

The logo for "myStop", with "my" in green and "Stop" in blue. The letter "o" in "Stop" is replaced by a blue circle with a white dot in the center, resembling a bus stop sign. There are blue curved lines above and below the text, suggesting a signal or broadcast.

When will my bus be at my stop? Call 944-1200.

AMTRAN added a new feature to its Smart Bus Project to get real-time bus departure information to customers quickly and easily.

In 25 seconds, customers can call from their home, office or mobile phone and get bus departure times for their specific bus stop. All they have to do is to dial 944-1200 and punch in their bus stop number.

Less Waiting

According to John Palko, AMTRAN Director of Staff and Customer Services, "myStop means that you don't have to worry about missing your bus or standing out in the rain or cold. You can find out when your bus is coming by phone or on the internet."

myStop also includes electronic signs at Penn State Altoona, Logan Valley Mall (inside and outside), the downtown Transit Center (inside and outside), and at the AMTRAN office that tell customers when the next bus should arrive in real time.

"Not knowing when or if the bus is coming is the frustrating part of public transportation," says Eric Wolf, General Manager. "myStop solves that problem."

AMTRAN's Smart Bus project was designed and implemented by Avail Technologies from State College through a special Intelligent Transportation

System grant from Congressman Bill Shuster.

"Keeping our customers better informed makes taking the bus more convenient," according to Scott Cessna, AMTRAN Board Chair. "Congressman Shuster wanted us to have this system because it results in increased ridership."

GPS Technology

Global Positioning Satellite (GPS) technology in each bus ties into a central computer that tracks the bus against its scheduled route allowing the computer to predict when the bus will arrive at stops throughout the AMTRAN system. Tied into the atomic clock at the Naval Observatory, the system also lets the driver know when they are running early or late helping them stay on time. In addition, the system alerts the dispatcher as to which buses are running early or late.

Maureen Gilbert, Director of Transportation, stated, "The entire system runs more smoothly and more on time with this new technology in place."

ADA

The Smart Bus Project also automates onboard bus stop announcements so that people with hearing disabilities can see them on a sign and people with vision disabilities can hear them announced automatically.

Streetscape Improvements at the Trolleyworks Business Park

As part of the Trolleyworks Business Park Phase I, AMTRAN made significant improvements to the look and functionality of 5th Avenue and Crescent Road next to their facilities.

AMTRAN replaced old sidewalks and added 400 linear feet of new sidewalk making the Trolleyworks/Mansion Park area more pedestrian friendly. (The neighborhood is a popular walking area.) Another part of the beautification project included removing 20 weak-limbed trees and replacing them with over 50 trees on both sides of 5th Avenue. New signage and exterior lighting completed the project.

Work in progress

“During construction it was difficult to imagine the final picture,” according to Eric Wolf, AMTRAN General Manager. “Everything was very torn up. Even now we have some final touches to add this spring. But as the new trees, grass, and other landscaping green up, it should be just beautiful. Along with Altoona Area School District's new Sheetz Athletic Training Center and the new McIntyre Candy building, this whole neighborhood is being transformed.”

Event Parking

AMTRAN is also aware of the parking shortage for Mansion Park, so the old Roaring River Mills parking lot has been available for parking during events at the stadium. Parking is \$3 per car with the proceeds going to three local non-profit groups: Altoona Area High School Alumni Band Parents, AMTRAN Relay for Life Team and Boy Scout Troop 117.

According to Tom Bradley, AASD spokesman, “The school district is very proud of its facilities at Mansion Park, and we're pleased that AMTRAN has always been a cooperative partner as we've hosted football and track fans from throughout the Commonwealth over the years. AMTRAN's beautification project will help make one of the state's finest high school athletic complexes even more spectacular!”

Coordination

AMTRAN and the City of Altoona worked together to coordinate the City's 5th Avenue paving project. Most of the paving has been completed but the stretch right in front of the Trolleyworks was postponed until this year to allow AMTRAN to complete their part of the project. Dave Dietrich, Director of Public Works for the City of Altoona said, “We're very supportive of the improvements that AMTRAN is making in this corridor so we were happy to coordinate with them.”

In addition, the City's Shade Tree Commission is planting 10 trees along 5th Avenue behind Family Video to complement the new trees that AMTRAN planted.

