AMTbnslks06

moo.Apg-amto.www

Pittsburgh, PA 15213 (412)687-4505

235 Atwood St.

**Management Association** 

Oakland Transportation

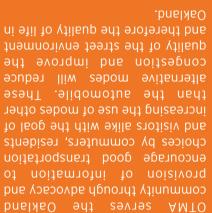
AMTO

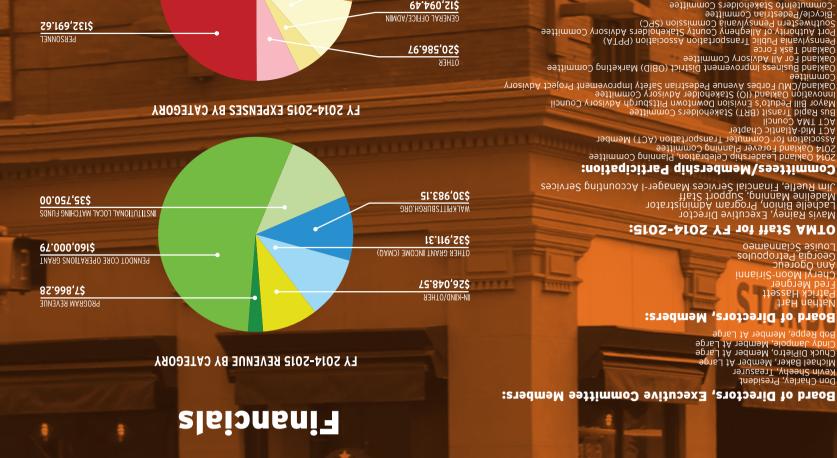
۲

## **Oakland**. VITUTIONAL LOCAL MATCHING FUND 62.000,061\$ NNDOL CORE OPERATIONS GR 82.868,7\$

14.854,528

<u>57.593.72</u>





78.249,55\$ SATRACT SERVICES

72.257,05\$

HER OPERATING

## Engaging with Our Community: Communication and outreach is a large part of the services OTMA provides to the Oakland community. Placing people at the center, we strive to deliver relevant and timely information. Here are some highlights of what we have done:

- Media Reach:

- OTMA Social Media- Facebook and Twitter
- Tweets- Sent 198 informational "tweets" via Twitter
- Facebook- Posted 76 informational posts on Facebook
- Social Media Followers- increased total social media followers to 544 (an increase of over 140 followers) (includes Facebook & Twitter)
- Total Individual Emails sent = 131,142
- (individual email recipients contained in multiple databases)
- Total Email Broadcasts for July 1, 2014-June 30, 2015 = 245 (to multiple databases) Email eAlert Broadcasts contained:
- Traffic/Transit Advisories
- PennDOT Weekly Maintenance Schedule
- City Milling and Paving Schedule
- Public Service Announcements
- WalkPittsburgh eNewsletter: Editions 1-6 Birmingham Bridge Rehabilitation Project Updates
- Greenfield Bridge Project Updates
- Baum-Bigelow Boulevard Project Updates I-579 Veterans Bridge Project Updates
- Oakland Bike Share Network Plan-Community Meetings(s) Oakland Smart Commute
- 2014 2nd Annual Oakland Transportation Fair
- OTMA Main Website and Program Micro-Site Stats:

#### www.otma-pgh.org 14,582 visits

- 23,792 page views 12,976 new visitors
- ,606 returning visitors

DJ Stemmler enjoyed her first

merry-go-round ride during the Oakland For All Ramp

Crawl, on May  $5^{th}$  2015, the launch date of the Oakland For

"A community that

excludes even one of its

members is not a real

Debra "DJ" Stemmler, Member, Oakland For All

Stakeholder Committee

All campaign.

community."

