

APPENDIX J

Service Profiles

BARTA Route 1

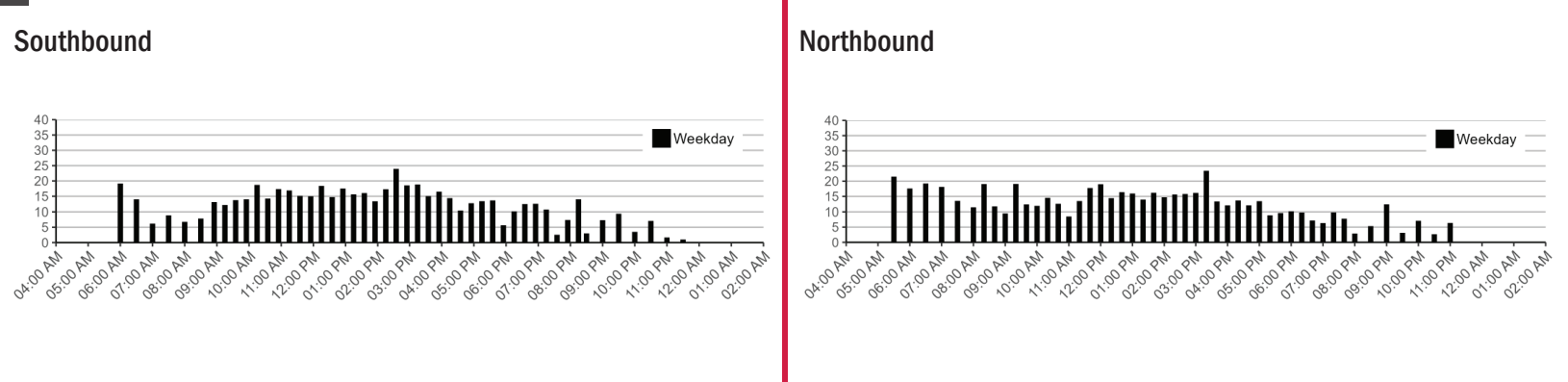
Description: North Reading Plaza to BARTA Transportation Center

Temple via 5th Street

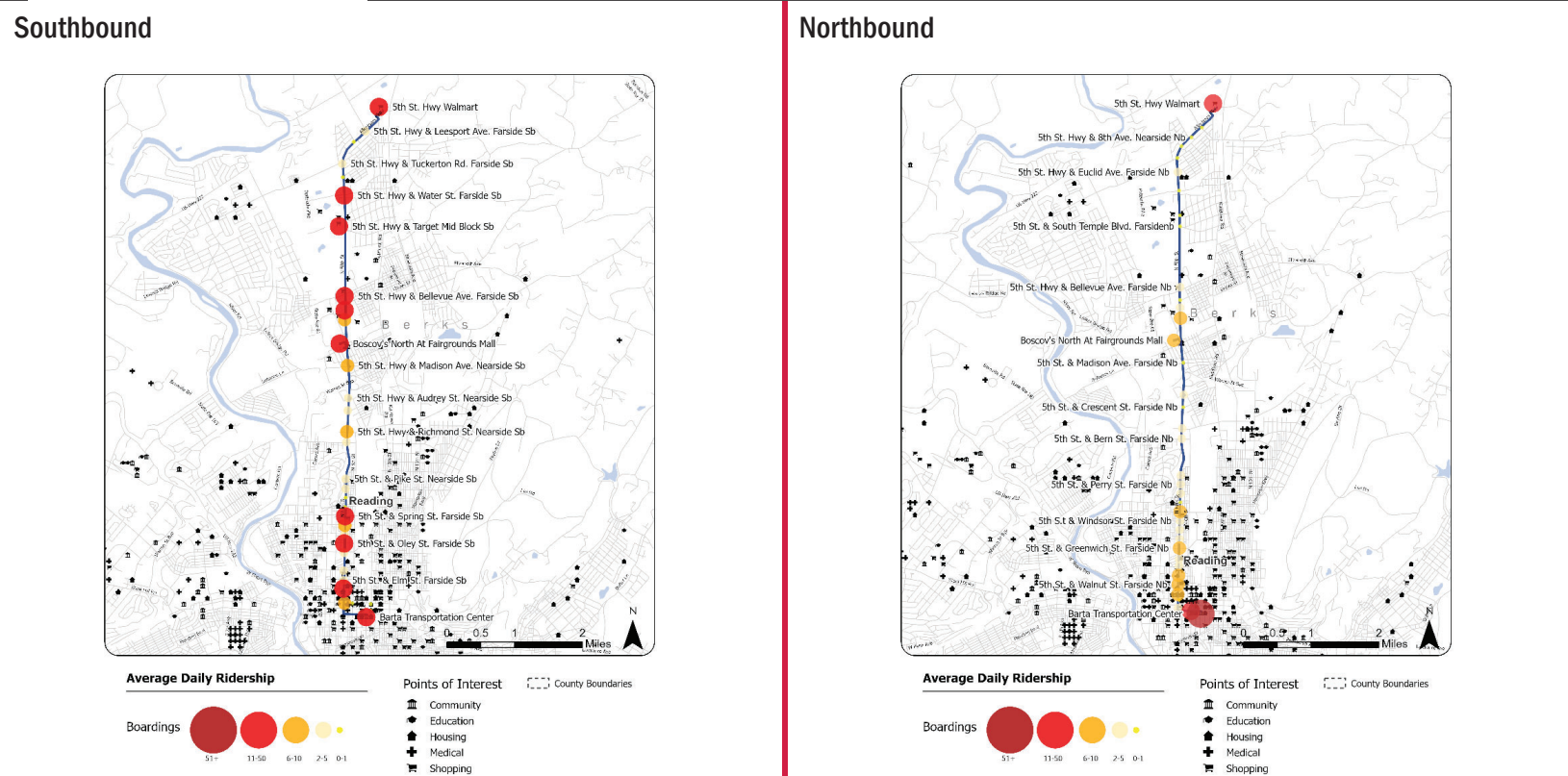
Key Points of Interest: Walmart, North Reading Plaza, Target, Mulhlenberg Shopping Center, Plaza 222, Penn Plaza, Fairgrounds Square Mall

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|---------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:30 AM to 12:00 AM | 20 min | 30 min | 18,406 | 198,702 | 381,699 | 1/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 6:30 AM to 12:00 AM | 20 min | 30 min | | | | | |
| Sunday | 10:00 AM to 7:00 PM | 30 min | 30 min | | | | | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 1

Description: North Reading Plaza to BARTA Transportation Center

Temple via 5th Street

Key Points of Interest: Walmart, North Reading Plaza, Target, Mulenberg Shopping Center, Plaza 222, Penn Plaza, Fairgrounds Square Mall

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



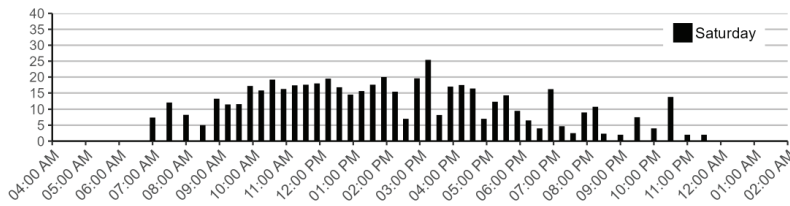
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 1,332 | 1/19 | 22.3 | 1/19 | 2.1 | 3/19 | 27.7 | 1/19 |
| Saturday | 794 | 1/18 | 13.7 | 2/18 | 1.3 | 2/18 | 17.3 | 1/18 |
| Sunday | 323 | 1/8 | 19.0 | 1/8 | 1.4 | 3/8 | 19.0 | 1/8 |

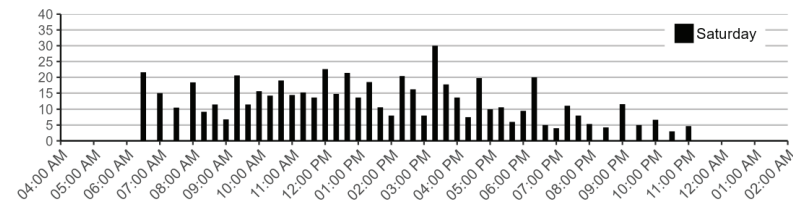


Saturday Ridership by Trip

Southbound

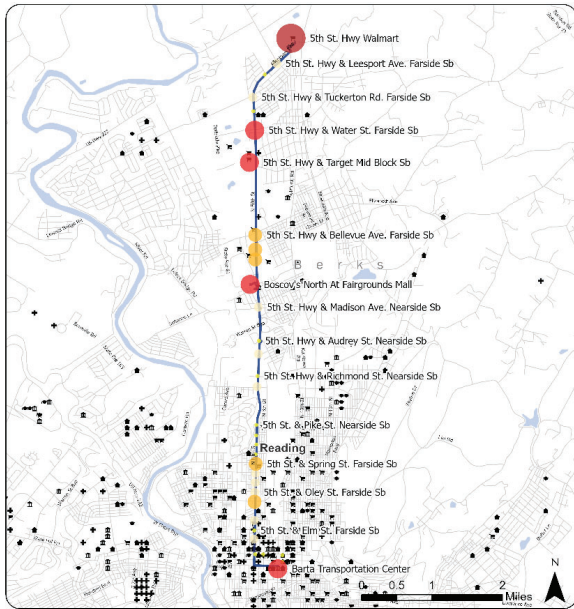


Northbound

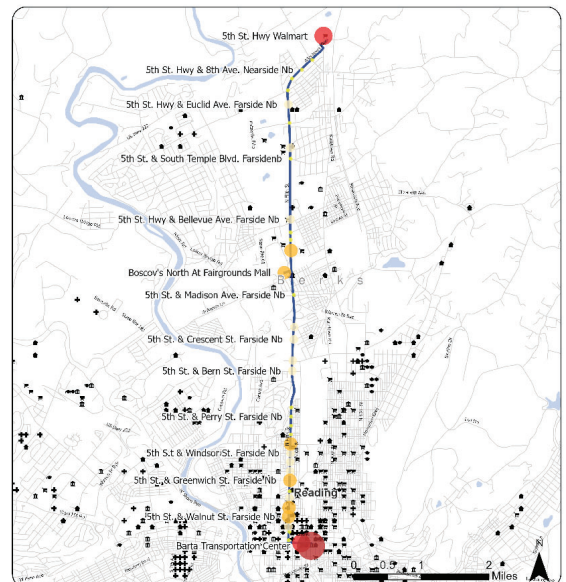


Saturday Ridership by Stop

Southbound



Northbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 1

Description: North Reading Plaza to BARTA Transportation Center

Temple via 5th Street

Key Points of Interest: Walmart, North Reading Plaza, Target, Mulenberg Shopping Center, Plaza 222, Penn Plaza, Fairgrounds Square Mall

Route Analysis

Strengths

- Simple alignment overall
- Seven-day-a-week service
- High service frequency on weekdays and Saturdays
- Extensive spans of service on weekdays and Saturdays
- Highest ridership among BARTA Routes
- Strong productivity in terms of ridership per trip and ridership per hour
- Strong anchors and good mix of ridership generators

Weaknesses

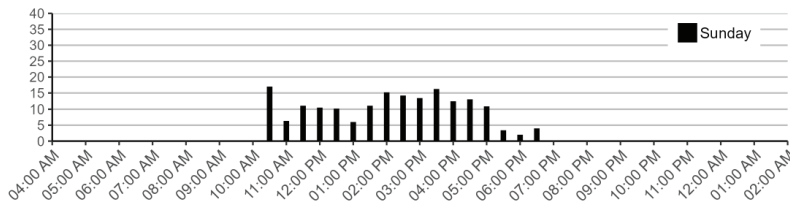
- Several deviations into parking lots make route more circuitous and may impact on-time performance
- Many unmarked bus stops
- Few passenger amenities at stops
- Poor access to Muhlenberg High School
- Ridership spikes on earliest morning trips, suggesting pent-up demand for earlier service
- No service before 10:00 am on Sundays
- Very frequent stop spacing due to flag-stop system; may impact on-time performance

Opportunities

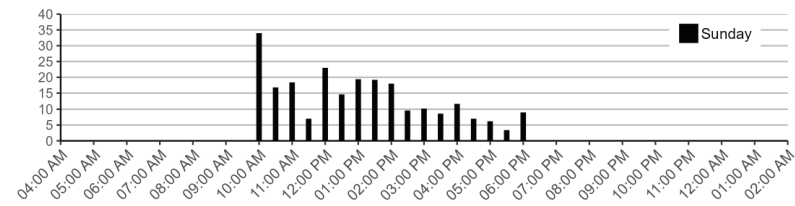
- Work with municipal partners to improve sidewalks and other pedestrian connections, in order to facilitate more streamlined service and avoid parking lot operations
- Reduce bus stop spacing and invest in remaining stops with signage and amenities
- Provide earlier service, especially on Sundays, to address pent-up demand

Sunday Ridership by Trip

Southbound

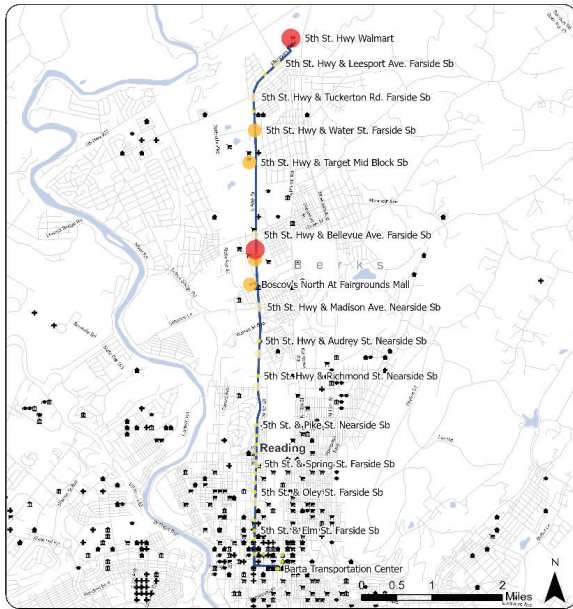


Northbound



Sunday Ridership by Stop

Southbound



Average Daily Ridership

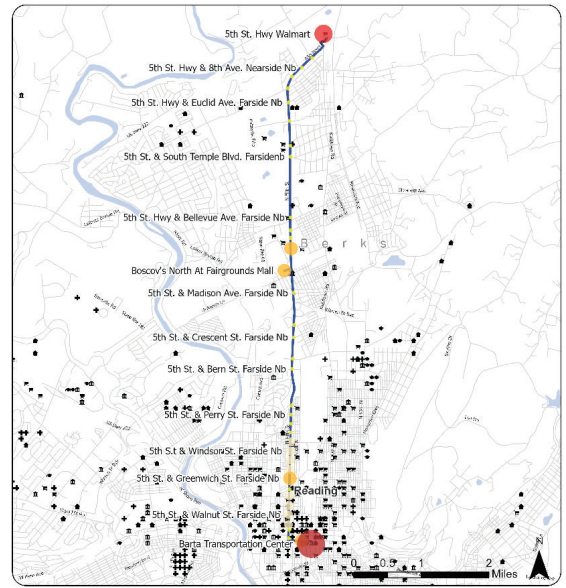


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 2

Fairgrounds Square Market

Description: Fairgrounds Square Market to BARTA Transportation Center

Key Points of Interest: Fairgrounds Square Market, Fairgrounds Square Mall, CareerLink, BARTA Offices

Operating Characteristics

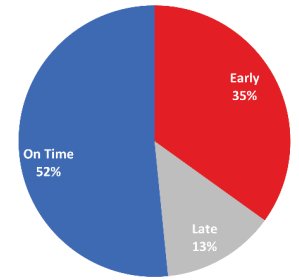
| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 10:30 AM to 2:30 PM | 60 min | 60 min |
| Saturday | 10:30 AM to 2:30 PM | 60 min | 60 min |
| Sunday | NA | NA min | NA min |

*Friday and Saturday service only

Annual Statistics

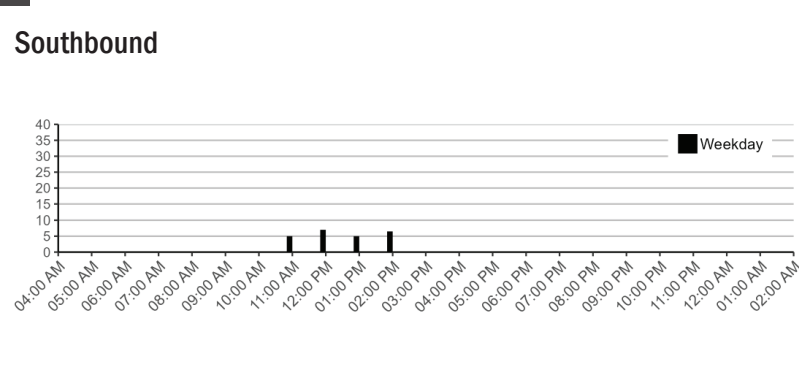
| | | Rank |
|---------------|-------|-------|
| Revenue Hours | 416 | 19/19 |
| Revenue Miles | 3,827 | 19/19 |
| Ridership | 3,515 | 19/19 |

On-Time Performance

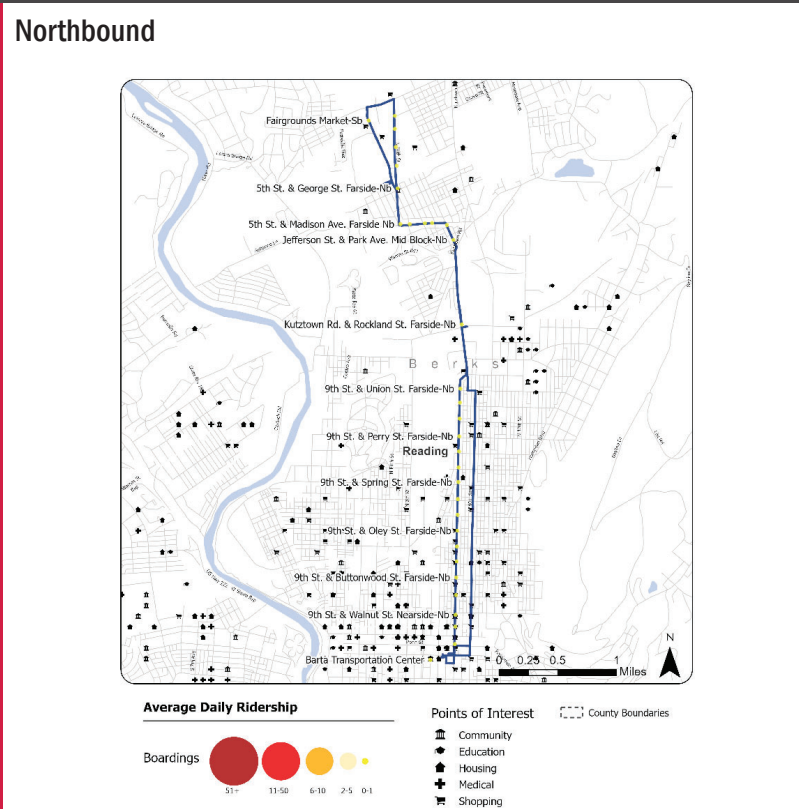
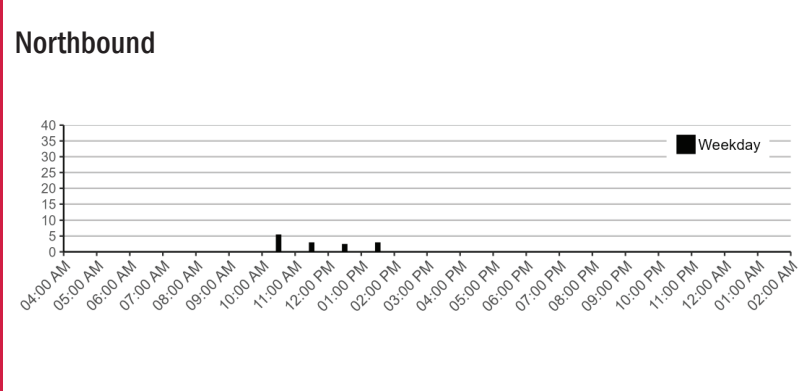
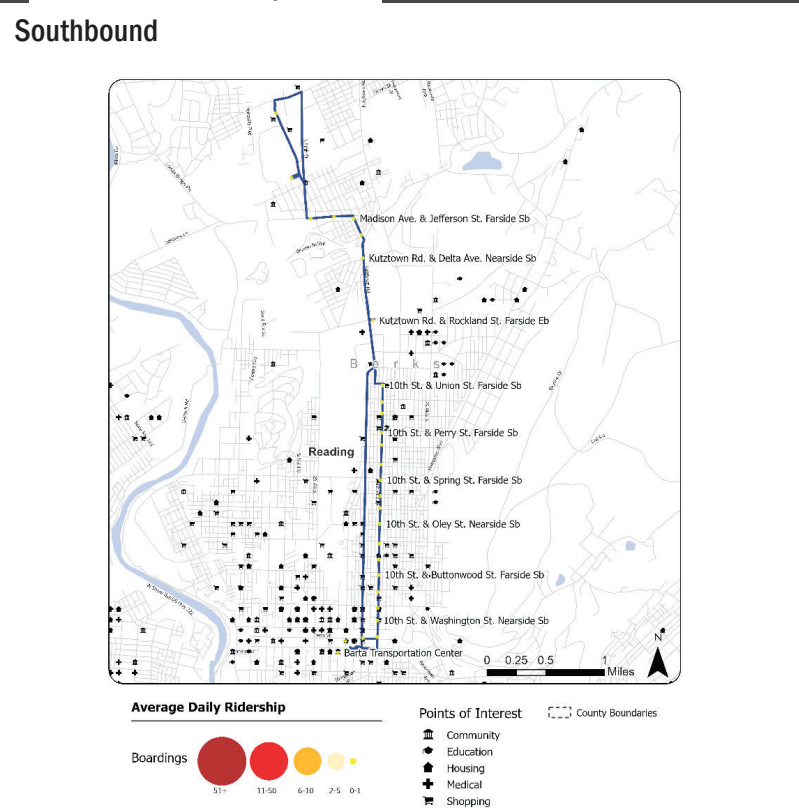


*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday * Ridership by Trip



Weekday ** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 2

Fairgrounds Square Market

Description: Fairgrounds Square Market to BARTA Transportation Center

Key Points of Interest: Fairgrounds Square Market, Fairgrounds Square Mall, CareerLink, BARTA Offices

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



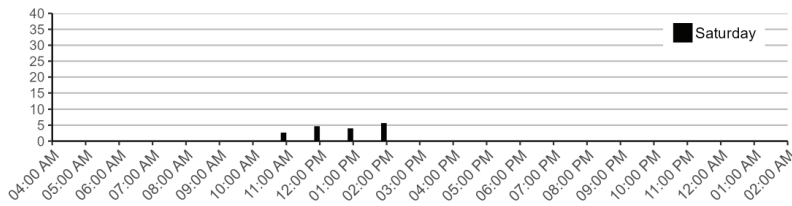
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 42 | 19/19 | 10.4 | 15/19 | 1.1 | 12/19 | 10.4 | 16/19 |
| Saturday | 26 | 18/18 | 6.5 | 13/18 | 0.7 | 11/18 | 6.5 | 13/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

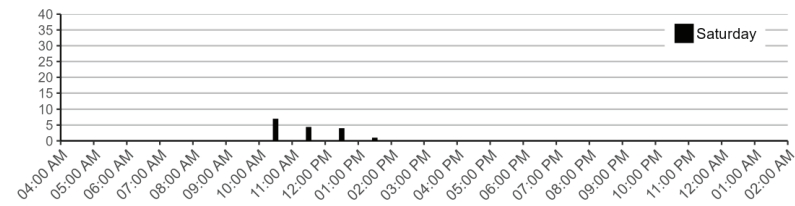


Saturday Ridership by Trip

Southbound

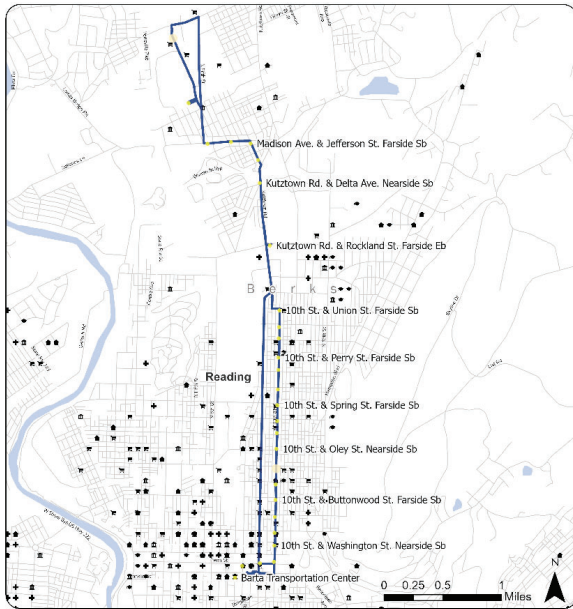


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

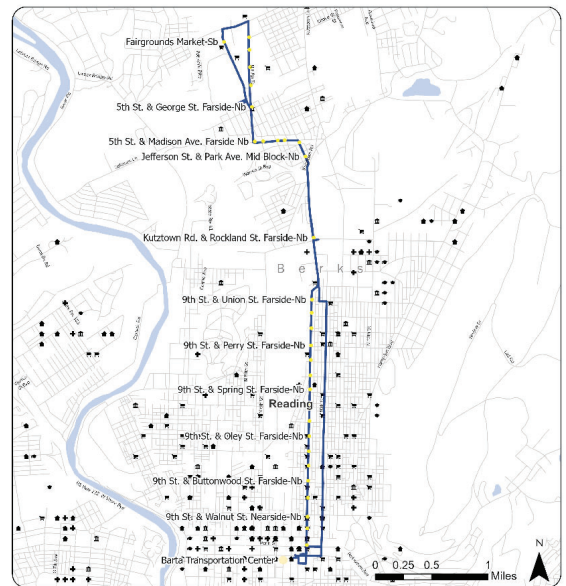


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 2

Fairgrounds Square Market

Description: Fairgrounds Square Market to BARTA Transportation Center

Key Points of Interest: Fairgrounds Square Market, Fairgrounds Square Mall, CareerLink, BARTA Offices

Route Analysis

Strengths

- Provides direct link from neighborhoods with high transit need to grocery and retail destinations on major shopping days
- Easy-to-remember hourly service frequency (when service is available)

Weaknesses

- Limited schedule
- Low ridership and productivity
- Focused on partially demolished Fairgrounds Square Mall

Opportunities

- Restructure route to provide service to Walmart, rather than Fairgrounds Square, which plays a diminished retail role in the community
- Eliminate route due to low ridership and reinvest resources in stronger performing routes



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 3

Temple via Kutztown Road

Description: Temple via Kutztown Road to BARTA Transportation Center

Key Points of Interest: Walmark, North Reading Plaza, Temple, Kutztown Road, CareerLink, N 9th St

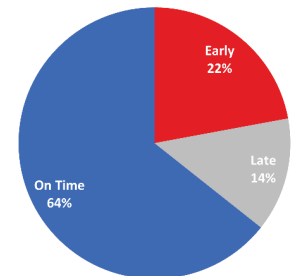
Operating Characteristics

Annual Statistics

On-Time Performance

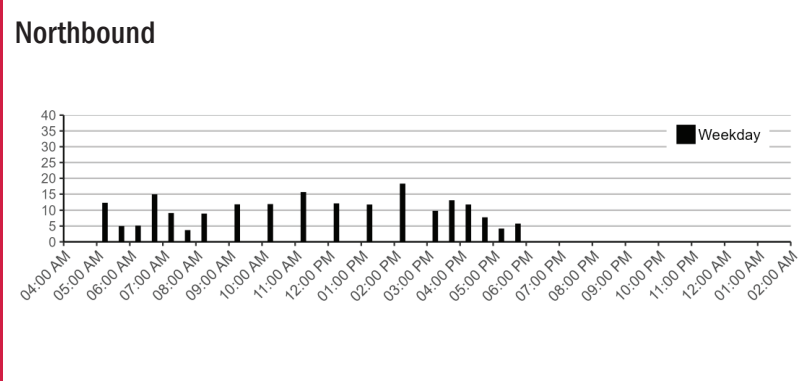
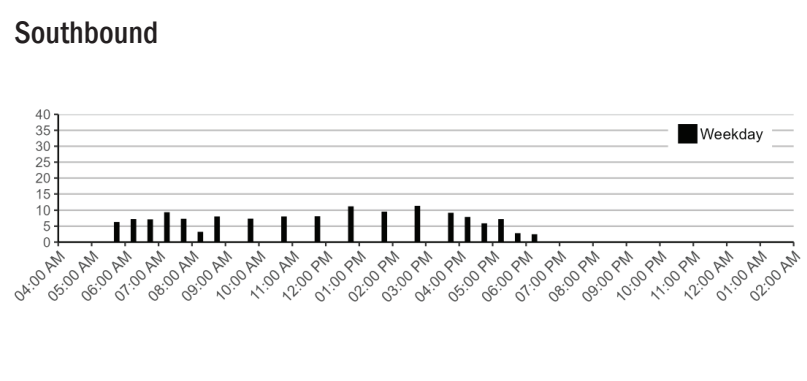
| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:15 AM to 6:45 PM | 30 min | 60 min |
| Saturday | 6:15 AM to 5:45 PM | 60 min | 60 min |
| Sunday | NA | NA min | NA min |

| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 5,241 | 10/19 |
| Revenue Miles | 63,940 | 7/19 |
| Ridership | 94,942 | 8/19 |

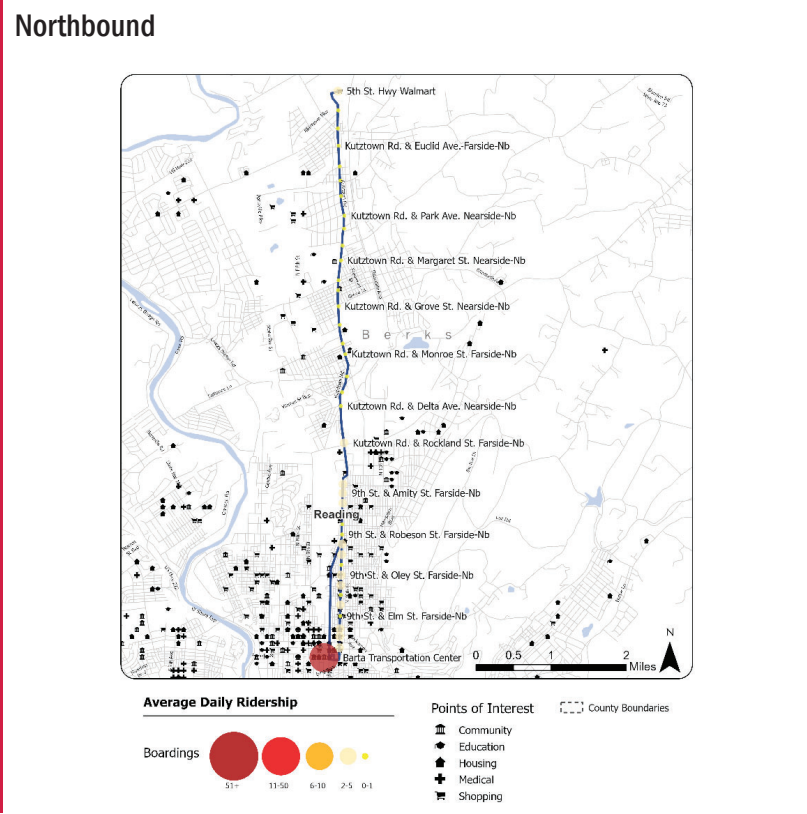
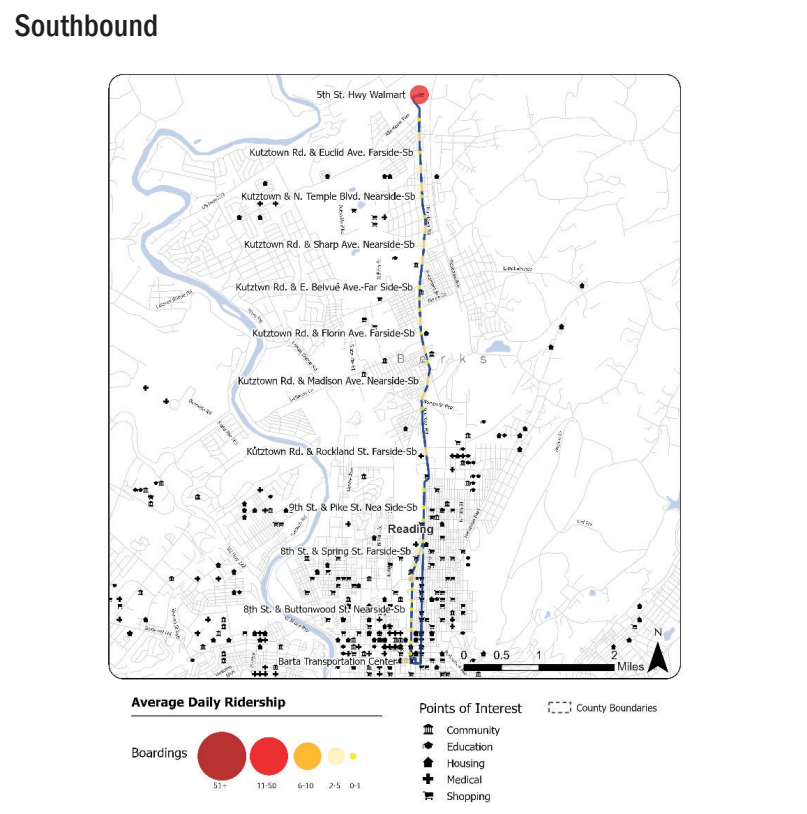


*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday * Ridership by Trip



Weekday ** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 3

Description: Temple via Kutztown Road to BARTA Transportation Center

Temple via Kutztown Road

Key Points of Interest: Walmark, North Reading Plaza, Temple, Kutztown Road, CareerLink, N 9th St

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



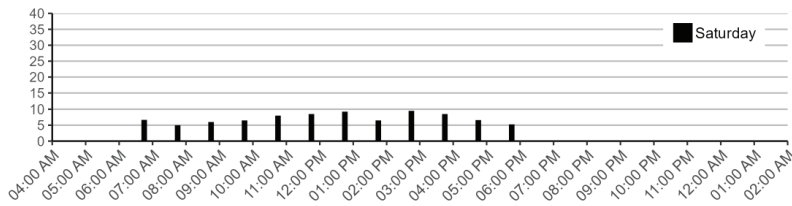
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 353 | 8/19 | 18.6 | 3/19 | 1.5 | 7/19 | 18.6 | 4/19 |
| Saturday | 174 | 7/18 | 18.5 | 1/18 | 1.2 | 4/18 | 18.5 | 2/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

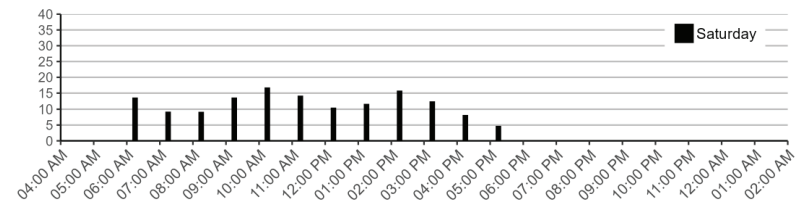


Saturday Ridership by Trip

Southbound

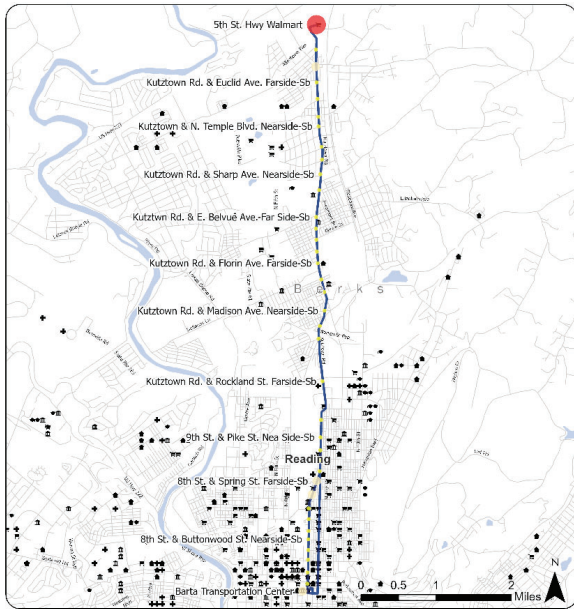


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

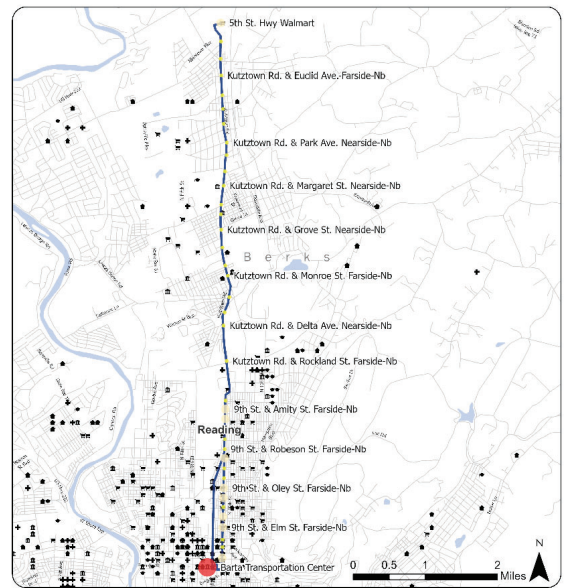


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 3

Temple via Kutztown Road

Description: Temple via Kutztown Road to BARTA Transportation Center

Key Points of Interest: Walmark, North Reading Plaza, Temple, Kutztown Road, CareerLink, N 9th St

Route Analysis

Strengths

- Simple and direct alignment connecting neighborhoods with high transit need to Walmart – a key retail and grocery destination
- 30-minute peak frequency on weekdays
- Highest productivity among BARTA routes in terms of Saturday passengers per revenue hour

Weaknesses

- Low ridership along 8th Street, which is on the western edge of eastside neighborhoods
- Low ridership between Rockland Street and Walmart
- No Sunday service
- No direct access to full-service grocery stores close to highest concentration of population along the route

Opportunities

- Shift southbound service from 8th to 10th Street to improve accessibility for more prospective riders
- Operate along 13th Street between Exeter and Rockland Street to improve access to Weiss Markets and Albright College – both offering strong ridership potential
- Follow Route 2 alignment to N. 5th Street to serve Fairgrounds area retail and continue north to Walmart



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 4

10th/11th Street

Description: BARTA Transportation Center to 10th Street and Exeter Street

Key Points of Interest: North 11th Street, Barta Offices, Rockland Plaza, 10th Street, CareerLink

Operating Characteristics | Annual Statistics | On-Time Performance

Span

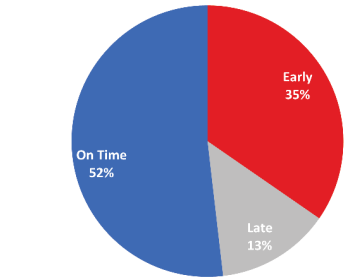
Frequency

Peak Off-Peak

Rank

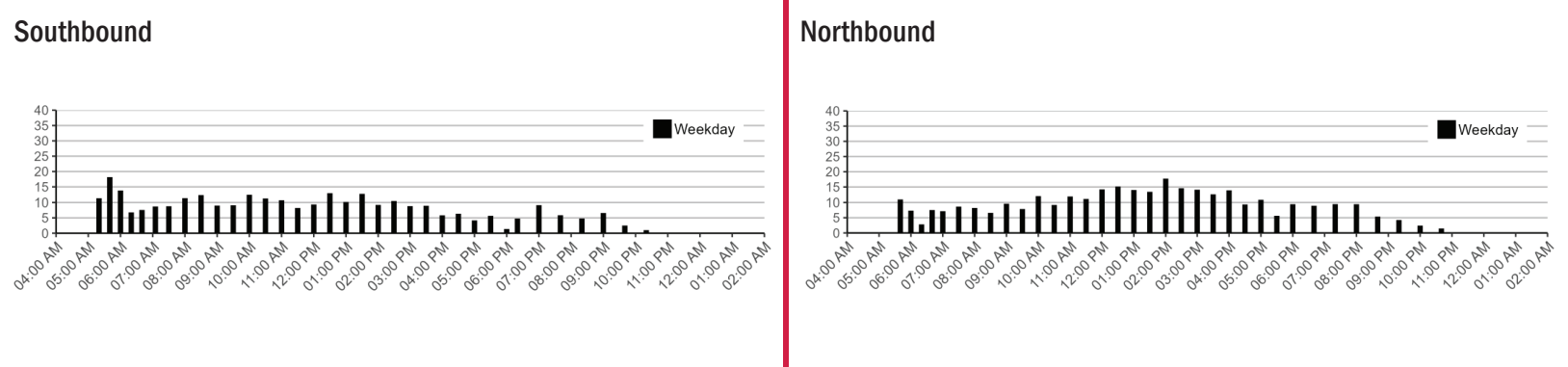
| | | | |
|----------|---------------------|--------|--------|
| Weekday | 4:45 AM to 10:40 PM | 20 min | 40 min |
| Saturday | 4:45 AM to 10:40 PM | 40 min | 40 min |
| Sunday | 11:15 AM to 6:30 PM | 60 min | 60 min |

| | | |
|---------------|---------|-------|
| Revenue Hours | 8,465 | 5/19 |
| Revenue Miles | 53,919 | 13/19 |
| Ridership | 157,113 | 3/19 |

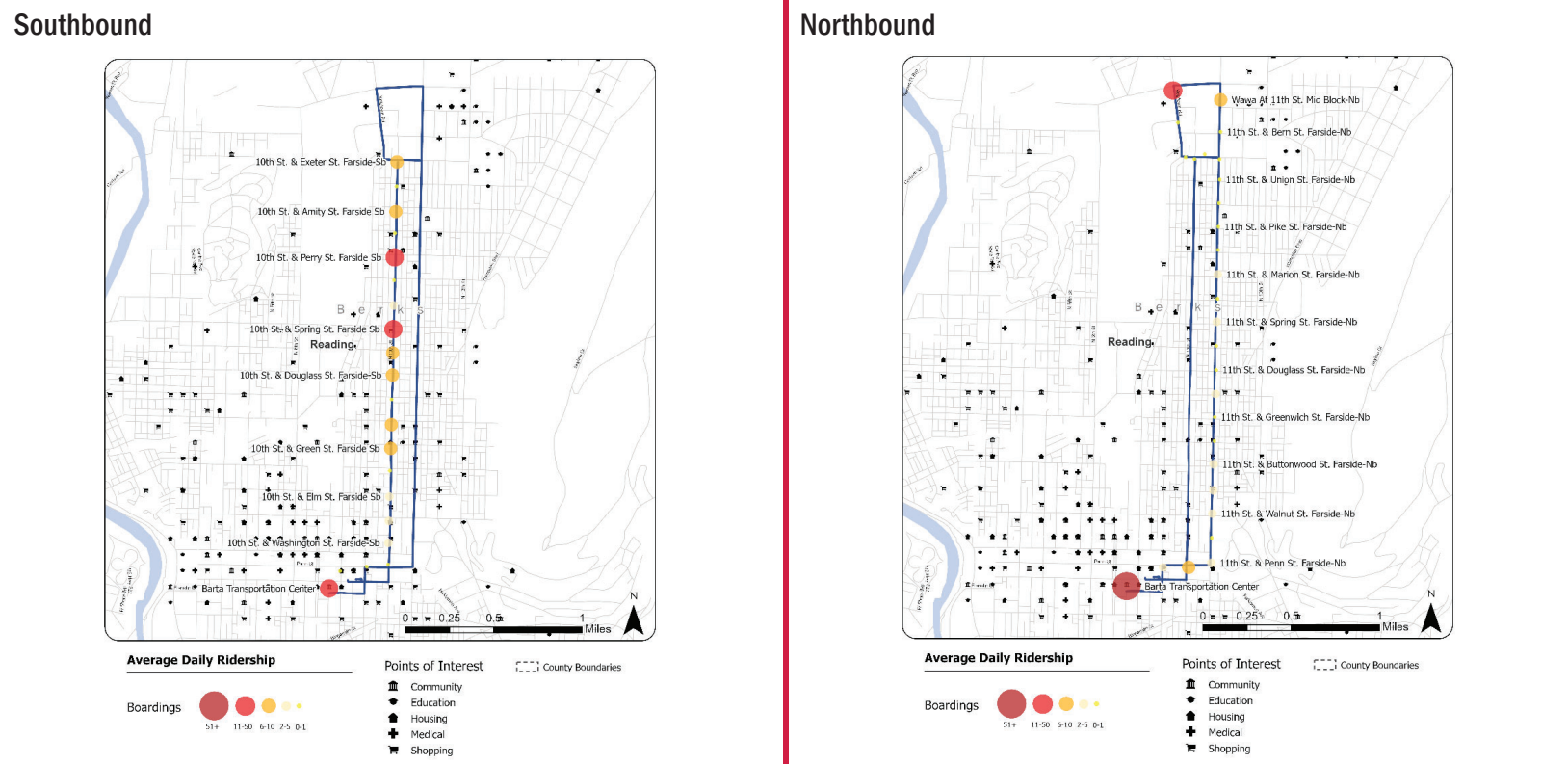


*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 4

10th/11th Street

Description: BARTA Transportation Center to 10th Street and Exeter Street

Key Points of Interest: North 11th Street, Barta Offices, Rockland Plaza, 10th Street, CareerLink

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



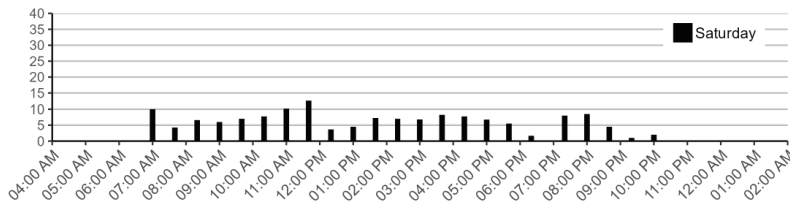
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 590 | 3/19 | 19.3 | 2/19 | 3.2 | 1/19 | 16.8 | 9/19 |
| Saturday | 200 | 4/18 | 12.6 | 3/18 | 1.6 | 1/18 | 8.4 | 7/18 |
| Sunday | 66 | 5/8 | 15.5 | 2/8 | 1.5 | 1/8 | 8.8 | 5/8 |

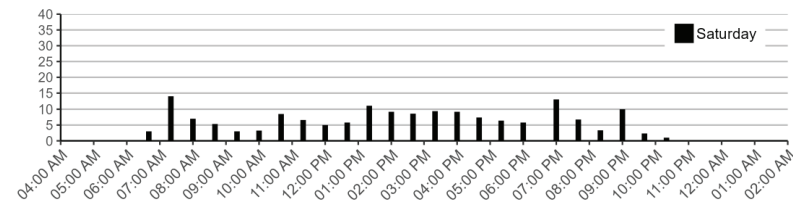


Saturday Ridership by Trip

Southbound

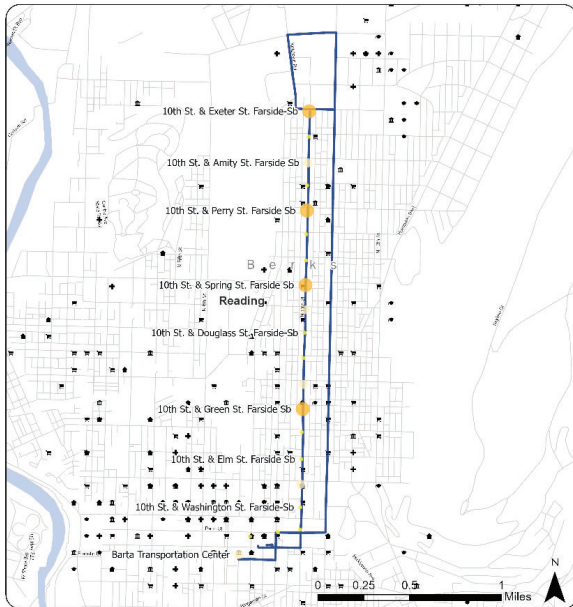


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

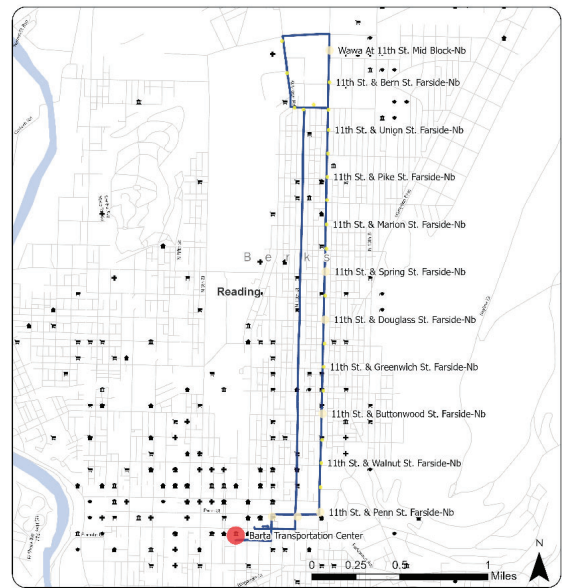


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 4

Description: BARTA Transportation Center to 10th Street and Exeter Street

10th/11th Street

Key Points of Interest: North 11th Street, Barta Offices, Rockland Plaza, 10th Street, CareerLink

Route Analysis

Strengths

- Simple and direct alignment providing downtown connection and local circulation through neighborhoods with high transit need
- Seven day-a-week service
- High peak-period service frequency on weekdays
- Extensive spans of service on weekdays and Saturdays
- Highest productivity in terms of ridership per mile among BARTA routes

Weaknesses

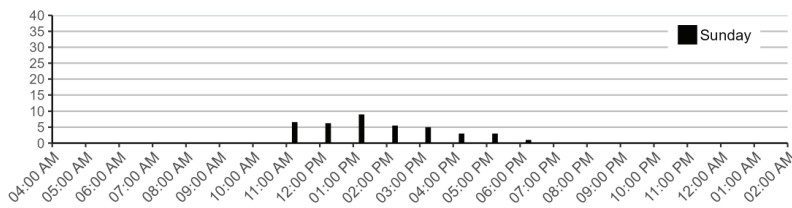
- No direct access to full-service grocery stores
- Ridership spikes on earliest Sunday outbound trip, suggesting pent-up demand for earlier service
- Very frequent stop spacing due to flag-stop system; may impact on-time performance
- Poorly marked bus stops, and few passenger amenities
- Limited east-west service for area residents who must travel downtown to access other radial routes

Opportunities

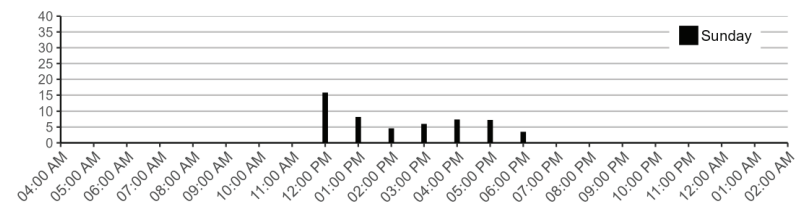
- Shift southbound service from 10th to 12th Street, in coordination with proposed changes to Route 3, to create two simplified north-south corridor pairs with maximum accessibility
- Provide earlier service on Sundays, to address pent-up demand
- Operate along 13th Street between Exeter and Rockland Street to improve access to Weiss Markets and Albright College – both offering strong ridership potential
- Consider east-west route on Oley Street to improve access to Reading High School and complement Route 4 and other north-south service on the east side

Sunday Ridership by Trip

Southbound

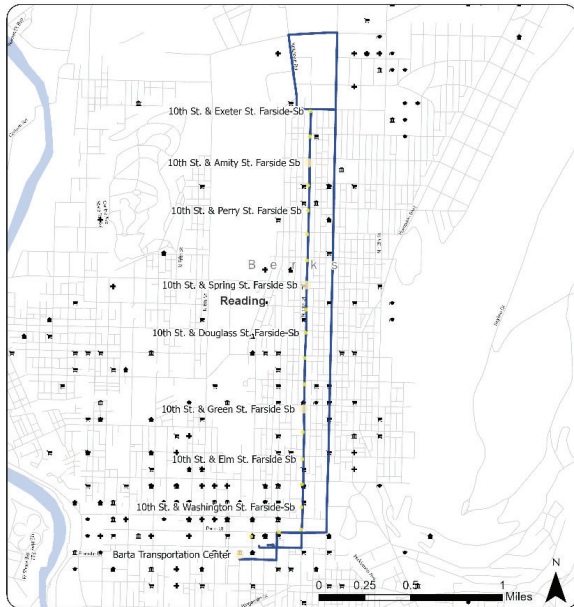


Northbound



Sunday Ridership by Stop

Southbound



Average Daily Ridership

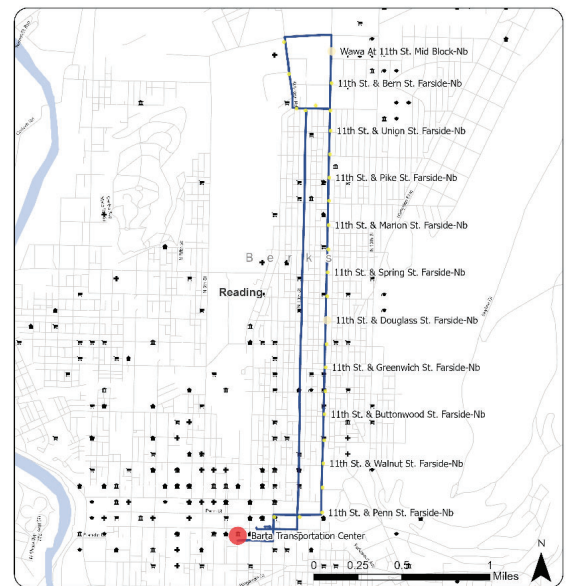


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 5

Albright College

Description: Albright College to BARTA Transportation Center

Key Points of Interest: Albright College, N 13th Street, Weis Market, BARTA offices, N 12th Street, Reading High School

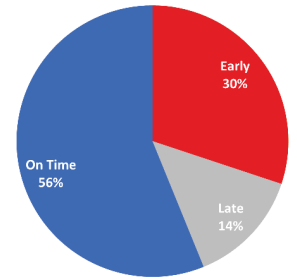
Operating Characteristics

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:20 AM to 6:20 PM | 30 min | 45 min |
| Saturday | 6:15 AM to 6:15 PM | 45 min | 45 min |
| Sunday | NA | NA min | NA min |

Annual Statistics

| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 4,590 | 15/19 |
| Revenue Miles | 45,317 | 15/19 |
| Ridership | 72,796 | 10/19 |

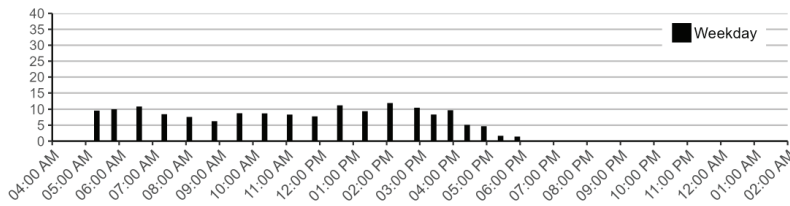
On-Time Performance



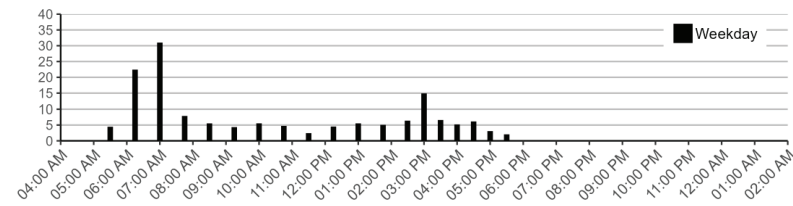
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Southbound



Northbound



Weekday** Ridership by Stop

Southbound



Average Daily Ridership

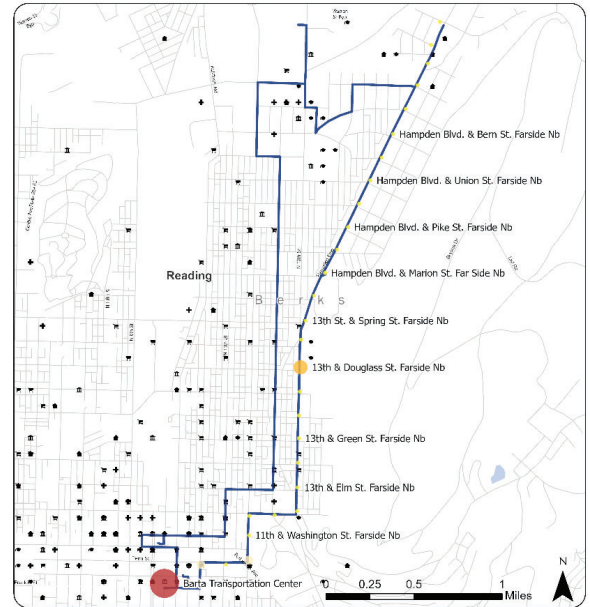


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 5

Description: Albright College to BARTA Transportation Center

Albright College

Key Points of Interest: Albright College, N 13th Street, Weis Market, BARTA offices, N 12th Street, Reading High School

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



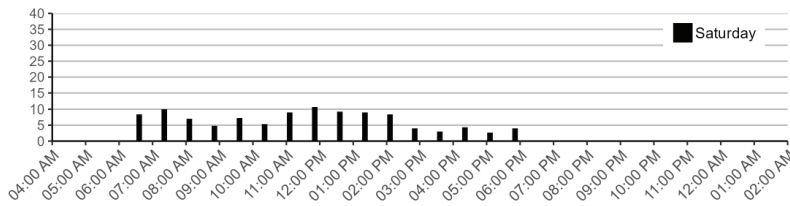
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|------|---------------------|------|---------------------|-------|
| Weekday | 278 | 10/19 | 17.0 | 5/19 | 1.7 | 5/19 | 14.6 | 10/19 |
| Saturday | 102 | 11/18 | 8.5 | 7/18 | 0.8 | 9/18 | 6.4 | 14/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

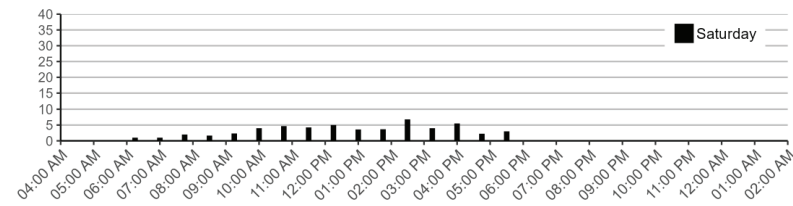


Saturday Ridership by Trip

Southbound

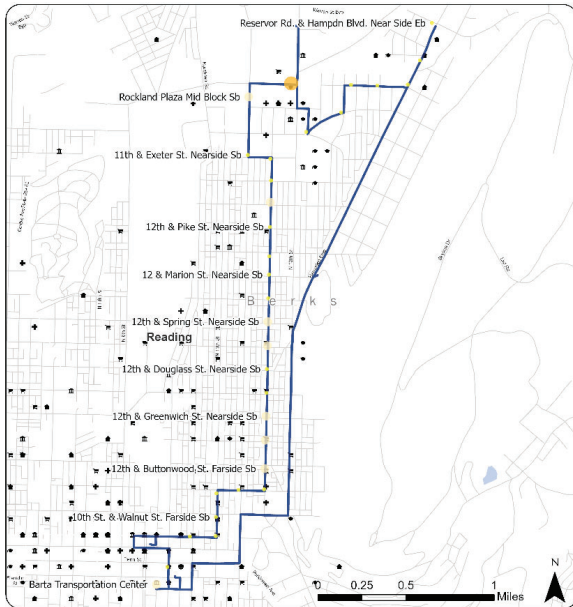


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

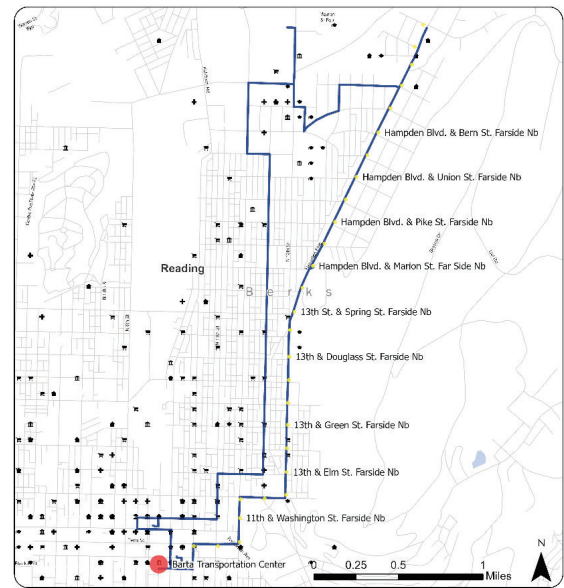
Boardings: 51+ 11-50 6-10 2-5 0-1

Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership

Boardings: 51+ 11-50 6-10 2-5 0-1

Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 5

Description: Albright College to BARTA Transportation Center

Albright College

Key Points of Interest: Albright College, N 13th Street, Weis Market, BARTA offices, N 12th Street, Reading High School

Route Analysis

Strengths

- Only route serving Reading High School and Albright College
- Provides direct service to Weis Market for eastside neighborhood residents
- Relatively high morning peak-period ridership

Weaknesses

- Large one-way loop limits the utility of the route, as residents of apartments along Hampden Boulevard corridor are not able to return home from Weis Market without traveling downtown first
- Non-clockface frequencies make schedule difficult to remember
- Low ridership south of Douglas Street
- Poorly marked bus stops, and few passenger amenities
- Limited east-west service for area residents who must travel downtown to access other radial routes

Opportunities

- Restructure route to reduce one-way service by replacing northern loop with extension to Reading Muhlenberg Career and Technology Center (a potential ridership generator) via Hampden Boulevard
- Shift service from 12/13th Street, south of Douglas Street, to 6th Street via Spring or Oley Street to provide east-west connection and access grocery and retail destinations along 6th Street.



