



airport corridor
transportation association

Annual Report

2023-2024



Letter from the Executive Director

Longevity – a noun meaning long life, long existence, permanence, or durability.

Welcome to a new chapter at the Airport Corridor Transportation Association (ACTA). Though some faces may be new, our mission remains the same: improving air quality and reducing congestion in Pittsburgh's Airport Corridor through innovative transportation solutions and responsible economic development. ACTA's longevity has propelled us over the past **35 years** to become one of Allegheny County's leading transportation resources.

In addition to celebrating ACTA's 35th anniversary, we are also marking the **15th anniversary of our rideACTA shuttle service**. Serving the Airport Corridor since 2009, rideACTA has been providing affordable first- and last-mile commutes at just 25¢ a ride. But rideACTA's impact extends beyond transportation alone; our contributions to cleaner air quality are something we are incredibly proud of. Since its inception, **rideACTA has provided over 850,000 rides and reduced vehicle miles on the road by an amount equal to 120 trips to the moon! Additionally, we've helped ease congestion by taking enough cars off the road to fill every parking space in downtown Pittsburgh 21 times**. We look forward to continuing to support Allegheny County travelers in reaching jobs, schools, medical appointments, and more.

As we look to the new year, we are committed to continuing ACTA's tradition of working with our partners to develop a comprehensive regional transportation system. To our members, thank you for your continued support and belief in our mission.

We would also like to extend special thanks to our funders for their conviction in ACTA's work: PennDOT, Southwestern Pennsylvania Commission, Allegheny County, Findlay Township, Moon Township, and Robinson Township.



Amy Mathieson

Executive Director

15 Years of rideACTA

The rideACTA shuttle service provides affordable last-mile transportation throughout the Airport Corridor for just 25¢ per ride. This convenient service connects employees, residents, and visitors to more than 275 businesses within a 1.5-mile radius of the IKEA Super Stop in Robinson Township.

Launched in 2009, rideACTA was designed as an on-demand shuttle service to improve public transportation access and pedestrian infrastructure across Findlay, Moon, North Fayette, and Robinson Townships. Beyond its community benefits, rideACTA also supports environmental sustainability: since its inception, the shuttle has saved 1.17 million gallons of gasoline, facilitated 856,267 rides, reduced traffic by 428,133 vehicles, and eliminated over 11,458 tons of CO2 emissions. These achievements highlight the program's positive impact on both the environment and the regional economy.

428,133

Less Cars on the Road

122,369

Calls Fielded by Dispatch



11,458

Tons of CO2 Saved

214

Average Weekday
Ridership



15 Years of Impact

**29,113,078
Vehicle
Miles Saved
Since 2009**

**1,169,200
Gallons of
Gas Saved
Since 2009**

**856,267
Total
Ridership
Since 2009**

Over the last 15 years, the rideACTA shuttle has become an essential transportation service in the Airport Corridor, serving over 350 businesses. In 2023 alone, the top ten businesses utilizing rideACTA included major employers such as Walmart, MAC.BID, ConnectiveRx, Courtyard Pittsburgh Airport, Penn Center West, Pittsburgh Airport Marriott, Market District, Homewood Suites, Extra Space Storage, and Valassis. That year, rideACTA recorded **26,494 rides**, taking **13,247 cars off the road** and saving **900,796 vehicle miles**. This resulted in a reduction of **36,177 gallons of gasoline** consumption and **354 tons of CO2 emissions**, reinforcing rideACTA's impact on sustainability and helping to reduce traffic congestion in the region.

**900,796
Vehicle
Miles Saved
in 2023**

**36,177
Gallons of
Gas Saved
in 2023**

**26,494
Total
Ridership
in 2023**

Public Outreach

Acknowledging the significance of traditional marketing, ACTA launched three direct mail campaigns aimed at business owners and potential shuttle users. Understanding the value of rider feedback, ACTA conducted two surveys—both in-person and online—resulting in approximately 30 responses that highlighted concerns regarding the app and service. Emphasizing the need for face-to-face communication, ACTA created New Member Welcome Packets, which included information about the rideACTA shuttle and the benefits of the Employee Fare Program for businesses. The year 2024 marked the 15th anniversary of the shuttle, a milestone celebrated with key stakeholders, community leaders, and member businesses. To conclude the year, ACTA hosted a free community meeting to connect riders with Pittsburgh Regional Transit concerning the redesign of its bus lines.

**Over 800
E- Newsletter
Subscribers**

**270 Traffic
Advisory
Emails Sent
Since 2023**

**329,912
Website
Visitors in
2024**

Community Engagement

In addition to ACTA's digital marketing initiatives this year, we actively sponsored and engaged in various community events. These included the "Touch-A-Truck" event at The Mall at Robinson, hosted by the Robinson Township Library. Our Executive Director, Amy Mathieson, participated in the Pittsburgh North Regional Chamber's Legislative Breakfast as a panelist, discussing mobility and transportation issues in Pittsburgh's suburbs, as well as attending the Legislative Breakfast organized by the Pittsburgh Airport Area Chamber of Commerce. Furthermore, ACTA has committed to a five-year sponsorship of the Moon Parks & Rec Holiday Lights Drive-Thru.



Marketing

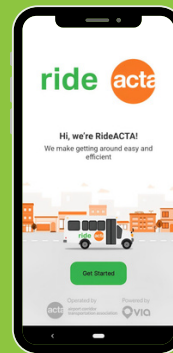
During the Spring, ACTA launched its presence on Facebook, Instagram, and LinkedIn. The content strategy focused on showcasing the environmental benefits of choosing the rideACTA shuttle, highlighting advantages for both riders and businesses, and cross-promoting relevant content from industry leaders like the National Highway Traffic Safety Administration (NHTSA) and PennDOT. Posts were scheduled regularly to align with peak engagement times for each platform, utilizing appropriate tagging and credits to maximize reach, engagement, and impressions.



