

# December 2023

## Monthly Activity Report



**COMMUTER SERVICES**

OF PENNSYLVANIA



# Program Highlights





# Program Highlights



## **Berks Latino Workforce Development Corporation**

Berks Latino Workforce Development Corporation  
signed on as a Community Partner.



PA CareerLink in Berks County signed on as an  
Employer Partner.



UPMC CARES (Corporate Ambassador Resource and  
Employer Solutions) in Central PA signed on as a  
Community Partner.

# COMMUTE PA

## December Totals\*

73

New Members



7,490  
Greener Trips



127,342  
Miles Not Driven

53.8 tons  
CO<sub>2</sub> Reduced



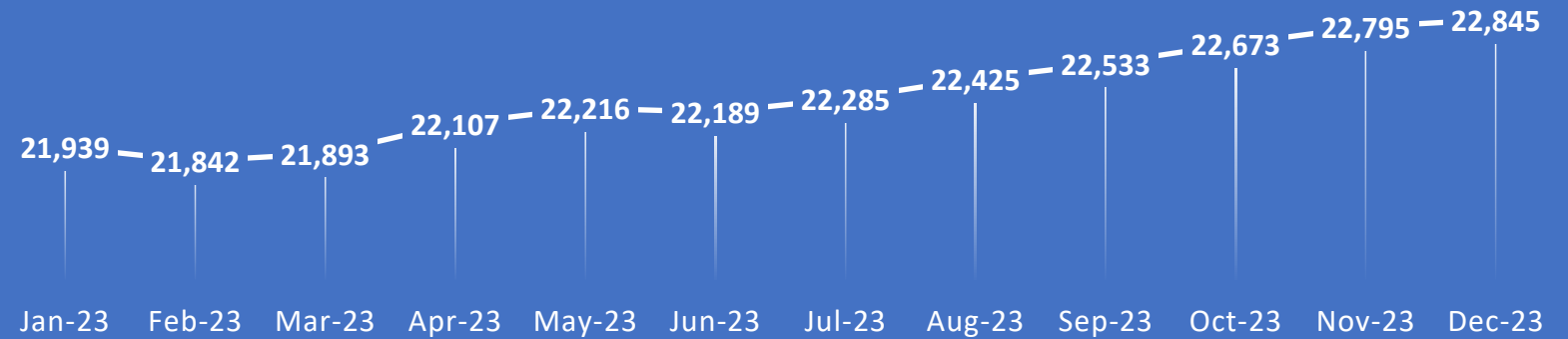
\$79,607  
Commuter Savings

218,631  
Calories Burned

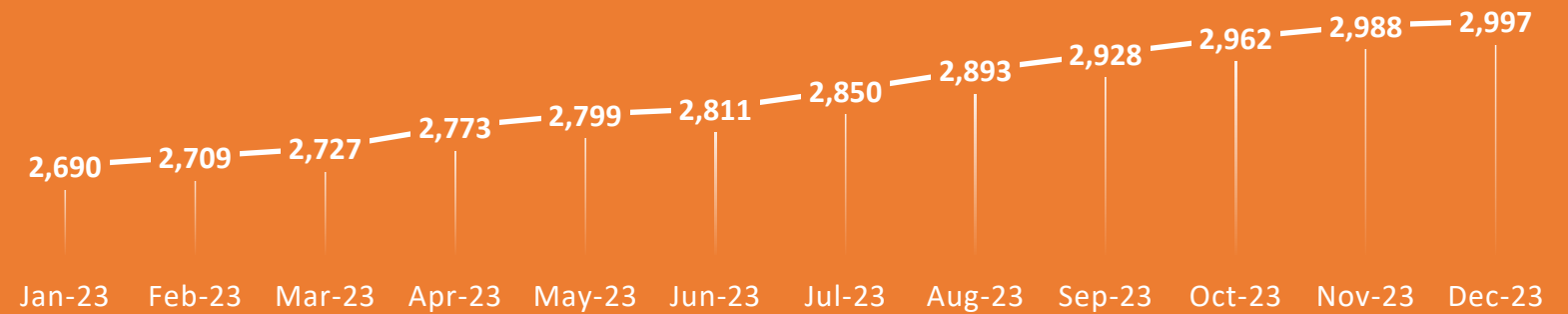


5,494  
Gallons Gas Saved

## TOTAL COMMUTERS



## COMMUTERS TRACKING

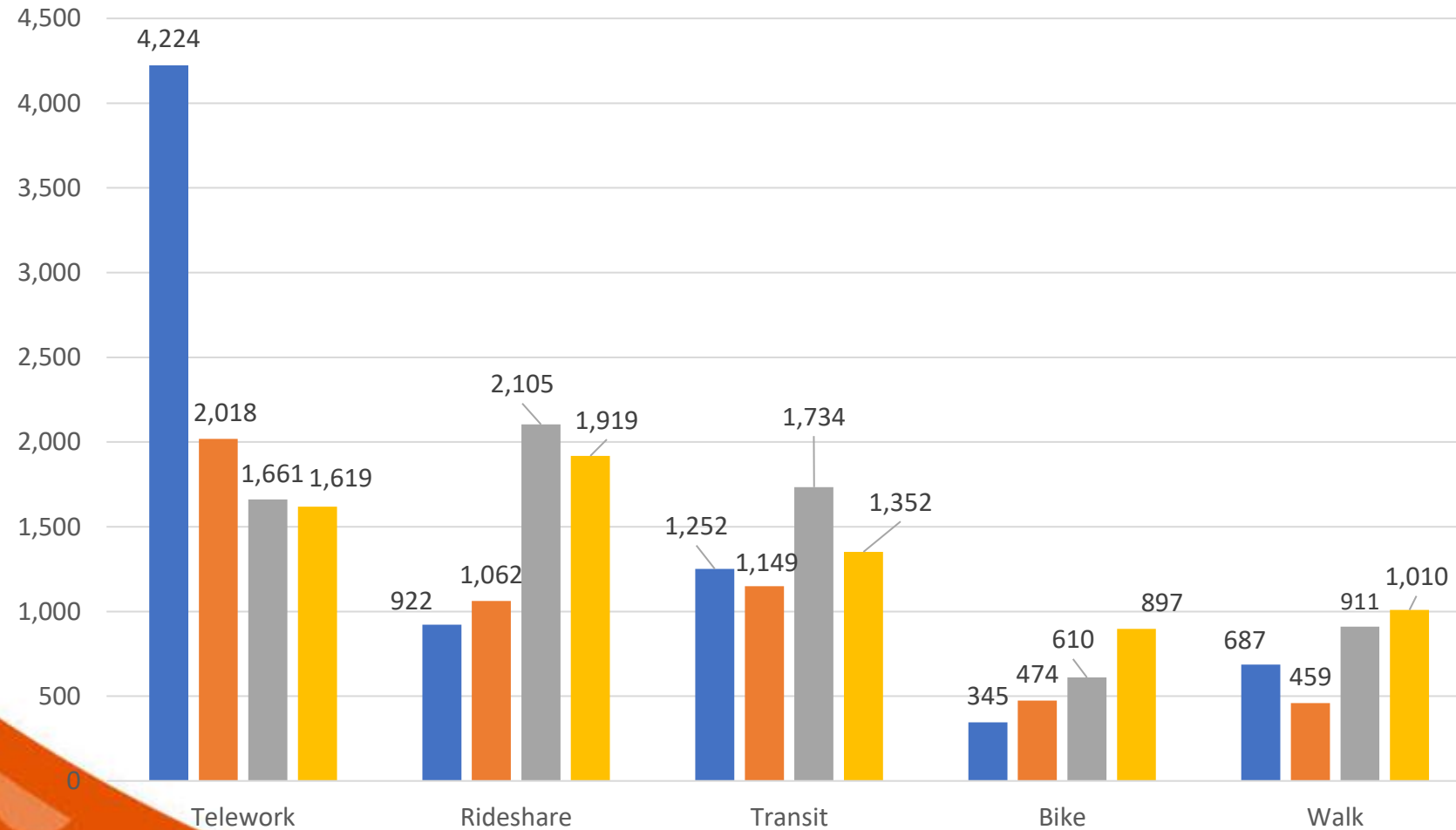


Note: Any decrease in total commuters is due to the staff working to cleanse the database in order to keep only interested commuters enrolled. The staff regularly works to keep the database clean with only active commuters and those with valid contact information.

