



# Kansas Trans Reporter

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The Newsletter for Kansas Rural and Specialized Transportation Providers • The University of Kansas Transportation Center

## The Rules Rule!

Make sure you know the rules governing Section 5310 and 5311 transit agencies. If you don't, help is on the way.

.....  
by Stephanie M. White  
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If you are still looking through your Coordinated Transit District Handbook and leafing through Kansas Department of Transportation and Federal Transit Administration memos searching for what you are



required to do as a Section 5310 or 5311 provider, look no further. Help is on the way! This summer, an updated *Kansas Transit Provider Handbook* will be distributed to all providers in an effort to better explain regulations and the grant application process. The handbook is being prepared by the Kansas University

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## Create Ridership Policies Before You Need To

.....  
by Dawn Jourdan  
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Ridership policies are often developed retroactively, after problems have arisen and have been resolved, says Paul Weimer, Executive Director of Kaw Regional Transit. But an agency need not wait until a problem arises to create policies. Rather, *proactive* adoption of ridership policies will set the ground rules for effective communication between the agency, drivers and riders.

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## 5310 and 5311 Rules,

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Transportation Center in conjunction with KDOT. While you are waiting for the handbook, use this article as a guide for compliance with Section 5310 and 5311 rules.

### Section 5310

The Section 5310 program assists private, nonprofit organizations in the purchase of transit vehicles and related equipment to improve mobil-



The new handbook will explain Section 5310 and 5311 rules and the grant application process.

ity for the elderly persons and persons with disabilities in both rural and urbanized areas.

To be eligible for Section 5310 funds, you must be either a private, nonprofit entity or a public body. Public agencies must be approved by KDOT to coordinate services for elderly persons and persons with disabilities and they must provide written certification to KDOT that no nonprofit organizations are readily available to provide the services.

### Eligible 5310 Expenses

Funds for Section 5310 programs may be used for capital expense assistance in urban, small urban, or rural areas, such as the purchase of buses, vans or other paratransit vehicles, radios and communications equipment, wheelchair lifts and restraints, and computer hardware or software. The federal share of eligible capital costs is not to exceed 80 percent of the net cost of the program.

### Apportionment/Local Match

Section 5310 federal funds are apportioned to Kansas using a formula that is based on the number of elderly persons and persons with disabilities in the state according to the most recent U.S. Census. Federal funds are available for capital purchases at a rate of 80 percent federal but only if there is a 20 percent local cash match.

Section 5310 program apportionment is published in the *Federal Register* annually within 10 days after the USDOT Appropriation Act is

signed. KDOT is responsible for notifying subrecipients of grant approval.

Funds for Section 5310 must be obligated in the year for which they are apportioned. For example, funding that is made available October 1, 2000 (FY 2001) must be in a grant and contracted with FTA by September 30, 2001, or the funds will be lost. Once the funds are under contract, the monies may be carried over during a three-year period.

Again, provider agencies are responsible for providing 20 percent of the purchase price of the capital acquisition.

### Allowable Uses of Section 5310 Vehicles

Transportation services under the Section 5310 program can be open to all elderly persons, persons with disabilities, and the general public, after the immediate transportation needs as specified in the transit agency's grant application are satis-

fied. Providers receiving 5310 assistance may coordinate and assist in providing meal delivery services for homebound persons on a regular basis if the meal delivery services do not conflict with the provision of transit services or result in a reduction of service to transit passengers.

### Section 5311

The Section 5311 program is designed to assist in the development, improvement and use of public transportation systems in rural and small urban areas with less than 50,000 population.

Eligible recipients of Section 5311 funds include local public bodies, nonprofit organizations, Indian tribes and groups, and operators of public transportation services.

### Eligible 5311 Expenses

In Kansas, Section 5311 may be used for capital and operating expenses. Federal participation in operating expenses may not exceed 50 percent of the total operating costs. Eligible operating expenses in Kansas include costs directly related to the operation or the transportation system such as driver and dispatcher salaries and benefits; fuel and lubrication costs; maintenance and maintenance related supplies; and other costs such as tags, licenses, driver exams, insurance and advertising.

Federal participation in capital expenses may not exceed 80 percent of total capital costs.

In Kansas, eligible capital expenses for Section 5311 programs include the acquisition and repair of vehicles and equipment. Purchase of radio or communication equipment is also eligible.

### Section 5311 Apportionment

Section 5311 funds are apportioned to Kansas by a formula based on the ratio of the nonurbanized population

of the state to the nonurbanized population of all the states, using data from the most recent US census.

Section 5311 program apportionment is published in the *Federal Register* annually within 10 days after the USDOT Appropriation Act is signed. KDOT is responsible for notifying transit agencies that are subrecipients of grant approval.

Funds for Section 5311 are available for three fiscal years, beginning with the year of apportionment plus two additional years. Unobligated funds that have lapsed are recovered and pooled. They are included in a subsequent FTA apportionment to all of the states.

**Contracting Between the CTD and Local Providers**

As required by the Coordinated Transit District Act, local providers must contract with their Coordinated Transit District for Section 5310 and 5311 programs. The CTD develops a written contract with each participating transit provider for the distribution of program funds, which should be renewed annually.

Provider agencies are given some flexibility and may tailor the contract to meet their specific needs. Funds available to the providers for reimbursement are based on the application approved by KDOT and established in the contract between the CTD and KDOT. The amount of funds disbursed to an agency should also be listed in the contracts between the CTD and providers.

