



Microtransit Feasibility Study

Outreach Summary



Prepared by:

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Introduction

Purpose of the Outreach Summary

This summary provides an overview of community engagement activities conducted during the South Central Transit Authority (SCTA) Microtransit Feasibility Study. It highlights key strategies, stakeholder involvement, and public input collected throughout the planning process. The purpose is to document how feedback from residents and partners shaped the study's direction to ensure that proposed microtransit solutions reflect local needs, priorities, and travel behaviors.

Overview of the SCTA Microtransit Feasibility Study

Kimley-Horn is partnered with SCTA to evaluate the feasibility of introducing microtransit service in Lancaster County. SCTA oversees the Red Rose Transit Authority (RRTA), which operates fixed-route bus and shared-ride paratransit services. The study examined how microtransit can complement existing transportation options and improve access for current and future riders.

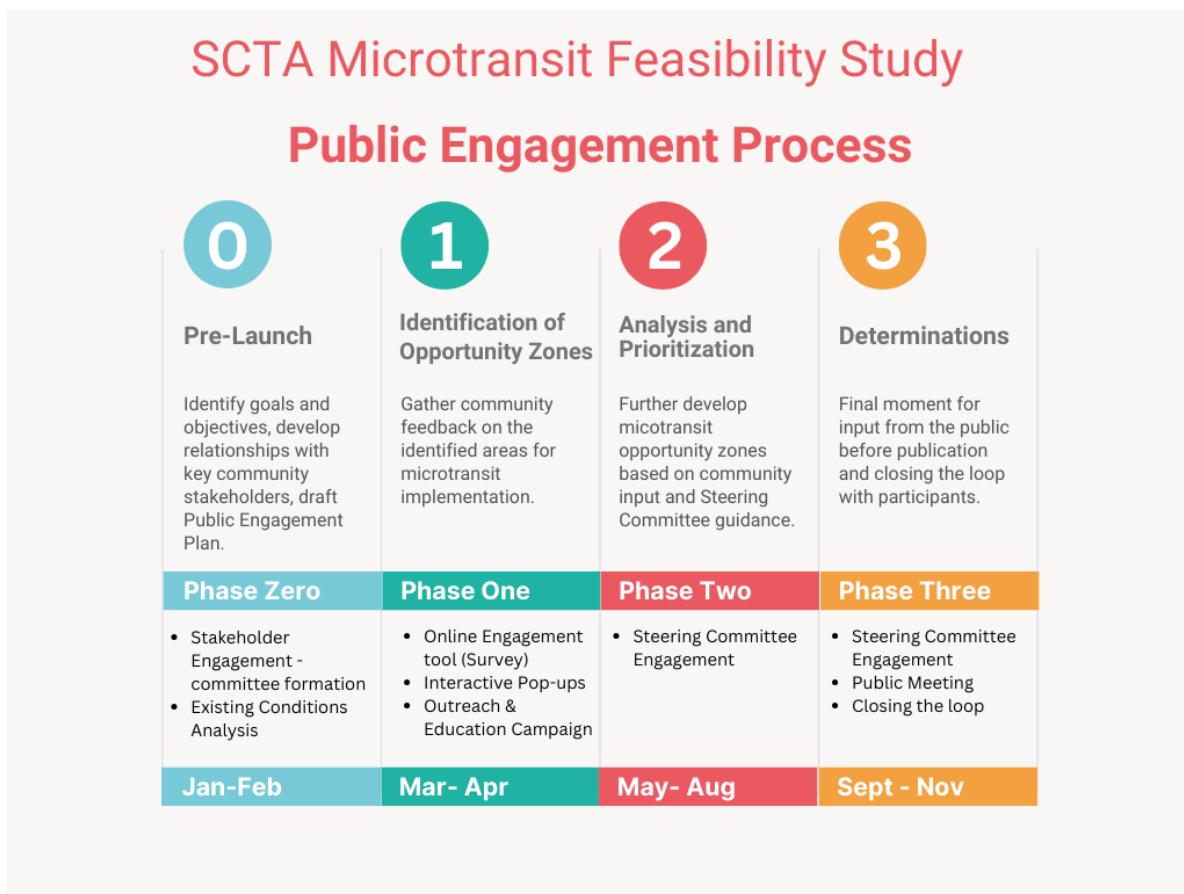
The plan included three phases of engagement across Lancaster County, designed to inform, involve, and collaborate with local communities (see **Figure 1**). Through proactive, transparent communication, the study team aimed to build trust, respond to public concerns, and elevate the benefits of microtransit.

Opportunity zones—areas identified as well-suited for microtransit—were determined using data on transit potential, need, performance, and travel patterns. These zones include areas in:

- **Northwest Lancaster County:** Elizabethtown, Mount Joy, Columbia–Wrightsville, East Petersburg–East Hempfield, Neffsville, Lititz
- **Northeast Lancaster County:** Neffsville, Lititz, Ephrata–Denver, New Holland, Leola
- **South Lancaster County:** Gap–Christiana, Quarryville, Millersville, Willow Street–Strasburg–Outlets

As the project advanced, these zones were refined based on community input. Engagement continued in Phase 2 with the Steering Committee to shape service options aligned with public preferences, followed by Phase 3, which gathered public feedback on the draft recommendations.

Figure 1: Public Engagement Process Phases



Steering Committee and SCTA Board Engagement

Steering Committee Meetings

Purpose & Role

The Steering Committee functioned as an advisory body, offering guidance during planning and keeping the study aligned with local needs. Members contributed insights on critical project elements, including outreach, service priorities, and microtransit ideas. Their participation helped develop an effective, fair, and community-responsive service plan. The committee comprised representatives from government, chambers of commerce, and main community groups, ensuring a variety of viewpoints were considered throughout the process.

Membership

Table 1 lists the members of the Steering Committee.

Table 1: Steering Committee Members

Member	Organization
Mike Hession	Denver Borough
Scott Peiffer	Quarryville Borough
Brian Harris	Warwick Township
Vicki Eldridge	Providence Township
Milzy Carrasco	City of Lancaster
Bryant Heng	City of Lancaster
Ray D'Agostino	County Commissioner, MPO member
Will Clark	Lancaster County Planning Department
Kat DeSantis	Lancaster Chamber of Commerce
Heather Valudes	Lancaster Chamber of Commerce
Liz Ackerman	Northern Lancaster Chamber of Commerce
Kristen Phipps	Southern Lancaster Chamber of Commerce
Joy Ashley	SCTA Board member, Mainspring of Ephrata
George Tobler	VisionCorps
Rod Redday	REAL Life Community Services
Ashley Bulley	Elizabethtown Community Housing and Outreach Services (ECHOS)
Anna Ramos	County Workforce Development Board
Tom Martin	County Office of Aging
Bonnie Glover	Existing rider, SCTA Board member

Overview of Steering Committee Meetings

Steering Committee Meeting 1

- **Meeting Date:** January 6, 2025
- **Topics:** Project introduction, microtransit overview, committee roles

The initial Steering Committee meeting introduced the study and gathered representatives from local municipalities, Lancaster County, community organizations, and chambers of commerce. The project team outlined microtransit, the study's objectives, and the roles and responsibilities of the Steering Committee, which convened at key project milestones. A poll indicated different levels of familiarity with microtransit, and members were encouraged to give feedback on deliverables and engagement strategies. Feedback highlighted the need to broaden committee representation to include townships and to ensure language accessibility.

The committee recognized several transportation issues in Lancaster County, such as limited lateral and cross-county links, gaps in fixed-route services, and insufficient access in rural areas. Groups needing specialized transit included second and third-shift workers, seniors, individuals with disabilities, and residents in underserved northern and southern parts. Members suggested microtransit to enhance access to employment, healthcare, and vital services, while also reducing stigma associated with public transit and providing a cost-effective, adaptable solution to address existing service gaps.

The committee also explored what success might entail, such as creating a sustainable, community-supported microtransit plan and launching a pilot program in key areas. Members highlighted the importance of flexibility, continuous feedback, and measuring performance using factors such as convenience and wait time. The team outlined upcoming steps at the time, including developing a Public Participation Plan managed by Connect the Dots for two phases of public outreach in 2025.

Steering Committee Meeting 2

- **Meeting Date:** March 3, 2025
- **Topics:** Microtransit opportunity zones, community needs, and engagement strategy

The second Steering Committee meeting concentrated on evaluating microtransit opportunity zones, reviewing the public participation plan, and exploring potential service and operational models. The project team introduced 13 initial opportunity zones, selected based on criteria like transit demand, fixed-route performance, and travel patterns. Committee members inquired about connectivity issues in areas lacking fixed-route service, such as Quarryville and Strasburg, highlighting the need to connect residents to healthcare, jobs, and regional destinations. The discussion underscored the importance of balancing cost, flexibility, and coverage while maintaining connections between microtransit services and existing bus networks.

The Public Participation Plan was reviewed and details a multi-stage approach to collect feedback and raise awareness. Phase 1 involves a public survey and community pop-up events planned for spring 2025. Steering Committee members are encouraged to assist outreach by sharing materials and monitoring their distribution, with a toolkit provided to maintain consistent messaging. Questions focused on how the toolkit could be used across different communication channels, clarifying that it includes customizable resources such as social media posts, flyers, and fact sheets.

Lastly, the project team presented various microtransit service and operating models, including zone-based on-demand, point deviation, and flexible route options. They also discussed delivery models like

software-as-a-service, turnkey, and hybrid approaches. Committee members were invited to review the evaluation framework and provide feedback in the following week. This session helped shape priorities for service design and emphasized the importance of community-driven solutions aligned with local travel patterns and accessibility needs.

Steering Committee Meeting 3

- **Meeting Date:** July 21, 2025
- **Topics:** Microtransit zone analysis findings, zone prioritization, Phase 1 outreach summary

The third Steering Committee meeting primarily focused on the process and findings of the two-stage scoring evaluation applied to the opportunity zones. The first round of evaluation was rooted in analysis of transit potential and need, existing service performance, travel patterns, and public feedback. The top six priority zones were advanced based on the initial screening results as well as two wider-area zones considered based on Steering Committee feedback. Public feedback guided boundary refinement of the advancing eight priority zones. The refined zones were input into a microtransit software simulator to develop service plans based on simulated scenarios. The second round of evaluation was aligned with the study's goals and objectives of being effective, efficient, and fiscally sustainable, using metric ranges for estimating weekday ridership and vehicle needs to estimate overall impact and cost.

Through this analysis, zones were prioritized for potential microtransit service. The Steering Committee members were invited to review the evaluation methodology and provide feedback to the project team.

The project team also shared insights from the outreach summary in Phase 1 of the Public Participation Plan. This included an overview of survey results where responses emphasized how residents currently face transportation barriers to convenient, reliable, and affordable transportation. The survey responses confirmed there is strong interest in microtransit, particularly in all identified opportunity zones.

Steering Committee Meeting 4

- **Meeting Date:** October 23, 2025
- **Topics:** Recommendations, performance monitoring, final phase of public participation

The fourth and final Steering Committee meeting focused on service recommendations and performance monitoring metrics for a potential pilot service. The meeting began with a recap of the revised opportunity zone analysis and prioritization, notably the addition of the Willow Street-Strasburg-Outlets zone. Zones were further categorized into three options: near-term pilot option, future expansion option, and long-term option (not cost feasible).

The Leola zone was recommended as the primary area for an initial pilot service. Additionally, depending on the availability of funding, two other zones were recommended as alternatives to proceed, the Willow Street-Strasburg-Outlets zone and the Ephrata-Denver zone. The project team reviewed the service plan and associated metrics for each of the three zones. The project team recommended lower priority zones remain future candidates for microtransit expansion if local priorities shift or additional funding becomes available.

Additional service recommendations the project team shared with the Steering Committee included utilizing a turnkey service delivery model, repurposing and rebranding spare ADA-accessible Red Rose Access vehicles, utilizing a premium fare structure, and offering multiple booking and payments methods.

The Steering Committee reviewed recommended performance monitoring measures that can help determine if the pilot service is worth continuing or if adjustments are needed.



Lastly, the project team shared plans for the final phase of the public outreach and encouraged the Steering Committee to continue promoting the study within their community. Committee members were encouraged to provide feedback and insights to better tailor outreach initiatives.

SCTA Board

SCTA Board Retreat Presentation

- **Meeting Date:** April 16, 2025
- **Topics:** Project introduction and status to date

The Kimley-Horn project team presented to the SCTA Board, providing an overview of the study. The presentation offered insights gathered to date through technical analysis, stakeholder input, and robust community engagement, helping to identify areas of greatest need, gauge public interest, and inform potential pilot service models.

During the presentation, SCTA Board members asked insightful questions and expressed concerns regarding the feasibility and sustainability of microtransit. They focused on potential costs to the public and the overall expenses of launching and running the service. The Board inquired about the likely users, the destinations served, and ways to ensure the service addresses actual community needs. They also showed interest in the experiences of similar agencies with microtransit based on size and demographics comparable to Lancaster. Moreover, the Board highlighted the significance of public education about the service and wanted to understand residents' willingness to pay for this flexible transit option.

Phase 1: Public Outreach

Impact of Engagement on Recommendations

With support from Connect the Dots (CtD), Phase 1 engagement focused on establishing outreach goals and collecting early public input through a community survey and a series of pop-up events. Feedback emphasized identifying local travel needs, service gaps, and desired connections within the proposed opportunity zones.

Focus: Educate and inform the public about microtransit while gathering early feedback and perspectives on a potential new service before developing an implementation strategy.

A variety of engagement tools were used to reach community members and stakeholders:

- **Traditional:** digital and paper surveys, comment cards, and a press release
- **Digital:** social media posts, email blasts, and a communications toolkit
- **Grassroots:** in-person pop-up events and meetings

Understanding local needs and travel behaviors was critical to shaping microtransit concepts that are equitable, accessible, and responsive to community priorities. The Public Participation Plan guided this outreach, defining engagement tools, target audiences, and roles and responsibilities throughout the study.

Spreading the Word

The project team implemented several outreach strategies, as outlined below, to proactively inform and engage with stakeholders and the community throughout the study.

SCTA Website

Study webpages on the [SCTA](#) and [RRTA](#) websites served as a primary source of information for communicating with the public. The webpage provided many valuable resources, including:

<ul style="list-style-type: none">• Overview• Get Involved with the Microtransit Study• Join the Conversation	<ul style="list-style-type: none">• Study Timeline• Steering Committee• SCTA and Consultant Team Meetings
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Promotional Materials

Several pieces were produced for SCTA to educate and inform the public and meeting attendees, including:

<ul style="list-style-type: none">• Rack Card• Digital Banners	<ul style="list-style-type: none">• Social Media• Toolkit
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Digital Communications Toolkit

To enhance public outreach and promote broad community engagement, a digital communications toolkit was distributed to Steering Committee members and their partners. This toolkit included ready-made resources like social media graphics, sample posts, email templates, and flyers, making it easier for organizations to communicate consistent messages and encourage participation in the study. **Table 2** outlines how different components of the toolkit were utilized.

Table 2: Phase 1 Communication Toolkit Usage

Stakeholder	Messaging
Providence Township	<ul style="list-style-type: none"> Posted on the website Placed on bulletin boards – 7,000 residents
Quarryville Borough	<ul style="list-style-type: none"> Posted on the website Placed flyers in the lobby
Denver Borough	<ul style="list-style-type: none"> Posted on the website Shared on Facebook page, reaching 653 people Posted in Municipal Building Foyer Included in the Borough newsletter Shared at council, planning commission, and elected officials meetings
Mainspring of Ephrata	<ul style="list-style-type: none"> Created a webpage for the project Shared on social media Forwarded information to the Borough of Ephrata—posted on their website and Facebook page
REAL Life Community Services	<ul style="list-style-type: none"> Sent the survey to 750 clients of REAL Life Community Services located in the Cocalico area
Lancaster Chamber	<ul style="list-style-type: none"> Shared in Impact Report e-newsletter, which went to more than 17,000 business members of the Lancaster Chamber
Lancaster County Workforce Development Board	<ul style="list-style-type: none"> Shared the survey on social media channels (LinkedIn, Facebook) Shared with PA CareerLink to disseminate to their customers. Sent an email, which has a reach of around 300–400 people
Northern Lancaster Chamber of Commerce	<ul style="list-style-type: none"> Shared in the April Member Newsletter (over 1,500 contacts) and sent a dedicated email out to all chamber members (over 1,350) in May
Southern Lancaster Chamber of Commerce	<ul style="list-style-type: none"> Announced at April and May meetings and events Sent email to member list of approximately 250 people Posted to social media (Followers: Facebook–2,000, Instagram–1,090)
City of Lancaster	<ul style="list-style-type: none"> Shared in its Vision Zero newsletter that goes to about 300 people Shared on social media
Commissioner Ray D'Agostino	<ul style="list-style-type: none"> Shared survey on Facebook page, reaching 1,000 followers Announced the survey at numerous municipal gatherings and provided handouts publicizing the survey

Social Media

The project team used RRTA's social media platforms—LinkedIn, Facebook, X (formerly Twitter), and Instagram—to distribute information, encourage engagement, and connect with the public during the study. These channels remained active to maintain awareness and momentum as the project moved into the next public outreach phase in winter 2025.

Survey Engagement

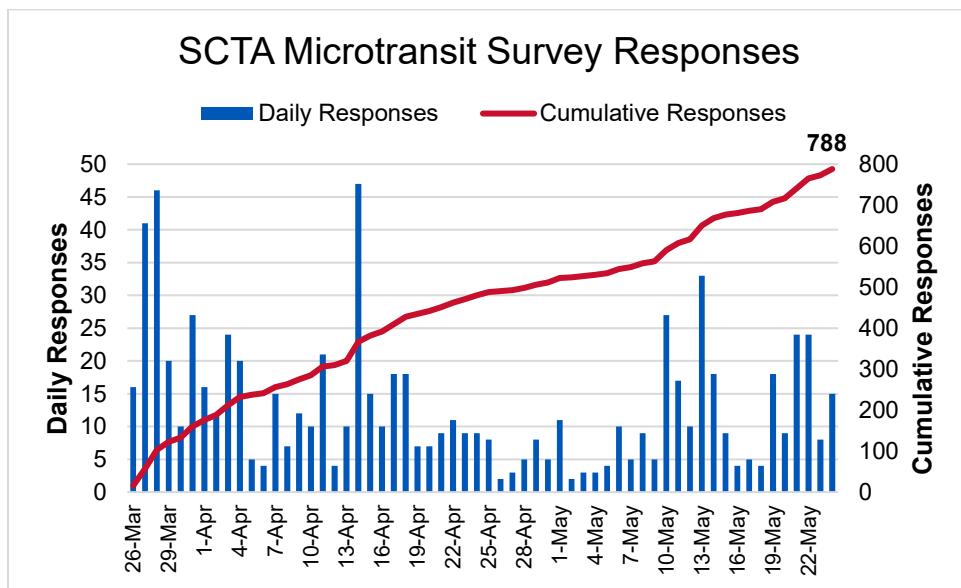
A public survey was conducted both as a stand-alone engagement tool and in a simplified version for use during pop-up events as an intercept survey. The survey was designed to be accessible and adaptable, with Spanish translation available.

Questions focused on collecting demographic information, understanding current transit usage, identifying priority destinations for potential microtransit connections, and uncovering common barriers experienced by riders and non-riders. Participants were also invited to share additional comments or ask questions related to the study.

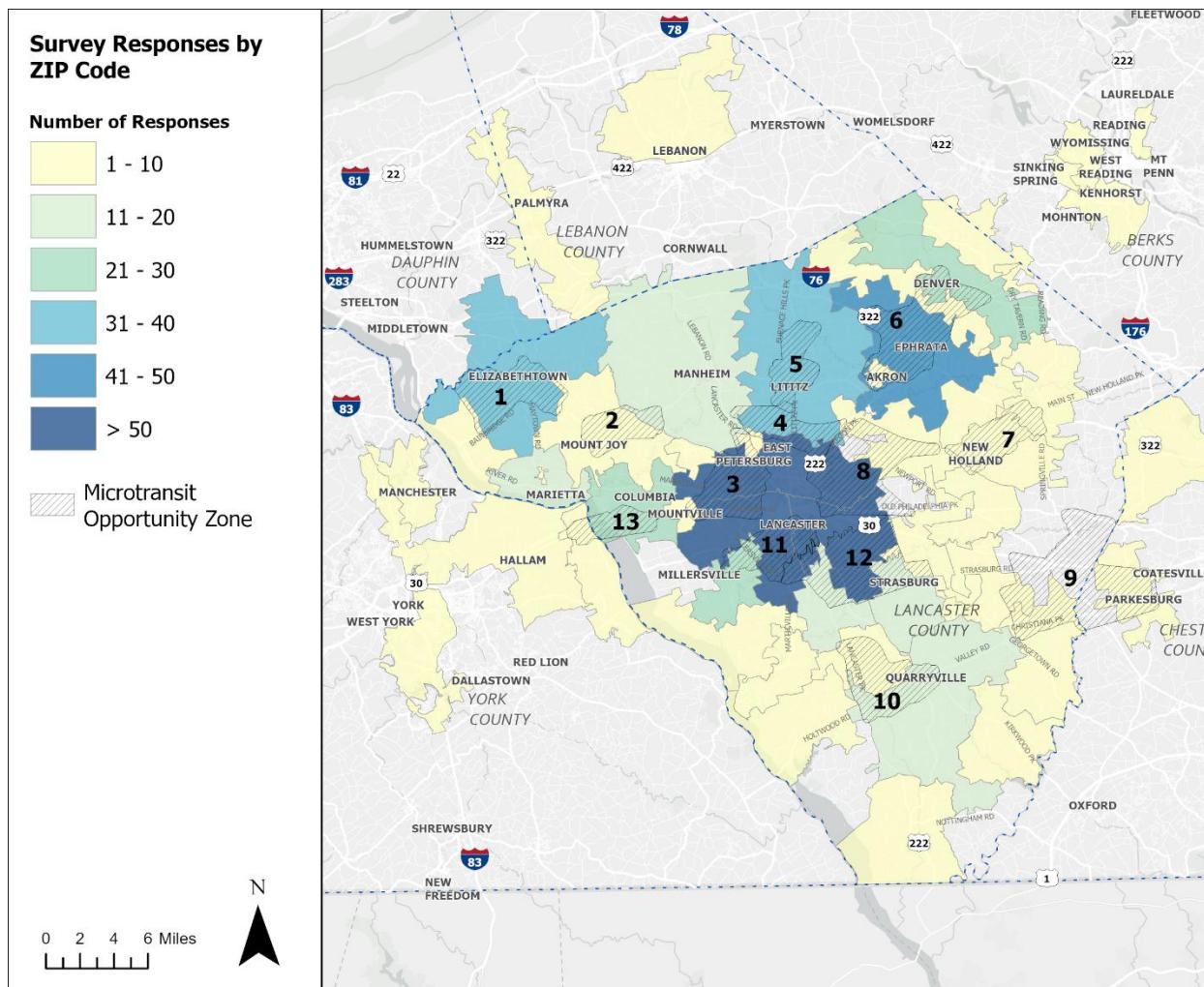
The team conducted the survey online and in person at the pop-up events. A copy of the survey questions can be found in the **Appendix**.

