



SCTA Microtransit Feasibility Study

STEERING COMMITTEE MEETING #4

OCTOBER 23, 2025

PREPARED BY:

Kimley»Horn

Agenda



- Welcome and Introductions
- Study Recap
- Recommendations
- Performance Monitoring
- Public Participation: Next Phase
- Open Discussion and Q&A

Team Introductions

Kimley»Horn



Tyler Beduhn
Project Manager



Vickie Karandrikas
Public Participation



Poonam Patel
Evaluation &
Recommendations

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

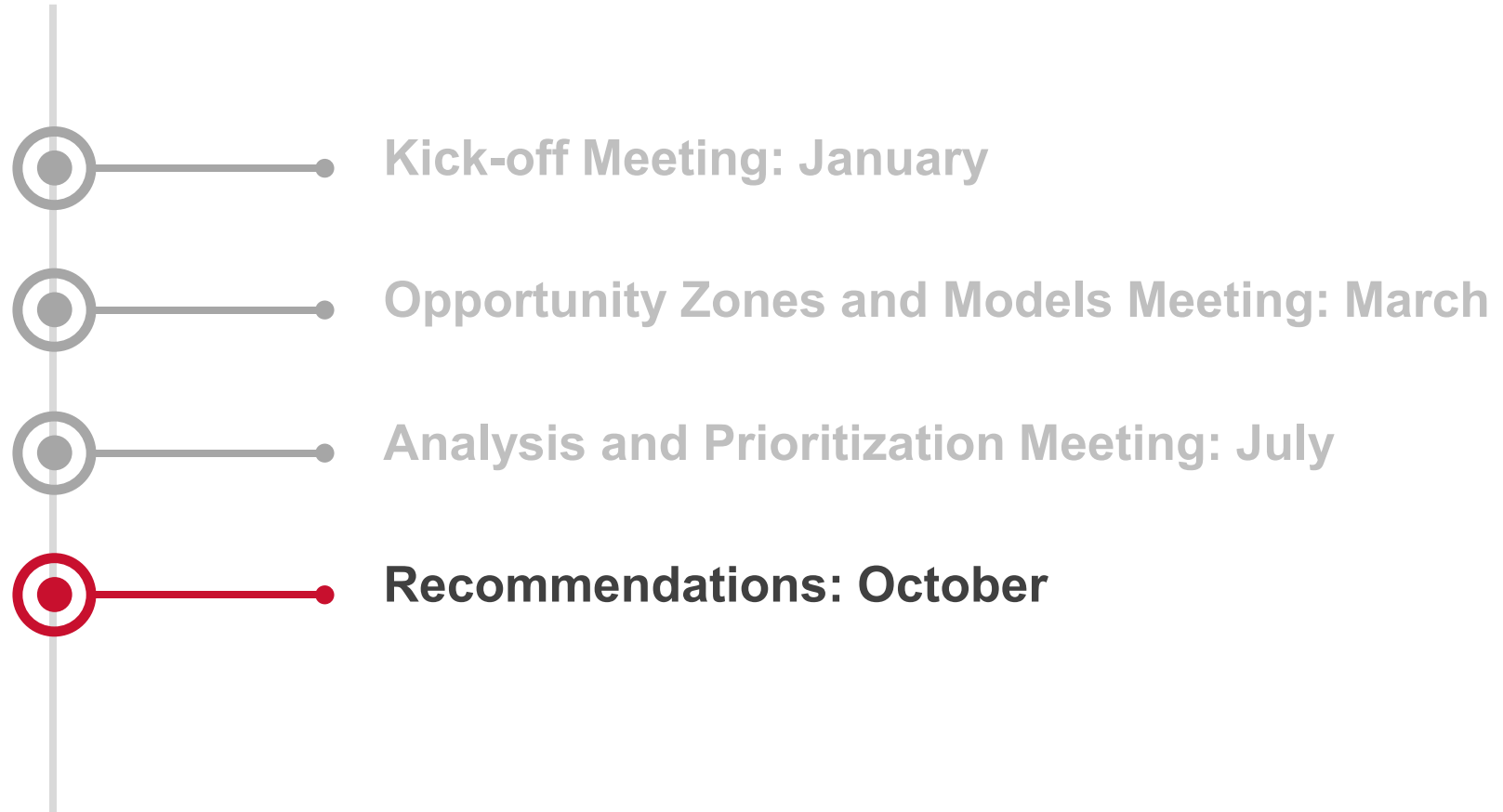
Steering Committee Roll Call



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

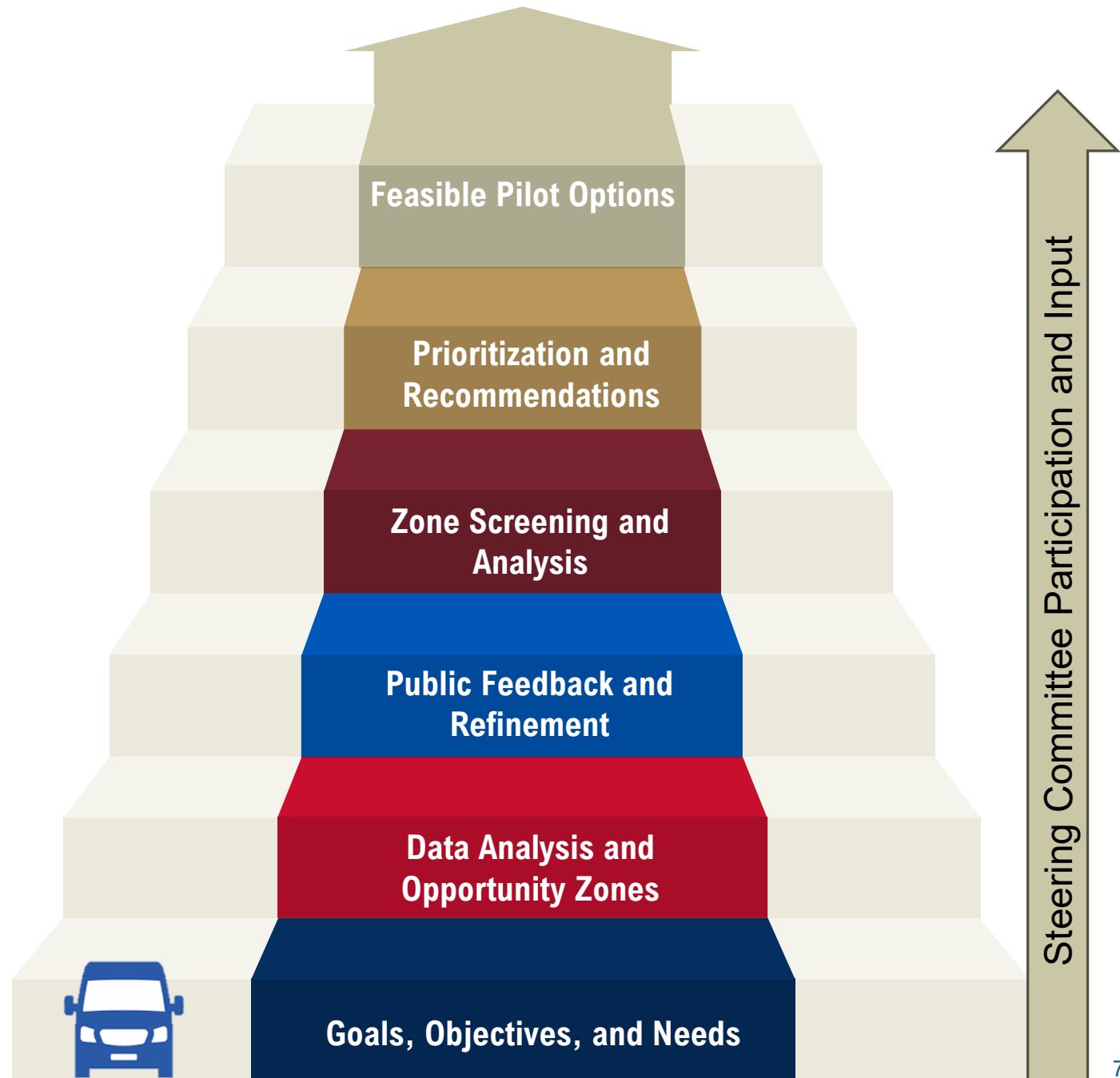
Key

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

WE
ARE
HERE

Task	2024	2025												2026
	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.
➔ Task 1 - Stakeholder Engagement		M			M			M			M			
Task 2 - Opportunity Zone Identification	M	 		Community Pop-up Workshops							Public Participation Meeting			
➔ Task 3 - Public Participation Plan		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													 MM	

Study Process



Progress Since Steering Committee Meeting #3

- **Gathered Additional Feedback from Steering Committee Members**
- **Revised Opportunity Zone Analysis and Prioritization**
 - Revised Technical Briefing Deck to include additional zone analysis and re-prioritization – Sent 10/9
- **Completed Recommendations and Performance Monitoring**
 - Steering Committee review of Technical Briefing Deck – Sent 10/21
- **Prepared for Next Round of Public Participation**

