

## Using Technology to Improve On-Time Performance

AMTRAN doesn't invest in technology just for the sake of technology.

We utilize technology to become more efficient and effective and to improve customer service.

For example, our myStop technology pushes real-time bus departures out to customers on the web, by phone, and through QR codes at each bus stop. Since many of our routes only run once an hour, it's very important to our customers to know whether the bus is on-time or running late.

Another convenient technology that we offer is trip planning through Google Maps. It's available on our website and through our smart phone app for iPhones and iPads.

Looking ahead, we are very excited

about what our technology can do for our customers next.

### On-time Performance

Our next step is to use myStop to improve our on-time performance.

Over the next few months, we will be carefully examining each route and adjusting its timetable.



Our drivers will be utilizing the on-board technology that alerts them when they are running early or late.

In our industry, traffic signals and

congestion significantly impact on-time performance so it's hard to stay exactly on time. But the bus should never be early because then you might miss a customer.

As for running behind, we consider a bus late if it's more than 4 minutes behind schedule. That's about average for the public transportation industry.

### Performance Goal

So our goal is never early and not more than 4 minutes late. By that standard, AMTRAN's current on-time performance is 75%. Our goal is to increase that figure to 85% over the next seven months.

We will let you know how we do in reaching that goal.

## Adding Trips to Fill Gaps

In response to customer requests, AMTRAN will add trips to current bus routes to fill in service gaps beginning Monday, June 23.

### Early Morning Trips

The 7:00 a.m. trip on the #1 Crosstown (Ivyside) will continue all summer.

The 7:20 a.m. trip on the #3 Flash (Ivyside) will continue all summer.

The 7:40 a.m. trip on the #1 Crosstown (Walmart) will continue all summer.

The 8:00 a.m. trip on the #3 Flash (Logan Town Centre) will continue all summer.

Route	Leaving Transit Center at
#1 Crosstown (Ivyside).....	7:00 a.m.
#3 Flash (Ivyside).....	7:20 a.m.
#1 Crosstown (Walmart).....	7:40 a.m.
#3 Flash (Logan Town Centre)...	8:00 a.m.

### Late Afternoon Trips

Beginning on June 23, the #1 Crosstown (Walmart) will have a 4:40 p.m. trip.

The #2 East End will add a 5:00 p.m. trip.

We are adding a 5:00 p.m. trip to the #3 Flash (Logan Town Centre).

The last trip for route #4 Plank Road currently leaves downtown at 3:00 p.m. But beginning on June 23, we will add trips leaving the transit center at 4:00 and 5:00 p.m.

There will be a 5:20 p.m. trip added to the #5 Pleasant

Valley (Walmart) beginning June 23.

To help people get back home after taking care of Courthouse business, we are adding a #8 Hollidaysburg trip leaving downtown Altoona at 4:30 p.m. that will depart the Courthouse at 5:30 p.m.

Route	Leaving Transit Center at
#1 Crosstown (Walmart).....	4:40 p.m.
#2 East End.....	5:00 p.m.
#3 Flash (Logan Town Centre)....	5:00 p.m.
#4 Plank Road.....	4:00 p.m. & 5:00 p.m.
#5 Pleasant Valley (Walmart).....	5:20 p.m.
#8 Hollidaysburg.....	4:30 p.m.

### Evening Service

Today the #14 Evening Flash only runs Monday through Friday. Starting on June 23, the Evening Flash will also run on Saturday nights.

Because we are adding so many 5:00 p.m. trips, the #12 Night Owl will not start until 6:00 p.m.

### Commitment

AMTRAN is committing to these new trips for a minimum of one year. Service beyond one year will be based on ridership productivity.



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Return Service Requested

## Ray Kennedy promoted to Director of Transportation

Ray Kennedy was promoted to Director of Transportation following the retirement of Maureen Gilbert who held the position for the last 9 years.

### *Hands-On Experience*

In Ray's 37 years at AMTRAN, he has been a bus driver, a union officer, and a driver/trainer. He was promoted to Transportation Supervisor nine years ago and to Assistant Director of Transportation last year as part of AMTRAN's succession planning.

