

KPTAMay/June
1998**NEWSLETTER**

Empower Kentucky Regions 8 and 12 Awarded to BUS and RTEC

Sandy Valley began June 1, 1998

Sandy Valley Transportation Services, Inc. (SVTS) began providing human services transportation delivery on June 1, 1998 to Welfare To Work, Medicaid, Vocational Rehabilitation and Department for the Blind customers. SVTS has contracted with 24 private-for-profit companies to assist with providing these services.

The Coordinated Transportation Advisory Committee (CTAC) has also awarded the human service transportation delivery brokerage to Bluegrass Community Action Agency, Inc. for Region 8 and Rural Transit Enterprises Coordinated, Inc. for Region 12. Operations for both of these regions are scheduled to begin October 1, 1998.

Proposals will be sought for other regions in the near future and will be advertised in future editions of the Sunday Louisville Courier Journal and Lexington

Herald-Leader.

By June 30, 1999 human service transportation delivery should be operating statewide and it is hoped additional human service programs will be incorporated in this coordinated system endeavor.



Elizabeth Hicks, ARC-Louisville, competes in the wheelchair testing portion of the CTAA Roadeo in Albuquerque, New Mexico on May 10, 1998. Additional photos on page 5.

TEA-21 Signed by President

President Clinton signed on June 9, 1998 in historic Transportation Equity Act for the 21st Century, the six-year surface transportation program that represents a milestone in the development of the federal transit program. TEA-21—the largest infrastructure funding bill in the nation's history—authorizes record funding for transit, an unprecedented \$42 billion over six years.

The President said, "This landmark legislation provides for record levels of investment in our transportation system while honoring the balanced budget agreement. Working together with Congress, we have built a firm foundation to move all America forward into the 21st century."

At the White House ceremony, U.S. Secretary of Transportation Rodney E. Slater said the passage of TEA-21 "proves that transportation is about more than concrete asphalt, and steel; it's about people, and about giving them the opportunity to lead better, more fulfilling lives."

The secretary continued, "TEA-21 reaffirms President Clinton's commitment to rebuilding America by providing a record, balanced investment in our highways, transit systems, and intermodal facilities."

The President's signature on TEA-21 is a "tremendous victory for all Americans," said Federal Transit Administrator Gordon J. Linton. "It invests in our future, rebuilds America's infrastructure, improves safety, protects our environment, and advances

research and technology efforts."

Linton continued, "Over the next few months, I look forward to working with our partners in the industry throughout America to clarify and bring to reality these exciting provisions in TEA-21."

The \$217 billion law, which was passed by the House and Senate on May 22, 1998 (88-5 in the Senate; 297 to 86 in the House) is a meaningful victory for community transportation and its supporters.

TEA-21's transit program is authorized at \$42 billion over six years, with a guaranteed funding level of at least \$36 billion. This guaranteed level is a 50 percent increase over actual funding received by transit during the six ISTEA years. Additional funding beyond the guaranteed level is available in transit authorizations subject to the annual budget and appropriations process.

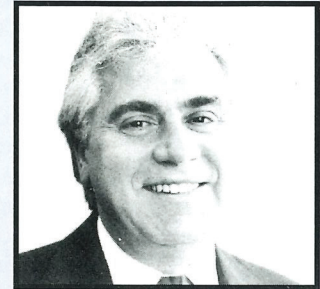
TEA-21 embodies a number of progressive policies that will assist in meeting national priorities. A key provision in the law will provide \$150 million annually for Access to Jobs programs that help move people from welfare into the workforce. TEA-21 will also make it easier than ever for employers to provide taxfree transit commute benefits, just as many have provided free parking for years. The new law will ensure that urbanized areas of all sizes have greater flexibility to use their shares as local needs dictate.

Portions Taken from Passenger Transport, Vol. 56, No. 24 & CTAA Web Site

From the Desk of the President

Dear KPTA members:

Recent initiatives at the state and federal level bode well for transit. The Transportation Equity Act for the 21st Century (TEA-21) has passed with substantial increases for both highways and transit. The Kentucky legislature provided not only funding but increased flexibility on how to use it.



