



ANNUAL REPORT

Mobility, Keeping
People at the Center

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It's hard to believe that for more than 23 years we have been an active, contributing member of the Oakland community. There is great satisfaction in looking back and seeing how our services continued to grow to better meet the changing transportation demands and behavior for those who work, live, go to school and visit Oakland.

As those behaviors have changed and transportation demand has been redefined to include non-traditional modes and new technology, we are concentrating our efforts to making sure that individuals in Oakland have accessible, reliable and safe mobility options regardless of how they choose to travel. We're doing this in the hopes of taking care of the very people who are the users of our community's transportation network.

We're excited to have had the opportunity this fiscal year to play an active role on various advisory boards for research projects that explored new emerging transportation technologies. Challenges of connected and autonomous vehicles, and growing demand for more multi-modal transportation infrastructure now dominate transportation planning and funding at the local, state and federal level. It's rewarding to see that people are looking to us to bring valuable input to the table.

The WalkPittsburgh program continues to make new strides. Growing participation will undoubtedly help us to accomplish our goal to make Pittsburgh one of America's most walkable cities.

Our Oakland Smart Commute program speaks directly to more and more small business owners to educate and promote the use of alternative commuting for their employees.

Only in its second year, the Oakland For All: Beyond Accessible program, a partnership with the Oakland Business Improvement District and many Oakland institutions, residents, employees and community groups, continues to be impactful through advocacy and education on federal guidelines for accessibility for persons with disabilities.

As we look to the future, we will continue to focus on improving mobility for all. We've completed exhaustive field testing for the Oakland/Downtown/North Shore/North Side Pedestrian Wayfinding System and we're ready to move on to the design phase. OTMA is also looking forward to serving as a strategic partner in the Forbes Avenue Betterment Project, as well as the Joncaire Steps Replacement Project.

None of this would be possible without our board members, who donate their time to make OTMA's vision a reality. I also want to thank our many community partners who have certainly been a contributing factor in the success of the OTMA. The OTMA staff, Mavis Rainey, Executive Director and Jina O'Neill, Program Administrator, have such a wonderful, positive attitude. These two do the work of eight, and with their determination and passion for the Oakland community, we're making an impact in a big way.

I am so proud of everything we've accomplished over the last year, and I look forward to continuing to make Oakland a safe, accessible place for all.

Don Charley

4TH ANNUAL OAKLAND TRANSPORTATION FAIR FEATURED PAUL MACKIE, DIRECTOR OF COMMUNICATIONS WITH MOBILITY LAB



Keynote Speaker, Paul Mackie

On Friday, October 7, 2016, OMTA held its 4th Annual Oakland Transportation Fair at the University of Pittsburgh, Alumni Hall. Sponsored by Traffic21 and University of Pittsburgh, Community and Governmental Relations, the transportation fair — themed “New Technology” — featured eight exhibitors including an autonomous Tesla exhibit, hosted by Star Transportation Group/VETaxi. Over 20 guests had the chance to take a ride in the vehicle.

Attendees heard from keynote speaker, Paul Mackie, Director of Communications with Mobility Lab, a center for research, policy and communications — and transportation options for all. After his time in Pittsburgh, which included going to a Pittsburgh Steelers football game, Mackie wrote an article summarizing his experience in the area. Below are excerpts from the article:

Pittsburgh emerging as a transportation leader, still has work ahead

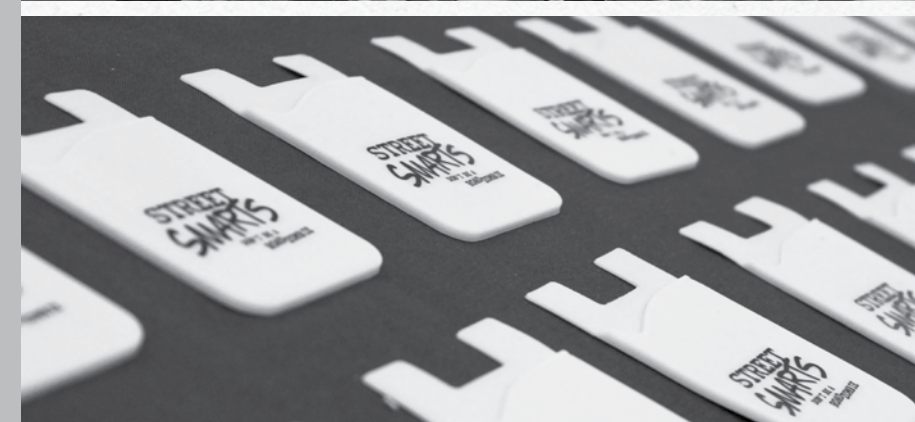
By Paul Mackie - October 11, 2016

“Pittsburgh's time to shine has come. The city has been thrust into the national spotlight, viewed by many transportation leaders as one of the nation's promising blueprints for how cities can finally do transportation well.”

