SCTA Microtransit Feasibility Study

STEERING COMMITTEE MEETING 1 – JANUARY 6, 2025 KICK-OFF

SCTA Board Members

VisionCorps

REAL Life Community Services

ECHOS Lancaster

Lancaster Chamber of Commerce

Northern Lancaster Chamber of Commerce

Southern Lancaster Chamber of Commerce

Denver Borough

Quarryville Borough

City of Lancaster

Lancaster County Commissioners

Lancaster County Workforce Development Board

Lancaster County Office of Aging

Lancaster County Planning Department

SCTA

Steering Committee Introductions

- Name

- Organization

- Role

Team Introductions

Kimley»Horn

**Tyler Beduhn,
Project Manager**

Vickie Karandrikas

Lauren Ledesma

Agenda

Introductions

Background of Study and Overview of Microtransit

Roles and Responsibilities of the Steering Committee

Project Scope and Timeline

Public Participation Plan Input

Goals and Needs Discussion

Open Discussion and Q&A

Project Background

➡️ **Transit Development Plan (TDP) adoption in 2024**

- Preliminary areas with microtransit potential identified
- Recommended additional study to get to a pilot implementation

➡️ **Red Rose Transit Authority (RRTA) fixed route changes**

- Implemented in November 2024

Map from 2023 SCTA TDP

➡️ **This feasibility study will develop recommendations for microtransit implementation in Lancaster County**
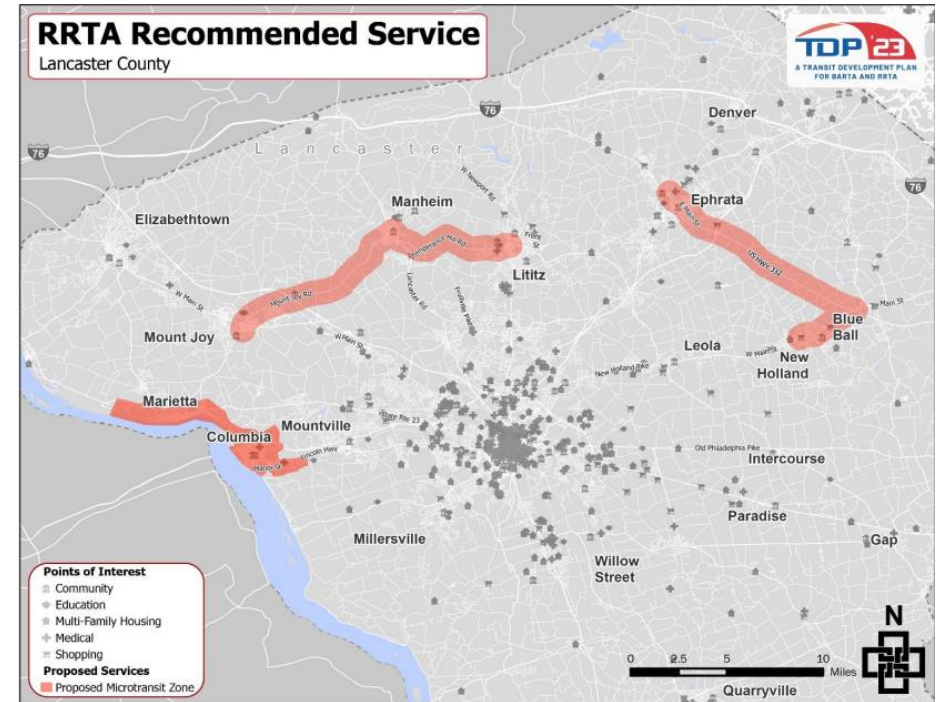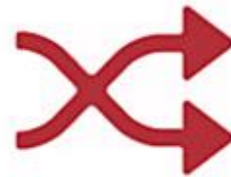
What is Microtransit?

