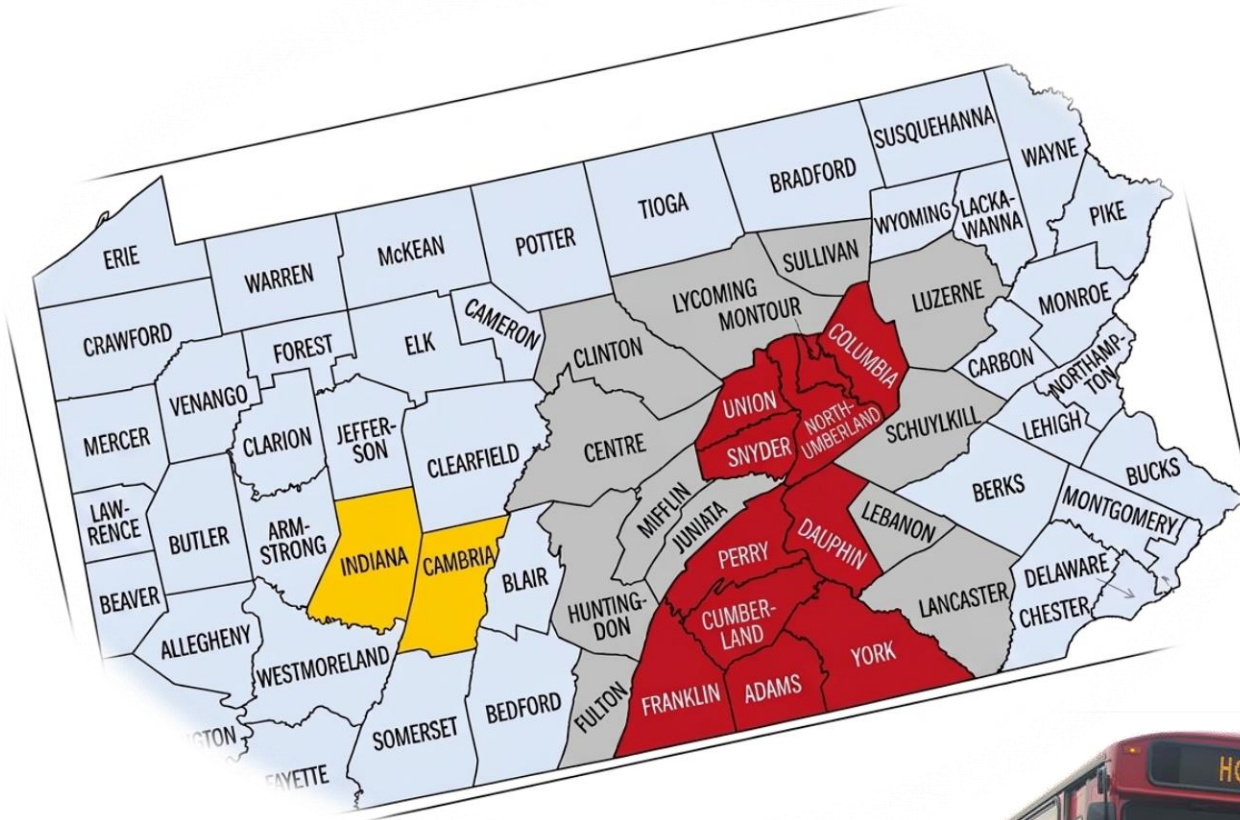




High Intensity Mobility Corridor (HIMC) Study: A Framework for Integrating Infrastructure and Transit Service Planning

