



2026 Annual Report





Dear Friends and Supporters,

Our mission at TARC is to connect our community—its people, places, and possibilities with safe, reliable, and efficient public transit. This year, we have taken a historic leap forward by implementing the board-approved New TARC Network—a strategic, community-led redesign of our transit system that will truly deliver on our commitment to sustainable safety, reliability, and efficiency.

Faced with unprecedented financial pressures stemming from a decades-old local funding model and ridership levels still well below pre-COVID benchmarks, TARC undertook the ambitious *TARC 2025: Moving Forward Together* initiative. Through rigorous analysis, candid conversations, and inclusive community engagement, we identified smart ways to stretch every dollar while serving our region's evolving needs.

The New TARC Network is more than just a map refresh. It represents a modern transit backbone built on smarter routes, better connections, and user-driven priorities. Over the past year, we've collaborated with citizens, businesses, local leaders, and riders from all walks of life to create a network that reflects the way people live, work, and learn across our city.

With a system-wide rollout planned for August 2026, we're ushering in a bold new era for transit—one that offers more frequent service, improved access to jobs and essential destinations, and a stronger, more sustainable foundation.

Thank you to our Board, to countless neighborhood advocates, to our staff, and to every resident who shared feedback during this process. Together, we're transforming transit for Louisville and making a promise: that every trip on TARC not only moves you forward but strengthens the ties that bind us all.

Ozzy Gibson
Executive Director

Board of Directors



Abbie Gilbert
Board Chairperson,
Operations Committee



Steve Miller
Vice Chairperson



Myra Rock
Finance Committee



Alice Houston
Operations Committee
Chair



Christy Ames
Finance Committee



DuWayne Gant
Operations Committee



Justin Brown
Finance Committee Chair

Mission, Vision, & Values

Your journey is our priority. TARC continuously looks for new ways to improve services and is currently in the process of implementing several new initiatives including the New TARC Network and Downtown Transfer Center. TARC is also in the process of long-range planning to ensure it remains the mobility choice of the region, providing access to reliable public transportation for all residents and visitors.

Our Values



EXCELLENCE



INCLUSIVITY



INTEGRITY



RELIABILITY



APPRECIATION



ACCOUNTABILITY



RESPECT



COLLABORATION

Economic Impact

Total contribution to local GDP

\$145.2M

Annual paratransit trips provided

372K

Workforce-related boardings through Metro Mover program

1.3M

Trips to JCPS schools

46K

Rely on public transit as their primary method of transportation

94%

Total economic output

\$227.7M

Sources: National Transit Database, TARC Planning Dept., APTA, Fixed-route Customer Survey, 2023

Connected to our Community

Active engagement in the areas we serve has always been important to TARC. Participation in community events offers TARC the opportunity to share information about the affordability of riding, new initiatives, and how we support economic development. Riders, the general public, and community stakeholders always learn something new when stopping by the TARC booth at festivals and events.

TARC offers a variety of ways for individuals and groups to connect and learn more about its services:

Community Festivals and Events – TARC personnel will set up a booth or bring a coach onsite to promote rider services, provide travel training, and engage with the community.

Educational Field trips – TARC invites children of all ages to historic Union Station to learn about the history of transportation, visit our bus barn, see our mechanics in action or learn about careers at TARC.

Historical Tours – Visit Union Station and step back in time to a period when trains were king and Presidents rode the rails.

Design-a-Bus – An annual student art contest which places the winning students' art on a TARC bus for a year.

Summer Youth Pass – Louisville youth receive unlimited rides for only \$45 all summer long.

Fare-free Days – TARC supports general and primary Election Days by offering fare-free service to help the community get to the polls and other sponsored community events.



TARC by the Numbers

6M

Total annual rides

82%

On-time performance
(+8% improvement YoY)

94%

Of riders depend on TARC for their transportation, underscoring its importance for economic mobility.
(Fixed-route Customer Survey, Feb. 2023)



148 total fleet
(140 clean diesel, 7 electric,
1 hybrid)



6,106 miles between
maintenance service calls
(a 37% increase over prior
fiscal year)



10,000+ TARC riders
use the Transit App for
trip-planning and real-time
information

Fixed-Route Ridership

Fixed route service remains the backbone of TARC's network, connecting riders to jobs, education, healthcare, and daily essentials across the region.

