

Fiscal Year 2013 Annual Report

859-331-TANK
www.tankbus.org

TANK
TRANSIT AUTHORITY OF NORTHERN KENTUCKY

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

Michael Duncan

Management

GENERAL MANAGER

Andrew Aiello

Service Area

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



Financial and Operating Highlights

Employees

37	Maintenance
215	Operations
14	Administration

Miles Traveled by TANK

3,547,140	Fixed Route
948,738	Demand Response
4,495,878	Total

Ridership in FY2013

3,124,157	Fixed Route
549,423	Southbank Shuttle
88,864	Special Services
3,762,444	Total

TANK Customer Service

Customer Service Call Center

TANK's information center receives an average of 159,566 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 258,166 visits in FY2013.

Google Transit

Is available on the TANK website and allows people to have access to detailed trip planning to and from work.

Information Kiosk

TANK has two information kiosks (CVG airport and at the Covington Transit Center) where customers can access schedules and Google Transit on the go.

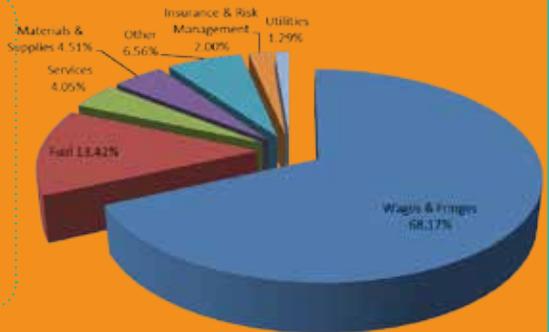
Financial Revenue and Expenditures

The main source of funding supporting TANK comes from Campbell, Kenton, and Boone counties. The graphs below show funding highlights for FY2013.

Operating Expenses

USE OF FUNDS

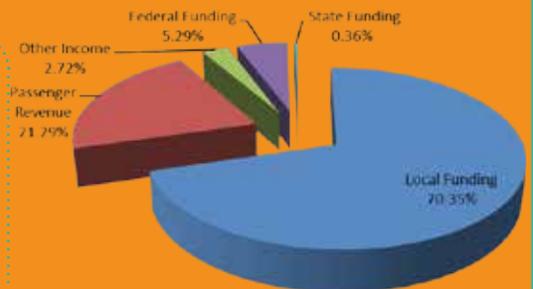
Wages & Fringes	14,502,018	68.17%
Fuel	2,855,807	13.42%
Services	860,688	4.05%
Materials & Supplies	958,361	4.51%
Other	1,396,064	6.56%
Insurance & Risk Management	425,001	2.00%
Utilities	274,716	1.29%
Total	\$21,272,655	100%



Operating Revenue

SOURCE OF FUNDS

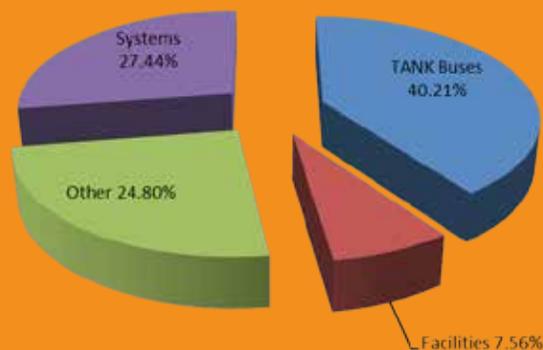
Local Funding	14,964,649	70.35%
Passenger Revenue	4,528,143	21.29%
Other Income	577,890	2.72%
Federal Funding	1,125,194	5.29%
State Funding	76,779	0.36%
TANK Reserves		0.00%
Total	\$21,272,655	100%



Capital Program

CAPITAL PURCHASES (FY2013)

TANK Buses	3,256,947	40.21%
Facilities	612,500	7.56%
Other (Federal Assistance, Security, Planning)	2,008,704	24.80%
System (IT & TRACS)	2,222,416	27.44%
Total	\$8,100,567	100%



TANK Delivers Region's Workforce

Connecting people to jobs is nothing new for TANK - approximately 75% of all TANK riders are traveling to and from work. However, during Fiscal Year 2013, the organization has deepened its commitment to our region's workforce needs. As workforce patterns change, TANK is finding innovative ways to work with the business community to respond, adapt, and deliver.

Over the past year, TANK has been working closely with the "Boost" program through the Tri-County Economic Development Corporation (Tri-Ed) to coordinate bus service with major employers. Through these coordinated efforts, TANK has been able to adjust routing, add service or contract with local employers to better serve their particular workforce needs. TANK was recognized for this work as the first recipient of the NKY Boost Ally Award. In the recognition, Tri-Ed stated, "TANK's responsiveness and creativity to improvements in its service through NKY Boost, has enhanced Northern Kentucky's attractiveness for businesses."



