



# Borough of Pottstown

Borough Hall, 100 East High Street  
Pottstown, Pennsylvania 19464-9525  
(610) 970-6500

RECEIVED

SEP 23 2019

DOUGLASS TWP. MONTGOMERY CO

September 18, 2019

Mr. Peter J. Hiryak, Manager  
Douglass Township  
1320 E. Philadelphia Avenue  
PO Box 297  
Gilbertsville, PA 19525

**RE: Pottstown Area Rapid Transit (PART) expanded service area**

Mr. Hiryak,

Please allow me to introduce myself. My name is Kourtney High and I am the Grants Administrator for the Borough of Pottstown. As you may know, the Borough owns Pottstown Area Rapid Transit (PART) and contracts out service to PART, Inc. Service includes five fixed routes and complementary paratransit services.

PART has recently completed a Transit Development Plan (TDP), funded by PennDOT. The purpose of the TDP was to evaluate the existing service and identify opportunities for streamlining to increase ridership and efficiency of the system, as well as to better connect riders to regional services and destinations. A copy of the full TDP is enclosed for your review.

As a result of the Plan, PART has decided to reconfigure its routes and expand service into the surrounding areas, including Douglass Township. There is a concentration of potential riders in both Boyertown and Gilbertsville with strong destination connections in Pottstown. In addition, service to both areas, and the new Crossroads development were requested during the public input phase of the study.

Service to Boyertown and Gilbertsville will run Monday through Friday from 6:00 a.m. to 6:00 p.m. and Saturdays 8:00 a.m. to 6:00 p.m. every two hours. A tentative schedule is located on page 51 of the enclosed TDP.

We are excited to implement these changes and expand service to your Township. If you have any questions or would like to discuss further, I may be reached via email at [khigh@pottstown.org](mailto:khigh@pottstown.org) or via telephone at 610-970-6512.

Thank you,

Kourtney L. High  
Grants Administrator

Enclosure

CC: Jennifer Ridgway, Director of Operations, PART, Inc.



*Pottstown*

# **TRANSIT DEVELOPMENT PLAN**

Pennsylvania Department of Transportation  
Bureau of Public Transportation  
June 2019

*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**

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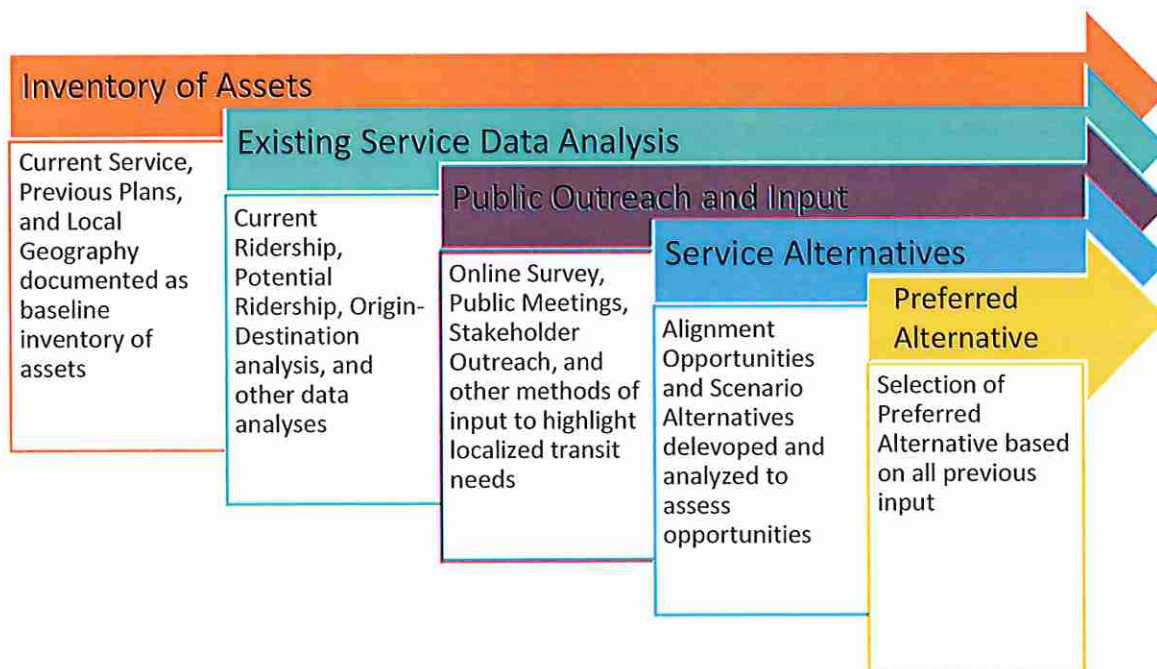
# INTRODUCTION

## PROJECT BACKGROUND AND APPROACH

Pottstown Area Rapid Transit (PART) is a small urban public transit agency serving the Borough of Pottstown and the Pottstown Metropolitan Region in Montgomery, Berks, and Chester Counties, Pennsylvania. PART requested technical assistance from the Pennsylvania Department of Transportation (PennDOT) to develop a Transit Development Plan (TDP) with the goal of improving the efficiency and effectiveness of all services the agency provides.

Pottstown is located in the greater Philadelphia metropolitan area and is served by one Southeastern Pennsylvania Transit Authority (SEPTA) bus route connecting the borough to the city of Philadelphia. PART currently operates five daytime routes and three evening routes Monday through Saturday, with no service on Sunday (except for special holiday service in December). PART is seeking to study the strengths and weaknesses in the system to make the appropriate adjustments for future growth.

The purpose of this TDP is to evaluate the existing service and identify opportunities for streamlining to increase ridership and efficiency of the PART system and to better connect riders to regional services and destinations. The full Transit Development Plan document will detail an inventory and summary of existing plans, existing ridership data collection, socioeconomic and GIS analysis, and public feedback to produce options for growth of the system through policy and/or service changes. The plan was developed in five steps, outlined below.



*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**  
**INVENTORY OF ASSETS**

### **CURRENT PART SERVICE**

PART is municipally owned and privately operated; it operates five daytime bus routes from Monday to Saturday, plus limited night service, resulting in almost 800 average weekday trips. In addition to five bus routes, PART also operates demand-response service for Americans with Disabilities Act (ADA) qualifying paratransit passengers, bringing the fleet total to 6 vehicles in operation. Non-ADA paratransit riders receive service through the independently operated Suburban Transit Network, Inc. (TransNet). PART service also provides a connection to Southeastern Pennsylvania Transportation Authority (SEPTA)'s Route 93 bus service with approximately hourly trips to Norristown and Philadelphia seven days a week.

PART transit service is managed by the Borough of Pottstown and operated by a private vendor, Pottstown Area Rapid Transit, Inc. In 2017, the agency had a \$2.1 million operating budget, of which approximately 80% was funded by State and Federal sources, and the remaining from fare collection and other local sources. Following national trends, PART experienced a 6% ridership decline from 2013 to 2017. In the same period, however, transit mode share in the Borough of Pottstown increased; approximately 3.9% of Pottstown residents reported taking transit to work in 2016, up from 2.9% in 2013 according to figures from the National Transit Database (NTD).

PART's service area serves approximately 54,000 people and covers approximately 34 square miles, encompassing the Borough of Pottstown, Lower Pottsgrove Township, Upper Pottsgrove Township, West Pottsgrove Township, and North Coventry Township, according to PART's most recent NTD reporting in 2017. All fixed-route service begins and ends at the Charles W. Dickinson Transportation Center in downtown Pottstown, a new intermodal facility constructed in 2010. PART divides its fixed-route lines into "Day Lines" and "Night Lines." There are five Day Lines and three Night Lines. Most Night Lines have comparable Day Lines, indicated by similarly colored lines on the system map, shown in Figure 1. The system operates on a fixed schedule Monday-Saturday, 6:00am-10:30pm, with the cutoff time between Day Lines and Night Lines occurring at 6:00pm on all lines.

According to US Census American Community Survey (ACS) 5-Year Estimates from 2016, within ¼ mile of all fixed routes the demographic makeup of the service area includes 29,618 people (Total Population), 11,725 jobs, 17.8% in poverty, 27.9% minority, 14.1% seniors (65+), 23.7% youth (18-), 1.9% with limited English, 15.7% with disabilities, and 12.8% with no vehicles.

### **PART Fixed-Route Lines**

PART operates eight different lines, five Day Lines, and three Night Lines. Each Night Line has a corresponding Day Line which are color-coordinated to match. Lines do not have specific numbers or letters associated for identification purposes. Routes are given long names to identify their specific destinations, however short names are often associated with each line. Long Names, Short Names, and Colors are shown in reference to each other in Table 1. A comparative look at systemwide demographics is shown in Table 2.

# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 1: PART System Map

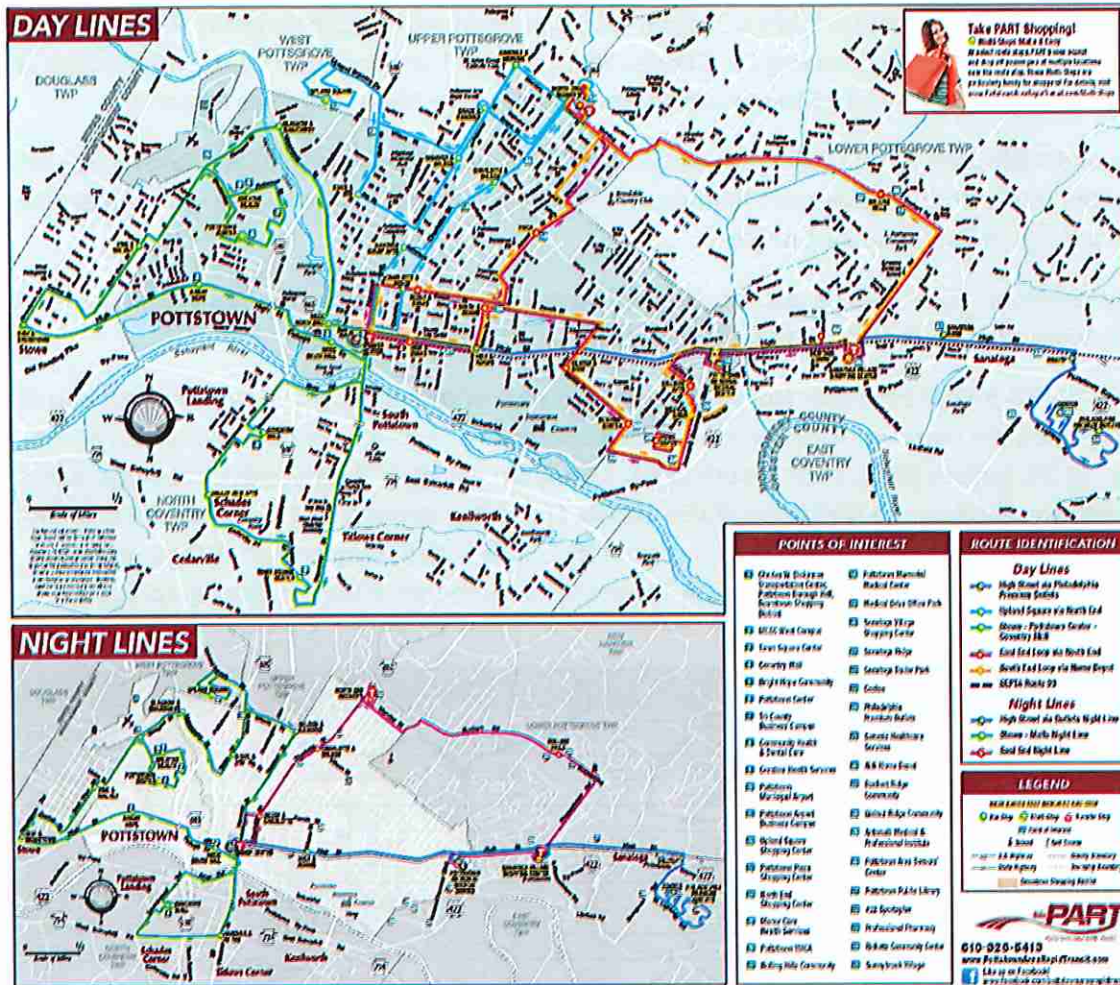


Table 1: PART Fixed Route Long Names, Short Names, and Associated Colors

High Street via Philadelphia Premium Outlets	High Street Day Line	Dark Blue
High Street via Outlets Night Line	High Street Night Line	Dark Blue
Upland Square via North End	Upland Square Line	Light Blue
Stowe - Pottstown Center - Coventry Mall	Stowe Day Line	Green
Stowe - Malls Night Line	Stowe Night Line	Green
East End Loop via North End	East End Day Line	Magenta
East End Night Line	East End Night Line	Magenta
South End Loop via Home Depot	South End Line	Orange

Table 2: Systemwide Demographic Profile

Systemwide Demographics	Systemwide	High Street Day Line	High Street Night Line	Upland Square Line	Stowe Day Line	Stowe Night Line	East End Day Line	East End Night Line	South End Line
Total Population	29,618	9,201	9,059	11,930	9,244	13,952	15,714	12,446	15,714
Total Jobs	11,725	5,637	5,618	2,646	4,077	4,553	6,630	3,929	6,630
% in Poverty	17.8%	22.0%	22.2%	16.8%	21.4%	19.8%	20.8%	16.4%	20.8%
% Minority	27.9%	34.3%	34.7%	30.5%	28.8%	28.7%	33.4%	29.8%	33.4%
% Seniors (65+)	14.1%	14.2%	13.9%	13.7%	11.6%	12.2%	13.8%	14.4%	13.8%
% Youth (18-)	23.7%	23.5%	23.7%	23.4%	24.1%	24.6%	24.4%	23.5%	24.4%
% with Limited English	1.9%	3.0%	3.0%	3.0%	1.3%	2.1%	2.6%	2.8%	2.6%
% with Disabilities	15.7%	17.5%	17.5%	16.5%	16.2%	16.2%	16.7%	16.2%	16.7%
% with No Vehicles	12.8%	17.2%	17.3%	15.3%	15.8%	15.3%	14.8%	14.5%	14.8%

**TRANSIT DEVELOPMENT PLAN**

**High Street via Philadelphia Premium Outlets & High Street via Outlets Night Line**

PART's High Street line operates from 6:30am to 10:30pm Monday through Saturday. This service operates on hourly headways leaving the Charles W. Dickinson Transportation Center 30 minutes after each hour on the Day Line and 45 minutes after each hour on the Night Line. (See Figure 2)

Day Line and Night Line service follow the same alignment with the exception of Sanatoga Ridge, where the Day Line routes through the apartment complex while the Night Line remains on High Street (see Figure 3 and Figure 4 on following page).

Major destinations along this line include: Downtown Pottstown, Pottstown Memorial Medical Center, Sanatoga Village Shopping Center, Costco, and Philadelphia Premium Outlets.

According to ACS 5-Year Estimates from 2016, within ¼ mile of this line the demographic makeup of this line includes, on the Day Line, 9,201 people (Total Population), 5,637 jobs, 22.0% in poverty, 34.3% minority, 14.2% seniors (65+), 23.5% youth (18-), 3.0% limited English, 17.5% with disabilities, and 17.2% with no vehicles. And on the Night Line, 9,059 people (Total Population), 5,618 jobs, 22.2% in poverty, 34.7% minority, 13.9% seniors (65+), 23.7% youth (18-), 3.0% with limited English, 17.5% with disabilities, and 17.3% with no vehicles. (See Table 2 for a comparative look at demographics.)

Figure 2: High Street Line Schedule

High Street via Philadelphia Premium Outlets Day Line													
Transp. Center	Hgh & Adams	Pottstown Memorial Medical Center	Sanatoga Village Shopping Center	Hilltop	Philadelphia Premium Outlets		Costco	Hilltop	Sanatoga Ridge	Sanatoga Village Shopping Center	Pottstown Memorial Medical Center	Hgh & Adams	Transp. Center
AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM
6:30	6:35	6:40	6:44	6:48	---	---	---	7:03	---	7:07	7:11	7:16	7:20
7:30	7:35	7:40	7:44	7:48	---	---	---	8:03	8:05	8:07	8:11	8:16	8:20
8:30	8:35	8:40	8:44	8:48	8:52	8:55	8:58	9:03	9:05	9:07	9:11	9:16	9:20
9:30	9:35	9:40	9:44	9:48	9:52	9:55	9:58	10:03	10:05	10:07	10:11	10:16	10:20
10:30	10:35	10:40	10:44	10:48	10:52	10:55	10:58	11:03	11:05	11:07	11:11	11:16	11:20
11:30	11:35	11:40	11:44	11:48	11:52	11:55	11:58	PM	PM	PM	PM	PM	PM
12:30	12:35	12:40	12:44	12:48	12:52	12:55	12:58	1:03	1:05	1:07	1:11	1:16	1:20
1:30	1:35	1:40	1:44	1:48	1:52	1:55	1:58	2:03	2:05	2:07	2:11	2:16	2:20
2:30	2:35	2:40	2:44	2:48	2:52	2:55	2:58	3:03	3:05	3:07	3:11	3:16	3:20
3:30	3:35	3:40	3:44	3:48	3:52	3:55	3:58	4:03	4:05	4:07	4:11	4:16	4:20
4:30	4:35	4:40	4:44	4:48	4:52	4:55	4:58	5:03	5:05	5:07	5:11	5:16	5:20
5:30	5:35	5:40	5:44	5:48	5:52	5:55	5:58	6:03	---	6:07	6:11	6:16	6:20
High Street via Outlets Night Line													
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
6:45	6:50	6:55	6:58	7:00	7:04	7:06	7:09	7:13	---	7:15	7:18	7:23	7:30
7:45	7:50	7:55	7:58	8:00	8:04	8:06	*8:09	8:13	---	8:15	8:18	8:23	8:30
8:45	8:50	8:55	8:58	9:00	9:04	9:06	*9:09	9:13	---	9:15	9:18	9:23	9:30
9:45	9:50	9:55	9:58	10:00	10:04	10:06	*10:09	10:13	---	---	---	10:23	10:30

# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 3: High Street Day Line Map

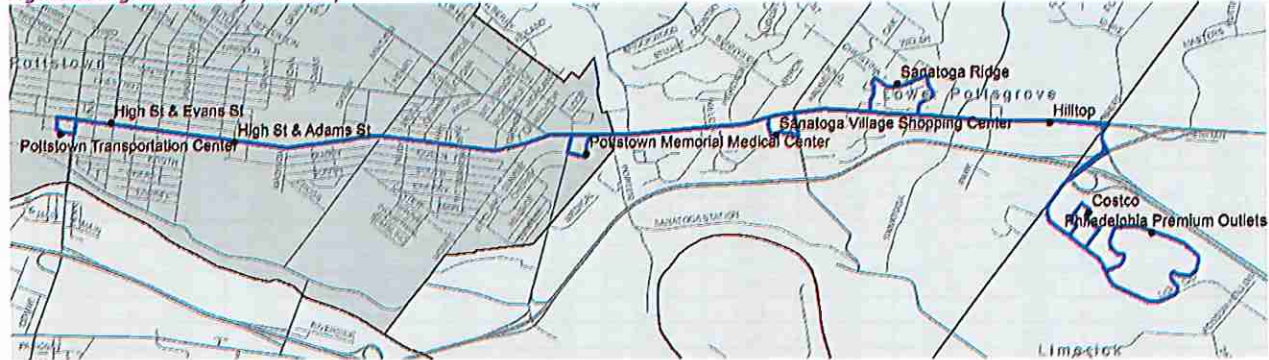
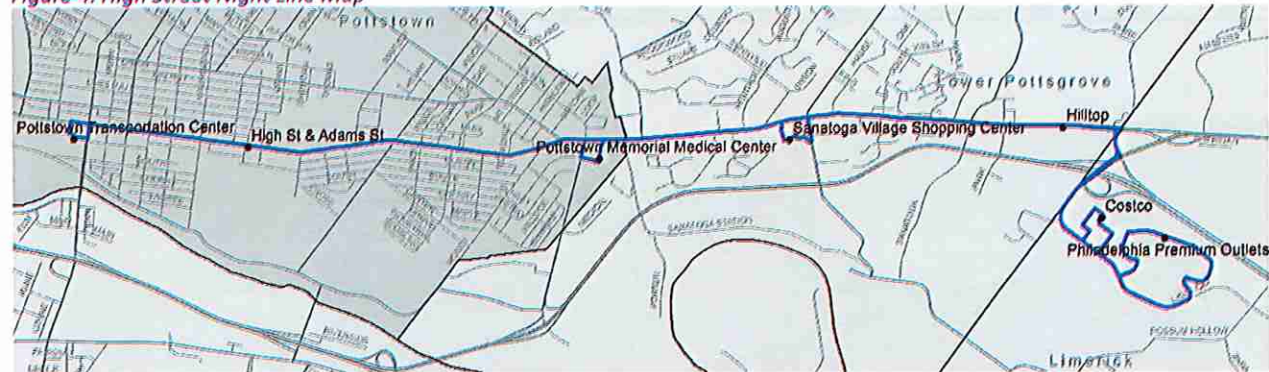


Figure 4: High Street Night Line Map



## Upland Square via North End

PART's Upland Square Line operates from 7:00am to 5:45pm Monday through Saturday. This service operates on hourly headways leaving the Charles W. Dickinson Transportation Center each hour on the hour. (See Figure 5 on following page).

The alignment serves the northern portion of the Borough of Pottstown, following Charlotte Street between downtown Pottstown and the North End Redner's supermarket. From the North End Redner's the route loops through the residential areas near Hanover and State Streets in addition to making a stop at Upland Square shopping center (see Figure 6 on following page).

Major destinations along this line include: Downtown Pottstown, Charlotte Street, North End Redner's, State Street, Highland Memorial Park, and Upland Square.

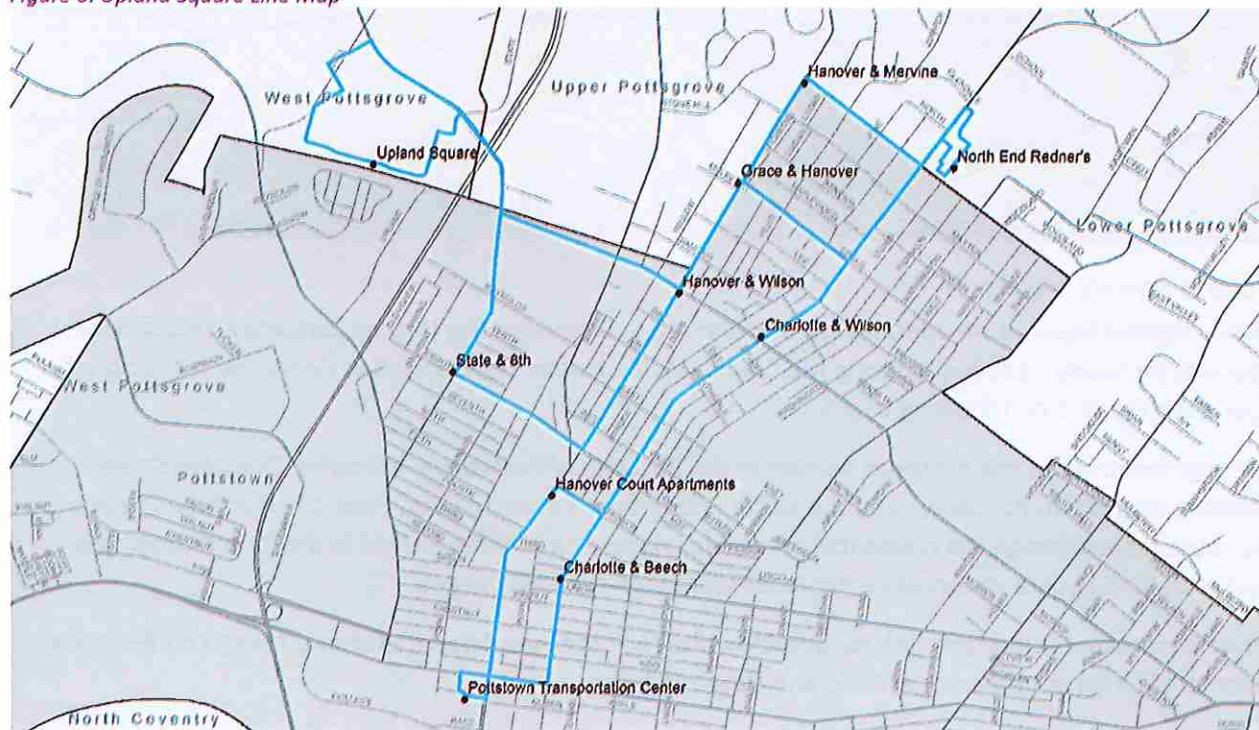
According to ACS 5-Year Estimates from 2016, within ¼ mile of this line the demographic makeup of this line includes 9,201 people (Total Population), 5,637 jobs, 22.0% in poverty, 34.3% minority, 14.2% seniors (65+), 23.5% youth (18-), 3.0% with limited English, 17.5% with disabilities, and 17.2% with no vehicles. (See Table 2 for a comparative look at demographics.)

# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 5: Upland Square Line Schedule

Upland Square via North End Day Line Only												
Transp. Center	Hanover Court Apts.	Charlotte & Wilson	North End Redner's	Grace & Hanover	Upland Square	State & 8th	Hanover & Wilson	Hanover & Mervine	North End Redner's	Charlotte & Wilson	Charlotte & Beech	Transp. Center
AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM
7:00	7:04	7:07	7:10	7:15	7:21	7:25	7:30	7:32	7:35	7:38	7:41	7:45
8:00	8:04	8:07	8:10	8:15	8:21	8:25	8:30	8:32	8:35	8:38	8:41	8:45
9:00	9:04	9:07	9:10	9:15	9:21	9:25	9:30	9:32	9:35	9:38	9:41	9:45
10:00	10:04	10:07	10:10	10:15	10:21	10:25	10:30	10:32	10:35	10:38	10:41	10:45
11:00	11:04	11:07	11:10	11:15	11:21	11:25	11:30	11:32	11:35	11:38	11:41	11:45
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
12:00	12:04	12:07	12:10	12:15	12:21	12:25	12:30	12:32	12:35	12:38	12:41	12:45
1:00	1:04	1:07	1:10	1:15	1:21	1:25	1:30	1:32	1:35	1:38	1:41	1:45
2:00	2:04	2:07	2:10	2:15	2:21	2:25	2:30	2:32	2:35	2:38	2:41	2:45
3:00	3:04	3:07	3:10	3:15	3:21	3:25	3:30	3:32	3:35	3:38	3:41	3:45
4:00	4:04	4:07	4:10	4:15	4:21	4:25	4:30	4:32	4:35	4:38	4:41	4:45
5:00	5:04	5:07	5:10	5:15	5:21	5:25	5:30	5:32	5:35	5:38	5:41	5:45

Figure 6: Upland Square Line Map



# Pottstown TRANSIT DEVELOPMENT PLAN

## Stowe – Pottstown Center – Coventry Mall & Stowe – Mall Night Line

PART’s Stowe line operates from 6:00am to 9:50pm Monday through Friday and 8:00am to 9:50pm on Saturday. This service operates on hourly headways leaving the Charles W. Dickinson Transportation Center on the hour every hour (see Figure 7).

Day Line and Night Line service follow the same alignment in the Stowe area of western Pottstown as well as a similar alignment in Coventry. Both alignments create two loops, a north loop and a south loop, stopping at the Charles W. Dickinson Transportation Center in each direction. The south loop extends to Town Square shopping center only on the Day Line and the north loop extends to Upland Square shopping center and Hanover Street only on the Night Line (see Figure 8 and Figure 9 on following page).

Major destinations along this line include: Downtown Pottstown, West High Street, Stowe, Pottstown Center Walmart, Creative Health, Montgomery County Community College, Upland Square (Night Line only), Coventry Mall, and Town Square Center (Day Line -only).

According to ACS 5-Year Estimates from 2016, within ¼ mile of this line the demographic makeup of this line includes, on the Day Line, 9,244 people (Total Population), 4,077 jobs, 21.4% in poverty, 28.8% minority, 11.6% seniors (65+), 24.1% youth (18-), 1.3% with limited English, 16.2% with disabilities, and 15.8% with no vehicles. And on the Night Line, 13,952 people (Total Population), 4,553 jobs, 19.8% in poverty, 28.7% minority, 12.2% seniors (65+), 24.6% youth (18-), 2.1% with limited English, 16.2% with disabilities, and 15.3% with no vehicles. (See Table 2 for a comparative look at demographics.)

Figure 7: Stowe Line Schedule

Stowe – Pottstown Center – Coventry Mall Day Line * Denotes Monday through Friday service only														
Transp. Center	MCCC South Hall	Bright Hope	High & Grosstown	Vine & Walnut	Pottstown Center	Creative Health	Glasgow & Manatawny	MCCC North Hall	Transp. Center	Town Square	Valley View Apts.	Coventry Mall	Transp. Center	
AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	
*6:00	*6:02	*6:05	*6:08	*6:11	*6:16	---	*6:20	*6:24	*6:25	---	---	---	*6:30	
*6:30	*6:32	*6:35	*6:38	*6:41	*6:46	---	*6:50	*6:54	*6:55	---	---	---	*7:00	
*7:00	*7:02	*7:05	*7:08	*7:11	*7:16	*7:20	*7:23	*7:27	*7:28	---	---	---	*7:30	
*7:30	*7:32	*7:35	*7:38	*7:41	*7:46	*7:50	*7:53	*7:57	*7:58	---	---	---	*8:00	
8:00	8:02	8:05	8:08	8:11	8:16	8:20	8:23	8:27	8:28	8:35	8:38	8:41	8:50	
9:00	9:02	9:05	9:08	9:11	9:16	9:20	9:23	9:27	9:28	9:35	9:38	9:41	9:50	
10:00	10:02	10:05	10:08	10:11	10:16	10:20	10:23	10:27	10:28	10:35	10:38	10:41	10:50	
11:00	11:02	11:05	11:08	11:11	11:16	11:20	11:23	11:27	11:28	11:35	11:38	11:41	11:50	
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	
12:00	12:02	12:05	12:08	12:11	12:16	12:20	12:23	12:27	12:28	12:35	12:38	12:41	12:50	
1:00	1:02	1:05	1:08	1:11	1:16	1:20	1:23	1:27	1:28	1:35	1:38	1:41	1:50	
2:00	2:02	2:05	2:08	2:11	2:16	2:20	2:23	2:27	2:28	2:35	2:38	2:41	2:50	
3:00	3:02	3:05	3:08	3:11	3:16	3:20	3:23	3:27	3:28	3:35	3:38	3:41	3:50	
4:00	4:02	4:05	4:08	4:11	4:16	4:20	4:23	4:27	4:28	4:35	4:38	4:41	4:50	
5:00	5:02	5:05	5:08	5:11	5:16	5:20	5:23	5:27	5:28	5:35	5:38	5:41	5:50	
Stowe – Malls Night Line														
Transp. Center	MCCC South Hall	Bright Hope	High & Grosstown	Vine & Walnut	Pottstown Center	Creative Health	Glasgow & Manatawny	State & 8th	Upland Square	Wilson & Hanover	Transp. Center	Hanover & PA 724	Coventry Mall	Transp. Center
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
6:00	6:02	6:04	6:07	6:10	6:13	6:17	6:20	6:23	6:28	6:35	6:40	6:43	6:45	6:50
7:00	7:02	7:04	7:07	7:10	7:13	7:17	7:20	7:23	7:28	7:35	7:40	7:43	7:45	7:50
8:00	8:02	8:04	8:07	8:10	8:13	8:17	8:20	8:23	8:28	8:35	8:40	8:43	8:45	8:50
9:00	9:02	9:04	9:07	9:10	9:13	9:17	9:20	9:23	9:28	9:35	9:40	9:43	9:45	9:50

# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 8: Stowe Day Line Map

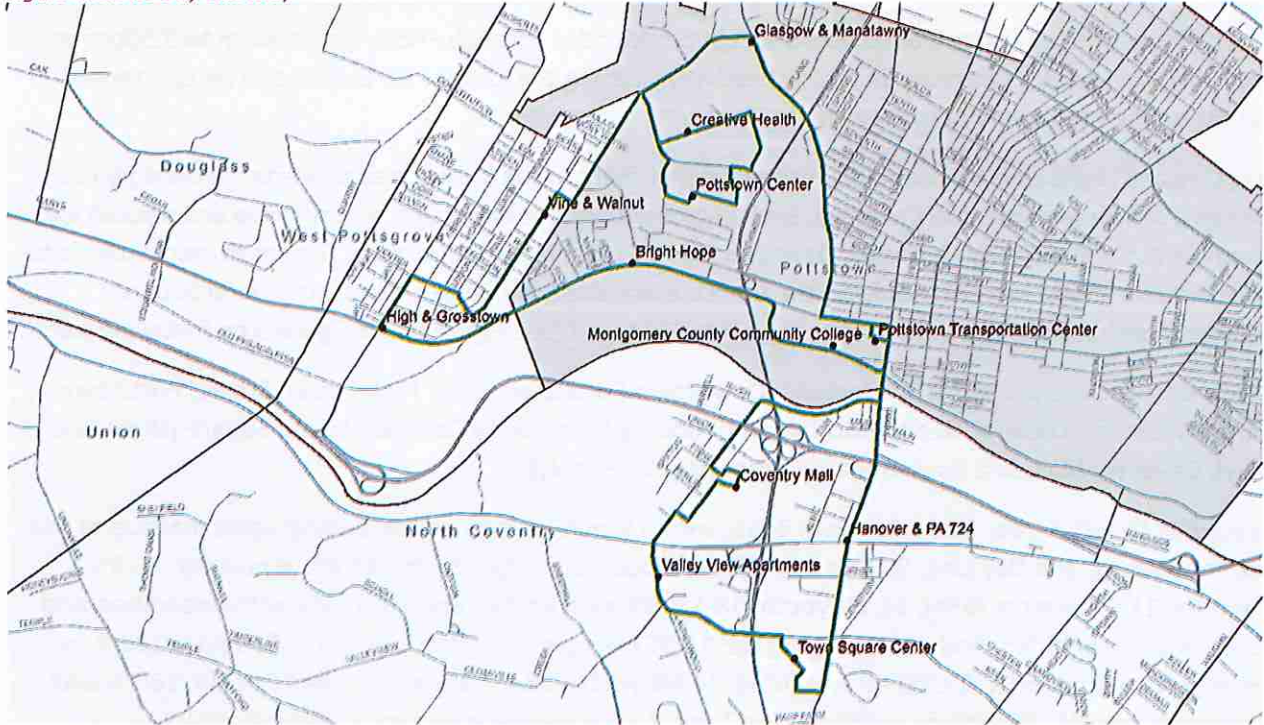
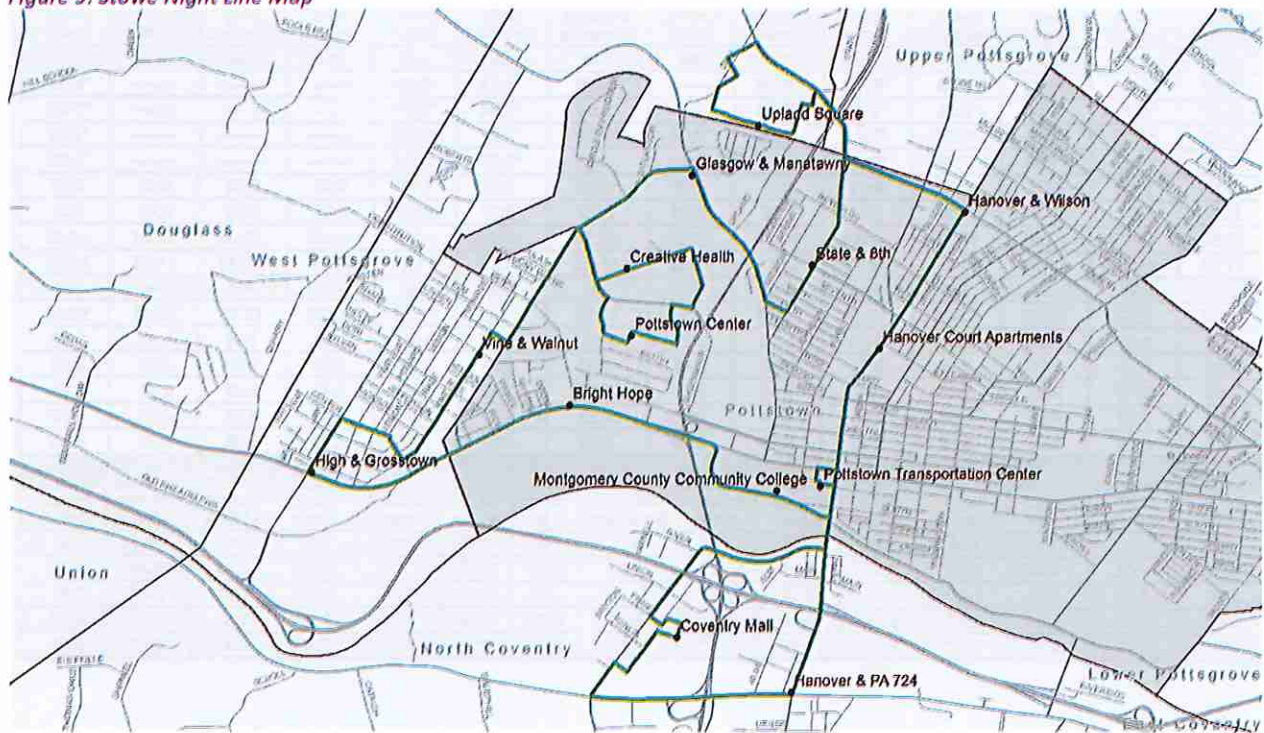


Figure 9: Stowe Night Line Map



# Pottstown TRANSIT DEVELOPMENT PLAN

## East End Loop via North End & East End Night Line

PART's East End Line operates from 6:00am to 9:50pm Monday through Friday and 8:00am to 9:50pm on Saturday. This service operates on hourly headways leaving the Charles W. Dickinson Transportation Center on the hour every hour (see Figure 10).

The Day Line and Night Line service largely different alignments with their commonality being service between the North End Redner's and Pottstown Memorial Medical Center through the East End of Pottstown. The Day Line operates as a clockwise loop through downtown, North End, East End, and South End neighborhoods. The Night Line operates as a bi-directional line between downtown Pottstown and the Pottstown Memorial Medical Center via the North End and East End neighborhoods (see Figure 11 and Figure 12 on following page). It is important to note that the East End Day Line and South End Line follow the same general loop alignments in opposing directions.

Major destinations along this line include: Downtown Pottstown, Pottstown Memorial Medical Center, Sanatoga Village Shopping Center, North End Redner's, YMCA (Day Line only), Home Depot (Day Line only), Hillside Apartments (Day Line Only), and the Seniors' Center (Day Line only).

According to ACS 5-Year Estimates from 2016, within ¼ mile of this line the demographic makeup of this line includes, on the Day Line, 15,714 people (Total Population), 6,630 jobs, 20.8% in poverty, 33.4% minority, 13.8% seniors (65+), 24.4% youth (18-), 2.6% with limited English, 16.7% with disabilities, and 14.8% with no vehicles. And on the Night Line, 12,446 people (Total Population), 3,929 jobs, 16.4% in poverty, 29.8% minority, 14.4% seniors (65+), 23.5% youth (18-), 2.8% with limited English, 16.2% with disabilities, and 14.5% with no vehicles. (See Table 2 for a comparative look at demographics.)

Figure 10: East End Line Schedule

East End Loop via North End Day Line														
* Denotes Monday through Friday service only														
Transp. Center	Beech & Evans	YMCA	North End Redner's	Rolling Hills	Sanatoga Village Shopping Center	Heritage Drive	Pottstown Memorial Medical Center	Hillside Apts.	Home Depot	Seniors' Center	Center & Keim	Beech & Adams	High & Evans	Transp. Center
AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM
*6:00	*6:04	*6:08	*6:13	*6:20	*6:25	*6:27	*6:29	*6:33	*6:36	*6:39	*6:41	*6:45	*6:48	*6:50
*7:00	*7:04	*7:08	*7:13	*7:20	*7:25	*7:27	*7:29	*7:33	*7:36	*7:39	*7:41	*7:45	*7:48	*7:50
8:00	8:04	8:08	8:13	8:20	8:25	8:27	8:29	8:33	8:36	8:39	8:41	8:45	8:48	8:50
9:00	9:04	9:08	9:13	9:20	9:25	9:27	9:29	9:33	9:36	9:39	9:41	9:45	9:48	9:50
10:00	10:04	10:08	10:13	10:20	10:25	10:27	10:29	10:33	10:36	10:39	10:41	10:45	10:48	10:50
11:00	11:04	11:08	11:13	11:20	11:25	11:27	11:29	11:33	11:36	11:39	11:41	11:45	11:48	11:50
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
12:00	12:04	12:08	12:13	12:20	12:25	12:27	12:29	12:33	12:36	12:39	12:41	12:45	12:48	12:50
1:00	1:04	1:08	1:13	1:20	1:25	1:27	1:29	1:33	1:36	1:39	1:41	1:45	1:48	1:50
2:00	2:04	2:08	2:13	2:20	2:25	2:27	2:29	2:33	2:36	2:39	2:41	2:45	2:48	2:50
3:00	3:04	3:08	3:13	3:20	3:25	3:27	3:29	3:33	3:36	3:39	3:41	3:45	3:48	3:50
4:00	4:04	4:08	4:13	4:20	4:25	4:27	4:29	4:33	4:36	4:39	4:41	4:45	4:48	4:50
5:00	5:04	5:08	5:13	5:20	5:25	5:27	5:29	5:33	5:36	5:39	5:41	5:45	5:48	5:50
East End Night Line														
Transp. Center	Beech & Charlotte	Charlotte & Wilson	North End Redner's	Rolling Hills	Sanatoga Village Shopping Center	Pottstown Memorial Medical Center	Sanatoga Village Shopping Center	Rolling Hills	North End Redner's	Charlotte & Wilson	Beech & Charlotte	Transp. Center		
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM		
6:00	6:03	6:05	6:08	6:15	6:20	6:24	6:28	6:32	6:40	6:43	6:45	6:50		
7:00	7:03	7:05	7:08	7:15	7:20	7:24	7:28	7:32	7:40	7:43	7:45	7:50		
8:00	8:03	8:05	8:08	8:15	8:20	8:24	8:28	8:32	8:40	8:43	8:45	8:50		
9:00	9:03	9:05	9:08	9:15	9:20	9:24	9:28	9:32	9:40	9:43	9:45	9:50		

# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 11: East End Day Line Map

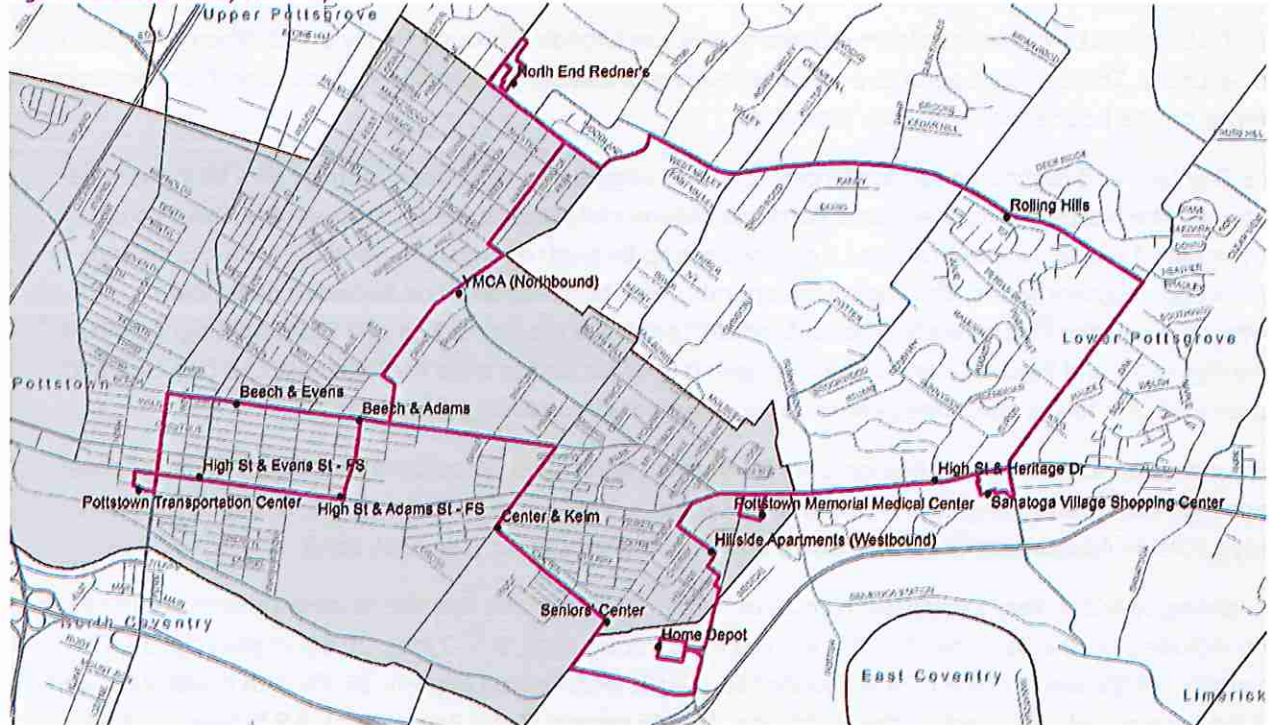
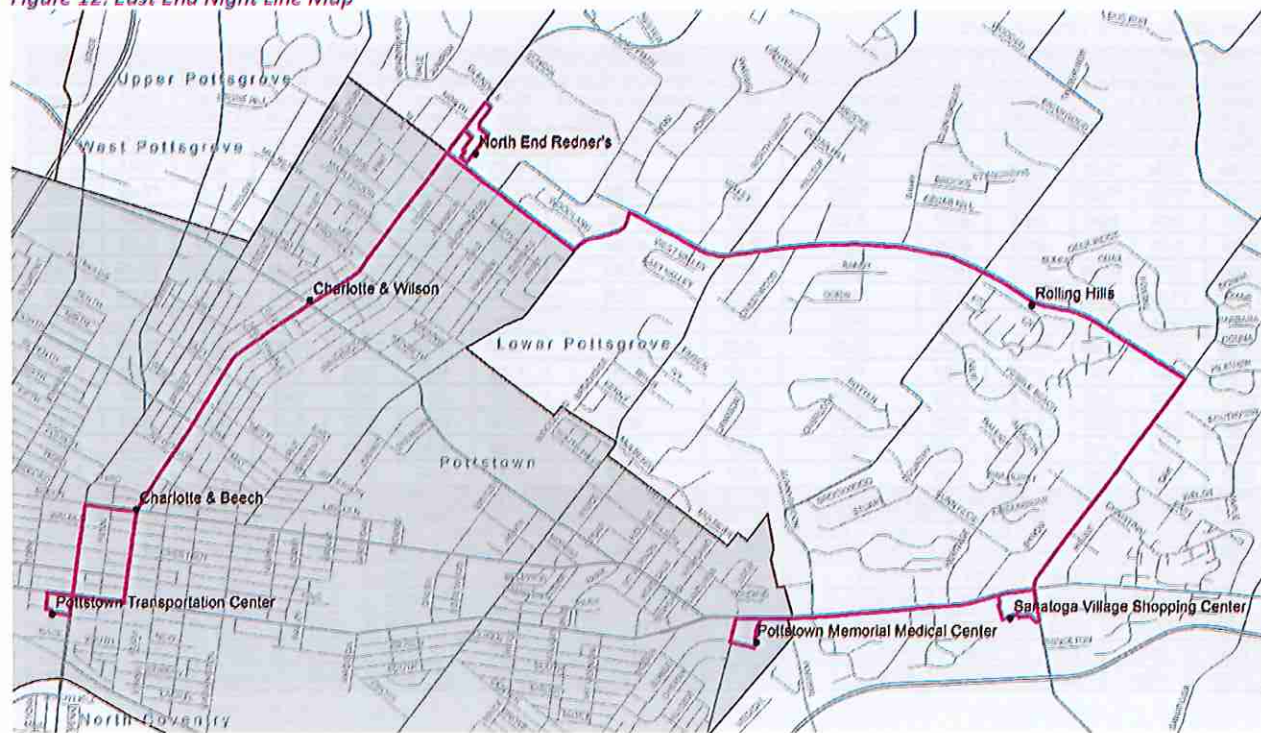


Figure 12: East End Night Line Map



**TRANSIT DEVELOPMENT PLAN**

South End Loop via Home Depot

PART’s South End Line operates from 8:00am to 5:50pm Monday through Saturday. This service operates on hourly headways leaving the Charles W. Dickinson Transportation Center on the hour each hour on the hour (see Figure 13).

The alignment serves the downtown, South End, East End, and North End neighborhoods in the Borough of Pottstown. The line operates in a counterclockwise loop following a similar alignment to the East End Day Line (see Figure 14 on following page).

