

February 19, 2020

THE DUNN COUNTY TRANSIT NEWS

2019: A YEAR IN REVIEW

Dunn County Transit Division
640 Stokke Parkway
Menomonie, Wisconsin 54751
Phone: (715) 235-7433
Transit Manager, Dolly
Catlin

Commission: Kelley McCullough,
Chairperson, Brian Johnson,
Richard Johnson, Charles Maves,
Randy Prochnow, Gary Seipel,
Robin Sweeney, Darrin Witucki,
David Barlett, and the late
Eric S. Turner

**2019 was a year
marked by project
continuation.**

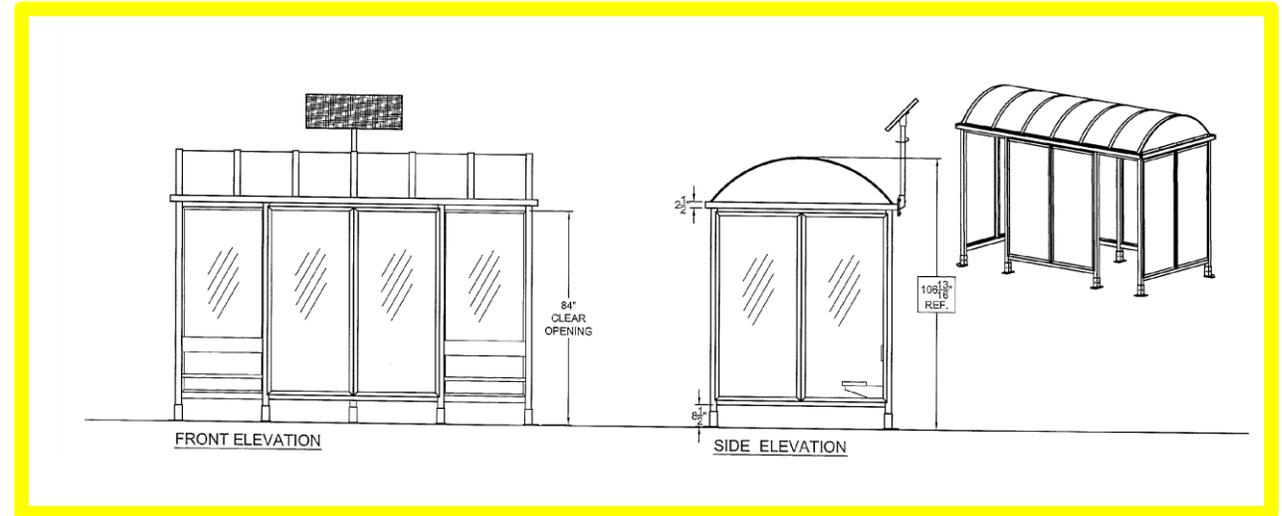
I. Capital acquisitions from 2016 WisDOT

II. The 2018 FTA Low/No Emission Program

III. 2018 Wisconsin Department of Workforce
Development, Commute to Careers Program

Wisconsin Department of Workforce Development, Commute to Careers Program

2018 Partnership: WIDWD, Fast Forward, DCEDC, UW Stout Career Services, WCWRP DCT residential and business surveys developed, distributed 4400 Survey Summary WCWRP. Consultant route development. Next steps: meetings with business stakeholders to discuss program and secure local in-kind share. Targeting Stout Technology and Business Park, Menomonie Industrial Park, the residents of Menomonie, and UW Stout students.



Capital acquisitions from WisDOT

Purchases in 2019 of two medium buses and one large bus. Nine bus passenger shelters locations were presented to the Menomonie City Planning Committee and approved. A full Information For Bid (IBF) was developed according to WisDOT requirements, posted, bids were received and low bid was awarded. Placement date estimated between June and July 2020.

The 2018 FTA Low/No Emission Program

FTA Low/No Program will bring two E-Buses to DCT hopefully in 2021. State application submitted June 2018. Wisconsin DOT received award, announced November 2018. July 2019 DCT received award announcement from WisDOT for \$470,115.00 for 2 battery buses. Costs covered by FTA, 85% of buses, and up to 90% infrastructure and charging equipment



Designed and manufactured zero-emission buses that reduce fleet operating costs while eliminating the dependency on fossil-fuels.

