

*Supporting the needs of Texas' public transportation systems through statewide advocacy and education.*

## Registration Coming Soon for TTA Conference, Expo and Rodeo

**Registration is coming soon!** Our 2024 Annual Conference, Expo & Rodeo will feature the industry-leading content you expect from TTA. Timely general sessions, invigorating speakers, in-depth breakout sessions and training, plenty of networking opportunities, and a chance to kick up your heels with your friends and colleagues from across the transit industry.

Mark your calendars because you don't want to miss out!



**March 15-20, 2024, in San Antonio**

The Conference Planning Committee is still accepting abstracts for presentations. If you have a topic or presentation you would like to share at this year's conference, please select the link. [Link to submit abstracts](#)

## TTA Awards Nominations Deadline

Remember, all nominations may be made by any individual employed by a transit agency, an official of a transit agency, a regular or an associate member of Texas Transit Association, any TxDOT employee who works with the public transportation industry, any elected official or employee of local, city, or county governments. [Submit your nomination today!](#)

**Deadline is December 15, 2023**



## Daylight Saving Time Ending

Don't forget that Daylight Saving Time is ending on **November 5**. So remember to set your clocks back one hour and enjoy the extra hour of sleep.

### Brazos Transit District Places in the National RTAP 2023 Photo Contest



Brazos Transit District placed in the National RTAP 2023 photo contest. This year, National RTAP asked for photos that showcased the beauty and uniqueness of rural areas and tribal lands and highlighted what makes small towns special.

Check out all the winners here, [National RTAP Photo Contest](#)

### GoBus Receives 2023 Excellence in Regional Transportation Award

ETCOG's rural transit system, GoBus, has been awarded a 2023 Excellence in Regional Transportation Award from the National Association of Development Organizations (NADO) for its "Bridging Transit Gaps with GoBus" project.

The project involved creating partnerships with Longview Transit and Tyler Transit to extend GoBus services to special events and vulnerable populations residing in their urbanized zones, particularly those who do not have access to a bus route within walking distance. Through these coordinated projects, GoBus has been able to provide essential mobility options and extend its reach to fill critical transportation voids and enhance transportation services for the community it serves.

NADO is a Washington, DC-based association that promotes programs and policies to strengthen local governments, communities, and economies through regional cooperation, program delivery, and comprehensive strategies. The Excellence in Regional Transportation Awards showcase organizations for noteworthy projects and practices in rural and small metropolitan transportation planning, program delivery, and special initiatives. Award winners received national recognition during the 2023 National Summit on Rural Road Safety in Oklahoma City, OK, September 12-14.

"The Excellence in Regional Transportation Awards program showcases effective and creative transportation initiatives that improve accessibility, mobility, safety, and quality of life in regions around the United States," shared current NADO President and Northern Arizona Council of Governments Executive Director Chris Fetzer. "Programs and projects like 'Bridging Transit Gaps with GoBus' foster community and economic connections and promote effective transportation networks."

ETCOG's Transportation Director, Vince Huerta, joined other award recipients and transit experts at the Rural Road Safety Summit to accept the award and deliver a workshop on using technology to improve transit services.

"GoBus, through its 'Bridging Transit Gaps' project, has not only connected communities but also bridged the divide between opportunity and accessibility. This Excellence in Regional Transportation Award is a recognition of our dedication to leaving no one behind on the road to progress," said Huerta.



## October is Pedestrian Safety Month

At some point in the day, everyone is a pedestrian. Unfortunately, pedestrian injuries and fatalities remain high. In 2021, 7,388 pedestrians were killed – a 13% increase from 2020 – and more than 60,000 pedestrians were injured nationwide. NHTSA raises awareness of the dangers to pedestrians and provides tips to keep pedestrians safe. Know the basics—Pedestrian Safety



### 8 Safety Tips for Drivers

- Look out for pedestrians everywhere, at all times.
- Use extra caution when driving in hard-to-see conditions, such as nighttime or bad weather.
- Slow down and be prepared to stop when turning or otherwise entering a crosswalk.
- Yield to pedestrians in crosswalks and stop well back from the crosswalk to give other vehicles an opportunity to see the crossing pedestrians so they can stop too.
- Never pass vehicles stopped at a crosswalk. There may be people crossing where you can't see.
- Never drive under the influence of alcohol and/or drugs.
- Follow the speed limit, especially around people on the street, in school zones and in neighborhoods where children are present.
- Be extra cautious when backing up and look for pedestrians.

