



I'm a Transit Manager, Now What?

Arizona Transit Association (AzTA)
November 16, 2021
Mesa, AZ

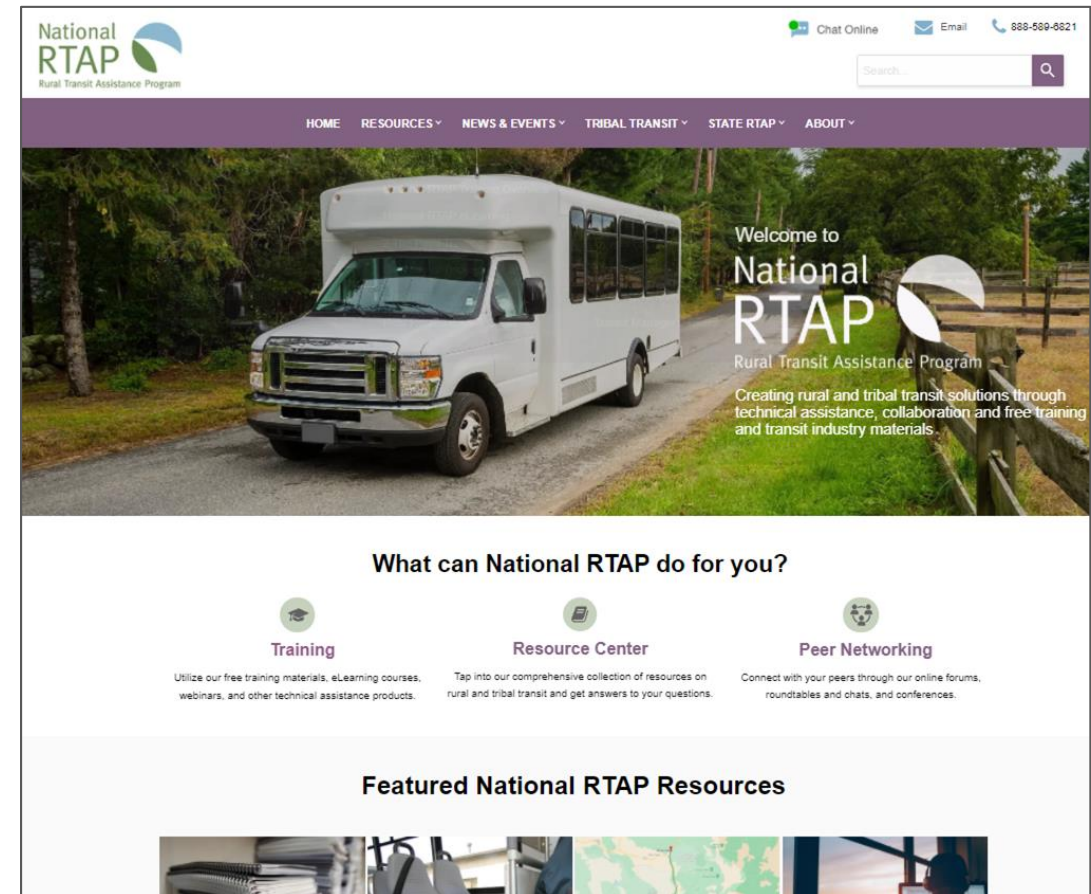


U.S. Department of Transportation
Federal Transit Administration



National Rural Transit Assistance Program

- Technical assistance center funded by FTA through the Section 5311 Program
- Provides free training materials and technical assistance to rural and Tribal transit providers and state RTAP programs
- Review Board – state DOT and rural and Tribal transit agency staff
- National RTAP offices are in MA and DC
- Learn more at nationalrtap.org



TACL: The Transportation Technical Assistance Coordination Library



<http://transportation-tacl.org>

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform to access rural and tribal transportation coordination resources across a diverse range of transportation technical assistance centers and the [Federal Transit Administration \(FTA\)](#).

