



SOUTH CENTRAL TRANSIT AUTHORITY

TRANSIT DEVELOPMENT PLAN UPDATE

APPENDIX G: BARTA ROUTE PROFILES

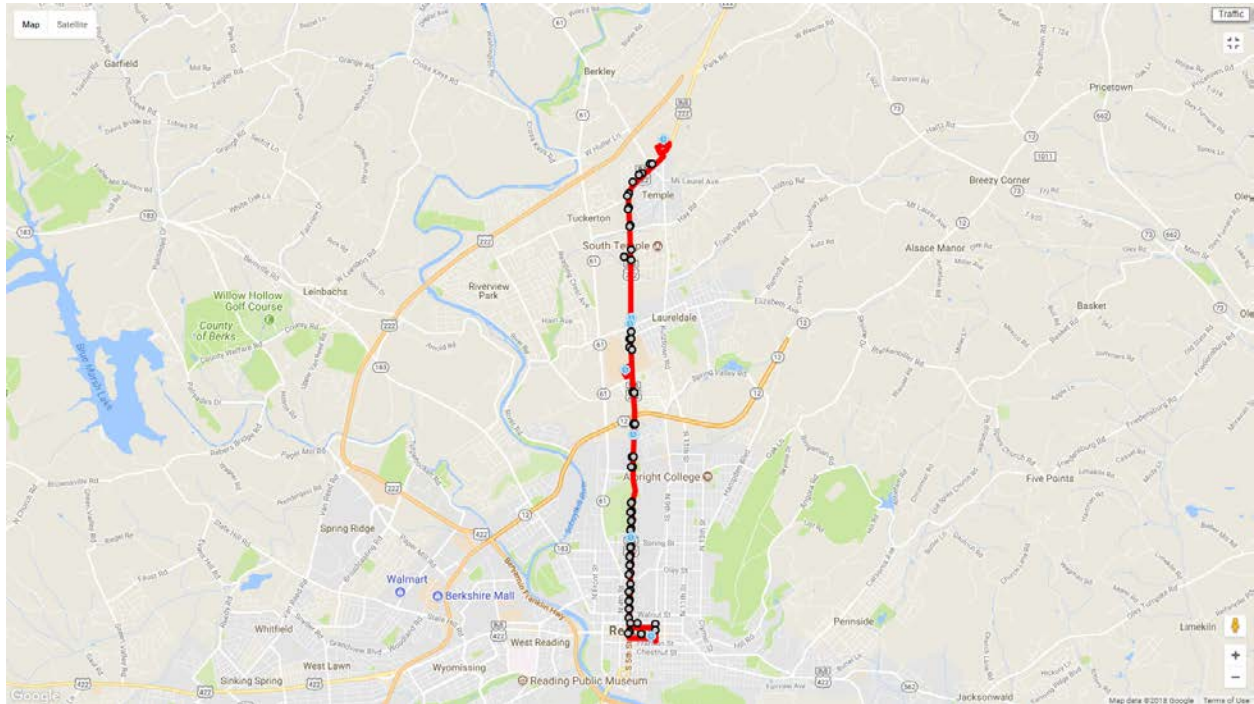
MAY 2018



BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 1

Temple Via 5th



Route Overview

Cities Served

Temple, Reading

Major Corridors Served

Route 1 primarily travels along North 5th Street and 5th Street Highway into North Reading.

Major Activity Centers / Points of Interest

North Reading Plaza (Walmart, Target), Muhlenberg Shopping Center, Fairgrounds Square Mall, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	6:00 AM to 12:00 AM	30/20/20-30	48/48
Saturday	7:00 AM to 12:00 AM	20-30/20-30	46/46
Sunday	11:30 AM to 7:00 PM	60/60	8/8

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

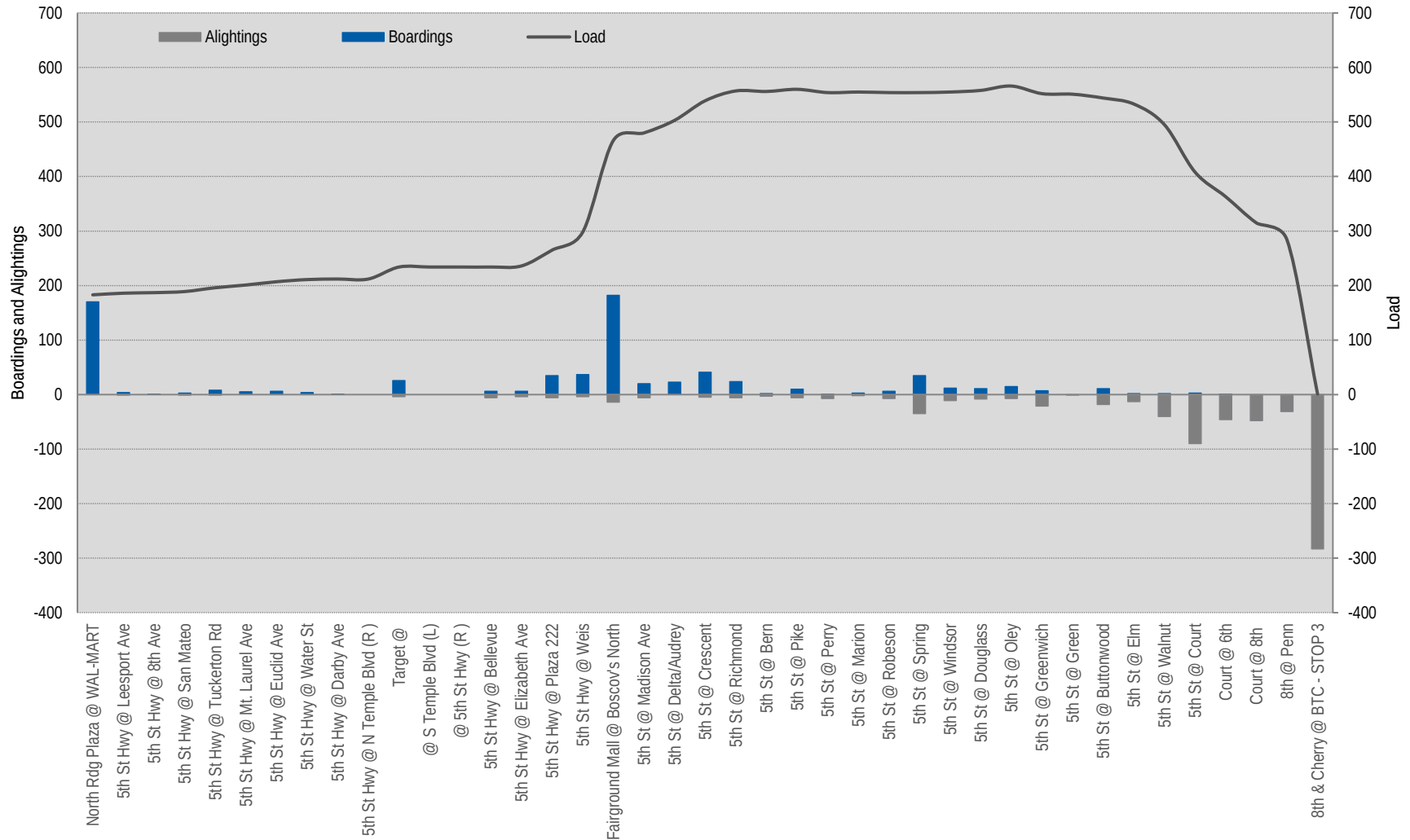
Ridership by Stop

Highest Ridership Stops (20 or More Daily Boardings & Alightings)

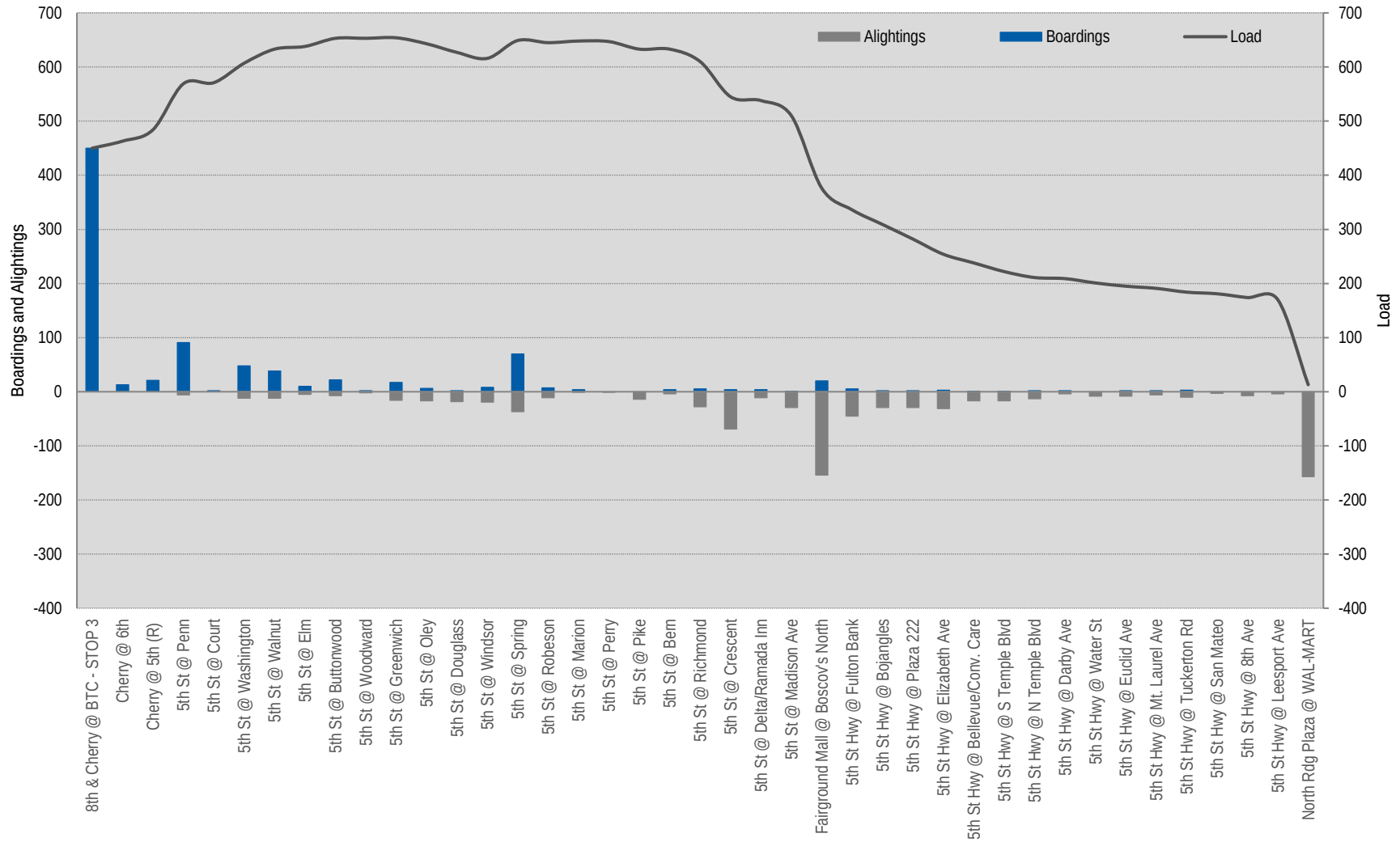
INBOUND STOPS	INBOUND ONs / OFFs
North Reading Plaza @Walmart	170 / 0
Target @	26 / 4
5th St Hwy @ Plaza 222	35 / 6
5th St Hwy @ Weis	37 / 4
Fairground Mall @ Boscov's North	182 / 14
5th St @ Madison Ave	20 / 6
5th St @ Delta/Audrey	23 / 0
5th St @ Crescent	41 / 5
5th St @ Richmond	24 / 6
5th St @ Spring	35 / 35
5th St @ Windsor	12 / 11
5th St @ Oley	15 / 7
5th St @ Greenwich	7 / 21
5th St @ Buttonwood	11 / 18
5th St @ Walnut	2 / 40
5th St @ Court	3 / 90
Court @ 6th	1 / 46
Court @ 8th	0 / 48
8th @ Penn	0 / 31
8th & Cherry @ BTC	0 / 283

OUTBOUND STOPS	OUTBOUND ONs / OFFs
8th & Cherry @ BTC	450 / 0
Cherry @ 5th	21 / 0
5th St @ Penn	91 / 6
5th St @ Washington	48 / 12
5th St @ Walnut	38 / 12
5th St @ Buttonwood	22 / 7
5th St @ Oley	17 / 16
5th St @ Douglass	2 / 18
5th St @ Windsor	8 / 19
5th St @ Spring	70 / 37
5th St @ Richmond	5 / 28
5th St @ Crescent	4 / 69
5th St @ Madison Ave	1 / 29
Fairground Mall @ Boscov's North	20 / 154
5th St Hwy @ Fulton Bank	5 / 45
5th St Hwy @ Bojangles	2 / 29
5th St Hwy @ Plaza 222	2 / 29
5th St Hwy @ Elizabeth Ave	3 / 31
North Reading Plaza @ Walmart	0 / 157
5th St @ Richmond	5 / 28

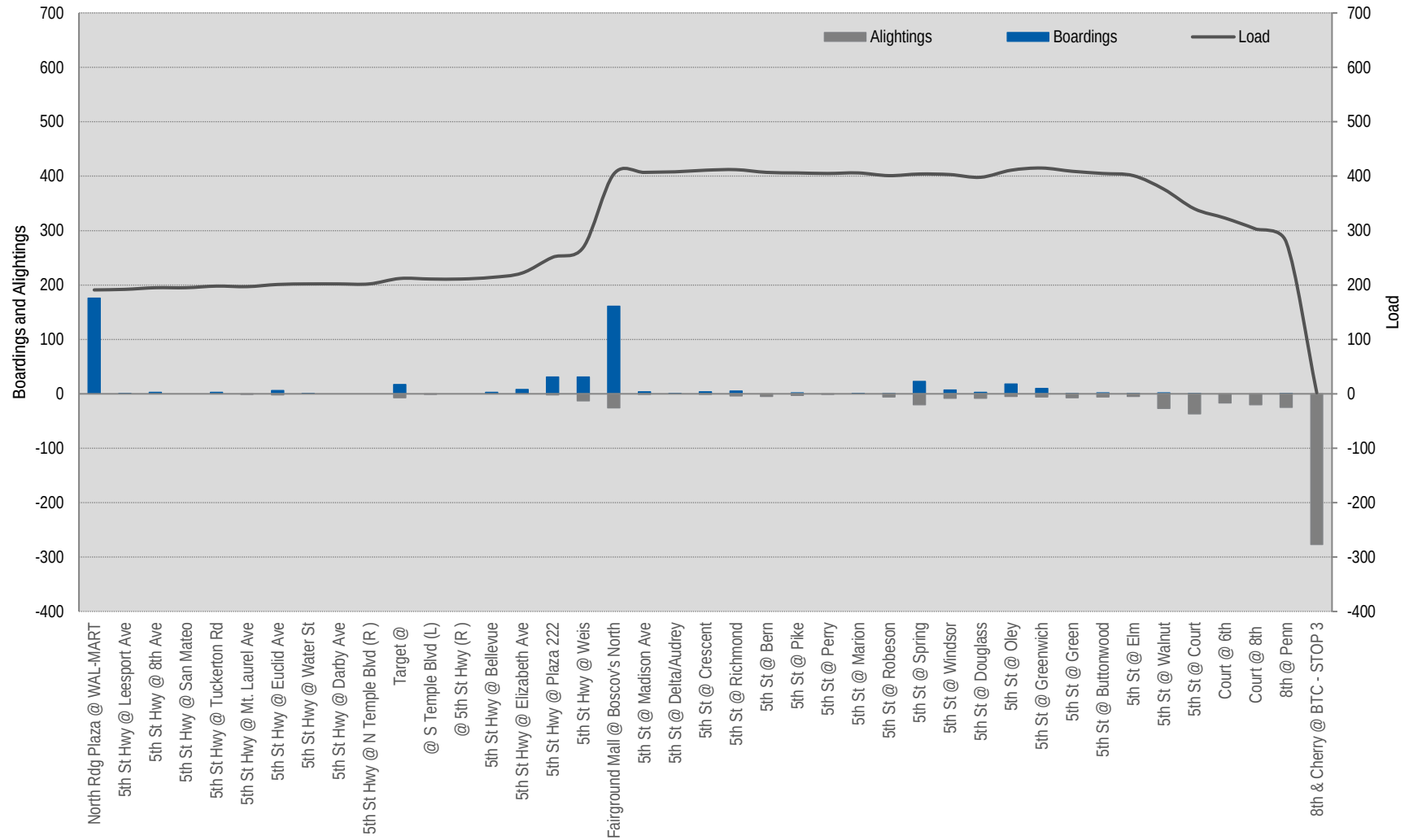
Weekday Inbound Ridership by Stop



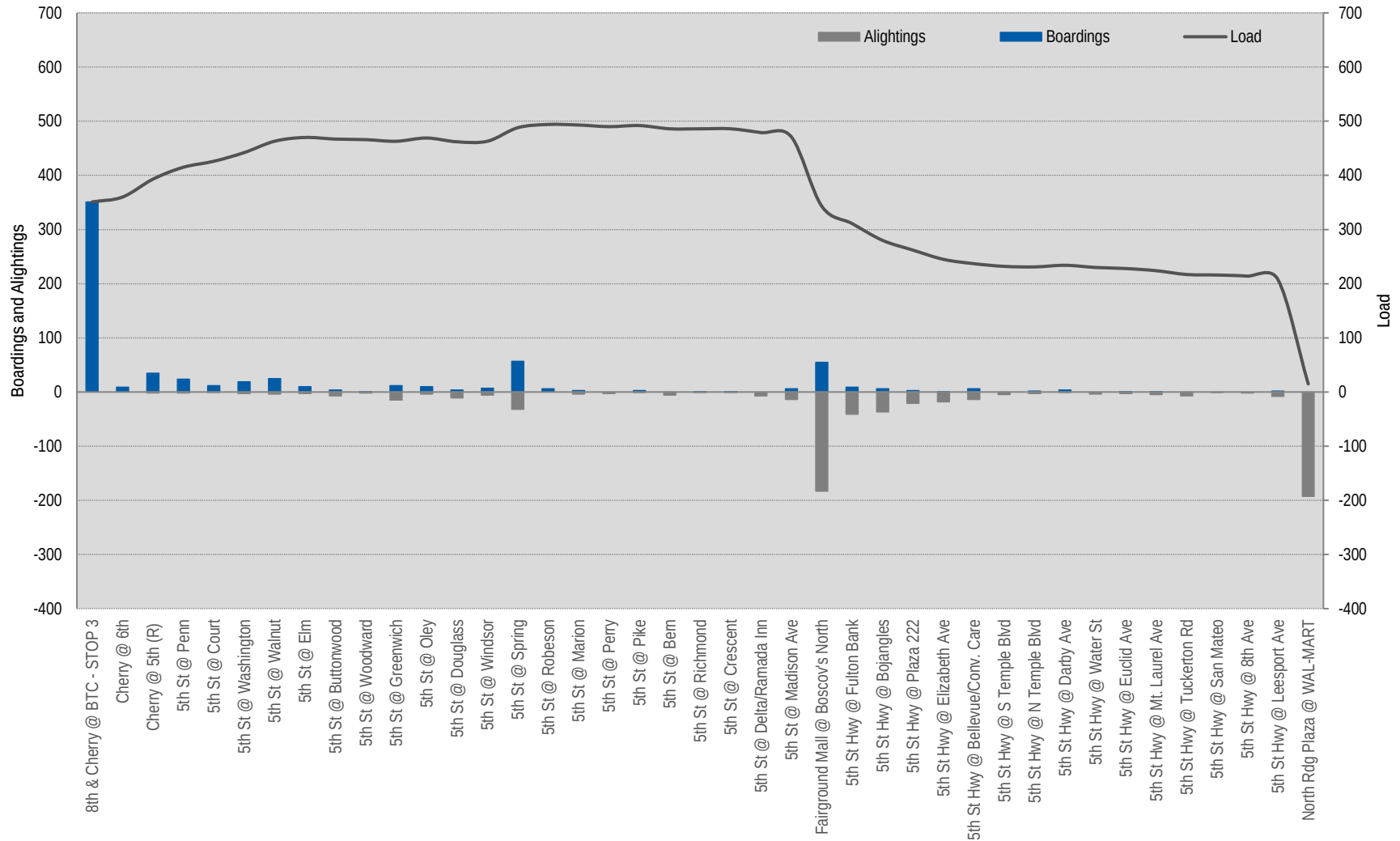
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

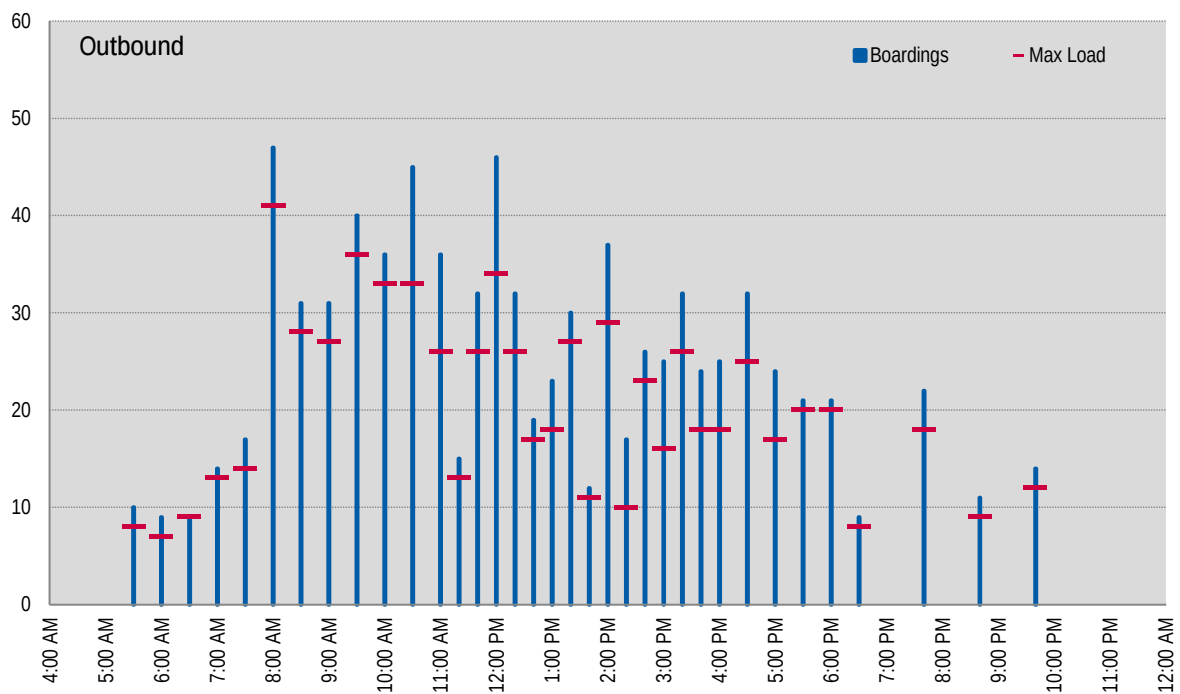
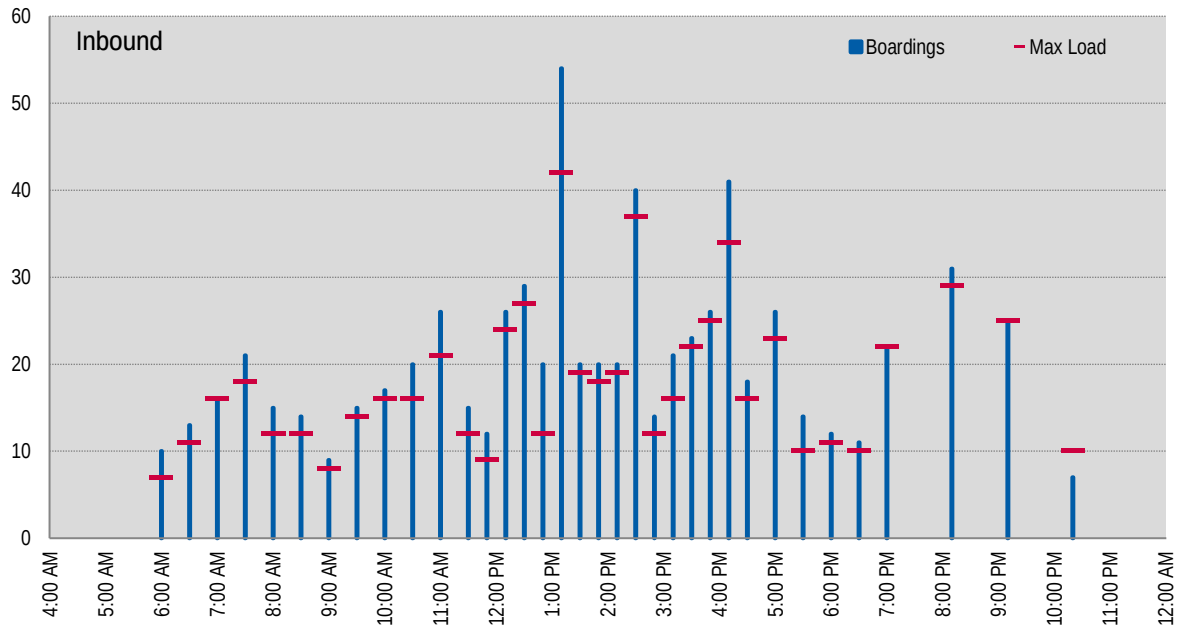


Saturday Outbound Ridership by Stop

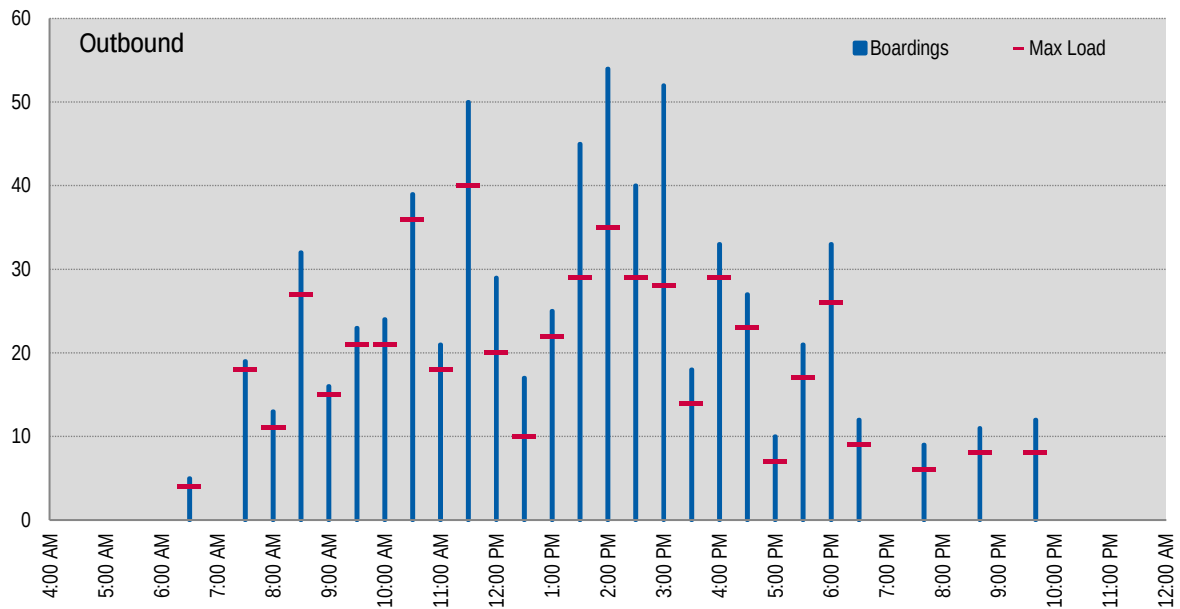
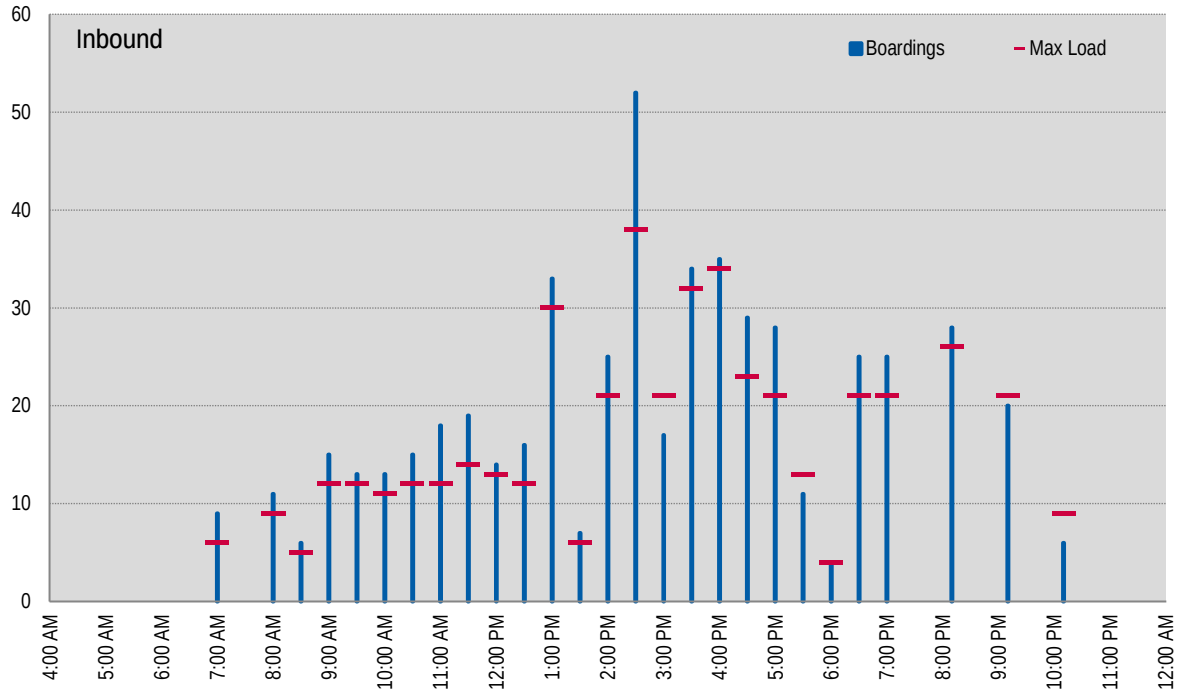


Ridership by Trip

Weekday Ridership by Trip

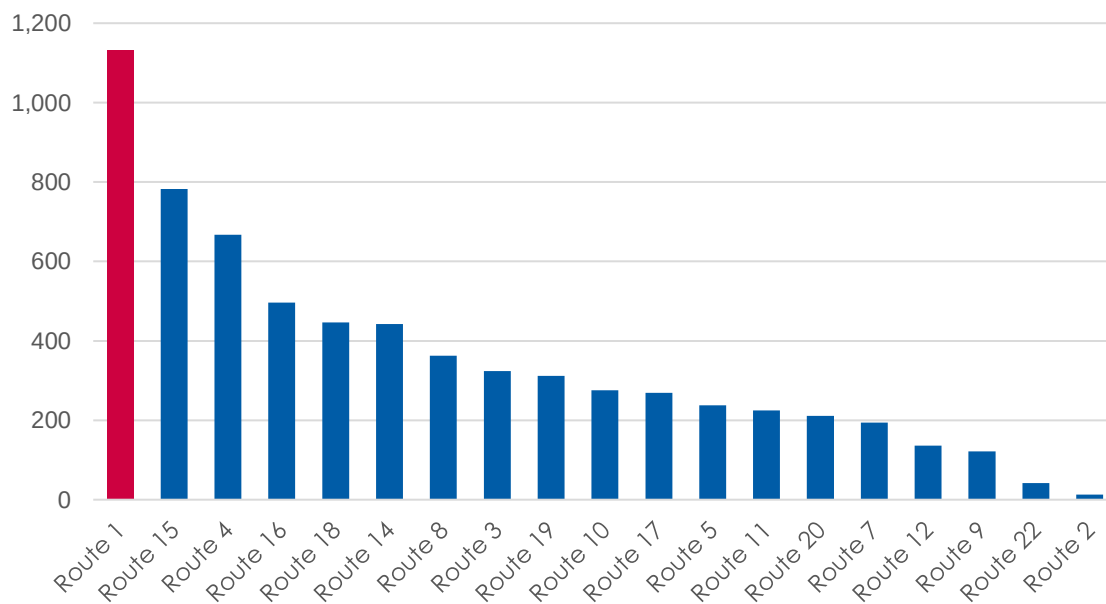


Saturday Ridership by Trip

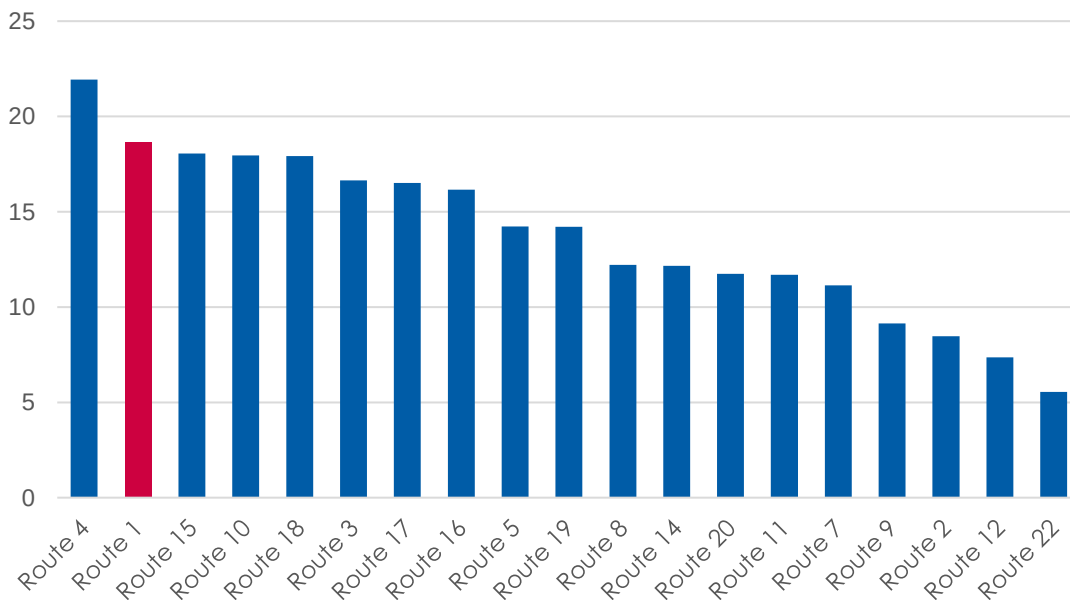


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	1,569	1,218
Pax/Revenue Hour	57.5	45.1
BARTA Average	24.0	17.9
Pax/One-Way Trip	16.6	13.2
BARTA Average	13.0	8.9
Pax/Revenue Mile	5.4	4.2
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

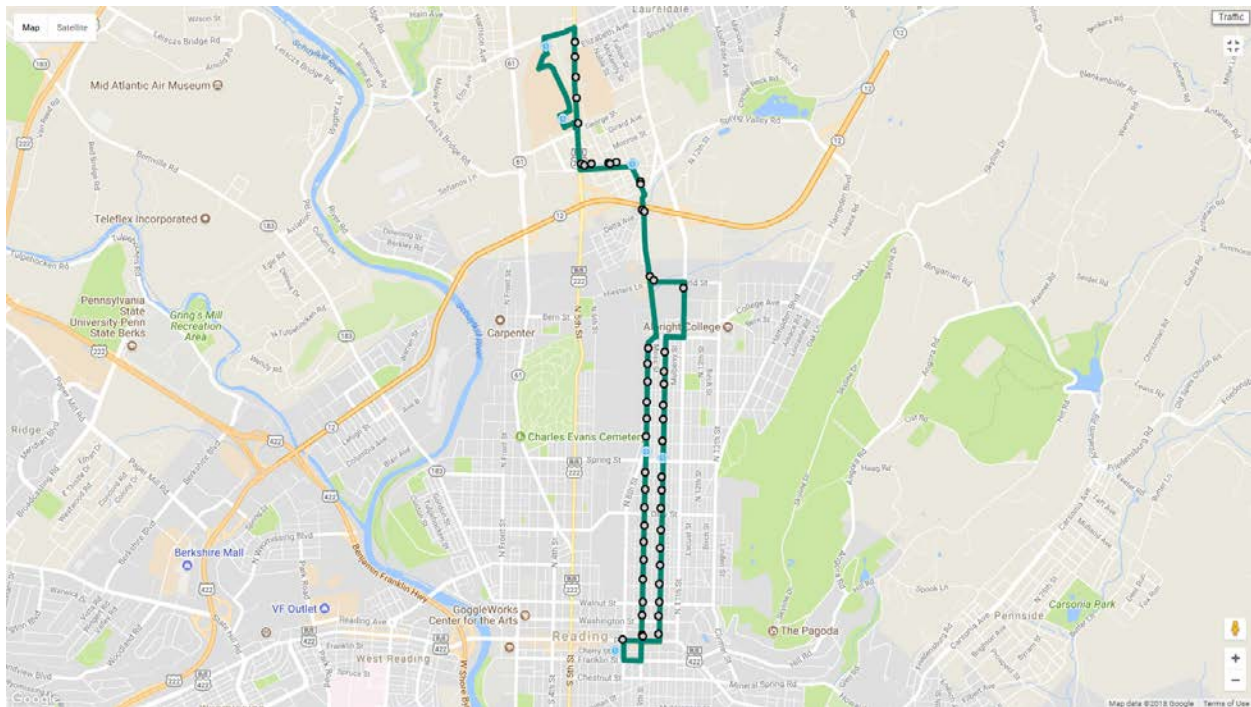
Route 1 is the highest ridership route in the BARTA system, and performs well on all measures of productivity on all service days. Saturday ridership on Route 1 is about 75% of weekday ridership, which is relatively high compared to most transit systems. Opportunities to strengthen Route 1 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Scheduled frequency has been increased since the collection of ridership by trip data, better matching the demand for more weekday and weekend service, but there is still demand for more frequent all-day service.
 - Increase weekday service frequency to every 15 minutes throughout the day through the end of the PM peak.
 - Operate Saturday service every 15 to 20 minutes throughout the day and every 30 minutes in the evening to meet high demand.
 - Evaluate Sunday service for the need to provide 30 minute service.
- Extend the hours of service, specifically in the evening. In the outbound directions boardings exceed 10 passengers per trip on weekdays and weekends. This often indicates the demand for additional service.
- Consider opportunities for capital investments, including shelters, real-time information, and safety improvements (curb enhancements, bulb stops, pull-out stops) and along 5th Street and 5th Street Highway at key boarding locations.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 2

Fairgrounds Square Market



Route Overview

Cities Served

Reading

Major Corridors Served

9th Street, 10th, Street, Kutztown Road, Jefferson Boulevard, 5th Street Highway

Major Activity Centers / Points of Interest

Fairgrounds Square Market, Fairgrounds Square Mall, PA Careerlink, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Friday	10:30 AM to 2:30 PM	—/60/—	4/4
Saturday	10:30 AM to 2:30 PM	—/60/—	4/4

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

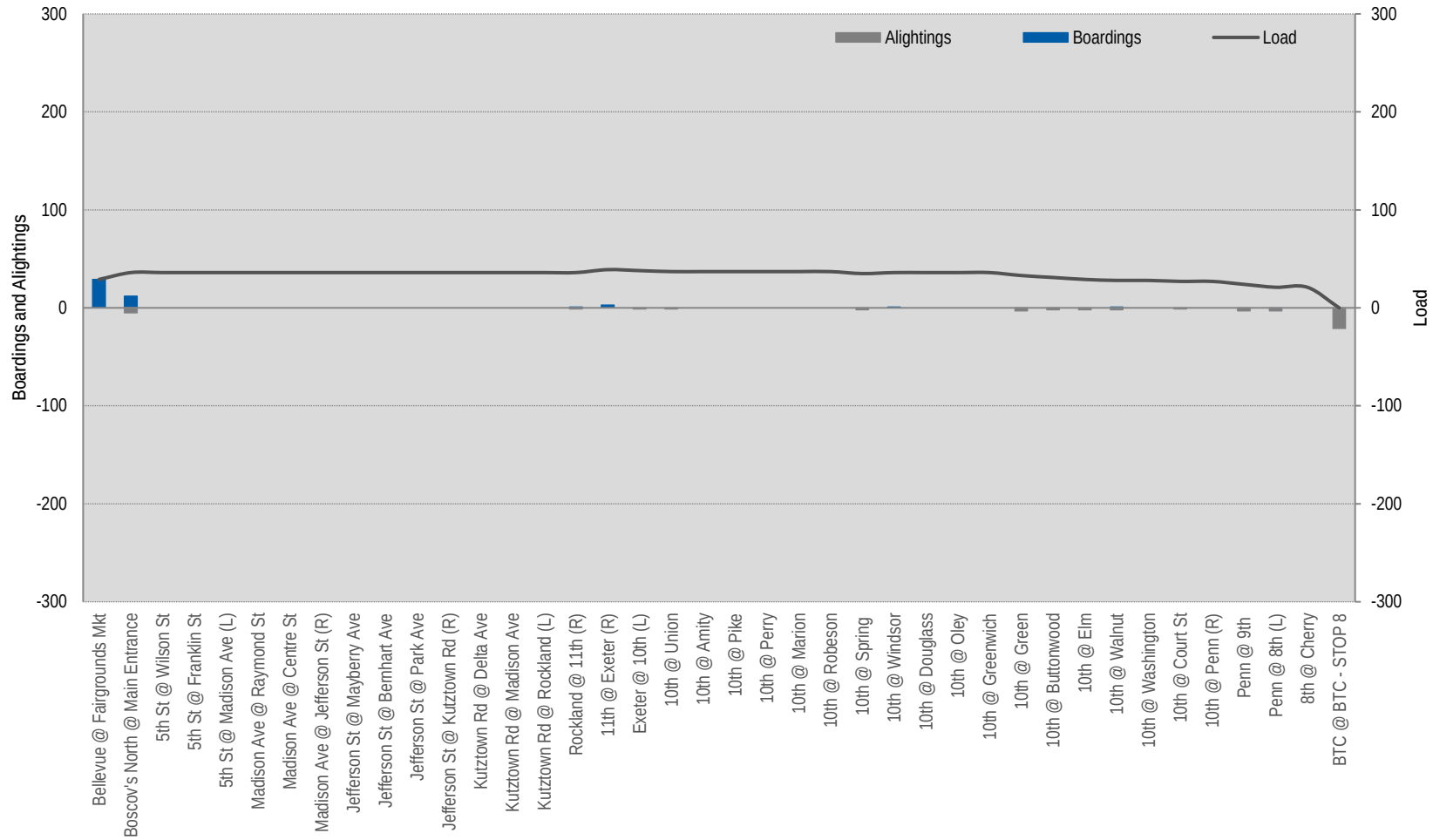
Ridership by Stop

Highest Ridership Stops (10 or More Daily Boardings & Alightings)

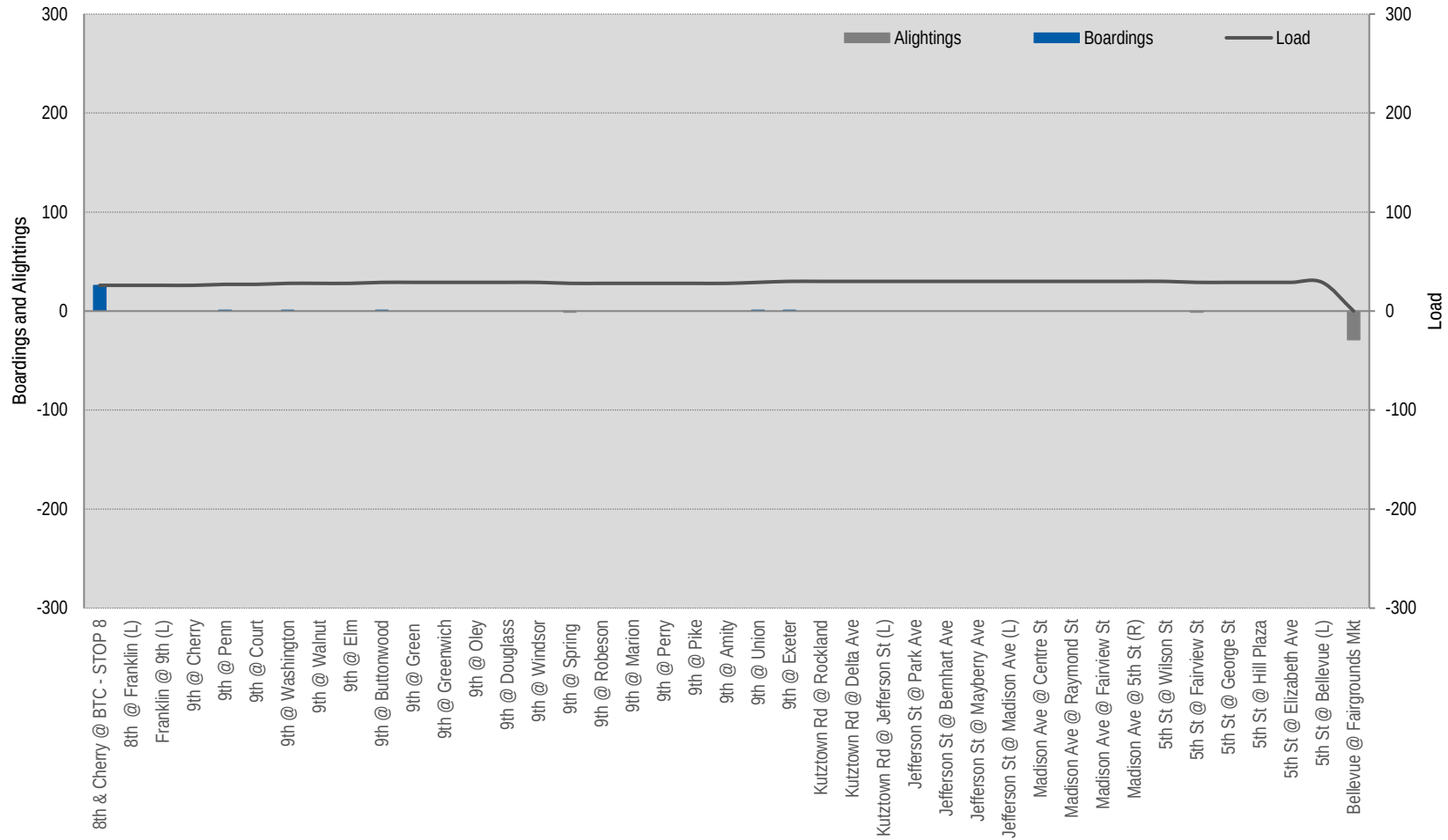
INBOUND STOPS	INBOUND ONs / OFFs
Bellevue @ Fairgrounds Mkt	29/0
Boscov's North @ Main Entrance	12/5
BTC @ BTC – Stop B	0/21

OUTBOUND STOPS	OUTBOUND ONs / OFFs
8 th & Cherry @ BTC – Stop B	26/0
Bellevue @ Fairgrounds Mkt	0/29

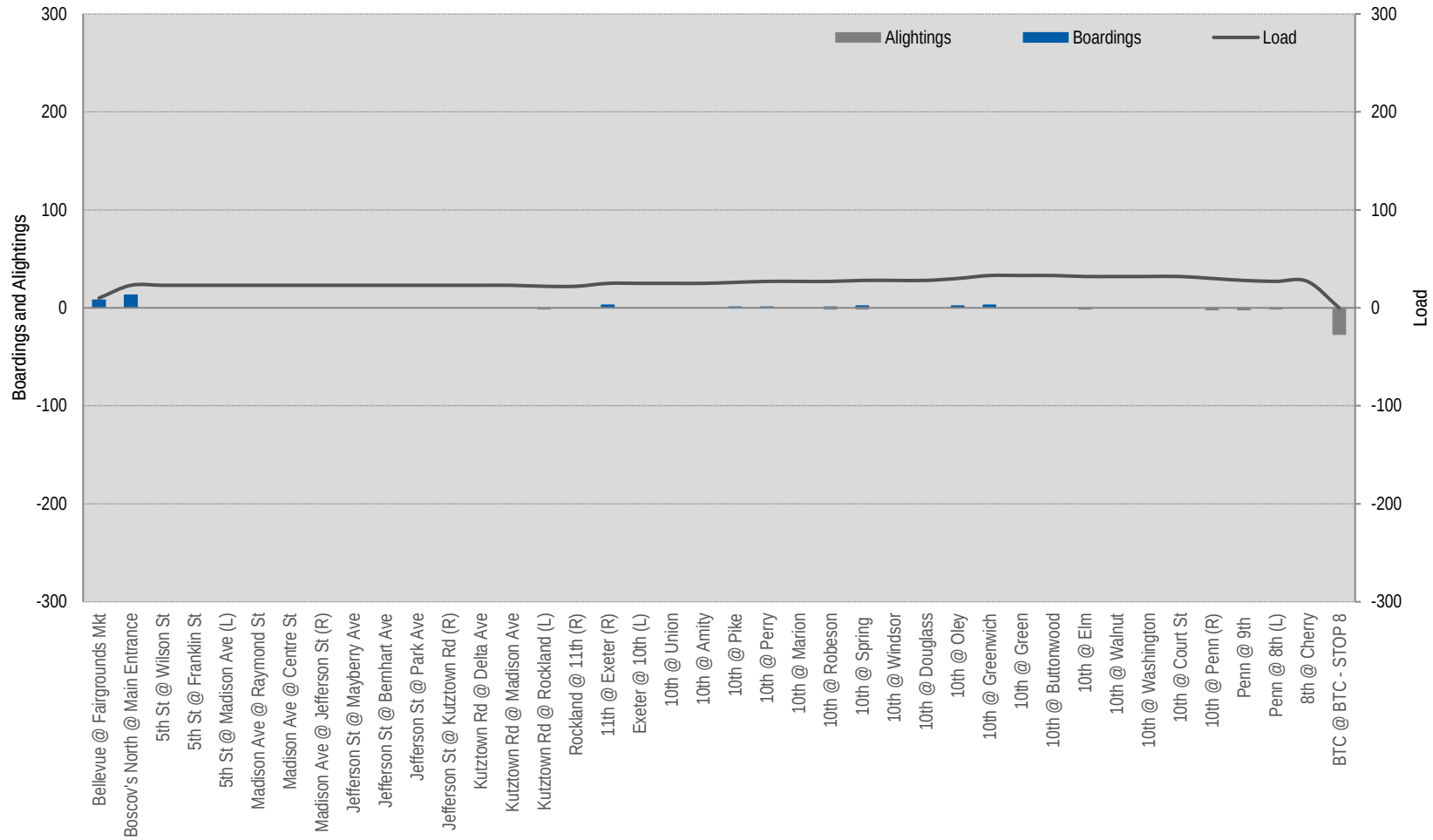
Friday Inbound Ridership by Stop



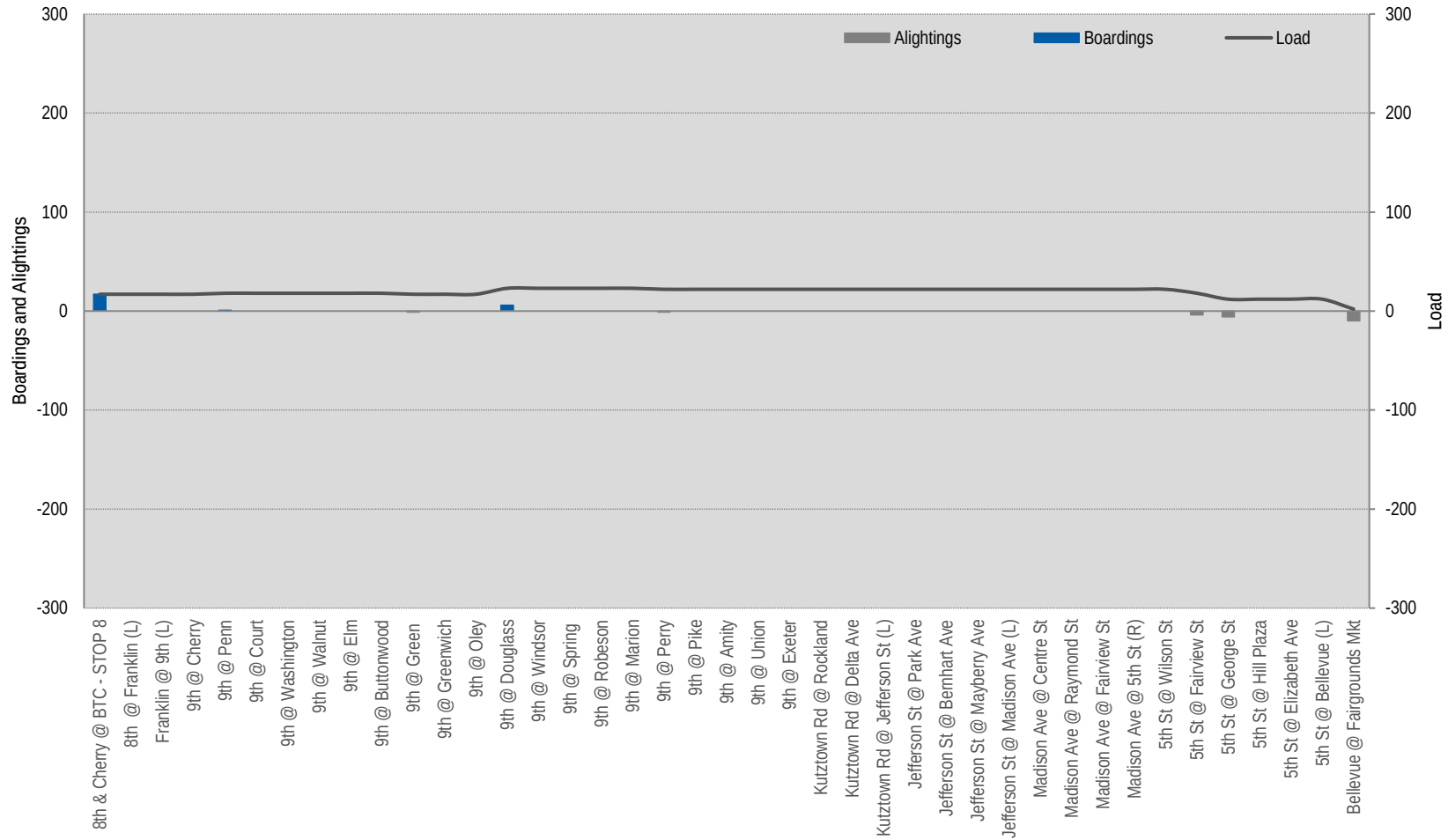
Friday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

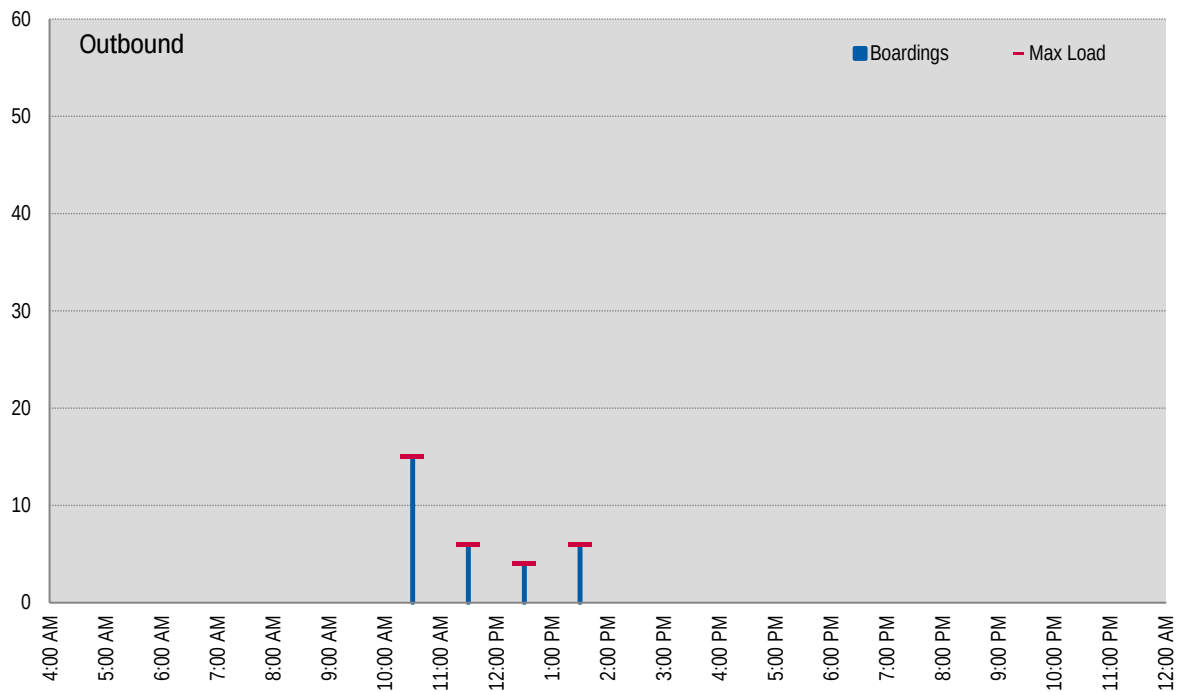
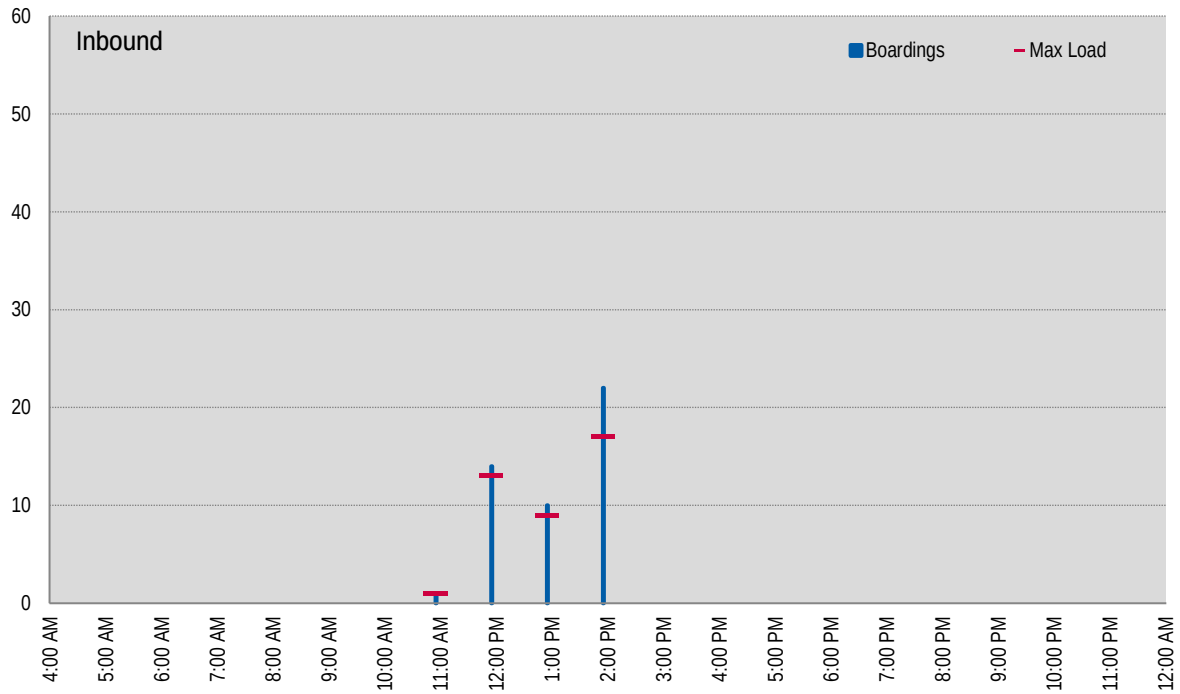


Saturday Outbound Ridership by Stop

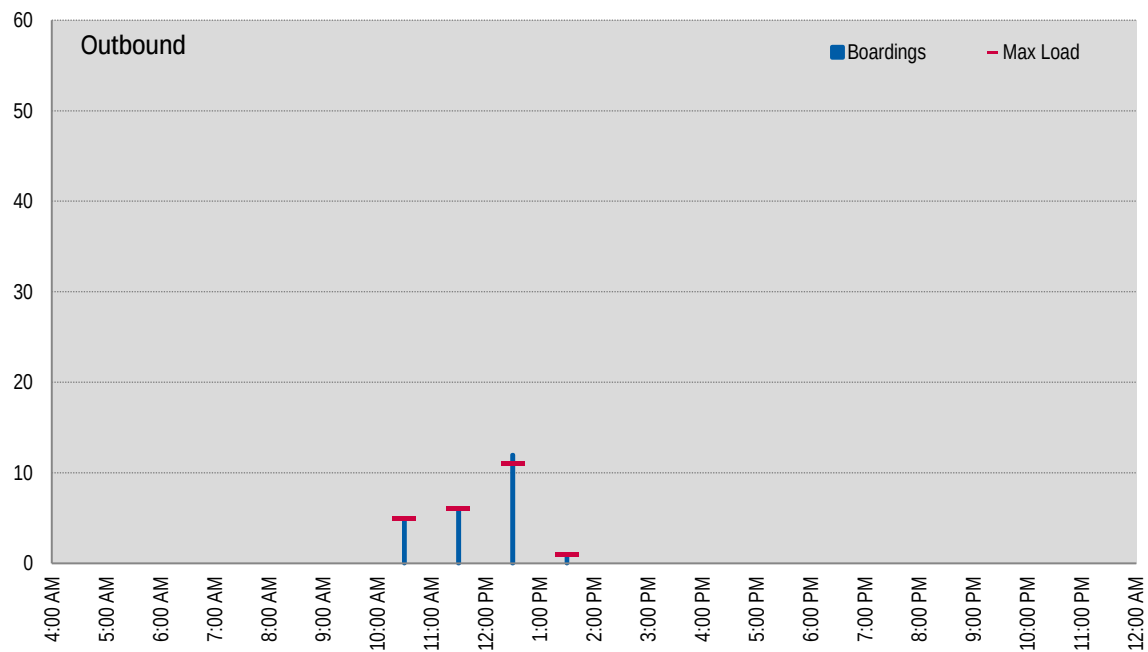
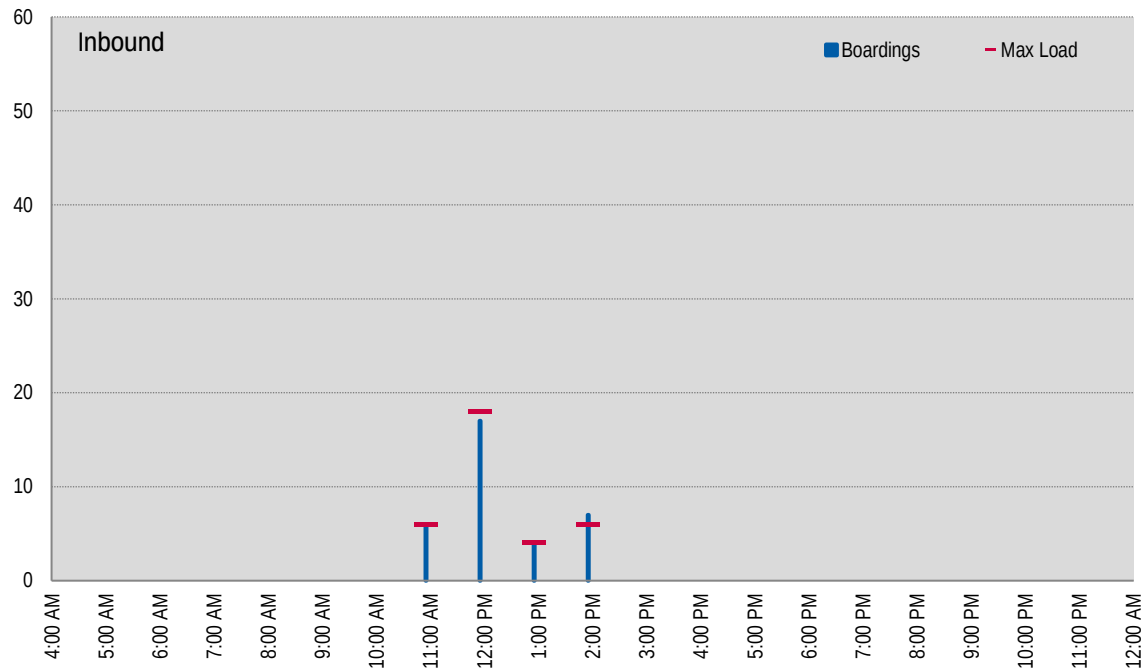


Ridership by Trip

Weekday Ridership by Trip

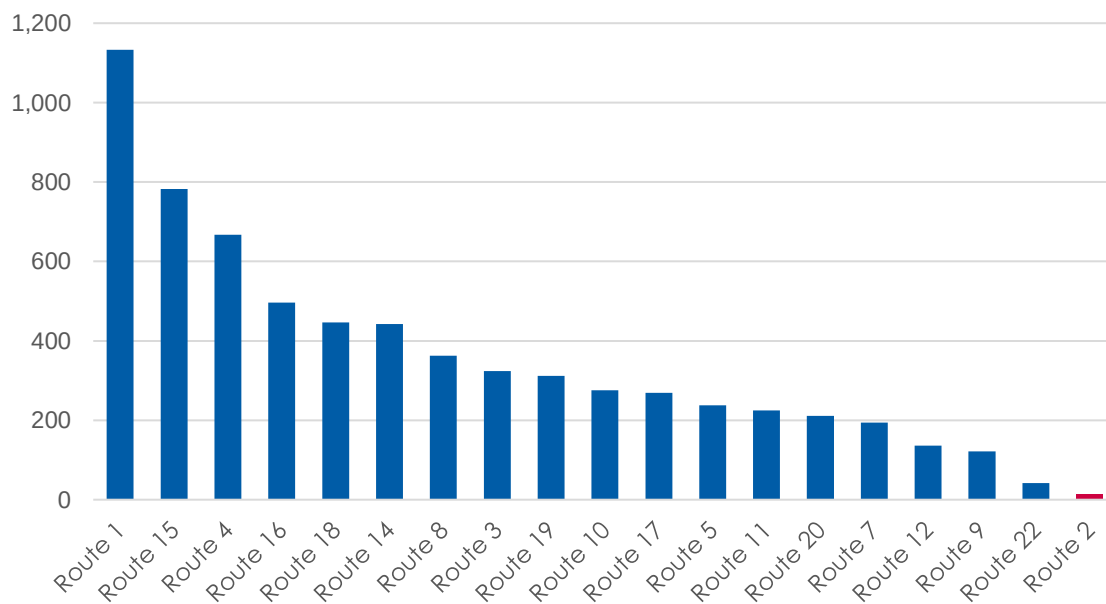


Saturday Ridership by Trip

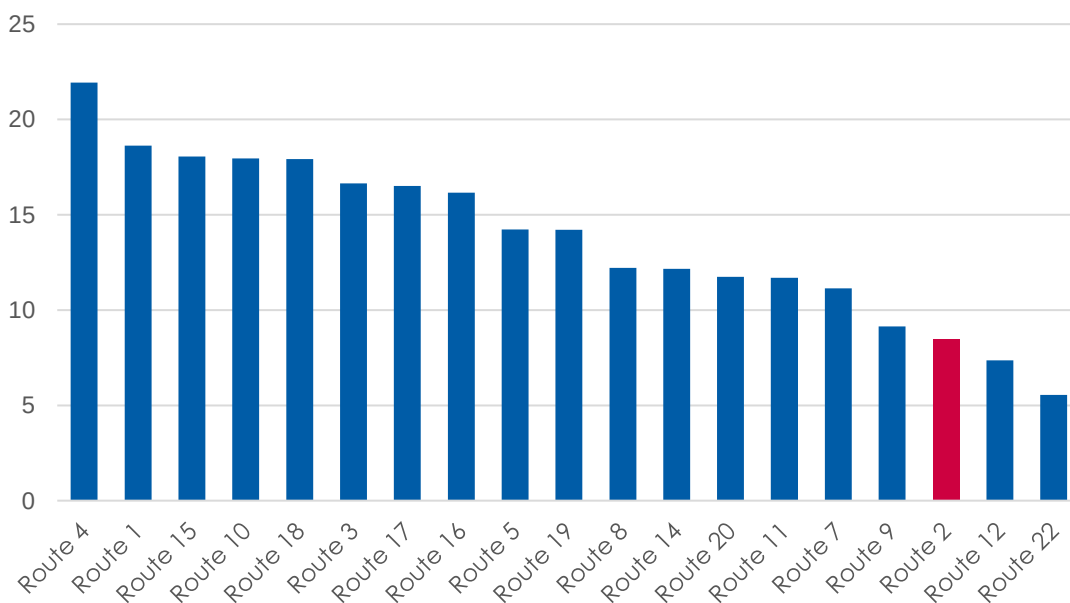


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	FRIDAY	SATURDAY
Average Daily Ridership	78	58
Pax/Revenue Hour	2.7	2.2
BARTA Average	24.0	17.9
Pax/One-Way Trip	9.8	7.3
BARTA Average	13.0	8.9
Pax/Revenue Mile	0.3	0.2
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

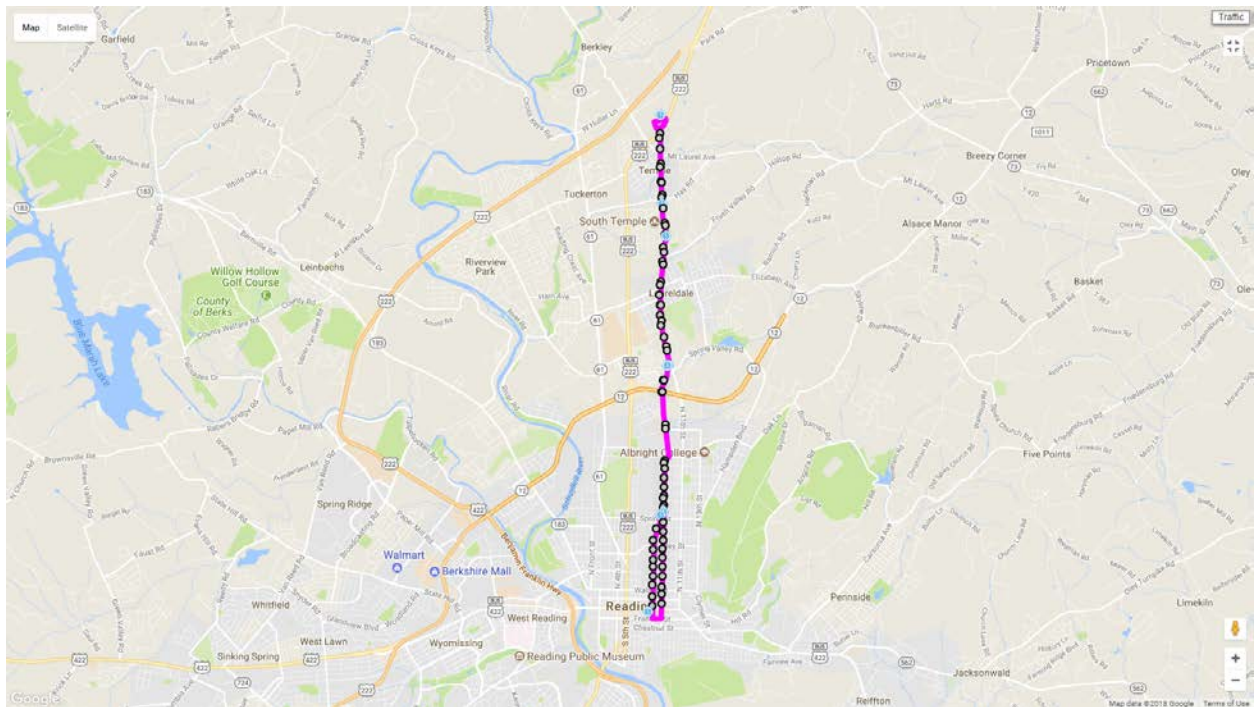
Opportunities to strengthen Route 2 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Discontinue Route 2 and reinvest resources elsewhere in the system. Route 2 operates just four daily round trips on Fridays and Saturdays only, and has the lowest daily ridership and daily ridership per revenue hour in the BARTA system. Frequent and direct service to Fairgrounds Square Mall is already provided by Route 1, which operates seven days a week. Daily service to PA CareerLink is already provided by Route 3 and Route 4.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 3

Temple via Kutztown Road



Route Overview

Cities Served

Temple, Reading

Major Corridors Served

9th Street, Kutztown Road

Major Activity Centers / Points of Interest

North Reading Plaza (Wal-Mart), CareerLink, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:45 AM to 6:45 PM	30/60/30	19/19
Saturday	6:15 AM to 6:15 AM	60/60	12/12

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

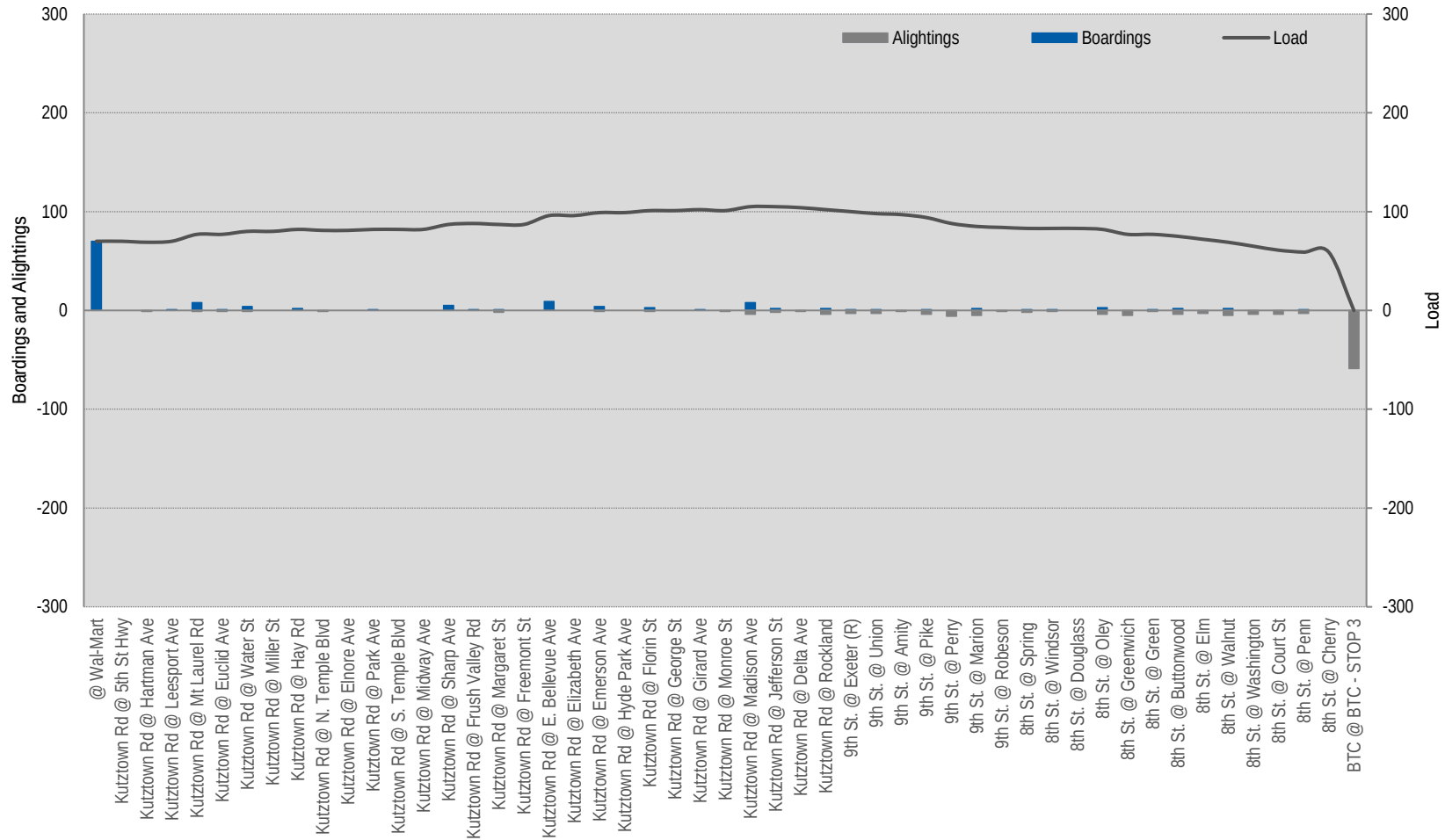
Ridership by Stop

Highest Ridership Stops (10 or More Daily Boardings & Alightings)

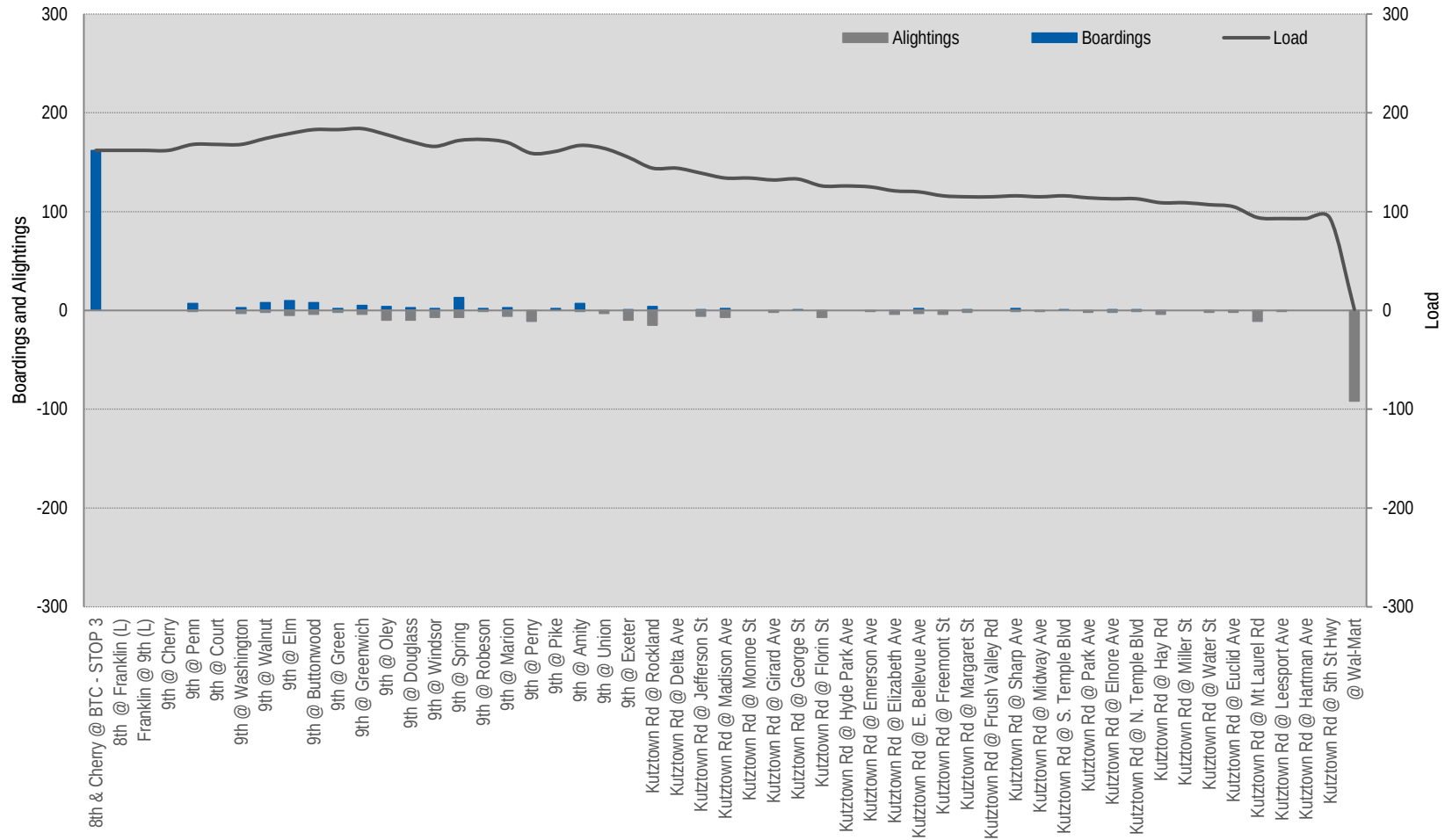
INBOUND STOPS	INBOUND ONs / OFFs
Walmart	70/0
Kutztown Rd @ Madison Ave	8/4
BTC	0/59

