. One of the articles in the fall 2007 issue is reprinted with permission below.

As you see from the article, this meets one of your training requirements. I viewed this video titled, “Clean, Safe & Sober,” and I think it is very well-done.

Florida Training Video Available

The Florida Department of Transportation funded the development of a new video for use by transit systems to meet the employee drug awareness training required by 49 CFR 655.14(b). The regulation requires that each covered employer provide a minimum of 60 minutes of training to all safety-sensitive employees on the effects and consequences of prohibited drug use on personal health, safety and the work environment. This training must also address the signs and symptoms that may indicate drug use. (Editor’s note: This training is 60 minutes per the duration of an employee’s tenure with an agency.)

The video, created by the Center for Urban Transportation Research (CUTR) at the University of South Florida, was developed to be a fresh, entertaining, up-to-date training tool that can be used to supplement an agency’s own training materials. The 20-minute video provides background on DOT drug and alcohol testing, describes each of the five prohibited drugs and alcohol, outlines the test categories, and describes the consequences of a positive or refused test. CUTR has also developed an accompanying handbook.

I viewed this video titled, “Clean Safe & Sober,” and I think it is very well-done.

Sure-Lok, Inc. offers the widest selection of wheelchair securement systems for individuals with special needs. The New TITAN Auto-Tension, Auto-Lock Retractor System allow operators to safely secure a wheelchair in seconds - with only one hand. TITAN meets 30mph/20g Impact Test Criteria per SAE J2249.

THINK BLUE...THINK TITAN.

866-SURE-LOK
www.sure-lok.com
Brookings County, S.D., is one of the teams selected to attend the Project Action Easter Seals Mobility Planning Institute to be held in Washington, D.C., April 21-24.

Team members from Brookings County Transportation include Director Brenda Schweitzer, ADVANCE ATC Transportation Coordinator Terrell Spence, South Dakota State University Disabilities Coordinator Nancy Hartenhoff Crooks, County Commissioner and former City Manager Dennis Falken, and Bridget Fuller, who will represent the disabled community. All, with the exception of Terrell Spence, will be traveling to Washington, D.C.

The city of Brookings has just developed a Transportation Board. The purpose of the Brookings Transportation Board is to identify opportunities for improved efficiency as measured by increased levels of service or decreased cost, especially through coordination among transportation providers in Brookings. The Brookings Transportation Board shall provide oversight and evaluation of the success of coordinated transportation efforts as well as provide advice and information to other organizations on a regular or as needed basis. Brenda, Dennis and Terrell are members for this Transportation Board, as well as a cross section of the community that includes the university, the senior citizens, school systems, health system, S.D. Department of Vocational Rehabilitation, and citizen at large.

The Brookings team is looking forward to bringing back tools for their community coordination and needs assessments, as well as funding options, marketing skills and how-to techniques to improve teamwork in our local community.

‘The Brookings team is looking forward to bringing back tools for their community coordination and needs assessments, as well as funding options, marketing skills and how-to techniques to improve teamwork in our local community.’

Congratulations on the Selection!

Schweitzer
Fargo Senior Services expanded the Fargo/West Fargo senior ride service into the Moorhead and Dilworth area and renamed the service, Metro Senior Ride Service.

**Fargo Senior Services Starts New Metro Senior Ride Service**

Paul Grindeland, Director of Transportation Services

On Jan. 2, Fargo Senior Services expanded the Fargo/West Fargo senior ride service into the Moorhead and Dilworth area and renamed the service, Metro Senior Ride Service; this is the first time the senior citizens of the metro area have had a seamless transportation option in the metro area.

Fargo Senior Services started the first senior ride service in the Fargo area in 1971; this service expanded to West Fargo a few years later and now provides about 44,000 rides per year to Fargo/West Fargo residents age 60 years and older. With the latest expansion of the service, Fargo Senior Services added one more van to bring the fleet total for the metro area to eight vehicles along with a staff of 19 drivers and dispatcher.

