

Southbank Shuttle

Transit Authority of Northern Kentucky
November, 2013



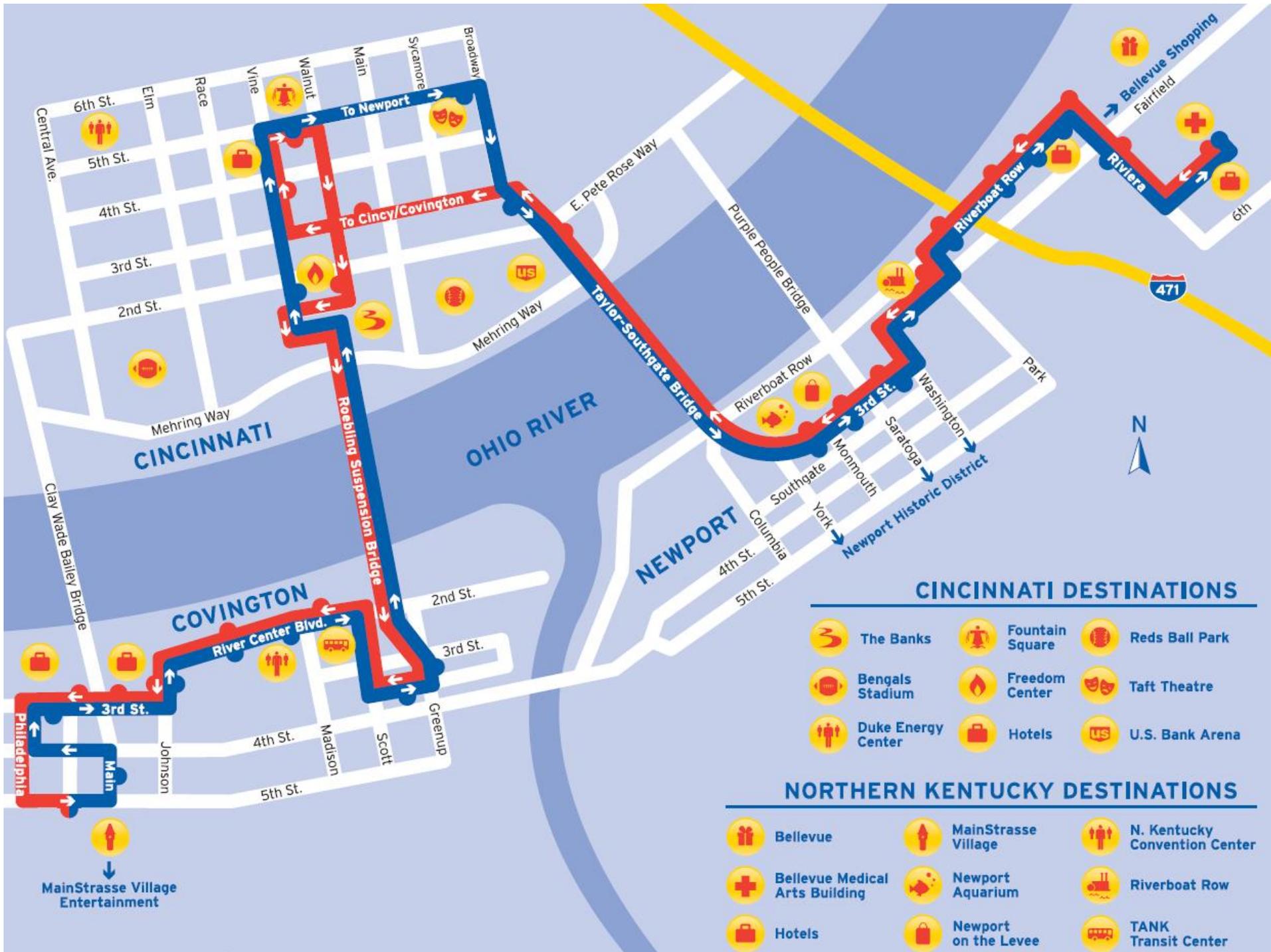


TANK

TANK Overview

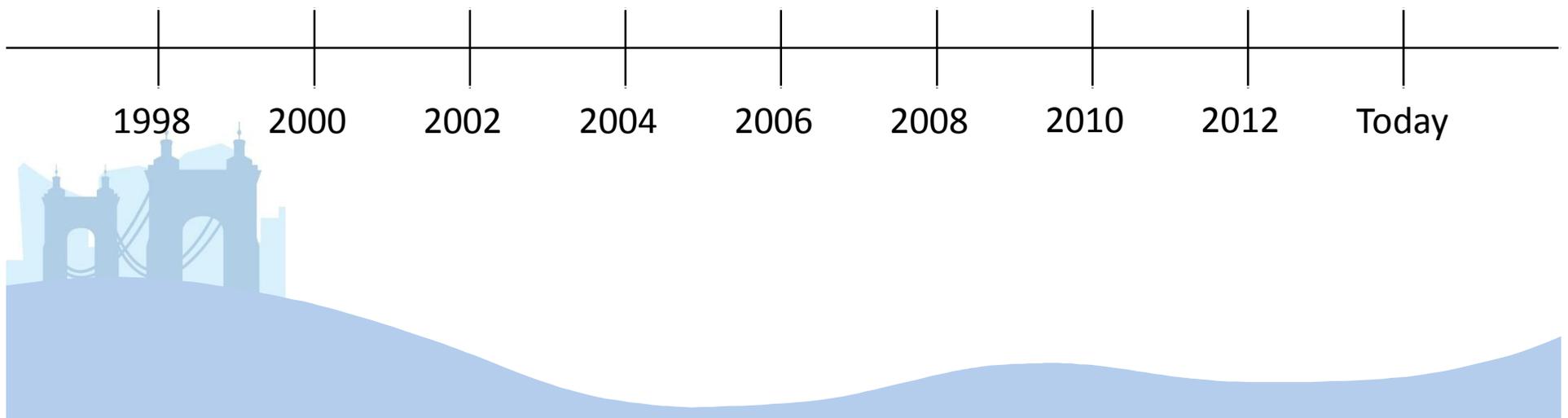
- ” Public Transit Authority – KRS 96(a)
- ” Boone, Campbell, Kenton Counties, KY
 - . Downtown Cincinnati, OH
- ” 27 Routes
- ” 19 Park & Rides
- ” 3.9 Million Trips Annually
- ” Metro Connection





Southbank Shuttle History