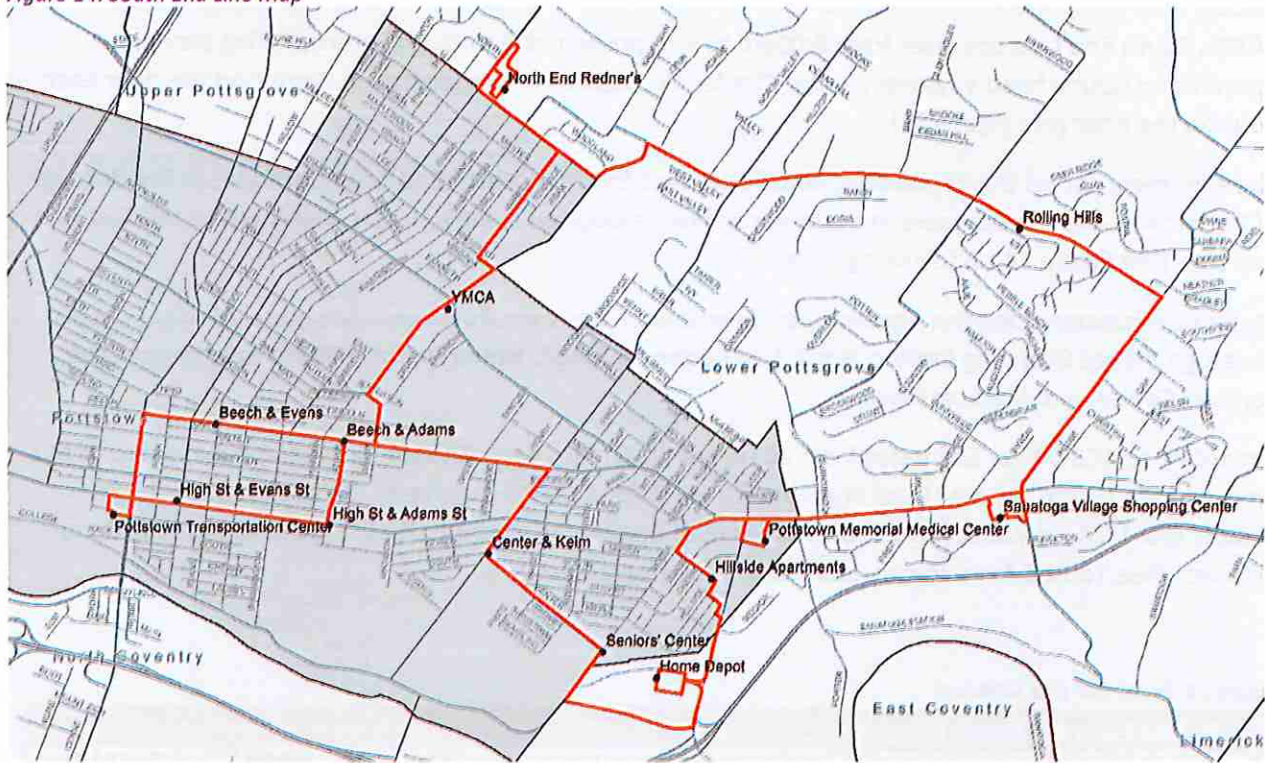
Major destinations along this line include: Downtown Pottstown, Pottstown Memorial Medical Center, Sanatoga Village Shopping Center, North End Redner’s, YMCA, Home Depot, Hillside Apartments, the Seniors’ Center, and Medical Drive.

According to ACS 5-Year Estimates from 2016, within ¼ mile of this line the demographic makeup of this line includes 15,714 people (Total Population), 6,630 jobs, 20.8% in poverty, 33.4% minority, 13.8% seniors (65+), 24.4% youth (18-), 2.6% with limited English, 16.7% with disabilities, and 14.8% with no vehicles. (See Table 2 for a comparative look at demographics.)

Figure 13: South End Line Schedule

South End Loop via Home Depot Day Line Only														
Transp. Center	High & Adams	Beech & Adams	Center & Kelm	Seniors' Center	Home Depot	Medical Drive	Hillside Apts.	Pottstown Memorial Medical Center	Sanatoga Village Shopping Center	Rolling Hills	North End Redner's	YMCA	Beech & Evans	Transp. Center
AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM	AM
8:00	8:02	8:05	8:09	8:11	8:15	8:17	8:19	8:23	8:27	8:32	8:37	8:42	8:46	8:50
9:00	9:02	9:05	9:09	9:11	9:15	9:17	9:19	9:23	9:27	9:32	9:37	9:42	9:46	9:50
10:00	10:02	10:05	10:09	10:11	10:15	10:17	10:19	10:23	10:27	10:32	10:37	10:42	10:46	10:50
11:00	11:02	11:05	11:09	11:11	11:15	11:17	11:19	11:23	11:27	11:32	11:37	11:42	11:46	11:50
PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM	PM
12:00	12:02	12:05	12:09	12:11	12:15	12:17	12:19	12:23	12:27	12:32	12:37	12:42	12:46	12:50
1:00	1:02	1:05	1:09	1:11	1:15	1:17	1:19	1:23	1:27	1:32	1:37	1:42	1:46	1:50
2:00	2:02	2:05	2:09	2:11	2:15	2:17	2:19	2:23	2:27	2:32	2:37	2:42	2:46	2:50
3:00	3:02	3:05	3:09	3:11	3:15	3:17	3:19	3:23	3:27	3:32	3:37	3:42	3:46	3:50
4:00	4:02	4:05	4:09	4:11	4:15	4:17	4:19	4:23	4:27	4:32	4:37	4:42	4:46	4:50
5:00	5:02	5:05	5:09	5:11	5:15	5:17	5:19	5:23	5:27	5:32	5:37	5:42	5:46	5:50

Figure 14: South End Line Map



### Seasonal Service

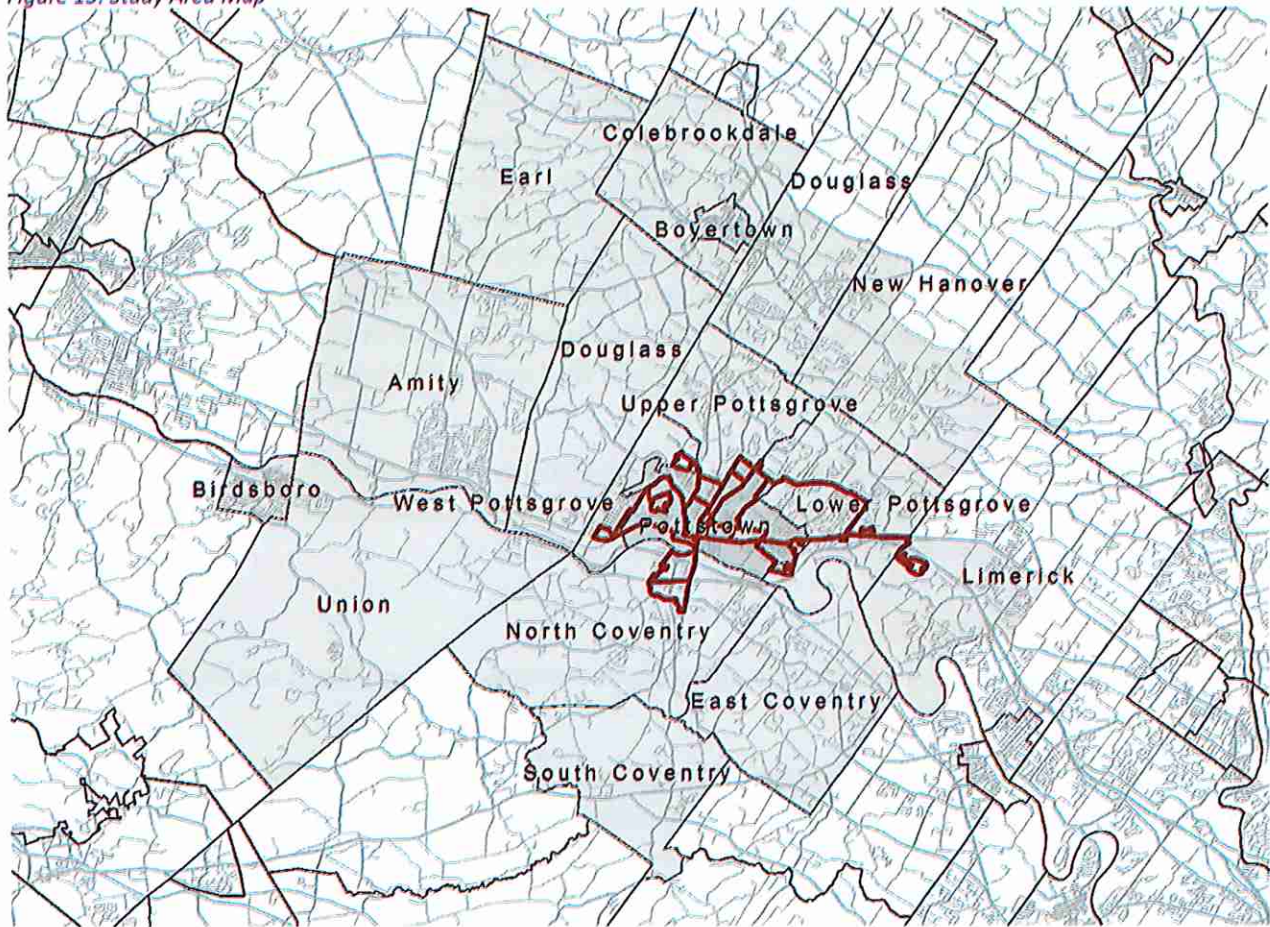
In addition to the regularly scheduled fixed-route service outlined previously, PART operates special seasonal service on the five Sundays leading up to Christmas each year. This special service operates on the High Street Day Line, Upland Square Line, Stowe Day Line, and East End Day Line from 12:00pm to 6:00pm each Sunday.

# Pottstown TRANSIT DEVELOPMENT PLAN

## STUDY AREA

The study area for this report will expand beyond the service area boundary to include Union, Birdsboro, Amity, Earl, South Coventry, East Coventry, Colebrookdale, Boyertown, and portions of Limerick, New Hanover, and Douglass Boroughs in Montgomery, Berks, and Chester Counties, or about 153 square miles. The study area is divided by the Schuylkill River, bordered by North and East Coventry Townships to the south and the Borough of Pottstown to the north. The map below highlights the Census Tracts included in the Study Area, overlaid with existing transit routes in Pottstown (see Figure 15).

Figure 15: Study Area Map



As of 2016, the Pottstown Metropolitan Area had 123,411 residents, 18.3% of whom were in the Borough of Pottstown, the primary service area of PART. At 22,619, Pottstown Borough is the largest and most densely populated municipality in the region. While senior citizens over the age of 65 make up approximately 15% of the study area population, they make up nearly half of all boardings on transit, according to PART Quarterly Operating Statistics for 2017-18 and 2018-19. Racially, the study area is majority White (88%), with higher diversity in and around Pottstown. While only 6.6% of the total study area is African-American, Pottstown Borough is 18% African American. Within Pottstown, concentration of African Americans is heavier in southern Pottstown (34%), eastern Pottstown (24%), and northeastern Pottstown (25%), as well as parts of Lower Pottsgrove.

The median household income for the study area (\$67,747) is higher than the state average (\$56,907), particularly in the outer municipalities of North and South Coventry, New Hanover, Limerick, Amity,

Upper Pottsgrove, and portions of Lower Pottsgrove. Median income in Pottstown Borough, in contrast, is considerably lower. Pottstown Borough also saw higher rates of renter-occupied housing units and households with no personal vehicles as compared to the region as a whole; some Census Tracts in Pottstown had more than double the rates of zero-car households (30-37%) than many of the outlying municipalities in Montgomery County (14-16%). Access to public transit also varies drastically throughout the study region; residents in Pottstown are more likely to commute to work using public transit, taxicab, biking, or walking than residents in other neighborhoods and municipalities in the study area.

### Major Roadways and Destinations

Located between Reading and Philadelphia along State Route 422 (Benjamin Franklin Highway), the Pottstown region touches Montgomery, Chester, and Berks Counties in Southeastern Pennsylvania. US-422, a regional arterial, crosses the region east-west along a portion of the Schuylkill River, while PA-100 crosses through the region north-south from near Allentown. Within Pottstown, three PART routes run along High Street, stopping at major destinations such as the Charles W. Dickinson Transportation Center, Home Depot, Pottstown Memorial Medical Center, and Sanatoga Village Shopping Center. Other major shopping destinations along the two remaining PART routes include Pottstown Center (anchored by Wal-Mart Supercenter), Upland Square (anchored by Target), Montgomery County Community College (West Campus), and in North Coventry, Coventry Mall and Town Square Plaza (anchored by Lowe's).

The Borough also owns a small, privately operated municipal airport near West Pottsgrove and Pottstown Center. In addition, the Schuylkill River Trail is a 60-mile, multi-use trail that provides bicycle and pedestrian connections to Reading and onwards to Hamburg, PA.

### PREVIOUS PLANS AND STUDIES

Few previous plans and studies on Pottstown Area Rapid Transit were found. Plans and Studies mentioning PART are outlined below.

A 2010 PennDOT Transit Agency Status report found that overall transit operations were in good condition but could benefit from increased efficiency and modernization. The report also recommended increased passenger amenities, such as enhanced transit shelters and other amenities at key bus stops, the downtown Transportation Center, and on-board the bus.

The 2014 Pottstown Borough Comprehensive Plan stressed the importance of PART service to the Borough's elderly population. According to the Plan, compared with the rest of the region, Pottstown is fairly dense and has lower rates of personal vehicle ownership, particularly among the elderly population, making public transit an integral part of riders' daily lives.

In 2015, the Pottstown Regional Metropolitan Planning Committee released the regional plan for the Pottstown Metropolitan Area. The Plan outlined goals for transportation in the region to be safe and efficient, stating in addition that the region should "promote the expansion of public transportation options, including passenger rail that would connect the Pottstown Region with Philadelphia and Reading." The Plan gives an overview of PART service but does not provide concrete recommendations other than including operating subsidies on the regional Transportation Improvement Program (TIP).

## EXISTING SERVICE ANALYSIS

### PART RIDE CHECKS

During a four-week period beginning November 21<sup>st</sup>, 2018, and ending December 15<sup>th</sup>, 2018, ride checks were completed by TDP staff. Ride checks were intended to receive input from bus riders directly, to communicate with bus operators, to see the alignments in-person, and to understand transfer points and high ridership stops. Every trip from every route was reviewed on both weekdays and Saturdays by riding bus routes and reviewing videos in real time.

### Stop Check Data

Stop check data was collected to observe high priority stops and to understand the ebbs and flows of ridership throughout the PART system. PART operates on a flag-stop model where riders may board buses at any location along a route by hailing a bus down, regardless of a bus stop sign or shelter. Additionally, PART has designated regularly spaced high-priority stops as timepoints on their schedules. These timepoints were used as official bus stops, receiving ridership counts for all flag-stops within a  $\frac{1}{4}$  mile distance along the alignment. In locations where official stops are greater than  $\frac{1}{2}$  mile apart, a temporary official stop was created along the alignment. For example, a stop was added at High Street & Keim Street as it is a transfer point and located approximately halfway between the official stops at High Street & Adams Street and Pottstown Memorial Medical Center.



Figure 16: On-Board Ride Checks

All data was compiled into a database to be used for analysis. Datapoints included were:

- Route – The name associated with each line. Lines that change alignments at 6pm were given two different route names to isolate data. For example: Stowe(Day) and Stowe(Night).
- Daytype – This indicates whether the check was being performed on a weekday or Saturday.
- Date – The date of the stop check.
- Stop – The official or temporary stop name. Stops shared between routes were given the same Stop name for cross calculation purposes.
- Hour – The hour in the day the check occurred. Used to compare hourly shifts.
- Scheduled – The time the bus was scheduled to arrive at each stop.
- Actual – The time the bus actually arrived at each stop.
- Ons – The number of riders boarding at each stop.
- Offs – The number of riders alighting at each stop.
- Load – The number of people on board the bus after each stop.

# Pottstown TRANSIT DEVELOPMENT PLAN

## Stop Check Results

It is important to note that these data results provide a snapshot into a brief period in PART’s operations and should not be extrapolated into long-term trends. However, this data can provide metrics for comparative purposes and can show overall comparative productivity on each line in the system. A few interesting findings in the data are noted below.

## Ridership by Route

The High Street line is the workhorse of the system, handling nearly double the ridership as other lines in the system throughout the day, as shown in Figure 17. While all other routes in the system maintain a reasonably consistent ridership of around 15-18 riders per hour, the High Street line grows to around 38-40 riders per hour between 8:00am and 5:00pm. There’s a brief systemwide lull in ridership between the hours of 5:00pm and 6:00pm, reflecting the change in schedules between the day lines and the night lines. In the evening hours between 6:00pm and 9:00pm ridership remains twice as strong on the High Street line as ridership on the other Night Lines.

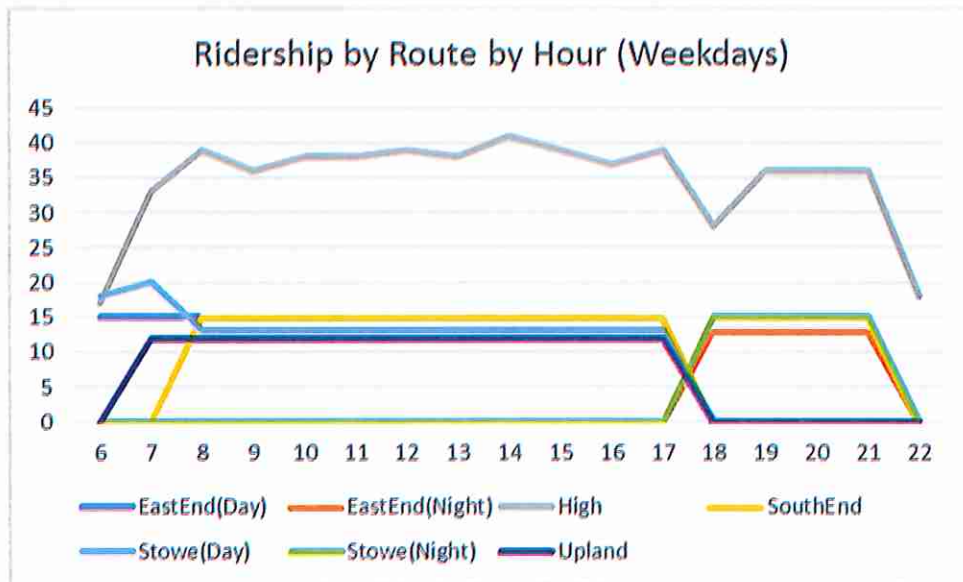


Figure 17: Ridership by Route by Hour

## Ridership by Stop

While the High Street line is the highest ridership route in the system, the majority of the highest ridership stops in the system are not on that line, as shown in Figure 19 and Figure 20 below. This indicates that the majority of the ridership on that line is evenly dispersed across stops, while other lines may have major attractors bundling stop activity to a small area. In these figures the stops are ranked by Activity per Trip. This is a metric reflecting the number of boardings and alightings occurring at the stop averaged by the number of buses that access that stop each day.

On weekdays, the highest level of stop activity by far is at Pottstown Center (Walmart) on the Stowe Line. Coventry Mall and Upland Square are also high-ridership retail destinations. The residential area with the highest stop activity is Hanover Court Apartments, followed closely by Rolling Hills. These two apartment complexes and three shopping complexes are all high-priority trip generators which need to be actively included in any system modifications.

# Pottstown TRANSIT DEVELOPMENT PLAN

Interestingly, the stops with the highest level of activity on Saturdays is Pottstown Memorial Medical Center. Notes from on-board ride checks suggest that the majority of the ridership at this stop is transfer activity with riders transferring between the South End, East End, and High Street routes.

Weekday Stops	Activity/ Trip
Pottstown Center	5.38
Coventry Mall	2.14
Upland Square	2.00
Hanover Court Apartments	1.36
Rolling Hills	1.33
Pottstown Transportation Center	1.24
North End Redner's	1.02
High & Grosstown	0.83
Grace & Hanover	0.82
Bright Hope	0.72
Philadelphia Premium Outlets	0.55
Creative Health	0.50
High St & Evans St	0.46
Vine & Walnut	0.44
Beech & Evens	0.41

Figure 18: Tops 15 Weekday Stops by Activity per Trip

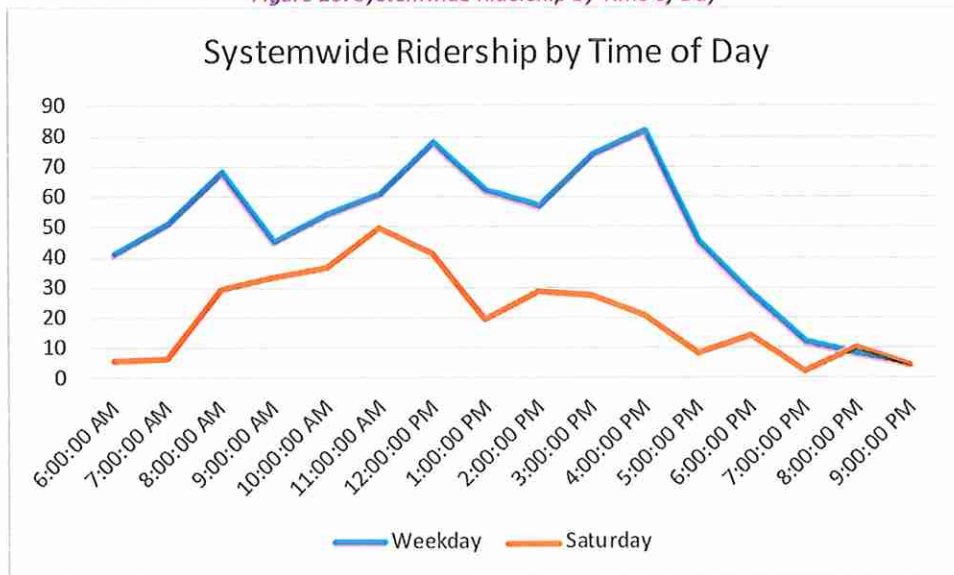
Saturday Stops	Activity/ Trip
Pottstown Memorial Medical Center	3.56
Pottstown Center	1.86
Coventry Mall	1.36
Rolling Hills	1.22
Philadelphia Premium Outlets	1.21
Center & Keim	1.00
Pottstown Transportation Center	1.00
YMCA (Northbound)	1.00
Glasgow & Manatawny	0.57
Bright Hope	0.50
High & Grosstown	0.36
Vine & Walnut	0.29
Charlotte & Wilson (Northbound)	0.25
High St & Manatawny St - FS	0.20
Town Square Center	0.20

Figure 19: Top 15 Saturday Stops by Activity per Trip

## Systemwide Ridership

A look at overall systemwide ridership on both weekdays and Saturdays, shown in Figure 20, suggests that ridership ebbs and flows around peak periods throughout the day. On weekdays those peaks occur at 8:00am, noon, and 4:00pm. On Saturdays the peak is around 11:00am. The weekday peak at noon suggests that ridership contains a substantial portion of shift workers and daytime shoppers, while the 8:00am and 4:00pm peaks reflect typical banker's hours (10am-3pm). Additionally, ridership substantially declines in the evening hours.

Figure 20: Systemwide Ridership by Time of Day



# TRANSIT DATA ANALYSIS

## TRANSIT PROPENSITY ANALYSIS

### Socio-Economic Characteristics of Transit-Dependent Populations

According to *Transit Cooperative Research Program (TCRP) Report 28: Transit Markets of the Future*, there are fourteen groups of users identified as being “more likely than average to use transit as their principal mode for commuting to work, relatively independent of their income or the size or density of the metropolitan areas in which they live” (TCRP Report 28, page 8). These user groups include:

Women, Blacks, Hispanics, Asians, Workers without household cars, Workers age 17 to 29, Workers age 60 and over, Workers with less than high school education, Workers with some high school but no degree, Workers with a college degree, Workers with graduate school education, Workers with household incomes below \$20,000, Immigrants (regardless of the number of years that they have been in the United States), and Workers with a work or mobility limitation.

A socio-economic analysis of variables related to transit usage is important for determining need. For this existing service baseline evaluation, a sample of the above user groups was considered for analyzing transit potential. Table 3 outlines the socio-economic factors incorporated into the baseline service analysis.

*Table 3: Socio-Economic Transit Determinants*

Transit Determinant	Measure
Population	➤ Population Density
Age	➤ Seniors as % of Total Population
	➤ Young Workers as % of Total Population
Race & Ethnicity	➤ Black
	➤ Hispanic
Vehicle Ownership	➤ No Car
Education	➤ High School or Less
Immigrant Status	➤ Immigrant
Disability Status	➤ Has disability
Income	➤ Percent below poverty line

Data for all of these Transit Determinants were collected from the U.S. Census American Community Survey Five-Year Estimates for 2015.

# Pottstown TRANSIT DEVELOPMENT PLAN

## Relative Transit Propensity and Density Analysis

To better understand the overall likelihood of transit use within a set of defined areas, a “Transit Propensity Index” was developed with the characteristics defined in Table 3. The methodology behind the index is based on findings from the aforementioned *TCRP Report 28*. For all variables, higher values are indicative of greater need and likelihood of transit use. For example, a census block group with a higher number of zero-car households exhibits a greater mobility need and has a higher propensity for transit use.

In this analysis, a standardized score has been adopted to combine the different variables identified in the previous section. With this approach, the block group with the lowest value is given a score of zero, while the block group with the highest value is given a value of 1. The other block groups are assigned a score by interpolating between the maximum and minimum values. The increment between each score is determined by where the block group falls proportionally between the highest and lowest value.

