



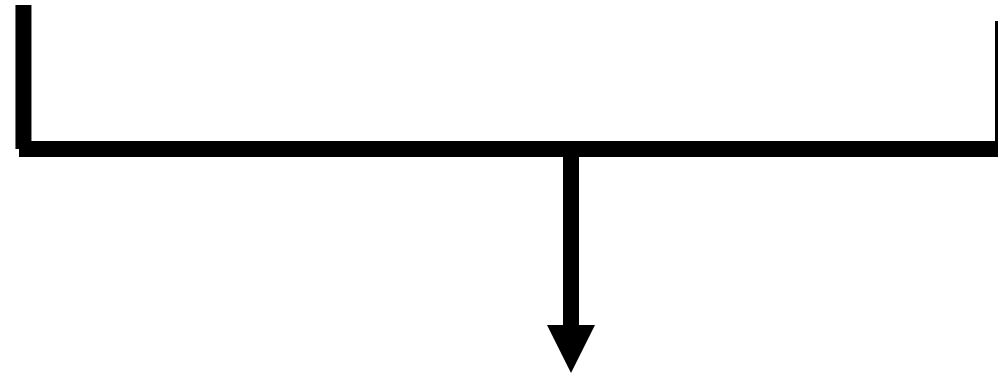
# Microtransit Feasibility Study for Lancaster County