OUTBOUND STOPS	OUTBOUND ONs / OFFs
8 th & Cherry @BTC	162/0
9 th @ Walnut	8/2
9 th @ Elm	10/5
9th @ Buttonwood	8/4
9th @ Oley	4/10
9th @ Douglass	3/10
9th @ Spring	13/7
9th @ Exeter	1/10
Kutztown Rd @ Rockland	4/15
Kutztown Rd @ Mt Laurel Rd	0/11
Walmart	0/92

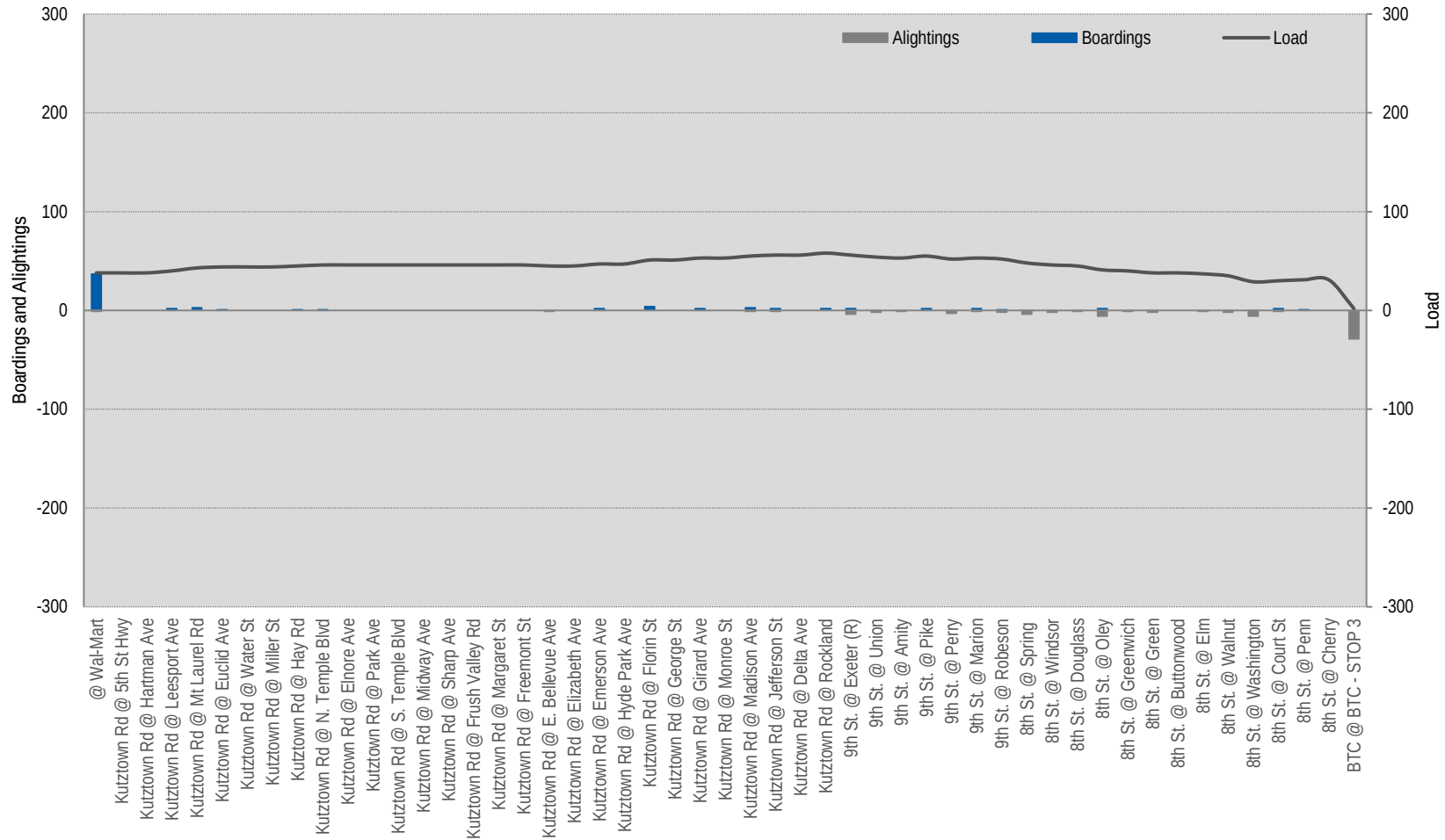
Weekday Inbound Ridership by Stop



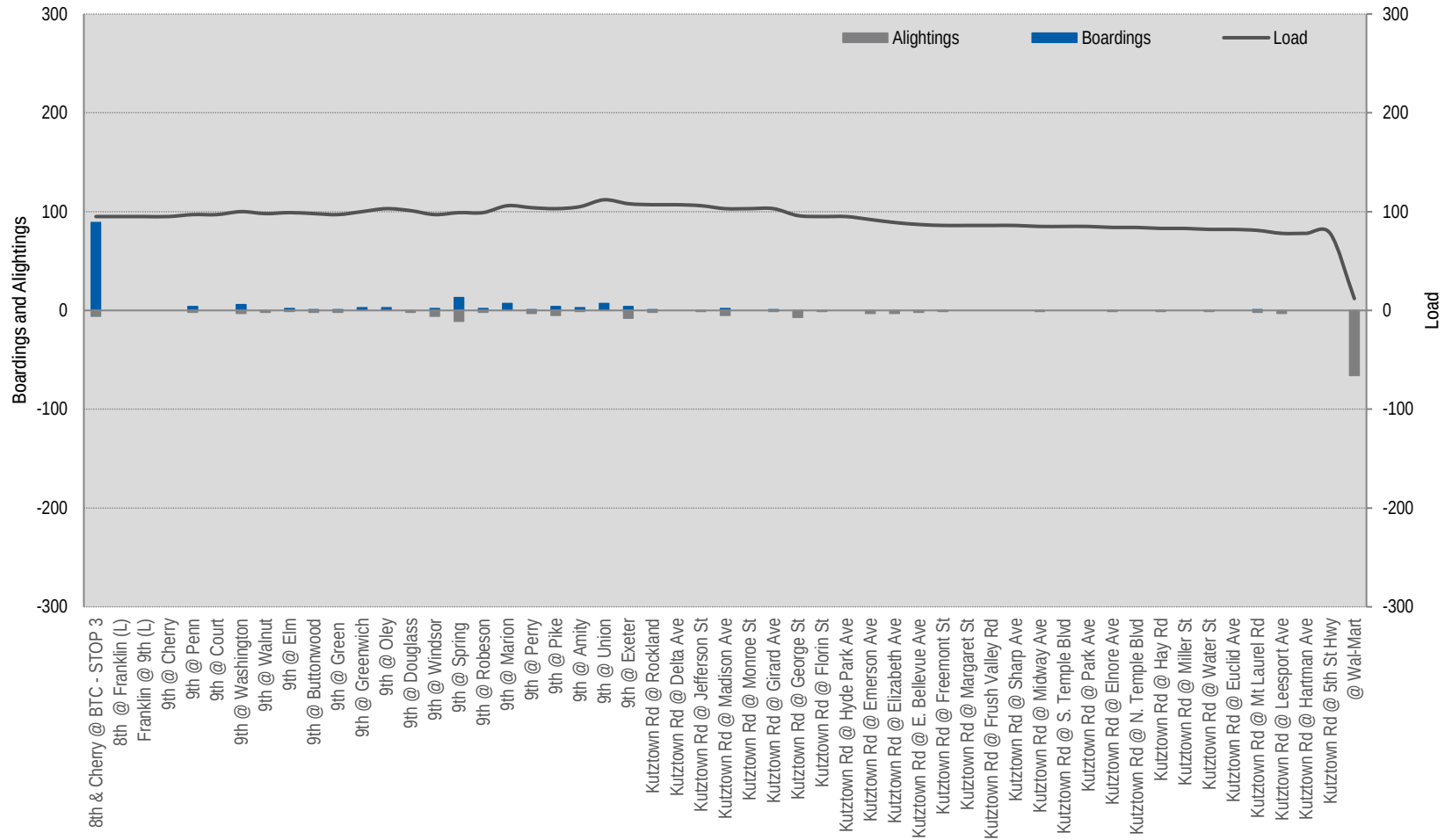
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

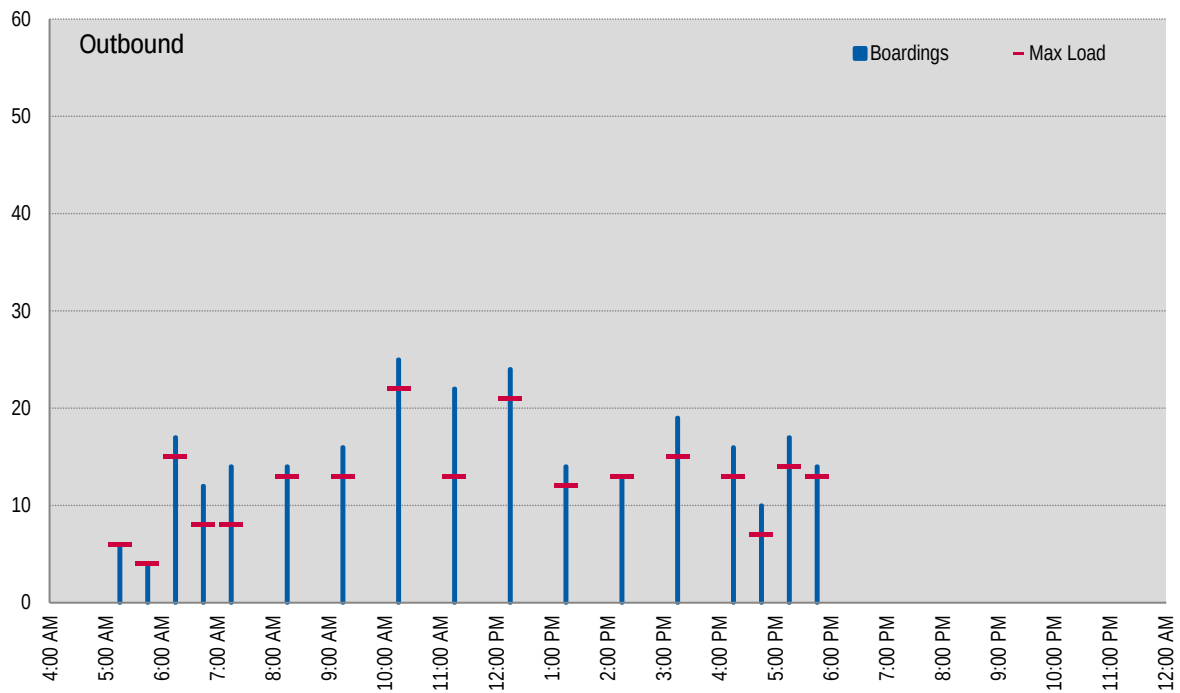
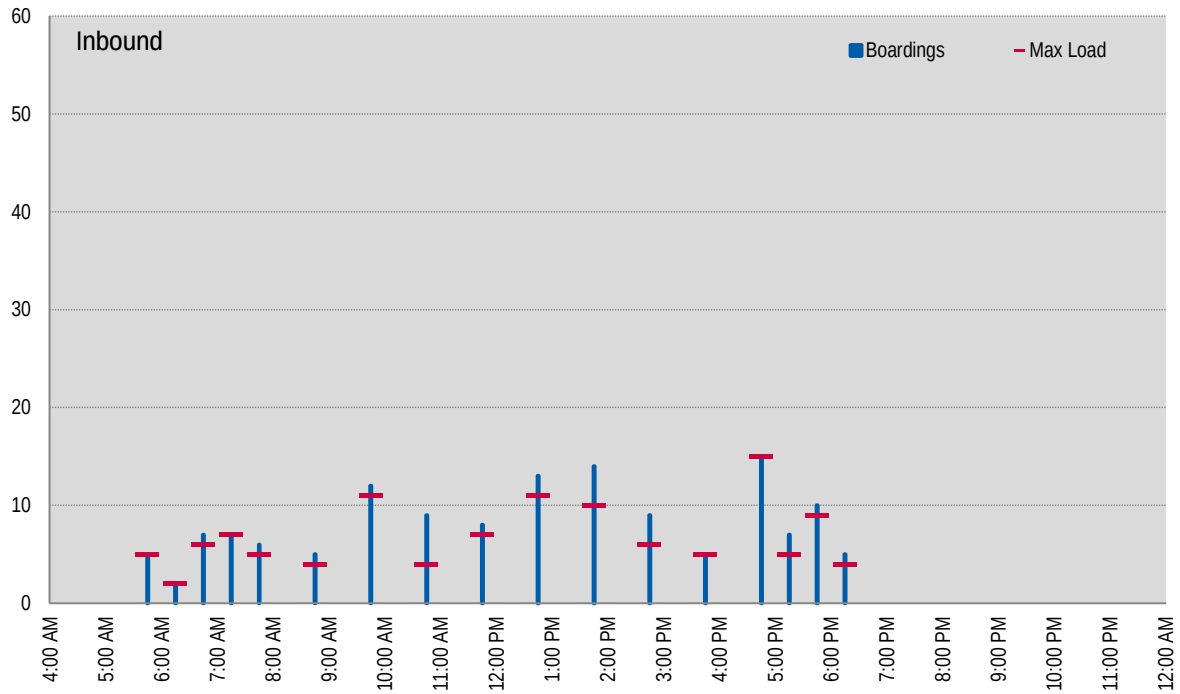


Saturday Outbound Ridership by Stop

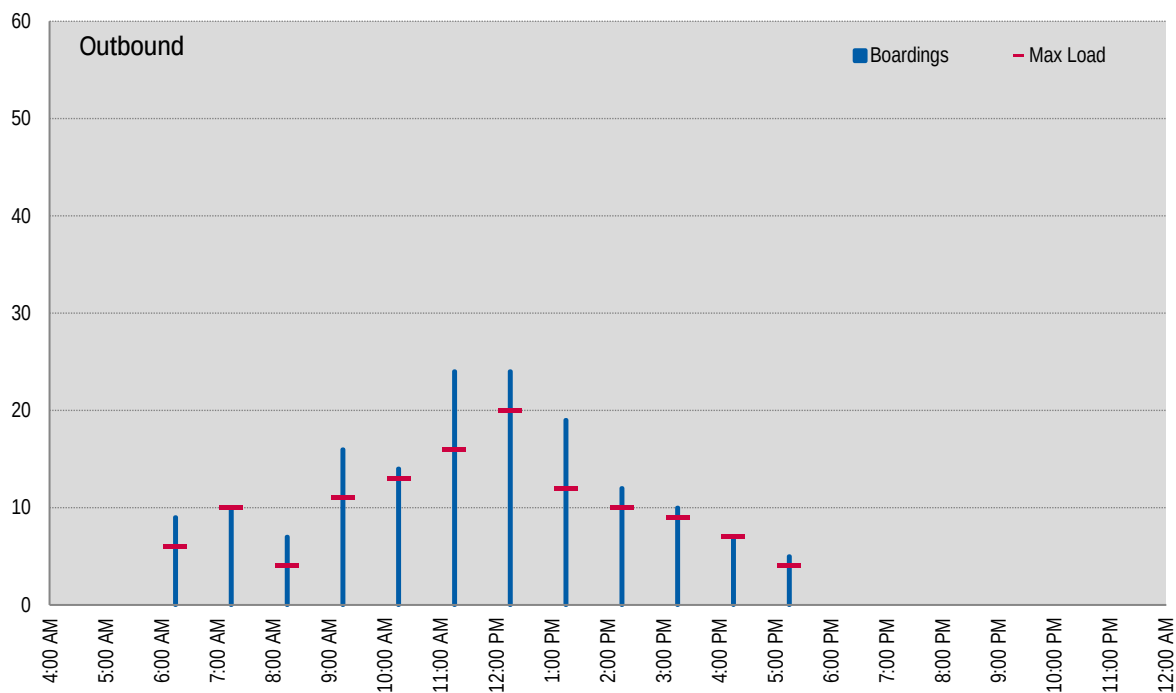
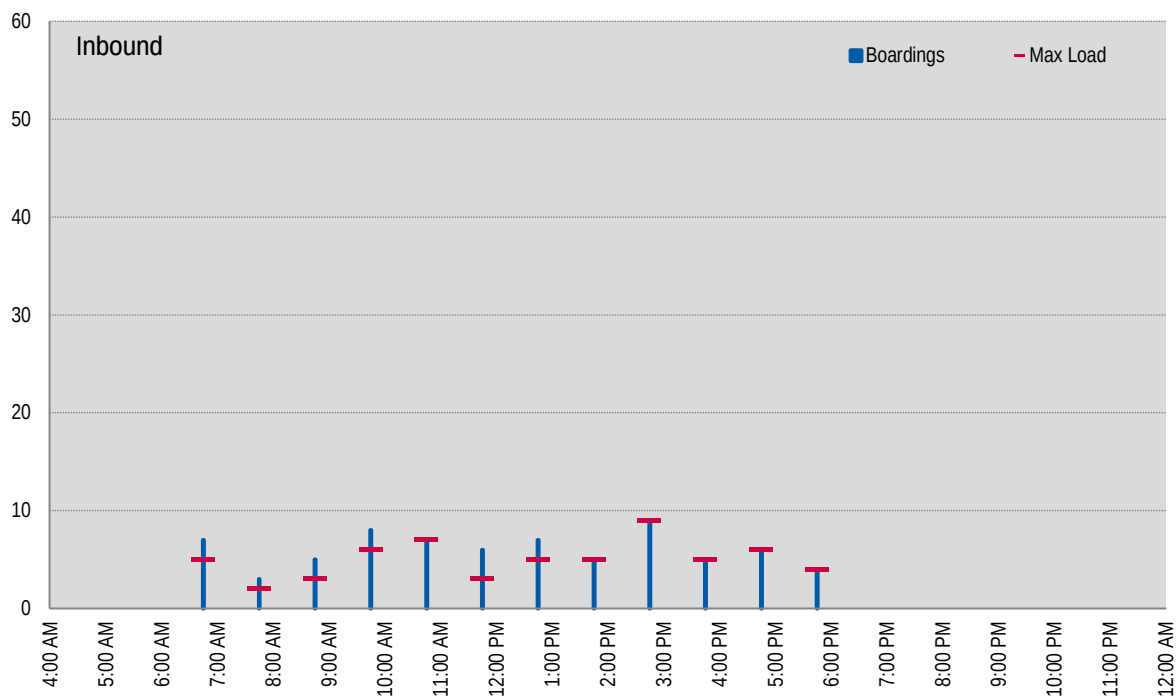


Ridership by Trip

Weekday Ridership by Trip

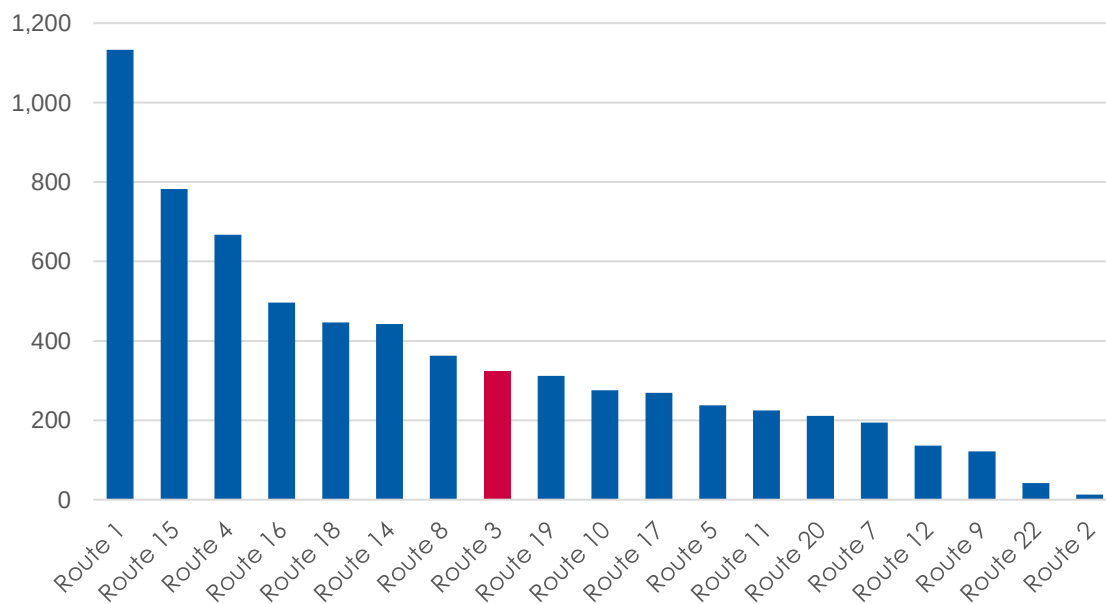


Saturday Ridership by Trip

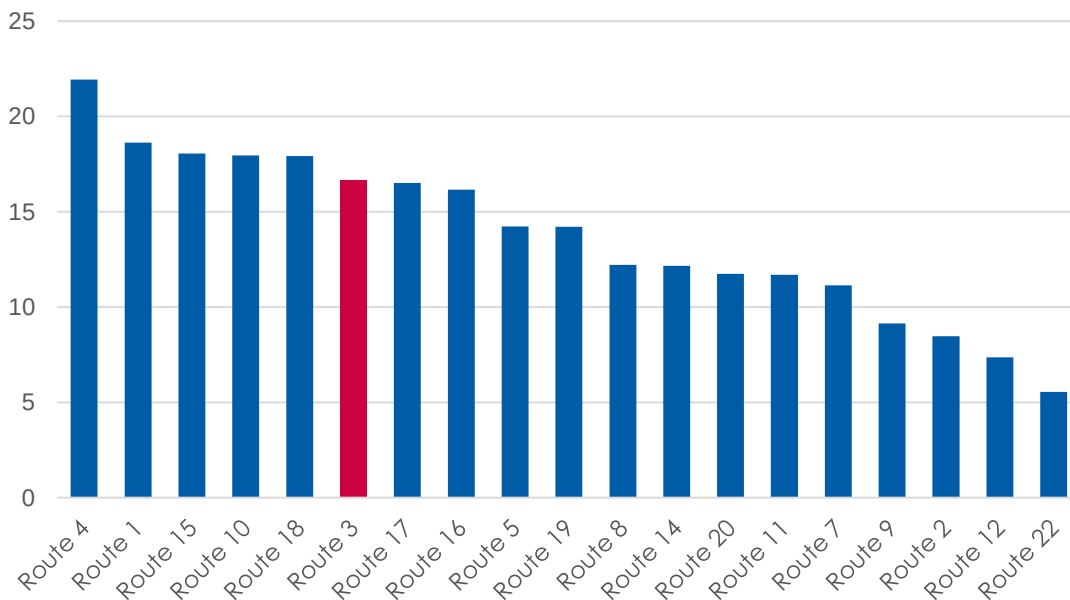


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	397	229
Pax/Revenue Hour	13.8	9.1
BARTA Average	24.0	17.9
Pax/One-Way Trip	10.4	9.5
BARTA Average	13.0	8.9
Pax/Revenue Mile	1.3	0.9
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

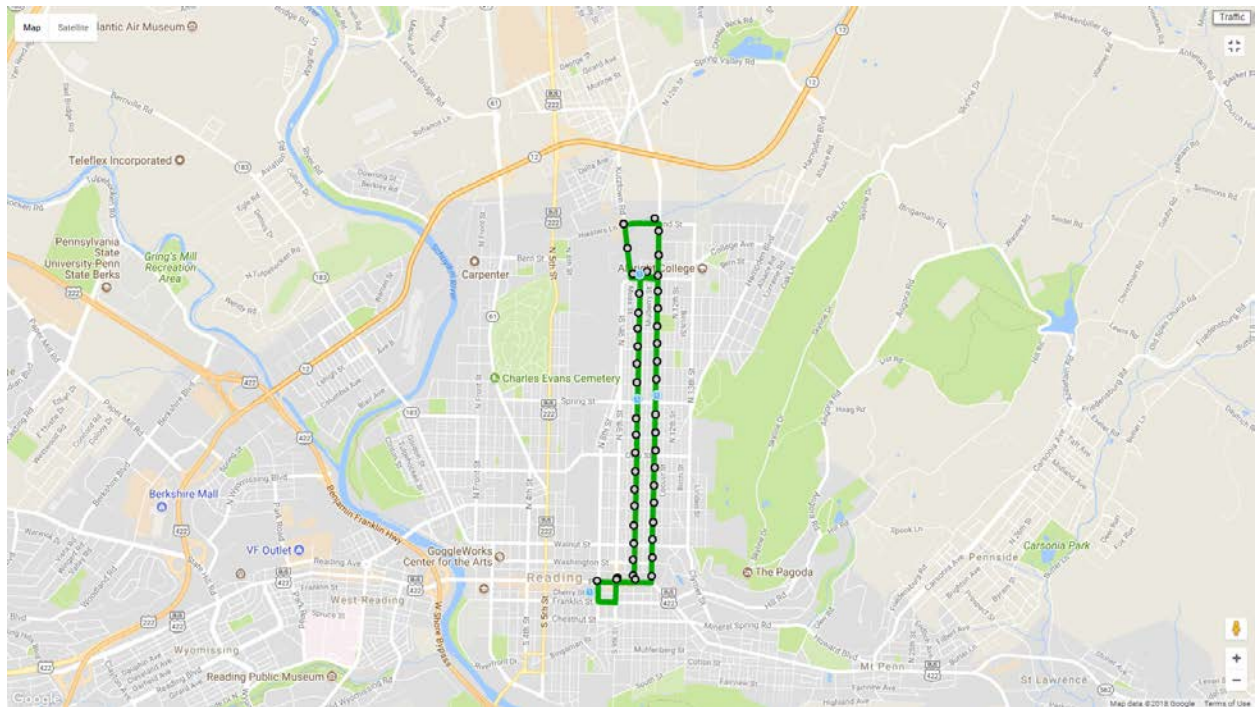
Opportunities to strengthen Route 3 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Consolidate bus stops, which are currently located at nearly every block along the route (an average of one stop every 368 feet). Closely spaced bus stops slow travel times for riders and make trip times variable and less reliable.
- Operate an additional round trip on weekdays (departing BTC at 6:15 PM) based on existing demand on the 5:45 PM trip.
- Shift service on both Route 3 and Route 5 to 10th Street and 11th Street, and coordinate schedules to create a transit corridor between Penn and Exeter Street. Combined services would provide 10-minute frequency on 10th and 11th street, with a maximum walking distance of 0.2 miles from any existing stop.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 4

10/11th Street



Route Overview

Cities Served

Reading

Major Corridors Served

10th Street, 11th Street, Kutztown Road

Major Activity Centers / Points of Interest

PA CareerLink, BARTA Administrative Offices, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	4:45 AM to 11:00 PM	20-30/30/20-40	37/34
Saturday	4:45 AM to 10:40 PM	40/40	24/24

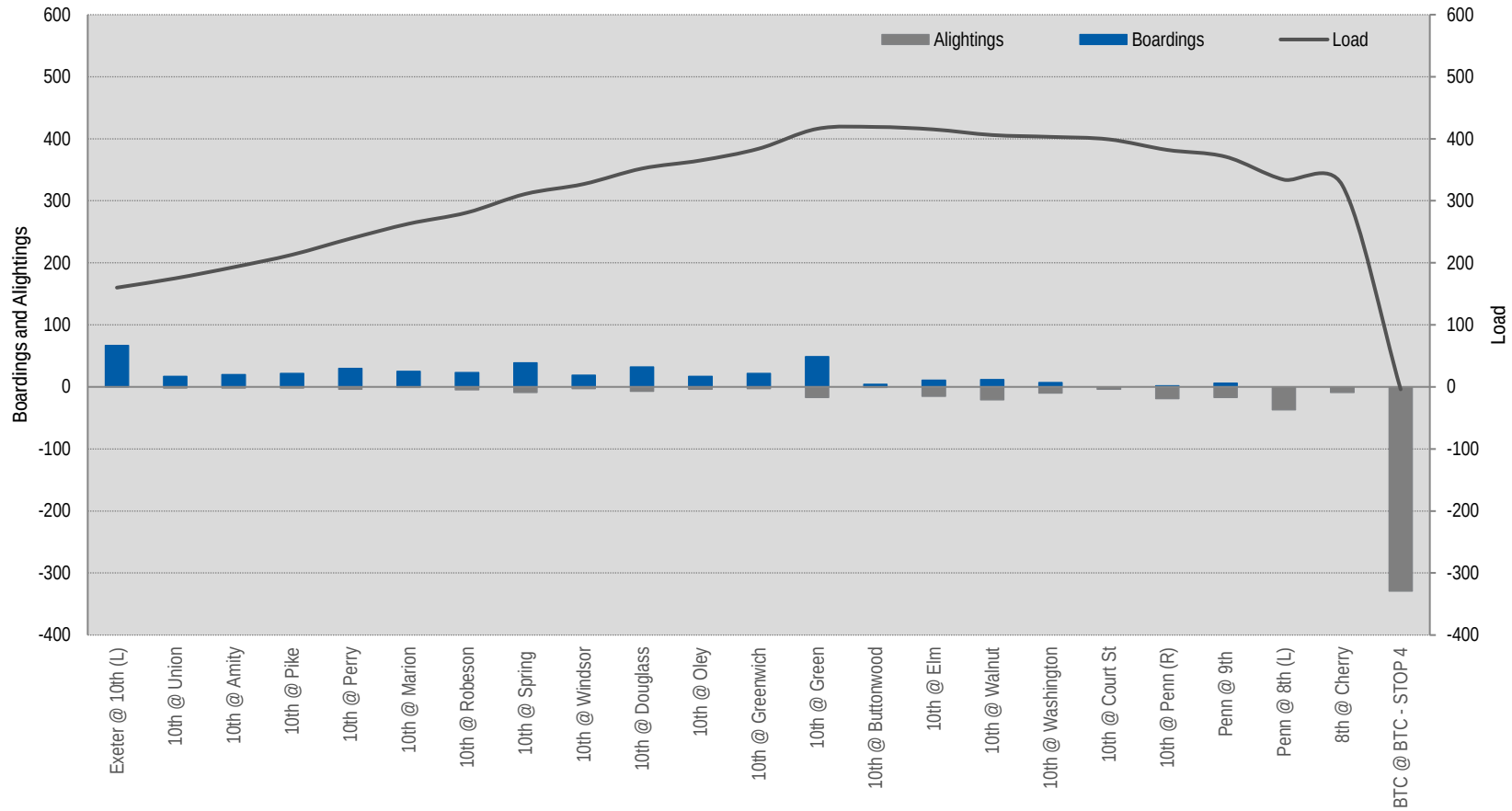
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

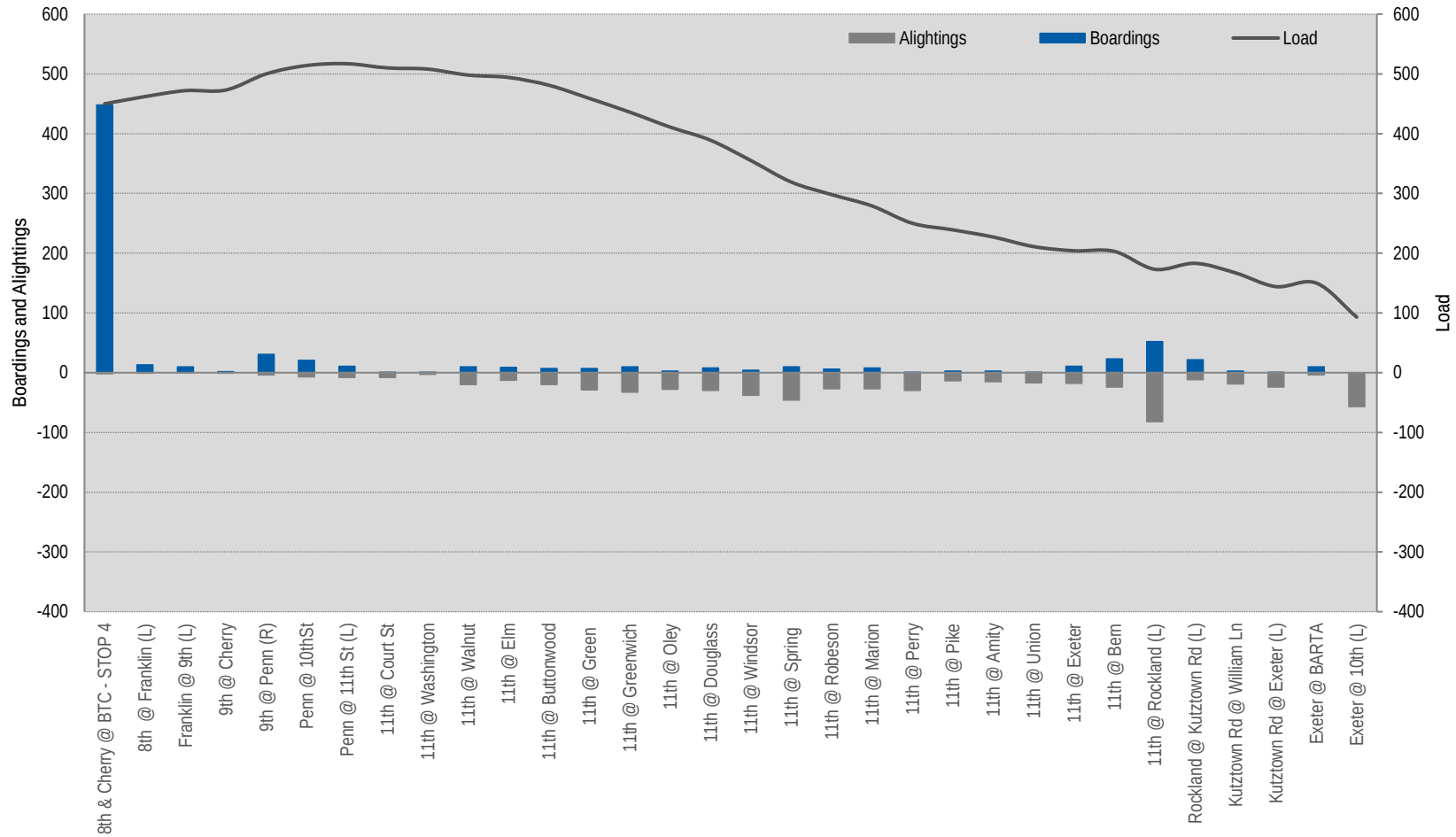
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Exeter @ 10th	67/0	8th & Cherry @ BTC	448/2
10th @ Amity	20/2	9th @ Penn	31/4
10th @ Pike	22/2	Penn @ 10thSt	21/7
10th @ Perry	30/4	Penn @ 11th St	11/8
10th @ Marion	25/1	11th @ Walnut	10/20
10th @ Robeson	23/5	11th @ Elm	9/13
10th @ Spring	39/9	11th @ Buttonwood	7/20
10th @ Windsor	19/3	11th @ Green	7/29
10th @ Douglass	32/7	11th @ Greenwich	10/33
10th @ Oley	17/4	11th @ Oley	3/28
10th @ Greenwich	22/3	11th @ Douglass	8/30
10th @ Green	49/17	11th @ Windsor	4/38
10th @ Elm	11/15	11th @ Spring	10/46
10th @ Walnut	12/21	11th @ Robeson	6/27
10th @ Washington	7/10	11th @ Marion	8/27
10th @ Penn	2/19	11th @ Perry	1/30
Penn @ 9th	6/17	11th @ Exeter	11/18
Penn @ 8th	0/37	11th @ Bern	23/24
BTC	0/329	11th @ Rockland	52/82
		Rockland @ Kutztown Rd	22/12
		Kutztown Rd @ William Ln	3/19
		Kutztown Rd @ Exeter	1/24
		Exeter @ 10 th	0/57

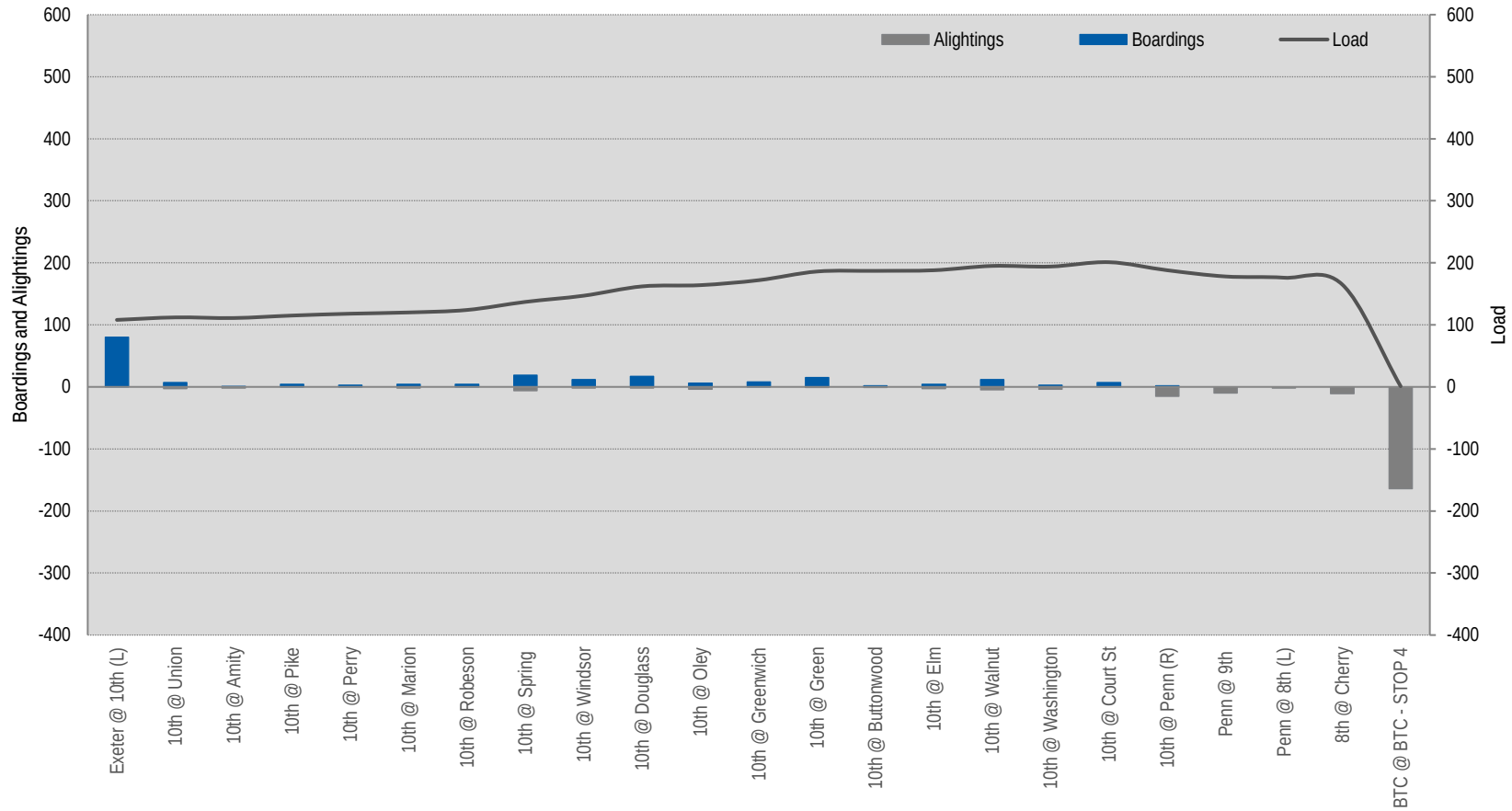
Weekday Inbound Ridership by Stop



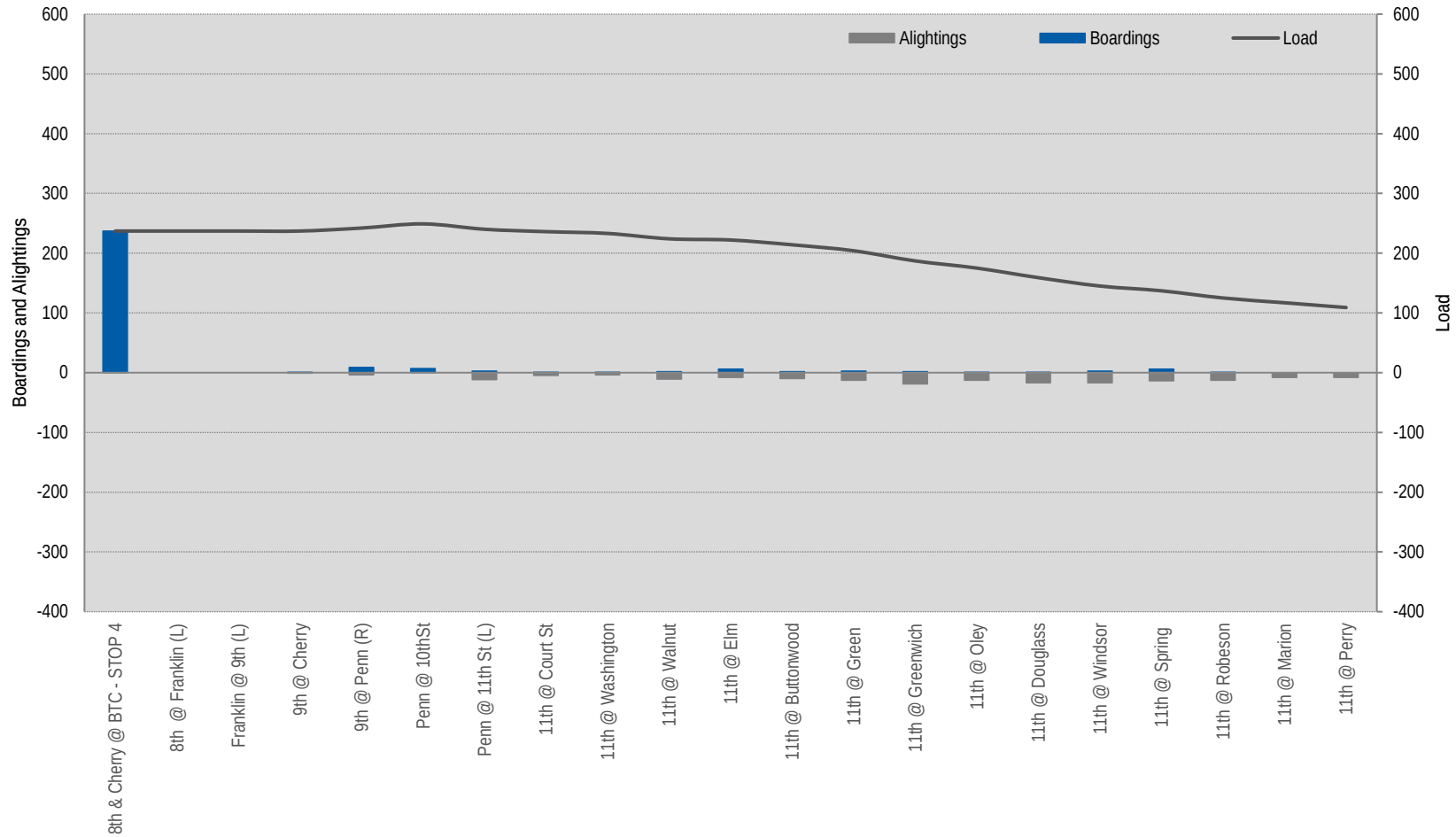
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

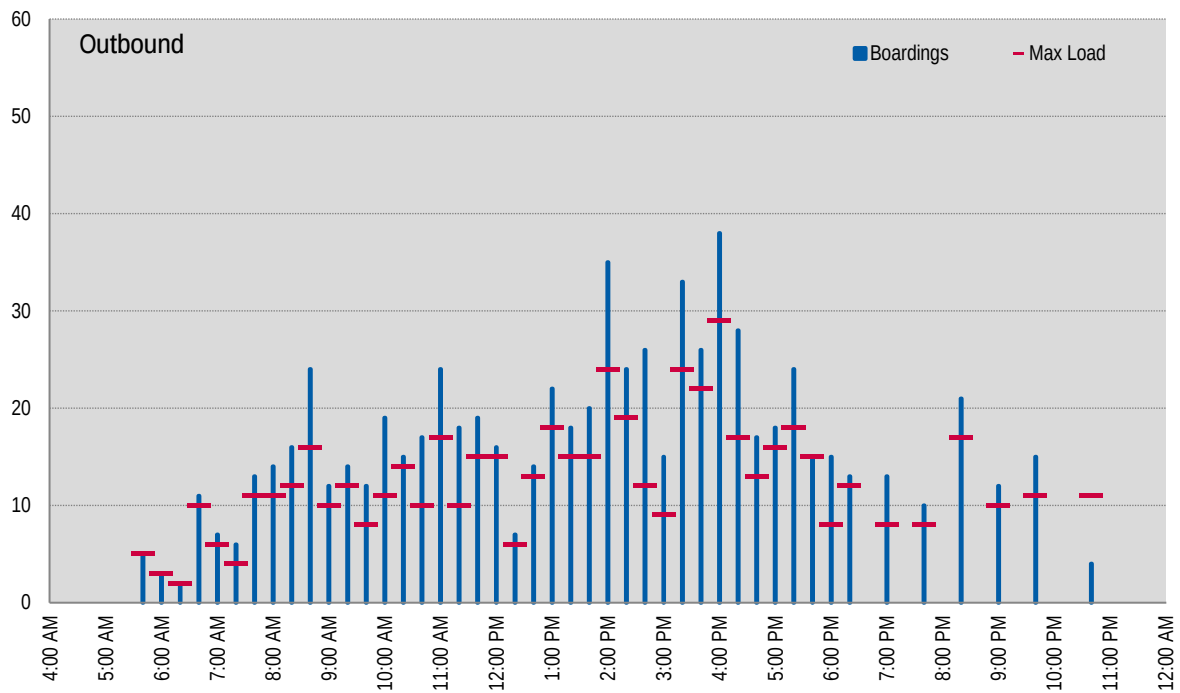
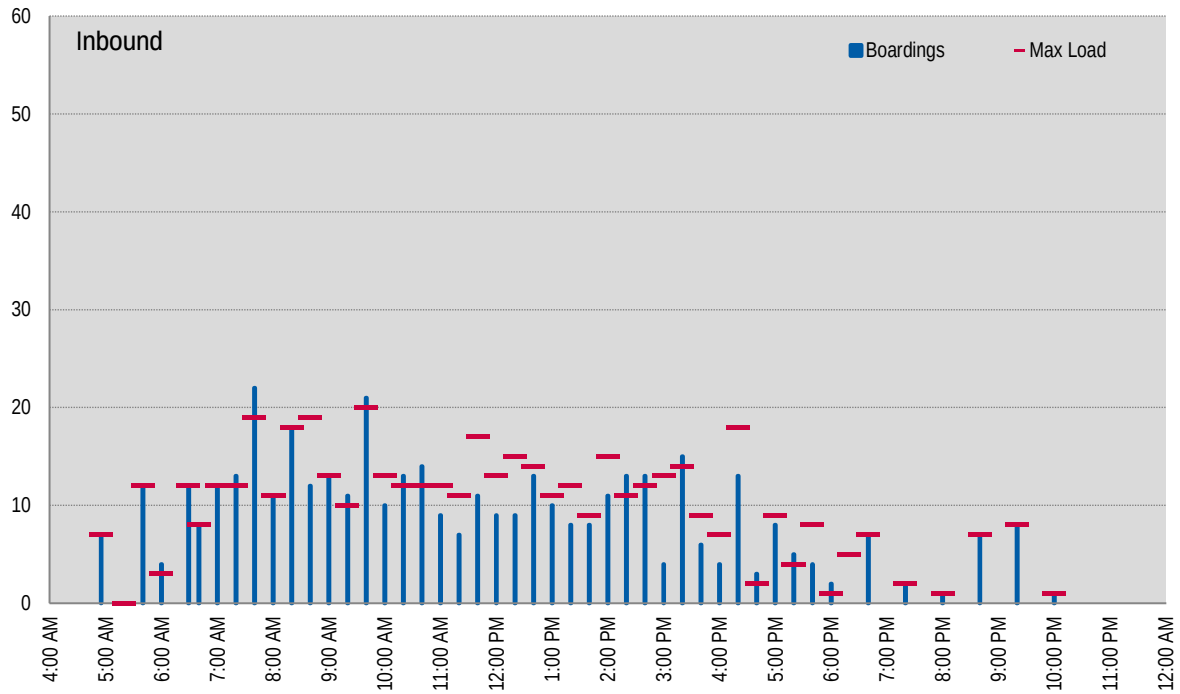


Saturday Outbound Ridership by Stop

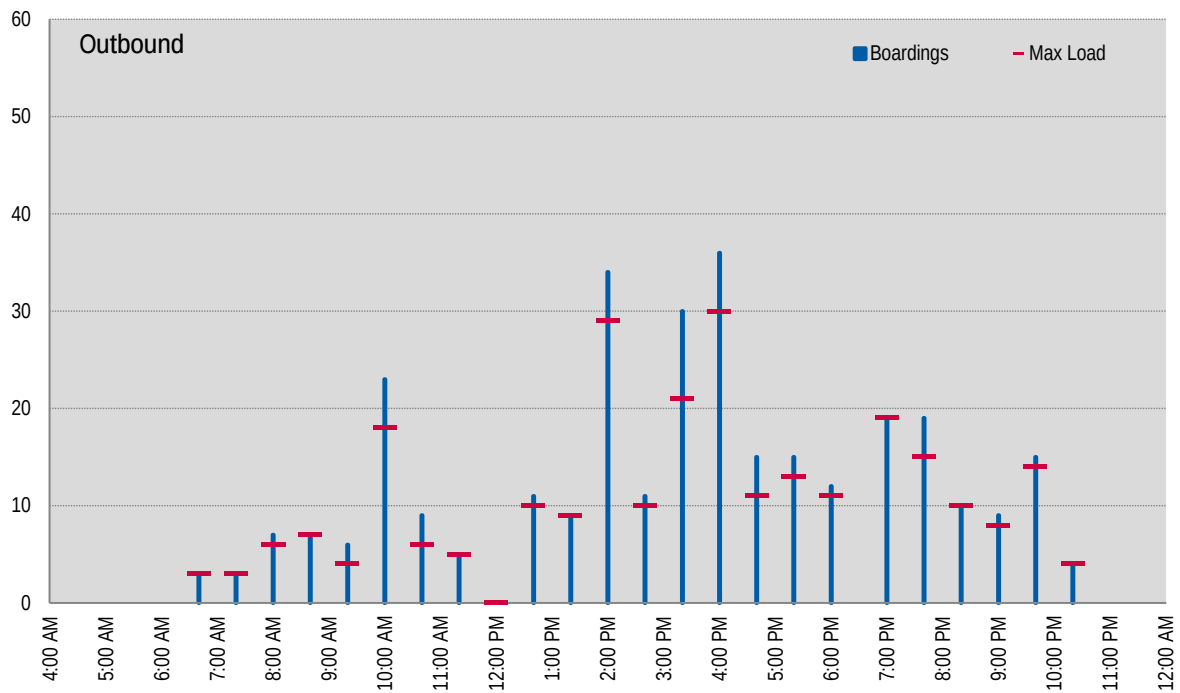
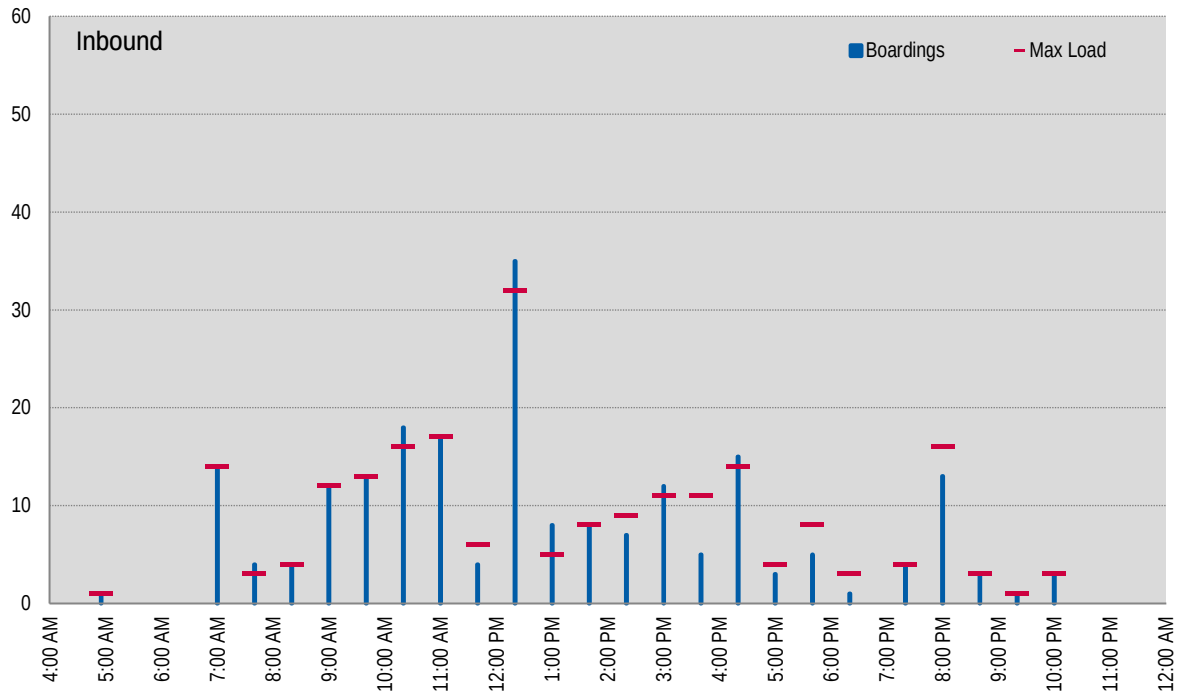


Ridership by Trip

Weekday Ridership by Trip

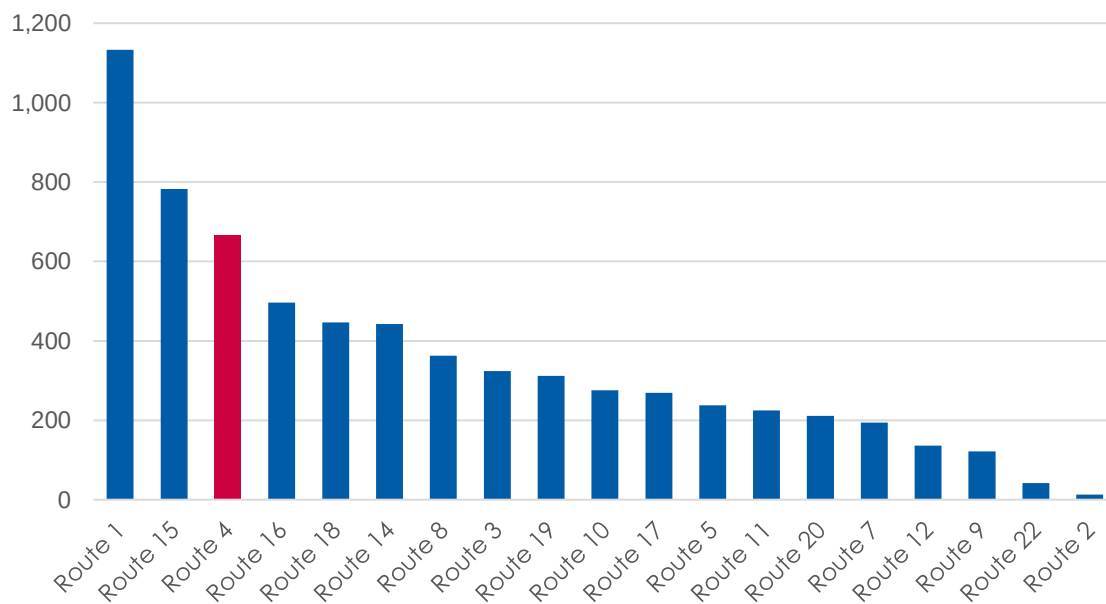


Saturday Ridership by Trip

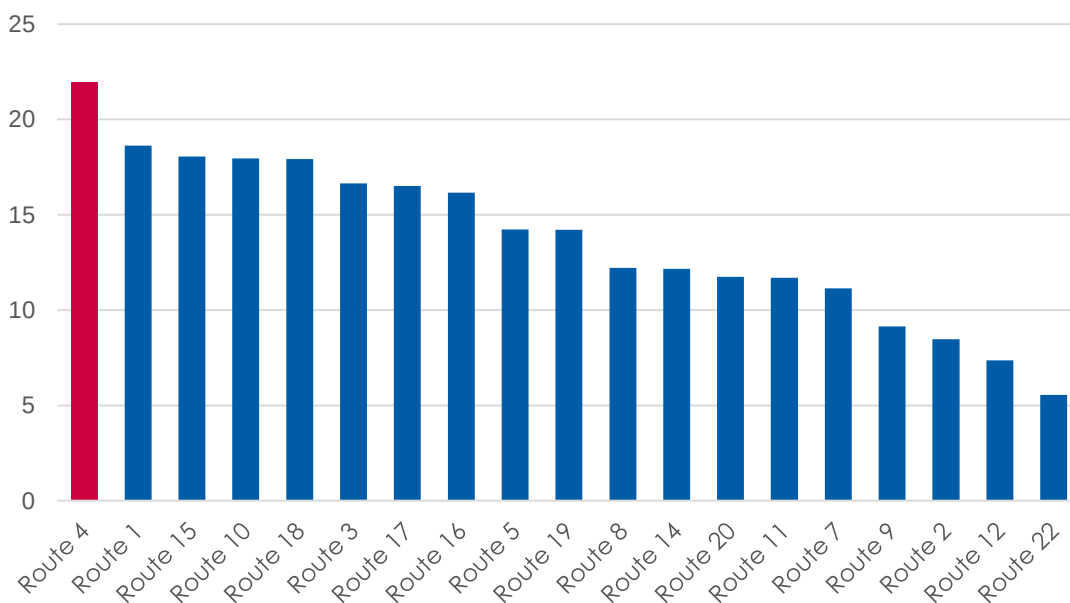


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	1,174	522
Pax/Revenue Hour	39.5	32.8
BARTA Average	24.0	17.9
Pax/One-Way Trip	17.0	10.7
BARTA Average	13.0	8.9
Pax/Revenue Mile	6.6	4.2
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

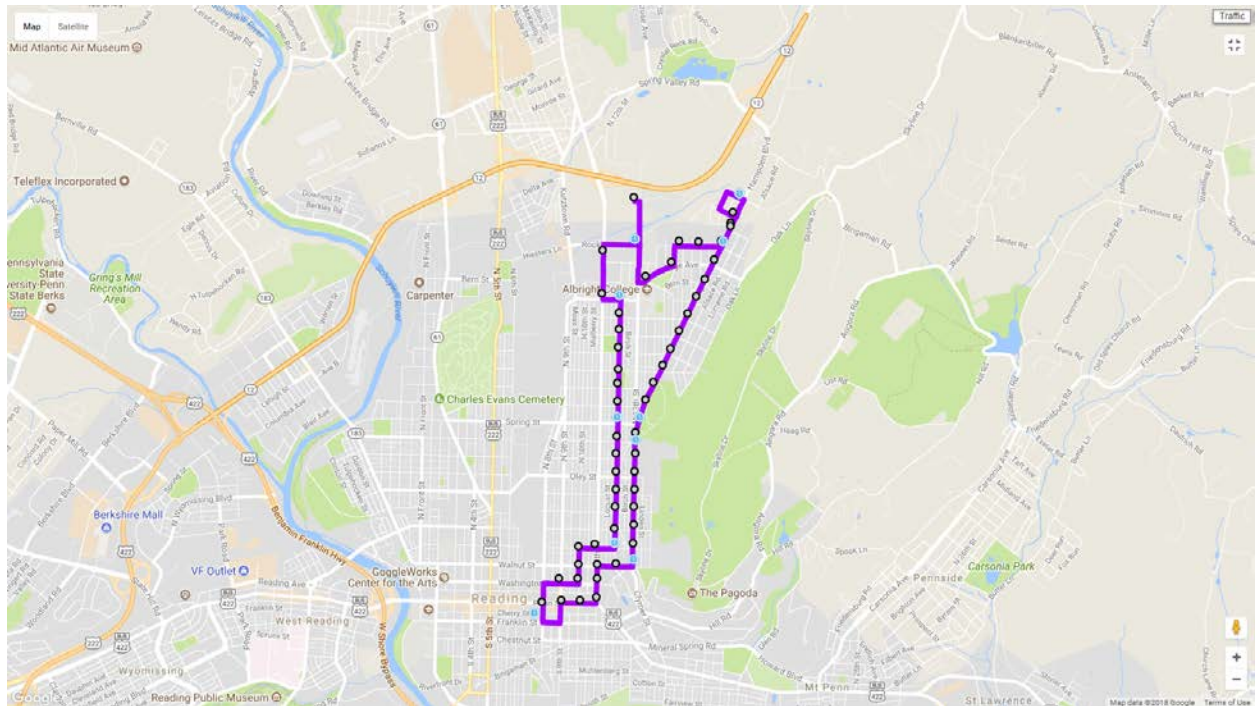
Opportunities to strengthen Route 4 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Increase service frequency to meet demand:
 - Weekday frequency has been reduced from 20-minute service to 30-minute service since ridership data was collected. Return to 20-minute all-day service on weekdays, or increase service to every 15 minutes during the midday and PM peak periods to better match demand.
 - Operate service every 30 minutes on weekends to match demand and make schedules more consistent for riders.
- Shift service on both Route 3 and Route 5 to 10th Street and 11th Street, and coordinate schedules to create a transit corridor between Penn and Exeter Street. Combined services would provide 10-minute frequency on 10th and 11th street, with a maximum walking distance of 0.2 miles from any existing stop.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 5

Albright College



Route Overview

Cities Served

Berks County & Reading

Major Corridors Served

12th Street, 13th Street, Hampden Boulevard

Major Activity Centers / Points of Interest

Albright College, Northeast Middle School, 12th & Marion Elementary School, Reading Senior High School, Reading Intermediate High School, Santander Arena, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:20 AM to 6:20 PM	45/45/30	21/19
Saturday	6:30 AM to 6:15 PM	45/45	16/16

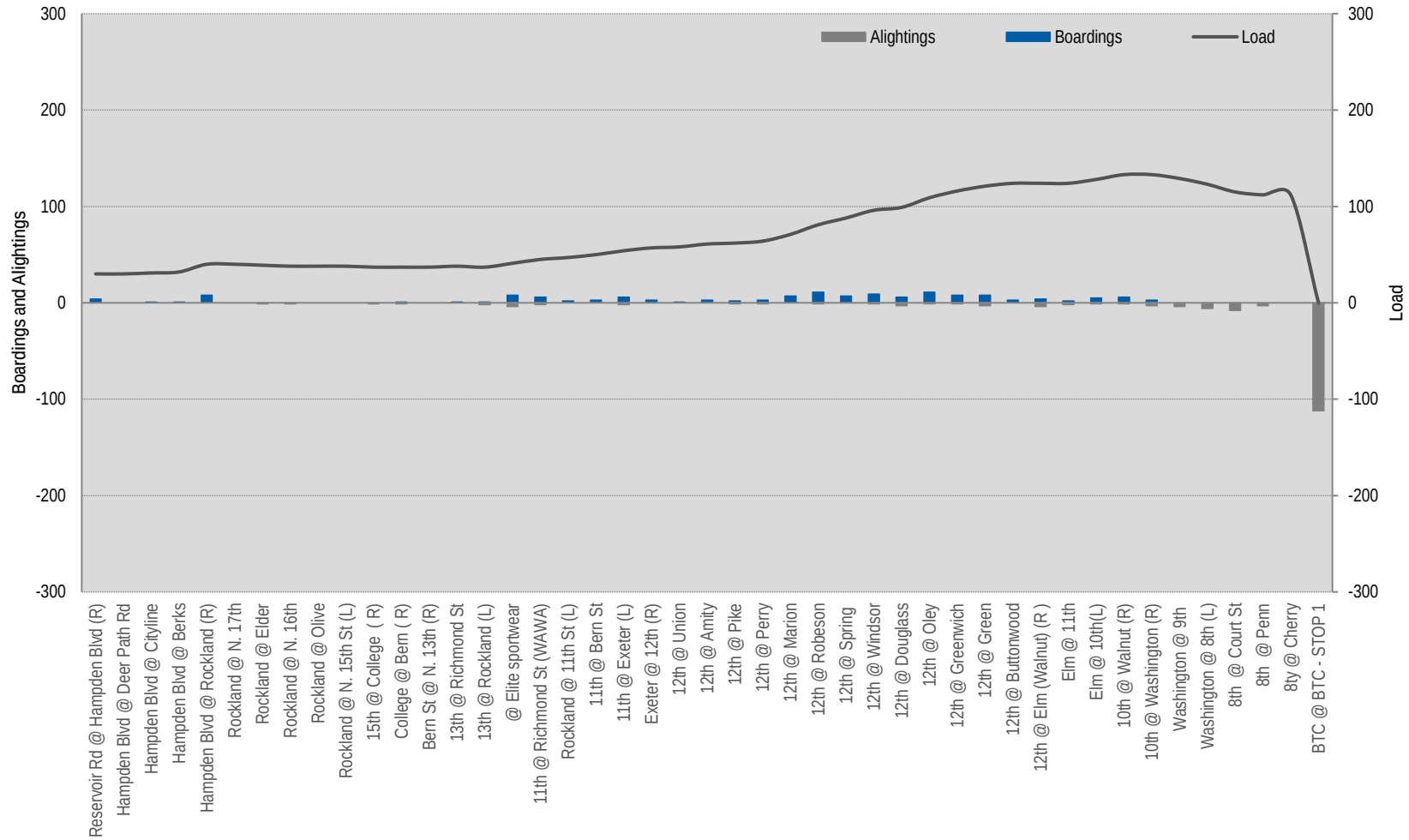
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

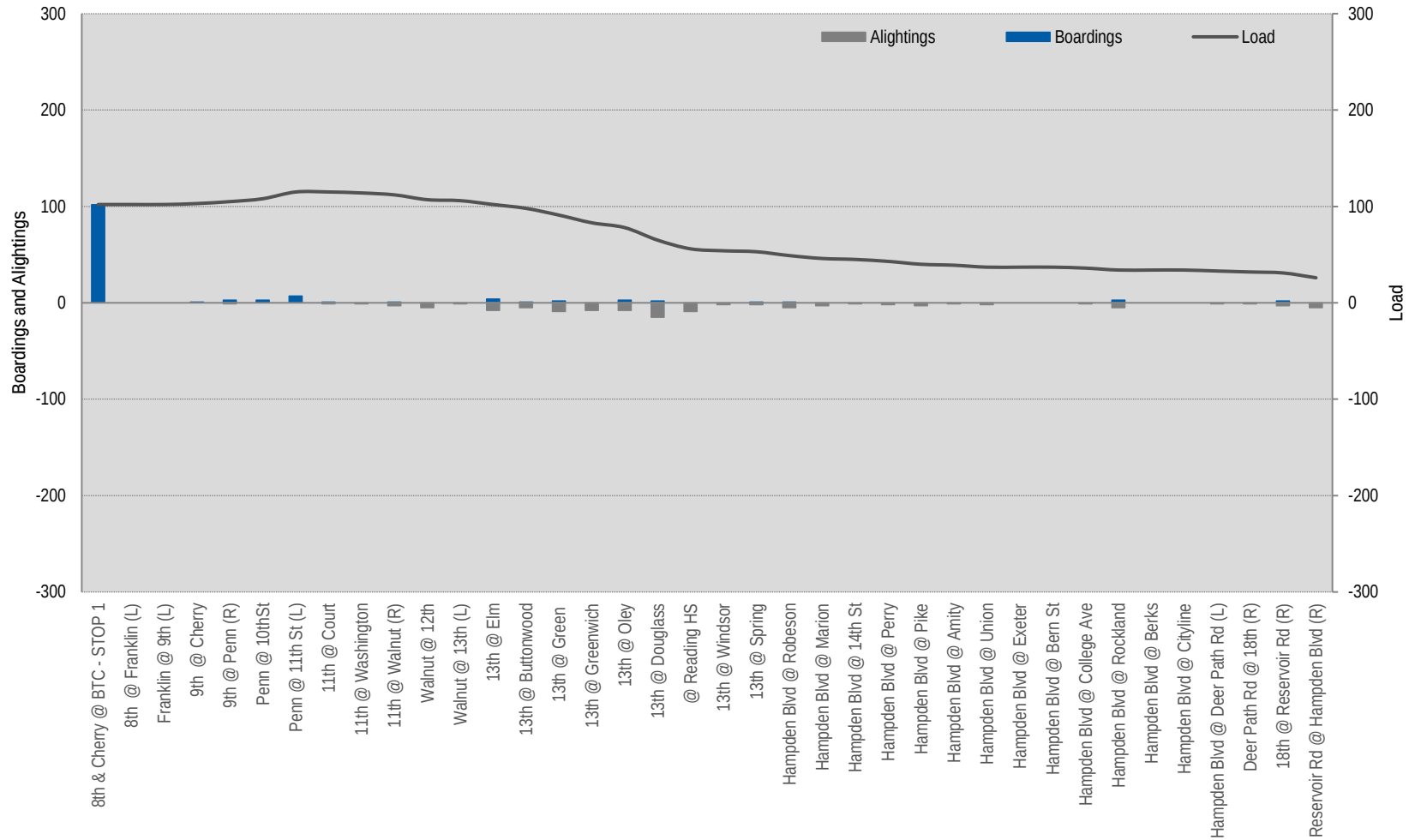
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Elite Sportswear	8/4	8th & Cherry @ BTC	102/0
12th @ Robeson	11/1	13th @ Elm	4/8
12th @ Windsor	9/1	13th @ Green	2/9
12th @ Oley	11/1	13th @ Oley	3/8
12th @ Green	8/3	13th @ Douglass	2/15
BTC	0/112		

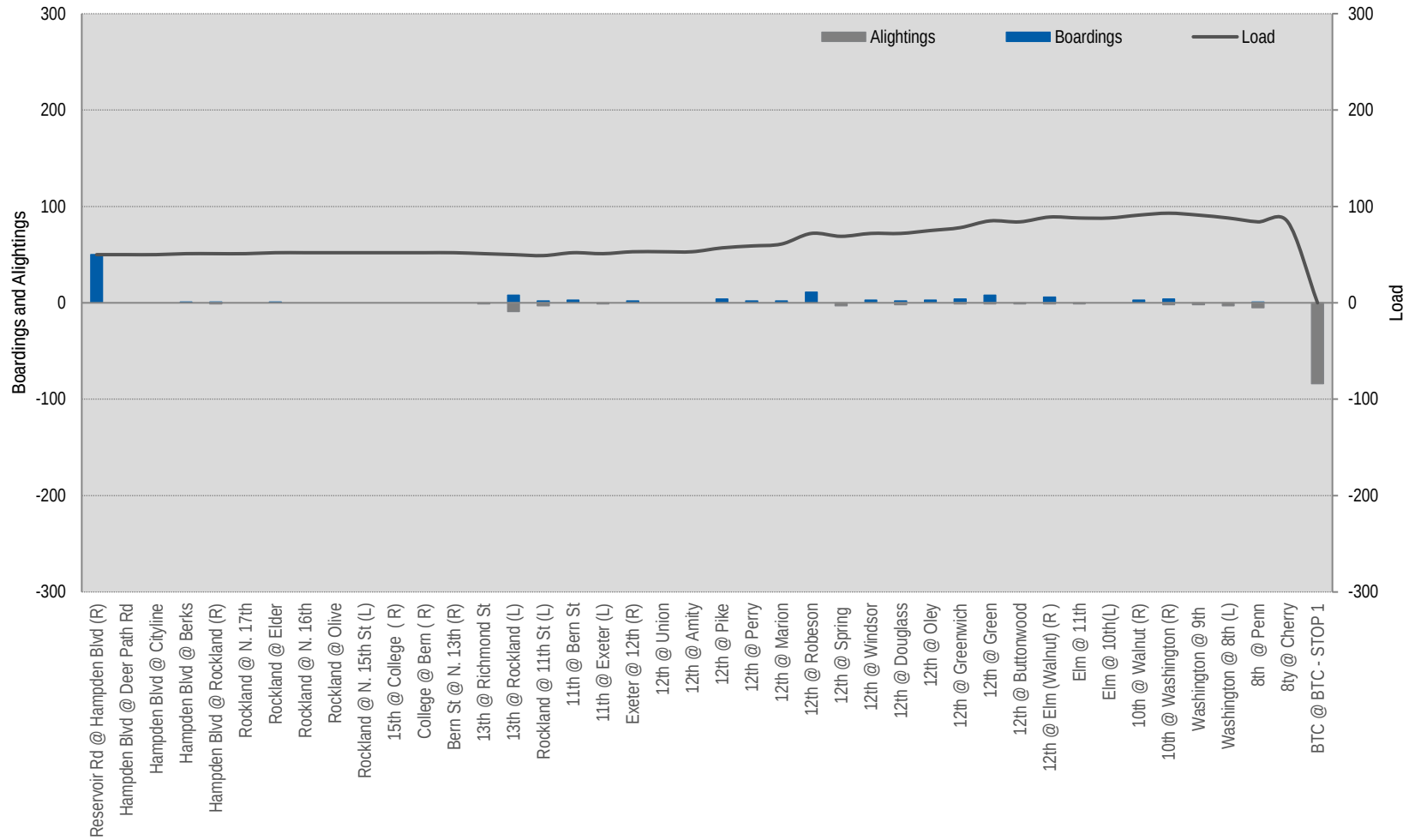
Weekday Inbound Ridership by Stop



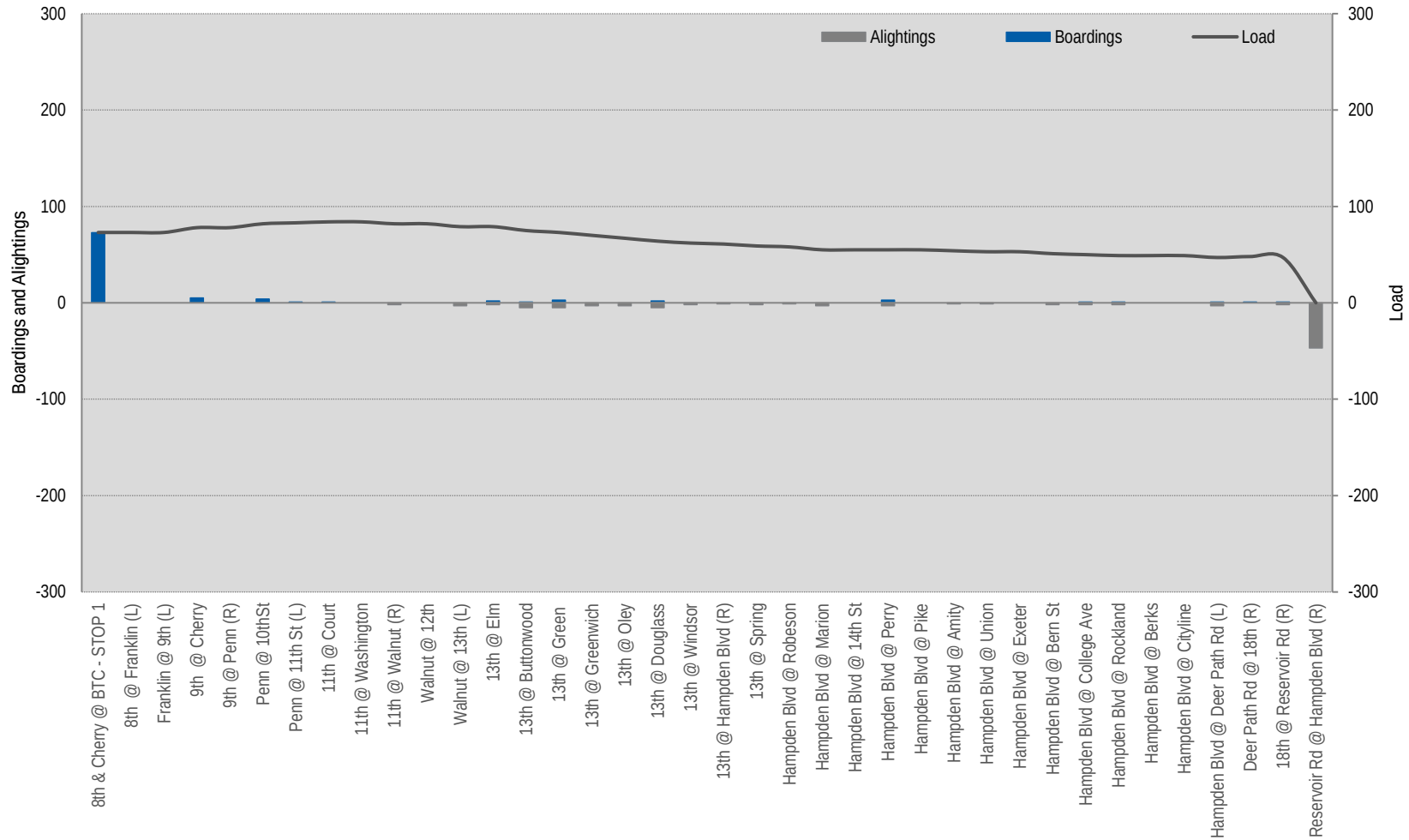
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

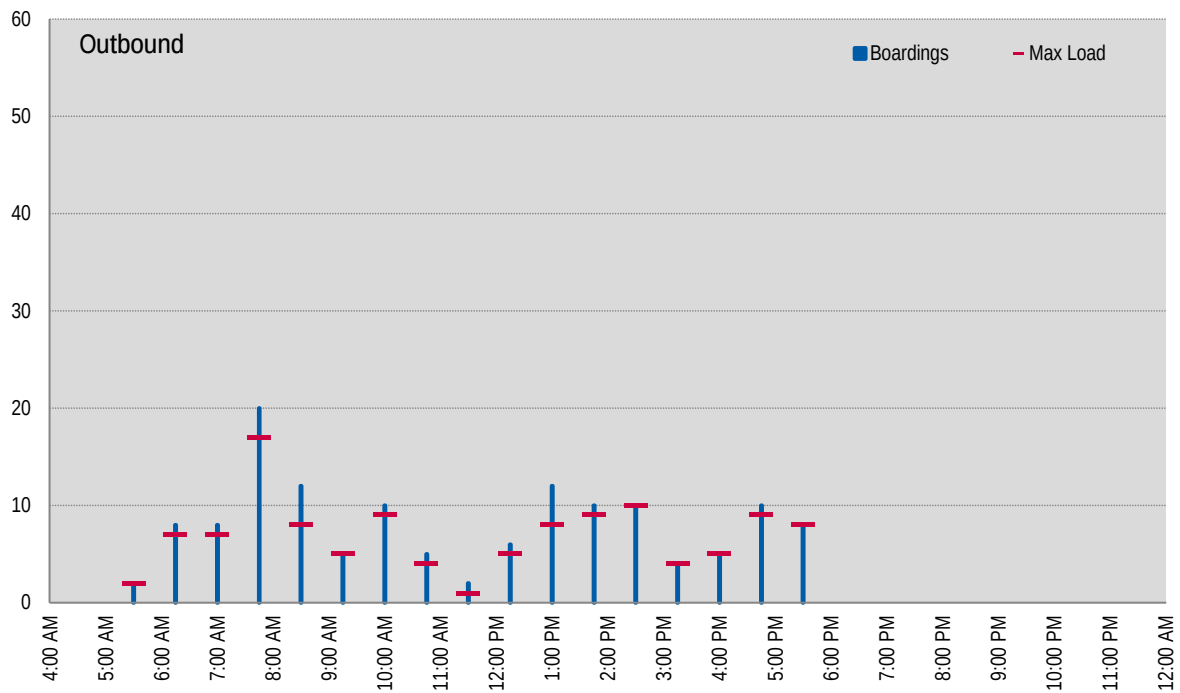
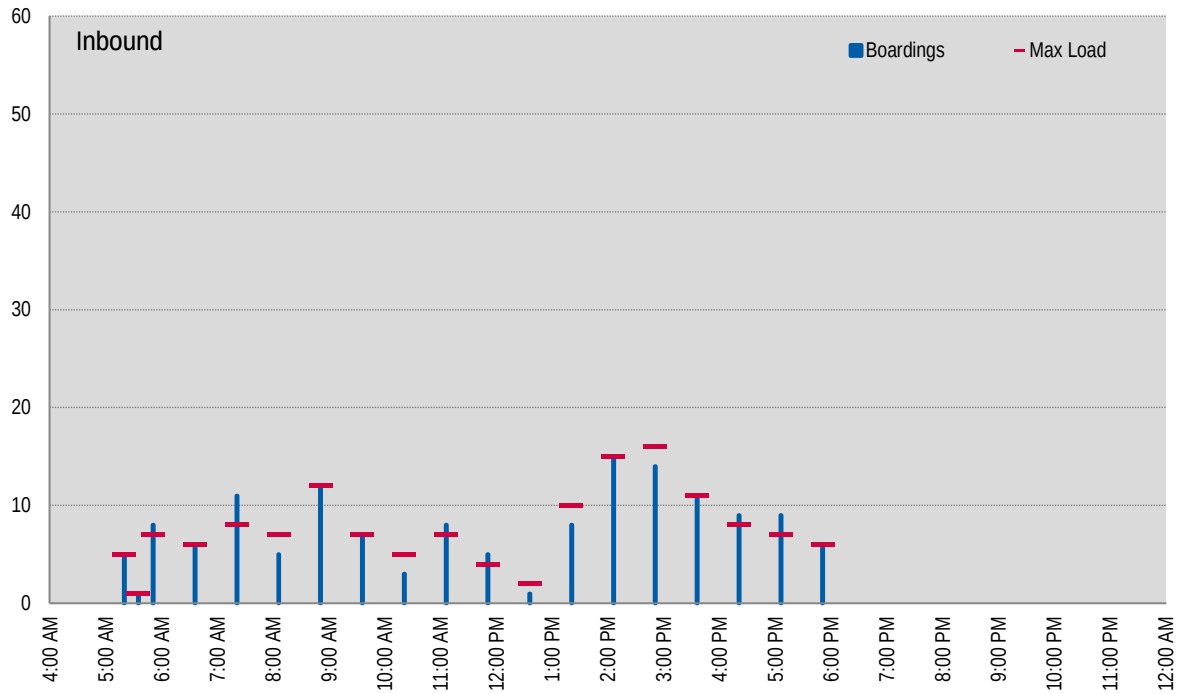


