



# NewsLetter



## Good to be home, and Moving Forward Together

*Carrie Butler, TARC Executive Director*

It is good to be back in Louisville! Now at three months in as Executive Director I am beyond excited to return to the important work of connecting our community to places of education, employment, and helping to remove the transportation barriers people experience in accessing the needs and opportunities of everyday life.

For me, this is a return home. I am a native of Louisville, born and raised in the Highlands, and a graduate of Bellarmine University. I also am no stranger to TARC. I spent eight years as the Director of Planning before moving to Lextran (Lexington, KY's transit system) as their General Manager.

I have dedicated my life to public transit. I know how important it is to each of you. I have had the privilege to work with several agencies throughout my career, and learn what makes each strong in the service they provide. I look forward to building on our region's strengths and delivering the transit system Louisville deserves.

Please remember, it's very important to wear your mask. This situation isn't ideal but it remains the best tool we have to fight COVID-19, and continue providing essential services to our community. The safety and health of our passengers and staff is TARC's top priority.

TARC has 46 years of history and I am happy to once again be in a position to help shape its future. Don't forget to say hello to your driver—it means a lot, or to me when you see me around town or on the #23.

Take care of yourselves, your family and each other.

## TARC, Responding to COVID-19

As COVID-19 continues to impact our daily lives, the best steps we can take for ourselves, our co-workers, and the community is to wear a face covering and practice social distancing. These are extremely important measures, and the best solutions to avoid the further spread of the virus.

TARC provides a crucial service to the community and we take that responsibility seriously; we want to continue to serve that role as effectively as possible with the health and safety of our passengers and our team members top-of-mind.

We ask that everyone visit [ridetarc.org](https://ridetarc.org), and click on the COVID-19 button for updates regarding TARC's response.

*Due to COVID-19 TARC  
Remains Limited to Essential  
Trips Only, Face Coverings are  
Required to Ride*

*Subscribe to digital versions of  
the TARC Newsletter by sending  
a request to [info@ridetarc.org](mailto:info@ridetarc.org)*

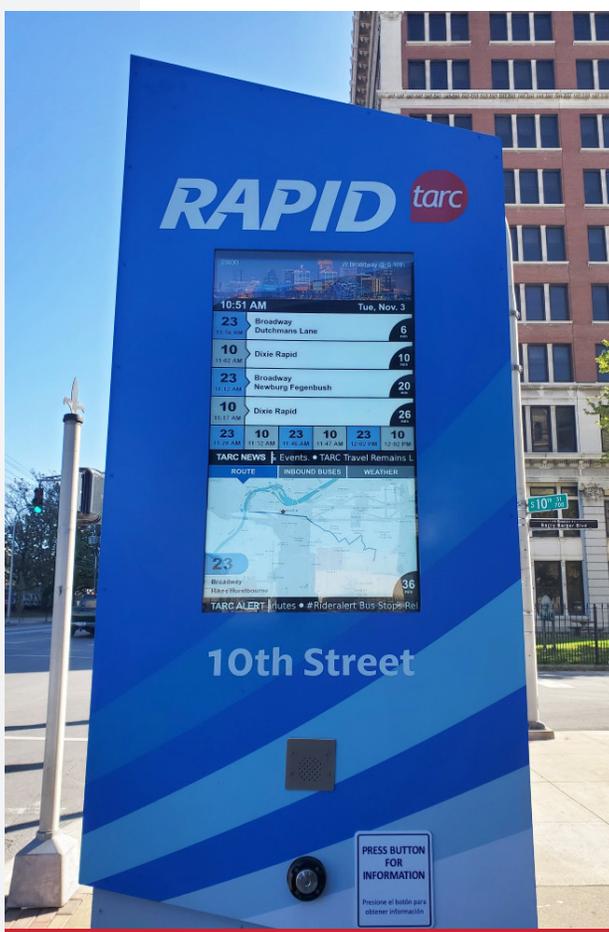
## Spotlight: TARC's Diversity & Inclusion Department

TARC has the privilege of serving riders of diverse backgrounds every day. Under the direction of Dr. Tim Findley, our new Director of Diversity and Inclusion, we are raising the bar on serving our customers in an inclusive manner. To achieve this goal our team is participating in a series of classes that encompass an array of subject matters tailored towards the value of diversity. Upon completion, our team will have acquired in-depth knowledge that can be used to build a more welcoming and mutually beneficial environment for co-workers, riders, and our community.



