m DEPARTMENT OF
TRANSPORTATION
RURAL TRANSIT ASSISTANCE PROGRAM

ANNUAL REPORT
SEPTEMBER 1, 2023–AUGUST 31, 2024

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Year in Review

This year, RTAP focused on providing key training in a variety of formats, from an 8-month intensive leadership training program to 1.5-hour webinars on key topics.

Highlights from this year included:

- 63 agency staff participated in peer roundtables, sharing policies, ideas, and resources to increase collaboration around transit's toughest challenges.
- The second program of the Leadership Training Program (LTP) had 39 graduates across three levels: executive, manager, and supervisor/lead driver. The program was rated highly by participants and increased participants' core leadership skills and peer-to-peer connections.
- RTAP doubled the number of in-person events organized and tripled the number of webinars hosted over last year.
- The weekly newsletter click rate of 8% was four times the industry average of 2%, and the open rate kept pace with the industry average of 40% at 34%.
- Diversity, Equity, and Inclusion training was a key priority this year, including 4 interactive sessions with transit agency staff led by Equity Elephant Consulting, LLC.

We look forward to another year of training and professional development for Greater Minnesota transit agencies!

Online Training Summary

200

Courses Completed

21

Agencies Trained

Online training provides essential safety training for new and experienced drivers and staff.

Course	Total Registered	Total Completed*	Percent Complete	Trainer
Passenger Assistance Safety and Sensitivity (PASS) — Online Component	50	34	69%	Mornard & Associates
Driver Refresher	27	26	96%	Mornard & Associates
Defensive Driving	67	43	65%	Minnesota Safety Council
Low Visibility & Driving	21	12	60%	Minnesota Safety Council
Safe Winter Driving	27	17	65%	Minnesota Safety Council
Backing Safely	26	14	56%	Minnesota Safety Council
Recognizing & Reporting Abuse (formerly known as Maltreatment Awareness)	50	34	69%	Mornard & Associates
Bloodborne Pathogens	18	19	111%	Mornard & Associates
Recruiting, Building and Retaining a Sustainable Driver Workforce	4	0	0%	CTAA
Volunteer Driver Safety	1	0	0%	CTAA
Excellence in Training Train the Trainer	2	0	0%	CTAA
Understanding Passengers Who Have Experienced Trauma	2	1	50%	CTAA
	TOTAL 295	**TOTAL** 200	**WEIGHTED AVERAGE** 69%	

*This report measures people who both registered for and completed courses within this timeframe.
The number of staff who completed Bloodborne Pathogens is higher than the number who registered
because 2 people likely registered for the course prior to the start date of this report.

Webinar Engagement

7   63%   40

Events   Average Attendance Rate   Agencies Participating

This year RTAP worked to provide ongoing training related to Diversity, Equity, and Inclusion, as well as webinars related to changes in NEMT and practical ADA accessible documents training.

Title	Date	Speaker(s)	Registered or Invited	Attended	Percent Attended	YouTube Views
Diversity Equity & Inclusion Training: Honoring History & Holidays	8/21/24	Seema Pothini, Equity Elephant Consulting	15	13	87%	Not recorded
Diversity Equity & Inclusion Training: Honoring History & Holidays	8/20/24	Seema Pothini, Equity Elephant Consulting	35	27	77%	Not recorded
ELDT Working Group Meeting	8/16/24	n/a	27	11	41%	Not recorded
ADA Accessible Documents	8/15/24	Kristi McLaughlin and Jane Mahoney, Easterseals	48	42	88%	1
Follow-Up Session: Speak Up! Creating and Sustaining More Inclusive Environments	6/4/24	Seema Pothini, Equity Elephant Consulting	88	18	20%	Not recorded
ELDT Working Group Meeting	2/23/24	n/a	24	11	46%	Not recorded
Learn about the NEW Guide from Center for Medicare Medicaid (CMS) and Non-Emergency Medical Transportation (NEMT)	1/9/24	Robbie Sarles, RLS & Associates	100	63	63%	15
			TOTAL 337	**TOTAL** 185	**AVERAGE** 60%	