ON-DEMAND

TECHNOLOGY-ENABLED

FLEXIBLE

ZONE OR DESIGNATED STOPS

SHARED VEHICLE

REQUEST RIDE → DYNAMIC ROUTING → RIDER PICKUP → RIDE MATCHING → RIDER DROP-OFF
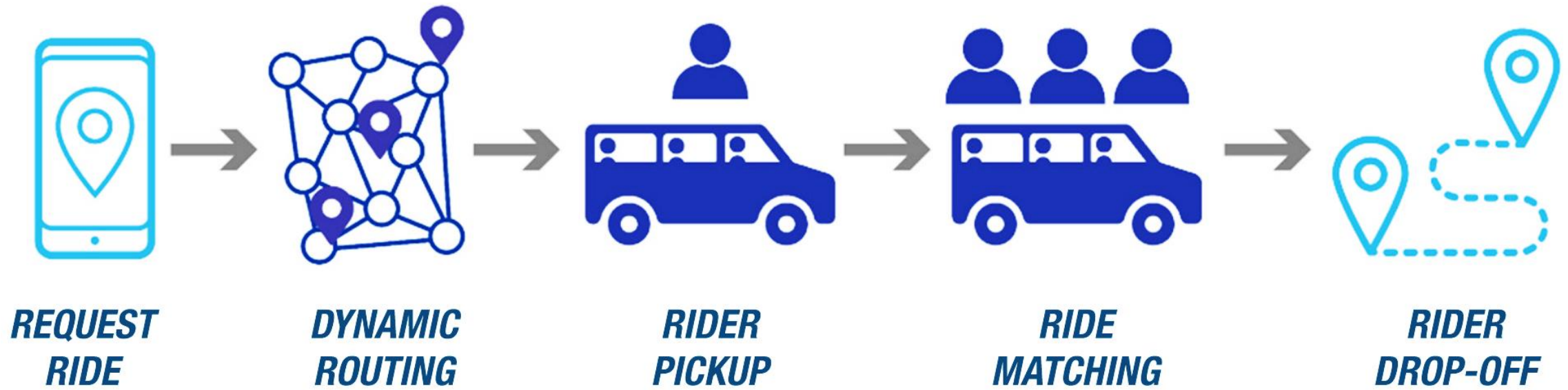
A Microtransit Trip

Microtransit Examples

WinReady
Winchester, VA

MicroCAT
Charlottesville, VA

LCTA CONNECTS
Luzerne County, PA

PonyPlus
Monroe County, PA

Ride On Flex
Montgomery County, MD

SEPTA OnDemand*
Philadelphia, PA

*To be implemented in Fall 2025

Steering Committee Involvement

Identify Challenges and Opportunities

Provide Input and Feedback

Support Outreach and Public Participation

Share Ideas for Making Service More Successful

Steering Committee Involvement

Meetings

Kick-off Meeting: January

Opportunity Zones and Models Meeting: March

Recommendations Meeting: July

Draft Study Meeting: September

*One week review periods alongside SCTA for each task deliverable

Scope and Timeline

Task	2024	2025										
	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
Task 1 - Stakeholder Engagement	■ M		■ M					■ M		■ M		
Task 2 - Opportunity Zone Identification	M	○ ●										
Task 3 - Public Participation Plan	■ M	○	○	M M					○ M 30-Day Review			
Task 4 - Microtransit Models		○ ●										
Task 5 - Opportunity Zone Analysis					○ ●							
Task 6 - Zone Prioritization						○ ●						
Task 7 - Recommendations							○ ●					
Task 8 - Performance Monitoring							○ ●					
Task 9 - Draft and Final Report									○ ○		○ ●	
Task 10 - Executive Summary									○ ○		○ ●	
Task 11 - Report Presentation											○	M M

