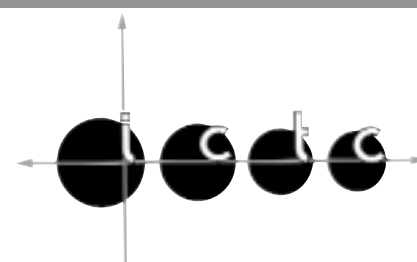


Transit Times



isabella county transportation commission

MAY 2010

QUARTERLY REPORT

Public Transit Milestone Reached

10 millionth rider coincides with national transportation week

The Isabella County Transportation Commission (ICTC) recently reached a significant milestone by transporting its 10 millionth passenger. ICTC is the first rural, county-wide public transit agency in Michigan to reach this mark. ICTC currently is providing nearly 600,000 riders annually in our county with a population of 55,000.

For the last 35 years, since the inception of Van Tran, serving the out-county area, and Dial-A-Ride, serving the city of Mt. Pleasant in 1974, and the subsequent merger of the two to become ICTC in 1977, we have sought to provide the citizens of Isabella County with the best public transit service possible.

The number of people using ICTC services has mushroomed in the last four years, due in part to the

increased expense of operating personal automobiles. Expanded county service in the last few years has led the way in seeing the largest percentage increase in ridership. More evening rural service has seen many more riders using ICTC services, as has the increase in schools-of-choice and charter schools. Park and ride services have also been added to aid in getting employees to and from rural county work sites, as well as

work sites in Mt. Pleasant. With the addition of flex-route service along

to Central Michigan University, ridership in Union Township has also

grown significantly. This route service is paid for by the apartment complex owners and has grown every year of its existence by 15% to 20%. Fall 2010 service will see additional stop locations on these routes connecting more of the local community on the south end of Mt. Pleasant, and the downtown area to these routed services. Ridership on these routes alone will approach 200,000 rides from September 2009 until May of 2010.

public transportation services, linking all of our community and supporting environmentally sustainable choices for residents of Isabella County like bike lanes and walking paths to further improve the health for our citizens and to facilitate a cleaner environment for us all.

National Transportation Week, May 9th through the 14th, is your opportunity to recognize your favorite transit professional and let them know what a good job they are doing. In celebration this significant milestone, ICTC will offer free rides to all customers on Thursday, May 13, 2010. Take a ride on us, see how easy and convenient public transportation can be, and let those front line employees know they are providing an invaluable service to our community.

Celebrate National Transportation Week
(May 9th through the 14th)
And
ICTC 10 Millionth Passenger Recognition

FREE RIDES
All day
Thursday, May 13, 2010
Call the ICTC ride line at
772-9441

Bluegrass, Broomfield and Deerfield roads from student apartment complexes

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ICTC Emergency Evacuation Training

Practice makes perfect when it comes to fighting bus fires

On Saturday, May 1, 2010, the Isabella County Transportation Commission held its annual training event. Coordinated by ICTC Trainer Deb Liscomb, and hosted by Green's Towing in Mt. Pleasant, this year's event featured an exercise in dealing with a bus fire emergency.

Transit drivers from ICTC, and several other transit agencies from around the state, were trained on how to handle such an emergency. ICTC provided a bus that had seen its full life service, and was no longer able to be repaired, as the training vehicle for the "burning bus" demonstration. This fire on a transit vehicle was also of great importance to local firefighters, as they rarely have the opportunity to practice dealing with such an event. Knowing how a bus burns and how quickly it spreads through the vehicle, is valuable information that could save lives.

Local firefighters from Mt. Pleasant and Union Township, as well as personnel from Mobil Medical Response (MMR) instructed those in attendance on basic first aid for bleeding, choking and seizures, among other scenarios, to familiarize drivers and other transit staff in attendance with recognizing situations that require additional assistance from medial or emergency personnel, and what to do until such help arrives.

