

## September 2005 SPC Activity Update



### Highlights

- September was by far, the busiest month we have experienced this year. The price of gas exceeding \$3 per gallon seemed to be the tipping point for commuters to seek out information about commuting alternatives. There has also been more interest from employers who are now calling us to provide them with resources.
- The CommuteInfo website was awarded the Nem5 Maggic Award.

### Presentations and Information Tables:

- September 1 – Presented program overview to Job Club at the Greensburg Private Industry Council office. Over 20 job seekers in attendance.
- September 14 – Held Transportation Fair at Verizon. Spoke with 13 employees.
- September 16 – With ACTA, held transportation fair at FedEx. Spoke with over 75 employees.
- September 21 – Held Transportation Fair at West Penn Hospital. Spoke with over 50 employees.
- September 27 – Attended Pittsburgh Employment Guide Job Fair (downtown Pittsburgh). Spoke with over 50 job seekers.
- September 29 – Attended job fair at through Butler CareerLink, held at the Butler VA Hospital. Spoke with 37 job seekers about commuting alternatives.
- September 29 – Presented program overview for the Downtown Women's Club. Over 7 members in attendance and follow-up materials will be emailed to all members.



Transportation Fair at FedEx. In addition to the paper materials, interested commuters could register on-line on the laptops FedEx provided for the event.

### Awareness Building/Marketing:

- September 1 – In coordination with ACTA, met with representatives of Bayer Corporation to discuss

### The Month at a Glance:

- ⇒ Added **184** new commuters into the ridematching database (an increase of 79% from the past month; also increasing the total to 678 new commuters registered in 2005). There were a total of 704 in 2004.
- ⇒ Responded to **190** calls from commuters, providing information on transit, vanpools, carpools and park & ride lot locations (an increase of 30% from the past month; also increasing the total to 914 calls from commuters in 2005). There were a total of 835 in 2004.
- ⇒ **429** participants in the regional vanpool program (88% occupancy of available seats).
- ⇒ **6,110** visitors to the CommuteInfo.org website (an increase of 32% from the past month; also increasing the total to 55,039 visitors since we unveiled the new site in May 2004).

commuting alternatives & plans to schedule transportation fair.

- September 4 & 9 – Radio interview aired on the Radio Information Service about the CommuteInfo program (a station who provides radio programming for individuals with sight impairments).
- September 8 – Met with a representative from The Hispanic Center to discuss how our programs may be able to work together. One result of this meeting - The Hispanic Center volunteers will be translating all of the CommuteInfo printed materials into Spanish. Once the materials are final, they will be used

by The Hispanic Center with their clients and posted on the CommuteInfo website.

- September 12 – Met with representatives of The Carnegie Library of Pittsburgh (downtown branch) to discuss the possibility of doing a lunch and learn session on commuting alternatives. A date has tentatively been set for this in January 2006.
- September 13 – Interview with Fred Honsberger on KDKA Radio (during evening drive time).
- September 17 & 18 – Interview with Lisa Alexander aired on KDKA Radio.
- Discovered a new resource for people moving into the area called BestMoves.com. They create a publication that is distributed through realtors to new residents. They were contacted about adding a new section on transportation and instead they offered the CommuteInfo program a free half-page ad. The ad artwork is being developed and will be sent to the publisher in October.
- Sent public service announcements to Comcast for use on their public information station in Greensburg and Washington areas.

### **Partner Meeting, Support & Training:**

- September 6 – Held partner meeting. The Intermodal Coordinators from the 3 regional PennDOT Districts were invited to attend. District 10 & 12 were represented, provided an overview of their roles and participated in a discussion with the partners about how we can work even better together.
- September 15 – Marketing Committee met. The committee discussed keeping the program in the media's attention, Communities in Motion Day, the upcoming reprinting of the existing brochures and the commuter behavior survey.
- September 16 – Assisted OTMA when meeting with representatives from UPMC, Children's & Magee Hospitals to discuss ideas for commuting alternatives their staff members.
- September 26 - Attended ACTA & BCTA led meeting to discuss how CommuteInfo can be part of preparing and delivering travel training sessions to human services providers in Beaver County.
- September 27 – Attended the Port Authority of Allegheny County's press conference to unveil their new web-based trip planner.

### **Other:**

- September 12 – Met to discuss JARC program for 05-06. More detailed information about the project is to be developed and distributed to the partner group at the next partner meeting.
- September 19 - Attended RidePro (ridematching) software user conference, to learn about the new upgrade and enhancements to the system.
- September 19 – 21 – Attended the Association for Commuter Transportation International conference. Presented a session on customizing evaluation and monitoring techniques.
- September 26 – Attended the SPC Bike-Ped Committee. Presented an overview of the program and the goal to be able to match bike buddies (with the help of Bike Pittsburgh and their members as the first registrants).
- September 27 – RidePro (ridematching) software upgrade installed.
- September 27 – Participated in a conference call with PDP and representatives from Philly CarShare to discuss some ideas the Philly CarShare representatives had for our region.
- VPSI continued collecting rider and vehicle information required for National Transit Database (NTD) reporting. VPSI submitted the monthly invoice for the NTD data collection and vanpool subsidy through the Capital Cost of Contracting program.



### **Upcoming Commute Options Awareness Events/Ridesharing Presentations:**

- October 6 “Communities in Motion Day” – in-service for members of the Workforce Development Professionals Network
- October 25 – In-Service for Beaver County Human Services Professionals (Travel Training 101)
- October 26 – Transportation Fair at VA Hospital (University Drive)
- October 27 - Job Club at the Greensburg Private Industry Council office

# ACTA

## Quick Stats

- 22 calls from commuters looking for ridesharing assistance
- 1 visits to employers which included discussion of ridesharing – Met with Bayer Corp to discuss vanpooling options and hosting transportation fair
- 1 meeting with other organizations, business groups that included education on commuting alternatives- Hosted CareerLink Workshop
- 1 outreach activities/transportation fairs, displays, presentations given which included discussion on commuting alternatives Hosted transportation fair at FedEx spoke with 75 employees

## Quarterly Focus Area: To finalize regional program advisory structure by June 2006.

- Distributed 18 CommuteInfo brochures at ACTA's Quarterly Meeting in September
- Hosted working meeting to complete Transportation 101 workshop to be held in October

## Project Updates/Lessons Learned

- CareerLink workshop attendee had an interview with an airport business and we helped her get to her job interview