

# BARTA TRANSIT DEVELOPMENT PLAN

Outreach Presentation – December 2023

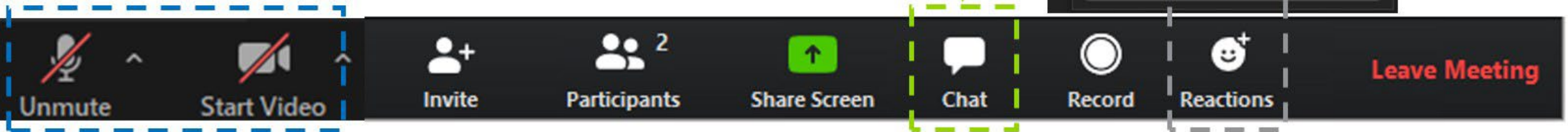


# ZOOM INSTRUCTIONS

- Please **Mute** your microphone and **Stop Video**
- To ask a question or make a comment:
  - Click on **Reactions – Raise Hand** and wait to be recognized to say your comment or question

**OR**

- Click on **Chat** to write your comment or question



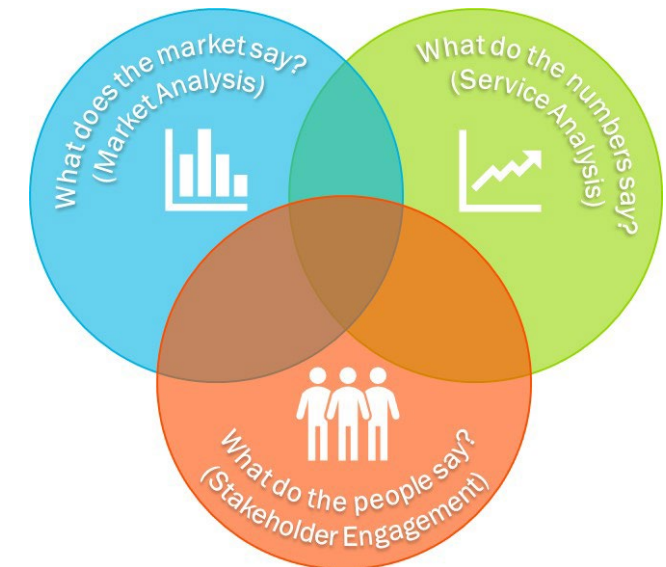
# BE RESPECTFUL

- The purpose of this meeting is to present and gather feedback on final draft recommendations of potential service improvements.
- The meeting is being recorded and notes will be taken during the meeting to document feedback received.
- Everyone is encouraged to participate.
- Wait for the facilitator to recognize you before speaking.
- One person speaks at a time.
- Try to be brief and to the point.
- This is a public discussion and community conversation, not a debate.
- The facilitator may mute participants for speaking out of turn or due to excessive background noise.

# PROJECT BACKGROUND

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- BARTA has been working on a Transit Development Plan (TDP) for the past year.
  - Aim: to identify the strengths and weaknesses of the existing BARTA system and to develop recommendations to improve ridership, productivity, and the overall transit user experience.
  - Approach: detailed analyses of each BARTA route, the overall market for transit service in the region, and public and stakeholder input.



# GUIDING PRINCIPLES

- An effective transit network consists of strong individual routes.
  - Each route should be able to stand on its own, and when combined into a network, each route makes the network stronger.
- Features of a strong route:
  - Easy to use
    - Clockface frequency
    - Bi-directional service
    - Well-coordinated transfers at key hubs
  - Intuitive to understand
    - Direct, rather than circuitous, alignments
    - Well-defined markets
  - Serves a robust mix of ridership generators
    - Multi-family housing
    - Grocery and retail centers
    - Medical facilities
    - Educational institutions
    - Community and civic centers

# DEVELOPMENT OF RECOMMENDATIONS

- Two preliminary service improvement scenarios were developed and presented to the public in August 2023.
  - Reflected the findings of the technical analyses (i.e. market analysis and service analysis)
  - Informed by earlier stakeholder input
- Feedback was collected through robust engagement process.
  - Public meeting (42 attendees)
  - Virtual public meeting (16 attendees)
  - Stakeholder meeting (16 attendees)
  - On-line survey (190 participants)
  - Front-line staff in-reach (4-hour listening table)

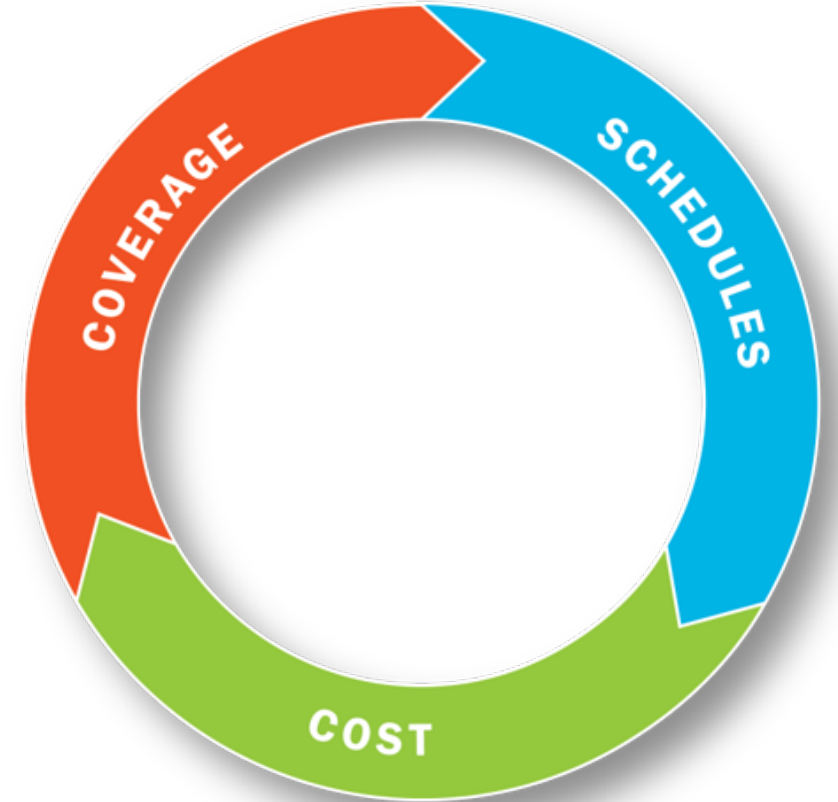
# DEVELOPMENT OF RECOMMENDATIONS

- Based on the feedback received from the public and other stakeholders, a recommended service improvement scenario was developed, incorporating key features from both of the preliminary scenarios.
- BARTA staff conducted field testing on the recommended routes to gather real world run-time data and assess the operating environment of each alignment (street widths, street grades, turning radii, intersection signals, etc.).



# PHASED APPROACH

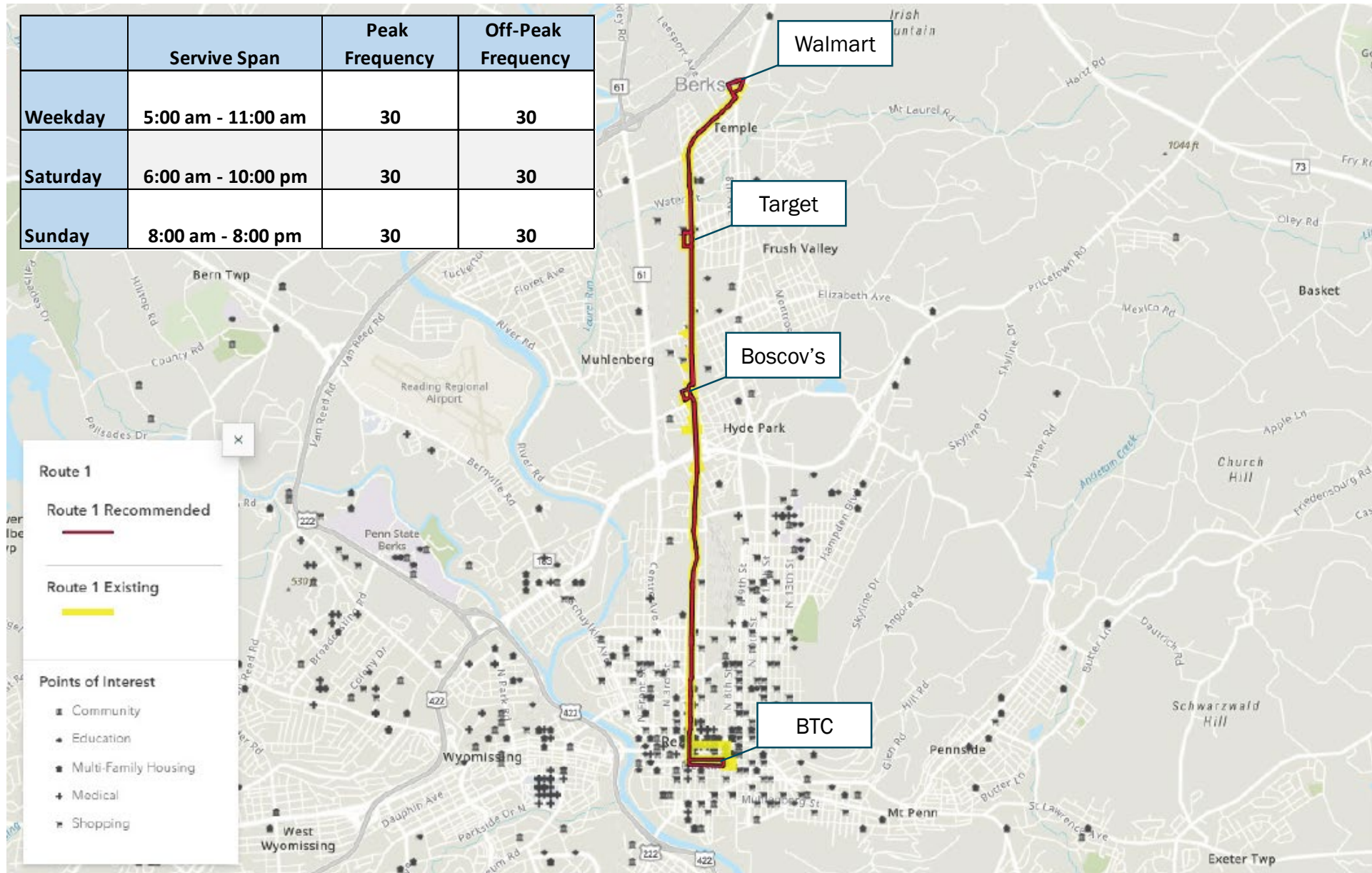
- BARTA staff's field testing feedback allowed the study team to finalize coverage/alignment recommendations and begin the development of detailed route schedules.
- Schedules presented today are what is recommended, but not necessarily what BARTA can afford right away.
- All recommendations are only recommendations and may take additional time and/or resources to implement.



