

Advanced Transit Management Course Under Development

An Advanced Transit Management course is being developed in response to the success of SURTC's Principles of Transit Management course. The new offering will target transit managers who have attended the Principles class. It is designed to build upon transit administrators' existing knowledge and help them further develop their managerial skills. It is anticipated that there will be nine modules in this three-day course.

While the exact titles of the modules have not been finalized, the topics will include:

- Human capital and performance
- Operational business management
- Project evaluation



Keven Anderson

- and programming
- Organizational development
- Fleet and facilities operations
- Safety, security and risk management
- Strategic technology management
- Making linkages
- Future focus

The Advanced Transit Management course should be available in early to mid-2012. It will be taught by Carol Wright, associate director of training & outreach, and Keven Anderson, training coordinator.



Carol Wright

For more details, contact Carol Wright at carol.wright@ndsu.edu.

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Recent highlights from the SURTC Blog:

- Student Paper Competition Announced
- Coordination Pilot Projects Proceed in North Dakota
- SURTC Conducts Webcasts of Public Input Meetings
- Developing Input to "Best-Value" Vehicle Procurement Practice

Visit our blog at:
www.surtc.org/blog



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Coordination Pilot Projects Proceed in North Dakota

SURTC launched a 15-month program in October to implement coordination-related recommendations in two North Dakota pilot regions. The recommendations were developed by SURTC in response to a mandate for increased coordination among the state's transit providers enacted in 2009 by the N.D. Legislature. The work is being conducted under the direction of the state Department of Transportation.

Based on the recommendations, participating communities and counties will provide increasing coordination among the regions' transit service providers, increase public awareness regarding the availability

of local transit services, and promote overall operator effectiveness and efficiency.

SURTC associate research fellow Jon Mielke is the regional coordinator for the 7-county west central region, and SURTC training and outreach coordinator Keven Anderson is the coordinator for the 12-county south central region. The final step in the project will be a report on the effort for the 2013 Legislature.

Contact Jon Mielke at jon.mielke@ndsu.edu or Keven Anderson at keven.anderson@ndsu.edu for more information.

Message from the Director

Happy New Year! One of our resolutions at SURTC is to continue to improve our service to you through innovative research projects, more advanced training, and an Industry-directed public transportation educational course. Another item on the horizon for 2012 is the APTA University and Community Conference being held in Fargo this June. Please mark your calendar and join us. We look forward to visiting with you in 2012 and again, as always, thanks for reading our newsletter.



Jill Hough

SURTC Conducts Workshop on Diversity and its Implications for Transit

Oregon transit managers brushed up on their knowledge of diversity issues and how they impact transit agencies at a SURTC-instructed preconference session at the Oregon Public Transit Conference in Seaside, OR. The Oct. 23 workshop, Title VI/Civil Rights: Diversity and Its Implications for Transit, included practical instruction and class participation from attending transit managers. Therese McMillan, FTA deputy administrator, provided opening remarks and attended the morning session along with Rick Krochalis, FTA Region 10 administrator.

This day-long course provided participants with information regarding Title VI and Civil Rights policy including the ADA;

environmental justice regulations; implications of the majority-minority shift; our aging society; hidden disabilities; language barrier issues and limited English proficiency requirements; responsiveness to cultural, gender and sexual orientation differences; minority community outreach; generational differences in the workplace; and requirements for federal assistance.

Transit Class Offered Spring Semester

The Public Transportation Class at NDSU (TL786) provides a fascinating look at the inner workings of America's transit industry. The class, taught by SURTC director Dr. Jill Hough, was redesigned with the help of industry experts. It blends theory, practice, and interaction with mentors in a way that will be helpful for those interested in a career in transit as well as those who want a greater awareness of the industry. The instructor and guest lecturers from the industry will review the history of mass transit and provide background on governance, planning, management, service, and future trends. Each student will interact with an industry mentor through the semester to enrich classroom learning with behind-the-turnstiles experience. The course is being offered over the Transportation Learning Network so non-traditional students may view the class lectures at their convenience. The course is also part of the Transportation Leadership Graduate Certificate Program offered by the Regional University Transportation Centers www.transleader.org.