Promotion Methods and Metrics

The survey was open from March 26 to May 23, 2025, providing an eight-week window to collect feedback from the community. A total of 788 responses were submitted. To maximize reach, the survey was promoted through the project website, social media, and in-person events. It was available both digitally and in hard copy to ensure accessibility. Survey responses over time are summarized below.



The following map shows survey responses by ZIP code in relation to the 13 opportunity zones:



Responses were received from people who reside in every microtransit opportunity zone. **Table 3** shows the number of survey responses from people who reside in ZIP codes that intersect an opportunity zone. Note that some ZIP codes intersect multiple zones.

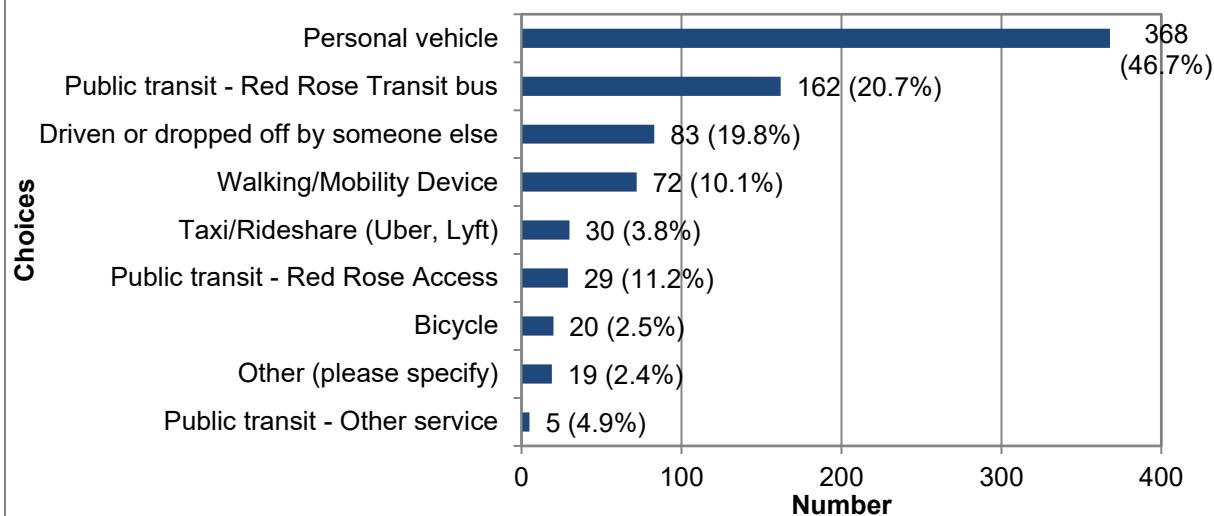
Table 3: Survey Responses from ZIP Codes that Intersect Microtransit Opportunity Zones

Opportunity Zone		Survey Responses
1	ELIZABETHTOWN	42
2	MOUNT JOY	26
3	EAST PETERSBURG–EAST HEMPFIELD	286
4	NEFFSVILLE	130
5	LITITZ	37
6	EPHRATA–DENVER	119
7	NEW HOLLAND	32
8	LEOLA	248
9	GAP–CHRISTIANA	23
10	QUARRYVILLE	38
11	MILLERSVILLE	358
12	WILLOW STREET–STRASBURG–OUTLETS	367
13	COLUMBIA–WRIGHTSVILLE	27

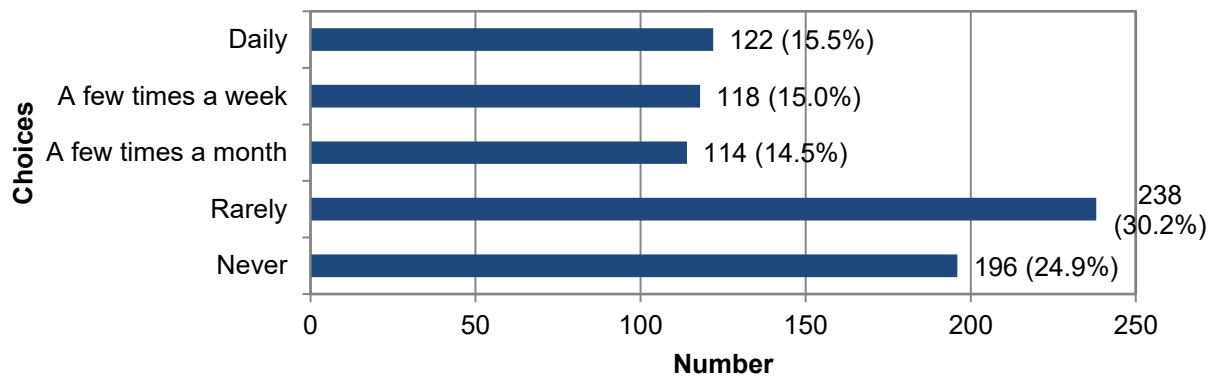
Respondent Snapshot

The project team asked several questions to help understand who filled out the survey. Survey results showed that most respondents primarily rely on personal vehicles for daily travel, with some use of public transit. Many respondents indicated driving alone as their main travel mode, while over a third of respondents indicated they use public transit as their primary mode. About 55% of respondents stated they rarely or never use existing transit services, though a notable portion expressed openness to alternative options like microtransit. This also indicated that the survey reached both existing transit users and non-transit users. The following charts illustrate the characteristics of survey respondents.

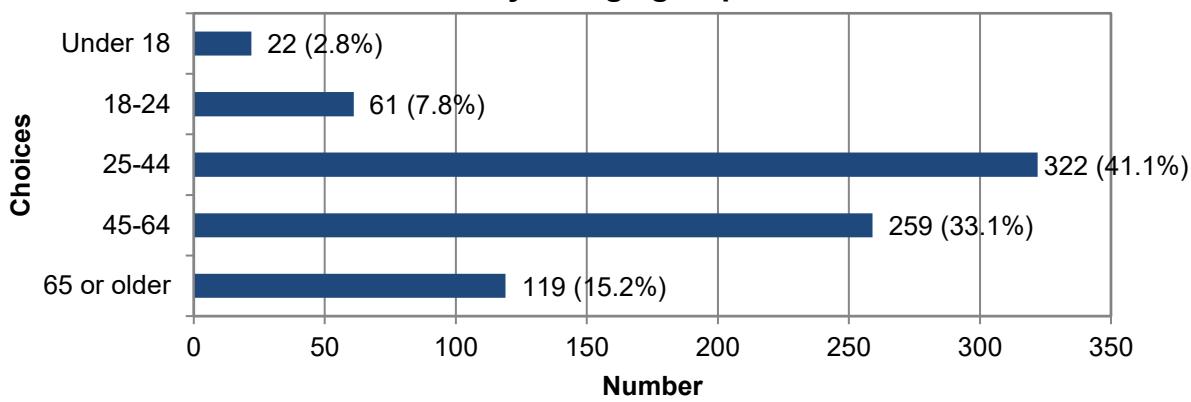
Which of the following do you use most often for your daily travel?



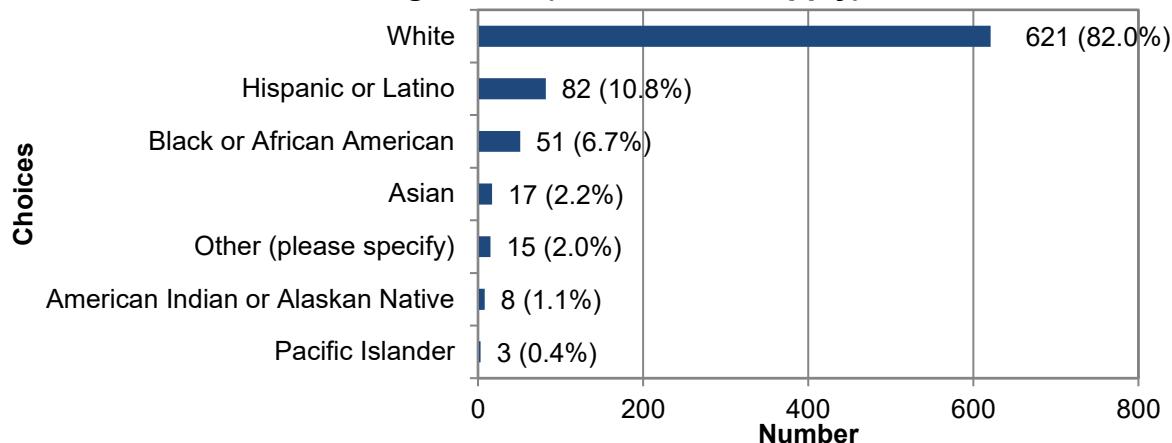
How often do you use public transit?



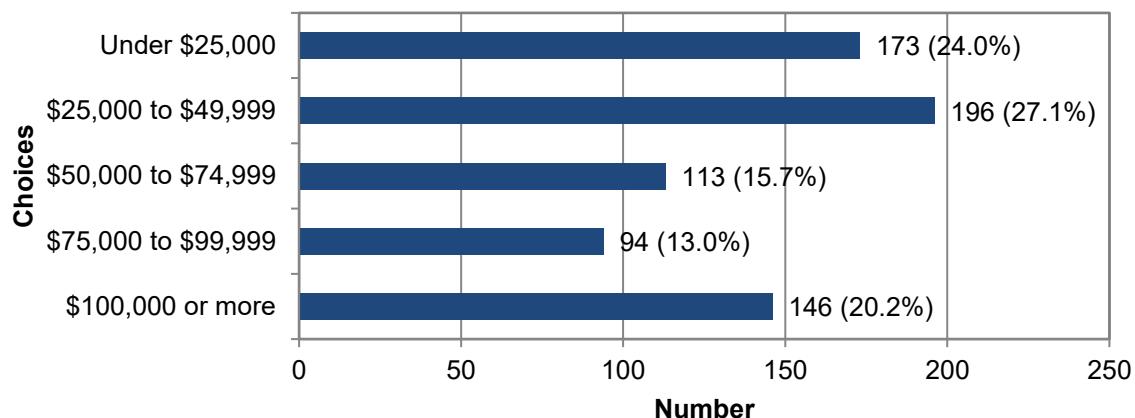
What is your age group?



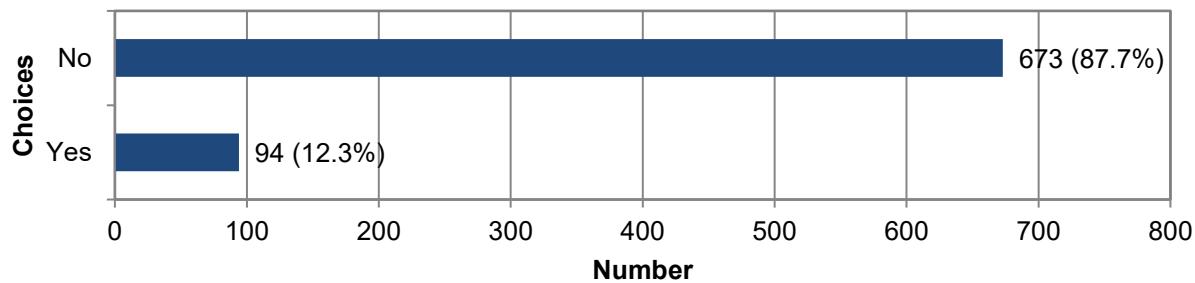
Which of the following best describes your race or ethnic background? (Select all that apply)



What was your household income in the past year?

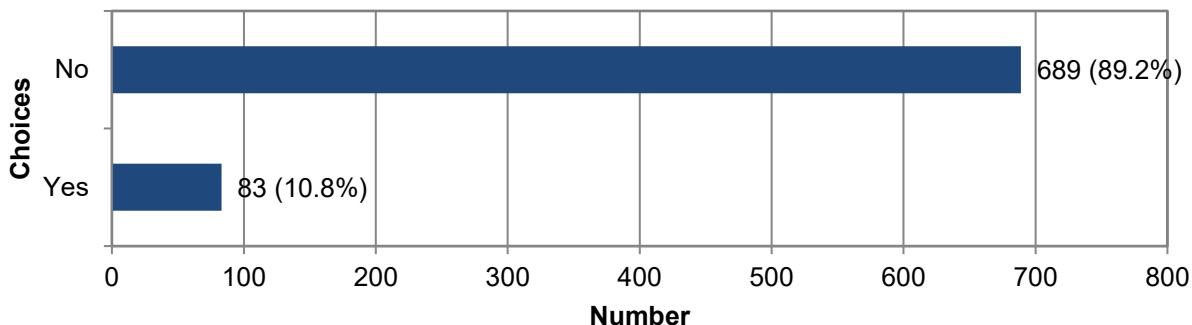


Do you speak a language other than English at home?



Respondents who indicated they speak a language other than English at home noted they spoke Spanish (48, 6.3%), Pennsylvania Dutch (10, 1.3%), or other languages.

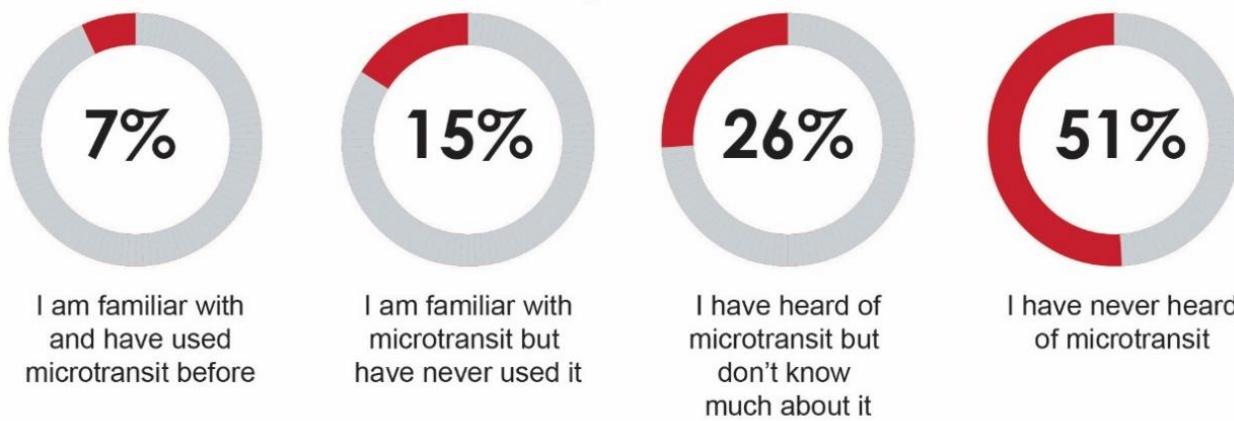
Do you have any mobility limitations that need accessible transportation?



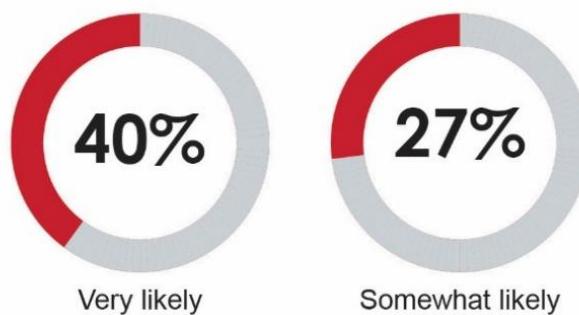
Survey Findings

Survey responses showed that 51% of participants had never heard of microtransit, emphasizing the need for further public education before implementing the service. Despite limited awareness, 67% indicated they would likely use microtransit if available in their community. The three main factors that encouraged usage, ranked by respondents, were convenience and ease of use, reliability and punctuality, and low cost. Most participants said they would use microtransit for commuting and errands, with a majority willing to wait 15–20 minutes after booking for pickup. Over half were open to transferring to a bus outside their immediate area if it helped them reach their destination. Additionally, more than 86% preferred booking rides via a mobile app, while 62% favored curbside pickup and drop-off over navigating to a nearby bus stop or intersection. The survey results for all questions can be found in the **Appendix**.

How familiar are you with microtransit?



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



What factors would encourage you to use microtransit service?



To gain a clearer understanding of rider preferences and potential interest in microtransit services, respondents were questioned about their willingness to travel beyond their local zone, their preferred booking and payment methods, the factors that would motivate them to use the service, and the times they are most likely to ride. Their answers provided valuable insights into the appeal of microtransit and how it can effectively serve the community, especially when assessing its feasibility through the study.

- **Factors Encouraging Use:** Convenience (632, 80%), reliability (577, 73%), and low cost (512, 65%) are the top reasons people would use microtransit. Safety (430, 55%) and accessibility (337, 43%) also matter.
- **Willingness to Take a Microtransit Ride Outside Their Zone:** Most people are open to rides that go beyond their local area if they reach their destination, with 237 (37%) very willing and 228 (29%) somewhat willing to do so—showing flexibility in travel routes.
- **Booking Preferences:** Booking a trip via an app is by far the favorite choice (660, 86%), followed by calling (279, 37%), and using a website (244, 32%).
- **Payment Preferences:** Most riders prefer to pay through the app using credit/debit cards or mobile wallets (467, 61%), with transit passes (193, 25%) and cash (59, 8%) being less popular.
- **When People Are Most Likely to Use Microtransit:** Weekday mornings (352, 45%), Saturday daytime (345, 45%), and weekday evenings (342, 44%) are peak times. Fewer (20% to 26% of respondents) are interested in late nights or early mornings.

Respondents provided open-ended feedback, sharing their thoughts, ideas, or concerns about microtransit in Lancaster County—this question garnered 244 comments. Most comments expressed support for microtransit or sought clarification on its implementation, but some raised issues regarding overall transit coverage, service frequency, and the effectiveness of microtransit. This feedback offered essential insights for evaluating microtransit services.

Many respondents identified several significant issues with public transportation, primarily availability and convenience. Reliability and cost were also significant concerns, while long travel times and accessibility problems impacted a notable number of users. These challenges highlight opportunities for improvements that could significantly enhance the overall transit experience.

- **Accessibility and Coverage:** 45 comments focused on underserved areas, rural regions, and connections to neighboring counties.
- **Service Reliability and Frequency:** 38 comments emphasized the need for reliable and frequent service, especially nights and weekends.
- **Cost and Affordability:** 30 comments stressed affordable pricing, particularly for seniors and low-income riders.
- **Convenience and Flexibility:** 45 comments discussed microtransit's flexibility, convenience, and comparisons to ridesharing.
- **Integration with Existing Services:** 22 comments highlighted how microtransit should complement current bus routes.
- **Safety and Cleanliness:** 28 comments stressed the importance of clean and safe vehicles.
- **Specialized Transportation Needs:** 28 comments suggested tailored services for specific groups, events, and appointments.
- **Specific Criticisms of Microtransit**
 - Concerns over cost-effectiveness and public subsidy
 - Preference toward improving the frequency and reliability of RRTA routes before or instead of adding microtransit

- Inconvenient for traveling with children
- Limited usefulness for people living outside a zone
- Microtransit limited to single zones seen as ineffective, better as connectors between existing routes
- Need for better coordination with bus routes
- Calls for more fixed routes and returning trolley/light rail services
- Need for language options
- Concerns about increased traffic

The survey asked participants to pinpoint the destinations they most want a microtransit service to access. This question aimed to understand which locations are most vital to residents for daily needs such as work, shopping, healthcare appointments, and community activity engagement. **Table 4** shows a summary of the top responses.

Table 4: Desired Destinations if Microtransit was Available (Top 10)

Location	Responses
Lancaster City/Downtown Lancaster	155
Doctor	80
Giant Grocery Store	51
Weis Grocery Store	51
Lititz	44
Ephrata	42
Park City Mall	42
Grocery Stores (General)	40
King Street	40
Lancaster General Hospital	38

The survey asked participants to indicate which opportunity zones would be helpful for their travel if microtransit were available. Respondents could select multiple zones or choose "unsure" or "none." The chart below shows the number of responses by zone.

Table 5 displays responses by respondents' home ZIP code for each zone. Most replies came from the three ZIP codes covering Lancaster City and nearby areas, showing interest in multiple zones. Responses from other ZIP codes mainly focused on their corresponding geographic zones.