*Dr. Tim Findley,  
Director of Diversity  
and Inclusion*

## Exciting News: The Dixie Rapid!



The Dixie Rapid, our region's first Bus Rapid Transit (BRT) route—in service since January 2020—runs from the Gene Snyder Freeway directly into Downtown, and is now officially complete! This includes 35 new bus stations with digital signage installed throughout the route. These signs display real-time next-bus arrivals to each specific stop, dynamic maps for each intersecting route, TARC news and service alerts, live weather maps and more!

The Dixie Rapid (Route 10) is part of the New Dixie Highway Project—a combination of local, state, and federal funds—designed to improve safety and livability along the Dixie Highway corridor. This route includes dedicated buses and stations, service every 15 minutes during weekdays, raised medians, and traffic signal timing to improve travel time for both TARC passengers and motorists.

## Employee Highlight: Keith Shartzter

*Keith Shartzter has been with TARC for less than a year but he quickly hit the ground running. Keith has completely revamped the New Operator Training Program, built a skills course (focused on driver safety) from scratch, created a detailed re-hire curriculum, and has successfully trained over 350 new drivers. We're very excited to have him as part of the TARC team!*



# TARC 3: Providing Safe and Efficient Service to Everyone in Our Community

TARC3 is a shared-ride, door-to-door service for ADA eligible individuals with a disability who are unable, as the result of physical or mental impairment and without the assistance of another individual, to utilize TARC fixed-route services. This ADA paratransit service operates to provide 'comparable' mobility options to our community.



## COVID Control: TARC3's Response to the Pandemic

In conjunction with MV, TARC3 quickly developed a Coronavirus Response Plan that includes daily cleaning of vehicles and TARC3 facilities with extra-strength disinfectant proven to be effective against viruses like COVID-19. MV staff cleans all high-touch point areas, such as seats, seatbelts, seat frames, doors, bus interior surfaces, wheelchair lifts and controls, as well as driver areas between each passenger trip.

## TARC3: What You Need to Know

- ▶ TARC3 Fare is \$3.00, pay as you go, cash or TARC3 ticket
- ▶ TARC3 Reservation hours are 8:00AM to 4:30PM
- ▶ Your TARC3 certification needs to be renewed every 3 years



### Contact TARC3

Eligibility Office  
**502.213.3217**

Reservations & Automated  
phone line options  
**502.560.0333**

Where's My Ride  
**502.589.9879**

Cancellation Voice Mail  
**502.560.0322**

## MV Transportation

Early in 2020, MV Transportation— a leader in providing specialized on-demand ADA-compliant transportation of persons with disabilities and the elderly—began a contractual partnership with TARC to provide paratransit transportation for TARC3. MV was founded in 1975, and is the largest privately-owned passenger transportation contracting service firm in North America.

With over 45 years of experience, MV's goal is to implement a flexible paratransit service delivery model, and series of technology upgrades that will improve operational efficiency and responsiveness while enhancing overall customer experience.

## TARC and Derby Festival's Foundation Seek Aspiring Student Artists

**This year's art theme is:  
All the Ways to "RE"-Imagine  
Our Day-to-Day**



In its 21st year, TARC's annual Design-a-Bus contest will become an official part of the Kentucky Derby Festival. The Kentucky Derby Festival Foundation Student Art Contest featuring TARC's Design-a-Bus, Sponsored by TARC & The Fillies will debut during the 2021 Kentucky Derby Festival. The winning artwork by schoolchildren will be featured on a bus that will travel on TARC routes throughout the metropolitan region.

This year, students are asked to submit artwork focused on how they have had to reimagine their day-to-day through all the challenges they've faced and what they've missed from family, friends and school to attending their favorite Kentucky Derby Festival events.

Participants are asked to choose a word using the prefix "Re" (e.g. Re-start, Re-build, Re-cover, Re-birth, Re-organize, Re-connect, etc.) and create an image, based on that word, which illustrates an example of optimism. Students and teachers may also submit a personal reflection about their submission, which may appear on TARC buses and in promotion of the competition.

This year's entry deadline is **Monday March 1, 2021**. For more information and to submit artwork please visit [ridetarc.org](http://ridetarc.org).

### TARC at a Glance

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The Transit Authority of River City (TARC) is critical to the daily function of Greater Louisville.

TARC moves the workforce of today and tomorrow. With most trips taken for work and school, TARC is crucial in delivering a qualified workforce to employers and getting students to class.

TARC and its more than 600 employees implement transportation opportunities that enhance the social, economic, and environmental well-being of Greater Louisville. We connect residents and visitors to the region with 102 paratransit vehicles and 227 buses serving multiple routes throughout Greater Louisville, including Southern Indiana.

*Visit [ridetarc.org](http://ridetarc.org) and click on "Alerts" to subscribe to text or email notifications for the routes you ride.*

*Search for "TARC" in your app store today to utilize real-time bus information, and plan your best trip through the city.*