**Insuring Vehicles**

Insuring vehicles is one of the most important functions an agency must complete prior to operation and is an integral part of risk management, protecting the agency against a variety of liability issues.

At a minimum, an agency under

**The Rules ... at a Glance**

**Section 5310** .....

*Purpose*—facilitates purchase of transit equipment to improve mobility for elderly persons and persons with disabilities in both rural and urbanized areas;

*Eligible Assistance*—includes federal participation in capital expenses;

*Eligible Recipients*—private nonprofit entities and public bodies.

**Section 5311** .....

*Purpose*—to assist in the development, improvement and use of public transportation systems in rural and small urban areas with a less than 50,000 population;

*Eligible Assistance*—categories include capital expenses, operating project expenses, planning, and technical assistance;

*Eligible Recipients*—local public bodies, nonprofit organizations, Indian tribes and groups, and operators of public transportation services.

Section 5310 or 5311 needs a general liability policy to cover accidents that occur once passengers have boarded the vehicle. Special insurance riders can be attached to the policy to cover volunteers or special activities.

Kansas has minimum coverage requirements for bodily, property damage, and personal injury liability, plus survivor benefits and protection against uninsured or under-insured motorists. We highly recommend carrying coverage higher than the minimum required.

**Ensuring Accessibility**

All public and private entities providing transportation services under Sections 5310 and 5311 must be in compliance with ADA accessibility requirements, providing features such as lifts and ramps on vehicles and at transit facilities.

**Coordination**

FTA and KDOT encourage Section 5310 and 5311 transit providers to participate in coordinated service systems with recipients of funds from the Department of Social and

Rehabilitation Services and Department on Aging, other federal and state programs, and other local providers. Coordinated transit may be organized in several different ways with various levels of coordination. Groups might combine to purchase vehicles, equipment and fuel; or a central coordination organization might organize all of the transit activity in an area. The central agency may purchase vehicles and provide transportation to clients of social service agencies and to the general public, or contract out the transportation while retaining central billing and dispatching authority.

Providers are also encouraged to coordinate activities with private sector organizations. Teaming up with the private sector allows agencies to tap into new markets and leverage their resources.

**Vehicle Useful Life and Disposition**

The useful life of a vehicle, as determined by KDOT for standard vans and body-and-chassis vehicles, is a

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### 5310 and 5311 Rules,

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minimum of 100,000 miles or five years. When an Section 5310 or 5311 agency determines that a vehicle has reached its useful life capacity, KDOT will work with the vehicle vendor to determine the fair market value of the vehicle. In general, depreciation is calculated at 25 percent in the first year and 10 percent each year thereafter.

To dispose of a vehicle, the sub-recipient transit agency must apply for a "Release of Lien" from KDOT. Subrecipients are required to pay 80 percent of fair market value to KDOT upon selling or disposing of any vehicle with a current lien and must document this value with KDOT.

### Annual Program Reviews

Annual program reviews are conducted by KDOT's Office of Inspector General. A Section 5310 or 5311 transit agency with \$100,000 or more in federal funds is required to have a program review. Maintaining good records throughout the year will help facilitate the process of the review. Transit providers are responsible for submitting specific documents, listed in the *Kansas Transit Provider Handbook*, along with their applications.

#### Source

*Kansas Transit Provider Handbook*, University of Kansas Transportation Center and KDOT, publication expected July 2000. ▲

### Ridership Policies,

continued from page 1

#### Components of Effective Ridership Policies

Based on the ridership policies developed by KAW Regional Transit of Douglas County, Kansas, here are some policies to consider implementing at your agency.

*Who can ride the bus?* A fundamental element of any transit agency is knowing who you serve. The answers to the following questions will assist you in creating this policy.

- Is your service open to the general public or only to those with special needs?
- Do you transport children?
- If your agency transports children, do you require children to be accompanied by an adult?
- Are Job Access Program clients welcome to use your services?

*Area of service.* The area of service is the geographic area covered by your agency's bus routes.

- Do your routes cover an entire county or city?
- Will your agency cross state lines?

*Scheduling.* One of the areas of greatest frustration for transit agencies and their riders is scheduling rides. A ridership policy can eliminate confusion by clearly setting out the following details:

- when reservations will be taken;
- who will take reservations;
- how far in advance reservations need to be made;
- if there is a limit on the number of rides that may be made by an individual each day; and
- If changes in destination are allowed without notice.

## Technology May Be in the Future of Kansas Transit Training

... by Pat Weaver .....

The internet is big news in the education and training world these days, and Kansas has taken its first step into the web-based training environment for transit agencies. A grant was awarded recently to the KU Transportation Center from KDOT's K-TRANS research program to examine the feasibility of using web-based training to provide additional training to Kansas transit managers.

There are a lot of potential advantages to web-based training: participation at the convenience of the student, access to training from any program around the country or world, and reduced travel cost to remote training sites, to name a few. However, web-based training presents a number of challenges to the

trainer as well as the student: how to select appropriate topics for web-based application, how to compensate for lost of face-to-face interaction between and among the students and instructor, how to overcome technology limitations students may encounter during training, how to evaluate student participation.

The project will evaluate the feasibility of web-based training by conducting a survey of existing technology capacity at the agency level, measuring Kansas managers' interest in continuing professional development courses offered online, and a testing a prototype course developed by a selected advisory panel.