- 31.24% of website visits from mobile device (4,556) www.oaklandsmartcommute.org = 5,089 with 5,767 page views www.birmingham.otmapgh.org = 3,776 with 5,948 page views
- www.greenfieldbridge.otmapgh.org = 1,081 with 1,988 page views www.bigelow-baumblvd.otmapgh.org = website launched in June 2015

- Oakland Smart Commute Banner Ads on WTAE Mobile App and WTAE Weather App = 836,703 total impressions
- Oakland Smart Commute 15 and 30 second Commercials 'Any Way You Spin it, Oakland Smart Commute Makes Sense' on KDKA and CW = 200, 10-second TV Rotations

#### - Events (Hosted) 2nd Annual Oakland Transportation Fair

- Events/Meetings (Co-Hosted/Sponsored) 2014 Oakland Safety Week UPMC Employee Transportation Fairs at Harbor Gardens
- Oakland Forever
- Oakland Leadership Celebration
- Oakland/Downtown/North Shore and North Side Wayfinding Stakeholders Workshops
- 2015 Bike to Campus Day Oakland For All, Beyond Accessible (launch)
- Institutional Bike Share Meetings
- Oakland Bike Share Network Plan, Community Meetings

#### Events (Attended)

2014 Student Arrival/Survival at the University of Pittsburgh Discover Pittsburgh at University of Pittsburgh Discover Pittsburgh at Carnegie Mellon University ProWalk, ProBike, ProPlace Conference UPMC Employee Benefit Fairs CMU Employee Benefit Fairs 2015 Earth Day at UPMC



## **Making Progress**

#### **Oakland Transportation Fair**

OTMA hosted its 2nd Annual Oakland Transportation Fair, on September 25, 2014, at the University of Pittsburgh's Alumni Hall. This free and interactive event gave attendees the opportunity to get an inside look at what's happening in the world of transportation planning and policy. In 2014, the University of Pittsburgh's Swanson School of Engineering, was the first to sponsor. We had twenty-one exhibitors. Students from the University of Pittsburgh were able to speak directly with a select few of our Exhibitors.

# Forbes Avenue Corridor Safety Improvement Project

The project addresses recommendations made in a 2010 study to improve transportation safety and mobility issues for pedestrians and all modes within and around the Carnegie Mellon University campus. The design phase is anticipated to begin in 2016. Construction will be completed in 2017. www.pedestrianstudy.otmapgh.org

#### Walk Pittsburgh (see program statistics above)

Powering forward into its third year, WalkPittsburgh continues to encourage walking as a viable commuting option, logging more than 43 million total steps from subscribers since its inception. www.walkpittsburgh.org

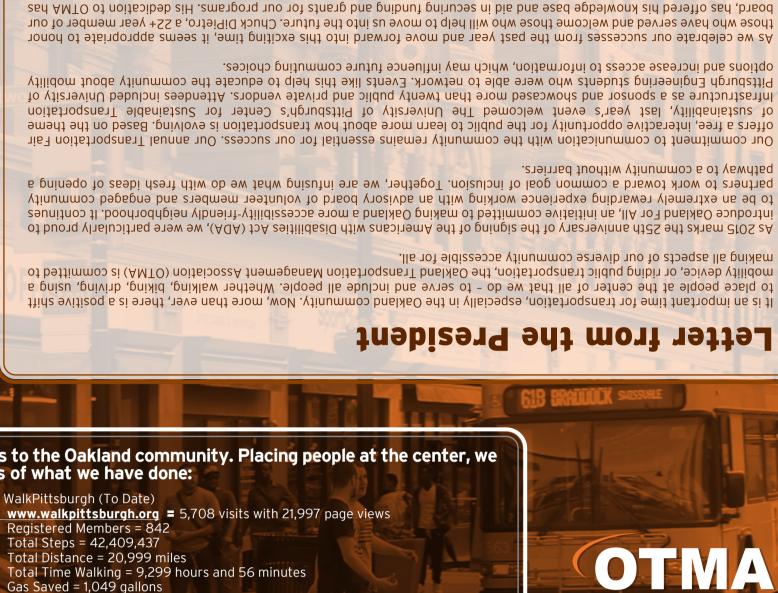
## Oakland Smart Commute (see program statistics above)

This ridematching resource continues to expand, encouraging small businesses to promote the use of alternative commuting options, to their employees, which may help to reduce traffic congestion in Oakland. oaklandsmartcommute.org

#### **Joncaire Street Steps Replacement** Project

The Joncaire steps (136 stairs) located in the Oakland neighborhood are a key connection between Panther Hollow and Central Oakland. Funding for the replacement project was awarded in July 2014 thru the Transportation Alternative Program (TAP). The application was submitted in partnership between the Oakland Transportation Management Association (OTMA) and the City of Pittsburgh Department of Public Works (DPW). The improvements will provide multimodal access for bikes and pedestrians; encouraging use by residents, students and faculty from two key regional educational institutions, the University of Pittsburgh and Carnegie Mellon University. In addition, the improvements will provide access into Schenley Park and the Three Rivers Regional Trail System. Construction anticipated in 2016.

