

# DAKOT TRANSIT ASSOCIATON STRATEGIC PLAN

Prioritized March 27, 2007  
Oacoma, SD

Revised January 25, 2017  
Aberdeen, SD

## 1. TRAINING

**Goal – To enhance training opportunities for DTA Members.**

DTA can enhance training opportunities by:

- Facilitating organization and delivery
- Making it convenient
- Ensure it is appropriate for its organizations
- Give momentum so its continuous
- Encourage hands-on opportunity

**Goal – To provide a basic set of manual templates for transit operators to assist in the development of their own policies and manuals.**

Suggested topics for template type manuals include:

- Safety & Security
- Drug & Alcohol
- Driver Training
- Dispatcher Training
- Personnel
- Policies and Procedures
- Equipment maintenance
- Operations
- Job Descriptions
- 3-5 Year Coordination Plan
- Title 6
- Procurement

## **2. FUNDING**

**Goal – To Identify strategies for increasing funding for our members' transit operations.**

- DTA can assist in identifying potential new sources for local match and help with tapping currently unused sources of funding.
- DTA can provide opportunities to educate our members on new and innovative funding opportunities.
- DTA can facilitate teaching members how to leverage more dollars through coordination.
- DTA can explore the establishment requirements for endowments and foundations to pass on to our members.

## **3. NATIONAL INVOLVEMENT**

**Goal – To promote Community Transportation on the national level.**

- DTA members should be encouraged to be on the forefront of giving input on policy development at the national level.
- DTA members should continue to participate in national conferences such as APTA, CTAA, and others.
- DTA members should actively seek to serve on national committees such as Transit Cooperative Research Panels (TCRP), Easter Seals Project Action, etc.
- DTA members should be encouraged to participate as trainers at national and regional conferences.

## **4. LEGISLATIVE**

**Goal – To increase DTA's education and advocacy efforts in the legislative process.**

Activities that may be considered:

- Establish a Legislative committee which can assist in increasing membership awareness of legislative issues on the federal state and local levels.
- Be proactive in addressing legislative issues.
- To coordinate with our DoTs regarding legislative action.
- To be responsive when legislative action is needed
- Coordinate and support the activities of our lobbyists.
- To forge relationships with other groups who share some of the same vested interests as DTA.
- An an Association, our job is to inform/educate our members, our legislators, and the public about public transportation.
- To improve our internal and external communications
- To work with their local politicians and legislators, as well as other community leaders to keep them informed about issues that affect our transportation programs and the provision of services.

## **5. RECOGNITION**

**Goal – To promote the importance of recognition activities and awards.**

- DTA continues to recognize ND and SD Drivers of the Year.
- DTA continues to recognize ND and SD Innovative Agencies of the Year.
- DTA continues to recognize Friends of Transit nominations and awards given in recognition of supporters of public transportation at all levels.
- DTA continues to recognize ND and SD Support Staff of the Year Award.
- DTA continues to recognize “Above and Beyond” project achievements of members.

## **6. EDUCATE THE PUBLIC**

**Goal – To increase the use and support of public transportation through enhanced awareness and education.**

- DTA needs to inform the public of the importance of public transit.
- Residents of communities served need to know more about the availability of public transit (i.e. who can ride, hours of operation, reasonable fees, etc.).
- Public transportation operators must seek additional public input to help them determine the transportation needs of the community (in particular, identifying any unmet needs).
- We need to let the public know about our accomplishments in serving the public (i.e. tell our story).

## **7. COORDINATION**

**Goal – To promote coordination efforts in public transportation.**

- DTA will encourage members to coordinate with other agencies such as Department of Human Service, social services, mental health, Vocational Rehabilitation, development disabilities, employers, Job Service, educational facilities, faith-based organizations, etc.
- DTA should work to promote a Transportation Advisory Committee (TAC) in each region to promote the benefits of coordination.
- DTA can encourage members to examine their Board of Directors structure to see how coordination efforts could be enhanced through effective Board Membership.
- DTA can work with DOTs to explore coordination planning and incentives for coordination efforts.
- As an Association, DTA should educate members, legislators and the public on the benefits of coordination which include reducing duplication of services, attracting new users, providing increased service, lowered costs, etc.

## **8. MEMBERSHIP**

**Goal – To expand membership opportunities.**

- As we look at growing our Association's membership, existing DTA members need to explore who should be included in membership expansion.

- DTA needs to actively encourage participation and engage our members in DTA activities, communities, s service on the Board of Directors, etc.
- DTA may develop committees as needed to share the workload and to promote DTA member involvement. The committees would include but not limited to:
  1. Education/Training
  2. Legislative
  3. Driver Issues
  4. Dispatcher Issues
- DTA may continue to utilize steering committees for single projects.