Peer Roundtable Engagement
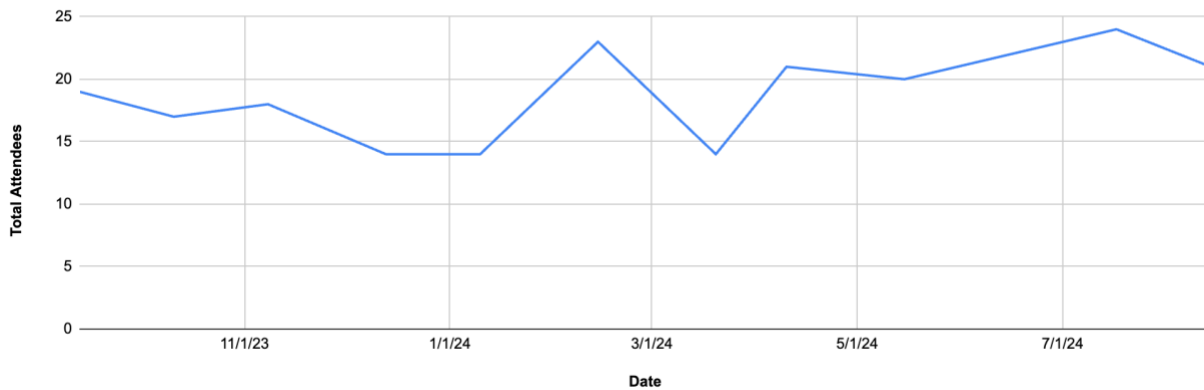
11
Roundtables

19
Average Number of Attendees

63
Transit Agency Staff Participated

Attendance at Peer Roundtables (September '23–August '24)

Title	Date	Attended	Attendees from Transit Agencies	YouTube Views
Fleet Maintenance: inspection process, tracking, and electronic inspection options	8/14/24	21	15	0
Incident/Accident Response	7/17/24	24	18	0
How does your agency do routes?	5/15/24	20	18	0
Driver Shortage	4/10/24	21	18	0
Handbooks, Manuals, and Policies: for dispatchers, drivers, codes of conduct, etc.	3/20/24	14	11	2
Funding: types and creative funding opportunities	2/14/24	23	21	3
Communicating to TACs/Boards	1/10/24	14	10	0
Emotional Intelligence and Effective Communication	12/13/23	14	12	4

Title	Date	Attended	Attendees from Transit Agencies	YouTube Views
Diversity & Sensitivity in the Transit Workplace	11/8/23	18	14	0
Public Participation and Outreach	10/11/23	17	14	0
What to do when you're asked to do work beyond what's expected of you as a public transit professional?	9/13/23	19	14	1
		AVERAGE 19	AVERAGE 15	

In-Person Training

21

15

39

Average Number of Attendees

Events

Agencies Participating

Course	Date	Venue	Trainer	Number Registered	Number Attended
FTA Drug & Alcohol Regulations, Issues, and Updates Training Session (Mankato)	10/17/23	MnDOT South Central District Headquarters (Mankato)	FTA (Mike Reddington) Coordinated by Annette Marier, OTAT	32	30
FTA Drug & Alcohol Regulations, Issues, and Updates Training Session (Baxter)	10/19/23	MnDOT Central District Headquarters (Baxter)	FTA (Mike Reddington) Coordinated by Annette Marier, OTAT	22	15
Executive Level Leadership Training Program (LTP	1/22/24–1/23/24	Metro Bus Mobility Training Center (St. Cloud)	DRI Consulting	18	14
Manager Level Leadership Training Program (LTP	1/24/24–1/25/24	Metro Bus Mobility Training Center (St. Cloud)	DRI Consulting	17	11
Driver Refresher	1/27/24	Brown County Heartland and Hermann Express (New Ulm)	Joanne Brackey	13	13
Executive Level Leadership Training Program (LTP	3/25/24–3/26/24	MnDOT South Central District Headquarters (Mankato)	DRI Consulting	18	12
Supervisor/Lead Driver Level Leadership Training Program (LTP	3/27/24	MnDOT South Central District Headquarters (Mankato)	DRI Consulting	20	18
Manager Level Leadership Training Program (LTP	3/28/24–3/29/24	MnDOT South Central District Headquarters (Mankato)	DRI Consulting	17	10
Executive Level Leadership Training Program (LTP	4/29/24–4/30/24	The Hormel Institute (Austin)	DRI Consulting	18	12
Course	Date	Venue	Trainer	Number Registered	Number Attended

