Microtransit
Feasibility Study

SCTA SOUTH CENTRAL TRANSIT AUTHORITY

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Final Report

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South Central Transit Authority Microtransit Feasibility Study

EXECUTIVE SUMMARY

Shaping the future of public transit in Lancaster County — exploring innovative on-demand mobility options to increase access, flexibility, and equity for residents.

What is Microtransit?

Book a ride through an app or phone call.

Smaller vehicles (shuttles or vans) provide curb-to-curb service.

Operates within defined zones based on community demand.

The South Central Transit Authority (SCTA), which operates public transportation in Lancaster County through the Red Rose Transit Authority (RRTA), is exploring microtransit — a flexible, on-demand service designed to better serve areas not easily reached by fixed bus routes. Microtransit allows riders to request curb-to-curb shared trips using an app or phone call, with smaller vehicles such as vans or shuttles providing service within defined zones. This feasibility study evaluates whether microtransit could close key service gaps across the county — improving access to jobs, education, healthcare, shopping, and daily needs while enhancing convenience, reliability, and equity for all residents. This transit service would be available to everyone, without eligibility requirements.

Study Goals & Objectives

To guide this effort, SCTA established clear goals and measurable objectives to ensure that any new service — like microtransit — improves mobility, supports community needs, and delivers long-term value.

EFFECTIVE

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

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

EFFICIENT

Make riding transit reliable and efficient

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

FISCALLY SUSTAINABLE

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

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

INNOVATIVE

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

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

WHY THIS STUDY MATTERS + COMMUNITY VOICE

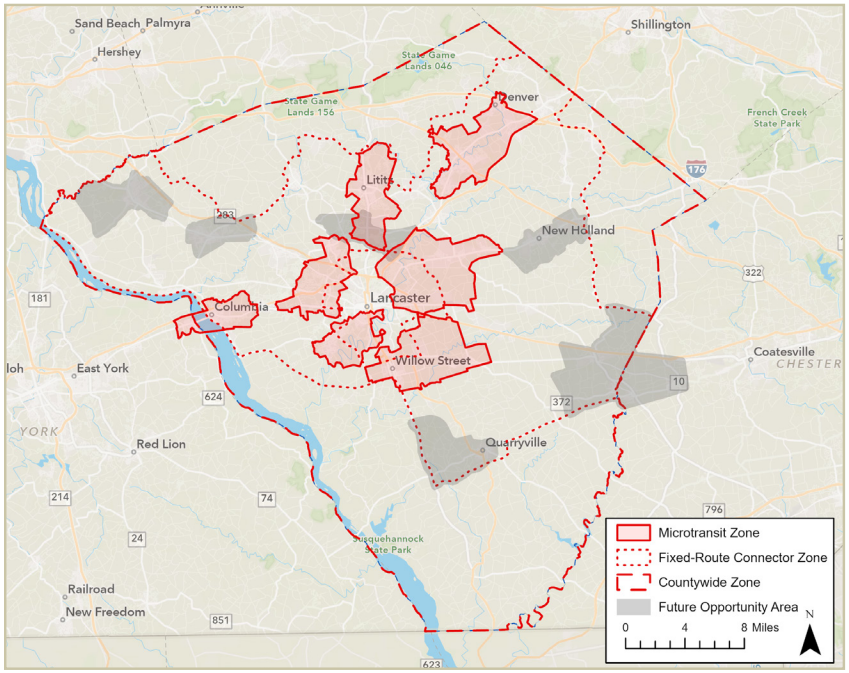
Why This Study Matters

Lancaster County is growing — but not every community is equally connected.

- Some residents live beyond walking distance to bus stops.
- Travel needs don't always aligned with bus schedules
- Older adults and residents without vehicles depend on public transit.

Microtransit can complement RRTA's fixed-route bus network by offering added flexibility, convenience, and improved connectivity.

Microtransit is a flexible tool but not a universal solution for all areas. This study used a data-driven process to identify areas that are most suitable for service based on industry best-practices.



Red zones are higher-scoring areas based on the zone analysis.
Grey zones are lower-scoring areas based on the zone analysis, but still have suitable characteristics

What We Heard from the Community

Public involvement was central to this study.

SCTA and its consultant team conducted surveys, pop-ups, and stakeholder meetings to understand local needs and preferences.

Key Findings:

- 788 survey responses + 5 pop-up events across Lancaster County.
- 51% had never heard of microtransit, education is critical.
- 67% said they would likely use microtransit if available.
- Top destinations: Lancaster City, grocery stores, healthcare, and major employers.
- Preferred booking method: mobile app (86%), but phone option remains essential.
- Barriers: limited smartphone access, wait-time concerns, and language and cultural accessibility needs.

Top Factors to Encourage Microtransit Use

Convenient and Easy to Use

Reliable and on Time

Low Cost

> **Reliable, flexible transit would make a real difference for our shift workers and seniors.**
> ***– Community Member***

DATA + FINDINGS — PRIORITY ZONES

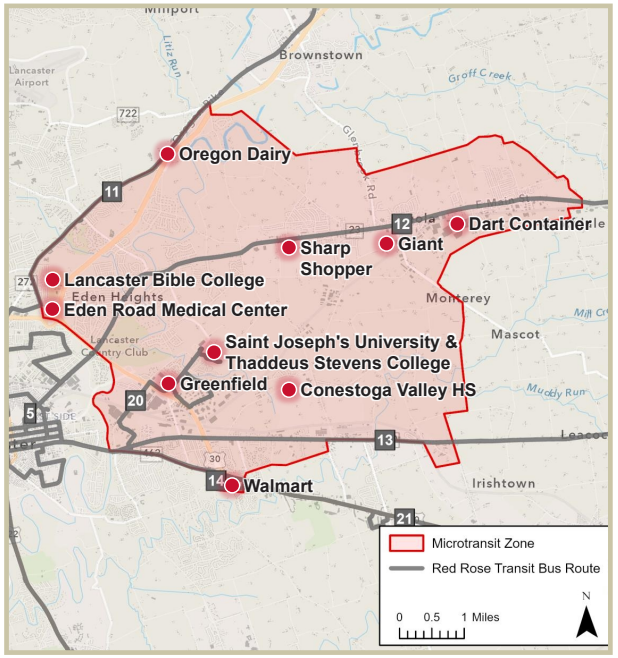
Data + Community Input Led to the Top Zones

Using data on travel patterns, transit need, population, employment, and survey input, the study prioritized areas best suited for an initial microtransit service (pilot) before considering expansion to other suitable areas in the future.

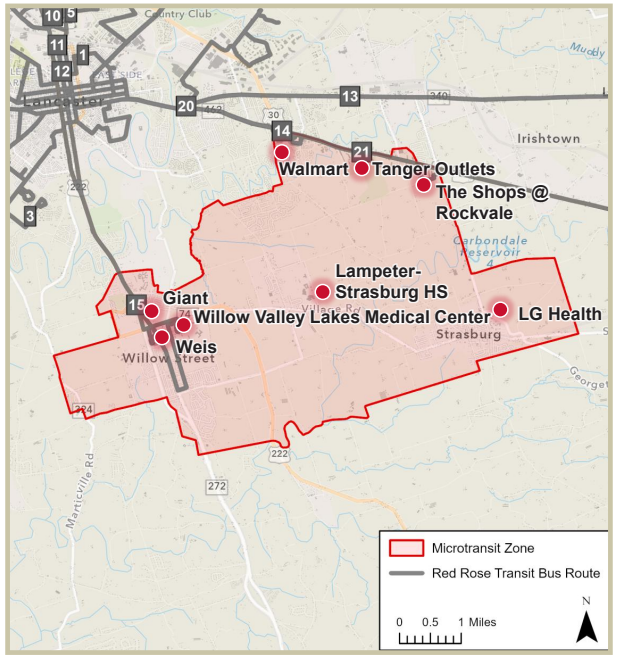
TOP ZONES RECOMMENDED FOR INITIAL SERVICE (DEPENDENT ON FUTURE INVESTMENT)

These zones demonstrated the strongest potential for ridership, community interest, and connectivity to major destinations.

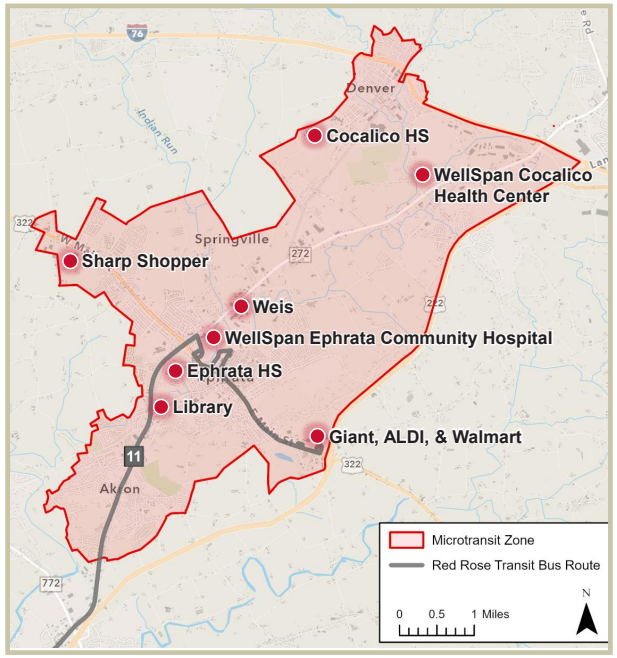
Leola



Willow Street–Strasburg–Outlets



Ephrata–Denver



HOW ZONES WERE SELECTED

To determine where microtransit service could be most effective, SCTA evaluated multiple factors, including:

- Transit need and population and job density
- Areas not served by existing bus routes
- Public survey feedback and desired destinations
- Cost and operational efficiency

SERVICE CHARACTERISTICS

Service characteristics for microtransit were also determined to provide a service in line with community needs and travel patterns:

- Fleet
- Fare
- Transfer Policy
- Payment Method
- Booking Method
- Wait Times

WHAT HAPPENS NEXT

This feasibility study sets the foundation for a future pilot program — pending SCTA Board review and approval.

If approved, the next steps will include:

- Developing a community-branded service identity
- Selecting technology and operations partners
- Launching public education and recruitment efforts
- Running an 18–24-month pilot program with performance monitoring
- Adjusting the service based on rider feedback and data

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.

SERVICE TYPE	HOW IT WORKS	BEST FOR	HOW TO BOOK	TYPICAL COST
Bus (RRTA)	Fixed routes & schedules — riders board at stops	People near bus routes; daily commuters	No booking — go to stop	~$1.80 per ride
Microtransit (Currently not a service option)	On-demand shared ride within a service zone	People with limited bus access and flexibility	App or phone call	~$2–$5 per ride
Paratransit or Shared Ride (Red Rose Access)	Door-to-door ADA service	Seniors, riders with disabilities, or that meet other program eligibility	Call center (24–48 hr notice)	~$2–$8 per ride
Rideshare (Uber/Lyft)	Private, direct ride anywhere	People with immediate travel need or full flexibility	App-based	~$10–$30+ per ride

WHICH OPTION IS RIGHT FOR YOU?

SCTA currently offers several **existing transportation options**, including fixed-route bus service, each designed to serve different needs. While microtransit is still being **studied and is not yet available**, the guide below can help you compare current and future options — whether you're looking for the most affordable ride, need accessibility accommodations, or want direct door-to-door convenience.

NEED	BEST OPTION
Budget-friendly shared ride	Microtransit *(currently not a service option)*
Door-to-door service with ADA support	Paratransit
Immediate or flexible travel	Rideshare (Uber/Lyft)

What We're Aiming For

Not just another transit service — a smarter, more flexible mobility solution designed around the way Lancaster County moves.

Important Note

The findings from this study will be reviewed by SCTA before any decisions are made.

No pilot service is being launched at this time.

SCTA SOUTH CENTRAL TRANSIT AUTHORITY

RRTA

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

NOVEMBER 2025

Introduction

Study Purpose

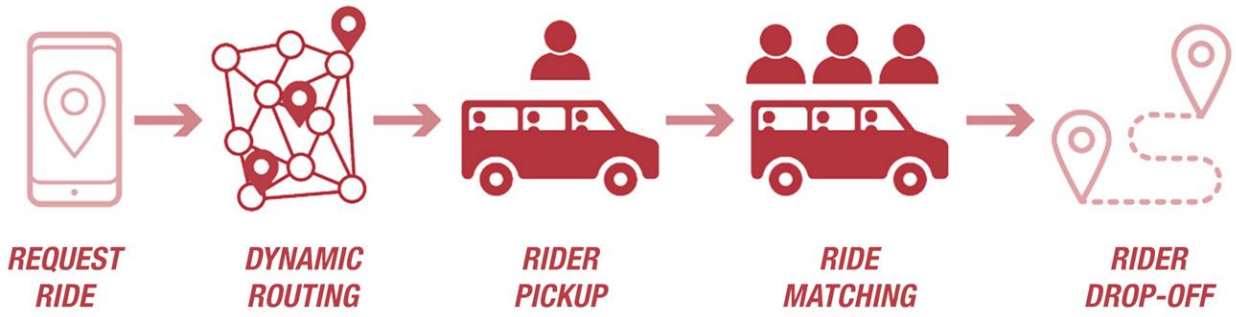
The South Central Transit Authority (SCTA) manages Red Rose Transit Authority (RRTA), which operates Red Rose Transit fixed-route and Red Rose Access shared-ride services in Lancaster County. SCTA is evaluating public transportation alternatives to best serve the community through increasing mobility and connection opportunities. Microtransit has become an increasingly popular solution for transit providers looking to supplement underperforming fixed-route service or expand accessible transit in their current service area. SCTA conducted this microtransit feasibility study to identify and analyze areas that could support this type of additional transit service. The study evaluated a variety of service models, associated costs, and key considerations for implementing on-demand microtransit service within the serviceable area.

This study's objective was to evaluate the feasibility and develop recommendations for microtransit in Lancaster County.

Microtransit Overview

Microtransit, also known as "on-demand transit", is a form of public transit that utilizes dynamic routing to create a flexible scheduling of vehicles based on real-time demand. This method of transit connects riders to the service vehicle via a mobile app or by phone to efficiently group passenger trips. Microtransit typically uses smaller vehicles, such as transit vans, to serve connect riders to key destinations within a service zone or to a bus stop to transfer for travel beyond the zone (see **Figure 1**). A zone is a set boundary area where trips must start and finish. The current RRTA fixed-route system resembles a hub-and-spoke model, leaving numerous communities unserved by public transit. The benefits of microtransit service include opportunities to improve connectivity, reduce rider waiting times compared to infrequent fixed-route service, and expand service to underserved areas. The typical microtransit zone spans five- to 25-square miles, based on the zone's level of density and resource availability. Microtransit leverages technology to meet transit needs while prioritizing the rider experience. Microtransit can provide enhanced flexibility to customers who qualify for ADA paratransit services, provided they can safely use microtransit services.

Figure 1: Steps of a Typical Microtransit Trip



Background

The 2023 SCTA Transit Development Plan (TDP), finalized in March 2024, provided a strong foundation for exploring microtransit as a mobility solution in Lancaster County. The findings identified key themes for implementing more efficient and effective transit service. The TDP primarily recommended service alignment changes to promote simplified, bi-directional operations while creating consistency across all routes' service hours and frequencies. This included reallocating services to be less concentrated during peak periods and providing additional service during off-peak periods and weekends. The TDP recommended strategically align services to focus on denser areas, aiming to capture more transit trips while simultaneously eliminating low-productivity stops from fixed-route service with the option to substitute microtransit service.

The TDP identified preliminary areas to consider for future microtransit. This included Columbia/Marietta, along the Route 722 corridor providing connections from Mount Joy, Manheim, and Lititz, and along the Route 322 corridor connecting Ephrata and New Holland. The TDP identified the next steps as pursuing a more in-depth microtransit study, followed by launching a pilot program contingent on available funding.

Steering Committee

Throughout the feasibility study, the Steering Committee, consisting of representatives from various organizations within the greater Lancaster County communities, was actively engaged to ensure that the study's objectives and recommendations effectively addressed transit service needs. The committee members, including those from government, chambers of commerce, and key community organizations, provided feedback on technical task deliverables, offering insights into challenges such as current transportation barriers. They also supported outreach efforts to boost public participation.

Serving in an advisory role, the Steering Committee provided continuous guidance on key aspects of the project, including outreach strategies, service priorities, and potential microtransit concepts. Their involvement was crucial in shaping a service design that is practical, equitable, and responsive to community needs, ensuring a diverse range of perspectives were considered throughout the study.

The Steering Committee included representatives from:

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

Goals and Objectives

This feasibility study was guided by relevant goals of the 2023 TDP, incorporating input from SCTA and the Steering Committee to establish objectives specific to microtransit. Key themes from the Steering Committee input included the limitations of the existing fixed-route system, which currently acts as a barrier to rural areas and cross-county connections. Certain populations have greater transit needs as they are currently unserved, including the elderly, workers without vehicles, and people with disabilities. More frequent and flexible transit options are needed in areas where existing fixed-route service is insufficient and inaccessible to 2nd- and 3rd-shift workers. To measure the effectiveness of implementing microtransit solutions, a sustainable plan with performance metrics such as cost-efficiency and positive community feedback is vital to addressing the communities' needs.

Figure 2 summarizes the goals and objectives that guided the study.

Figure 2: Microtransit Feasibility Study Goals & Objectives

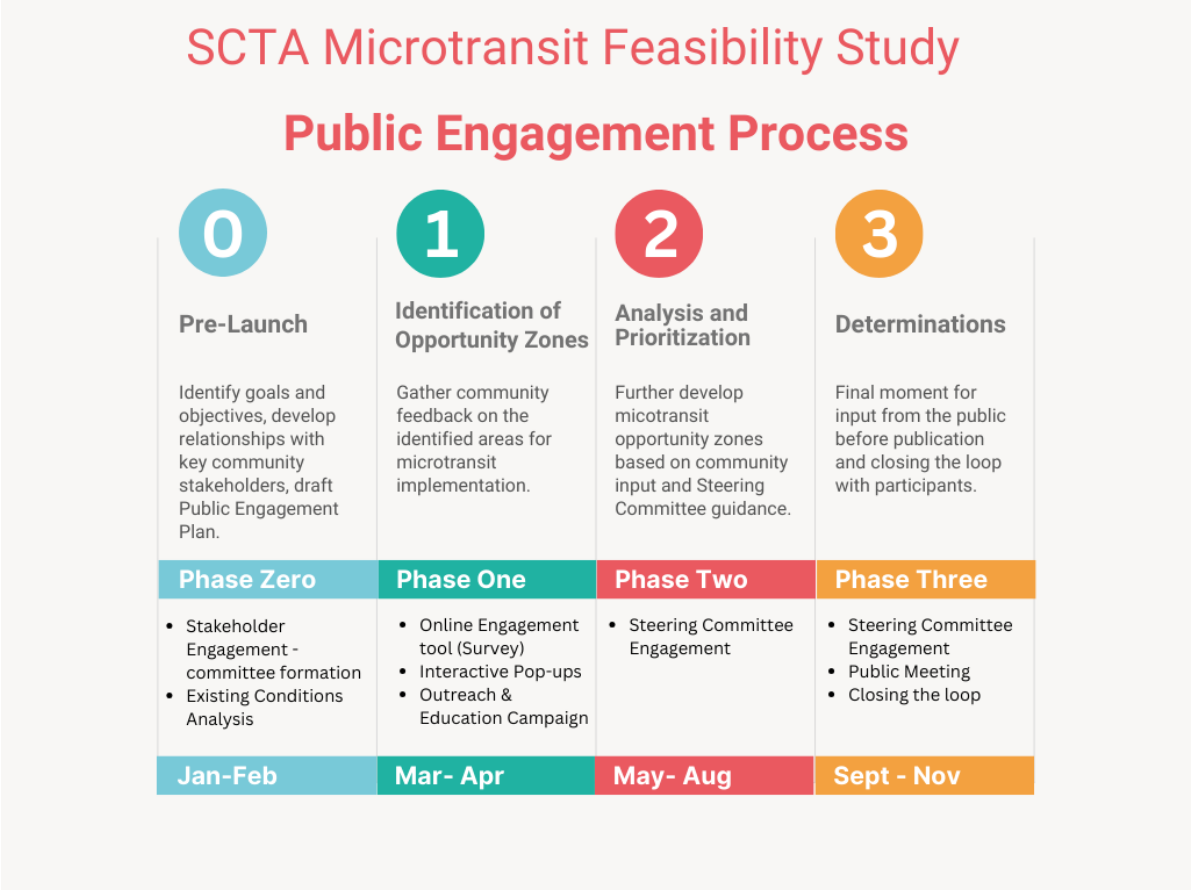
	EFFECTIVE	EFFICIENT	FISCALLY SUSTAINABLE	INNOVATIVE
GOAL (from Transit Development Plan)	**Offer a network that links people to the places they need and want to go**	**Make riding transit reliable and efficient**	**Operate a service that maximizes available funds and remains well-positioned financially into the future**	**Explore new tools and operating models to maximize service quality and efficiency**
OBJECTIVE (developed with input from SCTA and Steering Committee)	▪ Enhance the hub-and-spoke fixed-route bus network by filling coverage gaps ▪ Facilitate connections to regional destinations, employment, healthcare, and between municipalities ▪ Expand mobility options for rural and underserved communities	▪ Prioritize on-time performance ▪ Offer more frequent and available service by decreasing the wait time for a trip. ▪ Align service hours with when people want to travel	▪ Establish and monitor clear performance metrics to assess cost-efficiency and overall service impact ▪ Adopt a data-focused approach when planning new service ▪ Improve public awareness and perception of public transit to promote service usage	▪ Evaluate all viable service delivery models ▪ Use performance measures to regularly evaluate and refine microtransit service ▪ Utilize a pilot program to test and refine service offerings before expanding

Public Participation

A clear understanding of local needs is critical to developing microtransit recommendations that are equitable, accessible, and community driven. The Public Participation Plan defined the outreach strategy for this study—outlining engagement tools, priority audiences, and partner roles and responsibilities.

The plan included three phases of engagement across Lancaster County, designed to inform, involve, and collaborate with local communities (see **Figure 3**). Through proactive, transparent communication, the study team aimed to build trust, respond to public concerns, and elevate the benefits of microtransit. Project updates were shared across public-facing platforms to reach key audiences—including seniors, Mennonite/Amish populations, non-transit users, and historically underserved communities.

Figure 3: Public Engagement Process Phases



A range of engagement tools was used to inform and involve community members and stakeholders:

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

Phase 1 Engagement

Phase 1 engagement focused on educating the public about microtransit, gauging awareness and understanding of the service concept, and assessing willingness or intent to use it. The team gathered input through a community survey and a series of pop-up events, with feedback centered on local mobility needs and desired travel connections within microtransit opportunity zones. Outreach efforts employed a mix of strategies—including digital platforms, social media, printed posters, and partnerships with trusted local organizations—to maximize reach and participation.

Spreading the Word

A digital communication toolkit was developed and shared with Steering Committee members and their partners to promote consistent messaging across networks and encourage study participation. This toolkit featured materials such as a fact sheet, a web banner, newsletter content, social media, and a survey. Phase 1 prioritized creating accessible information to maximize public reach.

Study webpages on the SCTA and RRTA websites served as a primary source of information for communicating with the public. The website provided many valuable resources and subpages, including:

- Overview, Study Timeline, Get Involved with the Microtransit Study, Steering Committee, Join the conversation, SCTA and Consultant meetings.
- Promotional items to engage and educate the community were created, such as Rack cards, Social Media campaigns, Digital Banners, and a Digital communications toolkit.

The toolkit in its entirety can be found in the **Appendix**.

The project team also used the RRTA social media accounts to maintain the study's momentum by sharing content and engaging with users.

Survey Engagement

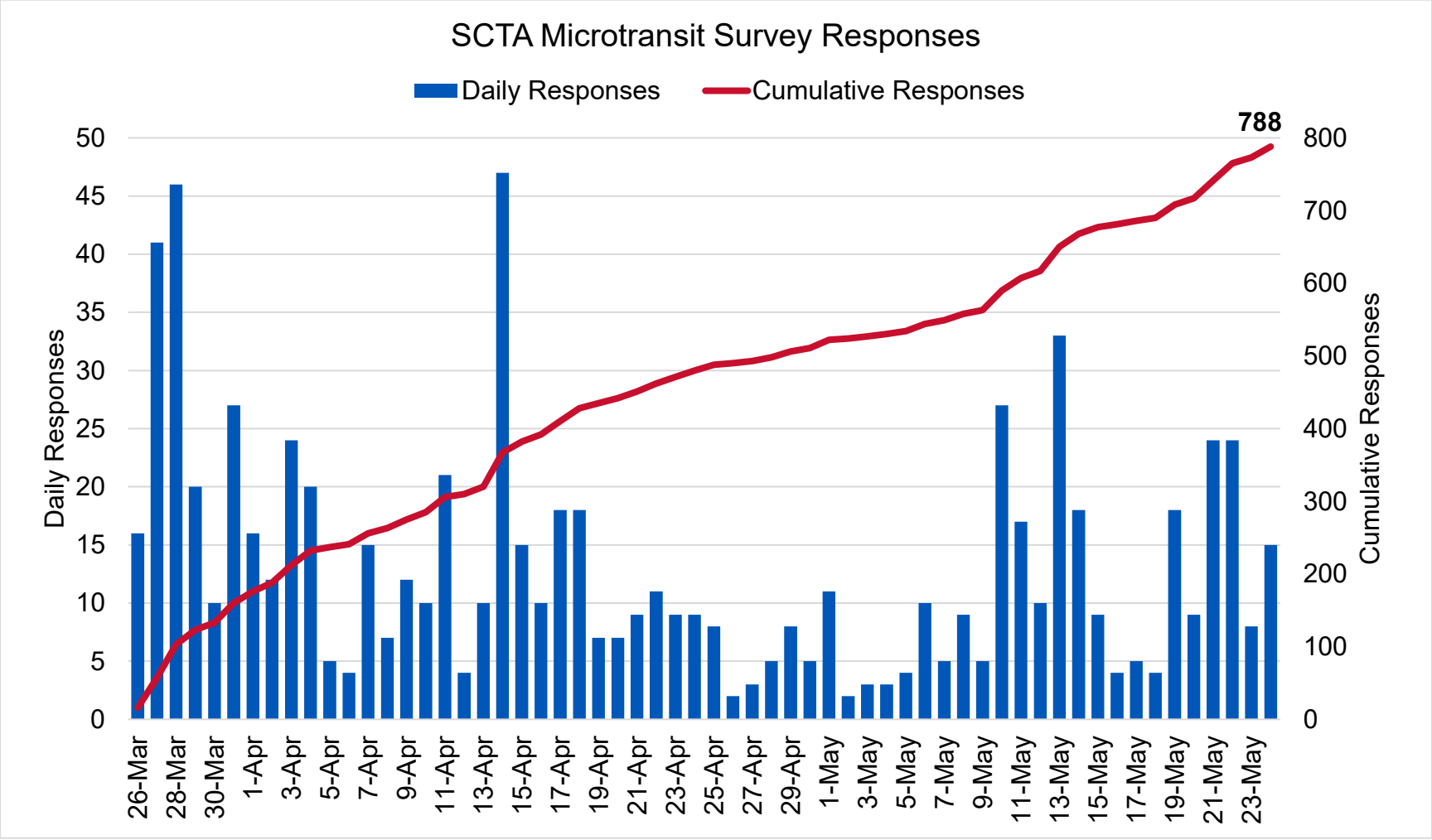
A public survey was deployed as both a standalone engagement tool and a simplified version for intercept surveying during pop-up events. The survey was designed to be accessible and flexible, offered in both English and Spanish, and available digitally and in hard copy to ensure inclusive participation.

The survey collected demographic information, current transit behaviors, priority destinations for potential microtransit service, and common barriers experienced by both riders and non-riders. Participants were also encouraged to share additional comments or ask questions about the study.

The survey was open from March 26 to May 23, 2025—providing an eight-week window for community input. A total of 788 responses were collected (see **Figure 4**). To maximize reach, it was promoted on the project website, through social media, and at pop-up events.

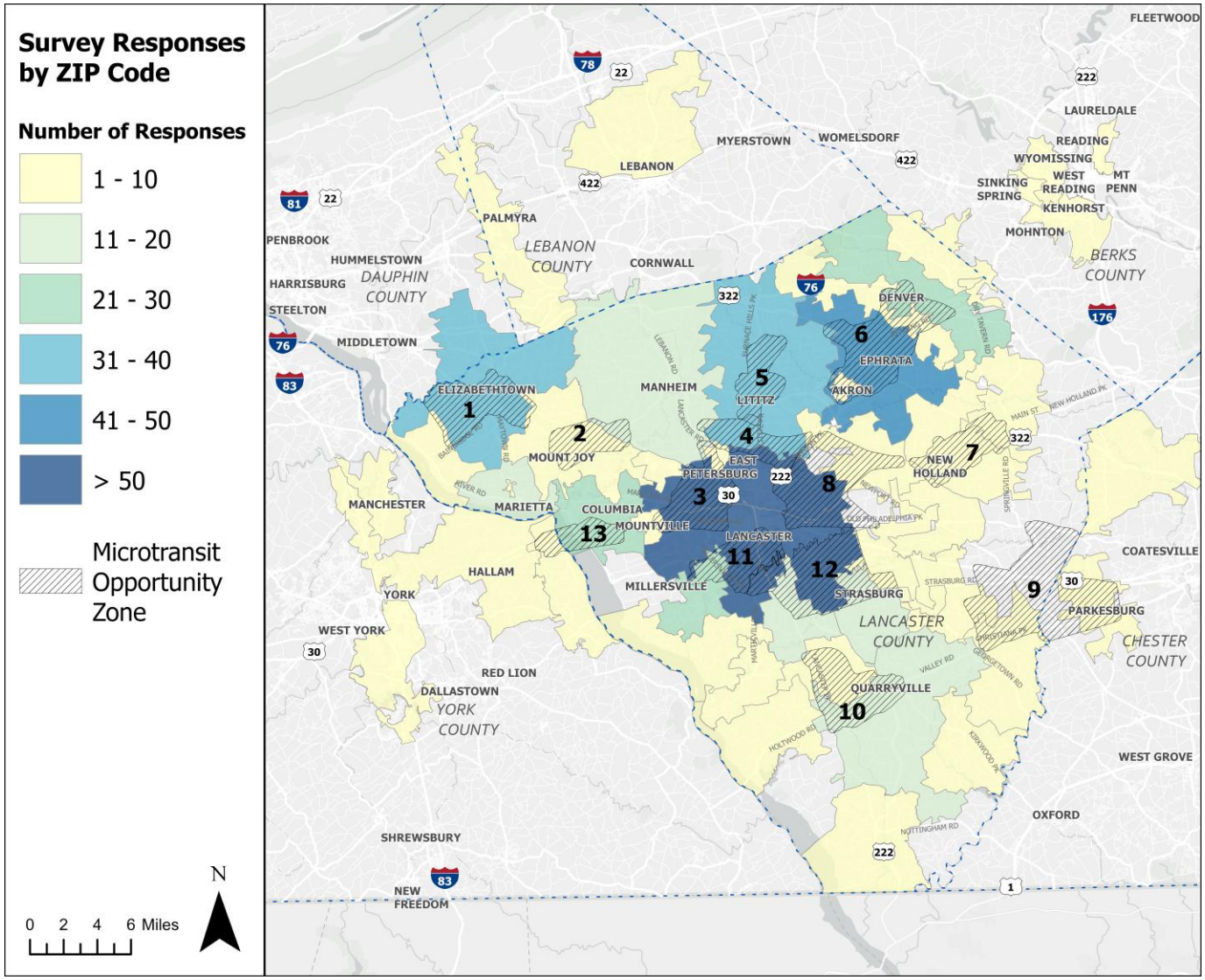
The full survey is included in the **Appendix**.

Figure 4: Survey Response Summary



The following map (**Figure 5**) shows survey responses by ZIP code in relation to 13 opportunity zones.

Figure 5: Survey Responses by Origin Zip Code



Responses were received from residents of every microtransit opportunity zone. **Table 1** 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 1: 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 questions to understand the communities' needs, priorities, and travel behaviors, and to identify features to improve customer experience. Survey results showed that most respondents primarily rely on personal vehicles for daily travel, with public transit as the second-most-used mode.

Many respondents reported driving alone as their main mode of transportation, while over a third reported using 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, such as microtransit. This also indicated the survey reached both existing transit users and non-transit users.

Survey Findings

Survey results (see **Figure 6**) showed that 51% of respondents had never heard of microtransit — underscoring the importance of public education should the service move forward. However, interest was strong: 67% indicated they would be likely to use microtransit if it were available in their community.

When asked what would most encourage them to use the service, participants ranked the following top three factors:

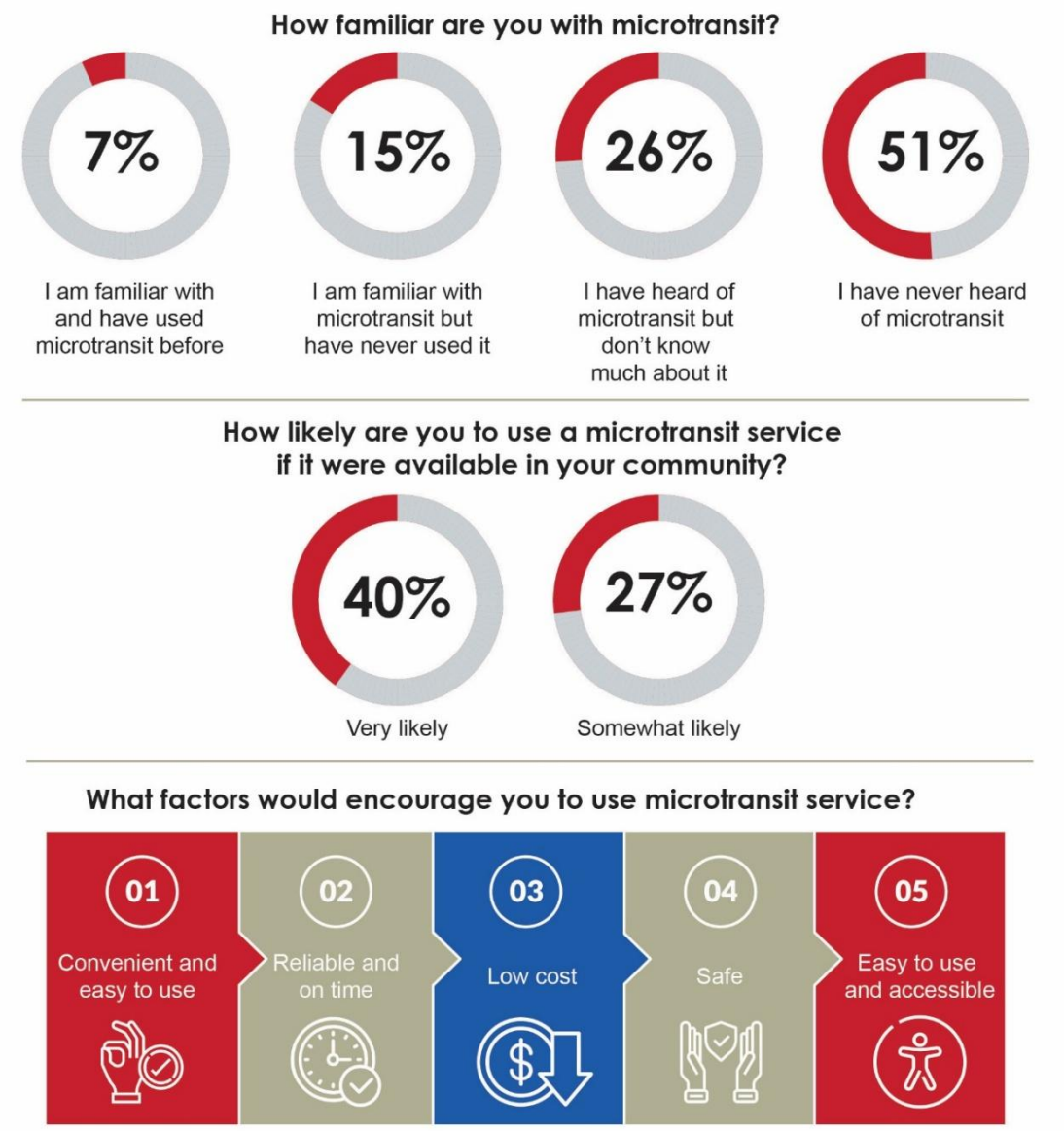
1. **Convenience and ease of use**
2. **Reliability and on-time performance**
3. **Low cost**

Most respondents said they would use microtransit for commuting and errands, and the majority were willing to wait 15–20 minutes between booking a ride and being picked up for their trip. More than half were also open to transferring to a bus outside their immediate area if it helped them reach their destination.

In terms of service preferences, **86% preferred booking rides using a mobile app**, and **62% favored curbside pickup and drop-off** over walking to a nearby bus stop or intersection.

The full survey results are provided in the **Appendix**.

Figure 6: Survey Results Snapshot

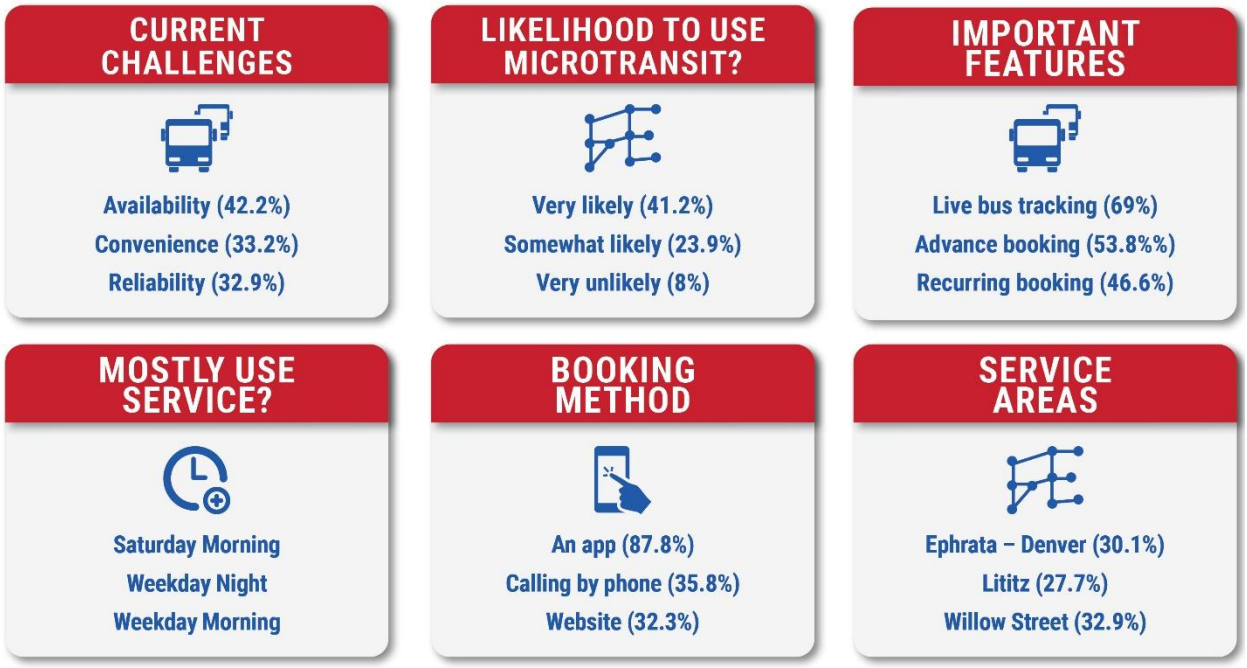


To better understand rider preferences and potential demand for microtransit services, respondents were asked about their willingness to travel outside their local zone, how they prefer to book and pay for rides, the factors that would encourage them to use the service, and the times they are most likely to ride. Their responses revealed important insights into what makes microtransit appealing and how it can best serve the community, as the feasibility of adding it to the regional transit system is considered (**Figure 7**).

- **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 as long as 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 respondents (20% to 26%) are interested in late nights or early mornings.

Respondents also shared open-ended feedback with thoughts, ideas, or concerns about microtransit in Lancaster County—this question received 244 comments. While most comments supported microtransit or offered clarifying comments on how it could work, some raised concerns about overall transit coverage, service frequency, and the effectiveness of microtransit. This input provides valuable guidance for considering microtransit services.

Figure 7: Survey Respondent Snapshot of Transit Challenges and Preferences



Many respondents highlighted several key challenges with public transportation in general, with availability and convenience being the most common concerns. Reliability and cost were also significant barriers, while long travel times and accessibility issues affected a notable portion of transit users. These challenges point to areas where improvements could 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.

- **Concerns for 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 identify the specific destinations they would most like a microtransit service to reach. This question aimed to gather insights into the locations most important to residents for daily activities, such as work, shopping, medical appointments, and community engagement**.**

Table 2 shows a summary of the top responses.

Table 2: 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 microtransit opportunity zones identified through the study (further described in the next section, **Identifying Opportunity Zones**) would be helpful for their travel if microtransit were available. Respondents could select multiple zones or choose "unsure" or "none". **Figure 8** below shows the number of responses by zone.

