



2014

# ANNUAL REPORT

Red Rose Transit Authority  
July 1, 2013 - June 30, 2014



Serving Lancaster County since 1976

45 Erick Road, Lancaster, PA 17601 (717) 397-4246 [www.redrosetransit.com](http://www.redrosetransit.com)

# Red Rose Transit Authority

Red Rose Transit Authority provided 2,188,679 trips in 2013-2014.

## Red Rose Transit

Red Rose Transit, fixed-route buses, provided 1,887,846 trips in Fiscal Year 2013-2014 with no changes in service.

### Transit Development Plan

Fall 2013 brought the start of a major evaluation of the fixed-route system. At the August Board Meeting, RRTA awarded the transportation consulting firm of CDM Smith a contract to perform an update of RRTA's Transit Development Plan (TDP). The TDP will include analysis of current and projected community characteristics, a review of existing and projected service needs and the development of service improvement proposals based on service and community needs and funding availability.

As part of the update, on November 8, 2013, RRTA conducted an on-board Customer Satisfaction and Origin/Destination Survey for riders. Data collected from the surveys provided RRTA with information about ridership origin and destination points as well as customer satisfaction feedback. Customers also had the opportunity to suggest future improvements for the bus routes.

During the development of the plan, RRTA and CDM Smith held two Open House events to keep the public informed of the progress on the plan. Presentations during the two Open Houses updated the public on proposed service and fare improvements based on the analysis and input of the data collected for the plan. The Open Houses were held in February and May 2014 at RRTA's Queen Street Station.

The plan is almost complete and will be presented to the RRTA Board and to the public in Fall 2014. RRTA plans to use the document in proposing service changes that will likely take effect in 2015. The last Transit Development Plan was completed in 2002 with a review and update in 2008.



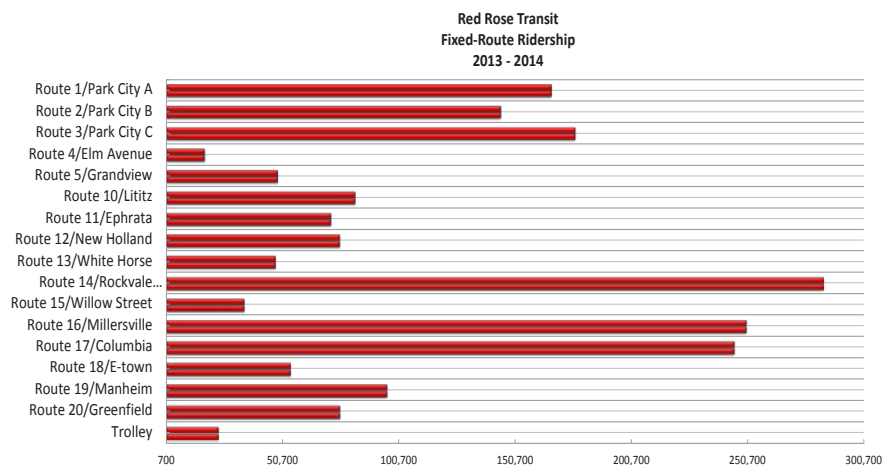
The Customer Satisfaction Survey asked riders to score RRTA in eight categories. Customers could rate the categories from one to five, (5) being excellent and (1) being poor. On average, RRTA received a good (3) rating in each category.

Customer Satisfaction - Onboard Survey		2013 Avg Score
1	On-time Performance	3.35
2	Driver Courtesy	3.91
3	Cleanliness	3.74
4	Safety	3.98
5	Condition of Buses	3.79
6	Value Received for Fare	3.76
7	Ride Guide/Website	3.84
8	Overall Service Quality	3.87
Overall System Average		3.78



In April 2013, RRTA unveiled a new TV commercial to promote RRTA's Senior Citizen programs. The TV spot provides information about the PA Senior Free Transit Program, where seniors age 65 or older ride, public transit for free. The spot also promoted Red Rose Access shared-ride services.

Here is a breakdown of the annual ridership per route. This chart shows the performance of all 17 routes. Currently, the Route 14/Rockvale Square bus route carries the most passengers.



# Red Rose Access Service

Red Rose Access provided 300,833 door-to-door trips in Fiscal Year 2013-2014.

Red Rose Access provides door-to-door, shared-ride transportation to senior citizens and persons with disabilities. The Red Rose Access service is a life-line for many customers to get to critical health care appointments. Many customers use the Red Rose Access service for dialysis and chemotherapy treatments.



# Energy Savings at RRTA Operations Center

It's been four years since RRTA renovated the Operations Center facility and installed solar panels to generate cost savings in operating the building. RRTA has seen a substantial savings in the cost of electric due to the solar panels. In Fiscal Year 2014, RRTA saved \$20,249.00 in electric costs.