Supervisor/Lead Driver Level Leadership Training Program (LTP	5/1/24	The Hormel Institute (Austin)	DRI Consulting	20	18
Manager Level Leadership Training Program (LTP	5/2/24–5/3/24	The Hormel Institute (Austin)	DRI Consulting	17	11
Spring Workshop	5/8/24–5/9/24	Sauk Rapids Government Center	n/a	98	92
Driver Refresher	6/19/24	Three Rivers Community Action	Joanne Brackey	40	40
Manager Level Leadership Training Program (LTP	7/22/24–7/23/24	Rolling Hills Transit (Kasson)	DRI Consulting	17	9
Executive Level Leadership Training Program (LTP	7/24/24–7/25/24	Rolling Hills Transit (Kasson)	DRI Consulting	18	12
				AVERAGE 26	**AVERAGE** 21

Engagement by Agency

58 Agencies Engaged

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
5311s					
Arrowhead Transit	X		X	X	X
Becker County Transit					
Brown County Heartland and Hermann Express	X	X	X	X	
Cedar Valley Services/SMART	X	X		X	X
Central Community Transit	X	X	X	X	
City of Brainerd	X	X			
City of Fosston				X	
City of Hibbing	X				
City of Morris	X	X	X	X	
City of Winona	X			X	X

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Faribault-Martin County Transit Board/Prairie Lakes Transit	X	X	X	X	
Hubbard County Heartland Express		X		X	
Kanabec County/Timber Trails Public Transit	X			X	
Minnesota River Valley Transit				X	
Paul Bunyan Transit	X	X	X	X	
Prairie Five RIDES	X	X		X	
Productive Alternatives/Transit Alternatives	X	X		X	X
Rainbow Rider Transit		X		X	
Rolling Hills Transit/Semcac	X	X	X	X	X
Southwestern Minnesota Opportunity Council, Inc. / Prairieland Transit	X		X		
Three Rivers Community Action / Hiawathaland Transit	X	X	X	X	X
Trailblazer Transit		X		X	
Tri-CAP	X	X	X	X	X

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Tri-Valley Heartland Express	X	X		X	
TRUE Transit/Vine Faith in Action	X	X		X	
United Community Action Program (UCAP)	X	X	X	X	X
Wadena County Friendly Rider Transit	X	X	X	X	
Watonwan County/Take Me There Transit	X	X		X	

Intercity Bus (5311(F))

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Jefferson Lines	X			X	
Greyhound					

Tribal Transit

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Fond du Lac Band of Lake Superior Chippewa / Fond du Lac Transit				X	
Leech Lake Band of Ojibwe / Leech Lake Transportation Division					
Red Lake Nation / Red Lake Nation Transit				X	
White Earth Nation / White Earth Public Transit		X	X	X	

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Bois Forte Band of Chippewa / Big Woods Transit		X	X		
5307s					
Duluth Transit Authority	X	X		X	
East Grand Forks Transit				X	
La Crescent Apple Express / Municipal Transit (MTU) La Crosse*					
Mankato Transit	X		X	X	
Moorhead Area Transit	X	X		X	
Rochester Public Transit				X	
St. Cloud Metro Bus	X	X		X	
RTCCs					
Arrowhead Regional Development Commission	X	X			X
East Central Regional Development Commission	X				
Headwaters Regional Development Commission	X			X	X

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Mid-Minnesota Development Commission	X	X		X	X
Northwest Regional Development Commission	X	X			X
Region Five Development Commission	X	X			
Southwest (United Community Action Program)	X				

TCAPs

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Anoka County	X			X	
Dakota County	X			X	
Hennepin County	X				
Ramsey County (Newtrax)	X	X			
Scott and Carver County Smartlink	X	X	X	X	X
Washington County	X				

5310s

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Ability Building Center-Rochester					
Adult Services, Inc.					