Ray is a graduate of both PennTRAIN's PennSCORE program and Professional Supervisor Program.

Among his many accomplishments, Ray has been instrumental in significantly improving AMTRAN's hiring process and driver training program.

### *Altoona Native*

Ray is a native of Altoona where he lives with his wife, Susan. They have three grown daughters, Pamela, Desirée, Olivia, and eight grandchildren.




## Dump the Pump

**JUNE 19, 2014 SAVE MONEY. RIDE TRANSIT.**

With ongoing high gas prices, AMTRAN will join with other public transportation systems nationwide to participate in the ninth annual National Dump the Pump Day on Thursday, June 19. The slogan of this year's National Dump the Pump Day is "Dump the Pump. Save Money. Ride Transit."

### *Free Rides All Day*

On June 19, AMTRAN in Altoona will be offering free rides all day on all buses on all routes.

### *Save money. Take the bus every day!*

Sponsored by the American Public Transportation Association (APTA), the 2014 National Dump the Pump Day encourages people to ride public transportation and save money instead of driving a car. Started in June 2006 when gas prices first hit \$3 per gallon, this national day emphasizes that public transportation is a great travel option that also helps people save money.

Saving money is on everyone's minds, and public transportation is the quickest way to beat high gas prices. According to the latest APTA Savings Report, individuals in a two-person household can save an average of \$842 monthly by downsizing to one car which translates to more than \$10,000 annually.

### *Transit Ridership at Record High*

Last year, Americans took 10.7 billion trips on public transit. (That's billion with a "b.") That's the highest nationwide ridership in the past 57 years.

"Americans in growing numbers want to have more public transit services in their communities," said Peter Varga, APTA Chair.

## Technology that you can actually use

Amtran and their tech partner, Avail Technologies of State College, have announced a myStop app for iPhones and iPads available as a free download at the App Store. Just search for "myStop."

### *Trip Planning & Real Time Bus Departures*

Using the new app, customers can plan their trip through Google Maps. You can find out when your bus will be at your stop in real time. You can also set an alert to remind you when the bus will arrive.

### *You don't have to own a smart phone*

Real-time bus departures are available on any phone by dialing 944-1200.

AMTRAN also offers Rider Alerts to send you a text or an email if your bus is detoured for weather or construction. Just visit [www.amtran.org](http://www.amtran.org).



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Tell us what you think about this newsletter, our service, our drivers.

Do you use myStop to get real-time bus departures?

If you're one of our early testers for our new myFare card, how do you like it?



**WE WANT TO HEAR FROM YOU**

## Free Rides to Juniata Farmers Market

Amtran will offer free bus rides to anyone traveling to the Juniata Farmers Market this summer and fall.

Just tell the driver you are going to the Juniata Farmers' Market at Penn State Altoona on Thursday afternoons and you ride for FREE both ways.

### *Local produce and MORE*

In addition to locally grown fruits and veggies, The Market will also have baked goods, cheeses, milk, eggs, soap, bath bombs, AND kettle corn.

The Farmers Market is located at Penn State Altoona in the Rider Parking lot every Thursday from June 12 through October 30, 2:00 – 6:00 p.m.

Most vegetable growers accept the Farmer Market Nutrition Program vouchers and most vendors accept credit cards. (At this time, SNAP cannot be accepted.)

### *Free Cooking Demonstrations*

To learn more about using locally grown products in your own cooking, please come to the free demonstrations with local culinary expert and educator, Chef Michael Roddey.

**June 10th** – Pleasant Village Picnic Pavilion from 2:00 – 3:30 p.m. 2700 Pleasant Valley Boulevard in Altoona

**June 11th** – Senior CARE from 3:00 – 4:30 p.m., 1311 Twelfth Avenue in Altoona

**June 12th** – Fairview Picnic Pavilion from 3:00 – 4:30 p.m., Fairview Hills, 1614 First Street in Altoona