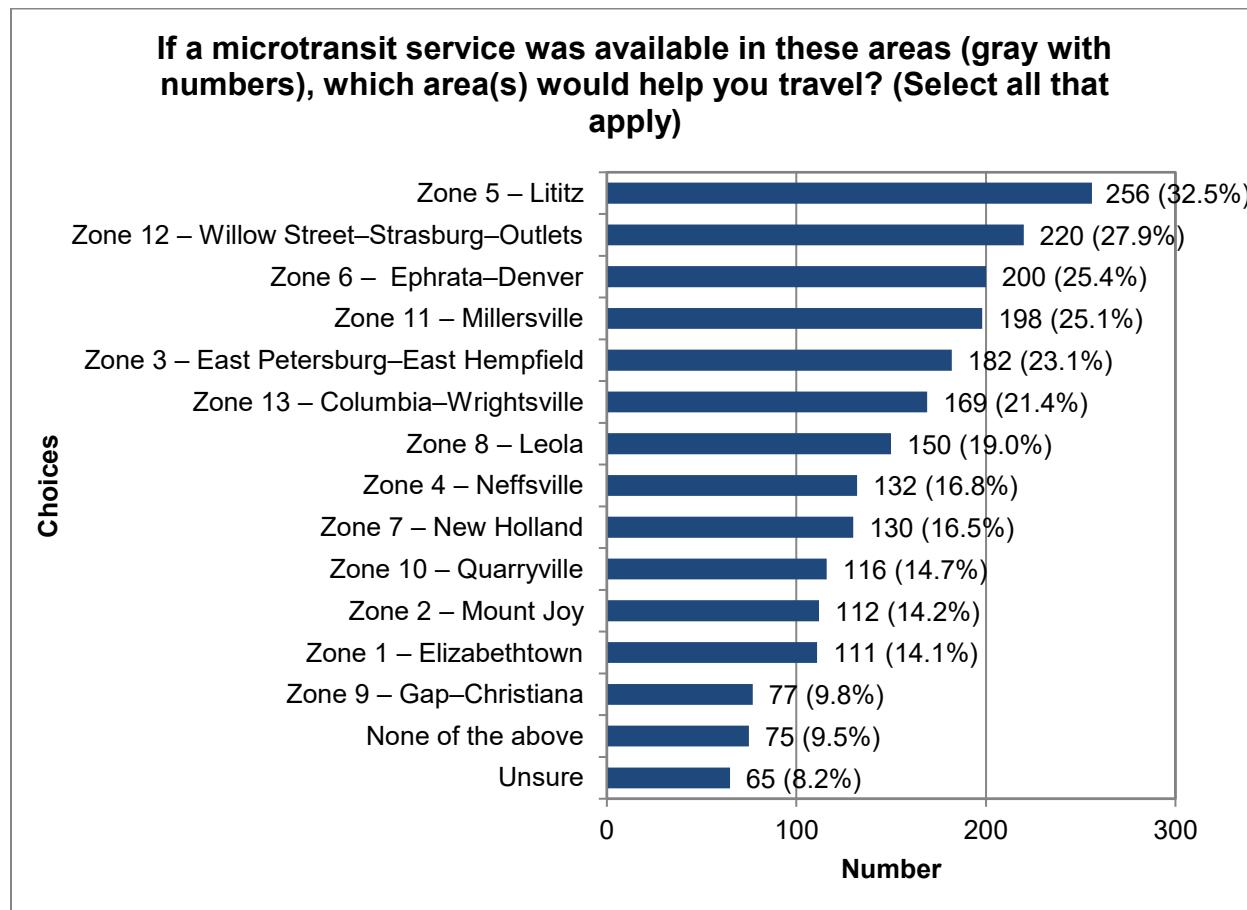


Table 5: Survey Responses by Zip Code

Home ZIP	Total	Zone 1 Elizabethtown	Zone 2 Mount Joy	Zone 3: East Petersburg- East Hempfield	Zone 4 Neffsville	Zone 5 Lititz	Zone 6 Ephrata- Denver	Zone 7 New Holland	Zone 8 Leola	Zone 9 Gap- Christiana	Zone 10 Quarryville	Zone 11 Millersville	Zone 12 Willow Street- Strasburg- Outlets	Zone 13 Columbia- Wrightsville	Unsure	None of the above
17603	195	21	33	53	27	66	30	22	29	21	23	64	50	60	28	30
17602	139	20	15	35	26	43	27	26	31	13	20	41	62	27	18	15
17601	60	7	8	24	31	27	9	9	22	3	5	18	12	10	3	3
17522	45	2	3	5	5	16	41	13	7	1	2	2	3	4	0	2
17543	37	1	0	5	6	33	8	1	1	0	0	0	1	0	0	3
17022	31	31	10	6	1	3	3	2	3	2	0	2	1	3	0	0
17517	28	3	3	3	3	8	25	6	6	3	3	2	5	3	0	3
17512	25	5	9	7	3	5	3	3	5	4	5	5	5	22	1	1
17551	24	0	0	2	3	3	1	1	0	0	3	21	8	4	1	0
17545	17	1	3	4	3	9	1	0	1	0	0	4	3	1	1	6
17566	17	0	0	2	0	3	2	2	2	4	17	1	8	2	0	0
17584	16	0	0	3	2	3	2	1	2	0	5	5	15	1	2	0
17547	13	4	4	2	2	1	1	1	1	0	0	5	3	6	3	2
17579	13	0	1	2	1	3	1	1	0	3	5	3	12	0	1	0
17540	10	0	0	0	1	1	4	7	10	3	0	0	1	0	0	0
17529	9	0	2	1	1	1	1	5	4	3	2	1	2	1	0	0
17552	9	6	9	6	2	5	2	2	4	1	1	4	3	4	0	0
17557	9	2	1	0	1	3	6	8	4	2	0	0	1	0	0	1
17554	8	1	3	3	1	1	1	2	0	0	0	3	1	6	1	0
17569	7	0	0	1	2	2	7	1	2	0	0	2	0	1	1	0
17520	6	0	0	5	2	2	0	0	2	0	1	0	1	0	0	0
17501	5	0	0	1	1	4	5	3	3	0	0	1	0	0	0	0
Other ZIP	63	7	8	12	8	14	20	14	11	14	24	14	24	13	4	8

Digital Outreach

Digital engagement expanded community involvement by utilizing various online platforms to connect with residents and promote participation in the microtransit study. Strategies involved social media updates, email campaigns, digital signage at Queen Street Station, and consistent communication about the public survey and pop-up events. This online outreach increased awareness, encouraged more survey responses, and offered continuous opportunities for feedback, allowing residents who couldn't attend in-person events to stay informed and contribute their opinions to guide the study's development.

Social Media Channels and Metrics

Table 6 depicts metrics from the RRTA social media channels for Phase 1 outreach.

Table 6: Phase 1 Social Media Metrics

Platform	Facebook	LinkedIn	Instagram	X
Impressions	2,636	498	78	81
Reach	1,382	235	53	N/A
Link Clicks	24	17	0	0
Likes	33	16	5	1
Comments	5	0	1	0
Shares	20	9	2	1

Pop-Up Events

In April and May 2025, five strategically placed pop-up events took place across Lancaster County to collect public feedback on potential microtransit services. The mobile setup was designed for flexibility and accessibility, enabling quick deployment in the Northwest, Northeast, South, and central Lancaster City, ensuring coverage of key opportunity zones. Each event featured different engagement levels, from brief one-minute interactions to more detailed discussions, catering to various public interests and schedules. These in-person gatherings offered valuable insights into community views, concerns, and aspirations.

Locations and Interactions

Connect the Dots (CtD) organized three out of five pop-up events, where CtD and SCTA staff actively interacted with community members to share details about the study. Attendees were encouraged to provide feedback by completing surveys, filling out comment cards, and using the interactive engagement board. SCTA participated in two lively community events to raise awareness of current RRTA services and gather input for the study, collaborating with CtD at three events. Collectively, these activities increased awareness of SCTA services, educated residents about transportation options, and gathered helpful community feedback to guide future mobility planning.

Table 7 shows the various pop-up events attended.

Table 7: Pop-Up Events Summary

Event	Date	Time	Interactions
Intercourse Fire Company Farm & Family Safety Day	April 5, 2025	8:30 AM – 1:30 PM	61
Northern Lancaster County Chamber of Commerce Business Expo Event	May 1, 2025	4:30 PM– 7:00 PM	72
Lancaster City Open Streets	May 1, 2025	11:00 AM – 3:00 PM	50
Ride, Roll & Stroll Lancaster Active Transportation Summit & Project Incubator	May 17, 2025	9:00 AM – 2:00 PM	25
Marietta Day	May 17, 2025	9:00 AM – 1:00 PM	144

Pop-Up Event Feedback

Overall, the pop-up events revealed that transportation options are the primary factor influencing travel choices, followed by destination, travel time, and cost. Many attendees were unfamiliar with microtransit but expressed willingness to use it if it proved reliable and easily accessible. Amish participants favored paying fares based on cultural values. Common destinations included Lancaster City, shopping centers, workplaces, medical facilities, and places of worship. Barriers to participation involved limited smartphone access and hesitations to share personal contact details. Future outreach suggestions include offering more paper surveys, family activities, and targeted initiatives via service providers and existing transit users, especially in Lancaster City and among underserved groups such as the reentry community.

Phase 1 Outreach: Conclusion

The Phase 1 engagement for the SCTA Microtransit Feasibility Study offers valuable insights into Lancaster County residents' transportation needs and priorities. Using technical analysis, stakeholder input, and extensive public outreach—including surveys, pop-up events, and digital channels—community feedback was central to shaping the study's outcomes. This input helped identify key opportunity zones where microtransit can improve access, flexibility, and efficiency within the current transit system.

Phase 1 findings show that although many community members are unfamiliar with microtransit, there is a strong interest in trying the service. Key priorities include convenience, reliability, and improved access to destinations inadequately served by bus routes. Participants also shared preferences for booking methods, payment options, and service hours.

The engagement also captured perspectives from those unlikely to use microtransit, citing reasons such as a strong preference for personal cars, perceived lack of need, concerns about reliability and wait times, or a preference for more frequent, reliable bus service over microtransit. These insights are vital for identifying low-demand areas and for guiding education and service improvements.

Phase 2: Steering Committee Refinement

Phase 2 of the engagement process focused on collaboration with the Steering Committee to review findings from Phase 1 public outreach alongside the results of the technical analysis and evaluation of potential microtransit opportunity zones. Input received during Phase 1 was directly incorporated into the zone refinement and prioritization process.

Survey responses related to key destinations, preferred pick-up and drop-off locations, desired hours of service, and acceptable wait times informed the development and refinement of preliminary microtransit service concepts. These public inputs helped ensure that proposed service areas and operating characteristics aligned with demonstrated community needs and travel preferences.

The Steering Committee reviewed the draft deliverable on zone analysis and prioritization and provided feedback during the third Steering Committee meeting in July 2025.

Based on Steering Committee feedback and discussion, the following refinements were made during this phase of the study:

- Addition of two broader service concepts to the evaluation, including a fixed-route connector zone and a countywide zone
- Increased weighting of transit need ratings and areas underserved by existing fixed-route transit within the zone scoring and prioritization methodology
- Advancement of an additional opportunity area, the Willow Street–Strasburg–Outlets zone, to the second, more detailed stage of zone analysis.

Phase 3: Public Outreach

Impact of Engagement on Recommendations

The final engagement phase expanded on the groundwork laid in Phase 1. Public feedback and participation data were analyzed to determine effective outreach methods and improve current engagement strategies. Many of the Phase 1 approaches—such as digital outreach, surveys, and informational materials—were maintained, with a greater focus on education and transparency.

Focus: Present draft feasibility findings and recommendations, and collect public validation, concerns, and priorities before finalizing the implementation strategy.

Phase 3 engagement centered on helping the community better understand how microtransit operates, its potential benefits, and how the draft recommendations could serve neighborhoods in Lancaster County. Engagement tools included:

- **Traditional:** Digital and paper surveys and a press release
- **Digital:** Social media posts, email blasts, and a digital communications toolkit
- **Grassroots:** A public open house event

Input from this final round was used to confirm findings, identify remaining concerns, and ensure that the recommended microtransit approach reflects community needs and expectations while supporting SCTA's long-term mobility goals.

Spreading the Word

The project team implemented several outreach strategies, as outlined below, to proactively inform and engage with stakeholders and the community throughout the study.

SCTA Website

Study webpages on the [SCTA](#) and [RRTA](#) websites served as a primary source of information for communicating with the public. The webpage was updated for Phase 3 and provided many valuable resources, including:

- View the Draft Study Report
- Take the Survey
- Overview
- Phase 1: Understanding Local Needs
- Study Timeline
- Steering Committee
- SCTA and Consultant Team Meetings

Promotional Materials and Digital Toolkit

SCTA updated the promotional collateral and created additional materials to keep educating and informing the public about the potential new transit service, including:

- Fact Sheet
- Social Media
- Toolkit
- Executive Summary

Table 8 details how various toolkit components were employed by the Steering Committee.

Table 8: Phase 3 Communication Toolkit Usage

Stakeholder	Messaging
Providence Township	<ul style="list-style-type: none"> • Posted on the website (7,000 residents) • Placed on community bulletin boards
Borough of Strasburg	<ul style="list-style-type: none"> • Posted on Facebook, reaching over 1,000 followers, earning 20 reactions and 6 shares
Denver Borough	<ul style="list-style-type: none"> • Posted on the website • Posted on Facebook, reaching over 2,400 followers • Posted information at the Municipal Building • Discussed the study and the survey on November 10, 2025, Denver Borough Council public meeting
Mainspring of Ephrata	<ul style="list-style-type: none"> • Posted two different times on social media, reaching over 9,500 followers
Lancaster County Office of Aging	<ul style="list-style-type: none"> • Posted on Facebook, reaching over 500 followers
Lancaster County Planning Department	<ul style="list-style-type: none"> • Posted twice on Facebook and LinkedIn each, earning 726 total views and 6 total reactions
Southern Lancaster Chamber of Commerce	<ul style="list-style-type: none"> • Posed on Facebook announcing the annual Christmas Breakfast event
Commissioner Ray D'Agostino	<ul style="list-style-type: none"> • Shared survey on Facebook page, reaching 1,000 followers • Announced the survey at numerous municipal gatherings

Digital Outreach

Digital engagement expanded community involvement by leveraging multiple online platforms to reach residents and encourage participation in the microtransit study. Outreach strategies included targeted social media posts, coordinated email campaigns, a website pop-up banner, and consistent promotion of the public survey and open house. These efforts increased awareness, boosted survey participation, and provided ongoing opportunities for feedback. Residents unable to attend the in-person open house event could remain informed and share input to help guide the study's completion.

Social Media Channels and Metrics

Table 9 depicts metrics from the RRTA social media channels for Phase 3 outreach.

Table 9: Phase 3 Social Media Metrics

Platform	Facebook	LinkedIn	Instagram	X
Impressions	4,904	124	316	163
Reach	2,640	0	164	N/A
Link Clicks	32	11	0	2
Likes	21	4	9	5
Comments	8	0	0	0
Shares	14	2	0	1

Survey Engagement

A public survey was offered both online and in a simplified format at the open house, with Spanish translation available. The survey collected feedback on the proposed zones and how residents might use microtransit, helping shape a service aligned with community needs.

Promotion Methods and Metrics

The survey was open from November 19 to December 19, 2025, providing four weeks for community feedback. A total of 119 responses were received. To enhance outreach, promotion took place through the project website, social media, and the open house.

Survey Findings

Survey responses showed strong community support for the proposed microtransit pilot zones, especially for the Ephrata–Denver Pilot Zone, which received the most backing. Among all three zones, most respondents agreed with the concepts as presented. At the same time, a smaller group offered conditional support, indicating that minor adjustments to boundaries or service details could improve effectiveness. Some participants opposed the service idea, often because of mixed opinions on costs and subsidies, and a preference for more frequent RRTA bus service. Overall, the feedback indicated a broad interest in moving forward with a microtransit pilot, with specific improvements tailored to local travel patterns and community needs.

Level of Support for each of the Proposed Microtransit Pilot Zone

LEOLA

- 72% supported the Leola Zone as proposed
- 11% supported the zone with minor adjustments
- 17% did not support the zone

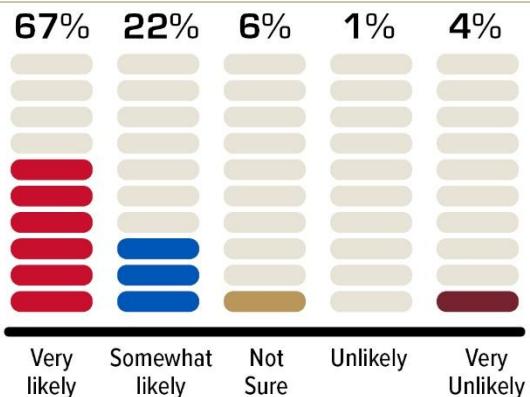
WILLOW STREET-STRASBURG-OUTLETS

- 71% supported the zone as proposed
- 13% supported the zone with minor adjustments
- 16% did not support the zone

EPHRATA-DENVER

- 79% supported the zone as proposed
- 11% supported the zone with minor adjustments
- 10% did not support the zone

If a microtransit service were available in your area, and each trip cost between \$2 and \$4—similar to a regular bus fare or pass—with free transfers between microtransit and RRTA buses, **how likely would you be to use this service?**



Respondent Snapshot and Open Comments

Respondents were asked how they would use microtransit if it were available and how well the proposed service hours would meet their travel needs. The questions focused on potential trip purposes and reactions to a curb-to-curb service operating on weekdays from 5:30 AM to 8:00 PM, with drivers picking up and dropping off passengers near their locations.

If microtransit were available, which types of trips would you use it?



How well would the following proposed microtransit service hours meet your travel needs?

Service description: Curb-to-curb service (drivers pick you up and drop you off at the curb near your location).
Proposed hours: Weekdays only, 5:30 AM – 8:00 PM (6:00 AM start in the Willow Street-Strasburg-Outlets zone)



Very well –
these hours
meet most of
my travel needs



Somewhat well –
I could use the
service, but extended
hours would help



Not sure



Not at all –
these hours
would not work
for me



Not very well –
I would need
earlier or later
service

Open-Ended Comments

Open-ended comments supported the survey results by emphasizing the need for broad service coverage, flexible schedules, and convenient trip purposes like work, errands, and appointments. Although some respondents expressed concerns about reliability, cost, and technology, the general attitude was favorable towards testing a microtransit pilot aimed at addressing gaps in the current transit system and enhancing access throughout Lancaster County. The comments were analyzed and categorized into the following themes:

Theme 1. Service Coverage and Pilot Zones

Most frequently mentioned theme.

- Respondents emphasized the importance of serving **rural areas, small towns, and employment centers** not well covered by fixed-route transit.
- Several comments highlighted the need for **connections between communities**, not just within isolated zones.
- **Coverage** was often cited as more important than frequency for initial pilots.

Key takeaway: Pilot zones should prioritize geographic gaps in the existing network and connections to key destinations.

Theme 2. Trip Purpose and Use Cases

- Many respondents referenced **work trips**, commuting between job sites, and access to **appointments, errands, and businesses**.
- Business owners noted the value of microtransit for **employees and customers**.
- Comments confirmed interest from both **transit-dependent users and choice riders**.

Key takeaway: Microtransit is viewed as a practical, everyday mobility option—not just a niche service.

Theme 3. Service Hours and Days

- Strong interest in **weekend service** and extended hours beyond the traditional workday.
- Some respondents noted that **weekday-only** service would be useful.
- **Evening** availability was crucial for shift workers.

Key takeaway: Expanded service hours increase perceived value and equity of the service and could be explored after an initial weekday-only pilot.

Theme 4. General Support and Interest

- Many comments expressed overall **support for exploring microtransit**, even from respondents who said they might not personally use it.
- Several commenters framed microtransit as a **positive step forward** for the County.

Key takeaway: There is broad conceptual support for piloting microtransit, even among non-users.

Theme 5. Reliability and Wait Times

- Respondents asked about **wait times**, reliability, and how quickly vehicles would arrive.
- **Predictability** was frequently mentioned as essential for work and appointment trips.

Key takeaway: Clear expectations around response time and reliability will be critical for user trust.

Theme 6. Cost and Affordability

- A smaller but consistent set of comments raised concerns about **fare levels**.
- Respondents wanted assurance that microtransit would remain **affordable and comparable** to fixed-route transit.

Key takeaway: Pricing transparency and fare integration will influence adoption.

Theme 7. Technology and Booking

- A few respondents asked about **trip tracking**, requesting rides via an app, and real-time information.
- **Ease of use** was implied as necessary, particularly for first-time users.

Key takeaway: Simple, intuitive booking and communication tools will support uptake.

Theme 8. Accessibility and Equity

- Limited but notable references to seniors and people with mobility needs.
- Comments underscored the importance of curb-to-curb service for those who cannot easily access bus stops.
- Booking and payment options should be accessible to all users, regardless of abilities.

Key takeaway: Accessibility benefits are understood and valued, even if not widely articulated.

Open House Event

During the community open house on Tuesday, December 9, 2025, from 4:30 to 7:00 PM at The Eden Resort in Lancaster, Pennsylvania, the project team shared details about the potential pilot zones and draft recommendations. They encouraged residents to learn more and provide feedback. Attendees learned about microtransit, how an on-demand transit service might operate locally, and how it could enhance connections to jobs and essential destinations. Participants also offered input on potential pilot areas for this future microtransit service. Eleven community members attended, along with several government officials and SCTA board members:

- Representative Nikki Rivera
- Rod Redcay – Denver Borough Mayor
- Senator James Malone
- County Commissioner Ray D'Agostino
- Jim Schlegel – SCTA Chairman of the Board
- Joy Ashley – SCTA Board Member



Southern Lancaster County Chamber Presentation

On Thursday, December 11, 2025, the project team participated in the Southern Lancaster County Chamber Christmas Breakfast, held from 7:30 to 9:30 AM at Millersville University. The event brought together more than 40 business and community leaders and provided an opportunity to share information about the study, highlight the study's goals and progress, and engage attendees in informal discussion about transportation needs and potential solutions in Southern Lancaster County.



Phase 3 Outreach: Conclusion

Phase 3 outreach focused on sharing draft findings and recommendations while gathering final public input to validate and refine the proposed microtransit approach. Building on Phase 1 engagement, the project team used a mix of digital and in-person strategies—including updated website content, targeted social media and email outreach, a public survey, and a community open house—to improve understanding of how microtransit would operate and how it could serve local needs. Feedback collected during this phase was used to confirm support for the proposed pilot zones, identify remaining concerns, and ensure recommendations reflect community priorities before finalizing the implementation strategy.