# RECOMMENDATIONS

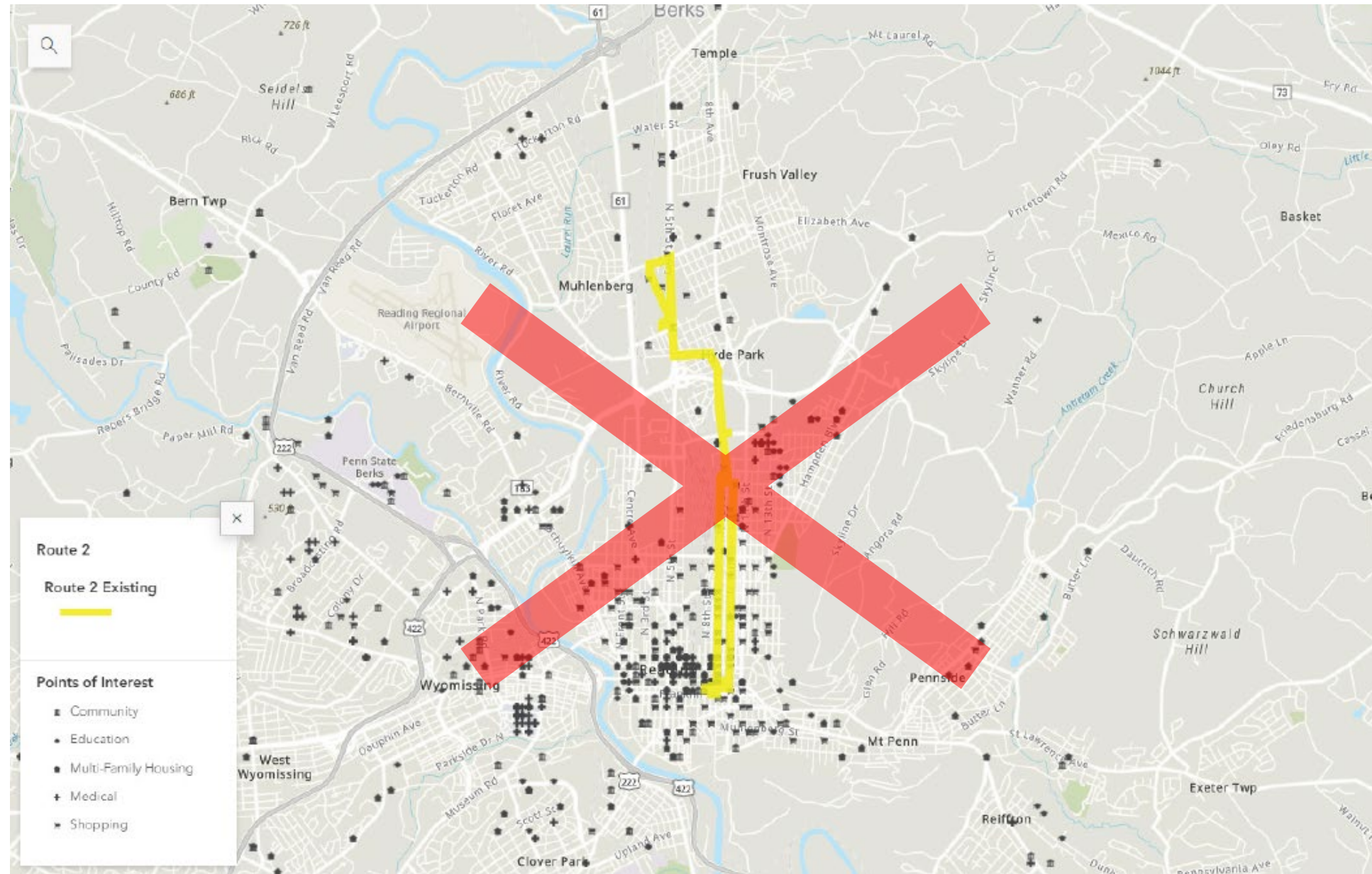
- Similar to current alignment.
- Connects to Route 3 at North Reading Plaza.

	Servive Span	Peak Frequency	Off-Peak Frequency
<b>Weekday</b>	5:00 am - 11:00 am	30	30
<b>Saturday</b>	6:00 am - 10:00 pm	30	30
<b>Sunday</b>	8:00 am - 8:00 pm	30	30



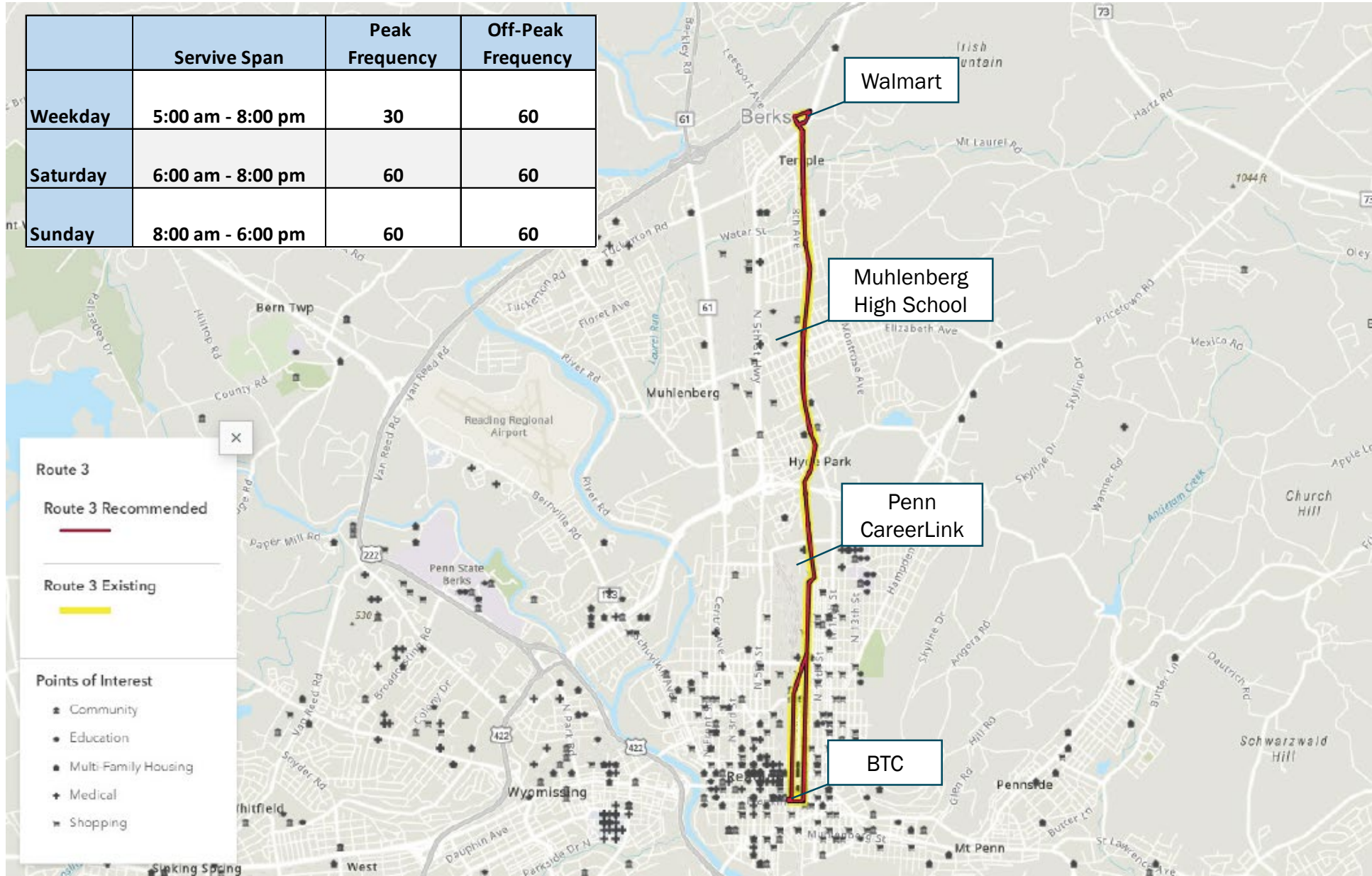
➤ Eliminated due to low ridership.

➤ Fairgrounds Square Market served by Route 1 from BTC.

