



SOUTH CENTRAL TRANSIT AUTHORITY

TRANSIT DEVELOPMENT PLAN UPDATE

APPENDIX F: SCTA COMMUNITY SURVEY RESULTS

MARCH 2018



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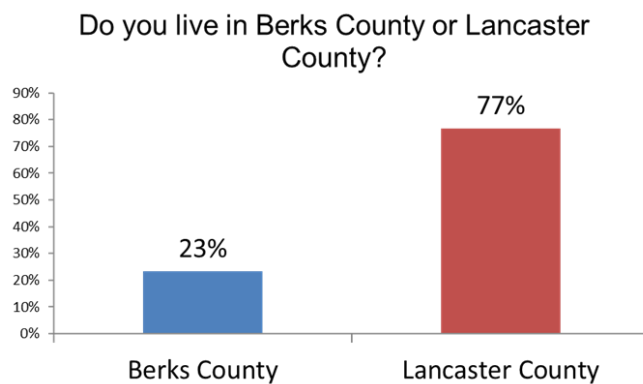
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1 INTRODUCTION

An online survey was prepared by CJI Research in a joint effort with SCTA and Nelson Nygaard. The survey was promoted by SCTA placing a link to it on the BARTA, RRTA, and SCTA websites and Facebook pages. It was also promoted by the Chamber of Commerce who encouraged members to email their employees a link to the survey, encouraging them to complete it. In addition, several public meetings were held, during which the survey link was promoted. The questionnaire is reproduced in Chapter 6.

Ultimately, 159 respondents completed the survey. While the survey is not a random sample of the public, it did provide a meaningful source of comments and input that reaches beyond the usual public hearing input.

Figure 1 Respondents' county of residence



Of those responding to the survey, more than three-fourths, 77%, were from Lancaster County, while 23% were from Berks County. This is quite disproportionate to the actual populations which are (2015 data) 536,000 for Lancaster County and 415,000 for Berks County, or a distribution of 56% in Lancaster County and 44% in Berks County.

2 USE OF PUBLIC TRANSIT

Using Transit

Of those responding to the survey, one-third, 33%, said they regularly use RRTA or BARTA at least once a month, while two-thirds, 67%, do not.

Although only 33% said they currently use these transit systems, 42% said they had used them ten or more times in the past five years, and another 16% said they had used them, but less often than ten times.

Figure 2 Use of RRTA or BARTA

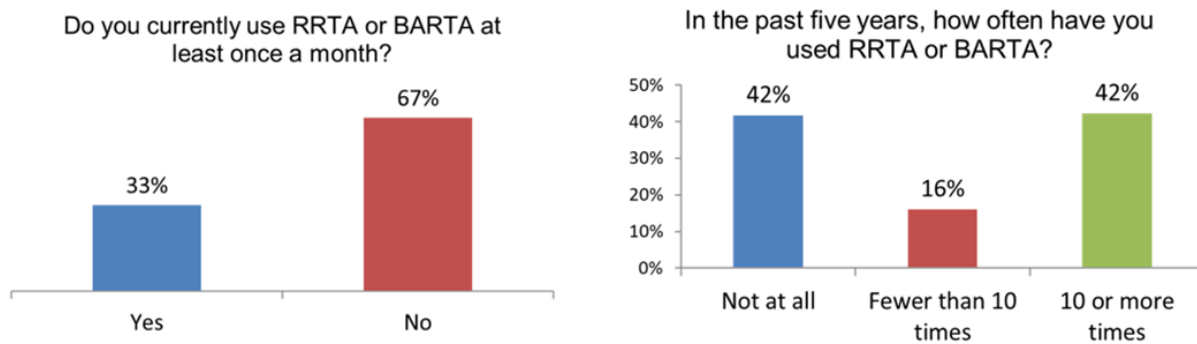
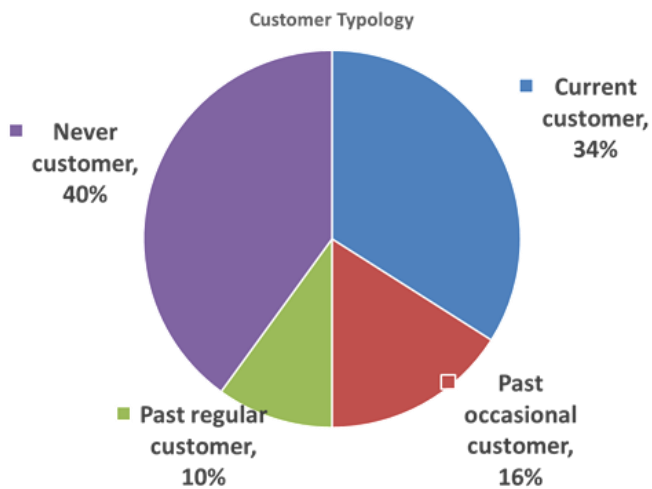


Figure 3 Current and Past Use of RRTA and BARTA



Customer Types

These responses made it possible to construct a profile of transit use. In appropriate situations in the remainder of this report, the sample will be broken down into three segments for analysis based on Figure 3. They are:

1. Current customers (34%),
2. Former customers, including both past regular customers (more than 10 time in past five years) and occasional (used transit, but fewer than ten times in past five years), 26%, and
3. Never a customer, 40%.

This brief survey is part of a larger project that includes an onboard survey of BARTA and RRTA customers as well as a survey of customers of BARTA Special Services and Red Rose Access.

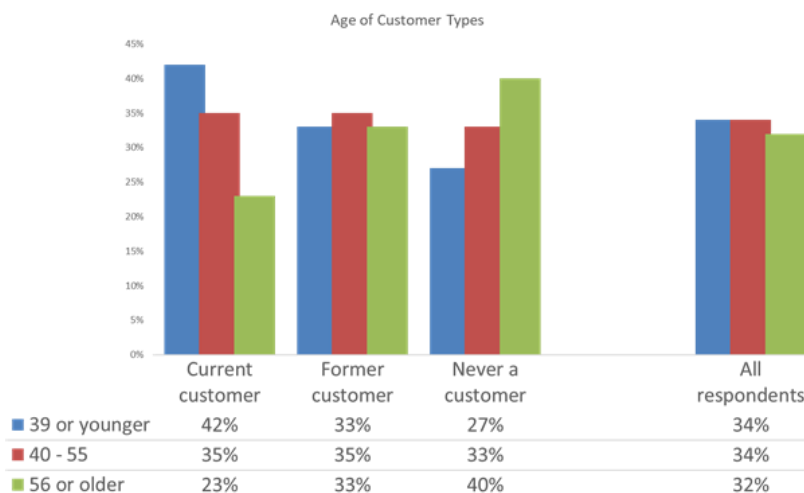
In considering the characteristics of the “current customers” as shown in the charts of this report, the reader should understand that they are not directly comparable to the onboard customer survey data. The reason is that in the onboard survey of riders the more frequent riders are more likely to be surveyed than less frequent riders. That is not true of the e-survey in which frequency of using transit has no relationship to inclusion in the sample.

3 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Ages of current, former, and never customers

Transit customers nationally tend to be younger than the general population. That tendency is reflected in the e-Survey respondents. While 42% of the current customers are 39 or younger and 23% are 56 or older, the reverse tendency is true of those who never were local transit customers (27% 39 or younger v 40% 56 or older). The former riders are evenly distributed through the age range. The primary market for public transit is among the young. The challenge is customer attraction and retention (emphasis on the latter) among those under the age of 40.

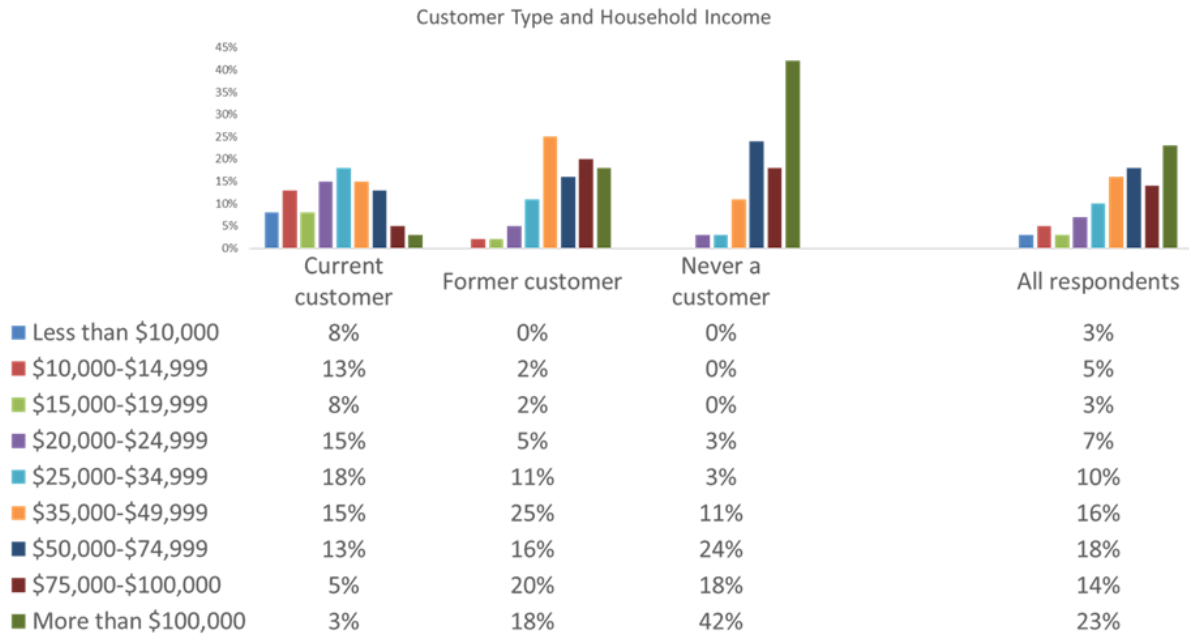
Figure 4 Ages of Customer Types



Household Incomes of Current, Former, and Never Customers

The incomes of the customer types reflect the national tendency for bus transit customers to have much lower incomes than non-customers. In this sample, most current customers (62%) have household incomes under \$35,000, while of those who have never been transit customers, only 6% have incomes of that level. In part this is a matter of age, since, until retirement, income tends to rise with age.