Al Abeson, affiliated faculty with SURTC; Therese McMillan, FTA deputy administrator; Rick Krochalis, FTA Region 10 administrator, and Carol Wright, SURTC associate director of outreach and training

Events Calendar

TRB—91st Annual Meeting

TRF—53rd Annual Forum

APTA—2012 International Bus Roadeo

APTA—2012 Bus & Paratransit Conference

CTAA—EXPO 2012

APTA—Public Transportation & Universities Conference

Jan. 22-26, 2012 • Washington, DC

Mar. 15-17, 2012 • Tampa, FL

May 3-8, 2012 • Long Beach, CA

May 6-9, 2012 • Long Beach, CA

May 20-25, 2012 • Baltimore, MD

Jun. 16-19, 2012 • Fargo, ND

Effortless Passenger Identification System to be Studied

A new SURTC study will evaluate the use of radio frequency identification (RFID) technology to track transit passengers. The technology is referred to as the Effortless Passenger Identification System (EPIS).

The RFID tags used by EPIS can be read at longer distances than the contactless or proximity cards currently used in the industry. This characteristic allows passengers to be identified and counted as they board and alight vehicles without requiring them to physically present their card within a short distance of an on-vehicle reader. Use of the technology, which has already found a market in pupil transportation, will improve the accuracy of ridership data collection

while making it easier and less time consuming for riders to pay the fare. Many transit agencies, applications, and rider segments are expected to benefit from deployment of EPIS.



The EPIS technology will be tested on MATBUS vehicles in Fargo, ND and Foothill Transit buses in Los Angeles County, CA.

The technical feasibility of the system will be tested in Southern California and North Dakota where EPIS will be evaluated under real-world and controlled conditions for different transit rider segments. A full-scale field test will be conducted with university students. Controlled testing will be done to investigate EPIS effectiveness when used by different transit rider segments. The economic feasibility of EPIS will also be evaluated by conducting a thorough cost-benefit analysis for various agency and ridership scenarios.

For more details, contact Del Peterson at del.peterson@ndsu.edu.

Study Evaluates Importance of Vehicle Supplier Attributes

A recently completed SURTC study shows that quality, reliability, after-sales support, warranties and claims, and integrity are the most important attributes of vehicle suppliers



considered by procurement decision-makers at public transportation agencies.

The study, titled, "Developing Input to 'Best Value' Vehicle Procurement Practice: An Analysis of Supplier Evaluation and Selection in the U.S. Public Transportation Industry," was conducted by former graduate student Marc Scott for his PhD dissertation.

The objective of the research was to gain a deeper understanding of the relative importance of vehicle supplier attributes in reference to the Federal Administration's (FTA) "best value" procurement initiative and the influence of these supplier attributes on the evaluation and selection of vehicle suppliers.

The full report is available at www.surtc.org/research/reports.php

Webinar to Address Tribal Transit Funding

Tribal transit will be the focus of a SURTC webinar to be held in March. SURTC researcher Jon Mielke will discuss the results from his research on tribal transit funding. His recently completed study, "5311(c) Tribal Transit Funding: Assessing Impacts and Determining Future Program Needs," assessed demographics and needs for transit on reservations, current 5311(c) tribal transit grants, tribal transit services and program results, and future funding needs.

Watch the SURTC website for more details, including the date and how to register. A recording of the webinar will be available on the SURTC website for later viewing.



Choctaw Nation transit bus

Ethics Training Available

Scandals big and small point to a lack of ethics or failures to make ethical decisions in the marketplace. How do you or your employees integrate ethics into your decisions? Training can equip personnel to address ethical dilemmas. SURTC's training walks participants through ethical tests and helps them apply those tests to situations so they better understand the ethical decision-making process. For more information on ethics training contact Jill Hough at jill.hough@ndsu.edu or 701-231-8082.



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Connecting Communities: Sharing Solutions Conference

The 20th National Conference on Rural Public and Intercity Bus Transportation, titled "Connecting Communities: Sharing Solutions," will be held October 14-17 in Salt Lake City, Utah.

This conference, held once every two years, offers a valuable experience for rural transit and human service transit providers, tribal transit managers, planners, state agency staff, intercity bus operators, consultants, researchers and trainers, and anyone who is interested in learning about the latest in best practice and current research in rural public and intercity bus transportation.

The deadline for submitting presentation proposals is January 17. Graduate and undergraduate students also have the opportunity to enter a paper competition for the conference.

For more details, visit the conference website:
www2.ku.edu/~kutc/cgi-bin/trbconference20/index.php

APTA Universities Conference to be held in Fargo

The American Public Transportation Association (APTA) 2012 Public Transportation & Universities Conference will be held in Fargo, North Dakota June 16-20.



North Dakota State University students boarding the bus

This biennial conference focuses on the unique needs of university communities and the population they serve.

Please mark your calendar and plan to attend. More details will be posted on the APTA

and SURTC websites. The conference website is
www.apta.com/mc/university/Pages/default.aspx