**2019 was a year
marked by new
technologies.**

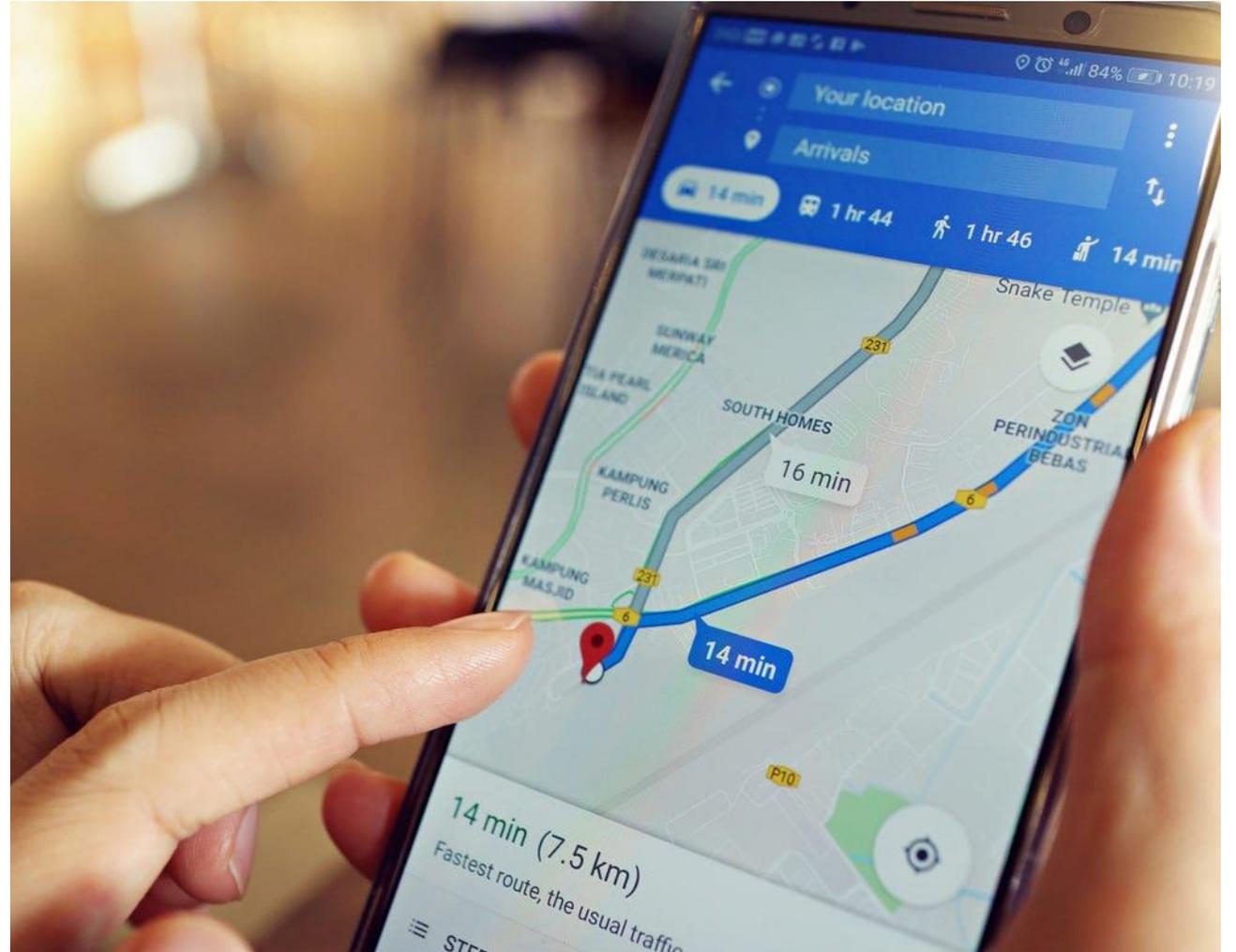
Google Transit Mapping

UW Stout Card Readers

Dunn County Transit goes Live on Google Trip Maps, Nov. 2019

General Transit Feed Specification (GTFS) National Program, FTA providing a map of all public transit in USA.)

Data base for DCT built on excel spreadsheets. Standardized data format for stops, using latitude and longitude of each stop. All bus routes schedules. Files uploaded to cloud. Google License Agreement.



