


RRTA TRANSIT DEVELOPMENT PLAN

Public Meeting Presentation – January 2023

TDP '23
A TRANSIT DEVELOPMENT PLAN FOR BARTA AND RRTA

SCTA SOUTH CENTRAL TRANSIT AUTHORITY

RRTA
RED ROSE TRANSIT AUTHORITY

AGENDA

- Introductions
- Project Background
- Market Analysis
- Service Analysis
- Stakeholder Engagement
- Next Steps

PROJECT BACKGROUND

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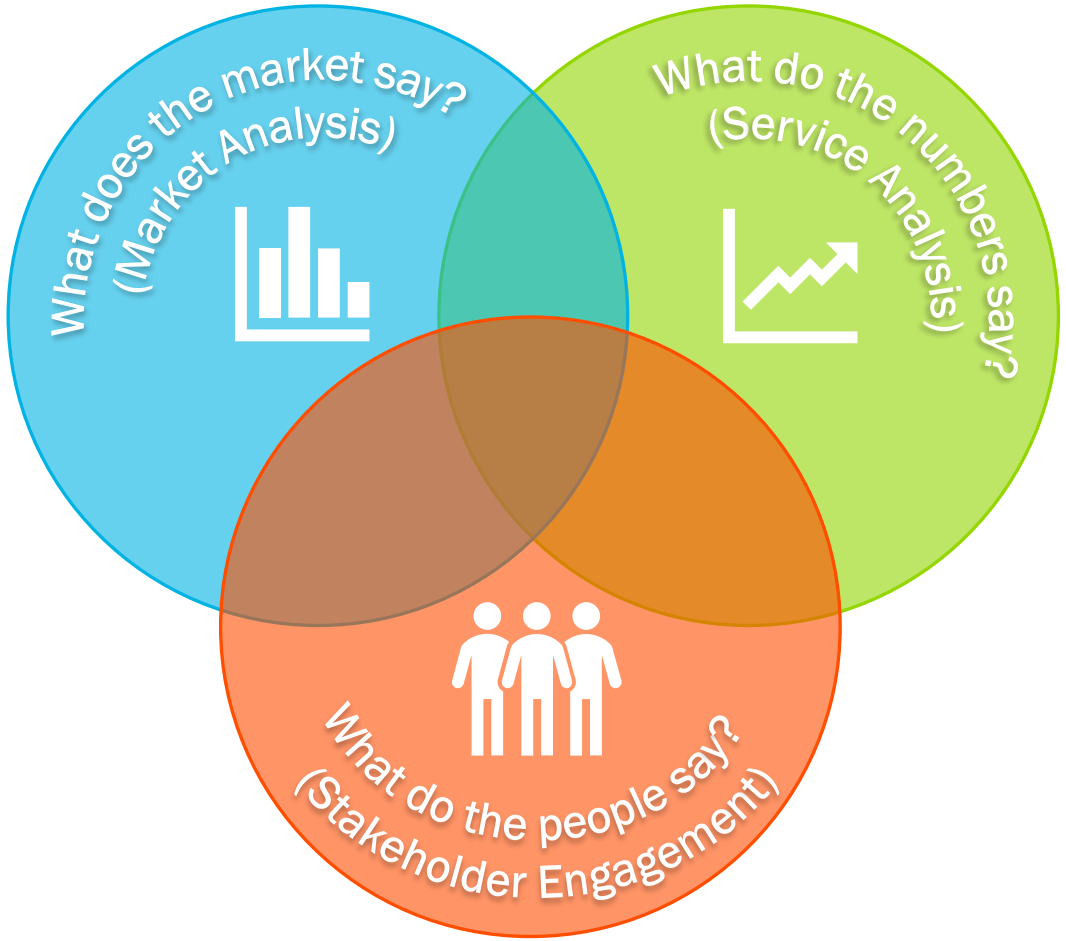
- SCTA oversees the operation of fixed-route and demand response service in Lancaster and Berks Counties.
  - *BARTA operates 19 fixed-routes and ADA paratransit service in Berks County*
  - *RRTA operates 20 fixed-routes and ADA paratransit service in Lancaster County*
- BARTA and RRTA operate as separate agencies but since 2015, administrative, management, and planning functions have been consolidated under SCTA.
- 2018 was the first time a joint Transit Development Plan was done by both agencies
  - *Implementation of recommendations was paused due to COVID-19 pandemic*
- As the region emerges from the pandemic, this project is an opportunity to reassess the effectiveness of current services in meeting the mobility needs of a changing community

PROJECT GOALS

- Analyze the existing RRTA system to identify strengths, weaknesses, and opportunities for service improvement and/or expansion.

