

- RTAP COMMITTEE SCHEDULED TO MEET MONDAY, MAY 4.
- NEXT KPTA MEETING THURSDAY, MAY 28 AT TANK IN FT. WRIGHT

KPTA NEWSLETTER

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April 1992

KYTC AND KPTA JOIN TOGETHER FOR TRAINING

MANAGERS TRAINING SESSION SCHEDULED FOR JULY

CTAA's, Ream Lazaro will be in Kentucky July 15 - 17, to hold a "Transit Managers Training" course at the Quality Inn Riverside in Covington.

The session, which is sponsored by KyTC and KPTA is highly informative and beneficial for even the most seasoned transit professional.

Registration for the three day session is \$25 and will be held to the first 30 respondents. Accommodations, breakfasts, breaks and lunches will be paid by KyTC.

15 rooms have also been reserved for Friday evening for anyone to stay over and/or go to the Reds versus the Cardinals game. Of course, all expenses past check out time Friday afternoon must be self-paid. FTSB will handle ticket purchases for anyone interested.

To register for the training please contact Ned Sheehy at 606-233-0066.

TRAIN-THE-TRAINER SESSION SCHEDULED FOR OCTOBER

Ream will return to Kentucky, October 21, to hold a three day train-the-trainer session. KPTA wants your input to determine a place to hold the training.

Registration for the training will be held to the first 20 respondents.

Details will be forthcoming in later editions of the Newsletter.

For information or to register for the training please contact Ned Sheehy 606-233-0066.

KENTUCKY TRANSPORTATION CENTER'S "TRANSPO" IS SCHEDULED

KTC has combined the Transportation Forum with a public transportation tradeshow and exposition to create Transpo.

Industry professionals, federal and state administrators, municipal leaders and concerned citizens will converge on Lexington to learn and share transportation related information over three days.

Mark your calendars to attend Transpo, September 28 - 30. For registration information call 606-257-4519 or 800-432-0719.

TRANSPORTATION IS EVERYONE'S CONCERN

Efficient and reliable public mass transportation is a necessity in today's troubled economic times. In many areas of the country hard hit by the recent recession, this is more true than ever. Southeastern Michigan, so devastated by the erosion of the American Automobile industry, is a prime example. The Greater Detroit area regional bus service, Suburban Mobility Authority for Regional Transportation (SMART), is however, quickly drifting into the oblivion of budgetary uncertainty. Without reliable and consistent funding, SMART will be unable to continue to bring transportation to the hundreds of thousands of workers who need it most.

This situation has led the Metropolitan Affairs Corporation (MAC), the operating force behind SMART, to elevate public transportation high among the region's list of priorities. MAC found that the vital role public transit plays in the overall economic stability of the community, justifies holding the private sector accountable for some mutually shared assistance. The Chairman of MAC, Stephen Ewing, goes as far as to say, business and labor must help support a regional bus system-both pragmatically and financially.

In the rural counties of Kentucky, tied to population centers, one can not help but wonder if industry would not benefit by working to tap into such an obvious resource.

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TRANSIT SYSTEM "SORTA" CLOSE TO KENTUCKY WILL RUN 20 ACCESSIBLE BUSES.

On April 13, The Southwest Ohio Regional Transit Authority (SORTA) began operations with 20 wheelchair lift-equipped buses on a number of its routes. The lift-equipped buses have two securement areas for wheelchairs and the front lift will accommodate even an electric scooter. These vehicles will operate seven days a week. Stops that are not wheelchair accessible will be relocated or phased out.

TRY TRANSIT WEEK 92



FROM THE PRESIDENT'S DESK

"Try Transit Week"

May 11 through 15 is "Try Transit Week". The objectives of Try Transit Week are however, not fundamentally different from the past. They are:

- Promoting transit's multiple benefits to the community you serve;
- Encouraging new riders, especially single-occupant auto commuters;
- Organizing and engaging supporters in your community; and
- Honoring both transit employees and riders, your customers.

Try Transit Week coincides with National Transportation Week. It is an ideal time for operators, and associates to team up with local supporters to promote transit use. Each day has its own theme:

Monday, May 11- Clean Air Day

Tuesday, May 12- Energy Conservation

Wednesday, May 13- Employee and Customer Appreciation

Thursday, May 14- Improved Mobility

Friday, May 15- Economic Benefits

Some of the things we can do to promote transit in our areas are: Bus cards, news releases, local activities with supporters who share your interest in improved transit service, proclamation issued by local authorities proclaiming Try Transit Week, Transit Appreciation Day to honor employees and riders.