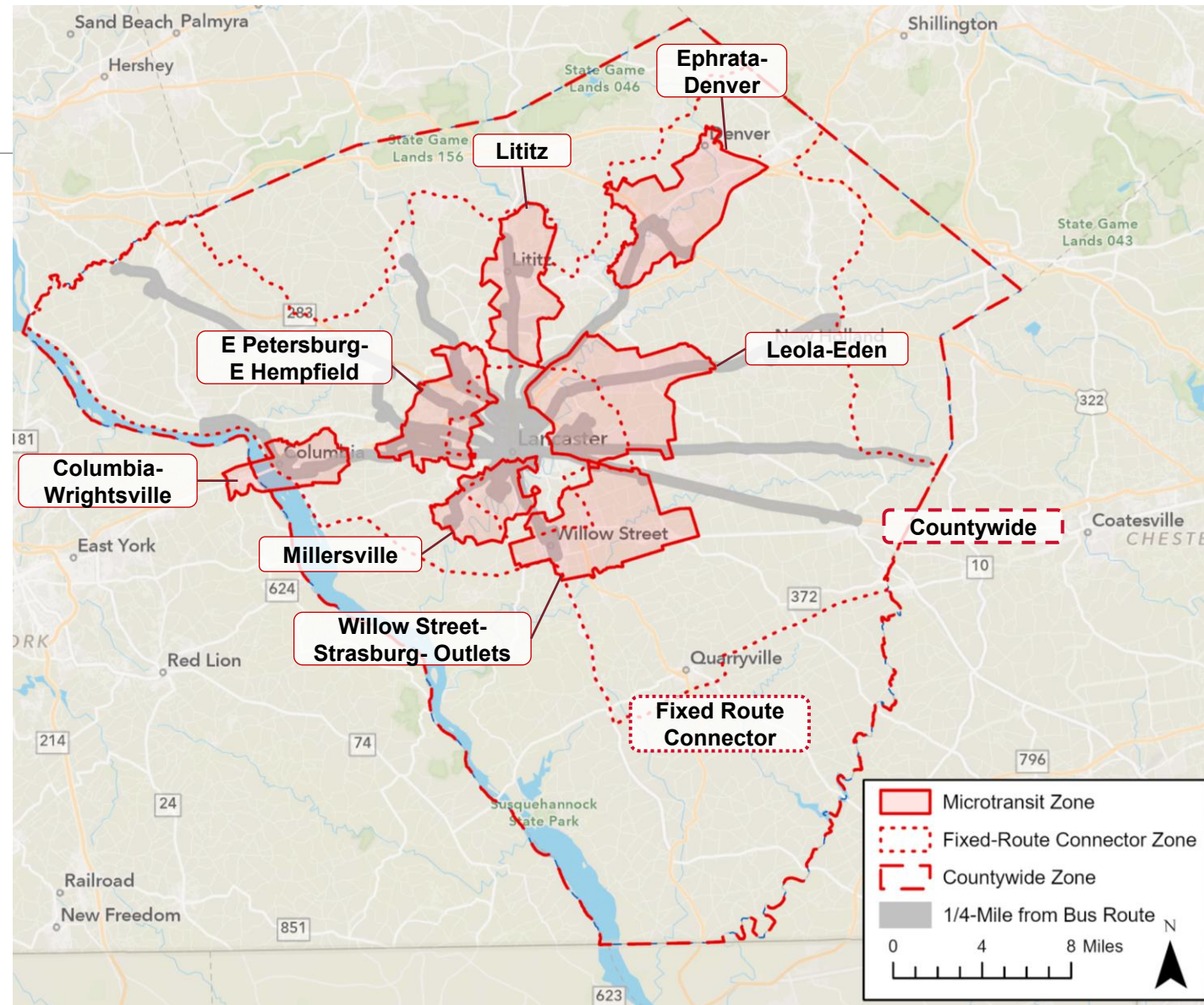


High-Scoring Zones & Pilot Recommendation

Round 2 Evaluation Priority Zones

The benefits and drawbacks of the Round 2 priority zones were considered

This information, including data analysis and input gathered to date, was used to formulate recommendations for a future microtransit pilot



KEY:  **Near-Term Pilot Option**  **Future Expansion Option**  **Long-Term Option (Not Cost Feasible)**

Zone	Evaluation Rank	Benefit	Drawback	Recommendation
Leola-Eden	1	Larger unserved area; serves higher transit need areas; moderate cost efficiency	Moderate vehicle productivity	
East Petersburg-East Hempfield	2	Serves higher transit need area; connects to key destinations; higher cost efficiency per passenger	Large overlap with existing fixed route service	
Willow Street-Strasburg-Outlets	3	Larger unserved area; connects to key destinations; high public response/interest	Lower cost efficiency	
Countywide	4	Expands connections across the county	Very high cost for vehicles and to operate	
Lititz	5	Higher cost efficiency; higher vehicle productivity; high public response/interest	Serves lower transit need areas; overlap with existing fixed route service	
Fixed Route Connector	5	Strengthens RRTA network connectivity	Very high cost for vehicles and to operate	
Ephrata-Denver	7	Large unserved area; high public response/interest; moderate cost efficiency	Moderate vehicle productivity	
Millersville	7	Expands travel options in higher density area (e.g., university population); high public response/interest	Overlap with existing fixed route service	
Columbia-Wrightsville	9	Provides additional mobility during upcoming bridge closure; least costly zone to operate	Low demand; lower cost efficiency	

Note: Comparative terms (e.g., higher/lower, more/less) are relative to the other evaluated zones

Service Area



Recommendation

SCTA should consider one of the following service areas for an initial microtransit implementation.

Following the Round 2 evaluation, the **Leola-Eden** zone is recommended as the primary area for an initial pilot service.

Additionally, two other zones, **Willow Street-Strasburg-Outlets** and **Ephrata-Denver**, are recommended as alternatives to proceed, depending on the availability of funding.