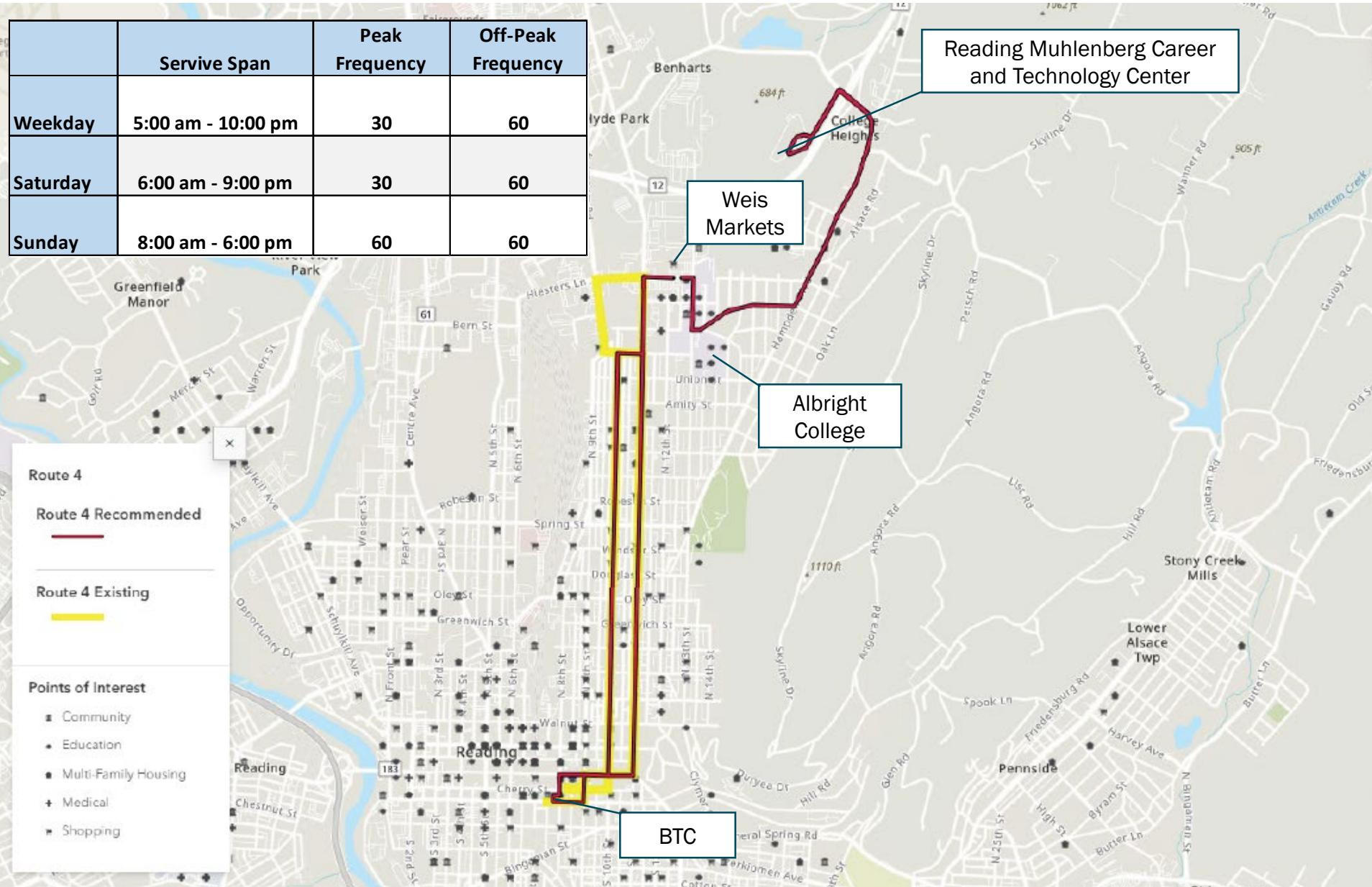


- Similar to current alignment.
- Connects to Route 1 at North Reading Plaza.

	Servive Span	Peak Frequency	Off-Peak Frequency
<b>Weekday</b>	5:00 am - 8:00 pm	30	60
<b>Saturday</b>	6:00 am - 8:00 pm	60	60
<b>Sunday</b>	8:00 am - 6:00 pm	60	60

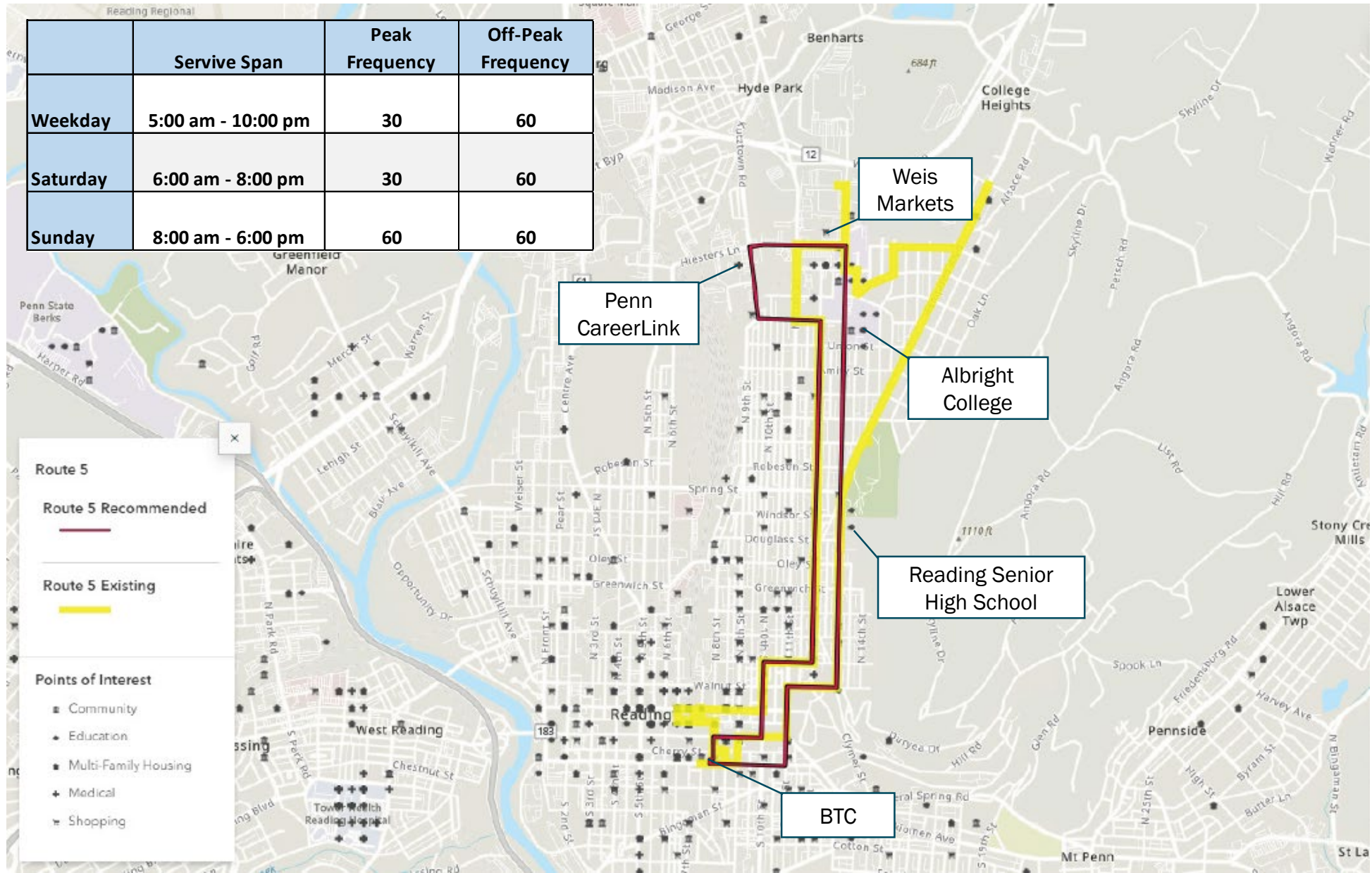


- New end of line at Reading Muhlenberg Career and Technology Center.
- Improved access to Weis Markets.



- New end of line at Pennsylvania Career Link.
- Reduced one-way service.
- Hampden Boulevard service picked up by Route 4

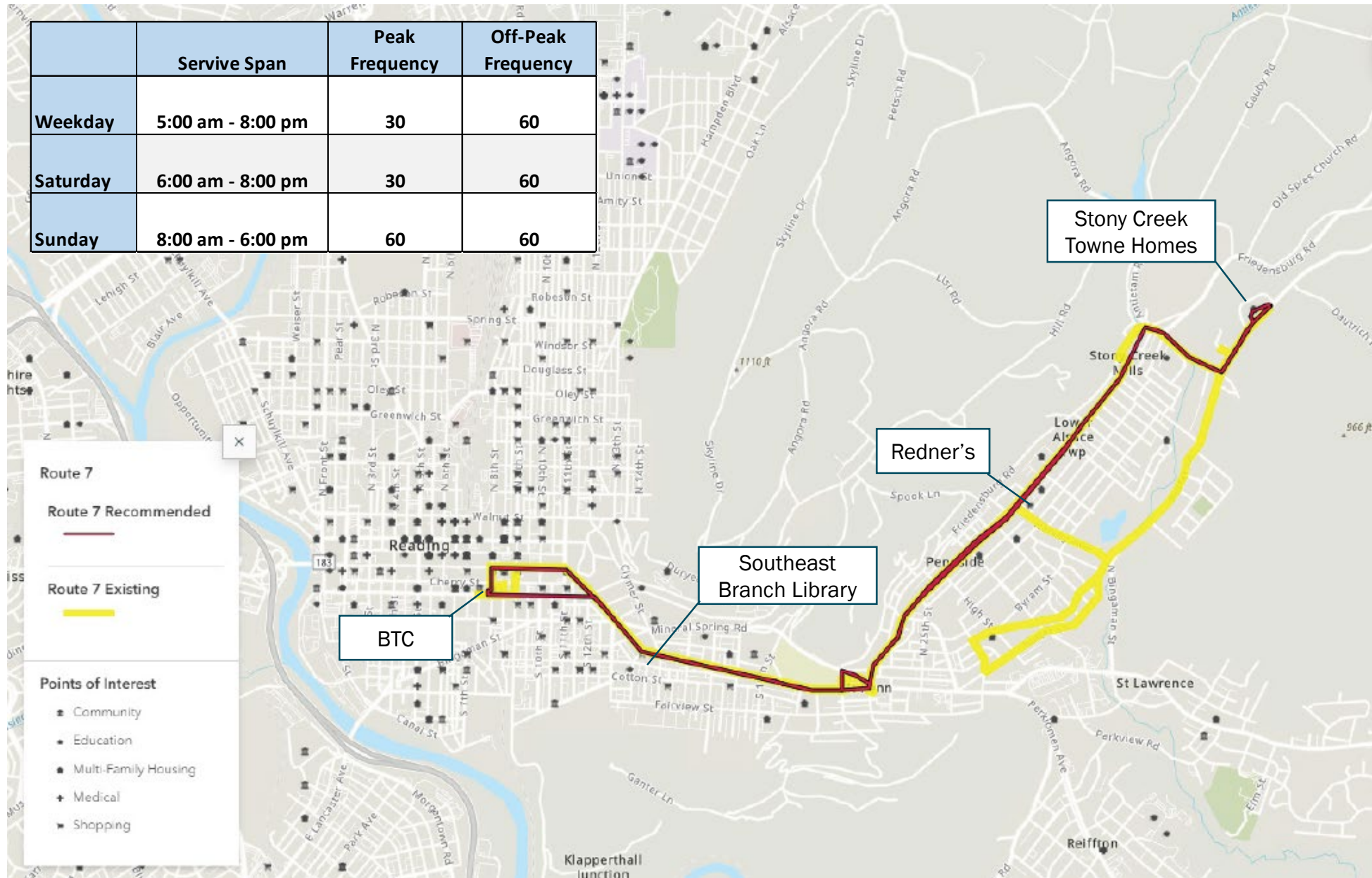
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<b>Weekday</b>	5:00 am - 10:00 pm	30	60
<b>Saturday</b>	6:00 am - 8:00 pm	30	60
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➤ Service shifted from Butter Lane to Carsonia Avenue due to low ridership and to reduce one-way service.

