



A STEADY PATH

2013 Annual Report


COMMUTER SERVICES
OF PENNSYLVANIA





FROM OUR LEADERSHIP



A message from Board Chairman, Beth Artman

Here's to the first Commuter Services Annual Report! The close of 2013 brings the close of my first year as the Board Chair for the SRTP, and what a year it's been! While much of it was business as usual, as I've seen as a board member for the past several years, it was also a year of transition and interesting beginnings.

It was difficult to watch former Executive Director Brandy Heilman-Sweitzer moving on to sunny San Diego and yet exciting to begin working with the new Commuter Services Executive Director, Matt Boyer. With Matt came some new faces on staff and some familiar faces in different roles. Matt brings his own unique set of assets to Commuter Services and started out with a bang by getting us in front of the Pennsylvania Secretary of Transportation, Barry Schoch and Deputy Secretaries, Jim Ritzman and Toby Fauver.

Navigating new federal and state transportation funding legislation has presented several challenges and will most likely continue to do so as alternative transportation modes and regional programs learn to work together to change the "drive-alone" approach to getting to work. We also continue to define our role and impact within the Commonwealth – as a model for inter-agency cooperation, an example of successful program implementation, and a think-tank for regional intermodal planning. There is a lot to look forward to in 2014!

Beth Artman
Susquehanna Regional Transportation Partnership Board Chairman

Database members who carpool



take approximately 761,008 miles off the road which translates to **70,012,736** miles roundtrip off the road for the year

A message from Executive Director, Matt Boyer

Thank you for taking a few moments to peruse the pages of the very first Annual Report issued by the Susquehanna Regional Transportation Partnership (SRTP). This booklet has been assembled to provide an overview of the programs and accomplishments of Commuter Services of Pennsylvania.

The 2013 calendar year was not the first year of existence for Commuter Services of Pennsylvania. To the contrary, this organization has been spearheading the effort to mitigate traffic congestion, increase air quality and move people from the single occupancy vehicle (SOV) to an alternative mode of transportation (carpooling, vanpooling, public transit, walking, biking, teleworking) for nearly a decade in the Commonwealth of Pennsylvania.

Through the efforts of the SRTP, a unique Board of Directors has been assembled comingling the talented minds of individuals from all the Transit Agencies, Metropolitan Planning Organizations and Chambers of Commerce from the nine counties currently participating in the SRTP. The uncanny ability to migrate the ideas and concerns of a multitude of counties into a single voice that acts as a call to action for decreasing traffic congestion and increasing air quality is a testament to the quality and compassion of each member of the SRTP Board.

My time as the Executive Director of Commuter Services began in January 2013. The transition from working for the U.S. House of Representatives for twenty-three years into my role as Executive Director of Commuter Services was eased greatly by the footsteps left by my predecessor, Brandy Heilman-Sweitzer. As the first

and only Executive Director of this organization, Brandy took the organization from its' infant stages and grew it into a model now looked at by others as a leader in the Transportation Demand Management industry.

Coinciding with my arrival as Executive Director was the election of a new Chairman for the SRTP Board, Beth Artman. Beth has served on the SRTP Board for several years and successfully fulfilled the position as Chairman during 2013 showcasing her talents as an excellent leader, facilitator and mentor throughout the year. Looking back on my first twelve months I am very humbled by the welcome offered to me by the SRTP Board of Directors and find myself extremely proud to be part of this organization.

As we move to 2014, I find myself energized, motivated and enthusiastic about the opportunities awaiting Commuter Services of Pennsylvania in the future. For those of you utilizing the programs of Commuter Services, please continue on your path and pass the word of the vast benefits available to commuters. To the employers and employees of this region not yet introduced to Commuter Services, please read further into this Annual Report and open your eyes to all we have to offer!

Matt Boyer
Executive Director



OUR MISSION STATEMENT

The Susquehanna Regional Transportation Partnership (SRTP)/Commuter Services of Pennsylvania promotes commuting options that reduce congestion, conserve natural resources, and improve safety and mobility at a regional level, by educating and implementing innovative Transportation Demand Management (TDM) programs.