Leola-Eden



Willow Street-Strasburg-Outlets

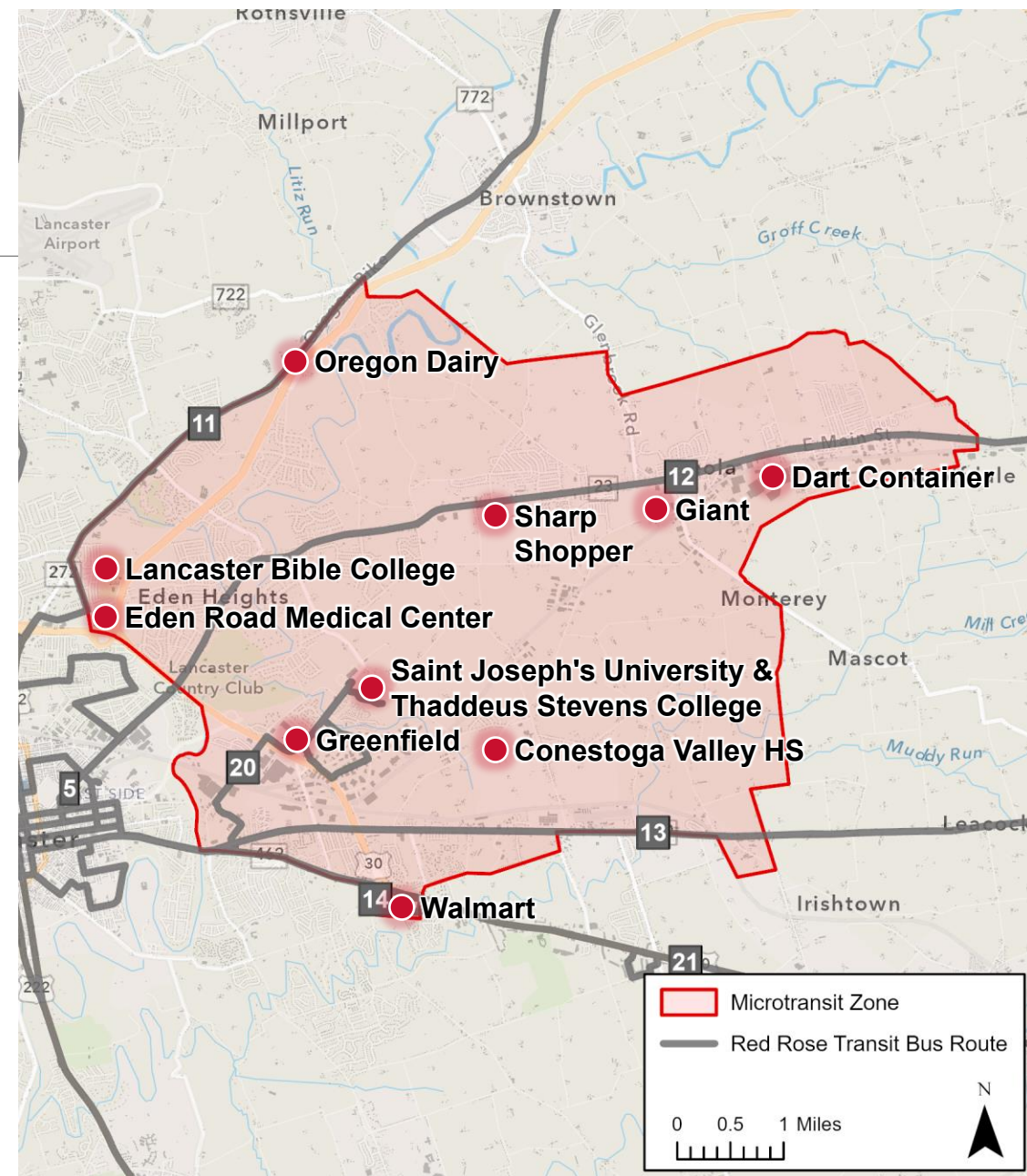


Ephrata-Denver

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
- Curb-to-curb service

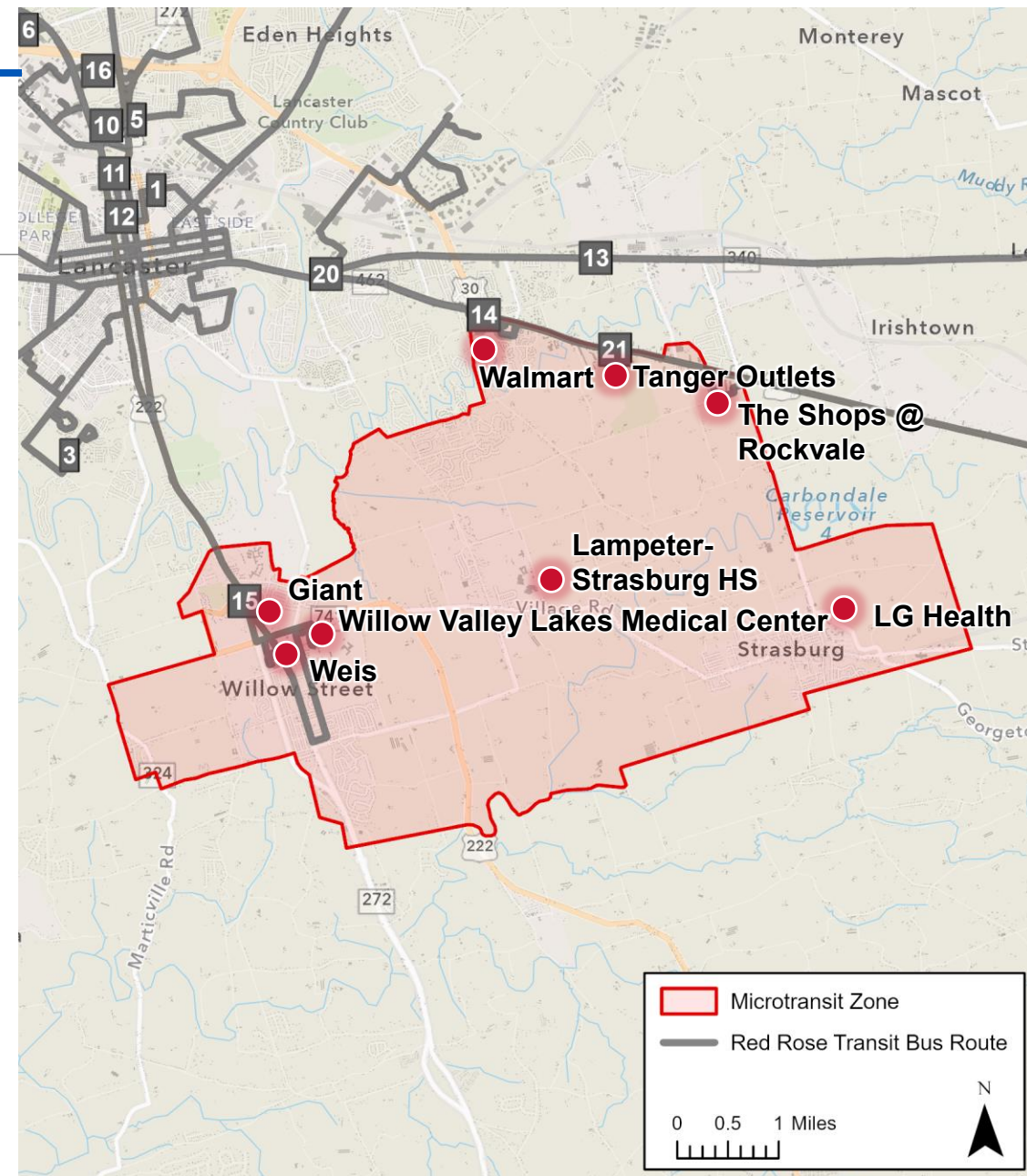
Metric	Value
Weekday ridership	120 – 160 per day
Weekday service operating cost	\$884K – \$1.26M per year
Vehicles required	3 – 5
Average passenger wait time	17 – 18 minutes
Average passenger in-vehicle time	12 – 16 minutes
Passengers per vehicle-hour	2.6 – 2.7
Operating cost per passenger trip	\$29.00 – \$31.00



Willow Street–Strasburg– Outlets Zone

- 24 square miles
- 19,350 residents in zone
- 8,690 jobs in zone
- Moderate transit need rating
- 6:00 am to 8:00 pm on weekdays
- Curb-to-curb service