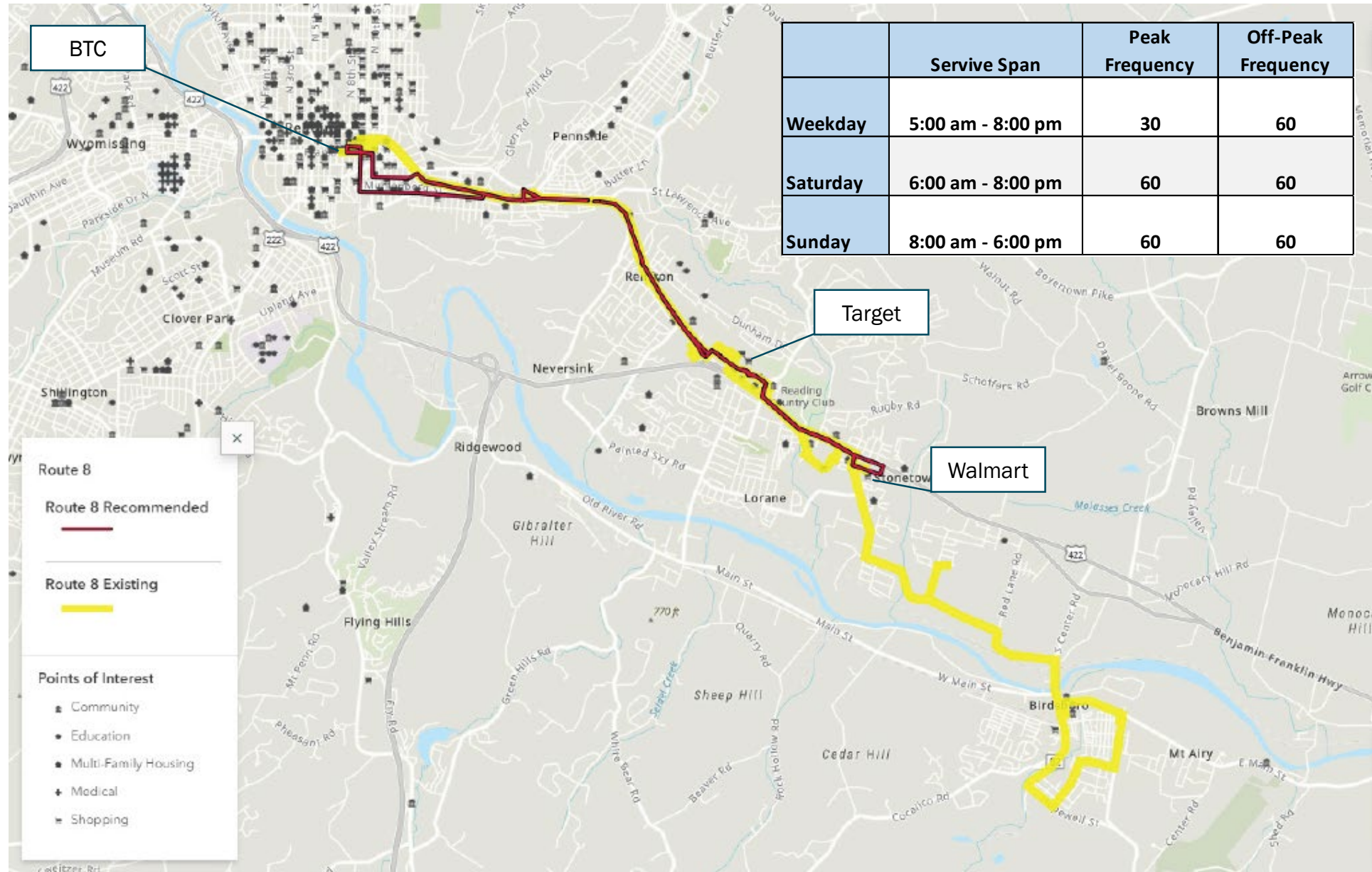
➤ Downtown service streamlined to operate on Penn Street inbound and Franklin Street outbound.

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<b>Weekday</b>	5:00 am - 8:00 pm	30	60
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<b>Sunday</b>	8:00 am - 6:00 pm	60	60





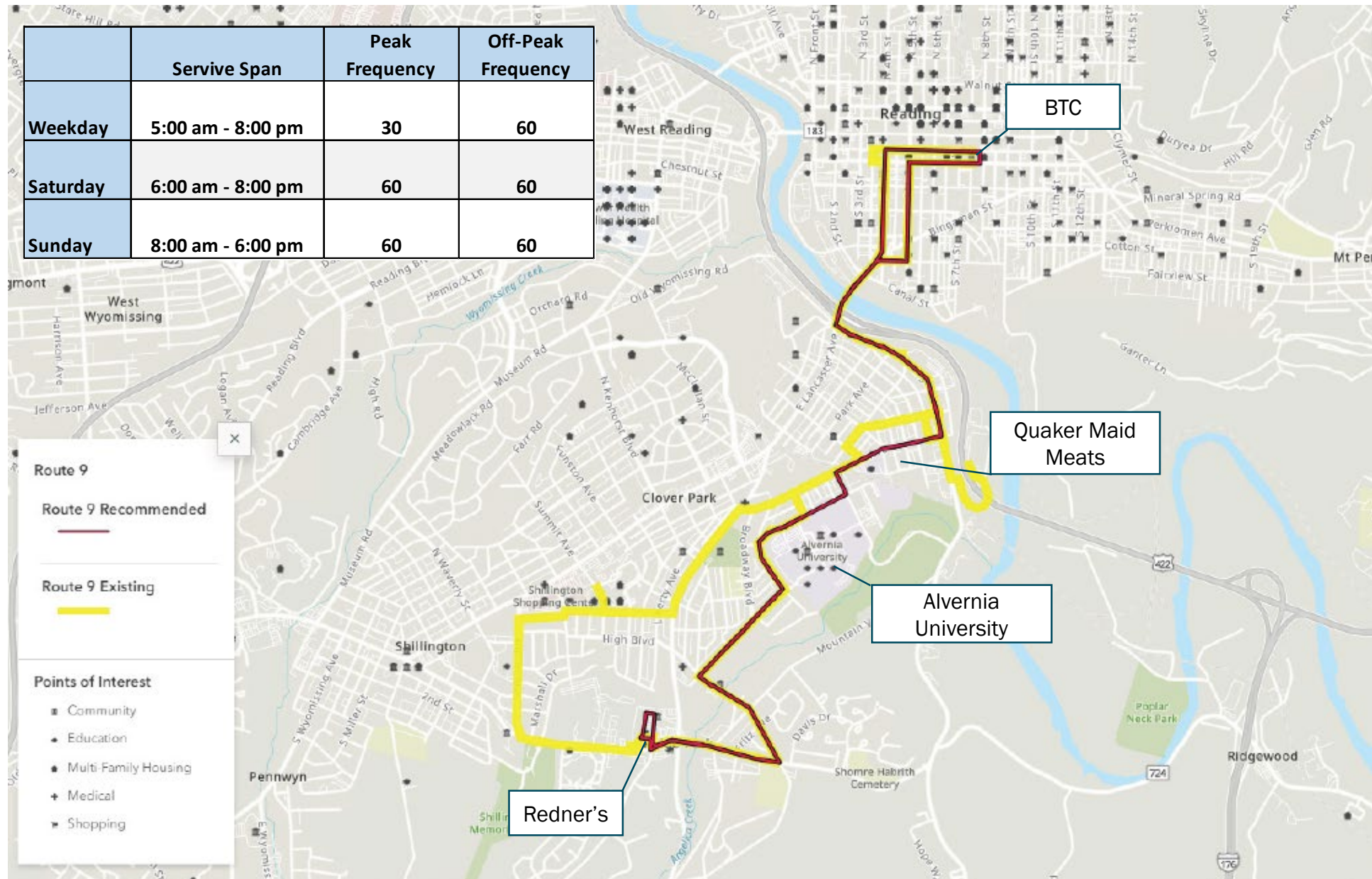
- Walmart on Perkiomen becomes end of line for all trips.
- Birdsboro service cut due to low ridership.
- Service shifted from Penn Street to Spruce Street (eastbound) and Cotton Street (westbound) to expand service coverage southeast of downtown.



➤ Service shifted from New Holland Road to Commonwealth Boulevard due to low ridership and to reduce one-way service.

➤ Connects to Route 10 at Kenhorst Plaza.

