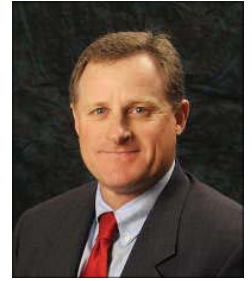


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May 2008



**Rocky Burke**  
General Manager

### MESSAGE FROM THE GENERAL MANAGER:

### *INTEREST IN TRANSIT AT A NEW HIGH*

# DESTINATIONS

With the price of fuel continuing to hit all-time highs, interest in LexTran continues to grow. Not one day goes by without a call or conversation about how to access our service or a suggestion about system improvements.

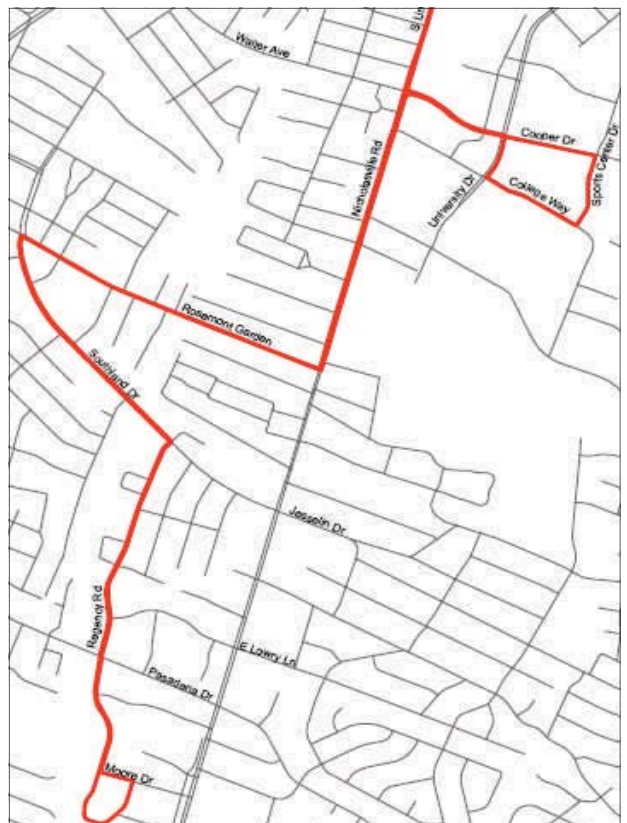
LexTran is working on several fronts to meet community expectations and increasing demand. Recently, we worked out an agreement with Lexington-Fayette Urban County Government to streamline the process to place bus shelters across town. By mid-summer, we will have a total of 50 shelters in place. During the next budget cycle, we expect to have funds to purchase and install more shelters and benches for our passengers at locations which meet certain ridership criteria.

Another exciting development is a request by the Southland Association, a group of businesses and homeowners, to increase LexTran service along Southland Drive. **Southland/B.C.T.C. Route 42** will service the Regency Road, Bluegrass Community and Technical College, Southland Drive, and Rosemont Garden areas.

Yet another new route in the final planning stage is a Nicholasville Road **Commuter Express, Route 41-X** from Man O' War Boulevard inbound to the transit center. This service will be designed to provide commuters from south Lexington and Nicholasville/Jessamine County an opportunity to park their vehicles and access LexTran during morning and afternoon rush hours, Monday through Friday. Express stops include Central Baptist Hospital and UK.



**Above:** Among the latest group of shelters to be erected is this one located on Eagle Creek Drive near the public library branch and Saint Joseph East Hospital. **Below:** Southland/B.C.T.C. Route.



# EMPLOYEE UPDATE

## TRANSIT CENTER SPRUCE UP

Thanks to the efforts of employees who volunteered their time, LexTran’s transit center got a good scrubbing and fresh coat of paint on Sunday, April 27. The following employees, family members and friends helped out:

*Jane Aaron  
Pat Benton  
Jerrica Brock  
Terri Brock  
Rocky Burke  
Danny Crawford  
Geri Davidson  
Brian Durham  
Izak Dyal  
Jason Dyal  
Brandy Fairall  
Falon Fairall  
Nikki Falconbury  
Jared Forte  
John Givens  
Chad Guy  
Karen Guy  
Steve Guy  
Barbara Hall  
James Leath  
Tim Lloyd*

*Ronda Mattingly  
Carol Moran  
Tonya Mosley  
Mike Nagy  
Regina Patrick  
Billy Perkins  
Xana Plum  
Dave Riggins  
Stephanie Robinson  
Carlos Rowland  
Claude Scott  
Annette Sewell  
Tracy Sewell  
Barbara Shelby  
Ben Spaulding  
Dale Stone  
James Weathers*



## FACE LIFT FOR THOMAS FLEET

The first of 20 Thomas fleet buses has undergone body and color improvements. Maintenance Director **Carlos Rowland** said his crew has been replacing damaged body panels on-site, with more significant body work and updated paint jobs being performed by off-site repair contractors.

