



SCTA Microtransit Feasibility Study

STEERING COMMITTEE MEETING #3

JULY 21, 2025

PREPARED BY:

Kimley»Horn

Agenda

- Welcome and Introductions
- Round 1 Outreach Summary
- Microtransit Zone Analysis Findings
- Zone Prioritization
- Next Steps
- Open Discussion and Q&A

Team Introductions

Kimley»Horn



**Tyler Beduhn,
Project Manager**



Vickie Karandrikas



Lauren Ledesma

STEERING COMMITTEE

SCTA Board Members

VisionCorps

REAL Life Community Services

ECHOS Lancaster

Lancaster Chamber of Commerce

Northern Lancaster Chamber of
Commerce

Southern Lancaster Chamber of
Commerce

Denver Borough

Quarryville Borough

Providence Township

Warwick Township

City of Lancaster

Lancaster County Commissioners

Lancaster County Workforce
Development Board

Lancaster County Office of Aging

Lancaster County Planning
Department

SCTA

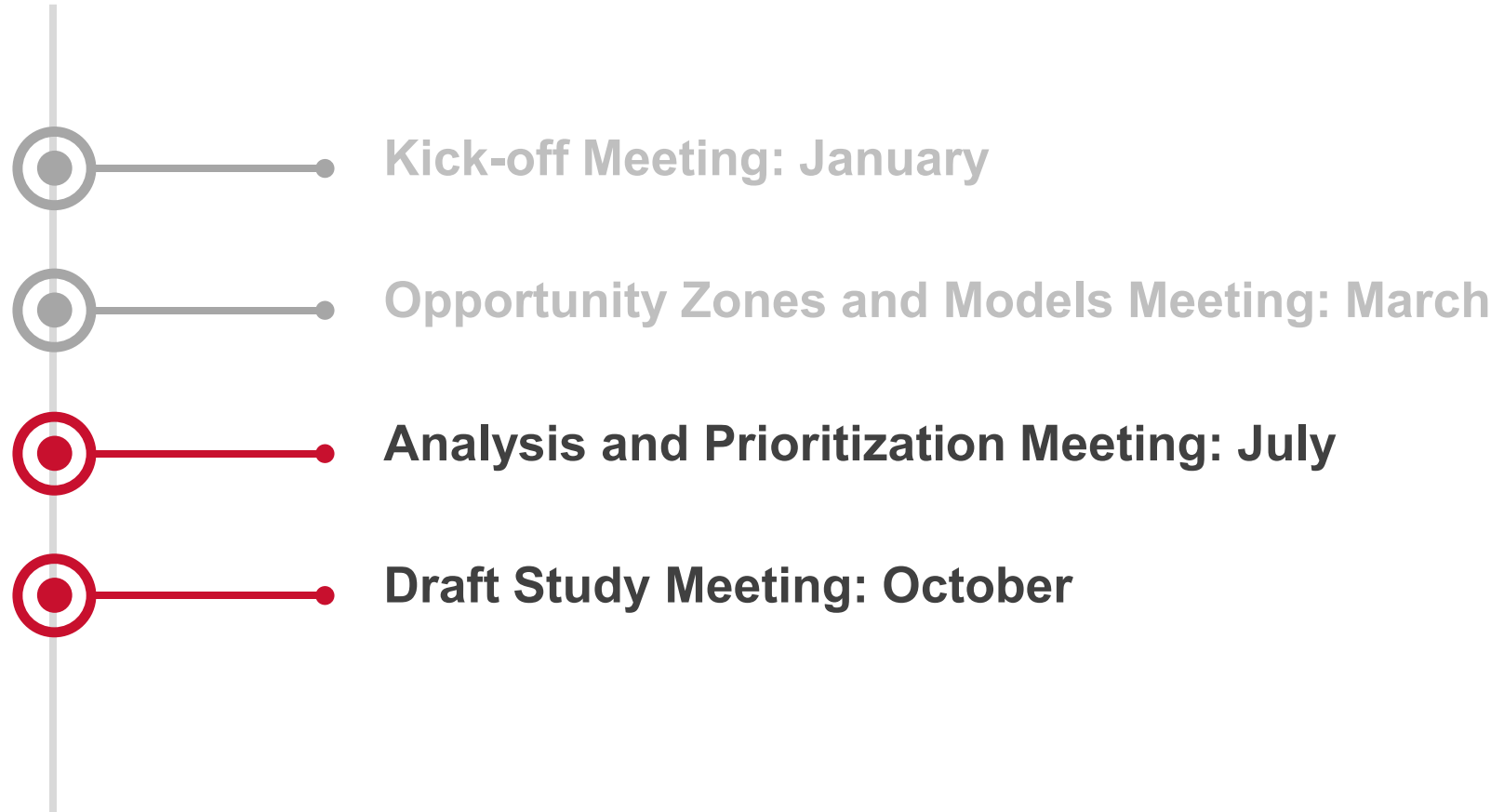
Steering Committee Roll Call



**Please share your Name and Role
when your organization is called**

Steering Committee Involvement

Meetings



*One week review periods alongside SCTA for each task deliverable

Study Schedule

Key

- Kimley-Horn Team Work Period
- Steering Committee Review Period
- Deliverable Submission for Steering Committee Review
- Deliverable Submission - Final
- M Meeting



Task	2024	2025											
	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Task 1 - Stakeholder Engagement		M			M				M			M	
Task 2 - Opportunity Zone Identification	M												
Task 3 - Public Participation Plan			M				M	M					M
Task 4 - Microtransit Models													
Task 5 - Opportunity Zone Analysis													
Task 6 - Zone Prioritization													
Task 7 - Recommendations													
Task 8 - Performance Monitoring													
Task 9 - Draft and Final Report													
Task 10 - Executive Summary													
Task 11 - Report Presentation													M

Progress Since Steering Committee Meeting #2

- **Completed Round 1 Outreach**
 - Steering Committee assistance in promoting public participation
 - Steering Committee review of Outreach Summary document – Sent 6/11
 - Revised Outreach Summary document
- **Completed Opportunity Zone Analysis and Prioritization**
 - Steering Committee review of Technical Briefing Deck – Sent 6/30

Round 1 Outreach Summary

Phase 1 - Outreach Campaign

SCTA SOUTH CENTRAL TRANSIT AUTHORITY
RRTA RED ROSE TRANSIT AUTHORITY

LANCASTER COUNTY MICROTRANSIT SURVEY

The South Central Transit Authority wants to hear from you! We are looking for ways to make travel easier in Lancaster County with studying a new potential service called microtransit.

Microtransit is a flexible, on-demand transportation service that uses smaller vehicles than typical transit buses.

Riders can ask for a ride using an app or by calling a service number. The ride may be shared with other customers during your trip and brings you to locations within a zone during service hours. If you need to travel outside the zone, the service connects you to a nearby Red Rose Transit bus stop. Your feedback is very important to help us learn how microtransit might best serve Lancaster County. Your responses will be used for planning purposes.

TAKE OUR SURVEY OR VISIT

Current Travel and Transit
These questions ask about your current travel.

1. Which of the following do you use most often for your daily travel? (*Required)

- ☐ Personal vehicle
- ☐ Driven or dropped off by someone else
- ☐ Public transit - Red Rose Transit bus
- ☐ Public transit - Red Rose Access
- ☐ Public transit - Other service
- ☐ Taxi/Rideshare (Uber, Lyft)
- ☐ Bicycle
- ☐ Walking/Mobility device
- ☐ Other (Please specify)

2. How often do you use public transit? (*Required)

- ☐ Daily
- ☐ A few times a week
- ☐ A few times a month
- ☐ A few times a year
- ☐ Never

3. What type of public transit do you use? (*Required)

- ☐ Red Rose Transit bus
- ☐ Red Rose Access
- ☐ Other (Please specify)

4. What type of public transit do you use? (*Required)

- ☐ Red Rose Transit bus
- ☐ Red Rose Access
- ☐ Other (Please specify)

Microtransit Service
These questions ask about how you would use a microtransit.

5. How familiar are you with microtransit? (*Required)

- ☐ I am familiar with and have used microtransit before
- ☐ I am familiar with microtransit but have never used it
- ☐ I have heard of microtransit but don't know much about it
- ☐ I have never heard of microtransit

6. How likely are you to use microtransit? (*Required)

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Unsure or neutral
- ☐ Somewhat unlikely
- ☐ Very unlikely

Microtransit Service Preferences (Continued)

7. What factors would encourage you to use a microtransit? (*Required)

- ☐ It is convenient
- ☐ It is easy to use
- ☐ It is safe
- ☐ It is easy for every
- ☐ Other (Please specify)

8. When would you use a microtransit? (*Required)

- ☐ Weekday morning
- ☐ Weekday midday
- ☐ Weekday evening
- ☐ Weekday late night
- ☐ Saturday/Daytime
- ☐ Other (Please specify)

9. How important are the following microtransit features to you? (*Required)

Feature	Important	Somewhat Important	Unimportant
Be able to use a mobile app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be able to use a website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be able to use a phone app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be able to use a website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be able to use a phone app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Do you have any other thoughts, ideas, or concerns about microtransit in Lancaster County? (*Required)

Tell Us About Yourself
These questions are optional and help us understand who we reach with the survey.

11. What is your age group? (*Required)

- ☐ Under 18
- ☐ 18-24
- ☐ 25-44
- ☐ 45-64
- ☐ 65 or older

12. Which of the following best describes your race or ethnic background? (Select all that apply)

- ☐ White
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Asian
- ☐ American Indian or Alaska Native
- ☐ Pacific Islander
- ☐ Other (Please specify)

13. What is your household income in the past year? (*Required)

- ☐ Under \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 or more

14. Do you speak a language other than English at home? (*Required)

- ☐ Yes (Please specify)
- ☐ No

Completed survey due by May 23, 2025

PLEASE DROP OFF OR MAIL TO:
RRTA Operations Center
455 Birch Road
Lancaster, PA 17601

PUBLIC SURVEY • 4

Survey: English, Spanish

Would You Use Microtransit in Lancaster County?

