

## TARC3 Q&A

**Q:** “What happens if I forget the TARC3 fare?”

**A:** It is unfair to other customers and the taxpayers who pay for public transportation to allow people to ride free. If TARC3 arrives to pick you up at home and you are unable to pay the fare, we must deny the ride and give you a ‘no show’.

If you do not have the proper fare for your return trip, we will not strand you. However, you do still owe the fare.

The driver will give you a “no fare” slip and send a copy to TARC. That slip is given to you to mail in with your fare to TARC3 when you get home. Please remit a check, money order or ticket to the TARC3 office along with that no-fare slip. Upon receipt of your fare, the TARC3 office will remove the “no-fare” report from your TARC3 file.

Please do not put your driver in the uncomfortable position of refusing your ride. Take care and pay your share. Thank you!

## TARC On-line Ticket Sales

Did you know that TARC tickets and passes are available for purchase online at [www.ridetarc.org](http://www.ridetarc.org)? To purchase tickets online, go to [www.ridetarc.org](http://www.ridetarc.org), click on the Rider Information tab and scroll to “Purchase Tickets Online”. In addition to online availability, TARC tickets and passes can still be purchased in person or through the mail.

### Event Announcement

White Cane Safety Day, a free, festive and informative event will take place on October 15 at Fourth Street Live from 11 a.m. to 2 p.m. Please stop by.



Transit Authority of River City

1000 West Broadway  
Louisville, KY 40203

Presorted Standard  
US Postage  
PAID  
Louisville, KY  
Permit No. 1111

A Publication of the E&D Advisory Council and TARC

## TARC3 Riders' Guide on Website

For the convenience of our customers, the TARC website has recently been enhanced with the addition of TARC3 materials. In order to access these online materials, visit [www.ridetarc.org](http://www.ridetarc.org). From the TARC home page, click on the “Rider Information” tab and then “TARC3 Paratransit ADA.” There will be a box “PDF Applications and Forms” on the right side of the screen that provides links to:

- Current TARC3 Riders' Guide
- TARC3 ADA Paratransit Eligibility Application
- TARC3 Subscription Application
- ADA Paratransit Eligibility Guidelines
- ADA Paratransit Recertification Application

All of these forms can be downloaded and printed at home.

While visiting the TARC website, please take a moment to view the online Travel Training video, a handy reference for anyone with questions about how to ride TARC fixed route service. From the TARC homepage the Travel Training video can be found by clicking on the ‘Rider Information’ tab and then “How to Ride TARC.” A link to the video is on the right side of the page.

More detailed information for planning trips on TARC fixed route service is also available on the TARC website. From the homepage at [www.ridetarc.org](http://www.ridetarc.org) click on the “Ride Guide” icon on the right side of the page. The Ride Guide demonstrates the use of the TARC online Trip Planner and provides additional information on the use of TARC schedules and maps.

Print or audio tape copies of the Riders' Guide and other American with Disabilities Act materials found on the TARC website may also be obtained by calling the TARC3 Eligibility Office at 502-213-3217.

The TARC3 Voices is a publication of the E & D Advisory Council's Education Committee in collaboration with TARC's Paratransit and Marketing Departments. To submit ideas or comments, please contact the Education Committee or Nancy Snow at 561-5145 or [nsnow@ridetarc.org](mailto:nsnow@ridetarc.org).

### TARC Elderly & Disabled Advisory Council

The E & D Council meets monthly to discuss transportation issues. Meetings are open to the public. Recent topics:

- Actions to improve accuracy of TARC3 customer no-show reporting
- Improved TARC3 vehicle air conditioning monitoring/maintenance procedures
- Monitoring of contractor safety procedures
- Education on ADA eligibility recertification processes
- Regional Transportation Summit
- Follow up actions on reported TARC3 service problems.