- “ Service begins with a contracted service provider
 - “ TANK brings operation in-house
 - “ Use of Standard Buses
 - “ Bridge Weight Restriction
 - “ Trolley Rebrand



Southbank Shuttle History

" First Generation



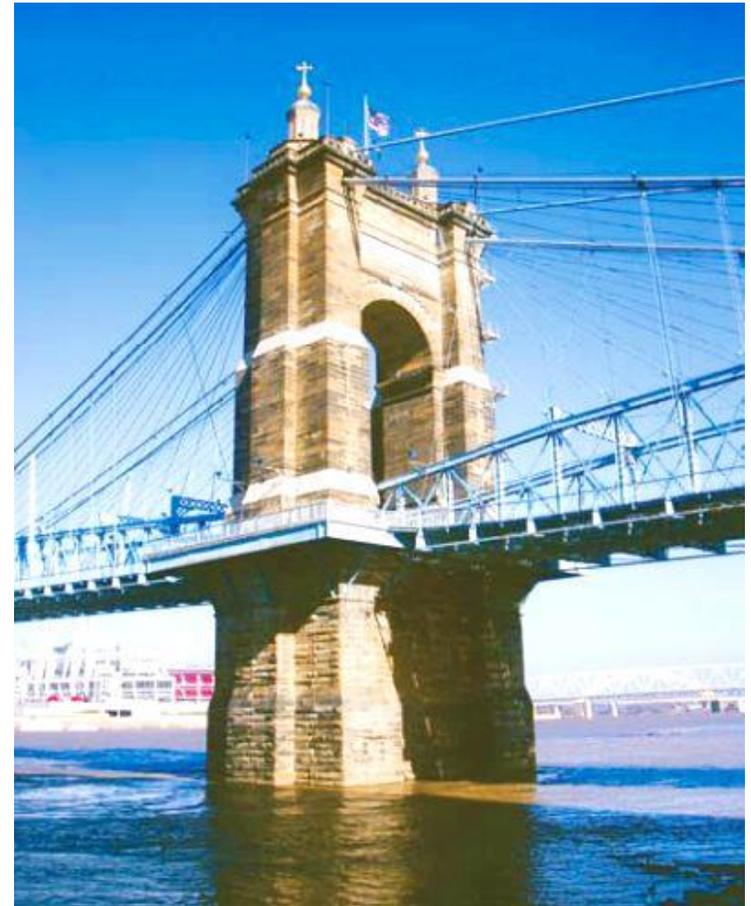
Southbank Shuttle History

” Second Generation



The Bridge

- ” 2007 Weight Restriction
 - . 11 Tons
- ” Detoured Route
 - . Added Time
- ” Decreased Frequency to Maintain Budget