“I spoke at the 4th Annual Oakland Transportation Fair to transportation experts from throughout southwestern Pennsylvania. The fair, at the University of Pittsburgh, had exhibits featuring fascinating tools and products, free rides in an autonomous vehicle, and was organized by the Oakland Transportation Management Association, which is itself directed by one of the city's transportation leaders, Mavis Rainey.”

“It won't happen overnight, but for rebuilding a city that's better for everyone — drivers included — there is a formidable braintrust in place to keep Pittsburgh heading in the right direction.”

To read the full article, visit: www.mobilitylab.org/2016/10/11/pittsburgh-emerging-transportation-leader-still-work-ahead



3RD ANNUAL OAKLAND RAMP CRAWL HOSTED BY OAKLAND FOR ALL: BEYOND ACCESSIBLE



Performance Artist, Bill Shannon

Oakland For All: Beyond Accessible is a program that advocates for accessible establishments, transportation networks (sidewalks, intersections, and public parking) and practices in the Oakland community. Its goal is to raise public awareness for people with disabilities and to transform the Oakland community into an accessibility model that can be replicated throughout the nation.

Oakland For All hosted its 3rd Annual Ramp Crawl on Friday, May 5, 2017. The community event gives participants of all abilities the opportunity to enjoy Oakland's food and beverage venues – all while raising awareness about the importance of accessibility.

This year's Ramp Crawl featured a performance by Bill Shannon, an acclaimed dancer, choreographer and performance artist, who dances on crutches while using a skateboard for mobility. Shannon's street performances explore the sociological implications of the public's reaction to his performed representations of his actual ambiguous disability. In addition to his performance, this year's event featured a Braille activity guide created in partnership with the Western PA School for Blind Children, an American Sign Language interpreter and a digital map created by pathVu.

The event was organized by the Oakland Business Improvement District (OBID) and Oakland Transportation Management Association. The kick-off was hosted by the Pittsburgh Parks Conservatory, an event sponsor, at The Tent at Schenley Plaza. More than 70 participants attended, visiting six participating businesses. The 3rd Annual Oakland Ramp Crawl raised more than \$5,000 (including sponsorships).

Funds raised during the Ramp Crawl are used to provide businesses with professional consulting services to assist in improving their accessibility, as well as the on-going advancement of the Oakland For All: Beyond Accessible initiative.

To learn more about the program and annual event, visit www.oaklandforall.org.



PROGRAM HIGHLIGHTS
from July 1, 2016 to June 30, 2017



Year to Date
1,441 registered participants
172,179,824 total steps
87,627 mi. total distance walked
28,794 kg. carbon dioxide saved
4,381 gal. gas saved

From April 1, 2017 to May 30, 2017 WalkPittsburgh hosted a social media contest. Participants had the chance to win a \$150 Amazon gift card and two free Walk the Burgh Tours. To enter they had to submit their email and follow us on Facebook and Twitter.

www.walkpittsburgh.org **34,262** page views
social media followers **↑14.1%** 46 "tweets" via Twitter 47 posts on Facebook



The Oakland Smart Commute program encourages small business owners in Oakland to promote the use of alternative commuting to their employees for commuting to work.

www.oaklandsmartcommute.org **382** page views



Together, we are opening a pathway to a community without barriers.

www.oaklandforall.org **1,969** page views

OTMA WEBSITE & SOCIAL MEDIA
(FACEBOOK AND TWITTER) STATS
FY 2016-2017

www.otma-pgh.org **18,670** page views

302 informational "tweets" **296** informational posts

Increased social media followers by **9%**

257 email broadcasts

178,770 individual emails sent via Larson

Posts in Oakland Business Improvement District weekly Newsletter **76**

146,000 email broadcasts

PUBLICATIONS



Oakland Shop, Dine & Explore Guide

In partnership with the Oakland Business Improvement District, 30,000 copies of the Oakland Shop, Dine & Explore Guide were printed in August 2016.

