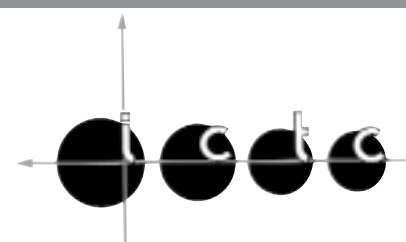


# Transit Times



## Isabella county transportation commission

JANUARY 2010

QUARTERLY REPORT

### Memorial Fund Honors Former Patron

## Bruce Jones Memorial Fund seeks donations

Sometimes even the darkest of circumstances brings unforeseen opportunities. It was just such circumstances that put Bruce Jones in contact with ICTC. As a retiree from General Motors, Bruce came to our community to live, but advancement of his diabetes resulted in the loss of his legs, and thus his mobility. Being the overwhelmingly optimistic individual that he was, Bruce saw this as his opportunity to expand his horizons and meet new people as he learned to navigate through life using a wheelchair and his local public transportation service.

It was not long before Bruce came to the notice of most of the ICTC staff. His infectious, positive outlook on life, and his appreciation of the service ICTC was able to provide him, earned

### Sheahan's Make Christmas Shine

## Downtown event sparkles with holiday spirit

As part of the downtown Mt. Pleasant Dicken's Christmas celebration at the beginning of December each year, ICTC provides a night of trolley tours through the downtown area and surrounding residential areas. The highlight of this tour is always the display put on by local residents Gerald and Dorothy Sheahan at their residence on north Kinney Street.

Families from around the area, and many who travel from out of town, take the opportunity to get into the holiday spirit with a trolley ride and a stop at the Sheahan residence to walk through what can only be described as a Christmas wonderland. This family display of Christmas spirit has been a part of our community for decades and provides those young at heart the experience of visiting a special place and the chance to take pictures with

### Caravan of Care Returns

## WCFX/ICTC 19th annual food drive helps those in need

The 19th annual Caravan of Care kicks off on Monday, February 1, 2010 with WCFX on-air personnel broadcasting from University Homes on East Pickard in Mt. Pleasant. ICTC and WCFX have held this annual event for nearly two decades and have expanded it over the years to include clothing, small household items, personal grooming supplies and many paper products for home use and for young children.

If you have a donation to make simply drop it off at the Caravan of Care house clearly marked at University Homes on East Pickard. If you can't make it to the Caravan house call

### Trepanier Selected as ICTC Rider of the Quarter

## "It's a nice thing to know you've got friends"

Francine Trepanier has been selected as the Rider of the Quarter by the drivers and staff of the Isabella County Transportation Commission. The Rider of the Quarter is a recognition given to a regular user of ICTC for their being an exemplary rider. Each recipient of the recognition is profiled in the quarterly newsletter and receives a pass in gratitude from the commission.

Born in Alma in 1951, Francine spent most of her life living in Flint with her foster mother until her passing. She then lived in a number of places, including Wisconsin for a



"It's a nice thing to know you've got friends. I recommend ICTC if you move to town."

him recognition as Rider of the Quarter. His interaction with drivers was so inspiring that many of them took special care to watch out for his needs, especially as his disease advanced. Driver Larry McDevitt was paying just such special attention when he took Bruce to the hospital emergency room, instead of home, after observing that Bruce seemed to be slipping in and out of consciousness when he picked him up at a local store. Larry saved Bruce's life that day, an act acknowledged by Bruce himself, as well as his doctor.

When Bruce passed away a year or so ago, his family established a fund to assist other dialysis patients with their transportation needs. His legacy lives on by helping others face the chal-

lenges that he himself faced with such bravery and humility.

ICTC wishes to continue Bruce's legacy, and is seeking assistance from the community to make this happen. If you or someone you know needs transportation to dialysis, or if you just feel inspired by the generosity and caring of Bruce Jones, ICTC will accept donations to the Bruce Jones Memorial Fund. Simply send a check to ICTC for the memorial fund, and know that your contribution is helping those in our community most in need.

If you would like more information on the Bruce Jones Memorial Fund, contact Denny Adams at ICTC by calling 989/773-2913 x-106, or by email at dadams@ictcbus.com.

Santa, view a the nativity and sit in the horse drawn sleigh. Some are even lucky enough to meet "Santa", in the form of Gerry Sheahan, to receive a holiday candy cane and the wish of a "Merry Christmas".

Thank-you seems barely adequate to express the gratitude of a community for the decades of holiday spirit, and the memories for many youngsters, even those now grown, of staring wide-eyed at the bright and sparkling spirit of this Christmas holiday.

Thank you Gerry and Dorothy for the decades of memories that have allowed those of us that have been in this community long enough to have



Children play on the horse-drawn carriage, just one of many areas, at the Sheahan's annual Christmas lights display.

shared your gift with our children, and now our grandchildren. Your gift continues to please young and old alike and makes for great anticipation as the Christmas season rolls around every year.

ICTC at 772-9441 and we'll arrange to stop and get your donation and deliver it to the site.

The Red Cross Food Pantry, Salvation Army Store, Child & Family Enrichment and the Isabella Community Soup Kitchen all receive donated items to better serve those in need in our community. Shelves get bare after the holidays, so this is the perfect time to make a donation that will help our neighbors get through these hard times.

Wednesday, February 3, 2010 will be Food for Fare day on ICTC. Bring a clearly marked food item, or paper product, equal to or greater than your

fare to put in the donation box on the bus and we'll deliver you to your destination and your donation to the Caravan of Care.