Presented by David Juba, Planning Manager

rabbittransit Services & Service Area

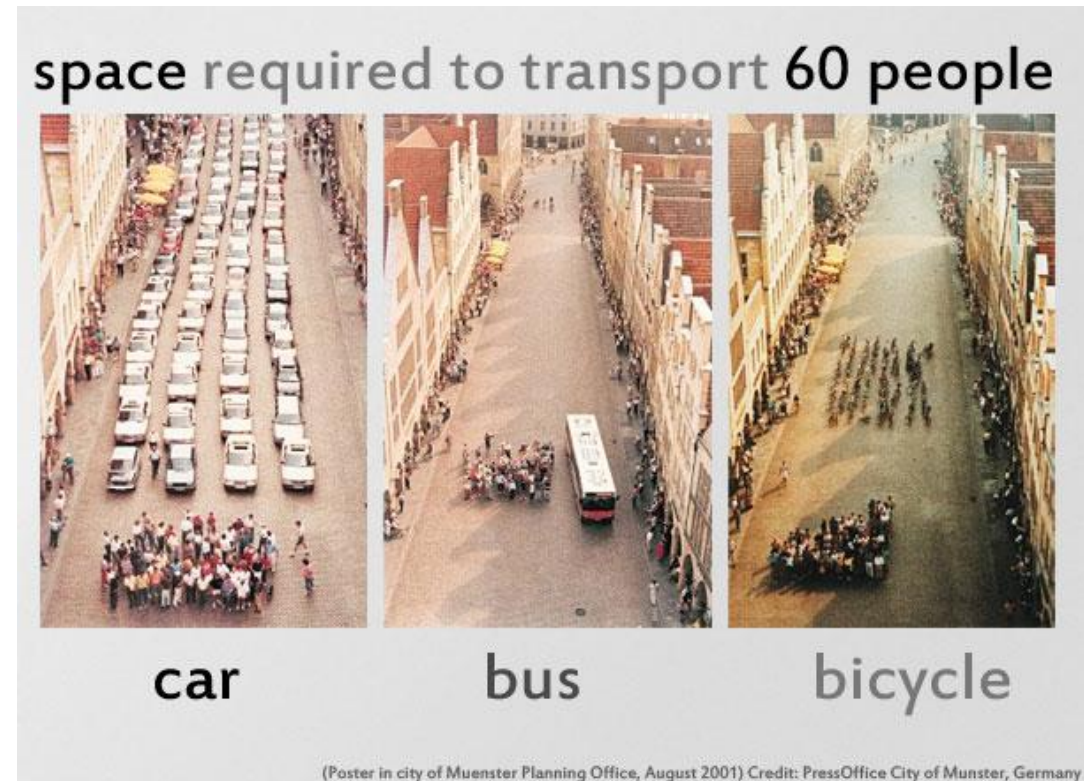


- Services range from **fixed route**, **commuter bus**, shared ride, microtransit, vanpool, etc.
- Operate in or administer programs in Adams, Cambria, Columbia, Cumberland, Dauphin, Franklin, Indiana, Montour, Northumberland, Perry, Snyder, Union and York Counties.



Fixed Route Service 101

- Traditional bus transit service model.
- Predefined route, schedule, and stops.
- Strengths: Efficient, predictable, cost-effective.
- Weaknesses: Inflexible, Infrastructure-dependent, travel time comparability.



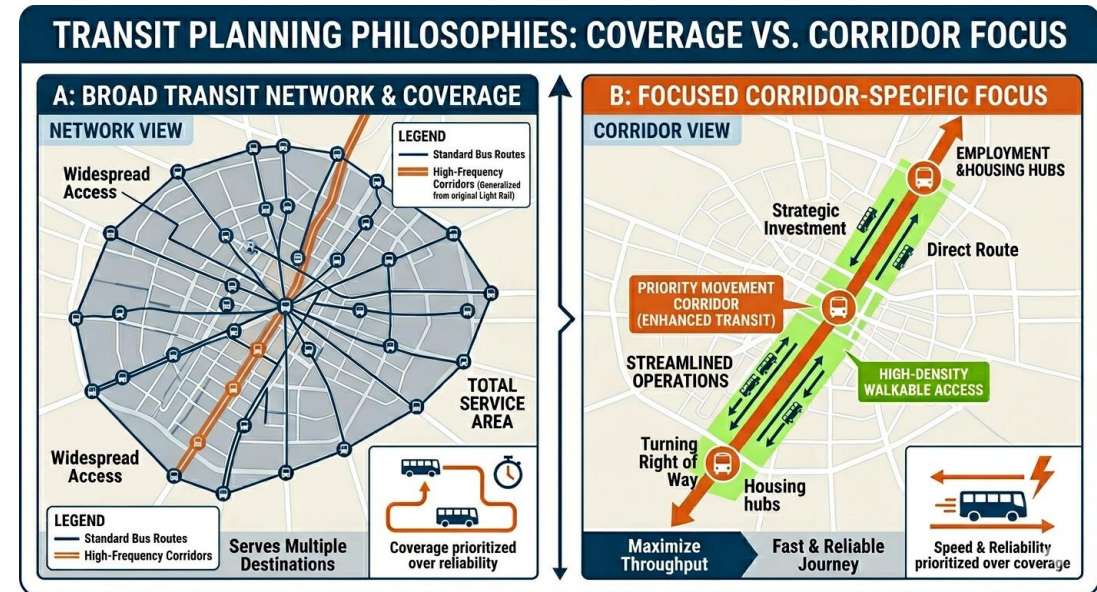
What are challenges for rabbit's fixed route?