- Develop service improvement recommendations.
  - Increase ridership by serving existing passengers better and attracting new riders
  - Improve over-all system efficiency
  - Consider new service models and innovative approaches to service delivery

PROJECT APPROACH

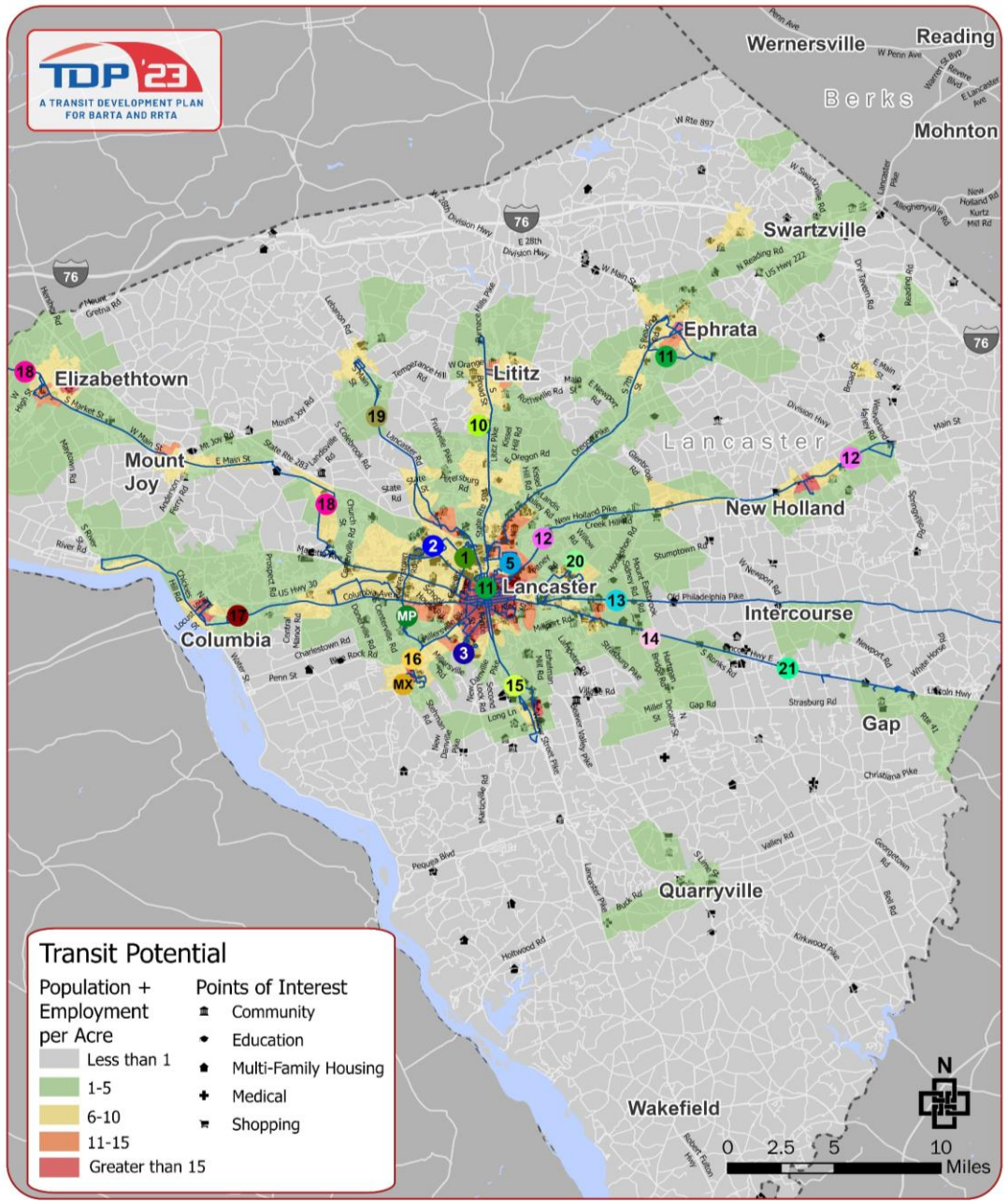


MARKET ANALYSIS

TRANSIT POTENTIAL

- Transit service is generally most efficient in areas with high concentrations of people and jobs.

