



# Community *in* Motion

THE YORK AND ADAMS  
COUNTIES  
COORDINATED HUMAN  
SERVICES PUBLIC  
TRANSPORTATION PLAN

The title of this document is Community in Motion. The YAMPO Coordinating Committee adopted this plan on February 27<sup>th</sup>, 2025.

This plan was partly funded through grants from the US Department of Transportation's Federal Highway Administration and Federal Transit Administration, the Pennsylvania Department of Transportation, and the Commissioners of York County, Pennsylvania. The views and opinions expressed herein do not necessarily represent those of the funding agencies.

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## Executive Summary

Community in Motion is the Coordinated Human Services and Public Transportation plan for York and Adams Counties. Through this plan future improvements to the public transportation and shared ride experience, especially for seniors, individuals with disabilities, and others facing barriers to mobility, will have a process to apply for funding.

### Current Fixed Route Access

- rabbittransit currently operates 24 routes in York and Adams Counties in addition to 3 express commuter routes that only operate on weekdays
- The 13 studied everyday destinations currently fall into 1 of 4 categories
  - **Many locations with good access:** many locations across both counties
    - Polling Places, Childcare Facilities, Convenience stores
  - **High access to limited locations:** only a few locations but most, if not all, are transit accessible
    - Post-Secondary Schools, Shelters, Medical Facilities
  - **Destinations with moderate access:** Destinations with a balance between a variety of locations and fixed route accessibility
    - Banks & Credit Unions, Grocers & Supermarkets, Fitness & Recreation Centers, Pharmacies & Drug Stores, and Nursing Homes & Assisted Living Facilities
  - **Destinations with low access:** Destinations with only a few locations with only a few locations built in the fixed route service area
    - Libraries and Posted Offices

### Human Centered Design Philosophy

Unlike past coordinated plans, which put an emphasis on GIS and other quantitative analysis, this plan focuses on the human experience of getting this around our communities without regular access to a vehicle. Human Centered Design, an approach to development to make a system more user friendly. This plan approaches transit planning with the same mindset of making the public transit riding experience as user-friendly as possible.

### Themes of the Personas

From the findings we created eight personas to represent different transportation experiences.

- Personas that were frequent riders liked the service they were using
- Personas that used public transportation occasionally have a more negative experience
- Personas who do not ride transit worry how they could get around in the future

### Needs/Objectives & Future Projects

- Local stakeholders attended a workshop and created policy interventions to address each persona's challenges in transportation
- The themes of each intervention were ranked by the stakeholder group into high, moderate, and low priority objectives
  - Future projects will in part be scored by which objectives will be met
- If projects are eligible for funding and scored well by the stakeholder group, they will be sent to the appropriate funding group

# INTRODUCTION

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## Why this Plan Matters

Transportation is more than just getting from point A to point B. It's a lifeline that connects people to jobs, healthcare, education, and social opportunities. For seniors, individuals with disabilities, and others who may face barriers to mobility, access to reliable and inclusive transportation is essential for maintaining independence, quality of life, and active participation in the community.

**Community in Motion** is the Coordinated Human Services and Public Transportation plan for York and Adams Counties. York and Adams Counties is a roadmap to address these critical needs in York and Adams Counties. This plan aims to bridge gaps in transportation services, reduce barriers, and create opportunities for collaboration between public transit providers, human service agencies, and the broader community.

Rooted in federal requirements outlined in *FTA Circular 9070.1G*, the plan's goal is to improve mobility for seniors and individuals with disabilities through:

- Identifying and assessing current transportation services and needs,
- Developing innovative strategies to address gaps and challenges, and
- Establishing a framework for prioritizing future projects and investments.

Focusing on the unique experiences and voices of transit users, caregivers, and stakeholders, this plan takes a human-centered approach to uncovering meaningful solutions. It sets a course for improved services today and lays the groundwork for more accessible and equitable transportation.

This plan matters because mobility is opportunity, and by enhancing transportation systems, we strengthen the fabric of our entire community.

## Planning Philosophy and Framework

Making transportation work for everyone means understanding the real needs of those who use it.

**Community in Motion** focuses on improving mobility for seniors and people with disabilities by listening to their experiences and designing better solutions.

## Putting People First

Transportation challenges are personal; they affect how people live their lives. For seniors and people with disabilities, it can be hard to get to work, see a doctor, or visit family without the right transportation options. This plan focuses on their stories and experiences to understand the barriers they face and how we can remove them.

Key ideas of our planning philosophy include:

- **Real-Life Stories Matter:** We listen to the people who use or need transportation to understand what works and what doesn't.
- **Everyone Has a Voice:** This plan includes input from seniors, people with disabilities, caregivers, and service providers.
- **Creative Ideas Solve Problems:** By focusing on people's experiences, we can find new and practical ways to improve transportation.

## Looking at the Bigger Picture

While people's experiences are important, we must also consider how larger systems affect transportation. Things like laws, funding, and partnerships all play a role. This plan looks at these bigger issues so our solutions will work well in real life.

## Steps in the Planning Process

This plan includes several steps to make sure we understand the needs and find the best solutions:

1. **Understanding Where We Are:** Reviewing current transportation options, past plans, and who uses the services
2. **Listening to Users:** Observing how people use transportation and learning about their needs through interviews
3. **Discoveries for Change:** Using the stories we hear to identify common challenges and opportunities by developing "user personas"
4. **Creating Solutions:** Developing example solutions to see what works
5. **Building a Process for the Future:** Developing a collaborative system to prioritize projects

## Why This Approach Works

Traditional transportation plans often focus on roads, buses, and costs. While those things are important, they don't always show the whole picture. By focusing on real people and their needs, this plan ensures that seniors, people with disabilities, and others can get where they need to go.

This blueprint helps create a more fair and effective transportation system for everyone in York and Adams Counties. It's about making connections, solving problems, and ensuring no one is left behind.

## UNDERSTANDING WHERE WE ARE

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### **BASELINE DATA**

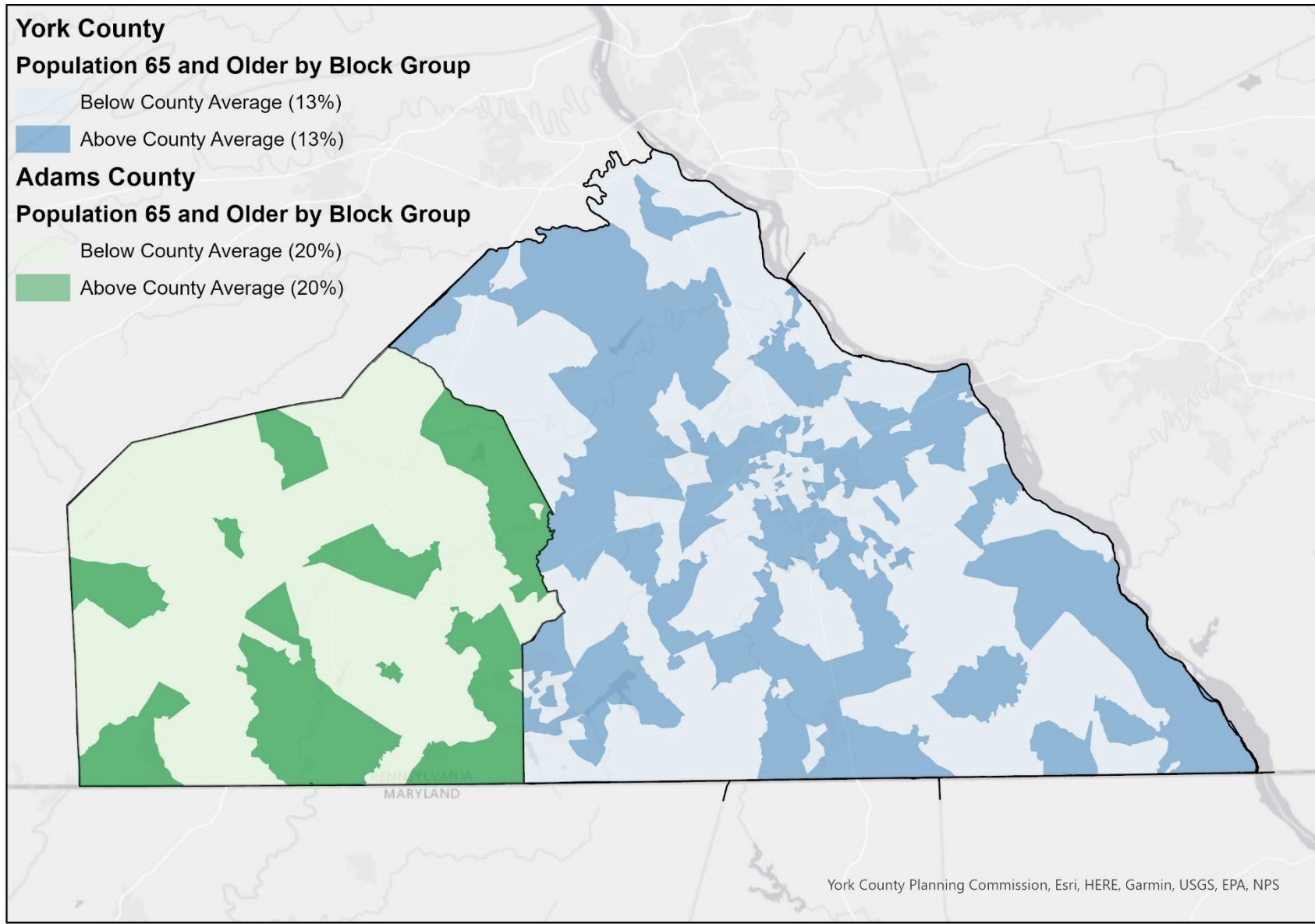
The following sections demonstrate the current mobility conditions of Seniors, People with Disabilities, and Low-Income individuals whether they ride transit or not.

### **Demographic Data**

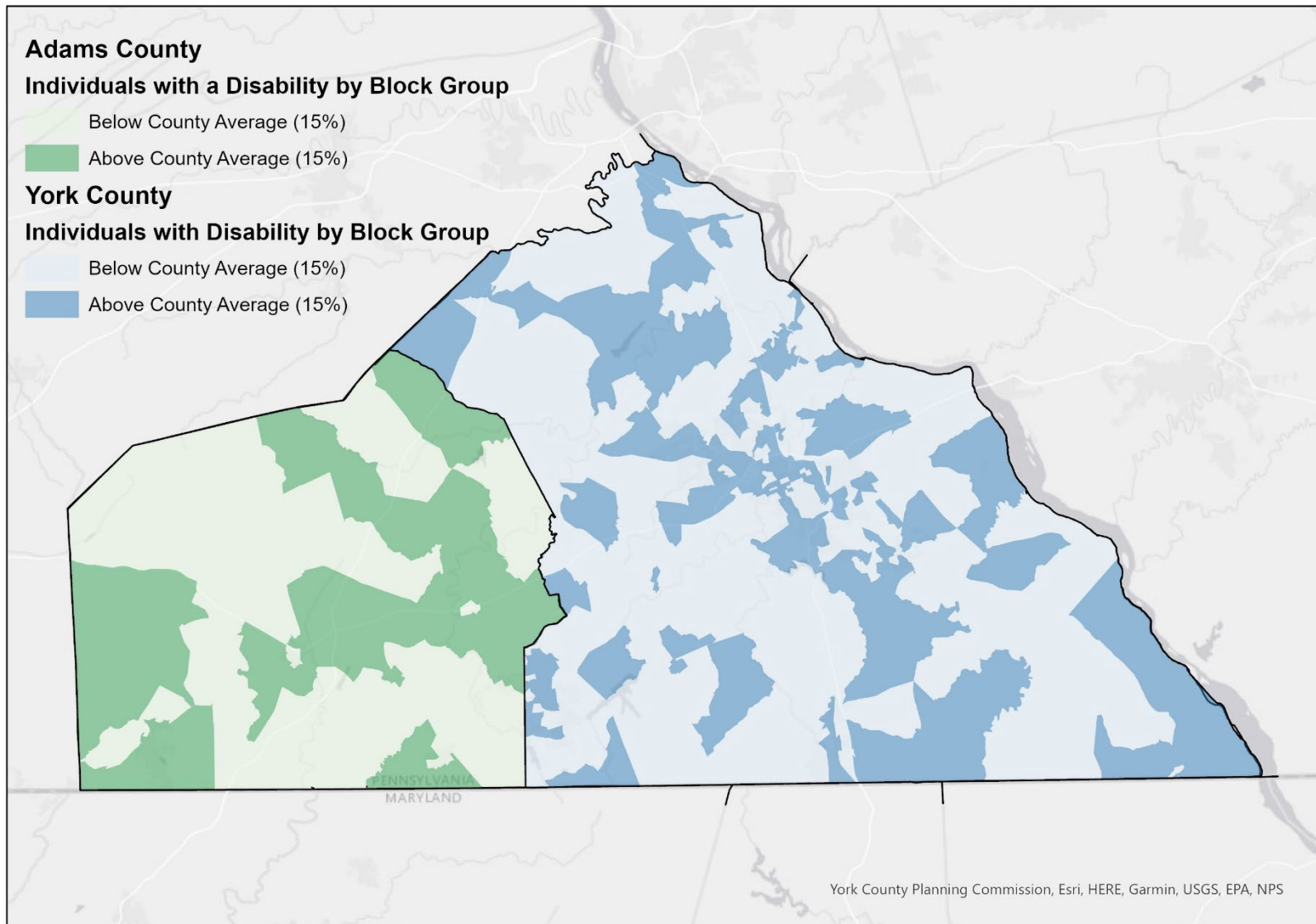
<b>Demographic</b>	<b>York County</b>		<b>Adams County</b>	
Total Population	459,312		105,183	
Population 65 & older	59,021	13%	20,965	20%
Individuals with a Disability	69,844	15%	15,653	15%
Individuals below Poverty Line	38,540	9%	7,909	8%
Total Households	178,543		40,006	
Countywide Average Annual Income	\$58,430		\$58,900	
Households Without Access to a Vehicle	10,030	6%	1,810	4%

Data via 2022 American Community Survey 5-year Estimates (US Census Bureau)

Map 1: Population 65 Years of Age and Older by Census Block Group

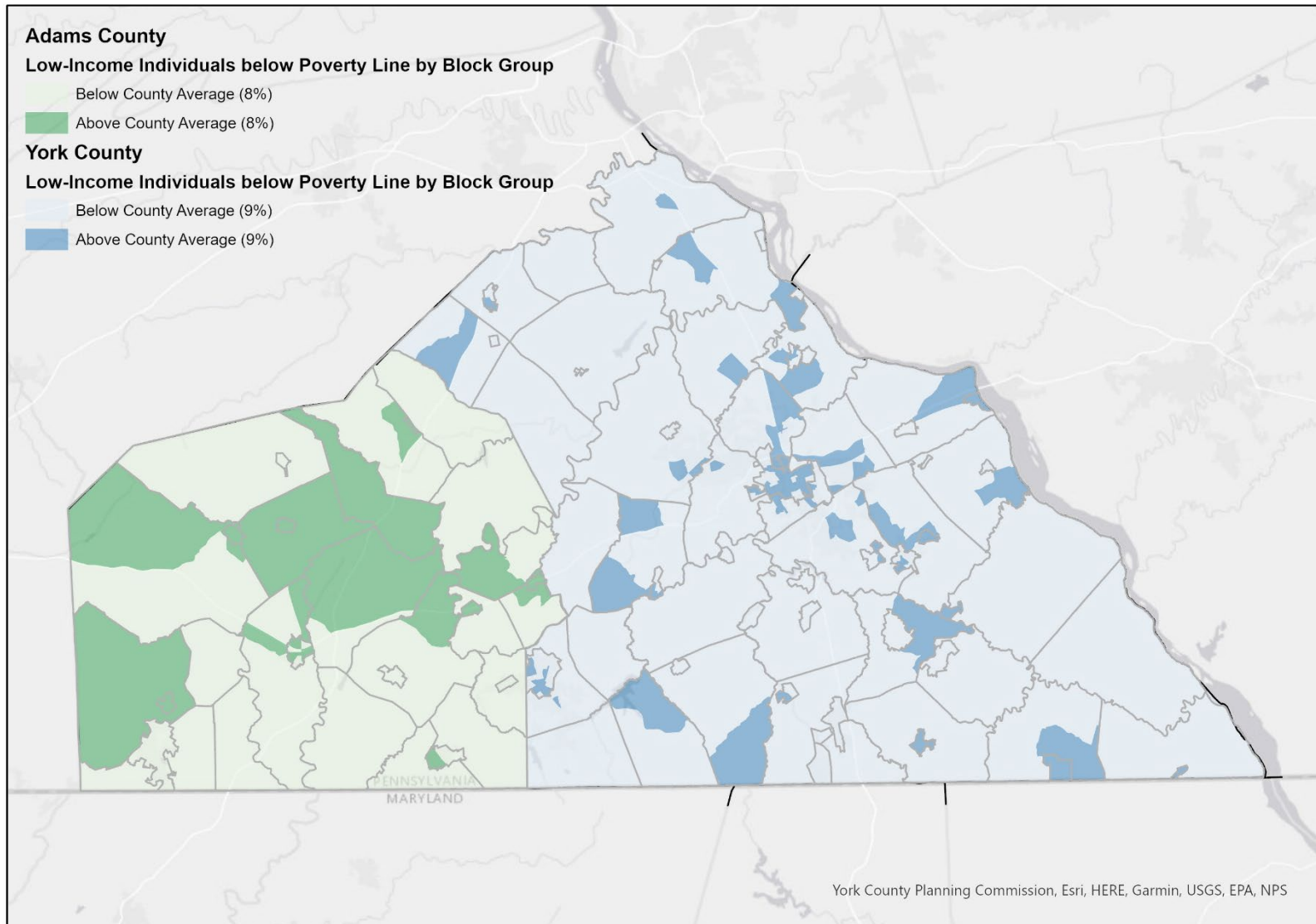


Map 2: Individuals with a Disability by Census Block Group

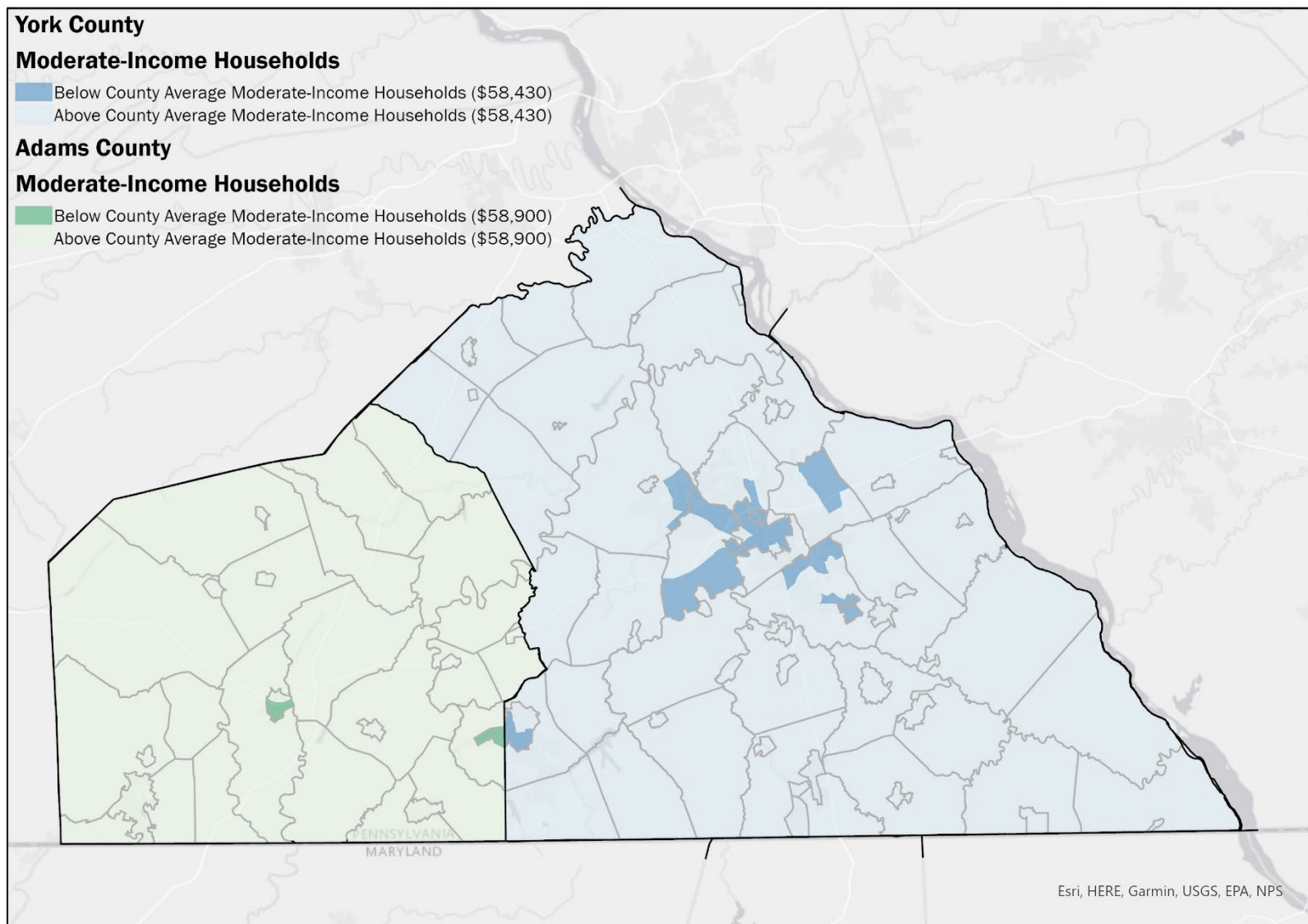




Map 3: Individuals with an Annual Income at or below the Poverty Line by Census Block Group

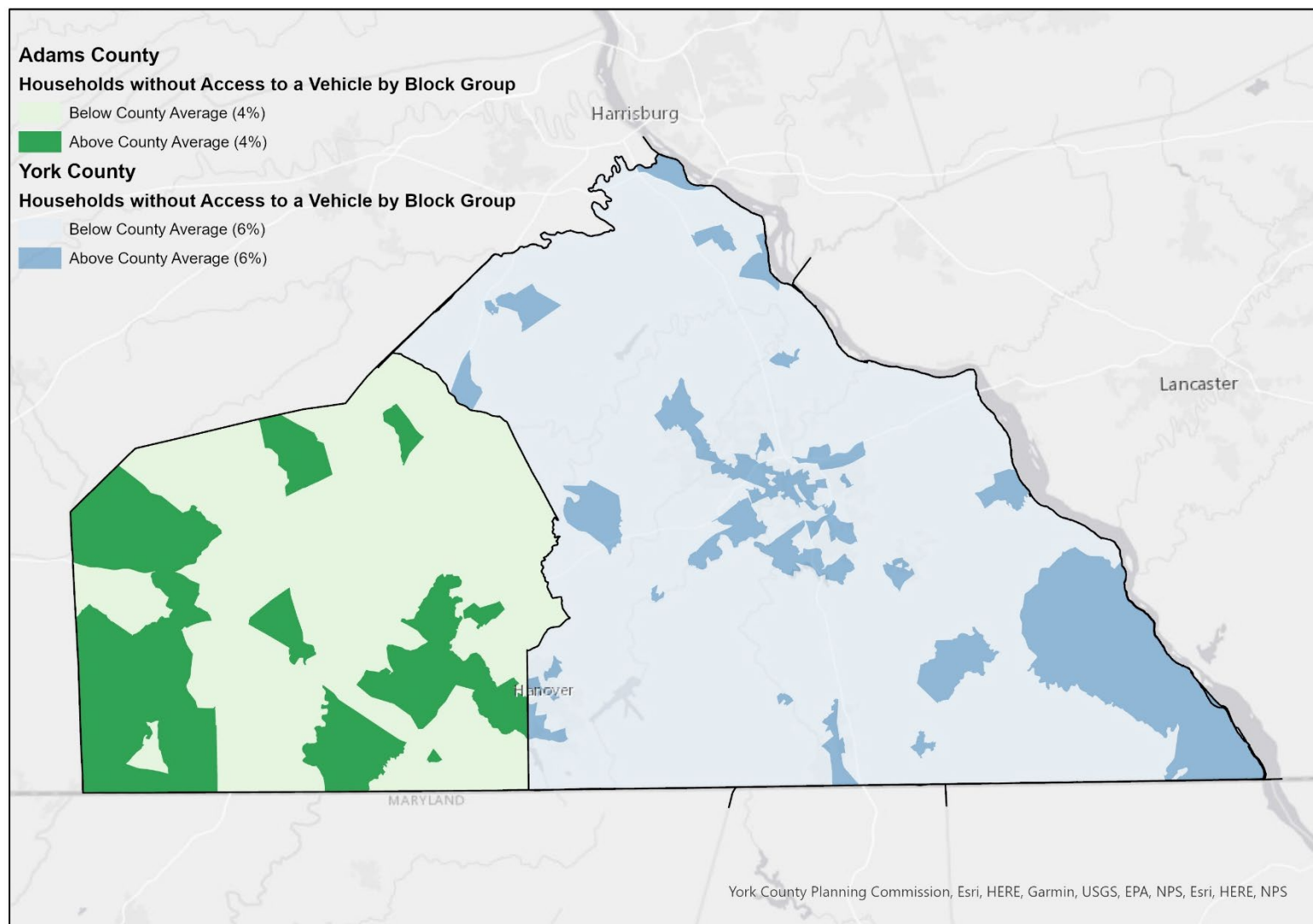


Map 4: Moderate-Income Households below the countywide average annual income

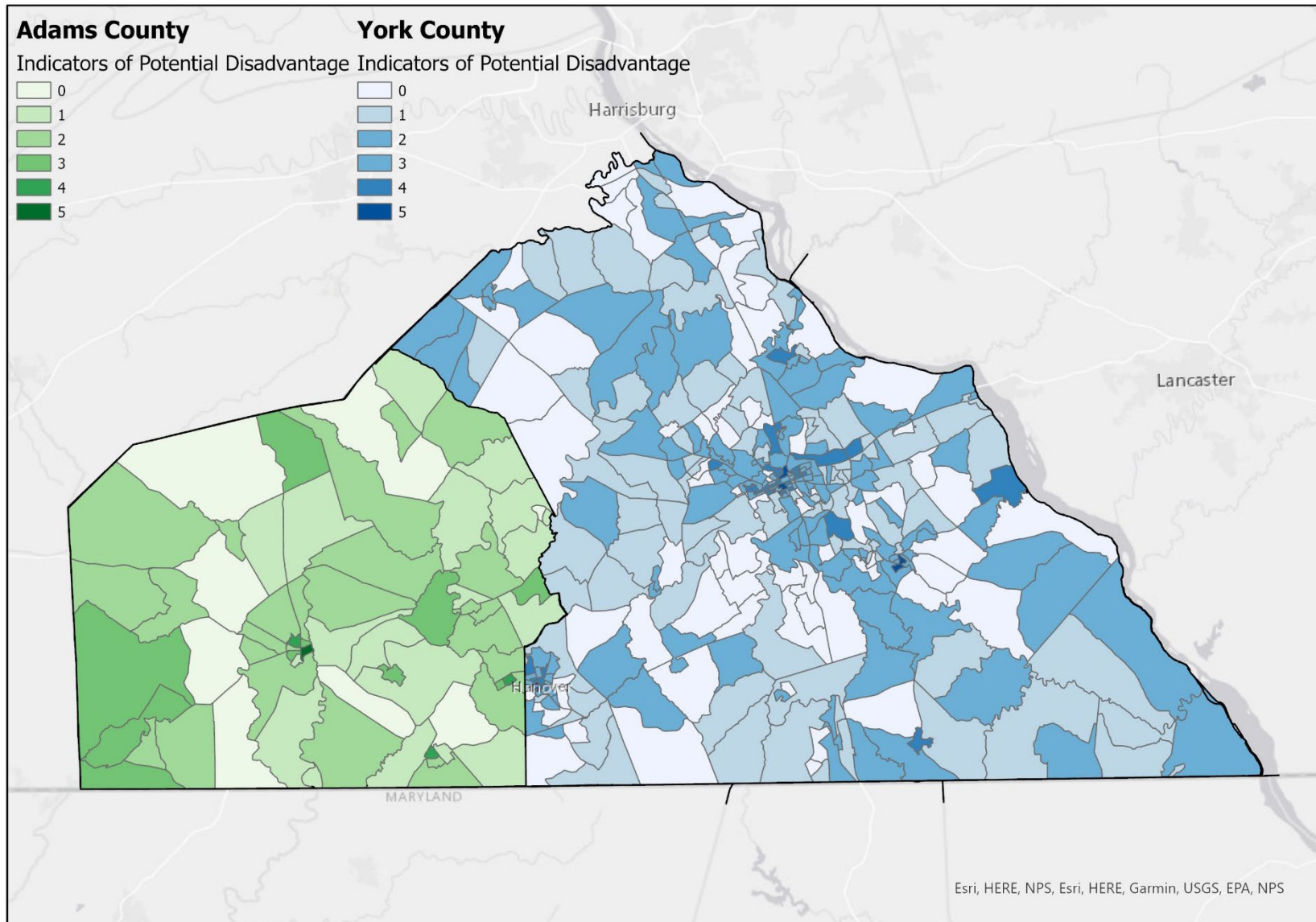




Map 5: Households without access to a vehicle by block group



Map 6: Summary of indicators of potential disadvantage

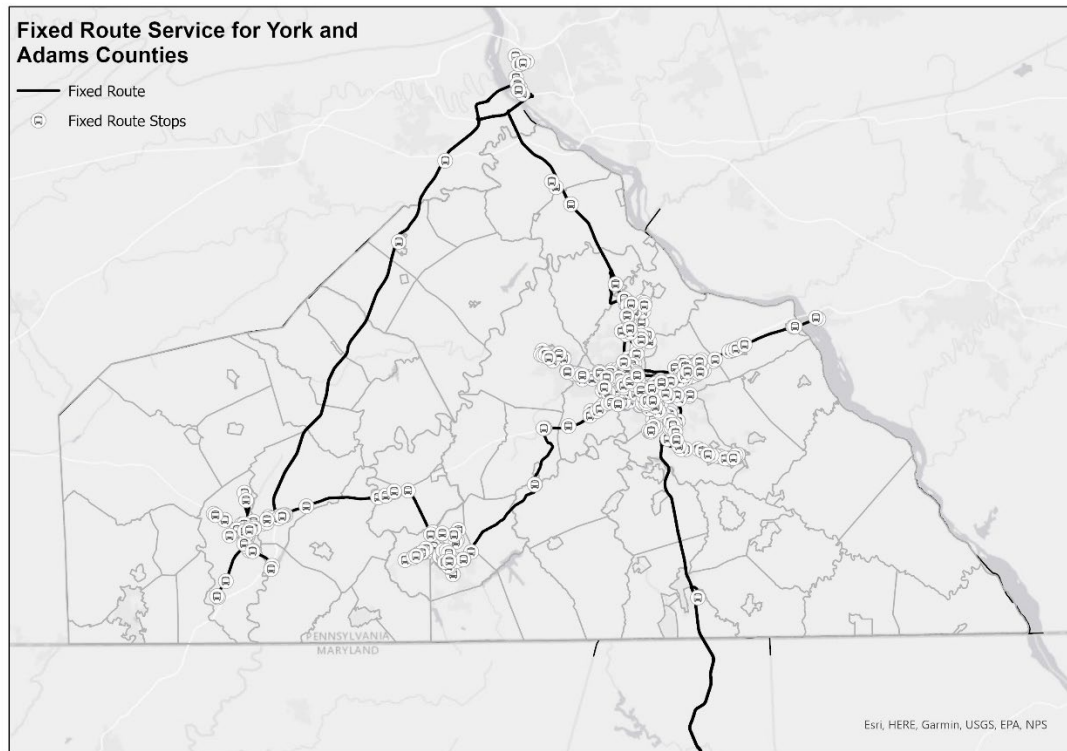


## Fixed Route Access to Everyday Destinations

Fixed route bus services run consistently on the same route and to the same destinations.

### Fixed Route Service

Map 7: rabbittransit fixed route service for York and Adams Counties



#### Adams County Routes

- 5 routes primarily serving the Gettysburg Borough area
- 83 bus stops

#### York County Routes

- 19 routes
  - 3 routes in Hanover Borough
  - 16 routes serving York City and surrounding suburbs
- 565 bus stops

#### rabbitEXPRESS Routes

rabbittransit offers three commuter routes on weekdays

- Route 15N provides 4 daily trips between the Gettysburg Transfer Center and Harrisburg
- Route 83N provides 12 daily trips between the York Transfer Center and Harrisburg
- Route 83S provides 7 daily total trips between the York Transfer Center and Northern Maryland

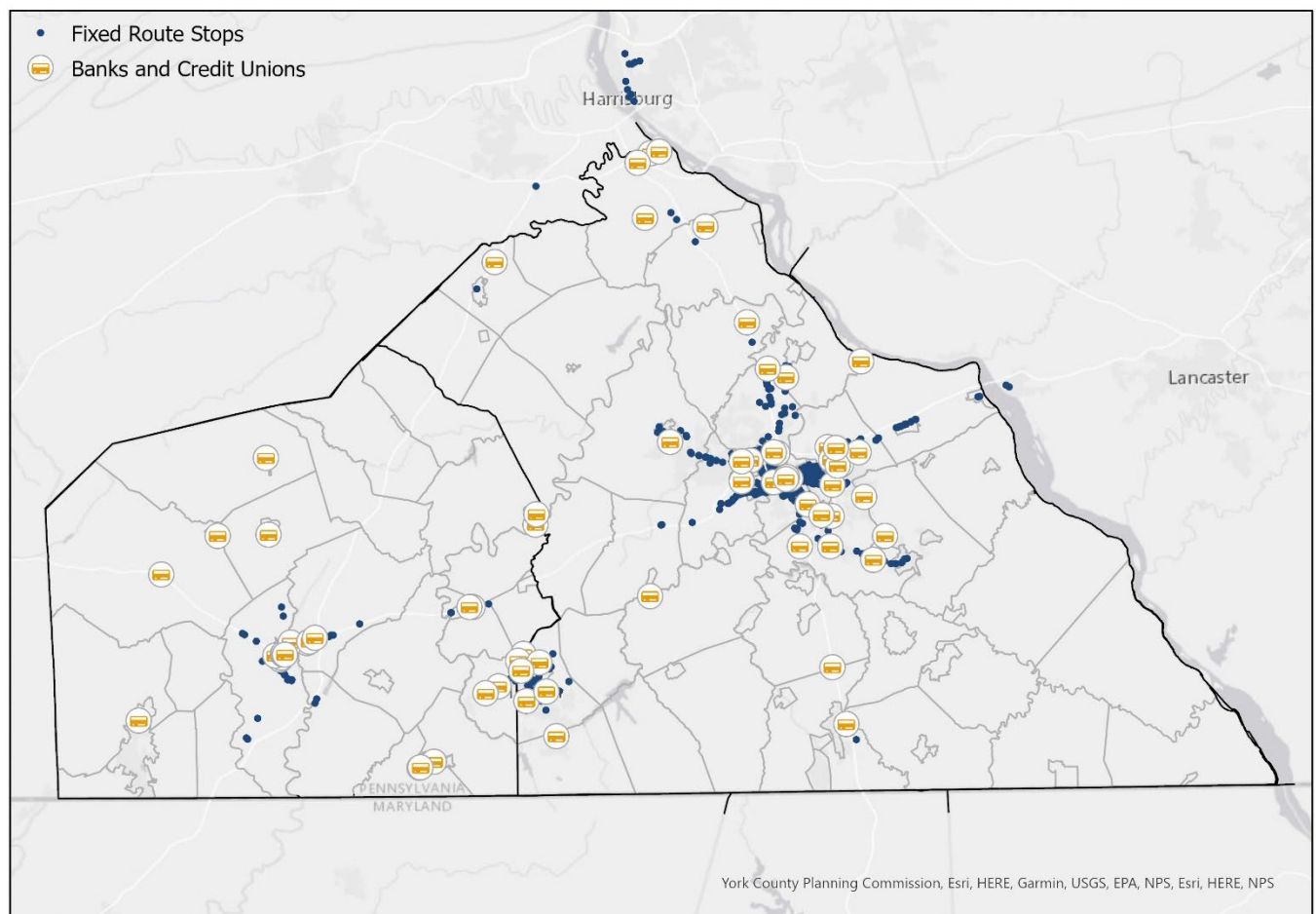
The planning team overlaid fixed route service data with 13 types of everyday destinations to analyze how well someone riding rabbittransit's fixed route service can access each destination. Each destination was overlaid with demographic data, individual maps can be found in [Appendix C](#).

## Banks and Credit Unions

For this study, only consumer banking and credit unions were included. Destination locations were found using York and Adams County business point data from 2023-24 York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024. A list of NAICS codes used for each destination can be found in [Appendix D](#).

### Overall Access

Map 8: All Banks and Credit Unions in York and Adams Counties

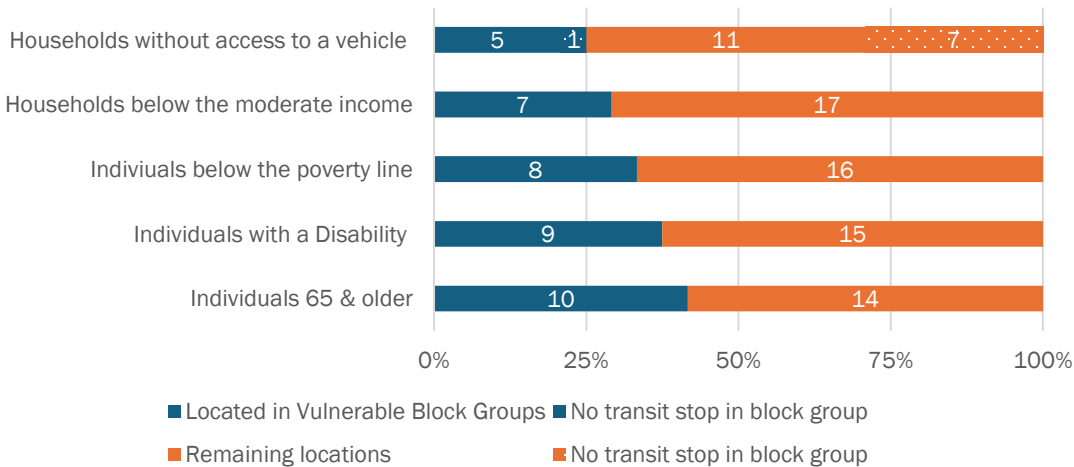


- 72 banks and credit unions across 56 census block groups
- 50 banks and credit unions are within 1 mile of a fixed route stop
  - 69% of banks and credit unions
- 529 fixed route stops are within 1 mile of at least one bank or credit union

- 78% of fixed route stops

## Adams County

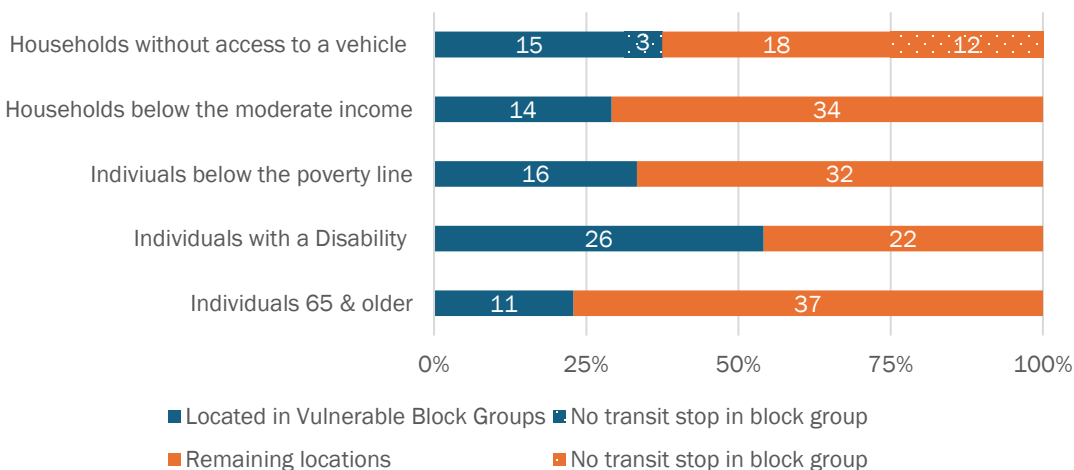
### Adams County Banks & Credit Unions by Block Group



- 24 banks across 17 census block groups
- 60 fixed route stops are within 1 mile of an Adams County bank or credit union
- 14 Adams County banks or credit unions are within 1 mile of a fixed route stop
- 8 banks and credit unions are in blocks groups without a fixed route stop

## York County

### York County Banks & Credit Unions by Block Group



- 48 banks and credit unions across 39 census block groups
- 472 fixed route stops are within 1 mile of a York County bank or credit union
- 36 banks and credit unions are within 1 mile of a fixed route stop
- 15 banks and credit unions are in block groups without a fixed route stop

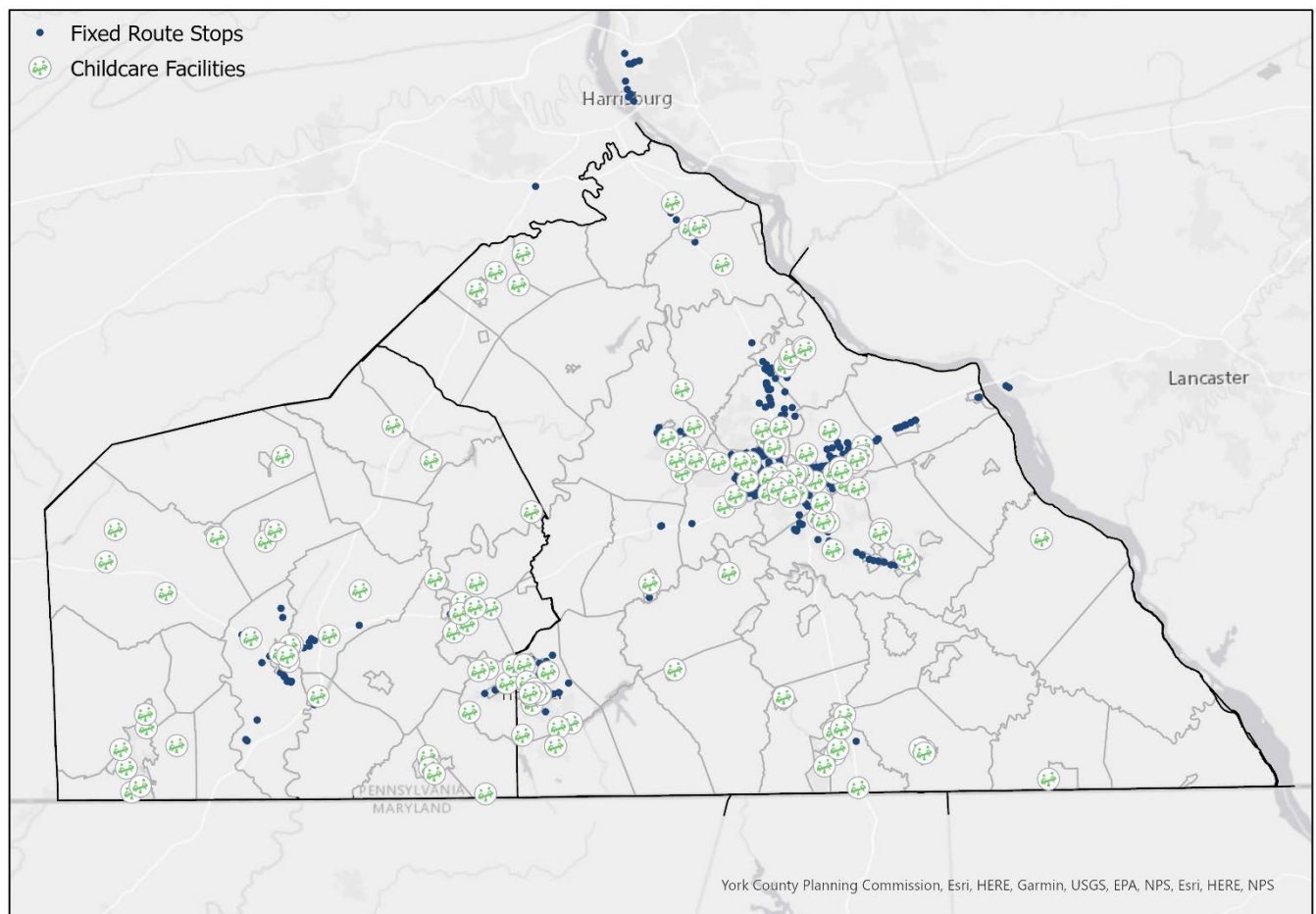


## Childcare Facilities

For this study, childcare facilities are considered a location where a parent or guardian can drop a child off for a day. This excludes youth organizations and orphanages. York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024. A list of NAICS codes used for each destination can be found in [Appendix D](#).

## Overall Access

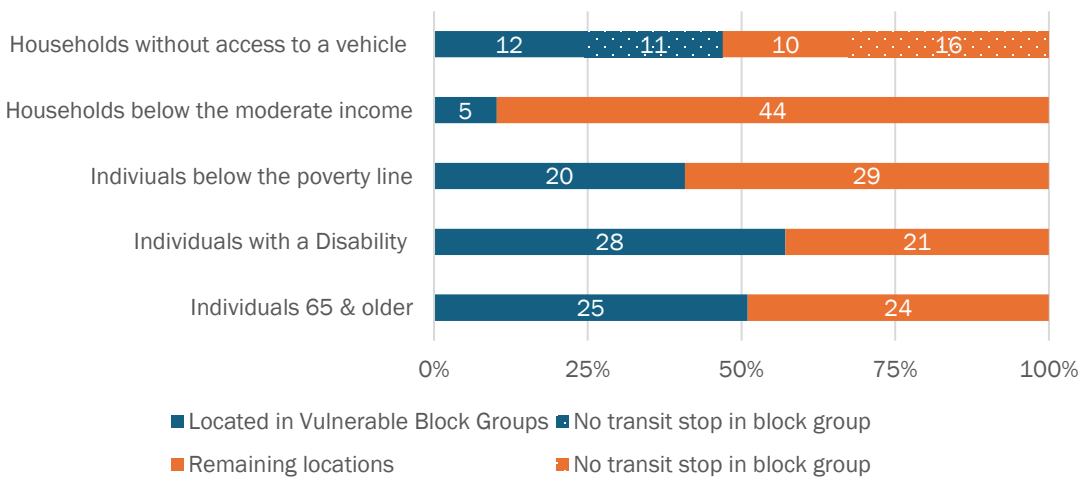
Map 9: All childcare facilities in York and Adams Counties



- 158 childcare facilities are located across 114 block groups
- 103 childcare facilities are located within 1 mile of a fixed route stop
  - 65% of childcare facilities
- 574 fixed route stops are within 1 mile of a childcare facility
  - 84% of all fixed route stops

## Adams County

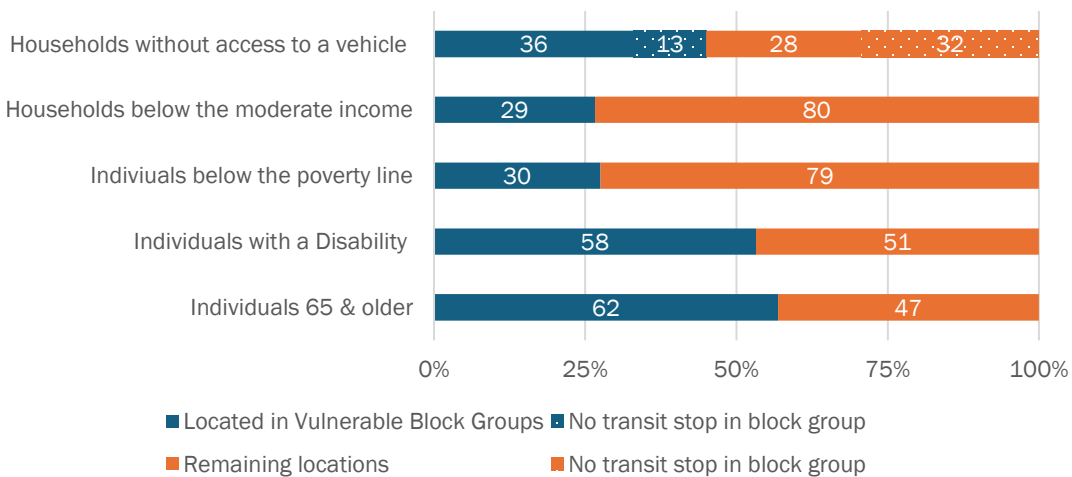
### Adams County Childcare Facilities by Block Group



- 49 childcare facilities are located in 33 census block groups
- 73 fixed route stops are within 1 mile of an Adams County childcare facility
- 26 childcare facilities are within 1 mile a fixed route stop
- 27 Adams County Childcare facilities are in block groups without a fixed route stop

## York County

### York County Childcare Facilities by Block Group



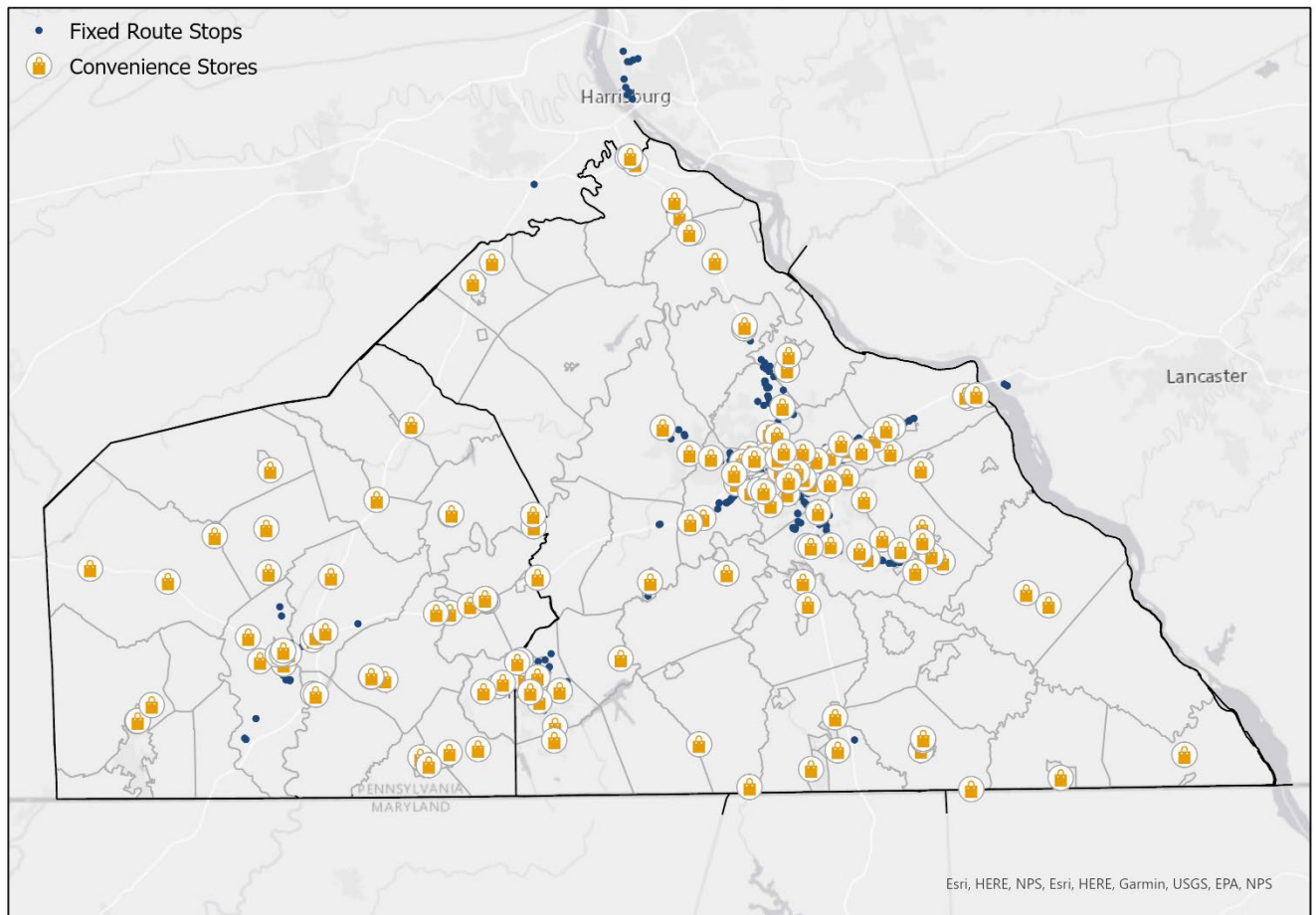
- 109 childcare facilities are located across 81 block groups
- 511 fixed route stops are within 1 mile of a York County childcare facility
- 77 childcare facilities are within 1 mile of a fixed route stop
- 45 York County childcare facilities are in block groups without a fixed route stop

## Convenience Stores

York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024. A list of NAICS codes used for each destination can be found in [Appendix D](#).

### Overall Access

Map 10: All Convenience Stores in York and Adams Counties

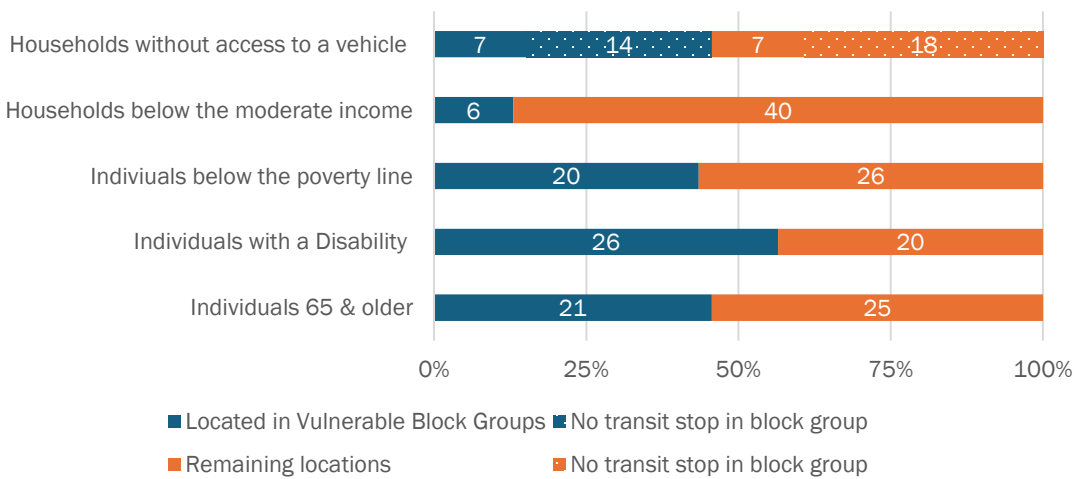


- 160 convenience stores across 128 census block groups
- 102 convenience stores are within 1 mile of at least 1 fixed route stop
  - 64% of convenience stores
- 602 fixed route stops are within 1 mile of at least 1 convenience store
  - 88% of fixed route stops



## Adams County

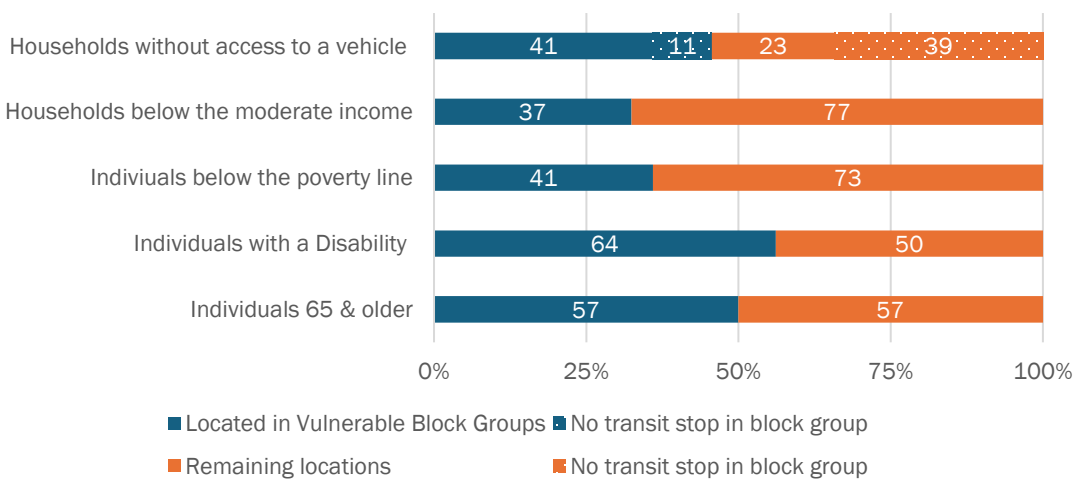
### Adams County Convenience Stores by Block Group



- 46 convenience stores across 32 census block groups
- 75 fixed route stops are within 1 mile of at least 1 Adams County convenience store
- 21 Adams County convenience stores are within 1 mile of at least 1 fixed route stop
- 32 Adams County Convenience Stores are located in Block Groups without a fixed route stop

## York County

### York County Convenience Stores by Block Group



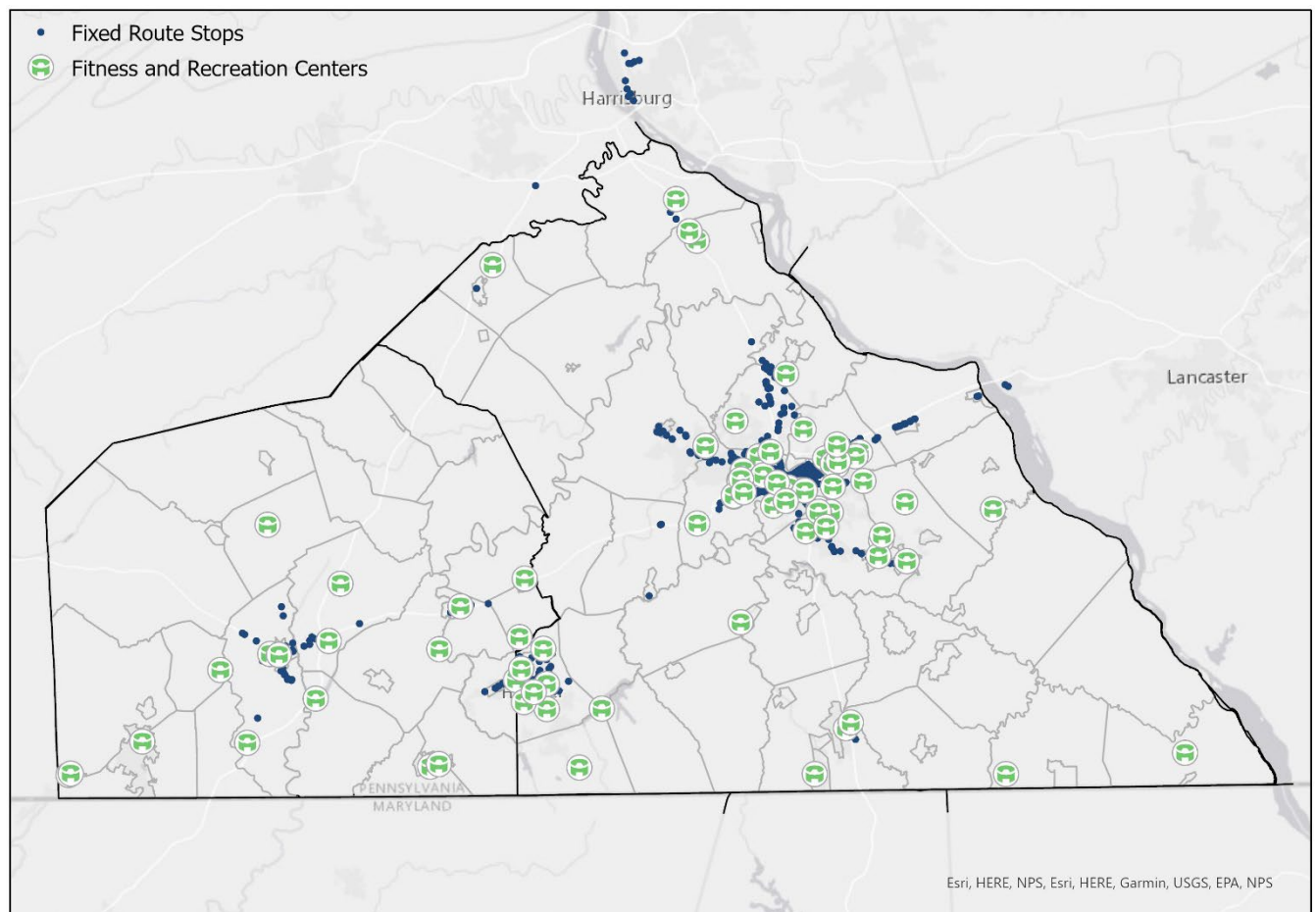
- 114 York Couty Convenience stores are located across 96 block groups
- 534 fixed route stops are within 1 mile of at least 1 York County convenience store
- 81 York County convenience stores are within 1 mile of at least 1 fixed route stop
- 50 York County convenience stores are located in block groups without a fixed route stop

## Fitness and Recreation Centers

Fitness and recreation centers is an overarching term for locations where people exercise or participate in recreational activities such as a gym. This excludes public parks, golf courses, and offices of recreational organizations. York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024. A list of NAICS codes used for each destination can be found in [Appendix D](#).

