



Fall Edition

eNEWSLETTER



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NEED TRAINING?

Call our office to schedule training for your agency at 1.573.341.6155

National RTAP is a program of the Federal Transit Administration dedicated to creating rural transit solutions through technical assistance, partner collaboration and FREE training.



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LETTER FROM THE MANAGER

DEAR TRANSIT FRIENDS,

It was a pleasure seeing everyone at the 2018 MPTA Annual Conference, September 19-21 in Columbia. We always look forward to providing an update on Missouri RTAP during the Missouri Rural Network Session. We certainly appreciate the MoDOT staff sharing that time with us. I want to thank Doreen Harkins and John Rice for participating. There were not many changes to report this year. As Doreen mentioned during the update, please remember that we can provide other training to your agency in addition to the classes that John routinely instructs. An example are courses available through NTI or the conflict resolution class taught by John Fields, Safety Manager with OATS. I hope many of you had the opportunity to hear John present the course, Dealing with Difficult Passengers (Conflict Resolution) during a breakout session at the conference. I cannot thank John enough for filling in on very short notice. MPTA was gracious in providing Missouri RTAP with visibility throughout the conference. I also had the opportunity to moderate a panel discussion on transit agencies' use of technology. The speakers provided excellent insight on utilizing technology regardless of an agency's size. Please see page 7 for photos taken by Doreen while at the conference.



Heath Pickerill, Missouri RTAP Manager

I just returned from the National Conference on Rural Public and Intercity Transportation held in beautiful Breckenridge, Colorado on September 29 through October 3. While it took me a couple days to acclimate to the high altitude (9,500 feet), it was a wonderful conference, full of informative keynote speakers and helpful breakout sessions. This conference happens every two years in October. The National RTAP Conference will be held next fall in Portland, Oregon. It has a similar format, so I encourage everyone to consider it as well. Travel to conferences such as these are eligible for scholarship reimbursement. Please let Doreen or me know if you have any questions about upcoming trainings or conferences you or your employees would like to attend.

We always enjoy hearing from you, so we can relay what is happening in the rural transit agencies throughout the state. Perhaps your agency has recently held a staff appreciation event or celebrated a retirement. Maybe you have a special story that has occurred recently. Let us help you share it with the entire transit community in an upcoming edition of the MO-RTAP eNewsletter.

I hope everyone has an enjoyable and productive fall!

See you soon,

A handwritten signature in black ink that reads "Heath Pickerill". The signature is written in a cursive, flowing style.

Heath Pickerill
Missouri RTAP Manager





Slow Down: Back to School Means Sharing the Road

SCHOOL DAYS BRING CONGESTION: School buses are picking up their passengers, kids on bikes are hurrying to get to school before the bell rings, harried parents are trying to drop their kids off before work. It's never more important for drivers to slow down and pay attention than when kids are present – especially before and after school.

IF YOU'RE DROPPING OFF

Schools often have very specific drop-off procedures for the school year. Make sure you know them for the safety of all kids. The following apply to all school zones:

- Don't double park; it blocks visibility for other children and vehicles
- Don't load or unload children across the street from the school
- Carpool to reduce the number of vehicles at the school

SHARING THE ROAD WITH YOUNG PEDESTRIANS

According to research by the National Safety Council, most of the children who lose their lives in bus-related incidents are 4 to 7 years old, and they're

walking. They are hit by the bus, or by a motorist illegally passing a stopped bus. A few precautions go a long way toward keeping children safe:

- Don't block the crosswalk when stopped at a red light or waiting to make a turn, forcing pedestrians to go around you; this could put them in the path of moving traffic
- In a school zone when flashers are blinking, stop and yield to pedestrians crossing the crosswalk or intersection
- Always stop for a school patrol officer or crossing guard holding up a stop sign
- Take extra care to look out for children in school zones, near playgrounds and parks, and in all residential areas
- Don't honk or rev your engine to scare a pedestrian, even if you have the right of way
- Never pass a vehicle stopped for pedestrians
- Always use extreme caution to avoid striking pedestrians wherever they may be, no matter who has the right of way

SHARING THE ROAD WITH SCHOOL BUSES

If you're driving behind a bus, allow a greater following distance than if you were driving behind a car. It will give you more time to stop once the



yellow lights start flashing. It is illegal in all 50 states to pass a school bus that is stopped to load or unload children.

- Never pass a bus from behind – or from either direction if you're on an undivided road – if it is stopped to load or unload children
- If the yellow or red lights are flashing and the stop arm is extended, traffic must stop
- The area 10 feet around a school bus is the most dangerous for children; stop far enough back to allow them space to safely enter and exit the bus
- Be alert; children often are unpredictable, and they tend to ignore hazards and take risks

SHARING THE ROAD WITH BICYCLISTS

On most roads, bicyclists have the same rights and responsibilities as vehicles, but bikes can be hard to see. Children riding bikes create special problems for drivers because usually they are not able to properly determine traffic conditions. The most common cause of collision is a driver turning left in front of a bicyclist.

