Westmoreland Transit

TRANSIT
DEVELOPMENT PLAN

### 2024
WWW.WESTMORELANDTRANSIT.COM

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EXECUTIVE SUMMARY

The Transit Development Plan (TDP) serves as a strategic blueprint for improvements to transit service for Westmoreland County. It evaluates current conditions, identifies future public transportation needs, and makes recommendations to connect our thriving communities and residents to the places they want to go. The Westmoreland County Transit Authority (WCTA) partnered with the Pennsylvania Department of Transportation (PennDOT) to undertake the planning process starting in December 2022.

WCTA is a municipal authority that provides public transit service in Westmoreland County in the southeastern portion of the Pittsburgh region. WCTA manages a fleet of buses that operate on both fixed routes and as on-demand shared-ride transportation service.

The planning process included a wide range of community input, engagement with the WCTA Board of Directors and stakeholders, and data analysis of existing transit service performance and the market for transit in Westmoreland County. The vision, mission, service goals and objectives established for the TDP are based on WCTA's Strategic Business Plan and input from the community obtained through the TDP process. The TDP aims to align with these service goals and support WCTA's vision:

Westmoreland Transit connects people to life through mobility options.
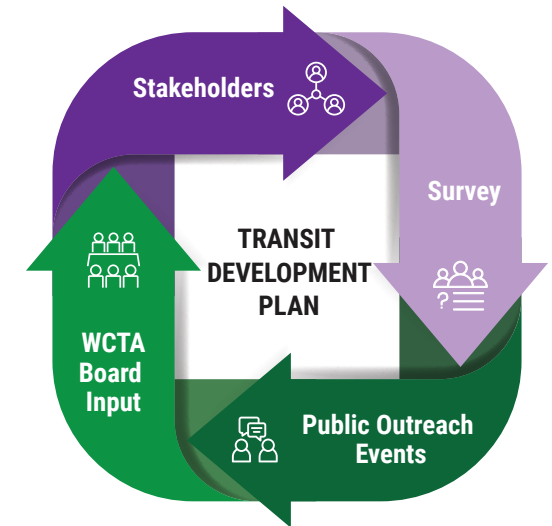
Stakeholders

Survey

TRANSIT DEVELOPMENT PLAN

WCTA Board Input

Public Outreach Events

TDP Service Goals

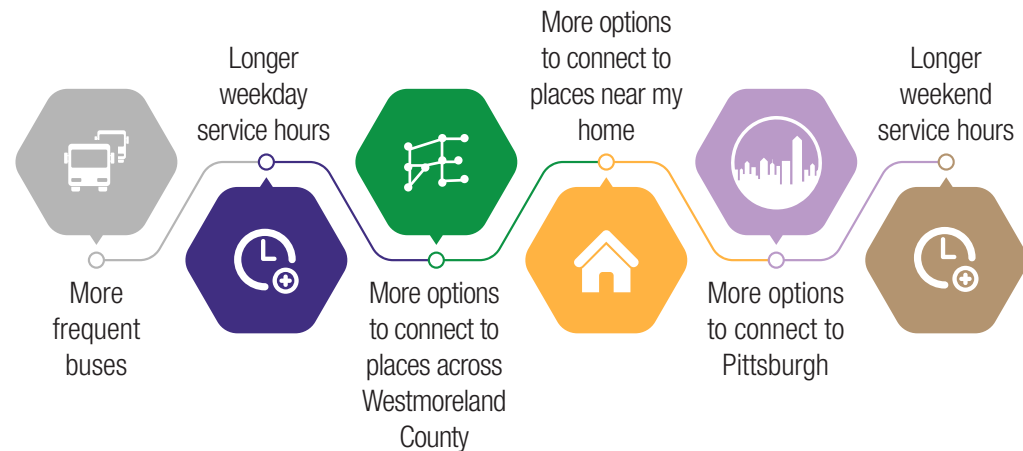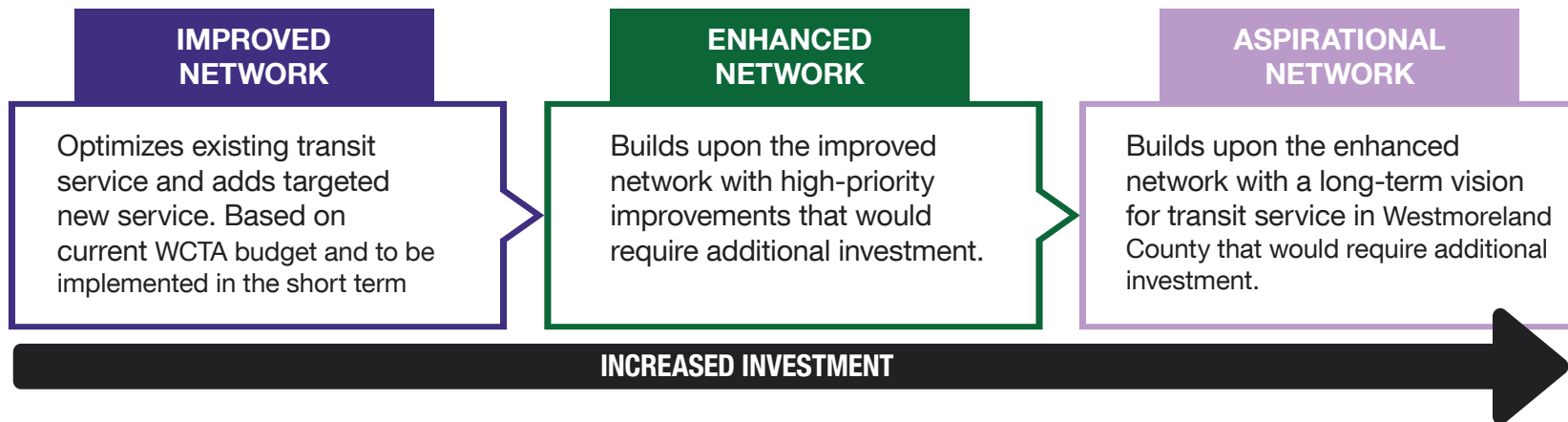| **Mobility** | Ensure service is accessible, available, and connects people to opportunities. |
Choice	Provide transportation choices that meet the needs of Westmoreland County residents and visitors.
Quality	Deliver a safe, reliable, high-quality customer experience.
Partnership	Strengthen community partnerships through transit.

The plan identifies opportunities for improvement based on an evaluation of existing service, community demographics, projected growth areas, and travel patterns. Feedback from a public survey, which had nearly 500 responses, as well as input from WCTA management and staff, were also considered. The community's highest priority improvements were for transit availability: more frequent buses, longer service hours, and more options to connect to places across Westmoreland County.

More frequent buses

Longer weekday service hours

More options to connect to places across Westmoreland County

More options to connect to places near my home

More options to connect to Pittsburgh

Longer weekend service hours

Service improvement options were developed and packaged into three service plan alternatives that represent increasing levels of investment:

IMPROVED NETWORK

Optimizes existing transit service and adds targeted new service. Based on current WCTA budget and to be implemented in the short term

ENHANCED NETWORK

Builds upon the improved network with high-priority improvements that would require additional investment.

ASPIRATIONAL NETWORK

Builds upon the enhanced network with a long-term vision for transit service in Westmoreland County that would require additional investment.

INCREASED INVESTMENT

The TDP presents recommendations in each alternative network, including changes to bus routes and potential introduction of a new on-demand service type called microtransit in specific areas. The improved network makes service easier to understand, more direct, and focuses on higher demand areas within Westmoreland County while still maintaining key regional connections outside of the county.

The enhanced and aspirational networks are future guides for WCTA, but additional funding has not been identified to implement these changes. Recommendations for these two networks include longer service hours, more frequent buses, and several new routes or on-demand service areas.

The TDP also contains a financial and implementation plan for the improved network. This outlines the steps and resources that are required by WCTA to implement improvements over the next several years.

Overall, the TDP provides a strategic roadmap for improving public transit in Westmoreland County, with a focus on meeting the community's needs and enhancing the overall transit experience.

INTRODUCTION

What is a Transit Development Plan?

The Transit Development Plan (TDP) serves as a strategic blueprint for improvements to transit service for Westmoreland County over the next several years. This plan evaluates current public transportation conditions, identifies future public transportation needs, and makes recommendations to connect our thriving communities and residents to the places they want to go.

The Westmoreland County Transit Authority (WCTA) partnered with the Pennsylvania Department of Transportation (PennDOT) to undertake the planning process starting in December 2022. The development of the TDP followed the process and steps shown in Figure 1.

Figure 1. Planning Process
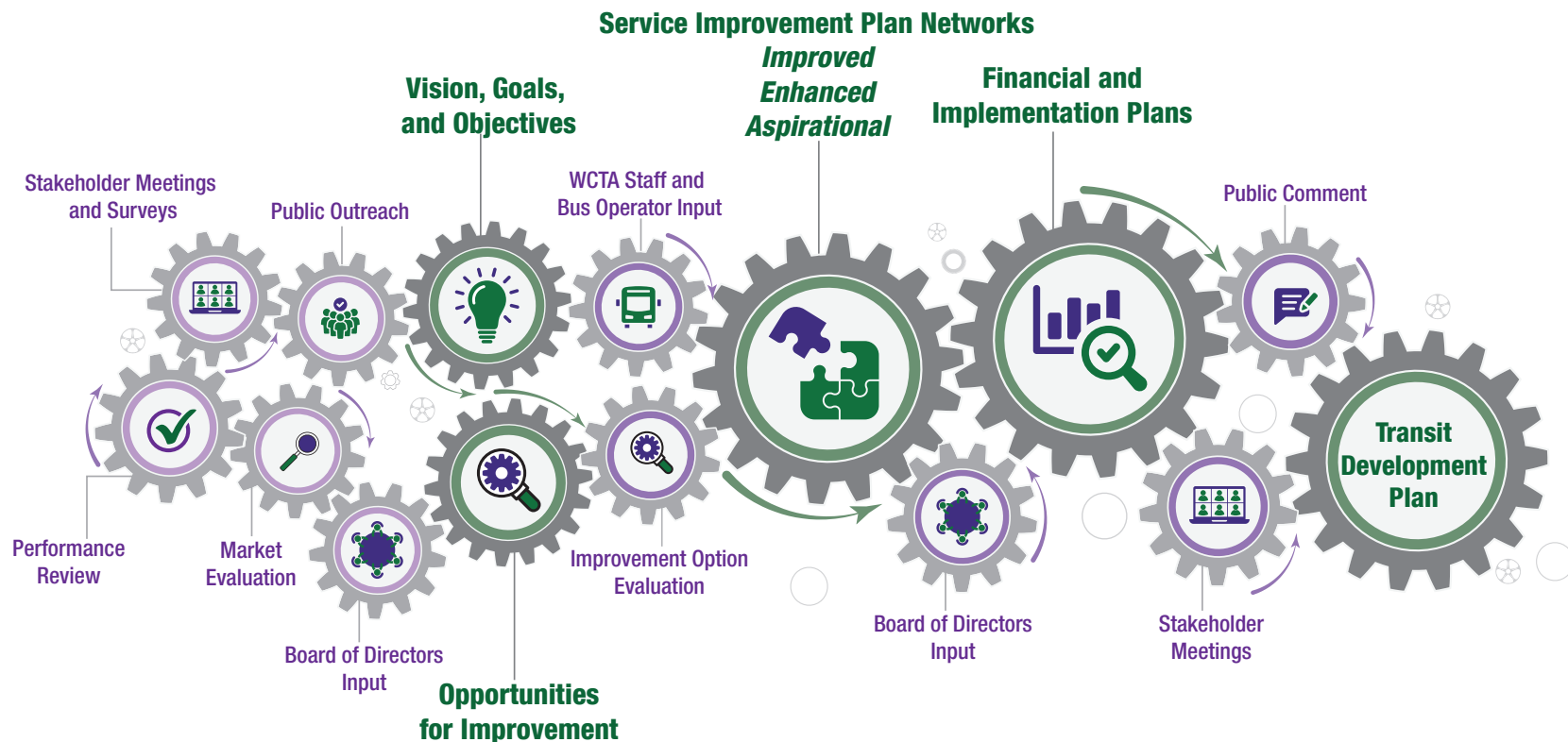
WCTA Organization and Governance

WCTA was formed in 1978 to oversee public transportation service in the City of Greensburg and the surrounding county. WCTA manages a fleet of buses that operate on both fixed routes and as on-demand shared-ride transportation service.

Board of Directors

WCTA is governed by a seven-member Board of Directors that is appointed by the Westmoreland County Board of Commissioners. The Board holds regularly scheduled meetings on the third Thursday of each month at the Westmoreland Transit Center, 42 Bell Way in Greensburg, that are open to the public.

The Board consists of the following members as of 2024:

- Chairman – Frank M. Tosto
- Vice-Chairman – Rosie Wolford
- Treasurer – Debbie Irwin
- Assistant Treasurer – Dan DeBone
- Secretary – Anthony Lizza
- Assistant Secretary – Roderick T. Booker
- Board Member – J. Wood Weissinger

Organizational Structure

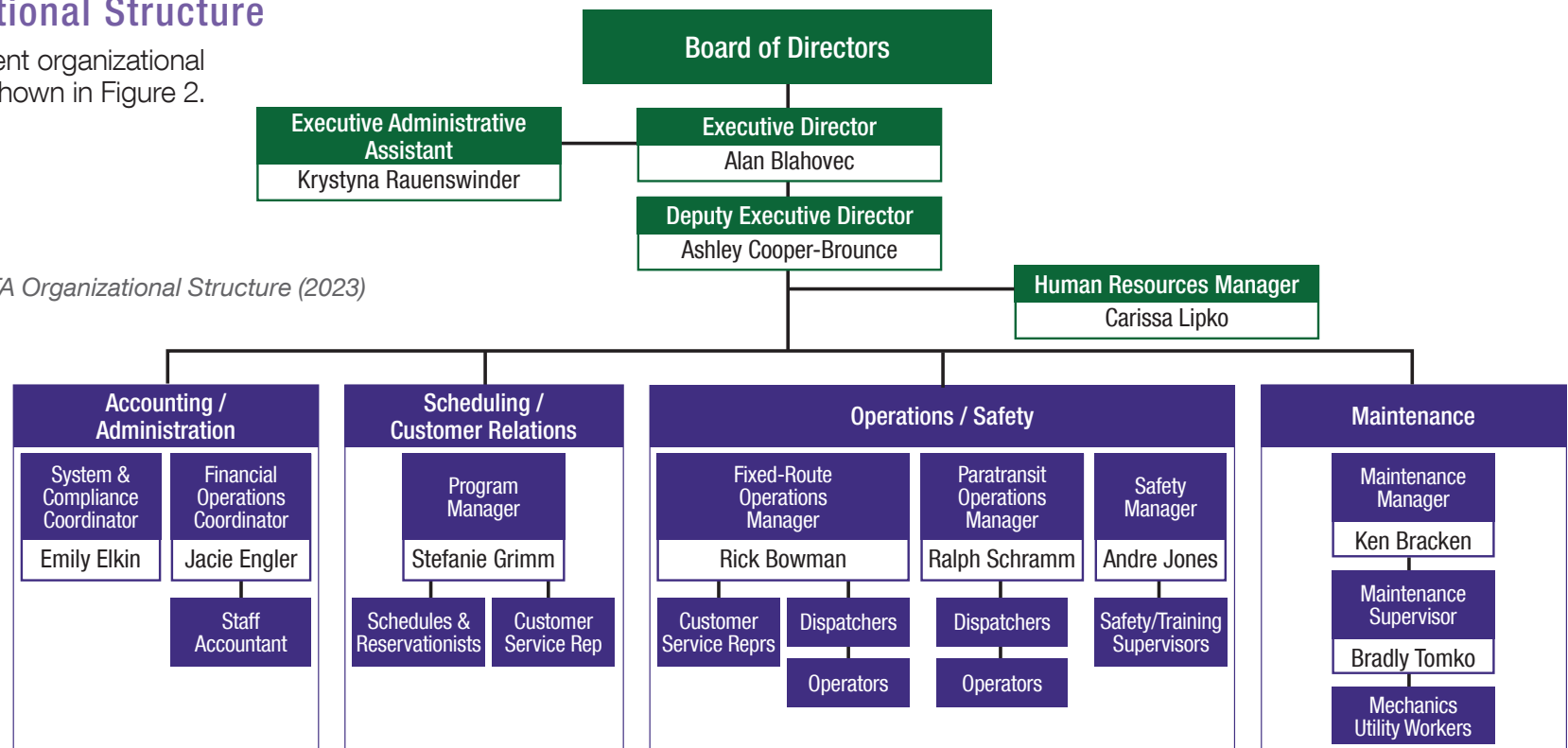WCTA's current organizational structure is shown in Figure 2.

Figure 2: WCTA Organizational Structure (2023)

Vision, Mission, and Service Goals

The vision, mission, service goals and objectives established for the TDP were created based on priorities previously outlined by WCTA through its Strategic Business Plan, public feedback obtained through surveys and in-person open-house events, and regional stakeholder feedback. The vision, mission, service goals and objectives were presented to the WCTA Board of Directors for their input and confirmation during the planning process.

Vision Statement

The vision statement is a clear and shared picture of the future an organization seeks to create. WCTA has adopted the following vision:
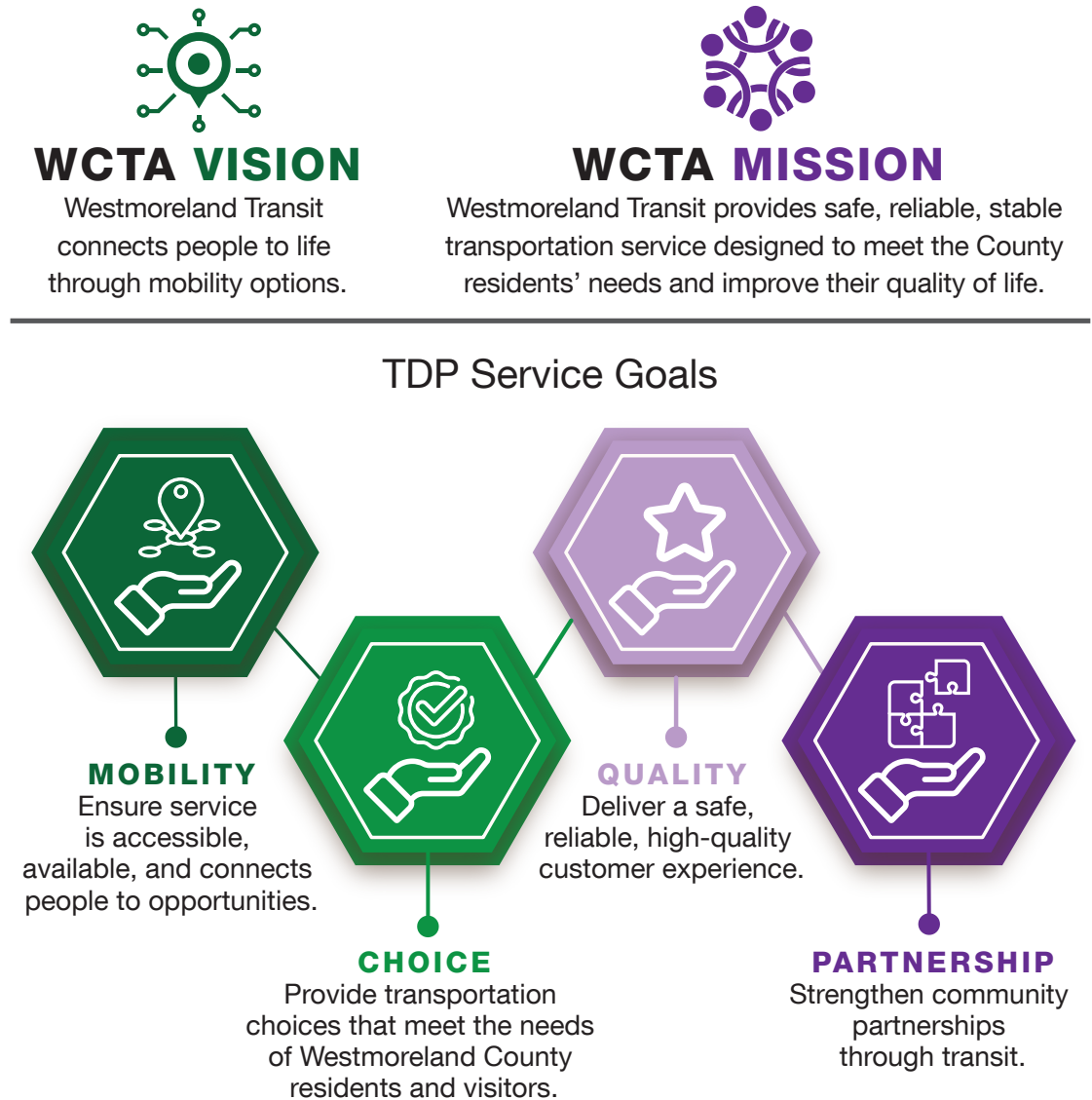
Westmoreland Transit connects people to life through mobility options.

Mission Statement

The mission statement communicates the purpose of the organization to external stakeholders, system users, and agency employees. The following outlines the mission of WCTA:

Westmoreland Transit provides safe, reliable, stable transportation service designed to meet the County residents' needs and improve their quality of life.

Figure 3: WCTA Vision, Mission, and Service Goals

WCTA VISION
Westmoreland Transit connects people to life through mobility options.

WCTA MISSION
Westmoreland Transit provides safe, reliable, stable transportation service designed to meet the County residents' needs and improve their quality of life.

TDP Service Goals

MOBILITY
Ensure service is accessible, available, and connects people to opportunities.

CHOICE
Provide transportation choices that meet the needs of Westmoreland County residents and visitors.

QUALITY
Deliver a safe, reliable, high-quality customer experience.

PARTNERSHIP
Strengthen community partnerships through transit.

Service Goals and Objectives

Goals break down the mission statement into achievable parts, and objectives offer specific ways those goals can be achieved. Based on previous planning documents, public feedback, and stakeholder feedback, the future implementation of the TDP will strive to meet the goals shown in Table 1.

Table 1: WCTA Transit Service Goals and Objectives

Goals	Goal Descriptions	Objectives
Mobility	Ensure service is accessible, available, and connects people to opportunities.	Provide equitable access and connectivity to a wide range of communities given available funding.
Choice	Provide transportation choices that meet the needs of Westmoreland County residents and visitors.	Encourage more people to choose transit by offering convenient services, flexible for their needs.
Quality	Deliver a safe, reliable, high-quality customer experience.	Provide user-friendly and clear information, improved amenities, excellent customer service, and predictable and consistent passenger experience.
Partnership	Strengthen community partnerships through transit.	Collaborate with stakeholders, schools, local businesses, and other transportation agencies for an integrated approach to transit service.

Service Guidelines

To create a service that supports this strategic vision, WCTA's service guidelines were updated as part of the TDP. These service guidelines are a reference WCTA will use when making decisions on where, when, and how transit service is developed and implemented. They contain guidance around minimum service levels, route design, and bus stops.

Performance Standards

WCTA and PennDOT conduct recurring performance reviews and annual reports using the following metrics for fixed route service in annual totals and five-year trends.

- Passengers per Revenue Vehicle Hour
- Operating Cost per Revenue Vehicle Hour
- Operating Revenue per Revenue Vehicle Hour
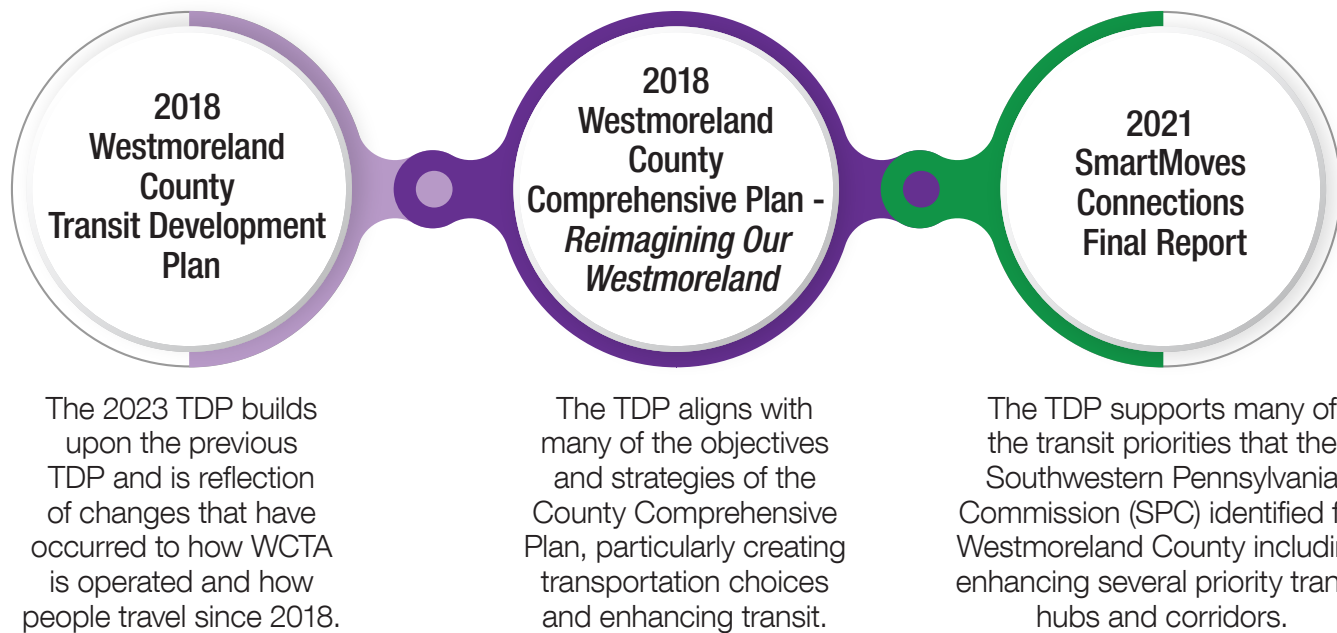- Operating Cost per Passenger

The last performance review report for WCTA was produced in October 2020 and included targets for 2024. In the upcoming years, WCTA is prepared to update these targets with the current metrics and create future performance targets as part of the performance review process.