SCTA should maintain ongoing community engagement as the pilot service is finalized and implemented.

Appendix

Phase 1 Outreach Details

Survey Questions


**SOUTH
CENTRAL
TRANSIT
AUTHORITY**


**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 until May 23.
SCAN OR VISIT tinyurl.com/micro-transit

Current Travel and Transit Use

These questions ask about your current typical travel habits.

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
- Rarely
- Never

3. What is your home ZIP code? (* Required)

4. What challenges do you experience with your current transportation options? (* Required)
 (Select all that apply)

- Cost
- Availability
- Long travel time
- Convenience
- Reliability
- Accessibility
- Other (Please specify)
- None

Microtransit Service Preferences

These questions ask about how you would use a microtransit service if available in Lancaster County.

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 a microtransit service if it were available in your community? (* Required)

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

PUBLIC SURVEY • 1

▷ ▷ ▷ ▷ ▷

SCTA Microtransit Feasibility Study: Outreach Summary

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Microtransit Service Preferences (Continued)

7. What factors would encourage you to use a microtransit service? (Select all that apply) (* Required)

- It is low cost
- It is convenient (Easy to use)
- It is reliable (On time)
- It is safe
- It is easy for everyone to use (Accessible)
- Other (Please specify)
- None, I prefer my current way of traveling

8. When would you most likely use a microtransit service? (Select all that apply)

- Weekday early morning (Before 7:00 AM)
- Weekday morning (7:00 AM – 10:00 AM)
- Weekday midday (10:00 AM – 2:00 PM)
- Weekday afternoon (2:00 PM – 5:00 PM)
- Weekday evening (5:00 PM – 8:00 PM)
- Weekday late night (After 8:00 PM)
- Saturday daytime (8:00 AM – 8:00 PM)
- Sunday daytime (8:00 AM – 8:00 PM)
- Other (Please specify below)

Unsure or would not use

9. What types of trips would you use microtransit for? (Select all that apply)

<input type="checkbox"/> Work/commute	<input type="checkbox"/> Social/recreational
<input type="checkbox"/> School/education	<input type="checkbox"/> Other (Please specify)
<input type="checkbox"/> Shopping/errands	<input type="checkbox"/> Unsure or would not use
<input type="checkbox"/> Medical appointments	

10. If microtransit service was available in your community, where would you go from your home? (for example, list a business name, cross streets, or a nearby landmark)

11. How long would you be willing to wait for a microtransit ride after you book it?

<input type="checkbox"/> Under 15 minutes	<input type="checkbox"/> 20 to 30 minutes
<input type="checkbox"/> 15 to 20 minutes	<input type="checkbox"/> More than 30 minutes

12. Would you use microtransit to connect to a bus that travels outside your local service zone if the bus goes to your final destination?

<input type="checkbox"/> Very willing	<input type="checkbox"/> Somewhat unwilling
<input type="checkbox"/> Somewhat willing	<input type="checkbox"/> Very unwilling
<input type="checkbox"/> Unsure or neutral	

13. How would you like to book a microtransit ride? (Select all that apply)

- Using an app
- Using a website
- Calling by phone

14. How would you like to pay for a microtransit ride?

- Cash
- Using the booking app (Credit/debit card or mobile wallet)
- Transit pass
- Other (Please specify)

15. Where would you like to be picked up and dropped off?

- At the curb (Curb-to-curb)
- At a nearby bus stop
- At a nearby intersection

16. How important are the following microtransit features to you?

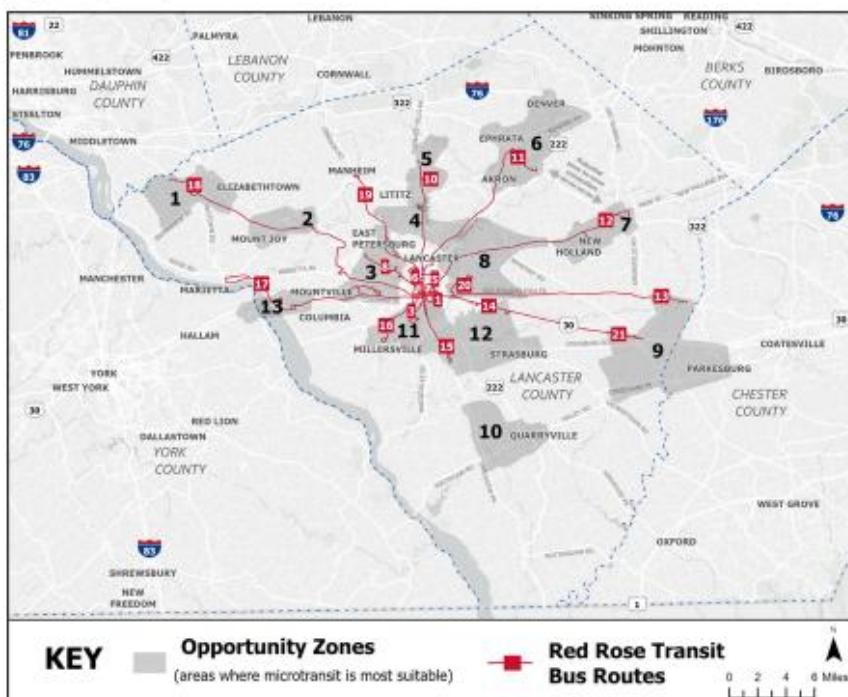
Category	Check one for each category		
See where the vehicle is in real time	<input type="checkbox"/> Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Unimportant
Book a ride in advance (For example, up to two weeks ahead)	<input type="checkbox"/> Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Unimportant
Book a ride at the same time every day (Schedule recurring trips)	<input type="checkbox"/> Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Unimportant
Have bike racks on the vehicle	<input type="checkbox"/> Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Unimportant
Have Wi-Fi on the vehicle	<input type="checkbox"/> Important	<input type="checkbox"/> Somewhat Important	<input type="checkbox"/> Unimportant

Feedback on Service Zones

Our study team has identified 13 preliminary areas where microtransit might work well based on data analysis.
Please review the map or list of locations in the next question.

17. If a microtransit service was available in these areas (gray with numbers), which area(s) would help you travel? (Select all that apply) (* Required)

- Zone 1 – Elizabethtown
- Zone 2 – Mount Joy
- Zone 3 – East Petersburg-East Hempfield
- Zone 4 – Neffsville
- Zone 5 – Lititz
- Zone 6 – Ephrata-Denver
- Zone 7 – New Holland
- Zone 8 – Leola-Eden
- Zone 9 – Gap-Christiana
- Zone 10 – Quarryville
- Zone 11 – Millersville
- Zone 12 – Willow Street-Strasburg-Outlets
- Zone 13 – Columbia-Wrightsville
- Unsure
- None of the above



18. Do you have any other thoughts, ideas, or concerns about microtransit in Lancaster County?

(Large empty box for writing)

Tell Us About Yourself

These questions are optional and help us understand who we reach with the survey.

19. What is your age group?

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

20. 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 Alaskan Native
- Pacific Islander
- Other (Please specify)

21. Do you have any mobility limitations that need accessible transportation?

- Yes
- No

22. What was your household income in the past year?

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

23. Do you speak a language other than English at home?

- Yes (Please specify)

- No



Completed survey due by May 23, 2025

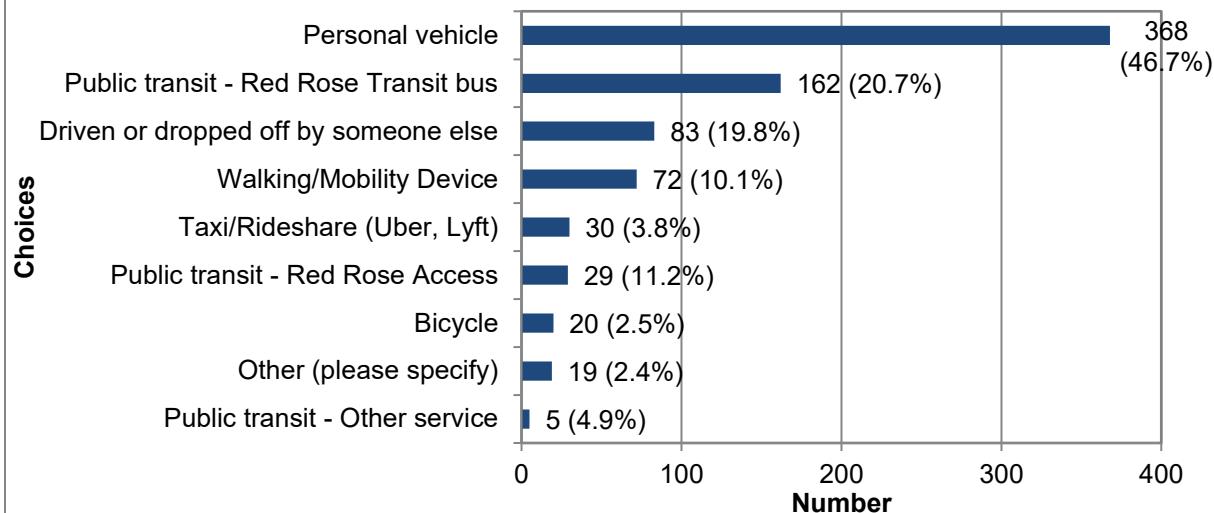
PLEASE DROP OFF OR MAIL TO:

RRTA Operations Center
45 Erick Road
Lancaster, PA 17601

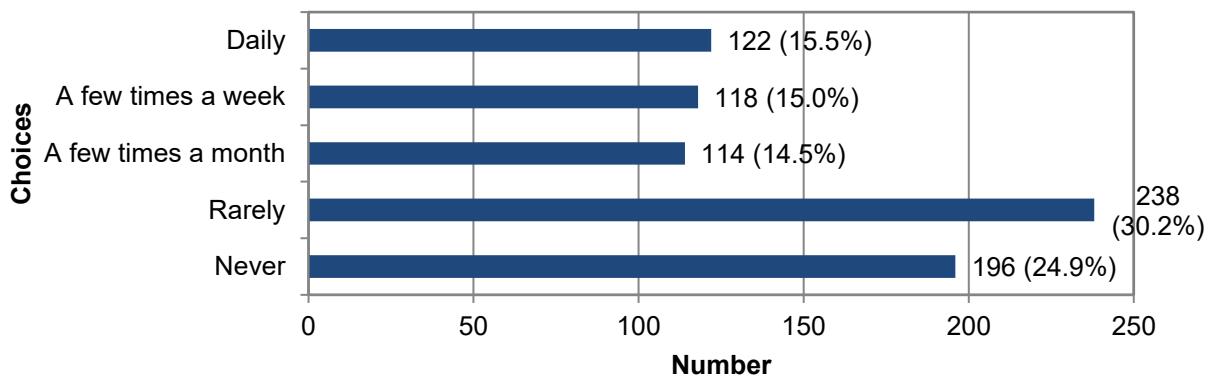
PUBLIC SURVEY • 4

Survey Results

Which of the following do you use most often for your daily travel?

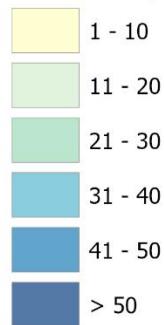


How often do you use public transit?



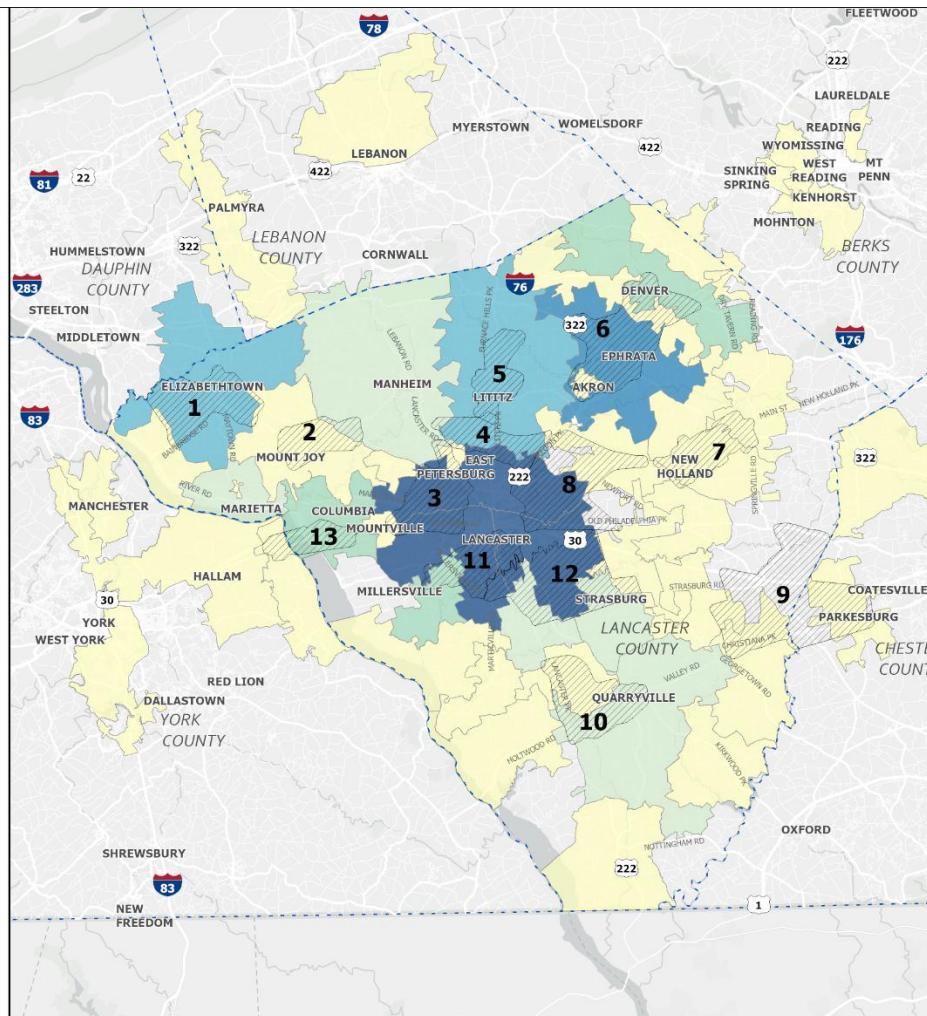
Survey Responses by ZIP Code

Number of Responses

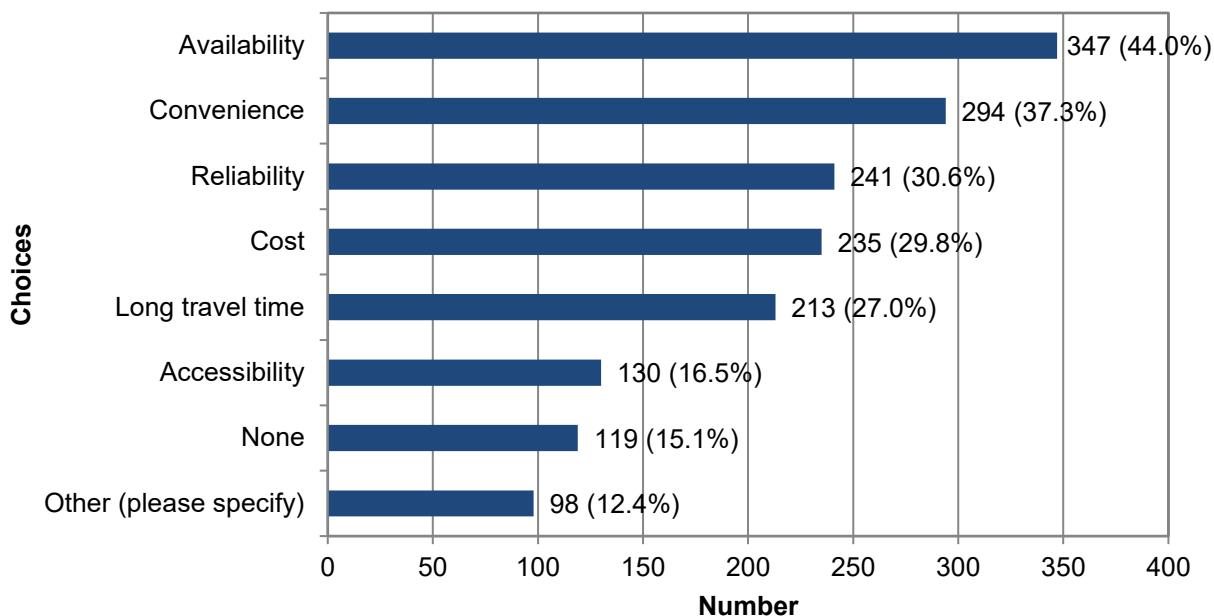


Microtransit
Opportunity Zone

0 2 4 6 Miles



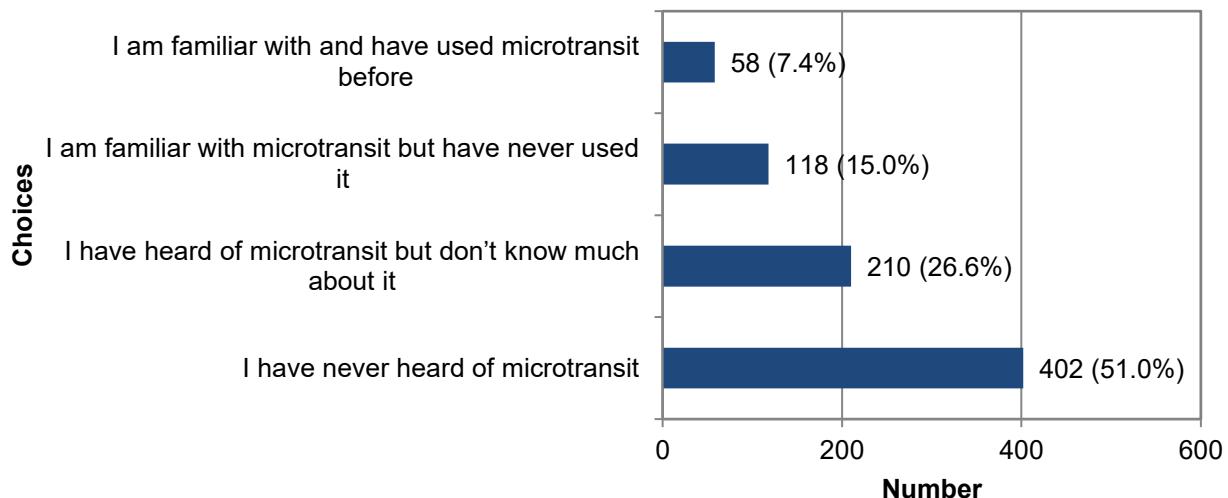
What challenges do you experience with your current transportation options? (Select all that apply)



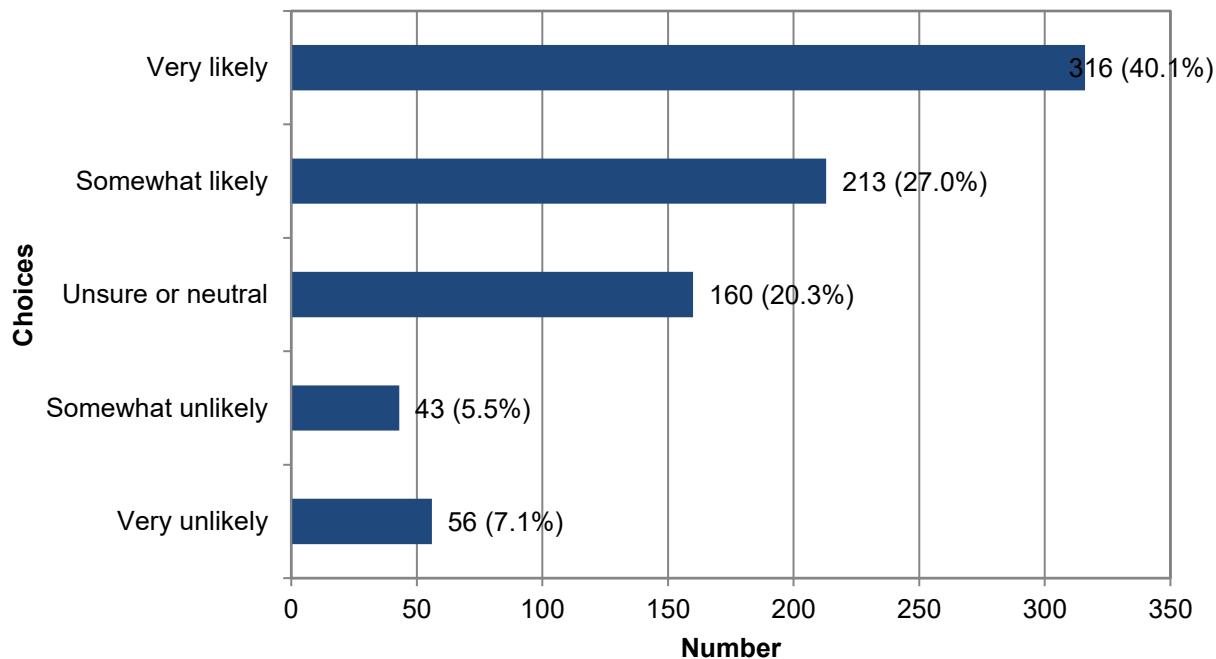
Respondents who answered "Other" revealed a wide range of transportation challenges, particularly among those underserved by current transit options. Key themes include:

- **Limited-Service Coverage:** Many respondents live in areas with little or no transit access (e.g., rural communities, Quarryville, Strasburg, Denver). Several noted that transit does not reach where they live or where they need to go.
- **Inconvenient Schedules:** Service often doesn't align with early work shifts or late-night needs, and infrequent bus times make commuting or making transfers difficult. Sunday and late-night service gaps were repeatedly cited.
- **Access and Reliability Issues:** Long or unsafe walks to stops, unreliable arrival times, and a lack of real-time information were common concerns. Red Rose Access received mixed feedback—some appreciate it, others find it unreliable.
- **Barriers Related to Age, Health, and Disability:** Many respondents are aging, have disabilities, or health conditions that make driving difficult. They expressed a strong need for accessible and dependable alternatives.
- **Parking and Traffic Frustrations:** Limited and costly parking in Lancaster City, along with traffic congestion, make driving stressful or unappealing for many. Several noted they dislike driving or can't drive at all.
- **Safety and Comfort Concerns:** Some riders don't feel safe on current services or find the transit environment uncomfortable.
- **Desire to Use Transit More:** A number of respondents said they *want* to use public transportation more—for environmental reasons, cost savings, or convenience—but can't due to the issues above.

