



WINTER 2022

# KANSAS TRANSIT REPORTER

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

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# COFFEY COUNTY TRANSPORTATION SHOWS OFF THEIR NEW FACILITY AT DECEMBER 17TH RIBBON CUTTING

By Lisa Koch, Kansas RTAP

Two years of arduous work by Coffey County Transportation Staff, KDOT, planners, designers, and constructors was on display at the December 17th ribbon cutting of Coffey County's new transportation facility in Burlington. The excitement and pride of staff and riders was clear at the event, and the change from the original small office to the new facility was incredible. Coffey County Transportation Director, Kara Reynolds, gave a tour of both the old and new space and expressed how this new facility will make operations and management of the program much easier. "We grew from five employees in a 466 square foot office to sixteen employees in the same space. Staff meetings were either held in the bus barn or at a different location in town as we couldn't all fit in the old facility at the same time. In the new facility, the training room is large enough for everyone to fit comfortably. We cannot wait for our next staff meeting. Thank you KDOT and the Coffey County Commissioners for seeing the need and helping solve the problem," Reynolds said (Reynolds, K, personal communication, December 12, 2021).

The old space, shown in the picture below, was a tight squeeze for dispatchers and operations staff. Previously, management didn't have a private space for discussions with staff or phone calls. Employees didn't have space to take breaks, make food, or store their equipment. "The ability for employees to come into my office and have a private conversation is invaluable. To have a private conversation before consisted of sitting on one of the buses or in my car," shared Reynolds (Reynolds, K, personal communication, December 12, 2021).



Old office space that provided little space and no privacy.  
Photo by Lisa Koch



Ribbon cutting ceremony at Coffey County's new transportation center in Burlington, KS on December 17, 2021. Photo by Lisa Koch

The new space, which includes upgrades to the maintenance garage, a space for dispatching, a manager's office with room for board meetings, a kitchen, bathrooms, storage for drivers, and space for meetings is an incredible difference. Having this space provides Coffey County with ample space for the staff to use and will be helpful in training drivers. Anne Lowder, Kansas RTAP Education and Outreach Coordinator was excited for the new facility: "This will be a great place to house driver's trainings, which is a benefit to Coffey County Transportation and other members of their Coordinated Transit District" (Lowder, A, personal communication, December 17, 2021). Noticing the difference in her

employees since moving to the new space, Reynolds notes, "employee morale has already improved. No more feeling like they are in the way" (Reynolds, K, personal communication, December 12, 2021).



Office space within the new facility. Photo by Lisa Koch

The process of building a new facility began two years ago, when the organization applied for a grant to KDOT for an Access, Innovation, and Collaboration (AIC) grant. The AIC program uses both federal and state funding to aid communities with public transportation investments. Upon award, KDOT offered the help of a consultant project manager to aid with the development of the required materials for the project. Sarah Frost, Assistant Vice President and Planning Team Leader with TranSystems, served as the consultant project manager. Her and her staff worked with Coffey County Transportation on the development of required environmental documents, procurement documents for the architect and constructor and oversight of the selected architect and constructor. The project total

cost was \$600,000, with most of the funding coming from the AIC grant. "Any interested agency should reach out to KDOT early in the process and discuss with them their potential projects. KDOT is there to help guide them through the process and ensure that they have taken the steps to apply for a successful project. Also, local and board leadership support is critical" (Frost, S, personal communication, January 13, 2022).

Frost had a great experience working with Reynolds, the Coffey County Public Transportation Team, and the board and county commission. "Working with Coffey County was amazing! Kara knew exactly what she and her staff needed to provide critical transportation services to their clients. Her board leadership supported her throughout every stage, and we were so fortunate to have an outstanding architecture and construction team" (Frost, S, personal communication, January 13, 2022).

Upon reflecting on the project, Reynolds found that the most challenging part of the process was being patient as the federally required paperwork was processed. The support of the Coffey County Commissioners was essential to the project, which included funding the local match. "All of the Coffey County Transportation staff is very thankful for the support of KDOT and the Coffey County Commissioners in realizing this huge need and helping fund it. I can finally be the support that my employees have deserved for a long time. It was an interesting experience and I'm glad to have gone through it. We hope Coffey County Transportation continues to grow and provide a much-needed service in our communities" (Reynolds, K, personal communication, December 12, 2021).

## Let's Connect KANSAS RTAP SOCIAL



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# POLICY CONSIDERATIONS FOR TRANSIT CAMERAS

By Lisa Koch and Nikhila Gunda, Kansas RTAP

Many transit agencies in Kansas are installing video cameras on their vehicles to document incidents. Additional funding through KDOT's AIC program has made the implementation of cameras more cost effective for small agencies. When implementing cameras on your transit system, there are many policy ramifications that should be considered and often require documented agency policies. In this article, we will describe some of these policy ramifications and shared practices from other agencies.