Performance measures WCTA uses for shared-ride service include:

- Total Trips by Funding Program (Senior, Persons with Disabilities, etc.)
- Operating Cost per Passenger
- Operating Subsidy per Passenger Trip
- On-Time Performance
- Trip Completion Rate
- Customer Satisfaction

Relationship to Previous Plans

To develop a transit plan for the future, it is crucial to align with previous plans and understand where they can be built upon. The TDP is connected to the following previous plans:

2018 Westmoreland County Transit Development Plan

2018 Westmoreland County Comprehensive Plan - *Reimagining Our Westmoreland*

2021 SmartMoves Connections Final Report

The 2023 TDP builds upon the previous TDP and is reflection of changes that have occurred to how WCTA is operated and how people travel since 2018.

The TDP aligns with many of the objectives and strategies of the County Comprehensive Plan, particularly creating transportation choices and enhancing transit.

The TDP supports many of the transit priorities that the Southwestern Pennsylvania Commission (SPC) identified for Westmoreland County including enhancing several priority transit hubs and corridors.

REVIEW OF EXISTING SYSTEM

Overview of Existing System

WCTA is a municipal authority that provides safe and reliable public transit service in Westmoreland County in the southeastern portion of the Pittsburgh region. WCTA manages a fleet of buses that operate on both fixed routes and as on-demand shared-ride transportation service.

Services Provided

FIXED ROUTE BUS SERVICE

WCTA operates a series of fixed route regional and local bus services as well as commuter bus services. Fixed route services follow a predetermined route with set schedules and stops. Regional fixed route bus services connect riders between municipalities in Westmoreland County. Local fixed routes operate within cities, boroughs, and their surrounding neighborhoods. Commuter bus routes share the same characteristics of fixed route operations, but these routes are typically long-distance, transporting riders to urban employment centers. WCTA's commuter bus routes move Westmoreland County residents from Greensburg, Latrobe, Mount Pleasant, and New Kensington to Pittsburgh.

Currently, WCTA runs the following fixed route services shown in Table 2.

Table 2: Existing WCTA Routes

Route	Weekday Service	Saturday Service
Route 1-F: Greensburg – Pittsburgh Flyer	Yes	
Route 2-F: Latrobe – Pittsburgh Flyer	Yes	
Route 3-F: Mt. Pleasant – Pittsburgh Flyer	Yes	
Route 4: Greensburg – Pittsburgh	Yes	Yes
Route 5: Jeannette – Greensburg	Yes	Yes
Route 6: Irwin – Greensburg	Yes	
Route 8: Greensburg – Mt. Pleasant	Yes	Yes
Route 9: Greensburg – Latrobe	Yes	Yes
Route 9C: Ligonier – Greensburg	Yes	
Route 11: Johnstown - Latrobe	Yes	
Route 12/12B: Greensburg – New Kensington	Yes	
Route 14A/14B/14C: Local New Kensington	Yes	Yes
Route 14-F: New Kensington – Pittsburgh Flyer	Yes	
Route 14J: New Kensington-Westmoreland Business & Research - Pittsburgh Mills	Yes	Yes
Route 15: Avonmore – New Kensington	Yes	
Route 16: Greensburg – Countryside Plaza	Yes	
Route 17: Mt. Pleasant – Scottdale	Yes	Yes

Flyer (F) routes utilize the busways within Allegheny County to access downtown Pittsburgh. Fixed route weekday operations begin at 5:15 am and continue to 7:30 pm, although actual service time varies by route. Saturday operations begin at 8:00 am and continue to 6:30 pm and vary by route. No service operates on Sundays. Most regional and local fixed routes operate with a two-hour headway between buses on each route.

GO WESTMORELAND

GO Westmoreland is WCTA's shared-ride demand response service for the following programs in addition to being open to the general public:

- Senior Shared-Ride Program
- Medical Assistance Transportation Program (MATP)
- Americans with Disabilities Act (ADA) complementary paratransit
- Persons with Disabilities Program (PwD)

GO Westmoreland provides on-demand shared-ride trips without predetermined schedules and stops. The rider may share the transit vehicle with others and may not be taken directly from their origin to their destination in order to accommodate the needs of all passengers. Riders must apply in advance to use the service, and a reservation is required to take a trip—up to two weeks prior and at least one business day in advance before 12:00 pm. Trips can be scheduled by phone or online. Customers are provided a 30-minute pickup window that begins 15 minutes prior to their scheduled time.

Effective December 8, 2022, GO Westmoreland follows the service hours shown in Table 3. The service area is all of Westmoreland County and a 5-mile "buffer zone" around the county.

Table 3: Existing GO Westmoreland Service

| Service	Service Hours
Monday through Friday Service	**7:00 am – 7:00 pm**
Work	7:00 am – 7:00 pm
Medical Trips	8:00 am – 5:00 pm
Shopping/Recreation	Tuesday/Thursday 9:00 am – 3:00 pm
*Pittsburgh (Allegheny County)	Wednesday/Friday Drops off at 9:00 am Returns between 2:00 pm and 3:00 pm
*Monroeville (Allegheny County)	Drops off at 9:00 am, 11:00 am, 1:00 pm Returns at 11:00 am, 1:00 pm, 5:00 pm
*Natrona Heights-Brackenridge-Tarentum-Cheswick-Aspinwall-Penn Hills-Verona-Oakmont (Allegheny County)	Drops off at 8:30 am, 11:00 am, 1:00 pm Returns at 10:30 am, 1:00 pm., 4:00 pm
*Johnstown (Cambria County)	Drops off at 10:30 am Returns at 3:00 pm
*Connellsville (Fayette County)	Drops off at 10:00 am and 12:00 pm Returns at 12:30 pm and 2:30 pm
Saturday Service	**7:00 am – 4:00 pm**
Work	7:00 am – 4:00 pm
Medical Trips	8:00 am – 4:00 pm
Shopping/Recreation	10:30 am – 2:30 pm
Servicing Westmoreland County	No out of County trips

Other riders are picked up and dropped off along the way during these trips

Areas Served

WCTA serves 33 municipalities within Westmoreland County and provides commuter bus service to Pittsburgh in Allegheny County and to the City of Johnstown in adjacent Cambria County. The service area is 668 square miles covering a population of 296,066 according to the most recent 2022 National Transit Database (NTD) report. This includes both urbanized and rural areas. Figure 4 shows existing transit service in and around the county.

Figure 4: Existing Transit Service in Westmoreland County
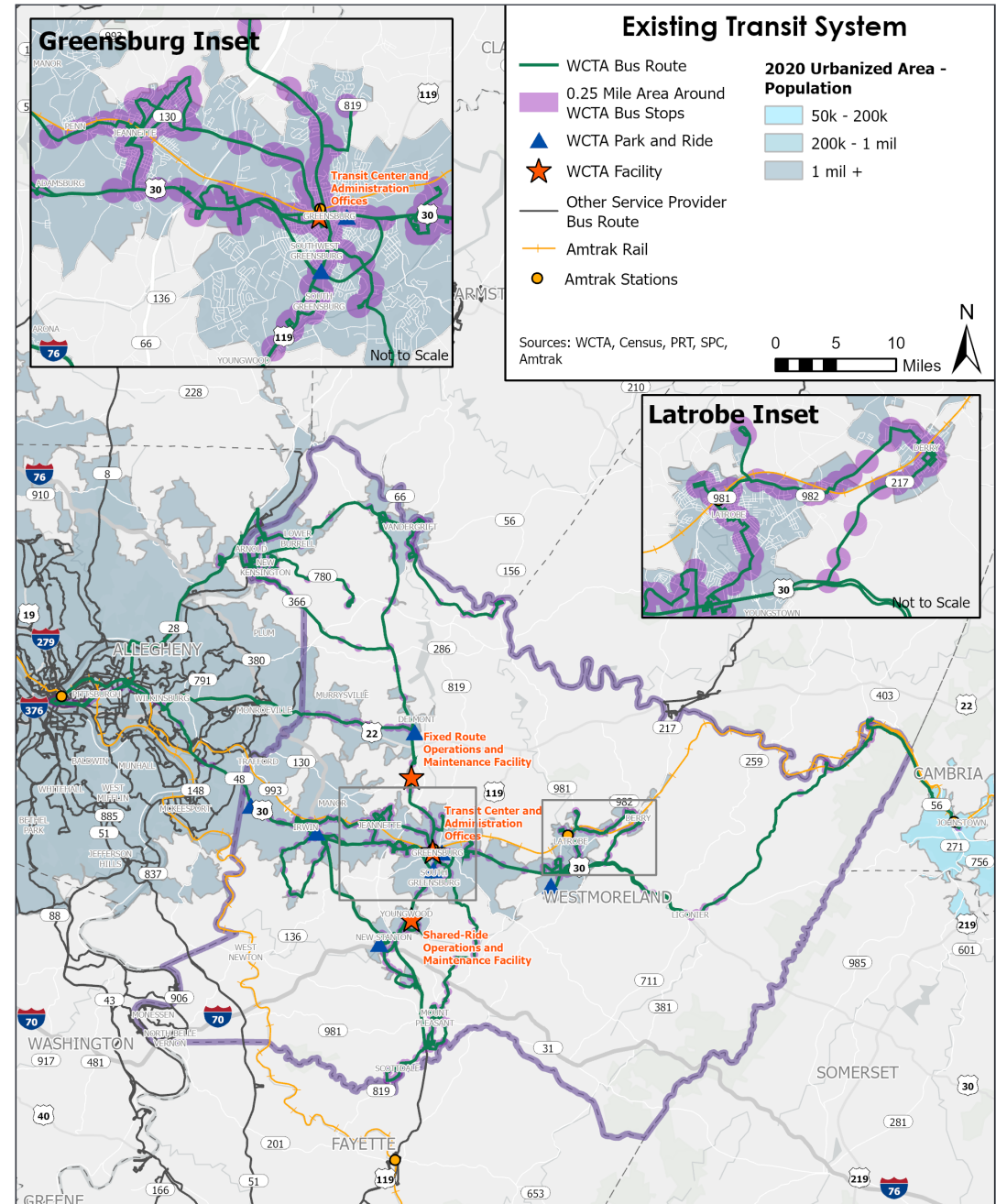
System Profile

Table 4 shows a snapshot of system-level metrics as reported in WCTA's 2022 NTD report.

Fleet

Westmoreland Transit currently owns and operates a diverse fleet of vehicles for both its fixed route and GO Westmoreland services. Several buses in WCTA's fleet are powered by the alternative fuel compressed natural gas (CNG). As of October 2023, WCTA had 42 vehicles for fixed route service, 22 of which were commuter coaches, and 60 vehicles for GO Westmoreland service.

Facilities

OPERATIONS AND MAINTENANCE FACILITIES

The WCTA fixed route operations and maintenance facility is located at 1823 Business Route 66, Greensburg, PA. The facility was originally constructed in 2012 to provide indoor bus storage, work bays, and a washing facility. A natural gas fueling station was opened in this location in 2017. In April 2022, contracts were awarded to construct a new 16,000-square-foot garage on the property to provide storage for up to 20 vehicles. The WCTA shared-ride operations and maintenance facility is located at 203 Avenue B, Youngwood, PA. Locations are mapped in Figure 4.

Table 4: Westmoreland Transit System Profile

Metric	2022 Measure
Service Area	668 square miles
Service Area Population	296,066
Service Types	Bus (Fixed Route) Demand Response (Shared-Ride)
Service Days Operated	Monday – Saturday
Active Vehicles / Operated in Maximum Service	
Fixed Route	42 / 31
Shared-Ride	58 / 42
Unlinked Passenger Trips (Fixed Route)	
Average Weekday	542
Average Saturday	209
Annual Total	150,403
Unlinked Passenger Trips (Shared-Ride)	
Average Weekday	501
Average Saturday	201
Annual Total	139,981
Total Actual Vehicle Revenue Hours	
Fixed Route	42,284
Shared Ride	61,981
Total Actual Vehicle Revenue Miles	
Fixed Route	920,231
Shared Ride	1,228,299
Total Operating Expenses	$11,420,097
Total Directly Generated Funds	$537,503

PASSENGER FACILITIES

The Greensburg Transit Center, located at 41 Bell Way, Greensburg, PA, serves as the main hub of the system. The transit center opened in 1992 and also houses the WCTA Administrative Offices. Westmoreland Transit offers eight free-of-charge park and ride lots to customers. Park and ride facilities offer users the option to drive to a central location and then board a bus to reach their final destination. The park and ride lots are listed in Table 5 and mapped in Figure 4.

Table 5: Park and Ride Lots

Park and Ride	Location	Routes Served
Arnold Palmer Airport	Latrobe	2-F
Carpenter Lane	North Huntingdon	1-F, 3-F, 4
Countryside Plaza	Mount Pleasant	3-F, 8, 16, 17
Five Star Trail	Greensburg	1-F, 2-F, 9, 11, 12
Living Waters Church	Irwin	1-F, 4, 6
New Stanton	New Stanton	3-F, 8
Trinity United Church of Christ	Delmont	2-F, 12
Westmoreland Crossroads Plaza	Greensburg	1-F, 4, 8

Technology

WCTA currently employs intelligent transportation systems (ITS) or technology to support its transit operations. This includes security cameras, scheduling software, SMS alert system, mobile ticketing, an incident tracker, and maintenance software.

PennDOT is implementing a Fixed Route Intelligent Transportation System (FRITS) for 32 transit agencies across Pennsylvania. WCTA began its share of the project in 2023. FRITS aims to install state-of-the-art technology on all major fixed route systems in Pennsylvania to improve the planning, operations, and monitoring of these services. Benefits of the FRITS project include providing passengers with real-time tracking and schedule information, on-board vehicle health monitoring, vehicle video, automatic passenger counting, and access to a variety of planning and analysis software.

Fare Structure and Payment Methods

The existing fixed route structure is based on a three-zone system. All travel within one zone, including transfers between routes, requires a one-time $2.00 fare. Travel that crosses between zones requires an additional $2.00 fare per zone change. Children (age 6-12), people with disabilities, and people with a Medicare card pay half the normal adult fare. Children aged 5 and under and seniors (age 65 and over) travel for free. Westmoreland Transit offers two reduced fare passes: 10-Trip and Monthly. The WestMore Tix mobile ticketing application is also available to customers.

The fare for the GO Westmoreland shared-ride service is based on distance traveled and applicable program. The latest fare information can be found on the Westmoreland Transit website: www. westmorelandtransit.com.

Other Transportation Service Providers

Southwestern Pennsylvania includes ten counties, six of which border Westmoreland County to the north, west, and south. Somerset and Cambria counties border Westmoreland County to the east. The WCTA transit system operates in Westmoreland, Allegheny, and Cambria Counties, which leads to interactions with many of the transit agencies listed in the following section.

NEIGHBORING TRANSIT SERVICES

Pittsburgh Regional Transit (PRT) manages the transit system within Allegheny County and the City of Pittsburgh. WCTA Flyer routes use the PRT's busways, but WCTA does not stop at any stations along the busways. There is interaction in downtown Pittsburgh where WCTA commuter and regional fixed route (Route 4) services terminate. PRT Route 1, which provides a connection to downtown Pittsburgh via communities along the Route 28 corridor seven days a week, stops in New Kensington where connections are available to WCTA Routes 14A, 14B, 14C, and 14J. PRT Route 69 provides a connection from Trafford in western Westmoreland County to downtown Pittsburgh on weekdays and to Wilkinsburg on weekends, however there is no WCTA service in this area. ACCESS is a shared-ride program sponsored by PRT that provides service throughout Allegheny County and to destinations 1.5 miles from the county line in the adjoining counties seven days per week between 6:00 am and 11:00 pm.

Cambria County Transit Authority (CamTran) operates the transit system within Cambria County, including the City of Johnstown. WCTA's Route 11 to Johnstown terminates at the CamTran Transit Center, where connections are available to CamTran Routes 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 19, 20, and 30.

Fayette Area Coordinated Transportation (FACT) operates transit services in Fayette County, including the City of Uniontown. FACT runs a route, the Westmoreland Connector, from Connellsville to Mt. Pleasant where connections can be made with WCTA Routes 8, 16, and 17 at Countryside Plaza.

Butler Transit Authority (Butler), **Town & Country Transit** (Armstrong), **Indiana County Transit Authority** (Indiana), **Freedom Transit** (Washington), **Mid Mon Valley Transit Authority** (Fayette, Washington, Westmoreland) provide transit service in the surrounding counties, but their networks have no overlap nor connections with WCTA transit service.

PASSENGER RAIL

Amtrak currently operates the once-daily per direction Pennsylvanian line, which runs between Pittsburgh and New York via Harrisburg and Philadelphia. It makes two stops in Westmoreland County—Greensburg and Latrobe. The Greensburg Amtrak Station is approximately 1,000 feet (two city blocks and a four-minute walk) from the Greensburg Transit Center. The Latrobe Train Station is approximately 1,000 feet from the nearest bus stop (Alexandria Street and Derry Street on Route 9). In 2022, PennDOT and Norfolk Southern railroad reached an agreement to expand passenger rail service to two trains per day—a change that is expected by 2026.

Community Profile

While all county residents can benefit from a robust and convenient public transportation system, certain areas are more likely to utilize transit because of their demographic makeup. Some factors, such as population density, employment location, age, income, and health, can make a person more or less likely to use public transportation. A person's likelihood to use public transportation, also called propensity, can be measured on a population level by determining the concentration of each of these factors in the population of a given area. A market assessment was conducted using these factors for Westmoreland County. The demographic information presented in this section was sourced from the U.S. Census Bureau's 2021 American Community Survey (ACS) 5-Year Estimate and the Southwestern Pennsylvania Commission (SPC) Cycle 11 Forecast.

Population and Employment

Two key drivers of transit demand are population and employment. The transit potential map, shown in Figure 5, illustrates the population density and the job density of Westmoreland County. The majority of Westmoreland County is shown light purple, which indicates both low job and low population density. This is expected, as the county is primarily rural. Areas that have a high density of jobs and population are centered around Greensburg, Jeannette, Latrobe, New Kensington, and Arnold and are shown in darker pink and blue. WCTA prioritizes service to areas with the highest employment and residential densities. The minimum density required before considering service to an area is typically eight employees per acre or four residential units per acre.

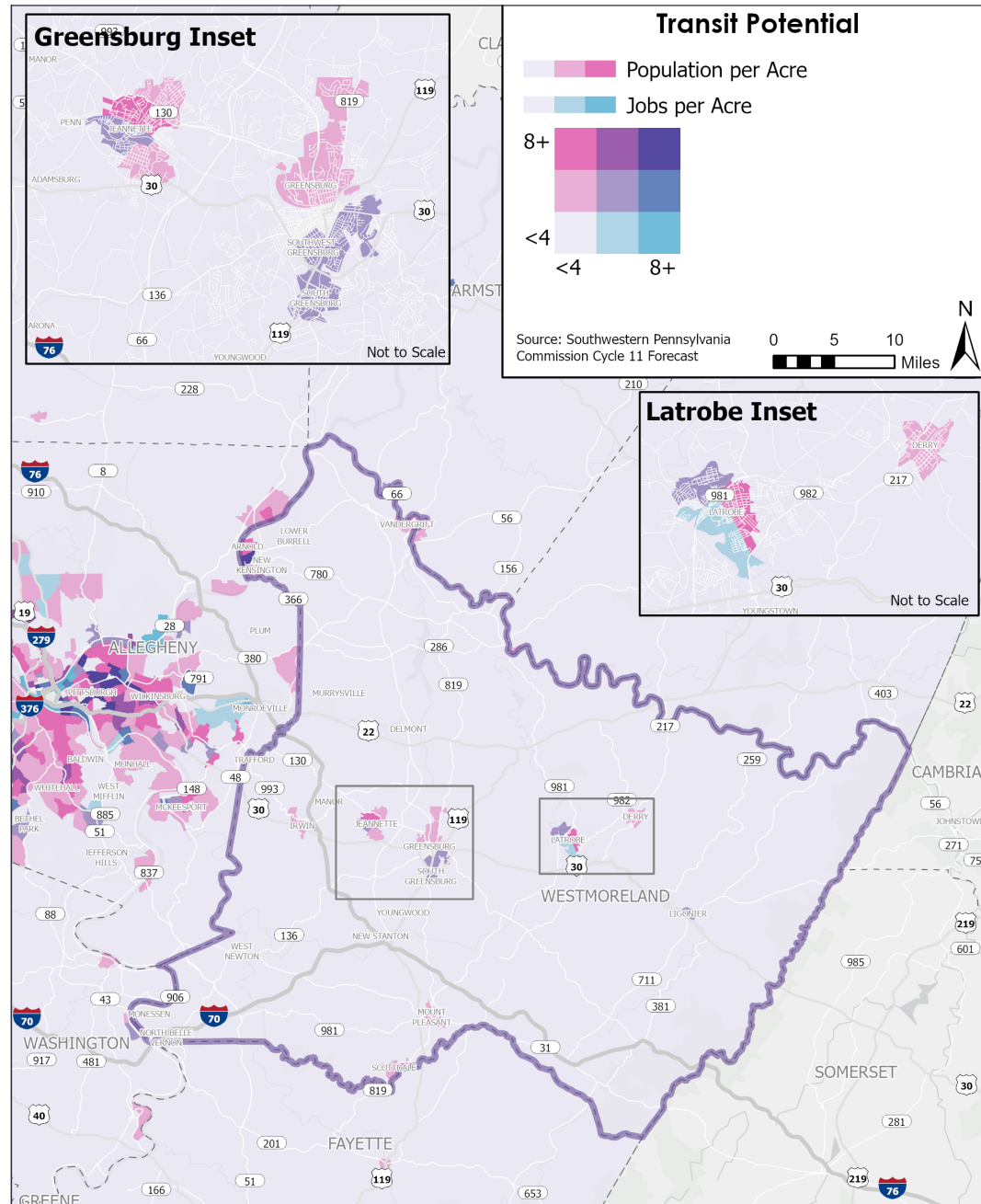*Figure 5: Westmoreland County Transit Potential (Population and Employment Density)*

Figure 6 and Figure 7 show forecasted 2035 population and employment, respectively, for Westmoreland County. Higher densities are still observed around key centers such as Latrobe and Greensburg. However, there is population growth expected outside of these areas. The areas overlayed with hashes are expected to experience above average population growth. As these areas grow, the people living and working in these areas may request more access to public transportation.

