

JULY 2009

TAKE ACTION!

GVF Transportation's Monthly Corporate Newsletter

Volume 2, Issue 6

2009 Ozone Action Season Underway!

With the summer season underway, it is important for residents of the Delaware Valley to be aware of Ozone Action season.

Each day during the Ozone Action season, which lasts roughly from Memorial Day through Labor Day, the Clean Air Council lists the ozone forecasts for each region of the state based on predictions made by respective Air Quality Partnerships.

The Air Quality Partnership (AQP) is a public / private coalition dedicated to improving air quality in the Delaware Valley through air quality initiatives and advisories. The Partnership implements the Air Quality Action program to notify the public when air quality is forecast to be unhealthy and to encourage the public to take action to reduce air pollution, especially on Air Quality Action days. The AQP is administered by the Delaware Valley Regional Planning Commission (DVRPC).

The APQ provides particle pollution forecasts all year round. When ozone concentrations are forecast to be in the orange range, sensitive populations should limit strenuous outdoor activities. When ozone levels are predicted to be in the red range, everyone should limit outdoor activity. Particle pollution can also affect indoor air quality. So far in 2009, the Delaware Valley has had two orange range Action Days.

To reduce polluting activities, especially on Air Quality Action Days, take the following actions:

- **Take transit or rideshare. Ride the bus, train, subway or carpool to work or school.**
- **Trip-link. Do all of you errands in one trip.**
- **Don't "top off" your gas tank and refuel at the end of the day. Ozone levels are usually highest in mid**

Air Quality Index (AQI) Values	Levels of Health Concern	Colors
<i>When the AQI is in this range:</i>	<i>...air quality conditions are:</i>	<i>...as symbolized by this color:</i>
0 to 50	Good	Green
51 to 100	Moderate	Yellow
101 to 150	Unhealthy for Sensitive Groups	Orange
151 to 200	Unhealthy	Red
201 to 300	Very Unhealthy	Purple
301 to 500	Hazardous	Maroon

Courtesy of the Environmental Protection Agency

Poor air quality threatens the health of all people, but can be particularly harmful for children, asthmatics, senior citizens and those who exert a lot of physical energy outdoors, such as joggers and other athletes. To take the proper precautions each day, sign up for the free Air Quality Forecast email. These forecasts can help you plan your day to limit outdoor activities during times when air quality is at its worst. If you are interested in receiving this email, please contact Carissa Pleiss at (610) 354-8899 or cpleiss@gvftma.com.



SEPTA ON-TRACK WITH NEW WEB-BASED TOOLS

*Train Data Available On Google Transit
Enhanced Trip Planners & Twitter Alerts To
Follow*

SEPTA has kicked off an exciting new era of customer service, including the launch of schedule information on Google Transit.

Through the popular Google Maps Web site at www.maps.google.com, riders can find schedules for Regional Rail lines, the Broad Street Subway, the Market-Frankford El, Trolley routes and the Norristown High-Speed Line.

“Google Transit will help us introduce SEPTA and the convenience of using public transit when visiting all of the great historical, cultural and recreational destinations in the city and our region,” said SEPTA General Manager Joseph Casey.

Google Maps provides written directions and maps to stations, schedule information and trip directions and the ability to search by landmarks, businesses and other locations. Google Maps will now automatically show SEPTA itineraries as an alternative to driving directions when available. It also provides a link to SEPTA’s Web site, www.septa.org, where riders can find real-time schedules, customized planning tools and fare information.

“The launch of the Google Trip Planner for the SEPTA system is another important step in SEPTA’s efforts to use technology to improve the customer experience,” said Rina Cutler, SEPTA Board Member and Philadelphia’s Deputy Mayor of Transportation and Utilities.

“This is a great tool to help get information out about public transportation in the City of Philadelphia for residents, visitors and tourists,” said City Councilman Curtis Jones Jr., chairmain of the Transportation and Public Utilities Committee. “SEPTA’s partnership with Google Transit helps put Philadelphia on the ‘virtual’ map.

SEPTA, which serves nearly one million riders per day in the Philadelphia area, is the third largest regional public transportation agency in the nation to partner with Google Transit, behind only New York and Chicago. When the massive undertaking to geo-map SEPTA’s 15,000-plus bus stops is completed later this year, SEPTA will become the first transit agency in the U.S. operating all five major modes of transportation to have all of its data available on Google Transit.

GVF Transportation

Web sites:

www.gvftma.com

www.phillytraffic.com

www.localroads.com

www.us202.com

www.422coalition.com

www.smtcoalition.com

www.svtransportation.com

www.midatlanticchapter.com

www.422improvements.com

<http://phillytraffic.blogspot.com>

[http://www.youtube.com/
GVFTransportation](http://www.youtube.com/GVFTransportation)

[https://twitter.com/
US422Coalition](https://twitter.com/US422Coalition)

<http://422coalition.ning.com/>

www.422corridor.com

<http://twitter.com/GVFHenry>

[http://www.flickr.com/photos/
gvf_transportation](http://www.flickr.com/photos/gvf_transportation)

**GVF Transportation
1012 West 8th Avenue**

Suite A

King of Prussia, PA 19406

(610) 354-8899

(610) 768-0626

cpleiss@gvftma.com