

NEWSLETTER

KPTA Sets Agenda for the Upcoming Year

KPTA held its annual meeting on Thursday, September 15 at the French Quarter Suites in Lexington. The following selected points were adopted as agenda items for 1995:

- Update and modify existing drug testing programs to meet the new requirements and to include alcohol into the program;
- Write and promote a plan of action to establish a consortium for the public transportation community throughout the state;
- Strive to get regulations regarding payment for services and authorization clarified and followed;
- Promote the idea of a designated funding source for public transportation;
- Promote the concept of minimum training requirements for drivers who work for companies that receive any federal or state money.

Lextran's "Rap & Ride" Summer Youth Program is Success

Lextran announced that preliminary figures from the "Rap & Ride" promotion was an overwhelming success. There was a 53% increase in youth pass sales with a revenue increase of 126% over 1993. Additionally, the promotion had residual effects in overall ridership. Total ridership increased 11.8% in June alone which is approximately 12,136 riders.

The program, which is geared to the under-tapped youth market, was promoted by some very visible and ear catching commercials. The advertisements, which ran all sum-

mer, showed primarily teenagers showing enthusiasm about being able to get out of the house even if they were unable to drive. It was filmed in a music video format that has a rap song as its main theme. According to Steve Rowland, General Manager at Lextran, the teenagers in the video wrote the words to the song.

If you are interested in getting a copy of the video or any other materials regarding the program please contact Jenny Williams, Marketing Director, at 606-255-0804.

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Drug & Alcohol Testing Training Dates Set



The KyTC is off and running with the alcohol and drug testing training. The following dates have been scheduled for the regional training sessions:

Eastern/Central - November 10 & 11

The training will be held at the Kentucky River Foothills' Generations Center, 32 Meadow Street in Winchester, Kentucky.

Western - November 17 & 18

The training will be held at the Greenwood Inn on Old Scottsville Road in Bowling Green, Kentucky.

A detailed letter and registration form has been mailed to Section 18 Agencies by KyTC's Division of Multimodal Programs. The following registration form may be used if you have not already received a registration form from Multimodal Programs. KyTC needs to ascertain as quickly as possible the number of participants.

Registration Form

Return to: Rose Baker, KyTC's Division of Multimodal Programs, 125 Holmes Street, 3rd Floor, New State Office Building, Frankfort, Kentucky 40622

KYTC Drug & Alcohol Testing Training

Please check one of the followin. Please indicate the dates and number of rooms

☐ November 10 & 11 - Winchester, Kentucky

☐ November 17& 18 - Bowling Green, Kentucky

Reserved

Agency

Participant's Name

Title

Participant's Name

Title

Bad Habits and Routines - Walk Through Your Day Backwards



OOPS!

- Review your day, starting at the end and moving backwards.
- When you come to specific, meaningful events, unfold them backwards.
- Notice how conflicts or problems came to your attention and the way your emotions moved through them.
- Which accomplished tasks do you value most and what were the steps required to complete them?
- Make a note of habits and routines. Are any of these dispensable?

SOURCE: *Personnel-ly Speaking/ September & October 1994*

TARC has a New Executive Director

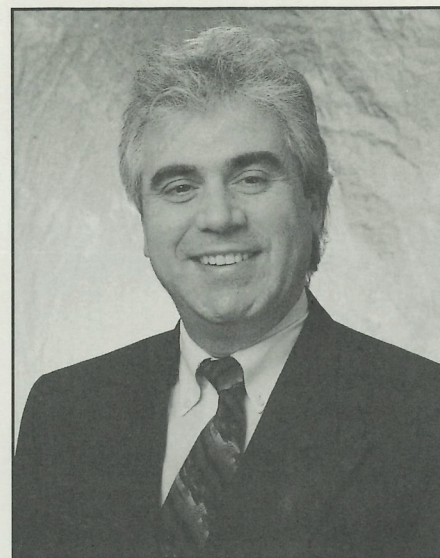
On September 26, J. Barry Barker became the new Executive Director for the Transit Authority of River City (TARC) in Louisville. Barker is taking the place of Dave Arnett who announced his retirement at the end of last year.

Barker comes to TARC from the METRO Regional Transit Authority in Akron, Ohio, where he has served as General Manager since 1989. Prior to his position at Akron, Barker spent 12 years in a variety of positions at the Greater Cleveland Regional Transit Authority. While

on staff at GCRTA, Barker was loaned to the then Urban Mass Transit Administration to help with several projects.

When asked how he liked Louisville, he responded that he loved the city but wishes that he didn't feel like he is simply on a long business trip. It seems that his schedule has included some out of state trips, including St. Louis and Pittsburgh to look at rail facilities.

WELCOME TO KENTUCKY, BARRY!



From the Transportation Cabinet

Section 16

Letters notifying the lead agencies of vehicle recommendations for grant 022 for fy 95 will be sent out at the latter part of November. These will be the Cabinet's recommendations. FTA approval is anticipated in March or April 1995.

