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News & Views

Oklahoma's Voice for Public Transit

Volume II, Issue 7 - July 2020

UPCOMING EVENTS

Oklahoma Public Transit Policy Plan Stakeholders Advisory Group

Meeting

July 21
Virtual

OTA Communications, Public Relations & Marketing Committee Meeting

Aug. 26
Oklahoma City, OK

OTA Member Services Committee Meeting

Aug. 26
Oklahoma City, OK

OTA Advocacy Committee Meeting

Aug. 26
Oklahoma City, OK

OTA State Relations Committee Meeting

Aug. 26

Hero of the Year Award Applications Due July 17

Nominations for the Oklahoma Transit Association Major Ed Pulido Hero of the Year Award presented by Ecolane are due by 5:00 p.m. CDT this Friday, July 17.

The Award recognizes professional transit drivers that excel at their job of meeting the mobility needs of Oklahomans on a day-to-day basis and that at times go above and beyond the call of duty.

Each OTA member transit agency may nominate one of their drivers as that agency's Hero of the Year candidate. An agency nominates the driver by submitting a video showing what makes them a candidate for OTA Hero of the Year. The video is to be between two and five minutes in length. When submitting the nomination include their name and position and what agency they are with. A one paragraph written introduction, description and reason they should be the Hero of the Year must be submitted (maximum 250 words). Also a head shot and the agency logo must be submitted.

Note: all submissions must include all of the above information by the deadline or they will not

Oklahoma City, OK

be considered.

OTA/ODOT Quarterly Meeting

August 27

Oklahoma City, OK

Submit the applications via email by [clicking here](#).

OTA August Board Meeting

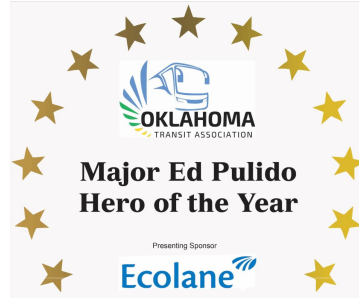
Aug. 27

Oklahoma City, OK

The Heroes will be honored at the Awards Banquet at the Oklahoma State Driving Championships & Training Conference presented by Creative Bus Sales on Oct. 22 in Shawnee.

2020 Oklahoma State Driving Championships & Training Conference presented by Creative Bus Sales
Oct. 20-23
Shawnee, OK

[Click Here for Full Calendar of Events](#)



2020 OTA Awards of Excellence Presented *Tulsa, Norman & JAMM Take Top Honors*



The Oklahoma Transit Association honored several transit systems last week at its 2020 Annual Awards of Excellence banquet at the Apache Casino Hotel in Lawton in conjunction with the OTA Annual Conference & EXPO driven by GreenPower Motor Company.

The OTA Awards of Excellence recognize the finest efforts in providing safe, reliable, efficient and coordinated public transportation that meets the mobility needs of Oklahomans as

well as efforts to build, promote and advocate for public transit.

The 2020 Award of Excellence winners were:

- FTA Region 6 Award - EMBARK
- Keith Leftwich Distinguished Service Award sponsored by INSURICA - Sen. Rob Standridge (R-Norman)
- Safety & Training Award sponsored by Q'Straint/Sure-Lok - Tulsa Transit
- Innovation Award sponsored by Routematch - Tulsa Transit
- Rural Marketing Campaign of the Year sponsored by Ecolane - JAMM Transit
- Urban Marketing Campaign of the Year sponsored by Ecolane - City of Norman Transit
- Transit Professional of the Year sponsored by LiquidSpring - LaQuita Thornley, JAMM Transit
- Transit System of the Year sponsored by CWI Digital Systems - Tulsa Transit

OTA Seeking Manager of Strategic Communications

Job Title: Manager of Strategic Communications

Department: Communications, Public Relations and Marketing

Reports to: Executive Director

Employment Status: Regular

FLSA: Exempt

The Oklahoma Transit Association (OTA), a nonprofit organization, is the state's voice for public transit. OTA's membership is comprised of the 34 urban, small urban, suburban, rural and tribal transit agencies in the state who share the common priority of providing and improving mobility and access for all Oklahomans. OTA's mission is to support public transit through advocacy, education, communication and partnerships. The

organization's vision is to be distinguished as a leader in the public transit industry by facilitating the enhancement of mobility and access for all Oklahomans.

