



Last stop

Governor Corbett Leadership

The Keystone Transportation Funding Coalition commends Governor Tom Corbett for embracing a comprehensive transportation funding plan as one of his administration's top priorities in his budget address in early February.

The Coalition was encouraged by his insistence that the solution must be a lasting one. His comments were in keeping with the recommendations of his Transportation Funding Advisory Commission, which would put transportation funding on track for a comprehensive, lasting solution.

Strong support in Harrisburg

Even in today's rancorous political atmosphere, transportation funding has bi-partisan, bicameral support. We saw further evidence of that in the reaction of legislators to the

Governor's comments on the issue. Moreover, public opinion research shows that a majority of Pennsylvanians regard transportation funding as the most important issue facing the commonwealth.

Jobs, Jobs, Jobs

Finally, the Coalition was very encouraged by the governor's continuing emphasis on creating jobs and improving Pennsylvania's economy. An adequately funded transportation system will support tens of thousands of direct and indirect jobs – in Pennsylvania.

Quality of Life

We look forward to working with the administration and the General Assembly to move this vital public policy issue forward, both for its near-term economic benefits as well as to create a key component

for future prosperity and an improved quality of life for all residents of the commonwealth.

Coalition Membership

The Keystone Transportation Funding Coalition is a confederation of organizations with an interest in multimodal transportation funding, who support a comprehensive solution to Pennsylvania's transportation funding needs.

Members include the highway construction industry, public transit agencies, labor unions, farm organizations, AARP, bicycle and pedestrian transportation advocates, land-use advocates, AAA, air and sea-port organizations, organizations representing local governments, chambers of commerce, travel and tourism organizations, environmental advocates, freight and passenger rail organizations and truck freight haulers.



Altoona, PA

THE TRIP SHEET

Free Rides April 2-6 thanks to Altoona First

Altoona First Savings Bank is sponsoring free rides on all AMTRAN's regular fixed routes April 2-6 (Monday through Friday) as part of Community Banking Week.

"Take the bus on us."

"Altoona First does a lot to give back to the community throughout the year," according to Gary Pfahler, President and CEO. "But this year for Community Banking Week, we wanted to do something different." Pfahler invites local residents to "Take the bus on us."

Long history of service

Founded in 1927, Altoona First Savings Bank has six branches in Blair and Bedford Counties. The bank has an 85 year history of service to the area.

Community banking

"We are a mutual bank as opposed to a stock bank," CEO Pfahler explains. "What does that mean? It means our operating philosophy is to benefit our customers and community, not our stockholders. Because

we don't have stockholders."

"It results in local decisions for faster results. It means small businesses have a local partner that has a vested interest in their success."

Giving back

Altoona First is a member of the Pennsylvania Association of Community Bankers and the Independent Community Bankers of America. They are one of nearly 5,000 community banks representing more than 23,000 locations nationwide and employing more than 280,000 people.

Community Banks pride themselves on reinvesting deposits back into their communities, mainly through residential mortgages and small business loans.

In addition, Altoona First supports many area civic and non-profit groups.

So take advantage of Altoona First's generosity, and ride the bus for free April 2-6.



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Ride free with Altoona First! ... In This Issue

AMTRAN *beta* Tests New Fare Collection System for Transit Industry

AMTRAN is partnering with Avail Technologies of State College to develop a “game-changing” new fare collection system, which is expected to have a significant impact on the transit industry nationwide.

Customer Benefits

The new myFare system offers benefits to AMTRAN but more importantly it offers benefits to AMTRAN’s customers. The proximity smart card is simple to use. Just tap it on the reader. There’s no more stuffing bills into a farebox or digging for exact change. And the card is reloadable right on the bus, saving customers the hassle of having to renew their cards at a central location. With myFare, customers can feel secure if their smart card is lost or stolen because a simple call to the agency will cancel the card.



The logo for myFare features the word "myFare" in a stylized font. "my" is in blue and "Fare" is in green. Above the "y" and below the "e" are blue arrows pointing towards each other.

Benefits to AMTRAN

Transit providers will be able to reduce the cost of handling the cash box each day and increase the speed at which customers enter the bus. The cutting-edge technology provides AMTRAN with an even better understanding of their ridership for service planning

and as a result, can make positive enhancements to the bus system based on actual customer usage.

Industry Game Changer

General Manager Eric Wolf believes that Avail’s new myFare system will be a game-changer for the transit industry because it’s an affordable smart-card solution. “We’ve heard a lot of promises over the years about utilizing smart card technology for transit,” says Wolf. “Avail’s myFare system delivers on that promise - without breaking the bank. Their tagline is ‘Enhance your rider’s experience,’ and that’s precisely what this technology will do.”

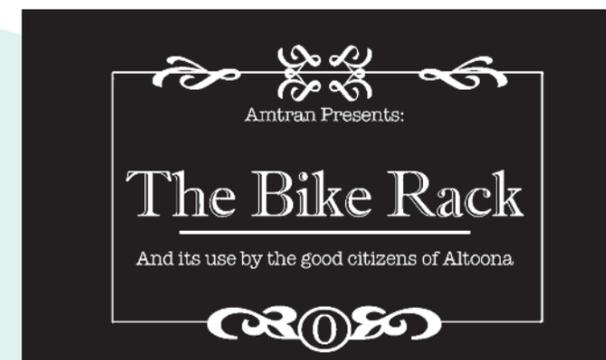
Partnership

Avail’s CEO, Dorsey Houtz, stated that AMTRAN was selected as the *beta* test site because of the exceptional decade-long relationship between the two organizations. “AMTRAN is an innovative organization with an engaged and dedicated staff,” said Houtz. “We’ve developed an excellent connection with them that will serve us well in a major project *beta* test like myFare.”

Technology Grant from Congressman Shuster

myFare is the final component of AMTRAN’s Smart Bus project funded by a Technology Grant through Congressman Bill Shuster.

The initial component of the Smart Bus project, myStop, which provides real time bus departure information to customers, earned AMTRAN a Technology Award from the Blair County Chamber of Commerce.



With spring just around the corner, customers should remember that all AMTRAN fixed route buses now have bike racks on the front including all the buses that serve Penn State Altoona. So if you want to ride your bike to the Downtown Campus or to Martin's Chestnut Avenue, for the return trip you can put your bike on the rack and ride the bus back.

Demonstration Video

A great video by Penn State Altoona alumnus Sam Wagner is located at www.amtran.org demonstrating how to use the bike rack.



amtran is the smart choice.
take the bus!

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Technology that is easy to use



Bus Stop #206

If you scan the above QR (Quick Response) Code with your smartphone, you will receive real time bus departure information for the Hawthorn Shelter at Penn State Altoona.

The myStop QR codes are the latest innovation from Avail Technologies of State College.

In AMTRAN’s continuing effort to utilize technology to improve customer service, there are now three ways to use myStop to find out when your bus will be at your stop in real time.

- (1) You can find it on AMTRAN’s website at www.amtran.org. Click on “myStop.”
- (2) You can dial 944-1200 and punch in your bus stop number.
- (3) Soon you will be able to scan the QR code at each bus stop with your smartphone.

At presstime, the QR codes were being pilot tested on the Blue Loop with a systemwide roll-out planned for later this spring.

