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
Phil Ciafardini
Bill Voelker
Brian Ellerman

KENTON COUNTY
Jean Miller
Ed Kuehne
David Sogar

LEGAL COUNSEL
David Schneider

Management
GENERAL MANAGER
Andrew Aiello

Service Area
TANK provides transit service in 35 cities within Kenton, Campbell and Boone County encompassing 267 square miles.

FY2011 was a year of doing more with less at TANK
TANK found success over the last year by finding ways to continue to do new projects while operating with a smaller budget. One of the statistics used to determine success at TANK is ridership. Overall ridership increased by 3% compared to FY 2010. Much of this ridership growth is contributable to the Southbank Shuttle...the riverfront service that was re-launched in November 2010. After looking at many options to revitalize the once successful route, the TANK Board of Directors made the decision to investigate the use of smaller, lighter-weight vehicles that would allow the route to travel on the Suspension Bridge once again. The Board elected to purchase eight trolley buses, which meet the weight restriction placed on the Suspension Bridge and allowed TANK to bring back the convenient, fast service to the core of Covington, Cincinnati and Newport. The trolleys have been met with great enthusiasm and success and ridership on the Southbank Shuttle Trolley route has increased 12.6% compared with the previous year.

On the technology side TANK purchased and implemented an electronic Kiosk at CVG to promote our Airporter service to travelers coming into the airport. The kiosk was programmed by students at NKU’s Center for Applied Informatics. FY 2011 also saw the launch of TANK Targets—an initiative to focus our efforts internally on four main target areas: A Safety-First Culture, Exceptional Customer Service, A Commitment to Efficiency, and A Highly Effective Workforce.

TANK Staff and Board are pleased to report that we were able to accomplish these gains while still achieving fiscal efficiency in a struggling economy.

Ridership Highlights
Passengers
13,227 Weekday Average 6,354 Saturday Average 4,103 Sunday Average
Five-year Snapshot of Ridership

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<tbody>
<tr>
<td>% Increase from the previous year</td>
<td>1.41%</td>
<td>5.23%</td>
<td>-1.80%</td>
<td>-7.14%</td>
<td>3.0%</td>
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<tr>
<td>All Modes</td>
<td>3,713,736</td>
<td>3,907,960</td>
<td>3,837,575</td>
<td>3,561,533</td>
<td>3,670,301</td>
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<td>Fixed Route</td>
<td>3,043,892</td>
<td>3,340,987</td>
<td>3,346,720</td>
<td>3,133,287</td>
<td>3,174,837</td>
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<td>Southbank Shuttle</td>
<td>571,656</td>
<td>464,972</td>
<td>384,970</td>
<td>326,678</td>
<td>367,700</td>
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<tr>
<td>Special Services</td>
<td>98,188</td>
<td>102,001</td>
<td>105,885</td>
<td>103,588</td>
<td>103,684</td>
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Financial Revenue and Expenditures

The main source of funding supporting TANK comes from Campbell, Kenton, and Boone counties. The graphs below show funding highlights for FY2011.

Operating Revenue

Source of Funds

- Local Funding: 14,427,961 (73.42%)
- Passenger Revenue: 3,981,900 (20.26%)
- Other Income: 634,665 (3.23%)
- Federal Funding: 578,438 (2.94%)
- State Funding: 27,796 (0.14%)
- TANK Reserves: - (0.00%)

Total: $19,650,760 (100%)

Use of Funds

- Wages & Fringes: 14,253,250 (72.53%)
- Fuel: 2,414,747 (12.29%)
- Services: 769,600 (3.92%)
- Materials & Supplies: 969,442 (4.93%)
- Other: 500,934 (2.61%)
- Insurance & Risk Management: 444,636 (2.26%)
- Utilities: 298,150 (1.52%)

Total: $19,650,760 (100%)

Operating Expenses

Capital Program

Capital Purchases (FY 2011)

- TANK Buses: 371,584 (20.53%)
- Fare Collection Equipment: 536,736 (29.65%)
- RAMP Vans: 701,516 (38.75%)
- Facility Renovation: 66,055 (3.65%)
- Other: 47,255 (2.61%)
- System (Information & Technology): 87,079 (4.61%)

Total: $1,810,225 (100%)

Financial and Operating Highlights

Employees

- 39 Maintenance
- 207 Operations
- 14 Administration

Miles Traveled by TANK

- 3,616,168 Fixed Route
- 979,685 Demand Response
- 4,595,853 Total

TANK has three major ways of helping our customers

Customer Service Call Center TANK’s information center receives an average of 139,730 calls each year.

Bus Stop Service Outlet TANK operates the downtown Cincinnati Bus Stop to allow passengers to receive information and buy passes.

Website TANK’s website received 197,365 visitors in FY2011.

Google Transit TANK’s trip planner received 41,203 direct trip requests.