Job Description: The Manager of Strategic Communications (Manager) will be responsible for the development and execution of OTA's marketing and communications strategy in support of the organization's strategic goals and core values. The Manager will develop a marketing and communications plan, directly managing marketing and communications activities that promote, enhance and protect the organization's brand integrity. The Manager will be responsible for the development, integration and implementation of a broad range of public relations and marketing activities designed to advance the organization's position with relevant constituents, as well as to drive broader awareness the organization.

The responsibilities of the Manager include, but are not limited to, the following:

Strategy, Vision and Leadership

- Develop and implement an integrated strategic communications plan that aligns with the organization's long-term strategic plan to advance OTA's brand identity, broaden awareness of its programs and priorities, and increase the visibility of its policies and programs across key stakeholder audiences.
- Create marketing strategy that will allow OTA's leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences.
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions and execute appropriate strategies to support them.
- Serve as communications and public relations advisor to OTA's leadership.
- Work with leadership to assist in creating strategic plans that align with core values, implement long-term strategic plans and promote the organization.
- Staff appropriate OTA committees as needed.
- Participate in other duties as required by the OTA Executive Director. This position will involve responsibilities outside the traditional work week.

OTA Strategic Communications

- Develop and maintain a strategic public relations and marketing plan for each program year that identifies goals and objectives consistent with long term strategic plans for the organization and the transit industry.
- Oversee development of OTA's internal and external communications, including an annual report, marketing collateral, advocacy material and electronic communications, including OTA's websites and newsletters.
- Prepare presentations for OTA leadership that promotes OTA and the transit industry.
- Make presentations as necessary that promotes the transit industry and OTA and its policies and programs.
- Manage graphics, videos and photographs and relationships with associated vendors.
- Maintain style guide, promoting standardized communications.
- Work with the Executive Director to establish and execute best practices for events and other activities.
- Serve as a proofreader and/or editor for all materials and maintain internal editing pool for all products to ensure consistency, correct grammar usage, correct tone and messaging.
- Interact with other staff to ensure message and branding consistency across all areas and compliance with minimum standards.
- Responsible for managing/overseeing the design, production and installation of all material and collateral.

Local Transit Agency Public Relations, Marketing and Communications

- Work with local transit agencies to develop and maintain a local strategic public relations and marketing plan template that can be used and adopted by local transit agencies.
- Assist local transit agencies in developing communications, public relations and marketing programs campaigns that educate the general public on transit and specifics of the individual transit systems.
- Work with local transit agencies to create crisis communications plans.
- Work with local transit agencies to develop localized presentations that can be made to a variety of community and local stakeholder audiences.

Education and Experience: Bachelor's degree in Public Relations, Public Affairs, Journalism, Media. At least five years of public relations, communications, marketing and/or special event experience. Communications skills in Public Relations/Corporate Communications in an agency or corporate environment; including media relations, corporate communications, reputation management. Exceptional strategic thinking and planning abilities required. Attention to detail and tremendous tenacity. PRSA accreditation desired but not required. Knowledge of public transit desired but not required.

Language Skills: Excellent written and oral communication skills. Ability to read, analyze and interpret general business periodicals, professional journals and technical procedures. Ability to write for intended audiences in a manner that is easily understood. Ability to effectively present information. Ability to appropriately answer questions regarding OTA and public transit to the media.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral or schedule form.

Personal Characteristics and Professional Requirements:

Integrity, enthusiasm, perspective, flexibility and strong work ethic.

A desire to be part of an innovative, entrepreneurial organization with the ability to prioritize, move quickly and maintain strong follow-through in a dynamic environment.

Superior writing and oral communication skills; the ability to understand and translate information for intended audiences with clarity and precision.