Figure 8: Survey Question on Desired Travel Destinations

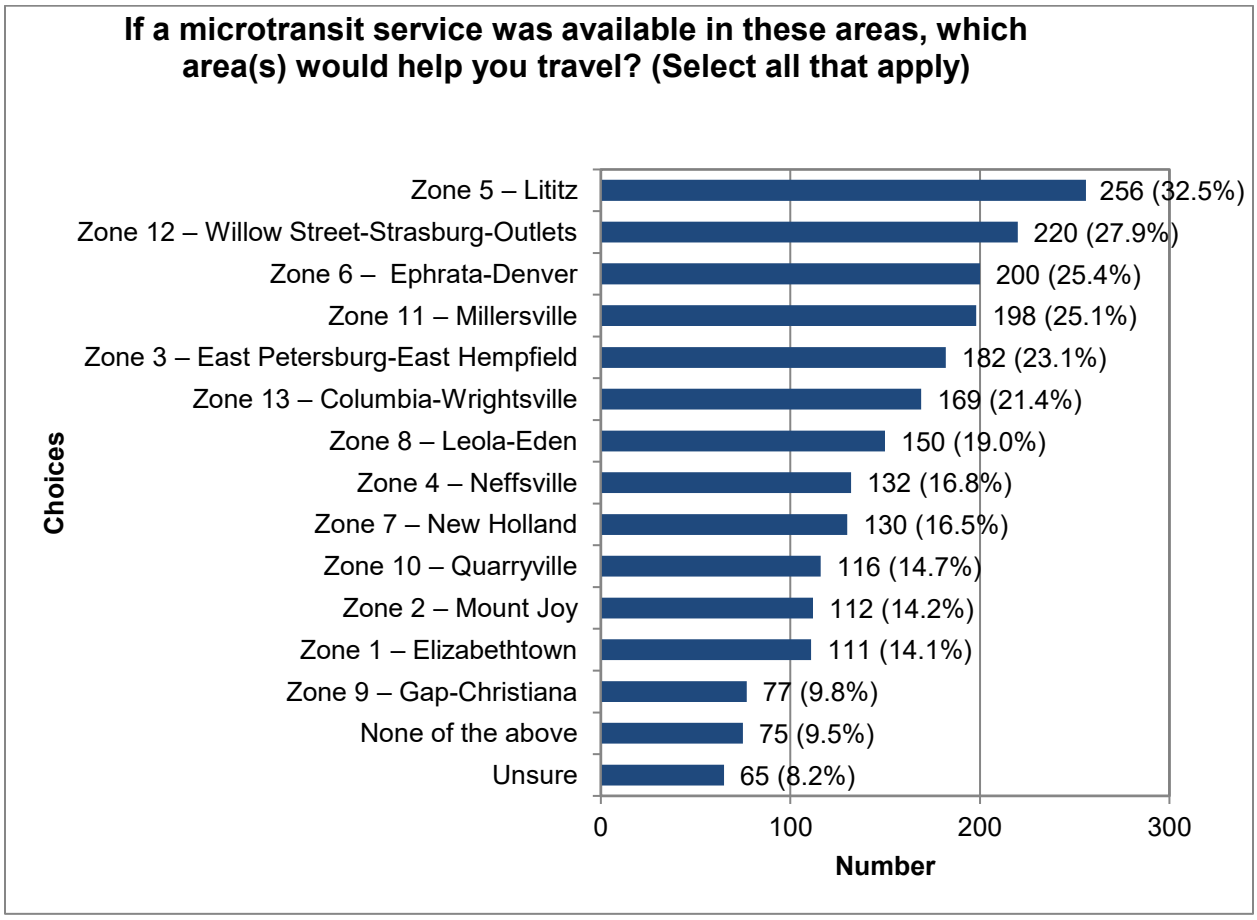


Table 3 displays responses by respondents' home ZIP code for each zone. Most replies came from the three ZIP codes covering Lancaster City and nearby areas, showing interest in multiple zones. Responses from other ZIP codes mainly focused on their corresponding geographic zones.

Table 3: 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

Pop-Up Engagement Events

Five strategically located pop-up events were held across Lancaster County in April and May 2025 to gather public feedback on a potential microtransit service. Built for flexibility and accessibility, the mobile setup enabled efficient deployment across the Northwest, Northeast, South, and central Lancaster City — ensuring broad geographic representation within key opportunity zones. Engagement levels varied from quick one-minute conversations to deeper discussions, accommodating participants with different levels of time and interest.

These in-person interactions offered meaningful insight into community priorities, concerns, and expectations. Overall, participants cited transportation availability as the top factor influencing travel decisions, followed by **destination, travel time, and cost**. While many attendees were initially unfamiliar with microtransit, most expressed openness to using it if the service were reliable and easy to access. Several Amish participants noted a cultural preference for **paying a fare** rather than receiving subsidized rides.

Frequently mentioned destinations included **Lancaster City, shopping centers, workplaces, medical facilities, and places of worship**. Reported barriers to participation and service access included **limited smartphone access** and **hesitation to share personal information**.

Participants recommended expanding future outreach through additional paper surveys, family-friendly engagement activities, and coordination with trusted local service providers and current transit riders — particularly in Lancaster City and among historically underserved populations, such as the reentry community.

Phase 1 Engagement Conclusion

Phase 1 engagement for the SCTA Microtransit Feasibility Study provided critical insight into the transportation needs and priorities of Lancaster County residents. Through a combination of technical analysis, stakeholder input, and broad public outreach—including surveys, pop-up events, and digital engagement—community feedback has been foundational in shaping the study's direction. This input informed the identification of key opportunity zones where microtransit could complement the existing transit network by improving access, flexibility, and efficiency.

Results show that while many participants were initially unfamiliar with microtransit, there is a strong interest in trying the service. Community priorities centered on convenience, reliability, and better connections to destinations not currently served by

fixed-route transit. Respondents also provided preferences related to booking tools, payment methods, and service hours.

Equally important were perspectives from individuals less likely to use microtransit. Their reasons included a strong preference for personal vehicles, perceived lack of need, concerns about reliability and wait times, or a desire for more frequent and dependable fixed-route bus service instead. These insights help identify where demand may be lower and where future education or tailored service design could be most impactful.

Phase 2 Engagement

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 rating and areas underserved by existing fixed-route transit within the zone scoring and prioritization methodology
- Advancement of an additional opportunity area in the Willow Street and Strasburg area to the second, more detailed stage of zone analysis (further described in the **Opportunity Zone Analysis** section).

Phase 3 Engagement

Phase 3 engagement provided valuable insights into the draft feasibility study recommendations and findings. The project team gathered input through a community survey and in-person events. Community feedback collected during this phase helped confirm support for multiple proposed pilot zones, identify remaining concerns, and ensure that public input is prioritized before finalizing the implementation strategy.

More details about the recommendations and pilot zone options shared with the public are described later in the report in the **Recommendations** section.

Many engagement methods were continued from Phase 1, such as informational materials and digital outreach, with greater emphasis on education and transparency. The draft study report was posted on the SCTA and RRTA websites, along with a survey. The project team shared an updated digital communication toolkit with Steering Committee members to promote consistent messaging across networks and encourage study participation. The toolkit in its entirety can be found in the **Appendix**.

Survey Engagement

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 a community open house.

Results revealed strong community support for the potential pilot zones, with the Ephrata-Denver area receiving the highest level of endorsement. Notably, 59% of participants indicated that the proposed microtransit service hours aligned very well with their travel needs. Additionally, respondents emphasized the importance of comprehensive service coverage, strong connections between communities, and clear expectations regarding wait times and reliability. Some participants opposed the service idea, often because of mixed opinions on costs and subsidies, and a preference for more frequent RRTA bus service.

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

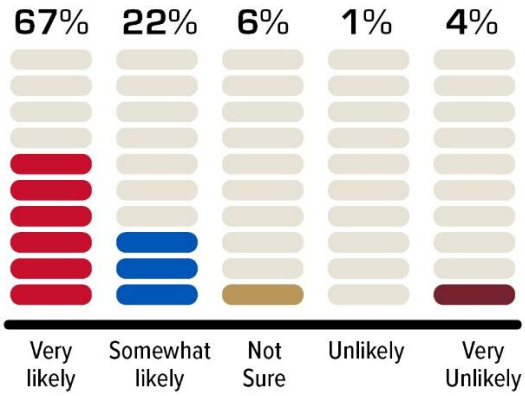
WILLOW STREET–STRASBURG–OUTLETS

- 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?**



Public comments were analyzed and categorized into the following themes:

Theme 1. Service Coverage and Pilot Zones

- 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.

The full survey results are provided in the **Appendix**.

Engagement Events

The project team shared details about the draft recommendations at a community open house on Tuesday, December 9, 2025, from 4:30 to 7:00 PM at The Eden Resort in Lancaster. Eleven community members attended, along with several government officials and SCTA board members.

Additionally, the project team presented at the Southern Lancaster County Chamber Christmas Breakfast on Thursday, December 11, 2025. 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 Engagement Conclusion

Overall, Phase 3 feedback strongly supported the proposed microtransit approach. While a few concerns remained about reliability, cost, and technology, the results reinforced community backing for the pilot zones and ensured that recommendations reflect community priorities before the plan moves toward implementation.

Identifying Opportunity Zones

The purpose of this study is to identify recommended zones for microtransit implementation to support and fill transportation needs within Lancaster County. The study team began with a data-driven analysis that included census data and current travel patterns. This analysis provided a base-level understanding of where conditions are suitable for supporting microtransit and where people need to go.

The study team first identified general areas of transit-supportive density (transit potential) and transit need at a census block group level, which were further analyzed, grouped, and refined to form opportunity zones. Opportunity zones are areas particularly well-suited for microtransit services and with the potential to address specific transportation needs. The study team conducted an analysis to determine areas within Lancaster County that are most suitable for microtransit implementation. The following data were used in this process:

- **Transit potential and need:** Based on demographic and socioeconomic data from the 2019–2023 American Community Survey (ACS) 5-year estimate and 2022 Census Longitudinal Employer-Household Dynamics (LEHD).
- **RRTA fixed-route service performance:** Evaluated using route productivity and cost-effectiveness data from June 2023 through July 2024. Note, this is before the route changes went into effect in November 2024.
- **Travel patterns:** Derived from origin-destination data for a typical weekday and Saturday, using trip tables from Replica (Spring 2024 release).

Transit Potential and Need

To identify microtransit opportunity zones —areas most suitable for microtransit given the microtransit goals and objectives —the study team conducted spatial analysis using US Census Data in Lancaster County.

Transit potential and transit need metrics capture the density of people and jobs. Areas with enough density to support public transit but not so much as to overwhelm an on-demand service are ideal for microtransit implementation. Analyzing the characteristics of the Lancaster County population enabled the study team to understand which areas with higher population density are likely to rely on transit. Demographic indicators of transit need include age, income, race, disability, and access to a vehicle.

Transit Potential

Figure 9 and **Figure 10** depict population and employment density per acre, ranging from 1 to 15. Areas highlighted in blue represent higher residential density, areas highlighted in red represent higher employment density, and areas highlighted in purple represent the overlap of both density metrics.

The intersection of residential and employment density indicates areas with high transit potential. In general, locations with *low to moderate* density (two to ten residents and jobs per acre) are better suited to microtransit, while fixed-route buses are more appropriate in areas with higher density. In **Figure 10**, highlighted areas of low-moderate transit potential include Quarryville, Leola, Gap, and the surroundings of Elizabethtown, Mount Joy, Manheim, Mountville, East Petersburg, Lititz, Ephrata, Denver, New Holland, and Willow Street. Areas of higher transit potential include the City of Lancaster, West Lancaster, and the core areas in Elizabethtown, Mount Joy, Manheim, Mountville, East Petersburg, Lititz, Ephrata, Denver, New Holland, and Willow Street.

Figure 9: Population and Job Density

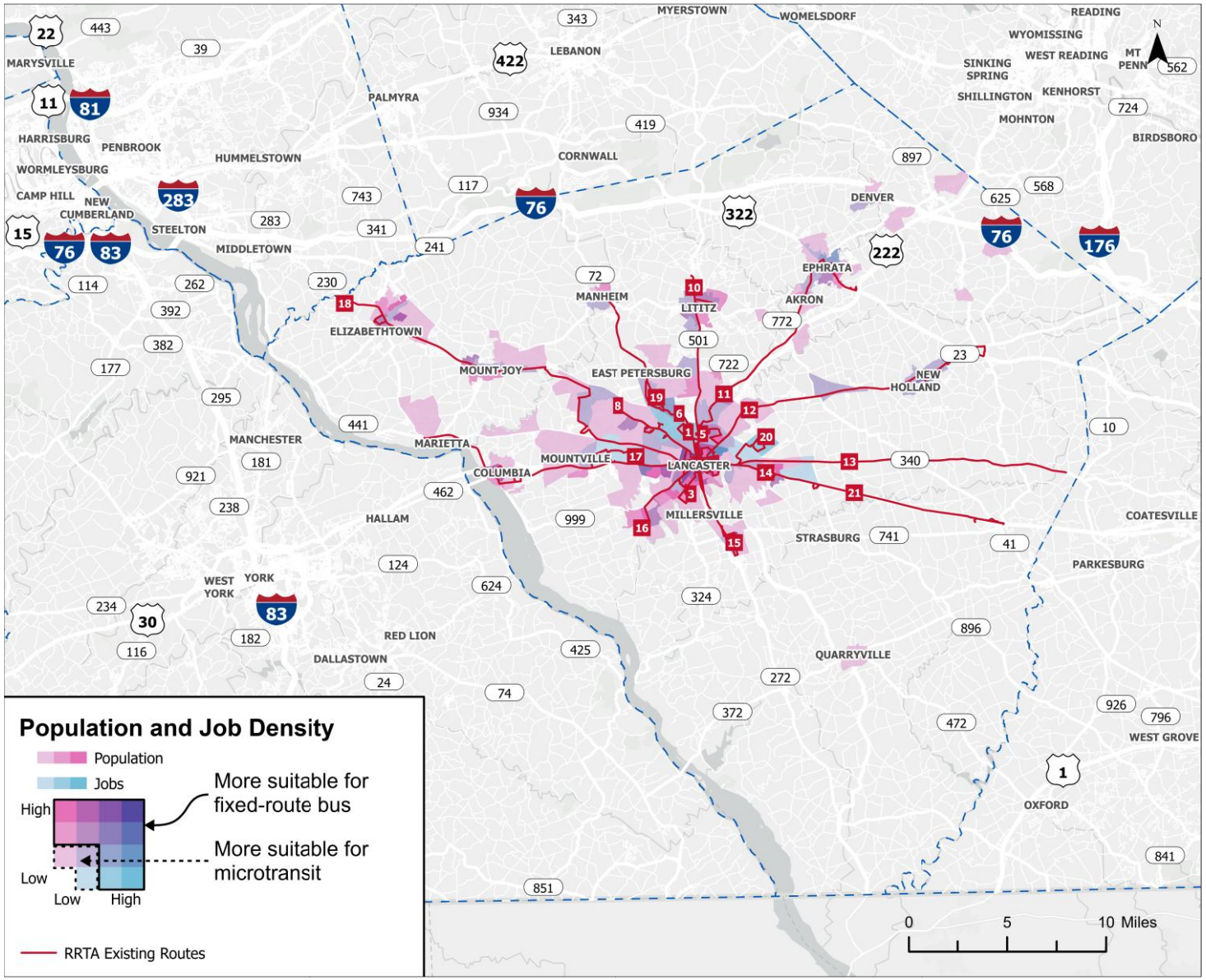
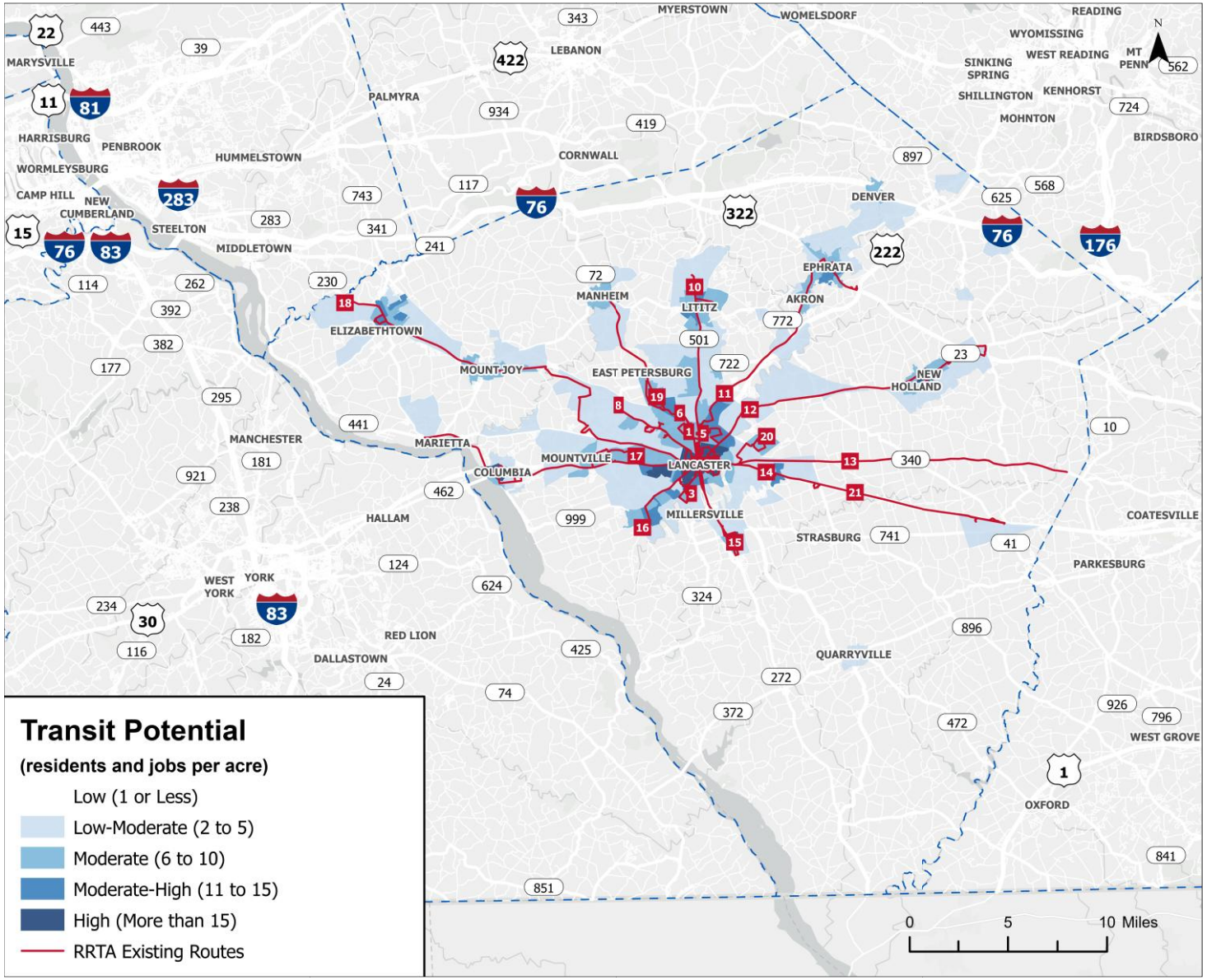


Figure 10: Transit Potential



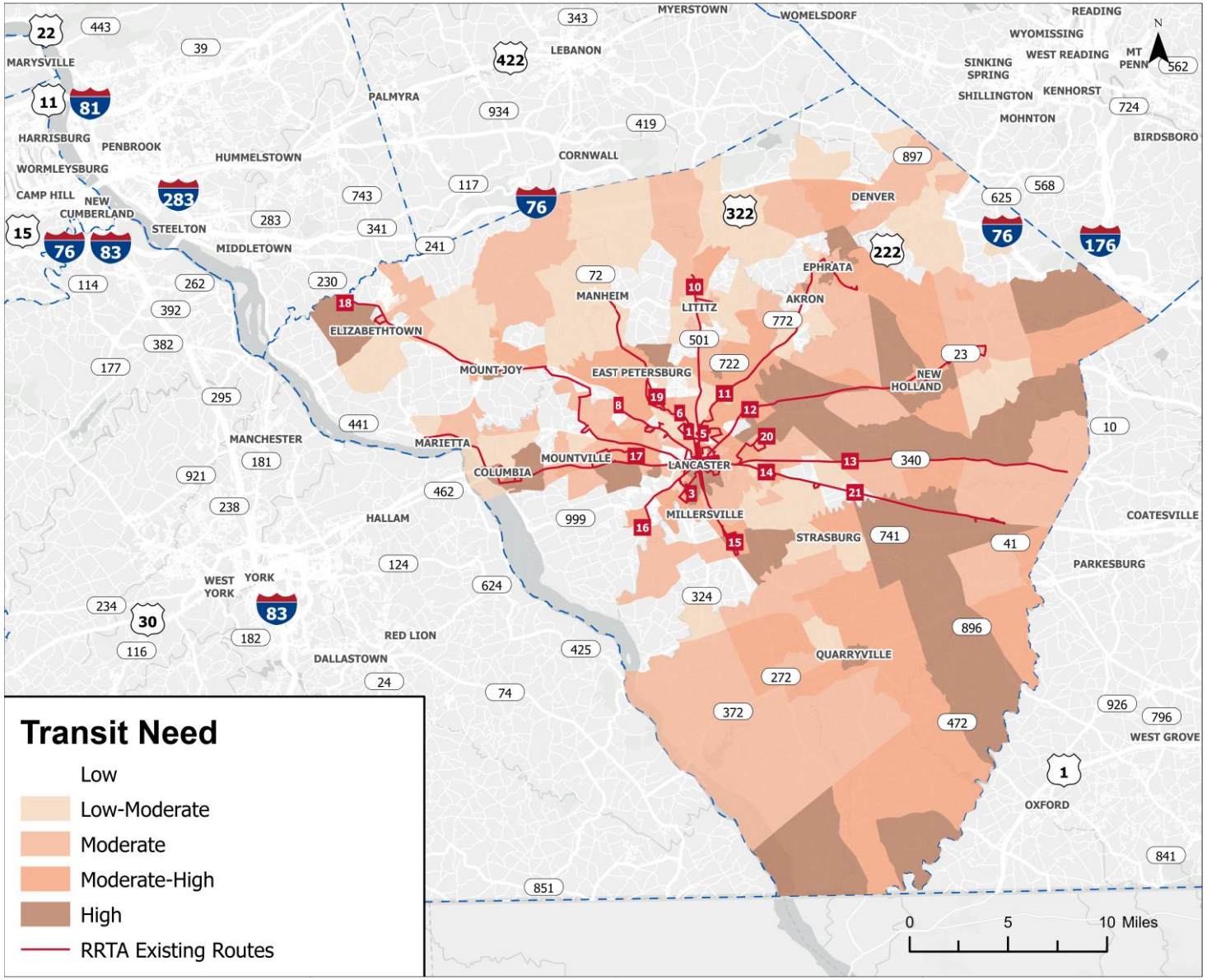
Transit Need

Transit need areas were defined as locations with a higher concentration of residents who are more likely to use transit. These areas were identified by indexing the following factors relative to other areas in Lancaster County and combining them into a composite need score. Each factor was weighed equally.

- Total Population
- Older Adults (age 65+)
- Students (age 5-17)
- Minority Population
- Low-Income Population
- Population with a Disability
- Zero-Car and One-Car Households

The areas with the highest transit needs were identified as Paradise, Bart, Colerain, Little Britain, Fulton, West Lampeter, City of Lancaster, North Manor, West Donegal, Northwest Manheim, East Lampeter, Upper Leacock, Earl, Leacock, Ephrata, and Northern Caernarvon as seen in **Figure 11.**

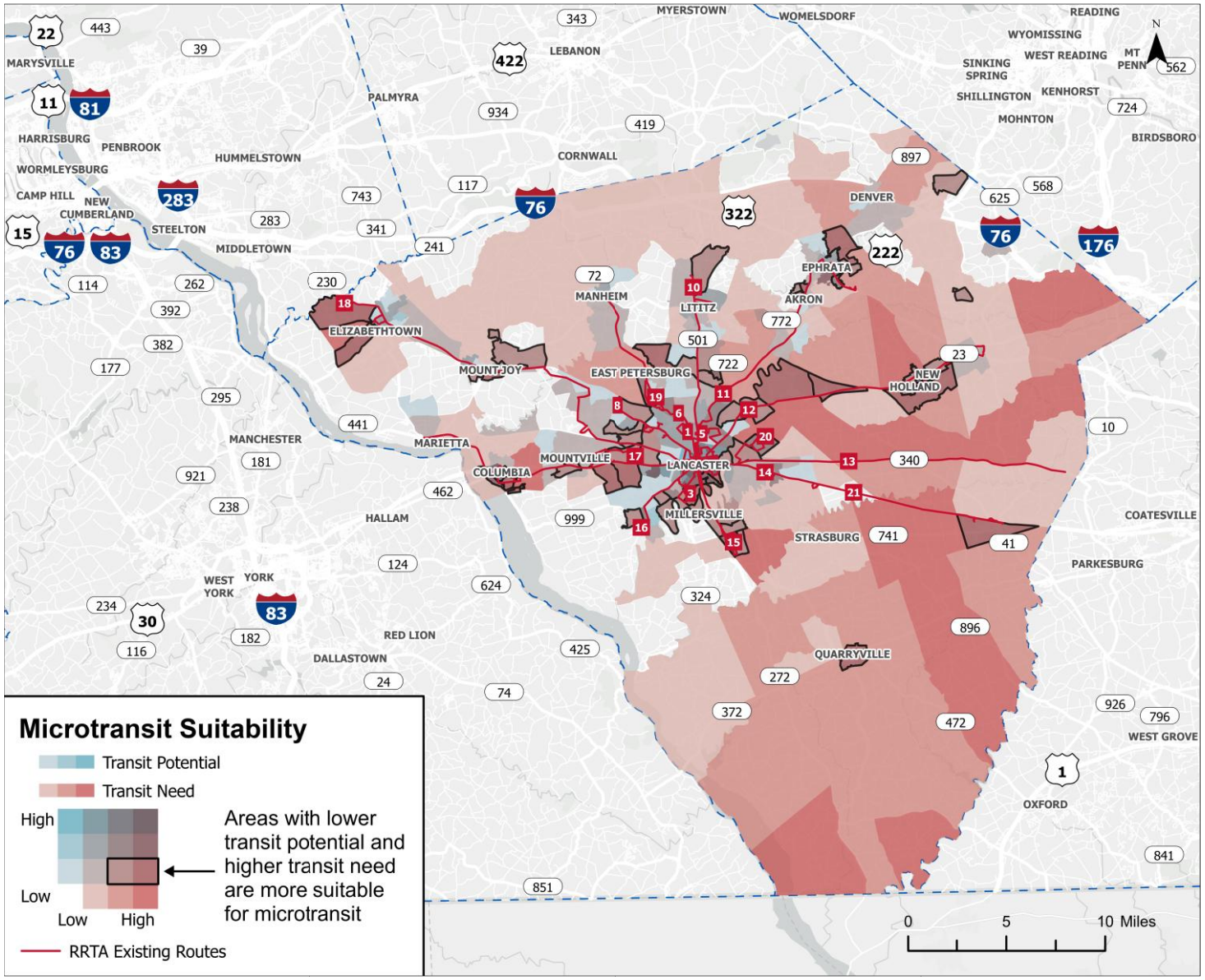
Figure 11: Transit Need



Microtransit Suitability

Microtransit suitability was defined by identifying areas with low-to-moderate transit potential and moderate-to-high to high transit need. These represent areas that do not have the density to support high-performing fixed route service but have population that may depend on public transit. Areas with microtransit suitability based on these factors include portions of West Donegal, Mount Joy, Rapho, northern Manheim Township, Warwick, Akron, Ephrata, Adamstown, Terre Hill, New Holland, Earl, New Holland, Upper Leacock, East Lampeter, West Lampeter, Millersville, Quarryville, Mountville, Manor, East Hempfield, and Columbia (**Figure 12**).

Figure 12: Microtransit Suitability



Fixed-Route Performance

To better understand microtransit opportunity, it is important to understand how well fixed-routes perform in the area. The following RRTA bus route productivity data is from June 2023 to July 2024, before service changes took place in November of 2024. The more productive routes commonly served large employers, grocery stores, shopping centers and other similar trip generators. Productivity is measured by passengers per revenue hour (PPRH), with microtransit typically performing between 2 to 5 PPRH. Bus routes that perform at or below this range could be candidates for partial replacement with microtransit. Routes operating above this range would most likely overwhelm the capabilities of microtransit if converted. The least productive routes operated by RRTA during this period were the Route 6 trolley (1.9 PPRH), Route 21 serving Gap (7.1 PPRH), Route 5 serving Grandview (7.3 PPRH), and Route 13 serving White Horse (7.3 PPRH). **Figure 13** shows route productivity and **Figure 14** shows weekly ridership (on and off) at bus stops.

Figure 13: RRTA Fixed-Route Productivity (June 2023 – July 2024)

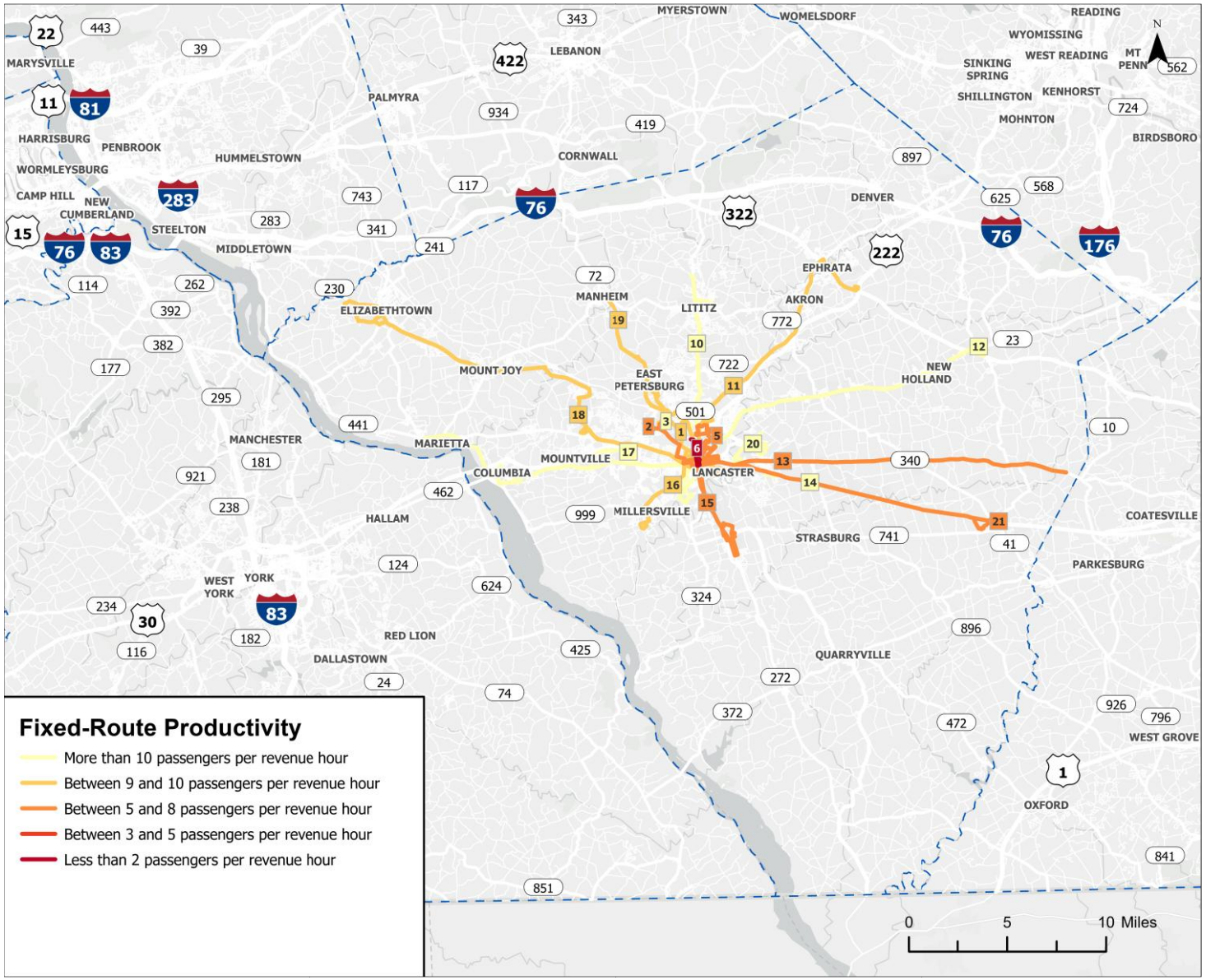
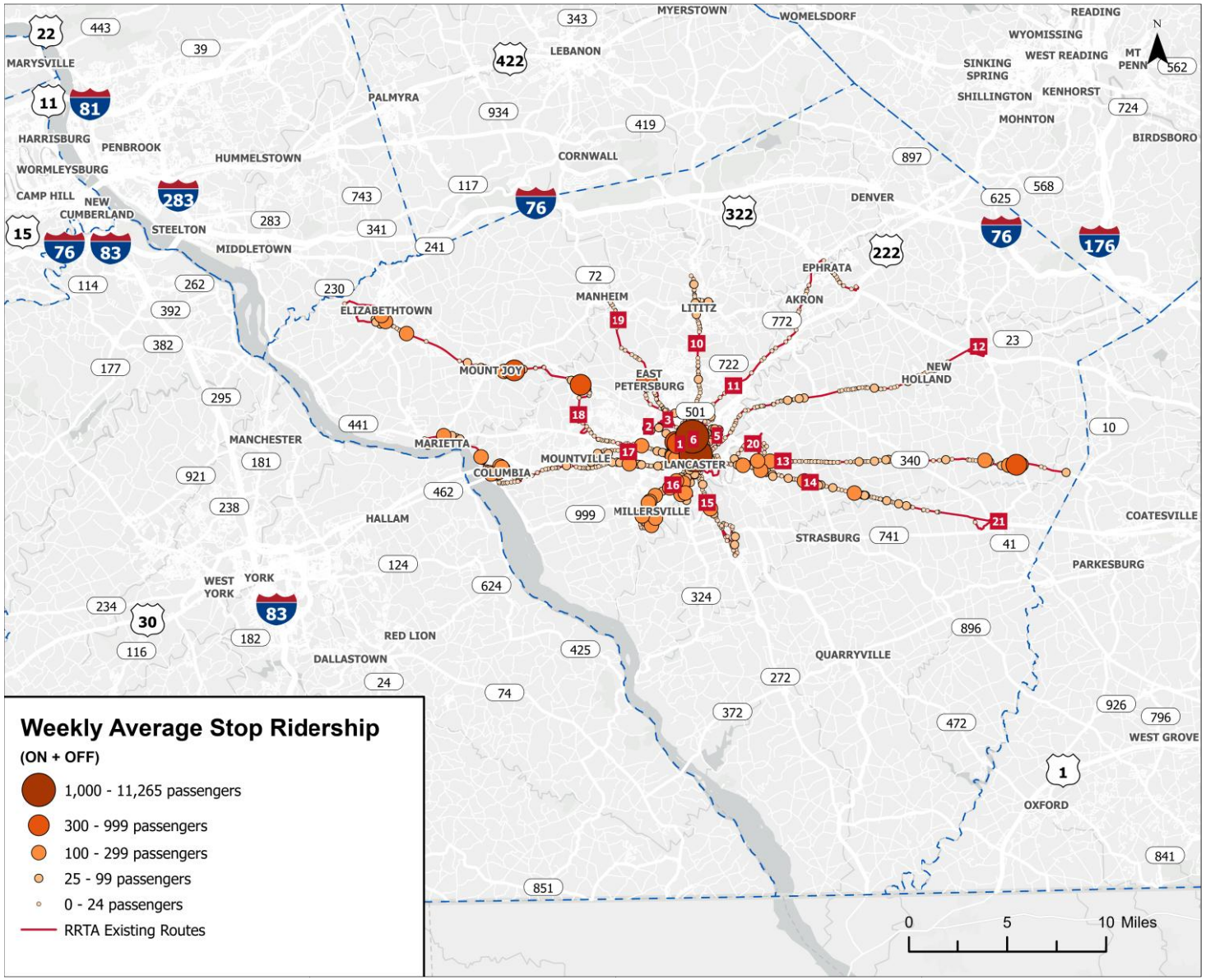


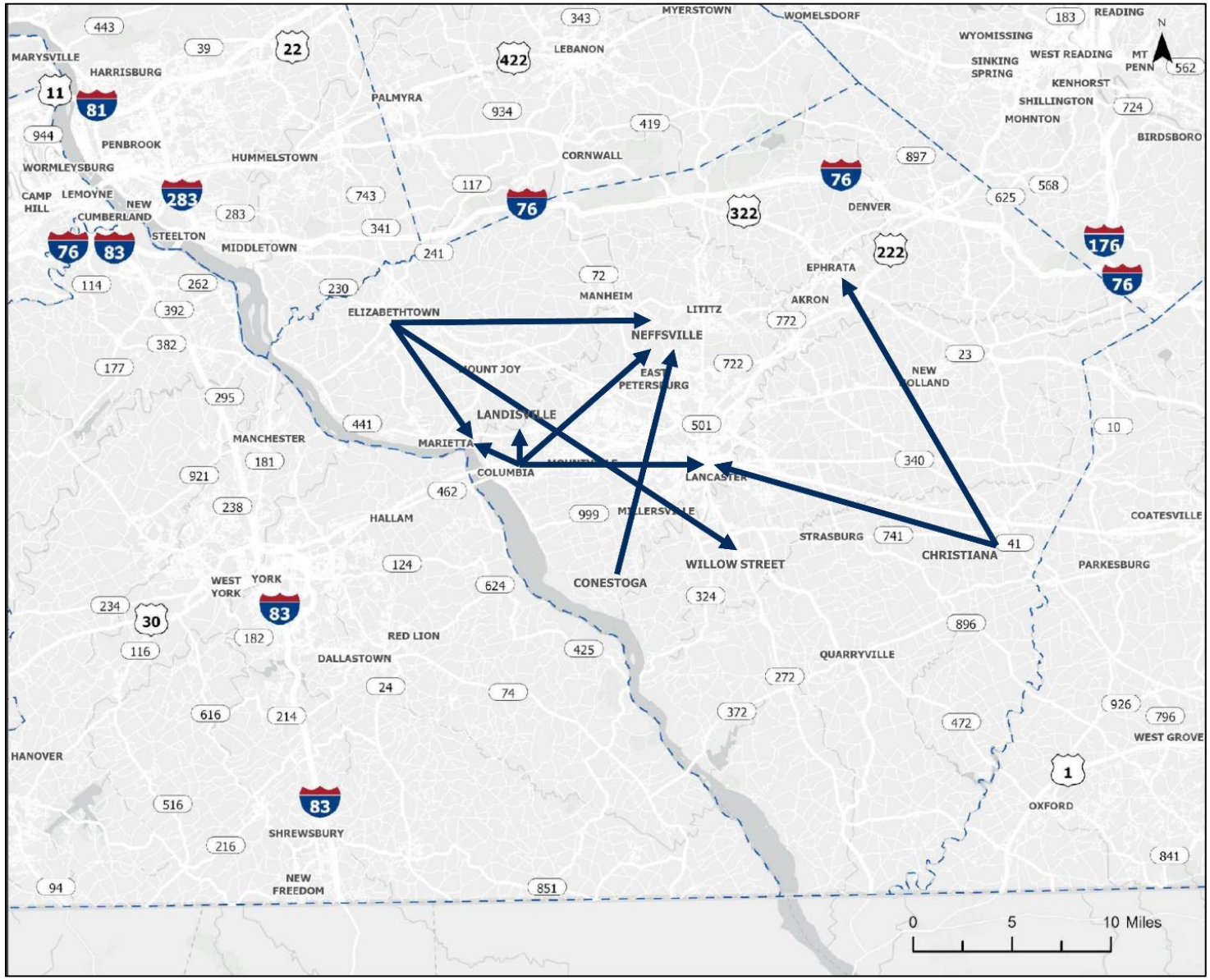
Figure 14: RRTA Bus Stop Activity (June 2023 – July 2024)



Red Rose Access Travel Patterns

Red Rose Access is the existing shared-ride service that is available countywide to eligible riders under various programs (Senior Citizen Shared Ride Program, ADA Complementary Program, Medical Transportation Assistance Program, Persons With Disabilities Program, and Access to Jobs Program). By looking at these travel patterns, it provides some insight where microtransit might be most useful, as this service also serves populations who are most likely to rely heavily on public transit. **Figure 15** below shows the locations of the top ten most requested trips, where the most common purposes for those trips are medical (27%), work (20%), senior center (16%), and dialysis (13%).

Figure 15: Red Rose Access Travel Patterns



Overall Travel Patterns

Weekday travel patterns for Lancaster County were identified using Replica data, which combined Census data and location-based services (LBS) to estimate typical travel in the region. Trip pattern thresholds were set between 100 trips per weekday (low) and 1,700 trips per weekday (high) per block group. This established trip patterns that do not have existing coverage: Quarryville and surrounding communities; crosstown connections to shopping areas (along Manheim Pike, Fruitville Pike, and Harrisburg Pike); within Millersville; and from Mount Joy to Rapho Township (**Figure 16**).

Using the same methods for identifying weekday travel patterns, the following weekend patterns lacking existing transit connections were found: within Ephrata and along US Route 322, from Quarryville to surrounding communities, from Gap to White Horse, Black Horse, and Parkesburg, and from New Holland to Blue Ball (**Figure 17**).