This year's ridership trends reflect both the evolving needs of our community, current budget constraints, and TARC's ongoing commitment to delivering reliable, accessible, and convenient transit.

FY26

6M*

FY25

6.6M

FY24

6.5M

* Decrease due to service reductions in response to budget constraints.

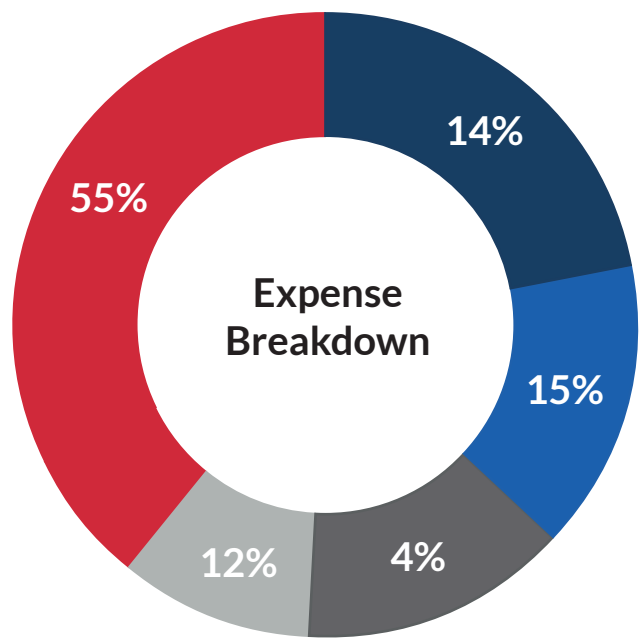
Financial Summary

Necessary service reductions this year have strengthened TARC’s ability to navigate the fiscal challenges being addressed through the New TARC Network (NTN), a comprehensive redesign of the region’s transit system. This transformative initiative is centered on enhancing frequency, reliability, and overall service quality across the system. These network changes allow us to increase contributions to the Mass Transit Trust Fund (MTTF), extend our capacity to provide reliable service through 2031, and give elected officials valuable time to identify new revenue sources to support a more sustainable transit system for our community.

Investments made this year supported comprehensive planning, community engagement, operational analysis, and the initial phases of the New TARC Network—building a strong foundation for a more connected, efficient, and rider-focused transit system.

Key Highlights

Metric	2025	2024	YoY Change
Operating Revenues	\$13.9M	\$9.4M	+47.5%
MTTF Collections	\$77.5M	\$74.8M	+3.5%
Operating Expenses	\$101.2M	\$100M	+1.2%
MTTF Balance	\$79.8M	\$70.2M	+13.7%



A Balanced Approach to Operational Efficiency

- Personnel
- Materials & Service Contracts
- Paratransit Services
- Insurance & Utilities
- Administration

The New TARC Network and Downtown Transfer Center

TARC 2025: Moving Forward Together

Existing local and state dollars for transit are not enough to pay for current levels of service so TARC has had to find ways to be more efficient while still meeting the needs of the Louisville community.

In June of 2024 TARC began working directly with the community to design an updated transit network that aligns with Louisville's priorities and needs while reflecting the agency's available funding. TARC presented options and gathered feedback from over 300 community meetings, and workshops. Community feedback has been critical to the process weighing these trade-offs and providing input for the TARC Board's policy direction.

Within limited funding for transit, these network design decisions are difficult because of an inherent geometric trade-off: a bus can be used to provide frequent, useful service in the busiest places to get the most ridership, or it can be used to provide coverage in less busy places, but it cannot do both at the same time.

In Summer 2024, we shared a set of Network Concepts with the community to illustrate difficult transit choices, and gather feedback about their priorities for transit. We conducted an extensive public engagement effort, and gathered input from more than 2,800 people, including key stakeholders, TARC riders, and the general public. Feedback from that process guided a policy direction from the TARC Board to focus 70% of resources on Ridership Goals and 30% on Coverage Goals for the Draft Plan.

The result of this process was the New TARC Network.



The New TARC Network will bring significant changes to where bus routes go and increases the frequency of arrivals.

Turning Up the Frequency

While only 20% of existing service is considered frequent, the updated network increases that to 91%, with buses arriving every 30 minutes or better. That means shorter wait times, and easier connections that give riders faster, more convenient, and more reliable service.