Saturday Outbound Ridership by Stop

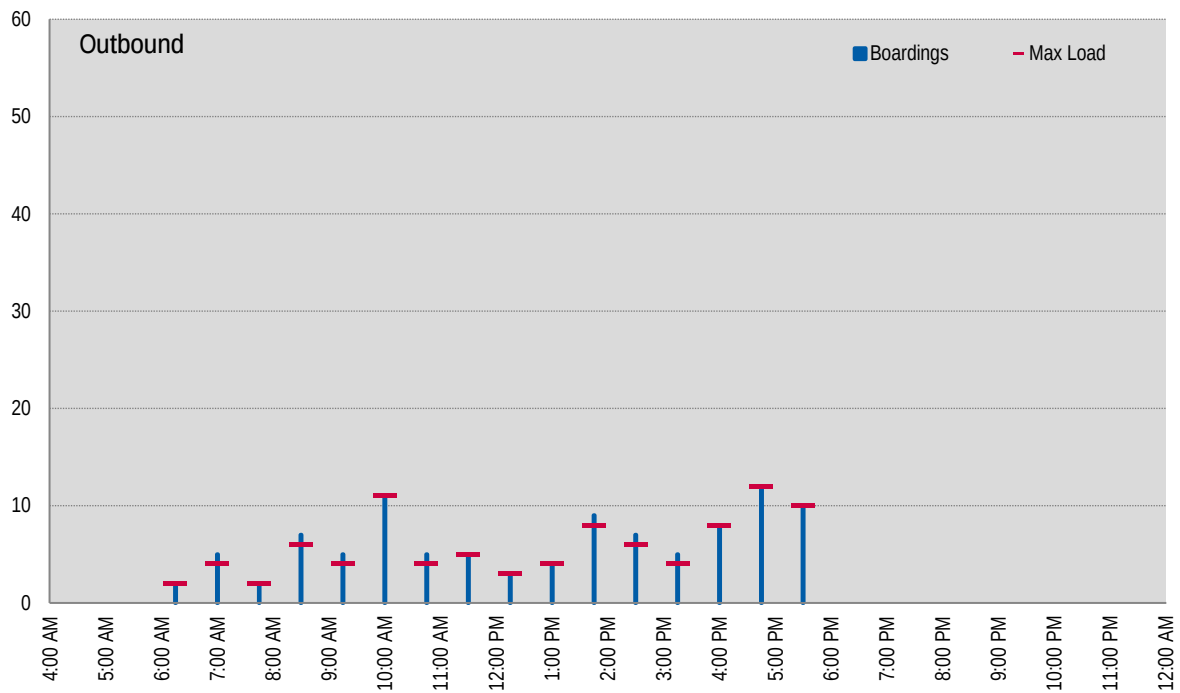
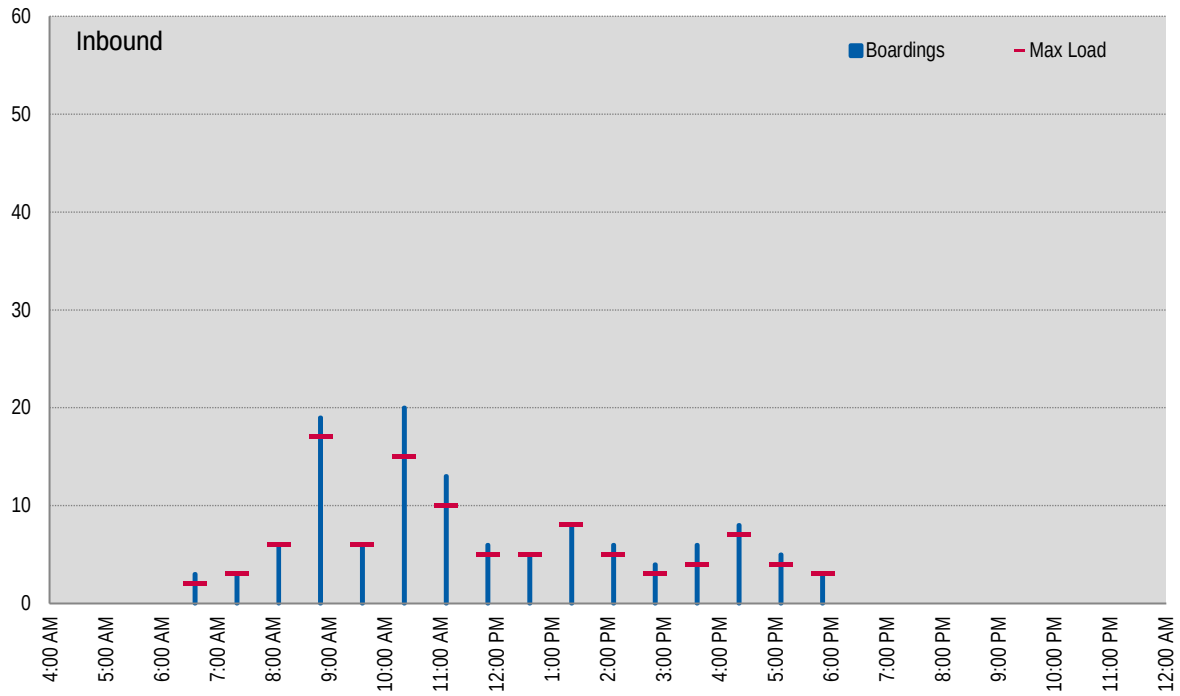


Ridership by Trip

Weekday Ridership by Trip

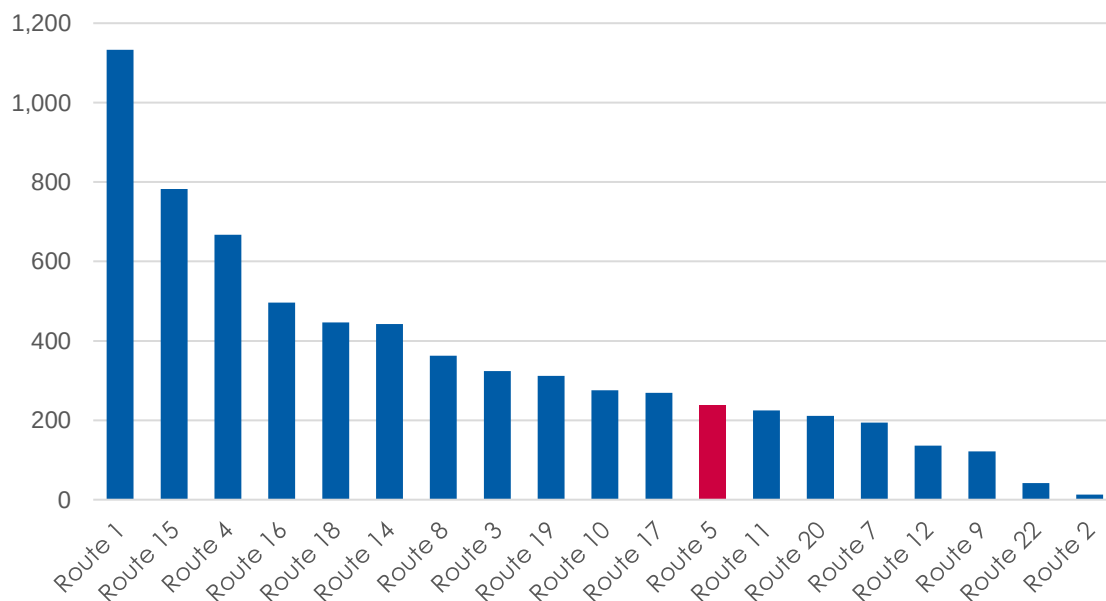


Saturday Ridership by Trip

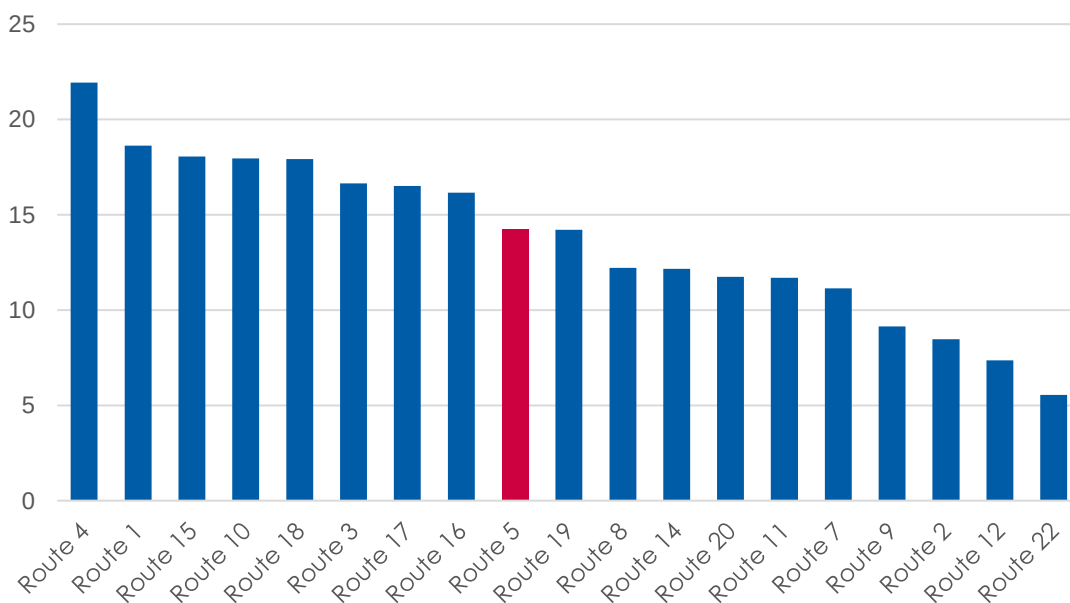


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	281	221
Pax/Revenue Hour	17.2	18.4
BARTA Average	24.0	17.9
Pax/One-Way Trip	7.0	6.9
BARTA Average	13.0	8.9
Pax/Revenue Mile	1.8	1.7
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

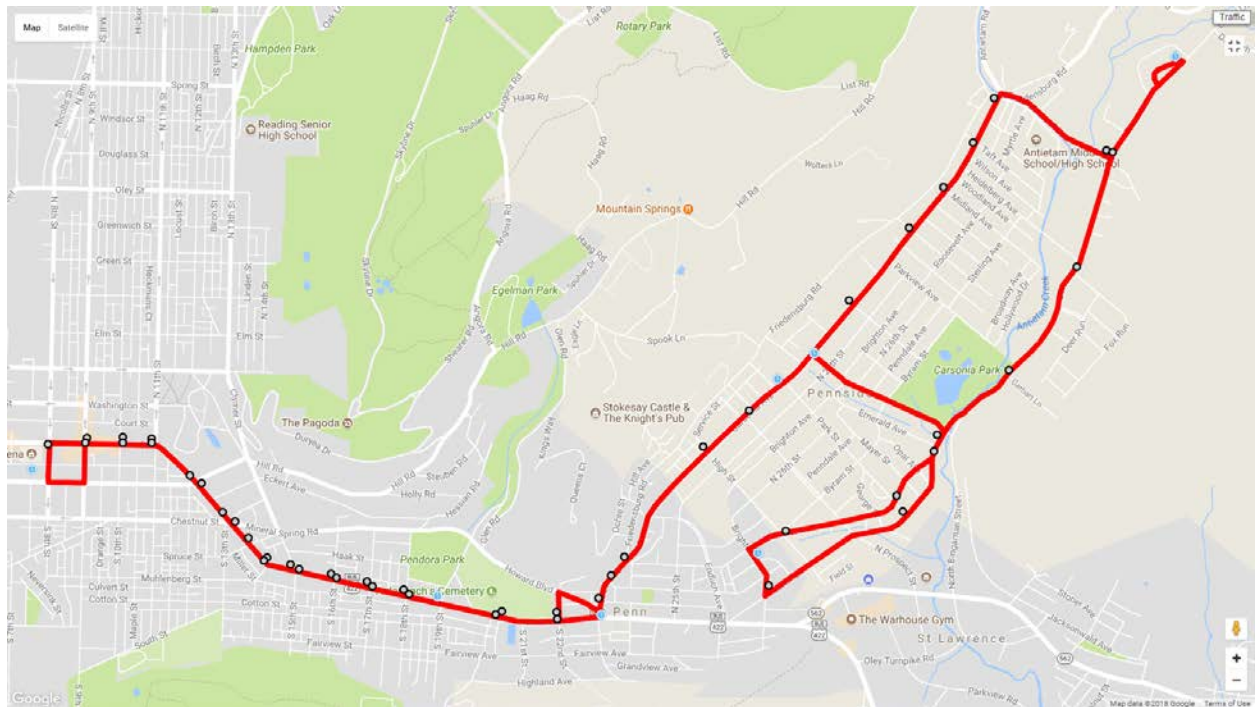
Opportunities to strengthen Route 5 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate 30-minute service during peak periods and 60-minute service during the rest of the day on weekdays to better match demand and make schedules more consistent for riders.
- Redesign Route 5 to operate more bidirectional service and discontinue the large one-way loop/service on Hampden Boulevard. Route 5 effectively does a four-mile terminal loop via Hampden Boulevard, Rockland Avenue, College Street, 11th Street, and 12th Street as well as other local streets, and ridership along the Hampden Boulevard segment is very low.
 - Shift outbound service from Hampden Boulevard to 13th Street between Spring Street to College Avenue
- Discontinue service on Hampden Boulevard north of Rockland Street
- Create two service branches, one serving Albright College and one serving Elite Sportswear to simplify the current terminal loop and reduce ride times for customers.
- Shift service on both Route 3 and Route 5 to 10th Street and 11th Street, and coordinate schedules to create a transit corridor between Penn and Exeter Street. Combined services would provide 10-minute frequency on 10th and 11th street, with a maximum walking distance of 0.2 miles from any existing stop.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 7

Pennside



Route Overview

Cities Served

Reading, Mt. Penn, Pennside

Major Corridors Served

Penn Street, Perkiomen Street, Carsonia Avenue

Major Activity Centers / Points of Interest

Antietam Middle/High School, Lower Alsace Township Office, Mt Penn Elementary School, 10th & Penn Elementary School, Santander Arena, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	6 AM to 6:30 PM	30/60/—	17/17
Saturday	7 AM to 6:30 PM	60/60	12/12

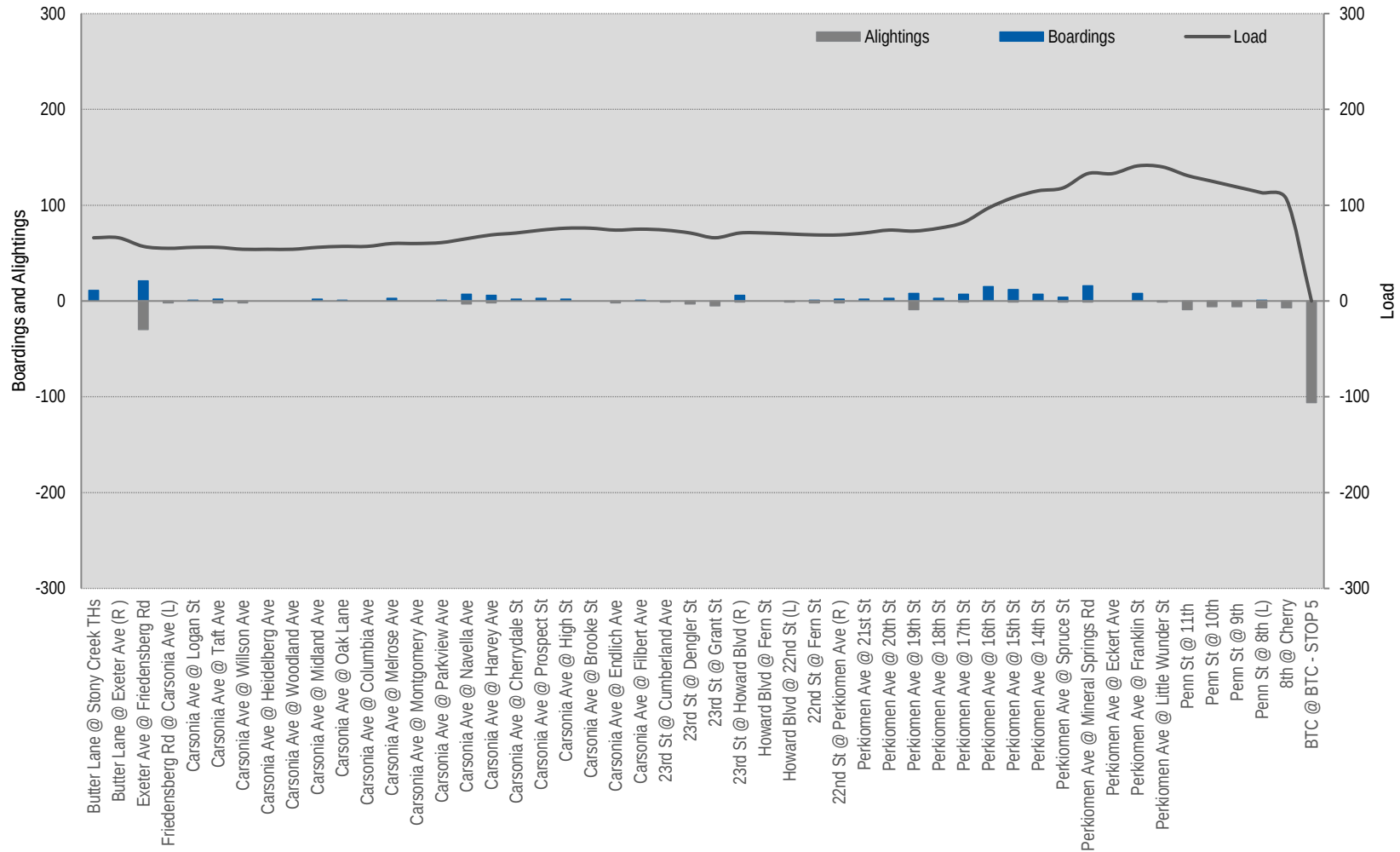
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

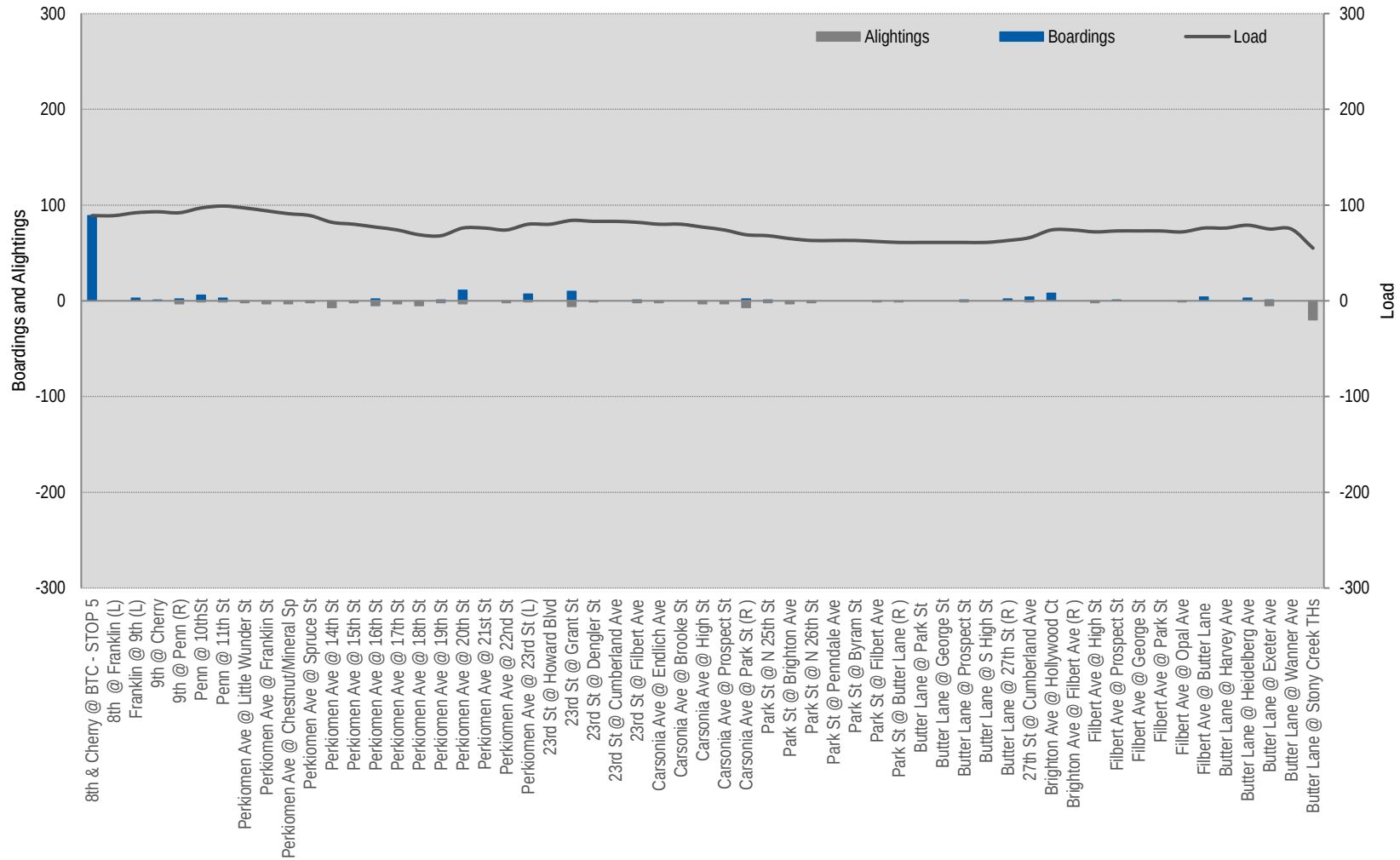
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Butter Lane @ Stony Creek	11/0	8th & Cherry @ BTC	89/0
Exeter Ave @ Friedensberg Rd	21/30	Perkiomen Ave @ 20th St	11/3
Perkiomen Ave @ 16th St	15/0	23rd St @ Grant St	10/6
Perkiomen Ave @ 15th St	12/1	Stony Creek Towne Houses	0/20
Perkiomen Ave @ Mineral Springs Rd	16/1		
BTC	0/106		

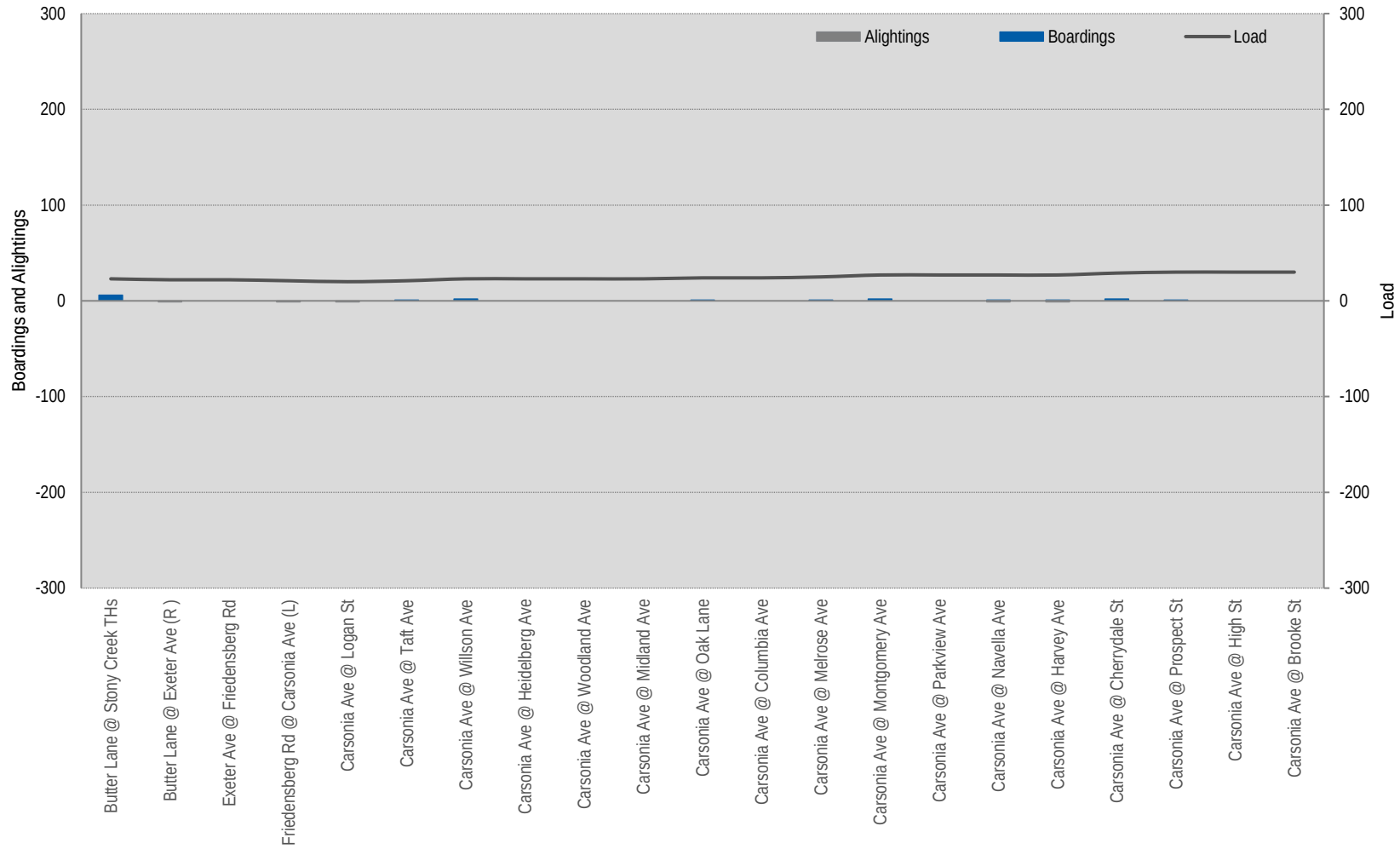
Weekday Inbound Ridership by Stop



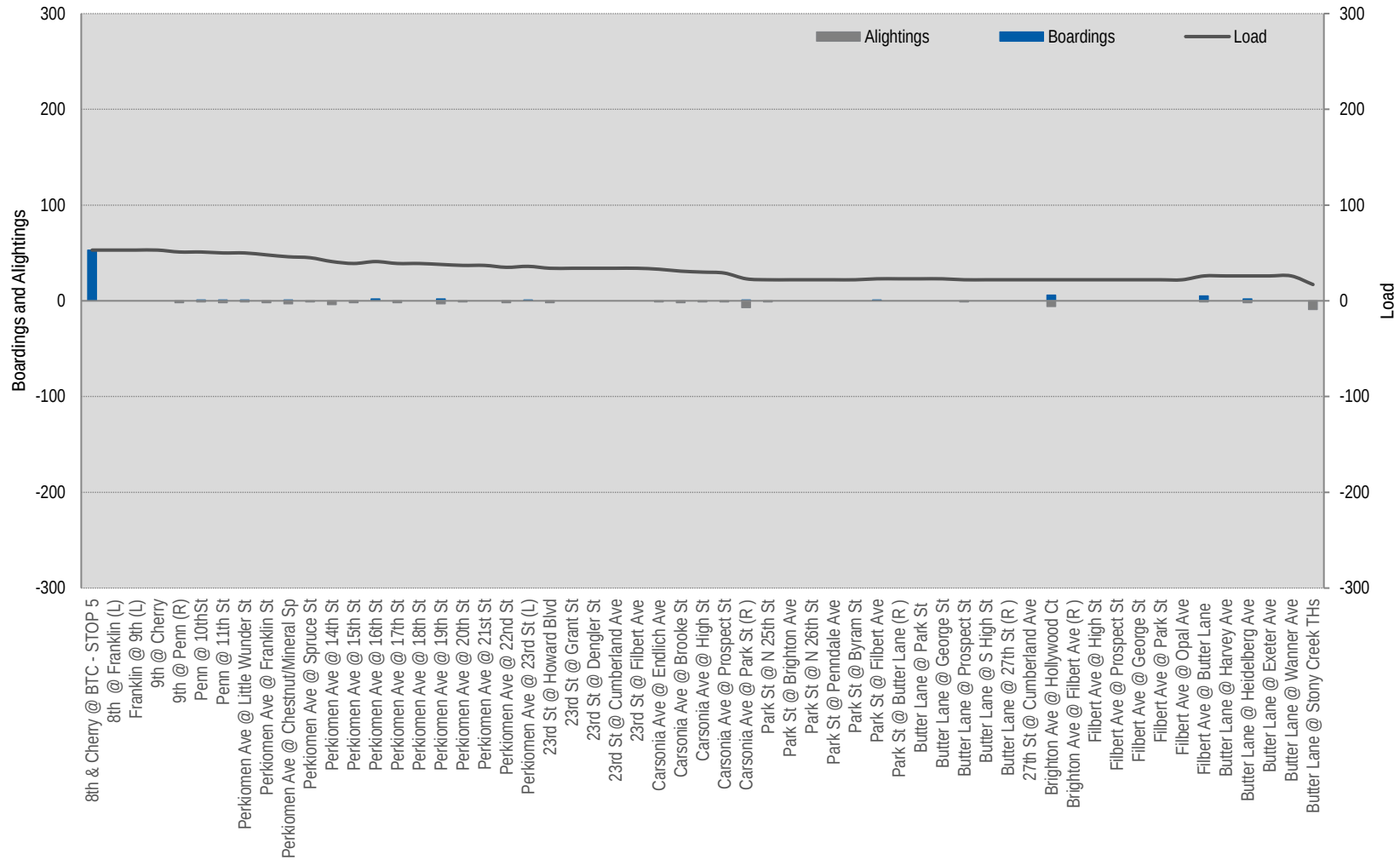
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

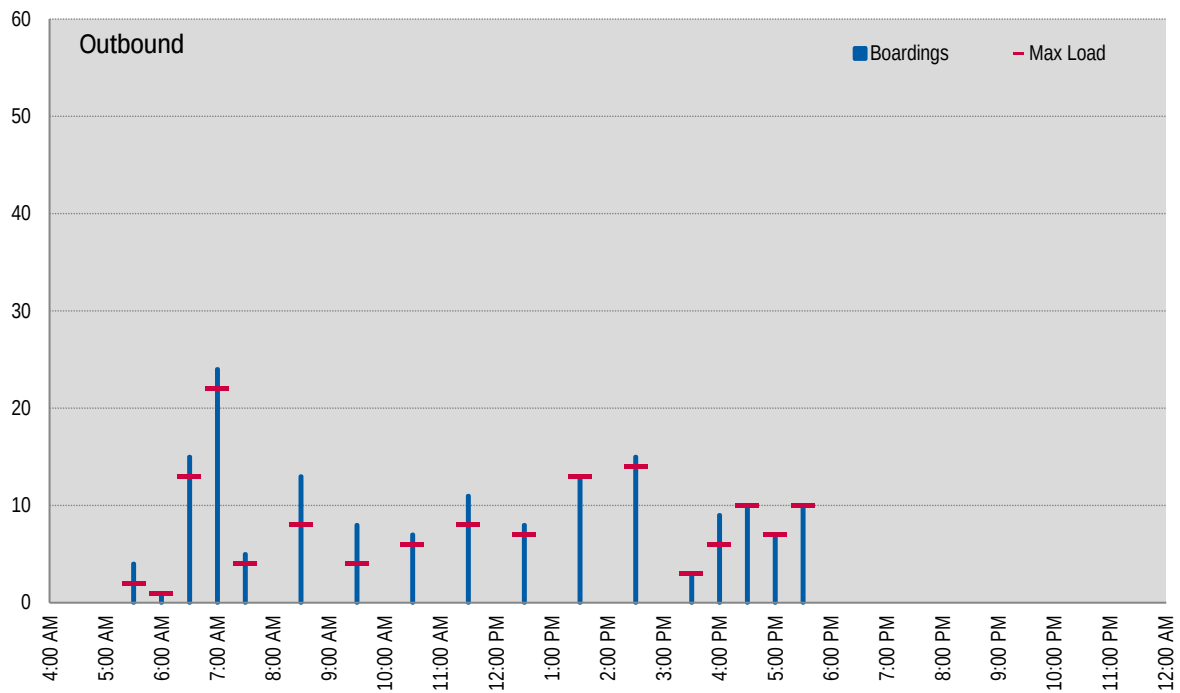
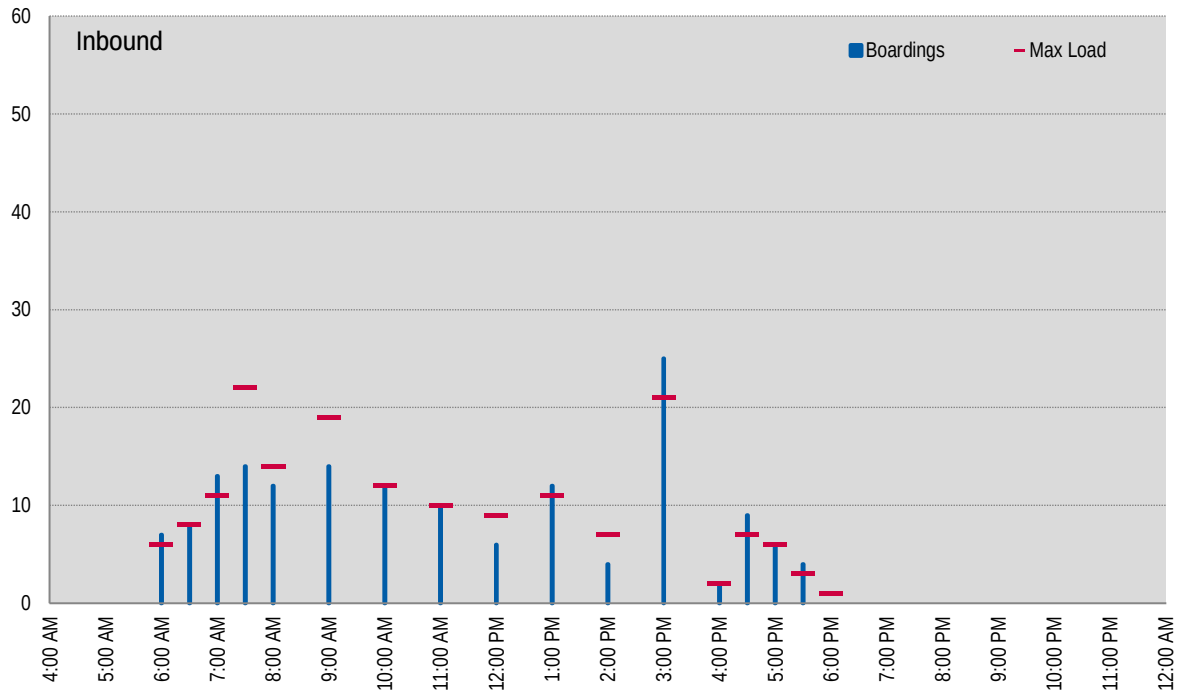


Saturday Outbound Ridership by Stop

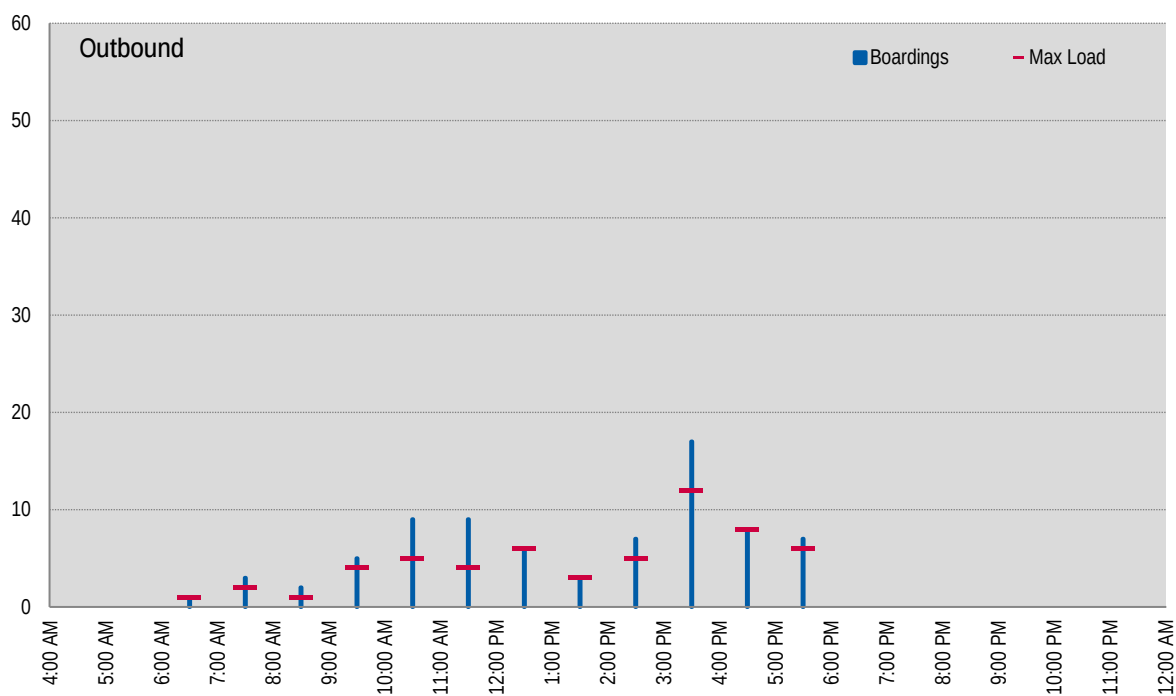
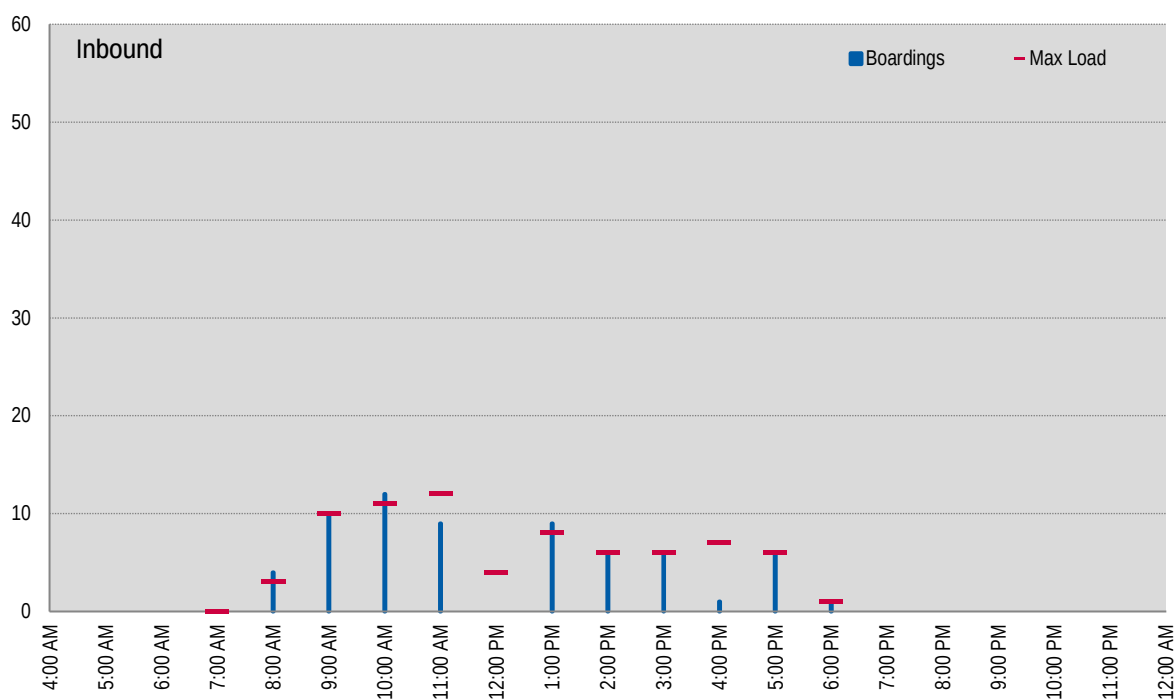


Ridership by Trip

Weekday Ridership by Trip

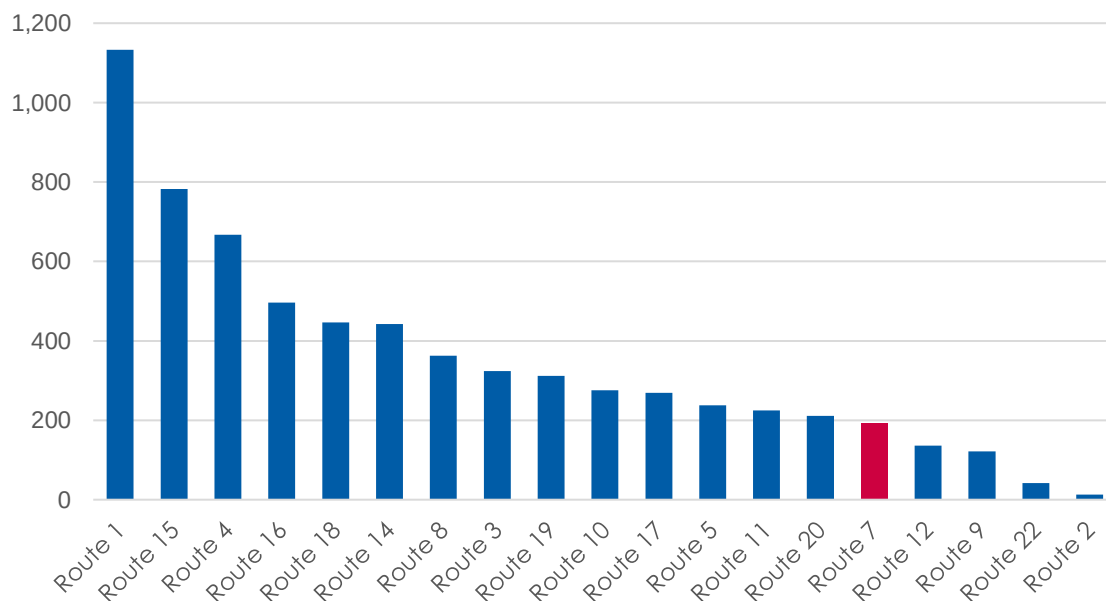


Saturday Ridership by Trip

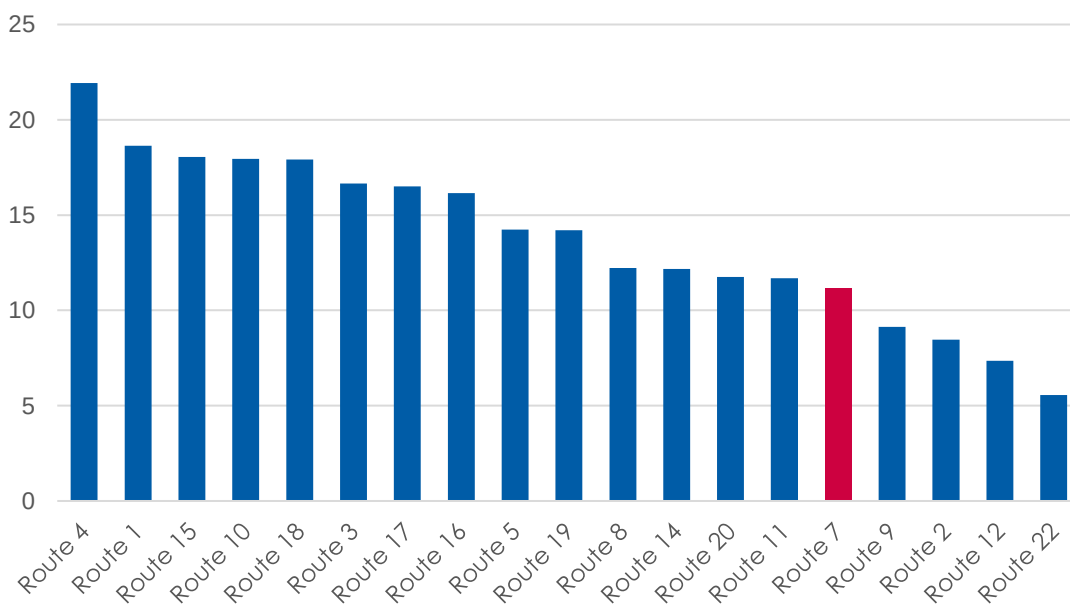


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	443	327
Pax/Revenue Hour	29.5	23.4
BARTA Average	24.0	17.9
Pax/One-Way Trip	9.6	8.9
BARTA Average	13.0	8.9
Pax/Revenue Mile	3.1	1.9
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

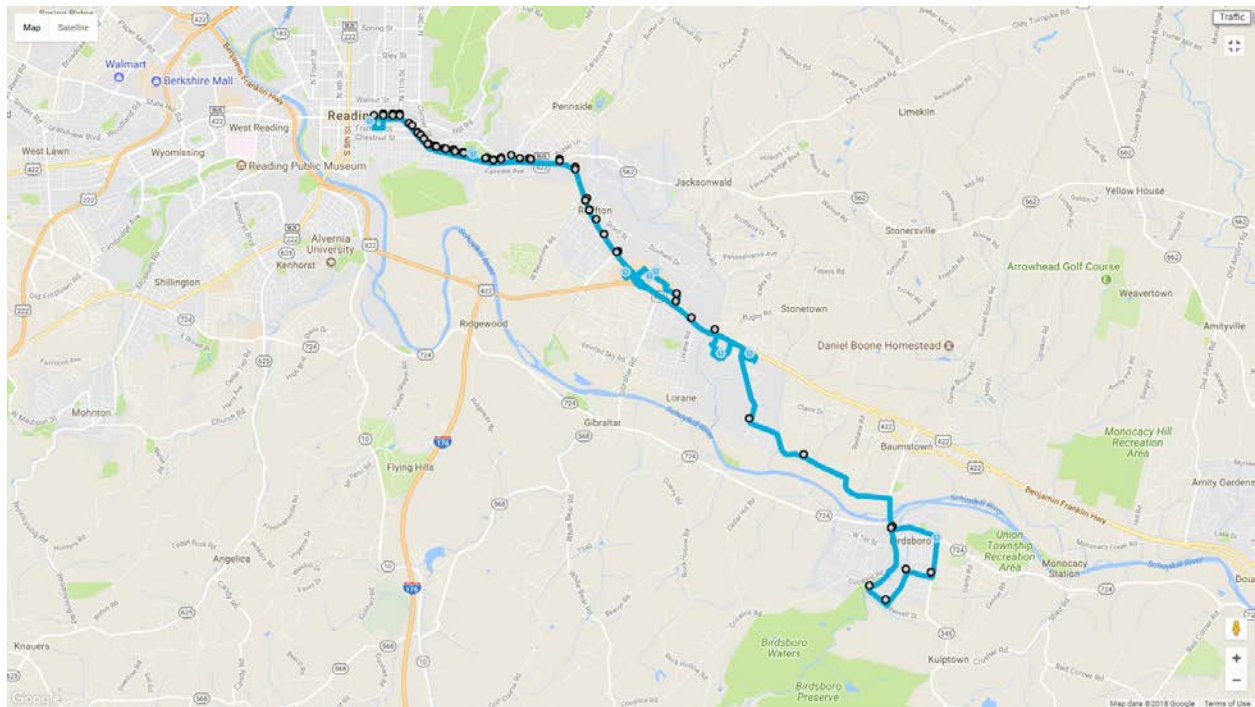
Opportunities to strengthen Route 7 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate an additional round trip during each peak period (8 AM outbound/8:30 AM inbound and 3 PM outbound/3:30 PM inbound).
- Consolidate stops to speed travel times for riders and make travel times more reliable.
- Coordinate schedule with Route 8 to optimize frequency along Perkiomen Avenue and provide coordinated transfers between the two routes.
- Discontinue service along 22nd and Howard Streets in favor of bi-directional services along Perkiomen Avenue.
- Discontinue the large loop through Pennside. Instead operate bidirectional service from the Berks County Housing Authority, west on Exeter Road and south on Carsonia Avenue. Continue to serve the Hollywood Court Apartments by deviating on High Street, Byram Street, and Prospect Street.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 8

Reiffton/Birdsboro



Route Overview

Cities Served

Reading, Reiffton, Exeter, Birdsboro (select weekday trips only)

Major Corridors Served

Penn Street, Perkiomen Avenue, Route 422 (select weekday trips: Lincoln Road, Furnace Street/Haycreek Road)

Major Activity Centers / Points of Interest

Downtown Reading, Exeter Commons, Shelbourne Square/Park & Ride Lot, Exeter Square/Walmart, Birdsboro

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:00 AM to 11:00 PM	60/75/80	19/19
Saturday	7:00 AM to 11:00 PM	60/80	15/15
Sunday	11:00 AM to 7:00 PM	60/60	8/8

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

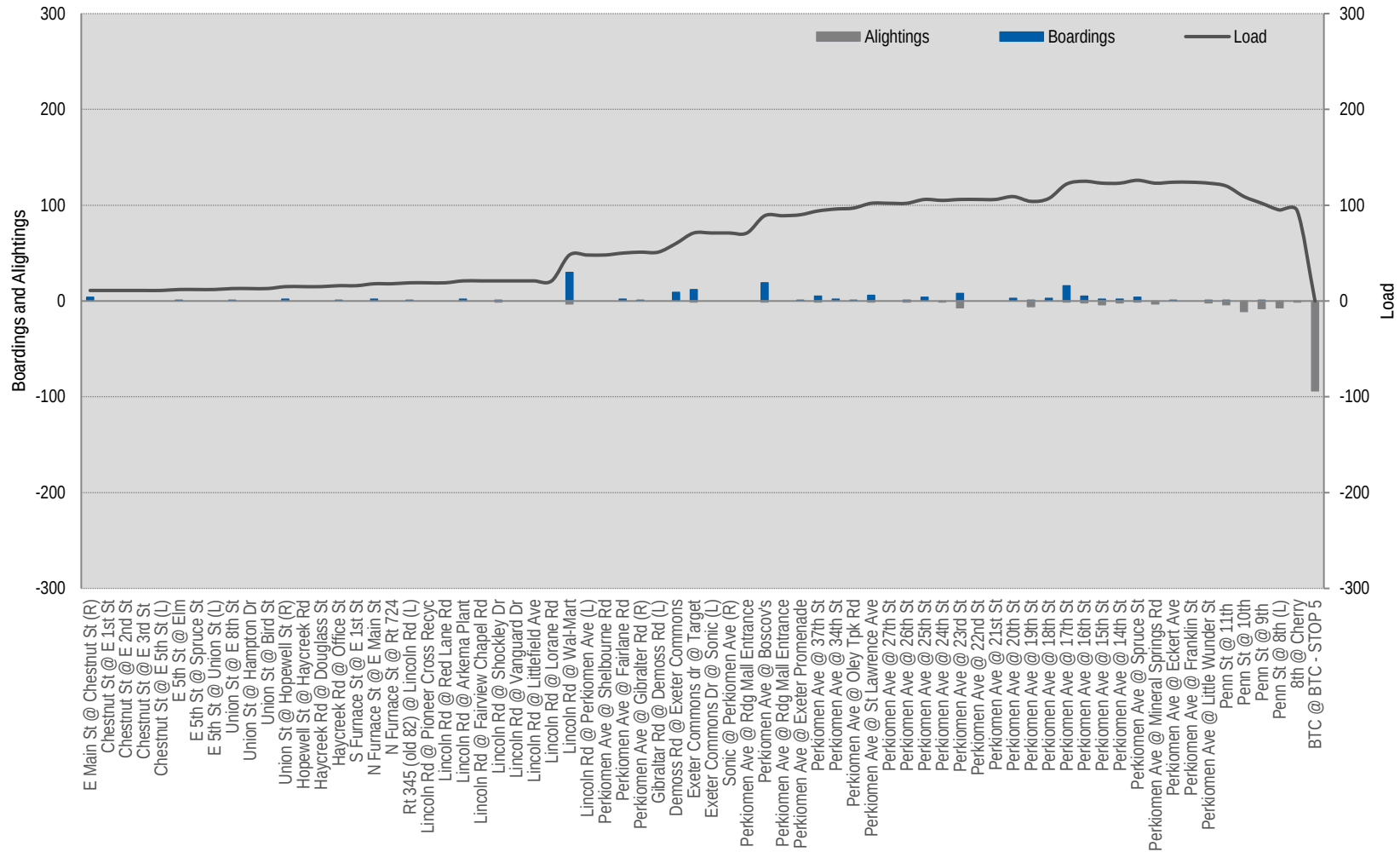
Ridership by Stop

Highest Ridership Stops (10 or More Daily Boardings & Alightings)

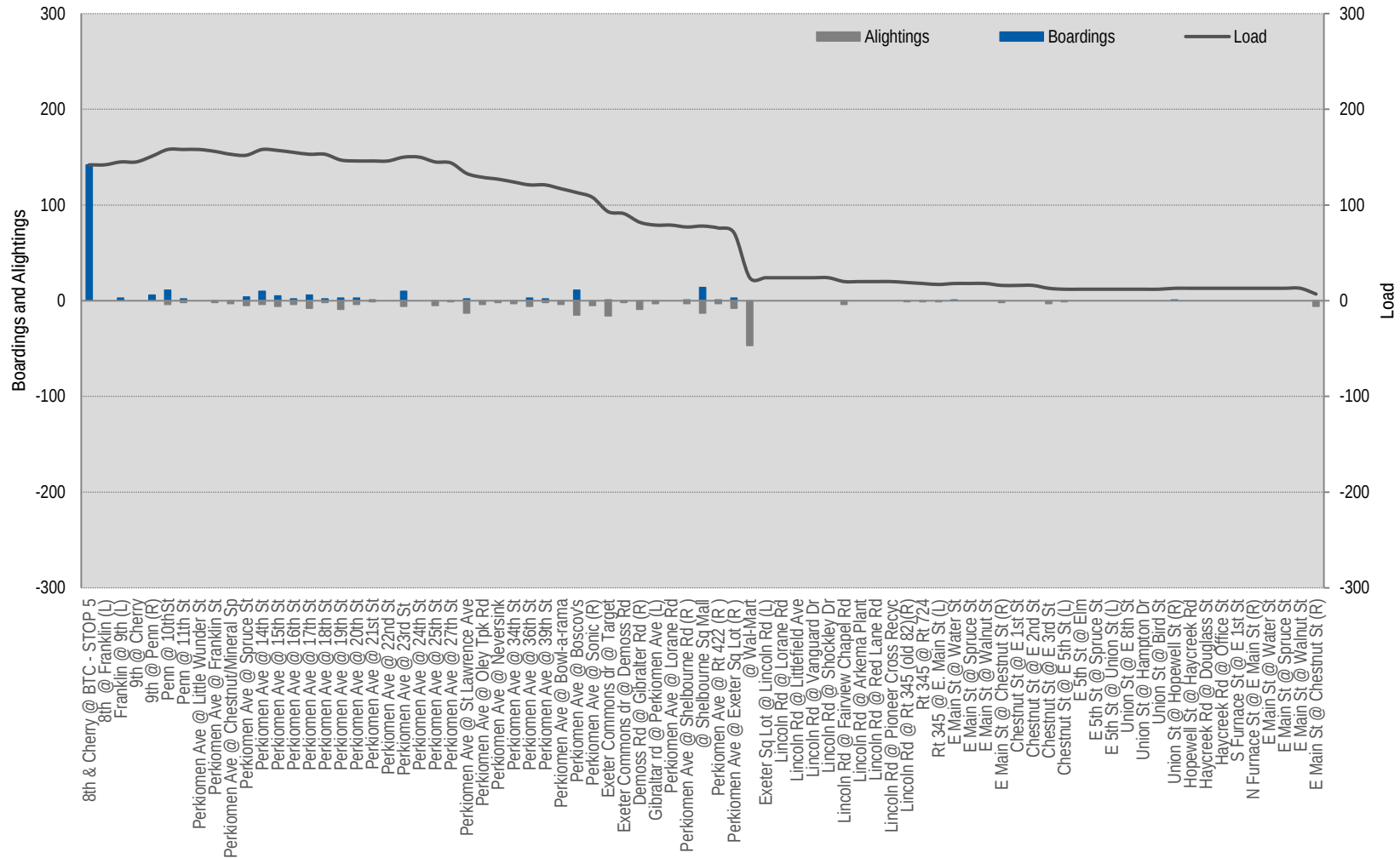
INBOUND STOPS	INBOUND ONS / OFFs
Lincoln Road @ Walmart	30/3
Exeter Commons @ Target	12/1
Perkiomen Ave @ Boscov's	19/1
Perkiomen Ave @ 17th St	16/1
Penn St @ 10th	0/11
BTC	0/94

OUTBOUND STOPS	OUTBOUND ONS / OFFs
8th & Cherry @ BTC	142/0
Penn St @ 10th	11/4
Perkiomen Ave @ 14th St	10/4
Perkiomen Ave @ 15th St	5/6
Perkiomen Ave @ 17th St	6/8
Perkiomen Ave @ 19th St	3/9
Perkiomen Ave @ 23rd St	10/6
Perkiomen Ave @ St Lawrence Ave	2/13
Perkiomen Ave @ Boscov's	11/15
Exeter Commons @ Target	1/16
Shelbourne Sq Mall	14/13
Perkiomen Ave @ Exeter Square	3/8
Walmart	0/47

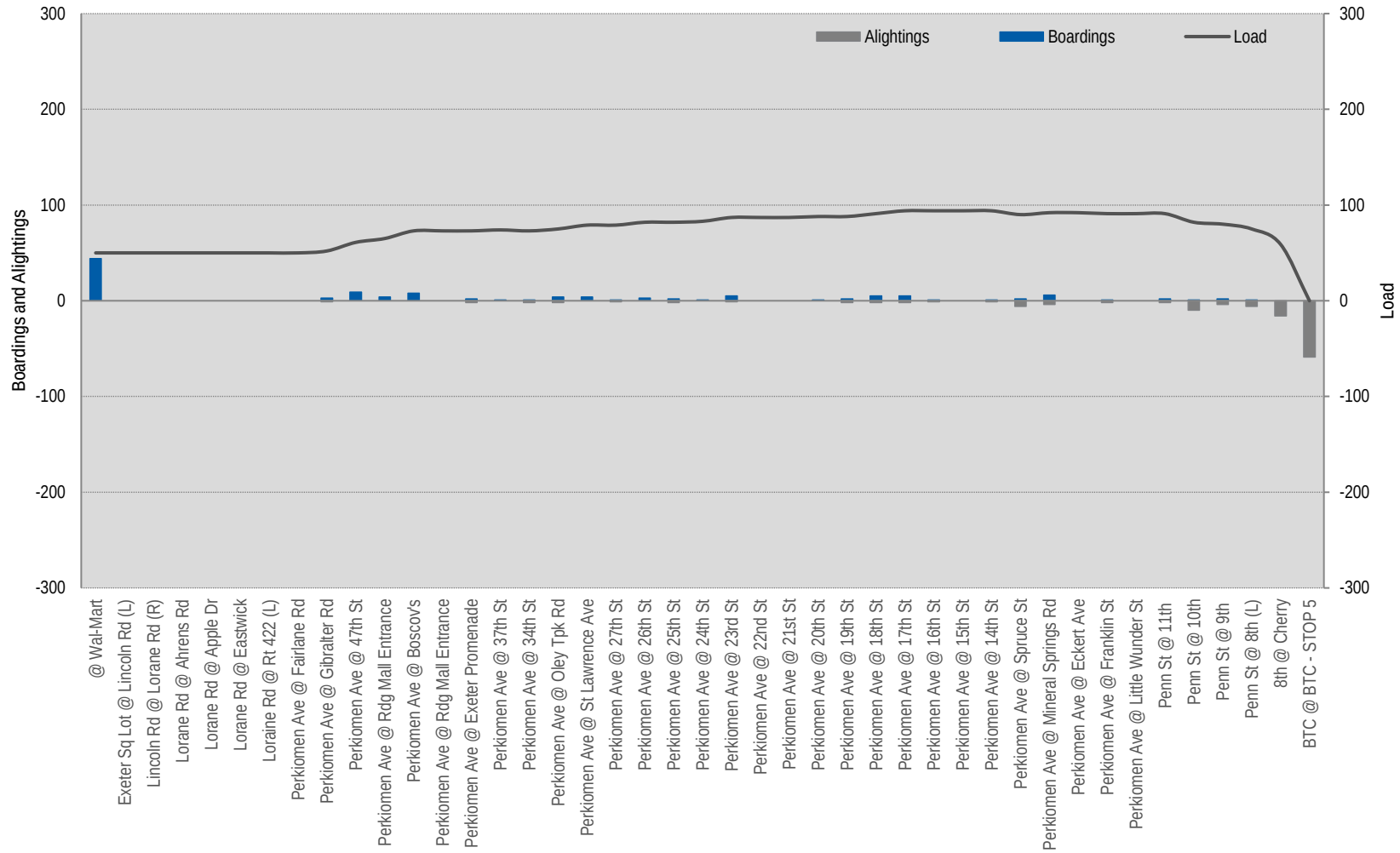
Weekday Inbound Ridership by Stop



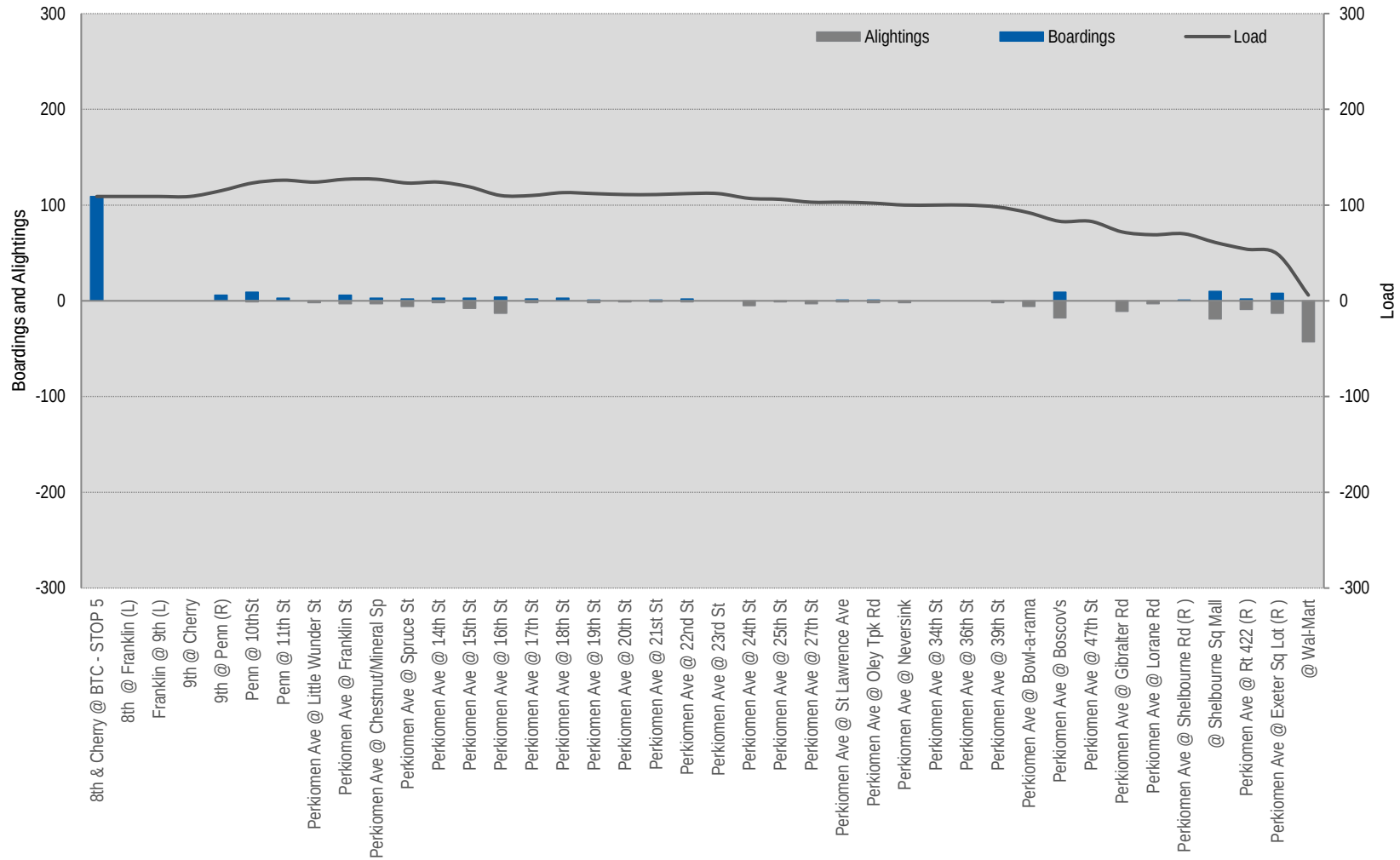
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

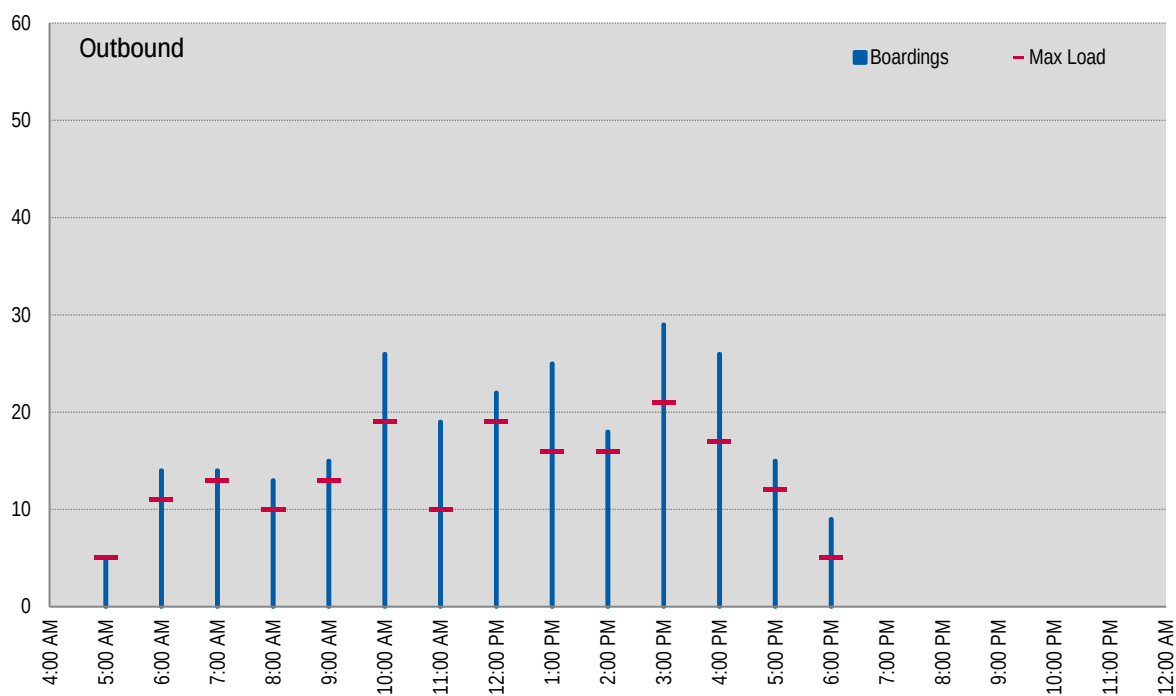
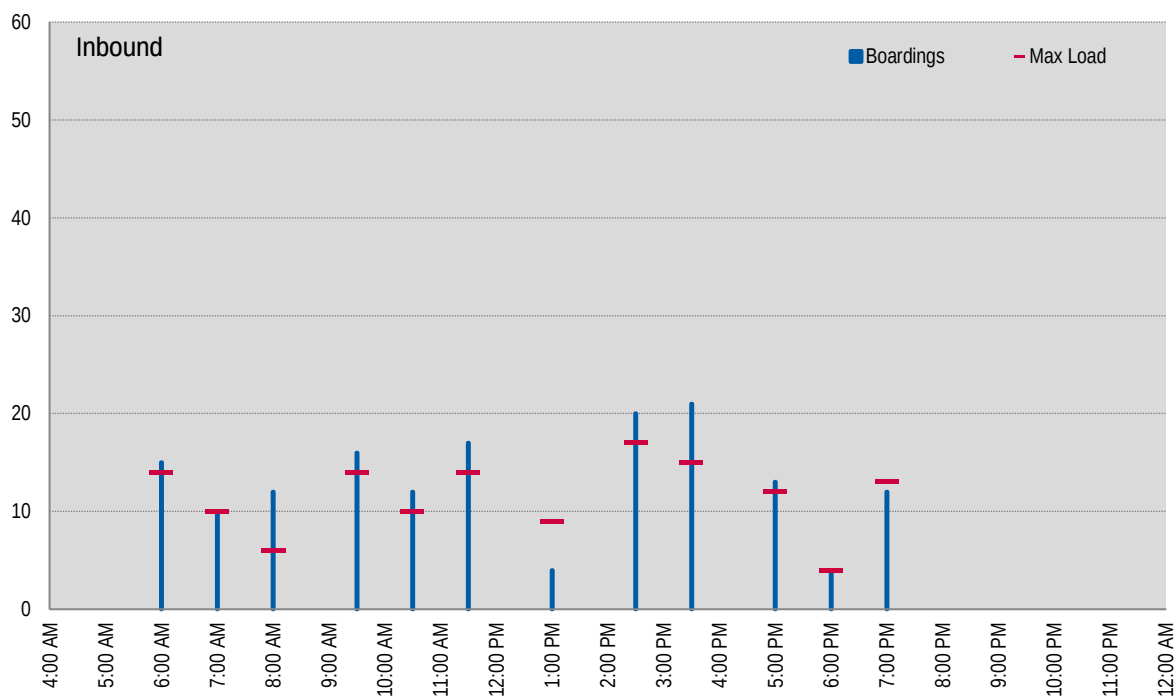


Saturday Outbound Ridership by Stop

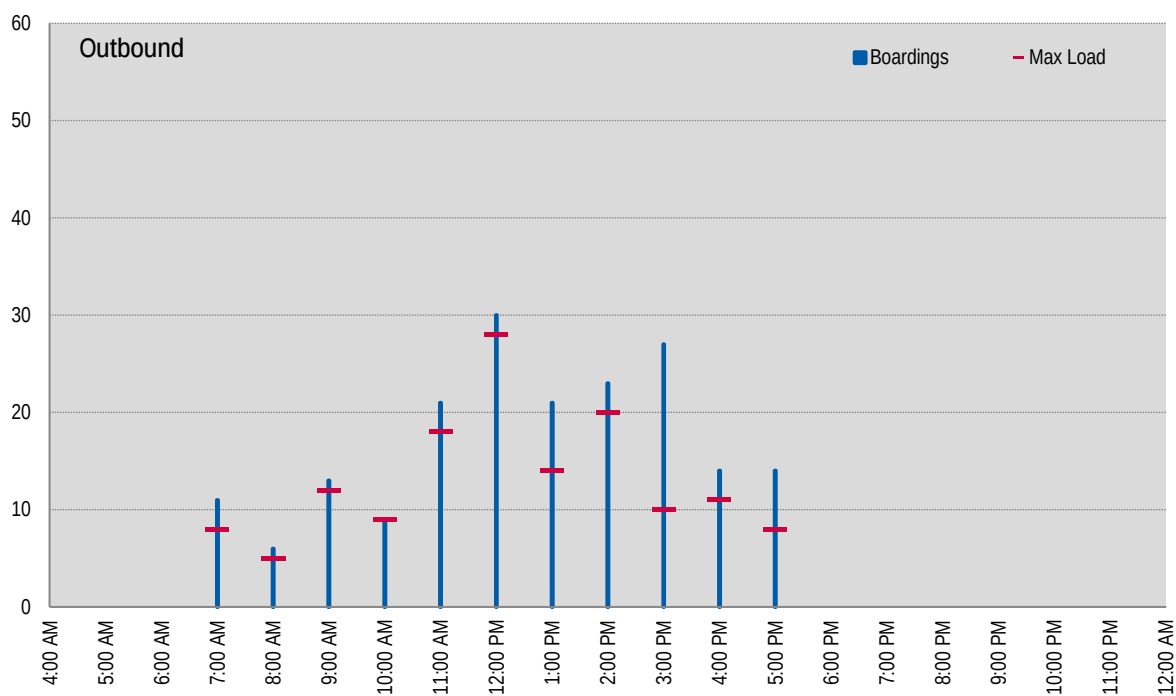
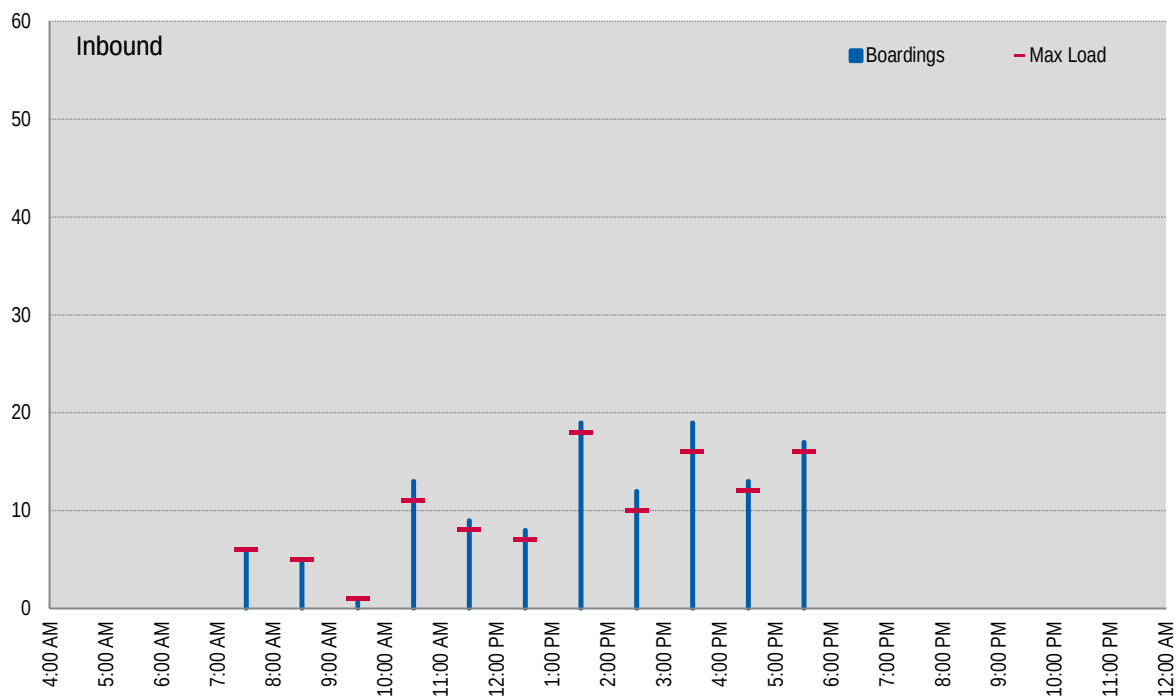


Ridership by Trip

Weekday Ridership by Trip

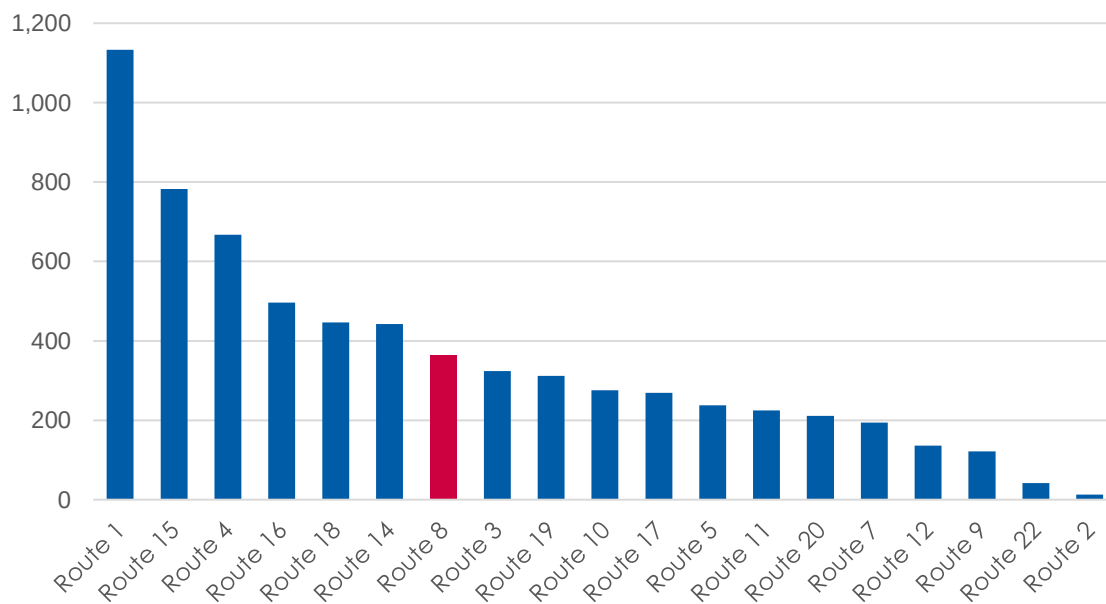


Saturday Ridership by Trip

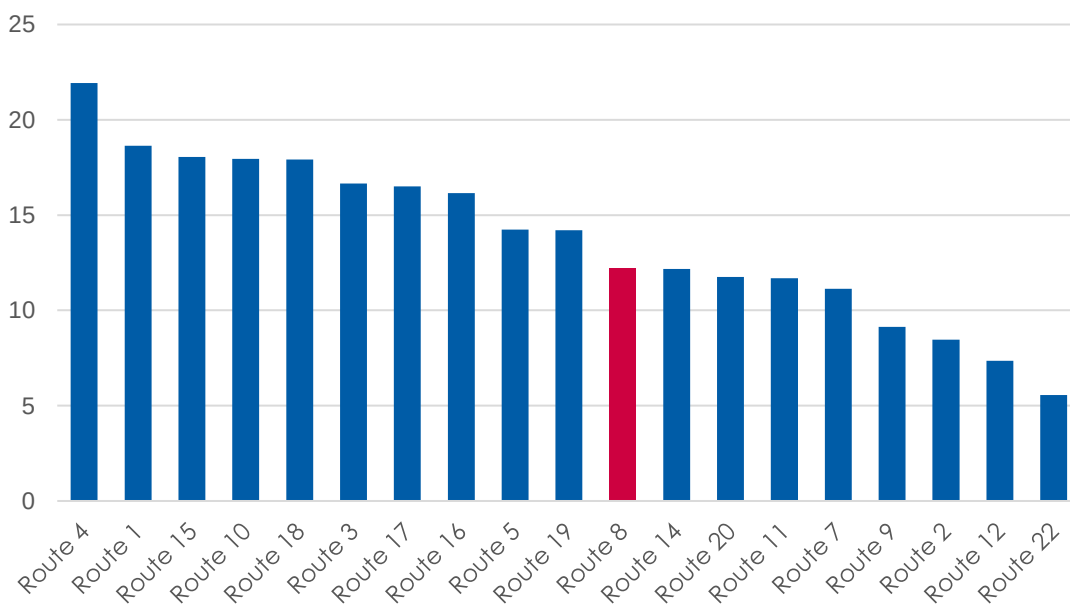


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	406	311
Pax/Revenue Hour	14.0	19.4
BARTA Average	24.0	17.9
Pax/One-Way Trip	10.7	10.4
BARTA Average	13.0	8.9
Pax/Revenue Mile	1.2	1.7
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