### Overall Access

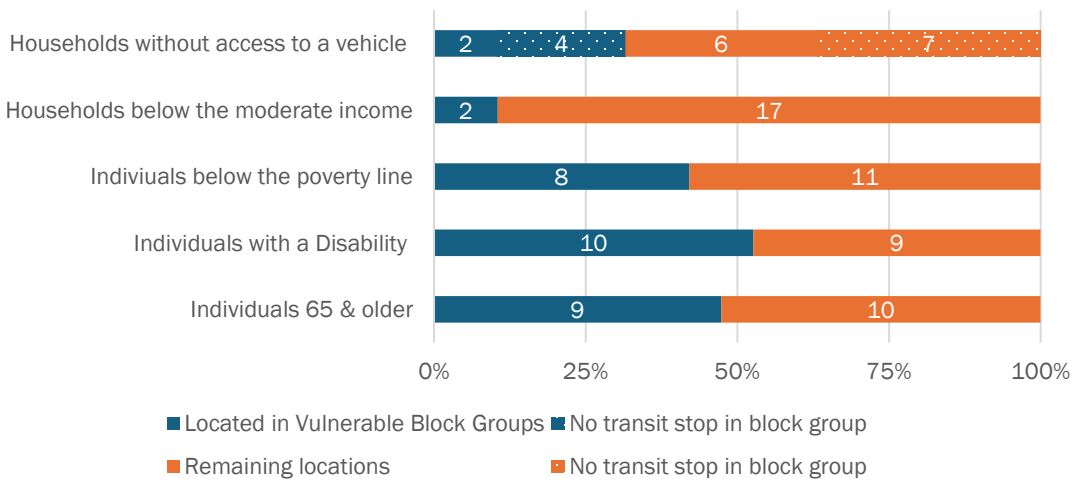
Map 11: All fitness and recreation centers in York and Adams Counties



- 82 fitness and recreation centers are located across 69 block groups
- 58 fitness and recreation centers are within 1 mile of at least 1 fixed route stop
  - 70% of fitness and recreation centers
- 537 fixed route stops are within 1 mile of at least 1 fitness and recreation center
  - 79% of fixed route stops

## Adams County

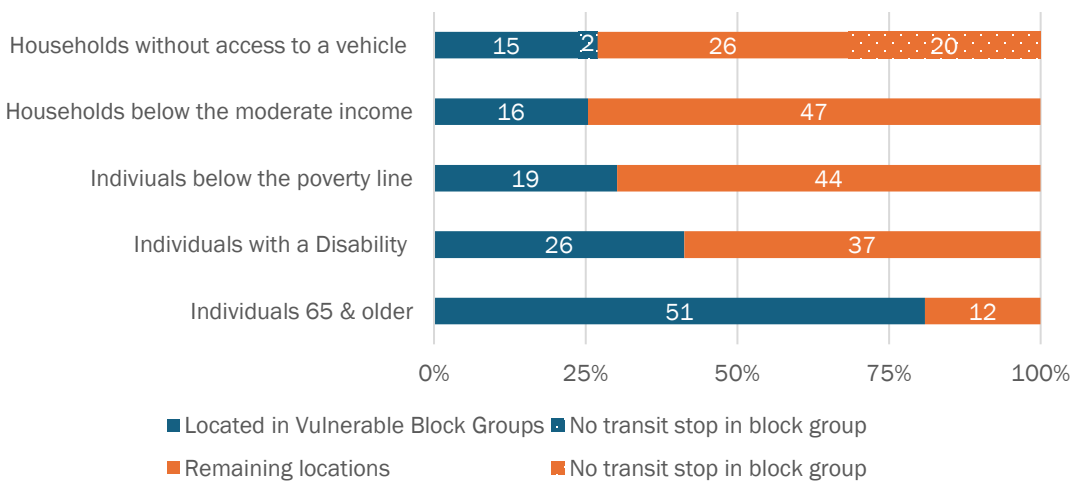
**Adams County Fitness & Recreation Centers by Block Group**



- 19 fitness and recreation centers across 18 census block groups
- 73 fixed route stops are within 1 mile of an Adams County fitness and recreation center
- 7 Adams County fitness centers are within 1 mile of a fixed route stop
- 11 Adams County fitness centers are located in block groups without a fixed route stop

## York County

**York County Fitness Centers & Recreation Centers by Block Group**



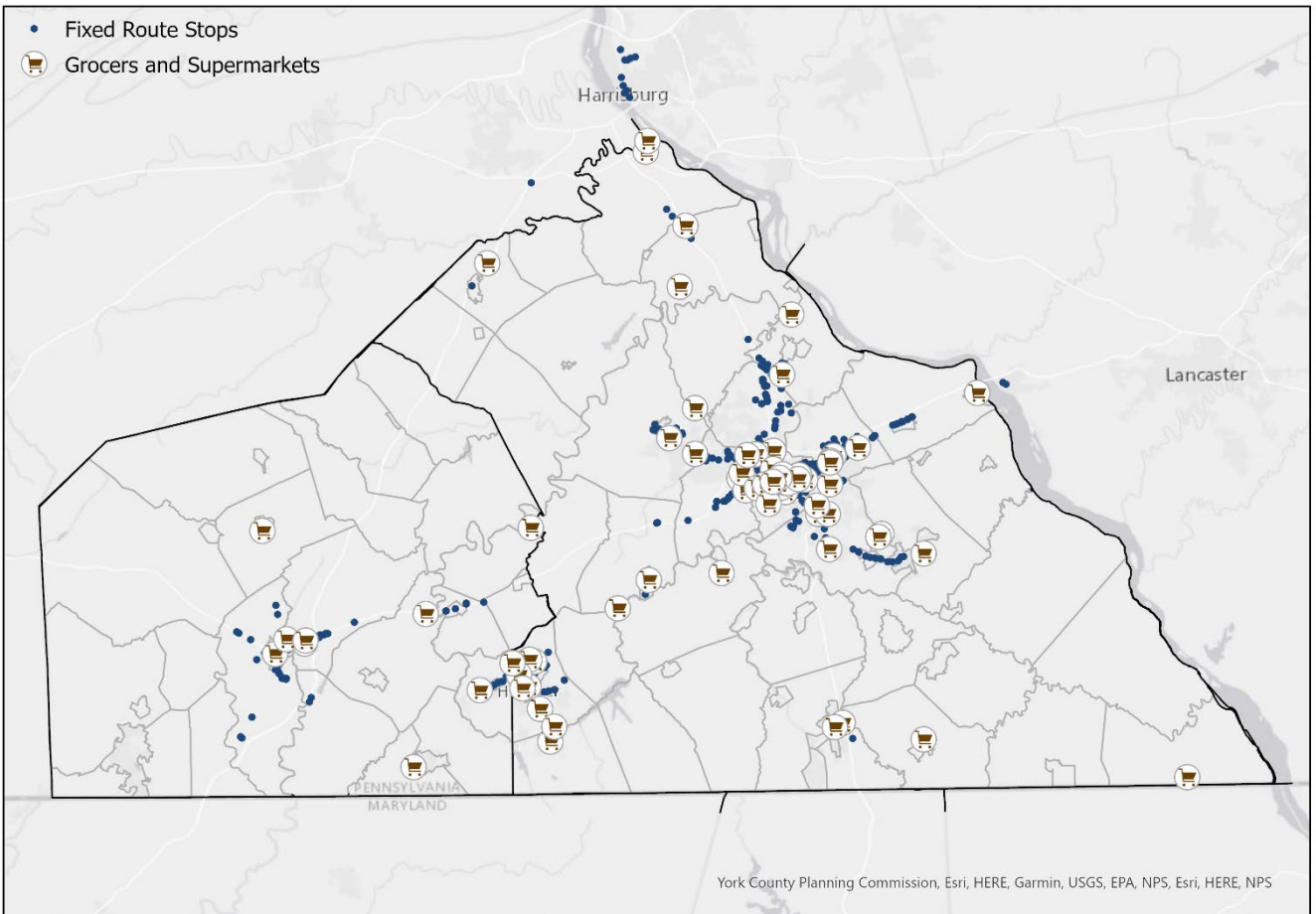
- 63 fitness and recreation centers are located in 51 block groups
- 482 fixed route stops are within 1 mile of at least 1 York County fitness and recreation center
- 51 fitness and recreation centers are within 1 mile of at least 1 fixed route stop
- 22 York County fitness and recreation centers are located in block groups without a fixed route stop

## Grocers and Supermarkets

York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024. A list of NAICS codes used for each destination can be found in [Appendix D](#).

### Overall Access

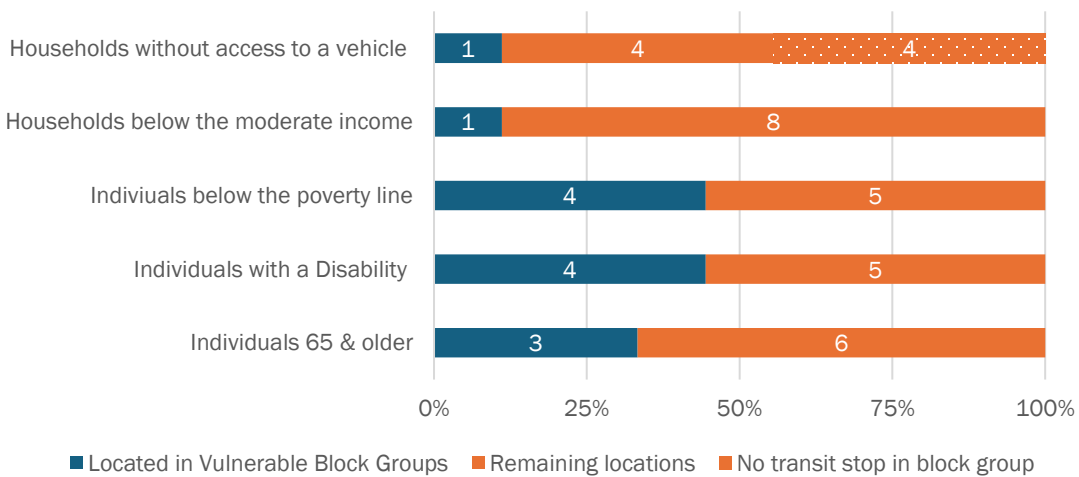
Map 12: All grocers and supermarkets in York and Adams Counties



- 75 grocers and supermarkets across 65 census block groups
- 55 grocers and supermarkets are within 1 mile of at least 1 fixed route stop
  - 73% of grocers and supermarkets
- 521 fixed route stops are within 1 mile of at least 1 grocery stores or supermarkets
  - 77% of all fixed route stops

## Adams County

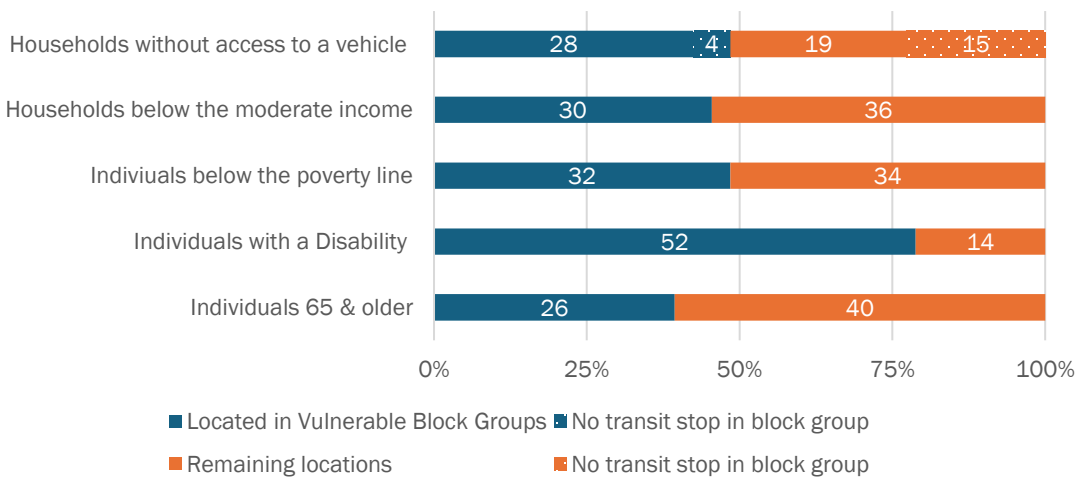
### Adams County Grocers & Supermarkets by Block Group



- 9 Adams County grocers and supermarkets are across 8 census block groups
- 43 fixed route stops are within 1 mile of at least 1 Adams County grocers
- 5 Adams County grocers and supermarkets are within 1 mile of at least 1 fixed route stop
- 4 grocers and supermarkets are located in block groups without a fixed route stop

## York County

### York County Grocers & Supermarkets by Block Group



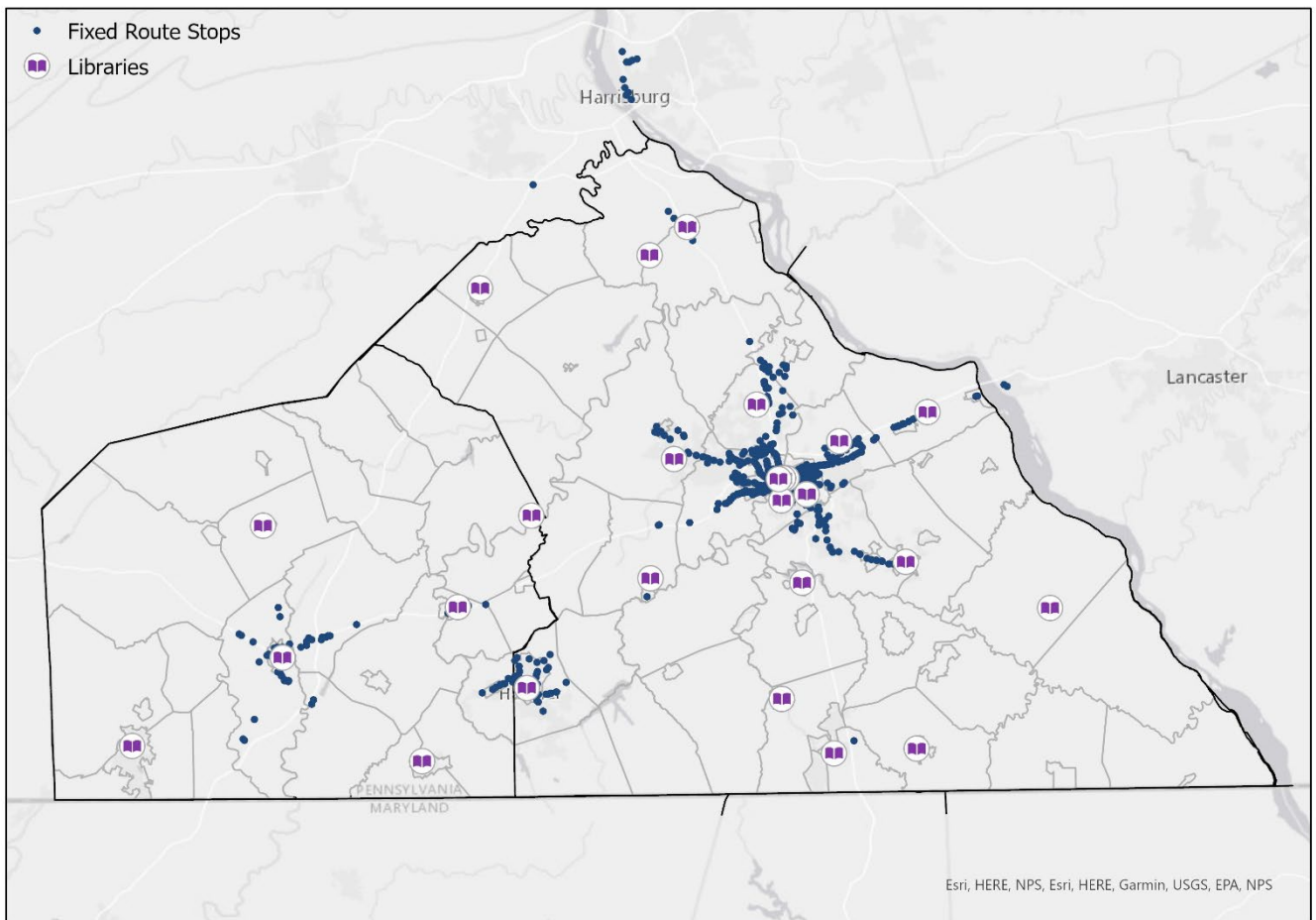
- 66 grocers and supermarkets across 57 census block groups
- 478 fixed route stops are within 1 mile of at least York County grocers or supermarkets
- 50 grocers and supermarkets are within 1 mile of at least 1 fixed route stop
- 19 grocers are located in block groups without a fixed route stop

## Libraries

This study includes all public and private libraries (such as those found at college campuses) across York and Adams Counties. Libraries are important beyond the access to reading materials, because libraries may be someone's only access to the internet. York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024. A list of NAICS codes used for each destination can be found in [Appendix D](#).

### Overall Access

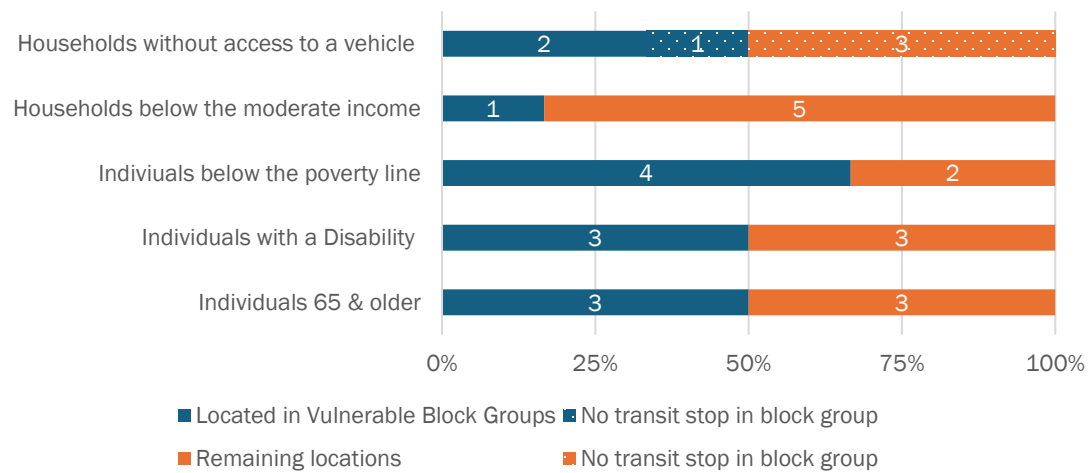
Map 13: All libraries in York and Adams Counties



- 26 libraries across 25 block groups
- 15 libraries are within 1 mile of at least 1 fixed route stop
  - 58% of libraries
- 291 fixed route stops are within 1 mile of at least 1 library
  - 43% of all fixed route stops

## Adams County

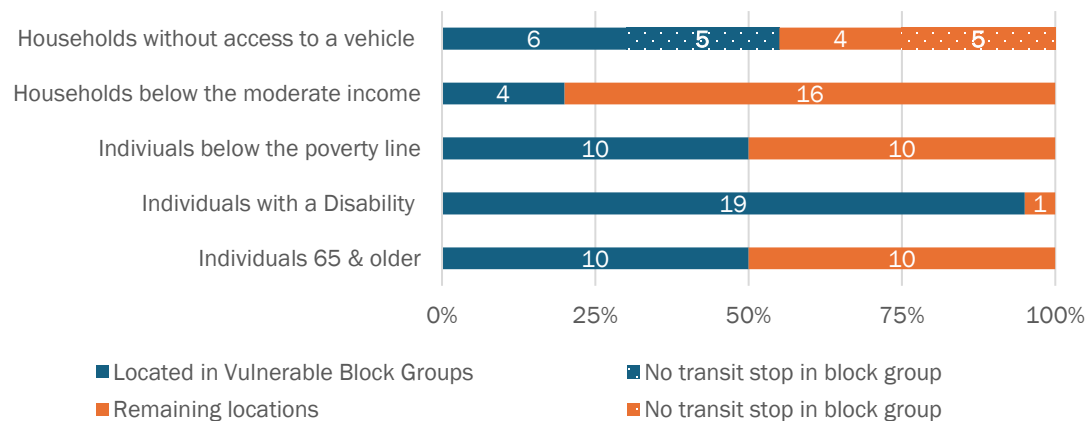
### Adams County Libraries by Block Group



- 6 libraries across 6 census block groups
- 38 fixed route stops are within 1 mile of at least 1 Adams County library
- 2 Adams County libraries are within 1 mile of at least 1 fixed route stop
- 4 libraries are located in block groups without a transit stop

## York County

### York County Libraries by Block Group



- 20 libraries are located across 19 block groups
- 253 fixed route stops are located within 1 mile of a fixed route stop
- 13 York County libraries are within 1 mile of at least 1 fixed route stop
- 10 libraries are located in block groups without a transit stop

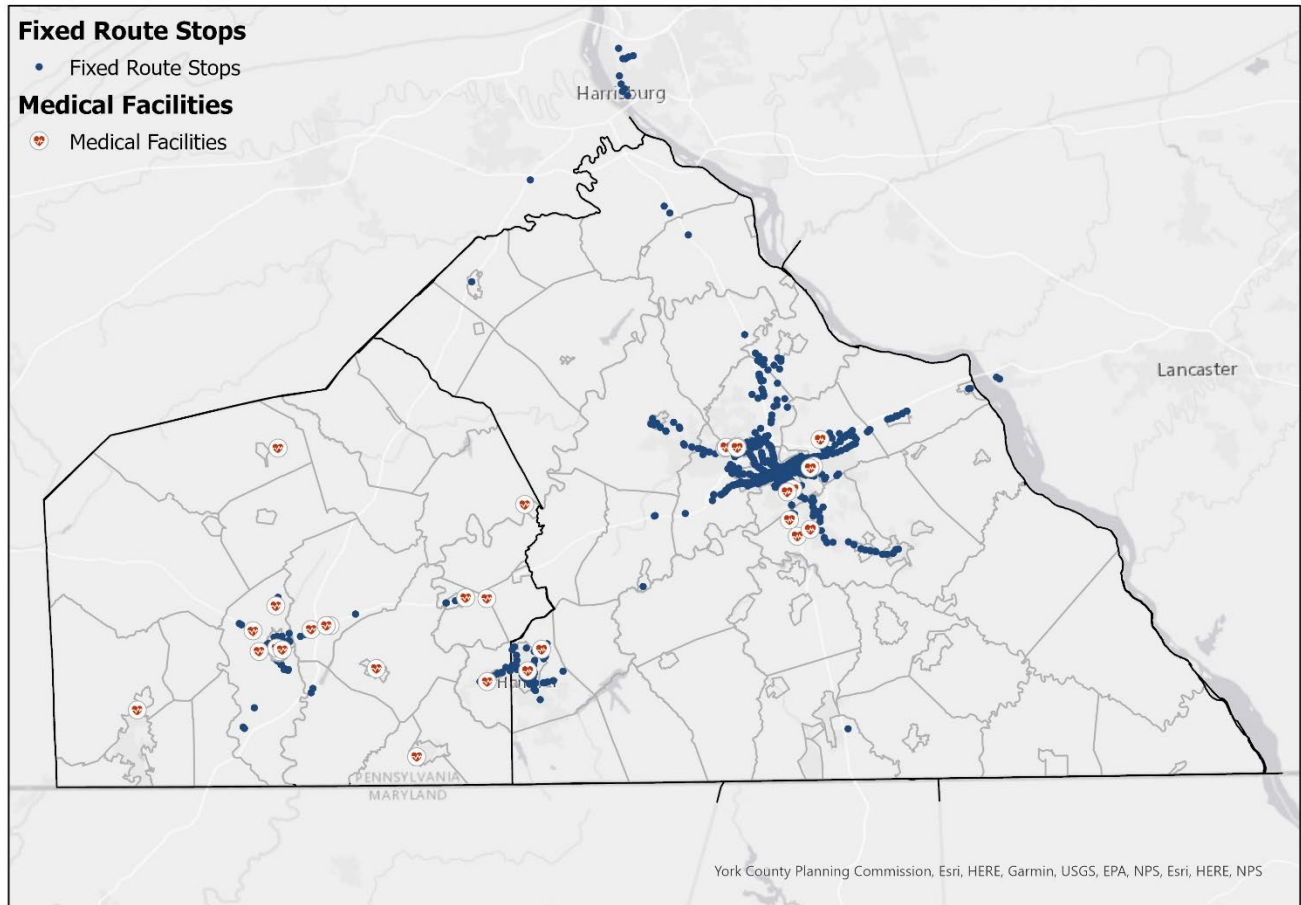


## Medical Facilities

Medical Facilities in this plan include hospitals, urgent care centers, and specialty care. However, it does not include dentists' offices, physical therapists or mental health clinics. Destination locations were found using York County Planning Commission and Adams County Office of Planning & Development data.

### Overall Access:

Map 14: All medical facilities in York and Adams Counties

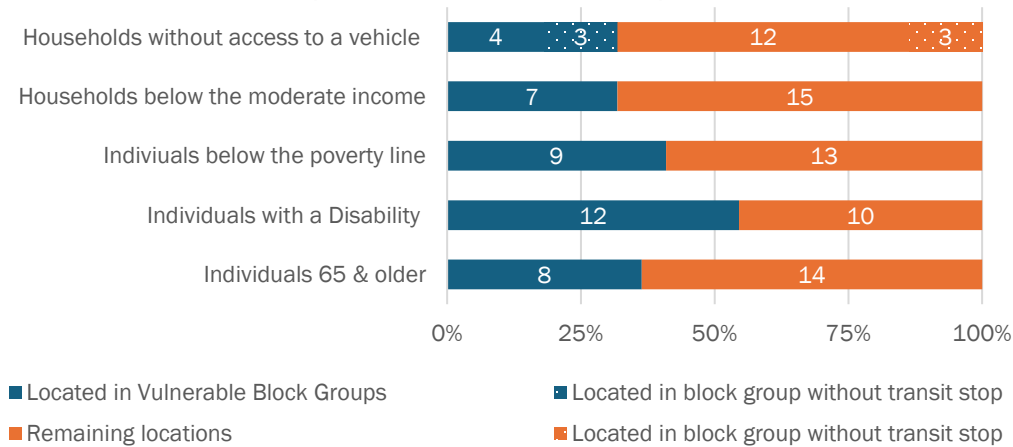


- 39 medical facilities are located across 25 census block groups
- 33 medical facilities are within 1 mile of at least 1 fixed route stop
  - 85% of medical facilities
- 297 fixed route stops are within 1 mile of a medical facility
  - 44% of all fixed route stops



## Adams County

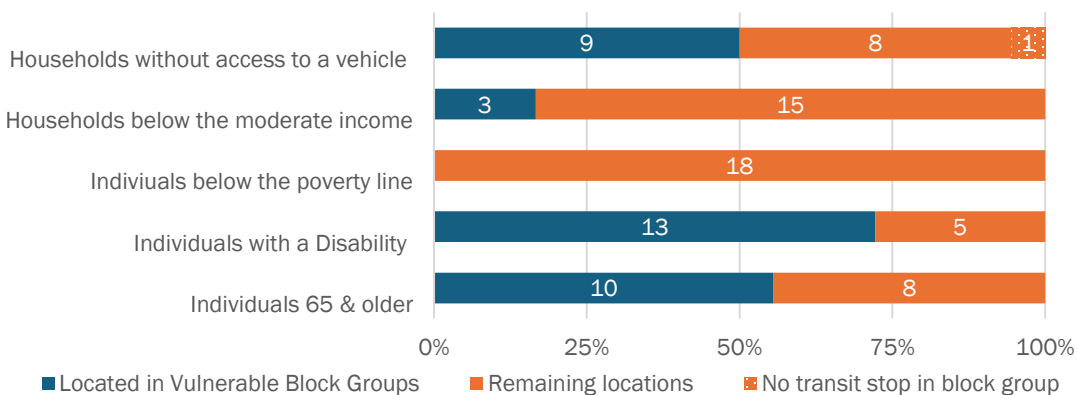
### Adams County Medical Facilities by Block Group



- 22 medical facilities across 14 census block groups
- 18 medical facilities have at least 1 fixed route stop within a mile
- 65 fixed route stops are within 1 mile of at least 1 Adams County Medical Facility
- 6 medical facilities are in a block group without a fixed route stop
  - 3 are in a block group above the county average for households without access to a vehicle

## York County

### York County Medical Facilities by Block Group



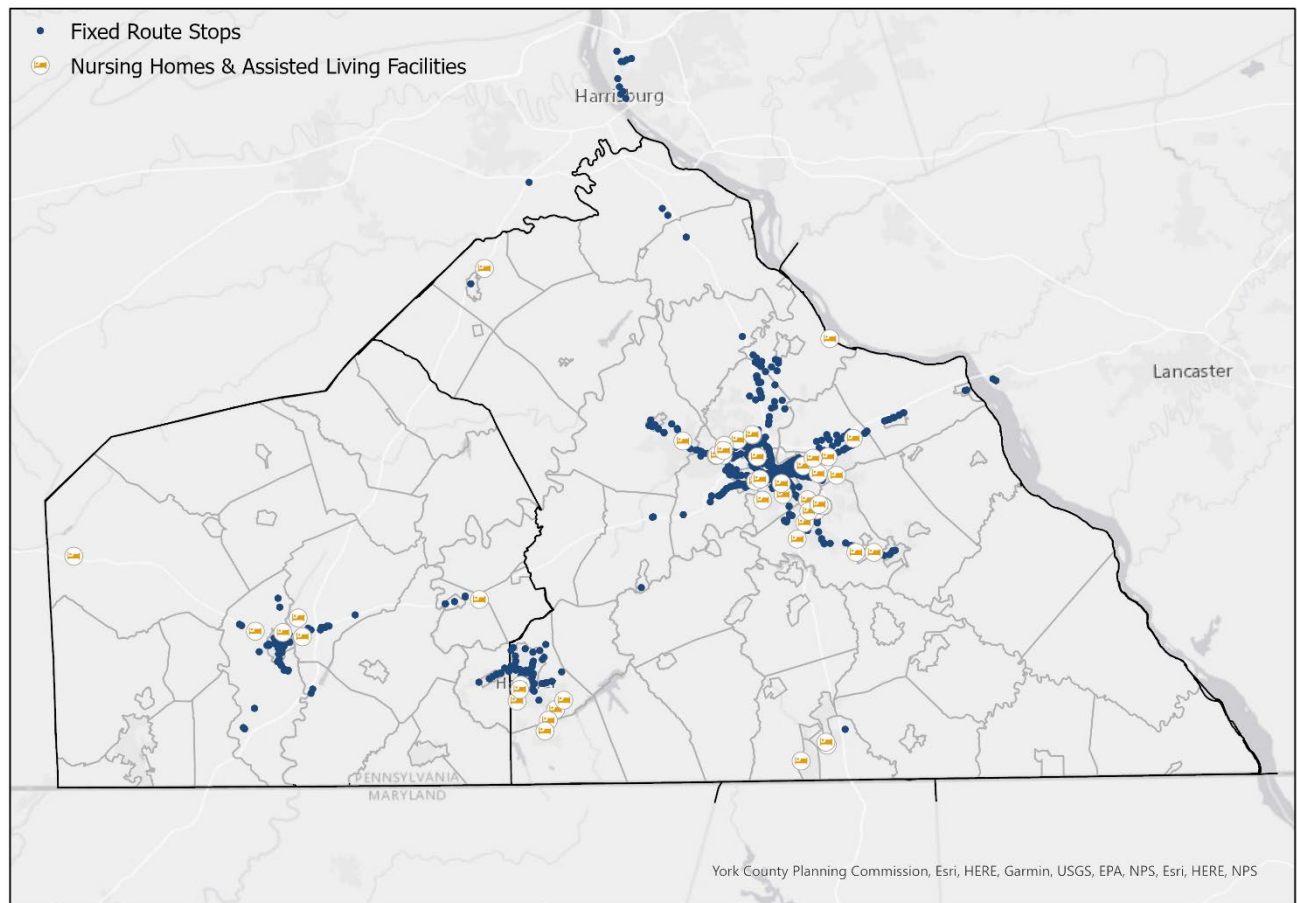
- 18 medical facilities across 11 census block groups
- All medical facilities have at least 1 fixed route stop within 1 mile
- 232 fixed route stops are within 1 mile of at least 1 York County medical facility
- 1 medical facility does not have a fixed route stop in the same block group
  - This location is in a block group below the countywide average for households without access to a fixed route stop

## Nursing Homes & Assisted Living Facilities

Nursing homes and assisted living facilities are similar, as both provide medical care to residents. Nursing homes typically have 24-hour supervision and are more focused on medical care. Assisted living facilities allow for more resident independence and provide less direct medical care. Destination locations were found using York and Adams County emergency management centers.

### Overall Access

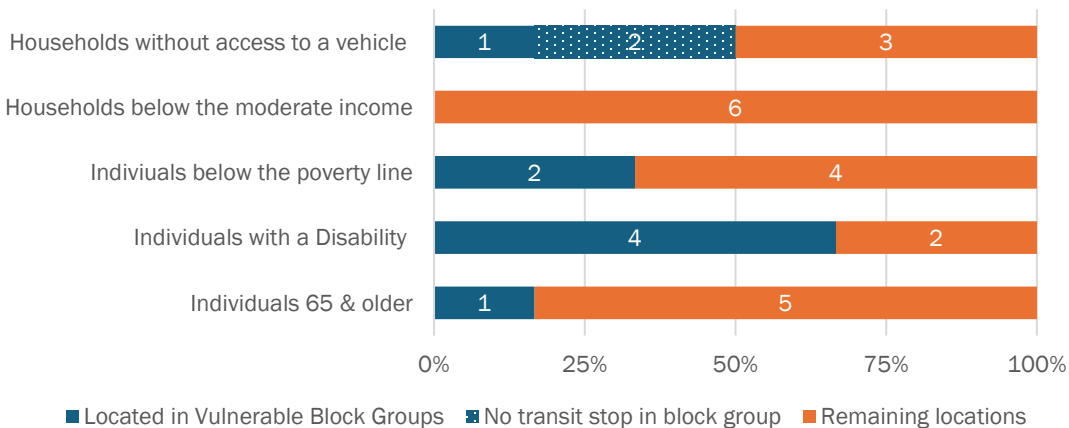
Map 15: All Nursing Homes & Assisted Living Facilities in York and Adams Counties



- 52 nursing homes and assisted living facilities across York & Adams counties
- 41 nursing homes and assisted living facilities are within 1 mile of a fixed route stop
  - 78% of nursing homes and assisted living facilities
- 466 fixed route stops are within 1 mile of at least 1 nursing home and assisted living facility
  - 68% of all fixed route stops

## Adams County

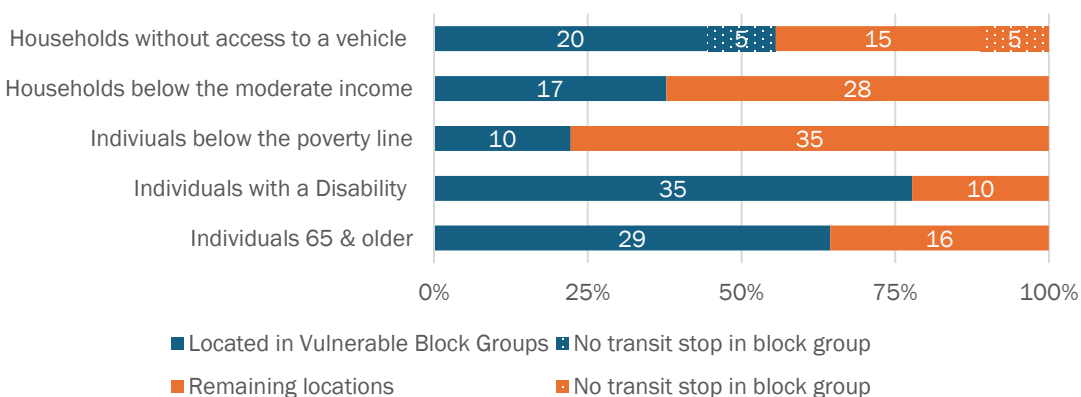
**Adams County Nursing Homes & Assisted Living Facilities by Block Group**



- 6 nursing homes and assisted living facilities across 5 block groups
- 5 nursing homes and assisted living facilities have at least 1 fixed route stop within 1 mile
- 34 fixed route stops are within 1 mile of a nursing home and assisted living facility
- 2 nursing homes and assisted living facilities do not have a fixed route stop in the same block group
  - Both are in block groups above the Adams County average for households without access to a car

## York County

**York County Nursing Homes & Assisted Living Facilities by Block Groups**



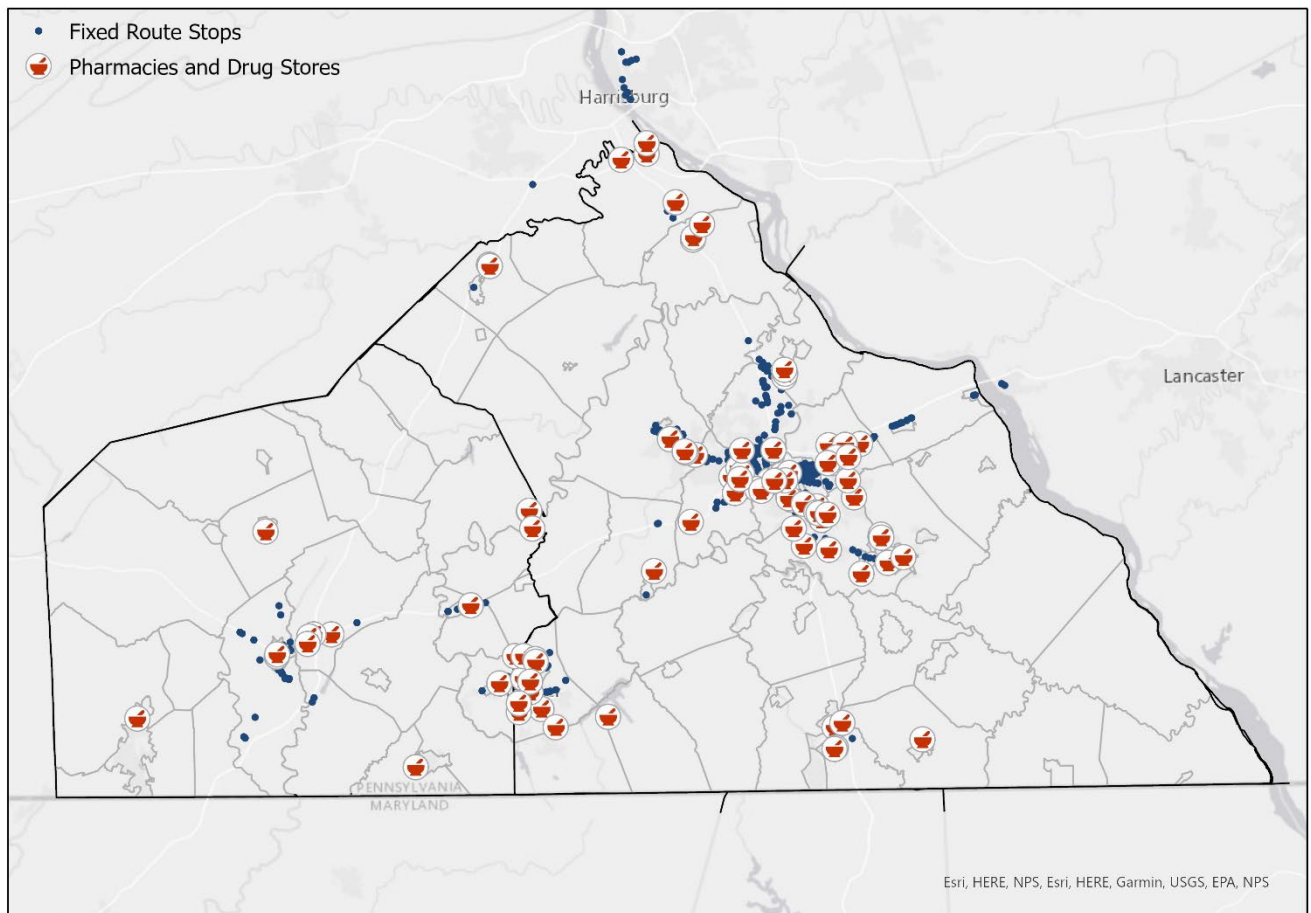
- 45 nursing homes and assisted living facilities across 36 census block groups
- 35 nursing homes or assisted living facilities have at least fixed route stop within 1 mile of the facility
- 432 fixed route stops are within 1 mile of at least 1 fixed route stop
- 10 nursing homes or assisted living facilities are further than a mile from a bus stop
  - 5 are in block groups above York County's average for households without access to a vehicle

## Pharmacies and Drug Stores

York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024. A list of NAICS codes used for each destination can be found in [Appendix D](#).

### Overall Access

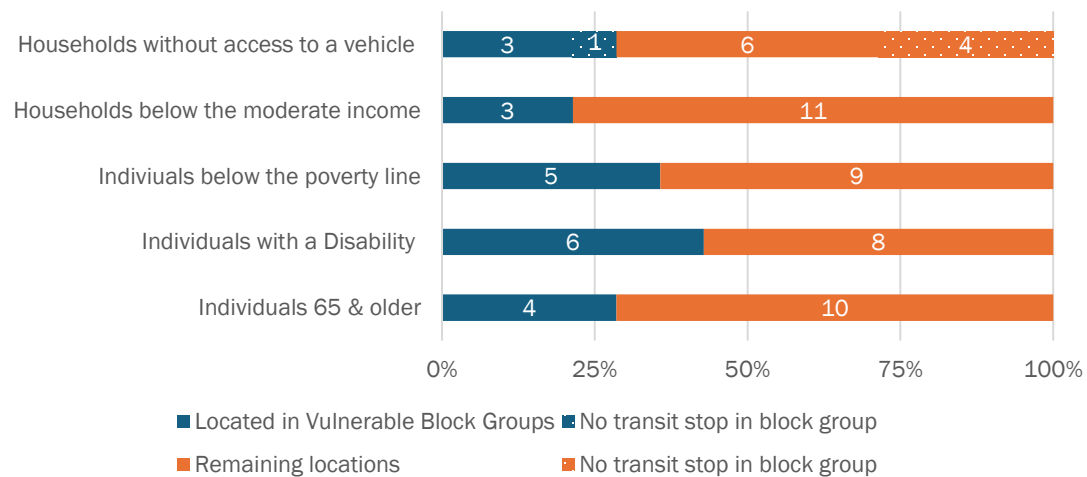
Map 16: All pharmacies and drug stores in York and Adams Counties



- 97 pharmacies and drug stores are located across 71 block groups
- 74 pharmacies and drug stores are located within 1 mile of a fixed route stop
  - 76% of pharmacies and drug stores
- 544 fixed route stops are located within 1 mile of a pharmacy or drug store
  - 80% of all fixed route stops

## Adams County

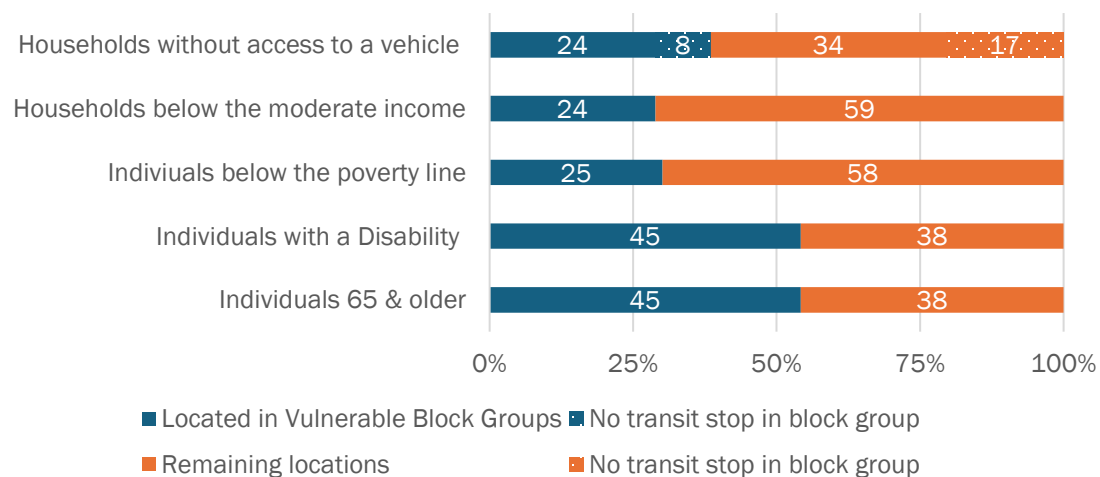
### Adams County Pharmacies & Drug Stores by Block Group



- 14 pharmacies or drug stores located in Adams County are in 11 block groups
- 60 fixed route stops are located within 1 mile of at least 1 pharmacy or drug store
- 8 pharmacies and drug stores are located within 1 mile of at least fixed route stop
- 5 are located in block groups without a fixed route stop

## York County

### York County Pharmacies & Drug Stores by Block Group



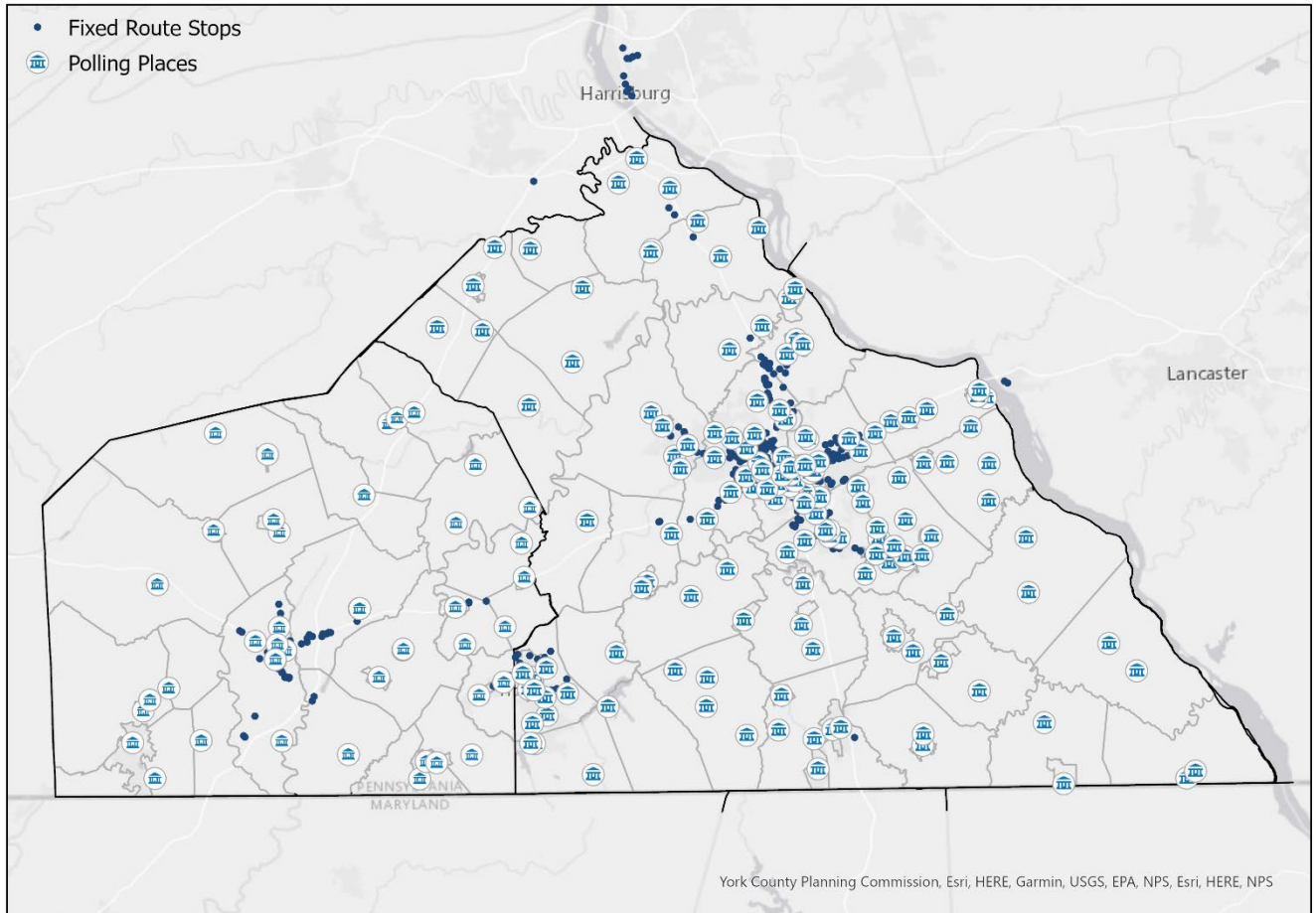
- 83 pharmacies and drug stores are located across 60 block group
- 487 fixed route stops are within 1 mile of at least 1 pharmacy or drug store
- 66 pharmacies and drug stores are within 1 mile of at least 1 fixed route stop
- 25 pharmacies and drug stores are located in block groups without a fixed route stop

## Polling Places

Polling Place locations were found using York County Planning Commission and Adams County Office of Planning & Development data.

### Overall Access

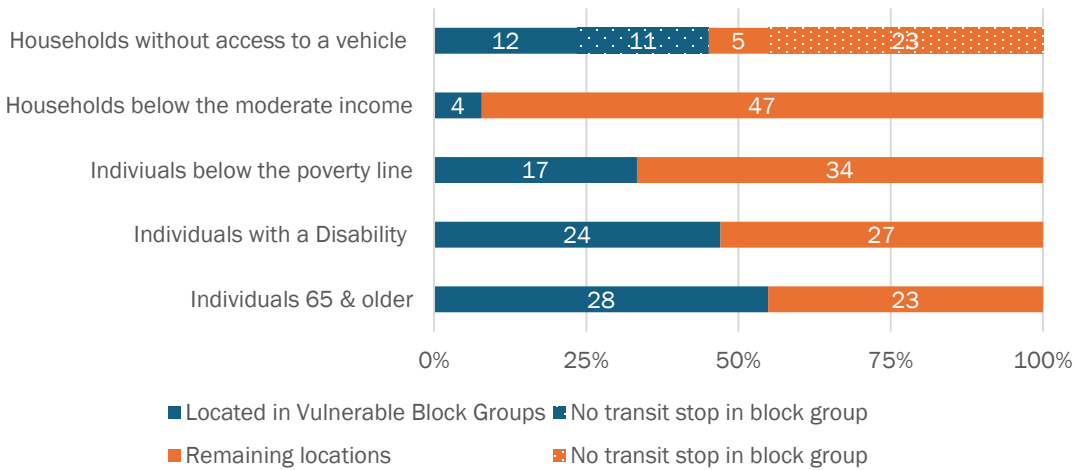
Map 17: All polling places in York and Adams Counties



- 212 polling places located across 168 census block groups
- 100 polling places are within 1 mile of at least 1 fixed route stop
  - 47% of polling places
- 594 fixed route stops are within 1 mile of a polling place
  - 87% of all fixed route stops

## Adams County

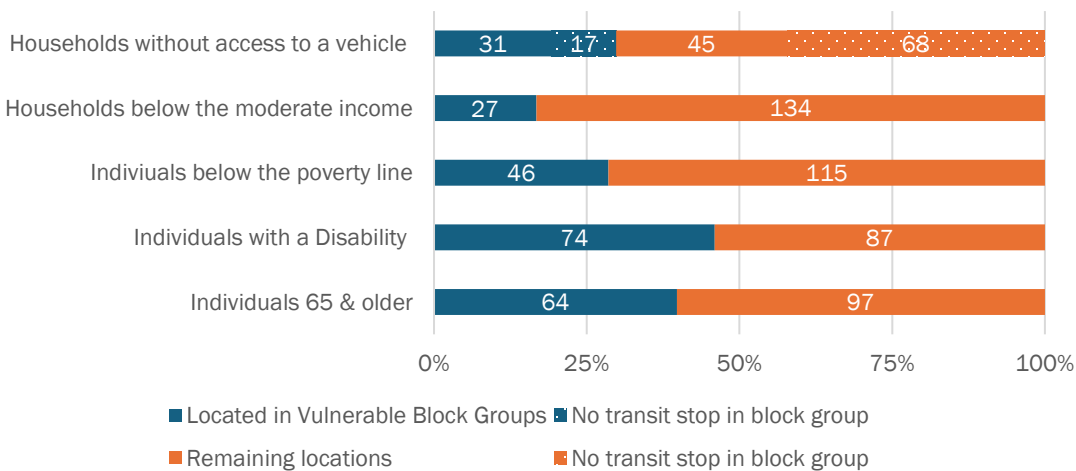
### Adams County Polling Places by Block Group



- 51 polling places across 36 census block groups
- 60 fixed route stops are within 1 mile of at least 1 Adams County polling place
- 14 polling places are within 1 mile of a fixed route stop
- 34 polling places are located in block groups without a fixed route stop

## York County

### York County Polling Places by Block Group



- 161 polling places are located across 132 block groups
- 540 fixed route stops are within 1 mile of at least 1 York County polling place
- 86 polling places are within 1 mile of a fixed route stop
- 85 polling places are located in a block group without a fixed route stop

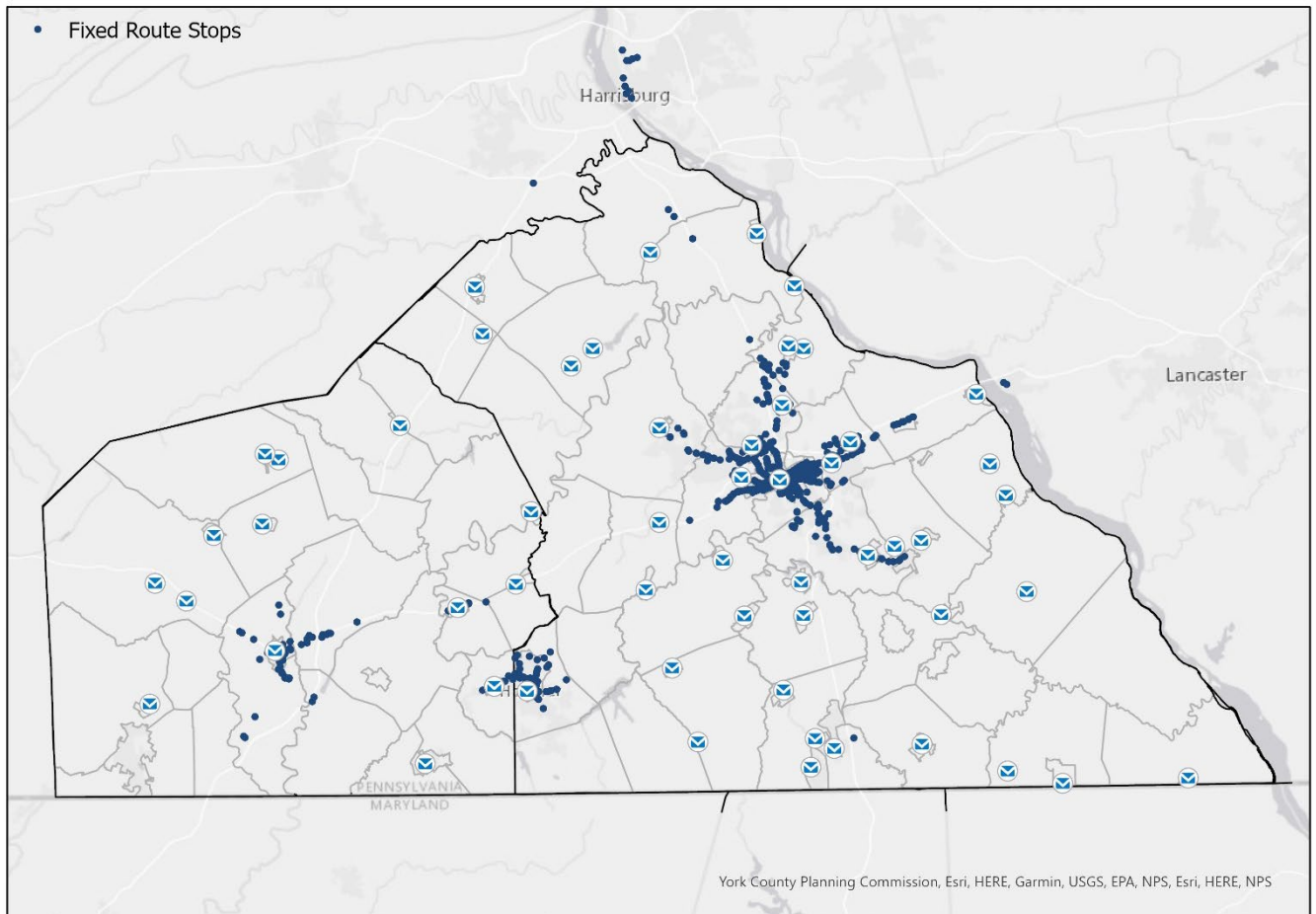


## Post Offices

Post Office locations were found using York County Planning Commission and Adams County Office of Planning & Development data.

### Overall Access

Map 18: All post offices in York and Adams Counties

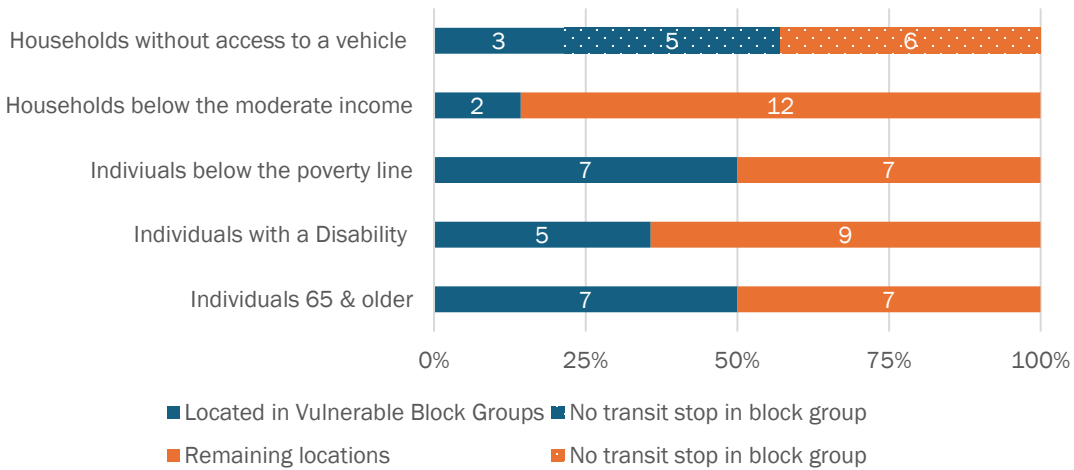


- 55 post offices across 54 block groups
- 18 post offices are within 1 mile of at least 1 fixed route stop
  - 33% of post offices
- 366 fixed route stops are within 1 mile of a post office
  - 54% of all fixed route stops



## Adams County

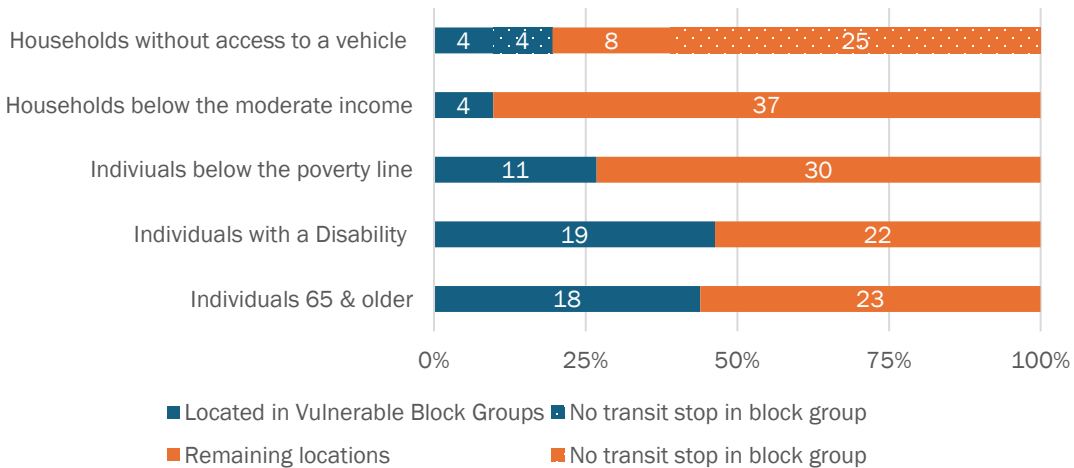
### Adams County Post Offices by Block Group



- 14 Adams County post offices across 13 census block groups
- 44 fixed route stops are within 1 mile of a post office
- 3 post offices are within 1 mile of a fixed route stop
- 11 Adams County post offices are in block groups without a fixed route stop

## York County

### York County Post Offices by Block Group



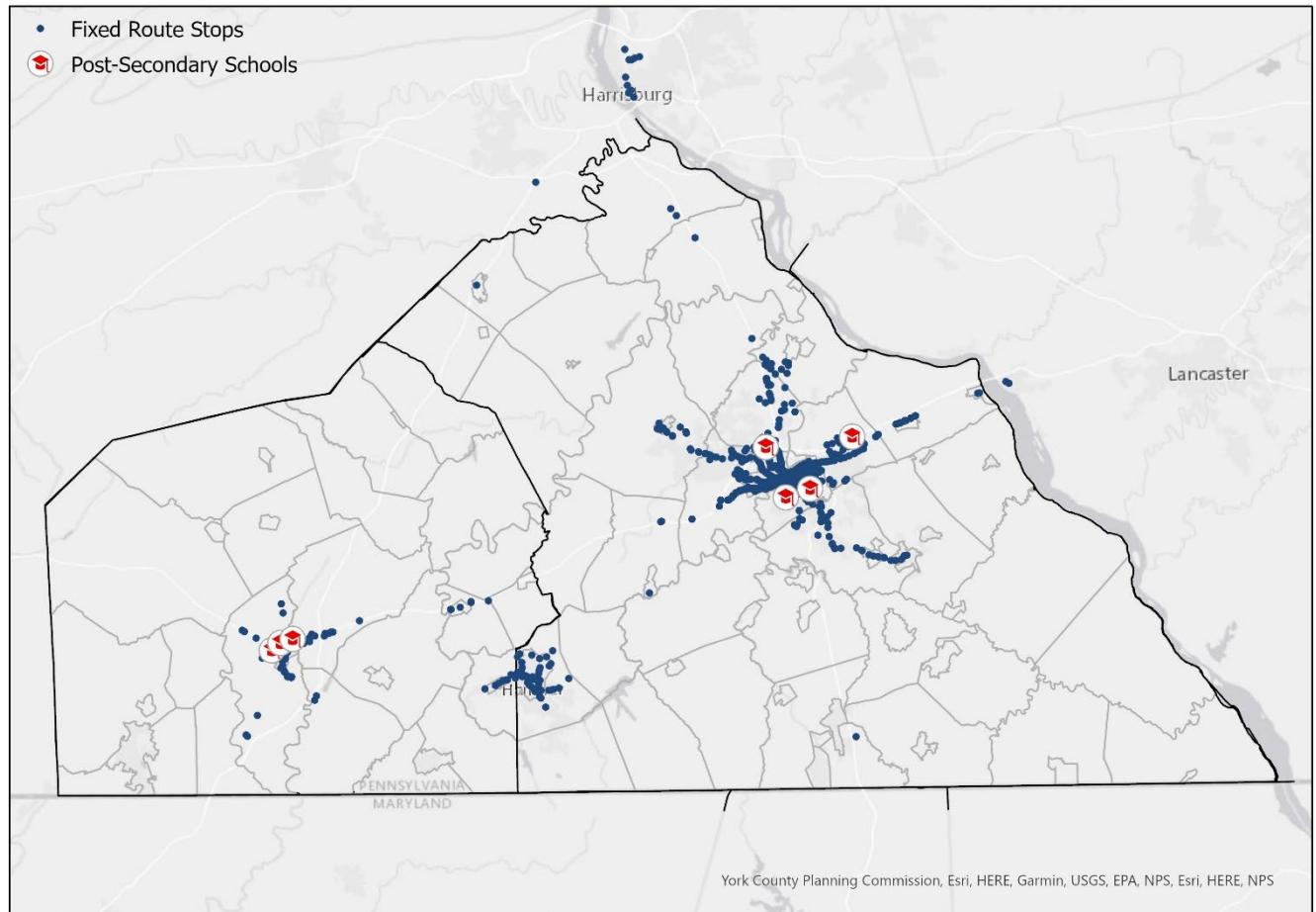
- 41 post offices located in York County across 41 census block groups
- 322 fixed route stops are within 1 mile of at least 1 York County post office
- 15 post offices are within 1 mile of at least 1 fixed route stop
- 29 post offices are located in block groups without a fixed route stop

## Post-Secondary Schools

Post-Secondary School locations were found using York County Planning Commission and Adams County Office of Planning & Development data.

