



**rabbittransit**<sup>SM</sup>

*Annual Report 2016*

*rabbittransit is a Champion for  
Mobility, Changing Our World  
One Ride at a Time.*



## Director's Message

Fiscal year 2015-2016 has been a dynamic one for rabbittransit as it continues to pioneer forward toward new mobility opportunities. Delivering more than 2 million trips in the region, rabbittransit offers residents access to vital services they depend upon and need to age in place, connect to others and thrive within their communities.

More than 1 million trips were taken by riders to places of business for employment. Work access is critical to keep our regional economy competitive. rabbittransit also continues to partner with community leaders and healthcare advocates to advance community wellness initiatives to improve health outcomes for our residents.

The impact of public transportation runs much deeper than a trip from point A to point B. It is the means for which people have access to experiences that alter their lives in meaningful ways.

*Richard Farr*  
Executive Director

### MISSION STATEMENT

*Mobility is an essential need in order to experience a high quality of life. rabbittransit dedicates itself to providing its constituents safe, reliable and customer-centered mobility services consistent with the stewardship of its resources.*



## Community Impact

Access to mobility options empowers people to live independently, and advance health, economic vitality, self-sufficiency, and community.

## Vision Statement

*rabbittransit is a Champion for Mobility, Changing Our World One Ride at a Time.*



Members of the rabbittransit 3P Ride Inclusive Partnership Team.



The Cumberland County Commissioners appointed York Adams Transportation Authority (YATA) as the Shared Ride Coordinator for Cumberland County on July 1, 2015.

To further strengthen mobility services in the region, Cumberland County officially joined the Authority. YATA, which does business as rabbittransit, became the Central Pennsylvania Transportation Authority (CPTA) as the Secretary of State granted approval on December 15, 2015.

The Columbia County Commissioners appointed CPTA as the Shared Ride Coordinator of Columbia County on January 1, 2016.

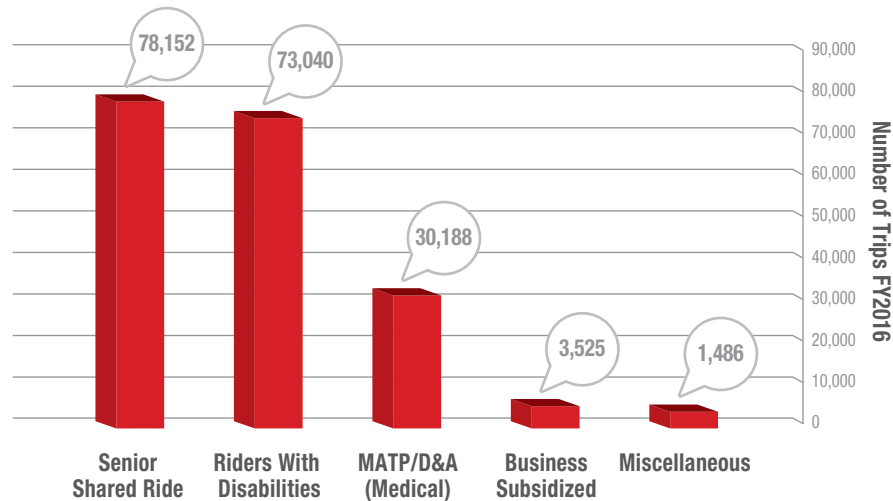


The Franklin County Commissioners appointed CPTA as the Shared Ride Coordinator for Franklin County, effective April 1, 2016.