### Upcoming meetings:

October 5 & November 2: both meetings take place at 1 p.m. in the TARC Board Room

## Reduced Fare in Downtown Trolley Area

by Alyce French-Johnson, TARC Assistant Executive Director



We are happy to share good news for TARC3 passengers. The TARC3 fare for trips within the downtown Louisville Trolley and Medical Center Circulator areas has been reduced. A special TARC3 fare

this zone, the fare will be \$1. TARC3 computer software will automatically notify the reservationists when a TARC3 trip qualifies for the \$1 fare. The reservationists will inform TARC3 customers when the trip fare is \$1 and will mark the 'fare due' for the TARC3 driver's reference.

TARC3 passengers will need to pay this special \$1 fare in cash.

Remember, a trip must begin AND end within 3/4 of a mile of the trolley or Medical Circulator service areas to qualify for the reduced \$1 fare.

is now in place for trips that begin and end in downtown Louisville within 3/4 miles of where the trolleys and Medical Center Circulator operates.

When a TARC3 trip begins and ends within

## MV Employee Profile

Please meet Dawn Hodsdon, Accounting Manager for MV Transportation. Dawn relocated to Louisville from Portland, OR. She says what she enjoys most about her job at MV is the variety of work she gets to do. "I not only handle the financials, but deal with special projects from MV Corporate and from my General Manager," she says. Dawn has been married to her husband Kevin for 12 years. In her spare time she enjoys spending time with her husband and animals and reading. She also belongs to the Viper club with the Dodge Corporation and travels around the country for car shows.



## Important TARC3 Contact Information

Where's My Ride? Line.....	589-9879
TARC Customer Service.....	585-1234
Customer Comments/Complaints.....	585-1234
TARC3 Paratransit Reservations.....	560-0333
TARC3 Paratransit Cancellations.....	560-0322
TARC3 Paratransit Eligibility Office.....	213-3217
Eligibility Office TTY.....	213-3240
Will Call Return Ride before 4:30 p.m.....	560-0333
Will Call Return Ride after 4:30 p.m.....	589-9879
TARC Website.....	www.ridetarc.org

Meet Angelo Middleton,  
TARC Customer Service  
Representative

## Who to Call?

Sometimes it is helpful to have more information than is available in a phone listing. Here are more details regarding "Who to Call" for some of your TARC3 needs.

- **Complaints/Commendations** – All complaints/commendations should be filed promptly through the TARC Call Center at 585-1234 or 560-0333. Please do not call contractors directly with complaints as they are unable to enter new complaints into the complaint system for proper tracking to occur. You may request the complaint be written up, received from an anonymous customer.

- **Will Calls** – During Call Center hours (8 a.m. to 4:30 p.m.) please place your Will-Calls with TARC Reservationists at 560-0333 and they will arrange for your ride. After Call Center hours, please call the Where's My Ride line at 589-9879 for Will-Call trips.

- **Yellow Cab trip inquiries** – Always call the TARC3 Where's My Ride line at 589-9879 for Yellow Cab trip inquiries. The reservationist will contact Yellow Cab to get your trip information. Please do not call Yellow Cab directly.

A phone contact list is available in every issue of TARC3 Voices. Also, the TARC3 Riders' Guide is a wonderful resource for additional clarifying information.

## TARC3 Customer Survey

A TARC3 Customer Survey was conducted in August. Print or tape recorded surveys were mailed to 500 customers. Visually impaired customers were invited to respond by phone if preferred. We appreciate all feedback and thank the 196 customers who completed the survey. Here is a summary of results:

- 1) How often did your drivers speak respectfully and with courtesy to you and your fellow riders? Response: 94% Always/Almost Always
- 2) How often did your drivers use good communication skills to answer your questions and make your TARC3 trip more enjoyable? Response: 93% Always/Almost Always
- 3) How often did your drivers walk too fast with you, rush you too much or act unconcerned about your comfort? Response: 14% Always/Almost Always - 77% Never
- 4) How often did your drivers park the vehicle in a convenient and safe location before escorting you and other riders to and from the vehicle? Response: 96% Always/Almost Always

TARC is pleased that these responses show the vast majority of trips are made by courteous drivers who park and escort customers appropriately. Answers also show that reminders for drivers to slow down while escorting passengers will be beneficial as we continue to strive to provide all of our customers with a positive experience.