UW Stout
researched
on-board
electronic card
student ID
readers



Electronic Card Reader mounted on bus

**2019 was a year
marked by innovation.**

CDL Training Program

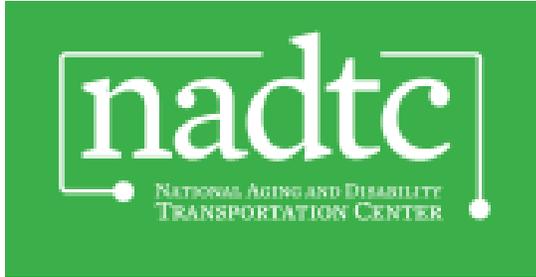
Every Ride Counts Marketing

CLD Training Program

Staffing
service
recruits
unemployed

Training
School
prepares
applicants for
written and
driving tests

Trainee
passes and
completes in-
house
training
specific to our
routes and
schedules



Dunn County Transit accepted the opportunity to participate in a national marketing program titled, EVERY RIDE COUNTS

National Aging and Disability Transportation Center (NADTC) created a comprehensive publicity campaign to promote the availability and accessibility of transportation options for older adults, people with disabilities and caregivers in communities around the country.

EVERY RIDE COUNTS



DUNN COUNTY TARGETED MESSAGING

Key Messages (specifically for Dunn County Transit Commission)

- Need to get somewhere? It's easier than you think.
- Get where you want to go. Staying connected is a call away.
- Tried transit lately? You'd be surprised how easy it is.
- We can help you find the best transportation option for you!
- Our affordable transit services help you get where you need to go

Message Implementation



December 23 - January 19

Billboards - Three locations, Hwy 25 S, Hwy 25, 94 exit 45

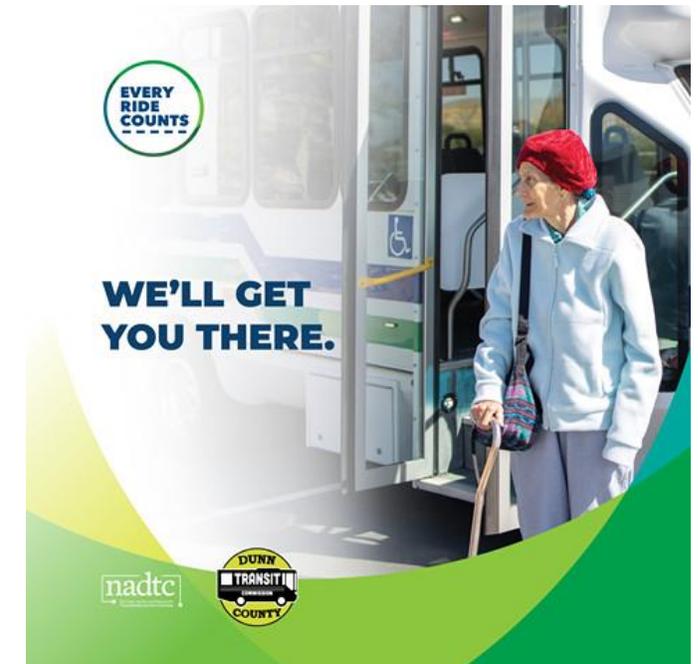
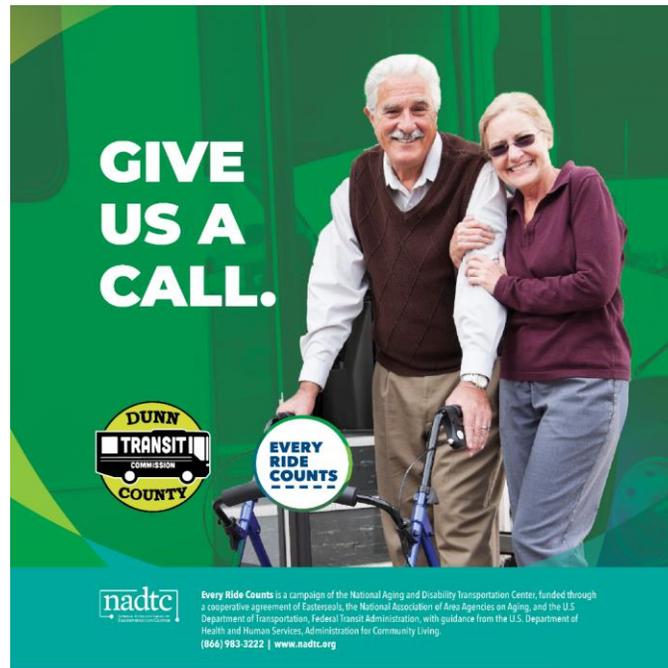
Social Media - Dunn County Transit Facebook and Instagram pages.