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Bigfork Valley (Northern Itasca Hospital)			X		
Cassia					
Cedar Valley Services					
DARTS			X		
East Polk County DAC					
East Side Neighborhood Services					
Employment Enterprises, Inc.			X		
Epic Enterprise, Inc.					
Falls Diverse Abilities Corporation					
Functional Industries, Inc.			X		
Hubbard County DAC		X			
Lifeworks Services, Inc.					
Midwest Special Services, Inc.					
Newtrax, Inc.	X	X			
Norman County Developmental Activities Center					
Options, Inc.					

Agency	Webinars	Peer Roundtables	Online Training	In-Person Training	Scholarships
Polk County DAC					
ProAct, Inc.					
Rise, Inc.		X			
Rock County Opportunities, Inc.					
STEP, Inc.					
Swift County Developmental Achievement Center					
Stevens County Developmental Achievement Center					
TSE, Inc.		X	X		
Vista Prairie at Garnette Gardens					
WACOSA					
Wadena County DAC, Inc.	X				
Walker Adult Day Services					
Winona County Developmental Achievement Center, Inc.					
Winona ORC Industries, Inc.					

Certification Assistance

Minnesota RTAP provides online certification assistance through CTAA. This assistance includes supervisor, safety officer, and trainer certifications at no cost to transit agencies. This year certifications were lower than the past year, but RTAP continues to provide referrals and scholarships for those who need this training.

Passenger Assistance Safety and Sensitivity (PASS) Train the Trainer
- DJ LaValla, Fond du Lac Transit

Email Newsletters

34% 8%   373

Open Rate   **Click Rate**   **Mailing List Size at Year End**

Monthly Email Newsletter and Special Announcements

Name	# of Recipients	Open Rate	Click Rate
DEI: Honoring History & Holidays Webinar Reminder	373.00	30.4%	5.4%
ADA Accessible Documents Webinar Reminder	374.00	30.2%	7.3%
July 2024 newsletter	372.00	30.9%	6.0%
Rural Transit Day 2024	375.00	30.5%	4.9%
June 2024 newsletter	375.00	32.5%	9.5%
Speak Up Follow-Up Session Reminder	364.00	35.0%	2.8%
May 2024 newsletter	378.00	34.1%	9.1%
April 2024 newsletter	365.00	36.3%	10.9%
Spring Workshop Panelist Outreach	77.00	29.9%	0.0%
NTI Transit Academy - Minneapolis Announcement	344.00	38.2%	6.2%
March 2024 newsletter	349.00	40.2%	6.7%
January 2024 Newsletter	348.00	36.2%	6.1%
LTP Last Chance and Spring Workshop Committee Announcements	350.00	27.1%	1.7%
New Webinar Added: Learn about the new guide from CMS and NEMT	359.00	31.7%	4.3%
November/December 2023 Newsletter	356.00	33.8%	4.0%
October 2023 Newsletter	362.00	42.1%	19.1%
September 2023 Newsletter	365.00	36.6%	7.3%
AVERAGE	**346.24**	**33.9%**	**6.5%**