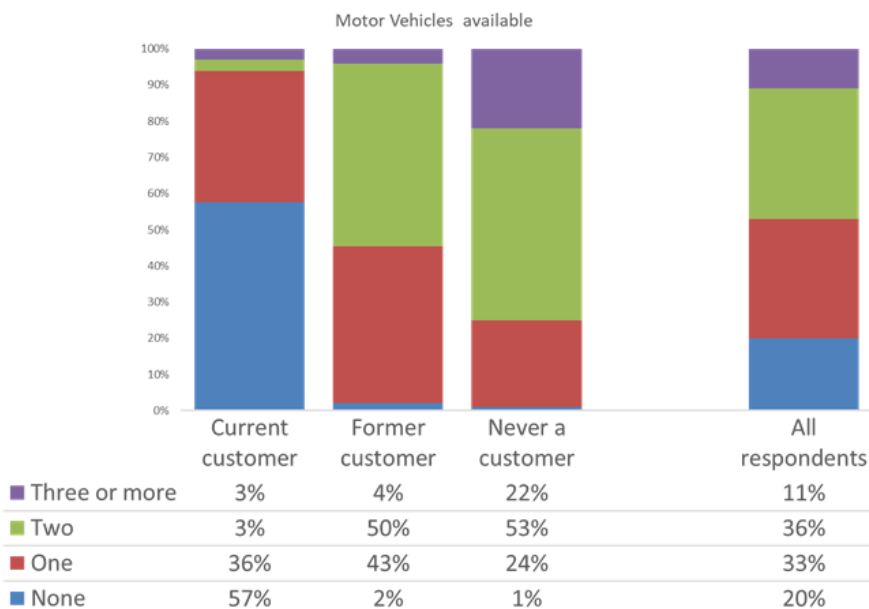
Figure 5 Household Incomes of Customer Types



Vehicles Available

Given the income distribution shown in Figure 5, it is not surprising to see the distribution of vehicle availability shown in Figure 6. More than half (57%) of the current riders say that they have no vehicle in the household, but only 2% of the former riders and 1% of the never-riders have no vehicle.

Figure 6 Vehicles Available

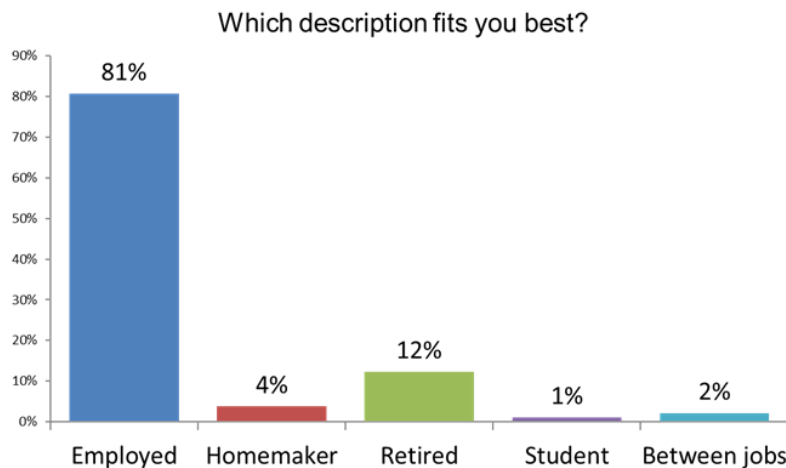


Employment Characteristics

Employment of the respondents is the other characteristic of the e-Survey sample that is germane to the respondents' perceptions of the current state of public transit and what they would like to see in terms of improvements.

Of the respondents, 81% are employed. This characteristic is not broken down graphically by customer type in Figure 7 because the non-employed group is so small as to be unimportant to the analysis. (However, the breakdown is shown in the table format of Figure 9).

Figure 7 Employment Characteristics



Zip Codes Where Respondents Live and, if Employed, Work

While the total sample is widely dispersed, with small pockets of respondents residing in a wide range of zip codes, more than half (54.6%) are concentrated in just five zip codes (17603, 17602, 17512, 17601 and 19601). Similarly, the 81% who are employed are similarly concentrated in a small number of zip codes, with 51.7% concentrated in seven zips: 17603 17602, 17601, 19601, 17120, 17522, and 17551.

Figure 8 Zip Codes of Residence and Employment

Q2.Zip.Code What is the zip code where you live?				If you are employed, what is the zip code where you work?			
17603	18.7%	19609	1.1%	17603	22.0%	17057	0.7%
17602	10.7%	19610	1.1%	17602	11.3%	17104	0.7%
17512	10.2%	19611	1.1%	17601	9.3%	17111	0.7%
17601	8.0%	17102	0.5%	19601	5.3%	17368	0.7%
19601	7.0%	17505	0.5%	17120	3.3%	17404	0.7%
17543	4.8%	17509	0.5%	17522	3.3%	17505	0.7%
17022	3.2%	17520	0.5%	17551	3.3%	17509	0.7%
17554	3.2%	17529	0.5%	17543	2.7%	17529	0.7%
19602	3.2%	17534	0.5%	19605	2.7%	17534	0.7%
19604	3.2%	17538	0.5%	17110	2.0%	17538	0.7%
17522	2.7%	17540	0.5%	17512	2.0%	17540	0.7%
17547	1.6%	17555	0.5%	17545	2.0%	17560	0.7%
19605	1.6%	17563	0.5%	19602	2.0%	17562	0.7%
17501	1.1%	17566	0.5%	17033	1.3%	17569	0.7%
17517	1.1%	17576	0.5%	17101	1.3%	17584	0.7%
17545	1.1%	17582	0.5%	17103	1.3%	19341	0.7%
17551	1.1%	19506	0.5%	17121	1.3%	19464	0.7%
17552	1.1%	19507	0.5%	17126	1.3%	19518	0.7%
17569	1.1%	19508	0.5%	17401	1.3%	19567	0.7%
19606	1.1%	19518	0.5%	17604	1.3%	19603	0.7%
19608	1.1%	19607	0.5%	19533	1.3%	19604	0.7%
				17022	0.7%	19609	0.7%
				17042	0.7%	19610	0.7%

Demographics

Figure 9 provides a tabular recap of the demographic data displayed in the previous several charts. To summarize:

Current customers are younger, have lower incomes, and have less access to a vehicle. While the great majority of all three customer types are employed, the current customers are somewhat more likely than others to be retirees, homemakers, or students, or to be between jobs.

Figure 9 Demographics of the Customer Types

<u>Demographics of Customer Types</u>		Current customer	Former customer	Never a customer	All respondents
Q14 Age in three groups	39 or younger	42%	33%	27%	34%
	40 - 55	35%	35%	33%	34%
	56 or older	23%	33%	40%	32%
Q15 How many people live in your household?	1	31%	28%	14%	23%
	2	36%	39%	42%	39%
	3	20%	11%	19%	17%
	4	5%	13%	19%	13%
	5 or more	8%	9%	7%	8%
Q16 How many motor vehicles are available for a driver in your household to use?	None	57%	2%	1%	20%
	One	36%	43%	24%	33%
	Two	3%	50%	53%	36%
	Three or more	3%	4%	22%	11%
Q3 Which description fits you best?	Employed	68%	83%	90%	81%
	Homemaker	8%	2%	1%	4%
	Retired	16%	15%	8%	12%
	Student	3%	0%	0%	1%
	Between jobs	5%	0%	1%	2%
Q17 Remembering that your response in anonymous, what is your household's total yearly income?	Less than \$10,000	8%	0%	0%	3%
	\$10,000-\$14,999	13%	2%	0%	5%
	\$15,000-\$19,999	8%	2%	0%	3%
	\$20,000-\$24,999	15%	5%	3%	7%
	\$25,000-\$34,999	18%	11%	3%	10%
	\$35,000-\$49,999	15%	25%	11%	16%
	\$50,000-\$74,999	13%	16%	24%	18%
	\$75,000-\$100,000	5%	20%	18%	14%
	More than \$100,000	3%	18%	42%	23%

4 USING AND NOT USING THE BUS

Knowing the Fare and the Routes

Approximately half (51%) of the respondents say they know the current fare. Somewhat more, 63%, say they would know which bus to take to get where they go most often.

These basic pieces of transit knowledge among the three customer groups vary as one would expect. Almost all current customers know the fare (97%) and which bus to take (98%).

It seems odd that even two or three percent of current customers might not know these basic things. However, they may be users of BARTA Special Services or Red Rose Access. Or they may hold special fare cards that do not require them to know the cash fare.

About half of former customers (49%) but only 13% of those who have never used BARTA or RRTA say they know the current fare.

Most former customers (83%) say they know which bus to take, not surprising since the routes have been stable. What is a bit surprising is that 17% of those who have never used BARTA or RRTA say that they know which bus to take.

Figure 10 How Familiar with Local Bus Service Are the Respondents?

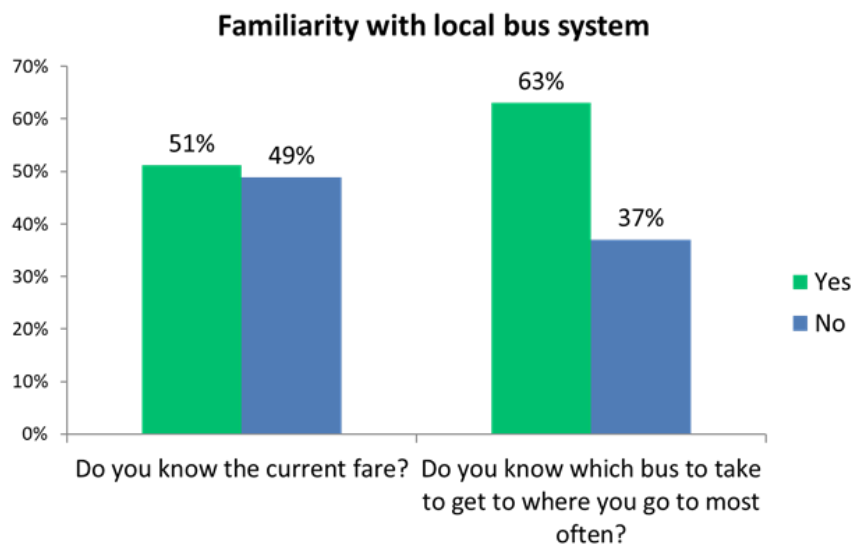
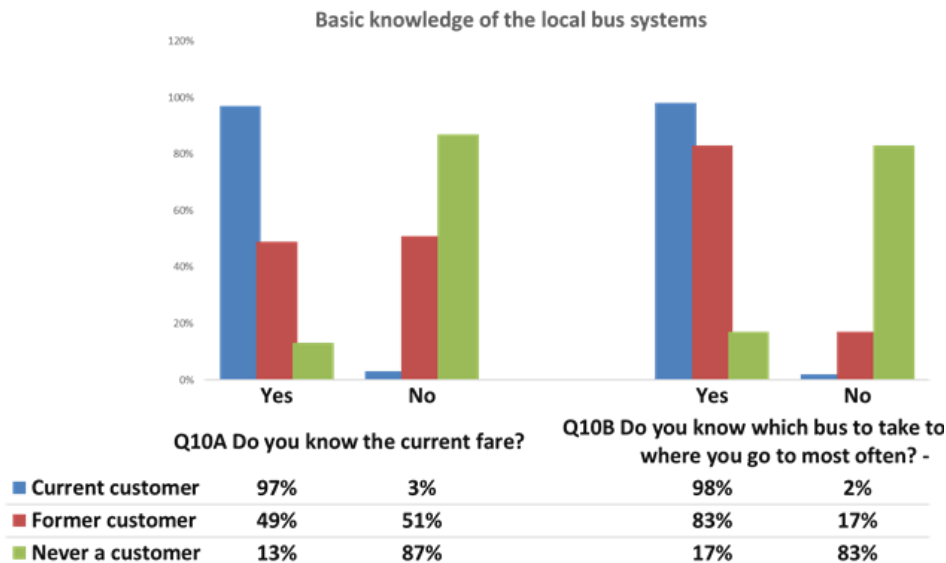


