



this issue

Social Media **P.2**

Training **P.3**

Maintenance **P.4**

Conference and Rodeo Pictures

Attention General
Membership:

The conference and
rodeo pictures are on
the DTA Website
(dakotatransit.org).

Under the Resources
tab, click on Photos
and then click 2018.

Please give me your
feedback and if you
enjoy looking at them.

Jacque Senger,
DTA Executive
Director

2018 Conference Awards Brookings, SD

Jacque Senger, DTA Executive Director

The North Dakota Winners are as follows:

Driver of the Year

Gordy Davis, West River Transit, Bismarck, ND

Above and Beyond

Wayne Horsager, South Central Transit, Valley City, ND

Outstanding Support Staff

Rhonda Sahr, James River Senior Citizen's Center,
Jamestown, ND

Friend of Transit

City of Devils Lake, Devils Lake, ND

The South Dakota Winner are as follows:

Driver of the Year

Anyla Sporrer, People's Transit, Huron, SD

Friend of Transit

William Tostenson, Milbank Community Transit,
Milbank, SD

Innovative Agency of the Year

Watertown Area Transit, Watertown, SD

Outstanding Support Staff

Vickie Salo, Aberdeen Ride Line, Aberdeen, SD

Above and Beyond

Kristine Madsen, Brookings Area Transit,
Brookings, SD

Social Media Basics

Terry Hoffman, Director

Watertown Area Transit - Watertown, SD

Presenter Mike Kutzke

Using social media in the business world can be a valuable tool for your organization. It can also present difficult situations if not managed and monitored properly.



Speaker, trainer and life-long learner Mike Kutzke delivered his views on how to get the most from your social media program at September's Dakota Transit Association annual fall conference in Brookings. Kutzke's many areas of expertise include technology and the use of social media.

"Number one rule on Facebook - if it doesn't add value, don't post it," said Kutzke in his typical humorous style. "Social media should be an extension of everything your program does." Using the "How might we" philosophy Kutzke told the attendees whatever social media Avenue you choose, you need to use the program to communicate your message, market your product, give your organization the exposure it deserves and needs. Accomplishing all of these goals will certainly add value to your business.

"Learn to blog, it's one of the most effective ways to get your messages across," said Kutzke. "A good blogger can be very effective in promoting their product."

Identifying your needs and knowing what message you want the world to know is a must before rolling out your information. Have a plan and use that plan to engage the public. Build relationships and reach as many people as you can. "Accept and use the feedback you can get," said Kutzke. "When making your plans and setting those goals, know what you want to accomplish. Use that information as leverage to get what you need."

Videos on social media have proven to be very effective according to Kutzke. Make them short, sweet and simple - bite size the information you want to put out. "Videos are fun, easy and a very productive tool," he said. "Create some fun videos and make them fun, try to post one per week."

The choices of social media available today are all effective in various forms. Facebook, Twitter, Snapchat, Instagram and blog sites are all available. "Whatever type of social media you choose to work with, make sure to keep it updated," added Kutzke. "Nothing says I don't care more than outdated information on social media."

2019 Dakota Transit Association Fall Conference

Jacque Senger, DTA Executive Director

Your DTA Board of Directors are busy working on the 2019 conference.

The conference will be held in Dickinson, ND, September 14th through the 18th. The Ramada Grand Dakota Hotel is located at 532 15th Street West in Dickinson. The Ramada will honor ND State Rates for the conference.

Please put these dates on your calendars as you won't want to miss the opportunity to meet with your transit friends for a great learning experience.

Training Update - Linda Freeman, PASS Coordinator

Phone: 701-848-6480 E-mail: lindaafreeman1@gmail.com

A big "thanks" to Devils Lake for being such a great host. Homemade cookies were fabulous!

The following classes have been set up: Registration is available or will be available soon at dakotatransit.org.

Huron, SD: December 27-28, 2018

People's Transit - 120 Wyoming SW Huron, SD 57350

(If location needs to be changed due to class size, registrants will be notified)

PASS Class Day 1 - Thursday, December 27, 2018: 8:00 am to 5:00 pm

PASS Class Day 2 - Friday, December 28: 8:00 am to 5:00 pm

PASS Recertification Class - Friday, December 28: 8:00 am to 5:00 pm

Deadline for Class and Room Registration: December 15, 2018

Room Information: Best Western of Huron 605-352-2000

Ask for "SD DOT PASS TRAINING" Block to get state rates.

Address: 200 Dakota Ave. South Huron, SD 57350

Individuals will be responsible to call to make reservations in block and pay for own rooms – no direct billing to SD DOT.

Vehicle Maintenance

Terry Hoffman, Director

Watertown Area Transit - Watertown, SD

Presenter Rob Lynch

Every transit agency must have a solid, efficient maintenance program for your vehicles. This program should be part of your strategic plan according to Rob Lynch.

Lynch, Training Coordinator for Small Urban and Rural Transit Center (SURRC), provided conference attendees with a seminar on vehicle maintenance at the Dakota Transit Association annual fall conference in Brookings, SD.

"Know your fleet, have a good program and make sure you can live up to these plans," said Lynch. "Everyone wants to drive nice, clean, safe vehicles which allow them to provide a consistent service to their clients."

Solid transit asset maintenance plans lead to improved efficiency, improved cost savings, and an increase in employee morale. Everyone's plan will differ depending on location of project, the conditions in which your fleet operates and other intangibles.

"A well run, safe, efficient and cost-effective transit system begins with people," declared Lynch. "Get your employees to buy into the system, offer incentives related to your maintenance programs."

Incentives could include bonuses, paid time off, special recognition, gift certificates to local businesses among others. Employee involvement is crucial to the success of all programs.

For those operations with in-house maintenance programs versus contracted services, there are other obvious factors to consider. Size of facility, equipment, record keeping abilities, can you hire qualified maintenance staff or mechanics and is this the best use of your financial resources.

Contracted services offer other questions including do they provide all the services you need, will they give your operation priority, will they pick up and deliver your vehicles.

Thought for the Month of December...

*"The decisions we make, make the
life we live."*



*Merry Christmas to each and
everyone of you and your families!
May you find peace in this
joyous season!
- Jacque Senger*

DTA
Dakota Transit
Association

Jacque Senger
DTA Executive Director

Mailing Address:
PO Box 973
Devils Lake, ND 58301

E-Mail Address:
jacquelinersenger@gondtc.com

Phone Number:
701-662-2465

Tidbit Articles

Please contact me with articles for your Transit Tidbit.

Recycle

Please share your Transit Tidbit with your staff and any interested person(s).

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!

- Jacque

www.dakotatransit.org