



# February 2024

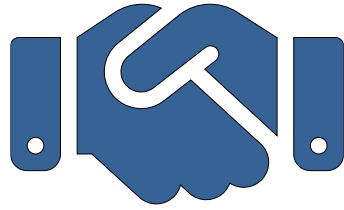
Monthly Activity  
Report



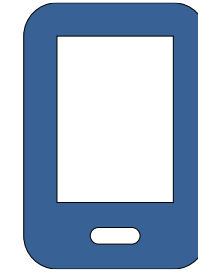
***Out and about for Outreach!***

# February Totals

**94**  
New  
Members



**7,323**  
Greener  
Trips



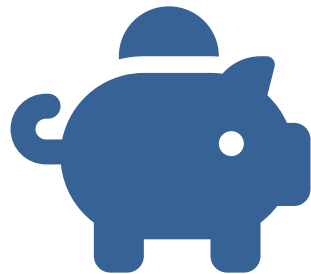
**60.7 tons**  
CO<sub>2</sub>  
Reduced



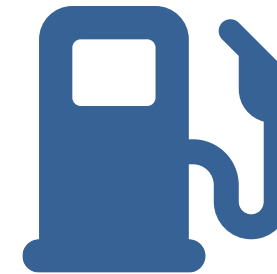
**145,127**  
Miles  
Reduced



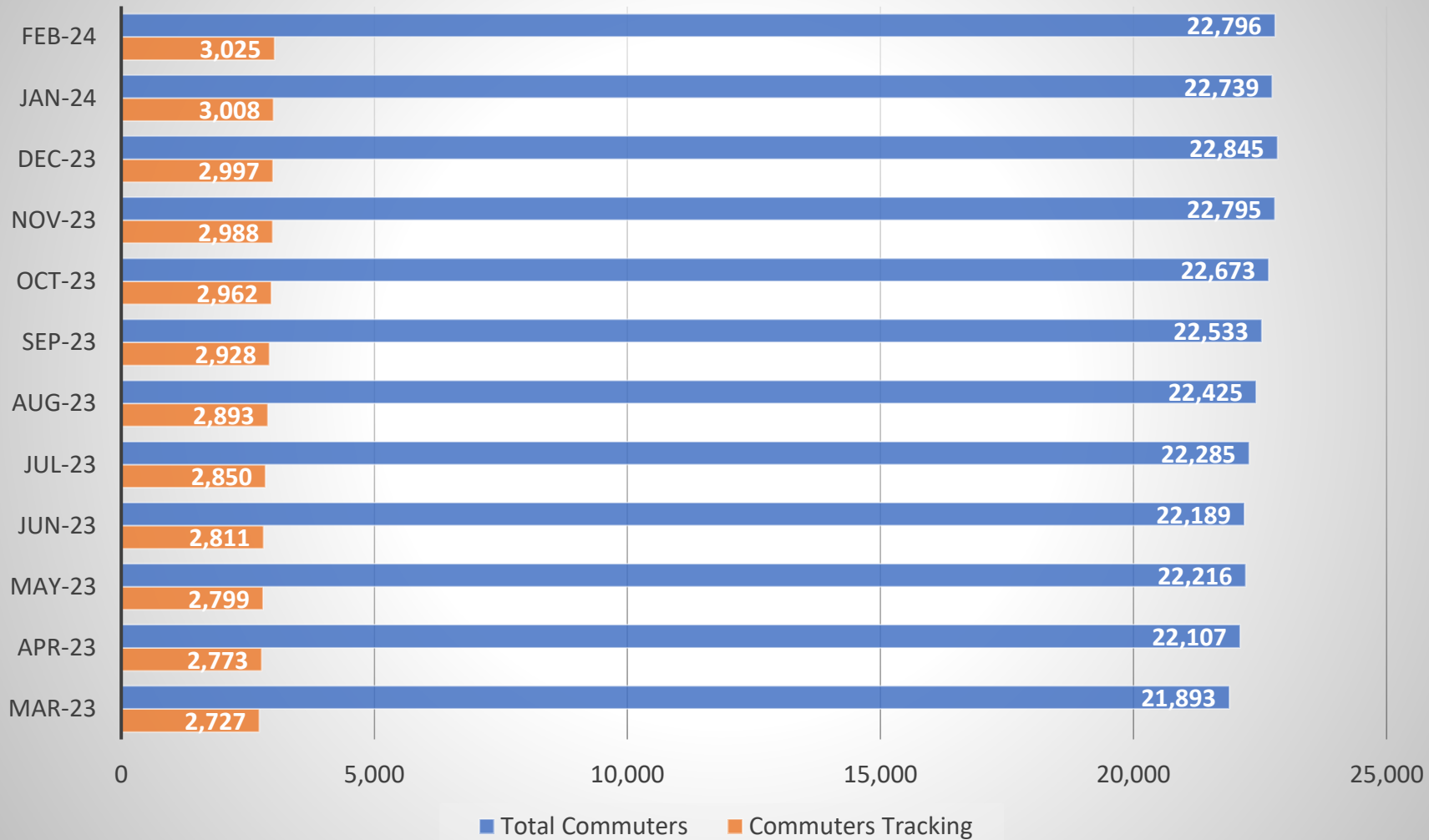
**\$97,235**  
Money  
Saved



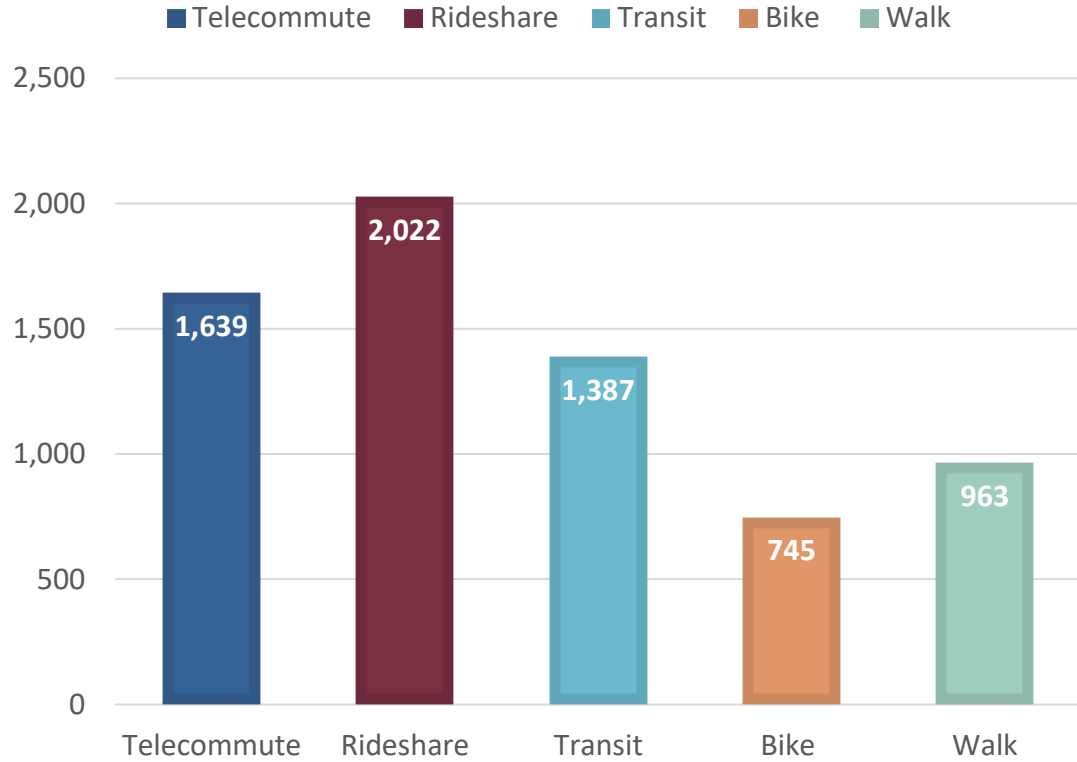
**6,196**  
Gallons of  
Gas Saved



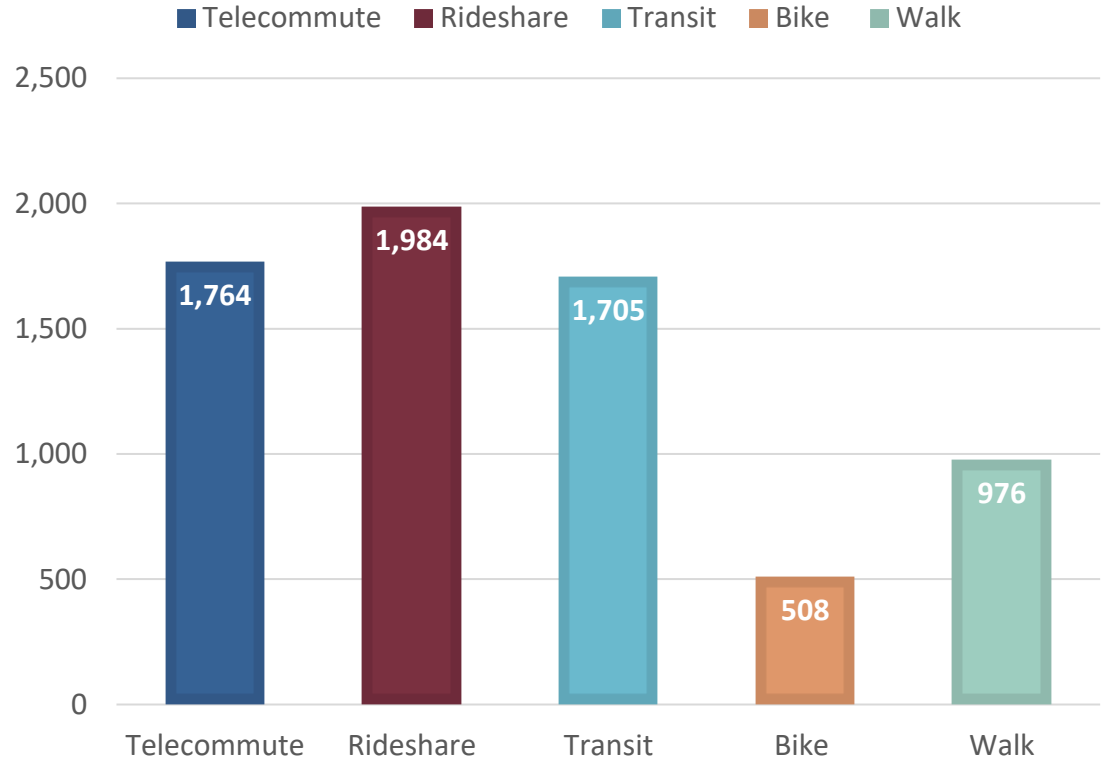