It’s important to understand propensity as a measure of need and not necessarily efficiency. A propensity of “1” means that the residents of that census block are most in need of or most likely to ride transit service, but it does not mean that transit service would be most productive there. Further analysis later in this document will determine Access Rates, Potential Ridership, and Potential Ridership Density.

### Data

The process for the creation of the Transit Propensity Analysis involves five steps.

- 1. Data Collection** - Data for the Transit Propensity Analysis is compiled and organized in a spreadsheet, shown in Figure 21.
- 2. Calculate Percentages** - Each data point is then calculated as a percentage of the total region. (In this case the region includes The Borough of Pottstown and surrounding municipalities)
- 3. Index Data** - An index is created for each data point as a factor relative to each point’s relation to the region’s maximum or minimum value.
- 4. Weight Index** - That index is then weighted by the propensity findings from *TCRP Report 28*.
- 5. Re-index Summed Data** - The weighted totals are then indexed once again in order to create a final Transit Propensity Index for each Block Group in the PART service area.

Figure 21: Transit Propensity Data Sample

GEO.id	GEO.id2	GEO.display-label	B01003 TOTAL POPULATION HD0LVD01	TIGER HD_ALAND	B01001 SEX BY AGE HD0LVD01	HD0LVD02	HD0LVD26	B0301 HISF LATA RAC HD01
Id	Id2	Geography	Estimate; Total Population	Area of Land in Square Meters	Estimate; Total Population;	Estimate; Male;	Estimate; Female;	Estim Popu
1500000US420110118001	4.2011E+11	Block Group 1, Census Tract 118, B	649	625075	649	467	382	
1500000US420110118002	4.2011E+11	Block Group 2, Census Tract 118, E	1906	1722301	1906	961	945	
1500000US420110118003	4.2011E+11	Block Group 3, Census Tract 118, E	2401	1078150	2401	1242	1159	
1500000US420110119021	4.2011E+11	Block Group 1, Census Tract 119, O	1052	2551239	1052	546	506	
1500000US420110119022	4.2011E+11	Block Group 2, Census Tract 119, O	1174	34903536	1174	569	605	
1500000US420110119023	4.2011E+11	Block Group 3, Census Tract 119, O	1335	23206938	1335	644	631	
1500000US420110119031	4.2011E+11	Block Group 1, Census Tract 119, O	891	11945738	891	453	428	
1500000US420110119032	4.2011E+11	Block Group 2, Census Tract 119, O	4161	16010471	4161	2166	1995	
1500000US420110119041	4.2011E+11	Block Group 1, Census Tract 119, O	1843	4838075	1843	836	1007	
1500000US420110119042	4.2011E+11	Block Group 2, Census Tract 119, O	1537	1156535	1537	771	768	
1500000US420110119043	4.2011E+11	Block Group 3, Census Tract 119, O	1394	1192511	1394	673	721	
1500000US420110119044	4.2011E+11	Block Group 4, Census Tract 119, O	3028	11680643	3028	1399	1629	
1500000US420110130001	4.2011E+11	Block Group 1, Census Tract 130, E	1610	9268091	1610	932	678	
1500000US420110130002	4.2011E+11	Block Group 2, Census Tract 130, E	970	10524208	970	514	456	
1500000US420110130003	4.2011E+11	Block Group 3, Census Tract 130, E	1871	24317451	1871	1031	840	
1500000US420110130004	4.2011E+11	Block Group 4, Census Tract 130, E	2320	24055313	2320	1162	1158	
1500000US420110131001	4.2011E+11	Block Group 1, Census Tract 131, B	2141	8617678	2141	1025	1116	
1500000US420110131002	4.2011E+11	Block Group 2, Census Tract 131, B	1994	5052220	1994	995	999	
1500000US420110131003	4.2011E+11	Block Group 3, Census Tract 131, B	923	8147386	923	459	464	
1500000US420110131004	4.2011E+11	Block Group 4, Census Tract 131, B	1348	8866616	1348	689	769	

# Pottstown TRANSIT DEVELOPMENT PLAN

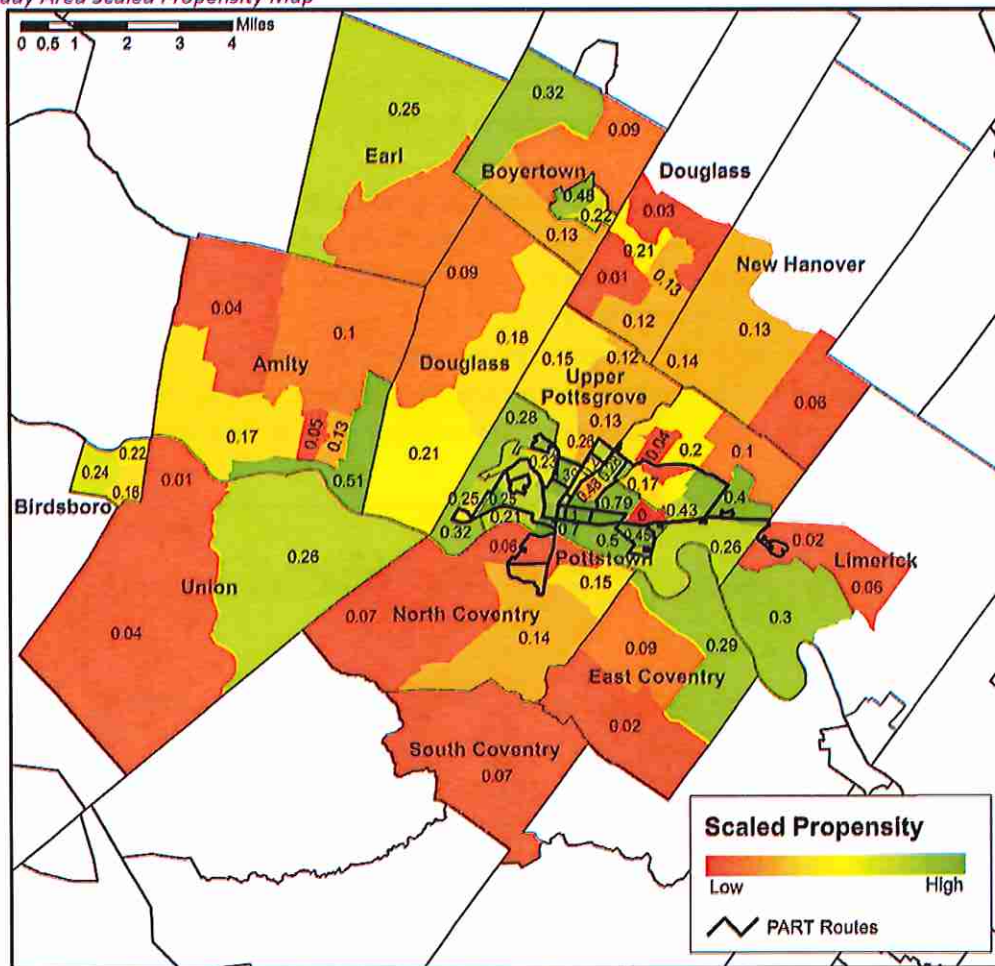
## Findings

A map of transit propensity in the PART study area by census block group is shown in Figure 22 with a zoomed in version shown in Figure 23. These values indicate a desire to access transit. Residents in these areas are most likely to show a favorable response toward the possibility of transit access. A transit propensity of 1 indicates that residents in this block group are the most likely to support transit. (This does not mean that 100% of residents support transit access.) A transit propensity of 0 indicates that residents in this block group are least likely to support transit access. (This does not mean that 0% of residents support transit access.)

The block groups with the highest transit propensity are mainly concentrated in the Borough of Pottstown, with the highest propensity in downtown Pottstown. Additional pockets of transit propensity are in Boyertown and Douglassville (in southeast Amity Township.)

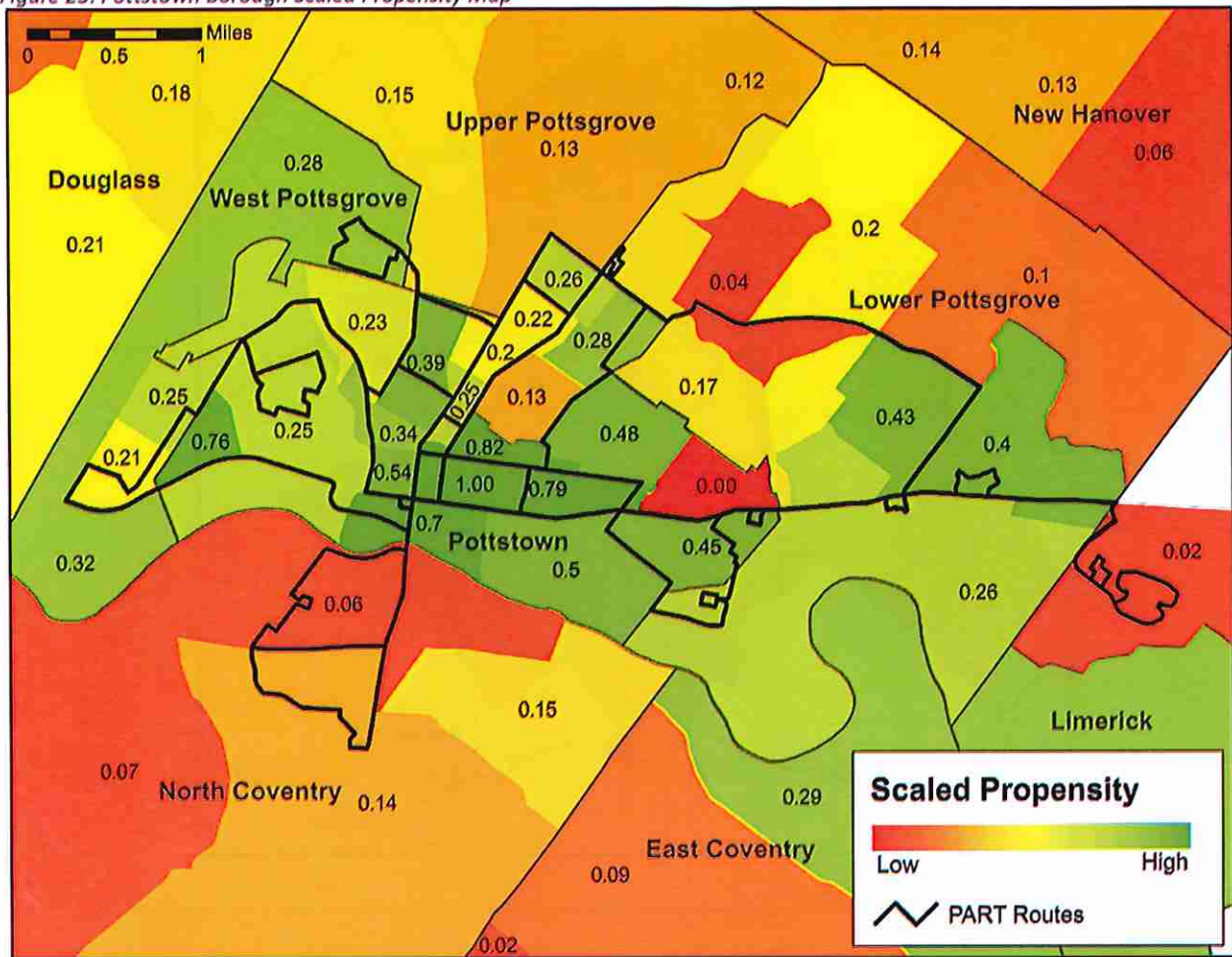
The block groups with the lowest transit propensity area generally concentrated in the townships surrounding Pottstown, with a few notable exceptions. West Pottsgrove and the southern half of Lower Pottsgrove maintain relatively high transit propensities. Also of note is that the block group with the lowest transit propensity in the study area is located in the far eastern end of the Borough of Pottstown, in the neighborhood surrounding The Wyndcroft School.

Figure 22: Study Area Scaled Propensity Map



# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 23: Pottstown Borough Scaled Propensity Map



## TRANSIT ACCESS RATE

Where transit propensity ranks block groups to a scale from 0.0 to 1.0 to highlight where each block group falls in terms of transit access favorability, the Access Rate is the percentage of residents in each block group showing an above-average transit propensity. This rate is found by taking all data inputs from the previously mentioned transit propensity analysis and averaging the data points rather than scaling them. A map of Access Rates in the PART study area by census block group is shown in Figure 24 with a zoomed-in version shown in Figure 25.

The block group with the highest access rate is located in downtown Pottstown with an access rate of 99.7%. This means that 99.7% of residents in downtown Pottstown would consider riding transit if all needs are met. (Needs include direct transit access with schedules properly aligning, and with barriers to access such as lack of shelter or sidewalk removed.)

The block group with the lowest access rate is located in the neighborhood surrounding the Wyndcroft School in far eastern Pottstown, with an access rate of 26.3%.

# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 24: Study Area Access Rate Map

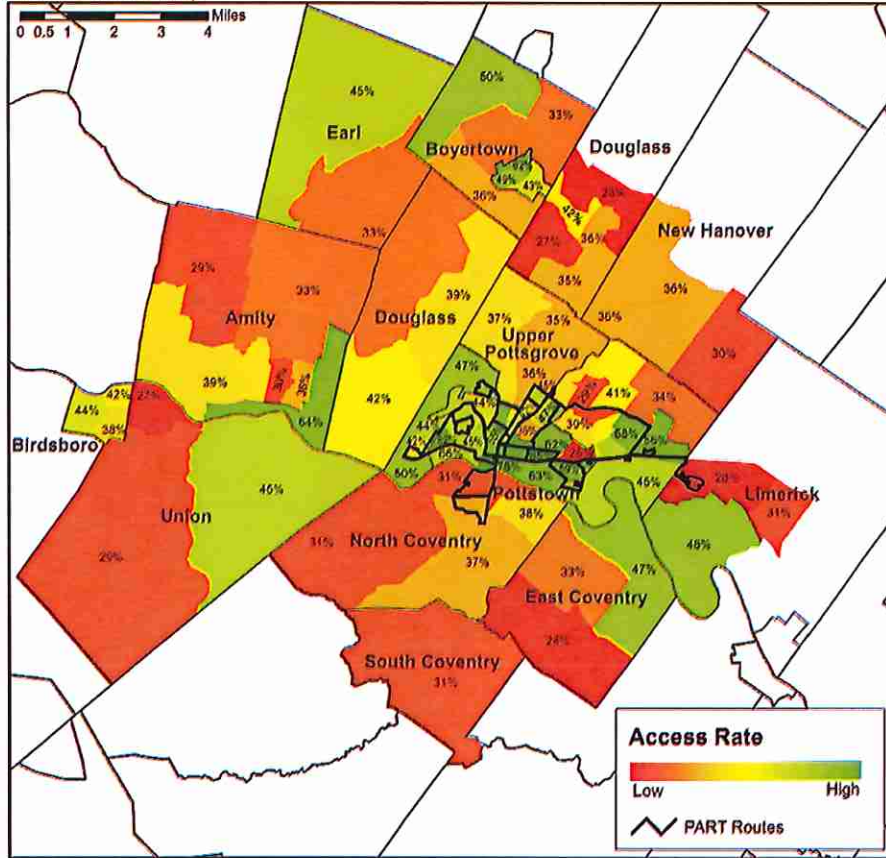
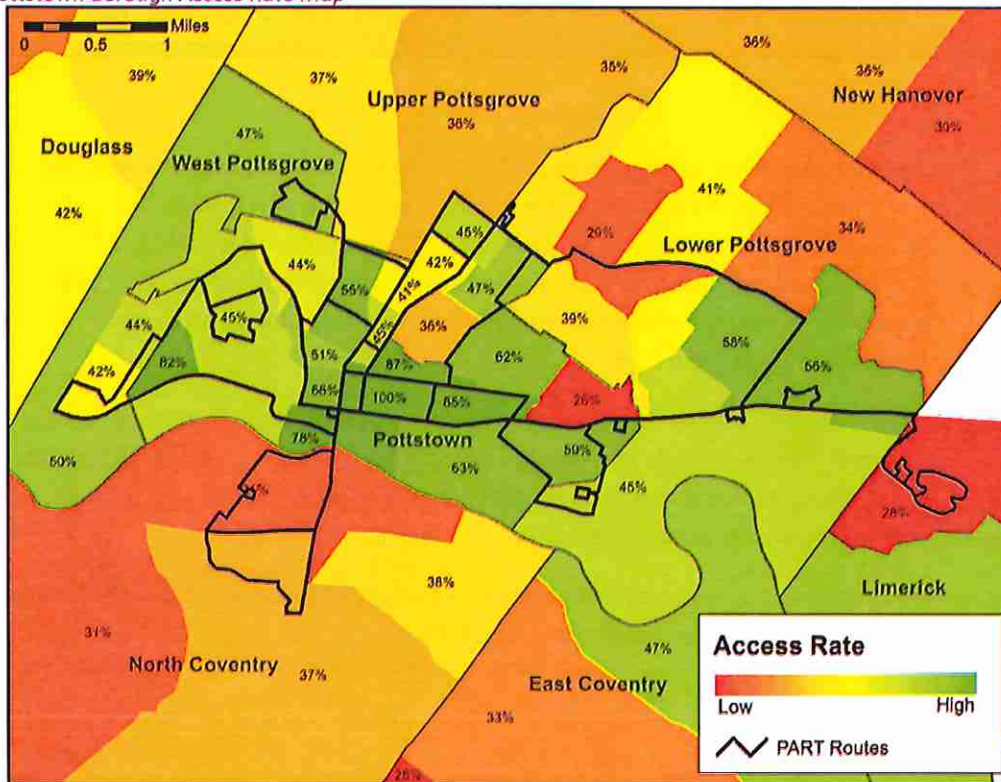


Figure 25: Pottstown Borough Access Rate Map



## **TOTAL POTENTIAL RIDERS**

Total Potential Riders in each study area block group are determined by combining the transit access rate with total working population. Total Potential Riders represents the number of people in each area who would access transit daily to get to work if all needs are met. (Needs include direct transit access with schedules properly aligning, and with barriers to access such as lack of shelter or sidewalk removed.) A map of Total Potential Riders in the PART study area by census block group is shown in Figure 26 with a zoomed-in version shown in Figure 27

It's important to note that density is an important factor in transit productivity and these data points are not representative of density. As such, these maps should not be used for route alignment determination, rather they should only be used for calculating potential total riders. Potential Ridership Density can be found in the following section.

It is also important to note that these totals represent only the working population in each area to provide a gauge on daily riders. Many transit trips are taken for entertainment, medical, and shopping purposes, and many transit riders are not part of the working population.

The block group with the most total potential riders is located in downtown Pottstown with 1,617 riders. After downtown Pottstown however, the remaining block groups in the top ten are all in far edges of the surrounding townships. These are places that may have sizable populations that would be willing to access transit but may not have the density to support fixed-route bus service. These areas are often more of an indication of long-distance or intercity transit markets to be accessed by Park & Rides.

The block group with the fewest potential daily riders is again located in the neighborhood surrounding the Wyndcroft School in far eastern Pottstown. Despite having the lowest access rate and propensity, this neighborhood still has 155 potential daily riders.

# Pottstown TRANSIT DEVELOPMENT PLAN

Figure 26: Study Area Potential Daily Riders Map

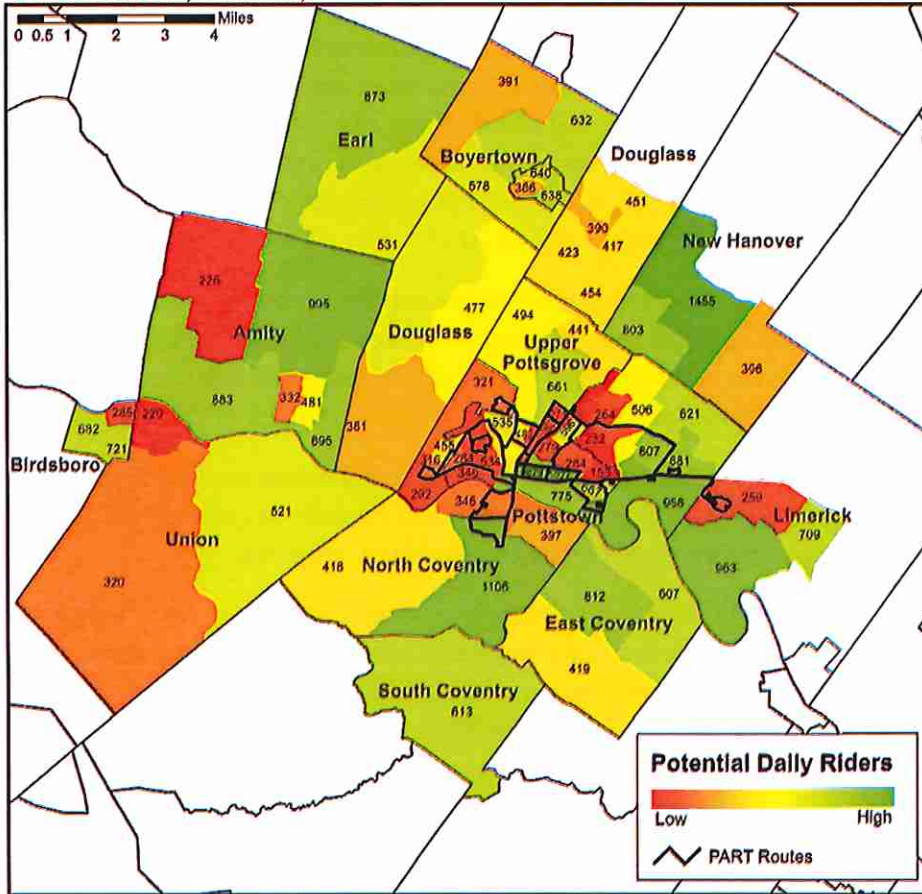
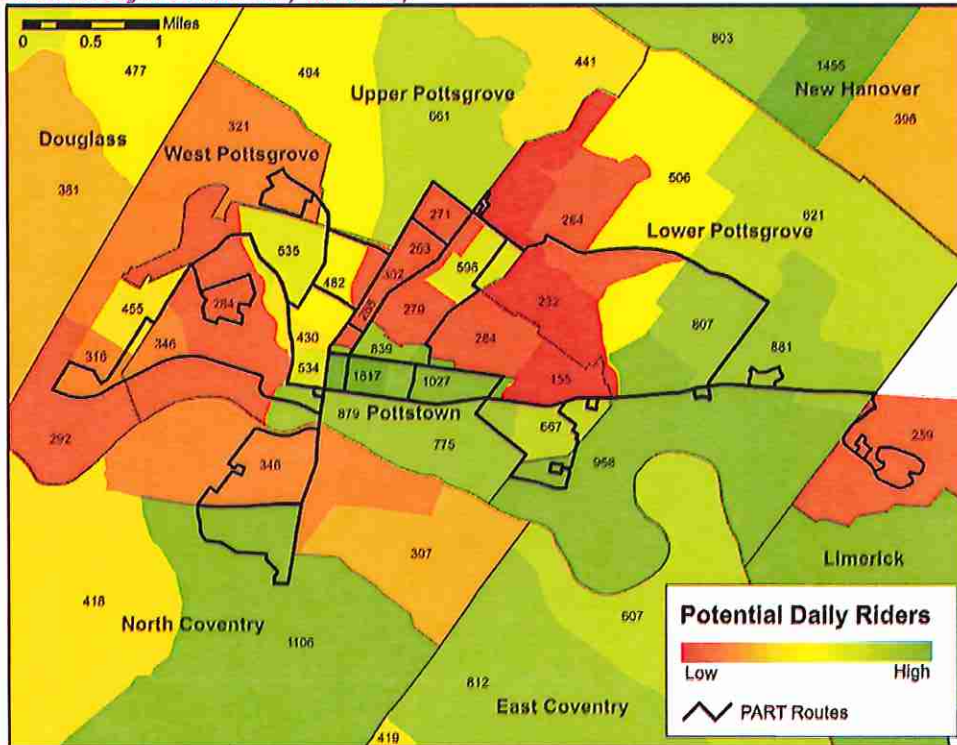


Figure 27: Pottstown Borough Potential Daily Riders Map



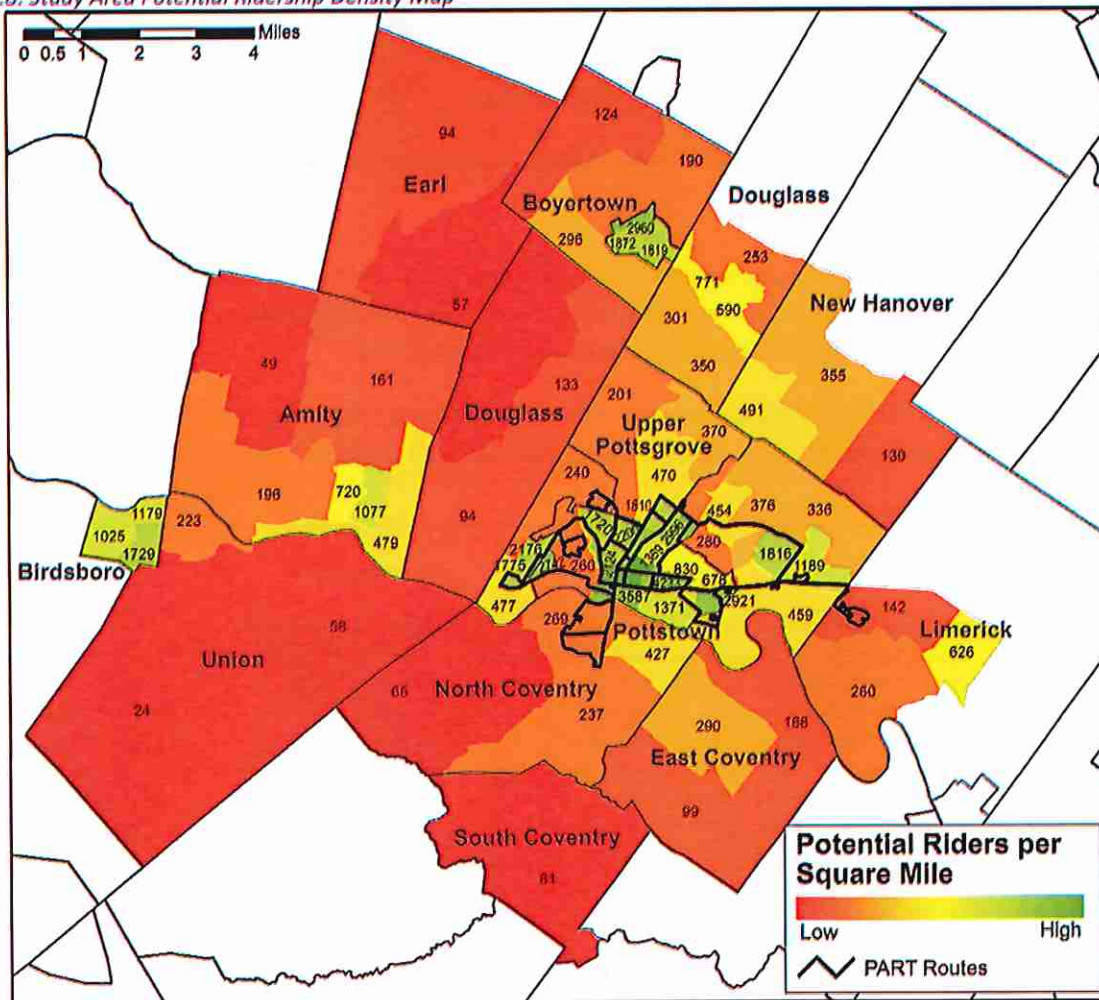
**POTENTIAL RIDERSHIP DENSITY**

Potential Ridership Densities in each study area block group are determined by factoring the Total Potential Ridership by the area in square miles. Potential Ridership Density represents how closely the potential daily riders live to each other. Higher ridership densities directly correlate to potential fixed-route transit productivity. This is the set of maps that is most useful in defining potential areas to serve through fixed-route bus service. A map of Potential Ridership Density in the PART study area by census block group is shown in Figure 28 with a zoomed-in version shown in Figure 29.

