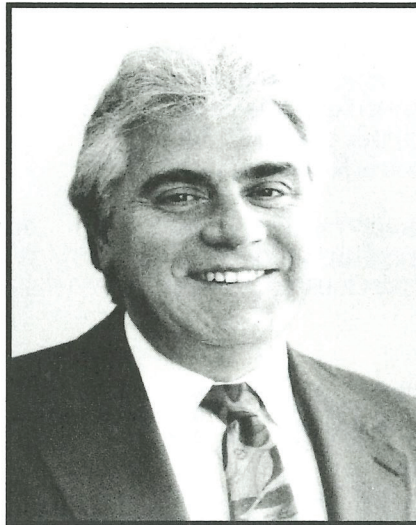


Barker elected KPTA President

J. Barry Barker, Executive Director of TARC, was elected KPTA President on November 18, 1997. The election was held during the KPTA meeting in Louisville at TARC.

Barker said, "I am thrilled at the opportunity to serve as KPTA President at this exciting time for public transportation. 1998 will be crucial with the reauthorization of ISTEA, welfare reform transportation issues, and the push for statewide community transportation funding."

Throughout my involvement in KPTA I have been impressed by the expertise and dedication demonstrated by KPTA members and by Beecher's



leadership; he leaves a tough pair of shoes to fill.

Our priorities must include continuing to communicate the importance of community transportation in every

county; gaining a seat at the table on issues that affect us, and building coalitions at all levels. I am optimistic that in 1998 we can get our message across and take great strides in improving service to all Kentuckians who deserve effective, well funded public transportation."

Gary Kitchin, General Manager of Paducah Transit Authority, was re-elected vice-president, Pam Shepherd, Executive Director of FTSB, was elected Secretary, and Jim Siebert, Assistant General Manager of TANK, was

re-elected treasurer.

Each elected officer will serve a two year term.

Record \$4.84 Billion Transit Appropriations Bill Signed

The President signed into law on October 27 the Transportation and Related Agencies Appropriations Act for Fiscal Year 1998 (PL 105-66), which provides a record high funding level of \$4.84 billion for the federal transit program in FY 1998.

The possibility remained that the President would use the line-item veto power to strike some of the bill's transit project earmarks. From the time of the October 27 signing, the President had five calendar days to send Congress a "special message" notifying it of items to be vetoed.

The federal transit program was funded under two short-term funding bills during the four weeks between the new fiscal year beginning on October 1 and the transit funding bill being signed into law.

The bill represents a \$462 million or

10.5 percent increase above the FY 1997 funding level. It provides \$2 billion for the major capital discretionary program, a 5.3 percent hike above FY 1997 funding. The 40/40/20 ratio is maintained for new starts/rail modernization/buses facilities.

Funding for the formula program is set at \$2.5 billion. The bill provides \$2.3 billion for the urbanized formula program, the bill limits operating assistance to \$150 million. Recipients in urbanized areas of less than 200,000 people will receive the same amount of operating assistance as in FY 1997. Formula capital funds are permitted to be used for "preventive maintenance" and, in UZAs with fewer than 200,000 people, for capital, planning, and operating purposes.

Continued on Page 5

President Signs into Law Six-Month ISTEA Extension on December 2

President Clinton signed into law on December 2 a bill providing a short-term extension of the federal transit and highway programs authorized under the Intermodal Surface Transportation Efficiency Act, which expired October 1.

The law allows the Federal Transit Administration to make available \$2.5 billion in funds from the Mass Transit Account of the Highway trust Fund to fund transit programs through March 31, 1998. Of this total, \$1.3 billion is for formula grants and \$1.1 billion is for discretionary grants.

Together with General Fund money made available under the Fiscal Year 1998 Transportation and Related Agencies Appropriations Act and previously uncommitted

funds, almost \$3.4 billion in transit funding will be available.

APTA estimates that the Federal Transit Administration will be able to apportion two-

thirds of the formula funds 57 percent of bus discretionary and fixed guideway modernization funds, and 100 percent of new start, planning, research, and administrative expenses. There is no deadline for obligation of the funds. The FTA is expected to issue its Notice of Apportionments soon.

The U.S. House of Representatives and the Senate approved the six-month extension last month as they raced toward adjournment.

Taken from Passenger Transport, Vol. 55, No. 48, p. 1.

LexTran Wins Three Awards for Singing, Dancing Bus Drivers

LexTran's singing bus driver campaign during fall of 1996 and spring 1997 was an overwhelming success, securing three regional/national awards, an over 30% ridership increase, the tripling of excellent ratings for the system, and a 75% market penetration.

