

# Marketing Communications



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BUSES, BUILDINGS & BLUEPRINTS...

A **BIG** congratulations to our peers for making Pennsylvania's transit systems look great this year at APTA's Annual AdWheel Awards!

> Butler, Monroe, State College, Red Rose and rabbittransit

WAY TO GO PENNSYLVANIA!



# Butler Transit Authority Moving Forward on Transit Center... First LEED Certified Transit Center in PA

By Kelly Stewart

The Butler Transit Authority's Intermodal Transit Center is among the many transit projects in Pennsylvania funded in part with the American Recovery and Reinvestment Act funds. The transit authority will receive \$5,340,569 to complete Phase I of the project.

Located in Butler's Pullman Center Redevelopment area, BTA's Transit Center will begin construction in fall of 2009. Phase I of the center will consist of a 7,000 square foot office building, a maintenance and wash bay building, as well as an enclosed storage area for the Authority's buses and Butler County's Butler Area Rural Transit (BART) shared ride buses. Phase II of the facility will encompass the construction of a waiting area for interconnectivity with local transit, planned commuter service and Park-n-Ride.

The Butler Transit Authority is pleased to announce that its facility will be the first transit center in the state of Pennsylvania to be LEED certified. According to the US Green Building Council, LEED (Leadership in Energy and Environmental Design) is a third-party certification program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings. BTA's center will receive a Silver LEED Certification for use of geothermal heating and cooling as well as other energy conservation and environmental friendly principals.

The transit center will be a tremendous asset to the Authority and the Butler community. The transit center design will reduce the Authority's future operating costs by 20-25%. The green building principals will reduce energy costs by 50%. Butler Transit Authority is excited to be part of another infrastructure improvement for Butler County.



#### Where's the "HUB" in Washington?

**CITY OF WASHINGTON**, PENNSYLVANIA is pleased to announce that they are developing their first transit enhancement project which will be situated in the heart of their City's Business District on East Chestnut Street (and two blocks from the County Courthouse/Complex).

The City recently received ARRA funding which is being used to develop their first park & ride/intermodal transit facility which will act as a *hub* for their existing fixed route bus service. Plans also include the development of a Police Sub-station and other safety measures. The project is being proposed as a "green" facility with an innovative design. This effort will span far past a transit enhancement as it will revitalize an underutilized area within the City and is anticipated to spur additional development surrounding the site.

By Nancy Basile

# Support Pennsylvania Transit

### DONORA INTERMODAL TRANSIT CENTER



By Marc Roncone

Thanks to Congressman Murtha and PennDot, MMVTA began construction on the Donora Intermodal Transit Center; one of Pennsylvania's first ARRA sponsored transit projects to break ground. "We at MMVTA are extremely excited to get started on this project," said Executive Director Valerie Kissell. "For years the MMVTA has been working on selecting sites, engineering and site preparation. To be at the Phase I construction step of the Intermodal Transit Facility is completely wonderful!"

The project is split into two phases. The second phase includes refurbishment of an existing 42,000 sq. ft. building to accommodate buses and office space. In addition to connecting with other carriers, Phase II includes passenger amenities such as bike racks, bus shelters, waiting areas, parking areas, ticketing and information counters.

"The property, which is owned by the MMVTA, was once part of the American Wireworks Company circa 1920. The MMVTA is making every effort to preserve the historic relevance and appearance of the facility by reclaiming it and

paying tribute to the Middle Monongahela River Valley's rich past," said Kissell. When complete, this former Brownfield site will be transformed into Pennsylvania's premiere 'state of the art facility' showcasing Leadership in Energy and Environmental Design (LEED).

"More than 60 years ago the very site MMVTA is reclaiming to use as an Intermodal Transit Center was most likely a contributor to the Donora Smog that claimed lives and sickened thousands is now going to be used for public transit," said Board Chairman Dr. Harry Miale. "Public transportation offers an immediate alternative for reducing energy use and carbon footprints which is all a very different aspect and use that the site once was."