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 7

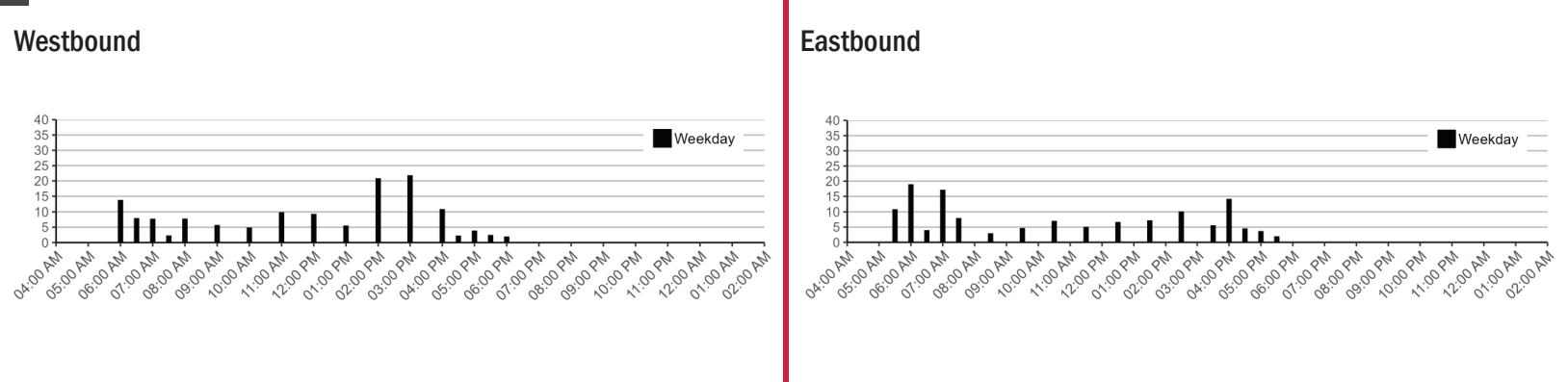
Pennside

Description: Stony Creek Towne Houses to BARTA Transportation Center

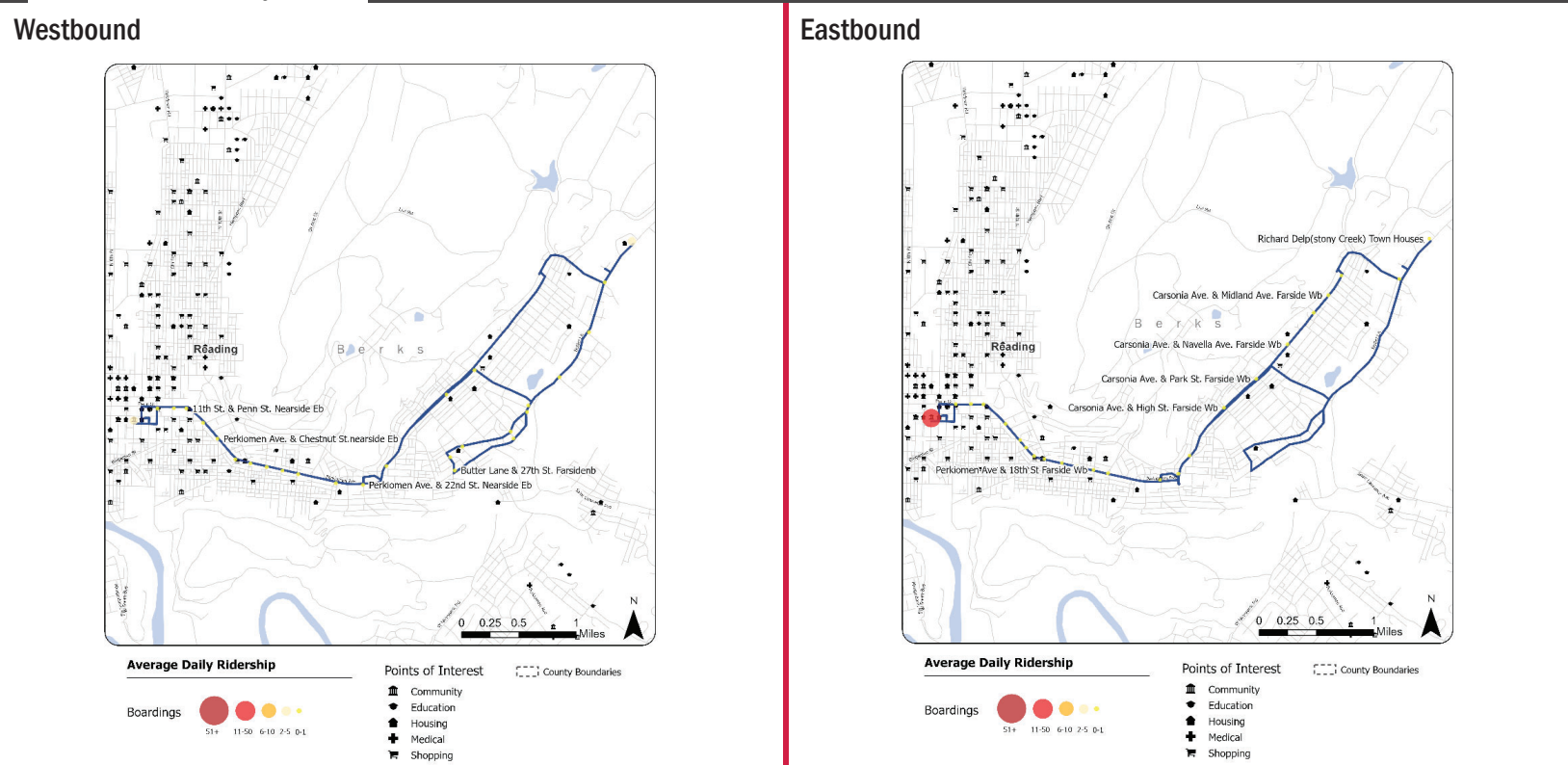
Key Points of Interest: Butter Lane, Stony Creek Towne Houses, Carsonia Ave, Perkiomen Ave

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:30 AM to 6:30 PM | 30 min | 60 min | 4,755 | 52,305 | 50,175 | 13/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 6:30 AM to 6:30 PM | 60 min | 60 min | | | | 14/19 | |
| Sunday | NA | NA min | NA min | | | | 15/19 | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 7

Pennside

Description: Stony Creek Towne Houses to BARTA Transportation Center

Key Points of Interest: Butter Lane, Stony Creek Towne Houses, Carsonia Ave, Perkiomen Ave

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



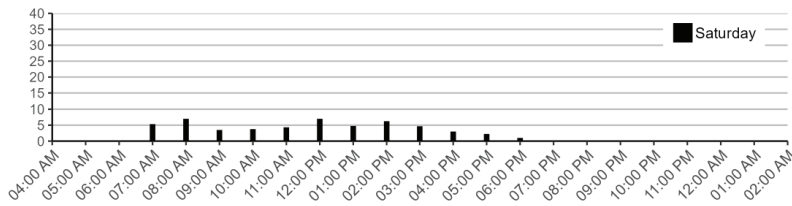
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 191 | 15/19 | 11.2 | 13/19 | 1.0 | 13/19 | 11.2 | 15/19 |
| Saturday | 72 | 15/18 | 6.0 | 15/18 | 0.5 | 13/18 | 6.0 | 15/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

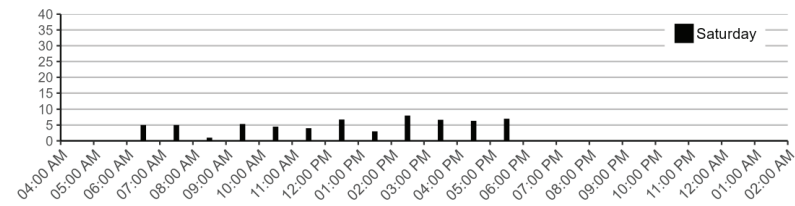


Saturday Ridership by Trip

Westbound

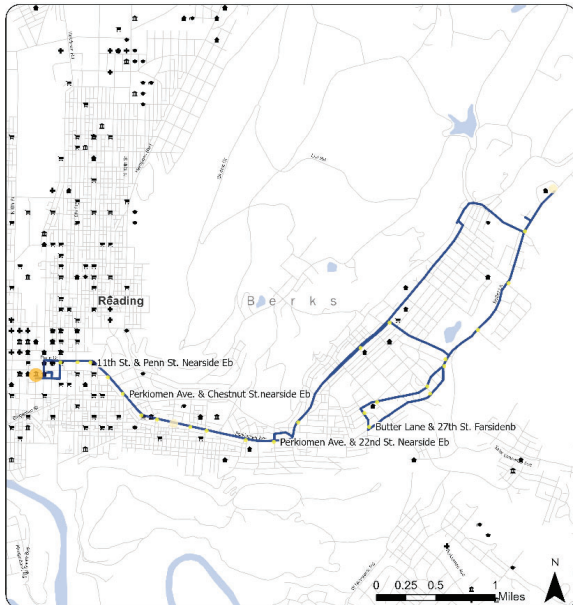


Eastbound



Saturday Ridership by Stop

Westbound



Average Daily Ridership

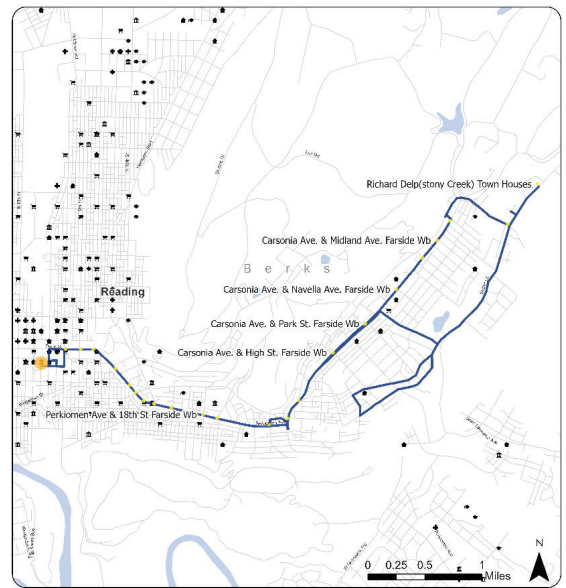


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 7

Pennside

Description: Stony Creek Towne Houses to BARTA Transportation Center

Key Points of Interest: Butter Lane, Stony Creek Towne Houses, Carsonia Ave, Perkiomen Ave

Route Analysis

Strengths

- Easy-to-remember clockface frequency
- Only route serving Carsonia Avenue and Butler Lane corridors, along with adjacent neighborhoods
- Weekday and Saturday service

Weaknesses

- Significant segments of one-way service limit the utility of the route for riders who are forced to ride-out-of-direction on either their outbound or return trip
- Operates in several areas of low transit need and transit potential, especially along the Butler Lane corridor
- Redundant coverage with routes 8 and 19c along Perkiomen Avenue

Opportunities

- Reduce one-way service by restructuring route to serve Carsonia Avenue to Stony Creek Towne Houses, followed by Butter Lane corridor, and ending at Walmart on Perkiomen Avenue to connect residential neighborhoods to retail and grocery destinations. Return service would follow a similar alignment
- Eliminate Butter Lane service due to low ridership and to facilitate bi-directional service along stronger Carsonia Avenue corridor
- Alternate every other trip between Carsonia Avenue and Butter Lane corridors to facilitate bi-directional service on both corridors
- Replace route with microtransit zone covering residential neighborhoods covered by Route 7, as well as retail centers to the southeast along Perkiomen Avenue



Sunday Ridership by Trip

No service provided

Westbound

Eastbound



Sunday Ridership by Stop

No service provided

Westbound

Eastbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 8

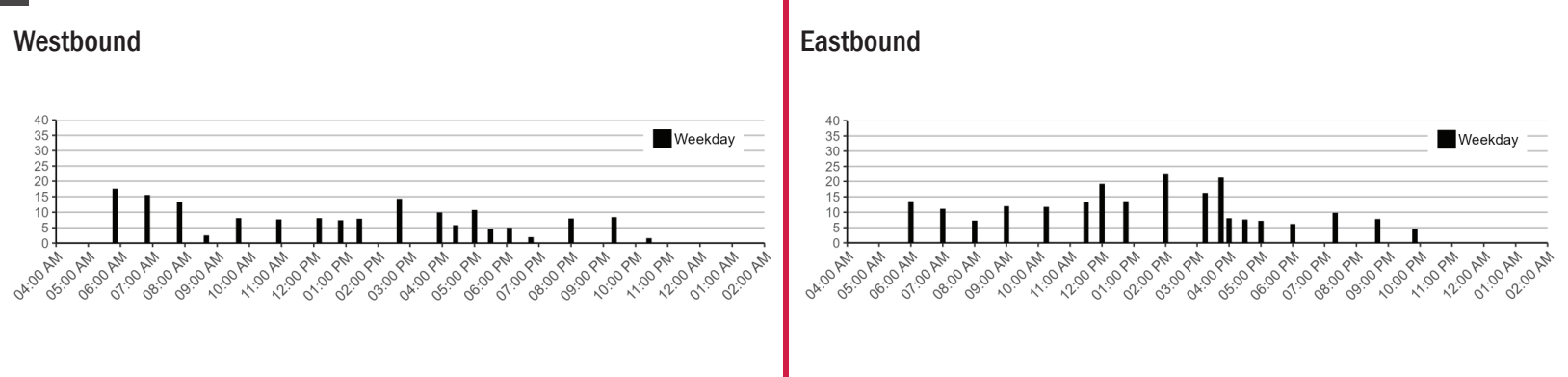
Description: *Birdsboro to BARTA Transportation Center*

Reiffton / Shelbourne Square / Birdsboro

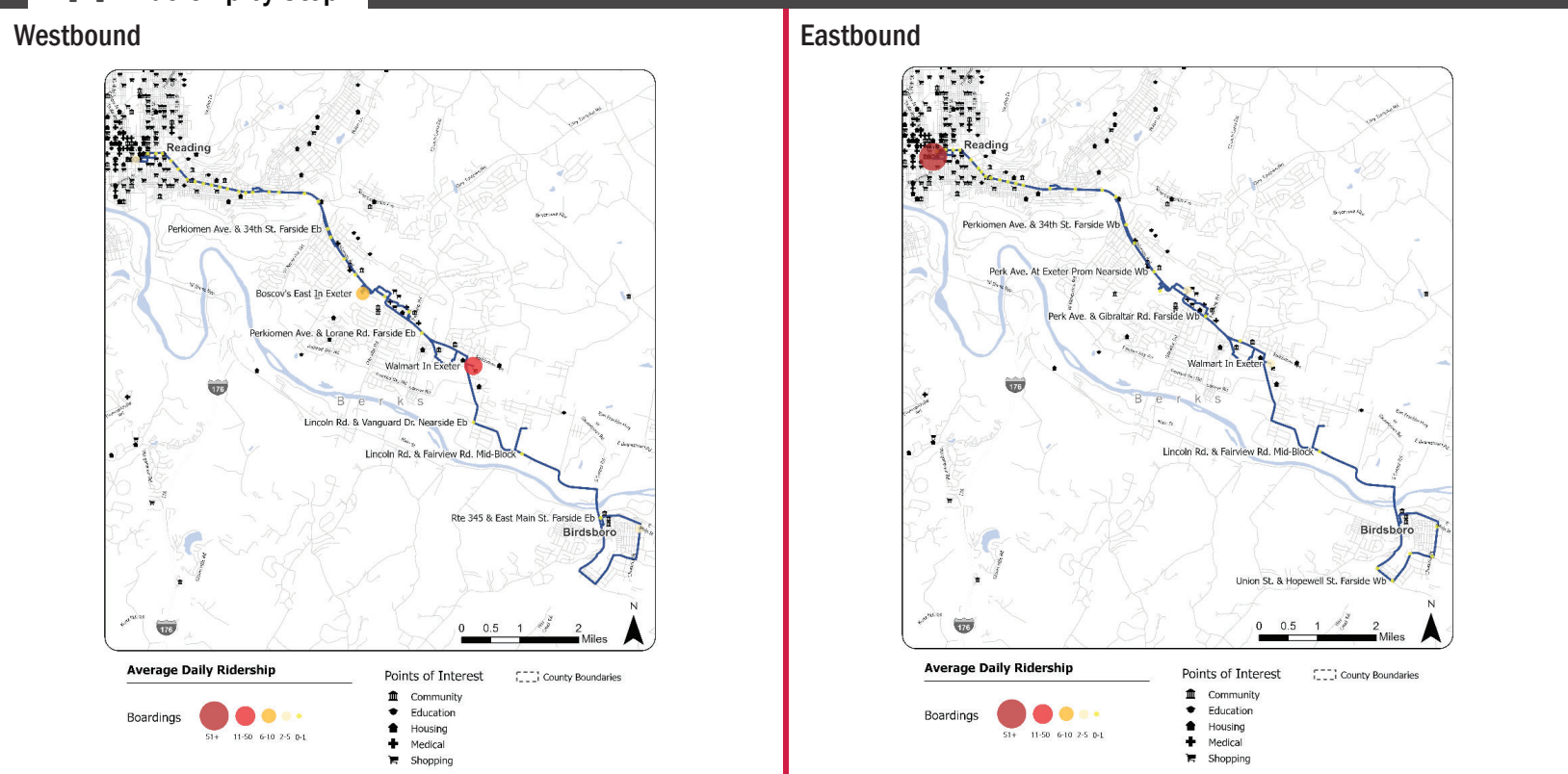
Key Points of Interest: *Birdsboro, Exeter Square (Walmart), Route 422 East, Exeter Commons Shopping Center, Reading Mall (Boscov's), Permiomen Ave*

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|---------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:00 AM to 11:00 PM | 30 min | 60 min | 8,313 | 97,455 | 109,583 | 7/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 7:00 AM to 11:00 PM | 75 min | 75 min | | | | 6/19 | |
| Sunday | 11:00 AM to 7:00 PM | 75 min | 75 min | | | | 6/19 | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 8

Description: *Birdsboro to BARTA Transportation Center*

Reiffton / Shelbourne Square / Birdsboro

Key Points of Interest: *Birdsboro, Exeter Square (Walmart), Route 422 East, Exeter Commons Shopping Center, Reading Mall (Boscov's), Permiomen Ave*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile

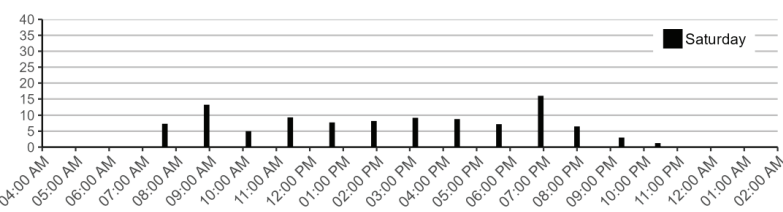


Passengers per Trip

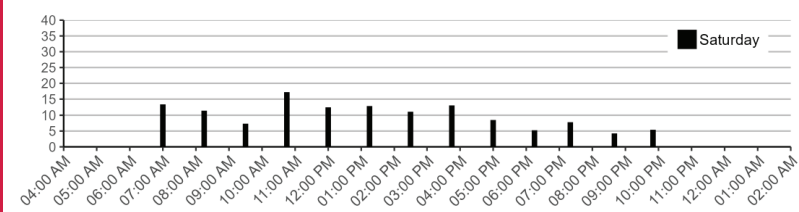
| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|-------|---------------------|-------|---------------------|------|
| Weekday | 395 | 6/19 | 13.6 | 10/19 | 1.1 | 11/19 | 20.8 | 3/19 |
| Saturday | 180 | 6/18 | 11.2 | 5/18 | 1.0 | 6/18 | 13.8 | 4/18 |
| Sunday | 83 | 3/8 | 10.0 | 5/8 | 1.0 | 5/8 | 11.8 | 3/8 |

Saturday Ridership by Trip

Westbound

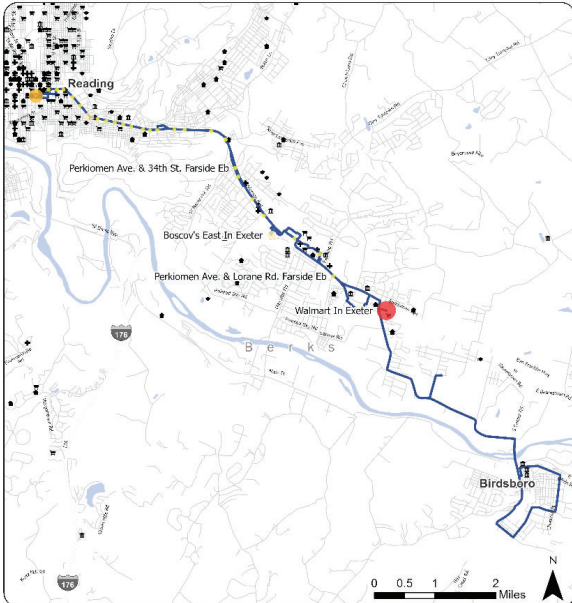


Eastbound



Saturday Ridership by Stop

Westbound



Average Daily Ridership

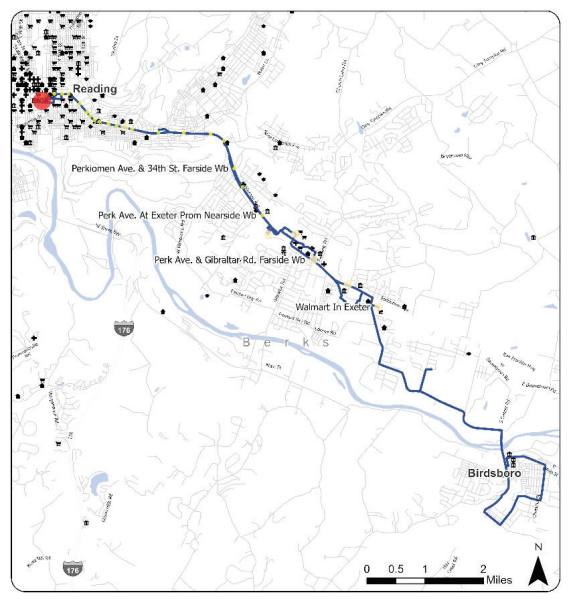
Boardings: 51+ (Red), 11-50 (Orange), 6-10 (Yellow), 2-5 (Light Yellow), 0-1 (White)

Points of Interest

- Community (House icon)
- Education (School icon)
- Housing (Apartment icon)
- Medical (Cross icon)
- Shopping (Shopping cart icon)

County Boundaries (Dashed line icon)

Eastbound



Average Daily Ridership

Boardings: 51+ (Red), 11-50 (Orange), 6-10 (Yellow), 2-5 (Light Yellow), 0-1 (White)

Points of Interest

- Community (House icon)
- Education (School icon)
- Housing (Apartment icon)
- Medical (Cross icon)
- Shopping (Shopping cart icon)

County Boundaries (Dashed line icon)

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 8

Description: *Birdsboro to BARTA Transportation Center*

Reiffton / Shelbourne Square / Birdsboro

Key Points of Interest: *Birdsboro, Exeter Square (Walmart), Route 422 East, Exeter Commons Shopping Center, Reading Mall (Boscov's), Perkiomen Ave*

Route Analysis

Strengths

- Easy-to-remember clockface frequency
- Seven-day-a-week service
- Extensive span of service on weekdays and Saturdays
- Only route serving large concentration of retail destinations along Perkiomen Avenue
- Relatively strong productivity in terms of ridership per trip

Weaknesses

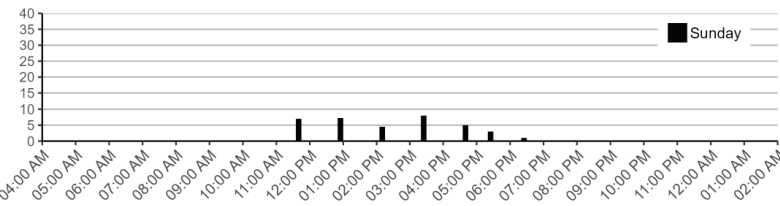
- No service before 11:00 am on Sundays
- Ridership spikes on earliest eastbound trip on Sundays, suggesting pent-up demand for earlier service
- Low ridership on Birdsboro extension
- Redundant coverage with routes 8 and 19c along Perkiomen Avenue

Opportunities

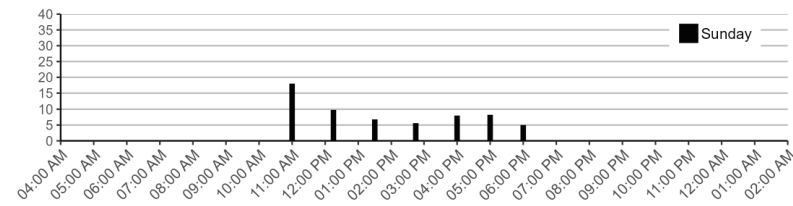
- Replace Birdsboro coverage with Microtransit zone due to low fixed-route ridership and ridership potential
- Consider shifting service from east of 19th Street from Perkiomen to Cotton Street to reduce redundancy with Route 7
- Provide earlier service on Sundays, to address pent-up demand

Sunday Ridership by Trip

Westbound

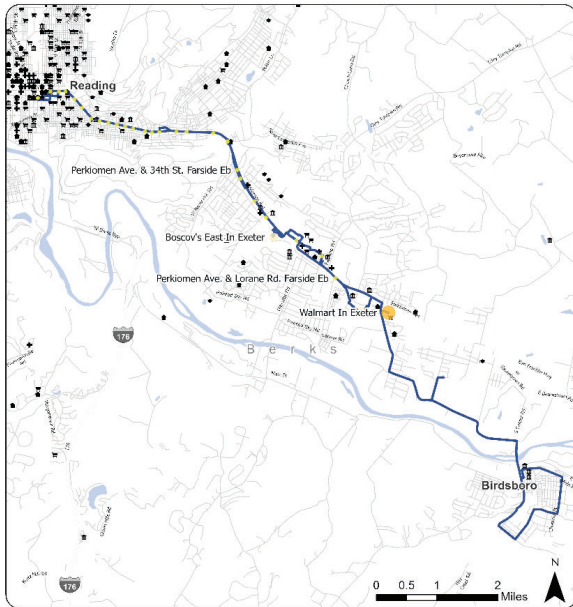


Eastbound



Sunday Ridership by Stop

Westbound



Average Daily Ridership

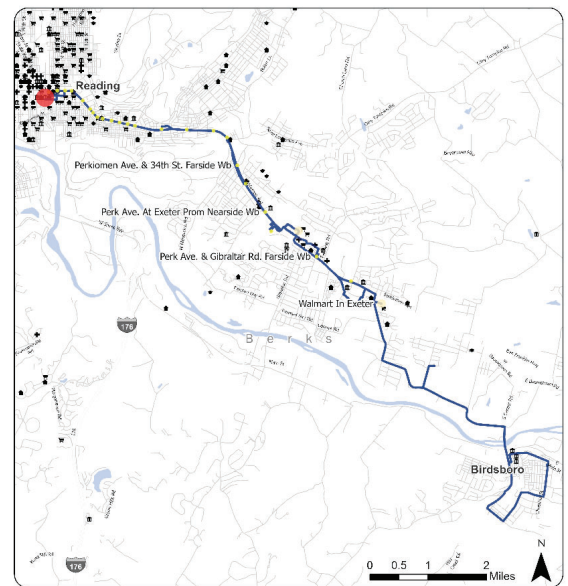


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 9

Description: Kenhorst Plaza (Redners) to BARTA Transportation Center

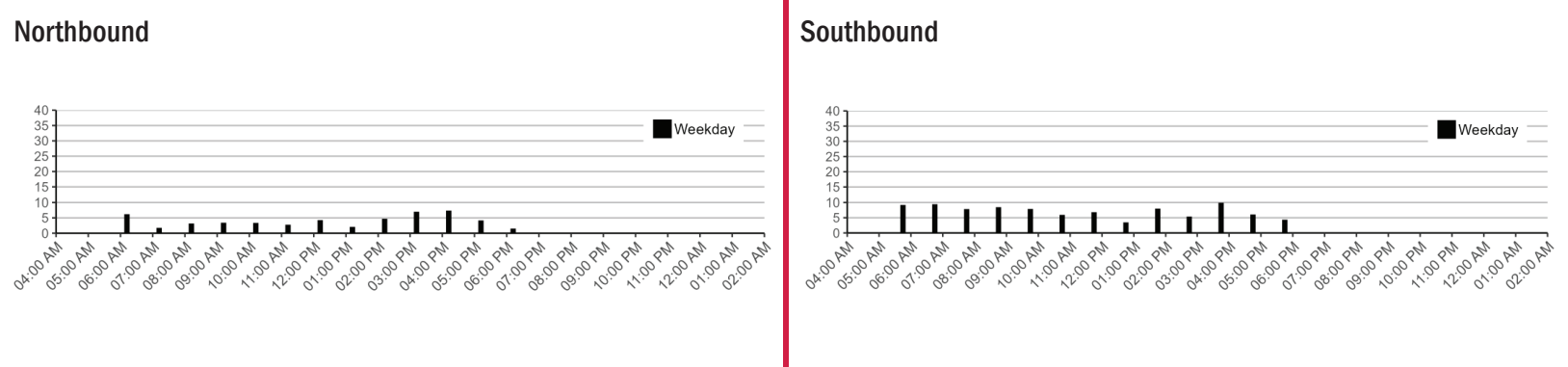
Grill via Kenhorst

Key Points of Interest: Kenhorst Plaza, Kenhorst, Alvernia University, KVP Factory, South Reading

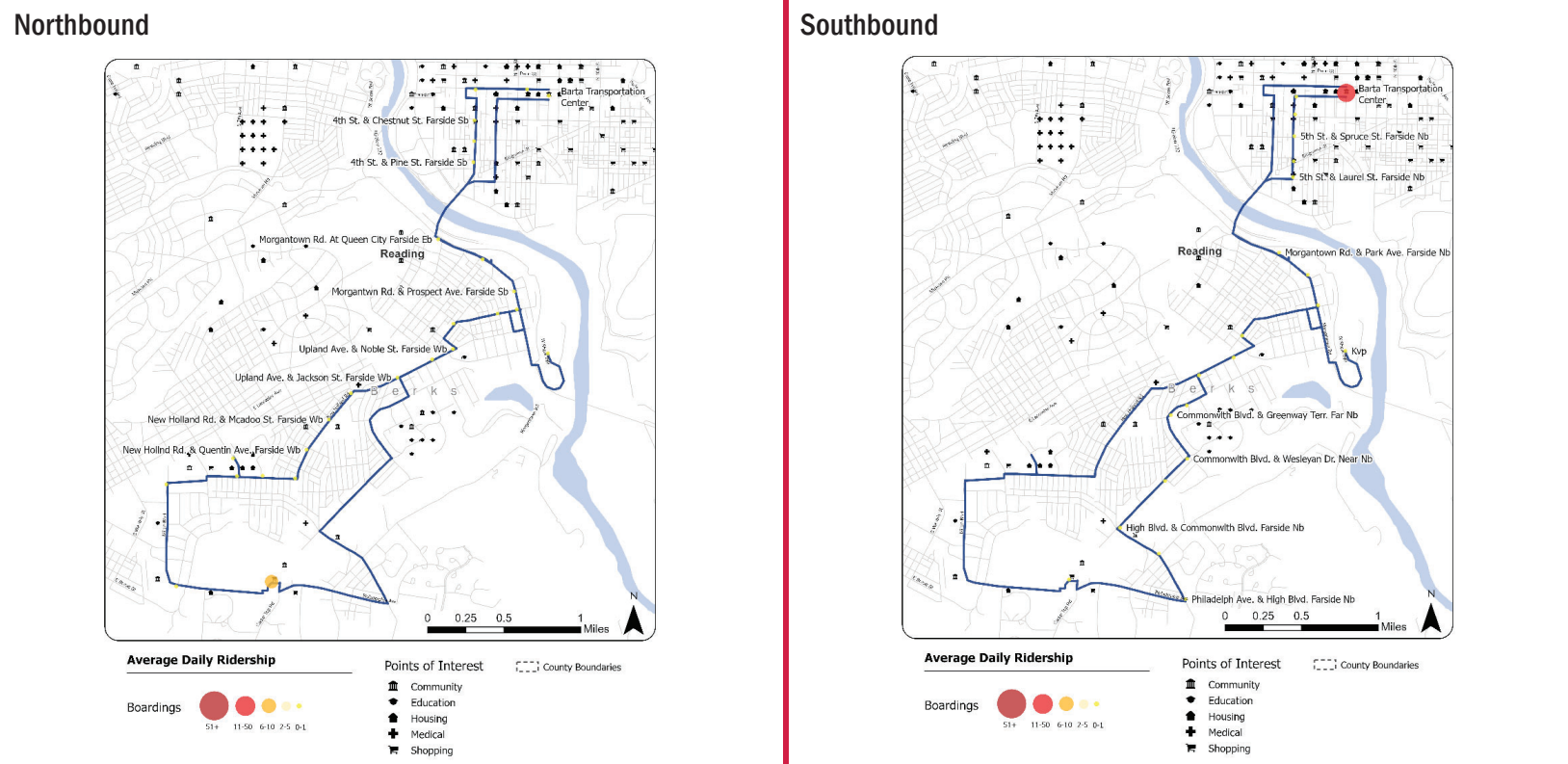
| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank |
| | | Peak | Off-Peak | | | | |
| Weekday | 5:45 AM to 6:45 PM | 60 min | 60 min | 3,783 | 41,818 | 34,311 | 17/19 |
| Saturday | 6:45 AM to 6:45 PM | 60 min | 60 min | | | | 17/19 |
| Sunday | NA | NA min | NA min | | | | 16/19 |

*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 9

Description: Kenhorst Plaza (Redners) to BARTA Transportation Center

Grill via Kenhorst

Key Points of Interest: Kenhorst Plaza, Kenhorst, Alvernia University, KVP Factory, South Reading

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



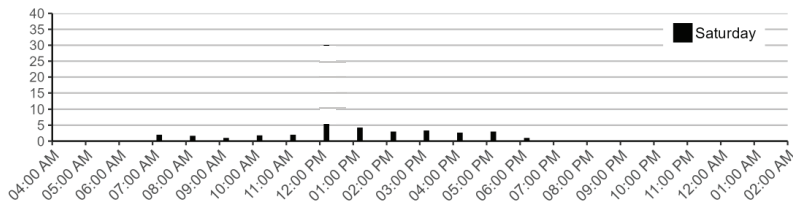
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 129 | 16/19 | 9.9 | 16/19 | 0.9 | 15/19 | 9.9 | 17/19 |
| Saturday | 58 | 16/18 | 4.8 | 16/18 | 0.4 | 15/18 | 4.8 | 16/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

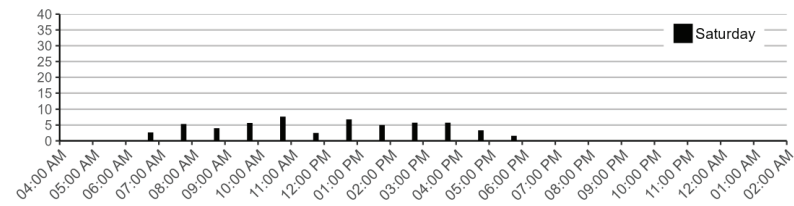


Saturday Ridership by Trip

Northbound

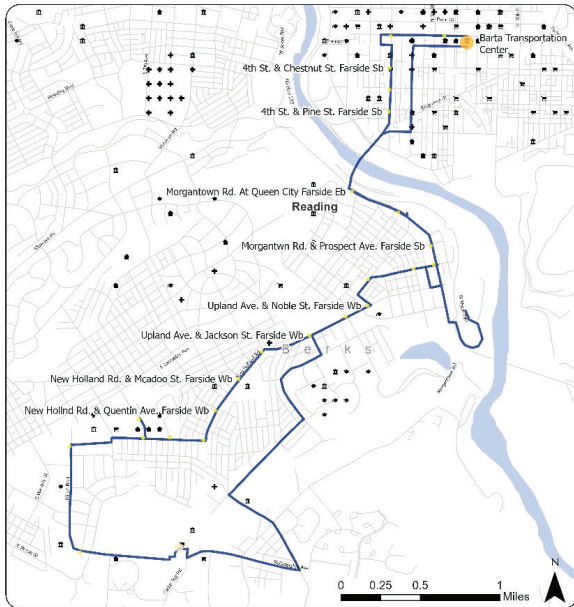


Southbound



Saturday Ridership by Stop

Northbound



Average Daily Ridership

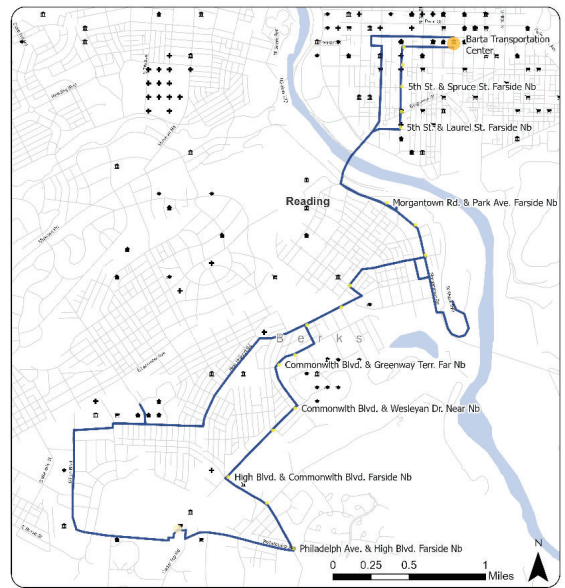


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 9

Description: Kenhorst Plaza (Redners) to BARTA Transportation Center

Grill via Kenhorst

Key Points of Interest: Kenhorst Plaza, Kenhorst, Alvernia University, KVP Factory, South Reading

Route Analysis

Strengths

- Easy-to-remember clockface frequency
- Only route serving Alvernia Plaza and Kenhorst Plaza
- Weekday and Saturday service

Weaknesses

- Significant segments of one-way service limit the utility of the route for riders who are forced to ride-out-of-direction on either their outbound or return trip
- Relatively low ridership and productivity, especially on Saturdays

Opportunities

- Restructure route to provide more bi-directional service. For example, from Alvernia University, serve Giant and nearby multi-family housing, followed by Mifflin High School and Kenhorst Plaza. Return service would follow a similar alignment
- Consider Sunday service if bi-directional service design leads to strong ridership on Saturdays. Retail and grocery destinations can be strong weekend ridership generators if well-served



Sunday Ridership by Trip

No service provided

Northbound

Southbound



Sunday Ridership by Stop

No service provided

Northbound

Southbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 10

Description: Wyomissing Blvd and Margaret St to BARTA Transportation Center

Brookline

Key Points of Interest: Oakbrook, Brookline Plaza, Lancaster Ave, South Reading

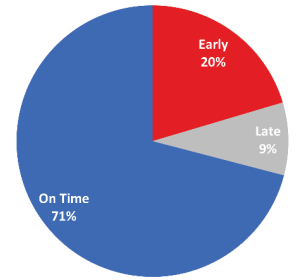
Operating Characteristics

Annual Statistics

On-Time Performance

| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:30 AM to 10:10 PM | 30 min | 45 min |
| Saturday | 6:30 AM to 10:10 PM | 45 min | 45 min |
| Sunday | 11:30 AM to 7:00 PM | 60 min | 60 min |

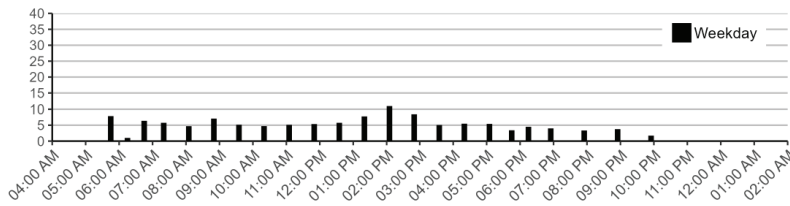
| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 4,581 | 16/19 |
| Revenue Miles | 44,001 | 16/19 |
| Ridership | 61,036 | 13/19 |



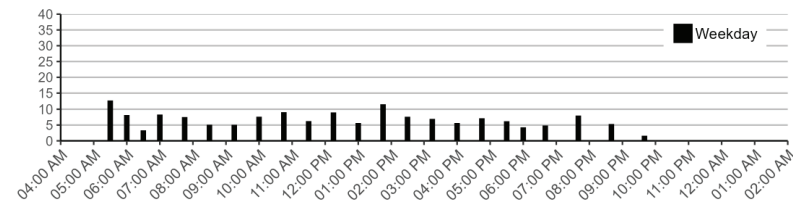
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Northbound

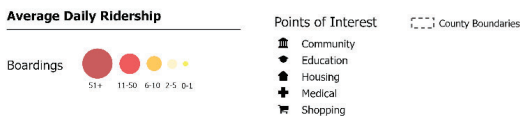
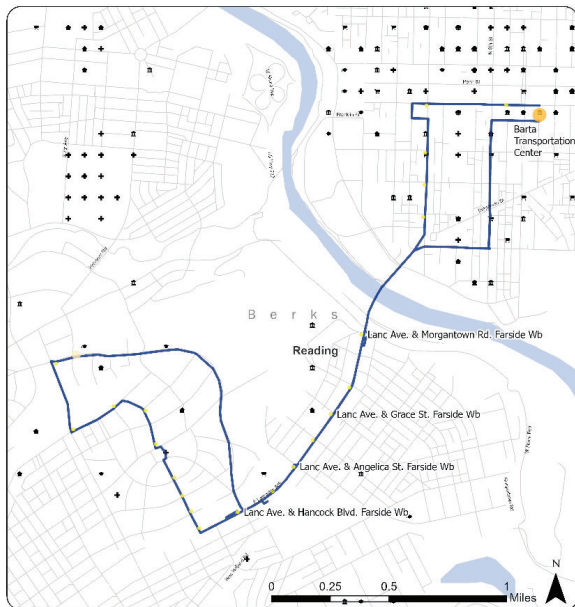


Southbound

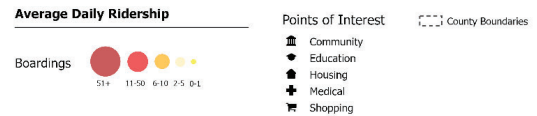
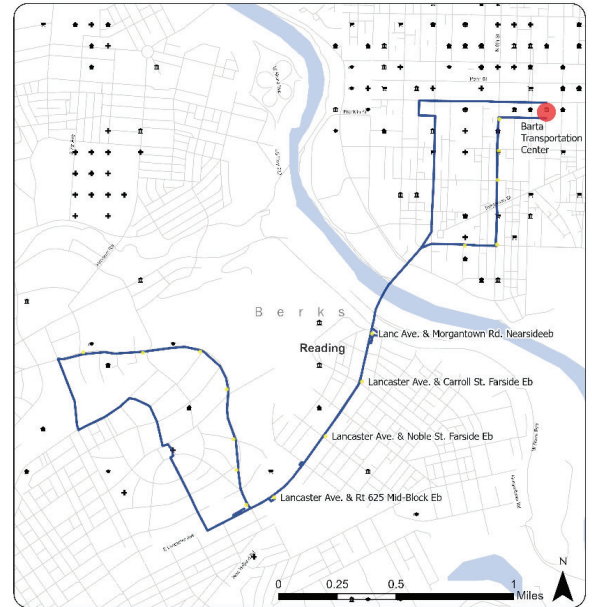


Weekday** Ridership by Stop

Northbound



Southbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 10

Description: Wyomissing Blvd and Margaret St to BARTA Transportation Center

Brookline

Key Points of Interest: Oakbrook, Brookline Plaza, Lancaster Ave, South Reading

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



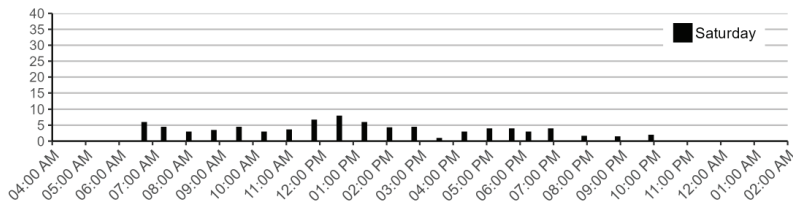
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 224 | 13/19 | 14.9 | 8/19 | 1.6 | 6/19 | 9.7 | 19/19 |
| Saturday | 92 | 13/18 | 6.6 | 12/18 | 0.7 | 10/18 | 4.4 | 18/18 |
| Sunday | 35 | 7/8 | 8.8 | 7/8 | 0.7 | 8/8 | 4.4 | 7/8 |

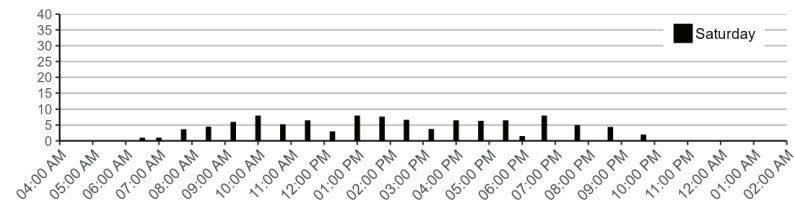


Saturday Ridership by Trip

Northbound

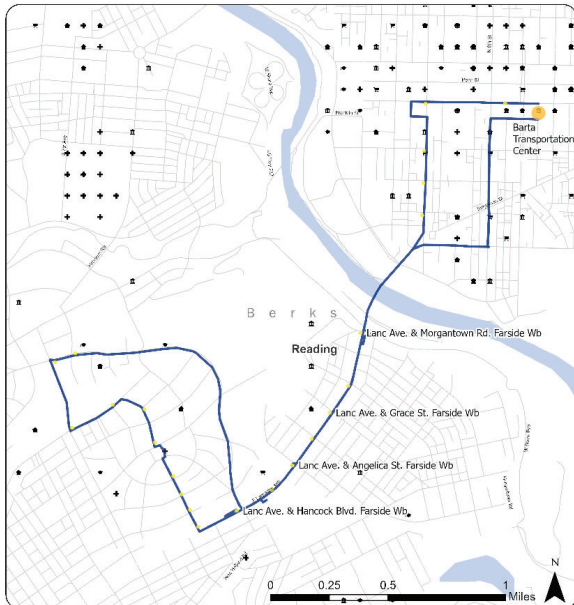


Southbound



Saturday Ridership by Stop

Northbound



Average Daily Ridership

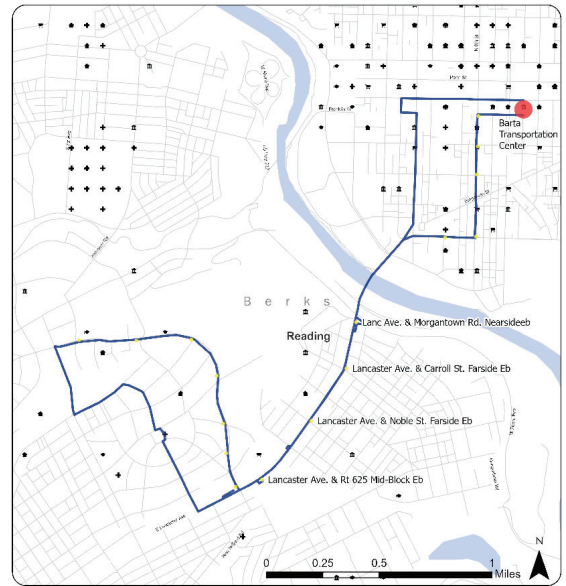


Points of Interest

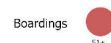
- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 10

Description: Wyomissing Blvd and Margaret St to BARTA Transportation Center

Brookline

Key Points of Interest: Oakbrook, Brookline Plaza, Lancaster Ave, South Reading

Route Analysis

Strengths

- Seven-day-a-week service
- Extensive span of service on weekdays and Saturdays
- Only route serving Reading Housing Authority properties near Wyomissing Boulevard

Weaknesses

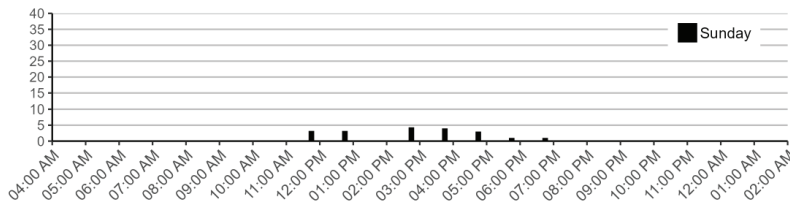
- No service before 11:00 am on Sundays
- North and southbound service alignments separated by several blocks, between Cherry Street and Laurel Street
- Lowest or second-lowest ridership per trip among all BARTA routes on all service days
- Non-clockface frequency for most of the service day on weekdays and Saturdays