Take the survey and learn more!
Scan or visit www.redrosetransit.com

SCTA SOUTH CENTRAL TRANSIT AUTHORITY
RRTA RED ROSE TRANSIT AUTHORITY

¿Utilizaría microtránsito en el condado de Lancaster?

Participa en la encuesta y obtén más información!
Escanee o visita tinyurl.com/micro-transit

SCTA SOUTH CENTRAL TRANSIT AUTHORITY
RRTA RED ROSE TRANSIT AUTHORITY

Digital: English, Spanish

Help Expand Transportation Options in Lancaster County

Take the survey and learn more!
tinyurl.com/micro-transit

SCTA SOUTH CENTRAL TRANSIT AUTHORITY
RRTA RED ROSE TRANSIT AUTHORITY

Social Media

Help Expand Transportation Options in Lancaster County

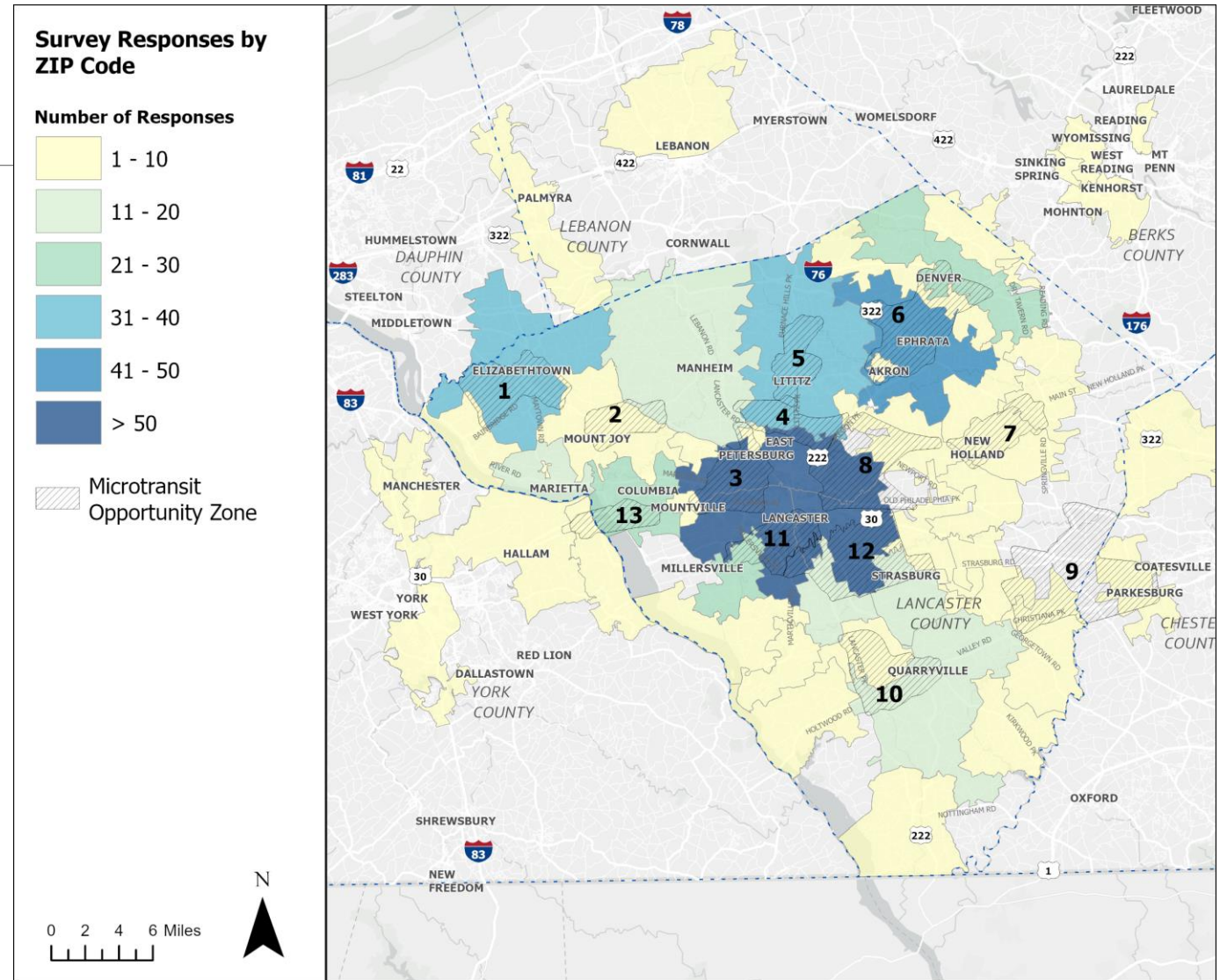
Take the survey and learn more!
tinyurl.com/micro-transit

SCTA SOUTH CENTRAL TRANSIT AUTHORITY
RRTA RED ROSE TRANSIT AUTHORITY

Newsletter/E-News

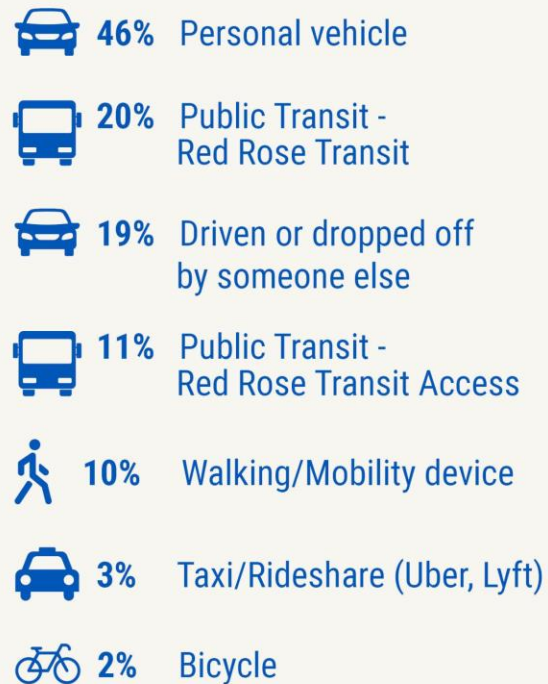
Survey Results and Feedback

- Survey open from March 26 to May 23, 2025
- Available
 - Online and print at pop-up events
 - English and Spanish
- **788 responses**



Survey Results and Feedback

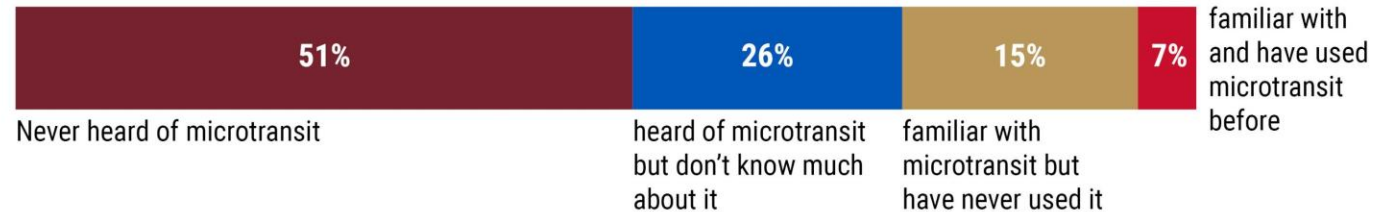
How we travel



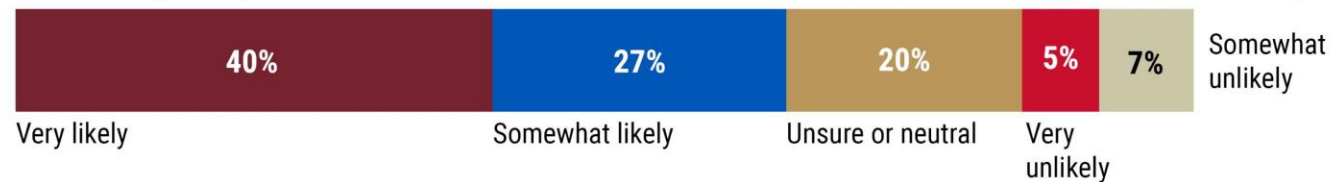
Challenges with current transportation options.



How familiar are you with microtransit?



How likely are you to use a microtransit service if it were available in your community?



Survey Results and Feedback

IMPORTANT FEATURES



Live vehicle tracking (68%)
Advance booking (49%)
Recurring booking (45%)

DESIRED HOURS



Weekday morning
Weekday evening
Saturday

DESIRABLE ZONES



Lititz (32%)
Willow Street (27%)
Ephrata – Denver (25%)