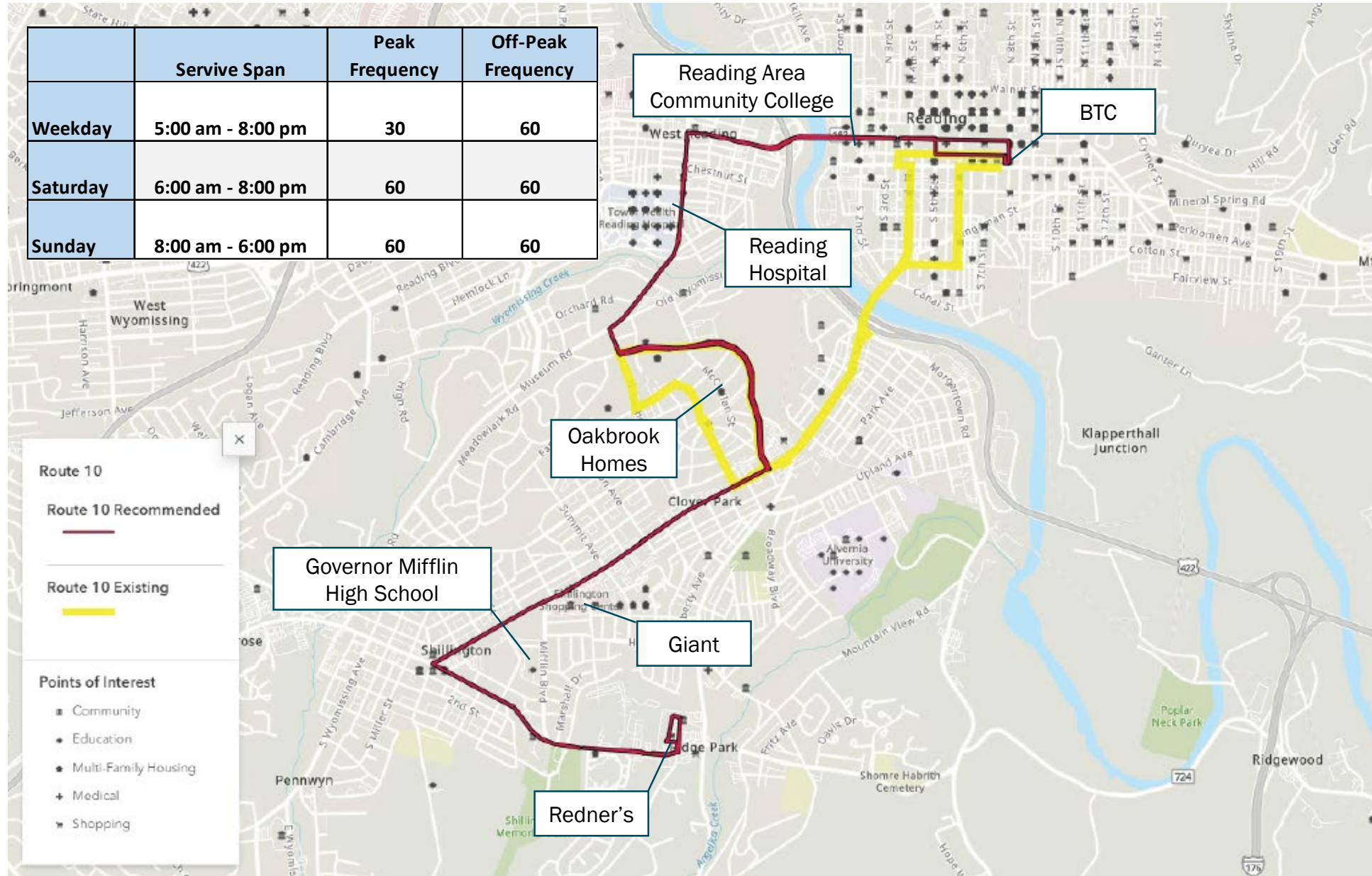
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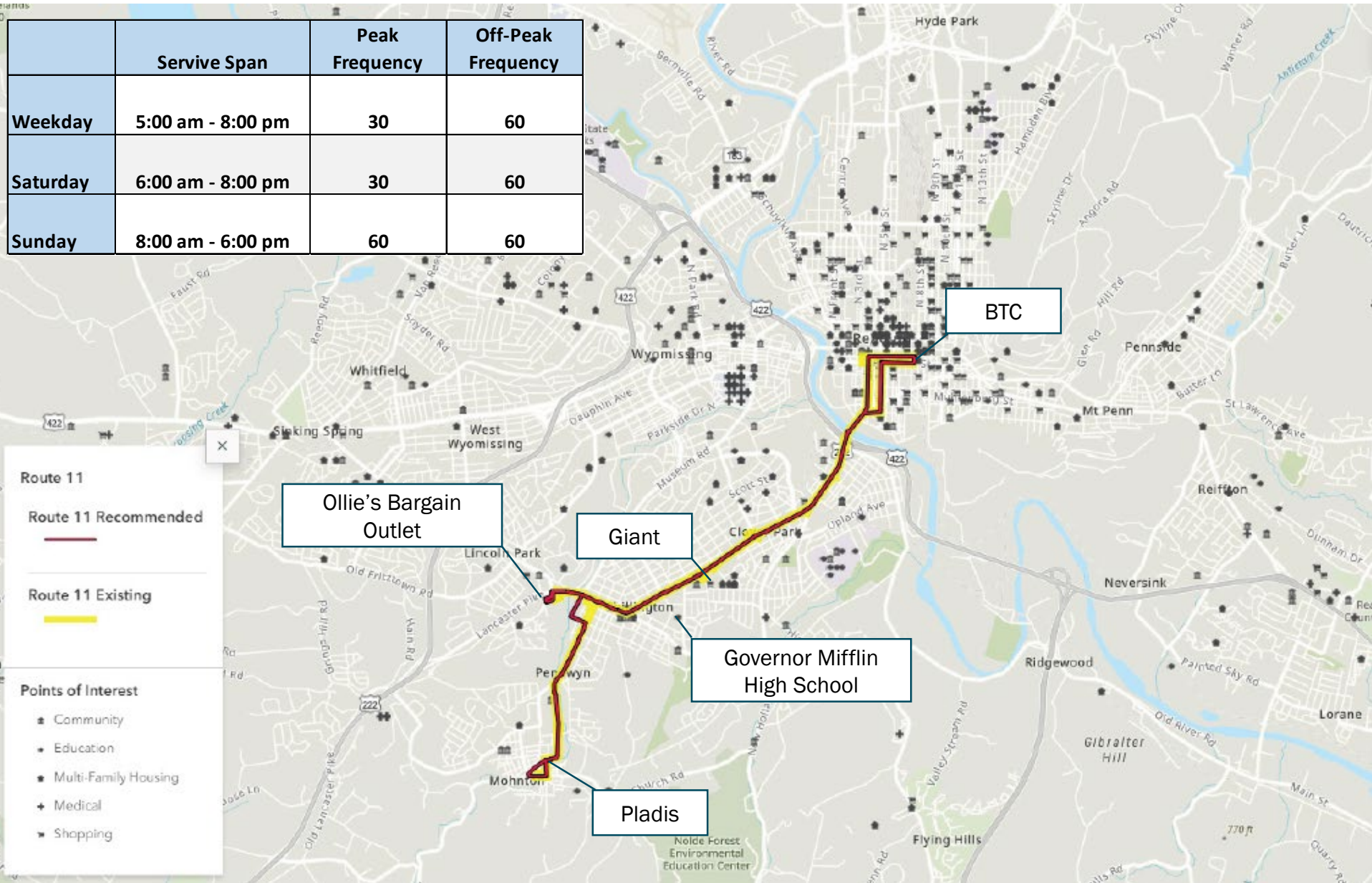
➤ Redesigned to better connect Oakbrook Homes area with grocery, medical, educational, and job-access opportunities.

➤ Connects to Route 9 at Kenhorst Plaza.

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Weekday	5:00 am - 8:00 pm	30	60
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Sunday	8:00 am - 6:00 pm	60	60



- Similar to current alignment.
- Connects to Route 12 at Ollie's



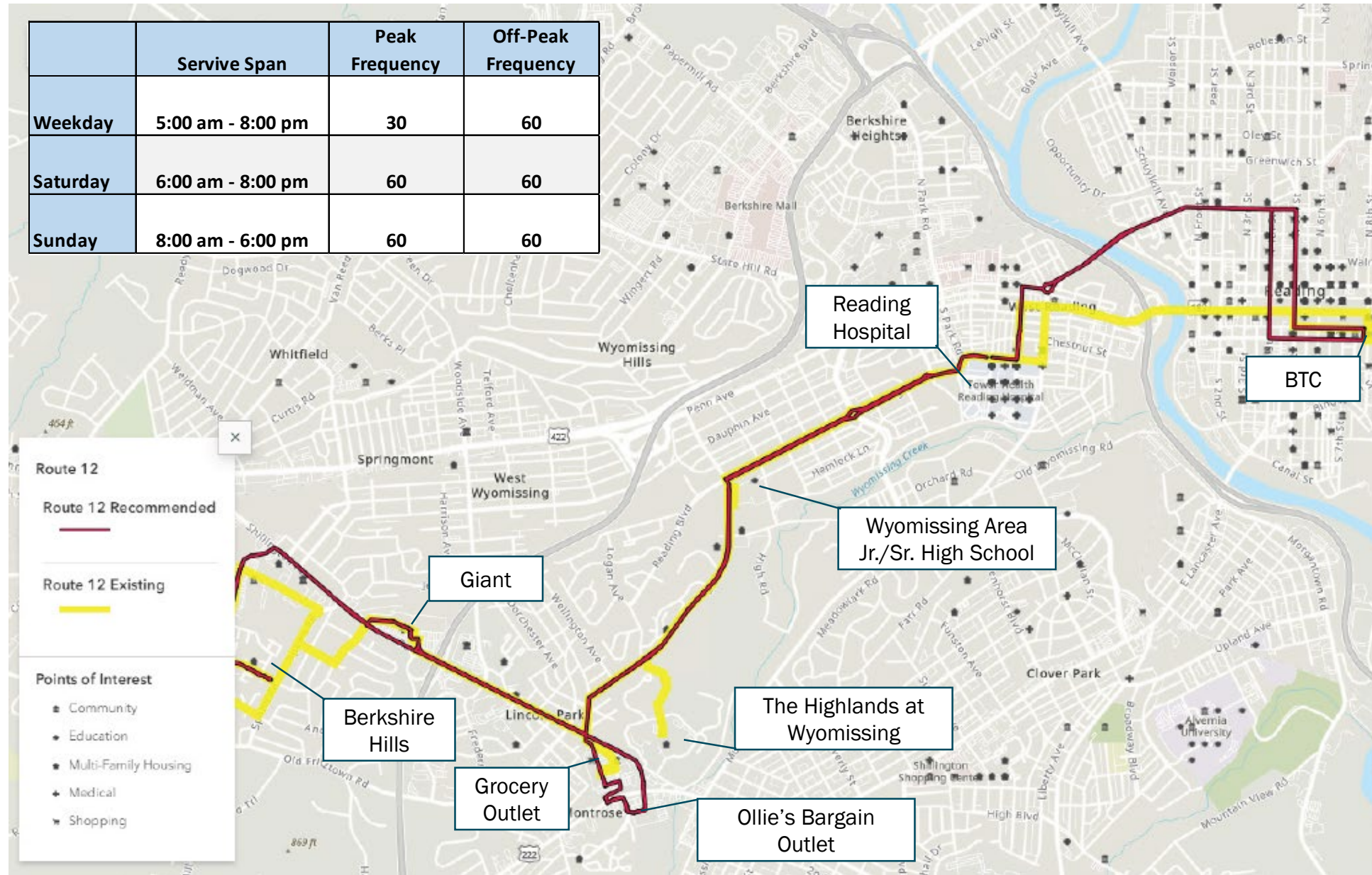
➤ Service shifted from Penn Street to Buttonwood Street to expand east-west service northwest of downtown.