Radio Ads - Cycled between four stations (WATQ, WBIZ, WMEQ, WQRB)

Movie Theater Commercial, Menomonie 7

Flyers - 4000 Direct mail, distribution Menomonie zip codes

EVERY RIDE COUNTS Publicity Campaign



Social Media



Tried transit lately?

**YOU'D BE SURPRISED
HOW EASY IT IS.**

(715) 235-7433

EVERY RIDE COUNTS

DUNN TRANSIT COMMISSION COUNTY

Billboards

Hwy 25 S (471st, Hawkridge), Hwy 25 N (BB Cedar Brook Church, John Deere) and I94 Exit 45



Tried transit lately?

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EVERY RIDE COUNTS

DUNN TRANSIT COMMISSION COUNTY



Get where you want to go.

**STAYING CONNECTED
IS A CALL AWAY.**

(715) 235-7433

EVERY RIDE COUNTS

DUNN TRANSIT COMMISSION COUNTY

Link to the video: <https://vimeo.com/380071201/7247d13e8f>



**2019 was a year marked
by strengthening
community outreach**

Events

Social Media

Economic Development

Events

- United Way Spring Carnival
- Veterans Conference
- DC Job Fair
- DC Job Center Workforce Resource
- Meet Menomonie (Chamber/UW Stout
- Congressman Ron Kind , Listening Sessions
- Joint Sustainable Working Group Meeting

Social Media

- Instagram
- Facebook
- Twitter



Economic Development

- Stout Technology and Business Park

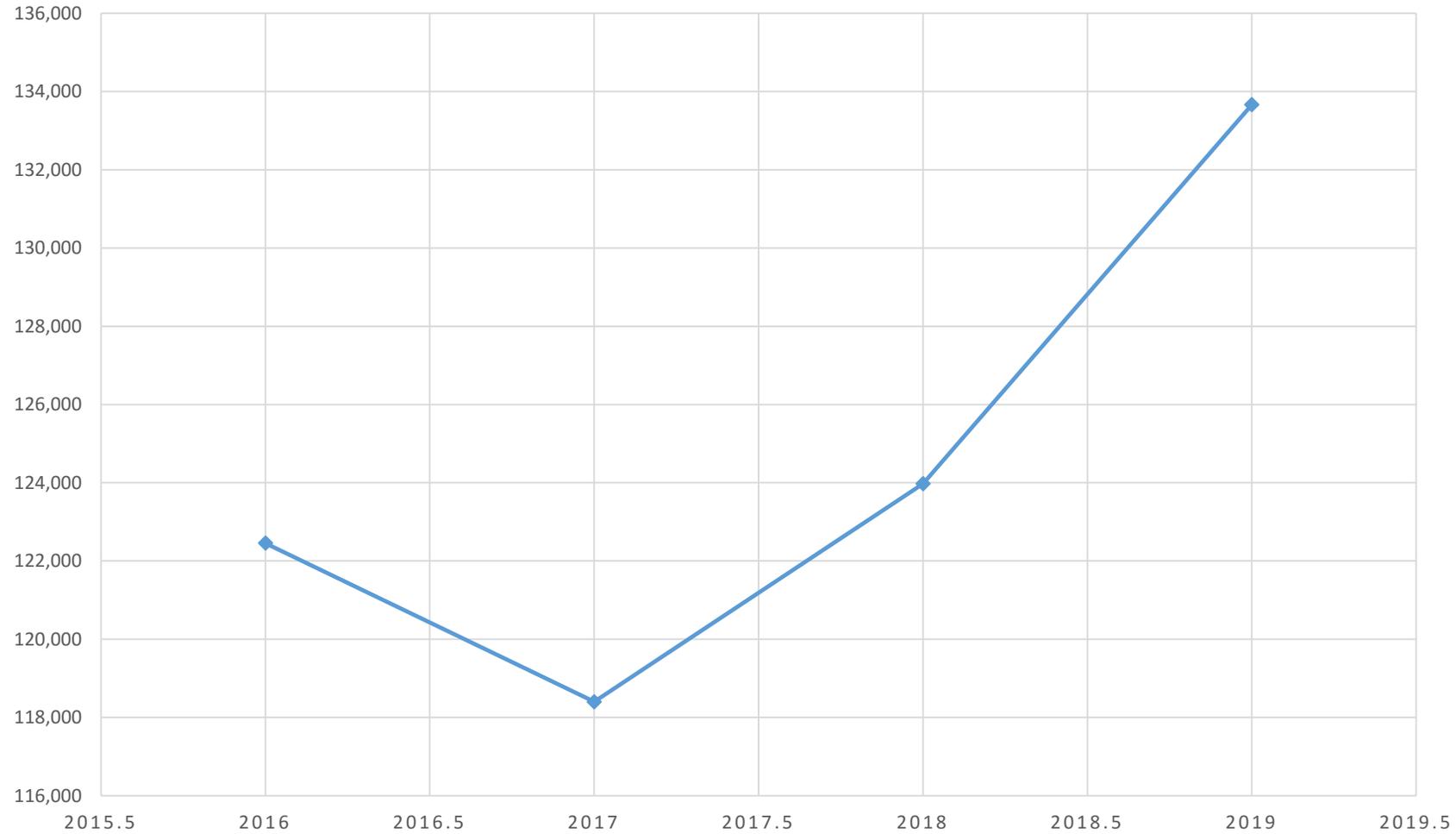
34 Entities currently engaged in business or holding properties