## POLICY RAMIFICATIONS

### PRIVACY:

A transit agency must consider the privacy of riders when installing and using cameras. In the United States, there is legal precedent of the constitutionality of using a surveillance system on public transit, however it could be challenged. The challenge will be related to a person's reasonable expectation of privacy. The reasonable expectation of privacy is based on where the recording is taking place (a person has a higher legal expectation of privacy in their home than on a city street). The American Bar Association has standards on technology assisted physical surveillance. "A transit agency's use of video surveillance should be proportional to the agency's need for surveillance and embrace certain 'core principles;' for example, a system should be adopted only for 'a clearly articulated law enforcement purpose' to address 'serious threats to public safety...of indefinite duration' and after the agency's consideration of alternatives, including their costs" (Thomas, 2018).

If the transit agency determines that the use of permanent video surveillance is needed, the agency should employ safeguards including included in the ridership policy and risk management strategies to prevent misuse or abuse of surveillance equipment and recorded content.

In addition to considerations for the rider, there are also legal ramifications to the rights of employees. The fourth amendment to the U.S. Constitution provides protection from unreasonable search and seizures by the government. The fourth amendment provides for a reasonable expectation of privacy that is based on the type of job the employee. A supreme court decision found that, "the employee's expectations of privacy must be balanced with the government's need for supervision" (Thomas, 2018).

To reduce legal ramifications related to the rights of employees, include information related to the surveillance program in employee policies. This policy should include the purpose and need for surveillance, the process of surveillance, and the use of footage.

The transit agency should consider whether footage should be used to evaluate employee performance. It is not recommended that footage be a regular input to employee performance evaluation as it can reduce employee morale and trust in management.

## MANAGEMENT OF DATA

An agency that plans to use cameras on their vehicle for consistent surveillance must consider the storage and use of the footage.

Depending on the recording quality of the footage and the number of days footage must be kept, hard drives or servers with multiple terabytes of storage may be needed. With 1 terabyte of storage, for example, nearly 700 days (about 2 years) of low-quality footage (per camera used) can be saved while only about 30 days (about 4 and a half weeks) of high-quality footage can be saved. (Seagate, 2012).

When considering recording quality of footage, there are some considerations:



## PRACTICES FROM OTHER AGENCIES

The case studies in this section will show a range of policies and approaches agencies use to maximize the potential benefits of recording and sharing video within their agency and other authorized external purposes. Some of these examples can guide in developing and revising your agency policies on transit cameras.

1. How many cameras do you plan to have on the vehicle? For smaller transit agencies, this could be between 1–5 cameras per vehicle. The more cameras you have on the vehicle, the less responsibility a single camera has in getting footage. This allows each camera to be positioned to capture video in the foreground instead of having to capture all activity on the vehicle. Five medium quality videos take up the same or less server space than one high quality video.

2. How long do you plan to keep footage? There are two considerations for keeping footage: how long do you keep footage that does not have recorded incidents (most of the footage) and how long do you keep footage that has recorded incidents. The transit agencies should have the following policies in place to manage both situations:

- A time period for requesting or seeking the use of footage related to an alleged incident. Have clear policies that are publicly accessible that state the amount of time after an incident a rider can seek specific footage. This reduces the legal liability of an agency to keep footage for excessive periods of time. 30–45 days is a reasonable period of time to allow for footage requests.
- A time period, longer than the amount of time for seeking footage related to an incident, that all video is kept. This information should be clearly documented in the recording policy. This should be based on the amount of server space available and the purpose and need for the footage. 60–90 days is a reasonable period of time to keep footage.
- A specific location for footage that is being saved past the 60–90 days. This would include footage of where an incident takes place, whether it is reported by the agency or a rider. Maintaining this footage in a separate location on the server reduces the chance that it will be deleted.

Once the agency has policies in place related to retainage, work with the camera contractor to calculate the estimated amount of storage needed to keep footage.

- **Freedom Transit, Washington, PA:** Freedom Transit is the official transportation authority operating mostly in the central portion of Washington County, Pennsylvania. Currently, it provides over 210,000 shared-ride/paratransit trips and over 100,000 fixed route trips annually (*About Freedom Transit*, n.d.). To ensure passenger safety, proper asset management and general security, Freedom Transit, operated by the Washington County Transportation Authority (WCTA), has placed video cameras and audio equipment on their transit vehicles. The agency acknowledges officially on their website that any person entering the vehicle and riding or entering the property of Freedom Transit may be subjected to audio and video recording by the agency equipment and they have no reasonable expectation of privacy. The authority developed a maintenance policy that guides and supports the agency to operate and comply with state and federal regulations. This policy includes posting guidelines, ownership of recordings, viewing and monitoring policy, retention of video/audio recordings and maintenance. A copy of this policy can be found on their agency's website.