Results from the project are expected by Spring 2001. Contact Pat Weaver, KUTC, (785) 864-2595, for additional information. ▲

*Cancellations and no-shows.*

Sometimes a rider's plans change and a pre-scheduled trip must be canceled. In the interest of convenience, ridership policies must clearly establish:

- how early a cancellation must be received to avoid a late fee;
- the cost assessed on a rider who fails to show up at the scheduled time, except in cases of emergency;
- a suspension policy for passengers who repeatedly fail to show up for scheduled rides within a certain period of time.

*Days and times of operation.*

Clearly identifying the days and times of transit service is fundamental to the success of ridership policies. This list should also provide a clear statement of when service is not offered, including all public holidays observed by the agency.

*Pick-up times and wait policies.*

Sometimes riders become frustrated when waiting to be picked up. Drivers can also get frustrated when they have to wait excessively long for riders. Part of this anxiety may be alleviated by letting your riders know:

- how long the driver will wait after arrival for the rider; and
- how many minutes you suggest the passenger be ready for pickup prior to the scheduled arrival of the bus. A good rule of thumb is 10 minutes.

*Delays.* Delays happen. They should not happen often, but they are sometimes unavoidable. Riders can plan for the inconvenience of possible delays and not miss appointments by scheduling arrival times earlier than their appointments.

*Personal assistance to riders.* Because your riders have special needs, it is important that your agency's ridership policies clearly specify the func-

tions drivers are allowed to provide to passengers boarding or debarking the bus. These may include:

- assisting with coats and opening doors; and
- carrying groceries and packages (limited to one trip from the vehicle to the door per ride).

Agencies may wish to limit the weight that drivers may be asked to carry. Riders who need assistance beyond that, for example, passengers using wheelchairs who need help ascending a flight of stairs at their residence, may be required by your

- intoxication;
- physical abuse;
- arguing and verbal abuse;
- threatening the driver or fellow passengers;
- use of foul language; and
- sexual harassment.

Also, your agency may choose to institute a policy denying service to those who have offensively poor hygiene. The policy should make it clear that the driver, with the approval of dispatch, may deny service or require the rider to leave the vehicle. If the rider is asked to leave

## Your ridership policy could deny service to individuals who use abusive language.



agency to have a personal care attendant to provide this assistance. But your agency must allow attendants to ride free-of-charge to assist passengers who need extra help.

*Passenger assistance.* Many riders rely on wheelchairs to assist them with mobility. Certain rules should be followed for the safety of those passengers, including:

- drivers may only assist riders on approved wheelchair ramps;
- under no circumstances should a driver assist passengers in wheelchairs up and down stairs;
- riders who use scooters must ride in regular seating while on the bus, or be denied riding privileges.

*Conduct and hygiene.* Transit providers should make it clear to all potential riders that inappropriate conduct will not be tolerated. Inappropriate conduct may include:

the vehicle at a place other than his or her home, the driver must ask the dispatcher to make arrangements to transport this individual home.

A policy prohibiting food, drink or smoking on vehicles is an appropriate way to ensure that riders have a pleasant and safe experience when being transported by your agency.

*Pets and service animals.* Only service animals should be permitted to ride on transit vehicles. Some transit agencies make exceptions for passengers who need to transport their pet to the veterinarian as long as the animal is contained in a pet carrier.

*Bad weather.* Passengers should be aware that service will not be offered when severe weather makes traveling unsafe. Cancellation of services should be made known to riders via broadcasts on local television and radio stations.

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**Ridership Policies,**  
continued from page 5

*Fares.* Ridership policies should clearly state the amount charged for each trip whether it is a fixed rate or based on miles traveled.

*Grievance procedures.* When a rider has any problem with the services provided, the following procedures should be followed to effectively resolve those issues.

- A rider with a grievance should inform the director of the agency, in writing or verbally, within a specific number of days of the occurrence, if possible (five days is suggested);
- The director shall have a specific number of working days to respond to the complaint;
- If a resolution is not reached in a timely fashion, the rider can address his or her complaint to the agency's Board of Directors, who will make a final decision;
- Upon the Board's decision, if the rider is still not satisfied, he or she may file an administrative grievance or legal action.

These are just some of the key elements that should be discussed in your agency's ridership policies. Other policies should be added as they become necessary to your transit agency. Ridership policies will improve the quality of transit services by minimizing conflict between riders, drivers and the agency.

**Source**

*Kaw Regional Transit Ridership Policies*, Douglas County, Kansas, 2000. ▲

# New Drug and Alcohol Testing Training Video

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by Stephanie M. White  
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Check your mailbox for a new drug and alcohol training video produced by Mental Health Consortium, Inc. (MHC) for all Section 5311 program providers in Kansas. The video is designed to assist transit providers with training their employees about drug and alcohol awareness in the workplace. It will be distributed by MHC to Kansas Section 5311 providers in early summer.

**Components of the Video**

Educational tools like this training video are important components of an effective substance abuse program. The Mental Health Consortium has designed this video to assist Section 5311 providers with meeting FTA training requirements for drug and alcohol testing. The video (yet to be titled) will describe the process of workplace alcohol and drug testing and include sections on the following:

✓ *The importance of workplace drug and alcohol testing.* Includes why transit providers test for drug and alcohol abuse, what drugs are tested, under what circumstances management would require the testing of employees, and how employees can find rehabilitation help;

✓ *The five drugs of abuse.* Describes each drug and the effects of the drug;

✓ *The effects of alcohol.* Alerts employees about the hazards of substance abuse to personal safety as well as the safety of those who they serve in their jobs;

✓ *Sources for technical assistance.* Includes the Kansas drug and alcohol support line that provides one-on-one assistance for transit providers with drug and alcohol concerns; and

✓ *The importance of the Employee Assistance Program.* Includes how to access and use the program.

