



& Marketing & Communications

A Publication of PPTA, Marketing and Communications • 2008 • Volume 1 Number 1

Wherever life takes you.



Dear Friends and Public Transit Supporters,

As we converge on Chocolate Town USA for the annual spring PPTA convention, no other place can capture how truly SWEET it is to be a part of public transportation in Pennsylvania. Many new and exciting things have occurred over the past year. The public transportation industry, its supporters and Pennsylvania's elected officials rose to the challenge and created Act 44. Ridership has increased, not only in the state but nationwide, due to more people relying on the benefits of transit. Therefore, contained within the following pages are wonderful marketing initiatives that agencies across Pennsylvania have implemented over the year.

Marketing is everything, and these initiatives symbolize more accomplishments and accolades for public transportation.

On behalf of the PPTA Marketing & Communications Committee, thank you to Iris Rivera from Monroe County Transit for all her hard work and dedication in making this piece a reality.

We hope you enjoy our publication.

Marc Roncone, Marketing & Communications Chair



Table of Contents

- Spring Welcome 1
- Centre Commute 2
- MMVTA Kermit is Wrong..... 3
- Transportation 101..... 3
- PTMA Transit or Reindeer..... 4
- RRTA "Stuff A Bus" 4
- rabbit's Wild Wide 5
- CamTran Adwheel Winner ... 6
- RRTA Share the Ride..... 6
- ACTA Roundtable..... 7
- Corridor Commute 7
- RRTA TV..... 8
- MCTA Go GREEN..... 8

Inside this issue,
Pennsylvania's
Public Transit Systems are going
GREEN...

GOING GREEN = SAVING GREEN

Riding BARTA...
• Saves Energy
• Reduces Emissions
• Helps the Environment

Riding BARTA is more economical than driving your car. Ride all month for the price of one tank of gas.

Ride Barta - Save Green
BARTA

610-921-0601
www.bartabus.com

CATA Implements Vanpool Program... Incorporates Penn State Vans

By Jacqueline Sheader
www.catabus.com

Effective October 1, the Centre Area Transportation Authority (CATA), of State College, recently expanded its family of public transportation services by introducing vanpools to its existing RideShare Program.

The RideShare Program, established in 1999, brings together commuters traveling from or through the same communities to work in the State College area, and helps them establish carpools. "The RideShare Program has proven itself to be a great success," notes Terri Quici, CATA's RideShare Coordinator. "Today, the RideShare participant list includes over 625 individuals and more than 200 active carpools, coming into the State College area from eleven counties throughout Central Pennsylvania."

As the first step in the creation of CATA's new community-wide vanpool service, the Pennsylvania State University and CATA agreed to transition six existing faculty/staff vanpools to the new initiative. For almost twenty years Penn State had made vans available to groups of University employees commuting long distances to work. With Penn State and CATA working together, the new arrangement enables all commuters (not just those working for the University) to participate in the program.

Do High Gas Prices Have You Looking For A Better Ride?



Carpools and vanpools are available NOW to those traveling to the Centre Region!

CATA's new CENTRE COMMUTE program provides FREE ride-matching and can help you save money and reduce stress!



For more information, call (814) 238-CATA(2282) ext. 134 or visit www.catabus.com.

In January, CATA's first two community-wide vanpools created through the program took to the road. Over the course of the coming months, additional vanpools will be added, and the set of services will take on a new identity as CATA's CENTRE COMMUTE program. The new vanpool initiative has been made possible by funding from the federal Congestion Management/ Air Quality (CMAQ) program, for which CATA became eligible this year.

According to Hugh Mose, CATA General Manager, "We have wanted to add vanpools to our carpool matching program since the late 1990's, but until the funding became available, it just wasn't possible. Now, as a result of the funding allocated by the Centre County Metropolitan Planning Organization we are able to get the program started, and thanks to the cooperation and support of the University, we are able to jump start it with the six existing Penn State vans."

Transit Fact #1

By taking existing public transportation instead of driving a car, a single person saves 4,800 pounds of CO2 per year.

Transit Fact #2

Public transportation reduces overall greenhouse gas emissions without reducing the mobility so vital to our nation's economic health and our citizens' quality of life.

Support Pennsylvania Transit

MID MON VALLEY TRANSIT AUTHORITY LAUNCHES NEW **GREEN** LINE

By Marc Roncone

www.mmvta.com

On October 15th the MMVTA launched a new Green Line schedule. The new Green Line schedule includes later weekday hours until 10:30 PM and Saturday service from 6:50 AM to 4 PM. For more than a year, the MMVTA has been tracking ridership and statistics on the Green Line as well as performing an onboard survey and a general Transit Service Survey to determine if the Green Line service should be increased. “We have received countless requests to increase service on the Green Line. Especially the addition of Saturday and an extension in the evenings,” said Executive Director Valerie Kissell. “The Green Line’s evening service is currently being performed on a demonstration basis to see if the extended evening hours are needed. We are pretty sure that the Saturday service will most likely stay for quite some time.”