I hope that you and your local supporters will join in carrying out a full, week-long program of events. If you need additional information, sample proclamation, sample ad copy, news releases or ad slicks, please contact me at 502 695-4290.

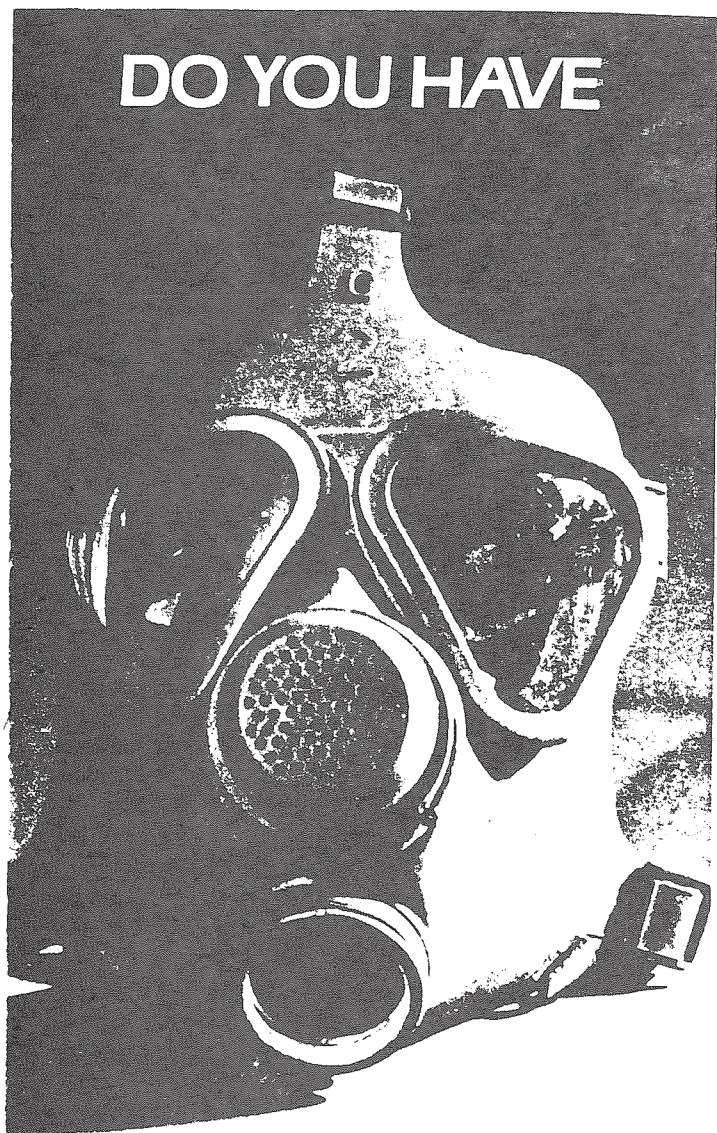
Sue Jeffers
KPTA President

Think about it..

*"Experience is what enables you to recognize a mistake
when you make it again."*

-Earl Wilson

DO YOU HAVE



AIR TO SPARE?

GAS MASKS IN NORTHERN KENTUCKY?

The Transit Authority of Northern Kentucky began running an advertising campaign in early March, which, through a print and electronic media blitz, has been receiving significant amounts of positive feedback. This campaign is focused on economic and environmental awareness as related to everyday transportation (cars, buses). Along with radio and various print ads, TANK has given life to the gas mask in their, "Do You Have Air To Spare?", advertisement. Unlike the two other TANK ads, "Do You Have Money To Burn?" and "Do You Have Time To Waste?", TANK moves to environmental health realizations of everyday life in Northern Kentucky. The Air to Spare ad features a photo of an ominous looking gas mask, plus various facts and statistics regarding cars, buses and pollution. For example:

-Are you aware that Northern Kentucky's air is already considered unhealthy?

-Can you imagine the air your children or grandchildren will be breathing in years to come if the number of cars on area roads continues to increase?

-Just one person riding TANK for a year instead of driving to work will save the environment from 77 pounds of pollutants! Multiply this figure times 40 passengers per bus, and then times TANK's almost 1000 trips per day!

This gas mask photo and information has been receiving great attention. Citizens, community organizations, and even individual city representatives have contacted TANK commending the ad. It

is truly amazing what a little reality can do to a sometimes incredibly apathetic populace.