For questions about the video or additional drug and alcohol training assistance, contact Tim Harris with the Mental Health Consortium at (800) 886-1123, extension 120.

Supervisor training, designed to prepare supervisors to recognize the signs and symptoms of abuse, is conducted in person with the Mental Health Consortium's full-time trainer, Tom Swayne. This training describes how to take corrective action and how to follow proper procedures specific to your workplace.

For information about supervisor training, contact Mr. Swayne with the Consortium at (800) 886-1123 extension 129. ▲



# Does Your Agency Need to Work Smarter?

by Stephanie M. White

Are you buried under a never-ending pile of interoffice mail, KDOT memos and unanswered e-mails? Do you feel that your office is accomplishing less the harder you work? Do you go home drained from a day's work, dreading to return in the morning?

If so, read on for tips to get your office—and your life—back on a productive, time-efficient track.

Dr. Tom McDonald, a California psychologist, explains that there is a big difference between working hard and working smart. "One gets you fatigue, the other success." You can learn how to work smarter by making better use of your time, space and resources. The following tips will help you and your staff be more efficient.

## Make Strategic Contacts

You can save effort and time when seeking volunteers for charity drives or participants in ridership surveys or coordination activities by targeting your best customers, resource contacts and fellow service providers. McDonald suggests targeting 20 percent of your best prospects as a way to use your time strategically.

## Capture Saved Time

Computers and assistants help save you time, but if you do not use the time saved wisely, you will not increase your productivity. Use spare



If you or your staff are showing signs of being overwhelmed by details, you might consider changing some office procedures to work smarter.

time to come up with innovative ways to improve how you do business. Brainstorm with employees to take advantage of extra office time. When brainstorming, have employees think of ways to better meet customers' needs like improving access to handicapped patrons; consider ways to stimulate employee work satisfaction like incorporating monthly breakfast meetings; and discuss pos-

sibilities for increased participation in the community.

## Reward Staff for Time Well Spent

Your employees will be more productive and happier with their jobs if you take the time to reward them for jobs well done and time well spent. Rewards, large or small, encourage people to continue working smart. Consider your particular staff and your resources to determine what appropriate incentives. For some tasks, a simple, sincere thank you for hard work would be acceptable. Or consider posting an employee appreciation bulletin board, acknowledging individuals who work hard but are not as visible in the organization.

## Create Job Descriptions

Before you can have a good basis for rewarding staff, you must have concrete job descriptions that outline how each employee is expected to utilize his or her time. Once good job descriptions are developed, set up a simple performance review system that can be used to evaluate

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## Working Smart,

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employees based on key indicators in their job description.

As McDonald emphasizes, "Most importantly, we must reward all of our people for above-average and exceptional performance in these areas."

### Eliminate Office Waste

A major concern for any office is what to throw out and what to keep. Prioritize your documents and determine those that you can discard because they are no longer needed or required. If you aren't sure whether

organized and used efficiently.

*E-mail.* Encourage your staff to prioritize e-mail, filtering messages that can be deleted or can be dealt with at a later time. Most e-mail servers will now allow you to block junk e-mail from your inbox, drastically reducing the amount of junk mail that finds its way to your account.

Michael Goldstein, a writer and speaker on understanding technology, stresses that you should "determine what's critical today, giving messages from your boss and your clients priority."

Lynn Lively, author of *Managing Information Overload*, recommends keeping e-mail under

reduce build-up in your mailbox.

Also, consider options that will allow callers to skip the full message by hitting the # or \* key or by pressing 0 to get a live operator.

*Office Libraries.* Office libraries help store information needed by staff as well as reduce duplication of material within the office. Having one room that houses important KDOT and FTA documents, ADA compliance manuals, vehicle specification data, and reporting forms will help your transit office run much more smoothly.

Keep manuals and documents organized according to topic and have a basic data base that lists all of the documents in the library. When a new manual or book comes in, take a minute to catalog it on the data base.

Design a basic check-out system so that employees can record when they take a document from the room and when they return it.

Include a filing cabinet in your library to hold multiple copies of both required and optional reporting forms, filed according to task. Be sure to periodically check that you have a sufficient supply of all of the documents.

If you follow these steps toward reducing office clutter and chaos, you will not only work smarter but you will minimize the frustration of your daily work life, helping you to enjoy your work a little more.

### Sources

Goldstein, Michael. "Getting Out from Under," *Successful Meetings*, October 1999.

McDonald, Tom. "Working Smarter," *Successful Meetings*, April 1998. ▲

Keep e-mail under control by opening it only at set times, for instance in the morning, during breaks and at the end of the day. And un-subscribe to any newsletters or list-serves that you do not truly use.

you must keep every document that you file with KDOT, contact them and ask which records you are required to maintain at your office. Or better yet, look through your *Kansas Transit Provider Handbook* to determine which documents you need to keep. (The handbook is expected to be published soon.)

