

# Red Rose Transit Authority

## 2008–2009 Annual Report

July 1, 2008–June 30, 2009



Lancaster,  
Pennsylvania



## From Our Director

This past year has been an exciting one for RRTA as we have prepared to move forward ahead of schedule in September 2009 on two projects: the expansion and renovation of the RRTA Operations Center on Erick Road and the launch of the second phase of Queen Street Station in Downtown Lancaster. Both will provide RRTA with operating efficiencies that will improve our quality of service and generate much needed revenue for operations.

Looking back over the 2008–2009 fiscal year, RRTA conducted a **special marketing program** in September 2008 to attract new ridership for its fixed-route bus service. Passengers were invited to ride for just 25¢ a trip throughout September. This successful promotion increased ridership 37% and sustained gains through the end of 2008.

Unfortunately, the last half of the fiscal year—January 1 through June 30, 2009—was negatively impacted by the economic downturn. As a result, fixed-route ridership decreased, resulting in only a 1% gain for the full fiscal year. The upcoming year is expected to see continued fixed-route ridership losses as a result of the bad economy.

For Red Rose Access, it was a year of change as RRTA **introduced Easton Coach Company** as its primary service provider. The transition did not occur as smoothly as we had planned. After a few months to get all the service issues ironed out, service did improve by September 2008. RRTA thanks its customers for their patience and forbearance. A recent survey shows that Red Rose Access is on the right track.

Looking ahead, RRTA will be closely watching funding at both the federal and state levels. **On the state level**, the current economic challenges are already affecting transit funding revenues. Pennsylvania's Act 44 will also fall short of its plan to provide a growing and sustainable source of funding for public transit, due to the inability to toll I-80. Funding from the state is back to being a flat amount that will not grow and will seriously jeopardize continued funding for capital projects.

The new fiscal year is also expected to bring about a **new federal transportation law** that will impact RRTA funding for the next six years. We continue to fight the loss of federal operating assistance and hope to have the law changed permanently as part of the new federal law.

David W. Kilmer  
Executive Director



Congressman Joseph R. Pitts was instrumental in restoring federal operating assistance for RRTA. Here RRTA Executive Director Dave Kilmer and Congressman Pitts kick off RRTA's bold 25¢ Ride promotion by unveiling a large quarter at RRTA headquarters.

## Red Rose Transit Authority Board

Jeffrey Wibberley  
Chairman

Sandra Thompson  
Vice-Chairwoman

June Wolf  
Secretary

Jon Farrell  
Treasurer

Sarah Jane Cisney

Tanoa Henry

Anne Osborn

Jeffrey Ouellet

Enid Vazquez-Pereira

William Cassidy  
Solicitor

David Kilmer  
Executive Director



## Red Rose Transit Service

Red Rose Transit provided 2,043,029 rides in Fiscal Year 2008–2009. Ridership slightly increased and held steady despite the difficult state of the economy that left many without jobs.

### Fare Increase

Due to high fuel prices, a fare increase was implemented in July 2008. Fortunately, RRTA was able to modify the originally proposed fare increase and only had to raise fixed-route fares by only 15¢ instead of 25¢. RRTA was able to modify its original fare increase proposal after Congress passed the Technical Corrections Bill. This legislation gave RRTA the flexibility to use its federal funds once again for operating assistance. Base adult fares are now \$1.50 per trip.

### More Evening Service

In August 2008, RRTA added limited evening service to several county routes in order to provide more options for riders traveling home from work. These routes gained evening service:

- Route 10/Lititz
- Route 11/Ephrata
- Route 12/New Holland
- Route 16/Millersville
- Route 17/Columbia
- Route 18/Elizabethtown
- Route 19/Manheim

The added service was made possible by the same Technical Corrections Bill which provided the funding to RRTA.



Early evening service was added to seven RRTA bus routes in August 2008.