Not surprisingly, the block group with the highest potential ridership density is located in downtown Pottstown. All top nine of the highest ridership densities are in the central neighborhoods of Pottstown. The tenth highest density in the study area is in the Borough of Boyertown. Other notable areas of density are in Birdsboro, Stowe, and the Rolling Hills area of Sanatoga.

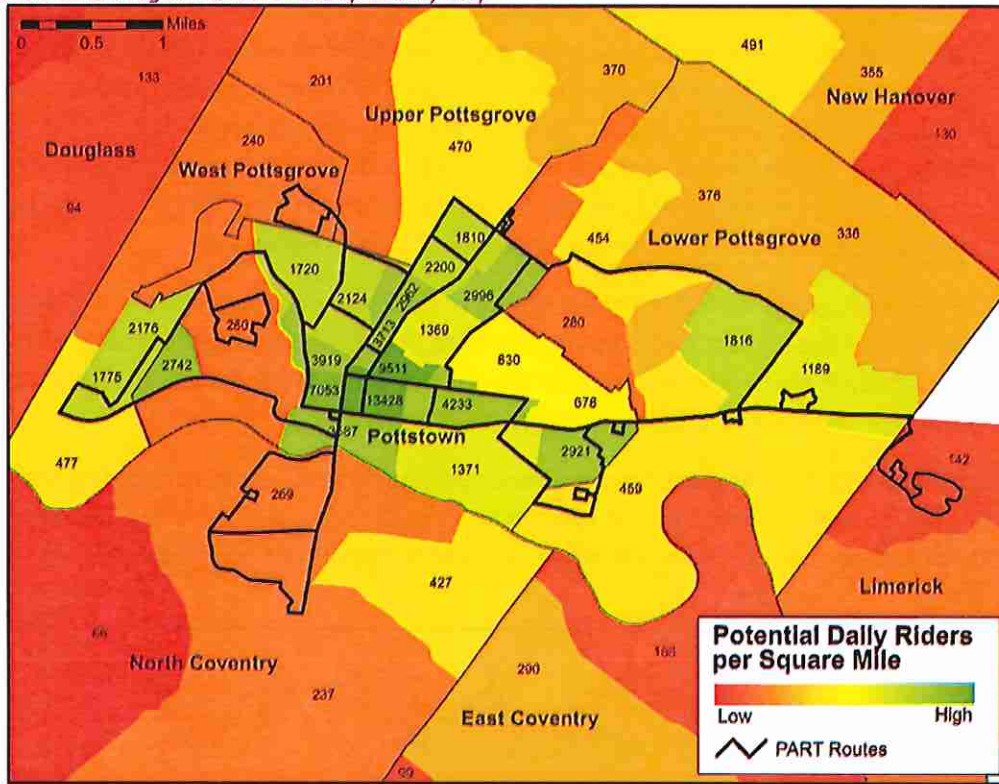
A notable difference in this dataset compared to previous datasets is the area surrounding the Wyndcroft School in far eastern Pottstown. While this neighborhood was at the bottom of all previous lists, the density of potential riders there actually ranks right in the middle of this dataset.

Figure 28: Study Area Potential Ridership Density Map



# TRANSIT DEVELOPMENT PLAN

Figure 29: Pottstown Borough Potential Ridership Density Map



## LEHD ORIGIN & DESTINATION ANALYSIS

Longitudinal Employer-Household Dynamics (LEHD) data is a product of the U.S. Census Bureau. The data combines federal, state, and Census Bureau data on employers and employees to produce a dynamic set of figures addressing daily commuter flows between areas.

This analysis uses 2015 LEHD commuter flow data from all census block groups within the study area to all census tracts within the study area. This data is useful in future route productivity assessments.

Figure 30: LEHD Direct Potential Rider Commute Data

Commuting From	Commuting To	Direct Potential Riders
Block Group 2, Census Tract 2089.03, Montgomery County, Pennsylvania	2087.04 (Montgomery, PA)	36.41575354
Block Group 1, Census Tract 2089.04, Montgomery County, Pennsylvania	2088.02 (Montgomery, PA)	32.91813142
Block Group 2, Census Tract 119.03, Berks County, Pennsylvania	119.04 (Berks, PA)	30.47306939
Block Group 2, Census Tract 132, Berks County, Pennsylvania	131 (Berks, PA)	27.83326632
Block Group 4, Census Tract 130, Berks County, Pennsylvania	131 (Berks, PA)	25.38870993
Block Group 2, Census Tract 2087.03, Montgomery County, Pennsylvania	2086.03 (Montgomery, PA)	24.04609721
Block Group 1, Census Tract 132, Berks County, Pennsylvania	131 (Berks, PA)	23.48200987
Block Group 2, Census Tract 2089.06, Montgomery County, Pennsylvania	2088.02 (Montgomery, PA)	23.46204526
Block Group 1, Census Tract 2089.04, Montgomery County, Pennsylvania	2090 (Montgomery, PA)	22.94294008
Block Group 1, Census Tract 2087.04, Montgomery County, Pennsylvania	2086.03 (Montgomery, PA)	21.88144668
Block Group 2, Census Tract 2089.03, Montgomery County, Pennsylvania	2090 (Montgomery, PA)	20.32507174
Block Group 2, Census Tract 2087.03, Montgomery County, Pennsylvania	2087.04 (Montgomery, PA)	19.57240471
Block Group 1, Census Tract 2088.01, Montgomery County, Pennsylvania	2087.04 (Montgomery, PA)	19.47694021
Block Group 2, Census Tract 119.03, Berks County, Pennsylvania	2086.03 (Montgomery, PA)	18.75265808
Block Group 1, Census Tract 2088.01, Montgomery County, Pennsylvania	2088.02 (Montgomery, PA)	18.6978626

**TRANSIT DATA ANALYSIS FINDINGS**

While determinations on potential alignment changes won't be made until after the conclusion of the public input process, a number of data points of interest have emerged through this data analysis.

- As expected, the areas in and around downtown Pottstown contain the highest densities of potential transit riders.
- The corridor along High Street between Stowe and Sanatoga is the most heavily transit-dependent corridor.
- Birdsboro, Douglassville, and Boyertown (all within Berks County) are three isolated areas of transit density worth further analysis.
- Shopping destinations at Pottstown Center, Coventry Mall, Upland Square, and Philadelphia Premium Outlets are all within areas of relatively low transit rider density, representing a special mismatch supportive of transit.
- The largest origin locations for riders destined for Philadelphia Premium Outlets are Amityville, Douglassville, and areas of Sanatoga near Buchert Road, suggesting that the alignment along High Street duplicating SEPTA Route 93 service may be put to better use along alternative paths.

# **PUBLIC OUTREACH & ENGAGEMENT**

## **PUBLIC OUTREACH PLAN**

Public input is critical to the Transit Development Plan process. Involvement from regular riders and non-riders alike is important in steering the plan to meet localized needs. Determinations on service change proposals should not be made prior to the completion of the public involvement process. Additionally, potentially impactful modifications to transit systems can often fail without an engaged population, as current riders can be blindsided by changes and current non-riders often can be unaware of changes. For these reasons, a thorough public outreach plan was implemented for this TDP. Public outreach opportunities included:

1. On-board discussions,
2. Public meetings,
3. Online MetroQuest surveys,
4. Operator Surveys, and
5. Stakeholder outreach.

These public outreach tasks were completed over a three-month period from December 2018 through February 2019. Additionally, all tasks were developed in compliance with PART's Title VI Policy, which states the following objectives must be met:

- Language and cultural barriers to public participation within the Pottstown area will be determined, documented, and mitigated.
- Meeting locations will be accessible and reasonably welcoming to all area residents, including, but not limited to, low-income and minority members of the public.
- Avenues for two-way flow of information and input from populations unlikely to attend meetings will be established.
- A clear and legible action plan will be included for any and all suggested or recommended changes.
- Presentations will be illustrative in nature to clearly convey plan elements.

Currently PART estimates that there are approximately 800 regular riders on its system. The Borough of Pottstown has a population of approximately 22,700. A goal of 200 responses was set for this project.

## **ON-BOARD DISCUSSIONS**

On-board ride checks were completed the week of December 10-15, 2018. These ride checks obtained data on stop-level ridership and on-time performance, but also provided a platform to discuss the needs of the transit system with riders and drivers. During this period, over 1,000 riders boarded buses, providing a captive audience for discussions. While not everyone was willing to speak with ride-

checkers, just over 50 people (approximately 5% of riders) were communicated with. This represents 25% of the overall goal for public input. This informal process did not provide a prescribed set of survey questions, rather ride checkers opted for casual conversation to garner more candid responses.

A selection of responses is listed below:

- High & Pleasantview is a major transfer point but lacks a bus shelter.
- Stone Hill development is not served and needs to be.
- Bus needed on Farmington Ave.
- Move Pottstown Center/Robinson St. to the South End route instead of Stowe.
- Stowe-Night Line is always running late.
- Need to get to Medical Drive from SEPTA Route 93 (loop route only stops one direction).
- Drivers won't issue transfers sometimes between the South End and East End routes because they could be considered "return trips." Confusing policy.
- Route 100 is impossible to cross. Bus should focus on bridging that divide.
- Bring back Aldi bus stop at Pottstown Center
- Bus to Shoemaker Drive needed. (Ollie's, Patient First, McDonald's)
- Bus shelter needed at Charlotte & Prospect

## **PUBLIC MEETINGS**

Two public meetings were held at the Pottstown Regional Public Library (500 E. High St.) on Tuesday, January 22<sup>nd</sup>. Meetings were held between 11am and 1pm and again between 5pm and 7pm.

In accordance with PART's Title VI policy, the location was selected as a centrally located and publicly accessible venue that is reachable by multiple bus routes. The times were selected to meet the needs of residents and riders who may be available during daytime hours and lunchbreaks as well as those available after standard office hours and in the evening. Within the previously defined PART TDP Study Area, 92% of residents speak English as their primary language. The second largest language group is Spanish with 6% of residents speaking it as their primary language. As such, all meeting materials were created in English, however meeting representatives were equipped with a Google Translate app to assist non-English speakers.

Meetings were attended by 14 members of the public. This represents 7% of the overall goal for public input.

# Pottstown

## TRANSIT DEVELOPMENT PLAN

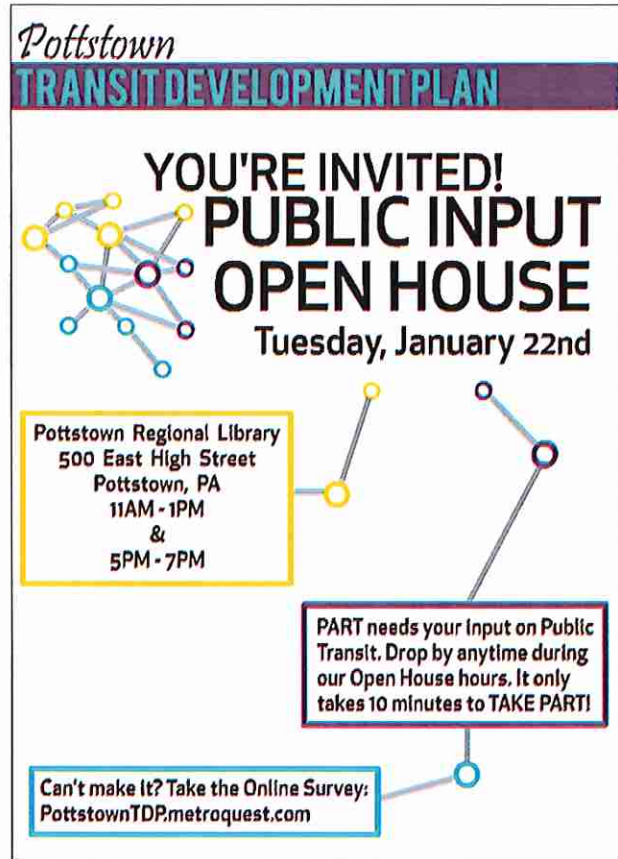
### Meeting Promotion

Promotion of the public meetings began two weeks prior with flyers being posted on all PART buses, in bus shelters, and at various public buildings around the Borough of Pottstown the week of January 7<sup>th</sup>, 2019.

A news release was sent to local media outlets the same week. Due to Pottstown’s location between two larger media outlets (Philadelphia and Reading) the release was sent to television and print media outlets in both markets, however the adoption of this news release by those outlets was limited.

The Reading Eagle published an in-depth article written by Holly Herman on January 19<sup>th</sup>, 2019 with the headline, “Wanted: Public input on Pottstown area bus service. Meetings are being held in the Pottstown Area Regional Library.”

This article featured all the details regarding the meeting as well as an overview of PART service and recent transportation history in Pottstown.



### Meeting Outline

Public meetings were designed as open houses, allowing attendees to arrive at their leisure. The room was located on the 2<sup>nd</sup> floor balcony overlooking the main hall of the library. A sign was placed at the library entrance encouraging library guests to attend.



The meeting was designed with five stations:

1. Welcome
2. Current Transit Use
3. Priorities
4. Locations
5. More Information

These stations each contained a different activity to engage attendees and collect information in various ways.

**Station One: Welcome**

The Welcome station was simply a sign-in sheet and information to orient attendees on the meeting stations and the overall project. All meeting attendees were greeted by project staff and relayed this information personally.

**Station Two: Current Transit Use**

This station contained a “dot exercise” with three sheets posted on walls with questions and opportunities for attendees to respond to with sticker dots. The three sheets grouped questions into topics. Topics and questions were as follows:



1. Transit Use

- a. Have you ridden a bus in the past 6 months?
  - i. Yes
  - ii. No
- b. Which of these routes have you used in the past 6 months?
  - i. High St via Premium Outlets
  - ii. Upland Square via North End
  - iii. Stowe/Pottstown Center/Coventry Mall
  - iv. East End Loop
  - v. South End Loop
  - vi. SEPTA Route 93 to Norristown

2. Barriers

- a. What are some obstacles that make riding the bus difficult?
  - i. There are no bus stops near me
  - ii. Bus stops are difficult or unsafe to get to
  - iii. I don't know what times or routes are available near me
  - iv. The buses don't get me to where I need to go
  - v. I prefer other modes of transportation
- b. Which amenities would help you access buses?
  - i. More sidewalk connections
  - ii. Bus shelters
  - iii. Ramps/wheelchair-accessible landings
  - iv. Bus stop signs that list available routes

3. Car Access

- a. Do you have access to a car?
  - i. Yes
  - ii. No
- b. If yes, how frequently are you able to use the car?
  - i. Always/I own the car
  - ii. Certain times of day
  - iii. Unpredictable/other
- c. Have you ever used Shared Ride/Paratransit service?
  - i. Yes
  - ii. No

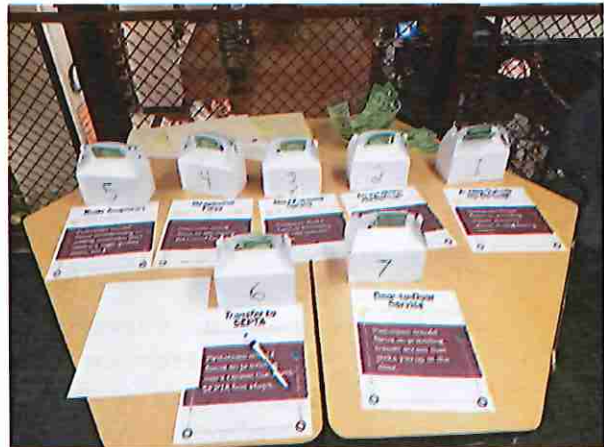
## TRANSIT DEVELOPMENT PLAN

Attendees were broadly encouraged to answer these questions at their leisure. Additionally, pens were provided for attendees to suggest other obstacles and amenities not listed which they may have wanted to include.

### Station Three: Priorities

This station was designed as a “dollar bill exercise” in which attendees were given \$10 in fake money and asked to spend it on various “priorities” as shown below. This station will help guide planners in determining where to focus transit development efforts moving forward. There were seven priority choices to rank:

- Access Outside the Borough
- Access Within the Borough
- More Frequent Service
- Transfer to SEPTA
- Inexpensive Fares
- Rider Amenities
- Door-to-Door Service



Pens and paper were included to provide additional comments and offer alternative priorities.

At the end of the meetings, dollar bills were counted from each box to rank the priorities.

### Station Four: Locations

The purpose of this station was to determine important locations in the region for transit access. A map of the service area was provided for reference, but the primary focus of this station was an interactive mapping station as shown below. A large screen monitor provided access to the companion MetroQuest Survey (discussed in the following section) and its interactive mapping system. Meeting attendees were able to use a provided keyboard and mouse to place icons on a zoomable map of Pottstown to show where they're coming from and where they're trying to go. When an icon was placed, a series of questions were asked about that destination.

Icon options and accompanying questions are:

- Education
  - What type of school is this? (Elementary, Middle School, High School, Community College, University, Trade School, Other)
  - When are your classes? (Weekdays, Weeknights, Weekdays and Weeknights, Weekends, Other)

- Work
  - What days do you work? (Weekdays, Saturdays, Sundays)
  - What times do you work? (Office hours 9am-5pm, First Shift, Second Shift, Third Shift, Occasionally, Other)
- Home
  - What is your zip code?
- Medical Office
  - What type of facility is that? (Hospital, Clinic, Doctor's Office, Urgent Care, Emergency Room, Other)
  - How often do you visit? (Daily, Weekly, Monthly, Multiple Times Monthly, Occasionally, Other)
- Shopping
  - What kind of shopping is here? (Supermarket, Department Store including Walmart/Target, etc., Multiple stores, Clothing, Banking, Other)
  - How often do you visit? (Daily, Weekly, Monthly, Multiple Times Monthly, Occasionally, Other)
- Other
  - Please describe



Meeting staff were available to assist attendees in using the interactive map. Many attendees opted to simply have a discussion with staff, who then placed markets on maps for them.

#### **Station Five: More Information**

The final station was a simple, optional survey to help us understand the demographic makeup of meeting attendees as well as an opportunity to provide additional comments.

### **MEETING OUTCOMES**

#### **Input gathered**

Meeting attendance ages ranged from brackets "25 and under" to "61-80." Household income ranged from \$10,000 to \$50,000. Students, retirees, and full-time employed persons all attended. Zip codes for attendees were limited to 19464, the zip code localized in the Borough of Pottstown.

80% of attendees have access to a car, though only 20% always have access reliably.

100% of attendees have ridden a bus in the past six months, and ridership was evenly distributed among routes.

A lack of bus shelters was the most common amenity requested.

The breakdown of Priorities for attendees obtained at the Station Three "dollar bill exercise" was:

- 29% - Access Outside the Borough
- 23% - Rider Amenities
- 14% - Door-to-Door Service
- 11% - Access Within the Borough

# Pottstown TRANSIT DEVELOPMENT PLAN

- 9% - More Frequent Service
- 9% - Inexpensive Fares
- 5% - Transfers to SEPTA

Top locations requested were Suburbia Shopping Center in North Coventry Township, Walmart at Pottstown Center, King of Prussia, and Philadelphia Premium Outlets.

## SURVEY LAUNCH

Public meetings were also used as a launching platform for the online MetroQuest survey. All posters for public meetings encouraged members of the public to take the online survey if they were unable to attend the meetings.

Flyers on PART buses and around the region were replaced with new flyers focusing solely on the MetroQuest survey, shown at right. These flyers were also distributed to meeting attendees to encourage friends and family not in attendance to provide additional input.

## PRESS COVERAGE

Public meetings were also attended by representatives of the Reading Eagle to document the effort, and further promote the online survey.

# Pottstown TRANSIT DEVELOPMENT PLAN



**BY THE PHOTO** Reading Eagle's Lauren A. Little | Pam Carter of Pottstown puts play money in buses to indicate which improvements she'd most like to see in Pottstown's bus service during an open house Tuesday at Pottstown Regional Library.

Share Adjust font size: AA

WEDNESDAY | JANUARY 23, 2019 09:39 AM

## Pottstown working to improve bus service

Riders attend open house today to provide input to transportation planners

WRITTEN BY HOLLY HERMAN  
POTTSTOWN, PA —

A frequent bus rider, 65-year-old Pam Carter is hoping for more comfort on the buses provided by Pottstown Area Rapid Transit, aka PART.

"I ride on the bus three or four times a week," Carter said during an open house Tuesday put on by transportation planners at Pottstown Regional Library, 509 E. High St.

Carter, who resides in the Bright Hope apartments in Pottstown, has one concern with the buses: the young people who sit in seats reserved for the elderly and people with disabilities.

Overall, Carter said she is happy riding the bus.

Holly Herman published an article on January 23<sup>rd</sup>, 2019, with the headline "Pottstown working to improve bus service. Riders attend open house today to provide input to transportation planners." An excerpt of the article is shown below.

This article was reposted by Mass Transit Magazine, appearing on their website the same day.

The article provides a detailed outline of the public meeting experience as well as additional details on PART service. Links to the online survey and details on additional input opportunities were included in the article.