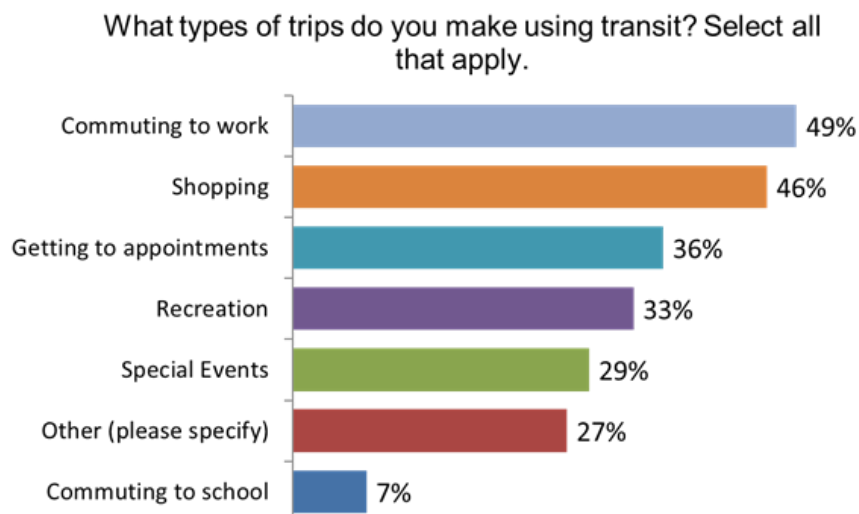
Figure 11 How Different are the Customer Types in Terms of Familiarity with Local Transit?



Trip Purposes of Current Customers

Those who currently use RRTA or BART use them to meet many transportation needs, especially commuting to / from work (49%) and shopping (46%), but also for various other purposes.

Figure 12 Transit Trip Purposes (Current transit customers only)

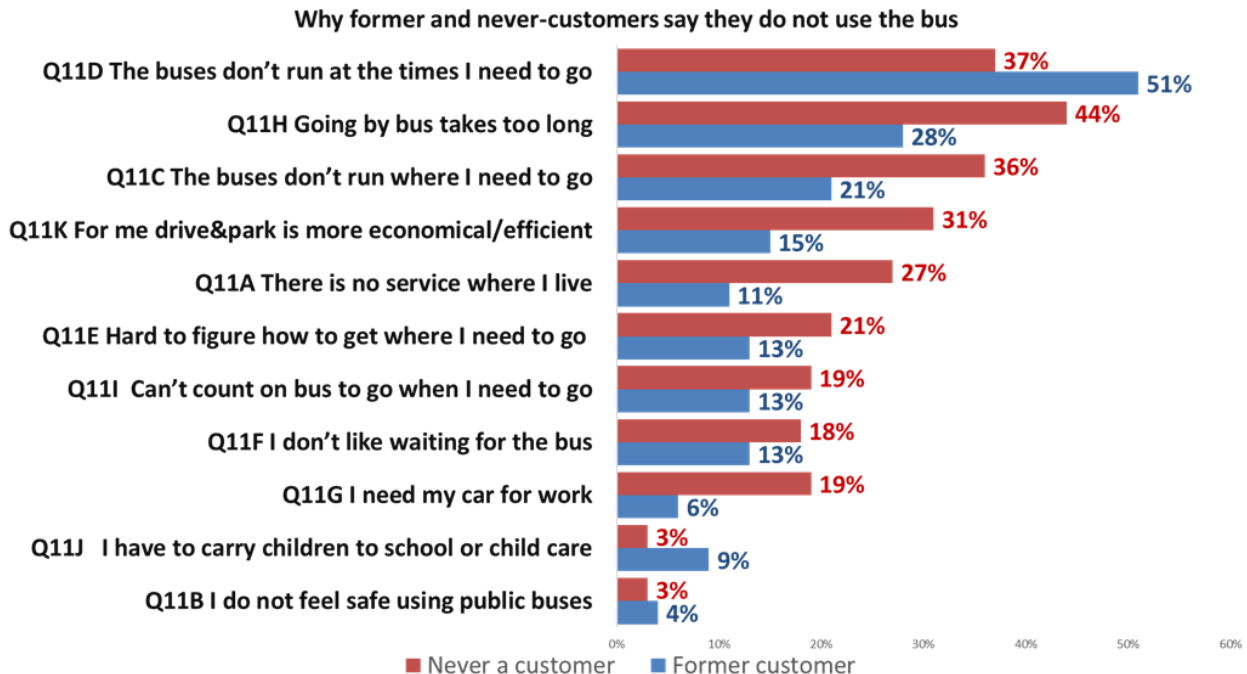


Reasons for Which People Say They Do Not Use the Buses.

Those who never used BARTA or RRTA or ceased using them were asked why. In Figure 13, responses are broken out into those of former customers and those who have never been customers.

Figure 13 Reasons Not to Use Transit

(If you do not currently use BARTA or Red Rose Transit, why not?)



Every reason shown in the chart not to use transit (with one important exception), finds a greater percentage of those who have never used transit citing each reason not to use transit. The one exception is important: "The buses don't run at the times I need to go." On that one item, the former riders (51%) outnumber the never-riders (37%). This survey is too brief and the sample too small and unscientific to delve into this with data analysis. However, frequently in transit customer research we find that this problem of having service available at the hours needed is a matter of a lack of evening and weekend service needed by those who work at those times. In turn we have found in other studies that this is a significant driver of customer attrition.

All of the other reasons not to use transit find those who have never used transit outnumbering the former riders. Clearly, they are, collectively, rather adamant about not using transit. They feel it takes too long, does not go where they need to go, service is lacking where they live, and so forth. Besides, they feel it is more economical to drive. Notice, that for many of the former riders (28%), the trip duration is an issue, as is geographic coverage (21%). However, all of the other reasons for not using transit fall below 20% in this group.

5 SERVICE IMPROVEMENTS

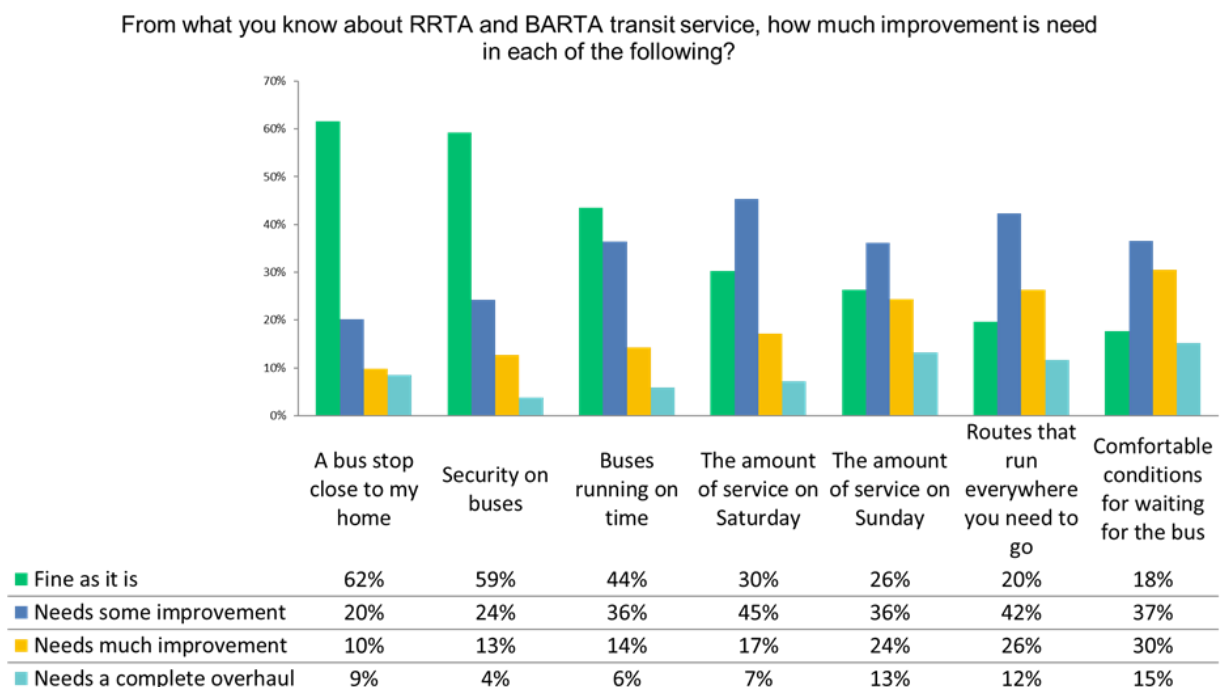
How Much Improvement Is Needed?

Figure 14 displays respondent perceptions of the extent of improvement needed in the elements of service shown in the chart. They are displayed in descending order of the percent saying that the service is "Fine as it is."

Three service elements attract a total of more than 30% in the categories "Needs much improvement" or "Needs a complete overhaul." They are:

- "Comfortable conditions waiting for the bus" (45% in the two most negative categories). This is something that customers experience and non-customers observe. The latter take note of any discomfort they might experience if they used transit. This is one reason that shelters are a popular item among not only transit users but also non-users.
- Coverage is the second item: "Routes that run everywhere you need to go," with 38% in the two most negative categories.
- Sunday service levels is the other item in which the sum of the two most negative categories exceeds 30% (37% in this case). Also, we can speak only from experience elsewhere and not from data presented here, but it is unlikely that this interest in Sunday service is driven by a desire to get to church or recreation. It is more likely that it is driven by the need to get to and from work.

Figure 14 How Much Improvement Is Needed?