Figure 6: Westmoreland County 2035 Population
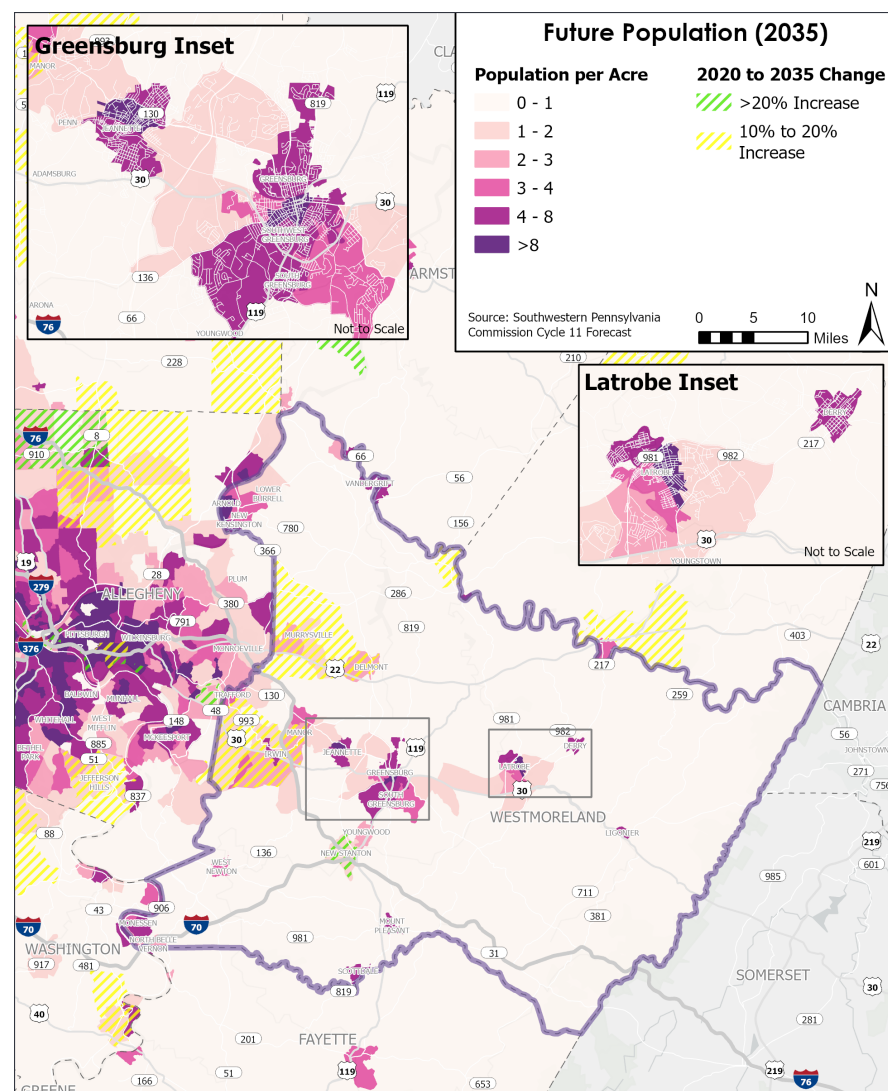
Figure 7: Westmoreland County 2035 Employment
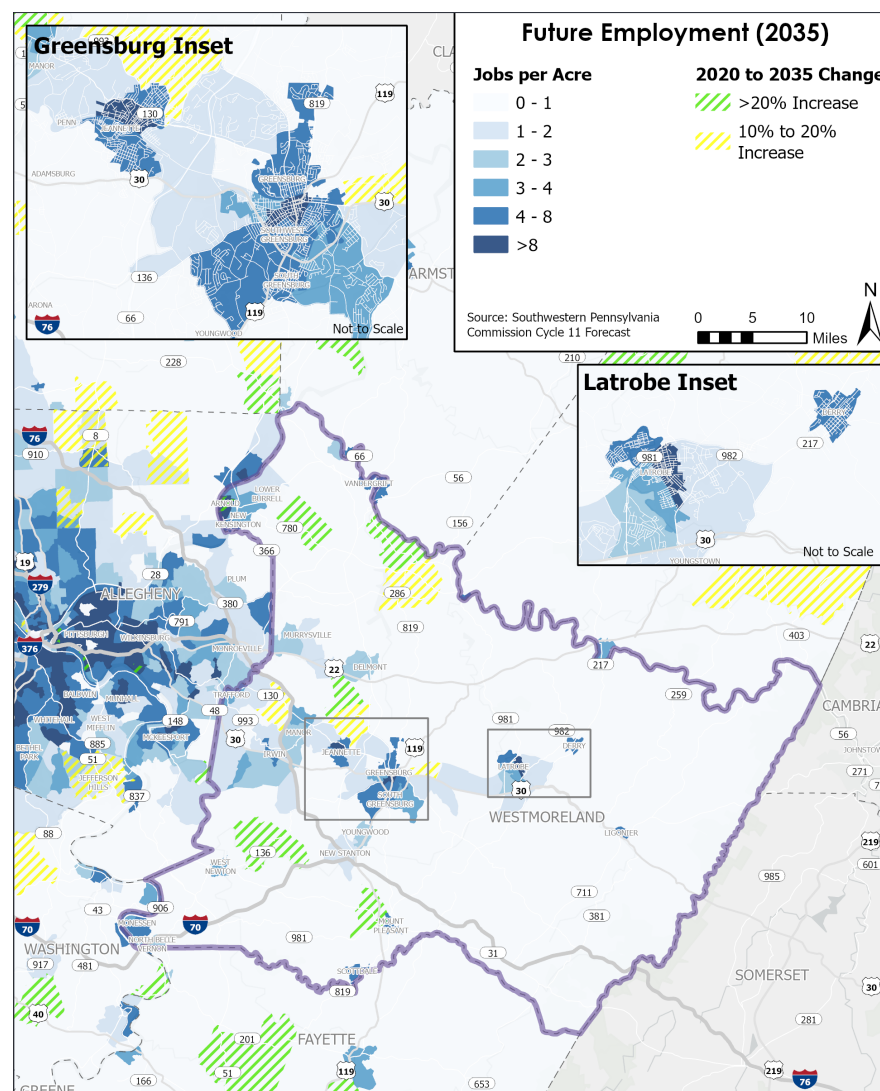
Transit Propensity

Socio-economic and demographic information is necessary to understand markets within Westmoreland County and areas with a higher likelihood of transit use. Multiple factors were combined into a single index called transit propensity. Propensity can be calculated for a given area by measuring the demographic traits correlated with higher-than-average transit ridership, such as age or income, and the population density of the area. Propensity is meant to transform multiple factors into a single summary that can be used to assess a population's needs and desires for public transportation. This analysis used the following factors when defining propensity:

- Population Density
- Minority Population
- Low-Income Population
- Zero Car Households
- Persons with Disabilities
- Senior Population (65+)
- Student Population (5-21)

Transit propensity should be considered along with other factors such as overall population and employment density. For example, an area may have a population with a high propensity for using transit but have a low density and therefore be challenging to efficiently serve.

Figure 8 shows transit propensity for Westmoreland County. Much like the previous population density and employment density maps, the corridor from Latrobe towards downtown Pittsburgh demonstrates a clear pattern as it contains most of the areas categorized as High.

The majority of the Moderate-High and High propensity areas are adjacent to existing fixed route bus service.

A few higher-propensity areas that do not have service include:

- Low-density areas in the western portion of the county near Irwin and Murrysville
- Low-density areas surrounding Greensburg
- Low-density areas surrounding Monessen and North Belle Vernon (which are served by MMVTA)
- West Newton

Figure 8: Westmoreland County Transit Propensity
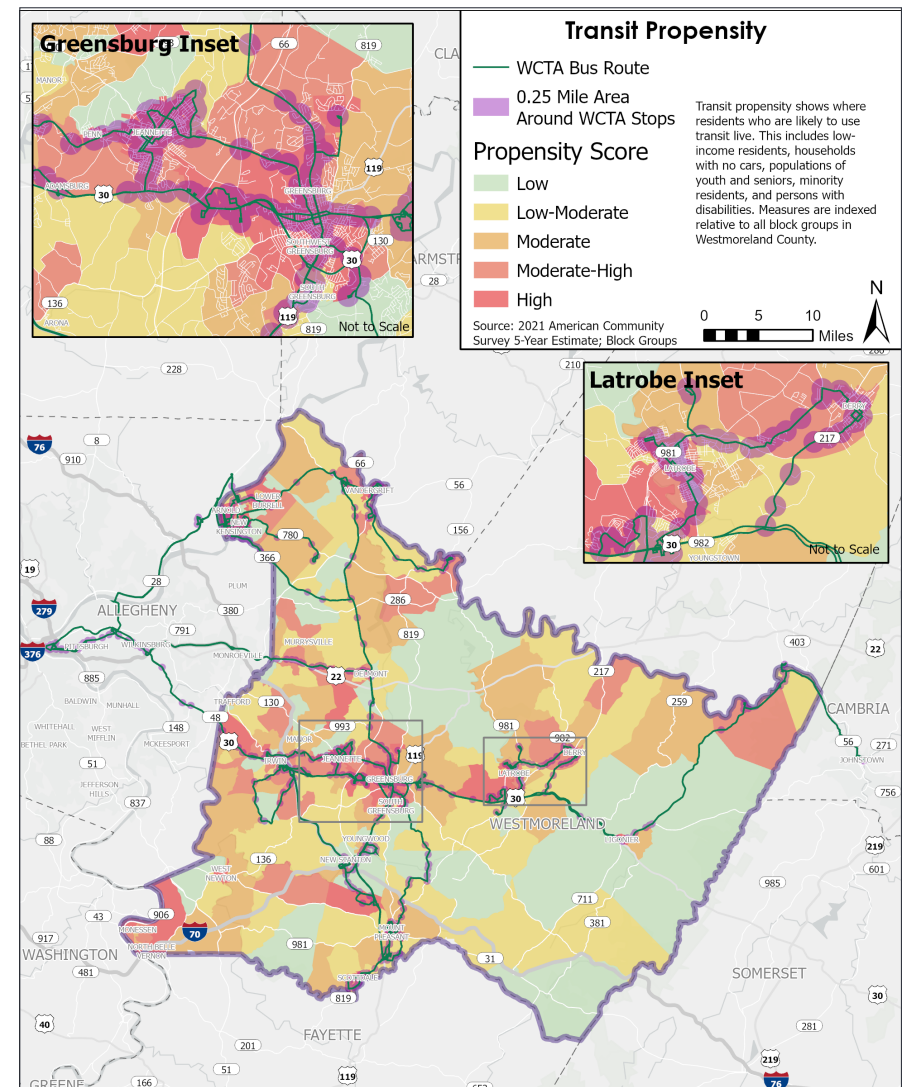
Mobility

Travel Patterns

In order to best serve Westmoreland County residents with reliable, practical, and affordable transit options, it is important to understand how they travel. The mobility modeling tool Replica was used to better understand travel patterns of Westmoreland County residents. The most recently available data was used, Fall 2021, for an average Thursday (weekday) and Saturday (weekend).

Travel patterns analyzed include origin-destination, time of day, and trip purpose for all types of travel—not just public transit. The primary findings included:

- Three-quarters of trips beginning in Westmoreland County also end in Westmoreland County.

- The strongest origin-destination relationships are between and within the densest population and development centers (Greensburg, Murrysville, North Belle Vernon, Irwin, etc.) and their surrounding municipalities (see Figure 9).

- There are relatively few trips between Westmoreland County and downtown Pittsburgh compared to travel within Westmoreland County or to eastern Allegheny County.

- Weekday travel peaks are from 6:00 am to 8:00 am and 2:00 pm to 6:00 pm, coinciding with commutes to and from work and school. Weekend travel is consistently heavy from 10:00 am to 7:00 pm but reaches its peak between 12:00 pm and 1:00 pm. Most weekend trips are for residents returning home from their weekend activities, which primarily include shopping and eating.

Overall, these travel patterns supported the need for transit options between and within Westmoreland County municipalities rather than focusing on connections to Pittsburgh, while this remains an important regional connection. Within Westmoreland County, transit options that provide service between residential and employment centers during the week and between residential and commercial centers on weekends would algin with resident travel patterns.

Figure 9: Weekday Travel Patterns
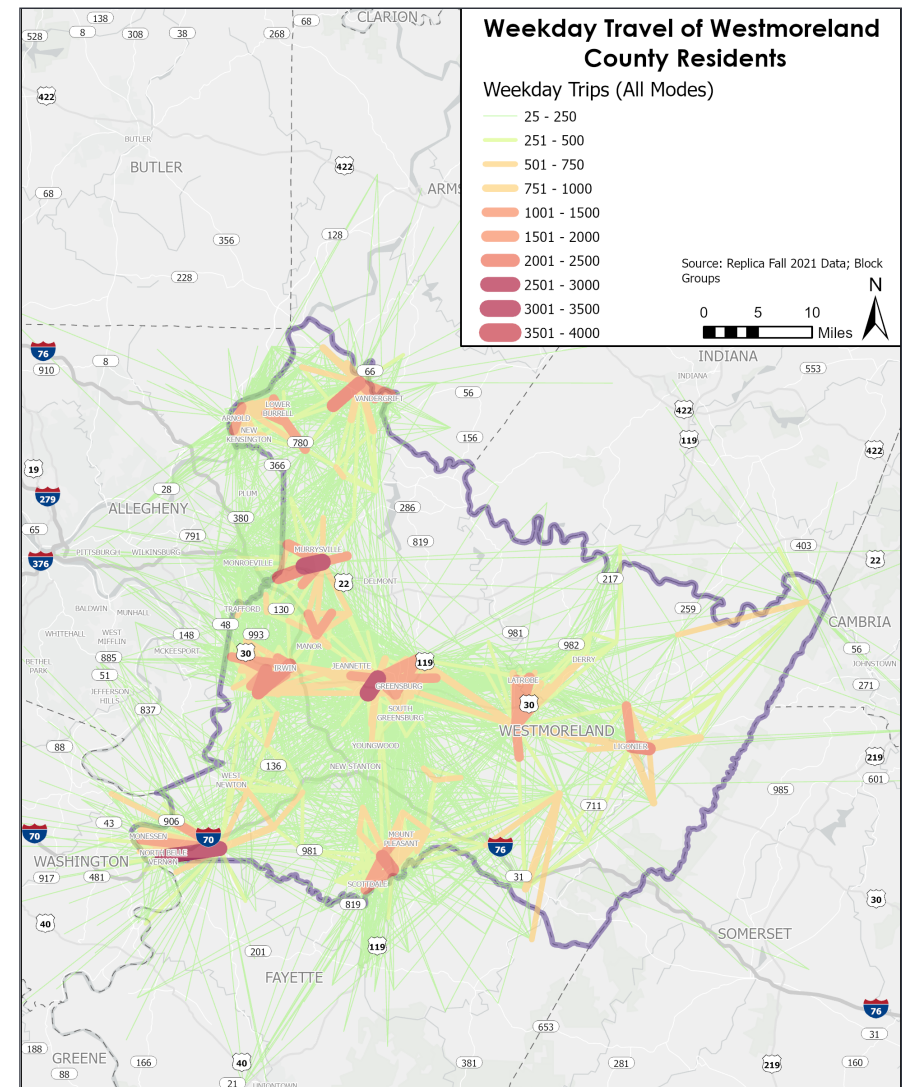
Performance Evaluation

Each fixed route bus route was evaluated based upon four key performance indicators: ridership, passengers per one-way vehicle trip, passengers per revenue mile, and passengers per revenue hour. These metrics helped to identify which routes were maximizing service and revenue and which routes were underutilized. Data provided by WCTA for the period of July 1, 2022 to March 31, 2023 was used for this analysis.

Ridership is the most straightforward way of seeing the demand for a route. Figure 10 charts each route by the number of passengers over the course of a nine-month period. Routes with suffix "-S" indicate Saturday service.

However, ridership does not measure efficiency. Based on demand and available resources, frequency, hours, and distance traveled can be different among routes.

Figure 11 charts each route by the number of passengers it serviced each one-way vehicle trip during the nine-month data period.

Figure 12 charts each route by the number of passengers it served each hour it collected revenue.

Figure 13 charts each route by the number of passengers it served each mile traveled.

Routes which ranked in the top three for multiple metrics included Route 1-F (Greensburg – Pittsburgh Flyer), Route 9

(Greensburg – Derry), Route 5 (Greensburg – Jeannette), and Route 9-S (Greensburg – Derry) Saturday service. These indicate higher performers relative to the rest of the system.

Routes which ranked in the bottom three for multiple metrics included Route 3-F (Mount Pleasant – Pittsburgh Flyer), Route 14J-S (New Kensington – Pittsburgh Mills) Saturday service and Route 11 (Greensburg – Johnstown). These indicate lower performance relative to the rest of the system.
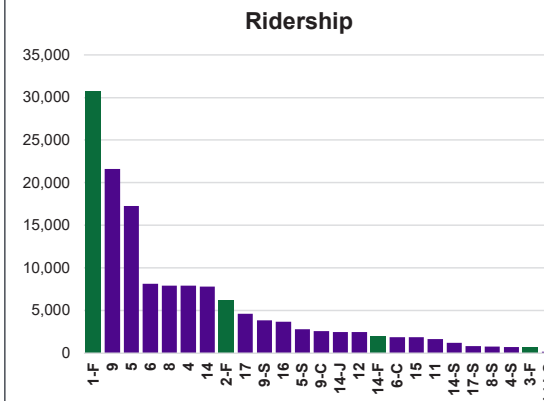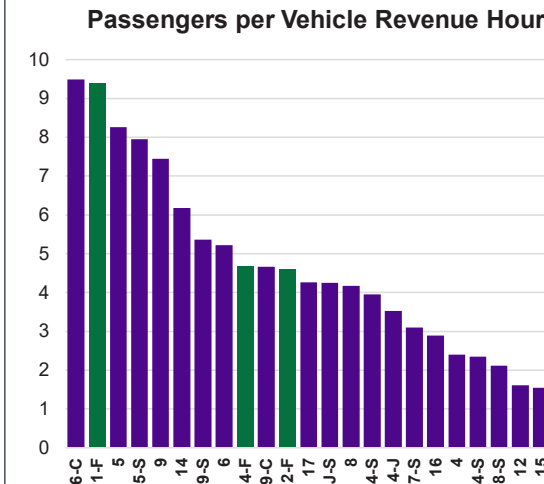

Figure 10

Ridership

Figure 11

Passengers per One-Way Trip

Figure 12

Passengers per Vehicle Revenue Hour

Figure 13

Passengers per Vehicle Revenue Mile

Figures 10 – 13 Source: WCTA and Kimley-Horn, 2023. Nine-month data period July 1, 2022 to March 31, 2023.
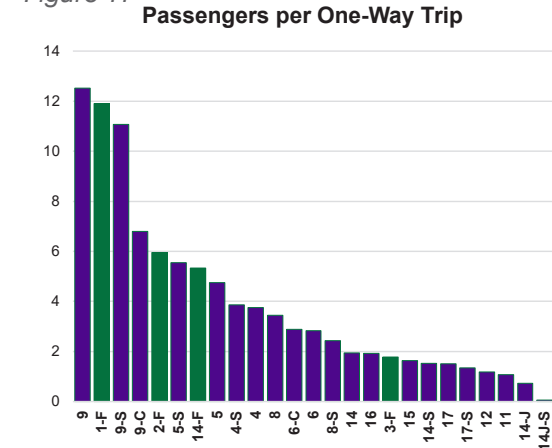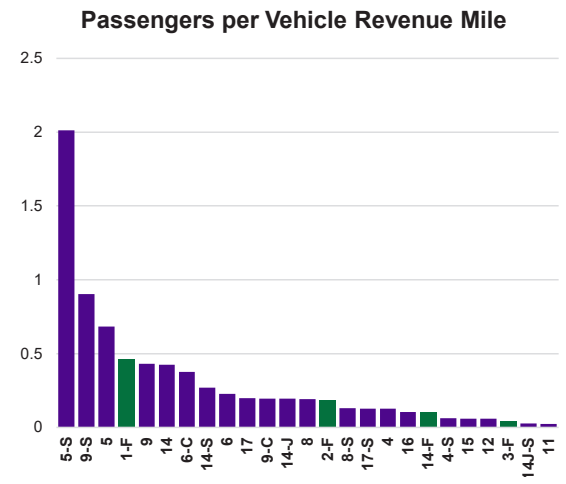
Flyer Routes Local Routes

PUBLIC OUTREACH

TRANSIT DEVELOPMENT PLAN

Stakeholders → Survey → Public Outreach Events → WCTA Board Input
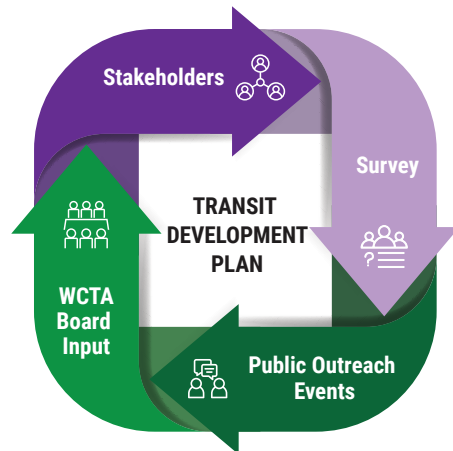
In addition to analysis and review of the existing system, the TDP was shaped by public input, stakeholder interests, and WCTA Board of Director feedback.

WCTA solicited input through a variety of outreach activities. Information about the TDP planning process was posted on the WCTA website and promoted on social media. Physical copies of this information were also provided through fact sheets, postcards, and bus posters. A survey was published in print and digital formats and was supplemented with in-person open-house style events. Comments on the Draft TDP were also collected from the public in March 2024.
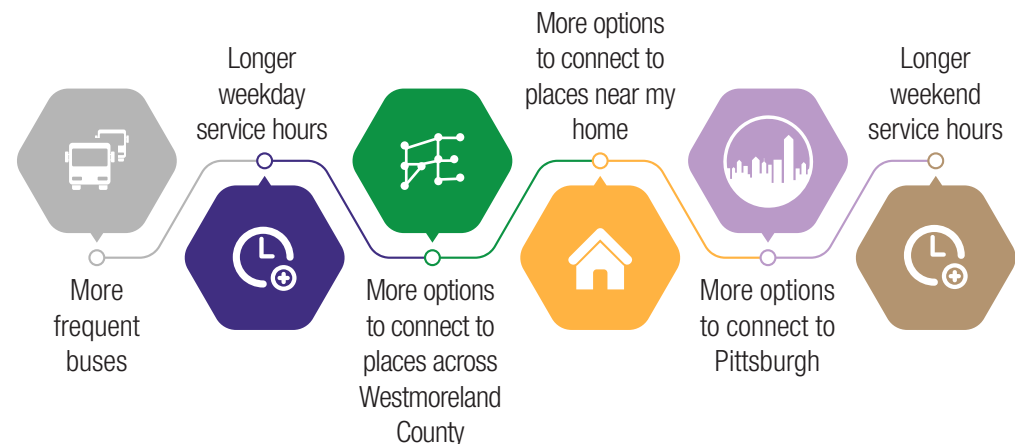
Public Input

An online and printed survey was distributed through print advertisements, social media, text and e-mail pushes to riders, and in-person. The survey was open between March 13 and April 23, 2023. In-person surveys were conducted on the morning of Tuesday March 21, 2023 at Carpenter Lane Park and Ride and onboard local service. Surveys were also conducted at the Westmoreland Transit Center on Monday April 3, 2023 between 7:45-10:15 am which is typically one of the busiest transit-riding times.

To supplement the survey, two open-house style events were held. On March 21, 2023 an event was held at the Transit Center during peak transfer periods to solicit input from current users. On April 1, 2023 the project team hosted a booth at the Spring
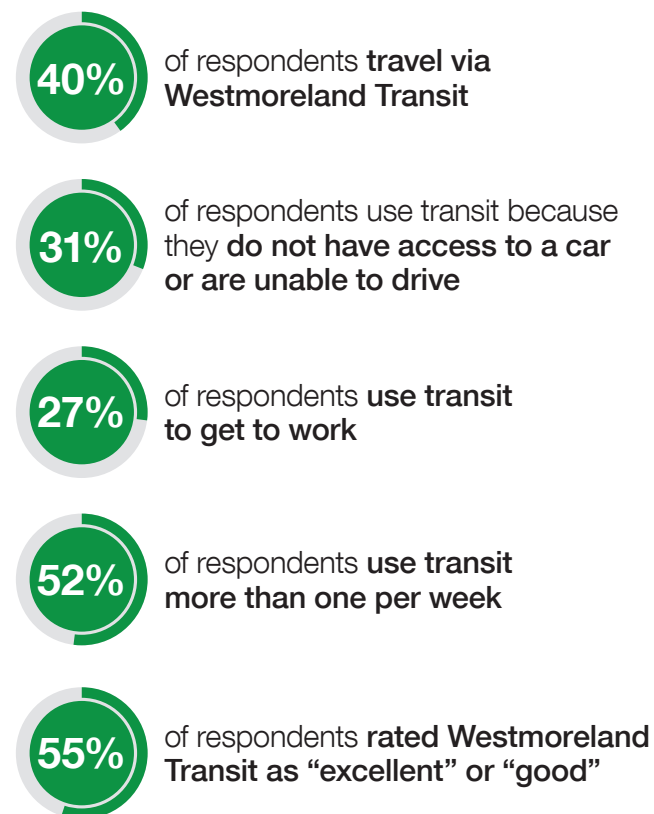
Spectacular Festival, a popular community event. Attendees at these events were encouraged to share their priorities for improvement and complete the survey.

The public survey received 477 responses from likely Westmoreland County residents (448 online surveys and 29 paper/in-person surveys). Additional responses were filtered out due to respondents providing zip codes beyond what would be expected from a typical Westmoreland County transit user.

Important Transit SERVICE Improvement

More frequent buses

Longer weekday service hours

More options to connect to places across Westmoreland County

More options to connect to places near my home

More options to connect to Pittsburgh

Longer weekend service hours

Key conclusions from the survey include:

40% of respondents **travel via Westmoreland Transit**

31% of respondents use transit because they **do not have access to a car or are unable to drive**

27% of respondents **use transit to get to work**

52% of respondents **use transit more than one per week**

55% of respondents **rated Westmoreland Transit as "excellent" or "good"**

Among respondents, the **THREE HIGHEST PRIORITIES** were

- more frequent bus service
- extended service hours
- increased connections within Westmoreland County

TOP PRIORITIES for transit amenity improvements included

- better bus stops
- better transit information
- more accessible buses or stops

Stakeholder Input

Feedback was also solicited from representatives belonging to organizations in three major groups: education, business, and human services. Stakeholders were encouraged to attend multiple virtual meetings throughout the planning process. In May 2023, stakeholder meetings were held to introduce the planning process and gather input on needs and priorities. The three highest priorities for stakeholders were:

1. **More connections within Westmoreland County**
2. **More frequent service**
3. **Extended service hours**

In December 2023, another round of meetings was held with stakeholders to present the draft service improvement plan. In addition to these meetings, the project team met with a smaller group of key stakeholders throughout the process, consisting of the Chamber of Commerce, Westmoreland County Planning, the Industrial Development Corporation, and Westmoreland Community Action.