Strong computer and technical skills.

Exhibit organizational skills and time management to follow time schedules, work plans, and meet deadlines.

A deep appreciation for, and an ability to articulate, the mission of OTA.

The intellectual depth, maturity, wisdom and collaborative skills to garner the trust and confidence of transit leaders, grantors, donors, volunteer leaders, community leaders, staff and other constituents.

Ability to work both remotely from home and in an office setting.

Willingness to travel statewide and nationally.

Excellent interpersonal skills with a demonstrated ability to work well with people at all levels and a strong commitment to teamwork.

Application Process: Submit your resume, three references and a cover letter explaining your qualifications and reason for seeking the position along with the information required below to oktransit@oktransit.org by August 14, 2020.

Title/Salary: Title and salary commensurate with experience. Submit salary requirements with application.

Writing Samples: Provide up to three writing examples as part of your application.

OTA Seeking Manager of Development

Job Title: Manager of Development

Department: Finance & Administration

Reports to: Executive Director

Employment Status: Regular

FLSA Status: Exempt

The Oklahoma Transit Association (OTA), a nonprofit organization, is the state's voice for public transit. OTA's membership is comprised of the 34 urban, small urban, suburban, rural and tribal transit agencies in the state who share the common priority of providing and improving mobility and access for all Oklahomans. OTA's mission is to support public transit through advocacy, education, communication and partnerships. The organization's vision is to be distinguished as a leader in the public transit industry by facilitating the enhancement of mobility and access for all Oklahomans.

Job Description: The Manager of Development (Manager) is responsible for securing funding for Oklahoma public transit systems and OTA and its foundation by identifying, qualifying, cultivating, soliciting and stewarding gifts from public and private sources for the purpose of funding transit needs and the needs of OTA and its foundation. The Manager will also be responsible for helping transit systems in the procurement process. The Manager will collaborate closely with program and development staff, transit systems and other transit entities and officials to secure information for proposals and reports.

The responsibilities of the Manager include, but are not limited to, the following:

- Identify and research new funding opportunities for transit systems and OTA.

- Plan strategically for funding growth based on the need of transit systems and OTA and its foundation.
- Write and serve as primary grant writer for all grants and proposals produced by OTA. Consult with local agencies on grants and as requested write grants for individual transit systems.
- Develop an annual plan of work identifying, qualifying, cultivating, soliciting and stewarding activities for public and private sources.
- Serve as OTA's primary contact for all grant and foundation related inquiries.
- Cultivate personal relationships with OTA program and development staff, transit systems, transit entities and officials, other grantor and foundation program officers, volunteers, community leaders and others as appropriate to solicit and submit funding requests.
- Submit grant requests through a variety of methods, including letters requesting financial support, letters of inquiry, full grant proposals and formal presentations.
- Provide funding request information for funding applications and reports in formats consistent with requirements.
- Conduct tours and lead presentations to grantors, foundations, granting organizations and other community groups.
- Coordinate funding site visits of transit systems, and when appropriate, include other team members.
- Steward new and existing grantors and donors through required grant reporting, in-person meetings and supplemental stewardship reports created according to requirements.
- Work with transit system or OTA accounting, database and program staff to ensure that all foundation and grant gifts are credited appropriately in the transit system or OTA's accounting systems and used according to guidelines.
- Develop and implement special grant and donor events as needed.
- Obtain publicity as necessary for grants by working with transit system's and OTA's marketing and communications teams.
- Maintain current grant information in OTA's database, including key grantor and foundation contacts, proposal details, grantor and foundation summaries and upcoming deadlines.
- Track the status of requests for funding and follow up when necessary.
- Assist transit systems in navigating the procurement process as required by grants, donations and state and federal laws and regulations.
- Understand the state transit contract procurement process and assist transit systems and OTA members in navigating through the system.
- Prepare Request for Proposals.
- Present ideas which can improve the transit systems' procurement processes.
- Staff appropriate OTA committees as needed.
- Participate in other duties as required by the OTA Executive Director. This position will involve responsibilities outside the traditional work week.