2013 BOARD OF DIRECTORS

Over 40 businesses in Lancaster County are working with Commuter Services to provide carpool, vanpool and other commute alternative benefits to their employees. The program saves employees money on commuting and helps to provide a dependable work force for the businesses—a win-win.))

SRTP Board Member, Harriet Parcels, Senior Transportation Planner, Lancaster County Planning Commission



Executive Board

Ms. Beth Artman, *Chairman, York County Planning Commission*

Mr. Jonathan Fitzkee, *Vice Chairman, Lebanon County Planning Department*

Ms. Teri Giurintano, *Secretary, Lebanon Transit*

Ms. Kimberley Williams, *Treasurer, Boyer & Ritter*

Mr. Matthew Boyer, *Executive Director, Commuter Services of Pennsylvania*

ADAMS COUNTY

Ms. Carrie Stuart, *Gettysburg Adams Chamber of Commerce*
Mr. Andrew Merkel, *Adams Co. Office of Planning & Development*
Mr. Nick Colonna, *Adams Co. Office of Planning & Development*
Ms. Chelsea Jeffries, *Adams Co. Office of Planning & Development*

BERKS COUNTY

Ms. Gail Landis, *Greater Reading Chamber of Commerce & Industry*
Ms. Natasha Manbeck, *Greater Reading Chamber of Commerce & Industry*
Mr. Ryan Furgerson, *Berks Area Regional Transportation Authority (BARTA)*
Mr. Alan Piper, *Berks County Planning Commission*
Mr. Michael Golembiewski, *Berks County Planning Commission*

FRANKLIN COUNTY

Ms. Jackie Lampietro, *Greater Chambersburg Chamber of Commerce*
Ms. Donna Adkins, *Greater Chambersburg Chamber of Commerce*
Ms. Sherri Clayton, *Franklin County Planning Department*
Mr. Larry Camp, *Franklin MPO*

HARRISBURG TRI-COUNTY

Ms. Larissa Bailey, *Harrisburg Regional Chamber & CREDC*
Mr. Glen Hair, *Harrisburg Regional Chamber/Gannett-Fleming*
Mr. Bill Jones, *Capital Area Transit (CAT)*
Mr. Tom Young, *Capital Area Transit (CAT)*
Mr. Tim Reardon, *Tri-County Regional Planning Commission*

LANCASTER COUNTY

Ms. Heather Valudes, *Lancaster Chamber of Commerce*
Mr. Thomas Loper, *Lancaster Chamber / Lamar Advertising*
Mr. Thomas Baldrige, *Lancaster Chamber of Commerce*
Mr. David Kilmer, *Red Rose Transit Authority*
Mr. Jeff Glisson, *Red Rose Transit Authority*
Ms. Harriet Parcels, *Lancaster County Planning Commission*
Mr. David Royer, *Lancaster County Planning Commission*

LEBANON COUNTY

Mr. Dan Logar, *Lebanon Valley Chamber of Commerce*
Ms. Cindy Binner, *Lebanon Transit*
Mr. Tom Kotay, *Lebanon County Planning Department*
Mr. Dennis Stichter, *Supreme Mid-Atlantic Corporation, Member at Large*

YORK COUNTY

Ms. Janelle Black, *York County Economic Alliance*
Mr. Richard Farr, *York Adams County Transit Authority (rabbitransit)*
Ms. Jenna Reedy, *York Adams County Transit Authority (rabbitransit)*
Mr. Jeph Rebert, *York County Planning Commission*
Ms. Felicia Dell, *York County Planning Commission*



Adams County MPO (ACTPO)
Franklin County MPO
Harrisburg Area Transportation Study (HATS)
Lancaster MPO
Lebanon (LEBCO) MPO
Reading Area Transportation Study (RATS)
York MPO (YAMPO)



BOARD TALK

“The ability of Commuter Services to successfully move people from single occupancy vehicles into alternative modes of transportation such as carpooling, vanpooling, walking or bicycling benefits our MPO in multiple ways. The Commuter Services coordination of vanpools to federal government facilities in our region has been outstanding. ”

