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Standing Rock Public Transportation Program Named DTA Innovative Agency of the Year

FORT YATES - Sitting Bull College's public transit program, Standing Rock Public Transportation, has been named the Dakota Transit Association 2007 North Dakota Innovative Agency of the Year. The agency was recognized during the association's fall conference, which was held in Dickinson, ND.

The Innovative Agency of the Year award recognizes a transit project that has overcome a major obstacle, barrier, or stumbling block; initiated a new or improved service; innovated a coordination program; improved or expanded service and/or funding revenue or sources; implemented a new technology or expansion; or conducted an innovative training program or activity; and displays a degree of professionalism above average which is exemplified by excellent public relations, increased ridership and setting an example for others to follow.

Standing Rock Transportation was nominated for implementing the North South Shuttle, a significantly more direct and expedient route for travelers between the cities of Bismarck and Rapid City that also provides transportation for mid-Dakota residents between cities along the route.

In its development and implementation of the North South Shuttle, Standing Rock Transportation demonstrated innovation by:

- serving a new route that provides transportation access to previously un-served populations;
- improving upon previously existing service by reducing the 31-hour travel time for commercial bus travel between Bismarck and Rapid City by approximately 23 hours, and reducing the cost by about \$50 for passengers between the two cities;
- coordinating and cooperating with three public transit programs in two states and two state government agencies to guarantee successful implementation of the new route; and
- displaying an above-average degree of professionalism in the development, preparation and implementation of its new route through driver and dispatch training; development of a schedule that allows passengers to know when the shuttle will arrive in and depart from a number of small central-Dakota towns, and promotion of the new route that has encouraged ongoing increases in ridership.

Formed in 1985, the Dakota Transit Association is a coalition of public agencies and private organizations that promotes and supports public and special passenger transportation programs, addresses the need for greater communication between

transportation providers, and serves as a unified voice at the national level for public transportation agencies within the states of North and South Dakota.