➤ Highlands at Wyomissing served from Revere Boulevard to streamline route

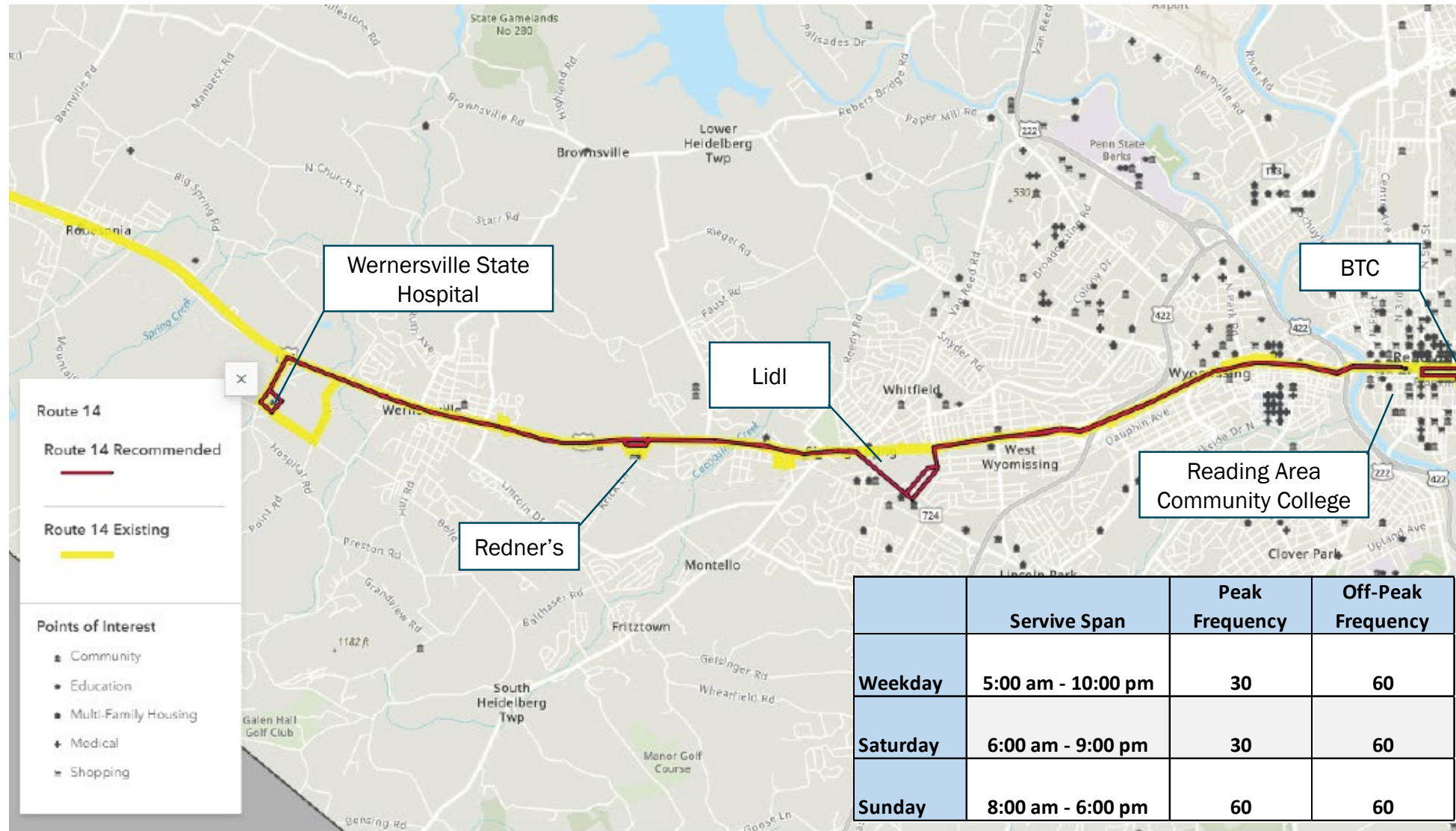
➤ Connects to Route 11 at Ollie's

➤ Two-way service on Iroquois Avenue to support Route 14 connections

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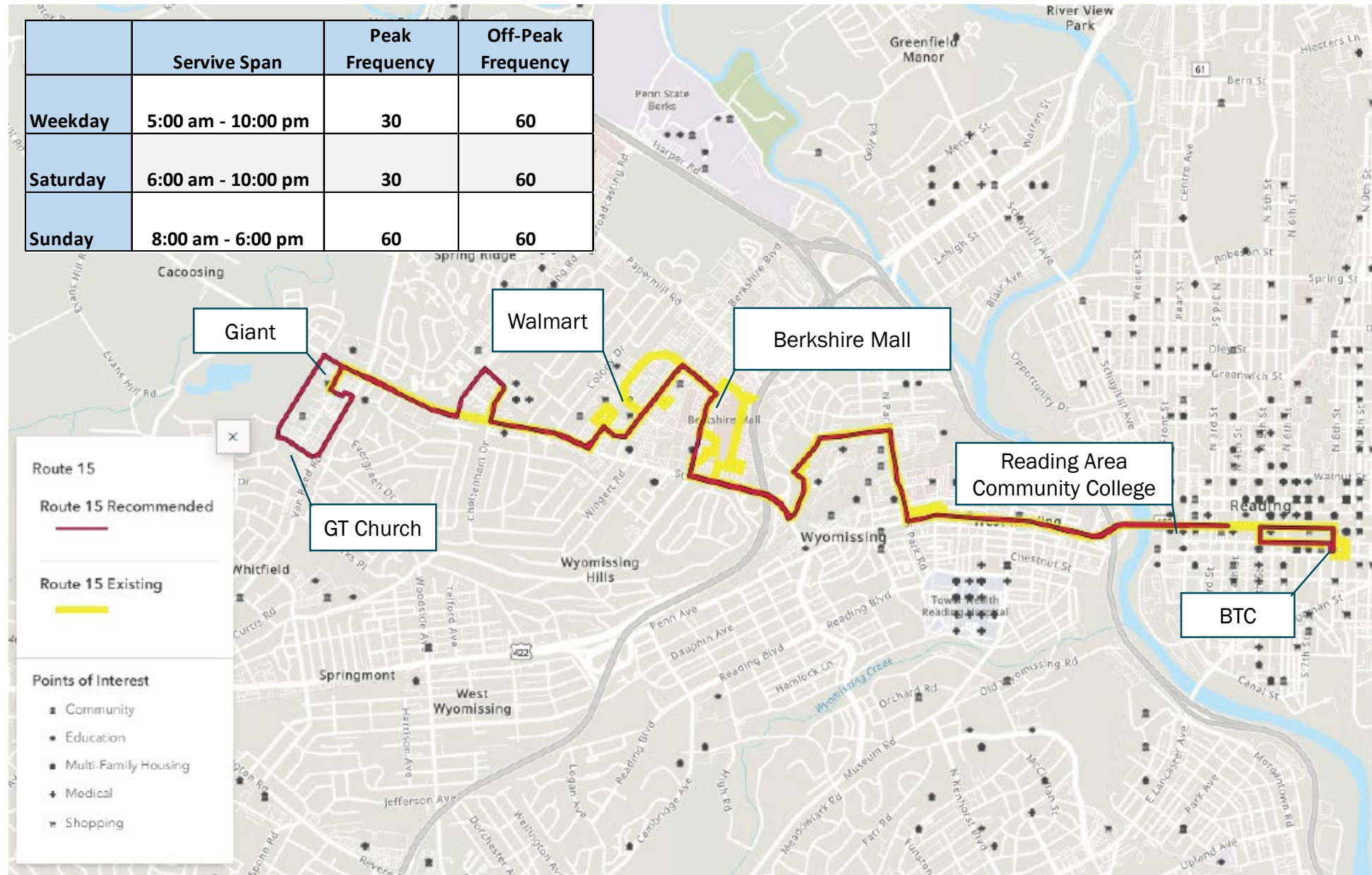


- Wernersville State Hospital becomes end of line for all trips.
- Service to Robesonia and Womelsdorf cut due to low ridership.
- Service shifted south from US-422 to serve current and planned developments along the Shillington Road and to create connection opportunities to the Route 12 near Iroquois Avenue.



➤ Berkshire Mall served from Woodland Road in both directions to streamline route and improve access to destinations on both sides of the road.

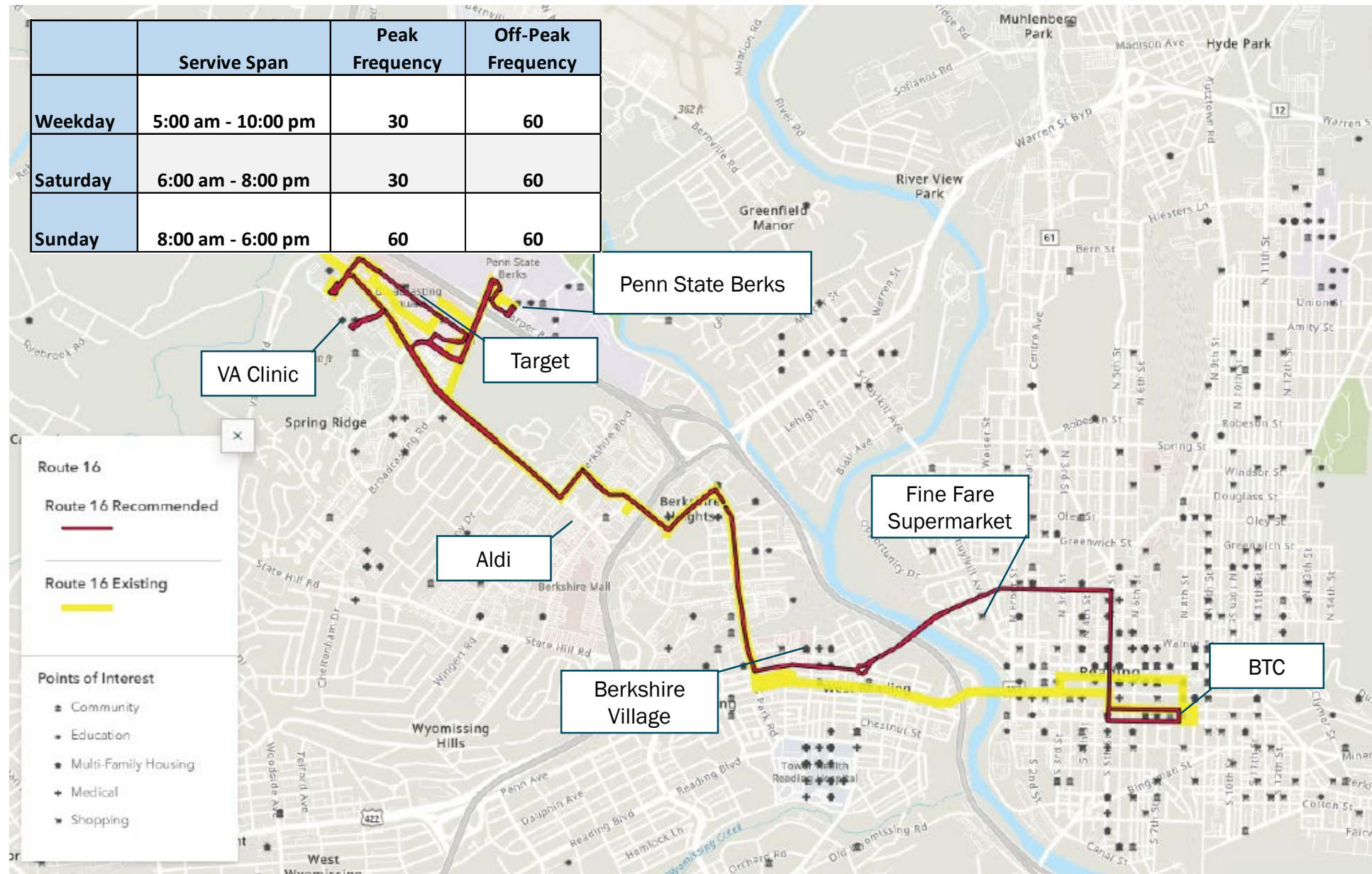
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<b>Sunday</b>	<b>8:00 am - 6:00 pm</b>	<b>60</b>	<b>60</b>



➤ Broadcasting Square and VA Clinic served before and after Penn State Berks to reduce out-of-direction travel for all riders.