Sherri Clayton, Senior Planner, Franklin County Planning Department

“As a transit agency in Pennsylvania, it’s exciting to know new transportation legislation has been implemented and the move towards highlighting multi-modal options has begun. I’m thrilled to have Commuter Services as our strong partner in educating people about public transit options. At rabbitransit, we’ve seen increased bike riders on our buses, taken note of a growing number of first-time users on our fixed routes and are fielding a greater number of calls about the ERH program due to the outreach efforts of Commuter Services. ”

Richard Farr, Executive Director, York Adams Transportation Authority

“Employers from the Lebanon Valley Chamber field of membership have commented about how easy it is to reap the benefits of the Commuter Services programs without any additional cost or effort on behalf of their employees... the Commuter Services staff takes care of everything. ”

Dan Logar, Lebanon Valley Chamber of Commerce

“Commuter Services has proven to be very valuable in acting as a conduit of information and programming between the Lebanon MPO and other regional MPO’s in Dauphin, Berks and Lancaster Counties. The commuter data provided by Commuter Services and the measurable results they provide specific to the participation of employers and the utilization of the ridesharing database by members of our community is outstanding. ”

Jonathan Fitzkee, Transportation Planner, Lebanon County Planning Department

A PLANNED VISION

Our Strategic Plan

As the Commuter Services program looks to the future, our core function continues to be the delivery of cutting-edge Transportation Demand Management (TDM) programming for our region. By educating commuters on the available alternative modes of transportation, specific to ridesharing opportunities in the region, we will deliver results that reflect less traffic congestion, the conservation of natural resources and the ability of individuals to safely navigate the many transportation pathways of their communities.

A priority of our program will continue to be outreach to new employer and community partners. These entities have proven to be a great asset in the dissemination of our programs and services. We plan to keep the partner program fresh and exciting in the upcoming year by spearheading the Best Workplaces for Commuters program in the region. The recognition received by our employer partners through this program will certainly offer an enhanced level of pride in their day to day operations. Additionally, those who achieve this status will have a more positive public image and a heightened ability to attract new employee talent.

Technology evolves every day and remains at the forefront of the strategic decisions made by Commuter Services to advertise and market our programs and services. As more and more website hits and views come from mobile browsers, our program will continue to adapt to the current technology. We plan to do this by updating our message delivery system to allow commuters to view transit, ridematch information and Commuter Services resource information in real time.

The success of Commuter Services in our nine county region has opened the eyes of neighboring communities. In looking at the public comments we've received in the past year, it is easy to identify that the travel patterns of our regional commuters have expanded further and the demand for our programs and services is increasing steadily in unserved and underserved areas of Pennsylvania. Accordingly, we plan on working with other counties around the border of our region to assist them with their commuter needs. This will help expand our footprint and create more opportunities for those already enrolled in the program, thereby offering additional value to their participation.

Our vision moving forward looks to be one of shaping the future transportation infrastructure of the region to be more responsive to commuter needs, less congested on our highways, and safer in all transportation modes for the travelers of our region.



Database members who carpool



save approximately

\$39,207,132 a year
on gas and vehicle wear and tear

“Commuter Services of Pennsylvania is very supportive of bicyclists. Their presentations to employees and their website include useful bicycle safety information. The Annual Bike to Work Week Challenge provides commuters an opportunity to experience bicycling to work for the first time, and it provides an opportunity for veteran commuting cyclists to be recognized. Competition amongst employers to have the most employees’ miles biked to work during the Challenge is growing. The 2014 bike rack mapping project will be a useful resource for bicyclists and will identify where bike racks are still needed.

Commuter Services is a great partner in promoting the bicycle as a valued and accepted vehicle for travelling to and from work. ”

Community Partner, Pat Krebs, Lebanon Valley Bicycle Coalition/Bike Lebanon



A STEADY PATH

“ We have partnered with Commuter Services since 2008 in educating our employees about commuting options. Currently, we have over 800 employees enrolled in their services and two commuter vanpools. Many of our employees travel great distances to get to work and having Commuter Services as a free resource has helped our employees save both time and money. ”

Employer Partner, Sherre Mitten-Bell, Defense Distribution Center, Susquehanna

Database Survey Highlights

A total of **47% rely on some form of commuter option other than driving alone** as their primary or secondary mode of travel. This is an increase from 43% last year and represents a high since the survey started in 2007. As a result of higher commuter usage, the percent who say driving alone (58%) is their primary mode of transportation is now at its lowest point.