New Routes, New Numbers

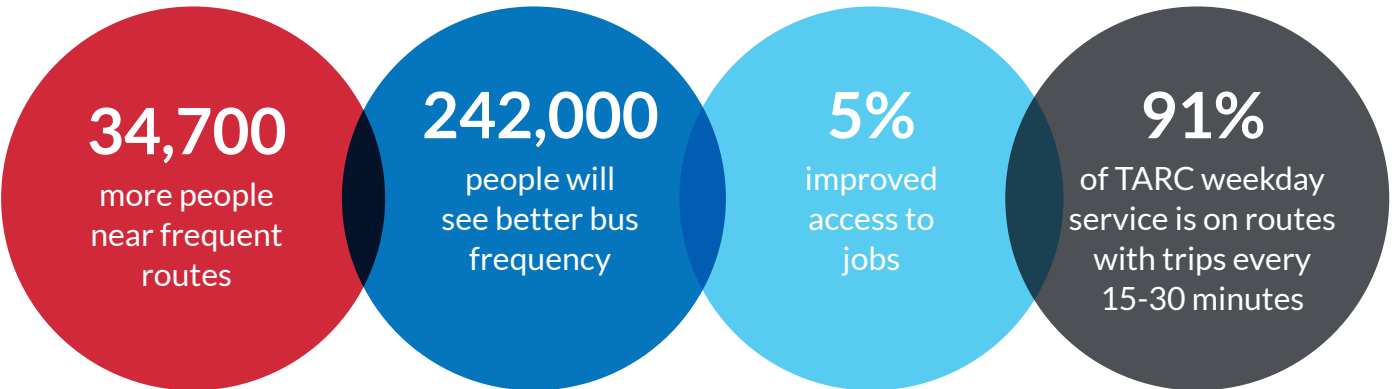
Most routes will receive new route numbers and more clearly defined route names — making the system easier to understand and navigate. To make the transition simple, a variety of helpful tools will be available, including a comparative trip planner, schedules, and rider guides.