The promotion which featured LexTran Bus Drivers singing about new, more frequent, and easier to use service was proven to be effective in getting riders on the bus, getting the audience to remember the ads and securing advertising awards. The campaign won a National MANNY Award (McCann Network of Advertising Agencies), a National APTA (American Public Transit Association) Ad Wheels Award, and an SWATA (Southwest Transit Association) Spotlight Award. In both the SWATA and the APTA competitions LexTran competed with transit systems across the nation. In all three competitions LexTran won first place in their category. The SWATA Spotlight award is a traveling award that has come to the east for the first time.

"We are especially pleased about the SWATA award" said Ms. Williams, "because it is very difficult to win an award from an association that you are not a member of and because this award has been won primarily by large transit operators in the past. Dallas Area Rapid Transit has won the award two years in a row and Seattle Metro in Seattle Washington won the year before that."

The campaign also helped secure a general ridership increase of over 30%, tripled ridership on one student route, doubled revenue on that same route, and nearly doubled UK Shuttle ridership for the year. "Of course ridership is the most important accomplishment. A campaign could win dozens of awards but if it didn't get riders on the bus it would not be successful," Ms. Williams concluded.

The campaign was successful in generating community support and approval of the system as well. Following the

campaign 45% of the Lexington Community rate public Transit as essential for Lexington as a community, 36% of the sample believed LexTran has improved service in the past year, excellent ratings of the system tripled, good doubled, and poor declined from 27% to 5.5% from 1995 to 1996. In each question those recalling LexTran advertising rated LexTran significantly higher than those who did not. Ms. Williams stated, "these are also very important points for LexTran. We will never have enough riders to support the Transit System so it is imperative that the community sees transit as important regardless of whether they use it personally or not."

Additionally, the fall survey showed statistically significant differences between respondents aware of advertising and those unaware in such attributes as frequency, varied destinations, on-time, and inexpensive issues directly addressed by the campaign. 11 of 12 tested attributes exceeded '95 ratings, with "deserves financial support" moving from #2 to #1 in highest rated attributes and "has friendly helpful drivers" moving from #6 to #2. "These difference proved that it was the Marketing Campaign that worked. LexTran has had trouble in the past justifying money in the area of marketing, so it is very important to LexTran's future marketing success that Marketing was a significant factor in LexTran's success," concluded Ms. Williams.

Finally, the campaign was successful in reaching its intended audience. 75% of those surveyed remembered seeing or hearing LexTran advertising in the three months preceding the survey and 55% of those who saw or heard the advertising could play back some content of the ad. Ms. Williams commented, "this means our media choices were correct. That was important to know in order to make smart media buying decisions in the future."

Croley Hired at KyTC

Robin Croley was hired by the Kentucky Transportation, Division of Multimodal Programs on October 1, 1997. She was hired to replace retiring Grants and Contracts Administrator Flo Parker.

In 1982 Croley graduated from Cumberland College with a Bachelor of Science Degree in Business Administration.

Croley has been an employee of Kentucky State Government since 1986 where she worked in Motor Vehicle Licenses for three years. After that position she worked in personnel for seven years.

She is married with two children Paige and Tanner and lives in Frankfort. Robin says she enjoys the outdoors and camping with her family. In her spare time she plays golf.

Croley says her new position is very exciting with Empower Kentucky coming through and really enjoys working with everyone in Multimodals. She feels very relaxed, happy and eager to learn all facets of her new job.

Some of the transit providers she will be working closely with are: RTEC, Daniel Boone, LKLP, LVCAP, SVTS, FIVCO, Cumberland Valley, Maysville Transit, TANK, TARC and LexTran.



PATS Schedule Changes Cut Ride Time

People who ride city buses can soon expect to get where they're going a whole lot faster.

Changes that are meant to make the Paducah Area Transit System more efficient should be in place by October 15, Director Gary Kitchin said.

Some riders who now wait 90 minutes at transfer points for buses and vans may see the time dramatically reduced by new bus schedules. Kitchin said the long wait is typical for people traveling from the southeast side of town to Kentucky Oaks Mall. Routes on the Southside will be

extended to include both the Indian Hills and Country Aire mobile home parks. By staggering bus-run times, waiting riders will see

buses show up with greater frequency.

"We have to cut down on the time from these points in the south to the mall area," Kitchin said. "Under the new way, we'll be able to get riders from the Southside to Paducah Community College before 8 a.m. We can get them to the mall before 8:15 a.m. That will get people who work at the restaurants there on time. We plan to give more service to people living in places like Elmwood Court, Dolly McNutt Court and Forest Hills."