# Pottstown TRANSIT DEVELOPMENT PLAN

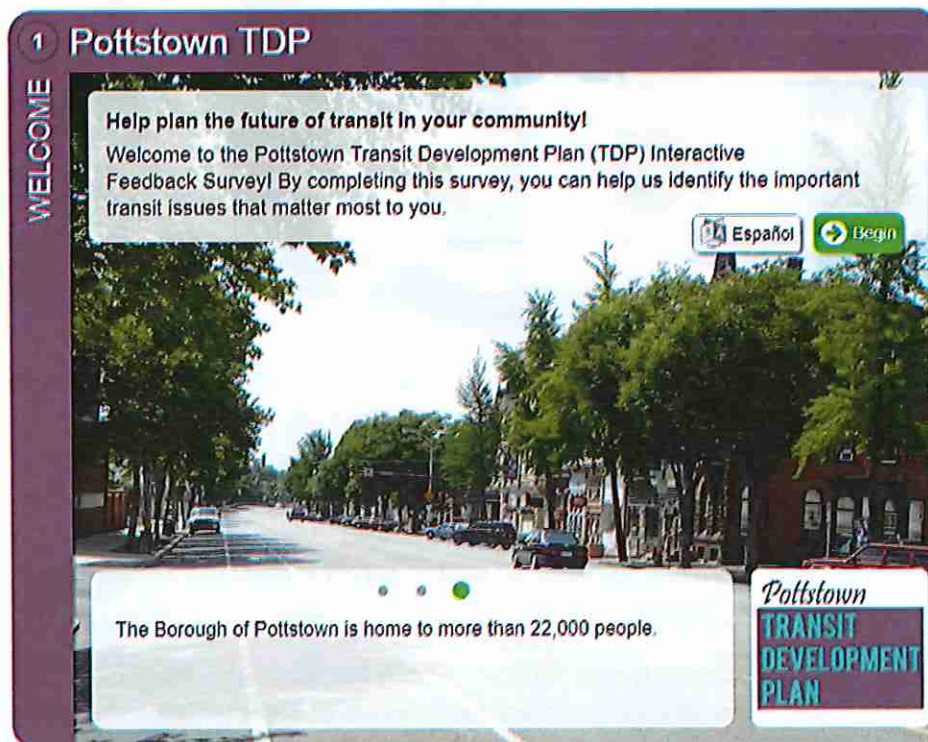
## ONLINE METROQUEST SURVEYS

As mentioned previously, an online survey was launched in conjunction with the Public Meetings on January 22<sup>nd</sup>, 2019. The survey was built using the MetroQuest platform, formatting the survey to be completable in less than 10 minutes.

The survey was designed to mirror the format of the public meetings, and results are viewed as an extension of each other. The five stations outlined in the Public Meetings section of this document were incorporated into the MetroQuest survey on five legible tabs. All questions asked and exercises performed at public meetings were recreated in the online survey.

The survey remained open to the public from January 22<sup>nd</sup>, 2019, through February 28<sup>th</sup>, 2019. To meet Title VI obligations, the survey was also available in the Spanish language and PART staff was given access to the survey to assist visually impaired members of the public and those without computer access to take the survey by calling into the PART Customer Service phone number.

Online surveys were completed by 94 members of the public. This represents 47% of the overall goal for public input.



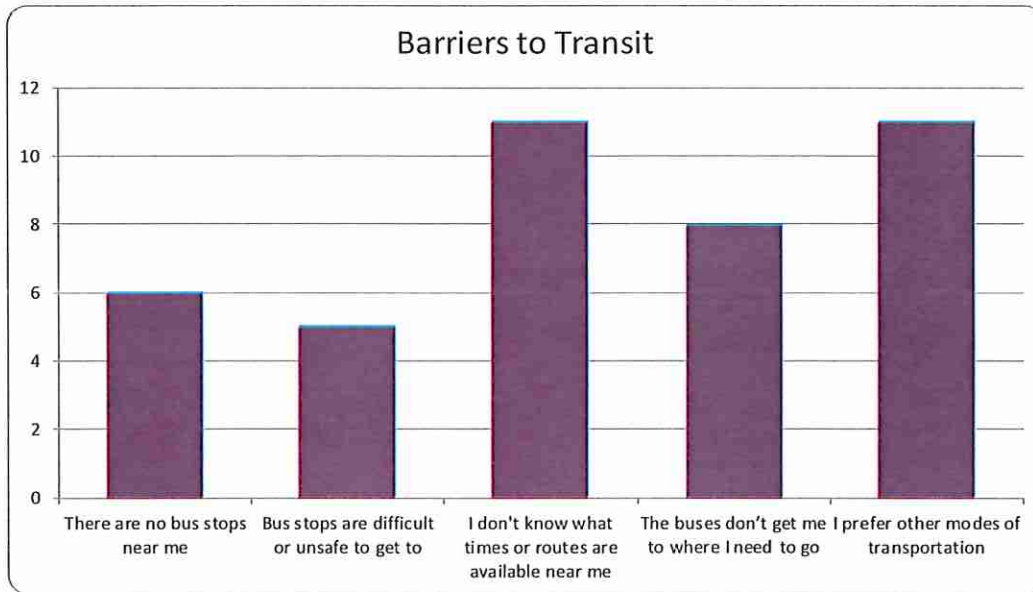
### Online Survey Results

Survey respondents' ages ranged from brackets "25 and under" to "81 and up." Household income ranged from \$10,000 to \$60,000+. Students, retirees, and full-time employed persons all attended. Zip codes for attendees were primarily from 19464, the zip code localized in the Borough of Pottstown, however zip codes from as far away as the City of Reading and the Borough of Royersford were included.

## TRANSIT DEVELOPMENT PLAN

69% of survey respondents have access to a car. 70% of those respondents always have access to their vehicle. 22% of respondents reported unpredictable access to a vehicle. Additionally, 38% of respondents stated they had not ridden a bus in the previous six months. This is a reasonable sample size from each group, suggesting the results of the survey will offer a fair look at issues affecting both riders and non-riders.

For Barriers to Transit, the two highest ranked options were “I prefer other modes of transportation” and “I don’t know what times or routes are available near me.” The lowest ranked option was “Bus stops are difficult or unsafe to get to.” This suggests that the largest issues facing potential riders is a lack of understanding of the system. Marketing efforts may help with this.

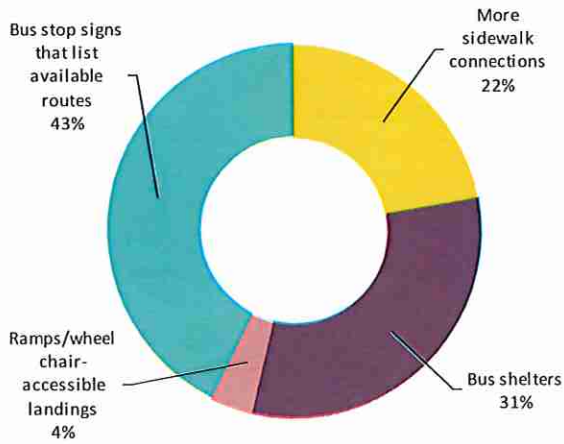


In response to the question “Which amenities would help you access buses?,” the highest response was “Bus stop signs that list available routes” with 43% of votes. Currently PART allows for “flag stops” along routes, which means that riders can stand on any street corner and hail a bus by raising their hand. This can be a helpful feature, but it also lends itself to fewer official bus stops along a line. Without proper signage at stops, potential riders often don’t know where to wait, which routes might be passing a certain location, or that there even is a bus to catch at all. A physical presence on the street can go a long way in promoting a transit system.

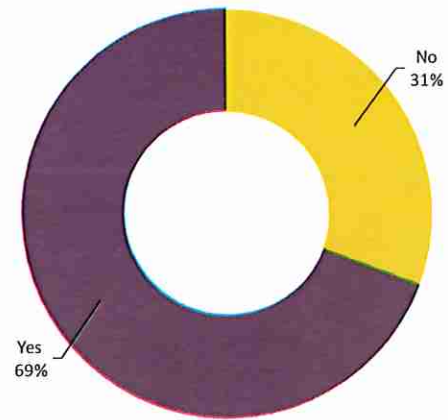
For Priority rankings, the highest priority was “Access Outside the Borough,” receiving 21% of votes. Other priorities that ranked lower all received reasonable shares of votes with the exception of “Door-to-door” service which only received 6% of votes. This suggests that residents in Pottstown are more interested in classic fixed-route systems as opposed to moving in the direction of more on-demand, shared-ride service models that emulate Transportation Network Companies like Uber and Lyft.

Looking at all responses, a few trends emerge. PART TDP respondents are looking to strengthen the current system as opposed to completely reimagining transit in the area. Respondents are willing to walk a little further to bus stops that are clearly marked and are interested in going more places outside the Borough of Pottstown.

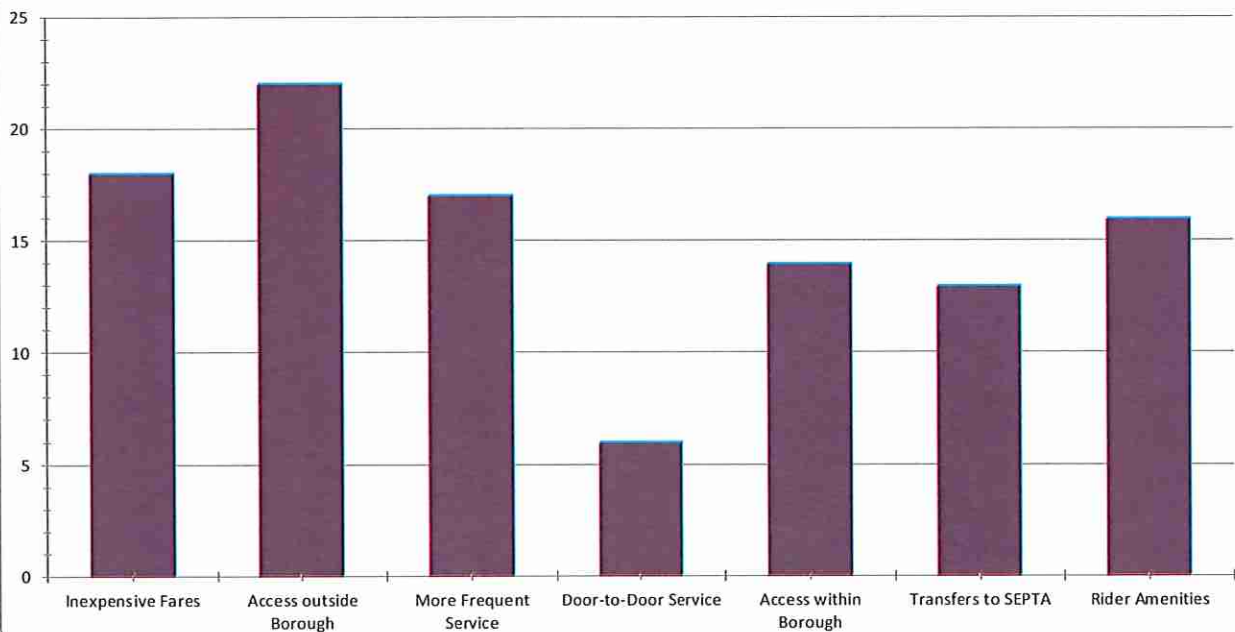
Which amenities would help you access buses?



Do you have access to a car?



Priorities

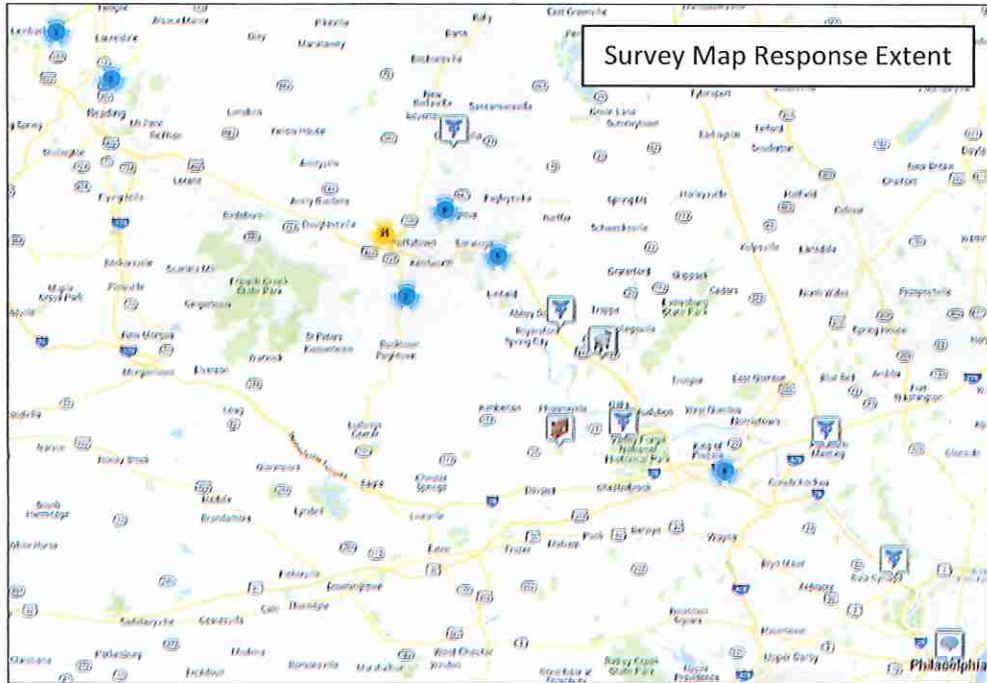


# Pottstown

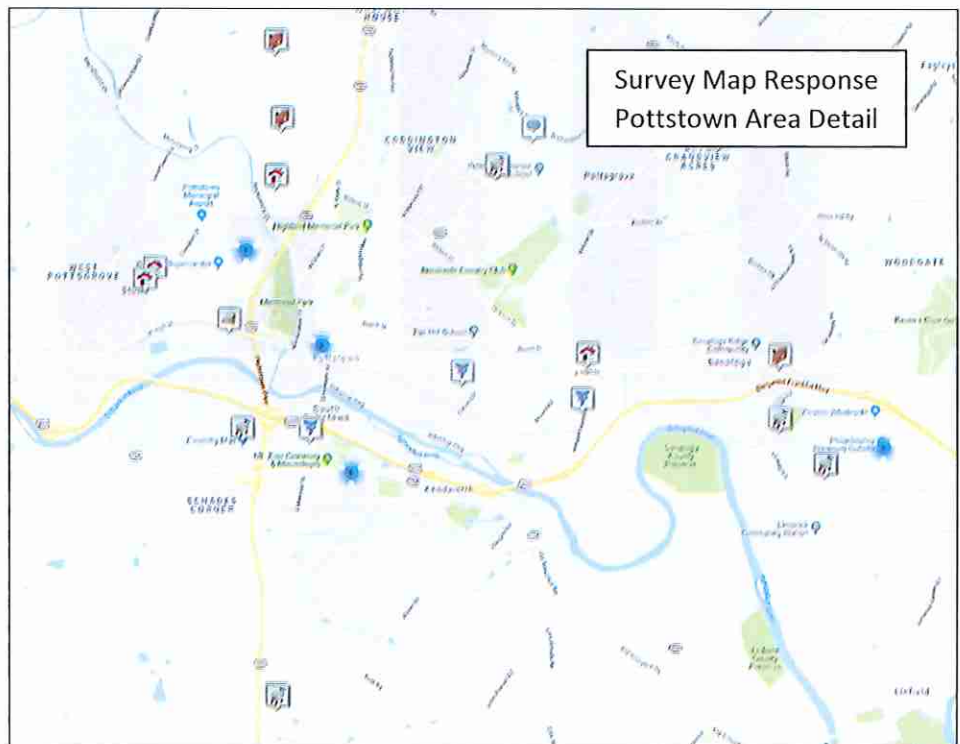
## TRANSIT DEVELOPMENT PLAN

### Destinations

Survey respondents gave many disparate destinations in response to the mapping exercise, but a few key points emerged. Respondents gave responses all the way from the northwest suburbs of Reading to Center City Philadelphia, but most generally stayed near the US-422 corridor. King of Prussia and the City of Reading were the top destinations outside of Pottstown.



In the immediate Pottstown area, destinations are generally in line with current service. Two areas not currently served that were requested by multiple respondents are Suburbia Shopping Center in North Coventry Township and retail destinations in Gilbertsville.



Online Survey Comments

The online MetroQuest survey provided multiple opportunities for survey takers to provide written comments. A selection of comments is below:

- With people living on pay check to pay check I think their transportation shouldn't be more than their check
- They should decrease the bus fare. Put it back to 1.25
- king of prussia, reading and philadelphia
- More stroller and kid friendly.
- Seats at all bus stops
- easy to get around
- more frequent service
- I am most interested in easy access to the Philadelphia area. A train or access to a train would be the best.
- Please decrease the bus fare and be on time
- We only have one car and I work during the day. If there were more varied routes, my husband would be able to take the bus
- MORE STROLLER AND KID FRIENDLY. Prices are good enough, please don't raise them again, we're only commuting around Pottstown (pretty small)
- I wish the bus would go to Planet Fitness
- I think it's not right that the upland bus goes past Redners twice... You have to sit on the bus for 35 just to miss the outlet bus to get home or wait in the cold, rain, snow, etc
- Would like a bus shelter on the corner of Lightcap and evergreen
- I provide travel-training lessons to students in transition for Pottstown and Lower Pottsgrove School Districts. PART is such a user-friendly system with an AMAZING staff! I would like to see it expanded, if possible, toward Reading. Also, it's still a hard concept to teach that SEPTA cannot stop onto Pottstown Memorial Hospital property if making a transfer from PART.

## OPERATOR SURVEYS

Bus operators are helpful resources in determining system needs as they are the eyes on the streets every day. Operators received a flyer with their paychecks on Wednesday, January 23<sup>rd</sup>, 2019. These flyers offered an opportunity for operators to provide written comment to PART administration or anonymous comment to PART TDP planning staff. Three responses were received.

Comments from operators include:

- Stowe Night Line has a tight schedule and is difficult to remain on time
- Riders often get confused about the East End/South End loops
- High Street Line should be connected with something else so that it doesn't do the same thing as Route 93

## STAKEHOLDER OUTREACH

Municipal stakeholders were reached out to the week of January 28<sup>th</sup>, 2019. The group of identified stakeholders was comprised of: Chester County, Montgomery County, Lower Pottsgrove Township, Upper Pottsgrove Township, West Pottsgrove Township, and Limerick Township. Representatives from Montgomery County responded to requests for outreach and provided feedback in a conference call on Tuesday, February 5<sup>th</sup>, 2019. On this call, representatives from Montgomery County stressed the importance of public input in the planning process.

Additionally, PART received an invite to the Pottstown Trauma Informed Community Connection – Community Partner Meeting on Tuesday, February 19<sup>th</sup>. This meeting brought together many leaders in the Pottstown Community to discuss transportation needs and gaps affecting Pottstown's most vulnerable people. PART TDP staff presented at this meeting and engaged in conversations regarding Pottstown transit needs with 72 attendees. Some ideas discussed at this meeting included:

- Intergovernmental barriers to providing transit needs (Regionalization and regional authority structures discussed)
- Fare payment barriers (Smart phone access, SEPTA Key Card integration, etc.)
- Train service to Philadelphia and Reading
- Freeways like US-422 (Pottstown Bypass) and PA-100 (Pottstown Pike) bisecting neighborhoods and creating barriers
- Realtime bus arrival information

**PUBLIC OUTREACH RESULTS**

Over the three-month public input period, 236 members of the public were communicated with regarding the PART TDP. This exceeded the 200-person goal set at the beginning of the public input phase. The results provide important guidelines for transit service development as the next phase of the plan is developed.

Key takeaways:

- Connections to Gilbertsville and Suburbia Shopping Center in North Coventry Township should be assessed.
- Focus on classic transit facility and alignment designs, as opposed to on-demand and flex route transit opportunities.
- Realign tail ends of loops to address inconsistencies in origins and destinations.
- Service hours and headways are generally acceptable.
- Address confusing connection issues between East End, South End, and SEPTA Route 93 Lines.
- Utilize shelter and bench amenities as much as possible and find opportunities for future improvements.

# Pottstown TRANSIT DEVELOPMENT PLAN SERVICE DEVELOPMENT

## CORRIDOR ANALYSES

Following the public input process, a few key corridors emerged warranting further data analysis. Connections to Coventry, Boyertown, and Rolling Hills were identified as corridors requiring additional data assessment.

### Coventry

Currently, service in Coventry is connected to Stowe and West Pottsgrove areas via the Stowe – Pottstown Center – Coventry Mall Day Line & Stowe – Malls Night Line. In discussions with riders and operators and through ridership analysis it appeared that there wasn't a strong direct connection between these two areas, as most of the ridership from and to Coventry was through transfer activities at the Charles W. Dickinson Transportation Center. Additionally, access to Suburbia Shopping Center was a commonly requested addition to the service area in public feedback.

As a result, fourteen alignment alternatives were tested on a series of metrics (shown in Figure 31) to assess the strongest potential connections. Alternatives A through G connect Coventry with different areas in the west, north, and east ends of Pottstown. For each of those seven alternatives, two alignments in Coventry were assessed, one following the current alignment and one with an extension to Suburbia Shopping Center. These 14 alternatives allow for the assessment of Suburbia Shopping Center as a viable option for inclusion, as well as the assessment of which part of the city would be most beneficial to connect Coventry with. Maps of all 14 alternatives can be found in Appendix A.

For all alternative pairings, the extension to Suburbia Shopping Center shows a decrease in productivity. This means that the added miles and hours to reach the shopping center aren't recovered by an increase in ridership. This means that a connection to Suburbia Shopping Center is not currently feasible.

For the seven alternative options between Coventry and other areas of Pottstown, Alternative F resulted in the highest rankings across most data points assessed. This alternative connects Coventry with the North End, Rolling Hills, and Sanatoga.

Data Points for Identified Alternatives	Total Population	Total Workers	Total Jobs	Total Transit Accessible Jobs	Total Households	% Minority	% Under 18	% Over 65	% In Poverty	% Zero Vehicles	Potential Daily Riders	Cycle Miles	Cycle Runtime (Mins)	Riders / Mile	Riders / Hour
Coventry Alternative A-1	108,234	89,747	73,458	63,535	42,364	12.9%	6.4%	12.9%	7.0%	3.1%	251	13.0	56	1.20	16.78
Coventry Alternative A-2	108,234	89,747	73,458	63,535	42,364	12.9%	6.4%	12.9%	7.0%	3.1%	251	15.1	59	1.04	15.93
Coventry Alternative B-1	153,712	127,400	111,314	97,094	60,776	14.0%	6.4%	12.8%	6.8%	3.4%	337	16.1	66	1.31	19.17
Coventry Alternative B-2	153,712	127,400	111,314	97,094	60,776	14.0%	6.4%	12.8%	6.8%	3.4%	337	18.2	69	1.16	18.34
Coventry Alternative C-1	70,470	59,298	51,516	44,891	28,914	14.7%	6.1%	12.7%	6.3%	3.5%	157	9.5	51	1.03	11.56
Coventry Alternative C-2	70,470	59,298	51,516	44,891	28,914	14.7%	6.1%	12.7%	6.3%	3.5%	157	11.6	54	0.85	10.92
Coventry Alternative D-1	127,071	101,962	75,179	65,478	48,741	17.6%	6.6%	15.1%	8.2%	4.6%	275	9.5	47	1.81	21.93
Coventry Alternative D-2	127,071	101,962	75,179	65,478	48,741	17.6%	6.6%	15.1%	8.2%	4.6%	275	11.6	50	1.48	20.61
Coventry Alternative E-1	111,139	90,090	63,613	55,405	42,196	14.4%	6.8%	15.7%	7.5%	3.5%	277	10.7	54	1.62	19.22
Coventry Alternative E-2	111,139	90,090	63,613	55,405	42,196	14.4%	6.8%	15.7%	7.5%	3.5%	277	12.8	57	1.35	18.21
Coventry Alternative F-1	231,822	188,568	208,506	151,706	90,864	16.6%	6.7%	16.3%	7.8%	4.2%	640	16.1	66	2.48	36.35
Coventry Alternative F-2	231,822	188,568	208,506	151,706	90,864	16.6%	6.7%	16.3%	7.8%	4.2%	640	18.2	69	2.20	34.77
Coventry Alternative G-1	82,386	67,602	80,260	66,266	31,938	11.0%	6.5%	14.4%	7.0%	3.0%	480	11.3	52	2.65	34.59
Coventry Alternative G-2	82,386	67,602	80,260	66,266	31,938	11.0%	6.5%	14.4%	7.0%	3.0%	480	13.4	55	2.24	32.71

Figure 31: Coventry Alternatives Data Points

# Pottstown TRANSIT DEVELOPMENT PLAN

## Boyertown

Boyertown is a borough right on the Berks/Montgomery county line, approximately 7 miles north of Pottstown. The Transit Propensity Analysis showed a concentration of potential riders in Boyertown with strong destination connections in Pottstown. Additionally, during the public input phase a number of requests were made for access to retail destinations from the new Crossroads development off of Moyer Road, halfway between Pottstown and Boyertown.

Six alternatives were considered to test for productivity. All six connect Boyertown, Crossroads, and downtown Pottstown. Alternatives A through C follow an alignment through nearby Gilbertsville and Alternatives D through F express direct via Route 100. For each of these options, stops at Upland Square, Pottstown Center and a combination of both destinations were considered. Maps of all 7 alternatives can be found in Appendix A.