Fargo Senior Services is very fortunate to have the city of Fargo and the MAT system as a partner in the transit services we provide; from procuring vehicles, vehicle storage and technical assistance, the city of Fargo has helped us to become an important part of the public transit system in the Fargo-Moorhead area.

Starting a new service is always a big task, and many entities played helpful roles in the expansion of our service: First, the Fargo-Moorhead Metropolitan Council of Governments became the guiding agency as we planned how to proceed with our vision. The cities of Dilworth and Moorhead along with the Moorhead Transit director, Lori Van Beek, were instrumental in securing funding and completing required paperwork. A kick-off ceremony was held Jan. 2 at the Hjemkomst Center in Moorhead; many officials from the metro area attended along with a good media turnout.

Thank you to all who helped make Metro Senior Ride Service a reality.

---

**Mark Your Calendars For Our Fall Conference**

**Watertown, S.D.**
**Sept. 19-24**

**Keynote Speaker**
*Perry Rosapep, FTA Region VIII Director*

**Plan to Attend!**
### Team Black Hills of South Dakota gears up for institute

Barb Cline  
**Director**  
**Prairie Hills Transit**

With more than 75 years of transportation experience and 50 years of advocacy and disabilities use, Team Black Hills of South Dakota (BHSD) is gearing up for the 2008 Easter Seals Mobility Planning Institute.

Of the 21 teams in this year’s Institute, I’m pleased and excited that South Dakota had two teams selected to represent our state and learn about coordinating transportation services in a region.

The BHSD team is represented by Rich Sagen, Rapid City Transit division manager, Shelly Shock, advocacy coordinator for Western Resources, Shirley Halvorsen, BHSSC director of the developmental disabilities program, Brian Gosch, state legislator and lawyer for S.D. Advocacy Services, and Barb Cline, Prairie Hills Transit executive director.

Team Black Hills is excited about a regional working relationship. Our goal is to increase and allow access to additional affordable and reliable transportation. With the two major transportation providers in western South Dakota and three agencies working with specialized groups and companies, we feel confident we can meet the increasing challenges in our area.

Stay tuned for more information at the 2008 Mobility Planning Services Institute April 21-24. Congratulations on this honor!

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<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
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<tbody>
<tr>
<td><strong>April 7 – 9</strong></td>
<td>DTA Mid-Year Conference Radisson Hotel, Bismarck, N.D.</td>
</tr>
<tr>
<td><strong>April 30 – May 1</strong></td>
<td>Annual Drug and Alcohol Program National Conference, Sheraton Safari, Orlando, Fla.</td>
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<tr>
<td><strong>June 1 – 6</strong></td>
<td>CTAA Rodeo and Expo, Hilton New Orleans Riverside, New Orleans, La.</td>
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<tr>
<td><strong>Oct. 6 – 8</strong></td>
<td>APTA Expo and Annual Meeting, San Diego Convention Center, San Diego, Calif.</td>
</tr>
<tr>
<td><strong>Sept. 20 – 24</strong></td>
<td>Fall Conference and Roadeo, Best Western Ramkota Hotel, Watertown, S.D.</td>
</tr>
<tr>
<td><strong>Oct. 19 – 22</strong></td>
<td>18th National Conference on Rural Public and Intercity Bus Transportation, Hilton Omaha, Omaha, Neb.</td>
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Build Visibility and Market your Products and Services with DTA

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3 consecutive ad runs are $700 each

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3 consecutive ad runs are $200 each

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Full Page Ad @ 7.5” x 10”
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Quarter Page Ad @ 3.5” x 5”

For more information call Gary Hegland at (701) 231-6436 or e-mail gary.hegland@ndsu.edu
The Dakota Transporter is a North and South Dakota newsletter geared toward the rural, small urban, and specialized transit industry, keeping the DTA’s transit providers up-to-date on the news and information from across the nation and the states.

If anyone has any news or items of interest they would like to share with us, please send it to the Dakota Transporter, P.O. Box 5074, Fargo ND 58105. We also welcome your comments about the newsletter.

The Dakota Transporter is published by the Small Urban & Transit Center, Upper Great Plains Transportation Institute at North Dakota State University. NDSU is an equal opportunity university.