Board of Directors Input

Feedback was gathered from the WCTA Board of Directors at multiple points during the planning process. On June 15, 2023, the project team met with the WCTA Board of Directors to discuss the project, public and stakeholder feedback, as well as gather Board opinions and insight. The outcome was confirmation of the vision, mission, and service goals for the TDP. The project team met again with the Board on November 16, 2023 to present the draft service improvement plan and gather additional feedback.
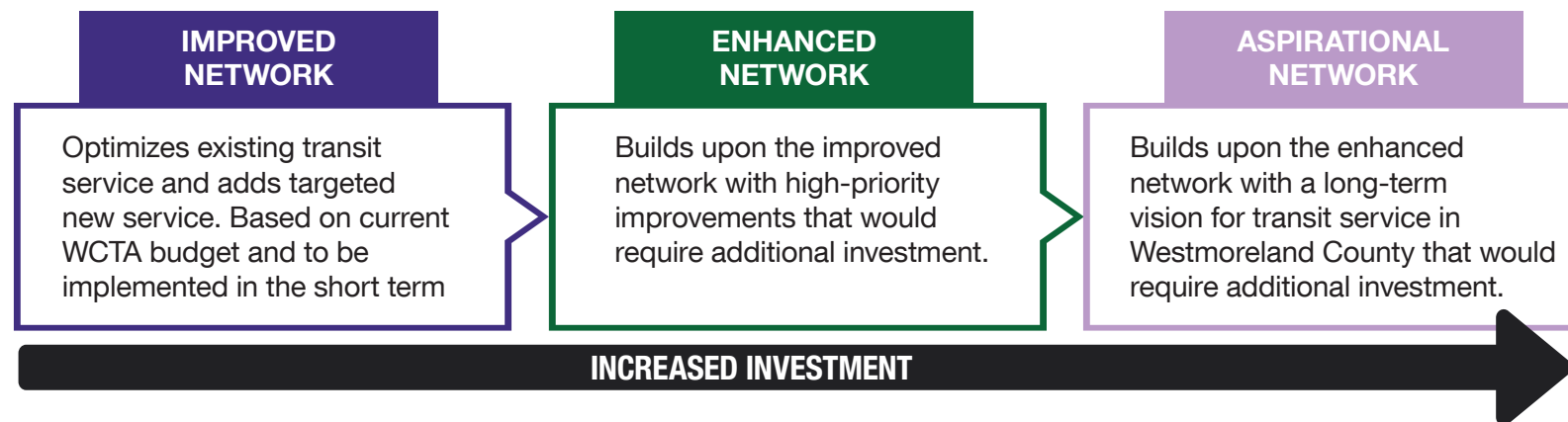
SERVICE IMPROVEMENT PLAN

Service Recommendations

Service improvement options were developed through a collaborative process with WCTA staff, including input from several bus operators at a service planning workshop. The improvements aim to achieve the vision, mission, and service goals of the TDP, and address needs and opportunities identified through the planning process.

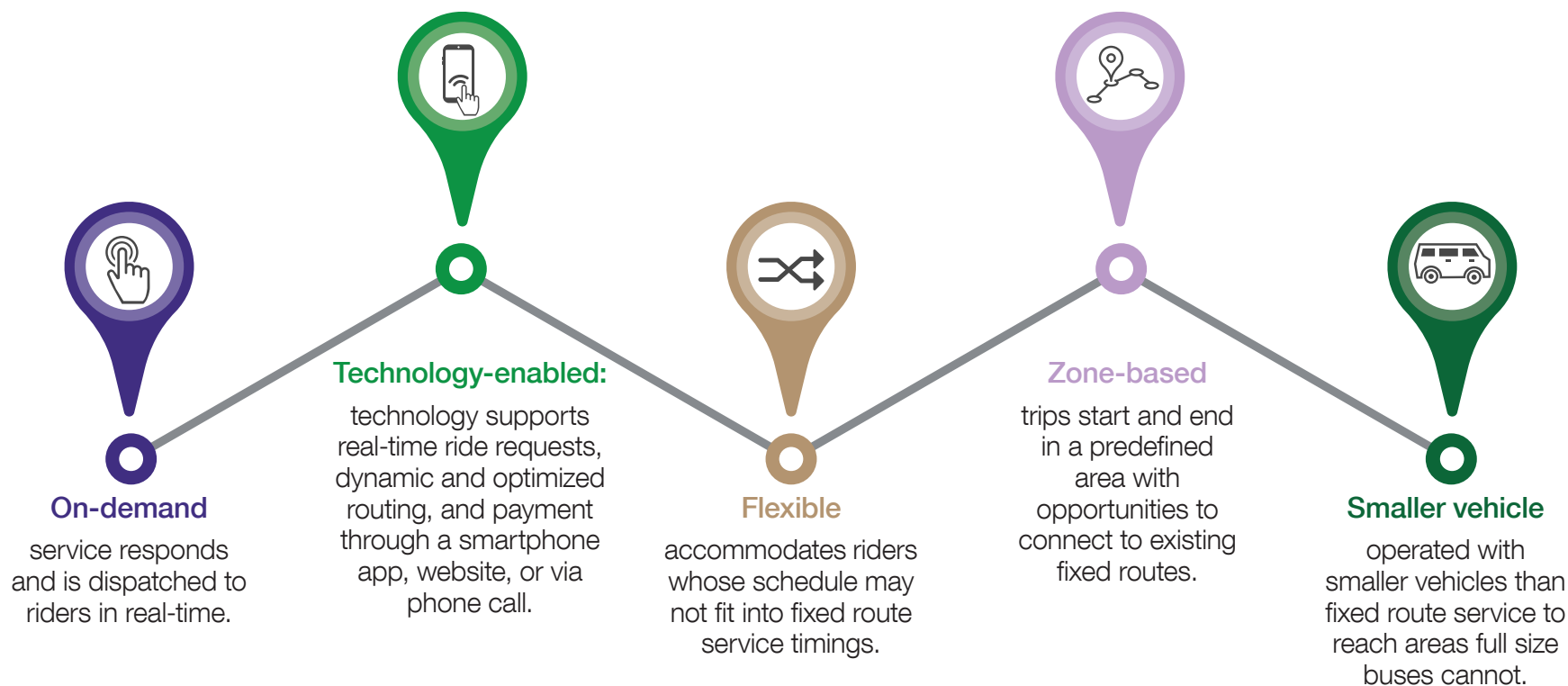Recommendations for improved service were influenced by four key design principles:

- **Service Legibility:** routes and schedules should be easy to understand and navigate, regardless of the user's familiarity with the system.
- **Route Linearity:** routes should travel in a linear and direct path to reduce travel time and improve system comprehension.
- **Bidirectional Service:** routes should be aligned so that inbound and outbound stops mirror each other on the same street where possible. This enables passengers to be dropped off in the same location they were picked up. Long, one-way loops should be avoided.
- **Service Classification:** the type of service offered in an area should match its needs and routes should be designed for a particular purpose.

Improvement options were developed and packaged into three service plan alternatives that represent increasing levels of investments:

IMPROVED NETWORK	ENHANCED NETWORK	ASPIRATIONAL NETWORK
Optimizes existing transit service and adds targeted new service. Based on current WCTA budget and to be implemented in the short term	Builds upon the improved network with high-priority improvements that would require additional investment.	Builds upon the enhanced network with a long-term vision for transit service in Westmoreland County that would require additional investment.

INCREASED INVESTMENT

A summary of the recommendations included in each alternative network are listed below, including changes to individual routes and system-wide summary maps. Individual route maps, showing changes to routes in more detail, are included after the three networks. All levels of service (frequency of buses and service hours) are at a planning-level and are subject to refinement as WCTA undergoes its scheduling and budgeting processes.

In addition to traditional fixed route service, several areas within Westmoreland County were identified as candidates to pilot an alternative demand response type of service commonly referred to as microtransit. Many transit systems across the country, including several in Pennsylvania, have implemented microtransit to supplement fixed route or to maintain coverage to areas that are inefficient to serve with a fixed bus route. Common characteristics of microtransit include:

On-demand
service responds and is dispatched to riders in real-time.

Technology-enabled:
technology supports real-time ride requests, dynamic and optimized routing, and payment through a smartphone app, website, or via phone call.

Flexible
accommodates riders whose schedule may not fit into fixed route service timings.

Zone-based
trips start and end in a predefined area with opportunities to connect to existing fixed routes.

Smaller vehicle
operated with smaller vehicles than fixed route service to reach areas full size buses cannot.

Suitable microtransit zones are typically areas characterized by a population with a high propensity for transit use (e.g., need) but a lower density of people and jobs. The lower density presents a challenge for traditional fixed route service but makes it ideal for on-demand service. Communities with road networks unable to be traversed by full-size buses can also be candidates. Microtransit is not a universal or one-size-fits-all solution, and would be piloted in one or two areas before being considered for other parts of the county.

Improved Network

The improved network optimizes existing routes to emphasize areas with higher demand and market for service. Improving service legibility or ease of understanding for customers was also an overarching design principle. Areas of high or low ridership were identified by looking at route productivity and confirmed from WCTA bus operator experience.

The improved network consists of the following recommendations:

FLYER ROUTES

- **Route 1-F:** Adjust stop order in Greensburg to create a more direct and faster travel to the Transit Center to/from the west via Pittsburgh Street and Otterman Street.

- **Route 2-F:** Realign route to remove the stop at the Westmoreland Mall due to low use and for faster travel.

- **Route 3-F:** Realign route to truncate at sheltered stops at the corner of Main St and Pennsylvania Ave to connect with Route 1-F. Customers would transfer to/from 1-F for travel to/from Pittsburgh

- **Route 14-F:** Extend the Westmoreland County end of the route to North Washington via PA 66 and Apollo (note, this is in Armstrong County) for additional connections.

LOCAL ROUTES

- **Route 4:** In short-term, remove the stop at Bakery Square and instead serve stops near the corner of Penn Ave and Fifth Ave. In future years, realign route to truncate at the Wilkinsburg Park and Ride on the Martin Luther King Jr. East Busway, where frequent connections are available to Pittsburgh Regional Transit (PRT). Increase Saturday frequency to approximately 120 minutes (two hours) from 240 minutes (four hours).

- **Route 5:** Remove service at Hempfield Point Plaza/Home Depot due to low use and for faster travel.

- **Route 6:** Realign route to truncate at the North Huntingdon Walmart, replacing service on the existing Herminie loop with new microtransit service. Increase frequency to 90 minutes from 120 minutes.

- **Route 8:** No change in Improved Network

- **Route 9:** Realign to spilt into two routes to improve service legibility.

  - 9A: Provides local service to Derry, Latrobe, Lawson Heights similar to existing local Route 9, but with minor adjustments to streamline routing and connect with 9B at the Lawson Heights Walmart.

  - 9B: Provides cross-county service between Lawson Heights Walmart and Greensburg similar to existing Route 9, but with alignment to serve Frye Farm Rd/Mountain View Medical Park and Brookside Apartments/Slate Creek Apartments. The first morning trip starts and last afternoon trip extends to Ligonier directly via US 30.

- **Route 11:** Adjust route service patterns to alternate round trips between Greensburg to Johnstown (three round trips per day) and Greensburg to Ligonier (two round trips per day, and five total with Johnstown service pattern). Remove extension from Seward to Robindale Heights due to low use and for faster travel. Operate Monday, Wednesday, and Friday.

- **Route 12:** Remove existing 12B trips (which travel via Lower Burrell on first morning and last afternoon trip) and replace with full trips on the normal Route 12 alignment between Greensburg and New Kensington to improve service legibility.

- **Route 14:** Realign existing routes 14A, 14B, 14C, 14-J, and 14-J-S into one fixed route between Pittsburgh Mills Walmart and Westmoreland Business and Research Park via New Kensington, Arnold, and Tarentum (note, this is Allegheny County). Supplement with a microtransit zone to maintain and expand service to new areas of New Kensington and Lower Burrell. Extend service hours compared to existing routes to 7:30 a.m. to 6:30 p.m. on weekdays and 8:00 a.m. to 6:00 p.m. on Saturdays.

- **Route 15:** Realign routing to connect between Westmoreland Business and Research Park (connection to Route 14) and Leechburg (note, this is Armstrong County) via Oklahoma and Vandergrift. Discontinue fixed route service to Avonmore given low use and for faster travel to Vandergrift-area destinations. Increase frequency to 120 minutes from variable frequency ranging from two to four hours.

- **Route 16:** Realign routing in Mt. Pleasant for faster travel and to improve on-time performance. Discontinue service along Bessemer Rd and provide bidirectional service along W Main St and Washington St.

- **Route 17:** Realign routing in a few locations (typically one or two streets over) to streamline service and improve service legibility and bidirectionality.

ON-DEMAND MICROTRANSIT

- Pilot on-demand service in a zone in New Kensington, Arnold, Mount Vernon, and Lower Burrell with service on weekdays from 8:45 a.m to 6:15 p.m. and on Saturday from 8:30 a.m. to 6:00 p.m. Connections to Route 14 are available at several points, including Central City Plaza (connection to Route 16 and PRT Route 1 too) and Giant Eagle.

- Pilot on-demand service in a zone between Irwin and Herminie to maintain coverage in areas served by existing Route 6 and add new connections. Operate between 8:30 a.m. and 5:30 p.m. of weekdays. Provide service to Norwin Hills Shopping Center, Walmart, Target, Giant Eagle (connections available to Route 6), and to Pennsylvania Ave (connection available to Route 4).

Figure 14: Improved Network Summary Map

Legend: On-Demand Microtransit Area
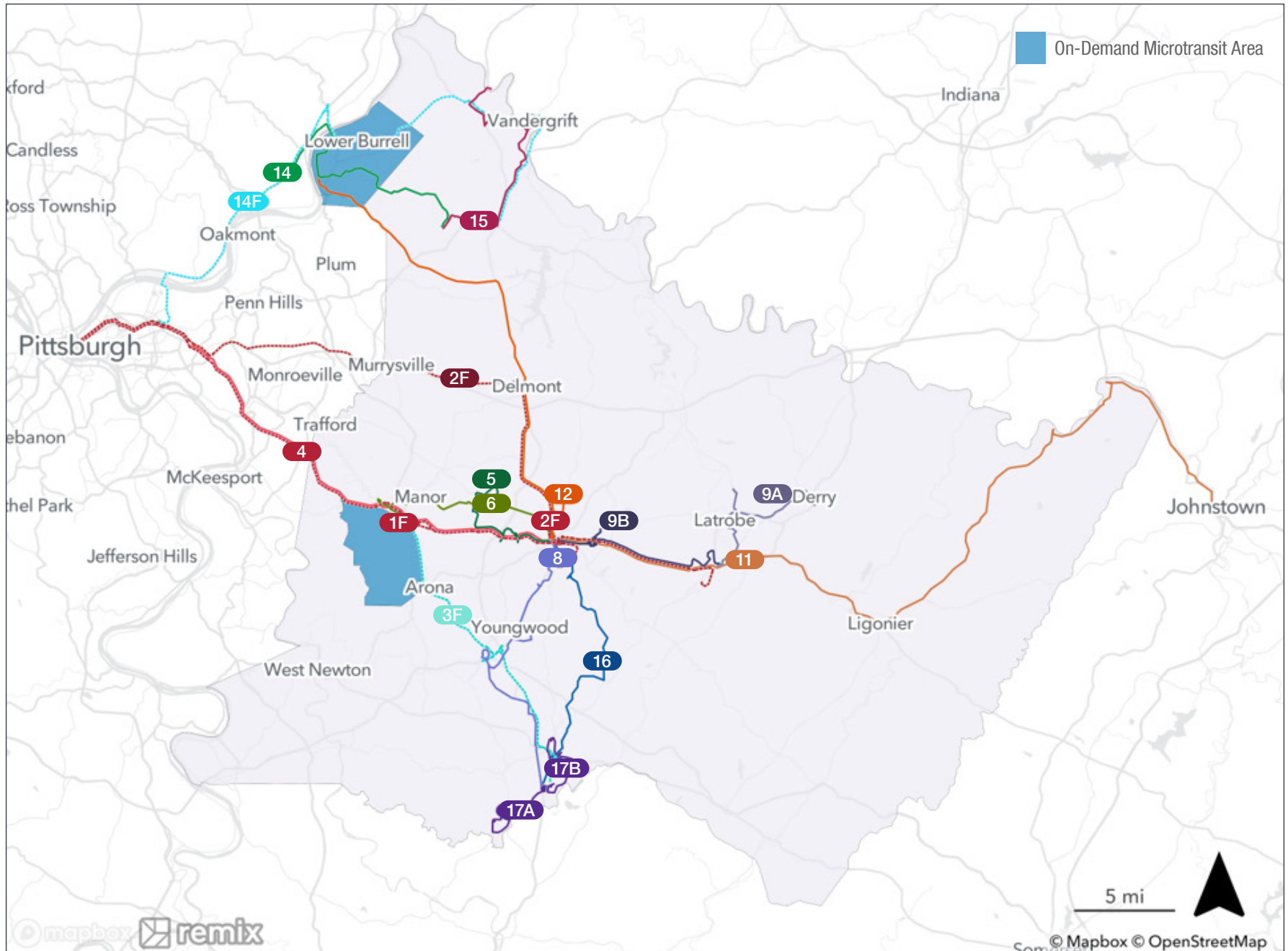
Enhanced Network

The enhanced network expands on the improved network by prioritizing improvements in line with public input: more frequent buses on key routes, longer service hours, more connections within Westmoreland County.

Additional investment would be needed, and funding has not been identified to implement these changes.

The enhanced network consists of the following recommendations:

FLYER ROUTES

- Monitor ridership for need-based improvements such as adding additional trips as warranted by demand.

LOCAL ROUTES

- **Route 4:** Adjust Saturday alignment to match the weekday route. Extend weekday service hours to 8:00 p.m.
- **Route 5 and Route 6:** Merge into one route, which will operate on weekdays and on Saturday. Add a microtransit zone in Jeannette to replace the Route 5 local loop. Extend weekday service hours to 8:00 p.m. and Saturday service hours to 6:00 p.m.
- **Route 8:** Extend weekday service hours to 8:00 p.m. and Saturday service hours to 6:00 p.m.
- **Route 9A:** Extend weekday service hours to 8:00 p.m.
- **Route 9B:** Extend weekday service hours to 7:30 p.m.
- **Route 15:** Extend the service hours of Route 15 to 5:30 p.m.
- **Route 16:** Extend weekday service hours to 8:00 p.m.
- **Southwest Greensburg and Local Murrysville:** Add a new connection to south Greensburg and Murrysville to be operated on weekdays and Saturday with a 180-minute frequency.

ON-DEMAND MICROTRANSIT

- Pilot on-demand service in a zone between west Greensburg and Jeannette to maintain coverage in areas served by the existing Route 5 local loop and add new connections. Operate between 7:00 a.m. to 8:00 p.m. on the weekdays and 9:00 a.m. to 6:00 p.m. on Saturdays. Provide service to Giant Eagle, Walmart, and connections to Route 6 and Route 4.
- Extend the hours of the New Kensington zone to 7:30 a.m. to 6:30 p.m. and on Saturday from 8:00 a.m. to 6:00 p.m.
- Extend the service hours of the Irwin-Herminie zone to 6:15 a.m. to 8:00 p.m. on weekdays.

Figure 15: Enhanced Network Summary Map
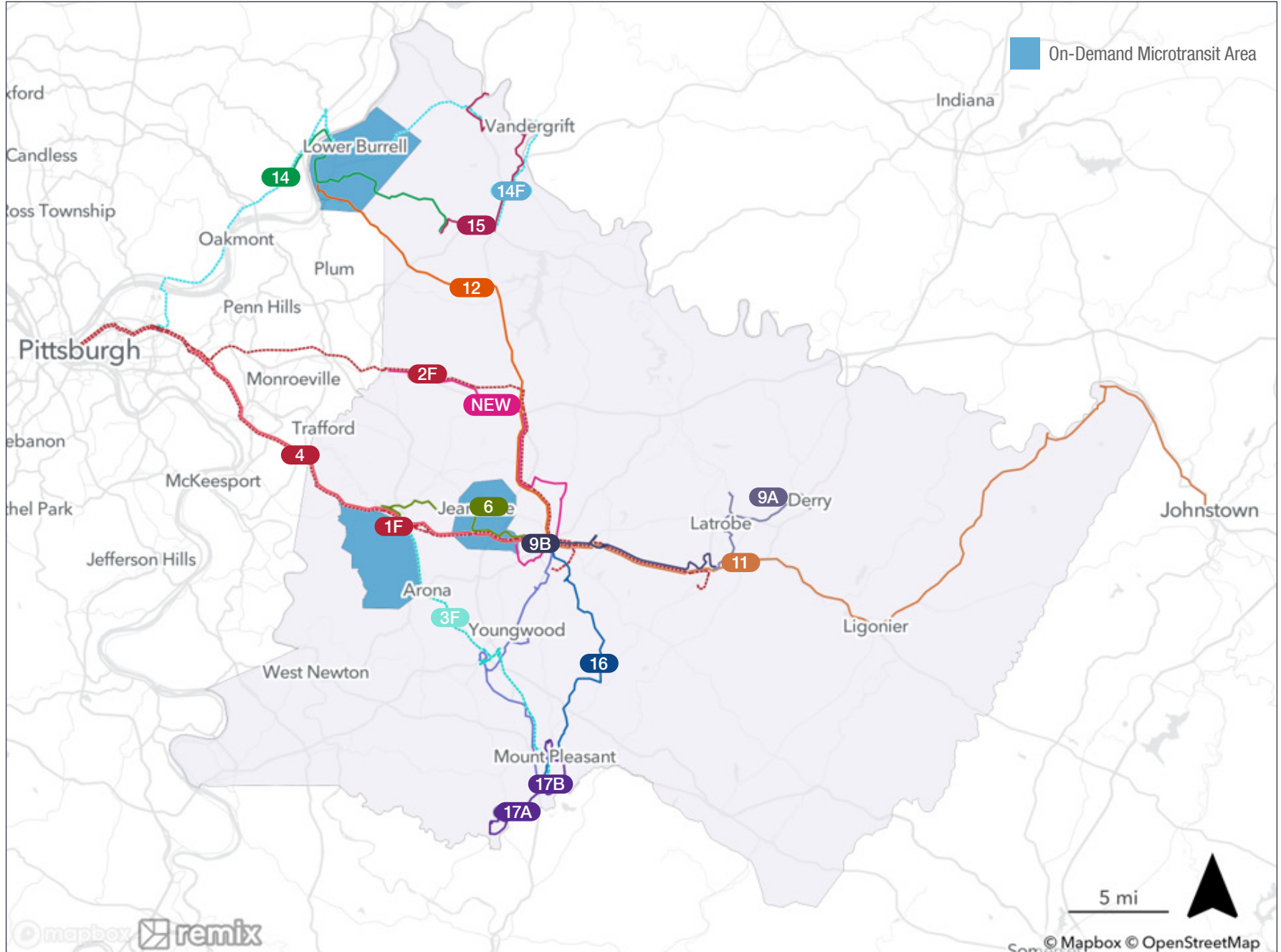
Aspirational Network

The aspirational network improves on the enhanced network by focusing on increased options for transit users. Routes with higher demand and key connections receive additional service, and new connections to high demand areas will be established.

Additional investment would be needed, and funding has not been identified to implement these changes.

The aspirational network consists of the following recommendations:

FLYER ROUTES

- Monitor ridership for need-based improvements such as adding additional trips as warranted by demand.

LOCAL ROUTES

- **Route 4:** Increase weekday and Saturday frequency to 60-75 minutes from 120 minutes.
- **Route 6:** Increase weekday and Saturday frequency to 60 minutes from 120 minutes.
- **Route 8:** Increase weekday and Saturday frequency to 60 minutes from 120 minutes.
- **Routes 9A and 9B:** Realign Route 9B from improved and enhanced networks to extend into Latrobe with 60-minute frequency on weekdays and Saturday. Supplement with a microtransit zone in place of local Route 9A (see to right).
- **Route 14:** Increase weekday and Saturday frequency to 60 minutes from 120 minutes.
- **Route 16:** Increase weekday frequency to 60 minutes from 120 minutes.
- **Southwest Greensburg Local Route:** Increase frequency to 90 minutes from 180 minutes in the enhanced network.
- **Murrysville Local Route:** Increase frequency to 90 minutes from 180 minutes in the enhanced network.
- **New Stanton-Monessen Route:** Add new regional route connecting New Stanton, West Newton and Monessen, operating on weekdays with 120-minute frequency from 8:00 a.m. to 5:00 p.m.

ON-DEMAND MICROTRANSIT

- Add microtransit zone in Mount Pleasant/ Scottdale as a replacement for Route 17 for new connections, increased flexibility, and frequency. Extend hours by one hour to 5:00 p.m. on weekdays and Saturdays.
- Add microtransit zone in Latrobe/Derry as a replacement for local Route 9A for new connections, increased flexibility, and frequency. Realign Route 9B to extend from Lawson Heights Walmart to Latrobe (see to left).