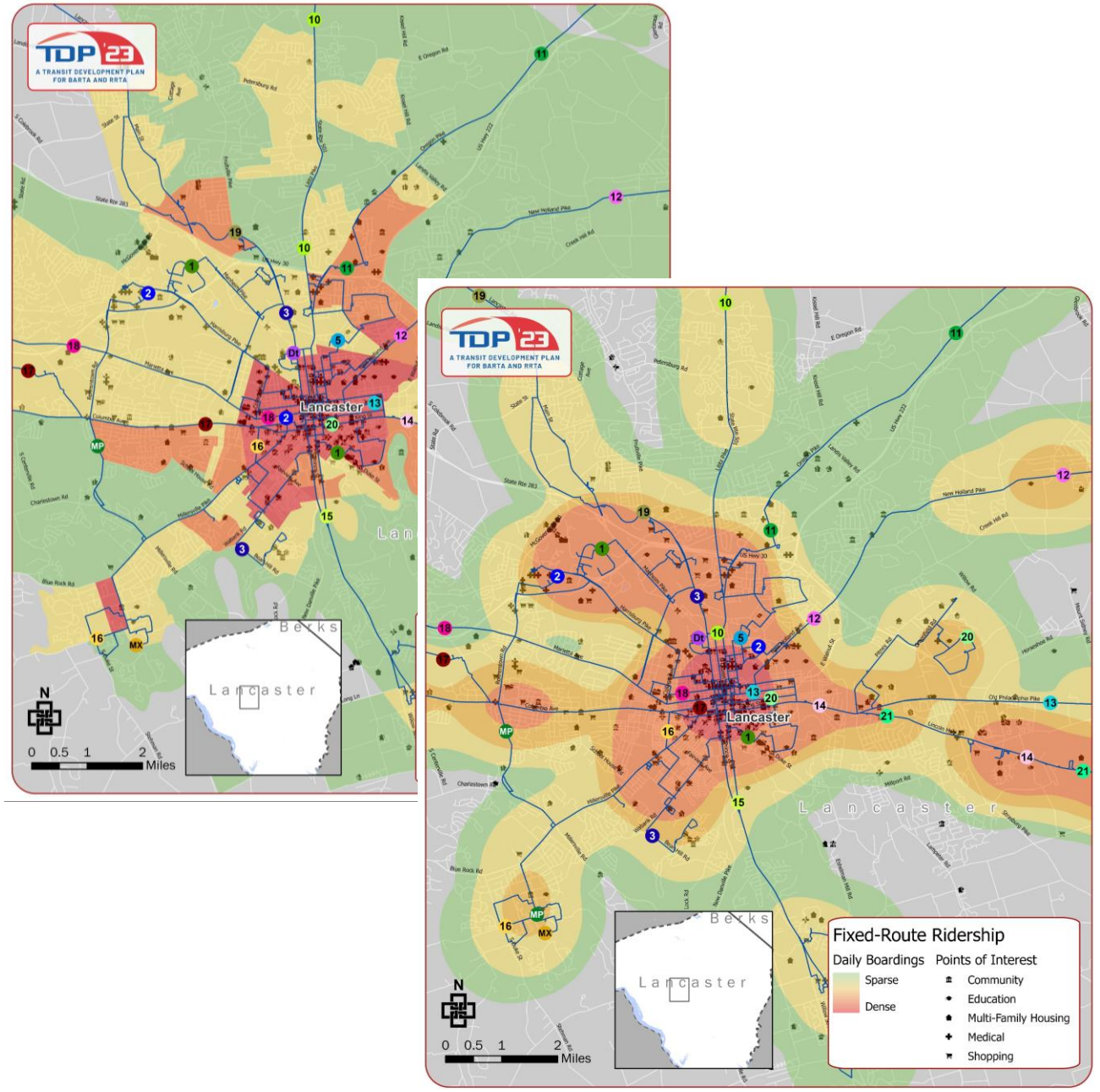
- The Transit Potential Index is a composite of the population and employment density of an area and is an indicator of the viability of fixed-route service in that area.