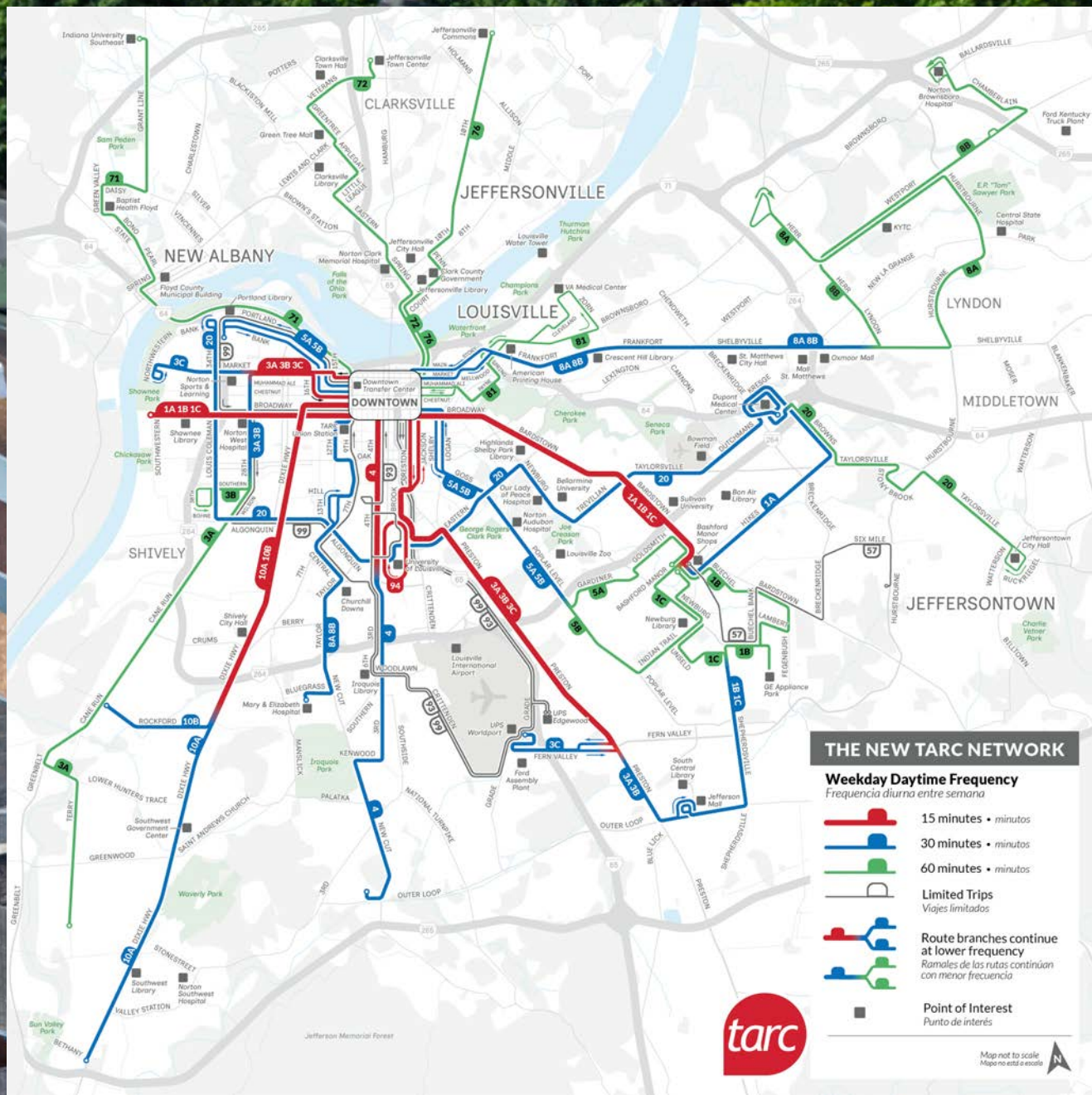
Bus Stop Improvements

As part of the New TARC Network, TARC re-evaluated each of its 3,000+ bus stops to determine which stops will be included in the new network and which stops will be consolidated or eliminated to help make bus service faster and more direct. Whereas the old network had a stop almost every block (3,341 stops in total), the new network is consolidating to one stop every three blocks (1,430 stops in total—a reduction of 1,911 stops) to help with on-time performance and service efficiency. With fewer stops, TARC can also provide better accessibility for all TARC riders and can install amenities for passenger comfort and convenience at more of its stops.



The New TARC Network Delivers



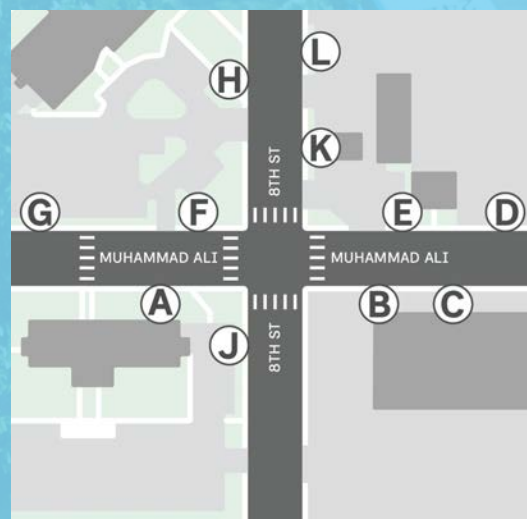


Downtown Transfer Center

The New TARC Network will feature a new, temporary Downtown Transfer Center (DTC) at the corner of Muhammad Ali Boulevard and 8th Street with on-street bus bays, shelters, and customer wayfinding information.

The purpose of the DTC is to provide a central location where all of the different buses serving downtown can come together in a scheduled “pulse” that will allow passengers to transfer between routes in 5-10 minutes. By providing a convenient hub with timed transfers, TARC customers will be able to travel across the Louisville region, even with routes that only run every 30-60 minutes.

TARC is currently conducting a study to identify potential sites for a permanent DTC. More information about this project will be provided as soon as it becomes available.



Bus Bay Diagram

TARC3 (Paratransit)

TARC3 continues to provide essential, reliable transportation for riders whose disabilities prevent them from using fixed-route service. From July 2025 to June 2026, demand for accessible mobility remained strong, with 372,742 trips provided across our service area. With on time performance aligned to industry standards and productivity on the rise, we're demonstrating our dedication to reliable service and better trip planning resources.

Ridership increased by 6% compared to last year. More than 8,491 registered customers and 3,929 active riders relied on paratransit for medical appointments, work, school, and community activities. Customer satisfaction also rose, with 87% of surveyed riders rating their overall experience as good or excellent.

New Mobile Ticketing Option

This year also marked the rollout of mobile app ticketing for paratransit customers. Riders can now purchase and manage fares directly from their smartphones, eliminating the need for paper tickets and making fare payment more convenient and secure. The new system streamlines boarding, reduces cash handling, and supports greater flexibility for customers and operators alike.