Community Pop-up Workshops

Public Participation Meeting

Public Participation Plan

Foundations of Engagement

- Building Awareness

- Cultivating Understanding

Inform / Educate

Involve

Consult

Collaborate
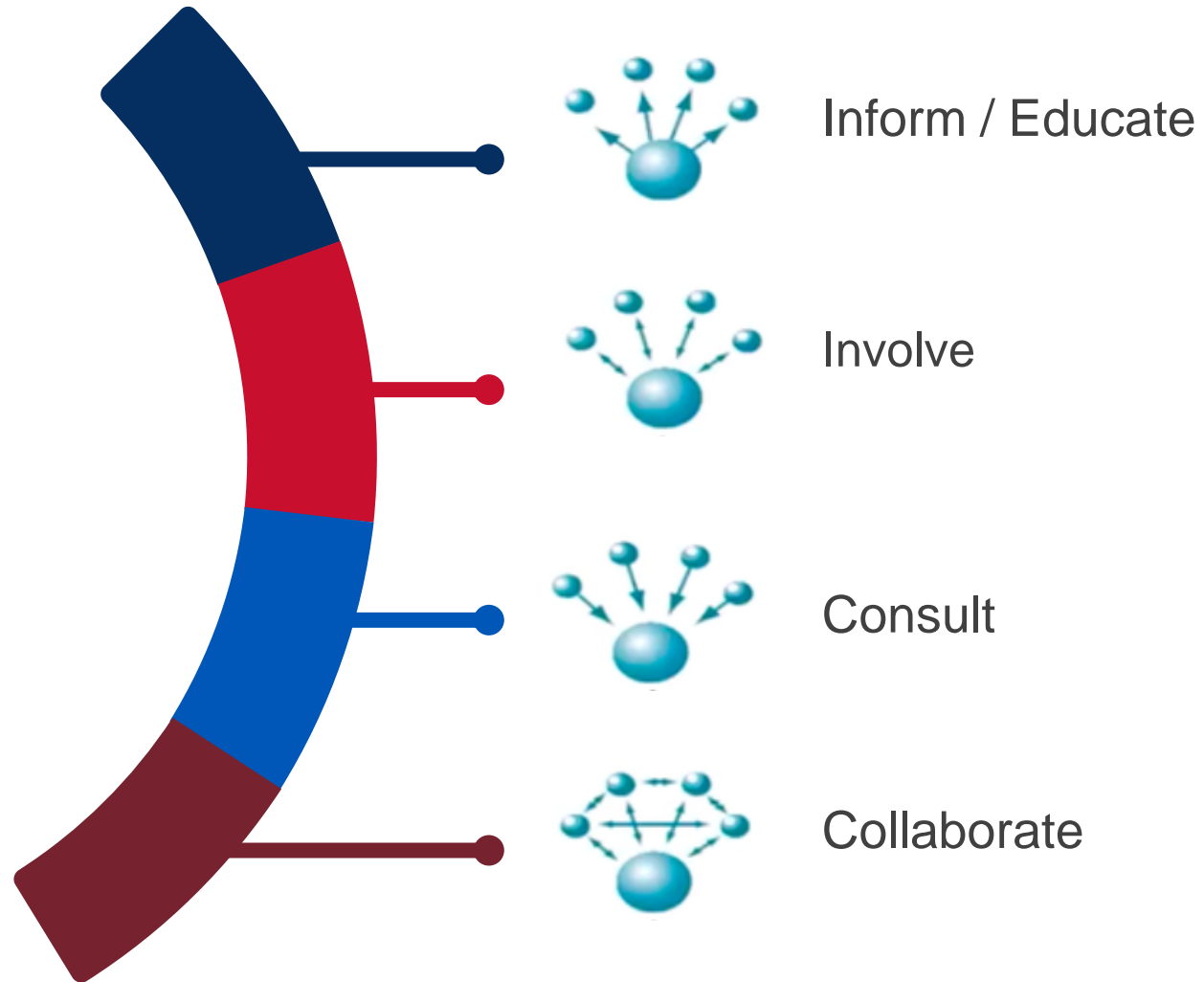
Public Engagement Activities

1 Traditional
Fact sheet

Flyer

Survey

2 Digital
Website

Social media

Toolkit

3 Grassroots
Community Pop-up Workshops

Open House Meeting

Goals and Needs Discussion

Where are you seeing the most unmet transportation needs and challenges?

Which areas or populations do you feel need better or more tailored service?

What specific goals would you like to see a solution like microtransit achieve?
For example, greater coverage, connectivity, frequency/flexibility, cost-efficiency?

What outcomes would you consider a success at the end of this study?