**Lauri P. Ahlskog, AICP**  
**Manager of Transit Planning & Compliance**



**RRTA**

RED ROSE TRANSIT AUTHORITY

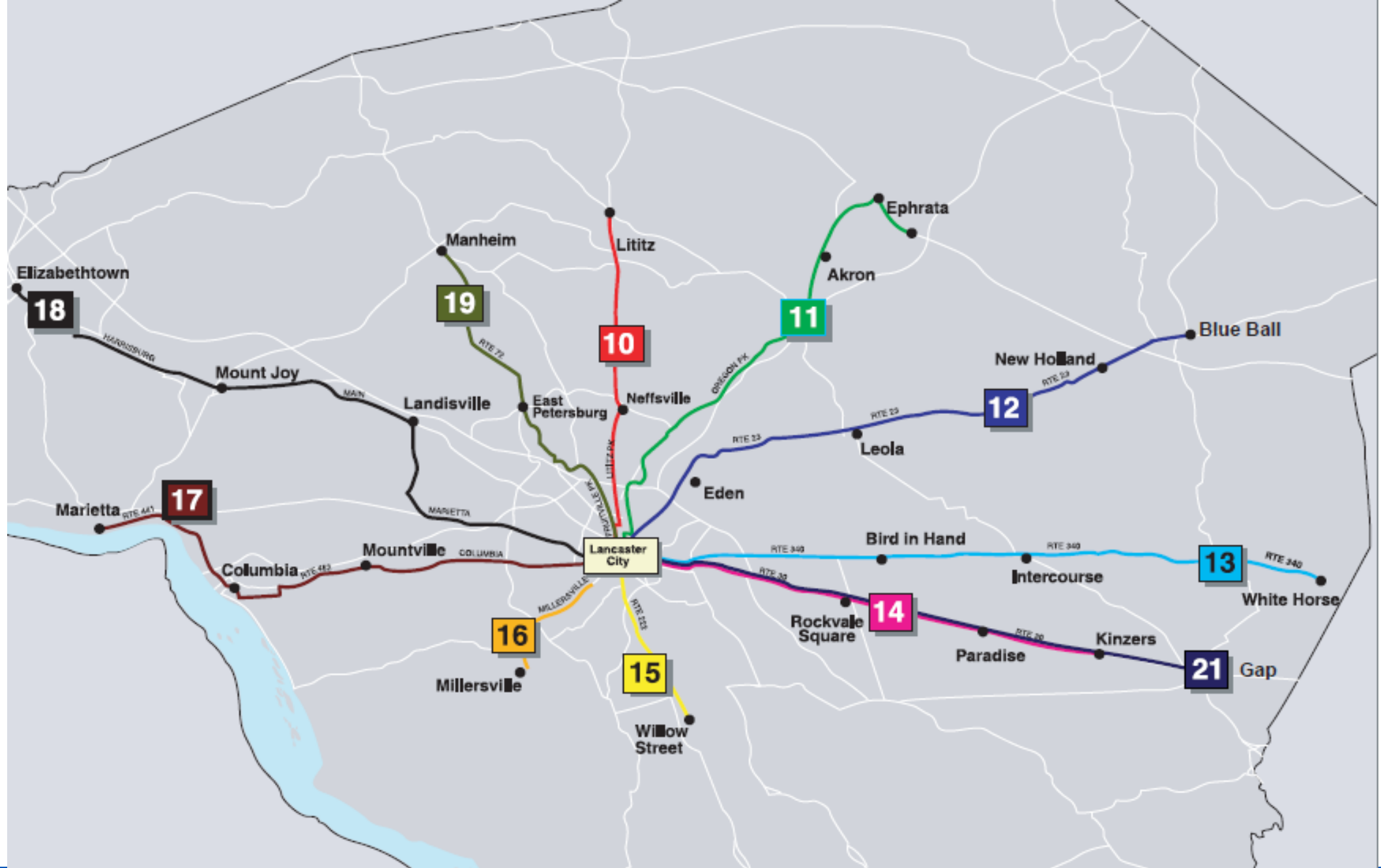


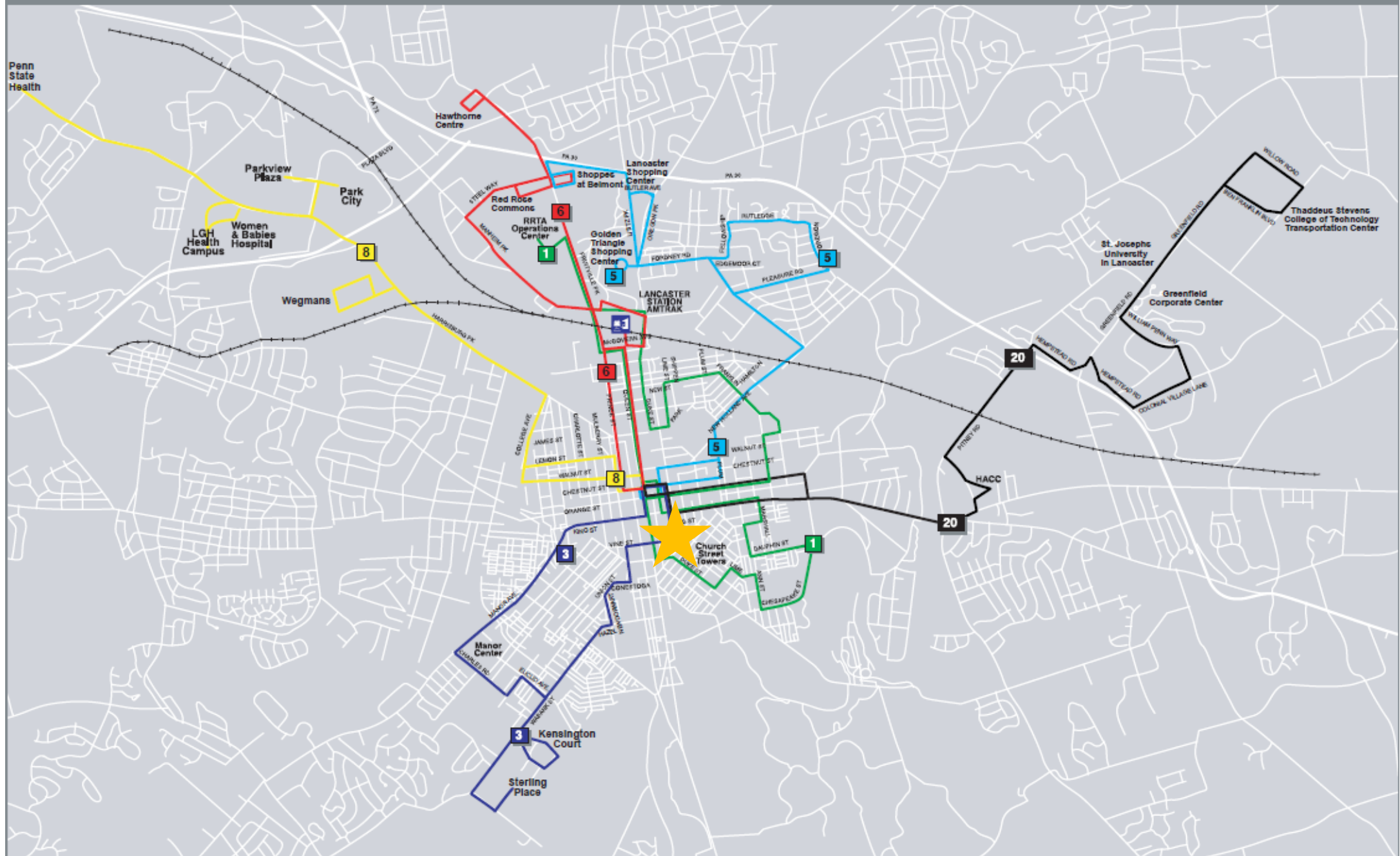
# Two Services Offered:

- Red Rose Transit  
Fixed Route Buses

- Red Rose Access  
Shared Ride







# Track Your Bus with *BusFinder*

**RRTA**  
RED ROSE TRANSIT AUTHORITY

Text Only | Mobile | Download app

Help Center Try myStop®

Full Screen Feedback Bookmark

**CURRENT TIME** 02 : 03 PM

Map Satellite

Wegmans Long's Park Go 'N Bananas Manheim Pike Lititz Pike Harrisburg Ave Lancaster Science Factory Lancaster Marriott at Penn Square Cabalar North Museum of Nature and Science Woodlawn Lancaster Ephrata New Holland White Horse Rockvale Outlets Willow Street Millersville

Number	Name
1	Northeast McCaskey
3	Sterling Place
5	Golden Triangle
6	Hawthorne Centre
8	Park City
10	Lititz
11	Ephrata
12	New Holland
13	White Horse
14	Rockvale Outlets
15	Willow Street
16	Millersville