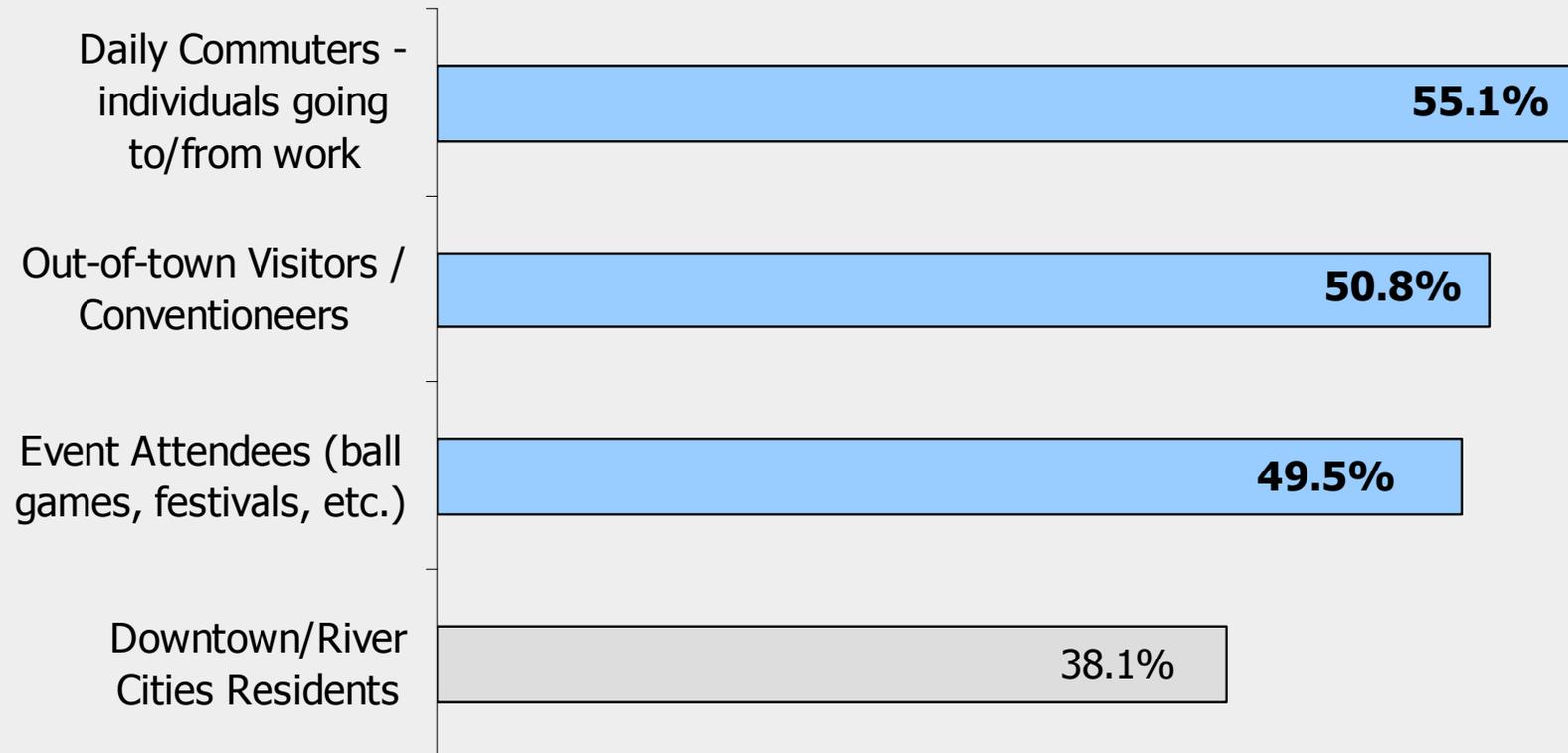
The Bridge

- “ Ridership Decline
- “ New Approach
- “ New Vehicle
- “ Same Budget



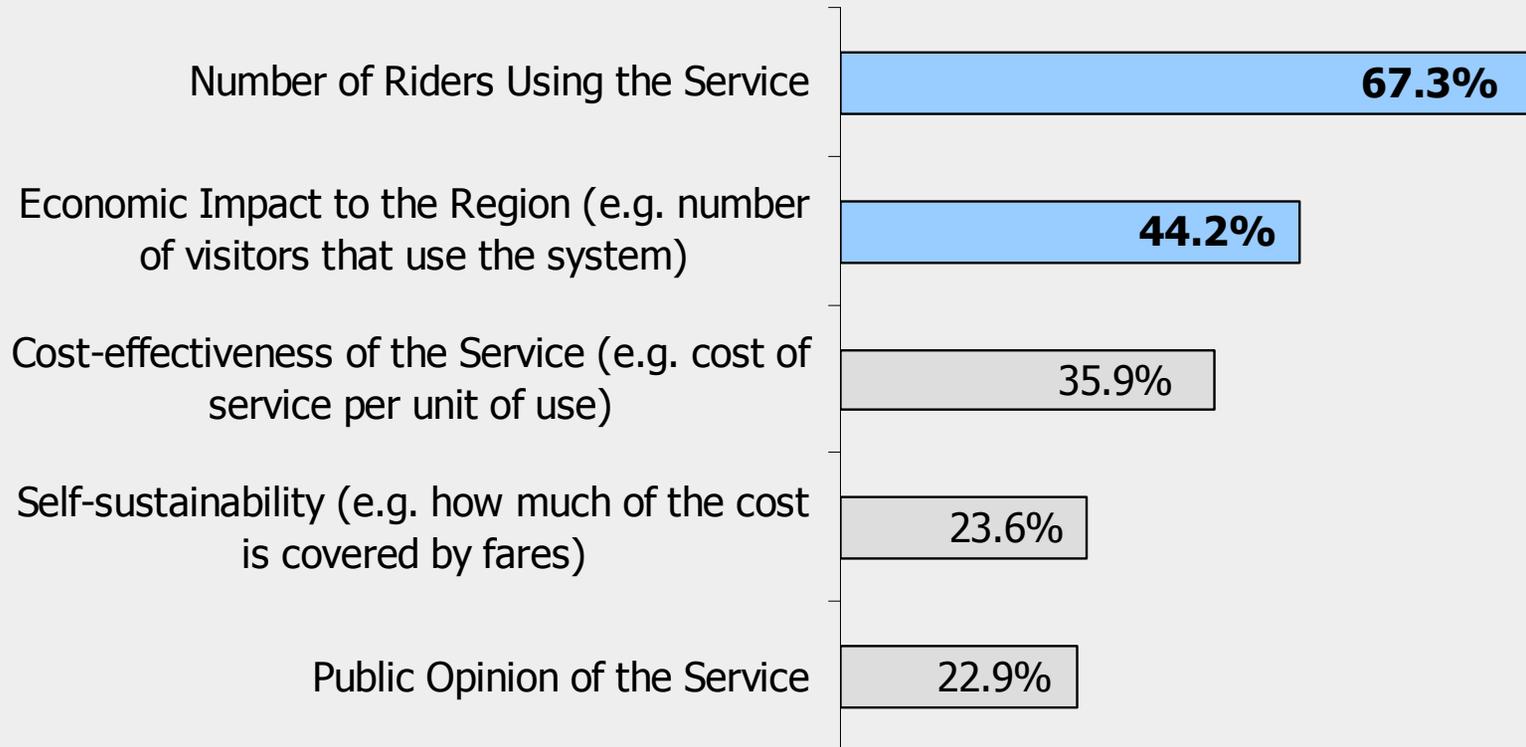
Ask the Customers

**What primary groups of travelers should the shuttle serve?
(Pick two)**