۲



other stakeholders and board members, help to make Oakland a more accessible community for all.

contributions from Lachelle Binion, our former Program Administrator, these individuals, along with partner organizations,

team, led by the incomparable Mavis Rainey as Executive Director, welcomes Jina O'Neill as Program Administrator. With

been essential in our ability to serve the public to the highest degree. We wish him all the best in his retirement. Our in-house

Donald Charley

WalkPittsburgh Social Media (Facebook and Twitter) Tweets- Sent 44 informational "tweets" via Twitter Facebook- Posted 63 informational posts on Facebook Social Media Followers- increased total social media followers to 698 (an increase of over 140 followers)

Co2 Saved = 6,898 pounds

"A renaissance of transportation is happening in Pittsburgh, and Oakland is at the heart of it. Our opportunity is that we do it right and assure that all aspects are accessible. In the long run, it will make things better for everyone."

Jeff Parker retired COO for CLASS, a human service agency formerly known as

UCP Pittsburgh and Member, Oakland For All Stakeholder Committee

Oakland For All: Beyond Accessible Together, we are opening a pathway to a community without barriers.

The Oakland For All campaign offers a refreshing perspective on the conversation about accessibility. The program, designed to promote the Oakland business community as an accessibility-friendly neighborhood, strives to eliminate the physical and societal barriers that prevent anyone from fully participating in public life.

As a pioneer in the mission for accessibility, OTMA, along with community leaders, organizations and advocates is working toward positive action. Accessible transportation is the one service that makes education, housing, employment, health care, and long-term living possible for persons with disabilities. The campaign advocates for the creation of accessible establishments, raising public awareness of accessibility for people with disabilities, and the transformation of Oakland into a model community that can be replicated throughout the nation. The program takes on additional importance, as 2015 also marks the 25th anniversary of the signing of the Americans with Disabilities Act (ADA).

Oakland for All is a collaboration of OTMA, Oakland Business Improvement District, Oakland Task Force, University of Pittsburgh, UPMC, City of Pittsburgh, Carnegie Museums of Pittsburgh, Carnegie Library of Pittsburgh, Office of PA Senator Jay Costa, Office of U.S. Congressman Mike Doyle and Oakland-based residents and community advocates. www.oaklandforall.org