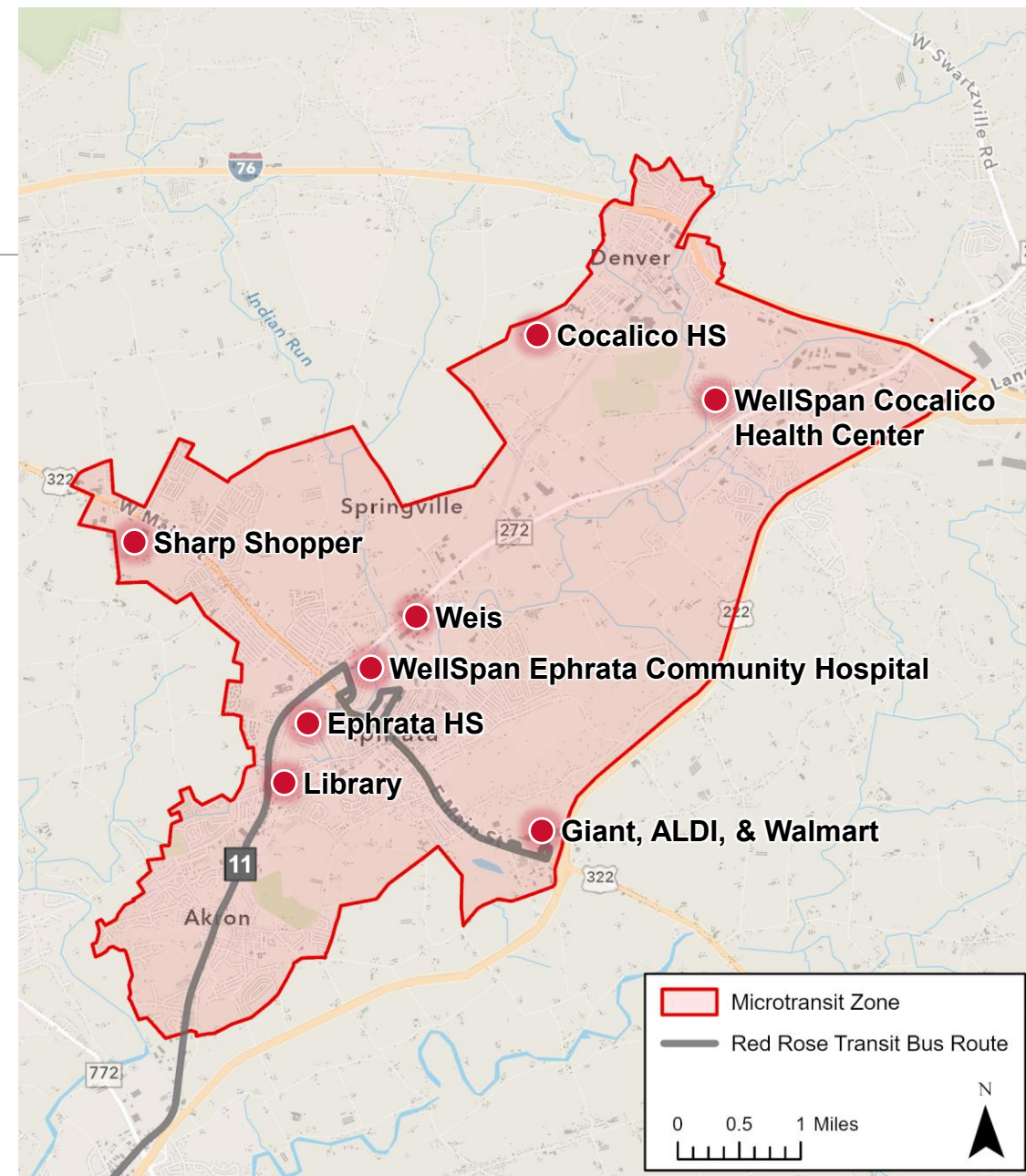
Metric	Value
Weekday ridership	75 – 100 per day
Weekday service operating cost	\$650K – \$853K per year
Vehicles required	~ 3
Average passenger wait time	16 – 17 minutes
Average passenger in-vehicle time	13 – 16 minutes
Passengers per vehicle-hour	~ 2.4
Operating cost per passenger trip	~ \$33.00



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
- Curb-to-curb service

Metric	Value
Weekday ridership	160 – 215 per day
Weekday service operating cost	\$1.18M – \$1.97M per year
Vehicles required	4 – 7
Average passenger wait time	16 – 18 minutes
Average passenger in-vehicle time	10 – 12 minutes
Passengers per vehicle-hour	2.2 – 2.7
Operating cost per passenger trip	\$29.00 – \$36.50



Pilot Service



Recommendation

SCTA should pilot microtransit in an initial zone before considering expansion

Initial microtransit rollout

Focus on a single zone as a pilot program lasting 18 to 24 months.

First six months of the pilot

Gather feedback and use it to adjust service design elements such as operating hours, target wait times, and geographic coverage.

End of the pilot period

Evaluate the service's effectiveness to decide whether to continue microtransit in that zone and consider expanding to other suitable zones.