- **Metro Transit, Madison, WI:** Madison Metro Transit currently operates a bus service throughout the city of Madison, Wisconsin and most of its immediate suburbs serving general public and university transit and provides additional services for middle and high school students in the city. In 2018, the system-wide fixed route ridership was reported as 13,385,628 (Metro Transit, 2018). To provide a sense of safety and security for the riders and employees of Madison Metro Transit, the agency has adopted a 'Security Camera Surveillance Policy' (updated in August

2020) that includes the objective, purpose, management, and retention of the on-board bus video records.

- **Madison County Transportation Authority (MCTA), NC:** MCTA is a non-profit organization who primarily works with county agencies, medical facilities, and food providers to provide transportation services for the residents of Madison County. For the proper safety and security of passengers and drivers along with the driver management, MCTA has developed a [Video Surveillance/Camera Maintenance Policy](#). This policy addresses requirements and responsibilities that ensures safety and security balanced with an individual's right of privacy on MCTA vehicles and property. It primarily includes the management and use of video/audio data and systems which comprises control, access level, custody, and record retentions.
- **Legal Implications of Video Surveillance on Transit Systems (2018):** It is a digest report that was prepared under Transit Cooperative Research Program (TCRP) Project J-05, "Legal Aspects of Transit and Intermodal Transportation Programs" in which the second part of the report summarizes the survey responses from 72 transit agencies in the US who reported conducting video surveillance in their transit vehicles (Thomas, 2018). It also discusses reasons for installing a video surveillance system, as well as the policies that govern video and audio surveillance. [Appendix E](#) of this report includes the list of all transit agencies who provided a copy of policies, practices, and other documents in response to the survey on their use of video surveillance.

## CONCLUSION

KDOT's AIC program has funded rural agency camera systems. There are many considerations when implementing a footage program including privacy, quality of footage and retainage of data. Use example policies from the agencies identified in the case studies or other peer agencies to evaluate what policies and practices are needed to implement a surveillance program at your agency.

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# TRAVEL TRAINING TIPS FOR YOUR AGENCY

By Nikhila Gunda, Kansa RTAP

Understanding and navigating a transit system with route maps and schedules can be overwhelming for new riders. One of the methods that transit agencies have used successfully to bridge the learning gap for new riders, especially seniors and persons with disabilities, is travel training (*Travel Training*, 2015). The purpose of this article is to provide some essential tips and information that can help Kansas transit agencies in providing travel training to the new riders who want to use their public transportation system.

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Travel training can be defined as a short-term, intensive, and free service that provides self-paced instruction to help new riders to become familiar with local public transportation options. It also helps to promote the independent travel of older adults and people with disabilities. Travel training can give new riders the following skills (*Travel Training*, 2015):

- Understand trip planning software
- Read route maps and schedules
- Locate bus and train stops
- Ride specific routes
- Plan their trip
- Flag down buses
- Calculate and pay fares
- Obtain and use transit passes
- Get on and off the bus properly
- Indicate to the bus driver to stop
- Obtain service updates
- Travel to appointments, work or play
- Use mobility devices safely on vehicles
- Know what to do in an emergency
- Tell if a vehicle is equipped for mobility devices

These skills will benefit new riders immediately by gaining confidence from learning to travel independently. This will improve the overall quality of an individual's life through increased independence, supporting an active lifestyle, community involvement, access to employment opportunities, participation in recreational events and reducing negative impacts on the environment (*Travel Training | Intercity Transit*, n.d.). In addition to that, two studies conducted by Easterseals Project ACTION in 2012 found that travel training services can potentially save hundreds of dollars to transit agencies by applying the cost-benefit model for travel training services (Wolf-Branigin et al., 2014).

## TYPES OF TRAVEL TRAININGS

Travel training can be customized to the agency's resources and the needs of the community and passengers. It can be run by paid employees, volunteers, or both, who are commonly known as travel trainers. Based on the rider's need and requirement, travel training can be offered in multiple ways and

below are some of the common methods currently used.

- **One-on-One Training:** It is comprehensive, one-on-one, instruction to specific destinations and routes for passengers who need individualized attention. This includes, but is not limited to, seniors who no longer drive, anyone who does not own a vehicle, anyone who has special and medical needs, and/or is a first-time bus user. This training is conducted in the public transit environment – on the street, at transit stops, on buses – for more practical experience and learning. Most travel trainers use tools such as photo flip books, trip plans, and worksheets to create a truly customized program. Some trainers use a phase-out method in which trainers shadow passengers and follow up with them at regular intervals to track their progress.
- **Group Travel Training:** Route demonstrations and familiarization for groups of people like schools, senior living communities, public organizations and other community programs. This training is typically conducted in a classroom-setting style that includes a PowerPoint presentation followed by a "rolling classroom" on a bus that facilitates outings to community locations for real world experience and understanding.
- **Travel Training Videos:** If any rider is interested in learning the basics of using transit on their own, agencies can provide a small travel training video that gives the basic information needed to get in and around their transit service areas. It can also be enhanced by using technology that helps agencies to administer, track and report employees and client training data in a consistent and efficient manner (*Travel Training*, 2015).
- **Vehicle Familiarization:** Special training exclusively designed for individuals who use a mobility device, such as wheelchair, and provides practical experience in boarding and alighting any transit vehicles (*Travel Training*, n.d.).