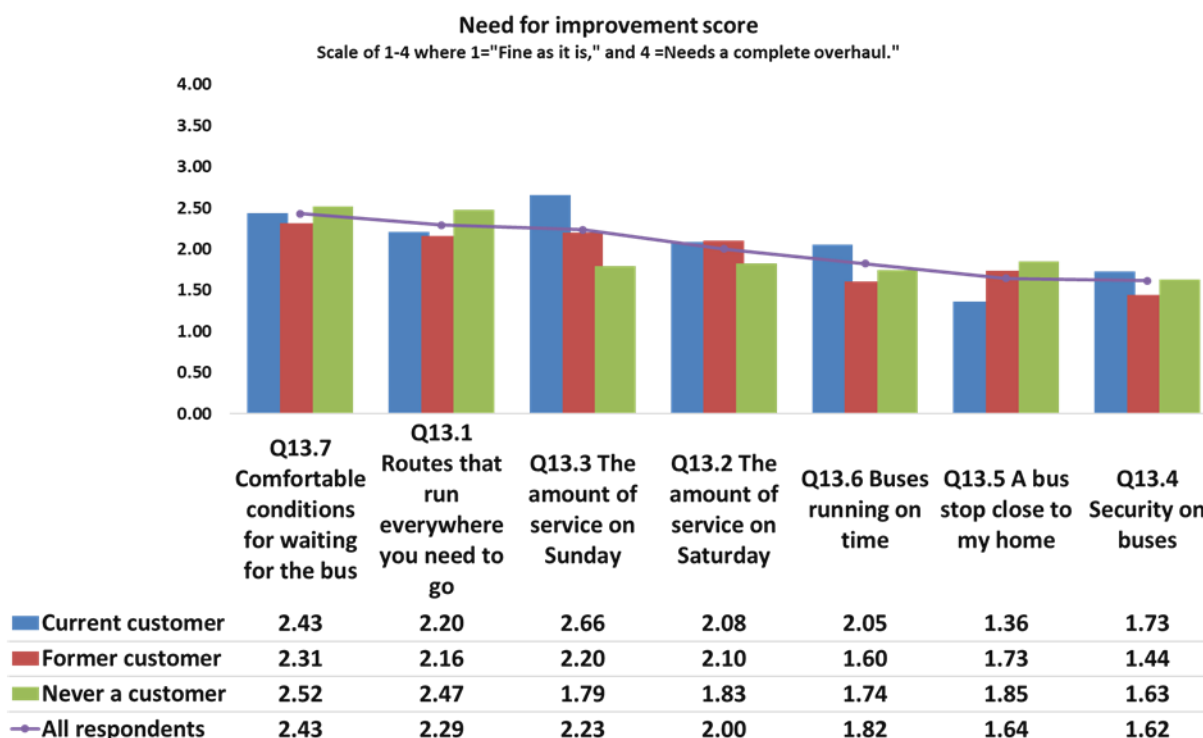
Need for Improvement in Services, by Customer Type, and Expressed as Mean Scores

There is not a great deal of difference among most of the need-for-improvement scores offered by the three customer types. There are three exceptions:

- First, both current and former customers are considerably more likely to say that Sunday service needs improvement than are those who have never used BARTA or RRTA.
- Second, current customers, more than the others, are interested in improvement in on-time performance.
- Third, those who have never used BARTA or RRTA and former riders are more interested than current riders in having improvement in bus stop proximity – described here as “A bus stop close to my home.”

Figure 15 Need for Improvement in Services, Expressed as Mean Scores

(Note: The lower the mean score, the more favorable the rating.)



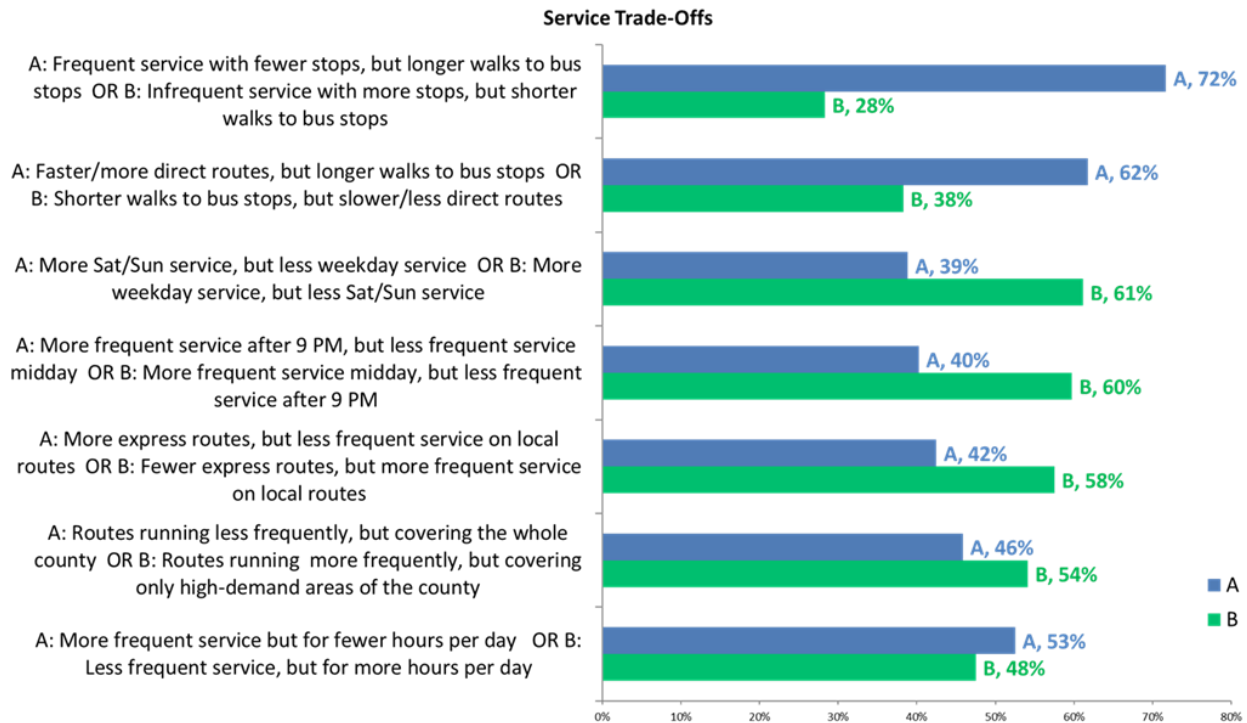
Service Improvement Trade-Offs

A series of seven service trade-off scenarios was presented to respondents as choices between A and B, as shown in Figure 16. They are presented in the chart in descending order of the difference between A and B. Several things are clear. As a whole, this small, self-selected sampling of the public prefers:

- Frequency over short walks to the stops
- Faster more direct routes over shorter walks to the stops

- More weekday service over more weekend service
- More service in the midday over more service after 9:00 PM
- More frequent service on local routes over more express routes.

Figure 16 Service Improvement Trade-Offs



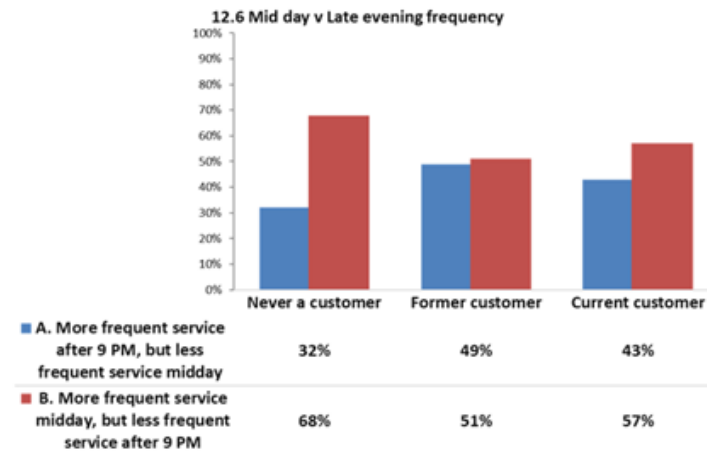
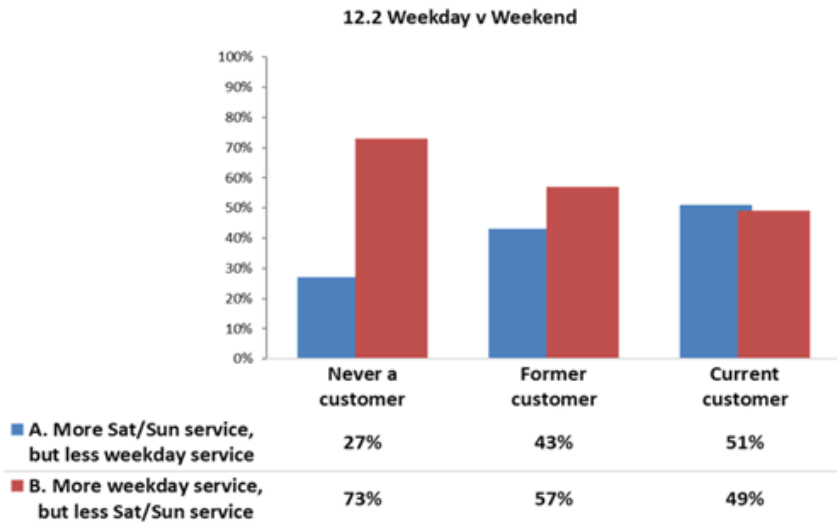
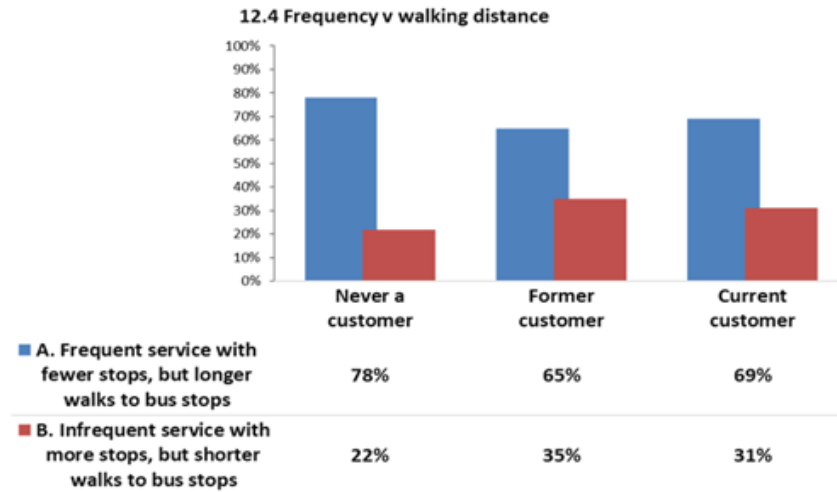
Trade-Offs, by Customer Type

The most interesting thing about this service of charts is that those who are not and never have been transit customers locally are, as a group, more definitive in their choices between A and B than the other two customer types. The comparative ambivalence of those with experience using BARTA or RRTA could have to do with the fact that these are not easy choices, a fact better understood by those with experience than by those looking at the matter from the outside. The one major exception to this is the preference among former and current riders for more express routes at the cost of less frequent service on local routes. This is the reverse of the choice made by those with no experience using local transit.