- Menomonie Industrial Park

70 Tenants

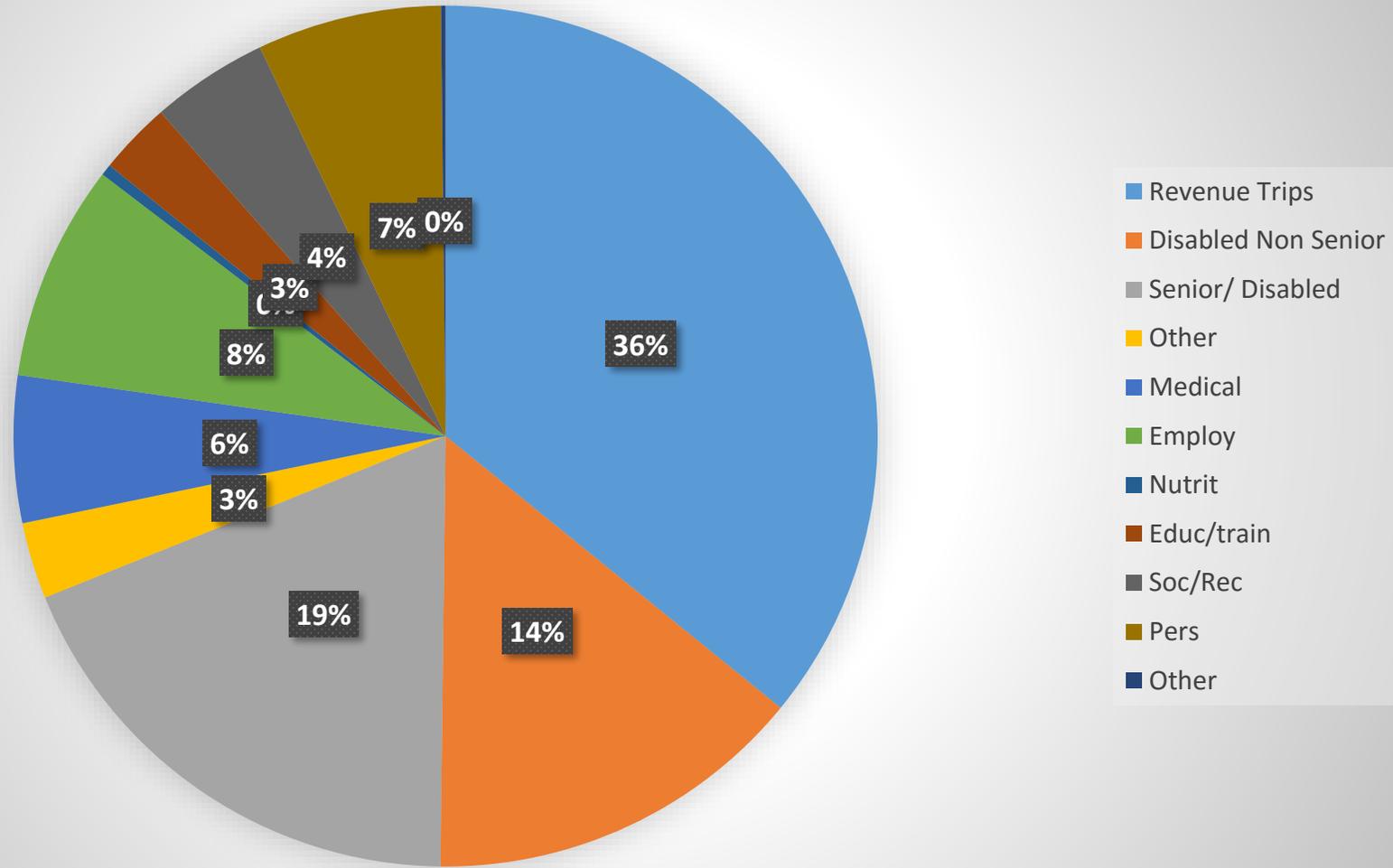
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2016 – 2019 RIDERSHIP