Additional Publications

WalkPittsburgh Program Booklet
Ramp Crawl Activity & Directional Guide (also in Braille)
Oakland Forever, A Community Festival Activity and Directional Guide
FY 2015- 2016 Annual Report 'A Conversation with the New Faces of OTMA'
Commuter Resources Magnet

PROJECT MICROSITES

from July 1, 2016 to June 30, 2017

Birmingham Bridge Rehabilitation Project

*project ended in February 2017

www.birmingham.otmapgh.org

7,648 page views

20 project questions received via email and phone

1 project control meeting attended

Greenfield Bridge Project

www.greenfieldbridge.otmapgh.org

18,076 page views

43 project questions received via email and phone

8 project control meetings attended

Bigelow-Baum Boulevard Reconstruction Project

www.bigelow-baumbldv.otmapgh.org

861 page views

Liberty Bridge Rehabilitation Project

39 email broadcasts

132,600 individual emails sent via Mailchimp



COMMUNITY SUPPORT

Oakland Shop, Dine & Explore Guide

10,144 guides distributed

4th Annual Oakland Transportation Fair

225 materials distributed, 75 attendees

Fall 2016 Student Arrival (Pitt, CMU, Chatham)

4 events attended, 2,839 materials distributed

Pitt Safety, Wellness Fair

650 materials distributed

North Hills Chapter – Healthy Kids

575 materials distributed

Carlow University New Campus Banners

Provided letter of support

UPMC Fayette Regional Health System

Community Coordinator: SPC, PennDOT Districts 11 and 12, UPMC, to address Route 21 construction that blocked access to Radiation Center Parking lot for patients/staff

Pitt Campus Safety Walk

Pitt: Police, Staff Association Council, and Student Government. OTMA provided Safety Vests

UPMC Employee Benefit Fairs

2 events attended, 1,086 materials distributed, 173 new registrations

Pushbutton Activated Crosswalk on Baum Boulevard Near UPMC Luna Garage and Hillman Cancer Center

Community Coordinator: PennDOT, City of Pittsburgh, for the consideration to install a similar system in place at the intersection of 14th and Smallman Street in the Strip District

CMU Employee Benefits Fair

1,500 materials distributed, 44 new registrations

New Vanpool Forming: Evans City, Cranberry to Oakland

Outreach partnership with CommuteInfo.org

National Science Foundation Proposal 'Smart and Connected Communities' by CMU

Community Partner, proposal focuses on Pittsburgh neighborhoods of Downtown, Uptown, Hill District, Hazelwood and Oakland to pursue Smart City research

Pitt Safety Fair

500 materials distributed

National Science Foundation Cyber-Physical Systems Program: Building a Smart City (CMU)

Economy and Information Ecosystem to Motivate Pro-Social Transportation Behavior Advisory Board Member, participant in Stakeholder roundtable/ workshops

State Transportation Commission 'Director's Challenge, Your Transportation Story'

OTMA Board Member Jeff Parker's 'Transportation Story' submission assistance on behalf of SPC

NPR “All Tech Considered” radio segment Autonomous Vehicle Trial Operations in Pittsburgh

Mavis Rainey interviewed for segment about the six months of operations testing by UBER, GOOGLE and CMU

Pitt Graduate School of Public Health

300 materials distributed

Oakland Parklet

Pittsburgh's first 'parklet' in former on-street metered parking or loading zone space(s): Meyran/Euler Way Community Partner on the Design for pedestrian accommodations, including accessibility and bicycle parking. Project led by OBID and the City of Pittsburgh.

University of Pittsburgh 2017 Transportation Forum 'Improving the Durability and Extending the Life of Transportation Infrastructure'

TMA research project with 'Identifying Impediments and Solutions to Sidewalk Project Implementation in Pennsylvania' presented

2017 Earth Day with Allegheny County Community and Economic Development

510 materials distributed

National Summit on Urban Design 'Investing in the Intersection of Public Policy, Innovative Technology, and Urban Design to Support Future Mobility'

Summit attendee and participant in Policy Forum workshop. City of Pittsburgh and American Architectural Foundations hosted

3rd Annual Oakland Ramp Crawl

70 attendees, 1,792 materials distributed

2017 Bike-to-Campus Day hosted by Pitt

991 materials distributed, 13 new registrations

2017 Pittsburgh Community Investment Group (PCRG) Community Development Summit

Oakland For All Stakeholder Advisory Committee hosted information table, 426 materials distributed

Transportation Information Resource Education Services (T.I.R.E.S) Transport PGH 2017 Spring Forum

125 materials distributed

Bus Rapid Transit Community Workshop

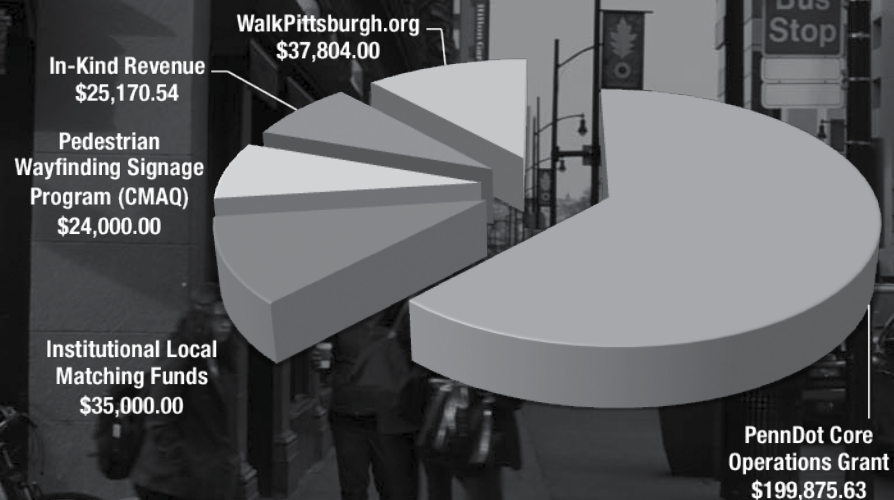
Co-hosted with Oakland Business Improvement District at Carlow University, 25 attendees