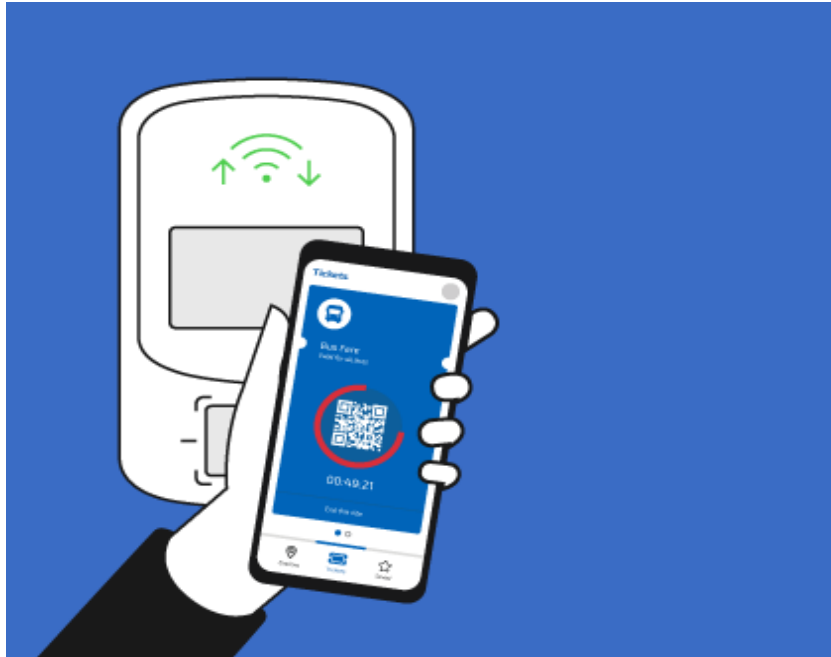
Stops Trip Planner Set Alert Public Service Messages 3

my®

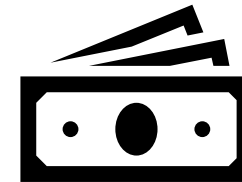
Map data ©

# Mobile Contactless Payment

**RRTAGO**  
**MOBILE**

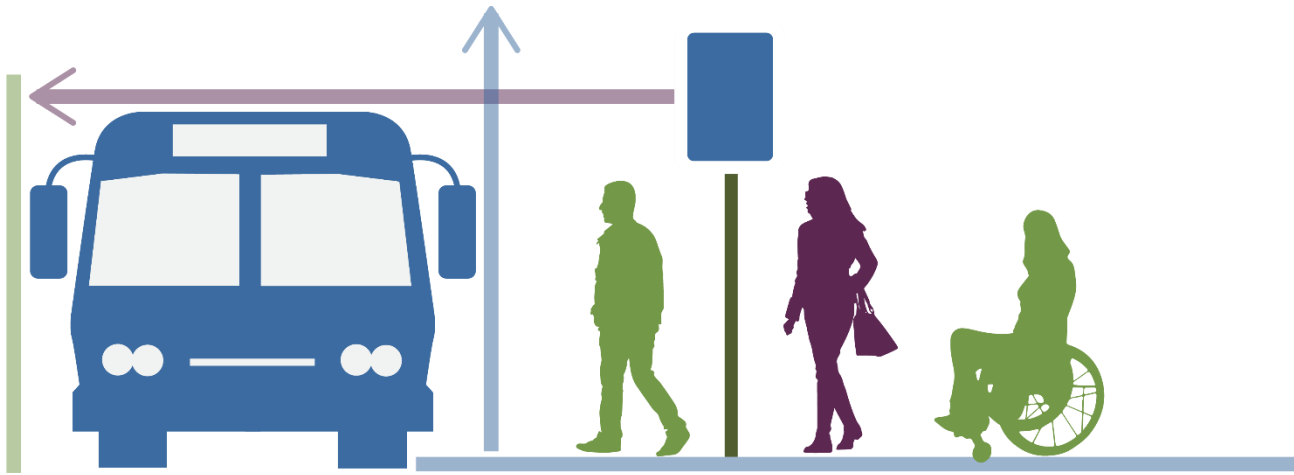


**Smart Card**





[www.redrosetransit.com](http://www.redrosetransit.com)