## TxDOT's Campaign for National Pedestrian Safety Month

AUSTIN – Fall and winter months bring shorter days and less light, making it harder for drivers to see—and safely avoid—pedestrians. October saw the highest number of pedestrian crashes in 2022. That's why TxDOT is using National Pedestrian Safety Month to continue its "Be Safe. Drive Smart." campaign and remind Texans that pedestrians are our most vulnerable road users.

When he was 6 years old, Misael Rico was walking to school with his mother when a distracted driver crashed into them, dragging him underneath the car. That night, doctors told his parents he might never walk or talk again. After countless surgeries and years of physical therapy, Rico started college this year, and joins TxDOT to urge drivers to pay attention and watch for people walking.

Only 1% of crashes in Texas involve pedestrians, yet they make up 19% of all traffic deaths. In the last five years, pedestrian traffic fatalities in Texas increased 29.6%, reflecting nationwide trends. In 2022, 5,764 traffic crashes involving pedestrians occurred in Texas, resulting in 829 deaths and 1,526 serious injuries.

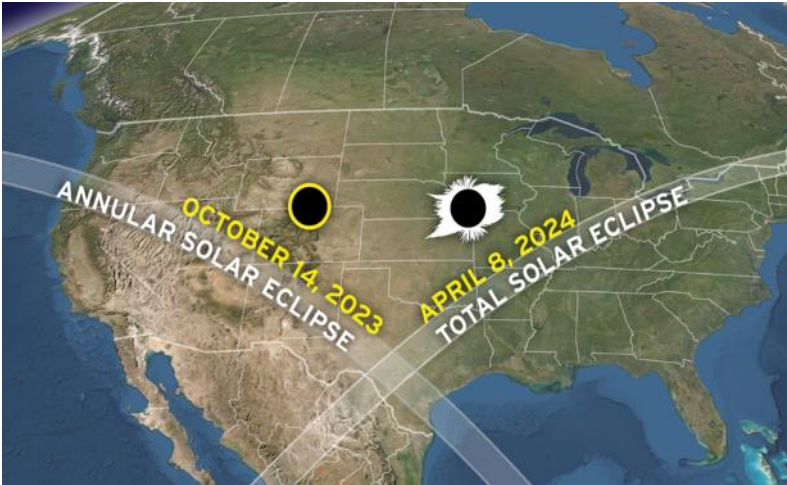
"As we shift to fewer hours of daylight, it's up to drivers and pedestrians to adapt and help keep our roads safe," said TxDOT Executive Director Marc Williams. "Motorists need to stay alert and look for people walking, and pedestrians can take measures to be seen by drivers who may be inattentive behind the wheel."

TxDOT's campaign includes TV and radio spots, billboards, and digital advertising. TxDOT will also bring more than 30 walking billboards—street teams wearing sandwich boards—to towns that saw the highest numbers of fatalities from pedestrian-related traffic crashes. The street teams will be deployed to put pedestrian safety messages front and center in places where vehicles and pedestrians share the road.



## How Two Eclipses Will Impact Transportation in Texas

The Lone Star State is no stranger to the marvels of celestial events, and Texans are gearing up for not one, but two significant eclipses that will grace their skies in the coming months. The annular solar eclipse on October 14, 2023, and the total solar eclipse on April 8, 2024. While these rare astronomical occurrences provide breathtaking spectacles, they also pose some transportation-related challenges and opportunities for the transportation industry in Texas.



Public transportation agencies may experience a surge in demand as people seek alternative means of travel to eclipse viewing locations. Ensuring that you can accommodate the increased ridership. Increased traffic could lead to congested highways and roads, particularly in areas along the eclipse's path of totality. Communication systems can temporarily disrupt radio and satellite communications due to the changes in atmospheric conditions.

The upcoming eclipses offer a chance to connect and work with local dark sky organizations to provide special shuttle services to designated stargazing locations. All while boosting ridership and supporting local economies.

Transportation agencies must be proactive in addressing the challenges and opportunities these celestial events bring. Will you be on the [cross path of the eclipses?](#)

## Real Time Road Conditions

Be prepared for the possibility of celestial traffic jams across Texas.

