



HORIZONS

A Quarterly Publication of the Kentuckiana Regional Planning and Development Agency
Transportation Division

Results of TARC's Project Gobility

By Nina Walfoort, Public Relations Specialist, TARC

The first phase of TARC's Project Gobility is complete, and the year-long survey and research project has given TARC an excellent snapshot of who its customers are, what kind of services customers want, and where there are unmet mobility needs in our community.

As a result of three surveys conducted last year, TARC learned that they have riders of all ages who are mostly African American and are very faithful customers – 70% ride TARC five days a week. TARC is beginning to offer more schedule and service information online, which is justified, since 80% of riders have access to the Internet.

Not surprisingly, TARC learned that about half of riders use TARC for work and school trips. About a quarter are “discretionary” trips – to see friends, go shopping, run errands.

TARC riders – both the fixed-route customers and the people with disabilities who use the paratransit service – give TARC high marks. Almost 90% of TARC 3 paratransit users said they are satisfied with the service. Among the general population, 71% rated TARC “good” or “excellent.”

The telephone survey of TARC 3 users found that customers are mostly Caucasian and 75% female. The majority are older than 55. About half of TARC 3 customers use the door-to-door service two times a week or more. While the satisfaction level was very high, some said that on-time performance could improve.



In terms of demographic changes in the next 20 years, TARC will face enormous challenges trying to serve passengers and job centers in the fast-growing suburbs in the outlying counties. This type of growth tends to be jobs and homes that are dispersed over a wide area, making it difficult for mass transit to serve effectively. The

good news is that downtown still has the magnitude of jobs and trips and there is a good deal of concentrated growth projected between the Watterson Expressway and the Gene Snyder in the next 20 years.

One purpose of Project Gobility is to help attract new riders to transit. TARC's survey of non-riders found that 68% have never used TARC, and of those who once rode but stopped, the vast majority did so because they acquired a car. A relatively small number – 39% – said they would be unlikely to use TARC no matter what

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Lewis & Clark Parkway improvements on schedule

The first phase of the Lewis and Clark Parkway in Southern Indiana, formerly known as Highway 131, is nearly complete and work on the second phase of improvements are moving ahead on schedule.

“The section of the Lewis and Clark Parkway from Lynch Lane to Cedar Street is finished except for some minor items and the final coat of asphalt, which is to be laid along with the portion of the parkway included in the second phase. The landscaping for phase one, for which installation is weather-sensitive, also remains to be completed.” said Tom Clevidence, engineer for the Town of Clarksville.

The second phase of the improvements will include three lanes and turn lanes in each direction from Lynch Lane west to Lincoln Drive and is scheduled to be completed in mid-



Work being done on Lewis & Clark Parkway.

November. “The additional lanes will make traveling much more convenient and safer for motorists,” said Clevidence.

The project is being overseen by Jacobi, Toombs, and Lanz Engineers with construction being performed by Gohmann Asphalt.

For additional information, contact Tom Clevidence at 812-288-7155.

Transportation Policy Committee Member Profile

Sherry S. Conner
Mayor of Shively
 3920 Dixie Highway
 Shively, KY 40216
 502-449-5000



As the Mayor of Shively, Sherry S. Conner has surrounded herself with a staff whose expertise she can completely rely upon. "We have a fantastic team in place with all the department heads and the city clerk," she said recently. "They are working very hard to support my efforts

as Mayor and the people of Shively have been very receptive to the changes."

Mayor Conner was appointed by the City Council when former Mayor Jim Jenkins made the decision to retire last year. Prior to her appointment to the post in January, Conner was a member of City Council for ten years and is a lifelong resident of Shively.

As a member of TPC, the Mayor is always on the lookout for ways to improve the roads while keeping the budget in mind. "We have had financial hurdles to overcome, but we've made some progress on bringing in some new revenue for the city," she said. "I am constantly learning about state and federal funds to tap into for transportation improvements in our area," she continued.

One challenge Mayor Conner faced earlier this year was a late filing for an approved insurance tax increase that would have gone into effect in July 2005. "Since the deadline was missed, the increase won't begin until July of 2006," she said. The insurance tax will offset money that was cut from the budget after voters overturned the property tax increase."