The Governor's Empower Kentucky initiative provides the tools for redesigning the way community transportation is provided throughout Kentucky. The Welfare to Work initiatives recognize transportation as a key component of getting people to work, and provide the potential of additional funds for our use.

A rosy outlook, but our challenges are still with us. Our fleets are over age. We see the population aging and needing more service. Meanwhile, the demands for service outstrip the resources we have to respond. We are continually called on to manage smarter.

But we have been given a fine set of tools at both the state and federal level to respond and do what we have been doing - and that's being creative. The phrase "thinking out-of-the-box" is not new. I would submit, however, that we have some real opportunities to do just that and to shine in the coming months and years.

Some steps we need to take. We need to establish a solid partnership with the state, specifically the Kentucky Transportation Cabinet, to ensure that the guidelines under development for TEA-21 take into consideration and facilitate meeting Kentucky's transportation needs. We must work jointly with the Transportation Cabinet to craft a proposal and application for TEA-21's "Access to Jobs" funding for Kentucky. We need clear communication between all parties to ensure that the promise of Empower Kentucky is realized.

We all feel stretched to the breaking point but these opportunities are awesome. If we do not rise to the occasion and show what we can do, the chance may not come again.

We're on a roll - let's keep it going. The promised land is in sight.

J. Barry Barker, KPTA President
Executive Director
Transit Authority of River City (TARC)

PATS Driver Becomes Star Ambassador

This time of year is one of Thomas Todd's favorites. The Paducah Area Transit System driver has been shuttling buses between the Executive Inn and Kentucky Oaks Mall during the quilt show for the past four years.

For the amiable bus driver, the show is an adventure in international diplomacy. He is a kind of ambassador, welcoming visiting quilters to Paducah and inquiring about their nationalities.

**Paducah Area Transit
(PAT) Transported
23,786 Passengers
Wednesday through
Sunday.
PAT leased three buses
from TARC and three
from TANK.**

Community Action of So. Kentucky Sponsors "Transportation Day"

The Warren County Senior Program and Head Start Program of Community Action of Southern Kentucky combined efforts to sponsor a "Transportation Day" on Thursday, April 30 from 10 am to 2 pm.

The event was held at Ray's Tobacco Warehouse on Louisville Road in Bowling Green with several modes of transportation being provided for display. Besides a transit vehicle, of course, there was a fire truck, a wagon with a team of horses, a corvette, a large bus, motorcycles, a bucket truck, a vintage 1950's police car, and a dump truck.

Also on hand to provide transportation information were the Crash Test Dummies, Vince and Larry. Represented by employees from the Department of Highways, District #3, these well known advocates of seat belt usage handed out coloring books to most of the 500 children who attended the event. Attendance overall was estimated at 700 people.



Larry the Crash Dummy with the children at the Transportation Day in Warren County.

"We get ladies from Austria, France, Brussels, China, Japan, England and Australia," he said.

Sometimes there is a language barrier, but it is not a problem.

"You just look at them while they talk, and figure out what they want," he said.

He had a passenger from India, who was in Paducah for the first time. "She's not too good with English yet, but she said she would get better."

In broken - or in some cases, very cultured - English, quilters tell Todd where they want to go. Top priority: Hancock's of Paducah. Then they ask to be taken to the Rotary Antique Quilt Show and to downtown restaurants.

There are new faces every year, but, said Todd, "I think most come back year after year. Some have said this is their 11th trip."

The PATS drivers occasionally go above and beyond the call to duty. Last year, a quilter became ill while riding the bus, and Todd made a special trip to return her to Fern Lake Campground, where she was staying.

One of his passengers, a Michigan quilter who was staying at the Executive Inn with a friend, became ill and had to be hospitalized. After taking her to the hospital, Todd returned to the hotel to pick up the friend and take her to the hospital to visit.

"We'll bring her back to the Inn when she is released," he said.

PATS Administrative Assistant Kim Adair told of a driver who spotted two quilters walking along U.S. 60 one evening. Stopping, the driver learned that the women had walked from their motel to the Outback Restaurant for dinner and were lost; they did not know how to return. Another driver was summoned by radio, and the women were picked up and returned safely home.