TRANSIT POTENTIAL

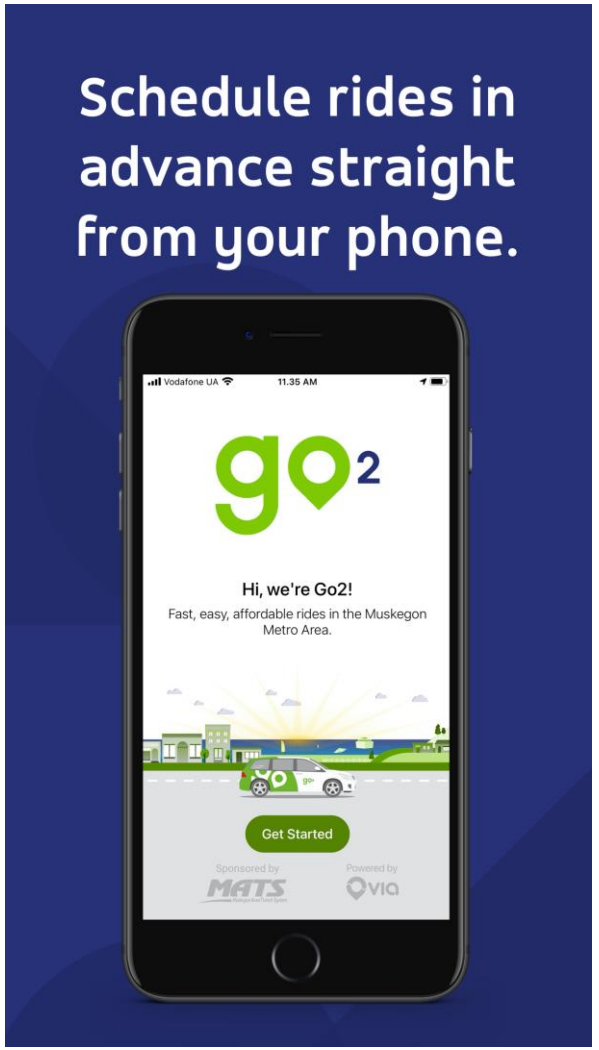
- Fixed-route transit service works best at densities above 5 people and/or jobs per acre and in areas with supportive pedestrian infrastructure.

- For lower-density areas, or areas with challenging pedestrian environments, other service models may be more effective.