Figure 16: Weekday Travel Patterns

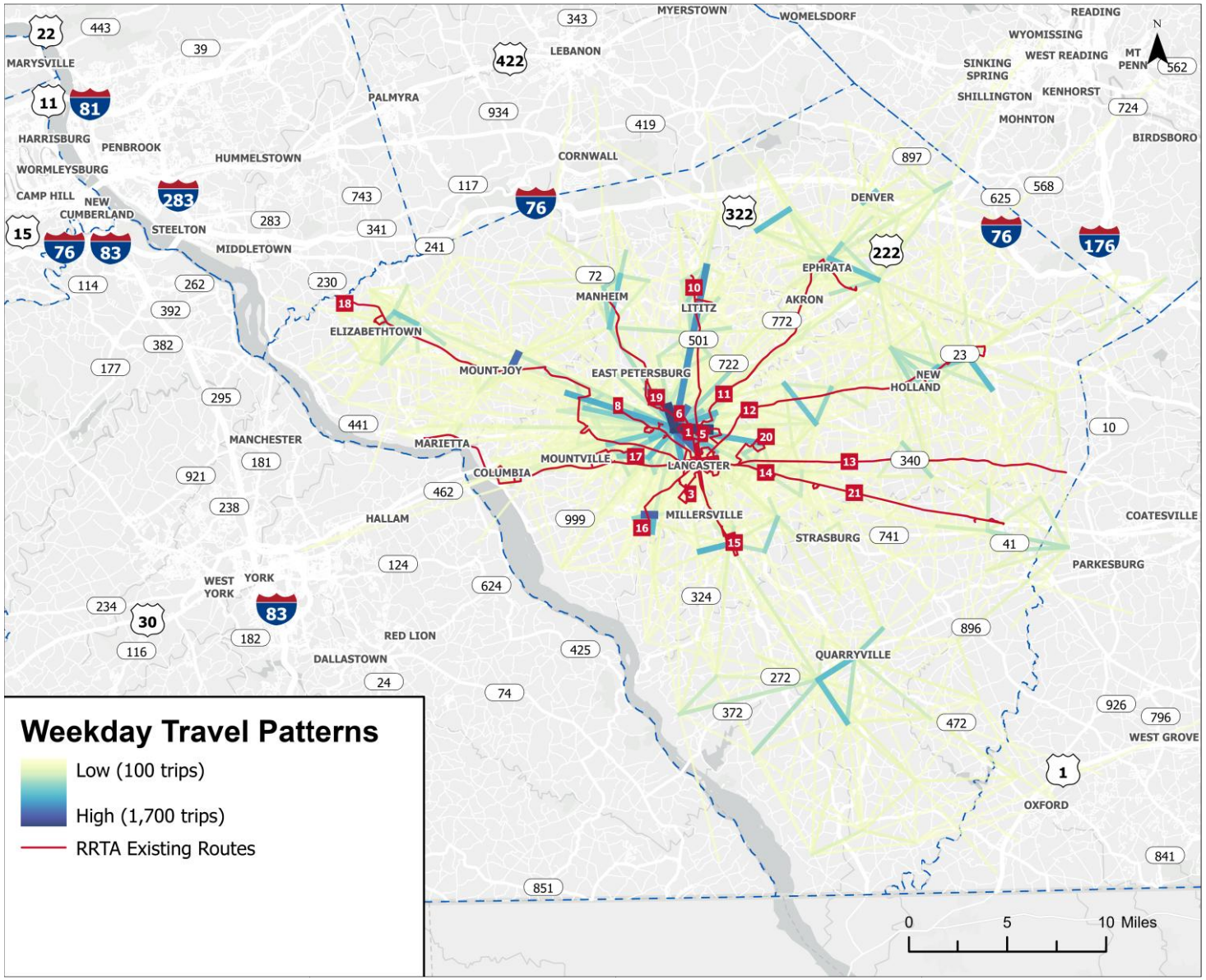
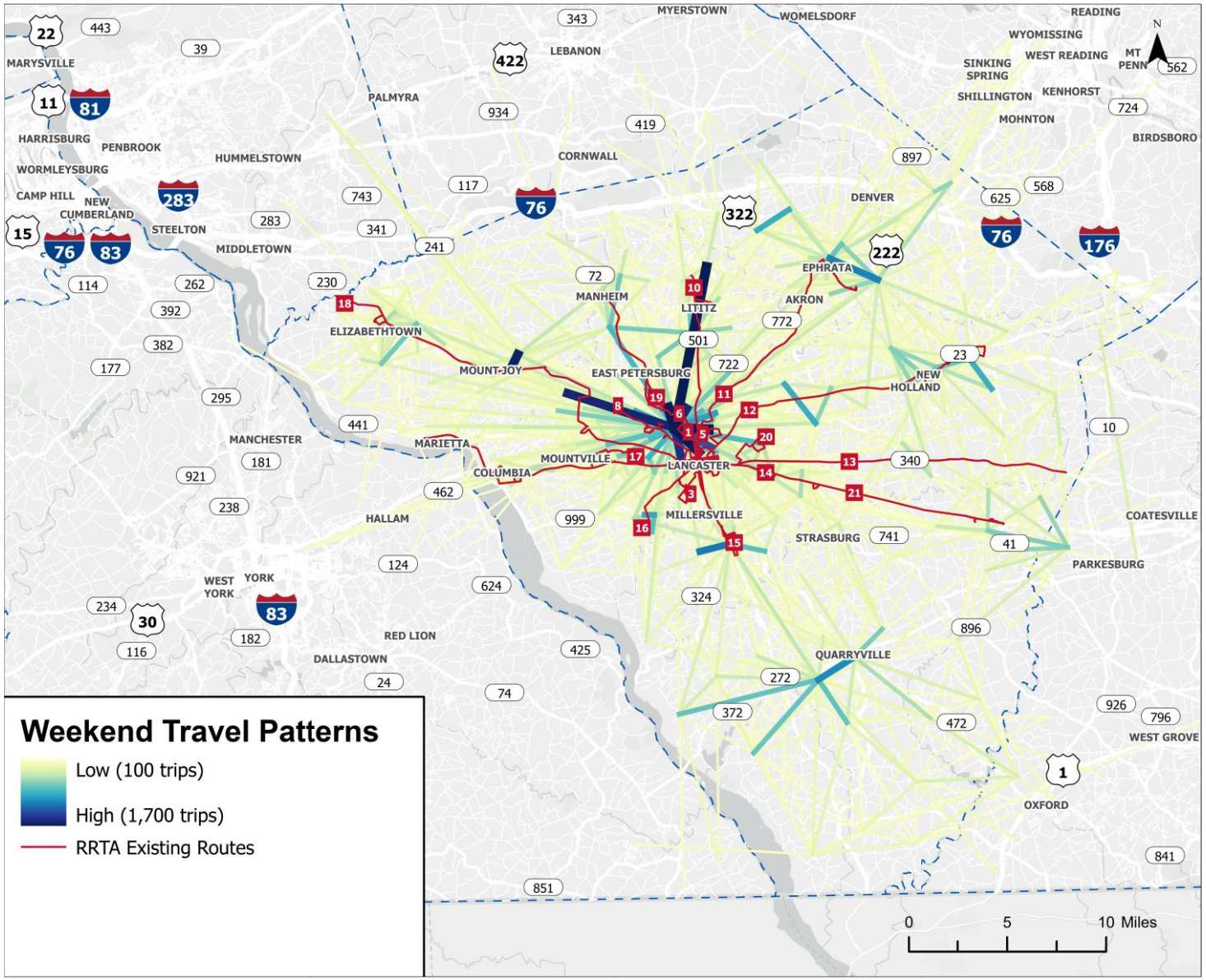


Figure 17: Weekend Travel Patterns



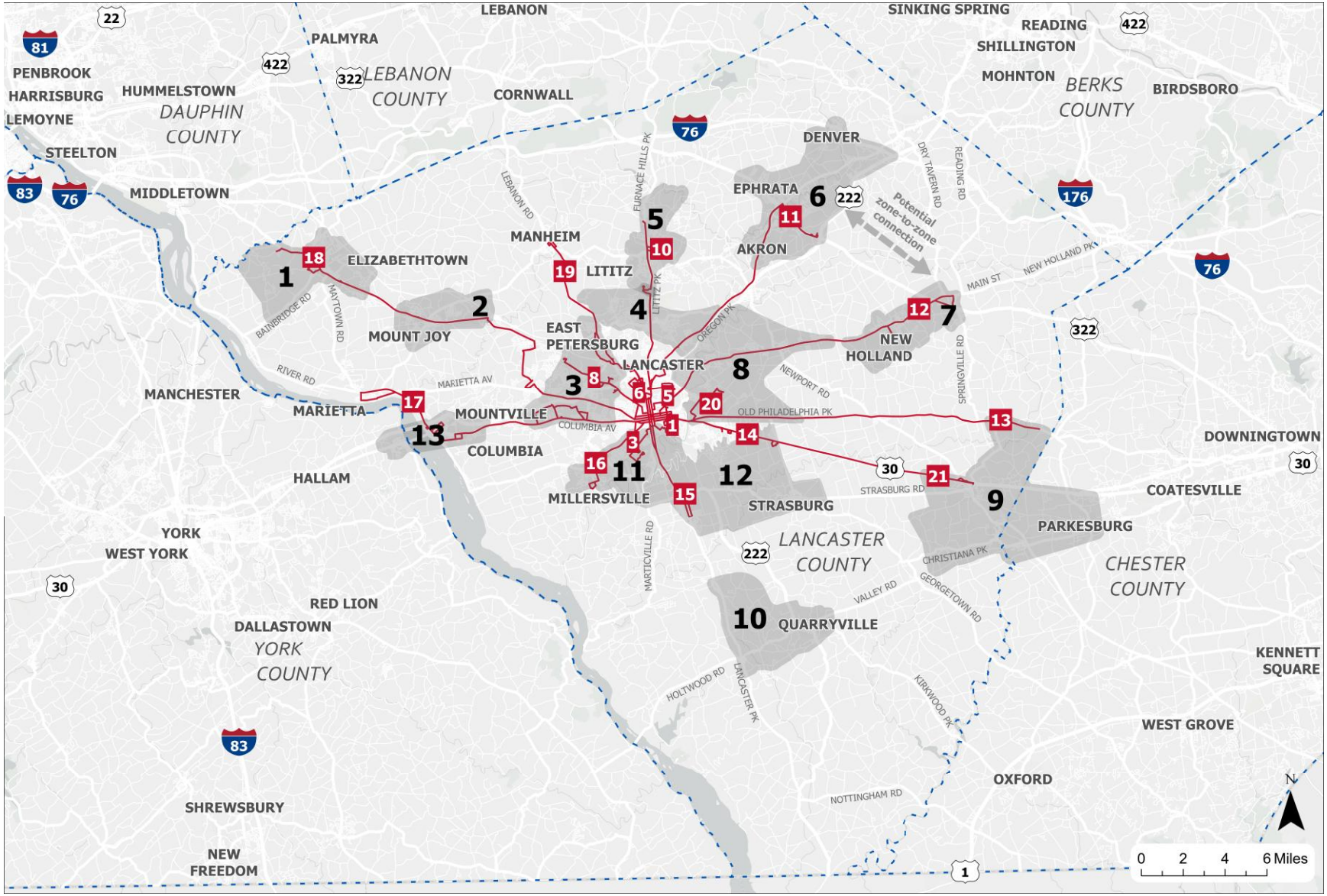
Analysis Takeaways

- **Transit Potential**
  - Microtransit suits low- to moderate-density areas like Leola and the surrounding areas of Elizabethtown, Ephrata, East Petersburg, Lititz, and Willow Street; fixed routes are better for high-density areas such as the City of Lancaster and West Lancaster.
- **Transit Need**
  - Highest in Paradise, Bart, Colerain, Little Britain, Fulton, West Lampeter, City of Lancaster, North Manor, West Donegal, Northwest Manheim, East Lampeter, Upper Leacock, Earl, Leacock, Ephrata, Northern Caernarvon.
- **Microtransit Suitability**
  - Areas with low to moderate transit potential and moderate to high transit need are ideal for microtransit. These suitable areas include portions of West Donegal, Mount Joy, Rapho, northern Manheim Township, Warwick, Akron, Ephrata, Adamstown, Terre Hill, New Holland, Earl, New Holland, Upper Leacock, East and West Lampeter, Millersville, Quarryville, Mountville, Manor, East Hempfield, and Columbia, where transit needs outweigh density.
- **Existing RRTA Service Performance**
  - Routes with lower typical passenger productivity per revenue hour are candidates for partial microtransit replacement, including less productive routes such as Trolley, Gap, White Horse, and Grandview/Rossmere.
- **Travel Patterns**
  - Key weekday and weekend travel includes crosstown connections to shopping areas along Manheim Pike, Fruitville Pike, and Harrisburg Pike. Frequent travel within Ephrata and along US 22, as well as Quarryville to surrounding communities, lacks existing transit connections.
- **Steering Committee Stakeholder Insights**
  - The Steering Committee suggested microtransit for areas like Quarryville, Strasburg, and Gap, prioritizing currently unserved areas with no connection points to the fixed-route network and areas with greater transit need.

Opportunity Zones

Figure 18 shows the potential microtransit zones from the analysis of transit potential, transit need, existing RRTA service performance, and travel patterns.

Figure 18: Opportunity Zones



1. **Elizabethtown**
2. **Mount Joy**
3. **East Petersburg–East Hempfield**
4. **Neffsville**
5. **Lititz**
6. **Ephrata–Denver**
7. **New Holland[A]**
8. **Leola**
9. **Gap–Christiana[B]**
10. **Quarryville**
11. **Millersville**
12. **Willow Street–Strasburg–Outlets**
13. **Columbia–Wrightsville[C]**

A. Potential connection between zones could be considered

B. Would require coordination between Chester County and TMACC

C. Would require coordination with rabbittransit

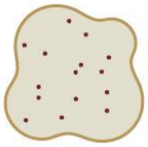
Microtransit Models

This section provides a high-level overview of microtransit service models and operating models that can be considered for implementation in Lancaster County. A microtransit **service model** is the overall approach and design for providing microtransit to users. A microtransit **operating model** refers to the logistics and mechanisms used to deliver the service. Both model considerations were evaluated and are further described in subsequent sections.

Service Models

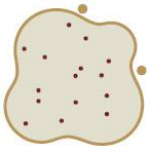
A service model determines how transportation is provided to users, outlining the structure, design, and user experience of the service. It encompasses decisions such as whether service is provided on-demand, through fixed routes, or via a combination of methods, and dictates how riders interact with the system to request and receive rides.

Detailed below are five microtransit service models used by other transit agencies that can also be considered for Lancaster County.



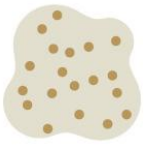
On-Demand Zone-based

Vehicles provide curb-to-curb service within a defined zone, allowing riders to request trips between any origin and destination in the area. There are no scheduled stops. Multiple zones may operate independently or allow travel between them. This model is best for areas where origins and destinations are dispersed across a community.



On-Demand Zone-based with External Nodes

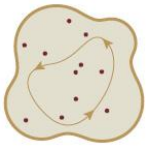
Vehicles provide curb-to-curb service within a defined zone, allowing riders to request trips between any origin and destination in the area or between the zone and a select number of locations outside the zone (called external nodes). There are no scheduled stops. Multiple zones may operate independently or allow travel between them. This model is best for areas where origins and destinations are dispersed across a community or where a high proportion of trips are directed toward key destinations near the zone.



Point Deviation

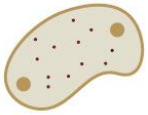
Vehicles respond to ride requests within a service zone, picking up and dropping off at a predefined list of stops. Stops may include physical stops (bus stop signs and shelters) or virtual stops (safe, app-defined locations such as intersections). There are no scheduled stops. This model is best for areas

where riders travel between common origins and destinations, sidewalks provide safe access to stops, and when agencies want control over pick-up/drop-off locations.



Flexible Route

Also known as a deviated fixed route, route deviation, or flex route. Vehicles operate on a regular schedule along a defined path, with or without marked bus stops, and can deviate from the route to service demand-responsive requests within a zone around the route. Riders may need to request a deviation in advance by an app or phone call. This model works best for areas where there is a lack of demand to support frequent fixed-route service, where a high proportion of trips are directed to locations on the route, and where occasional off-route deviations improve accessibility without reducing efficiency.



Zone Route

Vehicles operate in demand-responsive mode along a corridor, often with set departure and arrival times at one or more endpoints. Service is usually provided within a certain distance from the corridor. Zone route works best for areas where fixed-route service is not feasible due to low demand. Although there is low demand, there are some key trip origins and destinations that exist. It is common for high-demand transit hubs, for example, bus stops, train stations, schools, or employers to serve as a key endpoint. Therefore, the nearby surrounding area may have low transit demand, yet riders are provided with a flexible connection to access the main corridor.

Table 4 outlines the key features of each service model.

Table 4: Microtransit Service Models Summary

	On-Demand Zone-Based	On-Demand Zone-Based with External Nodes	Point Deviation	Flexible Route	Zone Route
Travel Pattern*	Dispersed within a defined zone	Dispersed within a defined zone, and toward a nearby destination	A common set of origins/destinations within a defined zone	Along or near a route	Corridor based, with a common origin or destination
Stop Types	User-defined, designated, or virtual	User-defined, designated, or virtual	Designated or virtual	Designated	Designated, user-defined
Scheduled Timepoints	None	None	None	Many based on fixed-route schedule	One or two at the ends of corridor
Typical Vehicles	Body on chassis (BOC**) vehicle, van, minivan, sedan	BOC vehicle, van, minivan, sedan	BOC vehicle, van, minivan, sedan	Bus, BOC vehicle	Bus, BOC vehicle
Wait Time (Relative)	Low to moderate	Low to moderate	Low to moderate	Moderate to high	Moderate to high
Trip Request	On-demand or in advance	On-demand or in advance	On-demand or in advance	In advance	On-demand or in advance

Service Model Evaluation

The microtransit service model options were evaluated using the following criteria, which are defined in subsequent sections:

- **Adaptability**
- **Interoperability**
- **Technology Availability**
- **Customer Experience**

Microtransit service model options were evaluated based on RRTA's existing operations and service offerings. The evaluation criteria were determined by alignment and ease of integration to existing services. All evaluation ratings are qualitative, with scores of Low, Moderate, or High. Ratings for each option were assigned based on its standing relative to its counterparts. These ratings were used to determine each option's cumulative score.

Adaptability

Adaptability refers to the flexibility an agency has to modify its services after implementation to better meet transit needs as well as to change the capacity of its service to allow for growth while maintaining service quality

A “Low” rating indicates it is less flexible for modifying or growing service.

A “High” rating indicates it is more flexible for modifying or growing service.

On-Demand Zone-Based	On-Demand – External Nodes	Point Deviation	Flexible Route	Zone Route
High	**High**	**Moderate**	**Moderate**	**Low**
On-demand zones are highly adaptable as they can be quickly adjusted to demand fluctuations and new growth areas without requiring significant infrastructure changes.	This model is highly adaptable as the zone or external nodes can be quickly adjusted to demand patterns.	The list of stops can be expanded but pathways between stops must be coordinated and planned for efficiency. There is flexibility to expand service and stops, but adding stops requires additional agency vetting.	The zone can be easily adjusted to expand coverage and respond to changing demand along the route. As the service grows, additional vehicles may be needed, along with greater monitoring of on-time performance due to the potential for increased deviations.	Limitations in large-scale changes and flexibility. While zones can be modified, making extensive changes may compromise on-time performance at the scheduled departure and arrival endpoints.

Interoperability

Interoperability refers to how well a microtransit service model integrates with the existing transit network or existing technology. This includes the potential to establish connections or transfers to existing fixed routes and the potential to share scheduling technology with service types (i.e., shared-ride service).

A “Low” rating indicates a lower likelihood of integration with other existing services.

A “High” rating indicates a higher likelihood of integration with other existing services.

On-Demand Zone-Based	On-Demand – External Nodes	Point Deviation	Flexible Route	Zone Route
High	**High**	**High**	**Moderate**	**Moderate**
Service zone can be designed to allow transfers to fixed-route. This service is also similar to shared-ride which could allow for comingling of vehicles or operators. Technology would be similar to shared-ride for trip booking and planning.	Service zone can be designed to allow transfers to fixed-route. This service is also similar to shared-ride which could allow for comingling of vehicles or operators. Technology would be similar to shared-ride for trip booking and planning.	Service zone can be designed to allow transfers to fixed-route. This service is also similar to shared-ride which could allow for comingling of vehicles or operators. Technology would be similar to shared-ride for trip booking and planning.	This service would likely be a new service area that would connect existing fixed routes. Technology would likely differ from trip booking and planning done for shared-ride service.	The service could feed to/from higher-capacity transit service by connecting endpoints to those services and aligning schedules. Technology would likely differ from trip booking and planning done for shared-ride service.

Technology Availability

Technology availability refers to the microtransit technology's (e.g., scheduling software) prevalence in the market.

A "Low" rating indicates it has a lower prevalence in the market.

A "High" rating indicates it has a higher prevalence in the market.

On-Demand Zone-Based	On-Demand – External Nodes	Point Deviation	Flexible Route	Zone Route
High	**High**	**High**	**Moderate**	**Low**
On-demand systems leverage advanced technology for real-time scheduling, mapping, and communication. These technologies are available and increasingly popular in microtransit.	On-demand systems leverage advanced technology for real-time scheduling, mapping, and communication. These technologies are available and increasingly popular in microtransit.	On-demand systems leverage advanced technology for real-time scheduling, mapping, and communication. These technologies are available and increasingly popular in microtransit.	This service model requires more sophisticated technology to track real-time adjustments to the route and update the status of each vehicle in service and incorporate scheduling modifications concurrently.	The service model lacks prevalence in the technology market compared to other models. The associated technology needs to schedule rides within a geographic zone while still adhering to timepoints.

Customer Experience

Customer experience refers to how favorable an option could be for the customer. It consists of a customer's experience with the physical ride and with the use of the service's associated technology.

A "Low" rating indicates it has potential for a worse customer experience.

A "High" rating indicates it has potential for a better customer experience.

On-Demand Zone-Based	On-Demand – External Nodes	Point Deviation	Flexible Route	Zone Route
High	**High**	**Moderate**	**Moderate**	**Moderate**
This model provides high customer satisfaction, as passengers can request rides where and when they need them, offering a high level of flexibility and convenience.	Customers enjoy the convenience of on-demand rides and the benefit of being able to access external nodes, which broadens their service options. However, the external nodes can result in longer wait times.	Offers flexibility by allowing customers to select pick-up and drop-off locations from predefined locations but is less accommodating than on-demand zone-based models due to these limitations.	Customers may appreciate the flexibility of a regular, reliable schedule and the ability to request deviations off the route. Although users may experience frustration if the route schedule is delayed due to deviations.	Customers benefit from increased accessibility in a defined corridor but have to conform to a set schedule and predetermined stop at one end of the zone route.

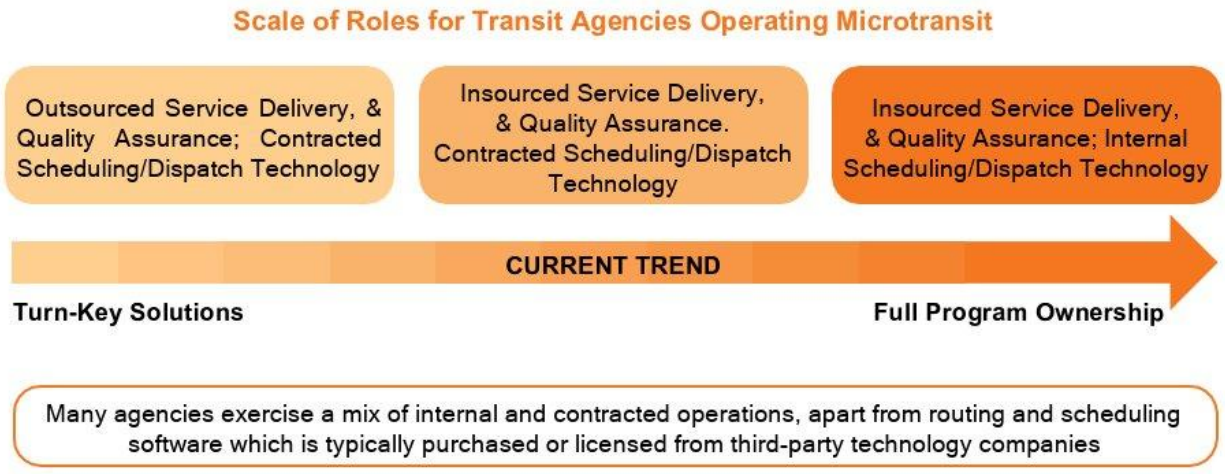
Service Models Evaluation Summary

The following matrix summarizes the relative scores and cumulative scores for each model. The total score is the sum of the scores across four evaluation criteria. In the matrix, Low represents one point, Moderate represents two points, and High represents three points. The highest scoring models overall are On-Demand Zone-Based and On-Demand External Nodes.

Criteria	On-Demand Zone-Based	On-Demand External Nodes	Point Deviation	Flexible Route	Zone Route
Adaptability	High	High	Moderate	Moderate	Low
Interoperability	High	High	High	Moderate	Moderate
Technology Availability	High	High	High	Moderate	Low
Customer Experience	High	High	Moderate	Moderate	Moderate
Total Score*	High (12)	High (12)	Moderate (10)	Moderate (8)	Low-Moderate (6)

Operating Models

A microtransit **operating model** refers to the logistics and mechanisms used to deliver the service. This can also be thought of as a *delivery model*. Service delivery for microtransit is a spectrum. An agency can fully contract out all required elements of the service to a single contractor or take full ownership. Many agencies implement a hybrid approach, in which some elements are contracted out to one contractor, while others are contracted to a different contractor or handled in-house.

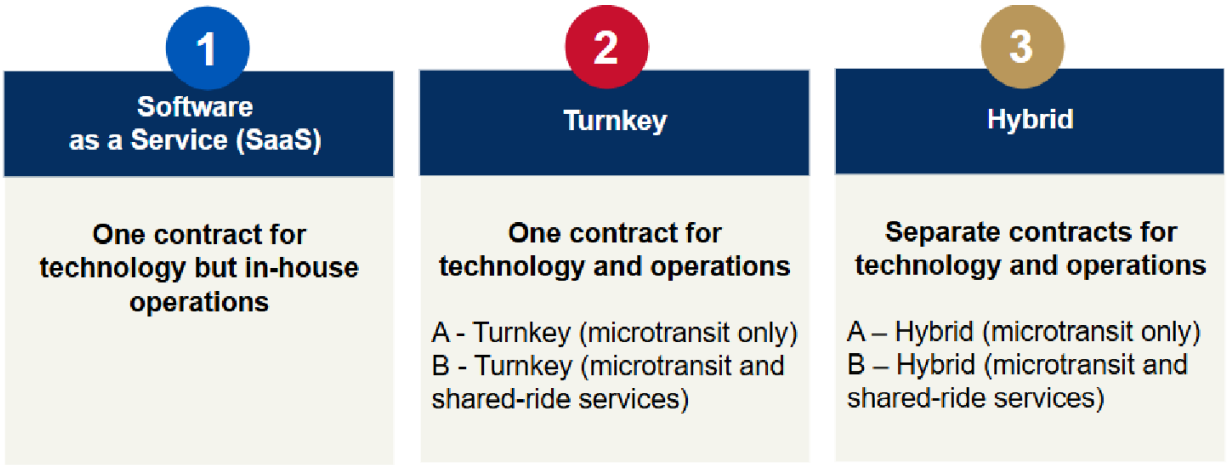


Source: National Center for Applied Transit Technology (N-CATT)

Operating models consist of a technology component and an operations component. This model type defines how service, vehicles, and operators are provided.

Potential operating models for microtransit are shown in **Figure 19**.

Figure 19: Microtransit Service Models



The existing RRTA fixed-route service follows a predetermined route and schedule provided by 17 bus routes. This service operates most similarly to the Software as a Service model, where operations are performed in-house and technology is contracted out.

Red Rose Access is a shared-ride, demand-response transportation service for seniors and persons with disabilities in Lancaster County. It is a door-to-door service in which trips are grouped based on travel time and location. This service operates closest to a Hybrid operating model, where responsibilities are a mix of contracted-out and in-house. For example, operators, technology, and the storage facility are contracted out. However, the vehicles and customer service agents are provided by SCTA.

Software as a Service (SaaS) – In-House

This service model allows transit agencies direct access to select and adjust their services, handling staffing, fleet management, and maintenance in-house. Agencies can directly influence customer experience and data collection, enabling tailored operations. While operations are run internally, agencies contract with technology vendors to provide hardware and scheduling software, usually through a licensing agreement—hence "software as a service." Since SCTA currently operates RRTA fixed-route service using this in-house approach, which includes owning a fleet of vehicles and storage facility, this model would require rebranding and associated costs to repurpose owned vehicles. The SaaS model would enable SCTA to respond quickly to service fluctuations without coordinating with an external contractor.

Turnkey A – Microtransit Only

This service model enables transit agencies to manage microtransit services independently of existing operations, providing flexibility to modify and expand microtransit as needed. In this model, microtransit is managed separately from other services, but the agency administers technology and operations for microtransit under a single contract. This arrangement may facilitate more efficient adjustments or growth of service elements by reducing the coordination required across multiple contracts.

Turnkey B – Microtransit & Shared-Ride

This service model also allows transit agencies to manage technology and operations under a single contract, but for all demand response services, unlikely Turnkey A. For SCTA, this would include Red Rose Access and microtransit services. This model allows the agency the ability to efficiently manage and adjust all service types. This model

minimizes the need for coordination across multiple contracts, allowing for quicker decision-making and more streamlined service adjustments.

Hybrid A – Microtransit Only

This service model enables transit agencies to administer microtransit services independently of their other transit offerings by using separate contracts for microtransit technology and operations. The technology contract addresses the maintenance and management of software for trip planning, service optimization, and data collection, while the operations contract encompasses responsibilities such as vehicle fleet management, operator staffing, and other essential service components. Separating microtransit from the broader transit system affords agencies greater flexibility to refine specific aspects of the microtransit program without affecting the overall network. This granularity is particularly beneficial for pilot programs, where adaptability and targeted assessments are critical.

Hybrid B – Microtransit & Shared-Ride

This service model allows transit agencies to manage all services at the individual element level, creating a modular framework. Within this model, one contractor operates multiple transit services—such as shared-ride and microtransit—but the agency procures technology separately for the contractor's use. Separating the technology contract out allows flexibility in choosing technology platforms for each service type. The agency would manage the microtransit technology contract while the operations contractor is responsible for delivering all modes using agency-procured technology. Technology for other transit services, such as shared-ride, may also be acquired through separate technology contracts. In comparison to Hybrid A, this model embeds microtransit within a larger transit ecosystem, allowing for centralized operations but with distributed technology oversight. While it increases flexibility, it also requires more coordination across vendors and contracts to ensure consistency.

Operating Models Evaluation

The microtransit operating model options were evaluated based on the following elements, which are defined in subsequent sections:

- **Ease of implementation**
- **Infrastructure needs**
- **Costs**
- **Customer experience**
- **Interoperability**
- **Reporting**
- **Adaptability**

Evaluation criteria were determined by implementation infrastructure needs and ability to monitor performance to adjust service as needed. All evaluation ratings were qualitative, with scores of Low, Moderate, or High. Ratings for each option were assigned based on its standing relative to its counterparts. These ratings were used to determine each option's cumulative score. Microtransit operating model options were scored considering RRTA's existing operations and service delivery approach and were evaluated independent of zone geography and service model.

Ease of Implementation

Ease of implementation refers to the time and effort to transition from planning to implementation.

A “Low” rating indicates it is more difficult or will take longer to implement the service.

A “High” rating indicates it is easier or will require less time to implement the service.

SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
Moderate	**High**	**Moderate**	**Moderate**	**Low**
Requires additional staff resources to implement as SCTA would need to obtain vehicles, hire operators, and conduct marketing to sustain all operational components.	Easier to implement as the contractor provides all elements of microtransit service. Separate service contracts would require additional coordination for SCTA, including microtransit service marketing.	Streamlined process for implementation with one contractor handling all elements of microtransit and shared-ride service. Consistency in branding and marketing among all services. Timeline is tied to when existing shared-ride service contract ends.	Requires more coordination for SCTA to manage multiple contracts. Microtransit service marketing will require additional coordination for the agency. It is similar to the current service model.	Requires more coordination for SCTA to manage multiple contracts. While it is similar to the current service model, the timeline is tied to when the existing shared-ride service contract ends.

Infrastructure Needs

Infrastructure needs refer to the level of agency responsibility in providing the vehicle and technology infrastructure required to implement microtransit service.

A “Low” rating indicates it requires more infrastructure than the agency is responsible for.

A “High” rating indicates it requires fewer infrastructure needs for the agency to be responsible for.

SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
Low	**High**	**High**	**Moderate**	**Moderate**
Agency is responsible for providing vehicles, facilities, and potentially technology hardware such as tablets and communications.	Contractor provides all infrastructure for microtransit service including vehicles and technology.	Contractor provides all infrastructure for all demand response services including vehicles and technology.	This would be like the existing model of separate contracts. SCTA may be responsible for some infrastructure (e.g., vehicles, facility, depending on preference).	This would be like existing model of separate contracts. SCTA may be responsible for some infrastructure (e.g., vehicles, facility, depending on preference).

Costs

Costs refer to the level of anticipated operating and capital costs. Note that costs are further described in later sections of the study report, and this current rating is qualitative and relative among the options.

- *Operating costs* include vehicle maintenance, staff, technology fees, marketing, and other day-to-day operations
- *Capital costs* include the procurement of new technology, vehicles, facilities, and stop infrastructure

A "Low" rating indicates potential for *higher* costs.

A "High" rating indicates potential for *lower* costs.

SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
High	**Moderate**	**Moderate**	**Moderate**	**Low**
Potential for lower overall cost as the agency handles operations with its resources (potentially utilizing existing vehicles and drivers) and paying for the necessary software.	Costs associated with hiring an external operator for microtransit, without added complexity of that contractor also managing shared-ride service. SCTA time for contract oversight.	Combining services under one contractor could offer efficiencies and reduce agency time for managing multiple contracts, potentially keeping costs similar to or lower than separate contracts.	Splitting contracts for operations and technology can be efficient but may require additional SCTA time for overseeing and coordinating multiple contracts.	Creating a comprehensive contract for microtransit and shared-ride services, plus a contract for technology could incur additional overall costs due to complexity and coordination challenges.

Customer Experience

Customer experience refers to how favorable an option could be for the customer. It consists of outreach and rider experience.

- *Outreach* refers to the information circulated by SCTA to inform customers of new services and upcoming changes. This includes marketing and branding efforts.
- *Rider experience* refers to responsiveness to customer feedback and the degree of agency control over service quality.

A "Low" rating indicates it has potential for a worse customer experience.

A "High" rating indicates it has potential for a better customer experience.

SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
High	**Low**	**Low**	**Moderate**	**Moderate**
Agency will have maximum control over quality. Service elements affecting customer experience such as staffing and vehicle maintenance are all performed in-house.	Agency will have limited control over quality. Achieving consistent quality of customer experience requires additional coordination with the contractor.	Agency will have limited control over quality. But there would be more consistency in customer experience between microtransit and shared-ride services.	Separate contracts could allow specialized contractors to provide higher quality, tailored service (technology, operators, etc.)	Separate contracts could allow specialized contractors to provide higher quality, tailored service (technology, operators, etc.)

Interoperability

Interoperability refers to how well a microtransit operating model option integrates with the existing transit network and service delivery.

A “Low” rating indicates a lower likelihood of integration with other existing services.

A “High” rating indicates a higher likelihood of integration with other existing services.

SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
High	**Moderate**	**Moderate**	**Moderate**	**Moderate**
Agency provides fixed-route and microtransit operations in-house and technology is contracted out. This approach is most similar to existing fixed-route operations, allowing good integration between these two services.	Agency may have challenges integrating existing fixed-route service with microtransit since different entities handle operations and scheduling. Comingling of microtransit and shared-ride trips is also not feasible given separate contractors.	A single contractor for both microtransit and shared-ride enhances interoperability between these two services, providing consistency. This can allow for the comingling of vehicles and operators.	Agency may have challenges integrating existing fixed-route service with microtransit since different entities handle operations and scheduling. Comingling of microtransit and shared-ride trips is also not feasible given separate contractors.	Operations under one contract provides consistency for users between shared-ride and microtransit services. This can allow for comingling of vehicles and operators with shared-ride service. Coordinating microtransit with in-house operated fixed-route service could be challenging.

Reporting

Reporting refers to performance data collection, monitoring, and reporting.

- *Data collection* refers to the methods used to collect data for performance monitoring and reporting.
- *Monitoring* refers to the ongoing, regular review of metrics such as ridership, wait time, safety, customer experience, etc.
- *Reporting* refers to recurring reports required for submission to FTA, PennDOT, and other funding partners.

A “Low” rating indicates it has less agency access to performance data and tools.

A “High” rating indicates greater agency access to performance data and tools.

SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
High	**Moderate**	**Moderate**	**Moderate**	**Moderate**
Agency has the highest level of control and access to performance data. The agency can tailor metrics, access real-time data, and directly oversee all aspects of reporting.	Contractor would provide data reporting for microtransit service. Agency would be responsible for aggregating this data with the other transit services for overall system reporting.	Contractor would provide data reporting for microtransit and shared-ride service, ensuring integrated and more consistent reporting across services. Agency would be responsible for overall system reporting.	Microtransit contractor would provide data reporting for its respective elements of service. Use of a third-party technology contractor may complicate reporting. Agency would be responsible for aggregating this data with the other transit services.	Contractor would provide data reporting for its respective elements of microtransit and shared-ride services. Use of a third-party technology contractor may complicate reporting. Agency would be responsible for overall system reporting.

Adaptability

Adaptability refers to the flexibility an agency has to modify its existing services to better meet transit needs and to adjust service capacity to allow for growth while maintaining service quality.

A “Low” rating indicates less flexibility for modifying or expanding the service.

A “High” rating indicates less flexibility for modifying or expanding the service.

SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
High	**Moderate**	**Moderate**	**Low**	**Moderate**
Agency has most direct control over service delivery to coordinate changes and modifications to service while maintaining service quality. Technology changes to support service adjustments are handled by the agency.	Agency has control to modify all aspects of each service mode but must coordinate microtransit service changes (within the terms of the contract) separately from fixed-route and shared-ride services.	Agency has control to modify all aspects of each demand response service mode (within the terms of the contract) in a “one-stop-shop” approach.	Agency has less control to modify service elements. Agency must separately coordinate changes to operations and technology elements of service.	Agency has less control to modify service elements. Agency can coordinate microtransit and shared-ride service changes (within the terms of the contract) with one contractor but must separately coordinate technology changes.

Operating Models Evaluation Summary

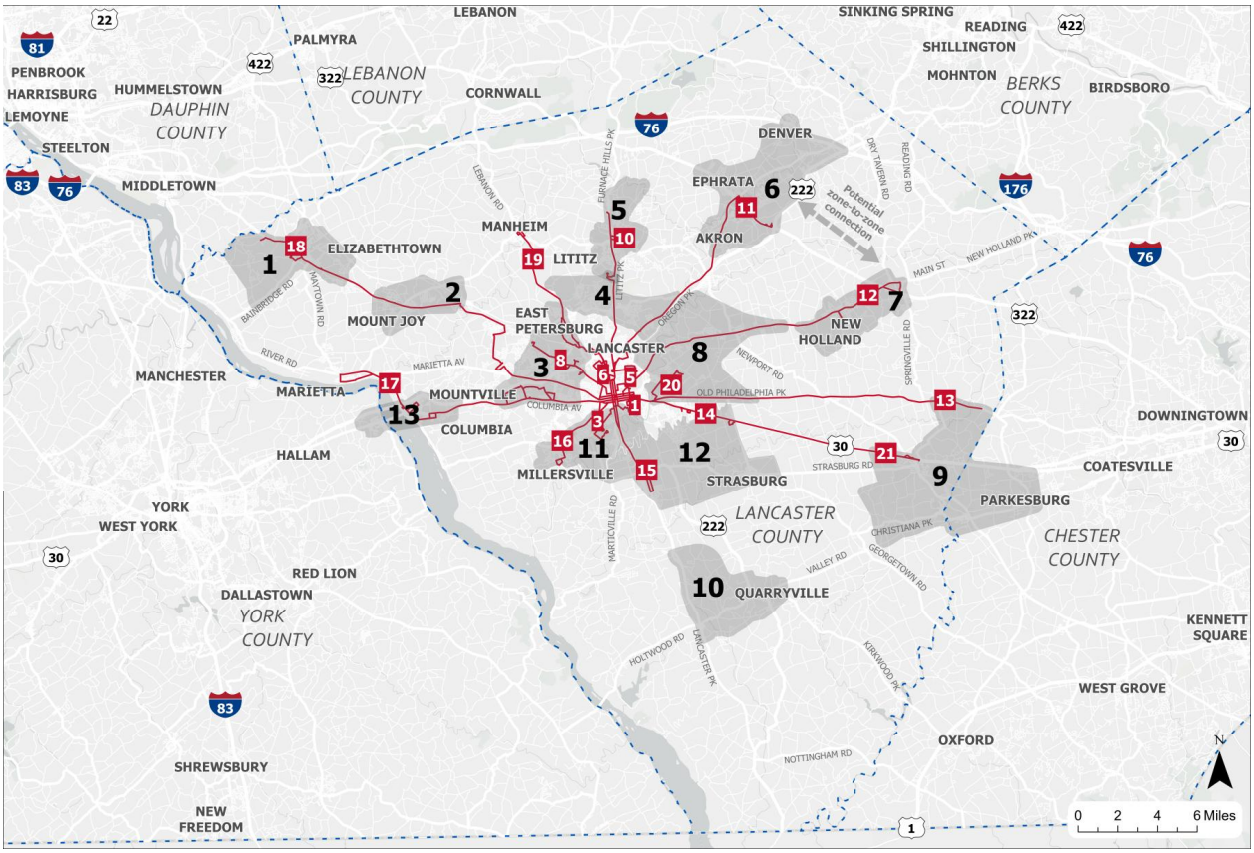
The following matrix summarizes the relative scores and cumulative scores for each model. The total score is the sum of the scores across seven evaluation criteria. In the matrix, Low represents 1 point, Moderate represents 2 points, and High represents 3 points. The highest scoring model overall is Software as a Service, followed by Turnkey B and Turnkey A.

Criteria	SaaS	Turnkey A (microtransit only)	Turnkey B (microtransit + shared-ride)	Hybrid A (microtransit only)	Hybrid B (microtransit + shared-ride)
Ease of Implementation	Moderate	High	Moderate	Moderate	Low
Infrastructure Needs	Low (more needs)	High (less needs)	High (less needs)	Moderate	Moderate
Costs	High (lower cost)	Moderate	Moderate	Moderate	Low (higher cost)
Customer Experience	High	Low	Low	Moderate	Moderate
Interoperability	High	Moderate	High	Moderate	Moderate
Reporting	High	Moderate	High	Moderate	Moderate
Adaptability	High	Moderate	High	Low	Moderate
Total Score	High (18)	Moderate (15)	High (17)	Moderate (13)	Low-Moderate (12)

Opportunity Zone Analysis

Guided by the study's goals, objectives, and the Steering Committee's input, 13 general areas were identified as zones that can effectively support microtransit service. These areas met the thresholds set for microtransit suitability, this included areas demonstrating moderate to moderate-high transit need and moderate transit potential. Areas showing lack of existing service or fixed-route schedules experiencing low performance were investigated further for the potential of partial route replacement. The 13 opportunity zones are as shown below in **Figure 20**.