Weekly Webinar Digest

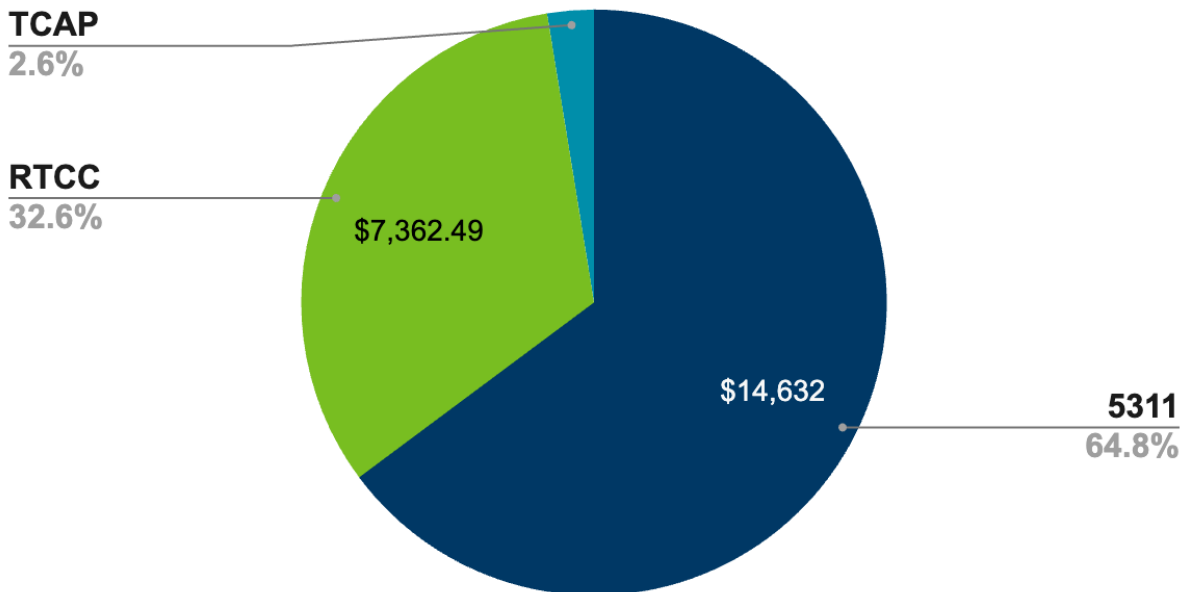| Date	# of Recipients	Open Rate	Click Rate	Date	# of Recipients	Open Rate	Click Rate
8/26/24–8/30/24	183	29.5%	6.6%	2/26/24–3/1/24	180	31.1%	2.8%
8/19/24–8/23/24	185	32.1%	6.0%	2/19/24–2/23/24	180	31.7%	6.1%
8/12/24–8/16/24	185	27.2%	5.4%	2/12/24–2/16/24	180	40.0%	5.0%
8/5/24–8/9/24	182	31.5%	4.4%	2/6/24–2/12/24	180	30.0%	3.9%
7/29/24–8/2/24	182	32.6%	7.2%	1/29/24–2/2/24	181	30.0%	5.6%
7/24/24–7/26/24	182	33.7%	6.6%	1/21/24–1/26/24	181	29.8%	3.3%
7/15/24–7/19/24	182	29.3%	5.0%	1/15/24–1/19/24	180	32.2%	3.3%
7/8/24–7/12/24	182	37.8%	3.9%	1/8/24–1/12/24	180	28.3%	1.7
7/1/24–7/5/24	182	31.9%	5.5%	1/2/24–1/5/24	180	30.6%	0.6%
6/24/24–6/28/24	182	31.3%	6.6%	12/18/23–12/22/23	184	28.3%	1.1%
6/17/24–6/21/24	181	32.0%	8.3%	12/11/23–12/15/23	184	39.7%	6.5%
6/10/24–6/14/24	180	30.6%	5.6%	12/4/23–12/8/23	184	30.4%	4.9%
6/3/24–6/7/24	180	41.7%	3.3%	11/27/23–12/1/23	185	28.8%	6.5%
5/27/24–5/31/24	177	31.6%	2.3%	11/20/23–11/24/23	186	31.4%	7.0%
5/13/24–5/17/24	177	55.1%	3.4%	11/13/23–11/17/23	186	27.6%	3.8%
5/6/24–5/10/24	177	59.9%	2.8%	11/6/23–11/10/23	186	40.3%	1.6%
4/29/24–5/3/24	178	53.4%	5.7%	10/30/23–11/3/23	186	25.8%	4.8%
4/29/24–5/3/24 (Corrected)	178	47.7%	3.4%	10/23/23–10/27/23	186	42.5%	18.3%
4/22/24–4/26/24	180	44.7%	1.7%	10/16/23–10/20/23	186	33.9%	2.7%
4/15/24–4/19/24	179	39.7%	2.8%	10/9/23–10/13/23	187	32.1%	3.2%
4/8/24–4/12/24	178	30.9%	3.4%	10/2/23–10/6/23	187	33.2%	4.3%
4/1/24–4/5/24	179	32.0%	1.7%	9/25/23–9/29/23	187	34.8%	4.8%
3/25/24–3/29/24	180	34.1%	1.7%	9/18/23–9/22/23	187	38.5%	12.8%
3/18/24–3/22/24	180	26.1%	1.7%	9/11/23–9/15/23	187	29.4%	7.0%
3/11/24–3/15/24	180	33.5%	1.7%	9/4/23–9/8/23	188	36.4%	6.4%
3/4/24–3/8/24	180	31.1%	1.7%	**AVERAGE**	**182**	**34.5%**	**7.9%**