Mayor Conner also serves as a member of the Consumer Advisory Panel for LG&E and Kentucky Utilities. In addition, she works as a management specialist with Q Business handling human resources issues. Q Business manages the Community Resource Project, which recruits and hires the disabled for a regional janitorial service.

"I truly enjoy meeting with the people of Shively and solving problems," she said. "It really surprises people that I take the time to call them back and figure out a solution no matter how small the issue may be."

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Results of TARC's Project Gobility

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service improvements are made. Of those who would consider using TARC, 40% said they would take TARC to sporting events or festivals; 38% said they might ride the bus to and from work and 27% said they could TARC it to shopping or errands.

What would get more people to use TARC's services? According to the survey, the most common answers were more direct and frequent service, bus stop improvements, and upgrades to buses related to safety and security.

To that end, TARC is taking the first steps to respond to Project Gobility findings. Effective August 21,

2005 a number of routes are proposed for adjustments. An effort was made to eliminate under-used service so that popular routes and services could be increased. The chart below shows some of the most significant proposals.

For more information about Project Gobility, call TARC's Director of Marketing and Planning, Mike Kuzmich, at 561-5118. To add your input to the mix, send comments to: TARC Project Gobility at 1000 W. Broadway, Louisville, KY, 40203 or go to www.ridetarc.org and add your comments by clicking "Contact Us" and then "General Comments."

ROUTE	PROPOSED ROUTE CHANGES
#6 Sixth Street	Extend to new Wal-Mart on New Cut Road.
#18 Preston-18 th Street	More trips will continue to Dixie Highway and Heaton Road instead of stopping at 16 th and Algonquin.
#25 Oak Street	Discontinue east of Everett Avenue, replace with new service on #29. Add service on Saturdays and Sundays.
#29 Eastern Parkway	Extend from Hubbards Lane to Oxmoor Center. Increase service frequency.
#30 Bardstown Road Trolley	Discontinue due to lack of ridership and duplication of service.
#37 Iroquois Park Express	Extend service from Iroquois Park-and-Ride lot to the current #48 in Fairdale.
#48 Fairdale Express	Discontinue due to lack of ridership; serve Fairdale area with #37 Iroquois Park Express.
#63 Cane Run Road	Add Sunday service.

KY 22 scoping study completed

The Kentucky Transportation Cabinet has released the preliminary results of the KY 22 scoping study, a transportation study of the 9.3-mile corridor from Herr Lane in Jefferson County to Crestwood in Oldham County. The draft report, prepared by HNTB Corporation and Qk4, provides recommendations to correct safety and traffic issues along the corridor.

Citizens were invited to comment on the study's recommendations at a public meeting held on June 9 at Kentucky Country Day School. The open house session allowed



A view of KY 22.

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Move over, Kentucky - it's the law!

Motorists traveling Kentucky's roadways will begin seeing reminders to "Move Over" when they see the flashing lights of law enforcement, emergency service or public safety vehicles on the side of the highway.

"Move Over" signs are up across the state to let travelers know that state law requires them to slow down and use caution when they see a law enforcement or emergency vehicle stopped alongside the road with its lights flashing. They must move over to the lane farthest away from the vehicle if they are on a four-lane road and can do so safely. Failure to do so can result in fines. By the end of summer, 100 signs will be in place on interstates, highways, parkways and other major four-lane and multi-lane highways.

In addition to the road signs, the Kentucky Transportation Cabinet is implementing a public awareness campaign which includes radio and newspaper ads, posters and brochures



The "Move Over" highway sign

touting the "Move Over" message. Also, police, firefighters, EMS and other public safety and emergency personnel will have the option to display "Move Over" decals on their vehicles.

"Our vision is to create a safe transportation system for all Kentuckians," said Kentucky Transportation Cabinet Deputy Secretary Jim Adams. "That includes our men and women of law enforcement, emergency services and public safety. These signs and other public awareness tools remind motorists to yield and use caution when they see an officer or EMS worker stopped on the side of the highway."

For more information, contact Doug Hogan at the Transportation Cabinet at 502-564-3419.