[#SolarEclipse.](#)

**For real-time road conditions,**  
visit [drivetexas.org](https://drivetexas.org).

[#BeSafeDriveSmart](#)



## TTA Statewide Training Initiative

These courses are offered at **no cost**, but space is limited, so make sure that you and your staff don't miss out. This training opportunity is made possible with a grant through TxDOT.

**Risk Management:  
Identifying and Responding to Uncertainties &  
How to Thrive During Crisis and Beyond**  
(Two Day In-Person)  
November 7-8, 2023  
Longview Transit  
Longview, TX  
8:00 a.m. – 5:00 p.m. CST  
[Register Here](#)

**Public Engagement Webinar**  
(Online Webinar)  
November 14, 2023  
1:00 - 2:30 p.m. CST  
[Register Here](#)

**ADA Hot Topics Webinar**  
(Online Webinar)  
December 6, 2023  
1:00 p.m. – 2:30 p.m. CST  
[Register Here](#)

**Empowering Mobility Manager to Lead**  
(Online Webinar)  
December 13, 2023  
1:30 p.m. - 2:30 p.m. CST  
[Register Here](#)

Agencies interested in hosting future training classes can contact [laura@txtansit.org](mailto:laura@txtansit.org) for details.

## Introducing the Membership Directory: Unlocking Connections

In today's digitally connected world, TTA is updating its Membership Directory to better serve its members and strengthen the bonds. The Membership Directory will be a comprehensive and user-friendly resource that will offer numerous benefits to both TTA members and the organization itself. This dynamic tool will not only connect members but also facilitate collaboration, networking, and knowledge-sharing, for all participants.

[Directory](#)  
Coming soon! Our online directory.



An accurate Membership Directory is a valuable resource for our organization. It helps us understand the needs and interests of our members better, allowing us to tailor our offerings and support to align with what matters most to you. Updating your Membership Directory profile is a simple yet powerful way to actively participate and contribute to the collective strength of our community.

[Help us update your profile today!](#)



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Model 1 represents more than 20 top commercial vehicles (bus, van, EV, and other alternative fuel) manufacturers across the country. The company's goal is to use its size, stature and innovative mindset to drive the transit industry into the future by normalizing alternative fuel fleets and exploring manufacturer collaborations. For more information on Model 1, its [products](#), [services](#), [parts](#), and [solutions](#), visit [www.model1.com](http://www.model1.com).

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Parts & Service Departments



### METRO and State Rep. Jolanda Jones Cut Ribbon on Improved Bus Stop

METRO leadership, State Rep. Jolanda Jones and community partners cut the ribbon Wednesday, Oct. 4, 2023, on an improved bus stop on S. MacGregor Way and South Freeway in Third Ward.

After receiving feedback about the bus stop's condition, Rep.

Jones contacted METRO to make updates to the shelter, which included the addition of a new shelter, seating, a trash can, and an expansion of the existing sidewalk.



State Rep. Jolanda Jones, METRO Board Member Diann Lewter and METRO Deputy Chief Executive Officer Tom Jasien join others to cut the ribbon on an enhanced bus shelter.

"I've never seen government move that fast," said State Rep. Jolanda Jones. "There is another bus stop down S. MacGregor that also needed some repairs, so they said, 'We are just going to fix that one too.'"

Investments in the METRO system are

made possible by the [METRONext Moving Forward Plan](#). Not only does the plan fund investments in transportation, but it also focuses on projects that improve service and accessibility, while enhancing the customer experience.

### DART Connects You to Hispanic Heritage at the State Fair

Every year, Hispanic Heritage Month and the State Fair of Texas coincide. And that's fitting, since the Hispanic heritage of many Texans has shaped and enriched our state in so many ways. Get on the Green Line, get to the State Fair, and get your fill of Hispanic heritage along with corndogs and Midway rides. As always, DART is the best way to get there. Don't forget to download our free [Go-Pass®](#) app. It's the most convenient way to get your transit pass.



At the Women's Museum, check out [Mundo Latino: "Día de los Muertos"](#), which explores the rich history and cultural significance of the Day of the Dead. Along with art installations, there is live music and – of course – face painting.

[¡Fiestas de Marionetas!](#) is a delight for kids and adults alike: a miniature village of more than 85 handmade marionettes that come to life. It's a fiesta of color, culture, and creativity, featuring beautiful lights and landscaping. There are daily performances next to the Magnolia Beer Garden.

