Mission

The Mission of TANK is to provide safe, reliable, customer-oriented transportation for the people of our community. TANK is committed to providing transportation services that address the current and future needs of the community. TANK pledges to keep abreast of advanced technologies and to provide services which will improve traffic flow, protect the environment and assist in the economic development of the Northern Kentucky region.

Board of Directors

Boone County
Steve McCoy
Timothy Donoghue
Bryan Carlisle

Campbell County
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Jim Callahan
Jim Daley

Kenton County
Jean Miller
Harry L. Riggs, Jr.
David C. Sogar

Legal Counsel
David A. Schneider

Secretary/Treasurer
David L. Anneken

Mid-year
3375 Madison Place
Ft. Wright, KY 41017
859-331-TANK
www.tankbus.org

Hours of Service
TANK operates from approximately 4:00 a.m. to 1:00 a.m. seven days a week 365 days a year.

2007 Accomplishments

First and foremost, Fiscal Year 2007 represents another year of TANK meeting the core of its mission to provide safe, reliable, customer-oriented transportation for the people of Northern Kentucky. Our essential operations and maintenance functions continued to work efficiently and effectively, helping to support another year of increased customer demand and ridership growth. These operations and maintenance functions are the backbone of our transit system and they continue to make strides toward increasing output while maintaining safety and customer care.

The TANK staff and TANK Board of Directors built upon this core service to invest in capital replacement and expansion. TANK opened a new Park & Ride facility on Mt. Zion Road, improving the ridership on the Mt. Zion route by over 50%. Furthermore, 90% of TANK’s capital program is funded with federal and state revenue sources.

Lastly, TANK continues to stress partnership and innovation as a means to maximize our limited resources. In Fiscal Year 2007, TANK began a partnership with Northern Kentucky University that is providing positive results for TANK, NKU and the entire Northern Kentucky community.

It is this balance of efficiency, customer service, innovation and collaboration that poises TANK to continue to be a fundamental asset for the citizens and businesses of Northern Kentucky for years to come.

Dale L. Furtwengler
TANK Board Chair
Accomplishments

Mt. Zion Park & Ride

In August, 2006 the Mt. Zion Park & Ride opened for service. The completed Park & Ride facility includes 77 parking spaces, shelter, benches, an information kiosk, lighting, signage, sidewalks and landscaping. It is located at 371 Mt. Zion Road in Boone County, Kentucky. The 1.0-acre site selected is in a rapidly developing area, a very short distance from I-75/71 making it an ideal location for a Park & Ride. The facility was designed to maximize the usable space of the property and to provide a safe, attractive, and environmentally sensitive Park & Ride facility. The Mt. Zion Park & Ride joins 18 other Park & Rides in the Northern Kentucky region that serve up to 11,400 commuters each day; equaling 3,741,000 passengers a year traveling on TANK.

NKU Wireless Project

In the summer of 2007, TANK and NKU implemented two projects that are bringing value to residents of Northern Kentucky and students at NKU.

Transportation Technology — A Project of NKU’s College of Informatics

NKU’s College of Informatics has developed a way for TANK to offer passengers on certain bus routes access to free mobile wireless internet. The pilot project is bringing free wireless Internet access to riders on 20 TANK buses. Additionally, the project also includes a video monitor (installed on each wi-fi bus). WCPO-9 News is now delivering video informational content twice daily for use by TANK. The custom news cast includes local news, weather, sports and public interest information. The video will loop continually as long as the bus is running.

This transportation technology project was made possible by a $1.6 million appropriation secured by U.S. Senator Jim Bunning (R-KY) for the College of Informatics. NKU selected TANK as the partner and platform for the grant, which focuses on transportation technology research. Through the pilot period, TANK is studying how this project might be financially self-sustaining post-grant.

NKU U-Pass Program

This summer TANK embarked on a partnership with NKU that provides free transportation to all students and faculty. The U-Pass program includes all TANK buses and riding is unlimited.

The program is an effort by NKU 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.”

Focusing on the Future

In the upcoming year, we plan to continue our commitment to provide quality public transportation. In October 2007, we celebrated our 35th Anniversary serving the communities of Boone, Kenton and Campbell County. And, as always we look forward to working with our many partners to secure a solid future for public transit in Northern Kentucky.
TANK provides a wide variety of services, 29 fixed routes which serve Kenton, Campbell and Boone Counties and downtown Cincinnati as well as two demand response services: RAMP (Regional Area Mobility Program) and DayTripper and 19 Park and Ride lots.

- 100% of TANK’s fleet is accessible to persons with mobility impairments.