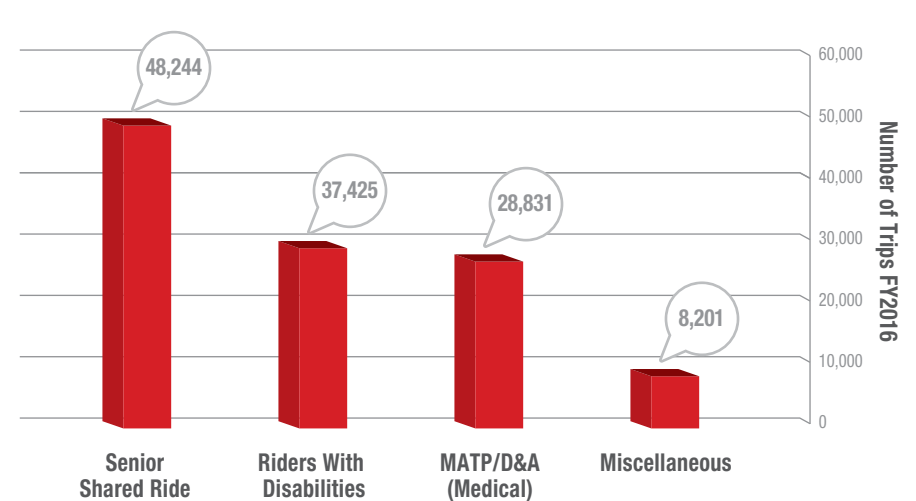
The Union, Snyder and Montour County Commissioners appointed CPTA as the Shared Ride Coordinator for those counties effective July 1, 2016.

Perry County commits to joining CPTA in 2016.

York/Adams/Cumberland/Franklin Paratransit Ridership By Program



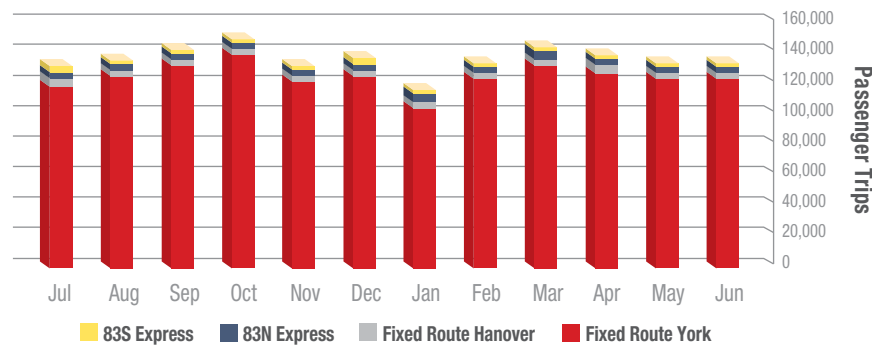
Columbia\*/Northumberland Paratransit Ridership By Program



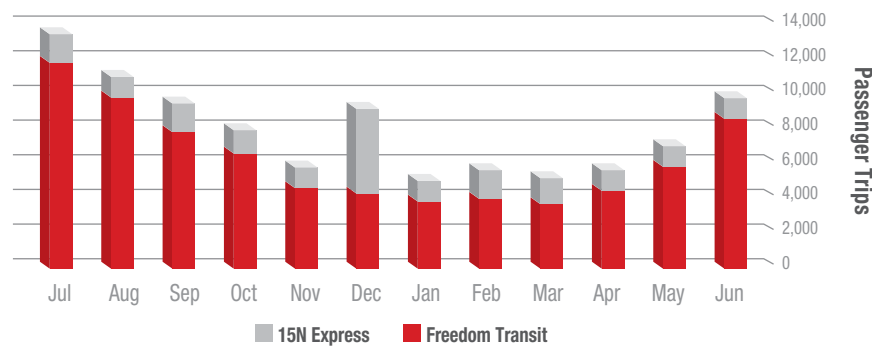
\* Ridership from January 1, 2016 through June 30, 2016.

## Fixed Route Ridership

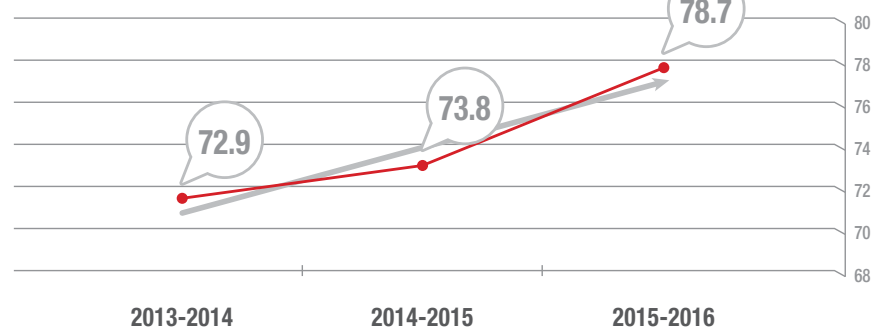
Fixed Route Ridership - York County FY2016



Fixed Route Ridership - Adams County FY2016



System On-Time Performance



## Infrastructure Improvements

### Northumberland Facility

Renovations were completed in January 2016 for the operations facility in Elysburg.

