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 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.**

• A 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, 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.