Please join with ICTC and WCFX in making the world a little better by donating to those in need. Stop by the Caravan of Care house and pick up some of the free items available to our contributors to the Caravan of Care.

The Caravan runs all week, from Monday, February 1st through Friday, the February 5th. Call ICTC at 772-9441 or WCFX at 772-4173 with questions, or for detailed information go to wcfx.com and click on Caravan of Care.

while, and then Chicago, before moving to the Isabella County area in 2003.

Francine has lived in group homes in our area since returning here including what she refers to as "her big mansion" located between Shepherd and Mt. Pleasant. She now resides in Mt. Pleasant for greater ease of access to the public transportation system.

Her many challenges include successfully surviving breast cancer, from which she has been cancer free for 5 years. Never married, Francine has many relatives in the area. "I'm related to all the Trepaniers", she states, "but I'm the oldest of the ladies." Francine is proud to be a member of the Saginaw/Chippewa Indian Tribe. "I'm 3/4 Chippewa Indian and 1/4 French", she smiles.

Francine has many loves. Music is one of them. She plays piano, which she learned by ear, and also guitar, xylophone and banjo. She loves listening to music, especially records that she finds at the local thrift stores. Who's her favorite artist? Lawrence Welk

"I love Lawrence Welk," Francine extols, "Especially the songs, 'Calcutta', 'Apples and Bananas' and 'Elephant Walk', he recorded that in 1962."

But shopping tops Francine's list of loves. "I love shopping and growing things", she quips, "I go to Goodwill, the Thrift Shop, yard sales, rummage sales and flea markets. They call me the bag lady, and I am, and proud of it."

As for ICTC, she rates the service excellent. "They come anytime you call. The drivers are helpful when it's slippery and courteous and polite." states Francine. "It's a nice thing to know you've got friends. I recommend ICTC if you move to town. They've got lots of good bus schedules. You'll love the way they travel you around town. They're always there, no matter what the weather."

The ICTC would like to thank Francine for being such a great rider and patron of public transportation. We hope she makes good use of her complementary pass on her shopping sprees to the local thrift stores. Congratulations Francine!

### "Transit Times" is Back!

## ICTC quarterly newsletter returns to pages of the Morning Sun

With this issue the Isabella County Transportation Commission's quarterly newsletter returns to the pages of the Morning Sun. Over the last year, ICTC made use of smaller, but more frequent, advertisements in the Morning Sun and the Buyer's Guide, as well as a presence on the Morning Sun website. The overwhelming response to this was the periodic questions regarding when ICTC would again be publishing "Transit Times". It seems that many of you like to keep up with what is happening with your public transit provider,

ICTC. In answer to these requests we will again be publishing a full page "newsletter" approximately every three months to help keep all our friends informed of what is new at ICTC, and in the world of public transportation.

Let us know what you think, and what questions or information you would like to see in the "Transit Times". Send correspondence to "Transit Times", attention Dennis Adams, at ICTC, 2100 E. Transportation Drive, Mt. Pleasant, MI 48858 or email to dadams@ictcbus.com.

## Ride Buddies/Guides Needed

Assist passengers riding ICTC Volunteer Position  
Contact: Ginny Cain  
Commission on Aging  
**772-0748**

### Watch for us on Charter Cable

## "I Ride" ad campaign kick-off in January

The Isabella County Transportation Commission (ICTC) kicked off its new advertising campaign on Charter Cable the week of January 4th through the 10th, 2010. The "I RIDE" ads feature ICTC riders stating that "I Ride" public transportation services of the Isabella County Transportation Commission.

"Putting a face on public transit services by featuring our riders makes perfect sense," states ICTC Director of Marketing Dennis Adams. "Public service is what we do, and there is no better way to show that than to feature our patrons in a way that supports our institutional image in the community."

The commercials were conceived, produced and directed by Adams, and filmed and edited by ICTC driver Doug Routheaux. Routheaux was trained at MAC 3 TV, the local cable access channel in Mt.

Pleasant. Charter's One Day Sale program is held each year to allow advertisers to make use of television to reach its target audience at a very affordable price. Three hundred 30 second commercials will be run in random order over a seven day period on a dozen channels carried by Charter Cable.

The first showing of the commercial was January 4-10 on the following channels; E!, Bravo, Hallmark, Travel, MSNBC, AMC, TLC, Food, Animal Planet, VH1, TV Land and MTV. Showings the week of February 22-28 will appear on TBS, TNT, USA, FX, TWC, CMT, CNBC, Headline News, CNN, A&E, BET and Cartoon Network.

Look for your favorite rider, neighbor or friend and let us know what you think. Contact Adams at ICTC by emailing dadams@ictcbus.com or by calling direct at 989/773-2913 x-106.

### HOURS

Note: phones are open one half hour before and after times indicated.

Monday through Saturday.....6:30 a.m. until 12:00 midnight  
Sunday.....8:00 a.m. until 5:00 p.m.

Latest scheduled ride at 11:30 pm (4:30 pm Sun)

Number of available rides at closing is limited. CALL EARLY!!

### FARES

	Fare (one way)	Pass (44 rides)	1/2 Pass (22 rides)
Adult.....	\$2.00	\$65.00	\$33.00
Youth (Under 18).....	\$1.50	\$50.00	\$25.00
Senior/Disabled.....	\$1.00	\$35.00	\$18.00

772-9441

ictcbus.org

Are there any questions or issues you'd like to have answered through the Transit Times? Contact Rick Atkin, ICTC General Manager at 2100 Transportation Drive, Mt. Pleasant, MI 48858 or call (989) 773-2913.

paid advertisement