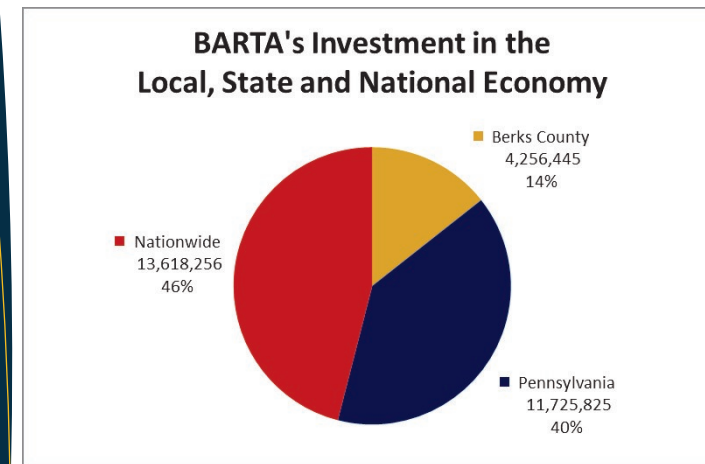


Benefit to Local Community

BARTA is recognized as the public transportation provider for Berks County, but BARTA also helps with the purchase of goods and services in our community. The chart below shows the operating purchases BARTA made locally, statewide and nationwide in 2013-2014.



BARTA also provides 155 jobs with an annual payroll of \$6,760,768. And through private carrier contracts BARTA indirectly generates 33 jobs with a contract value of \$1,532,894.

BARTA is committed to purchasing from local business through our procurement program wherever possible to keep the local economy strong.

General Statistics

RIDERSHIP

BARTA (FIXED-ROUTE BUSES)
3,197,621

BARTA SPECIAL SERVICES (PARATRANSIT)
247,911

TOTAL PASSENGERS 3,445,532

TOTAL REVENUE HOURS OF SERVICE: 202,978
TOTAL MILES OPERATED: 2,454,552
TOTAL PASSENGER MILES: 9,965,229

FINANCIAL STATISTICS

OPERATING REVENUES: \$ 6,845,339
FEDERAL FUNDING: \$ 1,216,105
STATE FUNDING: \$ 8,458,856

BERKS COUNTY FUNDING: \$ 462,729

OPERATING EXPENSES: \$16,983,029

SERVICE AREA: BERKS COUNTY, PA
SQUARE MILES: 857
POPULATION: 413,521
(WWW.QUICKFACTS.CENSUS.GOV)

BARTA Rider Profile

64% of riders are age 18-44
33% of riders are age 44 and older

58% are female
42% are male

38% are Caucasian
18% are African American
34% are Hispanic/Latino

68% do not have a valid driver's license

74% annual income under \$25,000

TAKEN FROM THE 2012 TRANSIT DEVELOPMENT PLAN UPDATE

Berks Area Regional Transportation Board

*Ronald Seaman, Chair, Kevin Barnhardt, Vice Chair, James Schlegel, Secretary,
Alice Kutz, Treasurer, Gregg Bogia, Jayne Dieruff, Dennis Rex,
Michael Roeberg and Timothy Snyder*

David Kilmer, Executive Director

Richard Orwig, Solicitor

Stevens & Lee, Legal



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



2014
ANNUAL REPORT
July 1, 2013 - June 30, 2014
40 years of service to Berks County

Serving
Berks County
since 1973

BARTA Fixed-Route

In June 2014, BARTA purchased three BAE Hybrid Fixed-Route buses. These buses have shown to improve fuel economy by 30% or more, plus electric fan cooling and air conditioning units to reduce maintenance costs. This Hybrid system does not require a transmission and uses a smaller engine that is designed to primarily recharge the batteries.