Figure 16: Aspirational Network Summary Map
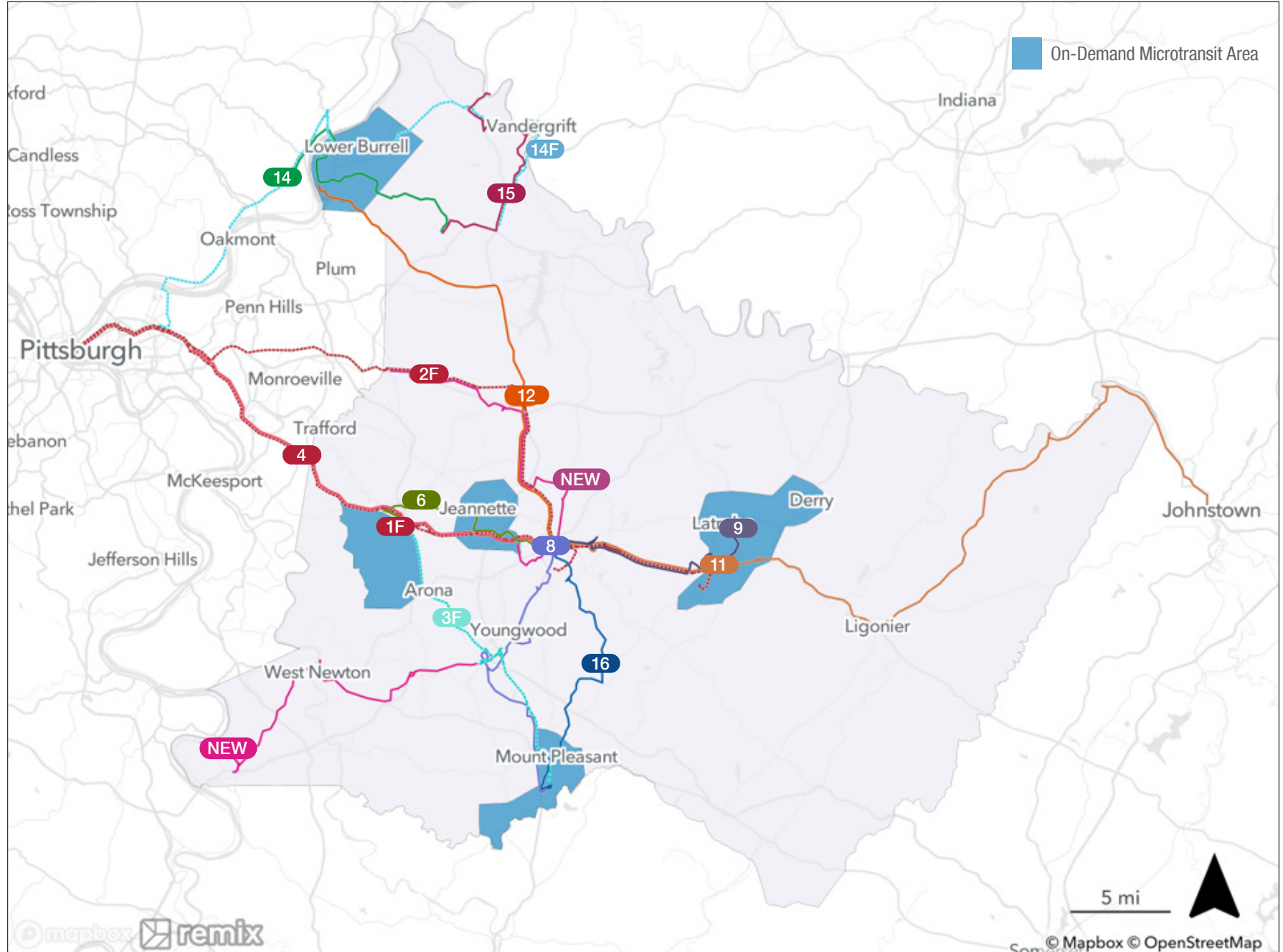
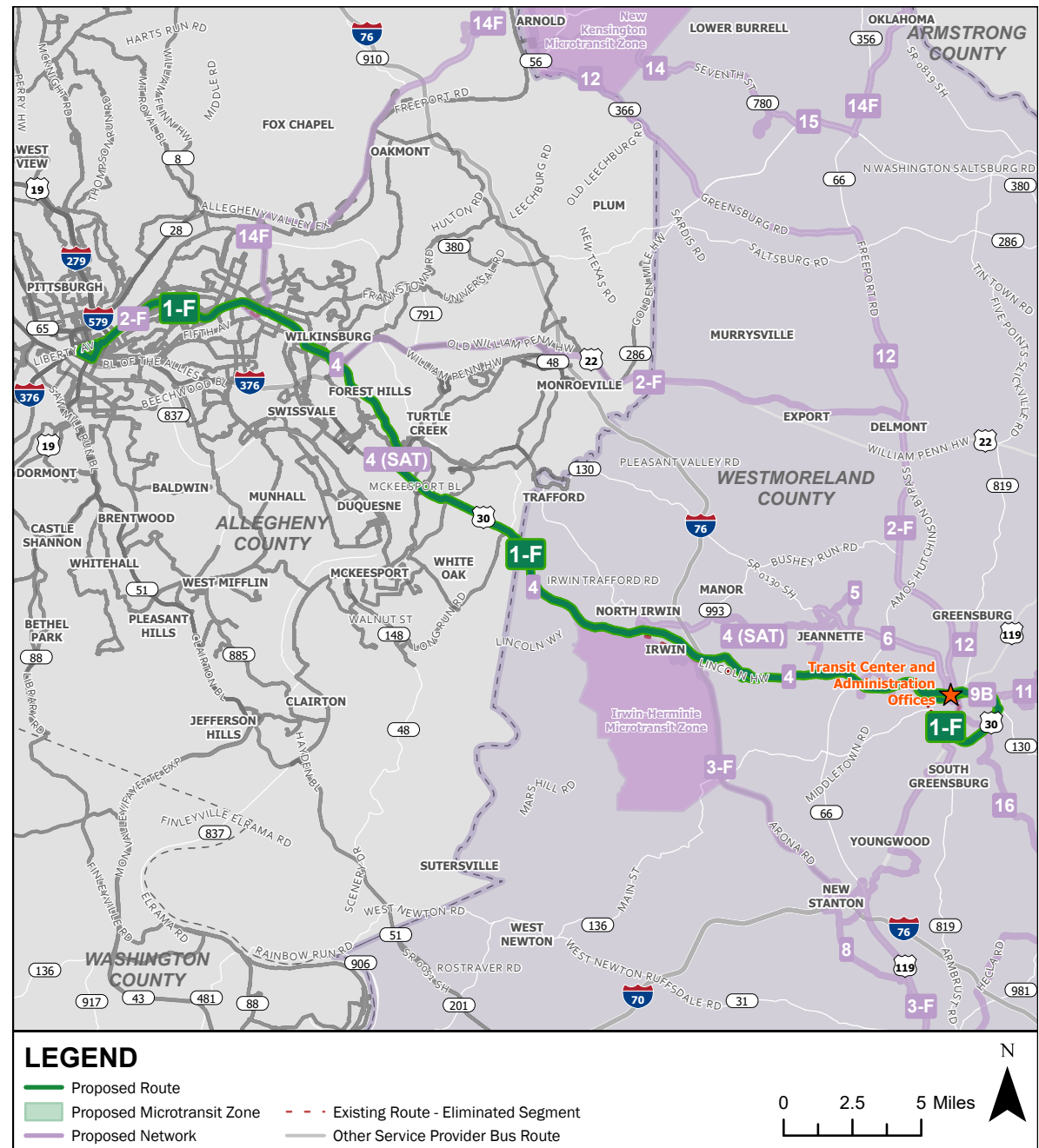## Improved

More direct bus service

- Adjust stop order in Greensburg to create a more direct and faster travel to the Transit Center to/from the west via Pittsburgh Street and Otterman Street.

Route 1-F	Weekday	Saturday
Frequency (mins.)	20 - 35	—
Service Hours	5:15 a.m. - 8:40 a.m. (7 trips) 3:40 p.m. - 7:40 p.m. (7 trips)	—

Enhanced and Aspirational

- Monitor ridership for need-based improvements such as adding additional trips as warranted by demand.

IMPROVED NETWORK MAP

LEGEND

—— Proposed Route
▢ Proposed Microtransit Zone
—— Proposed Network
- - - Existing Route - Eliminated Segment
—— Other Service Provider Bus Route

N

0   2.5   5 Miles

ROUTE 2-F

Improved

🚏 More direct bus service

- Realign route to remove the stop at the Westmoreland Mall due to low use and for faster travel.

Route 2-F	Weekday	Saturday
Frequency (mins.)	30 - 50	—
Service Hours	5:20 a.m. - 8:15 a.m. (3 trips) 3:40 p.m. - 7:00 p.m. (3 trips)	—

Enhanced and Aspirational

- Monitor ridership for need-based improvements such as adding additional trips as warranted by demand.

LEGEND

— Proposed Route
▢ Proposed Microtransit Zone
▢ Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route

0 3 6 Miles

Improved

Right-size service to demand

- Realign route to truncate at sheltered stops at the corner of Main St and Pennsylvania Ave to connect with Route 1-F. Customers would transfer to/from 1-F for travel to/from Pittsburgh.

Route 3-F	Weekday	Saturday
Frequency (mins.)	N/A	—
Service Hours	5:20 a.m. - 6:00 a.m. (1 trip) 6:00 p.m. - 6:50 p.m. (1 trip)	—

Enhanced and Aspirational

- Monitor ridership for need-based improvements such as adding additional trips as warranted by demand.

- As warranted by future commuter demand, realign route to follow 1-F along Pennsylvania Ave in Irwin, and continue service to Pittsburgh to effectively add another 1-F trip between Irwin and Pittsburgh.

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▭ Proposed Microtransit Zone
▭ Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route
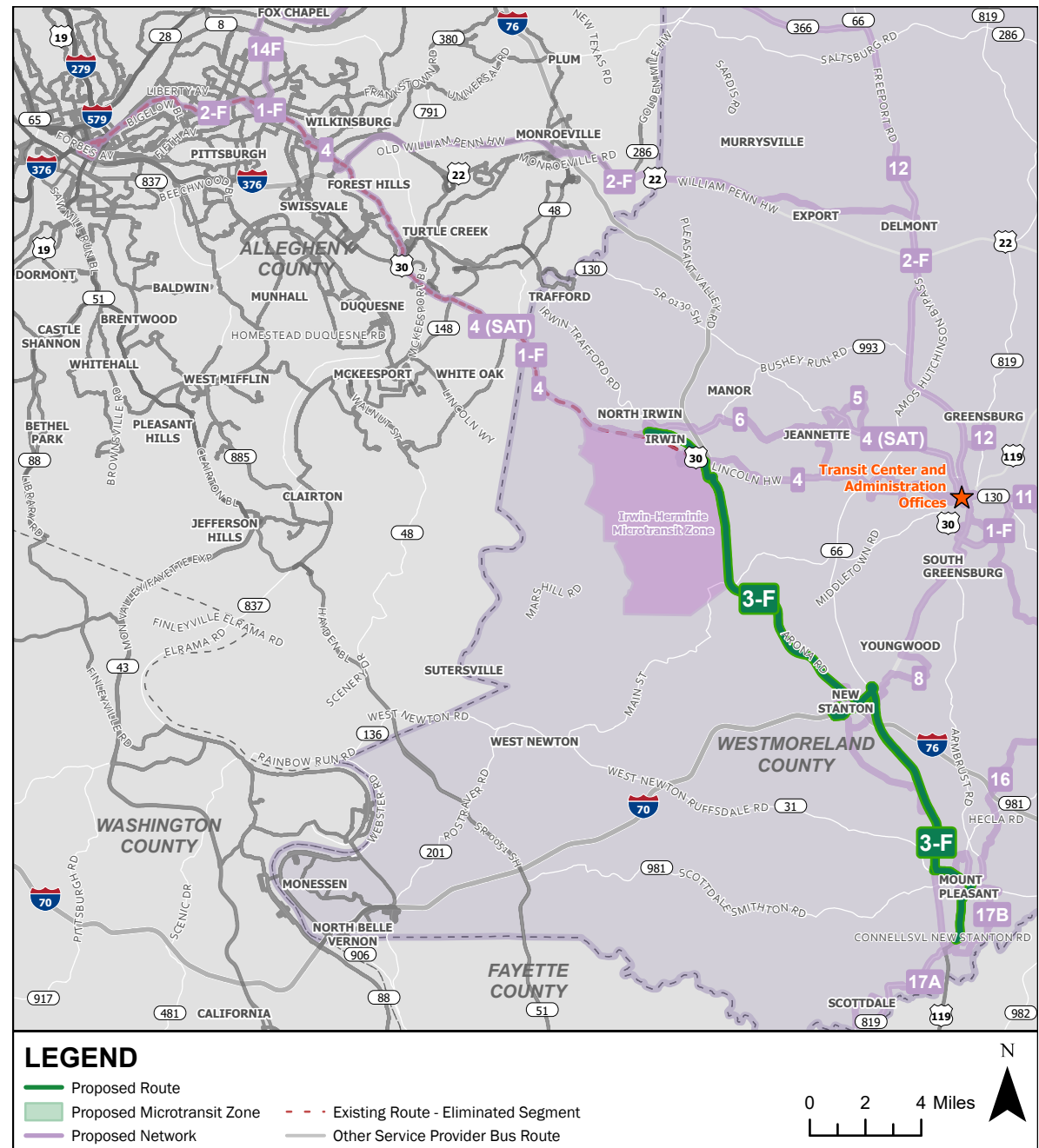
ROUTE 14-F

Improved

More options to connect to Pittsburgh

■ Extend the Westmoreland County end of the route to North Washington via PA 66 and Apollo (note, this is in Armstrong County) for additional connections.

Route 14-F	Weekday	Saturday
Frequency (mins.)	N/A	—
Service Hours	6:00 a.m. - 7:40 a.m. (1 trip) 5:00 p.m. - 6:40 p.m. (1 trip)	—

Enhanced and Aspirational

■ Monitor ridership for need-based improvements such as adding additional trips as warranted by demand.

LEGEND

— Proposed Route
▨ Proposed Microtransit Zone
— Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route

N

0   2   4 Miles
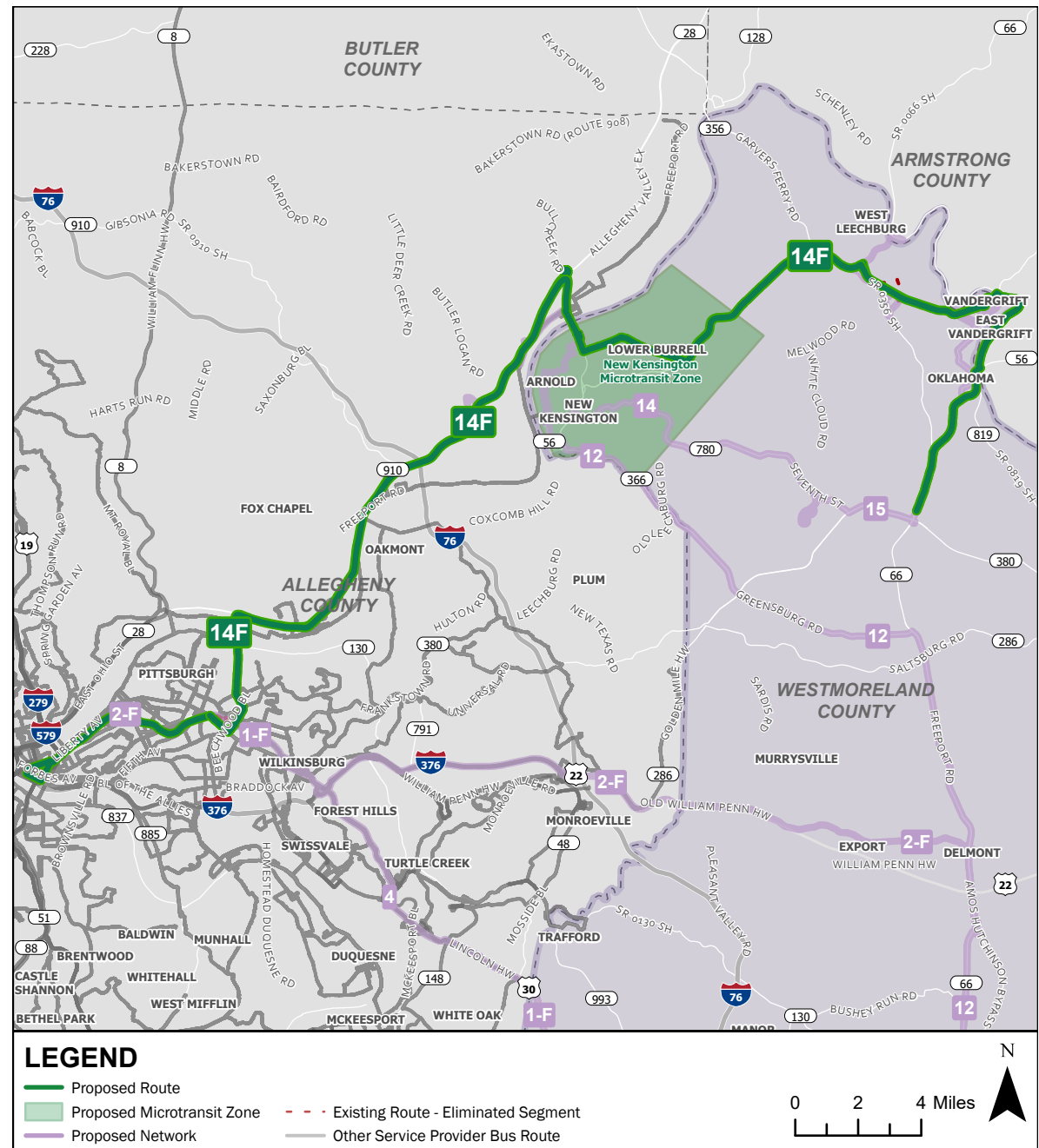
Improved

More frequent buses

More options to connect to Pittsburgh

- In short-term, remove the stop at Bakery Square and instead serve stops near the corner of Penn Ave and Fifth Ave.
- Realign route to truncate at the Wilkinsburg Park and Ride on the Martin Luther King Jr. East Busway, where multiple high-frequency connections are available to Pittsburgh Regional Transit (PRT). This includes future connections to PRTX, PRT's bus rapid transit service.
- Increase Saturday frequency to approximately 120 minutes (two hours) from 240 minutes (four hours).
- Closely coordinate route changes with PRT, and explore fare changes (see Additional Recommendations).

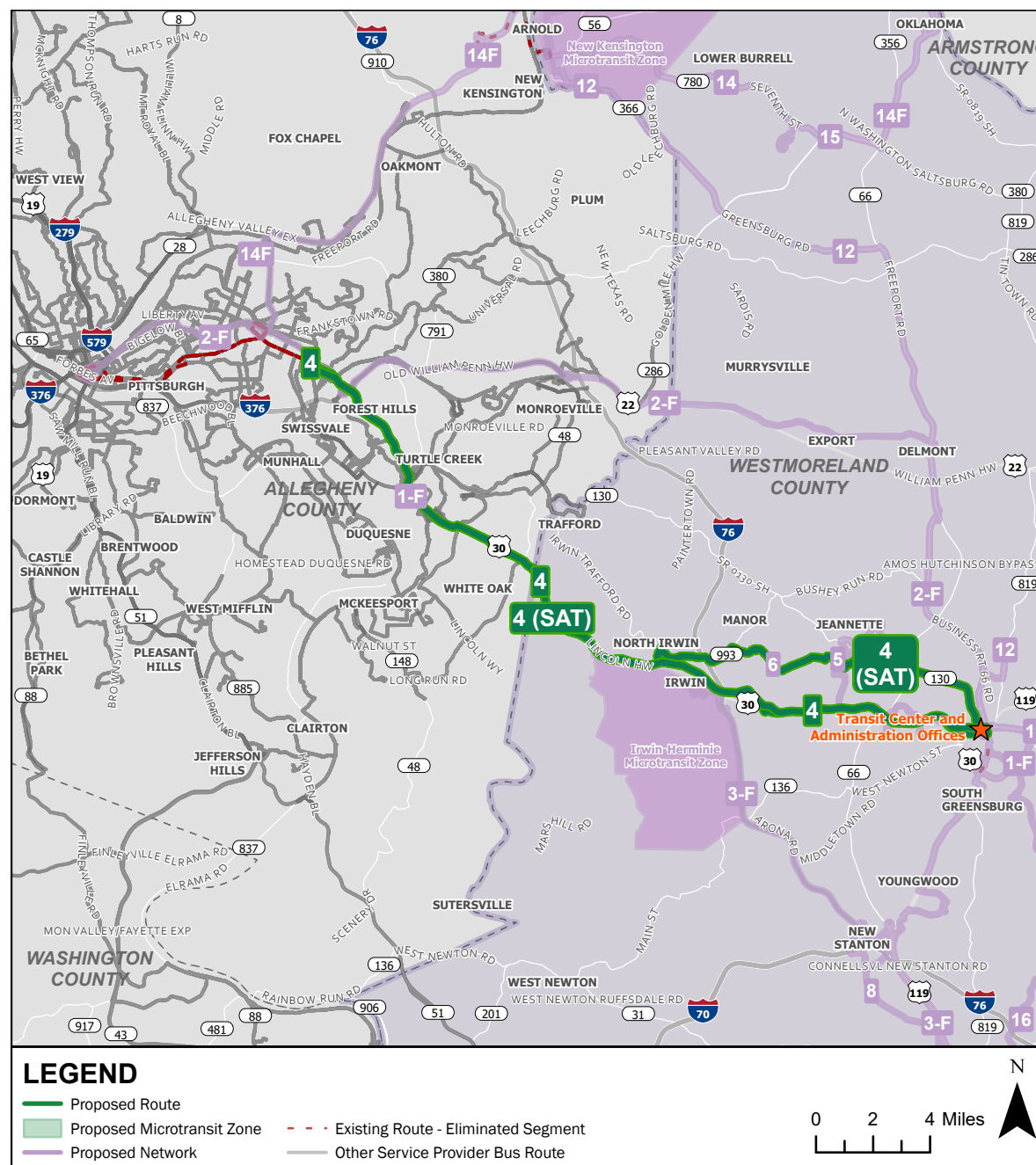| Route 4	Weekday	Saturday
Frequency (mins.)	120 - 130	120 - 130
Service Hours	6:00 a.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.

Enhanced

More direct bus service

Longer service hours

- Adjust Saturday alignment to match the weekday alignment included in the improved network plan.
- Extend weekday service hours to 8:00 p.m.

Aspirational

More frequent buses

- Increase weekday and Saturday frequency to 60-75 minutes from 120 minutes

IMPROVED NETWORK MAP

LEGEND

- Proposed Route
- Proposed Microtransit Zone
- Proposed Network
- - - Existing Route - Eliminated Segment
- Other Service Provider Bus Route

0   2   4 Miles

N

Improved

More direct bus service

- Remove service at Hempfield Point Plaza/Home Depot due to low use and for faster travel

Route 5	Weekday	Saturday
Frequency (mins.)	120	120
Service Hours	7:00 a.m. - 7:00 p.m.	9:00 a.m. - 5:00 p.m.

Enhanced

- Merge Route 5 and Route 6 into one alignment, which will operate on weekdays and on Saturday.
- See improvements on page 40 for Route 5, Route 6, and Jeannette microtransit zone.

IMPROVED NETWORK MAP

LEGEND

- Proposed Route
- Proposed Microtransit Zone
- Proposed Network
- - - Existing Route - Eliminated Segment
- Other Service Provider Bus Route

0   0.35   0.7 Miles

N
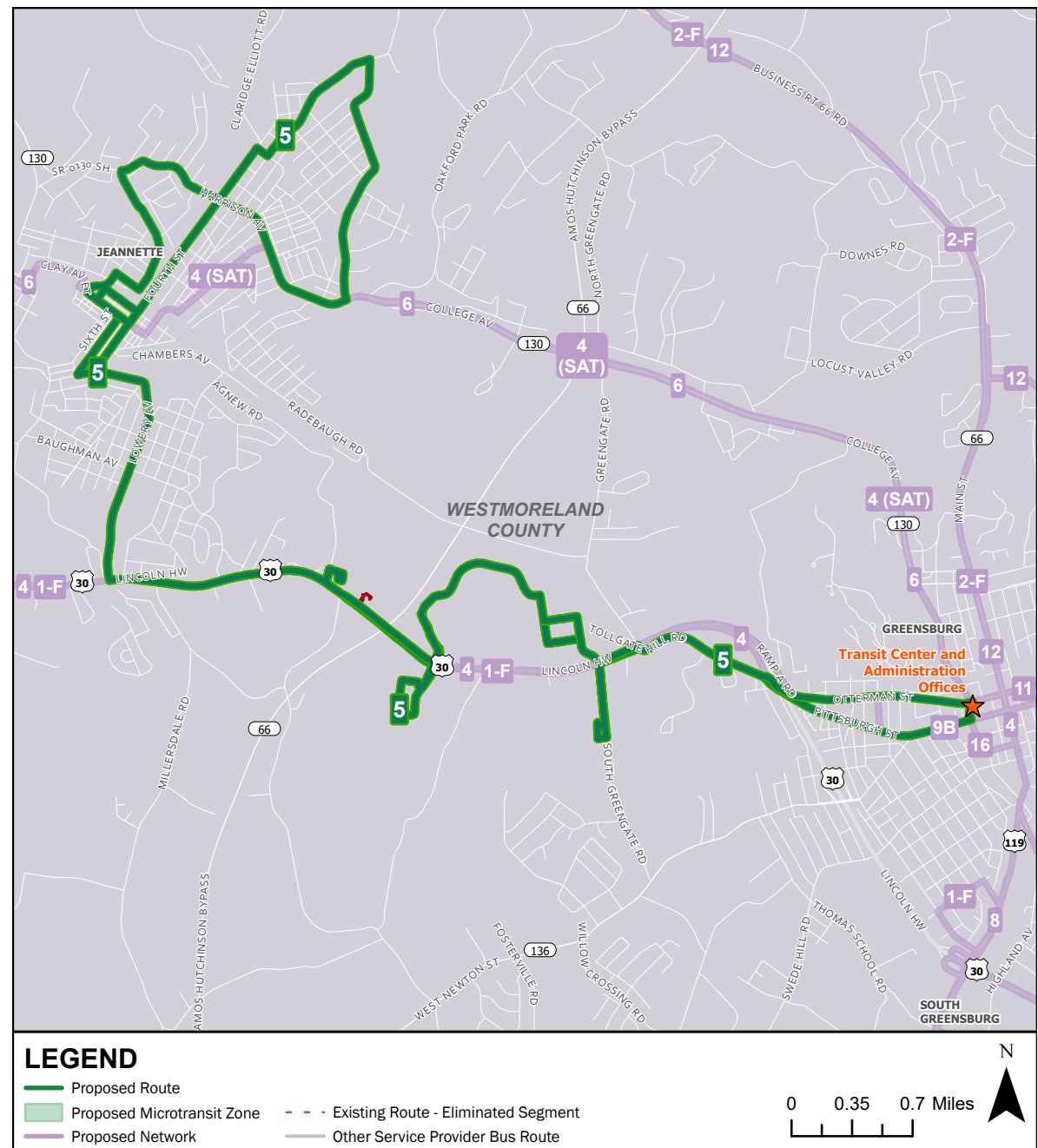
ROUTE 6 AND IRWIN-HERMINIE MICROTRANSIT ZONE

Improved

🔶 More connections within Westmoreland County

🟢 More direct bus service

⬛ More frequent buses

- Route 6
  - Realign route to truncate at the North Huntingdon Walmart, replacing service on the existing Herminie loop with new microtransit service.
  - Increase frequency to 90 minutes from 120 minutes)
- Microtransit
  - Pilot on-demand service in a zone between Circleville, Irwin, and Herminie to maintain coverage in areas served by existing Route 6 and add new connections.
  - Provide service to Norwin Hills Shopping Center, Walmart, Target, Giant Eagle (connections available to Route 6), and to Pennsylvania Ave (connection available to Route 4).