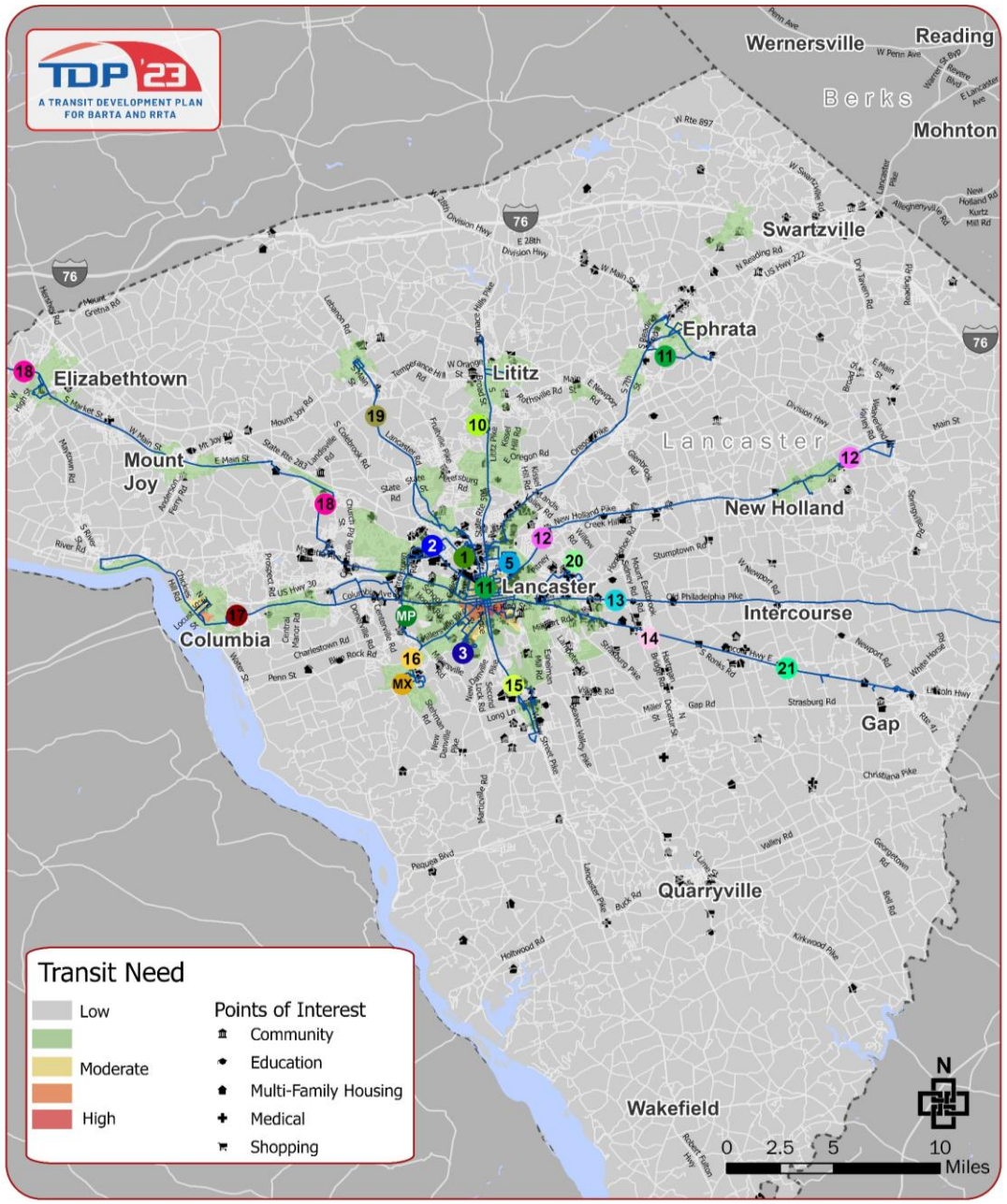
MICROTRANSIT

- Technology-driven demand-response service.
- More coverage than fixed-route service; more responsive than traditional dial-a-ride services.
- Effective approach for low density and/or auto-oriented environments.
- Familiar interface for those who have used Uber/Lyft app (phone reservations also possible).
- Dedicated fleet.
- Predictable fares.
- Data-rich platform (useful for future planning).