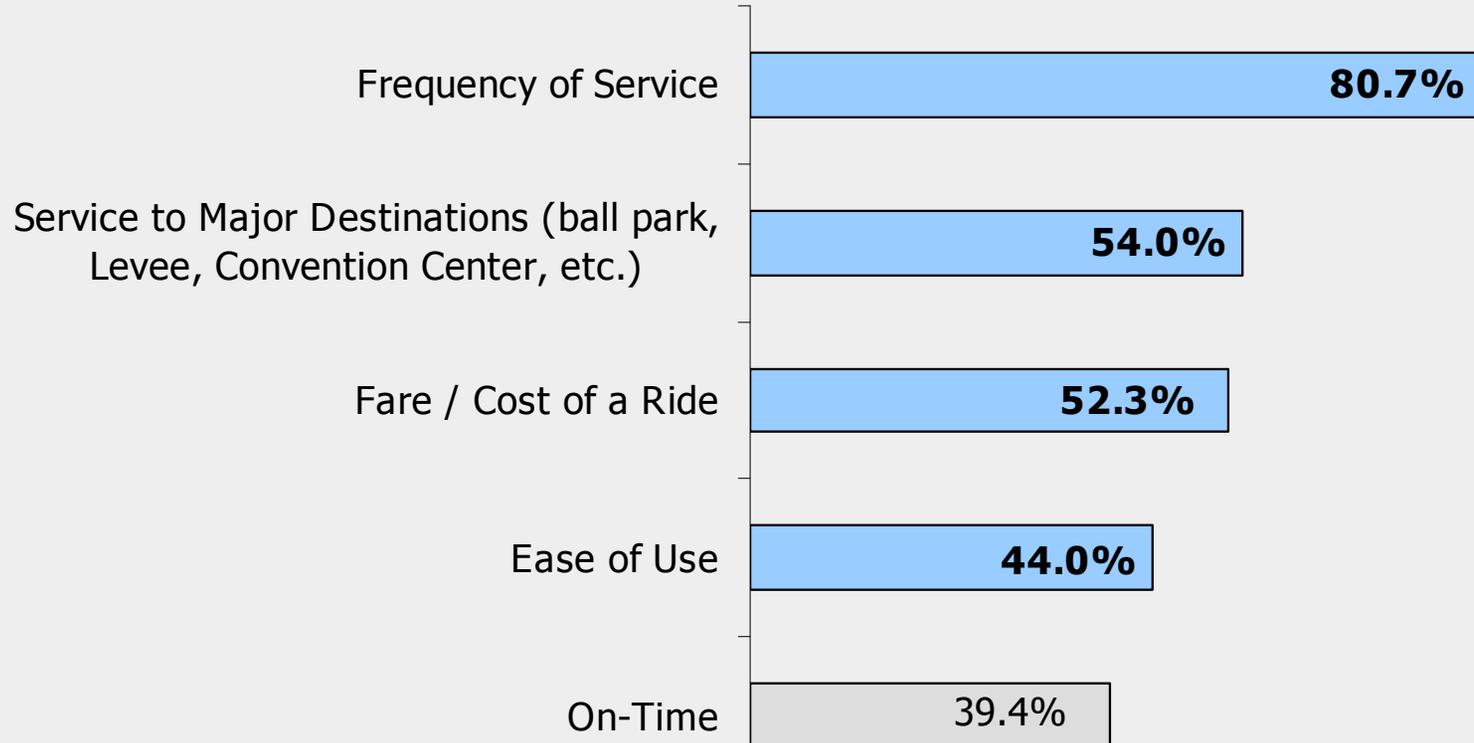
Ask the Customers

**How should TANK measure the success of the service?
(Pick two)**



Ask the Customers

What aspects of the shuttle service are important? (Pick four)