### Overall Access

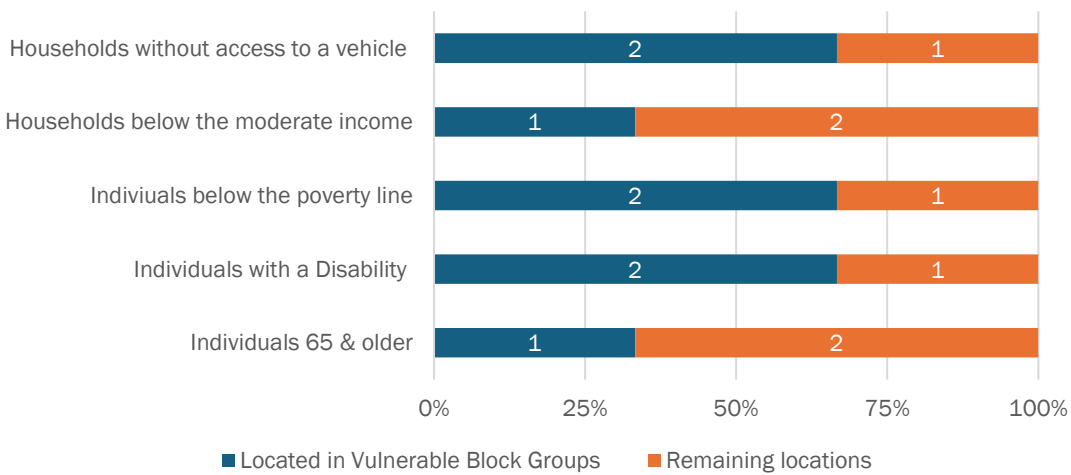
Map 19: All post-secondary schools in York and Adams Counties



- 7 post-secondary schools located in 7 block groups
- All post-secondary schools are within 1 mile of at least 1 fixed route stop
- 201 fixed route stops are within 1 mile of at least 1 post-secondary school
  - 30% of all fixed route stops

## Adams County

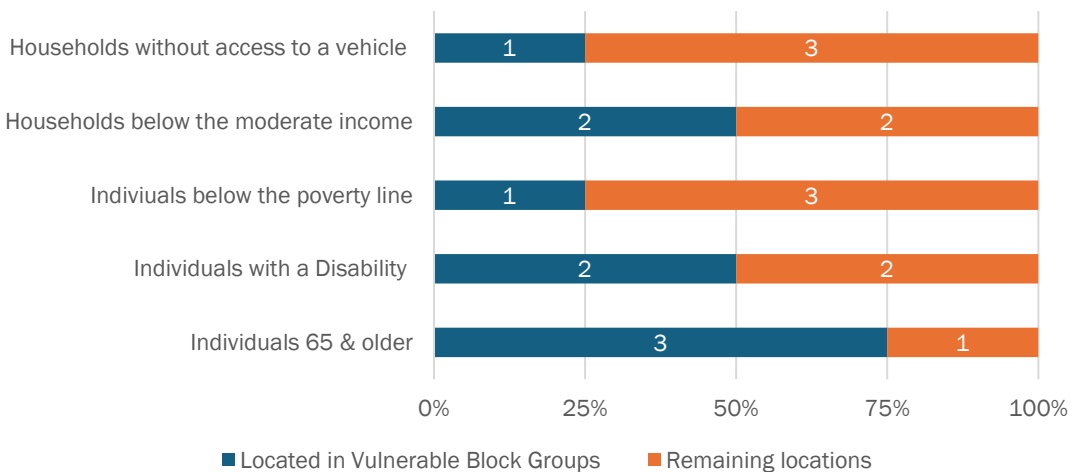
### Adams County Post-Secondary Schools by Block Group



- 3 post-secondary schools in Adams County across 3 block groups
- 32 fixed route stops are within 1 mile of an Adams County post-secondary school
- All post-secondary schools are located in a block group with at least 1 fixed route stop
- All post-secondary schools are within 1 mile of a fixed route stop

## York County

### York County Post-Secondary Schools by Block Group



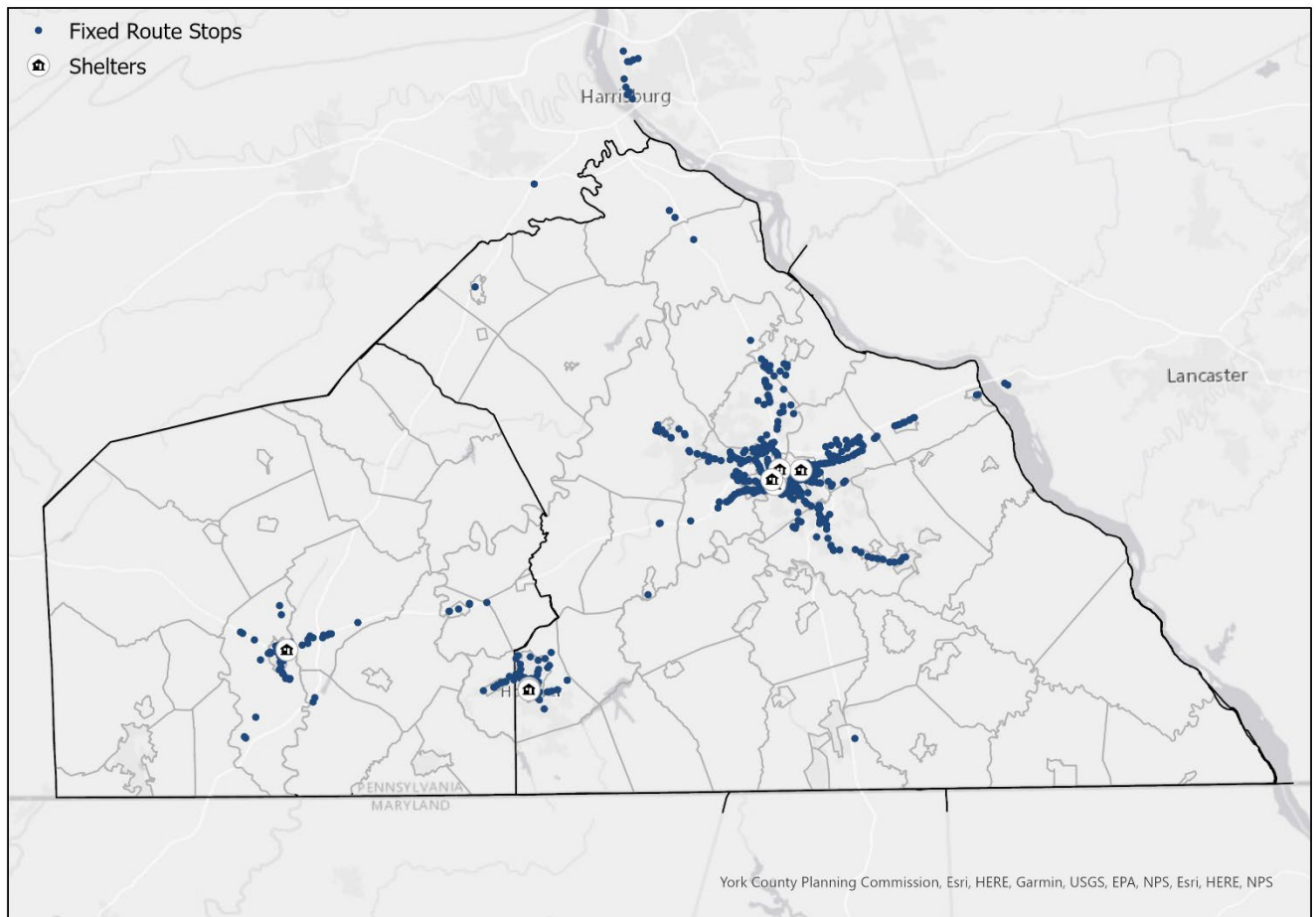
- 4 Post-Secondary are located in York County across 4 block groups
- 169 fixed route stops are located within 1 mile of post-secondary school
- All post-secondary schools are located in a block group with at least 1 fixed route stop
- All post-secondary schools are within 1 mile of a fixed route stop

## Shelters

Included in this study are emergency, bridge, and permanent shelters serving York and Adams Counties. Destination locations were found using York County Planning Commission and Adams County Office of Planning & Development data.

### Overall Access

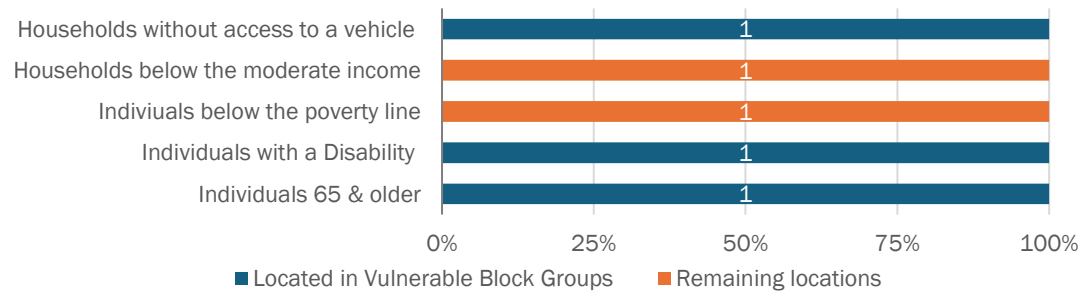
Map 20: All shelters in York and Adams Counties



- 9 shelters across 7 census block groups
- 202 fixed route stops are within a mile of at least 1 shelter
  - 29% of all fixed route stops
- All shelters are within 1 mile of at least fixed route stop

## Adams County

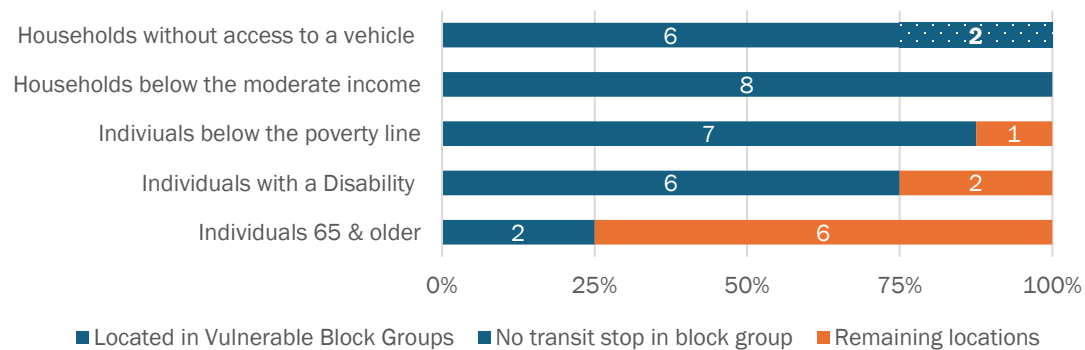
### Adams County Shelters by Block Groups



- Only 1 shelter in Adams County
- 28 fixed route stops within 1 mile of the shelter

## York County

### York County Shelters by Block Groups



- 8 shelters across 6 census block groups
- All 8 shelters are within 1 mile of at least 1 fixed route stop
- 174 fixed route stops are within 1 mile of at least 1 shelter
- 2 shelters are in block groups without a fixed route stop
  - Both are within a mile of at least 1 fixed route stop

## Fixed Route Access

Below is a summary of access to destinations via rabbittransit's fixed route service. Destinations are placed into four groups based on the access to fixed route stops within one mile from each location and the access to each location from a fixed route stop.

### Many locations with good access:

The following destinations are generally quite accessible using fixed route services; however, not every location is accessible to fixed route users.

- **Polling Places:**
  - **212** individual locations
  - **47%** of polling places are within 1 mile of a fixed route stop
  - **87%** of fixed route stops are within 1 mile of a polling place
- **Convenience stores**
  - **160** individual locations
  - **64%** of convenience stores are within 1 mile of a fixed route stop
  - **88%** of fixed route stops are within 1 mile of a convenience store
- **Childcare facilities**
  - **158** individual locations
  - **65%** of childcare facilities are within a mile of a fixed route stop
  - **84%** of fixed route stops are within 1 mile of a childcare facility

### High access to limited locations:

The following destinations have only a few locations. Most if not all locations are accessible via fixed route services, but the small number of locations limit options for residents (not only those relying on fixed route transit service for transportation).

- **Post-Secondary Schools:**
  - **7** individual locations
  - **100%** of post-secondary schools are within a mile of a fixed route stop
  - **30%** of fixed route stops are within one mile of a post-secondary school
- **Shelters:**
  - **9** individual locations
  - **100%** of shelters are within a mile of a fixed route stop
  - **29%** of fixed route stops are within one mile of a shelter
- **Medical Facilities:**
  - **39** individual locations
  - **85%** of medical facilities are within a mile of a fixed route stop
  - **44%** of fixed route stops are within a mile of a medical facility

### **Destinations with moderate access:**

The following destinations have a balance between a variety of locations and transit accessible developments. Fixed route users may have a few options for their destinations but are still somewhat limited.

- **Banks and Credit Unions:**
  - **72** individual locations
  - **69%** banks and credit unions are within 1 mile of a fixed route stop
  - **78%** of fixed route stops are within 1 mile of a bank or credit union
- **Grocers & Supermarkets:**
  - **75** individual locations
  - **73%** grocers and supermarkets are within 1 mile of a fixed route stop
  - **77%** of fixed route stops are within 1 mile of a grocer or supermarket
- **Fitness and Recreation Centers:**
  - **82** individual locations
  - **84%** fitness and recreation centers are within 1 mile of a fixed route stop
  - **79%** of fixed route stops are within 1 mile of a fitness or recreation center
- **Pharmacies and Drug Stores:**
  - **97** individual locations
  - **76%** pharmacies and drug stores are within 1 mile of a fixed route stop
  - **80%** of fixed route stops are within 1 mile of a pharmacy or drug store
- **Nursing homes and Assisted Living Facilities:**
  - **52** individual locations
  - **79%** of nursing homes & assisted living facilities are within 1 mile of a fixed route stop
  - **68%** of fixed route stops are within 1 mile of a nursing home or assisted living facility

### **Destinations with low access:**

The following destinations are difficult to reach using the currently available fixed route services. While some locations are accessible, many locations cannot be reached by fixed route users.

- **Libraries:**
  - **26** individual locations
  - **58%** of libraries are within 1 mile of a fixed route stop
  - **43%** of fixed route stops are within 1 mile of a library
- **Post Offices:**
  - **55** individual locations
  - **33%** of post offices are within 1 mile of a fixed route stop
  - **54%** of fixed route stops are within 1 mile of a post office



## Paratransit Trips

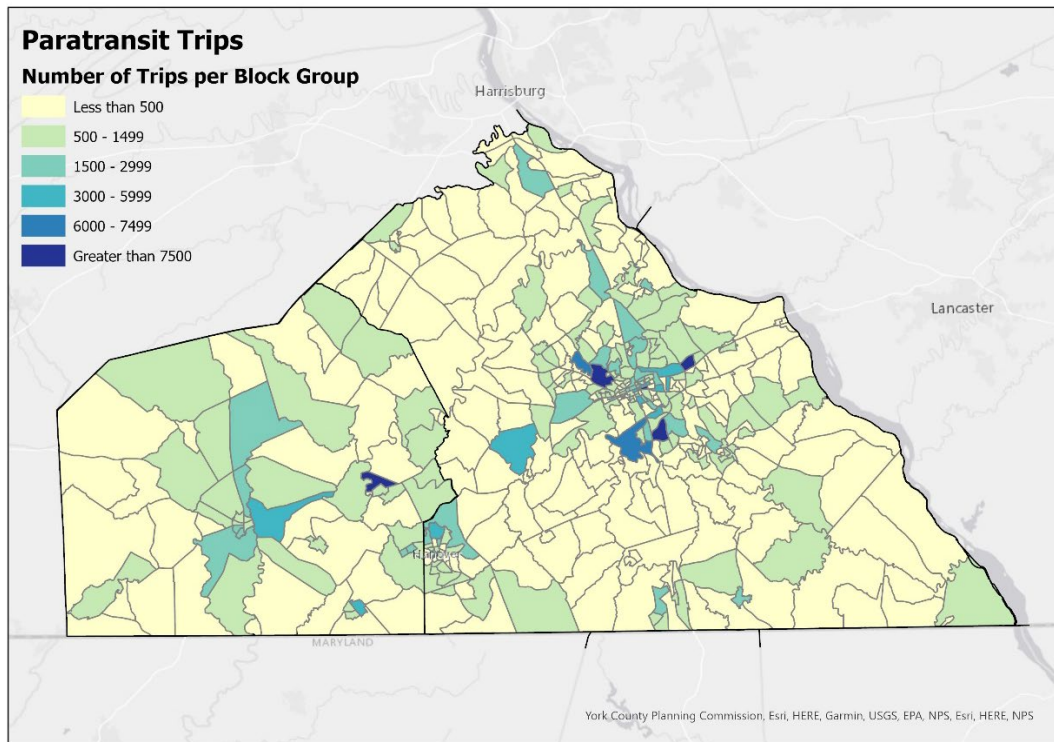
Also known as “shared ride,” paratransit services provide trips between an individual’s origin and destination. There is a required application before riders can request a ride from anywhere in York and Adams County. This is different than Stop Hopper, which is an on-demand shuttle service only available in the Red Lion/Dallastown & East York service areas.

- **Annual Trips:** Most block groups in York County had less than 500 paratransit trips per year.
- **Trip Distance**
  - The median trip length of all paratransit trips was five miles<sup>1</sup>
  - One in four paratransit trips (25%) were 10 miles or longer
  - Fewer than 5% of trips were 25 miles or longer
- **High-Use Areas**
  - Areas with the most paratransit trips were *not* in urban centers like York City, Hanover Borough, or Gettysburg Borough but in the surrounding suburban areas
  - These urban centers likely have better fixed-route service, which can meet the needs of many potential paratransit riders without ambulatory disabilities
  - 5 block groups had over 7,500 paratransit trips starting or ending over one year (over 20 trips a day)
    - All 5 block groups had at least 2 everyday destinations located in the block group
    - Adams County’s highest served block group has two everyday destinations for Individuals with Disabilities
    - York County’s highest served block group has 5 everyday destinations
  - 7 block groups have over 6,000 paratransit trips
    - 4 block groups have at least one medical facilities
    - 3 block groups have at least one nursing home or assisted living facility
- **Possible Reasons for Choosing Paratransit over Fixed Route Service**
  - Some high-use areas might have bus stops, but the service is too infrequent to meet riders’ needs
  - Riders in these areas often travel to specific destinations – perhaps outside the fixed-route service area – regardless of trip distance
  - Riders find it challenging to ride fixed route service with a mobility device
    - For example, they may need more driver assistance than what a fixed route service provides
  - Riders have a better experience when traveling with caregiver or companion

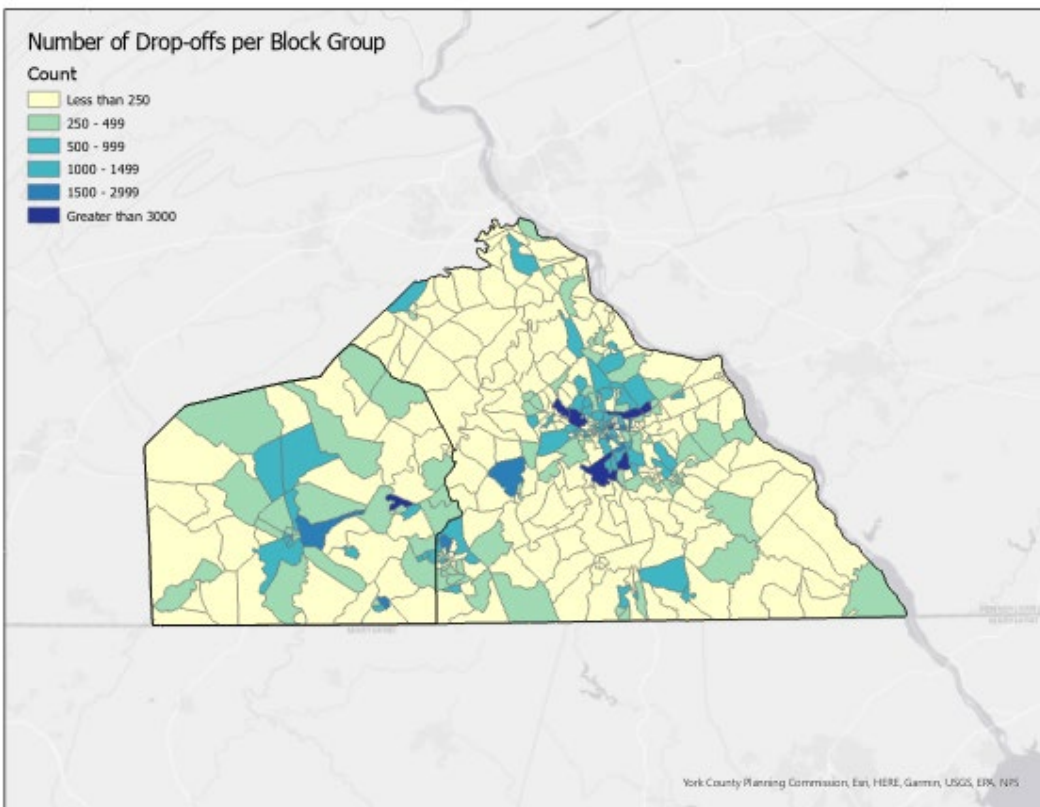
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<sup>1</sup> Riders with disabilities tend to have a slightly longer trip (6 miles) than seniors (5 miles), but this difference is negligible.

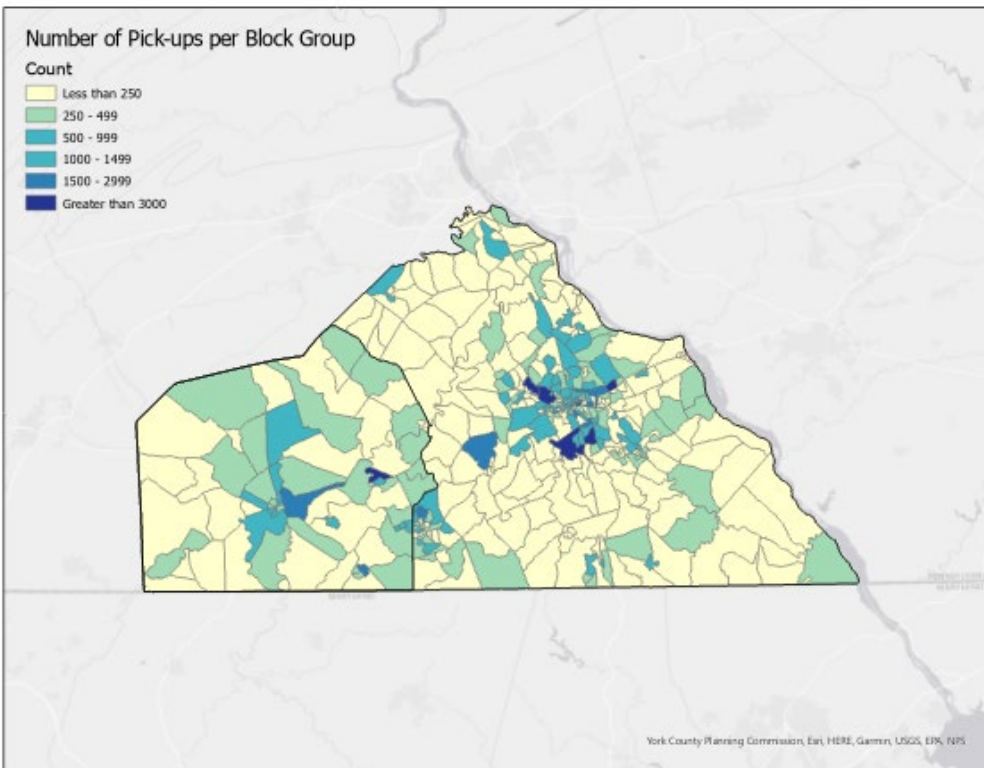
Map 21: Paratransit Trips per Census Block Group



Map 22: Number of Drop-offs per Census Block Group



Map 23: Number of Pick-ups per Census Block Group



# LISTENING TO THE VOICES THAT MATTER

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## RESEARCHING CURRENT AND POTENTIAL USERS

### Empathy Interviews

To better understand the transportation needs in our community, we talked directly with the people who rely on it most or could benefit from it in the future. These conversations, called empathy interviews, focused on seniors, people with disabilities, and human services employees. By listening to their personal stories and experiences, we aimed to uncover the challenges and improvements they want to see.

These interviews allowed the planning team to:

- Learn about real-life experiences with public transportation in York County
- Understand why some people use transit and why others do not
- Identify barriers that prevent people from accessing the services they need
- Gather ideas for improving transportation to make it more accessible and enjoyable

Each group of people had unique perspectives, so we asked questions tailored to their situations. For example, seniors who used transit discussed how they scheduled trips, while those who don't use transit discussed why they chose other transportation options. Human services employees provided insight into how their clients navigate the transportation system and where gaps exist.

These interviews gave us a clearer picture of what works, what doesn't, and how we can make changes that help the community. By focusing on the voices of those most affected, we can create solutions that meet real needs and make transportation more inclusive.

The planning team's anonymized notes from these conversations are in [Appendix A](#). The user personas detailed in the following chapter synthesized these interviews.

### Audiences Interviewed

- **Seniors Who Use Transit**
- **Seniors Who Do Not Use Transit**
- **People with Disabilities Who Use Transit**
- **People with Disabilities Who Do Not Use Transit**
- **Human Services Employees**

### Topics of Conversation

Our questions focused on transportation experiences, barriers, and improvement suggestions:

- **Transportation Use:** How do you currently get around (e.g., to senior centers, appointments, or errands)?

- **Knowledge of Services:** What do you know about rabbittransit?
- **Experiences:** Can you share a time you had a good or bad experience with rabbittransit or other transportation services?
- **Unmet Needs:** Have you ever been unable to get somewhere you needed to go? Why?
- **Improvement Suggestions**
  - If you could make one change to rabbittransit, what would it be?
  - What would rabbittransit look like if Disney ran it?
- **Comfort and Preferences**
  - What could make the bus more comfortable?
  - What are three things that make a trip more enjoyable for you?
- **Travel Elsewhere:** Can you share a positive public transportation experience in another city or area?

## Unique Questions by Audience

### *Seniors Who Use Transit*

- How do you schedule trips? (e.g., app usage, phone calls)
- Do you use Find My Ride to schedule rides or check your account balance?
- Have you ever used Uber/Lyft or shared ride services?
- Do family members assist with transportation, like doctor visits or grocery trips?

### *Seniors Who Do Not Use Transit*

- Have you ever considered what you would do if you could no longer drive?
- Why don't you use public transit?
- Do you know someone who cannot drive and how they get around?

### *People with Disabilities Who Use Transit*

- How do you schedule trips? (similar to seniors but focused on accessibility features)
- What has your experience been with paratransit or fixed-route services?
- Do you live near your family, and do they help with transportation?

### *People with Disabilities Who Do Not Use Transit*

- Have you ever used public transit before? If not, why?
- How do you access essential services like grocery stores or pharmacies?
- Do you foresee needing public transit in the future if you cannot drive?

### *Human Services Employees*

- How do your clients use rabbittransit or other transportation services?
- Have you encountered issues like language barriers in accessing transit?
- Can you identify any fixed-route stops that are not accessible?
- What specific services do your clients use most frequently?

## “Ride-Alongs”: Lived Experiences

Over a few weeks, the planning team rode the bus – fixed route, paratransit, and Stop Hopper services – to travel to popular destinations and understand the transit system experience first-hand. Below is a summary of the planning team’s notes from these “ride-alongs,” highlighting the daily operations, challenges, and user experiences of public transportation and paratransit services.

### General Observations

- **Driver Experience:** Drivers often enjoy their work, with many describing it as rewarding but physically and mentally demanding. Drivers highlighted the importance of patience, good communication, and problem-solving.
- **Technology Challenges:** Tablets and GPS systems guide drivers but can malfunction or cause confusion. For example, alarms frequently sounded, and drivers sometimes needed to rely on memory or recheck directions.
- **Pre-Trip Safety Checks:** Drivers routinely and thoroughly check vehicle systems, including chair lifts and emergency kits, to ensure passenger safety.

### Passenger Interactions

- **Assistance and Coordination:** Drivers frequently assist passengers with boarding, wheelchair lifts, and securing seatbelts, especially seniors and individuals with disabilities.
- **Scheduling Issues:** Some drivers arrived too early or late for pickups, leading to coordination challenges with passengers. Communication with dispatch was crucial to managing these situations.
- **Customer Service:** Drivers ensured riders got on the correct bus and were safely dropped off. Many drivers went beyond their responsibilities to help passengers, such as calling dispatch or physically assisting passengers.

### Barriers and Challenges

#### Accessibility Issues:

- Wheelchair lifts were sometimes difficult to operate or got stuck.
- Parking lots, narrow streets, and unclear signage created bus navigation challenges.
- Passengers noted difficulty using certain seatbelt designs or reaching bus stops.

**Lack of Information:** Seniors and other riders often lacked knowledge about available services or how to use technology tools like "Find My Ride" and "Stop Hopper."

**Shared Rides:** Some passengers expressed frustration with shared ride delays, such as stopping for other riders en route.

### Passenger Perspectives

**Positive Experiences:** Passengers appreciated the friendliness of drivers and the availability of paratransit services for critical needs like medical appointments and grocery trips.



## **Frustrations**

- Some riders "missed their cars" and expressed challenges transitioning to relying on transit.
- Frequent complaints included scheduling delays, noisy or uncomfortable buses, and difficulty accessing destinations due to system limitations.

## **Suggestions for Improvement**

- Better coordination for pickups and drop-offs.
- Enhanced rider training to increase awareness of transit options and scheduling tools.
- Upgraded accessibility features for smoother and more comfortable rides.

## **Unique Notes on Specific Services**

### **Paratransit**

- Drivers highlighted the need to confirm names at busy locations like medical centers to avoid mix-ups.
- Riders appreciated dedicated services like "dialysis shuttles" [paratransit to dialysis centers] but faced challenges with delays and navigation.

### **Fixed Routes**

- Flag stops and unclear signage made finding stops difficult for riders and unsafe in some locations.
- Some areas' absence of a dedicated transfer center led to inefficient connections.

### **Stop Hopper**

- The app posed challenges and offered limited support for troubleshooting.
- Riders found the service faster and more convenient than expected once operational issues were resolved.

### **Notable Driver Feedback**

- Some drivers preferred certain routes (local or long-distance) based on their personal preferences or physical demands.
- Drivers were frustrated by tight work zones, lack of clear addresses, and challenging passenger interactions.

## Survey Findings

To expand on the findings from the empathy interviews and ride-alongs, an online survey the planning team administered to determine what themes are consistent with a wider audience of transit riders and non-riders. Sixty-nine total respondents completed the survey, which we distributed online using the SurveyMonkey platform and shared on rabbittransit social media. The full list of questions and responses can be found in [Appendix B](#).

### All respondents (69 respondents)

- Convenience and cost of trips are a top priority for all respondents
- Younger respondents, 24 and younger, prioritize the cost of their transportation more than any other
- Respondents between 25-54 prioritize safety in transportation
- Older respondents prioritize the convenience of travel and the duration of trips

### Fixed-Route Riders (32 respondents)

- Fixed route riders top priorities are cost and safety
- convenience is less of a priority
- 59% of riders responded as “satisfied” or “very satisfied” with their experience of rabbittransit’s fixed route service

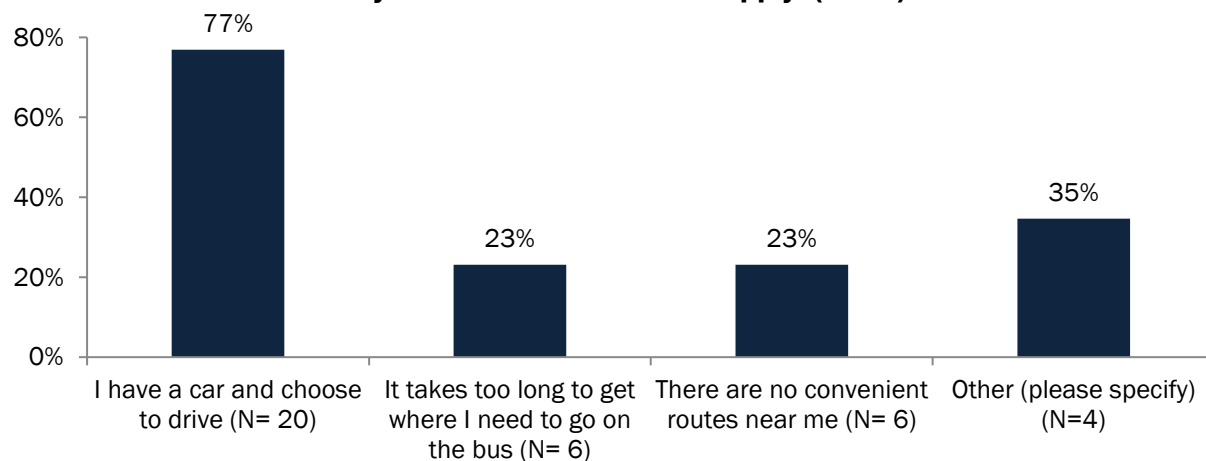
### Paratransit Riders (16 respondents)

- Paratransit riders top priority is cost
- Less concerned about safety and convenience compared to all rabbittransit riders

### Not-Yet Riders (26 respondents)

- Respondents who have yet to ride any form of public transportation are doing so out of convenience and choose to drive or carpool instead
- Access to a personal vehicle is the primary reason for not using public transit
- Non-riders most often do **not** know someone who rides any form of public transportation

#### **You indicated that you never ride rabbittransit. We are interested in why. Please choose all that apply. (n=26)**



# UNCOVERING DISCOVERIES FOR CHANGE

## DEVELOPING INSIGHTS

### Personas

The following pages share common experiences, feelings, and ideas gathered from the empathy interviews and an online survey. Each description includes a short background about the person, a summary of their experiences getting around, and their thoughts and needs related to transportation.

### Journey Maps

This section also includes journey maps, like flow charts, for each example person and group. Journey maps show the steps someone takes in a process. In the example below, a coffee company might want to understand the morning routines of coffee drinkers.

- **Yellow tiles** show the steps someone takes, when an event happens, or how long it lasts.
- **Red tiles** show challenges or feelings, such as “needs to be quiet” in the morning.
- **Green tiles** show motivations, like why someone keeps using something even if it’s imperfect.
- Important motivations or feelings are marked with a **black outline**.

Journey maps help us understand what people go through daily and what affects their decisions.

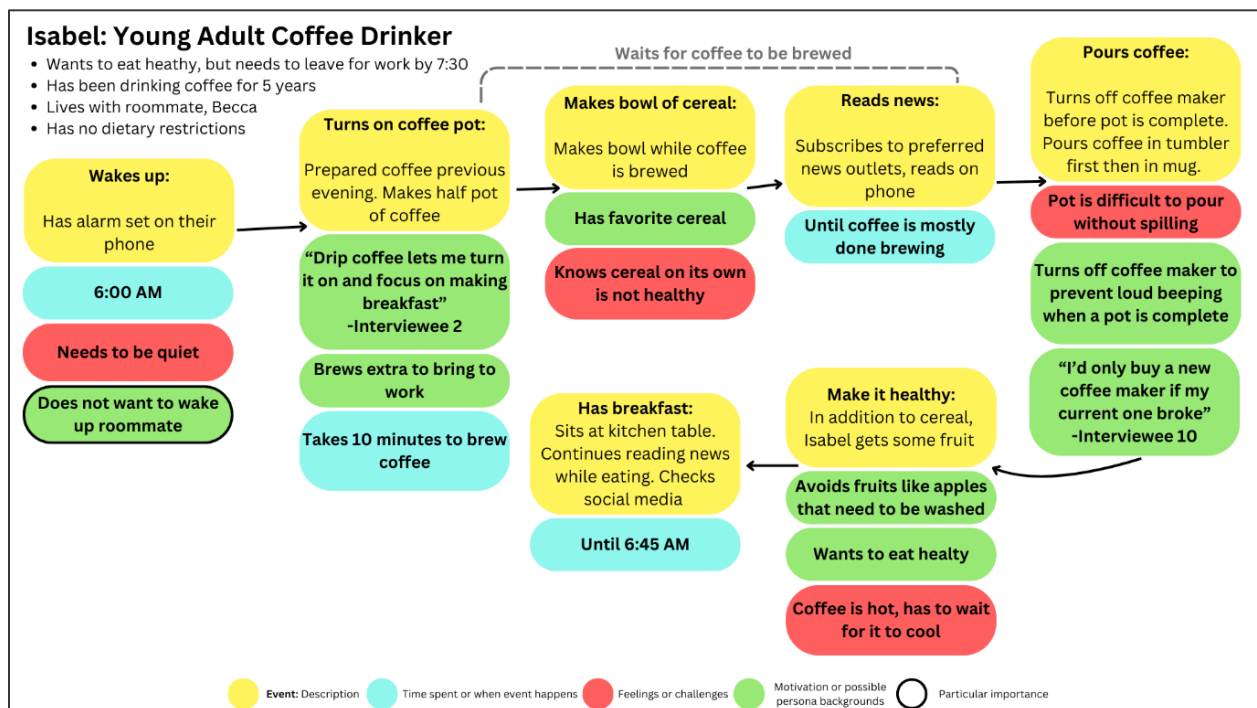


Diagram 1: Example “journey map” of a young adult coffee drinker

**Population 75 and older:**

ADAMS COUNTY

8,284

YORK COUNTY

32,799

**Population 60 and older who primarily drive:**

ADAMS COUNTY

4,864

YORK COUNTY

24,343

**Population of householders 65 and older with 1 or more vehicles available:**

ADAMS COUNTY

12,317

YORK COUNTY

46,236

**Nationwide smartphone ownership rate (via American Community Survey 2021):**

65 AND OLDER

75.4%

NORTHEASTERN RURAL COMMUNITY

85.1%

Source: 2022 American Survey 5-year Estimates (US Census Bureau)

## MARY

**SENIOR, DOES NOT RIDE TRANSIT****BIOGRAPHY AND LIVING ENVIRONMENT**

Mary is a 75-year-old retired widow who lives with her roommate, Patricia. She is financially stable and has a solid social network of friends and former colleagues. Mary is a quiet person who enjoys reading and watching movies.

Mary has a daughter, Amanda, who lives in the DC area and tries to visit once a month, but this isn't always possible. Mary drives a sedan she bought in 2006.

**TRANSPORTATION EXPERIENCES**

Mary has a car and can still drive, and she sometimes gives Patricia a ride to doctor's appointments or the grocery store. She has never used paratransit but has heard from others who have.

When Mary doesn't feel like driving, she uses Go Go Grandparent, a phone service that partners with Uber, DoorDash, and other companies, to provide services for seniors.

**THOUGHTS AND NEEDS**

Mary is considering how she might get around as she ages when driving is no longer an option. She has friends and former colleagues who use rabbittransit's paratransit service and convinced her to sign up so she can use it in the future; however, Mary does not know how to schedule a ride.

**INSIGHT**

Mary has some reluctance to try new things and is especially reluctant to use her smartphone. Mary is thinking about how she will get around when driving is no longer an option and how that will affect Patricia.

**POINT OF VIEW**

Mary is an older woman who can still drive but uses shared ride services (such as Uber or Lyft) every now and then. Mary needs a transportation solution that will accommodate her in the future when she can no longer drive but is worried about what her roommate, who relies on Mary for rides, will do. Mary is leery of using her smartphone beyond its basic capabilities.

**HOW MIGHT WE**

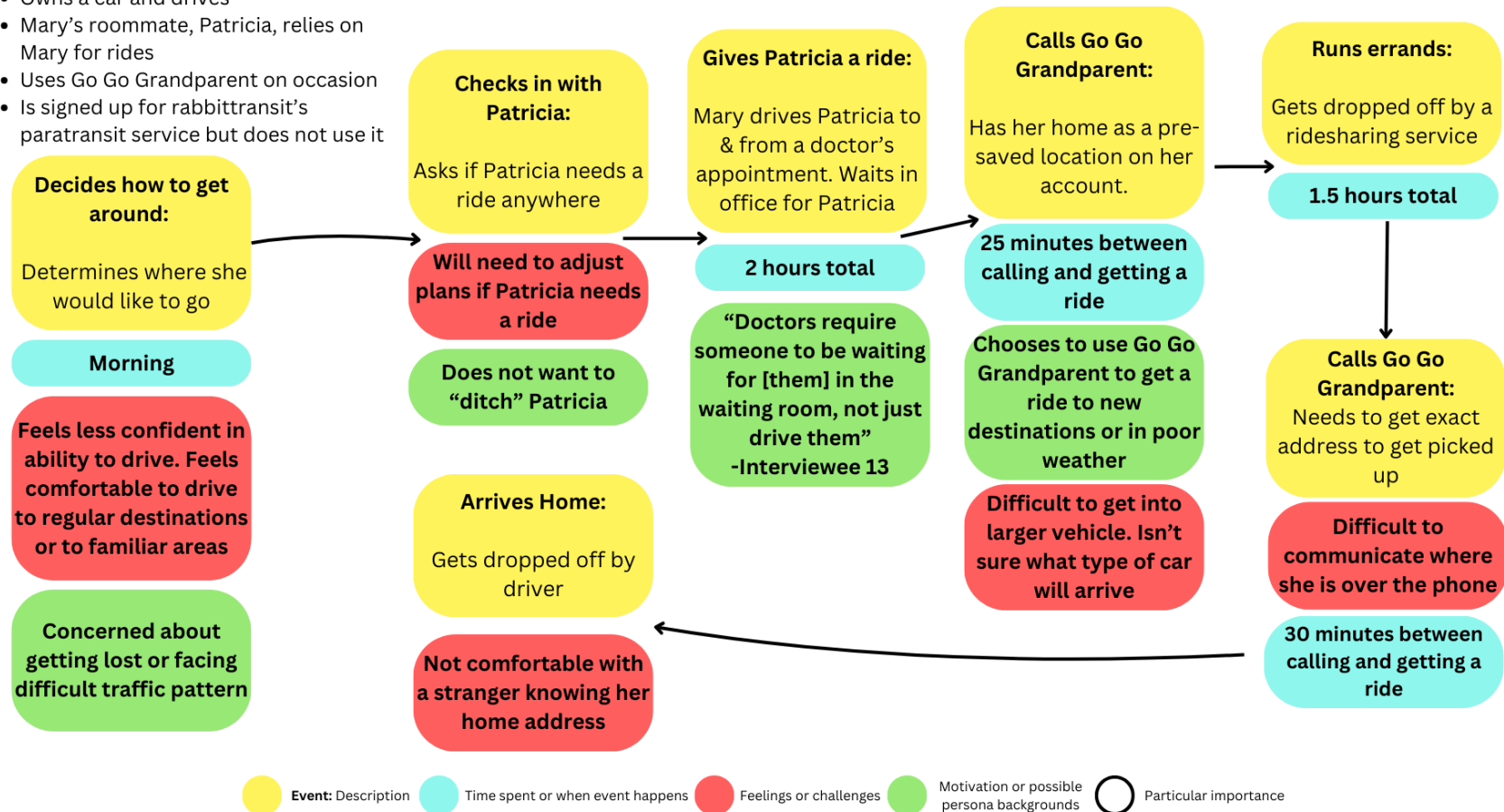
How might we encourage Mary and Patricia to find a transportation solution that works well for both of them? How might we encourage Mary to try new transportation services before she can no longer drive?

## MARY'S JOURNEY MAP

Below is a map of how Mary gets around in one day. It does not include every event in her day, but events that could inform Mary's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Mary: Senior owns a car and uses shared ride services

- Owns a car and drives
- Mary's roommate, Patricia, relies on Mary for rides
- Uses Go Go Grandparent on occasion
- Is signed up for rabbittransit's paratransit service but does not use it





## AMELIA

### ADULT WITH A DISABILITY, DOES NOT RIDE TRANSIT

#### BIOGRAPHY AND LIVING ENVIRONMENT

Amelia is a 59-year-old woman who lived in Florida for most of her life and moved to Seven Valleys in York County about ten years ago. She works for a local insurance company. Amelia is very outgoing and enjoys traveling and meeting new people. Outside of work Amelia attends weekly art classes every Thursday in York City.

#### TRANSPORTATION EXPERIENCES

Amelia was born with a medical condition that limits the use of her legs and has used a wheelchair since she was a child. She has a modified vehicle and typically drives where she needs to go. She has occasionally used non-profit transportation services but found them too expensive.

Amelia is very aware of people's assumptions about someone in a wheelchair. She enjoys driving, but maintaining a modified vehicle is more expensive than maintaining a normal vehicle. Amelia uses Google Maps when she drives to avoid traffic.

#### THOUGHTS AND NEEDS

Amelia is proud of her independence and does not want to be a burden. She is familiar with rabbittransit through friends but says, "rabbittransit should be reserved for people who need it." Amelia worries about what she would do without her car, even if it's for a short period of time—for example, if her car is getting fixed.

#### INSIGHT

Amelia wants to maintain her independence and does not want to be a burden on the transportation system.

#### POINT OF VIEW

Amelia strongly prefers to drive but worries how she could get a ride if her car is out of service, even for a short period of time, because she wants to reserve rabbittransit and similar services for "people who need it."

#### HOW MIGHT WE

How might we encourage people to sign up for a service even if they might not use it right away? How might we shorten the time between signing up for paratransit and when they can ride? How might we remove the stigmas or perceptions people have about riding shared ride services?

#### Population 35 to 64 with an ambulatory difficulty:

ADAMS COUNTY

2,902

YORK COUNTY

10,887

#### Population with a Disability who drive alone to work:

ADAMS COUNTY

2,660

YORK COUNTY

11,020

#### Population 55 to 59 who drive alone to work:

ADAMS COUNTY

5,512

YORK COUNTY

23,717

Source: 2022 American Survey 5-year Estimates (US Census Bureau)

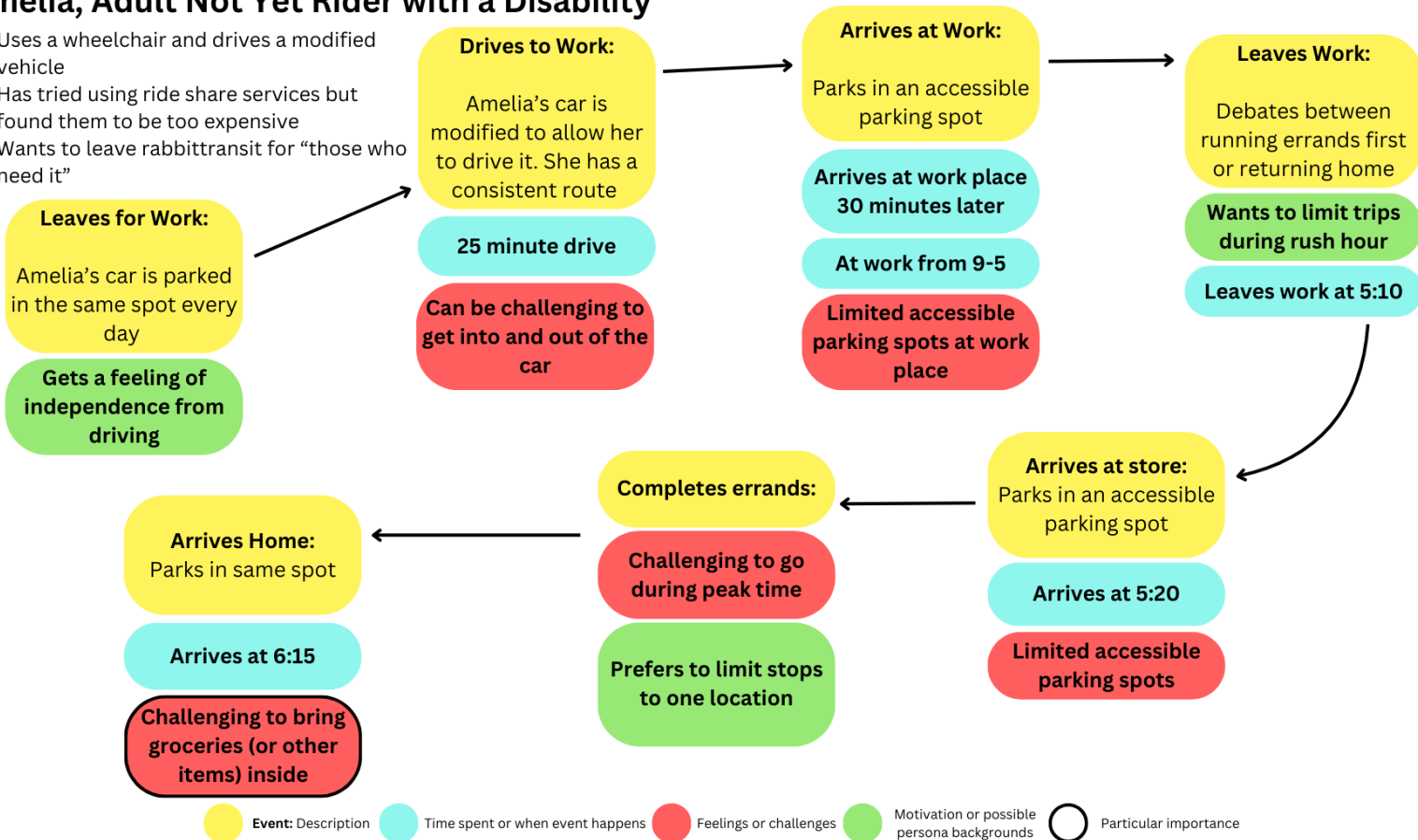


## AMELIA'S JOURNEY MAP

Below is a map of how Amelia gets around in one day. It does not include every event in her day, but events that could inform Amelia's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Amelia, Adult Not Yet Rider with a Disability

- Uses a wheelchair and drives a modified vehicle
- Has tried using ride share services but found them to be too expensive
- Wants to leave rabbittransit for "those who need it"





## OLIVER

### YOUNG ADULT WITH A DISABILITY, DOES NOT RIDE TRANSIT

#### BIOGRAPHY AND LIVING ENVIRONMENT

Oliver is a 32-year-old man with a disability who works for a local human services agency. He rents a townhouse in Springettsbury Township, York County. With a limited income, Oliver is resourceful and cautious about spending his money.

Oliver is interested in becoming involved with the work of non-profit organizations throughout the York community. He has a network of friends up and down the Eastern Seaboard with whom he stays connected through social media.

#### TRANSPORTATION EXPERIENCES

Oliver has never owned a vehicle and does not have a driver's license. He usually rides to work with a coworker who lives near and gets around his neighborhood using his powered wheelchair.

In larger cities like New York or Chicago, Oliver uses public transportation to get where he wants to go. While he hasn't ridden rabbit transit services, he has seen buses run in his neighborhood.

#### THOUGHTS AND NEEDS

Oliver would like to be able to travel beyond work and where his wheelchair can take him. He feels as though he needs more information to use the transit services in the area as he is only familiar with Uber and Lyft.

#### INSIGHT

Oliver wants to be more involved with the community but needs to stay within his budget.

#### POINT OF VIEW

Oliver has a disability that prevents him from driving and wants to expand his mobility beyond its current capabilities, but Oliver is very conscious of his spending.

#### HOW MIGHT WE

How might we improve Oliver's awareness of rabbit transit's services and the reduced fare he may qualify for? How might we grow Oliver's connections of drivers beyond coworkers with cars? How might we connect Oliver to the community resources available to expand his mobility options within a constrained budget?

#### Population 18 to 34 with an ambulatory difficulty:

ADAMS COUNTY

222

YORK COUNTY

829

#### Population with a Disability who carpooled to work:

ADAMS COUNTY

332

YORK COUNTY

1,488

#### Population of householders 18 to 35 with no vehicle available:

ADAMS COUNTY

116

YORK COUNTY

1,455

#### Population of full-time, year-round workers with earnings between \$25,000-34,999:

ADAMS COUNTY

4,790

YORK COUNTY

19,426

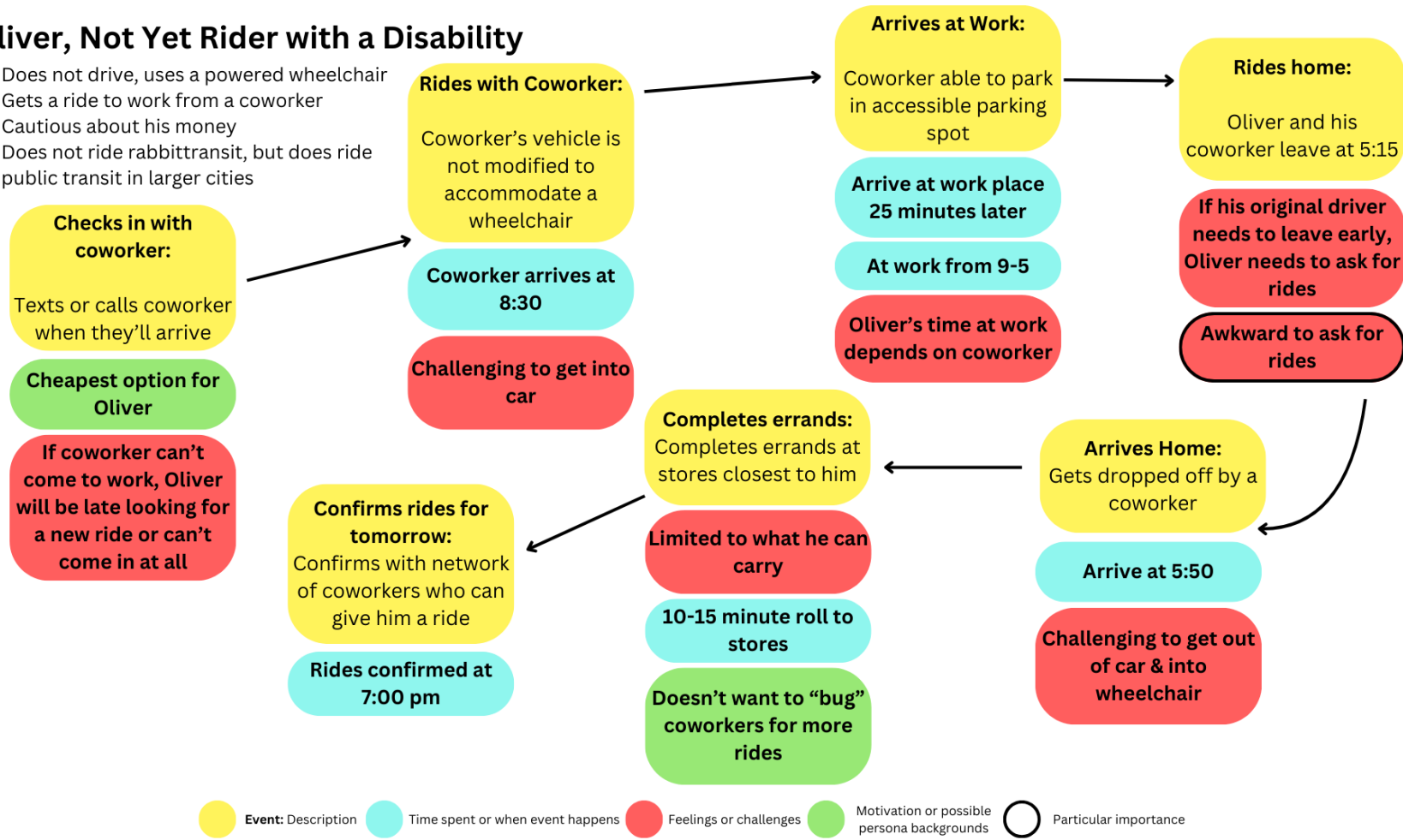
Source: 2022 American Survey 5-year Estimates (US Census Bureau)

## OLIVER'S JOURNEY MAP

Below is a map of how Oliver gets around in one day. It does not include every event in his day, but events that could inform Oliver's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Oliver, Not Yet Rider with a Disability

- Does not drive, uses a powered wheelchair
- Gets a ride to work from a coworker
- Cautious about his money
- Does not ride rabbittransit, but does ride public transit in larger cities





**Population 65 years and older with an independent living difficulty:**

ADAMS COUNTY

2,109

YORK COUNTY

10,098

**Black or African American population who ride public transportation to work:**

ADAMS COUNTY

17

YORK COUNTY

612

**Population 60 years and older who carpool to work:**

ADAMS COUNTY

250

YORK COUNTY

1,717

Source: 2022 American Survey 5-year Estimates (US Census Bureau)

## HAROLD

### SENIOR, SOMETIMES FIXED ROUTE RIDER

#### BIOGRAPHY AND LIVING ENVIRONMENT

Harold is a 71-year-old retired doctor who has lived in the Hanover area for most of his adult life. Two years ago, he had a stroke and moved in with his son, Tyler, his daughter-in-law, Ashley, and his grandchildren. His daughter, Elizabeth, lives in Lancaster and visits when she can.

Harold enjoys learning new languages and attends senior classes to learn Spanish. He also tries to get out of the house, even if he does not have a specific errand to run.

#### TRANSPORTATION EXPERIENCES

After his stroke, Harold's children and doctor agreed he should not drive. Although Harold agreed, he still feels a loss of freedom from when he could drive whenever and wherever he wanted to.

Harold can usually get a ride from his son or daughter-in-law but is worried about being too much of a burden by asking for lots of rides, especially during the workday. His daughter has a more flexible schedule but lives too far away to ask during the weekday for a ride, but he would call her for a ride if it were an emergency. About a year ago, Harold started riding a fixed bus route with a stop near his son's house. He rides the bus into downtown Hanover to attend classes or to get out of the house.

Harold wishes the buses would run more frequently and that more bus stops had benches for him to rest on while waiting for a ride. Harold knows when some bus routes run but checks a paper schedule before he rides. He suspects he'll need to ride the bus more as his grandchildren age and begin needing the family car as well.

#### THOUGHTS AND NEEDS

Despite his age, Harold wants to maintain his independence as much as possible, but losing the ability to drive remains a stressor. The year between Harold moving into Tyler and Ashley's house and taking the bus was challenging for everyone. They had to balance the freedom Harold wanted and what Tyler and Ashley could provide. Harold enjoys living with his family but feels slightly embarrassed to depend on his son and daughter-in-law for rides.

#### **INSIGHT**

Harold is looking for his freedom in transportation that he feels he lost when he lost the ability to drive.

#### **POINT OF VIEW**

Harold occasionally rides the bus when his son or daughter-in-law cannot drive. Harold feels like he is a burden on his family when he asks for a ride. Harold still feels as though he has lost some of his personal freedom by being so dependent on other people or a transit system.

#### **HOW MIGHT WE**

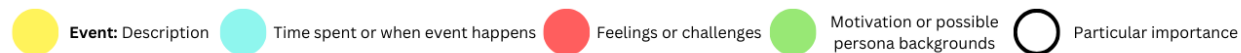
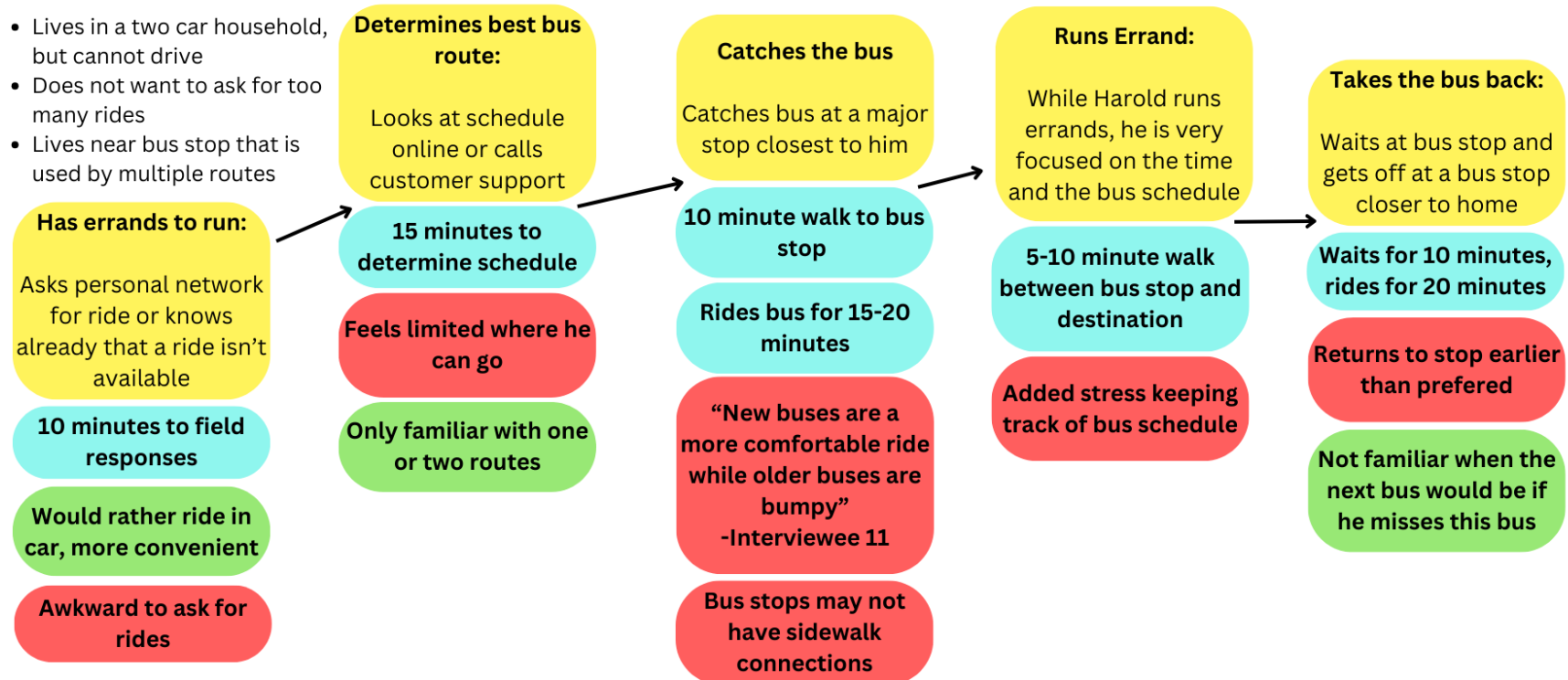
How might we reduce the stigma of asking for rides? How might we encourage people to think about where they can go on transit rather than where they can't go? How might we encourage people to proactively think about their transportation needs? How might we inform Harold and his family about alternate solutions that can alleviate the transportation burden?

## HAROLD'S JOURNEY MAP

Below is a map of how Harold gets around in one day. It does not include every event in his day, but events that could inform Harold's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Harold: Senior Sometimes Fixed Route Rider

- Lives in a two car household, but cannot drive
- Does not want to ask for too many rides
- Lives near bus stop that is used by multiple routes







## SANDRA

### SENIOR WITH A DISABILITY, SOMETIMES PARATRANSIT RIDER

#### BIOGRAPHY AND LIVING ENVIRONMENT

Sandra is a 68-year-old retired teacher and basketball coach in Spring Grove, York County. She and her husband, Peter, intend to age in place and avoid moving to an assisted living facility. Sandra began using a cane three years ago and has started using a walker when she knows she'll be up for longer periods of time. Sandra's vision is becoming a challenge as well, particularly her far sight.

Peter, who is 69, has started using a cane and has some trouble hearing. They have two kids, Alex and Carly, who live in the Harrisburg area and trade off weekends visiting. On most weekdays, Sandra and Peter go to a local senior center. When their kids visit, they enjoy going on a more extended trip. Sandra particularly enjoys seeing a York Revolution game at the stadium.