Figure 20: Opportunity Zones



1. **Elizabethtown**
2. **Mount Joy**
3. **East Petersburg–East Hempfield**
4. **Neffsville**
5. **Lititz**
6. **Ephrata–Denver**
7. **New Holland[A]**
8. **Leola**
9. **Gap–Christiana[B]**
10. **Quarryville**
11. **Millersville**
12. **Willow Street–Strasburg–Outlets**
13. **Columbia–Wrightsville[C]**

A. Potential connection between zones could be considered

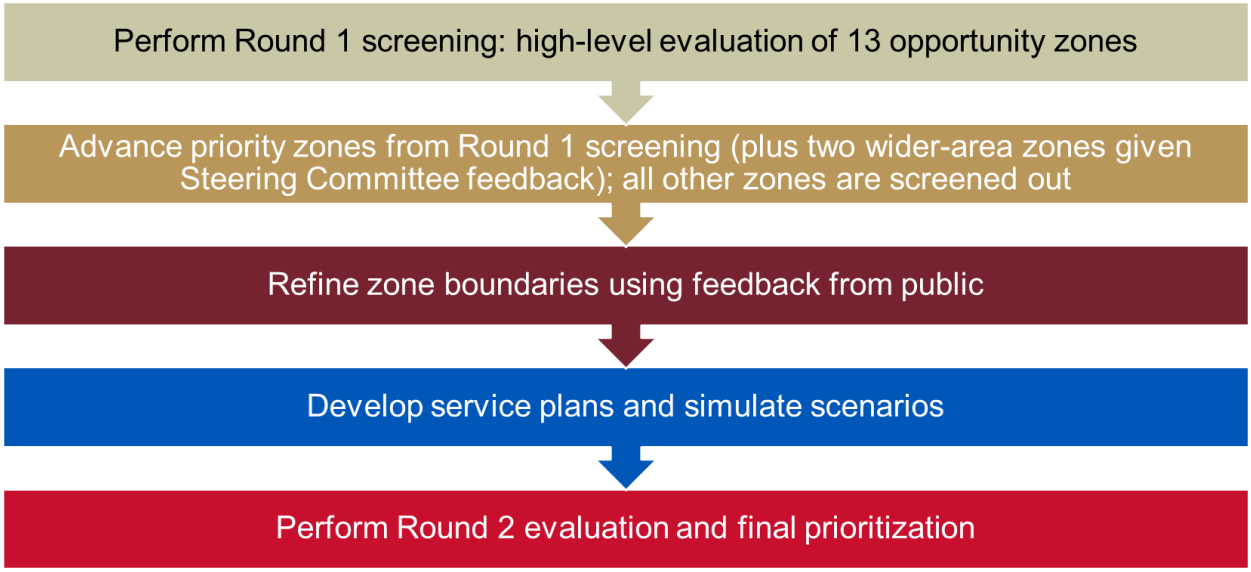
B. Would require coordination between Chester County and TMACC

C. Would require coordination with rabbittransit

The evaluation approach for identifying priority zones suited for microtransit implementation involved two rounds of screening. The two rounds utilized different metrics to determine suitability. The first round of screening evaluated all 13 of the initially identified opportunity zones. The data-driven approach, rooted in census and demographic data, enabled the study team to conduct spatial analysis and perform additional calculations to identify the top seven opportunity zones.

The top seven-ranked zones advanced to Round 2 for zone refinement and additional analysis. In addition, two broader service-area zones advanced, bringing the total to nine priority zones. The second round assessed the feasibility of microtransit services by simulating performance metrics and associated operating costs. The final rankings help in prioritizing where microtransit service can have the greatest impact while achieving the study's goals and objectives. At each stage, the public and Steering Committee feedback was essential for ensuring the data reflected the community's transportation needs (**Figure 21**).

Figure 21: Evaluation Methodology



Round 1 Screening

Round 1 screened the 13 opportunity zones using the criteria listed in **Figure 22** on the next page, developed using calculations and spatial analysis.

Table 5 contains the findings from the Round 1 Screening Evaluation.

Zones were scored in each measure relative to each other. An index of 1.00 is the highest scoring zone for that measure, and all lower values are a proportional index. The total score is the sum of all indices for the zone (**Table 6)**.

Figure 23 shows the zones that advanced from the Round 1:

3. **East Petersburg–East Hempfield**
5. **Lititz**
6. **Ephrata–Denver**
8. **Leola**
11. **Millersville**
12. **Willow Street–Strasburg–Outlets**
13. **Columbia–Wrightsville**

The Steering Committee also suggested that two wider-area zones be advanced to the Round 2 analysis — a Fixed-Route Connector zone and a Countywide zone.

Figure 22: Round 1 Evaluation Criteria

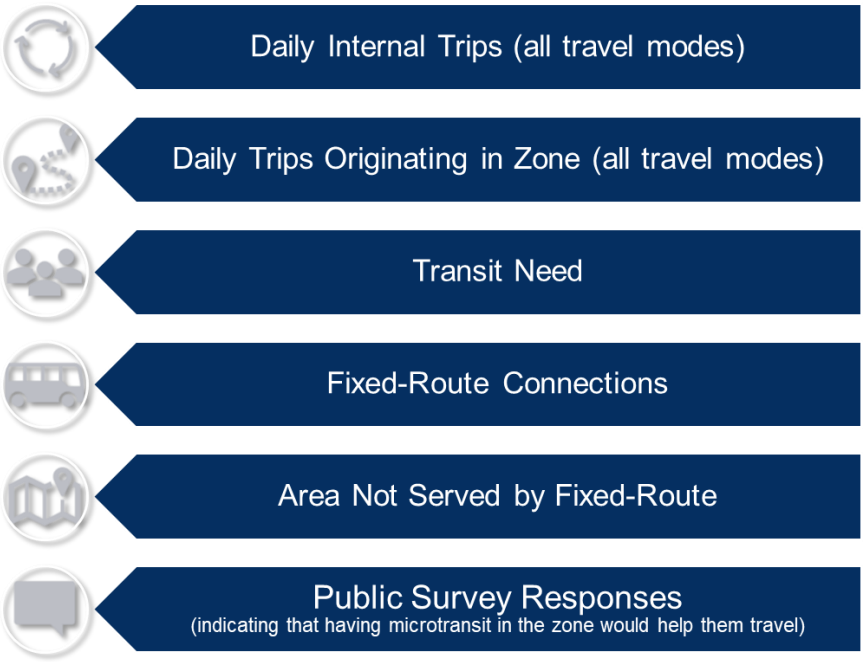


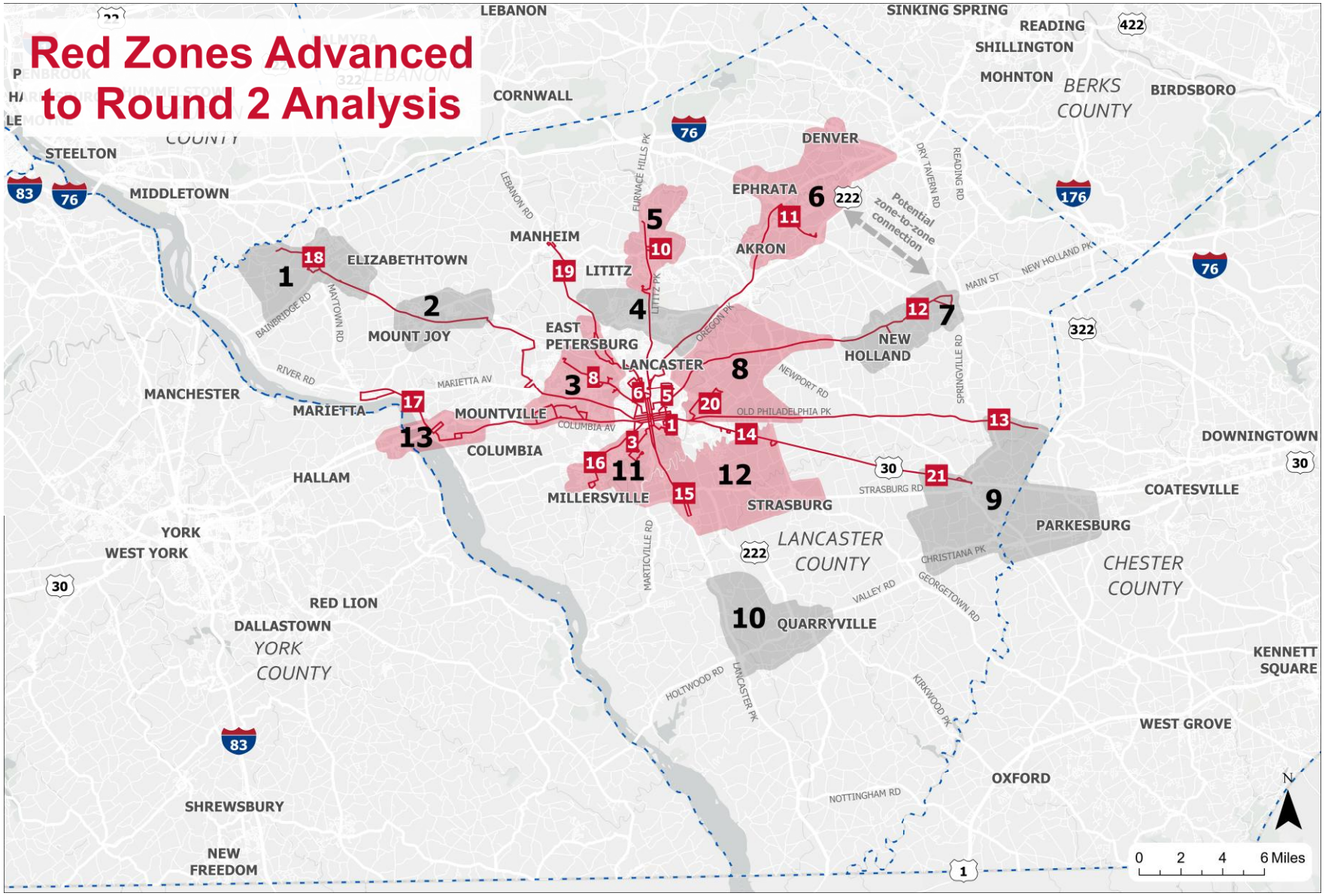
Table 5: Round 1 Screening Evaluation Findings

#	Zone Name	Internal Trip Density (trips per sq. mi.)	Total Trip Density (trips per sq. mi.)	Transit Need Rating	Fixed-Route Connections	Area Not Served by Fixed-Route (sq. mi.)	Public Survey Responses
1	**Elizabethtown**	2,760	5,360	Moderate-High	2	13.2	111
2	**Mount Joy**	2,280	5,420	Low-Moderate	2	7.0	112
3	**East Petersburg-East Hempfield**	3,480	11,320	Moderate	4	5.5	182
4	**Neffsville**	1,930	6,600	Moderate	3	8.2	132
5	**Lititz**	3,830	8,920	Low-Moderate	1	7.2	256
6	**Ephrata-Denver**	3,260	6,160	Moderate	1	23.0	200
7	**New Holland**	1,990	4,930	Moderate-High	1	8.7	130
8	**Leola**	1,310	4,060	Moderate-High	5	16.6	150
9	**Gap-Christiana**	690	1,680	Moderate-High	4	37.3	77
10	**Quarryville**	750	2,060	Moderate-High	0	17.5	116
11	**Millersville**	4,290	11,370	Moderate	4	6.9	198
12	**Willow Street-Strasburg-Outlets**	1,380	3,790	Moderate	3	23.1	220
13	**Columbia-Wrightsville**	3,570	7,980	Moderate-High	2	5.1	169

Table 6: Round 1 Screening Evaluation Relative Index

#	Zone Name	Internal Trip Density	Total Trip Density	Transit Need Rating	Fixed-Route Connections	Area not served by fixed route	Public Survey Responses	Total Score	Rank
1	Elizabethtown	0.64	0.47	0.91	0.40	0.35	0.43	3.2	10
2	Mount Joy	0.53	0.48	0.76	0.40	0.19	0.44	2.8	12
3	East Petersburg-East Hempfield	0.81	1.00	0.90	0.80	0.15	0.71	4.4	2
4	Neffsville	0.45	0.58	0.89	0.60	0.22	0.52	3.3	9
5	Lititz	0.89	0.78	0.79	0.20	0.19	1.00	3.9	3
6	Ephrata-Denver	0.76	0.54	0.85	0.20	0.62	0.78	3.7	4
7	New Holland	0.46	0.43	0.96	0.20	0.23	0.51	2.8	11
8	Leola	0.31	0.36	1.00	1.00	0.45	0.59	3.7	5
9	Gap-Christiana	0.16	0.15	0.92	0.80	1.00	0.30	3.3	8
10	Quarryville	0.17	0.18	0.91	0.00	0.47	0.45	2.2	13
11	Millersville	1.00	1.00	0.89	0.80	0.18	0.77	4.6	1
12	Willow Street-Strasburg-Outlets	0.32	0.33	0.85	0.60	0.62	0.86	3.6	7
13	Columbia-Wrightsville	0.83	0.70	0.92	0.40	0.14	0.66	3.7	6

Figure 23: Zones Advanced to Round 2 Analysis



Zone Service Plans

Zone Refinement Methodology

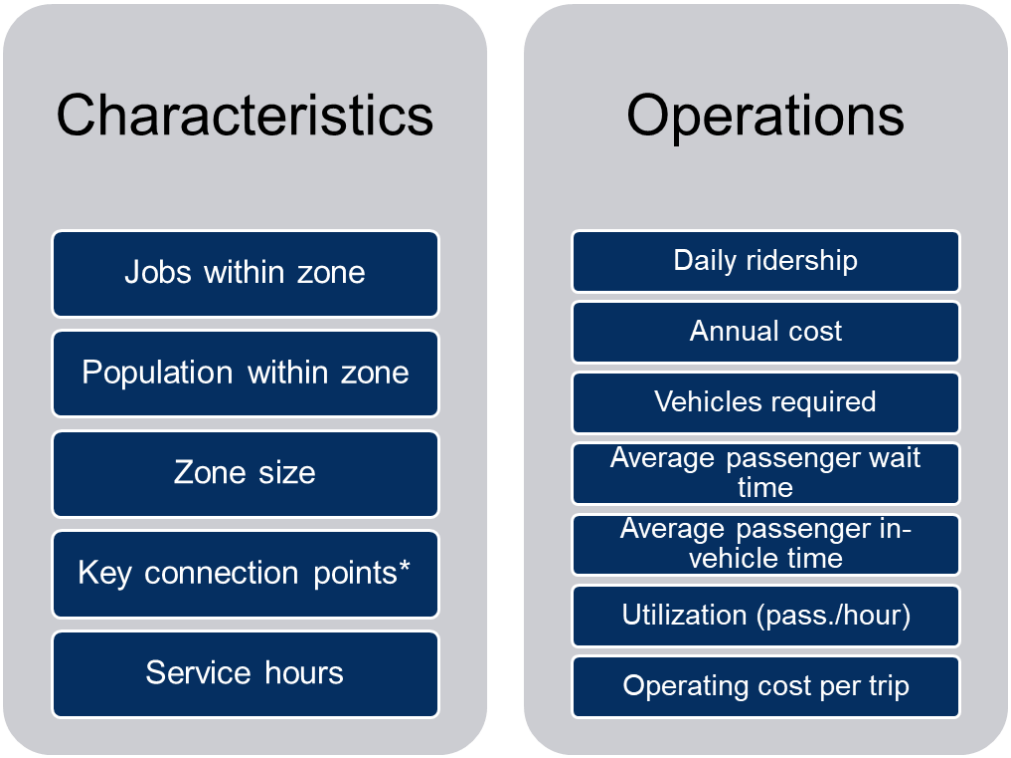
Preliminary zone boundaries from the opportunity zone identification process were refined for the priority zone analysis in Round 2, taking several factors into account. These considerations included aligning zone boundaries with natural features, transportation infrastructure, municipal and census boundaries where possible, ensuring consistency with existing travel patterns, and public input from Phase 1 of public engagement.

The refined zones include major trip generators such as shopping centers, medical facilities, educational institutions, and employment hubs. Zone refinement maximized fixed-route connections to create smooth transfer opportunities between buses and microtransit services and balanced public feedback integration on specific destinations to enhance overall connectivity.

Zone Metrics Methodology

Characteristics of potential microtransit service per zone were set based on adjacent fixed-route service and public feedback, including service hours and average wait time targets. For operational metrics, spatial analysis and microtransit simulation modeling were used to calculate metrics as shown on the next page (**Figure 24**).

Figure 24: Round 2 Evaluation Metrics



**Number of connecting bus routes and number of key destinations such as medical, shopping, education, and public services.*

Modeling

Kimley-Horn developed a microtransit simulation tool to estimate service performance based on specific inputs, including service design parameters, service area, travel pattern data, and available connecting transit services. The tool uses this information to predict key performance indicators, such as expected ridership, required fleet size, and operating costs. This prediction can inform and guide which zones will be more efficient in terms of operating costs, required resources, and staffing needs.

Operating cost calculations were based on an assumed $80 per vehicle revenue hour. This value was deemed a conservative estimate often used by agencies when planning microtransit service. These modeling estimates produced ranges for the output metrics, reflecting lower and higher ridership scenarios, and are often reported as an average. For instance, actual in-vehicle times may be longer than the reported average estimated by the model during periods of traffic congestion and other extenuating circumstances.

Service Design Parameters

The service design parameters served as inputs to the microtransit simulation tool. Based on the microtransit model evaluation, the On-Demand Zone-Based service model ranked highly in adaptability, interoperability, technology availability, and customer experience. This model allows riders to travel anywhere within the pre-defined zone boundary. The study team assumed a On-Demand Zone-Based service model based on the evaluation, and selected a target wait time of 20 minutes based on survey responses, with a maximum of 45 minutes. These service targets align with peer agencies that provide similar services and with expectations from public feedback. Service hours are also expected to align with fixed-route service while serving highly traveled patterns. The vehicles selected will have about 7 to 9 seats available, though this may vary based on vehicle type, availability, and level of accessibility. All vehicles are assumed to be ADA-compliant. Final vehicle selection will depend on zone size and estimated ridership.

Zone Operations Metrics

Zone operations metrics reflect outcomes derived from service design parameters, which function as inputs within the microtransit simulation tool. Assessing microtransit performance for each zone will effectively measure operational efficiency relative to anticipated ridership levels. The following metrics were calculated from the microtransit simulation tool:

- **Daily Ridership** is the estimated number of passengers on the microtransit service per day.
- **Annual Cost** – the estimated operating costs (inclusive of vehicles, operators, technology) for running microtransit service, assumed to be $80 per vehicle revenue hour.
- **Vehicles Required** represents the minimum number of vehicles needed to serve peak service demand, not inclusive of spare vehicles.
- **Average Passenger Wait Time** is the average amount of time a passenger waiting for a microtransit vehicle to pick them up after booking an on-demand booking trip.
- **Average Passenger In-Vehicle Time** calculates the average amount of time a passenger spends in a microtransit vehicle, inclusive of time spent picking up other passengers.
- **Utilization** represents the number of passengers per vehicle revenue hour, where revenue hours account for hours that vehicles are available to service customers.
- **Operating Cost per Passenger Trip** measures the average operating cost to the agency for each passenger trip.

It is typical practice for transit agencies to implement microtransit service on weekdays during the pilot service stage. Once the agencies can evaluate the service's performance and determine whether microtransit is suitable for the service area, they can commit to greater investments in weekend service. The following evaluation and prioritization of Round 2 zones are based on weekday service metrics; however, weekend service was also modeled to support future decision-making.

Refined Priority Zones

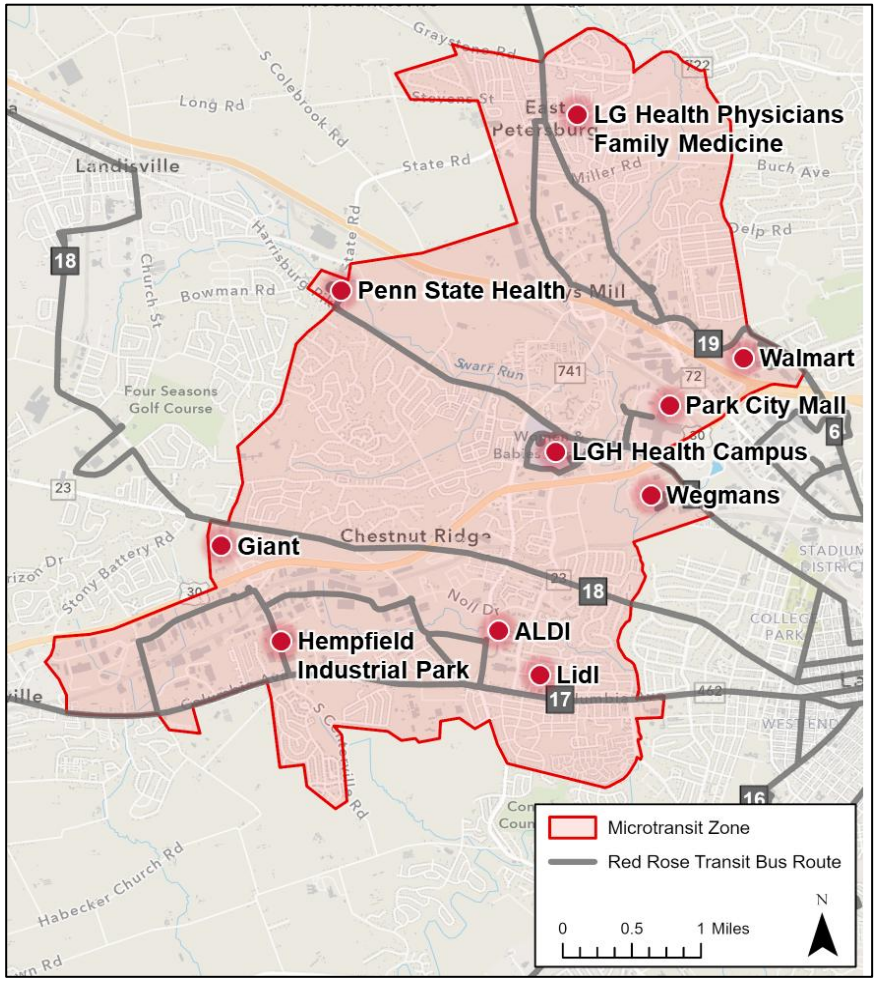
The following subsections show key metrics and maps for each of the nine priority zones that were refined and evaluated through the Round 2 analysis.

East Petersburg-East Hempfield

Table 7: East Petersburg-East Hempfield Zone Service Plan

Characteristic	Value
Zone Size	15 sq. mi.
Residents in zone	31,240
Jobs in zone	30,250
Key connection points	79
Service hours	6:00 am to 10:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	170 – 225 per day
Weekday service operating cost	$1.22M – $1.63M per year
Vehicles required	4 – 5
Average passenger wait time	18 – 19 minutes
Average passenger in-vehicle time	10 – 11 minutes
Passengers per vehicle-hour	~ 2.8
Operating cost per passenger trip	~ $28.50

Figure 25: East Petersburg-East Hempfield Microtransit Zone

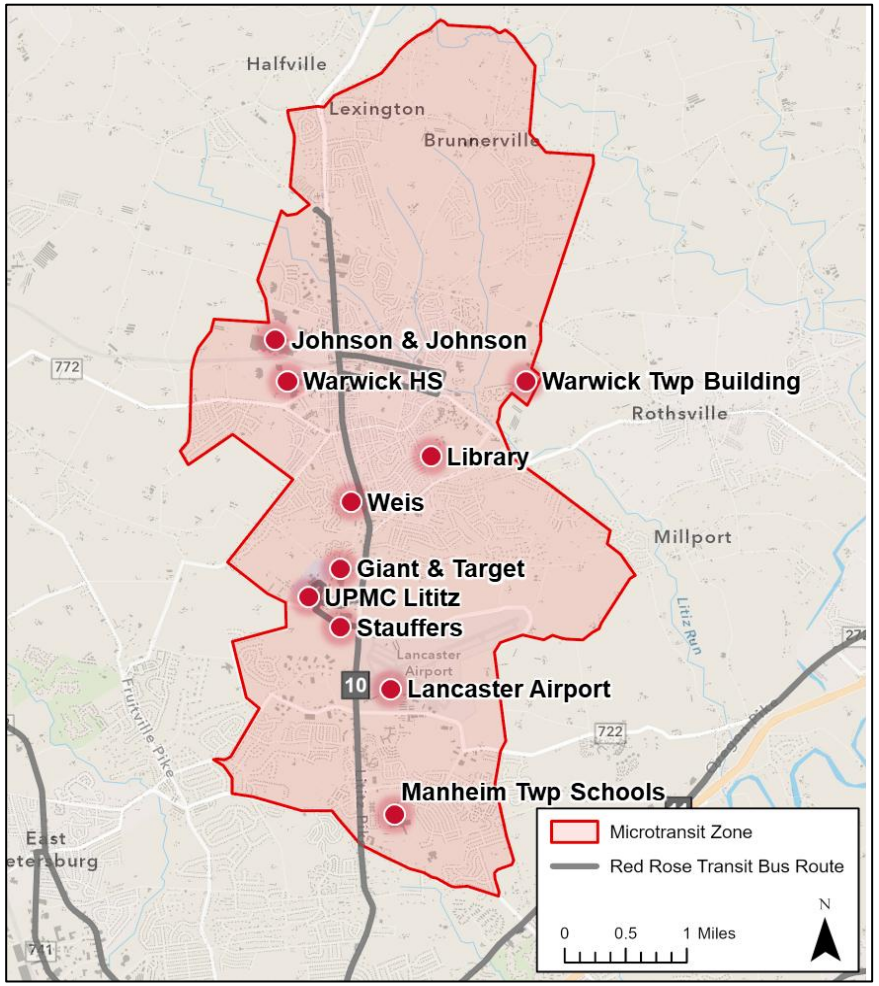


Lititz Zone

Table 8: Lititz Zone Service Plan

Characteristic	Value
Zone Size	16 sq. mi.
Residents in zone	30,600
Jobs in zone	13,550
Key connection points	36
Service hours	5:30 am to 7:30 pm on weekdays
Operations Metric	**Value**
Weekday ridership	100 – 135 per day
Weekday service operating cost	$569K – $853K per year
Vehicles required	2 – 3
Average passenger wait time	17 – 18 minutes
Average passenger in-vehicle time	12 minutes
Passengers per vehicle-hour	3.2 – 3.5
Operating cost per passenger trip	$22.50 – $25.00

Figure 26: Lititz Microtransit Zone

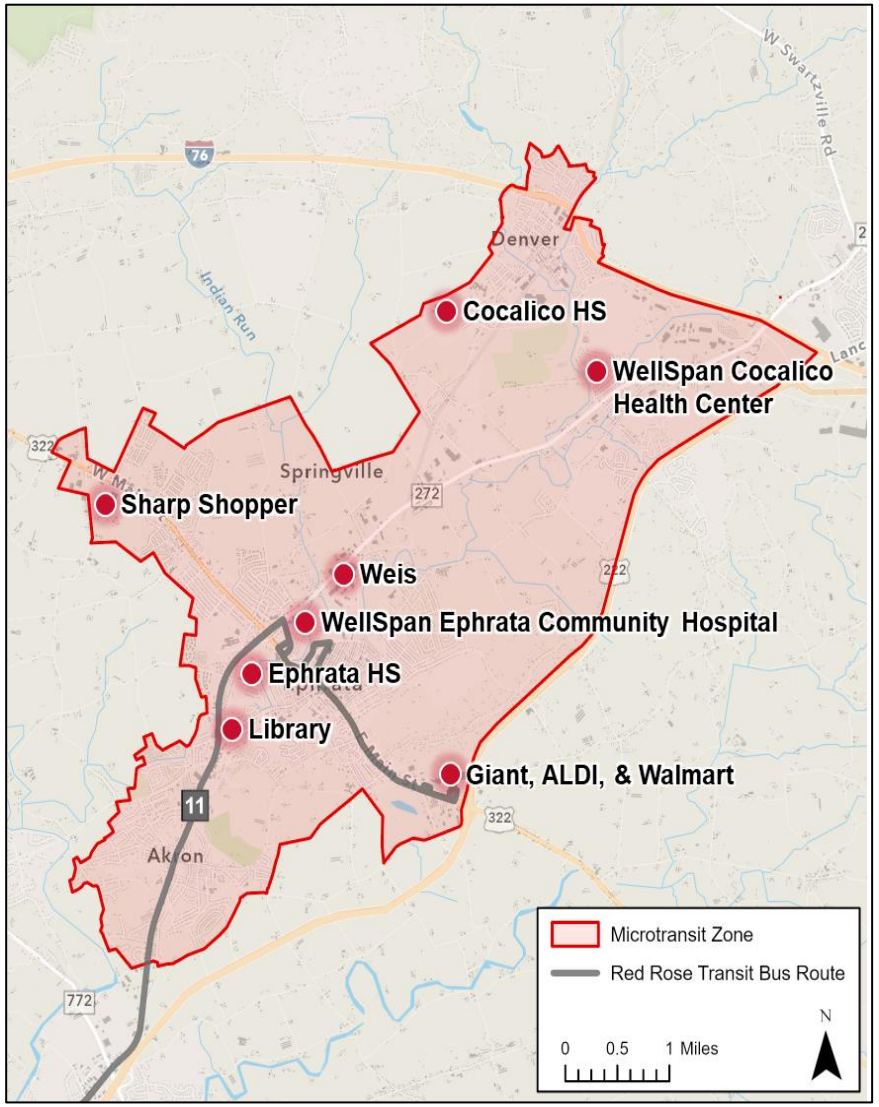


Ephrata–Denver Zone

Table 9: Ephrata-Denver Zone Service Plan

Characteristic	Value
Zone Size	21 sq. mi.
Residents in zone	32,140
Jobs in zone	15,140
Key connection points	34
Service hours	5:30 am to 8:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	160 – 215 per day
Weekday service operating cost	$1.18M – $1.97M per year
Vehicles required	4 – 7
Average passenger wait time	16 – 18 minutes
Average passenger in-vehicle time	10 – 12 minutes
Passengers per vehicle-hour	2.2 – 2.7
Operating cost per passenger trip	$29.00 – $36.50

Figure 27: Ephrata-Denver Microtransit Zone

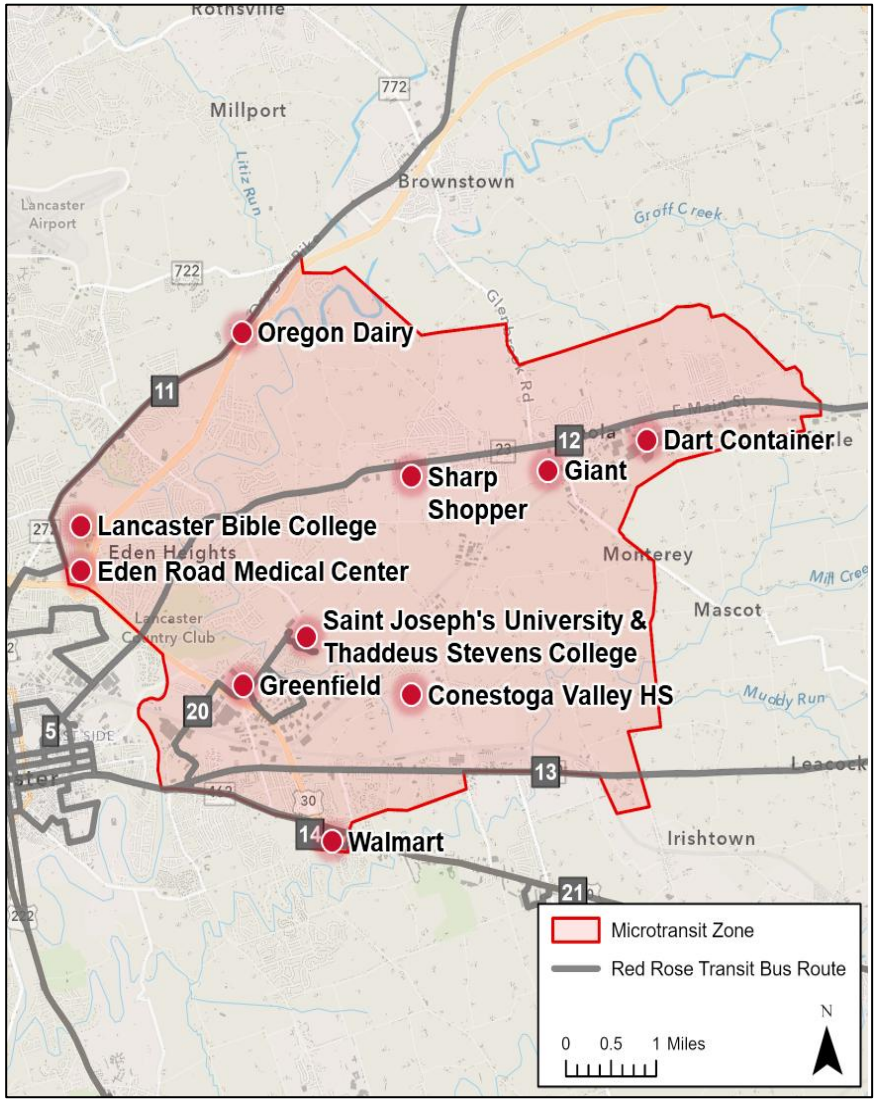


Leola Zone

Table 10: Leola Zone Service Plan

Characteristic	Value
Zone Size	30 sq. mi.
Residents in zone	29,850
Jobs in zone	22,850
Key connection points	49
Service hours	5:30 am to 8:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	120 – 160 per day
Weekday service operating cost	$884K – $1.26M per year
Vehicles required	3 – 5
Average passenger wait time	17 – 18 minutes
Average passenger in-vehicle time	12 – 16 minutes
Passengers per vehicle-hour	2.6 – 2.7
Operating cost per passenger trip	$29.00 – $31.00

Figure 28: Leola Microtransit Zone



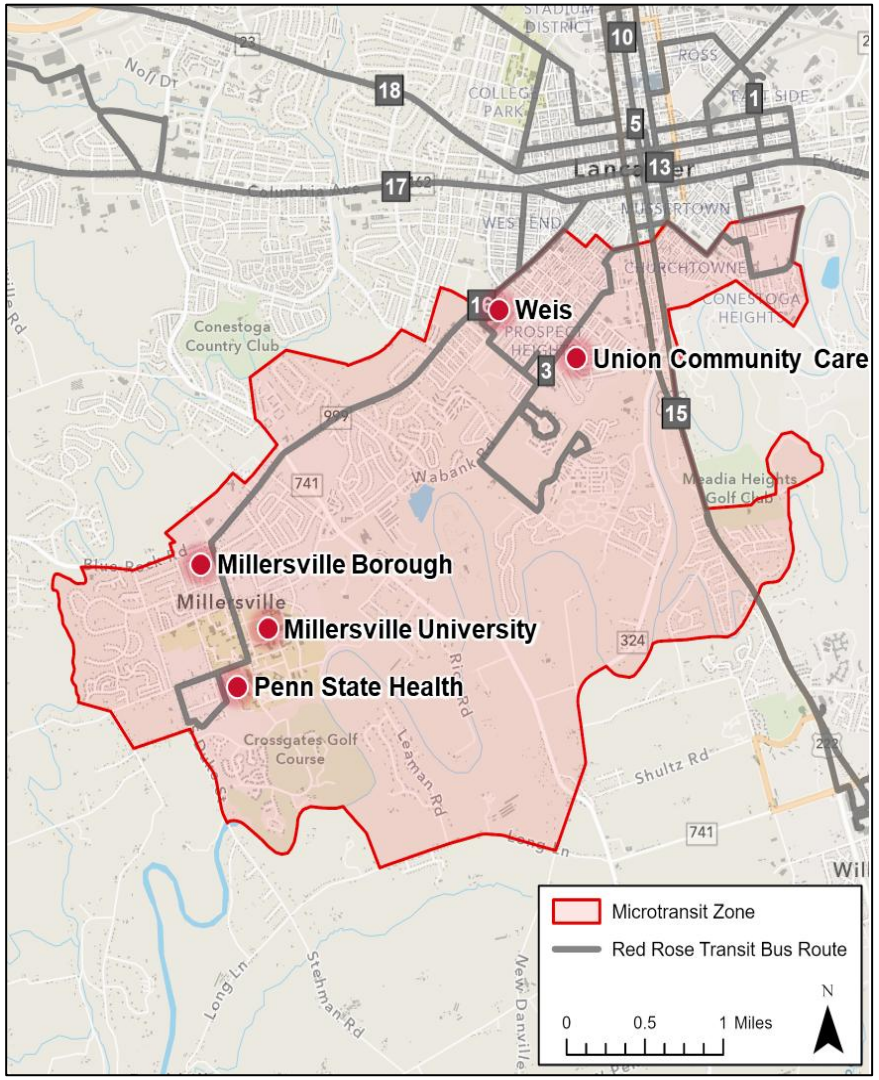
Millersville Zone

Table 11: Millersville Zone Service Plan

Characteristic	Value
Zone Size	10 sq. mi.
Residents in zone	36,230*
Jobs in zone	4,790
Key connection points	20
Service hours	5:30 am to 10:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	75 – 105 per day
Weekday service operating cost	$671K – $792K per year
Vehicles required	2 – 3
Average passenger wait time	15 – 16 minutes
Average passenger in-vehicle time	12 minutes
Passengers per vehicle-hour	2.3 – 2.6
Operating cost per passenger trip	$30.50 – $34.50

*U.S. Census Bureau's American Community Survey (ACS) population estimates include university and college students as residents.