Through upgraded software, enhanced operator training, and continued investment in accessible vehicles and digital tools, we delivered a more responsive and efficient service.

Looking Ahead

As TARC remains forward thinking, we are exploring future software endeavors to improve rider experience with the use of ever-changing AI, customer-facing apps, and real time scheduling programs.

372,551

Total annual paratransit trips provided

8,491/3,929

Number of registered or active paratransit customers

91.47%

On-time performance

87%

Customer satisfaction rating

\$47.87

Operating cost per trip

28 cutaways, **33** accessible vans and **8** transit vans

Number of wheelchair accessible vehicles





"TARC is so important to me and vital to my career. I ride TARC to get to work at the Goodwill store, and I'm so glad that TARC partners with Goodwill and allows us to get discounted passes. It's awesome."
Donald N.

Nonprofit Partnership Program

One of the top barriers to education and employment is transportation. In response, TARC continually seeks ways to ensure Louisville Metro citizens are able to travel to the places they need to go. The TARC Nonprofit Partnership Program allows our nonprofit, governmental and educational partners to provide needed transportation services to their users.

To participate, organizations should be either tax-exempt under section 501(c)(3) of the Internal Revenue Code or operate as a federal, state, or local government agency, educational institution, or community service provider. They should primarily serve people experiencing poverty within the TARC service region who rely on transportation to access education, employment, housing, and other essentials for personal stability. Each organization's work should support a clear charitable purpose.

Participants agree that fare media will be provided only to clients and authorized staff, always in direct support of the organization's mission and never for resale. They also commit to maintaining their accounts in good standing with TARC, renewing their participation each year.

TARC has a long history of social responsibility by providing transit programs and services to all members of the Louisville region. We believe in the many benefits charitable nonprofits provide to our community, and in supporting those efforts.

To learn more about the Nonprofit Partnership Program, visit our website ridetarc.org and click *About Us*.

Metro Mover

A Better Way to Commute

TARC's Metro Mover program continued to strengthen connections among college students, local businesses, the regional workforce, and the broader community. Through this program, organizations can provide unlimited-ride transit passes as a commuter benefit—an investment that helps riders get to their jobs and classrooms reliably while supporting organizational recruitment and retention goals.

By partnering with TARC, institutions gain a dependable transportation solution for their employees and students, reducing barriers to employment and education while ensuring their riders can commute safely, affordably, and on time. For Metro Mover riders, the program offers a flexible, stress-free way to travel, lowering transportation costs and creating greater access to opportunity.

Private employers also benefit from potential tax advantages associated with offering transit benefits. Under federal pre-tax commuter provisions, companies may be able to treat the cost of transit passes as a qualified transportation fringe benefit, which can reduce payroll taxes while lowering commuting expenses for employees.

As more organizations recognize the value of sustainable, commuter-focused transit benefits, this program has become a vital tool for strengthening workforce stability, encouraging post-secondary education, and supporting the region's economic growth. We remain committed to expanding these partnerships and helping Louisville build a more connected, resilient workforce.



"I've taken TARC well over a thousand times, and my experience has been overwhelmingly positive. Almost everything goes smoothly, and I've always felt safe and supported on my rides. I love using TARC."
Alexa M.



Loyal TARC riders can enjoy exclusive offers from local businesses, cultural destinations, and popular attractions around town. It's one more benefit of riding with us and a fun way to explore everything Louisville has to offer. These discounts are our way of thanking riders for choosing TARC and supporting a more connected community.



Be Rewarded

Get exclusive access to giveaways — win fare passes, gear, and other fun stuff. Plus get members-only discounts, and offers from your favorite local attractions, and businesses.



Be an Expert

Get more than a ride with your MyTARC Card. As a Riders Club member, you'll be the first to get news, tips and strategies for beating traffic, and become an expert-level TARC Rider.



Be Heard

You will have exclusive opportunities to share what's important to you, what you think TARC should do to make traveling easier, and share ideas about the future of transit in Louisville.

Ready to Join the Club?

Visit ridetarc.org/club or scan the QR code to join.



