

Meeting Summary

Subject: SCTA Microtransit Feasibility Study – Monthly Status Meeting

Date/Time: May 6, 2025, 11:00 am – 12:00 pm

Location: Teams Meeting

Attendees

| Name | Organization | Name | Organization |
|-------------------|--------------|--------------------|--------------|
| Lauri Ahlskog | SCTA | Tyler Beduhn | Kimley-Horn |
| Jen Boley | SCTA | Poonam Patel | Kimley-Horn |
| Keith Boatman | SCTA | Vickie Karandrikas | Kimley-Horn |
| David Avery | SCTA | | |
| Natasha Halulakos | SCTA | | |

Action Tracker

| Action Item | Responsible | Target Completion | Status |
|---|-------------|-------------------|-------------|
| Send weekly updates on the number of survey responses | KH | Weekly | In Progress |
| Send Steering Committee final notice to ask questions on Task 4: Microtransit Models deliverable | KH | 4/4/2025 | Complete |
| Send the survey responses graph, respondents' ZIP code map, timeframe of next Steering Committee meeting, and next in-person public engagement events to the Steering Committee | KH | 5/13/2025 | Complete |
| Send public engagement flyer with QR code | KH | 5/7/2025 | Complete |

Notes

1. Previous Action Items Status

- All previous action items were public engagement related and have been completed.

2. Technical Task Progress Update

a. Task 1: Steering Committee

- i. Steering Committee Meeting #3 will occur in July to review zone analysis and prioritization. KH will share public engagement takeaways with the Steering Committee before meeting #3.
 - 1. Discuss dates at the June monthly meeting
- ii. Board retreat presentation on April 16
 - 1. KH recapped the themes of input
 - a. The purpose of initial outreach is to educate the public on the service type and gauge interest, but there is also interest in a targeted survey in the second round of public engagement.
 - b. Interest in understanding cost tradeoffs and fare expectations—ensure there are clear expectations to the public of the cost of the service during the next round of engagement
 - c. Communicate existing options (e.g., shared-ride for some people). KH noted they are considering another graphic to show differences between service types in future outreach.
 - d. Be mindful of stated preference versus revealed preference in survey responses—opinions about a hypothetical service may be overly-positive. KH will be able to segment survey responses by current transit use.

b. Task 3: Public Participation Plan

- i. Pop-up events status
 - 1. Recap
 - a. Saturday, April 5, 2025 – Intercourse Farm & Family Safety Day
 - b. Thursday, May 1, 2025 – Northern Lancaster County Chamber of Commerce Business Expo
 - a. 60-70 people approached the table
 - b. Considering a future event in the Quarryville area
 - c. Received a dozen survey responses during the event
 - 2. Upcoming
 - a. Saturday, May 10, 2025 – Open Streets Lancaster (staffed by SCTA only)
 - b. Saturday, May 17, 2025 – Marietta Day (staffed by CtD only)
 - 3. Any additional resources needed?
 - a. KH to send tabling sign with QR code linking to website and the survey

- ii. The survey launched on March 26 and will be open until May 23.
 - 1. KH to send weekly updates on the number of survey responses—536 survey responses so far
 - 2. KH to send the survey responses graph and a ZIP code map of responses to the Steering Committee. Include the survey end date, the timing of the next Steering Committee meeting in July, and the next in-person public engagement events.
- iii. KH previewed feedback to date on the survey. Note that this is preliminary, and KH will produce a full summary after the survey closes.
 - 1. Overall positive feedback on the service type
 - 2. Good geographic representation on survey responses
 - 3. Top challenges with current transportation options are availability, convenience, and reliability
 - 4. Half of respondents have not heard of microtransit before
 - 5. Half of respondents said that they are likely to use microtransit service if it is available to them
 - 6. Most people are willing to wait 15 to 20 minutes after booking a microtransit trip until pick-up
 - 7. About a third of respondents said they would prefer to book a microtransit trip by phone, with the majority of respondents preferring an app
 - 8. Lititz, Ephrata-Denver, and Willow Street opportunity zones received the most favorable responses so far, with all zones receiving input
- iv. Once the survey closes, SCTA will need to make website updates to remove the survey link and indication of upcoming events. KH will prepare a ‘what we heard’ summary and social posts that can be used to keep the momentum.

c. Task 5: Opportunity Zone Analysis and Task 6: Prioritization

- i. This task will start in mid-May after the first round of public outreach and engagement
- ii. The methodology will be discussed at the June meeting

3. Recent Deliverable Review (as applicable)

- a. N/A

4. Schedule Review – Month Ahead

- a. Complete public outreach and engagement. Prepare a summary of outreach and share with SCTA and the Steering Committee.
- b. Begin opportunity zone Analysis and prioritization. Prioritization methodology will be reviewed at the next meeting.

5. Open Discussion

- a. No additional items

6. Action Items

- a. See table above