KY 22 scoping study completed

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visitors to review displays showing updated traffic and accident data and potential changes along the corridor. Project engineers were on hand for questions or comments.

"The goal of this project is to ensure that everyone in this neighborhood can travel from their homes to work safely and promptly. Input from the community has been essential in developing recommendations that truly address the concerns of those who live, work and drive in this area," said Greg Groves, Branch Manager of Pre-Construction at the KYTC District 5 Office.



Another view of KY 22.

The final report, to be completed in August, will contain short-term, mid-term and long-term recommendations. KYTC's District 5 Office will review the study's findings and make recommendations about which changes should be implemented. In addition, funding sources for all projects must be identified.

The study's recommendations are based on an assessment of accident history reports, projected traffic capacity, an environmental overview and community feedback. At the beginning of the study, a Citizen's Advisory Council was formed to ensure that the community's needs and desires were met. Members include neighborhood associations, local churches and businesses, interest groups and government officials.

According to Karen Mohammadi, HNTB project manager, "This community has been involved in every step of the way through this project and, with their help, the project team has developed reasonable solutions that will lower accidents rates and increase efficiency along the corridor."

For additional information, contact Ms. Mohammadi at 502-581-0985 or by e-mail at kmohammadi@HNTB.com.

Ask the Expert!

Have you ever wondered why some intersections have stop lights and others have stop signs? Or how it is decided where to add a crosswalk to a street?

In each issue of *Horizons*, we will take a question and ask the experts – state transportation departments, local planning agencies, TARC and Federal Highway Administration offices.

Let us help you with that nagging question that you've never quite gotten an answer for. It's probably one that plenty of our readers have wondered about as well. We'll review the questions and select one for each issue. Send them via e-mail to kipda.trans@ky.gov with "Ask the Expert" in the subject line, or by mail to:

ASK THE EXPERT

KIPDA Transportation Division
11520 Commonwealth Drive
Louisville, KY 40299

In this issue, we asked Kelly Tyra, Ticket To Ride program manager for KIPDA, the following questions:

What can consumers do to offset the high price of gasoline? Can the

Ticket To Ride program save commuters money?

Ms. Tyra's response:

There are several ways that consumers can control the amount of money they are spending on their commutes to and from work. One way is with the Carpool/Vanpool service offered by Ticket To Ride. As the community ridesharing program, Ticket To Ride helps to organize vanpools which minimize the number of vehicles on the road and save participants money on gas. By helping people traveling similar routes at similar times share rides, Ticket To Ride eases gridlock, lowers vehicle emissions in the region and helps people save money on their commute.

Call us at 502-267-5400 or visit the web site at www.tickettoride.org and click on "Savings" under "Join Now and Save." Another way to save money is by riding TARC. Call 502-585-1234 or log onto the web site at www.ridetarc.org.



KIPDA Transportation Division Meeting Calendar

Transportation Technical Coordinating Committee

August 10, 10:00 a.m.
KIPDA Conference Room

September 14, 10:00 a.m.
KIPDA Conference Room

Bicycle & Pedestrian Subcommittee

August 22, 2:00 p.m.
KIPDA Conference Room

Regional Transportation Council

September 22, 1:00 p.m.
KIPDA Board Room

Transportation Policy Committee

August 25, 1:00 p.m.
KIPDA Conference Room

September 22, 1:00 p.m.
KIPDA Conference Room

A map of KIPDA's location can be found at <http://kipda.org/download/KIPDALocaleMap.pdf>.

For TARC routes and schedules, please visit www.ridetarc.com.

If you would like to be added or removed from the Horizons mailing list, or receive Horizons electronically, please e-mail us at kipda.trans@ky.gov or call us at 502-266-6084

Meeting dates and times are subject to change. Please call KIPDA at 502-266-6084 to confirm, or visit the calendar on our web site at www.kipda.org/transport/events.asp.

Articles contained in this newsletter will be consistent with assisting readers in accessing information from the public government entities or nonprofit organizations in which KIPDA maintains a membership, from which KIPDA is funded, or to which KIPDA contributes funds or with which KIPDA is contractually affiliated. KIPDA reserves the right to accept or deny any articles from other external sources at its discretion.

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