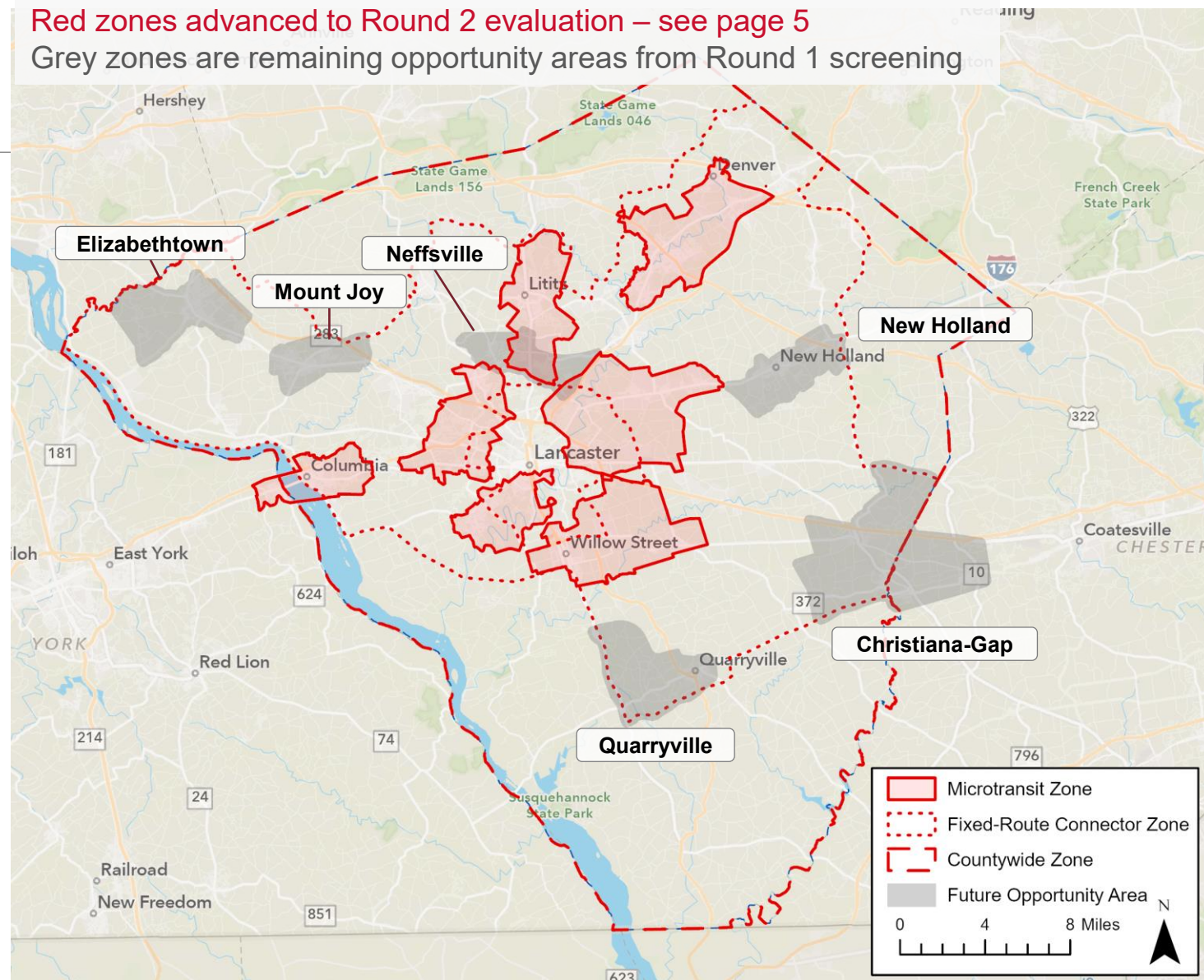
The service plans specify weekday operating hours. The pilot should start with weekday service, given more consistent travel patterns, enabling SCTA to evaluate performance during peak demand before exploring weekend service expansion.



Guidance for Other Opportunity Areas

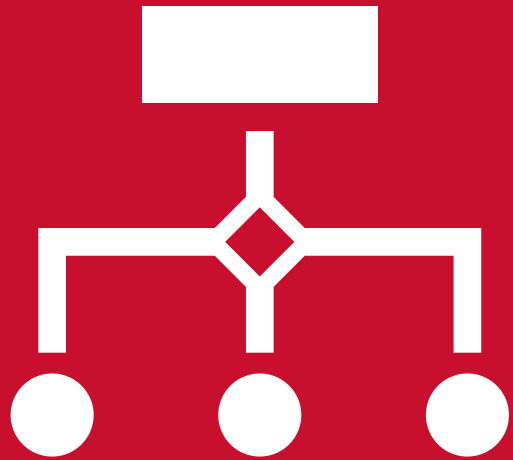
Guidance on Other Opportunity Areas

- The zones not selected for Round 2 evaluation are shown in grey. These areas remain future candidates for microtransit expansion if local priorities shift or additional funding becomes available.
- Zones chosen for Round 2 evaluation were selected to focus on the most advantageous and highest-scoring opportunity zones through the study for an initial implementation.
- A pilot program in a feasible, high-scoring, zone will provide SCTA with insights into the effectiveness of this service type, before expanding to other areas identified as having microtransit opportunity.





Are there any surprises here —
either positive or concerning —
based on what you expected
entering today?



Additional Service Recommendations

Service Delivery Model



Recommendation

SCTA should utilize a turnkey service delivery model for microtransit.

Component	RRTA Fixed Route Bus (Existing)	Red Rose Access (Existing)	Microtransit (Proposed)
Operators	In-house	Contracted (Easton Coach Company)	Contracted (separate contract from Red Rose Access)
Customer service	In-house	In-house	In-house
Vehicles	SCTA owned	SCTA owned	SCTA owned
Facility	SCTA owned	Contractor leased	Contractor leased
Technology	Contracted (Avail for on-board systems through PennDOT, Genfare and Modeshift for fare payment system)	Contracted (Ecolane through PennDOT)	Contracted (contractor provides microtransit technology; use Modeshift for fare payment)
Service Delivery Model	Software as a Service	Hybrid	Turnkey

Fleet



Recommendation

SCTA should repurpose and rebrand spare ADA-accessible Red Rose Access vehicles.

- The vehicles are 25-foot shuttle buses
- The vehicle passenger capacity is 14 (4 wheelchairs)
- The vehicles can be rebranded (wrapped) for microtransit service

Recommended Zone	Vehicles Needed (Including Spares)
Leola-Eden	4 to 6
Willow St-Strasburg-Outlets	4
Ephrata-Denver	5 to 9

Assumes 15% to 20% spare ratio



Fare Structure



Recommendation

SCTA should move forward with a premium fare structure, in-line with the existing RRTA All Day Pass fare level.

The selection of the appropriate fare structure depends on the characteristics of the service area, the service's goals, and the pricing of other transportation options available.