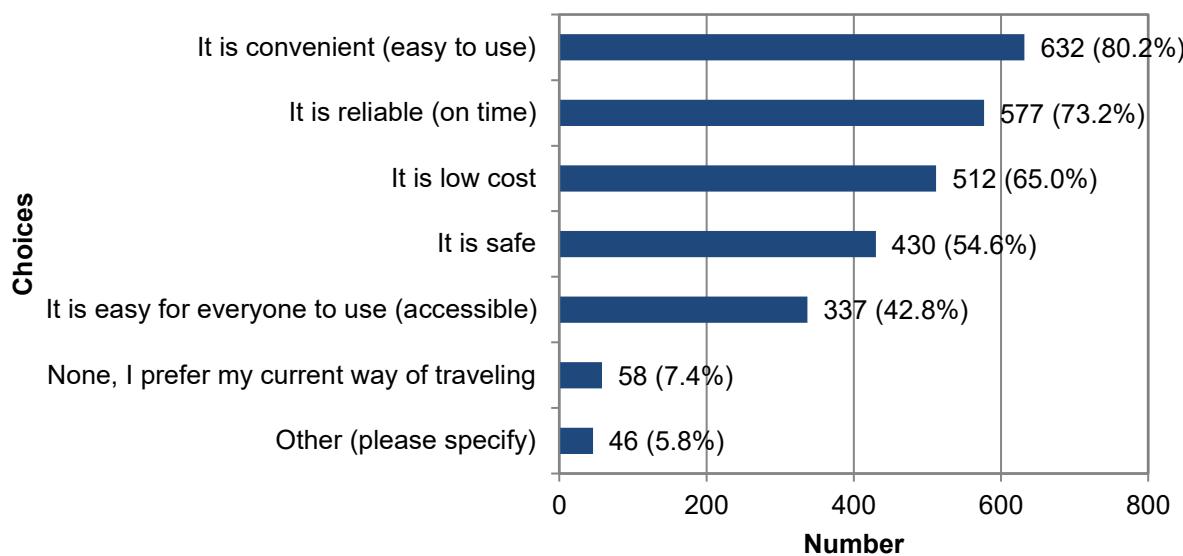
How familiar are you with microtransit?



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



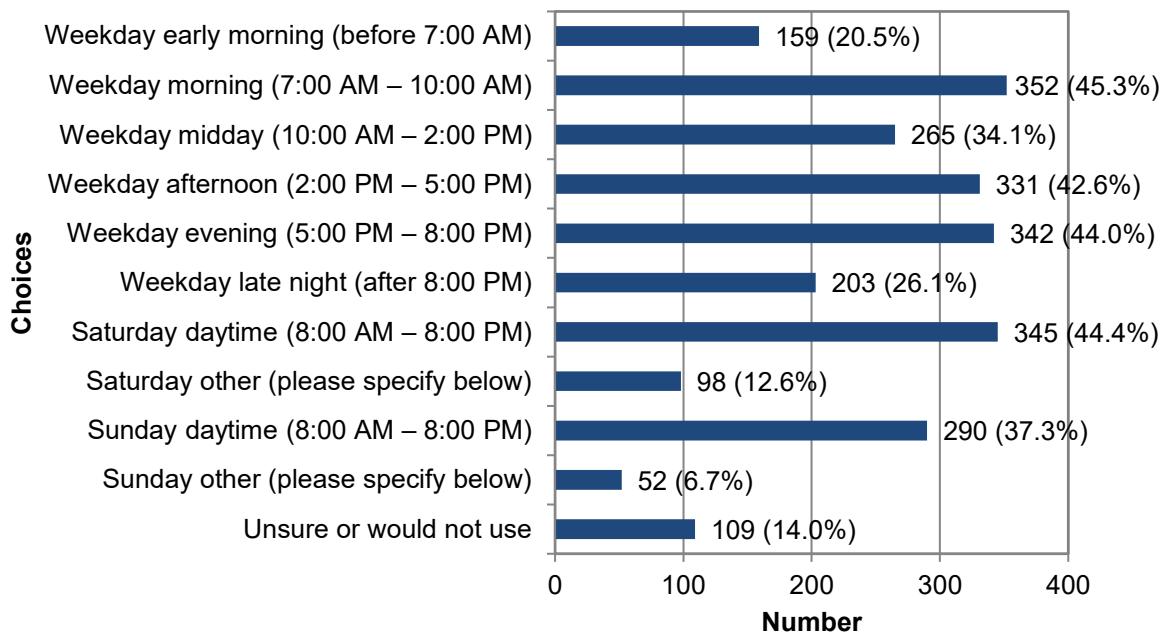
What factors would encourage you to use a microtransit service? (Select all that apply)



Respondents that answered “Other” expressed a mix of curiosity, uncertainty, and specific considerations about microtransit:

- **Lack of Awareness or Understanding:** Several respondents noted they were unfamiliar with what microtransit is or how it works, indicating a need for clearer public education and outreach.
- **Conditional Interest:** Some said they might use it in specific situations—such as if their vehicle was unavailable, or if the service was integrated with existing fare structures and passes.
- **Equity and Accessibility Considerations:** A few comments emphasized the importance of microtransit being accessible to seniors, low-income individuals, and people with disabilities.
- **Service Preferences and Concerns:**
 - Some preferred traditional buses or had concerns about government subsidies.
 - Others emphasized the need for environmentally friendly implementation and reduced traffic congestion.
 - Geographic limitations were mentioned (e.g., living in areas where microtransit may not be practical due to distance or low density).
- **Positive Attributes Highlighted:** Flexibility, easier transfers, and expanded hours (early morning, late evening) were noted as appealing features.

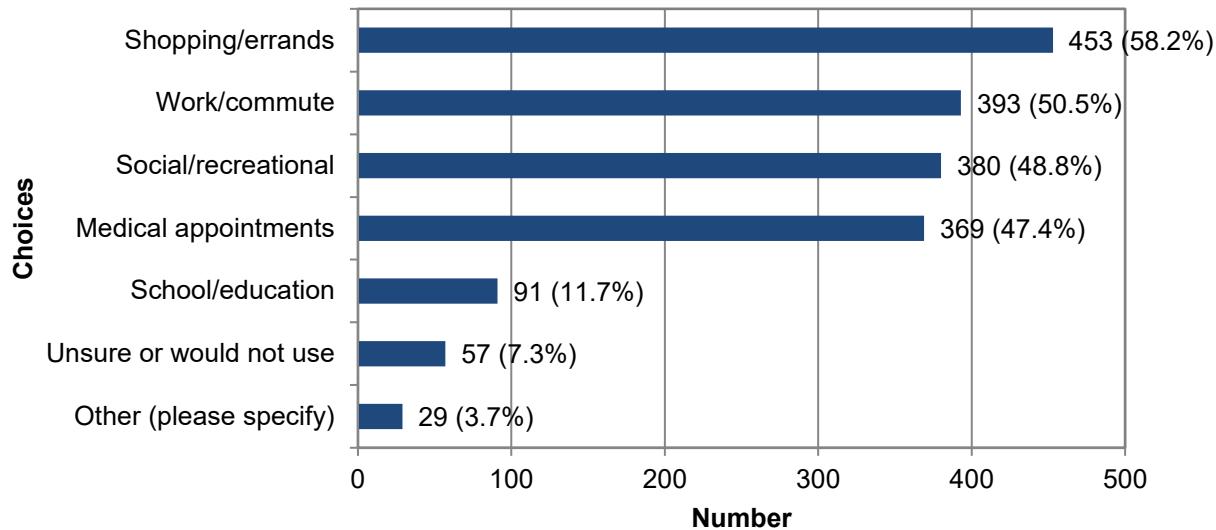
When would you most likely use a microtransit service? (Select all that apply)



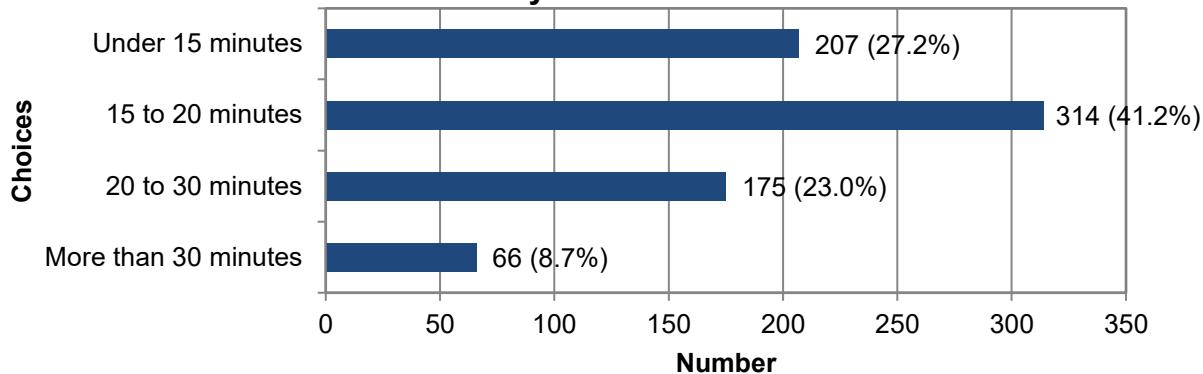
Respondents who answered Saturday or Sunday Other provided comments about their specific preferences for hours. Key themes of this open-ended feedback about weekend service included:

- **Interest in Late-Night Service:** A need for microtransit service after 8:00 PM, with many specifying hours extending to midnight or later (e.g., 2:00–3:00 AM). These comments frequently mentioned social outings (bars, restaurants, events, concerts, theater), returning home safely after drinking (avoiding driving), and shift work (especially third shift or jobs ending after 11:00 PM)
- **Early Morning Needs Also Noted:** Several respondents mentioned a need for service before 7:00 AM, particularly tied to work commutes, train departures or arrivals, and church or weekend events (e.g., Sunday services, concerts)
- **Gap in Existing Transit Coverage:** Comments referenced specific pain points with current fixed-route service, including lack of Sunday service, gaps after buses stop running in the evening, and general lack of flexibility for off-peak hours.

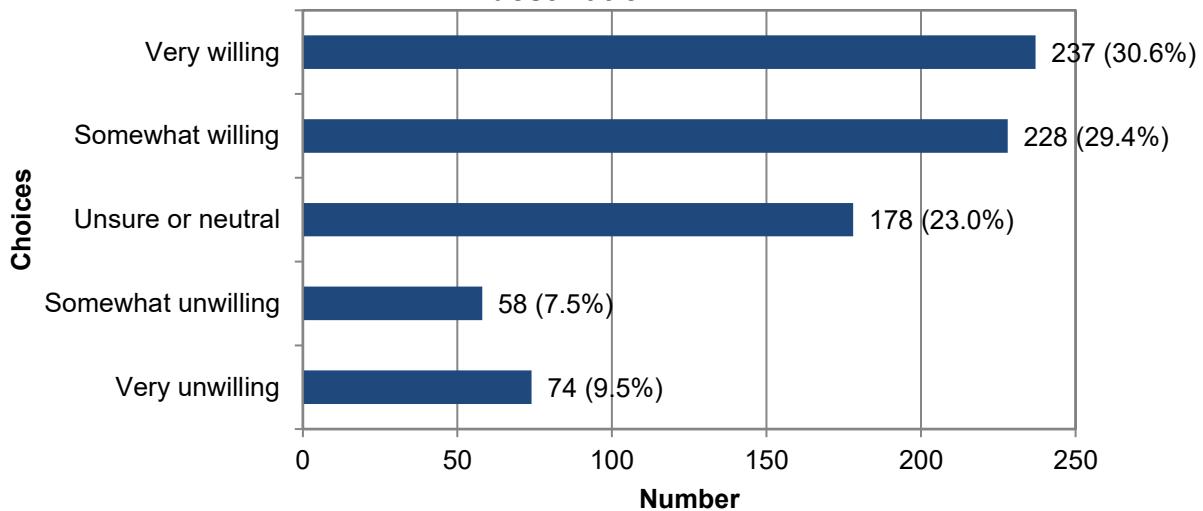
What types of trips would you use microtransit for? (Select all that apply)



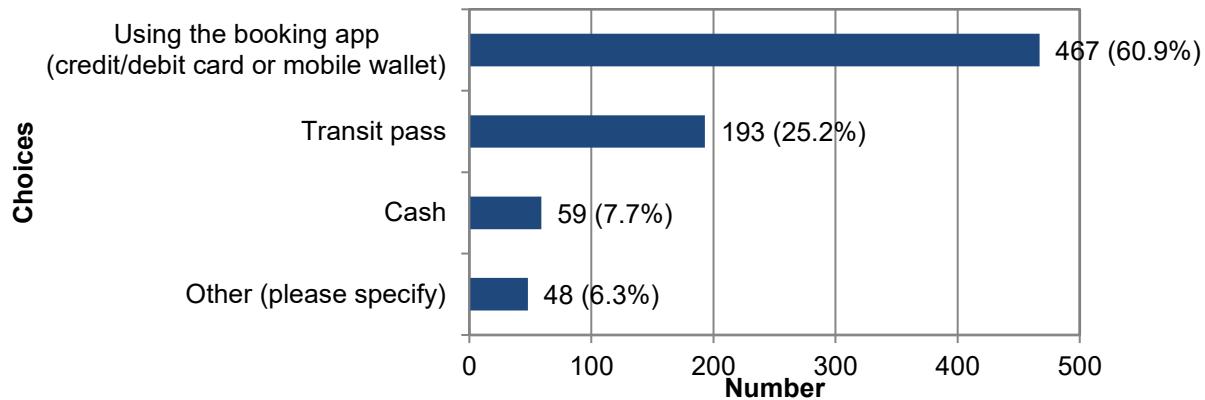
How long would you be willing to wait for a microtransit ride after you book it?



Would you use microtransit to connect to a bus that travels outside your local service zone if the bus goes to your final destination?



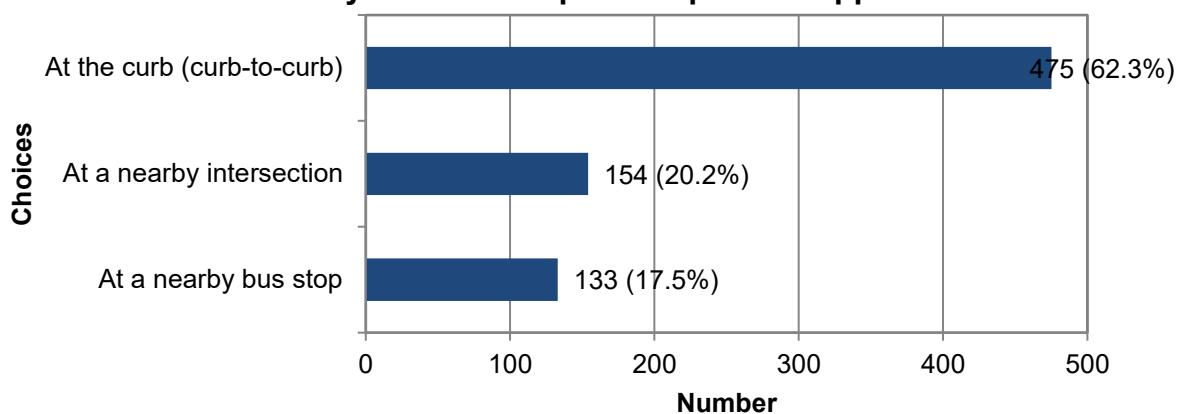
How would you like to pay for a microtransit ride?



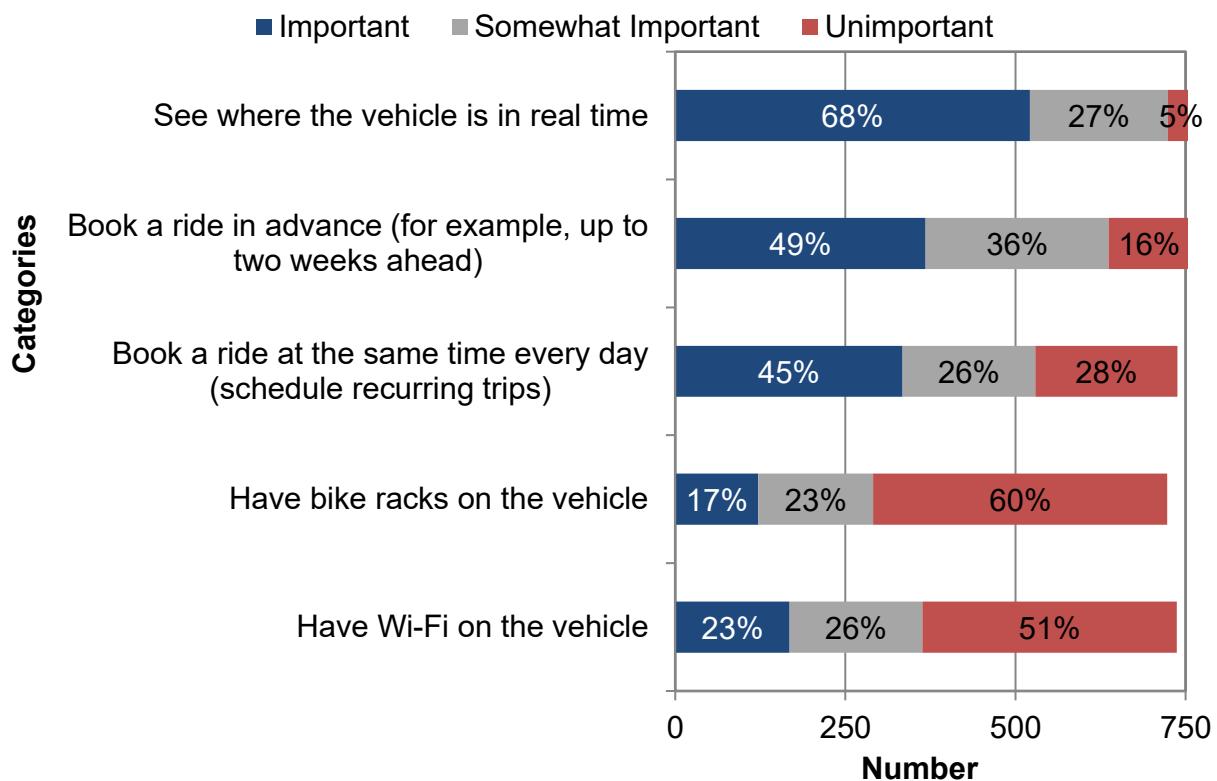
Respondents who answered “Other” noted:

- **Strong Desire for Flexibility and Multiple Options:** Most of these respondents support having all payment methods available. Many explicitly stated “all of the above” or “any of the above,” suggesting that offering a wide range of payment options—including cash, cards, apps, and transit passes—is essential to meet diverse needs.
- **Specific Preferred Methods:** Cash and debit/credit cards were the most frequently cited individual methods, and several also mentioned using digital wallets (e.g., Apple Pay, PayPal, Cash App). Transit passes, including senior and low-income passes, were noted as important for affordability and ease of use.
- **Accessibility and Equity Considerations:** Respondents mentioned Medicare, state assistance, caseworker funding, and insurance as potential payment sources. A few emphasized the need for free or reduced-cost options for low-income or senior riders. Some reported that they currently have no income, reinforcing the importance of affordability and subsidy options.

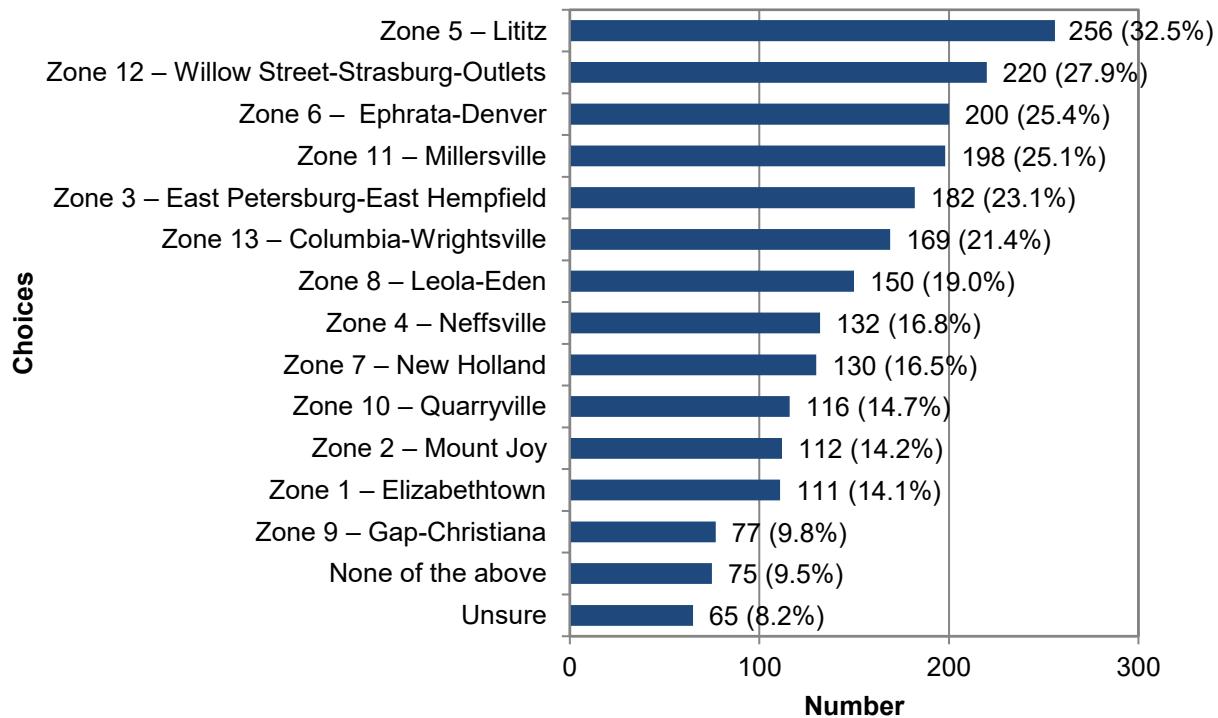
Where would you like to be picked up and dropped off?