**15 Days of
Free Rides
Giveaway!**

#rideACTA15

@rideACTA



**Ready to simplify
your commute?**

**Download the
rideACTA app or
call 412.442.4773 to
make a reservation
for your next ride!**



Paid Advertising

In addition to enhancing ACTA's online presence through social media, we also invested in paid advertising to boost visibility and extend our reach. This strategy included paid ads across Meta platforms (Facebook and Instagram), LinkedIn, as well as through the following channels:

- Print advertisement in Allegheny West Magazine
- City Cast Pittsburgh e-newsletter and podcast

ride acta :

**Your Last-Mile
Connection in
Pittsburgh's
Airport Corridor**

Meet the Team

Amy Mathieson

Executive Director

Amy Mathieson began her career at ACTA in 2005 as a Financial Assistant. Over the years, she took on roles as Project Manager and Assistant Director before being appointed Executive Director in 2023. With a strong background in management and marketing, Amy brings extensive skills in project management, grant writing, fundraising, and public relations. Her deep knowledge of the transportation industry fuels her commitment to promoting sustainable transportation solutions for the public. In her spare time, Amy enjoys hosting gatherings, traveling, watching documentaries, and spending quality time with her husband, Steve, and their son, Jack.

James Ruefle

Financial Manager

Jim Ruefle, a long-time Pittsburgh area resident, joined ACTA as the Financial Manager in January 2024 following the retirement of his predecessor in December 2023. With 14 years of experience in financial management across both transportation management associations and nonprofit organizations, Jim brings a wealth of expertise to ACTA. He attributes his proficiency in financial analysis, accounting, and reporting to the invaluable mentorship of professors, supervisors, and board leaders who shared their knowledge and, most importantly, believed in his abilities.

Mollie Crowe

Marketing and Public Outreach Coordinator

Mollie Crowe, originally from Youngstown, Ohio, joined the organization in April 2024, bringing with her 7 years of experience in content marketing strategy, digital storytelling, and community outreach. Known for her creativity and impactful approach, Mollie has a gift for crafting messages that resonate, build connections, and advance organizational goals. Outside of work, Mollie enjoys exploring thrift and antique stores, reading, and capturing life's fleeting moments through photography with her partner Jordan and their three pets.

Board of Directors

Julia Arnone

Allegheny County Airport Authority

Paul Young

Alliance Rx Walgreens Prime

Dennis Cullison

Armstrong Telephone Company

Mary Jo Morandini

Beaver County Transit Authority

Evon Walters

Community College of Allegheny County

Deb Gray

Express Employment Professionals

Wes Kanawalsky

FedEx Ground

Eric Veydt

Gannett Fleming

Rebekah Smith

Homewood Suites PGH Airport

Rochelle Stachel

HRV Conformance Verification Associates, Inc

Cindy Sadauskas

IKEA

Zach Olawski

Mackin Engineering Company

David DiGioia

McMahon Associates, Inc.

Rick Yount

The Mall at Robinson

Jim Katsafanas

Michael Baker International

Scott Brillhart

Township of Moon

Doug Seeley

PennDOT District 11-0

Chris Heck

Pittsburgh Airport Area Chamber of Commerce

Derek Dauphin

Pittsburgh Regional Transit

James Campolongo

Pittsburgh Transportation Group

Ben Bogats

Robert Morris University

Frank Piccolino

Township of Robinson

Robert Dudash

Resident of Robinson Township

Joe Cima

Settlers Ridge

Ernie Diaz

Soffer Organization

Rich Fitzgerald

Southwestern Pennsylvania Commission

Executive Committee

Julia Arnone

Allegheny County Airport Authority

Rich Fitzgerald

Southwestern Pennsylvania Commission

Ben Bogats

Robert Morris University

Jim Katsafanas

Michael Baker International

Scott Brilhart

Township of Moon

Wes Kanawalsky

FedEx Ground

Derek Dauphin

Pittsburgh Regional Transit

Cindy Sadauskas

IKEA

Robert Dudash, P.E.

Resident of Robinson Township

Doug Seeley

PennDOT District 11-0

About ACTA

The Airport Corridor Transportation Association (ACTA) is a nonprofit Transportation Management Association (TMA) dedicated to addressing transportation challenges for individuals, businesses, and communities. Based in Robinson Township, part of Pittsburgh's western suburbs, ACTA serves the business community along the Parkway West, from the western entrance of the Fort Pitt Tunnel through Beaver County. We are one of three TMAs in the Pittsburgh region.

The nation's first TMAs were created in the early 1980s by groups advocating for local transportation issues and saving money through cooperative service delivery. In the late '80s, as construction began on the new terminal to expand services at Pittsburgh International Airport, forward-looking business and local municipality leaders in the Airport Corridor wanted to proactively address anticipated traffic congestion from economic development. This partnership among the Port Authority of Allegheny County, Bayer Corporation, and Allegheny County then expanded to local businesses and other area stakeholders who saw the value of organized transportation management, leading to ACTA's incorporation in 1990.

Today, ACTA is a coalition of private sector businesses and public agencies working together to improve transportation efficiency in Pittsburgh's Airport Corridor. We support and implement programs that expand travel options, foster economic development, reduce congestion, and improve air quality.



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transportation association



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f in @rideacta