Dramatic incidents are only occasional, though. Said Todd of his shuttle experience, "It's hilarious. I enjoy every minute of it. I look forward to it. I love these crazy women." The feeling seems to be mutual.

Said Jimmie Burrows of Jacksonville, Fla., "I would give (PATS) an A-plus."

Taken from The Paducah Sun

By Pat Brockenborough

*KPTA Meeting
July 14, 1998
TARC in Louisville
12 noon Lunch*

Tank Adds SOUTHBANK SHUTTLE to Serve Northern Kentucky and Cincinnati Riverfronts

The Transit Authority of Northern Kentucky (TANK) implemented Riverfront service via the *SOUTHBANK SHUTTLE* on May 6, 1998.

The *SOUTHBANK SHUTTLE* will serve as a link between the Southbank cities of Bellevue, Covington and Newport and the city of Cincinnati. The Shuttle travels a fixed route to all of the entertainment and restaurant districts in each city, seven days a week.

Hours of operation are every 20 minutes from 10 a.m. to 10 p.m., Sunday through Thursday and every 15 minutes from 10 a.m. to 1 a.m., Friday and Saturday. The Shuttle operates a loop in a counter-clockwise and clockwise direction simultaneously between the cities of Cincinnati, Covington and Newport, stopping at all the main entertainment and hotel districts in the three areas. A *SOUTHBANK SHUTTLE STOPS HERE* sign marks each stop.

Fare is 25 cents per ride, or a Southbank Shuttle

token.

TANK has brought a new type of vehicle to Northern Kentucky for the service; the Orion II. This low-

floor vehicle seats 22 passengers and is fully accessible to passengers with mobility impairments.

"We wanted a different look for the Shuttle so that people living, working in and visiting our Riverfront would be able to easily access it. The vehicle looks fun and is easy to use. That is the idea behind the entire loop — to get to the area's entertainment spots easily, without having to drive," stated Mark Donaghy, TANK General Manager.



TANK's began operation of the "SOUTHBANK SHUTTLE" on May 6, 1998 along the riverfront of Cincinnati and Northern Kentucky.

TANK added the route in response to the many attractions that have opened in the area and those which are scheduled to open in the next two years. The Southbank Partners, a group of community and business partners working to vitalize the Northern Kentucky riverfront, have made transportation on the Riverfront a priority and have offered many resources to ensure the success of the shuttle. With the construction on Fort Washington Way, the shuttle will also add another transportation alternative to commuters and visitors looking for a way to avoid driving between Riverfront cities.

The *SOUTHBANK SHUTTLE* is funded by TANK, through the Fiscal Courts of Boone, Campbell and Kenton counties.

The *SOUTHBANK SHUTTLE* began service on May 6 with a two-part kick-off celebration. The first kick-off took place at lunchtime at Fountain Square in Cincinnati, Ohio, with a special event for downtown workers involving the mayors and officials from each of the cities involved. That evening the Shuttle Launch went off with a bang as business-people from Cincinnati, Covington and Newport gathered to ride the shuttle and visit the restaurants on the route. Another theme for the evening was "Be a tourist in your own town."

Demand for a riverfront circulator service began to arise as business and community leaders firmed plans for the Southbank — the three cities on the southern bank of the Ohio River in Northern Kentucky. Plans in the works include an Aquarium, the Millennium Monument (scheduled to open December 1999 to ring in the year 2000), the Woodstock Cafe, and the Northern Kentucky Convention Center. The shuttle will be used by tourists and conventioners to visit the entire greater Cincinnati Riverfront area at a low price, and by people living and working on or near the route to go to lunch, dinner, or to one of many emerging shopping and entertainment districts.

BRLOO Receive new Vehicle

On March 17, 1998, the Barren River Local Officials Organization, Inc. received a 1998 Ford E-350 Phoenix RV Cutaway. The vehicle is lift-equipped and can accommodate 14 passengers with two of those positions being wheelchair accessible. Through the 5310 application process, of which BRLOO is the lead agency for the Barren River Area, Community Action of Southern Kentucky received this vehicle.