# Building Better Bus Stops

## Resource Guide



# Resource Guide - Contents



## ▪ [1] Planning and Policy Resources

Appendix A – Model Ordinance

Appendix B – Plan Review Checklist

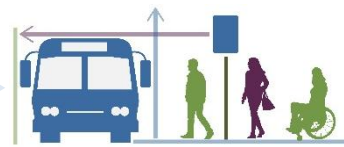


## ▪ [2] Design Resources



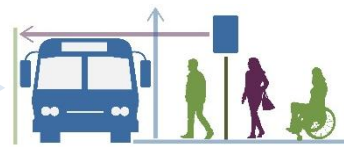
## ▪ [3] Bus Stop Typologies

## ▪ Quick Reference

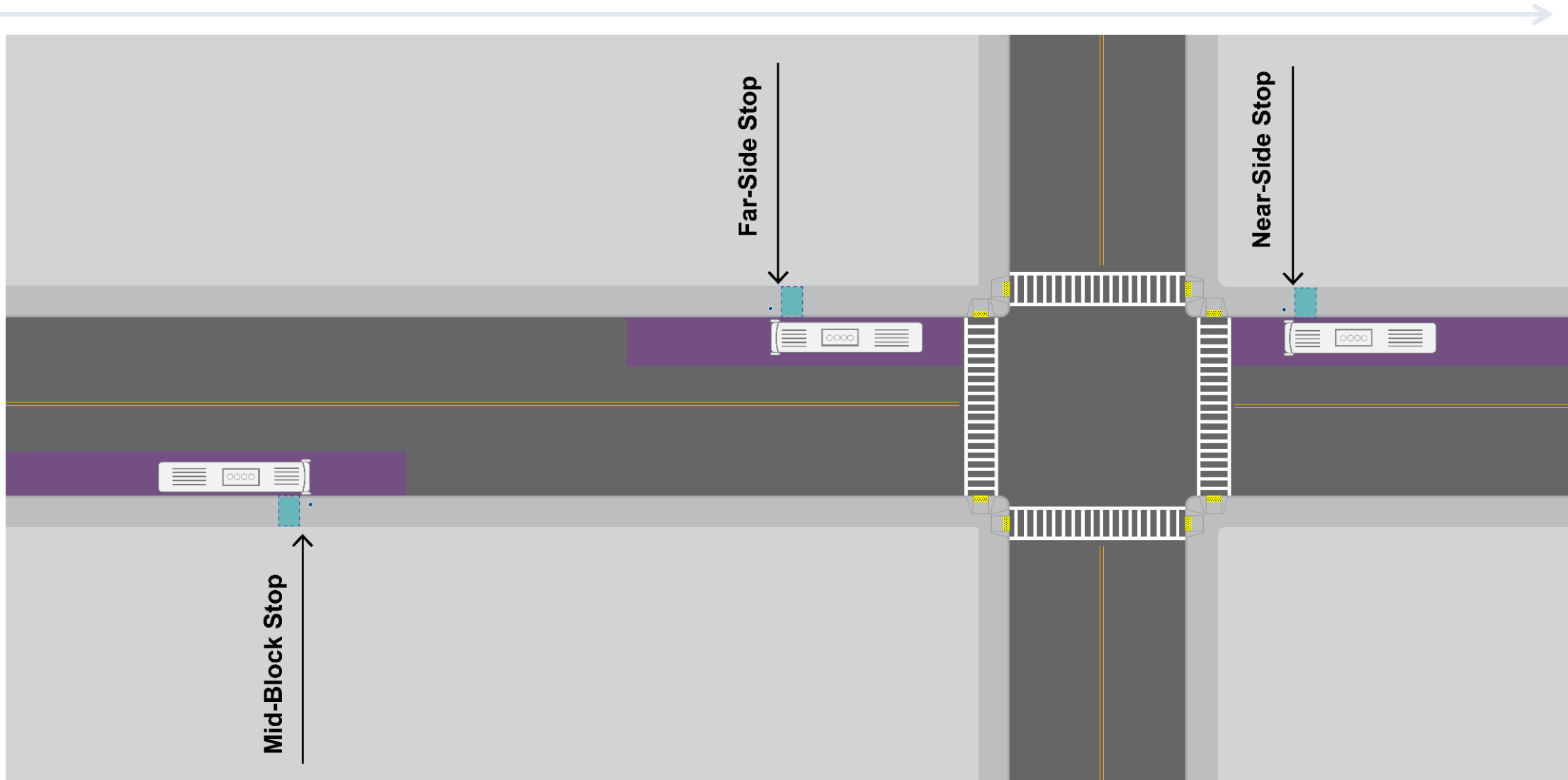


# Opportunities to Incorporate Transit

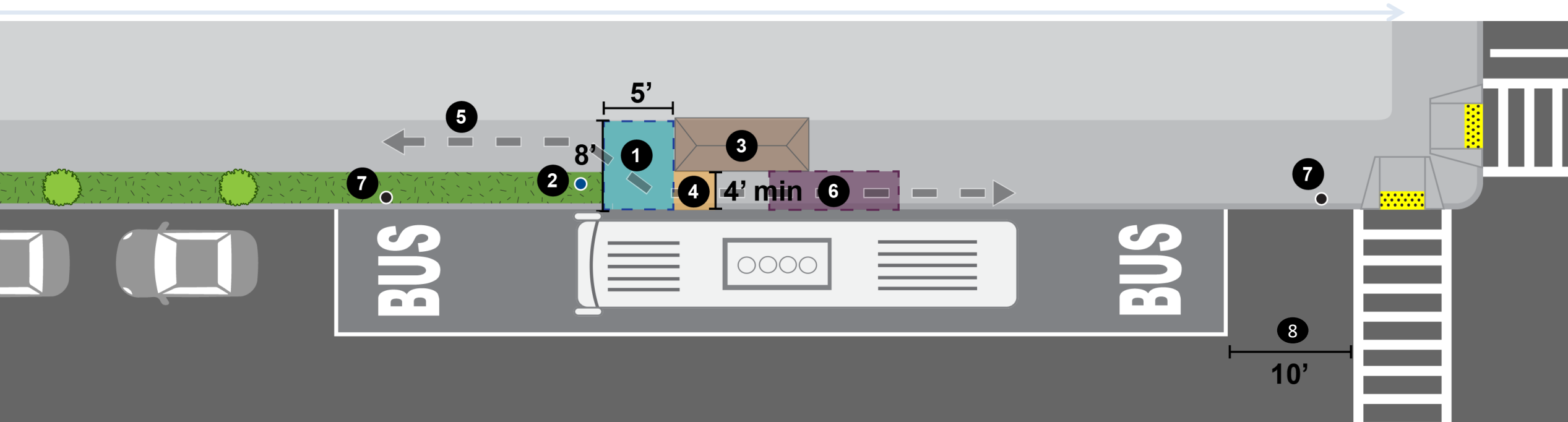
- Comprehensive Plan
  - Zoning Ordinance
  - Subdivision and Land Development Ordinance (SALDO)
  - Official Map and Ordinance
  - Other Planning Documents
- Capital Improvement Plans
  - Economic Development / Revitalization Plans
  - Open Space / Recreation Plans
  - Corridor / Special Area Plans
  - Active Transportation Plans