The FTA-funded technical assistance centers participating in this ongoing work with links to their coordination resources are:

- [National Aging and Disability Transportation Center \(NADTC\)](#)
- [National Center for Applied Transit Technology \(N-CATT\)](#)
- [National Center for Mobility Management \(NCMM\)](#)
- [National Rural Transit Assistance Program \(National RTAP\)](#)
- [Shared-Use Mobility Center \(SUMC\)](#)

eLearning - Tutorials - Toolkits - Peer Support



Training Modules



eLearning Courses



Technology Tools



Webinars



Toolkits



Topic Guides



Technical Briefs



Spotlight Articles

Let's hear from you: [menti.com / 8554 2759](https://menti.com/85542759)

**What Are Your Top
Priorities/Concerns?**



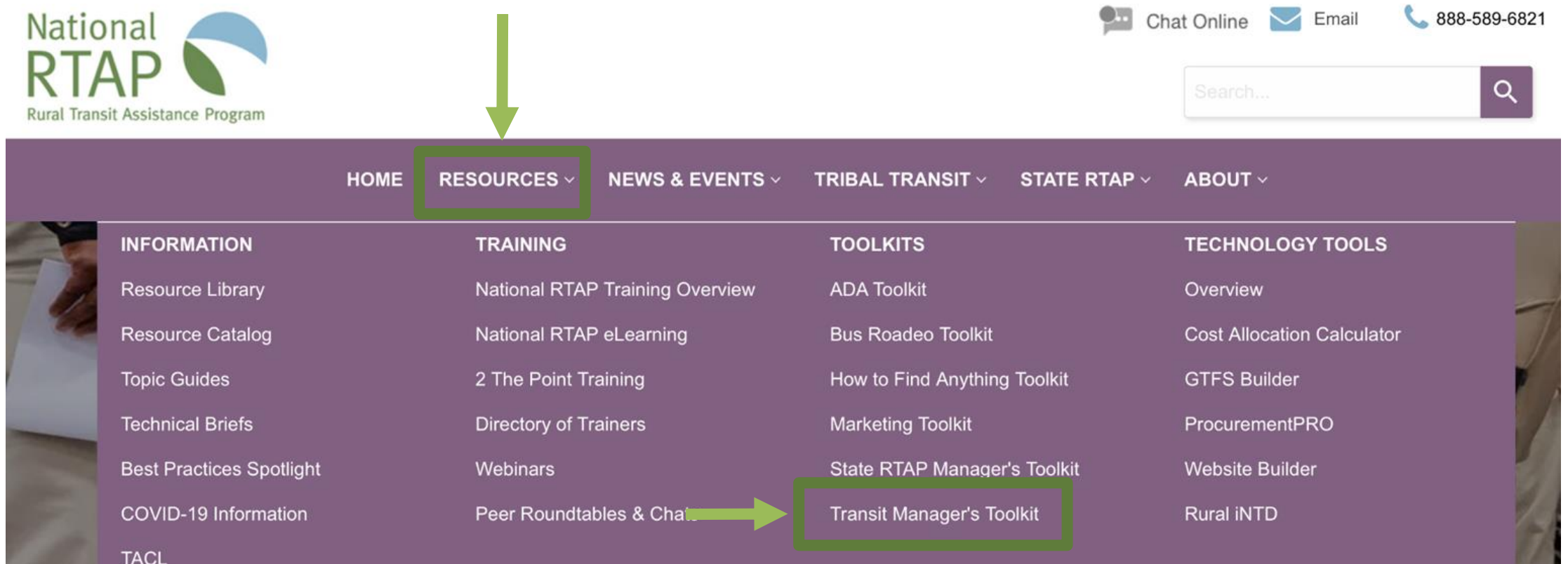
Transit Manager's Toolkit Overview

- Developed for new rural & tribal transit managers.
- Provides information they will need on day one to ensure their rural transit organizations are operating smoothly.
- Assures compliance with the federal regulations associated with receiving FTA Section 5311 funding.
- Updated in 2020.