Picture ID from Groundbreaking: (left to right) Kenneth Scheponik – Charleroi Rep. MMVTA Board, Betty J. Hill – N. Belle Vernon Rep. MMVTA Board, (behind) Robert Petty – Stockdale Rep. MMVTA Board, Olga Woodward – Fallowfield Twp. Rep. MMVTA Board, Toby Fauver – PennDot Deputy Secretary for Local and Area Transportation, Joe Yankovich - Representing Congressman John Murtha, Mayor John Lignelli – Mayor of Donora and Donora Rep. MMVTA Board, Dr. Harry Miale – Chairman of the MMVTA Board, Valerie Kissell – MMVTA Executive Director, Joe Villella – N. Charleroi Rep. MMVTA Board, Fred Naccarato – Monessen Rep. MMVTA Board and Chairman of MMVTA's Construction Committee, Edward Roethlein – CDM, Tom Monack – Speers Rep. MMVTA Board.

Picture in front of concept art inside: (left to right) Dr. Harry Miale – Chairman of the MMVTA Board, Valerie Kissell – MMVTA Executive Director, Toby Fauver - PennDot Deputy Secretary for Local and Area Transportation, Fred Naccarato – Monessen Rep. MMVTA Board and Chairman of MMVTA's Construction Committee

# PAVING THE WAY: Transit Center Floor Renovation Gets Underway THANKS TO AMERICAN RECOVERY AND REINVESTMENT ACT

Johnstown, PA, October 26, 2009- CamTran recently completed renovations to its Main Street Transit Center floor, thanks to the approximately \$1.2 million in funding CamTran received from the American Recovery and Reinvestment Act.

Included in the ARRA funding, CamTran received \$623,500 for one 35' hybrid electric bus. The hybrid is scheduled to arrive sometime in 2010, as it takes approximately a year to develop.

"We're extremely grateful for the funding we received from the ARRA," says Rose Lucey-Noll, CamTran Executive Director. "We had growing safety concerns with the flooring and the hybrid is the right direction for our area's transit."

By Jill Nadorlik



# ...Independence Starts Here

# PORTAUTHORITY MAKES TRACKS...

By Dante Calderone

The Port Authority's light rail North Shore connector project continues to move full speed ahead. With the boring work complete a slurry-separation plant was built especially for the connector project which was torn down. Now, the focus of the project shifts to installing the track bed and rails across the 2,200 feet twin tunnels. Crews are beginning this process on the city side first and working their way toward the North Shore.

In late October, the Port Authority closed its original Gateway "T" Station in downtown Pittsburgh to make way for a new and improved Gateway Center Station.

When the original Gateway "T" Station opened in 1984, a 13 foot tall ceramic tile mural created by the renowned artist Roamare Bearden was mounted on the station's wall. Appraised at \$15 million, the mural depicting Pittsburgh's social and cultural history entitled, *Pittsburgh Recollections* will be carefully dismantled and relocated to the new station.

The North Shore Connector Project is 60 percent done. To complete the project, the Port Authority recently awarded contracts to install the catinary line, fire protection systems, ventilation, signaling and elevators.

When the North Shore Connector opens in late 2011 or early 2012, annual ridership is projected to be 4.2 million. But, this is just the beginning. Port Authority hopes to someday expand light rail service to other parts of Allegheny County including Pittsburgh International Airport, Oakland and the North Hills.

#### COLT'S IN THE FAST LANE

By Teri Giurintano

Call it "stimulus money" call it "American Recovery and Reinvestment Act of 2009" or just call it "ARRA" it all leads to the same thing – more buses on the road! Upon receiving the results of a year-long study to formulate a Strategic Plan; County of Lebanon Transit Authority's (COLT) belief was "validated". There was a need for an express route to Harrisburg for commuters.

ARRA enabled COLT to advance their agenda by providing funds for three buses needed to meet the Plan's recommended expansion.

The express service addresses the need for a Park-n-Ride in northern Lebanon County. Three major transportation arteries will funnel workers from Schuylkill, Berks, and Lebanon Counties to Harrisburg daily.