- When passing a bicyclist, proceed in the same direction slowly, and leave 3 feet between your car and the cyclist
- When turning left and a bicyclist is approaching in

- the opposite direction, wait for the rider to pass
- If you're turning right and a bicyclist is approaching from behind on the right, let the rider go through the intersection first, and always use your turn signals
- Watch for bike riders turning in front of you without looking or signaling; children especially have a tendency to do this
- Be extra vigilant in school zones and residential neighborhoods
- Watch for bikes coming from driveways or behind parked cars
- Check side mirrors before opening your door

By exercising a little extra care and caution, drivers and pedestrians can co-exist safely in school zones.



Drive your bike as you would any vehicle.

Resource: <https://www.nsc.org/home-safety/seasonal-safety/back-to-school/drivers>

RURAL MULTIMODAL PLANNING: *Why and How to Improve Travel Options in Small Towns and Rural Communities*



To be efficient and fair a transportation system must be diverse in order to serve diverse demands. For example, it needs active transport (walking and bicycling) for local trips, exercise and enjoyment; public transportation to provide affordable mobility for non-drivers, and automobile travel when it really is the best mode for a particular trip, considering all impacts.

This principle is often overlooked. Conventional planning and funding practices tend to favor automobile travel over other modes, creating automobile-dependent communities where it is difficult to get around without a car. To respond to unmet transportation needs many jurisdictions are now applying more multimodal planning, which recognizes the important roles that walking, bicycling, public transit, and variants such as shared mobility services play in an efficient and equitable community. Multimodal planning is widely applied in cities, and is now starting to be used in small towns and rural communities. It can provide many direct and indirect benefits to users (the people who use non-automobile modes), motorists and communities. Current demographic and economic trends are

increasing the importance of multimodal planning in rural communities.

Victoria Transport Policy Institute's Rural Multimodal Planning: Why and How to Improve Travel Options in Small Towns and Rural Communities explores why and how to implement more multimodal planning in rural areas and small towns. Strategies and case studies are introduced that can help rural communities improve and connect walking, cycling, public transport, including innovative facilities and services and Smart Growth development policies. National RTAP is listed as a resource in this report.

For more information on this report visit: <http://nationalrtap.org/Resource-Library/Advanced-Search/fid=916>





MISSOURI PUBLIC TRANSIT ASSOCIATION 2018 STATE CONFERENCE & EXPO



SOME OF THE MISSOURI BOOTHEEL AREA RURAL TRANSIT PROVIDERS NETWORKING DURING THE CONFERENCE - Laranda Stanley, City of Bloomfield Transportation System, Marilyn Schlosser, Scott County Transit, and Laura Oldham, Ripley County Transit

OATS DIRECTORS ENJOYING MPTA CONFERENCE LUNCHEON

- Debbie Pilkington, Finance Director; Jill Stedem, Admin. Services Director; Jeff Robinson, SW Regional Director; Jack Heusted, Mid-Mo Regional Director; Sara Davis, West Regional Director; and Beth Langley, NW Regional Director.



SEPTEMBER 20TH PARLIAMENT 2 SESSION - MISSOURI RURAL NETWORK WITH MoDOT

- Michelle Teel, MoDOT Multimodal Operations Director, gives transit updates during the session.

OATS NORTHWEST

De-Stresses After a Week of Training



The MO RTAP Office does our best to provide current information pertaining to rural transit in our quarterly eNewsletters about events going on around the state, national news that is important for our transit agencies, and on a lighter side, anything that is happening at our rural transit agencies. Whether it's newly hired employees, a milestone anniversary, someone retiring, information that would assist our rural transit agencies, and even what takes place at a training with John Rice or an agency's in-house training.

In this eNewsletter, we'd like to let you in on a little fun after a week of driver's meetings during the second week of July at the OATS Northwest Region Office in St. Joseph. In celebration of Donna Golden's 40th year of employment and her retirement all in the same day, the OATS NW Director, Beth Langley, made a photo booth of cardboard, cut a hole

in it, got some goofy props like funny hats, patriotic flashing glasses, ties, leis, baseballs, bats, and golf clubs, and took pictures of her drivers. If any of you know Beth, you can vouch for me that she is all about having fun and making people laugh. Beth told me she adores her drivers enormously as they are the heart and soul of her region and without them she is nothing. They are what makes OATS what it is today. It was a great stress reliever after a week of training and got everyone laughing and enjoying their favorite "sports" event.

Here some pictures of Beth's drivers unwinding, letting their creativity and personality shine, honoring Donna for all her years of service to OATS Northwest, and wishing her a wonderful retirement. All of us at MO RTAP say a "BIG THANK YOU, DONNA", and many warm wishes in your retirement! It is well deserved after all of your contributions to OATS!



We would love to feature your agency in our Winter 2018 edition eNewsletter! If your agency has anything they would like to share with our eNewsletter recipients, please make sure to contact Doreen Harkins at harkinsd@mst.edu







SOCIAL MEDIA BEST PRACTICES

It seems like everyone under the sun uses social media these days, and transit agencies are no exception. Platforms like Facebook and Twitter make it easy for anyone, even without computer programming or graphic design experience, to establish their online presence and start sharing updates, photos and more. Social media is a great tool for transit agencies to add to their marketing efforts – a free (and fun!) way to communicate with riders, staff and the broader community.