## Total Commuters vs. Commuters Tracking



**FEBRUARY 2024**



**FEBRUARY 2023**



# Recorded Trips



# Outreach Meetings

- Allied Universal
- Barrio Alegria (*2 Meetings*)
- Beahive Affordable Housing
- Brentwood Industries
- Church World Service Harrisburg (*2 Meetings*)
- CNHi
- Community Action Partnership of Lancaster
- Connections Work
- County of Lancaster
- DHL Carlisle
- DHL Jonestown
- DoubleTree by Hilton Reading
- F.M. Brown
- Franklin County Government
- GEODIS Carlisle
- GEODIS Newville
- Georgia Pacific
- Global Shapers Lancaster Hub
- Hamilton Health Center
- Lancaster Recreation Commission
- Lebanon Valley Economic Development Corp.
- Manpower Sinking Spring
- Mastronardi Produce

# Outreach Meetings continued

- Mattel
- Menno Haven
- New Hope Ministries Mechanicsburg
- Office of Vocational Rehabilitation
- PA CareerLink Lancaster *(4 Meetings)*
- PA Downtown Center
- PA Recovery Organizations Alliance Harrisburg
- PA Recovery Organizations Alliance Reading
- Penn State College of Medicine
- Phoenix Contact *(2 Meetings)*
- Prologistix
- Redner's Markets
- Shippensburg University
- South Lebanon Township
- Superior Plastics
- The Hillman Group
- Threshold Rehabilitation Services
- Tri-County OIC
- Tribute Baking
- UDS Foundation
- Unique Snacks
- UPMC Cares Program