Scholarship Report

$22k+ $3.4k+   13

In Scholarships Reimbursed   **In Fall Conference Scholarships**   **Agencies Receiving Funds**

RTAP funds scholarships for FTA-funded 5310 and 5311 agencies, Regional Transportation Coordinating Councils (RTCCs), Transit Coordination Assistance Project (TCAP) agencies, and Tribal Transit providers. Agencies receiving FTA Section 5311 funds are encouraged to use operating dollars whenever possible prior to requesting scholarship funding. This report includes scholarships that were approved and reimbursed.

Scholarships by Agency Type (By Share of Dollars, Not Number of Scholarships

TCAP 2.6%

RTCC 32.6%

$7,362.49

$14,632

5311 64.8%

Name	Agency	Scholarship for	Agency Type	Amount Requested	Amount Reimbursed
Cassie Ferriss	Winona Transit	2024 CTAA Conference	5311	$2,499.97	$2,500
Terry Smith	Mid-Minnesota Development Commission	2024 CTAA Conference	RTCC	$2,450.20	$2,271.28
Lynnell Simonson-Popowski	Northwest Regional Development Commission	2024 CTAA Conference	RTCC	$2,497	$2,026.71
Kirk Kuchera	SMART	2024 CTAA Conference	5311	$2,500	$2,500.00
Beverly Sidlo-Tolliver	Arrowhead Regional Development Commission	2024 CTAA Conference	RTCC	$2,446.98	$2,439.50
Tammi Hagen	Headwaters Regional Development Commission	2024 CTAA Conference (Virtual)	RTCC	$2,461.88	$625
Cassie Ferriss	Winona Transit	Spring Workshop	5311	$415.66	$158.78
Monica Hennessy Mohan	Winona Transit	Spring Workshop	5311	$415.66	$414.42
Tracy Borgschatz	Hiawathaland Transit/Three Rivers Community Action	FTA Drug & Alcohol Conference	5311	$1,359.68	$1,212.06
Leanne Greenslade	Semcac / Rolling Hills Transit	FTA Drug & Alcohol Conference	5311	$1,842.08	$1,328.92
Cindy Verdick	Hiawathaland Transit/Three Rivers Community Action	FTA Drug & Alcohol Conference	5311	$1,654.14	$1,185.92
Bill Spitzer	Semcac / Rolling Hills Transit	FTA Drug & Alcohol Conference	5311	$2,205.18	$2,054.55
Scott Kressin	Tri-CAP	PASS Train the Trainer Certification	5311	$600	$500
Bonnie Nielsen	UCAP	MN/WI Public Transit Conference	5311	$795.25	$802.98
Monica Hennessy Mohan	Winona Transit	MN/WI Public Transit Conference	5311	$392.90	$403.33
Alan Herrmann	Scott & Carver County Smartlink	MN/WI Public Transit Conference	TCAP	$622.20	$579.82
Michelle Miranowski	UCAP	MN/WI Public Transit Conference	5311	$811.25	$795.58
Nick Leske	UCAP	MN/WI Public Transit Conference	5311	$1,145.30	$775.28
				$27,115.33	$22,574