BOOKING METHOD

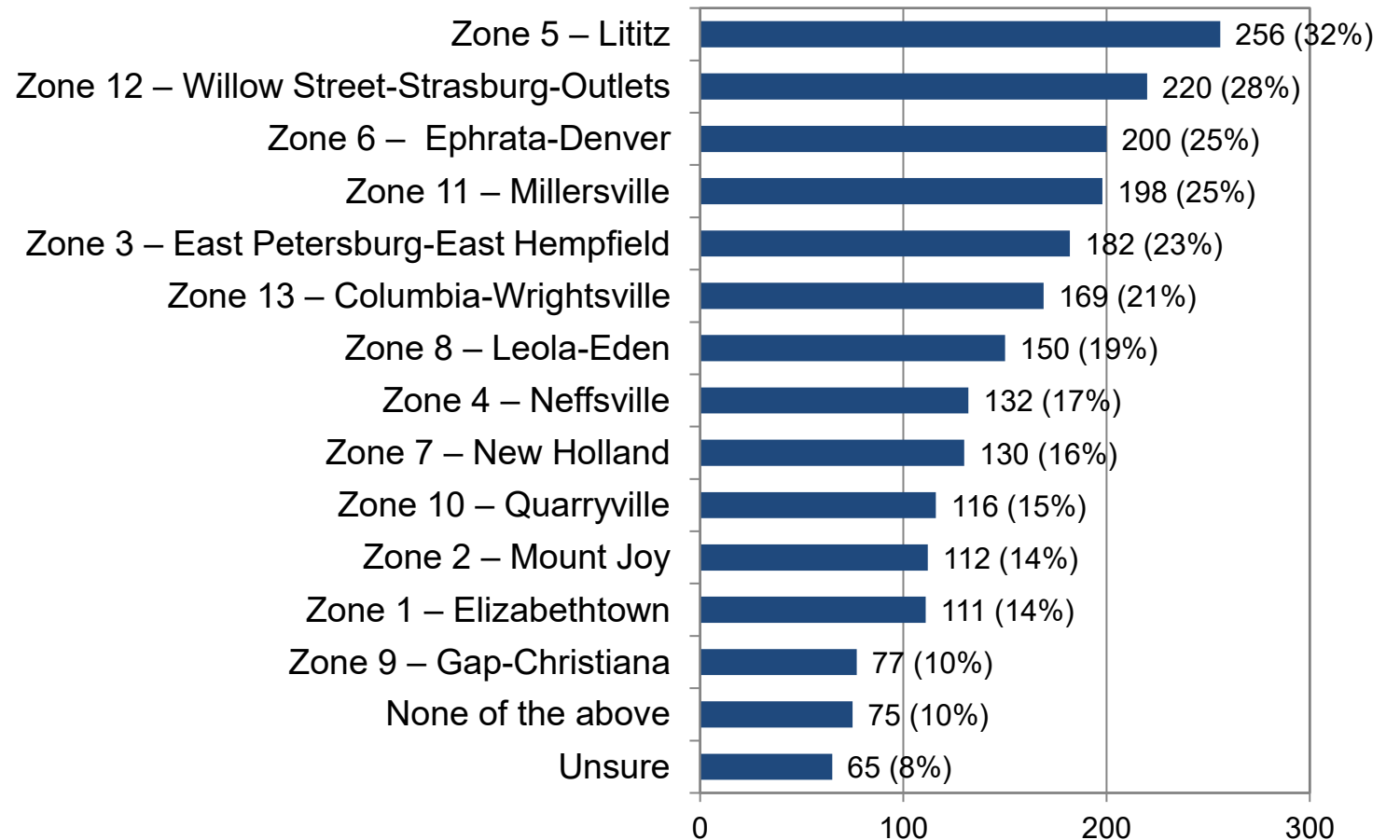


An app (86%)
Calling by phone (37%)
Website (32%)

Survey Results and Feedback

Opportunity Zone Feedback

If a microtransit service was available in these areas, which area(s) would help you travel?



What We Heard...

- **Transportation Challenges:** Many residents face barriers to convenient, reliable, and affordable transportation.
- **Microtransit Opportunity Zones:** Interest in all 13 opportunity zones, with desired connections to Lancaster City, grocery stores, medical providers, and Park City Mall.
- **Survey Insights:**
 - Strong overall interest in microtransit
 - Some riders are willing to transfer to RRTA buses via microtransit
 - Prioritize safety, accessibility, and service to people with disabilities, seniors, and residents without a vehicle
 - Concerns included a preference for improving of existing bus routes before launching new services, as well as questions about cost-effectiveness

Microtransit Zone Analysis Findings

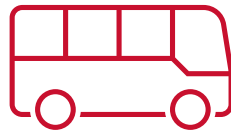
Identifying Opportunity Zones

- **Opportunity zone** = area particularly well-suited for microtransit services and with the potential to address specific transportation needs
- Analysis was guided by the study's goals and objectives and Steering Committee input on areas and populations with greater needs

Zones were identified in a previous task by analyzing the following, and the public provided feedback on the zones:



**Transit Potential and
Need**



**Existing Service
Performance**

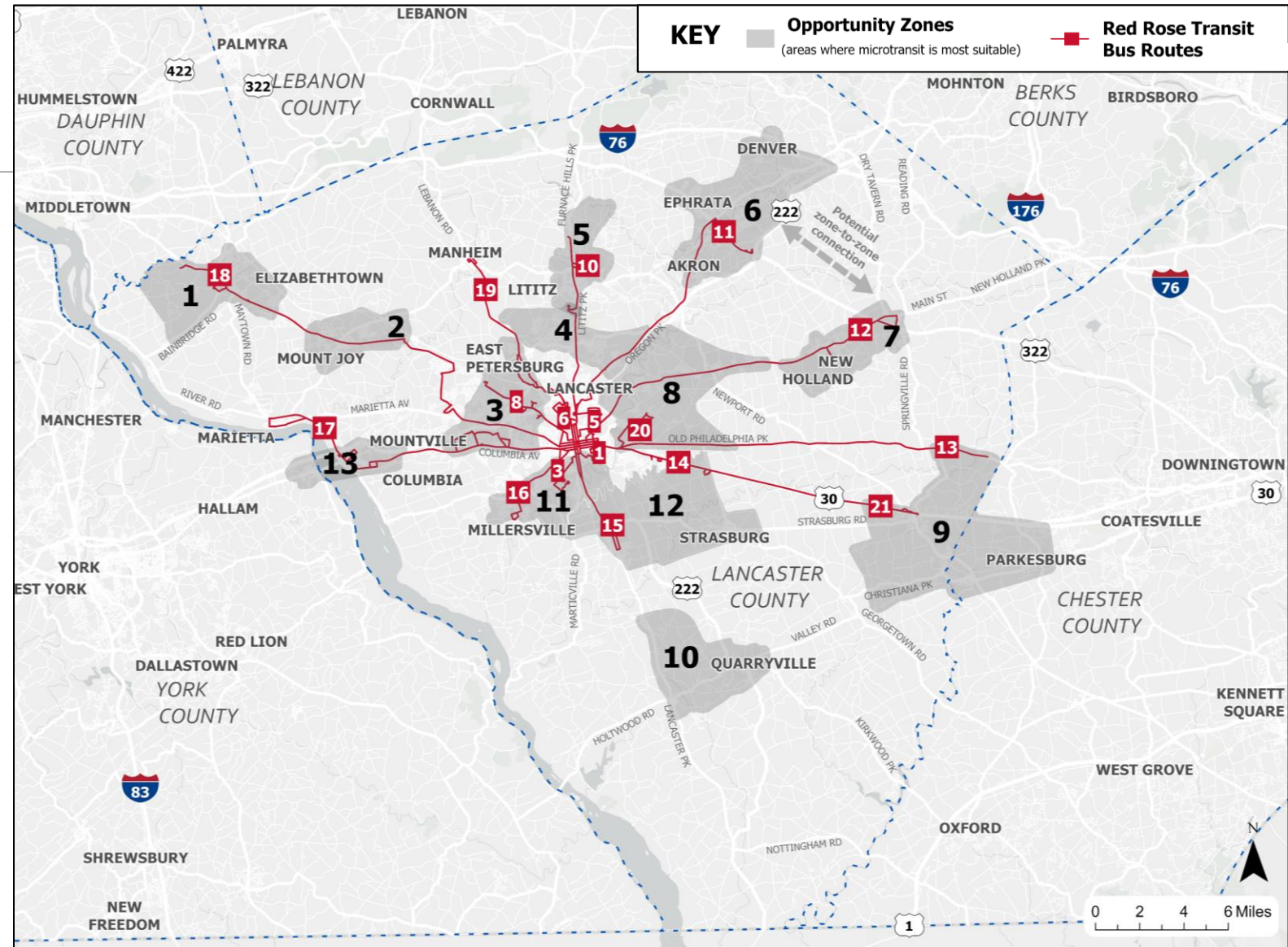


Travel Patterns

Microtransit Opportunity Zones

1. Elizabethtown
2. Mount Joy
3. East Petersburg–East Hempfield
4. Neffsville
5. Lititz
6. Ephrata–Denver
7. New Holland¹
8. Leola–Eden
9. Gap–Christiana²
10. Quarryville
11. Millersville
12. Willow Street–Strasburg–Outlets
13. Columbia–Wrightsville³

¹ Potential connection between zones could be considered
² Would require coordination with Chester County and TMACC
³ Would require coordination with rabbittransit



Overall Evaluation Approach

Perform Round 1 screening: high-level evaluation of 13 opportunity zones



Advance priority zones from Round 1 screening (plus two wider-area zones given Steering Committee feedback); all other zones are screened out



Refine zone boundaries using feedback from public



Develop service plans and simulate scenarios



Perform Round 2 evaluation and final prioritization

Round 1 Screening Criteria



Daily Trips (all travel modes)