Opportunities

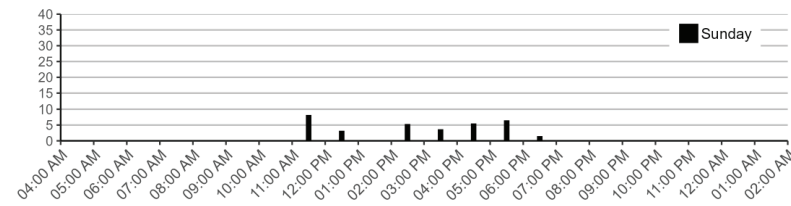
- Restructure route to operate as a bi-directional loop serving the Reading Housing Authority properties near Wyomissing Boulevard and Reading Hospital via Lancaster Avenue and Penn Avenue
- Provide earlier service on Sundays, especially if route is extended to Reading Hospital
- Consolidate north/south service along 5th Street to reduce one-way service segments
- Operate clockface service frequency to simplify schedules

Sunday Ridership by Trip

Northbound

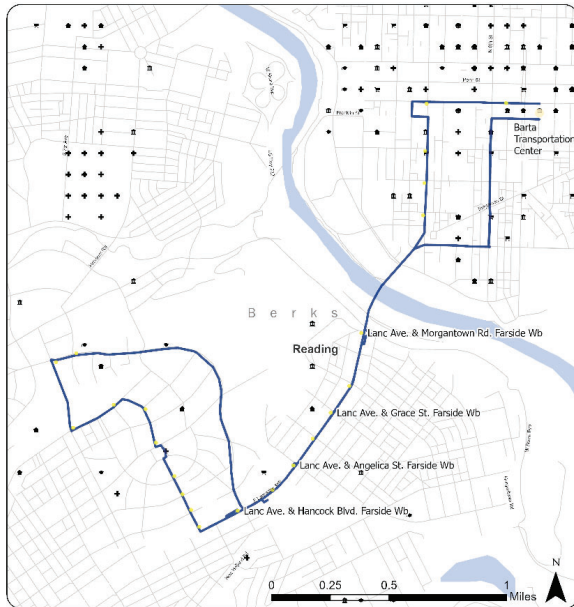


Southbound



Sunday Ridership by Stop

Northbound



Average Daily Ridership

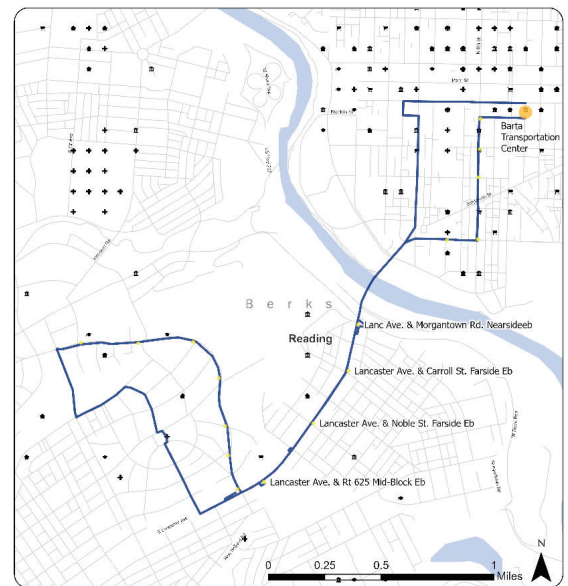


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 11

Mohnton via Shillington

Description: Mohnton - Church St and Main St to BARTA Transportation Center

Key Points of Interest: Mohnton, Shillington Shopping Center, Lancaster Ave, South Reading

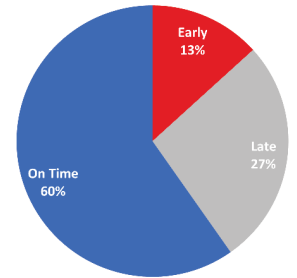
Operating Characteristics

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:30 AM to 6:45 PM | 30 min | 75 min |
| Saturday | 6:30 AM to 6:30 PM | 60 min | 60 min |
| Sunday | NA | NA min | NA min |

Annual Statistics

| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 5,180 | 11/19 |
| Revenue Miles | 61,814 | 8/19 |
| Ridership | 59,001 | 14/19 |

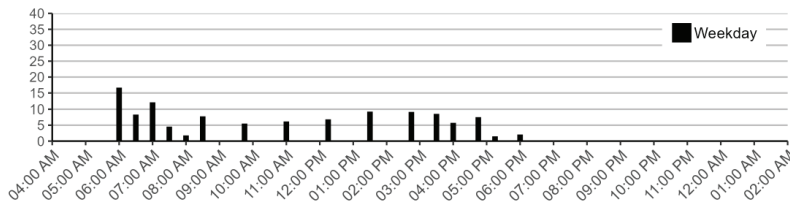
On-Time Performance



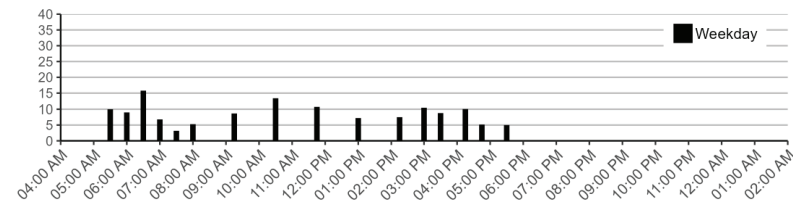
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Northbound

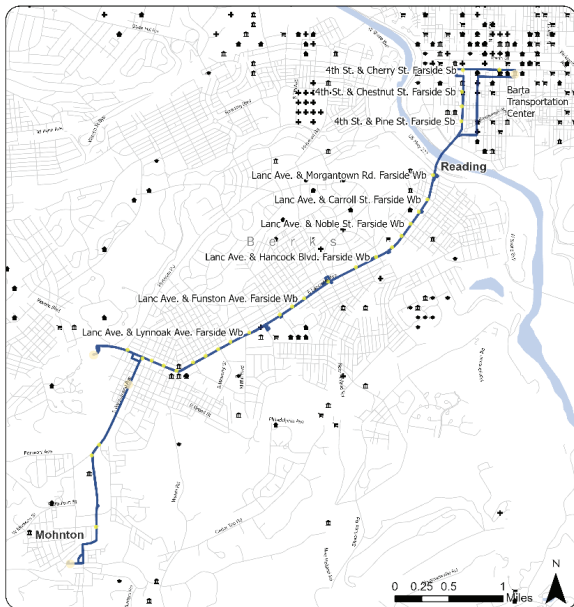


Southbound



Weekday** Ridership by Stop

Northbound



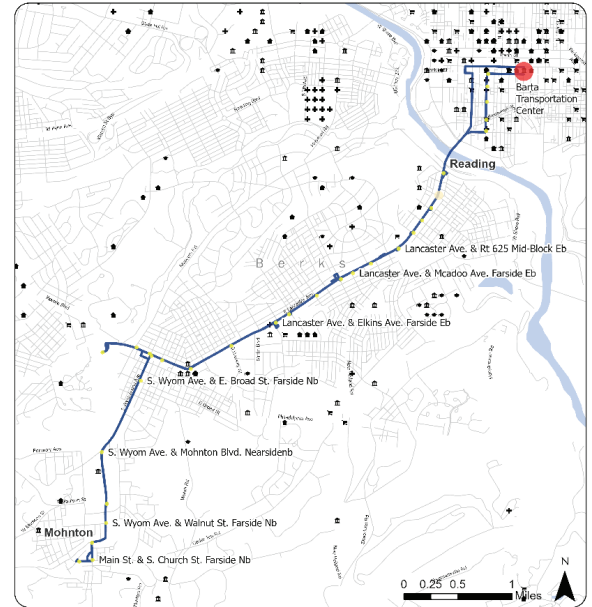
Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 11

Description: Mohnton - Church St and Main St to BARTA Transportation Center

Mohnton via Shillington

Key Points of Interest: Mohnton, Shillington Shopping Center, Lancaster Ave, South Reading

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



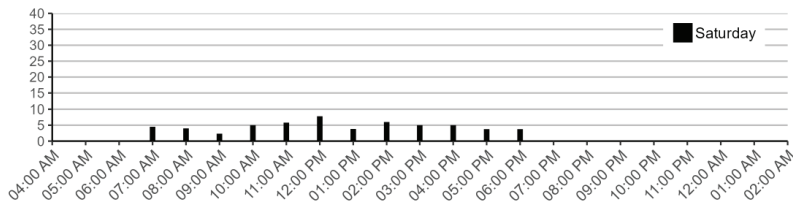
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 224 | 14/19 | 11.9 | 12/19 | 1.0 | 14/19 | 14.0 | 12/19 |
| Saturday | 89 | 14/18 | 7.4 | 10/18 | 0.5 | 14/18 | 7.4 | 9/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

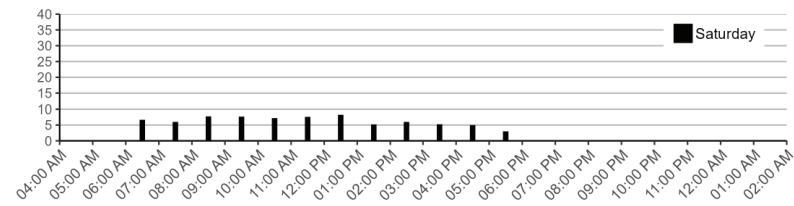


Saturday Ridership by Trip

Northbound

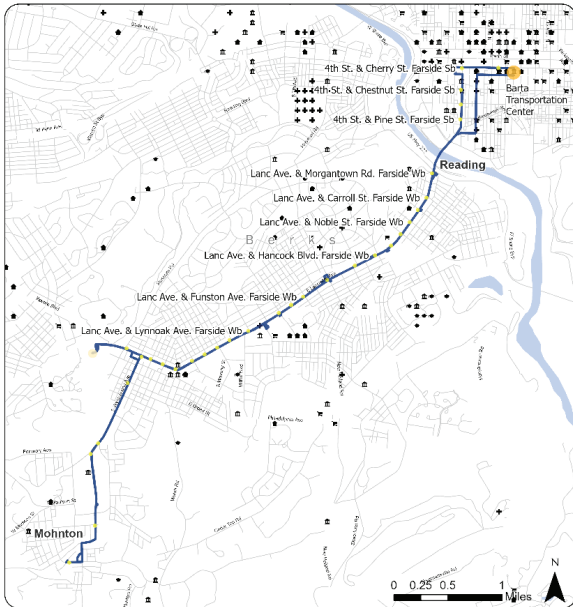


Southbound

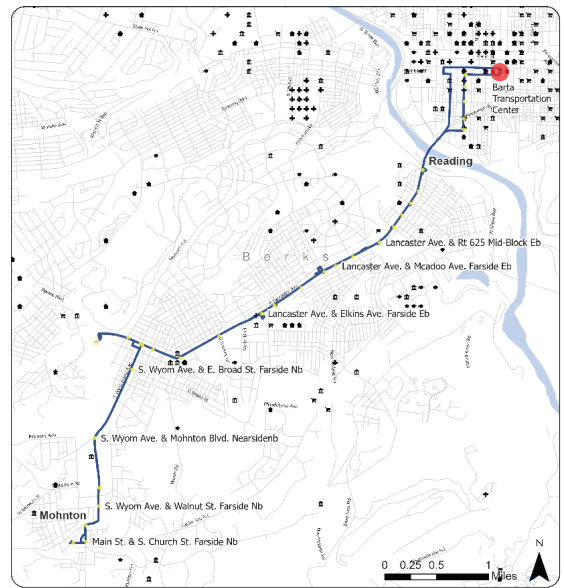


Saturday Ridership by Stop

Northbound



Southbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 11

Description: Mohnton - Church St and Main St to BARTA Transportation Center

Mohnton via Shillington

Key Points of Interest: Mohnton, Shillington Shopping Center, Lancaster Ave, South Reading

Route Analysis

Strengths

- Only route serving Mohnton
- Destination-rich environment along Lancaster Avenue/Lancaster Pike
- Relatively high peak frequency
- Weekday and Saturday service

Weaknesses

- Long service gaps (75 minutes) outside of peak periods on weekdays
- Significant deviation to serve Ollie's before serving Mohnton
- Route ends short of Grocery Outlet on Revere Boulevard – a potential ridership generator and transfer point to Route 12

Opportunities

- Extend route to include Grocery Outlet
- Terminate route at Grocery Outlet and replace Mohnton service with Microtransit zone extending north and east to include Grocery Outlet and Mifflin High School
- Terminate route at The Highlands at Wyomissing to help streamline Route 12
- Swap segments between routes 11 and 12 to reduce out-of-direction travel; Route 11 would serve Berkshire Hills rather than Mohnton
- Operate service at least hourly to simplify schedules



Sunday Ridership by Trip

No service provided

Northbound

Southbound



Sunday Ridership by Stop

No service provided

Northbound

Southbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 12

Description: Berkshire Hills to BARTA Transportation Center

Lincoln Park via Reading Hospital **Key Points of Interest:** Berkshire Hills, Spring Towne Center, Lincoln Plaza, Highlands at Wyomissing, Reading Blvd, Reading Hospital, West Reading

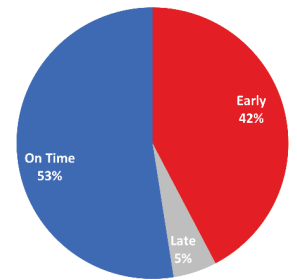
Operating Characteristics

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:30 AM to 7:00 PM | 45 min | 90 min |
| Saturday | 6:15 AM to 7:00 PM | 45 min | 90 min |
| Sunday | NA | NA min | NA min |

Annual Statistics

| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 5,076 | 12/19 |
| Revenue Miles | 56,851 | 10/19 |
| Ridership | 30,561 | 17/19 |

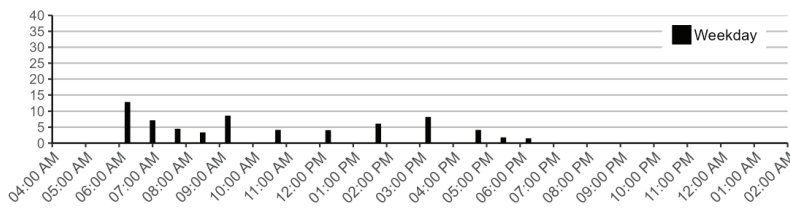
On-Time Performance



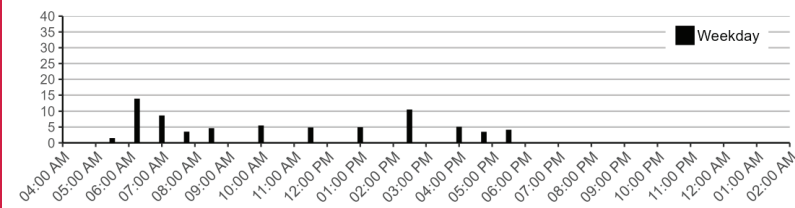
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Eastbound

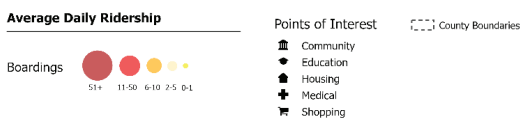
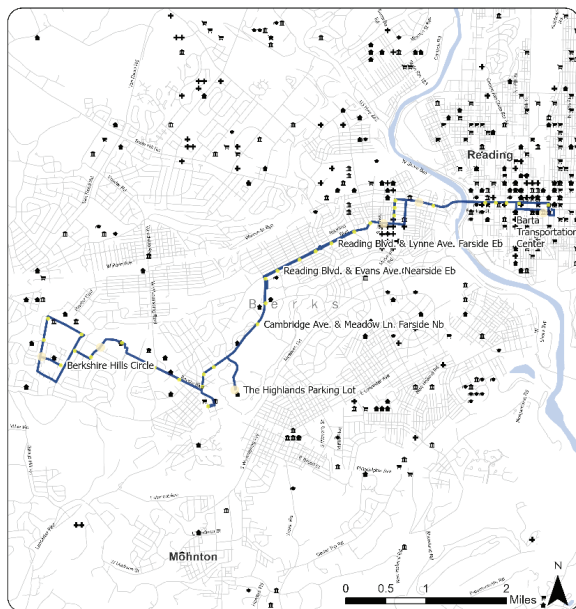


Westbound

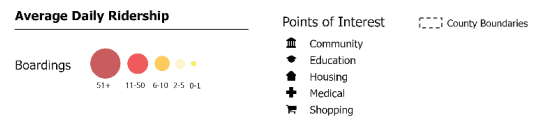
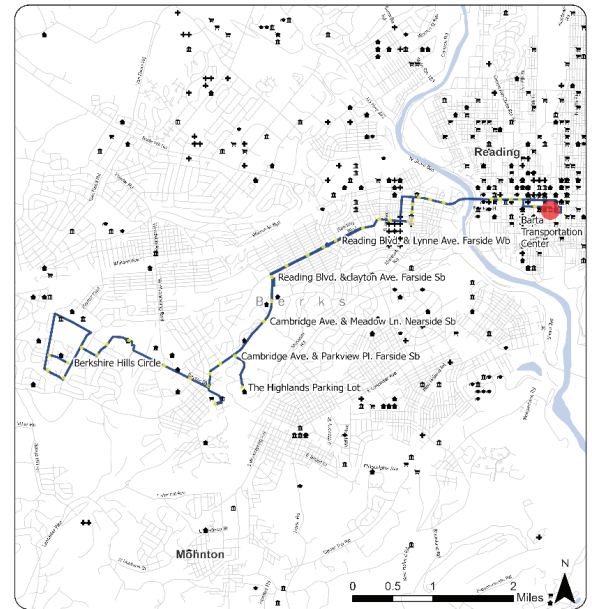


Weekday** Ridership by Stop

Eastbound



Westbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 12

Description: Berkshire Hills to BARTA Transportation Center

Lincoln Park via Reading Hospital

Key Points of Interest: Berkshire Hills, Spring Towne Center, Lincoln Plaza, Highlands at Wyomissing, Reading Blvd, Reading Hospital, West Reading

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



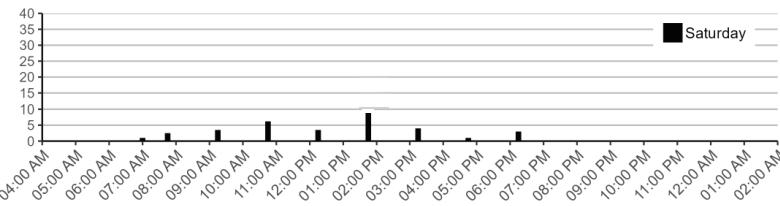
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 117 | 17/19 | 6.5 | 19/19 | 0.6 | 17/19 | 9.8 | 18/19 |
| Saturday | 41 | 17/18 | 3.0 | 18/18 | 0.3 | 17/18 | 4.5 | 17/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

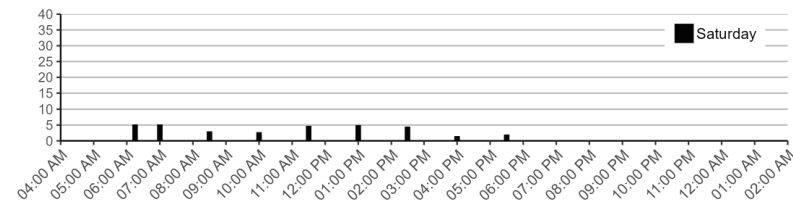


Saturday Ridership by Trip

Eastbound

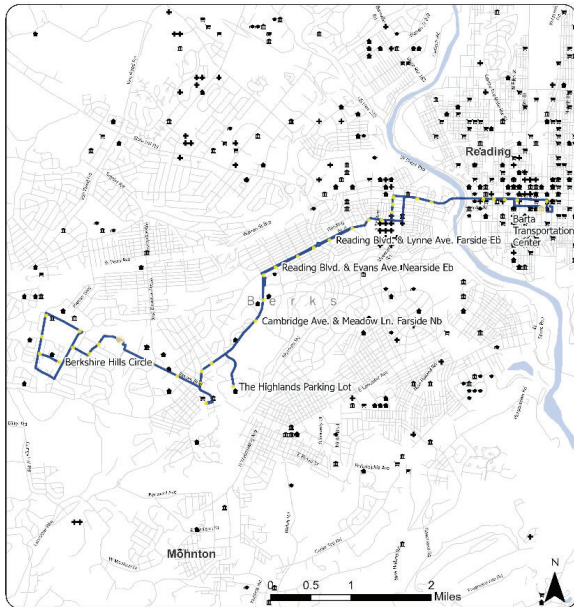


Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership

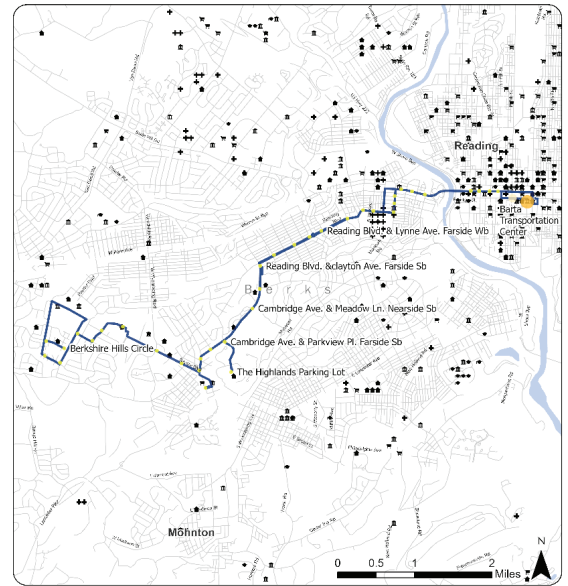


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 12

Description: Berkshire Hills to BARTA Transportation Center

Lincoln Park via Reading Hospital **Key Points of Interest:** Berkshire Hills, Spring Towne Center, Lincoln Plaza, Highlands at Wyomissing, Reading Blvd, Reading Hospital, West Reading\

Route Analysis

Strengths

- Only route serving the Highlands at Wyomissing, Spring Towne Center and Berkshire Hills
- Destination-rich environment along Shillington Road
- Weekday and Saturday service

Weaknesses

- Long service gaps (90 minutes) outside of peak periods on weekdays
- Non-clockface service frequency
- Somewhat circuitous alignment due to deviations to serve the Highlands at Wyomissing and Grocery Outlet
- Lowest weekday ridership per hour among BARTA routes
- Less than 10 weekday passengers per trip
- Relatively low Transit Need along Reading Boulevard and Cambridge Avenue

Opportunities

- Swap segments between routes 11 and 12 to reduce out-of-direction travel; Route 12 would serve Mohnton rather than Berkshire Hills
- Shift segments of Route 12 to Route 10 (Reading Hospital) and Route 11 (Spring Towne Center and Berkshire Hills) and replace service in corridors with low transit need with a Microtransit zone covering parts of Route 12 and Route 11
- Operate service at least hourly to simplify schedules



Sunday Ridership by Trip

No service provided

Eastbound

Westbound



Sunday Ridership by Stop

No service provided

Eastbound

Westbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 14

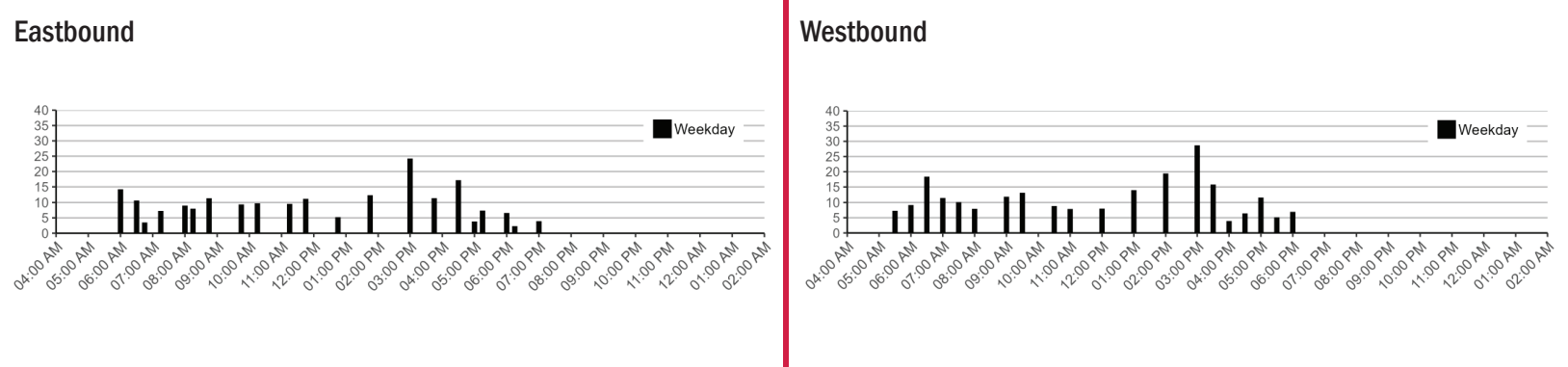
Description: Wernersville State Hospital to BARTA Transportation Center

Wernersville via Sinking Spring

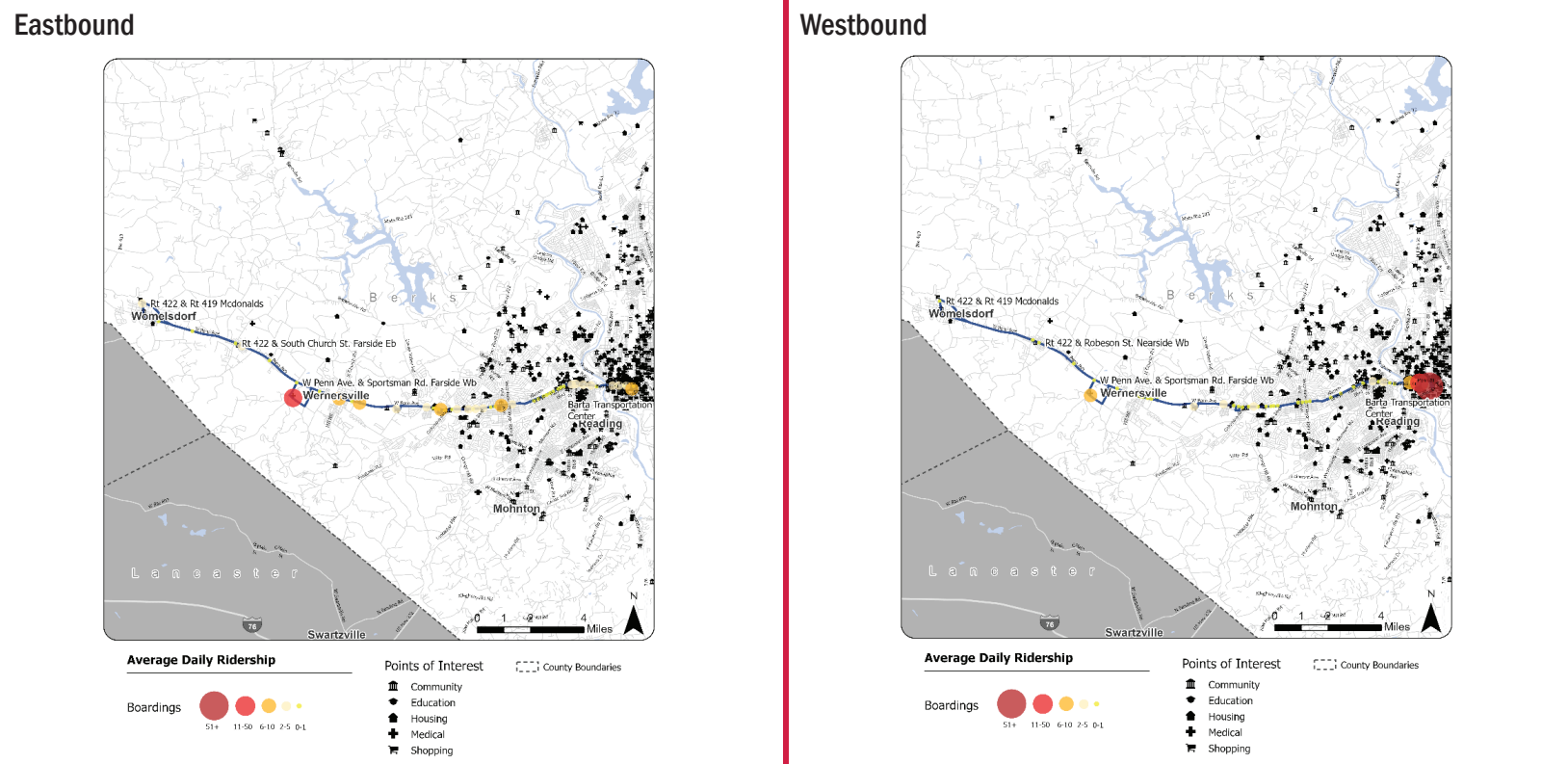
Key Points of Interest: Womelsdorf Park-N-Ride, Wernersville Hospital, Phoebe Berks Village (Upon Request), Redners, Sinking Spring Plaza, Vanity Fair Outlets, West Reading

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:00 AM to 8:00 PM | 30 min | 60 min | 10,031 | 163,321 | 102,239 | 4/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 6:40 AM to 7:00 PM | 30 min | 60 min | | | | 3/19 | |
| Sunday | NA | NA min | NA min | | | | 7/19 | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 14

Description: Wernersville State Hospital to BARTA Transportation Center

Wernersville via Sinking Spring

Key Points of Interest: Womelsdorf Park-N-Ride, Wernersville Hospital, Phoebe Berks Village (Upon Request), Redners, Sinking Spring Plaza, Vanity Fair Outlets, West Reading

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



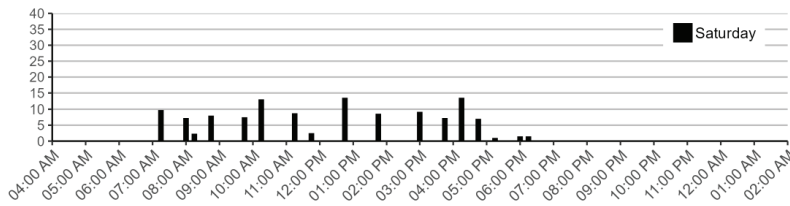
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|-------|---------------------|-------|---------------------|------|
| Weekday | 384 | 7/19 | 10.8 | 14/19 | 0.7 | 16/19 | 18.3 | 5/19 |
| Saturday | 170 | 8/18 | 6.3 | 14/18 | 0.4 | 16/18 | 10.0 | 5/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

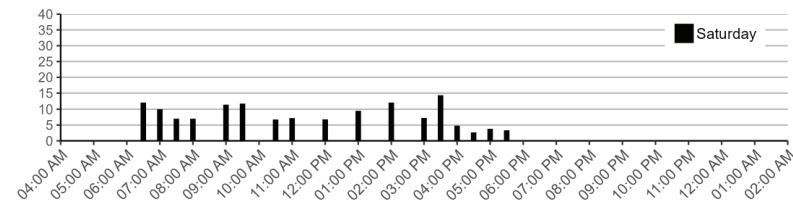


Saturday Ridership by Trip

Eastbound

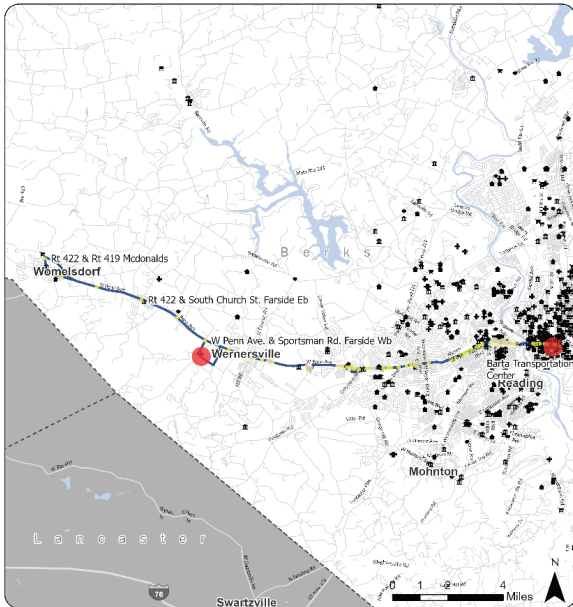


Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership

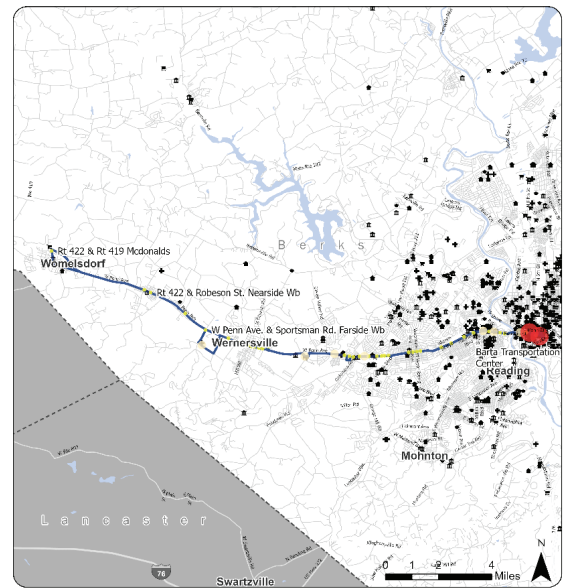


Points of Interest

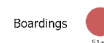
- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 14

Description: Wernersville State Hospital to BARTA Transportation Center

Wernersville via Sinking Spring

Key Points of Interest: Womelsdorf Park-N-Ride, Wernersville Hospital, Phoebe Berks Village (Upon Request), Redners, Sinking Spring Plaza, Vanity Fair Outlets, West Reading

Route Analysis

Strengths

- Simple and direct alignment
- Strong anchors and good mix of ridership generators
- Easy-to-remember clockface frequency
- Relatively frequent service during peak periods
- Only route serving Penn Avenue corridor, west of Park Road, including Wernersville State Hospital
- Weekday and Saturday service
- Relatively strong ridership per trip

Weaknesses

- Limited service to communities west of Wernersville State Hospital
- Drop in ridership west of Wernersville State Hospital
- Areas of moderate transit potential just beyond the reach of the Route 14, including Wilson High School and the Whitfield neighborhood
- Very frequent stop spacing due to flag-stop system; may impact on-time performance

Opportunities

- Terminate route at Wernersville State Hospital, and serve Robesonia, Womelsdorf, and Newmanstown with all-day Microtransit service to facilitate local circulation and fixed-route connections
- Consider Microtransit zone covering Whitfield, West Lawn, and West Wyomissing Neighborhoods



Sunday Ridership by Trip

No service provided

Eastbound

Westbound



Sunday Ridership by Stop

No service provided

Eastbound

Westbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 15

Description: Berkshire Mall to BARTA Transportation Center

Berkshire Mall

Key Points of Interest: Berkshire Mall, Berkshire Square, State Hill Road, VF Outlets, West Reading

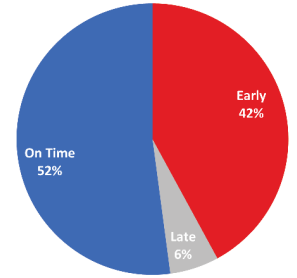
Operating Characteristics | Annual Statistics | On-Time Performance

Span
Peak
Frequency
Off-Peak

Rank

| | | | |
|----------|---------------------|--------|--------|
| Weekday | 5:30 AM to 11:00 PM | 30 min | 60 min |
| Saturday | 5:30 AM to 11:00 PM | 30 min | 60 min |
| Sunday | 10:00 AM to 6:30 PM | 30 min | 60 min |

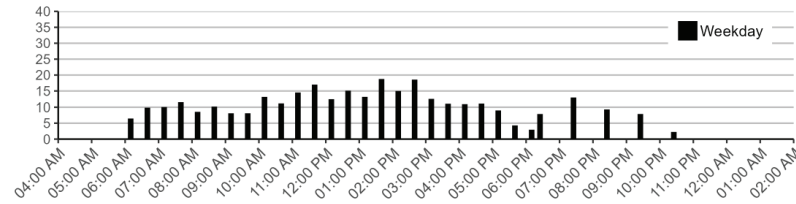
| | | |
|---------------|---------|------|
| Revenue Hours | 13,267 | 2/19 |
| Revenue Miles | 124,157 | 4/19 |
| Ridership | 200,474 | 2/19 |



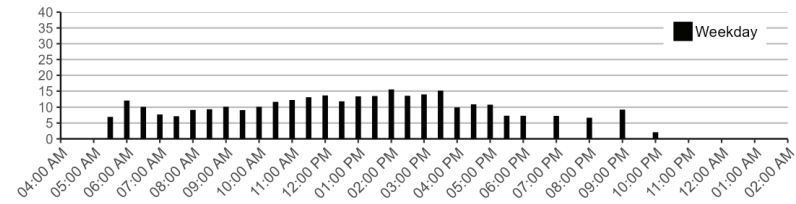
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Eastbound

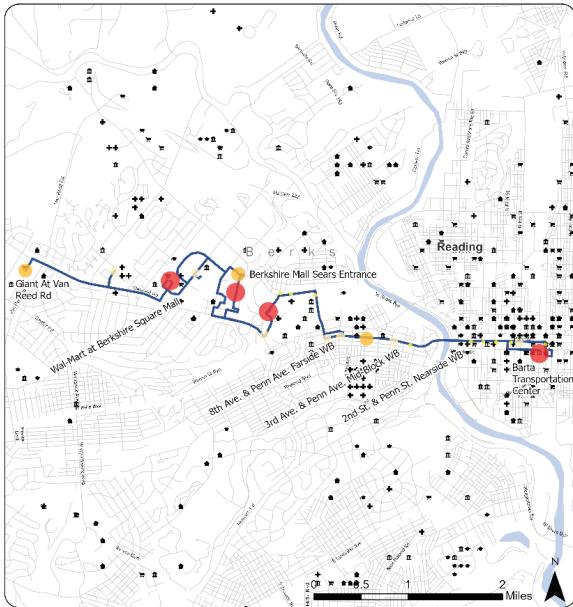


Westbound



Weekday** Ridership by Stop

Eastbound

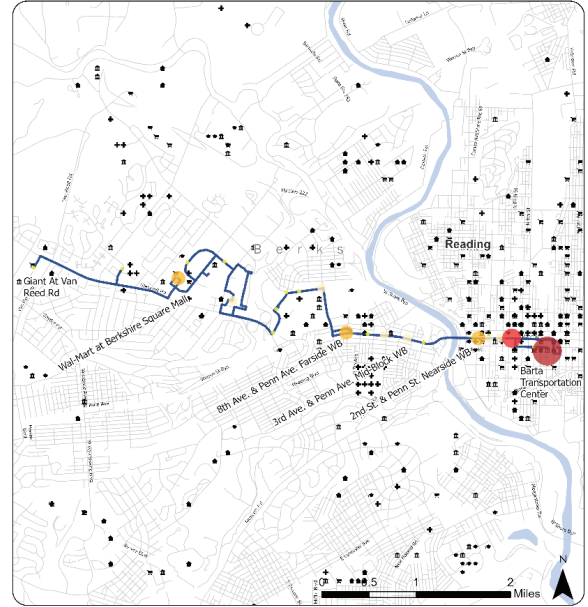


Average Daily Ridership
Boardings: 51+ (Red), 11-50 (Orange), 6-10 (Yellow), 2-5 (Light Yellow), 0-1 (White)

Points of Interest
Community (House icon), Education (School icon), Housing (House with roof icon), Medical (Cross icon), Shopping (Shopping cart icon)

County Boundaries (Dashed line icon)

Westbound



Average Daily Ridership
Boardings: 51+ (Red), 11-50 (Orange), 6-10 (Yellow), 2-5 (Light Yellow), 0-1 (White)

Points of Interest
Community (House icon), Education (School icon), Housing (House with roof icon), Medical (Cross icon), Shopping (Shopping cart icon)

County Boundaries (Dashed line icon)

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 15

Description: Berkshire Mall to BARTA Transportation Center

Berkshire Mall

Key Points of Interest: Berkshire Mall, Berkshire Square, State Hill Road, VF Outlets, West Reading

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



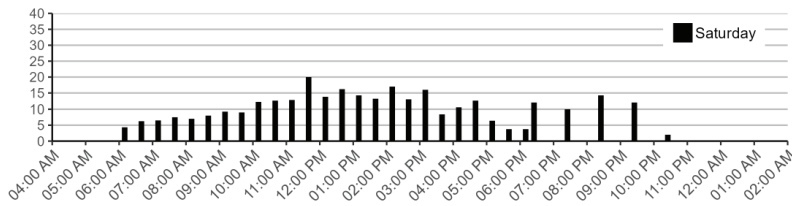
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 695 | 2/19 | 16.4 | 6/19 | 1.8 | 4/19 | 23.2 | 2/19 |
| Saturday | 430 | 2/18 | 10.2 | 6/18 | 1.1 | 5/18 | 14.3 | 3/18 |
| Sunday | 178 | 2/8 | 11.9 | 4/8 | 1.0 | 4/8 | 13.7 | 2/8 |

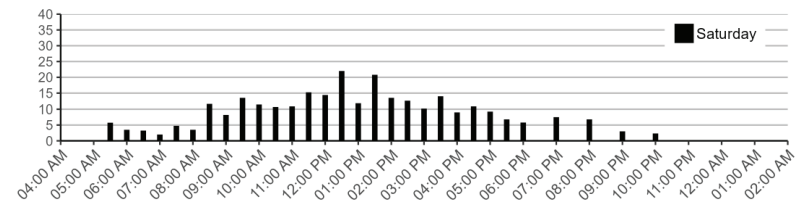


Saturday Ridership by Trip

Eastbound

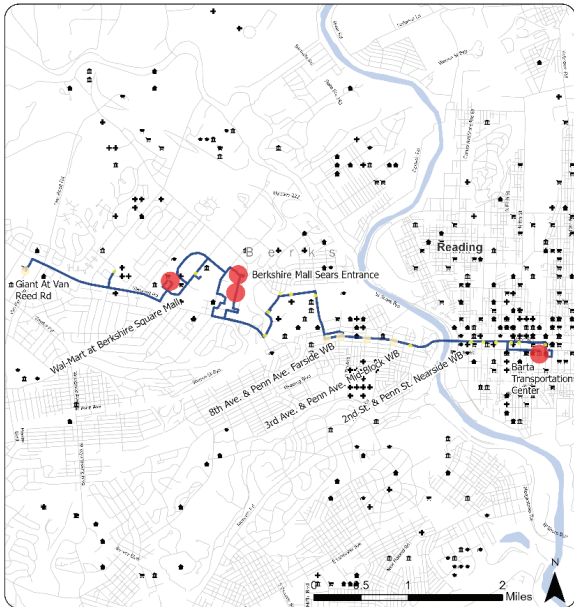


Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership

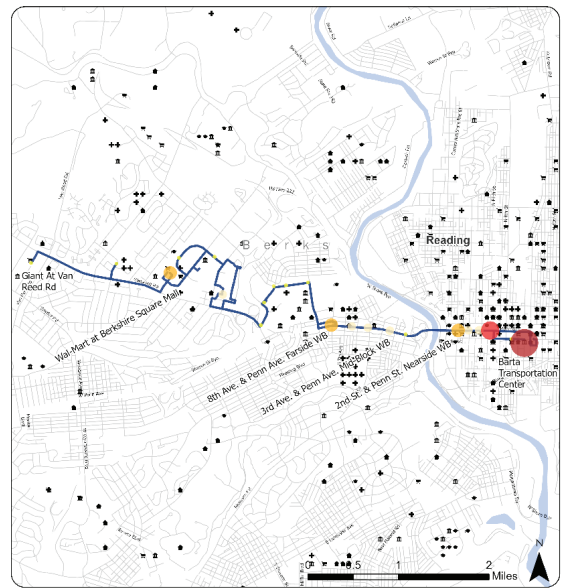


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 15

Description: Berkshire Mall to BARTA Transportation Center

Berkshire Mall

Key Points of Interest: Berkshire Mall, Berkshire Square, State Hill Road, VF Outlets, West Reading

Route Analysis

Strengths

- Only route serving key retail hub of Berkshire Mall
- Strong anchors and good mix of ridership generators
- Seven-day-a-week service
- Easy-to-remember clockface frequency
- Relatively frequent service during most time periods on all days of the week
- Strong ridership and productivity

Weaknesses

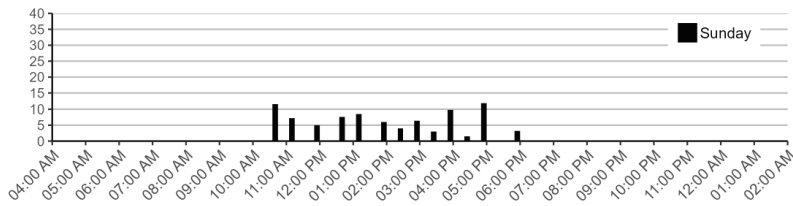
- Somewhat circuitous alignment through Berkshire Mall area
- No service before 10:00 on Sundays
- Ridership spikes on earliest eastbound trip on Sundays, suggesting pent-up demand for earlier service
- Redundant coverage with Route 14 from downtown to Park Road, including identical schedules
- Areas of relatively high transit potential along Van Reed Road left unserved between State Hill Road and Penn Avenue

Opportunities

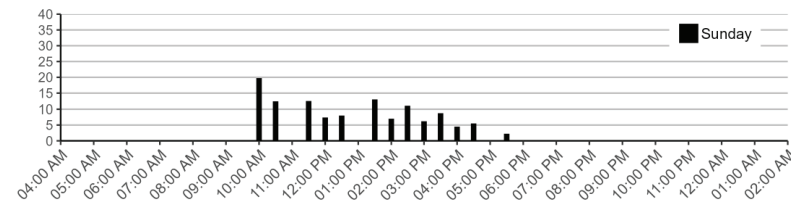
- Stagger route 14 and 15 schedules to complement one another and increase effective frequency in their common corridor
- Shift Route 15 service to Buttonwood Street to reduce redundancy with Route 14
- Work with municipal partners to improve sidewalks and other pedestrian connections, in order to facilitate more streamlined service and avoid parking lot operations in Berkshire Mall area
- Extend route to Penn Avenue to increase coverage and create additional transfer opportunity to Route 14

Sunday Ridership by Trip

Eastbound

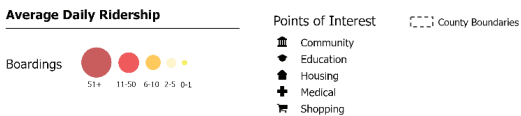
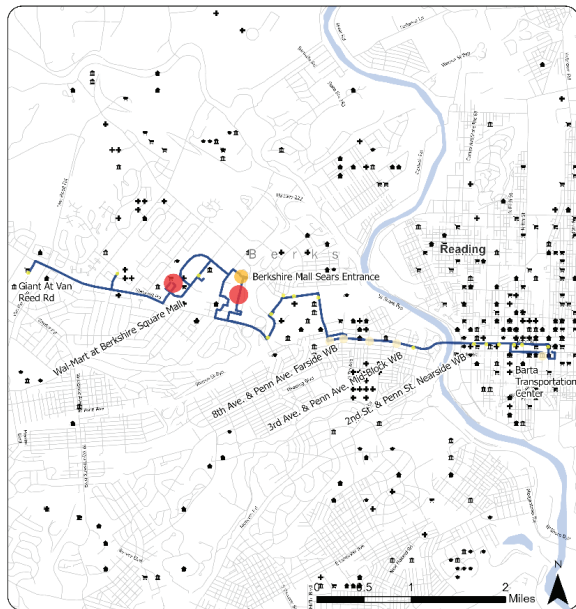


Westbound

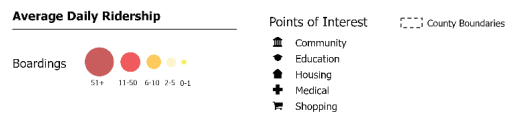
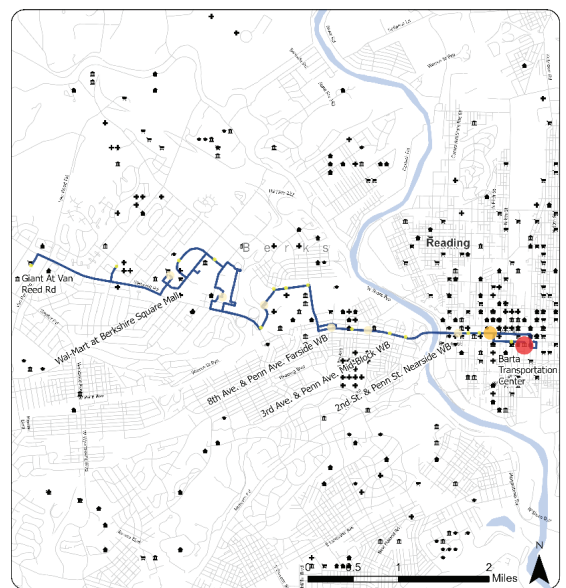


Sunday Ridership by Stop

Eastbound



Westbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 16

Description: *Broadcasting Square to BARTA Transportation Center*

Broadcasting Square

Key Points of Interest: *Broadcasting Square, Paper Mill Rd, VF Outlets, West Reading*

Operating Characteristics | Annual Statistics | On-Time Performance

Span

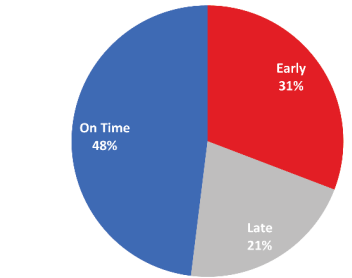
Frequency

Peak Off-Peak

Rank

| | Span | Peak | Off-Peak |
|----------|---------------------|--------|----------|
| Weekday | 5:45 AM to 11:15 PM | 30 min | 60 min |
| Saturday | 5:45 AM to 11:15 PM | 30 min | 60 min |
| Sunday | 11:00 AM to 7:00 PM | 60 min | 60 min |

| | | |
|---------------|---------|------|
| Revenue Hours | 11,847 | 3/19 |
| Revenue Miles | 121,475 | 5/19 |
| Ridership | 156,912 | 4/19 |

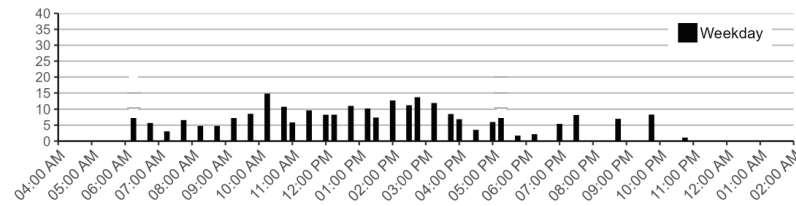


*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

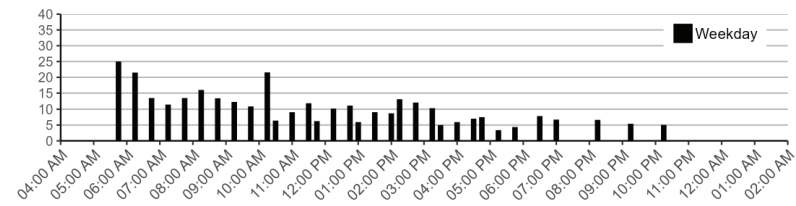
Weekday* Ridership by Trip

Eastbound | Westbound

Eastbound

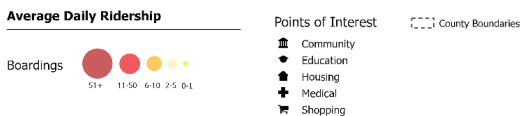
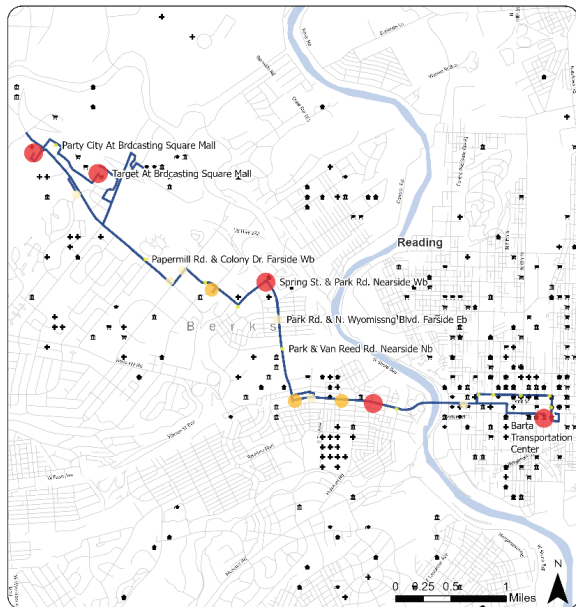


Westbound

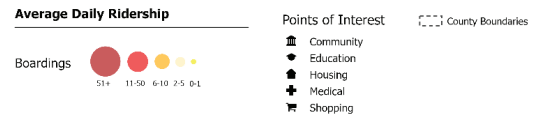
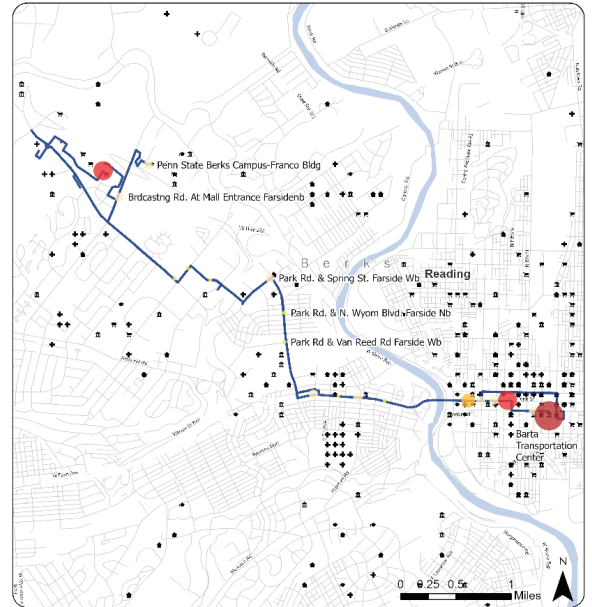


Weekday** Ridership by Stop

Eastbound



Westbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 16

Description: *Broadcasting Square to BARTA Transportation Center*

Broadcasting Square

Key Points of Interest: *Broadcasting Square, Paper Mill Rd, VF Outlets, West Reading*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



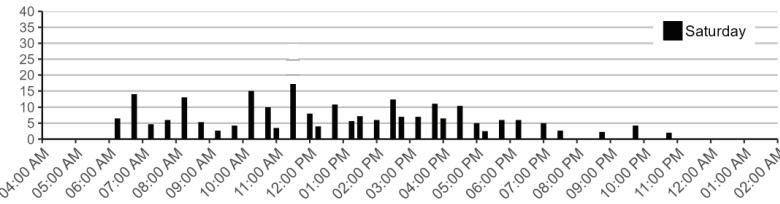
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 562 | 4/19 | 14.5 | 9/19 | 1.4 | 9/19 | 17.0 | 8/19 |
| Saturday | 318 | 3/18 | 8.2 | 8/18 | 0.8 | 7/18 | 9.6 | 6/18 |
| Sunday | 73 | 4/8 | 9.2 | 6/8 | 0.8 | 6/8 | 9.2 | 4/8 |