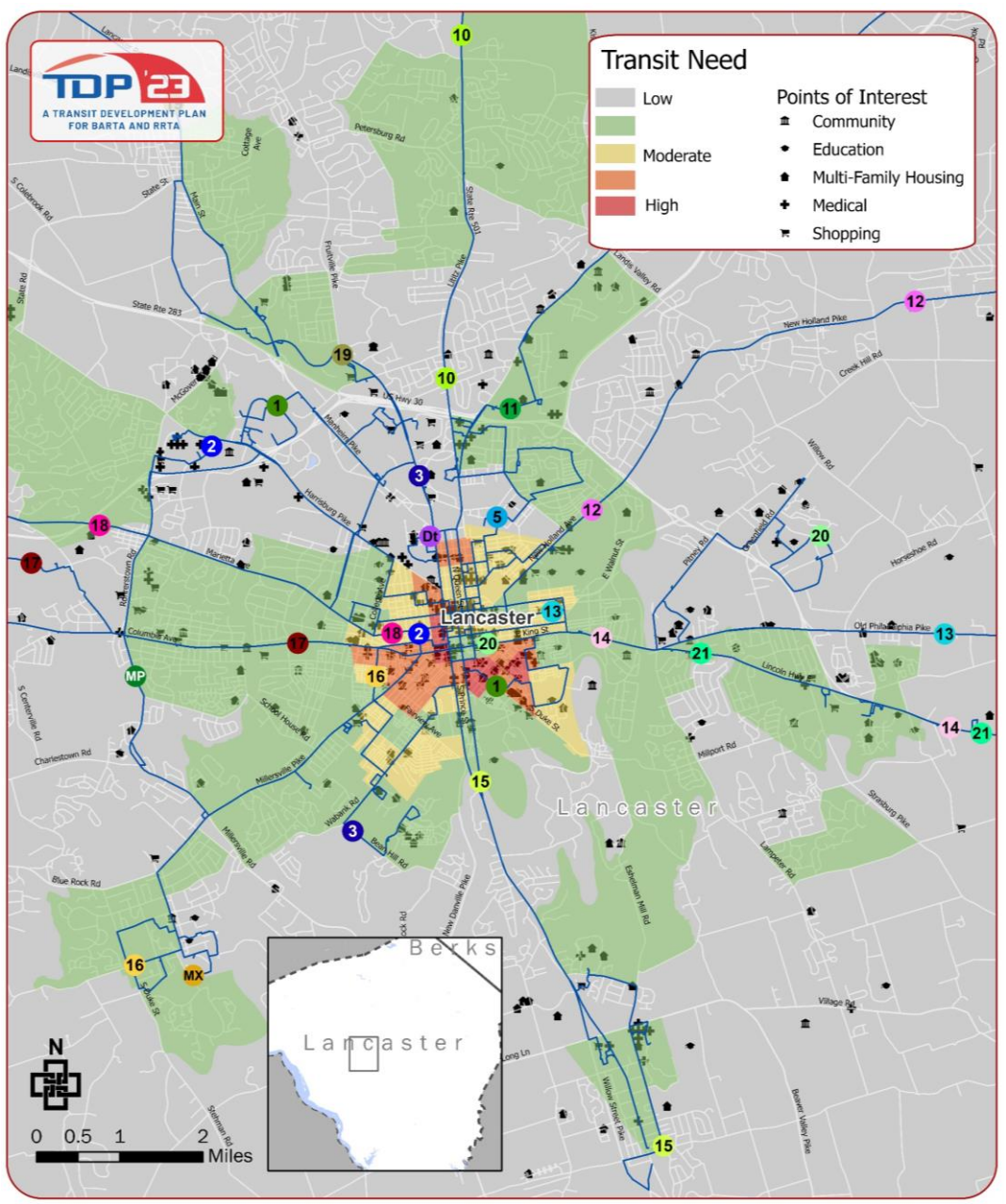
TRANSIT NEED

- Certain population subgroups are more likely to use transit than other modes as their primary means of transportation.
  - Zero-Vehicle Households
  - Persons with Disabilities
  - Low-income Households
  - Youth and Young Adults
  - Older Adults



BUILT ENVIRONMENT

- Similarly, certain land-uses tend to generate transit trips at a higher rate than others
  - Multi-Family Housing
  - Major Retail
  - Educational Institutions
  - Medical Facilities
  - Civic/Community Centers



SERVICE ANALYSIS

PEER COMPARISON

- BARTA and RRTA report performance metrics jointly.
- To put SCTA's fixed-route service performance into perspective, agency was compared to a set of peers on a number of key metrics.
- Peers matched those used in 2015 Ten Year Vision Service Plan

Agency	UAZ Name	Service Area Population	Population Density	Fixed Route Vehicles in Peak Service	Annual Fixed-Route Ridership
South Central Transit Authority	**Lancaster, PA**	**949,401**	**514**	**95**	**2,793,144**
Prince George's County, Maryland	Washington, DC-VA-MD	967,201	1,986	103	904,970
Lehigh and Northampton Transportation Authority	Allentown, PA-NJ	533,100	1,645	84	2,636,010
Birmingham-Jefferson County Transit Authority	Birmingham, AL	541,852	2,913	66	1,518,934
County of Volusia	Palm Coast-Daytona Beach-Port Orange, FL	494,593	410	74	2,095,394
Corpus Christi Regional Transportation Authority	Corpus Christi, TX	350,372	414	70	1,090,730
Central Contra Costa Transit Authority	Concord, CA	544,004	3,804	125	567,627
Antelope Valley Transit Authority	Lancaster-Palmdale, CA	349,050	291	44	837,299
Transit Authority of Omaha	Omaha, NE-IA	561,920	3,157	114	2,084,221
Golden Empire Transit District	Bakersfield, CA	500,977	4,513	85	2,783,880
Charleston Area Regional Transportation Authority	Charleston-North Charleston, SC	351,988	2,551	90	1,832,519
Transit Authority of Northern Kentucky	Cincinnati, OH-KY-IN	278,653	1,044	95	1,328,064
Cumberland Dauphin-Harrisburg Transit Authority	Harrisburg, PA	511,009	3,730	105	481,007
Average		**498,727**	**2,205**	**88**	**1,513,388**