Transit Need



Bus Connections



Area Not Served by the Bus



Public Survey Responses

**Advance the top six (6)
opportunity zones**

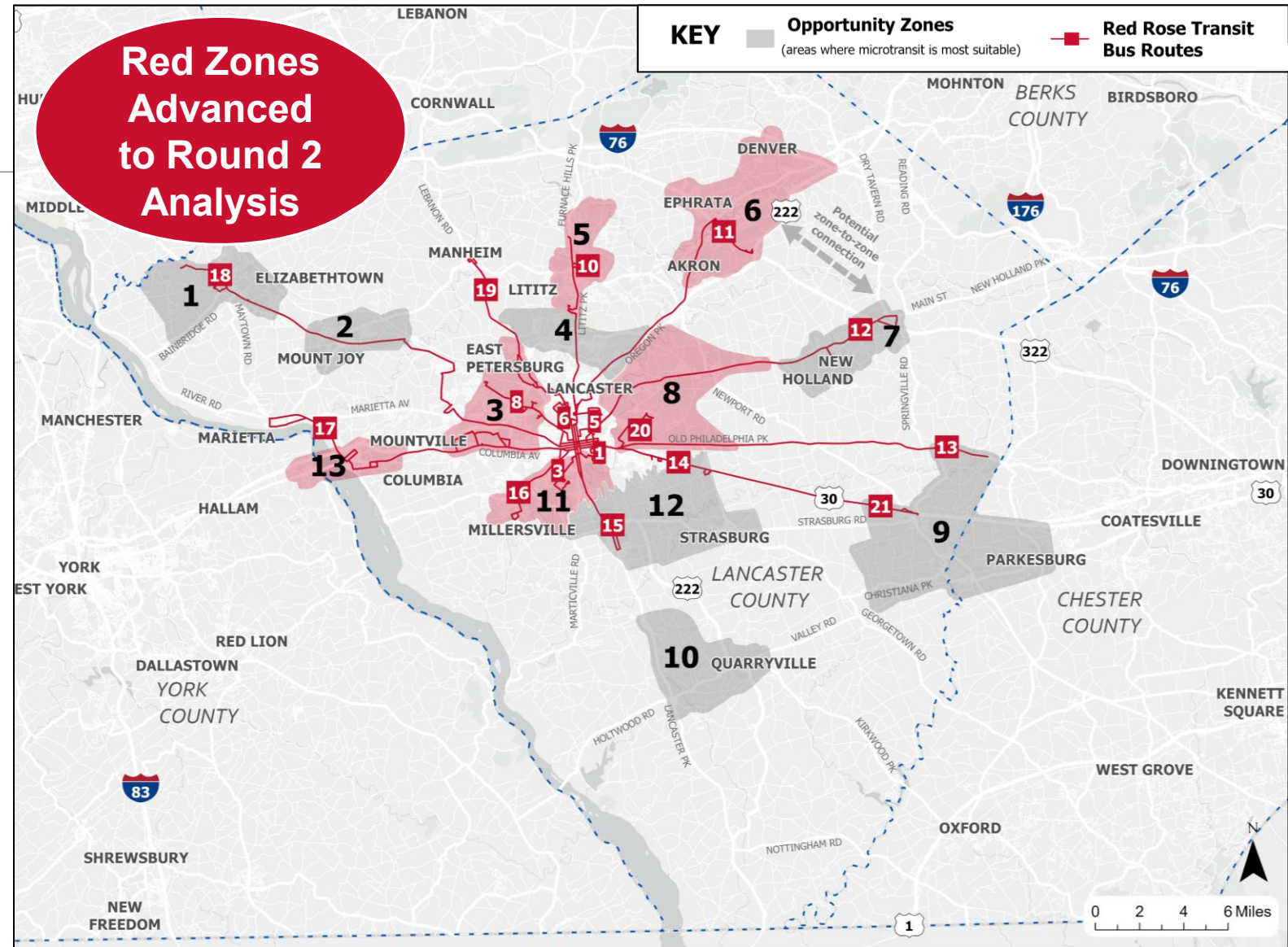
**Advance two (2) broader
service area zones**

- Fixed-Route Connector
- Countywide








Opportunity Zones (Round 1 Screening)

1. Elizabethtown
2. Mount Joy
3. East Petersburg–East Hempfield
4. Neffsville
5. Lititz
6. Ephrata–Denver
7. New Holland¹
8. Leola–Eden
9. Gap–Christiana²
10. Quarryville
11. Millersville
12. Willow Street–Strasburg–Outlets
13. Columbia–Wrightsville³

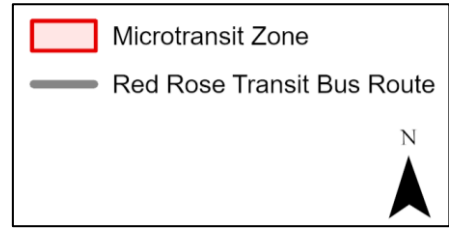
¹ Potential connection between zones could be considered
² Would require coordination with Chester County and TMACC
³ Would require coordination with rabbittransit



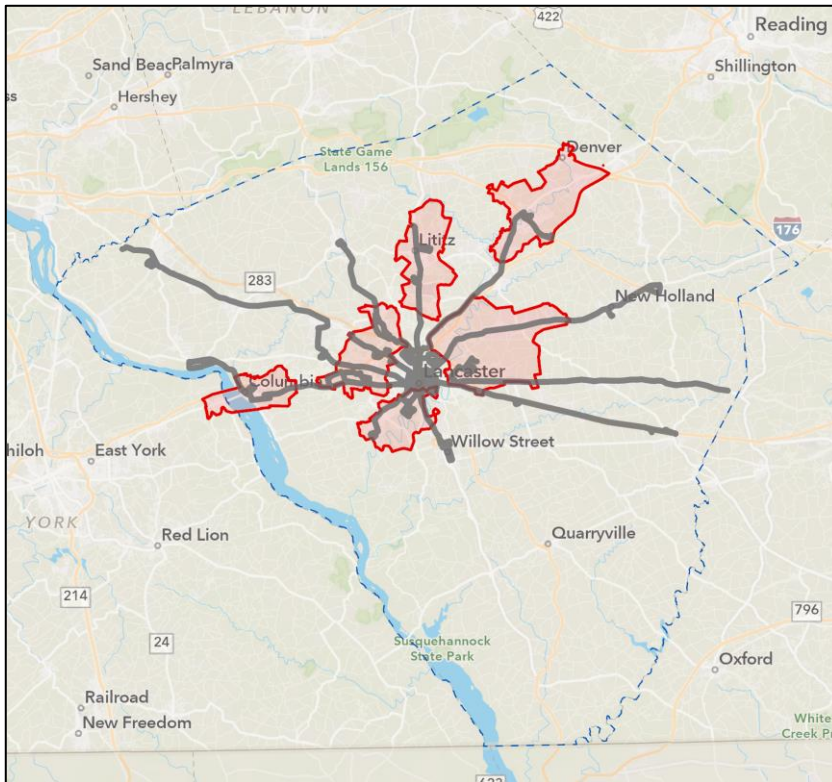
Zone Refinement Approach

-  Municipal/Census Boundaries
-  Transportation Infrastructure
-  Natural Features
-  Travel Patterns
-  Trip Generators
-  Bus Connections
-  Public Feedback