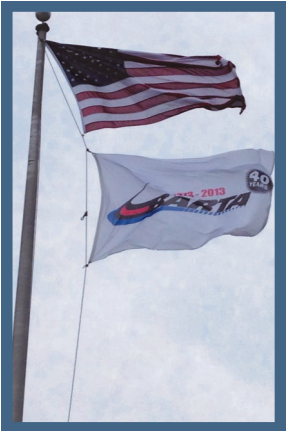
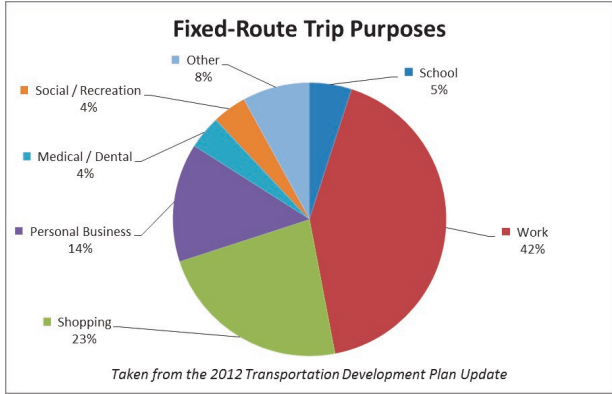
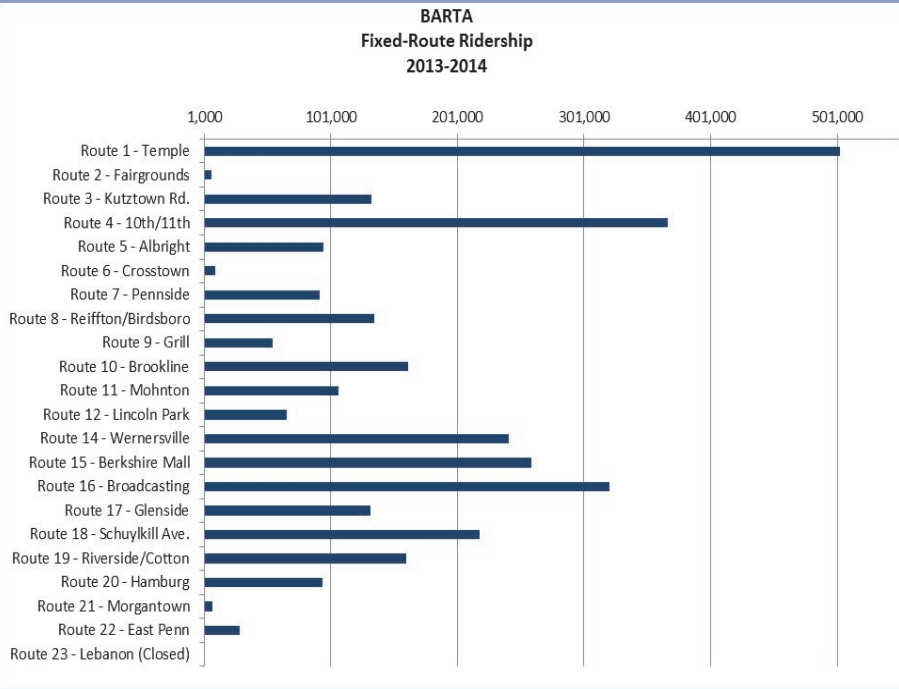
On September 9, 2013, the old Franklin Street train station welcomed its first passenger for the first time in over 30 years since trains to and from Philadelphia. The first bus rolled out of the station launching a new route between downtown Reading and Lebanon. This new route was offered on a trial basis partnership with Lebanon Transit. BARTA made three trips in the morning and afternoon Monday through Friday. Unfortunately due to low ridership, the service was canceled on January 31, 2014.



BARTA ran a commercial on WFMZ’s Spanish news program “Edicion en Española”. This commercial is primarily promoting BARTA’s expanded service to Birdsboro, Temple and Womelsdorf along with the benefits of using public transportation. The Commercial was produced by the staff at the Berks Community Television (BCTV) studios. The 10th & Penn Elementary School of the Reading School District participated in our commercial by telling everyone to “¡Viaja Major! ¡Viaja BARTA!” (“Go Better! Go BARTA!”).

Location of the filming was done at East Penn Mfg.

Breakdown of annual ridership per route. This chart shows the performance of all 21 routes. Currently the Temple Via 5th Street carries the most passengers.



Community Involvement

On October 29, 2013, BARTA participated in the Berks Encore Senior Expo. Over 3,000 senior citizens from Berks County attended the Expo and BARTA is proud to be a part of this event. Senior Citizens came to the BARTA booth to obtain their Senior Bus Pass, receive ride guides and get information about



Special Services. BARTA also provided transportation from the BARTA Transportation Center to the Body Zone for the Senior Citizens of Berks County.

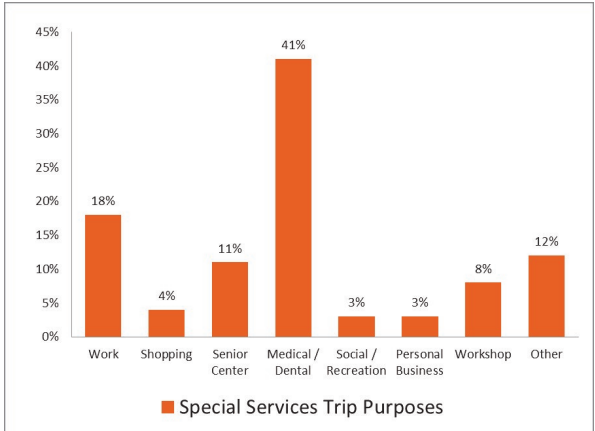


BARTA participated in the Junior League of Reading’s 10th annual Touch-a-Truck family event on May 3, 2014. The event was held at First Energy Stadium and in partnership with the Reading Fightin’ Phillies. Children climbed onto the BARTA buses and other types of trucks honking horns and blaring sirens. This event is to help children engage in healthy lifestyle choices and to encourage physical activity and exploration.

BARTA Special Services

BARTA purchased seven (7) Hybrid paratransit vehicles equipped with a VTM Ultra Capacitor Hybrid Propulsion System. The Hybrid vehicle is provided by an Ultra Capacitor rather than a battery. The advantage of this type of system based on testing performed is a reduction in omissions of 35%; increase full mileage by 30%; and an extended brake life of up to four times. BARTA was able to purchase these vehicles through the New York State Contract using their statewide procurement.

BARTA also purchased six (6) wheel base paratransit vehicles and three (3) raised roof paratransit vans. These vehicles were purchased through the Pennsylvania State Contract.



Taken from the 2012 Transportation Development Plan Update