When you get an important memo updating ADA requirements, file the new requirement with other ADA information and get rid of any obsolete material. Keep a three ring binder full of important memos or office ideas.

### Organize Staff Resources

E-mail, the Internet, voice mail, and office libraries can be great boons to work smarter, but only if they are

control by opening it only at set times like in the morning, during breaks and at the end of the day. It is also a good idea to avoid e-mail newsletters and list-serves. Take a moment to un-subscribe to any newsletters or list serves that you do not truly use.

*Voice-Mail.* Many voice mail companies now offer various features that will help you get more organized while cutting down on employee time on the phone. Set up your voice mail to provide customers with access to basic agency information like how to schedule a ride, what routes are running, and cost for riding the bus. Get voice mail features that allow you to check your voice mail from outside of the office to





## What Makes a Marketing Plan Effective?

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by Dawn Jourdan  
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Some marketing efforts are required of all recipients of Section 5311 funds. Because marketing can help create community support for your agency, increase your ridership and increase possibilities for generating a local funding match, transit agencies should consider developing marketing efforts that are more extensive than the minimum required. Here are some suggestions for improving the marketability of transit services.

### Elements of an Effective Plan

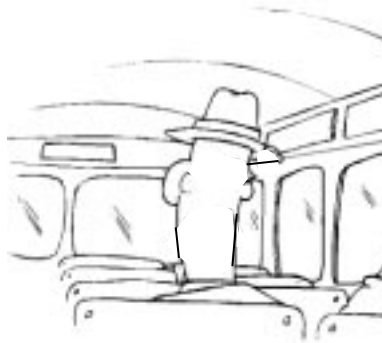
**System Identity.** An effective marketing plan creates a system identity—it helps your targeted audience remember the particular services offered by your agency. System identity is built by the agency's name, logo and color scheme.

**Name.** In order to be memorable, the agency's name should be short and easy to read or say. The use of an acronym, like KDOT for Kansas Department of Transportation, can help with agency recognition. In this case, saying the acronym takes two syllables instead of ten. The name could also identify the nature of the services provided, if possible.

**Logo.** A logo is a graphic representation of the agency's name. It may simply be the name set in a specific typeface, or it may include other graphic elements. Limit the logo to

one or two colors and stick with a simple design that can be reproduced at a variety of sizes.

**Color Scheme.** Selection of colors for the logo is the next step in creating an identifiable transit program. The colors should be used on all vehicles, signage, stationery, brochures, etc.



One purpose of a marketing plan is to fill the seats on your vehicles—but it's not the only purpose.

### Spreading the Word

Another important part of marketing transit services is making sure that all potential riders are aware of the services provided by your agency. The following strategies are effective ways of getting the word out.

**Passenger Information.** Passenger information comes in the form of rider guides, schedules and maps. These should be easy to read for

those with cognitive or sensory disabilities. Legibility will be enhanced by fonts that are large and easy to read. Recognition will be enhanced by consistent use of your agency's particular typefaces and colors.

In some parts of the country, agencies may want to consider having passenger information printed in other languages, such as Spanish.

Passenger information should be distributed as widely as possible. Information should be available at government offices, senior centers, schools, churches, libraries, recreation centers, grocery stores, banks and chambers of commerce.

**Customer Service.** Customer service, or the agency's direct contact with riders, is key in marketing transit programs. Customer service is the avenue through which a transit agency proves that it is responsive to customer needs. To ensure responsiveness, an agency must have procedures in place to streamline the process for addressing concerns voiced by customers.

**Public Relations.** Public relations tools, such as media coverage, can also be an effective for reaching out to the community. Obtaining media coverage requires developing good relationships with local media sources. Invite reporters to the agency to meet your employees and customers. Keep them updated about important events to help strengthen this relationship.

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**Effective Marketing Plan,**  
*cont. from page 9*

*Community Outreach.* Become involved in community activities organized by other groups. These activities might be related to the transportation of the elderly and disabled or might benefit the entire community. An agency's public image will improve by showing an commitment to the welfare of the community.

*Advertising.* Advertising, whether via television, radio or newsprint, is a traditional means of encouraging riders to select the services offered by a transit agency. Because advertising is a costly to place, transit agencies should seek professional assistance in developing an effective promotional campaign that will persuade the public to use your services.

*Promotional Activities.* Promotional activities are another way that transit agencies can have direct contact with the public. These include: joint promotions with merchants, special events and free-ride days. Promotional programs can increase the visibility of your transit program for potential riders who might not otherwise be aware of their availability.

*Targeted Marketing.* Targeted marketing focuses on increasing awareness of services among a particular group in the population. For example, a transit program geared toward serving riders age 65 and over could start by identifying those residents in the community. Disabled riders could be sought in the same manner. A transit agency can mail and/or telephone members of these groups to introduce available services.

*Internal Marketing.* Internal marketing is a key, but often overlooked,

marketing strategy. This involves informing employees and volunteers about the agency's work and activities. Agencies often use internal newsletters to share information and to provide employees with the necessary incentives to sell their services to the public.

**Tracking Plan Effectiveness**

There are many marketing strategies, but some are better for your agency than others. Choose the strategies that are most appealing and will best serve your agency's goals for growth. Once a strategy is implemented, periodically assess its effectiveness. This may be done by tracking changes in ridership, logging telephone inquiries and building other measurement mechanisms into the

marketing plan. If the plan has not achieved the desired results, a new strategy may be in order.