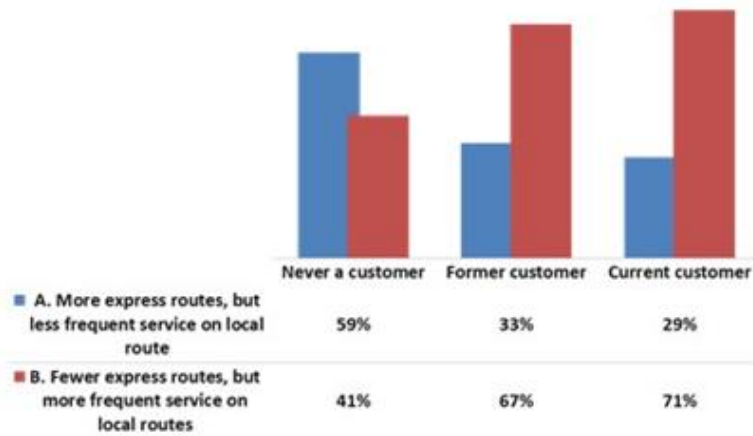
It is important to keep in mind that these preferences among current (and former) riders in this gathering of opinion from those who volunteered it, may well not represent or even approximate the choices of those who currently use BARTA or RRTA on a regular basis.

What is interesting, however, about these results is seeing how apparently difficult it was for those with experience using these local transit systems to make choices when presented with realistic trade-offs, and how easy it apparently was for the non-transit users to make choices based on little or no information. In assessing public input, it is important to keep this perspective in mind.

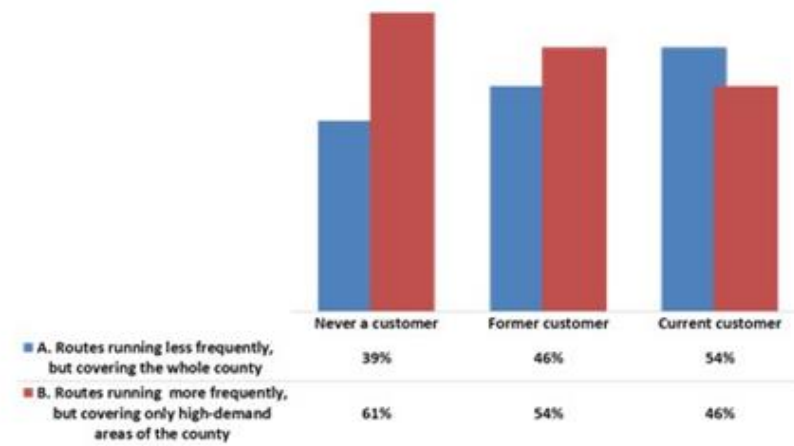
Figure 17 Trade-Offs, by Customer Type



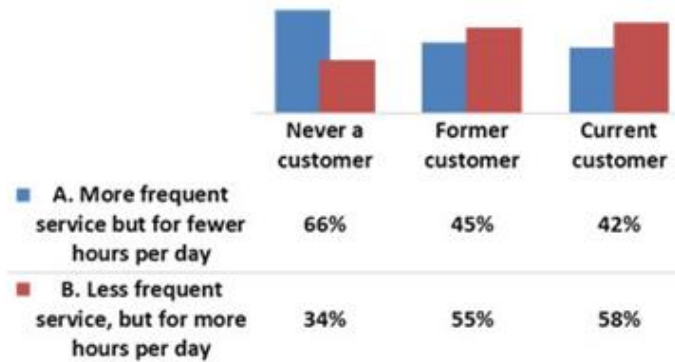
12.5 Express v Local frequency



12.7 Coverage v Frequency



12.1 Frequency v Hours



6 SURVEY QUESTIONNAIRE



SCTA, which includes Red Rose Transit and Berks Area Regional Transit Authority want to find ways to improve the bus service they provide. Improvements could include new services and/or improvements on existing services. Please take a few minutes to complete this survey.

Whether or not you ever use Red Rose or BARTA, we want your ideas! Public Transit is important to the whole community including those who do not regularly use the bus. We want your input.

First, very briefly, some background about you:

- 1) Do you live in Berks County or Lancaster County?
 - (1) Berks
 - (2) Lancaster
2. What is the zip code where you live? _____ (INSERT LIST OF ZIPS) (can also just write-in)
3. Which description fits you best?
 - (1) Employed
 - (2) Homemaker
 - (3) Retired
 - (4) Student
 - (5) Between jobs
4. If you are employed, what is the zip code where you work? (If you are not employed, skip to question 5)
 - (1) _____
5. In the past five years, how often, have you used Red Rose or BARTA?
 - (1) Not at all (9)
 - (2) Fewer than 10 times (9)
 - (3) 10 or more times (6)
6. Do you currently use Red Rose or BARTA currently at least once a month?
 - (1) Yes (7)
 - (2) No (9)
7. What types of trips do you make using transit? Select all that apply.
 - (1) Commuting to work
 - (2) Commuting to school
 - (3) Shopping
 - (4) Getting to appointments
 - (5) Recreation
 - (6) Special events
 - (7) Other _____

8. On the route you use most often, what would be the first and second most important improvements you would like to see?
- (1) Most important: _____
- (2) Second most important: _____
9. For you to feel that you could use either of these bus systems for some of your local trips, what would be the first and the second most important changes they would have to make? (If you are not sure, just write that in.)
- (1) _____
- (2) _____
10. How familiar are you with the bus system in your community?
- a. Do you know the current fare? 1. Yes 2. No
- b. Do you know which bus to take to get to work, school, shopping or other locations you go to most often? 1. Yes 2. No
11. If you do **not** currently use BARTA or Red Rose Transit service, why not? Select all that apply.
- | | Applies to me | Does not apply to me |
|--|---------------|----------------------|
| a. There is no service where I live | | |
| b. I do not feel safe using public buses | | |
| c. The buses don't run where I need to go | | |
| d. The buses don't run at the times I need to go | | |
| e. It is hard to figure out how to use the bus to get where I need to go | | |
| f. I don't like waiting for the bus | | |
| g. I need my car for work | | |
| h. Going by bus takes too long | | |
| i. I can't count on the bus to get me places when I need to go | | |
| j. I have to carry children to school or child care | | |
| k. Driving and parking is more economical and efficient for me | | |
| l. Other _____ | | |

[NOW CONTINUE WITH QUESTION 12]

12. With limited resources, transit agencies face different tradeoffs in how to provide and prioritize service. The following questions ask your preference on different ways BARTA and Red Rose Transit could focus their service and resources. For each question, decide which option you prefer. If you do not use transit, please select the choice that would most encourage you to use transit.

More frequent service, but for shorter hours during the day	A	OR	B	Less frequent service, but for longer hours during the day
More Saturday and Sunday service, but less weekday service	A	OR	B	More weekday service, but less Saturday & Sunday service
Faster and more direct routes, but longer walks to bus stops	A	OR	B	Shorter walks to bus stops, but slower and less direct routes
Frequent service that makes fewer stops, but longer walks to bus stops	A	OR	B	Infrequent service that makes more stops, but shorter walks to bus stops
More express routes, but less frequent service on local routes	A	OR	B	Fewer express routes, but more frequent service on local routes
More frequent service after 9PM, but less frequent service during the midday	A	OR	B	More frequent service during the midday, but less frequent service after 9PM
Routes running less frequently, but covering the whole county even where few people travel	A	OR	B	Routes running frequently, but covering only high-demand areas of the county where many people travel

13. From what you know about Red Rose or BARTA transit service, how much improvement is needed in each of the following?

	Fine as it is	Needs a little improvement	Needs a lot of improvement	Needs a complete overhaul
a. Routes that run everywhere you need to go	1	2	3	4
b. The amount of service on Saturday	1	2	3	4
c. The amount of service on Sunday	1	2	3	4
d. Security on the buses	1	2	3	4
e. A bus stop close to my home	1	2	3	4
f. Buses running on time	1	2	3	4
g. Comfortable conditions for waiting for the bus	1	2	3	4
h. Anything else?				

Now, just four more questions about you and your household:

14. What is your age? _____
15. How many people live in your household? 1 2 3 4 5 or more (can also just write-in)
16. How many motor vehicles are available for a driver in your household to use?
 - (0) None
 - (1) One
 - (2) Two
 - (3) Three or more
- b. Remembering that your response is anonymous, what is your household's total income?
 - (1) Less than \$10,000
 - (2) \$10,000 to \$14,999
 - (3) \$15,000 to \$19,999
 - (4) \$20,000 to \$24,999
 - (5) \$25,000 to \$34,999
 - (6) \$35,000 to \$49,999
 - (7) \$50,000 to \$74,999
 - (8) \$75,000 to \$100,000
 - (9) More than \$100,000
18. Do you have any other comments for Red Rose Transit Authority or Berks Area Transportation Authority?

7 OPEN-ENDED RESPONSES TO QUESTION 8

On the route you use most often, what would be the first and second most important improvements you would like to see?

(1) Most important: _____

(2) Second most important: _____

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Current customer	Brookline	Temple 5th st.
Current customer	ON door to door you need to allow a parent to take their child along when they cannot afford a babysitter !	
Current customer	More buses running after 5	
Current customer	Albright Bus	Kutztown Road
Current customer	Additional stop times	On time stops
Current customer		
Current customer	That it is a long wait for the next bus that is what need to improvement	
Current customer	Reiffon/Birdsboro	Berkshire mall
Current customer	Timing, buses are frequently early when returning to BTC	Better GPS
Current customer	Buses not so crowded	More buses

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Current customer	shorter wait times especially in the winter	make the monthly passes more affordable
Current customer	Better Sunday service. The hours are very limited.	For the drivers to not use the Walmart stop to do personal errands and then make the route late the rest of the day.
Current customer	Would like to go to Walmart and then on to Broadcasting Sq in one trip even if the bus only did that route a few times a day.	
Current customer	More frequent stops in Berkshire square	All routes accessible
Current customer	Cleaner buses	Cleaner buses
Current customer	30 minute wait for each route	More bus stops marked with post
Current customer	More frequency; some buses very full	
Current customer	#19 extended hours	Bus coming into Red rose commons in the early morning hours 5:15 am.
Current customer	the implementation of a reloadable and reusable transit cards	hard plastic transit cards that we can reload and reuse
Current customer	more sunday buses nothing to take a person to church	later in the day-something in southern end -more out of town buses
Current customer	Having drivers wearing RRTA uniforms, to indicate some respect for the job they're doing	Instead of having physical passes, being able to scan a bar code that would be accessible via your cell phone
Current customer	Regular stops at a new shopping center	Decreased time on loop
Current customer	More frequent service	Driver attitude
Current customer	A quicker route.	Should stop at the local shopping mall.
Current customer		