<https://www.nationalrtap.org/Toolkits/Transit-Managers-Toolkit/Welcome>

Accessing the Toolkit

<http://www.nationalrtap.org>, mouse over Resources and Toolkits
Transit Manager's Toolkit



Leader? Manager? Visionary - Voice

Administration/ Leadership



N. Vaitkevich from Pexels

N. Vaitkevich from Pexels

Budgeting, Operations & Planning



A woman in a light blue shirt is standing and pointing at a whiteboard with a blue marker. The whiteboard displays a line graph with two upward-sloping lines, one labeled 'P' and the other 'C'. The y-axis is labeled 'P' and the x-axis is labeled 'C'. The woman is smiling and looking at the group. Three people are seated at a table in front of her: a woman with curly hair on the left, a man in a pink shirt in the center, and a man in a dark blue jacket on the right. They are all looking at the whiteboard. On the table, there is a laptop, a tablet, and some papers. The background shows a brick wall and some office equipment.

Anna Shvets from Pexels

Anna Shvets from Pexels

Compliance



RULES

Joshua Miranda from Pexels

Joshua Miranda from Pexels

Marketing

MARKETING RESEARCH & ANALYSIS

MARKETING STRATEGY

MARKETING MIX

PRODUCT & SERVICE DEVELOPMENT

PRICING & FINANCIAL ANALYSIS

PROMOTION & ADVERTISING

PLACEMENT & DISTRIBUTION

SALES & PROMOTION

MARKETING SUPPORT

CONSUMERS & USERS

MARKETING RESEARCH & ANALYSIS

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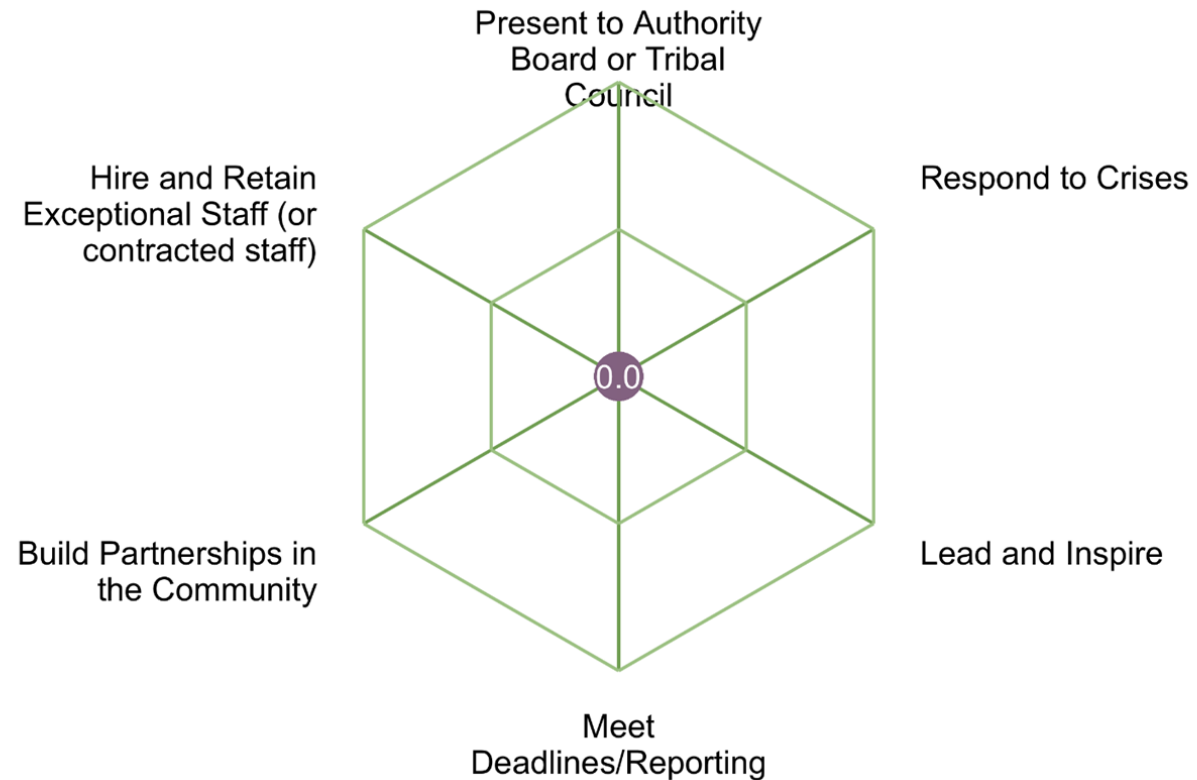
MARKETING SUPPORT

CONSUMERS & USERS

Kaboompics .com from Pexels

Day to Day

As A Transit Manager My Focus Is



Leadership



Ideas for Improving Employee Satisfaction and Morale



1. Create a culture of safety.
2. Always be open and honest in communicating with staff, even if you don't have all the answers.
3. Encourage work-life balance.