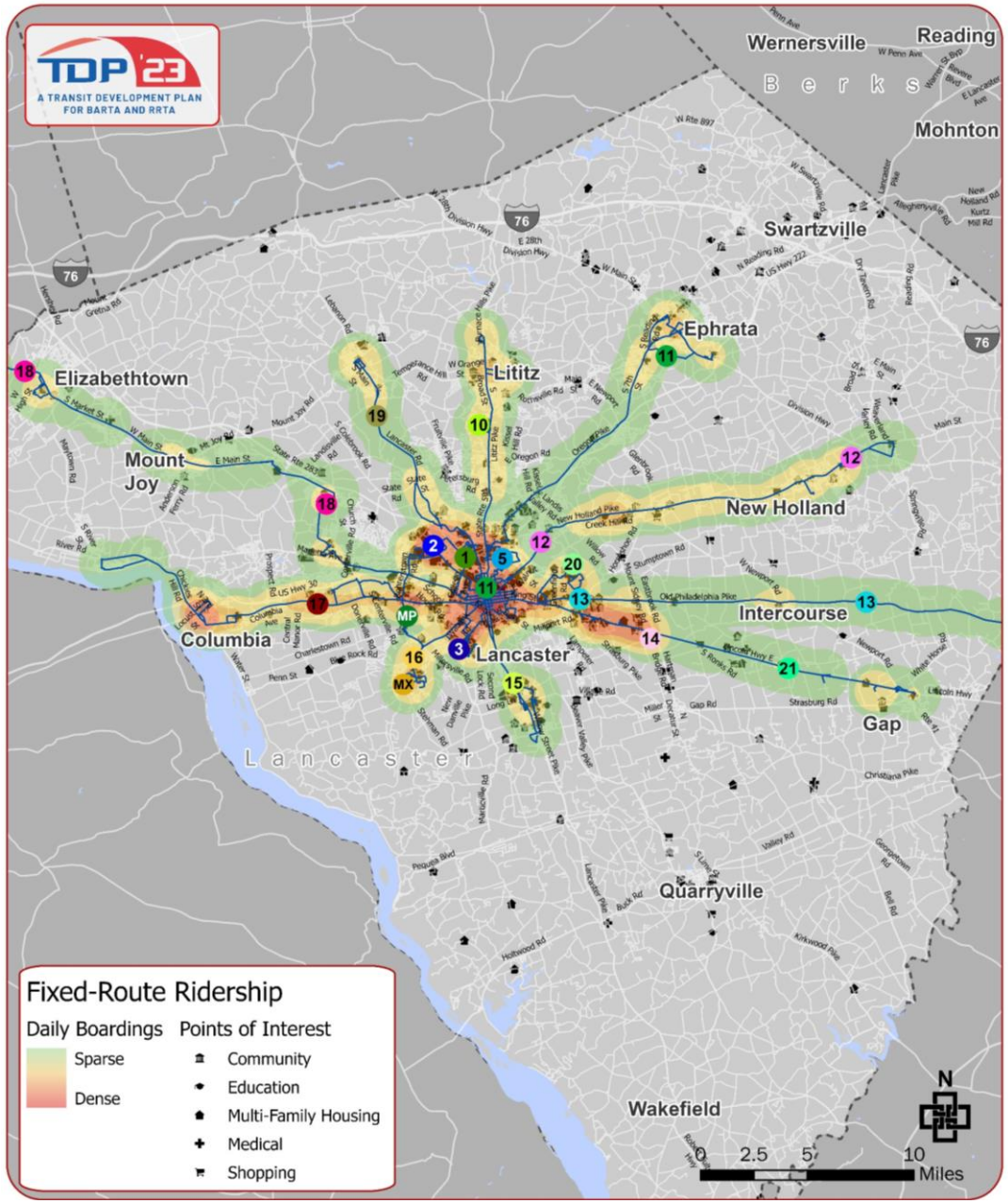
PEER COMPARISON

Metric	Performance Measure	Peer Average	SCTA	Relative Performance
Cost Effectiveness	Operating Expense per Passenger Trip	$16.86	$8.34	Outperforms Peer Average
Service Efficiency	Operating Expense per Revenue Hour	$129.37	$95.17	Outperforms Peer Average
Service Effectiveness	Passenger Trips per Revenue Hour	8.6	11.4	Outperforms Peer Average
Market Penetration	Passenger Trips Per Capita	3.7	2.9	Underperforms Peer Average
	Revenue Hours per Capita	0.4 (25 minutes)	0.3 (15 minutes)	Underperforms Peer Average
Passenger Revenue Effectiveness	Fare Revenue per Operating Expense (Farebox Recovery Ratio)	7%	10%	Outperforms Peer Average
	Fare Revenue per Passenger Trip	$0.94	$0.86	Underperforms Peer Average

ROUTE-LEVEL ANALYSIS

- The design of a transit service can be assessed based on quantitative and qualitative measures.

- These measures will be documented in a set of diagnostic route profiles.