#### TRANSPORTATION EXPERIENCES

Peter and Sandra still have driver's licenses, but only Peter drives. He feels comfortable driving short distances, mainly to the nearby grocery store and senior center. If the weather looks bad, Sandra will call for a paratransit ride.

Sandra and Peter signed up for paratransit two years ago at the request of their children. Their son Alex encouraged them to try it and was the primary scheduler for Sandra and Peter at first. Alex scheduled a "test run" for Sandra and Peter to get comfortable with the paratransit service. Alex scheduled a ride for Sandra and Peter into downtown York to see a York Revolution game rather than Alex driving to Spring Grove and picking them up before the game.

When their kids visit, Sandra and Peter like to go for a ride to York or Harrisburg. Their kids will visit and drive them to doctors' appointments. Sandra and Peter are conscious of when they can schedule appointments. They try to avoid any appointments during the workday that would require their kids to take off work.

#### THOUGHTS AND NEEDS

Sandra still wants to stay active in the community as she and her husband get older. Sandra and Peter enjoy living in their home in Spring Grove because they've lived in the same house for decades. Sandra is concerned about how they will

#### Population 65 years and older with vision difficulty:

ADAMS COUNTY

1,188

YORK COUNTY

4,333

#### Population with one or more vehicles available who ride public transportation:

ADAMS COUNTY

89

YORK COUNTY

912

#### Households with Social Security Income (Median Social Security income):

ADAMS COUNTY

15,548 (\$24,268)

YORK COUNTY

62,311 (\$23,619)

Source: 2022 American Survey 5-year Estimates (US Census Bureau)

get around in the future if Peter can no longer drive. Sandra wants to avoid her children having to drive every day to Spring Grove to help her and Peter get around.

#### **INSIGHT**

Sandra and her husband limit where they drive to places they are familiar with. They prefer to only drive in the day and when the weather is good. Otherwise, they take paratransit.

#### **POINT OF VIEW**

Sandra and her husband are concerned about their safety when they travel. They need a network they can rely on when their confidence in driving may change during the day, but rabbittransit's paratransit scheduling requires most reservations to be submitted the day before.

#### **HOW MIGHT WE**

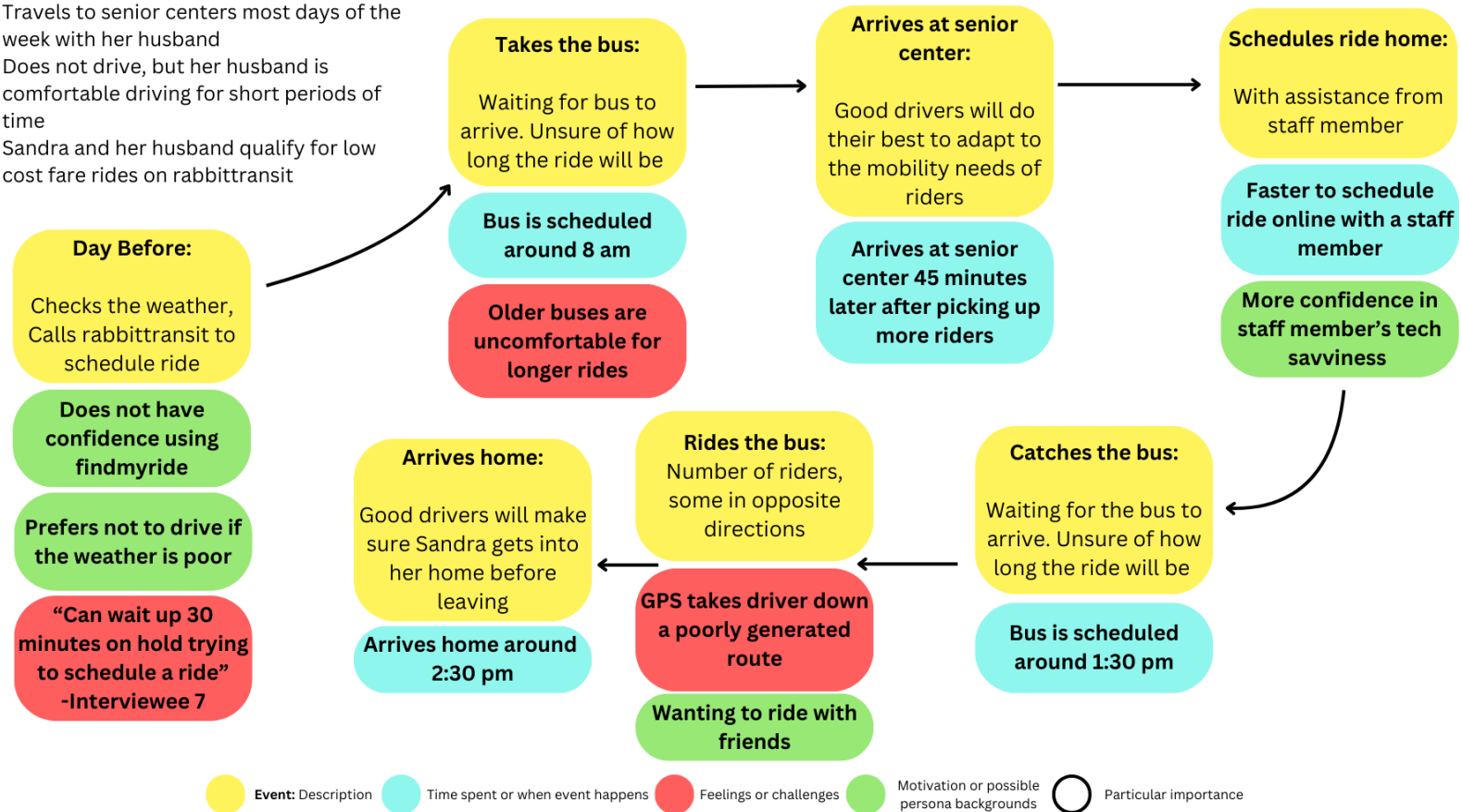
How might we expand who can schedule a paratransit ride on the same day and shorten the time needed between scheduling a ride and when the bus can arrive? How might we encourage Sandra to find alternate mobility options to support her needs when a car is not available?

## SANDRA'S JOURNEY MAP

Below is a map of how Sandra gets around in one day. It does not include every event in her day, but events that could inform Sandra's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Sandra: Senior with a disability, Sometimes Paratransit rider

- Travels to senior centers most days of the week with her husband
- Does not drive, but her husband is comfortable driving for short periods of time
- Sandra and her husband qualify for low cost fare rides on rabbittransit





**Population 75 and older with an ambulatory difficulty:**

ADAMS COUNTY

2,454

YORK COUNTY

9,077

**Population 60 and older who commute primarily on public transportation:**

ADAMS COUNTY

11

YORK COUNTY

129

**Population of homeowners who commute primarily on public transportation:**

ADAMS COUNTY

112

YORK COUNTY

476

Source: 2022 American Survey 5-year Estimates (US Census Bureau)

## RICHARD

### SENIOR, FREQUENT FIXED ROUTE RIDER

#### BIOGRAPHY AND LIVING ENVIRONMENT

Richard is an 84-year-old retired construction worker who has lived with his wife, Carol, in the same house in West York Borough for his entire adult life. They are on a limited fixed income. Richard says he does not have a disability but “doesn’t move as fast as he used to.”

Richard and Carol visit the nearby senior center almost every day. They enjoy watching their great-grandchildren play sports and listening to their favorite classic rock-and-roll bands.

Richard and Carol’s daughter, Veronica, lives in West York. She is available to drive Richard and Carol on weeknights and weekends. Richard and Carol’s grandchildren, Becca and Liz, offer rides when they can, but they live further away.

#### TRANSPORTATION EXPERIENCES

Richard experienced a medical incident about five years ago and no longer has his driver’s license. He lives near a bus stop and is a frequent fixed-route rider. When asked what his friends who drive will do if they lose their licenses, he says, “They’ll break the law!”

Richard and Carol occasionally need to go places rabbittransit’s fixed routes don’t cover. They usually ask their daughter or grandchildren to drive them. When Richard rides, he enjoys chatting with other riders or the bus driver.

#### THOUGHTS AND NEEDS

Richard is on a first-name basis with the driver who typically covers his bus route. He appreciates the driver’s assistance when he needs help getting on the bus.

Richard thinks rabbittransit is an excellent service and loves that he and Carol can ride at no cost. He doesn’t have many complaints but says the ride is sometimes uncomfortable because the bus is older, or the road is bumpy. Richard has strong opinions about different drivers and says that a bus driver can make or break your day.

#### INSIGHT

Richard enjoys riding rabbittransit because of the community they regularly see. They can ride the bus to most of their

destinations but need rides when they need to go outside of the rabbittransit service area.

#### POINT OF VIEW

Richard and Carol enjoy riding rabbittransit buses, but they need a service that can better accommodate their mobility concerns because they cannot stand for a long time.

#### HOW MIGHT WE

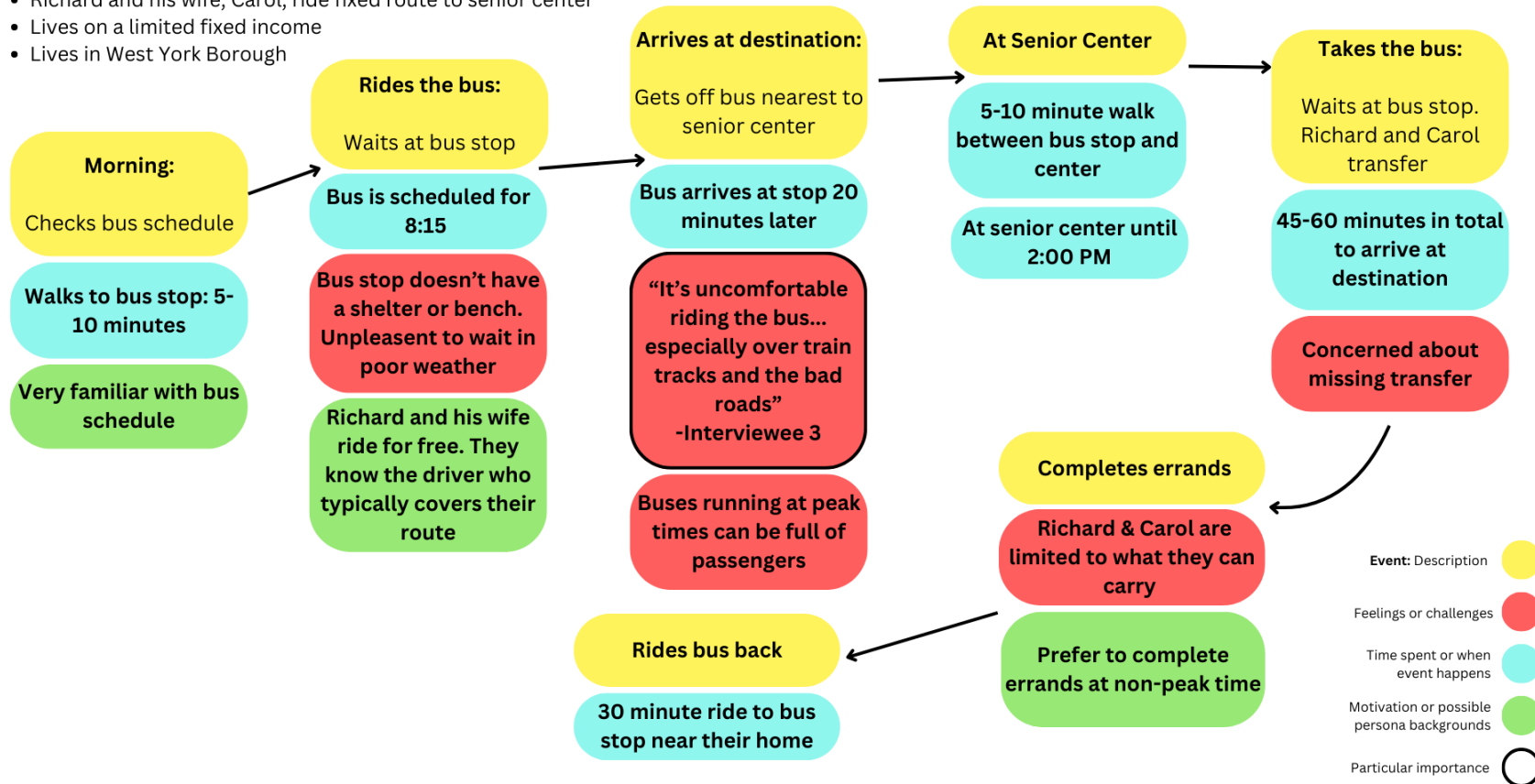
How might we improve accommodations for people with limited mobility or inform them of available services? How might we encourage satisfied riders, such as Richard, to be a “guide” for someone who has not ridden rabbittransit yet but is open to riding?

## RICHARD'S JOURNEY MAP

Below is a map of how Richard gets around in one day. It does not include every event in his day, but events that could inform Richard's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Richard: Senior Frequent Fixed Route Rider

- Richard and his wife, Carol, ride fixed route to senior center
- Lives on a limited fixed income
- Lives in West York Borough





**Population 75 and older with an ambulatory difficulty:**

ADAMS COUNTY

2,454

YORK COUNTY

9,077

**Speak English less than “very well”:**

ADAMS COUNTY

1,618

YORK COUNTY

6,099

**Population with a disability who ride public transit:**

ADAMS COUNTY

18

YORK COUNTY

197

Source: 2022 American Survey 5-year Estimates

## DANNY

### SENIOR, PERSON WITH A DISABILITY, FREQUENT PARATRANSIT RIDER

#### BIOGRAPHY AND LIVING ENVIRONMENT

Danny is 78 years old and worked for various manufacturing companies. He spent his childhood and young adult life in Puerto Rico before moving to Maryland in the 1990s. When his wife passed away a few years ago, he moved to an assisted living facility in Adams County.

Danny is bilingual, but his Spanish is much stronger than his English. His children and grandchildren (whom he speaks to every day) live in the Washington, DC area, and he has nieces and nephews in Ponce. Danny does not have many friends locally. Danny enjoys drawing and watching baseball and basketball games. He hates bingo.

#### TRANSPORTATION EXPERIENCES

Danny uses a walker, stemming from chronic health conditions. He does not have access to a vehicle. He has used Lyft, but it is too expensive to use regularly. He also needs help getting into and out of larger vehicles like SUVs, and he cannot be sure what kind of vehicle will show up. He has routine appointments with medical providers and schedules his paratransit trips on the phone. Danny’s primary social activities outside his home are the various bus trips his community organizes.

He uses paratransit because he is eligible for Medical Assistance Transportation Program (MATP), which offers no-cost trips to and from medical appointments. However, doing so takes up most of an entire day. He usually arrives 30 or more minutes early for an appointment. Pickups are also difficult; Danny may have to wait up to 30 to 45 minutes after an appointment for the bus and he needs a place to sit down while he waits. Danny describes the trip back to his home as often windy and slow especially when other riders sometimes “no-show,” making the journey longer. Danny really appreciates when a driver is considerate of a rider’s mobility, even if it is as simple as waiting for them to get inside their home.

#### THOUGHTS AND NEEDS

Danny’s primary concerns about transportation are cost and convenience. He advises people new to paratransit to “expect



the unexpected.” He says, “They might be early, they might be late, they might surprise you and be on time, but they always get you there and always get you back home.”

Danny’s experience using Spanish translations is varied. Written translations are often flawed and confusing. It is not always easy to reach a Spanish-speaking scheduler at rabbittransit, and he sometimes struggles with knowing the right English words if he cannot speak to a Spanish speaker. Danny tries his best to follow English instructions for paratransit pick up and drop off, which is stressful after waiting so long for the bus.

#### **INSIGHT**

Danny is primarily concerned with cost and convenience. While scheduled times can be unpredictable, the service has reliably gotten him there and back.

#### **POINT OF VIEW**

Danny frequently rides paratransit for its low cost but needs the service to be more consistent, especially on the pick-up times, before he can recommend the service to anyone. He does appreciate that the service has always worked.

#### **HOW MIGHT WE**

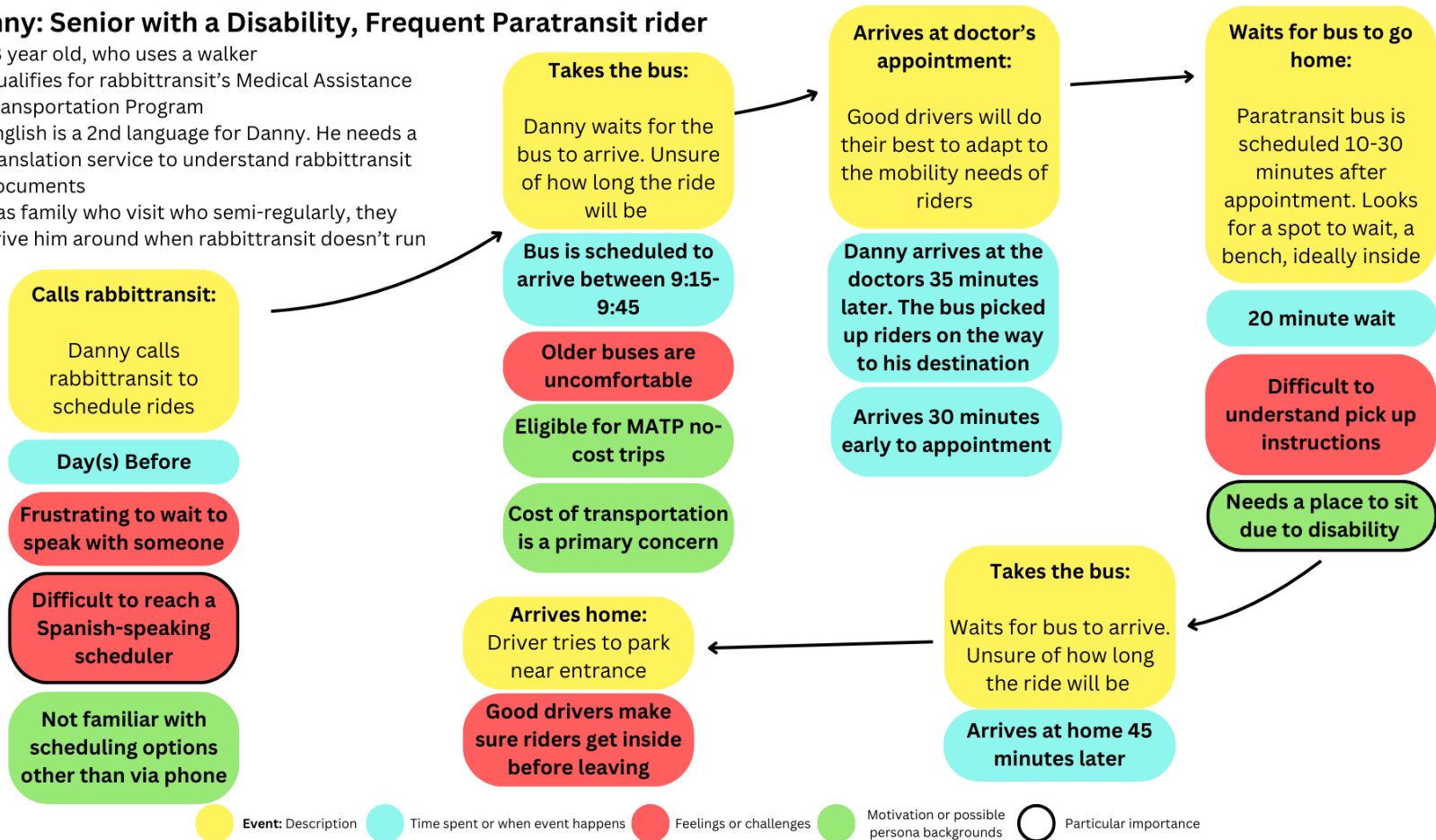
How might we enhance riders’ understanding of pickup windows and prioritizing their requested drop-off time for appointments? How might we improve awareness of paratransit service features such as the Imminent Arrival Call or using Find My Ride Schedule to see when their vehicle is arriving?

## DANNY'S JOURNEY MAP

Below is a map of how Danny gets around in one day. It does not include every event in his day, but events that could inform Danny's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Danny: Senior with a Disability, Frequent Paratransit rider

- 78 year old, who uses a walker
- Qualifies for rabbittransit's Medical Assistance Transportation Program
- English is a 2nd language for Danny. He needs a translation service to understand rabbittransit documents
- Has family who visit who semi-regularly, they drive him around when rabbittransit doesn't run





## GLENN

### SENIOR, rabbittransit SUPER RIDER

#### BIOGRAPHY AND LIVING ENVIRONMENT

Glenn is a 74-year-old former theatre manager who has lived in a 55-plus community in the suburbs of York for ten years. Glenn's partner passed away a few years ago. He tries to stay active in the community by attending events in York City.

Glenn wants to maintain his independence but is conscious of his expenses due to his fixed income and worries about his health as he ages. He gets most of his information from newspapers or from television but learns about community events from Facebook or from word of mouth.

#### TRANSPORTATION EXPERIENCES

Glenn rides the fixed route bus into downtown York on weekdays because more buses run. He is eligible for no-fare rides, which influences him to ride more frequently. Glenn rides paratransit to places the bus doesn't reach or with too few bus connections. Glenn also uses paratransit to get to appointments since he qualifies for the Medical Assistance Transportation Program (MATP).

Glenn used to drive, but the cost of maintaining his car and the insurance was too much for his limited income. Before he sold his car, Glenn asked his friends who rode transit regularly about their experiences. He also conducted some research online about what routes operate near his community.

On rare occasions, Glenn catches a ride from a friend after community events back to his home. However, Glenn knows he lives out of the way for most people which makes securing a ride difficult.

#### THOUGHTS AND NEEDS

A consistent problem for Glenn is the need for more late service since the shows he wants to attend end later in the evening, and he enjoys socializing with friends afterward. He can often get a ride from someone else on these nights, but he feels burdensome asking someone to drive out of their way. His friends are also older and feel less comfortable driving at night than they used to.

Despite his age, Glenn wants to continue supporting the community as much as possible. According to him, this

#### Population 65 to 74 years old:

ADAMS COUNTY

12,880

YORK COUNTY

48,105

#### Population with previous year earnings between \$15,000 to \$24,999:

ADAMS COUNTY

4,173

YORK COUNTY

24,817

#### Population without a disability that commutes via public transit:

ADAMS COUNTY

94

YORK COUNTY

1,473

Source: 2022 American Survey 5-year Estimates

wouldn't be possible without the low and no cost to him rides from rabbittransit's services.

#### INSIGHT

Glenn wants to attend as many community events as possible and makes the most of the time rabbittransit operates.

#### POINT OF VIEW

Glenn is someone who regularly rides rabbittransit because he rides for reduced cost, but he needs expanded service especially at night, because many community events he would like to attend begin later than when rabbittransit operates.

#### HOW MIGHT WE

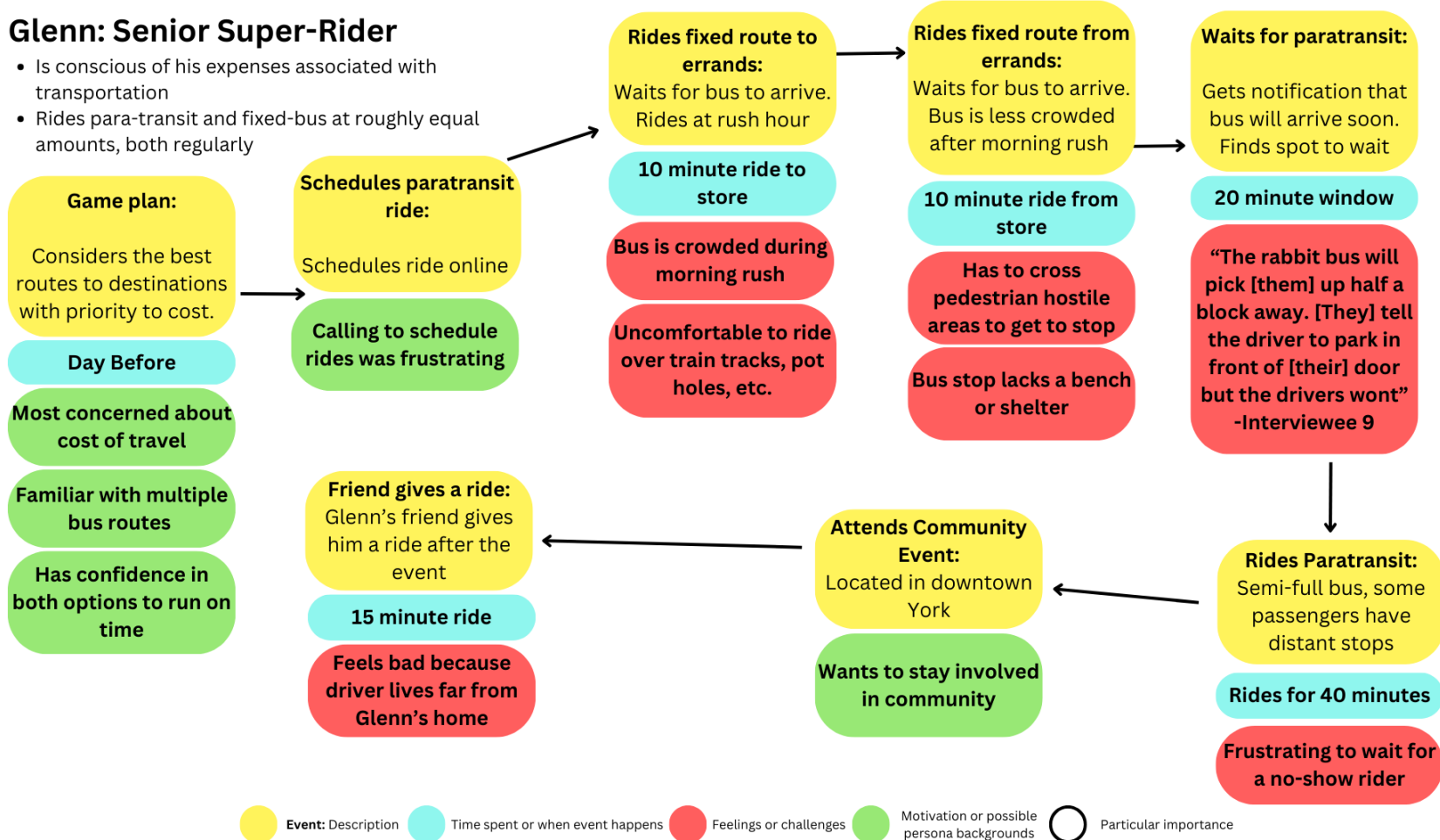
How might we encourage event organizers to help their attendees figure out transportation options to access community events? How might transportation providers improve communication and resources with community groups?

## GLENN'S JOURNEY MAP

Below is a map of how Glenn gets around in one day. It does not include every event in his day, but events that could inform Glenn's transportation decisions. This map goes clockwise from one event to the next and includes, where relevant, further details of the persona's trip. For a more detailed explanation into reading a journey map an example is on page 50.

### Glenn: Senior Super-Rider

- Is conscious of his expenses associated with transportation
- Rides para-transit and fixed-bus at roughly equal amounts, both regularly



# FROM CHALLENGES TO OPPORTUNITIES

## FRAMING CHALLENGES AND PROTOTYPING SOLUTIONS

To address the challenges faced by the eight personas, the planning team convened an expert group to brainstorm solutions. The expert group included representatives from rabbittransit, senior living centers, local health organizations, organizations supporting individuals with disabilities, and other Adams & York County based community organizations.

### Community in Motion Workshop

The planning team hosted a workshop for the expert group consisting of stakeholders in York and Adams Counties along with rabbittransit employees. The expert group was informed of the empathy interviews, online survey, and ride along collection. They were then introduced to the eight personas, their challenges, and specific pain points in their transportation experience.

Attendees were split into four groups and developed interventions for two personas. After the brainstorming session, each group took 15 minutes to prototype one solution. The following pages (67 to 74) are the results of each persona.

Each prototype was demonstrated to the entire group and evaluated on what other workshop participants liked and what concerns were raised they had.



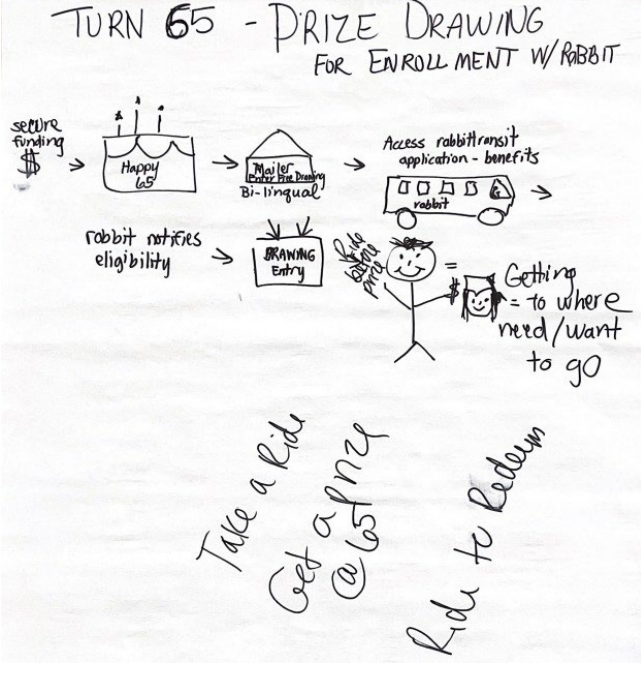
Image: September 10<sup>th</sup> workshop

# MARY

## SENIOR, DOES NOT RIDE TRANSIT

How might we encourage Mary and Patricia to find a transportation solution that works well for both of them?

How might we encourage Mary to try new transportation services before she can no longer drive?

Brainstorming resolutions created	Ideas prototyped	Prototype comments
<ul style="list-style-type: none"> <li>Work with Senior Centers &amp; Senior Communities to encourage applying</li> <li><b>Turn 65 draw for a prize: Enrollment with rabbittransit</b> (Automatic notification or mailer)</li> <li>Transportation Options forum/sessions expose to more transportation modes</li> <li>Companion education (with ADA) escort education</li> <li>Car &amp; Driver safety courses</li> <li>Smartphone (and App) education</li> <li>Free fare education (65+)</li> <li>Increase awareness of “Go Go Grandparent” and similar services</li> </ul>		<p>Attendees liked the proactive mailing/notifications when someone turns 65. Directly sending someone information about riding, such as riding for free or where their nearest stops are or where they can ride the bus to, can improve ridership for rabbittransit.</p> <p>Attendees raised a concern about how this information would be sent. A smartphone notification may not be possible since it may require downloading the rabbittransit app and owning a smartphone.</p>

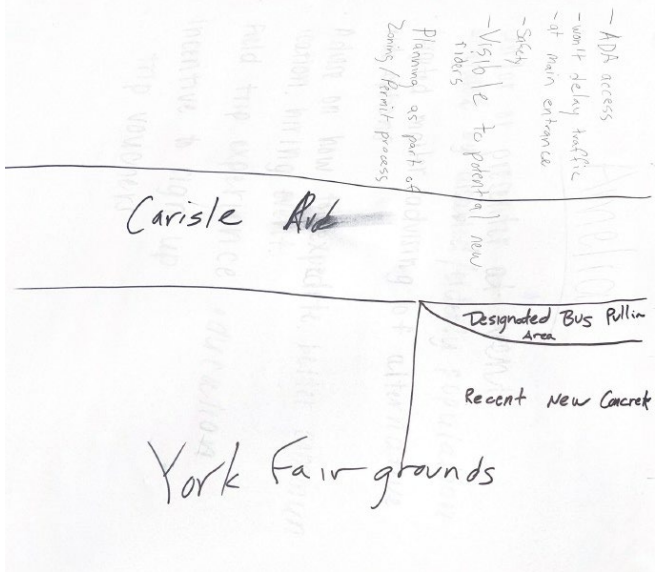


# GLENN

## SENIOR, TRANSIT SUPER-RIDER

How might we encourage event organizers to help their attendees figure out transportation options to access community events?

How might transportation providers improve communication and resources with community groups?

Brainstorming resolutions created	Ideas prototyped	Prototype Comments
<ul style="list-style-type: none"> <li>▪ Rabbittransit to advertise for events</li> <li>▪ Event organizers to contact rabbittransit</li> <li>▪ Rabbittransit creates a standing committee for organizations to inform of upcoming events that require transportation</li> <li>▪ <b>Designate parking spots for buses to pick up riders</b></li> <li>▪ Zoning &amp; permitting process greater considers transit riders</li> </ul>	 <p>A designated pick-up and drop-off spot for buses at the York fairgrounds building (similar to ride share pick-up/drop-off spots at large events) that is ADA accessible, safer for riders, and better fit to the mobility needs of riders (people are not rushed to get on/off)</p>	<p>Attendees like that this idea would create a more consistent experience for long-time riders and new riders could more intuitively understand directions. This would also serve as its own advertisement at community events to showcase how to attend community events without driving.</p> <p>Feasibility (due to constrained existing right-of-way/road space) was a concern</p>

# AMELIA

## ADULT WITH A DISABILITY, DOES NOT RIDE TRANSIT

How might we encourage people to sign up for a service even if they might not use it right away?

How might we shorten the time between signing up for paratransit and when they can ride?

How might we remove the stigmas or perceptions people have about riding shared ride services?

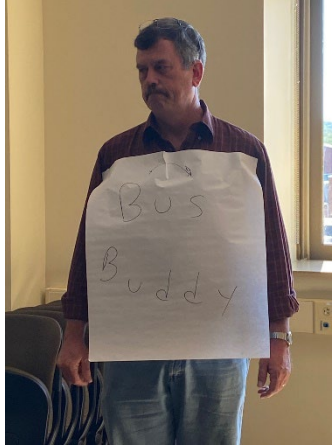
Brainstorming resolutions created	Ideas prototyped	Prototype comments
<ul style="list-style-type: none"> <li>Vendor or presenter at events attended by Seniors and/or People with a Disability</li> <li>Targeted mailer advising of alternative ride options</li> <li>Expedite learn process, better communication, hiring event-style communications (what can rabbittransit offer people)</li> <li><b>Field trip experiences on rabbit buses</b></li> <li>Incentives to sign up, offer the first ride for free</li> </ul>		<p>Attendees at the workshop liked how this field trip experience on rabbittransit would be a good way to get people who have never ridden transit before on the bus in a more comfortable fashion than using it for errands.</p> <p>Attendees raised a concern about the cost for an organization to sponsor a field trip</p> <p>If someone has only experienced riding rabbittransit like a charter bus, then they may be disappointed when they ride paratransit or a fixed route bus for the first time and it is not the same experience</p>

## RICHARD

### SENIOR, FREQUENT FIXED-ROUTE RIDER

How might we improve accommodations for people with limited mobility or inform them of available services?

How might we encourage satisfied riders to be a “guide” for someone who has not ridden rabbittransit yet but is open to riding?

Brainstorming resolutions created	Ideas prototyped	Prototype Comments
<ul style="list-style-type: none"> <li>▪ Grocery carts</li> <li>▪ <b>Fixed Route mentors, help show newbies how to ride as a “bus buddy”</b></li> <li>▪ MySTOP app: education &amp; communication</li> <li>▪ Seat backs/pillows for more comfortable rides</li> <li>▪ Change focus of experience: Music, on-bus games like “I Spy,” other interactivity</li> <li>▪ Retrofit seats for more comfort</li> </ul>	 <p>Rabbittransit offers free vouchers to frequent riders (possibly selected by bus drivers) to be someone who new or infrequent bus riders can ask some of the customer service questions. This would allow bus drivers to focus on driving.</p>	<p>In the workshop, people liked that “Bus Buddies” would be selected by the drivers as they know who consistently rides, who is friendly to other riders, and is knowledgeable about specific routes.</p> <p>A concern raised by workshop attendees was providing better compensation for bus buddies. If someone already rides for free would they still be willing to serve as a bus buddy?</p> <p>Another concern raised was how often or consistently a bus buddy would be expected to ride? If a potential bus buddy rides consistently at peak hours, would rabbittransit set expectations that they must ride more often at off-peak times or on weekends?</p>

## HAROLD

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### SENIOR, SOMETIMES FIXED-ROUTE RIDER

How might we reduce the stigma of asking for rides?

How might we encourage people to think about where they can go on transit rather than where they can't go?

How might we encourage people to proactively think about their transportation needs?

How might we inform Harold and his family about how alternate solutions can alleviate the transportation burden?

Brainstorming resolutions created	Common themes:
<ul style="list-style-type: none"><li>▪ Expand network of drivers beyond family</li><li>▪ More local coordination of shared transit options</li><li>▪ Rideshare drop off/pickup points at Senior Centers</li><li>▪ Increase conversations about how common it is to need rides, especially as people get older</li><li>▪ More clear representation of where and how bus routes overlap with cultural amenities, grocery stores, malls, and other destinations</li><li>▪ Proactively reach out to Seniors to educate about transportation options</li></ul>	<p>Improving the built environment that improves the visibility of transit even when buses are not running</p> <p>Improving people's awareness on who is using services (in neighborhood, to common destinations, around larger community)</p> <p>Using transit to connect to community and vice-versa.</p>

## DANNY

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### SENIOR, PERSON WITH A DISABILITY, FREQUENT PARATRANSIT RIDER

How might we enhance riders' understanding of pickup windows and prioritizing their requested drop-off time for appointments?

How might we improve awareness of paratransit service features such as the Imminent Arrival Call, using Find My Ride Schedule to see when their vehicle is arriving?

Brainstorming resolutions created	Common themes:
<ul style="list-style-type: none"><li>▪ Improved software with PennDOT for Imminent Arrival Calls</li><li>▪ Encourage users to use Find my Ride</li><li>▪ Improve users' education about trade-offs with arrival &amp; pick-up times with shared rides (Priority is drop-off on way to appointment &amp; pick-up on way home)</li><li>▪ Create automated systems such as Imminent Arrival in Bi-lingual fashion</li><li>▪ Increased outreach presentations to target groups/organizations</li><li>▪ Publicize "how to" videos (already on rabbittransit website)</li></ul>	<p>Technology is already out there. How do we get it out to people who are not aware of it? (how-to videos, Find My Ride, Imminent Arrival Calls)</p> <p>How to encourage people to use online services</p>

## SANDRA

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### SENIOR WITH A DISABILITY, SOMETIMES PARATRANSIT RIDER

How might we expand who can schedule a paratransit ride on the same day and shorten the time needed between scheduling a ride and when the bus can arrive?

How might we encourage Sandra to find alternate mobility options to support her needs when a car is not available?

Brainstorming resolutions created	Common Themes
<ul style="list-style-type: none"><li>▪ Same-day scheduling</li><li>▪ Education on services</li><li>▪ Find My Ride Schedule</li><li>▪ Test Environments</li><li>▪ Travel Training</li><li>▪ Transit advocacy</li><li>▪ Expand Stop Hopper service</li><li>▪ Directional Signs (for Stop Hopper pick up)</li></ul>	<p>Further education for riders for other transit services than the one they currently use</p> <p>Physical improvements to show where a Stop Hopper picks up</p>

## OLIVER

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### YOUNG ADULT WITH A DISABILITY, DOES NOT RIDE TRANSIT

How might we connect Oliver to the community resources available to expand his mobility options within a constrained budget?

How might we improve Oliver's awareness of rabbittransit's services and the reduced fare he may qualify for?

How might we grow Oliver's connections of drivers beyond coworkers with cars?

Brainstorming resolutions created	Common Themes:
<ul style="list-style-type: none"><li>▪ Co-workers discuss how everyone arrives to work</li><li>▪ An open-house to invite human service agents to collaborate and inform each other on their services, opportunity to find gaps, overlaps &amp; opportunities</li><li>▪ Adding route information to signs at rabbittransit stops</li><li>▪ Advertisements at major destinations (eg-Shopping centers)</li><li>▪ At workplaces near stops posting schedules for bus service</li></ul>	Establishing regular conversations can identify some overlap about how people get around and overlap in human service agencies



# CHARTING THE PATH FORWARD

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The preceding sections of this plan outlined current conditions, combining a data-driven analysis of demographics, land use, and transit use with a qualitative understanding of actual residents' experiences. Based on input from survey respondents and stakeholders, we developed the list of objectives below. These synthesize and directly reflect the needs of seniors and people with disabilities in our communities, drawing from the "How Might We..." brainstorming prompts discussed in the Personas and the Prototyping workshop.

## Objectives (Needs) and Example Solutions

This plan does not intend to create an exhaustive list of all possible interventions to address the objectives below; that is an impossible task, as new technologies, social influences, and initiatives shift regularly. For illustrative purposes, we have compiled the list below to help readers better understand what types of projects and programs have been discussed throughout this planning process – ideas from participants of the empathy interviews and stakeholder workshops – that might be impactful and successful.

### High Priority Objectives

#### Connecting destinations and routes

Advertising fixed route service at major destinations along a route. Providing riders with information about what destinations are near their stop.

#### Finding information without calling customer service

Improve the rider information experience, workflow, and accessibility to improve independence and control over transportation planning.

#### Improving physical infrastructure around bus stops

Physical improvements, such as bus shelters, benches, signage improvements, lighting, etc., to bus stops around York and Adams Counties that make waiting for the bus more comfortable and accessible.

### Moderate Priority Objectives

#### Rider Reviews of Public Materials

Have riders review public materials meant to help riders and provide feedback on what needs to be included to be functionally sound.

#### Evaluation and Expansion of Stop Hopper

An evaluation of the service could identify gaps in Stop Hopper and/or which gaps in fixed-route & paratransit could be addressed by Stop Hopper.

#### Addressing Stereotypes

Non-riders may hold biases against riding public transportation that prevent them from riding any of rabbittransit's services.

## **Low Priority Objectives**

### **Improving the experience of the “sometimes rider”**

"Sometimes" riders know the basics, but still need support tailored to their needs. “Sometimes” riders may only ride transit as a last resort to a destination, the easier someone can find riding information the better their experience. Offering simplified ride guides for individual fixed routes or improving communication related to delays.

### **Opening a Dialogue**

Co-workers share how they each get to and from work and their experiences. The conversations could lead to more people carpooling or more people knowing the viability of alternate modes.

### **Thinking about your Transportation Future**

rabbittransit automatically notifies Seniors in York and Adams Counties they are eligible for free rides.

### **Standardizing rabbittransit Shuttle Sponsorships**

Shuttles typically require sponsorship and are often done for driver training purposes. A standardized process for shuttle sponsorship and clearer information on how to coordinate. A standardized process could also allow new riders a more relaxed opportunity to try rabbittransit.

## **Stakeholder Group: Who Evaluates Projects and Programs?**

YAMPO and ACTPO will jointly create a stakeholder group to evaluate proposals. The following is a list of stakeholder categories to participate in this group, with example organizations. Many of these organizations have participated in this plan’s workshops and events.

- MPOs: YAMPO, ACTPO
- Government Agencies: Area Agencies on Aging, county Health & Human Services
- Public Transit Provider: rabbittransit
- Private and not-for-profit funding and philanthropic community: community foundations, the United Way
- Advocacy groups: AARP, Centers for Independent Living
- Human and social service agencies: The Arc, Bell Socialization, Hanover-Adams Rehabilitation and Training Center

## Project Prioritization and Selection Process

Many local and regional non-governmental funding agencies – such as AARP, the United Way, and private philanthropic foundations – have identified transportation improvements as priority areas for investment. When non-municipal community members approach the MPO for projects, typically funded through federal and state discretionary grants, the process below outlines how YAMPO and ACTPO will evaluate and prioritize proposals to address the needs identified above. The MPO will assist the non-municipal organization in identifying opportunities and project sponsors. The planning team recognizes that funding amounts and timelines are fluid across different organizations; therefore, this process does not specify the duration or cadence of this process.



## Project scorecard

Below is the scorecard the stakeholder group will use.

Project Emphasis	Project Selection Criteria	Project Description	Score (0-15)
	Addresses project priority (Multiple priorities can be picked with a maximum of 15 points)	10- Addresses a high priority 5- Addresses a moderate priority 3- Addresses a low priority	/15
	Key Destination Access	Describe how the project would connect transit services to key destinations.	/15
	Supports riders who may face barriers to mobility	Describe how this project will support seniors, individuals with disabilities, and others who may face barriers to mobility	/15
	Supports rural riders	Describe how the project would improve the experience of riders who are riding to or from areas outside an urbanized area.	/15
		Project Emphasis Score (out of 60):	/60
General Criteria	Project Selection Criteria	Project Description	Score (0-10)
	Project Readiness and Delivery	How much planning work has been completed?	/10
	Cost estimation	Describe how the cost estimate was prepared, including any templates, tools, or past bids that were used.	/10
	Collaboration with stakeholders	Describe how stakeholders have been involved in the planning process.	/10
	Project Value	Describe how the project cost and scope match the identified needs. What unique elements warrant this project's consideration?	/10
		General Criteria Score (out of 40):	/40
		FINAL SCORE (out of 100):	/100

## **Appendix A: Empathy Interview Notes**

### **6.14.23 – Windy Hill Senior Center**

#### **Interviewee 1: Senior, Rides Paratransit**

- Lives 15–20-minute drive from the senior center, but the route paratransit takes is an hour to get there. Would like a more direct route to origin and destination.
- Rabbitransit is unable to schedule a trip to Windy Hill Senior Center at 7:00 am, therefore they relied on family to have them there at 7:00am.
- She lives by herself and has family (daughter) close
- Overall has good experiences with rabbitransit
- Bad experiences? “Taking me where I don’t want to go”; can have 12-13 people on the bus and it becomes loud; limited hours of service.
- What to expect when riding? “Expect all the unexpected”
- Do you use rabbitransit to go to other places? Doctors appointments and Walmart
- Favorite Memory? Driver Scott being friendly and joking with the riders
- How do you book trips? Call in/Nancy at Windy Hill schedules trips to the senior center
- Has ridden transit in Maryland on the “city bus” no bad memories but rode when she was in high school
- Magic Wand? To get rid of the blue buses because they are an uncomfortable ride with hard plastic seats
- Rider in the Pigeon Hills didn’t show up, which felt like a waste of time because they had to drive all the way out there.
- Picked up at home around 8AM and dropped off at the senior center around 9.
- Daughter lives next door and works from home, so she’s available to give rides as needed
- She volunteers at Windy Hill
- Takes you on long trips sometimes
- Scott, the driver, is friendly. Some aren’t friendly
- Scott says Good Morning, offers help, asks if buckled up and ready to go
- Rabbit is good at keeping their schedule
- She walks down her long driveway to meet the bus
- Sometimes the buses are late
- Most of the time the bus goes to Hanover/Abbottstown which makes a long ride. Sometimes it’s a quick trip home

#### **Interviewee 2: Senior, Rides Paratransit**

- Why do you come to Windy Hill Senior Center? Because it’s bigger than the Yorktowne Senior Center. Windy Hill has over 100 members.
- How did you get to Windy Hill today? By rabbitransit
- She started using rabbitransit in 2014 after moving here from Pittsburgh. Gave up driving in 2017, when she no longer felt that she was capable of driving.
- To be a member of the Windy Hill Senior Center, you have to fill out an application and check in when you arrive. Doors open at 8:30.
- “There are five things that you need to know about rabbitransit: they might be early, they might be late, they might surprise you and be on time, but they always get you there and always get you back home.”
- “Do your homework” read the book for rabbitransit services to understand how they run.

- Bad experience? The other riders on the bus and the attitudes that they have. An example is two other riders who were friends got upset that they were not on the same bus to go home together.
- Use other rabbittransit services? No, she is right outside the stop hopper zone.
- Magic Wand? To get rid of longer routes
- Overall no complaints about how rabbittransit runs, grateful for free trips

### **Interviewee 3: Disabled Senior, Rides Paratransit**

- She's been riding rabbittransit for 5 years
- Takes rabbittransit to Windy Hill 5 days a week
- Plays bingo on Mondays and Fridays
- Likes the convenience of rabbit
- Driver [Name] is "kinda silly"
- It's uncomfortable riding the bus in a wheelchair, especially over train tracks and the bad roads in Jefferson & Spring Grove
- Has been in a wheelchair since January
- Daughter and granddaughter live with her
- Daughter drops her off at church on Sunday and son picks her up
- The lift rattles and is noisy
- "Office people should ride rabbittransit" to see how long the rides are with backtracking
- Stop-Hopper and newer buses are better
- Automated calls are in the evening, but wishes they were in the morning
- Buses have been early lately
- Daughter drives her on Monday mornings so she's not late for bingo
- Daughter drives her to the doctors
- Calls in grocery orders
- Some drivers just follow the GPS, which uses weird routes. "that's more money in their pocket because it's more miles out of the way"
- She would still take rabbittransit even with restored driving privileges because of gas prices

## **6.21.2023—Center for Independent Living**

### **Interviewee 4: Human Services Employee with Disability**

- How did you get to work today? Fixed route 1E at the transfer center, her commute from home to work on the bus is about 15 minutes.
- How do you schedule trips for paratransit? She calls in for trips when she is scheduling. When using paratransit for work related trips, she is unsure which category to use "medical" or "recreational" She will also use the app to schedule trips.
- Good experience with rabbittransit? When they are on time
- Bad experience? She was on a trip with a driver that kept "eating the curb". This made her ride for the trip jostle her in her wheelchair and gave her pain in her neck and back.
- For her, a major problem with rabbittransit is the reliance on the GPS and scheduling of paratransit trips that have drivers take routes that their vehicles do not fit down or have trips where she drives past her house two or three times before she is dropped off at her destination.
- Magic wand to change to something at rabbittransit? The stop at Belmont and Market because there is poor visibility for the drivers to see if someone is waiting at the stop. The visibility is poor because of the stop being placed where a tree is also located.

- She avoids any stops that do not have a sidewalk, and avoids getting on the bus between 4 and 5 pm because those are the busiest times
- When she gets groceries, she rides the bus to Walmart and her mom drives her car there. She then loads her groceries in her mom's car and takes the bus back home. Her mom's car is not equipped to transport a wheelchair.
- She sometimes avoids using the sidewalk because it is irregular and has a lot of bumps that hurts her back to go over. Her example was the Market St sidewalk.
- Wheelchair sizes are getting bigger. She was once left in Harrisburg because the first wheelchair was too big and there wasn't room for her chair
- She has arrived late to appointments because the bus went down to Shrewsbury when she was just trying to get from East York to South York
- Drivers have driven past her pick up location or destination which doesn't make sense. Drivers are afraid to change the route, and have to call dispatch to make any changes.
- GPS is bad, sends drivers down alleyways that the buses can't fit down
- Spanish translations are bad. Should use a Puerto Rican or American Spanish not a European Spanish
- Avoids Giant Outbound stop on the 1E because it's hard to cross the street there and get to Giant

### **6.29.23 – Windy Hill Senior Center**

#### **Interviewee 5: Senior, Does not Ride Paratransit**

- Lives in New Salem, has a roommate who rides rabbittransit, but she drives
- She hears from other seniors who ride rabbit
- Her priest's 91 year old mother uses rabbit, and waited for a bus that didn't come
- Some seniors have bad relationships with family
- Family members may not provide transportation
- Rabbittransit is a "broken service"
- 1.5 hour hold time on the phone
- The bus goes down to Hanover and back, 1:15 ride to Hanover and back
- Service dog on the bus causing havoc
- Write new rules and regulations about service dogs on the bus
- "buses don't come on time"
- "can't get through to Rabbit"
- Regulations on canceled rides"
- Go through the application with seniors
- Agree to the rules and regulations to get picked up
- "drivers need to drive as far as possible because they need mileage to get paid. The more mileage the more they get paid."
- Rough, bumpy, and uncomfortable to for wheelchairs in the back
- "Wheelchair users should have the shortest ride possible"
- "Rabbit should be reserved for people who need it"
- "Drivers can be nice but unfortunately they don't stay"
- "They need to up the pay for the drivers"
- Drivers can be late
- "Communication has to improve"
- "People need to know what happening"
- Seniors don't text or use computers



- More humans on the phone
- “A person needs to help with their application and determine their mental and physical abilities” “almost like a social worker” to determine their issues and better deal with them
- Moved here from NC, doesn’t know anyone
- Has seen Rabbit in the neighborhood
- Emphasis on communication and networking
- Directions need to be repeated, larger print, and easy to understand. “Seniors are different than the general public”
- “I’d be pissed to not be able to drive”
- Cushy chair in the car. reads, sleeps in the car.
- Rabbit allows 1 trip per day
- Rabbit riders must wait a long time after simple procedures

#### **Interviewee 6: Senior, Rides Paratransit**

- He uses paratransit for shopping errands, going to Windy Hill Senior Center, and York VA
- One complaint/magic wand fix: with schedule/routing of trips, He described it as “they don’t know the area”
- Rabbittransit does not alert him of how much money is in his account or if he overdraws from the account on a trip
- His daughter helps with taking him on shopping trips every other week. He tried Uber but when he tried to make the trip, he was out of the range that you can order a ride from.
- Where do you get news from? Windy Hill newsletter
- Why did you start using paratransit? His doctor and VA doctor took away his driver’s license last summer, not a personal choice. He mentioned that he can feel embarrassed to ask friends and family to take him places because he does not want to be a burden to them.
- What will your friends do when they cannot drive? “Break the law”
- Rabbit doesn’t let you know how much money is left in the account
- GPS Routes are bad

#### **7.5.23 – Upper Adams Senior Center**

##### **Interviewee 7: Senior, Rides Paratransit**

- Bad experience with rabbittransit? She had a driver that abruptly hit the controls on the lift on the bus before she was able to get her walker properly locked in place. She was “jerked” around on the lift and the driver seemed to not care about this.
- She calls rabbittransit to schedule her trips, and can wait up to 30 minutes before she is able to talk to someone to schedule a trip.
- She has had trips where she called in and the next day the bus did not come to pick her up and had to reschedule her doctor’s appointments.
- Rabbit said they couldn’t pick her up after her appt at 2:30, so she had to cancel the appointment and reschedule. (instead of waiting at the office for the next bus)
- Caller at Rabbit was rude
- Rabbit sends 2 buses when they could “save gas” and just send one bus
- Driver was rude
- Rabbit sent a minivan instead of a bus, and didn’t know it was going to be a van and not a bus
- Driver moved the lift too soon
- 6 years riding rabbit

- Daughter in Law drives her, lives 15 minutes away, she drives a school bus and has 2.5 hours off in the middle of the day
- Rude driver freaked out after someone said something (driver Michael in Gettysburg)
- A lot of good experiences
- Went to the doctor in Lititz, and the driver was like a tour guide talking about all the towns they drove through
- 5 min ride between home and the senior center
- Rabbit should work around appt times, like the bus couldn't do the 2:30 pick up time
- Books appointments over the phone, but can wait up to a 30 minute hold time.
- Canceled a ride and they still came
- Booked a ride and they never showed up (a while ago)
- Waited 20-30 minutes before realizing they're not coming
- 5pm automated call
- Watches news on TV
- Former Fire Department EMT, and she still listens to the scanner
- Rabbit needs to be more flexible, Doctor's appointment is not important
- Needs a better system for dispatching

#### **Interviewee 8: Senior, Rides Paratransit, uses a cane**

- He has been a rider for years and learned about it through a friend. He started using it when he still had a driver's license. However, he stopped driving last year (at 90 years old) when he fell asleep driving back from Maryland and crashed his truck.
- Where do you use rabbit to go to? Senior Center, restaurants
- He also relies on his family that is local to help him go on errands or pick up things for him.
- To schedule a trip, he has his children call into rabbittransit.
- One change to rabbittransit? "None, it's just wonderful"
- Kids drive him to church & doctors appts
- He gets news from the newspaper, word of mouth, TV sometimes
- Rides 4 days a week to the senior center (it's closed Fridays)
- Lives 5 miles away, usually 1<sup>st</sup> or 2<sup>nd</sup> to get picked up for the senior center, rides for 45 minutes
- No bad experiences w/ rabbit
- Wouldn't make 1 change

## **Interviewee 9: Senior, Rides Paratransit**

### *Notes from interviewer 1*

- When the rabbit bus picks her up from her apartment, they park about a block and a half away. She is unable to see when they arrive if they park that far.
- Helen explained her experience of having a van pick her up, where she had difficulty getting into the van. When she tried to get out of the van, the driver did not exit the vehicle to assist her and she slid out of the van and very badly hurt her back. She said that the driver lied on the form for the accident. She never had any contact from rabbittransit outside of asking if she would like to speak to their lawyer. This happened around may/June of 2022.
- She does not trust rabbittransit to take her to doctors appointments because of how late they can be. She once waited two hours at the doctors office to be picked up.
- She has been a rider of rabbit services for 15 years
- Before moving to Adams County, she lived in Queens.
- "If rabbit had competition it would be ran completely different" To her this meant that they would be cleaner, operating on-time, and would have better training for employees to be more courteous
- The automated phone system at night would not always work to cancel the trip scheduled for the next day. Which would mark her as a no show for the pick-up
- She feels like the individuals working at the call center should have better training so that they are not slow and hesitating
- One change? Ontime

### *Notes from interviewer 2*

- Driver lied on Accident Report, and rabbit wouldn't believe her
- Hurt her back, couldn't walk, Rabbit never said sorry
- 2 buses came for her and her neighbor
- Late buses come 30 minutes late
- Only rides to the senior center
- Wont take rabbit to doctors appointments
- Waited 2 hours after a doctors appointment for the bus ride home
- Drivers take the long way around
- Been living in PA for 15 years, From Queens, didn't own a car in Queens, took the train, bus, and cabs. Husband had a car though
- The accident caused her to use a walker, and rushed to the emergency room 1 year ago
- 15 years riding rabbit
- 1 Daughter lives with her. She or her boyfriend gives her rides, the daughter works on weekends
- The rabbit bus will pick her up half a block away. She tells the driver to park in front of her door but the drivers wont
- She won't cancel calls on the automated 5pm reminder call, because twice the bus came anyway and she got a no-show on her record. So instead she'll call in and manually have the ride canceled.
- Never had a problem with a driver
- Call center people need more training, some are slow

## **Interviewee 10: Senior, Rides Paratransit**

### *Notes from interviewer 1*

- She has a car but still uses rabbittransit and has since 2007.
- She couldn't ride for 6 months last year because of no-shows on her account. She drove to the senior center during that time
- Rabbit "goes the long way around"
- Rabbit has multiple buses for Northern Adams County
- Still drives, but daughter uses the car for work 6 days a week
- Drives to the doctors
- Dispatchers don't know the upper Adams area
- Drives to appointments in Gettysburg
- Won't take rabbit to appointments
- Driver shifted schedule to allow her to be dropped off early
- 2 buses for 2 roommates
- Automated call cancelation didn't go through, the bus came anyway, and charged with a no show
- TV, radio, newspaper

### *Notes from interviewer 2*

- "a lot of things they do, they shouldn't do" when asked to elaborate said the same thing and didn't give any examples
- She received a letter from rabbit that she would be unable to ride for 6 months because of too many no shows. She was sick and said she called to let them know that she would not be riding and would call back when she wanted to ride again.
- 2007 she started using paratransit, however she still has a car that she uses. She began using paratransit after being involved in two crashes but still drives.
- One change to rabbit? For dispatch and drivers to understand the area better
- Other members of the senior center have turned her away from using paratransit for medical appointments because they have told her it is too untrustworthy and late.
- The van was difficult to use for her limited mobility and device
- Does not use the find my ride app, only calls in to schedule and cancel appointments

## **Interviewee 11: Senior, Rides Paratransit**

### *Notes from interviewer 1*

- Moved to Adams last Nov/Dec and started using paratransit then
- Expressed that she felt for medical appointments that rabbittransit was not flexible enough for pick-up and drop-off time frames
- Schedules trips together: pharmacy and grocery store
- She is located too far from the fixed route to be able to use it, but if it was closer she would be open to using it
- One change? To have newer buses for a more comfortable ride
- Bad experience? She had a driver that used foul language
- Automated phone calls are not consistent the night before and the morning of the trip

### *Notes from interviewer 2*

- Uses Rabbit for medical appointments
- Dispatchers should do ride-alongs to help understand the experience
- No car, dependent on Rabbit
- Bumpy ride on the old buses
- Riding rabbit since December
- Walks to Walmart, quarter mile away
- Has to be done with medical appointments by 2pm
- Rode to the Outlets, had to pay a fare
- Has to call by noon the day before for paratransit trips
- Uncomfortable buses, the new ones are better
- Doesn't ride fixed route
- Friendly drivers
- Sometimes automated calls don't come

## **8.1 YCPC**

### **Interview 12 Senior Who Does Not Ride Transit**

#### *Notes from interviewer 1*

- She had a career working in the welfare office and was the executive director for the York Office. She was and still is actively involved in the community and currently works with Embracing Aging.
- What is offered in other communities that you think worked well? In downtowns she mentioned having a hop-on hop-off bus and a work shuttle for employees.
- She mentioned that individuals who have a car and move to using the bus have unrealistic expectations of the bus because it is not as quick and convenient as using your own car.
- What will you do when you are no longer able to drive? Is on a waiting list to join a continuing care retirement community (CCRC). CCRC have community transportation and other benefits that are unique to each one that helps seniors who can no longer drive themselves.
- Stigma for seniors not using transit

#### *Notes from interviewer 2*

- Believes there's a big stigma with riding the bus, along with snap benefits
- Rode public transit in Europe, NY, and SF
- Would rather walk than take transit around York
- Owns a car but doesn't drive much
- Hosts an OLLI walking tour
- Knows York neighbors because of walking a lot
- Mothers w/ childcare and work have to make multiple stops which makes riding even longer
- Seniors are impatient and don't want to wait for a shared-ride after their appointments
- People are used to owning and driving a car everywhere
- Knew other seniors that pooled their money together for a private driver
- Son lived in NYC, and she'd take the subway there. He told her what stops to avoid, so she always felt safe
- Daughter-in-law and granddaughter took the bus in SoCal, where she was told she's "brave for doing this" Daughter in Law rides transit for the "principle of it" DIL is Finnish, and used to public clean, reliable, transportation

- 300+ families are ahead of her on the waitlist for the Continuing Care Retirement Community (CCRC) in Lititz
- Aging-in-place is expensive because of in-home care
- Why don't you ride public transportation? "because I don't have to" and "I like to walk"
- Drives to grocery stores
- Drives when weather is bad
- Likes visiting Frederick, Maryland "The city feels like it has its act together."
- Free museums in Frederick
- Nice street life there
- It has the level of density to feel safe

## **8.2 Guthrie Library**

### **Interview 13 Disabled Senior who does not ride transit**

- "Used Rabbit before" but had to pay Visiting Angels to transport her because the doctor wouldn't allow rabbit to transport her for certain procedures
- Has lived in York Springs, Adams County for 7 year. Lived in Florida before. Originally from Harrisburg/Wormleysburg
- Drove a van for Gettysburg College, mostly transporting foreign students from Dulles Airport, but also for field trips
- Children and family are mostly still in Florida
- Worked for the post office
- Has 2 cousins in northern PA
- Lives alone
- Drives to the grocery and doctors
- Risks falling when going out. Sometimes uses a walker
- Gets groceries in Gettysburg and doctors are in Hanover
- The time she used Rabbit, the ride was loud and bumpy but "worked out fine"
- Rabbit sent a bus in the morning when she had to stay overnight at the hospital. She didn't call to arrange that ride, but somebody from the hospital may have.
- The bus was right on time picking her up
- Used "Compassionate Transport" in Biglerville
- Used "Visiting Angels" but is an expensive service
- Finds volunteers on the "Next Door" app for rides, but someone canceled on her on the last minute
- "Go Go Grandparent" [company partners w/ uber, door dash, Instacart, etc to provide rides for seniors and people with disabilities]
- She has put off surgery b/c of no transportation
- Doctors require someone to be waiting for her in the waiting room, not just drive them
- "Had to lie to get the doctor off my back" "The girl next door is coming over to check on me" after a procedure
- There is a senior center a block away
- Doesn't want to eat bologna sandwiches with seniors
- Doesn't want to sit around with seniors
- Thought it was easy to sign up for shared ride
- Rabbit sent information that was helpful
- Rides for free
- She worries about not being able to drive, and her car is getting old

- No friends in the area. “I have been through all the friends” “I don’t need their mental illnesses in my life”
- “Female friends are not helpful”
- Would like to visit cultural attractions like museums and the theater
- Rode the bus as a kid in wormleysburg and Harrisburg
- Stopped riding when she moved to Florida
- Rode the city bus to school as a kid
- Gets news from TV
- Uses social media (facebook)
- Listens to radio in the car. Doesn’t get the newspaper
- Reads news online
- Saw rabbit every morning at 7am picking up a neighbor
- Went on the website to sign up, and realized she can ride for free
- Wasn’t aware of findmyride.com
- Thinks using her walker is a hassle

## 8.8 YCPC

### Interview 14 – Senior Who Does Not Ride Transit

#### *Notes from interviewer 1*

- He talked about how when he lived abroad in Europe that he found the mass transit to be easily accessible and convenient. Described the system as more hop-on and hop-off that did not have to worry about paying fare for the ride on the bus and that he would like to see a hop-on and hop-off in East York
- He said at senior center health fairs that rabbittransit should have a booth that gives something away to seniors because that is how they will find out about their services.