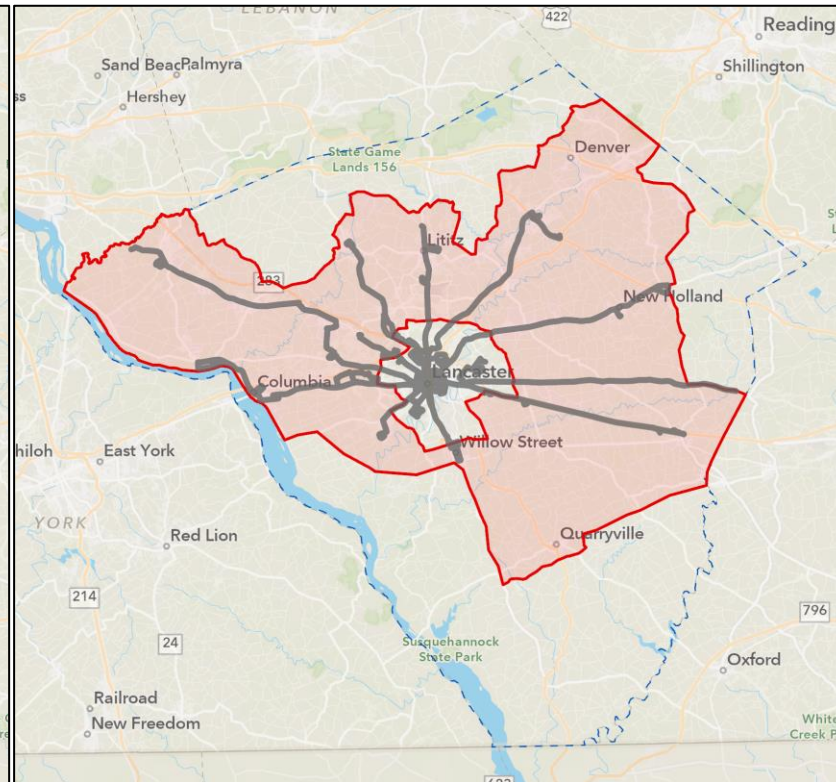
Refined Priority Zones



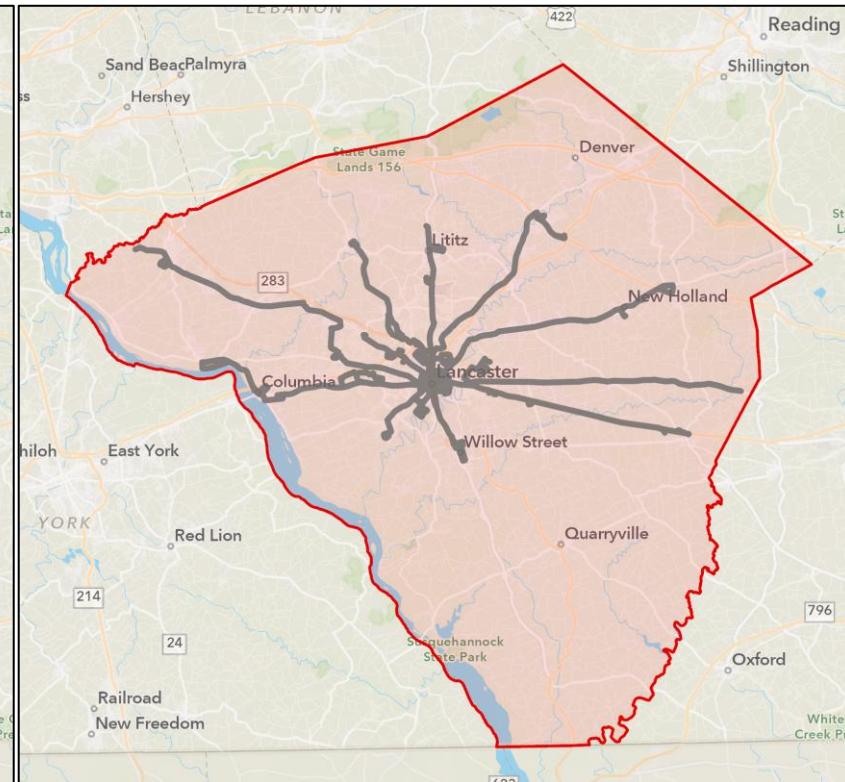
**Top Zones from
Round 1 Screening**



**Fixed-Route
Connector**



Countywide



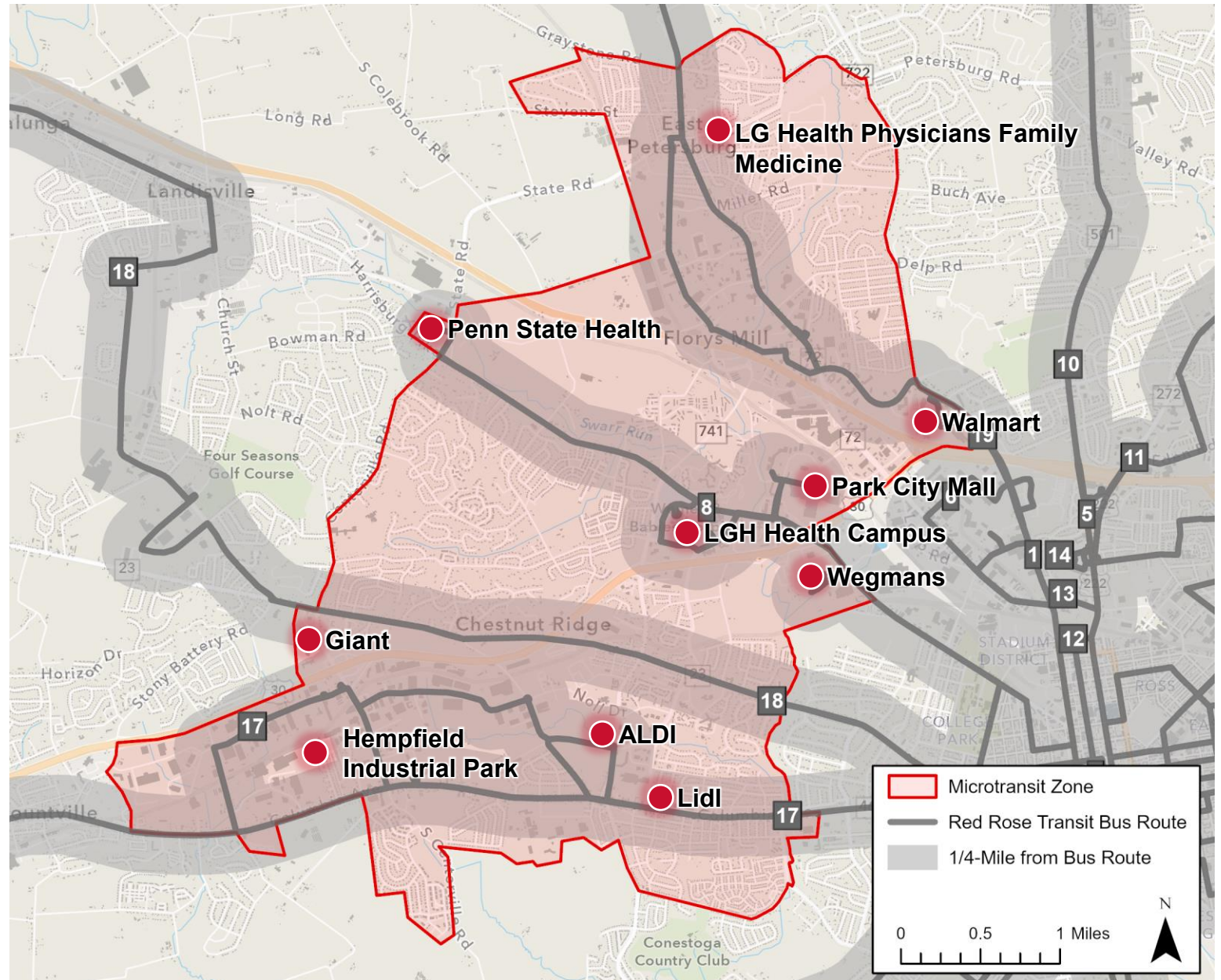
East Petersburg East Hempfield Zone

15 square miles

31,240 residents in zone

30,250 jobs in zone

Moderate-High transit need rating
6:00 am to 10:00 pm on weekdays



Lititz Zone

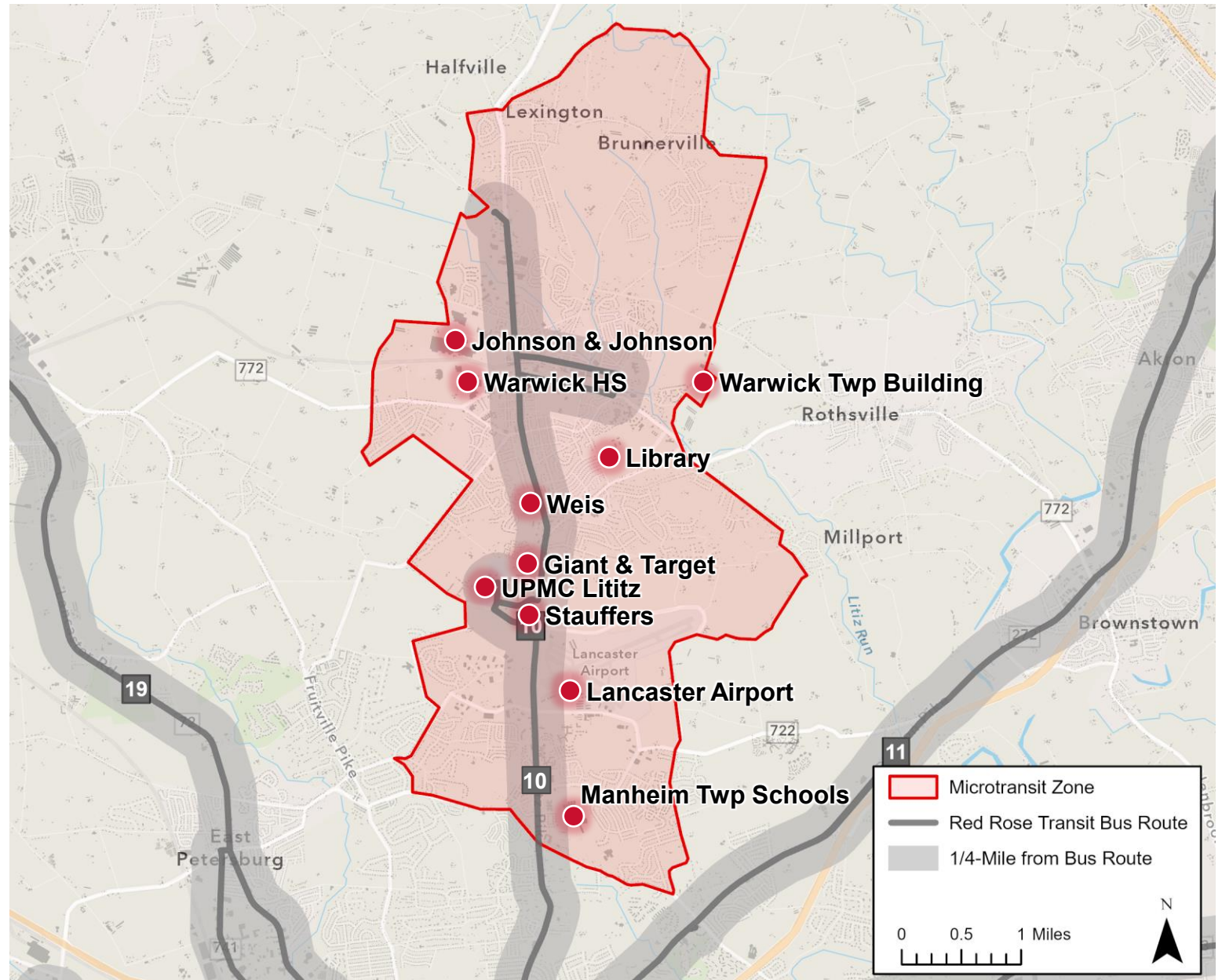
16 square miles

30,600 residents in zone

13,550 jobs in zone

Low-Moderate transit need rating

5:30 am to 7:30 pm on weekdays



Ephrata– Denver Zone

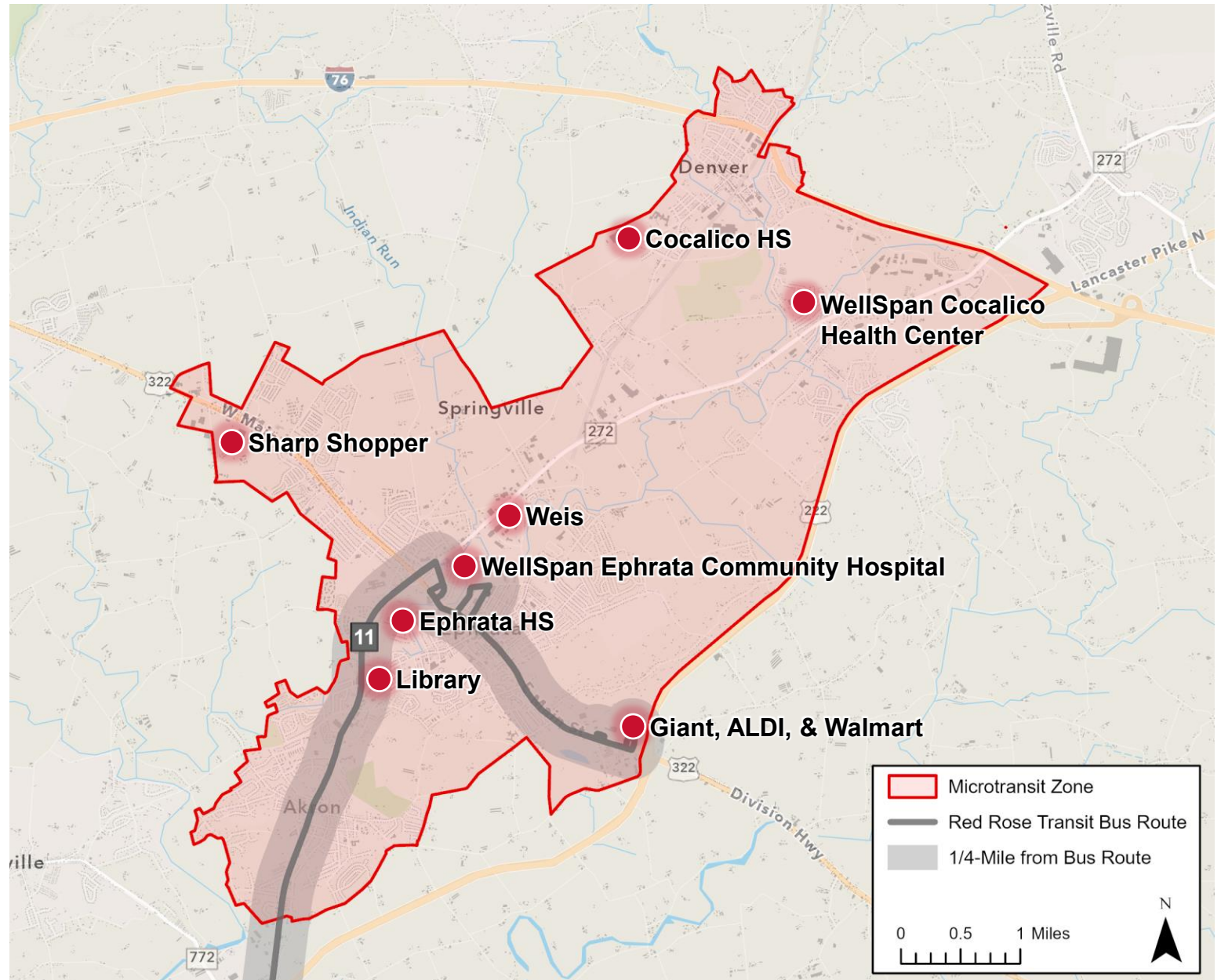
21 square miles

32,140 residents in zone

15,140 jobs in zone

Moderate transit need rating

5:30 am to 8:00 pm on weekdays



Leola-Eden Zone

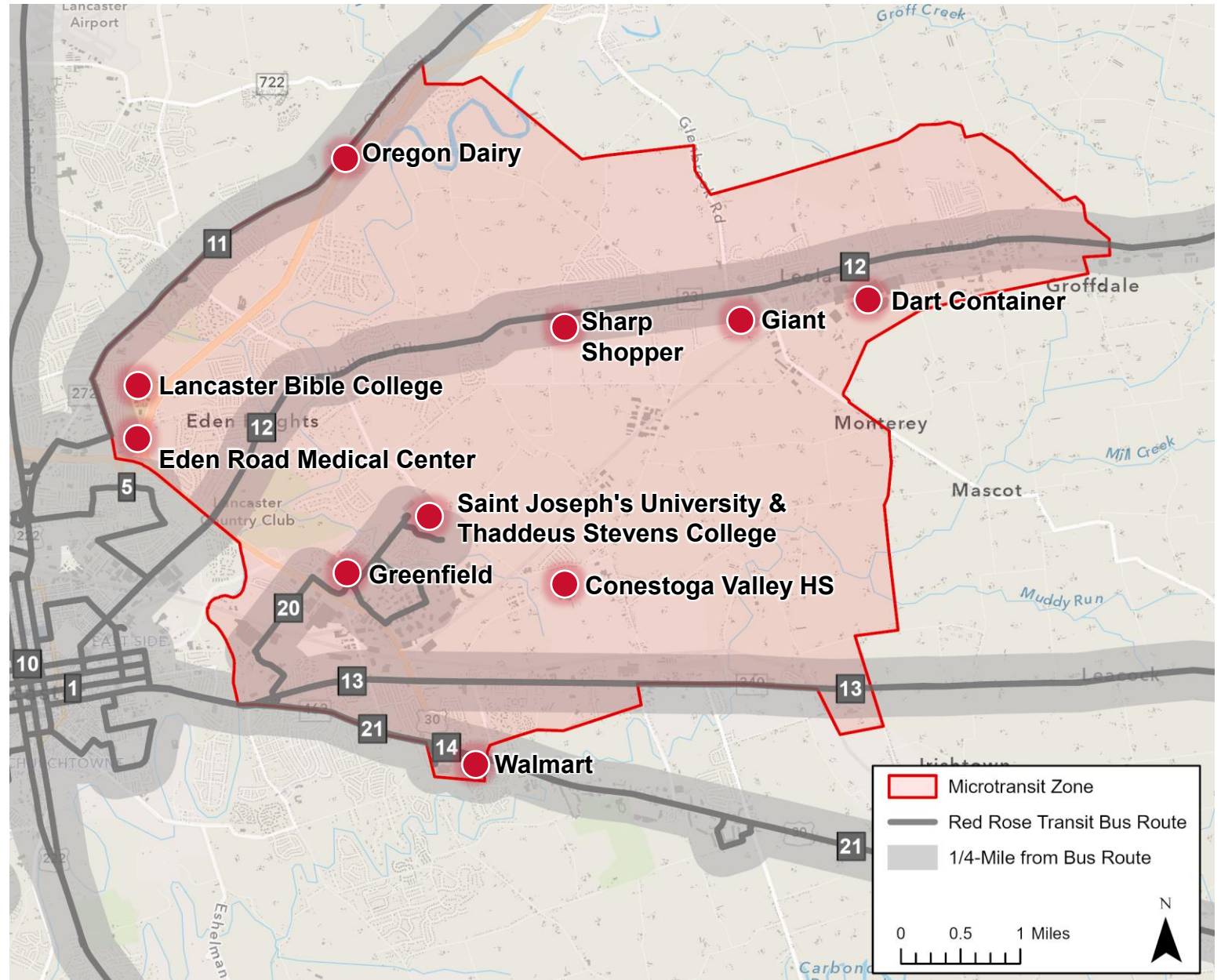
30 square miles

29,850 residents in zone

22,850 jobs in zone

Moderate-High transit need rating

5:30 am to 8:00 pm on weekdays



Millersville Zone

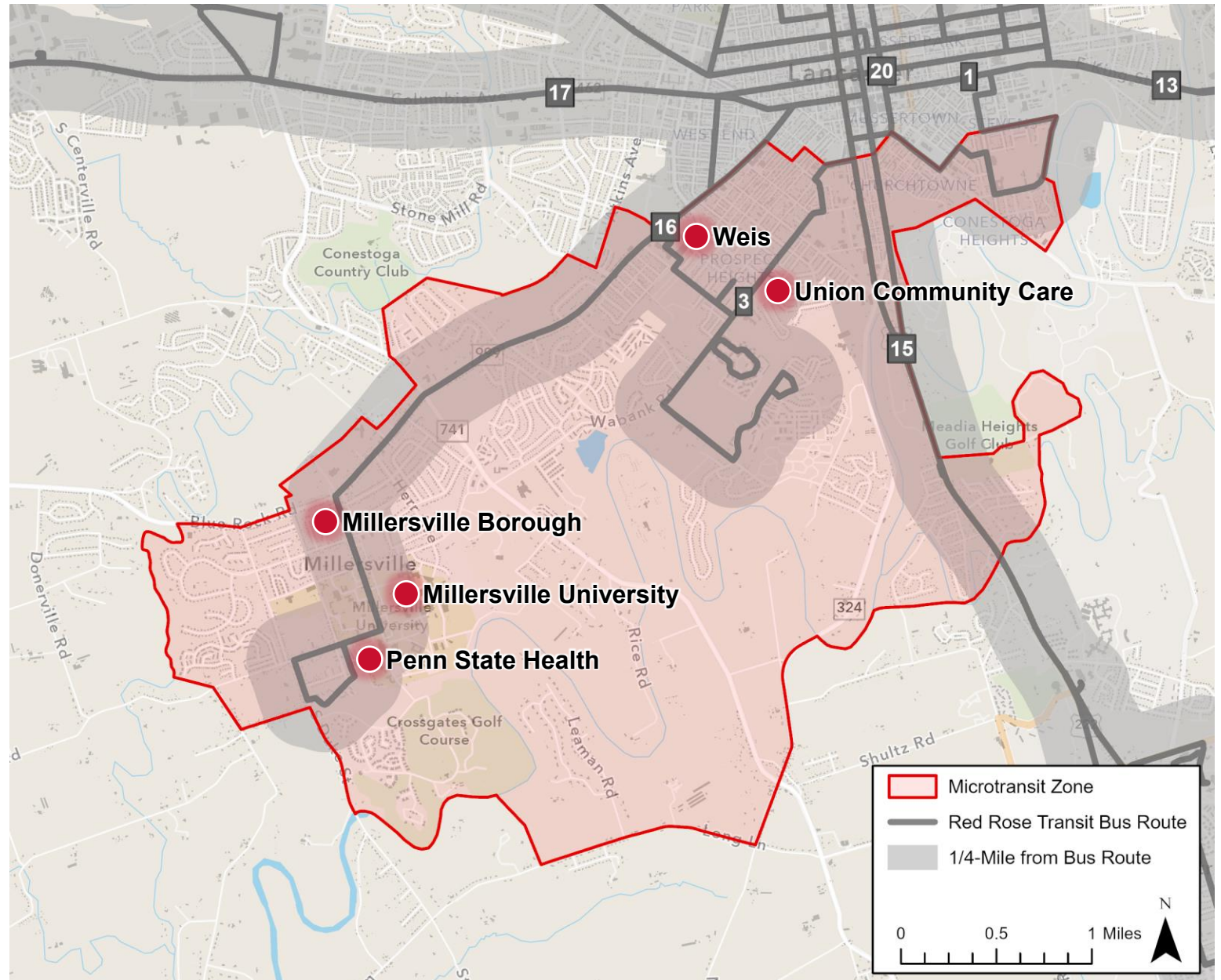
10 square miles

36,230 residents in zone

4,790 jobs in zone