ROUTE-LEVEL ANALYSIS

- Quantitative Measures
  - Ridership
    - By stop
    - By trip
    - Maximum Load
  - Productivity
    - Passengers per Hour
    - Passengers per Trip
    - Cost per Passenger
  - On-time Performance
    - Early
    - Late
    - On-Time

- Qualitative Measures
  - Is service simple?
    - Do schedules have clockface frequencies?
    - Are routes direct rather than circuitous?
    - Are routes symmetrical in the inbound and outbound direction?
    - Do routes serve well defined markets?
    - Is service well-coordinated at transfer hubs?

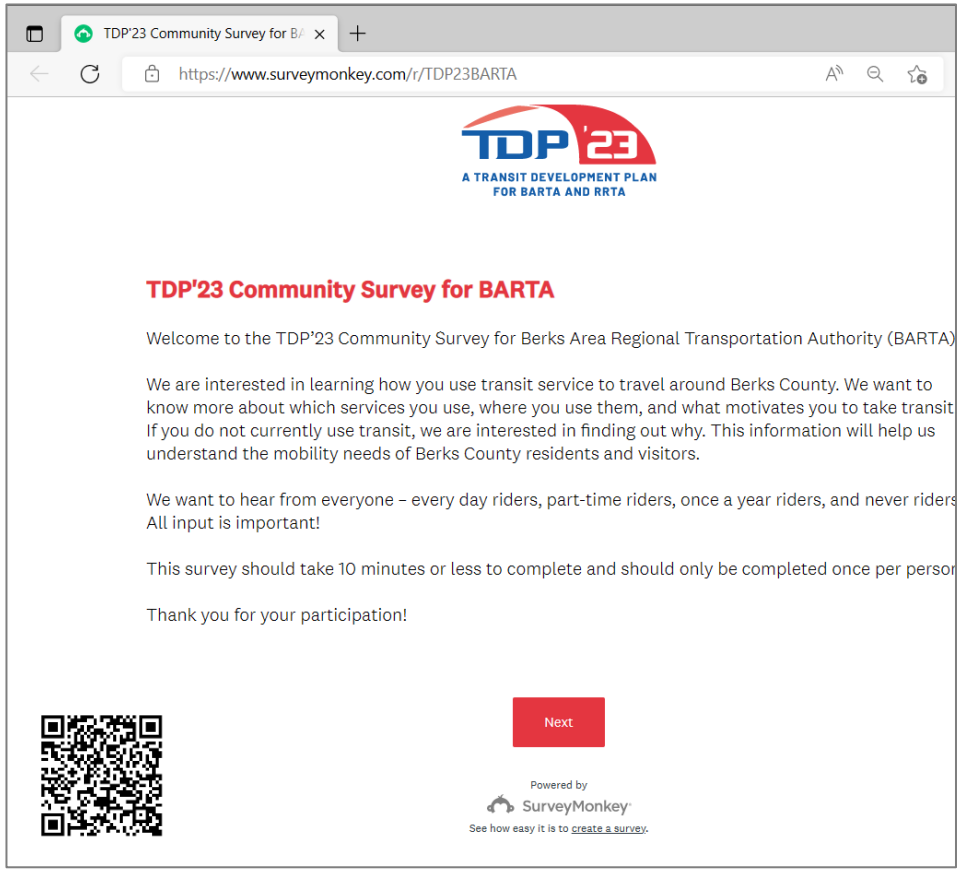
STAKEHOLDER ENGAGEMENT

3 ROUNDS OF ENGAGEMENT

- Each round has a specific purpose / focus
  - Round 1: Listening / Data Collection
  - Round 2: Concept Testing
  - Round 3: Final Vetting

- Community survey launches this week
  - Administered online
  - Live for one month

English:
https://www.surveymonkey.com/r/TDP23RRTA
Spanish:
https://www.surveymonkey.com/r/TDP23RRTASP



STAKEHOLDER QUESTIONS

- What is RRTA doing well?

- How could RRTA serve the community better?

STAKEHOLDER QUESTIONS

- Do passengers have the tools they need to understand and use RRTA (i.e. trip planning tools, maps/schedules, etc.?)

- Does RRTA provide an inviting passenger environment?

STAKEHOLDER QUESTIONS

- Are there other communities that “get transit right” and could serve as a model for RRTA?

- What is the top change that RRTA could make to encourage transit use?

NEXT STEPS

NEXT STEPS

- Meet with riders and front-line staff this week
- Complete diagnostic route profiles – March
- Develop two preliminary service improvement scenarios – April
- Second round of engagement (present scenarios) – Summer

THANK YOU!

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