How important are the following microtransit features to you?



If a microtransit service was available in these areas (gray with numbers), which area(s) would help you travel? (Select all that apply)





Microtransit Feasibility Study Phase 1 Outreach Toolkit

Introduction

Thank you for your support and willingness to spread the word about the Microtransit Feasibility Study. To support the promotion of the study and encourage public participation, the South Central Transit Authority (SCTA) has created an online communications toolkit with clear and consistent messaging.

This toolkit offers sample content and resources for you to use as you share information about the study and ways for the public to get involved. Please ensure that the sharing of any content related to this Phase 1 toolkit occurs between March 26, 2025, and May 23, 2025. This timeframe aligns with the public survey period, which remains open and available through May 23, 2025.

If you have any questions, please contact Lauri Ahlskog, Manager of Transit Planning & Compliance, at lahlskog@sctapa.com. Thank you again for your valuable support!

How To Use

Use the Assets Table on the next page to jump to sections where text has been prepared for each platform and note the corresponding graphic that should be posted with it. When you're ready to post, copy the text provided and the appropriate graphic into the social media platform (Instagram, Facebook, X/Twitter, or LinkedIn), and ensure that Red Rose Transit Authority (RRTA) is tagged in the post. Tagging RRTA helps us track how these materials are being shared to the public!





Assets Table

Asset Type	Elements	Graphics
Rack Card 3.25x8.25 in	Print or Send Pdf attachment in email	<ul style="list-style-type: none"> Rack Card_ENGLISH_Email Version Rack Card_SPANISH_Email Version
General Email	<u>Text</u>	<ul style="list-style-type: none"> Email Header_Blue Email Header_Red Email Header_Tan <p>And attach:</p> <ul style="list-style-type: none"> Rack Card_ENGLISH_Email Version Rack Card_SPANISH_Email Version
Facebook or Instagram	<u>Text</u>	<ul style="list-style-type: none"> Social Media_Blue Social Media_Red Social Media_Tan
Twitter/X	<u>Text</u>	
LinkedIn	<u>Text</u>	
Print Survey	n/a	<ul style="list-style-type: none"> Microtransit-Survey_English Microtransit-Survey_Spanish <p>Digital survey is available on the website tinyurl.com/micro-transit</p>

Tagging

Tag Red Rose Transit Authority across all posts.

Facebook: <https://www.facebook.com/RedRoseTransit/>

Instagram: <https://www.instagram.com/redrosetransitauthority/>

Twitter/X: @RedRoseTransit

LinkedIn: <https://www.linkedin.com/company/rrta/>

All tinyurl.com/micro-transit links should go to <https://www.redrosetransit.com/what-were-about/about-us/microtransit-feasibility-study>





General Email

Audience: Stakeholders

Subject: Help Make Transit More Accessible in Lancaster County!

Hello <insert name>!

To improve transportation access across Lancaster County, Red Rose Transit Authority (RRTA) is conducting a Feasibility Study to help guide the vision and implementation for a microtransit service for all those who travel through the county.

What is Microtransit?

Microtransit is a shared transportation service that will offer flexible on-demand rides to people in Lancaster County. It is a middle ground between public transportation and a ride-share app. Riders make a request through an app or calling a service number, after which they are picked up and taken to their desired location in the designated service zone.

We need your help! Participating in this feasibility study will help RRTA understand transportation needs and challenges in your community. Whether you ride often or don't use the current public transportation options, RRTA wants to hear from you.

Take this SURVEY tinyurl.com/micro-transit by May 23rd and help us spread the word.
RRTA will also be doing pop-up events in different areas throughout the county and looks forward to connecting with you in-person! Updates on upcoming event dates and locations will be posted on the study website and RRTA social media platforms.

If you have any questions, please contact Lauri Ahlskog, Manager of Transit Planning & Compliance, at lahlskog@sctapa.com or 717-947-7294.

Best,
[Your Name]



Microtransit Feasibility Study Phase 1 Outreach Toolkit

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SCTA Microtransit Feasibility Study: Outreach Summary

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Facebook and/or Instagram

Audience: General public

- **📢** Calling all Lancaster County residents visitors! We want to know: What are your transit needs? What challenges do you face? Take this survey and spread the word! tinyurl.com/micro-transit to help **@redrosetransitauthority** understand the transportation needs in your community. #microtransit #LancasterPA #RedRoseTransitAuthority
- A microtransit service in Lancaster County would make better **🔗** connections between towns and rural areas. **@redrosetransitauthority** needs your help to make it happen. Share your thoughts on how a microtransit system would serve your community's needs and take the survey today! tinyurl.com/micro-transit #microtransit #LancasterPA #RedRoseTransitAuthority
- A microtransit service in Lancaster County could enhance connectivity across municipalities, towns, and rural areas, and provide more connections to the RRTA's bus routes. Your trip may get easier! **🌟** Take the survey by May 23 and tell **@redrosetransitauthority** how this new transportation option could help you. tinyurl.com/micro-transit #microtransit #LancasterPA #RedRoseTransitAuthority
- Microtransit is a shared transportation service that would offer flexible on-demand rides to people. You would schedule a pick-up by app or phone and get dropped off at your desired location in the service zone. Where would you want to go using microtransit in Lancaster County? **✍️** Fill out the survey and tell **@redrosetransitauthority**! tinyurl.com/micro-transit #microtransit #LancasterPA #RedRoseTransitAuthority
- **@redrosetransitauthority** is conducting a Feasibility Study **📊** to understand how adding a microtransit service would improve travel for residents and visitors. It closes the gaps where buses currently don't connect. Take the survey and tell us about your transit needs. Check out tinyurl.com/micro-transit for the survey and project info and updates! #microtransit #LancasterPA #RedRoseTransitAuthority





X, Formerly Known as Twitter

Audience: General public

- Want to improve transit accessibility in Lancaster County? 🚎 **@RedRoseTransit** wants to hear your ideas to help add a microtransit service option. Take the survey by May 23 and spread the word! tinyurl.com/micro-transit #RedRoseTransitAuthority
- Your input matters! 🗣 Share your thoughts so that **@RedRoseTransit** can implement a microtransit service that fits YOUR needs! Take the survey by May 23. tinyurl.com/micro-transit #RedRoseTransitAuthority
- Adding microtransit in Lancaster County could enhance connectivity across the county. That means riders would have greater access to 🏢 employment + 🏫 education! Tell **@RedRoseTransit** how this new transportation option could help you. tinyurl.com/micro-transit #RedRoseTransitAuthority
- Microtransit is a shared transportation service that would offer flexible on-demand rides to people. How would you use microtransit in Lancaster County? 🗒 Fill out the survey and tell **@RedRoseTransit**! tinyurl.com/micro-transit #RedRoseTransitAuthority
- **@RedRoseTransit** is conducting a Feasibility Study to help guide the vision and implementation of a microtransit service for residents and visitors. 🗒 Take the survey and tell us about your travel needs. Check out tinyurl.com/micro-transit for more info! #RedRoseTransitAuthority



Microtransit Feasibility Study Phase 1 Outreach Toolkit

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SCTA Microtransit Feasibility Study: Outreach Summary

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LinkedIn

Audience: General public

Calling all Lancaster County residents!

☒ Microtransit is a shared transportation service that would offer flexible on-demand rides to people in Lancaster County.

⌚ Microtransit will enhance connectivity, access, and convenience across urban, suburban, and rural areas, and provide more options to connect people to bus routes.

📍 Microtransit could bring more access to employment and education opportunities.

@Red Rose Transit Authority wants to know how you would use the service by taking the survey, open now through May 23. tinyurl.com/micro-transit

#microtransit #publictransportation #publictransit #LancasterCounty #LancasterPA
#RedRoseTransitAuthority



Microtransit Feasibility Study Phase 1 Outreach Toolkit

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SCTA Microtransit Feasibility Study: Outreach Summary

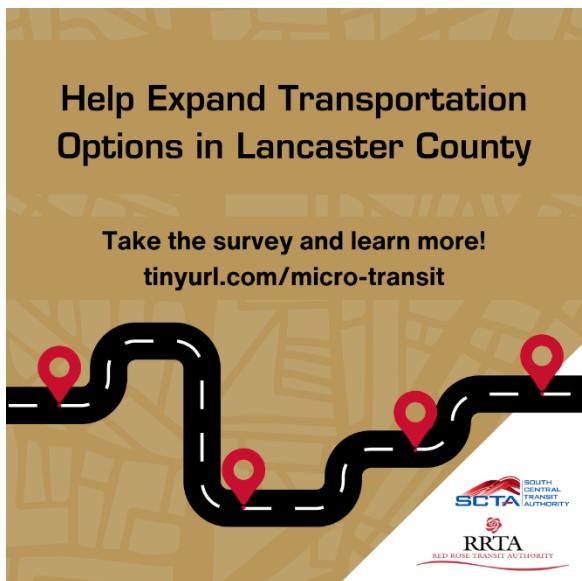
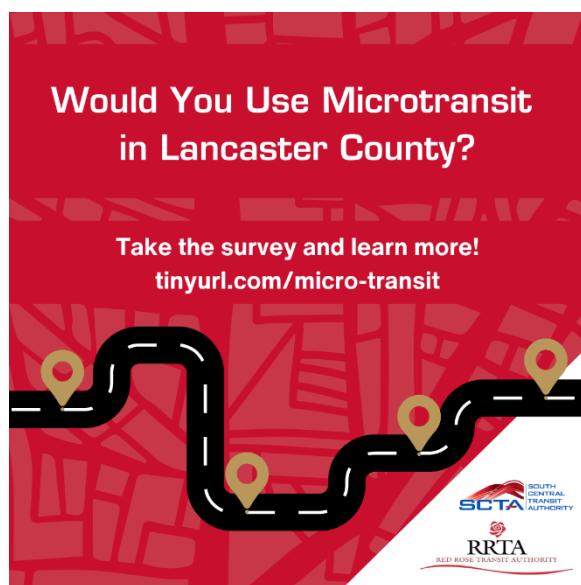
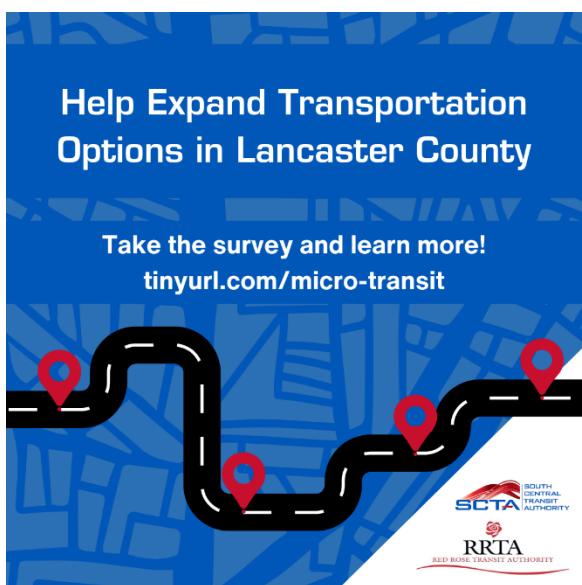
53



Email Header



Social Media





SCTA SOUTH
CENTRAL
TRANSIT
AUTHORITY

RRTA
RED ROSE TRANSIT AUTHORITY

Would You Use Microtransit in Lancaster County?

Take the survey and learn more!



Scan or visit tinyurl.com/micro-transit



QUESTIONS? We've got answers.

What is Microtransit?

A shared transportation service that offers flexible on-demand service. It is a middle ground between public transportation and a ride share app.

How Does it Work?

Riders make a request through an app or call a service number, after which they are picked up and taken to their desired location in the service zone.

Who Can Use the Service?

Anyone in the Lancaster County service zones.

Why Microtransit?

It will improve connectivity, access, and convenience by helping to fill in gaps in service coverage – helping those in outlying or low-density areas of Lancaster County.

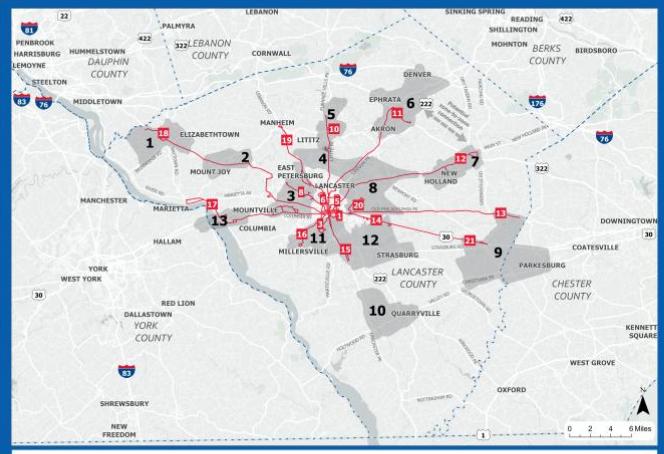
When Will Microtransit Be Available?

We are currently studying if microtransit will work well in Lancaster County. When or where it will be available will be determined at the end of the study.

Learn more at tinyurl.com/micro-transit

Pop-Up Event Boards

Would You Use Microtransit in Lancaster County?



KEY

- Opportunity Zones (areas where microtransit is most suitable)
- Red Rose Transit Routes (18 routes)

What is Microtransit?

Microtransit is a shared, on-demand service that provides flexible connections to major transit hubs.

It often serves areas where regular bus service is limited, and improves accessibility in suburban, rural, or underserved urban areas.

Take the survey to learn more!



Scan or type tinyurl.com/micro-transit




If Microtransit Were Available, How Would You Use It?

Place a sticker next to the places you would take transit to if it was easier to access:

Work	
School	
Daycare	
Public Parks	
Other Communities	
Medical Center	
Lancaster City	
Shopping	

What is Microtransit?
A shared transportation service that offers flexible on-demand service. It is a middle ground between public transportation and a ride share app.

How Does it Work?
Riders make a request through an app or call a service number, after which they are picked up and taken to their desired location in the service zone.

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Anyone in the Lancaster County service zones.

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It will improve connectivity, access, and convenience by helping to fill in gaps in service coverage – helping those in outlying or low-density areas of Lancaster County.

When Will Microtransit Be Available?
We are currently studying if microtransit will work well in Lancaster County. When or where it will be available will be determined at the end of the study.




Phase 3 Outreach Details

Survey Questions



Microtransit Feasibility Study
Help Shape the Future of
Transit in Lancaster County!

Scan to visit the website to view the Draft Study Report.



Please share your thoughts on the proposed zones and how you might use microtransit in the future to help design a service that meets local needs.

Trips need to start and end inside the red shaded area. If you want to go further, transfer to an RRTA bus route—shown as gray lines on the map—to continue your trip

Leola

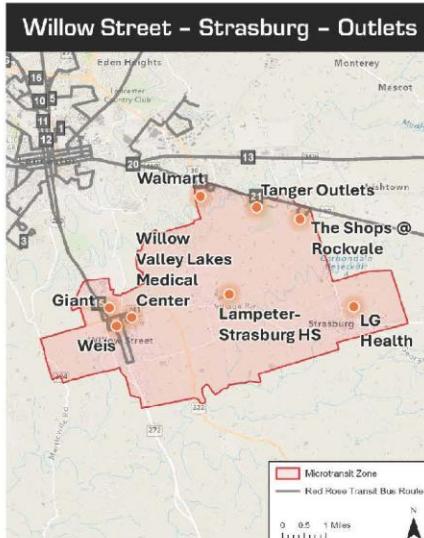


Metric	Value
Weekday ridership	120 – 160 per day
Vehicles required	3 – 5
Average passenger wait time	17 – 18 minutes
Average passenger in-vehicle time	12 – 16 minutes
Weekday service hours	5:30 AM – 8:00 PM

Leola Zone:
 Do you support the zone for a microtransit pilot?

Yes
 No
 Maybe, needs small adjustments

Willow Street – Strasburg – Outlets



Metric	Value
Weekday ridership	75 – 100 per day
Vehicles required	~ 3
Average passenger wait time	16 – 17 minutes
Average passenger in-vehicle time	13 – 16 minutes
Weekday service hours	6:00 AM – 8:00 PM

Willow Street-Strasburg-Outlets Zone:
 Do you support the zone for a microtransit pilot?

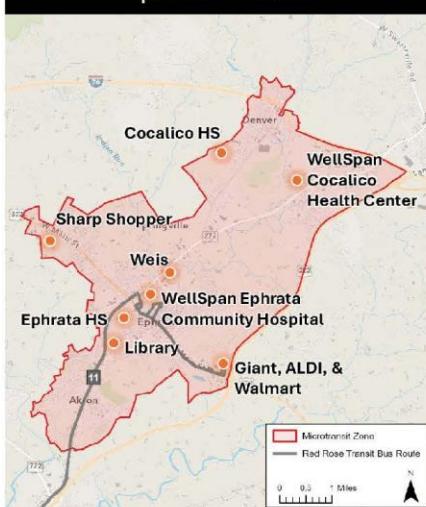
Yes
 No
 Maybe, needs small adjustments



SCTA Microtransit Feasibility Study: Outreach Summary

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Ephrata - Denver



Metric	Value
Weekday ridership	160 – 215 per day
Vehicles required	4 – 7
Average passenger wait time	16 – 18 minutes
Average passenger in-vehicle time	10 – 12 minutes
Weekday service hours	5:30 AM – 8:00 PM

Ephrata-Denver Zone:

Do you support the zone for a microtransit pilot?

- Yes
- No
- Maybe, needs small adjustments

If microtransit were available, which types of trips would you use it? (select up to 3). Please share any additional thoughts or destinations in the open comment section.

Work	Other communities
School	Medical center
Daycare	Lancaster city
Public park	Shopping

If a microtransit service were available in your area, and each trip cost between \$2 and \$4—similar to a regular bus fare or pass—with free transfers between microtransit and Red Rose Transit Authority buses, how likely would you be to use this service?

- Very likely
- Somewhat likely
- Not sure
- Unlikely
- Very unlikely

How well would the following proposed microtransit service hours meet your travel needs? (select 1)

Service description: Curb-to-curb service (drivers pick you up and drop you off at the curb near your location). Proposed hours: Weekdays only, 5:30 AM – 8:00 PM (6:00 AM start in the Willow Street-Strasburg-Outlets zone)

- Very well — these hours meet most of my travel needs
- Somewhat well — I could use the service, but extended hours would help
- Not very well — I would need earlier or later service
- Not at all — these hours would not work for me
- Not sure

How would you prefer to receive information or updates about transit services in the future? (Select all that apply.)

- Email newsletters
- Text message
- Social media
- Transit agency website
- Onboard bus announcements or flyers
- Local news or radio
- Other (please specify): _____

OPEN COMMENT

Please share any additional thoughts or suggestions about the proposed microtransit service. For example, you can comment on service hours, fares, pickup locations, accessibility, or anything else that would help make this service more useful for you or your community.

TELL US ABOUT YOURSELF

The following questions are optional. Your responses will help us understand who in the community we are reaching with this survey. Your responses will remain anonymous, and no one can identify you or your answers.

What is your age?

- 17 years old or younger
- 18 – 24
- 25 – 44
- 45 – 64
- 65 – 74
- 75 or older
- Prefer not to answer

Select the option that best fits your current occupation.

- Student
- Part-time employment
- Full-time employment
- Military
- Retired, homemaker, unemployed, or unable to work
- Prefer not to answer

Are you of Hispanic, Latino(a)(x), or Spanish origin?

- Yes
- No
- Prefer not to answer

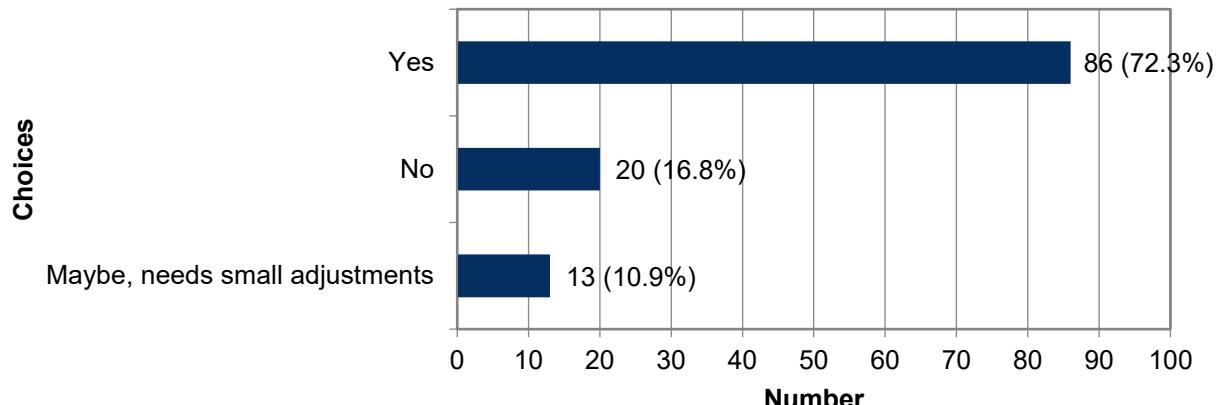
How many vehicles are available in your household?