These trainings can be customized to meet every rider's unique needs and can last from one hour to several days or however long it takes a rider to feel safe and confident

using transit service.

## EXAMPLES OF TRAVEL TRAINING IN KANSAS

The following are recent examples from Kansas transit agencies and Mobility Managers that proved to be successful and resourceful in their communities.

- Kansas Mobility Managers are travel trainers for transit agencies in Kansas. Michael Wilson, a Kansas Mobility Manager, currently provides travel training in Kansas Coordinated Transit District (CTD) 4 and Flint Hills Area Transportation Agency (aTa). The box below has two examples of experiences Wilson has had with travel training in Manhattan. If you need any assistance in travel training, please reach out to Wilson at

<https://www.fhata.org/travel-training>.



### EXAMPLE 1:

A 90-year-old woman moved to Manhattan from Topeka to be closer to her daughter. She wanted to go to the senior center to meet others in the community but didn't want to burden to her daughter with multiple times a week. Having little experience with public transportation she reached out to aTa bus for Travel Training, which involved a one-on-one explanation of services available, fare structure, ADA paperwork, scheduling procedures, and ride along. The customer was happy with her independence and still rides aTa Bus.

### EXAMPLE 2:

An 18-year-old first-year college student from Salina recently moved to Manhattan to attend K-State. He uses an electric mobility device and has used parental transportation all his life. His mom reached out to aTa Bus and Travel Training involved one-on-one explanation of services available, ADA paperwork, scheduling procedures, and practice on the lift. Travel Training was scheduled and completed before the semester started. Once he was moved into the dorms aide-along was arranged to allow him to gain additional experience with travel training support. The customer and family are grateful for the assistance and communication is ongoing.

- Michelle Griffin, Kansas Mobility Manager in CTD 7, currently provides travel training for in the region (more information can be found [here](#)). One of the handiest tools for travel training is creating videos which makes the training accessible for a wider audience. In addition to videos, OCCK transportation also provides in-person trainings with Griffin.
- Wichita Transit in CTD 9 provides free personalized travel training to anyone who is interested in learning how to use the fixed route bus system in the Wichita. There are many ways to receive travel training , and requests can be made with the Wichita Transit that can be found on the [website](#).

## CONCLUSION

Travel training gives an opportunity for the riders to become more informed and independent consumers in using the community's transit system along with many personal and societal benefits. These trainings are typically provided by travel trainers who are either agency employees or volunteers. S. For assistance in developing a travel training program that fits your transit agency and community needs, please contact [Kansas Mobility Managers](#) based on your transit agency location. In addition, National RTAP highlights some of the best practices for travel training that can be found [online](#) for more information.

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## ACKNOWLEDGEMENTS

A very special thanks to Mike Wilson and Michelle Griffin for providing their assistance and invaluable input for this article from their experience in the field.

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# THE ART OF BECOMING A SUPERVISOR, PART ONE

By Anne Lowder, Kansas RTAP

I just recently completed the Community Transit Association of America's (CTAA) Certified Community Transportation Supervisor 7.0 (CCTS) course. The training is an overview of what, why, where, and how to being a good supervisor. I will highlight, in a two-part series for the Kansas RTAP newsletter, the pivotal role that supervisors have in your transit agency and what you need to know and do as a new supervisor.

CCTS starts with the concept of what leadership is and the supervisor's role within the agency. Secondly the training moves onto why team building and team styles are important for an effective team. My second article will discuss where communication is used to create

understanding and avoid barriers, and how employee management is used to hire good employees, provide employee performance goals, and provide feedback to employees to reach the goals of the agency. Overall, the CCTS training helps supervisors understand the mission of the transit agency as well as be able to "convey its practices, principles and priorities to the operating staff."

## MOVING INTO A SUPERVISOR'S ROLE IS NOT EASY

Supervision is the concept of getting things done through other people. It occurs in any business that hires people who work together towards the same goal. Transit

# FOR LEADERS WHO MANAGE

## Leaders embrace the paradox of supervision

- Balance and consider both the needs of the people and the organization

## Leaders live balanced lives with life and work

- They care for their own as well as others' mental, physical, and spiritual well-being

## Leaders are students of their chosen profession

- They view the organization through the eyes of their customers and front-line workers

## Leaders are Visionary

- They speak openly and often about better things to come and plan strategically

## Leaders do not give up on people

- They hold up standards for people and fairly evaluate their work and not their character

## Leaders put principles at the center of all activities

- They are honest in all their relationships

## Leaders see themselves as a resource for the success of others

- They share credit, make careful decisions, and take responsibility

(The Community Transportation Association of America (CTAA), n.d.)