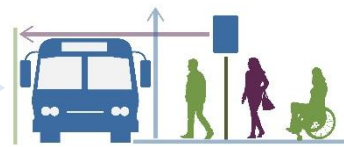
# Bus Stop Placement



# Basic Bus Stop Elements



- 1 ADA Loading Pad
- 2 Informational Signage
- 3 Shelter, Bench, Amenities
- 4 Accessible Route (to shelter)
- 5 Accessible Route (through the stop)
- 6 Clear Zone for Rear Door
- 7 No Parking
- 8 Safety Buffer



# Basic Bus Stop Elements

## 1 ADA Loading Pad



## 2 Informational Signage



## 3 Shelter, Bench, Amenities



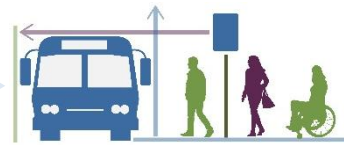
## 4 Accessible Route (to shelter)



## 5 Accessible Route (through the stop)



## 6 Clear Zone for Rear Door



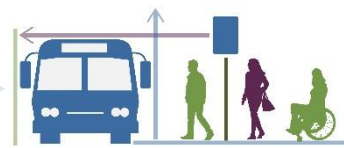
# Permissions, Agreements, and Maintenance

## ■ Rights and permissions

- PennDOT Right-of-Way: Transit Shelter Right-of-Way Placement Agreement
- Municipal Right-of-Way
- Private Property: Open to public

## ■ Routine and Ongoing Maintenance

- Emptying trash
- Replacing signs
- Cleaning shelters
- Removing graffiti
- Seasonal maintenance



# Microtransit Feasibility Study

PREPARED BY:

