



TRANSPORTATION
MANAGEMENT
ASSOCIATION

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2009-2010 Annual Report



Executive Director's Message

Another year has passed and I am pleased to be able to report that the DCTMA has continued to serve our members in new and important ways during these tough economic times. We continue to track trends and explore new issues in transportation to provide information and support to our members. Our staff is always looking for new and creative ways to meet the transportation needs of Delaware County.

We are pleased to have increased our membership over this last fiscal year, with the addition of 11 new members. You'll find a listing of the DCTMA's newest members on the next page.

The DCTMA has also added several new programs over the last year, including the Feasibility Study of Transit Signal Priority on Route 3/West Chester Pike, the Transit Training Program for Seniors and Persons with Disabilities, and the Delaware County Incident Management Task Force. You'll find more information about these, and our other programs, in this 2009-2010 Annual Report and on our website. None of it would be possible without the dedication and hard work from our board, active members, and staff.

Thank you for trusting the DCTMA with your transportation needs, and we look forward to working with and supporting you again this coming year.

Cecile Charlton

Executive Director

DCTMA Executive Committee and Board

Executive Committee

John Nawn, Chairman
KS Engineers, P.C.

Tony Cavaliere, Vice Chair /Secretary
TD Bank — Media

Linda Johnson, Treasurer
Century 21 Absolute Realty

Larry Moulder, Past Chairman
UPS

Directors

Jeff Feeney
Aqua Pennsylvania, Inc.

Chuck Cruit
Boeing

Arthur Lyons
Brinton Manor, Genesis Health
Ventures

John Pickett
County of Delaware

Shawna Berger
Conoco Phillips

Eugene Zegar
Crozer-Keystone Health System

Jack Ryan Jr.
Darby Township

Michael Brady
Delaware County Chamber
of Commerce

Stephen Frederick
Delaware County Community College

Lawrence Hartley
Delaware County Housing Authority

George Illicher
Delaware County Intermediate Unit

Michael Magnavita
Franklin Mint Federal Credit Union

Jeff Smith
Media Borough

Keith Brune
Philadelphia International Airport

Dennis Burt
Riddle Memorial Hospital

Eileen Nelson
Stantec

Edward Cashman
Upper Providence Township

Roger Marino
Widener University

Frank Carey
Delaware County OET

Sarah Oaks
DVRPC

Joseph Dougherty
Fair Acres Geriatric Center

Linda Guarini
PENNDOT District 6-0

Charlie Webb
SEPTA

Additional Services from the DCTMA —

The **TMAAlert** is a weekly electronic update sent only to members providing local traffic detours, utility construction schedules and public transit information that may impact employees' daily commute. Many members share this with their employees.

SEPTA Roundtable Meetings provide the opportunity to meet face-to-face with representatives from SEPTA's route planning team. Members have the chance to ask questions and share any concerns regarding SEPTA's Delaware County services.

The DCTMA offers **Consulting Services** to members and is able to provide expertise on a variety of transportation issues. Here are a few of the services we have provided:

- **White Paper Development** — Create reports that outline possible solutions and other considerations for transportation issues, including construction, use of public transit, and opportunities for transit-oriented development
- **Project and Event Support** — Work with companies, municipalities, and local and regional planning agencies to create options to address the transportation considerations associated with both one-time and recurring events or projects throughout the county. Factors considered include parking, traffic flow, public transit, and shuttle opportunities. The DCTMA also coordinates plans with SEPTA and PENNDOT officials to ensure that coordinated efforts are in place.
- **Private Shuttles** – Coordinate shuttle services for both for one-time and longer term projects.

DCTMA Staff

Cecile Charlton
Executive Director

Kara Rahn
Deputy Director

Terri Salvadore
Director of Operations

Susan Young
Director of Mobility Services



Welcome New Members

**Beneficial Bank
BPG Development
Company**

**Colonial Parking
Department of the Navy
Institute for Economic
Development**

KS Engineers, Inc.

Portfolio Associates, Inc.