To complete the "package" COLT secured an additional \$660,000 dollars in PCTI funds to build a Park-n-Ride. Now the circle is complete- expectation that a service need existed, confirmation of the need by an independent contractor, ARRA funding to purchase vehicles, and the PCTI funding for the Park-n-Ride. A confluence of need and opportunity that will lead, thanks to ARRA and PCTI funds; increased options will now be available to commuters.

### rabbittransit Paves the way to Parking Lot Improvements

By Jenna Reedy



rabbittransit has been at its current location in York, PA for more than 16 years. While the 1950's facility has had several renovations to implement updates, the parking lot has been in critical need of rehabilitation.

The American Recovery and Reinvestment Act funding allowed rabbittransit to begin replacement of its

black-top with concrete and curbing. This project will also provide for water run-off, potentially containing oil, to be filtered through a new water-oil separator, thus allowing the transit agency to take its green initiative to the next level.



# Support Pennsylvania Transit

### LANTA'S TOP 4

#### By Maryann Muschlitz

LANTA received stimulus funding through the American Reinvestment and Recovery Act (ARRA) in July, 2009. Prior to receiving the grant our consultants, Abrams-Cherwony Group of Gannett-Fleming, did a study on the area and proposed a land use multi-phase plan for LANTA's anticipated growth and expansion. Some of their comments/recommendations include: (1) LANTA is 30-40% undersized compared to their peers, (2) improved frequencies, extended service hours, and a simplified route structure is needed, (3) better connections to employment centers and major trip generators are needed, (4) more intermodal connections with other transit companies, and (5) pursue other modes such as Bus Rapid Transit and light rail.

Four major projects topped the staff's list of recommendations; each intended to protect the environment and better serve passengers. By focusing on preventive maintenance and utilizing alternative energy vehicles, LANTA is taking major steps toward energy independence and cleaner air. The total cost of the projects is \$7,694,000 and include the following:

#### **Rolling Stock**

- \* 20 Paratransit vehicles \$1.2 million
- \* 5 HD transit buses (Hybrid) \$2.9 million
- \* 4 Mini vans for Carbon County \$22,800

#### **Signal & Communications Equipment**

- \* Real-Time Passenger Information System & AVL (Metro Plus) \$2 million
- \* Computer hardware/software for Carbon County \$34,000

#### **Bus Support Equipment & Facilities**

\* Purchase property, design & construct bus maintenance/storage, and Administrative Facility to accomodate alternative fuel vehicles \$1.5 million

#### **Transit Enhancement (Bus)**

- \* Purchase and install 150 bus shelters \$64,000
- \* Design and install bus stop signage \$30,000



How will these investments stimulate the economy? More than half of Metro riders commute to/from work. Many rely on the system as a lifeline for medical visits, food and other shopping. Others use Metro to travel to school. The economy will also be stimulated by the numerous jobs and employment opportunities these projects will create; manufacturing, construction, personnel, etc.

The above projects may not have been accomplished- and certainly would not have been completed in the near term- without these additional funds.

#### **BUS AD PROGRAM LAUNCHED IN CHESTER COUNTY**



To supplement its public transit service, the Transportation Management Association of Chester County launched its new bus advertisement program in May.

The insurance giant, State Farm, supplemented its outdoor advertisement campaign for its agents in Chester County by placing full bus wrap ads on TMACC's SCCOOT bus route. The SCCOOT provides service from West Chester to Kennett Square to Oxford. The ads ran July to October.

Brandywine Health Foundation also promoted its popular annual fair, the Strawberry Festival, on full tail

ads on TMACC's Beeline and Coatesville Link buses. The Beeline provides service from Coatesville to the Great Valley Corporate Center in Malvern. The Coatesville Link provides service from Coatesville to Parkesburg.

By Derrick Stokes



## **CATA Flying High with Rebuilds**

By Jackie Sheader

The Centre Area Transportation Authority (CATA) is using its \$1.67 million in American Recovery and Reinvestment Act (ARRA) funding to rebuild ten 1998 New Flyer compressed natural gas (CNG) powered buses. Refurbishing a transit bus adds at least eight years to the expected life of the vehicle and costs less than half the price of a new bus.