Supervisors are there on the front line organizing the day-to-day operations. Often, though, what happens in an agency is that an excellent transit operator is promoted to supervisor and is left to succeed or fail on their own. This is called the Peter Principle developed by Dr. Laurence J. Peter which states, "In a hierarchically structure administration, people tend to be promoted up to their level of incompetence." A transit operator that was a great driver may not be a great supervisor without training. An agency may assume that a person could change roles to a transit supervisor without training or a mentor. Change, though, does not come easy and is different for each person.

## MAKE THE JOB YOUR OWN

It is important, as a new supervisor, to make the job your own. Meet with management and know what is to be expected. Request training. Do not just go through the motions but get involved. For example, know the agency policies and procedures and utilize them to make your team more efficient.

A new supervisor also needs to develop new sources of support. Find a mentor...someone that you can ask how to handle situations because they will have the expertise. Talk to your manager or other supervisors. Voice your opinion and ask questions such as "How would you handle this situation?"

Finally, find new ways to feel satisfied in your job. You were the best transit driver; now you need to set new goals and work to achieve these.

## A TRANSIT SUPERVISOR SERVES AS A BRIDGE BETWEEN MANAGEMENT AND STAFF

A transit supervisor has a vital role in the agency. Good transit supervisors ensure safe, reliable, on-time transit service for the passengers and support the needs of the transit operators. Transit supervisors must know the agency policies and procedures which guide them in decisions on safety, emergencies, problem solving and the development of an excellent work team.

Supervisors make things happen that people would not normally know to do on their own. For instance, a supervisor will train and coach a transit operator in proper wheelchair securement or in handling a difficult passenger.

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Each supervisor, to make a difference in the success of operations, must accept that they are responsible for operations and their employees. Supervisors are expected to be leaders and to perform their duties in a professional manner. For instance, a supervisor who allows an employee who is not performing their duties to slide without reprimand is not being diligent and will not receive respect from other employees.

## CHARACTERISTICS OF AN EFFECTIVE SUPERVISOR

- Works well with others
- Good judge of people
- Not easily frustrated
- Practical, no pretensions
- Adaptable, flexible
- Self-controlled, considerate, fair
- Works well with a team
- Leadership by example
- Listens and responds well
- Effective decision making
- Communicates well
- Personal strength of character and dedication

(The Community Transportation Association of America (CTAA), n.d.)

Finally, in your role as a supervisor you will need to accept decisions made by upper management. If you agree with the upper management decisions, good. If you disagree, investigate. Upper management might be influenced by the budget or the board or have information that you do not have. There might be political influence such as the City Commission wanting (or not wanting) a certain service. It is the job of the supervisor to convey such decisions in a positive manner. Supervisors should not approach their employees with a statement such as: "I cannot believe they made this decision. I am not sure we can make it work; your jobs are going to be a lot harder." Upper management can also reverse a decision that you have made – especially in disciplinary situations. Ask questions and try not to take it personally.

## CONCLUSION

In summary, this first article on the CCTS training has covered the importance of leadership and the essential role supervisors provide for your agency. Also, the article discussed why supervisors are team-builders that enable the team to reach agency goals. Peter Drucker, a management consultant, said; "Management is doing things right; leadership is doing the right things." A supervisor is both a manager and a leader. An effective supervisor is vital in providing strong leadership that advocates for their team to be successful for your agency.

# COMMUNITY THROUGH COMMUNICATIONS: TIPS FOR SOCIAL MEDIA

By Kara Cox, Kansas RTAP

"Communication leads to community, that is, to understanding, intimacy, and mutual valuing." This quote by psychologist, Rollo May, expresses the importance of establishing community through communication. In the past decade we have seen a tremendous rise in communication in the form of social media. While social media appears as an easily accessible and affordable method of mass communication, it can also be intimidating to those trying to build community through communication. From knowing your business to diversifying content, there are many pieces to consider when promoting your agency through social media. In this factsheet we will examine various aspects and resources to keep in mind while setting your agency up for social media success and establishing community through those communications.

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## KNOW YOUR BUSINESS

Knowing your business is the first step towards promoting your agency. Having a clearly defined and focused mission will help build your brand and relevant content. This may seem like an arbitrary point, but without a clear goal for communication in your agency it is easy for content to get lost and become irrelevant. Having a refined mission and purpose for your agency written out makes it easy to keep the mission at the forefront of your mind or something to easily refer to.

