



2013 ANNUAL REPORT



Berks Area Regional Transportation Authority
July 1, 2012—June 30, 2013

Serving Berks County Since 1973

1700 North 11th Street, Reading, PA 19604 610.921.0601 www.bartabus.com

40th Anniversary

BARTA is celebrating its 40th year of service to the Citizens of Berks County in 2013. The Berks Area Reading Transportation Authority was created in October of **1973** by the County of Berks and the City of Reading to meet the transportation needs of the County following the failure of the Reading Bus Company. BARTA provided fixed route service only until **1978** when they were asked by a number of agencies that were providing paratransit service to bring these services together under one umbrella to save costs and duplication of services. This has grown through the years into BARTA's Special Services Division, now providing over 1,000 rides per day. In



1992, BARTA became the first small authority in the US to use CNG (Compressed Natural Gas) buses. In **1993** BARTA removed the pedestrian mall on Penn Street in downtown Reading and reopened the road to traffic. The area on Penn Street between 6th Street and 4th Street was restored and bus berths with shelters were placed on Penn Street, East and West of 5th Street.

In **2002**, the BARTA Transportation Center (BTC) at 7th & Cherry Streets was opened providing a safe, climate controlled transfer point for our customers to use. In addition to a waiting area, there are restrooms, a customer service office for the sale of passes and a separate break area for our bus drivers. A community police station is housed at the BTC, there is also lease space that is occupied and a 101 space parking garage in the lower level as well as the potential to build an office level above the transit level in the future. The 350 space BARTA Park-N-Transit garage was built at 7th & Franklin Streets in **2005**. A branding campaign was held in **2005** and the entire route system was changed in order to provide a better experience for our customers. A new logo and a new color scheme for our buses was adopted as new buses were purchased. BARTA also began to invest in electric-diesel hybrid technology to decrease operating costs and to be better environmental stewards. In July **2010**, BARTA became a County Authority. At that time, the name was officially changed to the Berks Area Regional Transportation Authority to reflect BARTA's new focus on regionalism.

BARTA Services

Berks Area Regional Transportation Authority provided 3,145,899 trips in Fiscal Year 2012-2013. BARTA was able to avoid any fixed-route fare increases or service reductions and maintained the service throughout the year.

BICYCLE RACK PROJECT

BARTA has always embraced environmental stewardship and the technologies that promote reduced noise and emissions by investing in hybrid buses and soon, electric buses. In 2012-2013, BARTA installed bike racks on all fixed route buses. Passengers can use BARTA for a portion of their trip and ride their bicycle for the rest. In April 2013, BARTA celebrated Earth Day with our first ever Rack-N-Roll event. BARTA encouraged commuters to use our services versus driving alone.



BARTA A BENEFIT TO LOCAL ECONOMY

Most people recognize BARTA as the public transportation provider in Berks County, but not many people think of BARTA as a vital part of the Berks County economy. A majority of BARTA trips are for work purposes and the Authority is also an employer and investor into the local economy. BARTA has implemented a number of successful job access public transportation projects in the past. These are important to connect employers with employees and provide opportunities for businesses to expand in Berks County. BARTA seeks to foster small business and disadvantaged business participation in its procurement program and is committed to purchasing from local businesses wherever possible to keep the local economy strong. During the fiscal year 2012-2013, BARTA purchased \$9,249,485 in goods and services from Pennsylvania businesses. Of that amount, \$4,456,747 in purchases were made from Berks County businesses.

Capital Projects

FRANKLIN STREET STATION

The Franklin Street Station was rededicated on Friday, May 10, 2013, much in the same way that it was in 1930. BARTA acquired the Franklin Street Station in 2005. At the time of acquisition, the building was in deplorable shape with the ceiling collapsed and standing water in the basement. Thanks to the support of the Federal Transit Administration, the Pennsylvania Department of Transportation and the County of Berks, the building has been saved and restored to its former glory.