# Outreach Events

- Ashley Furniture New Hire Presentation (2 Events)
- Connections Work Fair
- Connections Work Presentation (2 Events)
- DHL Jonestown Try Transit Virtual Event
- DoubleTree by Hilton Reading Presentation
- EasyPak Presentation
- Eurofins Lancaster Labs Virtual Event
- Georgia Pacific Try Transit Virtual Event
- Mastronardi Produce Try Transit Virtual Event
- Mattel Try Transit Virtual Event
- New Hope Ministries Mechanicsburg Fair
- PA CareerLink Berks Presentation (2 Events)
- PA CareerLink Lancaster Fair
- The Hillman Group T-Day
- The Hillman Group Try Transit Virtual Event
- Tri-County OIC T-Day
- VF Corp Try Transit Virtual Event
- Volvo Construction Equipment New Hire Orientation

Kandi attends The Hillman Group 'Fall in Love with your Commute' T-Day.





# Other TDM Activities

- Association for Commuter Transportation Telework Council Meeting
- Berks Alliance Community Forum – Reading Airport Update
- Berks Bike Share (2 Meetings)
- Franklin MPO Meeting
- HATS MPO (2 Meetings)
- Healthy York Forum
- Lebanon Chamber Network Event
- Lebanon Chamber Public Policy Committee Meeting
- Lebanon MPO Meeting
- rabbittransit/PennDOT Media Event
- Reading Bike to Work Week Stakeholders Meeting
- RegenAll Carbon Neutral Coffee Network Event
- State SRTS Coordinator Check-In Call
- YAMPO Meeting
- YOCO Connect Network Event



Stacy attends the Lebanon Chamber network event.

# Other TDM Activities

Held Regional Bike Share Meeting, attended by:

- Berks County Planning Commission
- City of Lancaster
- City of Reading
- Derry Township
- Franklin County Planning Commission
- Harrisburg City
- Hope Springs/Mosaic Clubhouse
- Lancaster County Planning Commission
- Reading Health Systems
- Tri-County Planning Commission
- York County Planning Commission

Held College Peer Group Meeting, attended by:

- Franklin & Marshall College
- Harrisburg University of Science and Technology
- Millersville University

2024 Best Workplaces for Commuters employers:

- Eurofins Lancaster Labs
- Phoenix Contact
- WebFX (Harrisburg, Lancaster, York)



# New Partners



Church World Service in Dauphin County signed on as a community partner.



Lebanon Valley Economic Development Corporation signed on as a community partner.



Hamilton Health Center in Dauphin County signed on as an employer partner. Cher presents them with their plaque.

# Marketing & Commuter Outreach

- Developed “20 Years” logo
- Created new outreach materials with new brand
- Sent database text messages and emails about rebranding
- Designed Facebook ads about rebranding targeted to current members and non-members
- Commuter engagement email campaigns sent to employees at:
  - Comcast Call Center
  - DHL Jonestown
  - Mattel
  - VF Corp
- Commuter Perks completed for Hollywood Casino



The new “20 Years” logo that will be used on the website and in promotional materials.

A promotional one-sheet for Commute PA. At the top left is a circular photo of a man with curly hair working at a desk. To the right of the photo, the text reads "Get rewarded when working from home!". Below this, a dark red banner contains the heading "Here's How:" followed by three columns: "Join Commute PA here", "Create your profile", and "Record telecommute trips". The bottom section is blue and features a star icon with the text "Earn 200 points each day you work from home!", a ribbon icon with the text "Redeem your points for rewards!", and the COMMUTE PA logo with the tagline "Greener Trips. Cleaner Air." and the website "COMMUTEPA.ORG" and phone number "1.866.579.RIDE".

This is a one-sheet developed to encourage employees working from home to record those trips.

# Social Media & Website Stats



1,875 followers



323 followers



618 followers



212 followers

**935**  
Sessions

**695**  
Users

**1,445**  
Page Views

# Customer Service Stats



Responded to **20**  
commuter emails/texts



Assisted **10**  
commuters via phone



Helped **2**  
commuters on Live Chat



Submitted **0**  
ERH trips for reimbursement