#### *Notes from interviewer 2*

- He was the president of the York Transportation Club, a 501 (c) 3 that offered paratransit service. It combined with YATA in the 80s or 90s.
- He considered taking rabbit to Spring Grove, but it takes a long time. more direct service will save time
- He said info about rabbit should be provided at churches, senior centers, OLLI, and other clubs. Offering something for free will draw a crowd.
- A booth at a health fair
- He prefers to drive because it’s more convenient and riding the bus takes too long. A loop around East York can be convenient.
- He emphasized golf carts can be an alternative to cars because they’re cheaper and take up less space. They should be legal to use on public roadways, like he’s seen in Florida. The golf carts have tarps to protect from the rain
- He said the loss of gathering spaces (third places) has made it hard to share information about the community and programs such as rabbit.
- He hasn’t thought about what he’d do after losing driving privileges
- He doesn’t like going to senior centers because all they talk about who’s sick and who’s dying



## 8.10 SCCAP

### Interview 15 Senior Who Does Not Ride Transit

#### *Notes from interviewer 1*

- In October of 2022 he signed up for paratransit. He said that during the initial signing up for paratransit that he found the process to be confusing and “convoluted.” He had a lot of back and forth with rabbittransit to have the application and additional forms be filled out. He said that all the rabbittransit employees were extremely kind and helped him along the process.
- He said that he tried to use rabbittransit one time in 2022 and that he was unsuccessful with having a trip to Hershey scheduled. He said that the rabbittransit customer service member informed him that he should move his appointments to a more local office because they would not be able to dispatch a trip to Hershey Medical for him.
- Since rabbittransit was unable to help him, he tried Uber and compassionate transport. Uber was inconsistent with available drivers; when they were able to help him the trip was expensive and had long wait times. For Compassionate Transport, it was a limited staff and his trip cost over \$250 to go from Gettysburg to Mechanicsburg for a medical appointment.
- Have you considered going to a senior center? Looked into Littlestown senior center and Gettysburg senior center but they only offered entertainment, not transportation services. He was not interested in the activities of the senior center because he is already invested in the community and active with meditation classes.
- What will you do when you are no longer able to drive at all? “Trying to figure it out” and is currently relying on friends to take him to doctors appointments.
- His one son took his car from him and installed three apps on his phone: Uber, Lyft, and a doordash type for groceries. He said that he is not technology literate and found them to be difficult and expensive.

#### *Notes from interviewer 2*

- “rabbit wasn’t helpful at all”
- They couldn’t take him to Hershey Med for an appointment
- Lives alone on a farm. Wife died 23 years ago. Kids moved to different states
- Relies on the community and friends
- Drives an 03 subaru that’s on its last leg. Only takes it to the bank and market.
- Lives 6 miles outside of Gettysburg
- In Oct ’22, rabbit told him they couldn’t take him to Hershey
- “only took calls on Friday”
- Rabbit told him “try to bring your medical services to Gettysburg”
- Rabbit sent him the packet when he registered.
- “I shouldn’t have to rely on friends to drive to Hershey and wait for me”
- His dermatologist is in Gettysburg, eye doctor is in York, but still needs to go to Hershey every 6 months.
- He said it wasn’t easy to register for rabbit, and it was “convoluted”
- Rabbit said local appointments aren’t a problem.
- Medical appointments need to be made between 10 am and 3pm.
- There was a lot of paperwork to fill out to register for rabbit
- Registering wasn’t a straightforward process. It was confusing and he didn’t know what to do
- Has never used rabbit since registering
- One son doesn’t want him driving because of a heart procedure and sold his 2019 Hyundai. He then installed apps on his phone like uber, and lyft.

- Tried uber but drivers weren't available in Gettysburg. There was a driver in Frederick but it was a half hour wait for them to get there.
- It was \$60 for a ride into town for a haircut
- Compassionate Transport in Gettysburg charged him \$225 for a trip to Mechanicsburg & back. The driver waited in Mechanicsburg for him.
- A friend introduced him to compassionate transport. They saw the vans driving around town.
- 2 drivers at compassionate transport. One driver had to drop him off at Sheetz so they could pick up a new client. He had to wait at Sheetz for the next driver to take him home.
- He traveled to India and Sri Lanka after his wife died. He was ordained as a Buddhist monk
- Then was hired by the PA state prisons because he was a monk and could work with the Buddhist inmates
- He taught meditation and mindfulness
- Turned his farmhouse into a post-release residences for the former inmates
- Would have 4 or 5 guys at a time living with him
- During covid, he wasn't allowed in the prisons
- The last released inmate moved out in April
- He also taught mindfulness meditation at the Gettysburg community
- He gets a ride to teach and back home. People from the meditation group help with rides

## 8.14 SCCAP

### Interview 16 Disabled Senior Who Rides Rabbittransit Fixed Route

#### *Notes from interviewer 1*

- "I want to move out of the transportation system because it is so rotten"
- "I cannot believe how much time rabbit takes from my life"
- Biggest complaint? The bus is very uncomfortable. One ride to York was so terrible that she sprained her back and had to go on medication for it. She said that the buses felt like being in a cattle truck. She has been on greyhound buses and said that they are a much nicer ride.
- Her second biggest complaint is that she cannot rely on rabbittransit to arrive at her destinations on time and not be early. She also stated that in Adams, paratransit does not operate on the weekends and ends early, which is difficult for jobs. Because of this reason she is why she explained that she unable to get a job.
- The Gettysburg area is "woefully underserved". The fixed route does not have enough frequency that she would be able to use it. Near her apartment complex only has three stop times.
- She had a driver that was new and she said was inflexible because they did not want to alter their dispatch schedule for her. She immediately called into rabbittransit customer service to complain about the new driver and the driver quit on the spot because of her. She said that she likes to test peoples patience and that driver was not fit for rabbittransit.
- Do you use other transportation services? She has a small informal network that she can rely on to provide transportation.
- Expressed frustration that the rider and driver 30 minute pickup window does not match and that she would not be able to make the ride if the bus came before her 30 minute window.

#### *Notes from interviewer 2*

- She said the buses are built on a truck frame/base, which is what makes them so rough to ride in. She said they should use a van or bus base that would be a smoother ride
- She had to go to the doctors because of back pain from riding on the bus

- Riding home can go a long way out of the way sometimes. She said rabbit should get a new computer system that routes the drop offs better.
- She used to use fixed route more often, but she's less mobile now and doesn't feel comfortable riding fixed route with her walker
- Lives along the Blue Line in Gettysburg, but the bus only comes 3 times a day
- "People can't count on rabbit"
- No evening or weekend service
- She doesn't leave the house other than for food and doctor. Can't go to her favorite stores on Saturday.
- "rabbit is not like a regular bus service" because of limited weekday stops and no weekend service,
- The struts and shocks are more like a truck than a bus
- Once a new driver drove past her stop, and moved her to the bottom of the drop-off list instead of the top. She said not all drivers know they can reroute the trip if it's more logical
- Some new drivers don't want to reroute the trips. A rider was low on oxygen, and wanted dropped off first, but the driver still followed the manifest instead of caring about their needs.
- Some drivers don't want to go up the driveway to her condo when other drivers do
- The 30-minute pick-up windows between the drivers and riders don't always match. It can say 1:30-2 for the driver, but the rider has 1:35-2:05.
- Sometimes rabbit calls to see if she's ready early
- Some drivers are always early
- Doesn't like getting to the doctors 40 minutes early, but it's better than being late
- When rabbit was low on drivers, they restricted food trips to once every two weeks, which was hard for her.
- She's been without a car since 2021.
- Has ridden fixed route for years, because owning a car has been off and on.
- Used to take the blue line to the gray line to Walmart, but it was hard transferring with groceries.
- Had to wait in the cold for an hour for rabbittransit after the doctors office closed and she couldn't wait inside
- Her Spanish-speaking friends and neighbors have said it's hard to reach a Spanish speaker to schedule a trip over the phone
- It's not easy to schedule a trip, and hold times can be over 90 minutes in extreme cases.
- All trips must be scheduled by 1:30 the previous day
- If she doesn't get the 5pm automated call, she'll call first thing in the morning to confirm.
- She gets rides from friends and members of her church
- No local Gettysburg uber drivers
- May ask a neighbor for a ride as a last resort
- 1 couple would help with rides, but the wife got sick
- "real transportation gap" in Adams county
- No close family to help with transportation
- Her roommate would use rabbit more if the fixed route service was better
- Maybe no service on Monday so they could provide service on Saturday?
- There are a lot of gaps in the fixed route

## 8.18 Gettysburg

### Interview 17 Disabled Senior Who Does Not Ride Transit

#### *Notes from interviewer 1*

- He is involved with habitat for humanity in a mainly advocacy role for affordable housing and is on the steering committee for @Home in Adams County.
- What will you do when you are unable to drive? Plans to minimize the number of trips and have his son take him, then neighbors. Creating an informal network to use when he needs help.
- How do you get groceries when you are unable to drive? Meals on Wheels
- Said that rabbittransit is a good service but that it takes a long time. Because of this he is not planning on using/relying upon it. He has started the application process to become a rider of paratransit but is having a difficult time being able to understand and focus on completing the application. He said that a shorter application would be helpful.
- The Office of Aging is helpful resource for getting information out to seniors about rabbittransit services and eligibility
- The amount of money spent towards transit is a “value statement” of the importance of transportation/ mass transit
- Awareness is low about transit services that are available

#### *Notes from interviewer 2*

- Worked in DC & NYC, was able to walk to a rapid transit stop and commuted into the city that way.
- Understands population density and the built environment has everything to do with functional transit. “it’s a vicious circle”
- As a teacher in Virginia he had to drive to work
- A low percentage of the population uses transit, even in DC metro area
- Is on the @home steering committee, and was very proud of the new GHC bus line
- *Has a passion for affordable housing*
- Cumberland township is mostly residential, and has little planning knowledge. They keep building auto-centric suburbia. They allow anything to be built as long as it conforms with the zoning
- *DC area requires affordable housing with new development, PA does not*
- He would like to see new transit routes to the new development
- Wife would like a trolley from the Gettysburg visitors center to the town square
- “like Disney land, we need a trolley”
- A long walk from the hotels to the square
- Difficulty getting to the human resources center
- Wants a fixed route from Gettysburg to Biglerville. But will anyone ride?
- Bus has a reputation of being unreliable and taking a long time
- Is signed up for paratransit but hasn’t used it
- Senior citizens don’t always use the web
- The process would be easier if it were shorter
- Office of aging is helpful
- 30% of Adams county residents are 65+
- County developers have gone all-in on building senior housing
- Has thought about what life after driving is like. Less trips leaving the house, and more stops when out

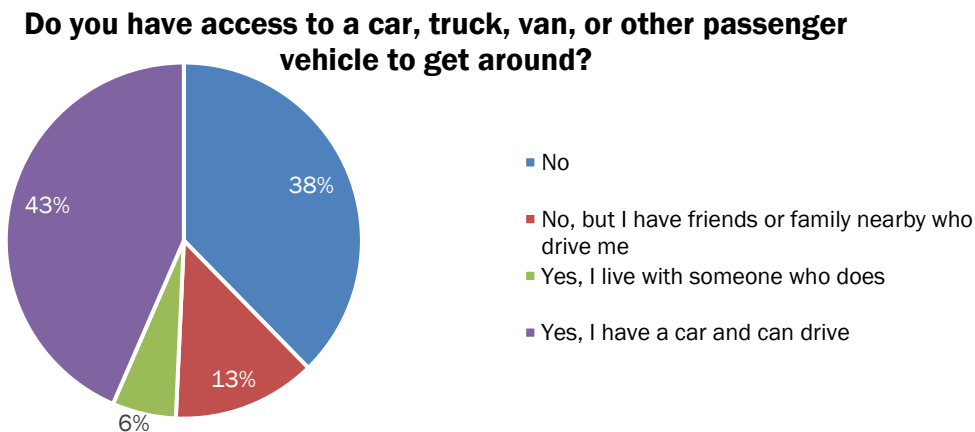
- Can't work late when commuting on transit or carpool
- Rode the city bus as a kid
- Rabbit needs more money from the state and feds
- "current model isn't working" (for fixed route)
- Low awareness for transportation services in Adams
- People see buses and think they're not for them

## Appendix B: Online Surveys Results

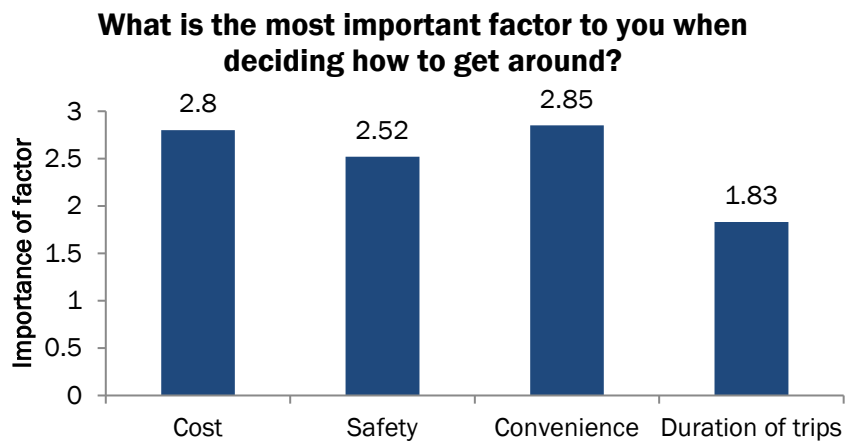
An online survey was published on SurveyMonkey by created by YCPC staff. This was open for a month and promoted on social media platforms by rabbittransit and the York County Planning Commission. The survey was split into four sections, questions asked to all respondents, questions asked to respondents if they used rabbittransit's fixed route service, questions asked if respondents use any form of paratransit, and questions asked for respondents who have never used public transportation in York or Adams County.

### Questions asked to all respondents

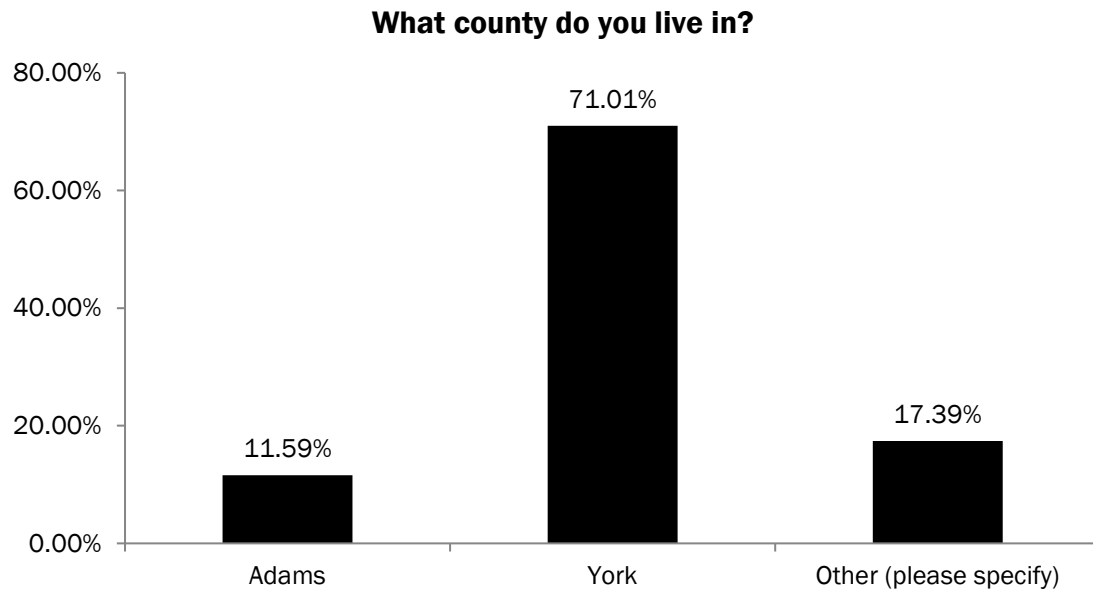
1. Do you have access to a car, truck, van, or other passenger vehicle to get around?



2. Rank the following factors when deciding how to get around



### 3. What county do you live in



Other Counties respondents live in:

1 respondent Lancaster

2 respondents Dauphin

2 respondents Cumberland

### 4. What is your age?

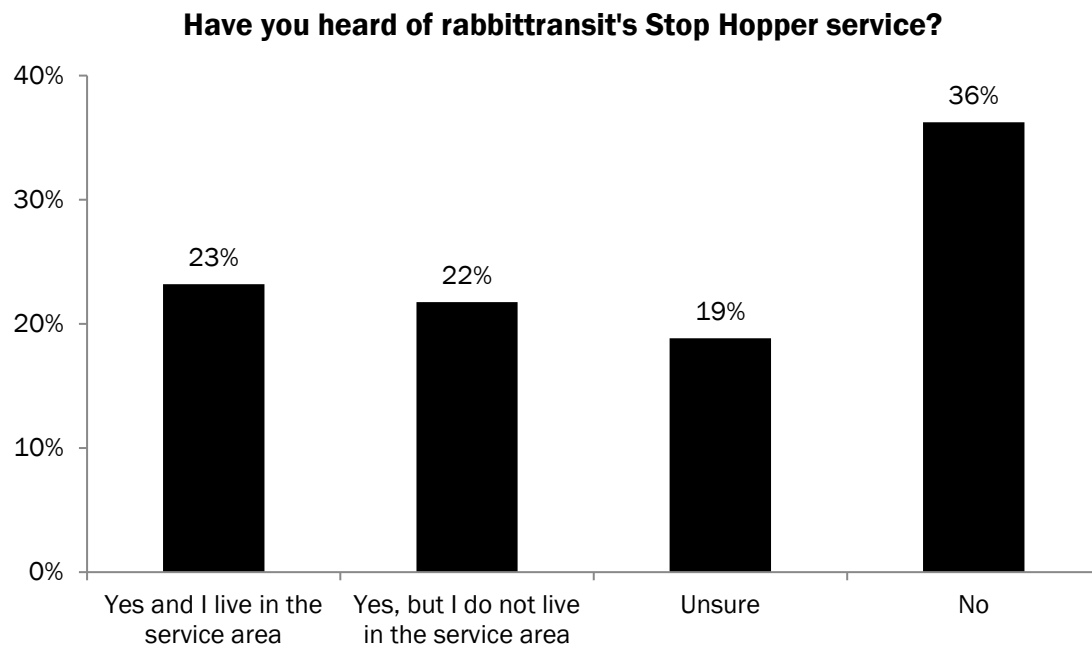
Answer Choices	Responses	
Under 18	1.45%	1
18-24	5.80%	4
25-34	11.59%	8
35-44	18.84%	13
45-54	14.49%	10
55-64	18.84%	13
65+	28.99%	20
Prefer not to say	0.00%	0



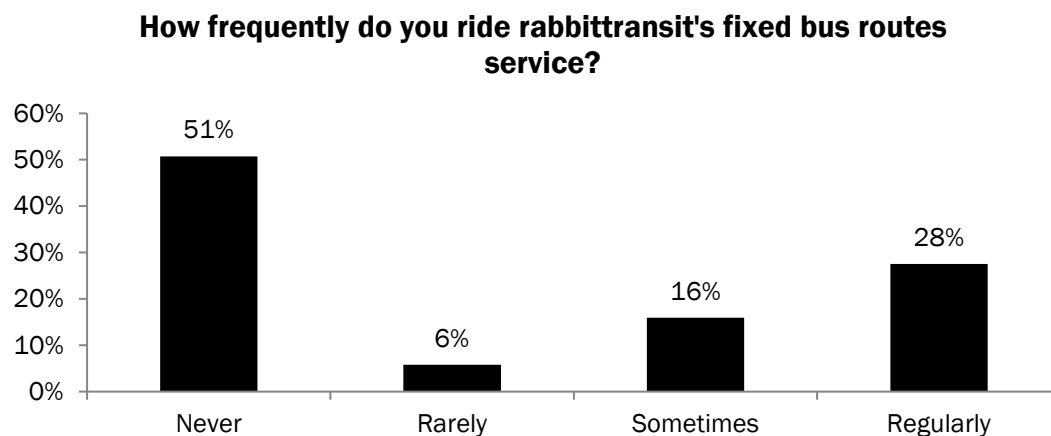
5. Do you have accessibility requirements (i.e. mobility devices) that require assistance in transportation?

Answer Choices	Responses	
Yes	21.74%	15
No	76.81%	53
Prefer not to say	1.45%	1

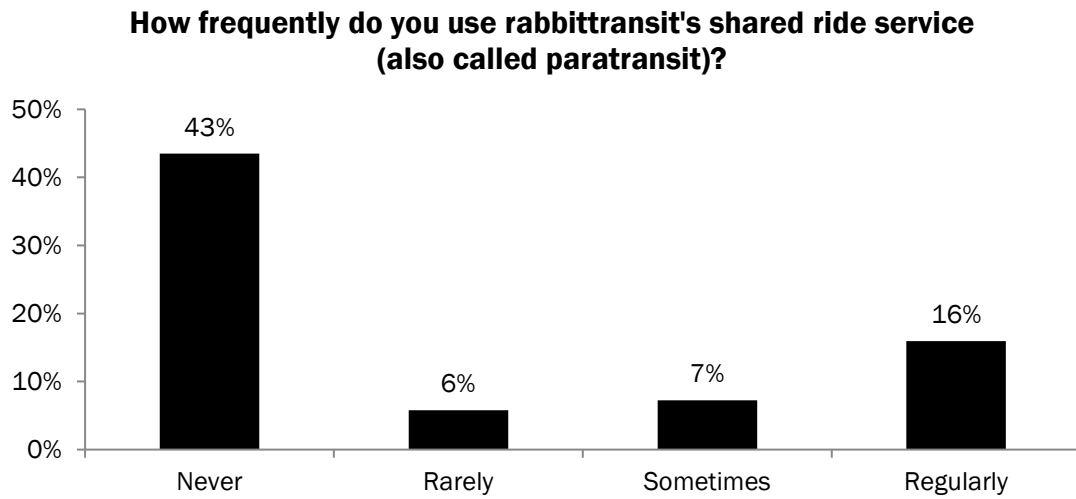
6. Have you heard of rabbittransit's Stop Hopper service?



7. How frequently do you ride rabbittransit's fixed bus routes service?



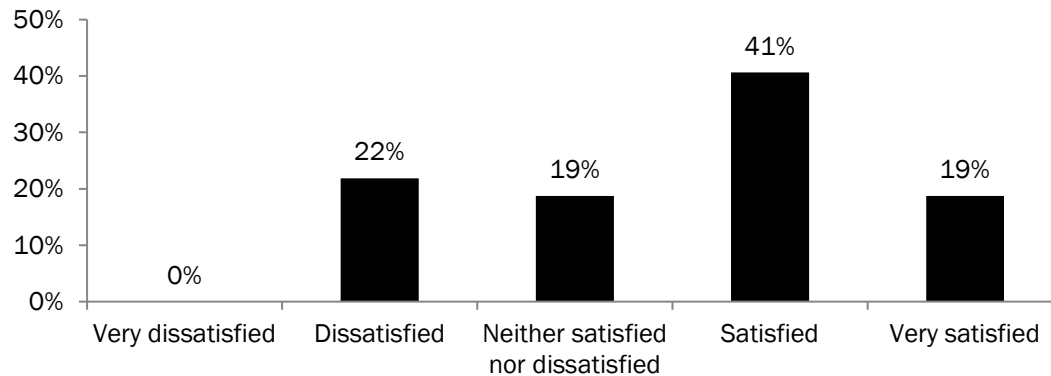
8. How frequently do you ride rabbittransit's shared ride service (also called paratransit)?



Questions only asked to respondents who responded “Regularly,” “Sometimes,” or “rarely” to question 7.

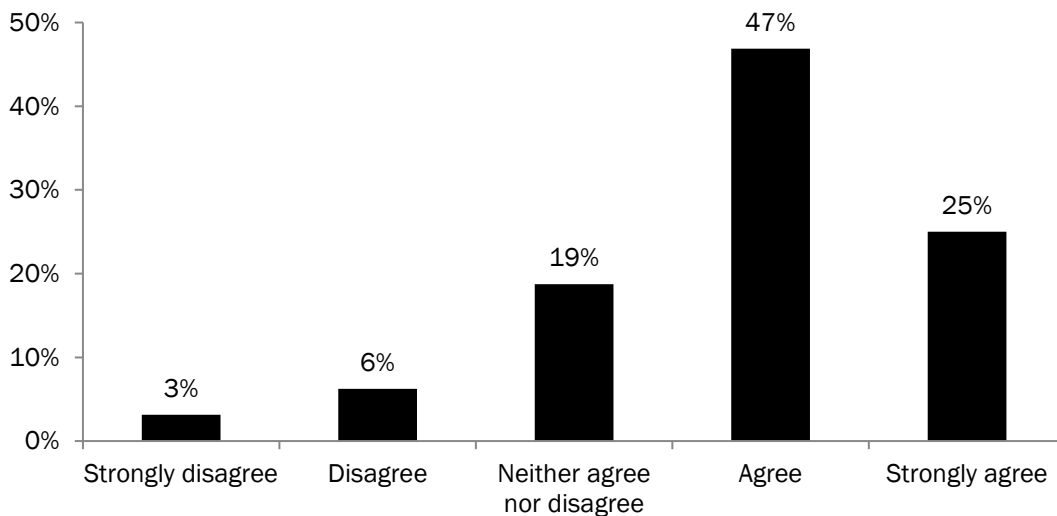
1. How would you describe your overall satisfaction of rabbittransit's fixed route services?

**How would you describe your overall satisfaction of rabbittransit's fixed route services?**

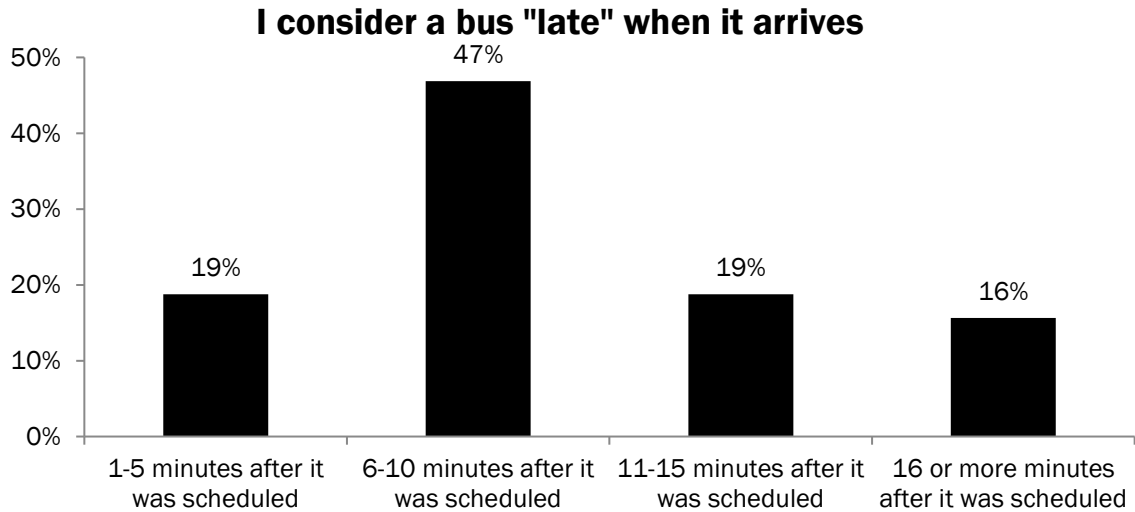


2. Please indicate whether you agree or disagree with the following statement: I trust rabbittransit fixed route bus services to pick me up and drop me off on time.

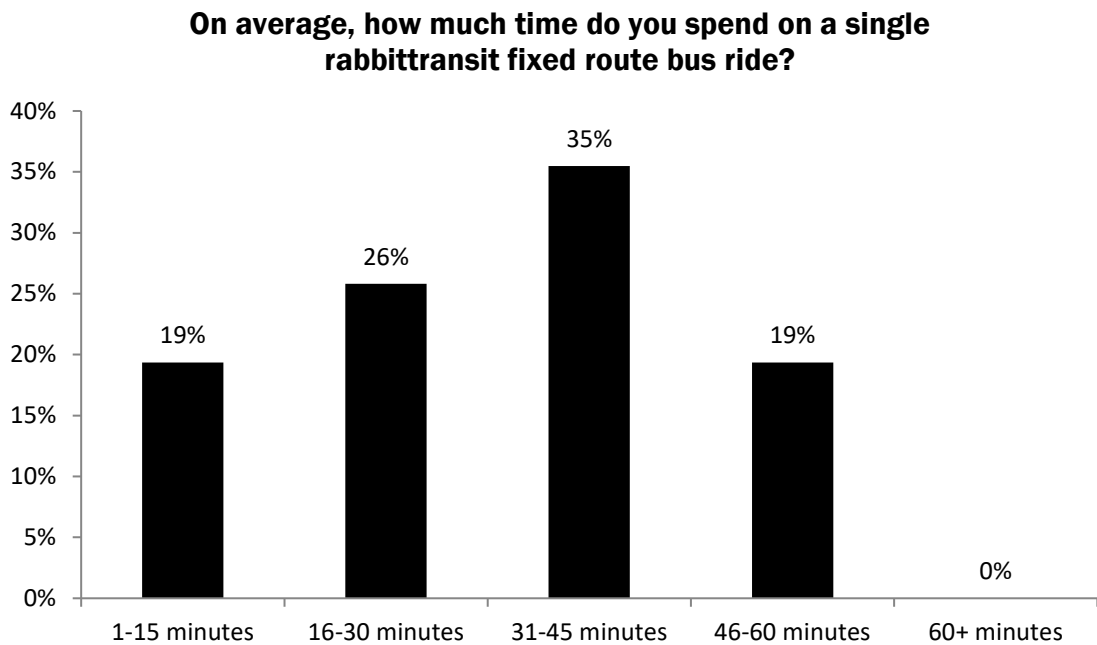
**Please indicate whether you agree or disagree with the following statement: I trust rabbittransit fixed route bus services to pick me up and drop me off on time.**



3. I consider a bus “late” when it arrives

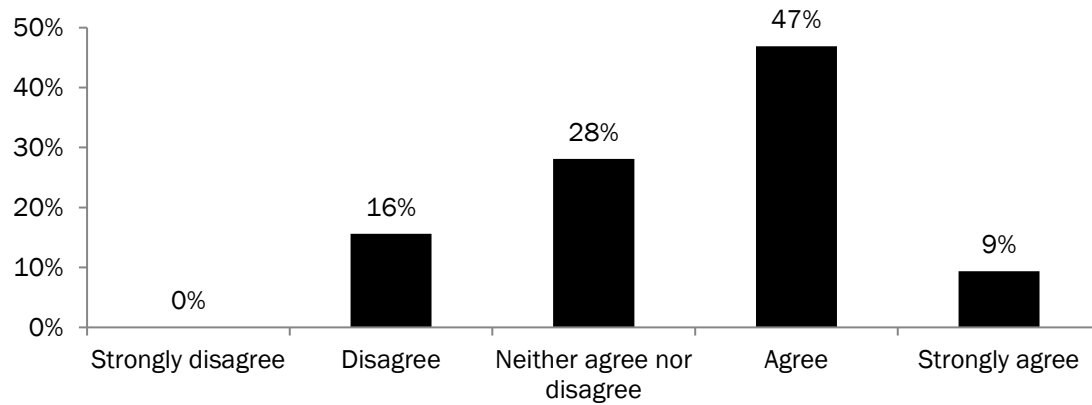


4. On average, how much time do you spend on a single rabbittransit fixed bus ride?



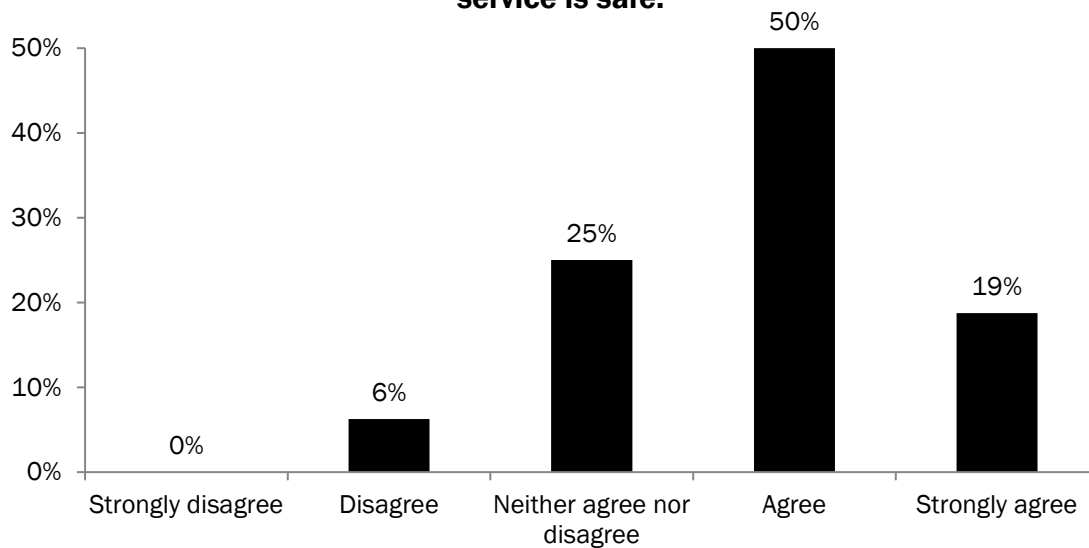
5. Please indicate whether you agree or disagree with the following statement: rabbittransit's fixed route buses are comfortable.

**Please indicate whether you agree or disagree with the following statement: rabbittransit's fixed route buses are comfortable.**



6. Please indicate whether you agree or disagree with the following statement: riding rabbittransit's fixed route bus service is safe.

**Please indicate whether you agree or disagree with the following statement: Riding rabbittransit's fixed route bus service is safe.**



7. What are traits of a good customer service experience?

- Respondent 5: Having A LIVE Representative Available To Answer Phone Calls 24/7 and Having Someone Available To Respond To Email Messages From Customers.
- Respondent 6: Reliability
- Respondent 11: Friendly, attentive, courteous and patient. Able to help or honest when unable to help

- Respondent 14: When I say hello and the driver says hello back
  - Respondent 17: on time, visible on My Stop AND Google Transit, not early.
  - Respondent 20: Driver went out of his way to get me close to a door in the pouring rain.
  - Respondent 22: Calm and polite
  - Respondent 33: Friendly driver ... helpful if not sure of destination
  - Respondent 38: When drivers are pleasant and helpful.
  - Respondent 49: Relationship with the driver
  - Respondent 52: Having An App To Know Where A Bus Is On Routes, Not Having To Wait A Long Time for A Bus or Waiting For A Bus That Already Passed By; Sociability And Professionalism of The Bus Driver.
  - Respondent 57: Most drivers are friendly and knowledgeable
  - Respondent 60: Polite and attentive
  - Respondent 67: Empathetic approach to the needs of said customers
8. What are traits of a bad customer service experience?
- Respondent 5: Having A Rude Representative Answer Phone Calls With A Negative Attitude. Having Bus Drivers Doing Things That Pleases Them More Than The Riders. (Example ~ Driving Through The Red Traffic Light At The Market Street Transfer Center)
  - Respondent 11: Inattentive to needs, impatient, curt responses, talking over/interrupting.
  - Respondent 14: When they ignore you or have a bad attitude
  - Respondent 17: Early to a stop or not stopping.
  - Respondent 20: a driver was very hostile and nasty tempered.
  - Respondent 33: Driver who acts like they don't want you on the bus or that you are too much trouble
  - Respondent 38: When drivers are not safe and almost miss me at stop.
  - Respondent 52: Not Knowing Where A Bus Is And When A Bus Will Come, Lack of Professionalism By Driver.
  - Respondent 55: When drivers act like I get paid to drive not be to nice pleasant or give courtesy since rabbit drivers took over and a lot of cat drivers are gone there no courtesy they just drive no friendless they are more rude than anything and have made comment that customers are spoiled on some routes but what these rude drivers don't realize the customers is why you have a job in the first place so it wouldn't hurt for them to be a little more courtesy and more pleasant.
  - Respondent 56: Gets irritated easily, customers are a "bother", and unprofessional, and cuts customers off when the customer is still explaining the issue.
  - Respondent 57: Drivers who do not respond to the passenger's thank yous and other acts of kindness
  - Respondent 60: Lack of understanding
9. What are traits of a good bus driver?
- Respondent 5: Following The Rules Of The Road and Respecting The Riders At All Times
  - Respondent 11: Friendly, helpful, attentive to the road
  - Respondent 14: Paying attention on the road and talk to the customers sometimes
  - Respondent 17: Kind, helpful but still follows safety rules.

- Respondent 33: Helpful and polite and safe driver
- Respondent 38: When drivers are pleasant and helpful.
- Respondent 49: Respectful Compassionate Understanding
- Respondent 52: Is Familiar With The Route Driven, Has Ability To Communicate Appropriately.
- Respondent 55: A driver that is pleasant and speaks to customers gets to know there regulars waits for them to sit down lowers bus especially when are older make young people move out of front seats when elderly need seats
- Respondent 56: Friendly, flexible, doesn't complain to other bus customers about other customers, the job, communicates stops, automatically communicates to "hold" buses when they know they won't make the Transfer Center, helpful, professional, doesn't make customers wait outside in the cold/heat at the Transfer Center while they are chatting with other drivers or inside the ticket office, leaves Transfer Center on time always.
- Respondent 57: Friendly, kind, willing to take the extra step for a rider who needs any type of either verbal or physical assistance
- Respondent 67: Safe, attentive, and cordial

10. What are traits of a bad bus driver?

- Respondent 11: unwilling/unable to answer route questions
- Respondent 22: Not obeying speed limits, braking hard and often
- Respondent 25: unfriendly and ignoring/unhelpful
- Respondent 32: Grumpy and erratic driving
- Respondent 33: Driver who acts like they don't want you on the bus or that you are too much trouble
- Respondent 49: Not caring Bad energy Looks like he or she doesn't want to work today
- Respondent 56: Ignorant, gets irritated easily, doesn't announce stops or put the sound on that announces stops/intersections because it "bothers them" (it's used as an ADA tool, not their comfort), not hard on the brakes or fast on the acceleration.
- Respondent 57: Rude refusing to recognize the passenger not waiting for the rider to be completely seated when the bus goes into motion

11. If you could change one thing about rabbittransit's fixed route bus services, what would it be?

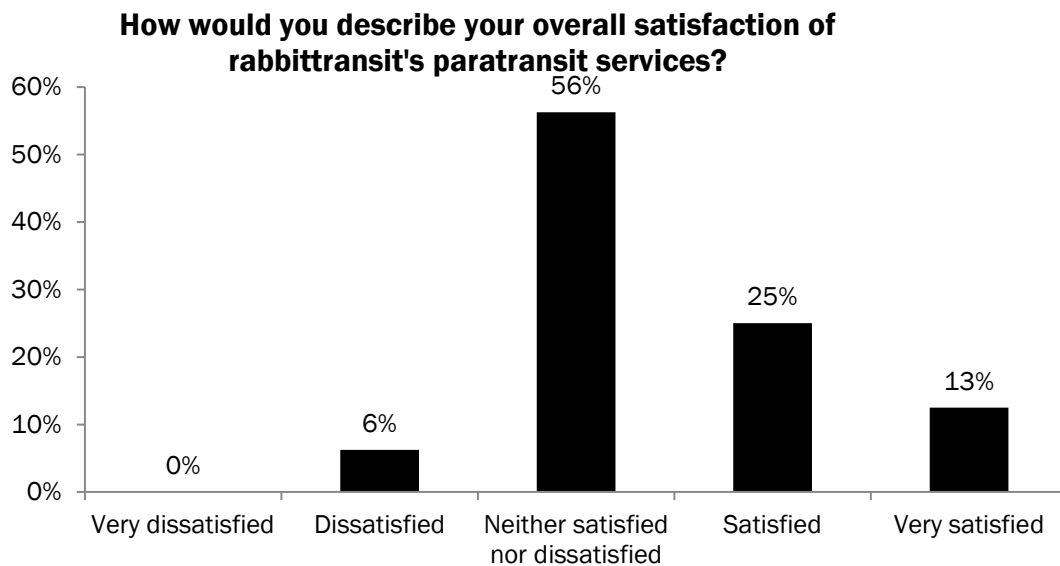
- Respondent 5: Make The Buses Run 7 Days A Week Except On Major Holidays and Special Events
- Respondent 6: I'd make the bus stops more comfortable (shelters, benches)
- Respondent 11: Expand routes. Northern York County is underserved. Especially would like to have Hopper service expanded.
- Respondent 20: Improved frequency and more weekend service
- Respondent 22: Quality of driving abilities of drivers (we frequently feel motion sickness severely from the drivers)
- Respondent 38: More bus stop signs in Hanover.
- Respondent 41: Real bus stops at certain locations
- Respondent 51: Access and routes that connect southern York county to the City/ surrounding the city.



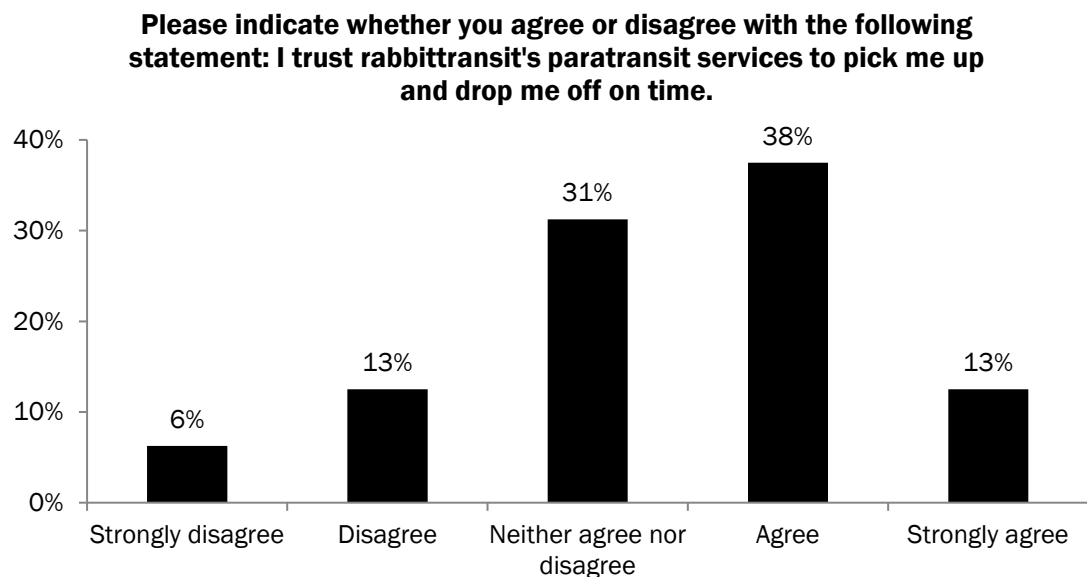
- Respondent 52: Have An App That Shows Good Information And Regularly For Passengers To Use.
- Respondent 67: That the 1e would travel to cinema drive at 10pm or so

**Questions only asked to respondents who responded “Regularly,” “Sometimes,” or “rarely” to question 8.**

1. How would you describe your overall satisfaction with rabbittransit's paratransit services?

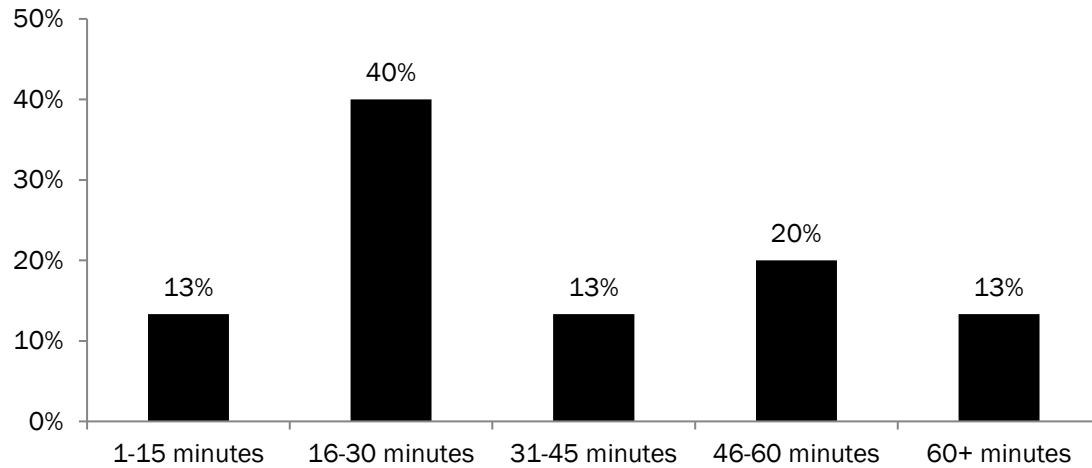


2. Please indicate whether you agree or disagree with the following statement: I trust rabbittransit's paratransit services to pick me up and drop me off on time.



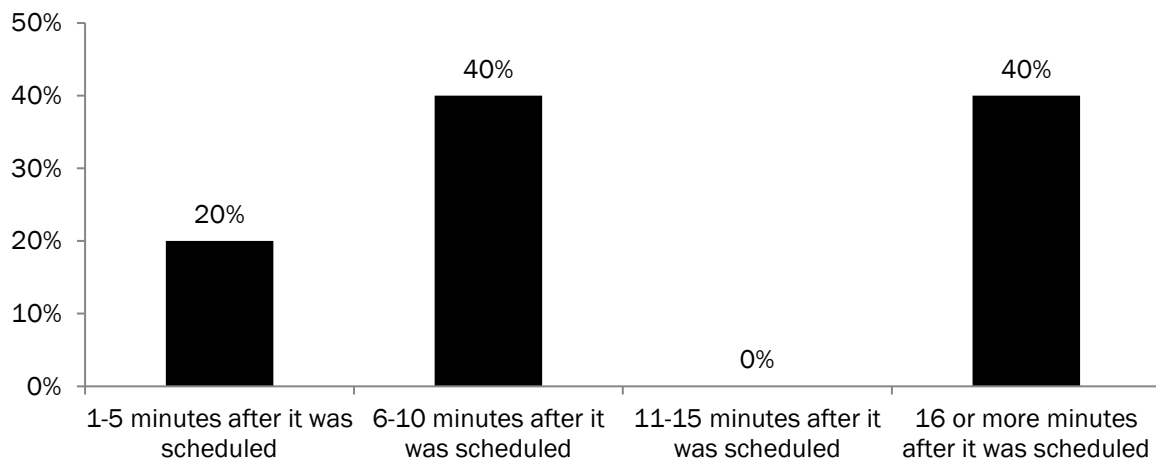
3. On average, how much time do you spend on a single rabbittransit paratransit ride?

**On average, how much time do you spend on a single rabbitransit paratransit ride?**



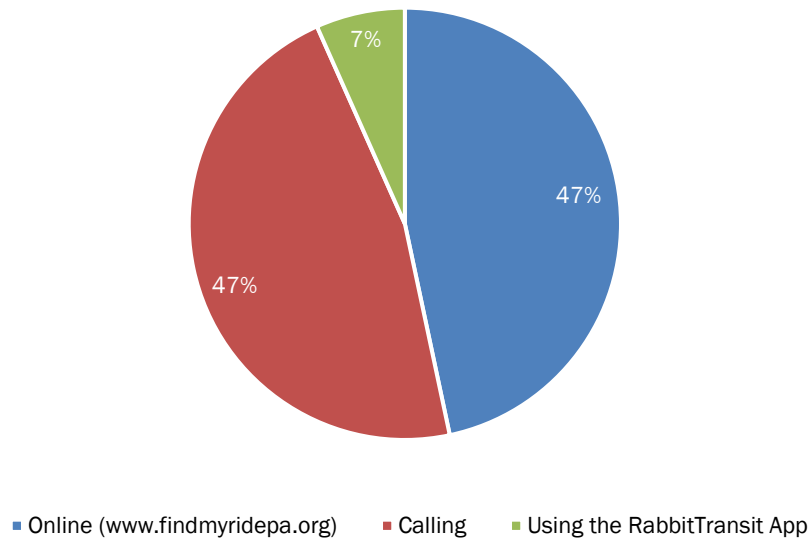
4. I consider a paratransit ride "late" when it arrives

**I consider a paratransit ride "late" when it arrives**

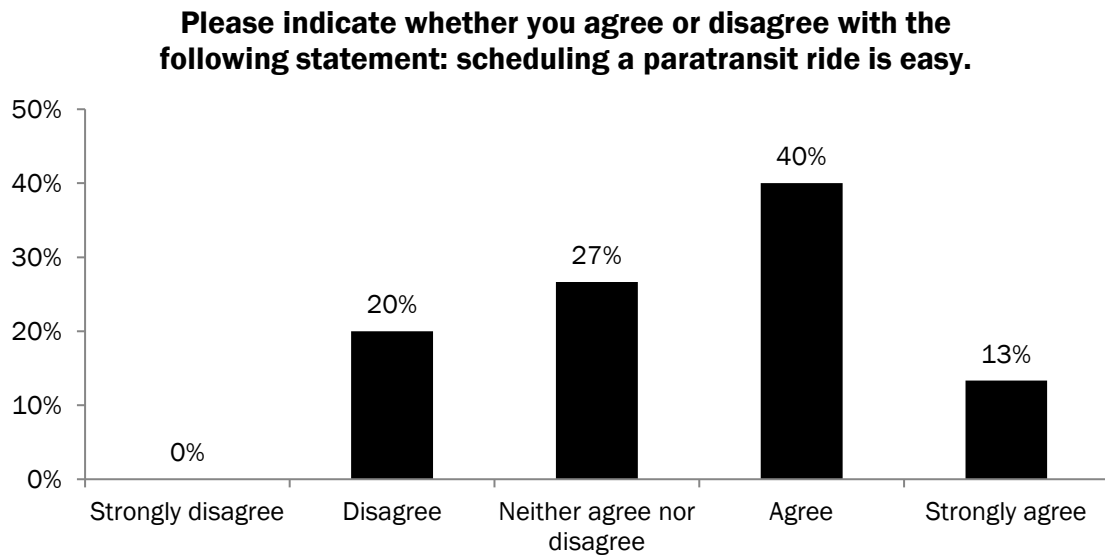


5. How do you primarily schedule a rabbitransit paratransit ride?

**How do you primarily schedule a rabbittransit paratransit ride?**

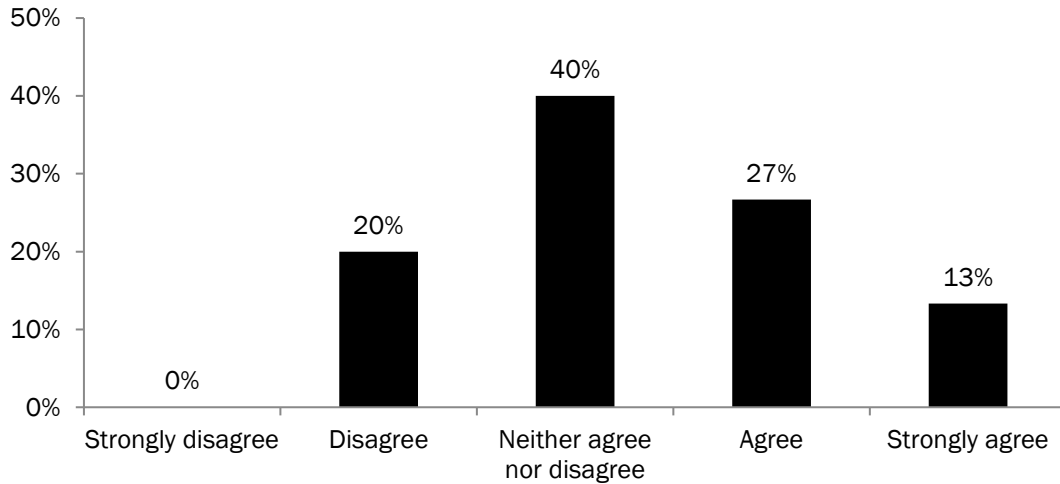


6. Please indicate whether you agree or disagree with the following statement: scheduling a paratransit ride is easy.



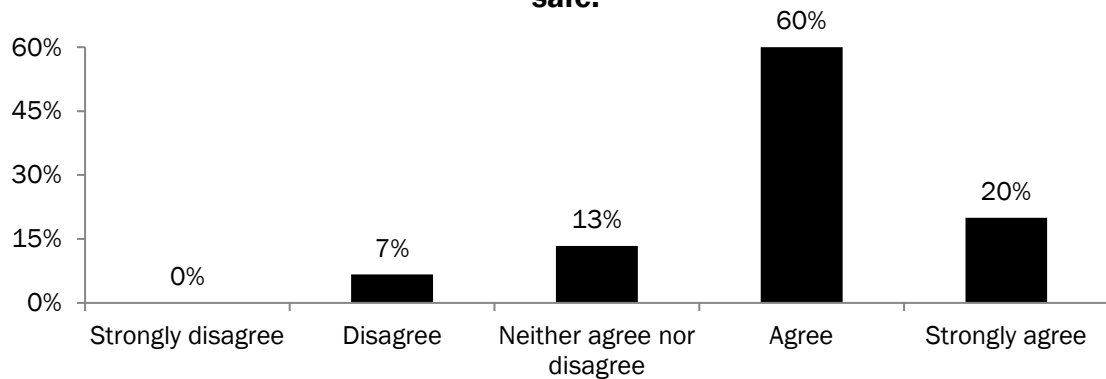
7. Please indicate whether you agree or disagree with the following statement: I consider rabbittransit's paratransit service comfortable.

**Please indicate whether you agree or disagree with the following statement: I consider rabbittransit's paratransit service a comfortable.**



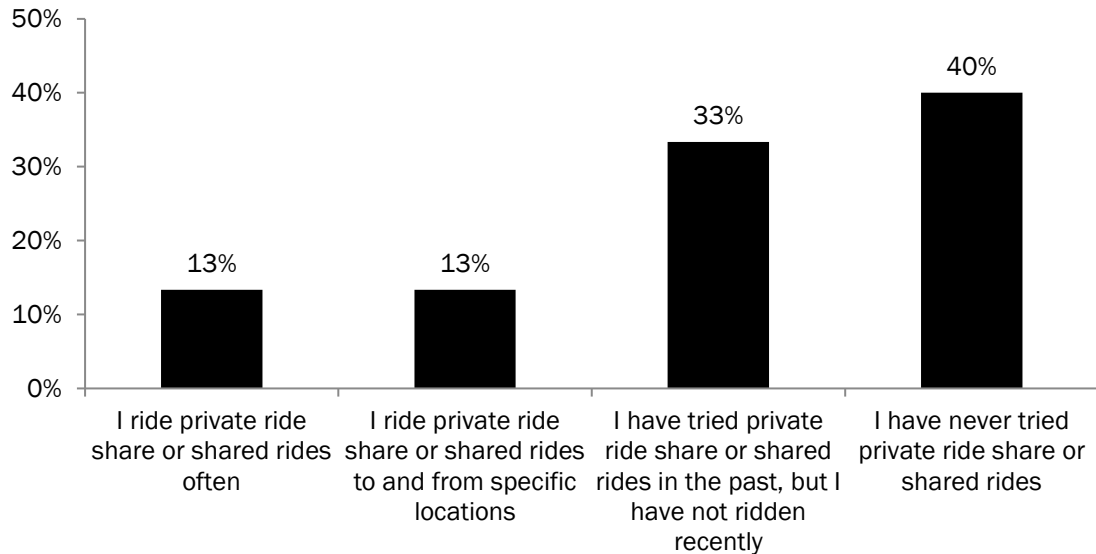
8. Please indicate whether you agree or disagree with the following statement: Riding rabbittransit's paratransit service is safe.

**Please indicate whether you agree or disagree with the following statement: Riding rabbittransit's paratransit service is safe.**



9. How often do you use ride share or share rides from a provider other than rabbittransit?

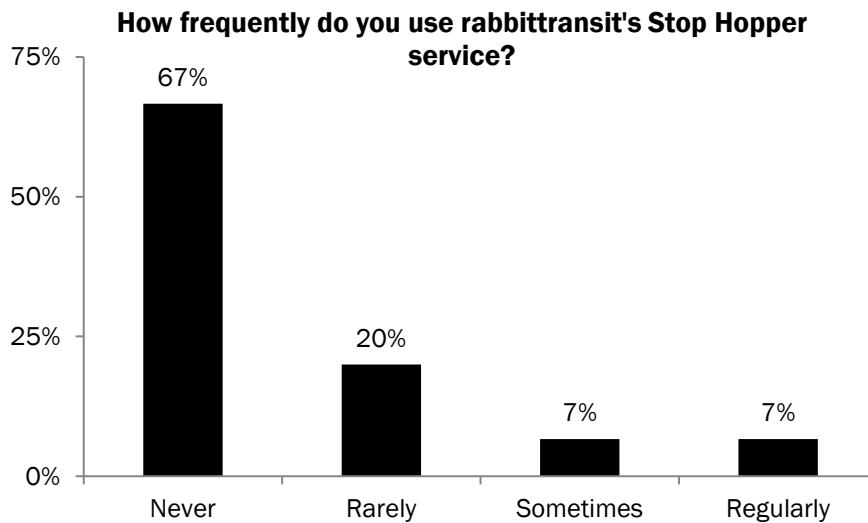
**How often do you use ride share or share rides from a provider other than rabbittransit?**



10. If you have experience riding private ride share or shared rides, please specify who

- Uber ~ Taxicabs ~ and Lyft
- through my health insurance rides
- Go go grandparent not cheap

11. How frequently do you use rabbittransit's Stop Hopper service?



12. What are traits of a good paratransit driver?

- Respondent 13: Small talk
- Respondent 14: Very Calm
- Respondent 39: Friendly Service
- Respondent 41: Interaction and friendliness
- Respondent 56: Friendly, helpful, empathic

13. What are traits of a bad paratransit driver?

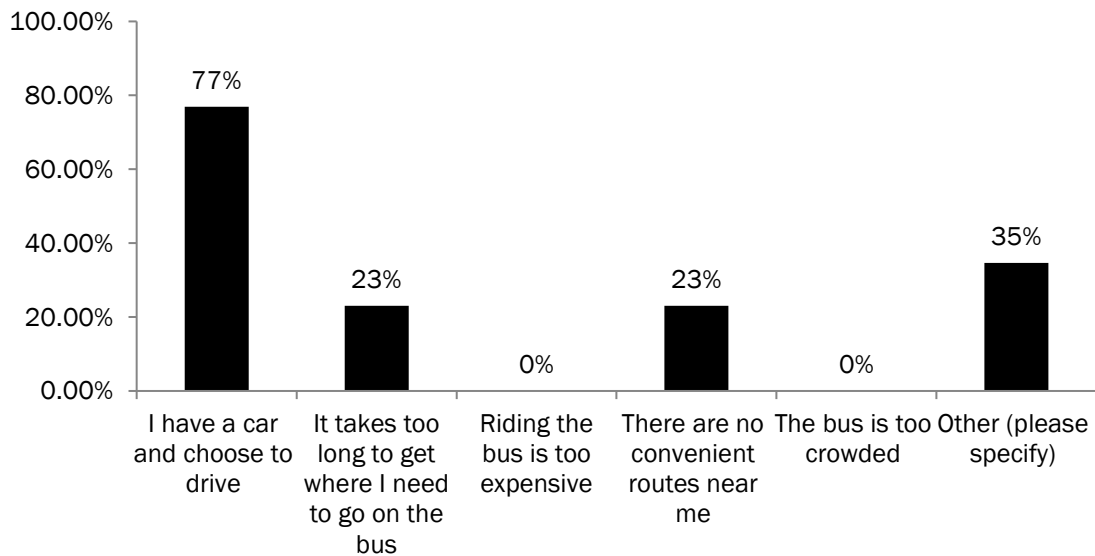
- Respondent 13: Not greeting much
  - Respondent 14: When they are in a rush then they drive fast
  - Respondent 33: Bad driving skills
  - Respondent 36: Driving too fast cooperation
  - Respondent 41: When the driver drives irresponsible
  - Respondent 56: Not friendly, makes a rider who lives closer to the current location vs the next drop off location ride for up to 60 minutes longer than needed. (Navigation System needs work, too)
14. What are traits of a good customer service experience?
- Respondent 13: Greetings
  - Respondent 14: Receiving a greeting from the driver or a greeting over the phone
  - Respondent 33: Having your questions answered
  - Respondent 39: Friendly Service
  - Respondent 44: Reaching a knowledgeable person. Not spinning around in automated phone system.
  - Respondent 56: Active listener, helpful, problem solver
15. What are traits of a bad customer service experience?
- Respondent 13: Cussing and talking about personal life in front of people
  - Respondent 33: Not being attentive to needs
  - Respondent 36: Not following rules
  - Respondent 39: Rude Receptionist
  - Respondent 44: No contact or no follow up.
  - Respondent 56: Not helpful, shows an attitude, doesn't solve the problem.
16. If you could change one thing about rabbittransit's paratransit services, what would it be?
- Respondent 5: Make The Buses Safer With Stronger and Better SeatBelts and Windows That Are Big Enough For Both The Drivers and The Riders To Use. (\*\*\*)It is Hard To See Where The Drivers Are Going Using The Windows On The Current Buses(\*\*\*)
  - Respondent 13: Showing up at arrival stop at perfect time
  - Respondent 25: scheduling
  - Respondent 39: shorter trips
  - Respondent 44: I think if phone app to follow your para transit trip status was available. Things like location, stops, eta. May be unrealistic at this time.
  - Group 56: Eliminate long on-board travel times of occupants by improving the navigation system. Group drop-offs by location.