EXERCISE AND TRANSPORTATION.

For the past two years, the Transit Authority of River City has been maintaining more than its buses. TARC has adopted a growing trend in American business of employee centered fitness and well-ness development. These programs include everything from aerobic exercise classes and weight training to nutritional and basic health education. At both of TARC's operational facilities, participation is widespread and an increasingly important part of the workday world.

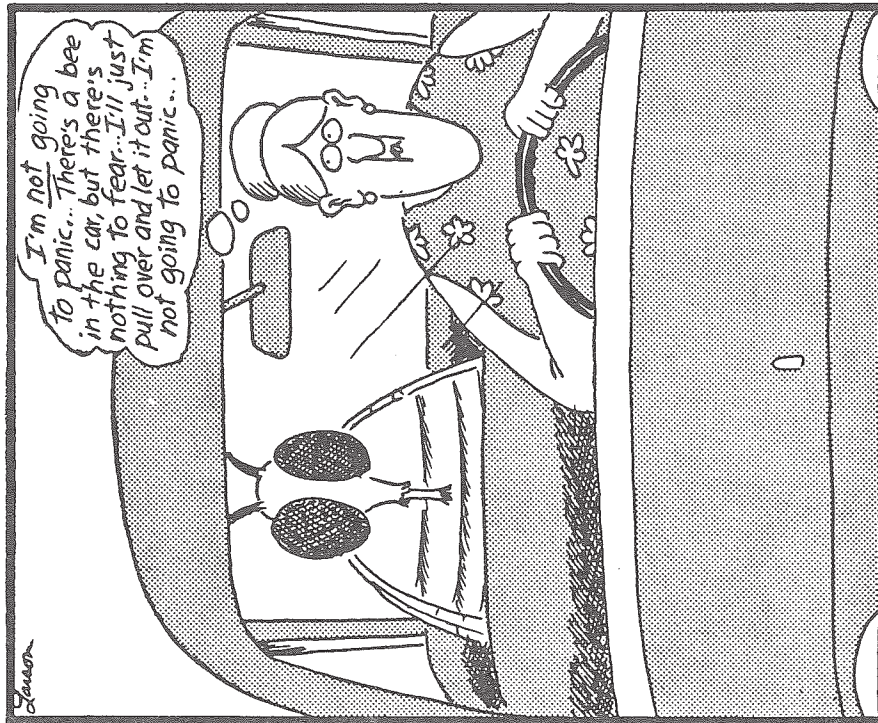
TARC originally initiated this program to increase the health and individual productivity of its workforce. However, as the program progressed, not only were the initial goals attained, strong and unplanned positive benefits began to flow throughout TARC's organization. It seemed that when employees stopped smoking or lowered blood cholesterol for example, their overall morale improved as well.

The new thought processes required for such goal oriented demands, had the side effect of bringing employees together in a common cause. These shared experiences produced greater internal communication and in some cases, new friendships. TARC found out that a healthy workforce, can in fact, be a happy one. When employees, regardless of position or stature, are able to have a common goal like their individual health, benefits to the company and customers served are bound to expand. TARC hopes that others can take their lead to develop a well-ness program. Although practical concerns, like eventual health care cost savings, can be an obvious benefit, TARC's Staff Development Supervisor suggests, a program which is preventive in nature can do no worse than giving employees a reason to have fun...and the possibilities for success are endless.

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COMMUTING FUN

In Cincinnati, commuters who spend an important part of each day aboard a Transit Authority of Northern Kentucky bus, have found a way to make riding a little less discomforting. Some 18 or so Cincinnati area residents have made their everyday trip to the city a social experience. By forming a sort of youthful club, the 9X TANK Bus Club, provides friendship and moral support to its members. They discuss not only their individual transportation situations, more importantly, they discuss each other's lives. No initiation or dues for this club, just economically and ecologically sound commuting. Pat Wilson, who just moved to the area from Utah, has made friends and feels comfortable on public transit. Consequently, her car and its pollution stay at home. TANK drivers like Diana Barhorst and Tom Brun have developed close relationships with their passengers, a key to a usable and attractive transit system. By allowing something like an everyday bus commute to be fun, the public eventually will not only fully utilize existing mass transit systems, they will be the first to support growth and community transit awareness-a necessity in modern society.



SOURCE: 1991 FAR SIDE CALENDAR

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of
the
bluegrass,
inc.