Marketing is a vital part of the transit manager's job. The goal of a successful transit-oriented marketing plan should be to fill the seats on the vehicles. If your agency has implemented any innovative ways of marketing itself, be sure to share this information with Pat Weaver at the KUTC at (785) 864-2595.

**Sources**

*Marketing Handbook*, Arizona Department of Transportation.

*Kansas Transit Provider Handbook*, Chapter 12, Kansas University Transportation Center, publication expected July 2000. ▲

# Membership *Has Its Privileges*



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by Dawn Jourdan  
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Individuals are apt to join groups for a number of social, ideological and political reasons. These groups help people with similar interests share their ideas and also work together to solve issues confronting them.

This article will profile a few transit-related organizations. Tapping into these organizations is a great way for providers to stay connected with each other and obtain helpful information from these agencies.

**Kansas Public Transit Association (KPTA)**

KPTA is a state organization with

membership is open to all transit providers in the State of Kansas—and others interested in Kansas transit. Members of KPTA have access to a number of technical resources and workshops on transit-related matters. One of the most significant aspects of KPTA is that the organization actively seeks to inform the state and national legislatures about transit-related issues. Details regarding membership are accessible on KPTA's website at:

[www.kstransit.com/member.htm](http://www.kstransit.com/member.htm)

**Community Transit Association of America (CTAA)**

The CTAA is a national organization. Membership in CTAA entitles

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# Do it Right



Effective first aid training requires more than a band-aid approach.

by Stephanie M. White

First-aid training can save lives and money. Most transit managers would agree that offering first-aid training is critical to their agency's operations. But how do you know what to include in a first aid training program? This article will help you get started.

When designing a first aid training program, ask your own management and safety personnel to determine specific safety issues that are important to the agency. Take a trip around your office and on your vehicles to identify obvious safety hazards.

- Are safety exits well marked?
- Are first aid materials easily accessible for all employees?
- Do your staff know where these materials are?
- Are first aid materials replenished and up-to-date?

Talk to employees and customers about their safety concerns.

- Do they feel safe in your care or while doing their jobs?
- Have staff noticed any office safety hazards that you missed?
- Are they well informed about how to use first aid materials during emergencies?

Use safety resources and professionals to help determine what you should emphasize specific to your agency while incorporating basic first aid. For technical assistance in creat-

ing a safe work environment, transit providers can request that an Occupational Health and Safety Administration (OSHA) inspector assist them in complying with OSHA safety regulations. Contact the American Red Cross or your local hospital's community education program for first aid information and program guidance.

The Internet is full of first aid information. The American Red Cross has an excellent web site, <http://www.redcross.org>, that describes workshops hosted by the Red Cross, information about basic first aid and CPR, how to prevent disease transmission, and guidance for workplace training programs for injury prevention.

The Less Stress web site, <http://www.lessstress.com>, offers an animated simulation of CPR and provides detailed information on several kinds of emergency training, including CPR.

RTAP, in conjunction with the Community Transportation Association of America (CTAA), has information about first aid training. Visit <http://www.ctaa.org/training> for information about risk-prevention and safety courses pertinent to transit providers.

## What Should You Include?

First aid programs should always include standard first aid information like handling minor injuries, choking and sudden illnesses. It is important for transit personnel to

have the knowledge and skills necessary to prevent, recognize and provide basic care for other employees and transit riders until advanced medical personnel can arrive and take over the situation.

Employees should also be prepared to administer more advanced first aid in case help is delayed. This is especially important for rural transit providers who might encounter safety problems far from medical support. Reacting calmly and appropriately in situations when help is delayed will keep other riders and the victim calm. "First Aid—When Help is Delayed" is a major component of the American Red Cross's Workplace Training Program and should be included in your agency's training.

Drivers should learn to recognize and care for breathing problems and cardiac emergencies, especially if many of your customers are elderly. All agency personnel should be trained in basic life saving procedures like CPR and the Heimlich Maneuver.

If cardiac first aid is especially important for your agency, you may be interested in investing in an automated external defibrillator (AED) and training specific personnel how to use the AED. AEDs have proven beneficial in saving victims of sudden cardiac arrest when CPR has failed.

First aid trainers should include a component that emphasizes preventing disease transmission. In

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## First Aid Training

*continued from page 11*

administering first aid, employees are likely to come in contact with blood or other body fluids that could cause infection. It is important for employees to recognize potential infection-causing fluids, how diseases are transmitted and how to dispose of those fluids. The Red Cross offers “Blood Borne Pathogen” courses that count toward agency OSHA compliance.

### Who Will Conduct the Training?

Transit providers can either have a staff member trained in administering first aid training or they can contract with a safety training pro-

fessional outside of the agency.

To determine what is best for you, it is important to decide if you have the staff available to design an in-house program and conduct the training from within. Resources and technical assistance are available to design the program at a relatively low cost. However, if you do not have the staff hours available to get the job done, it would be better to contract outside of the office.

Whether you decide to provide the training yourself or if you contract out, your first step should be to contact the American Red Cross, the county health department, OSHA or your local hospital community education program for basic assistance and information.

## Sources

American Red Cross Workplace Training Program.

<http://www.redcross.org>

Less Stress.

<http://www.lessstress.com>

*Safety and Risk Prevention*, by the Community Transportation Association of America.