Kimley»»Horn

# What is Microtransit?

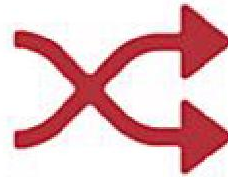
**ON-DEMAND**



**TECHNOLOGY  
-ENABLED**



**FLEXIBLE**

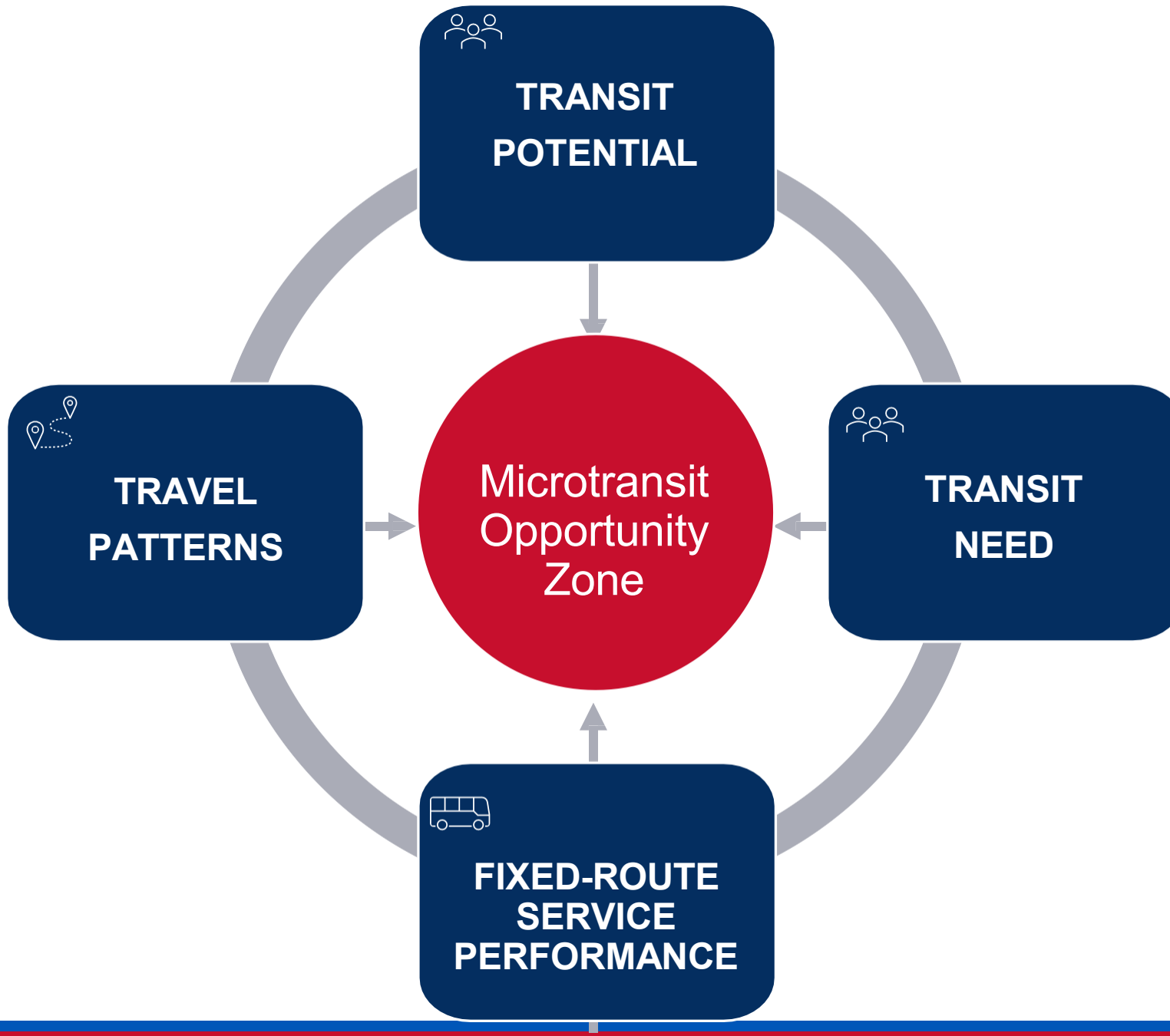


**ZONE OR  
DESIGNATED  
STOPS**



**SHARED  
VEHICLE**





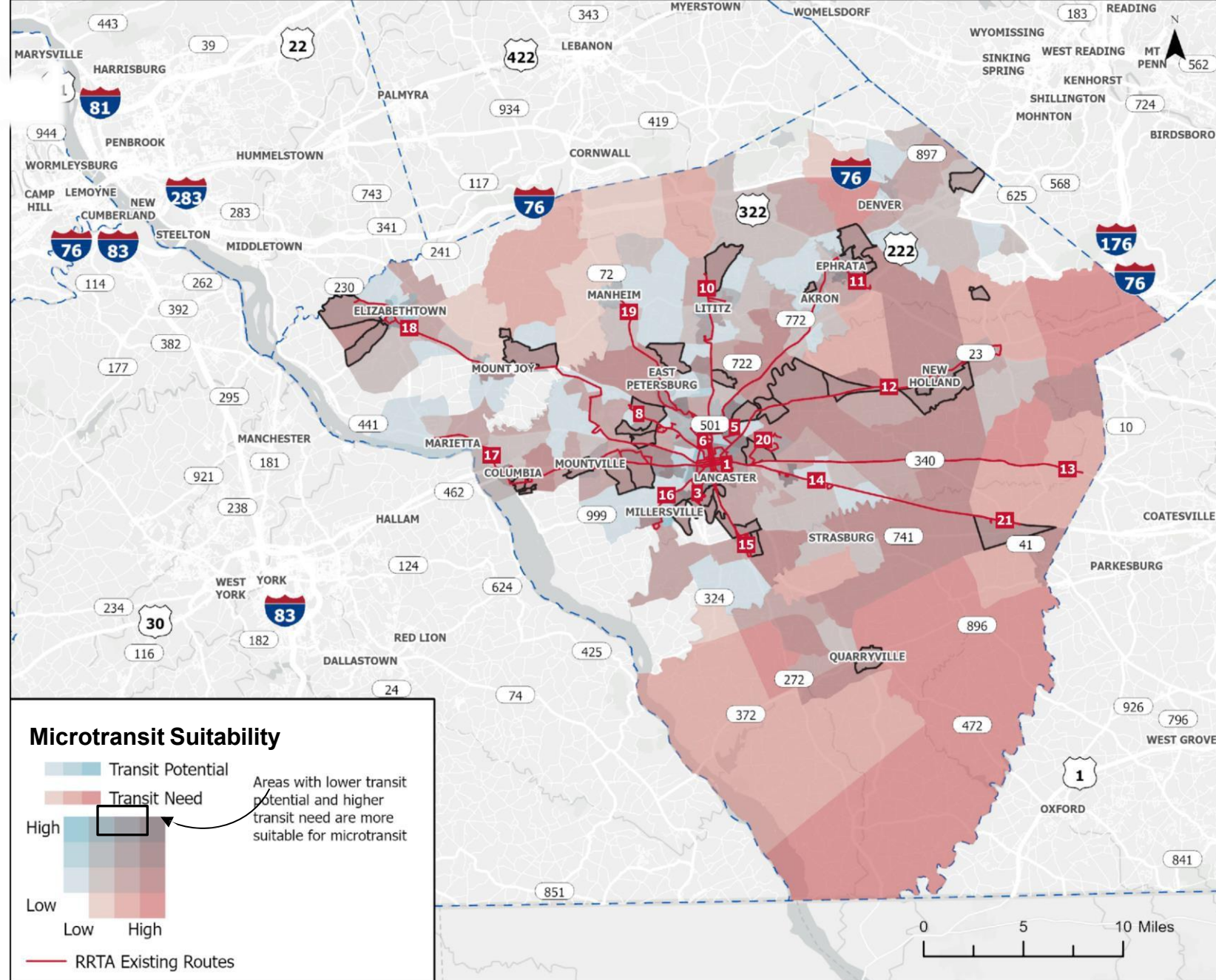


# Transit Potential and Need

Microtransit suitability was defined by identifying areas with:

- Low-moderate transit potential
- Moderate-high to high transit need

These represent areas that do not have the density to support high-performing fixed route service, but have population that may depend on public transit



# Overall Evaluation Approach

Perform Round 1 screening: high-level evaluation of 13 opportunity zones

Advance priority zones from Round 1 screening (plus two wider-area zones given Steering Committee feedback); all other zones are screened out

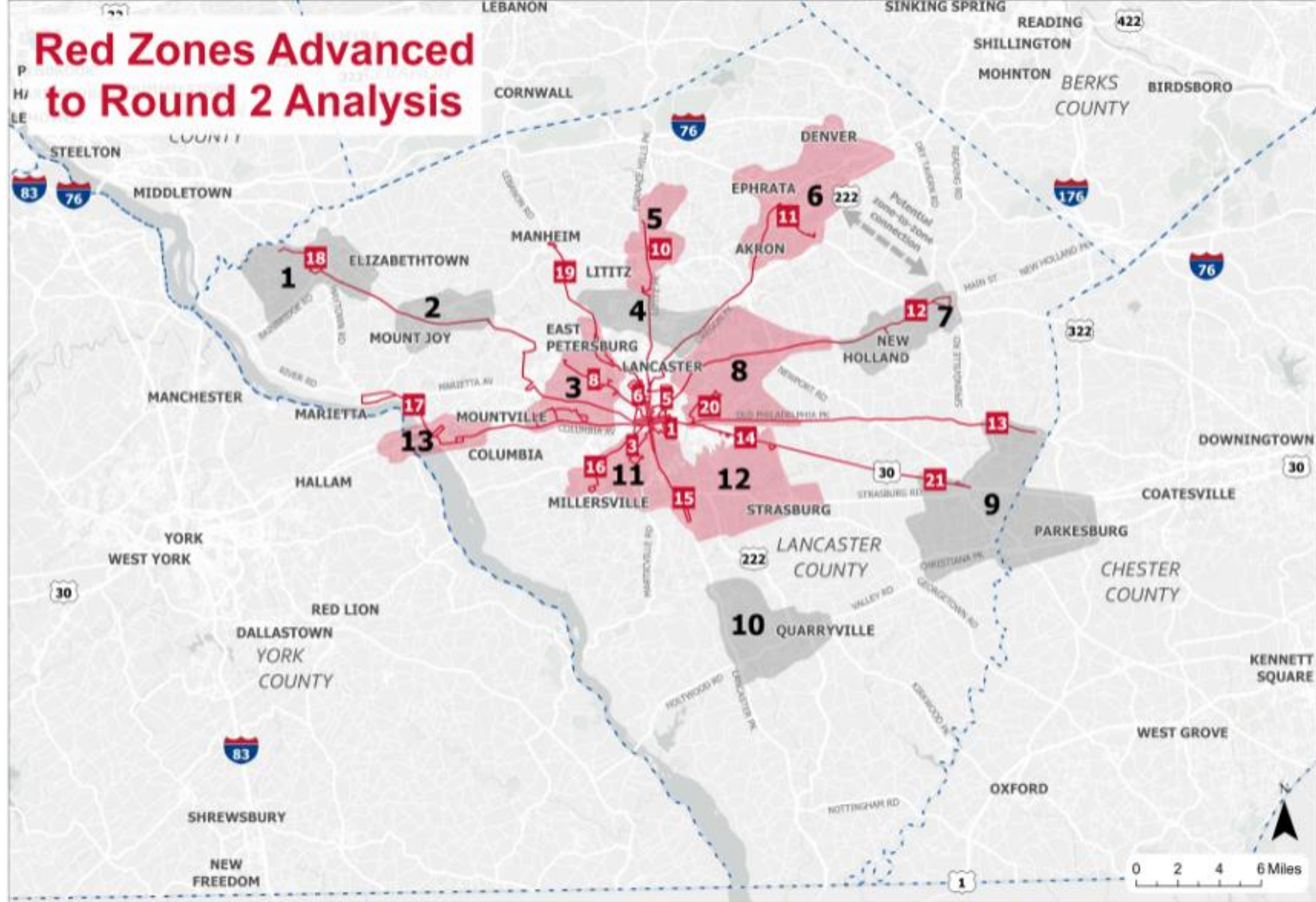
Refine zone boundaries using feedback from public