Transportation Management System

Below is a list of members of the Public Transportation Management System (PTMS) Advisory Board:

Dallous Reed	KyTC, Division of Multimodal Programs
Vickie Bourne	KyTC, Division of Multimodal Programs
Grant Zammit	FHWA
Shirley Cummins	RTEC, Section 18 Operator
Dwight Maddox	Transit Authority of River City/Section 9
Ed Brady	Lexington Red Cross/Section 16 Operator
Andrea Schoninger	LFUCG/MPO
Mark Davis	Purchase ADD/Section 16/18 Coordinator
Ken Smith	KyTC, Division of Information Technology
Barry House	KyTC, Division of Transportation Planning/Traffic Monitoring

This committee will meet regularly to plan and implement the development of the Public Transportation Management System for KyTC, FHWA and FTA. If you have any input, contact any committee member.

Federal Apportionments

FTA has published its FY 1995 apportionments for Section 18 and Section 16.

Section 18... \$3,470,529

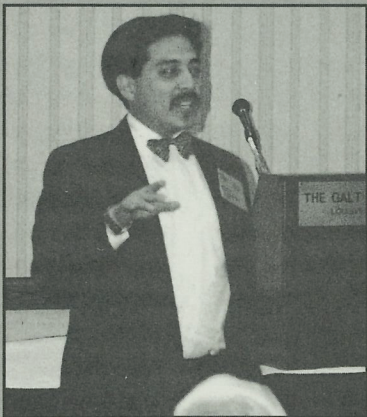
RTAP \$ 102,874

Section 16... \$ 983,13

Governor's conference on Aging and the Pre-White House Conference on Aging Result in Similar Transportation Recommendations

Side note about the Pre-White House Conference

The transportation session at the Galt house was lead by Eddie Rivas, formerly of CTAA fame, where he was the Director of the Eldercare Institute's transportation resource office. Eddie is now the Senior Program Specialist for Consumer Affairs for AARP.



Eddie Rivas leads session at one of Kentucky's many Pre-White House Conferences.

Eddie made it clear at the beginning of the session that he was an advocate for community transportation as well as mobility for the elderly. Eddie's role at AARP will bring about a new era for the Association in the field of transportation. AARP has been a long time advocate for drivers' issues, but now they are getting ready to help us in the community transportation arena.

The Association of Older Kentuckians' (A-OK) annual Governor's conference on aging was held at the Holiday Inn on Broadway in Louisville, September 21 & 22. This year's effort was promoted by the desire to obtain information to send to Washington D.C. for the White House Conference on Aging in May 1995.

One of the five topic areas to be examined was transportation. This is a perennial subject at the Governor's Conference, but this year the recommendations will hopefully have a little more impact because of the national purview the groups were assuming.

In years past, the recommendations from this conference centered around one topic - coordination of policy and funding. This year was not different. Transportation coordination was the number one recommendation. This was followed by a recommendation that congress should maintain, at least, current spending levels on federally funded transportation services.

The issues that seemed to prompt these two recommendations were very clear and distinct. Agencies that are protective of their turf are causing a reduction in available resources for all other agencies that are in the same area because of duplicated overhead and wasted trips. Also, the possibility of eliminating medical transportation payments with Medicaid and Medicare coupled with a never increasing dollar figure for Title III transportation has resulted in many people becoming very nervous about the future.

The transportation session had three challengers (Shirley Cummins, RTEC; Nikiforos Stamatiadas, University of Kentucky; Ned Sheehy, FTSB) to spark discussion about problems and recommendations within the topic area. The session was supposed to be split between two areas, drivers' issues and community transportation. However, the 60+ people present during the consensus building session were more interested in discussing community transportation, noting that drivers' issues should be resolved by states since they are the licensing entities.

The same findings were reported at the Pre-White House Conference on Aging held at the Galt House in Louisville on October 11. Regulatory and funding coordination is of utmost importance. The consensus of the group was that adequate funding was in existence, but turf and ignorance of spending amounts promoted an inefficient group of providers.

Concerns were discussed about mandating regulatory and funding coordination because of the dangers of having a non-responsive entity become the sole contractor for an area. The group, therefore, decided to make the first recommendation that of setting standards of service that would be uniform.

The only other recommendation about community transportation that was addressed was one of appropriate rolling stock. A recommendation was made to allocate more money to help agencies obtain appropriate rolling stock instead of simply getting what their money will afford.

TARC and Dairy Mart Join Forces to Sell Fare\$aver Tickets

On October 5, the Dairy Marts in TARC's service area began selling Fare\$aver tickets. This marks the first time that a retail chain has become a ticket agent for the transit authority.

Since Dairy Marts are open 24 hours a day and 7 days a week, the ability for people to obtain a pass becomes even more convenient. The concept of bringing Dairy Mart into the fold

will blend into TARC's PAY LESS and RIDE MORE promotion. A Fare\$aver ticket will allow bus riders to get nearly a 50% discount over regular fares.

This is not the first joint effort that TARC and Dairy Mart have entered into; next time your in the Louisville area, look for the bus that looks like a Dairy Mart store on wheels.

This marks the first time that a retail chain has become a ticket agent for the transit authority.