Website Analytics

22k

Pageviews

3:47

Average Time Spent on Page

Terminology Change

Google Analytics introduced a new measurement system (Google Analytics 4) that changed some of the definitions and measurement too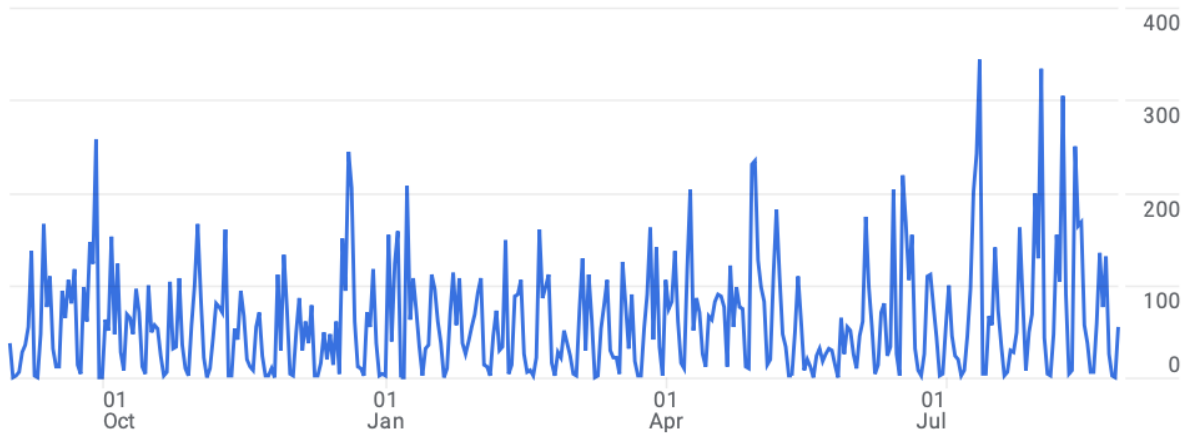ls compared to previous annual reports. Pageviews changed to a type of "event," which measures "any action a user takes when interacting with a website or app."
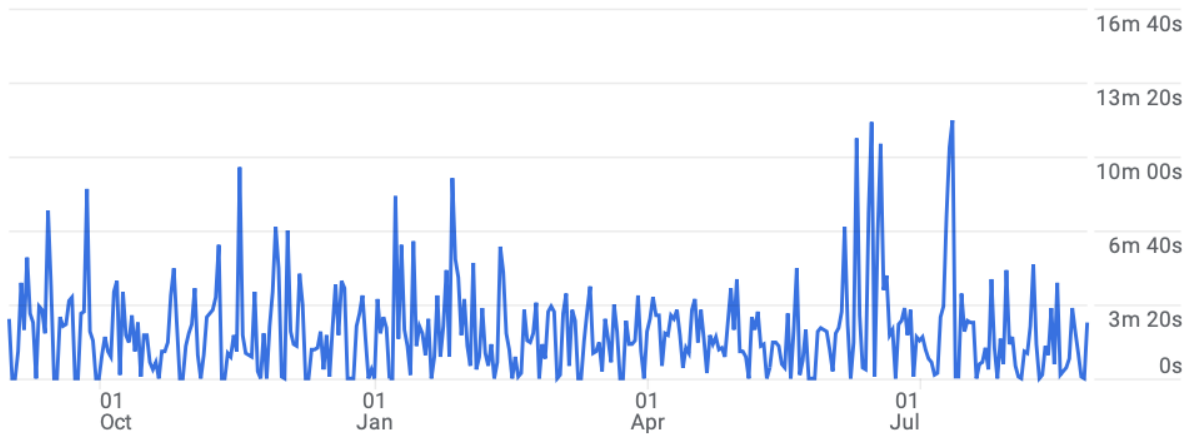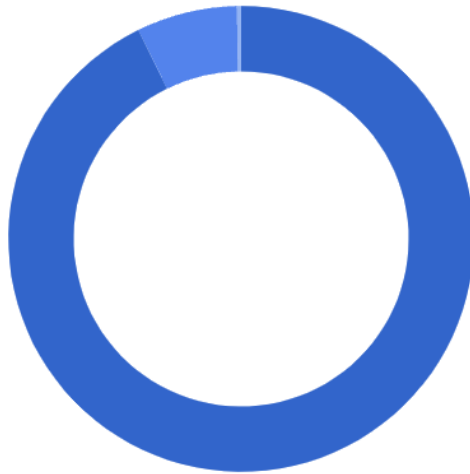
Views ⑦   Event count ⑦
22K   51K

