

Borough of Pottstown Act 44 Transit Performance Review Action Plan

Actions to Retain and Promote Ridership	PART Action	Estimated Initiation Date	Estimated Completion Date
Resume efforts to develop a targeted marketing strategy as recommended in the 2018 Action Plan.	PART will begin development of a targeted marketing strategy to include advertisements on the infotainment signs both in-vehicle and at the transportation center.	11/1/2023	5/31/2024
Pursue a business relationship with the new hospital in Pottstown as a potential source of new ridership.	The Borough has been in discussions with Pottstown Hospital - Tower Health to provide schedules for distribution. Pottstown Hospital has purchased round-trip bus passes to provide transportation to patients in need. The Borough will discuss the possibility of holding an event at their location to issue bus passes to seniors and the disabled.	9/15/2023	12/31/2023
Update Transit Development Plan (TDP) scenarios to factor post-pandemic travel patterns.	The Borough will seek funding to retain a consultant to update the TDP to factor in post-pandemic travel patterns.	11/1/2023	11/1/2024
Actions to Ensure Long-Term Financial Sustainability	PART Action	Estimated Initiation Date	Estimated Completion Date
Seek out revenue agreements to offset the cost of new or expanded services when negotiating deals with businesses and other public entities.	The Borough does not currently have any plans to offer new or expanded services. However, should a business or public entity be interested in obtaining service, a revenue agreement will be included in negotiations.	10/1/2023	Ongoing
Other Opportunities for Improvement	PART Action	Estimated Initiation Date	Estimated Completion Date
Ensure information reported between NTD and dotGrants is accurate and consistent.	The Borough recently installed the AVAIL ITS system which will streamline NTD reporting and provide for more accurate and consistent information. FY23-24 will be the first year to include the most accurate information from AVAIL. All attempts will be made for the information reported in NTD and dotGrants for FY22-23 to be accurate and consistent.	10/1/2023	6/30/2024
Create a Continuity of Operations Plan (COOP) in the event of any unexpected or unplanned absences to avoid service interruptions.	The Borough will seek sample COOP plans from PPTA and will then develop a COOP for approval by Borough Council.	10/1/2023	12/31/2023
Develop PTASP targets for ADA paratransit and track safety performance metrics.	The Borough is in the process of updating the PTASP at this time to include requirements from FTA. Targets for ADA paratransit and the tracking of safety performance metrics will be included in the update.	10/1/2023	11/30/2023