### A Quarter Took Riders Anywhere, Anytime



With gas prices reaching all time highs, in September 2008 RRTA embarked on a marketing campaign to change commuter behavior. RRTA sought to boost ridership in a significant way: 25¢ rides anywhere, anytime for the entire month of September. To spread the word, RRTA promoted this affordable alternative to high gas prices and solitary rides to work on local television and radio.

Explained RRTA Executive Director Dave Kilmer, “We wanted to do something in a big way to get people to change their commuting habits and show the positive effects riding public transit can have on the community. Plus, we wanted to help reduce energy consumption and help riders save money.”

Not only did the campaign increase ridership 37% during the promotion, but the innovative campaign caught national attention. The TV spot, created by MaxFilms of Ephrata, captured a coveted first place AdWheel award from the American Public Transportation Association.

*RRTA's  
ridership  
increased 37%  
during the  
promotion.*



## Red Rose Transit Service (continued)

### New Fareboxes

In October, RRTA installed new fareboxes and new passes into the fixed-route system, to simplify riding on RRTA. The new fareboxes allow customers to insert or swipe new passes into the farebox, making it more convenient to pay. Two other features of the new fareboxes are that transfers can be printed directly from the farebox and RRTA's All Day Passes can be purchased at the farebox.

It's a bonus for visitors to ride the Historic Downtown Lancaster Trolley with RRTA's most senior driver, Terry Dohl. He's a ready source of City facts and information.

Paying to ride RRTA is a breeze with the new fareboxes.



### Red Rose Access Service

Red Rose Access—Red Rose Transit Authority's shared-ride, paratransit service for Lancaster County—provided 324,303 rides in Fiscal Year 2008–2009. This shared-ride, door-to-door transportation service allows seniors and persons with disabilities to continue an independent lifestyle. Many customers use Red Rose Access to get to the critical appointments for their medical care.

RRTA contracts with two transportation carriers to perform the service. Easton Coach Co. serves the Columbia, Elizabethtown, Ephrata, New Holland and Lancaster areas. Eshbach Bus Service serves the Strasburg and Quarryville areas.

In May 2009 Red Rose Access added eight new wheelchair-accessible, Chrysler minivans to its fleet. The new minivans will enhance the fleet's fuel-efficiency, supplementing use of the fleet's 43 14-passenger vans. Each new minivan can carry one person in a wheelchair and three other ambulatory passengers or five ambulatory passengers.

The minivans will be used for longer trips or during times when less passengers need transported. They will allow Red Rose Access drivers to travel with more ease to rural areas that have caused difficulty in the past.

RRTA purchased the minivans with federal and state New Freedom grant funds.

Eight new wheelchair-accessible minivans were added to Red Rose Access' fleet to increase fuel-efficiency.



Red Rose Access driver Lorraine Truitt assists customer Susie Allen disembark from one of the fleet's 43 full-size vans.





## Capital Projects

### Phase II Begins at Queen Street Station

Thanks to the Economic Stimulus legislation passed by Congress, RRTA has been able to begin the “shovel ready,” \$8 million expansion and renovation of the RRTA Operations Center on Erick Road. RRTA was also able to move forward ahead of schedule on the \$17 million, second phase of Queen Street Station in Downtown Lancaster. Both projects are set to begin in September 2009.

The expansion of Queen Street Station brings another major economic development driver to Downtown Lancaster.

Senator Arlen Specter helped bring \$5 million from the American Recovery and Reinvestment Act to Lancaster County to underwrite a major portion of the upgrade of RRTA's Operations Center.



### The RRTA Operations Center

project will upgrade the 30-year-old administrative office, maintenance garage and fleet storage area. The new facility will feature many innovative, energy-saving enhancements. Ultimately these are projected to reduce energy usage by 75%.

**Phase II of Queen Street Station** will expand the transportation center south to East Chestnut Street. Three bus bays will be added along North Christian Street to RRTA's existing space. Access to East Chestnut Street will also allow a second exit for RRTA buses leaving the station.