PPL Park

Smart Park

Staybridge Suites

Thornbury Township

Staff of the DCTMA participate on the following:

- ~ Community Transit of Delaware County, Board of Directors
- ~ Delaware County Chamber of Commerce, Board of Directors and Government Affairs Committee
- ~ PENNDOT US Route 202 Executive Committee
- ~ Delaware County Incident Management Task Force
- ~ Delaware County Coastal Zone Task Force
- ~ Delaware County Historical Society
- ~ Air Quality Partnership
- ~ TransitChek Marketing Task Force
- ~ Weed & Seed of Upper Darby



The 2009 Annual Dinner was held on December 3rd at the Drexelbrook Corporate Events Center. Sponsors for the evening included Conoco Phillips, TD Bank, Crozer Keystone Health System, Delaware County Community College, Century-21 Absolute Realty, and the Delaware Valley Regional Planning Commission (DVRPC). The evening's program included opening remarks by State Senator John C. Rafferty, Chairman of the Senate Transportation Committee, the presentation of awards and a keynote address by Barry Seymour, Executive Director of the DVRPC. The Chairman's Award was presented to Conoco Phillips in recognition of their dedication to improving the well-being of the communities where they operate. Wheat Services, Inc. received the Community Service Award for their vision and dedication to transportation safety for residents of Delaware County. The Smart Growth Award went to Delaware County Community College for their commitment to preserving the local environment through their construction of the Advanced Technology Center which limits the use of nonrenewable resources. The Board of Directors also recognized Executive Director Cecile Charlton for her 10 years of service to the DCTMA.

Transit Training —

With the assistance of Easter Seals Project ACTION and funding from SEPTA and a New Freedoms grant, DCTMA has developed a program designed to acclimate new riders with all aspects of riding SEPTA – planning trips, paying fares, boarding and de-boarding vehicles, preparing for alternative routes, and more. The program was officially launched with a presentation by Karen Wolf-Branigan, Training and Technical Assistance Manager at Easter Seals ProjectAction. The meeting was held at Fair Acres Geriatric Center and provided information to organizations about how they can offer transit training to staff, clients, and their caregivers. To date, nearly 300 people have participated in transit training sessions at senior centers, adult communities, and through Crozer's Dining at Dusk educational program. Sessions include interactive classroom instruction where riders learn how to read SEPTA schedules and plan a trip, how to request assistance, and how to be safe and enjoy the ride. Additionally, participants learn about the features of each type of accessible vehicle and about the rights entitled to persons with disabilities while using SEPTA. The transit training program also offers hands-on experience with an actual SEPTA vehicle. Riders practice boarding a vehicle, using the lift, and paying the fare. This combination of instruction and hands-on experience will provide riders with the necessary knowledge and confidence to successfully use public transportation in Delaware County.



Transit Fairs —

Each year, DCTMA staff host a number of transit fairs around the county for both non-profits and corporations. These fairs provide information to employees who work within the county on the variety of transportation options available to them, including: carpooling; van-pooling; using public transportation; bike paths; and car sharing. The goal is to improve the public's understanding of the benefits associated with alternative transportation methods.



Shuttle Services —

DCTMA member companies Fair Acres, Brinton Manor and UPS continued to depend on QuickSilver shuttles to bring employees to work each day. This fiscal year, these shuttles provided more than 40,000 rides for employees to their respective workplaces and back home again. These shuttles have been operating for the past 12 years thanks in part to the Joint Access/Reverse Commute (JARC) grant. In addition, this year the DCTMA was also proud to provide private shuttles for New Jersey-based students traveling to Pennsylvania Institute of Technology (PIT) in Media, as well as for the Riverfront Ramble.



The 2009 Access to Jobs EXPO was held on Thursday, October 15th at the Springfield Country Club and attracted more than 500 job-seekers. This year's EXPO was presented with the assistance and support of Delaware County Council, Delaware County Office of Employment and Training, PA CareerLink, Delaware County Commerce Center, and the Delaware County Chamber of Commerce. Sponsored by Brandywine Convention and Visitor's Bureau, Delaware County Community College, Fair Acres Geriatric Center, Harrah's Chester Casino, Maris Grove, and TD Bank, the EXPO featured some 30 employers seeking applicants for positions in industries such as healthcare, senior living, hospitality, banking, security, and utilities. The Delaware County Library System provided laptop computers for job-seekers to use to apply immediately after speaking with human resource representatives. SEPTA and DCTMA staff were on site to promote the use of public transit and help job seekers map out their route to and from potential employers using public transportation.



9th Annual Municipality Conference and Trade Show

was held on April 13, 2010 at the Drexelbrook Corporate Events Center. We are grateful to our presenting sponsors Boeing, TD Bank, and Verizon, as well as to our other sponsors — Delaware Valley Regional Planning Commission, Delaware County Community College, KS Engineers, McCormick Taylor, PECO, Franklin Mint Development Team, St. Joseph’s University, Drexelbrook and Beneficial Bank. Prior to beginning the day’s program, the DCTMA hosted the regular meetings of the Delaware County Coastal Zone Task Force and the Delaware County Incident Management Task Force. The theme of this year’s conference was “Protecting Your Community and Your Bottom Line” and following opening remarks by Christine Fizzano Cannon, Vice Chair of Delaware County Council, attendees heard a keynote address by Janet Milkman, Executive Director of the Delaware Valley Green Building Council. A panel discussion of affordable choices for green initiatives followed with Robert Graff, Delaware Valley Regional Planning Commission; Gary Fauver, PENNDOT; and John Pickett, Delaware County Planning Department; and moderated by John Nawn, KS Engineers. Time was also available to network with the event’s 28 exhibiting companies and over 115 attendees.