The transit system has rebounded since it faced a \$60,000 shortfall earlier this year. More than 60 percent of the funding is federal assistance, almost 40 percent is from the city and some is from the county government.

About 76,000 riders used PATS in fiscal year 1996, and the number increased by 13,000 in fiscal 1997. One of the busiest of PATS' 26 years of operation was 1992, when ridership was 132,000.

"My goal is to have 150,000 riders per year in the system," Kitchin said. "With (more people working as a result of) welfare reform, I think this is realistic."

Kitchin credited the past year's increase to a "customer-driven system. We have to be customer friendly. Our jobs depend on the riders. We want people on the buses and we'll bend over backwards to get them."

***"My goal is to have
150,000 riders
per year in the
system."
Gary Kitchin,
PAT Director***

Taken from The Paducah Sun, October 1, 1997

Jeffers Speaks to UK's College of Engineering

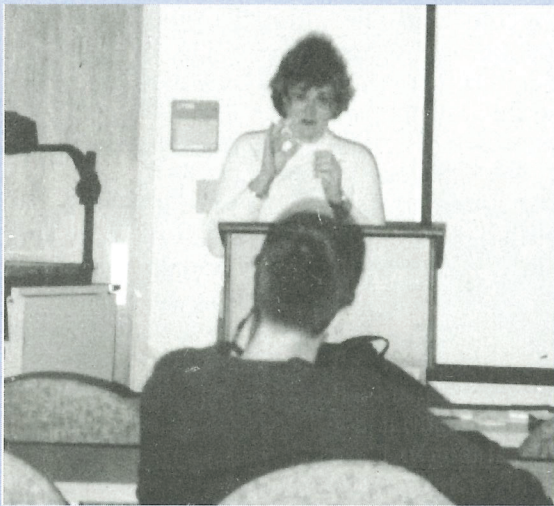
Sue Jeffers, Transportation Director of Bluegrass Ultra Transit, spoke to a group of civil engineering students on October 17. The presentation was given at the University of Kentucky College of Engineering.

These students are exposed to different speakers each week from different forms of transportation.

Jeffers explained how her system operated in 11 rural counties for public transportation. Also, she explained the different types of transit providers there are in Kentucky.

These students were not aware of how rural transit operated and what is expected of transit providers in the rural area.

Jeffers presented the KPTA video to the class to demonstrate the various transit systems in Kentucky and the need people have for public transportation.



Tarc Hosts Citizens Summit on Public Transportation Alternatives

T², the Transportation Tomorrow study being conducted by TARC, shifted into second gear October 25 with a Transportation Summit that asked people once again to share their vision on the long-term public transportation needs of the region. The Summit featured a keynote address by National Public Radio's Morning Edition host and Louisville native Bob Edwards.

Over the summer, people in the Greater Louisville area were asked through a variety of interviews, surveys and presentation, where they thought TARC should focus its transportation study. Now the focus narrows by taking a look at the types of transportation modes and routes that make the most sense.

"I have been thrilled with the interest shown by the wide variety of people who have helped us get to this point," said Barry Barker, executive director of TARC. "And I think those who have participated have been just as thrilled to see that their opinion really does count in this process."

The Summit took place at the Gheens Academy, 4425 Preston Highway on Saturday, October 25. The meeting focused on transportation-related needs and potential solutions in the South Central Corridor, which was identified at the primary study area. The area extends from Southern Indiana to the Jefferson County line near I-265, (including downtown) between the Poplar Level Area and Newcut Road.

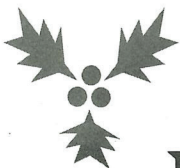
Summit participants got a chance to learn about transportation alternatives including High Occupancy Vehicle Lanes (HOV), Busways, Conventional Bus Technology, various road improvement options, Light Rail Transit (LTR), Commuter Rail, and Automated Guideway Transit (AGT)/Monorail, and see how each would serve the region.

In addition to helping determine the future look of transportation in the region, summit goers got a chance to meet NPR's "Morning Edition" host, Bob Edwards, in a brief talk and question/answer session.

"Bob brought a national perspective on ways transportation can and should impact communities," said Mary Lou Northern, Chair of the TARC Board of Directors, "his views definitely added spice to our discussions."

Throughout the Transportation Tomorrow study, TARC will continue seeking information from residents, employers, community groups, and others through a variety of public participation methods.