➤ Service shifted from Penn Street to Buttonwood Street to expand east-west service northwest of downtown.

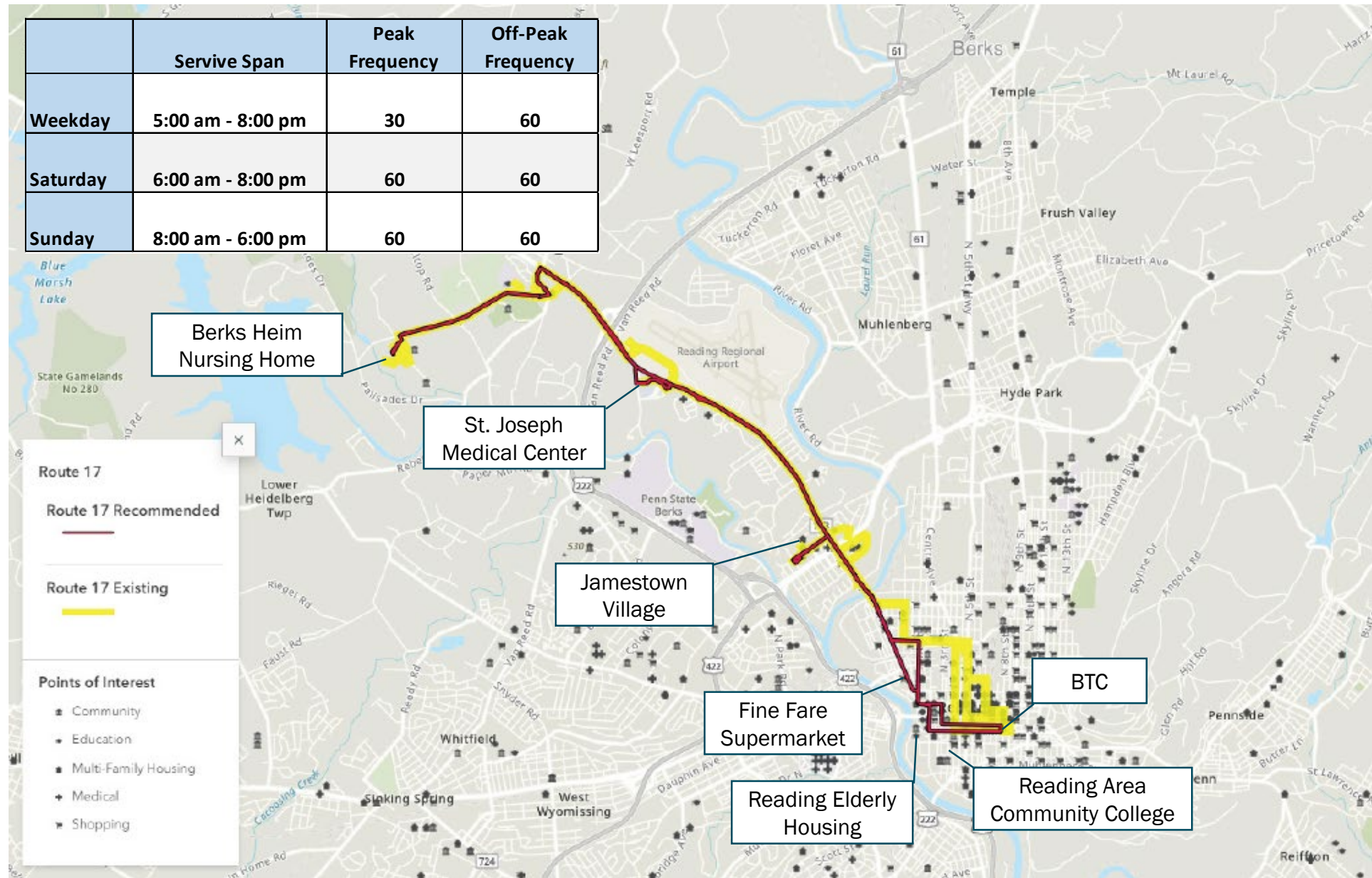
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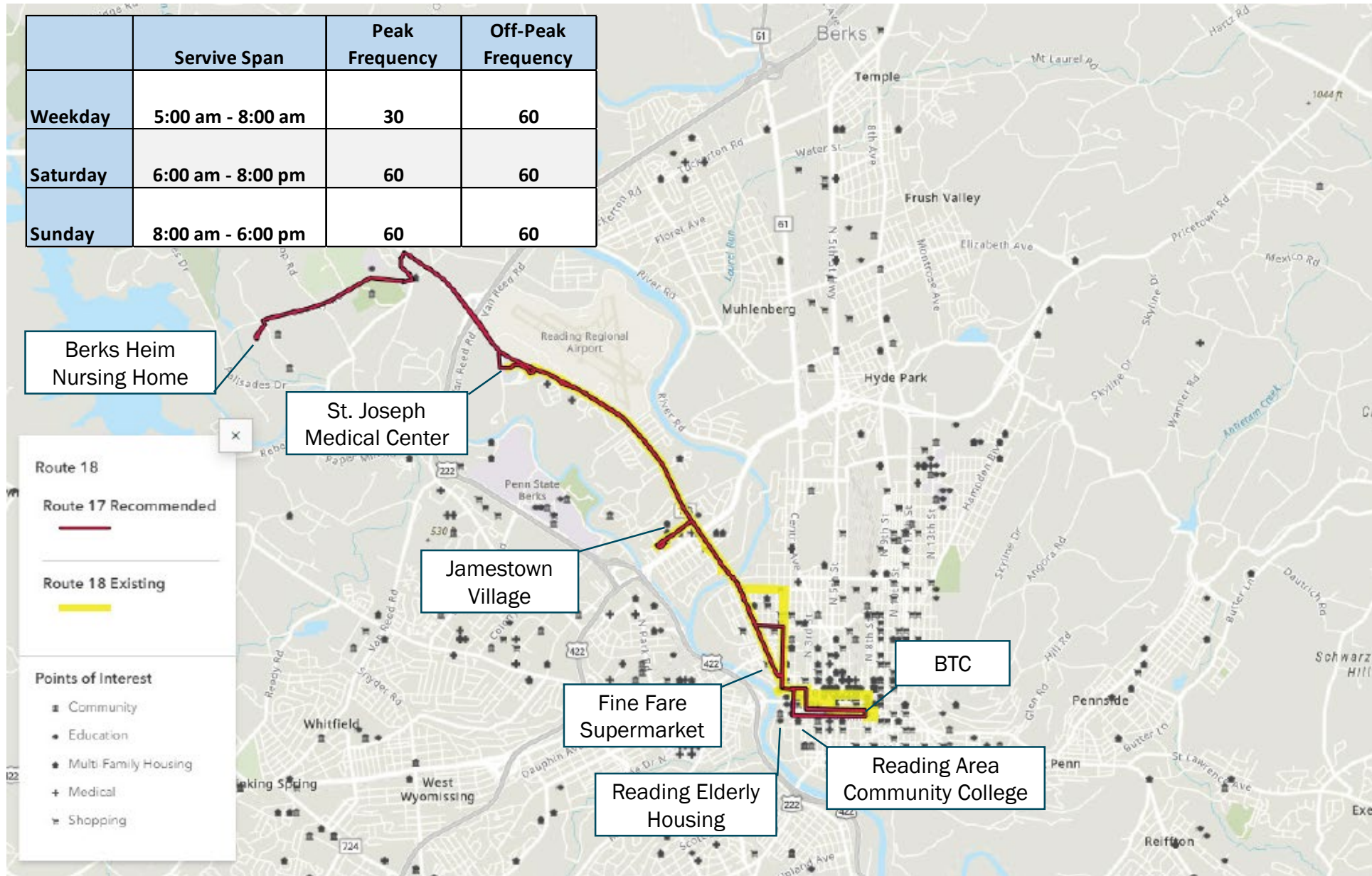
➤ Route 17 and Route 18 combined into one route to provide consistent service throughout the service day.

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<b>Weekday</b>	5:00 am - 8:00 pm	30	60
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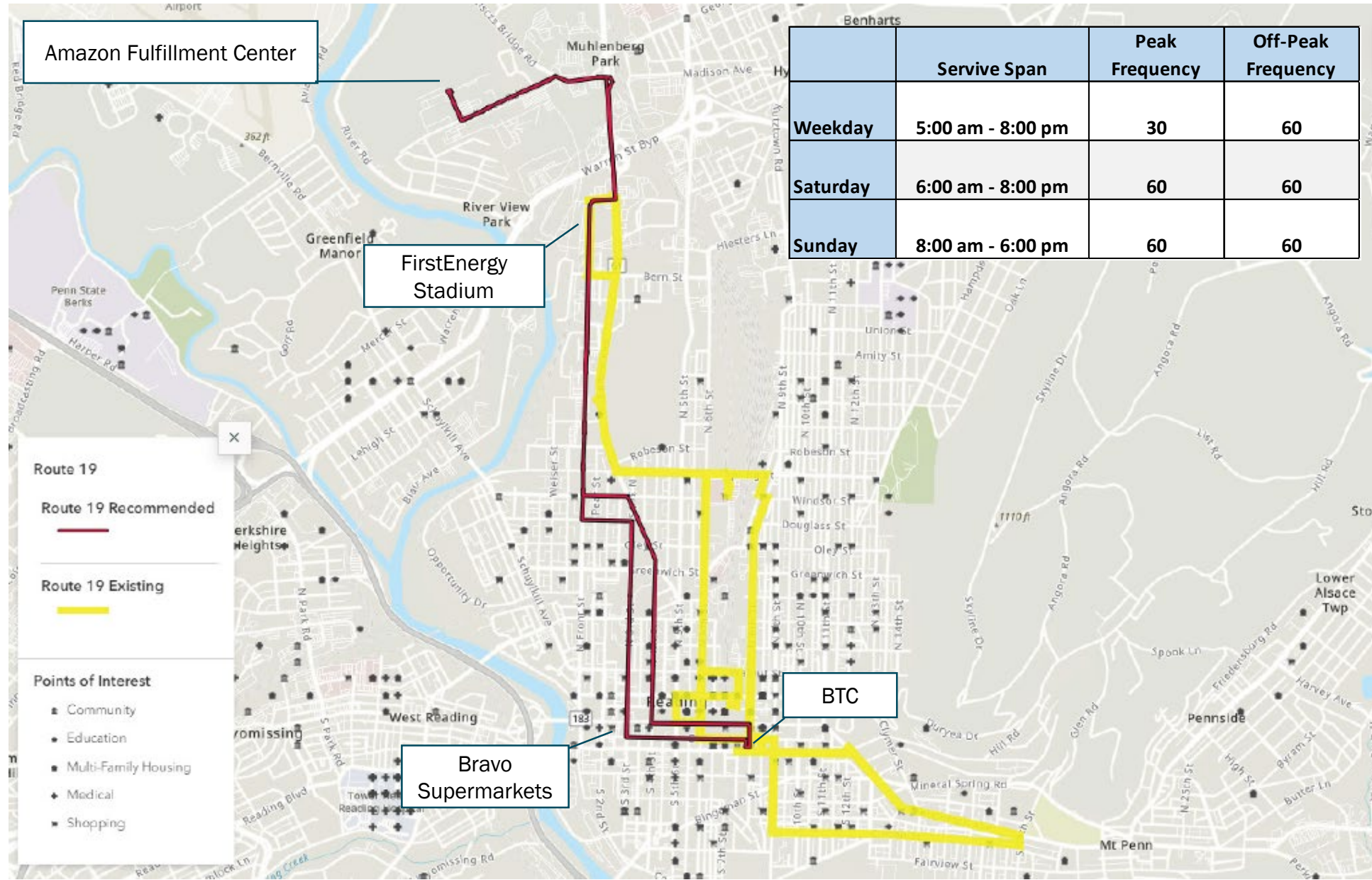