CATA chose to use its ARRA funds for bus rehabilitation for three reasons. First, the project will create jobs, because rebuilding buses is very labor-intensive. Second, CATA could execute the project quickly, because all of the procurement documents were in place from a similar undertaking last year. Third, the refurbishment of the 1998 sub-fleet was already on CATA's capital plans, but no funding had been identified.

CoachCrafters, Inc., of Tavares, Florida has been selected to perform the work, which includes the replacement of body panels and repainting the entire exterior of the bus, the repair or replacement of suspension, steering and braking components as needed, and updating air conditioning systems. The bus interiors will also be refurbished with new seat inserts and new Air Ride drivers seats. While CoachCrafters is completing this work, FAB Industries will be replacing the CNG fuel tanks mounted on the roofs of the buses.

The refurbishment will cost in excess of \$150,000 per bus, while the replacement of the CNG tanks will add another \$32,000. Since the total cost of the work is expected to exceed the amount of ARRA funds available, CATA is prepared to commit other capital funds as needed to complete the entire project.

The actual work is expected to start in mid-October, 2009. Because CATA can only afford to have two buses out of service for refurbishment at a time, the final bus will not be completed until late 2010.

### CAT Expands 440 Feet

Thanks to recent ARRA funds, CAT will be purchasing 11 Gillig 40 foot hybrids.

A 'capitol' use of ARRA funding. Arrival of the new vehicles is scheduled for late spring of 2011.

By Bill Parkin

# Senator Arlen Specter Delivers at Red Rose

By Jennifer Boley

This past July, 2009 U.S. Senator Arlen Specter visited Red Rose Transit Authority's Operations Center in Lancaster to learn more about their plans to renovate the 30-year old facility. RRTA's Executive Director, Dave Kilmer greeted the Senator and gave him a brief tour explaining the renovation project. RRTA's Operations Center houses the administrative offices, maintenance garage and storage area for the fleet.

Senator Specter was helpful in securing \$5 million of American Recovery and Reinvestment Act funds which will be leveraged toward the \$8 Million total project cost. The renovation project includes many green initiatives to create a more energy efficient facility. A geothermal system for heating and cooling, a green roof and skylights are just



several of the planned enhancements to the building. A waste oil burner to use in heating and solar panels are planned as well. The bus storage area will be expanded to allow the entire fleet to be stored inside. The green enhancements are estimated to reduce energy usage by 75%. Red Rose Transit Authority operates a fleet of 45 buses and carries 2 million passengers annually through Lancaster County, PA. Renovations began in September 2009.

# Support Pennsylvania Transit

### **SEPTA Tackles 32 Projects With \$191 Million From ARRA**

By Andrew Busch

With \$191 million in federal stimulus grants, SEPTA is embarking on 32 projects that will transform facilities, infrastructure and technology throughout the transit system.

Thanks to aggressive efforts in recent years SEPTA was prepared to submit proposals for dozens of "shovel ready" projects as soon as ARRA was passed. Contracts for most were awarded in less than four months; all assigned before the year's end. "Each project is creating much-needed jobs in the construction and manufacturing sectors," said SEPTA General Manager Joseph M. Casey.

Stimulus projects are expected to support or create approximately 5,000 jobs, including more than 1,800 in construction and some 850 with materials companies, such as steel fabricators. The remaining jobs are with companies providing goods and services to the construction and materials workers. Projects will result in a head-to-toe makeover for major cogs in the transit system, including those untouched for the better part of a century.

Renovation of the Girard and Spring Garden stations on the Broad Street Line subway marks the first significant work at two of SEPTA's busiest locations since the 1920s. Construction, when complete, will make both stations fully ADA compliant including: new tiling, concrete and column repairs, elevators and stairs, power, lighting, signage, fire alarms and customer communication systems. Both facelifts are possible due to \$25 million in ARRA funding.

Overhauls last summer of the Routes 101 and 102 Trolley Lines, dating to 1915, included new rail, signal upgrades, station renovations and the installation of fiber optic cables. The \$34 million dollar ARRA project will ensure both Delaware County lines remain viable for generations to come.