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Current customer	Better scheduling	Bus on time
Current customer	Better times closer to when my classes start	Buses to be on time
Current customer		
Current customer	more trips	run Later
Current customer	Add trips to Park City Mall to meet the needs of employees who have to be a work before and after mall closes (including expanded hours and Sunday)	
Current customer	Not sure, I am very happy with the service and my drivers as they are.	
Current customer	Leave the station on time in the morning. First trip out and it is late.	Nicer bus drivers who care
Current customer	buses should run on time	timing
Current customer	I use rt 14 and tve drivers could be more pleasant and responsible	
Current customer		
Current customer	Allow a few extra minutes to connect with other buses downtown.	Everything is pretty good.
Current customer	Route 2 leaves LGH campus minutes before 5pm. My office closes at 5. Hate waiting for next bus.	Have discount passes for sale at Park City.
Current customer	Sunday Availability for more routes	after 6pm hours on all routes
Current customer	Frequency	Better marked bus stops
Current customer	More frequent service	evening trips in addition to day

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Current customer	updated the times to more accomadating to the typical 8 hour work day. ex I work 8am to 4:30pm- I have to wait 45 minutes for a bus.	morning drivers (only one) is ever on time. I have to take an earlier bus then needed because of a particular driver.
Current customer		
Current customer	more accurate schedules	expanded bus service to later in the evening
Current customer	bus stop closer to my house because I don't drive	
Current customer	repair the buses	bus shelters with posted schedules
Current customer	Better online/mobile bus tracking app (real time). Would be useful during bad weather.	More bus shelters along routes.
Current customer	Weekend service especially Sundays (Church)	Courtsey, professionalism.
Current customer	More buses for elizabethtown	Nicer bus drivers
Current customer	Stop constant harassment of minorities and elders by your employees	drivers who are properly trained to do job
Current customer	I wish there were more buses to Lititz later in the day	
Current customer	I use Route 21 (Gap) and it doesn't run nearly enough. This could be improved by adding more trips during the day and at the end of the current schedule or by having the 14 (Rockvale) bus provide service up to Millers Smorgasbord area after the Gap bus discontinues service in the early evening.	I would love if you could buy ten ride passes on the bus if you have exact change.
Current customer	Rt 11, Go to Walmart earlier in the morning	No extra requests
Current customer	Smaller bus	
Current customer	more buses	

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Current customer	Keep the stops as they are or increase them.	Friendly drivers.
Current customer	More buses on the route running frequently	More Monthly discounts on the 31 day passes like you had in October.
Current customer	Extended services to/from Columbia on weekends, especially Sundays	Extended services to/from Columbia during the weekdays
Current customer	white horse #13	
Current customer	GTFS Data	Frequency
Current customer	Wireless service offered on board the bus	Weekday bus service departing later than 6:10 AM that arrives in Lancaster before 8 AM
Current customer	BENCHES ON EVERY STOP MADE OF RECYCLED PLASTIC	HAVE THE BUSES COME EVERY HALF HOUR INSTEAD OF A HOUR
Former customer	More flexible times	More options for purchasing passes
Former customer	being on time, not early or late	being on time, not early or late
Former customer	more buses more often	n/a
Former customer	run line 7 more frequently than once an hour during mid-day	run line 7 past 6 PM
Former customer	On-time performance leaving the BTC	Driver professionalism
Former customer	posting of schedule at bus stops	cleanliness of bus stops
Former customer	Bus stops where I can wait for the bus.	More buses so I don't have to wait so long or leave way ahead of time for my appointment.
Former customer	better bus stops w/ maps, better markings for stops	connection to other routes & frequency
Former customer	No service in my neighborhood	Add service to my neighborhood

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Former customer	Extended evening hours	More frequent service
Former customer	More direct route that doesn't go into shopping centers or neighborhoods.	
Former customer	Circular routes that connect shopping centers: park City to Red Rose Commons to Belmont to Lancaster Shopping center to downtown depot and back to Park City	
Former customer	Timeliness	More routes at more times
Former customer		
Former customer	bus availability after 5	better way to pay fare
Former customer	more hours (later) hours of the trolley	same all routes really
Former customer	Better connections from Willow Valley Communities to train station	More frequent service during the middle of the day
Former customer	More frequent	
Former customer	more times the bus runs	
Former customer		
Former customer	More direct route / faster time to city	Stop improvements - signs, shelters, safe waiting areas, schedules
Former customer	Prominent, well-designed bus shelters at busy stops like shopping centers	Be honest with your schedule - consider likely traffic, etc.
Former customer	Bus stops with shelters so people aren't just standing on the side of the road in all kids of bad weather	
Former customer	evening service	Sunday service

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Former customer	Drivers being more friendly to cyclists when we load and unload bikes	buses running later
Former customer	Park & Ride lot needs to be cleared during winter	On time in evening
Former customer	Bus Stop	
Former customer	Increased service Frequency	Routes retimed to accurately reflect current delays. Times haven't been changed in more than 10 years and there has been a lot more development.
Former customer	Keeping the day schedule longer	
Former customer	.Express service between downtown Lancaster and Columbia	A later bus that continues from Columbia on to Marietta
Former customer	better schedule options	buses run on time
Former customer	Evening service after 5:20pm on Route 10	More signage at stops to encourage new users
Former customer	Timeliness	Shelters to wait for the bus
Former customer	More frequent bus service to Warwick Center, and longer into the evenings	Circuit around the city, so that if one wants to go from Lititz to Ephrata or Manheim, no need to go all the way to downtown
Former customer	lower fare prices	open rest rooms at Queen Street station. Open and dirty better than closed and clean!
Former customer	Real-time electronic info on next arrivals & departures.	Better & safer transit stops with protection from the weather and lighted.
Former customer	more pickups	later pickupw
Former customer	More frequent runs	More routes that intersect other than at the Queen St Station

Customer Status	Q8.1 Most Important	Q8.2 Second Most Important
Former customer	more places put onto routes with more commerce happening	
Former customer	More mobile-friendly website for finding stops	

8 OPEN-ENDED RESPONSES TO QUESTION 9

For you to feel that you could use either of these bus systems for some of your local trips, what would be the first and the second most important changes they would have to make?

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Current customer	A bus from Reading to Lancaster would encourage me to take that bus more than three times a week because I am actually from Reading but don't drive so I have no way to go to and from seeing my grandparents other than paying someone a large sum of money for the ride	
Current customer	A bus going to Lancaster	A bus going all the way to the Philadelphia Premium outlets on 422
Current customer	Being able to take bus to/from work at Park City Mall on weekends and during extended mall hours	
Current customer	Cheaper fares	
Current customer	Cross county lines in montco	trains
Current customer	Education on how to use the bus.	
Current customer	Free WiFi	Better seats
Current customer	If i had to take the transit it will save me on gas	
Current customer	more bus runs in metro zone during the day to shopping areas	more bus service to places of employment

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Current customer	More buses for elizabethtown	Discounted bus rides
Current customer	On time - Ephrata return bus.	
Current customer	to go grocery shopping	to go shopping
Current customer	transit being readily available	
Former customer	A route that connects Marietta to Middletown, Dauphin Co	A loop route that connects Marietta with Mt. Joy (and Amtrak service)
Former customer	Being able to take my bike	buses running later
Former customer	being on time, not early or late	being on time, not early or late
Former customer	bus schedule that better fits work schedule of 8:30 - 5:00	reliability of time schedule
Former customer	Bus stops with actual shelters!	
Former customer	buses running at least every 30 min	run longer into the evening hours
Former customer	Circulator around the city that connects neighborhoods to Downtown more easily.	
Former customer	easy to get to	readable maps
Former customer	Easy to get to stops	Cheap bus fare
Former customer	Evening service after 5:20pm on Route 10	Easier access to the schedule. PDFs are not mobile friendly
Former customer	frequent, on-time, quick trips	More pleasant environment on bus

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Former customer	I come from a big city and I could catch a bus on almost any corner there, here you have to walk so far too a bus stop or to the station.	If there were cross buses that connects to each other so I don't have to go all the way back to the station too transfer.
Former customer	I would strongly consider commuting to Lancaster from Wyomissing if there were an express route available with good access to work locations	Reasonable price
Former customer	If I needed to	
Former customer	If there was a lot of snow	
Former customer	If you had a bus run from Lancaster Co. area to Harrisburg	
Former customer	Increased service Frequency	Routes retimed to accurately reflect current delays. Times haven't been changed in more than 10 years and there has been a lot more development.
Former customer	is if the bus ran more frequently	additional bus stop locations
Former customer	It all depends on time I need to get to work vs. when I'm ready.	N/A
Former customer	lower fares	
Former customer	Merge with rabbittransit	
Former customer	more convenient - better timing	same as previous, later hours
Former customer	more direct routes	more places to board
Former customer	More frequency - shorter head times between buses	Bus shelters
Former customer	More frequent service	Extended hours of service

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Former customer	more frequent stops	later hours at the stop where I work, DirectLink
Former customer	More frequent stops in the Southwest quadrant of Lancaster city	More direct routes to location (without stopping at queen st station)
Former customer	More mobile-friendly website for finding stops	Mobile payment method
Former customer	more routes closer to me	
Former customer	More timely arrival and departure	More routes going to different areas in the community (not just the city, but surrounding suburbs too!)
Former customer	not having to transfer down town for my destination bus	more service on some of the outlying routes
Former customer	Not having to wait more than 15- 20 minutes for a bus. And, to run later at night.	To have intersecting buses, such as the 17 and the 18, rather than having to ride into Lancaster and then ride back out of Lancaster. It is a waste of time and money to an extent.
Former customer	replace bus stop on Fairview street	
Former customer	Route near to my work.	
Former customer	Schedule better fits my work hours.	
Former customer	See answer above	
Former customer	Service to my neighborhood	Service to my neighborhood
Former customer	Southern Lancaster County route (Quarryville or further points south)	Weekend times
Former customer	Stops closer to my destination	

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Former customer	Timeliness	Shelters as bus stops. (not all have them)
Former customer	Trips to Lancaster.	
Former customer	weekend availability	
Never a customer	A location for pick and drop off closer to home	
Never a customer	actual uable routes that connect the wheel of the spokes	same as above
Never a customer	additional route on Route 19 which got into the city between 7:45am and 9:10am. basically ALL employed people would need to get the 7am bus in Manheim B. which is too early!!!	More route times for employess starting work at 8:30am, 9am and off at 4:30pm other than getting the bus at 7am to get into the city by 7:45am!!
Never a customer	Available stops nearby - home and destination	Frequency
Never a customer	Better scheduled arrivals and departures	Priced at or lower than current monthly commuter passes
Never a customer	Better service frequency/less time between buses	Better rider experience (better bus stops with pads, shelters, electronic schedules, etc).
Never a customer	Better service from neighborhood lines to Amtrak	Short headways between buses
Never a customer	Better times Only service in in the AM and Rush Hour	Better routes
Never a customer	Buses arrive and depart on time	Direct connection, no switching buses
Never a customer	buses to Harrisburg	buses to Harrisburg
Never a customer	Closer stop to my home	More trips/ day
Never a customer	convenience	