## SET YOUR GOALS

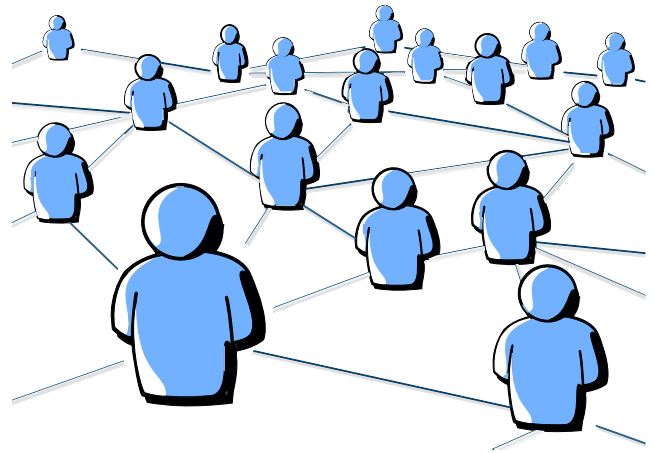
Along with defining your agency's mission, it is a good idea to set a plan for your communication goals. Without a plan, you have no clear goal of what you are trying to achieve. Taking the time to set up a social media plan upfront will save you time and headaches in the long run. Social media hub, Hootsuite, provides a breakdown of how to set and reach your social media goals in this strategy resource: "[How to Set and Reach Social Media Goals \(+10 Goals to Track\)](#)."

## KNOW YOUR AUDIENCE

Once you fully understand the purpose of your agency and your social media goals, it is easier to define your target audience, the people you want to reach via social media. Understanding your audience's demographics provides the knowledge needed for diversifying marketing styles and strategies in social media. Depending on the demographic you are targeting, this can determine what social media platforms are best for your agency as well. Hubspot.com provides seven techniques in this article that will help you capitalize on the knowledge and understanding of your audience: "[7 Proven Ways to Know Your Audience Better](#)."

## DIVERSIFY CONTENT

Diversifying your content will help keep your audience engaged and promote further followers. There are many ways to diversify. Polls offer some great insight into your audience's opinions and in turn provide valuable feedback for your business. Highlighting your agency's accomplishments or



spotlighting an employee is another great source of content. Often audiences like to see the faces behind the agency, so showing employees at work or being recognized makes the audience feel more connected to the agency and those involved. Contests are typically successful in engagement and help to grow your audience through liking, tagging, and sharing. Popular communications tool, MailChimp, offers further insight into the pros and cons of diversifying your content in this article, "[The Top 12 Types of Social Media Content to Create](#)."

## GET ORGANIZED

Social media calendars lend a huge helping hand when it comes to staying organized and planning out your content. These calendars can also save you time and be used as a resource to record high engagement posts to refer to later. Hootsuite provides tips on creating a successful social media calendar in this article, "[How to Create a Social Media Calendar: Tips and Templates](#)."

Scheduling social media content ahead of time can help you stay organized and consistent. There are several tools to help you stay ahead of the game, whether it is going directly through the media platform or using a scheduling assistant such as Hootsuite. There is no right or wrong way, but some can be more productive than others. If you post to multiple platforms, having a centralized location to schedule everything at once is beneficial. The Influence Marketing Hub breaks down some of the



top social media posting and scheduling tools in this article, "[29 Best Social Media Posting and Scheduling Tools for 2022](#)."

## STAY ENGAGED

Throwing content on your social media pages can be easy enough but staying engaged with your audience can be more challenging. As the goal is to promote community through communications, it is important to encourage conversation on social media. If you are encouraging your clients to respond, it is good practice to have timely responses to those clients. Having that connection and conversation between the clients and the agency creates a relationship that can benefit the promotion of the agency.

While we can hope that all conversation on social media is positive, there is always the possibility that a client can issue some negative feedback on the platform. Do not let negativity be intimidating though! Use this as an opportunity to promote your customer service. Quickly reach out to the individual making the complaint and let them know you are disappointed to hear about their

negative experience but would like to hear more and have them send you a private message. Not only does this allow the client to feel that they are being heard, but it also shows other clients that you genuinely care about your agency's reputation and that you are willing to rectify any misgivings. The goal again is to build a community, so anything that can be shown in a positive light will be beneficial to you and your business.

Timely responses to audience members on social media can make or break a business. Sprout Social breaks down the why's and how's of timely responses in this article, "[Why you need to speed up your response time \(and how\)](#)."

## CONCLUSION

Social media is an excellent tool for growing community out of your communications. With a multitude of platforms available, it is easy to target your audience and engage with individuals on levels that were not available prior to the social media era. Given the tools in this article, hopefully you are now ready to set your agency up for success on the social media front!

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# HOW TO ACCESS CERTIFICATES IN THE LEARNING MANAGEMENT SYSTEM

**By Megan Hazelwood, Kansas RTAP**

Kansas RTAP recently launched their new Learning Management System that allows users to create accounts for themselves and others, view past and present enrollments, and register multiple people for multiple classes.