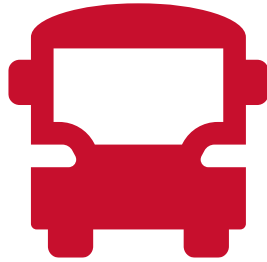
Service	Fare Structure
RRTA Fixed-Route Bus (Existing)	Regular fare - \$1.80 Seniors - Free Persons with disabilities - \$0.90 K-12 student - \$1.00 All Day Pass - \$3.70
Red Rose Access (Existing)	Mileage-based fares: • Senior co-pays: \$2.10 to \$7.50 • Persons with disabilities co-pays: \$2.40 to \$7.50 • ADA: \$2.40 to \$3.40 • Full fare: \$13.70 to \$50.00 Access to Jobs: \$3.00
Microtransit (Proposed)	Regular fare - \$3.70 Seniors - Free Persons with disabilities- \$1.85 K-12 student - \$2.00

Ride Request and Payment



Recommendation

SCTA should move forward with the following ride request (booking) and payment methods.



Booking Method

- On-demand and advance (up to two weeks ahead) scheduling
- By app or call center
- “Hop-on” trips not allowed; must book with app or call center



Payment Methods

- RRTA GoMobile app and website portal
- Cash onboard
- Free transfers to/from fixed-route through the RRTA GoMobile app
- Promo code in microtransit scheduling app

Engagement Strategies



Recommendation

SCTA should consider the following customer education, marketing, and outreach strategies.

Objectives

1. Educate about microtransit
2. Explain how to use the service

Digital Marketing

- Service website
- Social media posts
- Geotargeted ads
- YouTube/website videos about how to use the service
- A month of fare-free service following launch

Print Marketing

- Direct mail to residents within the service area zone
- Brochures and flyers at transit hubs, affected bus stops, and for microtransit drivers to hand out
- Advertising at or on transit hubs, bus shelters, bus exteriors
- Feature story in local paper
- Posters and flyers at key trip generators

Direct Outreach

- Attend community events
- Public meetings
- Stakeholder meetings
- Pop-up events
- Brand ambassadors on buses affected by change
- Wrapping service vehicle in new microtransit program logo and colors*
- Education ride-alongs by staff

*should include phone number or information on how to book a trip

Costs

Recommended Pilot Zone Options	Upfront Capital Cost	Annual Operating Contract Cost	Administrative/Marketing FTE	Customer Service FTE
Leola-Eden	\$52K – \$78K	\$884K – \$1.26M	0.4 – 0.5 FTE	0.75 – 1.0 FTE
Willow Street-Strasburg-Outlets	~\$52K	\$650K – \$853K		0.5 – 0.6 FTE
Ephrata-Denver	\$65K – \$117K	\$1.18M – \$1.97M		1.0 – 1.3 FTE

Low – High ranges are shown based on ridership ranges from the zone analysis task, which affect vehicle needs and vehicle-hours operated.

Operating costs are reflective of weekday service only.

FTE = Full Time Equivalent employee hours.

SCTA Administrative/Marketing staff time details are shown on the next page.

Customer service staff needs assume 30% of trips are booked by call center.

Additional Funding Opportunities

In addition to the existing RRTA capital and operating funding sources, the following are additional sources that could be considered:

Federal (U.S. Department of Transportation)*	State (PennDOT)	Regional (Lancaster County MPO)
Advanced Transportation Technology and Innovation (ATTAIN) Program	Programs of Statewide Significance (Section 1516) Demonstration Projects	Congestion Mitigation and Air Quality (CMAQ) Program
Enhancing Mobility Innovation Program		
Rural Surface Transportation Program		

*These initiatives fall under the Bipartisan Infrastructure Law (BIL), which extends funding through the 2026 fiscal year. However, it remains uncertain whether USDOT will release further funding opportunity announcements under the existing authorization.



Are there any recommendations we've discussed that require further explanation?



Performance Monitoring

Goals and Objectives



GOAL

(from Transit Development Plan)

Effective

Offer a network that links people to the places they need and want to go



Efficient

Make riding transit reliable and efficient



Fiscally Sustainable

Operate a service that maximizes available funds and remains well-positioned financially into the future



Innovative

Explore new tools and operating models to maximize service quality and efficiency

OBJECTIVE

(developed with input from SCTA and Steering Committee)

- Enhance the hub-and-spoke fixed-route bus network by filling coverage gaps
- Facilitate connections to regional destinations, employment, healthcare, and between municipalities
- Expand mobility options for rural and underserved communities

- Prioritize on-time performance
- Offer more frequent and available service by decreasing the wait time for a trip.
- Align service hours with when people want to travel

- Establish and monitor clear performance metrics to assess cost-efficiency and overall service impact
- Adopt a data-focused approach when planning new service
- Improve public awareness and perception of public transit to promote service usage

- Evaluate all viable service delivery models
- Use performance measures to regularly evaluate and refine microtransit service
- Utilize a pilot program to test and refine service offerings before expanding

Data Collection and Reporting

PRIMARY MEASURES

Measures that should be closely monitored to determine if the pilot service is worth continuing or if adjustments are needed:

- Passengers per Revenue Vehicle-Hour*
- Operating Cost per Passenger Trip*
- Farebox Recovery Ratio
- Average Daily and Monthly Ridership
- Average Wait Time
- Ridesharing Percentage
- Average Customer Trip Rating
- Operating Cost per Revenue Vehicle-Hour*
- Operating Revenue per Revenue Vehicle-Hour*

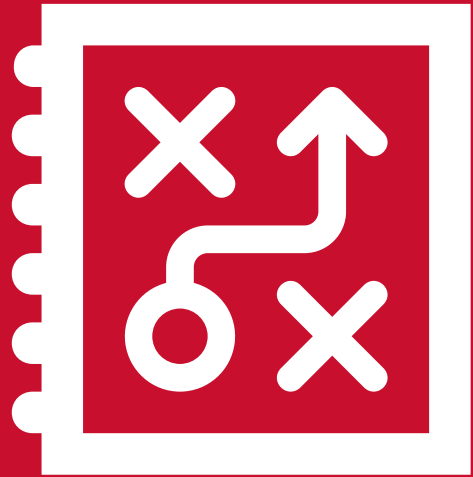
SECONDARY MEASURES

Additional measures that should be collected to monitor service for other interests or planning:

- Passengers by Time of Day
- Number of Unique Rider Accounts
- Number of Repeat Customers
- ADA Trips
- Booking Method
- Number of No-Shows
- Top Origin and Destinations

Summary

	Service Elements	Recommendation
	Initial Pilot Zone	1. Leola-Eden 2. Willow Street-Strasburg-Outlets, or 3. Ephrata-Denver
	Service Model	Turnkey contract for operators, technology, and facility; SCTA-owned vehicles
	Fleet	Use spare Red Rose Access vehicles with new branding
	Fare Structure	\$3.70 for regular one-way fare; discounted fares for seniors (free), persons with disabilities (\$1.85) and K-12 students (\$2.00)
	Transfer Policy	Customer's microtransit fare covers 'free' use of fixed-route when transferring
	Booking Methods	By app or call center; on-demand scheduling and up to two weeks ahead
	Payment Methods	App-based payment, cash, promo code
	Engagement Strategy	A variety of digital marketing, print marketing and direct outreach
	SCTA Staffing	Use of existing staff + 0.5 FTE for administrative/marketing effort and 0.5 – 1.3 FTE per zone for customer service
	Performance Monitoring	Several measures, including ridership, PennDOT Act 44 performance measures, wait time, ridesharing percentage, customer trip rating, and others



Next Steps

Key Implementation Next Steps

- ❑ Finalize feasibility study
- ❑ Secure funding sources and establish partnerships
- ❑ Choose a pilot zone based on available funding and partners
- ❑ Develop service branding and a marketing plan
- ❑ Inform the public & stakeholders about microtransit service *(6 to 12 months prior to launch)*
- ❑ Select contractor
- ❑ Rebrand vehicles and install necessary technology and equipment
- ❑ Conduct outreach to the public & stakeholders about the microtransit service *(3 months prior to launch)*
- ❑ Launch, promote, adapt, and monitor the pilot service - making adjustments as needed
- ❑ Evaluate the service after the pilot period using key performance indicators, recommending an 18 to 24-month pilot duration



Which partners — employers, schools, institutions — do you think could help push early adoption?

Steering Committee Next Steps

- **Monday October 27:** Provide any comments or questions on the Recommendations and Performance Monitoring
- **November:** Support next round of public participation & feedback
- **November:** Review Draft Study Report

Public Participation: Next Phase

Outreach Focus

- Share draft findings and service concepts
- Validate community needs and priorities
- Collect feedback on draft study report

Tagline:



Shaping Lancaster County's Transit Future — Be Part of the Journey

Microtransit Feasibility Study

The South Central Transit Authority (SCTA) is exploring how microtransit—a flexible, small-scale transportation service—can improve mobility for Lancaster County residents. Using smaller vehicles like vans or shuttles, microtransit provides on-demand or semi-flexible trips that connect people to key destinations such as transit hubs, shopping centers, medical offices, schools, and employment sites. By blending the convenience of ride-sharing with the efficiency of public transit, SCTA's study aims to identify the best opportunities to enhance accessibility, reduce congestion, and strengthen local connectivity through responsive, community-centered service.

What is Microtransit?

- Flexible, small-scale service using vans or shuttles
- Provides on-demand or scheduled rides within defined service zones
- Complements existing bus routes by connecting more people to essential destinations

How It's Different from Traditional Bus Service

- No fixed routes or rigid schedules — trips adjust based on rider demand
- Riders can request pick-up and drop-off through an app, website, or call center
- Offers a more convenient, personalized transit experience

Why SCTA is Studying Microtransit

To better understand and address the evolving transportation needs of Lancaster County, SCTA is conducting a Microtransit Feasibility Study to explore flexible, on-demand mobility options that can complement existing transit services.

- Improve access for residents with limited or no transit options
- Enhance first-mile/last-mile connections across the county
- Support economic growth and sustainability with flexible, affordable mobility solutions

What We Heard from Phase One Outreach

Community feedback revealed that microtransit could play a valuable role in addressing gaps in the existing transit system. Residents expressed a desire and support for flexible, affordable service options that effectively reach outlying and underserved areas.

TOP 3 PRIORITIES

In particular, residents emphasized that they would be most likely to use microtransit if it is:

-  Convenience and easy to use
-  Reliable and on time
-  Low cost

SCTA SOUTH CENTRAL TRANSIT AUTHORITY **RRTA** RED RIVER TRANSIT AUTHORITY

Public Participation: How We're Engaging

-  In-person open house
-  Pop-up events staffed by SCTA
-  Online survey/comment form (mobile-friendly)
-  Social media + partner promotion toolkit
-  Steering Committee validation
-  Continue to educate on microtransit



Your input directly shapes final recommendations.

Social Media Concepts

- **What is microtransit?** How it works. (comparison to other transit services)
- **Benefits of microtransit** (cost savings, accessibility, flexibility)
- **Provide your feedback** / Learn More / Join the Conversation
- **Poll Question:** Which feature matters most to you in a new microtransit service
- **Tell Us What You Think!** A map of proposed zones with icons of vehicles and pedestrians.

Public Participation: What We Want to Hear

- Board: Overview and Study Process
- Board: Opportunity Zone Map (all zones)
- Board: Recommended Pilot Zone(s)
- Board: Additional Recommendations
 - Interactive dot activity on service elements (fare, booking methods, payment, etc.)
 - Fits our community
 - Maybe with small adjustments
 - Doesn't fit our community
- Fact Sheet with transit comparison

Targeting a public meeting location in the Leola-Eden area

- Considering schools, business park, or other community meeting locations



Your feedback at this stage directly influences what moves forward next.



Are there strategic community events we should not miss for upcoming outreach?



Thinking about public perception
— do you foresee any objections
or misconceptions we should be
ready to address early?



Open Discussion