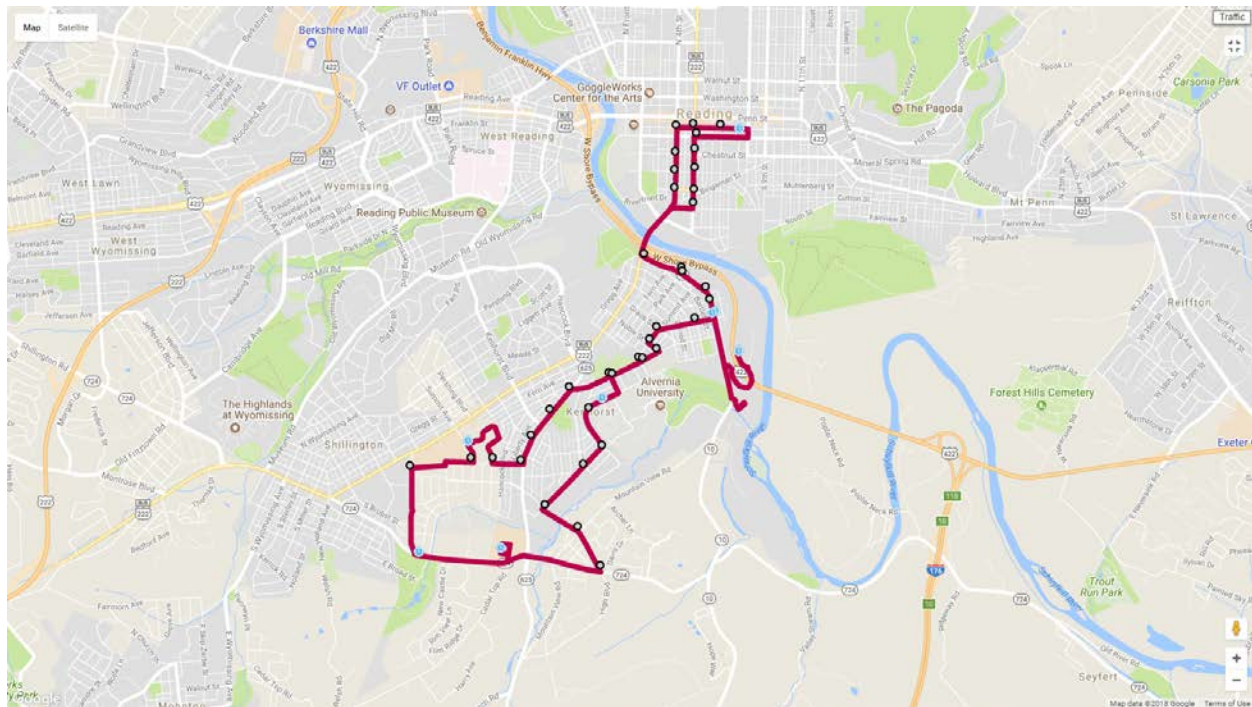
Opportunities to strengthen Route 8 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate service with clockface headways. Clockface headways on weekdays and Saturdays (where service operates at the same times every hour) would make Route 8 service more consistent and would be much easier for passengers to remember.
- Discontinue variants to serve Birdsboro, as it adds nine miles to every trip and generates 15 weekday boardings on average. Areas served by these trips could instead be served by a flex or demand-response service option.
- Coordinate schedule with Route 7 to optimize frequency along Perkiomen Avenue and provide coordinated transfers between the two routes.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 9

Grill via Kenhorst



Route Overview

Cities Served

Reading, Kenhorst

Major Corridors Served

4th/5th Streets, Morgantown Road, New Holland Road, Philadelphia Avenue, Commonwealth Boulevard

Major Activity Centers / Points of Interest

Kenhorst Plaza, Millmont Elementary School, Alvernia University, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:45 AM to 6:45 PM	60	13/13
Saturday	6:45 AM to 6:45 PM	60	12/12

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

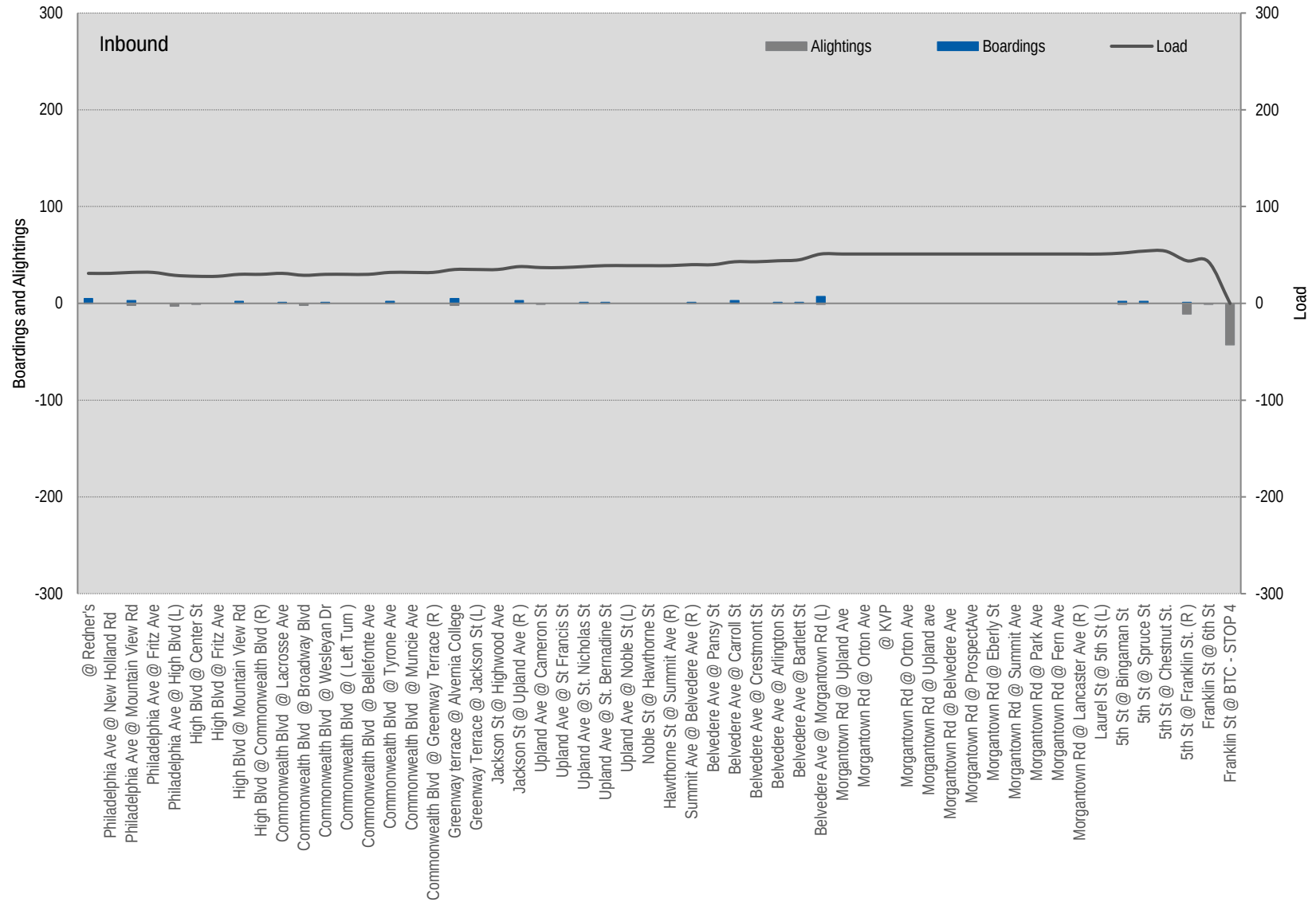
Ridership by Stop

Highest Ridership Stops (10 or More Daily Boardings & Alightings)

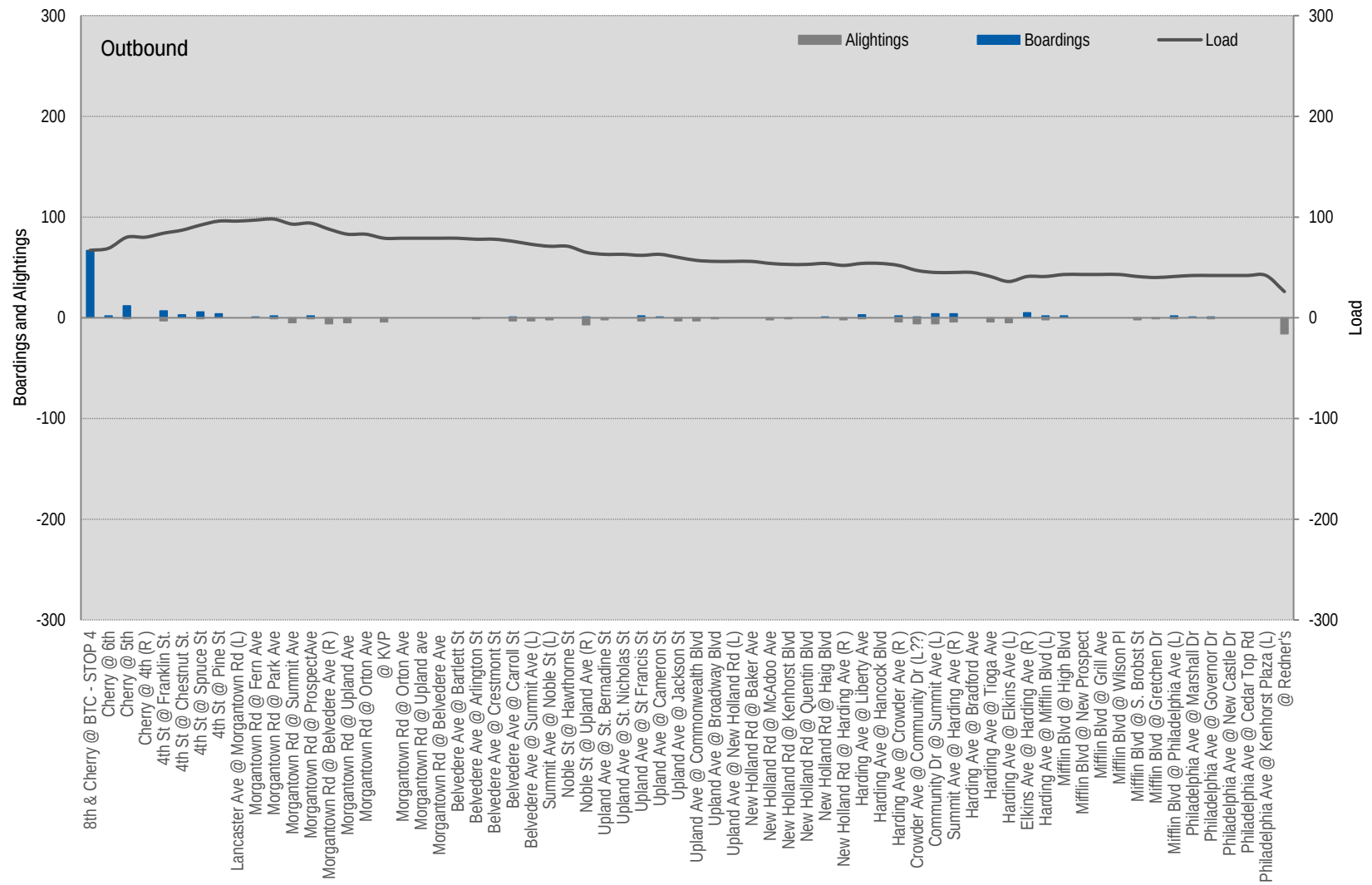
INBOUND STOPS	INBOUND ONs / OFFs
5 th St. @ Franklin St.	1/11
Franklin St. @ BTC	0/43

OUTBOUND STOPS	OUTBOUND ONs / OFFs
8 th & Cherry St. @ BTC	67/0
Cherry St. @ 5 th St.	12/1
4 th St. @ Franklin St.	7/3
Community Dr. @ Summit Ave.	4/6
Kenhorst Plaza/Redners	0/16

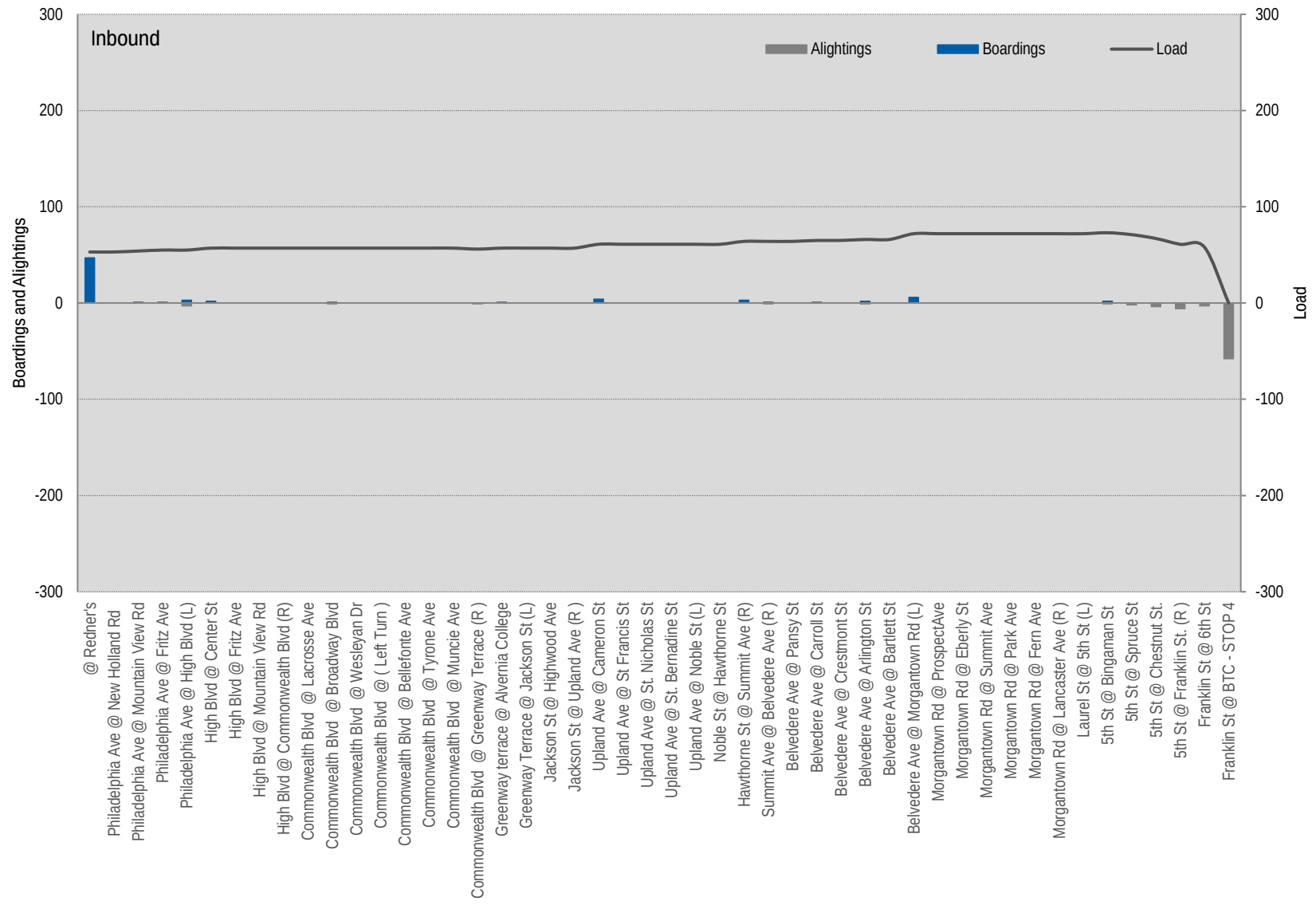
Weekday Inbound Ridership by Stop



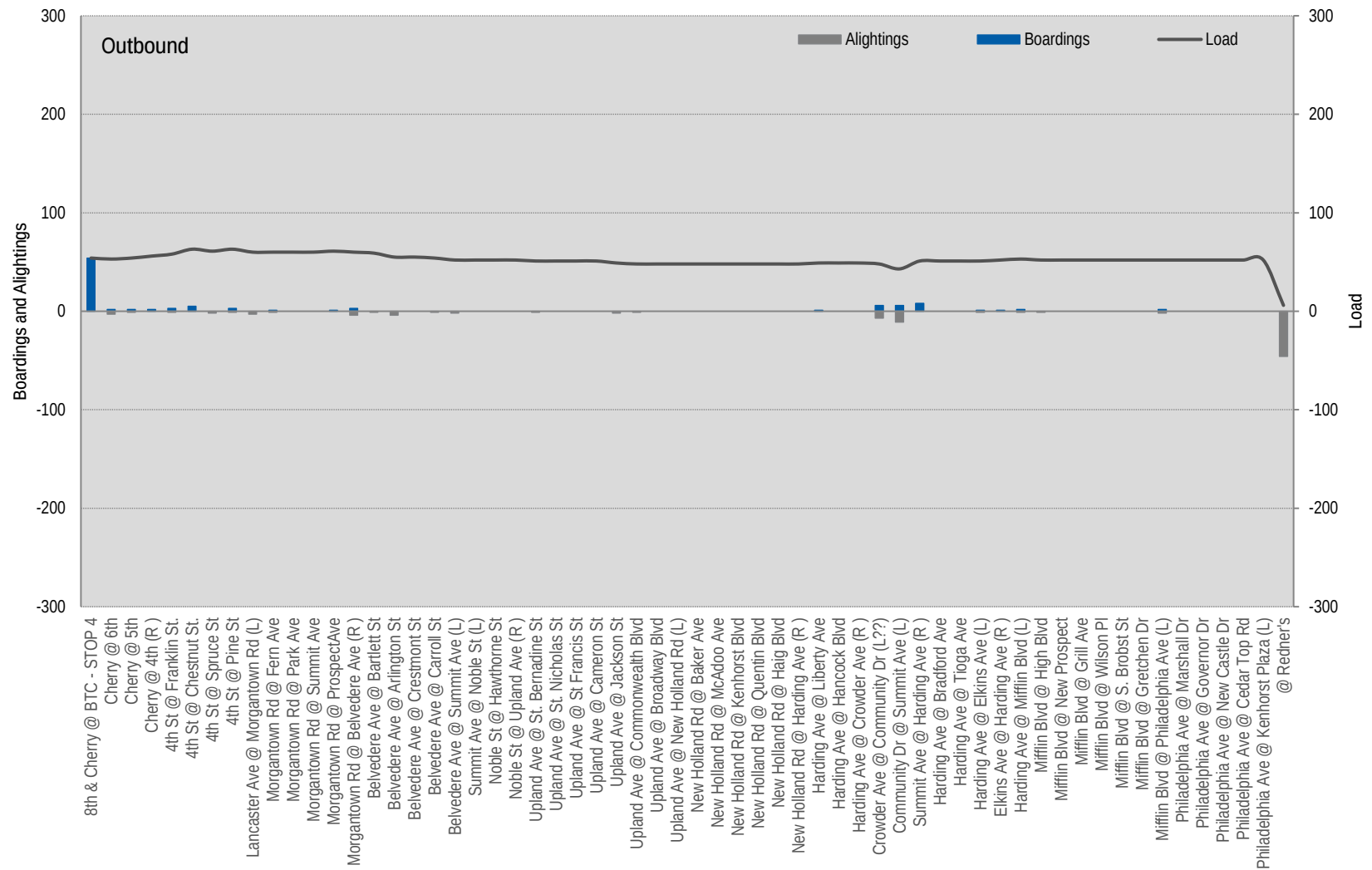
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

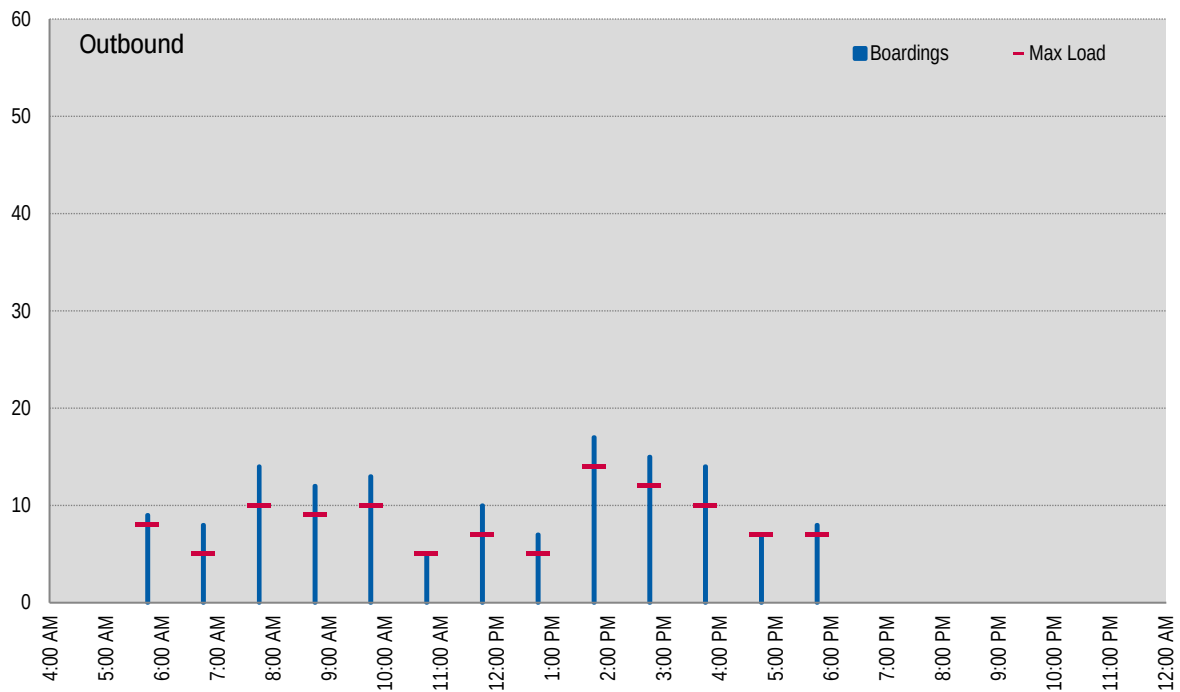
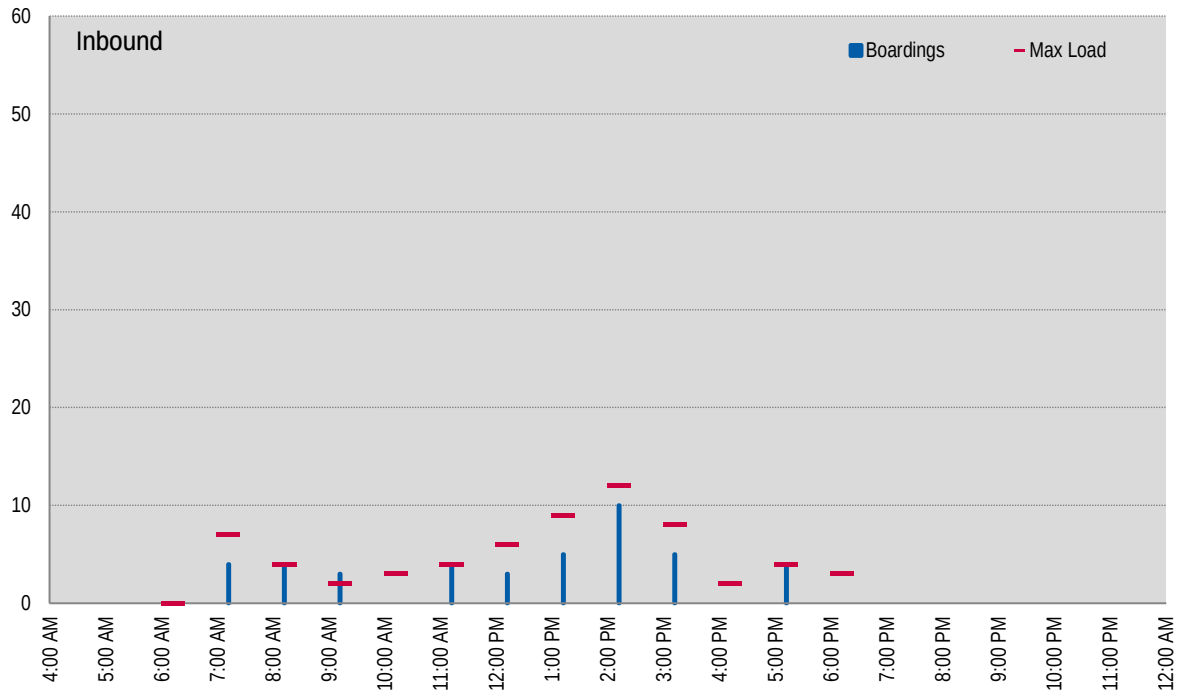


Saturday Outbound Ridership by Stop

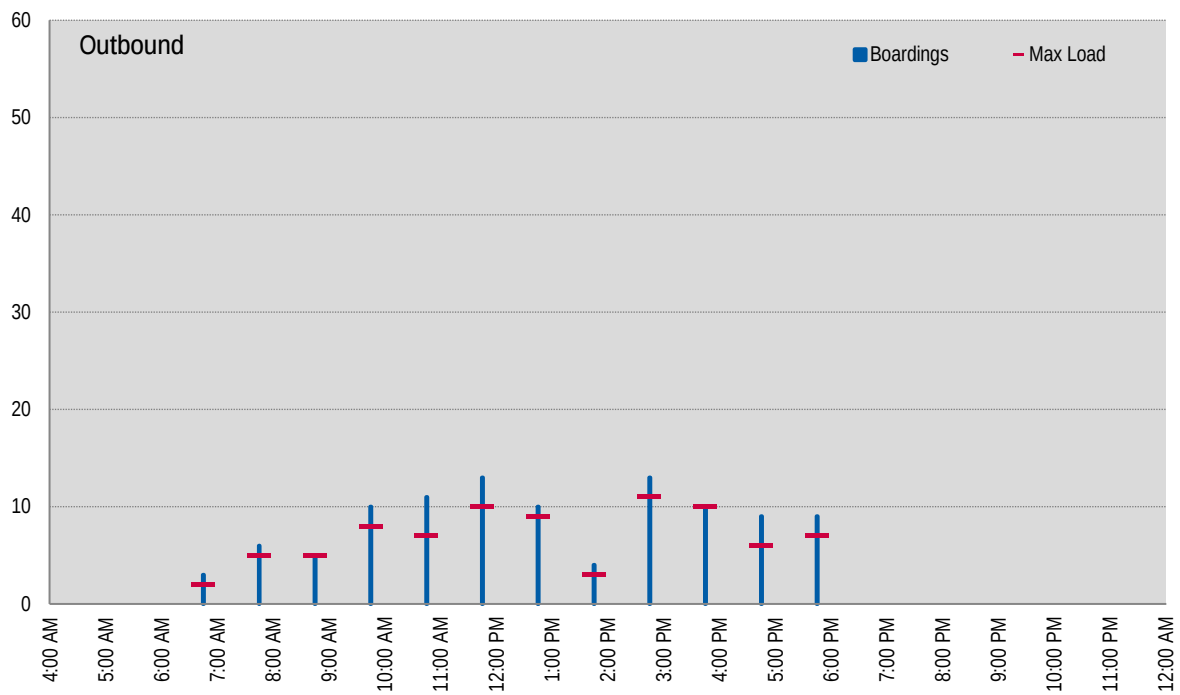
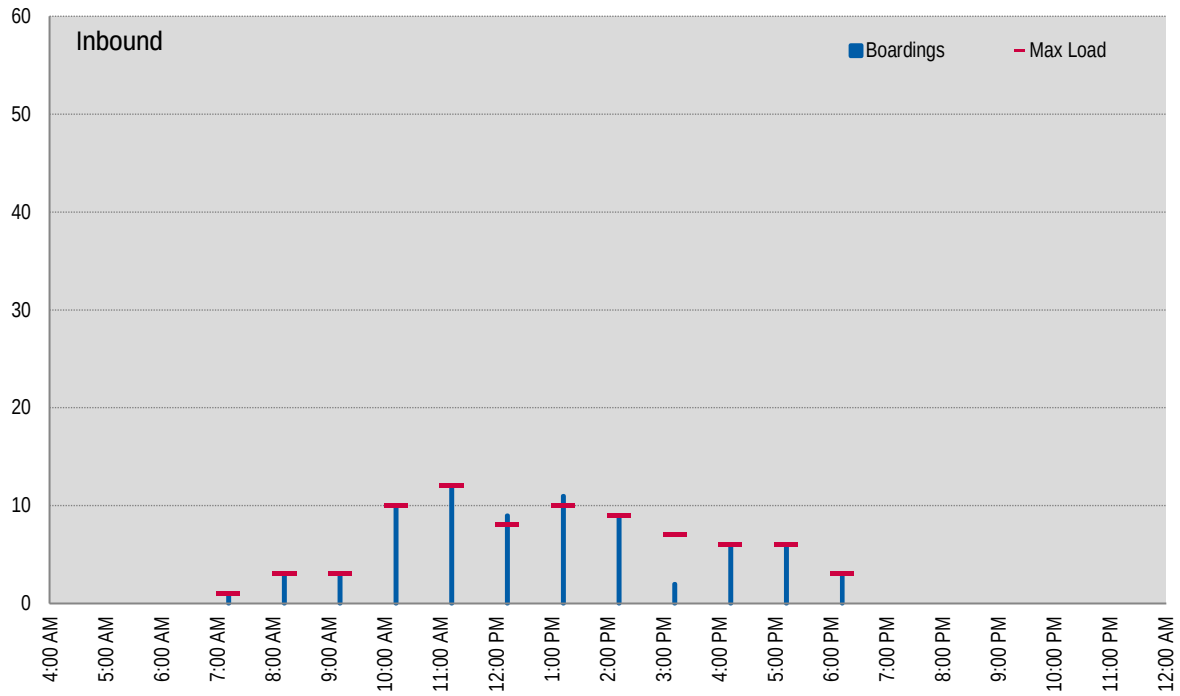


Ridership by Trip

Weekday Ridership by Trip

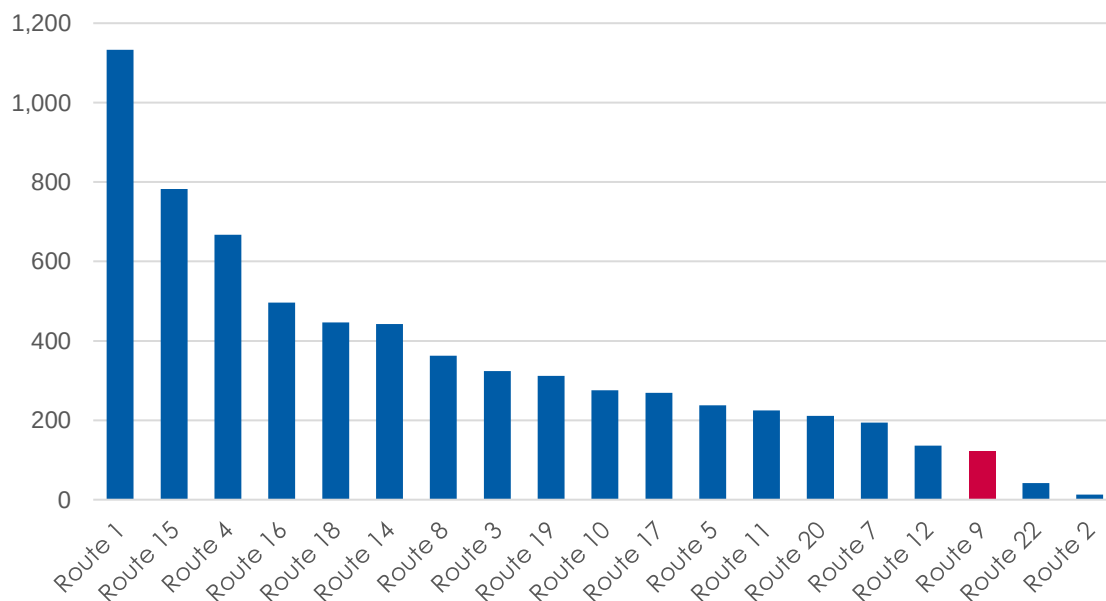


Saturday Ridership by Trip

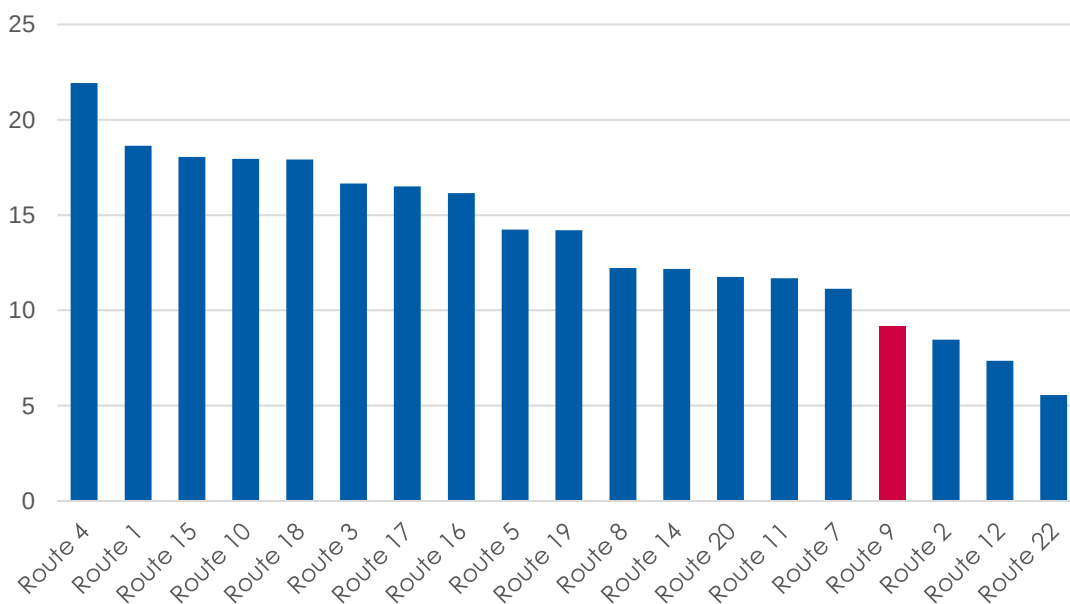


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	181	178
Pax/Revenue Hour	13.9	14.8
BARTA Average	24.0	17.9
Pax/One-Way Trip	7.0	7.4
BARTA Average	13.0	8.9
Pax/Revenue Mile	1.3	1.4
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

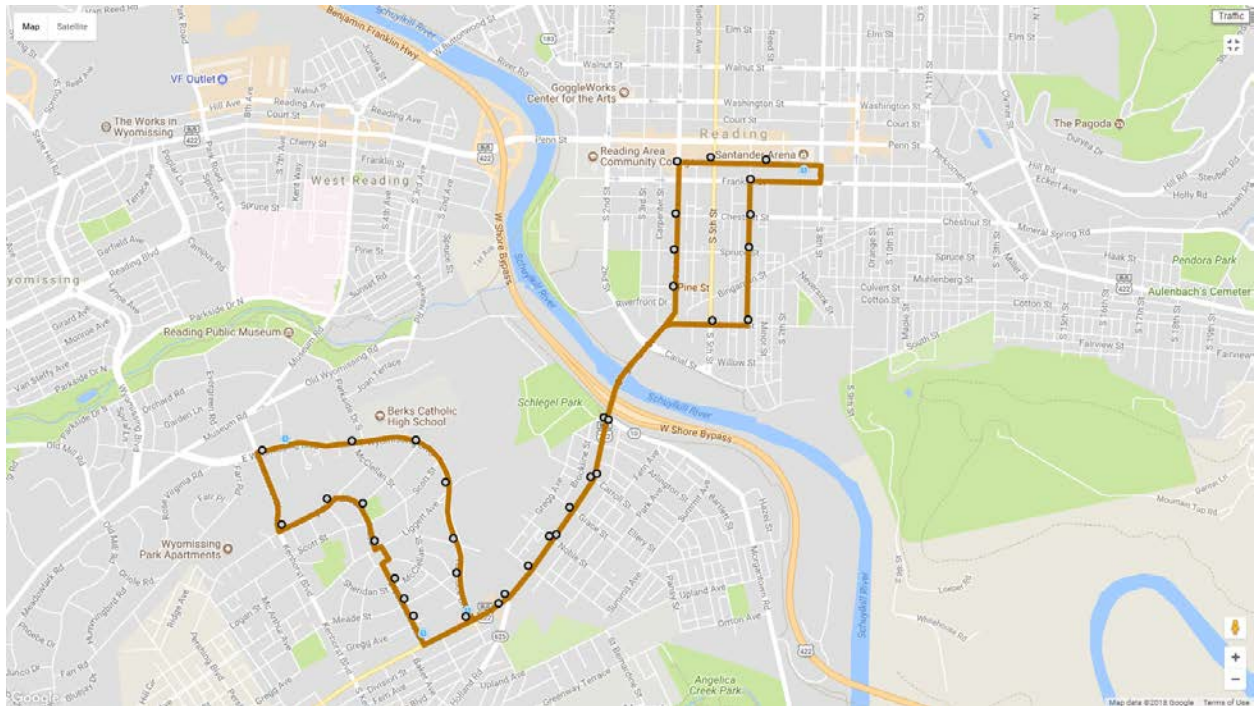
Opportunities to strengthen Route 9 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Consolidate stops to speed up travel time for riders and make travel times less variable.
- Discontinue service to KPV due to ridership of less than five average boardings per weekday.
- One-way loop services take riders out of their way and force them to travel the full length of the route to complete a round trip. Redesign the route to operate bidirectional service primarily along New Holland Road, discontinuing service on Commonwealth Boulevard.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 10

Brookline



Route Overview

Cities Served

Reading

Major Corridors Served

4th/5th Streets, Lancaster Avenue, Wyomissing Boulevard

Major Activity Centers / Points of Interest

Berks Catholic High School, the Islamic Center of Reading, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:45 AM to 10:10 PM	30-45/45/60	23/23
Saturday	6:50 AM to 11:10 PM	30/60	28/28
Sunday	11:15 AM to 6:30 PM	60/—	8/8

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

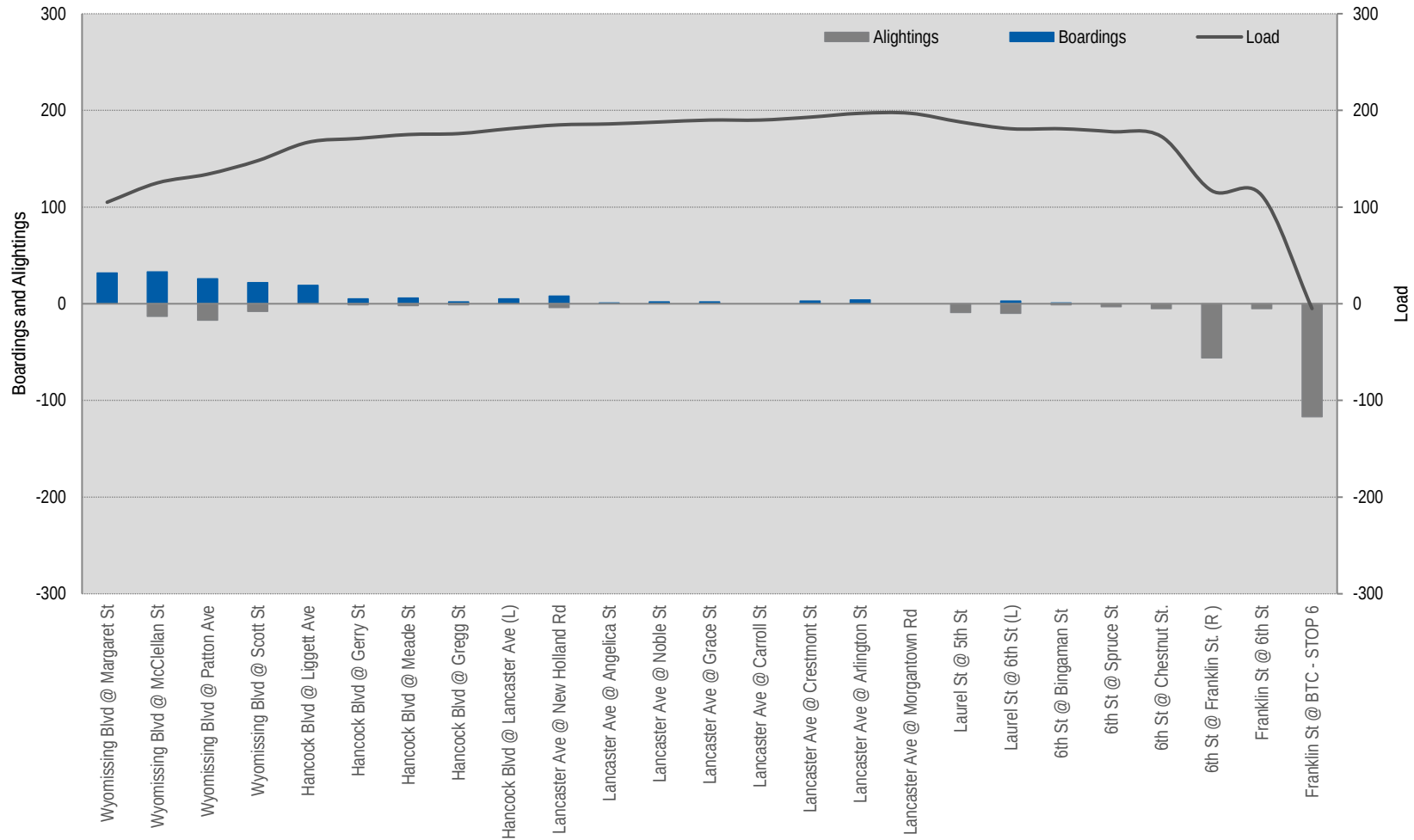
Ridership by Stop

Highest Ridership Stops (10 or More Daily Boardings & Alightings)

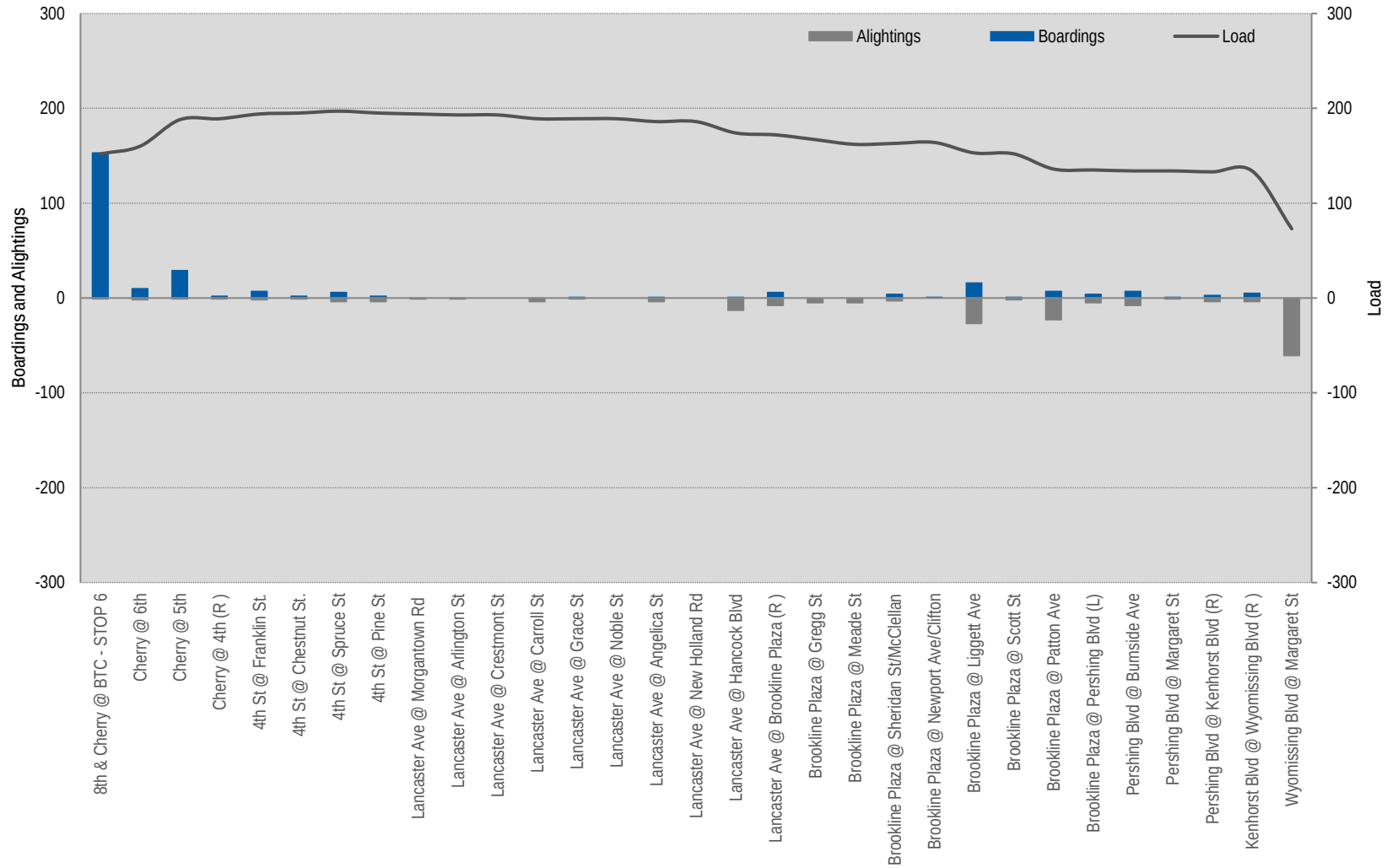
INBOUND STOPS	INBOUND ONs / OFFs
Wyomissing Blvd @ Margaret St	32/0
Wyomissing Blvd @ McClellan St	33/13
Wyomissing Blvd @ Patton Ave	26/17
Wyomissing Blvd @ Scott St	22/8
Hancock Blvd @ Liggett Ave	19/0
Laurel St @ 6th St	3/10
6th St @ Franklin St.	0/56
Franklin St @ BTC	0/117

OUTBOUND STOPS	OUTBOUND ONs / OFFs
8th & Cherry @ BTC	153/1
Cherry @ 6th St	10/2
Cherry @ 5th St	29/1
Lancaster Ave @ Hancock Blvd	1/13
Lancaster Ave @ Brookline Plz	6/8
Brookline Plaza @ Liggett Ave	16/27
Brookline Plaza @ Patton Ave	7/23
Wyomissing Blvd @ Margaret St	0/61

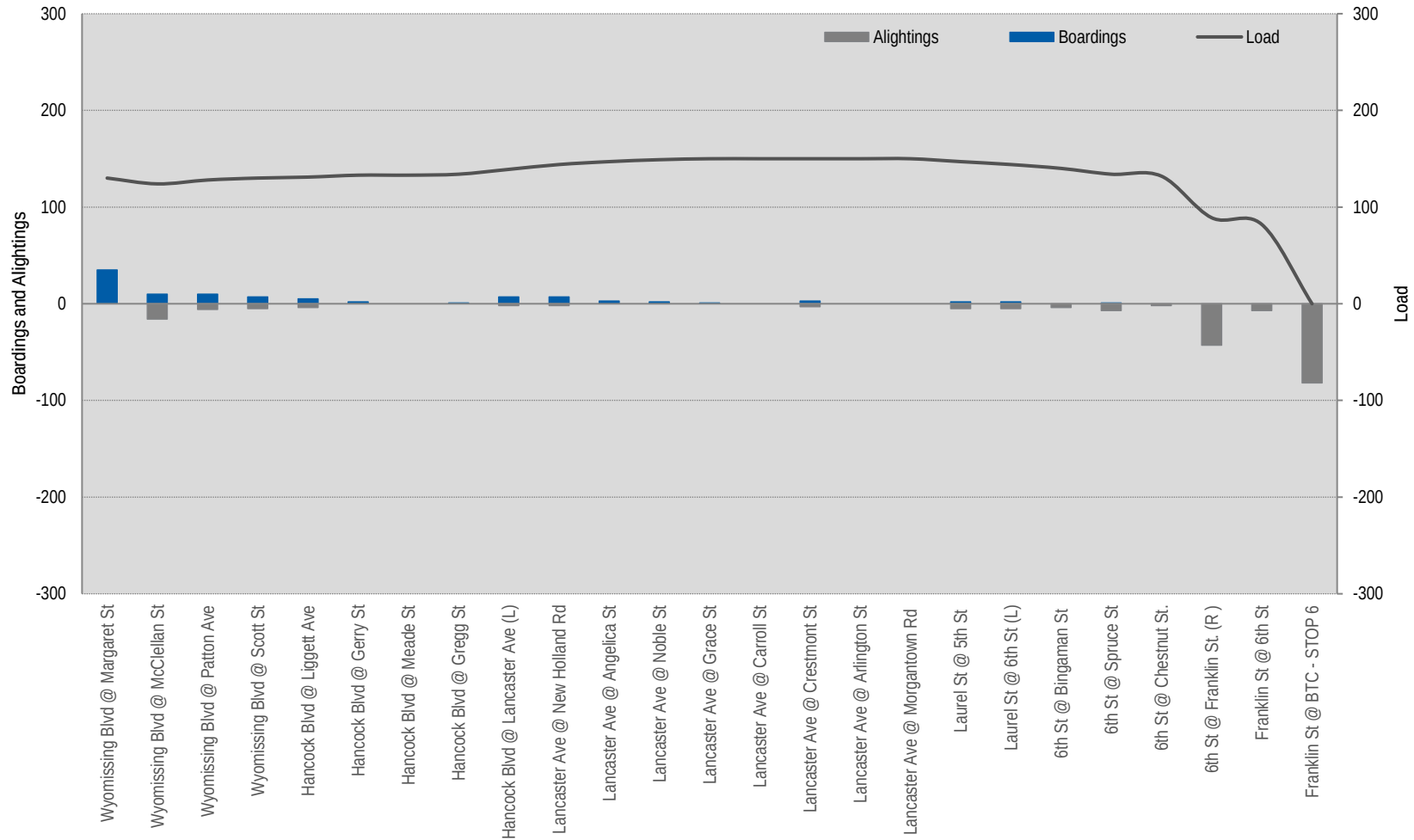
Weekday Inbound Ridership by Stop



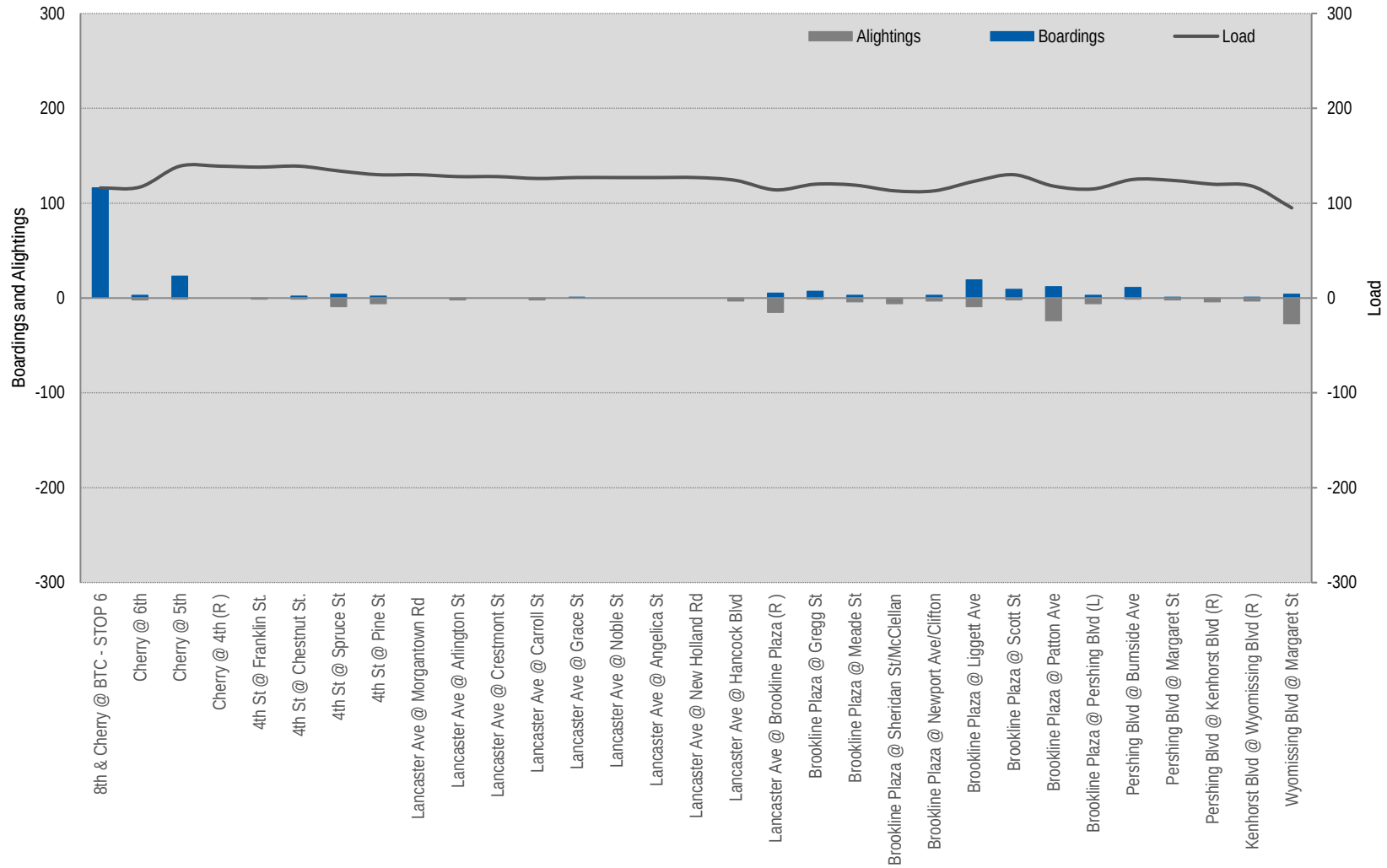
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

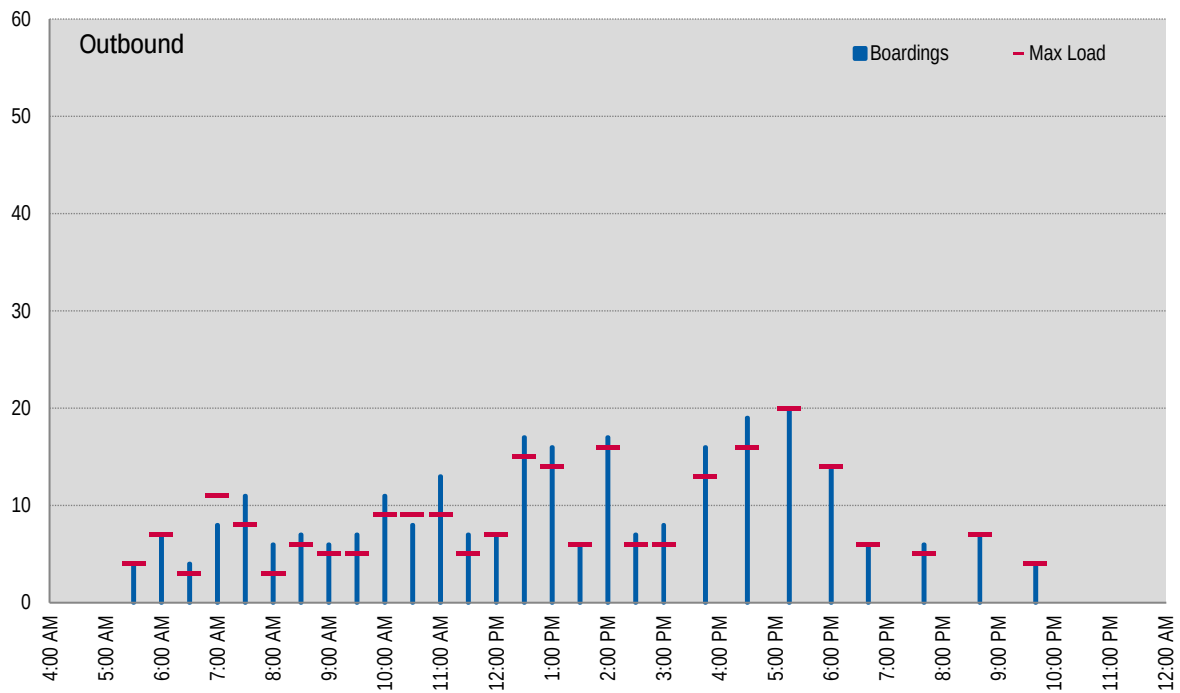
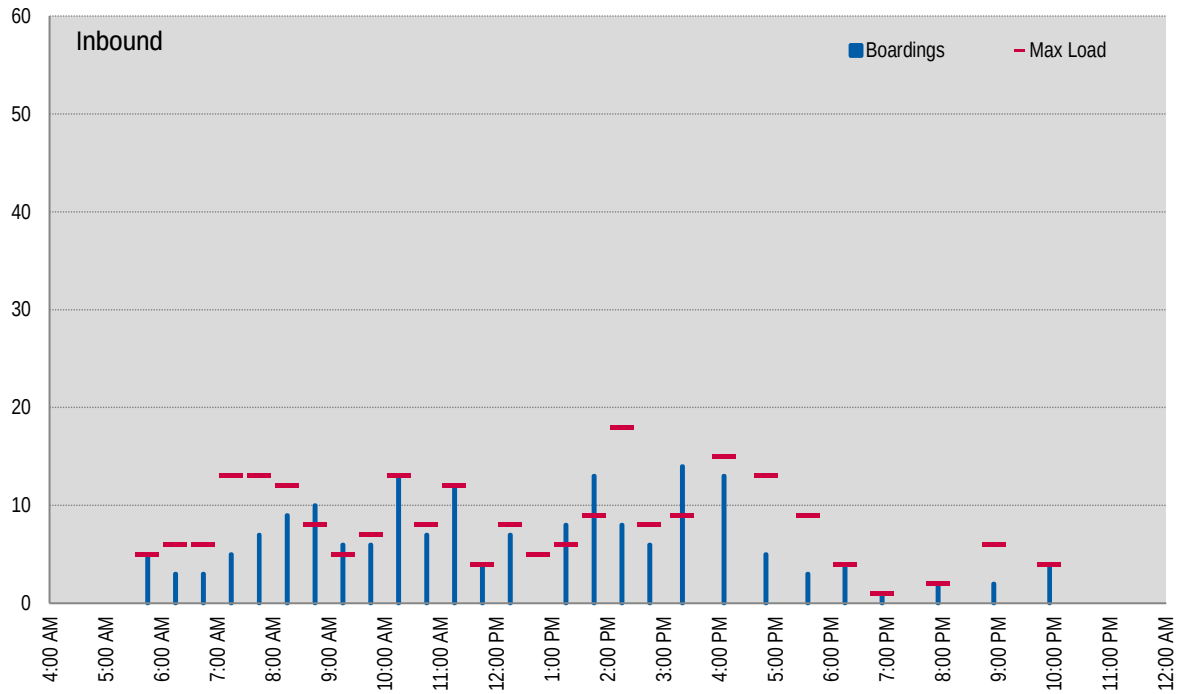


Saturday Outbound Ridership by Stop

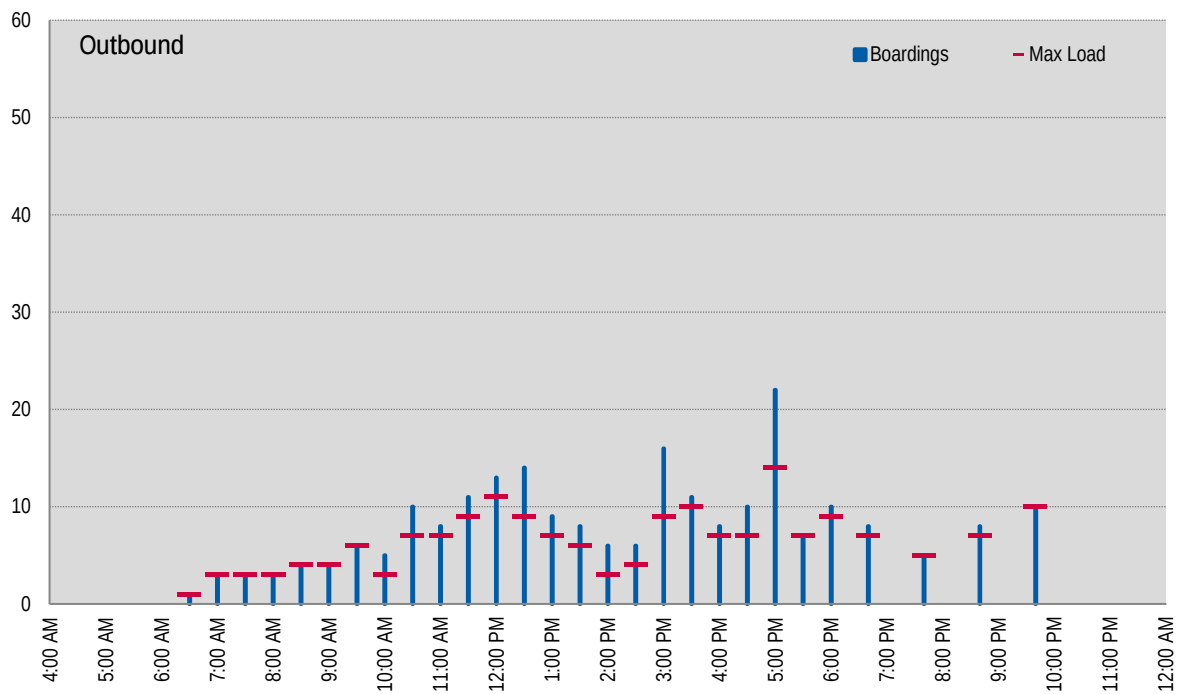
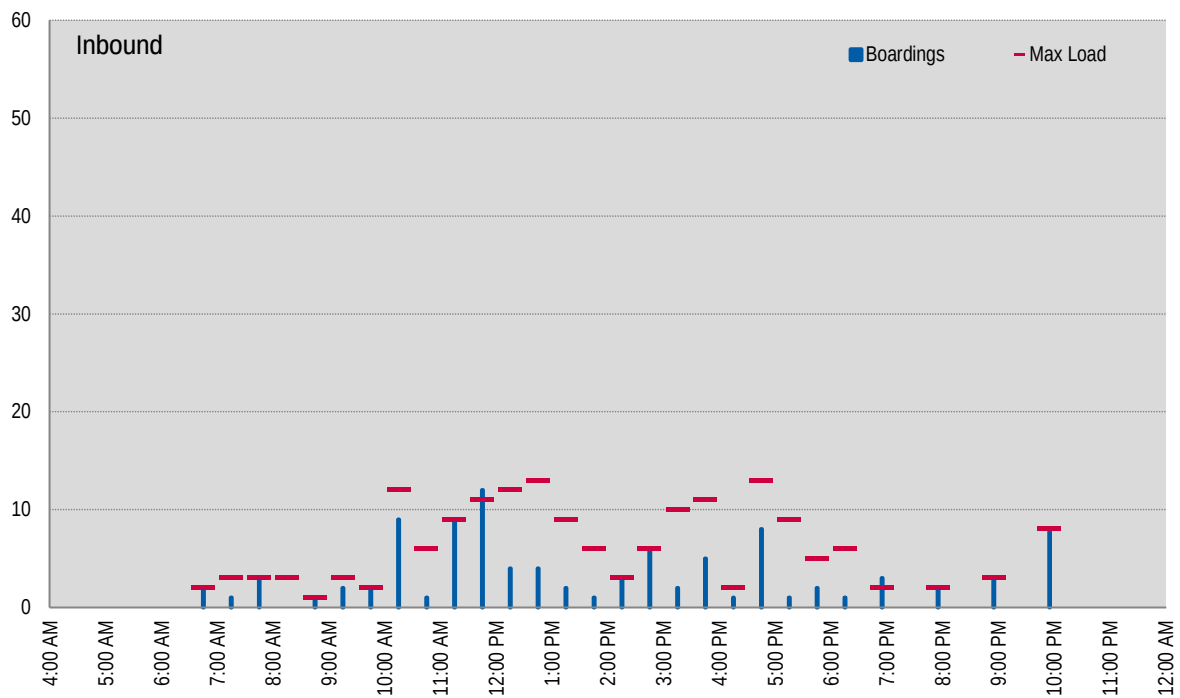


Ridership by Trip

Weekday Ridership by Trip

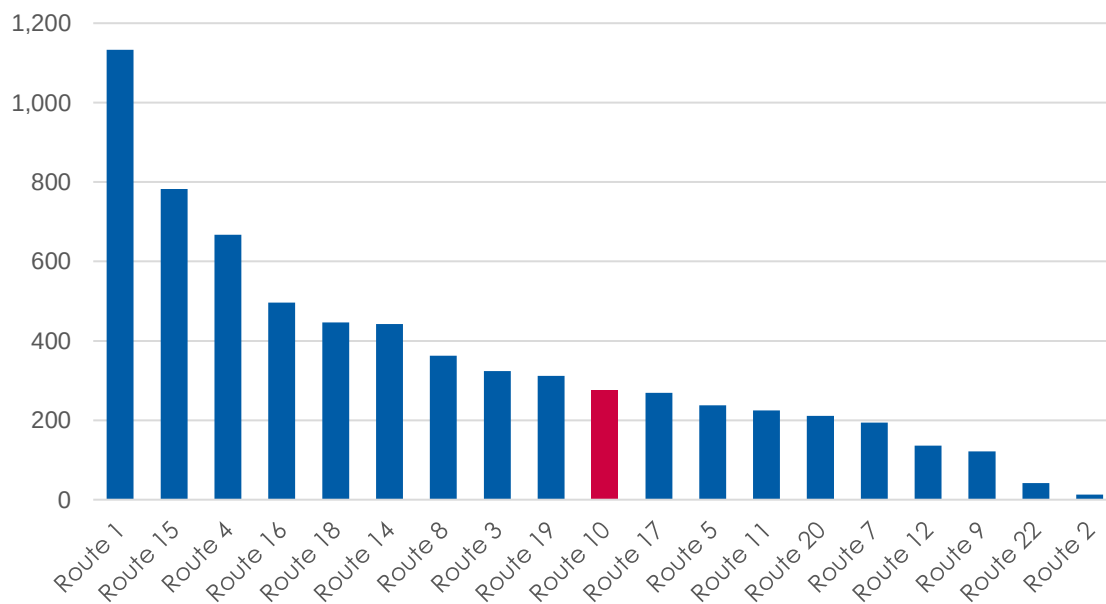


Saturday Ridership by Trip

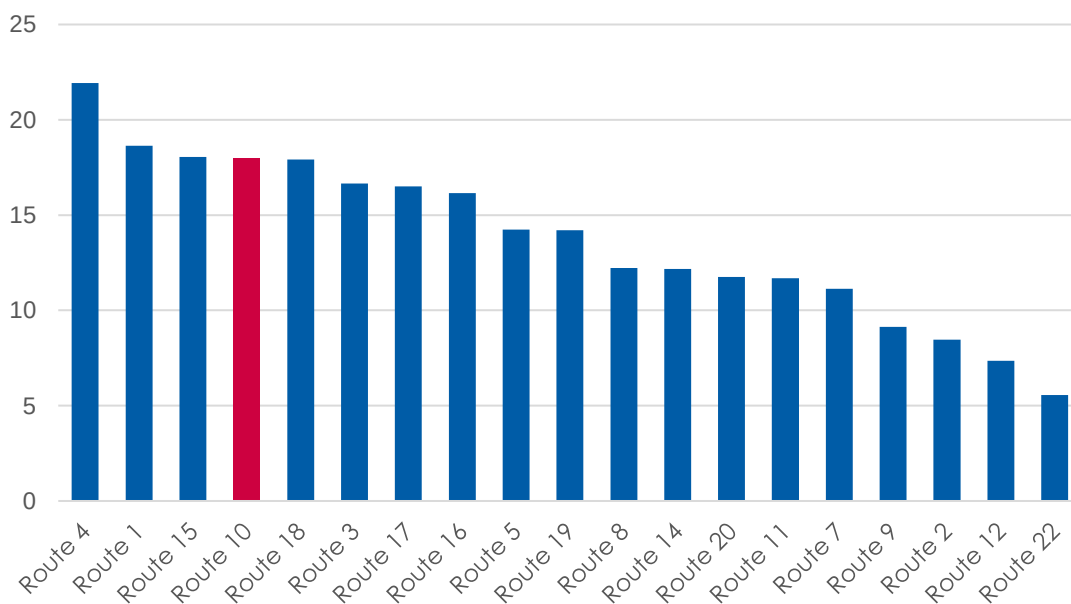


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	443	327
Pax/Revenue Hour	29.5	23.4
BARTA Average	24.0	10.9
Pax/One-Way Trip	9.6	5.8
BARTA Average	13.0	8.9
Pax/Revenue Mile	3.1	1.9
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

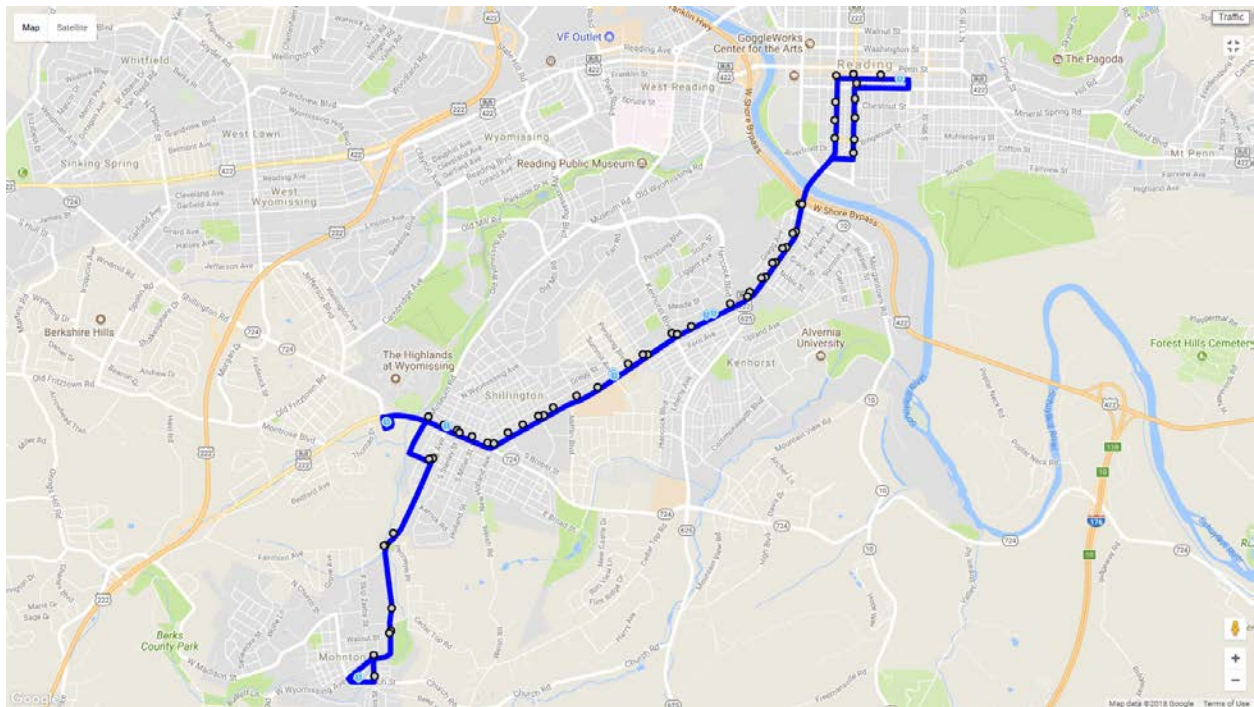
Opportunities to strengthen Route 10 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate service with clockface headways on weekdays to make schedules more consistent and easier for riders to remember.
- Consolidate stops to speed travel times and improve on-time performance.
- Extend route to provide a crosstown connection to shopping opportunities or another strong anchor, such as Giant/Shillington Shopping Center, Kenhorst Plaza, or Reading Hospital.
- Coordinate schedule with Route 11 to provide a higher level of frequency on Lancaster Avenue.
- For operational efficiency consider operating Route 10 as a short turn to Route 11.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 11

Mohnton via Shillington



Route Overview

Cities Served

Mohnton, Shillington, Kenhorst, Reading

Major Corridors Served

4th/5th Streets, Lancaster Avenue, Wyomissing Avenue

Major Activity Centers / Points of Interest

Mohnton, Shillington Shopping Center, Governor Mifflin High School, Reading Public Library, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:30 AM to 6:45 PM	30/45/75	16/16
Saturday	6:30 AM to 6:30 PM	60	12/12

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

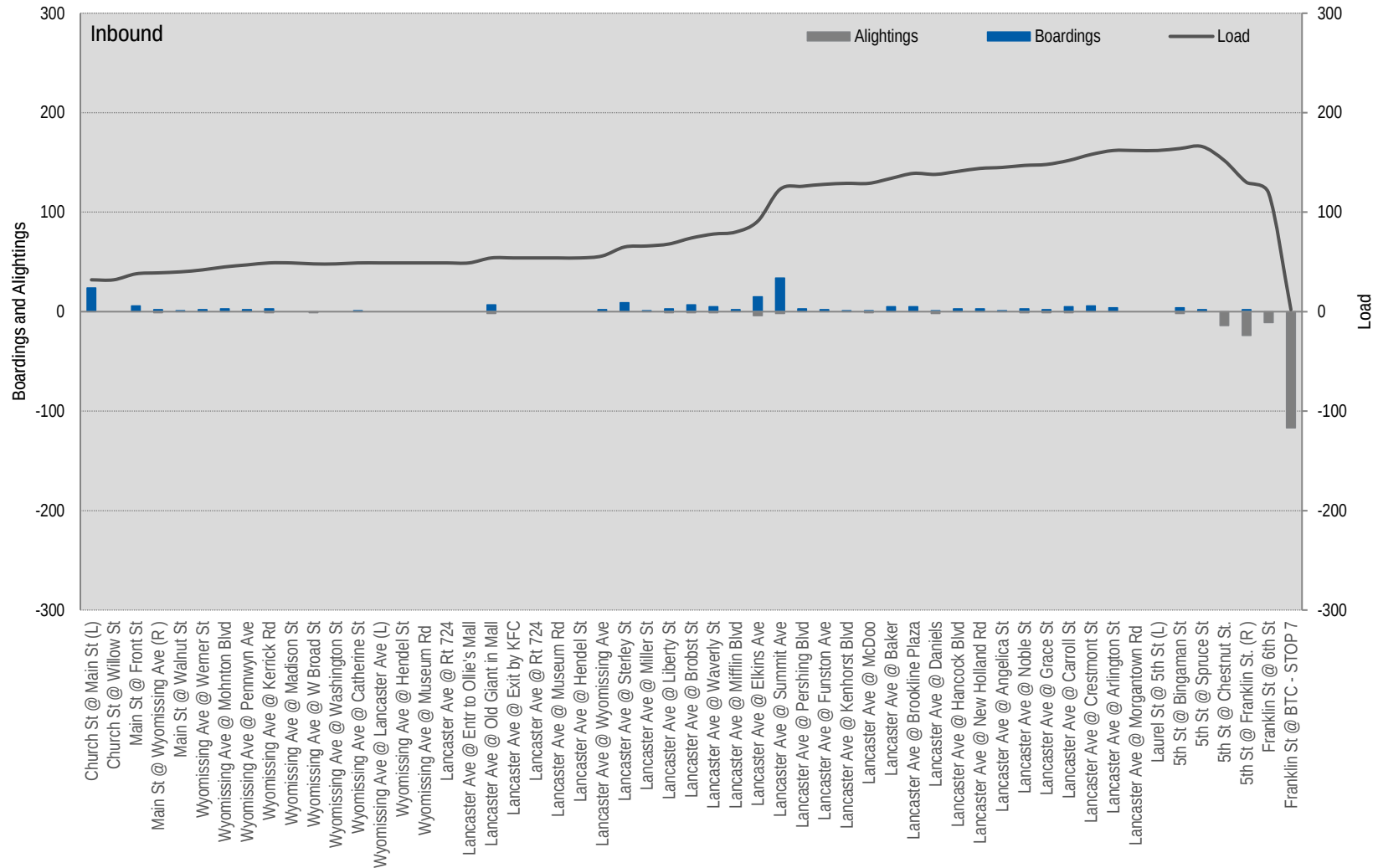
Ridership by Stop

Highest Weekday Ridership Stops (10 or More Daily Boardings & Alightings)

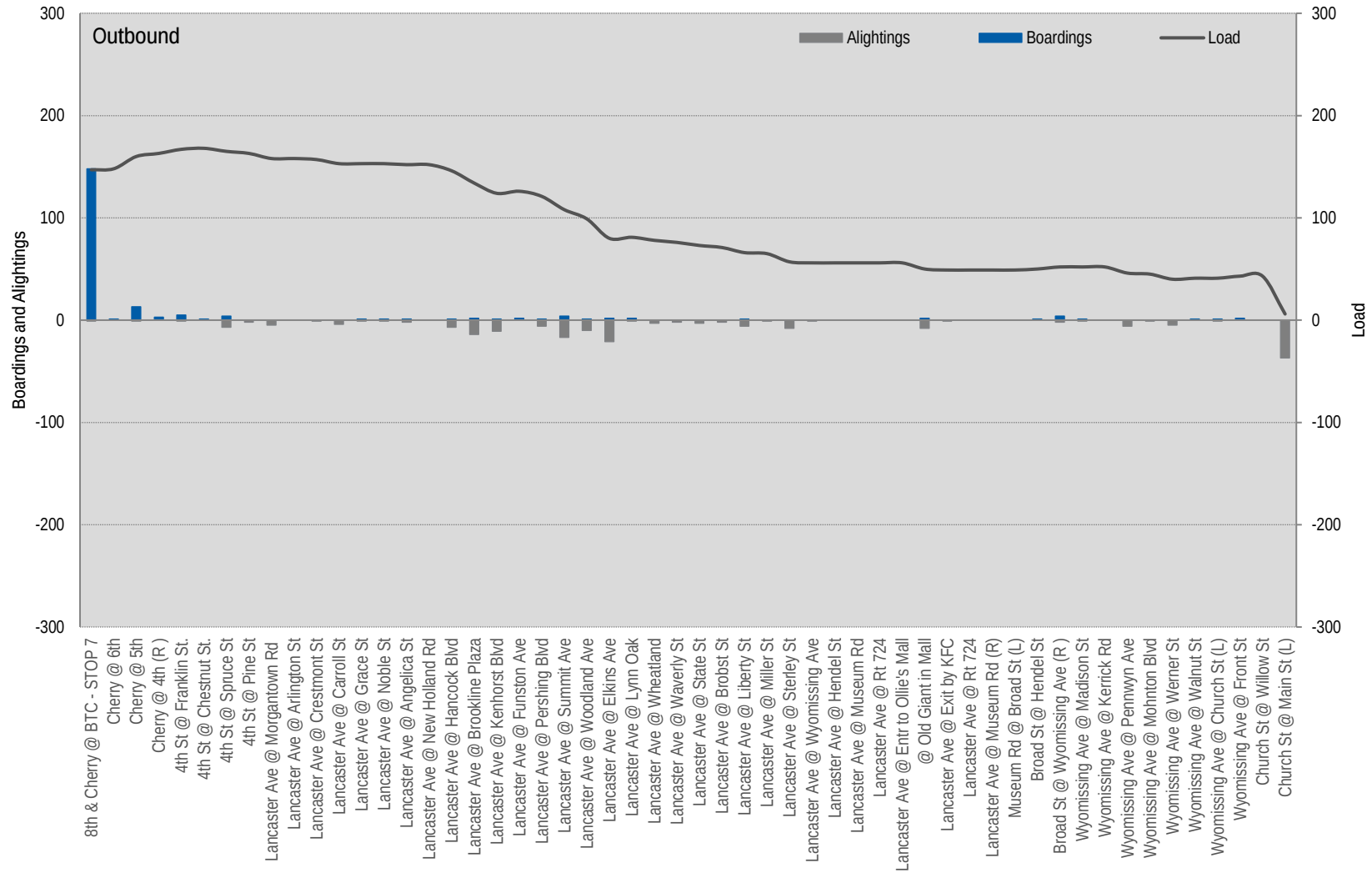
INBOUND STOPS	INBOUND ONs / OFFs
Church St. @ Main St.	24/0
Lancaster Ave. @ Elkins Ave.	15/4
Lancaster Ave. @ Summit Ave.	34/2
5 th St. @ Chestnut St.	0/14
5 th St. @ Franklin St.	2/24
Franklin St. @ 6 th St.	0/11
Franklin St. @ BTC	0/117

OUTBOUND STOPS	OUTBOUND ONs / OFFs
8 th & Cherry St. @ BTC	148/1
Cherry St. @ 5 th St.	13/1
4 th St. @ Spruce St.	4/7
Lancaster @ Brookline Plaza	2/14
Lancaster Ave. @ Kenhorst Blvd	1/11
Lancaster Ave. @ Summit Ave.	4/17
Lancaster Ave. @ Woodland Ave.	1/10
Lancaster Ave. @ Elkins Ave.	2/21
Old Giant in Mall	2/8
Church St. @ Main St.	0/37