Applicable TDP Goals

1 **EFFECTIVE**

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

2 **EFFICIENT**

Make riding transit reliable and efficient

FISCALLY
3 **SUSTAINABLE**

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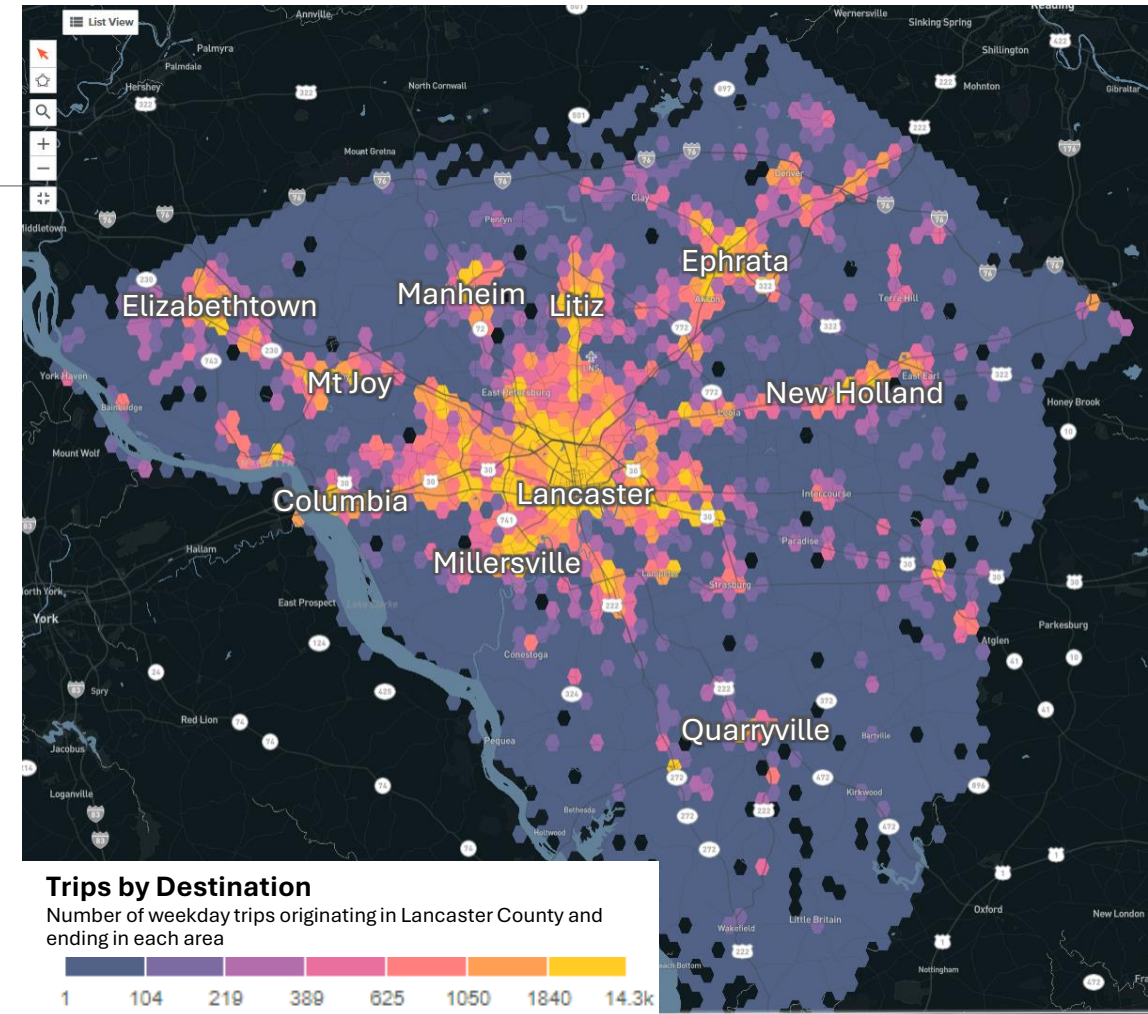
4 **INNVOVATIVE**

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

Next Steps ⏭

- Finalize microtransit goals

- Prepare public participation plan

- Identify opportunity zones

- Evaluate microtransit service models and operating models

- **Steering Committee Reviews**
  - Task 2 deliverable (zones)—week of 1/20
  - Task 4 deliverable (models)—week of 2/17

- **Steering Committee Meeting #2**—TBD week of 3/3

Trips by Destination
Number of weekday trips originating in Lancaster County and ending in each area

| 1 | 104 | 219 | 389 | 625 | 1050 | 1840 | 14.3k |

Open Discussion