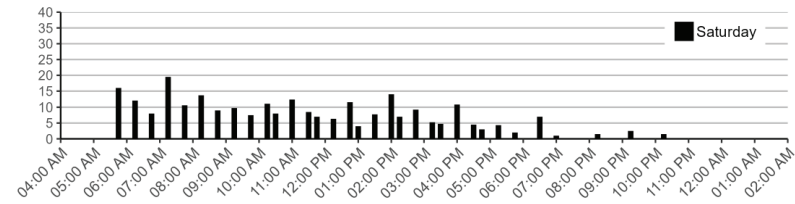


Saturday Ridership by Trip

Eastbound

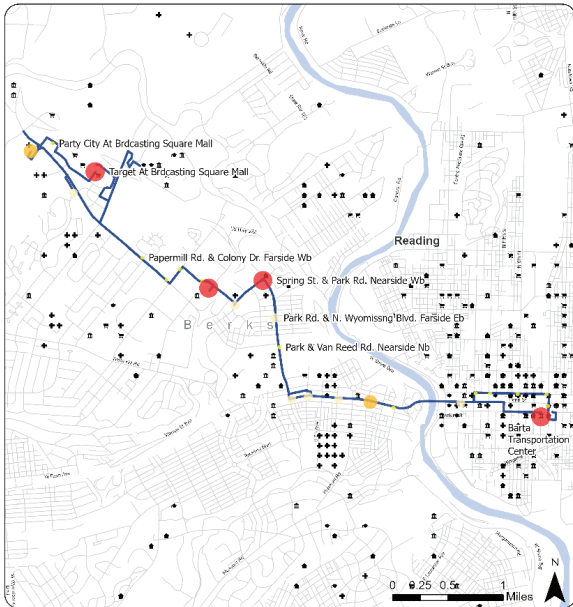


Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership

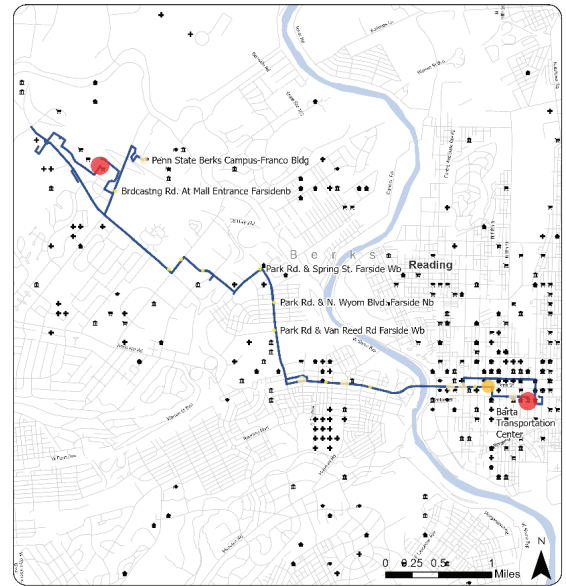


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 16

Description: *Broadcasting Square to BARTA Transportation Center*

Broadcasting Square

Key Points of Interest: *Broadcasting Square, Paper Mill Rd, VF Outlets, West Reading*

Route Analysis

Strengths

- Only route serving key regional destinations including Penn State Berks campus, VA Outpatient Clinic, and Broadcasting Square Shopping Center
- Strong anchors and good mix of ridership generators
- Seven-day-a-week service
- Relatively frequent service during most time periods on all days of the week
- Complements Route 15 schedule to provide 15-minute service frequency along Penn Ave corridor between downtown and Parker Road

Weaknesses

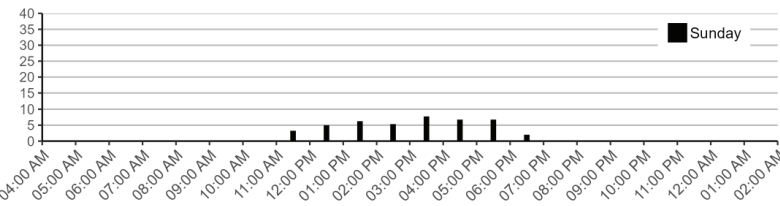
- Somewhat circuitous alignment with deviations to serve Penn State Berks and the VA Outpatient Clinic
- Penn State Berks campus served outbound only, reducing the utility of the route
- No service before 11:00 on Sundays
- Ridership spikes on earliest westbound trip on Sundays, suggesting pent-up demand for earlier service

Opportunities

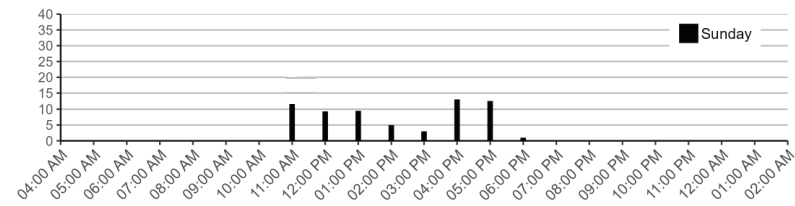
- Shift service from Paper Mill Road to Berkshire Boulevard and Tulpehocken Road to reduce out-of-direction travel and facilitate bi-directional service between Penn State Berks and Broadcasting Square retail destinations
- Consider shifting service from Court Street to Penn Street to simplify route for riders
- Provide earlier service on Sundays, to address pent-up demand

Sunday Ridership by Trip

Eastbound

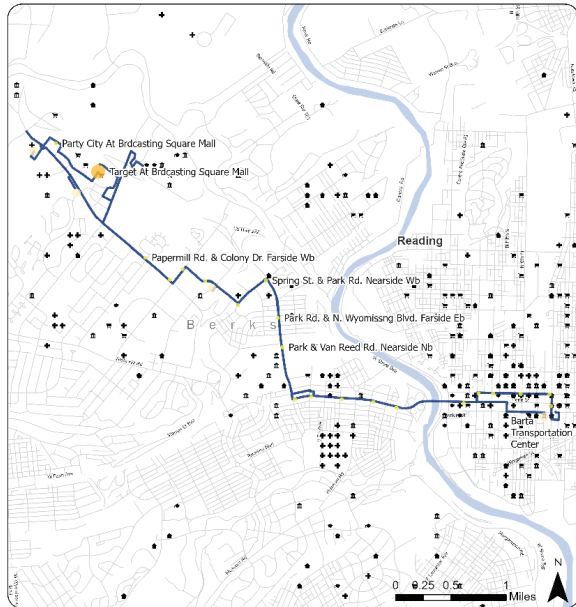


Westbound

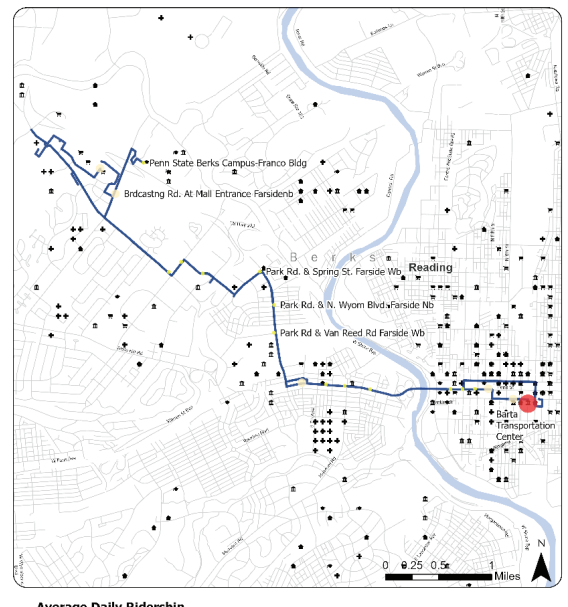


Sunday Ridership by Stop

Eastbound



Westbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 17

Description: Airport Industrial Park to BARTA Transportation Center

Glenside / Airport / Berks Heim

Key Points of Interest: Penn State Health St. Joseph Medical Center, Berks Heim Annex, Berks Heim, MacArthur Rd, Schuylkill Ave, Jamestown Village

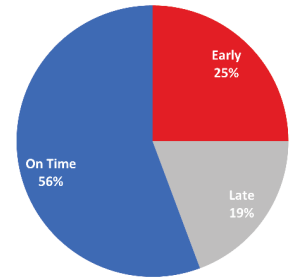
Operating Characteristics

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:45 AM to 6:45 PM | 60 min | 60 min |
| Saturday | 6:15 AM to 6:45 PM | 60 min | 60 min |
| Sunday | NA | NA min | NA min |

Annual Statistics

| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 4,639 | 14/19 |
| Revenue Miles | 58,515 | 9/19 |
| Ridership | 68,707 | 11/19 |

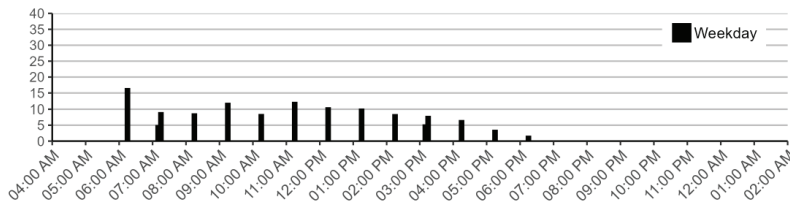
On-Time Performance



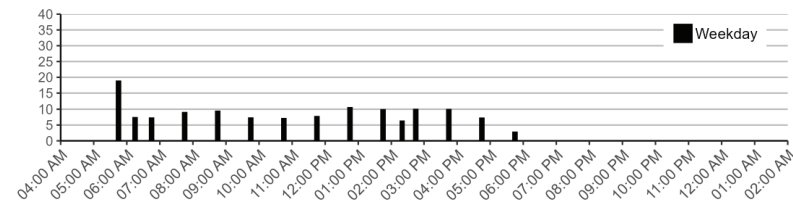
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Eastbound

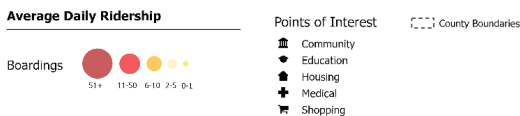
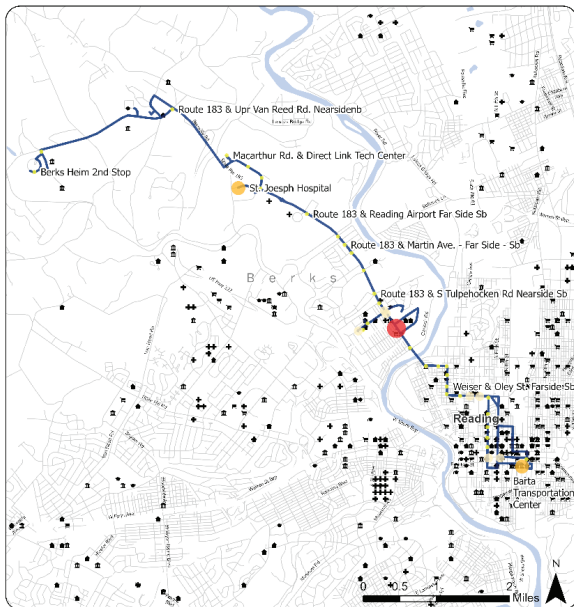


Westbound

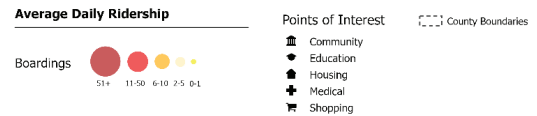
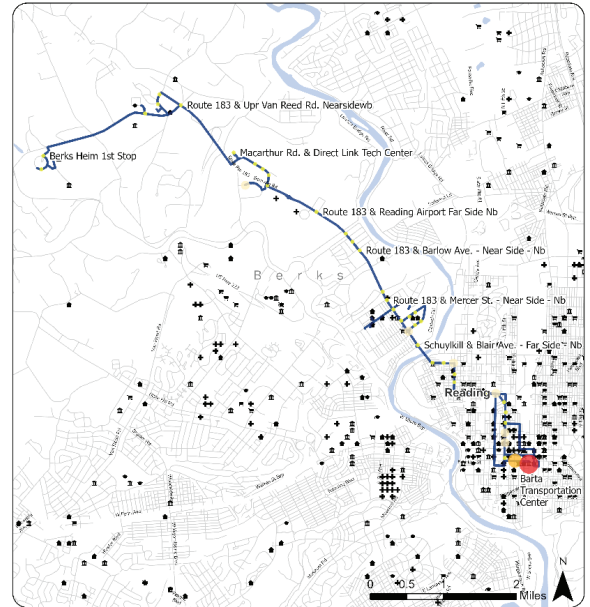


Weekday** Ridership by Stop

Eastbound



Westbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 17

Description: Airport Industrial Park to BARTA Transportation Center

Glenside / Airport / Berks Heim

Key Points of Interest: Penn State Health St. Joseph Medical Center, Berks Heim Annex, Berks Heim, MacArthur Rd, Schukill Ave, Jamestown Village

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



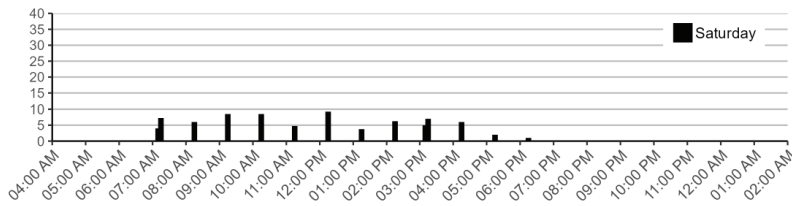
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|------|---------------------|-------|---------------------|------|
| Weekday | 258 | 11/19 | 16.3 | 7/19 | 1.3 | 10/19 | 17.2 | 7/19 |
| Saturday | 113 | 9/18 | 7.6 | 9/18 | 0.6 | 12/18 | 8.1 | 8/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

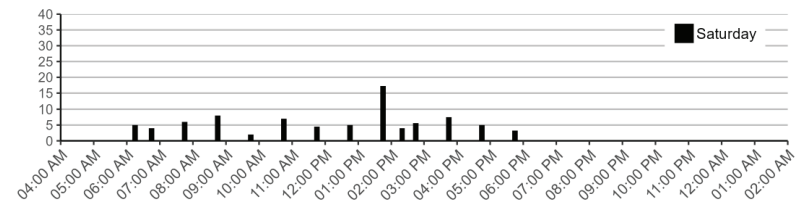


Saturday Ridership by Trip

Eastbound

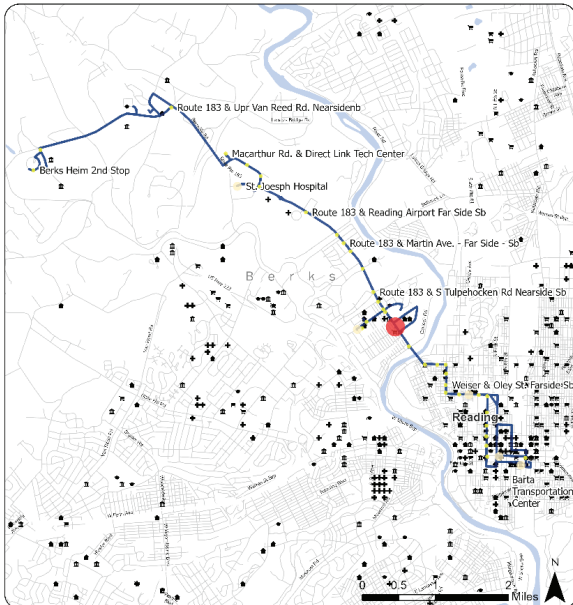


Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership

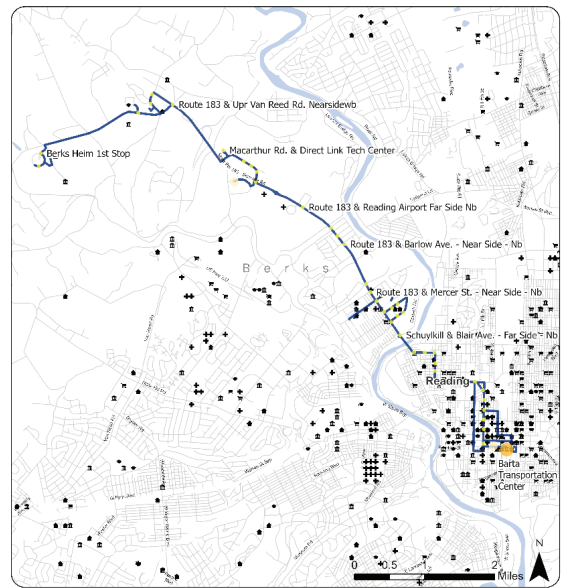


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 17

Description: Airport Industrial Park to BARTA Transportation Center

Glenside / Airport / Berks Heim

Key Points of Interest: Penn State Health St. Joseph Medical Center, Berks Heim Annex, Berks Heim, MacArthur Rd, Schulkill Ave, Jamestown Village

Route Analysis

Strengths

- Provides limited-service access to Berks Heim and nearby County services and facilities
- Strong anchors and good mix of ridership generators, including Penn State Health St. Joseph Medical Center, Tower Behavioral Health, and Reading Housing Authority
- Weekday and Saturday service
- Easy-to-remember clockface frequency

Weaknesses

- Complex schedule with several destinations served on some trips only (e.g. Berks Heim, and Tower Health) and others served in one direction only (Jamestown Village Apartments)
- Limited span of service and shared coverage with Route 18 requires passengers to remember which route to take
- Relatively low service frequency
- Low ridership west of Penn State Health St. Joseph Medical Center
- Fairly low-density and auto-oriented environment northwest of Jamestown Village
- No direct access to full-service grocery store

Opportunities

- Terminate route at Penn State Health St. Joseph Medical Center, and serve Berks Heim and nearby County services and facilities with all-day Microtransit service to facilitate local circulation and fixed-route connections
- Terminate route at Carbon Street, near Jamestown Village Apartments, and serve points west with Microtransit service
- Extend span of service rather than extending Route 18 along Schuylkill/Bernville Corridor
- Provide 30-minute service frequency during peak periods
- Extend route to better serve CTown Supermarket



Sunday Ridership by Trip

No service provided

Eastbound

Westbound



Sunday Ridership by Stop

No service provided

Eastbound

Westbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 18

Description: Windsor St and Schuylkill Ave to BARTA Transportation Center

Schuylkill Avenue

Key Points of Interest: Evening Service to St. Joseph Medical Center, Downtown Reading, Schuylkill Ave, Windsort St, Front St

Operating Characteristics

Annual Statistics

On-Time Performance

Span

Frequency

Peak Off-Peak

Rank

Weekday 5:52 AM to 11:10 PM 20 min 60 min



Revenue Hours 6,978 8/19

Saturday 5:52 AM to 11:10 PM 30 min 60 min

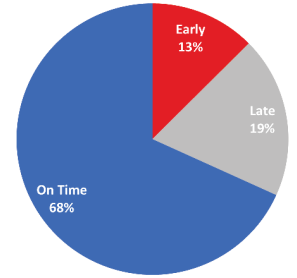


Revenue Miles 56,446 11/19

Sunday 11:00 AM to 6:30 PM 60 min 60 min



Ridership 121,541 5/19

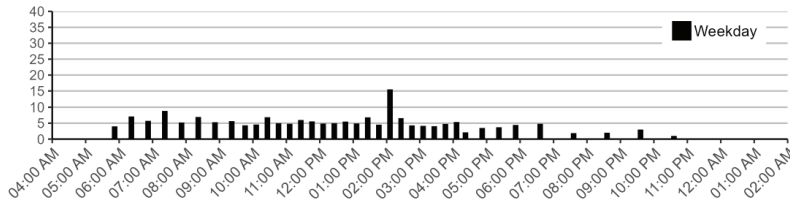


*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

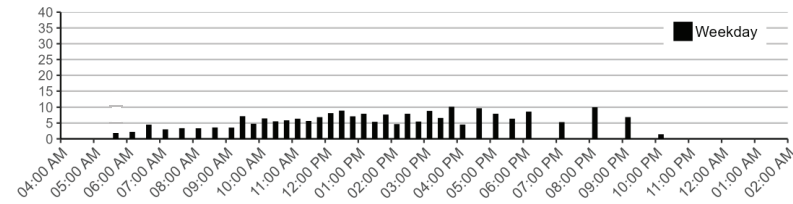


Weekday * Ridership by Trip

Eastbound

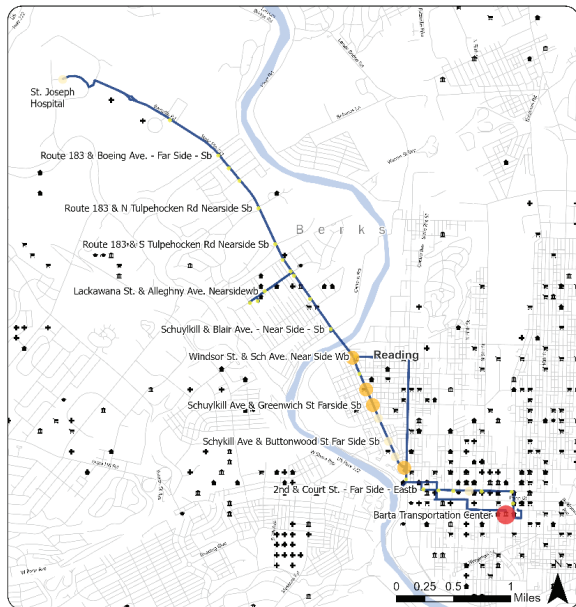


Westbound



Weekday ** Ridership by Stop

Eastbound



Average Daily Ridership

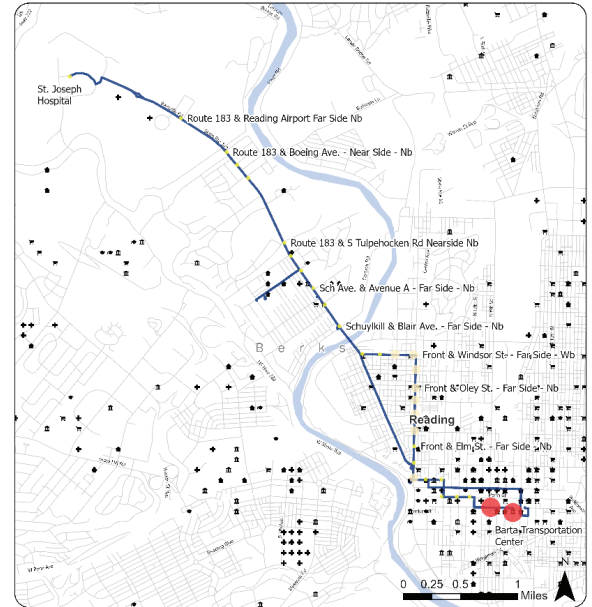


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 18

Description: Windsor St and Schuylkill Ave to BARTA Transportation Center

Schuylkill Avenue

Key Points of Interest: Evening Service to St. Joseph Medical Center, Downtown Reading, Schuylkill Ave, Windsort St, Front St

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



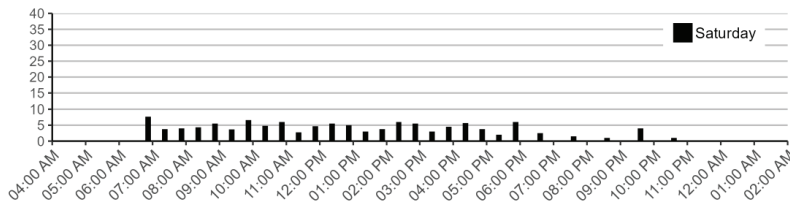
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|-------|
| Weekday | 450 | 5/19 | 18.5 | 4/19 | 2.3 | 2/19 | 12.2 | 14/19 |
| Saturday | 185 | 5/18 | 11.2 | 4/18 | 1.2 | 3/18 | 6.6 | 12/18 |
| Sunday | 50 | 6/8 | 12.5 | 3/8 | 1.5 | 2/8 | 6.3 | 6/8 |

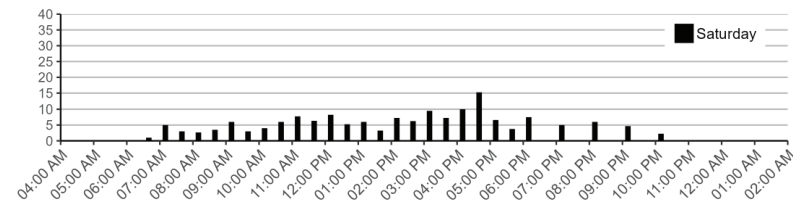


Saturday Ridership by Trip

Eastbound

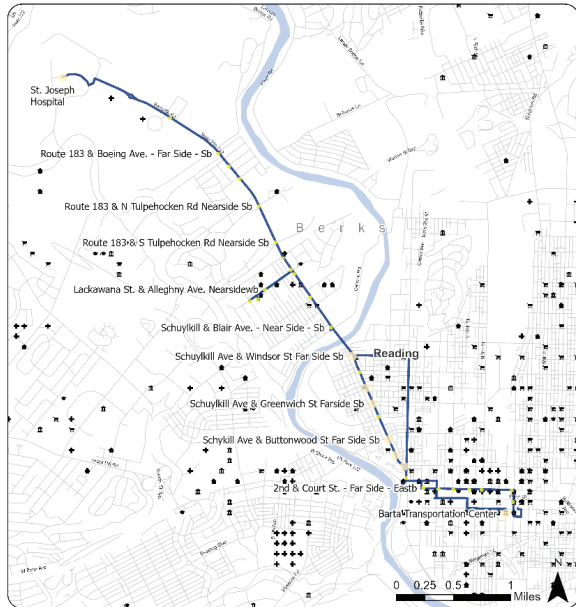


Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership

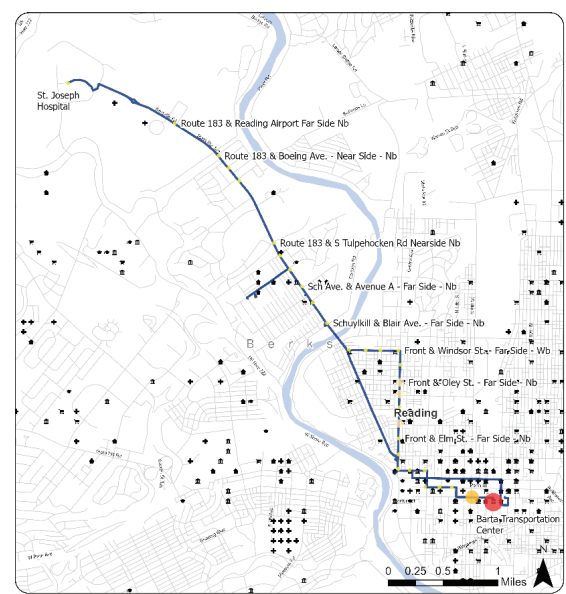


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 18

Description: Windsor St and Schuylkill Ave to BARTA Transportation Center

Schuylkill Avenue

Key Points of Interest: Evening Service to St. Joseph Medical Center, Downtown Reading, Schuylkill Ave, Windsort St, Front St

Route Analysis

Strengths

- Seven-day-a-week service
- 20-30 minute service frequency during most weekday and Saturday service periods
- Strong productivity in terms of passengers per hour and passengers per mile
- Provides coverage to key destinations including Penn State Health St. Joseph Medical Center and Tower Behavioral Health, when Route 17 is not running

Weaknesses

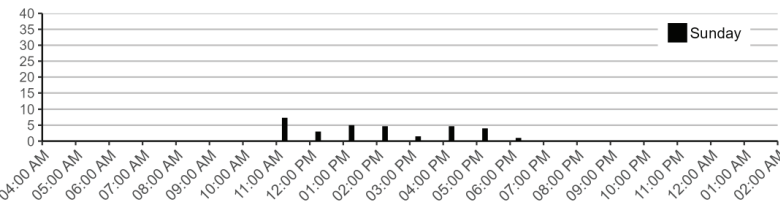
- Shared coverage with Route 17 requires passengers to remember which route to take when
- Low ridership north of Windsor Street
- Significant segments of one-way service limit the utility of the route for riders who are forced to ride-out-of-direction on either their outbound or return trip

Opportunities

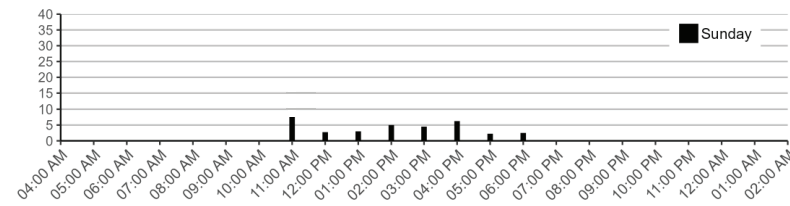
- Restructure Route 17 and Route 18 so that one route provides bi-directional service on Schuylkill Avenue and the other serves Front and/or Weiser Street
- Restructure Route 17 and Route 18 so that one route serves Reading Housing Authority-Glenside, and the other service Jamestown Village area, in order to streamline both routes
- Restructure Route 17 and Route 18 so that one route serves Tower Behavioral Health and the other serves Penn State Health St. Joseph Medical Center, in order to streamline both routes.

Sunday Ridership by Trip

Eastbound

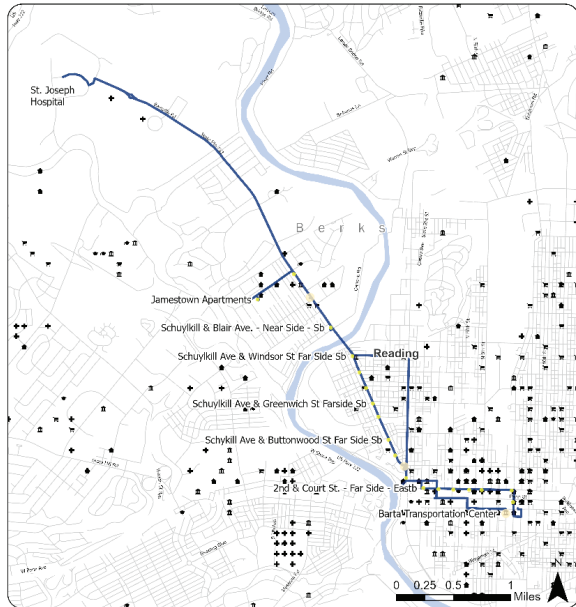


Westbound



Sunday Ridership by Stop

Eastbound



Average Daily Ridership

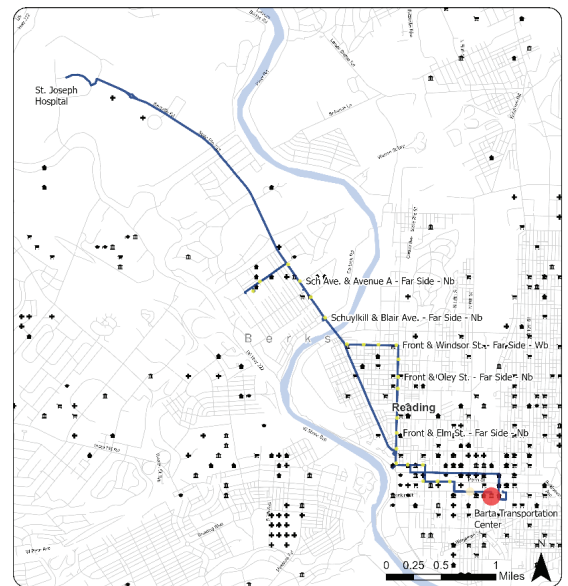


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 19

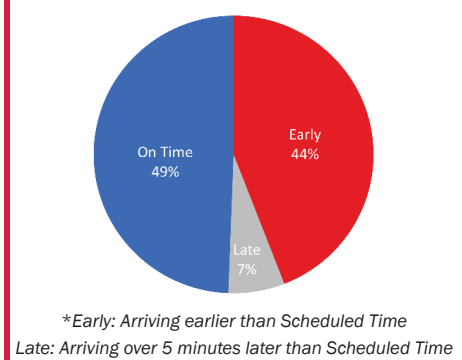
Description: FirstEnergy Stadium (Park-N-Ride) to 19th St and Cotton St

Riverside / First Energy / Cotton St. Key Points of Interest: Cotton St, Downtown Reading, Price-Rite Market, Riverside School, FirstEnergy Park-n-Ride

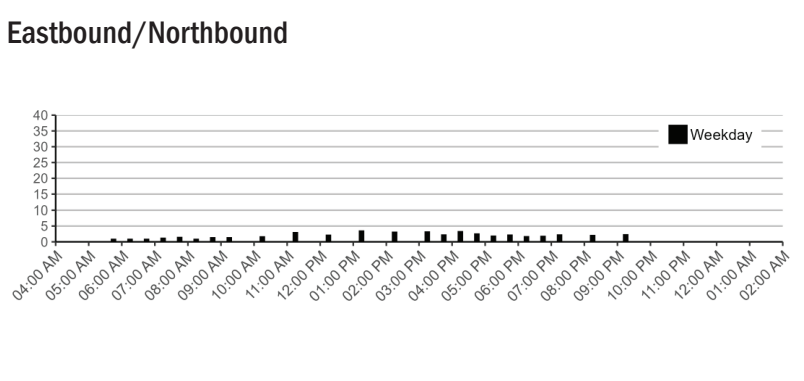
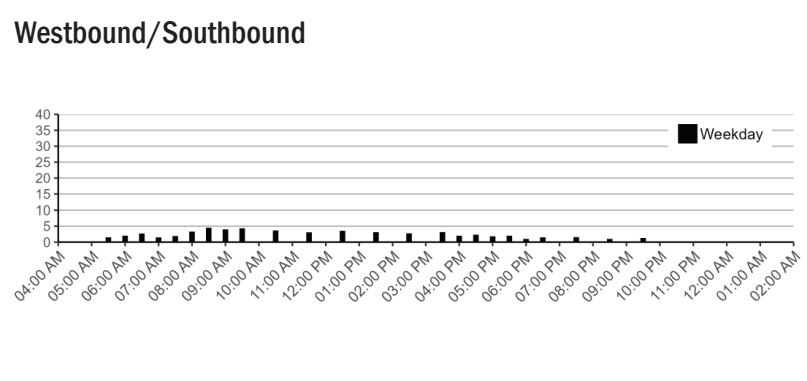
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:30 AM to 9:40 PM | 30 min | 60 min |
| Saturday | 5:30 AM to 9:45 PM | 60 min | 60 min |
| Sunday | 11:30 AM to 6:55 PM | 60 min | 60 min |

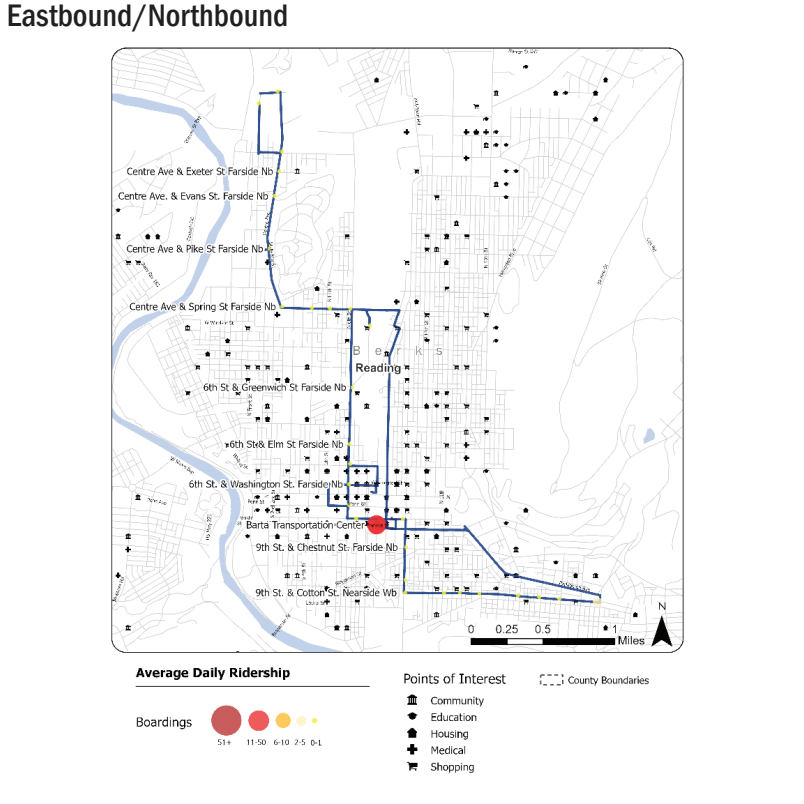
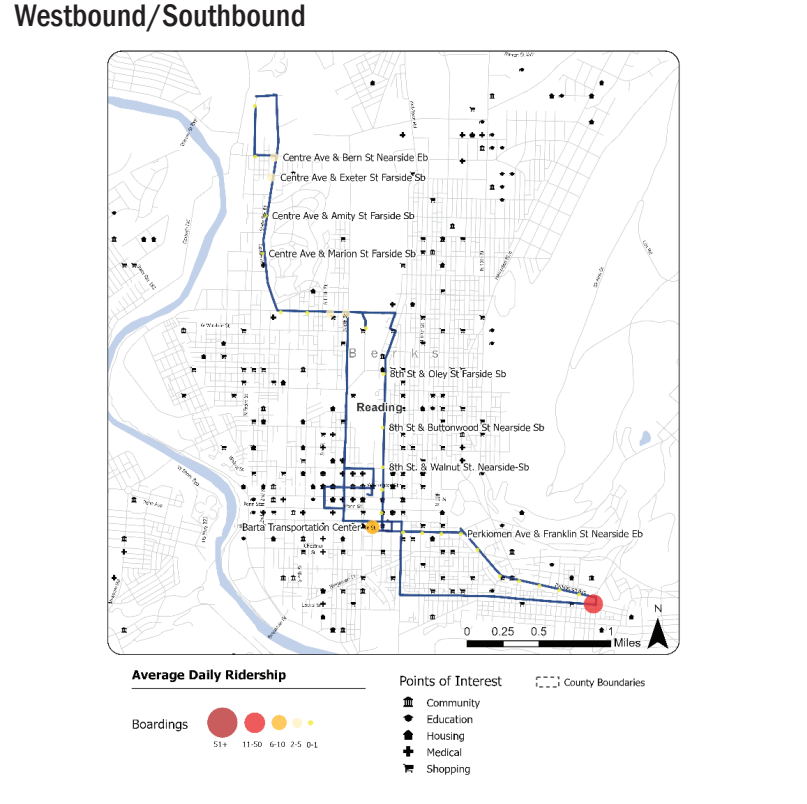
| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 6,108 | 9/19 |
| Revenue Miles | 54,730 | 12/19 |
| Ridership | 74,370 | 9/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources: Trip ridership charts - October 2022, APC and Modeshift | Annual statistics, span and frequency - Financial Year 2021 - 2022 | On-Time Performance - October 2022, APC



BARTA Route 19

Description: FirstEnergy Stadium (Park-N-Ride) to 19th St and Cotton St

Riverside / First Energy / Cotton St. **Key Points of Interest:** Cotton St, Downtown Reading, Price-Rite Market, Riverside School, FirstEnergy Park-n-Ride

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



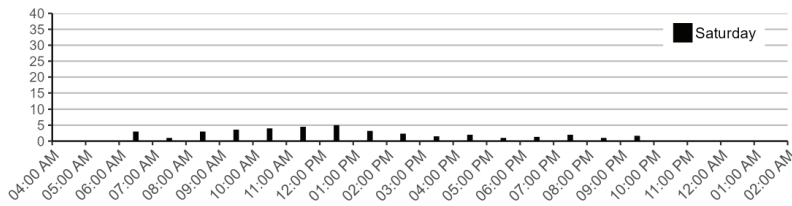
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|------|---------------------|-------|
| Weekday | 280 | 9/19 | 13.1 | 11/19 | 1.4 | 8/19 | 12.5 | 13/19 |
| Saturday | 100 | 12/18 | 7.1 | 11/18 | 0.8 | 8/18 | 7.1 | 11/18 |
| Sunday | 21 | 8/8 | 6.2 | 8/8 | 0.8 | 7/8 | 2.6 | 8/8 |

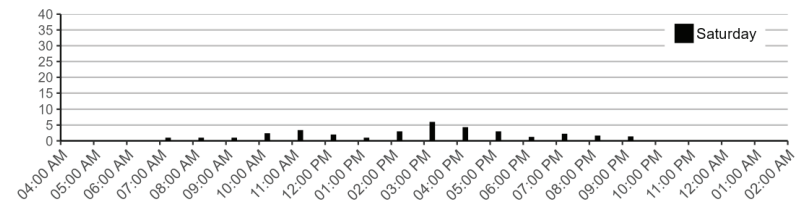


Saturday Ridership by Trip

Westbound/Southbound

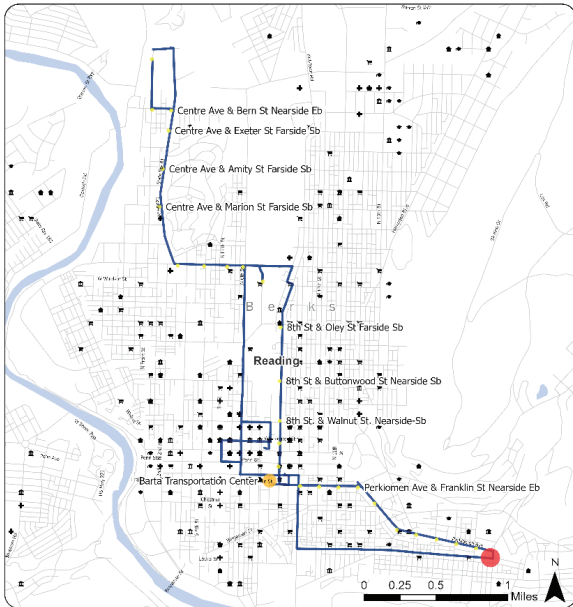


Eastbound/Northbound



Saturday Ridership by Stop

Westbound/Southbound



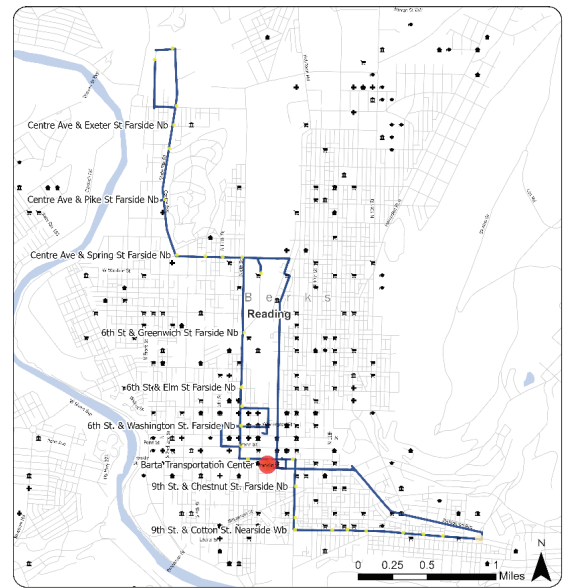
Average Daily Ridership



- Points of Interest
- Community
 - Education
 - Housing
 - Medical
 - Shopping

County Boundaries

Eastbound/Northbound



Average Daily Ridership



- Points of Interest
- Community
 - Education
 - Housing
 - Medical
 - Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 19

Description: FirstEnergy Stadium (Park-N-Ride) to 19th St and Cotton St

Riverside / First Energy / Cotton St.

Key Points of Interest: Cotton St, Downtown Reading, Price-Rite Market, Riverside School, FirstEnergy Park-n-Ride

Route Analysis

Strengths

- Seven-day-a-week service
- Relatively frequent service during weekday peak periods
- Easy-to-remember clockface frequency
- One-seat cross-town service

Weaknesses

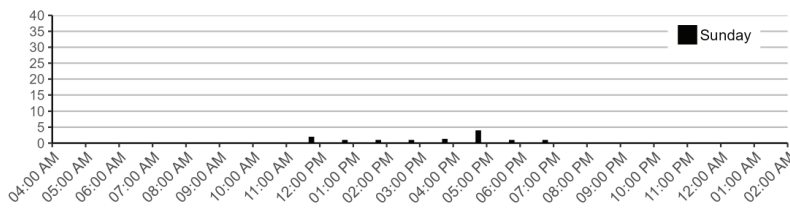
- Significant redundancy with other routes, including Route 20 in the Centre Avenue corridor and Route 8 in the Perkiomen Avenue corridor
- Several segments of one-way service limit the utility of the route for riders who are forced to ride-out-of-direction on either their outbound or return trip
- Low ridership and poor productivity on Sundays

Opportunities

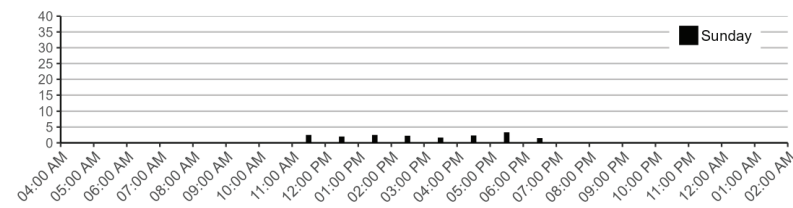
- Coordinate changes with other routes, including 7, 8, and 20, to reduce service redundancy and maximize bi-directional service
- Eliminate Sunday service due to low ridership
- Extend route north to Walmart on Allentown Pike via Stoudts Ferry Bridge Road and Tuckerton Road to serve a large concentration of multi-family housing

Sunday Ridership by Trip

Westbound/Southbound

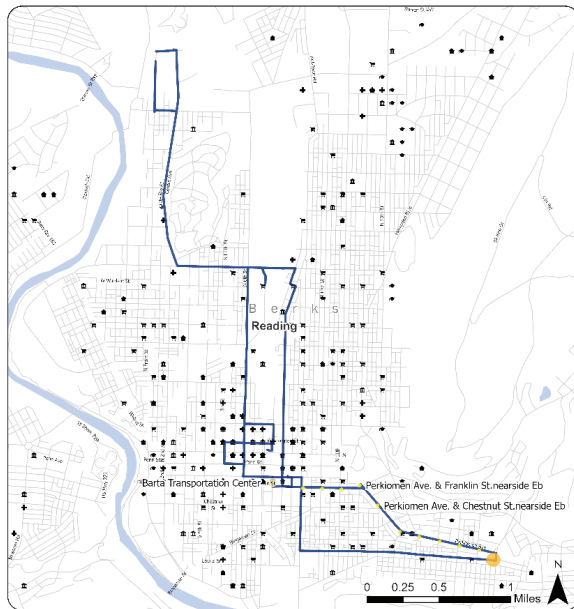


Eastbound/Northbound

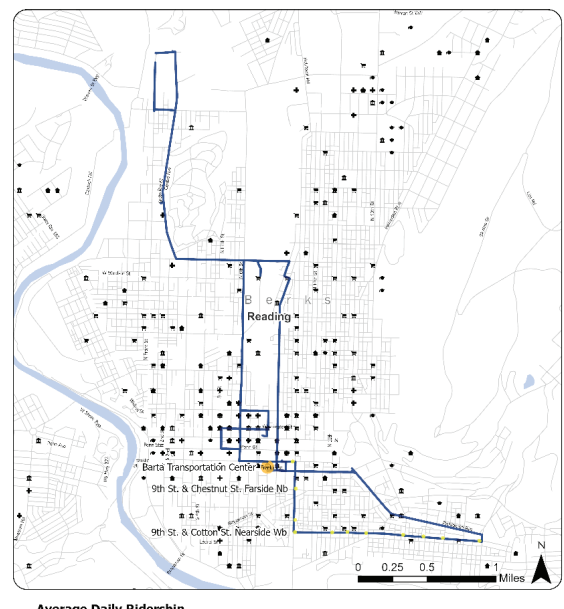


Sunday Ridership by Stop

Westbound/Southbound



Eastbound/Northbound



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 20

Description: Leesport/Hamburg to BARTA Transportation Center

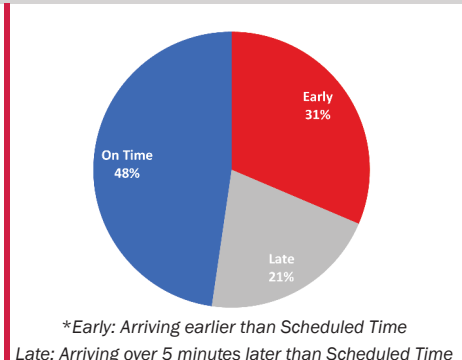
RT 61/Hamburg

Key Points of Interest: Cabelas, Redner's Park-n-Ride, Hamburg, Shoemakersville, Leesport Redner's Park-n-Ride, Route 61 North

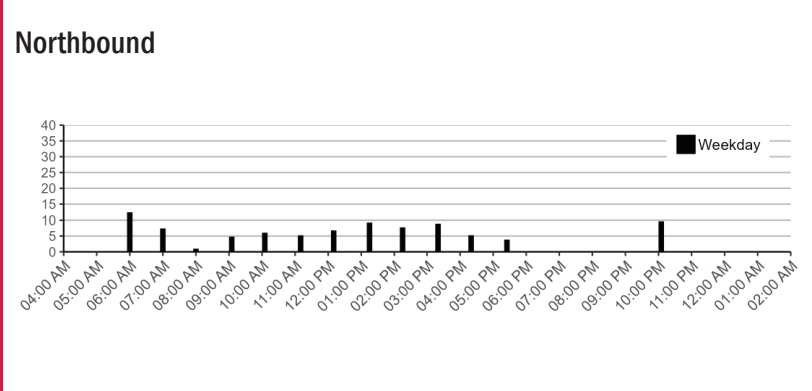
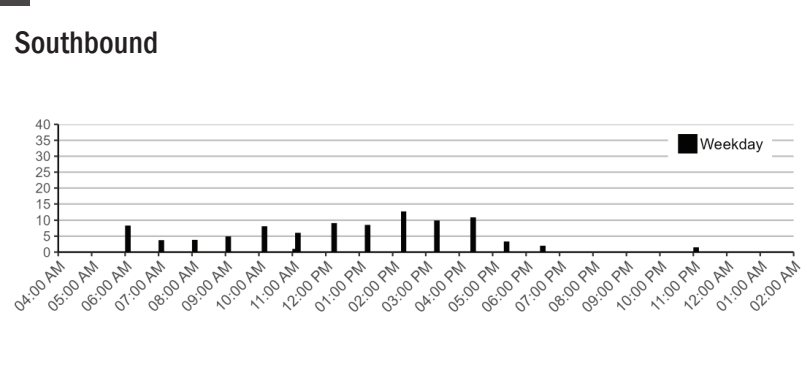
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:00 AM to 12:00 AM | 60 min | 65 min |
| Saturday | 5:00 AM to 12:00 AM | 60 min | 65 min |
| Sunday | NA | NA min | NA min |

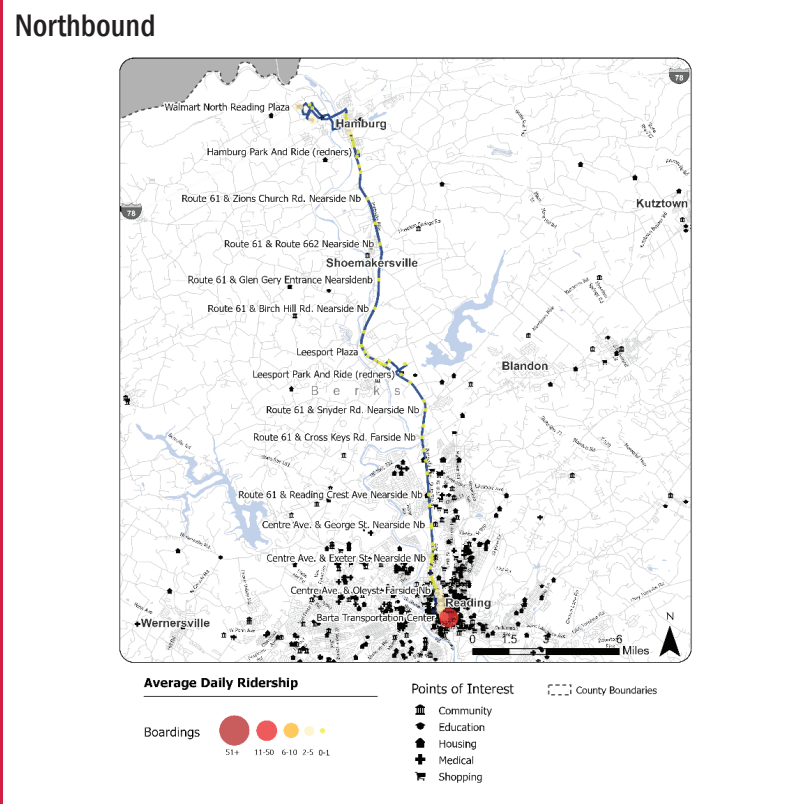
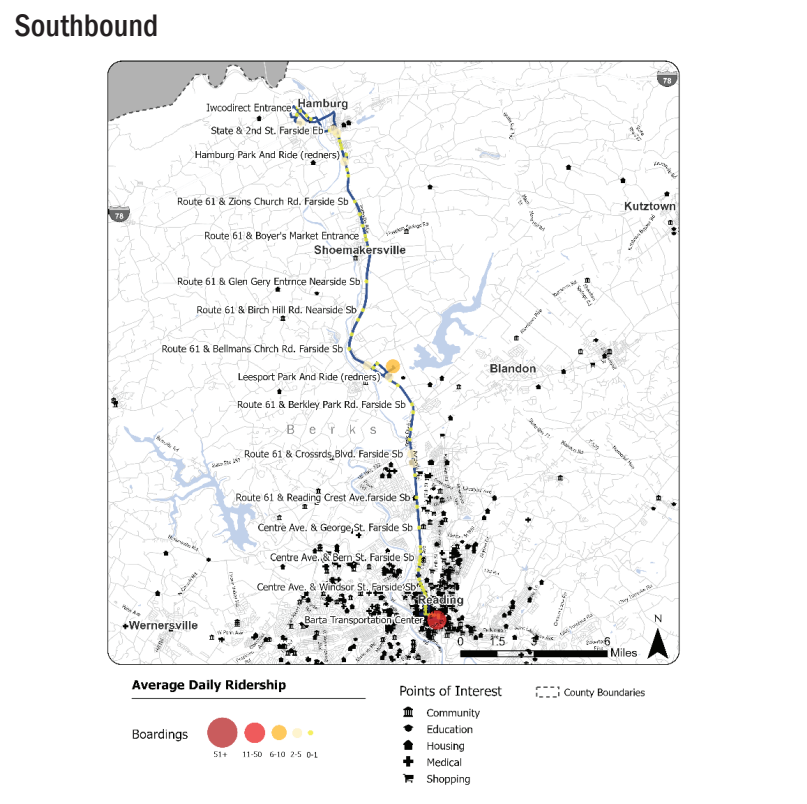
| | | Rank |
|---------------|---------|-------|
| Revenue Hours | 8,449 | 6/19 |
| Revenue Miles | 175,112 | 2/19 |
| Ridership | 64,513 | 12/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 20

Description: Leesport/Hamburg to BARTA Transportation Center

RT 61/Hamburg

Key Points of Interest: Cabelas, Redner's Park-n-Ride, Hamburg, Shoemakersville, Leesport Redner's Park-n-Ride, Route 61 North

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



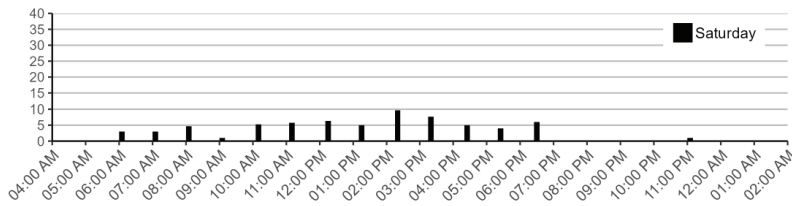
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 244 | 12/19 | 8.5 | 17/19 | 0.4 | 18/19 | 17.4 | 6/19 |
| Saturday | 102 | 10/18 | 3.6 | 17/18 | 0.2 | 18/18 | 7.3 | 10/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |

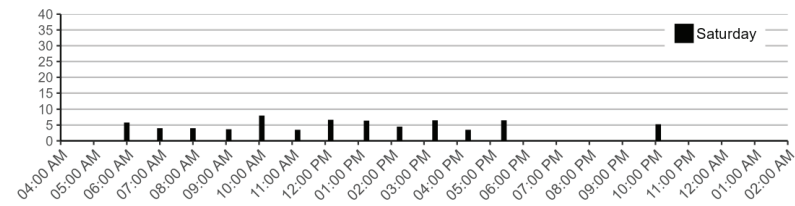


Saturday Ridership by Trip

Southbound

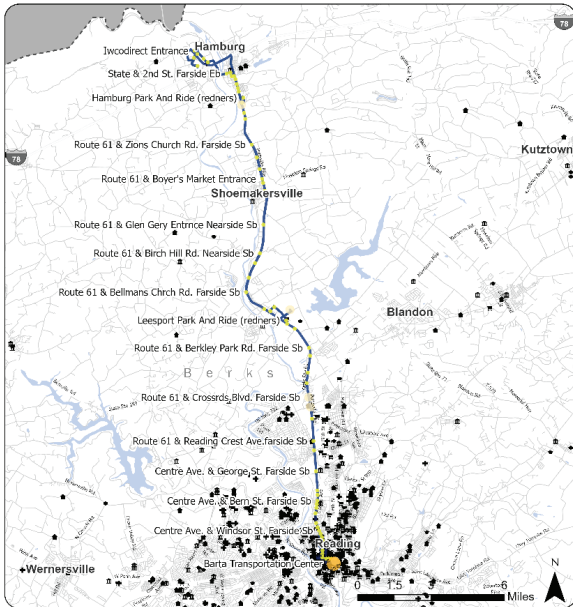


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

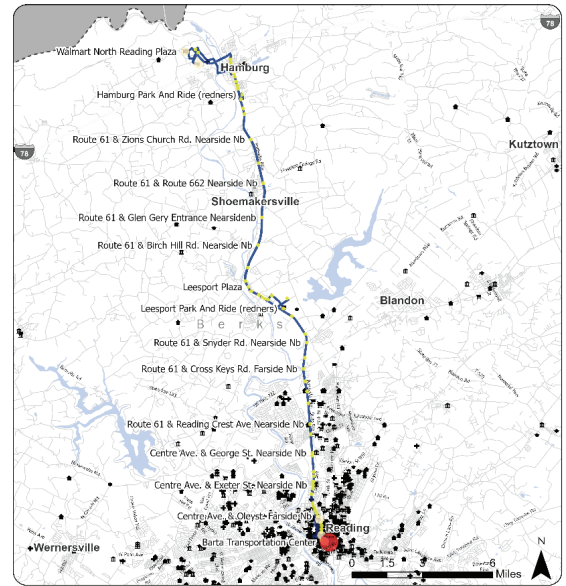


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 20

Description: Leesport/Hamburg to BARTA Transportation Center

RT 61/Hamburg

Key Points of Interest: Cabelas, Redner's Park-n-Ride, Hamburg, Shoemakersville, Leesport
Redner's Park-n-Ride, Route 61 North

Route Analysis

Strengths

- Only route serving Hamburg, Shoemakersville and Leesport
- Destination-rich environment along PA-61 corridor
- Weekday and Saturday service

Weaknesses

- Low productivity in terms of passengers per hour and passengers per mile due to length of the route
- Low ridership north of Leesport
- Several trips with 65-minute headways on weekdays and Saturdays

Opportunities

- Terminate route in Leesport, and serve points north with Microtransit service
- Restructure route to serve Walmart on Allentown Pike via Stoudts Ferry Bridge Road and Tuckerton Road to serve a large concentration of multi-family housing, and replace service north of Tuckerton with Microtransit



Sunday
Ridership by Trip

No service provided

Southbound

Northbound



Sunday
Ridership by Stop

No service provided

Southbound

Northbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 22

Description: Lyon Station/East Penn-Deka to BARTA Transportation Center

Lyon Station/East Penn-Deka

Key Points of Interest: Blandon, Fleetwood, East Penn Manufacturing

Operating Characteristics

Annual Statistics

On-Time Performance

Span

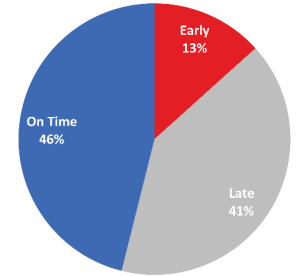
Frequency

Peak Off-Peak

| | Span | Peak | Off-Peak |
|----------|---------------------|--------|----------|
| Weekday | 5:15 AM to 12:05 AM | 50 min | NA min |
| Saturday | NA | NA min | NA min |
| Sunday | NA | NA min | NA min |

Rank

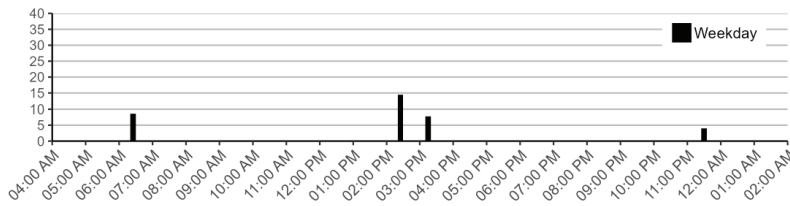
| | | |
|---------------|--------|-------|
| Revenue Hours | 1,840 | 18/19 |
| Revenue Miles | 39,560 | 18/19 |
| Ridership | 13,813 | 18/19 |



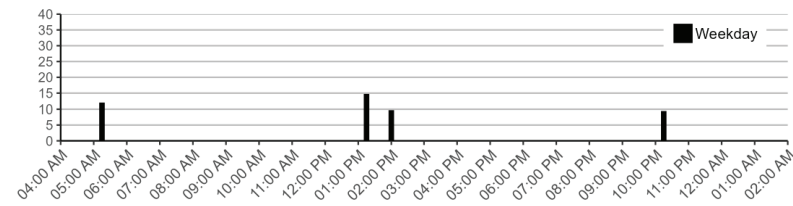
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday * Ridership by Trip

Southbound

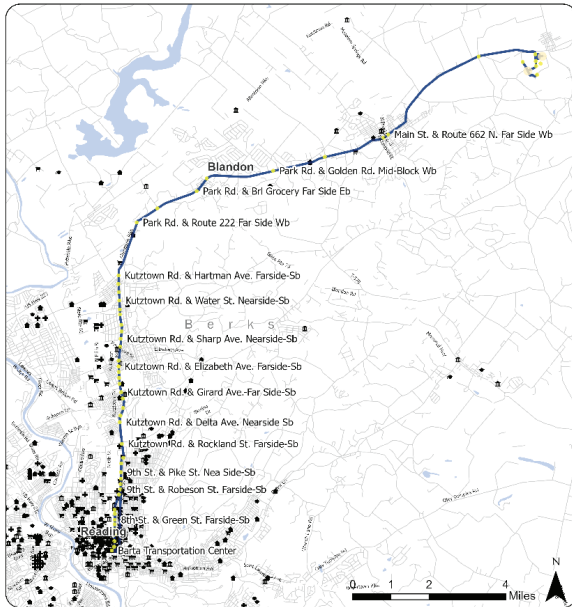


Northbound



Weekday ** Ridership by Stop

Southbound



Average Daily Ridership

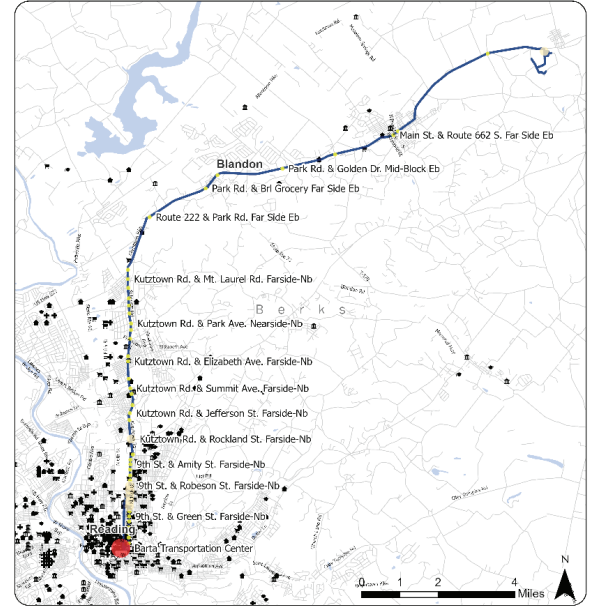


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 22

Description: Lyon Station/East Penn-Deka to BARTA Transportation Center

Lyon Station/East Penn-Deka

Key Points of Interest: Blandon, Fleetwood, East Penn Manufacturing

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 57 | 18/19 | 7.7 | 18/19 | 0.3 | 19/19 | 14.2 | 11/19 |
| Saturday | NA | NA/18 | NA | NA/18 | NA | NA/18 | NA | NA/18 |
| Sunday | NA | NA/8 | NA | NA/8 | NA | NA/8 | NA | NA/8 |



Saturday

Ridership by Trip

No service provided

Southbound

Northbound



Saturday

Ridership by Stop

No service provided

Southbound

Northbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



BARTA Route 22

Description: Lyon Station/East Penn-Deka to BARTA Transportation Center

Lyon Station/East Penn-Deka

Key Points of Interest: Blandon, Fleetwood, East Penn Manufacturing

Route Analysis

Strengths

- Only route serving Lyons, Fleetwood, and Blandon
- Simple and direct alignment
- Provides limited but competitive commuting option in two directions

Weaknesses

- Very limited service, especially during morning commute
- Route ends short of Kutztown, which could provide additional commuters and reverse-commuters to Kutztown University
- Low productivity in terms of passengers per hour and passengers per mile

Opportunities

- Extend route to Kutztown to facilitate additional commuter trips
- Provide at least one additional morning trip to accommodate more commute schedules
- Overlay service with microtransit zone anchored at Walmart on Allentown Pike and covering northeastern communities served by Route 22, as well as along the US-222 corridor, to facilitate local circulation and feeder connections to Route 22.



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC



RRTA Route 1

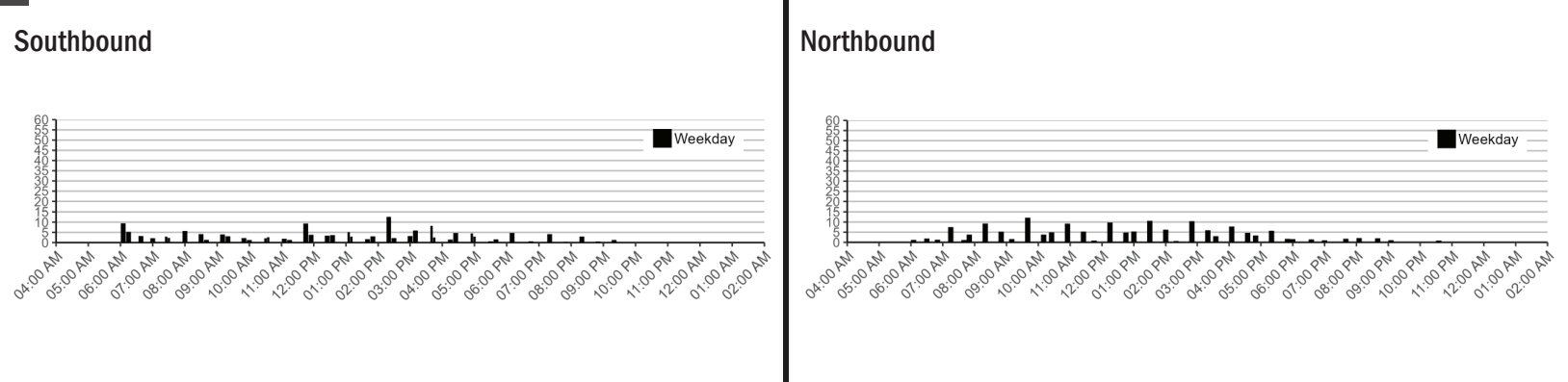
Description: Park City to Clermont Apartments via Downtown Lancaster

Park City A-Southeast

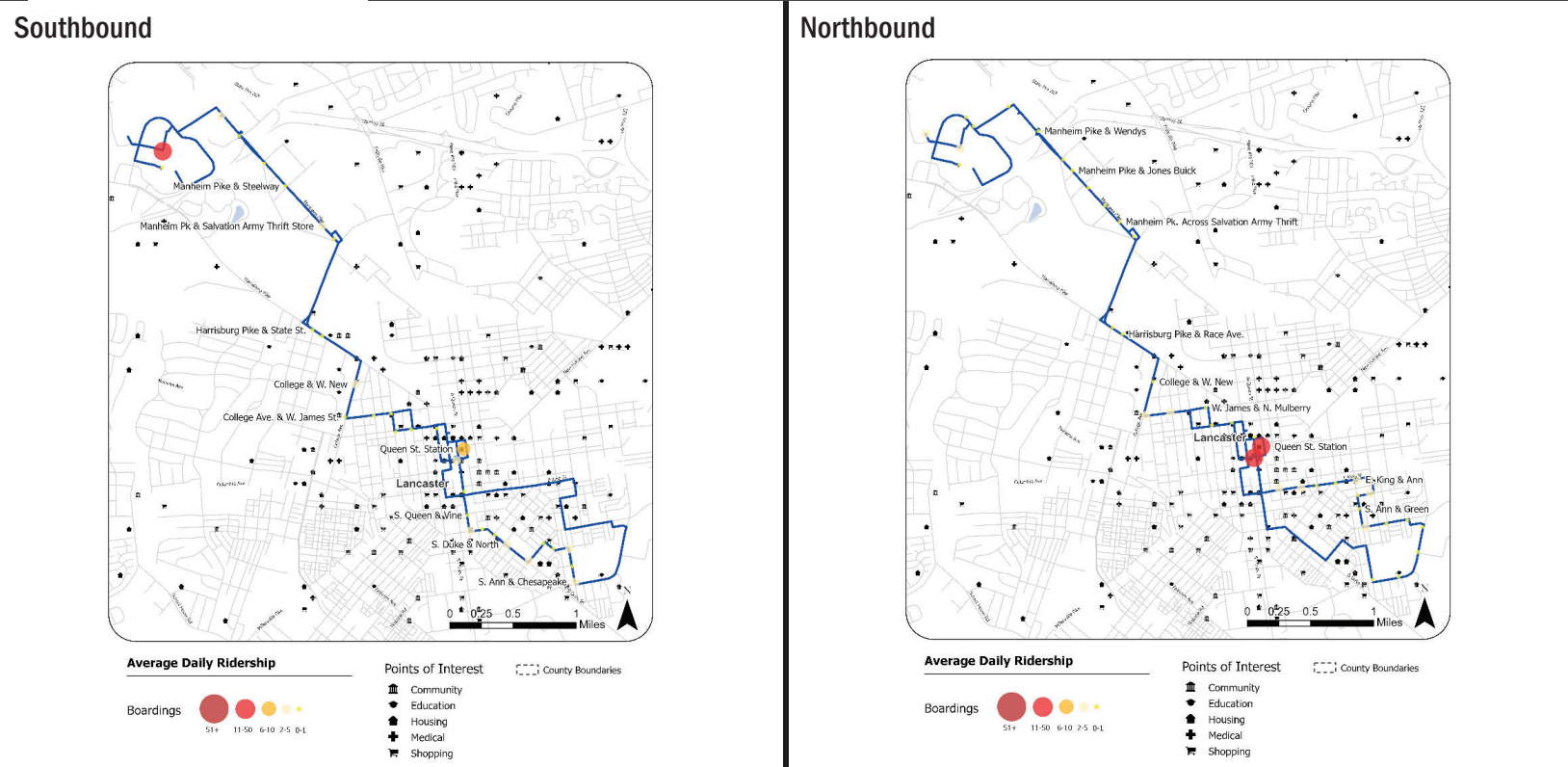
Key Points of Interest: Downtown Lancaster, Clermont Apartments, Franklin & Marshall College, RRTA Operations Center, Manheim Pike, South Duke Street, Park City

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance |
|---------------------------|---------------------|-----------|----------|-------------------|---------------|------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Rank | |
| | | Peak | Off-Peak | | | | |
| Weekday | 6:05 AM to 10:50 PM | 30 min | 45 min | 8,932 | 91,033 | 5/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 6:50 AM to 10:50 PM | 30 min | 60 min | 68,476 | 6/19 | | |
| Sunday | 11:10 AM to 6:40 PM | 60 min | 60 min | | | | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 1

Description: Park City to Clermont Apartments via Downtown Lancaster

Park City A-Southeast

Key Points of Interest: Downtown Lancaster, Clermont Apartments, Franklin & Marshall College, RRTA Operations Center, Manheim Pike, South Duke Street, Park City

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



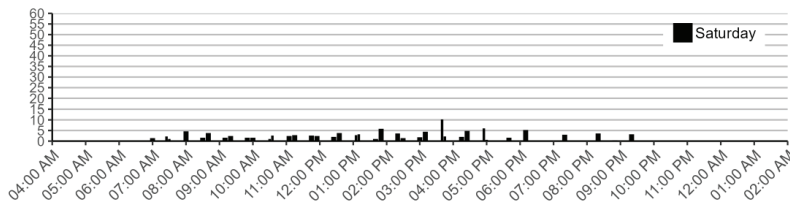
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|-------|
| Weekday | 223 | 6/19 | 8.0 | 8/19 | 0.8 | 4/19 | 8.9 | 12/19 |
| Saturday | 176 | 4/16 | 6.5 | 8/16 | 0.6 | 5/16 | 7.3 | 11/16 |
| Sunday | 48 | 6/7 | 6.6 | 6/7 | 0.5 | 5/7 | 6.5 | 6/7 |

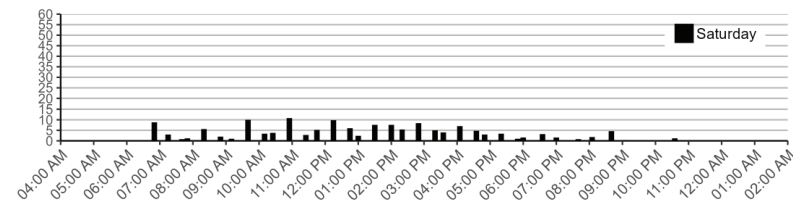


Saturday Ridership by Trip

Southbound



Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

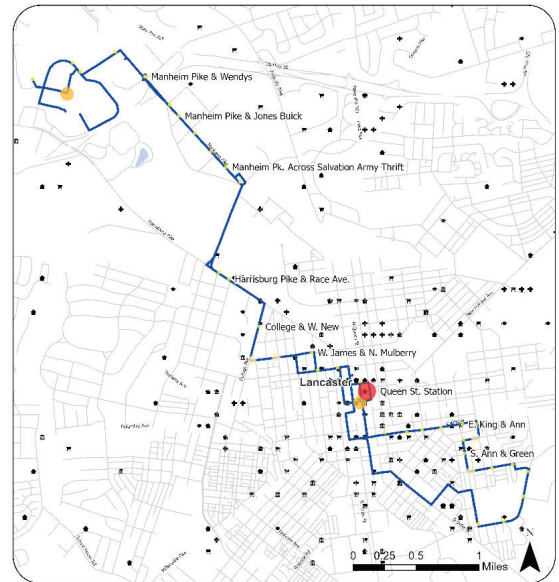


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 1

Description: Park City to Clermont Apartments via Downtown Lancaster

Park City A-Southeast

Key Points of Interest: Downtown Lancaster, Clermont Apartments, Franklin & Marshall College, RRTA Operations Center, Manheim Pike, South Duke Street, Park City

Route Analysis

Strengths

- Strong anchors at Park City Center / Parkview Plaza and downtown Lancaster
- Seven-day-a-week service
- Extensive spans of service on weekdays and Saturdays
- Connects Franklin & Marshall College to downtown Lancaster and to retail destinations at Park City Center / Parkview Plaza
- Provides link between CTown Supermarket and areas of high transit need, including Hillrise Mutual Housing Association and Lancaster City Housing Authority

Weaknesses

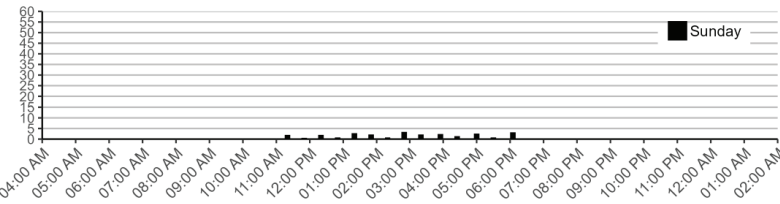
- Large one-way loop south of James Street limits the utility of the route, as passengers are unable to travel to and from key destinations like CTown Supermarket without a transfer or long out-of-direction deviation.
- Potential for rider confusion, including boarding bus traveling in the wrong direction, as route serves unrelated markets north and south of downtown.
- No service before 11:00 am on Sundays
- Non-clockface service frequency on most trips
- Relatively low ridership overall, with few trips carrying more than 10 passengers

Opportunities

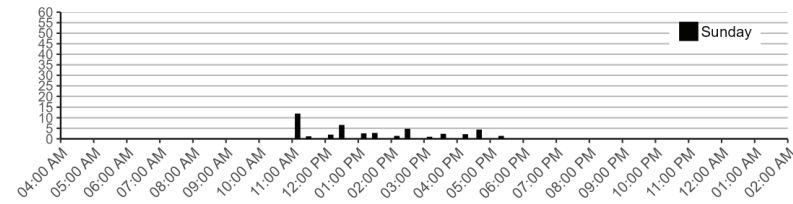
- Split route into two separate routes to simplify service and reduce opportunities for confusion
- Consider operating southern branch of route as a bi-directional loop to better connect residential and grocery/retail destinations
- Provide earlier service on Sundays, to facilitate weekend shopping trips
- Restructure route to serve Red Rose Commons and the Shoppes at Belmont rather than Park City Center to help simplify and differentiate Route 1 and Route 3
- Shift service from Manheim Pike to Harrisburg Pike, increasing service to Wegmans

Sunday Ridership by Trip

Southbound



Northbound

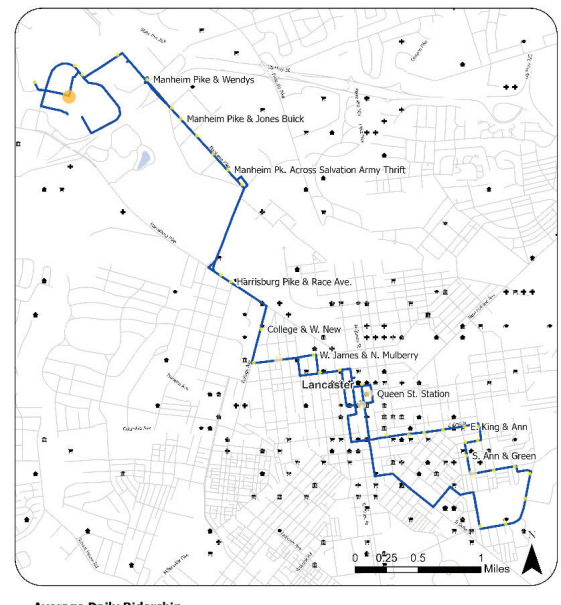


Sunday Ridership by Stop

Southbound



Northbound



RRTA Route 2

Park City B-6th Ward

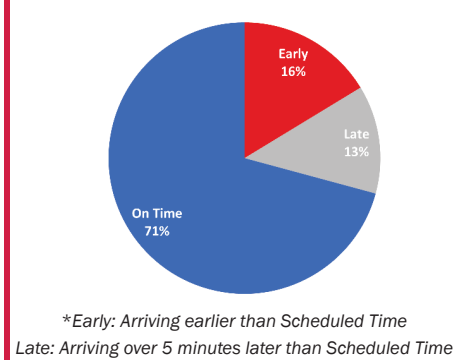
Description: *Downtown Lancaster to LGH*

Key Points of Interest: *Downtown Lancaster, New Holland Avenue, Penn Medicine Lancaster General Health, Harrisburg Pike, Park City, LGH Suburban Health Pavilion, LGH Women's & Babies Hospital*

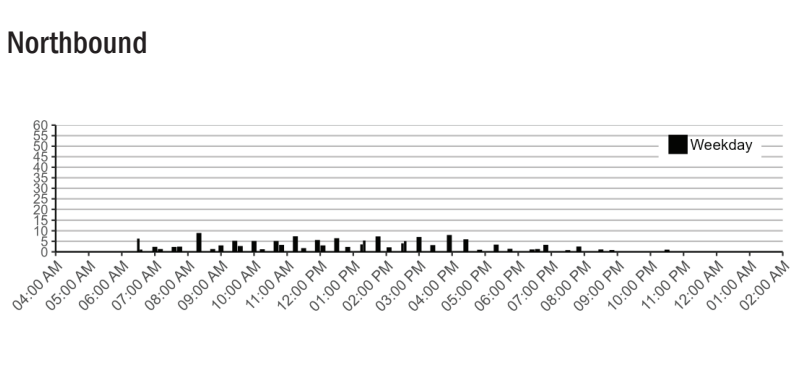
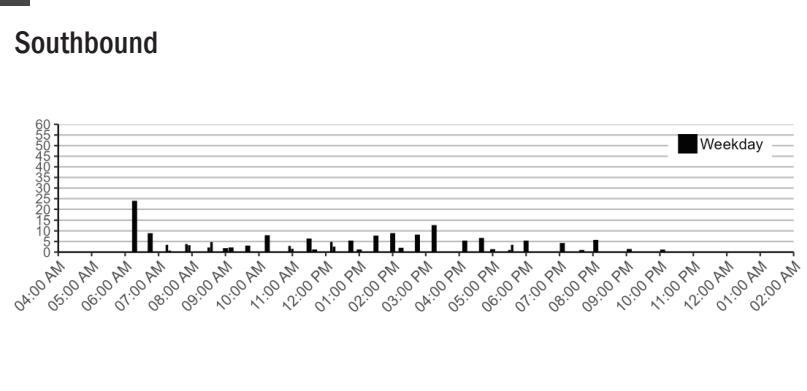
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 6:30 AM to 10:35 PM | 35 min | 60 min |
| Saturday | 7:10 AM to 10:35 PM | 35 min | 60 min |
| Sunday | 11:05 AM to 6:25 PM | 65 min | 65 min |

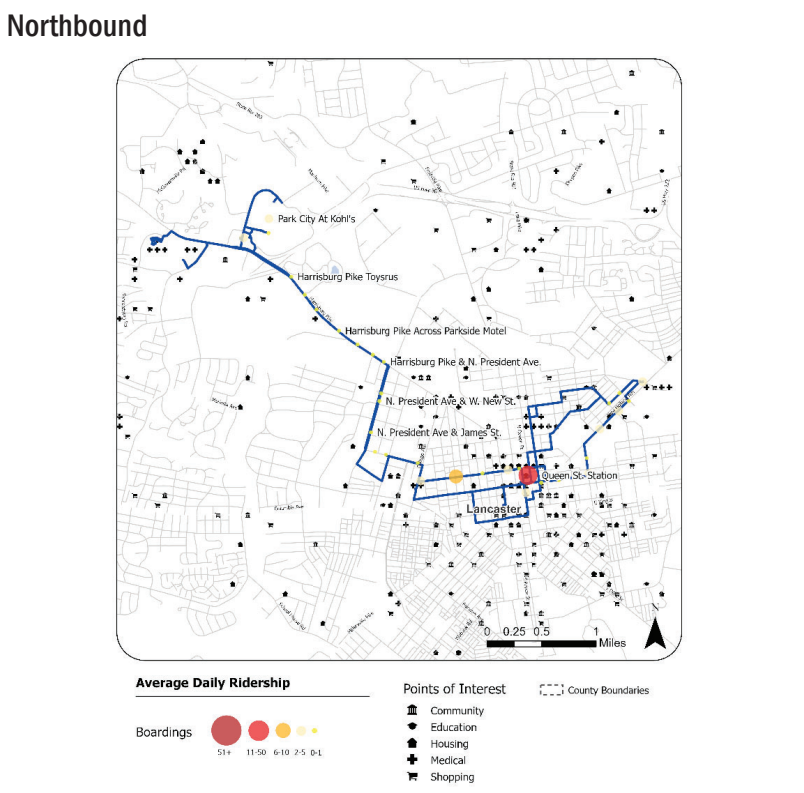
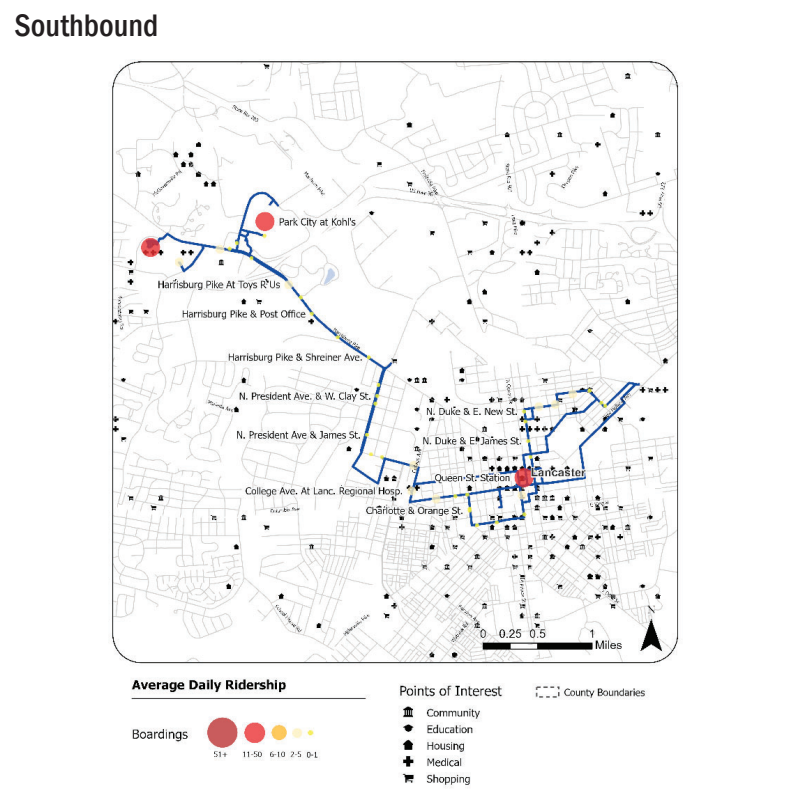
| | | Rank |
|---------------|--------|------|
| Revenue Hours | 9,122 | 3/19 |
| Revenue Miles | 97,199 | 9/19 |
| Ridership | 62,968 | 7/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 2

Park City B-6th Ward

Description: *Downtown Lancaster to LGH*

Key Points of Interest: *Downtown Lancaster, New Holland Avenue, Penn Medicine Lancaster General Health, Harrisburg Pike, Park City, LGH Suburban Health Pavilion, LGH Women's & Babies Hospital*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



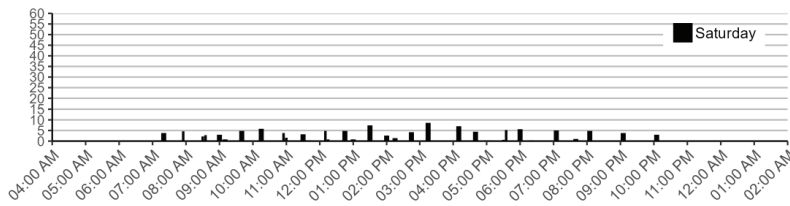
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|-------|---------------------|------|---------------------|-------|
| Weekday | 208 | 7/19 | 7.2 | 11/19 | 0.7 | 6/19 | 8.2 | 13/19 |
| Saturday | 132 | 6/16 | 5.0 | 13/16 | 0.5 | 6/16 | 5.9 | 12/16 |
| Sunday | 57 | 5/7 | 7.7 | 3/7 | 0.6 | 3/7 | 7.6 | 4/7 |

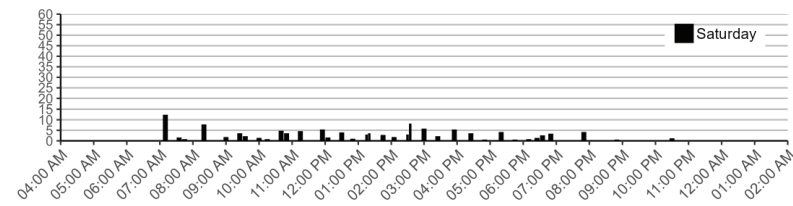


Saturday Ridership by Trip

Southbound



Northbound

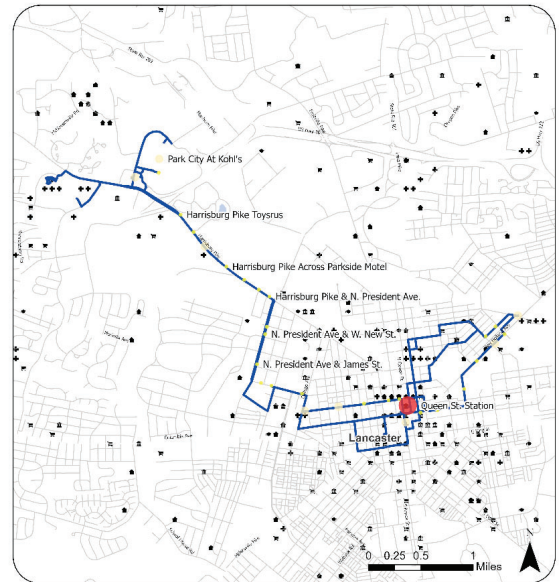


Saturday Ridership by Stop

Southbound



Northbound



RRTA Route 2

Description: *Downtown Lancaster to LGH*

Park City B-6th Ward

Key Points of Interest: *Downtown Lancaster, New Holland Avenue, Penn Medicine Lancaster General Health, Harrisburg Pike, Park City, LGH Suburban Health Pavilion, LGH Women's & Babies Hospital*

Route Analysis

Strengths

- Strong anchors at LG Health, Park City Center, downtown Lancaster, and Lancaster General Hospital
- Seven-day-a-week service
- Extensive spans of service on weekdays and Saturdays
- Provides direct link from neighborhoods with high transit need to grocery, retail, and medical destinations

Weaknesses

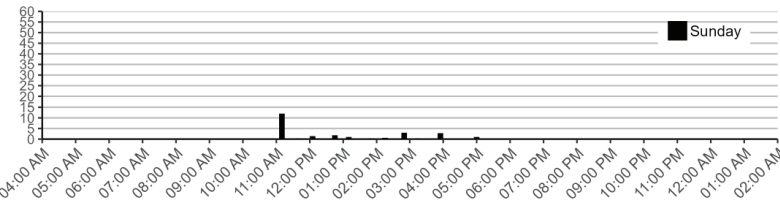
- Large one way loop east of Queen Street limits the utility of the route, as passengers are unable to travel to and from key destinations like Lancaster General Hospital without a transfer or long out-of-direction deviation
- Potential for rider confusion, including boarding bus traveling in the wrong direction, as route serves unrelated markets east and west of downtown Lancaster
- One way service through downtown Lancaster
- No service before 11:00 am on Sundays
- Non-clockface service frequency on most trips

Opportunities

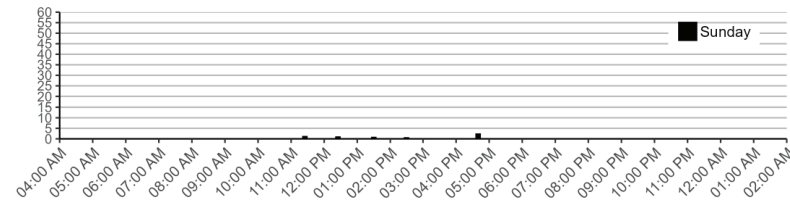
- Split into two routes to create more direct and simple alignments, with the first route providing outbound service to 6th Ward and the second to Park City Center and LGH
- Consider ways to restructure routes 2, 5, and 12 to maximize bi-directional service on all routes through neighborhoods northeast of downtown
- Provide earlier service on Sundays, to facilitate weekend shopping trips

Sunday Ridership by Trip

Southbound



Northbound



Sunday Ridership by Stop

Southbound



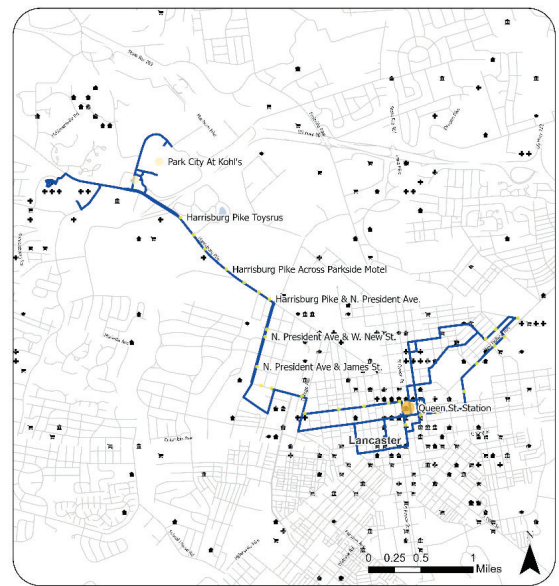
Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

RRTA Route 3

Description: Park City to Kensington Court via Downtown Lancaster

Park City C-8th Ward

Key Points of Interest: Downtown Lancaster, Sterling Place, Kensington Club Apts., Lancaster County Assistance Office, The Shoppes at Belmont, Red Rose Commons, Manheim Pike, Parkview Plaza, Park City

Operating Characteristics | Annual Statistics | On-Time Performance

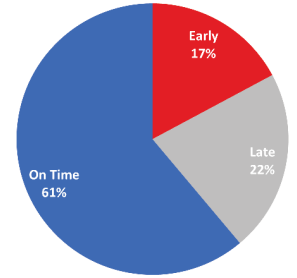
Span
Peak
Off-Peak

| | | | |
|----------|---------------------|--------|--------|
| Weekday | 5:55 AM to 10:35 PM | 35 min | 50 min |
| Saturday | 7:45 AM to 10:35 PM | 45 min | 80 min |
| Sunday | 10:50 AM to 6:50 PM | 55 min | 55 min |

Annual Statistics

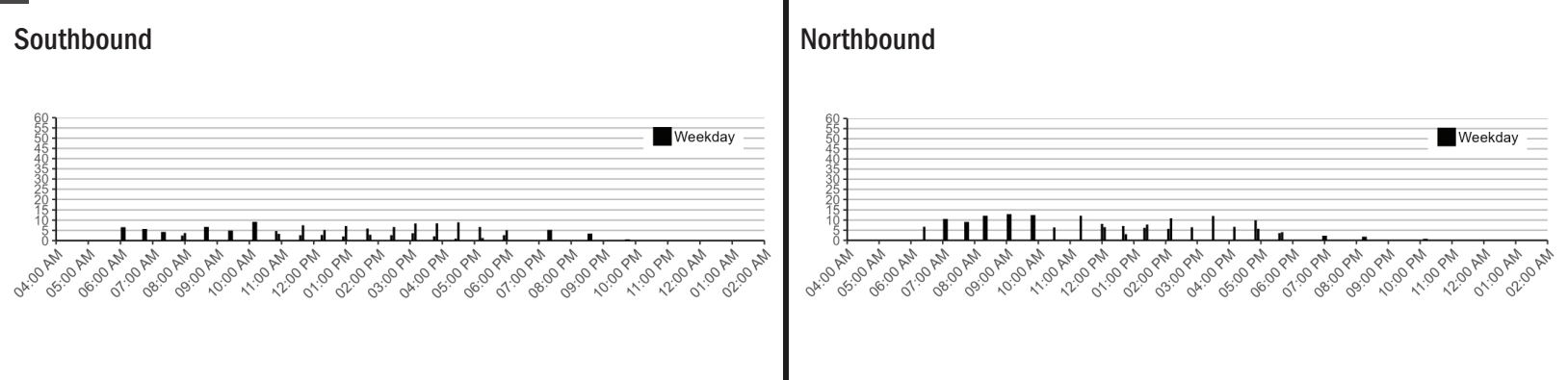
| | | |
|---------------|--------|-------|
| Revenue Hours | 8,971 | 4/19 |
| Revenue Miles | 92,676 | 10/19 |
| Ridership | 83,586 | 3/19 |

On-Time Performance

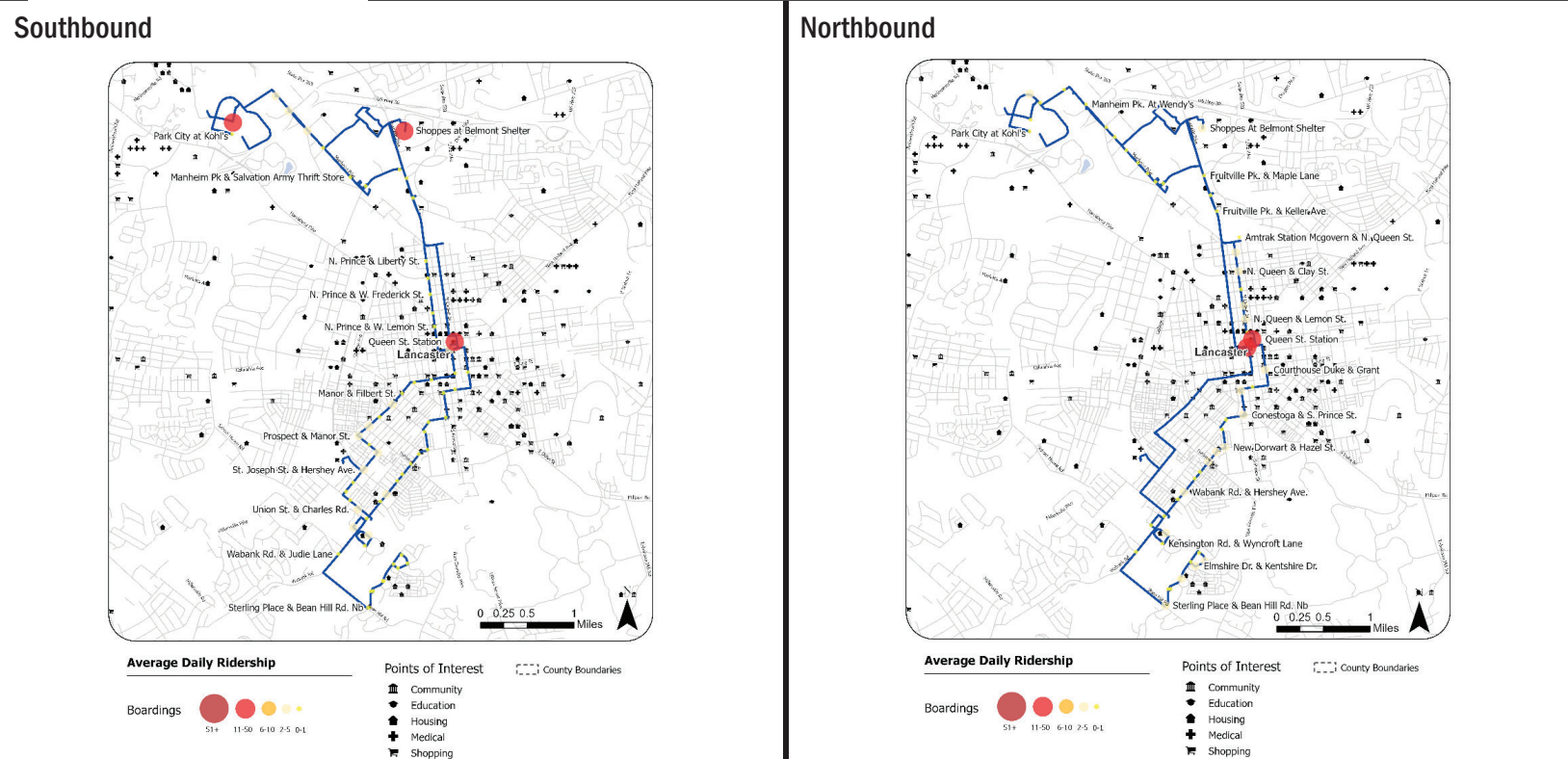


*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 3

Description: Park City to Kensington Court via Downtown Lancaster

Park City C-8th Ward

Key Points of Interest: Downtown Lancaster, Sterling Place, Kensington Club Apts., Lancaster County Assistance Office, The Shoppes at Belmont, Red Rose Commons, Manheim Pike, Parkview Plaza, Park City

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



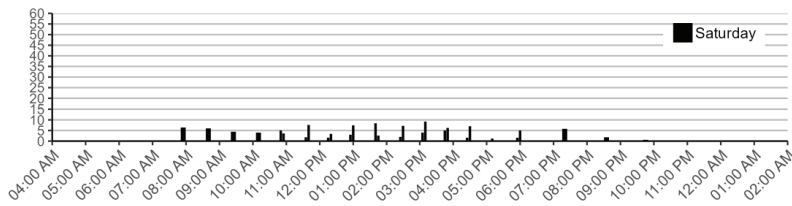
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 269 | 3/19 | 9.4 | 4/19 | 0.9 | 2/19 | 12.5 | 4/19 |
| Saturday | 214 | 3/16 | 8.6 | 3/16 | 0.9 | 2/16 | 11.6 | 4/16 |
| Sunday | 74 | 3/7 | 9.2 | 2/7 | 0.8 | 2/7 | 9.8 | 3/7 |

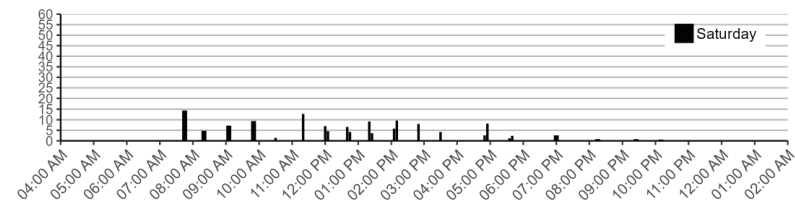


Saturday Ridership by Trip

Southbound

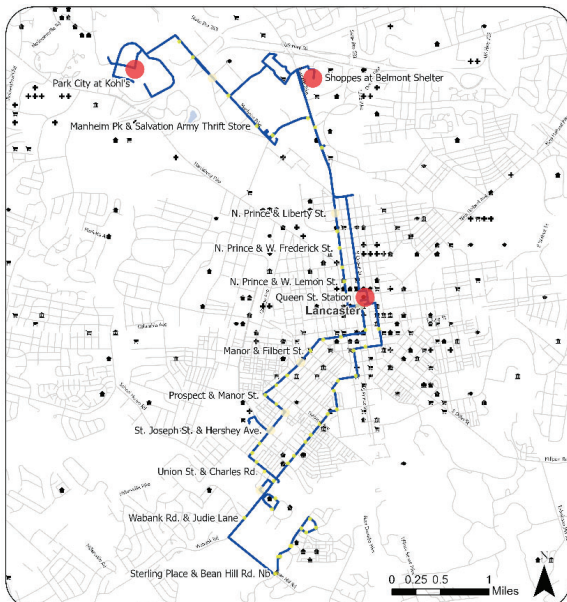


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

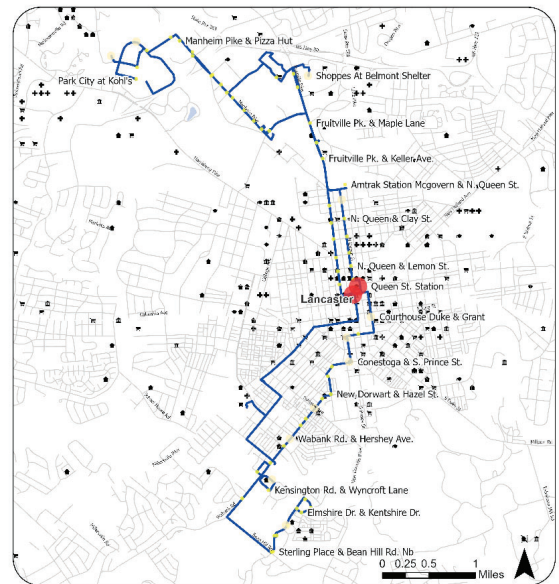


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 3

Description: Park City to Kensington Court via Downtown Lancaster

Park City C-8th Ward

Key Points of Interest: Downtown Lancaster, Sterling Place, Kensington Club Apts., Lancaster County Assistance Office, The Shoppes at Belmont, Red Rose Commons, Manheim Pike, Parkview Plaza, Park City

Route Analysis

Strengths

- Strong anchors at Park City Center / Parkview Plaza, Red Rose Commons / Shoppes at Belmont, downtown Lancaster, and Lancaster General Hospital
- Only route serving high concentration of multi-family housing north of Bean Hill Road, including Kensington Court and Sterling Place
- Seven-day-a-week service
- Extensive span of service on Weekdays and Saturdays
- Relatively strong ridership and productivity

Weaknesses

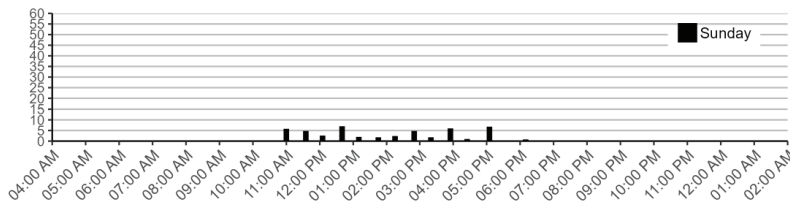
- Significant segments of one-way service limit the utility of the route for riders who are forced to ride-out-of-direction on either their outbound or return trip
- Potential for rider confusion, including boarding bus traveling in the wrong direction, as route serves unrelated markets north and south of downtown
- Inconvenient service to grocery stores on southern half of route, as stops are at least a block away from store entrances and service is not bi-directional
- No service before 10:50 am on Sundays
- Non-clockface frequencies make schedule difficult to remember

Opportunities

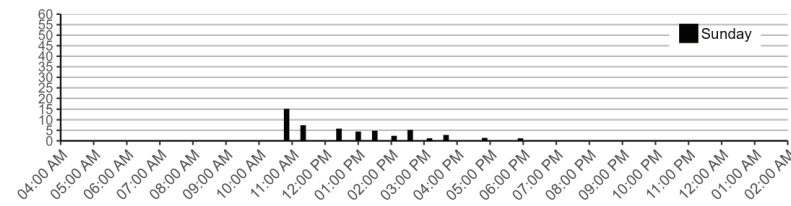
- Restructure route to provide more bi-directional service south of downtown Lancaster, either by splitting loop into two separate routes or by offering clockwise and counter-clockwise service
- Adjust alignments south of downtown to more directly serve grocery stores
- Consider Microtransit service anchored at Weis Market to provide more convenient and extensive coverage to nearby neighborhoods with extensive multi-family housing but challenging roadway networks
- Provide earlier service on Sundays to address pent up demand

Sunday Ridership by Trip

Southbound

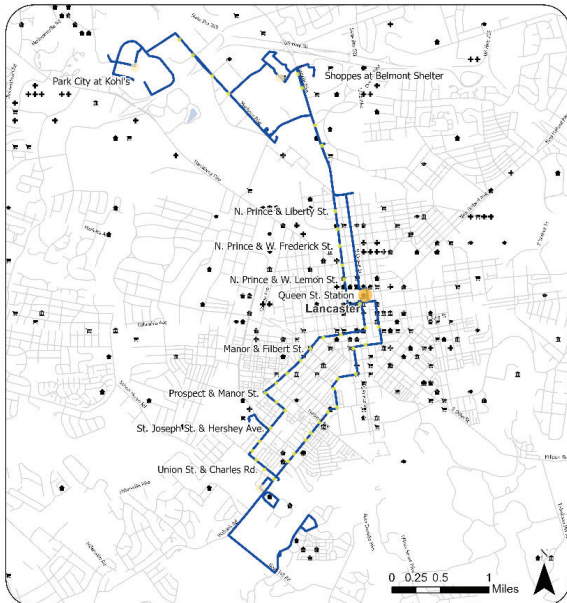


Northbound

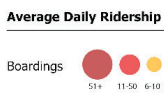
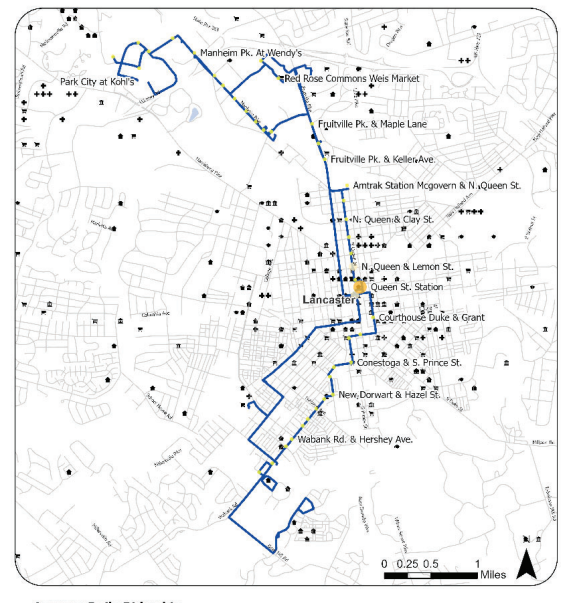


Sunday Ridership by Stop

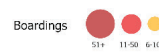
Southbound



Northbound



Average Daily Ridership



Points of Interest



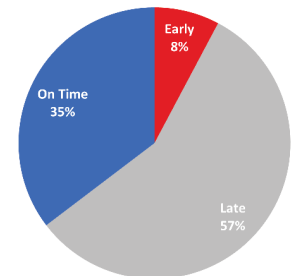
RRTA Route 5

Grandview/Rossmere

Description: Lancaster County Courthouse to Golden Triangle Shopping Center

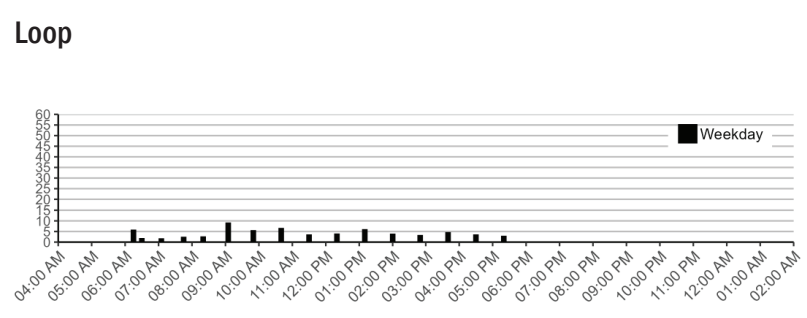
Key Points of Interest: Downtown Lancaster, Penn Medicine Lancaster General Health, Golden Triangle Shopping Center, Lancaster Shopping Center, Lancaster County Social Services

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank |
| | | Peak | Off-Peak | | | | |
| Weekday | 6:15 AM to 6:05 PM | 35 min | 50 min | 3,200 | 34,467 | 19,139 | 14/19 |
| Saturday | 8:35 AM to 6:00 PM | 45 min | 240 min | | | | 16/19 |
| Sunday | NA | NA min | NA min | | | | 15/19 |