A simulated emergency evacuation of a bus full with passengers also took place prior to the fire emergency demonstration. Timeframes for how long it takes from recognition of smoke on the bus until the passenger compartment is full of smoke and the

length of time it takes to safely evacuate passengers in an orderly fashion were observed. After the passenger evacuation until the bus was fully engulfed in flames was observed, as was the length of time it takes to knock down and extinguish the flames.

This is the fourth year ICTC has hosted training for emergency evacuations, inviting other transit systems, EMT staff and firefighters to coordinate their approach to these types of emergencies. This is, however, the first time a bus was made available in order to simulate an actual bus fire.

The event was videotaped and is available



ICTC Contracts with Wade Promotions

"If we'd spent as much federal stimulus money on public transportation as we spent on highways, we would have created twice as much work and put a bigger dent in the unemployment rate." That's the analysis of stimulus spending by Smart Growth America, the Center for Neighborhood Technology and U.S. PIRG, the public-policy lobbying group. Smart Growth America found that every billion dollars spent on public transportation produced 16,419 job-months, while the same amount spent on highway infrastructure projects produced 8,781 job-months. Now it is warning that the Jobs for Main Street Act of 2010, the \$154 billion jobs bill the House of Representatives passed last month, could make the same mistake in funding the wrong priorities.

New format for ICTC bus ads

Seeking a new look for its bus advertising program, the Isabella County Transportation Commission has hired Wade Promotions, based in West Branch, to handle the advertising for both exterior and interior advertising on ICTC buses.

Wade Promotions, LLC currently does the bus advertising for Bay Area Transportation in Traverse City, County Connection in Midland County and Bay Metro in Bay City. Wade uses the entire side of transit vehicles to maximize the impact of its full color vinyl application bus ads.

Although these ads may cost a little more than the previous vinyl ads, the impact is stunning in comparison to the usual 2'X 10' rectangular signs. The side of a transit vehicle is the perfect moving billboard and adding a much higher visual impact to the already successful format in use should give local, and national, marketers much



more "bang for their buck". Kirk Bedtelyon, owner of Wade Promotions, is excited about offering this new, highly visible product in the Mt. Pleasant area. By using standard vinyl for the body of the vehicle, and a special perforated vinyl for the application that goes over window glass, allowing passengers to see through it, the full side and rear of buses become available to the advertiser. Wade Promotions will also offer interior bus advertising for those wishing to market directly to ICTC's riders.

ICTC Rider of the Quarter Selected

Lawson a lifetime user of public transportation

Jonathan Lawson has been selected by ICTC drivers and staff as the Rider of the Quarter, representing an exemplary patron of public transportation in his attitude and respect for the service.

Jonathan may be young, 11 years old, but he has been a rider on ICTC for at least 12 years. Since conception, he and mom, Robin, have used public transportation, she to get to work, and Jonathan to get to daycare, school and activities.

Jonathan is currently attending Fancher School (Go Falcons!) studying math, science, reading and social studies. Reading is

his favorite subject and the "Warriors" series are his favorite books. He also participates in wrestling, he's studying violin, most enjoys the Pokemon video game and his favorite music is the Beatles. It easy to see how this well rounded young man was selected by the ICTC staff for this recognition.

When asked what he liked about ICTC, Jonathan responded, "Everything, it's really great because all the drivers are really nice and I enjoy being on the bus a lot. I'd recommend it to anyone."



Jonathan Lawson

He had to think a bit when asked if he had had any unusual experiences on ICTC. "Mostly it is just a regular ride, but once I remember the bus broke down," stated Jonathan, "Then another bus came to get me, and it broke down. It took four buses to get me to mom's work." Mom added that ICTC kept her informed, but it did take a long time. "I will keep on riding" adds Jonathan.

His mom, Robin, added, "I like that I can rely on the bus to get him there. I don't have to worry about it."

ICTC would like to again thank Jonathan for being such a fine transit patron and in honor of this recognition ICTC presented him with a forty-four ride bus pass as a token of appreciation.



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