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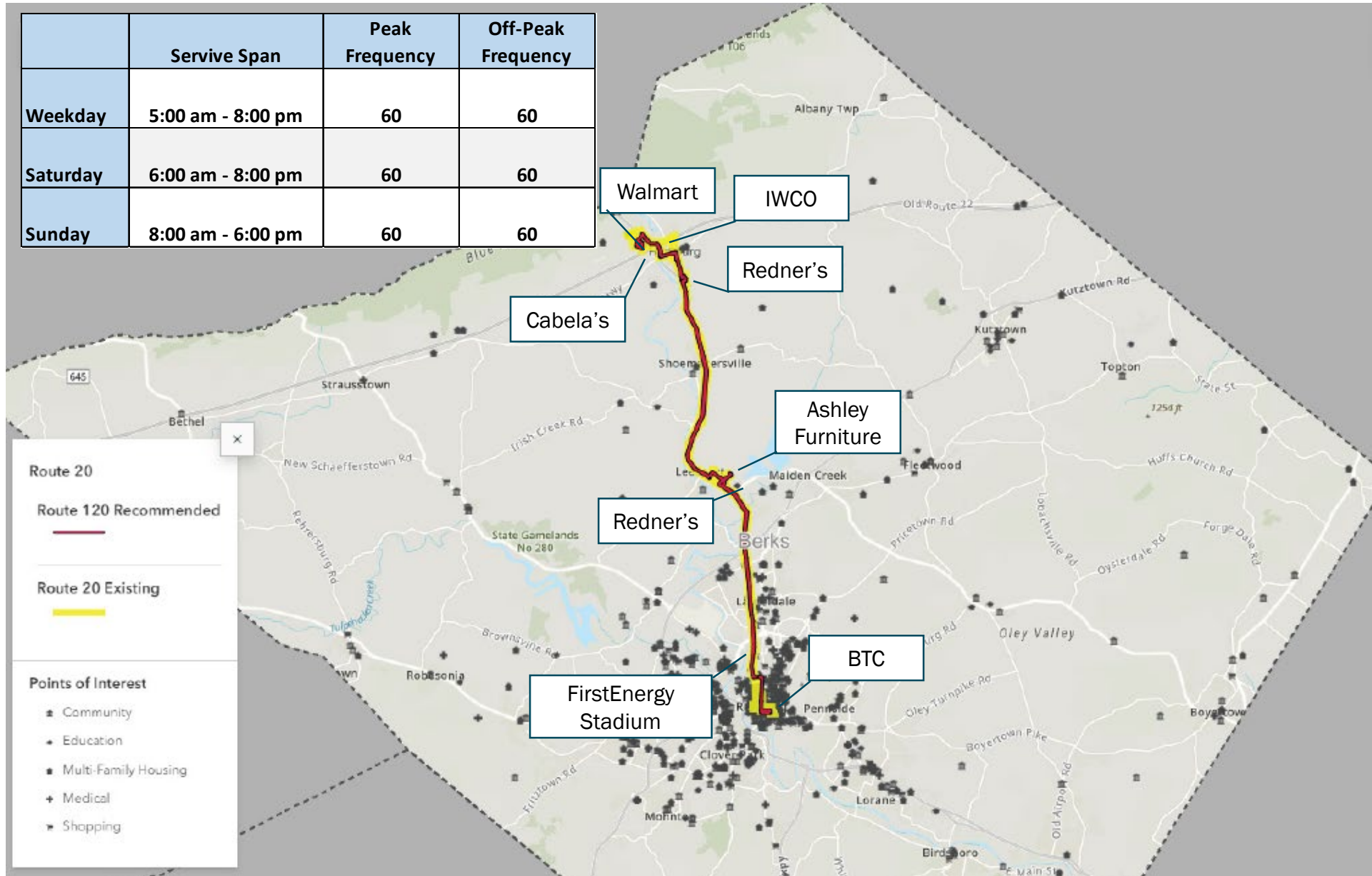


- Cotton Street branch service picked up by routes 7 and 8.
- Extended north to serve Amazon Fulfillment Center near Leiszs Bridge Road.
- Service shifted from 6<sup>th</sup> and 8<sup>th</sup> Street to 3<sup>rd</sup> and 4<sup>th</sup> Street to provide more similar inbound and outbound alignments.
- Service shifted from Centre Avenue to Front Street for better job-access coverage.



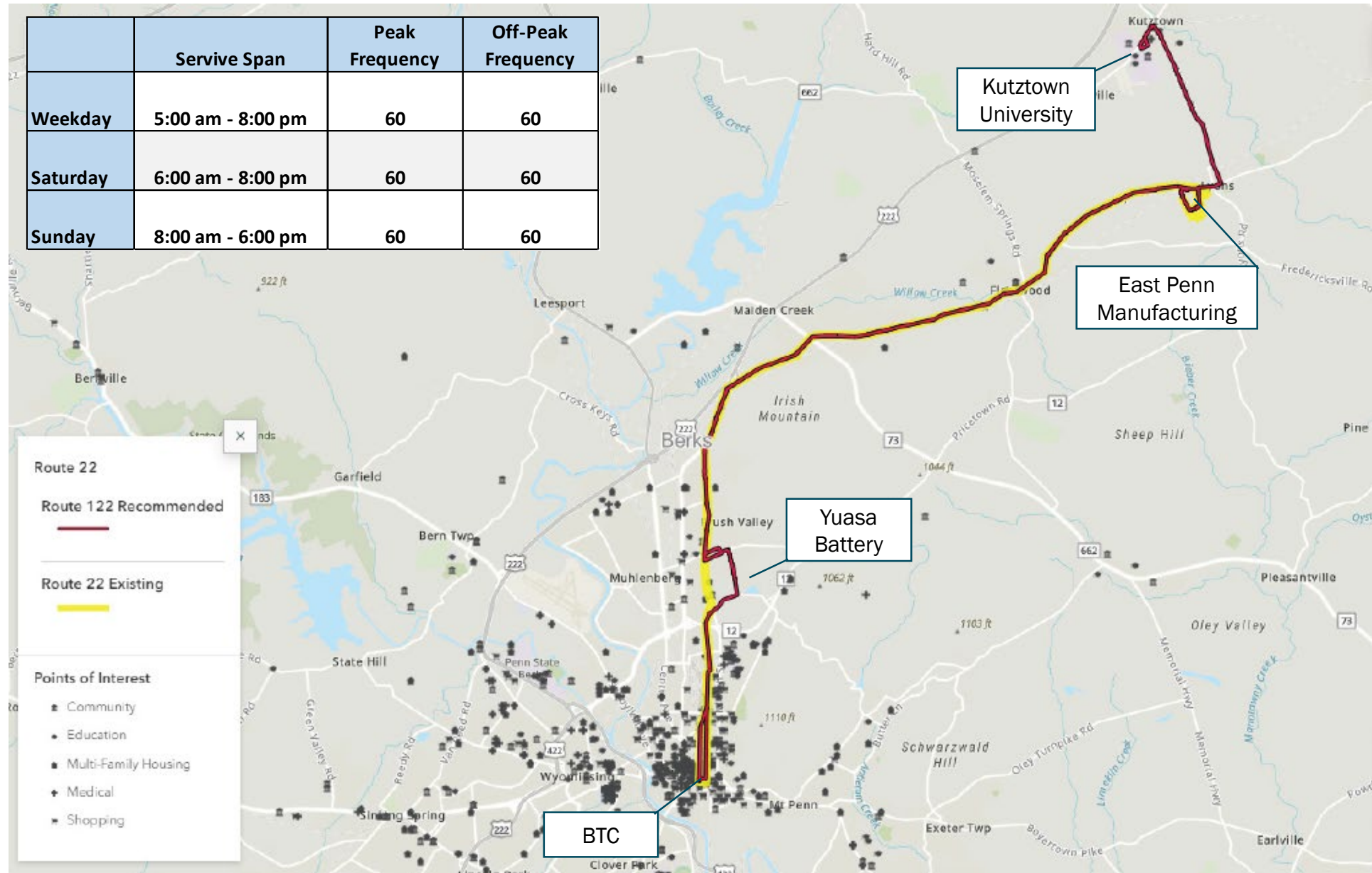
- Similar to current alignment.
- Renumbered as Route 120 to highlight that it is a long-distance regional route.
- In Reading, simplified to operate along 5th Street in both directions.

	Servive Span	Peak Frequency	Off-Peak Frequency
Weekday	5:00 am - 8:00 pm	60	60
Saturday	6:00 am - 8:00 pm	60	60
Sunday	8:00 am - 6:00 pm	60	60



- Renumbered as Route 122 to highlight that it is a long-distance regional route.
- Service shifted from Kutztown Road to Spring Valley Road and Montrose Avenue to serve employment destinations including Yuasa Battery.
- Service extended to Kutztown University.

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Sunday	8:00 am - 6:00 pm	60	60



**QUESTIONS?**

