

COMMUTER SERVICES OF PA Program Update

Serving employers and commuters in Adams, Berks, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry and York Counties.

TRANSIT CARPOOLING VANPOOLING WALKING



BIKING TELECOMMUTING STAGGERED SHIFTS

Fall 2013-Winter 2014


COMMUTER SERVICES
OF PENNSYLVANIA

*Serving Adams, Berks, Cumberland, Dauphin,
Franklin, Lancaster, Lebanon, Perry & York Counties*

September 2013 was Try Transit Month

Commuter Services of Pennsylvania launched its third annual 'Try Transit' month in September, encouraging local commuters to try bus or rail transportation options rather than driving alone. This year, a total of 229 participants logged their transit trips. Seventeen counties were represented with participants logging a total of 155,385 miles traveled by bus or train instead of their cars during the month of September.

Commuters who participated were entered to win a monthly pass from their local transit provider and other various prizes.



Elizabeth Roth (pictured on the left) of York County was the randomly selected grand prize winner and received an Amazon Kindle. Roth rode rabbittransit for twenty days out of the month, logging a total of 640 miles.

Leah Lloyd (no photo) of Lancaster County and Chantaey Diallo (pictured on the right) of Dauphin County each won two Amtrak roundtrip tickets to New York City. Lloyd rode Red Rose Transit, logging a total of 456 miles and Diallo rode CAT transit, logging a total of 16 miles.



The following individuals also won a free monthly pass from their transit agency:



Sarah Molitoris of Harrisburg, Dauphin County, logged 24 miles by riding CAT transit.



Ric Farr of Palmyra, Lebanon County, logged more than 384 miles by riding Lebanon Transit.



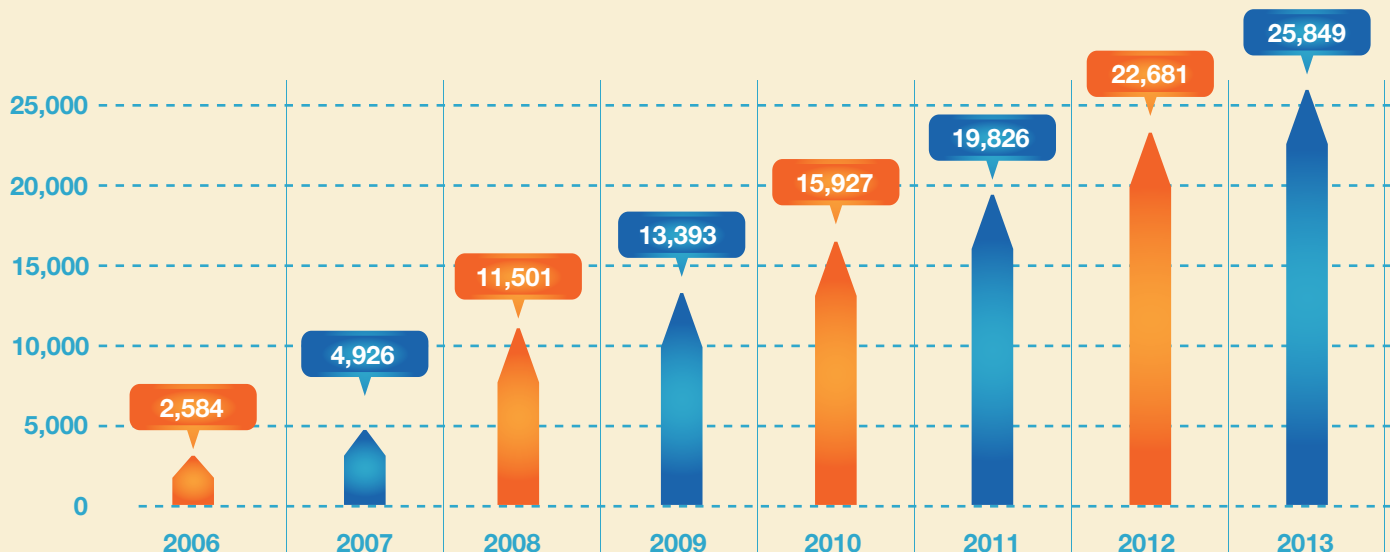
Frank O'Grady of York, York County, logged more than 700 miles by riding rabbittransit.



Jared Hankee of Lancaster, Lancaster County, logged 154 miles by riding Red Rose Transit.

Pat Glass (no photo) of Reading, Berks County, logged 144 miles by riding BARTA.

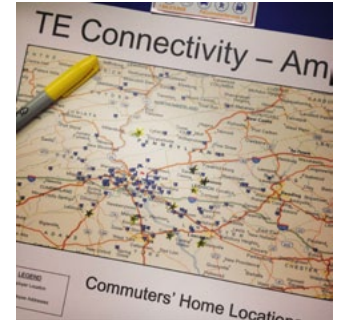
Milestone: 25,000 Commuters in Database



New Visual Maps, Digital Enrollment & Convertible Cars

In the coming months, Commuter Services will be implementing several new innovative and interactive tools at events. The goal is to encourage commuters to try a commuting alternative and to show them how easy it can be to switch.

At each Commuter Services event there is a map with a pushpin representing every employee's home that is currently enrolled in the free services. The map serves as a visual of where other commuters are coming from that work at the employer site. Once new commuters enroll in the program at that event, they place a sticker near their home. This shows all commuters at the event how many are enrolled in the program.



In addition, the Commuter Services website and enrollment form has gone digital! Instead of filling out a paper application and waiting two weeks to receive matches, commuters can scan a QR code to enroll on their mobile device, find matches and update their information in real time. This tool will help make the process efficient and more helpful to those just enrolling.

Commuter Services has its very own convertible car! At various events, commuters are welcomed to pose for a picture with the cardboard cutout. It's just another way to show how much fun carpooling can be!



