

Simply Green Company  
July 2009

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Simply Green (SG) is a company that wants to bring public transportation to the community using alternative fuels that will dramatically impact the way transportation works in the Hardin Count area. The plan is to have transportation that will benefit our communities so significantly because people will now have an innovative and resourceful way to commute between work, local businesses, and home. SG as a team is working to make the environment better than what it is; this public transportation system will use buses to provide convenient, dependable rides while reducing pollution and carbon emissions that are produced by the many single-driver vehicles currently on the road.

I. Marketing

a. Target Marketing

Based upon survey results, our data shows this transportation system would greatly benefit out target group. This group includes residents, visitors, and more specifically, the working population, low-income and college students. Our transportation system would impact the health of the residents and local economy as shown below.

1. Impact on health:

- Cleaner air in the community (see appdx. I)
- Global warning is a huge issue, and motor vehicles are responsible for a majority of the pollution in the air.
- Having more fuel-efficient buses on the road cuts down on cars, which cuts down on pollution and accidents.
- Research has shown that taking the short walks to and from the bus stops have a significant impact on your health; such as lowering your stress levels, improving your overall physical health, and by lowering a persons risk for obesity. (see appdx. II).

2. Impact on the economy:

- Allowing consumers to spend less money on car repairs, gas, and more money in other areas.
- Provide an increase to the workforce by providing jobs in the field of transportation. Also, this will assist the previously unemployed to provide transportation where they might not have had it before.
- With more jobs and the money saved because of this transportation service, the boost in local economy will be significant.
- There is now freedom for those who don't have a car to be able to go out and spend money.
- Shopping is considered a leisure activity and more people will have convenient access to local shopping areas
- More franchises and businesses will be drawn to our city because of the growth in the economy due to having a public transportation service.

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b. Advertising:

- Grand Opening
- Word of Mouth
- Business promotions in stores
- Set up meetings with local professional groups such as the Chamber of Commerce, Rotary Club, and other civic organizations.
- Advertising on the buses and bus stops.
- Local Media & Radio stations

c. Promotion:

- Pilot Program:

This program would be an example bus run. Instead of buying a fleet of buses, a couple of buses will be purchased and put on a trial run to show how public transportation will make a the difference in the community with just this small change. It would allow us to better understand how significant of an impact the busses will have and to predict future growth more effectively. Discount prices would be offered through a monthly pass, which would guarantee a rider for at least a month.

II. Funding/Finances

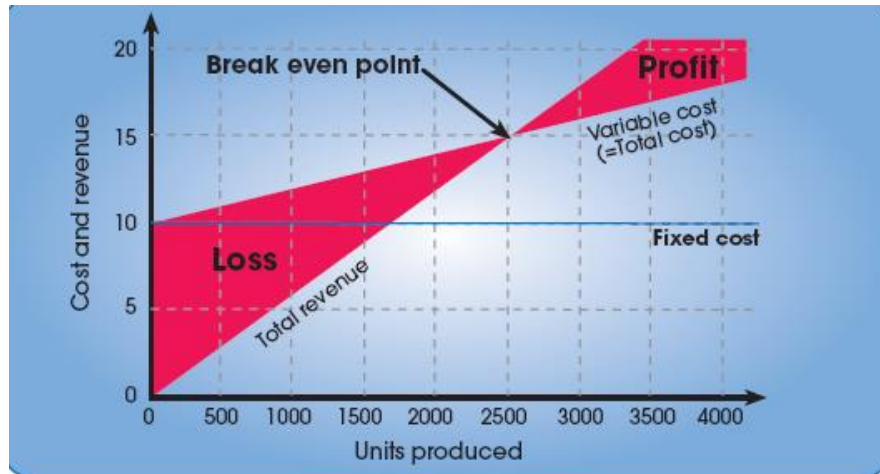
- Chamber of Commerce
- Grants and various organizations
- Various local businesses
- Taxpaying dollars

Several "Green" foundations are available to provide financial support through grants to get programs like these started.