**Annual Report** FY 2014-2015 'Accessibility,

Placing People

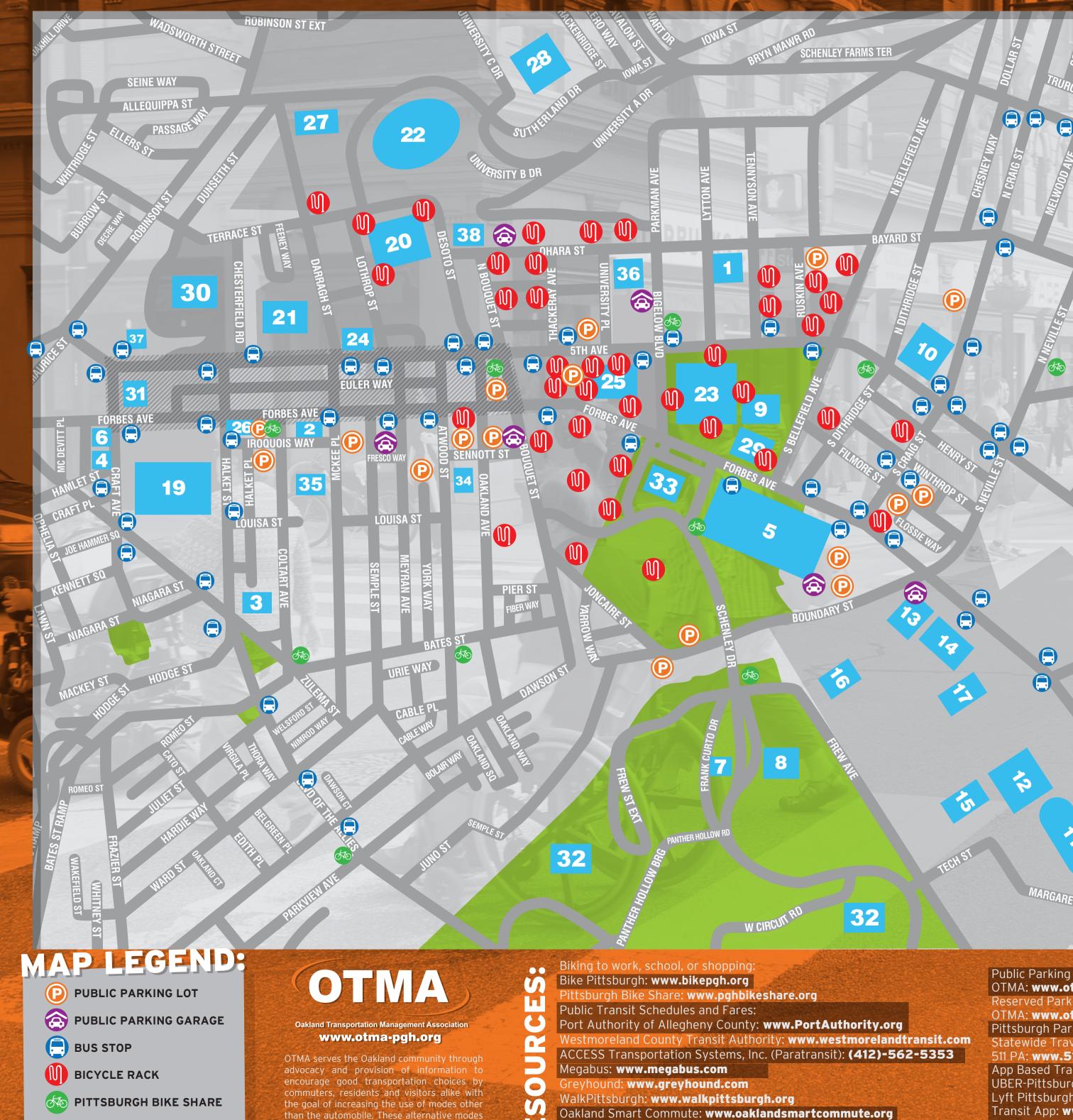
at the Center

Oakland Transportation Management Association

OTMA

 $( \bullet )$ 

# Oakland Multimodal Resources Map



n

Carpool/Vanpool 'Ride matching':

will reduce congestion and improve the quality

of the street environment and therefore the

quality of life in Oakland.

۲

#### Hotels

**U**ILESTER

13,151

- Wyndham Pittsburgh University Center
   Hilton Garden Inn University Place
   Quality Inn Boulevard of the Allies
   Hampton Inn University Center- Hamlet Street

- **Cultural Amenities** 5. Carnegie Museum of Art Carnegie Museum of Natural History Carnegie Music Hall Carnegie Library
- . Pittsburgh Playhouse
- 7. Phipps Conservatory 9. Heinz Chapel
- 10. St. Paul Cathedral 36. Soldiers and Sailors Memorial Hall & Museum

#### CMU

- 11. Gesling Field
  12. University Center
  13. Collaborative Innovation Center
  14. Hamburg Hall
  15. College of Fine Arts
  16. Hammerschlag Hall
  17. Purnell Center for the Arts

### UPMC

- 19. Magee-Women's Hospital of UPMC-Pittsburgh 20. Presbyterian Hospital 21. Montefiore Hospital 35. Family House McKee 38. Western Psychiatric Institute and Clinic 28. VA Pittsburgh Healthcare System

## University of Pittsburgh

- 22. Petersen Events Center
  23. Cathedral of Learning
  24. Bioscience Tower 3
  25. William Pitt Union
  26. Public Safety Building
  27. Fitzgerald Field House
  29. Stephen Foster Memorial

#### **Carlow University**

30. University Commons31. AJ Palumbo Hall of Science & Technology37. St. Agnes Center

**Schenley Park** 8. Schenley Park Visitors Center 32. Schenley Park 33. Schenley Plaza

ОТМА



Southwestern Pennsylvania Commission's CommuteInfo Program: www.commuteinfo.org

۲