- 0
- 1
- 2
- 3 or more

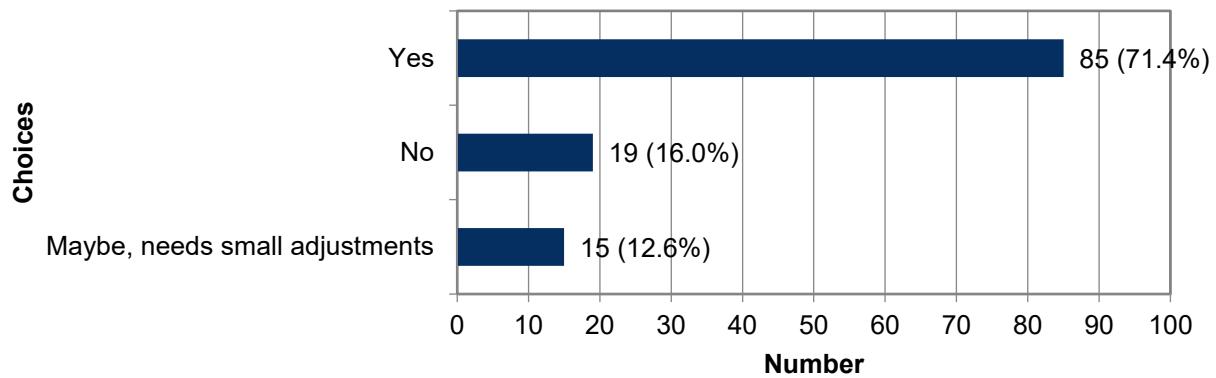
Select the racial group with which you identify

- White
- Hispanic, Latino(a)(x), or Spanish
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- Multiracial
- Prefer not to answer

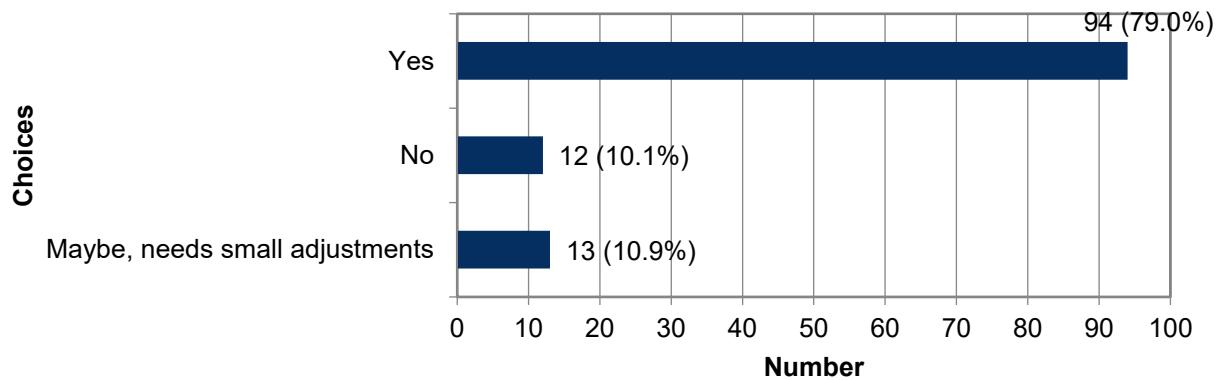
Leola Zone: Do you support the zone for a microtransit pilot?



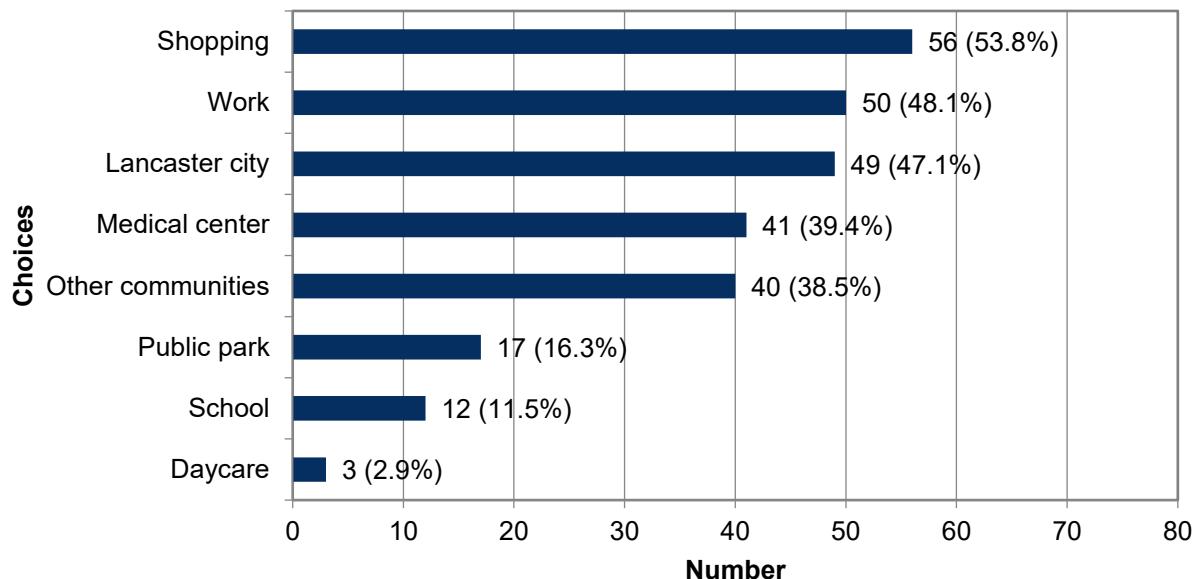
Willow Street-Strasburg-Outlets Zone: Do you support the zone for a microtransit pilot?



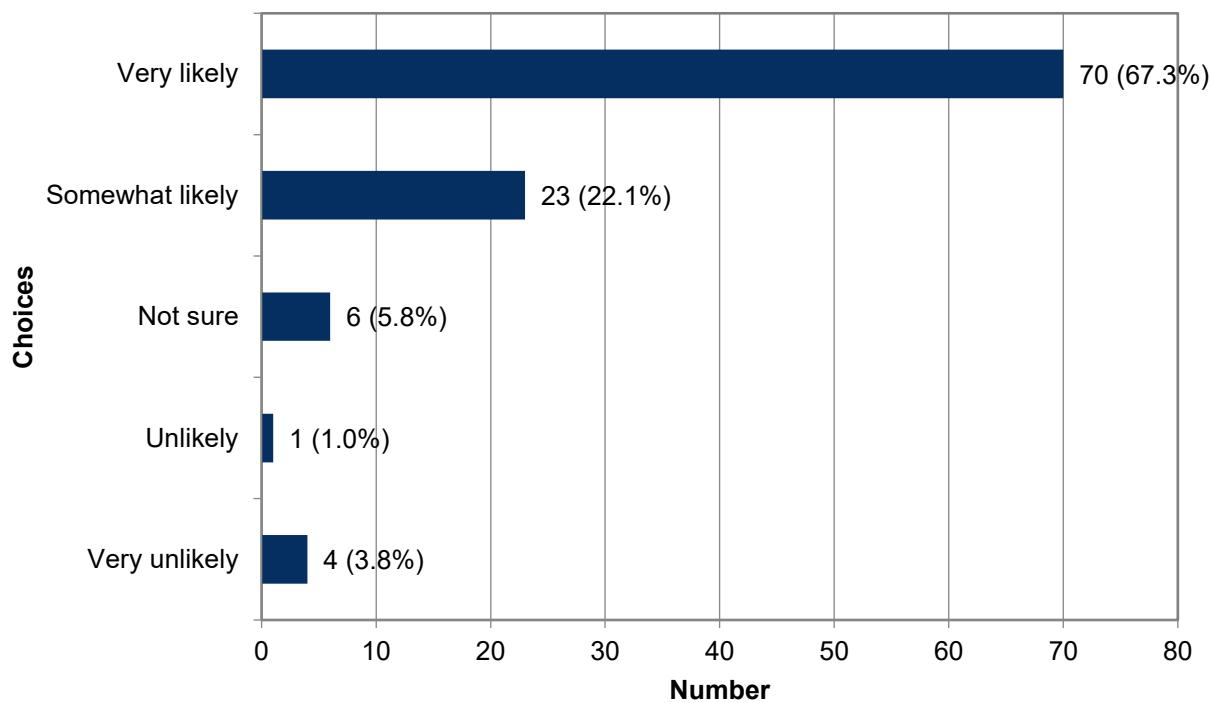
Ephrata-Denver Zone: Do you support the zone for a microtransit pilot?



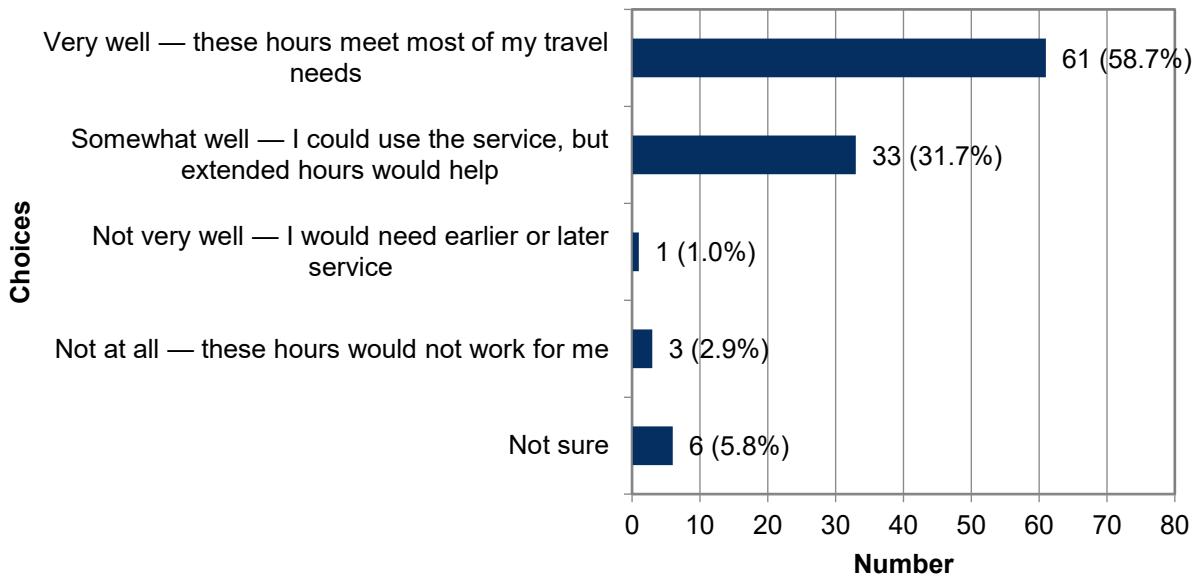
If microtransit were available, which types of trips would you use it? (select up to 3)



If a microtransit service were available in your area, and each trip cost between \$2 and \$4—similar to a regular bus fare or pass—with free transfers between microtransit and Red Rose Transit Authority buses, how likely would you be to use this service?



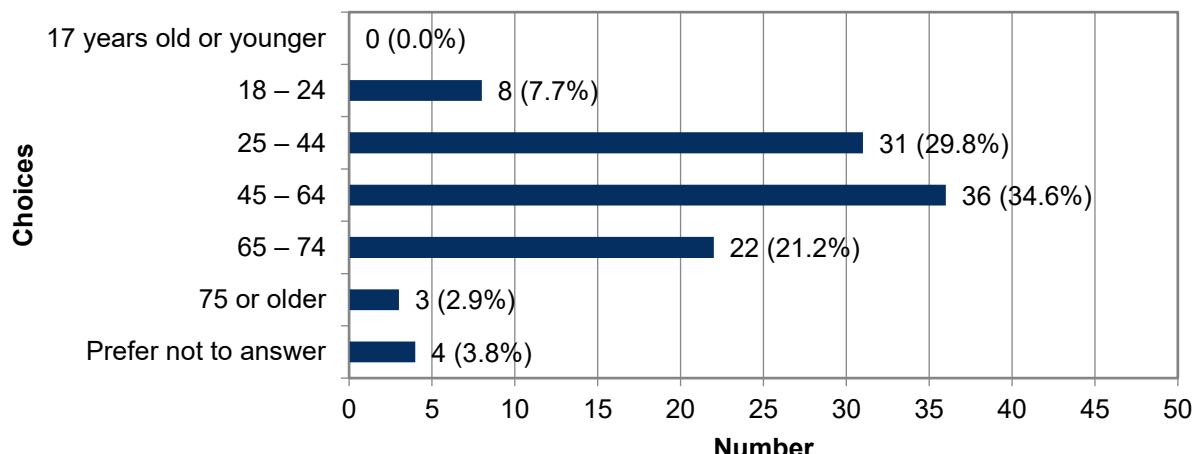
How well would the following proposed microtransit service hours meet your travel needs? Service description: Curb-to-curb service (drivers pick you up and drop you off at the curb near your location). Proposed hours: Weekdays only, 5:30 AM – 8:00 PM (6:0)



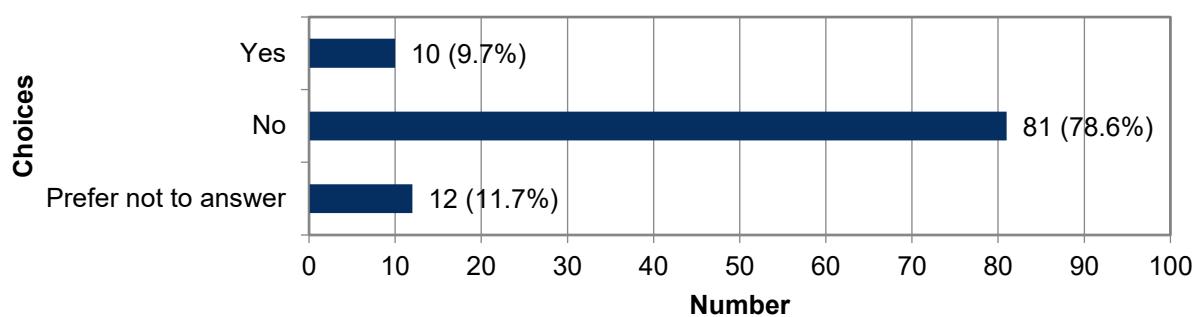
Summary of Open Comment Responses (42 received)

Open-ended survey comments confirmed broad support for testing a microtransit pilot and offered helpful context for the quantitative data. Participants stressed the importance of covering areas underserved by current transit, especially rural regions and major destinations like workplaces, medical appointments, and local shops. Many individuals also pointed out that extending service hours into evenings and weekends would greatly boost the service's value, especially for shift workers. Others emphasized the need for dependable service, short wait times, and affordable fares, along with an interest in straightforward, user-friendly booking systems. Although some respondents questioned specific implementation details, overall, there was strong enthusiasm for a microtransit service that addresses current transit gaps and enhances access throughout the County.

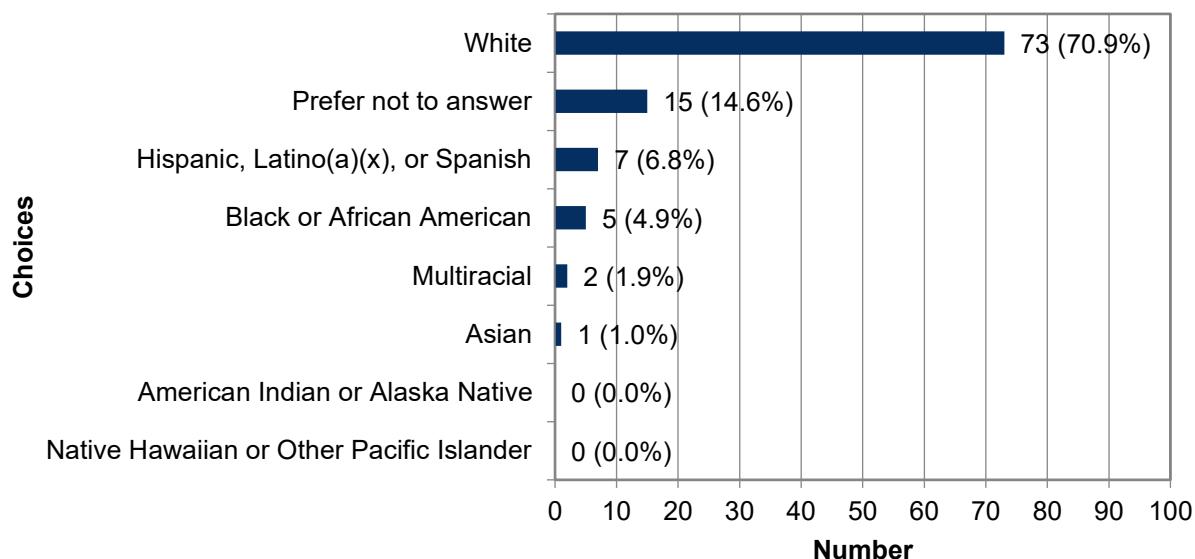
What is your age?



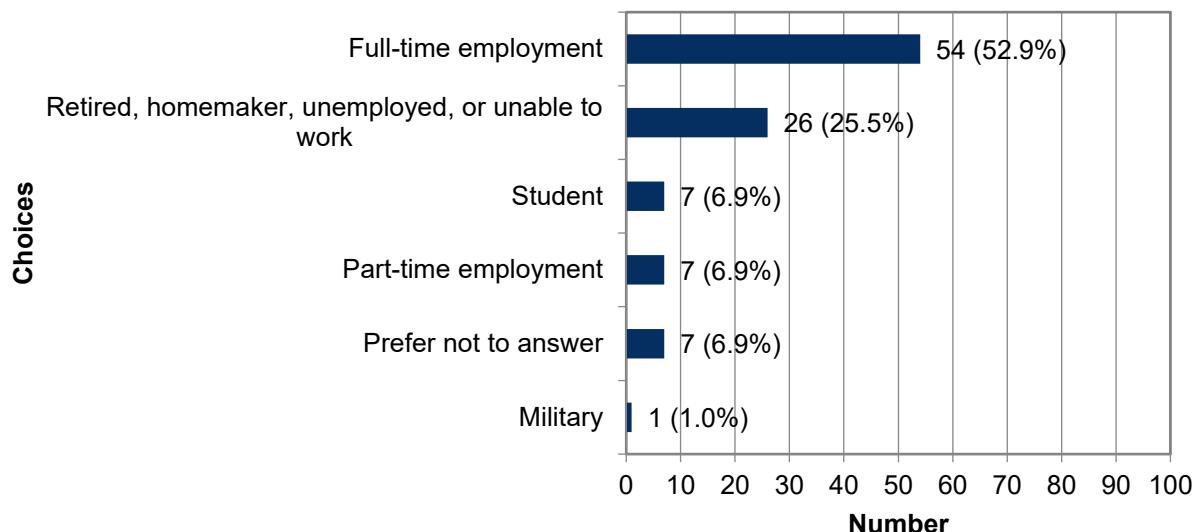
Are you of Hispanic, Latino(a)(x), or Spanish origin?



Select the racial group with which you identify



Select the option that best fits your current occupation.



SCTA Microtransit Feasibility Study **OUTREACH TOOLKIT**



Share Our Message

To support our partners and community organizations in sharing information about the SCTA Microtransit Feasibility Study, SCTA has developed an online communications toolkit.

This toolkit provides ready-to-use materials to help promote the study and ensure clear, consistent messaging that aligns with the project's goals. With customizable content and key messages, stakeholders can easily share updates in ways that best connect with their audiences.

Community voices across Lancaster County are essential to shaping the study's outcomes. We invite you to join us in spreading the word — use the materials in this toolkit to help inform residents, encourage participation, and support our public outreach efforts.

**THANK YOU
FOR BEING OUR ADVOCATE!**

INCLUDED

- Fact Sheet
- Web Banner
- Social Media
- Newsletter
- Talking Points





Fact Sheet

This one-page fact sheet provides quick and concise details about the study. It educates the public and stakeholders on the basics of microtransit and provides a comparison of transit services.

- Include in your monthly e-newsletters, e-blast, or post as an informational piece.

SCTA **RRTA**

South Central Transit Authority

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 We're Aiming For
Not just another transit way Lancaster County

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 to existing transit services across the County
- Support economic growth and sustainability with flexible, affordable mobility solutions

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 or phone call.

What We Heard

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 outliers and underserved areas.

Understanding Local Transportation Options

Whether you're commuting, heading to an appointment, or running errands, several flexible transportation options are available in your community. This guide compares Bus, Microtransit, Paratransit, and Rideshare (Uber/Lyft)—highlighting who each service is for, how to book a ride, typical costs, and hours of operation—so you can choose the option that best fits your schedule, accessibility needs, and budget.

	BUS (RED ROSE TRANSIT)	MICROTRANSIT (Currently not a service option)	PARATRANSIT (RED ROSE ACCESS)	RIDESHARE (UBER/LYFT)
Service Description	Fixed routes & schedules—riders board at designated bus stops	Shared ride within a service zone	Accessible, door-to-door transportation for seniors and individuals with disabilities	Private, direct ride anywhere
User Profile	People near bus routes; daily commuters	People with limited bus access; flexible riders	Seniors, riders with disabilities, or those with other program eligibility	People with immediate travel or full flexibility
Booking Method	No booking—go to stop	App or phone call	Call center (24–48 hr notice)	App-based (Uber/Lyft)
Estimated Cost	\$1–\$2 per ride or discounted via multi-ride passes	\$2–\$5 per ride	\$2–\$5 per ride	\$10–\$30+ per ride
Service Hours	Varies by route; generally weekday service with some evening and weekend routes	Varies by provider; typically operates during weekday service hours (e.g. 5 AM–9 PM)	Mirrors fixed-route service hours; limited weekend or evening service in some areas	24/7 availability in most urban and suburban areas
Ride Duration	Follows a fixed schedule—travel time depends on route alignment and transfers	Shared rides may take longer than direct trips due to passenger pickups and dropoffs	Shared rides may take longer than direct trips due to passenger pickups and dropoffs	Direct, usually faster than shared rides
Accessibility	Fully ADA-accessible vehicles with ramps/lifts and priority seating	Vehicles are generally ADA-compliant	Fully accessible vehicles with trained drivers	Limited wheelchair-accessible vehicle availability, though both services offer options like Uber/Lyft Access in select areas
Additional Notes	Most effective in dense areas with high demand and walkable access to stops	Operates within a specific zone or service area	Requires eligibility certification	Surge pricing may apply during peak hours or events

Which Option is Right for You?

