

Berks County

Year in Review 2023



2,620
Members



8,743
Trips Tracked



43 Tons
of CO2 Reduced



98,137
Miles Reduced



222,729
Calories Burned

Numbers above include all commuters traveling within Berks County
Jan. 2023 - Dec. 2023

New Look

With the arrival of 2024, came a new name for the Commuter Services of PA program. Our Transportation Demand Management (TDM) project has thrived for the past twenty years, and in anticipation of continued decades of service to the region we are excited to streamline our name and create a strong presence heading into the future. Under the new "Commute PA" banner, we'll no longer be just a rideshare and rewards program but also represent all of the services we offer to employers and commuters across the region. We look forward to encouraging greener trips and cleaner air!

Building Connections

This past year our outreach team focused on bringing our employer and community partners together to share their successes and challenges specific to the transportation industry. Over **twenty** meetings were conducted providing a space for peer interaction. We held conversations surrounding telecommuting, TDM within college campuses, recruitment, retention, wellness, transit routes, and bike share initiatives. Participants have expressed their interest in future meetings and have enjoyed the opportunity to learn and expand their knowledge to grow their own organizations.

Dashboard Data

Evaluating our rideshare and rewards data each year gives us a glimpse into what is working and what needs improvement. Check out key findings below.

- Outreach meetings/events prove to increase participation within the database.
 - **84%** of new trackers in 2023 were from participating employers.
- Active Transportation trips tracked increased **14%** from 2022.
- Commute PA rideshare users are accessing the program through their app more than ever before.
 - Since 2018 we have seen an increase of **44%** in app users.

Highlights



- Our team along with Reading Hospital – Tower Health and Penske Racing Shocks had another successful Bike to Work Ride in Reading. Event was highlighted by the donation of brand new Trek Police e-bikes to two local municipalities
- Ashley Furniture continued to stand out among employers in the county providing employees access to Commute PA services at all times with a display in the HR office. Currently they have **492** employees enrolled and recorded **1,451** trips in 2023.
- Staff attended over **7** job fairs in Berks County linking job seekers to transportation resources giving them more access to jobs.