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.

OUR CORE VALUES

- Professionalism
- Customer Service
- Respect for the Individual
- Open Communication
2016 was another year in which TANK made critical investments to provide outstanding service to our customers and to our community. As you will see in this report, TANK continued to implement projects to provide better information, amenities and facilities for customers in order to increase the convenience of riding transit. This year we focused on passenger facilities with the renovation of the Covington Transit Center and the improvement of signage and shelters along the Dixie Highway corridor. Additionally, we partnered with the community to help fill an important transportation gap for seniors. These are all important projects, but they are just the most visible signs of TANK’s deep commitment to putting our customers first. Through the leadership of the TANK Board of Directors, the expertise and hard work of the TANK staff, and our collective commitment to TANK’s core values, we are working every day to improve our system and to provide outstanding service to our Northern Kentucky community.

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

Employees
39 Maintenance
229 Operations
17 Administration

Miles Traveled by TANK
4,003,396 Fixed Route
1,148,325 Demand Response
5,151,721 Total

Ridership in FY 2016
3,061,609 Fixed Route
499,248 Southbank Shuttle
94,948 Special Services
3,655,805 Total

Board of Directors
Boone County
Steve McCoy
Timothy Donoghue
Jim Parsons

Campbell County
Jody Robinson
Bill Voelker
Brian Ellerman

Kenton County
Jean Miller
Ed Kuehne, Chair
David Sogar

Legal Counsel
Michael Duncan

General Manager
Andrew Aiello
Financial Revenue and Expenditures FY 2016

Operating Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Funding</td>
<td>15,681,245</td>
<td>69.84%</td>
</tr>
<tr>
<td>Passenger Revenue</td>
<td>4,310,225</td>
<td>19.20%</td>
</tr>
<tr>
<td>Other Income</td>
<td>958,604</td>
<td>4.27%</td>
</tr>
<tr>
<td>Federal Funding</td>
<td>1,397,863</td>
<td>6.23%</td>
</tr>
<tr>
<td>State Funding</td>
<td>106,239</td>
<td>0.47%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$22,454,176</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Capital Program

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TANK Buses</td>
<td>4,320,004</td>
<td>66.00%</td>
</tr>
<tr>
<td>Facility Renovation</td>
<td>12,880</td>
<td>0.20%</td>
</tr>
<tr>
<td>Other (Federal Assistance, Security, Planning)</td>
<td>1,886,311</td>
<td>28.91%</td>
</tr>
<tr>
<td>Systems (IT &amp; TRACS)</td>
<td>305,849</td>
<td>4.69%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,525,044</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Operating Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages &amp; Fringes</td>
<td>16,628,352</td>
<td>74.05%</td>
</tr>
<tr>
<td>Fuel</td>
<td>2,113,097</td>
<td>9.41%</td>
</tr>
<tr>
<td>Services</td>
<td>732,839</td>
<td>3.26%</td>
</tr>
<tr>
<td>Materials &amp; Supplies</td>
<td>1,080,859</td>
<td>4.81%</td>
</tr>
<tr>
<td>Other</td>
<td>1,065,461</td>
<td>4.75%</td>
</tr>
<tr>
<td>Insurance &amp; Risk Management</td>
<td>591,130</td>
<td>2.63%</td>
</tr>
<tr>
<td>Utilities</td>
<td>242,439</td>
<td>1.08%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$22,454,176</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Putting the Customer First

In 2016, TANK continued to implement projects to provide better information, amenities and facilities for customers in order to increase the convenience of riding transit. This year we focused on passenger facilities, with the renovation of the Covington Transit Center and improved stop amenities along Dixie Highway.