Develop service plans and simulate scenarios

Perform Round 2 evaluation and final prioritization



# Red Zones Advanced to Round 2 Analysis



# Recommended Zones



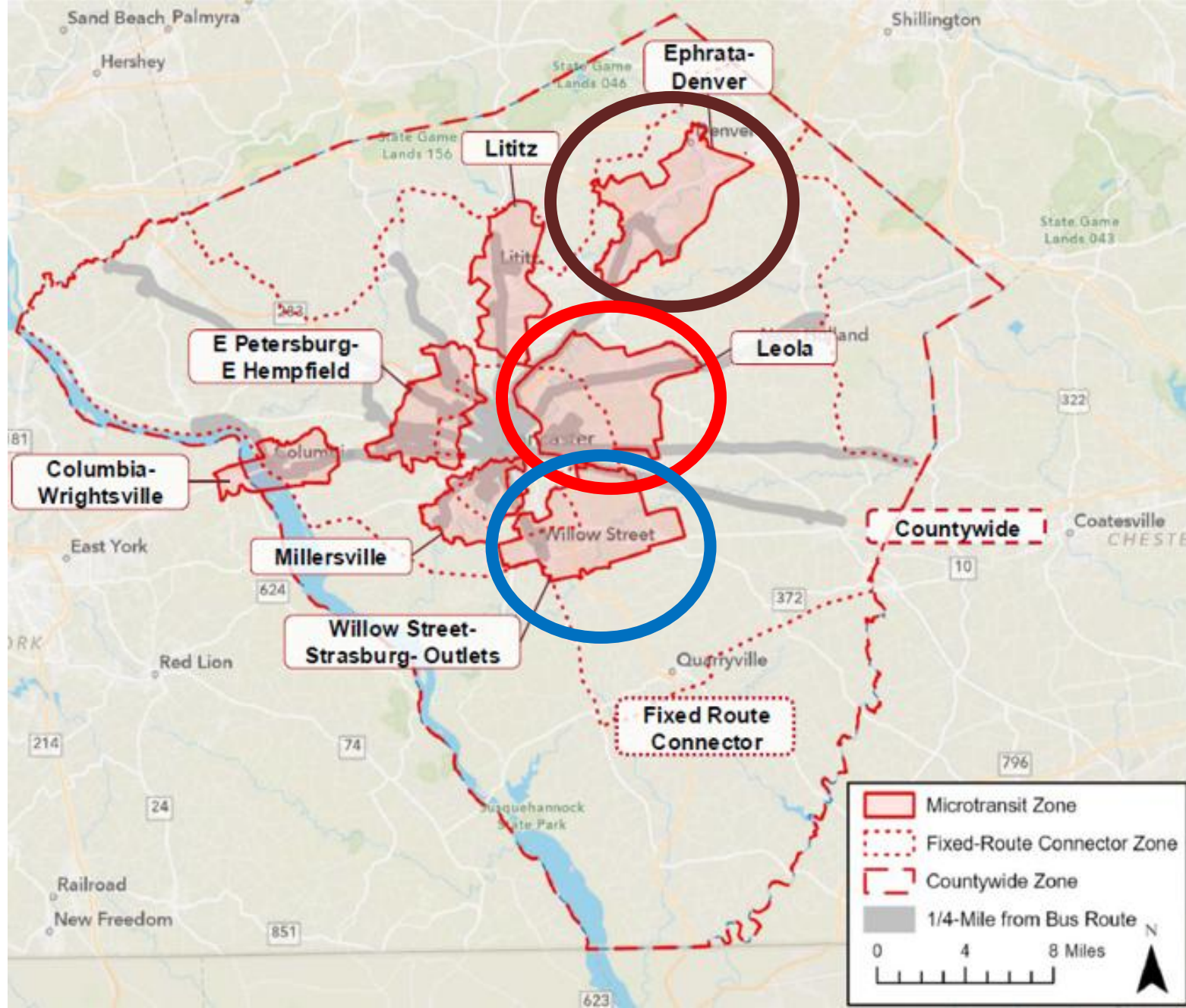
**Leola**



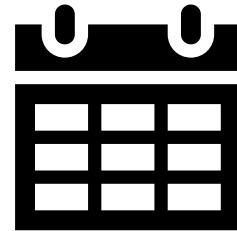
**Willow Street-Strasburg-Outlets**



**Ephrata-Denver**



# Pilot Service



# Performance Measures

## PRIMARY MEASURES

- Passengers per Revenue Vehicle-Hour\*
- Operating Cost per Passenger Trip\*
- Farebox Recovery Ratio
- Average Daily and Monthly Ridership
- Average Wait Time
- Ridesharing Percentage
- Average Customer Trip Rating
- Operating Cost per Revenue Vehicle-Hour\*
- Operating Revenue per Revenue Vehicle-Hour\*

## SECONDARY MEASURES

- Passengers by Time of Day
- Number of Unique Rider Accounts
- Number of Repeat Customers
- ADA Trips
- Booking Method
- Number of No-Shows
- Top Origin and Destinations

# Thank you

Lauri Ahlskog, AICP  
South Central Transit Authority  
Manager of Transit Planning & Compliance  
lahlskog@sctapa.com  
717.947.7294



[www.sctapa.com](http://www.sctapa.com)