Leading During a Crisis

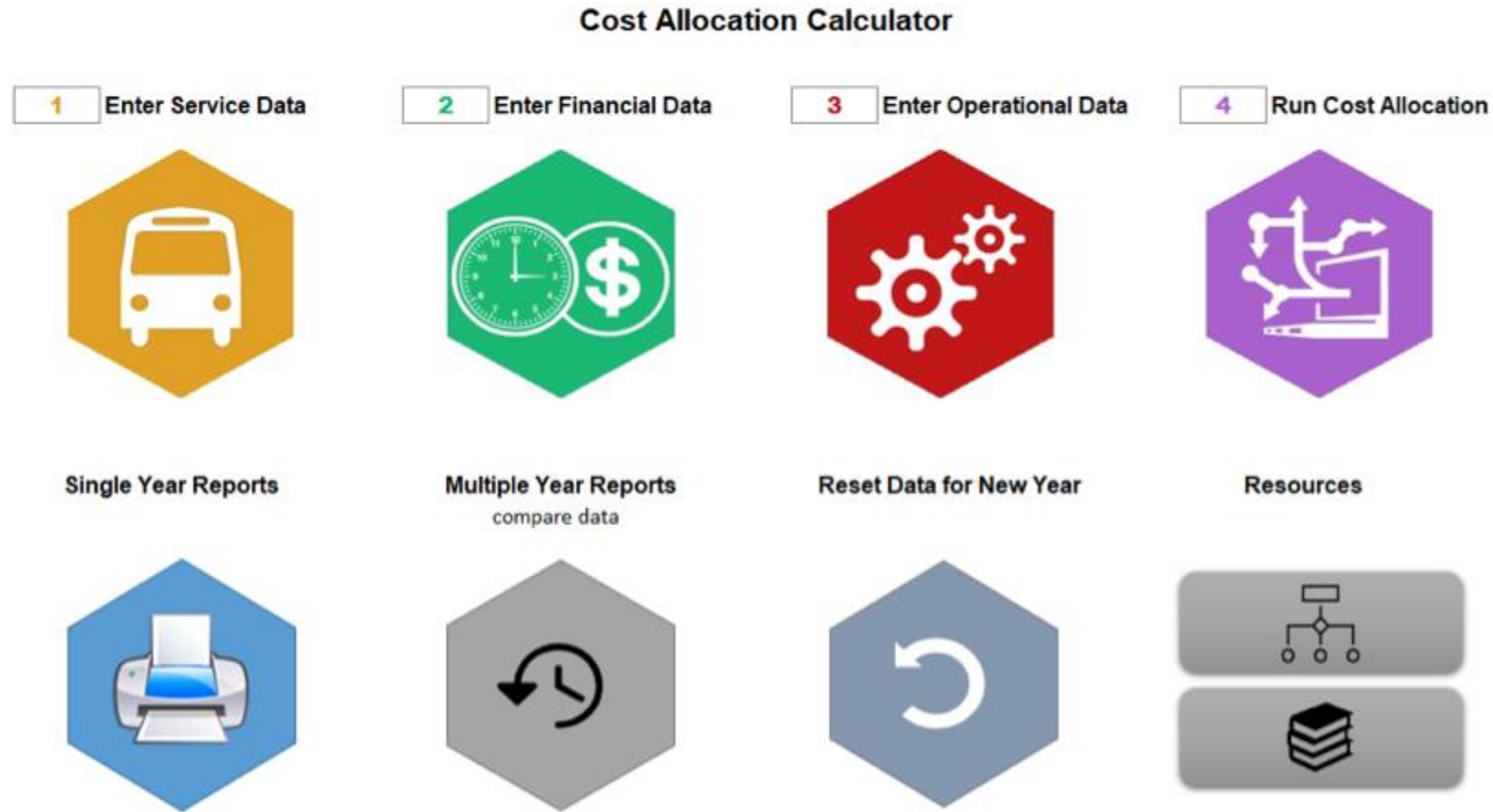


<https://www.pexels.com/photo/grayscale-photo-of-people-standing-near-the-wrecked-vintage-car-78793/>



Photo Credit: Jeremy Bell, Mississippi Band of Choctaw Indians.