Route 6	Weekday	Saturday
Frequency (mins.)	90	—
Service Hours	6:15 a.m. - 6:15 p.m.	—
Microtransit - Irwin-Herminie	Weekday	Saturday
Frequency (mins.)	15*	15*
Service Hours	8:30 a.m. - 5:30 p.m.	—

A 15-minute target response time is assumed for microtransit
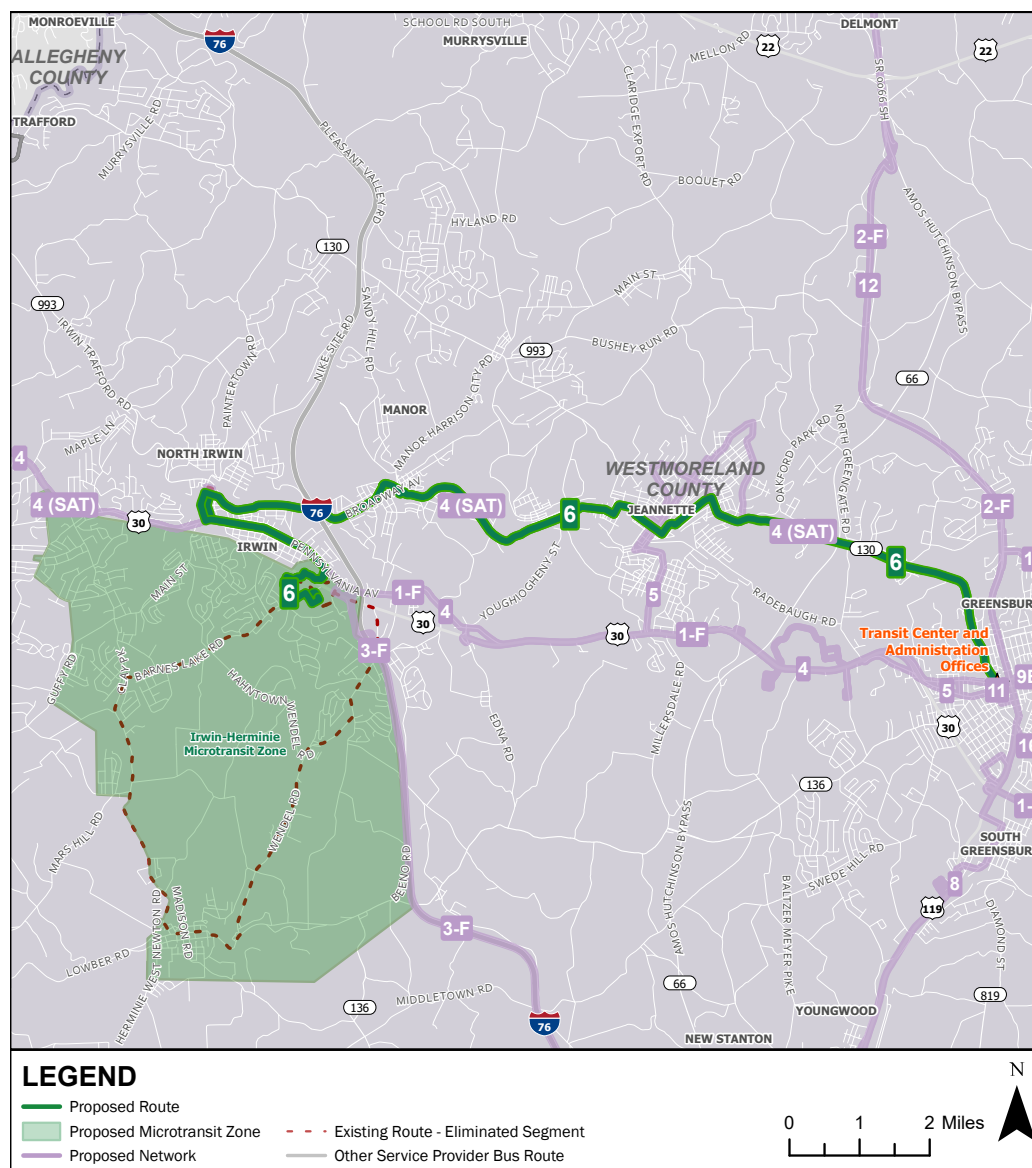
Enhanced

🔵 Longer service hours

- Merge Route 5 and Route 6 into one alignment, which will operate on weekdays and on Saturday.
- See improvements on page 40 for Route 5, Route 6, and Jeannette microtransit zone.
- Microtransit – extend the service hours of the Irwin-Herminie zone to 6:15 a.m. to 8:00 p.m. on weekdays.

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▨ Proposed Microtransit Zone
— Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route

0   1   2 Miles

N

Aspirational

- Increase weekday and Saturday frequency of Route 6 to 60 minutes.

Enhanced

⬡ More connections within Westmoreland County

⬡ More direct bus service

⬡ More frequent buses

⬡ Longer service hours

- Routes 5 and 6
  - Merge into one alignment, a new Route 6, which will operate on weekdays between 6:00 a.m. to 8:00 p.m. and on Saturday from 9:00 a.m. to 6:00 p.m.
  - Increase Saturday frequency to 90 minutes from 120 minutes on Route 5.
- Microtransit
  - Pilot on-demand service in a zone between west Greensburg and Jeannette to maintain coverage in areas served by the existing Route 5 local loop and add new connections.
  - Operate between 7:00 a.m. to 8:00 p.m. on the weekdays and 9:00 a.m. to 6:00 p.m. on Saturdays.
  - Provide service to Giant Eagle, Walmart, and connections to Route 6 and Route 4.

ENHANCED NETWORK MAP

LEGEND

— Proposed Route

▨ Proposed Microtransit Zone

— Proposed Network

- - - Existing Route - Eliminated Segment

— Other Service Provider Bus Route

0   0.8   1.6 Miles

N
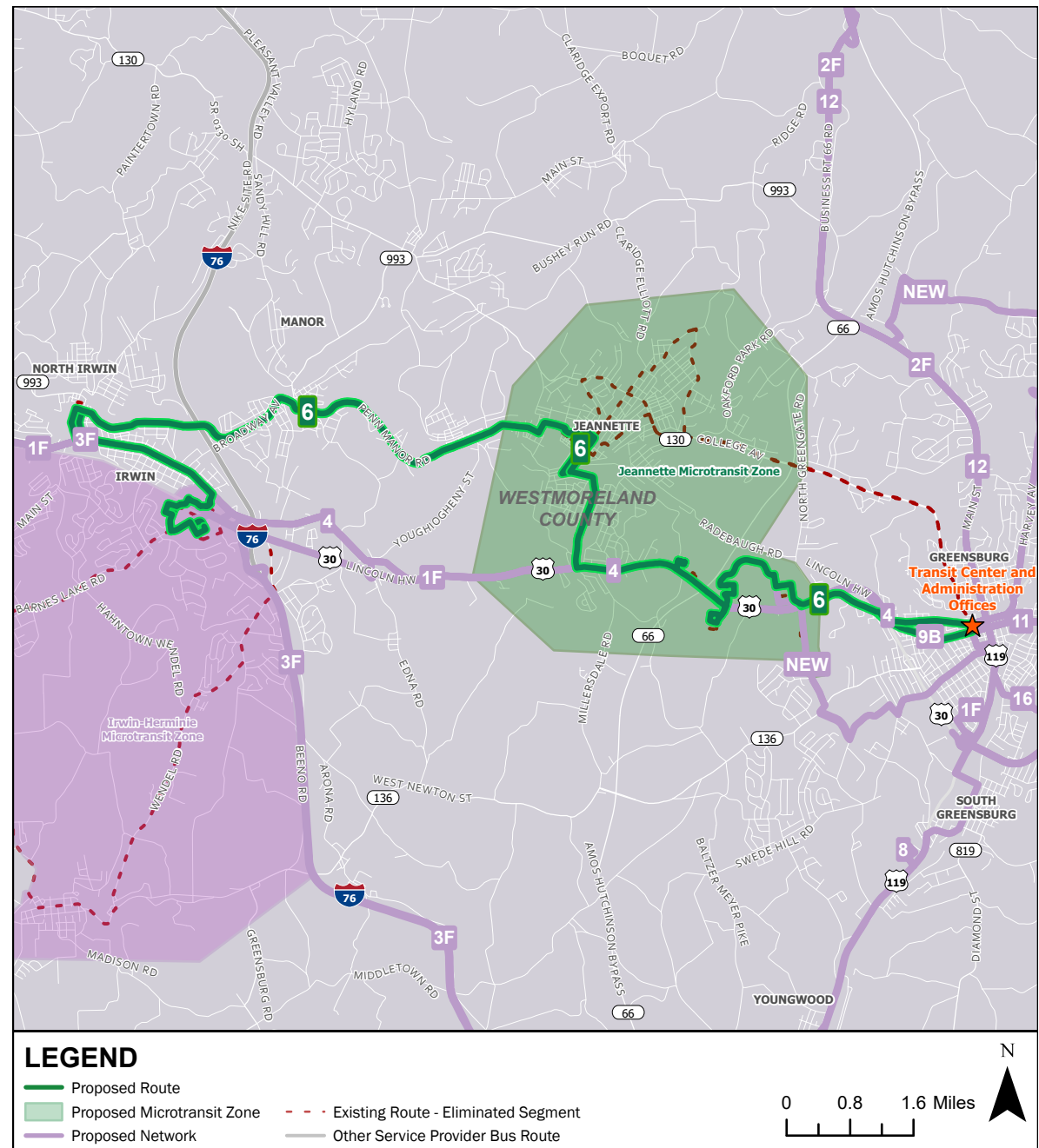
Improved

■ No changes from existing

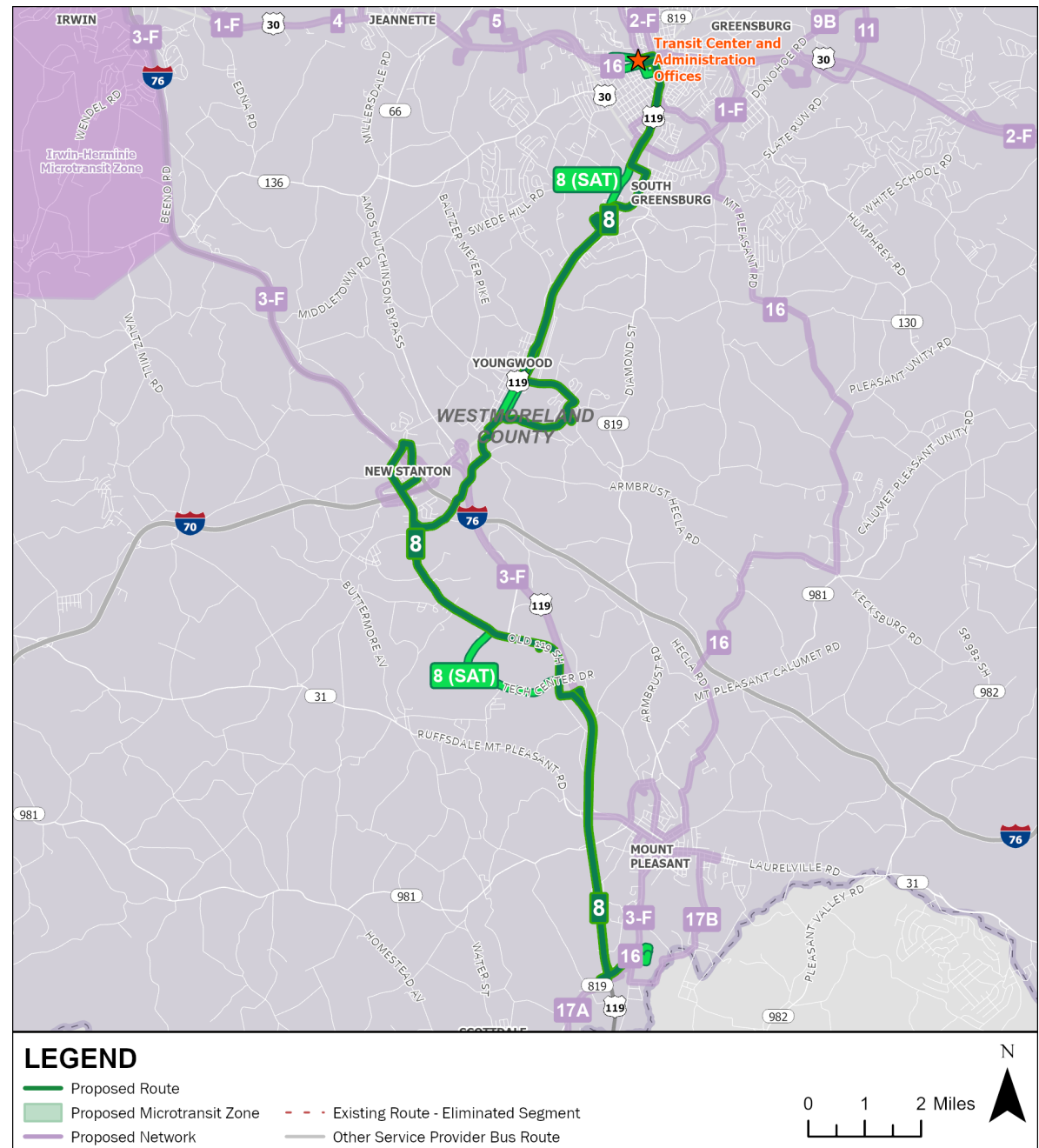| Route 8	Weekday	Saturday
Frequency (mins.)	120	120
Service Hours	7:30 a.m. - 6:00 p.m.	8:00 a.m. - 4:00 p.m.

Enhanced

Longer service hours

■ Extend weekday service hours to 8:00 p.m.
■ Extend Saturday service hours to 6:00 p.m.

Aspirational

More frequent buses

■ Increase weekday and Saturday frequency to 60 minutes from 120 minutes

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▨ Proposed Microtransit Zone
— Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route

0 1 2 Miles

ROUTE 9

Improved

⬡ More connections within Westmoreland County

- Realign to spilt into two routes to improve service legibility.
- 9A: Provides local service to Derry, Latrobe, Lawson Heights similar to existing local Route 9, but with minor adjustments to streamline routing and connect with 9B at the Lawson Heights Walmart.
- 9B: Provides cross-county service between Lawson Heights Walmart and Greensburg similar to existing Route 9, but with alignment to serve Frye Farm Rd/Mountain View Medical Park and Brookside Apartments/Slate Creek Apartments. The first morning trip starts and last afternoon trip extends to Ligonier directly via US 30.

Route 9A	Weekday	Saturday
Frequency (mins.)	120	120
Service Hours	6:15 a.m. - 6:00 p.m.	8:15 a.m. - 6:00 p.m.
Route 9B	Weekday	Saturday
Frequency (mins.)	120	120
Service Hours	7:00 a.m. - 5:30 p.m.	8:15 a.m. - 5:15 p.m.

Enhanced

⬡ Longer service hours

- Route 9A: Extend weekday service hours to 8:00 p.m.
- Route 9B: Extend weekday service hours to 7:30 p.m.

Aspirational

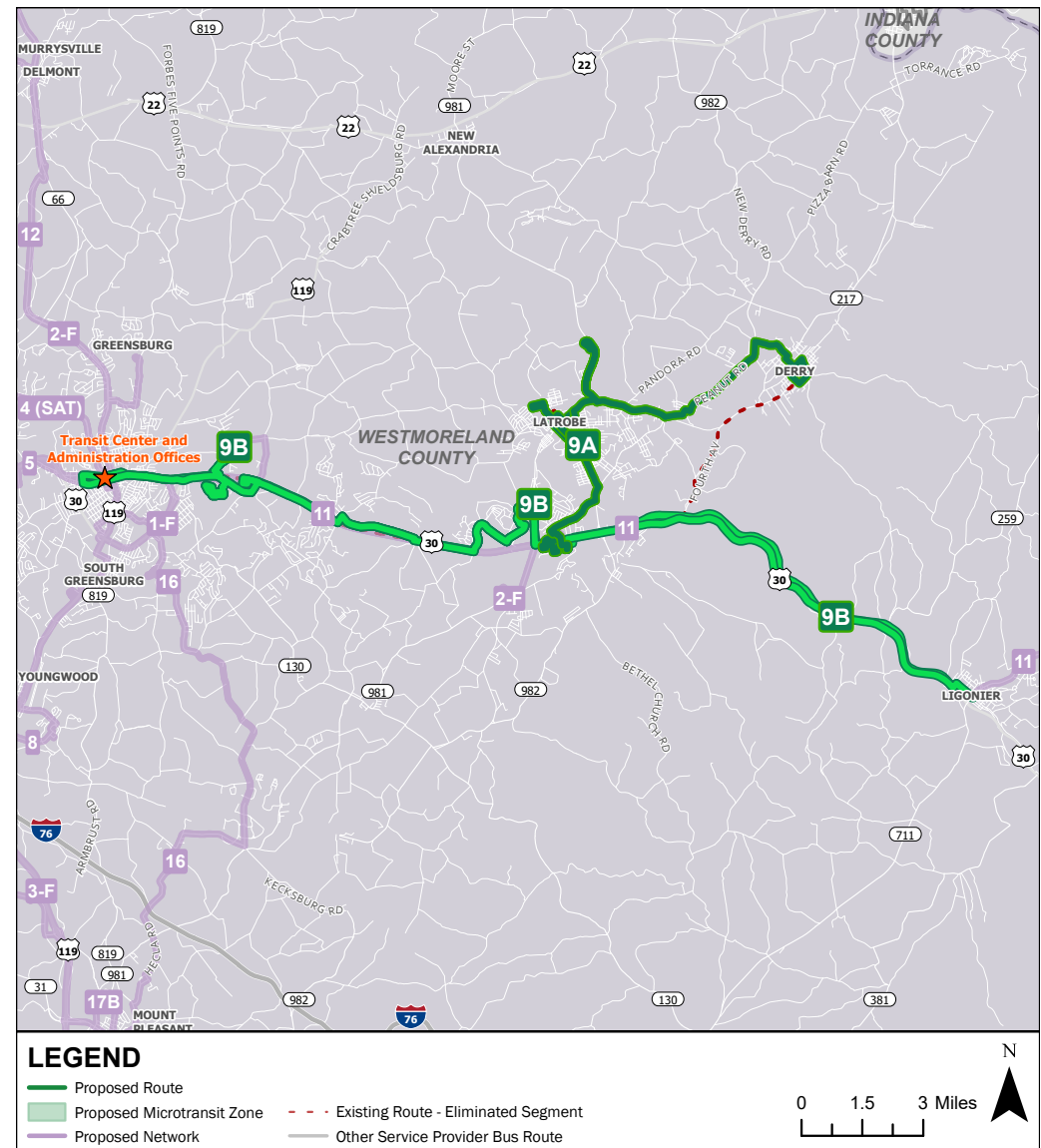### ⬡ More connections within Westmoreland County

⬡ More frequent buses

⬡ More direct bus service

- Realign Route 9B from improved and enhanced networks to extend into Latrobe with 60-minute frequency on weekdays and Saturday. Supplement with a microtransit zone in place of local Route 9A.
- Add microtransit zone in Latrobe/Derry as a replacement for local Route 9A for new connections, increased flexibility, and frequency.

IMPROVED NETWORK MAP

LEGEND

──	Proposed Route	─ ─ ─	Existing Route - Eliminated Segment
▨	Proposed Microtransit Zone	──	Other Service Provider Bus Route
──	Proposed Network		

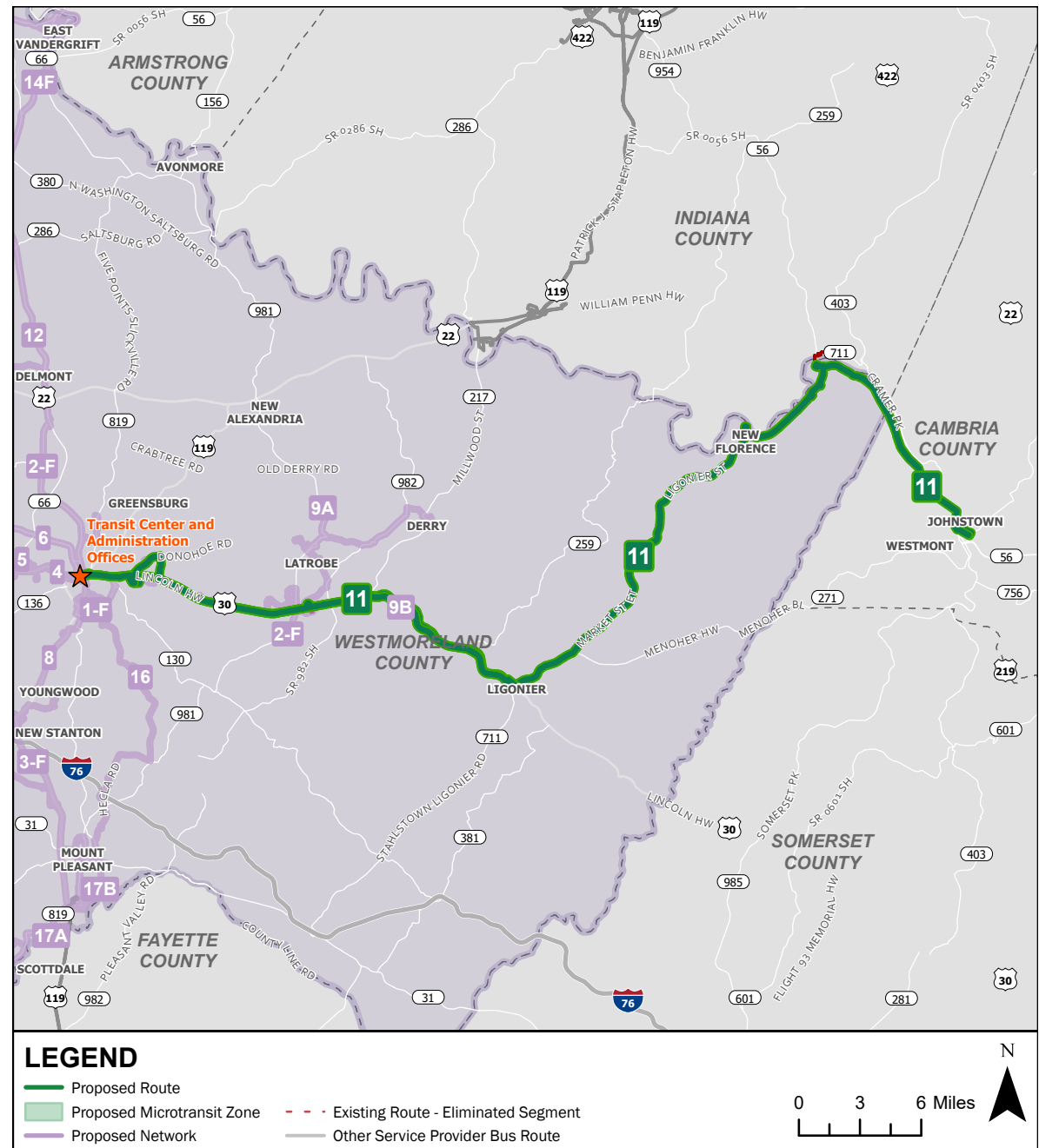0   1.5   3 Miles

Improved

Right-size service to demand

More direct bus service

- Adjust route service patterns to alternate round trips between Greensburg to Johnstown (three round trips per day) and Greensburg to Ligonier (two round trips per day, and five total with Johnstown service pattern).
- Remove extension from Seward to Robindale Heights due to low use and for faster travel.
- Operate Monday, Wednesday, and Friday.

