



# In Transit

March 2006

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## URSTA Calendar of Events 2006

**April 20 and 21 URSTA Spring Conference**

Where: St. George, Utah - Holiday Inn  
When: April 20 and 21

**September 2006 URSTA Fall Conference and ROADEO**

The 2006 ROADEO will be held in Salt Lake City in late September. Don't miss this opportunity for great training and a chance to compete with other drivers from all over the state. Most of the winners last year came from our small agencies. Mark your calendars and come join the fun!

## URSTA to Redesign Website

The Utah Urban Rural and Specialized Transportation Association (URSTA) is going to begin the process of re-designing the association's website later this month. In addition to an updated look, the website will undergo many important changes that will provide significant value to URSTA members, URSTA officials and visitors to the site. The new website will offer available training opportunities and updated information on upcoming URSTA conferences.

One of the main additions to the re-designed site will be a member's area. Here, URSTA members can enter their user-name and password to access a section of the website containing message boards, industry articles and other helpful resources. Visitors and members will be able to receive e-mail notifications on training, conferences and other valuable opportunities to gain knowledge about issues impacting transportation providers in Utah.

"I am really excited about the work we are doing with the website," said URSTA President Ryan Marshall. "Once this project is completed, the website is going to be a valuable resource for everyone interested in transit related topics."

The project is possible due to a grant received from the American Public Transportation Association (APTA), funding from RTAP through the Utah Department of Transportation (UDOT) and URSTA, and time dedicated by Utah Transit Authority (UTA) staff. The project is going to begin in late February and will be completed in March. [www.ursta.org](http://www.ursta.org)

By Kyle Bennett UTA

## URSTA 2005 ROADEO WINNERS

### 15 Passenger Van

- 1st Place, Monika Chandler, Uintah County AAA
- 2nd Place, Carma Hooper, Kane County COA
- 3rd Place, Bill Calder, Uintah County AAA

### Cut Away (paratransit)

- 1st Place, Jake Ure, New Discoveries
- 2nd Place, Steve Lee, Suntran
- 3rd Place, Darel Croft, Sevier County Senior Citizens

### Big Bus

- 1st Place, Steve Gitten, Laidlaw
- 2nd Place, David Goff, Laidlaw
- 3rd Place, Lance Hunter, Utah State University Aggie Shuttle

Congratulations to all of the winners.

The individuals that won first place will represent URSTA at the CTAA ROADEO in Florida. Good Luck!!



# URSTA Spring Conference April 20th and 21st Agenda

## Day 1

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Thursday, April 20th

Thursday, April 20 -Conference Begins at noon.

10:30 a.m.	Driver registration for Pass Training
11:00 to 12:00 p.m.	Conference Attendee Registration Pass Training begins
12:00 to 1:15 p.m.	Introductions & Class on 5310 Funding
1:15 to 1:30	Break
1:30 to 2:45	Continue Class on 5310 Funding
2:45 to 3:00	Break
3:00 to 4:30	Finish 5310 Questions & Answers
4:30 to 5:30	Visit Vendor Booths

## Day 2

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Friday, April 21st Continues at 8:00 am

7:00 a.m.	Pass Training Continued
8:00 to 9:30 a.m.	Class on Marketing on a Shoestring Budget
9:30 to 9:45	Break
9:45 to 10:45	Continue Marketing on a Shoestring Budget
10:45 to 11:00	Break
11:00 to 12:30 p.m.	Wrap up training
12:30 to 2:00	Membership Luncheon courtesy of URSTA; Kae Draper and Helen Shaw Awards and Membership Business Meeting

# URSTA SPRING Conference 2006

## April 20 and 21 • St George, Utah

URSTA's annual Spring Conference will be in beautiful St George, Utah at the Holiday Inn. (850 South Bluff ST.) URSTA has 45 rooms set aside. To make your room reservation, call the Holiday Inn at 1-800-457-9800. Be sure to indicate that you are with the URSTA Conference. The hotel rooms are \$82.00 a night. The deadline to register for rooms is April 1. RTAP funds will pay for one night stay. The Conference is a great opportunity to get training at little or no cost to your organization. It also gives you an opportunity to connect with other agencies in the state.

The annual URSTA membership meeting and award ceremony will be held during lunch (provided by URSTA) on Friday April 21st.

This year's conference will offer professional training sessions on two different topics. URSTA will also be offering a two-day PASS Certification class for drivers.

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Thursday, April 20

**UDOT will provide professional training on:**

5310 Funding

### **Information**

FTA Section 5310

Section 5310 funds are specific to Specialized Transportation for the purchase of Paratransit vehicles and related equipment for the transportation of elderly persons and people with disabilities in coordinated statewide and regional community transportation systems.

### **Step-by-step instructions**

How to fill out the application for 5310 Funding.

Who should be involved in the preparation of the 5310 applications?

What information you will need from the planning process to the completed application.

This training session will benefit Private and Public non-profit agencies and associations that plan on applying for FTA Section 5310 Funding of future capital projects.