Figure 29: Millersville Microtransit Zone

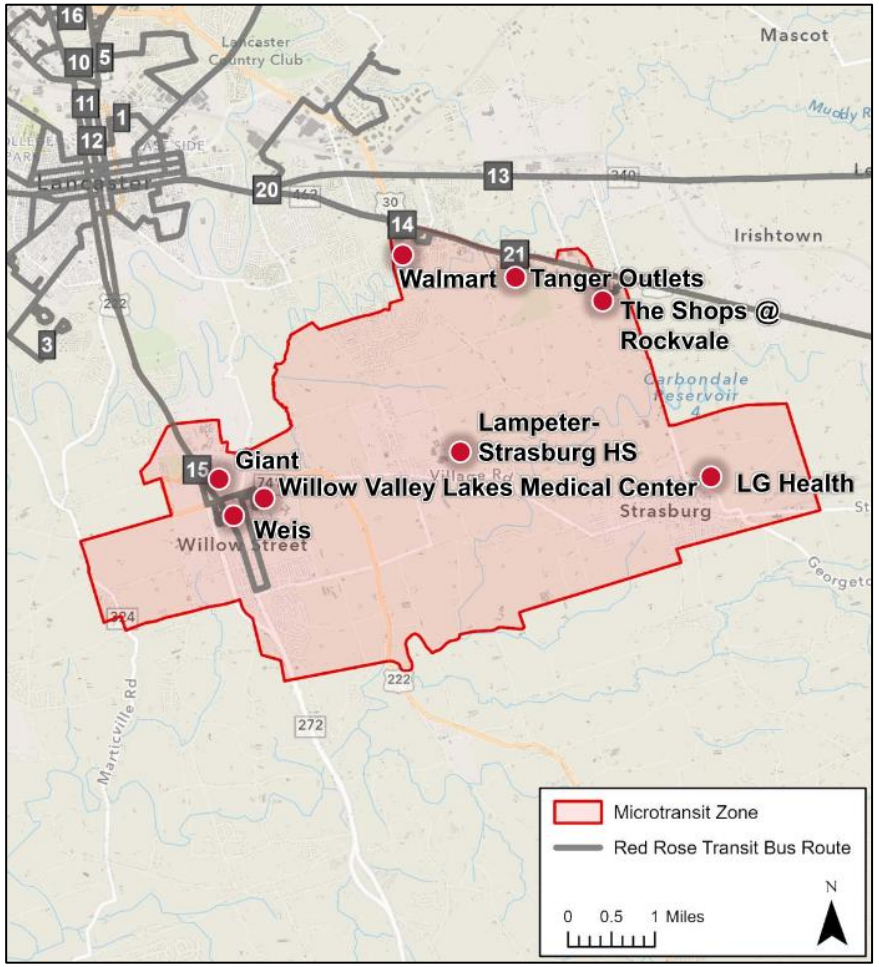


Willow Street–Strasburg–Outlets Zone

Table 12: Willow Street-Strasburg-Outlets Zone Service Plan

Characteristic	Value
Zone Size	24 sq. mi.
Residents in zone	19,350
Jobs in zone	8,690
Key connection points	42
Service hours	6:00 am to 8:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	75 – 100 per day
Weekday service operating cost	$650K – $853K per year
Vehicles required	3
Average passenger wait time	16 – 17 minutes
Average passenger in-vehicle time	13 – 16 minutes
Passengers per vehicle-hour	~ 2.4
Operating cost per passenger trip	~ $33.00

Figure 30: Willow Street-Strasburg-Outlets Microtransit Zone

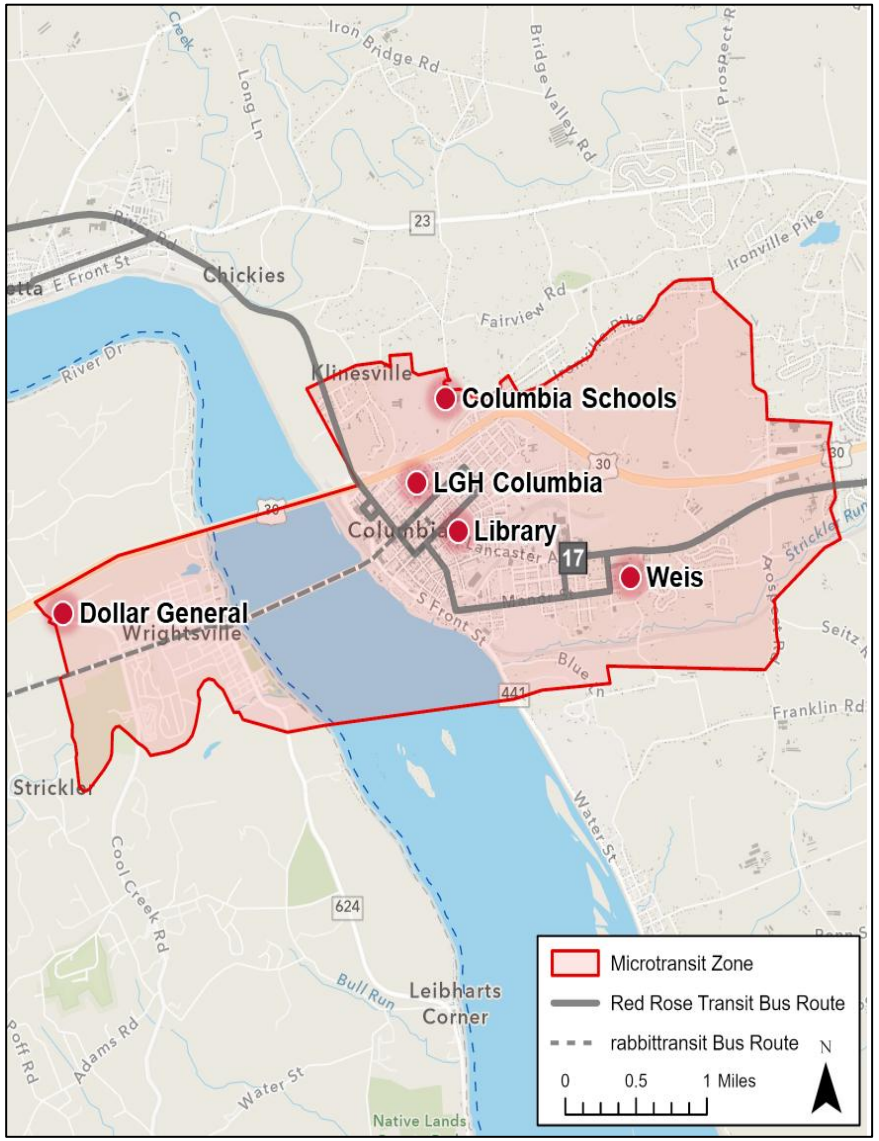


Columbia–Wrightsville Zone

Table 13: Columbia-Wrightsville Zone Service Plan

Characteristic	Value
Zone Size	9 sq. mi.
Residents in zone	16,860
Jobs in zone	4,120
Key connection points	16
Service hours	5:30 am to 9:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	30 – 40 per day
Weekday service operating cost	~ $315K per year
Vehicles required	1
Average passenger wait time	10 – 11 minutes
Average passenger in-vehicle time	11 – 16 minutes
Passengers per vehicle-hour	1.9 – 2.6
Operating cost per passenger trip	$31.00 – $41.50

Figure 31: Columbia-Wrightsville Microtransit Zone

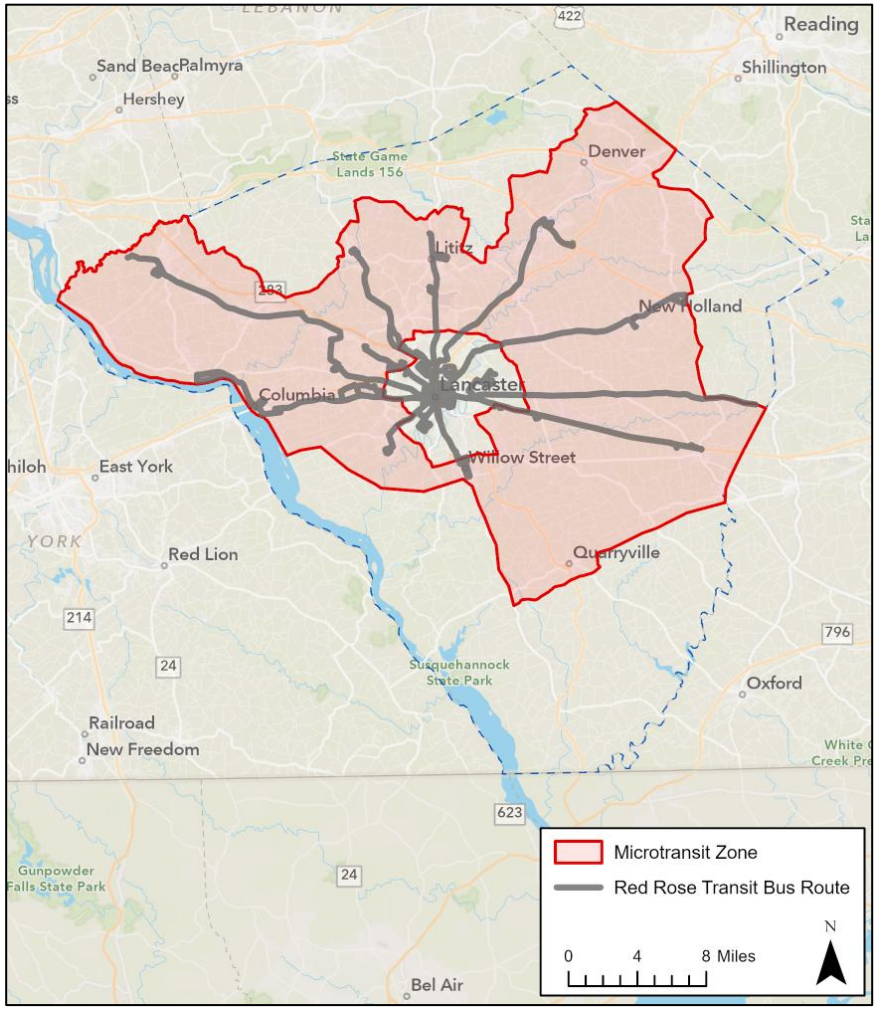


Fixed–Route Connector Zone

Table 14: Fixed-Route Connector Service Plan

Characteristic	Value
Zone Size	513 sq. mi.
Residents in zone	358,490
Jobs in zone	60,790
Key connection points	457
Service hours	5:00 am to 9:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	1,305 – 2,615 per day
Weekday service operating cost	$11.0M – $18.8M per year
Vehicles required	36 – 62
Average passenger wait time	45 minutes
Average passenger in-vehicle time	27 minutes
Passengers per vehicle-hour	2.4 – 2.8
Operating cost per passenger trip	$28.50 – $33.00

Figure 32: Fixed Route Connector Microtransit Zone

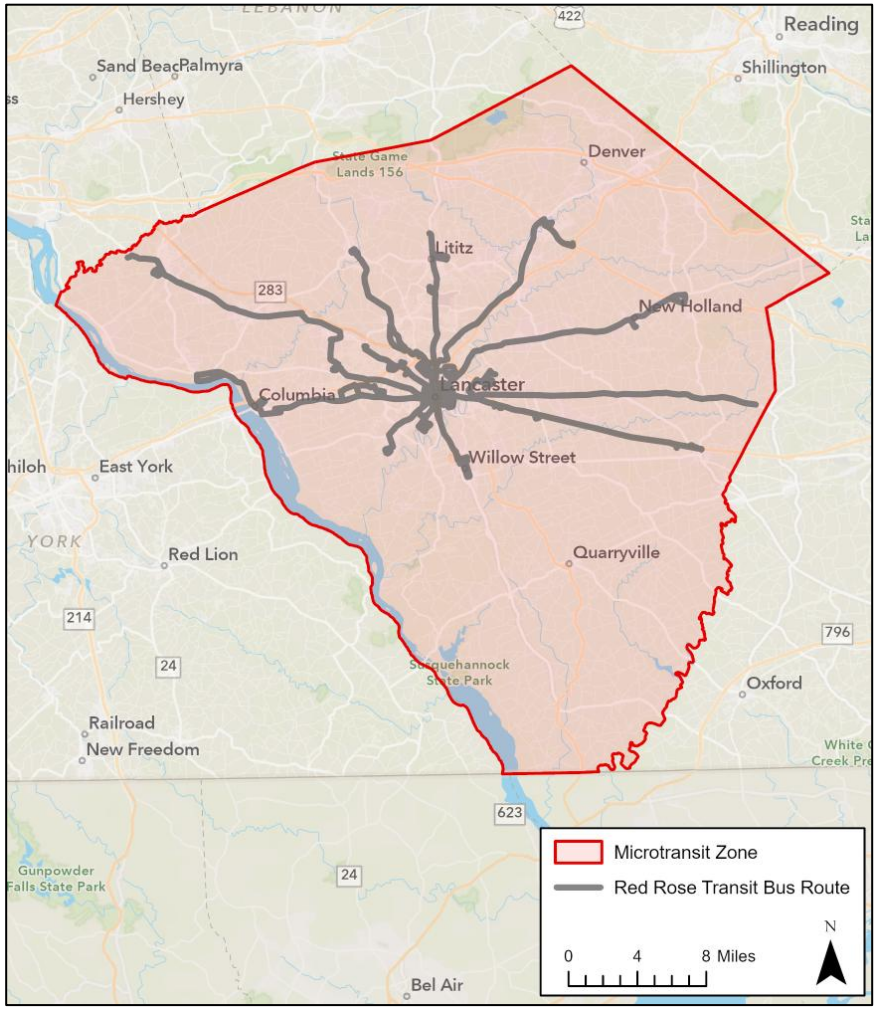


Countywide Zone

Table 15: Countywide Zone Service Plan

Characteristic	Value
Zone Size	983 sq. mi.
Residents in zone	555,150
Jobs in zone	251,790
Key connection points	585
Service hours	5:00 am to 9:00 pm on weekdays
Operations Metric	**Value**
Weekday ridership	2,340 – 4,680 per day
Weekday service operating cost	$21.4M – $28.2M per year
Vehicles required	71 – 116
Average passenger wait time	45 minutes
Average passenger in-vehicle time	60 minutes
Passengers per vehicle-hour	2.2 – 3.4
Operating cost per passenger trip	$23.50 – $36.00

Figure 33: Countywide Microtransit Zone



Zone Prioritization

Round 2 Evaluation

The priority zones were evaluated with measures closely tied to the study's goals and objectives, and were ranked to support the study's recommendations. The success of microtransit service can be measured against fulfillment of the study's goals: effectiveness, efficiency, and fiscal sustainability.

To be *effective*, microtransit should serve areas not covered by existing fixed-route transit, provide access to key connection points, and address demonstrated transit needs within the community.

Efficiency focuses on service performance, measured through indicators such as passengers per vehicle revenue hour (VRH) and the average passenger wait time, ensuring resources are used optimally to meet rider demand.

Fiscal sustainability assesses the long-term financial viability of the service by monitoring operating costs per passenger trip and daily vehicle revenue hours, helping balance service quality with budgetary constraints. Balancing these metrics provides a comprehensive framework for evaluating and improving microtransit operations.

In **Table 16**, zones were scored using measures that captured transit need by calculating the portion of areas lacking connection and transit access, and service metrics for operating and adding new service. It is important to note that metrics such as area not served by fixed route, key connection points, transit need, and passengers per vehicle revenue hour) are better as the value increases. Alternatively, average passenger wait time, operating cost per trip, and daily VRH are more beneficial the lower the value. Key connection points represent the number of connecting bus routes and number of key destinations such as medical, shopping, education, and public services

In **Figure 34**, the key microtransit simulation results are presented, separated by zone and by operational qualitative metrics, including daily ridership, wait time, vehicle needs, and annual cost.

While the larger zones—Fixed Route Connector and Countywide—can serve larger populations, the average wait time is more than double that of the localized zones. Greater vehicles are required, in turn drastically increasing the annual cost to maintain and provide service. For context, the annual cost to operate RRTA Bus and Access service is approximately $15 million and $7 million, respectively. These two zones are projected to approach or exceed the current cost of operating the entire RRTA fixed-route system and are therefore not financially feasible in the near-term.

Table 16: Round 2 Evaluation

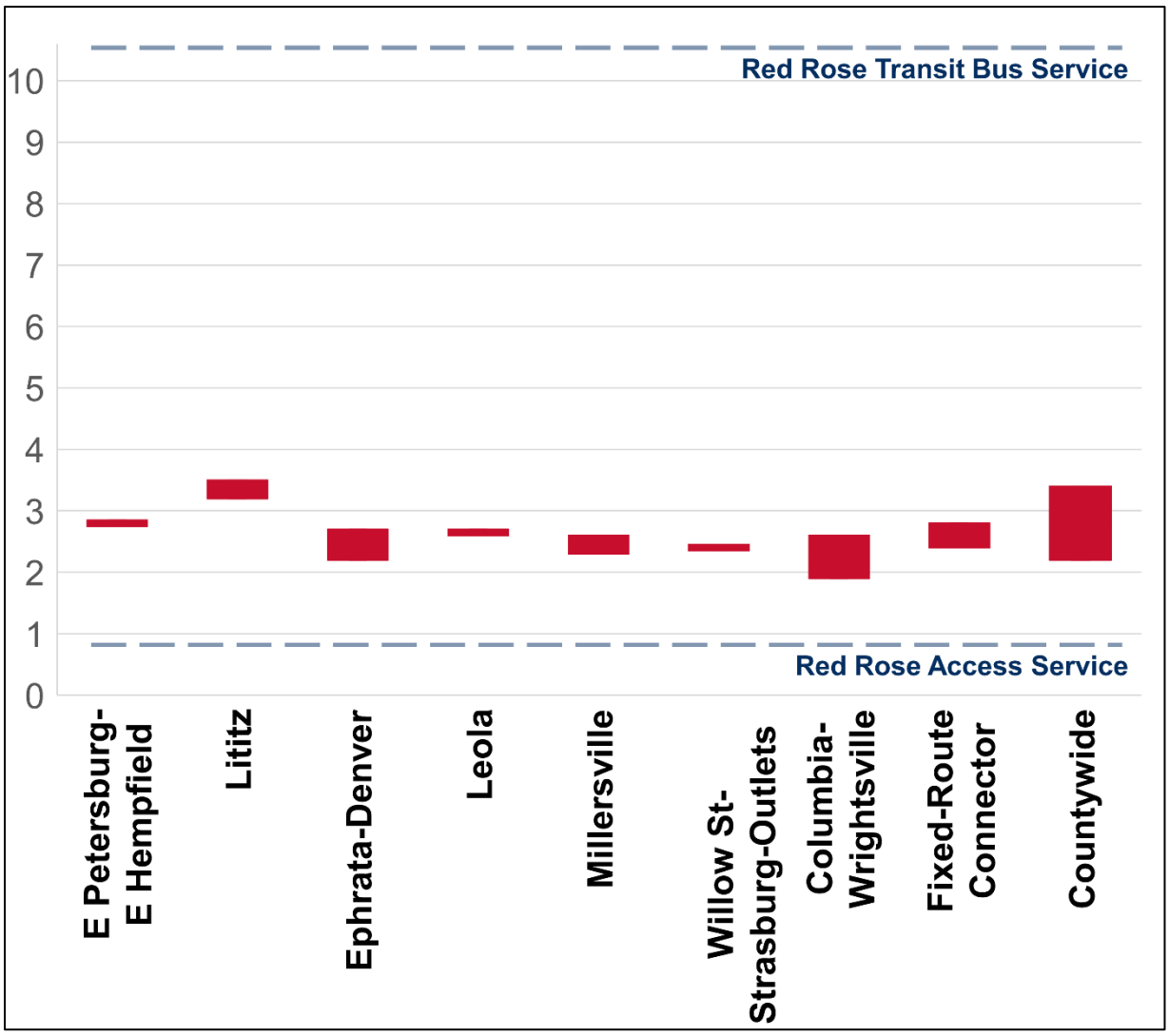
Zone Name *Values that are better*	Area Not Served by Fixed-Route (sq. mi.) ↑	Key Connection Points ↑	Transit Need Rating ↑	Passengers per VRH ↑	Average Passenger Wait Time (minutes) ↑	Operating Cost per Trip ↑	Daily VRH ↑
East Petersburg-East Hempfield	6	79	Moderate-High	2.8	18	$28.50	60
Lititz	12	36	Low-Moderate	3.5	18	$22.50	28
Ephrata-Denver	18	34	Moderate	2.7	18	$29.00	58
Leola	20	49	Moderate-High	2.7	17	$29.00	44
Millersville	6	20	Moderate	2.3	16	$34.50	33
Willow St-Strasburg-Outlets	21	42	Moderate	2.4	17	$33.00	32
Columbia-Wrightsville	4	16	Moderate	1.9	10	$41.50	16
Fixed-Route Connector	457	375	Moderate	2.7	45	$30.00	736
Countywide	904	585	Moderate	2.5	45	$31.50	1,387

Figure 34: Round 2 Evaluation Findings

	East Petersburg-East Hempfield	Lititz	Ephrata-Denver	Leola	Millersville	Willow St-Strasburg-Outlets	Columbia-Wrightsville	Fixed Route Connector	County-wide
Daily Ridership	170 - 225	100 - 135	160 - 215	120 - 160	75 - 100	75 - 100	30 - 40	1,305 - 2,615	2,340 - 4,680
Wait Time	18 min	18 min	18 min	17 min	16 min	17 min	10 min	45 min	45 min
Vehicles	4 - 5	2 - 3	4 - 7	3 - 5	2 - 3	3	1	36 - 62	71 - 116
Annual Cost	$$$ $1.2M - $1.6M	$$ $570K - $850K	$$$ $1.2M - $2.0M	$$$ $880K - $1.3M	$$ $670K - $790K	$$ $650K - $853K	$ $320K	$$$$+ $11M - $19M	$$$$$+ $21M - $28M

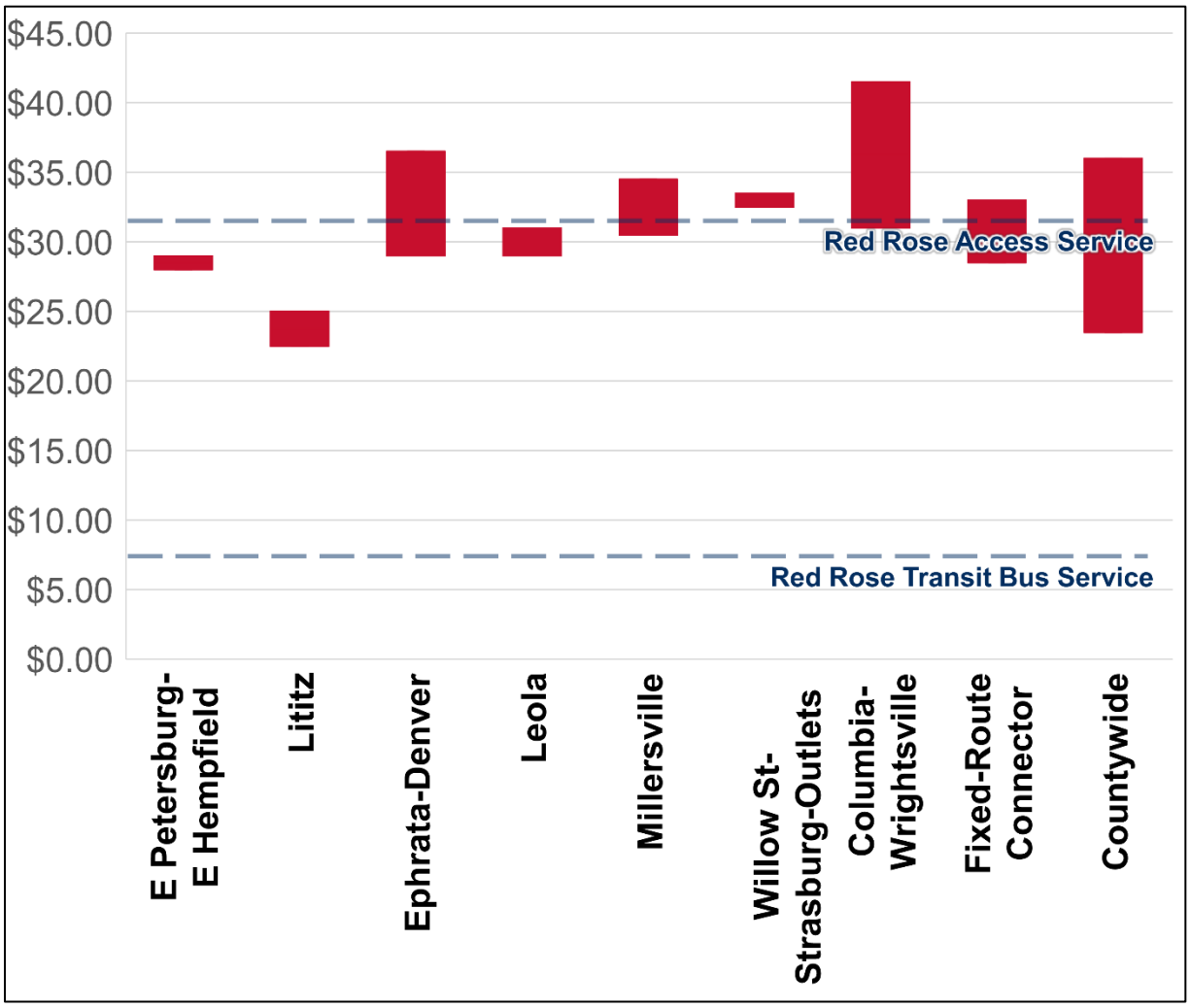
Passengers per vehicle revenue hour measures how many riders are served per hour a vehicle is in service. This is a key indicator of how productive and well-utilized the microtransit service would be**. Figure 35** below compares the estimated metric for each zone, relative to those of RRTA bus service and Red Rose access.

Figure 35: Passengers per Vehicle Revenue Hour



Operating cost per passenger trip represents the average cost to provide a trip for a rider. It helps measure the service's cost efficiency. Lower values signify the service is more efficient. (**Figure 36**) compares the estimated metric for each zone, relative to those of RRTA bus service and Red Rose access.

Figure 36: Operating Cost per Passenger Trip



Zone Ranking

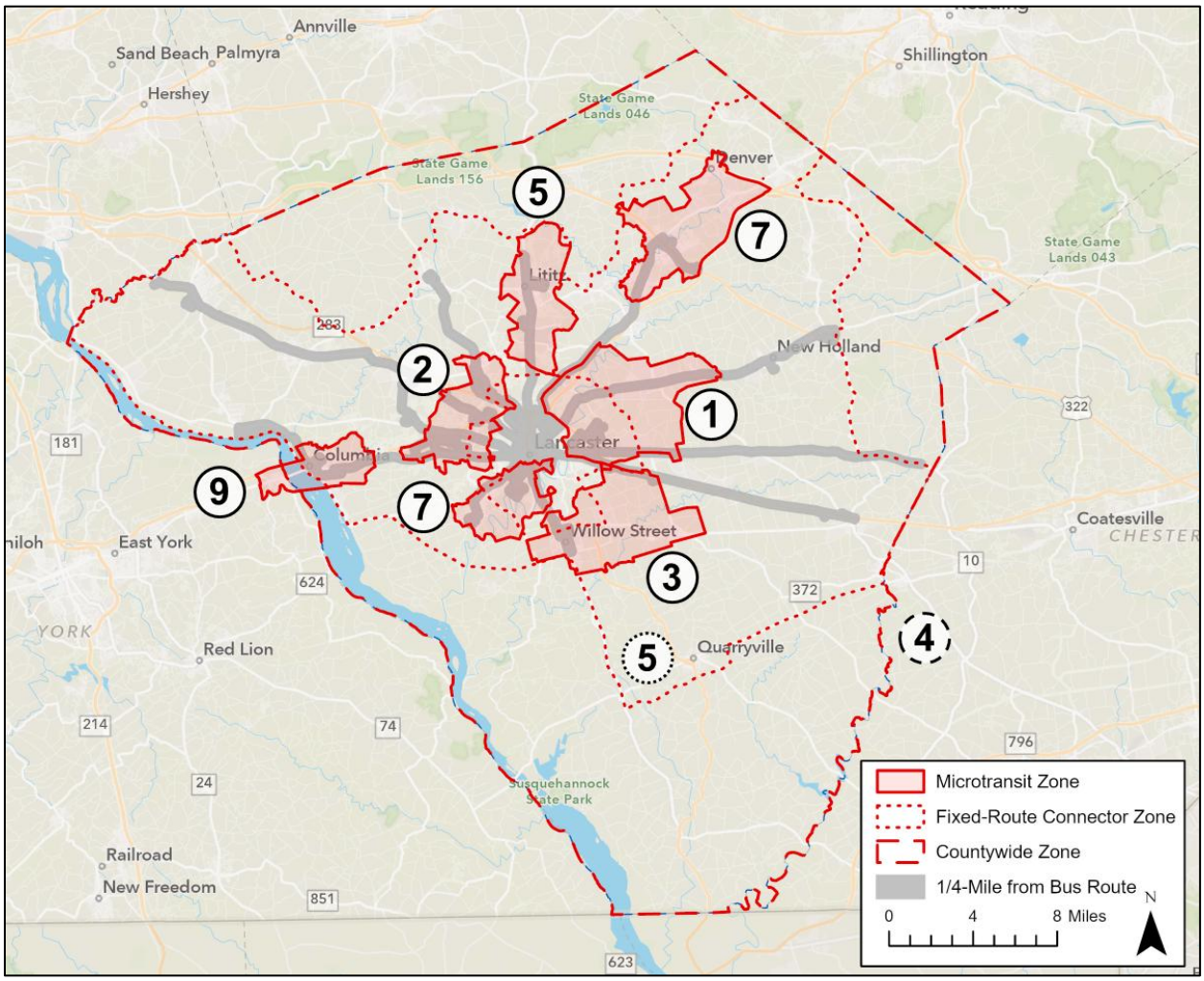
Zones were ranked by their scores for each measure. The lowest-ranked zone in each measure was given 1 point, and the highest was given 8 points. All other zones in each measure were given a relative rank. Areas not served by fixed routes and transit need ratings were a high-priority metric based on Steering Committee feedback and therefore were assigned a heavier weight, x2. All other metrics were weighted equally at x1. The total score is the sum of all the points for the zone (**Table 17**).

Table 17: Round 2 Evaluation Rankings

Zone Name	Area Not Served by Fixed-Route (x2)	Key Connection Points	Transit Need Rating (x2)	Passengers per VRH	Average Passenger Wait Time	Operating Cost per Trip	Daily VRH	Total Score	Rank	
East Petersburg-East Hempfield	3	7	8	8	3	8	3	**51**	**2**	
Lititz	4	4	1	9	3	9	8	**43**	**5**	
Ephrata-Denver	5	3	2	7	3	7	4	**38**	**7**	
Leola	6	6	9	6	6	6	5	**59**	**1**	***Highest Priority***
Millersville	2	2	7	2	8	2	6	**38**	**7**	
Willow St-Strasburg-Outlets	7	5	5	3	6	3	7	**48**	**3**	
Columbia-Wrightsville	1	1	6	1	9	1	9	**35**	**9**	***Lowest Priority***
Fixed-Route Connector	8	8	3	5	1	5	2	**43**	**5**	
Countywide	9	9	4	4	1	4	1	**45**	**4**	

The Round 2 evaluation ranked Leola as the highest scoring. This zone ranks highest in transit need, which is one of the most important factors of this study, providing service. The zone with the lowest cumulative score is Columbia-Wrightsville, which scored the least in most categories, but most importantly area not served by fixed-route (**Figure 37**).

Figure 37: Ranked Microtransit Zones



1. **Leola**
2. **East Petersburg-East Hempfield**
3. **Willow Street-Strasburg-Outlets**
4. **Countywide**
5. **Lititz**
6. **Fixed-Route Connector**
7. **Ephrata-Denver**
8. **Millersville**
9. **Columbia-Wrightsville**

Another key metric to evaluate across all zones for microtransit feasibility is the annual cost estimate influenced by daily ridership model estimates. Estimated from the microtransit simulation tool, the service cost is based on the resources required to support the projected ridership (**Table 18**).

Table 18: Zone Operating Cost and Ridership Comparison

Microtransit Zone	Weekday Service	Weekend Service
East Petersburg–East Hempfield	$1.22M - $1.63M per year 170 – 225 riders per day	$208K - $318K per year 150 – 200 riders per day
Lititz	$569K - $853K per year 100 – 135 riders per day	$121K - $146K per year 90 – 125 riders per day
Ephrata–Denver	$1.18M - $1.97M per year 160 – 215 riders per day	$204K - $348K per year 145 – 195 riders per day
Leola	$884K - $1.26M per year 120 – 160 riders per day	$153K - $178K per year 95 – 125 riders per day
Millersville	$671K - $792K per year 75 – 100 riders per day	$110K - $127K 70 – 90 riders per day
Willow Street–Strasburg–Outlets	$650K - $853K per year 75 – 100 riders per day	$136K - $153K per year 65 – 90 riders per day
Columbia–Wrightsville	$315K per year 30 – 40 riders per day	$55K per year 25 – 35 riders per day
Fixed-Route Connector	$11.0M - $18.8M per year 1,305 – 2,615 riders per year	$2.0M - $3.3M per year 1,120 – 2,245 riders per day
Countywide	$21.4M - $28.2M per year 2,340 – 4,980 riders per day	$4.0M - $5.3M per year 2,210 – 4,420 riders per day

Notes:

Operating cost per year indicates the estimated annual operating cost assuming a turnkey operating model

Riders per day indicate the estimated ridership range for lower and higher ridership scenarios

Weekend service metrics shown reflect costs and ridership for 1 day a week (i.e., Saturday), and costs would be about double for operating both Saturday and Sunday

Zone Analysis and Prioritization Summary

Nine priority zones were identified for microtransit service. These zones were based on a two-round evaluation process using data, modeling, and public feedback. Both localized zones and broader service areas were evaluated to maximize the number of connection points into the fixed-route hub-and-spoke model and to optimize serving areas without existing service.

Each zone's performance was measured using metrics such as transit need, service gaps, bus route connections, ridership potential, and cost-efficiency. Public input, including survey responses and travel patterns, was a key factor. Understanding travel patterns within and through Lancaster County is especially important for areas that are underserved by existing fixed-route service, as well as for those first- and last-mile connections necessary to improve access to jobs, healthcare and education.

The microtransit model simulation highlighted tradeoffs between customer experience and operating costs. For smaller, strategically located zones that offer lower costs and shorter wait times, the zones scored more favorably. However, in larger zones, such as the Countywide zone, which can serve more people, wait times would be longer. To serve a larger area and a proportionately greater number of people, the investment is much greater, as the resources needed increase. This is likely cost-prohibitive for near-term implementation. These trade-offs were considered in recommendations for near-term implementation for both high- and low-priority zones, as described in the next section.

Recommendations

The following recommendations were rooted in data-driven analysis and public input gathered for a future microtransit pilot service. This section outlines key microtransit service recommendations for SCTA, prioritizing a microtransit zone, a suitable service delivery model, and an implementation plan for before, during, and after the pilot program. Additional recommendations include:

- Service level recommendations for high-priority zones
- Guidance for low-priority zones
- Fleet recommendations
- Fare structure development
- Capital and operating cost estimates
- Additional funding sources
- Customer education and engagement strategies
- Performance measures and targets

These recommendations aim to improve and expand SCTA's current services while leveraging existing infrastructure to facilitate sustainable growth.

Service Area

The study recommends that SCTA consider one of the following service areas for initial microtransit implementation:

- Leola
- Willow Street-Strasburg-Outlets
- Ephrata Denver

Following the Round 2 evaluation, the **Leola** zone is recommended as the primary area for an initial pilot service. Leola meets the study's objective by covering a wider area that is not currently served by bus routes, identified as having higher transit needs, and by operating with greater cost efficiency compared to other zones. Additionally, two other zones, **Willow Street-Strasburg-Outlets** and **Ephrata-Denver**, are recommended as alternatives to proceed, depending on funding availability.

The East Petersburg – East Hempfield microtransit zone, ranked as second highest priority was not selected as a recommended initial pilot service primarily due to the zone overlapping significantly with existing fixed-route service. The Countywide and Fixed-Route Connector microtransit zones were not feasible due to high vehicle needs in order to serve a large area. Additionally, the Lititz microtransit zone was not selected

because it covered lower transit need rated areas. Feedback from SCTA, the Steering Committee, and public input indicated that the study should prioritize addressing existing coverage gaps and increasing mobility options for more rural and underserved communities. In **Table 19** on the next page, each zone is categorized as a near-term pilot option, future expansion option, and long-term option where it is not cost feasible including its justification.

As for the zones not selected for Round 2 evaluation, they are shown in **Figure 38** below, highlighted in grey. These grey zones remain future candidates for microtransit expansion if local priorities shift or additional funding becomes available. Zones chosen for Round 2 evaluation were selected to focus on the most advantageous and highest-scoring opportunity zones through the study for an initial implementation. A pilot program in a feasible, high-scoring, zone will provide SCTA with insights into the effectiveness of this service type, before expanding to other areas identified as having microtransit opportunity.

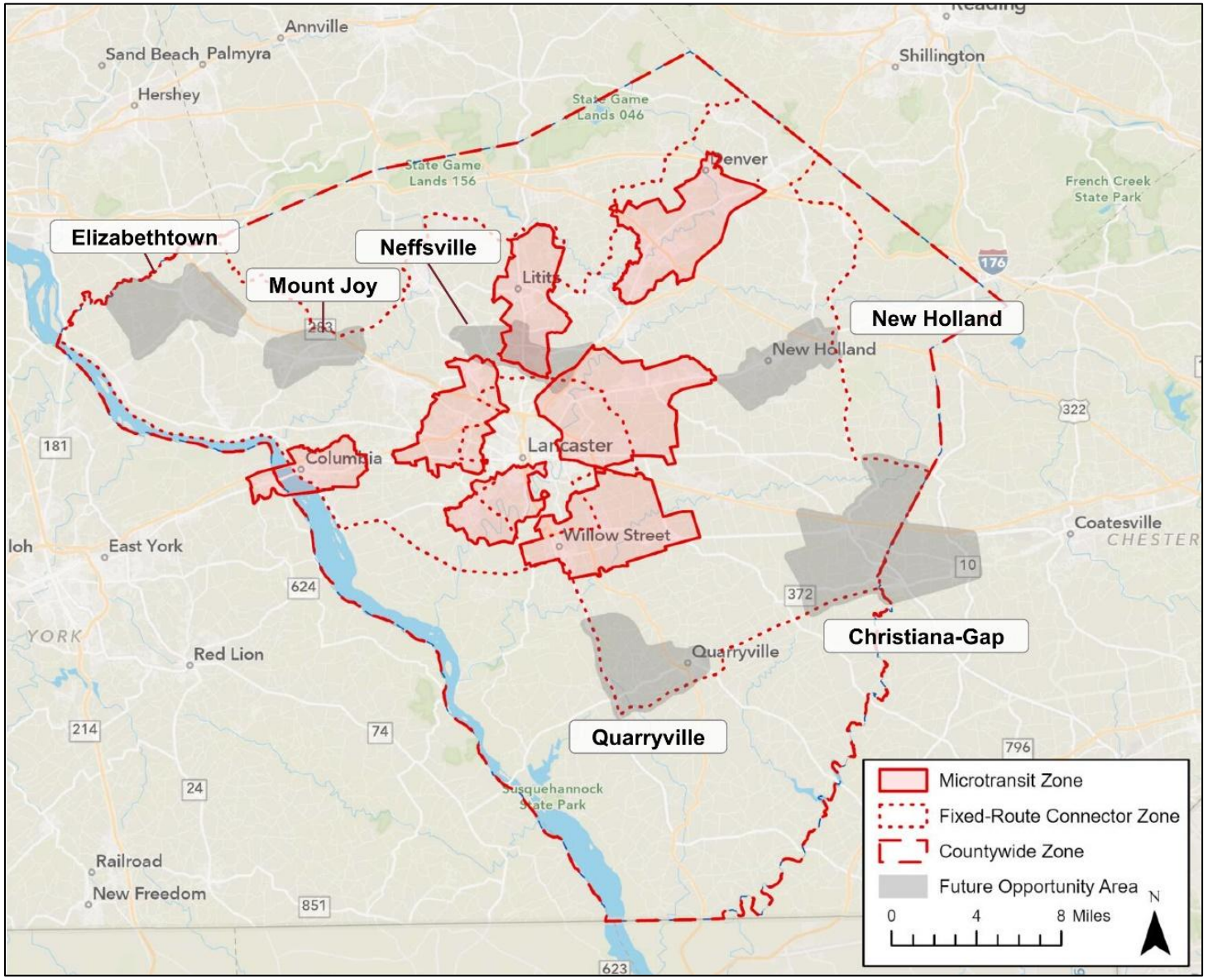
Table 19: Recommended Zones Categorized by Pilot Option

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

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

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

Figure 38: Future Opportunity Areas (Shown in Grey)



Service Model

The study recommends the Turnkey A – Microtransit Only service delivery model due to its ease of implementation for an initial pilot. This model would consist of the following:

- **Operators**: contracted separately from existing Red Rose Access
- **Customer service**: provided in-house by SCTA
- **Vehicles**: owned by SCTA
- **Facility:** leased by contractor
- **Technology**: microtransit technology platform provided by contractor (likely subcontracted) and use of existing fare payment system

In this approach, the microtransit contract will run independently of existing services, minimizing the time and coordination required to adjust service. The contractor is responsible for providing most elements of microtransit service (aside from vehicles and customer service duties), including data reporting.

Fleet

The study recommends that SCTA should repurpose and rebrand spare ADA-accessible Red Rose Access vehicles. These vehicles are 25-foot shuttle buses with a vehicles passenger capacity of 14 people or 4 wheelchairs. The shuttle buses can be rebranded by wrapping them in a new design specific to the microtransit service.

For the Leola zone requires 4 to 6 vehicles, including spares, be provided. For the Willow Street-Strasburg-Outlets zone, 4 vehicles, including spares, are needed. For Ephrata-Denver, 5 to 9 vehicles are needed, including spares. These vehicles needs assumes a 15% to 20% spare ratio.

Fare Structure

The study recommends that SCTA move forward with a premium fare structure, in line with the existing RRTA All Day Pass fare level. The addition of microtransit service will increase access and convenience and will be promoted as a flexible and tailored service. Discounted fares should be made available for seniors, persons with disabilities, and K-12 students, in-line with existing fare policy.

Agencies usually consider three main fare structures for microtransit: no fare, equal fares across services, or premium fares. The selection of an appropriate fare structure depends on the characteristics of the service area, the service's goals, and the pricing of other available transportation options, as seen below in **Table 20**.

Table 20: Recommended Fare Structure

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

Ride Request and Payment Mechanism

Trip booking is a feature of microtransit differs from fixed-route service. The study recommends microtransit trip booking be available with the following options:

- On-demand
- In advance, up to 2 weeks in advance of the trip
- Recurring (e.g., for customers that require trips to work every day)

Booking should be available through an app or by calling a call center. “Hop on” trips should not be allowed.

Additionally, there should be multiple ways for riders to pay for the service. The study recommends the following payment methods:

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

Use of the GoMobile platform is recommended to provide consistency with fixed-route service and also facilitate transfers between microtransit and bus routes using the same fare products.

To ensure equitable access, information about the microtransit service should be provided in formats accessible to users of all abilities. Booking and payment platforms must be designed to meet recognized accessibility standards, including compatibility with screen readers and other assistive technologies for users who are blind or visually impaired. Clear, plain-language instructions, high-contrast visuals and scalable text should be supported across digital interfaces. In addition, non-digital booking and payment options (such as phone-based reservations and cash or alternative payment methods) should be available to accommodate users who cannot or prefer not to use smartphone-based applications. Together, these measures help ensure the service is usable, understandable, and accessible to the broadest possible range of riders.

Pilot Service

SCTA should pilot microtransit in an initial zone before considering expansion. The initial microtransit rollout in Lancaster County should focus on a single zone as a pilot program lasting between 18 to 24 months. Throughout the first six months of the pilot, feedback should be gathered and used to adjust service design elements such as operating hours, target wait times, and geographic coverage. At the end of the pilot period, the service's effectiveness should be evaluated to decide whether to continue microtransit in that zone and whether to expand to other suitable zones. The recommended service plans specify weekday operating hours. The pilot should start with weekday service, given more consistent travel patterns, enabling SCTA to evaluate performance during peak demand before exploring weekend or late-night service expansion. Dependent on available funding, weekend service expansion can be explored during the pilot.

Engagement Strategies

Effectively spreading the word about the new microtransit service is crucial for its success. To achieve this, SCTA should focus on two key objectives: educating people about microtransit and explaining how to use it. The study recommends SCTA consider the following customer education, marketing, and outreach strategies.

Digital Marketing:

- Advertise on the service website.
- Create informative social media posts.
- Develop geo-targeted ads.
- Produce short videos that explain the service and its usage.
- Offer one month of free service after the launch to attract new riders.

Print Marketing:

- Send direct mail to residents in the service area.
- Distribute brochures and flyers through drivers, at stops, and at transit hubs.
- Place advertisements at hubs, shelters, and on buses.
- Run a feature story in the local newspaper to engage the community.
- Post flyers and posters at major trip generators to increase visibility.

Direct Engagement:

- Host pop-up events to interact with potential riders.
- Attend community gatherings, public meetings, and stakeholder events to reach a large audience.
- Deploy staff and brand ambassadors on bus routes most affected by upcoming changes.
- Wrap the vehicles with the new logo and colors, turning them into moving advertisements. This should include information on how to book a trip and phone number.

Operating Needs

Capital costs are estimated for vehicle readiness including vehicle branding and installation of equipment for fare payment (see **Table 21**). Operating costs are estimated for ongoing operations and SCTA support functions (see **Table 22**). Customer service time is measured in Full Time Equivalent (FTE) units that indicate employee hours and overall effort required. SCTA administrative and marketing estimates for staff time are detailed in the next section, **Staffing**.