- Perceived as restrictive, complex to use, and unreliable.
- Infrastructure improvement relies heavily on elements outside of Agency control.
- Community needs are shifting faster than service.
 - Digital solutions, industrial sprawl, modern work shifts



How is rabbit approaching these challenges?

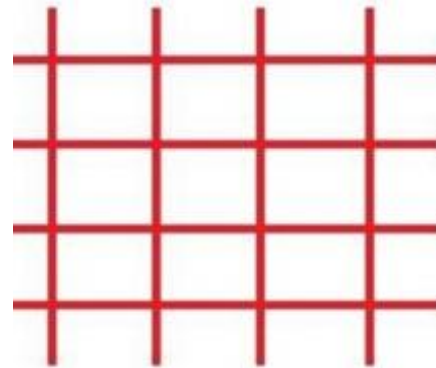
- High Intensity Mobility Corridors concept.
- Identifies a backbone or a “core” to build out.
- Strategic, corridor targeting model.
- Shifts investment focus toward daily need and utilization cases.
- Combines service improvement and infrastructure planning with local planning (public/private).



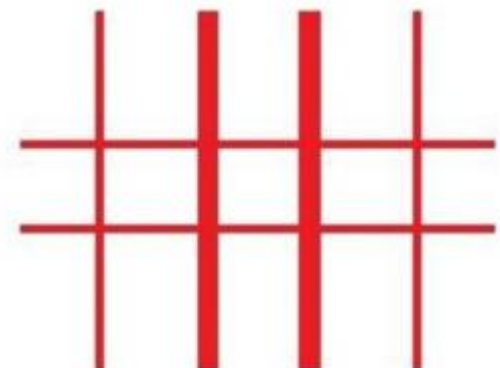
What should the HIMC solve?

- Improve reliability, connectivity, and quality of service where demand is most present.
- Intertwine management of service and amenity distribution with Agency long-term goals.
- Inform strategy for stakeholder engagement and transit supportive design.
- Expand service resilience with focus on rider trust.
 - Frequency is freedom!

COVERAGE SCENARIO



FREQUENCY SCENARIO

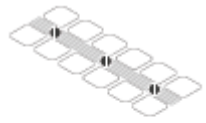


The HIMC Approach


- ✓ Identify the goal or purpose of the project.
 - ✓ Evaluate models and approaches to accomplish.
 - ✓ Identify the service and infrastructure expectations of community.
 - ✓ Identify corridors of interest for evaluation.
 - ✓ Solicit public feedback on alignment and design.
 - ✓ Re-engage stakeholders to prioritize corridors.
-
- ✓ **Price out improvement plan along target corridors.**
 - ✓ **Foster partnerships and buy-in for target corridors.**
 - ✓ Gather financial resources to proceed.
 - ✓ Implement select pilot corridor improvements.
 - ✓ Evaluate success, modify process, and repeat.

System Characteristics

- Route Structure
- Frequency
- Stop Spacing
- Bus Stop Amenities
- Passenger Information
- Fare Collection
- Board and Alighting
- Branding
- Transit Roadway Priority

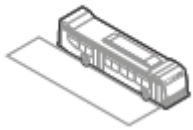


Transit signal priority

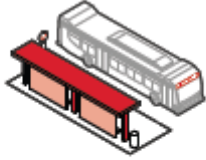


Single route within corridor; continues out of corridor with less service

Single route: covers corridor with other routes that use part of corridor



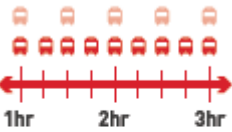
Standard bus



Bus looks like current bus


Distinctive route number or name

Branding at bus stops



1hr 2hr 3hr


15 min peak/ 30 off-peak



Sign

Map/schedule info

Station name



Pad

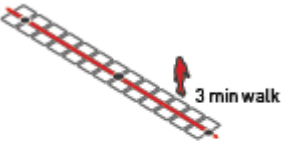
Sign

Bench

Shelter


Bike rack

Lighting



3 min walk

Quarter Mile: Up to 3 minutes walking distance



Pay driver

Corridor Identification

- Generated via several inputs:
 - Agency Service Data
 - Municipal Stakeholder
 - Public feedback
 - Demographic data
 - Major generators
 - Employment, medical, grocery, commercial, recreational, etc.
- Multimodal connections



Priority Corridor Selection

- Synthesis of metrics and public feedback.
- Categorized identified corridors into four quadrants.
- For decision points for top corridors between equivalent options, anticipated stakeholder support was used as a tie breaker.