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Friday, April 21

**URSTA will offer professional training by Lyn Hellgaard.**

Marketing on a Shoe String Budget

Most transportation providers, large or small, don't have the resources to work with an advertising agency to promote their service or help with their fund raising efforts. They must find ways to market their services or advertise their fund-raiser on a limited (or non-existent) budget. You'll learn some of the "inside" tricks that marketers know. This module will help you create professional looking marketing pieces on a shoestring budget.

Information courtesy of SURTC

URSTA Newsletter  
is paid for by RTAP Funding

# Eleventh Annual Kae Draper Outstanding Transit System Award For an Outstanding Transit System

## Nomination Form

Deadline: March 7, 2006

Name of system being nominated: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_

Name of the person making the nomination: \_\_\_\_\_

Nominator's Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_

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# Ninth Annual Helen Shaw Friends of Transit Award For an Outstanding Individual in the Transportation Field

## Nomination Form

Deadline: March 7, 2006

Name of system being nominated: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_

Name of the person making the nomination: \_\_\_\_\_

Nominator's Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number (\_\_\_\_\_) \_\_\_\_\_

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Please use a separate sheet of paper and provide a brief summary explaining why you are nominating the individual or system. Include challenges or problems that have been overcome, impact on the community and what makes the nominee outstanding. Enclose additional materials and mail nominations by March 7, 2006 to: URTA PO Box 99 Riverton, Utah 84065

# Registration Form for Spring Conference and Pass training April 20 and 21

Holiday Inn St George, Utah  
For room reservations call Holiday Inn at 1-800-457-9800  
Address: 850 South Bluff St. St George Utah

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Name of Conference Attendee (s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Conference Fees and Pass training:

\_\_\_\_\_ Members: \$130.00      \_\_\_\_\_ Non-members and vendors: \$180.00

\_\_\_\_\_ Yes, I will attend Lunch on Friday which includes the Business Meeting  
and awards ceremony.

\_\_\_\_\_ I will be attending Pass Training.

Please complete this form and send along with your payment to:  
URSTA, P.O. Box 99 Riverton, Utah 84065

If you need to renew your membership or wish to join URSTA, e-mail Jennifer Owen at  
niffon@earthlink.net for a membership application or print off an application at [www.ursta.org](http://www.ursta.org).

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## Scholarships

Ursta has scholarship money available for rural transportation providers to attend the Spring Conference and pass training. Scholarships under RTAP (Rural Training Assistance Program) are available to rural transportation providers and organizations eligible for 5310 funding. These funds are available to attend any transportation conference and/or training. If you are interested in obtaining information on a scholarship please call Georgette (435) 896-6807 or Jennifer (801) 446-9254.

# URSTA Member Kane County Council on Aging In The Spotlight

Kane County has two senior centers, one in Orderville and one in Kanab. Both are open three days a week for seven hours each day. The senior center provides shopping trips, medical visits, sight seeing trips and transportation to the senior center for lunch.

Driver and senior center staff have attended drivers trainings and CPR Training.

Orderville Senior Center has three vehicles and Kanab also has three vehicles. Both senior centers have one ADA accessible bus at each site.

Courtesy of UDOT 2005 Transit Guide



**Contact:** Fayann Christensen  
56 W 450 N  
Kanab, Utah 84741

**Telephone:** 435-644-5250  
**Fax:** 435-644-2340  
**Email:** [ksccord@xpressweb.com](mailto:ksccord@xpressweb.com)  
**County:** Kane

## Profile

**Service Area:** Kane County  
**Hrs of Operation:** Kanab: T,W,TH 8am-1pm  
Orderville: M,W,F 8am-1pm

**Vehicles in Fleet:** 3  
**5310 Vehicles:** 1  
**Approx. Annual Program Miles:** 5,000



# UTAH • URBAN • RURAL • SPECIALIZED TRANSPORTATION • ASSOCIATION

## URSTA Membership Listing - March 2006

### Board Officers

**Ryan Marshall, President**  
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**Eric Nessel, Treasurer**  
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### Board Members

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Tel: (435) 438-5315

**Blue Goose Interagency**  
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**Brigham City Senior Center**  
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Tel: (435) 637-3671

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**Wasatch Front Regional Council**  
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**Washington County Mini Bus**  
Attn: Vince McFadden  
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Tel: (435) 634-5743  
E-mail: vjmcfadd@washco.state.ut.us

UTAH • URBAN • RURAL • SPECIALIZED



TRANSPORTATION • ASSOCIATION

URSTA is a statewide association, which began in 1988.  
Our goal is to build a strong network of fixed route  
and specialized transportation services.

### OUR PURPOSE IS:

- To promote safe, efficient, effective and economical transportation for clients in human services agencies and organizations;
- To promote risk management programs including driver training, vehicle inspection, vehicle maintenance and selection;
- To arrange regional workshops on topics of interest;
- To provide information exchange by way of our newsletter;
- To assist in the coordination of available transit services;
- To increase public awareness of special transportation services and problems;
- To host an annual "roadeo" bringing drivers statewide together to test their skills on a challenging obstacle course and send the winner to CTAA's national roadeo.

P.O. Box 99 Riverton, Utah 84065

TRANSPORTATION • ASSOCIATION



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