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NKU and TANK Partner to Establish U-PASS Program

As university continues efforts to 'go green,' students can now save some...

HIGHLAND HEIGHTS, KY –JULY 2007 -- Northern Kentucky University announced today that the school has partnered with TANK to establish a new program, called U-PASS, which will allow all NKU faculty, staff and students to ride TANK buses for free.

The U-PASS program includes all TANK buses – including the Southbank Shuttle – and riding is unlimited.

NKU President James Votruba said he was thrilled that the university was able to partner with TANK on the initiative. “This is a big day for NKU and for our students,” he said. “This is the sort of initiative that will help us to attract and retain students. We hope that the U-PASS program will introduce a new generation of riders to the many benefits of public transportation. And when you consider the program’s potential financial and environmental impacts, it’s an exciting initiative.”

There are no forms to fill out and no paperwork to sign. Anyone with a valid NKU All-Card need only show the card to the driver to ride for free.

TANK Deputy General Manager Andrew Aiello said that ease of use and cost savings are important factors to students. “We are excited to partner with NKU to encourage bus ridership and promote our environmentally friendly mode of travel to college students. This program will help students save money and allow them to have access to dependable transportation to go to class, to work and out with friends.”

The program is an effort by the university to help lighten the financial burden of attending college. There are obvious environmental implications as well. “It’s a ‘green’ thing in more ways than one,” Dr. Votruba said. “Our students can save money while they’re helping the environment. We hope that our faculty, staff and students will take advantage of this tremendous perk,” he said. “As more of our campus community understands that TANK is a viable transportation option, we hope to see lighter traffic congestion, fewer parking challenges and a positive impact upon our environment.”

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