**Employees**
- Maintenance = 46
- Operations = 213
- Administration = 13

**Miles Traveled by TANK**
- Fixed Route = 3,704,350
- Demand Response = 992,877
- Total = 4,697,227

**Financial and Operating Highlights**

<table>
<thead>
<tr>
<th>Ridership in Millions</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Increase from previous year</td>
<td>-4.52%</td>
<td>-4.31%</td>
<td>5.09%</td>
<td>1.41%</td>
</tr>
</tbody>
</table>

**All Modes**
- 3,642,166
- 3,485,017
- 3,662,257
- 3,713,736

**Fixed Route**
- 2,991,760
- 2,905,104
- 3,028,980
- 3,043,892

**Southbank**
- 561,586
- 490,035
- 537,040
- 571,656

**Special Services**
- 88,820
- 89,878
- 96,237
- 98,188

**Employees**
- Maintenance = 46
- Operations = 213
- Administration = 13

**Miles Traveled by TANK**
- Fixed Route = 3,704,350
- Demand Response = 992,877
- Total = 4,697,227

**TANK has Three Major Ways of Helping Our Customers:**
- **Customer Service Call Center** = TANK’s information center receives an average of 108,000 calls each year.
- **Bus Stop Service Outlet** = TANK operates the downtown Cincinnati Bus Stop to allow passengers to receive information and buy bus passes.
- **Website** = TANK’s website received 106,396 hits in FY2007

**Service Area**
TANK provides transit service in 35 cities within Kenton, Campbell and Boone counties encompassing 267 square miles, as well as downtown Cincinnati.

**Bike Boardings**
FY2007 saw 7,618 bike boardings.

**Fare Structure**
- Local Fixed Route Fare = $1.25
- Local Route Reduced Fare = $.50
- Express Route Fare = $1.50
- Express Route Reduced Fare = $.75
- Southbank Shuttle = $1.25
- Reduced Fare Monthly Sticker = $20
- Monthly Pass = $45
- TANK/Metro Pass = $70
- Express Pass = $55

**TANK Supporting the Economy**
Surveys indicate that the great majority of people using TANK services are riding to and from work. TANK plays an important role in the Northern Kentucky region, helping people access jobs and keeping the economy strong.

**Passengers**
- Weekday Average = 11,400
- Saturday Average = 6,095
- Sunday Average = 4,211
- Southbank Weekday Average = 1,400

Overall TANK ridership increased in FY07 by 1.41%
Financial Revenue & Expenditures

The main source of funding supporting TANK comes from Campbell, Kenton, and Boone counties. The graphs below show the sources of funding for FY2007.

Operating Revenues

<table>
<thead>
<tr>
<th>SOURCE OF FUNDS</th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Passenger Revenue</td>
<td>$3,614,948</td>
<td>19.9%</td>
<td></td>
</tr>
<tr>
<td>Advertising/Other Income</td>
<td>661,297</td>
<td>3.6%</td>
<td></td>
</tr>
<tr>
<td>Local Funding</td>
<td>13,429,743</td>
<td>73.8%</td>
<td></td>
</tr>
<tr>
<td>State Funding</td>
<td>-</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Federal Funding</td>
<td>109,904</td>
<td>0.6%</td>
<td></td>
</tr>
<tr>
<td>TANK Reserves</td>
<td>380,250</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$18,196,142</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Sources of Funds

- Flat funding 0.6%
- Advertising/Other Income 3.6%
- TANK Reserves 2.1%
- Passengers 19.9%
- County Funding 73.8%

Uses of Funds

- Wages & Fringes 66.9%
- Materials & Supplies 4.2%
- Insurance & Risk Mgt. 3.1%
- Utilities 1.2%
- Services 5.8%
- Other 7.7%

Capital Program

TANK invested over $4.5 million in capital infrastructure in FY 2007. Over 75% of capital expenses are related to the regular replacement of vehicles. TANK also continued to expand our infrastructure with the development of the Mt. Zion Park & Ride and the commencement of construction for the Fort Wright Park & Ride. TANK's capital program focuses on capturing revenue from non-local sources. In FY 2007, over 90% of capital expenses were reimbursed from Federal and State funds.

2007 Capital Purchases

<table>
<thead>
<tr>
<th>Uses of Funds</th>
<th>Cost</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>TANK Buses</td>
<td>$3,182,410</td>
<td>70%</td>
</tr>
<tr>
<td>RAMP Vans</td>
<td>370,182</td>
<td>8%</td>
</tr>
<tr>
<td>Park &amp; Ride Lots</td>
<td>497,061</td>
<td>11%</td>
</tr>
<tr>
<td>Bus Washer</td>
<td>251,288</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>219,216</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,520,157.26</td>
<td>100%</td>
</tr>
</tbody>
</table>

Sources of Funds

- Federal $4,044,912.40 89%
- State 28,213.00 1%
- Local 447,032.26 10%
- **Total** $4,520,157.66 100%