WIRELESS ELECTRIC VEHICLE

BARTA, Momentum Dynamics Corporation of Malvern, PA and AMP Electric Vehicles of Loveland, Ohio formed a private-public partnership to implement two zero-emission wireless electric paratransit vehicles. Momentum Dynamics Corporation was awarded a grant from the PA Department of Environmental Protection's Alternative Fuel Incentive Grant Program to develop a unique and proprietary technology that allows for the wireless charging of electric vehicles. In Pennsylvania, it is important to reduce our dependence on foreign oil; reduce emissions; and expand alternative energy technology. This project allows BARTA



to expand public transportation services in an efficient manner; is environmentally friendly; and, will allow BARTA to cut CO2 emissions by 297,000 pounds annually. Wireless electric vehicle charging is more effective than plug-in charging, especially for fleet operators who stand to save 75-80% of fuel costs. BARTA is the first major transportation authority in Pennsylvania to deploy fully electric vehicles, and the first in the U.S. to deploy electric paratransit vehicles.

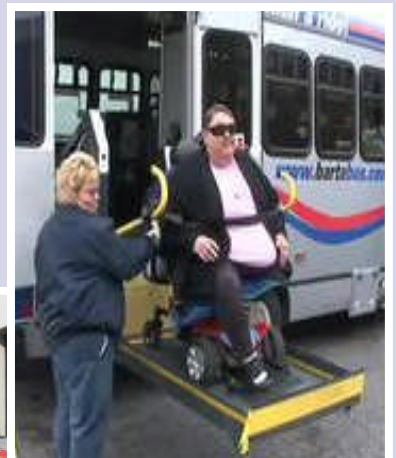
BARTA Special Services

Berks Area Regional Transportation Authority provided 259,377 door-to-door trips in Fiscal Year 2012-2013.

NEW HYBRID PARATRANSIT VEHICLES

BARTA acquired five paratransit vehicles that are equipped with VTM Ultra Capacitor Hybrid Propulsion System. This system is different in as much as the Hybrid portion is provided by an Ultra Capacitor rather than a battery system. The advantage of this type system based on testing performed is a reduction in omissions of 35%; increase full mile by 30%; extended brake life of up to four times; and no batteries are needed. The vehicles will replace older vehicles that have met their useful life.

The BARTA Special Services Division provides door-to-door and Shared Ride transportation.



In Memoriam

Dennis D. Louwerse became BARTA's Executive Director in May 1983. The Authority was in financial difficulties when he arrived and he managed to not only keep BARTA running, but to completely turn it around to become the company that it is today. Dennis did not only focus on local issues when it came to transportation. During his career, he held many positions on the state and national level. He served the American Public Transportation Association (APTA) on many committees and also as a regional director on the APTA Board of Directors. He served the Pennsylvania Public Transportation Association (PPTA) and its predecessor, PAMTA as Chairman a number of times, as well as serving on various committees. He served on the Pennsylvania State Transportation Commission, appointed by Governor Ed Rendell.



Dennis was an innovator, always looking to be on the cutting edge of transportation technology. He saw the benefit of investing in alternatively fueled vehicles which led BARTA to be the first transit system of its size to purchase compressed natural gas vehicles in the early 1990's. He later became an avid proponent of hybrid bus technology as a means of conserving fuel and plans to conduct the first test of a wireless charging system for electric buses.

Dennis sought to grow BARTA's presence in downtown Reading and oversaw construction of the BARTA Transportation Center (BTC) at 8th & Cherry Streets in 2002 and the Park-N-Transit garage at 7th & Franklin Streets in 2005. BARTA recently finished restoring the historic Franklin Street Station, which had been left vacant for 30 years. Unfortunately, Dennis was not able to see the inaugural run of the Reading-Lebanon Harrisburg bus on September 9, 2013, that left the Franklin Street Station due to his untimely death on September 5, 2013.

General Statistics

Ridership

BARTA (fixed-route) passengers	3,145,899
BARTA (paratransit) passengers	259,377
Total Passengers	3,405,276

Total Revenue Hours of Service	202,806
Total Miles Operated	2,451,632

Total Passenger Miles	9,896,981
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Service Area	Berks County, PA
Square Miles	857
Population	413,491

Financial Statistics

Operating Revenues:	\$6,601,264
Federal Funding:	\$3,185,085
State Funding:	\$5,834,775
Berks County Funding:	\$439,733

Operating Expenses:	\$16,060,856
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Berks Area Regional Transportation Authority Board

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