Commuter Services Seen and Heard

As part of the Commuter Services media buy, cable taggable spots and radio traffic sponsorships ran every other week from May 6 through July 7, resulting in a 12-week campaign.

Cable Taggables: A total of 629 spots ran and generated 2,044,320+ impressions. The taggable spots ran on TV stations such as Discovery, ESPN, FX, HGTV, USA, TLC and Bravo. The messaging featured Bike to Work Week, Dump the Pump and General Awareness.

Radio Traffic Sponsorships: A total of 927 spots ran and generated 901,700+ impressions. The traffic sponsorships ran on Y102, WINK 104, 92.1 KISS FM, RED 102.3, Hot 93.5 and a few more. The messaging featured Bike to Work Week, Dump the Pump and General Awareness.

Visit PaCommuterServices.org to view sample spots.



In Memory of Dennis Louwerse



Commuter Services of Pennsylvania's Board Member, Dennis Louwerse, passed away Thursday, September 5, 2013. Dennis was the Executive Director and CEO of BARTA, Berks Area Regional Transportation Authority, for more than 30 years and instrumental in bringing the Commuter Services programs to Berks County in 2009. He served on numerous committees while on the Commuter

Services Board of Directors and his leadership and knowledge will be greatly missed.

Staff Promotion & New Team Addition



Kandi Fox, previously an Outreach Coordinator for several years, was promoted to Employer Outreach Manager. In her new position, Kandi will help solicit employer participation and provide employers with information and support on commuter alternative programs.



Jessica Bosley was brought on to serve as an Outreach Coordinator. Jessica will be supporting the efforts of the Employer Outreach Managers by reaching out to employer partners and employees throughout the region.

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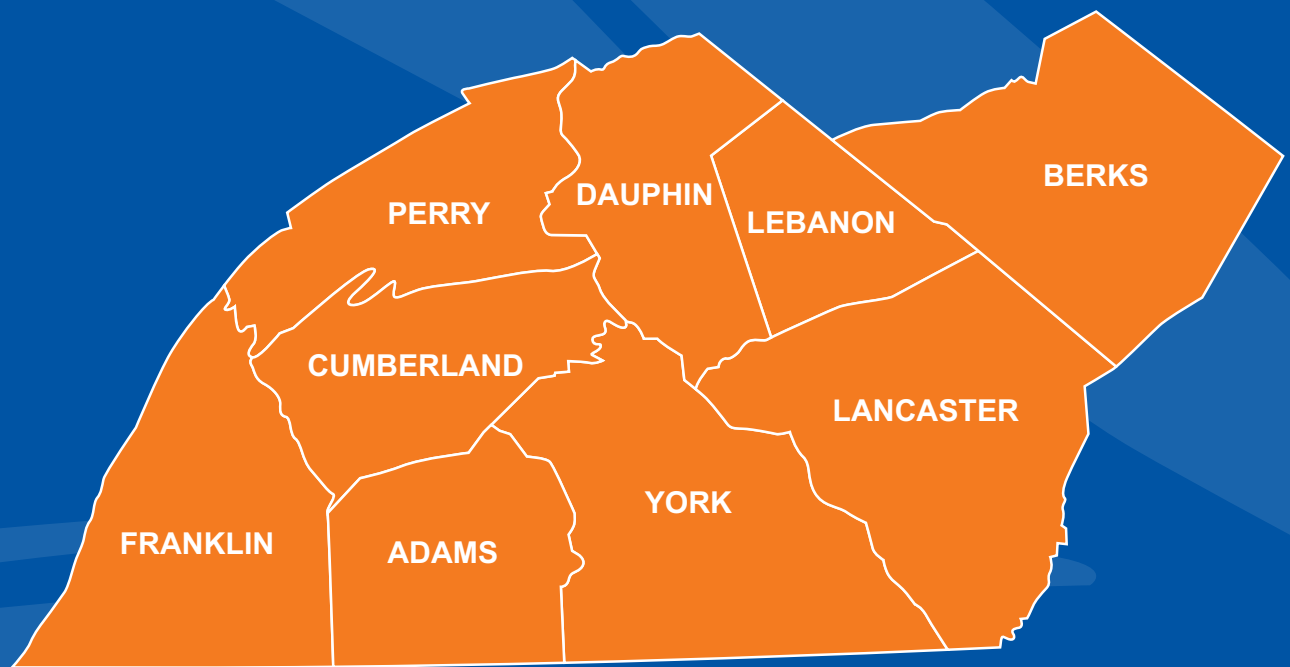
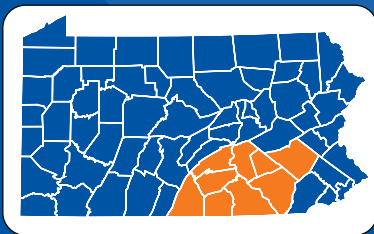
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Commuter Services is a program of the non-profit Susquehanna Regional Transportation Partnership, whose board includes the Harrisburg Regional Chamber; the Gettysburg Adams, Lebanon Valley, and Greater Chambersburg Chambers of Commerce, the York County Economic Alliance; Lancaster and Greater Reading Chambers of Commerce & Industry; Berks Area Regional Transportation Authority (BARTA), Lebanon Transit (LT); Red Rose Transit Authority (RRTA, Lancaster); York Adams Transportation Authority (rabbitransit); Capital Area Transit (CAT, Cumberland-Dauphin-Harrisburg); Adams, Franklin, Lancaster, Lebanon, Reading and York Area Metropolitan Planning Organizations (MPOs) and Harrisburg MPO (Cumberland, Dauphin and Perry Counties).

Funding is provided by the Federal Highway Administration and PennDOT in partnership with the participating MPOs.