



# TRANSIT TIDBITS

Issue 9 - June, 2012

**TRANSIT TIDBITS  
DISTRIBUTION**

Please pass your "Transit Tidbits" on to anyone involved with transit work. Also, if you know of someone in particular who would like to receive their own issue, please send me their e-mail address.

[CTAA Attendees](#)

Attending the CTAA Conference in Baltimore, Md were ND – Pam Ternes, Pam Landsem, Sally Kliniske, Paul Grindland, Carol Anderson and Darrell Francis. SD attendees were Jay Caylor, Lisa Johnson, Jackie Mattheis, Mark Klump, Lynette Hansen, Sue Ames, Barb Cline and Mike Mulanney. Dave Chipman and Lisa Mathis represented SD in the rodeo and Lisa received the ROOKIE OF THE YEAR AWARD. Congratulations Lisa! Dan Kuehnemund represented ND in the rodeo.

## **My Second CTAA Expo Paul Grindland**

I have just returned from attending my second Community

Transportation Association of America EXPO which this year was held in Baltimore MD; my first EXPO was three years ago and that year I received my CCTM certification. The 2012 EXPO turned out to be a very enjoyable experience – the classes were informative with effective presenters, the tradeshow introduced me to a new type of accessible van, the MV-1 and Baltimore was an interesting city to visit. I attended two intensive sessions on Monday and Tuesday – Thinking like a Business and Transit Marketing for Community and Public Transit. The marketing session was presented by Selena Barlow; Selena owns a marketing firm and has worked in the field for almost 30 years. The class covered many topics including: testing your passenger experience, web pages and social media, branding and community based marketing. In this session I learned that consistency is the key to effective branding and that both our written and verbal communication needs to be developed after adopting a passenger perspective. The rest of the week I attended general sessions on Community Transportation Research, Veterans Transportation and Mobility Management Applications. For fun we were treated to a

Baltimore Orioles vs. the Boston Red Sox game and the night before we went home we visited the B and O Railroad Museum. It was encouraging for me to meet so many dedicated, quality people that work in the public and private transportation arenas; much can be learned from taking time to meet and have conversations with peers from all over the country. Thank you to the NDDOT for allowing me to attend this EXPO.

## **CTAA Conference – Financial Management Mark Klumph, Exec. Dir., People's Transit**

The first thing I thought when reviewing the information on this topic at the conference was bookkeeping and how to track items. Well I was wrong, it had nothing to do with bookkeeping at all. It was looking at the actual cost associated with running a transit operation. We looked at the fixed costs, the variable cost and the interaction of each. It was interesting the views of so many different individuals and what they thought each of these were. Of course the presenter said much of this determination is based on what the individual company does and how they view the costs. So I will not attempt to state what fixed or variable costs are. We looked at variable cost are those associated with those items which are directly related to hours and miles. Fixed costs are those items which are for the most part static in nature, such as a Directors salary. A salaried director has no specific hours with which they work so it is static in nature. We looked at how to determine some of the cost and how we should look at our business. It was interesting to me that many in the room including myself don't necessarily look at the whole picture. To give an example: when we look at revenue hours, do you look at the time allotted for bus checks or the down time a driver may have doing nothing. These are cost to the company and dependent on in many cases scheduling rides. What about those slow times during the summer when rides tend to drop off if you have a large contingent of school riders. Downtime may go up. This is just a short idea of what this program was about. I can tell you as a new director having only a year under my belt that this information might have made me look at some things in a different way. The class was a full day and so I would never be able to cover all that we looked at. It was a very good course

and very informative. If you would get the chance to take this it would be a good idea. For my first CTAA conference it was great. I have been to many conferences in the past and this would rank in the upper echelon of many I have attended.

**Putting Transit to Work in Main Street America: How Smaller Cities and Rural Places Are Using Transit and Mobility Investments to Strengthen Their Economies and Communities**

**MAY 24, 2012**

Public transportation plays a critical and expanding role in rural America. Just as it does in urban environments, public transportation in small towns and rural areas provides mobility choices and promotes sustainable economies. Across the country, small towns and rural communities are developing partnerships to build intermodal transit centers, creating circulator buses to catalyze private investments in their downtowns, and improving connections between people and jobs. Small towns are using public transportation investments to help address the challenges of limited resources, populations both shrinking and growing older, industrial decline, and the loss of farmland. Through strong partnerships and creative funding mechanisms, rural America is creating stronger and healthier communities through transit investments.

[www.reconnectingamerica.org](http://www.reconnectingamerica.org) will link you to the Prairie Hills Transit Article.

**Annual Conference Brookings, SD  
September 22-26, 2012**

The Rodeo and Conference Registrations for our Annual Conference are on our web page--[dakotatransit.org](http://dakotatransit.org). Please download the forms and register early.????????????????????

**PASS TRAINING**

Look on the web page under "Event Calendar" and you will find upcoming PASS Training.

July 13-14, Groton, SD—PASS & Defensive Driving  
July 19, Yankton, SD—PASS Recert Only  
August 17-18, Groton, SD—PASS & Defensive Driving

An August session is also planned at Jamestown. Details will be posted on the web once exact dates are nailed down.

A BIG THANKS to the agencies who have acted as sponsor agencies for the trainings. Your help makes it so nice for making training arrangements and for our trainers and trainees. Also A HUGH THANK YOU to all those who have given their time and expertise to help with the past and future trainings.