SCTA offers several transportation options to meet different needs. While microtransit is still being studied, the table can help you compare current and future services—whether you're looking for affordability, accessibility, or door-to-door convenience.

Budget-friendly fixed-route service	Bus
Budget-friendly shared ride with flexible routes and shorter wait times	Microtransit (currently not a service option)
Door-to-door service with ADA support	Paratransit
Immediate or flexible travel on demand	Rideshare (Uber/Lyft)

Visit the website to view the full report.
<https://bit.ly/SCTAmicrotransit>

SCTA **RRTA**

NOVEMBER 2025





Web Banner

Guide your followers to the project website to learn more about the project and how to provide input throughout the engagement process.

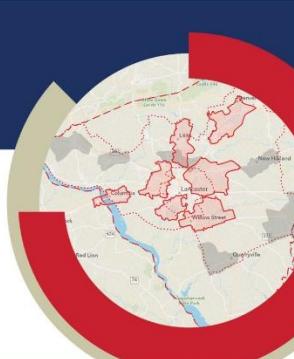
- **HOW TO SHARE:** Post the banner on your website and link to:
<https://bit.ly/SCTAmicrotransit>

Exploring an
ON-DEMAND
TRANSIT SERVICE

View the Draft Study Report and provide input >

We're studying demand, cost, and service area to see if microtransit fits our community.

  **SCTA Microtransit Feasibility Study**







Social Media: Promote the Study

Share our graphics through your social channels to promote and explain the microtransit study.

- We have suggested text to accompany the posts.



What is microtransit? It's a flexible, on-demand public transit option that works more like a shared ride — open to everyone and connecting you to jobs, schools, or shopping on your schedule.

We're exploring if this type of service could work right here in our community.

View the draft study report and share your thoughts until December 19: <https://bit.ly/SCTAmicrotransit>

#microtransit #LancasterPA #RRTA #SCTA



We're looking into whether a flexible, on-demand transit service could work in our area.

This study will help us understand if a system like that could make it easier for people to get to work, school, or appointments without relying on a car.

We'll use the results to help decide what kind of local transportation options make the most sense for our community.

View the draft study report and share your thoughts until December 19: <https://bit.ly/SCTAmicrotransit>

#microtransit #LancasterPA #RRTA #SCTA





Social Media: Promote the Open House Event

Share our graphics through your social channels to promote and explain the microtransit study.

- We have suggested text to accompany the posts.



Getting around your area shouldn't be a challenge — and we want to hear from YOU. Join us at our upcoming open house to learn more about the microtransit study and share your ideas about local transportation needs. Your voice helps shape what comes next.

Tuesday, December 9 from 4:30 pm to 7:00 pm @The Eden Resort - Regency Ballroom, 222 Eden Rd, Lancaster, PA 17601

View the draft study report online and share your thoughts until December 19: <https://bit.ly/SCTAmicrotransit>

Stop by anytime during event hours. There will be no formal presentation—just opportunities to review materials, ask questions, and share your feedback.

#microtransit #LancasterPA #RRTA #SCTA

TAGGING

South Central Transit Authority does not have social handles. Post from Red Rose Transit Authority accounts.

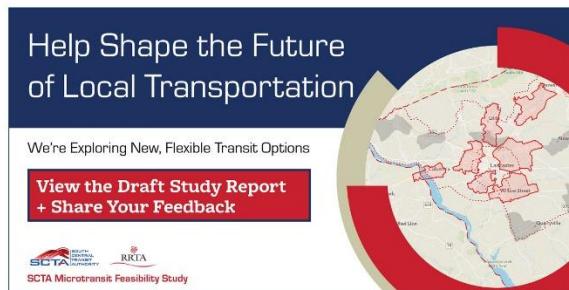
- Facebook: <https://www.facebook.com/RedRoseTransit/>
- Instagram: <https://www.instagram.com/redrosetransitauthority/>
- Twitter/X: @RedRoseTransit
- LinkedIn: <https://www.linkedin.com/company/rrta/>





Email/Newsletter: Promote the Study

Send an email to your organization's list serve. You can use or adapt one of the sample emails below to promote upcoming meetings and the online survey.



Subject Line: Could On-Demand Transit Work in Our Community? We Want to Hear From You

Getting around Lancaster County isn't always easy — especially for those without a car or nearby bus route. The South Central Transit Authority (SCTA) is studying whether a flexible, on-demand transit service called microtransit could help improve local mobility.

What is Microtransit?

Microtransit is a shared, app-based service that operates like a neighborhood shuttle. Riders can request trips through an app or phone and be picked up and dropped off at any locations within a service zone.

Why This Study?

The study will help SCTA understand if microtransit could make travel more affordable, reliable, and accessible, and how it could complement existing bus service.

How to Get Involved:

- View the Draft Study Report – Explore proposed service zones and recommendations.
- Take the survey – Tell us how well the recommendations fit the community and your needs
- Attend the Open House event – Tuesday, December 9 from 4:30 pm to 7:00 pm at The Eden Resort – Regency Ballroom, 222 Eden Rd, Lancaster, PA 17601

Your input will help shape future transportation options for Lancaster County. Click the link to take the survey now through December 19: <https://bit.ly/SCTAmicrotransit>

If you have any questions, please contact Lauri Ahlskog, Manager of Transit Planning & Compliance, at lahlskog@sctapa.com or 717-947-7294.

Thank you for helping us spread the word and build a more connected community!

Best regards,





Talking Points

These pre-established phrases will assist stakeholders in quickly discussing the study and reinforce the key messages in any forum.

What the Study Is About

- The South Central Transit Authority (SCTA) is exploring whether a flexible, on-demand transit service — called microtransit — could improve local transportation options in Lancaster County.

What Is Microtransit

- Microtransit is a shared ride service you can book through an app or phone call. Instead of running on a fixed route or schedule, it picks up and drops off riders within designated zones — offering more convenience and flexibility.

Why the Study Matters

- This study helps SCTA understand how new transportation options could complement existing bus service, improve access to jobs, education, and healthcare, and make it easier for residents to travel without relying on a car.

Community Role

- Public and stakeholder feedback will directly shape the study's recommendations — including potential service areas, hours, and cost options. The more voices involved, the better the plan will reflect real community needs.

How to Get Involved

- Community members can review the draft study report, complete a short survey, or attend the open house event to share their ideas. All feedback will help SCTA determine whether microtransit is a good fit for Lancaster County.

How to Spread the Word

- Stakeholders are encouraged to use the Outreach Toolkit to share information with their networks — including social media posts, newsletter blurbs, and printable fact sheet — to help raise awareness and increase participation.

If you have
any questions,
please contact

Lauri Ahlskog
Manager of Transit Planning & Compliance, SCTA
lahlskog@sctapa.com
717-947-7294

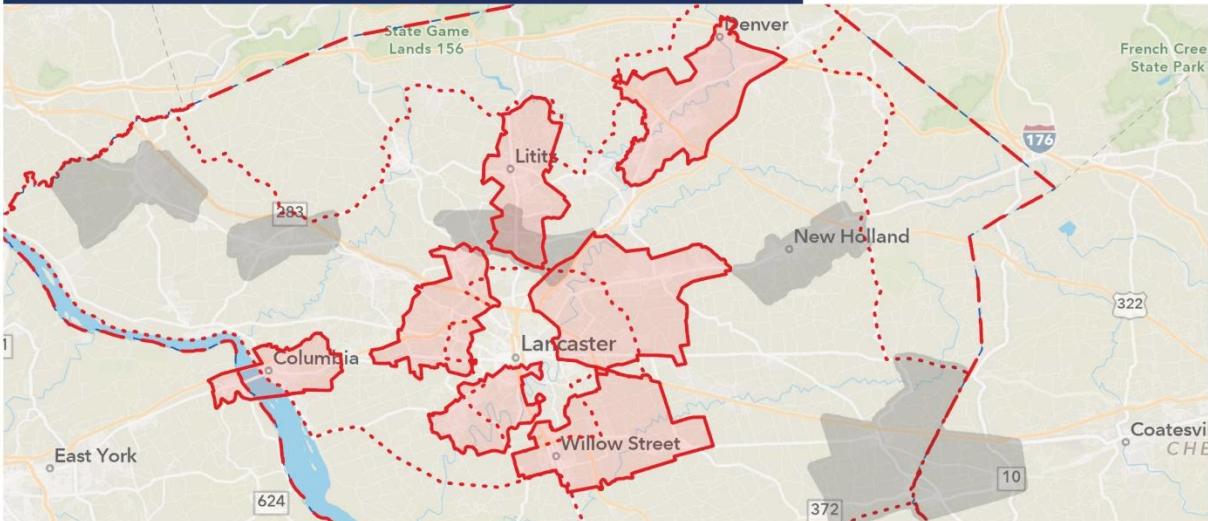



**SOUTH
CENTRAL
TRANSIT
AUTHORITY**


RRTA
RED ROSE TRANSIT AUTHORITY

Join us for an **OPEN HOUSE**

Microtransit Feasibility Study




**Tuesday
December 9**
4:30 pm to 7 pm


**The Eden Resort
Regency Ballroom**
222 Eden Rd
Lancaster, PA

**We are Exploring a On-demand
Transit Service for Our Community**

Join us to learn and share your feedback!

What is microtransit?

Discover how this new on-demand shuttle service works.

Could it work here?

Explore how microtransit could connect residents, jobs, and key destinations in our community.

Share your input!

Provide feedback on the potential pilot zones being considered for a future service.

Getting to the Meeting by Transit



The event location is easily accessible by bus. Route 11 Ephrata travels past the Eden Resort in both directions, with bus stops on each side of the roadway for convenient inbound and outbound travel.

Visit the website to view the full report. <https://bit.ly/SCTAmicrotransit>



Open House Event: Boards

South Central Transit Authority
Microtransit Feasibility Study

Frequently Asked Questions

- What is Microtransit?**
A shared transportation service that offers flexible on-demand service. It is a middle ground between public transportation, and a ride share app.
- How does it work?**
Riders make a request through an app or a phone call, after which they are picked up and taken to their desired location in the service zone.
- Who can use the service?**
Anyone can use the Lancaster County service zones as long as they are picked up and dropped off in the service zone.
- Why Microtransit?**
It will improve connectivity, access, and convenience by helping to fill in the gaps in service coverage – helping those in outlying or low-density areas of Lancaster County that do not have public transportation.
- When will Microtransit be available?**
We are currently studying if microtransit will work well in Lancaster County. When or where it will be available will be determined at the end of the study.

If Microtransit were available, HOW WOULD YOU USE IT?

Place a sticker next to the places you would take microtransit to if it was easier to access.

	Work	
	School	
	Daycare	
	Public Parks	
	Other Communities	
	Medical Center	
	Lancaster City	
	Shopping	

SCTA RRTA Visit the website to view the full draft report: <https://bit.ly/SCTAmicrotransit> 

South Central Transit Authority

Microtransit Feasibility Study

How would microtransit IMPACT YOUR COMMUNITY?

Please use a different colored sticker to indicate how this will impact your community:

-  Fits our community well
-  Maybe – needs small adjustment
-  Doesn't fit our community

Service Element	Recommendation	Impact
	Fleet Use spare Red Rose Access vehicles with new branding. Seating for up to 14 riders.	
	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.	
	Hours of Service Curb-to-curb service Weekdays only, 5:30 AM to 8:00 PM (6:00 AM start in the Willow Street-Strasburg-Outlets zone)	

SCTA RRTA Visit the website to view the full draft report: <https://bit.ly/SCTAmicrotransit> 

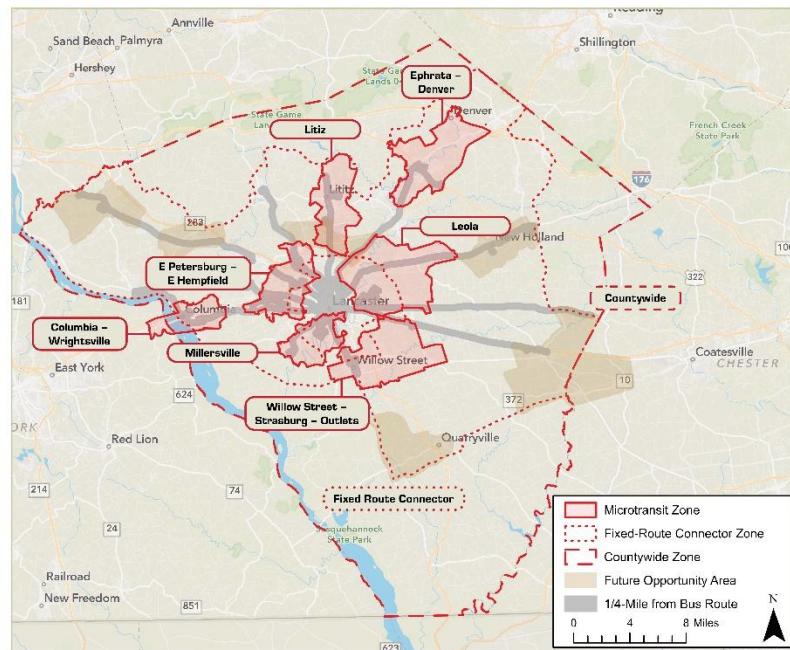
South Central Transit Authority
Microtransit Feasibility Study

Round 2 Zones Identified

These zones were chosen because of their connections to key regions, jobs, residents, high transit needs, and levels of public interest. The final choices for the pilot program were selected from this group.



Red Rose Access vehicle to be repurposed for Microtransit



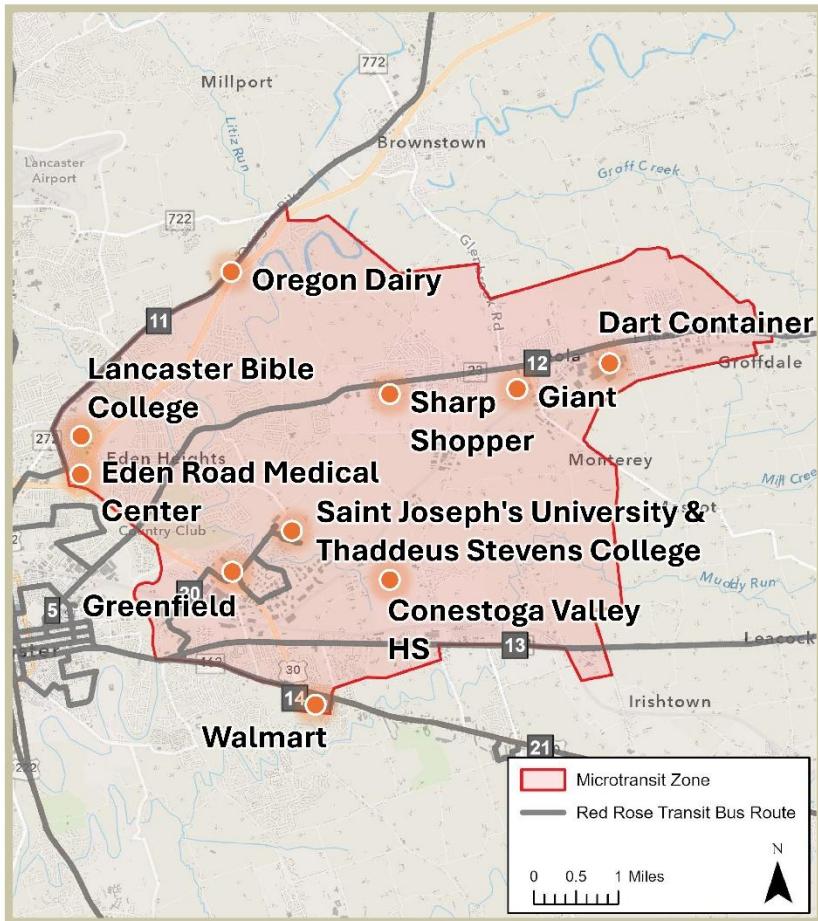
Visit the website to view the full draft report. <https://bit.ly/SCTAmicrotransit>



South Central Transit Authority
Microtransit Feasibility Study

Potential Pilot Zones

Leola



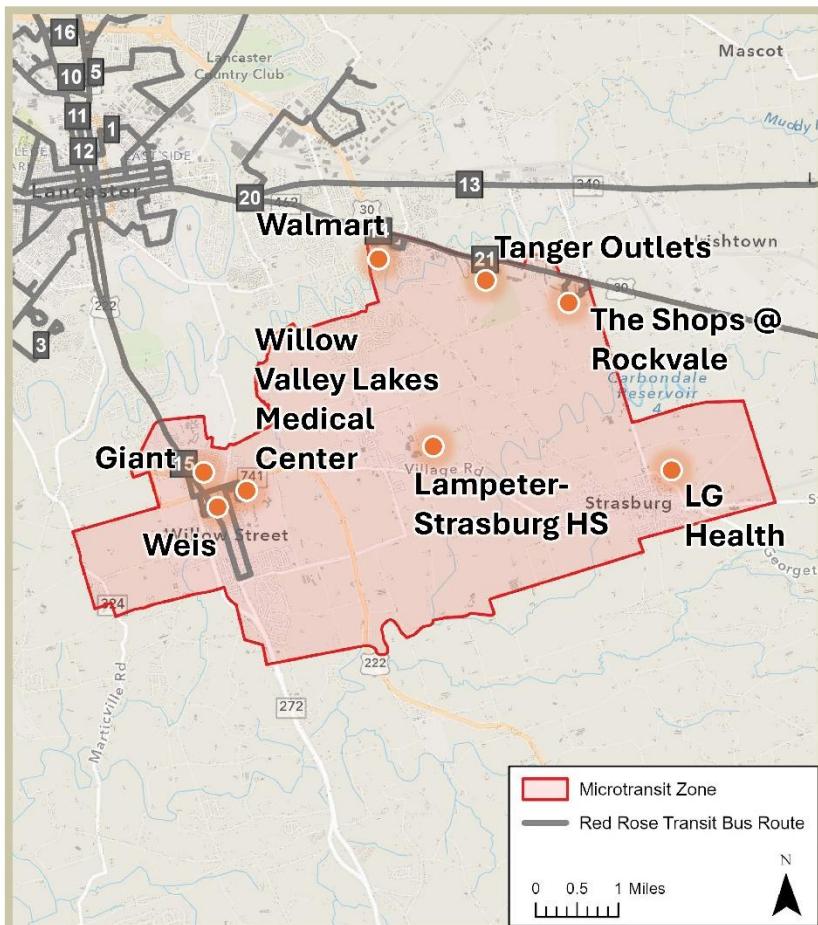
Metric	Value
Weekday ridership	120 – 160 per day
Vehicles required	3 – 5
Average passenger wait time	17 – 18 minutes
Average passenger in-vehicle time	12 – 16 minutes
Weekday service hours	5:30 AM – 8:00 PM



South Central Transit Authority
Microtransit Feasibility Study

Potential Pilot Zones

Willow Street - Strasburg - Outlets



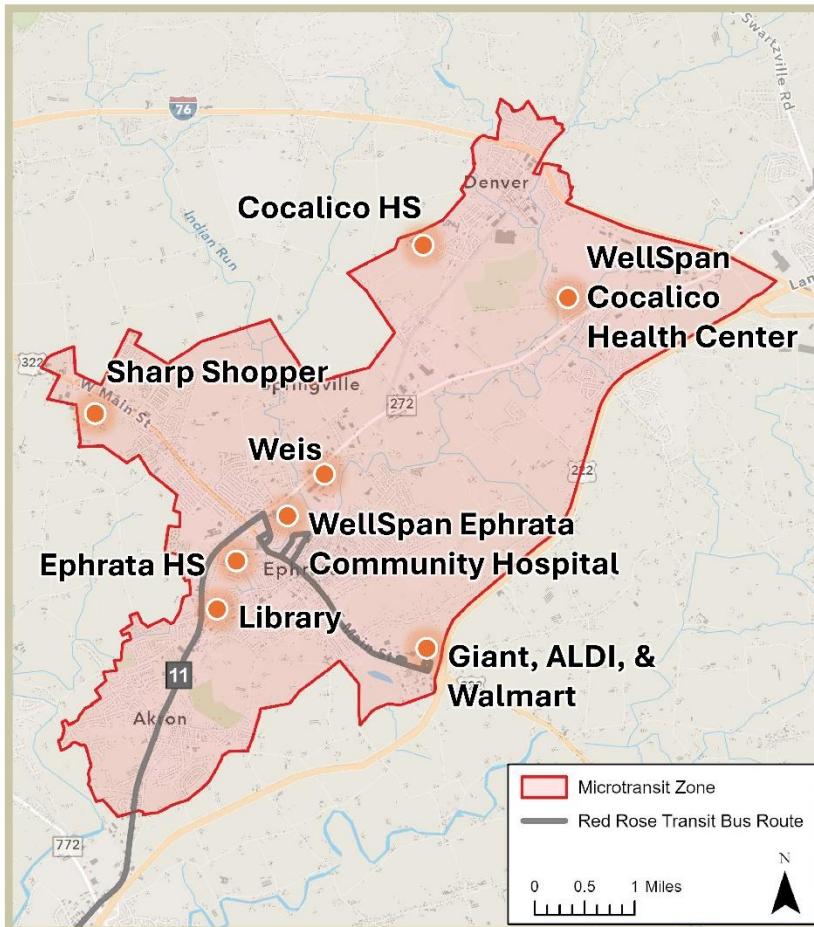
Metric	Value
Weekday ridership	75 - 100 per day
Vehicles required	~ 3
Average passenger wait time	16 - 17 minutes
Average passenger in-vehicle time	13 - 16 minutes
Weekday service hours	6:00 AM - 8:00 PM



South Central Transit Authority
Microtransit Feasibility Study

Potential Pilot Zones

Ephrata – Denver



Metric	Value
Weekday ridership	160 – 215 per day
Vehicles required	4 – 7
Average passenger wait time	16 – 18 minutes
Average passenger in-vehicle time	10 – 12 minutes
Weekday service hours	5:30 AM – 8:00 PM