Table 21: Capital Costs Investment

Item	Capital Cost Assumption
Rebranding of spare Red Rose Access vehicles	$3,000 per vehicle
Fare validator and farebox installation	$10,000 per vehicle

Table 22: Operating Costs Investment

Item	Operating Cost Assumption
Operations contract cost (includes operators, facility lease, technology platform)	$80 per vehicle-hour
SCTA administrative and marketing time	0.4 to 0.5 FTE
SCTA customer service time	0.5 to 1.3 FTE per zone

The study team assumed 30 phone bookings for every 100 riders. Each phone booking was estimated at 10 minutes, across an 8-hour workday for SCTA staff. The completed upfront capital cost, annual operating contract cost, and staffing estimate for each of the three recommended zones for the pilot program (see **Table 23**).

Table 23: Estimated Cost Per Recommended Pilot Microtransit Zone

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

Notes:
Ranges reflect low-high ridership ranges from the zone analysis task, which affect vehicle needs and vehicle-hours operated.
Operating costs are reflective of weekday service only.

Staffing

To implement microtransit service within Lancaster County, additional staff time will be required from SCTA. **Table 24** shows the estimated staffing effort, measured in units of full-time equivalent (FTE), required throughout the implementation process outlined by task and time duration. The tasks include procurement, service marketing, and administrative duties. A combined total of approximately 0.5 FTE will be needed to manage marketing initiatives and administrative tasks throughout the microtransit service period. As the service becomes more established, marketing activities may be reduced accordingly.

Table 24: SCTA Staffing Effort for Microtransit Implementation

Task	Marketing Effort for Implementation		Administrative Effort	
	Full Time Equivalent (FTE)	Duration (months)	Full Time Equivalent (FTE)	Duration (months)
RFP Development	-	-	0.1	1
Proposal Evaluation	-	-	0.1	1
Negotiation	-	-	0.1	1
Planning (3-6 months prior to launch)	0.25	3	0.25	3
Implementation Preparation (3 months prior and 3 month following launch)	0.5	6	0.25	6
Refinements (3-6 months following launch)	0.25	3	0.25	3
Ongoing (6 months to 18 months following launch)	0.125	12	0.25	12
Average FTE per month	**0.25**	**24**	**0.23**	**27**

Additional Funding Opportunities

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

Federal (U.S. Department of Transportation [USDOT])

- **Advanced Transportation Technology and Innovation (ATTAIN) program** – annual federal grant funding for transportation and congestion management technologies such as advanced mobility access and on-demand transportation service technologies.
- **Enhancing Mobility Innovation program** – annual federal grant funding for the development of software to facilitate demand-response services.
- **Rural Surface Transportation program** – annual federal grant funding for a range of transportation projects.

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

Pennsylvania Department of Transportation (PennDOT)

- **Programs of Statewide Significance (Section 1516) Demonstration Projects** – provides discretionary funding that may be used for approved operating or capital costs related to demonstration program projects.

Lancaster County Metropolitan Planning Organization (MPO)

- **Congestion Mitigation and Air Quality (CMAQ) program** – Federal highway funds administered through PennDOT and the Lancaster County MPO that can support start-up operating costs and capital for new or expanded transit services that reduce vehicle emissions and congestion
- **Carbon Reduction program** – annual federal grant funding for projects designed to reduce transportation emissions.

Recommendations Overview

Below is **Table 25** with the study's recommendations summarized. For Performance Monitoring recommendations, see next the section.

Table 25: Recommendations Summary

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

Performance Monitoring

Data collection and reporting are essential for agencies, both to comply with Federal and State requirements and to facilitate internal monitoring. Reporting enables agencies to assess service performance and identify areas for refinement and improvement.

The study recommends a set of primary and secondary performance metrics for ongoing evaluation. Evidence from other agencies indicates that proactive service monitoring is integral to operational success.

Primary Measures

Primary performance measures should be monitored to assess whether the pilot service should continue or if modifications are necessary. **Table 26** presents the primary performance measures and their respective targets by zone, where relevant. Targets for several measures are consistent across zones as they serve as general recommendations for microtransit services. The passengers-per-revenue-hour target reflects the typical value of a successful microtransit service. Cost per passenger trip is determined using projected annual expenses and ridership figures. Service design parameters inform daily ridership and average wait time targets. Farebox recovery is based on the recommended fare structure and anticipated ridership. Ridesharing percentage and trip rating targets are established from peer agency practices.

Table 26: Primary Performance Measure Targets

Performance Measure	Leola	Willow Street-Strasburg-Outlets	Ephrata-Denver
Passengers per Revenue Vehicle-Hour*	2.6 – 2.7	2.4	2.2 – 2.7
Operating Cost per Passenger Trip*	$29.00 – $31.00	$33.00 – $33.50	$29.00 – $36.50
Farebox Recovery Ratio	0.09		
Average Daily Ridership	120 – 160	75 - 100	160 – 215
Average Wait Time	20 minutes		
Ridesharing Percentage	40%		
Average Customer Trip Rating	4 out of 5 stars		
Operating Cost per Revenue Vehicle-Hour*	$80.00	$80.00	$80.00
Operating Revenue per Revenue Vehicle-Hour*	$8.25 – $9.00	$7.50 – $7.75	$7.00 – $9.00

*PennDOT Act 44 required performance measures

Secondary Measures

Secondary performance measures are supplementary metrics collected for monitoring service in accordance with reporting requirements or planning. **Table 27** provides these secondary measures and their targets by zone where applicable. Several measures' targets remain consistent across zones as they are applicable recommendations for any microtransit service. Operating costs, in addition to revenue hours and miles, should be monitored for reporting and for calculating various primary measures. Operating cost estimates are determined using ridership projections, vehicle needs, and service hours. The booking method target and number of no-shows are based on experience and data from peer agencies.

Table 27: Secondary Performance Measure Targets

Performance Measure	Target
Passengers by Time of Day	Monitor monthly to consider adjustments to service hours and/or vehicles in service.
Number of Repeat Customers	Measure monthly. Anticipate a 2 – 5% increase.
Number of Unique Rider Accounts	Measure monthly. Anticipate a 2 – 5% increase.
ADA Trips	Track for information and planning purposes such as infrastructure improvements
Booking Method	50% or more by app
Number of No-Shows	1 – 3%
Top Origin and Destinations	Monitor monthly to consider adjustments to zone boundaries
Trip Time	Monitor monthly to understand user experience
Number of transfers	Monitor monthly to understand user trip purpose trends

Implementation Next Steps

To successfully implement a new microtransit service, a series of strategic actions must be taken to ensure effective planning, community engagement, and operational excellence. The following steps outline the recommended process for launching, monitoring, and refining the pilot service, providing a clear roadmap from initial funding through to a comprehensive performance evaluation.

1. Secure Funding and Partnerships

Identify and secure appropriate funding sources and establish strategic partnerships essential for the project. Once resources and collaborators are confirmed, select a suitable pilot zone for the service.

2. Develop Branding and Marketing Strategy

Create service branding and a detailed marketing plan covering pre-launch, launch, and post-launch phases. Begin engaging the public and stakeholders 6 to 12 months before the launch to inform them about the upcoming microtransit service and any associated service changes.

3. Finalize Operations and Technology

Confirm the turnkey contracting method and consult with the current fare technology vendor to finalize payment methods and transfer policies. Define technical requirements, issue a Request for Proposals (RFP), and select and onboard a contractor. Refine the service design in partnership with the contractor and community feedback, rebrand vehicles, and install necessary technology and equipment. Continue outreach efforts three months prior to launch to build awareness and encourage participation.

4. Launch, Monitor, and Evaluate Pilot Service

Launch the pilot service, promote it, and closely monitor its performance, adjusting as needed. After the pilot period—recommended to last 18 to 24 months—conduct a comprehensive evaluation using key performance indicators to assess outcomes and guide future improvements.

Appendix

Phase 1 Survey

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.

To request a Spanish survey, please contact:

Para solicitar una encuesta en español, comuníquese con:

717-397-4246 info@redrosetransit.com

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? (Select all that apply) (*Required)

- ☐ 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

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)

- ☐ Work/commute
- ☐ School/education
- ☐ Shopping/errands
- ☐ Medical appointments
- ☐ Social/recreational
- ☐ Other (Please specify)
- ☐ Unsure or would not use

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?

- ☐ Under 15 minutes
- ☐ 15 to 20 minutes
- ☐ 20 to 30 minutes
- ☐ 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?

- ☐ Very willing
- ☐ Somewhat willing
- ☐ Unsure or neutral
- ☐ Somewhat unwilling
- ☐ Very unwilling

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?

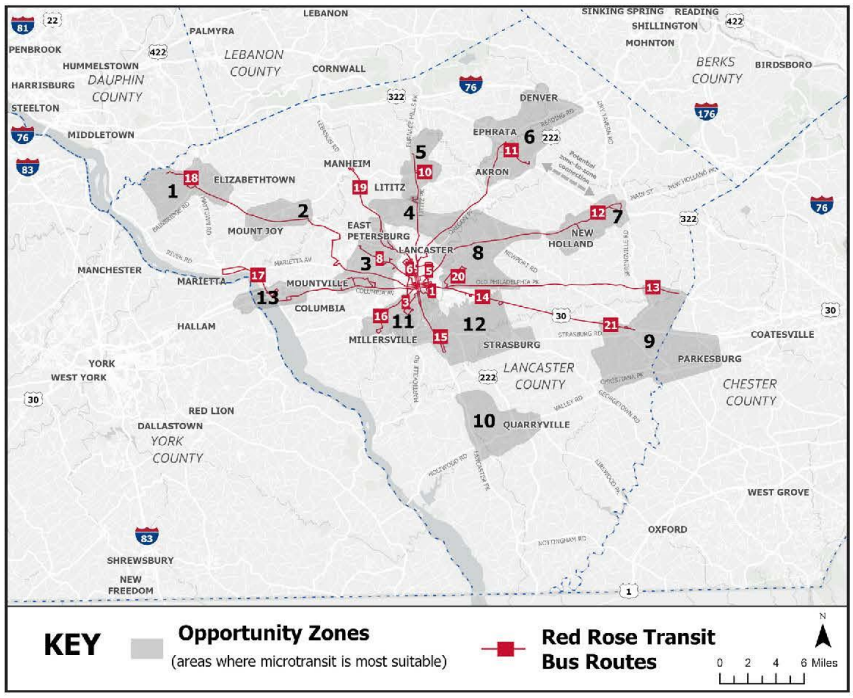
Category	Check one for each category		
See where the vehicle is in real time	☐ Important	☐ Somewhat Important	☐ Unimportant
Book a ride in advance (For example, up to two weeks ahead)	☐ Important	☐ Somewhat Important	☐ Unimportant
Book a ride at the same time every day (Schedule recurring trips)	☐ Important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



SOUTH CENTRAL TRANSIT AUTHORITY

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

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)

_____

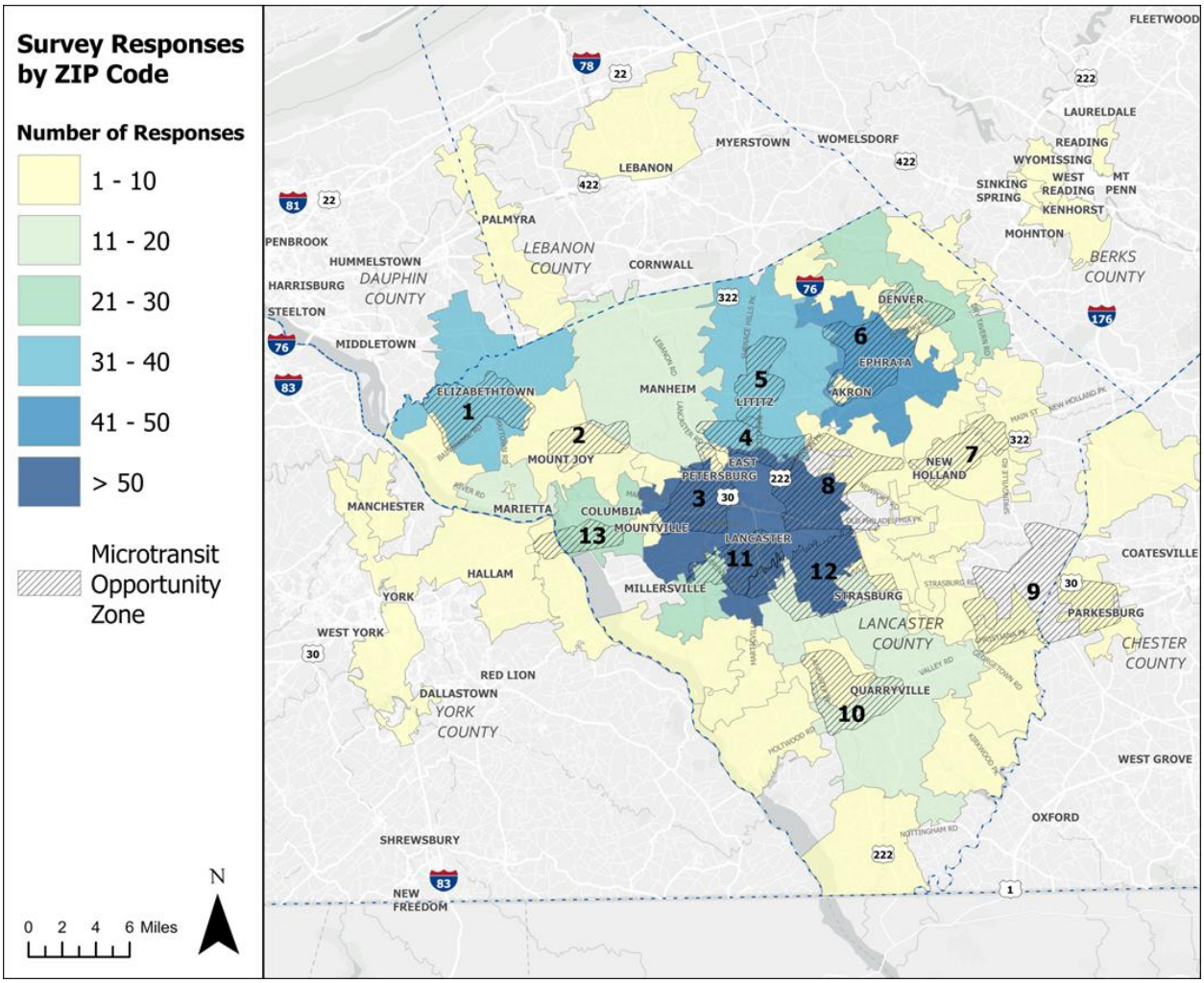
- ☐ No

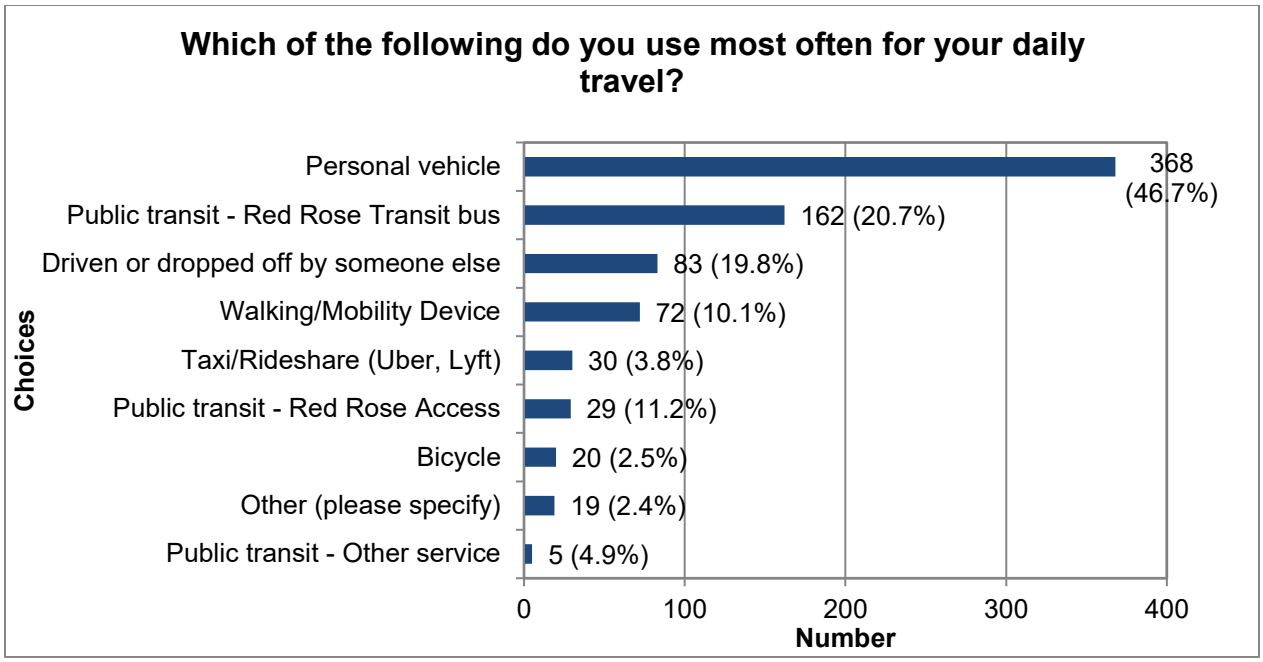
Completed survey due by May 23, 2025

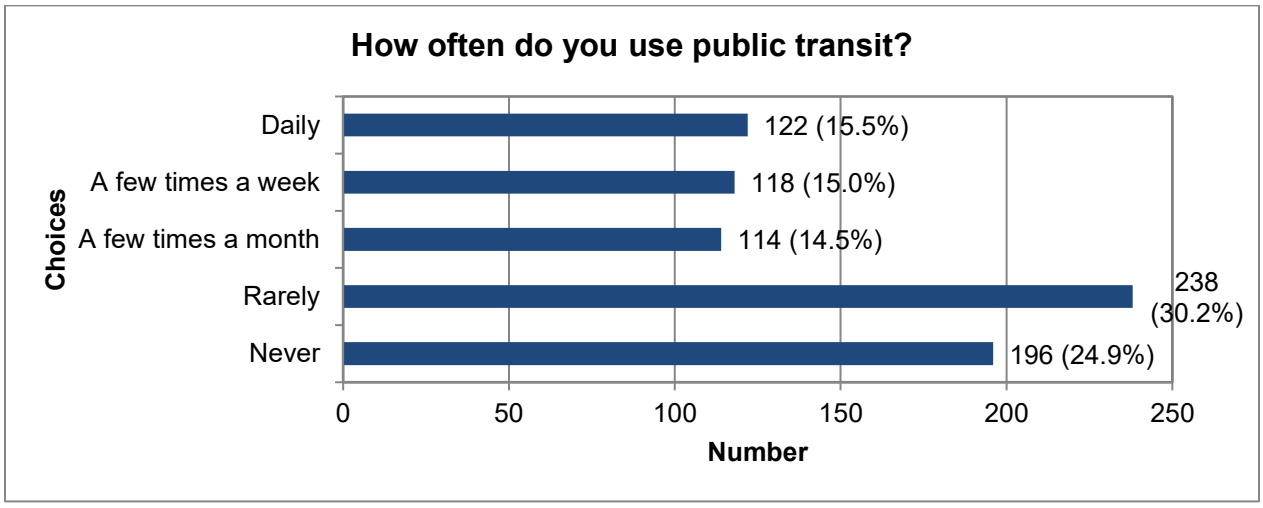
PLEASE DROP OFF OR MAIL TO:

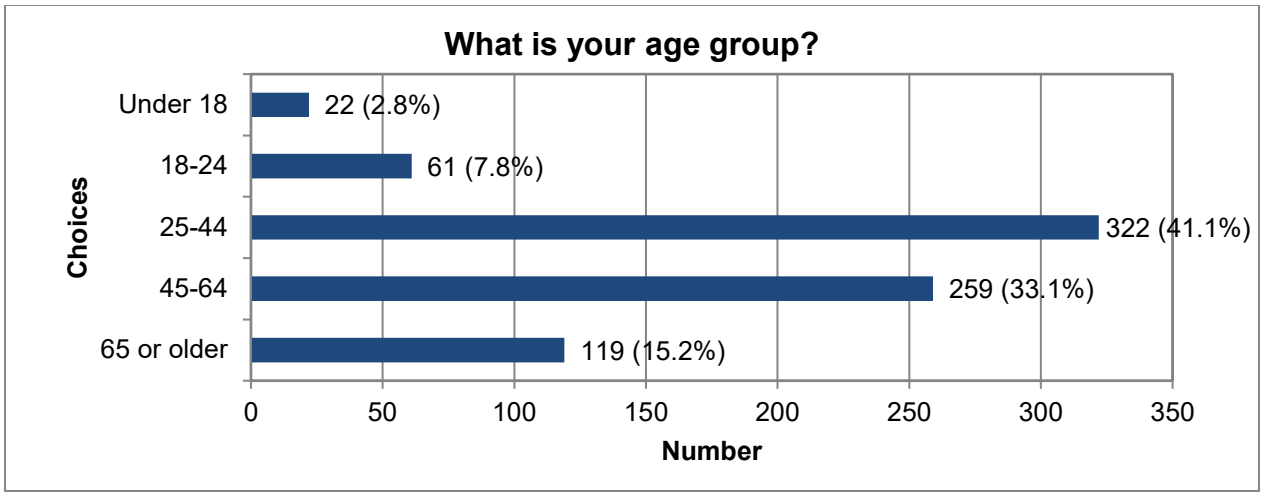
RRTA Operations Center
45 Erick Road
Lancaster, PA 17601

Phase 1 Survey Results




Which of the following do you use most often for your daily travel?
Choices
Personal vehicle
Public transit - Red Rose Transit bus
Driven or dropped off by someone else
Walking/Mobility Device
Taxi/Rideshare (Uber, Lyft)
Public transit - Red Rose Access
Bicycle
Other (please specify)
Public transit - Other service
368 (46.7%)
162 (20.7%)
83 (19.8%)
72 (10.1%)
30 (3.8%)
29 (11.2%)
20 (2.5%)
19 (2.4%)
5 (4.9%)
0
100
200
300
400
Number


How often do you use public transit?
Choices
Daily
A few times a week
A few times a month
Rarely
Never
122 (15.5%)
118 (15.0%)
114 (14.5%)
238 (30.2%)
196 (24.9%)
0
50
100
150
200
250
Number


What is your age group?
Choices
Under 18
18-24
25-44
45-64
65 or older
22 (2.8%)
61 (7.8%)
322 (41.1%)
259 (33.1%)
119 (15.2%)
0
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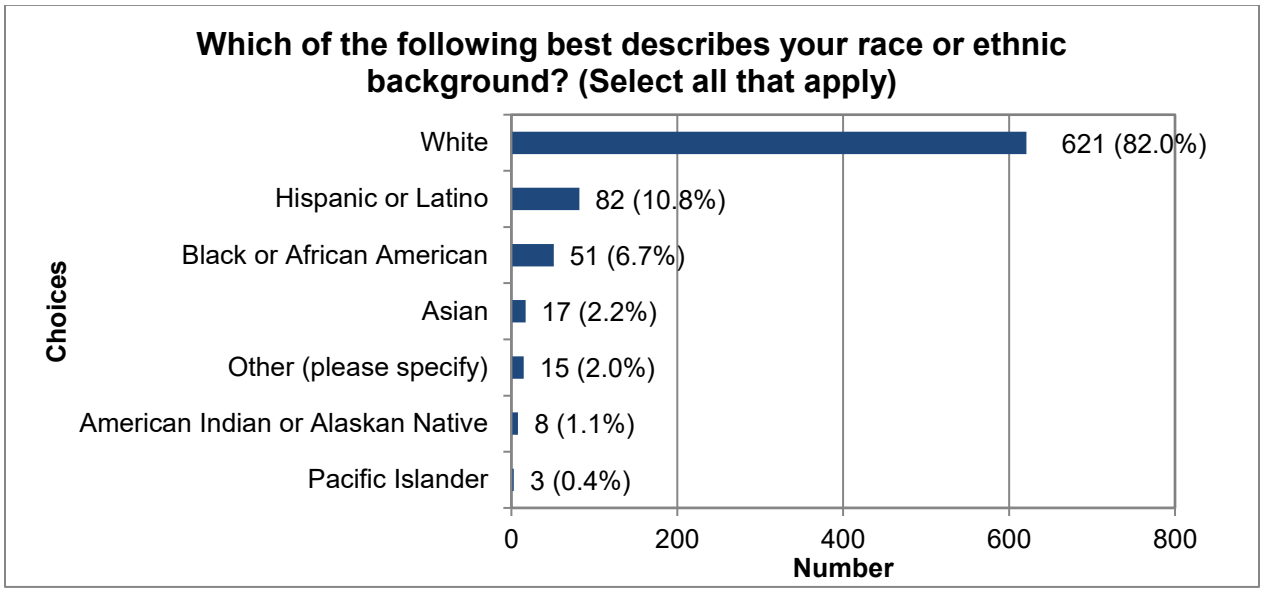
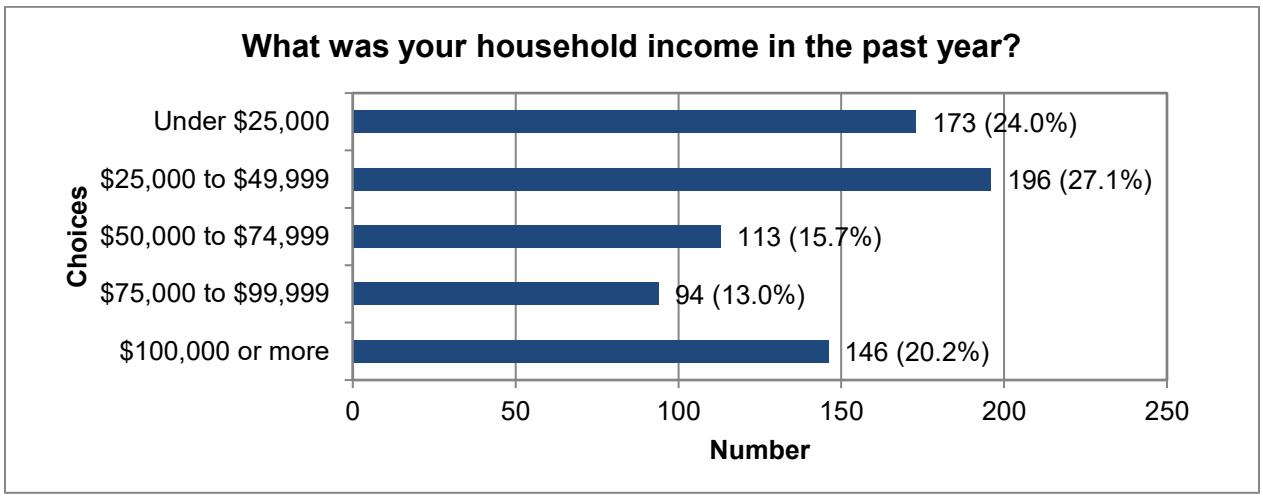
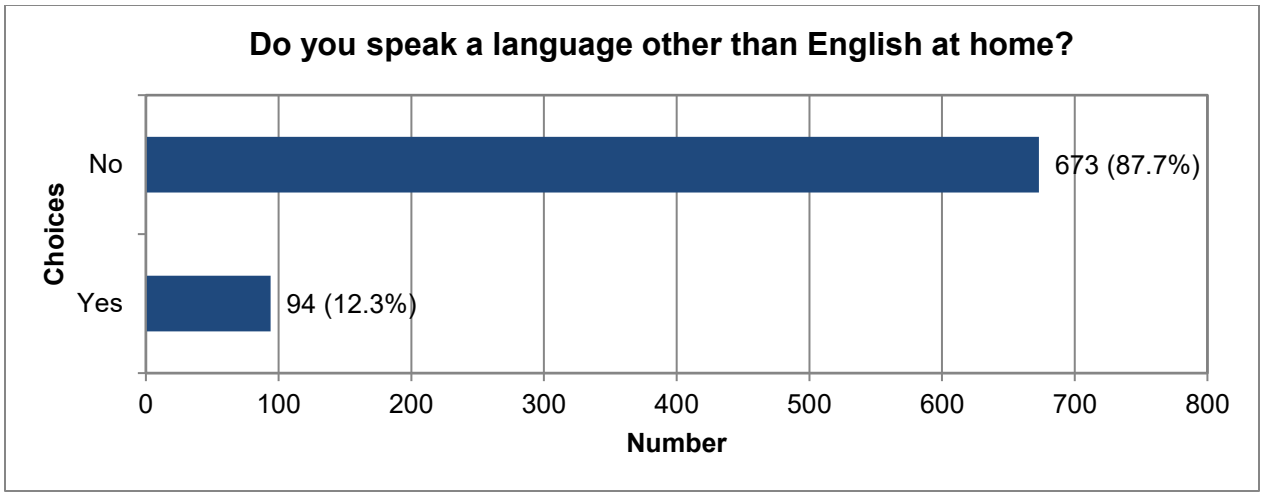
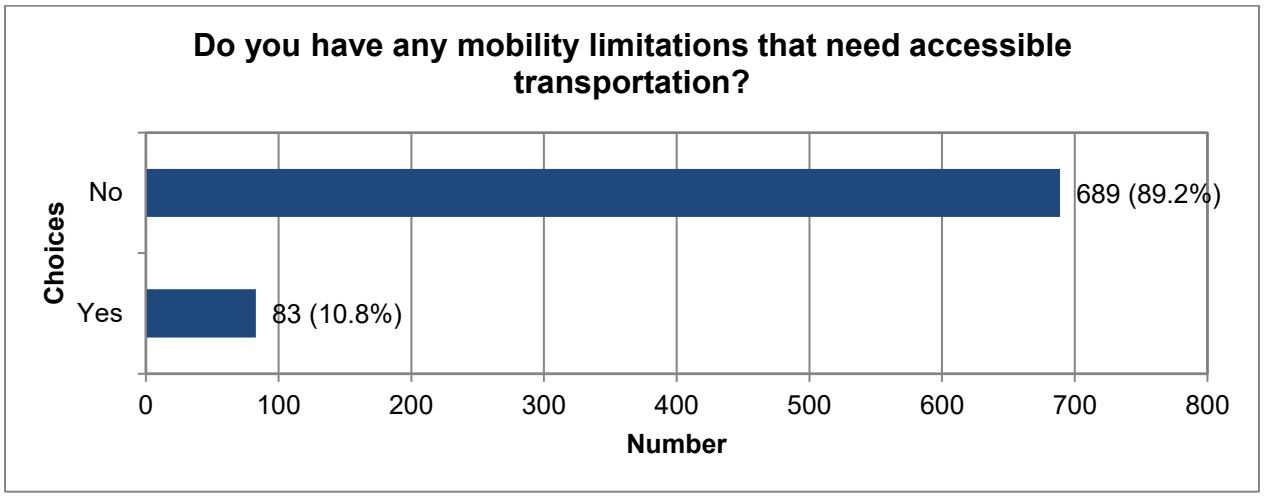
100
150
200
250
300
350
Number

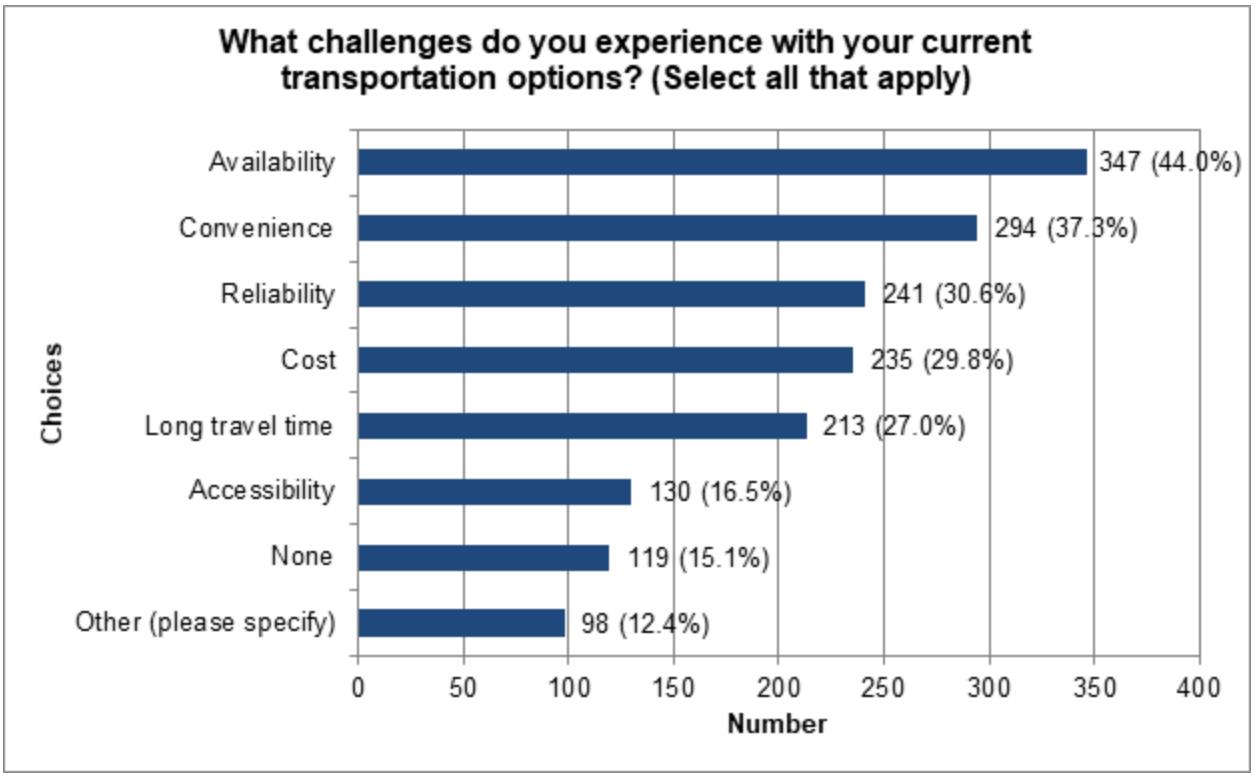

Which of the following best describes your race or ethnic background? (Select all that apply)
Choices
White
Hispanic or Latino
Black or African American
Asian
Other (please specify)
American Indian or Alaskan Native
Pacific Islander
621 (82.0%)
82 (10.8%)
51 (6.7%)
17 (2.2%)
15 (2.0%)
8 (1.1%)
3 (0.4%)
0
200
400
600
800
Number

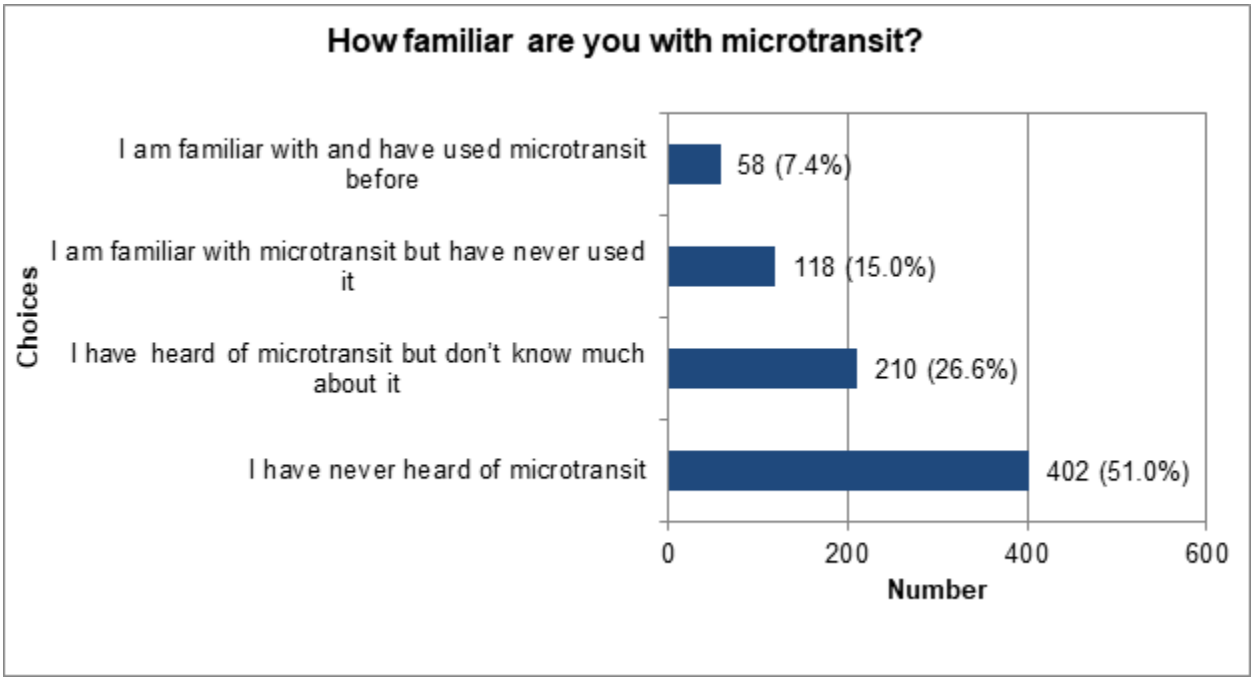

What was your household income in the past year?
Choices
Under $25,000
$25,000 to $49,999
$50,000 to $74,999
$75,000 to $99,999
$100,000 or more
173 (24.0%)
196 (27.1%)
113 (15.7%)
94 (13.0%)
146 (20.2%)
0
50
100
150
200
250
Number

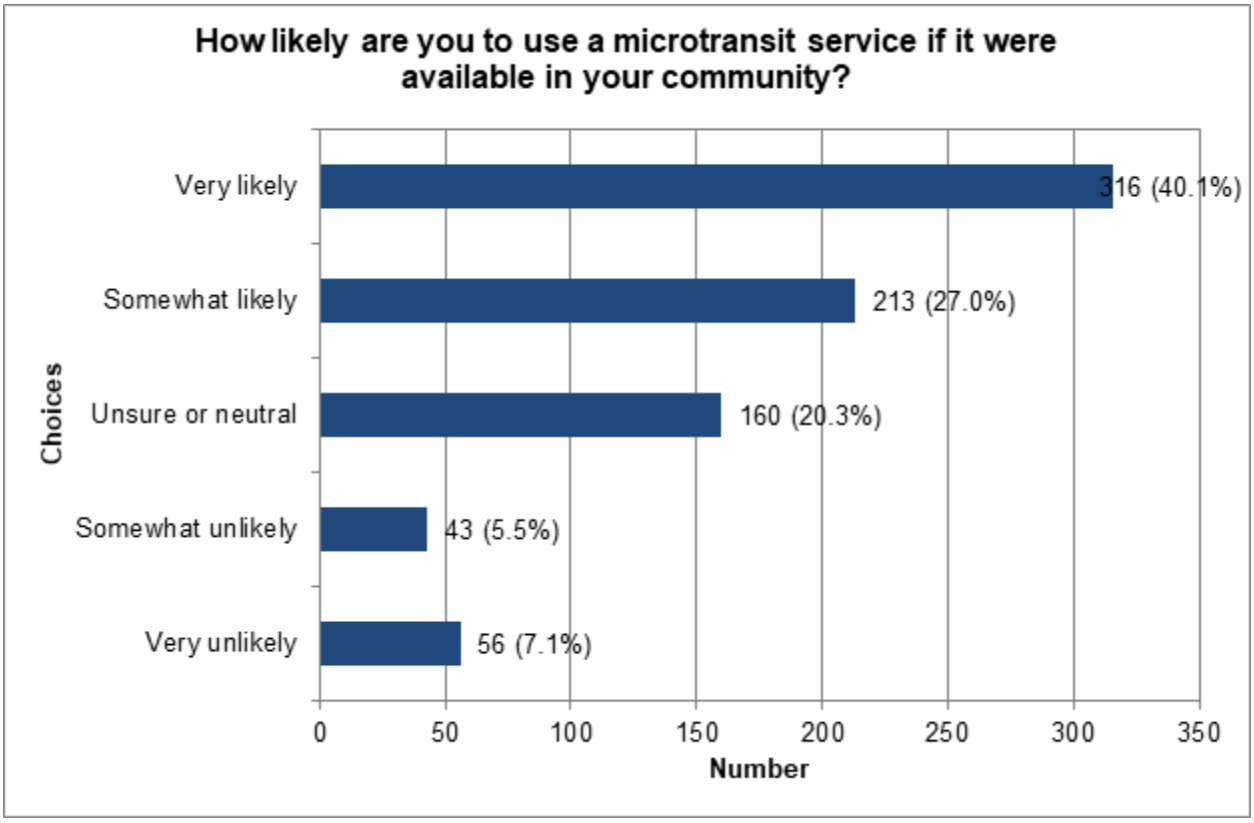


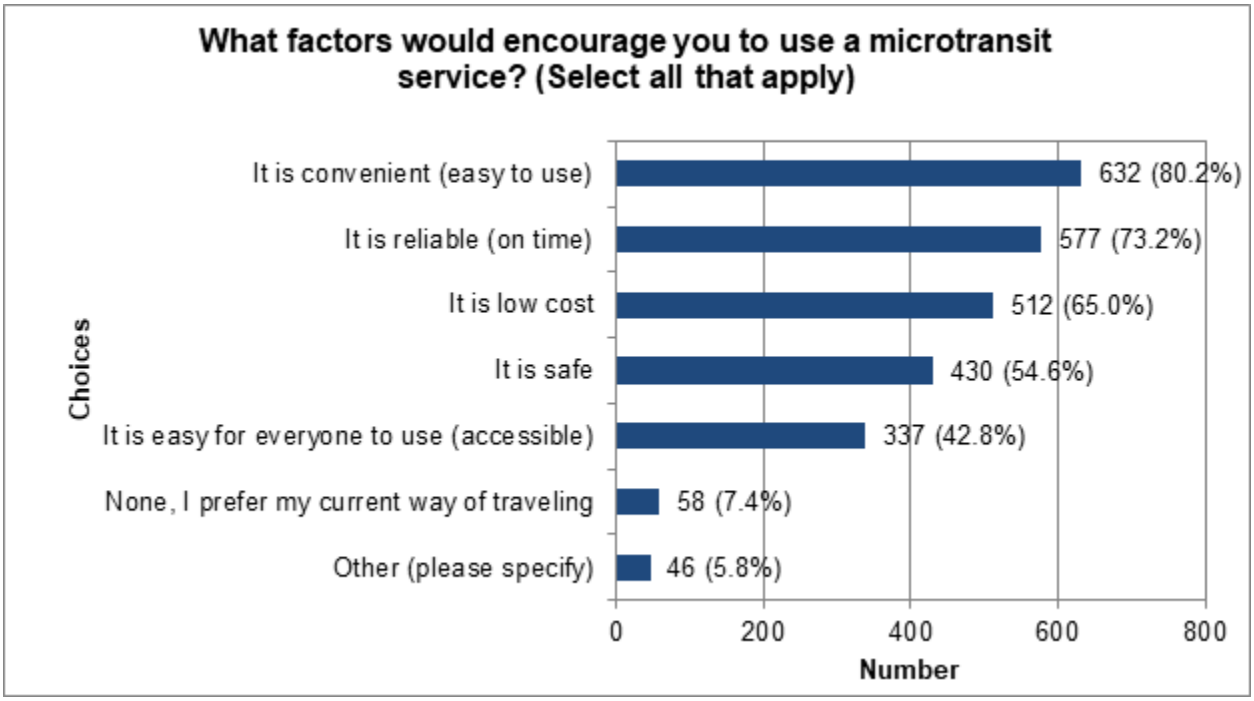
Respondents who indicated they speak a language other than English at home reported speaking Spanish (48, 6.3%), Pennsylvania Dutch (10, 1.3%), or other languages.

