

KPTA

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NEWSLETTER

1999 KPTA\KyTC Conference

Moving Kentucky into the 21st Century

The 1999 KPTA\KyTC Conference was held in Paducah on September 14-16, 1999 at the Executive Inn.

This year's conference theme was "Moving Kentucky into the 21st Century".

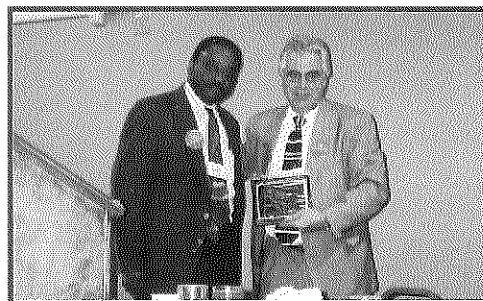
The activities began on Tuesday with the annual golf tournament at the Drake Creek Golf Course in Ledbetter.

In the evening the opening reception and dinner was held at the Paducah Executive Inn. KPTA President Barry Barker welcomed everyone and expanded on the advances that had been made in transportation from the last biennium. Barker said, we will continue our efforts for the next biennium.

On Wednesday morning the Office of Transportation Delivery addressed the KPTA Conference.

They discussed the following: over the road bus accessibility/intercity, tripper service, new DBE rule, new drug and

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Beecher Hudson, KPTA Past President, presents Barry Barker, KPTA President with a gift of appreciation for his services.

Bourne and Fuqua inducted into Transit Hall of Fame

The first annual Transit Hall of Fame inductees were announced at the 1999 KPTA/KyTC Conference.

Vickie Bourne (Office of Transportation Delivery) and Buddy Fuqua (GRITS) were the first inductees into

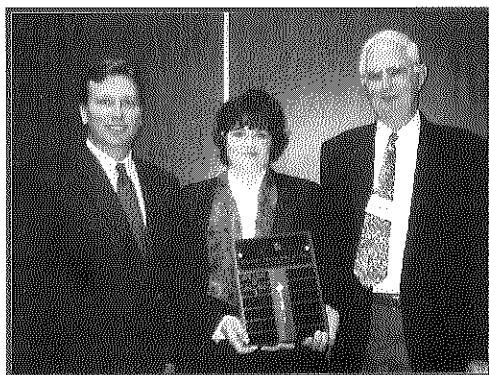
the Transit Hall of Fame.

Their transit peers nominated Bourne and Fuqua for the honor.

Deputy Transportation Secretary, Kevin Flannery presented the awards.

Flannery said, "Bourne has truly been an advocate for public transportation in Kentucky. She has helped KYTC and the State realize that transportation means more than just roads. Among a select few in the State, this person helped the long expressed dream of putting Non-Emergency Medicaid Transportation under the Transportation Cabinet become a reality. Any public transit operation in the state can appreciate all she has done. They knew that through the years, she has sacrificed her time, energy, and self to the dedication

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Kevin Flannery, Vickie Bourne, and Buddy Fuqua.

KPTA Next Meeting, January 28, 2000
Breakfast at the KBT Conference in Frankfort
KBT Conference Details in the next KPTA Newsletter

Those LexTran Drivers Win Again

The South West Transit Association (SWTA) announced its Spotlight Award winners during the SWTA Marketing Training Seminar held at the Chateau Sonesta Hotel. First place winner, The Lexington Transit authority in Lexington, submitted their LexTran After Dark campaign. The campaign used television, radio, bus boards and newspaper, and targeted 3rd shift workers and other Lexington residents. Singing LexTran Bus operators introduced new nighttime bus service in Lexington. These singing drivers really do drive LexTran buses and first gained notoriety in a campaign two years ago entitled We'll Be Around. That campaign won first place in the SWTA Spotlight Awards in 1997. "Those LexTran drivers" are back with a new song, a new look, and new service. LexTran Director of Marketing Jenny Williams accepted the award.

Transit Authority entitled Zbus. This campaign raised money and awareness among college students for Big Brothers Big Sisters of the Bluegrass. A disk jockey from Z103 (local radio station) lived on a LexTran bus for a week. People visiting the bus at different locations made donations. Merchants provided coupons, and discount specials for those who donated. The disk jockey advertised that he could not take a shower until he had raised \$1,000. The promotion raised a total of about

\$5,000 for the charity.

LexTran has also been recognized in the Annual PRSA East Central District Round-Up Awards Competition for excellence in public relations programming. Their entry LexTran After Dark, Z-Bus received First Place in the Community Relations Programs, Bureaus and Agencies Division. According to Dr. Betty J. Pritchard, APR, Professor of Communications at Grand Valley State University and the awards program Chair, "this years awards program had strict criteria with tough competition among a record 133 entries." She said, "LexTran's achievement is a significant one that is highly respected by your peers." The standards of excellence you have demonstrated benefit our entire profession."

The LexTran After Dark promotion also won The Copy Klatsch Golden Mug Award for outstanding advertising created in Kentucky and an ADDY Citation.



LexTran singing bus drivers win the Transit Spotlight award.

SORTA, TANK Enter Agreement On Light Rail

The Southwest Ohio Regional Transit Authority recently entered into a legal agreement with the Transit Authority of Northern Kentucky that will allow the two transit systems to jointly develop and build a light rail system or other transit alternative on both sides of the Ohio River.

The greater Cincinnati area is in the preliminary engineering phase of a light rail project. The proposed light rail line would connect the Greater Cincinnati/Northern Kentucky International airport to the northeast suburbs of Cincinnati along the heavily traveled I-71 corridor.

"The interlocal agreement establishes the foundation for joint transit operations and illustrates SORTA's and TANK dedication to finding regional solutions," said Edward Babbitt, president of the SORTA Board of Trustees. "SORTA is proud to partner with TANK in this way, and we're looking forward to a beneficial relationship, for our organizations and the communities we serve."

"If we do not plan for tomorrow, we will not be prepared for the inevitable challenges that increased traffic congestion and pollution will cause," said Mary Fisher, a member of the TANK board. More highways are simply not the answer. A regional public transportation infrastructure must be developed, funded, and implemented in a way that maintains responsiveness to local issues."

SORTA operates Metro service in four Ohio counties, providing about 29 million rides per year. TANK operates in three counties in Kentucky, providing about four million rides annually.

TARC kicked off Ozone Buster Fare Campaign

On June 30, TARC kicked off the Ozone BUSTER Fare campaign at Festival Plaza in Waterfront Park. Joining in the celebration was TARC Executive Director J. Barry Barker, Jefferson County Judge Executive Rebecca Jackson, Louisville Deputy Mayor Milton Dohoney, and Art Williams, district director of the Air Pollution Control District of Jefferson County. News of the campaign kick off was carried on all local television stations - WHAS-CBS, WAVE-NBC, and WDRB-FOX.

The Ozone BUSTER Fare, which went into effect July 1, was a reduced fare of \$.25 that was available until August 31. TARC was able to make this reduced fare available through a federal grant dedicated to reducing traffic congestion and improving air quality in communities across the country. Motorists in Jefferson County drive more than 21 million miles every day, and emissions from cars and trucks are regarded as the single largest source of the pollution that causes ground-level ozone.