Average engagement time ?	Engaged sessions per user ?	Average	✓
3m 47s	1.2	1m 4 >	

Users▾ by Device category   ✓ ▾

● DESKTOP	● MOBILE	● TABLET
92.7%	7.0%	0.3%

Top 20 Pages Viewed

Page	Pageviews	Event Count	Average Engagement Time
1. Homepage mnrtap.us	3,974	9,476	1 min. 2 sec.
2. Login Page mnrtap.us/login	3,869	8,715	1 min. 48 sec.
3. Training Catalog mnrtap.us/training-catalog	1,148	2,369	3 min. 5 sec.
4. Event/Course Registration Processing Page mnrtap.us/complete-registration	949	1,894	1 min. 34 sec.
5. My Training Page mnrtap.us/li/dashboard	932	1,943	4 min. 53 sec.
6. Training Calendar mnrtap.us/calendar-of-events	622	1,389	1 min. 21 sec.
7. 2024 Spring Workshop Registration mnrtap.us/event-listing/spring-workshop-2024	613	1,736	1 min. 22 sec.
8. Entry-Level Driver Training (ELDT) Resources mnrtap.us/eldt-training	586	1,567	1 min. 41 sec.
9. My Team Page for Transit Directors and Trainers mnrtap.us/li/members-3	530	1,066	3 min. 29 sec.

10. Scholarship Application mnrtap.us/li/scholarship-application	490	1,076	6 min. 47 sec.
11. Registration Confirmation mnrtap.us/thank-you	455	930	54 sec.
12. New User Registration mnrtap.us/user-registration	443	922	2 min. 26 sec.
13. Recorded Webinars and Training mnrtap.us/webinars	297	702	54 sec.
14. Scholarship Status mnrtap.us/li/scholarship-status	284	583	7 min. 13 sec.
15. About the Scholarship Program mnrtap.us/scholarship-program	258	592	51 sec.
16. Page for Transit Directors and Supervisors to Approve User Requests mnrtap.us/li/workflow-inbox	211	513	1 min. 40 sec.
17. Peer Roundtable Registration Page mnrtap.us/event-listing/rtap-peer-roundtables	204	516	50 sec.
18. ADA Accessible Documents Registration Page mnrtap.us/event-listing/ada-accessible-documents-webinar	203	588	14 sec.

19. Page for Transit Directors and Supervisors to Add New Users mnrtap.us/li/administrative-functions/supervisor-add-user	193	388	5 min. 27 sec.
20. Edit My Profile mnrtap.us/li/profile-edit	187	386	1 min. 40 sec.

Thank you

The work of Minnesota RTAP would not be possible without our partners at MnDOT's Office of Transit and Active Transportation, the guidance of the RTAP Advisory Committee, the RTAP trainers, and the transit agencies who make our work great. Minnesota RTAP is 100% funded by the U.S. Department of Transportation's Federal Transit Administration (FTA).

RTAP Advisory Committee

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Pat LaCourse

Jeremy Monahan

Ted Nelson

Beverly Sidlo-Tolliver

Scott Stark

RTAP Trainers

Joanne Brackey

Peter Brown

Melissa Hansen

Berta Hartig

Mariah Kathan

Jaycie Kratky

Partners

AECOM

Cazarin Interactive

CTAA

Easterseals Project Action

Minnesota Safety Council

RLS & Associates

Equity Elephant Consulting, LLC

Mornard & Associates

DRI Consulting

To Learn More about RTAP

Visit our website: mnrtap.us

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