TANK

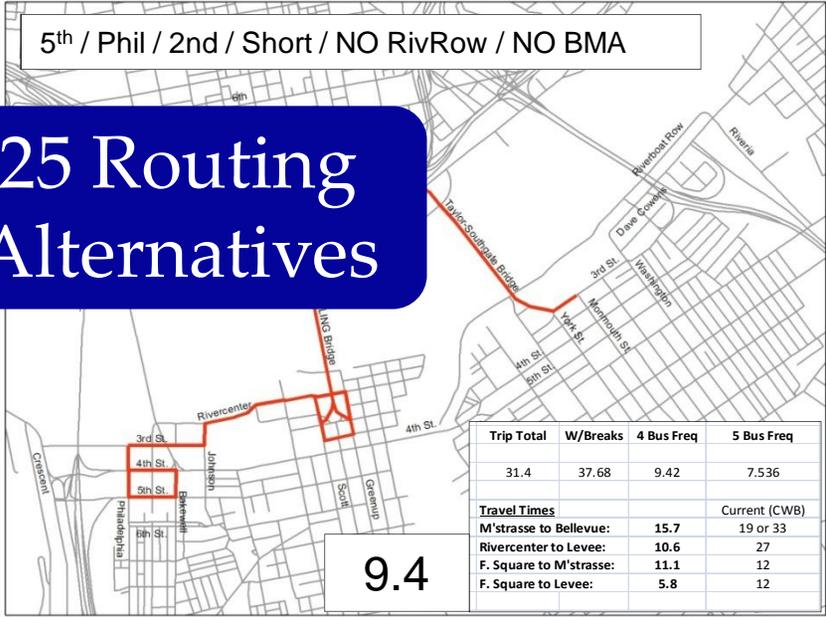
New Southbank Design

- " Route
- " Service Frequency
- " Branding
- " Fare

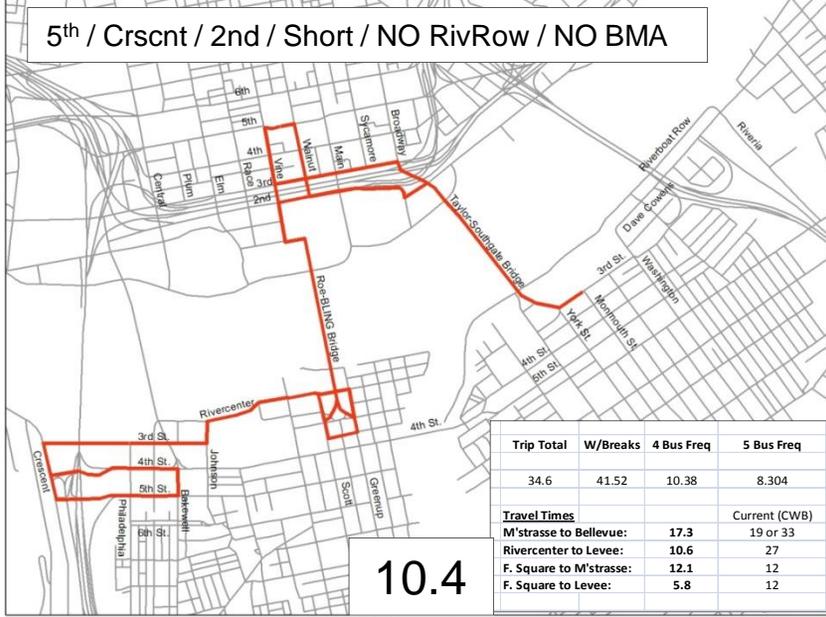


25 Routing Alternatives

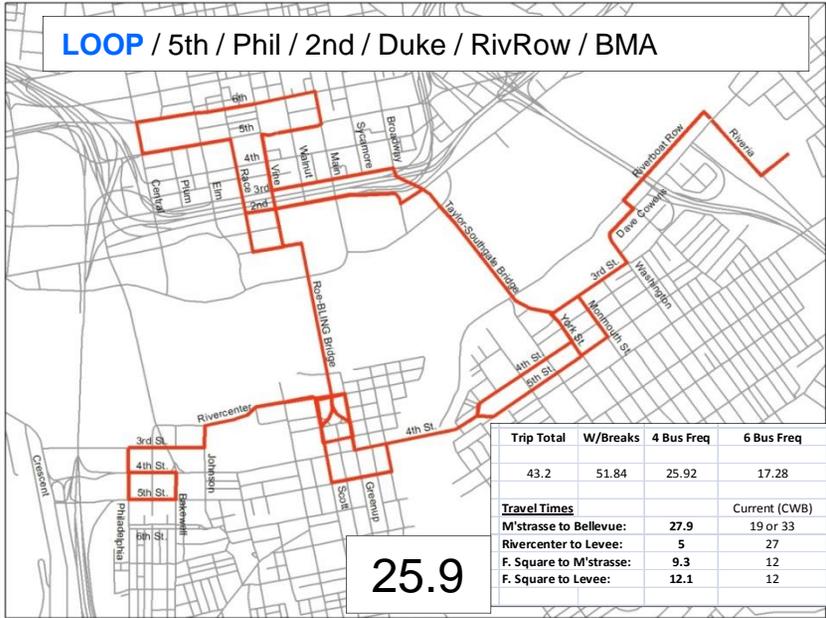
5th / Phil / 2nd / Short / NO RivRow / NO BMA