**OUT WITH THE OLD...**

**IN WITH THE NEW!**





# IN THE COMMUNITY

## AD CAMPAIGN FOCUSES ON “ONE-ARMED BANDIT”

LexTran is taking aim at soaring fuel costs with a new advertising campaign. “**Beat the One-Armed Bandit**” is the theme and includes television, radio and print ads airing in Lexington through June. Ridership has more than doubled in the past two years. In 2007, LexTran recorded more than 5 million passenger boardings. The campaign promotes the economical advantages of riding public transportation and targets consumers who own vehicles but might choose LexTran as a transportation alternative.



Prem: \$\$\$\$\$  
Plus: \$\$\$\$  
Reg: \$\$\$

Beat The  
One-Armed  
Bandit

Ride  
**LEXTRAN**

A LexTran **30-day**  
Unlimited Pass is only **\$30.00**  
*Less than a tank of gas!*

## VERB SUMMER SCORECARD



LexTran is teaming again this year with the Lexington-Fayette Health Department, offering free rides to participants in the *VERB Summer Scorecard* program. The Scorecard is the ticket to summer fun for 9 to 13 year olds from May 28 through August 1. What's your favorite VERB? Maybe, it's a team sport – like soccer or baseball. Maybe it's an individual activity, such as hiking or skateboarding. Or, maybe it's something different, perhaps yoga or martial arts. Whatever your favorite activity is, playing hard this summer with the VERB Summer Scorecard is fun. To qualify for a free ride, participants must be accompanied by an adult and show their Score Card to the bus operator.

## Karaoke, Corn Hole & Good Grub LexTran's Family Fun & Safety Awards Picnic

Sunday, July 20, 2008

11am-6 pm

Boonesborough State Park

RSVP by May 23 on posted sheets





109 West Loudon Ave.  
Lexington, Kentucky  
40508

Phone: 859-255-7756  
Fax: 859-233-9446

lextranonthemove.org

## HAPPY BIRTHDAY

### MAY

3- Clay Webb  
10- Timothy Berry  
11- Warren Cobb  
11- Johnny Hendrix  
15- Robert Neal, Jr.  
17- Kuantaze Cooper  
17- Gregory Morton  
21- Janice White  
24- Kathy Garcia  
29- Joseph Moore  
31- Tony Arnold  
31- Terry Russell

### JUNE

6- Allan Johnson  
6- Ronda Mattingly  
15- Joshua McDonald  
19- Deon Ruffin  
22- Marcus Martindale  
22- Milford Taylor, Jr.  
25- Leslie Boston  
27- James Weathers  
28- Scott Nelson



### Community Outreach/Education Calendar

LexTran is scheduled to participate in these upcoming activities:

- 5/10-5/11 *Mayfest; KCTCS Peace & Global Citizenship Fair*
- 5/16 *Johnson Elementary School Career Day*
- 5/28 *Johnson Elementary/Castlewood Park Field Day*
- 5/28-8/1 *VERB Summer Scorecard*
- 7/10-7/20 *Lions Bluegrass Fair, Masterson Station Park*

To schedule an appearance by LexTran-O-Saurus Rex, contact  
Dave Riggins, Director of Community Affairs



Please submit **DESTINATIONS** story ideas, suggestions, corrections, to:  
**Dave Riggins**  
Director of Community Affairs  
255-7756, extension 207  
driggins@lextranonthemove.org

## LEXTRAN'S PAST: SNAPSHOTS OF HISTORY

One hundred years ago, an estimated 4 million passengers rode the city's trolley system. On average, according to historian *William Ambrose*, every resident of Lexington rode a trolley 90 times in 1908. The early 1900s were profitable years for *Kentucky Traction and Terminal Company*, but with labor and material costs escalating during World War One, management saw the need to attract riders with new services and shorter waits. In 1917, regular fares were kept at 5 cents and special excursion trips were planned. Two years later, a shortage of coal led to cuts in service including a planned extension of an electric car line from Lexington to Richmond.



Above: Advertisement, circa 1916.  
Information and illustration courtesy of *William Ambrose*, author of "Traction in the Bluegrass."