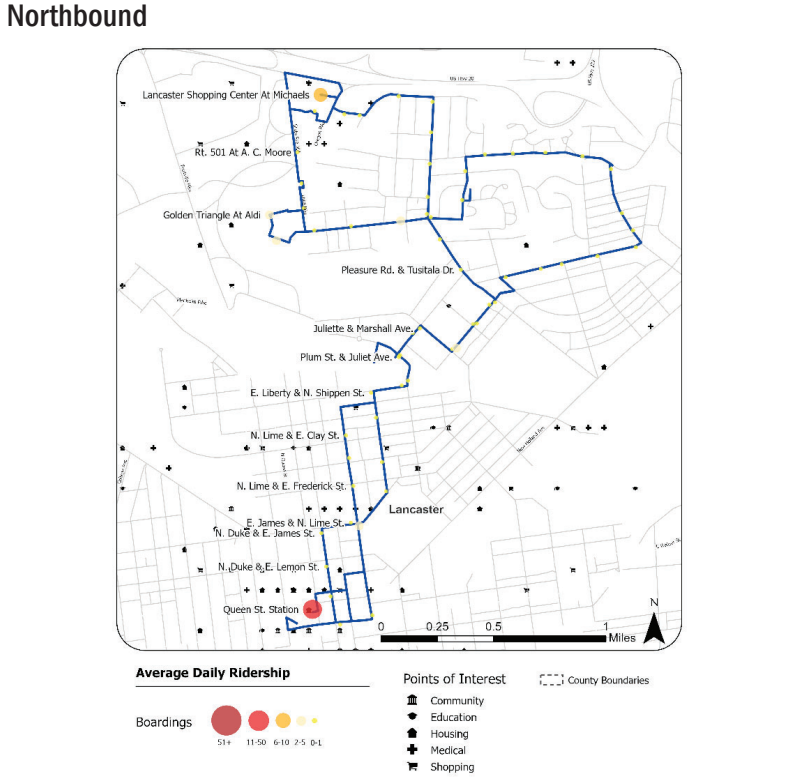
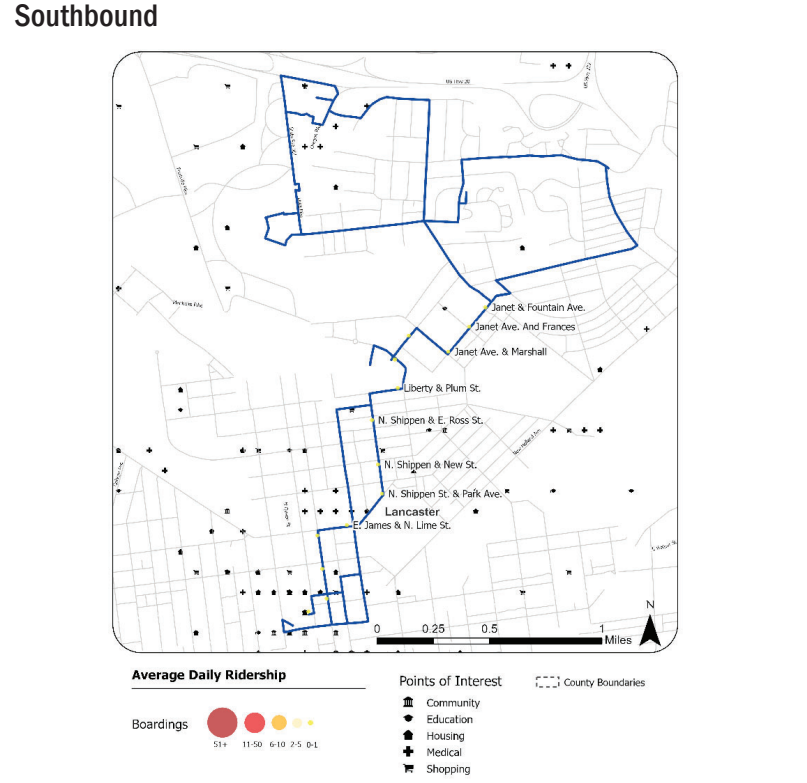


*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 5

Grandview/Rossmere

Description: Lancaster County Courthouse to Golden Triangle Shopping Center

Key Points of Interest: Downtown Lancaster, Penn Medicine Lancaster General Health, Golden Triangle Shopping Center, Lancaster Shopping Center, Lancaster County Social Services

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



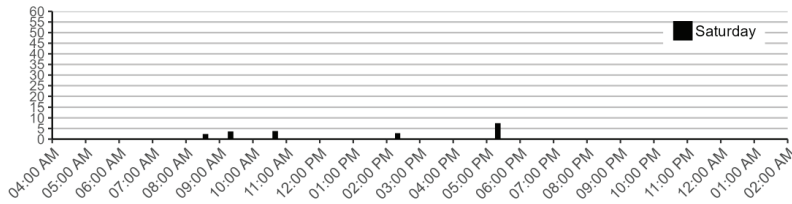
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|------|---------------------|-------|
| Weekday | 71 | 15/19 | 6.0 | 14/19 | 0.6 | 8/19 | 4.6 | 16/19 |
| Saturday | 18 | 16/16 | 5.0 | 12/16 | 0.4 | 7/16 | 3.7 | 15/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |



Saturday Ridership by Trip

Loop



Saturday Ridership by Stop

Southbound



Average Daily Ridership

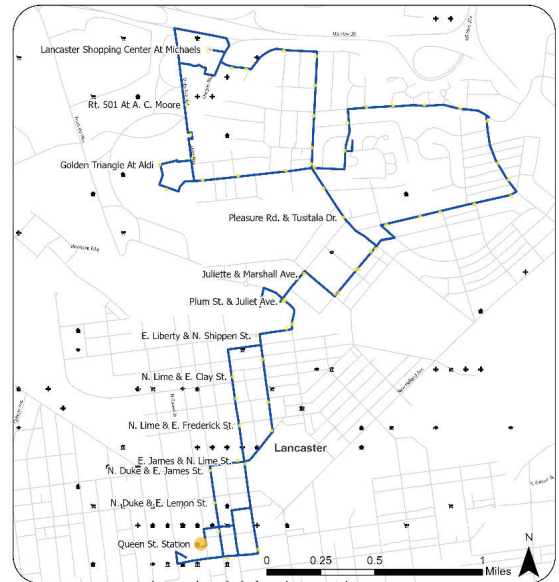


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 5

Grandview/Rossmere

Description: Lancaster County Courthouse to Golden Triangle Shopping Center

Key Points of Interest: Downtown Lancaster, Penn Medicine Lancaster General Health, Golden Triangle Shopping Center, Lancaster Shopping Center, Lancaster County Social Services

Route Analysis

Strengths

- Weekday and Saturday service
- Provides direct link from fairly dense residential neighborhoods to downtown Lancaster
- Good mix of ridership generators with grocery stores, retail, and medical destinations

Weaknesses

- No Sunday service
- Circuitous routing and significant segments of one-way service, north of Janet Avenue and Fountain Avenue, limit the utility of the route for riders who are forced to ride-out-of-direction on either their outbound or return trip
- Non-clockface frequencies make schedule difficult to remember
- Relatively low ridership compared to other RRTA routes
- Very limited Saturday service

Opportunities

- Operate Route 5 as a bidirectional loop to allow for convenient travel between residential neighborhoods and retail/grocery destinations along the route
- Remove service along northeastern loop of the alignment due to low ridership, and instead focus service and amenities investments along Esbenshade Road and Golden Triangle Shopping Center
- Consider Microtransit service anchored at Giant to provide more convenient and extensive coverage to nearby neighborhoods with extensive multi-family housing but challenging roadway networks



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

RRTA Route 6

Description: *Downtown Lancaster Loop*

Downtown Lancaster Loop

Key Points of Interest: *McGovern Ave, Prince Street, King Street, Queen Street*

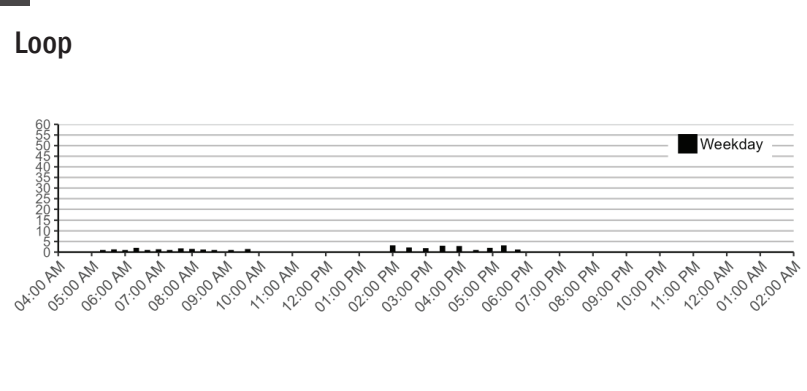
Operating Characteristics Annual Statistics On-Time Performance

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:20 AM to 6:10 PM | 20 min | 30 min |
| Saturday | NA | NA min | NA min |
| Sunday | NA | NA min | NA min |

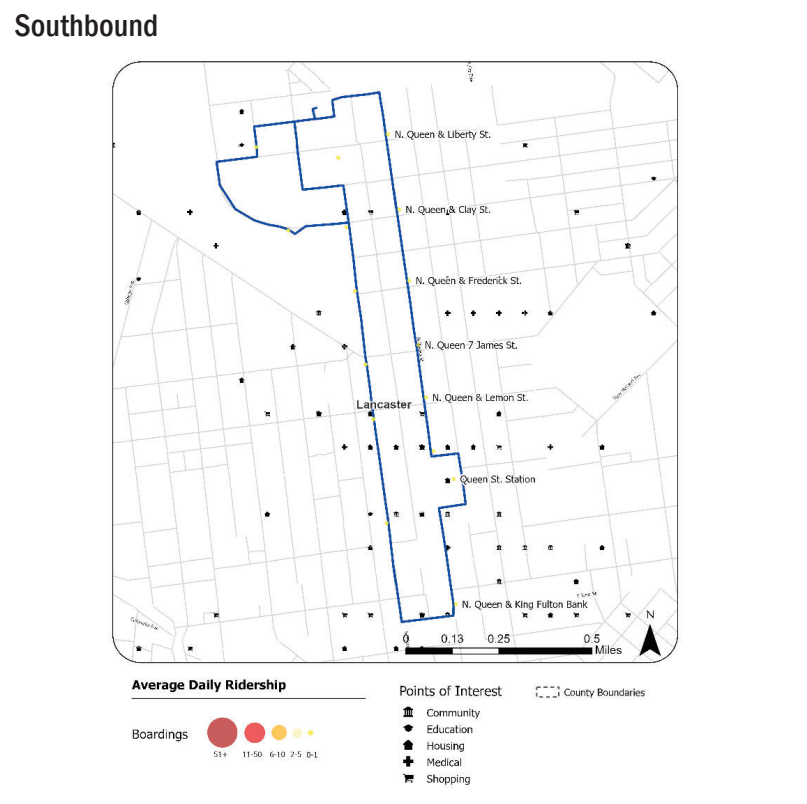
| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 2,267 | 18/19 |
| Revenue Miles | 15,759 | 19/19 |
| Ridership | 3,724 | 18/19 |

*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 6

Description: *Downtown Lancaster Loop*

Downtown Lancaster Loop

Key Points of Interest: *McGovern Ave, Prince Street, King Street, Queen Street*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 15 | 19/19 | 1.6 | 19/19 | 0.2 | 18/19 | 0.7 | 19/19 |
| Saturday | NA | NA/16 | NA | NA/16 | NA | NA/16 | NA | NA/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |



Saturday Ridership by Trip

No service provided

Southbound

Northbound



Saturday Ridership by Stop

No service provided

Southbound

Northbound

RRTA Route 6

Description: *Downtown Lancaster Loop*

Downtown Lancaster Loop

Key Points of Interest: *McGovern Ave, Prince Street, King Street, Queen Street*

Route Analysis

Strengths

- Direct and simple alignment
- High service frequency on weekdays
- Facilitates park-and-ride service, offering an alternative to downtown parking
- Only route providing direct service to PA CareerLink
- Uniquely branded as Downtown Lancaster Loop

Weaknesses

- Very low ridership and productivity
- Redundant coverage with routes 3, 10, 11, and 19 along Prince Street and Queen Street
- Park-and-ride location is not near a freeway, or substantially far from commuters' final destinations to encourage inter-modal connections

Opportunities

- Eliminate route due to redundancy and low ridership, and reinvest resources in stronger performing routes
- Rather than branding the service, brand the corridor with amenities and transit-supportive treatments like bus lanes, bus bulbs, and signal priority



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

RRTA Route 10

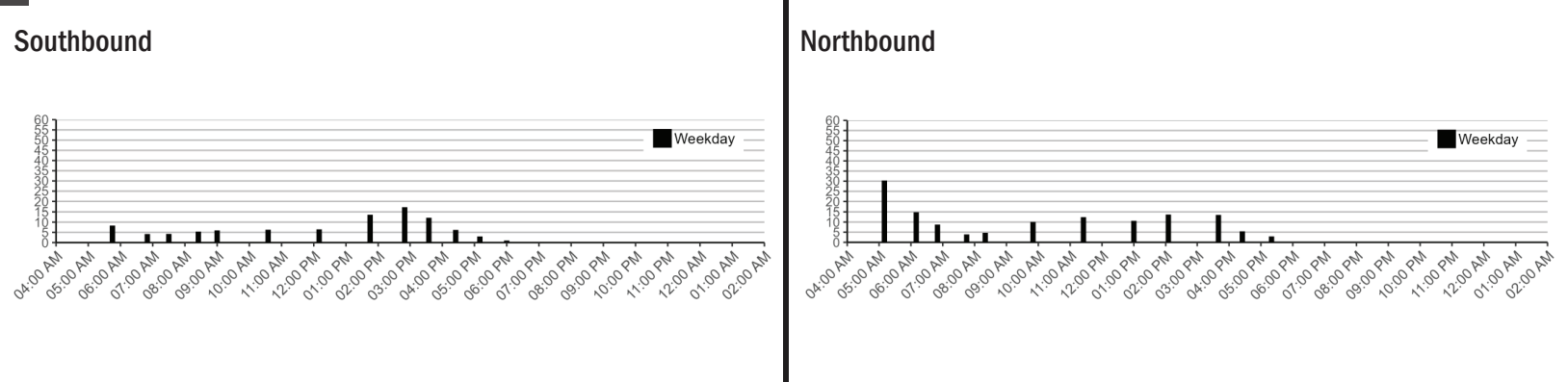
Description: *Downtown Lancaster to Lititz*

Lititz

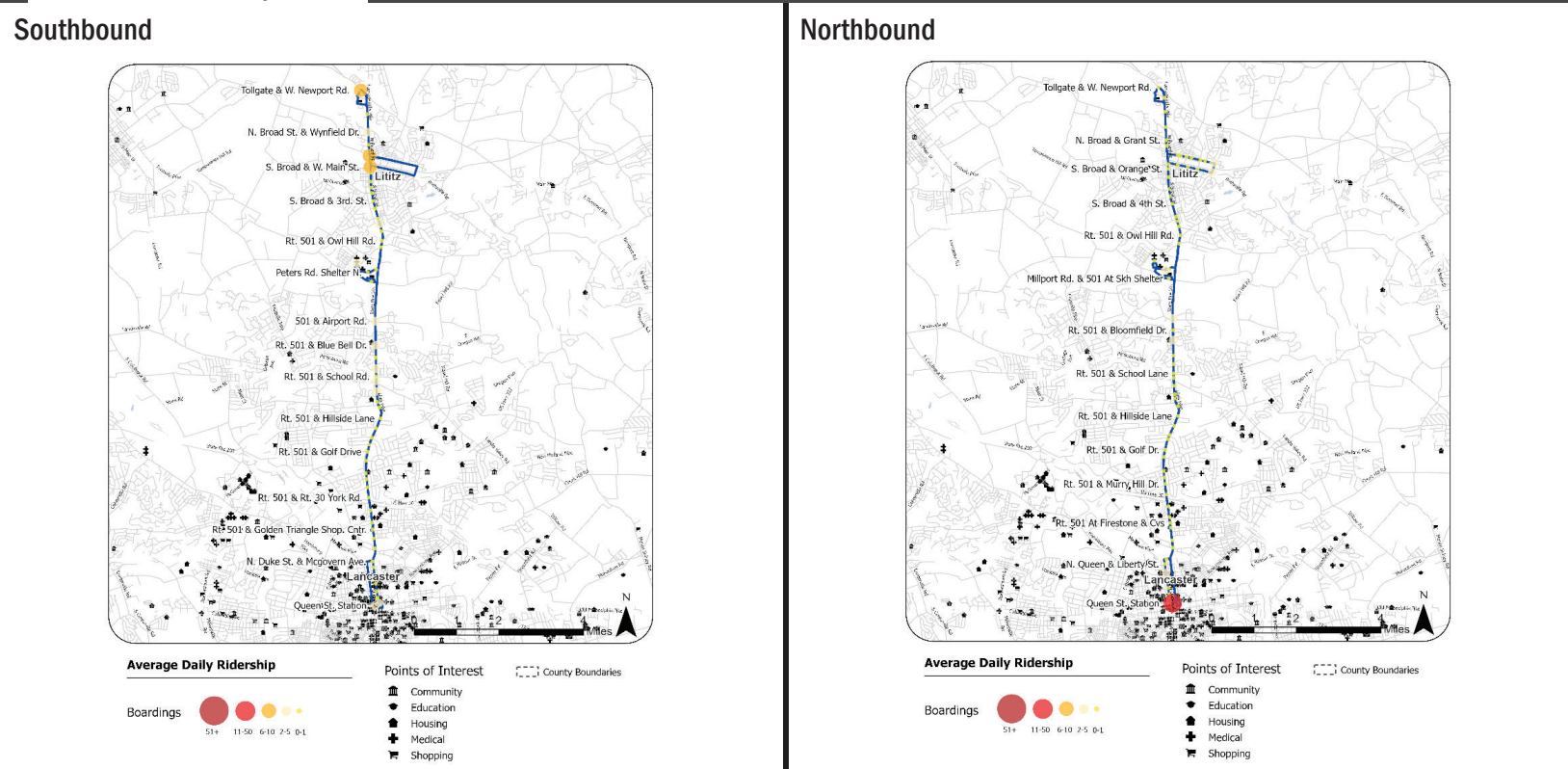
Key Points of Interest: Downtown Lancaster, Lancaster Shopping Center, Golden Triangle Shopping Center, Neffsville, Kissel Hill, Lancashire Hall, Brethren Village, UPMC Lititz Hospital, Luther Acres, Sauder Eggs, Rock Lititz, Warwick Medical Center

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:10 AM to 6:40 PM | 35 min | 85 min | 5,603 | 87,679 | 44,992 | 11/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 6:45 AM to 6:40 PM | 80 min | 90 min | | | | 12/19 | |
| Sunday | NA | NA min | NA min | | | | 9/19 | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 10

Description: *Downtown Lancaster to Lititz*

Lititz

Key Points of Interest: *Downtown Lancaster, Lancaster Shopping Center, Golden Triangle Shopping Center, Neffsville, Kissel Hill, Lancashire Hall, Brethren Village, UPMC Lititz Hospital, Luther Acres, Sauder Eggs, Rock Lititz, Warwick Medical Center*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



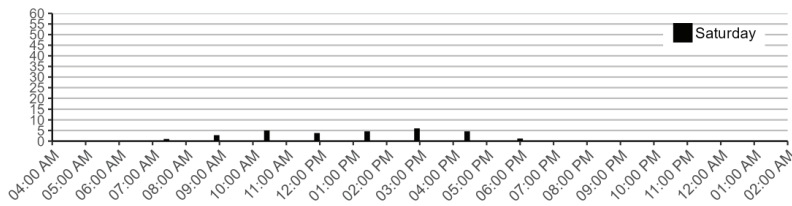
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|-------|---------------------|------|
| Weekday | 160 | 9/19 | 8.2 | 7/19 | 0.5 | 10/19 | 12.3 | 5/19 |
| Saturday | 80 | 7/16 | 6.7 | 6/16 | 0.4 | 9/16 | 10.0 | 8/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

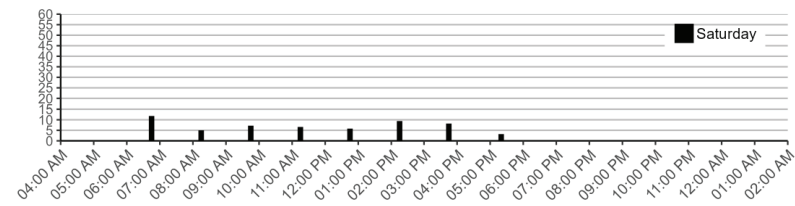


Saturday Ridership by Trip

Southbound

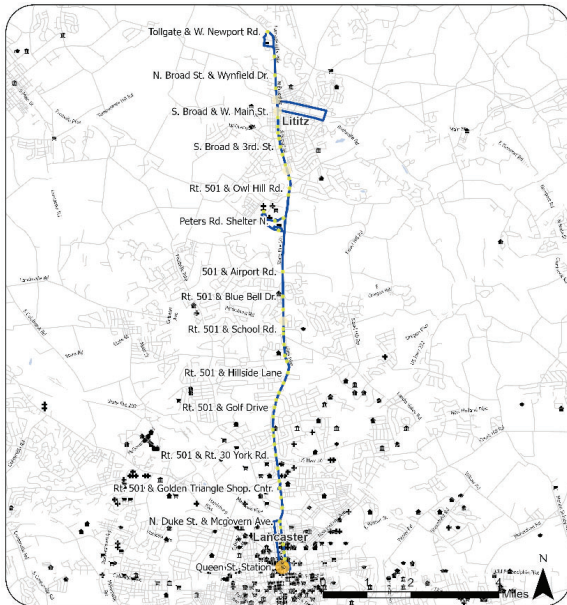


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

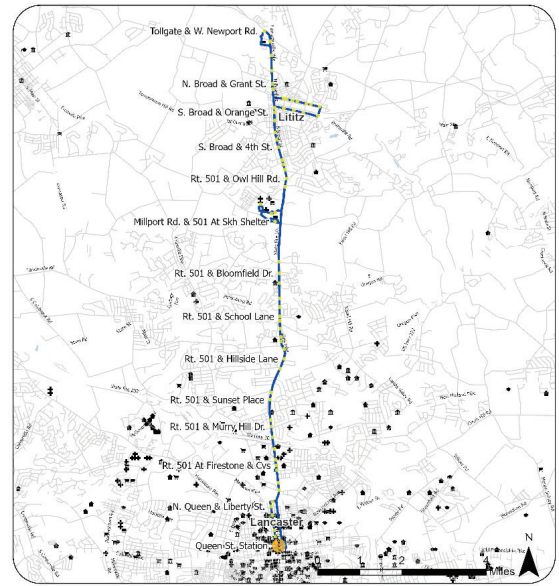


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 10

Description: *Downtown Lancaster to Lititz*

Lititz

Key Points of Interest: *Downtown Lancaster, Lancaster Shopping Center, Golden Triangle Shopping Center, Neffsville, Kissel Hill, Lancashire Hall, Brethren Village, UPMC Lititz Hospital, Luther Acres, Sauder Eggs, Rock Lititz, Warwick Medical Center*

Route Analysis

Strengths

- Fairly simple and direct alignment overall, connecting downtown Lancaster to Lititz
- Good mix of ridership generators with grocery stores, retail, and medical destinations
- Relatively strong ridership and productivity, with 12.3 passengers per trip on weekdays

Weaknesses

- Challenging operating environment north of US 30 due to auto-oriented land-use and roadway network
- Limited local coverage in Lititz, Kissel Hill, and Neffsville
- Low service frequency, especially on Saturdays
- Non-clockface service frequencies
- No Sunday service, limiting opportunities for shopping trips
- Very frequent stop spacing due to flag-stop system; may impact on-time performance

Opportunities

- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- Complement limited-service fixed route with more comprehensive Microtransit service north of US 30
- Establish mini transit hub at a retail destination such as Walmart (Hawthorne Centre) or Target (Shoppes at Belmont) to serve as a connection point between fixed-route and Microtransit service
- Establish mini transit hub at a retail destination along the Valley Road corridor to serve as a connection point between fixed-route and Microtransit service
- Interline Route 10 with Route 11 or Route 19 to provide bi-directional service and one-seat access to key destinations in multiple corridors
- Consider adding Sunday service



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

RRTA Route 11

Description: Ephrata to Lancaster

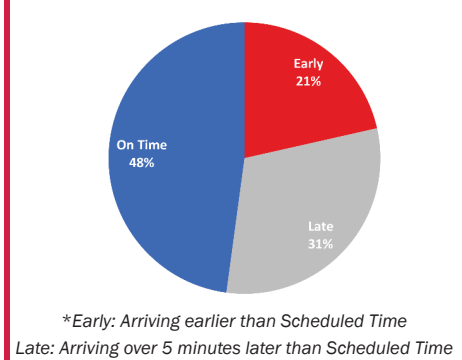
Ephrata

Key Points of Interest: Downtown Lancaster, Roseville Apartments, Oregon Pike, Olde Hickory, 222 Dutch Lanes, Akron, Ephrata, Wellspan Ephrata Community Hospital, EARS (Ephrata Area Rehabilitation Services), Walmart.

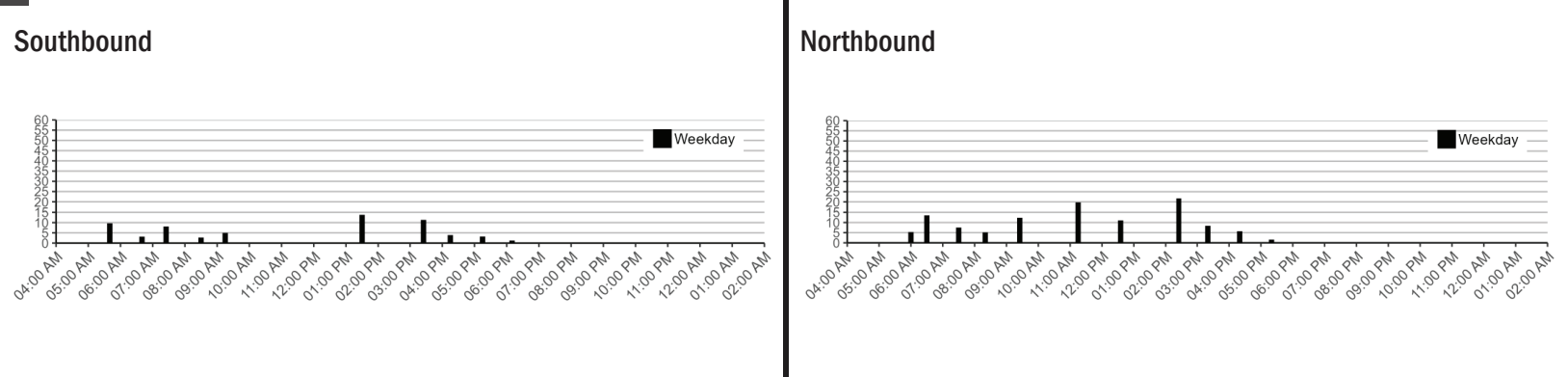
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:00 AM to 7:00 PM | 55 min | 60 min |
| Saturday | 7:50 AM to 6:45 PM | 180 min | 185 min |
| Sunday | NA | NA min | NA min |

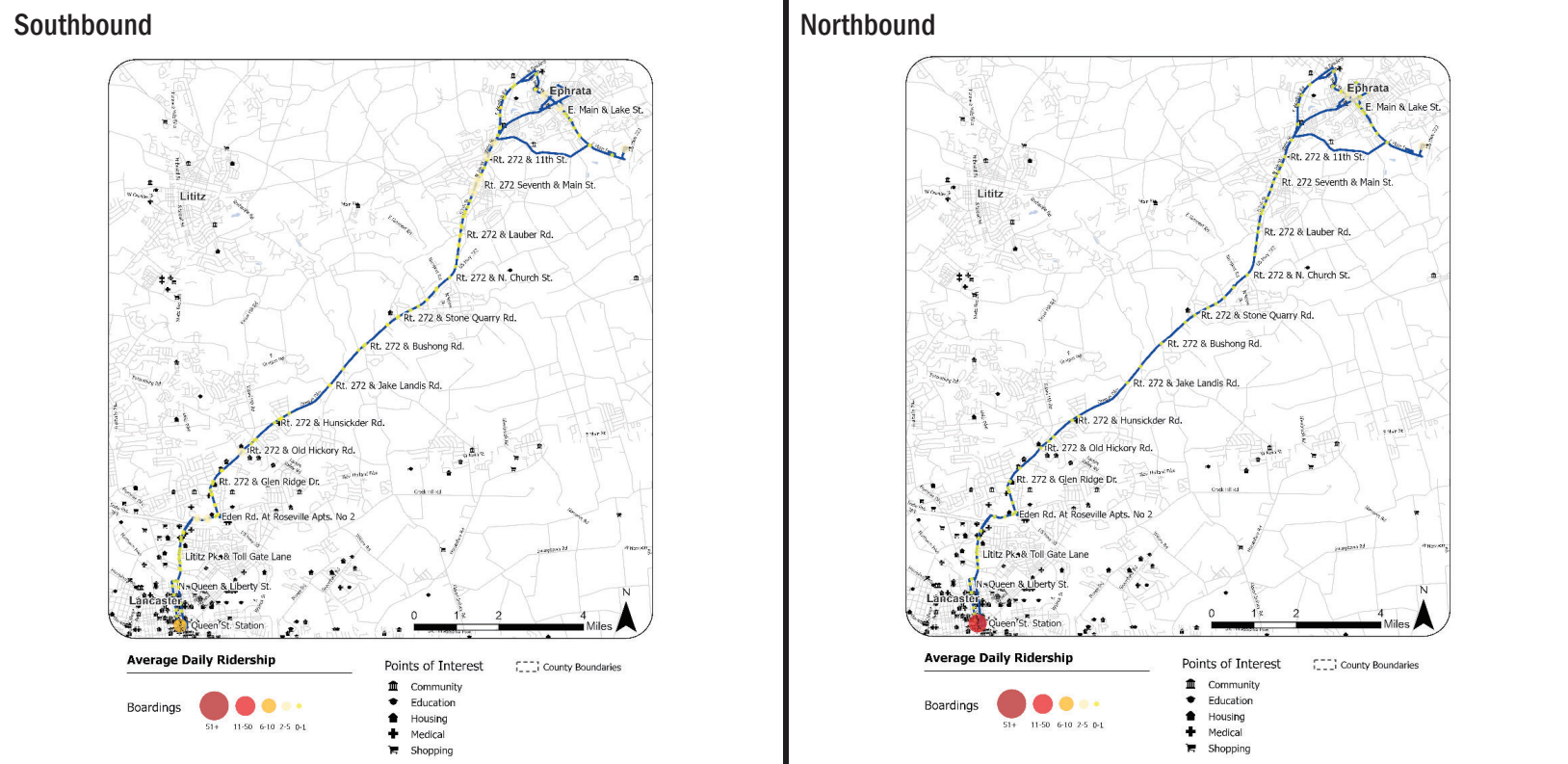
| | | Rank |
|---------------|---------|-------|
| Revenue Hours | 5,876 | 9/19 |
| Revenue Miles | 108,997 | 5/19 |
| Ridership | 37,158 | 10/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 11

Description: Ephrata to Lancaster

Ephrata

Key Points of Interest: Downtown Lancaster, Roseville Apartments, Oregon Pike, Olde Hickory, 222 Dutch Lanes, Akron, Ephrata, Wellspan Ephrata Community Hospital, EARS (Ephrata Area Rehabilitation Services), Walmart.

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



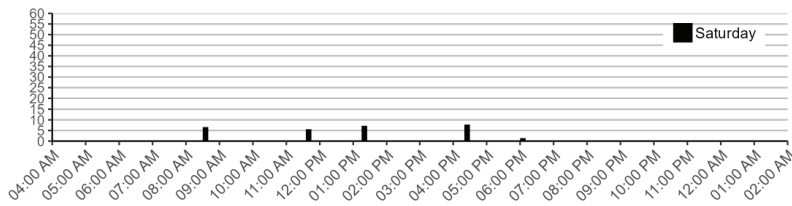
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 137 | 10/19 | 6.4 | 13/19 | 0.3 | 13/19 | 11.4 | 9/19 |
| Saturday | 42 | 11/16 | 5.3 | 11/16 | 0.3 | 13/16 | 8.4 | 10/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

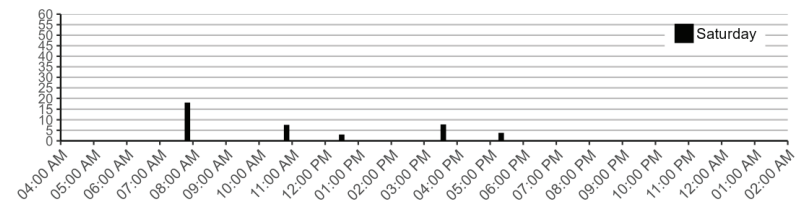


Saturday Ridership by Trip

Southbound

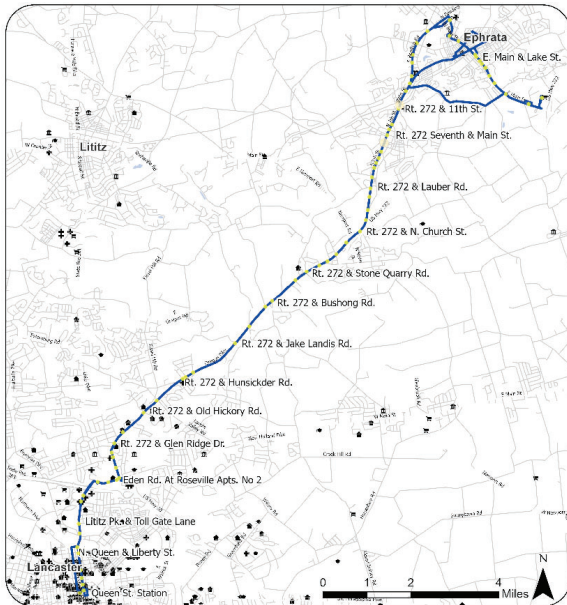


Northbound



Saturday Ridership by Stop

Southbound



Average Daily Ridership

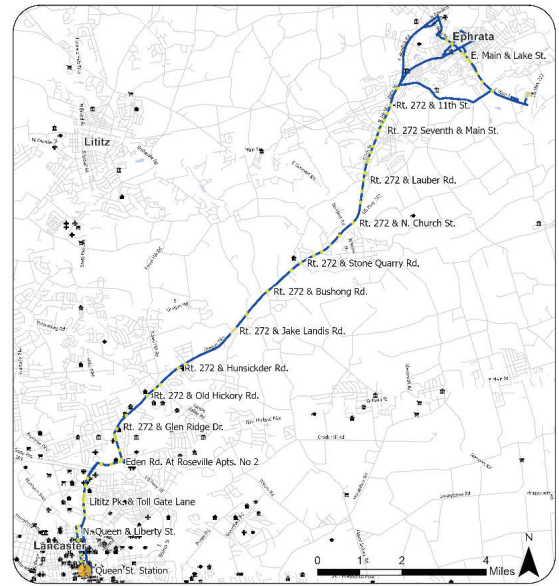


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Northbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 11

Description: Ephrata to Lancaster

Ephrata

Key Points of Interest: Downtown Lancaster, Roseville Apartments, Oregon Pike, Olde Hickory, 222 Dutch Lanes, Akron, Ephrata, Wellspan Ephrata Community Hospital, EARS (Ephrata Area Rehabilitation Services), Walmart.

Route Analysis

Strengths

- Fairly simple and direct alignment overall, connecting downtown Lancaster to Ephrata
- Only route serving Oregon Pike corridor
- Strong anchors and good mix of ridership generators, including Walmart, EARS, and Wellspan Ephrata Community Hospital
- Provides direct service to Walmart for Ephrata residents
- Weekday and Saturday service

Weaknesses

- Irregular service frequency with long headways, especially on Saturdays
- Limited local coverage in Ephrata, Akron, and Brownstone
- No Sunday service
- Very frequent stop spacing due to flag-stop system; may impact on-time performance
- No Sunday service, limiting opportunities for shopping trips

Opportunities

- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- Complement limited-service fixed route with more comprehensive Microtransit service northeast of Landis Valley Road
- Establish mini transit hub at a retail destination near the Valley Road corridor or the Landis Valley Road corridor to serve as a connection point between fixed-route and Microtransit service
- Interline Route 11 with Route 10 or Route 12 to provide bi-directional service and one-seat access to key destinations in multiple corridors
- Consider adding Sunday service
- Provide earlier service on Saturdays to address pent up demand



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

RRTA Route 12

Description: *New Holland to Lancaster*

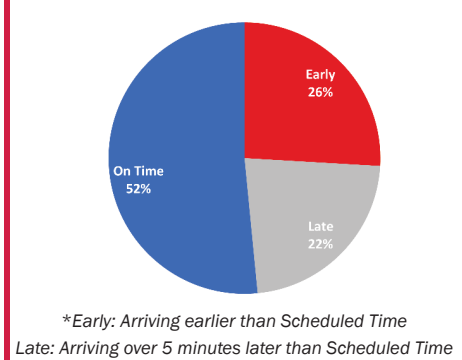
New Holland

Key Points of Interest: *Downtown Lancaster, Burle Industries, Eden, Leola, New Holland, Tyson Foods, Yoder's Country Market, Blue Ball, Shady Maple Smorgasbord*

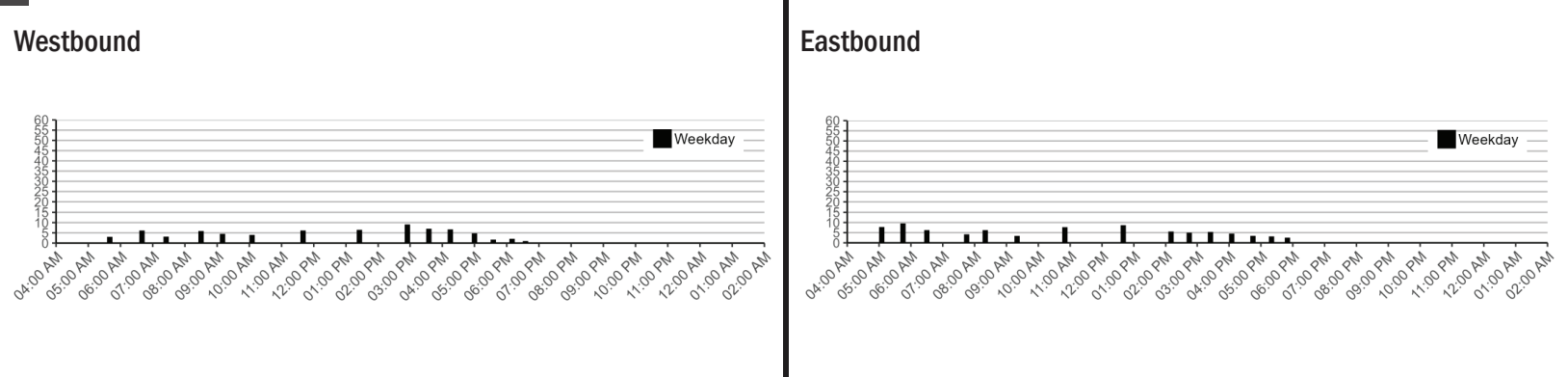
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:05 AM to 7:20 PM | 45 min | 90 min |
| Saturday | 6:15 AM to 6:55 PM | 105 min | 180 min |
| Sunday | NA | NA min | NA min |

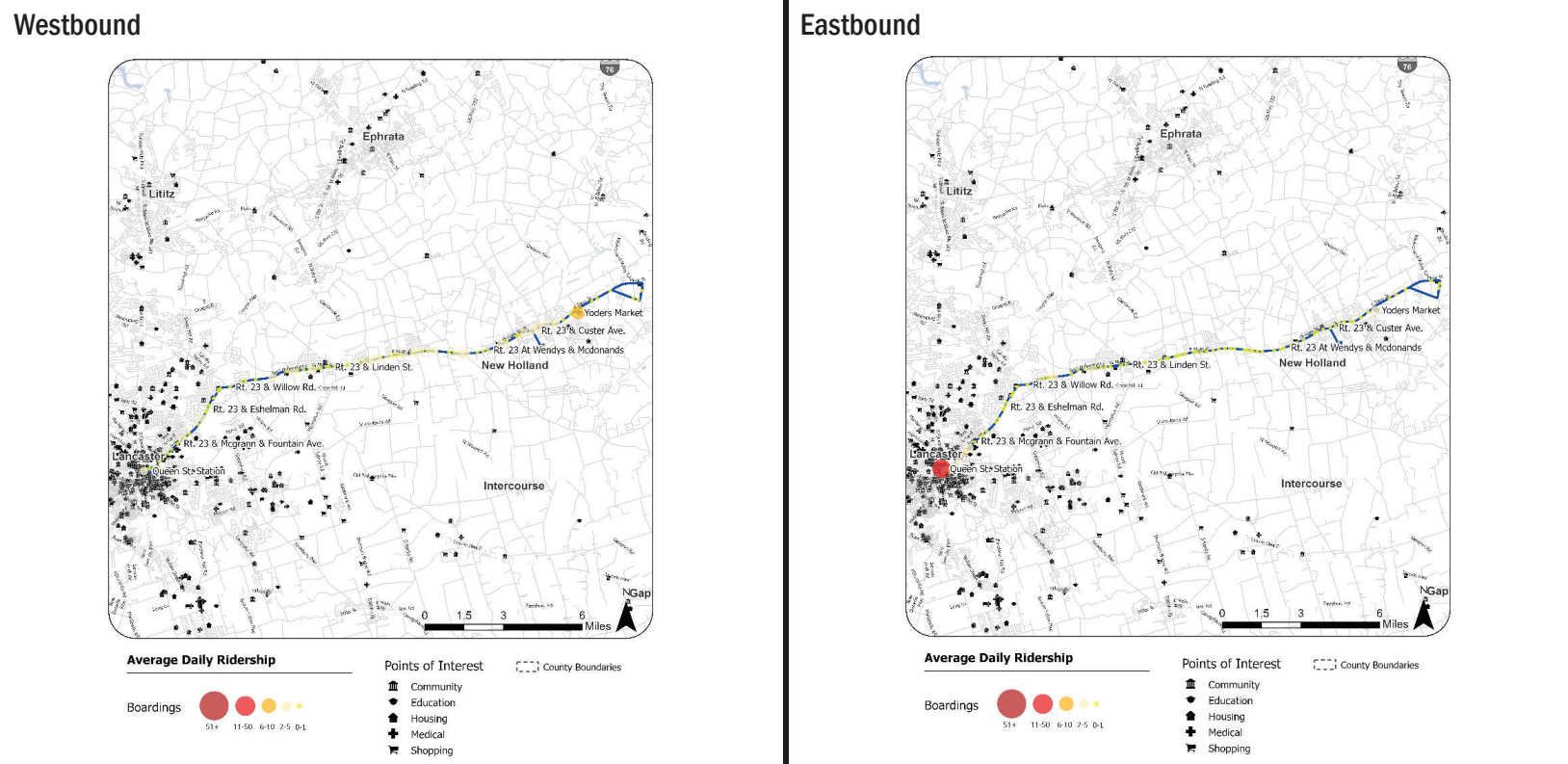
| | | Rank |
|---------------|---------|------|
| Revenue Hours | 6,954 | 7/19 |
| Revenue Miles | 133,518 | 3/19 |
| Ridership | 69,207 | 5/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 12

Description: *New Holland to Lancaster*

New Holland

Key Points of Interest: *Downtown Lancaster, Burle Industries, Eden, Leola, New Holland, Tyson Foods, Yoder's Country Market, Blue Ball, Shady Maple Smorgasbord*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



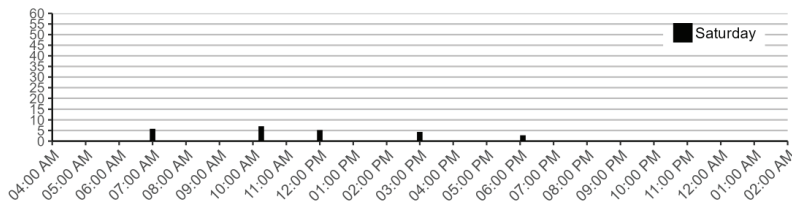
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|------|---------------------|-------|---------------------|------|
| Weekday | 258 | 4/19 | 10.1 | 3/19 | 0.5 | 9/19 | 17.2 | 2/19 |
| Saturday | 64 | 10/16 | 7.6 | 5/16 | 0.4 | 10/16 | 12.7 | 3/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

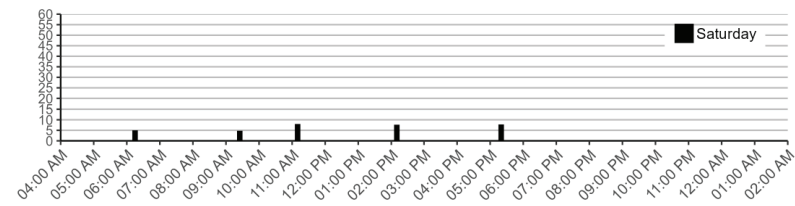


Saturday Ridership by Trip

Westbound

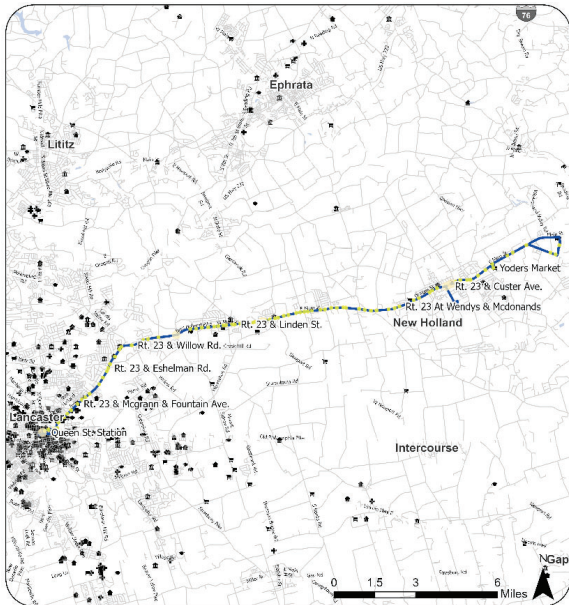


Eastbound



Saturday Ridership by Stop

Westbound



Average Daily Ridership

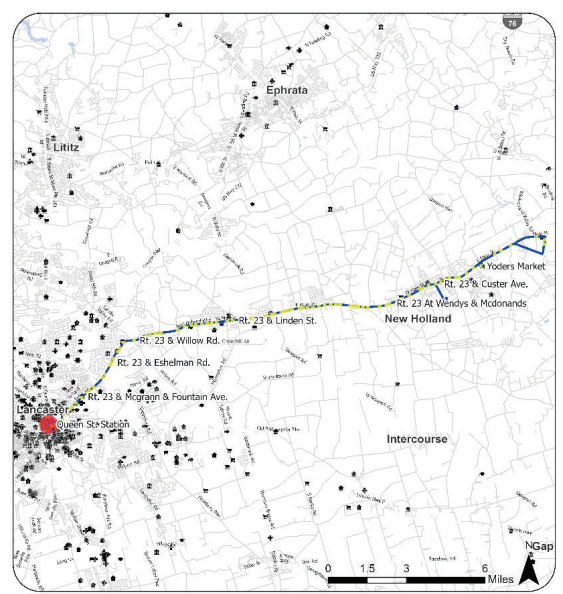


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 12

Description: *New Holland to Lancaster*

New Holland

Key Points of Interest: *Downtown Lancaster, Burle Industries, Eden, Leola, New Holland, Tyson Foods, Yoder's Country Market, Blue Ball, Shady Maple Smorgasbord*

Route Analysis

Strengths

- Simple and direct alignment providing the only service to New Holland and communities along the PA 23 corridor
- Weekday and Saturday service
- Relatively strong ridership, with 17.2 passengers per trip and 10.1 passengers per hour on weekdays
- Good mix of ridership generators along PA 23

Weaknesses

- Irregular service frequency and long service gaps (90 minutes) outside of peak periods on weekdays
- Non-clockface frequencies make schedule difficult to remember
- Limited local coverage in East Earl, Blue Ball, New Holland, Bareville, Leola, and Eden
- Very frequent stop spacing due to flag-stop system; may impact on-time performance
- No Sunday service, limiting opportunities for shopping trips

Opportunities

- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- Complement limited-service fixed route with more comprehensive Microtransit service east of US 30
- Truncate route at Deer Ford Road and provide more frequent service west of US 30, where fixed-route transit potential is greatest
- Interline Route 12 with Route 11 to provide bi-directional service and one-seat access to key destinations in multiple corridors
- Interline Route 12 with Route 3 or Route 5 to provide one-seat access to groceries and other retail destinations
- Consider adding Sunday service



Sunday Ridership by Trip

No service provided

Westbound

Eastbound



Sunday Ridership by Stop

No service provided

Westbound

Eastbound

RRTA Route 13

Description: *White Horse to Lancaster*

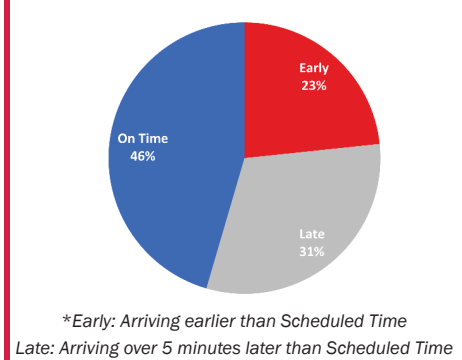
White Horse

Key Points of Interest: *Downtown Lancaster, Bridgeport, PA Dept. of Health, HACC, Bird-in-Hand, Intercourse, White Horse, Cains*

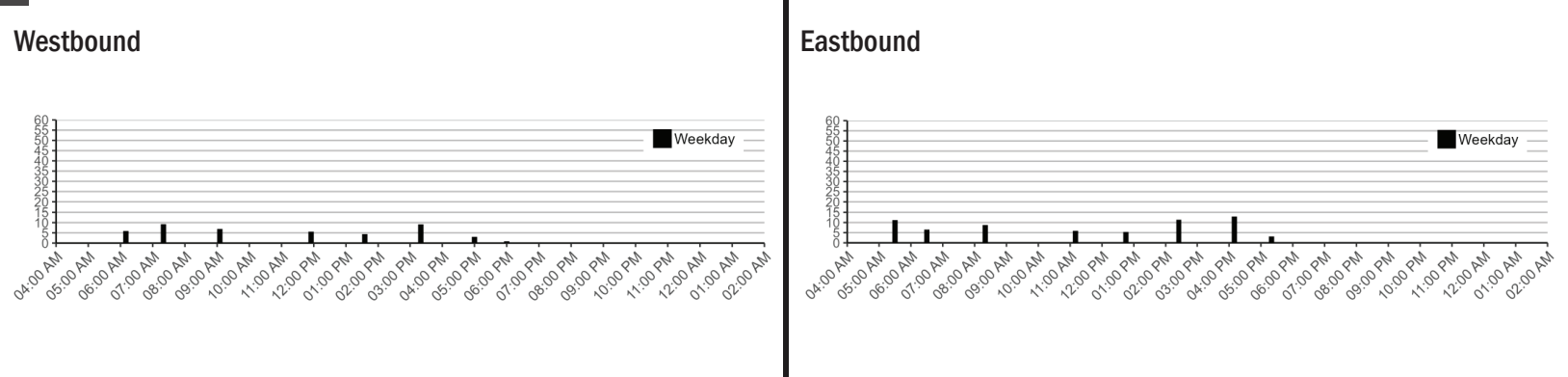
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:30 AM to 6:35 PM | 60 min | 110 min |
| Saturday | 6:30 AM to 5:15 PM | 170 min | 110 min |
| Sunday | NA | NA min | NA min |

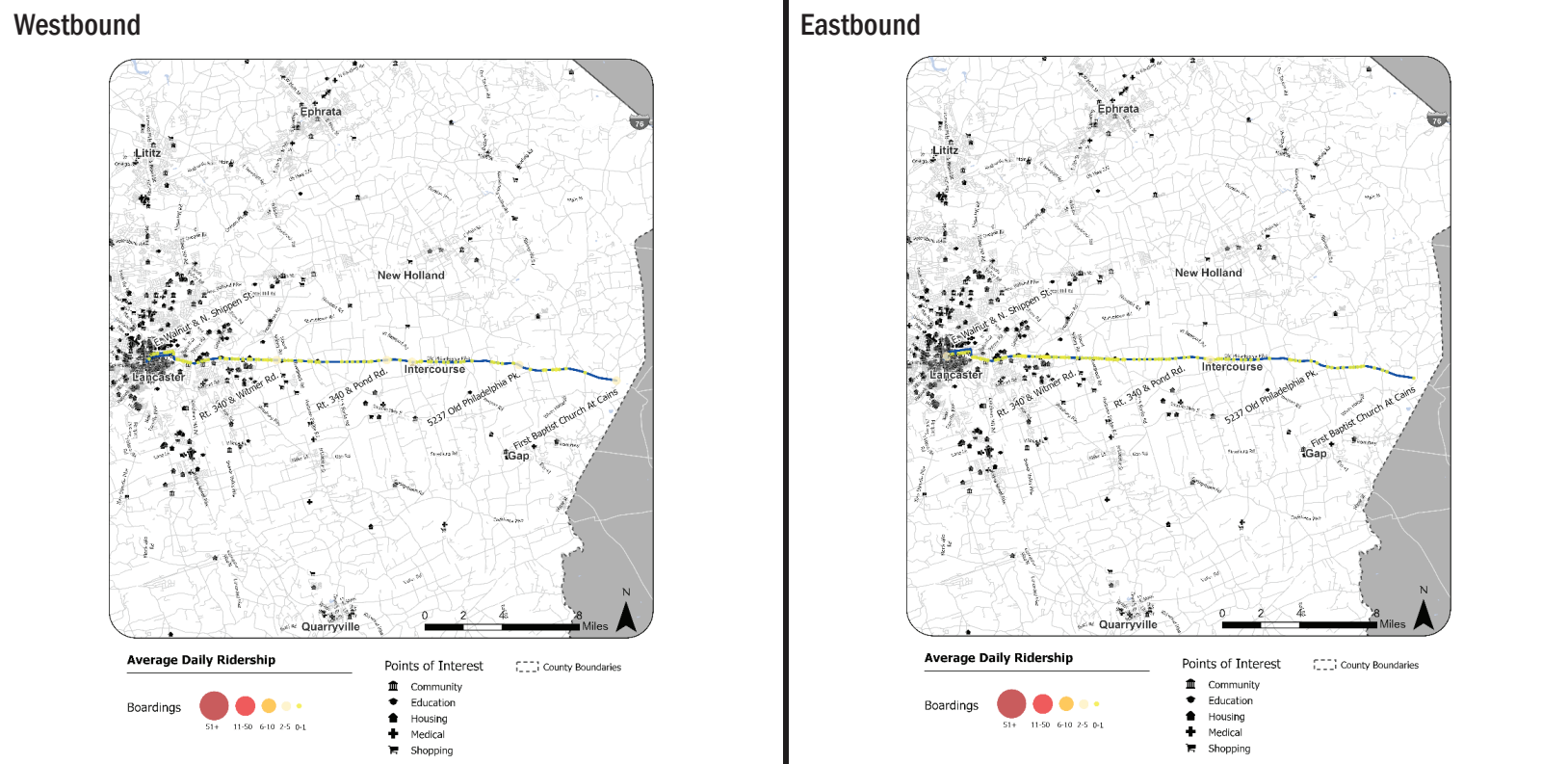
| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 3,513 | 13/19 |
| Revenue Miles | 84,080 | 13/19 |
| Ridership | 25,591 | 14/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 13

Description: White Horse to Lancaster

White Horse

Key Points of Interest: Downtown Lancaster, Bridgeport, PA Dept. of Health, HACC, Bird-in-Hand, Intercourse, White Horse, Cains