## Greenhouse Gases Avoided 2013-2014

CO <sub>2</sub> - Carbon Dioxide	<input type="text" value="2,061,984"/>	2,061,984 lb
NO <sub>x</sub> - Nitrogen Oxide	<input type="text" value="373.3"/>	373.3 lb
SO <sub>2</sub> - Sulfur Dioxide	<input type="text" value="734.3"/>	734.3 lb

- In Fiscal Year 2014, RRTA generated 178,200 kwh
- 43% of electricity used generated by solar energy
- Over 650,000 kwh generated since 2010 when solar panels were installed.

# Capital Projects

## Historical Panels at Queen Street Station Parking Garage



Customers who park in Red Rose Transit Authority's Queen Street Station parking Garage can now learn a little history too. RRTA recently completed adding some historical panels to the wall at the exit on the Queen Street side of the garage. As part of the original project, RRTA wanted customers and the general public to have an opportunity to learn a little about what happened on the corner of Queen & Chestnut Streets. The historic panels highlight the early years of the site being a location for homes and small businesses to also being the site of the first Lancaster train station.

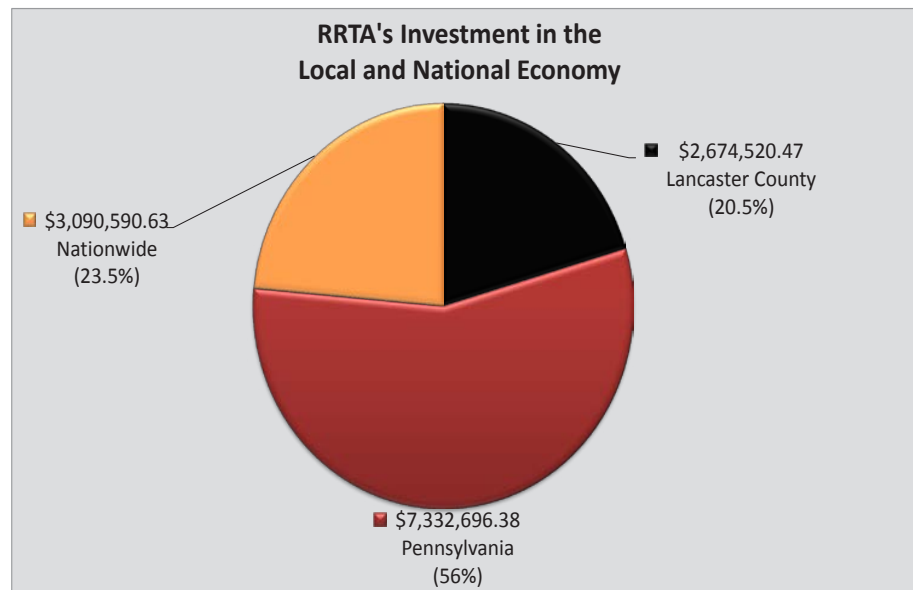
# RRTA's Investment in the Community

Not only does RRTA help provide a vital service to the community, but it also helps with the purchase of goods and services. The chart below shows the combined capital and operating purchases RRTA made locally in

Lancaster County, across the state and nationwide in 2013 - 2014.

Note: Chart does not include payroll.

RRTA also helps the local community by providing 113 jobs with an annual payroll of \$6,017,943. And through private carrier contracts RRTA indirectly generates 150 jobs with a contract value of \$5.6 million.



## General Statistics

### Ridership

Red Rose Transit (fixed-route buses)

**1,887,846 one-way trips**

Red Rose Access (paratransit)

**300,833 one-way trips**

**Total One-Way Trips: 2,188,679**

Total Revenue Hours of Service: 259,528

Total Miles Operated: 4,267,309

Total Passenger Miles: 11,920,770

### Financial Statistics

Operating Revenues: \$7,759,176

Federal Funding: \$2,733,573

State Funding: \$5,294,238

Lancaster County Funding: \$283,135

Operating Expenses: \$16,070,122

### RRTA Rider Profile

49% of riders are age 20 to 40

30% of riders are age 41 to 60

52% are female

48% male

49% are white

21% are black

19% hispanic

60% do not have a valid driver's license

78% annual income under \$30,000

Service Area: Lancaster County, PA

Square Miles: 942

Population: 519,445 (2010 census data)

## Red Rose Transit Authority Board

*Jeffrey Wibberley, Chairman Sandra Thompson, Vice-Chairwoman June Wolf, Secretary*

*Jeffrey Ouellet, Treasurer Bonnie Glover Cynthia Lonergan Cheryl Love*

*Leo Lutz Rebecca Denlinger*

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