A Street Car Named Kentucky

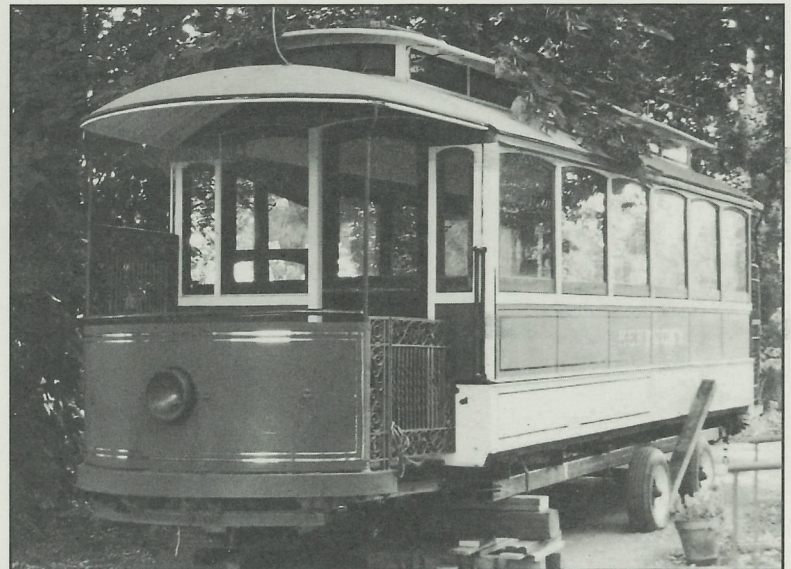
TANK had a very unique delivery not too long ago - a 102 year old street car that once ran the commuter rails in Newport, Kentucky. The trolley was delivered to TANK from a park in Newport by Fender's Wrecker Service, which donated their services for the effort.

TANK's Maintenance Department will coordinate the refurbishment of the trolley.

To date, the motorized section and suspension has been cleaned and primed awaiting a final coat of paint. The metal work, including the brass fixtures and elegant iron railings, have been removed and await refinishing along with the windows and frames.

The "Streetcar named Kentucky" will hopefully be refurbished by 1995. Jim Seibert, Assistant General Manager for TANK says that they are hoping that they can restore the trolley to its original state. He also said that they will try everything possible to make the electrical engines operable again.

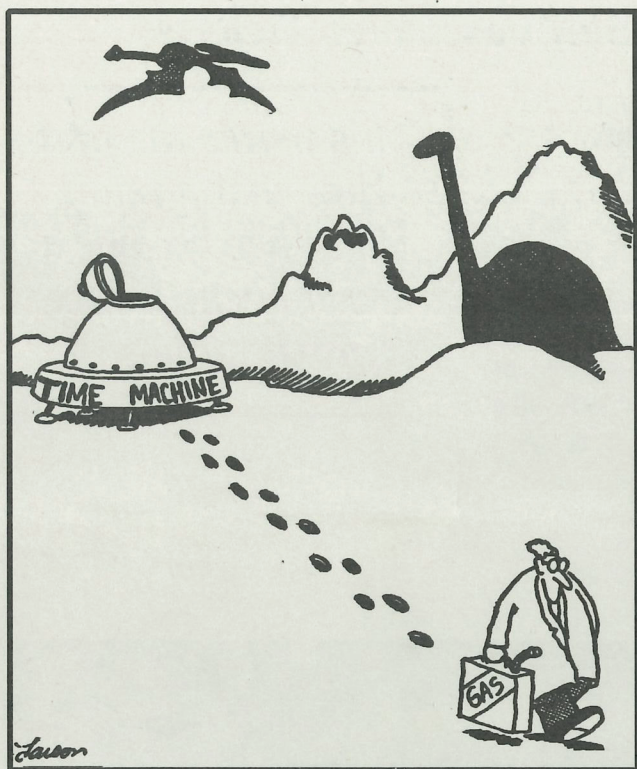
A Streetcar named Kentucky. should be refurbished by 1995.



THE STATE HAS MOVED

If you have not already done so, please note the change of address for the Division of Multimodal Programs.

*Division of Multimodal Programs
Kentucky Transportation Cabinet
3rd Floor
New State Office Building
125 Holmes Street
Frankfort, KY 40622*



Think About it . . .

A quote that we hope we never hear.

"After finding no qualified candidates for the position of principal, the school department is extremely pleased to announce the appointment of David Steele to the post."

Said by Philip Streifer, superintendent of schools, Barrington, Rhode Island
Source: The 776 Stupidest Things Ever Said, Ross and Kathryn Petras, Doubleday 1993

Next Month's Issue

- KPTA's Joblinks Program Kick-Off
- Transit System Spotlight — Central Kentucky Community Action's New Transit System —Transit Authority of Central Kentucky (TACK)

The KPTA Newsletter is published monthly 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 Mass Transportation and RTAP. Any comments, suggestions or questions should be addressed to Ned Sheehy, FTSB, 1460 Newtown Pike, Suite J, Lexington, KY 40511

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