This Social Media Best Practices Article will cover best practices and lessons learned from six rural transit agencies in different parts of the country.

Many thanks to the following six agencies for participating in this article:

- Greenway Public Transportation
- HIRTA Public Transit
- Intercity Transit
- Northern Arizona Intergovernmental Public Transportation Authority
- OATS Transit
- Standing Rock Public Transit

OATS Transit discussed their versions of social media from their Facebook and Twitter sites which have been launched since 2010 to the social media policy and procedures they currently follow. Though they don't have the current demographics to launch into other social media outlets such as Instagram and Snapchat, they are hopeful the future could change that outcome.

To read the full article: <http://nationalrtap.org/News/Best-Practices-Spotlight/Current-Social-Media>



Pumpkin Fun...

HOW DO YOU MEND A BROKEN JACK-O-LANTERN?
With a pumpkin patch!

WHY DO JACK-O-LANTERNS HAVE STUPID SMILES ON THEIR FACES?
You'd have a stupid smile, too, if you just had all your brains scooped out!

Ripley County Transit, Inc. Win's First Place



Ripley County Transit, Inc. is a non-for-profit Equal Opportunity employer. They belong to a network of 31 public and non-profit transportation providers associated with the Missouri Department of Transportation (MoDot), to serve the needs of individuals and communities in their area and the state. Rural public transportation is for everyone; keeping the entire community on the move!

Ripley County Transit transports all ages to their appointments, shopping, running errands, going to work, social events, library, hair appointments, etc.

September 1, 2018, Ripley County Transit entered a float in the Ripley County Homecoming parade. The parade's theme was "everyday heroes". Transit

driver, Paul Oldham, is standing next to a hero sign that well describes the transit driver as being an ordinary person facing extraordinary circumstances and acting with courage, honor and self-sacrifice. Transit drivers are true heroes to so many.

Laura Oldham, Executive Director, accepts the first place award on behalf of her drivers who take great pride in all they do on a daily basis to provide exceptional customer assistance to their riders.



AVAILABLE TRAINING PROGRAMS

The following is a list of the training programs and course length of each that are currently available to rural transit providers through Missouri RTAP. Requests for training can be made by contacting Doreen Harkins, MO-RTAP Program Specialist, at harkinsd@mst.edu or 573-341-6155.

1. AGGRESSIVE DRIVING — 1 hour.
2. BACKING SAFETY — 1 hour.
3. BASIC FIRST AID — 1 hour.
4. BLOOD BORNE PATHOGENS — 1 hour.
5. CPR & BASIC FIRST AID — 4 hours.
6. DEFENSIVE DRIVING — 3 hours.
7. DISTRACTED DRIVING — 1 hour.
8. DIVERSITY & AWARENESS TRAINING - *PROVIDING QUALITY CUSTOMER SERVICE FOR TRANSPORTATION PASSENGERS WHO HAVE DISABILITIES* — 2 hours.
9. DRIVEN TO EXTREMES — 1 hour.
10. DRUG ABUSE AWARENESS IN RURAL TRANSIT — 1 hour.
11. EMERGENCY & EVACUATION PROCEDURES — 1 1/2 to 2 hours.
12. ENTRY LEVEL CDL DRIVER TRAINING — 2 hours.
13. FATIGUE AWARENESS FOR DRIVERS — 2 hours.
14. HIPAA — 1 hour.
15. OPERATION LIFESAVER - HIGHWAY-RAIL CROSSING SAFETY — 1 hour.
16. PASSENGER ASSISTANCE/MOBILITY AID SECUREMENT — 2 hours.
17. REASONABLE SUSPICION TRAINING FOR SUPERVISORS — 2 hours.
18. SAFE & SECURE PROPER INFANT AND CHILD SEAT INSTALLATION — 2 hours.
19. SENSITIVITY AWARENESS — 1 hour.
20. SLIPS, TRIPS AND FALLS — 1 hour.
21. WHEELCHAIR SECUREMENT — 2 to 3 hours depending on number of participants.
22. WINTER DRIVING SAFETY — 1 hour.



For more information on classes and to register please visit: mltrc.mst.edu/mortap/home/mortaptraining/

RESOURCES

National RTAP – Rural Transit Assistance Program
www.nationalrtap.org/

**Transportation Safety Institute –
Transit Safety & Security Training Division**
www.tsi.dot.gov/Transit.aspx

**Federal Transit Administration –
Rural Transit Assistance Program Page**
[www.fta.dot.gov/funding/grants/
grants_financing_3554.html](http://www.fta.dot.gov/funding/grants/grants_financing_3554.html)

Missouri Public Transit
www.mopublictransit.org/

National Transit Institute
www.ntionline.com/

**Kansas RTAP – Kansas University
Transportation Center**
[www.kutc.ku.edu/cgiwrap/kutc/rtap/
index.php/index.html](http://www.kutc.ku.edu/cgiwrap/kutc/rtap/index.php/index.html)

**Transportation Research Board's (TRB) Transit
Cooperative Research Program (TCRP)**
www.tcrponline.org/