**Questions only asked to respondents who responded “Never” to questions 7 and 8.**

1. You indicated that you never ride rabbittransit. We are interested in why. Please choose all that apply.



**You indicated that you never ride rabbittransit. We are interested in why, please choose all that apply.**



**2. What could rabbittransit do to make riding the bus more appealing?**

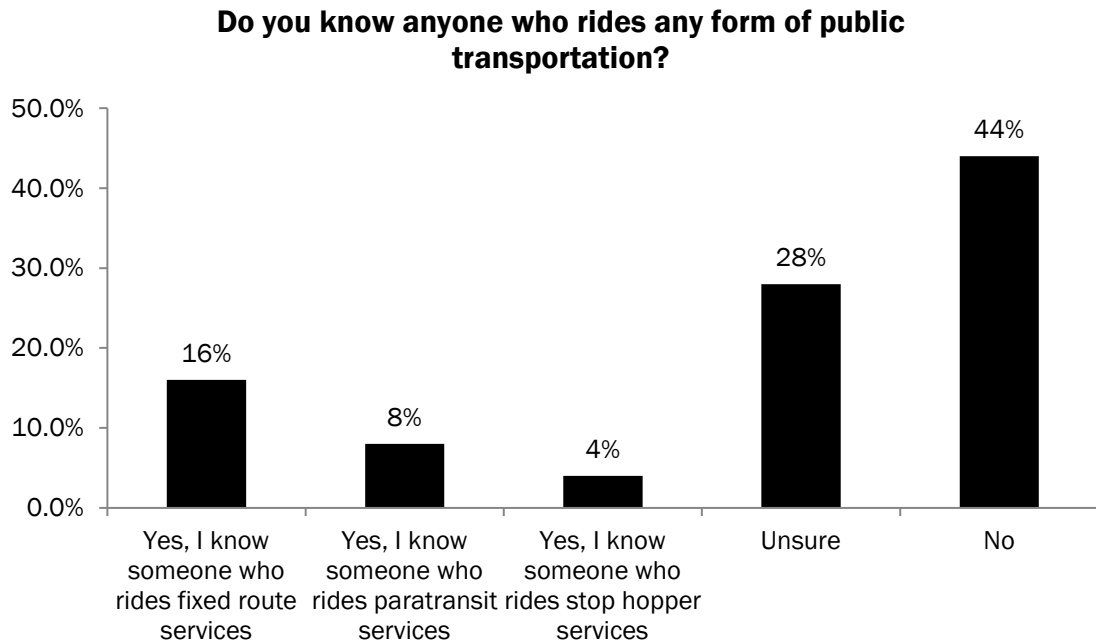
- Respondent 1: shorter wait times before/after appointments
- Respondent 8: Nothing. I walk to most destinations. Car use is at a minimum.
- Respondent 12: show me that professionals use the bus and that I'll be safe with children
- Respondent 19: Better routes, better schedule, more stops outside of York city
- Respondent 21: Provide rabbit transit in rural areas
- Respondent 31: Expand the areas that you serve, to include more rural areas, improve on the schedules, in the past Rabbit Transit has not been reliable at all concerning pick-up/drop-off times for their paratransit service, it was a nightmare and negatively affected jobs.
- Respondent 35: Create a shuttle to Lancaster county- specific to train station to ride train to other cities and states Create shuttle services from Sprinettstbury twp. park or galleria mall to the square in York City on first Fridays, Sat morning to Central market, shuttle service on St Patrick's day to see parade and celebrate in the town taverns Shuttle services for Appel Center events & other scheduled events in the city of York. Maybe a shuttle to the ballpark for Seniors I don't really know what could make riding the fixed bus route more appealing. They have a reputation for being dirty/ foul odors, bus routes are too long. Can get to a place faster in my car. I'm an impulsive person and one needs to be more planned to meet bus schedules etc.

**3. What could change your life that would make riding the bus an option for you?**

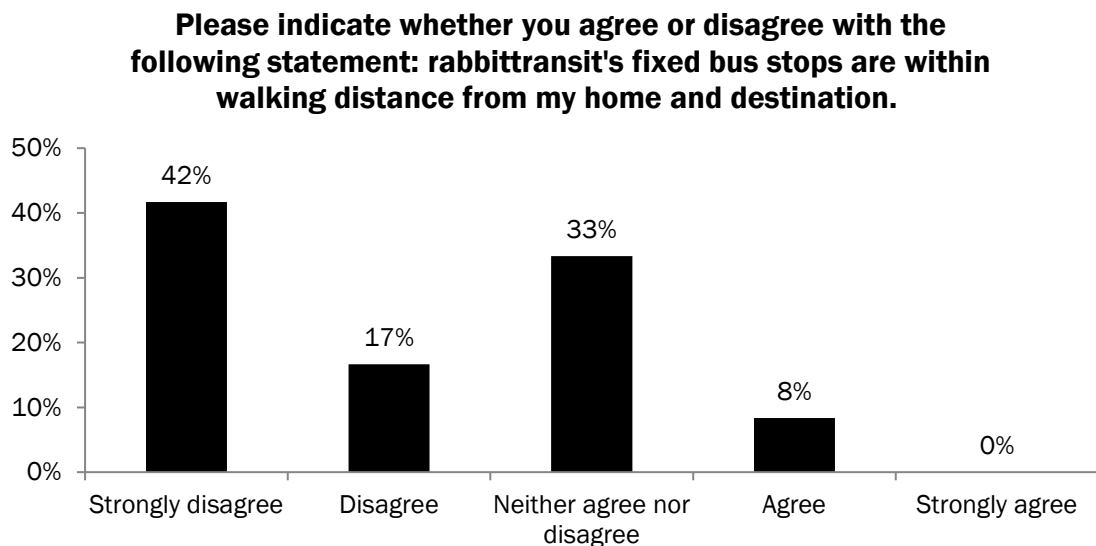
- Respondent 7: If I lost my vehicle and needed to get to work.
- Respondent 8: Bus routes must be more convenient than walking or using my car.
- Respondent 10: if i needed to catch the bus, i would but i don't have that need

- Respondent 12: I lost the ability to drive; the bus became a standard way to get around with children
- Respondent 15: losing my ability to drive
- Respondent 16: If I didn't have a vehicle
- Respondent 35: If I wasn't able to drive or have someone take me.
- Respondent 40: Any occurrence that would leave me unable to drive for any reason. I would prefer to take public transportation. I lived in Washington, D.C. for 18 years and used city transport most of the time.

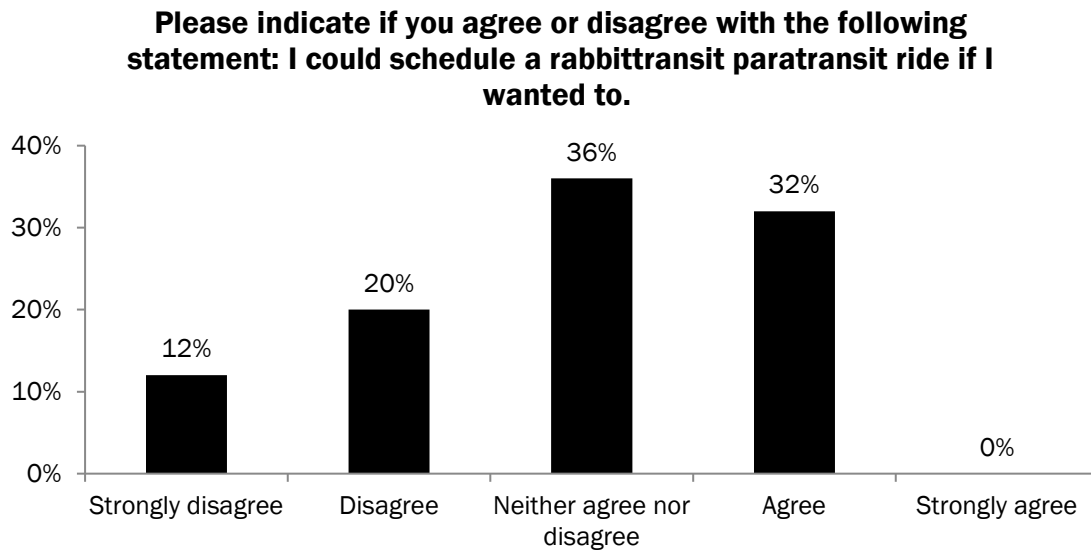
4. Do you know anyone who rides any form of public transportation?



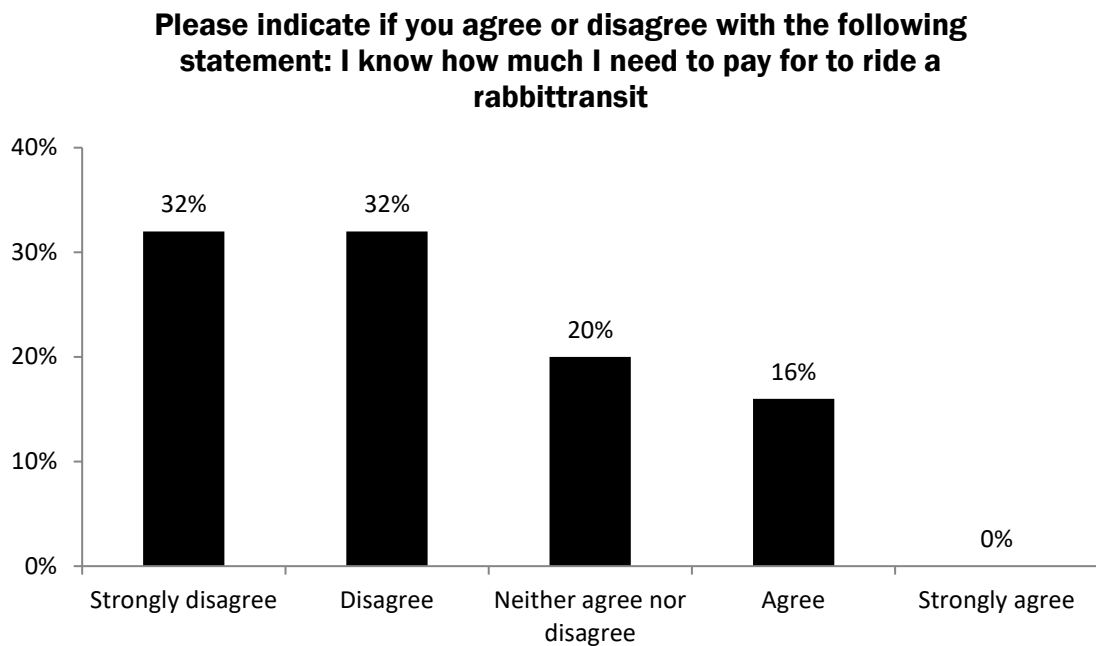
5. Please indicate whether you agree or disagree with the following statement: rabbittransit's fixed route bus stops are within walking distance from my home and destination.



6. Please indicate if you agree or disagree with the following statement: I could schedule a rabbittransit paratransit ride if I wanted to.

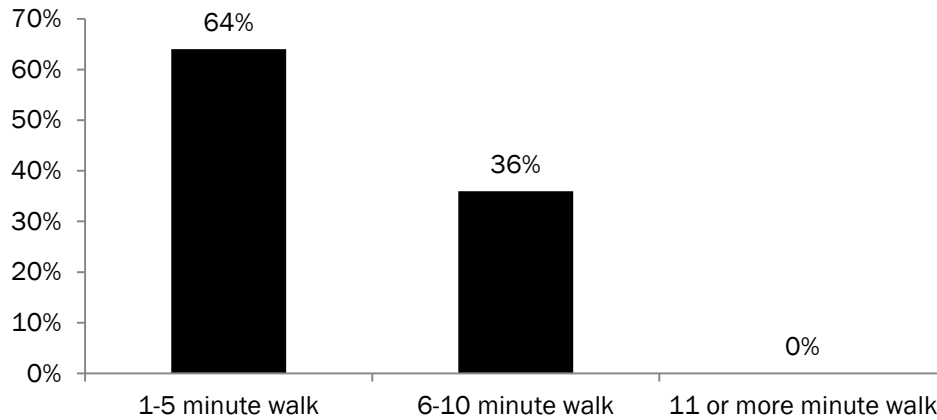


7. Please indicate if you agree or disagree with the following statement: I know how much I need to pay to ride rabbittransit.



8. What do you consider a reasonable walk to or from a fixed bus stop?

### What do you consider a reasonable walk to or from a fixed bus stop?

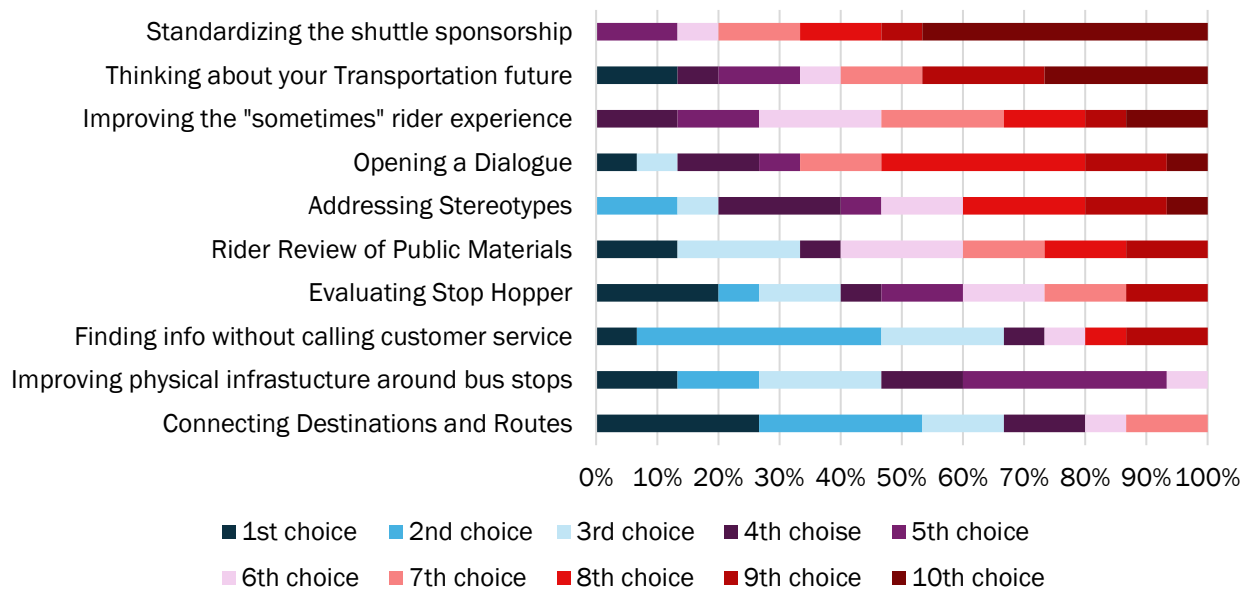


### OBJECTIVE PRIORITY SURVEY FINDINGS

This survey was only sent to members of the expert group, made up of local stakeholders from York and Adams Counties. This survey was administered fully online, 15 respondents completed the survey.

1. Please rank these selections in what should be the highest priority (1<sup>st</sup> choice) to the lowest priority (10<sup>th</sup> choice).

### Please rank these selections in what should be the highest priority and the lowest priority



2. Please explain why you selected your highest priority.
  - Respondent 1: Connecting destinations and routes allows new riders or tourists to get a better understanding of the area. This method can also bring connectivity to the area and create uniformity that riders will be able to follow. Creating a fixed route through major destinations will encourage new riders and distribute reliable information making for an easier ride.
  - Respondent 3: The shelters and bus stops provide a first impression of the service you're going to get. Many of the shelters are 10-20 yrs old and have seen better days. Lighting also provides a sense of security. Sidewalks in good repair provide easy access for all riders
  - Respondent 6: In today's age, people don't have the time to sit on hold waiting for answers. It's expected that the answers to questions can be found online somewhere. Whether the person is young or older, there is typically someone they can ask for help to navigate and find answers online. Also, it would free up the phone lines for those who truly don't have anyone to help them use technology. Almost everyone has a smart phone these days, so having answers and being able to make, modify, cancel rides, and find answers to questions is extremely important.
  - Respondent 11: The best way to ensure public transportation is accessible and the materials are easy to understand is to have people using the routes on a regular basis involved in the creation and revision of the materials.
  - Respondent 15: Connecting destinations and routes provides experienced riders and new riders information about the area and where to expect the bus to arrive to a given location. This helps a few of the other topics such as potential stereotypes being fixed and improving the experience for sometimes riders.
3. Please explain why you selected your lowest priority.
  - Respondent 5: If you build it, they will come. Talking about it only helps the people who like to talk, but not ride.
  - Respondent 10: Riding a shuttle could be helpful to address stereotypes of riding the bus, but I'm worried this would set the wrong expectation of what new riders should expect.
  - Respondent 13: At the bottom, while stereotypes are a problem, people will always have their bias.
  - Respondent 14: I don't think most people who have transportation options will think that much about their transportation future.
4. Please explain any additional selections that you think need additional context.
  - Respondent 2: I think using the voices of those who currently make use of public transportation is a win-win situation. People like feeling that they matter, and their opinions are validated. Great marketing strategy!
  - Respondent 6: Addressing stereotypes associated with riding the bus is a part of the "opening a dialogue" & "thinking of your transportation future." I think there could be a lot of great improvements related to "improving the sometimes rider experience" but I would need to know more about what that is.
  - Respondent 7: After collaborations, it is most important to make the actual service work for people, meaning the connections, the bus stops, the publications that riders

use. After that it's about planning future trips and so on. We need funds to make services run.

- Respondent 8: I think prioritizing the business/profitability of rabbittransit must come first in order to have the resources to better serve the community and its various populations

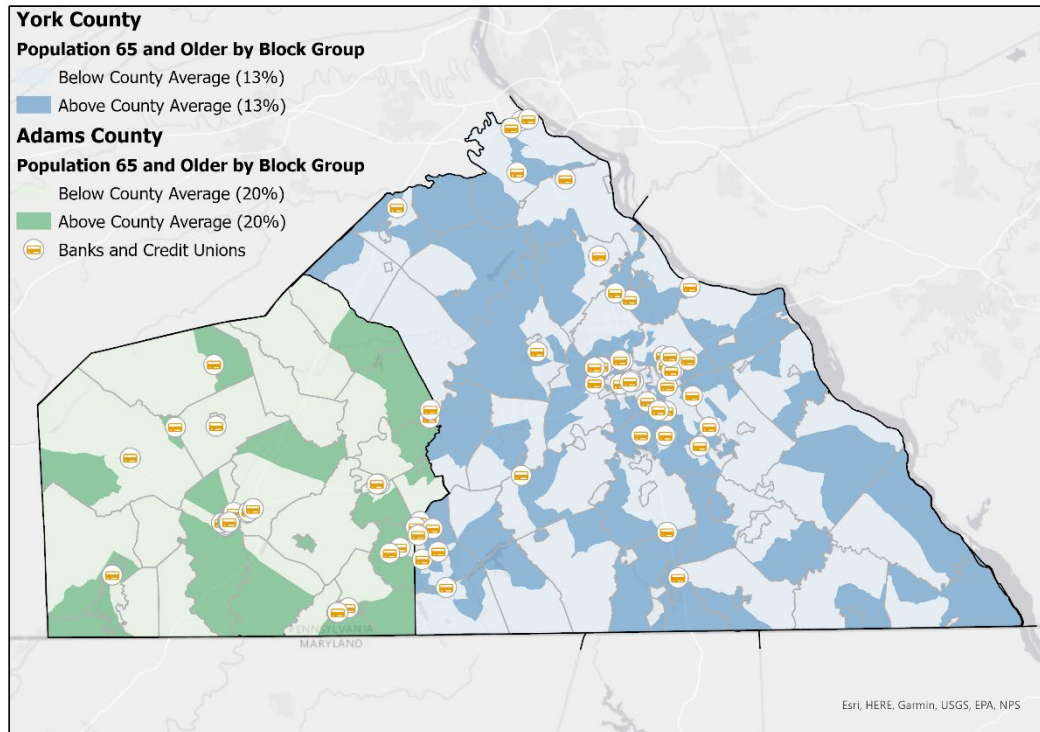
5. Are there any categories that we left out that you feel should be included?

- Respondent 1: Better/expanded evening transportation services
- Respondent 2: Connecting Adams County transportation hubs to employment hubs in York County in a direct, efficient manner
- Respondent 3: Continuing education training for staff members & more community education on the services provided.

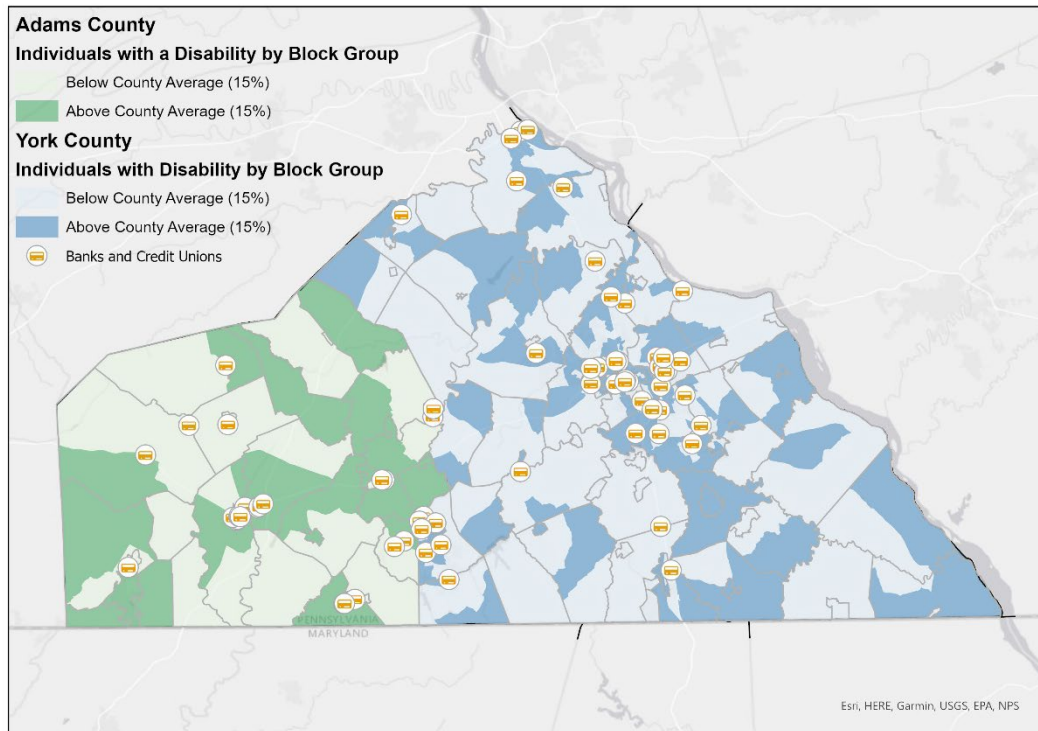
## Appendix C: Destinations by block groups

### BANKS AND CREDIT UNIONS

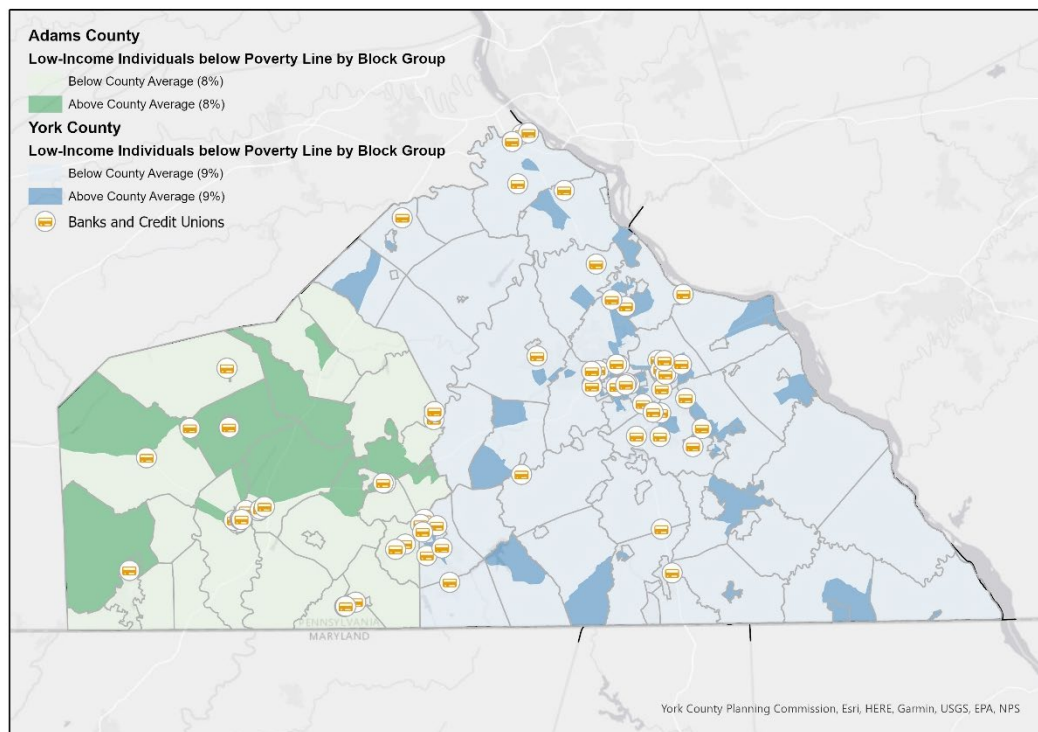
Banks & Credit Unions across York and Adams Counties by Census Block Groups above each county's average for population 65 and older.



Banks & Credit Unions across York and Adams Counties by Census Block Groups above each county's average for individuals with a disability.

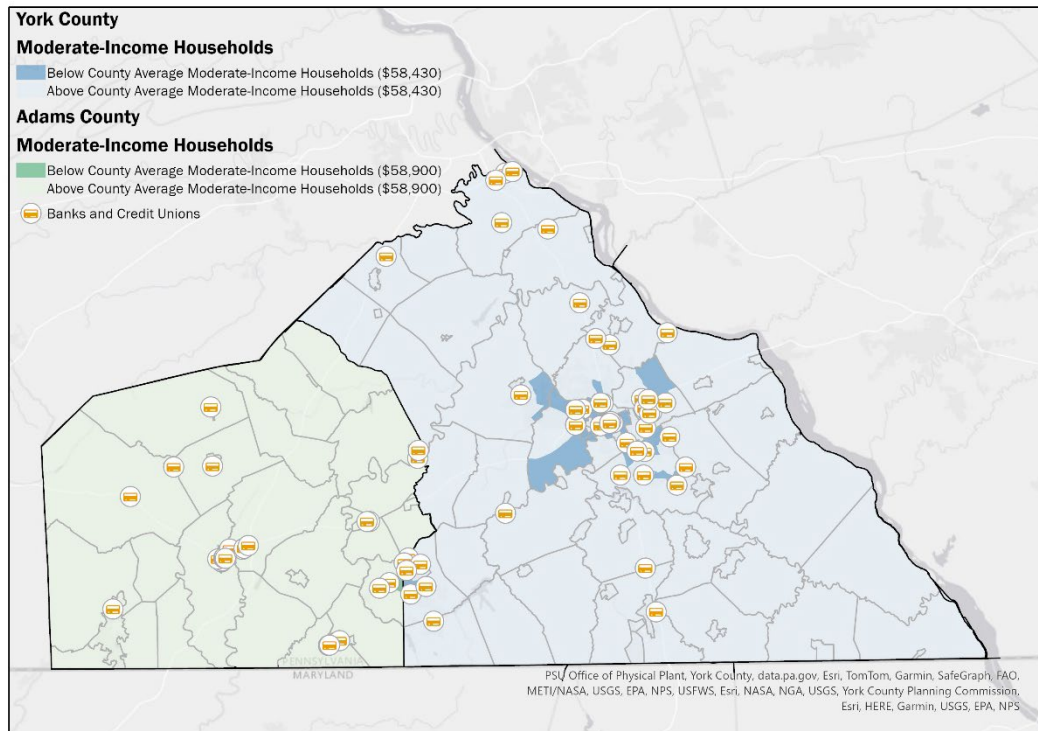


Banks & Credit Unions across York and Adams Counties by Census Block Groups above each county's average for low-income individuals below the poverty line.

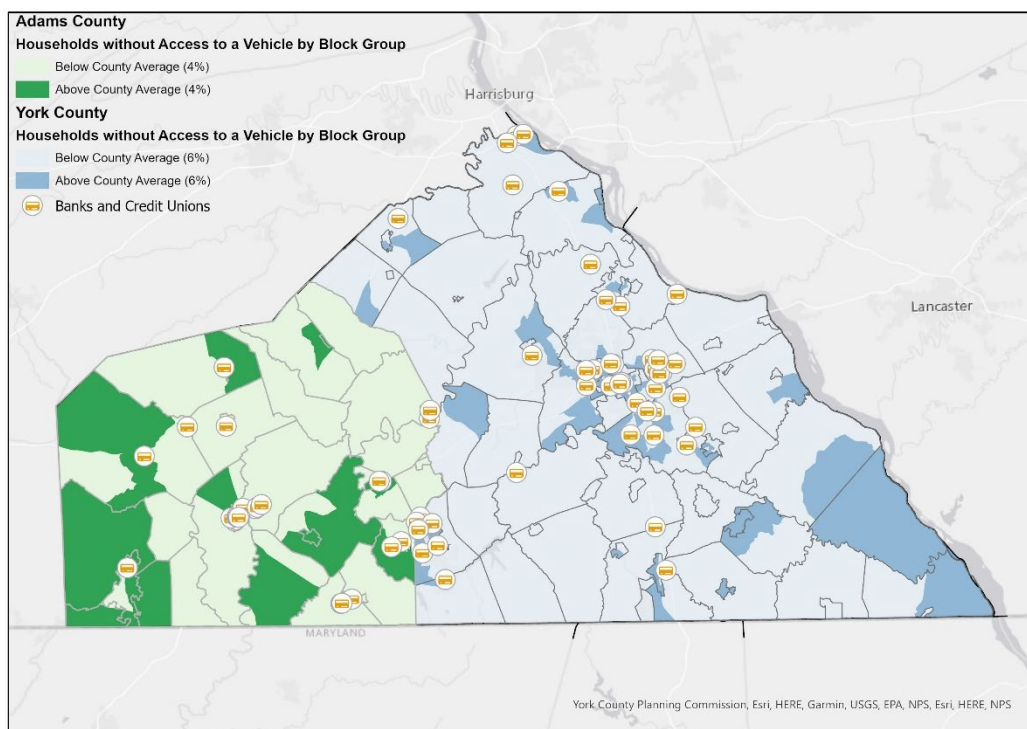




Banks & Credit Unions across York and Adams Counties by Census Block Groups above each county's average for households below the moderate income.

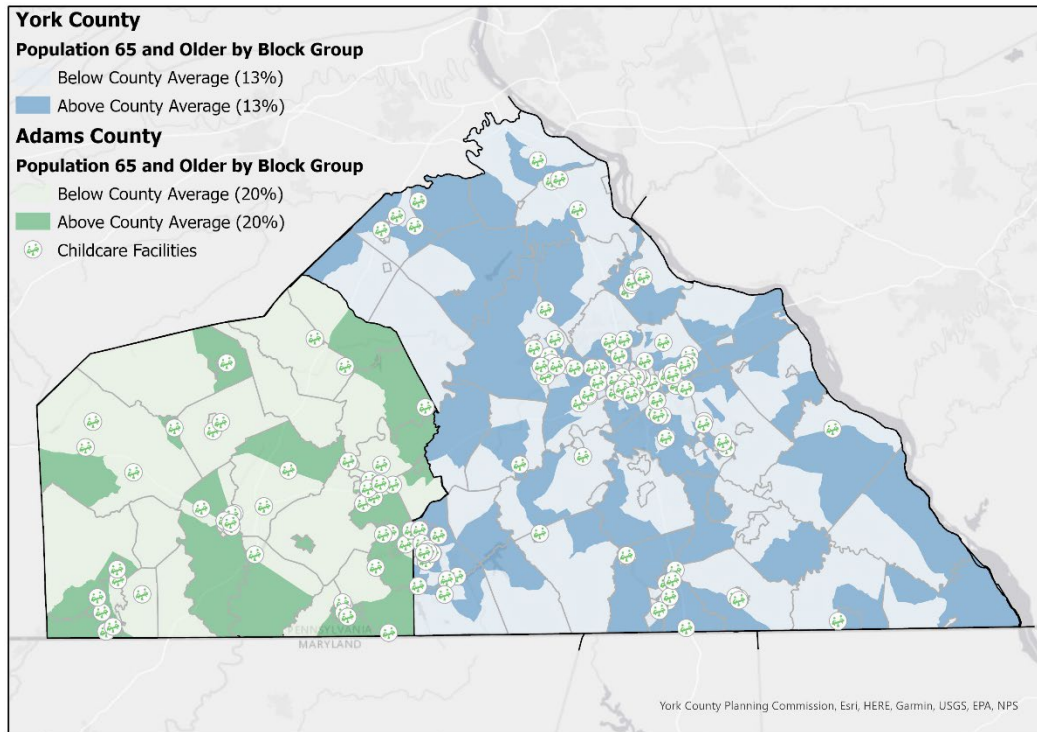


Banks & Credit Unions across York and Adams Counties by Census Block Groups above each county's average for households without access to a vehicle.

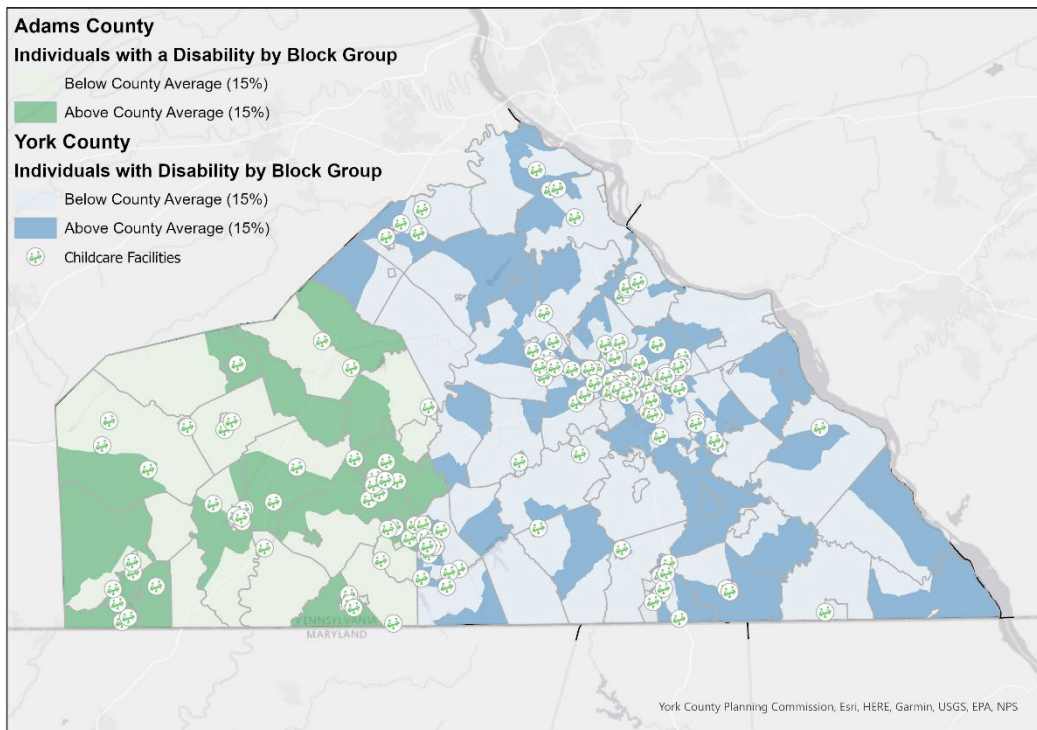


## CHILDCARE FACILITIES

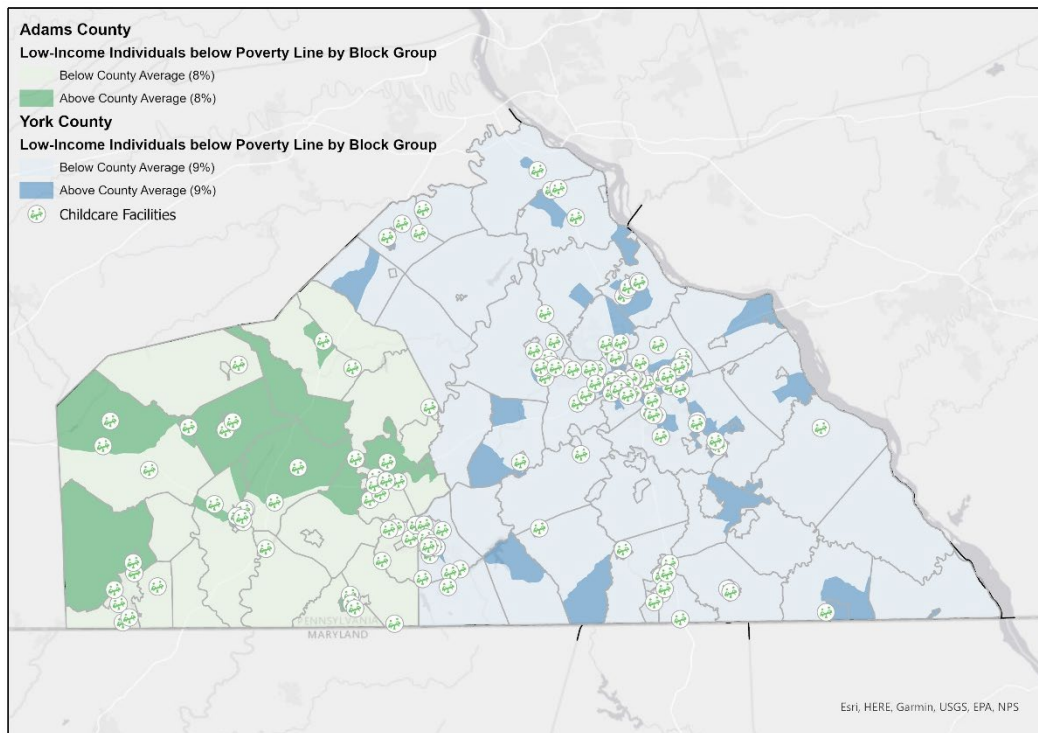
Childcare facilities across York and Adams Counties by Census Block Groups above each county's average for population 65 and older.



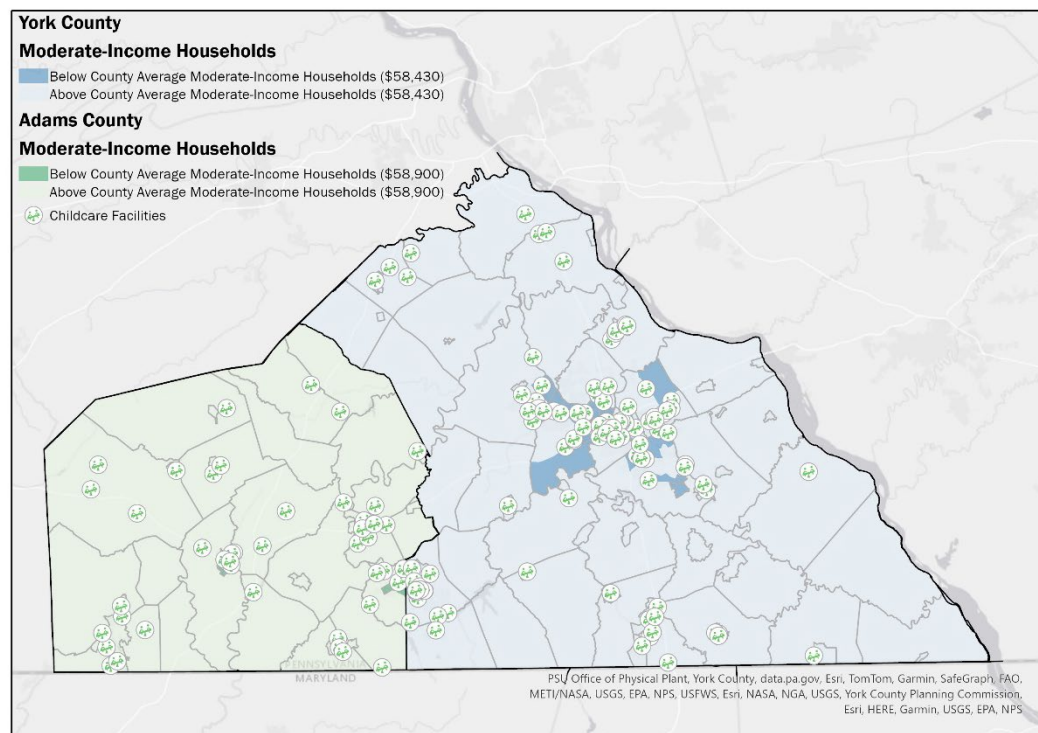
Childcare facilities across York and Adams Counties by Census Block Groups above each county's average for individuals with a disability.



Childcare facilities across York and Adams Counties by Census Block Groups above each county's average for low-income households below the poverty line.

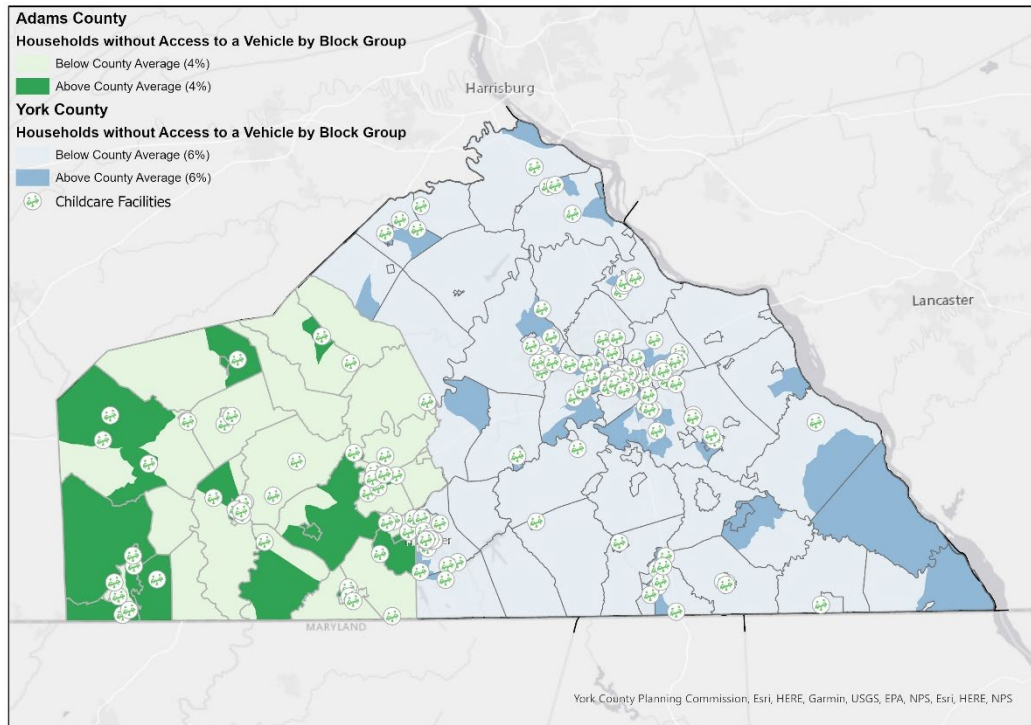


Childcare facilities across York and Adams Counties by Census Block Groups above each county's average for moderate-income households below the countywide average income.



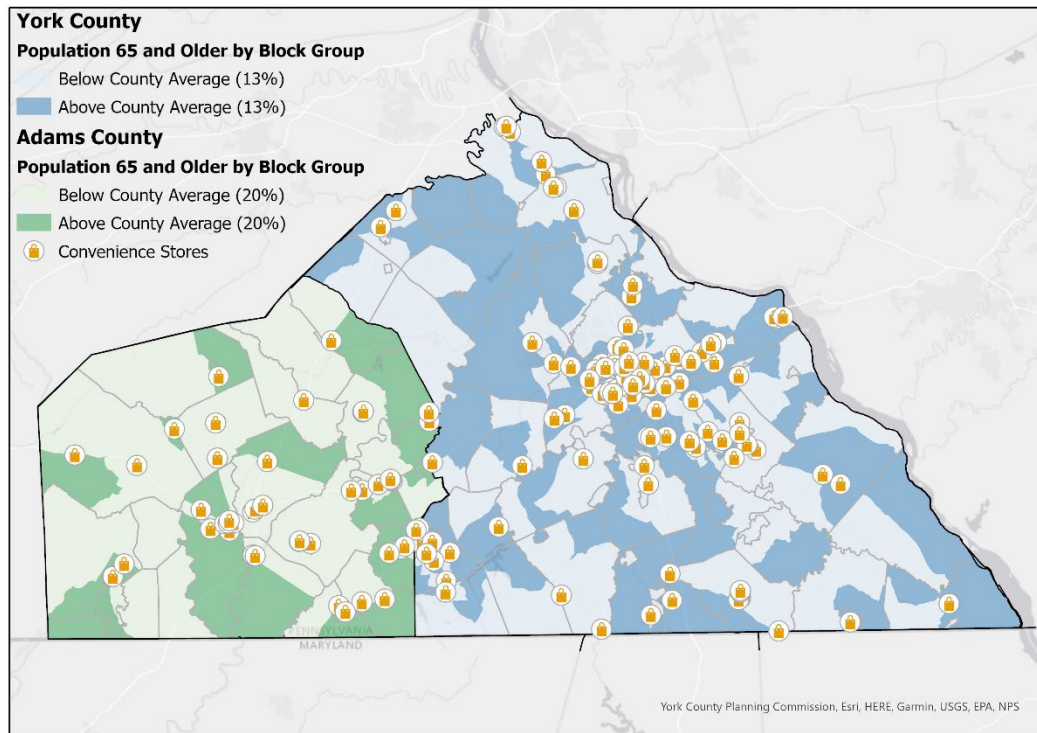


Childcare facilities across York and Adams Counties by Census Block Groups above each county's average for households without access to a vehicle.

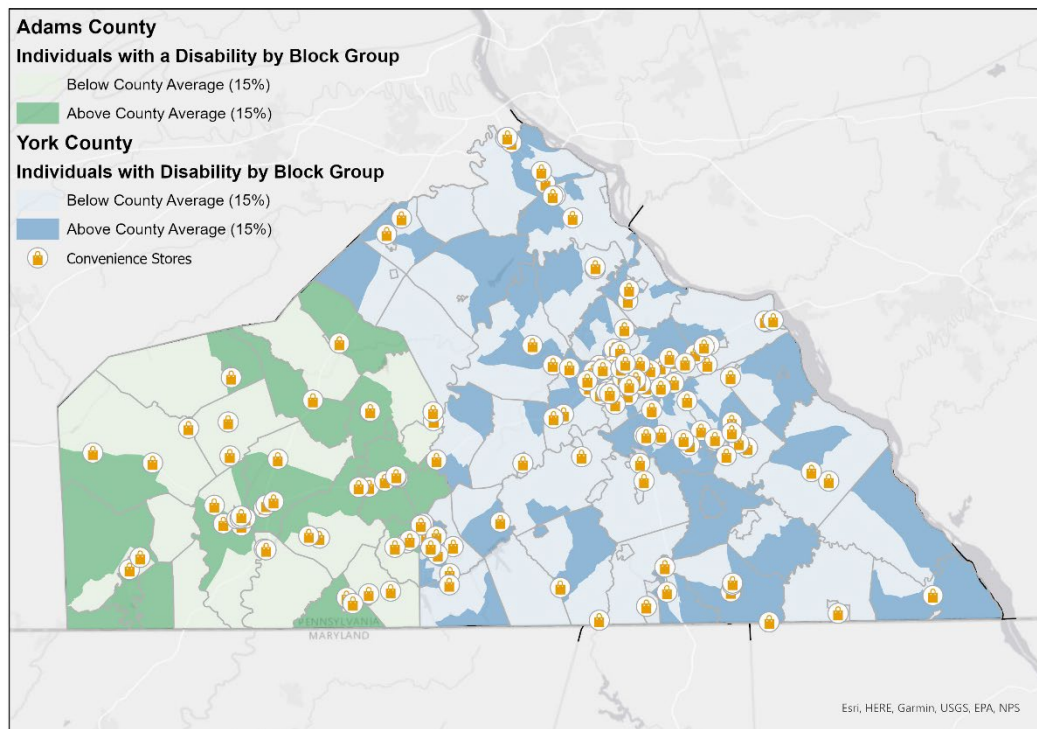


## CONVENIENCE STORES

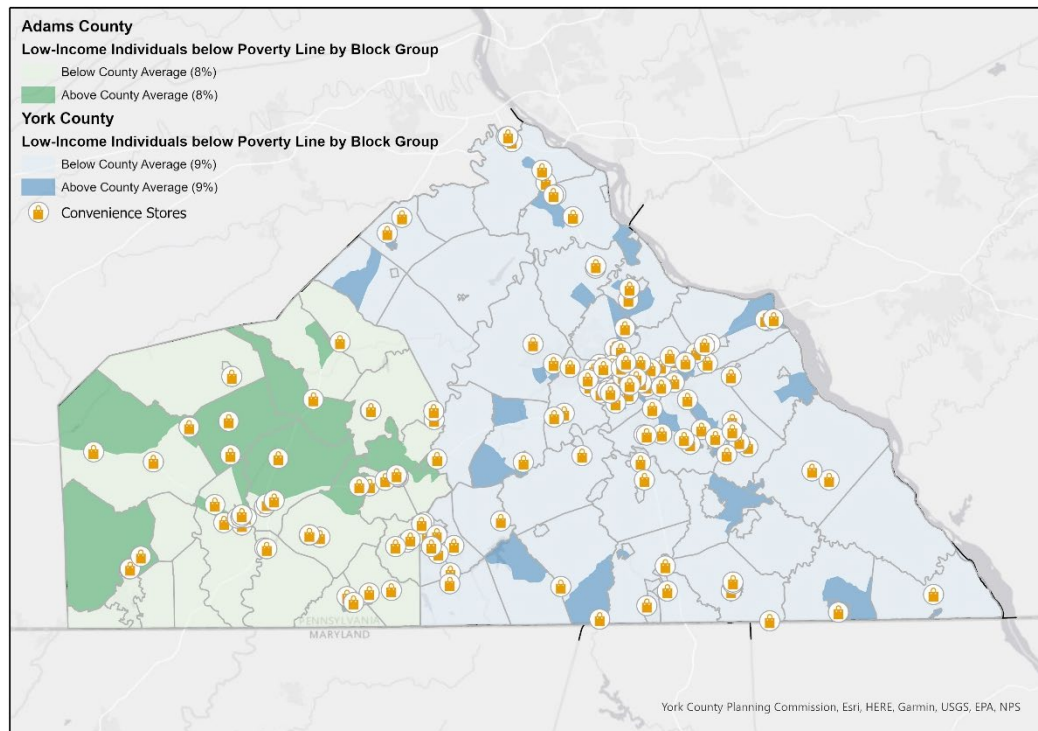
Convenience stores across York and Adams Counties by Census Block Groups above each county's average for population 65 years and older.



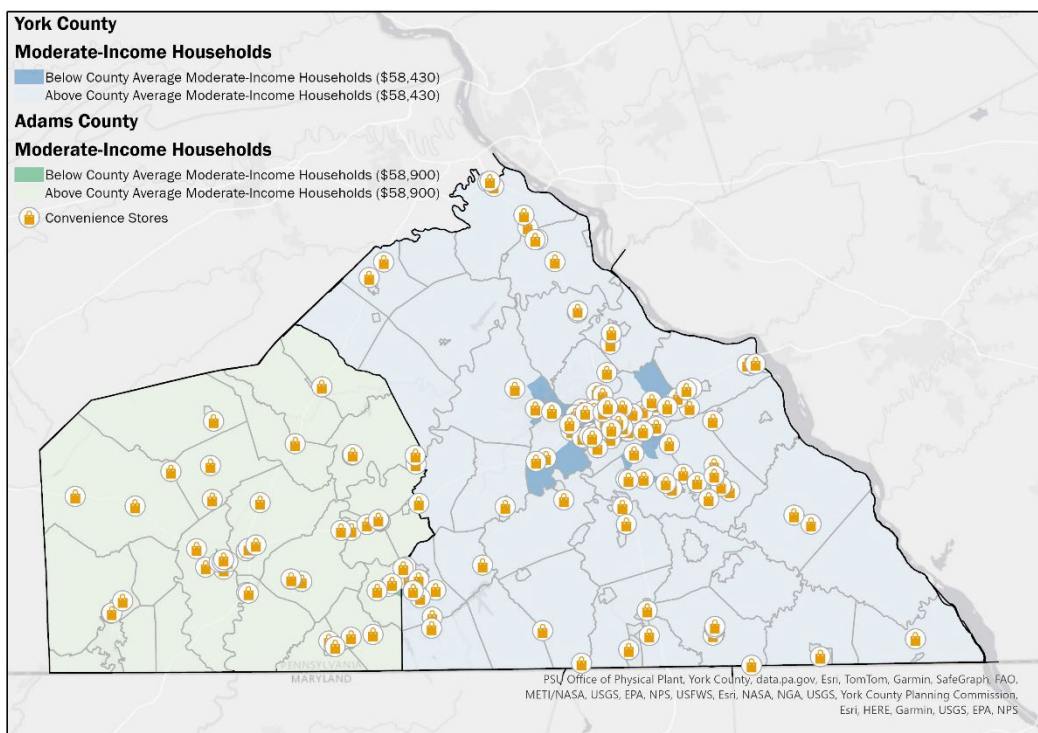
Convenience stores across York and Adams Counties by Census Block Groups above each county's average for individuals with a disability.



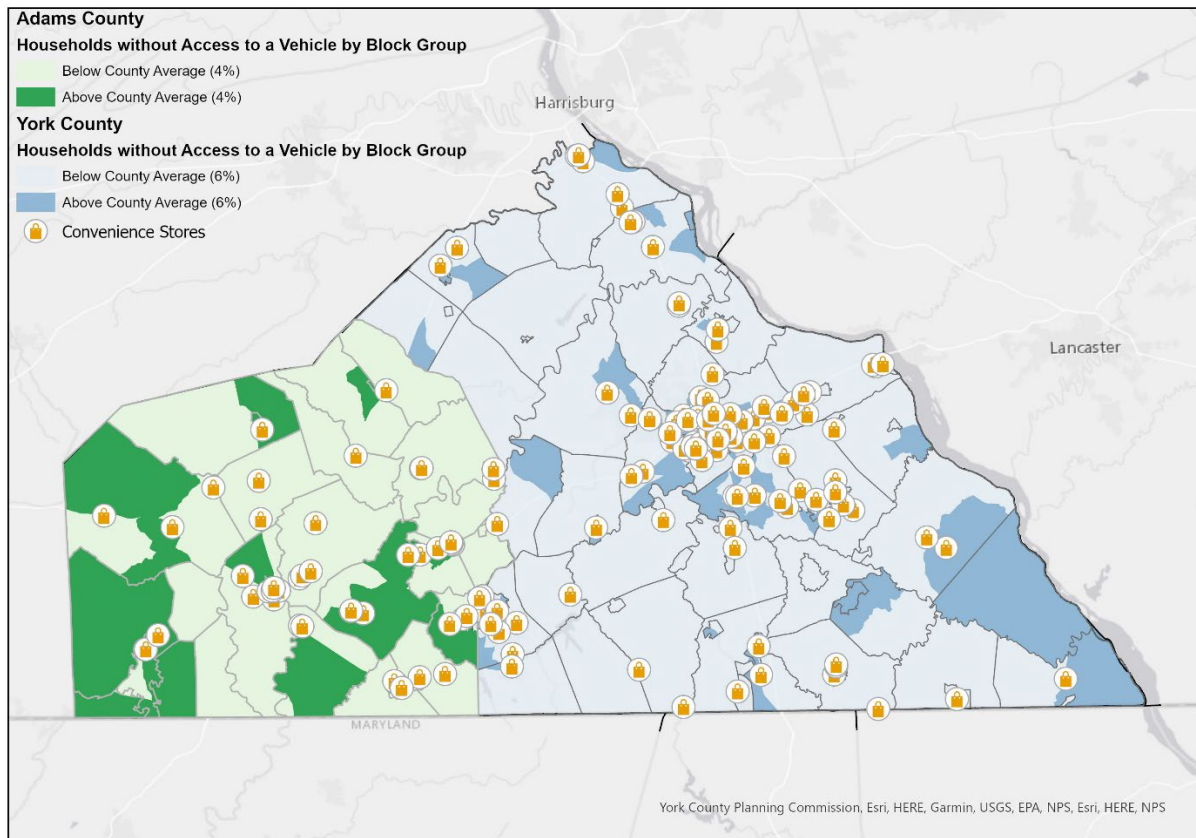
Convenience stores across York and Adams Counties by Census Block Groups above each county's average for low-income individuals below the poverty line.



Convenience stores across York and Adams Counties by Census Block Groups above each county's average for moderate-income households below the countywide average income.



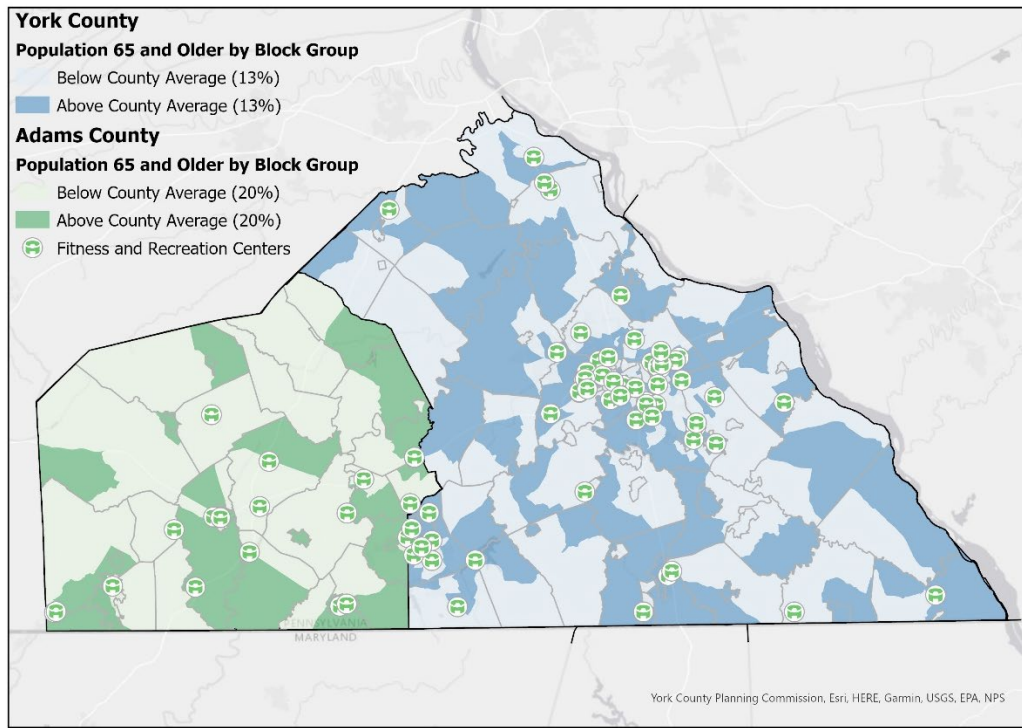
Convenience stores across York and Adams Counties by Census Block Groups above each county's average for households without access to a vehicle.



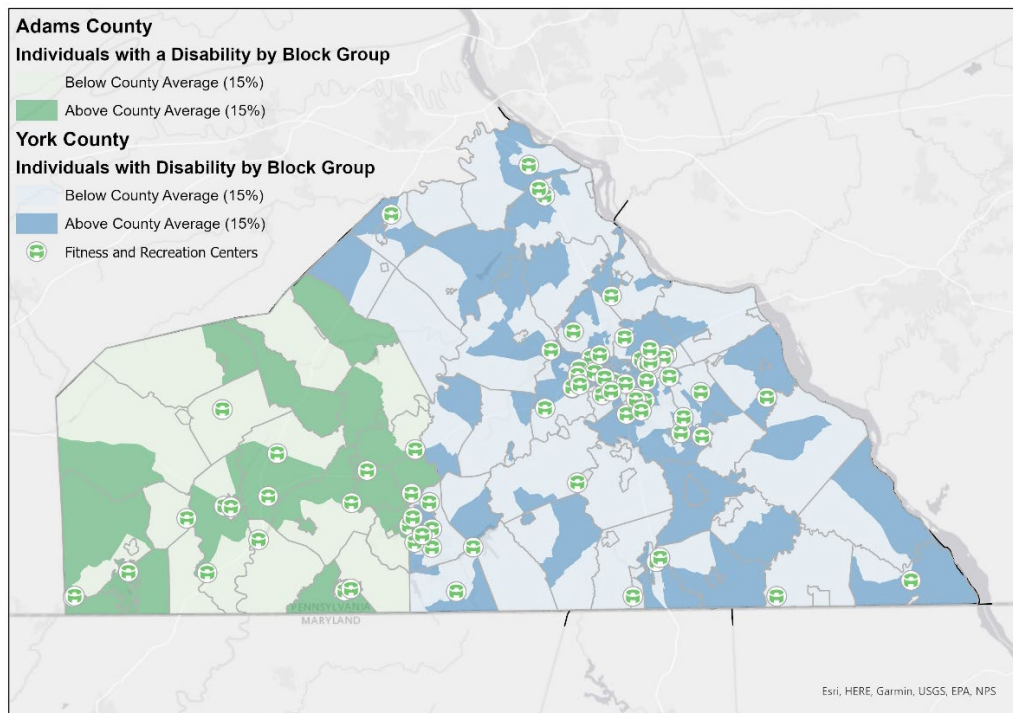


## FITNESS AND RECREATION CENTERS

Fitness and recreation centers across York and Adams Counties by Census Block Groups above each county's average for population 65 years and older.