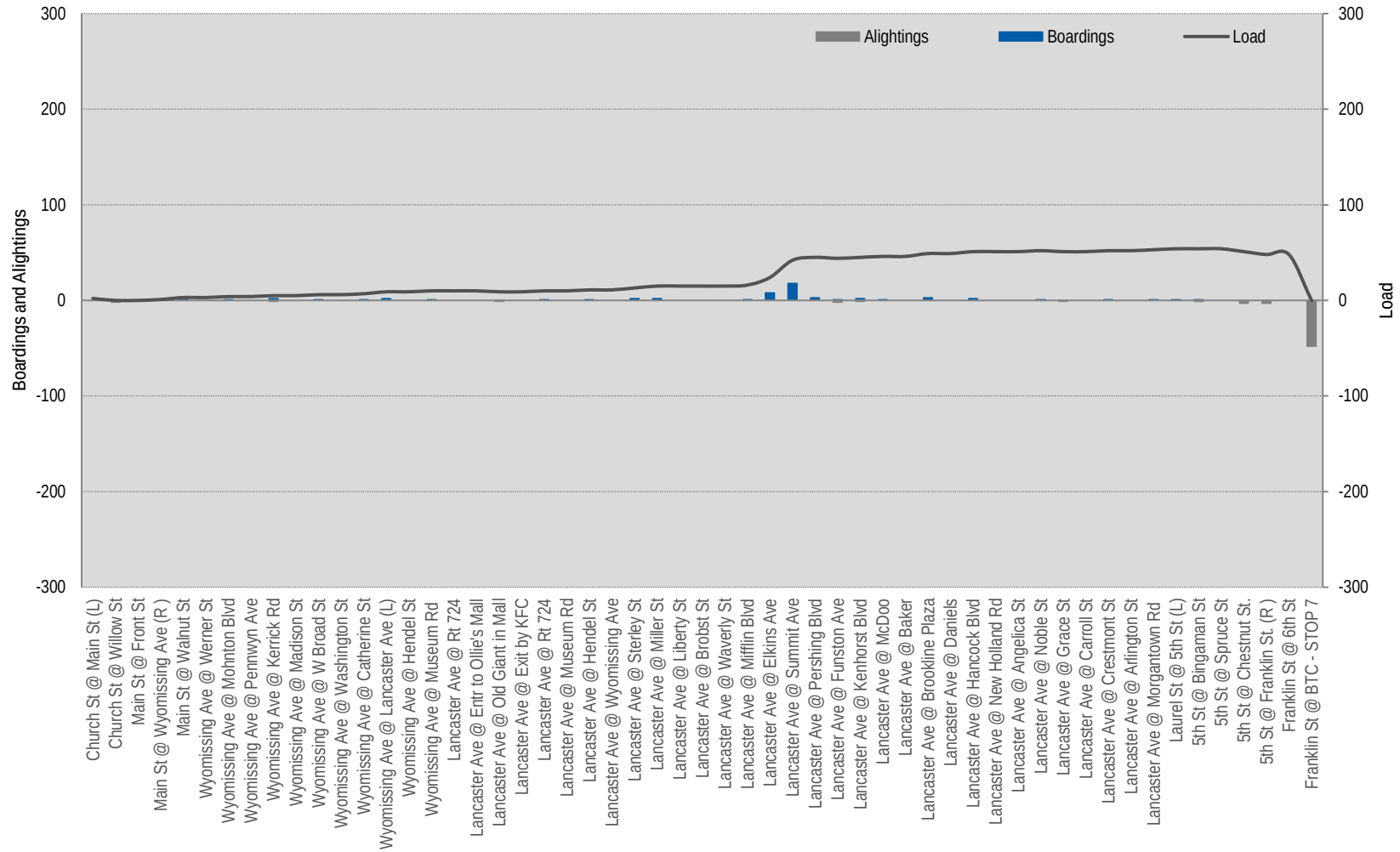
Weekday Inbound Ridership by Stop



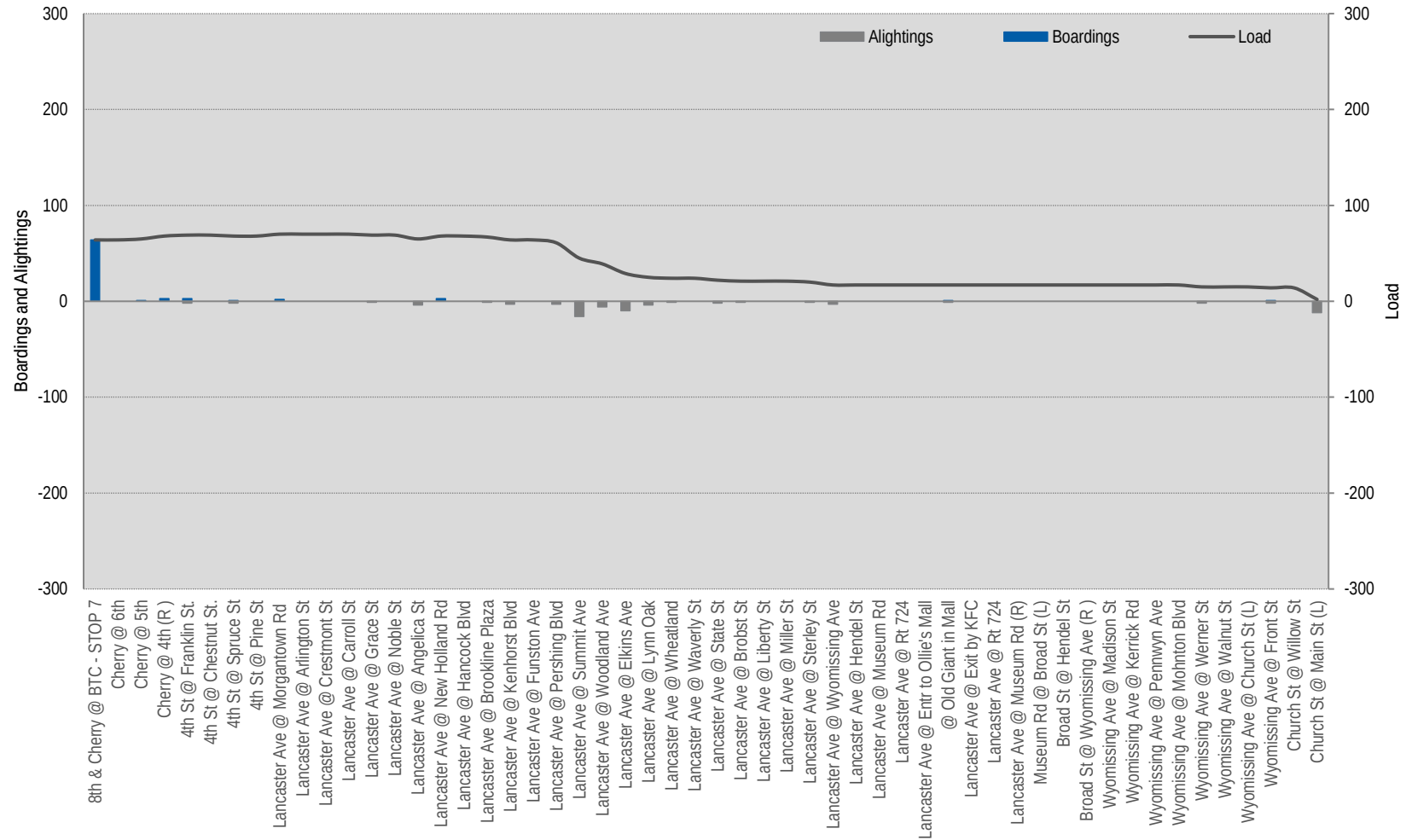
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

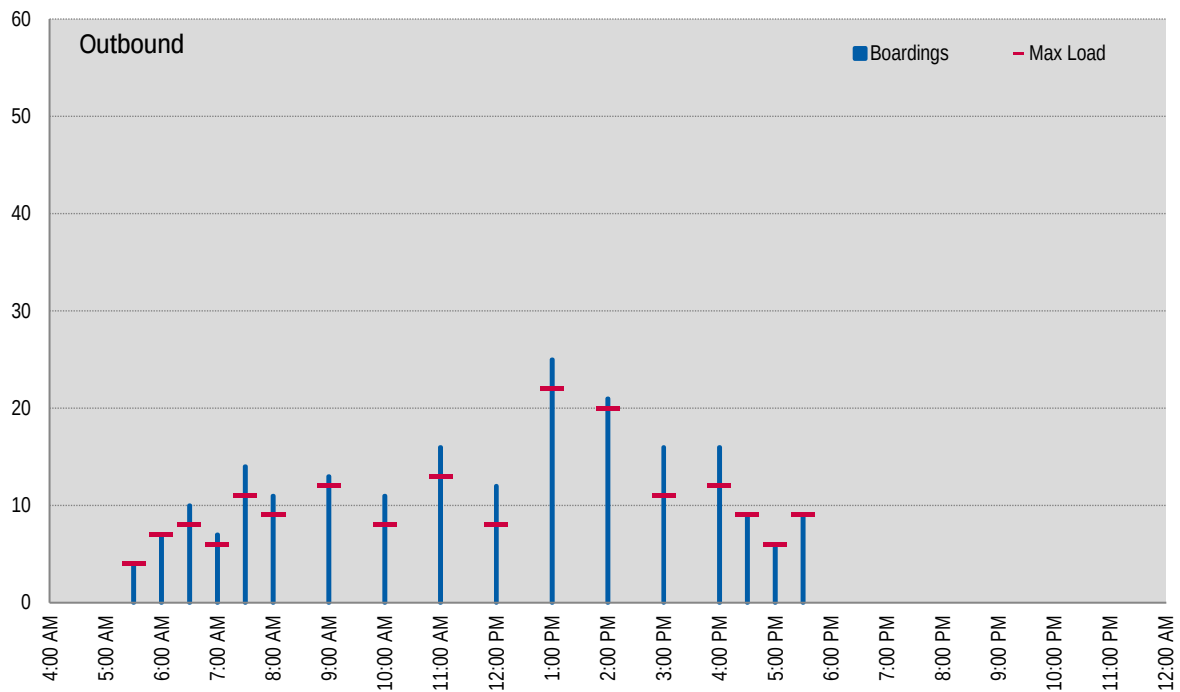
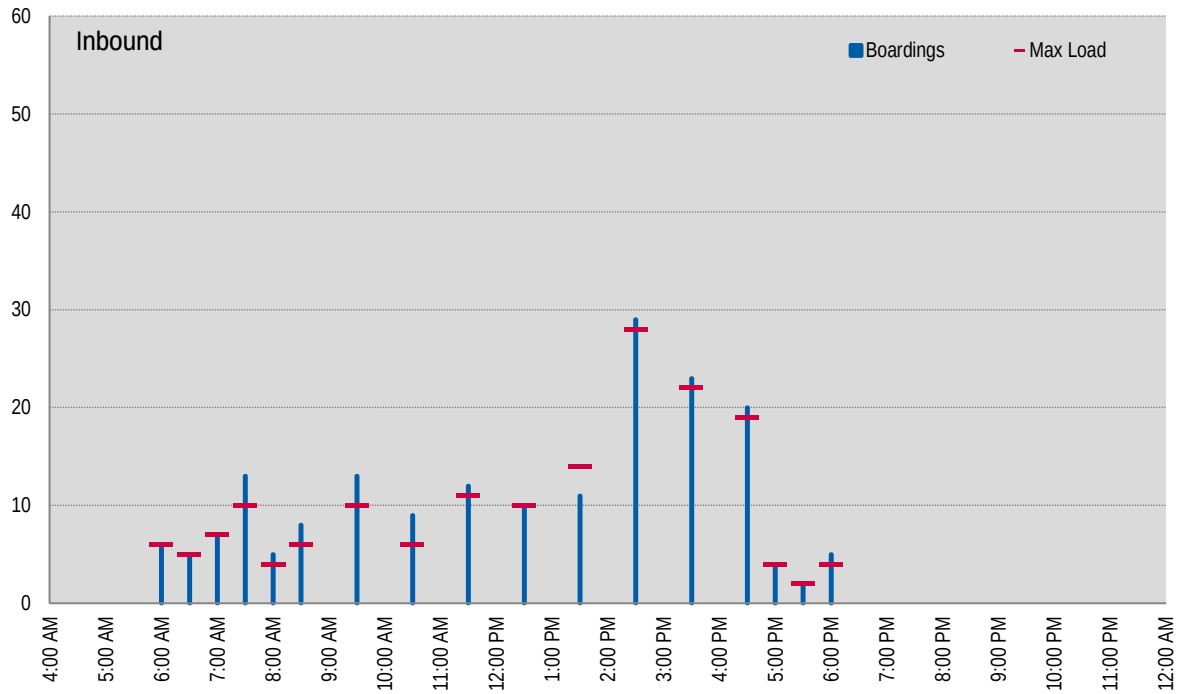


Saturday Outbound Ridership by Stop

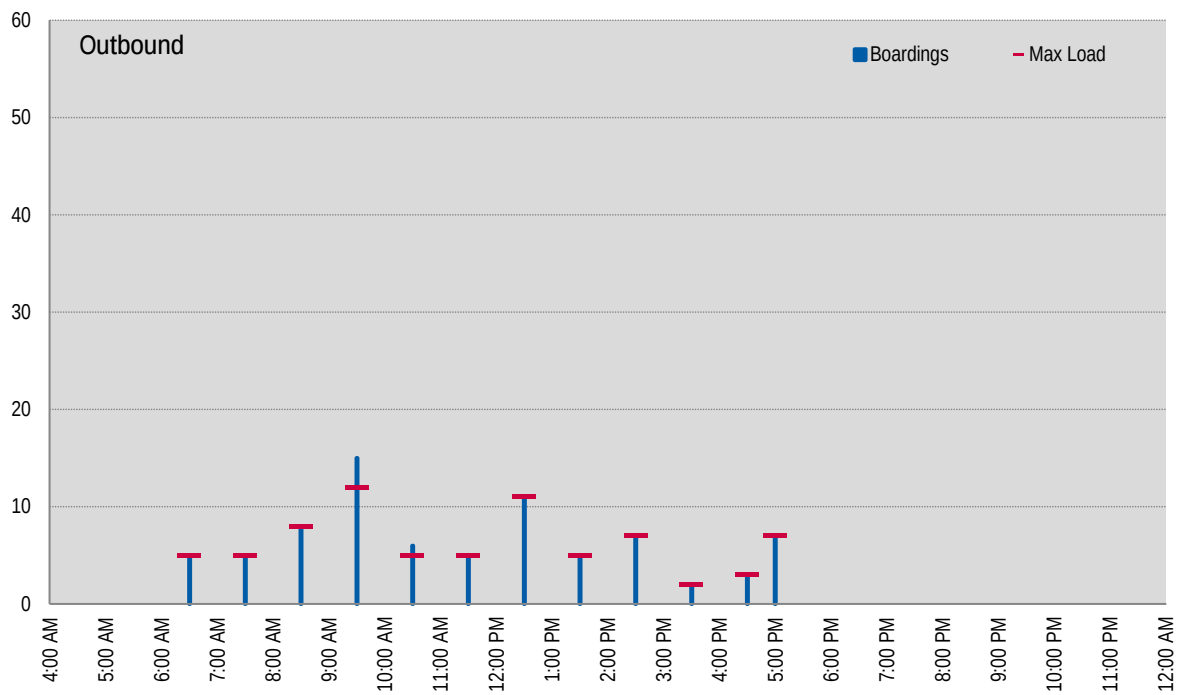
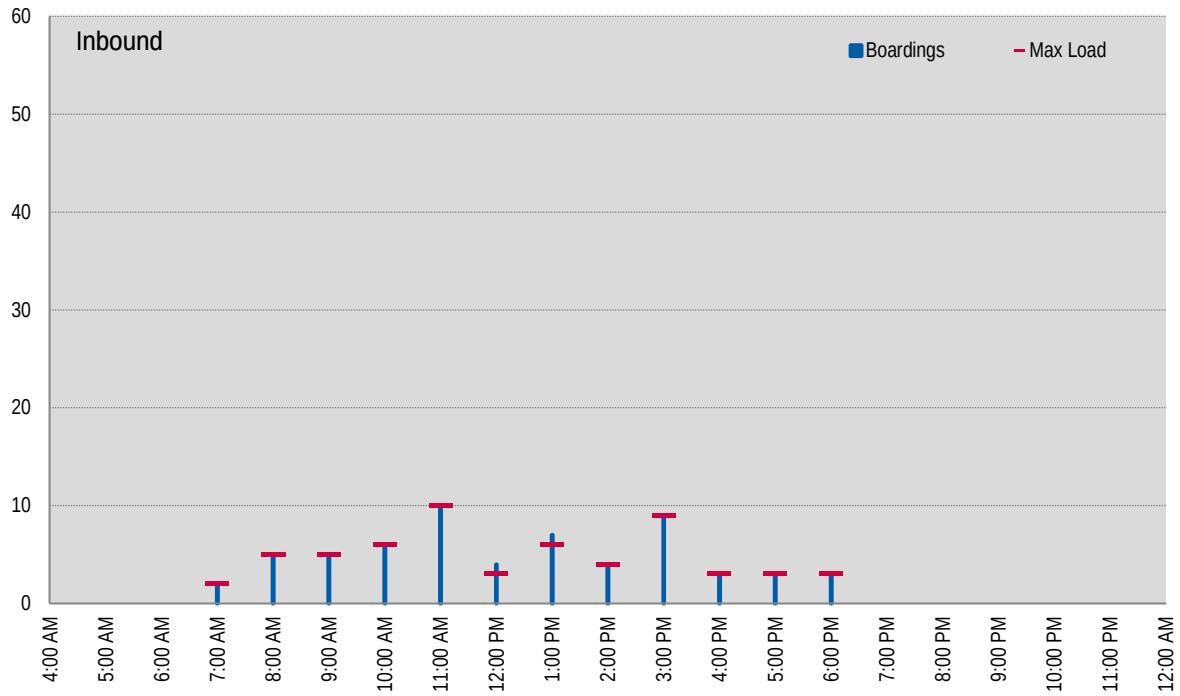


Ridership by Trip

Weekday Ridership by Trip

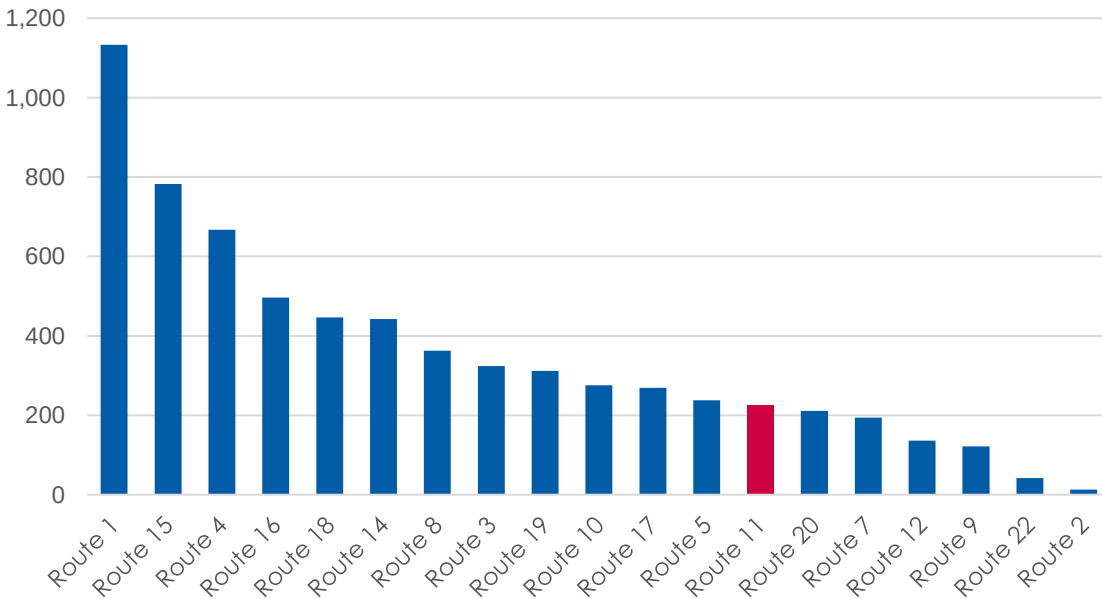


Saturday Ridership by Trip

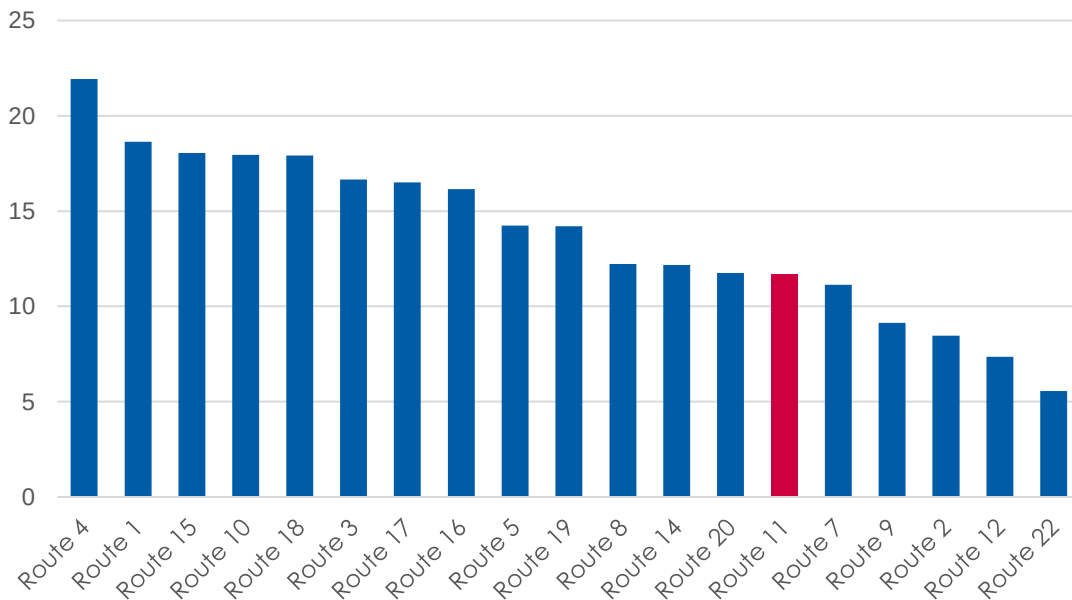


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	389	140
Pax/Revenue Hour	20.7	11.7
BARTA Average	24.0	17.9
Pax/One-Way Trip	12.2	5.8
BARTA Average	13.0	8.9
Pax/Revenue Mile	1.8	0.9
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

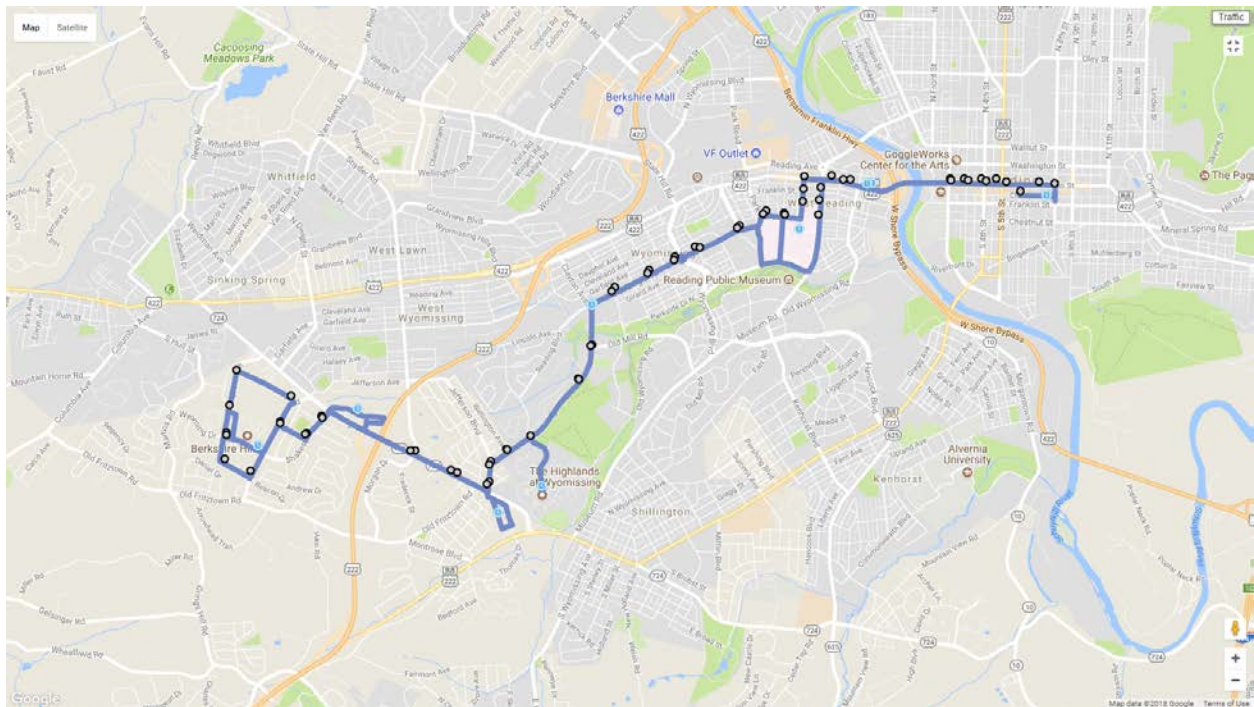
Opportunities to strengthen Route 11 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Serve K-Mart instead of Ollie's. Ridership at Ollie's is very low, and service to K-Mart would provide a crosstown connection/transfer opportunity with Route 12 as well as increased access to shopping and employment opportunities.
- Consolidate stops to speed travel times and improve reliability. Only a few stops have more than 10 riders, and Route 11 has an average of 10 stops per mile.
- Operate 30-minute service starting earlier in the afternoon to match demand.
- Operate service until at least 7 PM on weekdays.
- Coordinate schedule with Route 10 to provide a higher level of frequency on Lancaster Avenue.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 12

Lincoln Park via Reading Hospital



Route Overview

Cities Served

West Wyomissing, Wyomissing, West Reading, Reading

Major Corridors Served

Penn Street/Penn Avenue, Reading Boulevard, Cambridge Avenue, Revere Boulevard

Major Activity Centers / Points of Interest

Reading Hospital, Lincoln Plaza, Spring Towne Center, Wyomissing Park, Berkshire Hills, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:30 AM to 7:00 PM	45/90	12/12
Saturday	6:15 AM to 7:00PM	45/90	9/9

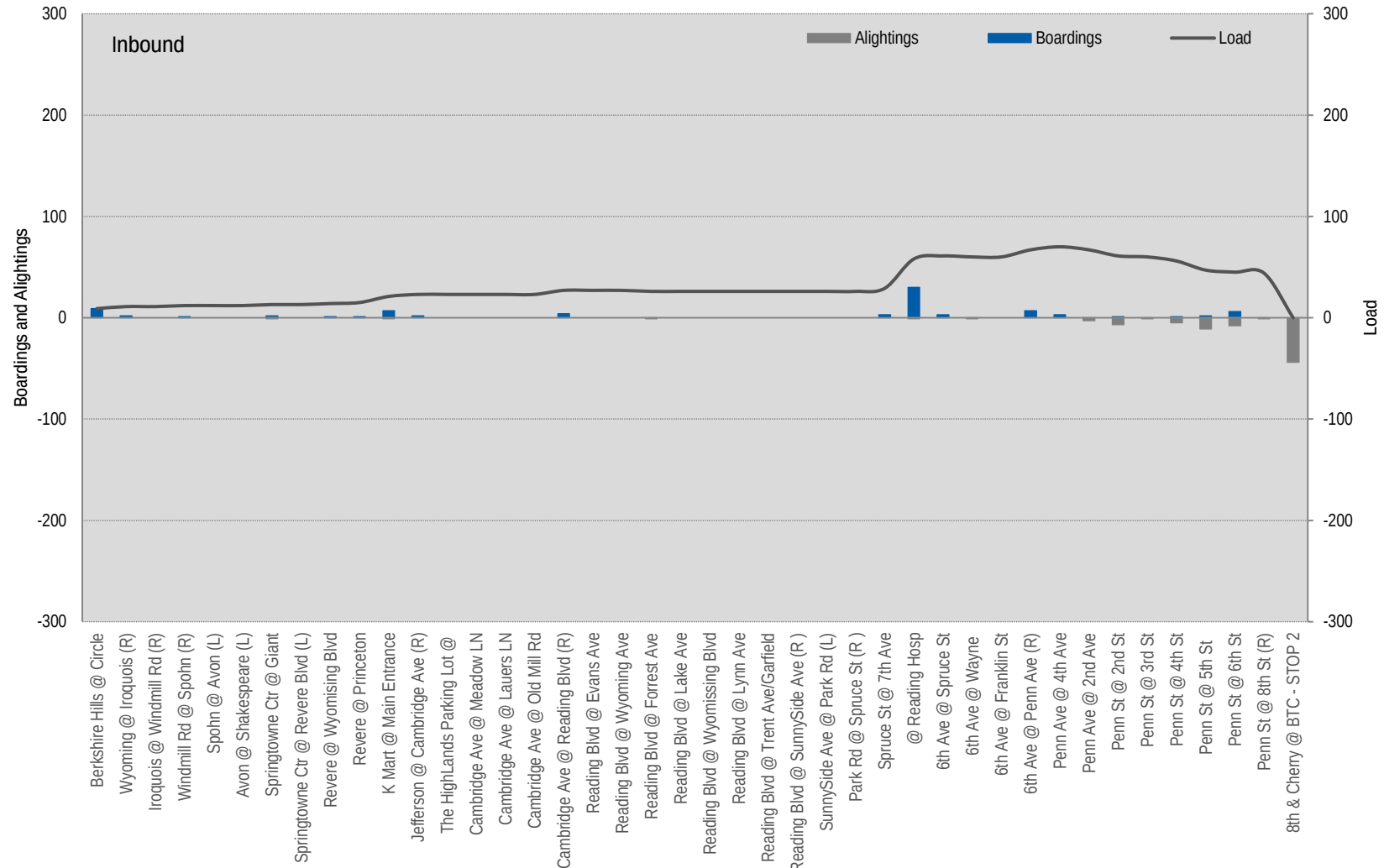
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

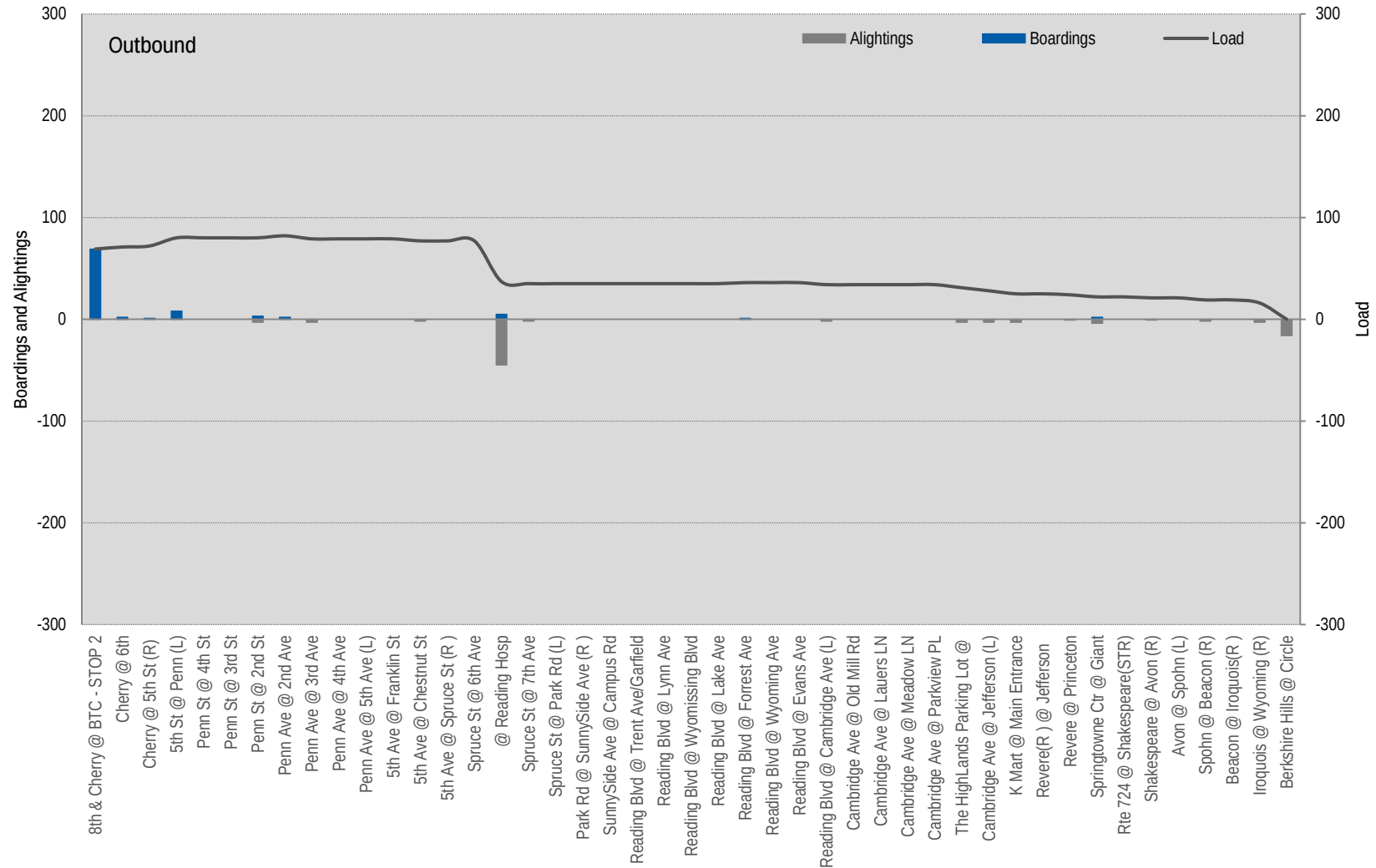
Highest Weekday Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Reading Hospital	30/1	8 th St. & Cherry St. @ BTC	69/0
Penn St. @ 5 th St.	2/11	Reading Hospital	5/45
Penn St. @ 6 th St.	6/8	Berkshire Hills	0/16
8 th St. & Cherry St. @ BTC	0/44		

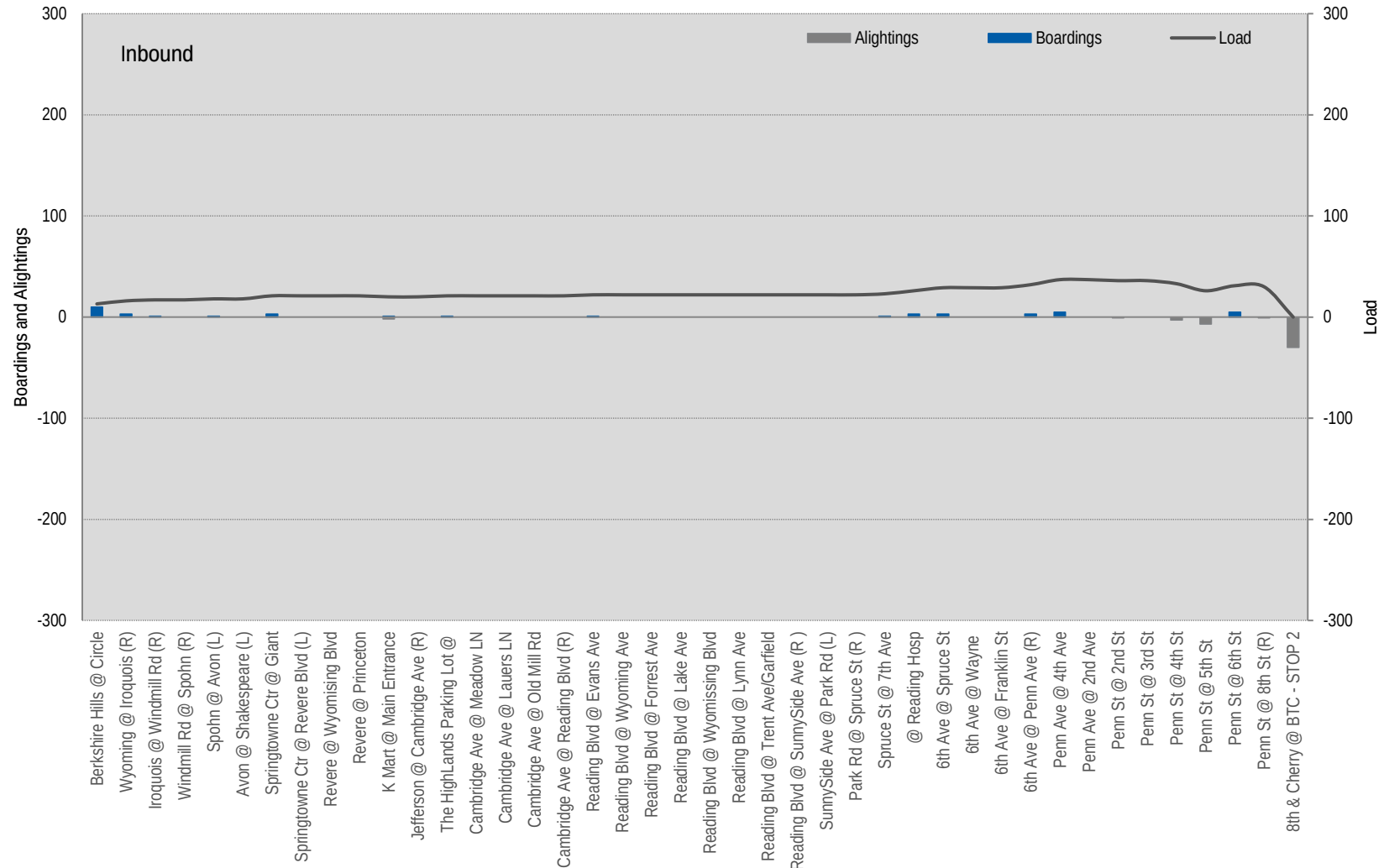
Weekday Inbound Ridership by Stop



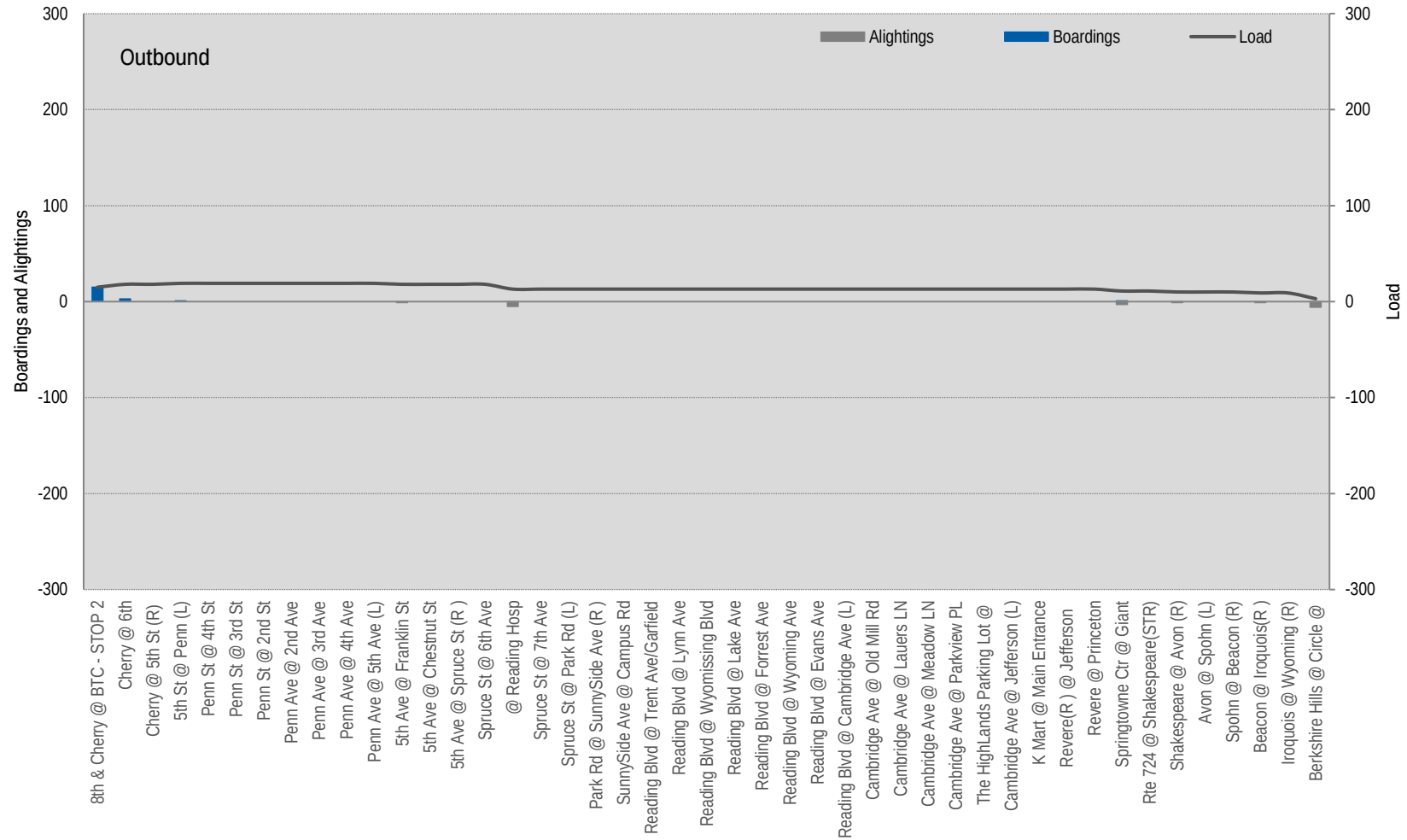
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

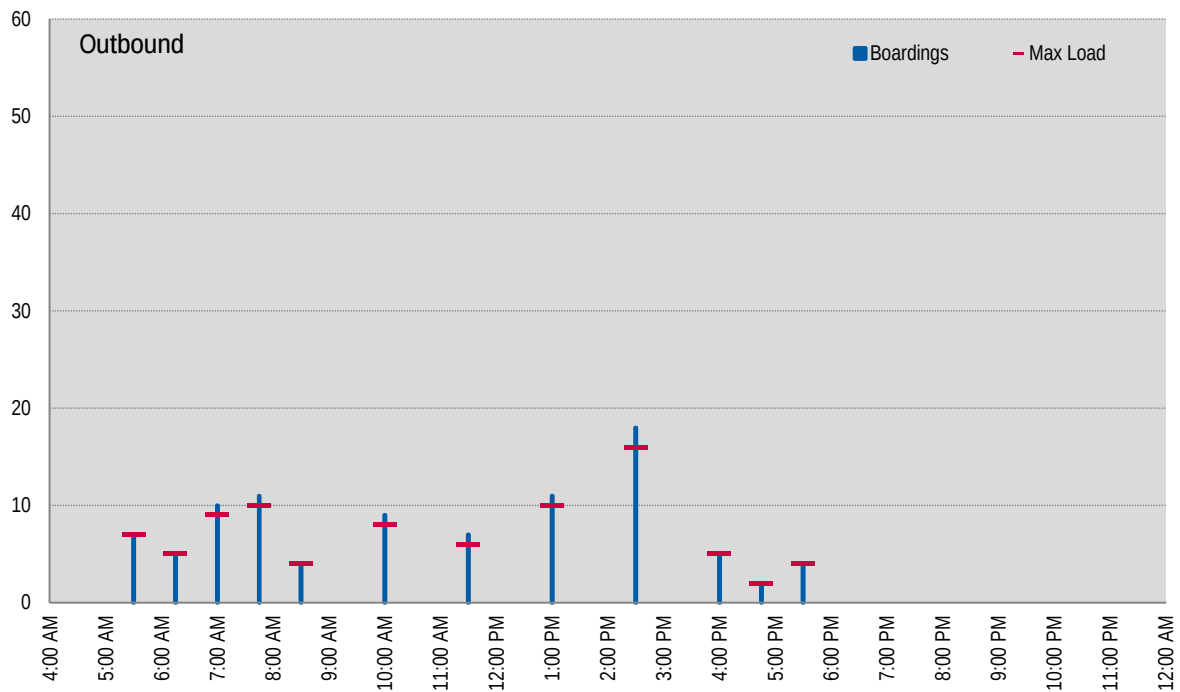
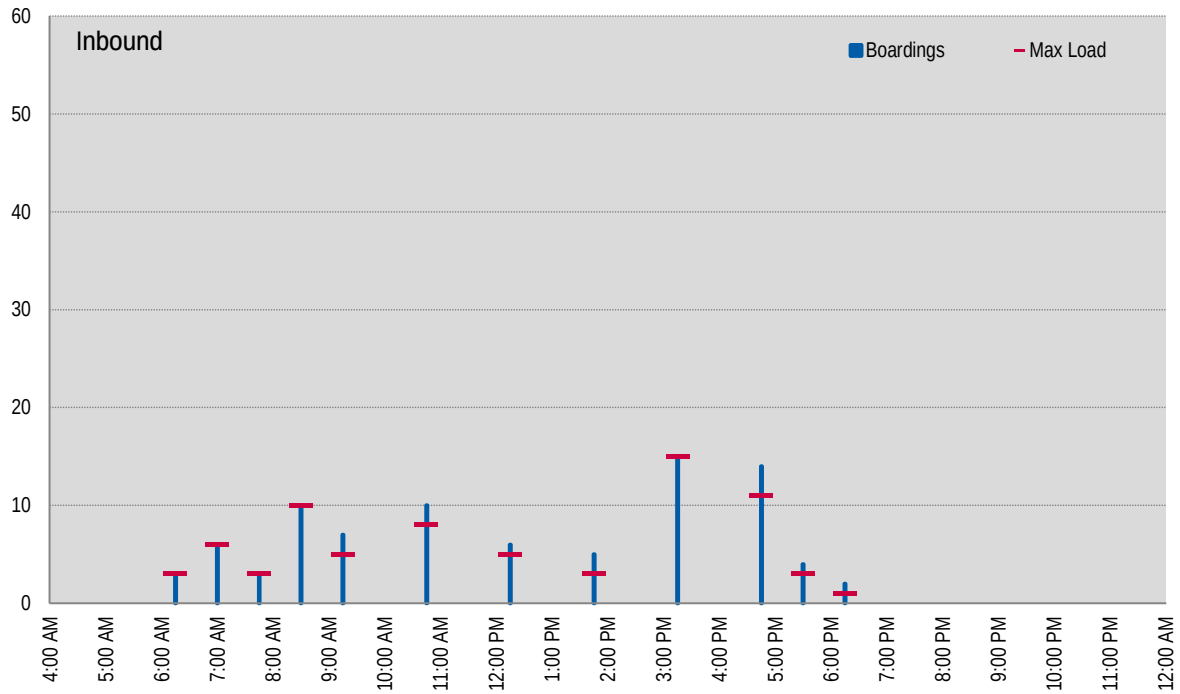


Saturday Outbound Ridership by Stop

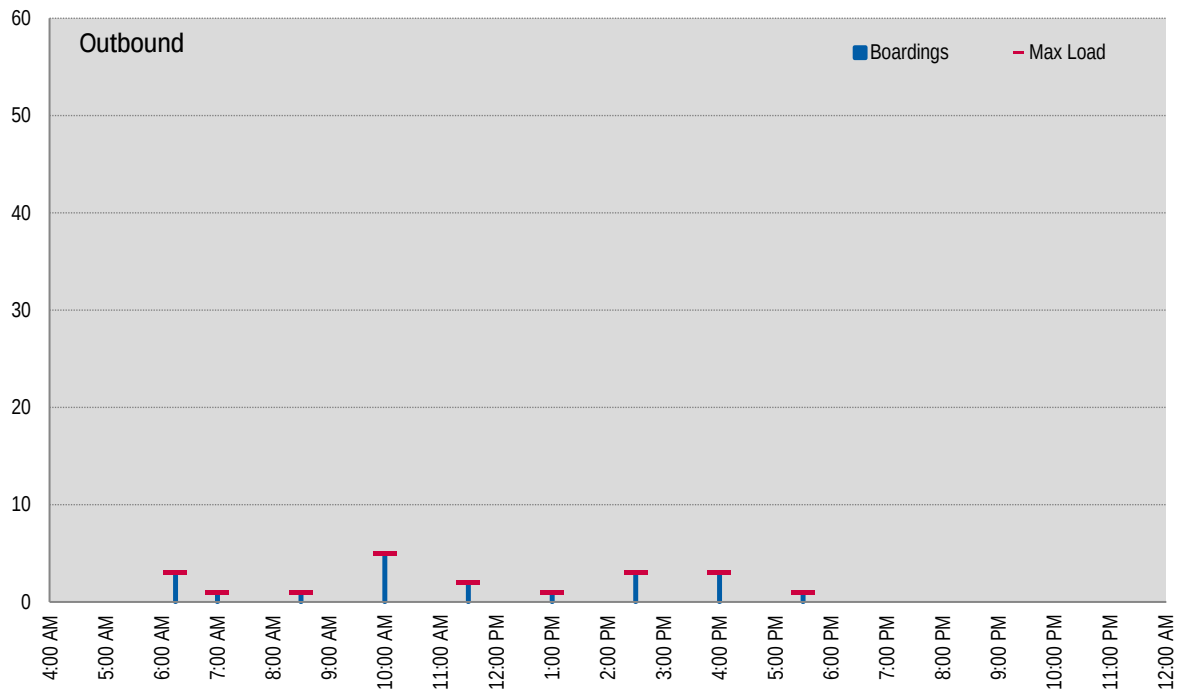
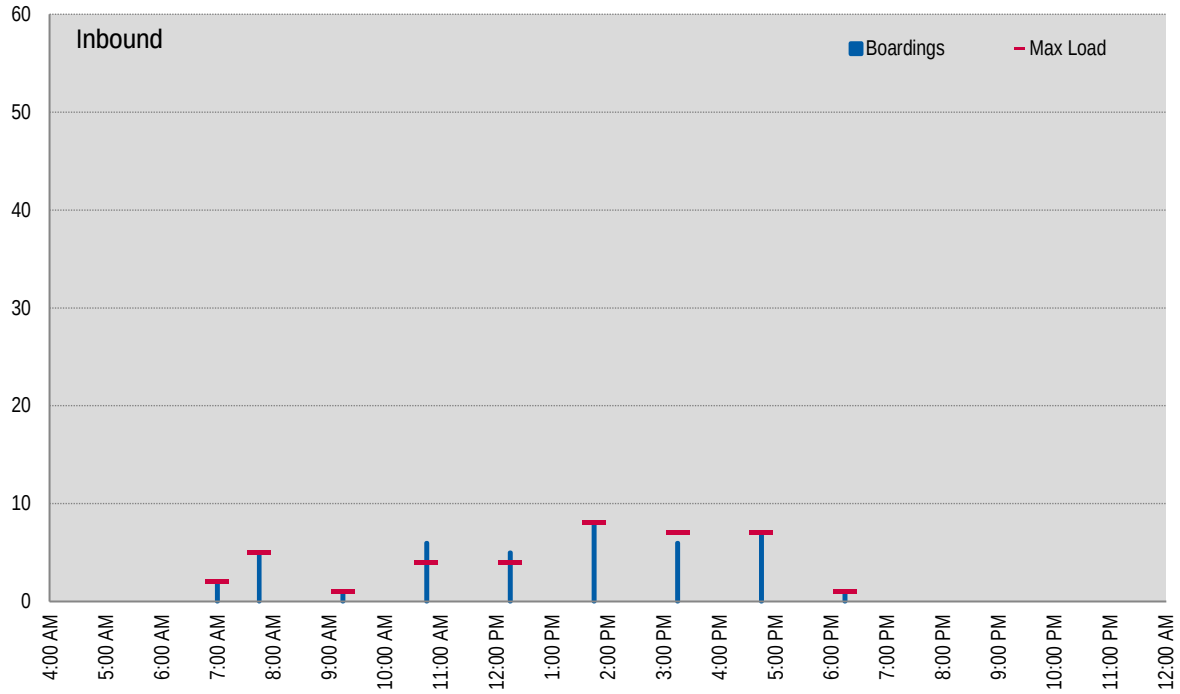


Ridership by Trip

Weekday Ridership by Trip

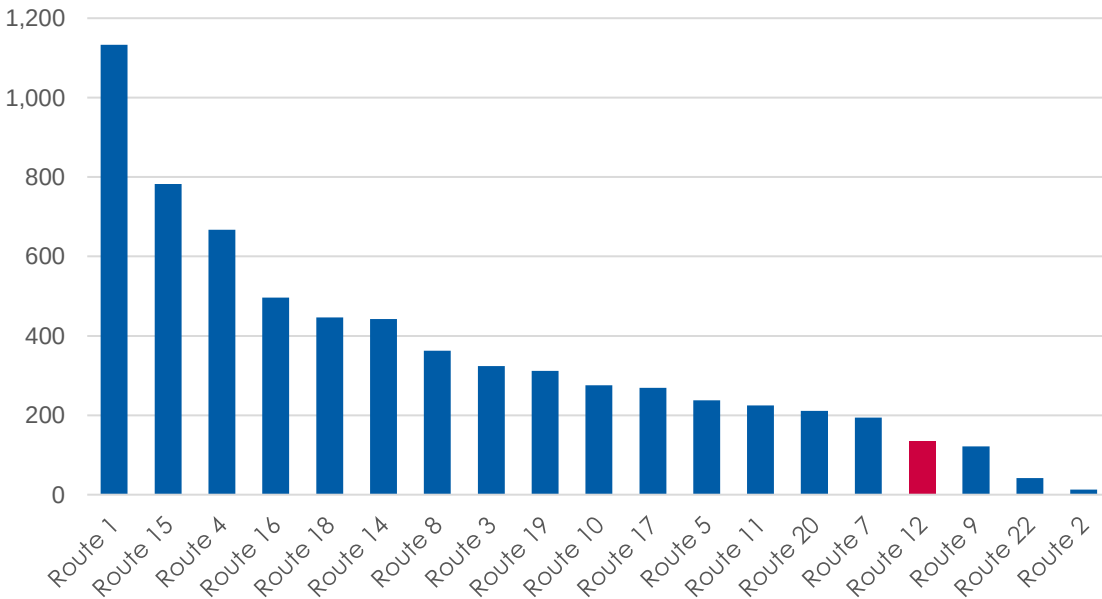


Saturday Ridership by Trip

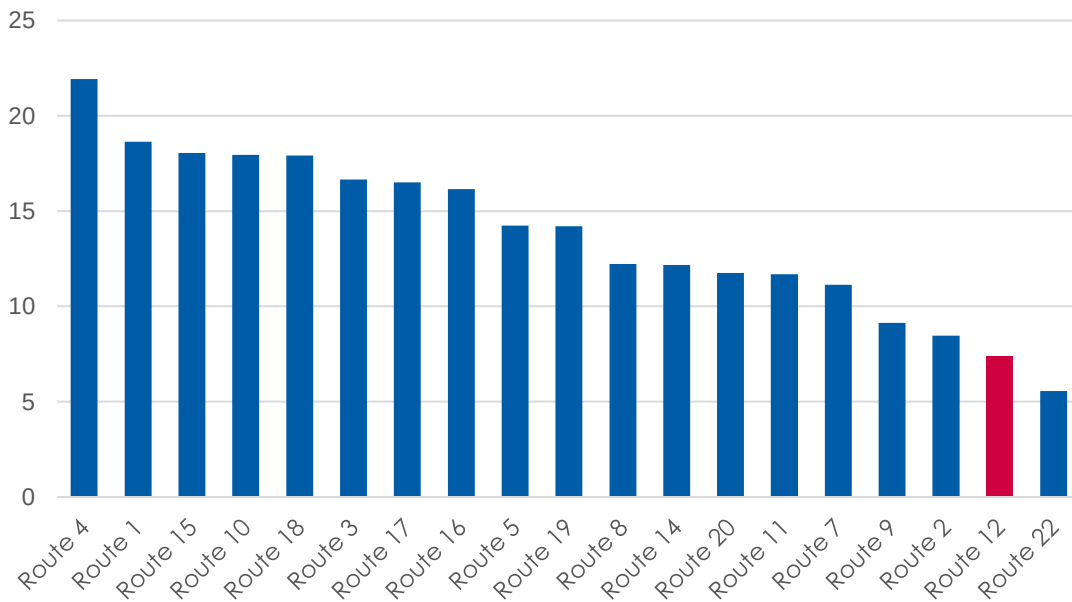


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	178	61
Pax/Revenue Hour	9.9	4.5
BARTA Average	24.0	17.9
Pax/One-Way Trip	7.4	3.4
BARTA Average	13.0	8.9
Pax/Revenue Mile	0.9	0.4
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

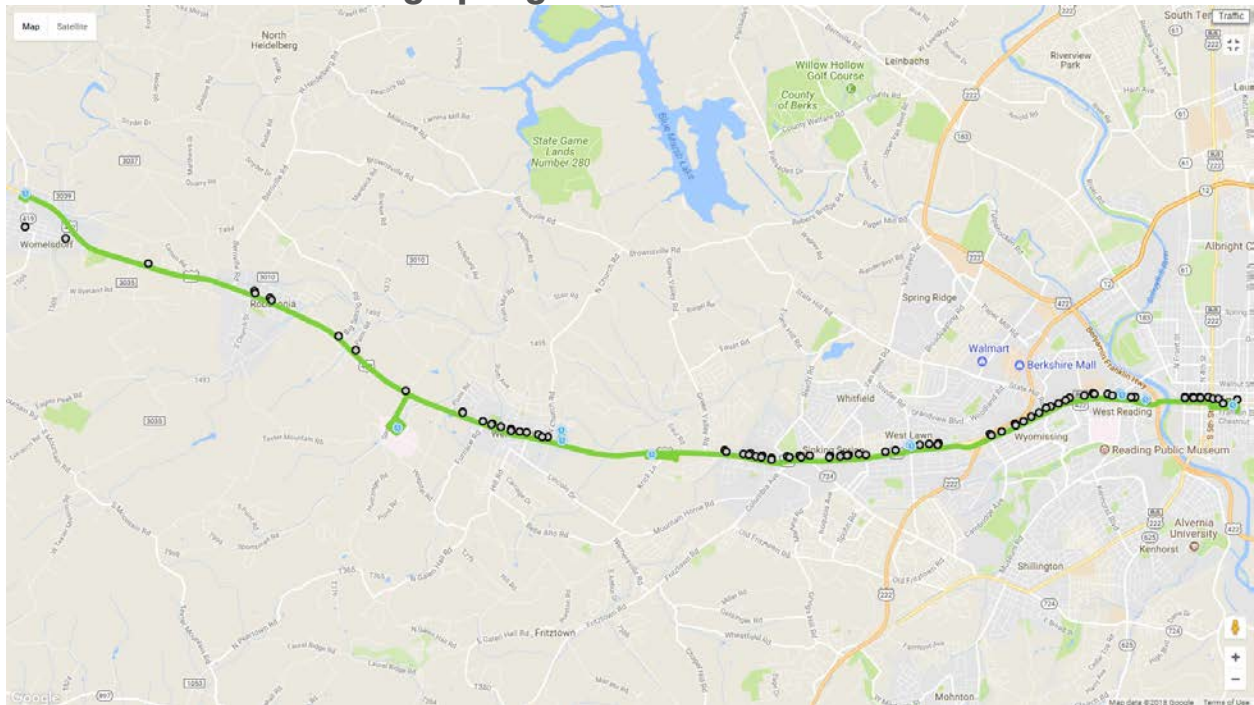
Opportunities to strengthen Route 12 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate hourly service all day to provide clockface headways and better match ridership demand.
- Discontinue Saturday service due to low ridership per trip.
- Discontinue route due to very low ridership and productivity.
- Discontinue service past K-Mart due to low ridership.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 14

Wernersville via Sinking Spring



Route Overview

Cities Served

Reading, West Reading, Wyomissing, West Lawn, Sinking Spring, Wernersville, Robesonia, Womelsdorf

Major Corridors Served

Penn Street, Penn Avenue, Benjamin Franklin Highway, US 422

Major Activity Centers / Points of Interest

Vanity Fair Outlets, Sinking Spring Plaza, Wernersville State Hospital, Womelsdorf Park-and-Ride

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:00 AM to 8:00 PM	30-60/60/60	21/21
Saturday	30-60	30-60/60/60	17/17

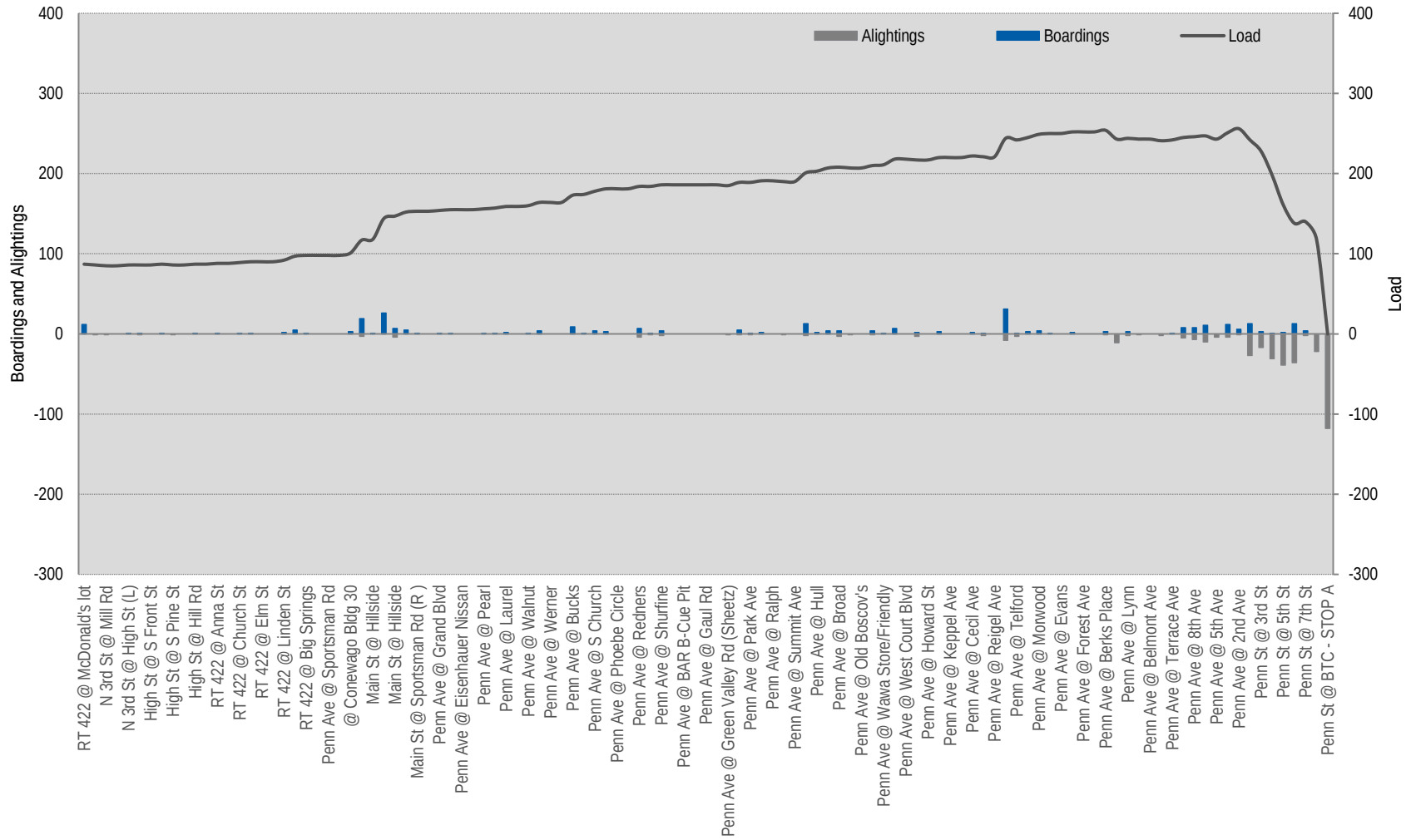
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

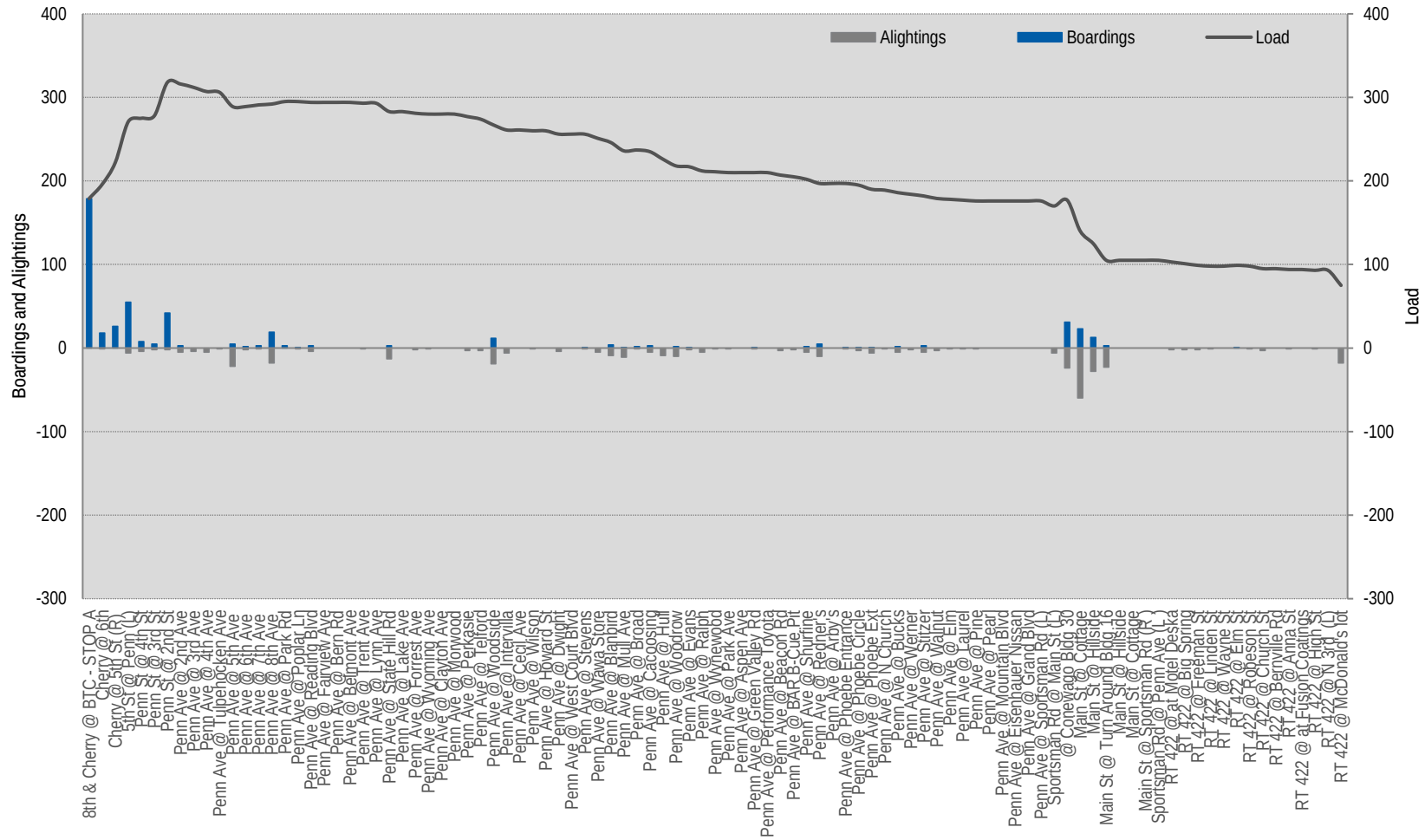
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Rt 422 @ McDonald's Lot	12/0	BTC Stop A	179/0
Main St @ Cottage	19/3	Cherry @ 6 th	18/1
Main St @ Turn Around Bldg 16	26/0	Cherry @ 5 th	26/0
Penn Ave @ Redners	7/4	5 th St @ Penn	55/6
Penn Ave @ Woodrow	13/2	Penn St @ 2 nd St	42/2
Penn Ave @ Woodside	31/8	Penn @ 5 th Ave	5/22
Penn Ave @ Wyomissing	0/11	Penn St @ 8 th Ave	19/18
Penn Ave @ 6 th Ave	11/10	Penn Ave @ State Hill Rd	3/13
Penn Ave @ 4 th Ave	12/4	Penn Ave @ Woodside	12/19
Penn Ave @ 2 nd St	13/27	Penn Ave @ Mull Ave	1/11
Penn St @ 4 th St	1/31	Penn Ave @ Woodrow	2/10
Penn St @ 5 th St	2/39	Penn Ave @ Redners	5/10
Penn St @ 6 th St	13/36	Conewago Bldg 30	31/24
BTC	0/118	Main St @ Cottage	23/60
		Main St @ Hillside	13/28
		Main St @ Turn Around Bldg 16	3/23
		Rt 422 @ McDonald's lot	0/18

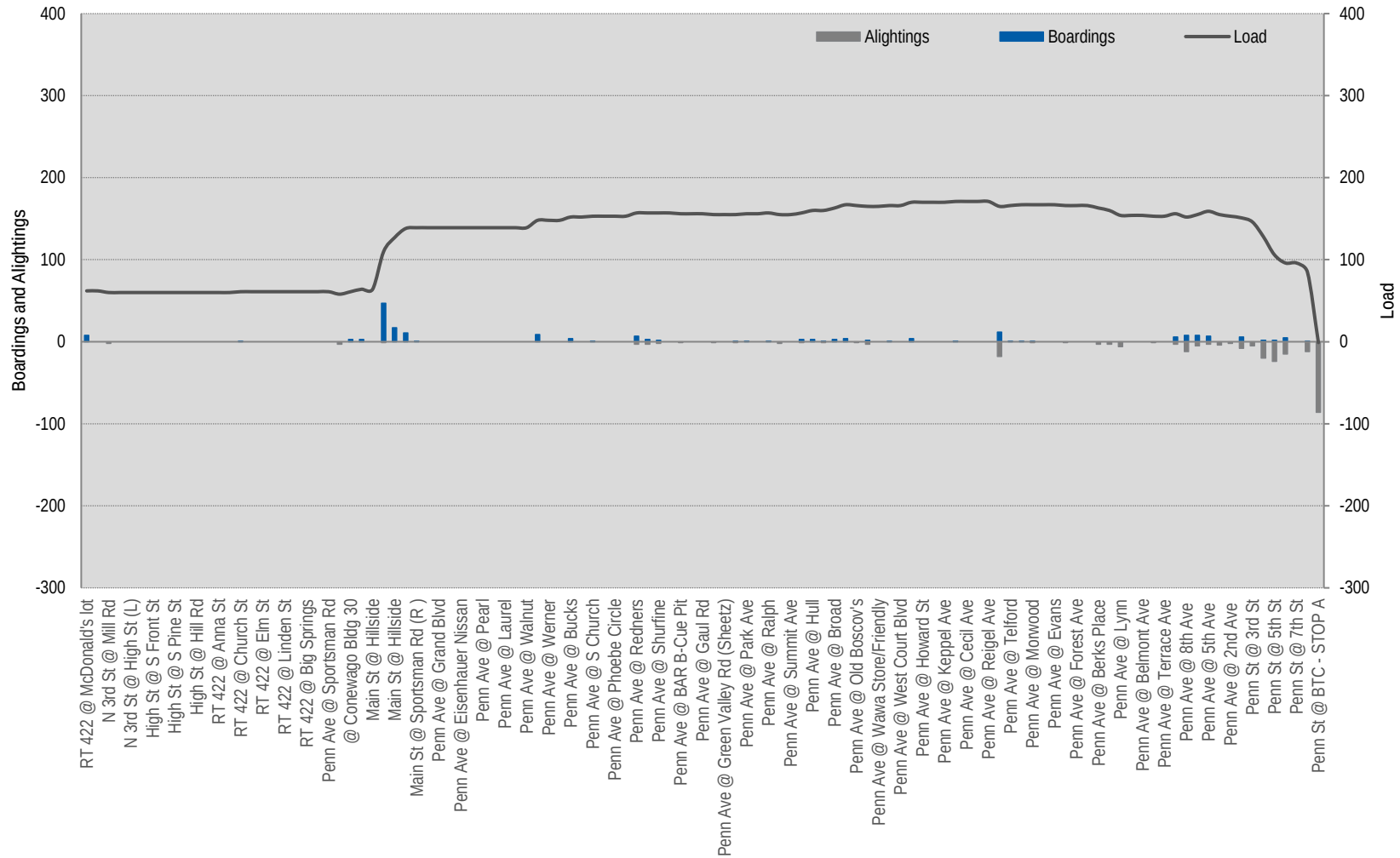
Weekday Inbound Ridership by Stop



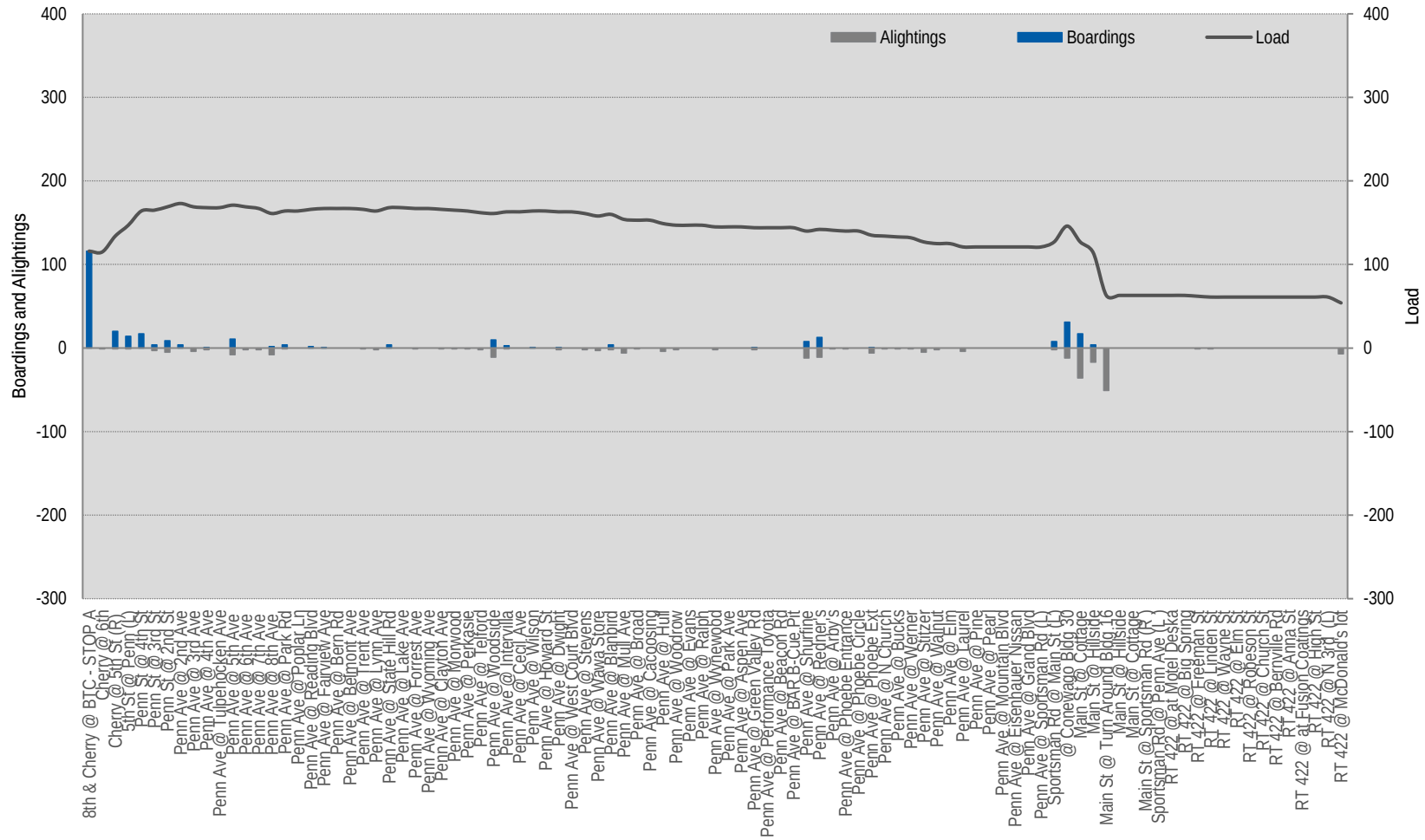
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

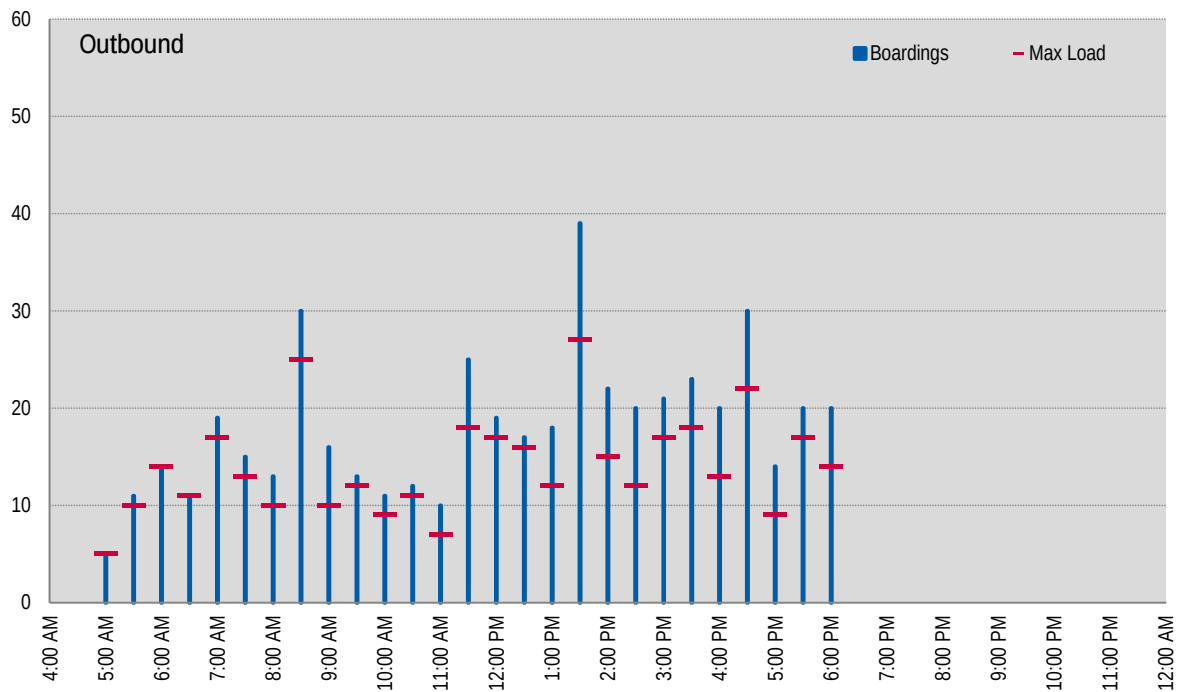
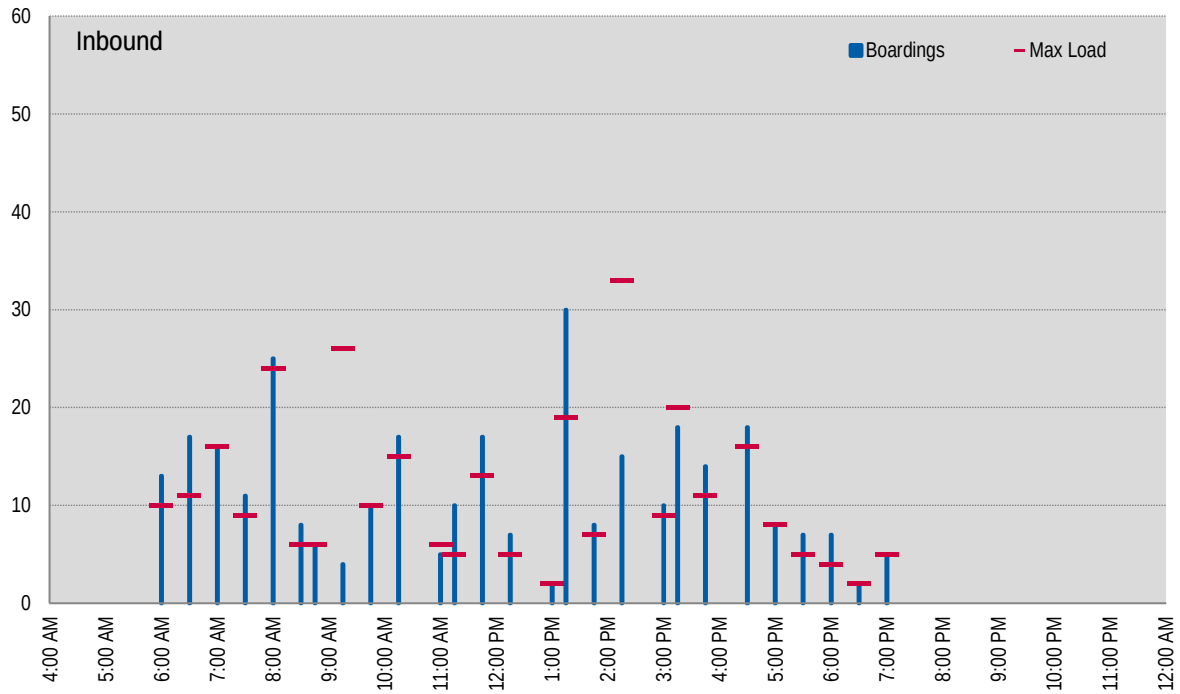