Moderate transit need rating

5:30 am to 10:00 pm on weekdays



Columbia Wrightsville Zone

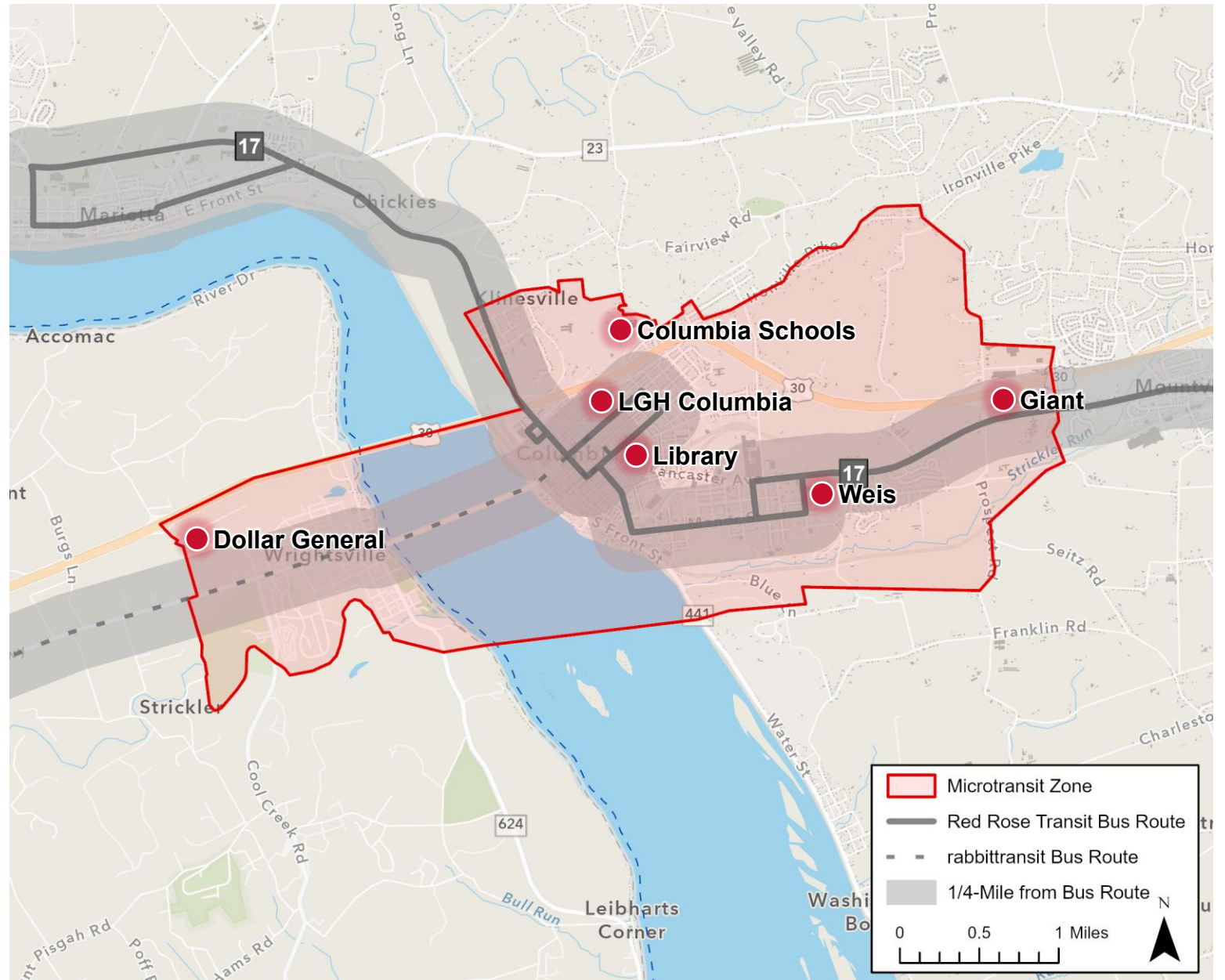
9 square miles

16,860 residents in zone

4,120 jobs in zone

Moderate transit need rating

5:30 am to 9:00 pm on weekdays



Round 2 Evaluation and Prioritization

- Simulated the 8 zones/service plan scenarios
- Evaluated zones using measures tied to the study's goals and objectives
- Prioritized zones and reported ridership and costs

Round 2 Measures











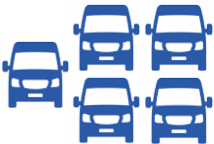



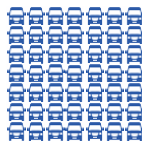
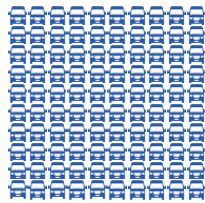








Effective	Efficient	Fiscally Sustainable
<ul style="list-style-type: none">• Area not served by fixed-route• Key connection points• Transit need	<ul style="list-style-type: none">• Passengers per vehicle revenue hour (VRH)• Average passenger wait time	<ul style="list-style-type: none">• Operating cost per passenger trip• Daily vehicle revenue hours (VRH)*

* Daily vehicle revenue hours is a proxy for total operating cost

Additional Assumptions