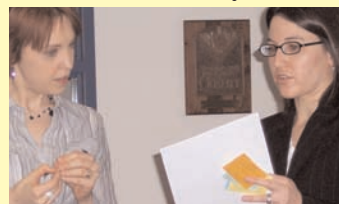
Not only was it necessary to increase service on the Green Line, but the MMVTA staff determined the need to make several other upgrades to the route. Many of the upgrades were items already in the works, but some did derive from the Washington County Transit Study. One of the main changes is the driver staggered break. The driver staggered break eliminates a complete one hour shut down of the route during the afternoon lunch hour – which is one of the main travel times of the day. The goal in the staggered break is to keep one bus on route while the other is on break. “The Green Line has become the Authority’s prime local route. Last year the Green Line gave 46,729 rides which is an 8.5 percent increase from the prior year,” said Kissell. “Adding service to the Green Line and tweaking its weekday schedule was a very large undertaking. A special thanks to our transportation contractor, 88 Transit, for their support and help with the new Green Line,” said Chairman of the Board Dr. Harry Miale. The MMVTA “teased” the new Green Line with advertisements in local papers and press releases. A visual campaign was created using artwork with a cartoon frog.



Transportation 101 is a training session for regional human service agency staff as well as local employers who are interested in learning more about the transportation options available within a particular area. The sessions are modeled after others held throughout the United States. Since 2005, sessions have been held in Beaver, Westmoreland and Indiana counties. Sessions are customized for each audience and scheduled for 3 to 4 hours. Each session includes an overview of all the commuting options (transit, vanpool, carpool, biking and walking). The regional ridesharing program, the Southwestern Pennsylvania Commission’s CommuteInfo Program, takes the lead on that

Transportation 101 Sessions

section. Then the local transit operator(s) review their services and when possible, the participants take a ride on one of the transit vehicles. After attending the session, most participants found the experience to be very positive. Being able to read the bus schedules and know what services are actually available were rated as the most important things learned during the session. If you are interested in learning more about Transportation 101 sessions please contact the CommuteInfo Marketing Committee Chair, Marc Roncone, at the Mid Mon Valley Transit Authority (724-489-0880 or www.mmvta.com).



The session was co-sponsored by the Airport Corridor Transportation Association (ACTA), Port Authority of Allegheny County (PAAC), Southwestern Pennsylvania Commission (SPC) CommuteInfo, and BCTA.

...Independence Starts Here

SANTA ENCOURAGES

TRANSIT OVER

REINDEERS

By Peggy Schmidt

www.ptma-mc.org

On January 2, 2008, the Coaster of Montgomery County added two additional stops to its route. In order to introduce the Coaster and its route to the Peter Becker Community, the PTMA planned a special holiday travel training excursion.

Peggy Schmidt, the executive director of the PTMA, provided a brief overview of the Coaster system at the Community's monthly residents' meeting. There she encouraged the seniors to sign up for the Pennsylvania Senior Identification Card as well as the first Coaster Holiday Lights Tour. Out of the 371 residents, over 100 signed up for the Card. Much to the surprise and delight of the PTMA staff, over 50 individuals signed up for the Coaster Holiday Lights Tour, making it necessary to enlist three fourteen passenger vehicles. While there were a few cancellations, over 43 people arrived a half hour before time.



Each attendee was given a PTMA gift bag which included the Coaster's schedule and travel training handbook.

The route consisted of a modified Coaster schedule with some detours to view some of the more spectacular lighting displays. As the residents waited to board, Santa arrived with his senior transit ID card. He then helped the residents board the buses and demonstrated the features of the Coaster. As carols played softly in the background, the seniors enjoyed the light displays and learned of all the places the Coaster could take them. When the tour concluded, Santa welcomed everyone back to enjoy light refreshments.

The holiday travel training tour was considered a big success. Seniors now feel confident about using the system and requests for the senior ID card continue to come in. Individuals that needed help planning a route were encouraged to call the PTMA's toll-free Mobility Hotline for individualized route planning assistance. Other senior communities have heard about the event and are interested in having a Coaster event of their own in the spring. Next holiday season, if Santa can fit it into his busy schedule, the PTMA plans to host numerous Holiday Lights travel training events throughout the county.