2017 ACHIEVA Early Prevention and United Way 'Sensory Exploration' annual picnic with Oakland For All

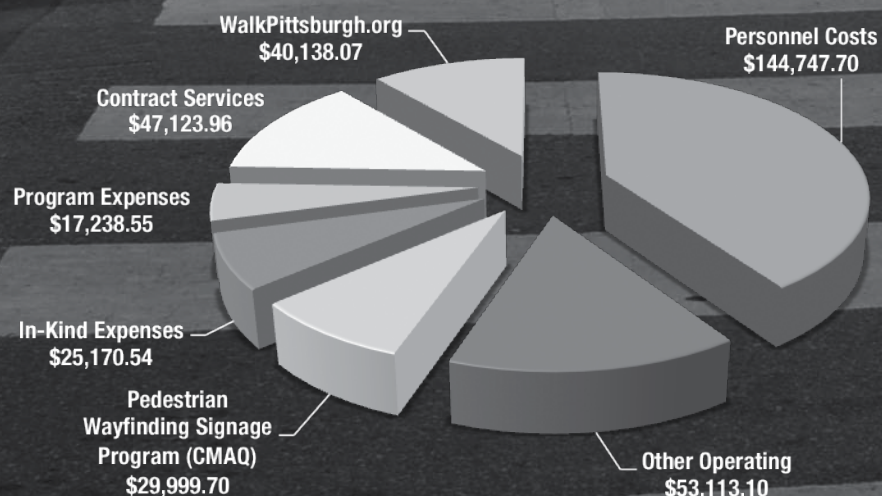
485 materials distributed

FINANCIALS

FY 2016-2017 REVENUE BY CATEGORY



FY 2016-2017 EXPENSES BY CATEGORY



BOARD OF DIRECTORS, EXECUTIVE COMMITTEE MEMBERS

Don Charley, President
 Jeff Parker, Vice President
 Ann Ogoreuc, Treasurer
 Georgia Petropoulos, Secretary

Michael Baker, Member At Large
 Bob Reppe, Member At Large
 Doug Smith, Member At Large
 Kevin Sheehy, Member At Large

BOARD OF DIRECTORS, MEMBERS

Pat Hassett
 Nathan Hart
 Louise Cavanaugh Sciannameo

Cheryl Moon-Sirianni
 Fred Mergner

OTMA Staff for FY 2016-2017

Mavis Rainey, Executive Director
 Jina O'Neill, Program Administrator
 Jim Ruefle, Financial Services Manager-I Accounting Service

OTMA COMMITTEES / MEMBERSHIP PARTICIPATION

Association for Commuter Transportation (ACT)*

- ACT Mid-Atlantic Chapter*
- ACT TMA Council*

Envision Downtown Pittsburgh Advisory Council*

Innovation Oakland (IO) Stakeholder Committee*

Oakland Branding Committee

Oakland Business Improvement District (OBID) Marketing Committee*

Oakland/CMU Forbes Avenue Pedestrian Safety Improvement Project Advisory Committee*

Oakland/Downtown/North Shore/North Side Pedestrian Wayfinding Advisory Committee*

Oakland For All Stakeholder Advisory Committee*

Oakland Task Force (OTF)*

Pennsylvania Public Transportation Association (PPTA)*

Pittsburgh Community Reinvestment Group
 • GoBurgh

Port Authority of Allegheny County Stakeholder Advisory Committee*

Southwestern Pennsylvania Commission (SPC)

- Alliance for Transportation Working in Communities (ATWIC)*
- Active Transportation Forum (Ped/Bike)*
- CommuteInfo Stakeholders Committee*
- Technical Transportation Committee
- Transit Operators Committee*
- Transportation Operations & Safety Committee
- Southwestern Pennsylvania Commission - Commissioner, City of Pittsburgh*

University of Pittsburgh Community Public Relations Committee*

UPMC-Shadyside Hospital Public Relations Committee*

WalkPittsburgh *

Women in Transportation (WTS), Pittsburgh Chapter

* Denotes OTMA membership