Saturday Outbound Ridership by Stop

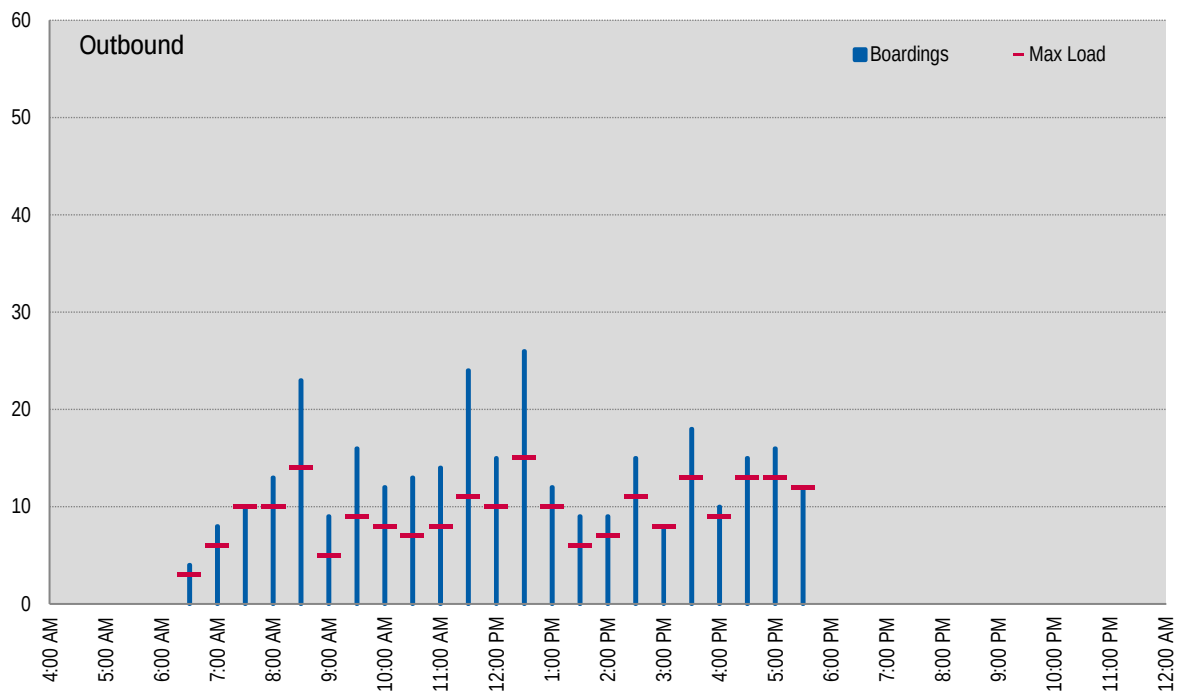
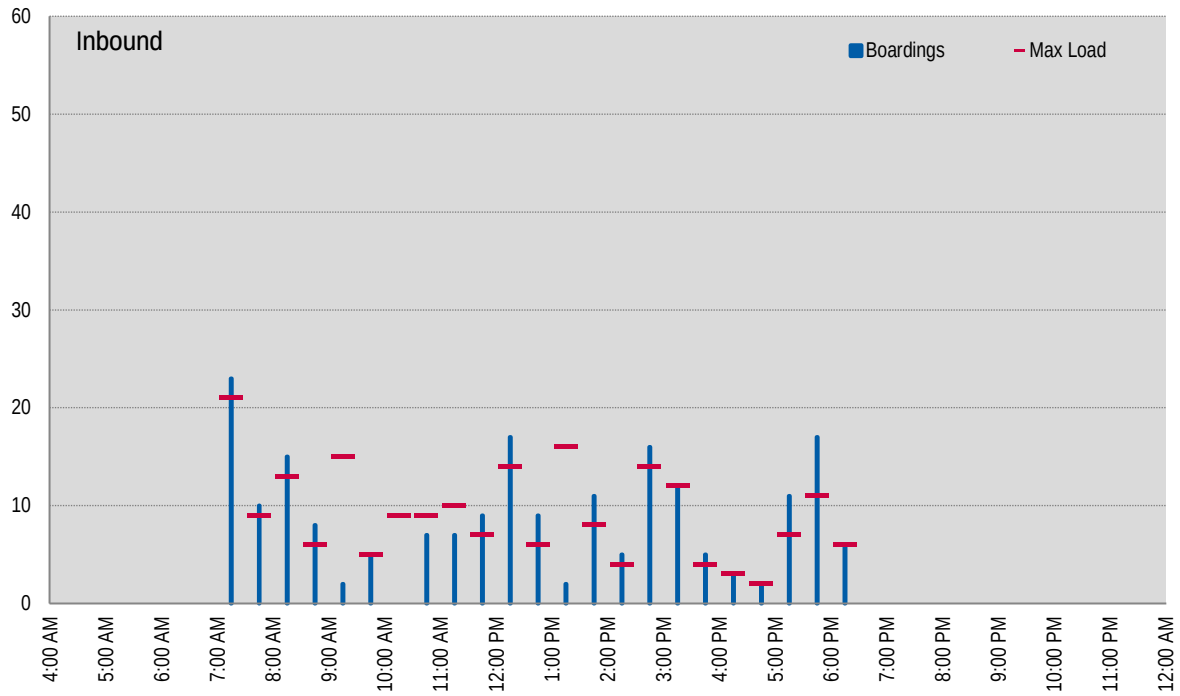


Ridership by Trip

Weekday Ridership by Trip

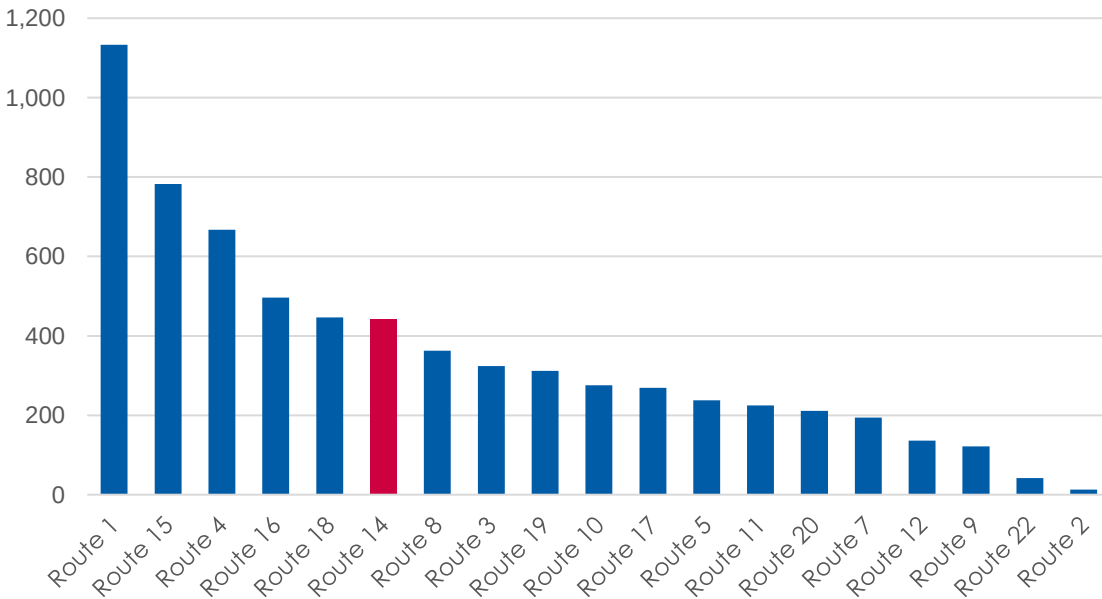


Saturday Ridership by Trip

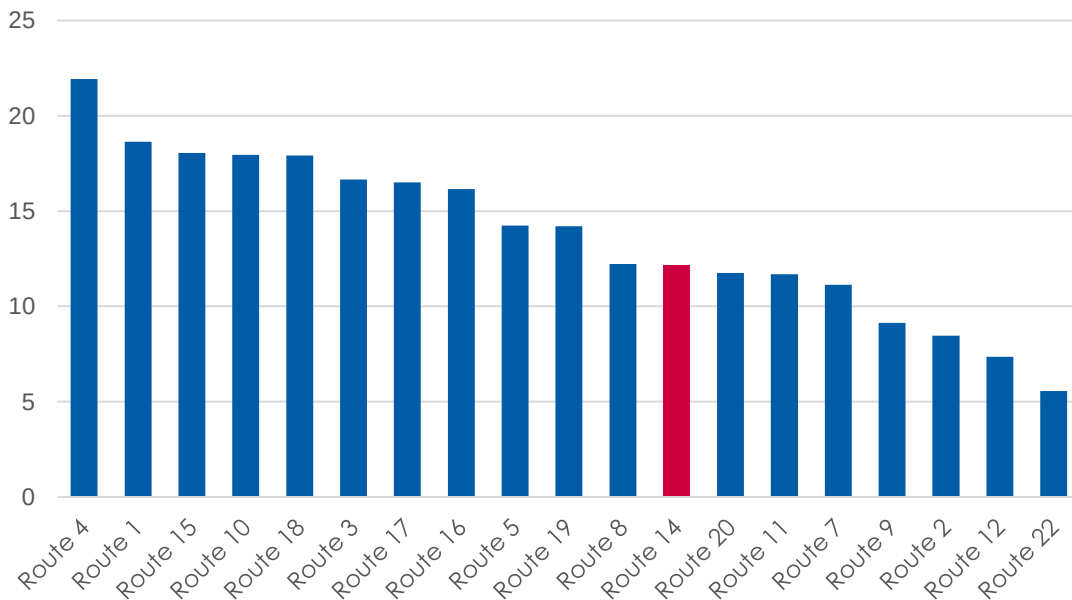


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	798	513
Pax/Revenue Hour	22.5	19.0
BARTA Average	24.0	17.9
Pax/One-Way Trip	19.0	15.1
BARTA Average	13.0	8.9
Pax/Revenue Mile	1.4	1.2
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

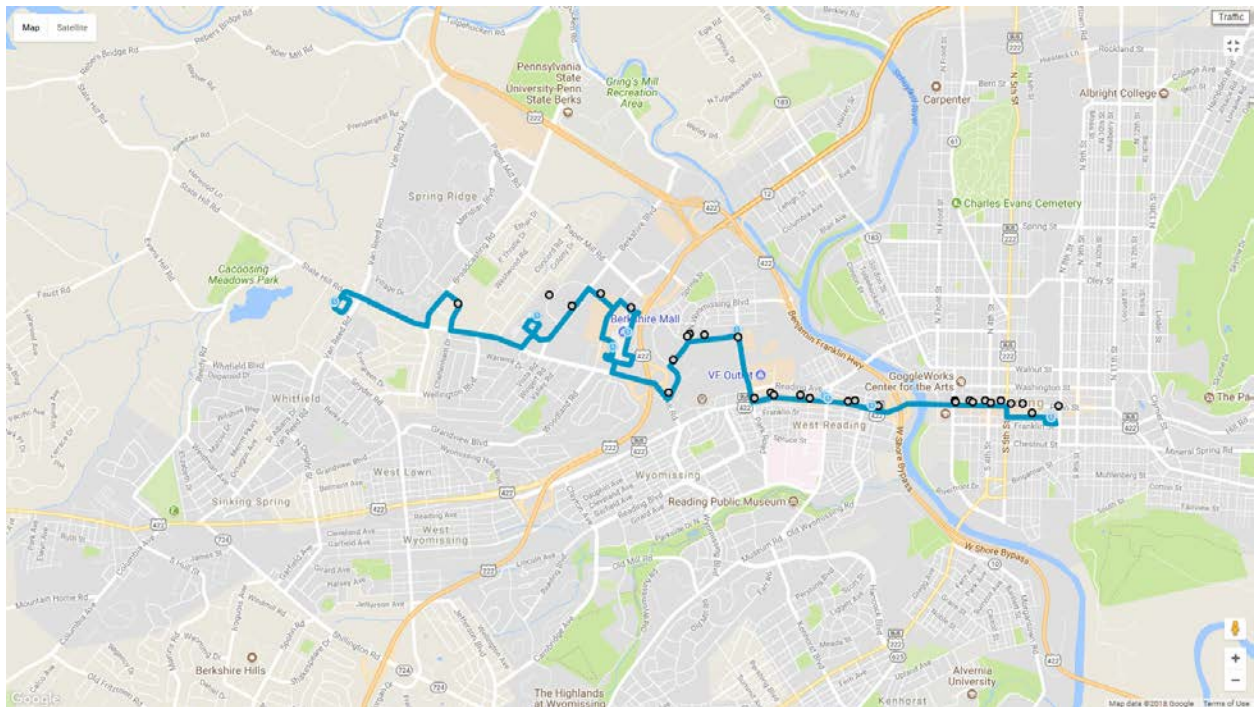
Opportunities to strengthen Route 14 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Consolidate stops to speed travel times and improve reliability. The route currently has over 110 stops in each direction, 80% of which have fewer than five riders. Half of all stops have zero riders.
- Operate as a limited-stop long-distance route to better match travel demand and shorten travel times for riders.
- Coordinate schedules with other routes serving Penn Street and Penn Avenue to optimize service frequency along the corridor.
- Operate 30-minute service throughout the day on weekdays. Consider operating 20-minute service during the midday and PM peak periods.
- Add service later in the evening/after 6 PM on weekdays and Saturdays.
- Add Sunday service to meet additional transit demand.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 15

Berkshire Mall



Route Overview

Cities Served

Reading, West Reading, Wyomissing, Spring Ridge

Major Corridors Served

Penn Street, Penn Avenue, State Hill Road Berkshire Boulevard

Major Activity Centers / Points of Interest

Berkshire Mall, Berkshire Square/Walmart, Giant, VF Outlet Center, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:30 AM to 11 PM	30/60	30/30
Saturday	5:30 AM to 11 PM	30/60	30/30
Sunday	10:30 AM to 6:30 PM	60	8/8

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

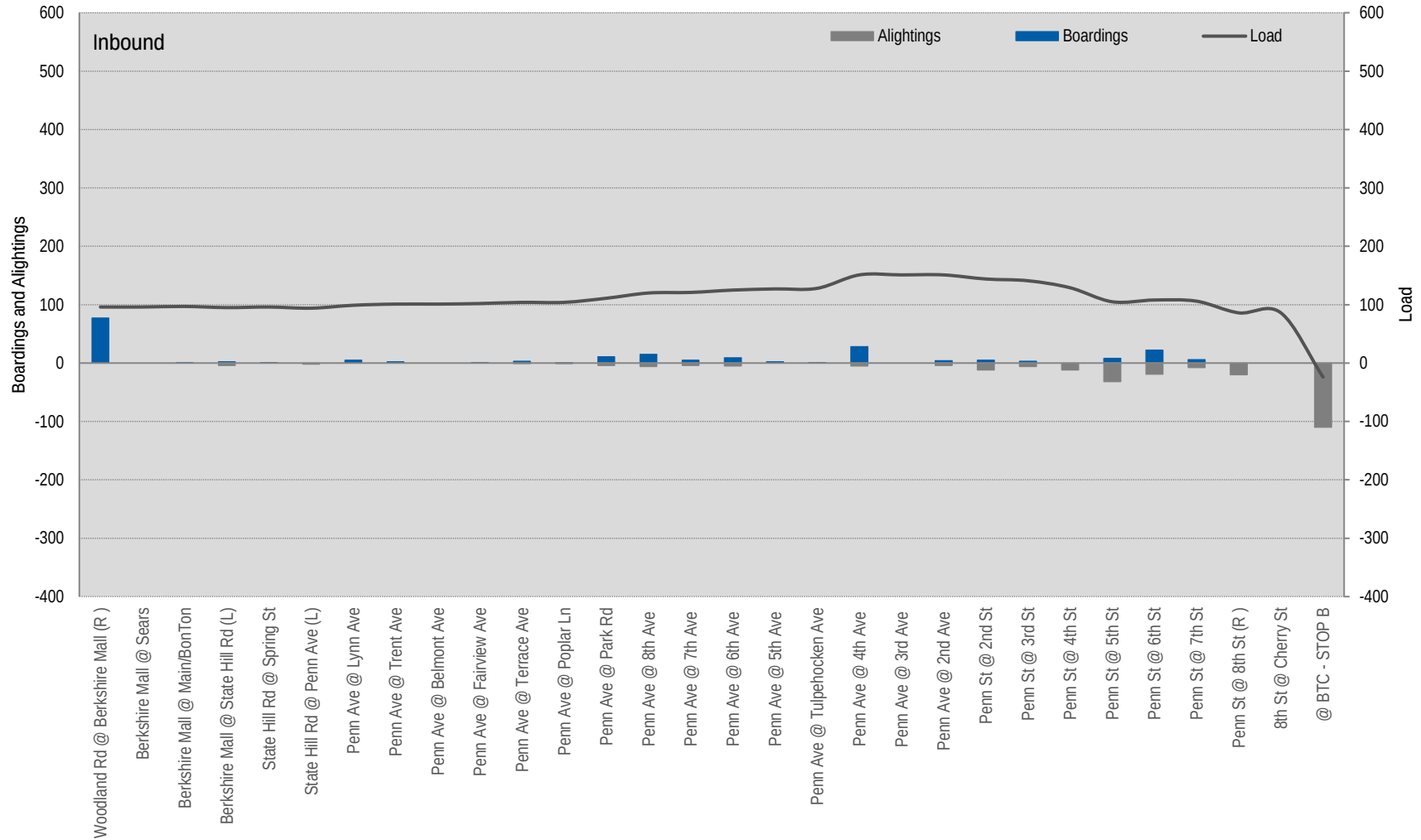
Ridership by Stop

Highest Weekday Ridership Stops (10 or More Daily Boardings & Alightings)

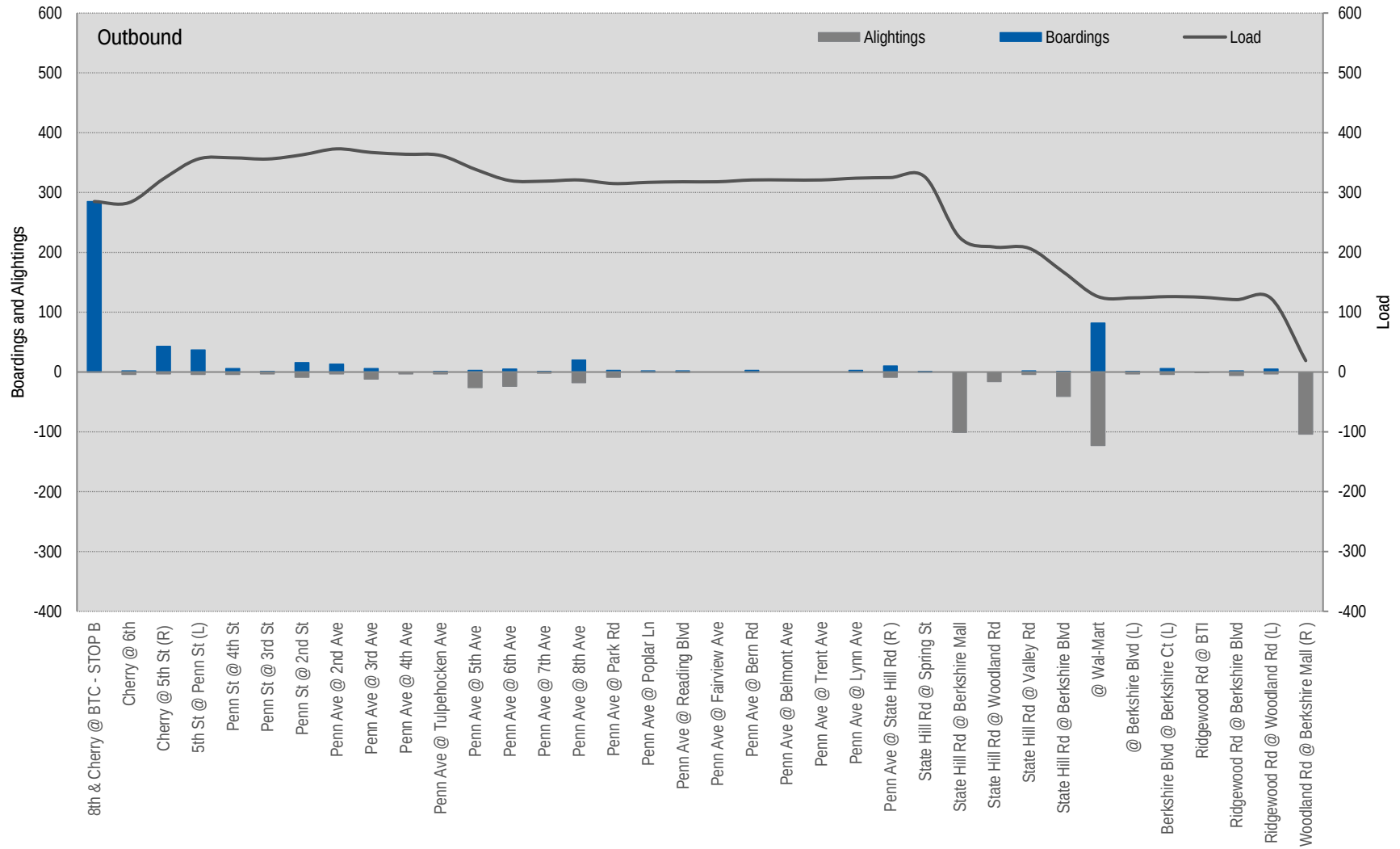
INBOUND STOPS	INBOUND ONs / OFFs
Woodland Rd @ Berkshire Mall	77/0
Penn Ave @ Park Rd	11/4
Penn Ave @ 8 th Ave	15/6
Penn Ave @ 6 th Ave	9/5
Penn Ave @ 4 th Ave	28/5
Penn St @ 2 nd St	5/12
Penn St @ 4 th St	0/12
Penn St @ 5 th St	8/32
Penn St @ 6 th St	22/19
Penn St @ 7 th St	6/8
Penn St @ 8 th St	0/20
BTC	0/110

OUTBOUND STOPS	OUTBOUND ONs / OFFs
8 th & Cherry @ BTC	285/0
Cherry @ 5 th St	43/3
5 th St @ Penn St	37/4
Penn St @ 4 th St	6/4
Penn St @ 2 nd St	16/9
Penn Ave @ 2 nd Ave	13/3
Penn Ave @ 3 rd Ave	6/12
Penn Ave @ 5 th Ave	3/26
Penn Ave @ 6 th Ave	5/24
Penn Ave @ 8 th Ave	20/18
Penn Ave @ Park Rd	3/9
Penn Ave @ State Hill Rd	10/9
State Hill Rd @ Berkshire Mall	0/101
State Hill Rd @ Woodland Rd	0/16
State Hill Rd @ Berkshire Blvd	1/41
Walmart	82/123
Berkshire Blvd @ Berkshire Ct	6/4
Woodland Rd @ Berkshire Mall	0/104

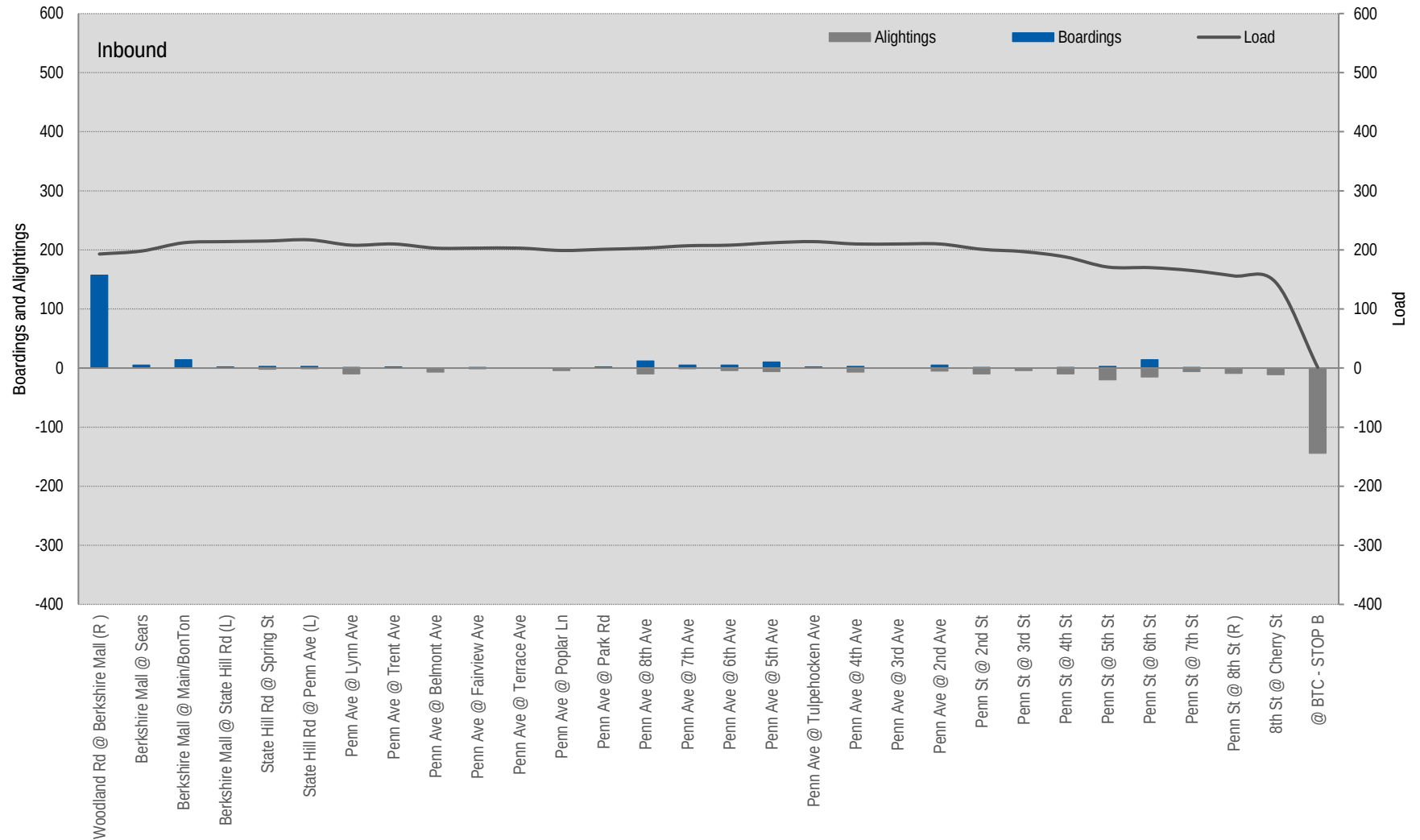
Weekday Inbound Ridership by Stop



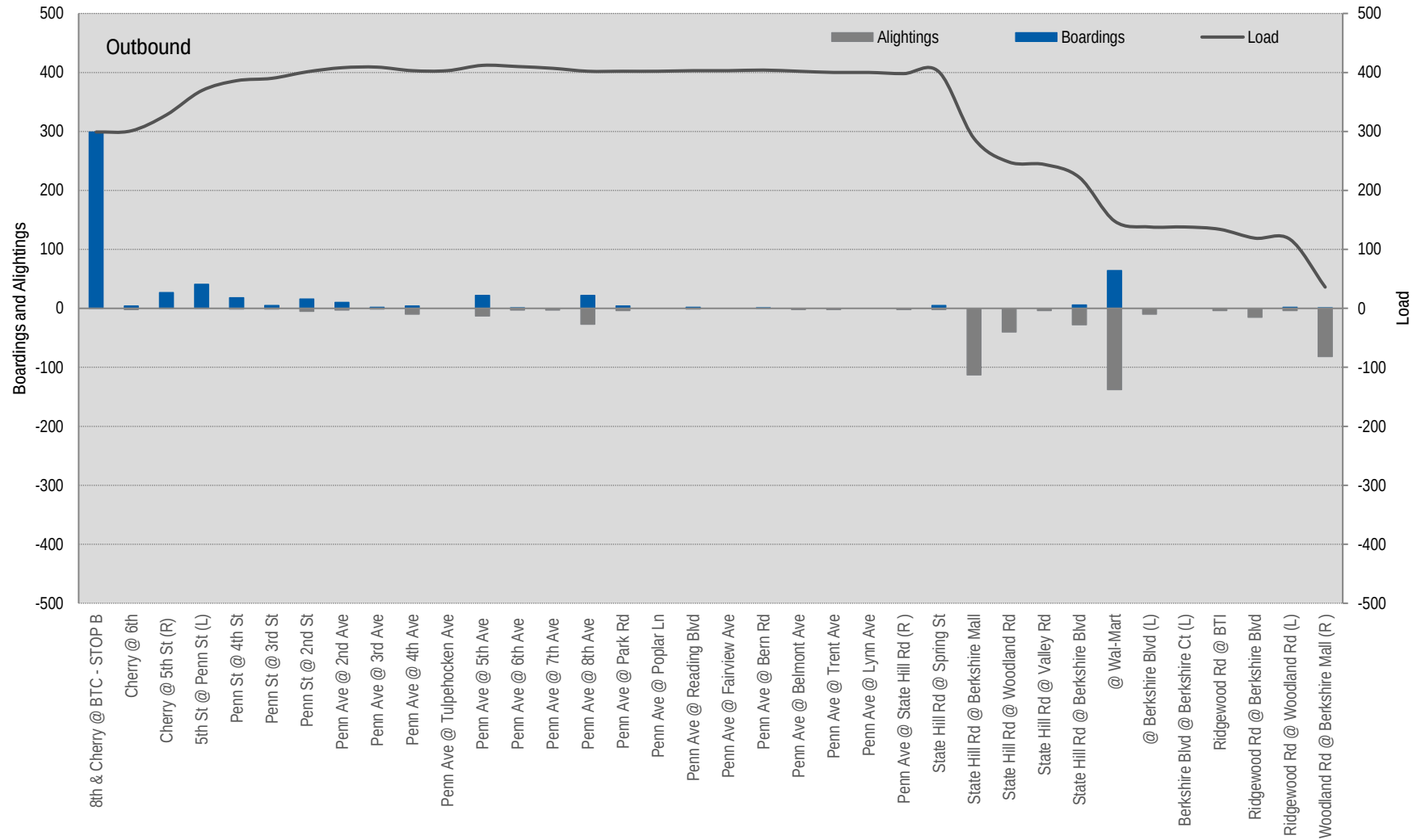
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

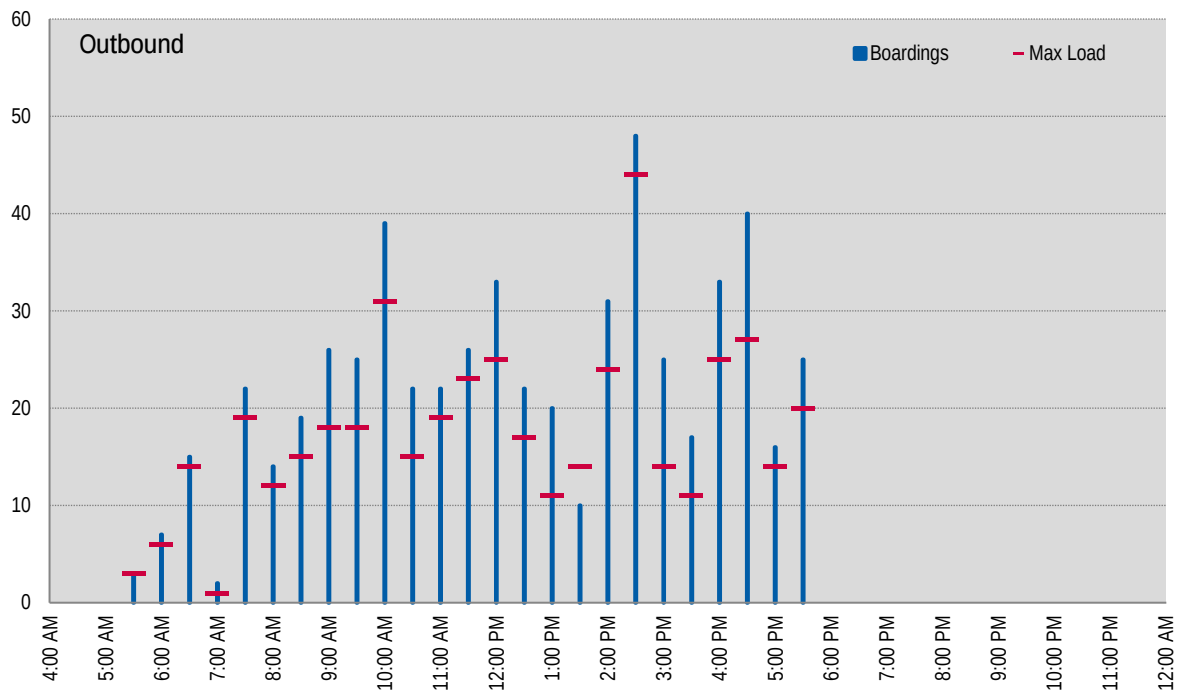
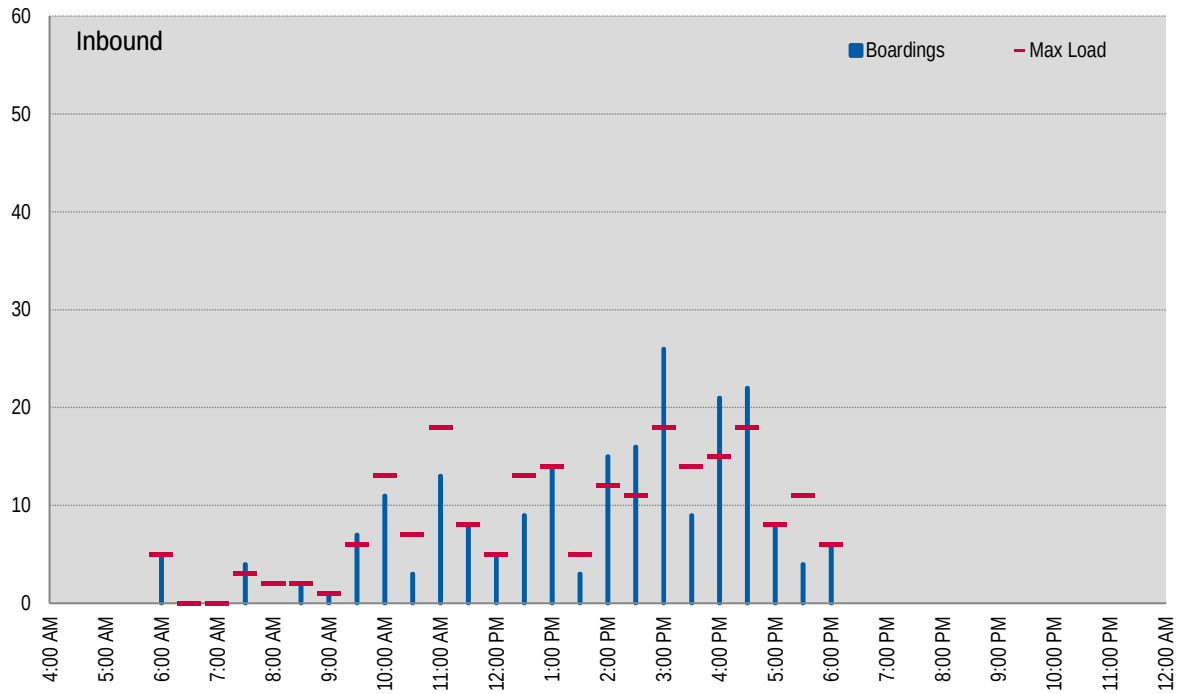


Saturday Outbound Ridership by Stop

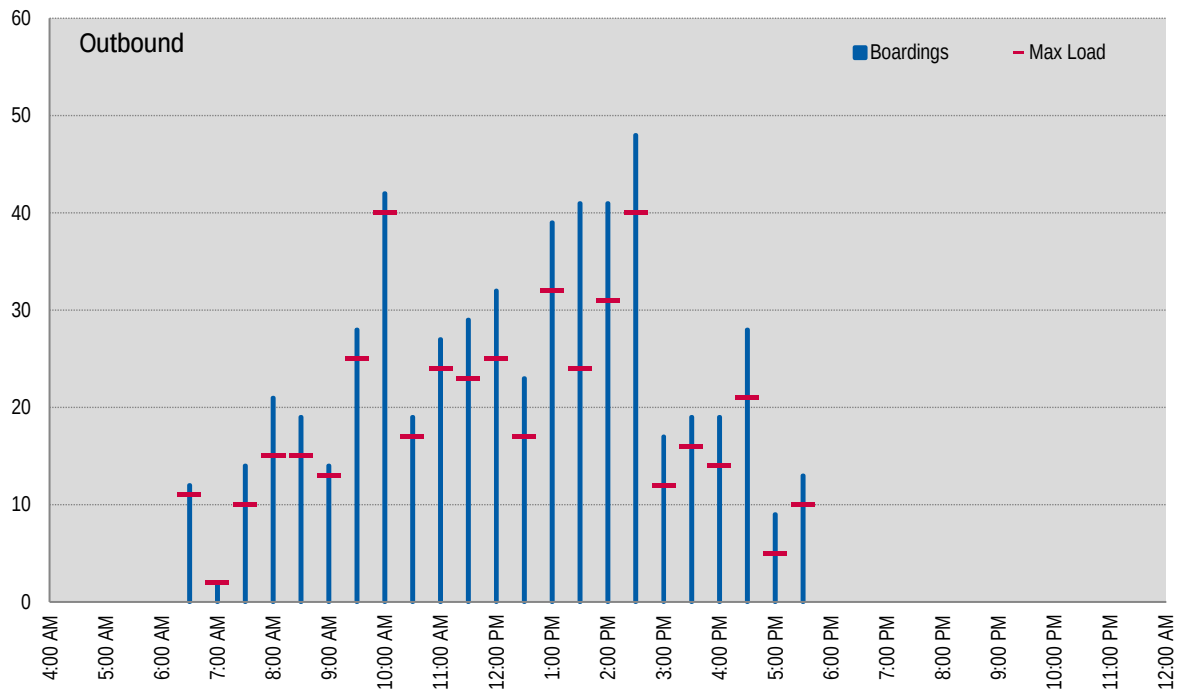
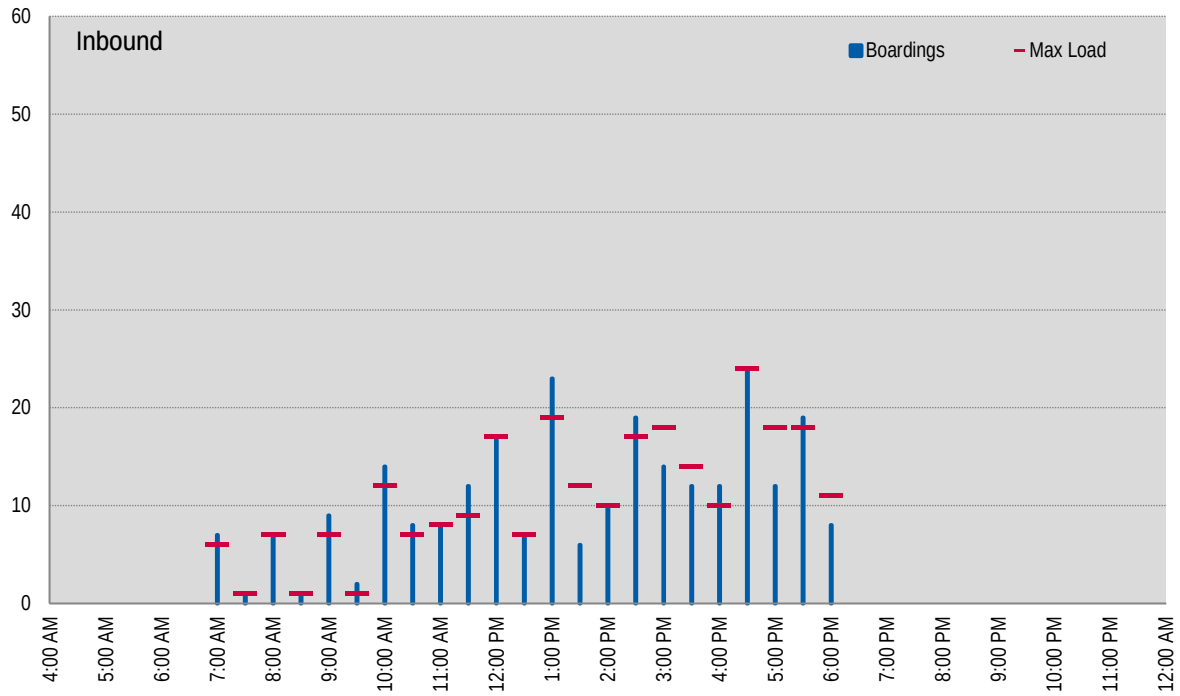


Ridership by Trip

Weekday Ridership by Trip

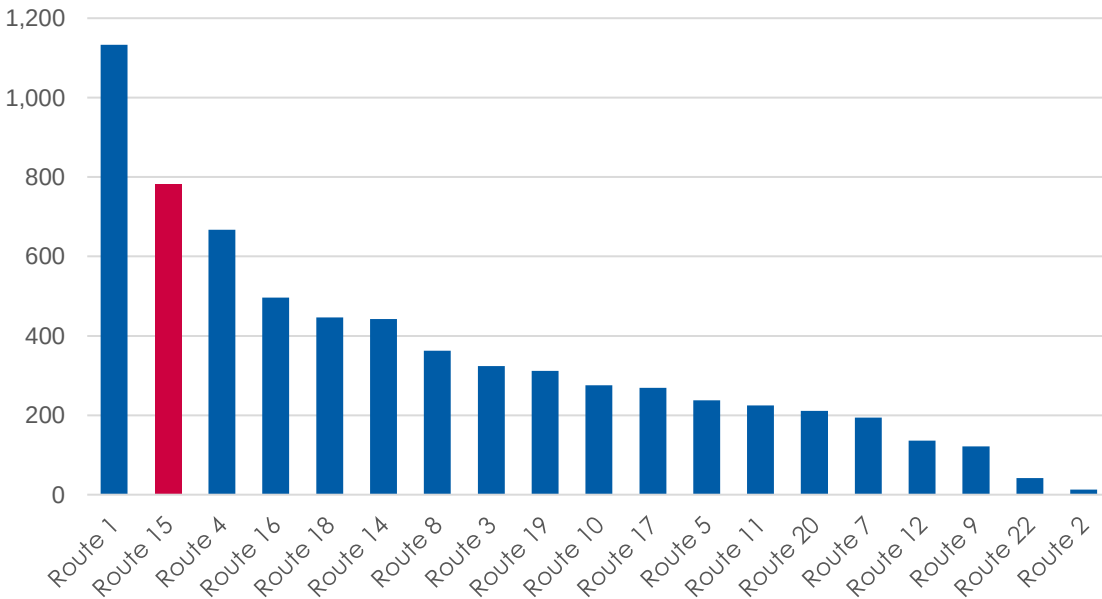


Saturday Ridership by Trip

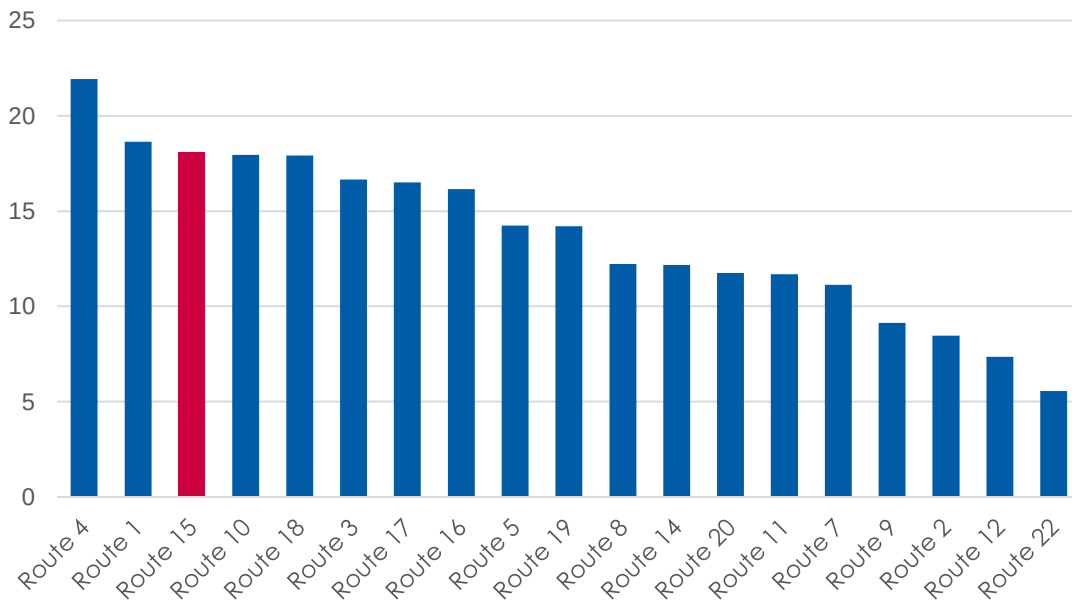


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	774	808
Pax/Revenue Hour	18.3	19.1
BARTA Average	24.0	17.9
Pax/One-Way Trip	12.9	13.5
BARTA Average	13.0	8.9
Pax/Revenue Mile	2.0	2.1
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

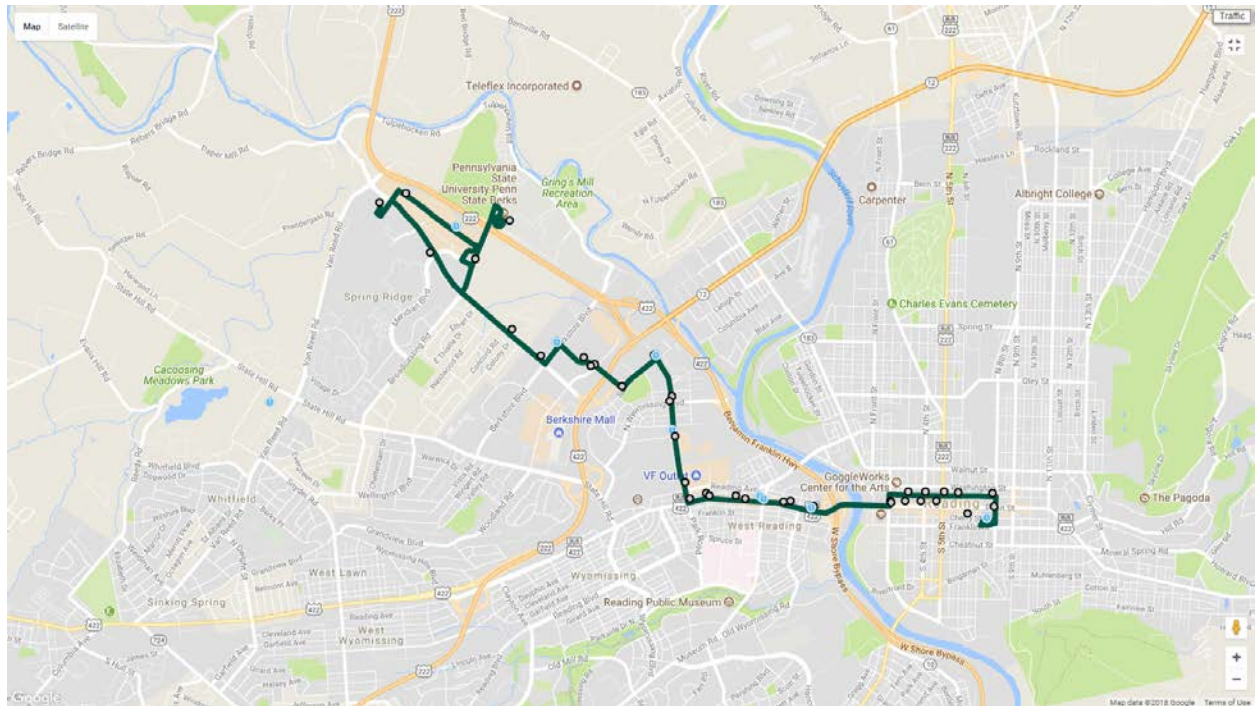
Opportunities to strengthen Route 15 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate 20-minute service during the day on weekdays and Saturdays.
- Consolidate stops along Penn Street and Penn Avenue to improve travel time and reliability.
- Revise routing through Berkshire Mall and Wal-Mart to eliminate small loops and better serve Woodland Apartments and other area businesses.
- Coordinate schedules with other routes serving Penn Street and Penn Avenue to maximize service frequency along the corridor.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 16

Broadcasting Square



Route Overview

Cities Served

Spring Ridge, Wyomissing, West Reading, Reading

Major Corridors Served

Penn Street, Penn Avenue, Park Road, Paper Mill Road

Major Activity Centers / Points of Interest

Broadcasting Square Shopping Center, Reading Health Rehab Hospital, VA Outpatient Clinic, VF Outlets, Miller Center for the Arts, Santander Arena, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	6:15 AM to 11:15 PM	30/30/30	30/30
Saturday	6:15 AM to 11:15 PM	30/30&60	30/30
Sunday	11 AM to 7 PM	60/60	8/8

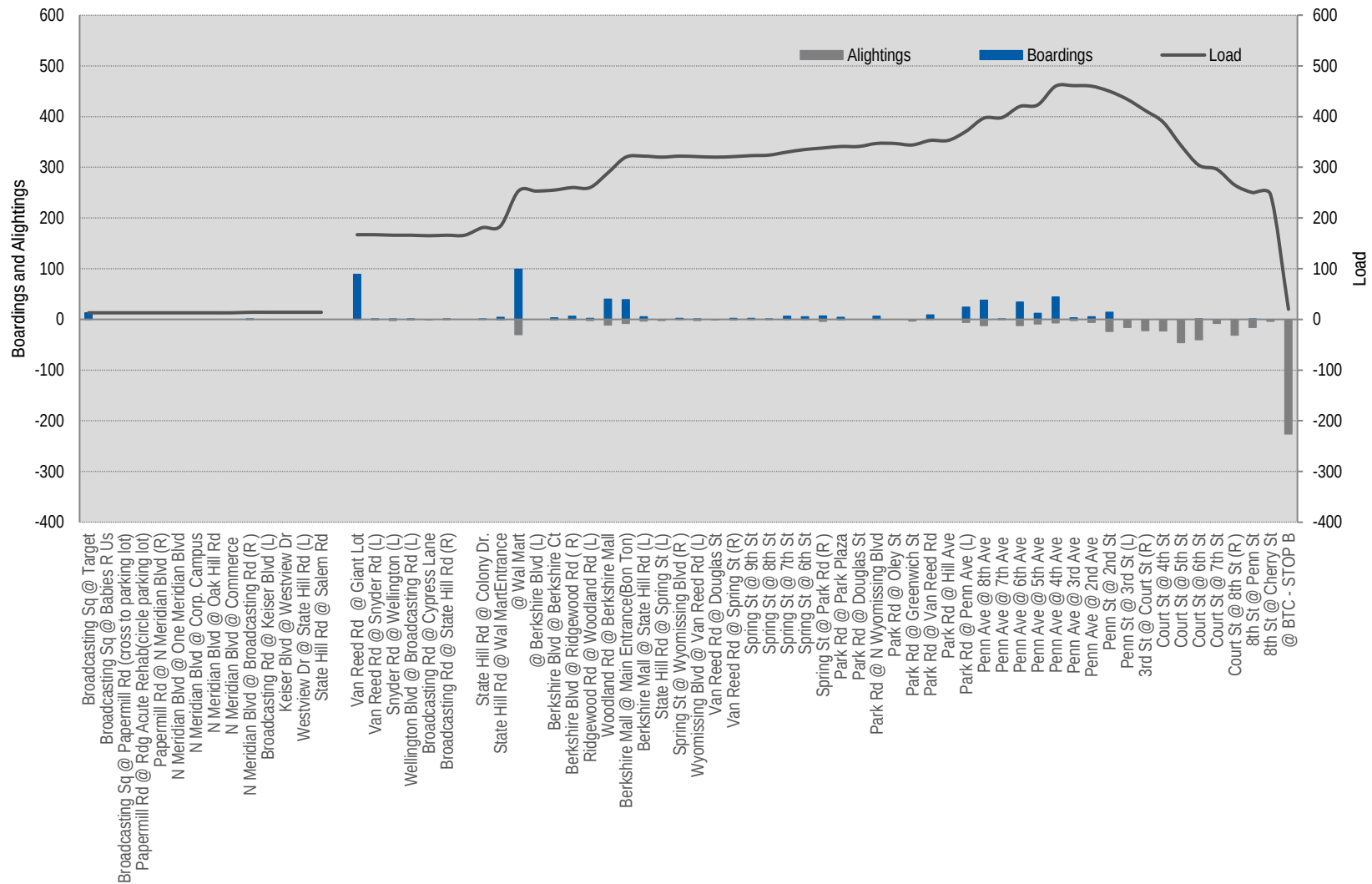
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

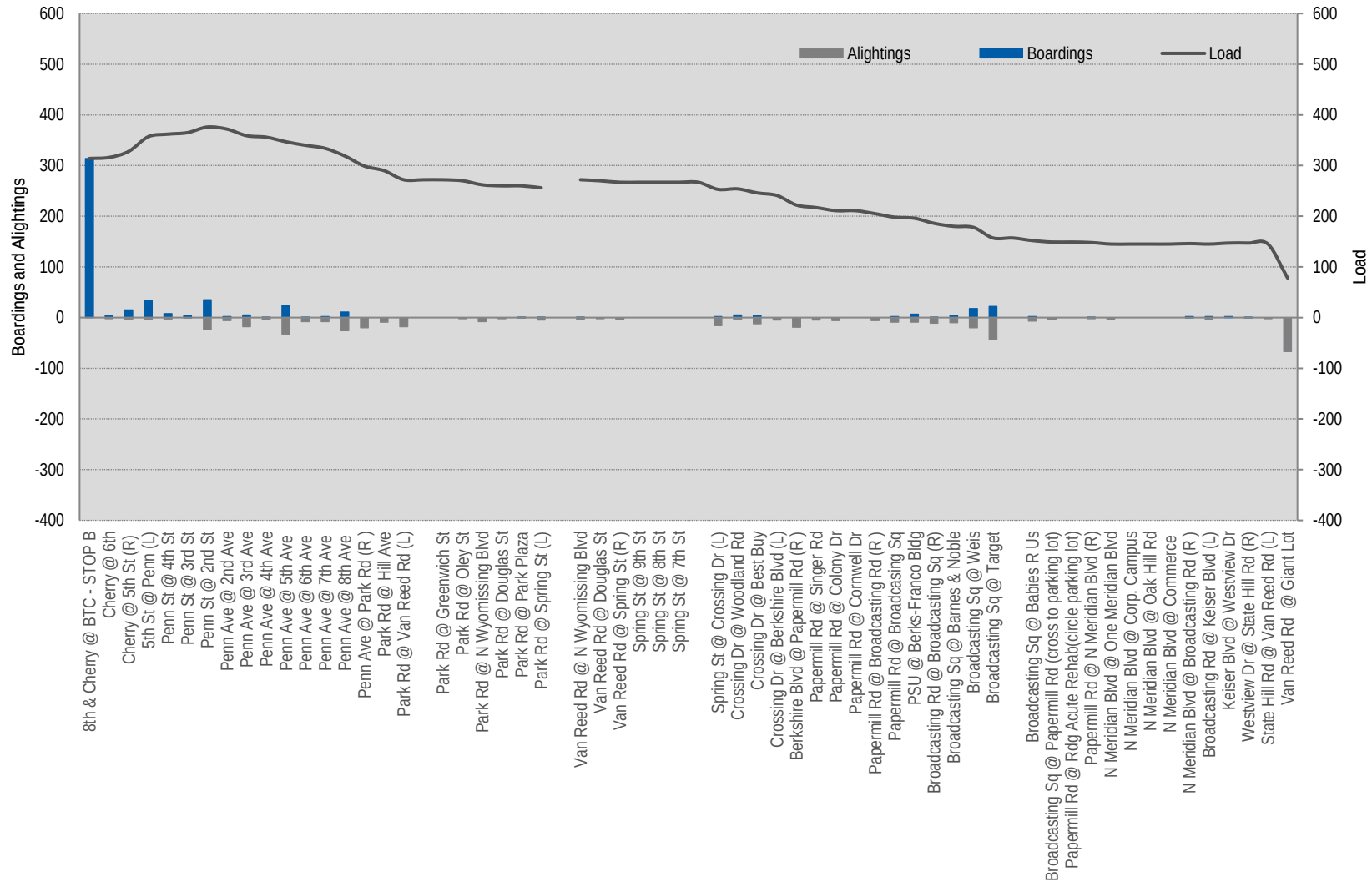
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Broadcasting Sq @ Target	13/0	8th & Cherry @ BTC	314/0
Van Reed Rd @ Giant	89/0	Cherry @ 5th St	15/3
State Hill Rd @ Walmart	99/30	5th St @ Penn	33/4
Woodland Rd @ Berkshire Mall	40/11	Penn St @ 2nd St	35/24
Berkshire Mall @ Bon Ton	39/8	Penn Ave @ 3rd Ave	5/18
Park Rd @ Penn Ave	24/6	Penn Ave @ 5th Ave	24/33
Penn Ave @ 8th Ave	38/12	Penn Ave @ 8th Ave	11/26
Penn Ave @ 6th Ave	34/12	Penn Ave @ Park Rd	0/20
Penn Ave @ 5th Ave	12/9	Park Rd @ Van Reed Rd	0/18
Penn Ave @ 4th Ave	44/7	Spring St @ Crossing Dr	2/16
Penn St @ 2nd St	14/24	Crossing Dr @ Best Buy	4/12
Penn St @ 3rd St	0/16	Berkshire Blvd @ Papermill Rd	0/19
3rd St @ Court St	0/22	Broadcasting Rd @ Broadcasting Sq	1/11
Court St @ 4th St	0/23	Broadcasting Sq @ Barnes & Noble	4/10
Court St @ 5th St	0/46	Broadcasting Sq @ Weis	18/20
Court St @ 6th St	1/40	Broadcasting Sq @ Target	22/43
Court St @ 8th St	0/31	Van Reed Rd @ Giant Lot	0/67
8th St @ Penn St	1/16		
BTC	0/226		

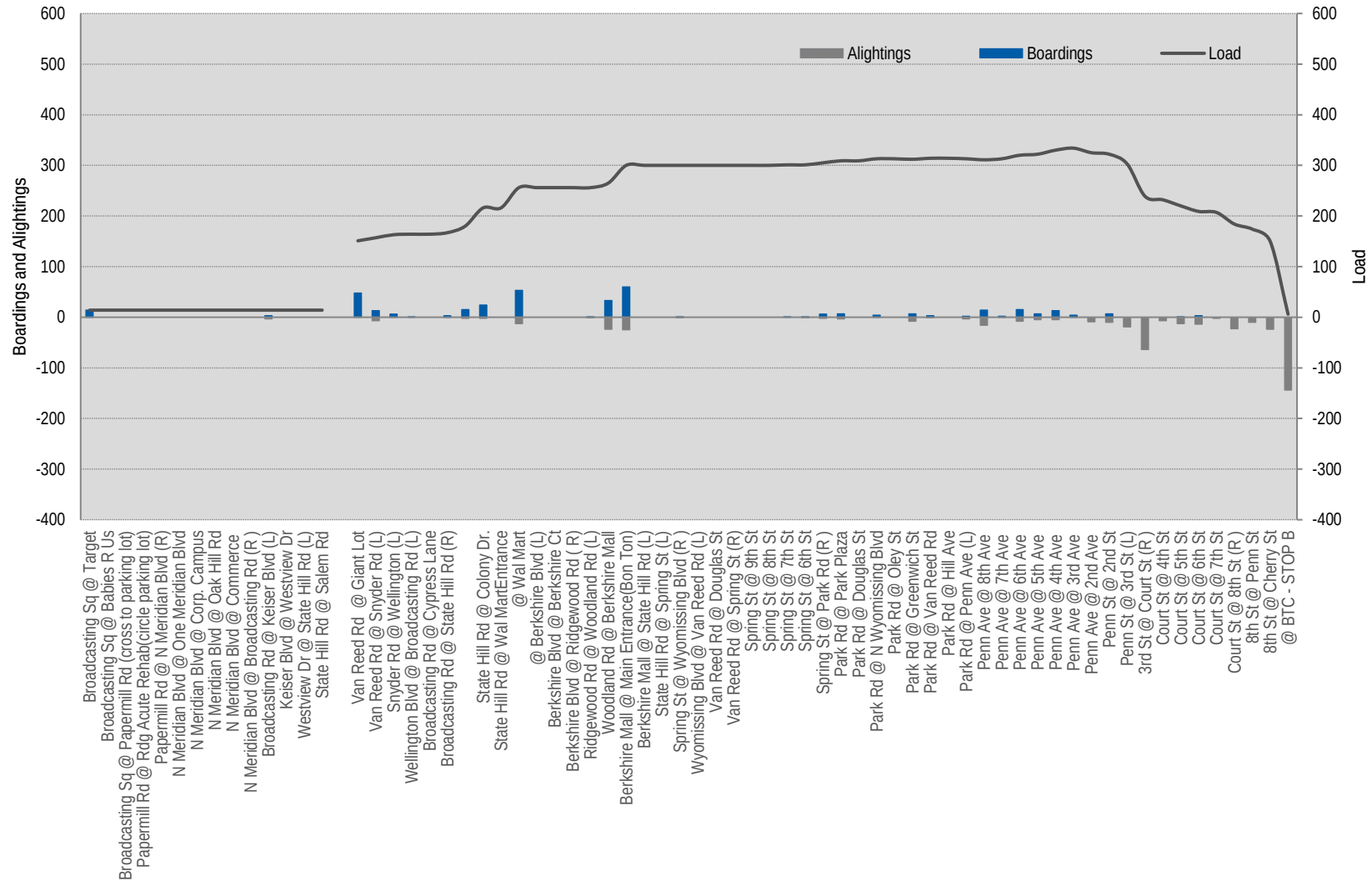
Weekday Inbound Ridership by Stop



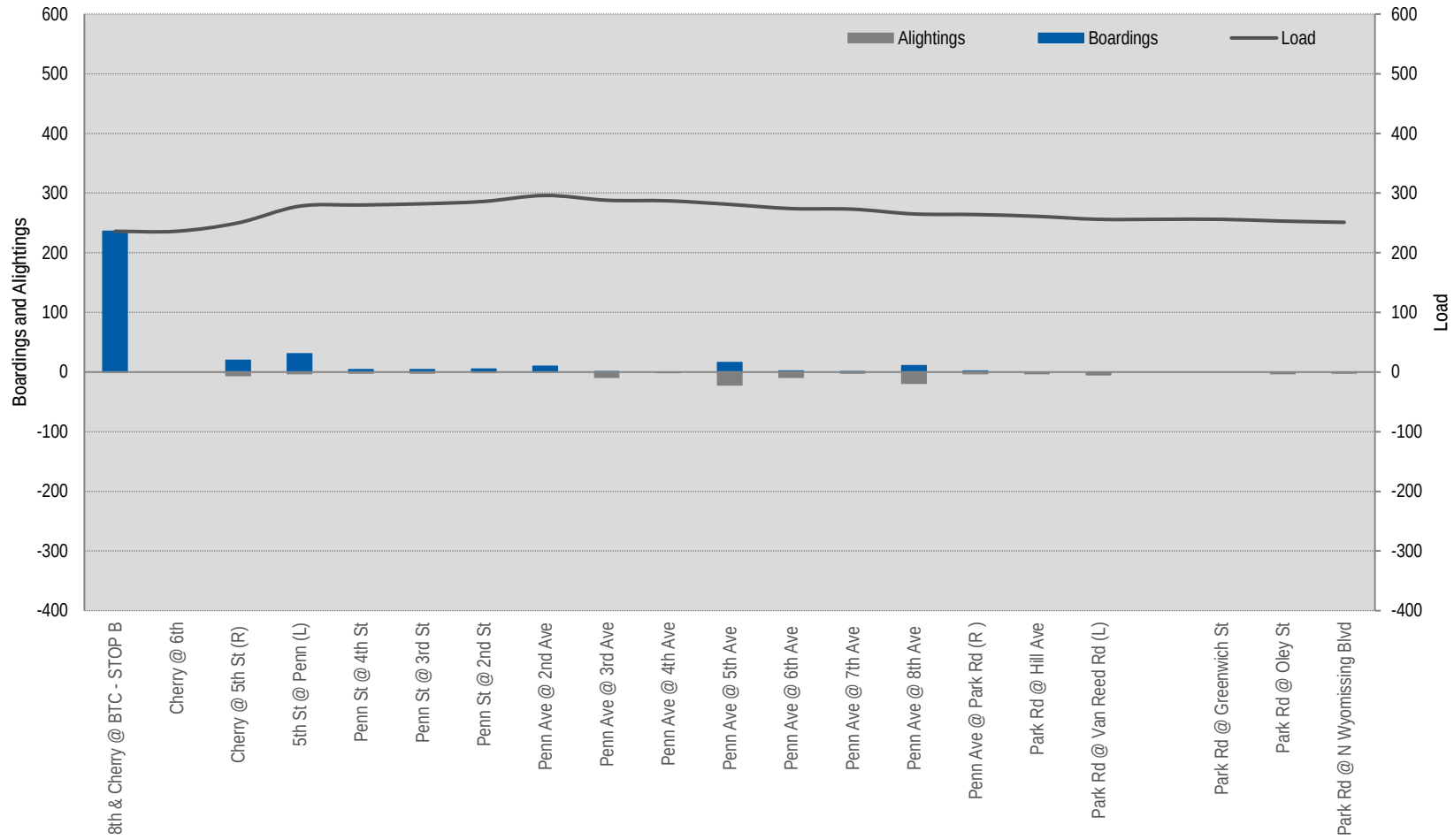
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

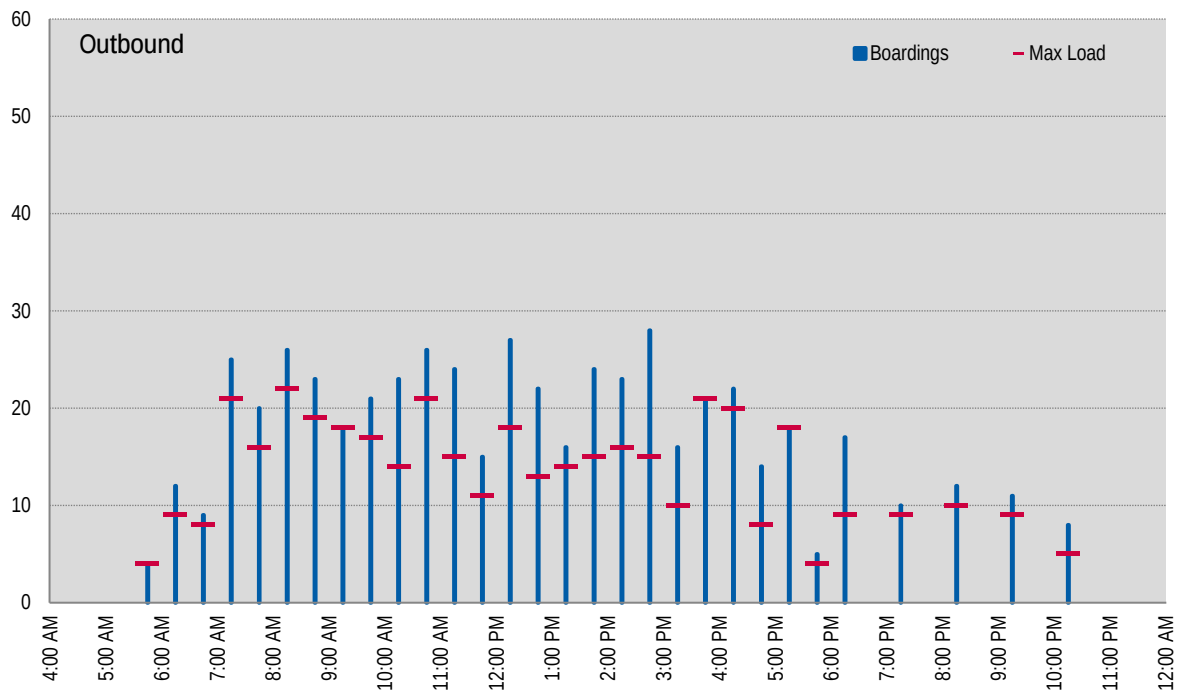
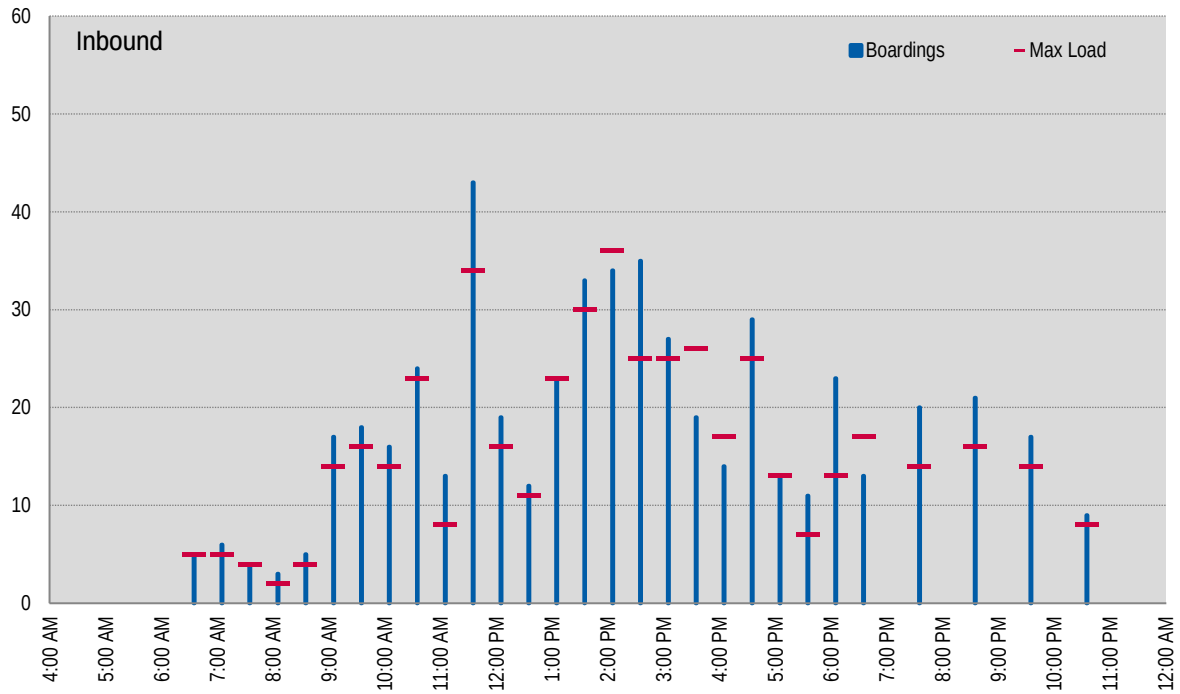


Saturday Outbound Ridership by Stop

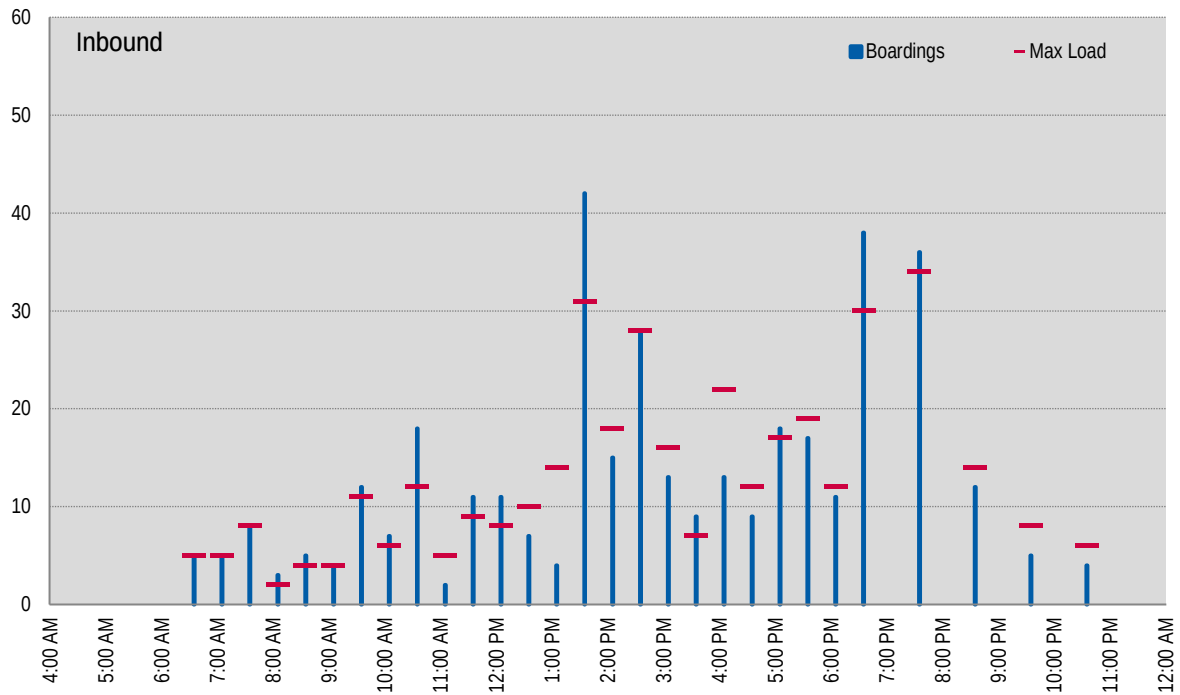
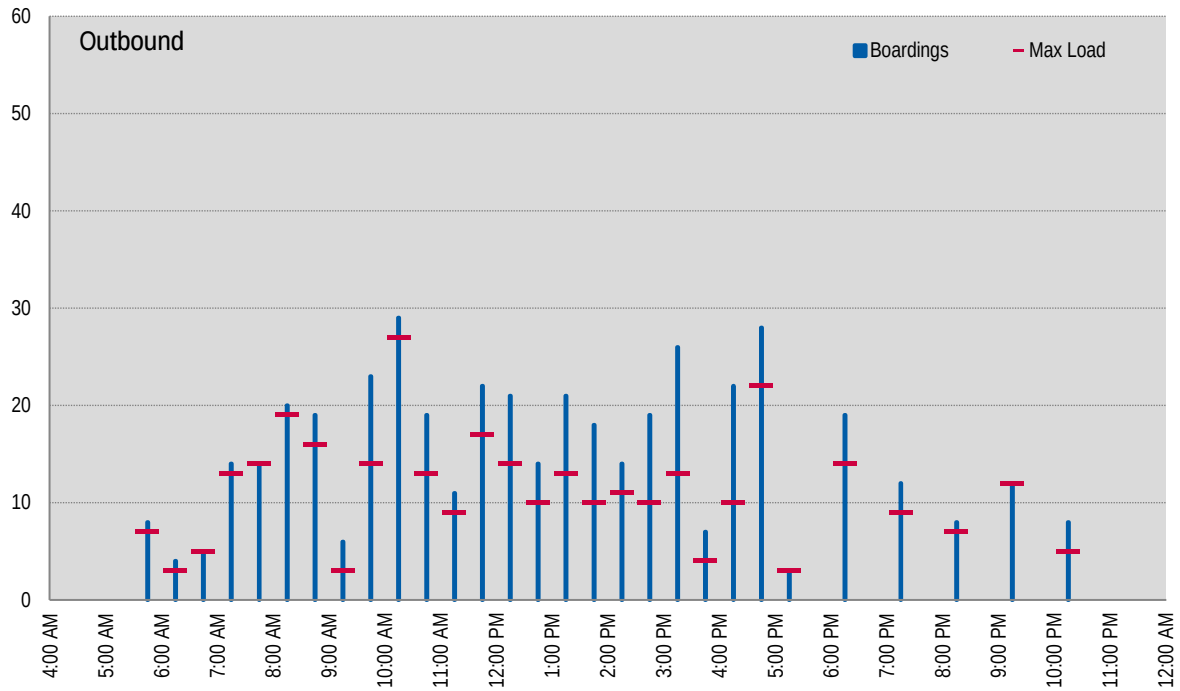


Ridership by Trip

Weekday Ridership by Trip

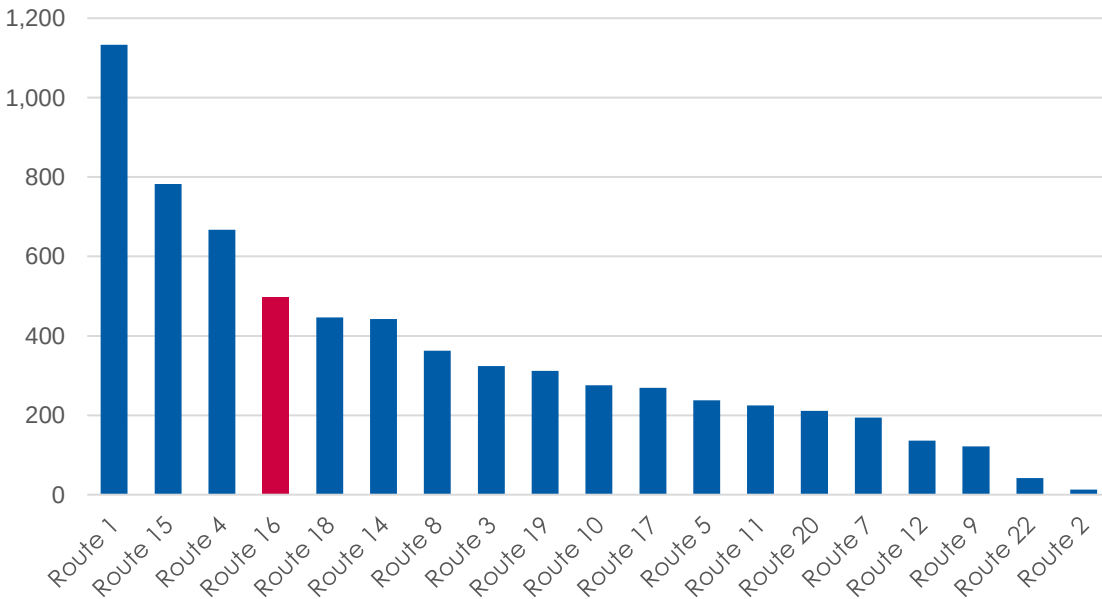


Saturday Ridership by Trip

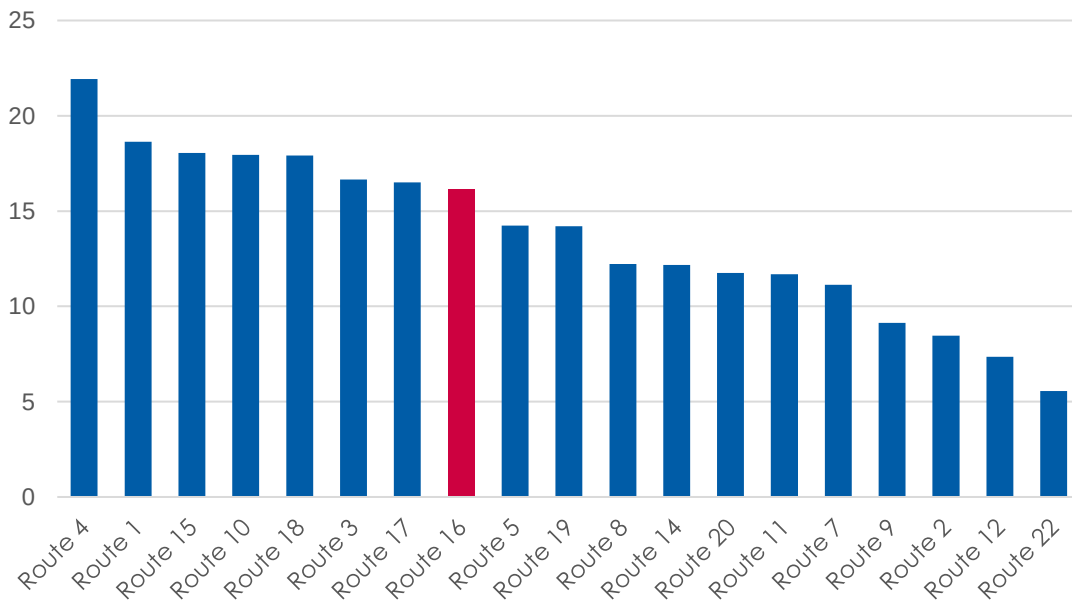


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	1,065	818
Pax/Revenue Hour	35.5	27.3
BARTA Average	24.0	17.9
Pax/One-Way Trip	17.8	13.6
BARTA Average	13.0	8.9
Pax/Revenue Mile	2.7	2.1
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