Capital Investments and Future Projects

This year, TARC advanced key initiatives to modernize its fleet, facilities, and technology. The agency installed charging infrastructure to support extended-range electric buses beginning with an initial group of seven new buses. TARC also refreshed its paratransit fleet with 18 new vehicles and began major modernization work at Union Station, TARC headquarters. Progress continued toward identifying a permanent site for the Downtown Transit Center (DTC).

Operational improvements included deploying a cloud-based unified communications platform with AI features, upgrading fixed-route planning and operations software, installing real-time arrival displays at the DTC, and completing the transition to Microsoft 365.

Next year, TARC will continue strengthening system reliability and infrastructure. Plans include replacing the agency's enterprise software system, replacing up to 40 paratransit buses, and upgrading facility security camera systems. TARC will also enhance maintenance operations by replacing in-ground bus lifts, updating the running repair shop, and designing a new Bus Brake Maintenance Addition.

Work will advance on planning the construction of a permanent DTC, positioning TARC for long-term system improvements and enhanced rider experience.

Better Technology for a Better Rider Experience



Real-time Digital Onboard Displays

TARC's customer experience continues to improve with the installation of a fully modernized digital communications system across the entire bus fleet. Riders now have convenient access to accurate, real-time bus location information right from their smartphones, along with enhanced audio and visual announcements on every vehicle. These upgrades make the system easier to navigate and support overall improvements in service reliability and day-to-day operations.

Mobile Ticketing and Token Transit App

TARC also recently introduced mobile ticketing, now available for fare payment on all routes and all trips. Using the Token Transit app, available in both the Apple App Store and Google Play Store, riders can easily purchase and activate their fare by selecting TARC in the app. Single rides are priced the same as the MyTARC fare card at \$2.25 per trip, offering a seamless and convenient new way to pay.



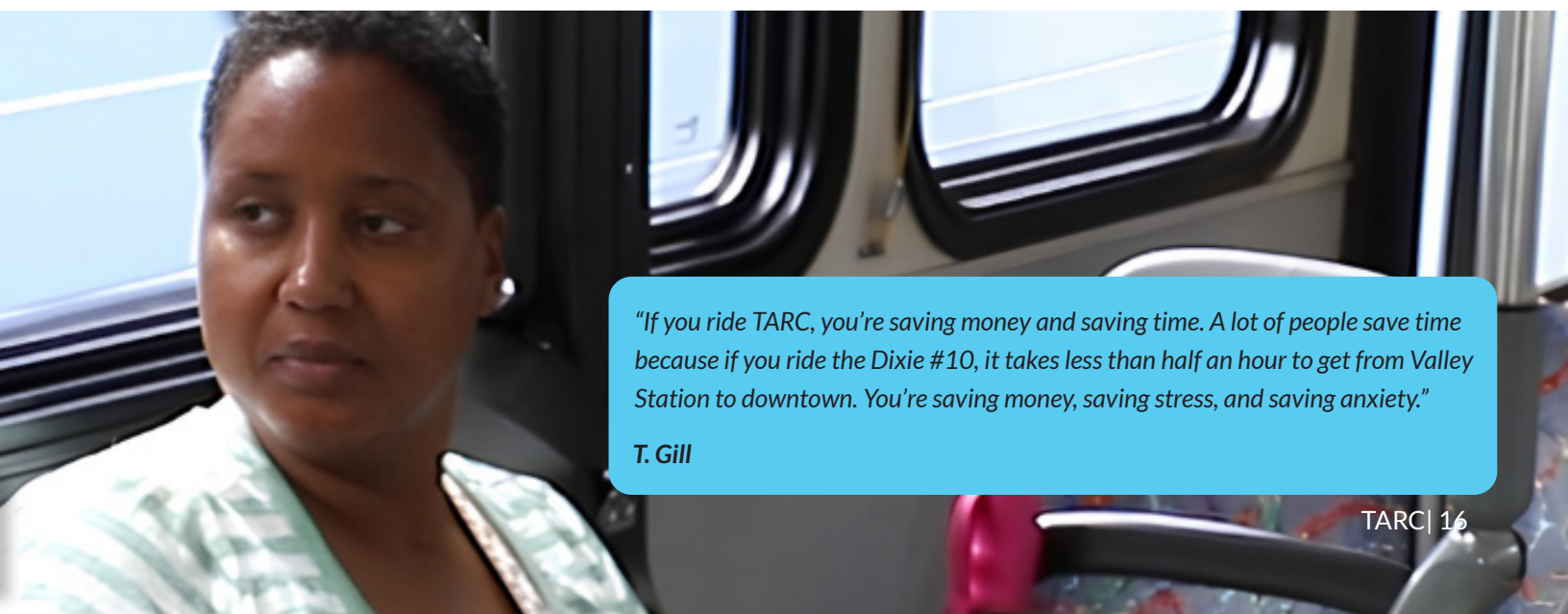


Safety, Security, & Operator Training

Safety is the foundation of our mission, and this year we continued to strengthen the systems and practices that protect our riders, employees, and community. Our Safety and Security teams worked closely with operations staff to monitor system conditions, respond proactively to emerging issues, and maintain a culture of vigilance across every mode of service.