Work is underway on renovations to more than two dozen Regional Rail stations too. These projects will include replacement or repair of old bridges, signage upgrades, rail renewal, additional parking and a variety of other infrastructure improvements.

ARRA grants will allow SEPTA to forge ahead with its mission to "Go Green," with \$17.8 million to purchase 40 new dieselelectric hybrid buses. These buses will help SEPTA reach its goal of having hybrids represent one-third of its bus fleet by 2011

### **Hybrids on the Horizon for COLTS**



Sen. Bob Casey (D-PA) recently announced the County of Lackawanna Transit System (COLTS) in Scranton will receive a \$2.6 million grant from the American Recovery and Reinvestment Act. Four hybrid diesel-electric buses are due to arrive by the end of 2010, at a price tag of \$2,165,160. The remaining \$434,840 in federal funding will be used for technology and communications, including AVL equipment for buses. COLTS will also be able to make security upgrades at its headquarters which will include the installation of a key-card entry for employees. "This money is great news for COLTS and all of Northeast Pennsylvania," said Senator Casey. "These new hybrid buses will be more energy efficient and environmentally friendly. This is another example of recovery funding bringing green technology to Pennsylvania." Also unveiled, after the

announcement from Sen. Casey were COLTS new colors: tan, champagne and green which will replace the current color scheme of blue, white and orange. COLTS Executive Director Robert Fiume said the announcement signifies the "dawn of a new era" for the transit agency. "Because of this funding, we are able to implement our long-term sustainability plan. We are grateful for Sen. Casey's help in securing this important funding. We would not be able to make such progressive strides without the help of our legislators." Representatives from Congressman Paul Kanjorski's office and Congressman Chris Carney's office, as well as local elected officials, joined in the exciting announcement.

Mr. Fiume stated the diesel-electric hybrid low-floor buses are expected to be up to 40 percent more fuel-efficient than conventional diesel buses. The agency hopes to replace the remainder of its fleet with hybrids by the end of 2012. COLTS was able to obtain the option to purchase the buses as part of a contract already in place for Kanawha Valley Regional Transportation Authority (KVRTA) in Charleston, West Virginia. "We are also thankful to our friends at KVRTA for allowing us to piggyback on their order," Mr. Fiume added.

By Gretchen Wintermantel

...Independence Starts Here

#### **FAYETTE COUNTY TRANSFER CENTER**

Conceptual plans for a Transfer and Communications Center on Matthew Drive Extension in the Fayette County Business Park have made their way through the system. In August 2009, McMillen Engineering released plans for the \$923,000 facility during a meeting with FACT and Fayatte County Redevelopment Authority officials.

The 1,920 sq. ft. building will include two offices, a mechanical room, restrooms, and a wating/vending area for FACT patrons. The building will have a modern architectural look including cathedral ceiling and glass store front.

"Plans are to operate a shuttle out of the site which will run throughout the various retail establishments in South Union Township", said FACT Operations Manager Kim Renze. Various restaurants, retail stores, and doctor's offices are located near the Fayette County Business Park.

The project will have fixed route service throughout the region. On August 19, 2009 Andrew French, Executive Director of the Fayette County Redevelopment Authority said, "The project should be out for bid within 60 days."

By Amy Revak

During the Annual Public Hearing regarding funding, Lori Groover-Smith, Acting Director of FACT said, "\$282,730 in capital funds will be used to purchase furniture and equipment for the new center." Previously, a central location for bus transfers had been discussed but funds were not available. ARRA funding earlier this year is making this project possible.



#### Here's Looking at You and You, and You!

Monroe County Transit is outfitting the remaining 17 buses of their Shared Ride fleet with surveillance cameras

[\$64,210], thanks to ARRA funding. Installing these cameras on their Fixed Route fleet and several of their Shared Ride buses over the past few years have resulted in lower property and liability claims in addition to making our passengers feel a little more safe and secure each time they ride.

Additional improvements include the upgrade of MDT/AVL technology on our Paratransit fleet [\$125,000] and the purchase of three new vehicles for this program [\$242,000]. Thanks ARRA for giving our Shared Ride Program a boost!

By Peggy Howarth



8 Marketing Communications

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Change Service Requested