Pictured above with the new vehicle is Sheila LeGrand during "Transportation Day." This event was sponsored by the Warren County Senior Program and the Head Start Program of Community Action of Southern Kentucky. Sheila works with the Head Start Program and C.A.R.T.

Kentuckians Enjoy CTAA Activities in Albuquerque



Chuck Steinhof, ARC-Louisville, admired the fish in the tank at the Albuquerque Aquarium on the Big Night Out at the CTAA Conference.



From left to right, Shirley Cummins, RTEC, Vickie Bourne, KyTC, Robin Croley, KyTC, Sue Jeffers, BUS, and Pam Shepherd, FTSB, on the trade show at the CTAA Expo.



Shirley Cummins (left), RTEC, and Sue Jeffers (right), BUS, during a lunch break at the CTAA Conference.

FTSB and KyTC have training materials, vehicle specs, and computer software information for transportation. Everyone is welcome to any information collected at the CTAA EXPO.



Vickie Bourne and Robin Croley discussed transportation issues on the trade show at the CTAA Expo.



Beecher Hudson and Chuck Steinhof with the ARC-Louisville during the opening session of the CTAA Conference.

CTAA Community Transportation EXPO '98 held May 10-15

CTAA's Community Transportation EXPO '98 was held in Albuquerque, New Mexico on May 10-15. Albuquerque is known as the Land of Enchantment, is framed by the Sandia Mountains. These mountains, combined with the desert to the Southeast is a complete picture.

Sue Jeffers, with BUS, Beecher Hudson and Chuck Steinhof with the American Red Cross in Louisville helped with the CTAA Rodeo. Elizabeth Hicks, KPTA's Rodeo winner and employee from the American Red Cross in Louisville participated in the CTAA Rodeo.

CTAA Executive Director Dale Marsico was the keynote speaker for the opening session. He visualizes victory with tough legislature and building into 21 century with systems for the American people.

The EXPO's trade show had over 120 vendors, manufacturers and consultants on the floor to hand out materials and answer questions.

On Thursday, May 14, 1998 three U.S. Senators were

honored by CTAA for their commitment to community transportation.

I'm very appreciative of what CTAA does to raise the visibility of these badly needed transit programs," said Tom Johnson, a Senator from South Dakota. "We need quality affordable, available transportation programs."

Craig Thomas, a Senator from Wyoming spoke about changing the transit funding formula: "Eight states get 60 percent of the funding, we have an opportunity to make sure that all of the country meets its unmet transit need."

Lastly, Carol Moseley-Braun, a Senator from Illinois said, upon receiving the first Dr. Aaron Henry Award, "It is vitally important that people have the opportunity to get to work in all kinds of communities.

Author Jane Holtz Kay spoke about the importance of transportation options and the folly of car based planning. She has written a book, *Asphalt Nation: How the Automobile Took Over America and How We can Take it Back*.

Rowland Selected to Head LexTran

The Transit Authority of the Lexington-Fayette Urban County Government (LexTran) has selected Stephen D. Rowland to serve as the Authority's Executive Director. Before becoming an employee of the Transit Authority, Rowland was a management contractor for DAVE Transportation Services, Inc., under contract with LexTran. He held the position of LexTran's General Manager.



Stephen D. Rowland

"Steve Rowland has done an outstanding job restoring public confidence in LexTran especially with regards to it's efficiency and effectiveness in providing quality public transportation to the Bluegrass community," said incoming LexTran Board Chairman Rick Christman. "LexTran needs strong, fiscally responsible management to bring order and consistency in service delivery. Under Steve's leadership, we are confident the agency will provide Lexington and the surrounding area with a public transportation system that is second to none."

During his tenure as General Manager, Rowland has increased service frequency and expanded routes producing a 30% ridership increase in FY96-97 and a nearly 14% ridership increase in FY97-98. In fact, in the past year LexTran has provided nearly one million more passenger trips than in FY95-96. He has been successful in securing funding for the purchase of eight new Nova Buses that should be delivered later this year and for a bus rehabilitation project where 15 buses went through total rehabilitation and the entire LexTran fleet was made wheelchair accessible.