Two-Variable Cost Calculator



<https://www.nationalrtap.org/Technology-Tools/Cost-Allocation-Calculator>

Budgeting and Finance 101

Annual or biennial federal awards?

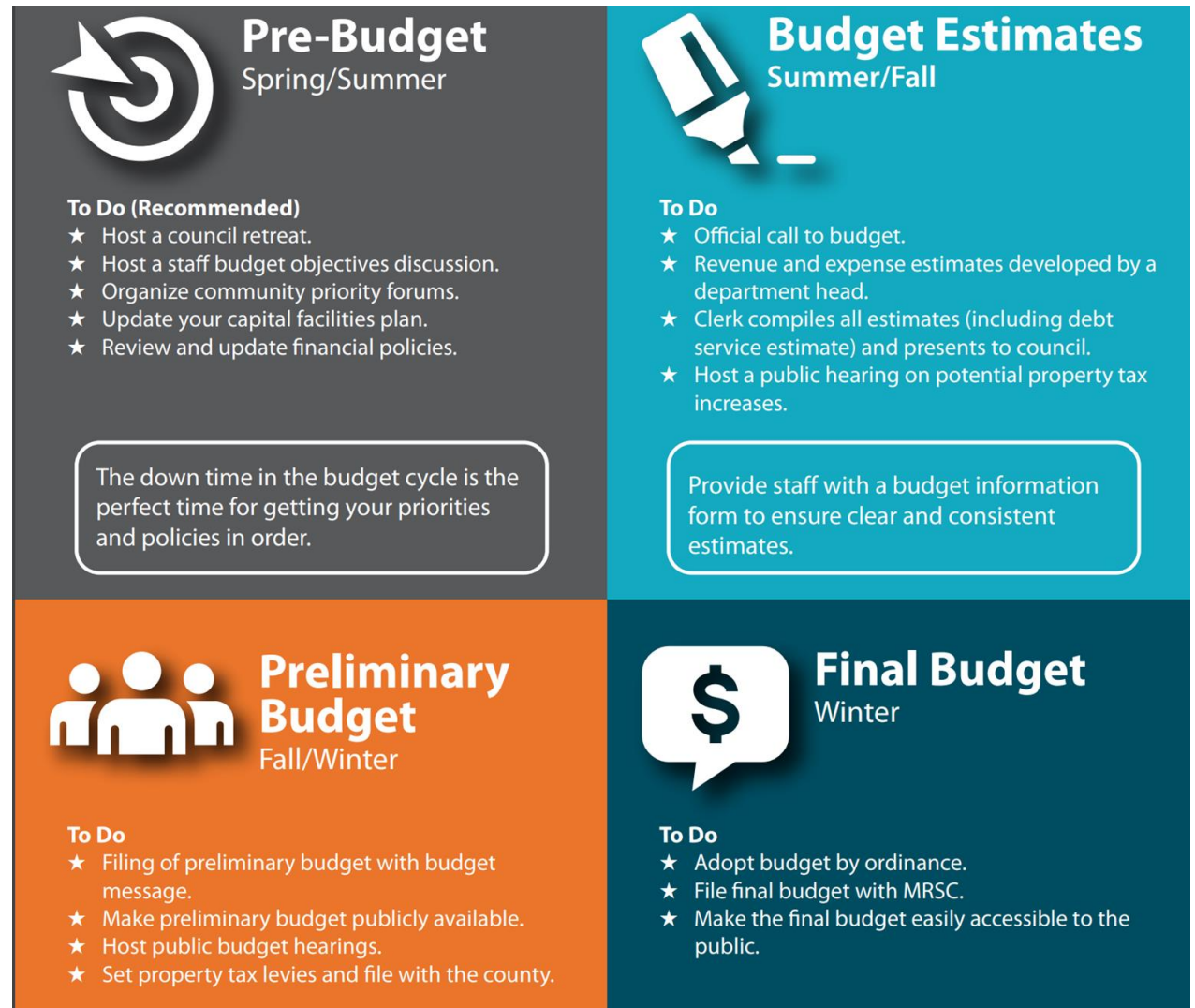
Section 5310: FTA's Enhanced Mobility of Seniors and Individuals with Disabilities