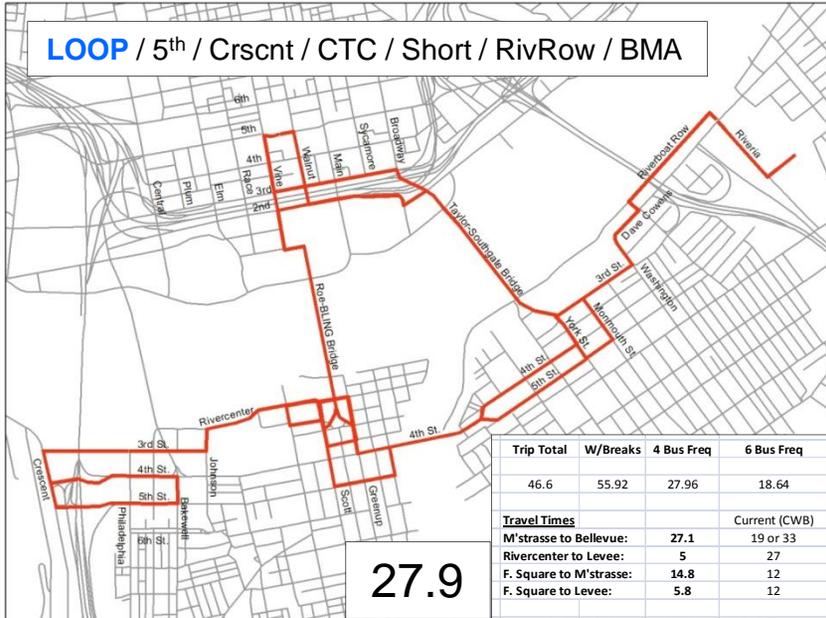
5th / Crscnt / 2nd / Short / NO RivRow / NO BMA