Previously, Kansas RTAP would send certificates to course attendees via e-mail a few weeks after the training. Now, users and their registration managers can access their certificates for courses they've completed in the Learning Management System on their own time.

Below is a fact sheet for how registration managers can access their employees' certificates in the Learning Management System:

**CONTINUED ON NEXT PAGE**

# HOW TO ACCESS EMPLOYEES' CERTIFICATES AS A REGISTRATION MANAGER

## USING THE LEARNING MANAGEMENT SYSTEM

**1** The registration manager will log-in to the site: [events-kuttc.ku.edu/login.asp](https://events-kuttc.ku.edu/login.asp)

**2** Click the “Registration Managers” link in the upper right hand corner of the page (the link will be right next to the “portal” link).

**3** The registration manager will be taken to a page that lists all the users attached to the company they are a part of.

**4** Then, the registration manager will click the “view registrations” link for the user in question.



Last Name	First Name	Middle Initial	Phone	Email	Registrations
Judy					<a href="#">View Registrations</a>
Anita					<a href="#">View Registrations</a>
Deb					<a href="#">View Registrations</a>
Donald					<a href="#">View Registrations</a>
Nancy					<a href="#">View Registrations</a>
Ashley					<a href="#">View Registrations</a>
Diana					<a href="#">View Registrations</a>

**5** This will take the registration manager to a page that lists the courses the user is registered for.

**6** From there the registration manager will see the “attended” link if the user has completed/passed the course.

**7** Click the “Attended” button to access the certificate.



Course Session	Program	Date	Attendance
Defensive Driving and Emergency Procedures		10/6/2021	Attended

Not a registration manager but need to become one? Please contact Megan Hazelwood at [mhazelwood@ku.edu](mailto:mhazelwood@ku.edu).

Below is a fact sheet for how individuals can access their certificates in the Learning Management System:

# HOW TO ACCESS YOUR CERTIFICATE

## USING THE LEARNING MANAGEMENT SYSTEM

- 1 The user will log-in to their account by visiting:  
[events-kuttc.ku.edu/login.asp](https://events-kuttc.ku.edu/login.asp)



- 2 Once logged in, click the "Portal" link in the upper right hand corner of the page.

- 3 The user will be taken to their "Registration Portal." Here they will see all of the courses they have registered for.



- 4 If the user has completed/passed the course, there will be an "Attended" button.

- 5 The user will click the "Attended" button to access their certificate.

Don't have a Learning Management System account? Create a new profile by visiting: [events-kuttc.ku.edu/login.asp](https://events-kuttc.ku.edu/login.asp). If you're still having issues logging in, contact Megan Hazelwood at [mhazelwood@ku.edu](mailto:mhazelwood@ku.edu)

If you're still having difficulties with accessing your certificate in the Learning Management System, please send us an email at [kuttc\\_training@ku.edu](mailto:kuttc_training@ku.edu) for assistance.

# KANSAS RTAP TRAINING, TRANSIT RESOURCES AND CONFERENCES

By Anne Lowder, Kansas RTAP

Below are trainings available from Kansas RTAP and other sources through May of this year, plus some resources we recommend for Kansas transit agencies.

## KANSAS RTAP TRAINING

March 9	Defensive Driving and Passengers Assistances	Pratt
March 10	Defensive Driving and Emergency Procedures	Salina
March 23	Defensive Driving and Emergency Procedures	Phillipsburg
March 24	Defensive Driving and Emergency Procedures	City of Wilson
March 31	Defensive Driving and Passengers Assistances	Lawrence
April 13	Defensive Driving and Emergency Procedures	Oakley
April 14	Defensive Driving and Emergency Procedures	Hutchinson
April 20	Defensive Driving and Emergency Procedures	Pittsburg
April 21	Defensive Driving and Passengers Assistances	Hartford
April 28	Defensive Driving and Passengers Assistances	Leavenworth
May 4	Defensive Driving and Emergency Procedures	Newton
May 5	TBD	
May 18	Defensive Driving and Emergency Procedures	Russell
May 19	Defensive Driving and Emergency Procedures	Great Bend

The National Transit Institute (NTI) will continue to offer all courses virtually until 6/30/2022 Please follow this link to see NTI's scheduled webinars. [Rutgers University Division of Continuing Studies](https://www.projectaction.com/courses-and-schedule/)

## EASTERSEALS PROJECT ACTION CONSULTING

<https://www.projectaction.com/courses-and-schedule/>

- April 1 Determining Conditional Eligibility
- April 1 Introduction to ADA Complementary Paratransit Management
- April 1 Introduction to Travel Training
- April 1 Travel Training Assessments: Determining Student Competency