The results of the data analysis (shown in Figure 32) reveal much higher productivity on the Gilbertsville alignment of Alternatives A through C. Productivity measures between those three alternatives are relatively similar, meaning that any combination of those shopping centers will be effectively productive. Overall, productivity measures over two riders per mile and 30 riders per hour show a strong potential for service to Boyertown being successful.

Data Points for Identified Alternatives	Total Population	Total Workers	Total Jobs	Total Transit Accessible Jobs	Total Households	% Minority	% Under 18	% Over 65	% In Poverty	% Zero Vehicles	Potential Daily Riders	Cycle Miles	Cycle Runtime (Mins)	Riders / Mile	Riders / Hour
Boyertown Alternative A	253,413	207,666	213,660	181,954	102,447	12.6%	6.4%	15.8%	6.5%	3.3%	749	20.0	77	2.34	36.47
Boyertown Alternative B	258,870	213,490	241,243	206,794	105,050	11.3%	6.4%	15.6%	6.1%	3.4%	801	22.4	90	2.24	33.38
Boyertown Alternative C	191,576	156,200	189,057	160,568	76,984	11.9%	6.5%	15.8%	6.5%	3.4%	708	19.0	64	2.33	41.51
Boyertown Alternative D	120,106	99,498	139,854	119,123	48,300	11.8%	6.7%	15.6%	6.4%	3.6%	563	18.2	59	1.93	35.81
Boyertown Alternative E	175,725	147,213	185,010	159,030	72,252	12.4%	6.4%	16.0%	6.2%	3.5%	651	21.4	82	1.90	29.76
Boyertown Alternative F	170,944	142,104	165,120	141,053	69,280	12.7%	6.5%	15.8%	6.4%	3.4%	599	19.0	69	1.97	32.54

Figure 32: Boyertown Alternatives Data Points

## Rolling Hills

Rolling Hills Apartments on Buchert Road is a popular origin point for ridership in the system. Feedback during the public input process suggested a more direct connection to Upland Square shopping center.

Four alternatives were considered to test for productivity to shopping complexes in West Pottstown. Alternatives A & B offer direct connections to Upland Square while Alternatives C & D offer connections to Pottstown Center instead. Maps of all 4 alternatives can be found in Appendix A.

The results of the data analysis (shown in Figure 33) show considerably lower productivity by connecting directly to Upland Square. Unfortunately, it is inadvisable to connect Rolling Hills and the North End with Upland Square.

Data Points for Identified Alternatives	Total Population	Total Workers	Total Jobs	Total Transit Accessible Jobs	Total Households	% Minority	% Under 18	% Over 65	% In Poverty	% Zero Vehicles	Potential Daily Riders	Cycle Miles	Cycle Runtime (Mins)	Riders / Mile	Riders / Hour
Rolling Hills Alternative A	158,697	130,480	142,834	99,858	63,462	17.6%	6.5%	18.0%	7.2%	3.7%	363	12.4	52	1.83	26.20
Rolling Hills Alternative B	176,050	144,445	159,638	111,606	70,679	16.6%	6.4%	18.4%	7.1%	3.6%	399	13.7	55	1.82	27.22
Rolling Hills Alternative C	211,152	172,328	218,680	159,840	83,960	15.7%	6.5%	16.9%	7.5%	4.1%	681	16.0	66	2.66	38.70
Rolling Hills Alternative D	191,320	156,368	196,812	143,856	75,712	16.5%	6.6%	16.4%	7.6%	4.3%	619	14.6	63	2.65	36.84

Figure 33: Rolling Hills Alternatives Data Points

## SYSTEM ALTERNATIVES ASSESSMENT

Utilizing all findings from data analysis, online surveys, operator surveys, stakeholder outreach, public meetings, and corridor analyses, a series of Day Line and Night Line maps were created to meet outlined objectives. Some of the system map alternatives were removed following a runtime assessment showing some lines to be unfeasible. Four Day Line alternatives and four Night Line alternatives remained for assessment. Maps of all Day Line and Night Line alternatives can be found in Appendix B.

System Alternatives were developed under the assumption that this service change remains cost neutral. The five bus routes during the day and three bus routes at night align roughly with service hours. Service to Boyertown requires a longer travel time and, as a result, necessitated headways greater than the one hour headway as exists on the current service it is replacing.

All alternatives attempted to reallocate service along existing service line patterns to ensure that ridership isn't lost in any portions of the system, with the exception of Buchert Road which sees little boarding and alighting activity between Rolling Hills and North End Redners.

System Alternatives were assessed on the following metrics:

- Clear connection opportunities throughout system
- Alignment of stop demand with service
- Clarity of route alignments
- Alignment of travel demand with route alignments

## PREFERRED ALTERNATIVE

Utilizing the metrics outlined previously, slightly modified versions of Day Lines Alternative 5 and Night Lines Alternative 3 were selected as the preferred alternative. (Maps of all Day Line and Night Line alternatives can be found in Appendix B.)

The preferred alternative was selected for providing the following improvements:

- New service to Boyertown
- All current service areas maintain access to the system
- New connection points are created
- Day Lines and Night Lines match, removing confusion for riders
- East End/South End Loop transfer policy confusion is removed
- Faster and more frequent connections to shopping centers
- New service is added to Circle of Progress & West Pottsgrove

### Preferred Alternative System Maps

The preferred alternative Day Lines and Night Lines system maps is shown below in Figure 34 and Figure 35 on the following page.

# Pottstown TRANSIT DEVELOPMENT PLAN

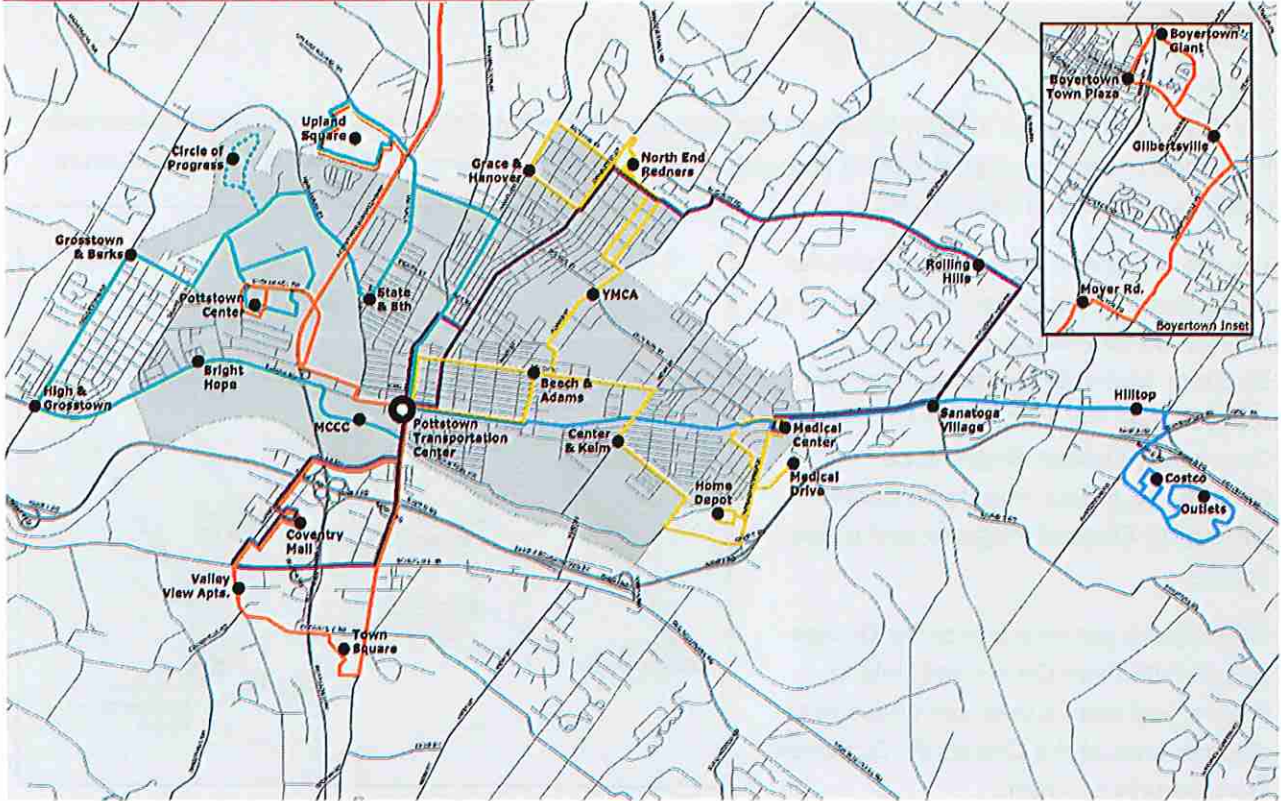


Figure 34: Preferred Alternative Day Lines System Map

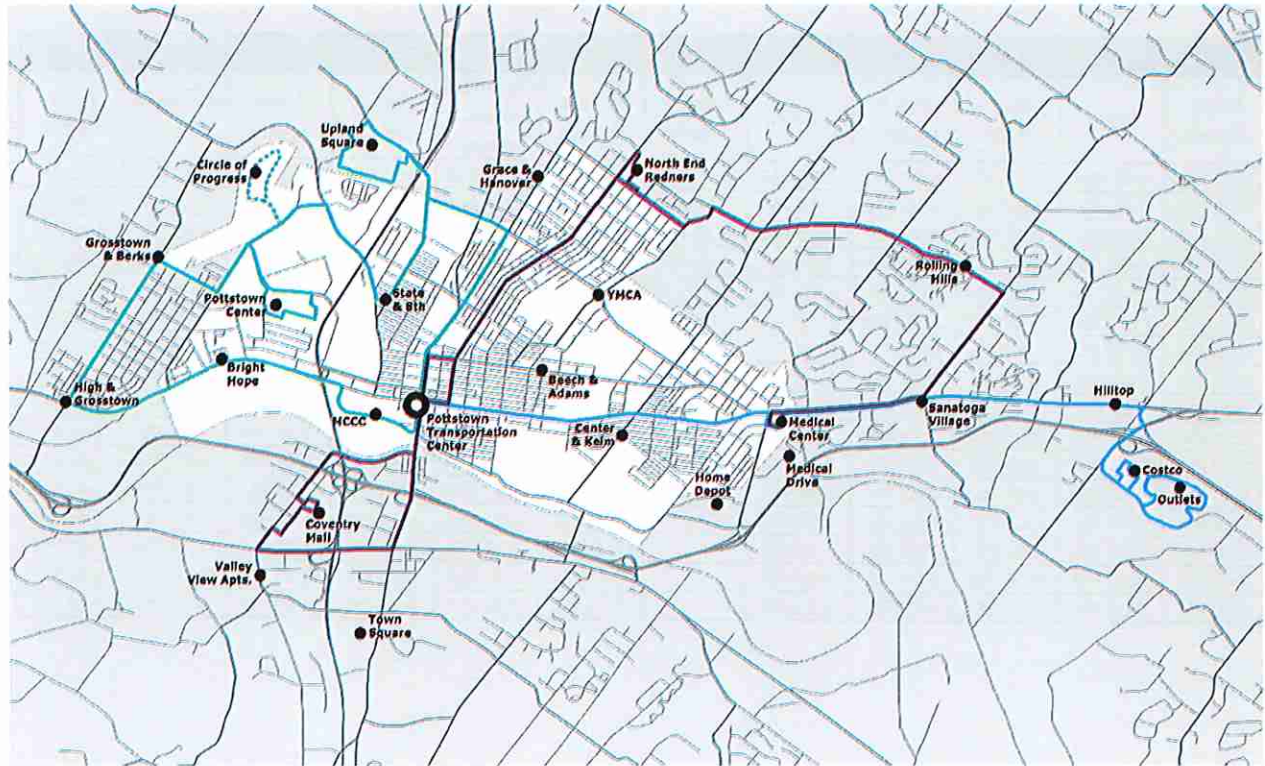


Figure 35: Preferred Alternative Night Lines System Map

# Pottstown TRANSIT DEVELOPMENT PLAN

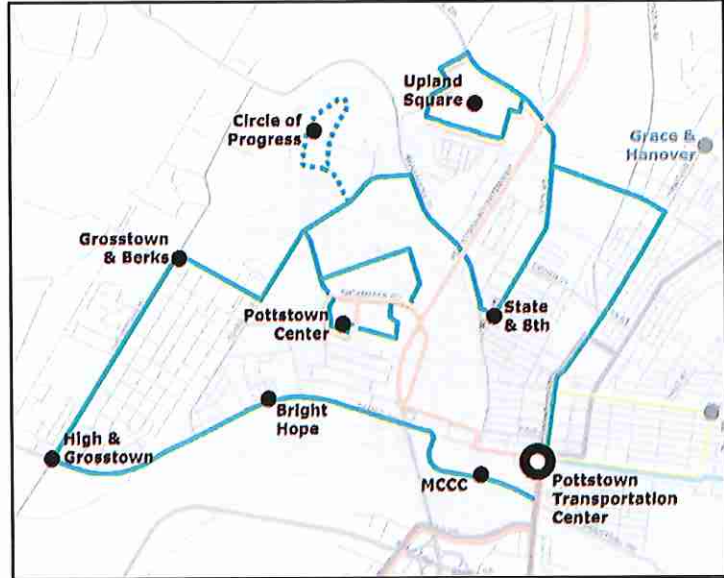
## PREFERRED ALTERNATIVE BY ROUTE

### Green Line

The Green Line follows roughly the same alignment as the current Stowe-Malls Night Line but removes the southern loop through Coventry and adds stops in Circle of Progress and in West Pottsgrove along Grosstown Road and Berks Street.

The route begins and ends at the Charles W. Dickinson Transportation Center every hour on the hour from 6:00am to 10:00pm. Major destinations along this route include the Montgomery County Community College, Bright Hope Community, Stowe, Pottstown Center (Walmart), Circle of Progress, and Upland Square.

Connections can be made to the Orange Line at Pottstown Center and Upland Square, and connections can be made to all other lines at the Charles W. Dickinson Transportation Center.



A tentative schedule for this route is below. Note that this is subject to change prior to implementation.

Green Line											
Trans. Center	MCCC	Bright Hope	High & Grosstown	Walmart	Creative Health	Circle of Progress	Glasgow & Manatwny	State & 8th	Upland Square	Hanover & Wilson	Trans. Center
6:00 AM	6:02 AM	6:05 AM	6:08 AM	6:16 AM	6:20 AM	6:23 AM	6:27 AM	6:30 AM	6:35 AM	6:43 AM	6:48 AM
7:00 AM	7:02 AM	7:05 AM	7:08 AM	7:16 AM	7:20 AM	7:23 AM	7:27 AM	7:30 AM	7:35 AM	7:43 AM	7:48 AM
8:00 AM	8:02 AM	8:05 AM	8:08 AM	8:16 AM	8:20 AM	8:23 AM	8:27 AM	8:30 AM	8:35 AM	8:43 AM	8:48 AM
9:00 AM	9:02 AM	9:05 AM	9:08 AM	9:16 AM	9:20 AM	9:23 AM	9:27 AM	9:30 AM	9:35 AM	9:43 AM	9:48 AM
10:00 AM	10:02 AM	10:05 AM	10:08 AM	10:16 AM	10:20 AM	10:23 AM	10:27 AM	10:30 AM	10:35 AM	10:43 AM	10:48 AM
11:00 AM	11:02 AM	11:05 AM	11:08 AM	11:16 AM	11:20 AM	11:23 AM	11:27 AM	11:30 AM	11:35 AM	11:43 AM	11:48 AM
12:00 PM	12:02 PM	12:05 PM	12:08 PM	12:16 PM	12:20 PM	12:23 PM	12:27 PM	12:30 PM	12:35 PM	12:43 PM	12:48 PM
1:00 PM	1:02 PM	1:05 PM	1:08 PM	1:16 PM	1:20 PM	1:23 PM	1:27 PM	1:30 PM	1:35 PM	1:43 PM	1:48 PM
2:00 PM	2:02 PM	2:05 PM	2:08 PM	2:16 PM	2:20 PM	2:23 PM	2:27 PM	2:30 PM	2:35 PM	2:43 PM	2:48 PM
3:00 PM	3:02 PM	3:05 PM	3:08 PM	3:16 PM	3:20 PM	3:23 PM	3:27 PM	3:30 PM	3:35 PM	3:43 PM	3:48 PM
4:00 PM	4:02 PM	4:05 PM	4:08 PM	4:16 PM	4:20 PM	4:23 PM	4:27 PM	4:30 PM	4:35 PM	4:43 PM	4:48 PM
5:00 PM	5:02 PM	5:05 PM	5:08 PM	5:16 PM	5:20 PM	5:23 PM	5:27 PM	5:30 PM	5:35 PM	5:43 PM	5:48 PM
6:00 PM	6:02 PM	6:05 PM	6:08 PM	6:16 PM	-	6:23 PM	6:27 PM	6:30 PM	6:35 PM	6:43 PM	6:48 PM
7:00 PM	7:02 PM	7:05 PM	7:08 PM	7:16 PM	-	7:23 PM	7:27 PM	7:30 PM	7:35 PM	7:43 PM	7:48 PM
8:00 PM	8:02 PM	8:05 PM	8:08 PM	8:16 PM	-	8:23 PM	8:27 PM	8:30 PM	8:35 PM	8:43 PM	8:48 PM
9:00 PM	9:02 PM	9:05 PM	9:08 PM	9:16 PM	-	9:23 PM	9:27 PM	9:30 PM	9:35 PM	9:43 PM	9:48 PM

# Pottstown TRANSIT DEVELOPMENT PLAN

## Blue Line

The Blue Line follows the same alignment as the current High Street Line. Service on this line is highly productive and few changes to the schedule are anticipated.

The route begins and ends at the Charles W. Dickinson Transportation Center every hour at 30 minutes after the hour from 6:30am to 10:30pm. Major destinations along this route include the Pottstown Memorial Medical Center, Sanatoga, Costco, and Philadelphia premium outlets.

Connections can be made to the Yellow and Purple Lines at the Pottstown Memorial Medical Center, and connections can be made to all other lines at the Charles W. Dickinson Transportation Center.



A tentative schedule for this route is below. Note that this is subject to change prior to implementation.

Blue Line											
Trans. Center	High & Adams	PMMC	Sanatoga	Hilltop	Outlets	Costco	Hilltop	Sanatoga	PMMC	High & Adams	Trans. Center
6:30 AM	6:35 AM	6:40 AM	6:44 AM	6:48 AM	6:55 AM	6:58 AM	7:03 AM	7:07 AM	7:11 AM	7:16 AM	7:20 AM
7:30 AM	7:35 AM	7:40 AM	7:44 AM	7:48 AM	7:55 AM	7:58 AM	8:03 AM	8:07 AM	8:11 AM	8:16 AM	8:20 AM
8:30 AM	8:35 AM	8:40 AM	8:44 AM	8:48 AM	8:55 AM	8:58 AM	9:03 AM	9:07 AM	9:11 AM	9:16 AM	9:20 AM
9:30 AM	9:35 AM	9:40 AM	9:44 AM	9:48 AM	9:55 AM	9:58 AM	10:03 AM	10:07 AM	10:11 AM	10:16 AM	10:20 AM
10:30 AM	10:35 AM	10:40 AM	10:44 AM	10:48 AM	10:55 AM	10:58 AM	11:03 AM	11:07 AM	11:11 AM	11:16 AM	11:20 AM
11:30 AM	11:35 AM	11:40 AM	11:44 AM	11:48 AM	11:55 AM	11:58 AM	12:03 PM	12:07 PM	12:11 PM	12:16 PM	12:20 PM
12:30 PM	12:35 PM	12:40 PM	12:44 PM	12:48 PM	12:55 PM	12:58 PM	1:03 PM	1:07 PM	1:11 PM	1:16 PM	1:20 PM
1:30 PM	1:35 PM	1:40 PM	1:44 PM	1:48 PM	1:55 PM	1:58 PM	2:03 PM	2:07 PM	2:11 PM	2:16 PM	2:20 PM
2:30 PM	2:35 PM	2:40 PM	2:44 PM	2:48 PM	2:55 PM	2:58 PM	3:03 PM	3:07 PM	3:11 PM	3:16 PM	3:20 PM
3:30 PM	3:35 PM	3:40 PM	3:44 PM	3:48 PM	3:55 PM	3:58 PM	4:03 PM	4:07 PM	4:11 PM	4:16 PM	4:20 PM
4:30 PM	4:35 PM	4:40 PM	4:44 PM	4:48 PM	4:55 PM	4:58 PM	5:03 PM	5:07 PM	5:11 PM	5:16 PM	5:20 PM
5:30 PM	5:35 PM	5:40 PM	5:44 PM	5:48 PM	5:55 PM	5:58 PM	6:03 PM	6:07 PM	6:11 PM	6:16 PM	6:20 PM
6:30 PM	6:35 PM	6:40 PM	6:44 PM	6:48 PM	6:55 PM	6:58 PM	7:03 PM	7:07 PM	7:11 PM	7:16 PM	7:20 PM
7:30 PM	7:35 PM	7:40 PM	7:44 PM	7:48 PM	7:55 PM	7:58 PM	8:03 PM	8:07 PM	8:11 PM	8:16 PM	8:20 PM
8:30 PM	8:35 PM	8:40 PM	8:44 PM	8:48 PM	8:55 PM	8:58 PM	9:03 PM	9:07 PM	9:11 PM	9:16 PM	9:20 PM
9:30 PM	9:35 PM	9:40 PM	9:44 PM	9:48 PM	9:55 PM	9:58 PM	10:03 PM	10:07 PM	10:11 PM	10:16 PM	10:20 PM

# Pottstown TRANSIT DEVELOPMENT PLAN

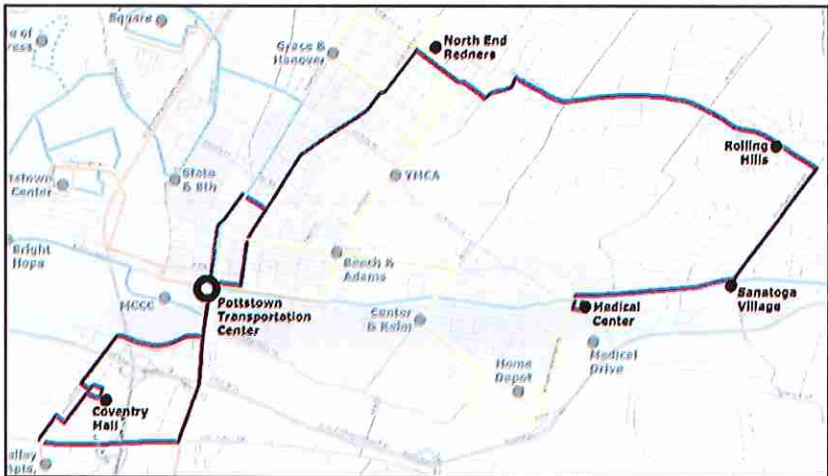
## Purple Line

The Purple Line connects the Pottstown Memorial Medical Center with Coventry mall via Rolling Hills and North End, Charlotte Street, and the Charles W. Dickinson Transportation Center.

The route begins and ends at the Charles W. Dickinson Transportation Center every hour on the hour from 6:00am to 10:00pm. The route first travels south to Coventry Mall before returning north along Hanover Street. During daytime hours (when the Yellow Line is in service) the route does not enter the North End Redner's parking lot before traveling down Buchert Road to Rolling Hills Apartments. The route then continues down Pleasantview Road to Sanatoga and the Pottstown Memorial Medical Center before returning to the Charles W. Dickinson Transportation Center along the same alignment.

Connections can be made to the Orange Line at Coventry Mall and the Charles W. Dickinson Transportation Center.

Connections to the Yellow Line can be made at the Charles W. Dickinson Transportation Center, the Pottstown Memorial Medical Center, and North End Redners. Connections to the Blue Line can be made at Sanatoga Village, the Pottstown Memorial Medical Center, and the Charles W. Dickinson Transportation Center. And connections to the Green Line can be made at the Charles W. Dickinson Transportation Center.



A tentative schedule for this route is below. Note that this is subject to change prior to implementation.