<http://www.ctaa.org/training>

*Kansas Transit Provider Handbook*, Chapter 4 on “Section 5310 Program Management,” KUTC and KDOT, publication pending, expected July 2000. ▲

# Buckle Up!

*Two good reasons to have a policy about seat belt use: Seat belts **increase safety** and **decrease liability**.*

.....  
by Dawn Jourdan  
.....

**W**hat’s the first thing you do when you get into your car? Buckle your seatbelt and check to see that your passengers are also safely buckled in? That was the answer for more than 79 percent of those participating in the 1998 *Motor Vehicle Occupant Safety Survey* conducted by the National Highway Traffic Safety Administration. Drivers and passengers of transit vehicles also need these instincts. This article describes seat belt laws affecting automobiles and transit vehicles, and why these laws make sense.

Kansas law requires individuals in the driver’s and front passenger’s seats of automobiles to wear their seatbelts. There are a few exemptions—front seat passengers who are unable to wear seatbelts because of medical conditions and children who are required to be placed in safety restraint systems pursuant to the Child Passenger Safety Act.

Failure of a driver or passenger to wear a seatbelt may lead to a fine of \$20. Citations for failure to wear a seatbelt are only issued in conjunction with other moving or equipment violations.

State law for transit vehicles requires drivers, front seat passengers and children under the age of 14 to

wear safety restraints.

The transit agency has the discretion to decide whether other passengers have to wear seatbelts or wheelchair restraints. However, since vehicle specifications for vehicles purchased under the Kansas Transit Program (using Section 5310, 5311, or state transportation funds) require the *installation* of such restraints or seatbelts on vehicles, agencies should consider initiating policies requiring *their use*. Enforcement of such policies will increase rider safety and decrease liability—and sometimes, insurance costs.

New seatbelt policies, as with any new policy affecting vehicles, may take some getting used to by drivers and passengers. Drivers may have to consistently remind passengers to buckle up. In some cases they will have to assist passengers in fastening the mechanism. While a change in seatbelt policies may take a little time to get used to, it’s always better to be safe than sorry. ▲



# Tips for Surfing the Web

by Dawn Jourdan



The Web is a powerful tool, veritably awash with information. Finding information in this ever-expanding resource may be a bit challenging at first. The purpose of this article is to provide Web users with easy-to-follow tips to locate and download documents from the Web. Log on to your computer and follow along to improve your surfing skills.

## Searching for Tax Forms

Step 1—Open your favorite Web browser. Your computer is likely already set up with a Web browser; you should see an icon on your desktop. I prefer Netscape. You can get there by entering the following address: [www.netscape.com](http://www.netscape.com).

Step 2—Enter words in the search box provided with your browser and click on “Go.” For the purposes of this exercise, type: Internal Revenue Service.

Step 3—The addresses of a number of sites dealing with the

Internal Revenue Service will appear. Click on the one you want. I chose [www.irs.ustreas.gov](http://www.irs.ustreas.gov). If the site you want is not there, you will need to modify the words you used to search. Placing quotation marks around key words might solve this problem.

Step 4—[www.irs.ustreas.gov](http://www.irs.ustreas.gov) is the home page of the IRS. From this page, you will be able to view and or download forms necessary to complete your taxes. Go to the bottom of the IRS’s homepage and click on “Forms & Pubs.”

Step 5—Next, if you know the number of the tax form you need, click on Forms and Instructions. Otherwise, click on “Search For a Form or Publication.”

Step 6—You must select a file format for your desired form. The PDF format allows you to view your form electronically on most computers. Click the circle adjacent to PDF. In order to view a particular tax form in PDF format you must install Adobe Acrobat, if you have not already. This software may be downloaded from the Web at no charge by clicking on freely available.

Step 7—Once Adobe Acrobat has been downloaded, select the form you wish to view and/or download and click on “Review Selected Files.”

Step 8—Be patient. Opening the form may take a minute or two depending on the speed of your computer.

Step 9—You will be able to print the form at this point, as you

would for any other document.

Again, be patient. This may take a little while, depending on the complexity of the form.

Step 10—You will also be able to save the form on your hard drive or on a disk at this point. Make sure you save it as a PDF file. You will need Adobe Acrobat to open up a saved PDF file.

## Searching for CTAA Workshop Information

Similar steps can be followed to find information regarding workshops sponsored by the Community Transportation Association of America (CTAA) at EXPO 2000.

Surfing the Web can yield useful information and forms that would take much longer to obtain in other, more conventional ways.

Step 1—Open your Web browser from your desktop.

Step 2—Type “ctaa” in quotation marks in the search box.

Step 3—The addresses of a number of sites containing the acronym “CTAA” will appear. Click on the site you want. I chose [www.ctaa.org](http://www.ctaa.org)—the address of the CTAA’s home page. From this page, you will be able to view workshops sponsored by the organization at EXPO 2000, among other information.

Step 4—Click on “EXPO 2000

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## Rural Transit Conferences and Workshops

### July 23-26, 2000

Conference on Transportation and Environment for the 21st Century, Pittsburgh, Pennsylvania. Contact Transportation Research Board. (202) 334-2934.

### July 30-August 2, 2000

2000 Annual LTAP Conference, Boise, Idaho. Contact Idaho Technology Transfer Center. (208) 885-4335.

### August 13-16, 2000

4th International Conference on Access Management, Portland, Oregon. Contact Transportation Research Board. (202) 334-2934.