Acknowledgements

Now that the project is complete, AMTRAN would like to thank The EADS Group who designed and managed the Trolleyworks Phase I and L.S. Fiore Construction who handled all of the streetscape improvements. AMTRAN is also grateful to our immediate neighbors and the citizens of Altoona for their support and patience during construction. AMTRAN officials are very proud of this project.

AMTRAN recognizes Safety and Years of Service

At a Company Meeting on March 9, AMTRAN recognized employees for years of service and for excellent safety records over an extended period of time.

A twenty-year service pin was presented to Brenda Smith Graham. Thirty-year service pins were presented to Dianne Williams and Don Wray.

Safety Milestones

Twenty-seven employees were recognized for having zero preventable accidents in 2009. They will receive an additional personal day in 2010.

Award check are presented to employees who reached 5, 10, 15, and 20 non-consecutive years without a preventable accident.

This year, Lisa Hoover received a \$50 check for 5 years accident-free.

myStop Video Online

Last year, when AMTRAN rolled out myStop online, Sam Wagner, a recent Penn State Altoona graduate, created a funny video illustrating the benefits of the new service. The video was posted on AMTRAN's website and got a great response.

Spielberg or DeMille?

When myStop by phone was completed in January, AMTRAN asked Sam for a repeat performance. Since it was Oscar season, Sam was inspired to shoot the new video as if it were a movie trailer for a romantic comedy between a man and his bus.

Both videos feature Rich Volpe, Sam's future father-in-law, and are available at www.amtran.org.



Last year, AMTRAN announced plans for the redevelopment of the former Roaring River Mills property in Altoona, renamed the Trolleyworks Business Park.

Phase I - renovation

Phase I of the project included renovation of the former Gold's Gym on 5th Avenue to include a 1,600 square feet (sf) conference room for AMTRAN plus 2,000 sf and 2,850 sf of office/flex space available for commercial lease. The renovation project is now complete, and the space is ready for immediate occupancy.

Phase II - private development

Phase II of the Trolleyworks Business Park will be the selection of a private developer to design and build out the 2+ acres fronting 6th Avenue and 35th Street. AMTRAN is in discussion with a number of developers and potential tenants.

Phase II will be funded entirely by private sector investment, and the entire site will remain on the tax rolls.

AMTRAN's investment in that part of the property is limited to the real estate purchase, the environmental mitigation, and the demolition of the Roaring River Mills building to clear the site for development. In exchange for that investment, the developer will pay AMTRAN a long-term land lease.

Visit website

For more information on Phase I and Phase II of the Trolleyworks Business Park by AMTRAN, visit www.amtran.org.

Reinventing AMTRAN as the smart choice.

Eric Wolf, General Manager

AMTRAN is the smart choice.

Take the bus!

It's been our slogan for almost 15 years. It's part of our jingle. It's on our buses and our schedules.

People seem to like it and remember it. Congressman Bill Shuster once sang it for me.

Now we are in the process of reinventing AMTRAN so that we really are the smart choice for our customers.

Technology Now in Place

Our Smart Bus project put useful schedule information at our customers fingertips through their phone or on the internet. In less than 25 seconds, they can find out when their bus will be at their stop in real-time.

Knowing when your bus will arrive takes a lot of anxiety out of using

public transportation.

Great Customer Service

In a recent survey, Penn State Altoona students overwhelmingly rated AMTRAN bus drivers as very friendly and helpful.

Our drivers are our front-line in delivering good customer service. We are very proud of these survey results. But we're not satisfied.

Our goal is to have everyone at AMTRAN - Board of Directors, drivers, mechanics, and managers - be genuine Customer Service Ambassadors.

Re-examining Bus Routes

With support from PennDOT, we worked with Gannett Fleming, a nationwide transportation consulting firm, to survey our customers and to help us adjust our routes to better meet their needs.

Our customers want shorter, more direct trips to specific destinations.

They don't want to transfer to another bus, especially going to and from the grocery store.

We will be working with our drivers and with our customers in the coming months to help us adjust our routes to address these issues.

The Smart Choice

The economic outlook is uncertain. Gasoline prices are creeping back up again. Some things are out of our control. But there are things that we can do.

Here at AMTRAN, to provide even better service for our customers, to be good stewards of the tax dollars that we receive, our rallying cry over the next 12 months will be to reinvent AMTRAN as the smart choice for our customers.

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