Among respondents who utilize the services of Commuter Services, **80% are aware of the Emergency Ride Home program**, a new high and up 26 points from a low of 54% in 2008. Moreover, 89% say the Emergency Ride Home program is either a “very” or “somewhat” important factor in their decision to participate in various commuter options.

A combined **87% are aware of Commuter Services of Pennsylvania**, the telephone number 866-579-RIDE or the Commuter Services’ website. This remains at an all-time high and is up from 75% four years ago.

Commuter Services of Pennsylvania received **positive responses from approximately 95% of the respondents regarding their brand.**

All database members who use all forms of transportation other than driving alone



take approximately 1,511,609 miles off the road one way to work per week, which translates into

139,068,028 miles

roundtrip for the year



Regional Transit Coordination Study

Commuter Services of Pennsylvania recently completed the Regional Transit Coordination Study in collaboration with nine counties in the south central Pennsylvania region. The study began in June of 2010 with the goals of identifying and increasing mobility options through coordinated services provided by the different transit agencies in the region covered by Commuter Services: BARTA, CAT, Lebanon Transit, rabbitransit, and Red Rose Transit.

The results of the study chart a course for coordinated regional transit services in the near future and also address how transit providers can work together to provide greater opportunities for inter-county mobility.

The study focused on closing the transit gaps between where people live and where they work to encourage more use of public transportation. Through this coordinated effort, Commuter Services is looking to increase and improve commuters' choices of transportation options and the ease of integrating those options into their daily routines. Ultimately, having fewer people drive to work alone in their cars translates into better quality of life for everyone who lives and works in south central Pennsylvania.

Some of the top findings from the study include:

- Projected population growth between 2000 and 2030 is significant in the south central Pennsylvania region
- The need for more express services, multimodal linkages and Park & Rides was identified
- A common way to pay for fares on different transit systems is essential
- Transit is viewed as a choice for the younger generation
- Separate funding for inter-county transit service coordination is needed in legislation with local political support
- Partnerships with local government and employers are very important for regional transit coordination



IN THE COMMUNITY

“ I have a 50 minute ride every day to my job at Nationwide Insurance. I signed up with Commuter Services when I was driving by myself and then I found someone I work with at Nationwide that works the same hours as me. A few months later I received a phone call from someone in my area wanting to know if I was still interested in a carpool. She works at an office nearby to mine. When she told me her name, we realized we went to school together. We work the same hours. We now have three in our carpool and it works out great. We all save on gas. It is nice having people with you for security. One road we travel does not have cell phone service for about 10 miles and has no houses. Thank you for this service! ”

Commuter, Lori Hand, Nationwide Insurance

Try Transit Month

Commuter Services of Pennsylvania launched its third annual ‘Try Transit’ month in September 2013, encouraging local commuters to try bus or rail transportation options rather than driving alone. A total of **229 participants, across 17 counties, logged their transit trips. Participants logged a total of 155,385 miles traveled by bus or train instead of their cars** during the month of September.

Earth Day

In 2013, **272 commuters logged more than 53,490 miles** by taking alternative transportation during the week of Earth Day, April 22-26.

Dump the Pump

The June 20th Dump the Pump Essay Contest encouraged commuters to take alternative transportation on National Dump the Pump day and to write about it. In 250 words or less, commuters wrote about how much money they have saved and/or how their quality of life has been improved when they “Dumped the Pump” by using a non-single occupancy vehicle commuting option.

In 2013, Commuter Services...

- Added **28** New Employer Partners
- Held **295** Employer/Community Events
- Collected **4,425** applications at the events
- Provided **74** Emergency Ride Home trips

Bike to Work Week

A total of **90 participants logged nearly 2,740 miles** while commuting to work by bicycle during the 2013 annual Bike to Work Week Challenge, May 13-17.