- **Metrics are shown as a range** based on low and high ridership estimates from modeling
- **Begin with weekday service before expanding to weekend service**
 - Many transit agencies first implement microtransit service on weekdays only, then evaluate to determine suitability before greater investments are made
 - The evaluation and prioritization that follows is based on weekday service metrics, however weekend service was also modeled to support future decision making



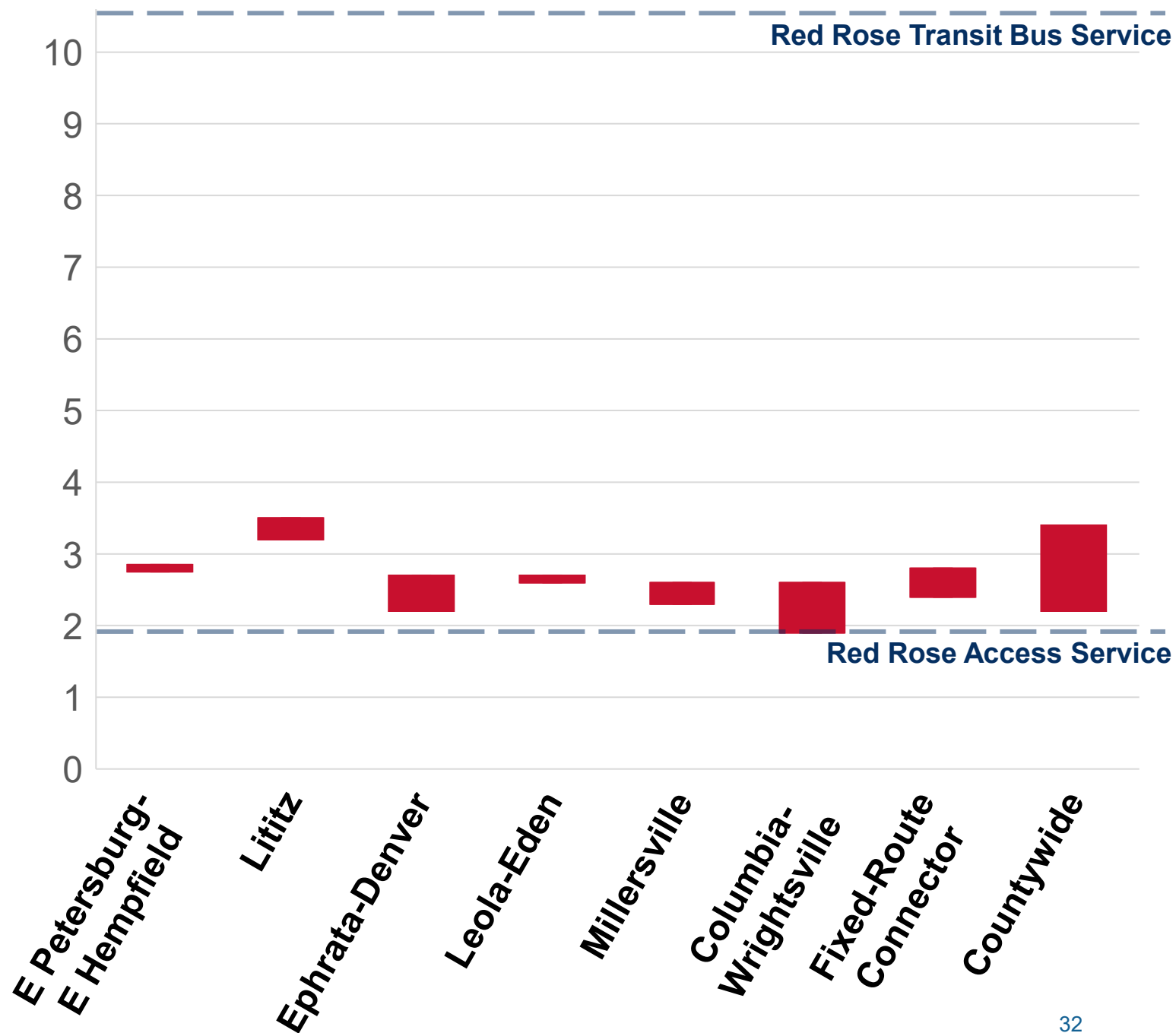
	East Petersburg- East Hempfield	Lititz	Ephrata- Denver	Leola-Eden	Millersville	Columbia- Wrightsville	Fixed Route Connector	County- wide
Daily Ridership	170 - 225	100 - 135	160 - 215	120 - 160	75 - 105	30 - 40	1,305 - 2,615	2,340 - 4,680
Wait Time								
Vehicles	 4 - 5	 2 - 3	 4 - 7	 3 - 5	 3 - 5	 1	 36 - 62	 71 - 116
Annual Cost	 \$1.2M - \$1.6M	 \$570K - \$850K	 \$1.2M - \$2.0M	 \$880K - \$1.3M	 \$670K - \$790K	 \$320K	 \$11M - \$19M	 \$21M - \$28M

For context, the annual cost to operate RRTA Bus and Access service is approximately \$15M and \$7M, respectively.