When you hit the State Fair of Texas this year, be sure to celebrate National Hispanic Heritage Month! To see a complete listing of the fair's offerings, [click here](#).

# Membership Announcement

October 2023

## Time for Membership Renewal

**Remember, the TTA Membership year is September 1, 2023 through August 31, 2024**

Joining the Texas Transit Association as a member is the first step in showing your commitment to improving public transportation. Membership gives you access to valuable resources, networking opportunities, and a platform to influence policy decisions. We want to emphasize that your involvement with TTA is vital.

**Not a Member?**

**Join Today!**

**Texas Transit Association**

Contact us (512) 900-0550

[laura@txtransit.org](mailto:laura@txtransit.org) or [allen@txtransit.org](mailto:allen@txtransit.org)

### Transit and Associate Members Form and Payment

Please download this [form](#), for Transit Agency

Please download this [form](#), for Associate Member

Completed form, along with a check, to  
501 Congress Ave, Suite 150,  
Austin, Texas 78701.

Contact [laura@txtransit.org](mailto:laura@txtransit.org) if you would like to pay using a credit card.

## Upcoming Dates of Interest:

All-Member Meeting and Reception in Austin  
January 23, 2024  
at  
Lone Star Court by Valencia Hotel  
10901 Domain Drive  
Austin, Tx 7858



TTA 2024 Conference, Expo and Rodeo  
March 15-20, 2024

**Registration will open soon!**



## Unlock Your Brand's Potential with TTA Sponsorship Opportunities!

At TTA, we believe in forging strong partnerships that drive success for both our transit and associate members. For this reason, TTA provides several sponsorship opportunities that offer a wide range to showcase your brand's dedication to advancing the transit industry. From member in-person meetings and receptions to the highly anticipated TTA Statewide Conference, Expo, and Rodeo, we have the perfect avenue to amplify your brand's visibility and impact. Some of the sponsorship opportunities are listed below:

### In-person Meetings and Receptions

Twice a year, TTA holds in-person Member Meetings and Receptions in Austin, TX, in conjunction with the TxDOT Semi-annual meeting. These are very well-attended networking events. Sponsoring these gatherings allows your brand to engage with decision-makers, network with professionals, and establish a prominent presence among industry leaders. All sponsors receive a list of attendees.



### State TTA Conference, Expo, and Rodeo, San Antonio- March 15-20, 2024



The TTA Conference, Expo, and Rodeo is one of the largest transportation conferences in the State that gathers transit professionals, showcasing the latest innovations and trends in the field. Sponsoring this event provides unparalleled exposure, offering a chance to connect with a broad and diverse audience, including potential clients and collaborators.

### Newsletter

Our Newsletter is a dynamic source of industry news, member highlights, and updates. Sponsoring this communication channel allows you to reach our engaged readership directly, reinforcing your brand's association with innovation and progress in the transit sector.



### Membership Directory (new)

Gain visibility year-round with a sponsorship in our Membership Directory. This valuable resource will be a go-to reference for industry leaders, providing essential contact information and insights into our extensive membership base.

At TTA, we're committed to creating win-win partnerships, ensuring your brand's impact resonates within our transit community and meets your budget. Join us as we support the transit industry in Texas, and let us work with you to discover the perfect sponsorship opportunity.

For inquiries and to explore sponsorship options, please contact our sponsorship team at [laura@txtansit.org](mailto:laura@txtansit.org) or visit our website at <https://txtransit.org/sponsorships/>.

## Newsletter Sponsorship

Sponsoring the TTA newsletter, by purchasing ad space, can be a powerful way to reach decision makers at member agencies across the state. It will also help to increase exposure in a receptive environment (your customers inbox) and can subtly promote your brand whilst gaining goodwill throughout the entire association. TTA newsletters are a particularly useful tool for communicating with customers, building engagement, and directing customers to key content.



TTA Member Price		Non-Member Price	
Full Page Ad single issue	\$500	Full Page Ad single issue	\$750
Full Page One Year	\$2,000	Full Page One Year	\$3,000
Half Page Ad single issue	\$250	Half Page Ad single issue	\$400
Half Page One Year	\$1,000	Half Page One Year	\$2,000

There are sponsorship levels available for any budget. You are able to sponsor a single issue or the entire year. For more information or to start your ad please contact:

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Allen E. Hunter  
(254) 405-4212  
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