### 415 Zarfoss Drive

Shovels broke ground in June 2015 as a former Pfaltzgraff distribution center became the focus of major renovations. The property became the central operations and maintenance facility of rabbitransit, allowing for much needed expansion to house vehicles and administrative staff supporting a multi-county regional transit operation.

### Shrewsbury Park and Ride

rabbitransit, in partnership with the York County Planning Commission, completed a park and ride study that identified I-83 and Exit 4 to be an ideal location for a park and ride in Southern York County. rabbitransit located property at 15425 Elm Drive, Shrewsbury Borough. The project is scheduled to be completed in November 2016.



Renovations to the operations center in Elysburg were completed in January 2016.



The expanded central operations and maintenance facility in York opened in August 2016.



Work began on the new Park and Ride at I-83 and Exit 4 in Southern York County in November 2016.



## ***FindMyRidePA***

### **August 2015**

FindMyRidePA is a new, innovative resource that allows residents to learn about transportation options in their area or even plan a trip. FindMyRidePA is available throughout Adams, Cambria, Cumberland, Dauphin, Franklin, Lebanon and York counties. Individuals can utilize this software from a computer, tablet, smartphone or, in some locations, a kiosk. FindMyRidePA is sponsored through a joint effort between PennDOT and rabbittransit, with support from the USDOT and the Department of Veterans Affairs. FindMyRidePA will be available in Columbia, Montour, Northumberland, Snyder and Union counties by the end of 2016.



## ***myStop Bus Tracker***

### **November 2015**

Riders can track their bus while standing at the bus stop. rabbittransit posted special signs displaying QR Codes and SMS/texting options underneath its existing bus stops that offer real-time data at that stop for the top 100 locations along the York fixed routes.



## ***TEXT Tips to 411***

### **March 2016**

rabbittransit partnered with the City of York and Lamar Advertising to offer its buses as a promotional platform to help communicate a tip texting program.

#### **411 TEXT TIP INSTRUCTIONS:**

- 1. Text "YORKTIPS" and your message to 847411 (tip411).**
- 2. York City Police Department may reply to your message asking for additional information.**
- 3. Text "STOP" to end the dialogue.**

*rabbittransit Executive Director Richard Farr joins Mayor C. Kim Bracey and Police Chief Wesley Kahley at a press conference to bring awareness to the City of York's 411 anonymous crime tip line.*



## ***Steer Your Career: Recruitment Video***

### **April 2016**

In an attempt to bolster its driver recruitment efforts, rabbittransit released a new video campaign through social media including Facebook, LinkedIn & YouTube. Shot in a crisp, black and white style, 30-second videos capture the stories of both driver and rider in four different segments. The videos were generously donated by Hayman Studios and will continue to be promoted as recruitment continues in the nine-county region.

**hayman studio**  
commercial photography + video

*rabbittransit is committed to innovations in technology that make using public transportation easier and more convenient. We are proud to be an active partner and employer in the communities we serve.*

**“ It makes you feel good to be able to help people out and get them to where they need to be.”** - JOHN, rabbittransit driver

# Advancing Mobility



Members of the 3P Ride Inclusive Partnership Team met at the new rabbitransit facility in York in September 2016 to review critical plan initiatives.

## Inclusion Grant

rabbitransit submitted an application in March 2016 for the Inclusive Planning Impact Grant through an initiative known as Transit Planning4All. The goal of the project is to demonstrate how inclusive community planning can empower people with disabilities and older adults to be actively involved in designing and implementing public transportation systems. The grant opportunity is funded by the U.S. Administration for Community Living and Managed in Partnership with the Federal Transit Administration and administered by the Community Transportation Association of America (CTAA).