3,000 Toys Stuff an RRTA Bus

By Jennifer Boley

www.redrosetransit.com



On December 6, 2007, RRTA Board members and staff delivered 3,189 collected toys to the Boys and Girls Club of Lancaster. The campaign was the fifth year RRTA stuffed a bus to benefit the Boys and Girls Club's program. In addition to RRTA riders donating toys to ride, RRTA also had seven businesses participate and help collect: Blue Ridge Communications, Garden Spot High School Honor Society, FASTSIGNS, The Lancaster Chamber of

Commerce, Lancaster Laboratories, QVC and The Susquehanna Association of the Blind and Visually Impaired. The "Stuff a Bus" campaign ran from November 5 through November 25, 2007. The Boys and Girls Club's goal is to provide toys to 10,000 children who are referred to them by agencies, churches, schools and other support groups throughout Lancaster County.



Support Pennsylvania Transit

New Program Cuts Commuters Carbon Footprint in Half!



rabbittransit, in partnership with Commuter Services of South Central Pennsylvania, launched a new vanpool program to help commuters reduce their carbon footprints by 50%. February 1, 2008, marked the start of this initiative as two, 14-passenger vanpools departed from Shrewsbury, PA to travel to Fort Meade on a daily weekday commute.

The average American contributes approximately 22 metric tons of carbon dioxide emissions each year. This can be compared to the world average of 6 tons per capita according to United Nation statistics. By using a vanpool and not commuting alone in a single occupancy vehicle, a commuter reduces his or her “footprint” by nearly 10 metric tons per year.

The announcement of the new program took place at a press conference hosted by **rabbittransit**, which included speakers from Commuter Services and the local legislature. Media representatives attended to catch a sneak preview of the new van set to launch which was co-branded with both **rabbittransit** and Commuter Services logos under the unifying tagline, “Partners for a better way to work.”

This program is part of a larger **rabbittransit** campaign to provide more service to diverse types of audiences. Historically in York, there has been traditional fixed route service, but there are many faces of public transportation. Recently, commuter express bus service was added and now, the newest addition – vanpools. The vanpools are part of a turn-key operation in which vehicles, maintenance, insurance and road-side assistance are provided through a third-party vendor. The partnership of **rabbittransit** and Commuter Services provides York residents the resources needed to start a vanpool. Commuter Services’ role is to provide professional expertise on vanpools as a commuter option. The organization also offers the confidential online ridematching database that can match York commuters and other regional commuters with vanpool and carpool opportunities. In addition, Commuter Services provides reimbursements for emergency rides home for qualified commuters who use alternatives and does outreach to employers and commuters to promote alternatives other than commuting alone.

The added benefit of vanpools is that there is no limit to the number that can be formed or the destination they are traveling to. To further champion the use of vanpools, **rabbittransit** is offering a \$200 per month subsidy, per vanpool. While each vanpool makes a difference, the cumulative effect of mode switching is significant. Commuting by public transportation reduced CO2 emissions in the United States by 6.9 million metric tons in 2005.

By Jenna Reedy

www.rabbittransit.org

...Independence Starts Here

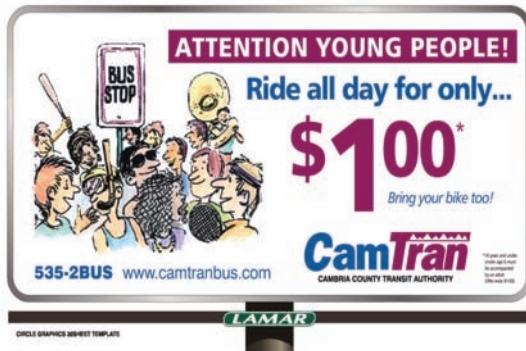
Youth One-Day Passes Campaign

By Rose Lucey-Noll

www.camtranbus.com

During the summer of 2007, the Cambria County Transit Authority once again offered a discounted youth one-day pass. From June 1 through August 31 young people under the age of 18 years of age were able to purchase a \$1.00 pass that could take them any where they wanted to go on both the Urban and Rural Divisions' Fixed Route services. Normally these passes would cost \$2.00. There was a significant increase in both divisions for this program in the summer of 2007 compared to the summer of 2006, which is the first time this promotion was offered.

Overall, **6,139** student one-day passes were sold in the Urban Division this summer compared to **1,692** sold during the summer of 2006. This was an overall increase in sales of **263%** and an increase on the number of trips taken by **312%**.



The Rural Division (CamTran+) sold a total of **123** passes this summer compared to **34** passes in 2006. This was an overall increase in sales of **262%** and an increase on the number of trips taken by **65%**. Prior to the original promotion in the summer of 2006 these passes were never sold in the division. This pass discount, along with associated marketing that included flyers placed throughout the county in places that young people go, flyers distributed to students in various schools throughout the county, newspaper and radio advertising, distributing marketing materials and flyers at children's events and billboards, all proved to be very successful, and we plan to continue the program this summer.

