

2014 Year In Review



Board of Directors

BOONE COUNTY

Steve McCoy
Timothy Donoghue
Bryan Carlisle / Jim Parsons

CAMPBELL COUNTY

Phil Ciafardini / Jody Robinson
Bill Voelker
Brian Ellerman

KENTON COUNTY

Jean Miller
Ed Kuehne
David Sogar

LEGAL COUNSEL

Michael Duncan

Management

GENERAL MANAGER

Andrew Aiello

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.



Service Area

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

Our Core Values

Professionalism
Customer Service
Respect for the Individual
Open Communication

Financial and Operating Highlights

Employees

37	Maintenance
215	Operations
14	Administration

Miles Traveled by TANK

3,620,893	Fixed Route
983,330	Demand Response
4,604,223	Total

Ridership in FY2014

3,077,028	Fixed Route
535,624	Southbank Shuttle
88,484	Special Services
3,701,136	Total

TANK Customer Service

Customer Service Call Center
TANK's information center receives an average of 160,689 calls each year.

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

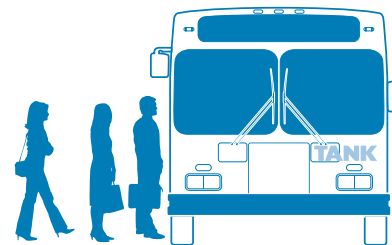
Website
TANK's website received 258,166 visits in FY2014.

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 three information kiosks (CVG airport, Florence Hub, and the Covington Transit Center,) where customers can access schedules and Google Transit on the go.

TANK is in Position to Support Economic Growth

In Fiscal Year 2014, TANK continued to make operational improvements and strategic investments throughout the system. Operationally, TANK made adjustments to routes, service schedules and bus stop locations in accordance with TANK's long-range plan, the Transit Network Study. These adjustments will allow the system to operate more efficiently, better serve the public, and create better access to jobs for the region's workforce. To further assist the region's job access TANK worked closely with several local businesses to provide much needed transit service for peak time needs. TANK took advantage of available federal funds to make significant capital investments including the construction of the Florence Transit Hub, the replacement of aging vehicles, and the installation of safety equipment. Lastly, TANK made investments in technology that will improve operational efficiency and customer service. Collectively, these efforts have placed TANK in a strong position to support the growth in employment and the resurgence of economic activity that we have begun to experience in Northern Kentucky.



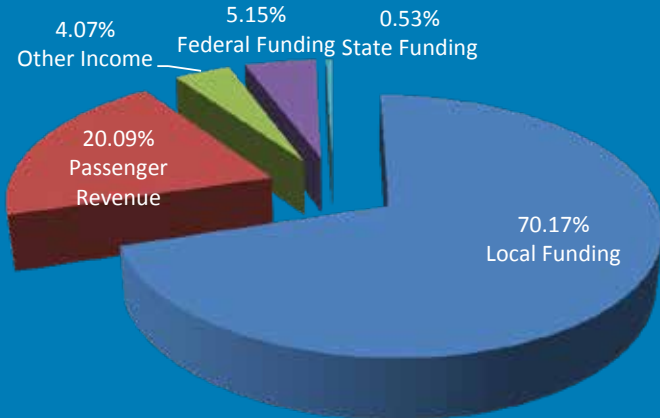
Financial Revenue and Expenditures

The main source of funding supporting TANK comes from Campbell, Kenton, and Boone counties. The graphs below show funding highlights for FY2014.

Operating Revenue

SOURCE OF FUNDS (FY2014)

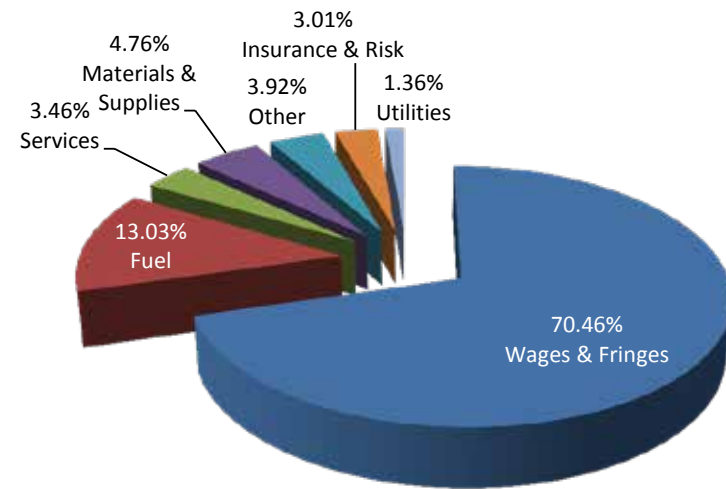
Local Funding	14,964,649	70.17%
Passenger Revenue	4,283,503	20.09%
Other Income	867,450	4.07%
Federal Funding	1,099,178	5.15%
State Funding	111,983	0.53%
Total	\$ 21,272,655	100%



Operating Expenses

USE OF FUNDS (FY2014)