It was identified in May 2016 that rabbitransit was selected as one of 8 grantees throughout the country to participate in the national initiative. There were 50 applications submitted nationwide. rabbitransit was among 17 finalists to ultimately be awarded one of the top spots. Other grantees included those from South Burlington, VT; Washington, D.C.; Evanston, IL; Alice, TX; Flagstaff, AZ; Seattle, WA; and Ypsilanti, MI.

rabbitransit's grant totaled \$62,375 and will be used to advance a project known as "3P Ride: More People, More Places, More Possibilities." Currently, an Inclusive Partnership Team has been formed with 23 individuals from the York community



inclusive of older adults and people with disabilities, as well as representatives of organizations that serve both populations. There are six separate work groups that have been created to help advance the 3P Ride agenda.

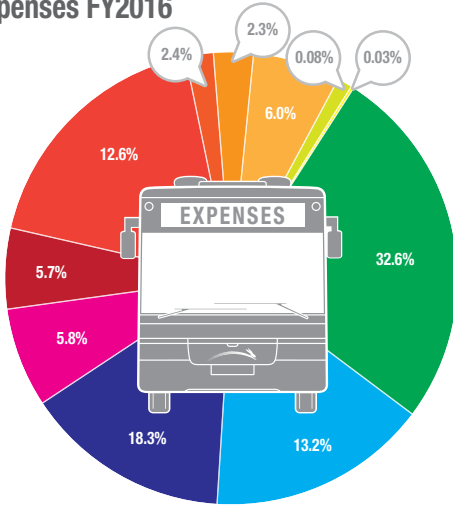
*3P Ride will actively involve older adults and people with disabilities in the planning, implementation and review of projects to expand transit options.*



**“ We believe our 3P Ride project will help identify innovative solutions for our residents and their mobility needs through an inclusive process.”**

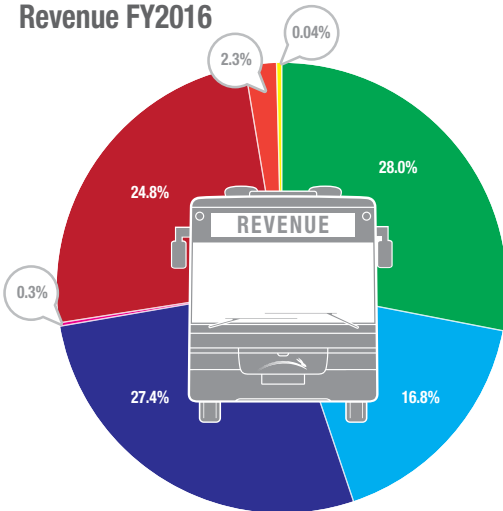
- DIANNA BENAKNIN, Program Manager, 3P Ride

## Expenses FY2016



- Miscellaneous (0.8%)
- Leases & Rental (0.3%)
- Wages - Drivers & Mechanics (32.6%)
- Wages - Administration (13.2%)
- Benefits - Drivers & Mechanics (18.3%)
- Benefits - Administration (5.8%)
- Professional Services (5.7%)
- Materials & Supplies (12.6%)
- Utilities (2.3%)
- Insurance & Casualty (2.4%)
- Subcontracted Transportation (6.0%)

## Revenue FY2016



- Adams County Funds (0.4%)
- State Funds (28.0%)
- Federal Funds (16.8%)
- Passenger Fares (27.4%)
- Miscellaneous Revenue (0.3%)
- Social Service Agencies (24.8%)
- York County Funds (2.3%)

### Board of Directors

Raymond Rosen, **Chairman**  
 Darlene Brown, **Vice Chairwoman**  
 Thomas Wilson, **Secretary**  
 Richard Carson, **Assistant Secretary**  
 Keith Martin, **Treasurer**

Silvia Herman, **Assistant Treasurer**  
 David McIntosh, **Member**  
 Kirk Stoner, **Member**  
 Theodore Streeter, **Member**  
 Richard Farr, **Executive Director**



415 Zarfoss Drive  
 York, PA 17404  
 800-632-9063  
[info@rabbittransit.org](mailto:info@rabbittransit.org)  
[rabbittransit.org](http://rabbittransit.org)