**(1) Higher Public Feedback
Higher Metrics**

**(3) Lower Public Feedback
Higher Metrics**

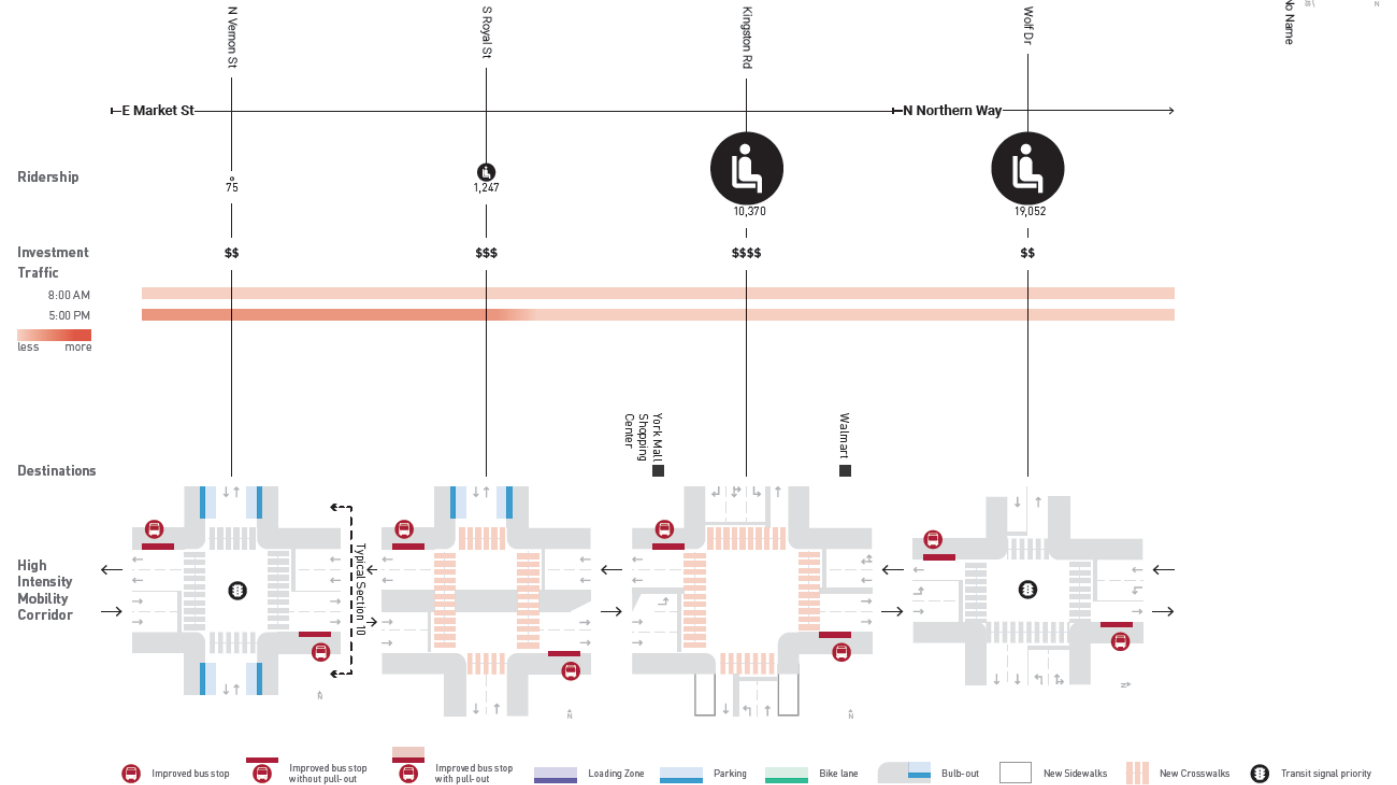
**(2) Higher Public Feedback
Lower Metrics**

**(4) Lower Public Feedback
Lower Metrics**



York Transfer Center to East York Walmart

Priority Intersections: Philadelphia St and W King St - Duke St - Lincoln Hwy - E Market St
Proposed Frequency: Every 15 minutes on peak, 30 minutes off-peak



PHILADELPHIA ST
MARKET ST
No Name

Next Steps

- Preparing a Scope of Work for Phase 3 – Needs Assessment
- Timeline TBD, targeting early 2027 for contracting opportunity

Thank you!

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