Section 5311: FTA's Formula Grants for Rural Areas

Section 5339: FTA's Bus and Bus Facilities Infrastructure Investment Program

Non-Federal Match

<https://www.nationalrtap.org/Toolkits/Transit-Managers-Toolkit/Administration/Budgeting-and-Finance-101>



Operations: Contracted vs. In-House



<https://www.nationalrtap.org/Toolkits/Transit-Managers-Toolkit/Administration/In-house-vs-Contracted-Management-and-or-Operations>

www.menti.com and use the code **8554 2759**

Why Should I Work for You?



Try New Ideas: Haunted Bus - Cotton Express



Erik Heet, Coolidge Public Transit



Erik Heet, Coolidge Public Transit

Diversity, Inclusiveness, Dignity, and Respect

Transit Managers can Help all Employees to Feel Valued and Respected by:

- Establishing organizational values that reflect the diversity of the workforce and the community
- Adopting, providing training on, and consistently enforcing clear policies that prohibit harassment and discriminatory behavior
- Encouraging career development for all employees
- Encouraging participation in problem-solving as a team
- Being a good listener and taking employee concerns seriously
- Recognizing different cultural and religious holidays
- Leading by example

Handling Conflict and Driver De-escalation Skills

Preventing Driver Assaults:

Conflict Resulting from Pandemic Stress

- Passengers are people with a full range of human emotions.
- Passengers should be greeted with friendliness and confidence.
- It is the driver's role to support and explain policies.
- Stay vigilant when dealing with someone who is upset.
- Staying calm is crucial.
- Non-threatening questions are powerful tools



National RTAP Problem Passengers training, Page 18

- In tense situations, the driver's first statement can influence the passenger's attitude.
- The driver can discreetly contact the dispatcher.
- Don't close the door on a dangerous passenger.

Lessons Learned from the COVID-19 Pandemic

Pandemic Plan

- Communications
- Staff education
- Personal protective equipment (PPE)
- Policies
- Operations



HIRTA Public Transit

Agency Response - Recommended Pandemic Protocols

- Face coverings
- Barriers
- Cleaning
- Fare collection/Fare Free
- Mobility device securement
- Essential trip limitations
- At risk employees
- Passengers

Drugs on the Bus



Develop a Policy and Training:

- A person under the influence of illegal drugs or alcohol may respond with anger or behavior that quickly escalates.
- The driver should treat the individual with dignity and respect but report their observations to supervisors as soon as it is safely possible.
- The driver should recognize that many passengers have various legal medications that can be easily misunderstood as illegal substances.
- Drivers should also be trained to look for suspicious items and activities to ensure that drug distribution isn't occurring on their vehicle.

Compliance

- **Federal Regulations and Circulars**
- **Americans with Disabilities Act (ADA)**
- **Grant Compliance Requirements**
- **Drug and Alcohol Programs**
- **Civil Rights**
- **Procurement 101**
- **Procurement – Beyond 101**
- **Transit Asset Management**

The screenshot displays the Federal Register website interface. At the top, the header includes the Federal Register logo, the text 'FEDERAL REGISTER The Daily Journal of the United States Government', and a seal. A navigation bar contains a 'Notice' link. Below the header, the main content area shows a notice titled 'Title VI Implementation' by the Federal Transit Administration, dated 11/03/2021. A comment period notice states 'This document has a comment period that ends in 27 days. (12/03/2021)' with a 'SUBMIT A FORMAL COMMENT' button. A sidebar on the left lists navigation options: 'PUBLISHED DOCUMENT', 'AGENCY:', 'ACTION:', and 'SUMMARY:'. The 'AGENCY:' section identifies the Federal Transit Administration (FTA), Department of Transportation (DOT). The 'ACTION:' section describes a 'Request for information on Title VI implementation.' The 'SUMMARY:' section is partially visible. A 'DOCUMENT DETAILS' panel on the right provides additional information: 'Printed version: PDF', 'Publication Date: 11/03/2021', 'Agencies: Federal Transit Administration', and 'Dates: Comments should be submitted on or before December 3, 2021'.