Route 11	Weekday	Saturday
Frequency (mins.)	140 (Greensburg - Ligonier) 280 (Ligonier - Johnstown)	—
Service Hours	6:00 a.m. - 6:30 p.m. (M-W-F)	—

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▢ Proposed Microtransit Zone
▢ Proposed Network
- - - Existing Route - Eliminated Segment
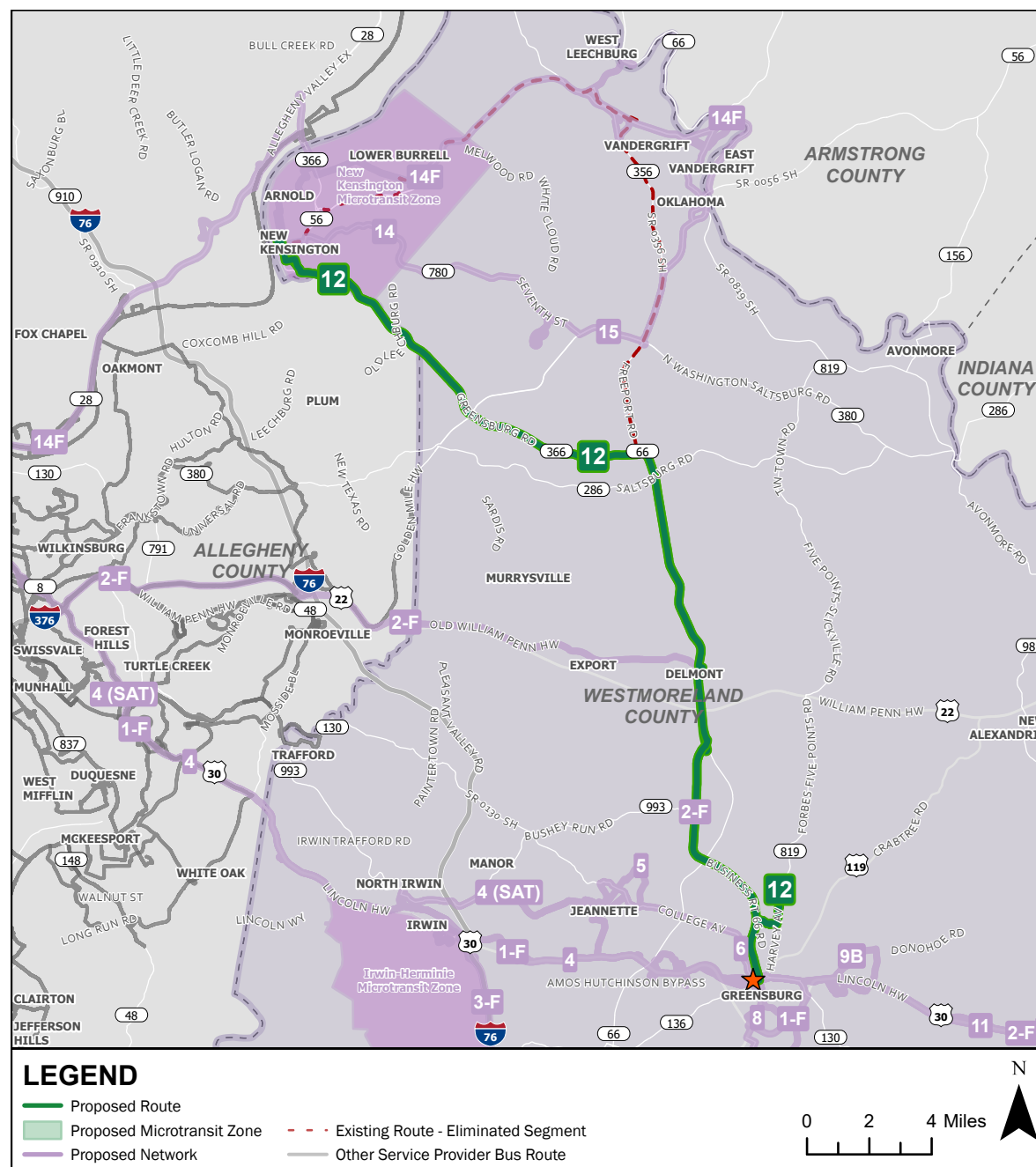— Other Service Provider Bus Route

0   3   6 Miles

Improved

 More direct bus service

■ Remove existing 12B trips (which travel via Lower Burrell on first morning and last afternoon trip) and replace with full trips on the normal Route 12 alignment between Greensburg and New Kensington to improve service legibility.

Route 12	Weekday	Saturday
Frequency (mins.)	120	—
Service Hours	7:15 a.m. - 5:15 p.m.	—

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▢ Proposed Microtransit Zone
— Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route

0   2   4 Miles

ROUTE 14 AND NEW KENSINGTON MICROTRANSIT ZONE

Improved

⬡ More connections within Westmoreland County

⬡ Longer service hours

⬡ More direct bus service

⬡ More frequent buses

- Realign existing routes 14A, 14B, 14C, and 14J into one fixed route between Pittsburgh Mills Walmart and Westmoreland Business and Research Park via New Kensington, Arnold, and Tarentum (note, this is Allegheny County).

- Extend service hours compared to existing routes

- Microtransit - New Kensington
  - Pilot on-demand service in a zone in New Kensington, Arnold, Mount Vernon, and Lower Burrell.
    - Connections to Route 14 are available at several points, including Central City Plaza (connection to Route 16 and PRT Route 1 too) and Giant Eagle.
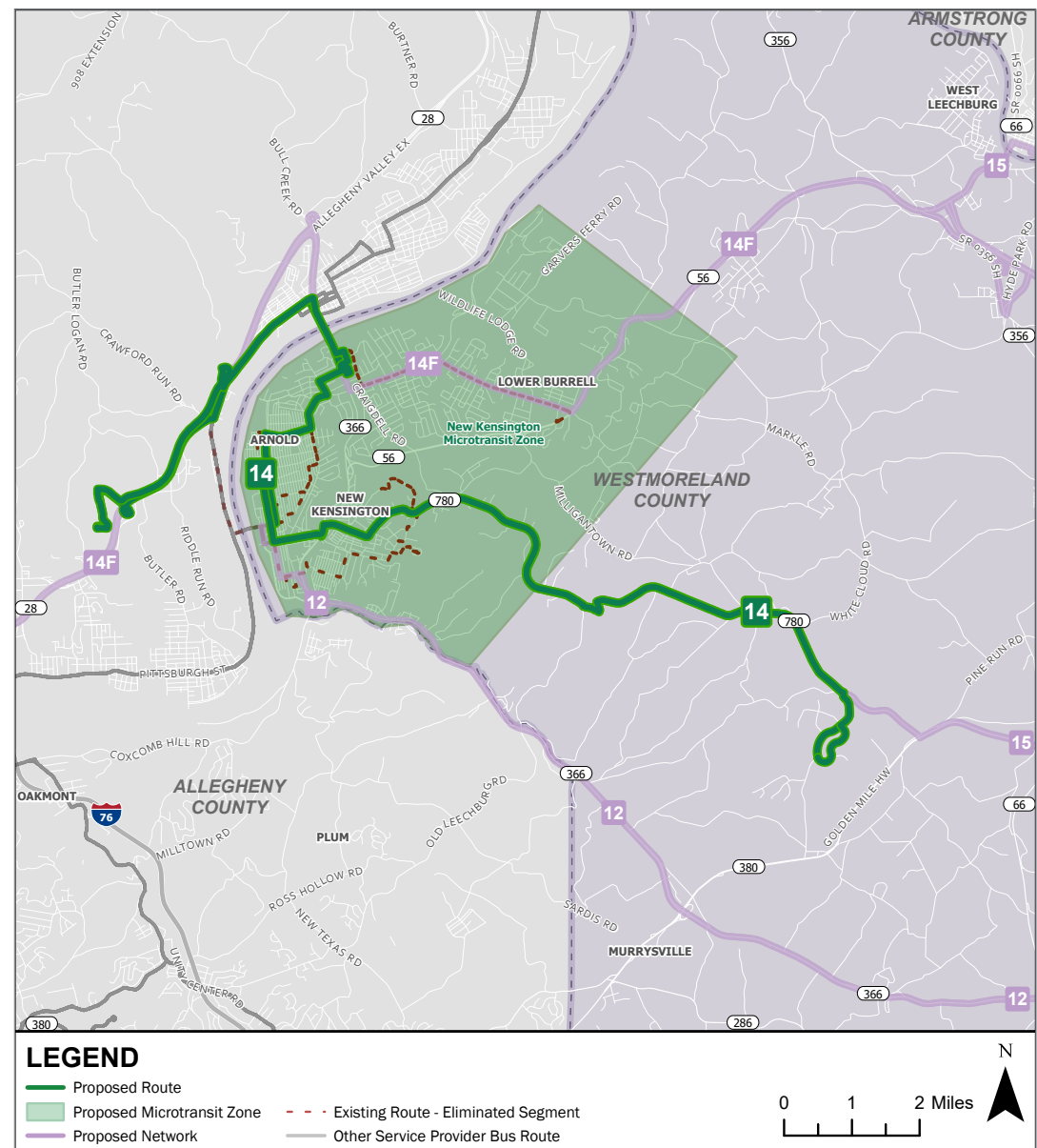
Route 14	Weekday	Saturday
Frequency (mins.)	120	120
Service Hours	7:30 a.m. - 6:30 p.m.	8:00 a.m. - 6:00 p.m.
Microtransit - New Kensington	Weekday	Saturday
Frequency (mins.)	15*	15*
Service Hours	8:45 a.m. - 6:15 p.m.	8:30 a.m. - 6:00 p.m.

A 15-minute target response time is assumed for microtransit

Enhanced

⬡ Longer service hours

- Extend microtransit service hours to 7:30 a.m. to 6:30 p.m. on weekdays and 8:00 a.m. to 6:00 p.m. on Saturdays.

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
■ Proposed Microtransit Zone
--- Existing Route - Eliminated Segment
— Proposed Network
— Other Service Provider Bus Route

0   1   2 Miles

Aspirational

⬡ More frequent buses

- Increase weekday and Saturday frequency of Route 14 to 60 minutes from 120 minutes.

Improved

🚌 More frequent buses

🔄 More direct bus service

🕐 Longer service hours

📍 Right-size service to demand
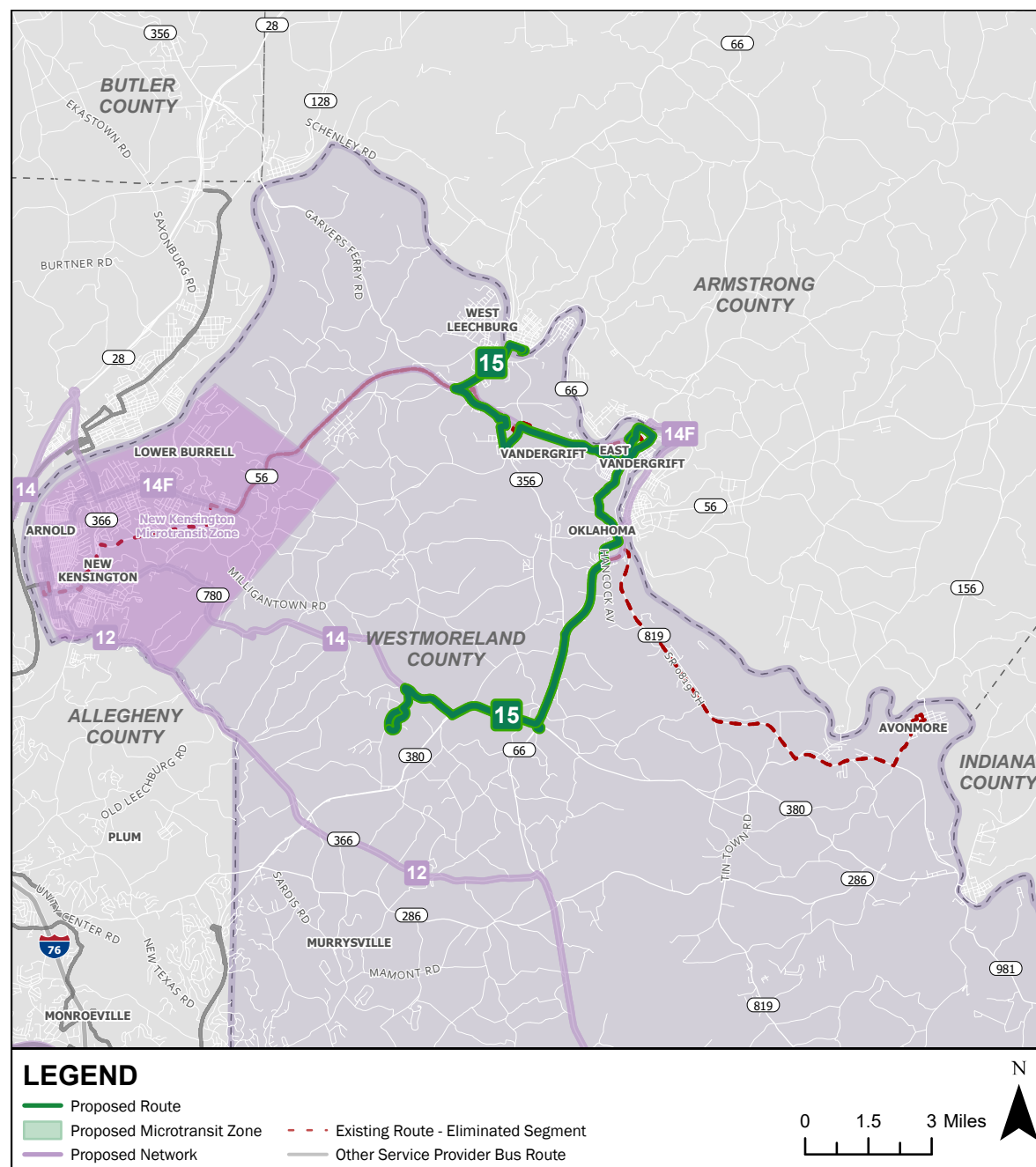
🔀 More connections within Westmoreland County

- Realign routing to connect between Westmoreland Business and Research Park (connection to Route 14) and Leechburg (note, this is Armstrong County) via Oklahoma and Vandergrift.
- Discontinue fixed route service to Avonmore given low use and for faster travel to Vandergrift-area destinations.
- Increase frequency to 120 minutes from variable frequency ranging from two to four hours.

Route 15	Weekday	Saturday
Frequency (mins.)	120	—
Service Hours	8:00 a.m. - 4:30 p.m.	—

Enhanced

🕐 Longer service hours

- Extend weekday service hours to 5:30 p.m.

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▢ Proposed Microtransit Zone
— Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route

N

0   1.5   3 Miles

ROUTE 16

Improved

⬡ More direct bus service

- Realign routing in Mt. Pleasant for faster travel and to improve on-time performance. Discontinue service along Bessemer Rd and provide bidirectional service along W Main St and Washington St.

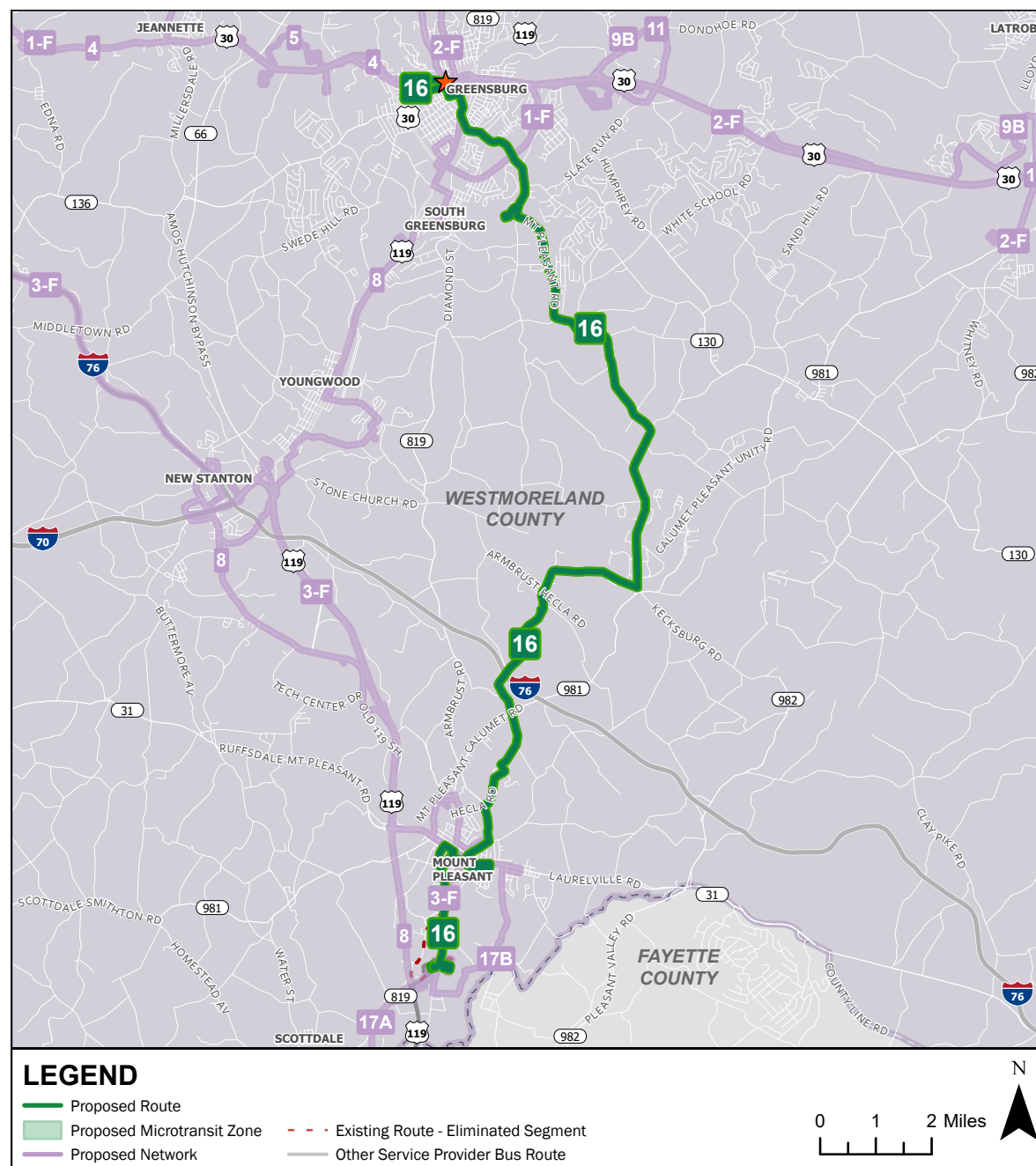| Route 16	Weekday	Saturday
Frequency (mins.)	120	—
Service Hours	8:15 a.m. - 6:00 p.m.	—

Enhanced

⬡ Longer service hours

- Extend weekday service hours to 8:00 p.m.

Aspirational

⬡ More frequent buses

- Increase weekday frequency to 60 minutes from 120 minutes.

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▢ Proposed Microtransit Zone
— Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route

N

0 1 2 Miles

ROUTE 17

Improved

More direct bus service

■ Realign routing in a few locations to streamline service and improve service legibility and bidirectionality.

Route 17	Weekday	Saturday
Frequency (mins.)	120	120
Service Hours	8:00 a.m. - 4:00 p.m.	8:00 a.m. - 4:00 p.m.

Aspirational

More connections within Westmoreland County

More frequent buses

Longer service hours

■ Add microtransit zone in Mount Pleasant/Scottdale as a replacement for Route 17 for new connections, increased flexibility, and frequency.

■ Extend hours by one hour to 5:00 p.m. on weekdays and Saturdays.

IMPROVED NETWORK MAP

LEGEND

— Proposed Route
▪ Proposed Microtransit Zone
— Proposed Network
- - - Existing Route - Eliminated Segment
— Other Service Provider Bus Route
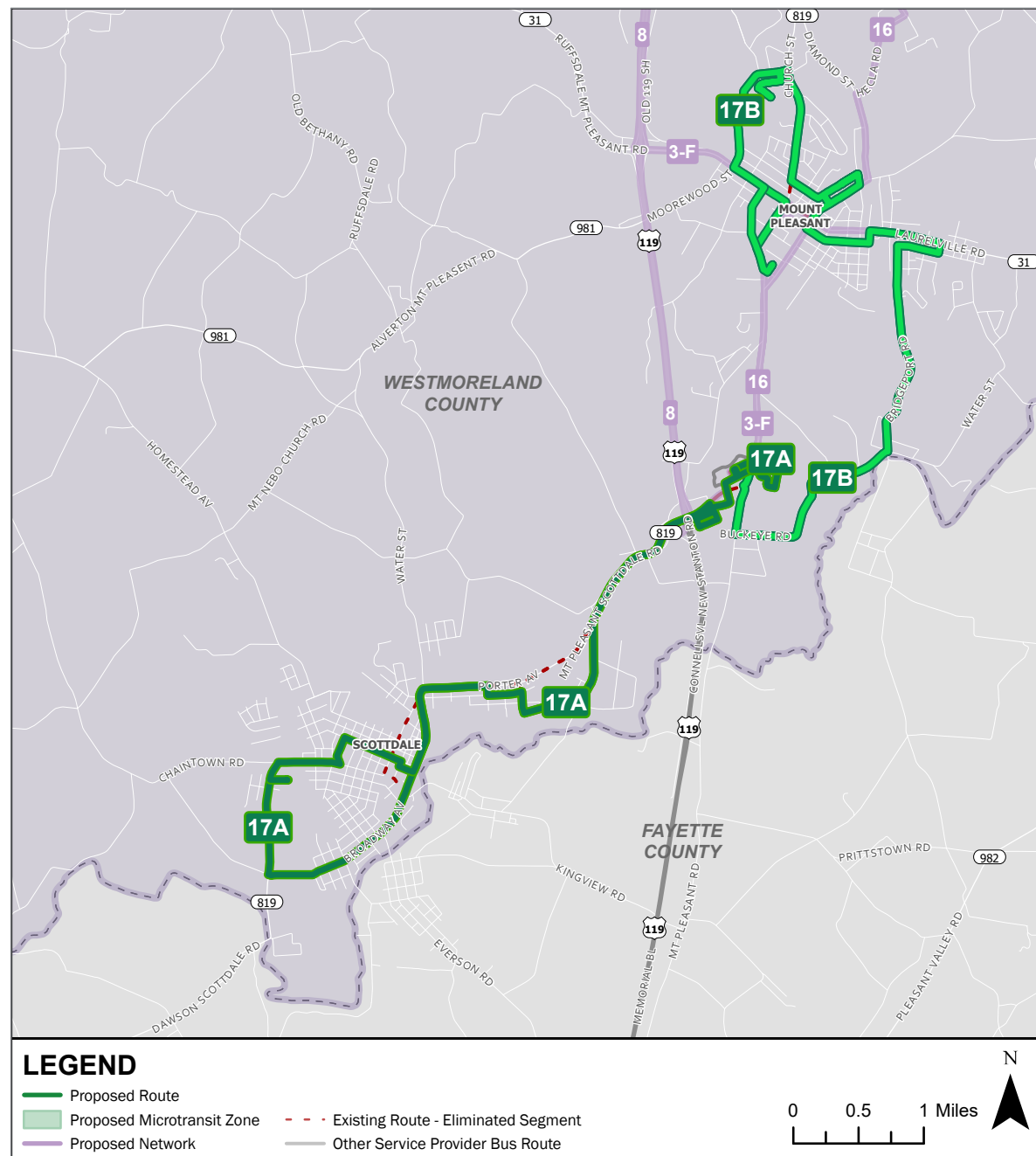
ENHANCED NETWORK MAP

Enhanced

More connections within Westmoreland County

- Add a new connection to southwest Greensburg and Murrysville
- To be operated on weekdays and Saturday with a 180-minute frequency.

Aspirational

More frequent buses

- Increase frequency to 90 minutes from 180 minutes in the enhanced network.

LEGEND

- Proposed Route
- Proposed Microtransit Zone
- Proposed Network
- Existing Route - Eliminated Segment
- Other Service Provider Bus Route

N

0   1   2 Miles
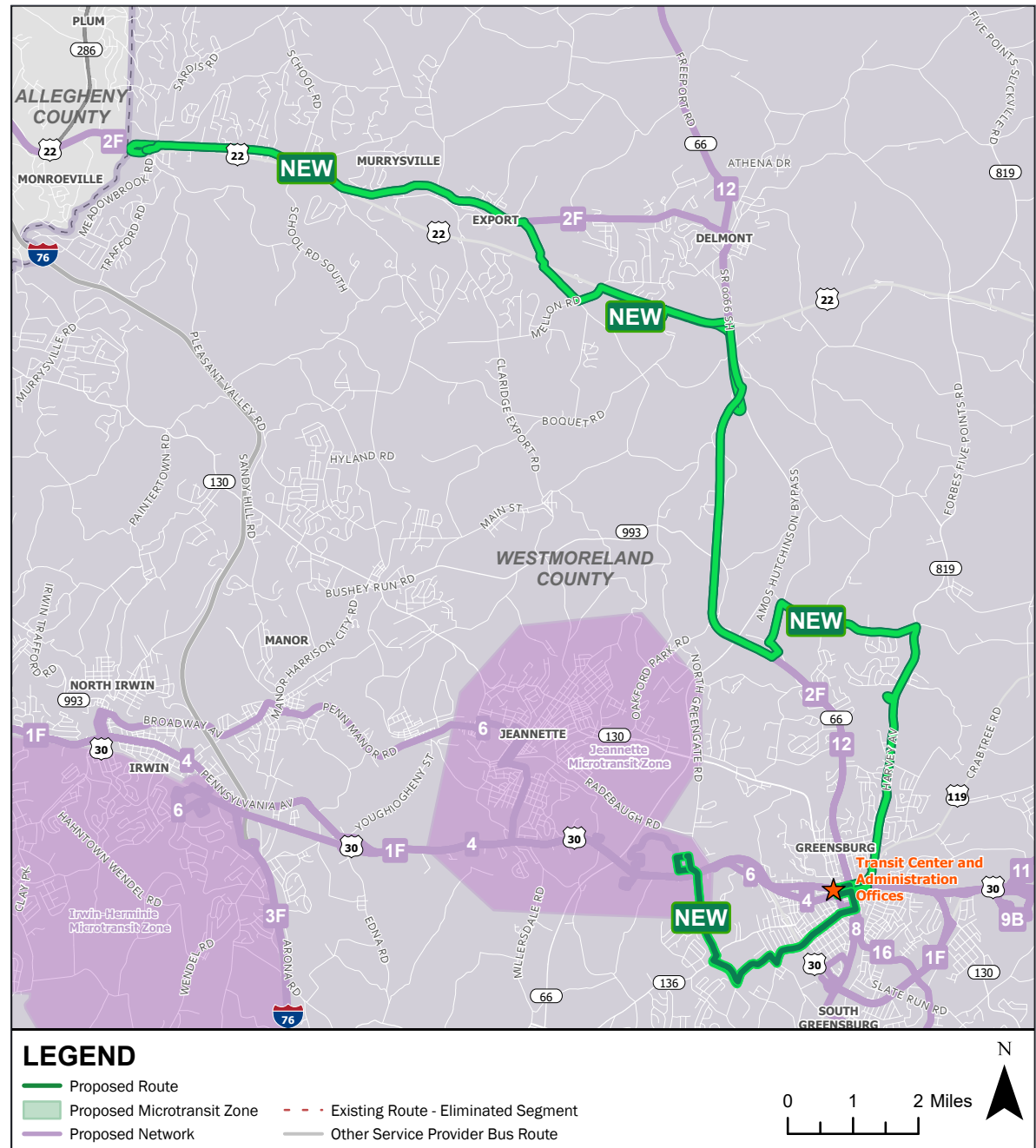
NEW STANTON-MONESSEN

Aspirational

⬡ **More connections within Westmoreland County**

- Add new regional route connecting New Stanton, West Newton and Monessen
- Operate on weekdays with 120-minute frequency from 8:00 a.m. to 5:00 p.m.

