



SETran

*Advocacy, Coordination, Education, and Information
for Transit and Mobility for Southeast Colorado*

www.setran.net

719-931-3100

September 2022

Meetings

9/1 10 am

CDOT Monthly Meeting

9/6 8:30 am

Transit Mobility Manager Weekly
Discussion

9/13 8:30 am

Transit Mobility Manager Weekly
Discussion

9/20 8:30 am

Transit Mobility Manager Weekly
Discussion

10/6 10 am

CDOT Monthly Meeting

10/26 8:30 am

SETran Quarterly Meeting

10/26 TPR Training @ 10 am

Trainings

9/16 Situational Awareness

9 am La Junta, CO

9/27-9/30 CASTA Conference

Snowmass, CO

10/14 Busing on the Lookout

Webinar 10 am

Deadlines

**Make sure to
Nominate your
Transit Driver of
the Quarter.**

[https://
forms.gle/75qzcJKEoWnMJyCH9](https://forms.gle/75qzcJKEoWnMJyCH9)

National News

Waking Up to Rural Transit Day

SETran celebrated Rural Transit Day by waking up Southeast Colorado to regional transit. We visited over 29 cafes and coffee shops across Bent, Baca, Crowley, Kiowa, Otero and Prowers Counties. We distributed coffee cups along with trifolds to spread awareness about rural transit in our communities, and we were able to educate individual about our regional transit.



Did you know that 19% or nearly one in five Americans live in rural areas? Although 81% of the population lives in urbanized localities, road fatalities are nearly twice as high in rural areas when compared to urban areas. Additionally, eighty percent of railroad crossings in rural areas do not have active warning devices. This results in higher fatalities of rural dwellers. These issues help mark the importance of having a national holiday that helps find a solution to these pressing issues and brings them to light.

According to statistical records, 63 million Americans live in rural areas, and most of the people living in rural areas do not own a vehicle as opposed to the urban areas. Having a system to provide them with the essential transport services can help uplift their quality of life. In 1979, the Federal Transit administration recognized this issue and began to fund transit systems in rural areas where the population was below 50,000. The National Rural Transit Assistance Program was created in 1987 to facilitate better transport services and to ensure safety, efficiency, and effective use of public transport.

Private vehicles are sparse in most rural areas, and most of the people depend on public transport to reach their nearest supermarket, which could be miles away, making even the basic necessities hard to access on foot! In 2005, nearly nine percent of public transportations were used for medical purposes in rural areas with than 200,000 population. Rural transits work under total commitment and a pledge that focuses on unique needs and equal services of the rural and tribal passengers. They intend to make a difference in rural areas where transportation and portability are major problems for their inhabitants. Rural transit plays an important role in providing services to a vulnerable population.

Thirty-two years after its inception, the Nation Rural Transit Assistance Program announced the Rural Transit Day on July 16 to recognize the work of transit agencies for passengers and staff. The holiday observes the efforts to improve the lifestyle of

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your CDL Training
Needs!**

State Transit News

Busing on the Lookout in Colorado

Human trafficking — or modern-day slavery — is the exploitation of human beings through force, fraud, or coercion for the purposes of commercial sex or forced labor. There are an estimated 40 million victims of human trafficking globally, including thousands of school-age children in the United States. In 2019, there were 347 victims identified in the state of Colorado via the National Human Trafficking Hotline alone.

Pimps and traffickers recruit out of schools, online, in shopping malls, as well as the streets and other locations, including bus stops and terminals. Some child victims of trafficking will continue attending school during the day and riding the school bus even while they are being trafficked or groomed at night. With nearly half of Colorado school children riding the bus daily, school transportation has a key opportunity to identify and interrupt grooming and/or child trafficking.



With over six thousand school transportation professionals in Colorado and thousands of students being transported each day, school bus drivers are in a unique position to help the fight against human trafficking. School bus drivers see students almost every day as they transport them between home and school, and are in a great position to see if new or different people are waiting to pick up a student at the bus stop or at school. School bus drivers are often keenly aware of changes in students' behavior, moods, physical appearance, and attendance. They may also observe red flags such as an inappropriate dress for the weather or school, bruising or physical trauma, and markings or tattoos that could be a pimp's branding.



Busing on the Lookout is on a mission to train every school transportation professional in North America on how to recognize and report human trafficking in their everyday jobs. If every school transportation employee could be trained to identify the signs of human trafficking and report it effectively, imagine how many victims could be recovered, and how many traffickers could potentially be arrested!

Contact us today if you would like to attend our free BOTL Webinar on October 14 @ 10am. We look forward to hearing from you!

SETRAN Local News

Train the Rider: Next Generation

On August 11, 2022, La Junta City Transit, SETran and CASTA celebrated Growing the next generation of riders with Little Treasures Day Care and First Impressions Learning Center.

Each child who rode the bus for the summer received a t-shirt, a fanny pack, a water bottle and either a live gold fish or a tarantula (not live!). Pictures and videos were shown that highlighted the kids, some as young as 2, getting on the bus and paying their fare or getting a ticket punched.

Come help us celebrate

Growing the Next Generation

of transit riders!



August 11, 2022
1:00 p.m.

La Junta Senior Center
102 E 2nd Street



ZERO FARE
We'll get you There
August 2022

It is our hope that we have helped grown the next generation of transit riders so when these children become adults and may be dependent on public transit, they can look back on this past summer's experience and not be intimidated by public transit.

Zero Fare August Ridership Updates

- Durango Transit has seen a 33% increase over 2021 and 4% over 2019.
- La Junta ridership is up 31% with many new riders.
- City of Fountain is up 35% the beginning of August with continued increases.
- Pueblo is currently up 59% from August 2021.
- Northeastern Colorado Association of Local Governments has seen a 17% increase in early August.
- Prowers Area Transit has seen an increase of 26%.
- Archuleta County has increased 20%.
- Bent County GATS' ridership is up 28%.
- Mountain Metro has seen a 48% increase over 2021.
- Southern Colorado Community Action Agency/RoadRunner Transit has seen an approximate 40% increase for their deviated fixed, DAR, and ICB programs.