Covington Transit Center

The Covington Transit Center is TANK’s main Northern Kentucky transfer facility, a place where more than 4,000 TANK passengers pass through each day. Each weekday, hundreds of local and express bus trips serve the Covington Transit Center, which sits in the heart of Downtown Covington, across from the Northern Kentucky Convention Center and the Kenton County courthouse. 1,200 people use the Covington Transit Center as their on/off stop or transfer point every weekday. The Covington Transit Center was originally opened in 1998, on the ground floor of the Kenton County parking garage, as TANK’s main transfer facility. TANK used federal capital funds from the Federal Transit Administration to complete the renovation.

The construction took the Covington Transit Center from a dark, inaccessible facility space to a brighter, more accessible space that will improve the transit riding experience for the thousands of Northern Kentucky and Cincinnati customers that use it each day.

The renovation included:

- designated bays for bus boarding with a new saw-tooth design
- improved signage both inside and outside the Center
- improved lighting
- enhanced accessibility with a raised passenger platform for seniors and riders with disabilities
Putting the Customer First

New Website

TANK launched a new website at the start of 2016 which focused on making it easier than ever for customers to get TANK information on-line. The redesigned home page makes it easy to find important passenger information such as schedules, Google trip planner, rider service alerts, online pass purchases, careers, upcoming news and more. The new site utilizes "Responsive Mobile Design" which means the website will work seamlessly on all desktop computers, tablets and smartphones. Load speed has been improved and it also includes a new and improved Maps and Schedules system that heavily integrates with the Google Transit system to provide an easy and informative experience for the user.

The website was created and designed by Covington-based firm Systems Insight.

As a partner to the new TANK website, TANK introduced a new and improved alerts system that offers a free travel alert service via email or text message directly to those who sign up for it. TANK Alerts help our passengers stay informed about specific routes so they can plan ahead and know when there is an expected service detour or issue.

Dixie Highway

The Dixie Highway Enhanced Corridor project was the first corridor enhancement project, originally called for in the 2013 Network Study. The #1 Florence Mall Route, serving Dixie Highway, is TANK’s highest ridership route, making up nearly 20% of the system’s total annual ridership. For this reason, this corridor was identified as the highest priority to receive new shelters and simplified, premium signage. The first phase of this project was a stop consolidation, which created more even spacing between stops and allowed for the buses to run more efficiently and on-time. A total of 24 inbound and outbound stops were identified based on ridership, spacing, and site feasibility to receive prominent, information-laden stop markers to help better inform our passengers.

Additionally, TANK partnered with eight cities along the route to develop an identifiable city icon to be used on the signage and shelters. There are 10 modern shelters at key stops that are ADA-accessible and feature solar-powered lighting to illuminate the area at night. They also serve as an important marketing tool for TANK, as they feature a cohesive, unified brand that ties into the newly, renovated Covington Transit Center.
In October of 2015, the Northern Kentucky community learned about the abrupt closing of our region’s largest social service agency for seniors. This closing reverberated through the community and created gaps in services for seniors. The community rallied to bridge gaps and to provide continuity of services. Thanks to partners like the Northern Kentucky Area Development District, BAWAC and the region’s Medicaid Transportation broker, many senior transportation needs were met. With these resources in place, there still remained a gap for general senior transportation. These are trips for seniors who do not meet the specific eligibility requirements of the programs mentioned above, but still have mobility challenges and troubles accessing medical appointments and essential services such as the grocery store and pharmacy.

In 2016, the community identified the funds required to bridge the gap and TANK stepped in as the transportation provider to deliver this important service to the community. Today, the Northern Kentucky Senior Transportation Program provides transportation for seniors to medical appointments, to the grocery store, to the pharmacy and to other essential services. TANK is proud to be a partner in this effort.

TANK Customer Service

**Customer Service Call Center**
TANK’s information center receives an average of 159,509 calls each year.

**Bus Stop Service Outlet**
TANK operates the downtown Cincinnati Bus Stop store to help passengers access transit information and buy bus passes.

**Website**
TANK’s website received 275,166 visits in FY2016.

**Information**
Staffed information center booth in the Covington Transit Center and an expanding presence on-line.