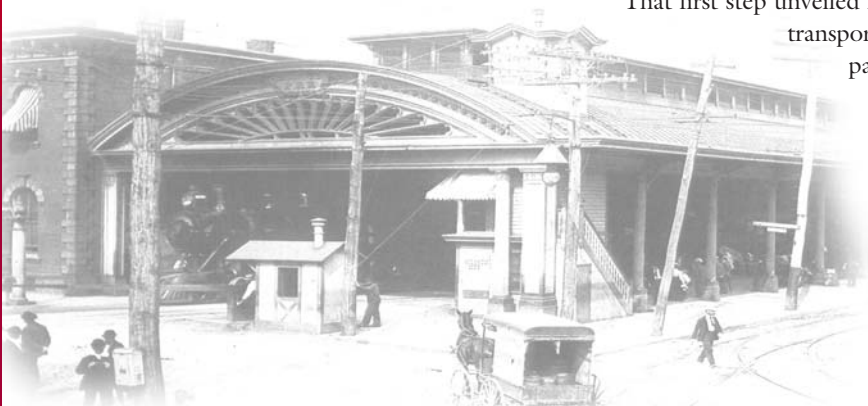
The project will also allow the Lancaster Museum of Art to add 10,000 square feet to its new home. A seven level, 395-space parking garage on the corner of East Chestnut and Queen Streets is planned as well, with 16 stories of condominiums totaling 38 units above the garage.



Phase II of Queen Street Station links the past and the future of transportation. In preparation to begin construction on the corner of Queen and Chestnut Streets, the site which once was the Pennsylvania Railroad's train station was excavated.

That first step unveiled many artifacts of Lancaster's community and transportation history. Unearthed were tunnels that rail passengers once used to cross beneath the tracks.

Also uncovered were many bottles and dishes. Recovered artifacts are being sent to the State Museum in Harrisburg.



## Community Partnerships

Fiscal Year 2008–2009 brought about many new partnerships for RRTA with local community organizations to help those in need. Through a Job Access Reverse Commute grant, RRTA was able to partner with four organizations who identified transportation needs for their participants and provide transportation to job-related events, such as job training or job interviews. Working with the Lancaster County Workforce Investment Board, PA CareerLink of Lancaster County, Community Homeless Outreach Center (CHOC) and Water Street Ministries, RRTA provided them with passes to distribute to help participants use transit to get to job interviews and job training sessions.



**COMMUNITY HOMELESS  
OUTREACH CENTER**  
of Lancaster County

A Division of Water Street Ministries



Rescue & renewal through  
Christian faith & guidance.



## Here to Help Day

On May 6, 2009, more than 600 Lancaster County residents who may have lost their jobs, cannot afford health insurance, are having trouble paying household bills or needed information about their situation came to Liberty Place. They came to find out what resources are available from government, schools and community and faith-based organizations in these current economic hard times.

RRTA was one of 70 groups who reached out to Lancaster County residents experiencing hardship during the economic downturn.



Sponsored by the PA CareerLink of Lancaster County and the Lancaster County Workforce Investment Board, more than 70 organizations participated in the event including RRTA. Red Rose Transit provided visitors with details on transit services and on programs that RRTA has available for job seekers including its partnership with the PA CareerLink.

## RRTA General Statistics

Service Area	Lancaster County, PA
Square Miles	942
Population	502,370

Total Hours of Service	289,188
Total Miles Operated	4,187,282
Total Passenger Miles	11,852,789

Red Rose Transit (fixed-route) passengers	2,043,029
Red Rose Access (paratransit) passengers	324,303
<b>Total Passengers</b>	<b>2,367,332</b>

Operating Revenues	\$6,373,574
Federal Funding	\$1,902,662
State Funding	\$6,039,634
Lancaster County Funding	\$222,000
<b>Operating Expenses</b>	<b>\$14,167,078</b>



**RRTA**

RED ROSE TRANSIT AUTHORITY

RED ROSE TRANSIT • RED ROSE TROLLEY • RED ROSE ACCESS

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