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Never a customer	convenience, timely service	
Never a customer	Cost	Cleanliness
Never a customer	couldn't drive anymore	
Never a customer	direct route from Columbia to downtown York	route with minimal stops between Columbia to downtown York
Never a customer	Direct routes	More frequent service
Never a customer	Direct routes to transit such as trains and park and ride lots	
Never a customer	easier access	price
Never a customer	Express Routes	
Never a customer	Fixed rail	
Never a customer	free	direct transit w/o changing buses
Never a customer	Going where I need to go	cost?
Never a customer	having a stop close to where I live at 5a.m.	
Never a customer	Having a stop near my house	Very frequent service (eg every 15 mins)
Never a customer	If I lost my licence	Didn't have my own car
Never a customer	If the driver's did the speed limit in neighborhoods	If they stopped at stop signs
Never a customer	Increased frequency of buses	Ability to plan trips (i.e. via google maps or other)
Never a customer	lots of leave times and return times	end points close to work

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Never a customer	More frequency.	Less confusing user system.
Never a customer	More frequent buses	More stops
Never a customer	More frequent service	Better circulation within the City of Lancaster ("City Loop" with connection to Downtown)
Never a customer	More frequent service	
Never a customer	More frequent service and a train station stop	More direct routes (Ephrata to Lititz)
Never a customer	More information at bus stops about routes and rates.	Availability of routes on Google Maps
Never a customer	not being able to drive	
Never a customer	not having to go to down town Lancaster then getting another bus to greenfield	more direct routes
Never a customer	not interested in using local transit	
Never a customer	Nothing	
Never a customer	pick up times every 30 min for a couple hours in the morning and afternoon in Lancaster to commute to Hershey Med Center	
Never a customer	Providing an easy service to Exton.	A cost effective solution to my daily commute.
Never a customer	Quicker travel times and cost-effectiveness	Bus route maps (maybe on the maps of Lancaster around town)
Never a customer	Residential neighborhood stops in Sinking Spring	More destinations from Sinking Spring
Never a customer	round trip transit from Reading to Harrisburg	

Customer Status	Q9.1 Most likely to encourage me to use transit	Q9.2 Second most likely to encourage me to use transit
Never a customer	Route stop on Nolt Road	Shuttle service from Lancaster to Harrisburg (283 corridor)
Never a customer	routes close to my home	
Never a customer	Routes printed that are easier to read/find	Around downtown only routes
Never a customer	Routes that go around the city and don't connect in the city, it adds to much time	Ability to pay using my phone
Never a customer	Seasonal, recreation-focused river towns shuttles with bike racks and/or paddlecraft trailers.	Shuttle connections to the York County side of the river.
Never a customer	Service from Elizabethtown to downtown Harrisburg that is cheaper than Amtrak.	
Never a customer	Service from Millersville to Wyomissing	Service from Lancaster to Wyomissing
Never a customer	Service in my area	
Never a customer	Significantly more hours (BARTA stopping at ~5:30 on some routes is ridiculous)	Shorter headways
Never a customer	Stop closer to my house	
Never a customer	Stops closer to where I live	Lancaster - Harrisburg service
Never a customer	Stops north of Lititz	
Never a customer	Traffic gets worse	Fuel price increases

9 OPEN-ENDED GENERAL COMMENTS

Current customer	Not that I use the bus to get to work but I think it would be beneficial for people who work and commute on the bus to have more service. The park city mall buses run later but for workers in Elizabethtown, Lititz and Gap for example. Thank you
Current customer	Adding more Sunday services and Saturday services would greatly improve RRTA's service. Most businesses towards or in Lancaster city open as early as 9am and close as late as 10pm. But with such poor bus services, commuters in surrounding communities don't have the opportunity to solicit or work at those businesses. I primarily use RRTA to get to and from my job but I've had difficulty finding jobs in the past because of the poor service RRTA offers, especially on the weekends. The job I do have is low paying because it was the only position I could accept that worked around the bus service. I am not the only one who has this issue and as a whole, poor transportation is a major factor in low socioeconomic status and keeping people living in poverty. I'm also a student and again, poor service to and from local universities is a strain on academics. Long wait times for buses, after spending the day in classes, labs, and on campus jobs, gives little time to complete homework or even work additional part time jobs in the evenings. With Lancaster becoming more of an up and coming area, extended bus services are needed to provide the community with shoppers, and employees, to serve and improve our community.
Current customer	Buses need to be cleaned as well as my above comment
Current customer	Charge tolls on highways to fund public transit. Add rail between Reading and Philly.
Current customer	Connections between local and long distance services is important. Unfortunately the Amtrak Station and Queen Street Station are about a mile apart, making connections cumbersome. I often come to Lancaster on Amtrak and have to get to Millersville University and Rockvale Outlets. Either routing the County lines to pass by Amtrak, or strengthening the trolley loop to create a free and frequent transfer between the two transit centers would be helpful. As it is right now, I usually make the 20 minute walk to Chestnut or Orange to make my connections because it's not worth the potentially 20 minute wait to pay an additional fare, getting me to the connection later than I would otherwise.

Current customer	Cross county bus service between montco and lanc. That would bring more people in berks.
Current customer	Drivers should not let people stand in the front of the bus when there are seats available.
Current customer	Employees at Park City Mall are some of the most regular users of the buses. Earlier/later bus trips will be used.
Current customer	I also have drivers that make a stop and stay at that stop for several minutes texting someone. I'm just trying to get home with my groceries. Or I just left a cancer check up and am in pain. Other people have to get to work. Yet we sit there for several minutes for no reason. I understand that sometimes they stay at a stop a little longer because they are early. But then they text for 15 minutes and are now late on their route. And they can't make up the time, it's just frustrating.
Current customer	I am a disabled adult who doesn't drive. My mom no longer drives either. I've tried Red Rose access for a short time but the service was ridiculous. The bus either came over an hour early or an hour late. I'm not used to being late for work so that's stressful when they are late. When they did come on time, they had so many stops on the way, I was still late for work. Or the bus would come so early I wouldn't be ready and that's stressful too. Considering my health, these situations lead to seizures. I really need to use this service but can't because its too unreliable.
Current customer	I appreciate having RRTA service.
Current customer	I don't mind waiting few minutes, this can happen for so many reasons but last few times my bus was late more than 45 minutes. Which is too long to wait after work.
Current customer	I feel like Barta should have buses running to Lancaster and make a stop at the Walmart in Ephrata as well for other riders . I go to Lancaster all the time in my car and I feel like taking the bus would be so much better than driving my car and saving some extra money in my wallet.
Current customer	I hope that there can be a transfer route between Lancaster and Reading. Taking Bieber can be awful
Current customer	i like the clean buses
Current customer	I most often use routes 7 & 8 for work. Per the schedule route 7 has a 10 minute time frame from the stop at 19th & Perkiomen but route 8 has 20 minutes. As a result route 8 is frequently early.

Current customer	I would greatly appreciate the bus service to and from Lancaster to reading I know you guys have been talking about this for a long time I am originally from biting and I am not able to transport back and forth to visit my family members some which I haven't seen in 5 years because I have no Transportation back and forth I would greatly appreciate a bus even if it's twice a day once so I can go down and one so I can come home I will be awesome to be able to go to reading and visit my family
Current customer	I would welcome a bus from/to Lancaster, I have had interviews in Reading, but have not accepted as I could not rely on Bieber transportation hours and # of trips.
Current customer	I'm extremely unimpressed with the lack of buses for route 18, being a student I have to schedule around the bus schedule. Also, the customer service is awful. Bus drivers are nasty for no reason and I feel unsafe on the bus. I have no other options than to use RRTA, but if I did I would avoid it like the plague for these reasons. Please take in consideration my comments.
Current customer	Inner city transit needs improved. It should not take me 30 minutes to go the 2 miles to downtown. And then wait 40 minutes to transfer to another bus. Ridiculous!
Current customer	More \$0.25 ride promos!
Current customer	More frequent service is needed, later evening service is needed as well. Also some added security, I often see drug use on the new holland bus route.
Current customer	more service without taking away service every question I answered had me taking away something to gain something worthless survey
Current customer	My only gripe about riding the bus, which I enjoy very much, are the foul mouthed teens on the route I use.
Current customer	Physical Presence of Security at the Queen Street Station
Current customer	Please think about getting benches at the bus stops.
Current customer	Sometimes we just can't have nice things: the RRTA transit center restrooms closed, no covered stops or benches to wait, advertising in bus caters to services for poor people -- transit doesn't feel like a choice someone wants to make, but is forced to for financial reasons.

Current customer	Thank you all for giving me access to my community. Keep up the good work.
Current customer	Thank you for everything you do; you make it possible for me to get to work every day reliably and affordable. I am also able to use the bus to visit family and friends on my days off because of you.
Current customer	Thank you for providing bus service.
Current customer	There needs to be a plan for a bus route from Lancaster and Columbia to Harrisburg and the same for York
Current customer	We need better ways to pay for trips. Perhaps a machine that gives change or the option to buy a reloadable/reusable transit card. Buying a new card every month is ridiculous especially when you have to wait a week for it to reach your house in the mail. We should be able to buy one card and simply load money onto it for use on any RRTA bus. This would be so much simpler and easier for customers to use.
Current customer	Yes. Some of the bus drivers need to be more considerate. Not all most are very polite. But there are some drivers that need to show a little more compassion. During construction we all need to be considerate. Its not always the bus drivers fault that they are late. How good is your survey going to be . I saw the guy surveyor filling out the survey himself.
Current customer	You have a decent system but management needs to go out there undercover and see for themselves what is needed by daily users.
Current customer	Your management style is highly discriminatory to minorities and elders. Customer service, drivers, and your management staff are not only unqualified and incompetence but also extremely rude and offensive. There is no excuse for keeping this type of people employed. You will be a very regular topic of discussion on City Council meetings until things change.
Current customer	Yes. Some of the bus drivers need to be more considerate. Not all most are very polite. But there are some drivers that need to show a little more compassion. During construction we all need to be considerate. Its not always the bus drivers fault that they are late. How good is your survey going to be . I saw the guy surveyor filling out the survey himself.
Current customer	You have a decent system but management needs to go out there undercover and see for themselves what is needed by daily users.