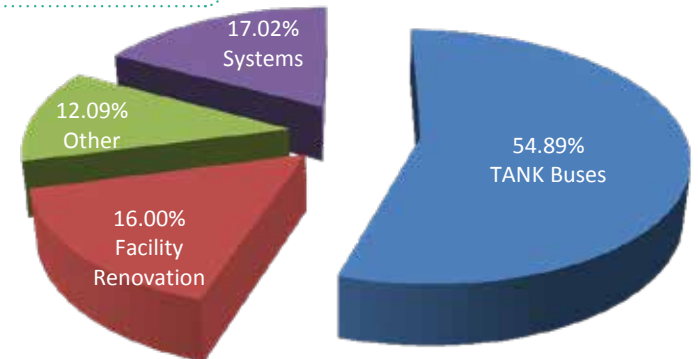
Wages & Fringes	15,026,842	70.46%
Fuel	2,778,362	13.03%
Services	737,896	3.46%
Materials & Supplies	1,015,845	4.76%
Other	835,198	3.92%
Insurance & Risk Management	642,608	3.01%
Utilities	290,001	1.36%
Total	\$ 21,272,655	100%



Capital Program

CAPITAL PURCHASES (FY2014)

TANK Buses	3,580,088	54.89%
Facility Renovation	1,043,557	16.00%
Other (Federal Assistance, Security, Planning)	788,267	12.09%
Systems (IT & TRACS)	1,110,372	17.02%
Total	\$6,522,284	100%



Florence Hub Now Open



On November 4th, 2013 TANK opened the Florence Hub and began direct service to downtown Cincinnati via a new bus route, the #42X. The new hub serves two purposes – a park and ride for up to 150 cars and a transfer point between routes. The hub allows people to travel between routes without having to go into Covington and downtown Cincinnati to make a transfer. This hub is saving time for our customers that are used to having a much longer bus ride to make this same trip. The Florence Hub was a development project that came out of the 2007 Transit Network Study. Florence is an important transit market for TANK. The Florence Mall and surrounding area is one of the areas with the highest ridership in the system. The Florence Hub is the second of four transit hubs that TANK is constructing in suburban Northern Kentucky as part of a recommendation from the 2007 study. The first suburban hub is in Fort Wright near TANK's main garage on Madison Pike. These locations join the Covington Transit Center as focal points for TANK service in the community.

Transit Network Study

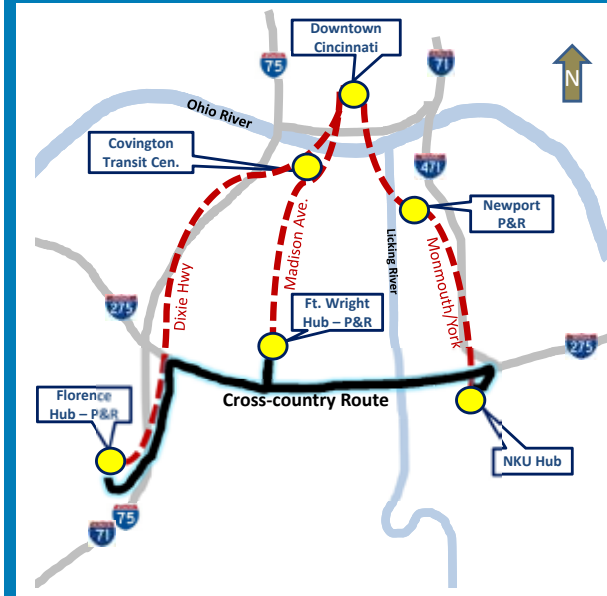
The Transit Authority of Northern Kentucky (TANK) developed the Transit Network study, which was adopted by TANK Board of Directors in January 2014. The study consists of two major components: (1) fiscally constrained short-term service changes and (2) a long-term transit vision. Intended to provide more transit connectivity and increase overall ridership, both components were designed to afford simpler and more direct transit service to Northern Kentucky.

Short Term Recommendations

- East-west transit connectivity along I-275 and in the riverfront communities.
- Enhanced transit service along urban corridors.
- Bus on shoulder along highways I-471 and I-75.
- Improved service to major employment centers such as NKU, Florence Industrial Area, CVG Airport, and Hebron.
- New Park & Ride facilities in Taylor Mill and Edgewood.
- A new super-stop on NKU's Campus.
- Renovation of the Transit Center in downtown Covington.

Long Term Recommendations

- Support fastest-growth areas in Northern Kentucky and address suburb to suburb travel patterns.
- Expand regional service to leverage the Florence, NKU, and CVG hubs.
- Provide "last mile" on-demand service within suburban neighborhoods and industrial areas.
- Expand Park & Ride capacity and service to downtown Cincinnati.



What's Next

The Network Study Plan will serve as TANK's roadmap for the next 20 years; TANK will gradually implement the recommendations and consider any service changes in light of the plan. Additionally, the study serves as a planning tool for the Northern Kentucky/ Greater Cincinnati region; recommendations from the study have already been incorporated in the Kenton County Transportation Plan and the Dixie Fix plan.

RIDE 35 EAST — WEST EXPRESS

TANK's new 35X began service in August linking Boone, Campbell & Kenton counties with better transit. It is the first step in TANK's efforts to improve access and connections over the next several years within Northern Kentucky. The route allows connections between routes with convenient transfers at the Florence and Ft. Wright Hubs. The route does not travel to downtown Cincinnati, but provides direct travel between key destinations within Northern Kentucky such as: Florence Mall, TANK Florence Hub, Crestview Town Center, TANK Ft. Wright Hub and NKU.