# Program Metrics

Recorded trips

■ Dec-20 ■ Dec-21 ■ Dec-22 ■ Dec-23



# Outreach Meetings

- Adams Economic Alliance
- Alvernia University (*2 Meetings*)
- Berks County Public Libraries
- Berks Latino Workforce Development Corp. (*2 Meetings*)
- CEVA Logistics
- City of Reading
- County of Lancaster
- Coyle Free Library
- Elwood Staffing Harrisburg
- Enterprise Holdings
- Franklin County Housing Authority
- Global Shapers Lancaster Hub
- HACC Lancaster
- Hollywood Casino
- Keystone Health Chambersburg
- Mental Health Assoc. of Franklin
- PA CareerLink Lancaster (*2 Meetings*)
- Reading Health Systems
- Revolve
- RRTA
- Saadia Direct
- The Hain Celestial Group
- The Hillman Group
- Thermo Fisher Scientific
- Tri-County OIC (*2 Meetings*)
- United Way of York
- UPMC CARES
- VF Corp.
- Women in Need
- Woodmaster's Cabinetry



# Outreach Events

- Ashley Furniture New Hire Presentation  
(3 Events)
- Berks Latino Workforce Development Corp. Presentation
- Boxzooka Virtual Event
- Church & Dwight Virtual Event
- Connections Work Presentation (2 Events)
- FedEx Ground Middletown Virtual Event
- Hollywood Casino Ask Me Anything Event
- Hollywood Casino Virtual Event
- Keystone Health Chambersburg Fair
- Mother Veronica Resource Center Presentation  
(5 Events)
- PA CareerLink Berks Presentation
- PA CareerLink Lancaster T-Day
- The Hillman Group T-Day
- The Hillman Group Virtual Event
- The Jay Group Lancaster Virtual Event
- The Jay Group Mountville Virtual Event
- Thermo Fisher Scientific Virtual Event
- Tri-County OIC T-Day
- Tri-County OIC Virtual Event



Michele presents to a group at Berks Latino Workforce Development Corporation.



# Marketing & Commuter Outreach

## SOCIAL MEDIA STATS

	1,873 Followers
	322 Followers
	612 Followers
	184 Followers

## WEBSITE STATS

684 Users
839 Sessions
1,402 Page Views

## Commuter Engagement Email Campaigns:

- Hollywood Casino
- The Jay Group Lancaster
- The Jay Group Mountville
- Thermo Fisher Scientific

# Marketing & Commuter Outreach

- Designed Fall/Winter Program Update
- Continued work on rebrand efforts and new website design
- Created 2024 marketing plan
- Created and sent quarterly employer E-gram
- Distributed holiday outreach posters



This TV slide was provided to encourage commuters to enroll and track trips in Commute PA.

# Customer Service & Other TDM Activities



Responded to **7**  
commuter emails/texts



Assisted **16**  
commuters via phone



Helped **3** commuters  
on Live Chat



Submitted **1** ERH trip for  
reimbursement (carpool)

- ACT Mid-Atlantic Chapter Quarterly Meeting
- HATS MPO (2 Meetings)
- Lebanon Chamber Membership Breakfast & Awards
- Lebanon Chamber Public Policy Meeting
- Lebanon MPO Bike/Ped Focus Group Meeting
- Lebanon MPO Meeting
- Lebanon MPO Long Range Transportation Plan Stakeholders Review Meeting
- RATS MPO TIP Review Meeting
- RRTA Transit Development Plan Stakeholder Meeting
- SCTA Transit Development Plan Stakeholder Meeting
- The Chamber of Gettysburg & Adams Network Event
- YAMPO Meeting