Database members who use all forms of transportation other than driving alone



are saving approximately
\$70,924,695 a year
on gas and vehicle wear and tear

2013 Commuter Services Staff

Listed clockwise starting from top left: Tim Beckwith, *Marketing Manager*, Mark Easteadt, *Employer Outreach Manager*, Kandi Fox, *Employer Outreach Manager*, Stacy Newcomer, *Deputy Project Manager*, Matt Boyer, *Executive Director/Project Manager*, Cheryl Comp, *Employer Outreach Manager*, Amy Klinedinst, *Programs Coordinator*, Holly Hinderer, *Outreach Coordinator*, Leah Trautz, *Employer Outreach Manager*, Laura Heilman, *Outreach/Vanpool Manager & Bike/Ped Coordinator*.



2013 Community Partners

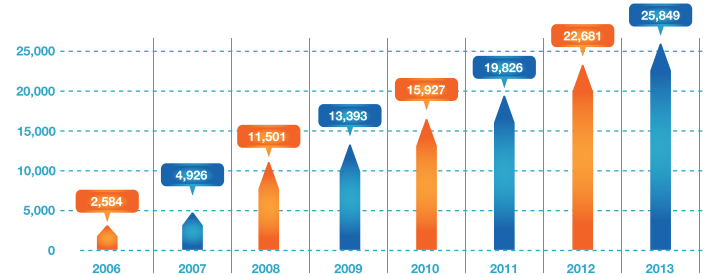
- BOPIC Inc.
- Eat, Play, Breathe York
- Gettysburg Bicycle
- Harrisburg Bicycle Club
- Recycle Bicycle Harrisburg
- York City Bureau of Health

2013 Employer Partners

- Bath Saver, Inc.
- Dawn Food Products
- Diversified Service Options, Inc., parent company of Novitas Solutions, Inc. and First Coast Service Options, Inc.
- East Penn Manufacturing
- EDSI Earn Program
- Exel Unilever
- Food Lion

- Glatfelter Insurance Group
- Goodwill Keystone Area Harrisburg
- Goodwill Keystone Area Lancaster
- Goodwill Keystone Area Reading
- Henry Molded Products Inc.
- Knouse Foods Chambersburg
- North East Consolidated Patient Account Center
- OHL York
- PA CareerLink EDSI Earn
- Quality Bicycle Products
- SCHOTT North America Inc.
- Spherion Staffing
- Strine Printing Company Inc.
- Vantage Foods
- Volvo Group Trucks

Milestone: 25,000 Commuters in Database



BOARD TALK

“The Emergency Ride Home program is a great tool in our efforts to increase ridership at CAT. Giving commuters the reassurance they’ll reach their destination even in the event of a travel emergency offers great piece of mind to those utilizing public transit.”

Bill Jones, Executive Director, Capital Area Transit (CAT)

“Commuter Services has provided opportunities to our member companies that enables alternative transportation options for their employees. The staff participates on our Transportation Committee and at other events to share insight on various transportation issues. The resources offered by Commuter Services have been beneficial to the development and implementation of several chamber endeavors and initiatives. As a SRTP Board Member, being able to contribute to the direction of the programs created by Commuter Services is of benefit to our entire community.”

Gail Landis, V.P. Government & Community Relations, Greater Reading Chamber of Commerce & Industry

“Since joining the SRTP several years ago, Berks County has witnessed excellent commuter related programs including Bike to Work Week and Try Transit Month. The Reading MPO really appreciates the monthly reports offered by Commuter Services staff specific to their efforts to change commuter travel habits and decrease traffic congestion.”

Alan Piper, Transportation Planner, Berks County Planning Commission

“Having representation from all the regional transit agencies at one table during SRTP meetings greatly enables our ability to network public transportation services, implement new programs and keep continuity across county borders.”

Teri Giurintano, Executive Director, Lebanon Transit



Get Involved

To find out how you can get involved, visit us at www.PaCommuterServices.org or call us at 1.866.579.RIDE.



[Facebook.com/CommuterServicesPA](https://www.facebook.com/CommuterServicesPA)



[Twitter.com/SaveOnCommutePA](https://twitter.com/SaveOnCommutePA)


COMMUTER SERVICES
OF PENNSYLVANIA

Commuter Services is a program of the non-profit Susquehanna Regional Transportation Partnership, whose board includes:

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 (rabbittransit); 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.