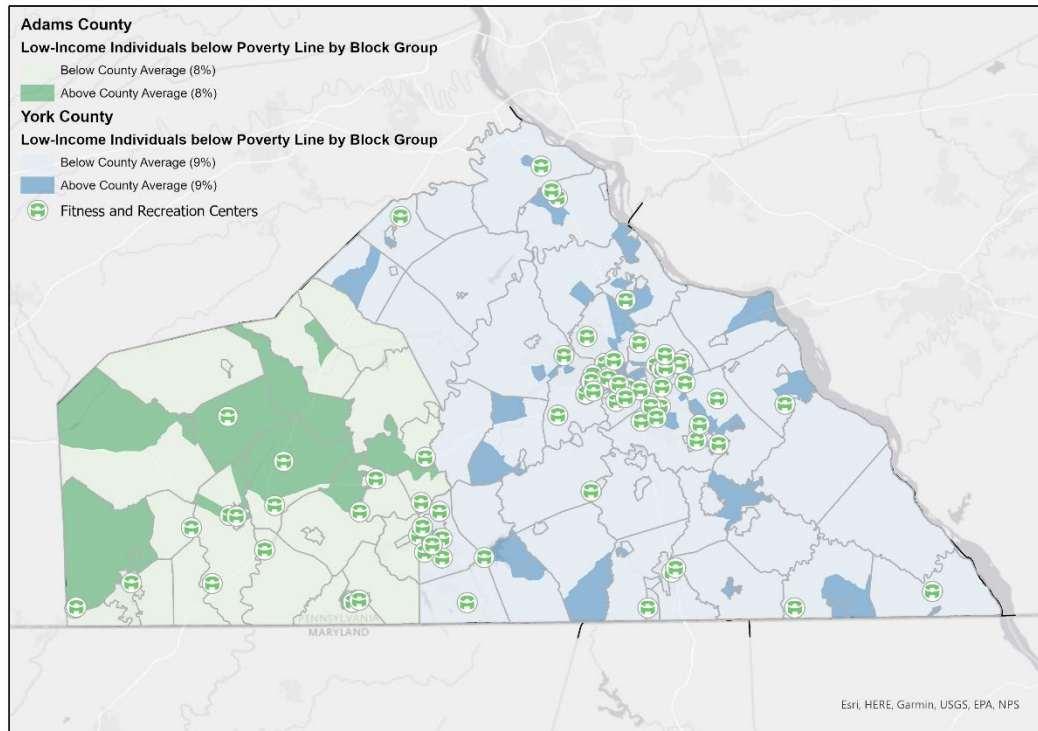


Fitness and recreation centers across York and Adams Counties by Census Block Groups above each county's average for individuals with a disability.

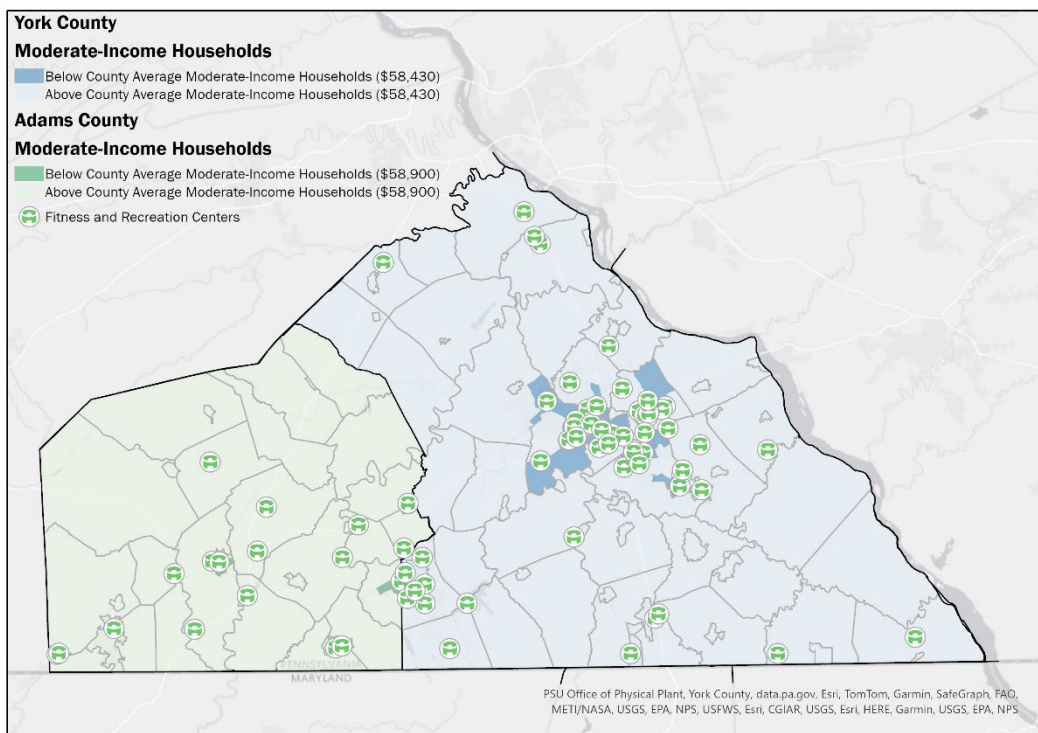




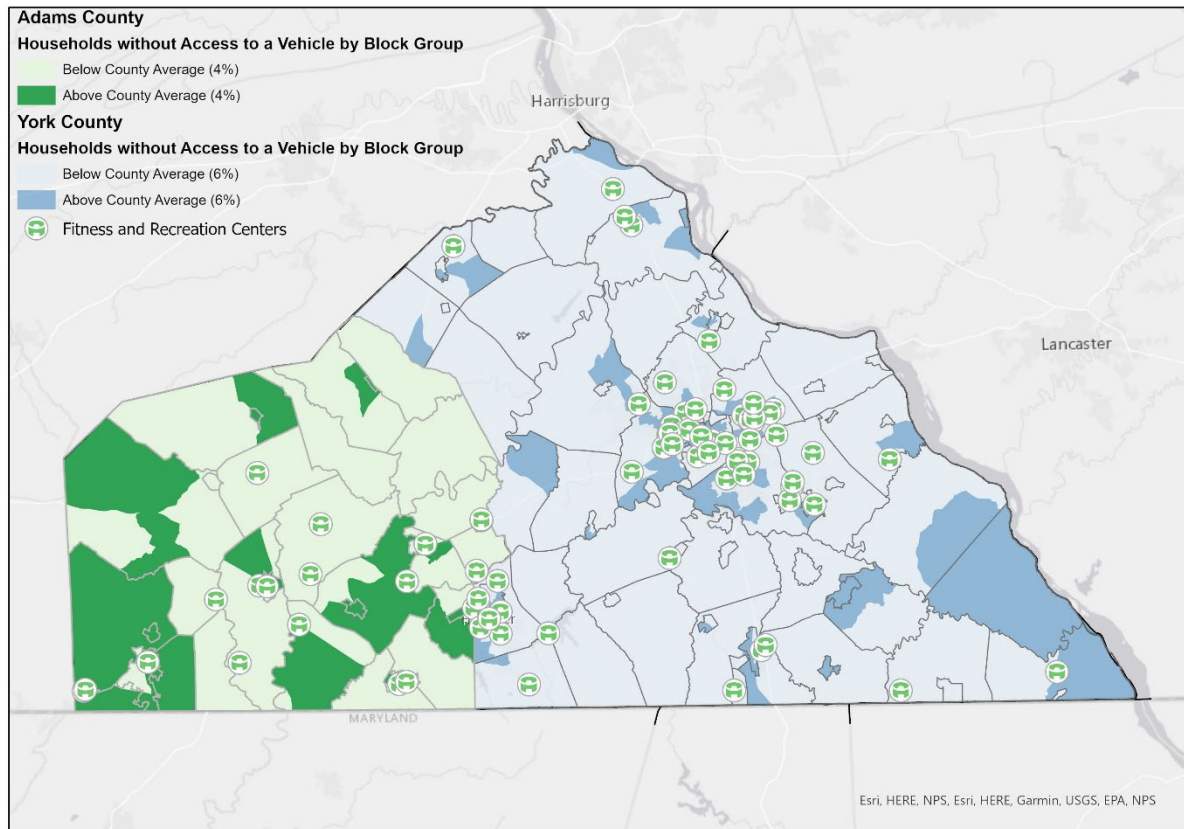
Fitness and recreation centers across York and Adams Counties by Census Block Groups above each county's average for low-income individuals below the poverty line.



Fitness and recreation centers across York and Adams Counties by Census Block Groups with a moderate-income below each county's average income.

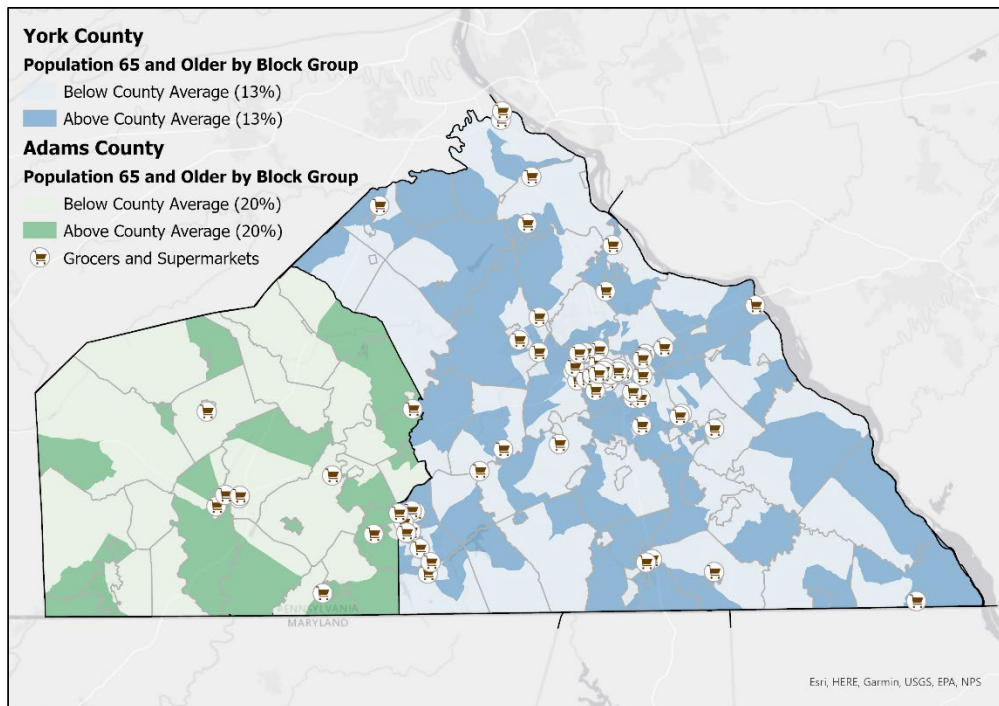


Fitness and recreation centers across York and Adams Counties by Census Block Groups above each county's average for households without access to a vehicle.

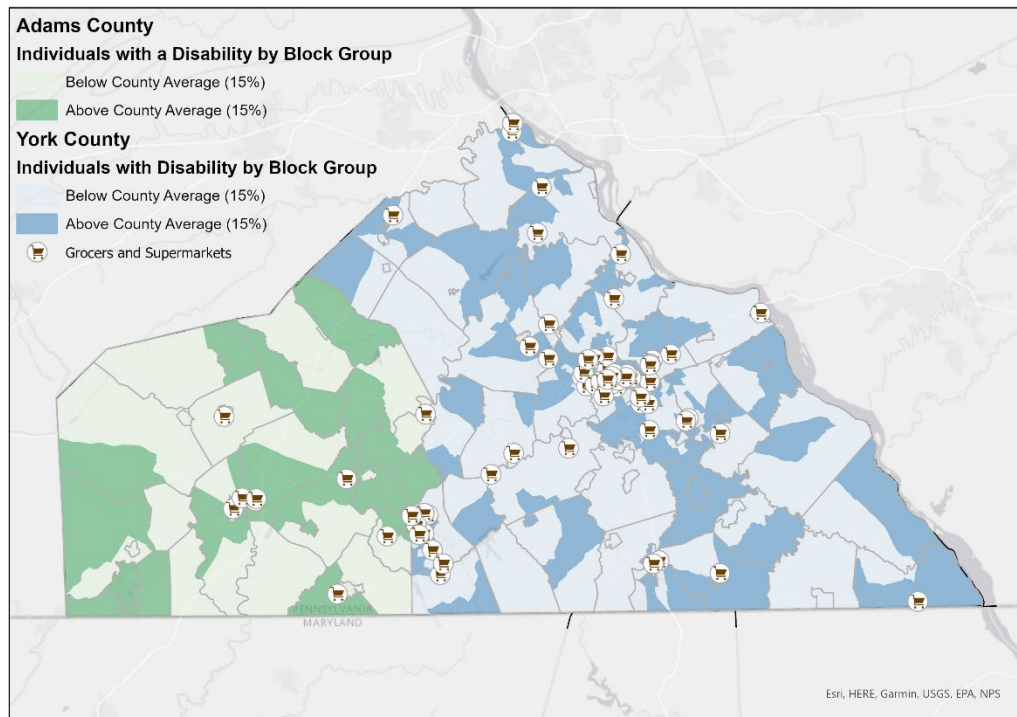


## GROCERS AND SUPERMARKETS

Grocers and supermarkets across York and Adams Counties by Census Block Groups above each county's average of population 65 years and older.

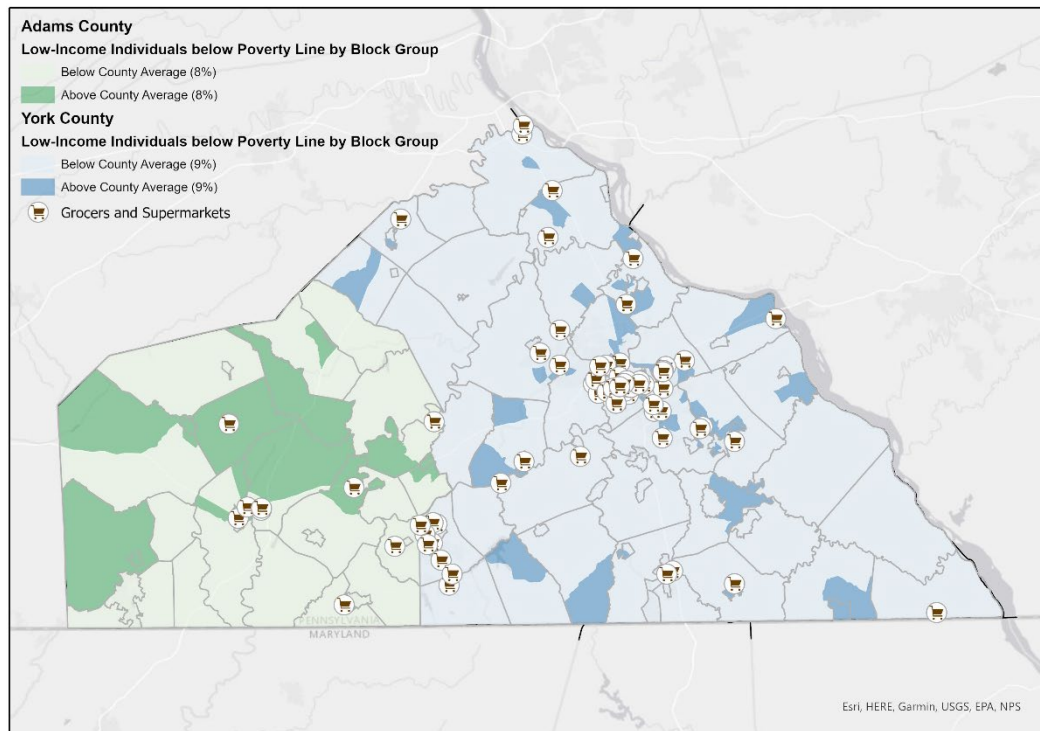


Grocers and supermarkets across York and Adams Counties by Census Block Groups above each county's average for individuals with Disabilities.

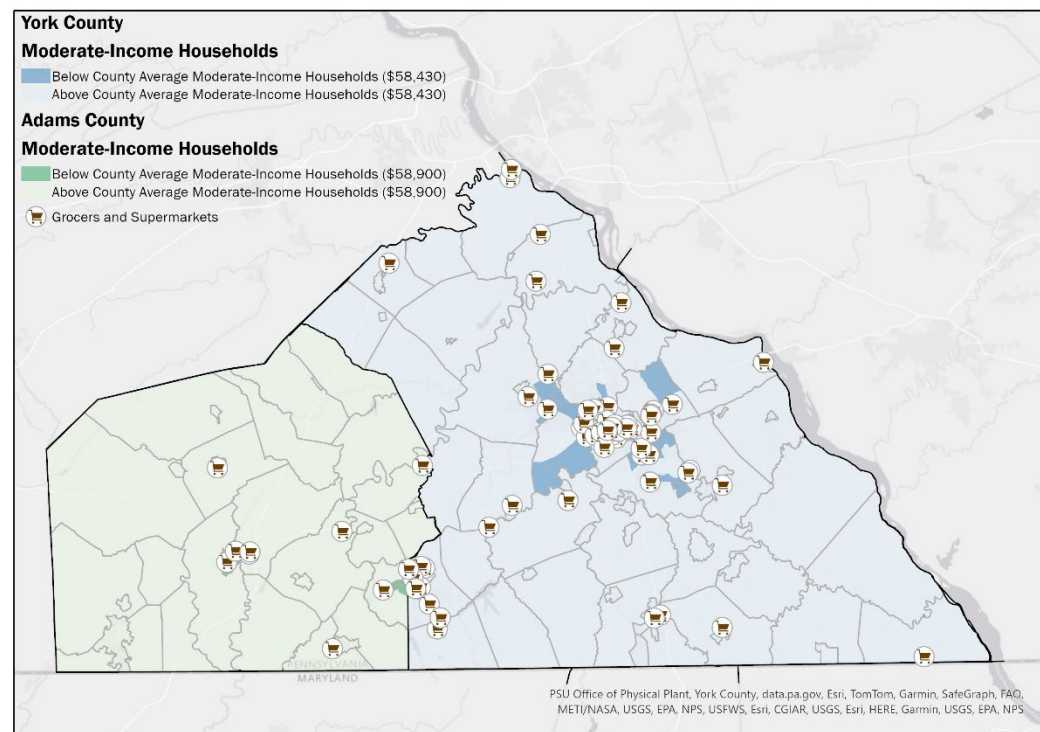




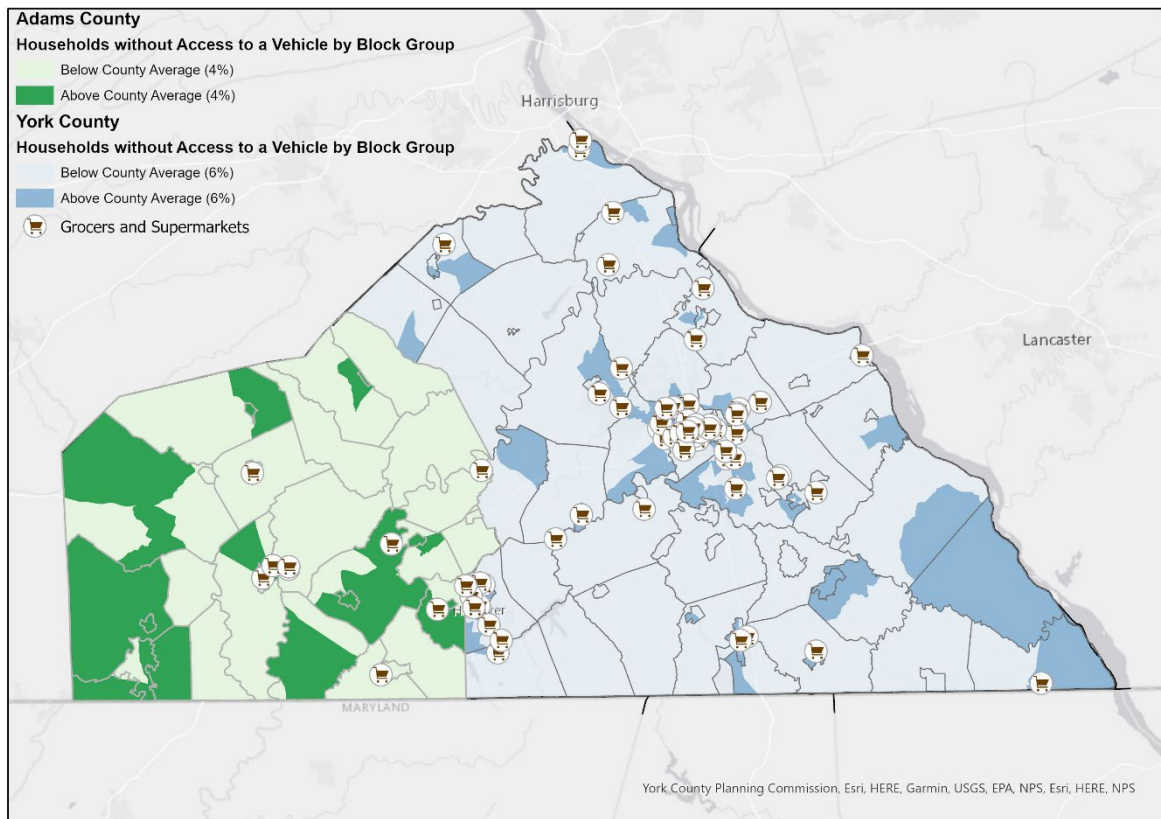
Grocers and supermarkets across York and Adams Counties by Census Block Groups above each county's average for low-income individuals below the poverty line.



Grocers and supermarkets across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.

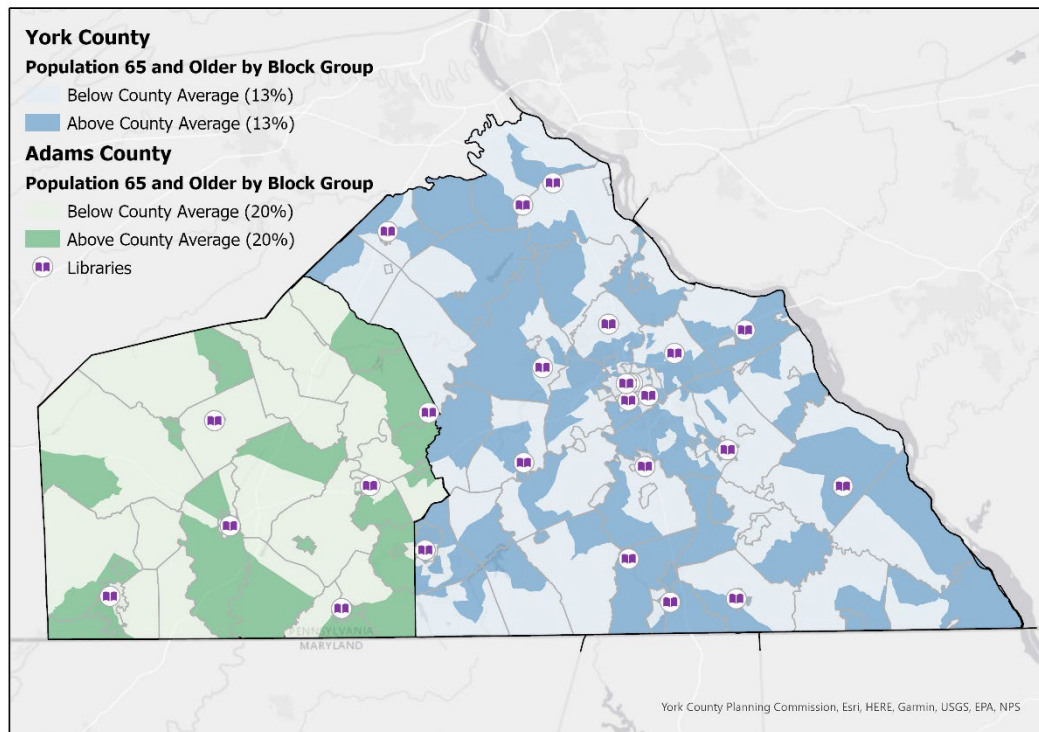


Grocers and supermarkets across York and Adams Counties by Census Block Groups above each county's average of households without access to a vehicle.

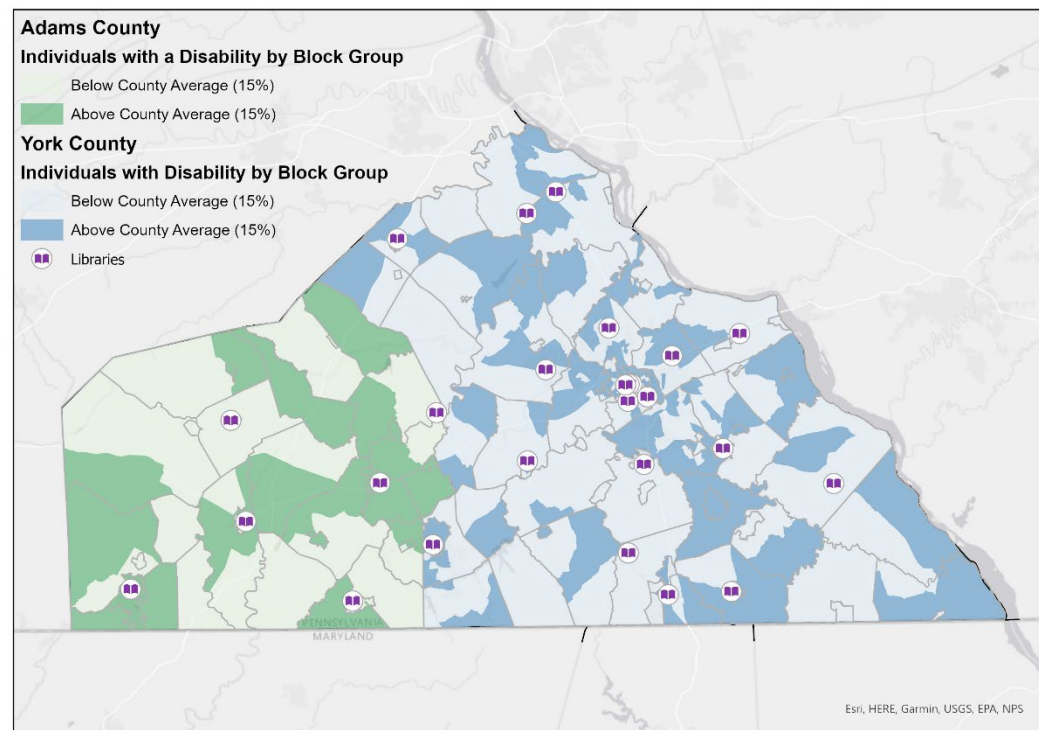


## LIBRARIES

Libraries across York and Adams Counties by Census Block Groups above each county's average for population 65 years and older.

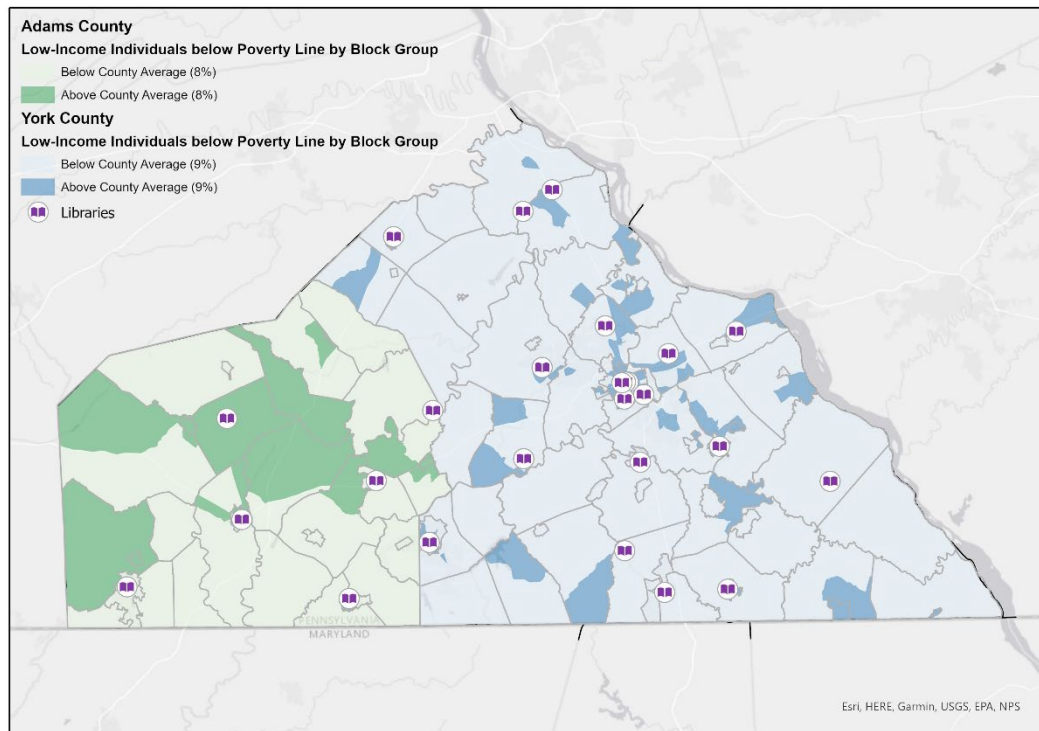


Libraries across York and Adams Counties by Census Block Groups above each county's average for individuals with a disability.

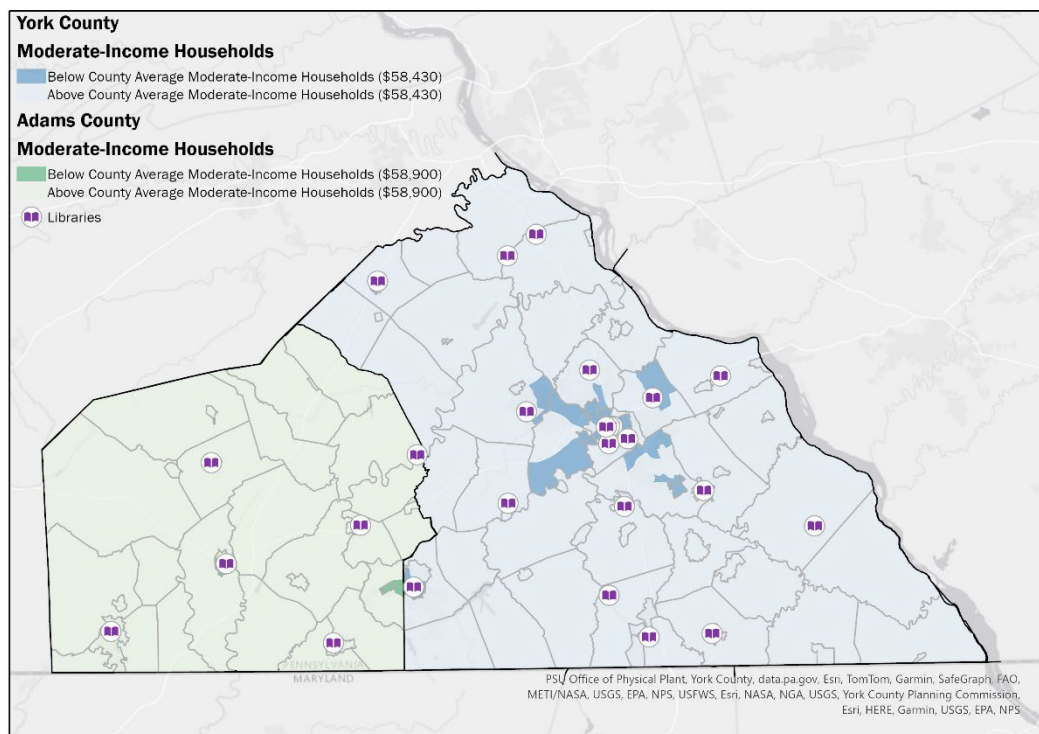




Libraries across York and Adams Counties by Census Block Groups above each county's average of low-income households below the poverty line.

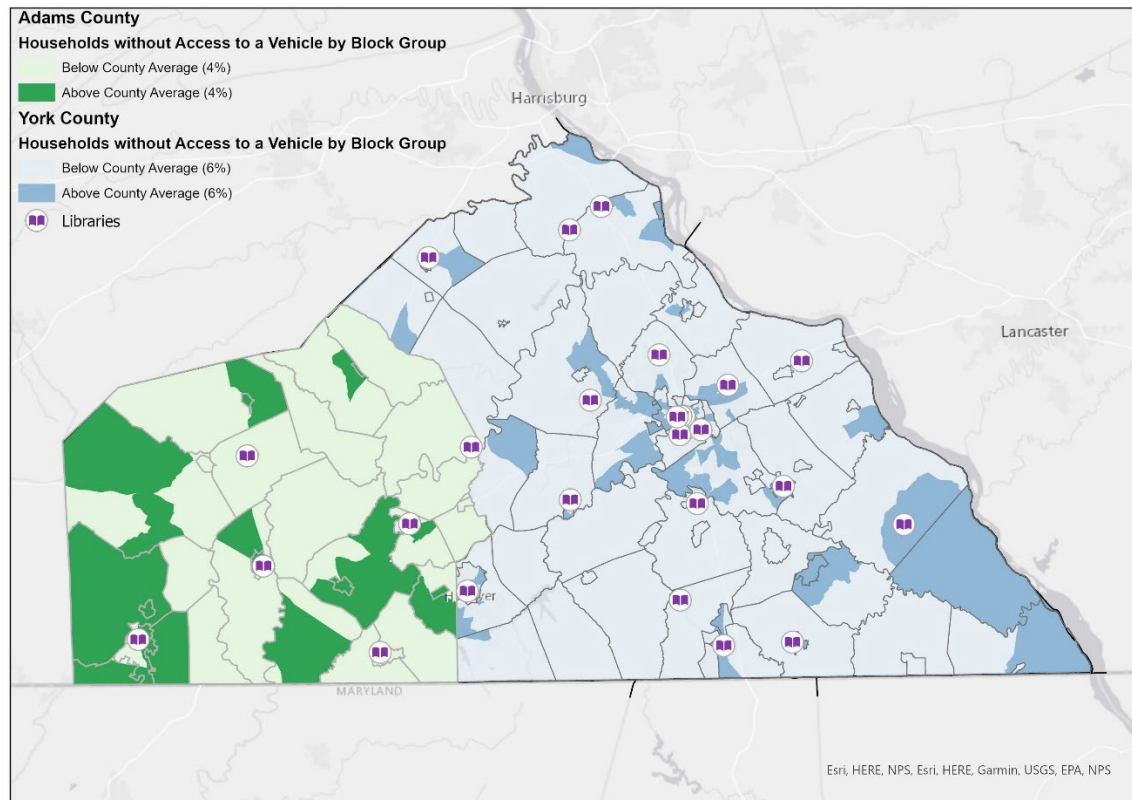


Libraries across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.



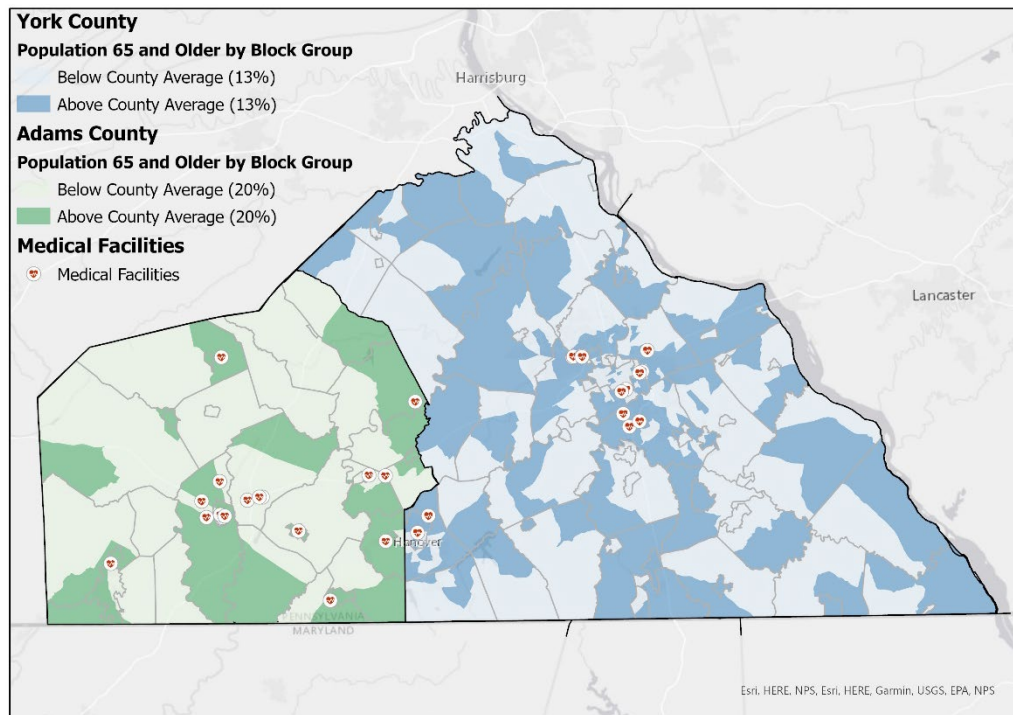


Libraries across York and Adams Counties by Census Block Groups above each county's average for households without access to a vehicle.

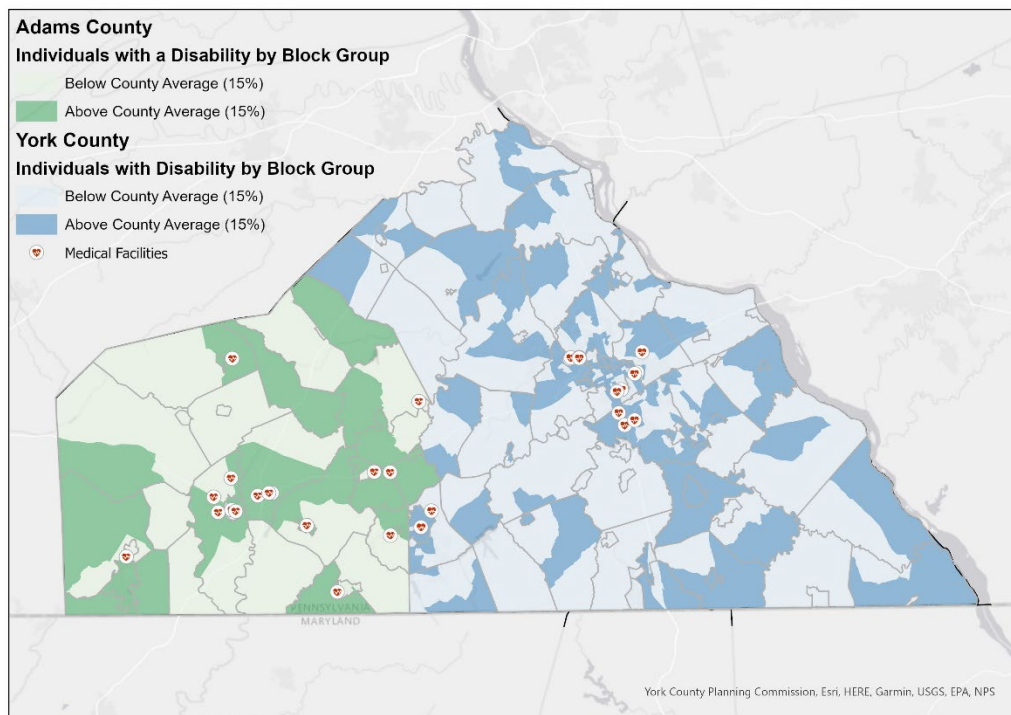


## MEDICAL FACILITIES

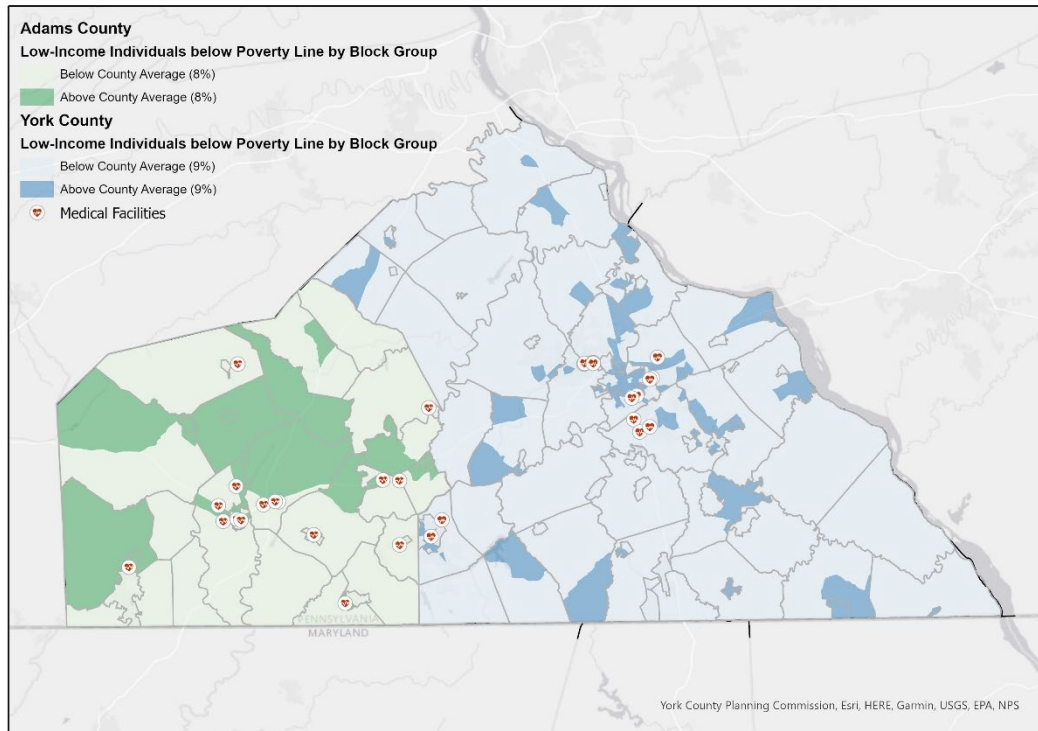
Medical facilities across York and Adams Counties by Census Block Groups above each county's average for population 65 and older.



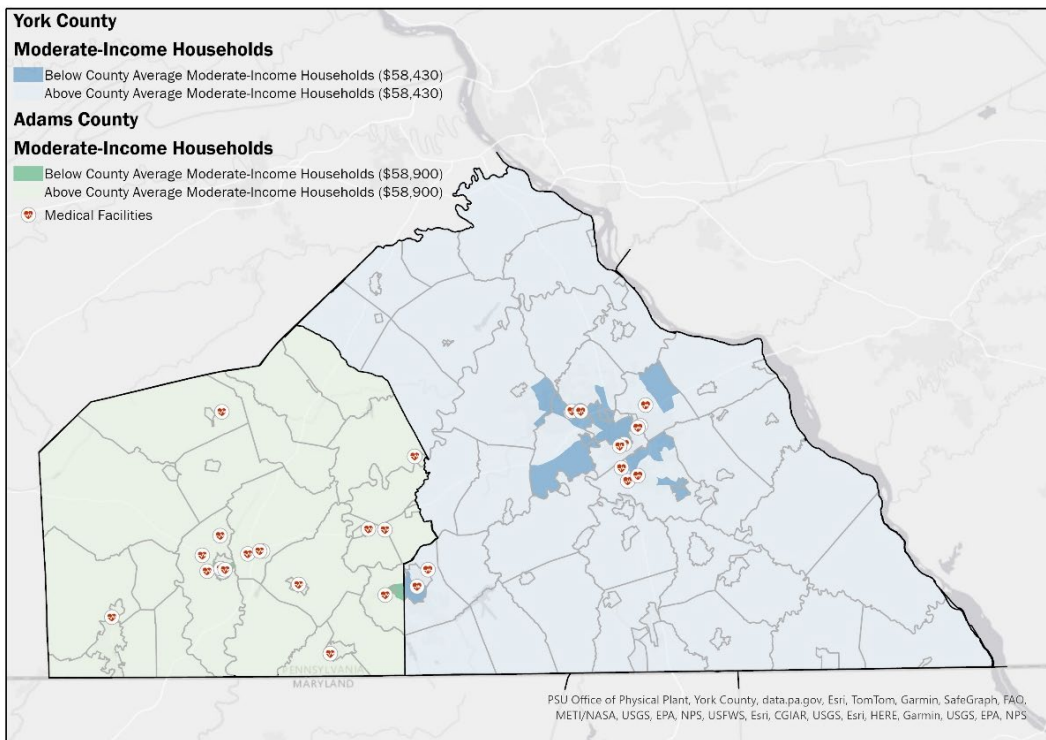
York and Adams Counties medical facilities located in census block groups above the countywide average for Individuals with a disability.



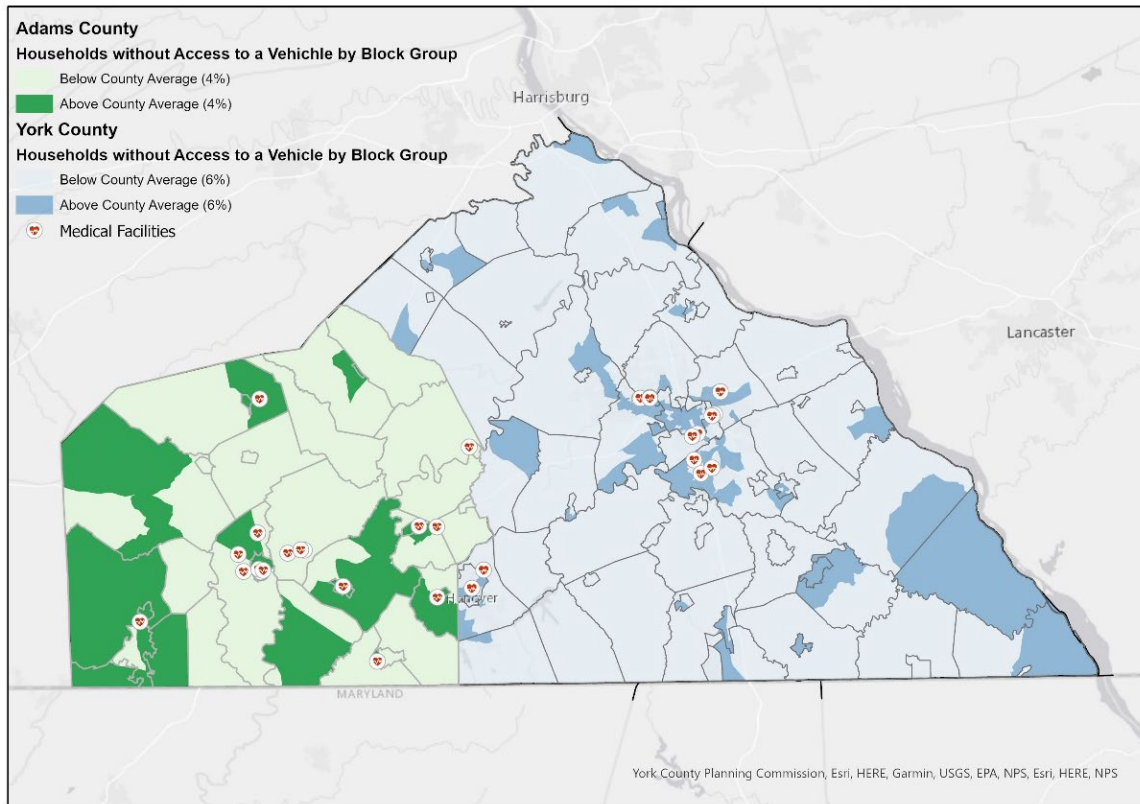
Medical facilities across York and Adams Counties by Census Block groups above each county's average for low-income individuals below the poverty line.



Medical facilities across York and Adams Counties located in Census Block Groups with a moderate income below each county's average moderate income.



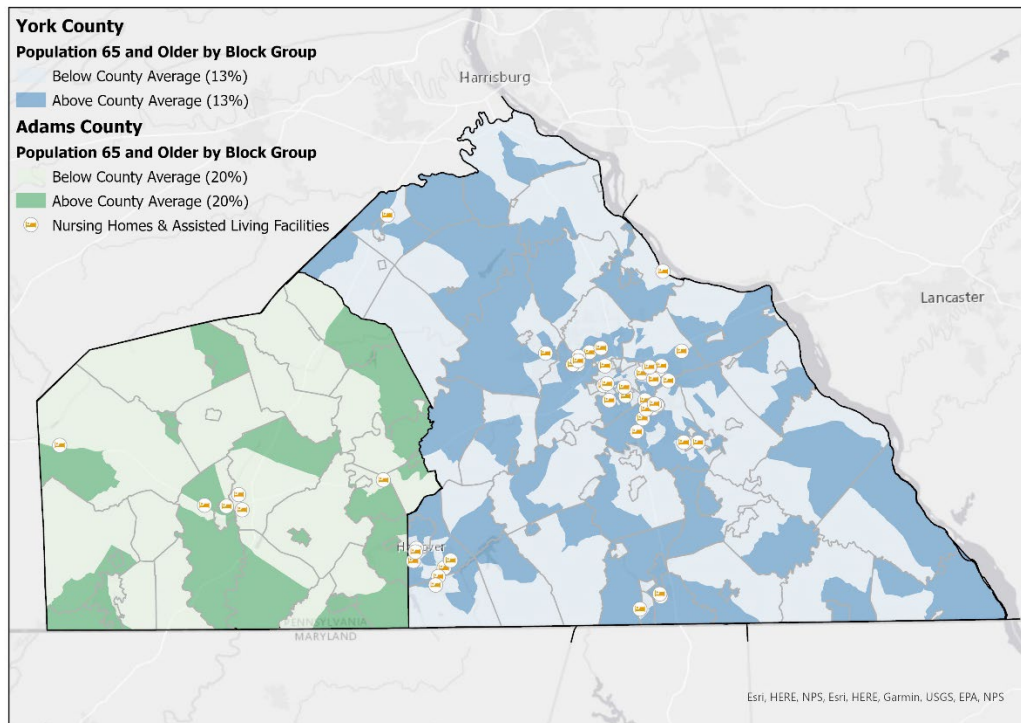
Medical facilities across York and Adams and Census Block Groups above the countywide average for households without access to a Vehicle.



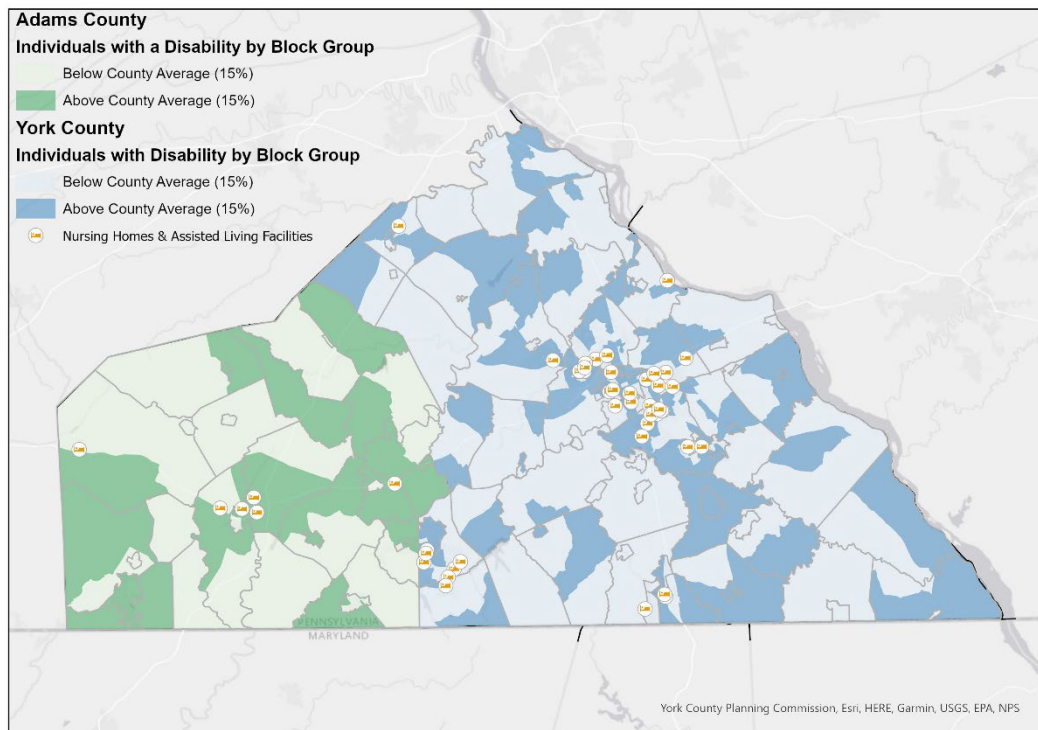


## NURSING HOMES & ASSISTED LIVING FACILITIES

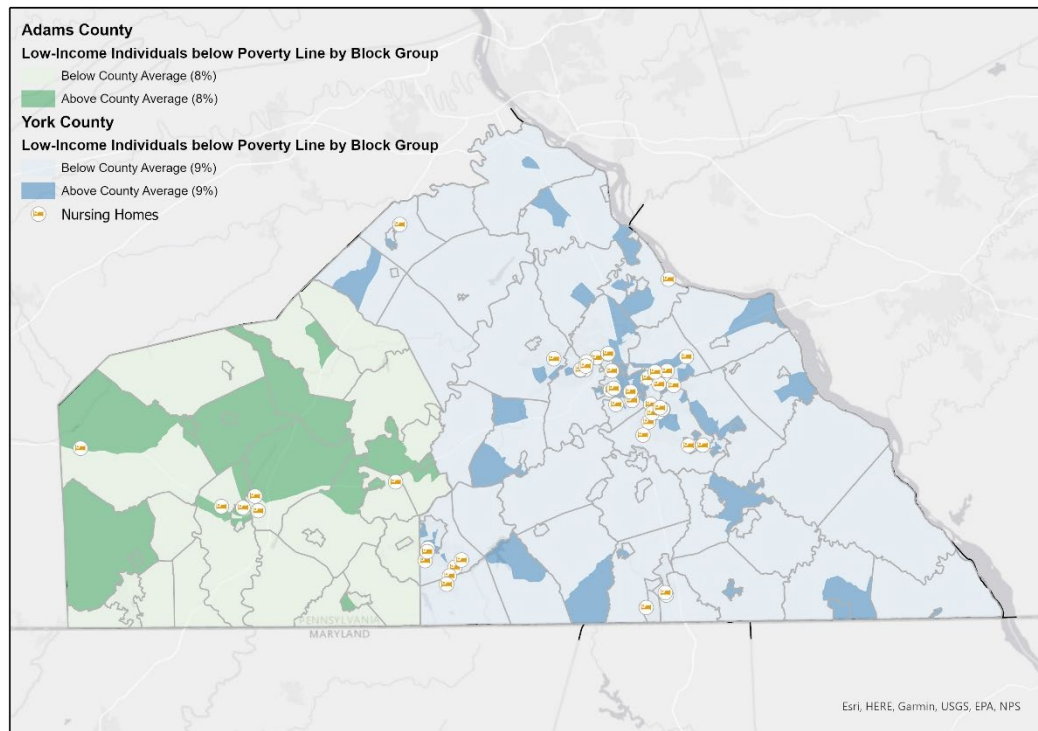
Nursing Homes and Assisted Living Facilities across York and Adams Counties by Census Block Groups above each county's average of population 65 years and older.



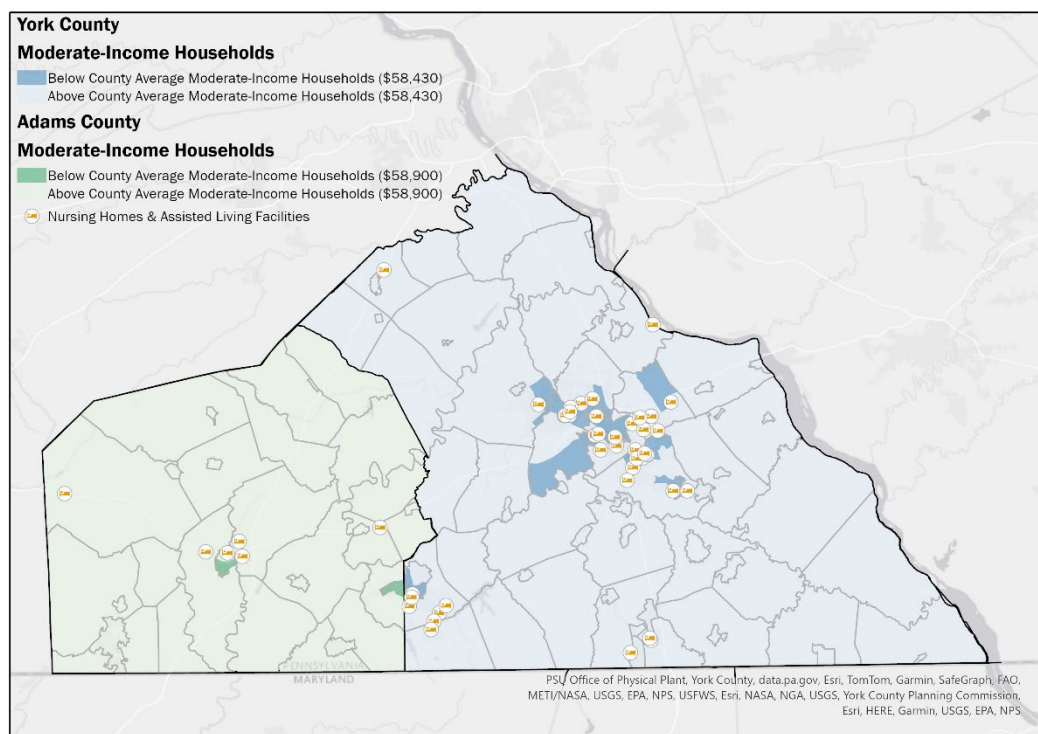
Nursing Homes and Assisted Living Facilities across York and Adams Counties by Census Block Groups above each county's average of Individuals with a disability.



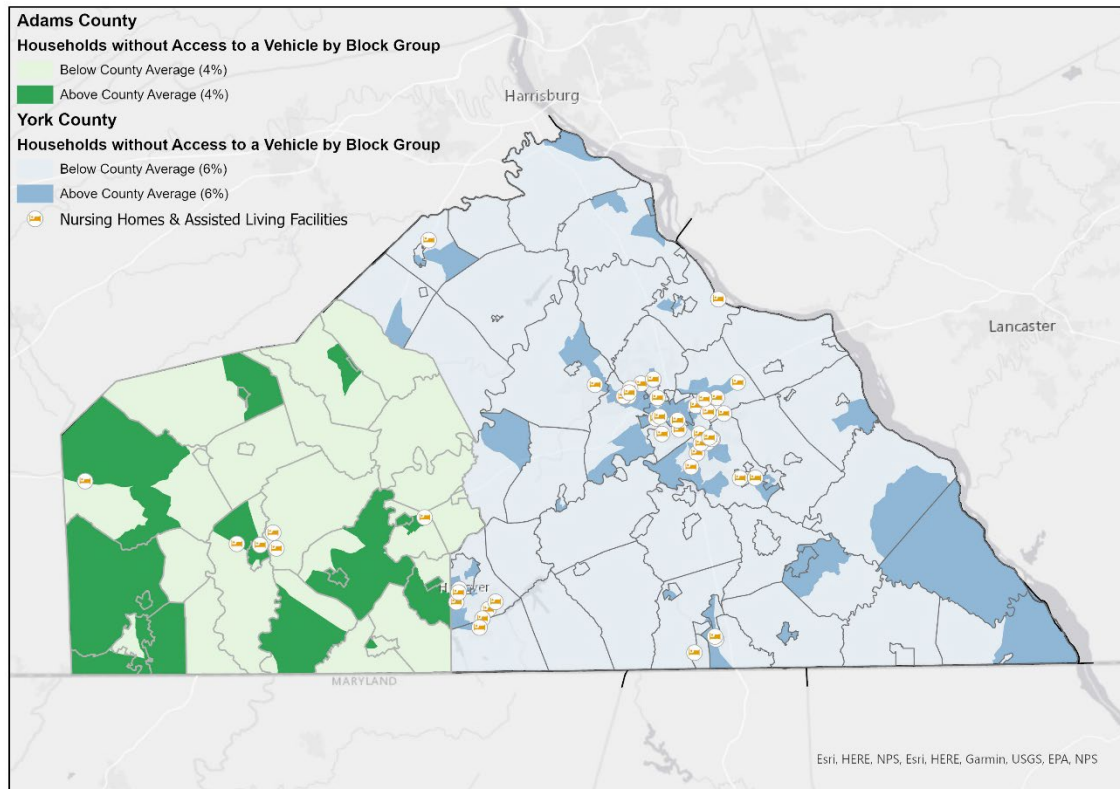
Nursing Homes and Assisted Living Facilities across York and Adams Counties by Census Block Groups above each county's average of low-income individuals below the poverty line.



Nursing Homes and Assisted Living Facilities across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.



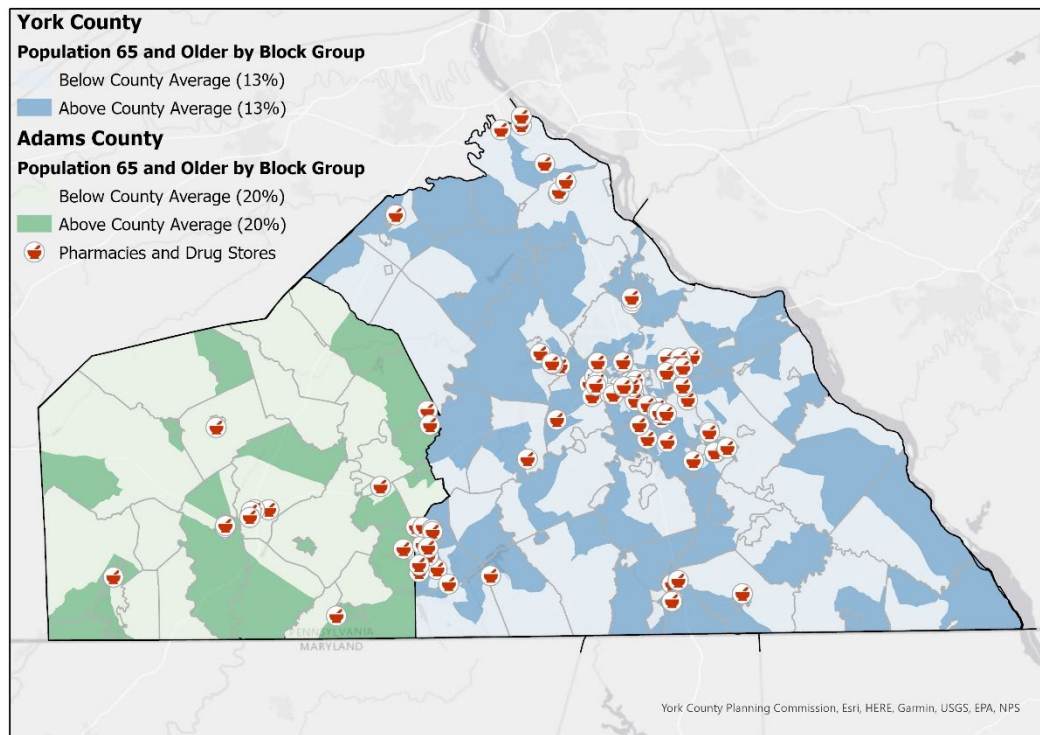
Nursing Homes and Assisted Living Facilities across York and Adams Counties by Census Block Groups above each county's average of households without access to a vehicle.