In addition to specific service changes, TANK continued to lay the groundwork for improvements to the system that will help the organization continue to meet workforce needs into the future. This work includes the initiation of the Transit Network Study Update, the commencement of construction of the Florence Transit Hub, and improved internal processes that make TANK more agile and responsive.

With the help of local organizations, elected officials, businesses and employees, TANK will continue to play a significant role in delivering our region's workforce and supporting the economic development of Northern Kentucky.

Looking into the future

TANK is looking toward the future with the ongoing Transit Network Study. Starting in December 2012, TANK began looking at the challenges and opportunities facing Northern Kentucky and began to create a plan for public transportation for the next 5-8 years. Together with a dedicated team from the Seattle-based transportation consultants of Nelson/Nygaard, TANK is studying its current fixed-route network in order to integrate new transit concepts, considering the projected development patterns and behaviors in Northern Kentucky.

The one-year study, addresses 4 major goals:

- Evaluating TANK's bus system in light of the regional travel patterns, including spatial analysis of Northern Kentucky, ridership analysis, and passenger count by bus stops.
- Obtaining public input through on-line surveys, public meetings, and service requests.
- Proposing short-term recommendations, to improve route network, ridership and productivity within the existing budget.
- Proposing long-term recommendations, which identify strategic service and capital improvements in conjunction with the region's future developments.

As of June 31st, 2013, the study team completed the data collection phase. Moving forward TANK will be developing draft recommendations and seeking public feedback as part of this planning exercise. By the end of the next Fiscal Year, TANK will have a plan for implementation of short and long term concepts.



First Phase of TRACS

FY2013 saw the beginning of a two-year project to update our Computer-Aided Dispatch (CAD) and Automatic Vehicle Locator (AVL) communication systems. The TANK Dispatch Center is the heart of our operations. Our current communications and dispatching system is obsolete and cannot be repaired, putting our system at risk. The project was funded by Federal Transportation grants. The new system will include the functionality of real time information for our passengers as well as providing reports that will help spot future ways to improve our system and its reliability. This project is scheduled for completion in April 2014.

Improving the Customer Experience

Over the last year, TANK has made strides to improve and enhance our customers' experience. Guided by TANK Targets, an organization-wide strategic vision, TANK implemented several key customer service projects.

We have installed an information booth at the Transit Center in Covington that is staffed during our peak hours of operation to help enhance our passengers' experience. The Covington Transit Center accommodates 473 daily bus trips and 5,000 passengers use it as their beginning and ending destination every day.



FY2013 also saw the implementation of a new automated Customer Assistance System (CAS) that is a one-stop customer service application, enabling TANK to more effectively address customer-related issues including challenges and commendations. It allows management and staff to monitor, evaluate, and resolve all customer interactions giving us a comprehensive look at our passengers needs.

TANK Receives Statewide Kentucky Overall Transit System Award

In 2013, TANK was recognized by the Kentucky Transportation Cabinet, Office of Transportation Delivery and awarded the Statewide Overall Transit System Award. The remarks given at the award ceremony highlighted some of the areas of expertise and a high level of accomplishment, including:

- *TANK has a mobile application that provides riders with on-demand, location of bus routes, times, and trip planning tools. Google Transit is available on the TANK website, which allows people to have access to detailed trip planning from home to work.*
- *Buses are equipped with bike racks for easy on-easy off bike loading, which offer riders another way to get around while getting some exercise and saving on high gas prices.*
- *Since the economic downturn, TANK has controlled costs by careful examination of expenses and still managed to meet or exceed key service metrics goals such as ridership, riders per mile of service, riders per hour of service, farebox recovery ratio, miles between mechanical incidents, and maintenance cost per mile.*
- *In 2013, TANK employees and board members started a special fund to help make life easier for their loyal riders with special needs. Board members gave personal gifts to launch the fund and shortly after the employees also began contributing to the fund by payroll deductions. This fund provides financial assistance to their users who find it difficult to pay even the small fare for their transportation. Their employees are true role models. They could have looked the other way, but instead they decided to help their fellow citizens who they see every day. They are truly an inspiration for all of us!*

Not only does TANK operate efficiently and show their compassion for their customers, but they also managed to do all of this while being in compliance with FTA rules and regulations. They received ZERO deficiencies during their last FTA review.

TANK is proud of this recognition which reflects the hard work of our employees, staff and Board of Directors.