DCTMA High School Seat Belt Challenge —

To promote the use of seat belts and safe carpooling tips among high school students, the DCTMA is working with interested Delaware County high schools and their student organizations to challenge the student body to increase their percentage of seat belt users. This year, Chichester, Archbishop Carroll, Archbishop Prendergast, Monsignor Bonner, and Penncrest High Schools participated in our contest, competing for a \$500 mini-grant for the school organization of their choice and the Seat Belt Challenge plaque. The presenting sponsors of the program were State Farm Insurance and Wheat Services. Maris Grove and Mercy Fitzgerald Health System also supported the program as sponsors.

Monsignor Bonner High School won the contest, increasing their seat belt use among their student body by 13%. Congratulations to all students for their efforts and a special thanks to our generous sponsors.





Bike to Work Day was celebrated on Friday, May 21st on the lawn of the Delaware County Court House in Media. More than 15 cyclists from all over the county gathered for breakfast to celebrate alternative transportation and safe cycling. The DCTMA and the Delaware County Planning Department provided breakfast items and held a raffle with food and prizes donated by local businesses such as Crozer Keystone Health System, Custom Bagel, Earth and State, House, Wawa, Cycle Sport, 320 Market Café, e.f. Interior Designs, and CycleFit of Delaware County. One lucky cyclist rode away with the top prize - a brand new Cayne Rambler bicycle, courtesy of Drexel Hill Cyclery.

Franklin Mint Federal Credit Union was our presenting sponsor this year, and we thank the County's Planning Department staff for their continued support and enthusiasm.



Transit Signal Priority on Rt. 3/West Chester Pike

is a new initiative of the DCTMA aimed at improving the service quality and increasing the number of SEPTA riders along this corridor in an effort to alleviate traffic congestion. Annually, there are approximately 1,006,000 riders on the 104 bus route from end to end (Upper Darby Township to West Chester Borough). The entire trip takes about an hour and includes 19 miles and 115 bus stops. This is a major commuter route, passing through ten municipalities and two counties. The five Delaware County municipalities are Upper Darby, Haverford, Marple, Newtown and Edgemont. The goals of the DCTMA study are to identify opportunities for transit signal prioritization for the Route 104 bus; identify land use and access improvements; and outline an implementation plan that clearly defines action items, a phasing order, costs and sources of potential funding. In March 2010, the DCTMA issued a Request for Proposal, from which seven firms responded with project bids. A Selection Committee was organized with a representative from SEPTA, DVRPC, County Planning and a DCTMA board member; the group ultimately awarded Jacobs Engineering Group with the contract as project consultant. This project is targeted to be complete by May 2011.





Annual Breakfast & Legislative Meeting

was held on Thursday, June 3rd at Maris Grove and featured a keynote presentation by State Senator Dominic Pileggi. Some 50 people attended to hear an update on the upcoming state budget process and how transportation needs statewide will play into the discussions. Senator Pileggi shared his belief that additional sources of funding will be necessary if the state is to be able to meet the need for increased funding to support public transportation networks throughout the state, and to replace Pennsylvania's aging transportation infrastructure.

Many thanks to Maris Grove for their hospitality and to ConocoPhillips for their generous sponsorship of this event.



Incident Management Task Force —

The Delaware Valley Regional Planning Commission (DVRPC), in coordination with the Pennsylvania Departments of Transportation, Pennsylvania State Police, Delaware County Emergency Management Agency, and the Delaware County TMA, established an incident management task force that focuses on limited access highways of I-95 and I-476 in Delaware County.



The purpose of this task force is to foster communication and cooperation between organizations that are involved in responding to traffic incidents, to identify the incident management needs of those organizations, and to address those needs through funding, training or other programs. The Task Force has been successful in addressing critical needs of the responders because of the sharing of resources and relationship-building among the members. This group meets quarterly and is composed of municipal police, fire and emergency services, Delaware County Emergency Management Agency, PA State Police, PENNDOT Traffic Management Center and County Maintenance, PA Department of Environmental Protection, Delaware Port Authority, the towing industry, and other appropriate emergency responders as well as applicable regional agencies.