Passengers per Vehicle Revenue Hour

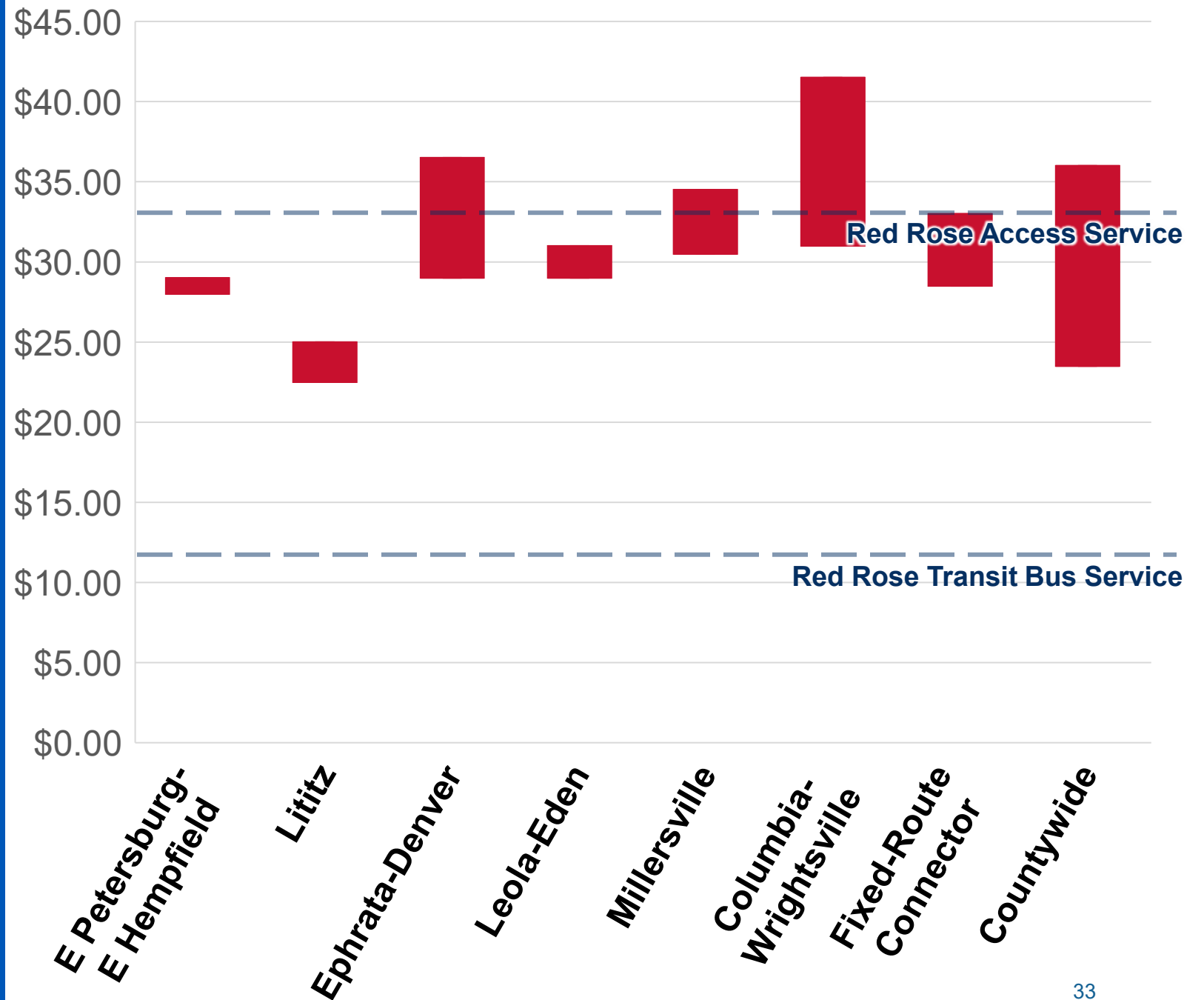
This is a measures how many riders are served per hour a vehicle is in service — indicating how productive and well-utilized the microtransit service is.





Operating Cost per Passenger Trip

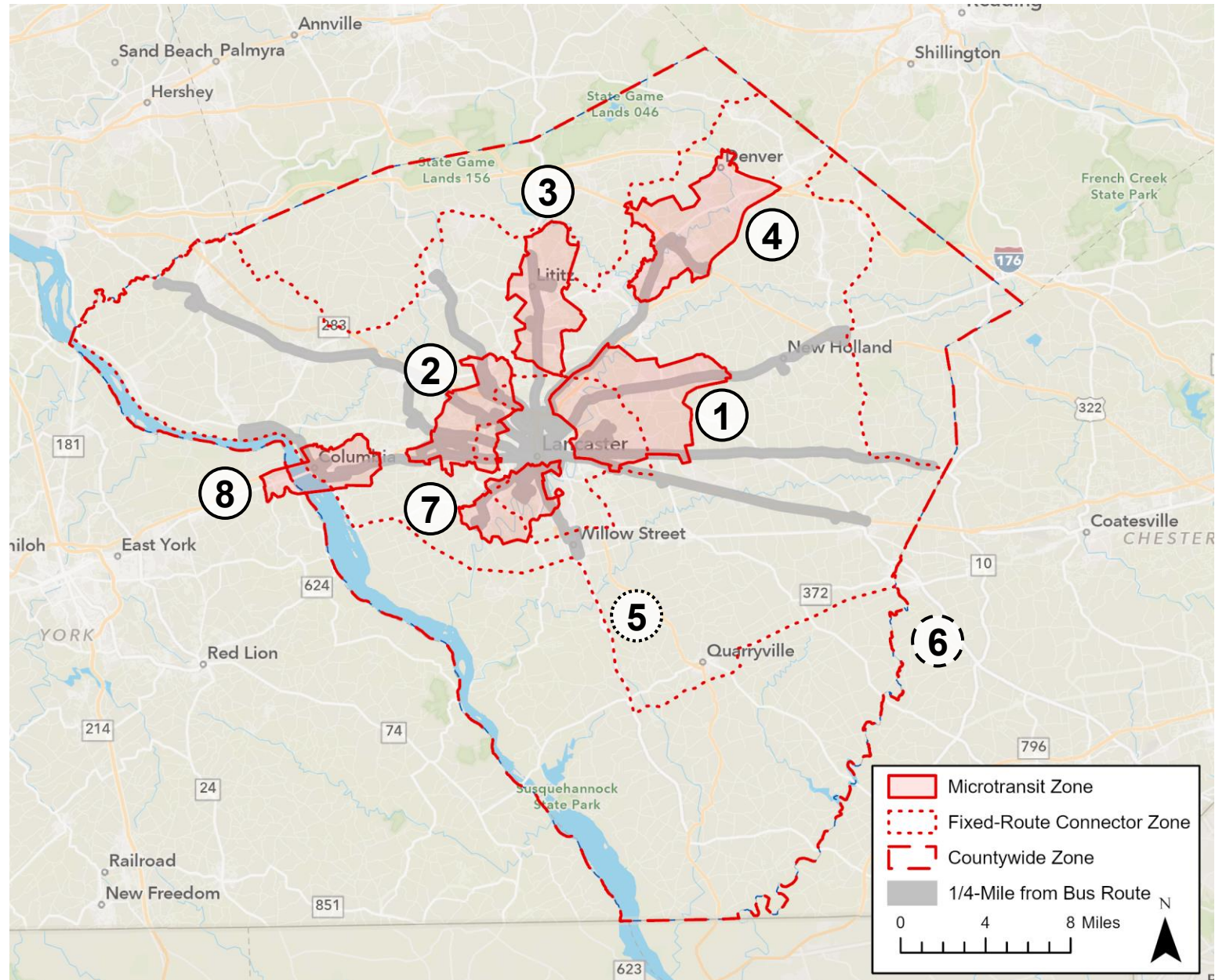
This is the average amount it costs to provide one trip to a rider. It helps measure how cost-efficient the service is. Lower values mean the service is more efficient.



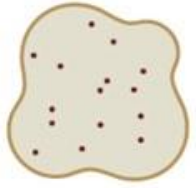
Zone Prioritization

Ranked Microtransit Zones

1. Leola-Eden
2. East Petersburg-
East Hempfield
3. Lititz
4. Ephrata-Denver
5. Fixed-Route Connector
6. Countywide
7. Millersville
8. Columbia-Wrightsville



Summary



Eight Priority Zones Identified for Microtransit



Data-Driven Evaluation



Microtransit Can Fill Critical Service Gaps



Service Modeling Highlights Trade-Offs

Next Steps

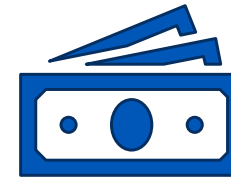
Next Technical Task



**Recommend
Service Levels for
the High-Priority
Zones**



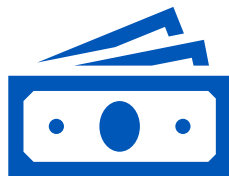
**Provide Guidance
for the Low-Priority
Zones**



**Estimate Capital
and Operating
Investment Needs**



**Identify Funding and
Partnership
Opportunities**



**Develop Fare
Structure**



**Recommend Customer
Education, Marketing,
and Outreach Activities**



**Develop Performance
Measures and Targets**

Steering Committee Next Steps

- **July:** Provide any final comments on Zone Analysis and Prioritization
- **August:** Review Recommendations and Performance Monitoring
- **September:** Review Draft Study Report
- **October:** Attend Steering Committee Meeting #4
- **October:** Support next round of public participation & feedback



Open Discussion