- 100% of operators receive Smith System® defensive driving training.
- Internal and external coach cameras are utilized for coaching, training, and safety awareness.
- 100% of operators receive customer service and de-escalation training.
- Annual refresher training reinforces safe driving and customer service expectations.
- Road Supervisors and contracted security personnel provide field support and system oversight.
- Safety trends, collisions, complaints, and security incidents are reviewed for continuous improvement.
- Ongoing safety communications reinforce defensive driving and situational awareness.

From enhanced incident-prevention efforts to expanded training in customer service, defensive driving, and emergency preparedness, our focus remained on continuous improvement. These initiatives reinforce our commitment to creating a secure environment for all and supporting operators with the tools they need to perform at the highest standards.



"If you ride TARC, you're saving money and saving time. A lot of people save time because if you ride the Dixie #10, it takes less than half an hour to get from Valley Station to downtown. You're saving money, saving stress, and saving anxiety."

T. Gill

Did You Know?

TARC's history and impact run deeper than the buses you see on the road every day. From our role in connecting Louisville's communities to the rich legacy of Union Station, our iconic headquarters, there's a lot more to TARC than meets the eye.

TARC

- When the Transit Authority of River City (TARC) launched in 1974, Louisville's public transit system was struggling. New highway construction, rising car ownership, and suburban sprawl had contributed to declining bus ridership, forcing the privately funded Louisville Transit Company out of business. Bus fares had also doubled from 25 cents in 1967 to 50 cents by 1972.
- In 1974, TARC fares were 25 cents during non-peak hours, 50 cents during peak hours, 10 cents for students, and 35 cents with the purchase of a 10-ride ticket. The agency's original routes served Louisville's East and West ends, with plans to expand into Jefferson County if voters approved a 0.2% occupational license tax that November.
- In the weeks leading up to the vote, TARC published full-page newspaper advertisements claiming that a well-funded public transportation system would help reduce air pollution and ease worsening traffic congestion. The work of numerous campaign volunteers, along with city and county officials, paid off on election night, when the measure passed by about 16,000 votes.
- With the victory, Jefferson County voters approved the 0.2% occupational license tax, which remains TARC's primary funding source 50 years later.
- The name "TARC" was selected through a public contest that attracted more than 400 submissions.

Union Station

- Union Station is home to TARC's administrative offices, but for decades its exterior doors welcomed nearly everyone who came to Louisville.
- Union Station served people from all walks of life—the wealthy and the poor, immigrants seeking a new life, and the rich and famous arriving by private train for the Kentucky Derby.
- In 1938, President Franklin D. Roosevelt arrived in Louisville through Union Station. In 1948, a crowd of 35,000 greeted President Harry S. Truman as he pulled into the station. President Dwight D. Eisenhower also stopped here in 1952.
- Union Station cost more than \$300,000 to build in 1891, with Louisville contractors completing nearly all of the work.
- Many of the building materials were sourced locally. The limestone was quarried in Bowling Green, Kentucky. The trim is made of Bedford stone, and most of the woodwork is quarter-sawn white oak.
- An original mule-drawn trolley is one of only two remaining in the United States. The other is housed at the Smithsonian Institution in Washington, D.C.
- The original clock in the exterior tower was destroyed in a fire in 1905. Parts of its replacement now make up the clock displayed in the lobby after the widow of an L&N employee discovered the pieces in her basement.
- TARC has restored the exterior doors, vaulted ceilings, stained-glass skylights, clocks, and many other historic features.
- The last Amtrak train departed Louisville for Nashville on October 31, 1976. For nearly a century, Union Station was the city's gateway for rail travel.
- Today, the building continues to serve an important purpose as the agency's administrative offices.
- TARC secured a federal grant to purchase Union Station in 1974.



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