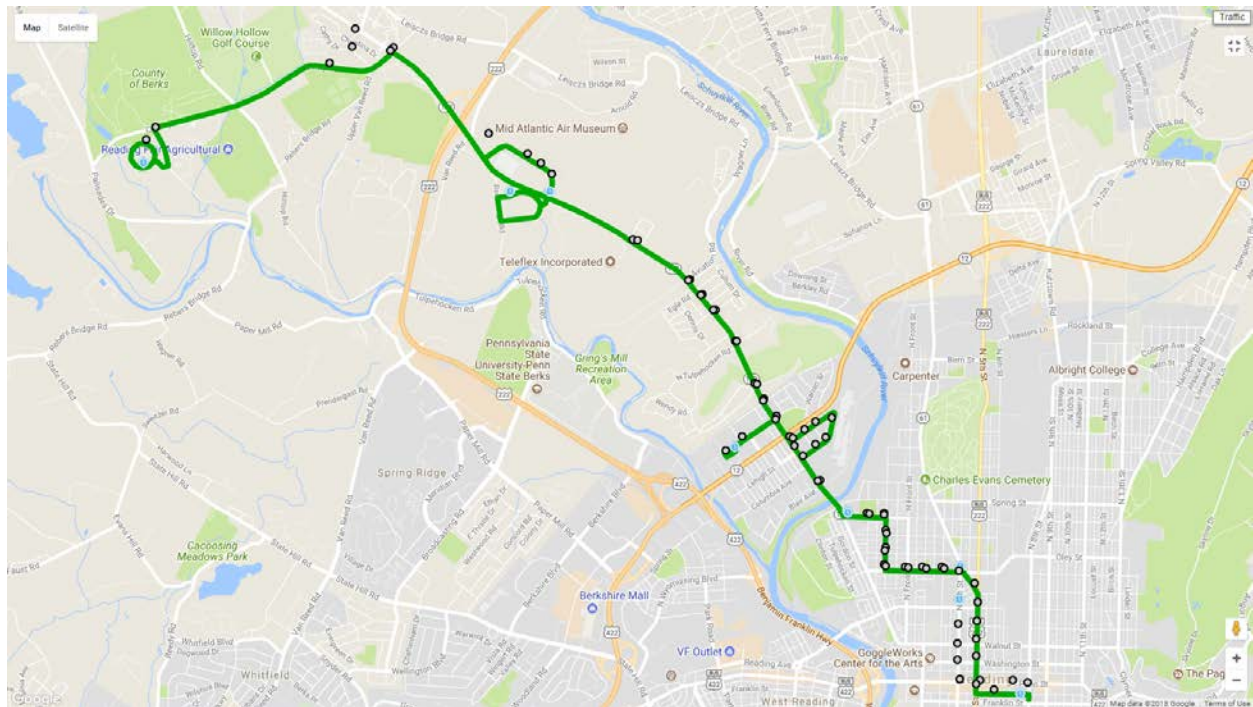
Opportunities to strengthen Route 16 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate service every 20 minutes during the day and potentially into the early evening on weekdays and Saturdays to better match demand.
- Consolidate stops along Penn Street/Penn Avenue, Spring Street and Park Road to speed travel times and improve reliability for riders.
- Coordinate schedule along Penn Street and Penn Avenue with other routes to maximize service frequency along the corridor.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 17

Glenside / Airport / Berks Heim



Route Overview

Cities Served

Reading, Leesport

Major Corridors Served

4th/5th Streets, Schuylkill Avenue, Bernville Road

Major Activity Centers / Points of Interest

St Joseph Medical Center, Reading Airport, Jamestown Village Apartments, I-LEAD Charter School, Santander Arena, BARTA Transit Center, Berks County Prison, Berks Heim, DirectLink/Airport Industrial Park

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	6:15 AM to 6:45 PM	60/60/—	9/9
Saturday	6:15 AM to 6:45 PM	60/—	9/9

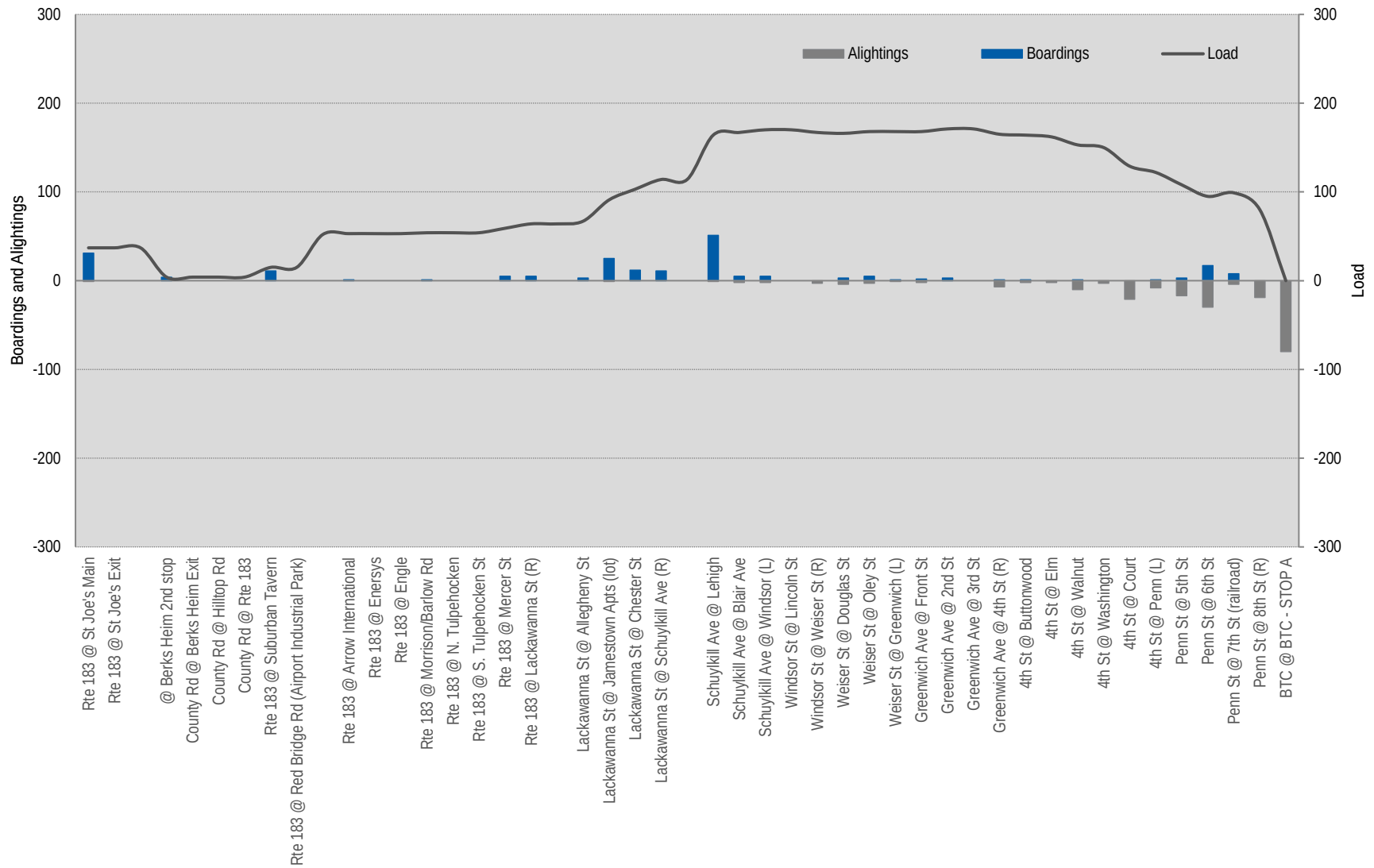
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

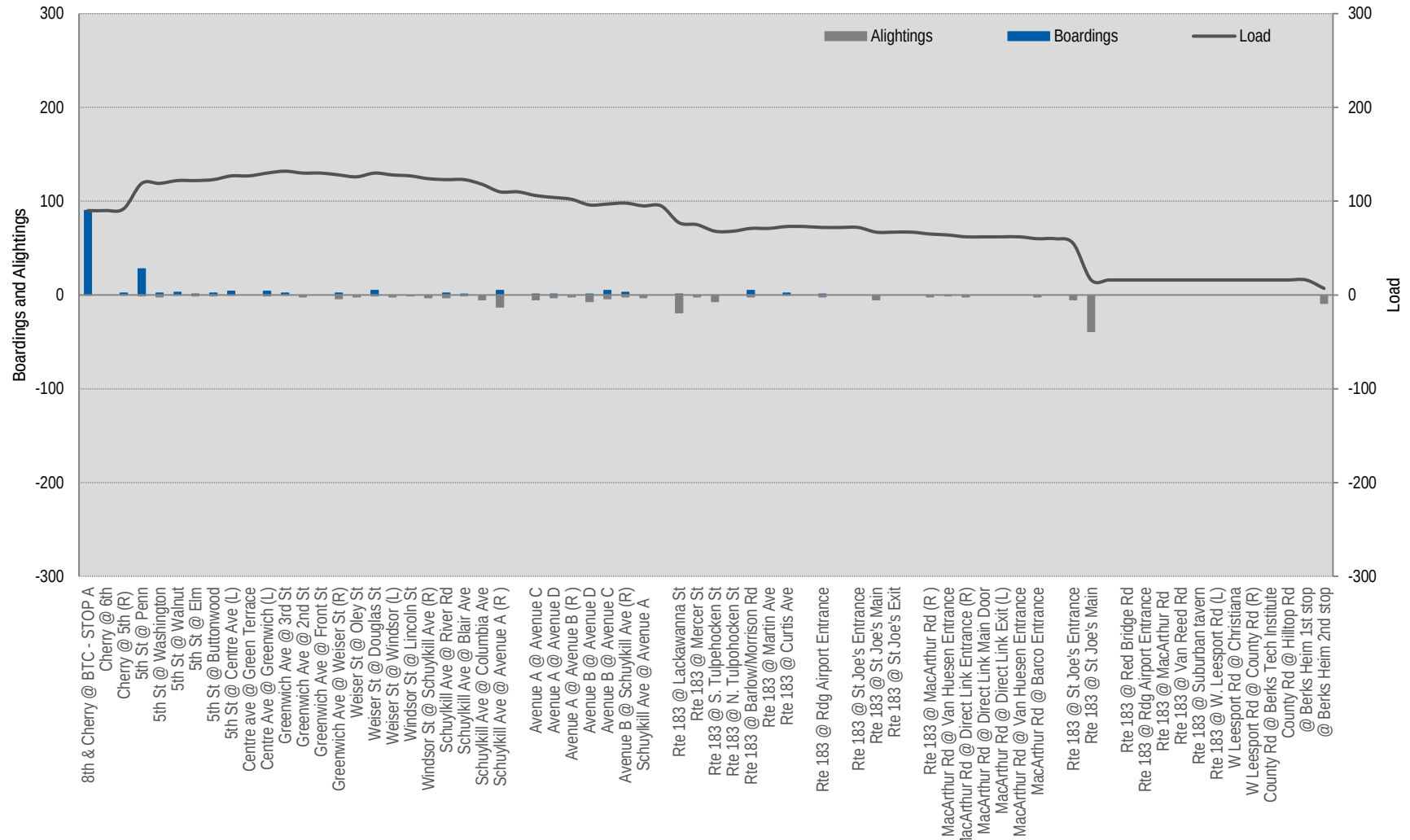
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Rte 183 @ St Joe's Main	31/1	8th & Cherry @ BTC	90/0
Rte 183 @ Suburban Tavern	11/0	5th St @ Penn	28/1
Lackawanna St @ Jamestown Apts	25/1	Schuylkill Ave @ Avenue A	5/13
Lackawanna St @ Chester St	12/0	Rte 183 @ Lackawanna St	1/19
Lackawanna St @ Schuylkill Ave	11/0	Rte 183 @ St Joe's Main	0/39
Schuylkill Ave @ Lehigh	51/1		
4th St @ Walnut	1/10		
4th St @ Court	0/21		
Penn St @ 5th St	3/17		
Penn St @ 6th St	17/30		
Penn St @ 8th St	0/19		
BTC	0/80		

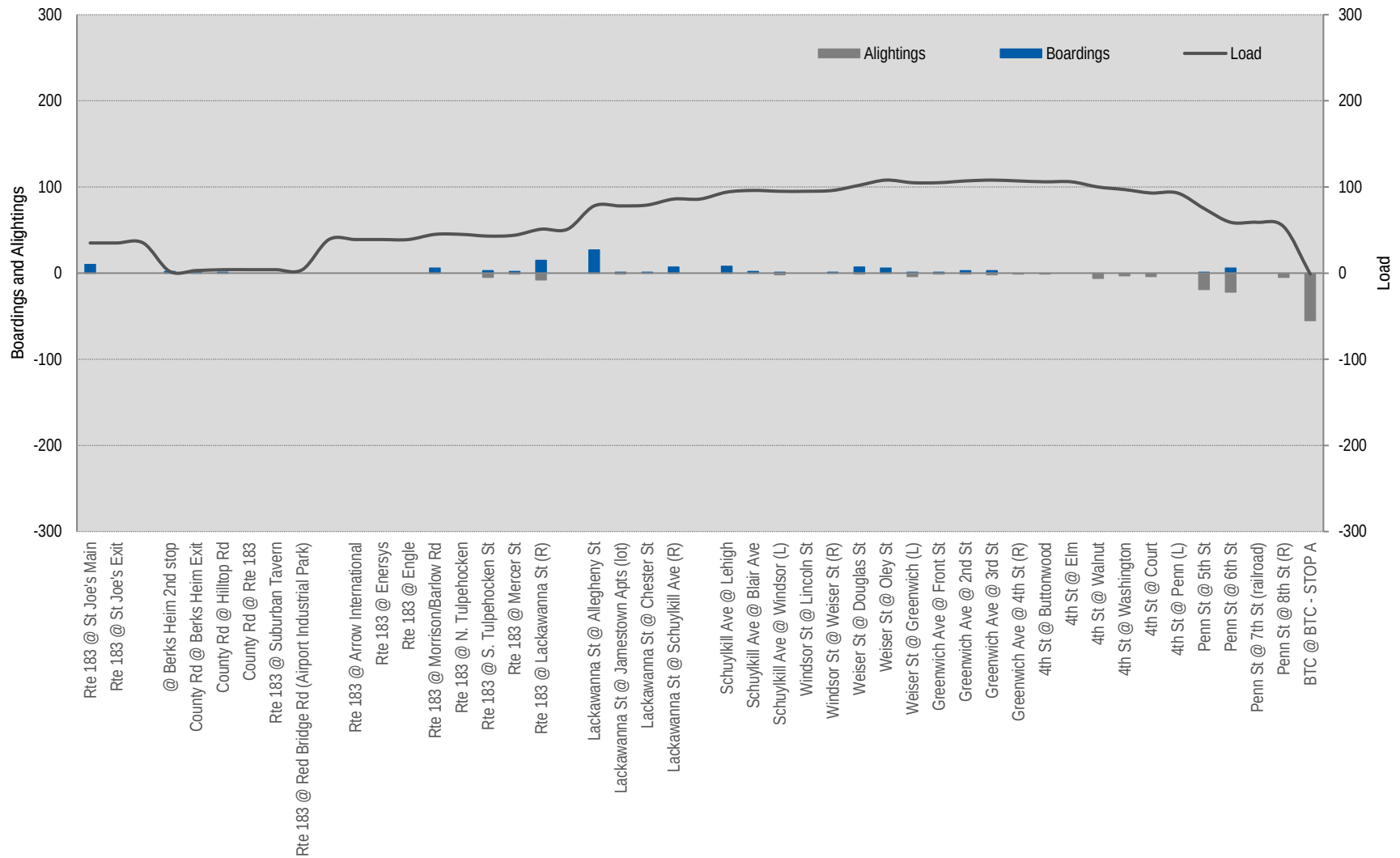
Weekday Inbound Ridership by Stop



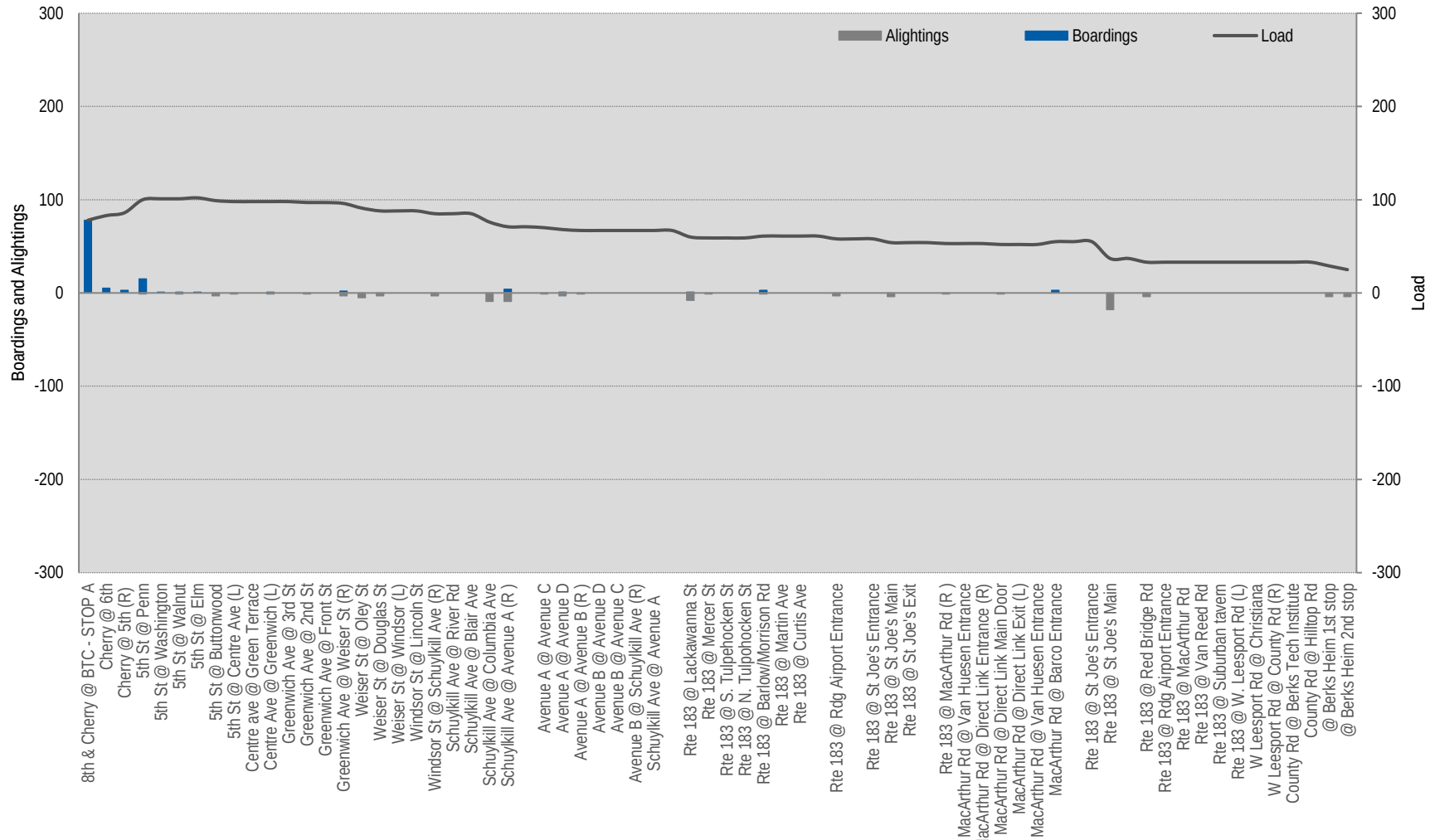
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

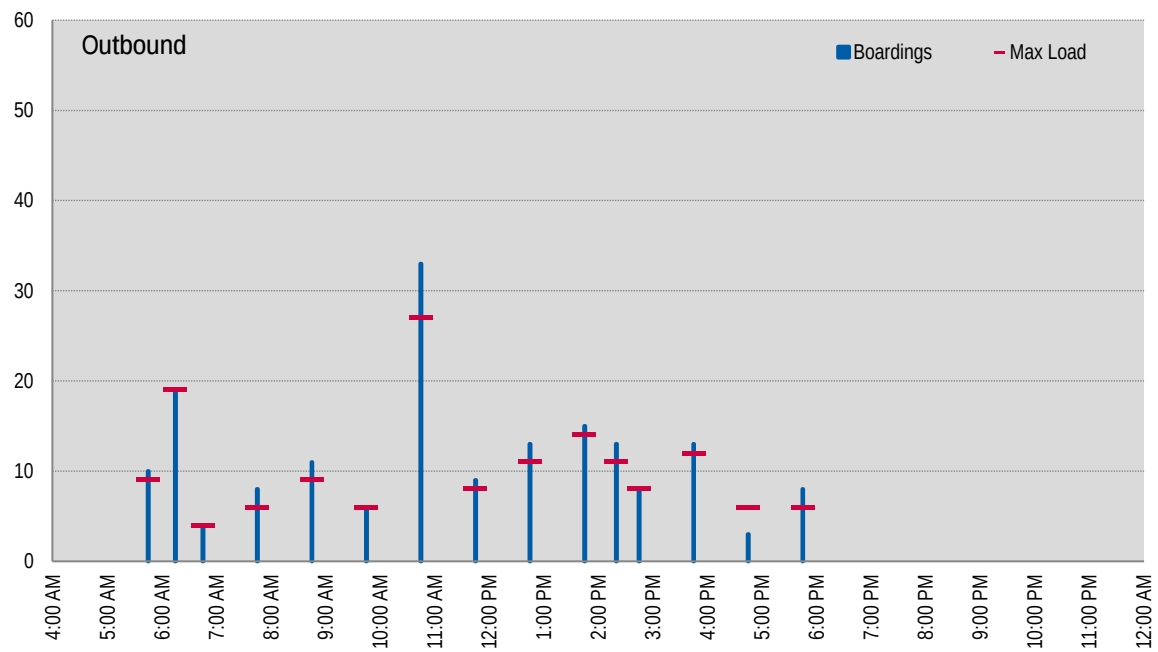
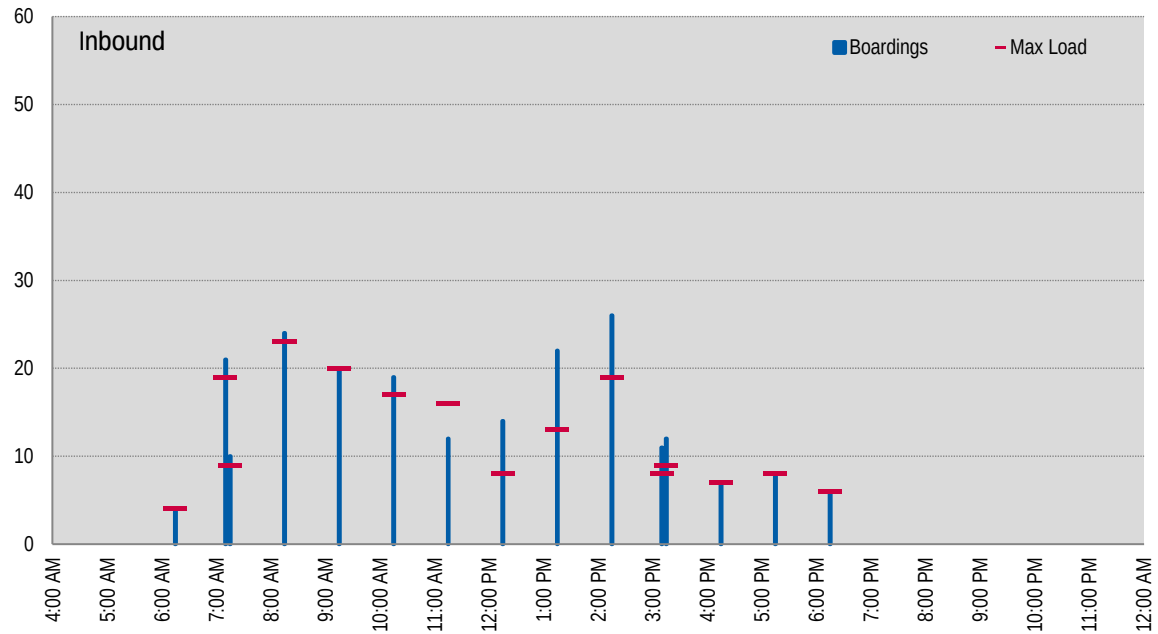


Saturday Outbound Ridership by Stop

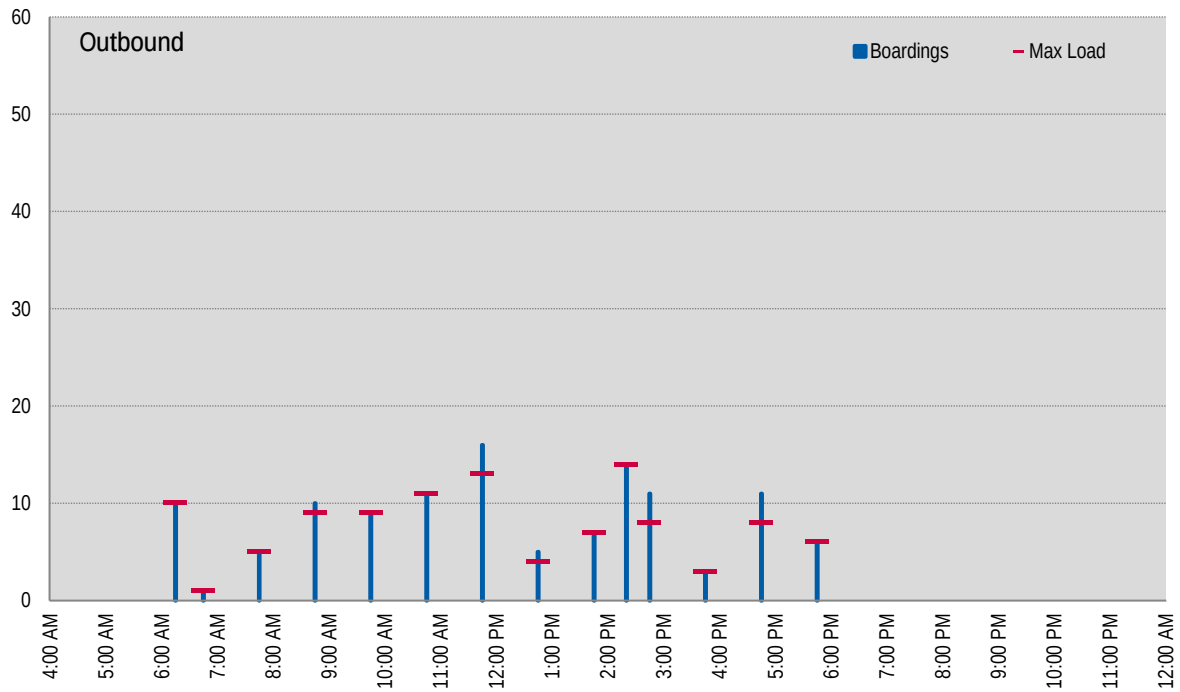
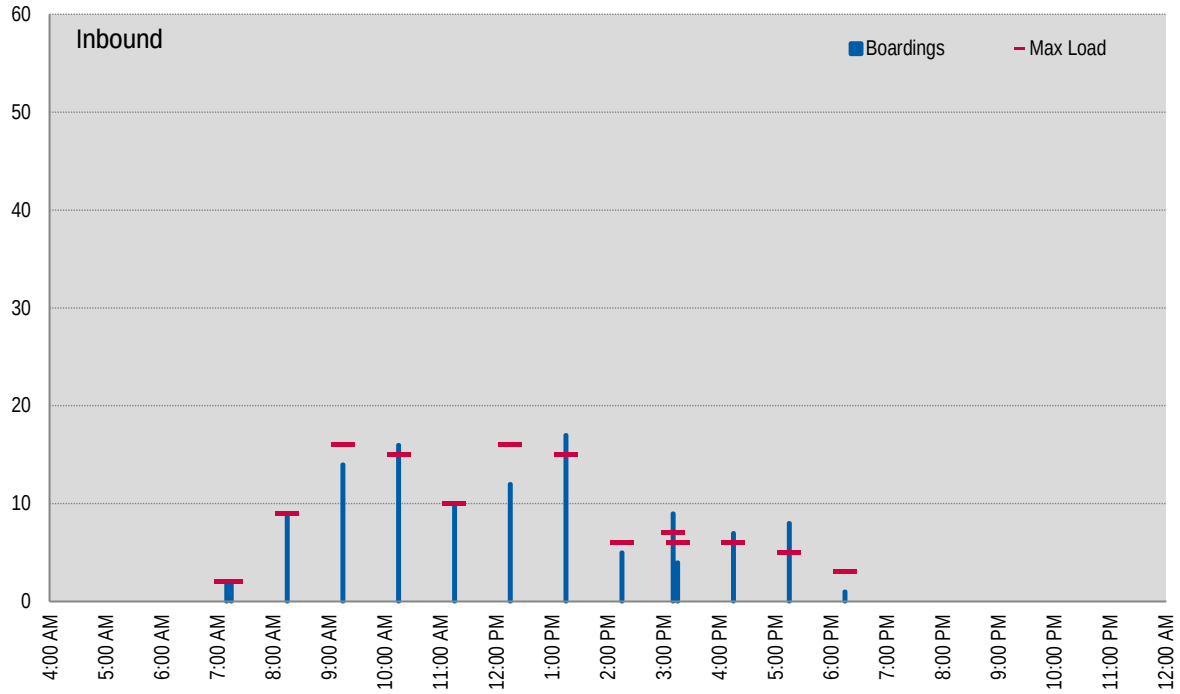


Ridership by Trip

Weekday Ridership by Trip

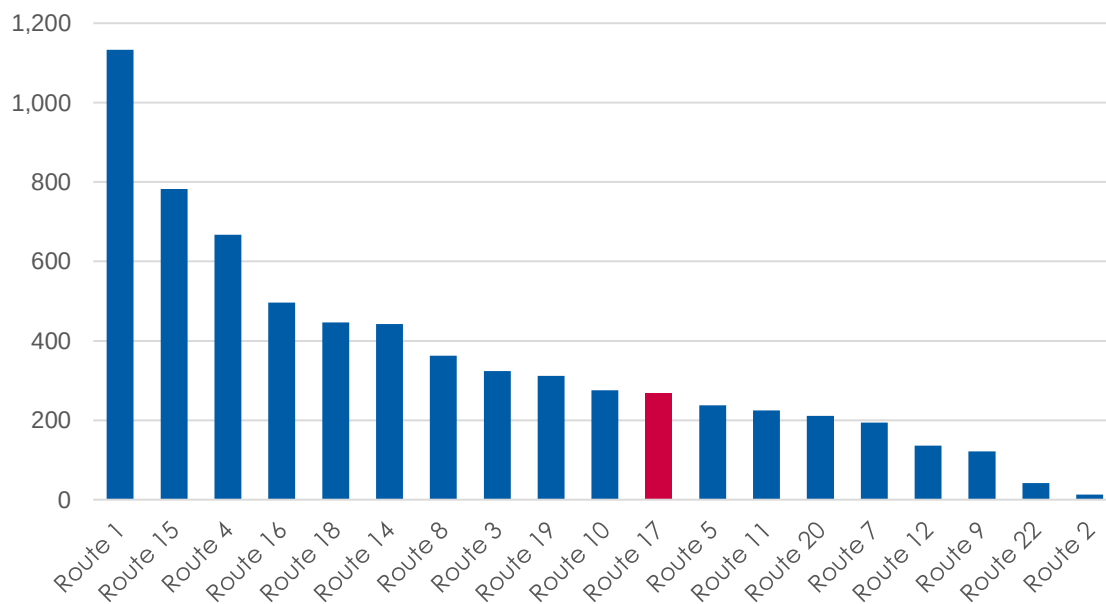


Saturday Ridership by Trip

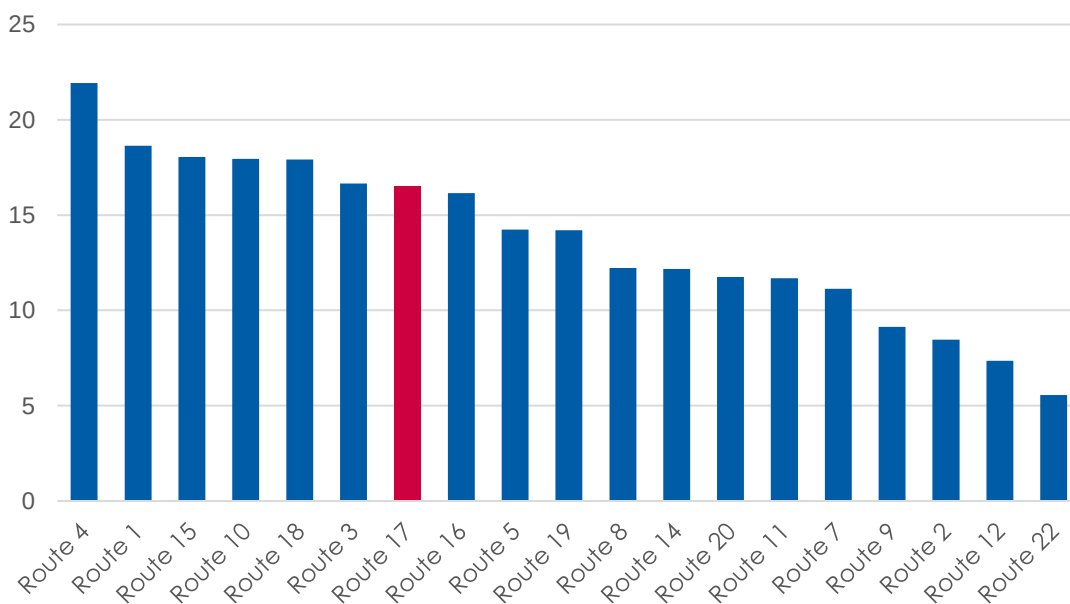


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	989	235
Pax/Revenue Hour	62.2	15.8
BARTA Average	24.0	17.9
Pax/One-Way Trip	33	8.4
BARTA Average	13.0	8.9
Pax/Revenue Mile	5	1.3
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

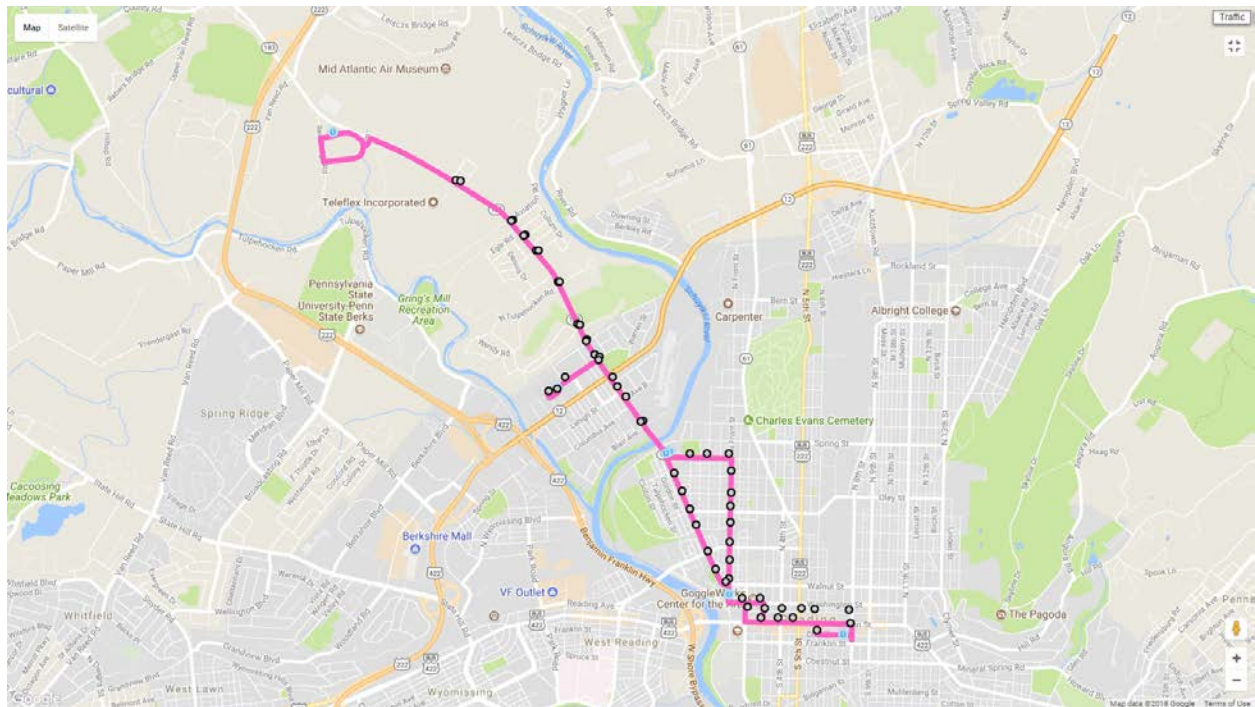
Opportunities to strengthen Route 17 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Redesign Route 17 and Route 18 in tandem. Operate Route 18 to provide more local circulation focused on Reading and serve any deviations. Operate Route 17 to provide more streamlined longer-distance service with fewer deviations.
- Operate Route 18 evening trips to St. Joseph Medical Center as Route 17 trips.
- Serve Jamestown Apartments in both directions or discontinue deviation in order to make service consistent for riders.
- Discontinue deviations to serve Hensler Homes (served outbound only) due to low ridership to make service faster and more consistent, and serve with an alternative service.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 18

Schuylkill Ave



Route Overview

Cities Served

Reading

Major Corridors Served

Schuylkill Avenue, Court Street

Major Activity Centers / Points of Interest

Santander Arena, BARTA Transportation Center, St Joseph Medical Center, Reading Airport, Jamestown Village

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:50 AM to 11:10 PM	20-30/20/60	37/37
Saturday	6:50 AM to 11:10 PM	30/60	28/28
Sunday	11:15 AM to 6:30 PM	60/—	8/8

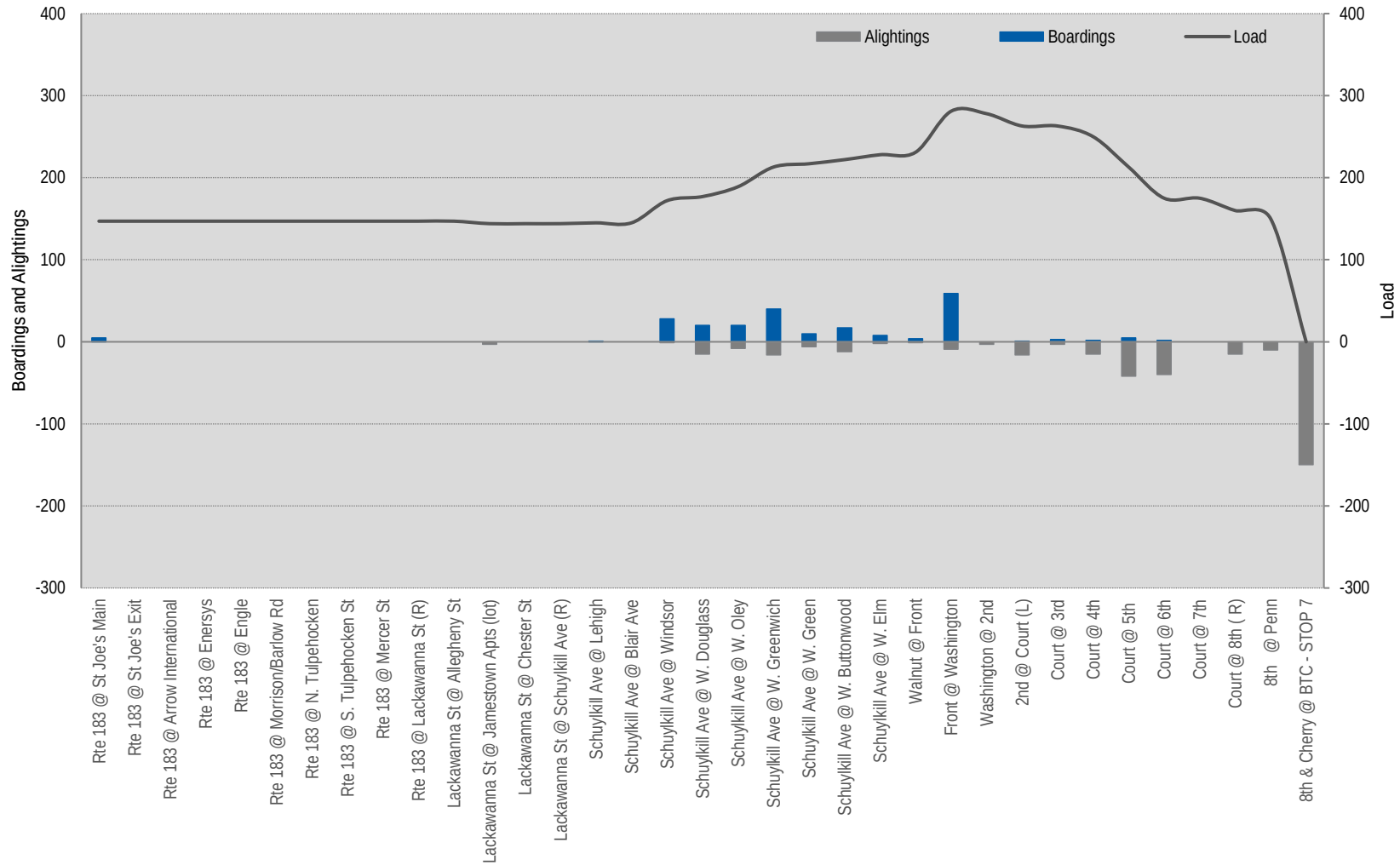
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

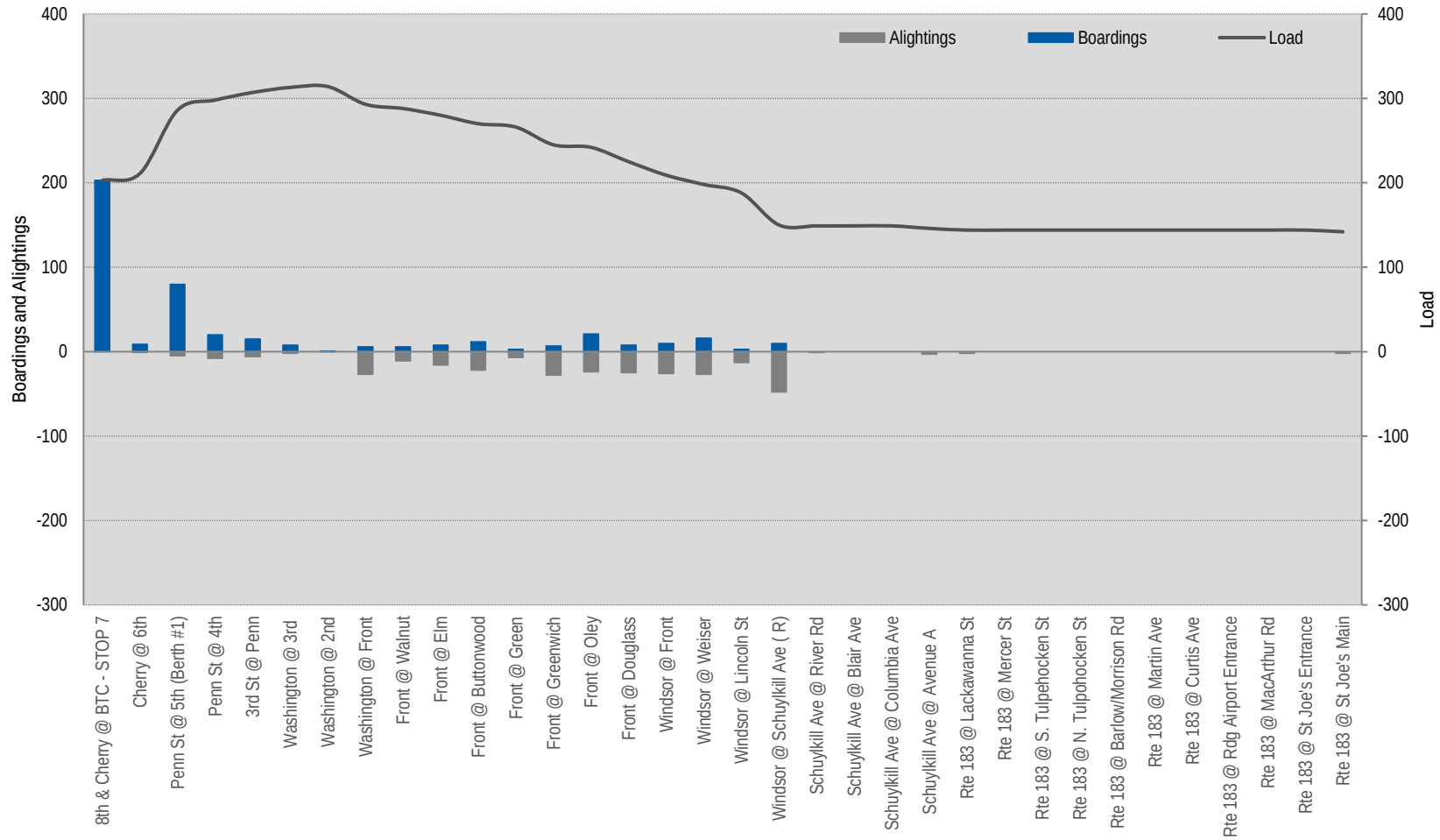
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Schuylkill Ave @ Windsor	28/1	8th & Cherry @ BTC	203/0
Schuylkill Ave @ W. Douglass	20/15	Penn St @ 5th	80/5
Schuylkill Ave @ W. Oley	20/8	Penn St @ 4th	20/8
Schuylkill Ave @ W. Greenwich	40/16	3rd St @ Penn	15/6
Schuylkill Ave @ W. Green	10/6	Washington @ Front	6/27
Schuylkill Ave @ Lehigh	51/1	Front @ Walnut	6/11
Schuylkill Ave @ W. Buttonwood	17/12	Front @ Elm	8/16
Front @ Washington	59/9	Front @ Buttonwood	12/22
2nd @ Court	1/16	Front @ Greenwich	7/28
Court @ 4th	2/15	Front @ Oley	21/24
Court @ 5th	5/42	Front @ Douglass	8/25
Court @ 6th	2/40	Windsor @ Front	10/26
Court @ 8th	0/15	Windsor @ Weiser	16/27
8th @ Penn	0/10	Windsor @ Lincoln St	3/13
8th & Cherry @ BTC	0/150	Windsor @ Schuylkill Ave	10/48

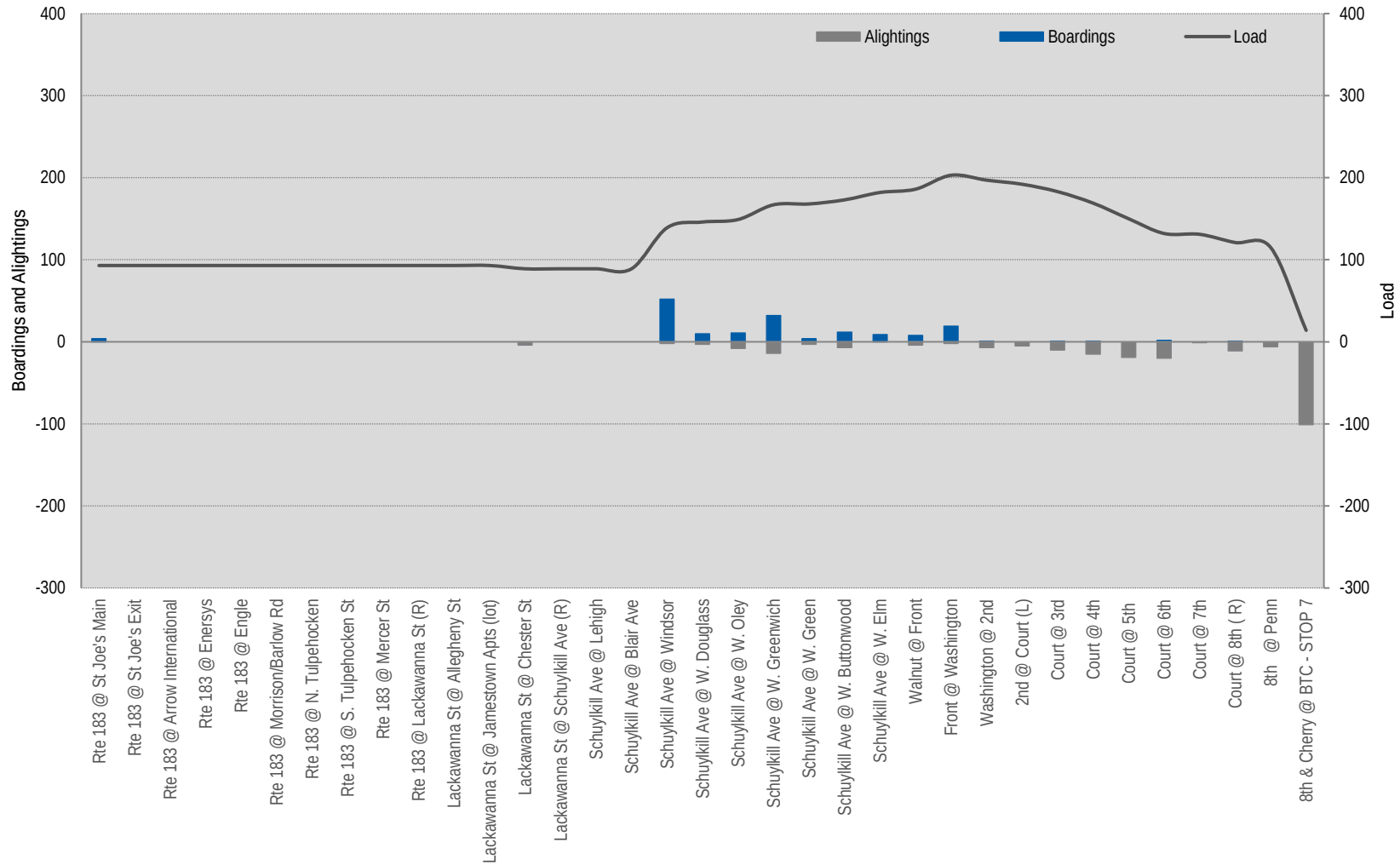
Weekday Inbound Ridership by Stop



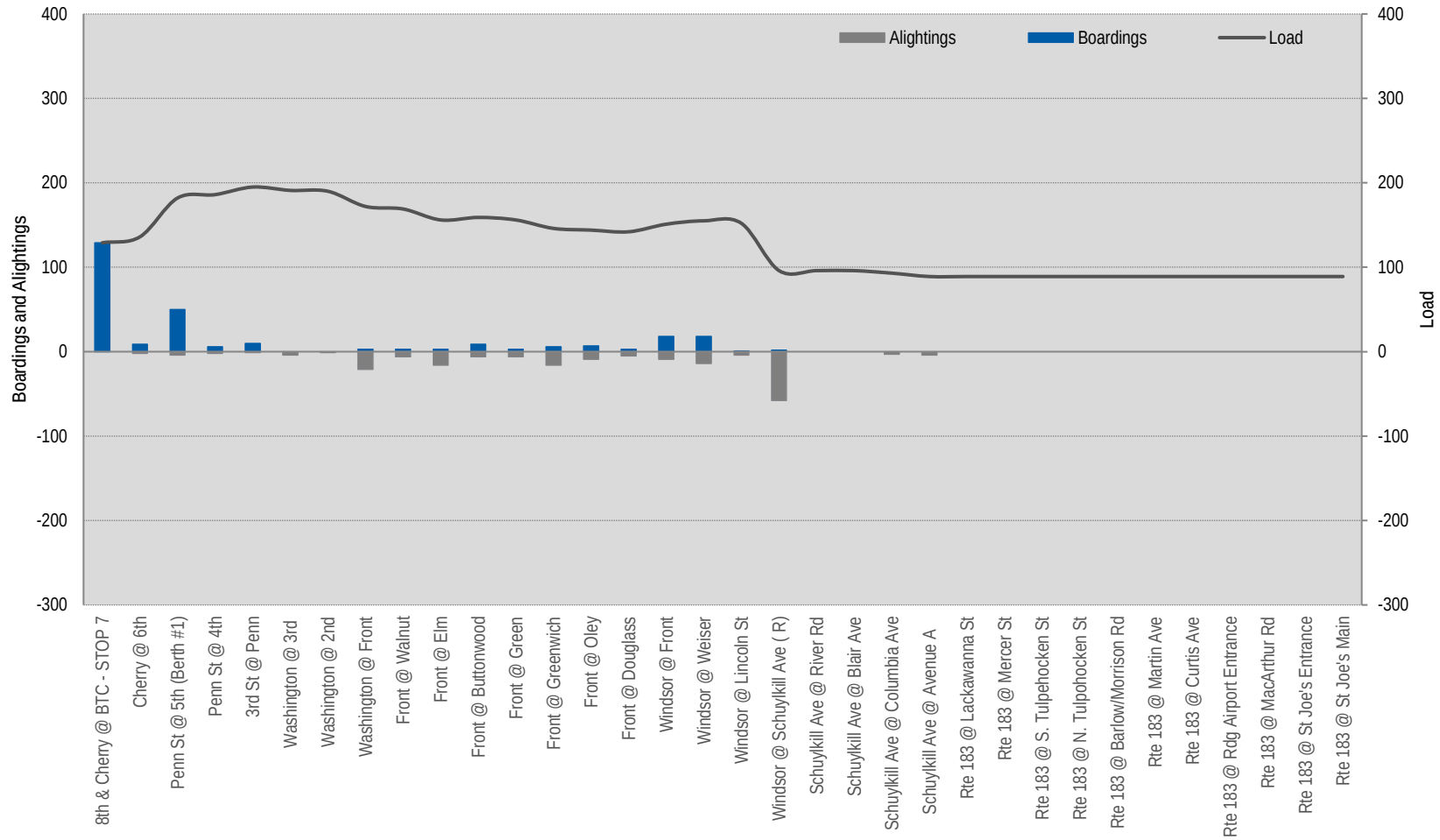
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

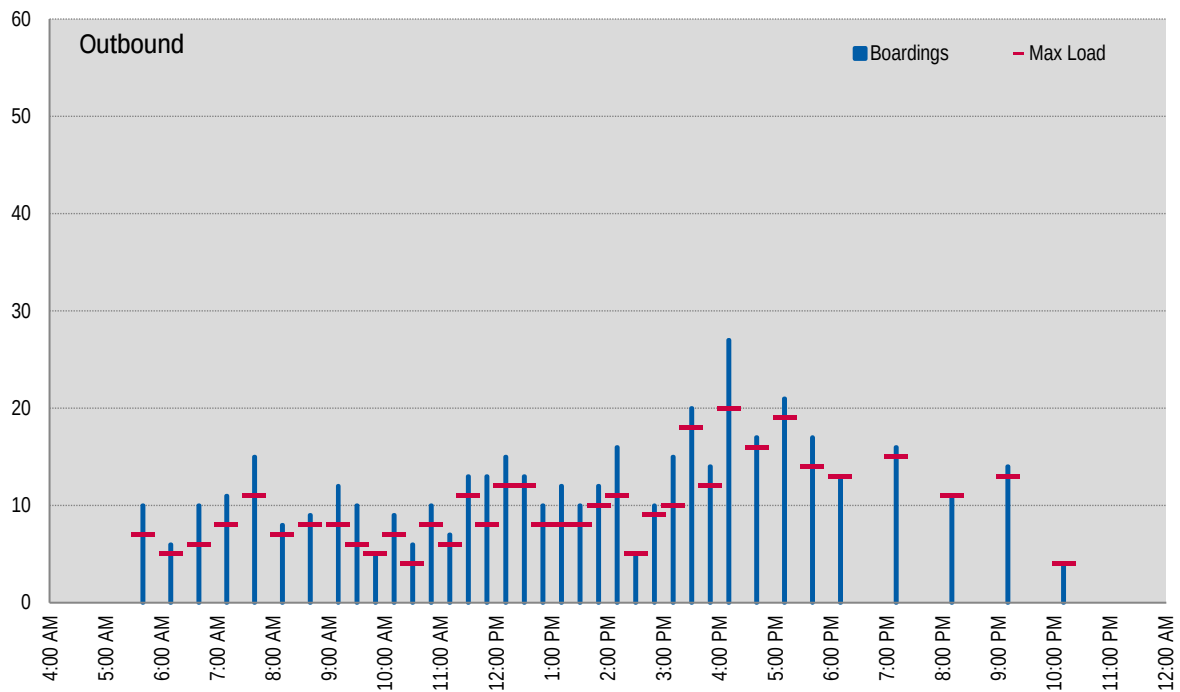
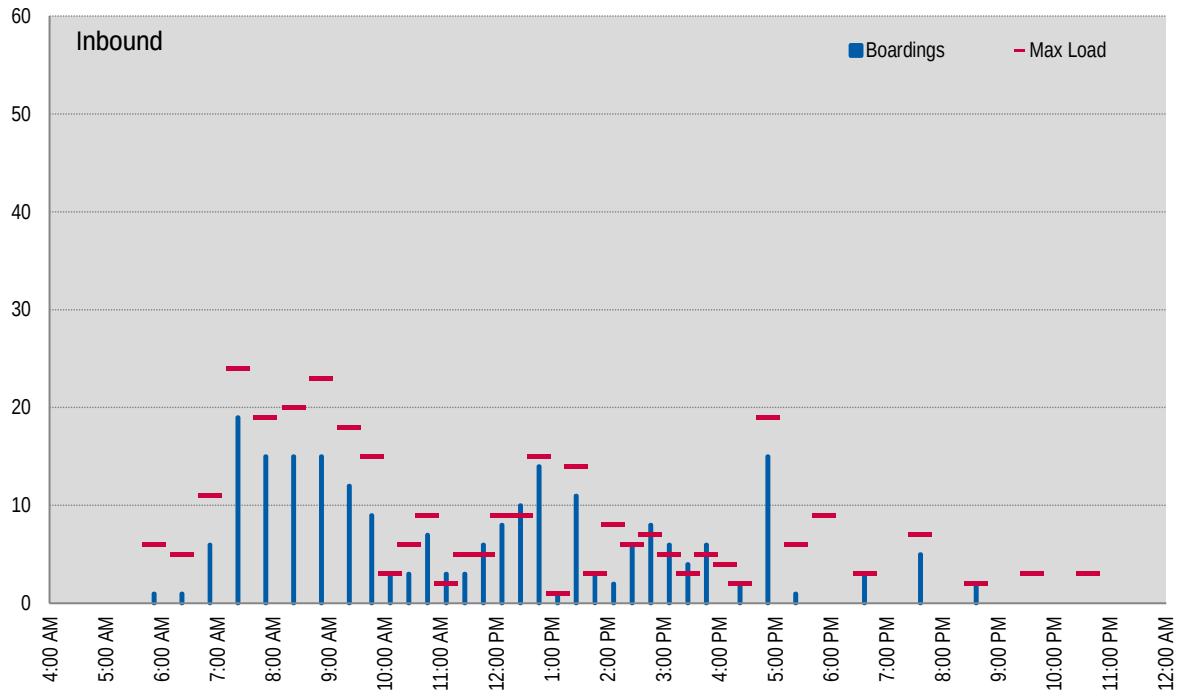


Saturday Outbound Ridership by Stop

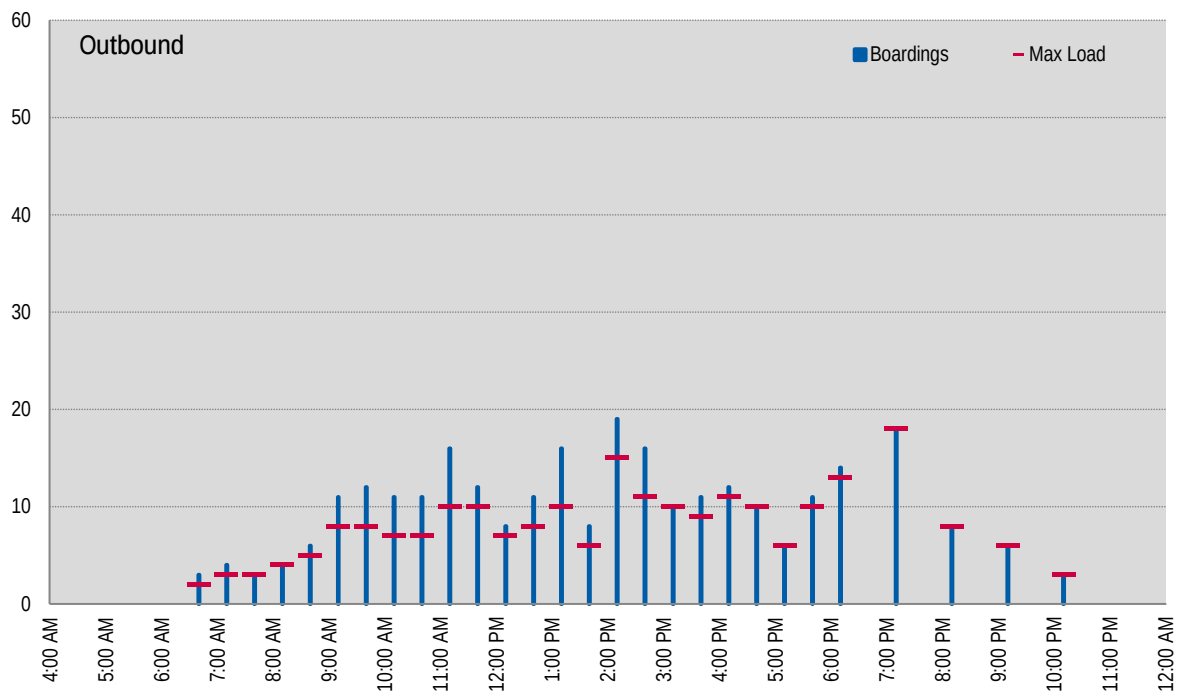
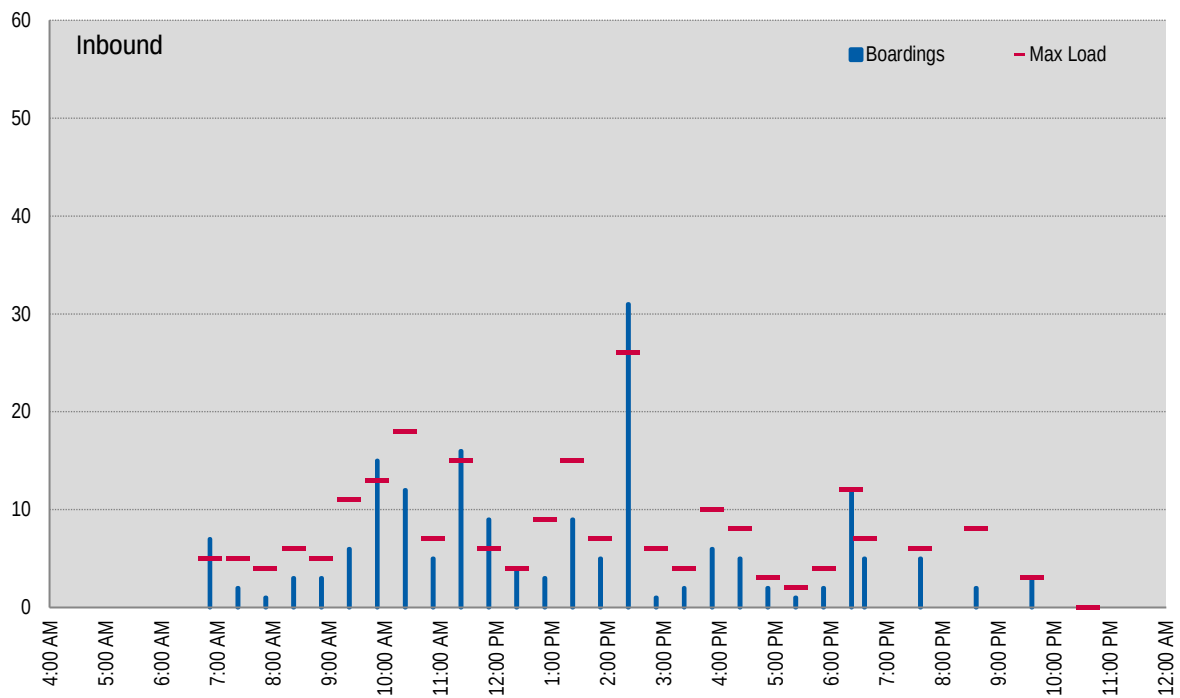


Ridership by Trip

Weekday Ridership by Trip

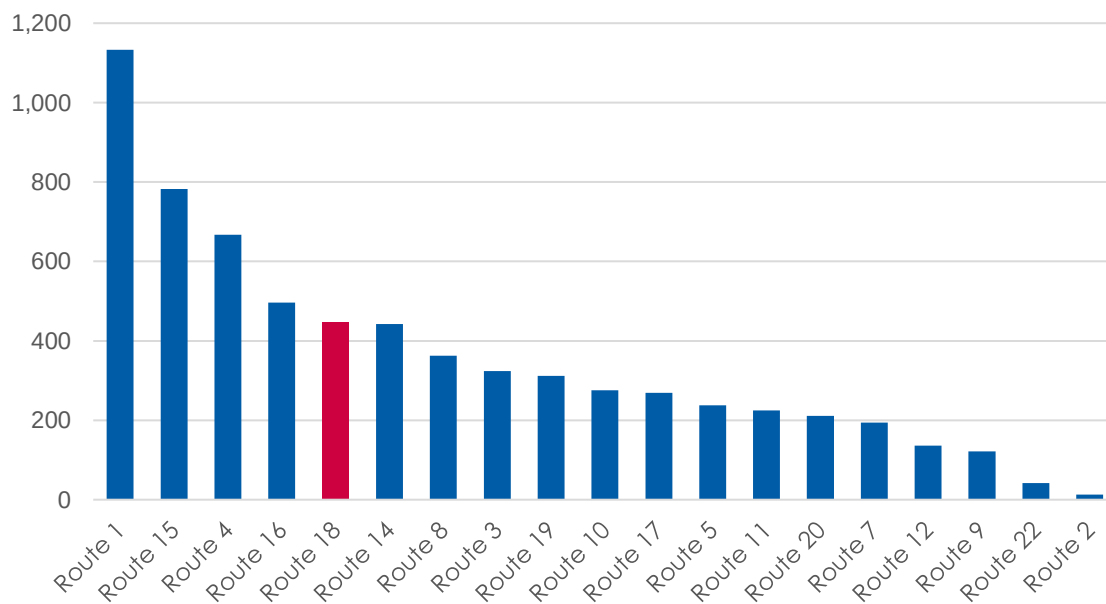


Saturday Ridership by Trip

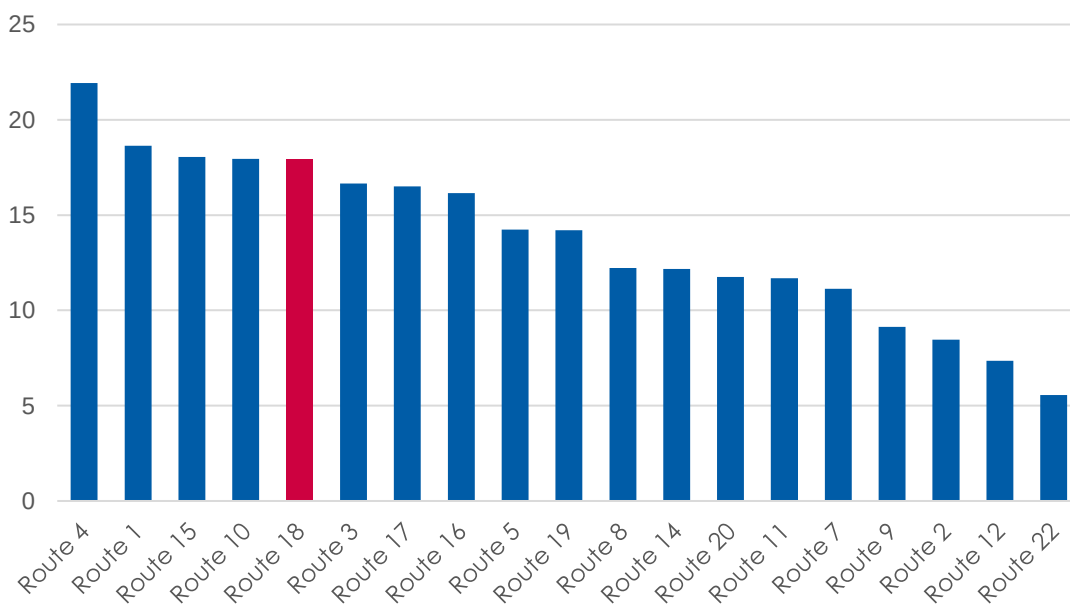


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	671	447
Pax/Revenue Hour	27.6	27.1
BARTA Average	24.0	18.9
Pax/One-Way Trip	9.1	8
BARTA Average	13.0	8.9
Pax/Revenue Mile	3.5	2.9
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

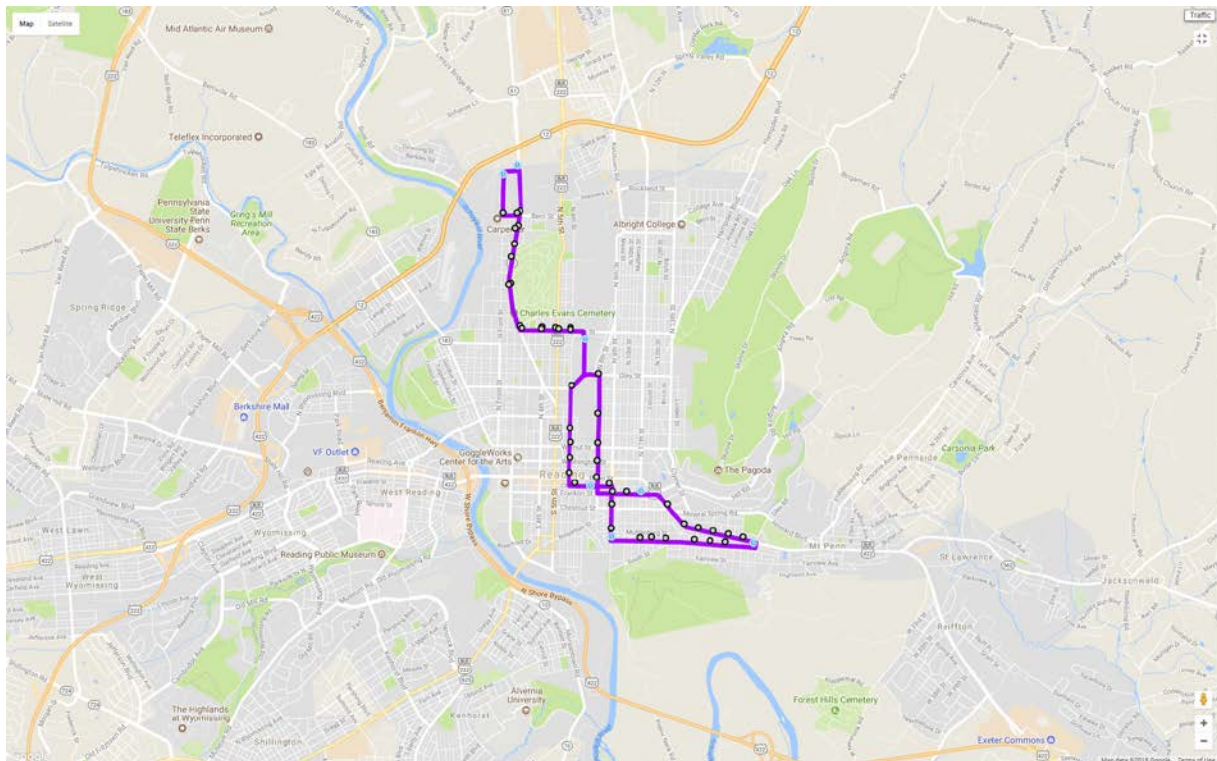
Opportunities to strengthen Route 18 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Redesign Route 17 and Route 18 in tandem. Operate Route 18 to provide more local circulation focused on Reading and any deviations. Operate Route 17 to provide more streamlined longer-distance service with fewer deviations.
- Redesign Route 18 to operate bidirectional service primary on Schuylkill Avenue instead of Schuylkill Avenue southbound/Front Street and Windsor Street northbound.
- Operate Route 18 evening trips to St. Joseph Medical Center as Route 17 trips.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 19

Riverside/First Energy Stadium/Cotton St. via BTC



Route Overview

Cities Served

Reading

Major Corridors Served

Centre Avenue, 6th/8th Streets, Perkiomen Avenue, Cotton Street

Major Activity Centers / Points of Interest

FirstEnergy Stadium/Park-and-Ride Lot, Riverside Elementary School, Northwest Jr. High School, Historical Society of Berks County, Santander Arena, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:30 AM to 9:30 PM	30/30/30	24/24
Saturday	7 AM to 9:30 PM	60/60	15/16
Sunday	11:30 AM to 6:45 PM	60/60	8/8

Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

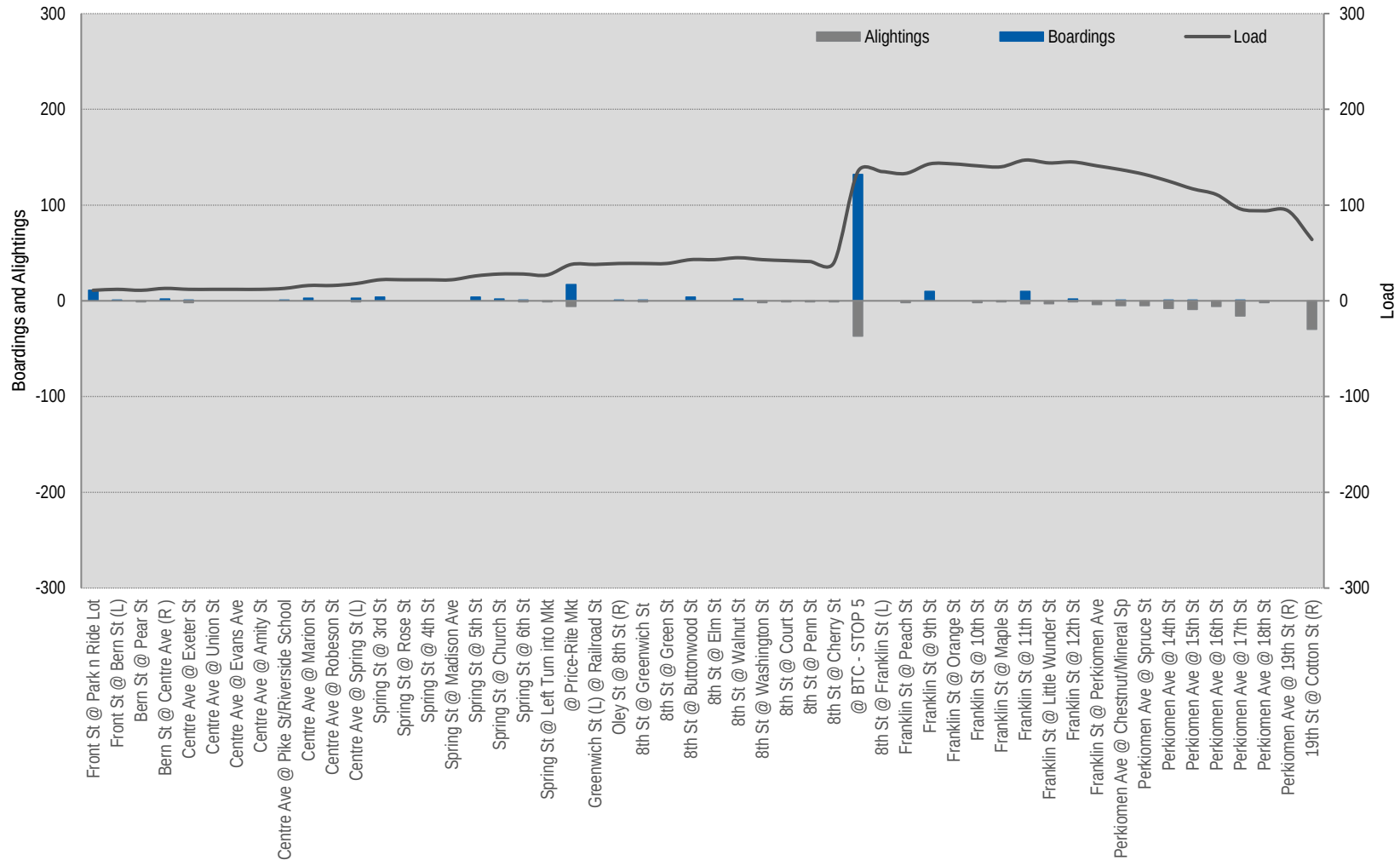
Ridership by Stop

Highest Ridership Stops (10 or More Daily Boardings & Alightings)

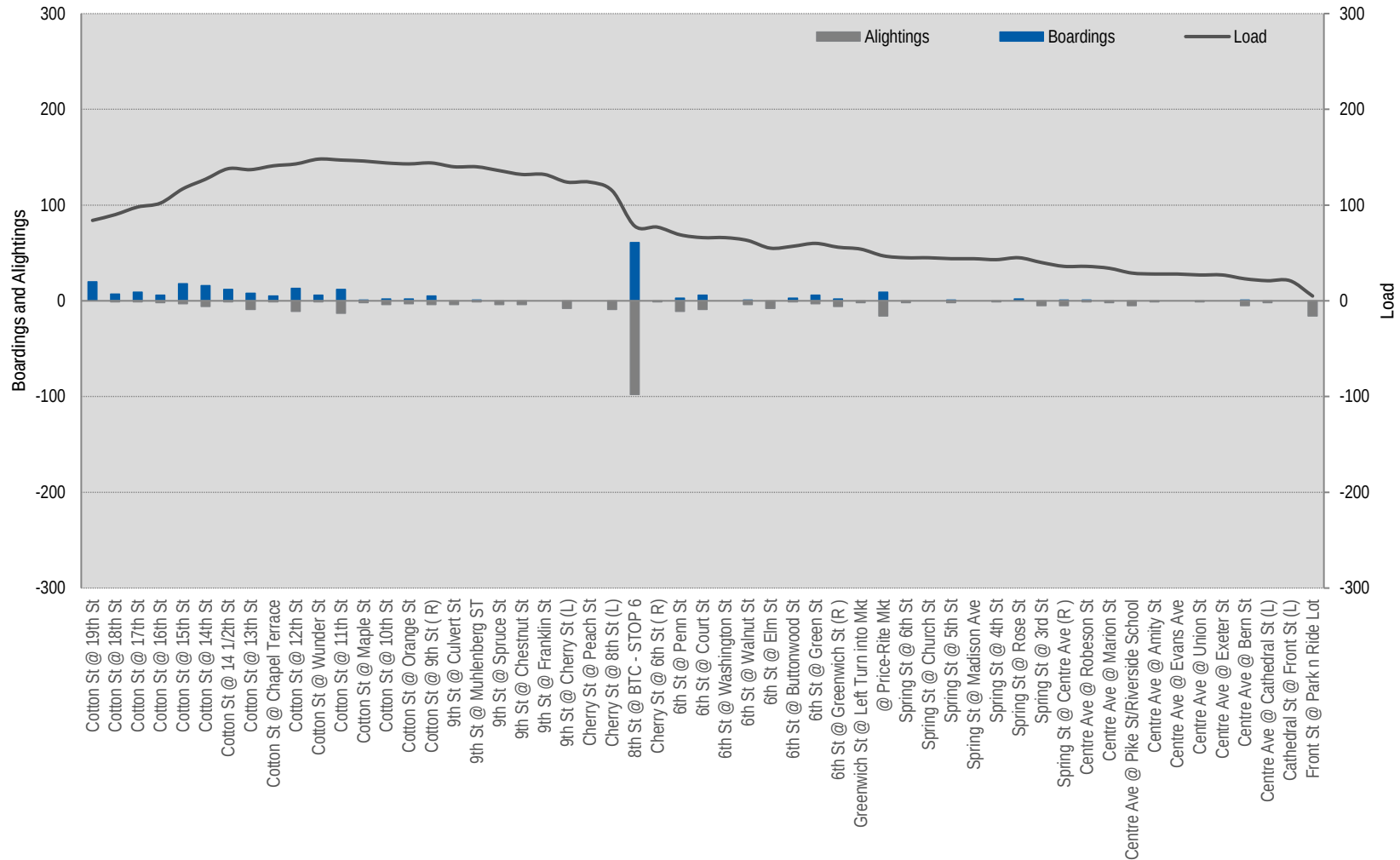
INBOUND STOPS	INBOUND ONs / OFFs
Front St @ Park n Ride Lot	11/0
Spring St @ Price-Rite Mkt	17/6
8 th St @ BTC	132/7
Franklin St @ 9th St	10/0
Franklin St @ 11th St	10/3
Perkiomen Ave @ 17th St	1/16
19th St @ Cotton St	0/30