Education and Experience: Bachelor's degree (B.A. or B.S.) from a four-year college or university with at least two years of related successful experience in nonprofit fundraising or marketing as it relates to revenue generation. Experience in grant-writing, research and procurement preferred. Knowledge of public transit is desirable but not required.

Language Skills: Excellent written and oral communication skills. Ability to read, analyze and interpret general business periodicals, professional journals and technical procedures. Ability to write detailed foundation related materials, including grant applications, reports and correspondence in a manner that is easily understood. Ability to effectively present information. Ability to appropriately answer questions regarding funding requests from transit system and OTA staff. Ability to appropriately answer questions from foundation program officers, grantors, donors and corporate leaders regarding OTA's operations and programs.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or schedule form.

Personal Characteristics and Professional Requirements:

- Integrity, enthusiasm, perspective, flexibility and strong work ethic.
- A desire to be part of an innovative, entrepreneurial organization with the ability to prioritize, move quickly and maintain strong follow-through in a dynamic environment.
- Excellent writing and oral communication skills; the ability to understand and translate information for intended audiences with clarity and precision.
- Strong computer and technical skills.
- Exhibits organizational skills and time management to follow time schedules, work plans, and meet deadlines.
- A deep appreciation for, and an ability to articulate, the mission of OTA.
- The intellectual depth, maturity, wisdom and collaborative skills to garner the trust and confidence of transit leaders, grantors, donors, volunteer leaders, community leaders, staff and other constituents.

- Ability to work both remotely from home and in an office setting.
- Willingness to travel statewide and nationally.
- Excellent interpersonal skills with a demonstrated ability to work well with people at all levels and a strong commitment to teamwork.

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OTA & Secretary Gatz Thank Transit Operators



In a special video tribute to open the 2020 OTA Annual Conference & EXPO driven by GreenPower Motor Company, OTA and Oklahoma Secretary of Transportation Tim Gatz thanked the state's transit operators for their dedicated service during the COVID-19 pandemic,

"Thank you to everyone in Oklahoman's public transit industry. The drivers, the dispatchers, the mechanics and the administrative staff for your hard work and commitment during this COVID-19 crisis," Gatz said. "Your tireless efforts have provided Oklahomans - rural and urban - with essential transportation services to meet their critical needs like getting to medical appointments, to work, to grocery stores and the pharmacy."

To see the full video and photos from the transit works from across the state, [click here](#).

CWI Takes Clay Shooting Title

Team CWI Digital Systems Clay Shooting walked away with the win at the 2020 OTA Clay Shooting Tournament presented by Creative Bus Sales. The Tournament was held in conjunction with the 2020 OTA Annual Conference & EXPO driven by GreenPower Motor Company.

The Team of Chris Ishmael (CWI Digital Systems), Darryl Glaser (CWI Digital Systems), Taylor Johnson (City of Norman Transit) and Gilbert Nuncio (Red River Transportation Service) bested the other nine teams to win the high point belt buckles. Nuncio also won the high point individual award.

Winning the prestigious award for last place team was Team LiquidSpring comprised of Travis Ward (LiquidSpring), Misty Blair (First Capital Trolley), Chontelle McLaughlin (Lawton Area Transit System) and Brian Stillwell (Comanche Nation Transit).

Thanks to the vendor teams and captains for a fun day:

- Team Creative Bus Sales, Captain Ryan Frost
- Team Creative Bus Sales, Captain Brent Roy
- Team GreenPower Motor Company, Captain Brendan Riley
- Team GreenPower Motor Company, Captain Ryne Shetterly
- Team Ecolane, Captain Susan Starwalt
- Team LiquidSpring, Captain Travis Ward
- Team Routematch, Captain Cody Cornwell
- Team CWI Digital Systems, Captain Chris Ishmael



- Team INSURICA. Captain David Cooper
- Team Q'Straint/Sure-Lok, Captain Dan Flynn (ARBOC Speciality Vehicles)