Current customer	Your management style is highly discriminatory to minorities and elders. Customer service, drivers, and your management staff are not only unqualified and incompetence but also extremely rude and offensive. There is no excuse for keeping this type of people employed. You will be a very regular topic of discussion on City Council meetings until things change.
customer_type Transit use	Q18 Do you have any other comments for RRTA or BARTA?
Former customer	Consider developing a new brand for the bus beyond RRTA--unless you're thinking about putting in light rail really quickly or some other mode, calling the bus service something that contains the word "bus" might help people understand what RRTA is in press releases and media mentions.
Former customer	Ditch the 1950's bus system. Envision a system for the 21st century. Make the private sector subsidize service. Work with municipalities and businesses to install shelters at most stops. Look at Denver's bus system planning as an example. https://www.denvergov.org/content/denvergov/en/denveright/transit.html Think out of the Box. Stop focusing on working with the money you have and just maintaining the status quo. Coordinate with the county on its comprehensive plan and related data.
Former customer	Drivers need to wear name tags. It's a basic in customer service, which is what their job is. Drivers need to be more friendly. Many are very grumpy and offer no assistance to riders questions, especially mentally challenged riders.
Former customer	Expanded service will increase ridership.
Former customer	I have commuted via bus using BARTA frequently when I worked downtown and found it to be reliable and efficient. I also chose my residential location based on this access. I have since changed job locations and would still be interested in bus transportation if it were available between Lancaster and Berks counties.
Former customer	I have non-expiring 10 ride passes which is an option I like as an occasional user. That is why I don't know the current single price fare: I keep a reserve of 10-trip tickets.
Former customer	I live in Lanc. Co., but work in Dauphin Co. There is NO bus service for this situation. Currently using Amtrak but it is very costly! Need a more economical option. At one time I called RRTA and was told

	that busses don't cross county lines, but busses from Lebanon, York, Cumberland, etc. provide service to Harrisburg!
Former customer	if you would partner with regional train service your ridership would probably increase by 300% we need the train !
Former customer	Like riding bike and using the bus as an alternative to driving. Make sure every bus has bike racks. More buses running more frequently would take a lot of cars off the road, easing gridlock, smog, and road rage. These 3 problems have grown exponentially in recent years in this region.
Former customer	RRTA challenges in Downtown Lancaster Transit Station will likely negatively impact responses. This survey should have been after the station was open a few months.
Former customer	Some (not all) drivers have the appearance that they really don't care about their jobs. Tuck your shirts in, button them up, wear your seat belts properly (I've witnessed more than one shoulder strap placed behind the driver). Additionally, work with the Reading Police and Reading Parking Authority to get parked cars out of bus bays so drivers actually pull over out of the traffic lane instead of blocking traffic.
Former customer	The trolley - that it exists and that the route goes b/w the train station, the park and ride, and downtown - should be advertised EVERYWHERE. Parking is an issue to some in town when this is a solution. Employers downtown should push it and the train station should have very clear, obvious information about it. The same is true for the new bike share station there.
Former customer	Think like a rail system. Go for broke and redesign the routes to focus on providing more frequent service (with fewer stops) to the urbanized area around Lancaster City. Make your long-distance routes to outer boroughs express only. PS -- I completely sympathize with your lack of funding. It's a disgrace that we spend most of our transportation money on road construction.
Former customer	Total regionalization needs to occur...
Former customer	Whenever the RRTA Bus Terminal is open again, you need to have more security around when people are waiting on buses. I have had people asking me for money.
Former customer	Whenever the RRTA Bus Terminal is open again, you need to have more security around when people are waiting on buses. I have had people asking me for money.

Never a customer	A bus from Lancaster to center City Harrisburg could be a feasible option but it would have to be less expensive than the train - \$187 monthly and deliver riders in about 45-60 minutes, around 8AM and leaves at 4:45PM. It would have to make a few stops in Harrisburg - train station, Capitol and HACC/Elmerton Ave but it could be an option.
Never a customer	Build light rail and streetcars
Never a customer	GET SMALLER BUSES!
Never a customer	Help people who truly want to improve their lives by providing more flexible, quick, direct, economical (free) service.
Never a customer	I am a transit lover and I have always balanced transit and biking when living in other urban areas but BARTA is extremely poor in meeting my needs. I understand funding is an issue, but Reading needs to prioritize transit - it is a way cheaper and more efficient means of moving people than expanding 422. If we committed even a quarter of the resources to transit as we will spend on that project we could have a world-class system. As a compromise between the ideal and fiscal/other limitations, perhaps SCTA could help study and/or provide commuter service between major population and employment centers (i.e. Reading, Valley Forge, Lancaster, Allentown, etc). Providing a significant commuter option could be a valuable first step in securing more transit funding and eliminating some congestion.
Never a customer	I am an employer on the north side of Ephrata who wants to employ more people from Lancaster City but can't due to the transportation limitations. Extended service along Rt. 272 towards the Turnpike area would allow me to attract more city dwellers to my company.
Never a customer	I currently walk or ride my bike to Amtrak to take the train to Harrisburg. I would like to take the bus but only the trolley serves the station. The trolley only serves downtown. Eliminate the trolley and integrate Amtrak into regular routes to better serve Lancaster residents.
Never a customer	I do not use public transportation but support it 100%

Never a customer	I have a son who does not live with me because he does not have a driver's license and there is no bus service for him to get to work from my home. He works in Berks county. Having a system that crossed over the county line would be helpful. Having a bus that runs up 272 further would also be helpful. Residents living in Reamstown, Denver and Adamstown have no bus service available ever. This makes travel difficult for those without licenses.
Never a customer	I have no incentive to take RRTA and I live along the busy Route 17. Stops are not are not frequent enough, bus stops are sub-standard and are below the dignity of ANYONE. No wonder the only people that use public transit are those that can't afford an auto and/or those people who can't drive or lost their license.
Never a customer	I rode the bus for several years and struggled with getting to/from work on weekends and evenings. Overall I found it easy to use And comfortable.
Never a customer	I think a bus that would run the Rt. 222 corridor from Lancaster to Reading and back would get used. You would need to stop at key exits along the way. Don't forget Reading to Lancaster Amtrak station. Also a stop at Adamstown park & ride. That is where I would get on. I am very familiar with both Berks & Lancaster Counties. Does BARTA really need such big buses? Buy smaller buses like Lancaster and Lebanon. Less \$\$\$?
Never a customer	I think hundreds of Hershey employees live in Lancaster. It would be nice to have a convenient and low priced service.
Never a customer	I tried to use RRTA when I was in college. I lived less than two blocks from the bus route which goes to HACC Lancaster. Unfortunately, the bus didn't run early enough to get to the first class of the day, nor run late enough to leave from the last class of the day. I ended up driving the entire time which I was at HACC. I have used public transportation when I lived in other places (NYC, Philadelphia, and Paris) and when I've visited other places (London, Switzerland, Washington DC, Houston) where I've found it very convenient to use it, but that was due to the frequency. I also understand that Lancaster doesn't have the population density to support that amount of public transportation.
Never a customer	I work with Seniors and disabled persons. BARTA door to door is late 50% of the time and people have to wait after their appoints way to long for a return ride
Never a customer	I would gladly use public transit far more frequently, especially in evenings on weekends, but the infrequency of service and obscurity of route information is stymieing.

Never a customer	I would like affordable, reliable, quick transportation from Lancaster to Harrisburg and back. I currently take Amtrak, and am less than satisfied. I think with the right setup, you would lure other Amtrak persons away.
Never a customer	I would like to start riding bus but would like to be sure that drivers are very helpful and informative to riders.
Never a customer	If people knew that the bus was coming every 15 minutes on X route during X commute time, you would get more people who currently drive, to take the bus. Routes should follow the main routes into the city without much deviation into the side roads unless to known employment centers. Pick various spots people could park their car to meet the bus and have the buses run every 15 minutes during peak commuter hours (based on types of employment clusters along the routes). Have covered waiting areas but people only needed to wait 15 minutes. You would get more riders as long as it was less than the \$70 to park monthly in the city.
Never a customer	In theory, I like public transit. Unfortunately it has not been practical and on time every time our family tried it.
Never a customer	Interested in a seasonal shuttle bus or trolley connecting heritage and outdoor recreation sites in the Susquehanna River Towns area, preferably with bike racks and/or paddlecraft trailers. This could complement the proposed water shuttle from Columbia to Long Level in York County.
Never a customer	I've relied on public transportation in every city and country I've ever lived in except here in Berks. While I realize that major metropolitan areas have public transportation needs that are different than here, it amazes me that BARTA seems to cater to those riders who are desperate for a transportation choice, rather than take an active role in promoting your agency towards younger generations who are clearly not as interested in car ownership, etc. If someone grows up with public transportation as a part of their lives than they'll likely use it as an adult. Countless Berks Countians have never used BARTA once. That's a problem.
Never a customer	More efficient and frequent service is needed for riders travelling within the City limits is needed. Rebranding/better marketing may also be helpful to attract new riders and reduce stigma of riding the bus in this area.
Never a customer	Move fast on improvements. Respond to the changing locations of intense development, jobs, shift work, etc.

Never a customer	Raise awareness of the availability of services and make it easy to pay and understand how to get to places. Formerly city workers like me are more likely to want to use public transport, it's just that smaller towns make service less transparent on the internet and at bus stops. It is as if the system doesn't exist to young people with smartphones
Never a customer	RRTA and BARTA are long on fluff and advertising but short on information.
Never a customer	RRTA needs to develop routes to major employment centers and then stick to those routes so business can locate close to the routes and not be worried that they will be changed in the future. A line should have never been added to Urban Outfitters and reduced elsewhere in the system. Urban Outfitters should have located along an existing route where there is housing and other jobs. But they new RRTA would change their route to accommodate them so they could build anywhere in the rural landscape that was cheap. This is the advantage that fixed routes have over rubber-wheeled buses and RRTA needs to take a stand and stick to it. Build outside of the corridors it serves and your own peril.
Never a customer	Run buses to Harrisburg for state workers who live in Lancaster and surrounding communities.
Never a customer	SCTA should consider investing in more bus shelters. Also, this survey is limited and does not provide scenarios that accurately address many of the concerns that residents have about the existing bus service. It's understanding to let the public aware of a limited budget, however to present no-win scenarios is not exactly an encouraging sign that the SCTA is willing to address these concerns.
Never a customer	Thanks for the opportunity to fill out this survey.
Never a customer	use SEPTA as a model and connect the outer wheel of the spokes. RRTA is the can't get there from here bus service
Never a customer	Would be nice to have Lancaster - Harrisburg commuter bus service. RabbitTransit offers York - Harrisburg service and Lebanon Transit offers Lebanon - Harrisburg service. It would be nice if RRTA had the same kind of service from Lancaster to Harrisburg.
Never a customer	Would like to see a bus into Montgomery County

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