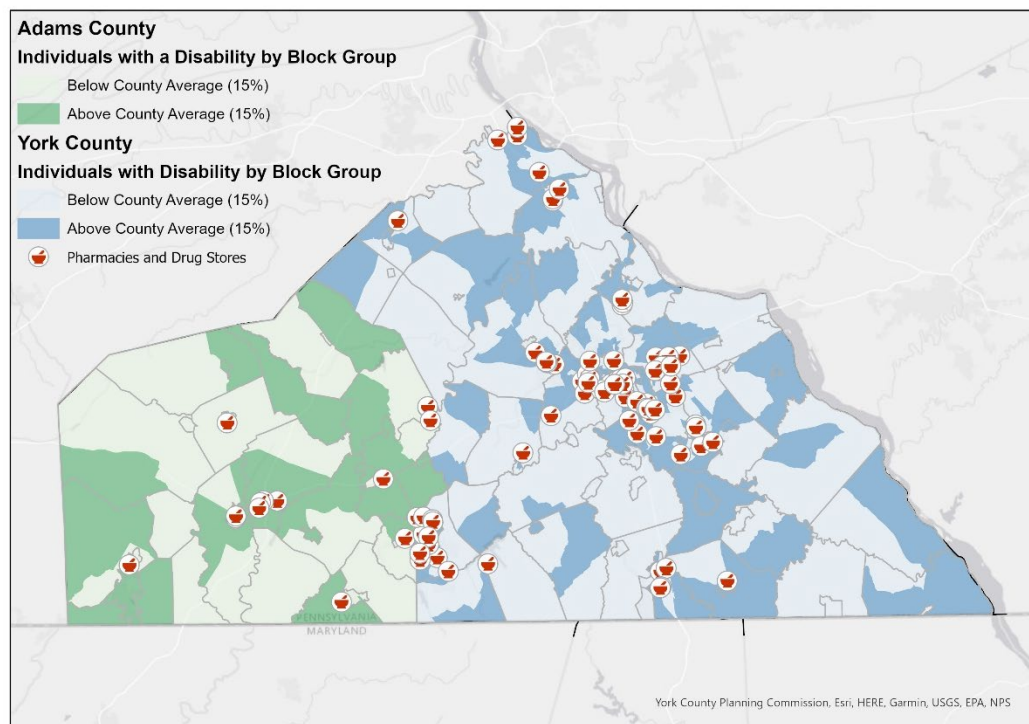


## PHARMACIES AND DRUG STORES

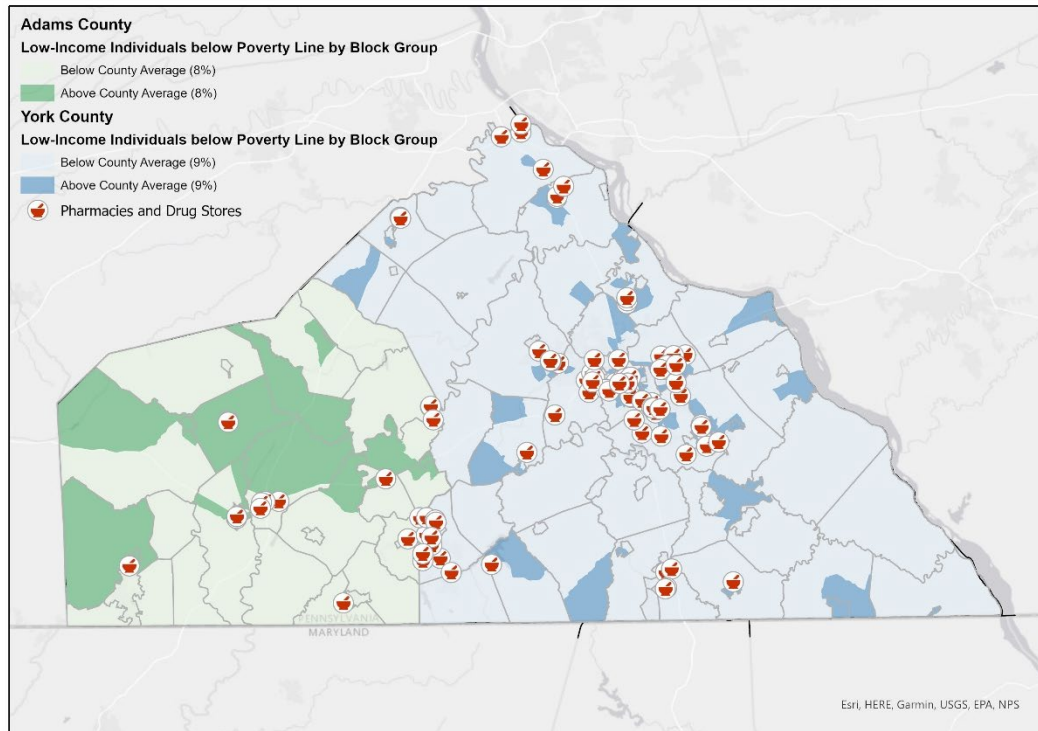
Pharmacies and drug stores across York and Adams Counties by Census Block Groups above each county's average of population 65 years and older.



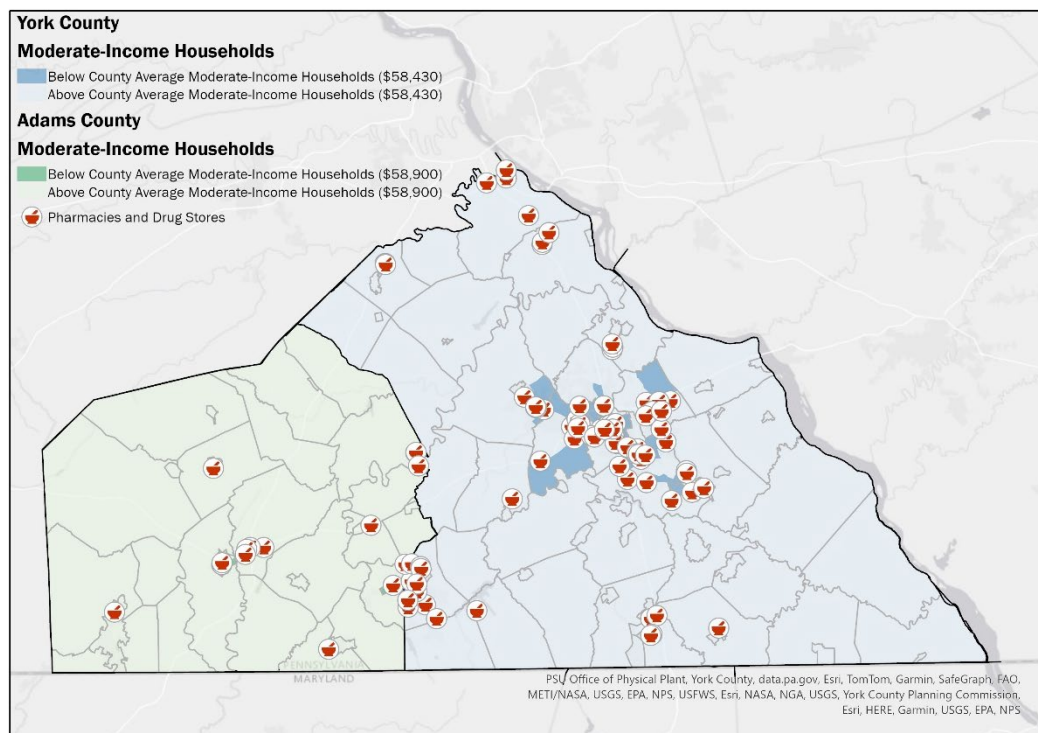
Pharmacies and drug stores across York and Adams Counties by Census Block Groups above each county's average of Individuals with a disability.



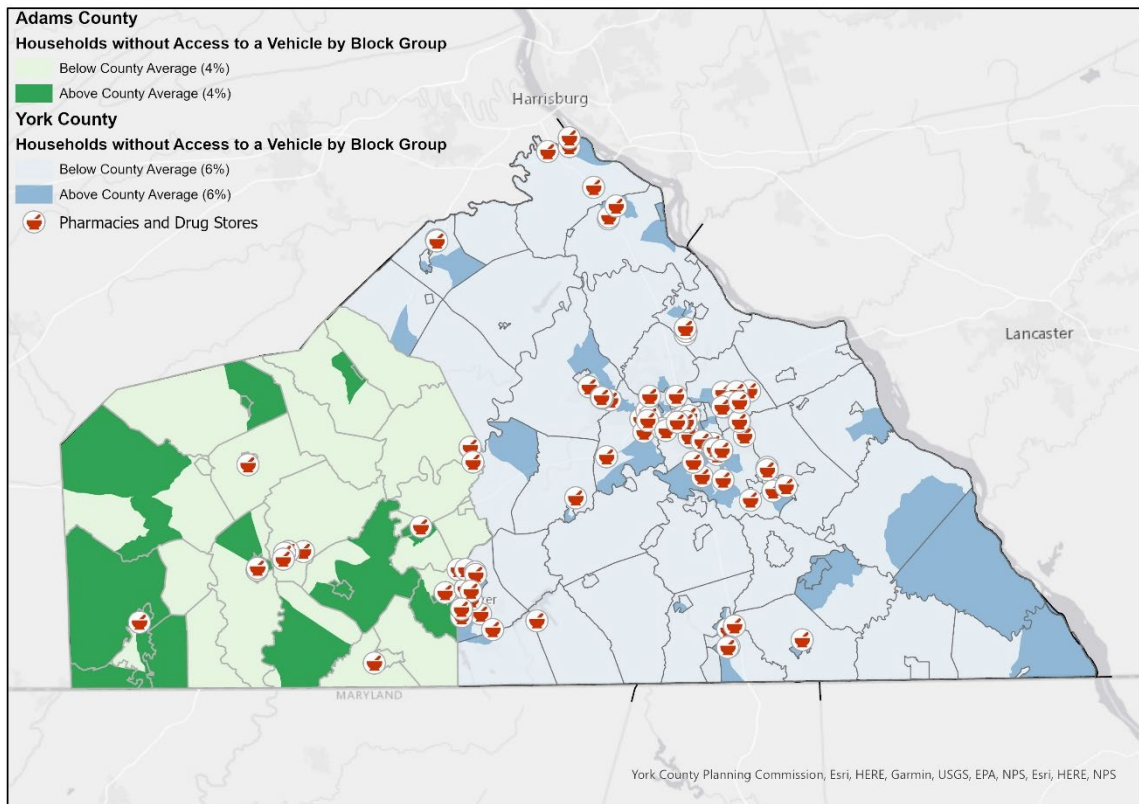
Pharmacies and drug stores across York and Adams Counties by Census Block Groups above each county's average of low-income individuals below the poverty line.



Pharmacies and drug stores across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.



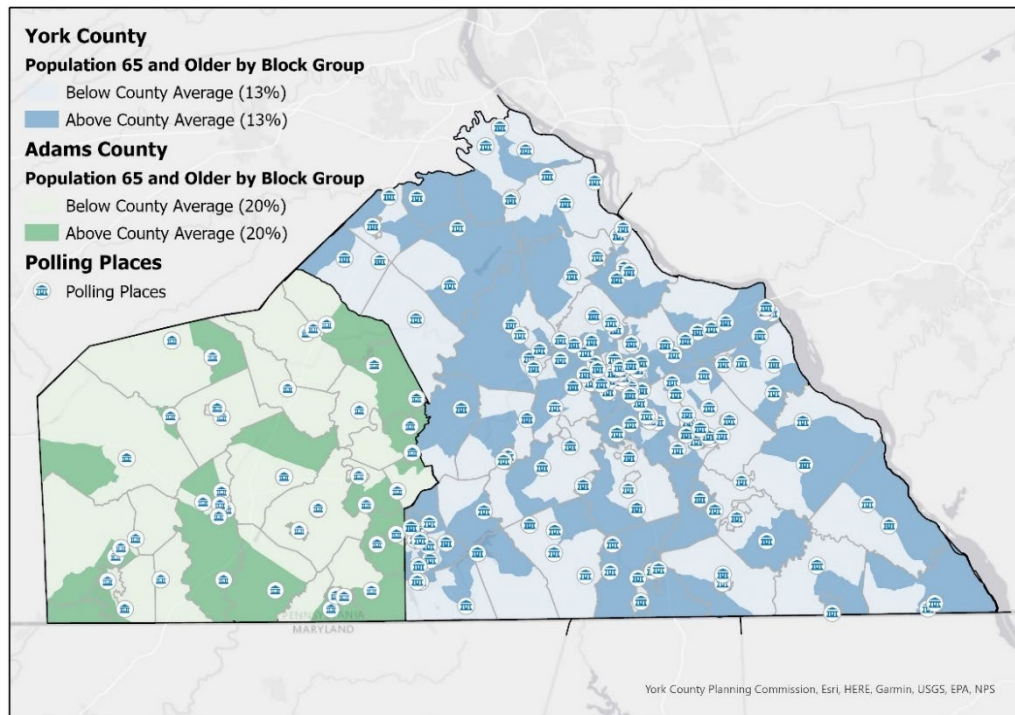
Pharmacies and drug stores across York and Adams Counties by Census Block Groups above each county's average of households without access to a vehicle.



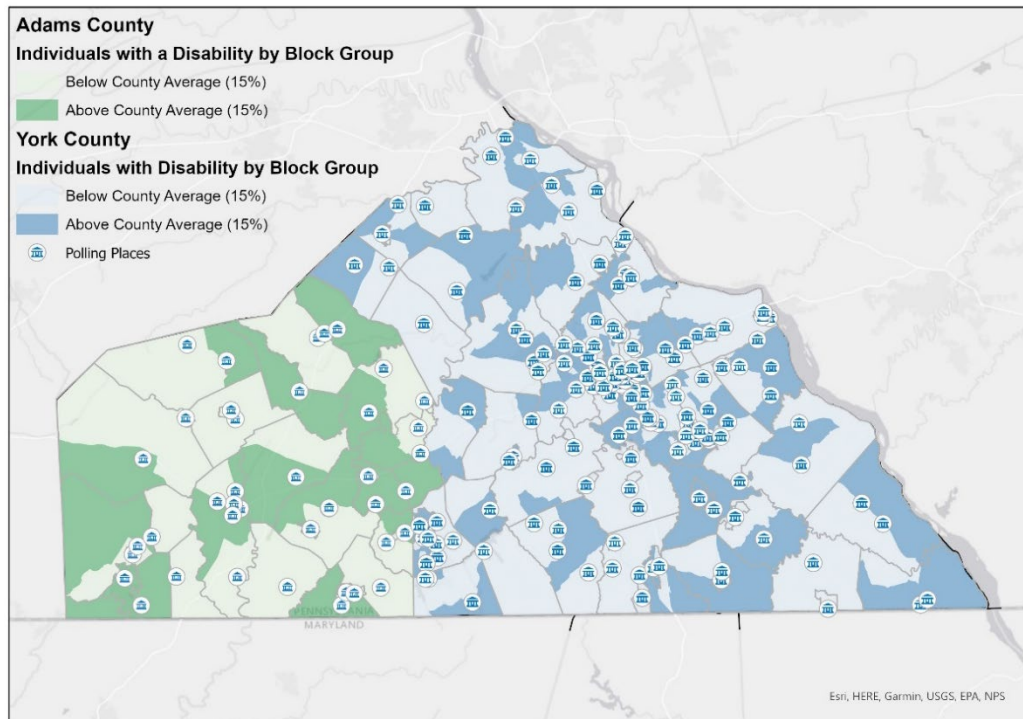


## POLLING PLACES

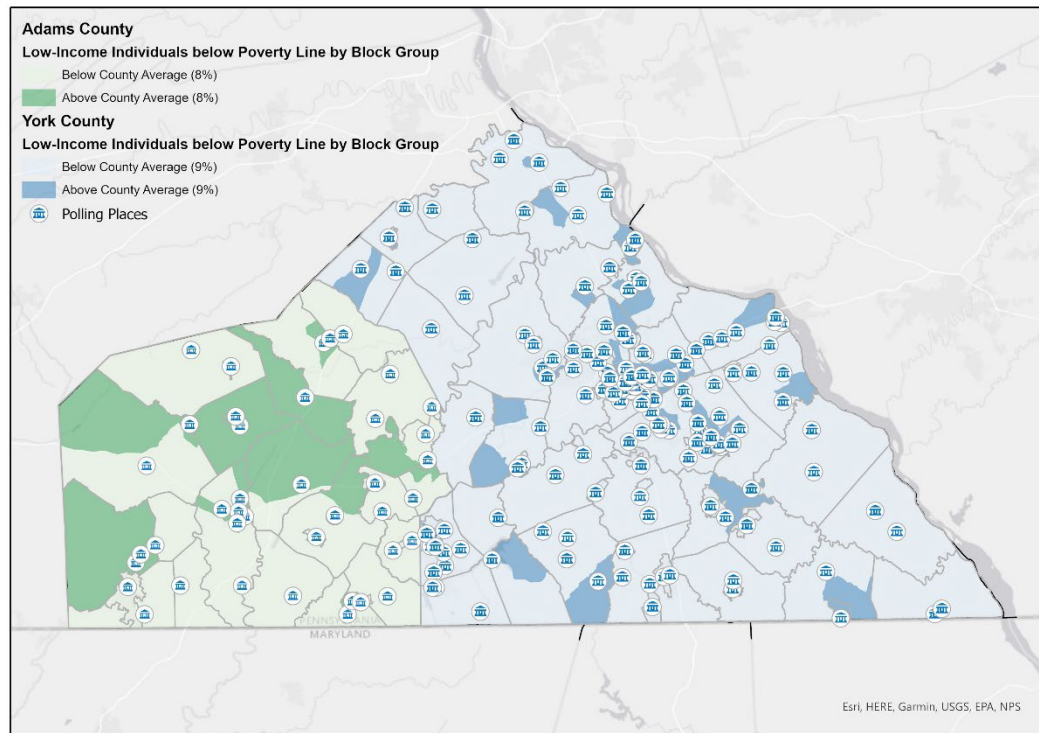
Polling places across York and Adams Counties by Census Block Groups above each county's average of population 65 years and older.



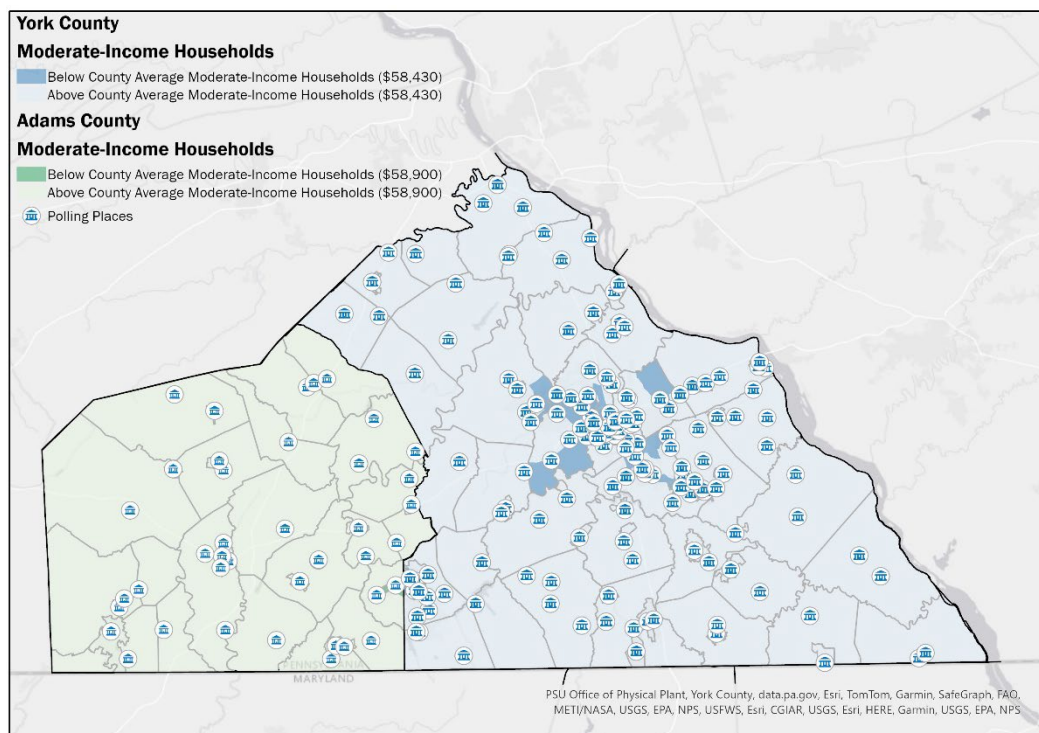
Polling places across York and Adams Counties by Census Block Groups above each county's average of individuals with a disability.



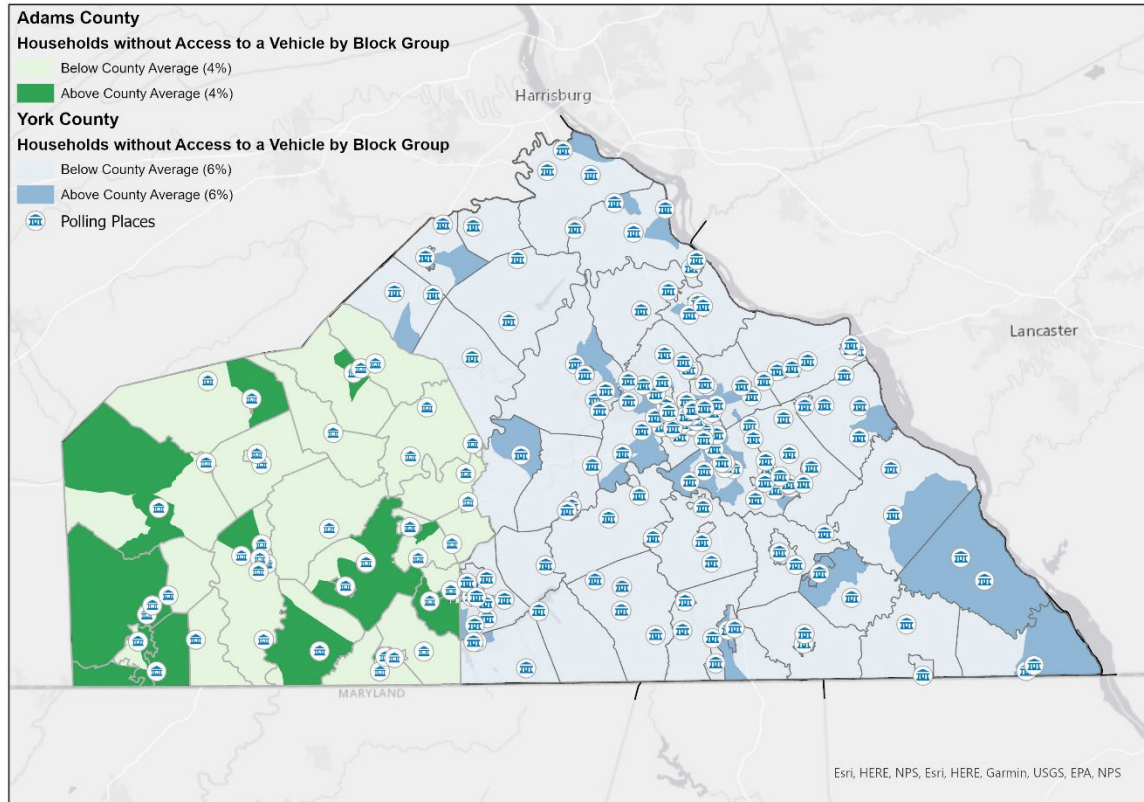
Polling places across York and Adams Counties by Census Block Groups above each county's average of low-income individuals below the poverty line.



Polling places across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.



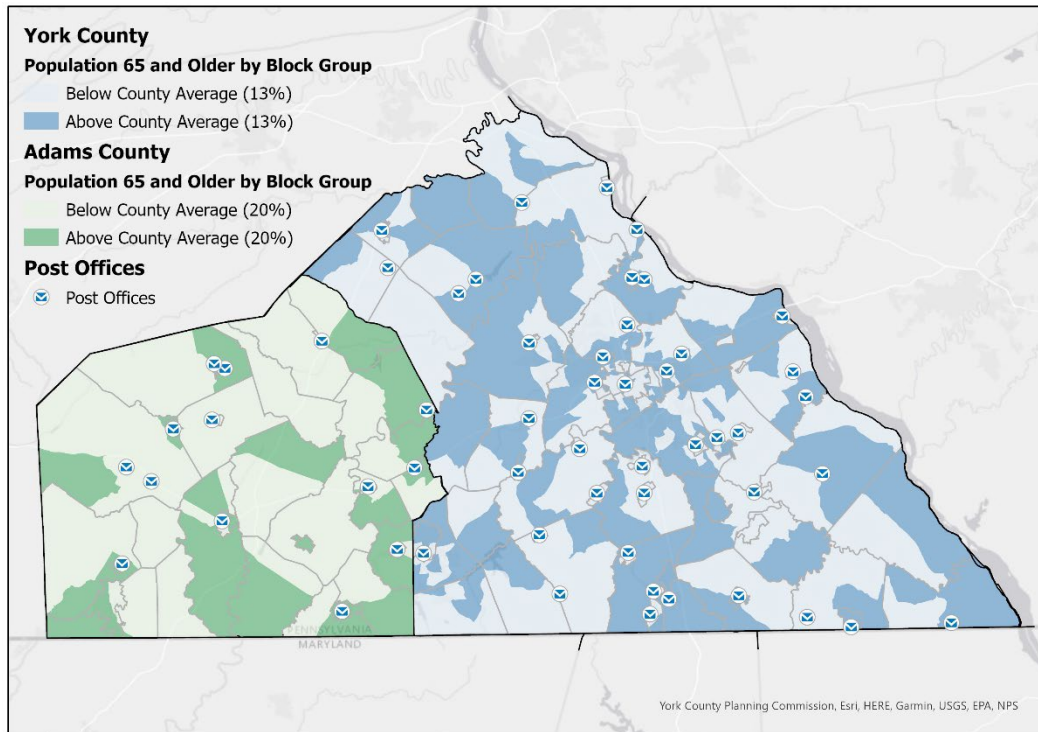
Polling places across York and Adams Counties by Census Block Groups above each county's average of households without access to a vehicle.



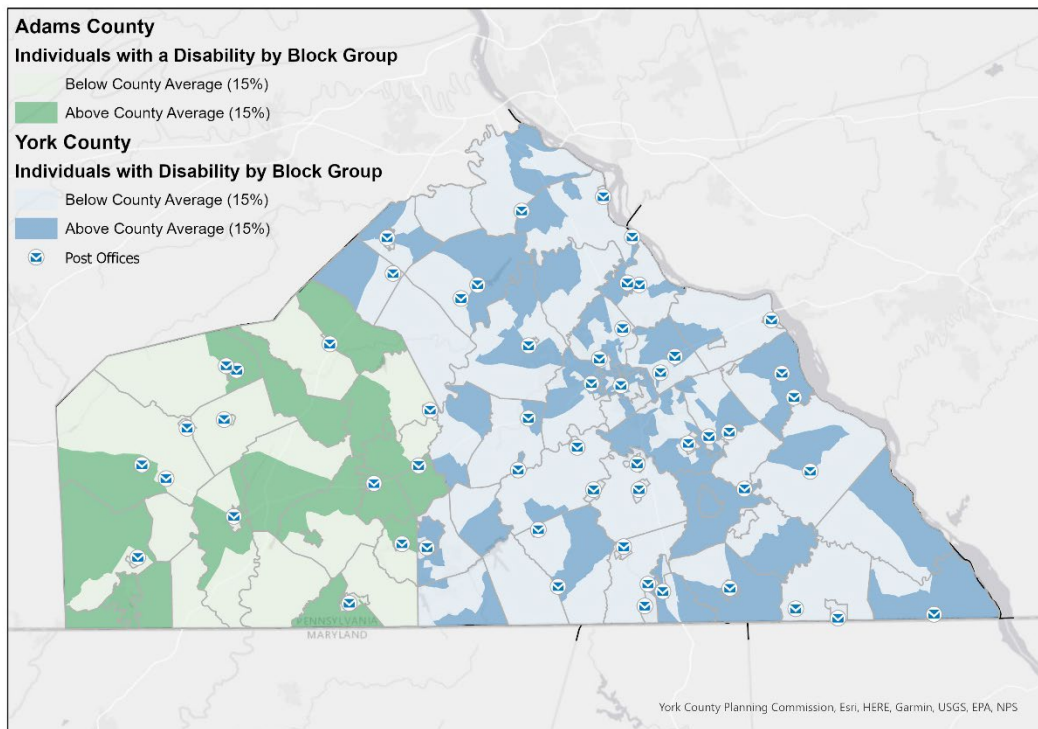


## POST OFFICES

Post offices across York and Adams Counties by Census Block Groups above each county's average of population 65 years and older.

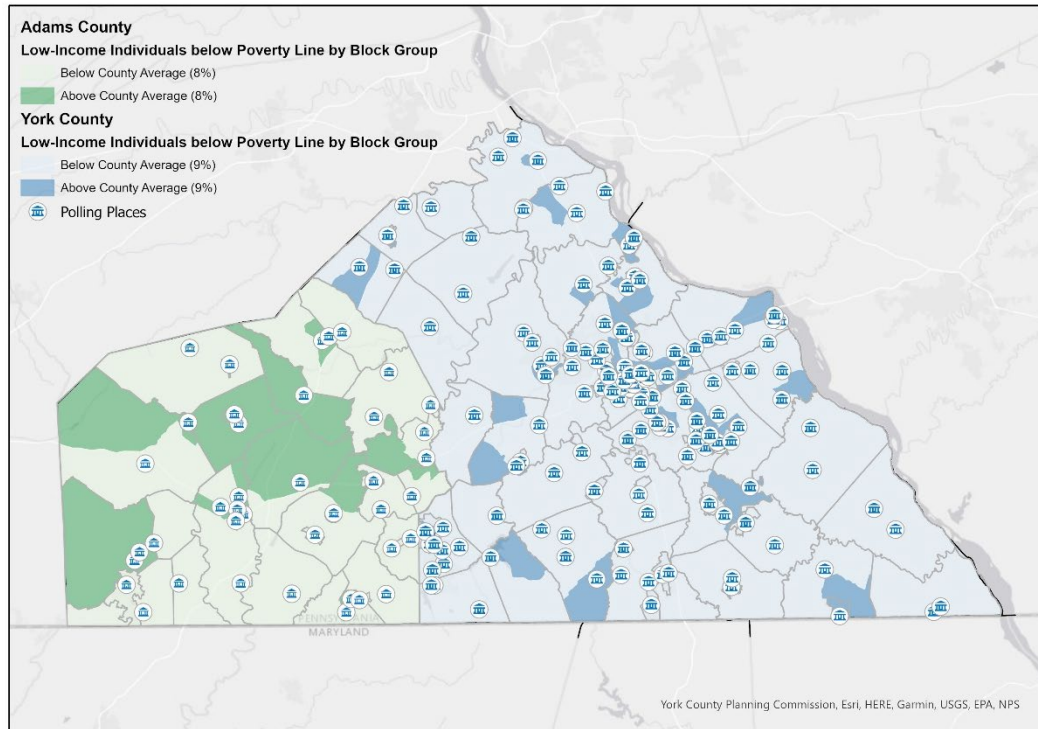


Post offices across York and Adams Counties by Census Block Groups above each county's average of individuals with a disability.

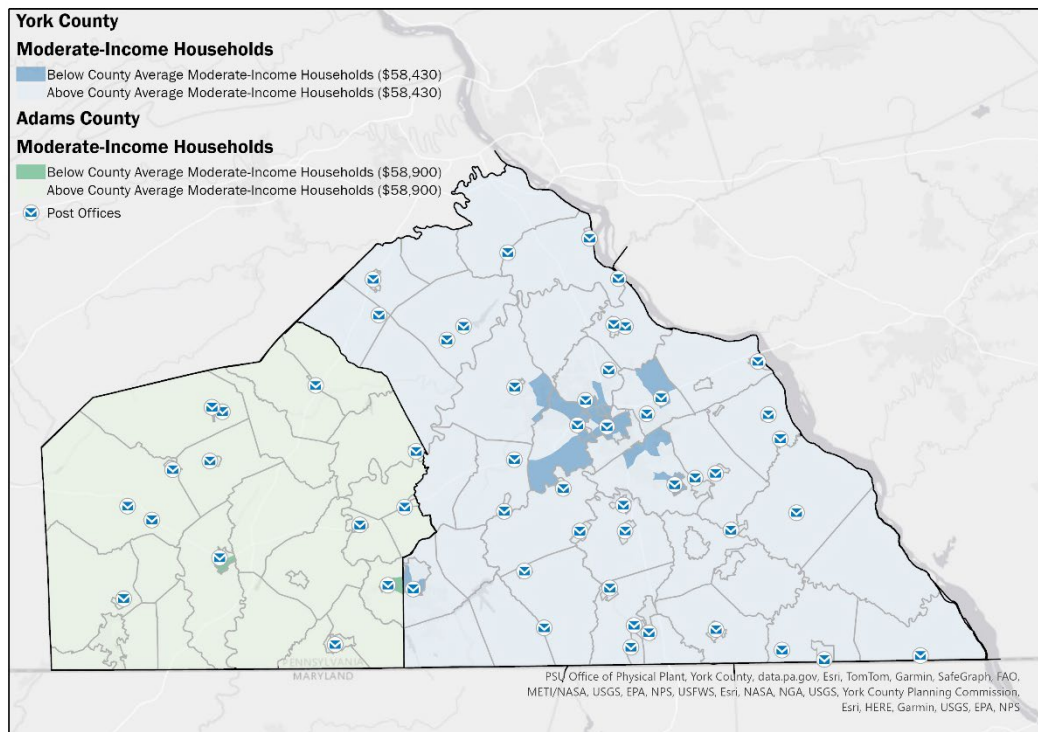




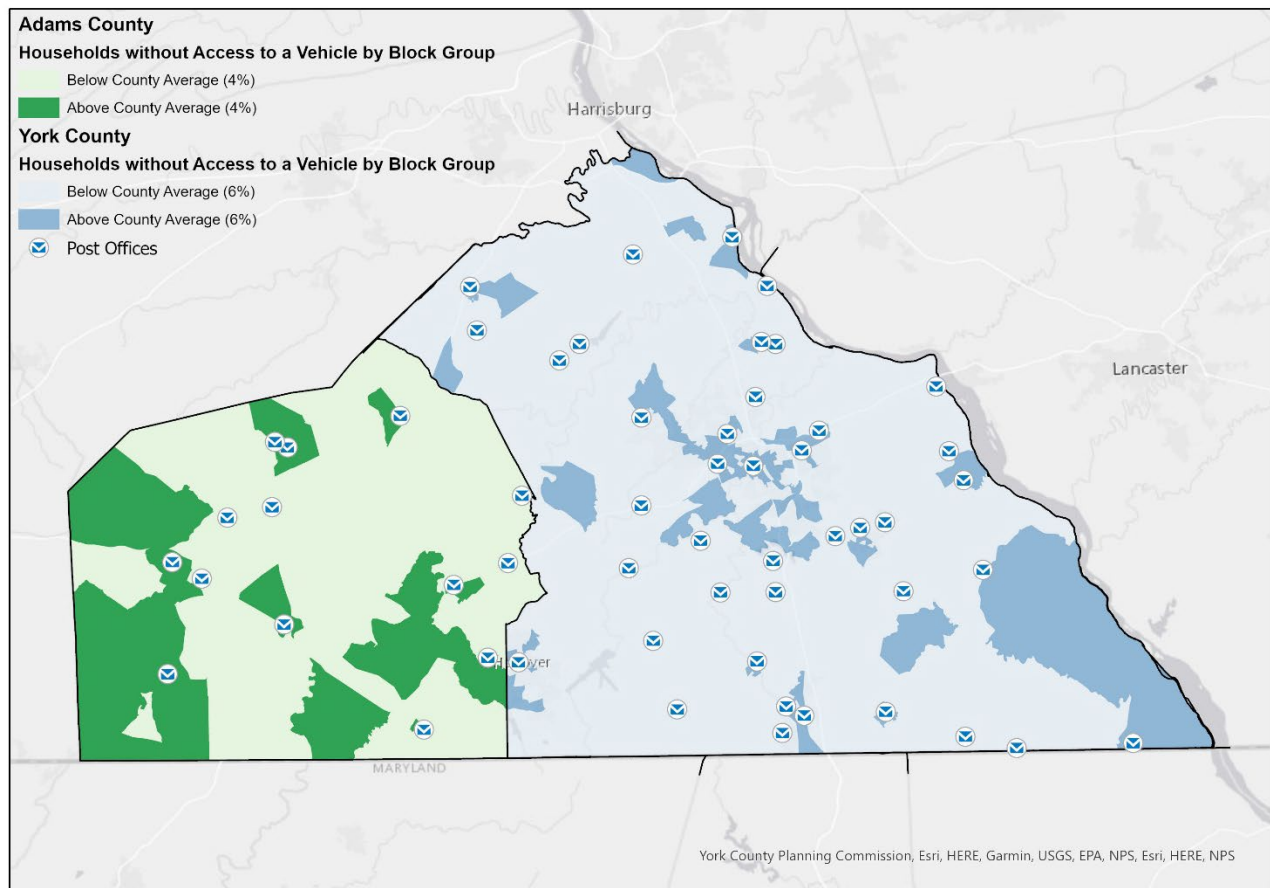
Post offices across York and Adams Counties by Census Block Groups above each county's average of low-income individuals below the poverty line.



Post offices across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.

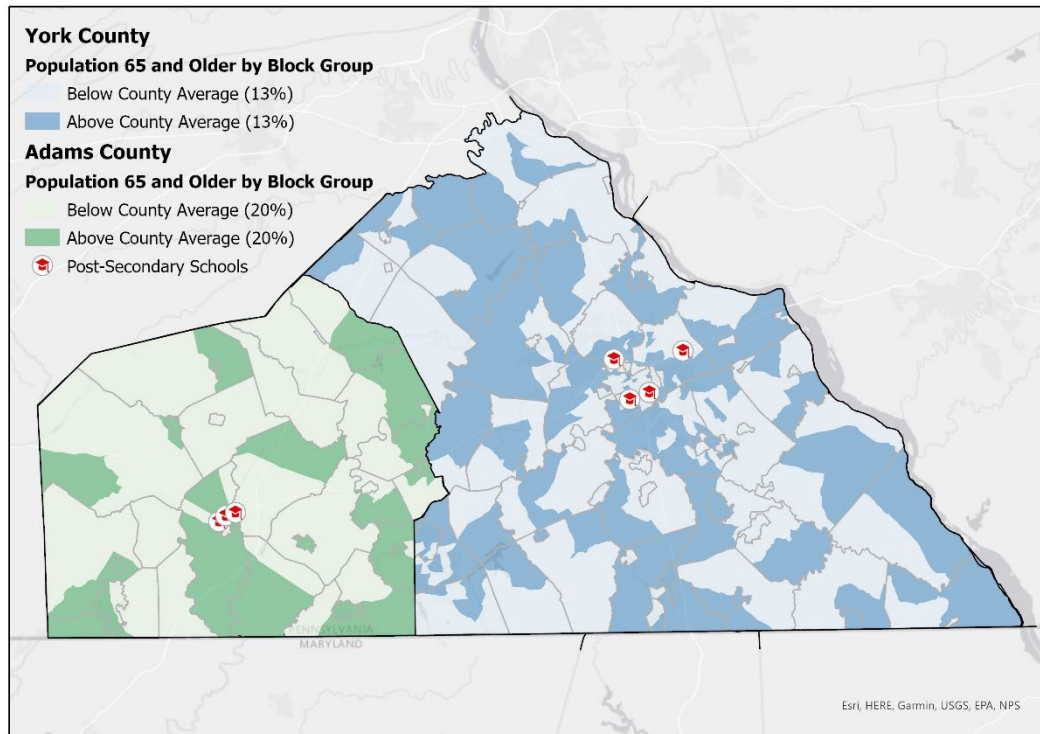


Post offices across York and Adams Counties by Census Block Groups above each county's average of households without access to a vehicle.

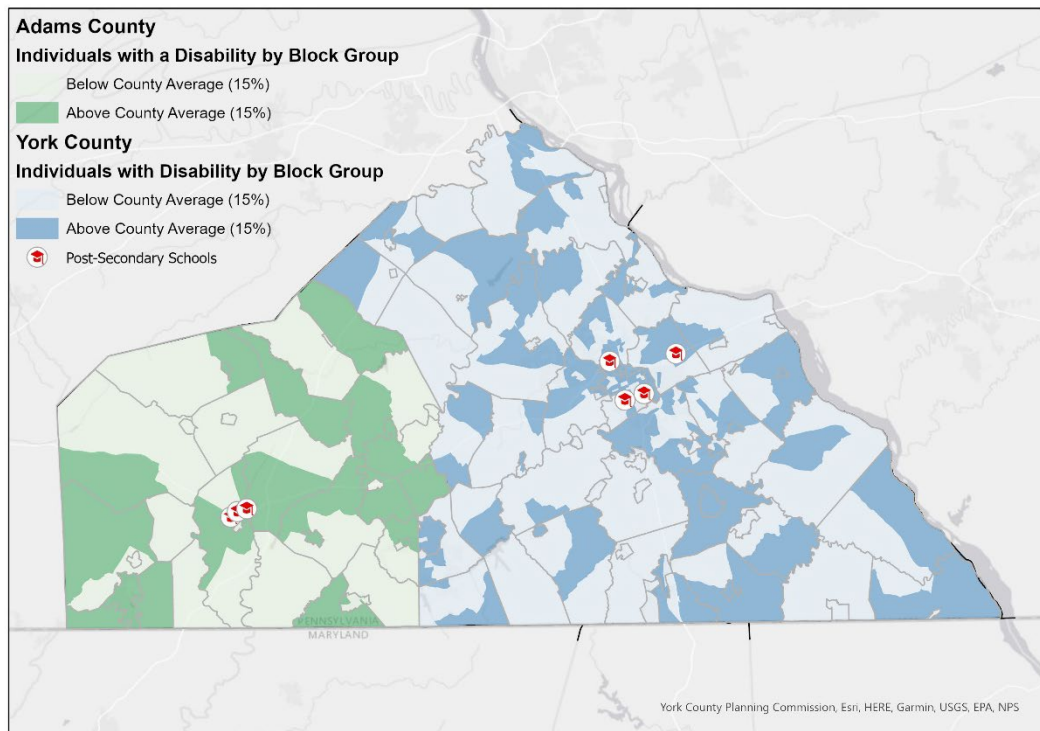


## POST-SECONDARY SCHOOLS

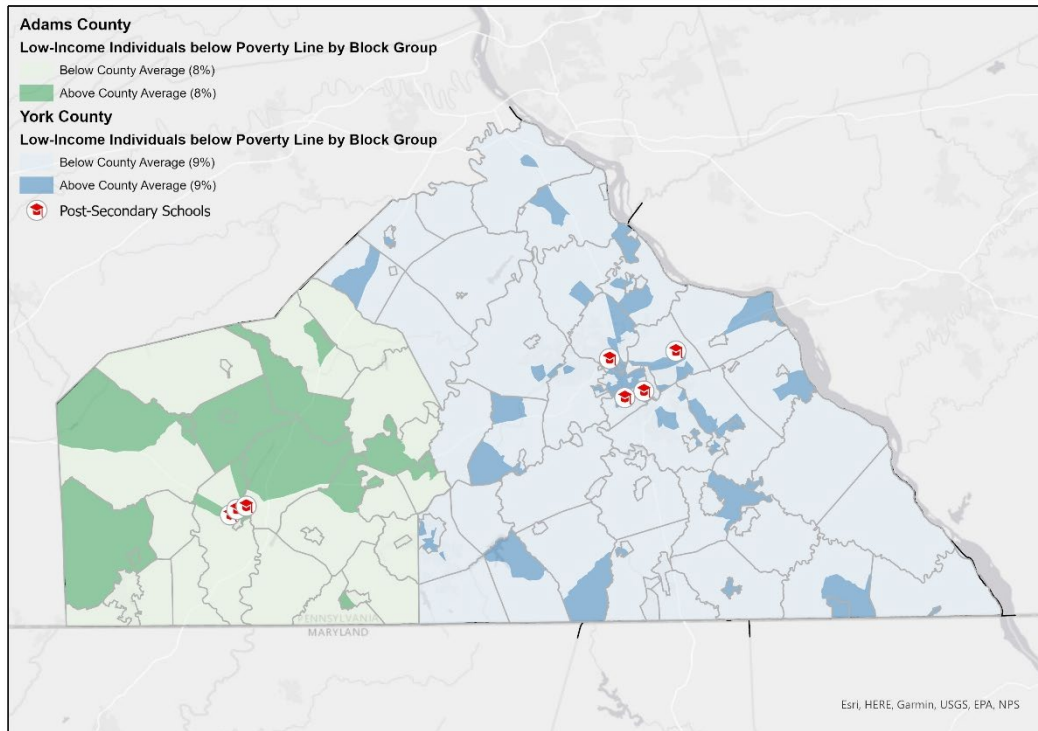
Post-secondary schools across York and Adams Counties by Census Block Groups above each county's average of population 65 years and older.



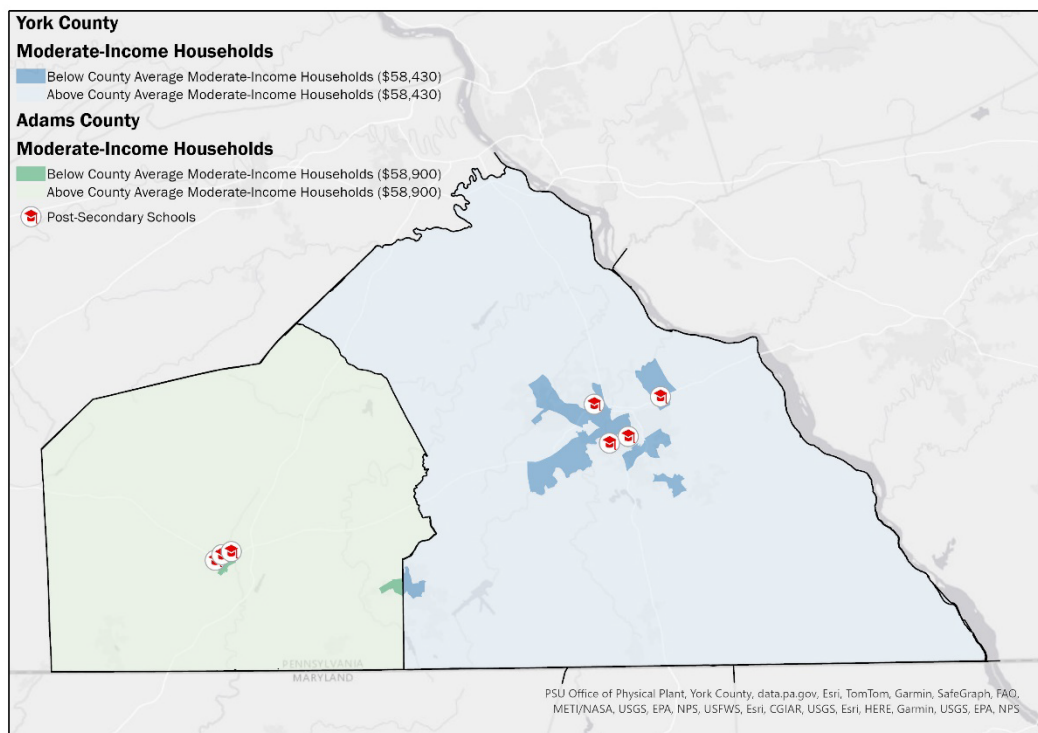
Post-secondary schools across York and Adams Counties by Census Block Groups above each county's average of individuals with a disability.



Post-secondary schools across York and Adams Counties by Census Block Groups above each county's average of low-income individuals below the poverty line.

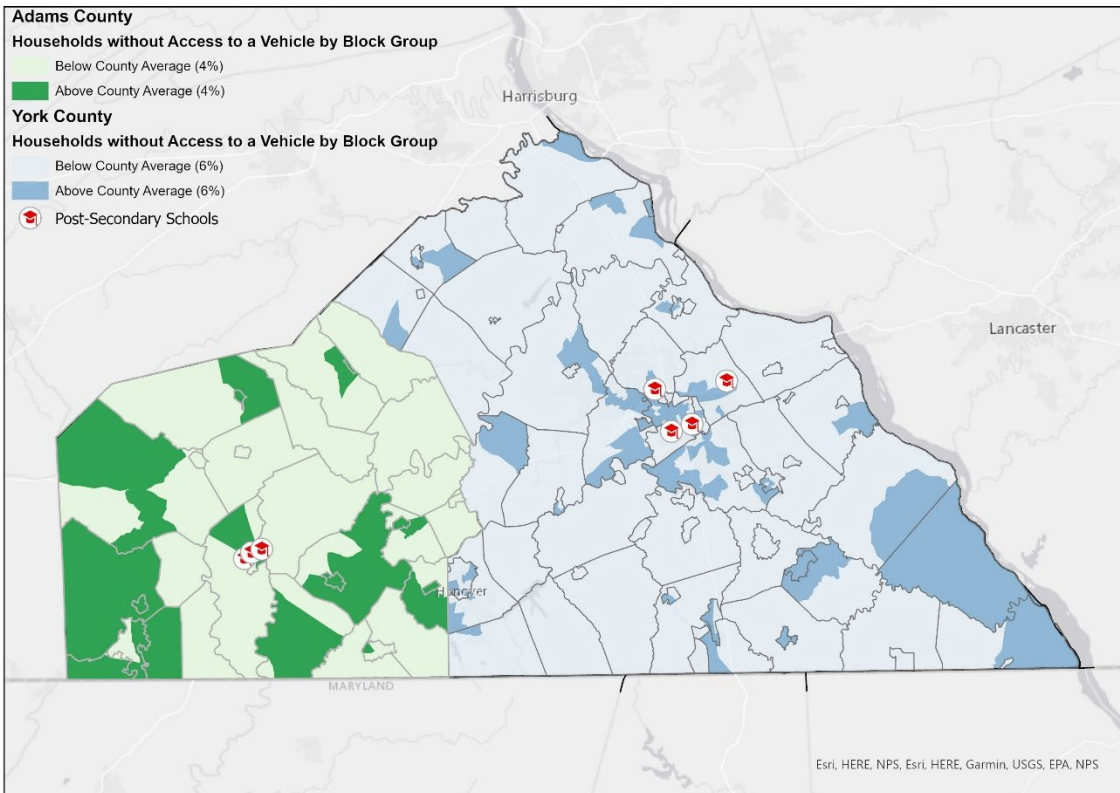


Post-secondary schools across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.



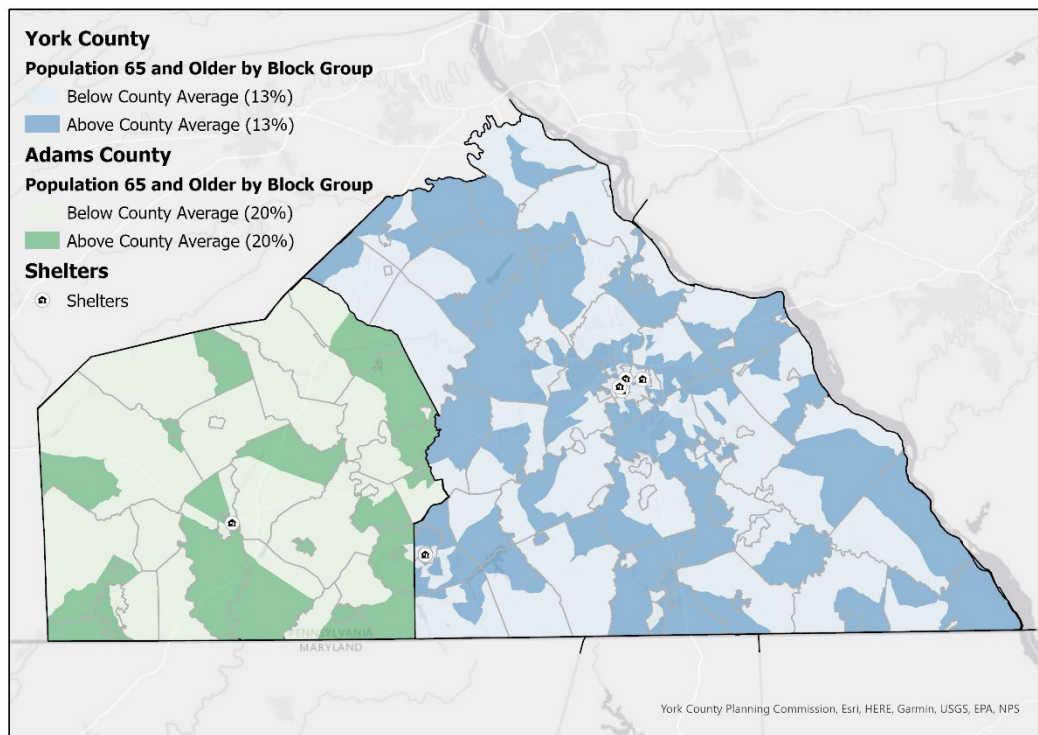


Post-secondary schools across York and Adams Counties by Census Block Groups above each county's average of households without access to a vehicle.

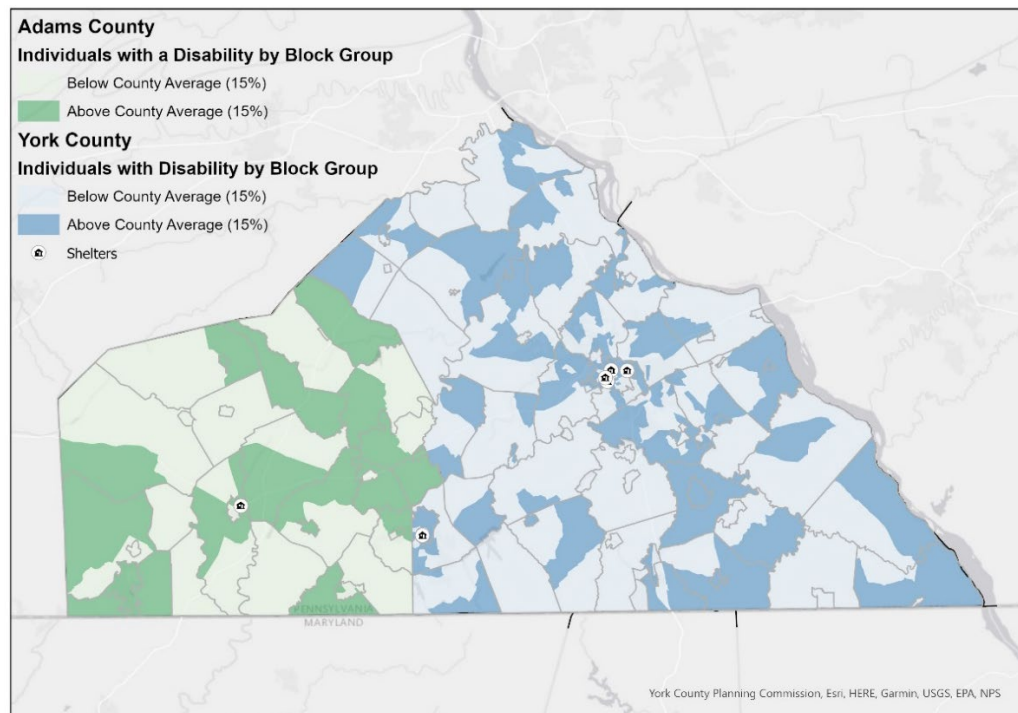


## SHELTERS

Shelters across York and Adams Counties by Census Block Groups above each county's average of population 65 years and older.

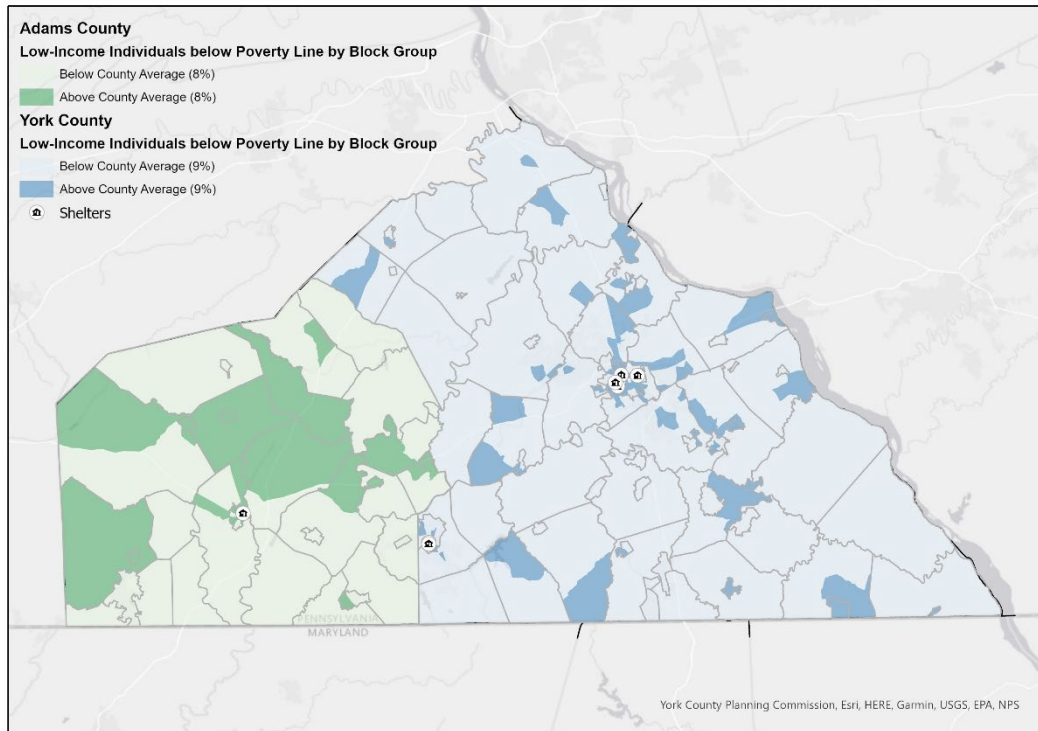


Shelters across York and Adams Counties by Census Block Groups above each county's average of individuals with a disability.

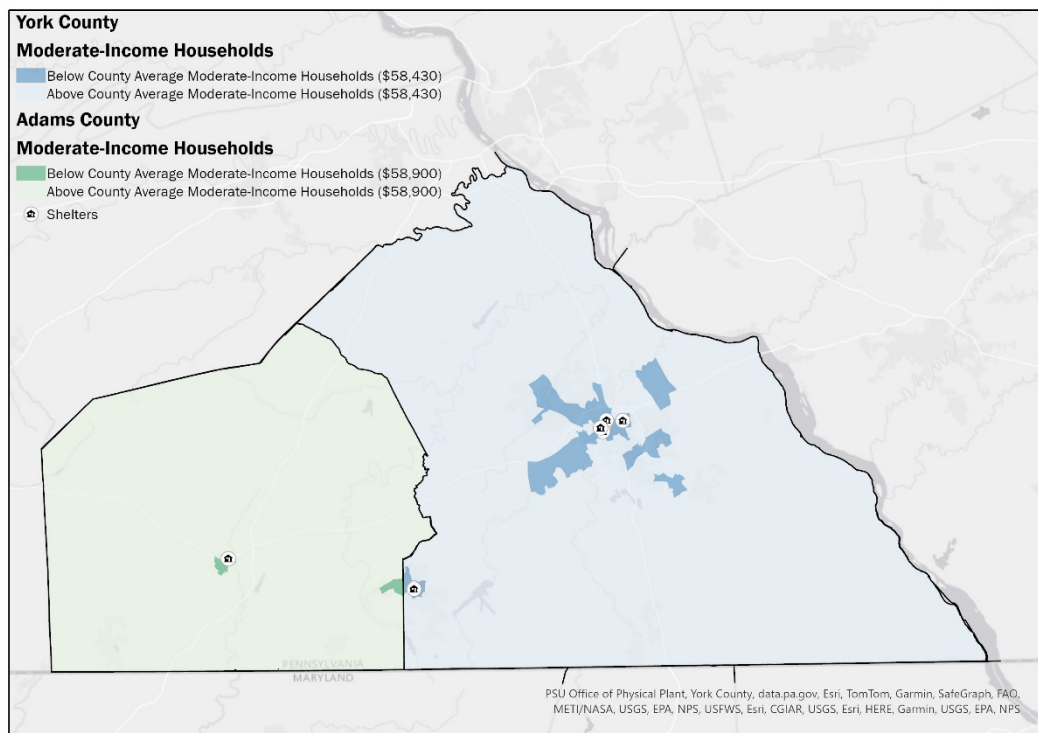




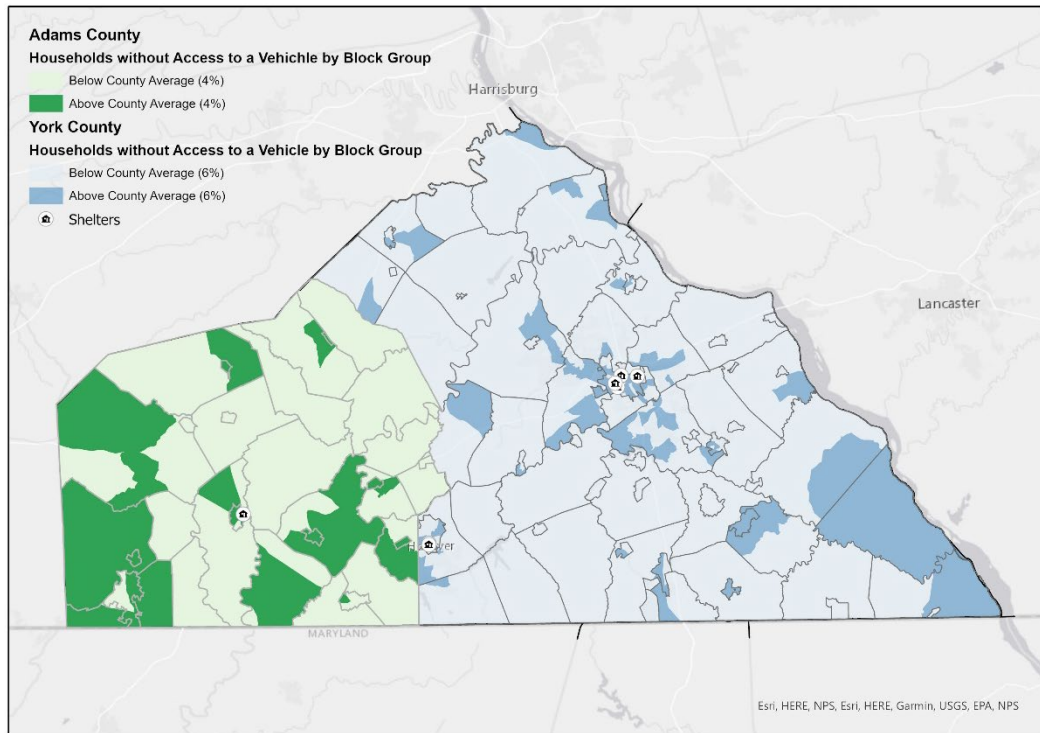
Shelters across York and Adams Counties by Census Block Groups above each county's average of low-income households below the poverty line.



Shelters across York and Adams Counties by Census Block Groups moderate-income households below each county's average income.



Shelters across York and Adams Counties by Census Block Groups above each county's average of households without access to a vehicle.



## **Appendix D: Destinations by NAICS Codes**

For destinations sourced from business point data the NAICS Codes used are below. York County destination location data was purchased in 2024 by the York County Economic Alliance from Data Axle. Adams County address point data was sourced from Adams County Emergency Management System and reviewed between the end of 2023 and July 2024.

### **Banks and Credit Unions**

5229101, 52213003 & 52213006

### **Childcare Facilities**

York County NAICS Codes: 62441003, 62441006, & 62441008

Adams County locations: Provided from the Pennsylvania Department of Human Services

### **Convenience Stores**

44512001

### **Fitness and Recreation Centers**

71394011, 71394013, & 71394015

### **Grocers and Supermarkets**

44511003

### **Pharmacies and Drug Stores**

44611009