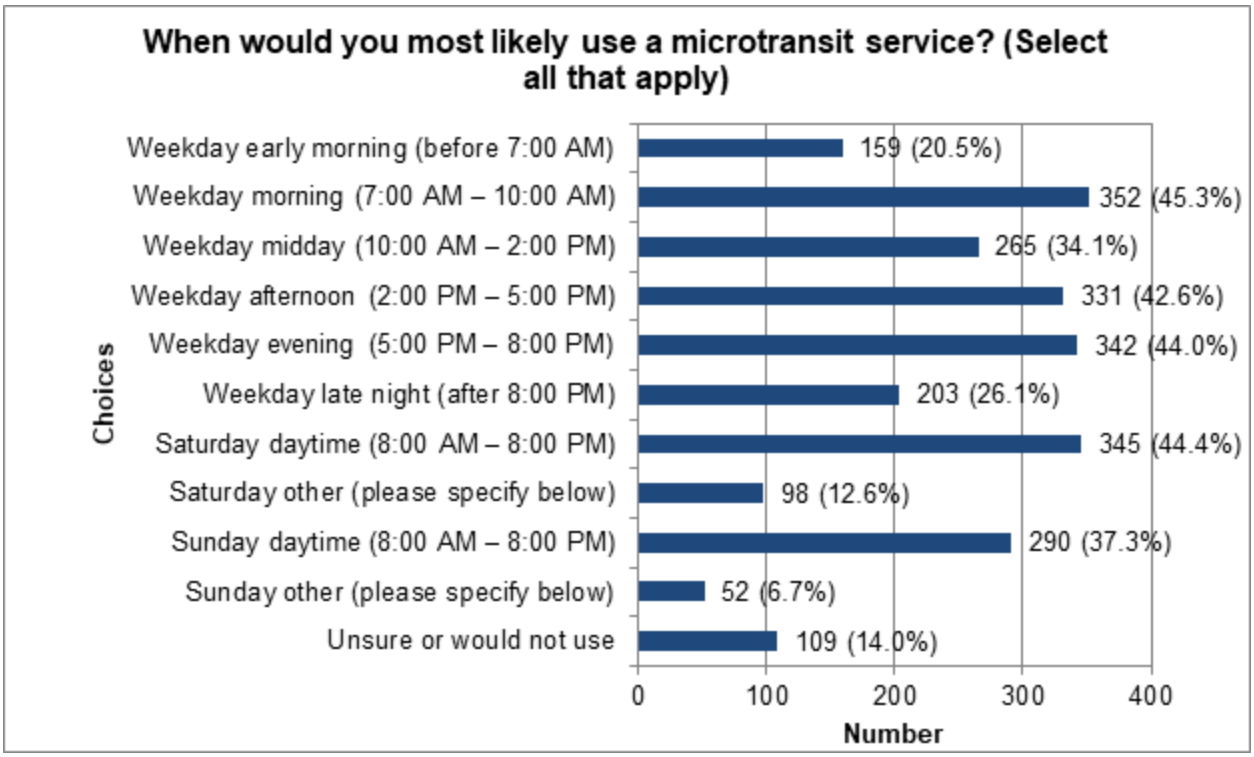


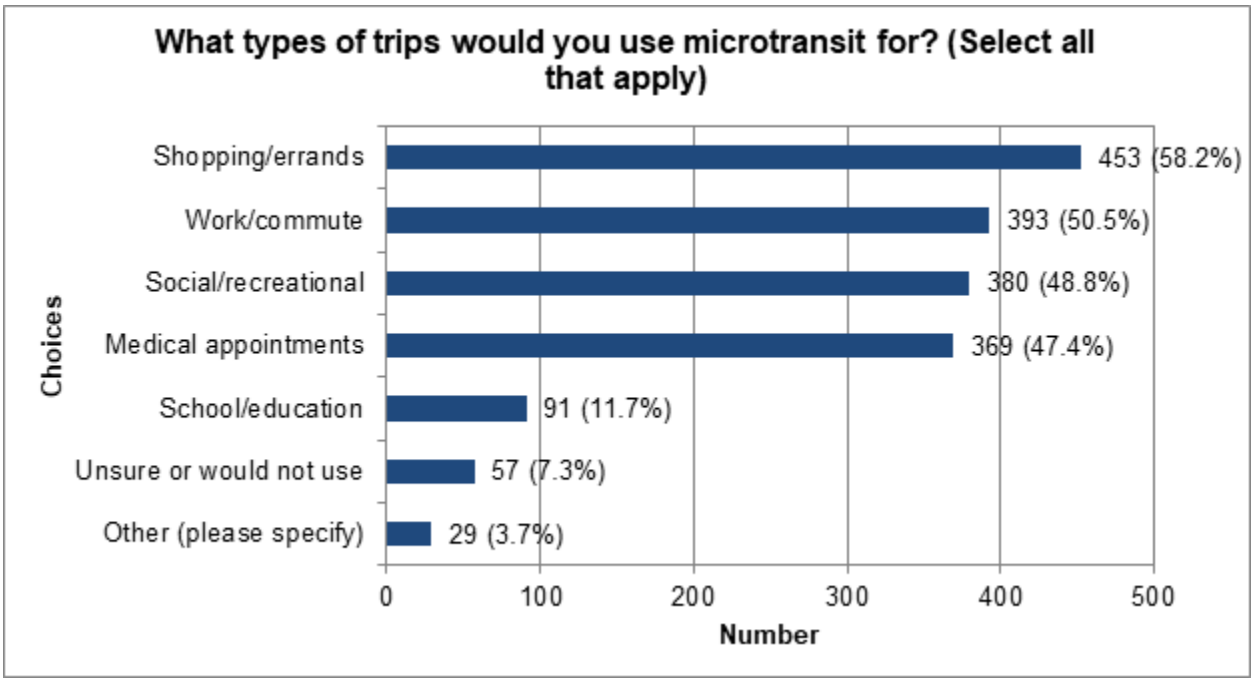

What challenges do you experience with your current transportation options? (Select all that apply)
Availability
Convenience
Reliability
Cost
Long travel time
Accessibility
None
Other (please specify)
347 (44.0%)
294 (37.3%)
241 (30.6%)
235 (29.8%)
213 (27.0%)
130 (16.5%)
119 (15.1%)
98 (12.4%)
Choices
0
50
100
150
200
250
300
350
400
Number

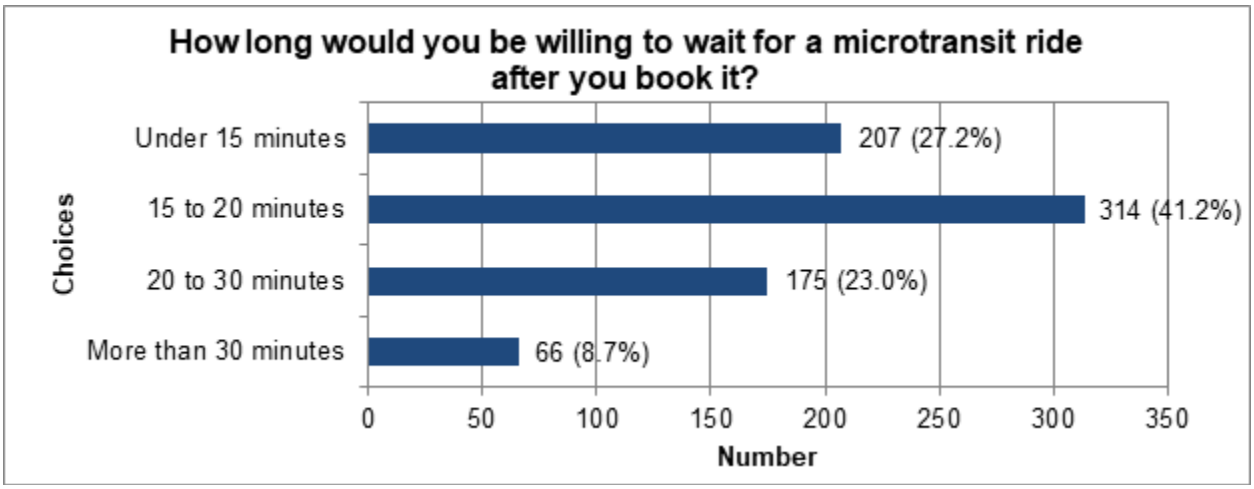

How familiar are you with microtransit?
I am familiar with and have used microtransit before
I am familiar with microtransit but have never used it
I have heard of microtransit but don't know much about it
I have never heard of microtransit
58 (7.4%)
118 (15.0%)
210 (26.6%)
402 (51.0%)
Choices
0
200
400
600
Number

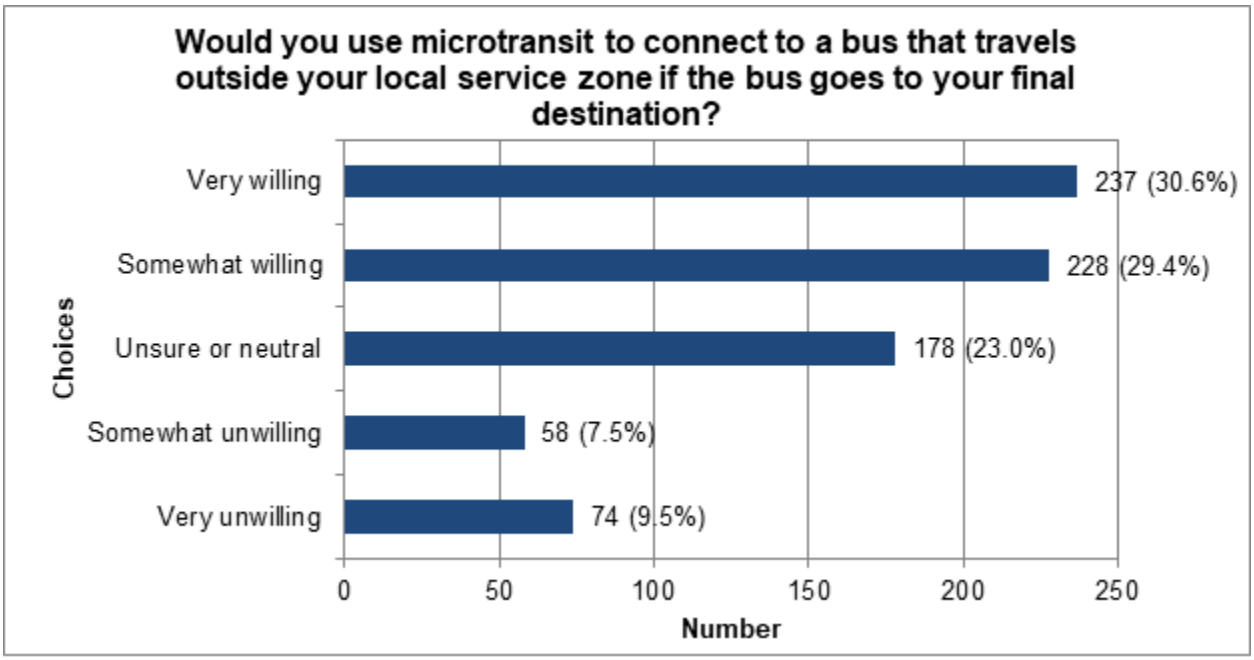

How likely are you to use a microtransit service if it were available in your community?
Very likely
Somewhat likely
Unsure or neutral
Somewhat unlikely
Very unlikely
316 (40.1%)
213 (27.0%)
160 (20.3%)
43 (5.5%)
56 (7.1%)
Choices
0
50
100
150
200
250
300
350
Number

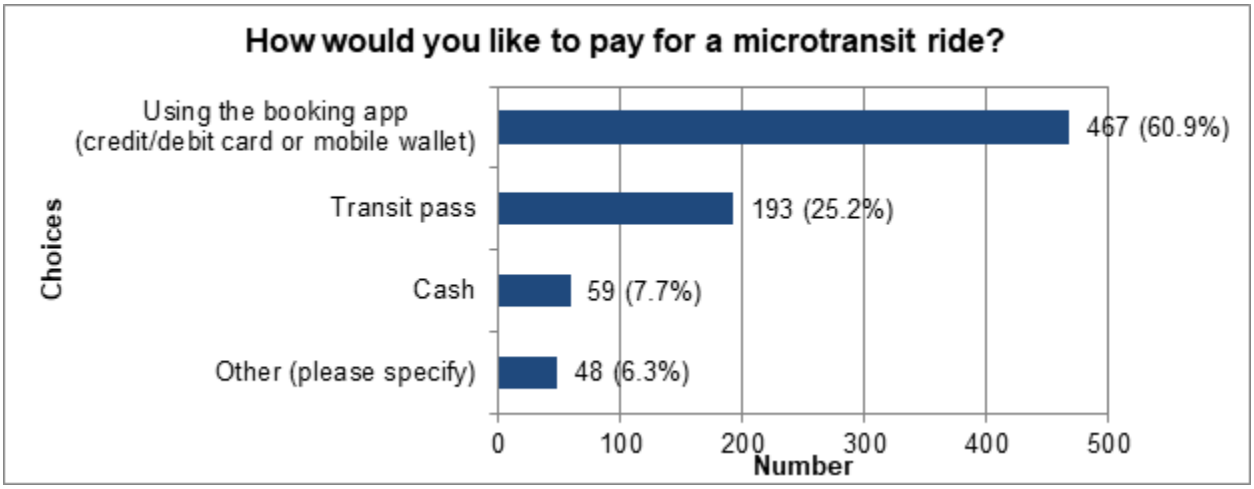

What factors would encourage you to use a microtransit service? (Select all that apply)
It is convenient (easy to use)
It is reliable (on time)
It is low cost
It is safe
It is easy for everyone to use (accessible)
None, I prefer my current way of traveling
Other (please specify)
632 (80.2%)
577 (73.2%)
512 (65.0%)
430 (54.6%)
337 (42.8%)
58 (7.4%)
46 (5.8%)
Choices
0
200
400
600
800
Number

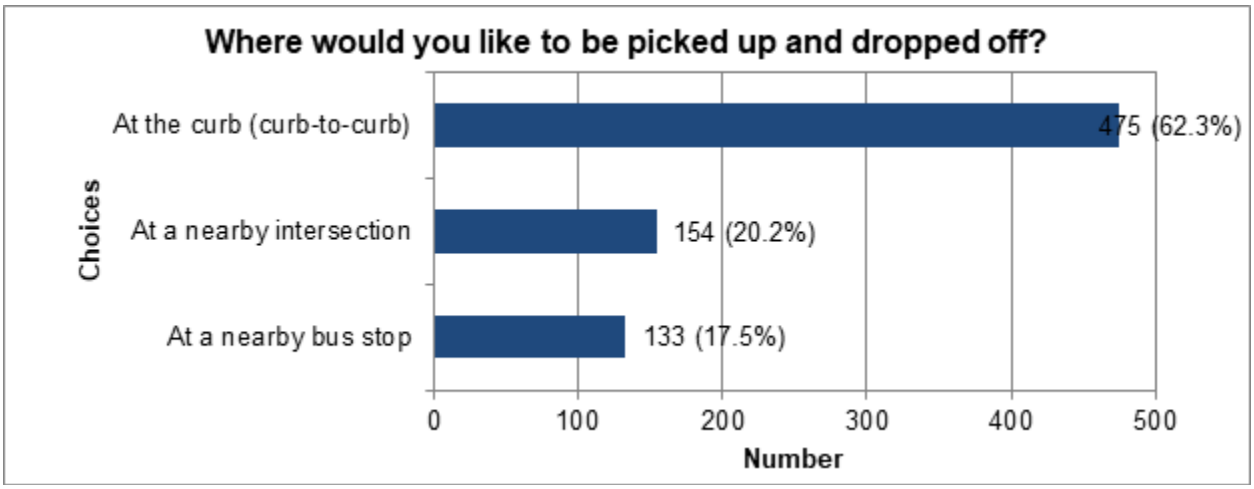

When would you most likely use a microtransit service? (Select all that apply)
Choices
Weekday early morning (before 7:00 AM)
159 (20.5%)
Weekday morning (7:00 AM – 10:00 AM)
352 (45.3%)
Weekday midday (10:00 AM – 2:00 PM)
265 (34.1%)
Weekday afternoon (2:00 PM – 5:00 PM)
331 (42.6%)
Weekday evening (5:00 PM – 8:00 PM)
342 (44.0%)
Weekday late night (after 8:00 PM)
203 (26.1%)
Saturday daytime (8:00 AM – 8:00 PM)
345 (44.4%)
Saturday other (please specify below)
98 (12.6%)
Sunday daytime (8:00 AM – 8:00 PM)
290 (37.3%)
Sunday other (please specify below)
52 (6.7%)
Unsure or would not use
109 (14.0%)
0
100
200
300
400
Number

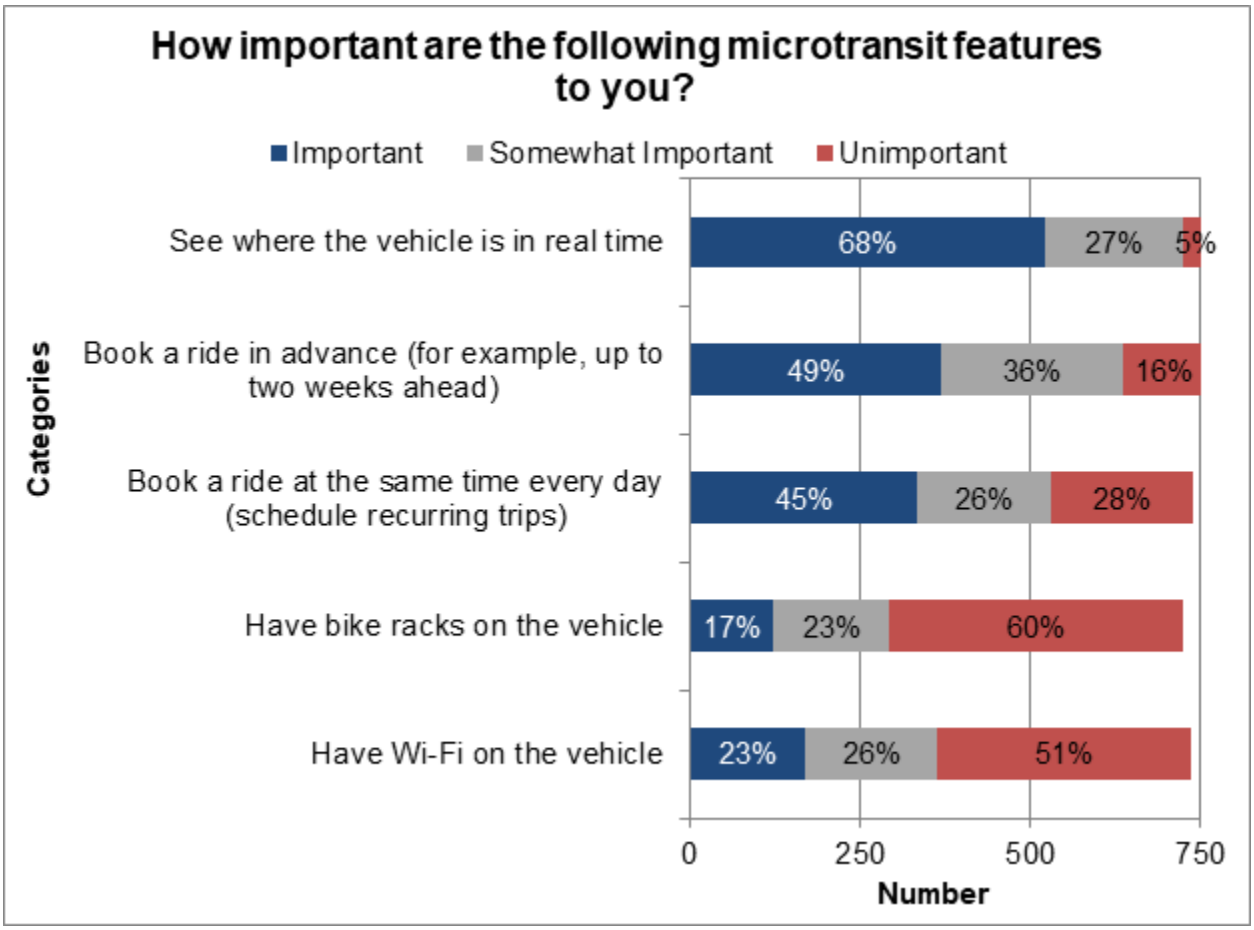

What types of trips would you use microtransit for? (Select all that apply)
Choices
Shopping/errands
453 (58.2%)
Work/commute
393 (50.5%)
Social/recreational
380 (48.8%)
Medical appointments
369 (47.4%)
School/education
91 (11.7%)
Unsure or would not use
57 (7.3%)
Other (please specify)
29 (3.7%)
0
100
200
300
400
500
Number


How long would you be willing to wait for a microtransit ride after you book it?
Choices
Under 15 minutes
15 to 20 minutes
20 to 30 minutes
More than 30 minutes
207 (27.2%)
314 (41.2%)
175 (23.0%)
66 (8.7%)
0
50
100
150
200
250
300
350
Number


Would you use microtransit to connect to a bus that travels outside your local service zone if the bus goes to your final destination?
Choices
Very willing
Somewhat willing
Unsure or neutral
Somewhat unwilling
Very unwilling
237 (30.6%)
228 (29.4%)
178 (23.0%)
58 (7.5%)
74 (9.5%)
0
50
100
150
200
250
Number


How would you like to pay for a microtransit ride?
Choices
Using the booking app (credit/debit card or mobile wallet)
Transit pass
Cash
Other (please specify)
467 (60.9%)
193 (25.2%)
59 (7.7%)
48 (6.3%)
0
100
200
300
400
500
Number


Where would you like to be picked up and dropped off?
Choices
At the curb (curb-to-curb)
At a nearby intersection
At a nearby bus stop
475 (62.3%)
154 (20.2%)
133 (17.5%)
0
100
200
300
400
500
Number


How important are the following microtransit features to you?
Important
Somewhat Important
Unimportant
Categories
See where the vehicle is in real time
Book a ride in advance (for example, up to two weeks ahead)
Book a ride at the same time every day (schedule recurring trips)
Have bike racks on the vehicle
Have Wi-Fi on the vehicle
68%
27%
5%
49%
36%
16%
45%
26%
28%
17%
23%
60%
23%
26%
51%
0
250
500
750
Number

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!

SOUTH CENTRAL TRANSIT AUTHORITY

Assets Table

Asset Type	Elements	Graphics
Rack Card 3.25x8.25 in	Print or Send Pdf attachment in email	• Rack Card_ENGLISH_Email Version • Rack Card_SPANISH_Email Version
General Email	Text	• Email Header_Blue • Email Header_Red • Email Header_Tan And attach: • Rack Card_ENGLISH_Email Version • Rack Card_SPANISH_Email Version
Facebook or Instagram	Text	• Social Media_Blue • Social Media_Red • Social Media_Tan
Twitter/X	Text	
LinkedIn	Text	
Print Survey	n/a	• Microtransit-Survey_English • Microtransit-Survey_Spanish Digital survey is available on the website tinyurl.com/micro-transit

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]

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 @redrosetransiauthority! 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

SCTA SOUTH CENTRAL TRANSIT AUTHORITY

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.

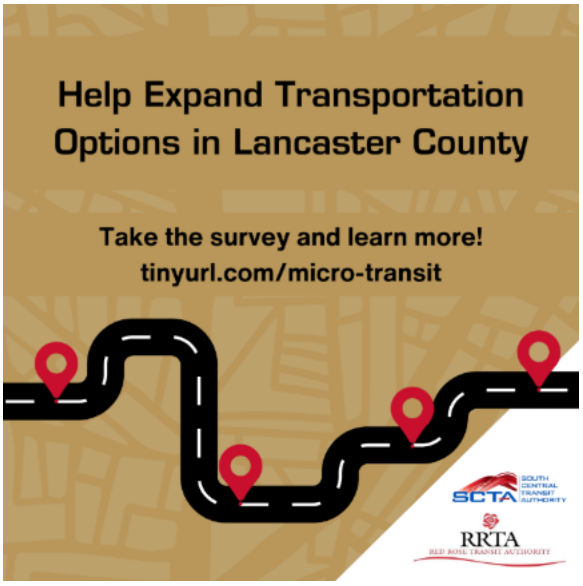
🏫 Microtransit could bring more access to employment and education opportunities.

@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

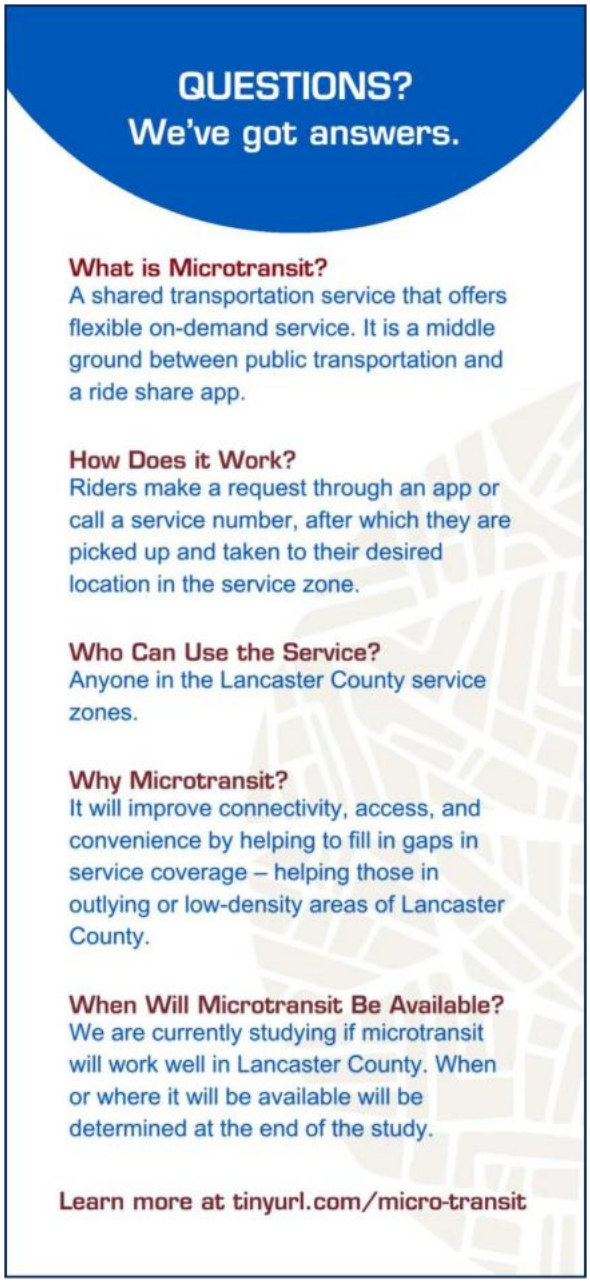
Email Header

Social Media



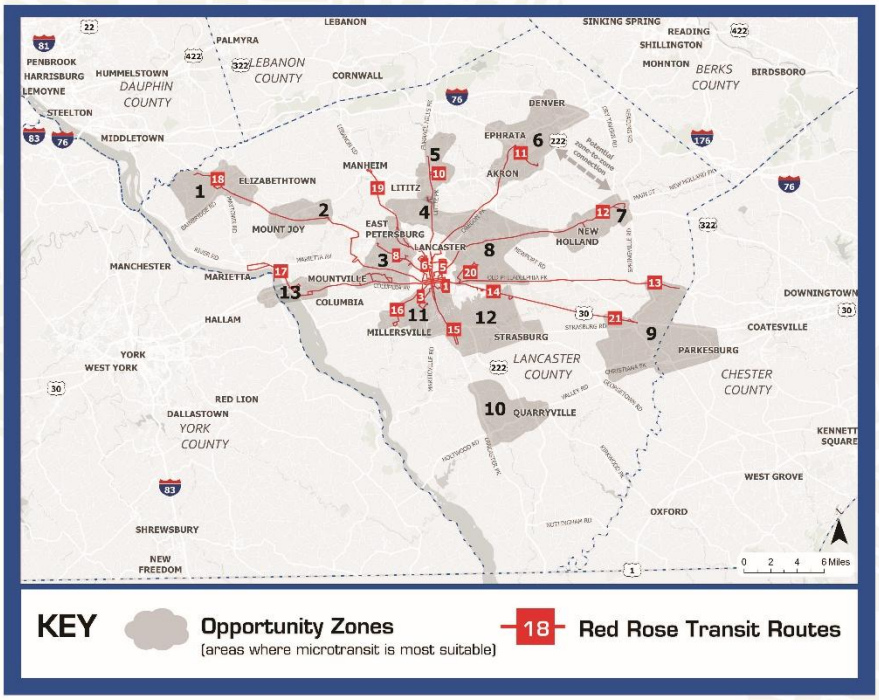
Rack Card


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?



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

SCTA SOUTH CENTRAL TRANSIT AUTHORITY

RRTA
RED ROSE TRANSIT AUTHORITY

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.

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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.

SCTA SOUTH CENTRAL TRANSIT AUTHORITY RRTA RED ROSE TRANSIT AUTHORITY

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	

Phase 3 Survey

Microtransit Feasibility Study

Help Shape the Future of Transit in Lancaster County!

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

The South Central Transit Authority (SCTA) is exploring a new on-demand, shared-ride option called microtransit to improve travel within and between communities.

As part of this study, three priority zones have been identified as potential pilot areas for microtransit service. Your feedback will help SCTA understand local travel needs, refine service options, and determine where a pilot program could have the greatest impact.

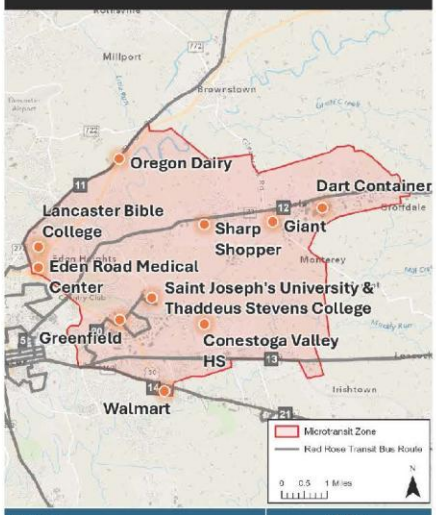
Survey ends December 19, 2025

https://bit.ly/SCTAmicrotransit

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

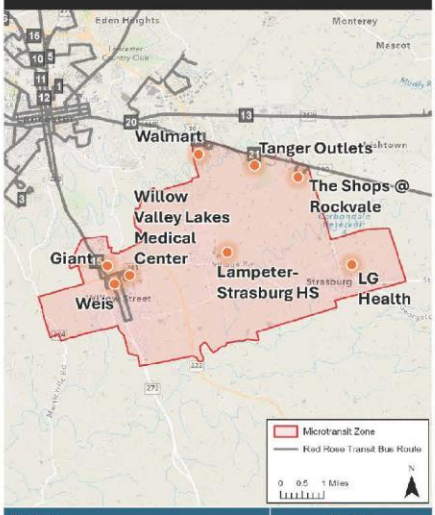


Metric	Value
Weekday ridership	120 – 160 per day
Vehicles required	3 – 5
Average passenger wait time	17 – 18 minutes
Average passenger in-vehicle time	12 – 16 minutes
Weekday service hours	5:30 AM – 8:00 PM

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

- Yes
- No
- Maybe, needs small adjustments

Willow Street – Strasburg – Outlets



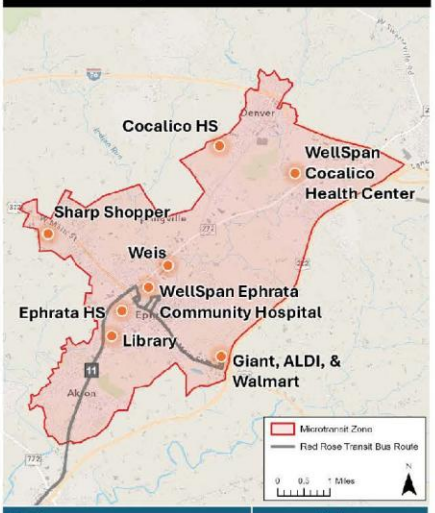
Metric	Value
Weekday ridership	75 – 100 per day
Vehicles required	~ 3
Average passenger wait time	16 – 17 minutes
Average passenger in-vehicle time	13 – 16 minutes
Weekday service hours	6:00 AM – 8:00 PM

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

- Yes
- No
- Maybe, needs small adjustments

1

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
- School
- Daycare
- Public park
- Other communities
- Medical center
- Lancaster city
- 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): _____

SCTA SOUTH CENTRAL TRANSIT AUTHORITY RRTA RED ROSE TRANSIT AUTHORITY 2

SOUTH CENTRAL TRANSIT AUTHORITY

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

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

- Yes
- No
- Prefer not to answer

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

Select the option that best fits your current occupation.

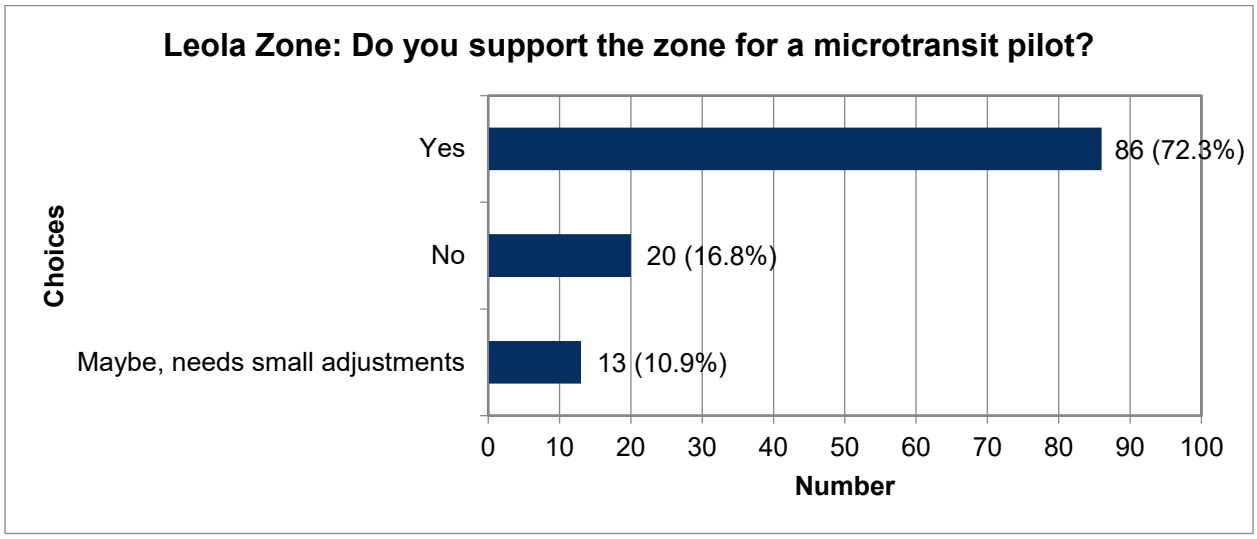
- Student
- Part-time employment
- Full-time employment
- Military
- Retired, homemaker, unemployed, or unable to work
- Prefer not to answer

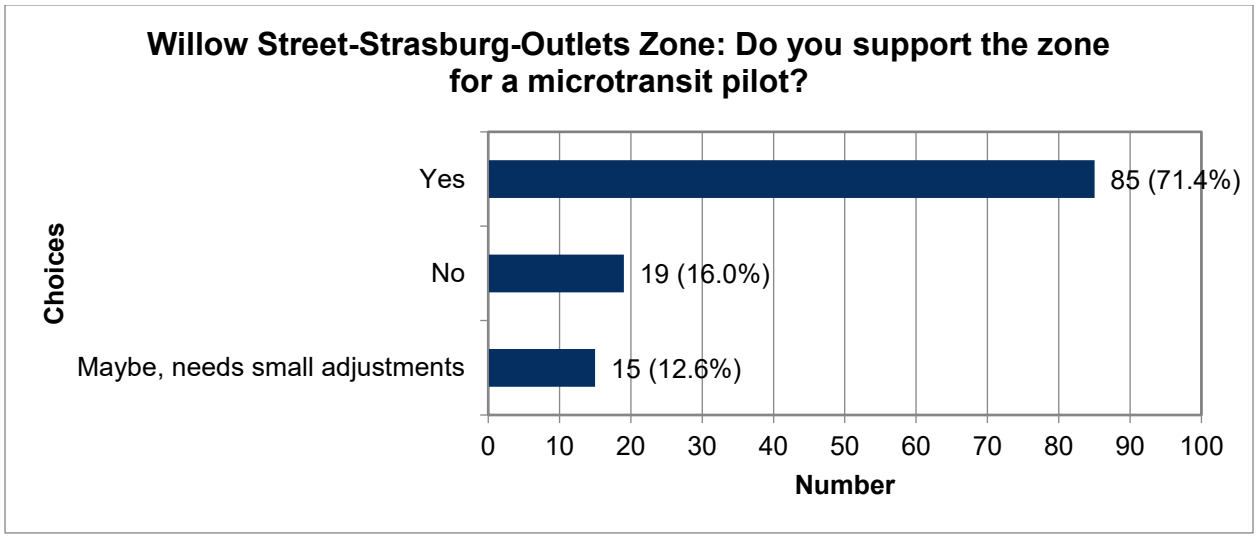
How many vehicles are available in your household?