Rowland's leadership has not gone unnoticed by

the Lexington community. A survey following service improvements showed that excellent ratings for overall service sky rocketed while poor ratings plummeted. Additionally, the number one attribute rating became "deserves support from the community as a whole" a goal Rowland has had since joining the Authority.

Among Rowland's goals in the next year are expansion and improvement of LexTran's night service, Sunday service, and improved customer information and convenience.

Prior to working with DAVE, Rowland worked with the Potomac and Rappahannock Transportation Commission (PRTC) in the restructuring and management of the COMMUTERIDE Commuter Bus System and in the design and development of the Virginia Railway Express. Rowland has over twenty years of practical operating and planning experience in the public transportation industry including management assignments for both public and private agencies. He holds a Bachelor's degree in Urban and Regional Planning from Eastern Kentucky University in Richmond, Kentucky.

"Steve's comprehensive and innovative approach to addressing issues will position LexTran to deal effectively with the Bluegrass area's growth and transportation challenges," said LexTran outgoing Board Chairman Ted Holcomb.

LexTran operates 42 buses on seven fixed routes with commuter service to Nicholasville, Kentucky. It also provides funding for Wheels Paratransit Service, van pools, and ridesharing services. The system provided nearly 3 million passenger trips in fiscal year 1998.

Gatwood Appointed TANK Manager of Planning

Lisa Gatwood has been hired as Manager of Planning for the Transit Authority of Northern Kentucky, bringing the Authority 10 years of transportation experience.

Gatwood has been with Ryder/ATE, a Cincinnati-based Transportation management company for the past 10 years, serving in various capacities. She spent two years at the Human Needs Planning Council, in Butler County, Ohio, and six years of Management Consulting of various transit systems. Most recently she was in Louisville, Kentucky, serving as Director of Operations for TARC3, the Transit Authority of River City's paratransit reservation and scheduling department.

Gatwood plans to continue to implement TANK's current strategic plan and to expand it by evaluating the community's changing needs.

ITA to Hold Annual Meeting August 11-13

The Indiana Transportation Association (ITA) would like to extend an invitation to members of KPTA to attend their Annual Meeting. The 1998 ITA Annual Meeting will be held at the Westin Hotel in downtown Indianapolis on August 11-13, 1998.

ITA will start the annual meeting off with their annual golf outing at 10 a.m., Tuesday, August 11, 1998. This year they will be playing at The Fort Golf Resort (formerly known as Fort Benjamin Harrison). At 5:30 that evening, instead of an opening reception, they are having a picnic at Victory Field, just two blocks away from the Westin Hotel. After the picnic, they are planning to stay and watch the Indianapolis Indians take on the Norfolk Tides.

Agenda items are still in progress. In addition to their usual board meeting and social events they plan to have sessions on the Transportation Equity Act for the 21st Century, revisiting welfare to work, geographic information systems, charter bus issues, compliance with federal regulations, and marketing. They are also providing time for their business members to make presentations about new products and services.

Registration for the ITA Annual Meeting will be \$150.00 for KPTA members and a block of rooms have been reserved at the Westin Hotel for \$99.00 per night. For additional information contact Kent McDaniel, ITA Executive Director, at 812/855-8143.

Louisville's Nia Center Offers Travel Connection, Job Training

The Transit Authority of River City and the city of Louisville recently opened the Nia Center, a "one-stop facility" in the West Louisville Empowerment Zone that provides public transportation connections, job training, small business development, and access to capital funding. Federal Transit Administrator Gordon Linton, Louisville Mayor Jerry Abramson, Toussaint Hayes, Regional Director of the U.S. Labor Department; Monika Harrison, Small Business Administration Associate Administrator joined other dignitaries and community leaders at the grand opening of the Nia Center on March 19, 1998.

At a town meeting on March 14, 1996, the vision conceived by local residents, was for a central campus, in the West Louisville Empowerment Zone, that would be a "one-stop shopping facility" for public transportation connections, job training, small business development, and access to capital funding. Through the Federal Transit "Livable Communities Initiative," a grant was awarded to TARC and the City of Louisville to acquire, and transform the Tube Turns office building at 28th & Broadway into a Neighborhood Travel and Jobs Center to bring the vision to reality.