Once public input on "transportation alternatives" is gathered, the next step in the Transportation Tomorrow Study involves a detailed evaluation of these selected alternatives. The final step will determine the preferred strategy for the study corridor.



HAPPY HOLIDAYS



TANK Provides Connections for Employers in Area

14,000 Passengers Use Service Monthly

When business leaders at the Cincinnati/Northern Kentucky International Airport realized the root of their employment problem was affordable transportation for their prospective employees, they called the Transit Authority of Northern Kentucky. After a detailed origin-destination study was performed, a route was created to serve this need.

Today, two years after the service began, more than 14,000 passengers a month rely on transit services to get them to their jobs.

With the extreme labor shortage that has developed in the northern Kentucky area over the past few years, more and more businesses are turning to public transportation to solve some of the employment problems they face.

TANK transports 13,000 people a day, mostly commuters. According to a recent survey, 77 percent of respondents said they use the bus to travel to work.

The Transportation Solution

The airport route was the first in a series of TANK routes designed to meet the needs of employers. The authority actually had proposed the airport route to the county governments earlier, but it was not until the businesses went to the counties asking for the service that TANK received funding to operate the route.

Using a reverse commute concept allowed TANK to serve another industrial park with minimal added cost. The scheduling department took a bus from a route that was operating inbound to Cincinnati in the morning and, with minor changes, was able to create another route to provide express service from Cincinnati to the Florence Industrial Park.

"This is a perfect example of government responding to the needs of businesses," said TANK General Manager Mark Donaghy. "Because of the support to the businesses, TANK was able to grow to meet the needs of the community."

TANK worked with the Ohio-Kentucky-Indiana Regional Council of Governments, the regional Metropolitan Planning Organization and "Rideshare" operator, to offer transportation alternatives to the 2,000 employees of Fidelity Investments. The employees participated in a cluster analysis mapping project aimed at finding the origin of their work trips. Shortly after the study was completed, a route was

extended to service to the company's new facility.

TANK is currently evaluating service for additional areas with extensive industrial growth.

Welfare-to-Work

One of the most important topics in transportation this year is welfare-to-work. For many welfare recipients, lack of transportation is a major obstacle to getting and keeping a job. As businesses have moved to the suburbs, affordable, convenient transportation has been harder to find. TANK has designed some of its new routes to try to solve this problem.

TANK teamed up with several local social service agencies to develop a regional plan to help people make the move from welfare to work. The system also is working with the agencies to determine origin points for these future workers, so routes can be designed that better meet their needs in making the transition.

To improve regional customer service to passengers from the Cincinnati and northern Kentucky areas, TANK and Cincinnati's Southwest Ohio Regional Transit

Authority combined their sales offices. The sales outlet is located in the center of the main downtown stops for both transit systems.

The move allows passengers to get transit information for the region at one facility. It also saved taxpayers more than \$100,000 last years.

Taken from Passenger Transport, Vol. 55, No. 37, p. 70.



Fidelity Investments is one of the businesses served by TANK's targeted routes.

Record \$4.84.....

Continued from Page 1

Since reauthorizing legislation is not in place, the Federal Transit Administration will continue to process grants and grant payments using previously appropriated funds. Funding appropriated from the Mass Transit Account of the Highway Trust Fund cannot be spent without a reauthorization bill, but the FTA can apportion available General Funds, along with any operating assistance caps, to recipients of urban formula, rural, and elderly and disabled persons funds. In addition, funds for the research and planning programs, as well as the administration funds to run the FTA, are from the General Fund and thus will be available for expenditure. Spending for programs funded from the trust fund will go forward when a reauthorization bill is enacted.

Taken from Passenger Transport, Vol. 55, No. 43, p. 1.

Fire Destroys Kentucky Disabilities Coalition Office Building

Tragedy struck the Kentucky Disabilities Coalition's office Building at 859 East Main Street in Frankfort. A fire broke out on November 23, 1997 and destroyed their building. All of their materials and office equipment were lost.

KPTA members want to send their regrets for their loss. The Kentucky Disabilities Coalition does a tremendous job and has assisted KPTA in many ways over the years. KPTA wishes them well and hopes they will be in full operation soon.

If anyone would like to help please call or write to:

**The Kentucky Disabilities Coalition
859 East Main Street
Frankfort, KY 40601
1-800-977-7505**

Thought for the Day

**Watch your thoughts;
they become words.**

**Watch your words;
they become actions.**

**Watch your actions;
they become habits.**

**Watch your habits;
they become character.**

**Watch your character;
it becomes your destiny.
FRANK OUTLAW**

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