CONTINUED ON NEXT PAGE



## NATIONAL RTAP eLEARNING

- 2 the Point Training
- Boards that Perform
- Customer Driven Service
- Dispatching and Scheduling Training for Rural Transit Systems
- Emergency Procedures for Rural Transit Drivers
- Essential Skills for Trainers
- Fundamental Financial Management for Rural Transit Agencies
- How to Buy a Vehicle
- Introduction to Preventative Maintenance
- Reasonable Suspicion Training for Supervisors
- Risk Management for Rural Transit Managers
- Roles & Responsibilities of Transit Managers
- Problem Passengers: Managing Difficult Passengers & Situations
- START (Safety Training and Rural Transit) and START Online
- Top Shops: Emergency Management in Vehicle Maintenance Facilities
- Transportation Coordination
- 

Transit resources <https://www.nationalrtap.org>

## COMMUNITY TRANSPORTATION ASSOCIATION OF AMERICA (CTAA)

### CTAA's COVID-19 Resource Portal

- COVID-19 Recovery vendor list for Public Transportation
- Recommended COVID-10 Safety Protocols
- Public Transportation's Response to COVID-19
- CTAA's Best Practices Toolkit

<https://ctaa.org/covid-19-resources/>

### CTAA's Online training center:

CTAA's online classes are designed to take at your own pace, whenever it's convenient for you. Simply select the course you want to take, and you'll be taken to the course page to either take the course — if it's free — or to the pay page and then the course. Courses include:

- Recruiting, Building and Retaining a Sustainable Driver Workforce
- Front Line Supervisor Training
- Excellence in Training: Train-the-Trainer
- Understanding Passengers Who Have Experienced Trauma
- Passenger Assistance, Safety and Sensitivity (PASS)
- Volunteer Driver Safety
- Conflict Management and De-escalation for Transit Drivers and Supervisors

<https://ctaa.org/one-stop-online-offerings/>

### Transportation Research Board (TRB)

February 17, 2022, at 12:00 – 3:00 PM Eastern. TRB Virtual Careers in Motion Networking Fair

<https://www.nationalacademies.org/event/12-08-2021/trb-virtual-careers-in-motion-networking-fair>

### National Center for Applied Technology

Providing small-urban, rural, and tribal transit agencies with practical resources for replicable technological solutions and innovations. The site shares case studies, researches technologies, and provide information on technologies that enable solutions that solve problems and enable goals to be reached. <https://n-catt.org/>

### National Center for Mobility Management (NCMM)

<https://nationalcenterformobilitymanagement.org/>

## CONFERENCES

**March 15, 2022**, TRB: Sustainable and Emerging Transportation Technology (SETT) Conference

For more information visit:

<http://www.trb.org/Data/InformationTechnology/Blurbs/178221.aspx>

**April 4 – 6, 2022**, Kansas Department of Transportation: 27th Annual KDOT Transportation Safety Conference. Topeka, Kansas.

<https://lpe.ku.edu/transportation-safety/>

**May 10 -14**, EXPO 2022, Community Transportation Association of America. Louisville, Ky

<https://ctaa.org/expo-2022-home/>

# DIRECTOR'S MESSAGE

By Lisa Koch, Kansa RTAP



Happy New Year from Kansas RTAP! We hit the ground running this month with another round of manager's trainings and a webinar on [the triennial review process](#). You can find the webinar recording on our YouTube channel and another manager's training is planned for this summer. I hope you are all doing well; I know two years of COVID and the current uptick in cases is hitting your agencies hard. Please let us know if there is anything we can do to lighten your load.

I hope you enjoy our Winter newsletter. We receive a lot of questions related to vehicle cameras, so we have created a factsheet on policy considerations. Our travel training article introduces the topic and considerations for starting your own travel training program. The Kansas Mobility Managers are great resources on travel training ideas, and we appreciate their thoughts as we pulled together this article.

We will be sending out a survey in the month of February related to the use of technology by your agencies, both internally for dispatching and scheduling and externally for traveler information. Please take the time to complete the survey when it hits your inbox!

Have a great winter! Please reach out with technical support requests or ideas for trainings, articles, or other content!

## SHARE!

If you know individuals who would like to receive our newsletter, please have them go to: [www.ksrtap.org](http://www.ksrtap.org) and sign up for the Kansas RTAP email list. There is a box to check to request electronic notification of each new issue of the TransReporter. Back issues are available at our website in the newsletter archives section.



## KANSAS TRANSIT REPORTER

The Kansas Transit Reporter is an educational and technology transfer newsletter published quarterly by the University of Kansas Transportation Center (KUTC). The newsletter is free to rural and specialized transit providers and others with an interest in rural and specialized service.

The Kansas Transit Reporter is co-sponsored by the Federal Transit Administration under its Rural Transportation Assistance Program (rtap) and the Kansas Department of Transportation. The purposes of the RTAP program are to:

1) educate transit operators about the latest technologies in rural and specialized transit; 2) encourage their translation into practical application; and 3) to share information among operators.

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