The word Nia is one of the seven principles of Kwanzaa meaning "purpose" and the purpose and mission of the center is "to provide a seamless one-stop shopping environment that builds on the strength of area residents to enhance business growth and development, to cultivate a marketable workforce, and to improve mobility through increased access to public transportation."

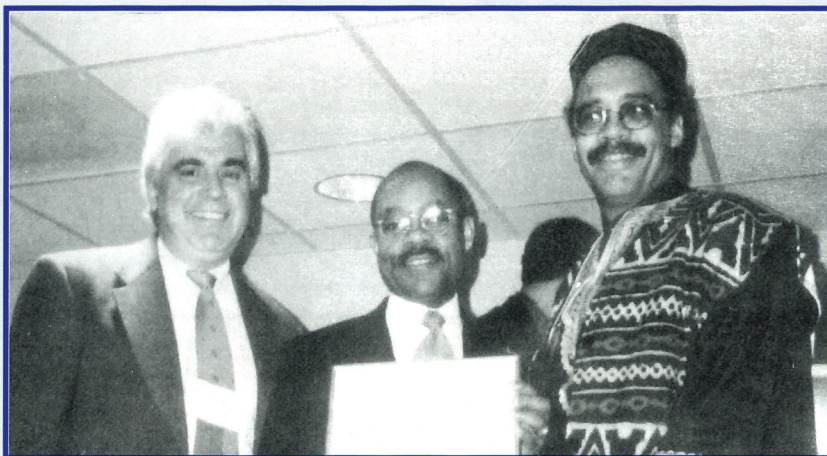
The Nia Center has won praise as a national model in which public and private forces join to improve opportunities in a low-income urban area. The center is a one-stop shopping site for career development services, transit connections to several outlying industrial sites including United Parcel

Service's worldwide sorting hub, a Small Business Administration Information office, a small business incubator, and a Community Development Bank, which lends capital for neighborhood business start-ups and development, is located across the street.

As part of the FTA Livable Communities grant, TARC purchased 10 shuttle type vehicles to provide neighborhood access to the center and to link the center to outlying employment areas. This makes the Center a focal point for public transportation service and information in the west end of Louisville.

The Nia Center is adjacent to the intersection of two of TARC's most heavily traveled fixed bus routes,

three circulator routes, and Nia Night Owl bus. Night Owl shuttle buses transport pre-registered passengers directly from their homes to their place of employment. The Night Owl Service operates 7-days a week between 11 p.m. - 5 p.m. Night Owls are designed not



In recognition of the opening of the Nia Center in Louisville, FTA Administrator Gordon J. Linton, center, makes a presentation to TARC Executive Director, J. Barry Barker, left, and John L. LeMaster, right, chair of the Louisville Empowerment Zone Community Board.

only to provide new transportation links in support of welfare-to-work programs, but also to afford greatly increased reliability to late-night workers who may rely on other employees for transportation.

TARC customer information services are available at the Nia Center. Customers and potential customers can pick up bus schedules and other informational materials, purchase monthly passes and discount tickets, and have TARC I.D. cards made. A TARC coordinator is available on site to serve as a liaison to the other tenant partners, and a liaison to the community, including employers and government agencies serving the surrounding area. The coordinator works cooperatively with employers to design and deliver specialized, cost-effective transportation services for employees living or working in the Empowerment Zone area.

Thought for the Day

Service is the lifeblood of any organization.

Everything flows from it and is nourished by it.

Customer service is not a department . . . it's an attitude.



Dallous Reed, Kentucky Transportation Cabinet, Division of Multimodal Programs, gave a presentation on Empower Kentucky to the Gateway Area Development District on April 28, 1998. Pam Shepherd, FTSB, presented the KPTA video.

The KPTA newsletter is published for the Kentucky Public Transit Association by Federated Transportation Services of the Bluegrass with the financial support of the Kentucky Transportation Cabinet's Division of Multimodal Programs and Rural Transit Assistance Program. Any comments or suggestions should be addressed to Pam Shepherd, FTSB, 1460 Newtown Rd., Suite J, Lexington, KY 40511.



Federated Transportation Services of the Bluegrass
1460 Newtown Rd., Suite J
Lexington, KY 40511