Because this is a major financial undertaking, we believe this company will begin to break even or possibly make profit in 5-10 years. Because this effort will impact our environment greatly, as well as the local economy, it will be vital service provided to the people of Hardin County.

The cost to the costumers would be a very reasonable price such as a dollar, but can change if necessary. This will help generate income to pay for the busses, maintenance, employees, etc.

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III. Future Plans

a. Potential Growth

We have compared our community to others with similar populations and have received very promising results. A team member of SG Company interviewed a transportation employee with the Covington Department of Transportation. We found that Covington has a very similar population and has a highly effective transportation service. (See appdx. III) Our goal is to eventually have a system that serves as many people as theirs.

b. Recycling

In the future we would like to implement a recycling pick up at the bus stops.

- It would help people recycle while helping us take the recyclable items to reuse, build, and fuel our buses.
- It also save money once again for the people with free recycle pick up.

# Appendix

- I. Impact on Cleaner Air
- I. Research on Health
- III. Questionnaire

## **I. Impact on Cleaner Air**

Car emissions kill 30,000 people each year in the U.S. (2, 1998)

Most ozone pollution is caused by motor vehicles, which account for 72% of nitrogen oxides and 52% of reactive hydrocarbons (principal components of smog). (7, 1990)

Trips made by...	USA	
Car	89%	
Public Transit	2%	
Walking	6%	
Bicycle	<1%	
Other	3%	

(Taken from [a lecture by Dr. John Pucher](#), 1999; see also [1990 & 2000 Census PDF](#)  
<http://bicycleuniverse.info/transpo/almanac.html>)

## **II. Research on Health Benefits from Walking**

The Numerous Benefits of Walking

**-Managing your weight.** Combined with healthy eating, physical activity is key to any plan for long-lasting weight control. Keeping your weight within healthy limits can lower your risks of type 2 diabetes, heart disease, stroke, cancer, sleep apnea, and osteoarthritis.

**-Controlling your blood pressure.** Physical activity strengthens the heart so it can pump more blood with less effort and with less pressure on the arteries. Staying fit is just as effective as some medications in keeping down blood pressure levels.

**-Decreasing your risk of heart attack.** Exercise such as brisk walking for three hours a week — or just half an hour a day — is associated with a 30% to 40% lower risk of heart disease in women. (Based on the 20-year Nurses' Health Study of 72,000 female nurses.)

**-Boosting "good" cholesterol** – the level of high-density lipoproteins (HDL). Physical activity helps reduce low-density lipoproteins (LDL or "bad" cholesterol) in the blood, which can cause plaque buildup along the artery walls — a major cause of heart attacks.

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**-Lowering your risk of stroke.** Regular, moderate exercise equivalent to brisk walking for an hour a day, five days a week, can cut the risk of stroke in half, according to a Harvard study of more than 11,000 men.

**-Reducing your risk of breast cancer and type 2 diabetes.** The Nurses' Health Study also links regular activity to risk reductions for both these diseases. In another study, people at high risk of diabetes cut their risk in half by combining consistent exercise like walking with lower fat intake and a 5% to 7% weight loss.

**-Avoiding your need for gallstone surgery.** Regular walking or other physical activity lowers the risk of needing gallstone surgery by 20% to 31%, found a Harvard study of more than 60,000 women ages 40 to 65.

**-Protecting against hip fracture.**

- Prevent depression, colon cancer, constipation, osteoporosis, and impotence
- Lengthen lifespan
- Lower stress levels
- Relieve arthritis and back pain
- Strengthen muscles, bones, and joints
- Improve sleep
- Elevate overall mood and sense of well-being.

<http://www.aarp.org/health/fitness/walking/a2004-06-17-walking-numerousbenefits.html>

### **III. Questionnaire**

Population/ Elizabethtown, KY: 45,710

Convington, KY 42,797 (censuses bureau)

Convington transportation (859) 344-0040

Phone interview with Covington Dept. of Transportation Employee:

1. How many estimated people ride your public transportation a day?  
12,000- 13,000
2. Hours ran? 4am-1am
3. How many buses/routes? 27; 130