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



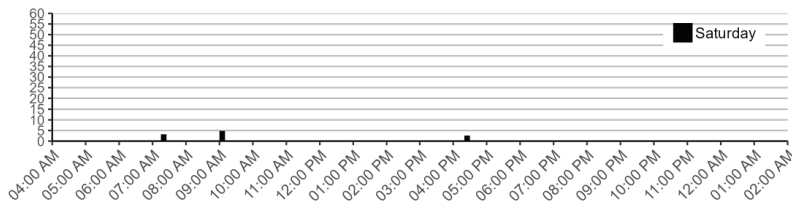
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|------|
| Weekday | 94 | 14/19 | 7.4 | 10/19 | 0.3 | 15/19 | 11.7 | 7/19 |
| Saturday | 32 | 12/16 | 6.3 | 9/16 | 0.3 | 12/16 | 10.7 | 5/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

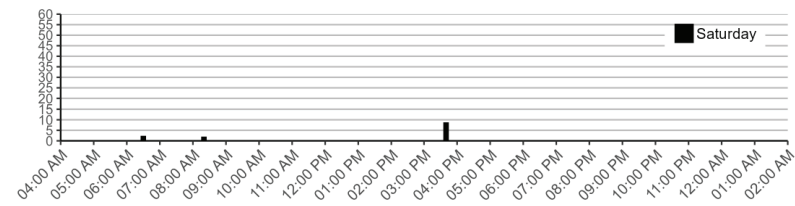


Saturday Ridership by Trip

Westbound

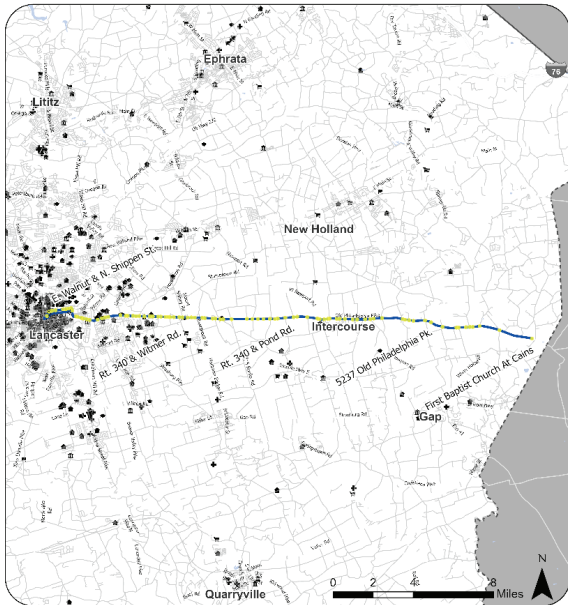


Eastbound



Saturday Ridership by Stop

Westbound



Average Daily Ridership

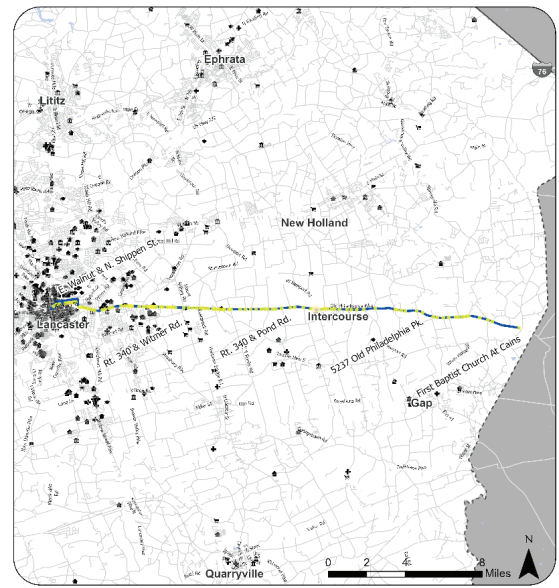


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 13

Description: White Horse to Lancaster

White Horse

Key Points of Interest: Downtown Lancaster, Bridgeport, PA Dept. of Health, HACC, Bird-in-Hand, Intercourse, White Horse, Cains

Route Analysis

Strengths

- Simple and direct alignment providing the only service to White Horse and other communities along the Old Philadelphia Pike corridor
- Weekday and Saturday service
- Fairly destination-rich corridor providing job-access opportunities

Weaknesses

- Generally low-density environment east of US 30, and especially east of Ronks Road
- Long service gaps (110 minutes) outside of peak periods on weekdays
- Non-clockface frequencies make schedule difficult to remember
- No Sunday service
- Many stretches of corridor do not have sidewalks
- Few passenger amenities at bus stops

Opportunities

- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- Extend service into Compass to provide access to Hillside Bulk Foods and other points of interest
- Complement limited-service fixed route with more comprehensive Microtransit service east of US 30
- Establish mini transit hub at a retail destination in the Lincoln Highway corridor to serve as a connection point between fixed-route and Microtransit service
- Truncate fixed-route service at a mini hub in the Lincoln Highway corridor and provide more frequent service west of the hub, where fixed-route transit potential is greatest
- Interline Route 13 and Route 14 to provide bi-directional service and one-seat access to key destinations in both corridors



Sunday Ridership by Trip

No service provided

Westbound

Eastbound



Sunday Ridership by Stop

No service provided

Westbound

Eastbound

RRTA Route 14

Description: *Downtown Lancaster to Rockvale Outlets*

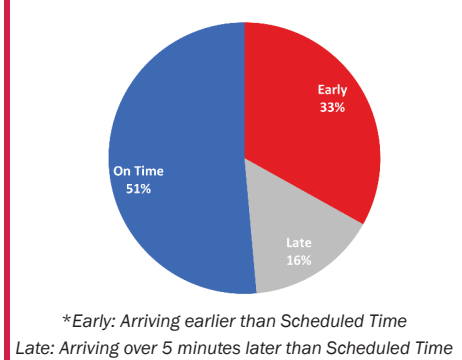
Rockvale Outlets

Key Points of Interest: *Downtown Lancaster, Bridgeport, Walmart Park N' Ride, East Towne Center, Tanger Outlets, Rockvale Outlets*

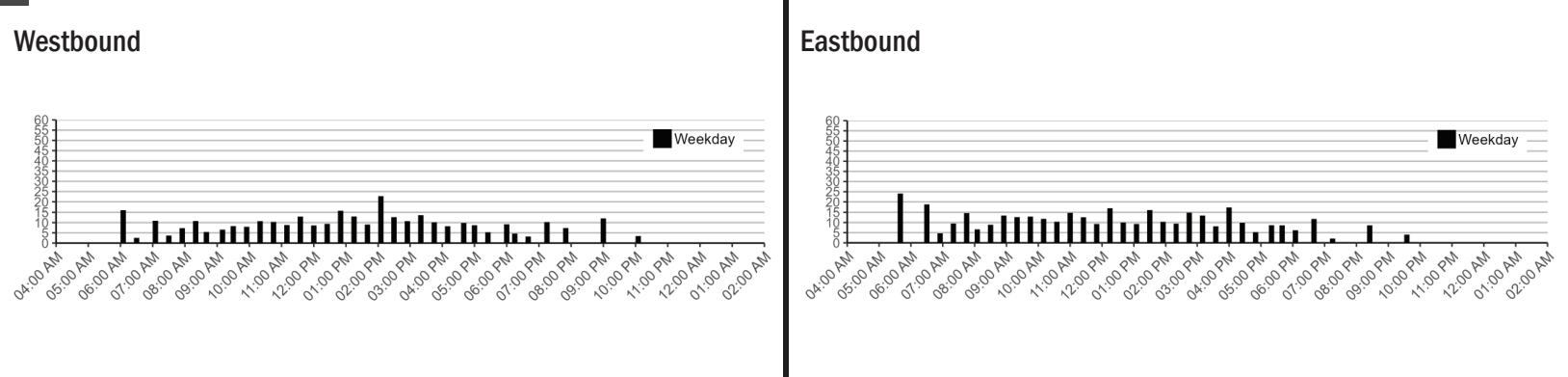
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:40 AM to 10:40 PM | 25 min | 25 min |
| Saturday | 6:30 AM to 10:40 PM | 25 min | 25 min |
| Sunday | 7:15 AM to 7:10 PM | 30 min | 45 min |

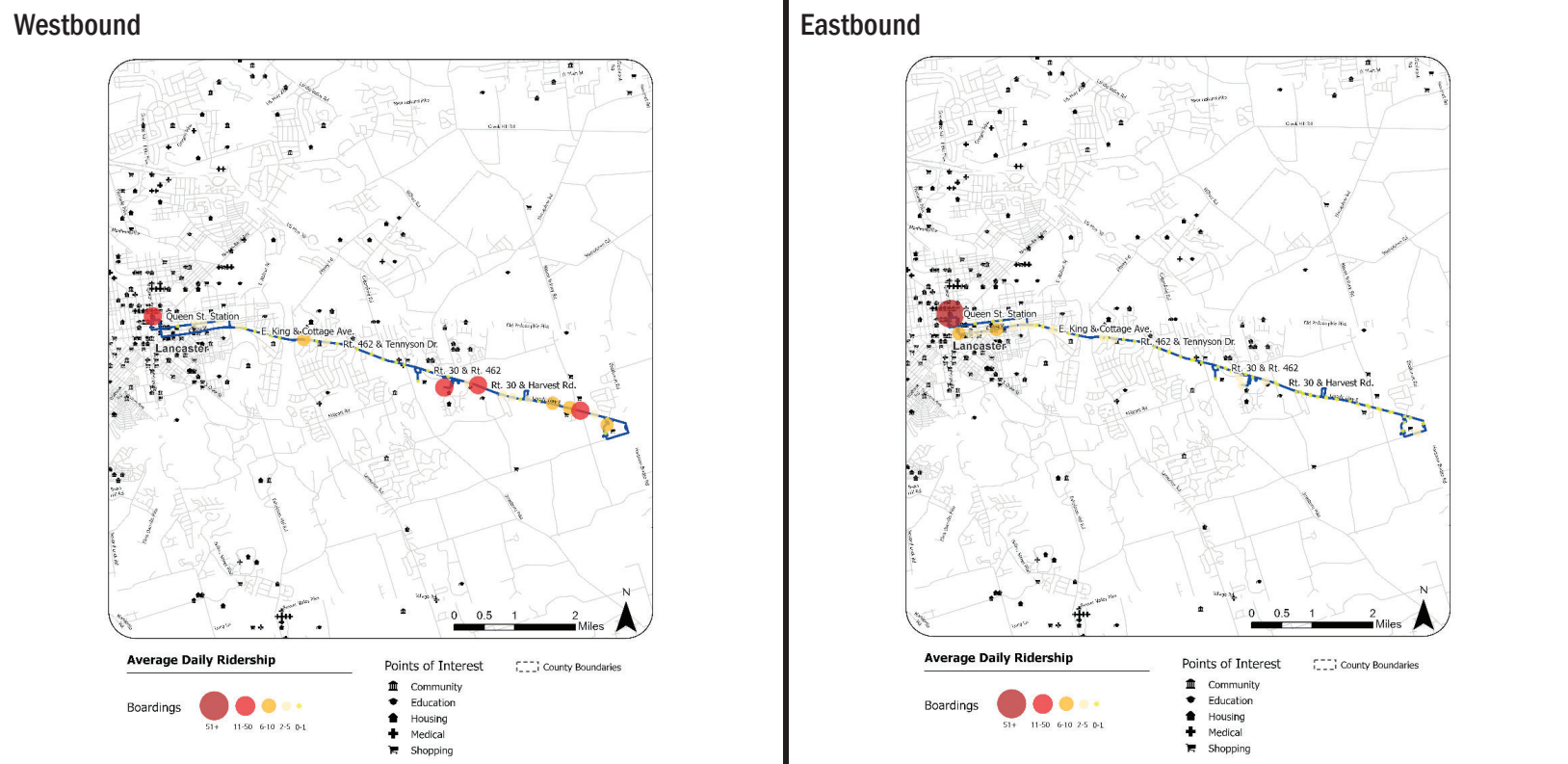
| | | Rank |
|---------------|---------|------|
| Revenue Hours | 14,454 | 1/19 |
| Revenue Miles | 180,331 | 2/19 |
| Ridership | 180,935 | 1/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 14

Description: *Downtown Lancaster to Rockvale Outlets*

Rockvale Outlets

Key Points of Interest: *Downtown Lancaster, Bridgeport, Walmart Park N' Ride, East Towne Center, Tanger Outlets, Rockvale Outlets*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



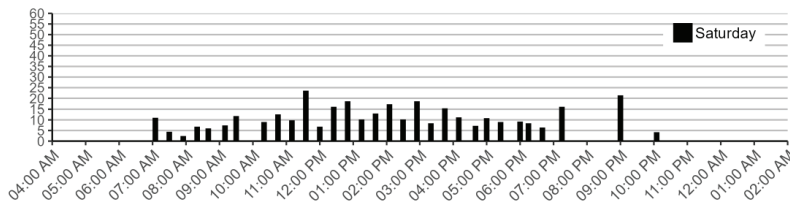
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 548 | 2/19 | 12.6 | 1/19 | 1.0 | 1/19 | 15.7 | 3/19 |
| Saturday | 505 | 1/16 | 12.1 | 1/16 | 1.0 | 1/16 | 14.4 | 2/16 |
| Sunday | 287 | 1/7 | 12.6 | 1/7 | 1.0 | 1/7 | 15.9 | 1/7 |

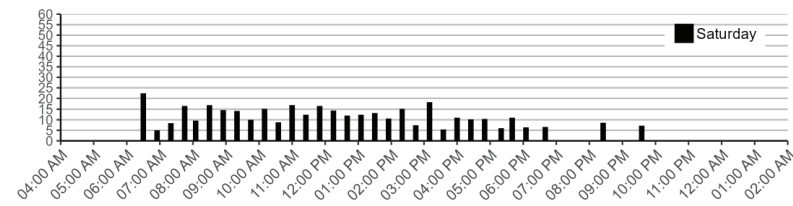


Saturday Ridership by Trip

Westbound

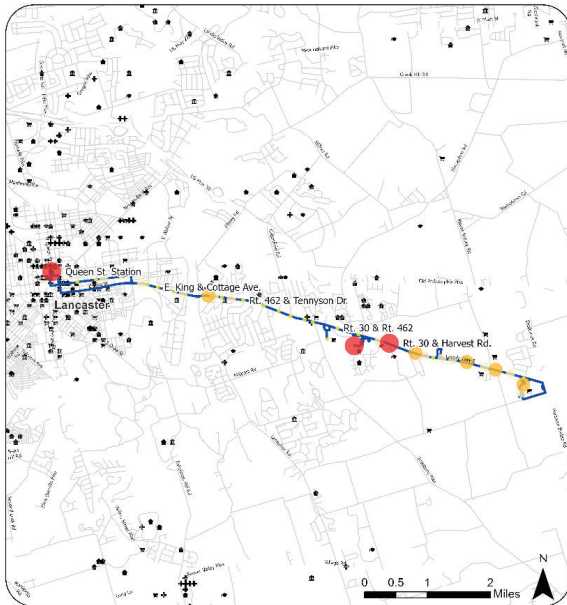


Eastbound



Saturday Ridership by Stop

Westbound



Average Daily Ridership

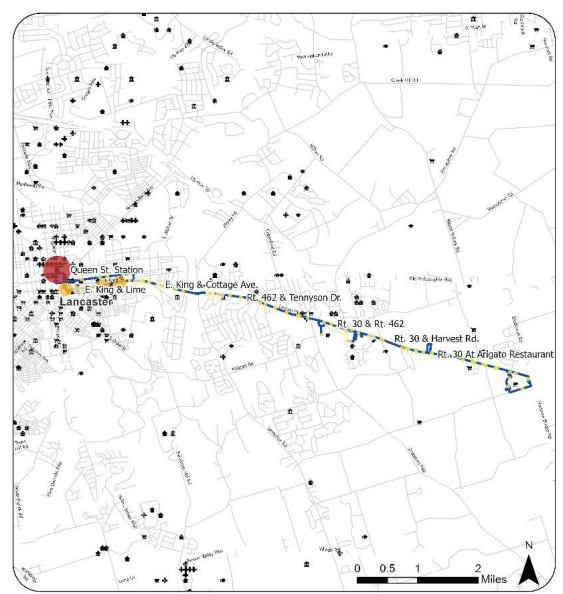


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 14

Description: *Downtown Lancaster to Rockvale Outlets*

Rockvale Outlets

Key Points of Interest: *Downtown Lancaster, Bridgeport, Walmart Park N' Ride, East Towne Center, Tanger Outlets, Rockvale Outlets*

Route Analysis

Strengths

- Highest productivity RRTA route in terms of passengers per hour and passengers per mile
- Seven-day-a-week service
- Relatively high service frequency and extensive span of service on Weekdays and Saturdays
- Good mix of ridership generators along Lincoln Highway corridor

Weaknesses

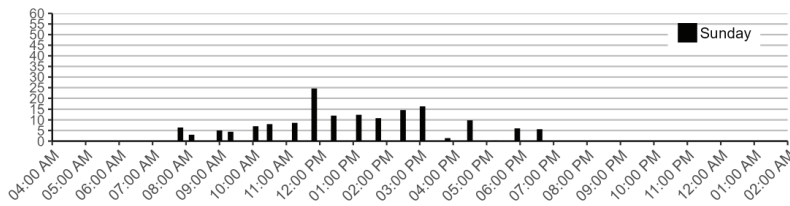
- Challenging operating environment due to layout of retail centers
- Unsafe crossing of US 30 exit ramp to access East Towne Center retail
- Redundant service with Route 21
- Non-clockface frequencies make schedule difficult to remember
- Ridership spikes on earliest eastbound trips suggesting pent up demand for earlier service

Opportunities

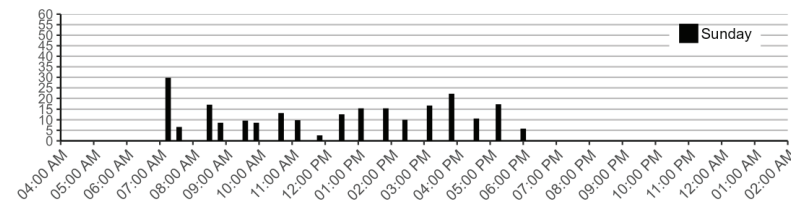
- Establish mini transit hub at a retail destination in the Lincoln Highway corridor to serve as a connection point between fixed-route and Microtransit service
- Interline Route 13 and Route 14 to provide bi-directional service and one-seat access to key destinations in both corridors
- Consider alignment changes to streamline service and reduce unprotected crossings, such as using Oakview and Greenland Drive to serve East Towne Center and multifamily housing
- Provide earlier service to address pent up demand, particularly on Sundays

Sunday Ridership by Trip

Westbound

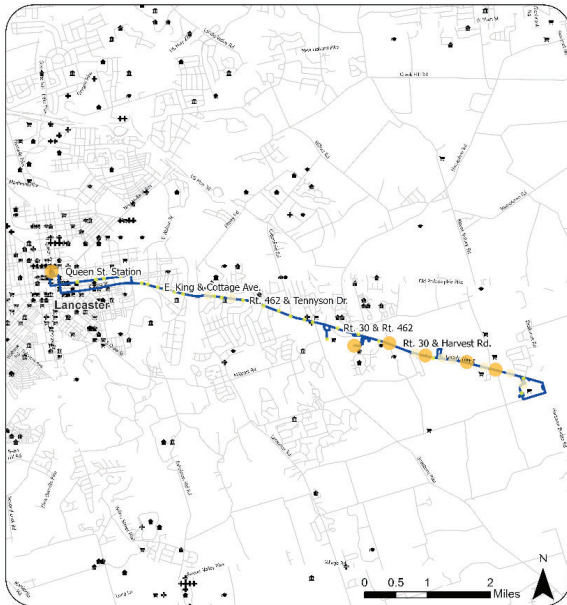


Eastbound



Sunday Ridership by Stop

Westbound



Average Daily Ridership

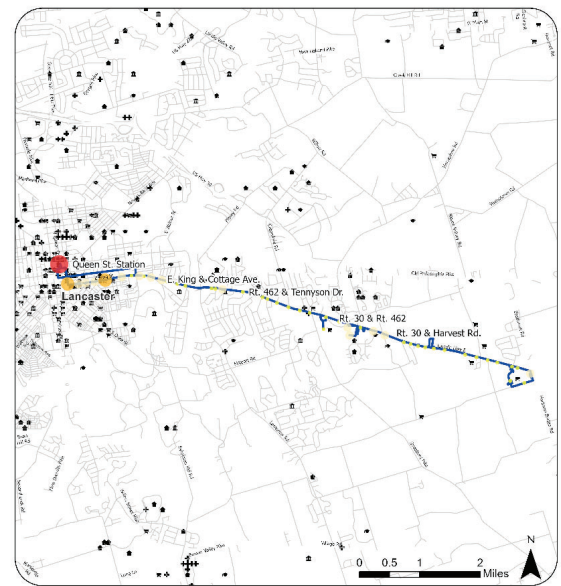


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 15

Description: Willow Street Loop

Willow Street

Key Points of Interest: Downtown Lancaster, South Prince Street, Willow Street, Willow Valley Manor, Willow Valley Square, Kendig Square, Willow Valley Lakes Manor, Willow View Heights

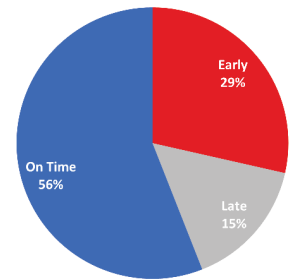
Operating Characteristics

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:50 AM to 6:10 PM | 40 min | 125 min |
| Saturday | 8:20 AM to 4:20 PM | 60 min | 120 min |
| Sunday | NA | NA min | NA min |

Annual Statistics

| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 2,714 | 17/19 |
| Revenue Miles | 39,530 | 15/19 |
| Ridership | 17,462 | 16/19 |

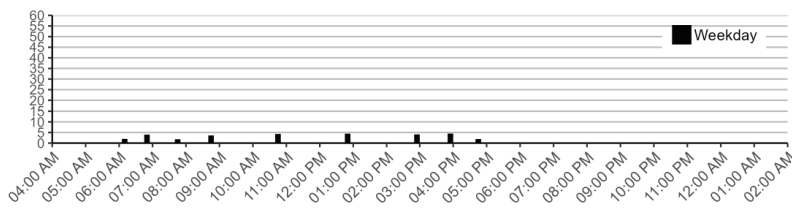
On-Time Performance



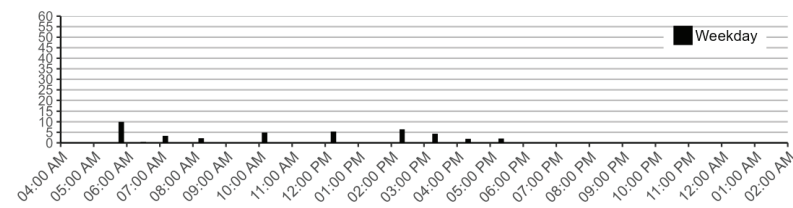
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Northbound

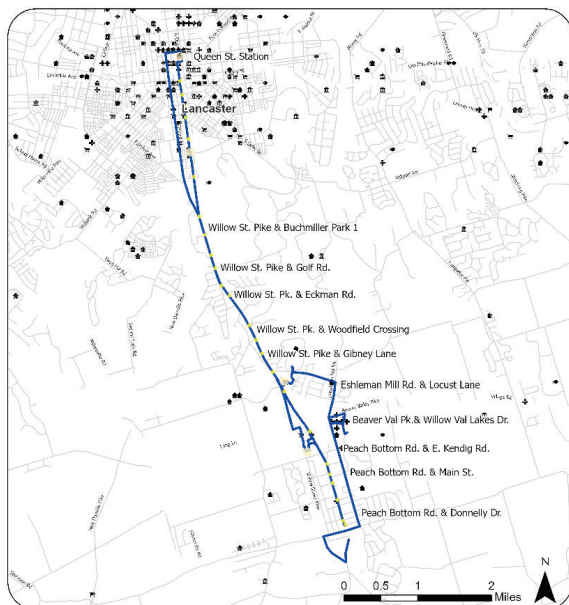


Southbound



Weekday** Ridership by Stop

Northbound



Average Daily Ridership

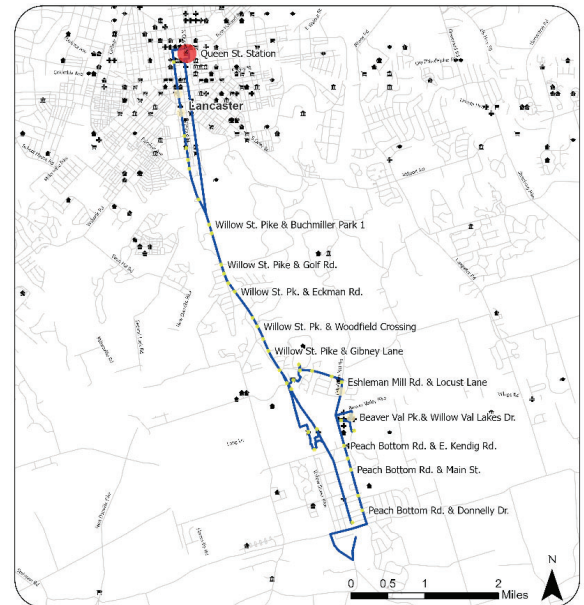


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 15

Description: Willow Street Loop

Willow Street

Key Points of Interest: Downtown Lancaster, South Prince Street, Willow Street, Willow Valley Manor, Willow Valley Square, Kendig Square, Willow Valley Lakes Manor, Willow View Heights

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



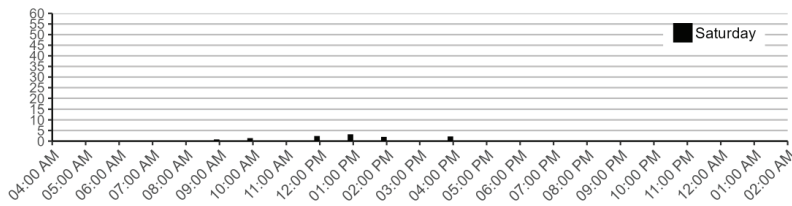
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 64 | 16/19 | 6.7 | 12/19 | 0.5 | 12/19 | 6.4 | 15/19 |
| Saturday | 24 | 14/16 | 4.1 | 15/16 | 0.3 | 11/16 | 4.1 | 14/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

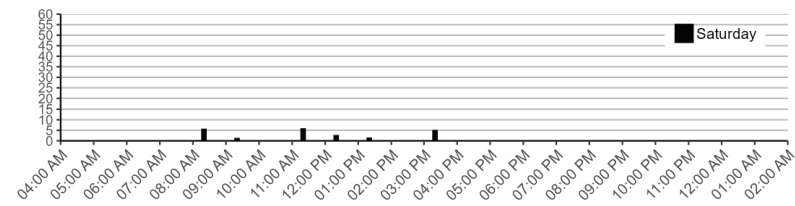


Saturday Ridership by Trip

Northbound



Southbound

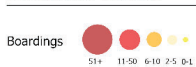


Saturday Ridership by Stop

Northbound



Average Daily Ridership

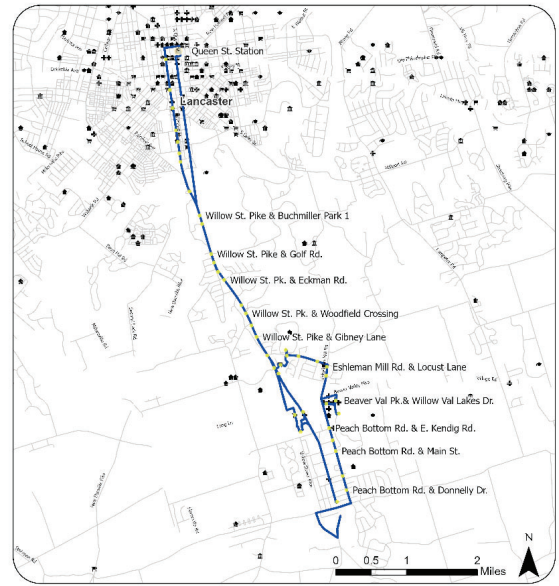


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 15

Description: Willow Street Loop

Willow Street

Key Points of Interest: Downtown Lancaster, South Prince Street, Willow Street, Willow Valley Manor, Willow Valley Square, Kendig Square, Willow Valley Lakes Manor, Willow View Heights

Route Analysis

Strengths

- Provides only service along destination-rich US-222 / Willow Street Pike corridor
- Connects residential communities to Downtown Lancaster and grocery stores along Willow Street
- Serves the Lancaster VA Clinic, a key regional destination
- Provides Weekday and Saturday service

Weaknesses

- Circuitous alignment in Willow Street, with several deviations into parking lots
- Low ridership and productivity, with an average of only 6.4 passengers per trip on weekdays and 4.1 passengers per trip on Saturdays
- No Sunday service
- Irregular frequency and long service gaps outside of peak periods

Opportunities

- Work with municipal partners to improve sidewalks and other pedestrian connections, in order to facilitate more streamlined service and avoid parking lot operations
- Restructure route to maximize bi-directional service. For example, service Giant, continue of VA Clinic via Willow Valley Square, Dorian, and Florentine Dr., then to Kendig Square via Willow Valley Lakes and Kendig Rd.
- Eliminate service south of Kendig Square and the VA Clinic to shorten route and create more regular frequencies
- Establish a park-and-ride at Kendig Square to improve accessibility to service
- Complement fixed-route service with Microtransit serving Willow Street and West Willow, and anchored at Kendig Square



Sunday Ridership by Trip

No service provided

Northbound

Southbound



Sunday Ridership by Stop

No service provided

Northbound

Southbound

RRTA Route 16

Description: *Millersville to Lancaster*

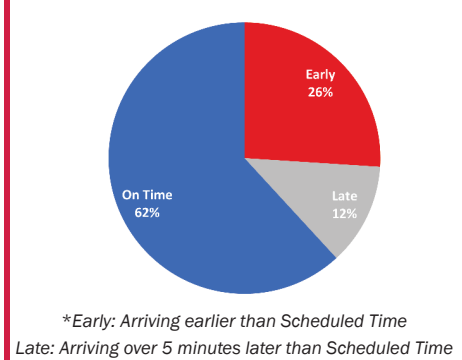
Millersville

Key Points of Interest: *Downtown Lancaster, Manor Center, Lancaster Greens Apartments, Millersville Pike, Millersville, Millersville University*

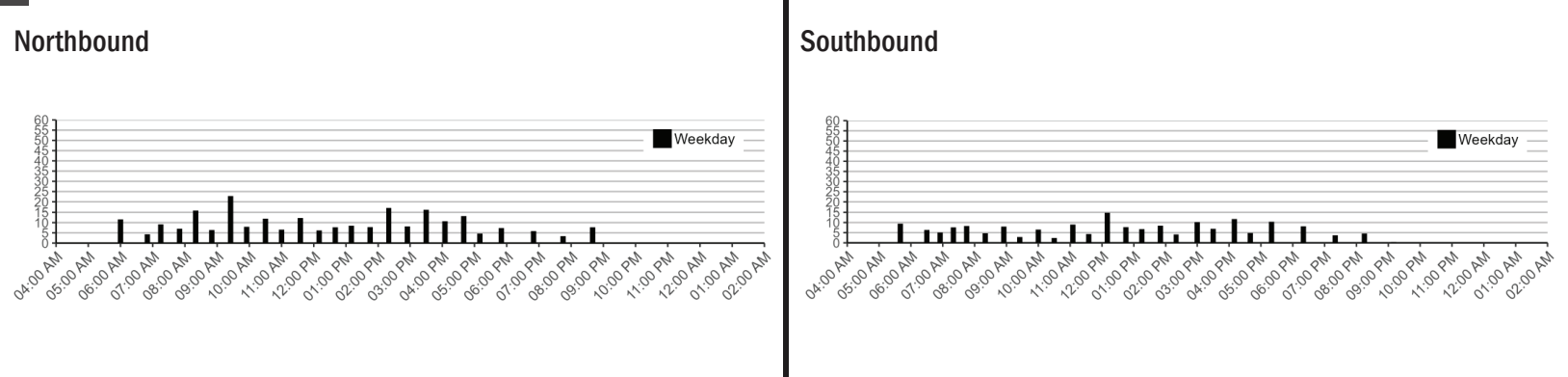
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 5:40 AM to 11:10 PM | 25 min | 40 min |
| Saturday | 7:20 AM to 11:10 PM | 55 min | 70 min |
| Sunday | 11:40 AM to 7:00 PM | NA min | 60 min |

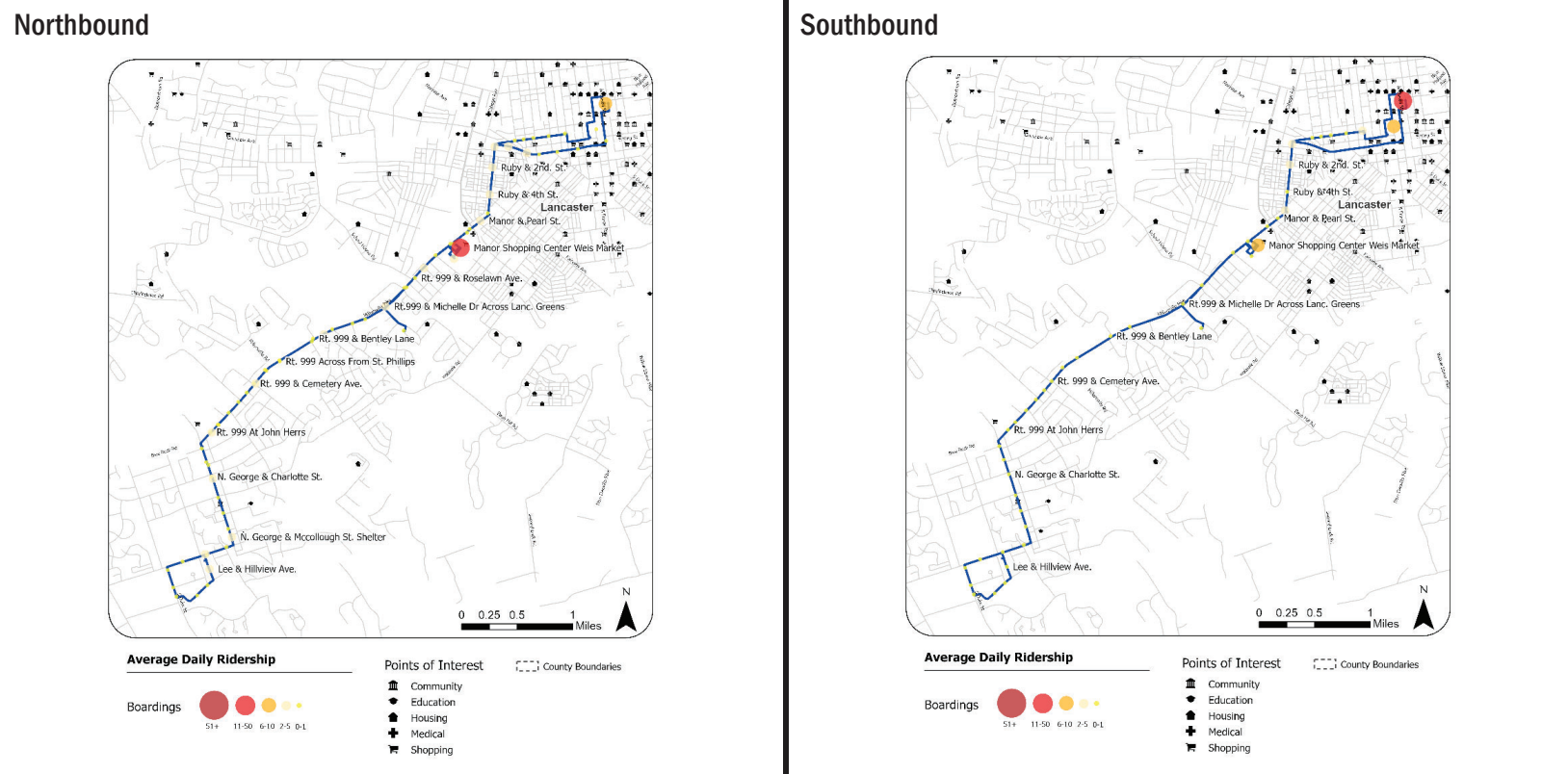
| | | Rank |
|---------------|--------|------|
| Revenue Hours | 8,451 | 6/19 |
| Revenue Miles | 97,700 | 8/19 |
| Ridership | 75,308 | 4/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 16

Description: *Millersville to Lancaster*

Millersville

Key Points of Interest: *Downtown Lancaster, Manor Center, Lancaster Greens Apartments, Millersville Pike, Millersville, Millersville University*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



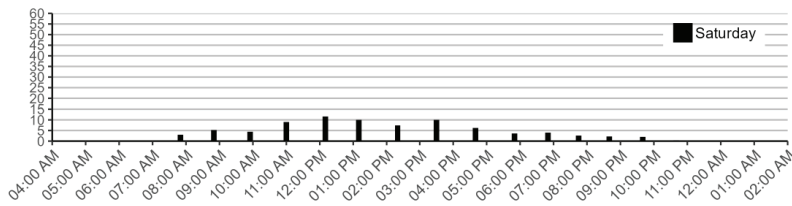
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|-------|
| Weekday | 257 | 5/19 | 9.1 | 5/19 | 0.8 | 5/19 | 9.5 | 11/19 |
| Saturday | 133 | 5/16 | 8.4 | 4/16 | 0.7 | 3/16 | 4.9 | 13/16 |
| Sunday | 57 | 4/7 | 7.4 | 4/7 | 0.6 | 4/7 | 7.2 | 5/7 |

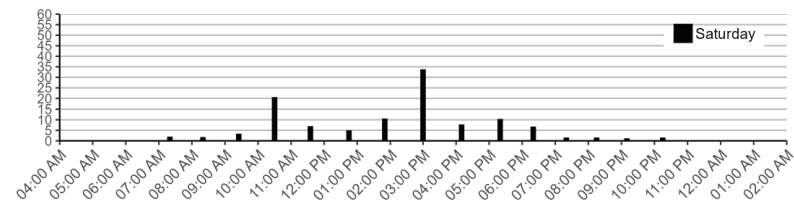


Saturday Ridership by Trip

Northbound

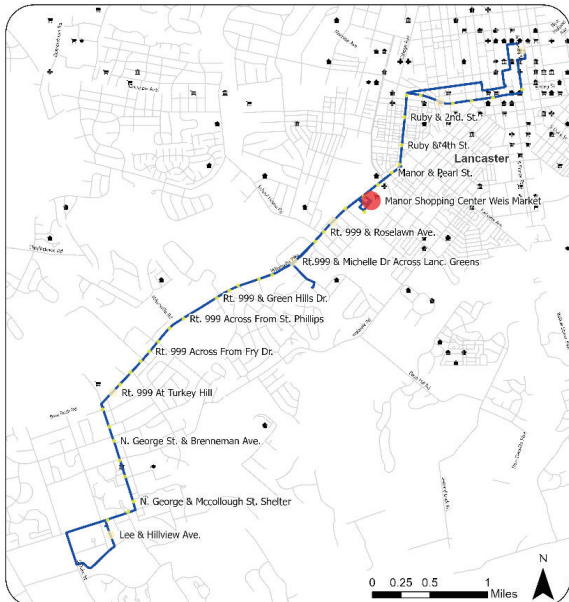


Southbound



Saturday Ridership by Stop

Northbound



Average Daily Ridership

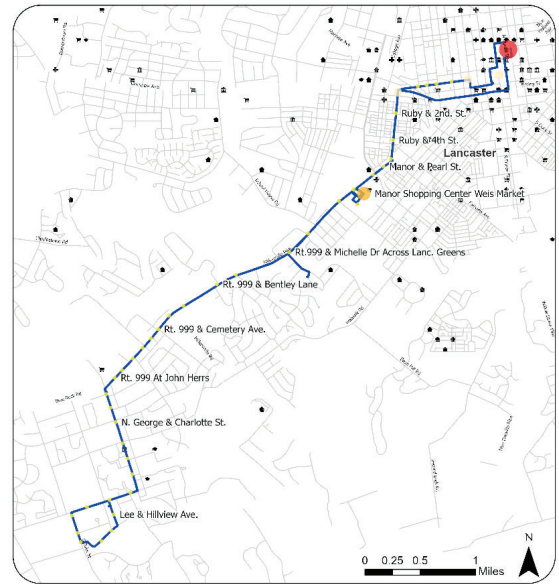


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 16

Description: *Millersville to Lancaster*

Millersville

Key Points of Interest: *Downtown Lancaster, Manor Center, Lancaster Greens Apartments, Millersville Pike, Millersville, Millersville University*

Route Analysis

Strengths

- Seven-day-a-week service
- Simple and direct alignment connecting Millersville University with retail downtown Lancaster
- Extensive span of service on Weekdays and Saturdays
- Relatively strong ridership, particularly along the northern half of the route
- Good mix of ridership generators

Weaknesses

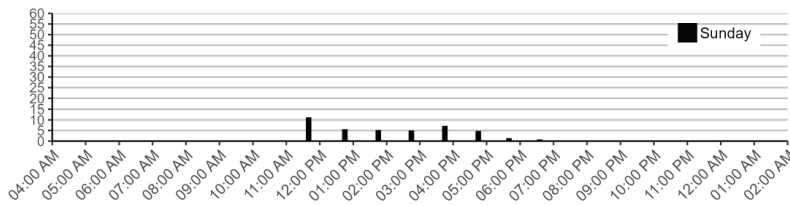
- Non-clockface frequencies make schedule difficult to remember
- Low service frequency on weekends
- No service before 11:40 am on Sundays
- Relatively low ridership for a route serving a university
- Potential for conflicts with vehicles and pedestrians at Manor Center

Opportunities

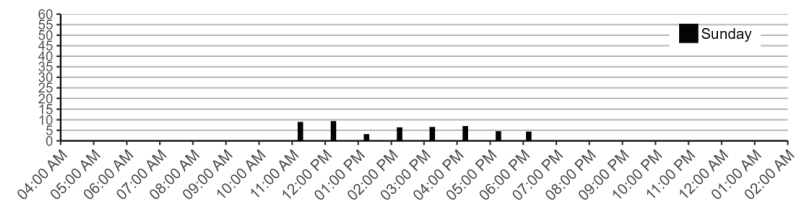
- Streamline route by serving Manor Center from Millersville Pike, which now has sidewalk and crosswalk improvements near the retail center
- Eliminate deviation into Lancaster Green Apartments due to low ridership and to allow for simpler clockface service frequency
- Improve passenger amenities outside of Millersville University to improve passenger experience and improve ridership

Sunday Ridership by Trip

Northbound

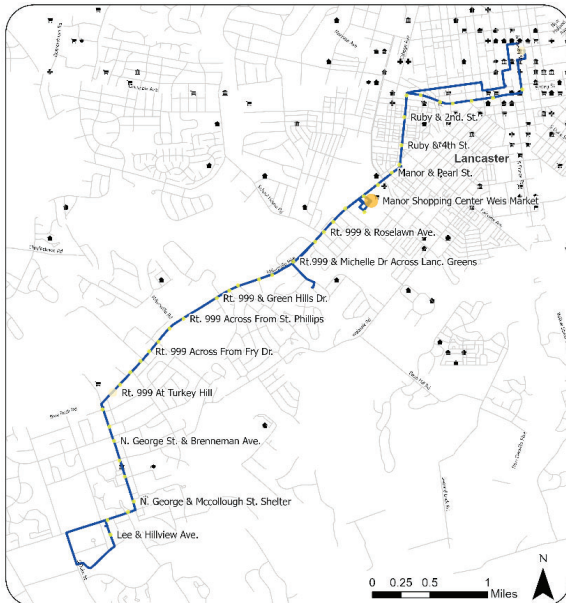


Southbound



Sunday Ridership by Stop

Northbound



Average Daily Ridership

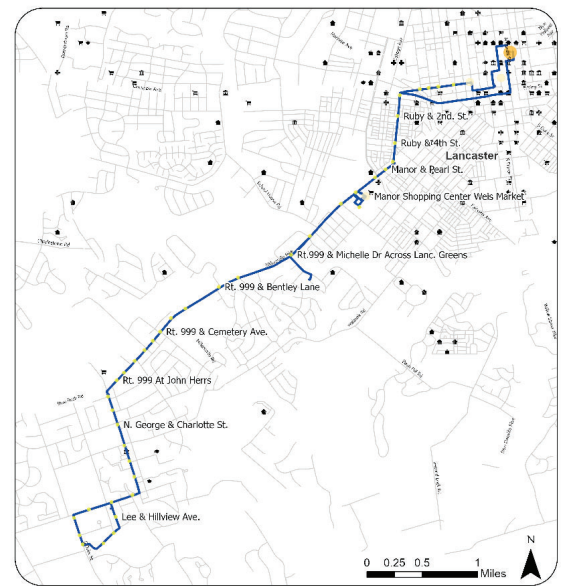


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Data Sources:

Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 17

Description: Columbia to Downtown Lancaster

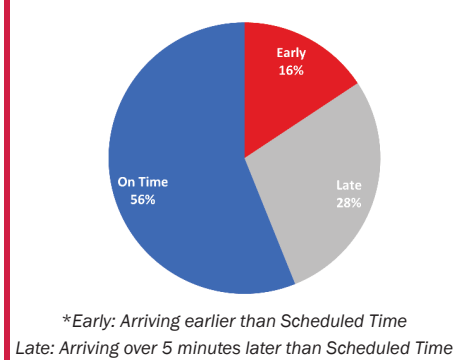
Columbia

Key Points of Interest: Downtown Lancaster, Wheatland Shopping Center, Hempfield Industrial Park, Mountville, Columbia, Marietta Borough

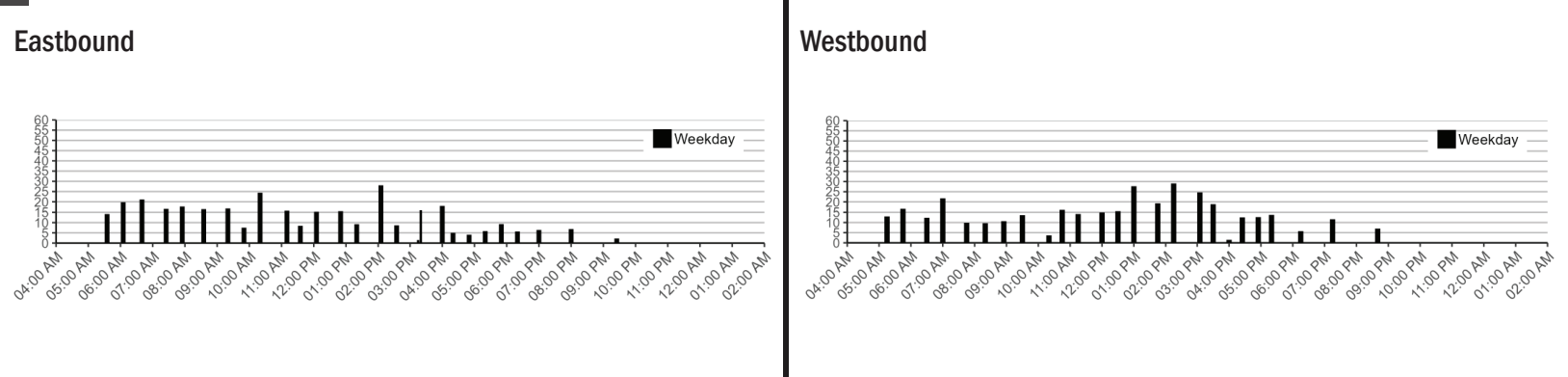
Operating Characteristics | Annual Statistics | On-Time Performance

| | Span | Frequency | |
|----------|---------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 4:50 AM to 10:05 PM | 30 min | 30 min |
| Saturday | 6:15 AM to 8:50 PM | 35 min | 70 min |
| Sunday | 10:15 AM to 7:15 PM | 45 min | 45 min |

| | | Rank |
|---------------|---------|------|
| Revenue Hours | 14,178 | 2/19 |
| Revenue Miles | 219,513 | 1/19 |
| Ridership | 169,060 | 2/19 |



Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 17

Description: Columbia to Downtown Lancaster

Columbia

Key Points of Interest: Downtown Lancaster, Wheatland Shopping Center, Hempfield Industrial Park, Mountville, Columbia, Marietta Borough

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



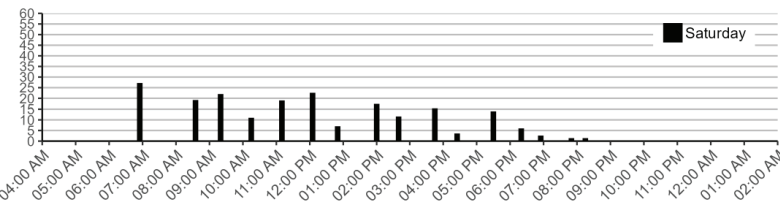
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|------|---------------------|------|---------------------|------|---------------------|------|
| Weekday | 582 | 1/19 | 12.4 | 2/19 | 0.8 | 3/19 | 22.0 | 1/19 |
| Saturday | 289 | 2/16 | 10.8 | 2/16 | 0.6 | 4/16 | 18.1 | 1/16 |
| Sunday | 107 | 2/7 | 7.2 | 5/7 | 0.4 | 6/7 | 10.7 | 2/7 |

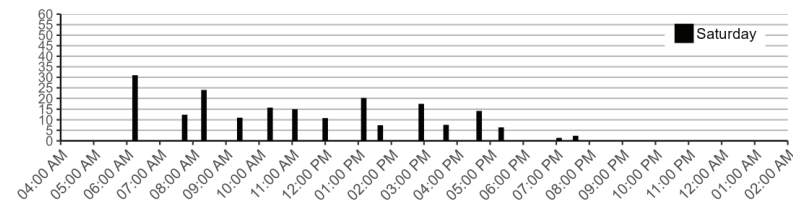


Saturday Ridership by Trip

Eastbound



Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 17

Description: Columbia to Downtown Lancaster

Columbia

Key Points of Interest: Downtown Lancaster, Wheatland Shopping Center, Hempfield Industrial Park, Mountville, Columbia, Marietta Borough

Route Analysis

Strengths

- Seven-day-a-week service
- Only RRTA route serving Marietta, Columbia, and Mountville
- Destination-rich route, including multiple grocery stores
- Provides connection opportunities to York, via Rabbit Transit
- Highest ridership among RRTA routes, with relatively strong productivity in terms of passengers per trip and passengers per hour

Weaknesses

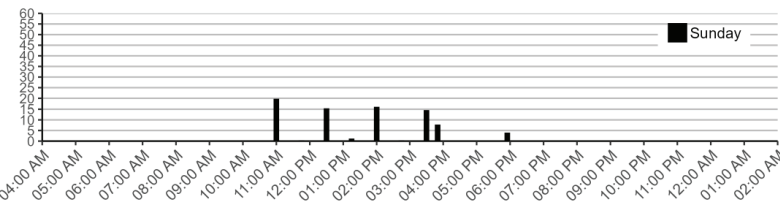
- Several route deviations and extensions, including to Hempfield Industrial Park, 18th Streets, and Marietta, add time and complexity to the route but appear to generate very little ridership.
- No service before 11:00 am on Sundays
- Non-clockface frequencies on weekends

Opportunities

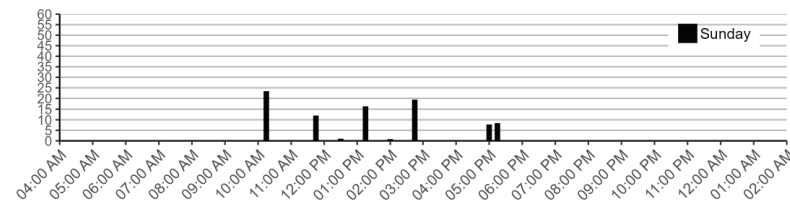
- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- End route in Columbia and replace service to Marietta with on-demand Microtransit
- Interline Route 17 and Route 18 by establishing a mini hub in either the Rohrerstown Rd. (741) or Centerville Rd. corridor
- Provide Microtransit service west of proposed interline point for Route 17 and Route 18
- Deviation to Hempland Industrial Park could be eliminated to decrease run times and increase frequency.