"CamTran won "First Place in the APTA 2007 AdWheel Awards under the Shoestring Campaign and the Billboard categories" for the marketing of this campaign."



By Jennifer Boley
www.redrosetransit.com

As a member of the Air Quality Partnership of the Susquehanna Valley, Red Rose Transit Authority will participate in their Share the Ride Challenge this Summer 2008. This program's goal is to try and motivate people to "share the ride" via car pooling, van pooling or public transit to reduce ground level ozone, particle pollution and congested roads in the Susquehanna Valley.

Support Pennsylvania Transit



“Commuting in the Corridor”

Transit Heads Discuss Job-Related Transportation in Robinson-North Fayette Area

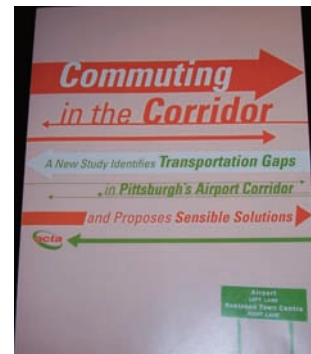
Amy Mathieson

www.acta-pgh.org

On January 31, a roundtable discussion focused on job-related transportation issues in the Robinson-North Fayette, PA commercial area. There, jobs are expanding – but some workers have problems getting to those jobs.

The event, marked the publication of a major new study, “Commuting in the Corridor.” Undertaken by ACTA – the Airport Corridor Transportation Association – the study identifies gaps in job-related transportation, and proposes specific solutions to address those gaps.

Participants in the roundtable discussion were Peter Behrman, Assistant General Manager of Service Planning and Development, Port Authority of Allegheny County (PAAC); Toby Fauver, Deputy Secretary for Local/Area Transportation, PennDOT; and Mary Jo Morandini, General Manager, Beaver County Transit Authority (BCTA). Attendees of the event included local leaders and representatives of businesses throughout the Airport Corridor.



L - O - N - G - G - G . . .

Distances Between Bus Stops & Jobsites

The Port Authority of Allegheny County and Beaver County Transit Authority are major resources for commuters with jobs in the Robinson-North Fayette commercial area. While there is substantial service to and from the area, the study shows that, once in the area, workers have limited options for traveling between bus stops and jobsites – often a mile or more away.

The study also finds that shift work at several major employers can leave workers without adequate transportation. Lack of coordination between major bus routes also makes it difficult for workers to transfer. The study looks at solutions proven workable elsewhere, and ultimately recommends an increase in flexible shared-ride service in the area. Such service, the study concludes, could both save money and better serve the area’s workforce.

“Work-related transportation is a major issue for employers and employees alike,” says ACTA Executive Director Lynn Manion. “The roundtable discussion was an opportunity to begin to explore cost-effective ways to deal with challenges posed not only here but in similar suburban areas across the country.” The executive summary of the “Commuting in the Corridor” is available online at www.acta-pgh.org.

...Independence Starts Here

RRTA Unveils New TV Campaign

By Jennifer Boley

www.redrosetransit.com



In an effort to promote and generate general awareness of Red Rose Transit Authority's transportation services, RRTA launched a new advertising campaign in Fall 2007. RRTA created a new and very different TV commercial. The TV spot showcases a family during a typical morning demanding that the mother take them to all the places they need to go for that day. Instead of being the "taxi cab mom" she tells her family that they can use RRTA to get to all the places they need to go. The actual look of the spot was created by a local production company, Max Films, to make it eye-catching and different from other local TV spots.

The TV spot was unveiled at a Lancaster Barnstormers baseball game on their large video board. The spot ran from September through December on local cable stations targeted specifically in the Lancaster County Market. The response from the TV spot was very positive and RRTA is planning on running the spot again in Spring 2008. The TV spot can be viewed on RRTA's website at www.redrosetransit.com under the "News" section of the website.



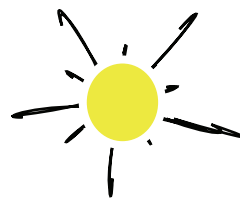
MONDAY'S DEAL OF THE WEEK!

*Go Green
Ride Transit*

Ride any fixed route free on Wednesdays
Redeem this coupon for 1 free ride on any
MCTA fixed route.
Offer good on any Wednesday through the
month of April 2008.



Go MCTA



See you
in Altoona
on
August 2-5, 2008!

By Jane Doyle
www.gomcta.com



& Marketing Communications

Pennsylvania Public Transportation Association
600 North Third Street, Fourth Floor
Harrisburg, Pennsylvania 17101-1113

Be a Greenie!

Transit fact #3

Public transportation contributes to
greenhouse gas reduction and
energy conservation in the U.S.