LOOP / 5th / Phil / 2nd / Duke / RivRow / BMA

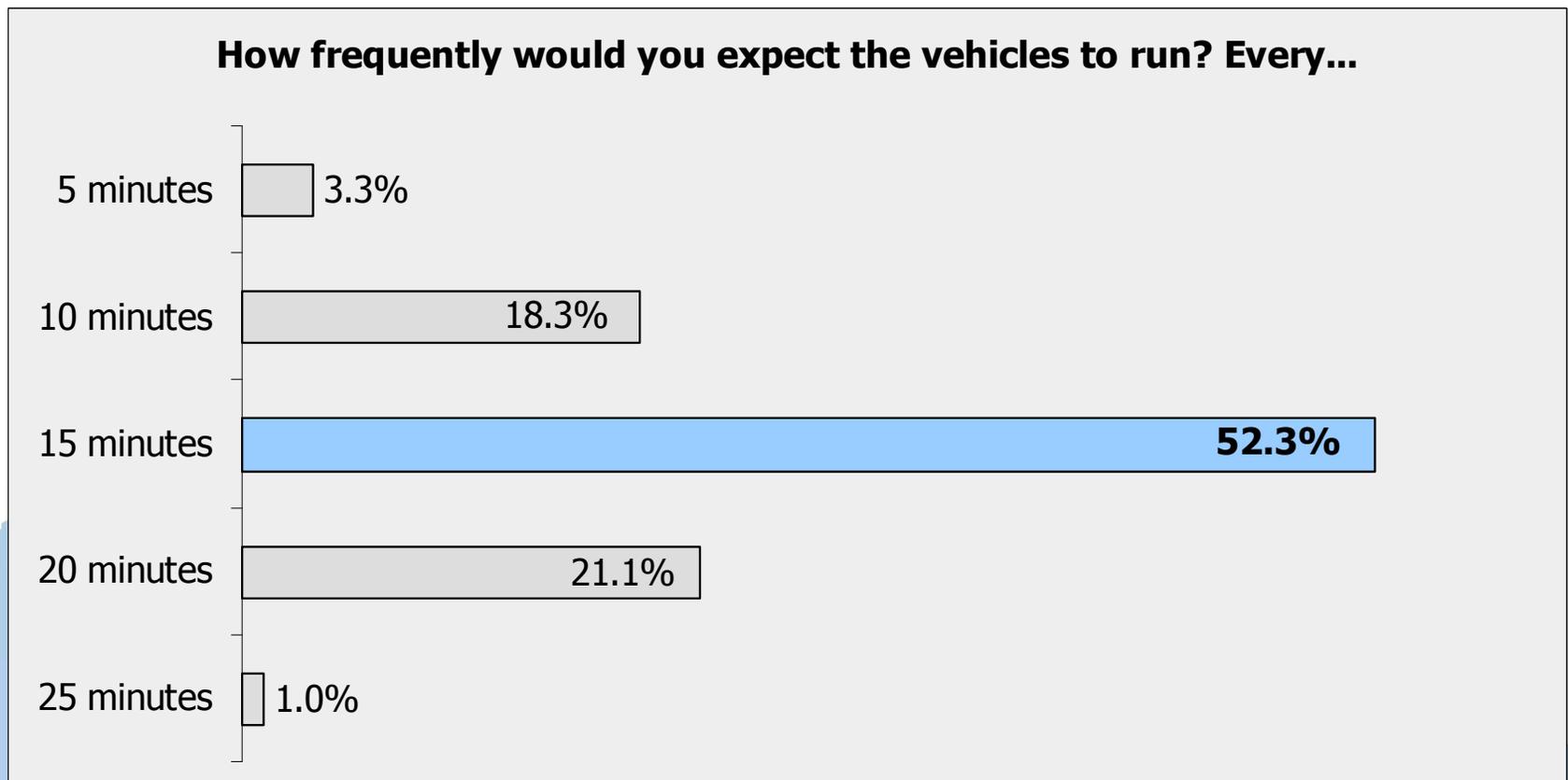


LOOP / 5th / Crscnt / CTC / Short / RivRow / BMA



New Southbank Design

” Service Frequency



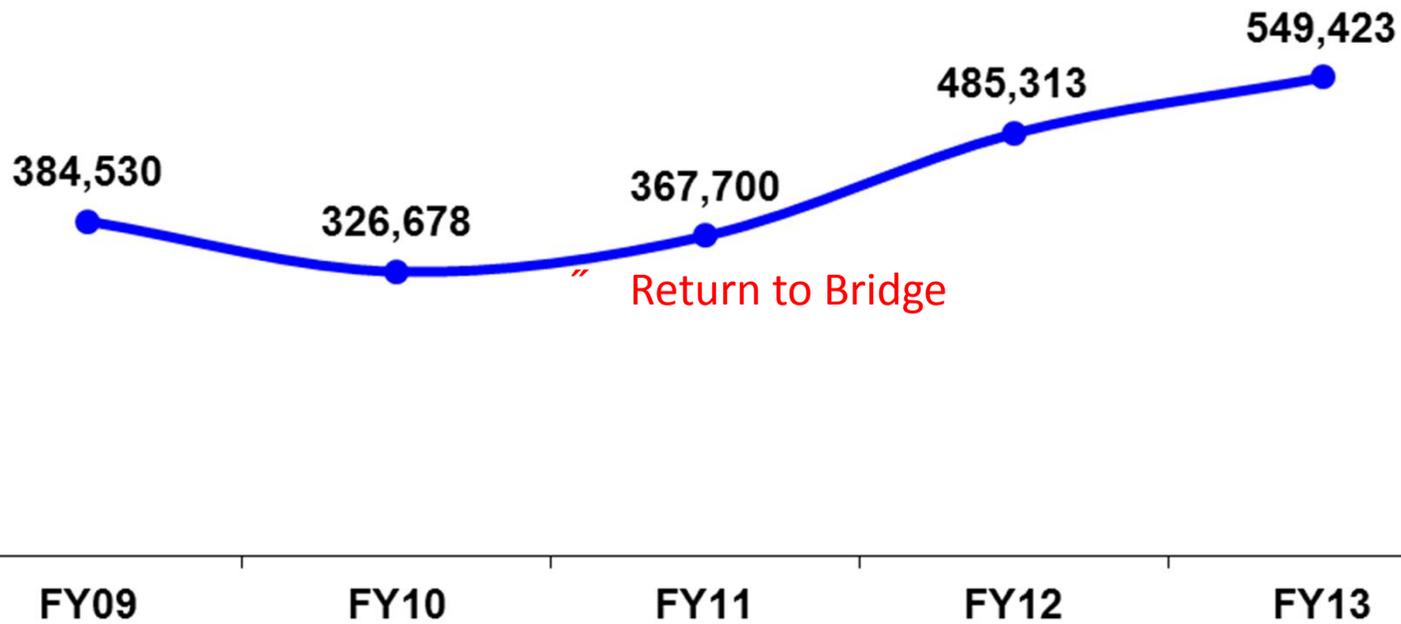
New Southbank Design

- ” Branding, driven by vehicle
- ” Vehicle, driven by weight restriction
- ” Fare: \$1



Results

Southbank Ridership



Lessons Learned

- “ Direct Route
- “ 15 minutes or better frequency
- “ Easy Fare
- “ Unique Vehicle
- “ Multiple Audiences



Future

- “ Tight Budgets
- “ Grow Ridership
- “ More Durable Vehicles
- “ Apply Lessons Learned to Other Services





Questions?

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