### August 23-25, 2000

National Rural Development Partnership Leadership Conference, Sheridan, Wyoming. Contact Dustin Johnson. Dujohnso@rdmail.rural.usda.gov

### August 26-29, 2000

6th Annual Welfare to Work Conference, Fort Lauderdale, Florida. Contact Melinta Gamble. (703) 359-6200.

### August 27-29, 2000

Kansas Public Transit Association Annual Meeting, Wichita, Kansas. Contact Kansas Public Transit Association. (913) 492-0902 or www.kstransit.com

### September 24-28, 2000

American Public Transportation Association's Annual Meeting, San Francisco, California. Contact Ingrid Tomasek. (202) 898-4040.

### KS RTAP Driver Training

September 13—Topeka  
September 26—Garden City  
September 27—Wichita  
September 28—Emporia  
October 5—Pittsburg  
October 11—Salina  
October 12—Great Bend  
October 13—Hoxie

### KS RTAP Manager's Training

September 13—Topeka  
September 27—Wichita  
October 11—Salina  
October 12—Great Bend

For more information regarding RTAP training sessions, contact Rose Lichtenberg. (785) 864-2694.

### November 12-15, 2000

TRB National Rural/Intercity Conference. Lake Tahoe, Nevada. For more information contact Peter Shaw at (202) 334-2966.

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Editor's Note: To include meetings or workshops in our calendar section, please send information to Kansas Transit Reporter, KUTC, 2011 Learned Hall, Lawrence, KS 66045.

## Membership Has Its Privileges, continued from page 10

transit providers to discounts on transit-related publications and training programs sponsored by CTAA. The organization also keeps members informed of legislation pending

### Transit organizations can be advocates for their constituents at the state and national levels.

before Congress. The CTAA engages in lobbying activities on a national scale. For details regarding membership, call CTAA's toll-free number at (800) 527-8279 or visit their website at: [www.ctaa.org/cgi-bin/join.cgi](http://www.ctaa.org/cgi-bin/join.cgi).

### The Rural Technology Assistance Program (RTAP)

While technically not a membership organization, RTAP can offer a wealth of transit information to anyone who contacts them. RTAP is a federal program administered by the

states. The Kansas RTAP is housed at Kansas University Transportation Center at the University of Kansas in Lawrence. RTAP has numerous functions, one of which is keeping a transportation lending library. All Kansas transit agencies are eligible for the services provided by RTAP. Providers may contact the KUTC for training, technical assistance, to borrow transit-related publications and videotapes. Computer software on a variety of subjects is also for sale through the PC-TRANS program. Contact coordinator Pat Weaver at (785) 864-2595 about RTAP.

RTAP, KPTA and CTAA assist organizations in getting in touch with each other and with legislators and other necessary resources. They help transit providers share their experiences with the goal of improving services for all. ▲

## Surfing, continued from page 11

and Conferences." This will take you to another page where you can search more specifically for a conference you would like to attend—and even register while you're at it.

Information from any of these web pages may be downloaded to a disk or printed in the same way as mentioned above.

Using the internet is a quick way to get the information you need. In the case of tax forms, it will save you from having to go to the library or post office for tax forms. You can all the CTAA for questions regarding the date of workshops offered at EXPO 2000. Other similar resources are available in this way.

Since the Web contains so much information, practice is the key to perfecting your searching techniques and reducing the amount of time to find desired information. ▲

## Resources Order Form

THESE RESOURCES are distributed free of charge, unless noted otherwise, as a service of the Kansas Rural Transportation Assistance Program. Please use the order form on this page to order the publications and videos described here. Videos are available for two-week loans; please request no more than two videos at a time.



- Advocating for Your Transit System** (8 pages), Technical Assistance Brief #16, FTA/RTAP National Program, 1995.
- Innovations in Public Involvement for Transportation Planning** (65 pages), USDOT/FTA/FHWA, 1994.
- Managing Blood-borne Pathogens: Guidelines for Transit Managers** (102 pages), Walther Consultancy, 1997.
- Working with the News Media** (4 pages), Oregon Roads, 1988.



- Emergency Procedures for Rural Transit Drivers.** (32 min.) International Support Services. This video helps transit drivers prepare for sudden emergencies and how to avoid some emergencies.
- Leadership Skills for Today's New Manager.** APWA, 1998. This video features two motivational speakers. Dr. Cal LeMan talks about the "Assertive Servant," a framework for leadership. Dr. Bowen White emphasizes individual responsibility for health.
- Performance Measures/Strategic Planning Using Case Studies in Public Works.** APWA, 1998. Provides valuable information about performance measures and strategic planning. Three-tape set.

Note: APWA tapes are copyrighted. Wait times for borrowing will likely be longer than usual.

### Where to Send Order Form

Fax your completed order form to 785/864-3199 or send it by mail to:  
 Lending Library Request/Transit  
 KUTC  
 2011 Learned Hall  
 Lawrence, Kansas 66045

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Street Address			
City	State	Zip + 4	Date Materials Needed

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Please send us the inside form with corrected address information, or fax your changes to 785/864-3199.

In addition to publishing the *Kansas Trans Reporter*, the Kansas RTAP program offers a variety of other educational services. Following is a partial list of these services:

- Publication dissemination
- Technical assistance
- Computer database searches
- Telephone consultation
- Referral services
- Training development
- Video lending library
- Program planning assistance

Assistance can be obtained by contacting a *Kansas Trans Reporter* staff person at the numbers or address above.

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