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2019 Ridership



IN THE NEXT YEAR

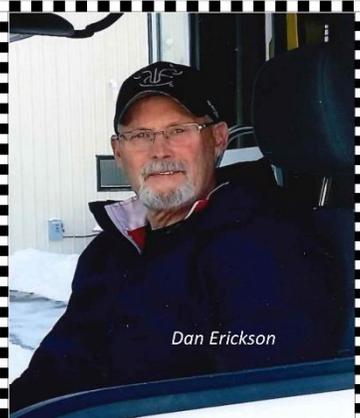
**PILOT ROUTES IN
BUSINESS AND
TECH PARKS**

**TWO ELECTRIC BUSES
(end of 2020, or 2021)**

**BUS PASSENGER
SHELTERS IN PLACE**



Bruce works at Dunn County Transit as a dispatcher. He lives in the countryside near Knapp with his wife Susan, and enjoys visits from two grandchildren and studying local wildlife.



Dan is an ex-Navy veteran. He has a passion for travel and keeps busy with his 25(!) grandkids and 1 great grandchild.

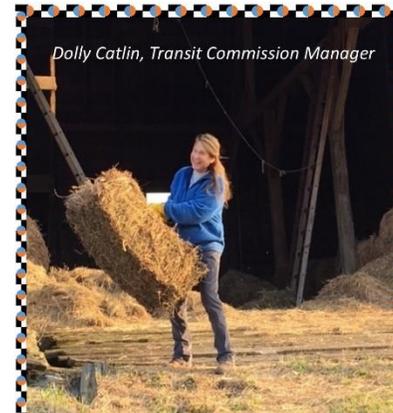


Dave is an Army combat vet (Desert Storm); loves spending time with his grandkids and his girlfriend Lisa. Big Wisconsin sports fan: Packers, Badgers, Brewers, and the Menomonie Mustangs.



Vicki has been driving for Dunn County Transit for three years.

She has 4 children and 6 grandchildren, and loves walking in the woods and gardening.



Dolly Catlin, Transit Commission Manager

Things I've learned living in Menomonie: loading hay, feeding cows, understanding hunting from the hunters perspective.

Activities I enjoy: my job at DCT, fishing, knitting, camping, art museums, baking, swimming, biking, jigsaw puzzles, hiking, traveling, shoveling snow, reading, movies, gardening, sewing, and keeping close to best friends and family.



Pearl has been at Dunn transit for 4 months.

She has a new grey kitten named Silver Dusk, and likes reading, RPG games, and listening to music.

Meet our staff:



Vern has worked for Dunn County Transit for over 8 years and is retired from the State of Minnesota and the Minnesota Air National Guard. He is married to Theresa with three adult children, Lewis, Alex and Tim.

Vern keeps busy volunteering for the Boy Scouts and the Knights of Columbus, and enjoys photographing birds and animals, a hobby he grew to love growing up in the Panama Canal Zone.



Stephen enjoys spending time on his 155-acre farm with Mary Ann, his wife of 30 years.

He likes to garden, fix old machinery, and walking Fergus and Boom, their Australian Shepherd dogs.



Dody Cockeram, Operations Manager

At Dunn County Transit for 14.5 years, Dody is a retired law enforcement officer, married to Troy, mother of 4, and grandma to 7. Mama to fur babies Libby and Lexi.

Hobbies include baking (Dody's Delectables) and crafting for craft shows.

My greatest joy is spending time with family and friends. Look forward to any days that involve traveling, cruise ships, motorcycle road trips, camping, or a few hours at the pistol range.

My motto in life: Surround yourself with people who make you laugh, love the people who treat you right and pray for the ones who don't. Don't change yourself, they won't like you anyways. Falling down is a part of life, getting back up is living it!

Dunn County Transit Staff



WE CAN HELP YOU

GET WHERE YOU

NEED TO GO.

EVERY RIDE COUNTS