Sunday Ridership by Trip

Eastbound



Westbound



Sunday Ridership by Stop

Eastbound



Average Daily Ridership

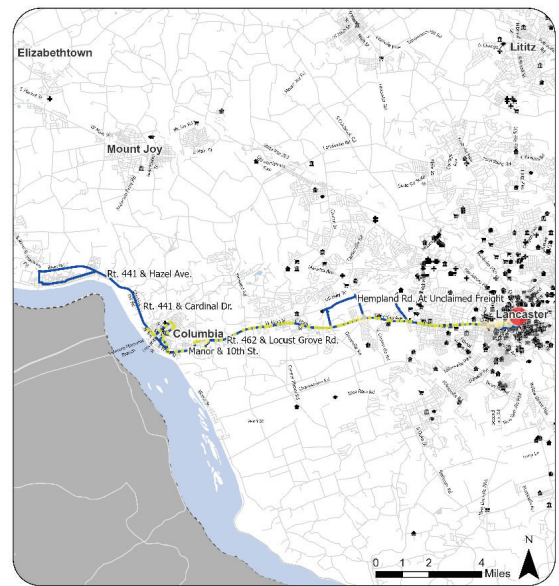


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 18

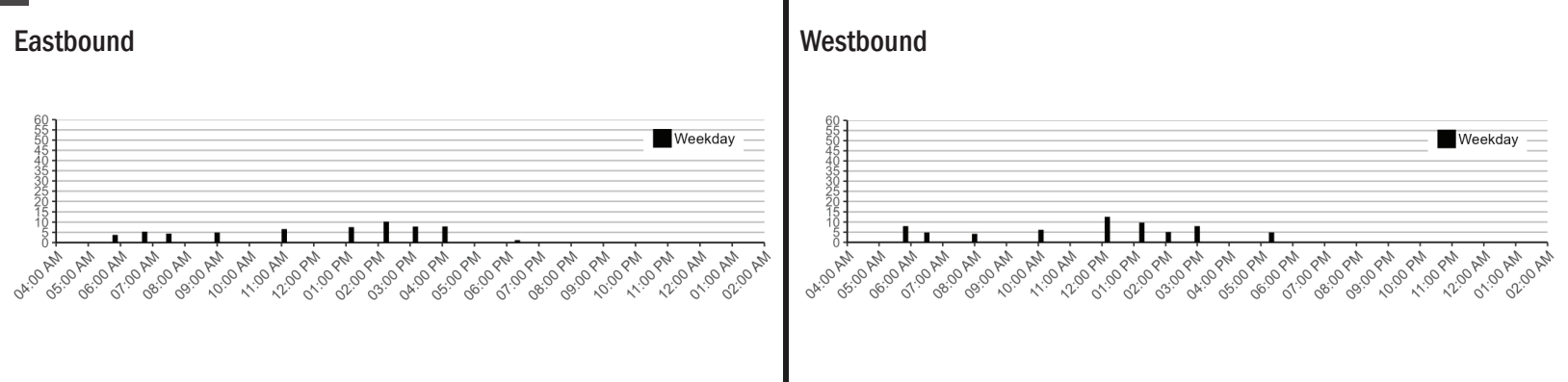
Description: Elizabethtown to Downtown Lancaster

Elizabethtown

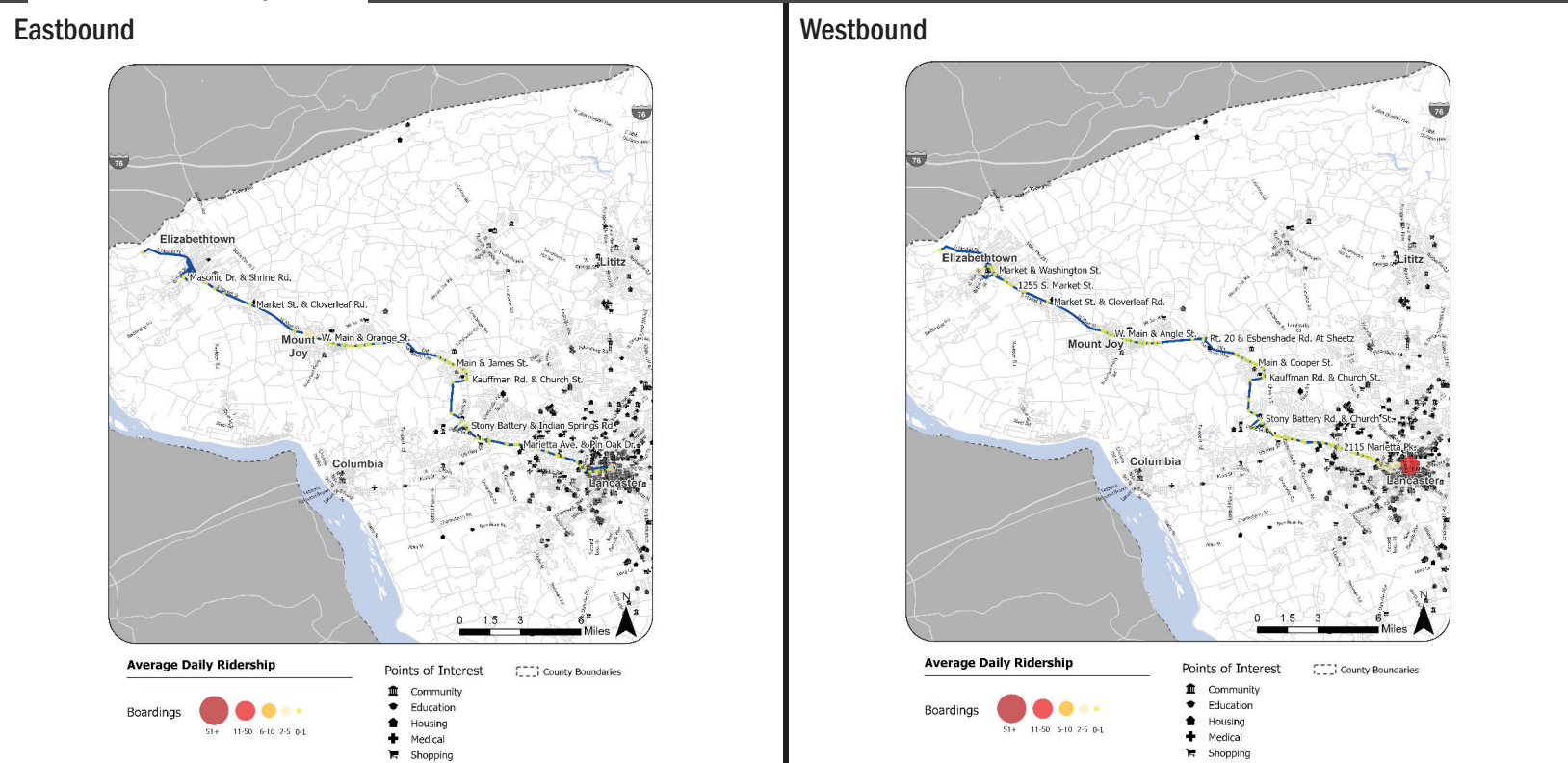
Key Points of Interest: Downtown Lancaster, Marietta Avenue, Rohrerstown, Landisville, Mount Joy, Elizabethtown

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 4:55 AM to 7:15 PM | 40 min | 55 min | 5,725 | 119,298 | 32,107 | 10/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 6:30 AM to 3:10 PM | NA min | NA min | | | | 4/19 | |
| Sunday | NA | NA min | NA min | | | | 11/19 | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



RRTA Route 18

Description: Elizabethtown to Downtown Lancaster

Elizabethtown

Key Points of Interest: Downtown Lancaster, Marietta Avenue, Rohrerstown, Landisville, Mount Joy, Elizabethtown

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



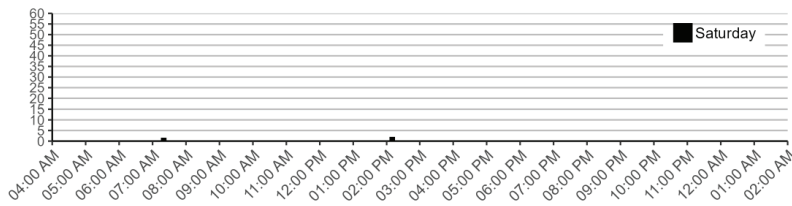
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|------|
| Weekday | 122 | 11/19 | 5.6 | 16/19 | 0.3 | 17/19 | 12.2 | 6/19 |
| Saturday | 20 | 15/16 | 5.3 | 10/16 | 0.2 | 15/16 | 10.2 | 7/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

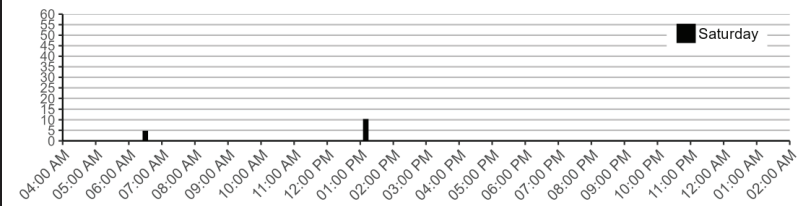


Saturday Ridership by Trip

Eastbound

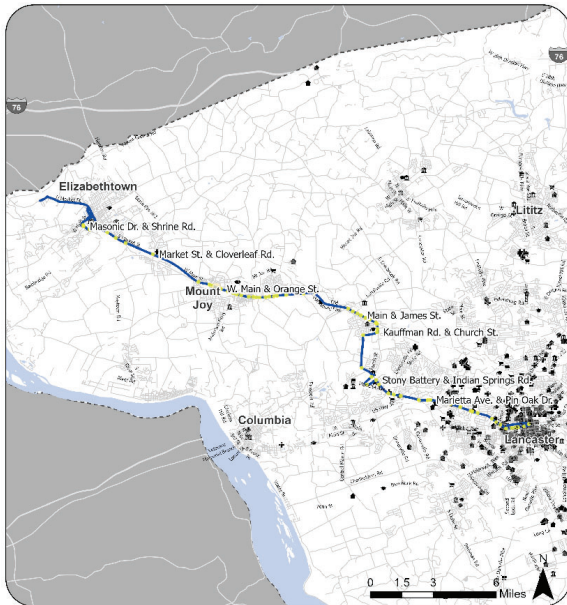


Westbound



Saturday Ridership by Stop

Eastbound



Average Daily Ridership

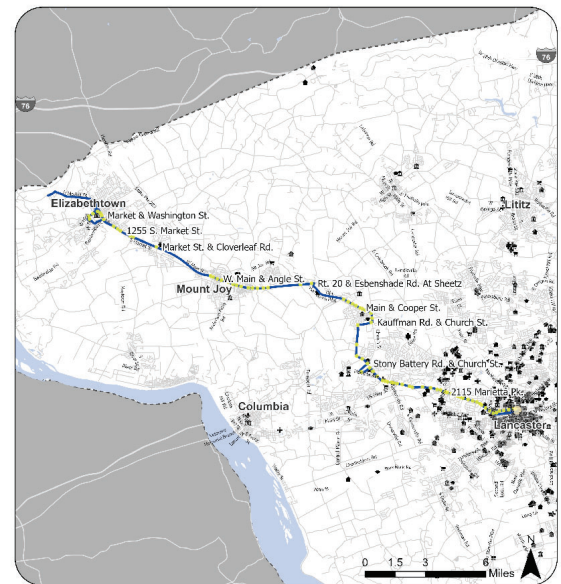


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Westbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 18

Description: *Elizabethtown to Downtown Lancaster*

Elizabethtown

Key Points of Interest: *Downtown Lancaster, Marietta Avenue, Rohrerstown, Landisville, Mount Joy, Elizabethtown*

Route Analysis

Strengths

- Only RRTA route serving Elizabethtown, Rheems, Mount Joy, and Landisville
- Provides connection to Amtrak service in Elizabethtown
- Destination-rich route with multiple grocery stores and other regional employment hubs including Amazon and Nordstrom distribution centers

Weaknesses

- Route alignment is just beyond the reach of potential ridership generators including Elizabethtown College and Penn Medicine Lancaster General Hospital
- Infrequent service; less than once per hour on weekdays, two trips on Saturdays, no service on Sundays.
- Relatively low ridership and productivity, with just 5.6 passengers per revenue hour.

Opportunities

- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- Interline Route 18 and Route 17 by establishing a mini hub in either the Rohrerstown Rd. (741) or Centerville Rd. corridor
- Provide Microtransit service west of proposed interline point for Route 17 and Route 18



Sunday Ridership by Trip

No service provided

Eastbound

Westbound



Sunday Ridership by Stop

No service provided

Eastbound

Westbound

RRTA Route 19

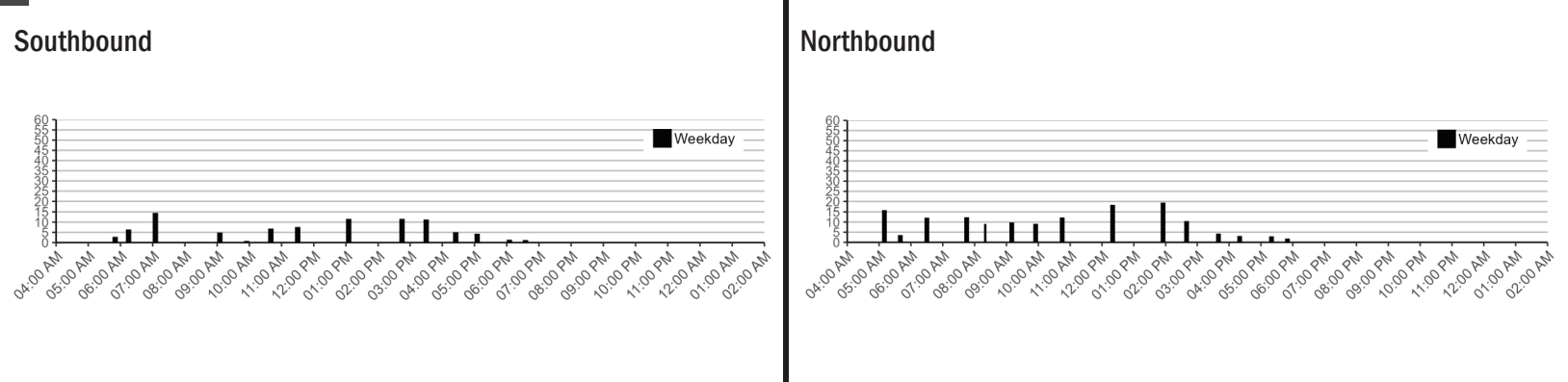
Description: *Downtown Lancaster to Manheim*

Manheim

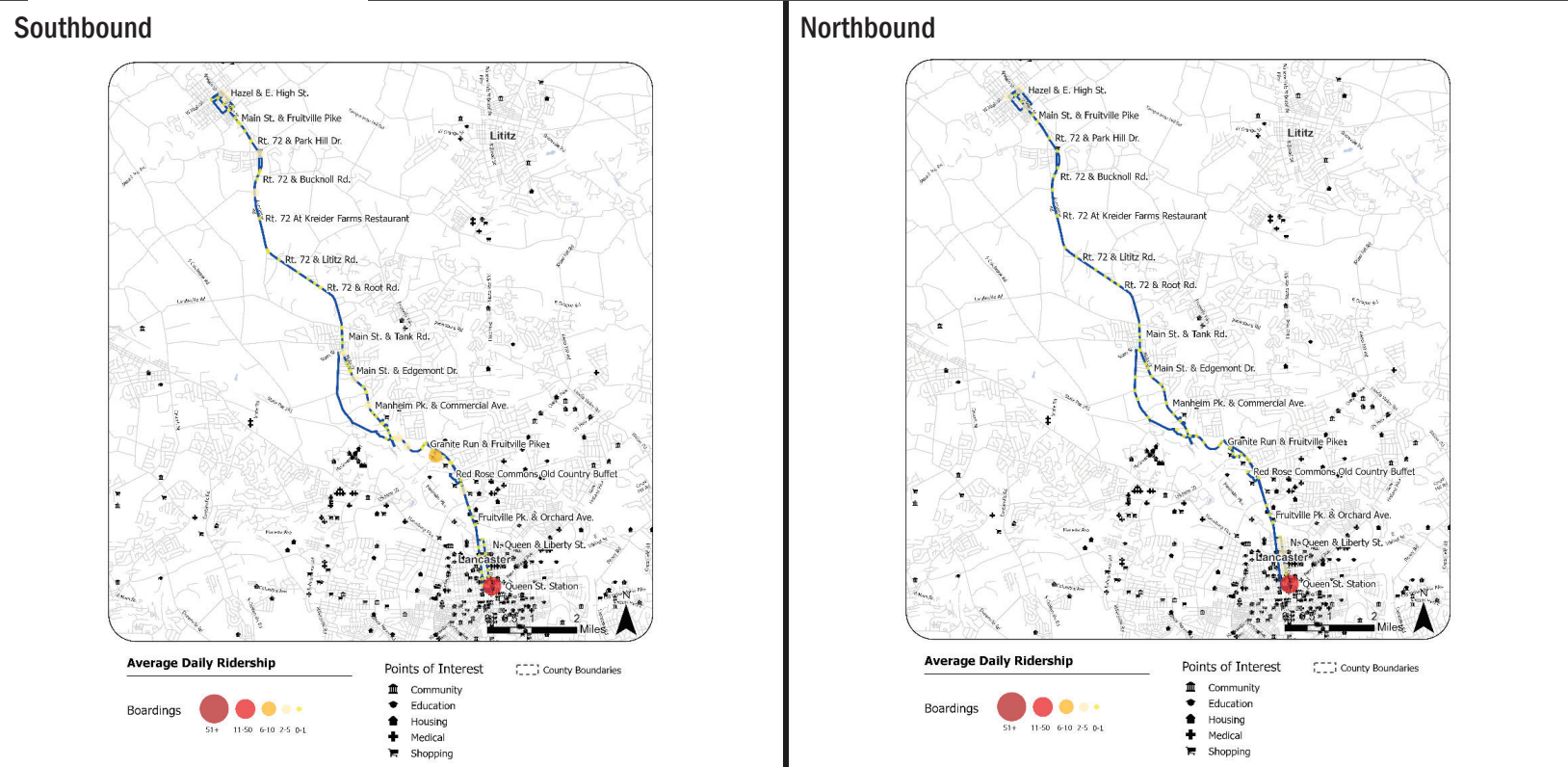
Key Points of Interest: *Downtown Lancaster, Fruitville Pike, Red Rose Commons, The Shoppes at Belmont, Hawthorne Plaza Park N' Ride, Granite Run Drive, Arnold Logistics, Manheim Pike, East Petersburg, Manheim*

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:50 AM to 6:10 PM | 55 min | 125 min | 6,332 | 100,040 | 48,071 | 8/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 8:20 AM to 4:20 PM | 60 min | 120 min | | | | 6/19 | |
| Sunday | NA | NA min | NA min | | | | 8/19 | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 19

Description: *Downtown Lancaster to Manheim*

Manheim

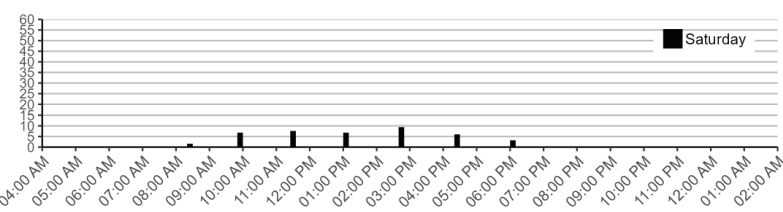
Key Points of Interest: *Downtown Lancaster, Fruitville Pike, Red Rose Commons, The Shoppes at Belmont, Hawthorne Plaza Park N' Ride, Granite Run Drive, Arnold Logistics, Manheim Pike, East Petersburg, Manheim*

Daily Statistics

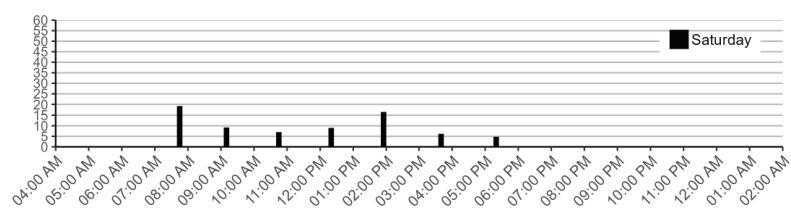
| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|-----------------|-------------------------|------|---------------------|------|---------------------|-------|---------------------|------|
| Weekday | 174 | 8/19 | 7.7 | 9/19 | 0.5 | 11/19 | 11.6 | 8/19 |
| Saturday | 72 | 9/16 | 6.5 | 7/16 | 0.4 | 8/16 | 10.2 | 6/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

Saturday Ridership by Trip

Southbound

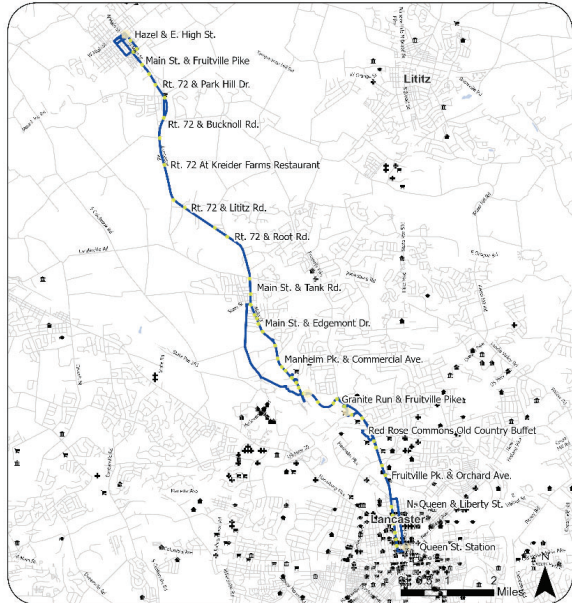


Northbound

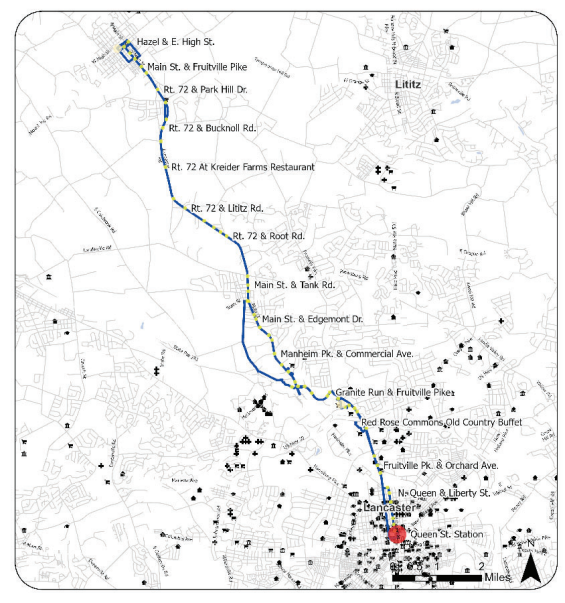


Saturday Ridership by Stop

Southbound



Northbound



RRTA Route 19

Description: *Downtown Lancaster to Manheim*

Manheim

Key Points of Interest: *Downtown Lancaster, Fruitville Pike, Red Rose Commons, The Shoppes at Belmont, Hawthorne Plaza Park N' Ride, Granite Run Drive, Arnold Logistics, Manheim Pike, East Petersburg, Manheim*

Route Analysis

Strengths

- Only RRTA route serving Manheim and East Petersburg
- Destination-rich route with multiple grocery stores and several industrial parks
- Weekday and Saturday service

Weaknesses

- Relatively low productivity at 7.7 weekday passengers per revenue hour
- Service along Commerce Drive appears to operate in outbound direction only, limiting the utility of the variant
- Deviation into Red Rose Commons shopping center generates low ridership
- Irregular and infrequent service frequency
- No Sunday service
- Poor pedestrian infrastructure along Fruitville Pike limits access to the route

Opportunities

- Eliminate Commerce Street deviation to simplify and shorten route
- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- Interline Route 19 with Route 10 to provide bi-directional service and one-seat access to key destinations in multiple corridors
- Complement limited-service fixed route with more comprehensive Microtransit service north of US 30
- Establish mini transit hub at a retail destination such as Walmart (Hawthorne Centre) or Target (Shoppes at Belmont) to serve as a connection point between fixed-route and Microtransit service



Sunday Ridership by Trip

No service provided

Southbound

Northbound



Sunday Ridership by Stop

No service provided

Southbound

Northbound

RRTA Route 20

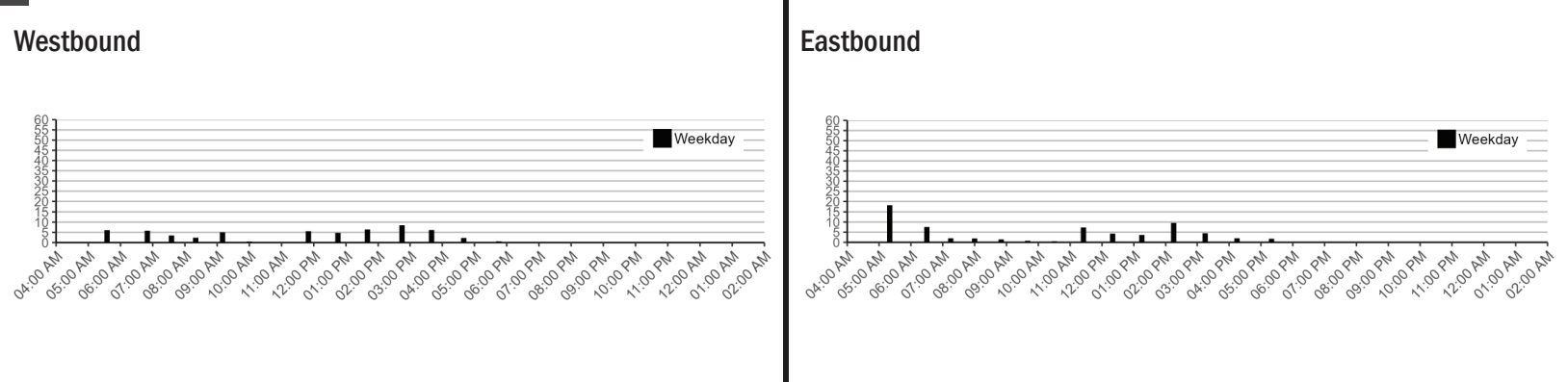
Greenfield

Description: Downtown Lancaster to PA College of Health Sciences

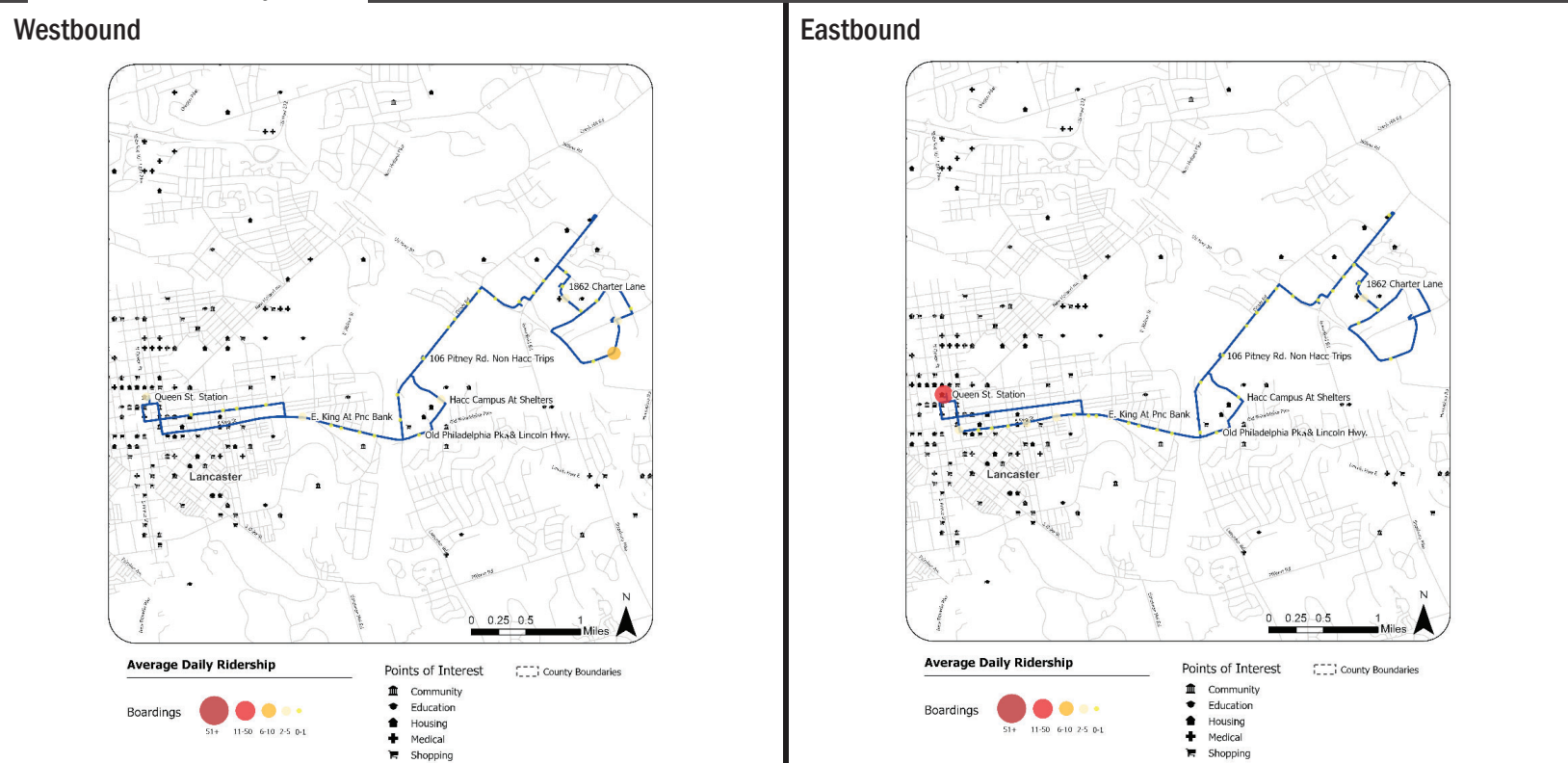
Key Points of Interest: Downtown Lancaster, Stevens College of Technology, HACC, Pitney Road, Greenfield Estates, Greenfield Corporate Center, PA College of Health Sciences

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:20 AM to 6:10 PM | 45 min | 55 min | 3,144 | 43,146 | 26,038 | 15/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | NA | NA min | NA min | | | | 14/19 | |
| Sunday | NA | NA min | NA min | | | | 13/19 | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 20

Greenfield

Description: Downtown Lancaster to PA College of Health Sciences

Key Points of Interest: Downtown Lancaster, Stevens College of Technology, HACC, Pitney Road, Greenfield Estates, Greenfield Corporate Center, PA College of Health Sciences

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 102 | 12/19 | 8.3 | 6/19 | 0.6 | 7/19 | 7.3 | 14/19 |
| Saturday | NA | NA/16 | NA | NA/16 | NA | NA/16 | NA | NA/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |



Saturday Ridership by Trip

No service provided

Westbound

Eastbound



Saturday Ridership by Stop

No service provided

Westbound

Eastbound

RRTA Route 20

Description: Downtown Lancaster to PA College of Health Sciences

Greenfield

Key Points of Interest: Downtown Lancaster, Stevens College of Technology, HACC, Pitney Road, Greenfield Estates, Greenfield Corporate Center, PA College of Health Sciences

Route Analysis

Strengths

- Serves several educational institutions including Stevens College of Technology, HACC Lancaster, Pennsylvania College of Health Sciences, and Eastern Mennonite University Lancaster
- Links neighborhoods east of downtown with high transit potential and transit need to retail and grocery destinations including Ctown, Weis Market, and Costco.
- Moderate productivity in terms of passengers per hour.
- Complements Route 21 schedule to provide more frequent transit service along their common alignment in the E Lincoln Highway corridor.

Weaknesses

- No weekend service
- Non-clockface headways during much of the service day
- No weekday service after 6:10 p.m.
- Circuitous alignment in east Lancaster including limited-service deviations, and one-way service segments
- Relatively low productivity in terms of passengers per trip

Opportunities

- Consider simplifying the route by reducing deviations and one-way service segments
- Serve Weis Market from Old Philadelphia Pike in both directions
- Restructure route to operate on Hempstead Road, Colonial Village Lane, and William Penn Way to better serve the Social Security Administration office and provide bi-directional service
- End all trips at Penn College of Health Science to maximize bi-directional service
- Operate more regular schedule with clockface frequency



Sunday Ridership by Trip

No service provided

Westbound

Eastbound



Sunday Ridership by Stop

No service provided

Westbound

Eastbound

RRTA Route 21

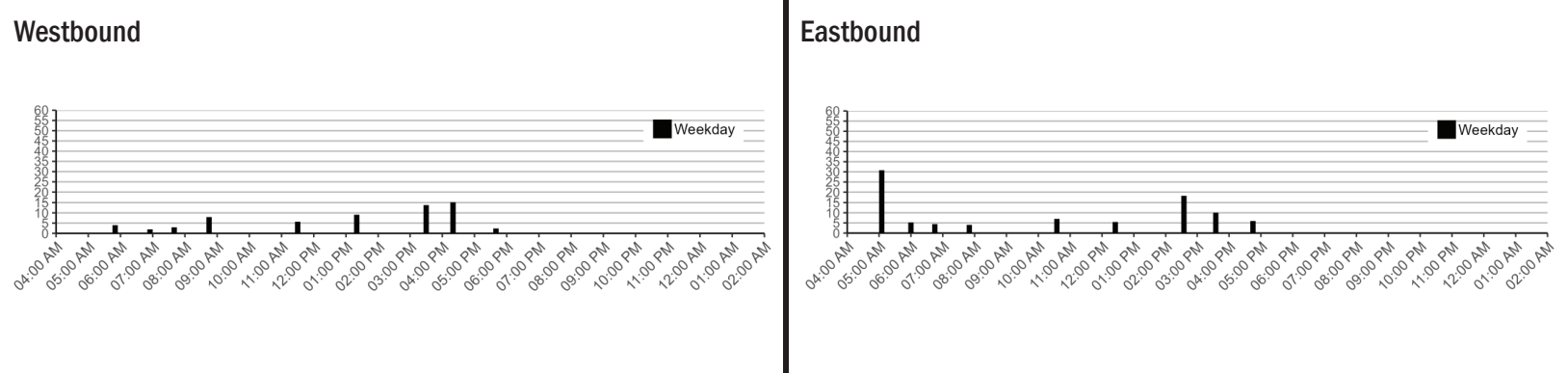
Description: *Downtown Lancaster to Gap Shopping Center*

Gap

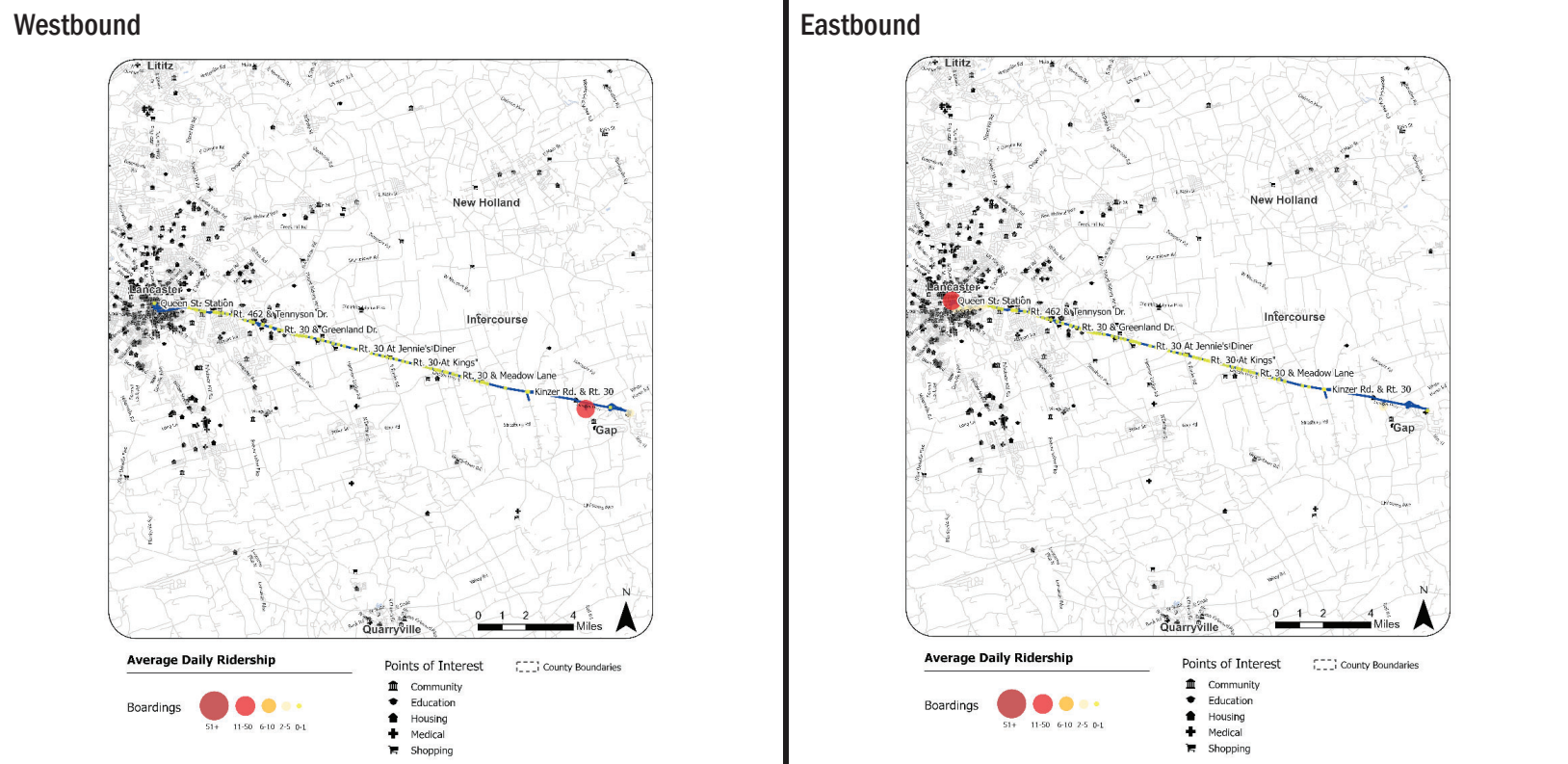
Key Points of Interest: *Downtown Lancaster, Bridgeport, Walmart Park N' Ride, East Towne Center, Tanger Outlets, Rockvale Outlets, Paradise, Leaman Place, Kinzers*

| Operating Characteristics | | | | Annual Statistics | | | On-Time Performance | |
|---------------------------|--------------------|-----------|----------|-------------------|---------------|-----------|---------------------|---|
| | Span | Frequency | | Revenue Hours | Revenue Miles | Ridership | Rank | |
| | | Peak | Off-Peak | | | | | |
| Weekday | 5:05 AM to 5:35 PM | 45 min | 130 min | 4,920 | 97,853 | 28,001 | 12/19 | <p>*Early: Arriving earlier than Scheduled Time Late: Arriving over 5 minutes later than Scheduled Time</p> |
| Saturday | 6:00 AM to 6:30 PM | 45 min | 130 min | | | | | |
| Sunday | NA | NA min | NA min | | | | | |

Weekday* Ridership by Trip



Weekday** Ridership by Stop



Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route 21

Description: *Downtown Lancaster to Gap Shopping Center*

Gap

Key Points of Interest: *Downtown Lancaster, Bridgeport, Walmart Park N' Ride, East Towne Center, Tanger Outlets, Rockvale Outlets, Paradise, Leaman Place, Kinzers*

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



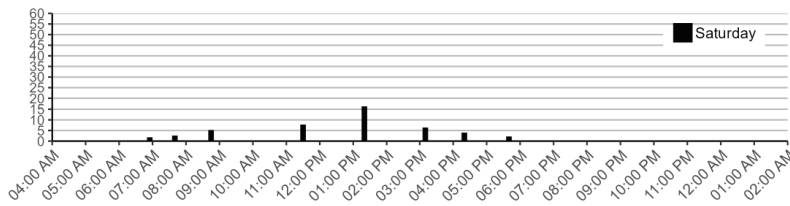
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 95 | 13/19 | 5.8 | 15/19 | 0.3 | 16/19 | 10.6 | 10/19 |
| Saturday | 72 | 8/16 | 4.9 | 14/16 | 0.2 | 14/16 | 9.0 | 9/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |

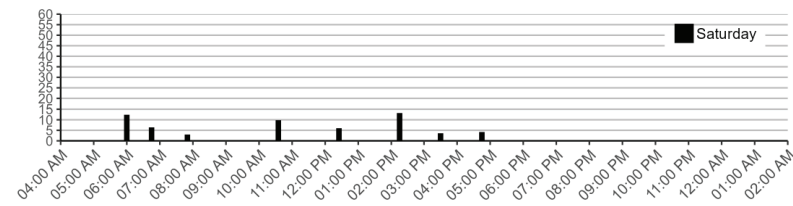


Saturday Ridership by Trip

Westbound

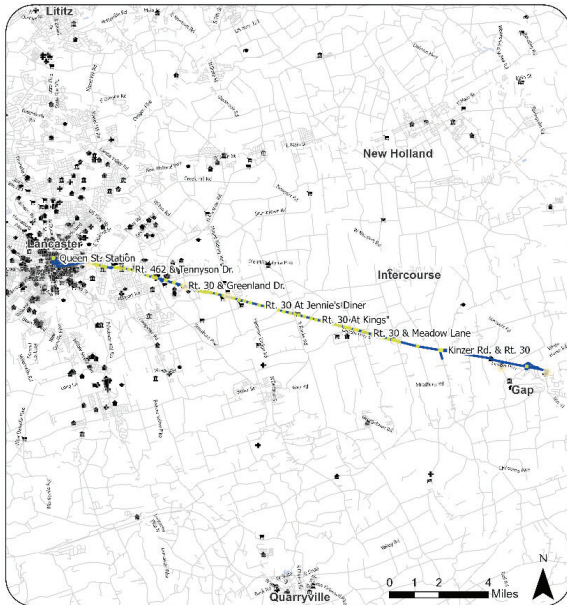


Eastbound



Saturday Ridership by Stop

Westbound



Average Daily Ridership

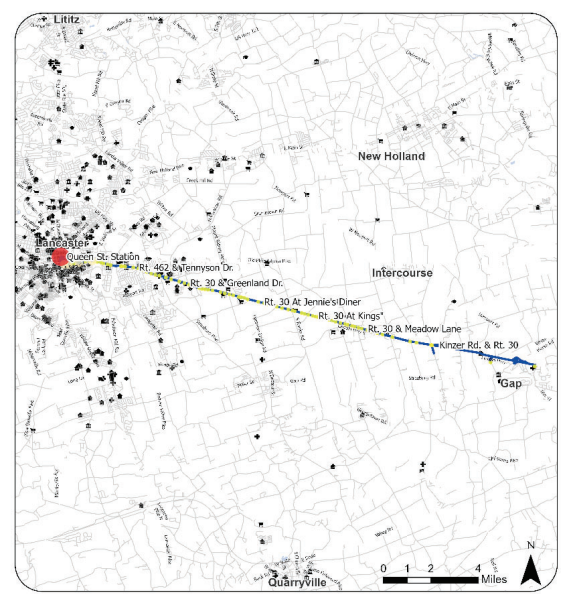


Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Eastbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route 21

Description: Downtown Lancaster to Gap Shopping Center

Gap

Key Points of Interest: Downtown Lancaster, Bridgeport, Walmart Park N' Ride, East Towne Center, Tanger Outlets, Rockvale Outlets, Paradise, Leaman Place, Kinzers

Route Analysis

Strengths

- Simple and direct alignment
- Only RRTA route serving Gap, Kinzers, and Vintage
- Provides job-access opportunities along the US-30 corridor, including the Urban Outfitters distribution center, and several retail centers such as Dutch Wonderland
- Complements Route 21 schedule to provide more frequent transit service along their common alignment in the E Lincoln Highway corridor

Weaknesses

- Redundant service with Route 14
- Low ridership overall
- Non-clockface headways during much of the service day
- No weekday service after 5:35 pm
- No Sunday service

Opportunities

- Consider operating service as a peak-period, limited-stop commuter route serving a network of park-and-rides
- Establish mini transit hub at a retail destination in the Lincoln Highway corridor to serve as a connection point between fixed-route and Microtransit service
- Serve the US-30 and Old Philadelphia corridors with Microtransit service east of Eastbrook Road



Sunday Ridership by Trip

No service provided

Westbound

Eastbound



Sunday Ridership by Stop

No service provided

Westbound

Eastbound

RRTA Route MU

Description: *Millersburg University ON-Campus Shuttle*

Express

Key Points of Interest:

SMC, McComsey, Pucillo Gym, Biemesderfer Stadium, Performing Arts Center, Jefferson, Brookwood Apts.

Millersville University Xpress

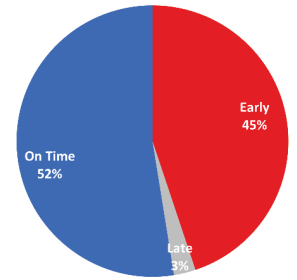
Operating Characteristics

Annual Statistics

On-Time Performance

| | Span | Frequency | |
|----------|--------------------|-----------|----------|
| | | Peak | Off-Peak |
| Weekday | 7:30 AM to 9:50 PM | 20 min | 20 min |
| Saturday | NA | NA min | NA min |
| Sunday | NA | NA min | NA min |

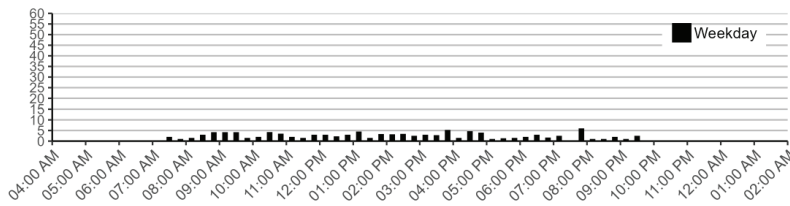
| | | Rank |
|---------------|--------|-------|
| Revenue Hours | 3,008 | 16/19 |
| Revenue Miles | 27,450 | 17/19 |
| Ridership | 9,271 | 17/19 |



*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday * Ridership by Trip

Westbound/Southbound



Eastbound/Northbound

Weekday ** Ridership by Stop

Westbound/Southbound



Eastbound/Northbound

RRTA Route MU

Description: *Millersburg University ON-Campus Shuttle*

Express

Key Points of Interest: *SMC, McComsey, Pucillo Gym, Biemesderfer Stadium, Performing Arts Center, Jefferson, Brookwood Apts.*

Millersville University Xpress

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 62 | 17/19 | 3.1 | 17/19 | 0.3 | 14/19 | 1.4 | 18/19 |
| Saturday | NA | NA/16 | NA | NA/16 | NA | NA/16 | NA | NA/16 |
| Sunday | NA | NA/7 | NA | NA/7 | NA | NA/7 | NA | NA/7 |



Saturday Ridership by Trip

No service provided

Westbound/Southbound

Eastbound/Northbound



Saturday Ridership by Stop

No service provided

Westbound/Southbound

Eastbound/Northbound

RRTA Route MU

Description: *Millersburg University ON-Campus Shuttle*

Express

Key Points of Interest: *SMC, McComsey, Pucillo Gym, Biemesderfer Stadium, Performing Arts Center, Jefferson, Brookwood Apts.*

Millersville University Xpress

Route Analysis

Strengths

- Provides frequent circulator service connecting key on- and off-campus destinations at Millersville University during the fall and spring semesters
- Easy-to-remember clockface frequency
- Extensive span of service on weekdays (excluding Fridays)

Weaknesses

- One-way service design limits the utility of the service by forcing riders to travel out-of-direction on either their outbound or return trip
- Circuitous alignment that results in long travel times for some riders – for example, trips between Hillview Avenue and Stayer Hall requires deviation through Southside Suites
- Very low ridership and productivity at just 1.4 passengers per trip
- No weekend service

Opportunities

- Operate entire route as bi-directional loop to provide more direct service and minimize out-of-direction travel
- Restructure route to operate between South Side Suites and Steyer Hall with bi-directional service on George Street
- From South Side Suites, alternate between service to Stayer Hall and service to Pucillo Gym via Shenks Lane
- Replace fixed-route shuttles with Microtransit in the evening hours and on weekends



Sunday Ridership by Trip

No service provided

Westbound/Southbound

Eastbound/Northbound



Sunday Ridership by Stop

No service provided

Westbound/Southbound

Eastbound/Northbound

RRTA Route Park

Description: Millersburg University to Park City

City Xpress

Key Points of Interest: Millersville SMC, Regency Square, Park City
Kohl's Mall Depot

Millersville University Park City Xpress

Operating Characteristics | Annual Statistics | On-Time Performance

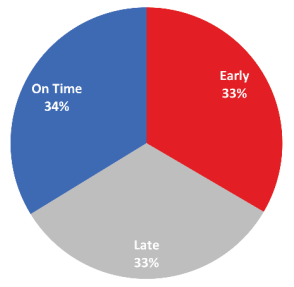
Span
Peak Off-Peak

| | | | |
|----------|---------------------|--------|--------|
| Weekday | 2:05 PM to 10:15 PM | 55 min | 55 min |
| Saturday | 2:05 PM to 10:15 PM | 55 min | 55 min |
| Sunday | 1:10 PM to 6:35 PM | 55 min | 55 min |

Rank

| | | |
|---------------|--------|-------|
| Revenue Hours | 1,466 | 19/19 |
| Revenue Miles | 23,843 | 18/19 |
| Ridership | 3,237 | 19/19 |

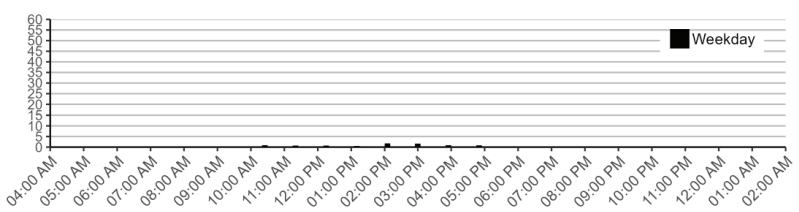
On-Time Performance



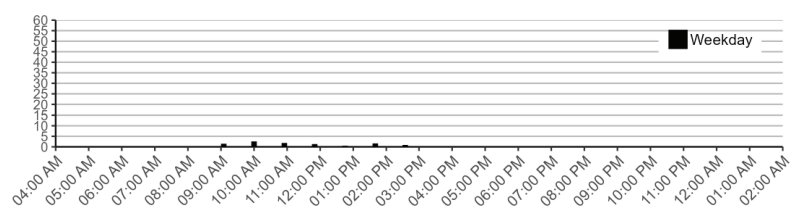
*Early: Arriving earlier than Scheduled Time
Late: Arriving over 5 minutes later than Scheduled Time

Weekday* Ridership by Trip

Northbound



Southbound



Weekday** Ridership by Stop

Northbound

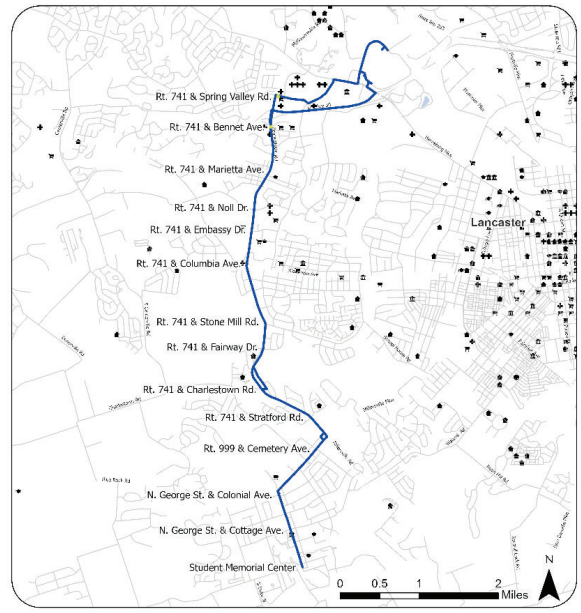


Average Daily Ridership
Boardings: 51+ (red), 11-50 (orange), 6-10 (yellow), 2-5 (light yellow), 0-1 (white)

Points of Interest
Community (house icon), Education (school icon), Housing (house with roof icon), Medical (cross icon), Shopping (shopping cart icon)

County Boundaries (dashed line)

Southbound



Average Daily Ridership
Boardings: 51+ (red), 11-50 (orange), 6-10 (yellow), 2-5 (light yellow), 0-1 (white)

Points of Interest
Community (house icon), Education (school icon), Housing (house with roof icon), Medical (cross icon), Shopping (shopping cart icon)

County Boundaries (dashed line)

Data Sources:
Trip ridership charts - October 2022, APC and Modeshift
Stop ridership maps - October 2022, Modeshift

Annual statistics, span and frequency - Financial Year 2021 - 2022
On-Time Performance - October 2022, APC

RRTA Route Park

Description: Millersburg University to Park City

City Xpress

Key Points of Interest: Millersville SMC, Regency Square, Park City
Kohl's Mall Depot

Millersville University Park City Xpress

Daily Statistics



Average Daily Boardings



Passengers per Hour



Passengers per Mile



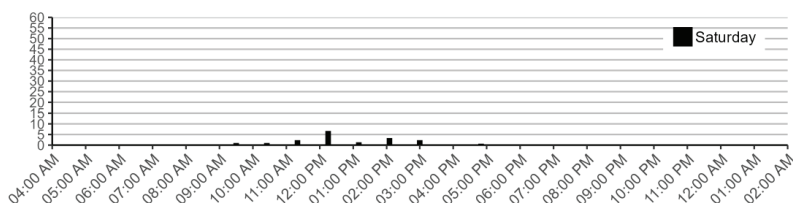
Passengers per Trip

| | Average Daily Boardings | Rank | Passengers per Hour | Rank | Passengers per Mile | Rank | Passengers per Trip | Rank |
|----------|-------------------------|-------|---------------------|-------|---------------------|-------|---------------------|-------|
| Weekday | 16 | 18/19 | 2.0 | 18/19 | 0.1 | 19/19 | 1.8 | 17/19 |
| Saturday | 26 | 13/16 | 3.2 | 16/16 | 0.2 | 16/16 | 2.9 | 16/16 |
| Sunday | 13 | 7/7 | 2.3 | 7/7 | 0.1 | 7/7 | 2.1 | 7/7 |

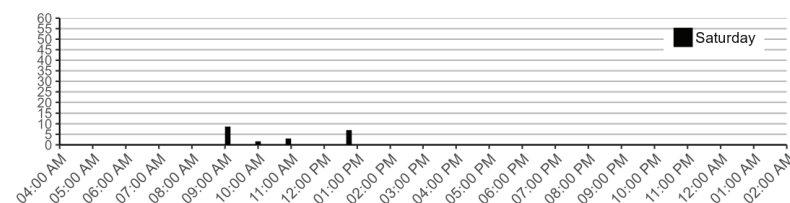


Saturday Ridership by Trip

Northbound



Southbound

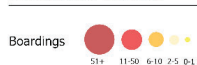


Saturday Ridership by Stop

Northbound



Average Daily Ridership



Points of Interest

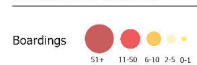
- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

Southbound



Average Daily Ridership



Points of Interest

- Community
- Education
- Housing
- Medical
- Shopping

County Boundaries

RRTA Route Park

Description: Millersburg University to Park City

City Xpress

Key Points of Interest:

Millersville SMC, Regency Square, Park City
Kohl's Mall Depot

Millersville University Park City Xpress

Route Analysis

Strengths

- Provides simple and direct connection between Millersville University and retail destinations including Regency Square and Park City Center Mall, as well as LGH Health Campus on Spring Valley Road
- Seven-day-a-week service
- Late evening hours, allowing plenty of time for after school/after work shopping

Weaknesses

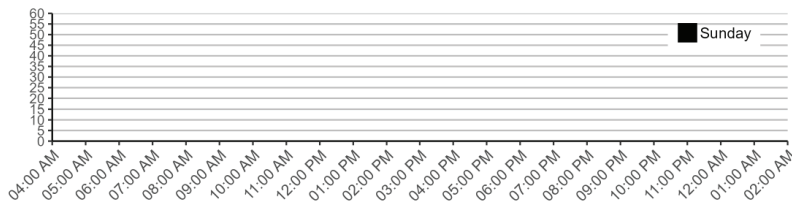
- No service before 2:00 pm on Saturdays or before 1:10 on Sundays
- Very low ridership and productivity at just 1.8 weekday passengers per trip
- Non-clockface frequencies make schedule difficult to remember

Opportunities

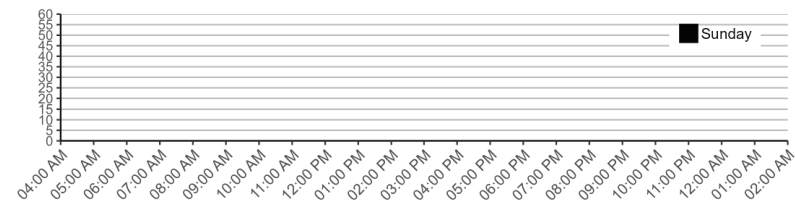
- Restructure route to operate between John Herr's Village Market and Knowlwood Road via Hillview Avenue and George Street
- Replace route with modified Route 16 following a similar alignment as described above
- Replace fixed-route service in Millersville with Microtransit in the evening hours and on weekends

Sunday Ridership by Trip

Northbound



Southbound



Sunday Ridership by Stop

Northbound

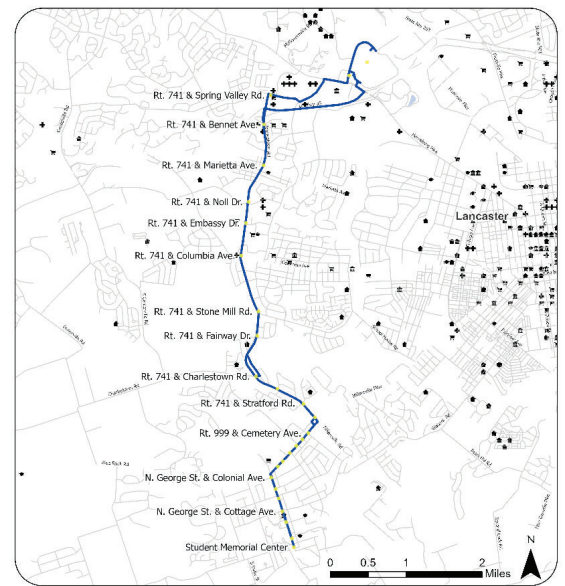


Average Daily Ridership



- Points of Interest
- Community
 - Education
 - Housing
 - Medical
 - Shopping
- County Boundaries

Southbound



Average Daily Ridership



- Points of Interest
- Community
 - Education
 - Housing
 - Medical
 - Shopping
- County Boundaries