OUTBOUND STOPS	OUTBOUND ONs / OFFs
Cotton St @ 19th St	20/0
Cotton St @ 15th St	18/3
Cotton St @ 14th St	16/6
Cotton St @ 14 1/2th St	12/1
Cotton St @ 12th St	13/11
Cotton St @ 11th St	12/13
8th St @ BTC	61/98
6th St @ Penn St	3/11
Greenwich St @ Price-Rite Mkt	9/16
Front St @ Park n Ride Lot	0/16

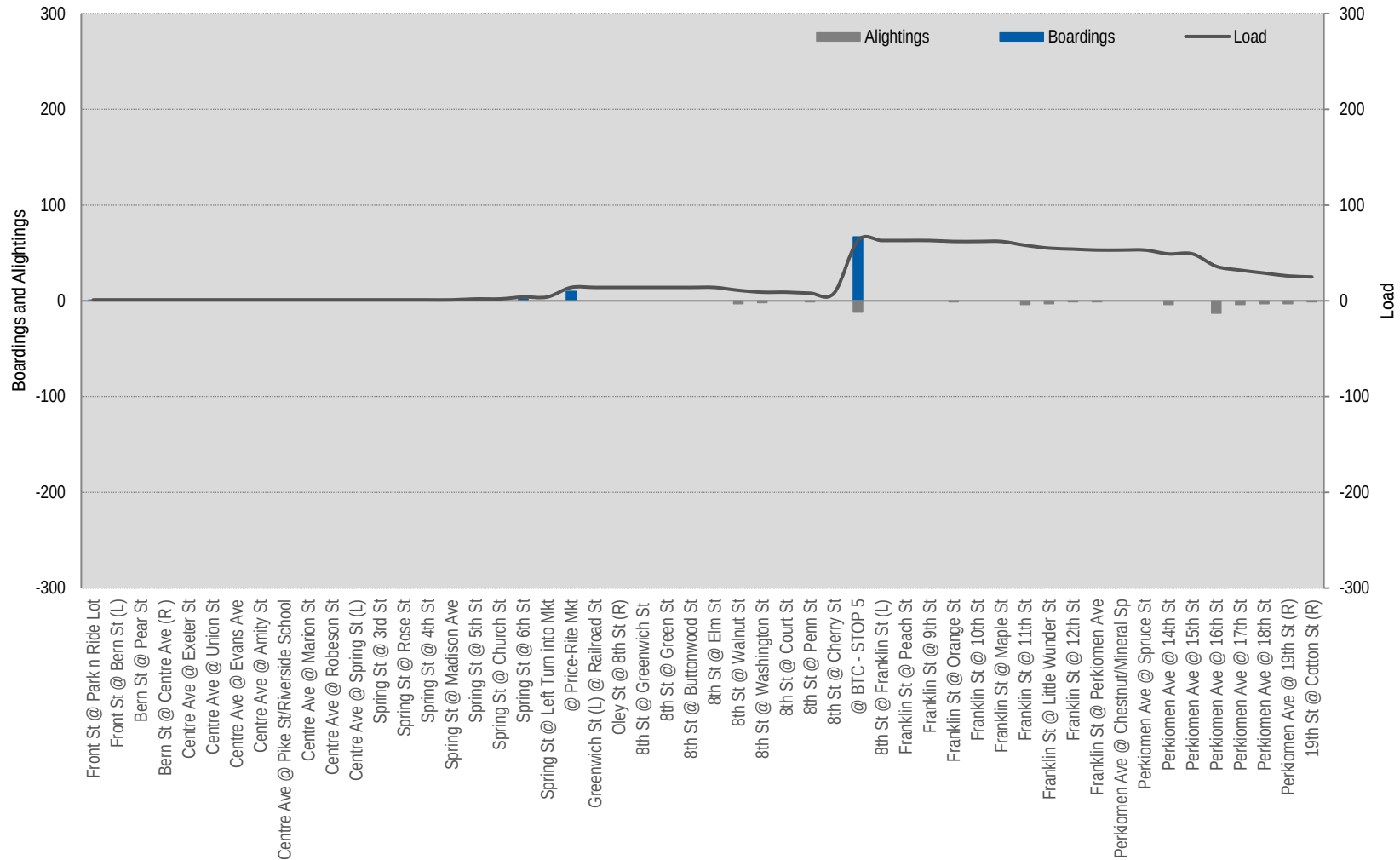
Weekday Inbound Ridership by Stop



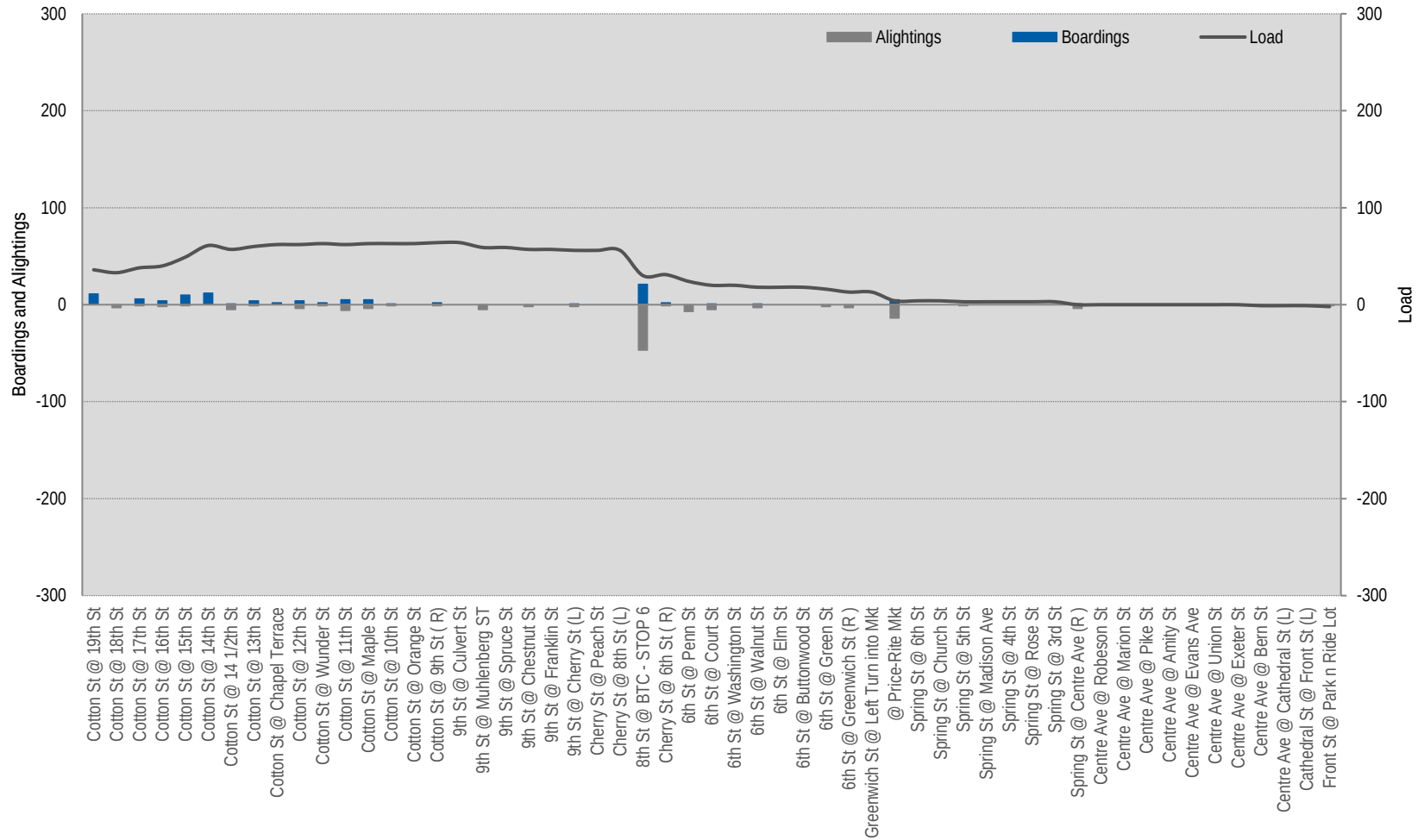
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

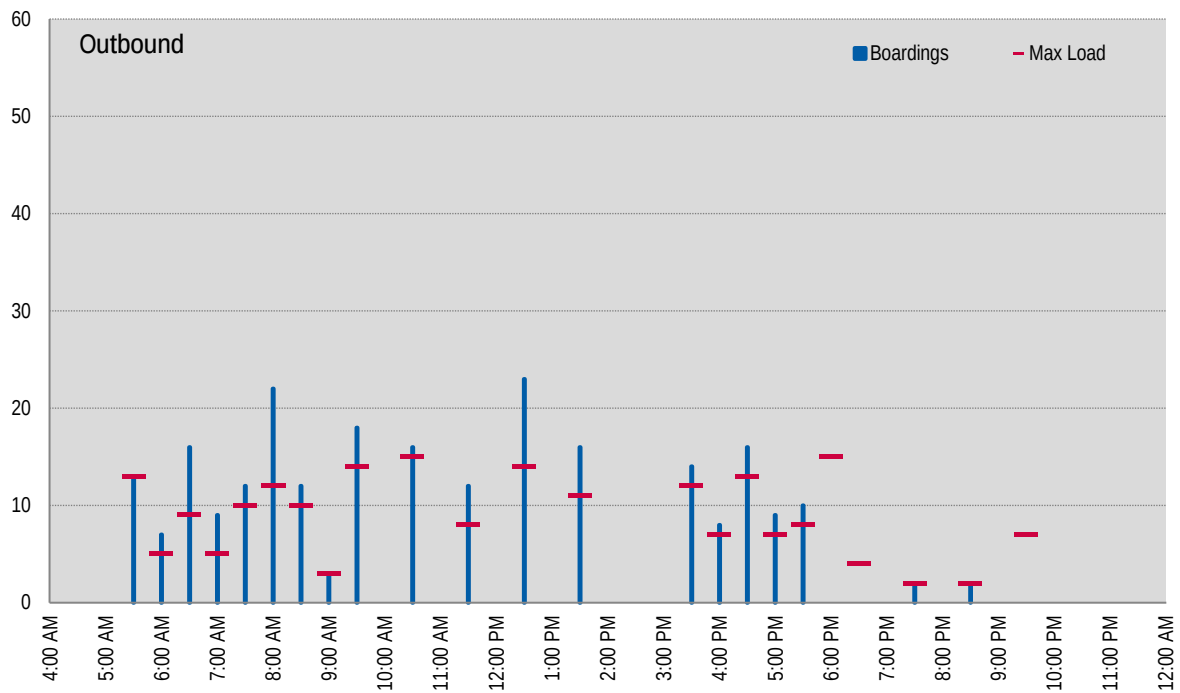
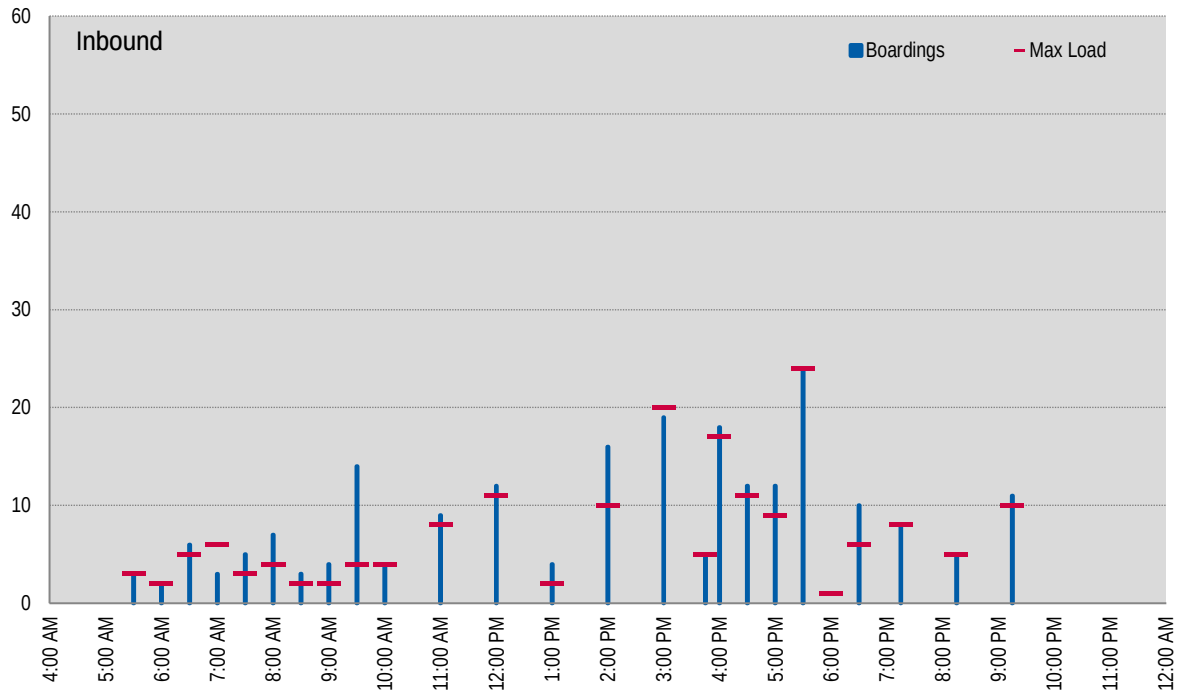


Saturday Outbound Ridership by Stop

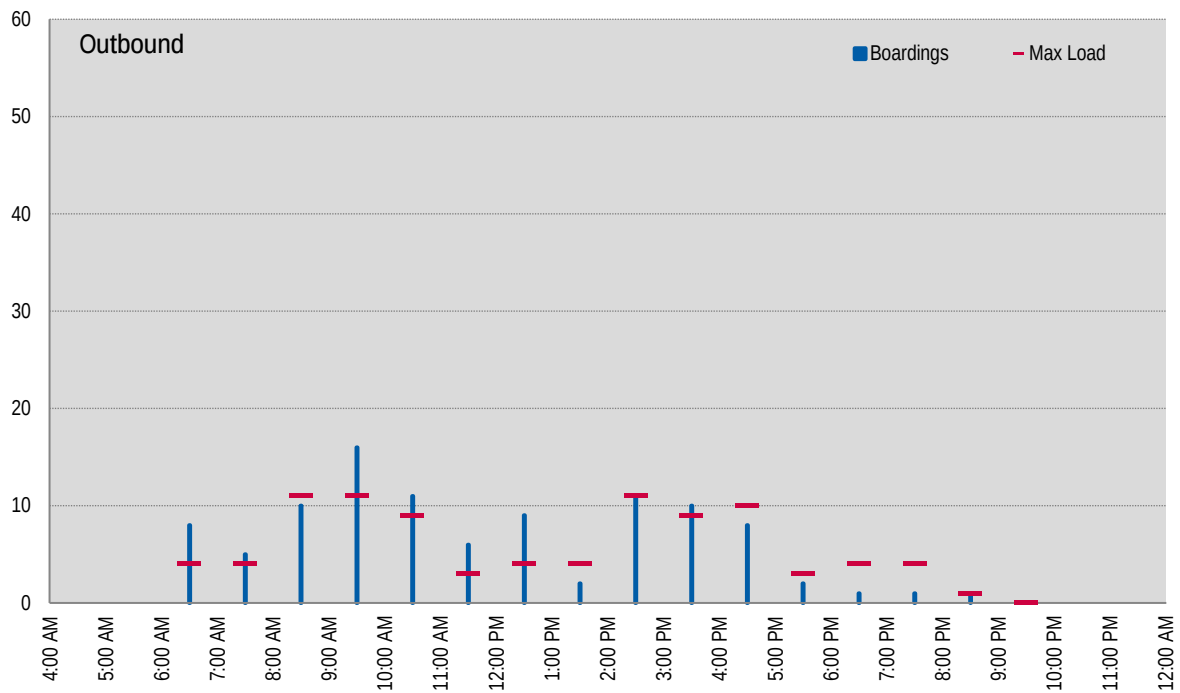
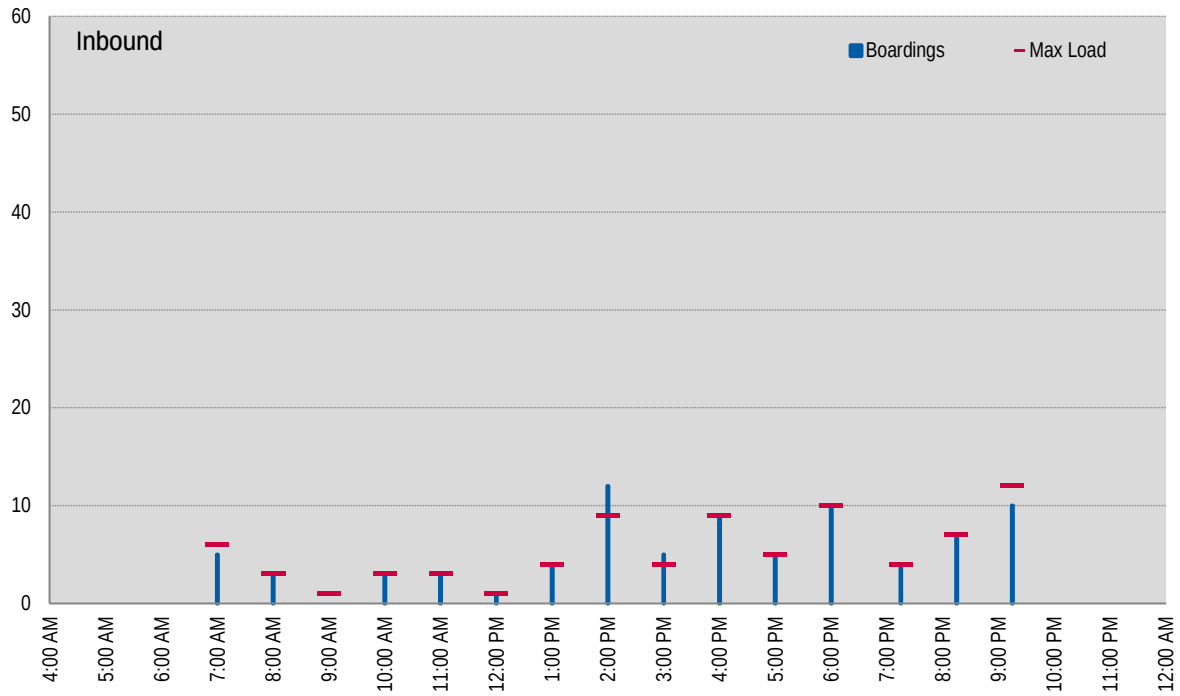


Ridership by Trip

Weekday Ridership by Trip

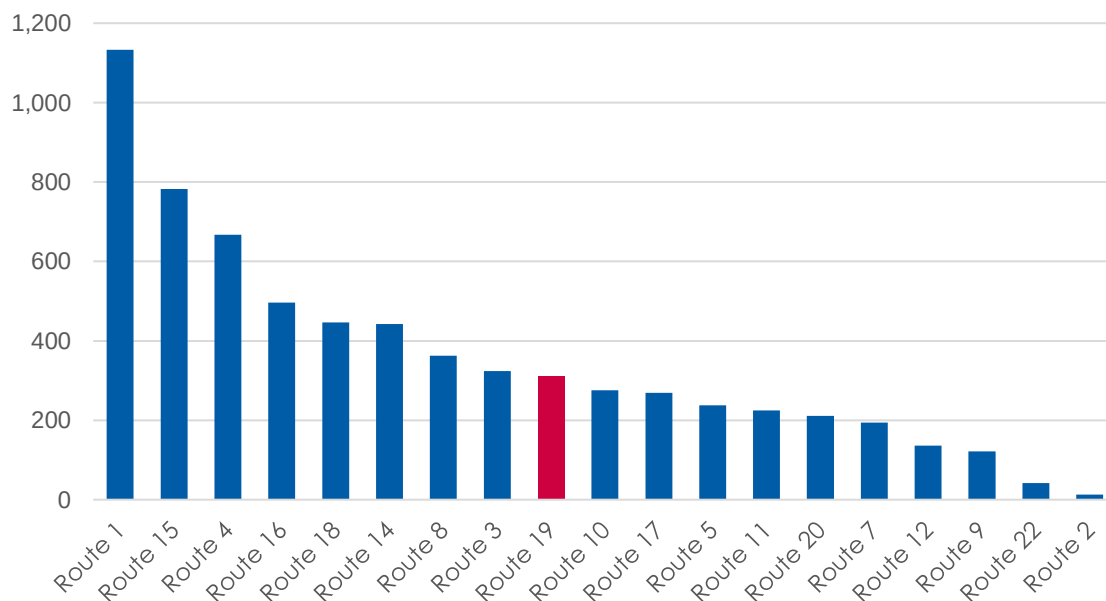


Saturday Ridership by Trip

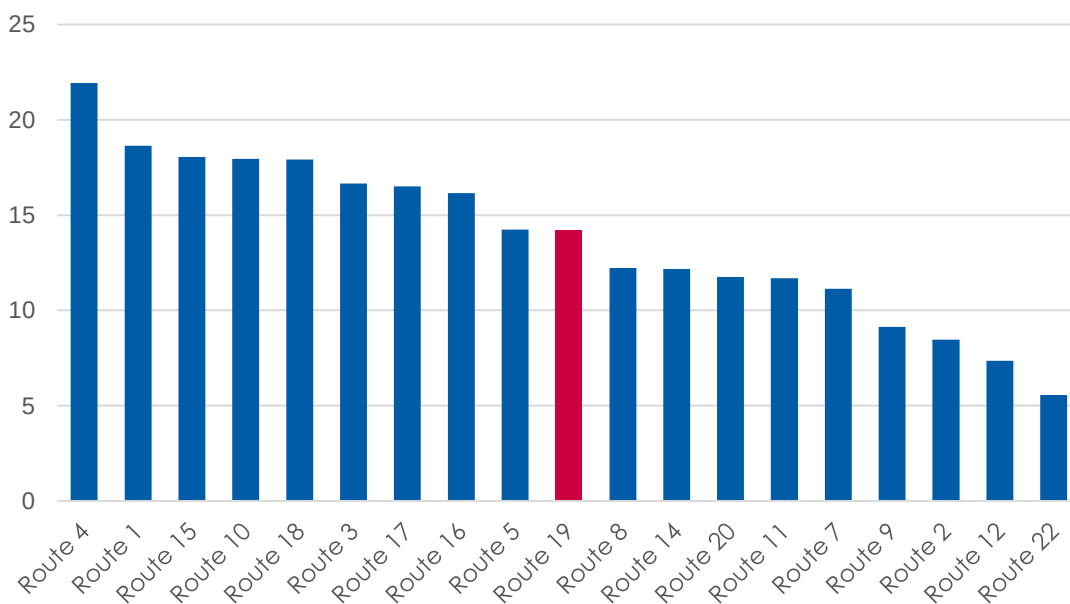


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	456	182
Pax/Revenue Hour	21.3	13
BARTA Average	24.0	17.9
Pax/One-Way Trip	9.5	7.6
BARTA Average	13.0	8.9
Pax/Revenue Mile	2.4	1.5
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

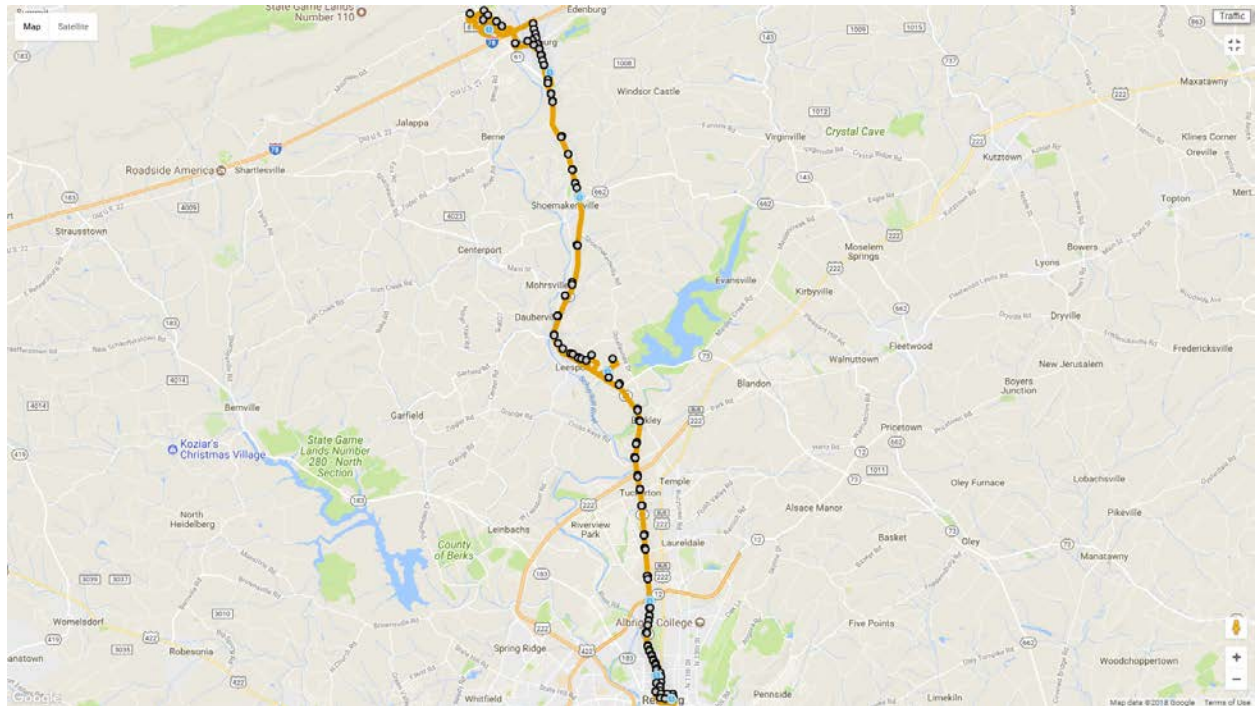
Opportunities to strengthen Route 19 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate bidirectional service along 5th Streets in conjunction with Route 1 to the north and Cotton Street to the south, since Perkiomen Avenue is already served by Route 7 and Route 8.
- Consolidate stops to speed travel times and improve reliability.
- On Saturdays, discontinue service north of Price-Rite (along Spring Street and Centre Avenue to FirstEnergy Stadium/Park-and-Ride Lot) due to low ridership.
- Extend the route to the Fairgrounds Square Shopping Mall. This would provide a larger trip generator on the northern end of the route and would all for an additional transfer point with the Route 1.
- Extend the southern end of the route to the Goodwill Outlet Center. This would provide service to an unserved location.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 20

Hamburg



Route Overview

Cities Served

Reading, Muhlenberg, Leesport, Shoemakersville, Hamburg

Major Corridors Served

Centre Avenue, Pottsville Pike

Major Activity Centers / Points of Interest

Cabela's Shopping Center, Hamburg Park-and-Ride, Leesport Park-and-Ride, Ashley Furniture Factory, Santander Arena, BARTA Transit Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5 AM to 12 AM	60/2 trips/1 trip	9/9
Saturday	5 AM to 12 AM	60/1 trip	9/9

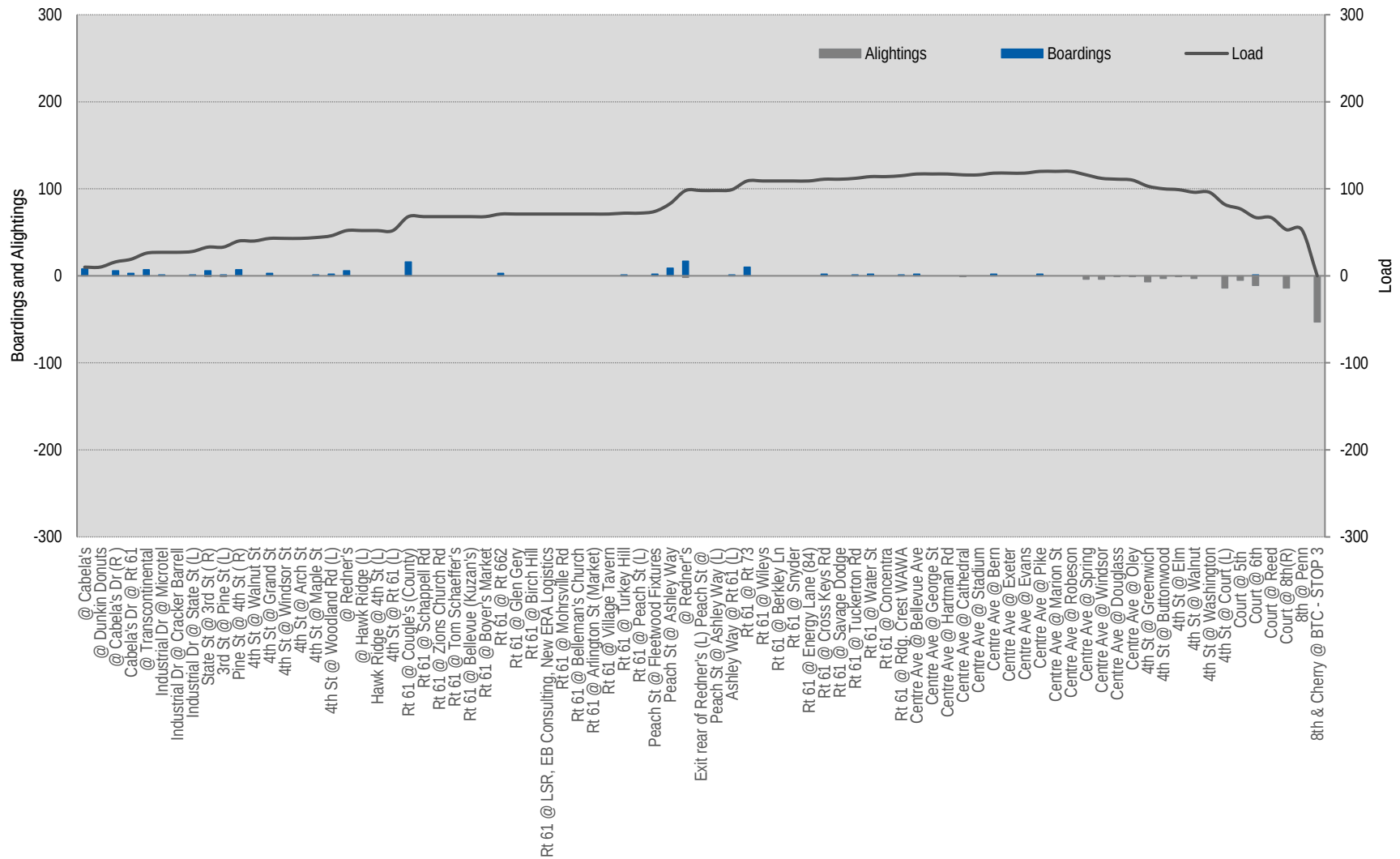
Peak frequencies are calculated for service that operates 6 AM – 9 AM and 3 PM – 6 PM. Midday service is 9 AM – 3 PM. Evening service is for service after 6 PM. Saturday and Sunday frequencies are shown as AM/PM.

Ridership by Stop

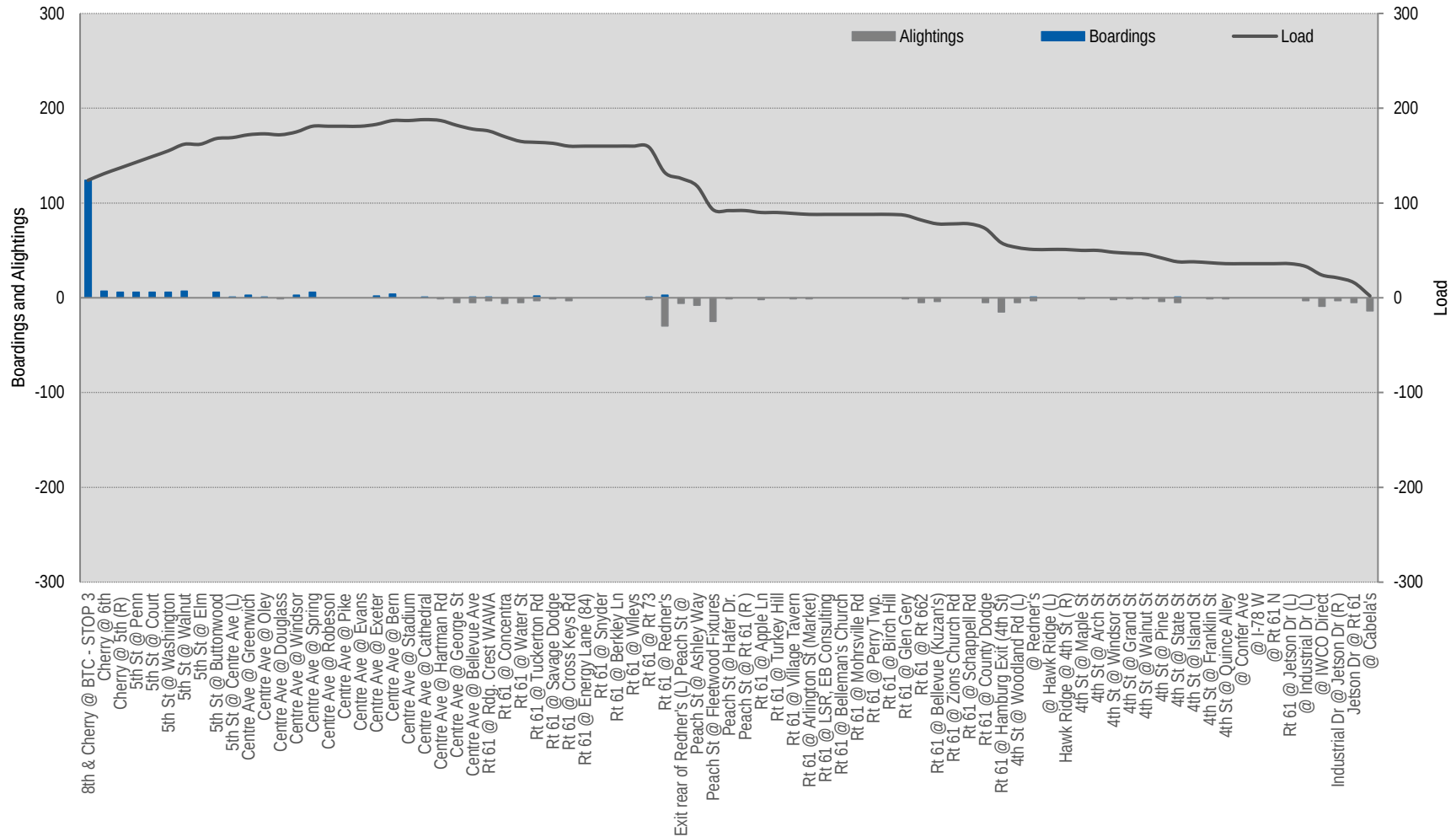
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
Peach St @ Redners	17/2	8th & Cherry @ BTC	124/0
Route 61 @ Cogle's	16/0	Route 61 @ Redner's	3/30
Route 61 @ Rt 73	10/0	Peach St @ Fleetwood Fixtures	0/25
4th St @ Court	0/14	Route 61 @ Hamburg Exit (4th St)	0/15
Court @ 6th	1/11	Cabela's	0/14
Court @ 8th(R)	0/14		
8th & Cherry @ BTC	0/53		

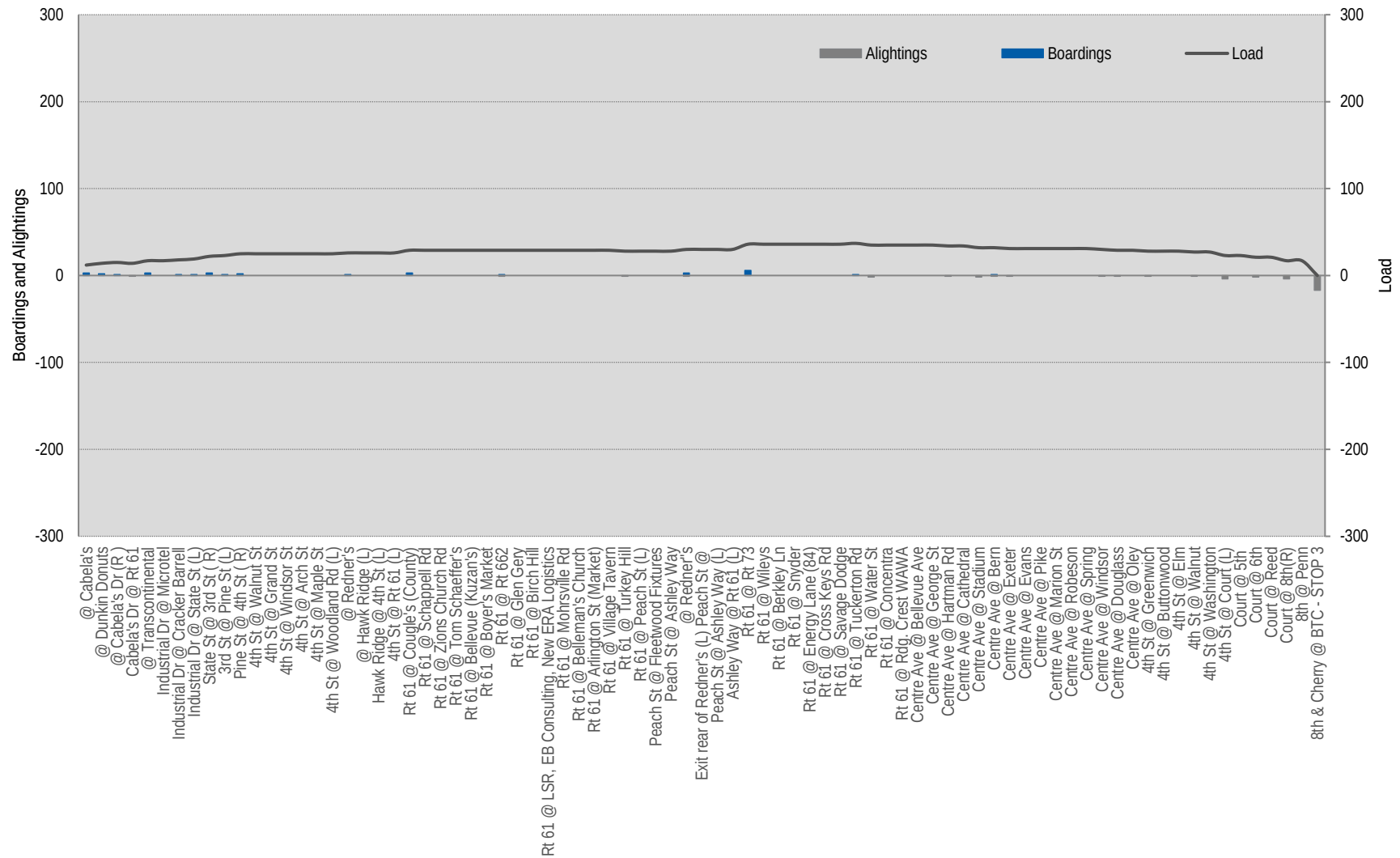
Weekday Inbound Ridership by Stop



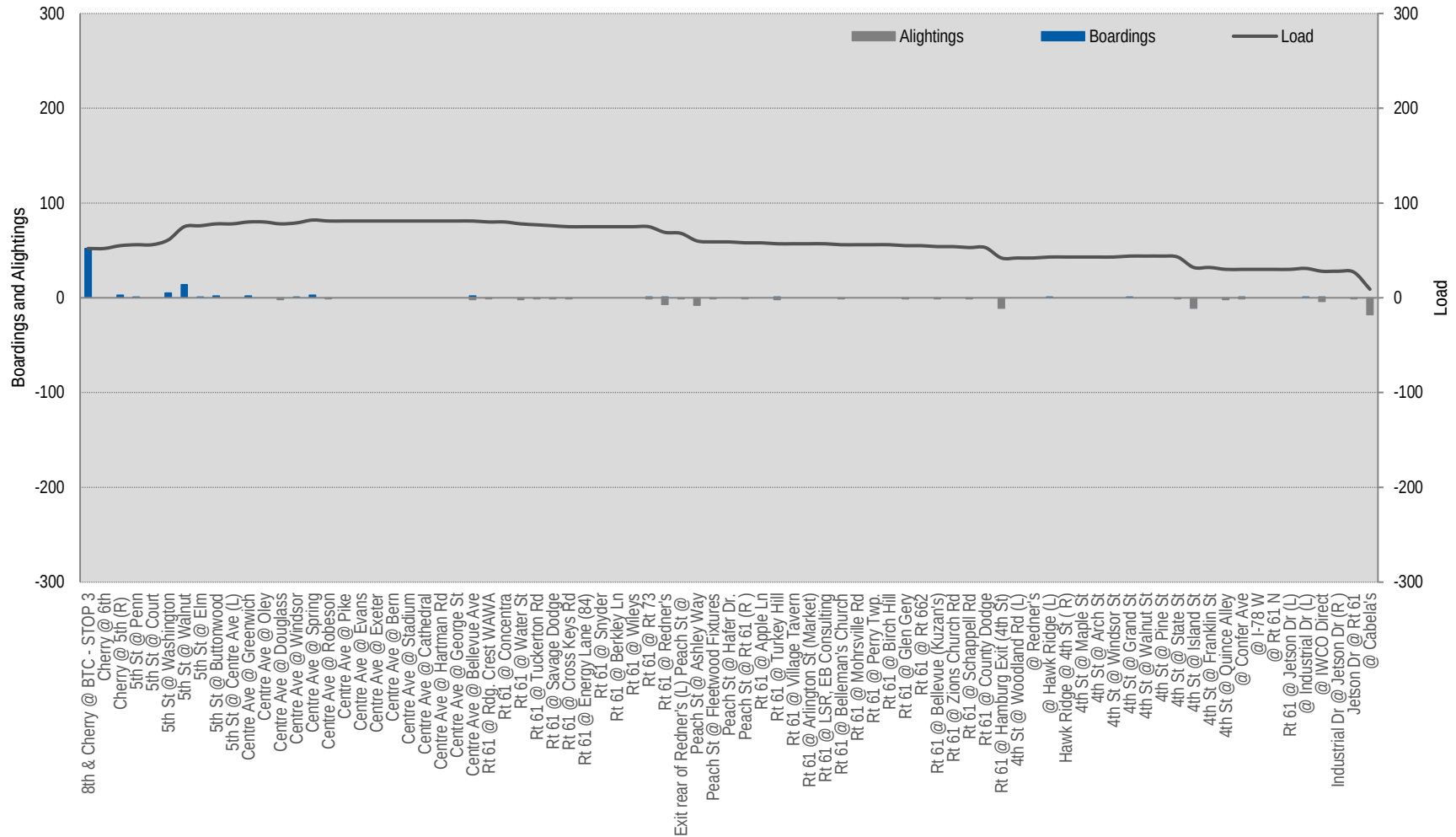
Weekday Outbound Ridership by Stop



Saturday Inbound Ridership by Stop

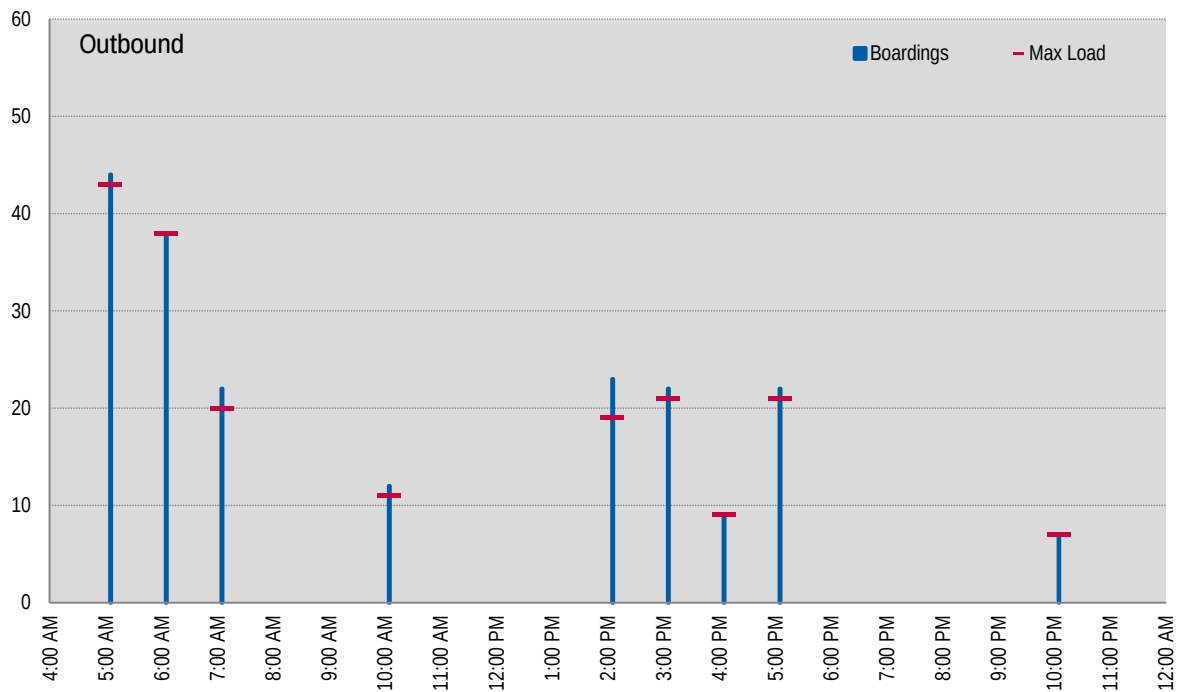
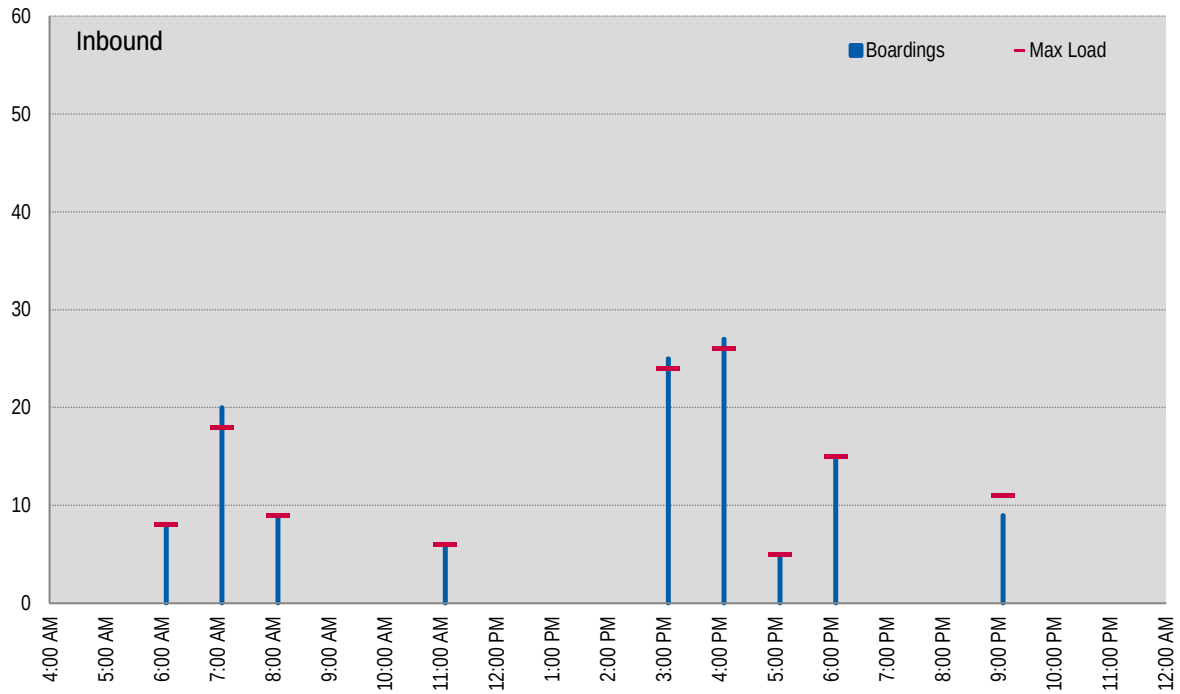


Saturday Outbound Ridership by Stop

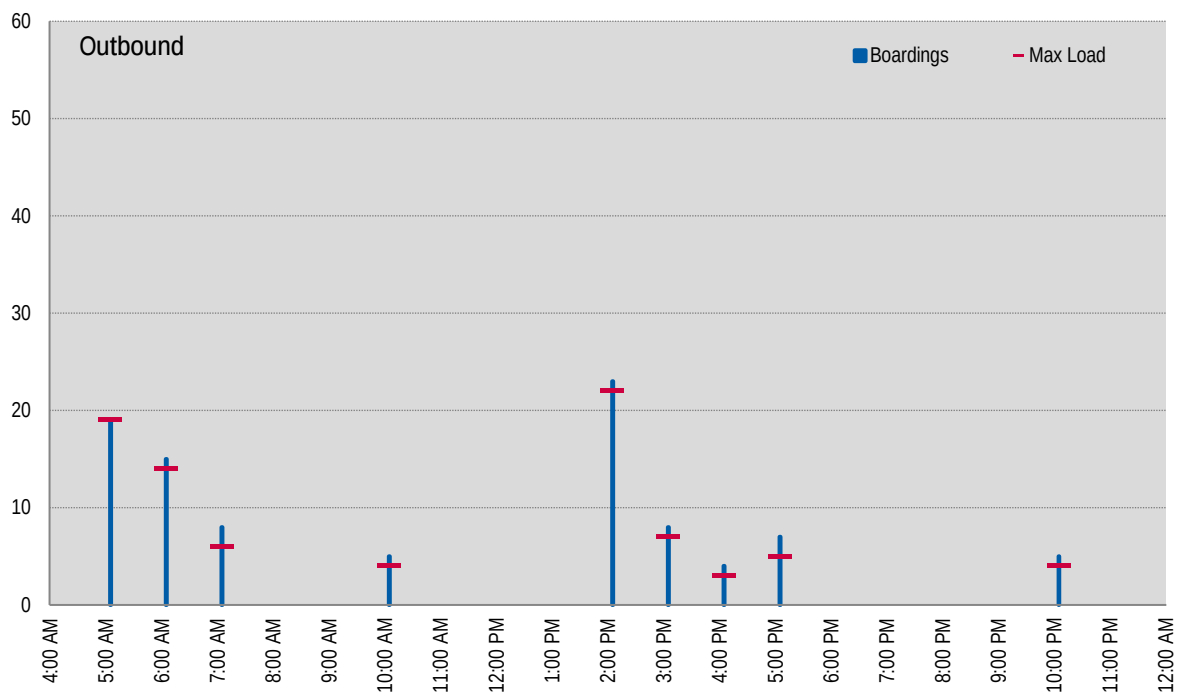
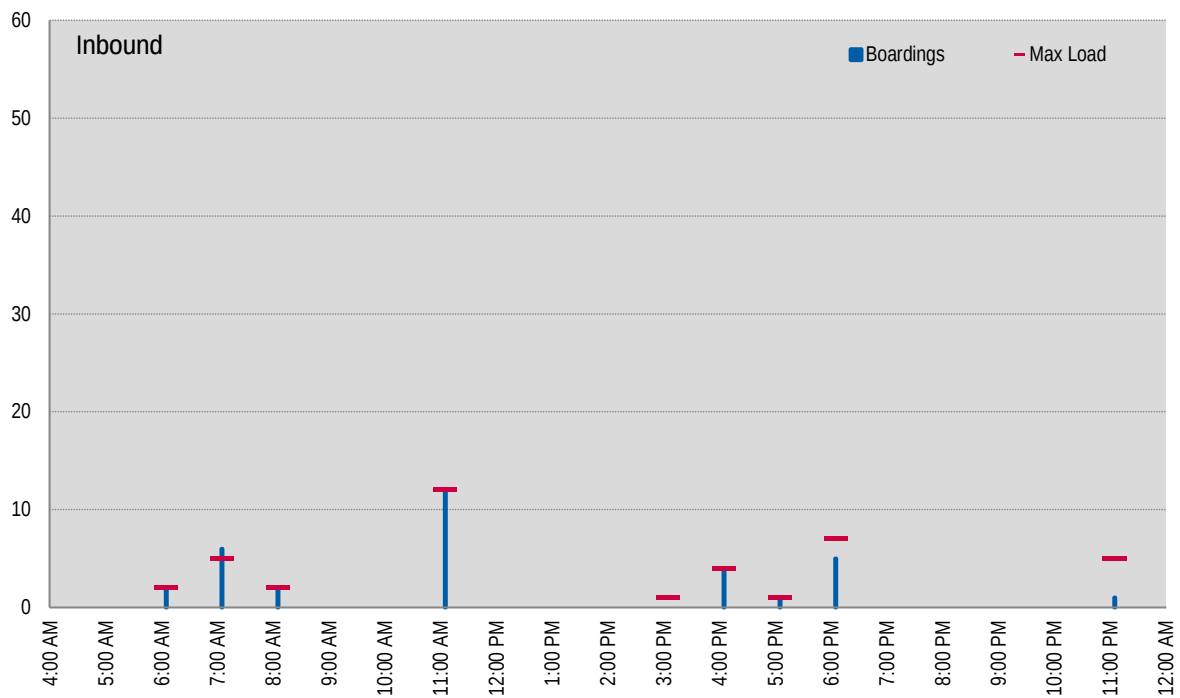


Ridership by Trip

Weekday Ridership by Trip

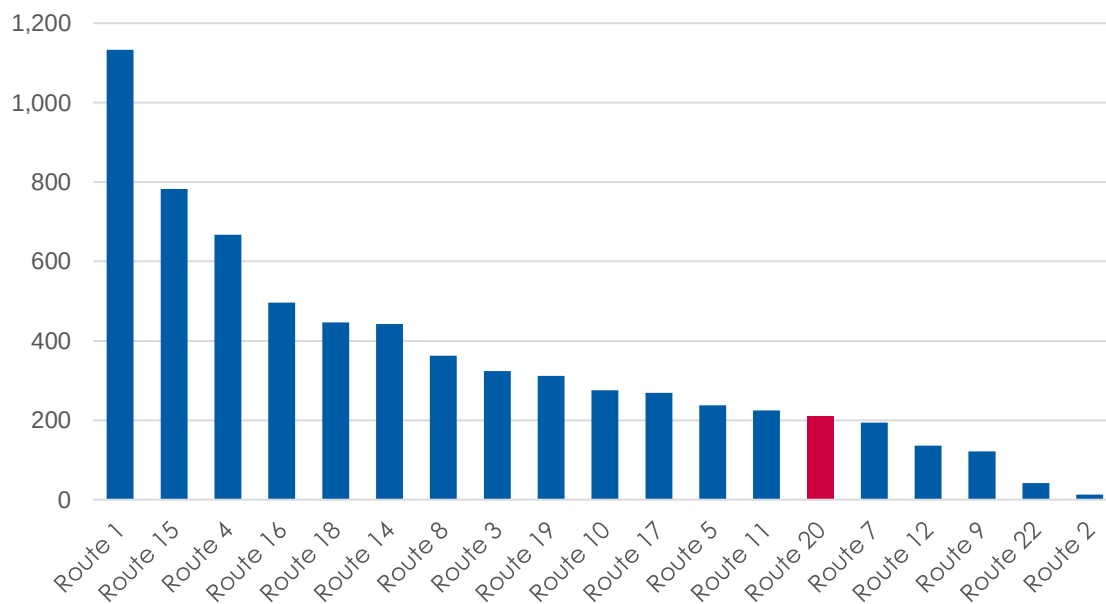


Saturday Ridership by Trip

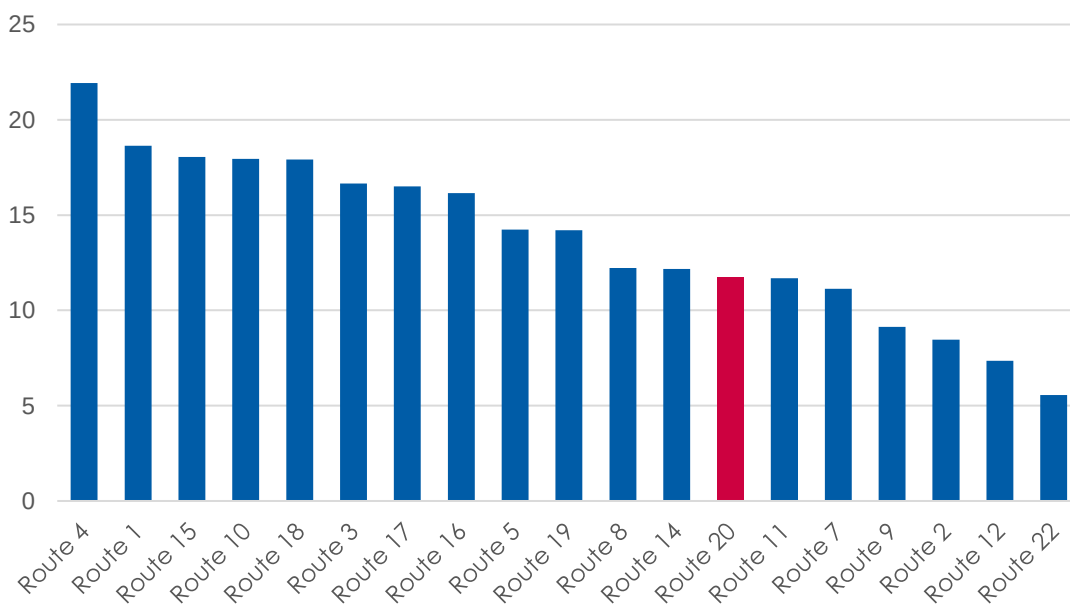


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY	SATURDAY
Average Daily Ridership	323	127
Pax/Revenue Hour	18.4	7.1
BARTA Average	24.0	17.9
Pax/One-Way Trip	17.9	7.1
BARTA Average	13.0	8.9
Pax/Revenue Mile	0.8	0.3
BARTA Average	2.3	1.7

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

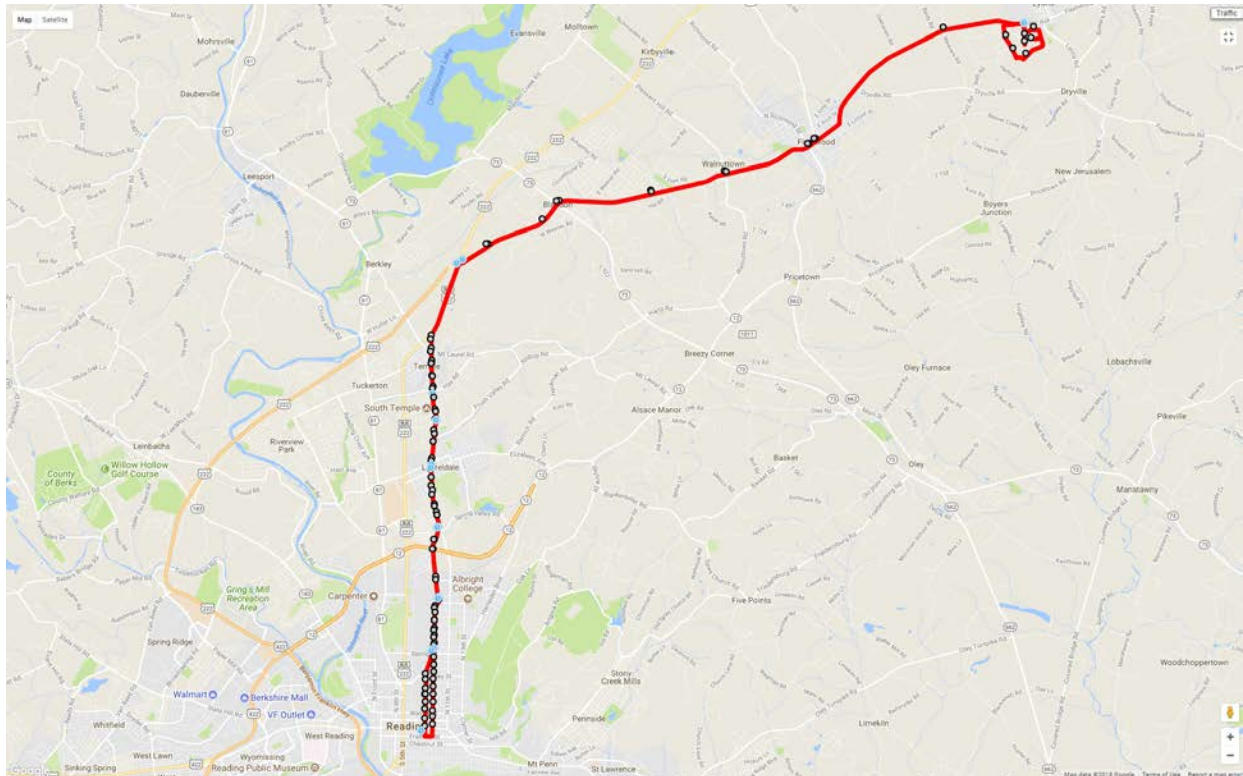
Opportunities to strengthen Route 20 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Operate route as an express/limited-stop long-distance route instead of local service to better match demand. Route 19 already provides local service in Reading, and most stops along the rest of Route 20 have few or no riders. Route 20 would focus service to park-and-rides and major stops/hubs.
- Add a fourth round trip early during the AM peak period to better match ridership patterns.

BERKS AREA REGIONAL TRANSPORTATION AUTHORITY (BARTA)

ROUTE 22

Lyon Station/East Penn-Deka



Route Overview

Cities Served

Reading, Laureldale, Temple, Blandon, Walnuttown, Fleetwood, Lyon

Major Corridors Served

9th Street, Kutztown Road, Route 222, Park Road/Lyons-Fleetwood Road

Major Activity Centers / Points of Interest

North Reading Plaza/Walmart, East Penn Manufacturing campus, BARTA Transportation Center

Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (MIN)	DAILY TRIPS (INBOUND/OUTBOUND)
Monday-Friday	5:25 AM to 12:05 AM	1 trip/2 trips/1 trip	4/4

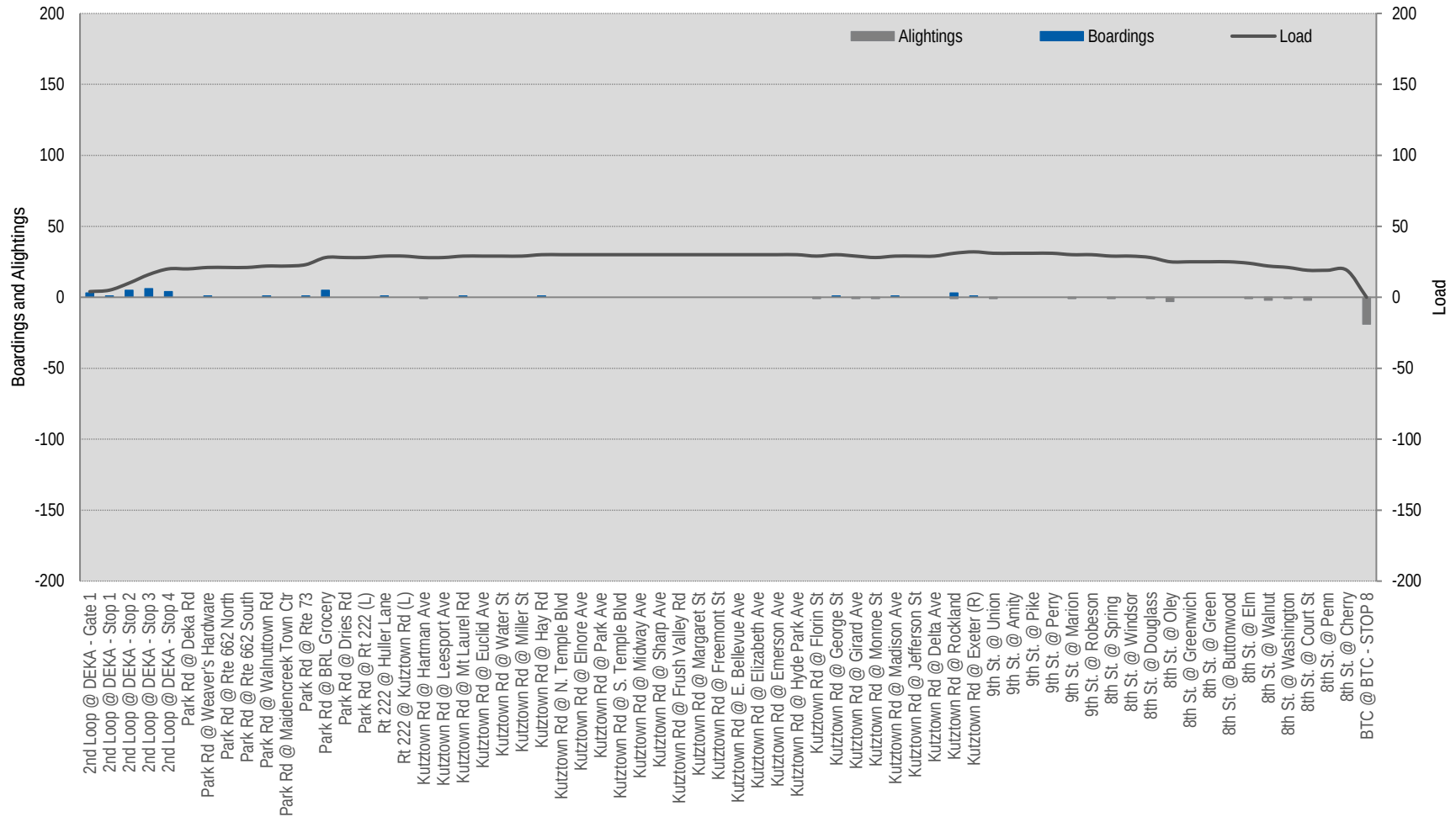
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Ridership by Stop

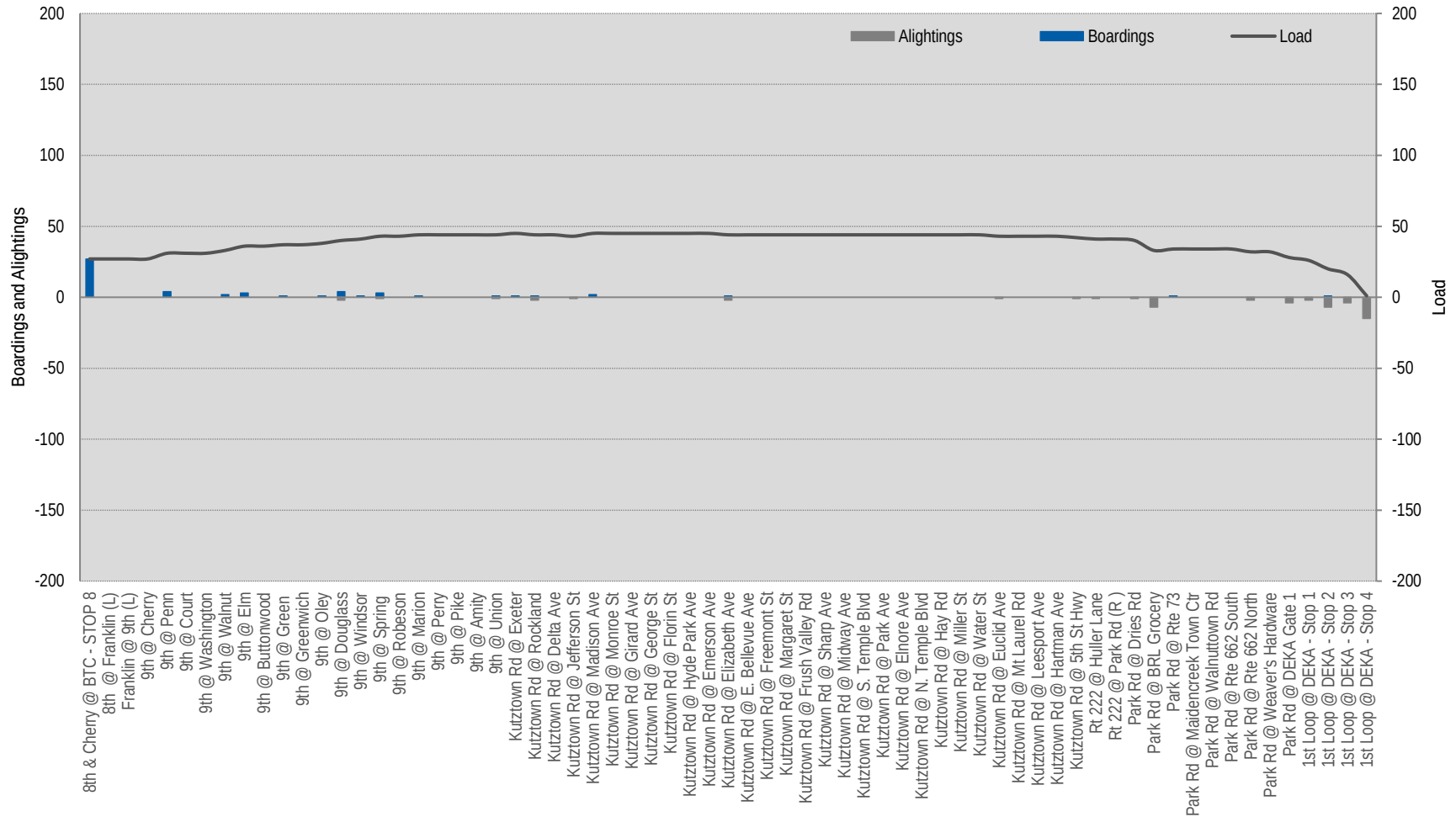
Highest Ridership Stops (10 or More Daily Boardings & Alightings)

INBOUND STOPS	INBOUND ONs / OFFs	OUTBOUND STOPS	OUTBOUND ONs / OFFs
East Penn Manufacturing Co (all stops)	19/0	BTC	27/0
BTC	0/19	East Penn Manufacturing Co (all stops)	1/28

Weekday Inbound Ridership by Stop

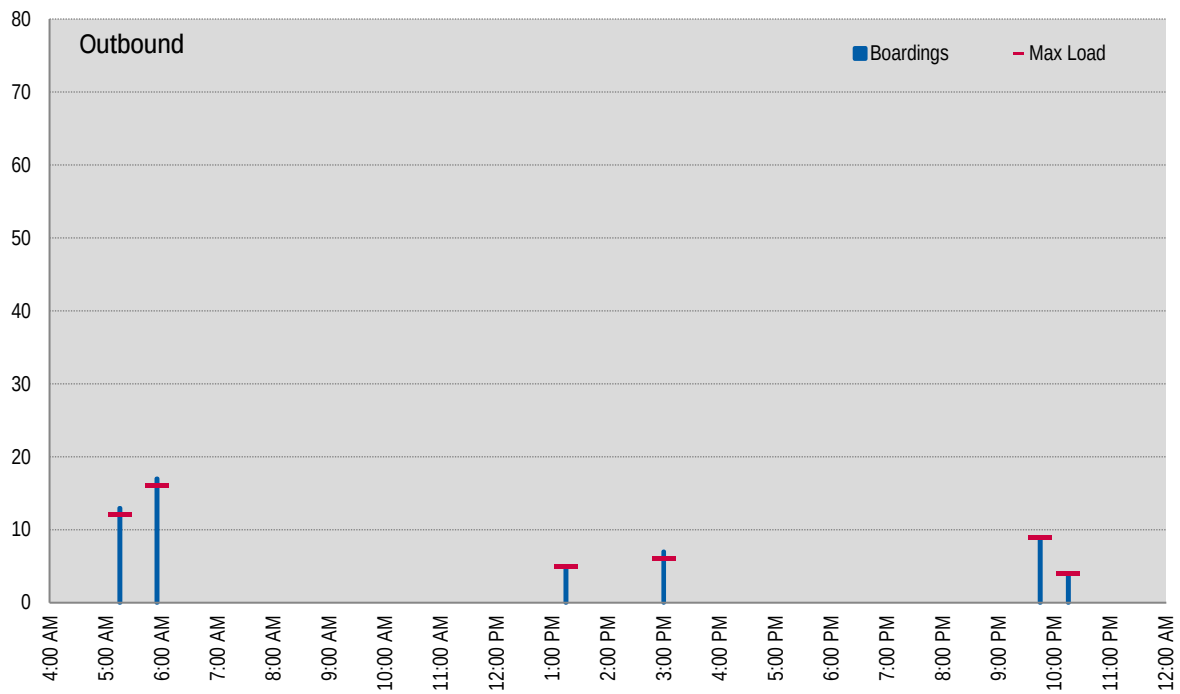
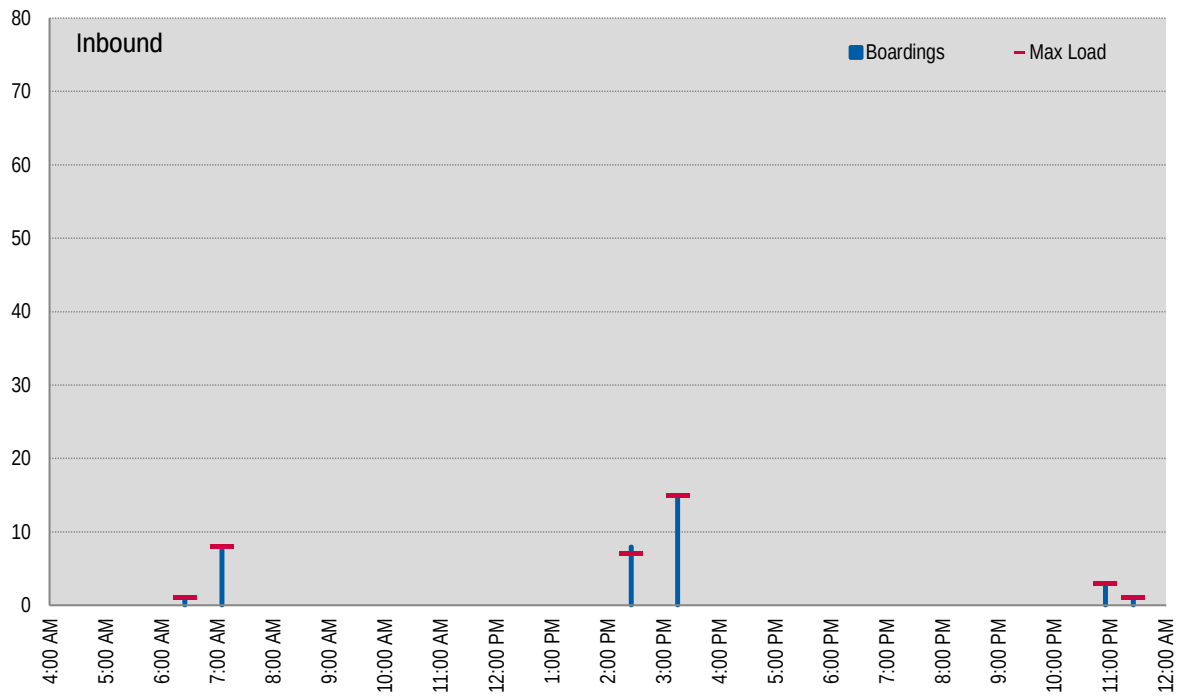


Weekday Outbound Ridership by Stop



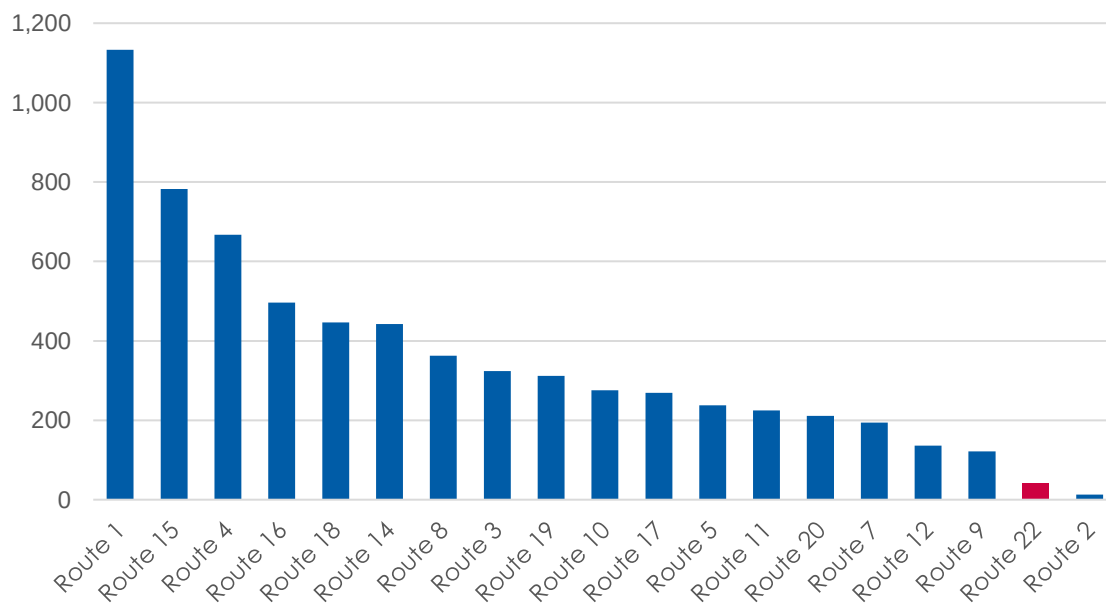
Ridership by Trip

Weekday Ridership by Trip

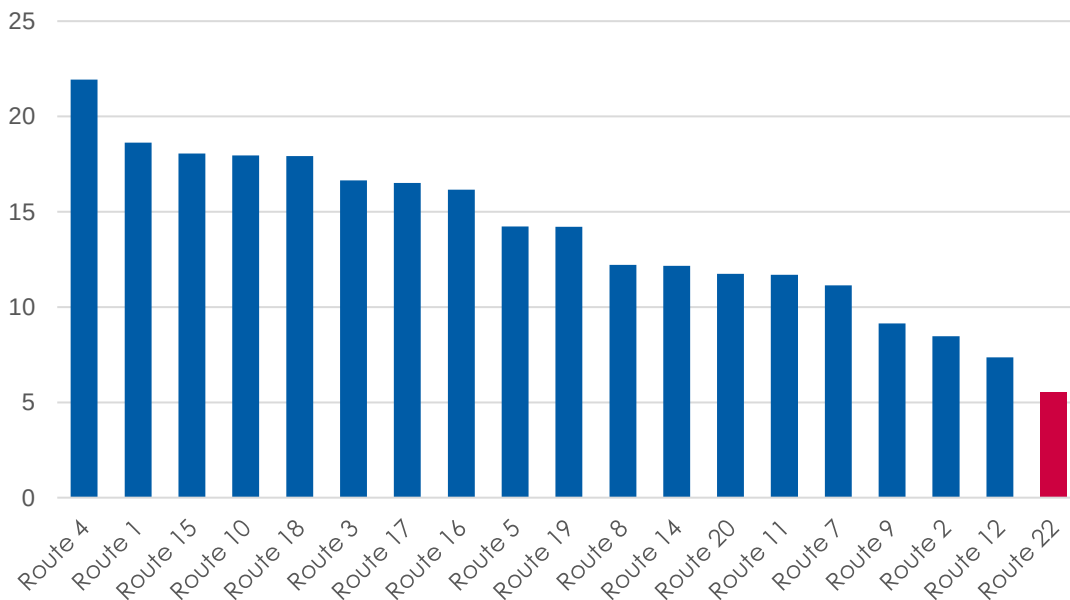


Service Performance

Average Weekday Ridership by Route



Average Weekday Ridership per Revenue Hour by Route



Productivity Statistics

	WEEKDAY
Average Daily Ridership	91
Pax/Revenue Hour	12.4
BARTA Average	24.0
Pax/One-Way Trip	11.4
BARTA Average	13.0
Pax/Revenue Mile	0.6
BARTA Average	2.3

Note: Sunday service was not provided at time of ridership data collection.

Service Improvement Opportunities

Opportunities to strengthen Route 22 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Discontinue Route 22. Kutztown Road and North Reading Plaza are already served all day by Route 3. Serve East Penn Manufacturing with vanpool or other shared-ride service that is compatible with employee shift schedules to provide faster, more direct service for employees and reinvest resources in other areas of the system to improve service.