FEDERAL REGISTER
The Daily Journal of the United States Government

Notice

Title VI Implementation

A Notice by the [Federal Transit Administration](#) on 11/03/2021

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PUBLISHED DOCUMENT

AGENCY:
Federal Transit Administration (FTA), Department of Transportation (DOT).

ACTION:
Request for information on Title VI implementation.

SUMMARY:

DOCUMENT DETAILS

Printed version:
[PDF](#)

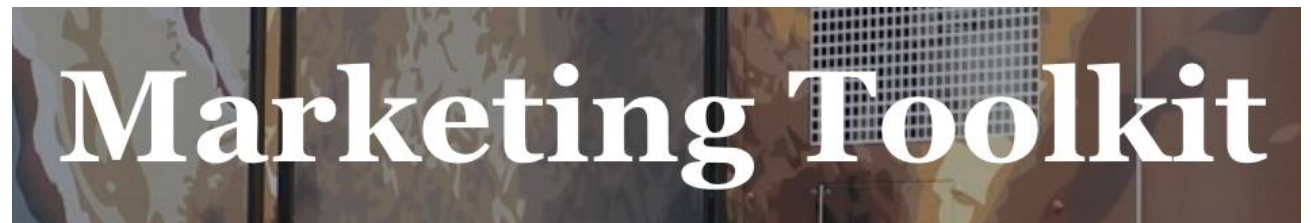
Publication Date:
11/03/2021

Agencies:
[Federal Transit Administration](#)

Dates:
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Marketing and Communicating with the Public

- Keeping the Public Informed about Services
- Public Notice and Engagement as Part of Planning
- Communicating in a Crisis
- Providing Customer Service
- Education and Outreach
- Hosting Public and Stakeholder Meetings



Resources: CARES, Covid, Certifications

- Arizona DOT transit public transportation <https://azdot.gov/planning/transit-programs-and-grants>
- CARES Act <https://www.transit.dot.gov/cares-act>
- FTA Emergency Relief Program <https://www.transit.dot.gov/funding/grant-programs/emergency-relief-program>
- Continuing Appropriations Act, 2021 and Other Extensions Act <https://www.congress.gov/bill/116th-congress/house-bill/8337/text>
- 49 CFR Part 380, Subpart F—Entry-Level Driver Training Requirements on or after February 7, 2020 https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title49/49cfr380_main_02.tpl
- FY2020 Master Agreement for FTA Grants <https://www.transit.dot.gov/funding/grantee-resources/sample-fta-agreements/fta-grant-agreements>
- FTA FY2020 Certifications and Assurances <https://www.transit.dot.gov/funding/grantee-resources/certifications-and-assurances/fiscal-year-2020-annual-list-certifications>
- FTA FY2020 Comprehensive Review Guide <https://www.transit.dot.gov/fy20-comprehensive-review-guide>
- OMB, Guidance for Grants and Agreements, 2 CFR Parts 25, 170, 183, and 200 <https://www.govinfo.gov/content/pkg/FR-2020-08-13/pdf/2020-17468.pdf>
- FTA Frequently Asked Questions Regarding Section 7613 of the National Defense Authorization Act for Fiscal Year 2020 <https://www.transit.dot.gov/funding/procurement/frequently-asked-questions-regarding-section-7613-national-defense>
- FTA COVID-19 FAQs <https://www.transit.dot.gov/frequently-asked-questions-fta-grantees-regarding-coronavirus-disease-2019-covid-19>

Did We Address?

**What Are Your Top
Priorities/Concerns?**



Q&A



Thank You

National Rural Transit Assistance Program

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U.S. Department of Transportation
Federal Transit Administration