LEGEND

- ▬ Proposed Route
- ▢ Proposed Microtransit Zone
- ▬ Proposed Network
- - - - Existing Route - Eliminated Segment
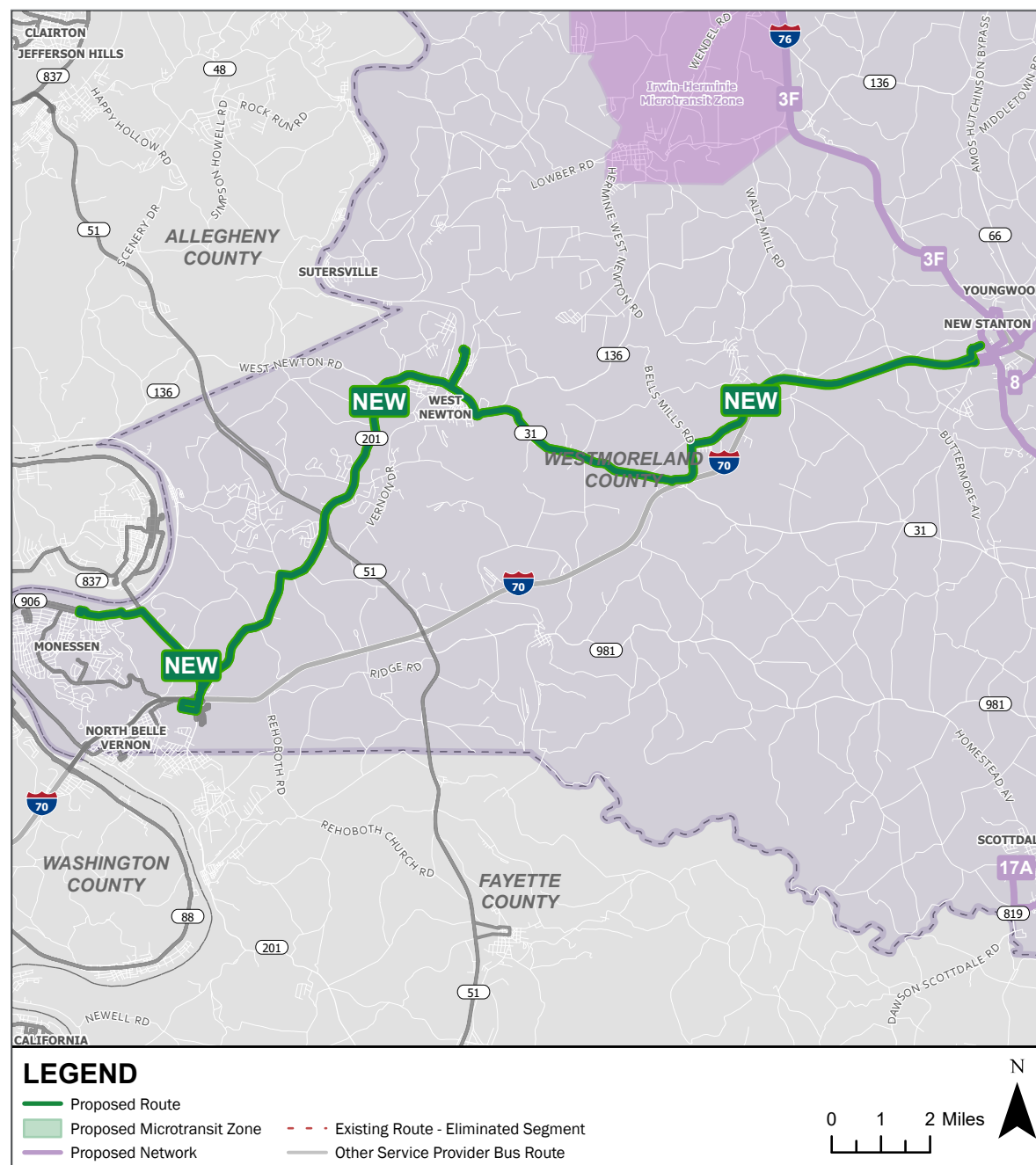- ▬ Other Service Provider Bus Route

N

0 1 2 Miles

NETWORK COMPARISON

Maintaining access to communities and key destinations was a primary focus during the development of the network alternatives. Transit service access to people, jobs, and key destinations was evaluated to ensure that the proposed routes would maintain or increase access throughout the county.

Multiple data sources were used to compile the accessibility metrics. Population data was sourced from the American Community Survey (2017-2021) and LEHD Origin-Destination Employment Statistics (2010-2019). Destinations, which include hospitals, groceries, public buildings, schools, and other crucial places, were derived from open-source geospatial data.

Table 6 shows the level of access for each network alternative within Westmoreland County, including counts of system wide, fixed route, and microtransit zones accessibility metrics. Each expanded network sees an increase in the number of total population and employment that has access to the system. The populations that have access to fixed route service decrease with each successive plan as underperforming fixed routes are replaced or supplemented with microtransit zones.

Table 6: Accessibility Review of Service within Westmoreland County

Service within Westmoreland County				
Population within 0.25 Miles of WCTA Service	Existing Service	Improved Network	Enhanced Network	Aspirational Network
Total Population	**126,100**	**161,300**	**170,600**	**201,000**
Fixed Route Only	126,100	118,200	114,300	111,900
Microtransit Areas	-	43,100	56,300	89,100
Population Experiencing Poverty	**17,700**	**21,700**	**23,400**	**26,400**
Fixed Route Only	17,700	16,500	16,000	15,700
Microtransit Areas	-	5,200	7,400	10,700
Percentage of Population Experiencing Poverty	**14%**	**13%**	**13%**	**13%**
Senior Population (+65)	**26,500**	**34,900**	**36,600**	**43,700**
Fixed Route Only	26,500	26,000	25,100	24,600
Microtransit Areas	-	8,900	11,500	19,100
Percentage of Senior Population (+65)	**21%**	**22%**	**21%**	**22%**
Minority Population	**12,600**	**16,100**	**16,300**	**18,500**
Fixed Route Only	12,600	11,800	10,300	11,000
Microtransit Areas	-	4,400	6,000	7,600
Percentage of Minority Population	**10%**	**10%**	**10%**	**9%**
Jobs	**79,200**	**86,200**	**92,000**	**108,800**
Fixed Route Only	79,200	75,500	75,000	74,000
Microtransit Areas	-	12,500	18,800	36,600
Key Destinations (within 5 Miles of Westmoreland County)	**142**	**152**	**155**	**164**

Additional Recommendations

Additional recommendations that can be considered to complement service improvements were identified based on the top priorities from the public survey and other input received through the TDP process:

Better Bus Stops

- Transition away from flag-stop operations and create defined stop locations with bus stop signage and amenities. This will improve the awareness and ease of using the system for less familiar customers.
- Prioritize improvements based on stop-level ridership data that will become available with the implementation of the PennDOT's Fixed Route Intelligent Transportation Systems [FRITS] project.

Better Transit Service Info

- Update static route and system maps with the latest routes and schedules.
- Provide and promote real-time arrival information after the implementation of FRITS.
- Provide a public GTFS Realtime data feed that can be integrated to commonly used third-party apps like Google Maps and Transit.
- Improve accessibility of website and print resources to be used with assistive technology and translatable.

More Accessible Buses or Stops

- Consider factors such ease and speed of boarding for mobility devices and people of all abilities, and flexibility to use the vehicle on multiple route types when purchasing.
- Identify high use stops and inventory their surrounding areas for ADA accessibility.
- Partner with applicable organizations, such as PennDOT, the County, or municipalities to improve sidewalks, crosswalks, and curb ramps near high use stops.

Create a New Marketing Staff Position within WCTA

- Hire a marketing professional to assist WCTA.
- Implement public education and outreach strategy to accompany TDP recommendations.

Complete Fare Policy Study

- Investigate alternative fare structures to transition away from existing zone-based model.
- Explore implementing separate fares for local routes, regional routes, and Flyer commuter routes.
- Explore transfer agreements with neighboring operators, such as PRT, in coordination with route changes (e.g., Route 4).

Pursue Partnerships with Private Institutions

- Identify large employers and universities accessible by WCTA service.
- Pursue pass program partnerships to increase ridership.

FINANCIAL AND IMPLEMENTATION PLAN

Financial Plan

Assumptions

The financial plan provides planning-level estimates that will be further refined as WCTA continues its service planning and budgeting process. It is important to note that any values listed are projections, and therefore contain a degree of uncertainty. Some key assumptions include:

- Costs are measured as projections from an annual baseline fiscal year (FY) 2024 budget of roughly $16M operating costs and $7M capital costs.

- Ranges are provided as costs may scale or recommendations may be refined as service changes are implemented.

- Service planning was done as a sketch-planning level. Unless additional operating funds are found, span of service or headways will be modified to align proposed service with annual budgets.

- There is an expectation that as detailed service plans are developed, some efficiencies will be found through schedule improvements such as blocking, run cutting, and interlining.

- The alternative proposed networks increase in necessary investment as service level improves.

- Financial estimates are provided in 2024 dollars as the implementation timeline for new service is subject to change.

Financial Forecast

Financial projections to support the improved network alternative from the TDP Service Improvement Plan were developed in coordination with WCTA. Table 7 shows operating and capital expense projections and likely revenue sources for the next six years. FY 2024 is the baseline, with any activity resulting from the TDP projected in FY 2025 and beyond.

The projections assume a two-phase implementation of the improved network service recommendations. More details on phasing are included in in the next section for the Implementation Plan. With implementation of the first phase in 2025, fixed route revenue hours return to pre-COVID 2019 levels. The second phase, assumed to be in 2026, increases revenue hours by approximately 6-7% above this.

While the 6-year projection is based on the improved network recommendations, an additional comparison with the enhanced and aspirational networks is included in Table 8. It shows the anticipated impacts of each network alternative on WCTA's current financial projections. All values are based on estimated increases in the level of service offered to WCTA customers, typically represented as vehicle revenue hours, from the existing system to each proposed network. Items that are presented as ranges may be scaled to suit WCTA's needs as the network is implemented. Enhanced and aspirational projects are also represented as change from existing, not the previous level of implementation. Funding for enhanced and aspirational networks has not been identified, but they provide WCTA a guide for future enhancements if additional funding is available in the future.

Table 7: Six Year TDP Financial Projection

Financial Projection	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
Revenue Hours - Fixed Route and Microtransit	**44,100**	**46,500**	**48,400**	**48,400**	**48,400**	**48,400**
Revenue Hours - Shared-Ride	**70,000**	**74,000**	**78,000**	**82,000**	**85,000**	**89,000**
Total Operating Expenses	$ 16.4M	$ 16.4M	$ 16.9M	$ 17.4M	$ 17.9M	$ 18.4M
Operating Revenue	$ 16.4M	$ 16.4M	$ 16.9M	$ 17.4M	$ 17.9M	$ 18.4M
Federal – Operating	$ 1.3M	$ 1.3M	$ 1.3M	$ 1.4M	$ 1.4M	$ 1.4M
Federal – COVID Relief	$ 5.3M	$ 4.0M	$ 4.0M	$ 4.2M	$ 2.4M	–
State Operating Assistance	$ 4.3M	$ 4.5M	$ 4.2M	$ 3.8M	$ 5.4M	$ 7.6M
State Shared-Ride Assistance	$ 1.4M	$ 1.7M	$ 2.0M	$ 2.2M	$ 2.4M	$ 2.5M
State MATP	$ 2.9M	$ 3.5M	$ 4.0M	$ 4.3M	$ 4.7M	$ 5.0M
Local	$ 470K	$ 490K	$ 510K	$ 540K	$ 570K	$ 590K
Fares and Directly Generated	$ 750K	$ 850K	$ 950K	$ 1.0M	$ 1.1M	$ 1.2M
Total Capital Expenses	$ 6.8M	$ 2.1M	$ 7.0M	$ 0.7M	$ 400K	$ 2.0M
Capital Revenue	$ 6.8M	$ 2.1M	$ 7.0M	$ 0.7M	$ 400K	$ 2.0M
Federal	$ 4.73M	-	$ 5.60M	–	$ 320K	–
State	$ 2.05M	$ 2.07M	$ 1.36M	$ 0.75M	$ 77K	$ 2.03M
Local	$ 40K	$ 19K	$ 45K	–	$ 3K	–

Notes and Assumptions:
1. Fixed route vehicle revenue hours assume Improved Network Phase 1 implementation in FY 2025 and Phase 2 in FY 2026 – see Implementation Plan section.
2. Shared ride vehicle revenue hours were projected from 2021-2023 trend.
3. Operating forecast based on WCTA projections and assumed 3% escalation per year.
4. Capital forecast based on WCTA projections plus TDP recommendations for microtransit vehicles, microtransit software, and bus stop improvements in FY 2025. Unit costs (e.g., vehicles) assumed to escalate 3% per year.

The following items, included in Table 7, might be affected by the proposed networks:

- **Vehicle Revenue Hours**: All three networks will likely see an increase in revenue hours tied to improved levels of service, which directly impacts the cost of providing the service. These values will be further refined during WCTA's scheduling process.

- **Staffing**: Additional drivers, maintenance personnel, and support staff may be needed for each network. This change is influenced by changes in the size and composition of the vehicle fleet.

- **Vehicle Fleet:** As the level of service offered in the proposed networks increases, additional fixed route buses and microtransit vehicles may be needed meet network demand. Microtransit vehicles must be leased, purchased, or repurposed from current fleet vehicles, and the number of vehicles needed in each microtransit zone may be adjusted based on rider demand. For an initial pilot, it is recommended that WCTA consider leasing or repurposing existing shared-ride vehicles but brand them distinctly from the other services.

- **Software:** The introduction of microtransit service will require additional microtransit scheduling a routing software as well as training for employee users.

- **Marketing and Branding:** Reconfigured service will require rebranding and changes to the website, system maps, and other publicly posted information. Public outreach and education will be needed to communicate proposed service changes to riders. In particular, microtransit is a new type of service that will require extensive outreach to ensure an informed and comfortable user base. All of this will be supported with the addition of a new marketing staff position.

- **Bus Stops:** In addition to improving the level of service of the system, WCTA also plans to add passenger amenities to maintain and improve bus stops. Installation of new and/or improved signs and bus stop seating/shelters at high-use and transfer locations will be coordinated with service changes.

- **Facilities:** It is anticipated that the required fleet mix can be accommodated within WCTA's existing administrative and maintenance facilities.

Table 8: Change to Existing WCTA Financial Projections

| | INCREASED INVESTMENT | | |
	Improved	Enhanced	Aspirational
Staffing			
Total	1 to 8	8 to 16	16 to 37
Fixed Route Drivers	0 to 1	1 to 4	4 to 19
Microtransit Drivers	0 to 4	4 to 7	7 to 11
Paratransit Drivers	No change	No change	No change
Maintenance Workers	0 to 2	2 to 4	4 to 6
Administrative Staff (Marketing)	1	1	1
Operating			
Estimated Vehicle Revenue Hours[1]	0 to +10%	+10% to +41%	+41% to +114%
Estimated Change in Operating Costs	0 to +10%	+10% to +41%	+41% to +114%
Microtransit Software and Promotional Marketing	Up to 2 microtransit zones One-time procurement: $30K - $50K Annual licensing fee: $20K - $30K Marketing and branding: $10K - $30K	Up to 3 microtransit zones One-time procurement: $30K - $50K Annual licensing fee: $30K - $40K Marketing and branding: $30K - $40K	Up to 5 microtransit zones One-time procurement: $40K - $50K Annual licensing fee: $50K - $60K Marketing and branding: $40K - $50K
Capital			
Additional Capital Cost	$320K to $520K	$520K to 820K	$5M to 6M
One-Time Fixed Route Vehicle Purchase[2]	No change (continue lifecycle replacement)	No change (continue lifecycle eplacement)	+7 to 8 at $600K each (and continue lifecycle replacement)
Microtransit Vehicle Additions	+2 to 3 at $110K each[3]	+3 to 4 at $110K each[3]	+5 to 6 at $110K each[3]
Improved Bus Stops	Improved system signage +5 to 10 new shelters $125K - $225K	Improved system signage +10 to 20 new shelters $225K - $425K	Improved system signage +15 to 30 new shelters $325K - $625K

Values are presented in FY2024 dollars.

[1] Estimated revenue hours shown may be higher than actual once the service is scheduled and there are efficiencies in run cutting, blocking, etc.

[2] This does not account for any fleet replacement savings that may results from replacing Flyer coach buses with local route transit buses.

[3] Microtransit vehicles may be leased or repurposed from the current shared-ride vehicle fleet to reduce upfront cost

Implementation Plan

An implementation plan was developed to assist WCTA in transitioning the existing system to a new service network, specifically the improved network alternative. Enhanced and aspirational networks would follow similar implementation steps in the future but would require increased investment and funds for these improvements have not been identified.

The plan outlines the steps and improvements needed to support the proposed network, including capital investments, staffing, and marketing.

Each activity is assigned anticipated start period based on relationships between tasks. The implementation plan builds on incremental steps or phases to transition from the existing system to the improved network. Steps were designed to minimize the change in revenue hours from the existing system while grouping service changes that are dependent on each other.

The assumed start date for Phase 1 of service was the third quarter of the calendar year 2024 and the start date for Phase 2 was calendar year 2026.

PHASE 1

- **Route 1-F:** Adjust stop order in Greensburg to create a more direct and faster travel to the Transit Center to/from the west.
- **Route 2-F:** Realign route to remove the stop at the Westmoreland Mall for more direct and faster travel.
- **Route 3-F:** Realign route to truncate at sheltered stops at the corner of Main St and Pennsylvania Ave in Irwin to connect with Route 1-F.
- **Route 14-F:** Extend the Westmoreland County end of the route to North Washington via PA 66 and Apollo.
- **Route 4:** Remove the stop at Bakery Square and instead serve stops near the corner of Penn Ave and Fifth Ave.
- **Route 11:** Adjust route service patterns to alternate round trips between Greensburg to Johnstown (three round trips per day) and Greensburg to Ligonier (two round trips per day, and five total with Johnstown service pattern) and discontinue Tuesday and Thursday service.
- **Route 12:** Remove existing 12B trips and replace with full trips on the normal Route 12 alignment.
- **Route 14:** Realign existing routes 14A, 14B, 14C, 14-J, and 14-J-S into one fixed route between New Kensington, Arnold, and Tarentum and extend service hours.
- **Route 15:** Realign route to connect between Oklahoma, Vandergrift, and Leechburg and increase frequency.
- **Route 16:** Realign routing in Mt. Pleasant for faster travel and to improve on-time performance.
- **Route 17:** Realign routing to streamline the route and improve service legibility.
- **New Kensington Microtransit Zone:** Pilot on-demand service in a zone in New Kensington, Arnold, Mount Vernon, and Lower Burrell with service on weekdays and Saturdays.

IMPLEMENTATION ACTIVITIES: PHASE 1

	2024: Q3	2024: Q4	2025: Q1
Service Plan Refinement and Preparation	■ Validate operating assumptions ■ Conduct service equity analysis ■ Coordinate with private property owners, as applicable	**VALIDATE operating assumptions** ■ Review community feedback on proposed service changes and finalize service design ■ Perform test runs ■ Develop draft schedules ■ Review and adjust fare and transfer policies	**LAUNCH SERVICE** ■ Develop final schedules ■ Prepare operator work assignments ■ Continue to optimize routes and services based on monitoring and customer feedback
Implementation Administration	**VALIDATE** **operating budget needs, capital budget needs, and staffing needs** ■ Finalize funding and grant strategy ■ Develop plan for monitoring and evaluation of service changes ■ Implement staffing changes: confirm any new classifications	■ Prepare operating and capital budget requests ■ Prepare grant applications, if applicable ■ Implement staffing changes: Post new positions ■ Present proposed final service change information to the Board for adoption	■ Staffing changes: Interview, hire, and train ■ Conduct operator training on new routes and services ■ Monitor the operational efficiency of the new routes or services ■ Coordinate with other local, regional, and state planning efforts
Engagement and Public-Facing Activities	■ Conduct employee meetings ■ Develop outreach, engagement, and marketing strategy	■ Develop branding and education campaign for new services (on-demand microtransit) ■ Conduct stakeholder meetings ■ Conduct public meetings	■ Promote new routes and services before and after launch ■ Update print materials ■ Update digital materials ■ Continue to engage stakeholders ■ Continue community engagement
Infrastructure Preparation	**AQUIRE** **on-demand microtransit vehicles** ■ On-Demand Microtransit ■ Prepare and issue RFP ■ Evaluate and select vendor	**DEVELOP AND IMPLEMENT** **bus stop improvement strategy** ■ Identify existing stop relocation needs to support new services ■ Prioritize amenity deployment ■ Coordinate with stakeholders (PennDOT, municipalities, private owners) ■ Design and obtain necessary permits, as needed ■ Select vendor and install, as needed **AQUIRE on-demand microtransit software** ■ Prepare and issue RFP ■ Evaluate and select vendor	■ On-Demand Microtransit: Vehciles and Software ■ Inspection and acceptance ■ Train operators and mechanics ■ Develop maintenance schedule ■ Configure new service schedule in FRITS ■ Continue vehicle lifecycle replacement activities, as needed ■ Continue to implement bus stop improvement strategy

IMPLEMENTATION ACTIVITIES: PHASE 2

2026+

LAUNCH SERVICE

Service Plan Refinement and Preparation

- Perform test runs
- Develop draft schedules
- Conduct service equity analysis
- Coordinate with private property owners, as applicable
- Review community feedback on proposed service changes and finalize service design
- Develop final schedules
- Prepare operator work assignments
- Launch service
- Continue to optimize routes and services based on monitoring and customer feedback

Implementation Administration

- Finalize funding and grant strategy
- Prepare operating and capital budget requests
- Prepare grant applications, if applicable
- Implement staffing changes
  - Post new positions
  - Interview, hire, train
- Present proposed final service change information to the Board for adoption
- Conduct operator training on new routes and services
- Monitor the operational efficiency of the new routes or services
- Coordinate with other local, regional, and state planning efforts

Engagement and Public-Facing Activities

- Conduct employee meetings
- Develop branding and education campaign for new services
- Conduct public meetings
- Conduct stakeholder meetings
- Update print materials
- Update digital materials
- Promote new routes and services before and after launch
- Continue to engage stakeholders after launch
- Continue community engagement after launch

Infrastructure Preparation

- Configure new service schedule in FRITS
- Continue to implement bus stop improvement strategy
- Acquire on-demand microtransit vehicles
  - Prepare and issue RFP
  - Evaluate and select vendor
- Configure microtransit software for additional zone(s)
- Continue vehicle lifecycle replacement activities, as needed

PHASE 2

- **Phase 1:** Continue Phase 1 changes.
- **Route 4:** Realign route to truncate at the Wilkinsburg Park and Ride to connect to high-frequency PRT service and increase Saturday frequency.
- **Route 5:** Remove service at Hempfield Point Plaza/Home Depot.
- **Route 6:** Realign route to truncate at the North Huntingdon Walmart and increase frequency.
- **Route 9:** Realign to spilt into two routes to improve service legibility. 9A to provide local service to Derry, Latrobe, Lawson Heights and 9B to provide cross-county service between Lawson Heights Walmart and Greensburg.
- **Irwin-Herminie Microtransit Zone:** Pilot on-demand service in a zone between Circleville, Irwin, and Herminie to maintain coverage in areas served by existing Route 6 and add new connections on weekdays.

Westmoreland Transit

TRANSIT DEVELOPMENT PLAN 2024

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