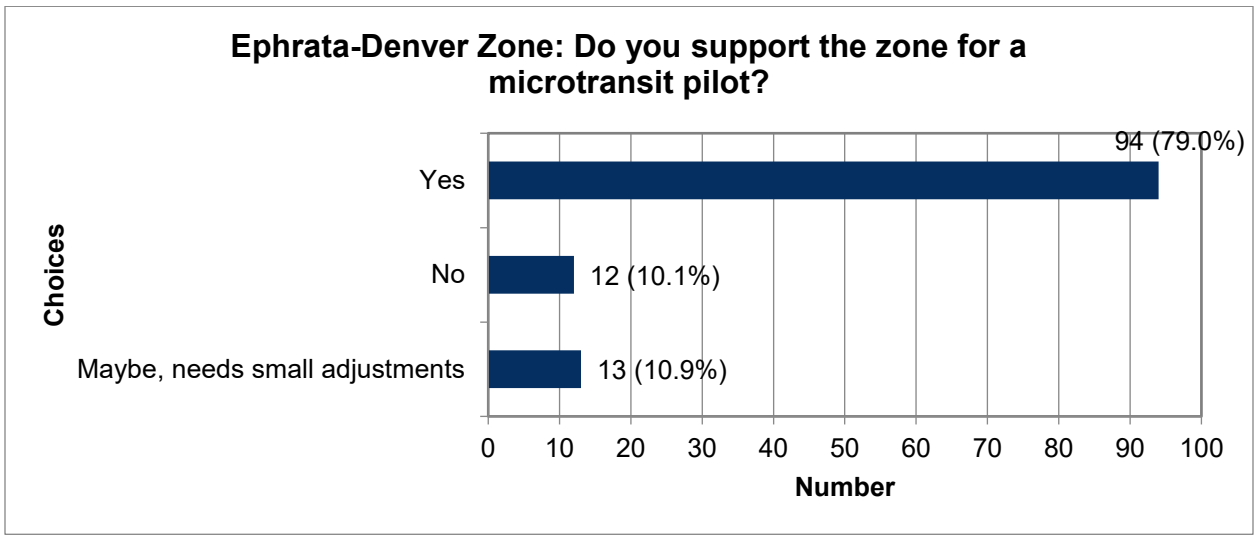
- 0
- 1
- 2
- 3 or more

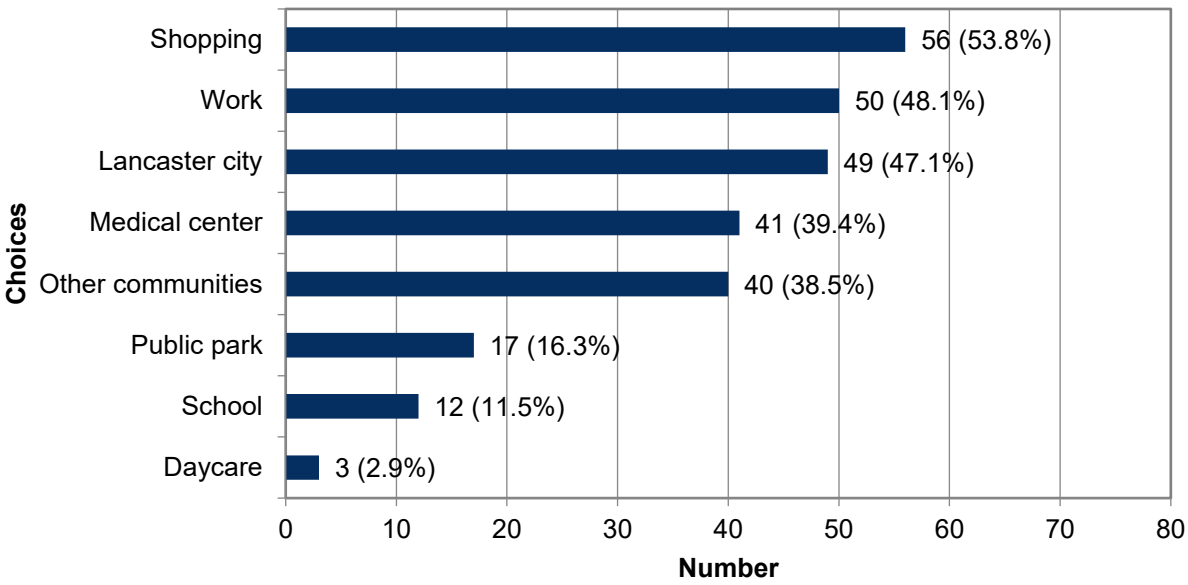
SCTA SOUTH CENTRAL TRANSIT AUTHORITY RRTA RED RIVER TRANSIT AUTHORITY 3

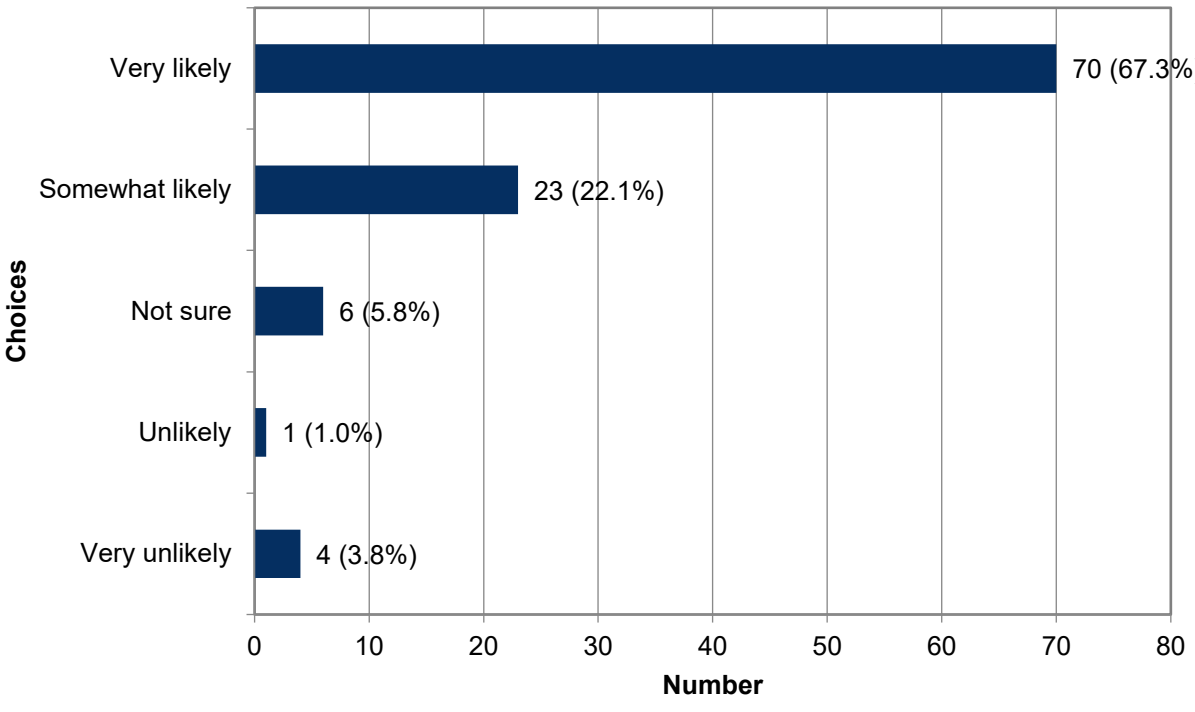
Phase 3 Survey Results

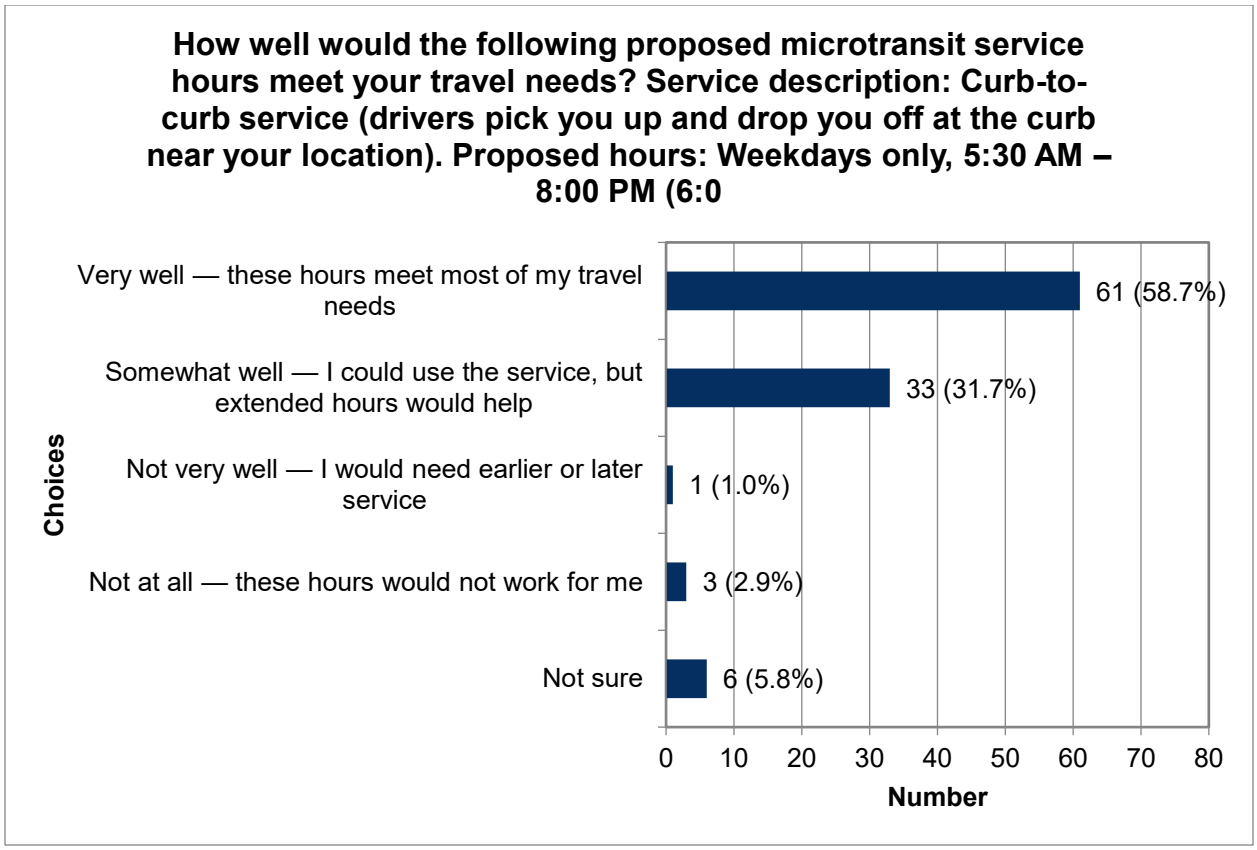






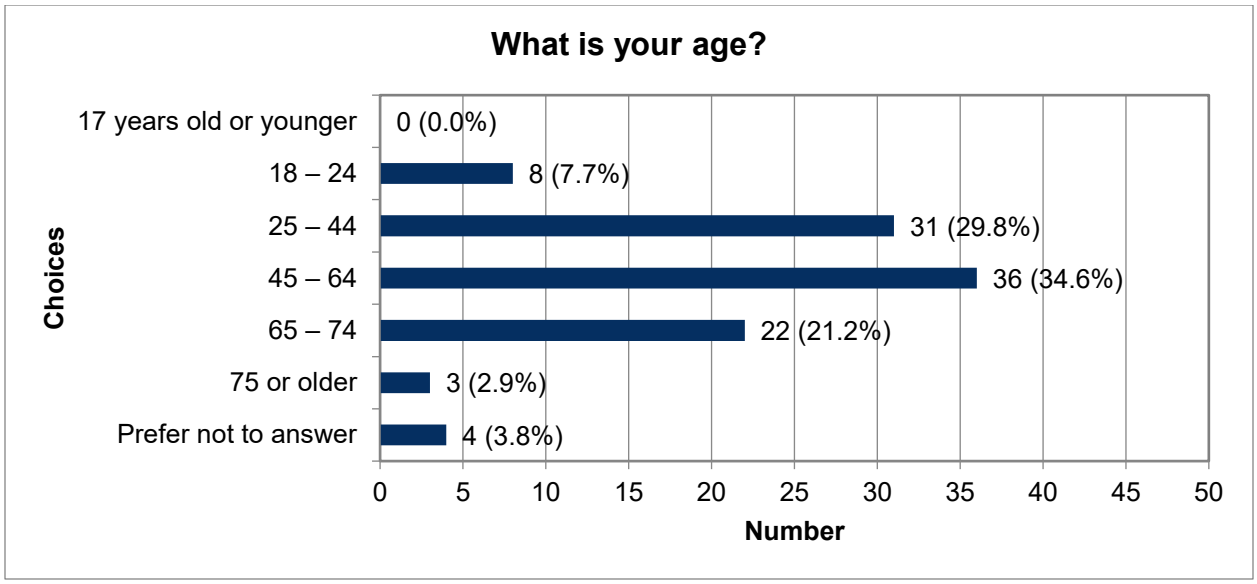

If microtransit were available, which types of trips would you use it? (select up to 3)
Shopping
Work
Lancaster city
Medical center
Other communities
Public park
School
Daycare
56 (53.8%)
50 (48.1%)
49 (47.1%)
41 (39.4%)
40 (38.5%)
17 (16.3%)
12 (11.5%)
3 (2.9%)
Choices
0
10
20
30
40
50
60
70
80
Number

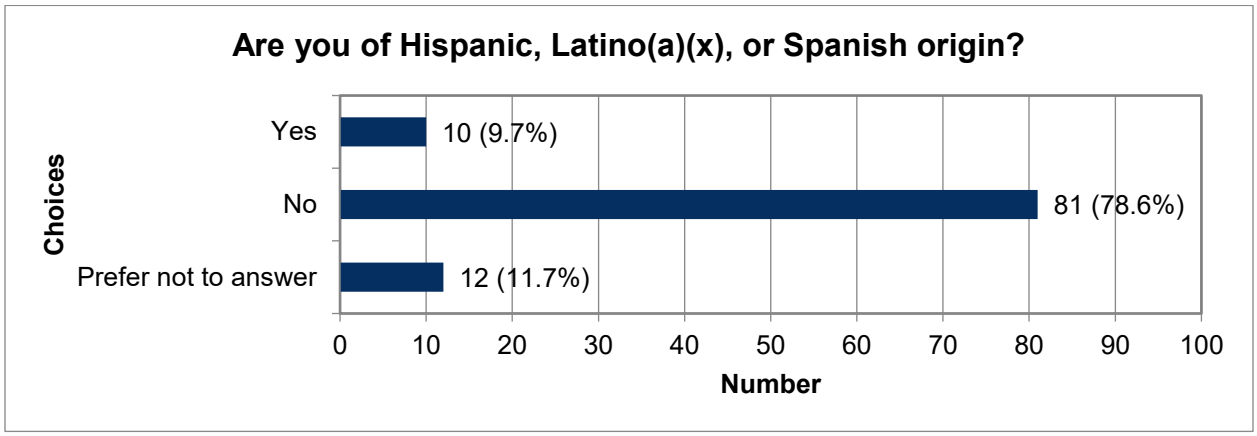

If a microtransit service were available in your area, and each trip cost between $2 and $4—similar to a regular bus fare or pass—with free transfers between microtransit and Red Rose Transit Authority buses, how likely would you be to use this service?
Very likely
Somewhat likely
Not sure
Unlikely
Very unlikely
70 (67.3%)
23 (22.1%)
6 (5.8%)
1 (1.0%)
4 (3.8%)
Choices
0
10
20
30
40
50
60
70
80
Number

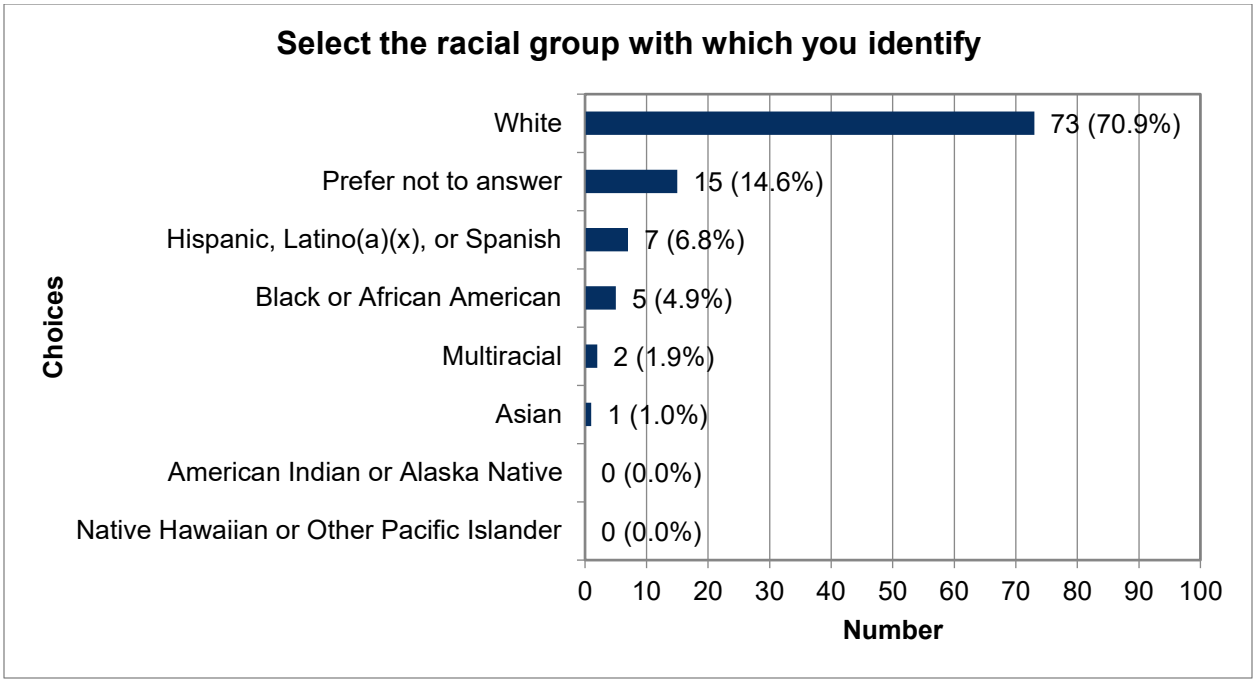


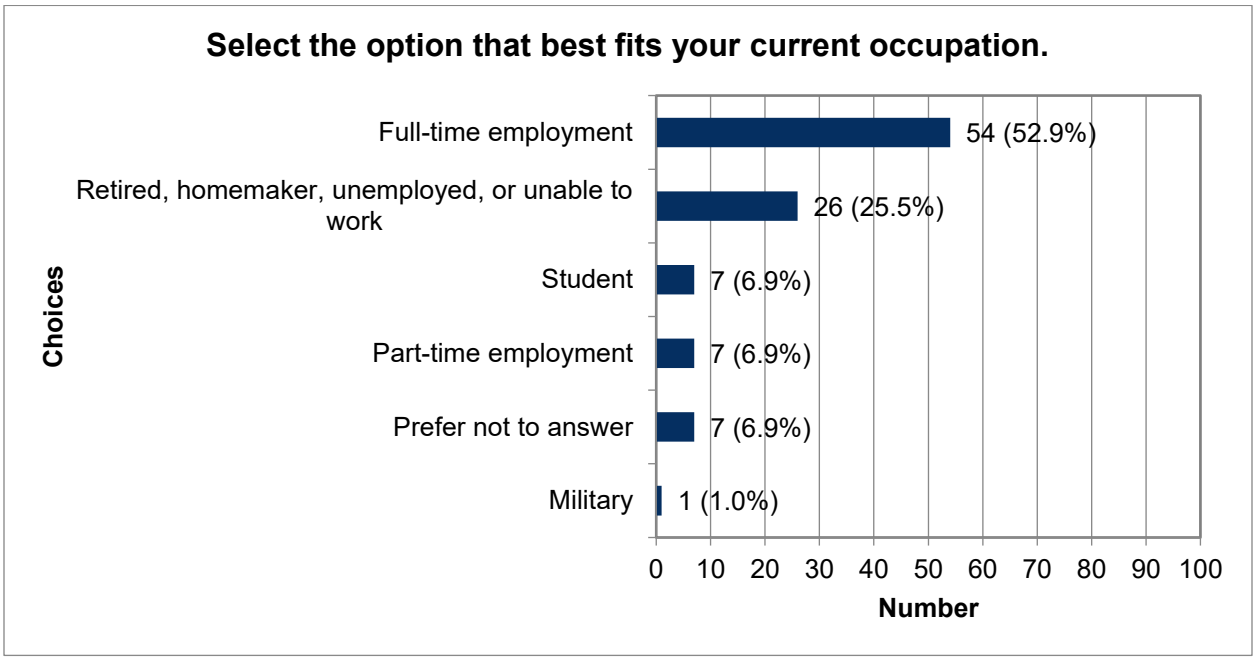
Summary of Open Comment Responses (42 received)

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?
17 years old or younger
18 – 24
25 – 44
45 – 64
65 – 74
75 or older
Prefer not to answer
0 (0.0%)
8 (7.7%)
31 (29.8%)
36 (34.6%)
22 (21.2%)
3 (2.9%)
4 (3.8%)
Choices
0 5 10 15 20 25 30 35 40 45 50
Number


Are you of Hispanic, Latino(a)(x), or Spanish origin?
Yes
No
Prefer not to answer
10 (9.7%)
81 (78.6%)
12 (11.7%)
Choices
0 10 20 30 40 50 60 70 80 90 100
Number


Select the racial group with which you identify
Choices
White
Prefer not to answer
Hispanic, Latino(a)(x), or Spanish
Black or African American
Multiracial
Asian
American Indian or Alaska Native
Native Hawaiian or Other Pacific Islander
73 (70.9%)
15 (14.6%)
7 (6.8%)
5 (4.9%)
2 (1.9%)
1 (1.0%)
0 (0.0%)
0 (0.0%)
0 10 20 30 40 50 60 70 80 90 100
Number


Select the option that best fits your current occupation.
Choices
Full-time employment
Retired, homemaker, unemployed, or unable to work
Student
Part-time employment
Prefer not to answer
Military
54 (52.9%)
26 (25.5%)
7 (6.9%)
7 (6.9%)
7 (6.9%)
1 (1.0%)
0 10 20 30 40 50 60 70 80 90 100
Number

Phase 3 Outreach Toolkit

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!

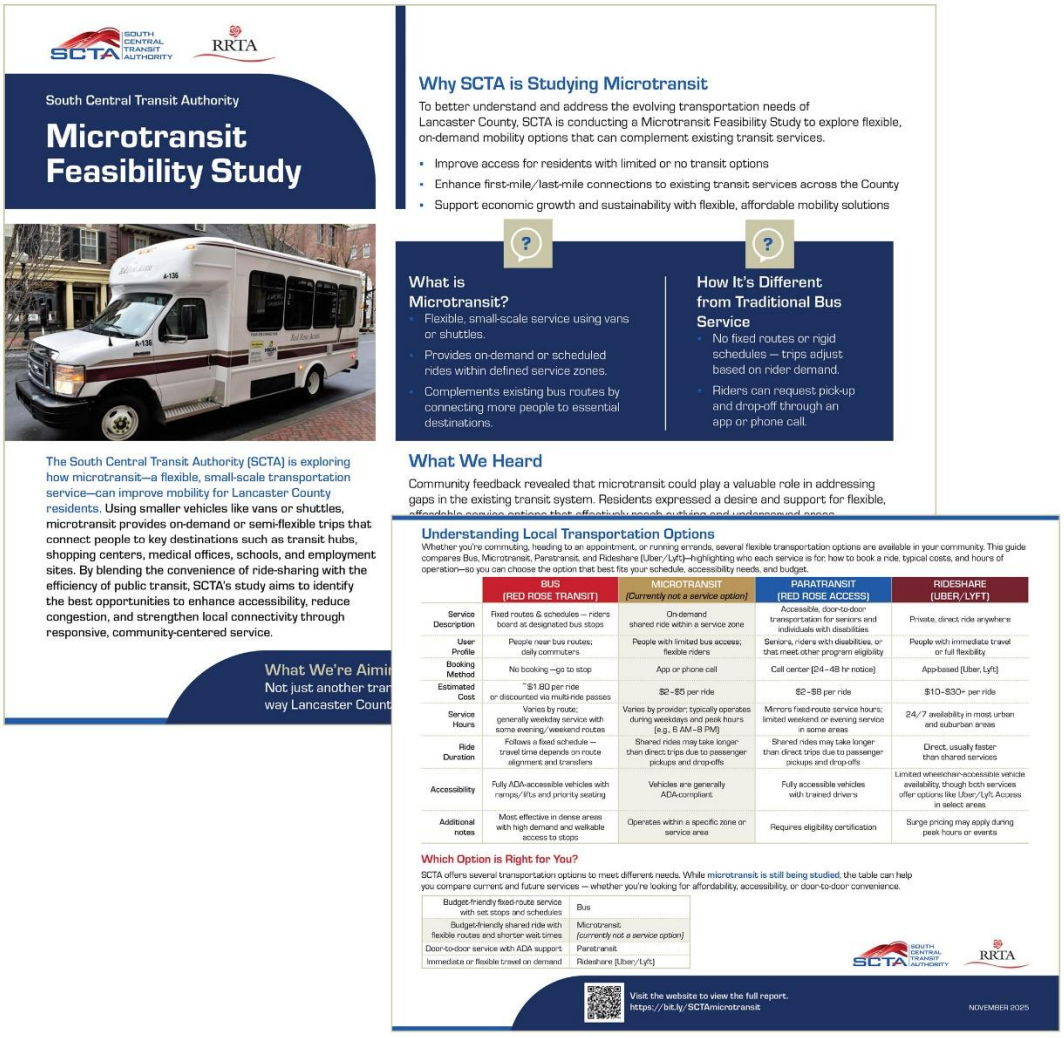
INCLUDED

- 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.



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 Aimi
Not just another tran
way Lancaster Count

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,

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	On-demand 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 that meet 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	~$1.80 per ride or discounted via multi-ride passes	$2–$5 per ride	$2–$6 per ride	$10–$30+ per ride
Service Hours	Varies by route; generally weekday service with some evening/weekend routes	Varies by provider; typically operates during weekdays and peak hours (e.g., 6 AM–8 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 drop-offs	Shared rides may take longer than direct trips due to passenger pickups and drop-offs	Direct, usually faster than shared services
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 with set stops and schedules	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

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

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

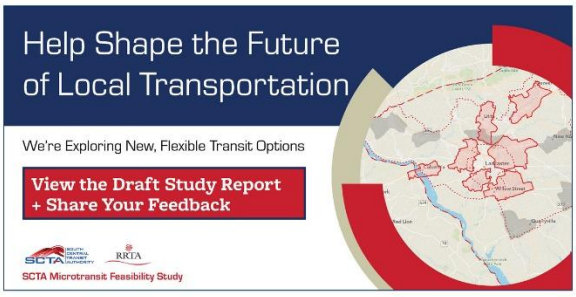
TAGGING

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

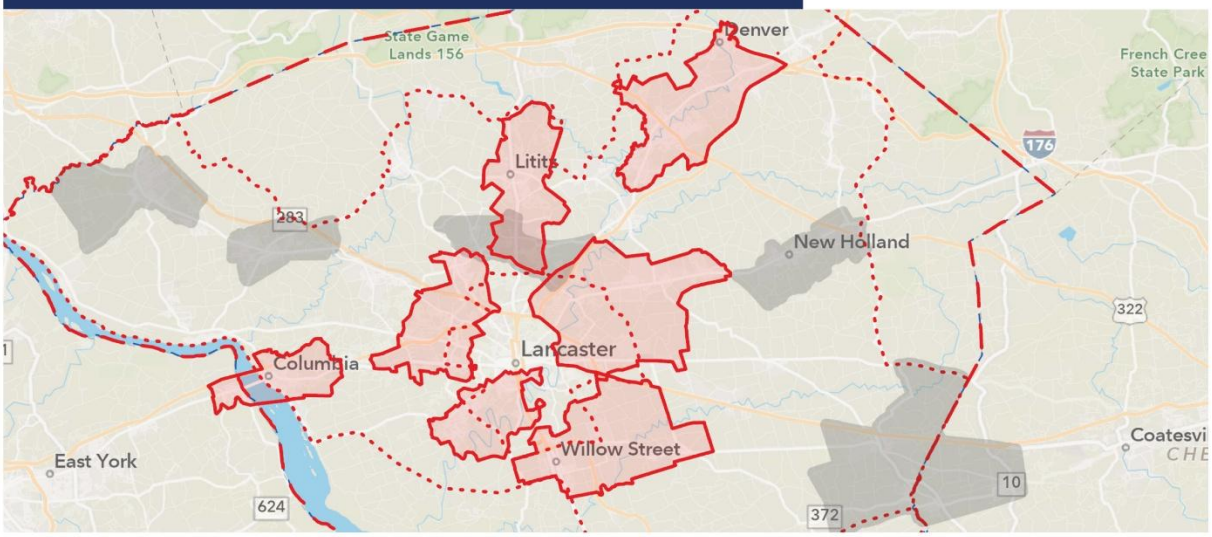
Open House Event: Flyer

SCTA 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

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

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.

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

Join us to learn and share your feedback!

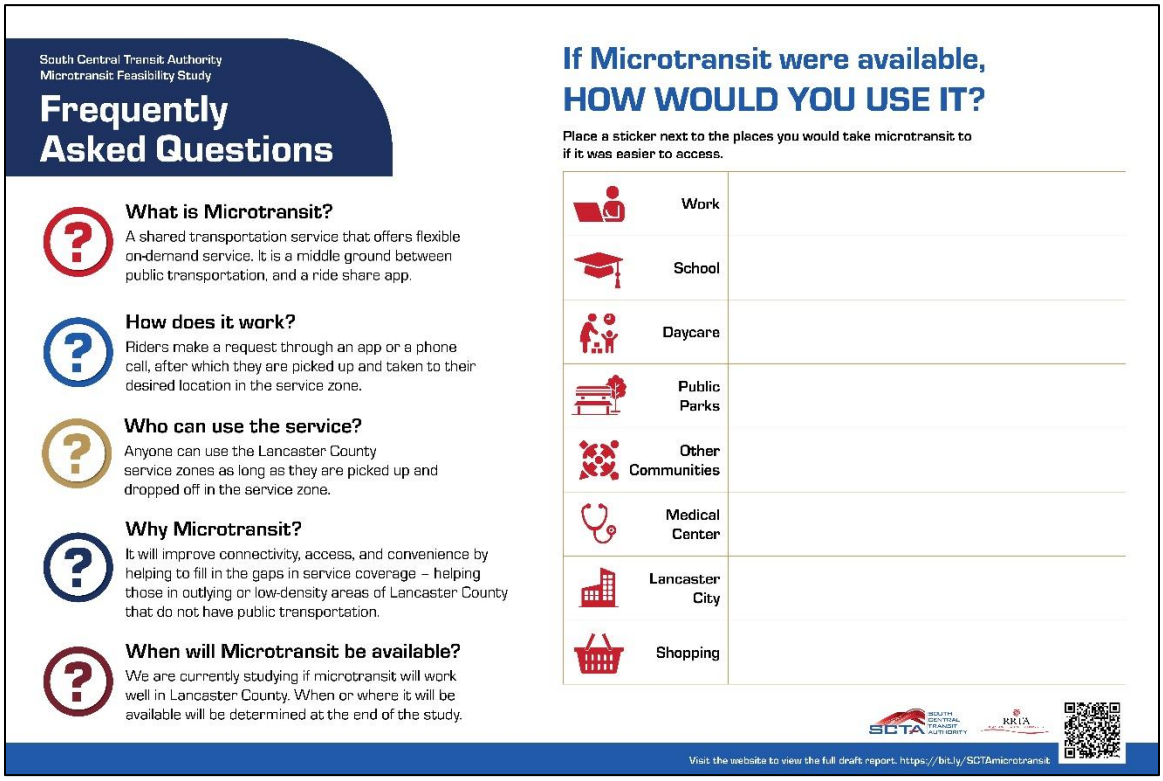
What is microtransit?
Discover how this new on-demand shuttle service works.

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.

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.

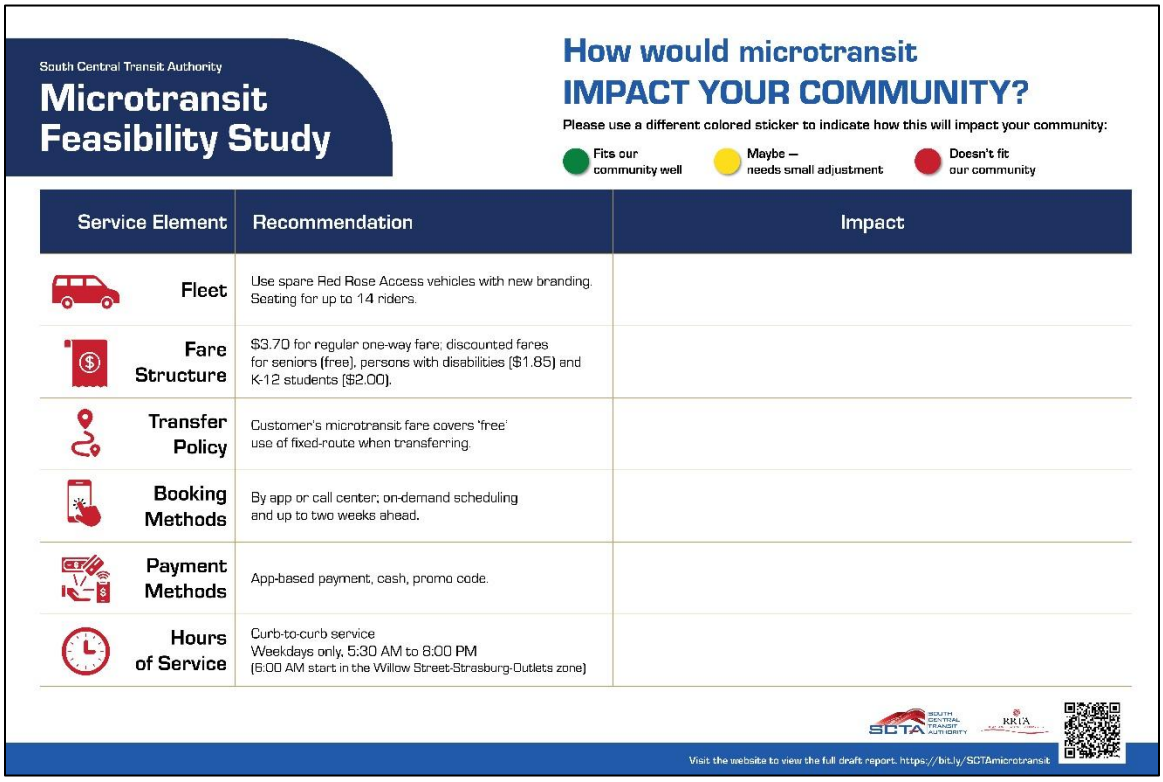
When will Microtransit be available?
We are currently studying if microtransit will work well in Lancaster County. When or where it will be available will be determined at the end of the study.

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	

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)	

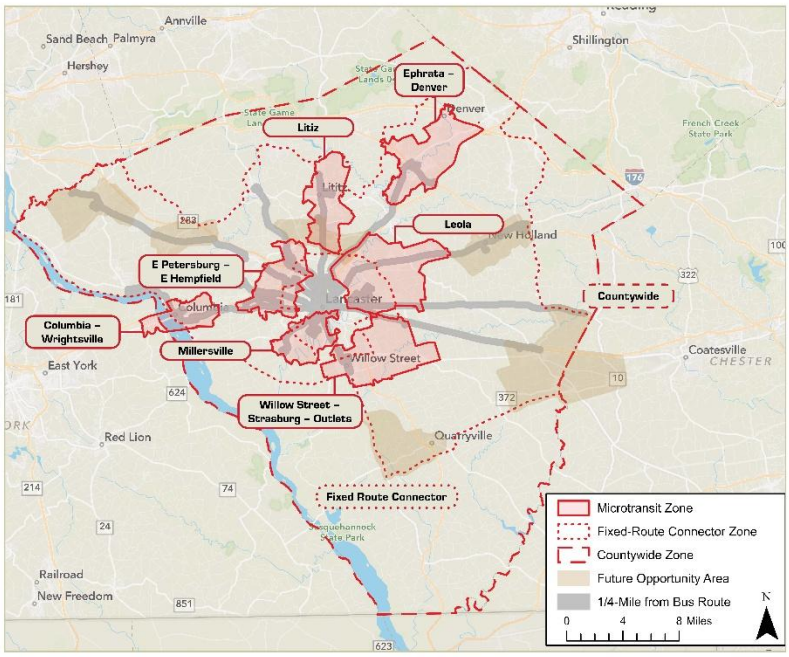
Visit the website to view the full draft report. https://bit.ly/SCTAmicrotransit

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

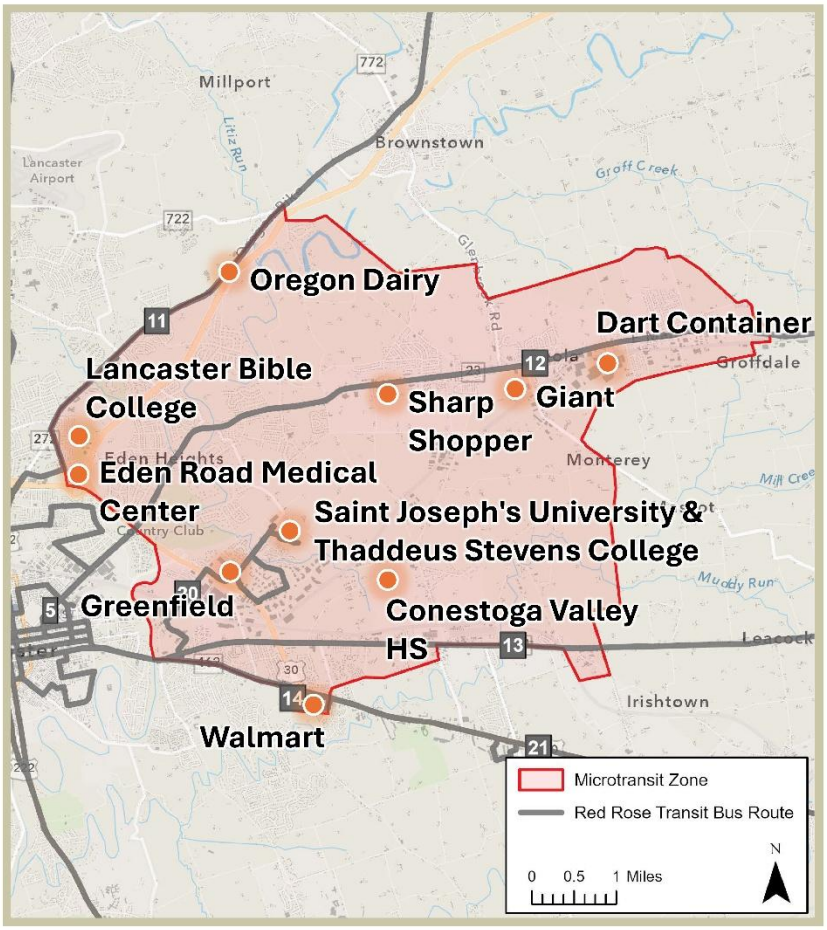


Visit the website to view the full draft report. https://bit.ly/SCTAmicrotransit

South Central Transit Authority
Microtransit Feasibility Study

Potential Pilot Zones

Leola



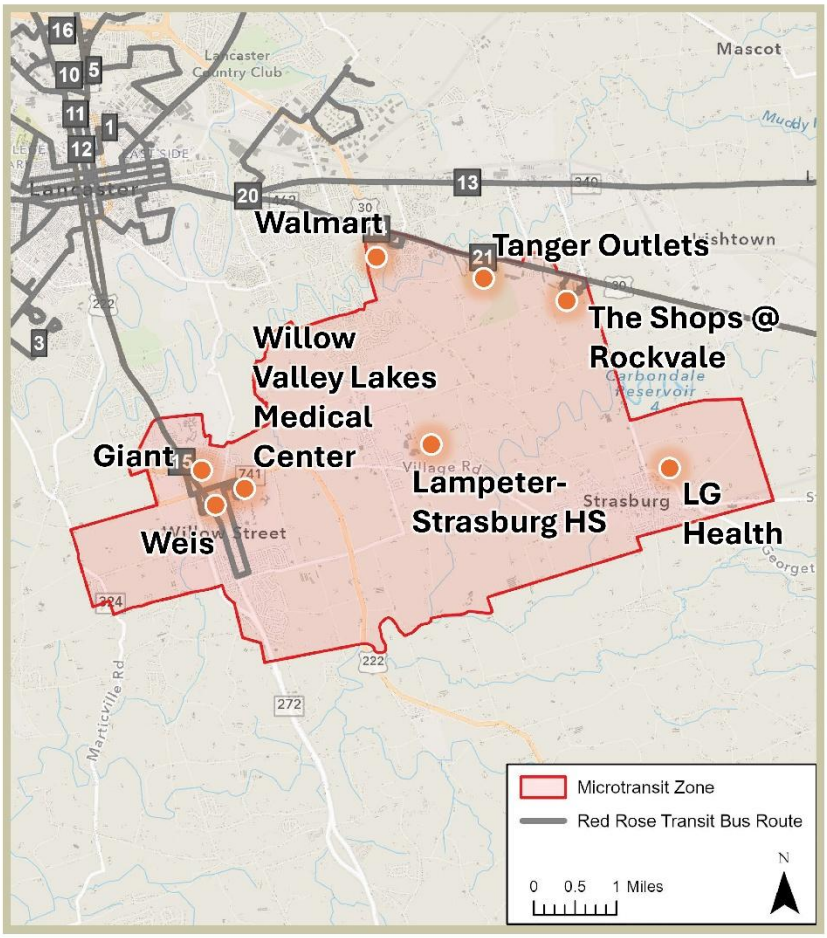
Metric	Value
Weekday ridership	120 – 160 per day
Vehicles required	3 – 5
Average passenger wait time	17 – 18 minutes
Average passenger in-vehicle time	12 – 16 minutes
Weekday service hours	5:30 AM – 8:00 PM

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

South Central Transit Authority
Microtransit Feasibility Study

Potential Pilot Zones

Willow Street – Strasburg – Outlets



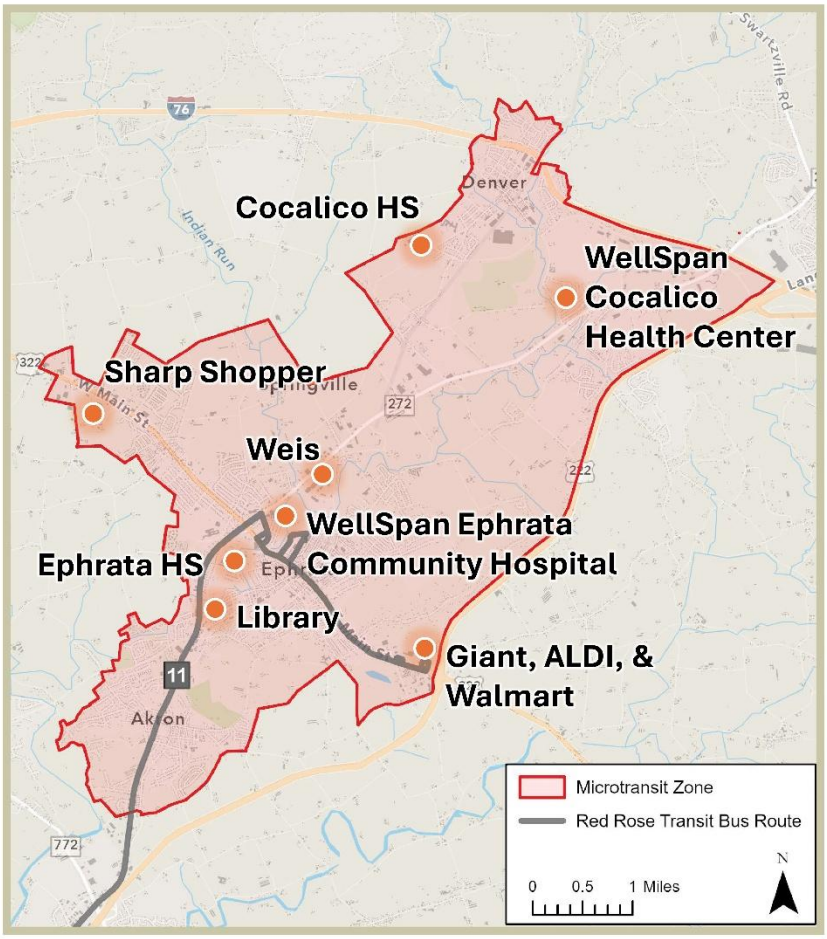
Metric	Value
Weekday ridership	75 – 100 per day
Vehicles required	~ 3
Average passenger wait time	16 – 17 minutes
Average passenger in-vehicle time	13 – 16 minutes
Weekday service hours	6:00 AM – 8:00 PM

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

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

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