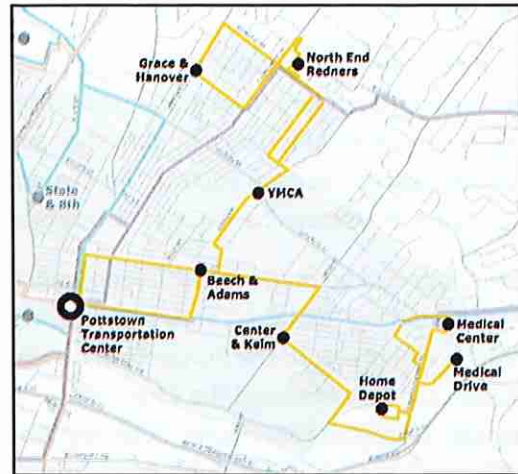
Purple Line										
Trans. Center	Coventry Mall	High & Hanover	North End Redners	Rolling Hills	Sanatoga	PMMC	Sanatoga	Rolling Hills	North End	Trans. Center
6:00 AM	6:05 AM	6:10 AM	-	6:24 AM	6:29 AM	6:33 AM	6:37 AM	6:42 AM	6:48 AM	6:55 AM
7:00 AM	7:05 AM	7:10 AM	-	7:24 AM	7:29 AM	7:33 AM	7:37 AM	7:42 AM	7:48 AM	7:55 AM
8:00 AM	8:05 AM	8:10 AM	-	8:24 AM	8:29 AM	8:33 AM	8:37 AM	8:42 AM	8:48 AM	8:55 AM
9:00 AM	9:05 AM	9:10 AM	-	9:24 AM	9:29 AM	9:33 AM	9:37 AM	9:42 AM	9:48 AM	9:55 AM
10:00 AM	10:05 AM	10:10 AM	-	10:24 AM	10:29 AM	10:33 AM	10:37 AM	10:42 AM	10:48 AM	10:55 AM
11:00 AM	11:05 AM	11:10 AM	-	11:24 AM	11:29 AM	11:33 AM	11:37 AM	11:42 AM	11:48 AM	11:55 AM
12:00 PM	12:05 PM	12:10 PM	-	12:24 PM	12:29 PM	12:33 PM	12:37 PM	12:42 PM	12:48 PM	12:55 PM
1:00 PM	1:05 PM	1:10 PM	-	1:24 PM	1:29 PM	1:33 PM	1:37 PM	1:42 PM	1:48 PM	1:55 PM
2:00 PM	2:05 PM	2:10 PM	-	2:24 PM	2:29 PM	2:33 PM	2:37 PM	2:42 PM	2:48 PM	2:55 PM
3:00 PM	3:05 PM	3:10 PM	-	3:24 PM	3:29 PM	3:33 PM	3:37 PM	3:42 PM	3:48 PM	3:55 PM
4:00 PM	4:05 PM	4:10 PM	-	4:24 PM	4:29 PM	4:33 PM	4:37 PM	4:42 PM	4:48 PM	4:55 PM
5:00 PM	5:05 PM	5:10 PM	-	5:24 PM	5:29 PM	5:33 PM	5:37 PM	5:42 PM	5:48 PM	5:55 PM
6:00 PM	6:05 PM	6:10 PM	6:18 PM	6:24 PM	6:29 PM	6:33 PM	6:37 PM	6:42 PM	6:48 PM	6:55 PM
7:00 PM	7:05 PM	7:10 PM	7:18 PM	7:24 PM	7:29 PM	7:33 PM	7:37 PM	7:42 PM	7:48 PM	7:55 PM
8:00 PM	8:05 PM	8:10 PM	8:18 PM	8:24 PM	8:29 PM	8:33 PM	8:37 PM	8:42 PM	8:48 PM	8:55 PM
9:00 PM	9:05 PM	9:10 PM	9:18 PM	9:24 PM	9:29 PM	9:33 PM	9:37 PM	9:42 PM	9:48 PM	9:55 PM

# Pottstown TRANSIT DEVELOPMENT PLAN

## Yellow Line

The Yellow Line follows roughly the same alignment as the western half of the current East End and South End Loops.

The route begins and ends at the Charles W. Dickinson Transportation Center every hour on the hour from 8:00am to 6:00pm. Major destinations along this route include Medical Drive, the Home Depot, Pottstown Memorial Medical Center, the YMCA, and North End Redners.



Connections can be made to the Blue Line at Keim and High, Pottstown Memorial Medical Center, and the Charles W. Dickinson Transportation Center. Connections to the Purple Line can be made at Pottstown Memorial Medical Center and the Charles W. Dickinson Transportation Center. Connections to the Green and Orange Lines can be made at the Charles W. Dickinson Transportation Center.

A tentative schedule for this route is below. Note that this is subject to change prior to implementation.

Yellow Line										
Trans. Center	Center & Keim	Medical Drive	PMMC	Home Depot	Center & Keim	YMCA	North End Redners	Grace & Hanover	YMCA	Trans. Center
8:00 AM	8:09 AM	8:15 AM	8:18 AM	8:25 AM	8:30 AM	8:38 AM	8:43 AM	8:48 AM	8:52 AM	9:00 AM
9:00 AM	9:09 AM	9:15 AM	9:18 AM	9:25 AM	9:30 AM	9:38 AM	9:43 AM	9:48 AM	9:52 AM	10:00 AM
10:00 AM	10:09 AM	10:15 AM	10:18 AM	10:25 AM	10:30 AM	10:38 AM	10:43 AM	10:48 AM	10:52 AM	11:00 AM
11:00 AM	11:09 AM	11:15 AM	11:18 AM	11:25 AM	11:30 AM	11:38 AM	11:43 AM	11:48 AM	11:52 AM	12:00 PM
12:00 PM	12:09 PM	12:15 PM	12:18 PM	12:25 PM	12:30 PM	12:38 PM	12:43 PM	12:48 PM	12:52 PM	1:00 PM
1:00 PM	1:09 PM	1:15 PM	1:18 PM	1:25 PM	1:30 PM	1:38 PM	1:43 PM	1:48 PM	1:52 PM	2:00 PM
2:00 PM	2:09 PM	2:15 PM	2:18 PM	2:25 PM	2:30 PM	2:38 PM	2:43 PM	2:48 PM	2:52 PM	3:00 PM
3:00 PM	3:09 PM	3:15 PM	3:18 PM	3:25 PM	3:30 PM	3:38 PM	3:43 PM	3:48 PM	3:52 PM	4:00 PM
4:00 PM	4:09 PM	4:15 PM	4:18 PM	4:25 PM	4:30 PM	4:38 PM	4:43 PM	4:48 PM	4:52 PM	5:00 PM
5:00 PM	5:09 PM	5:15 PM	5:18 PM	5:25 PM	5:30 PM	5:38 PM	5:43 PM	5:48 PM	5:52 PM	6:00 PM

# Pottstown

## TRANSIT DEVELOPMENT PLAN

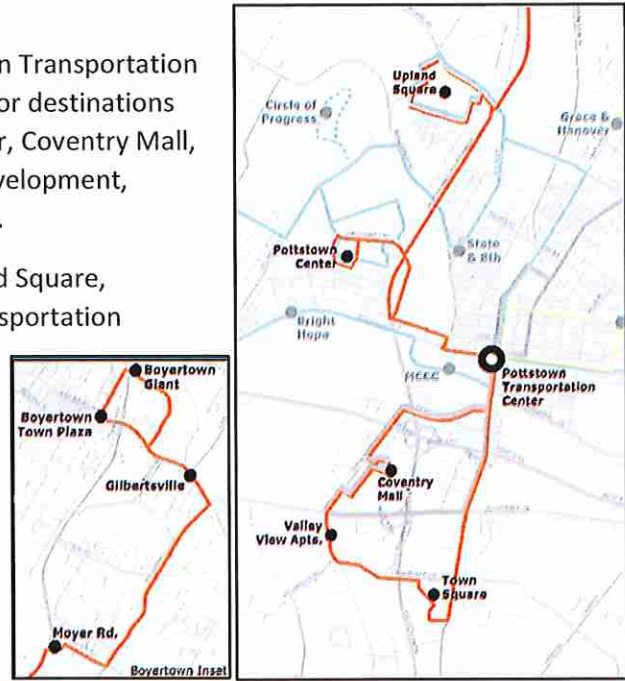
### Orange Line

The Orange Line is a new service connecting the Borough of Boyertown with Pottstown and Coventry Township, making stops in Gilbertsville, Moyer Road, Upland Square, and Pottstown Center (Walmart) along the way.

The route begins and ends at the Charles W. Dickinson Transportation Center every two hours from 6:00am to 6:00pm. Major destinations along this route include Town Square shopping center, Coventry Mall, Pottstown Center, Upland Square, the Crossroads development, Gilbertsville, Boyertown, and Giant Foods Boyertown.

Connections can be made to the Green Line at Upland Square, Pottstown Center, and the Charles W. Dickinson Transportation Center. Connections to the Purple Line can be made at Coventry Mall and the Charles W. Dickinson Transportation Center. Connections to the Blue and Yellow Lines can be made at the Charles W. Dickinson Transportation Center.

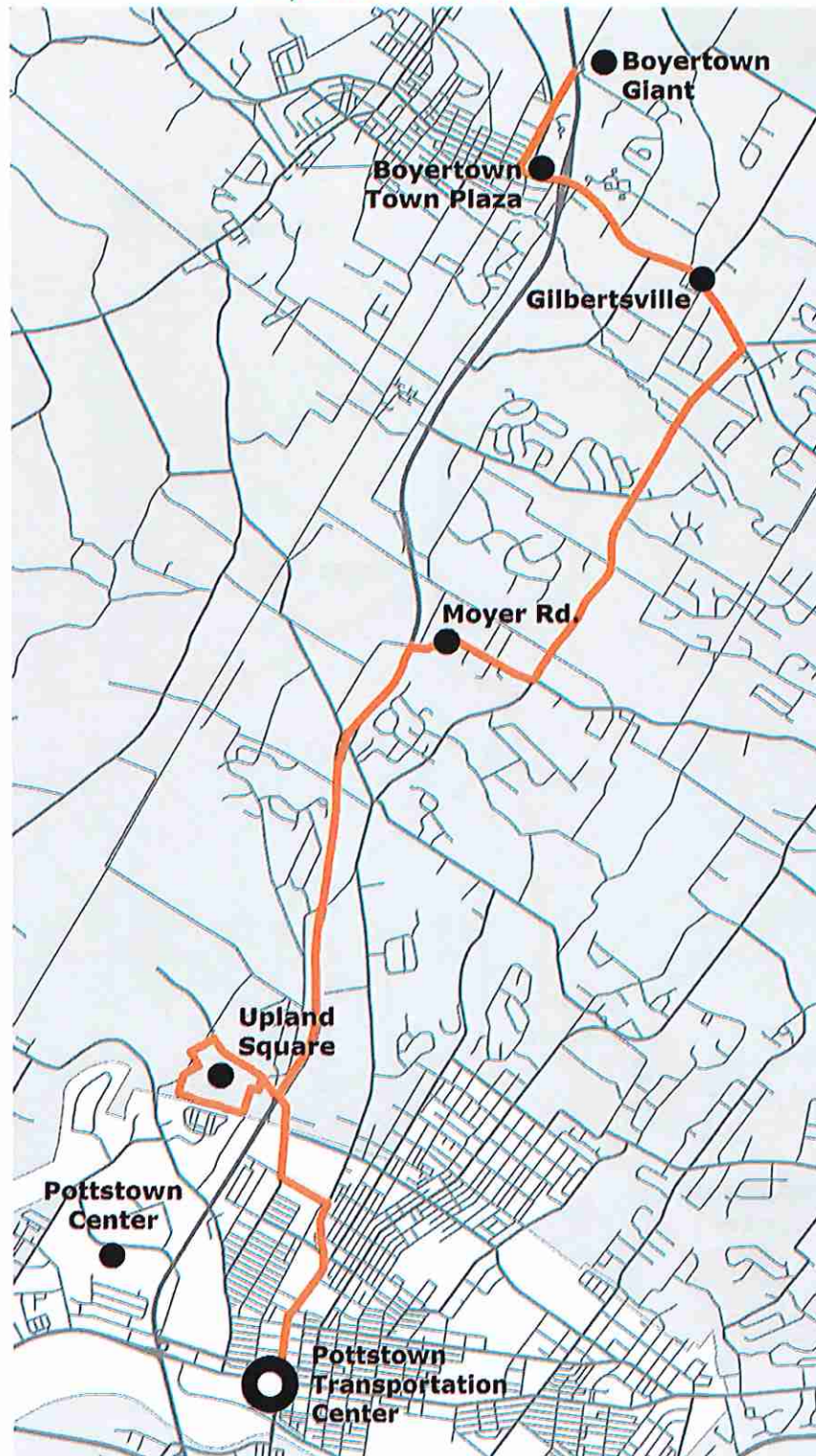
A tentative schedule for this route is below. Note that this is subject to change prior to implementation.



Orange Line											
Trans. Center	Walmart	Upland Square	Gilbertsville	Boyertown (Giant)	Gilbertsville	Upland Square	Walmart	Trans. Center	Town Square Plaza	Coventry Mall	Trans. Center
6:00 AM	6:10 AM	6:20 AM	6:35 AM	6:45 AM	6:50 AM	7:05 AM	7:15 AM	7:30 AM	7:37 AM	7:43 AM	7:50 AM
8:00 AM	8:10 AM	8:20 AM	8:35 AM	8:45 AM	8:50 AM	9:05 AM	9:15 AM	9:30 AM	9:37 AM	9:43 AM	9:50 AM
10:00 AM	10:10 AM	10:20 AM	10:35 AM	10:45 AM	10:50 AM	11:05 AM	11:15 AM	11:30 AM	11:37 AM	11:43 AM	11:50 AM
12:00 PM	12:10 PM	12:20 PM	12:35 PM	12:45 PM	12:50 PM	1:05 PM	1:15 PM	1:30 PM	1:37 PM	1:43 PM	1:50 PM
2:00 PM	2:10 PM	2:20 PM	2:35 PM	2:45 PM	2:50 PM	3:05 PM	3:15 PM	3:30 PM	3:37 PM	3:43 PM	3:50 PM
4:00 PM	4:10 PM	4:20 PM	4:35 PM	4:45 PM	4:50 PM	5:05 PM	5:15 PM	5:30 PM	5:37 PM	5:43 PM	5:50 PM

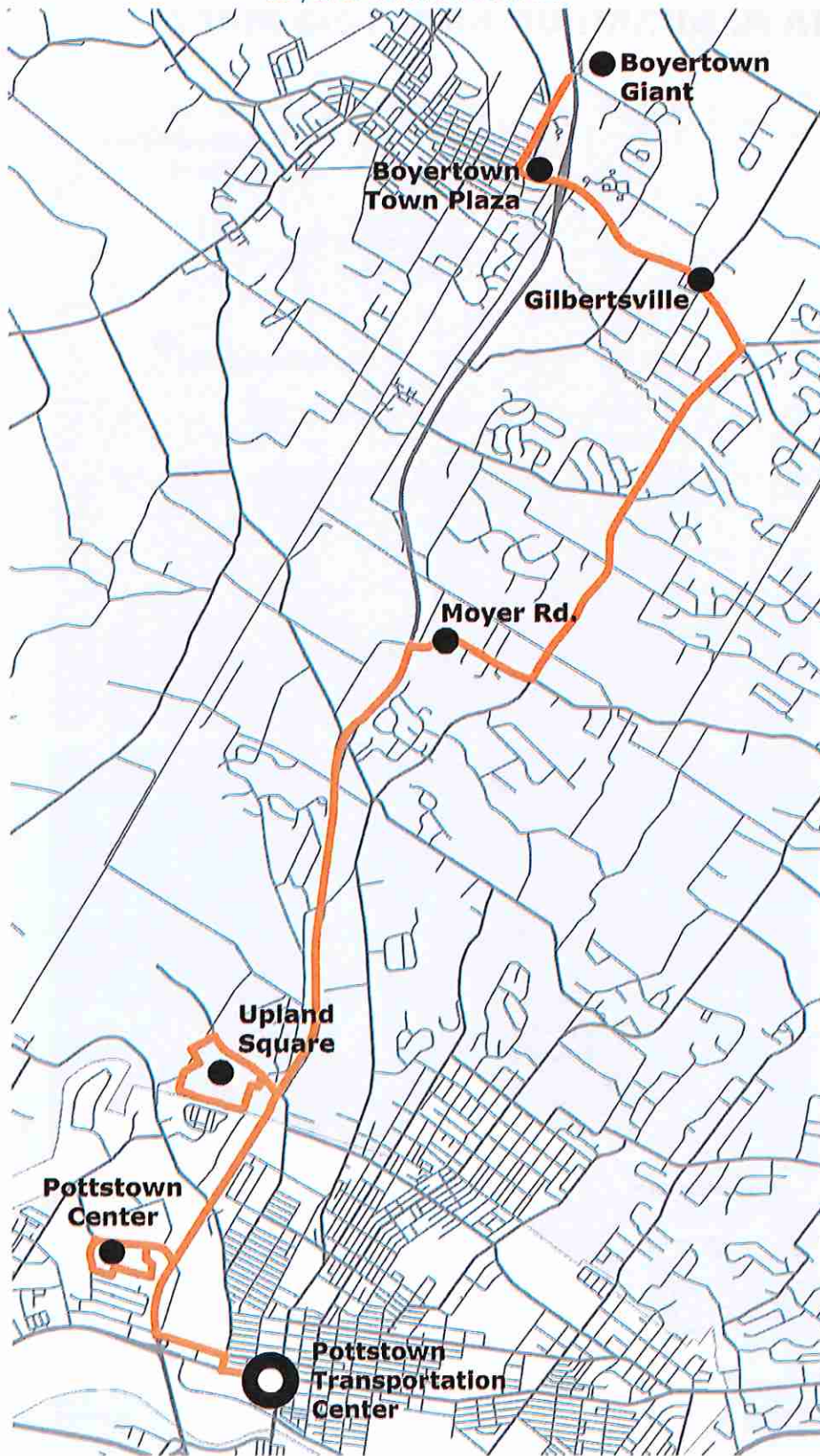
# APPENDIX A: CORRIDOR ANALYSIS MAPS

Boyertown Alternative A



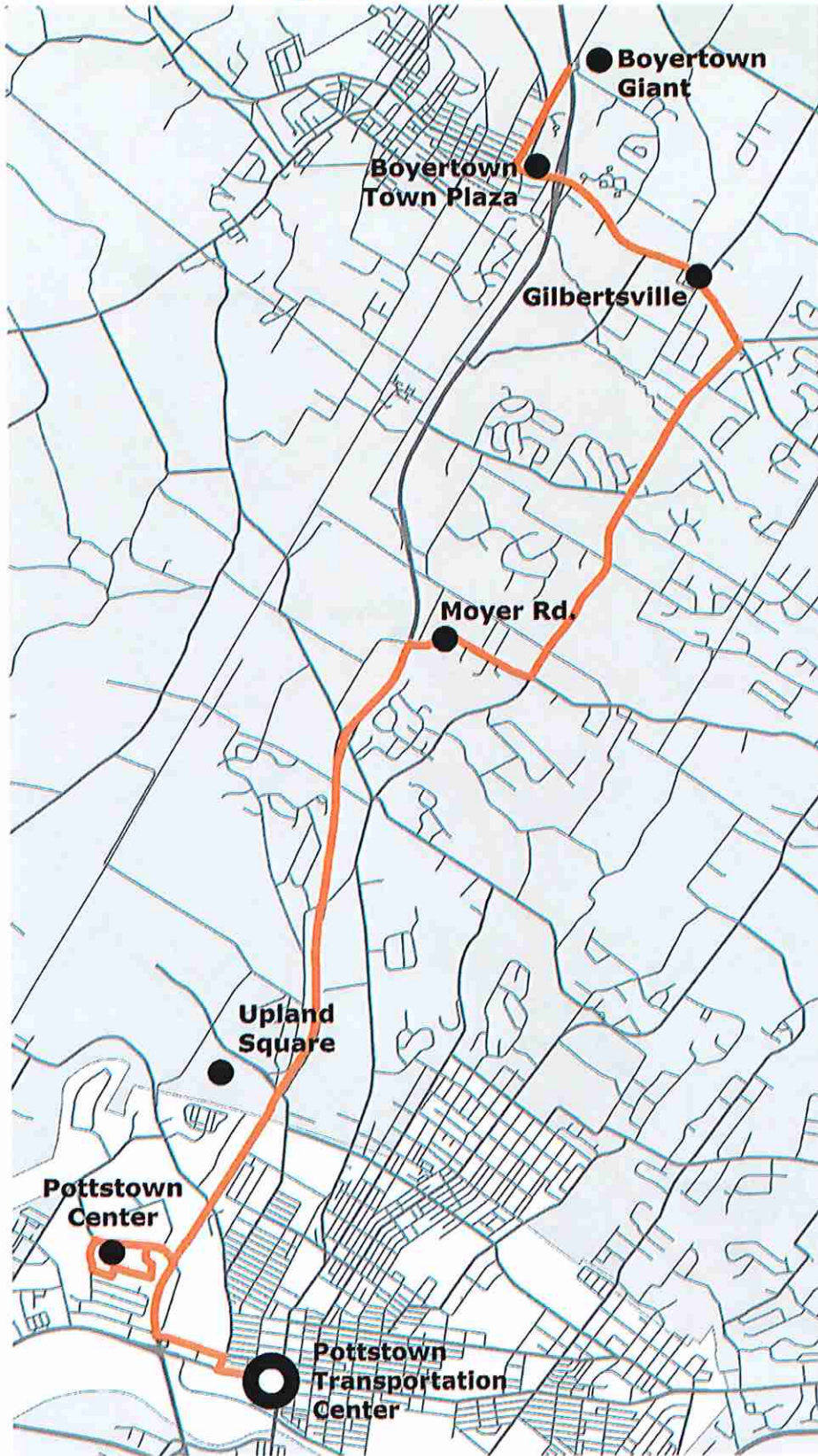
*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**

Boyertown Alternative B



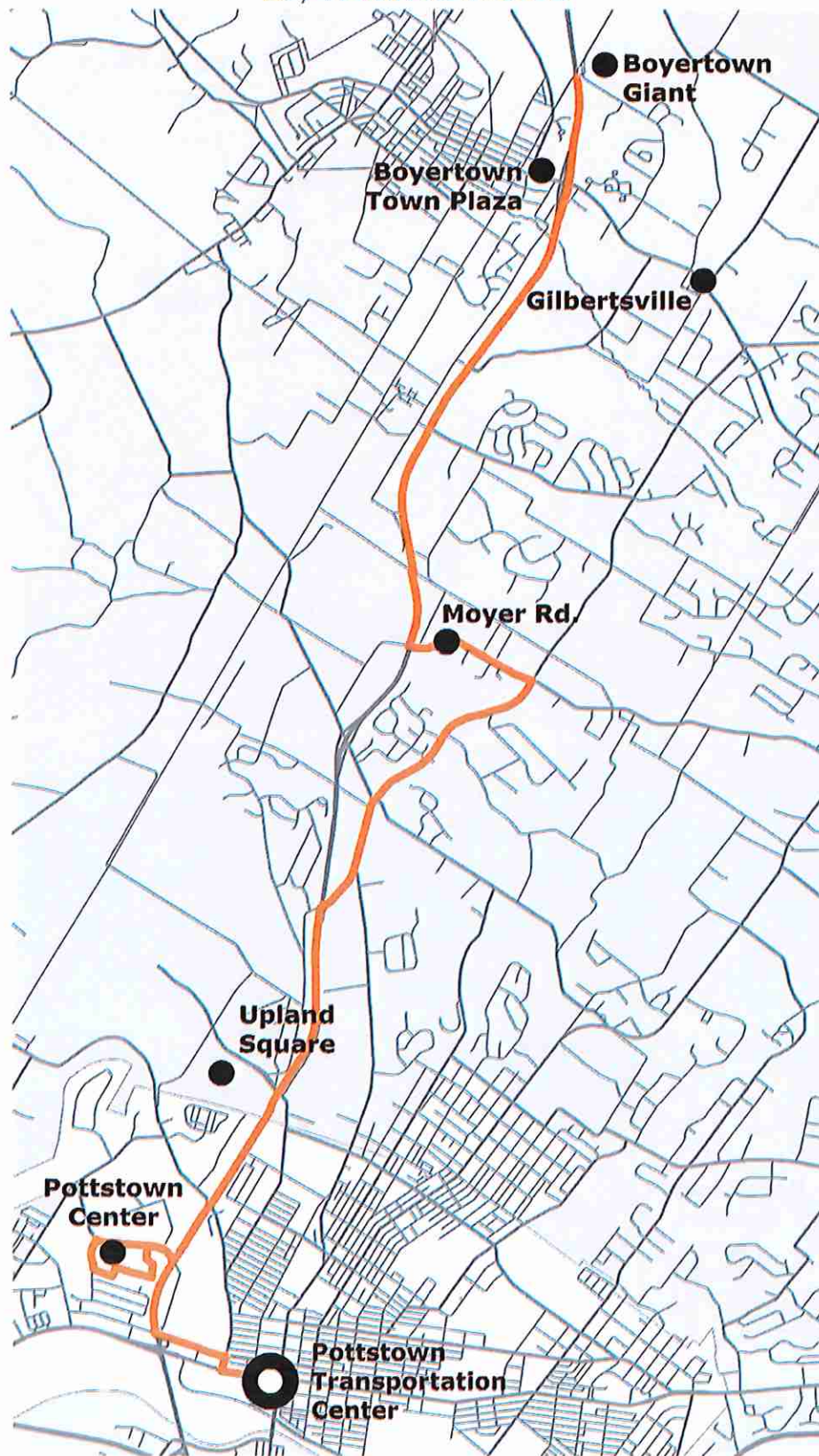
*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**

Boyertown Alternative C



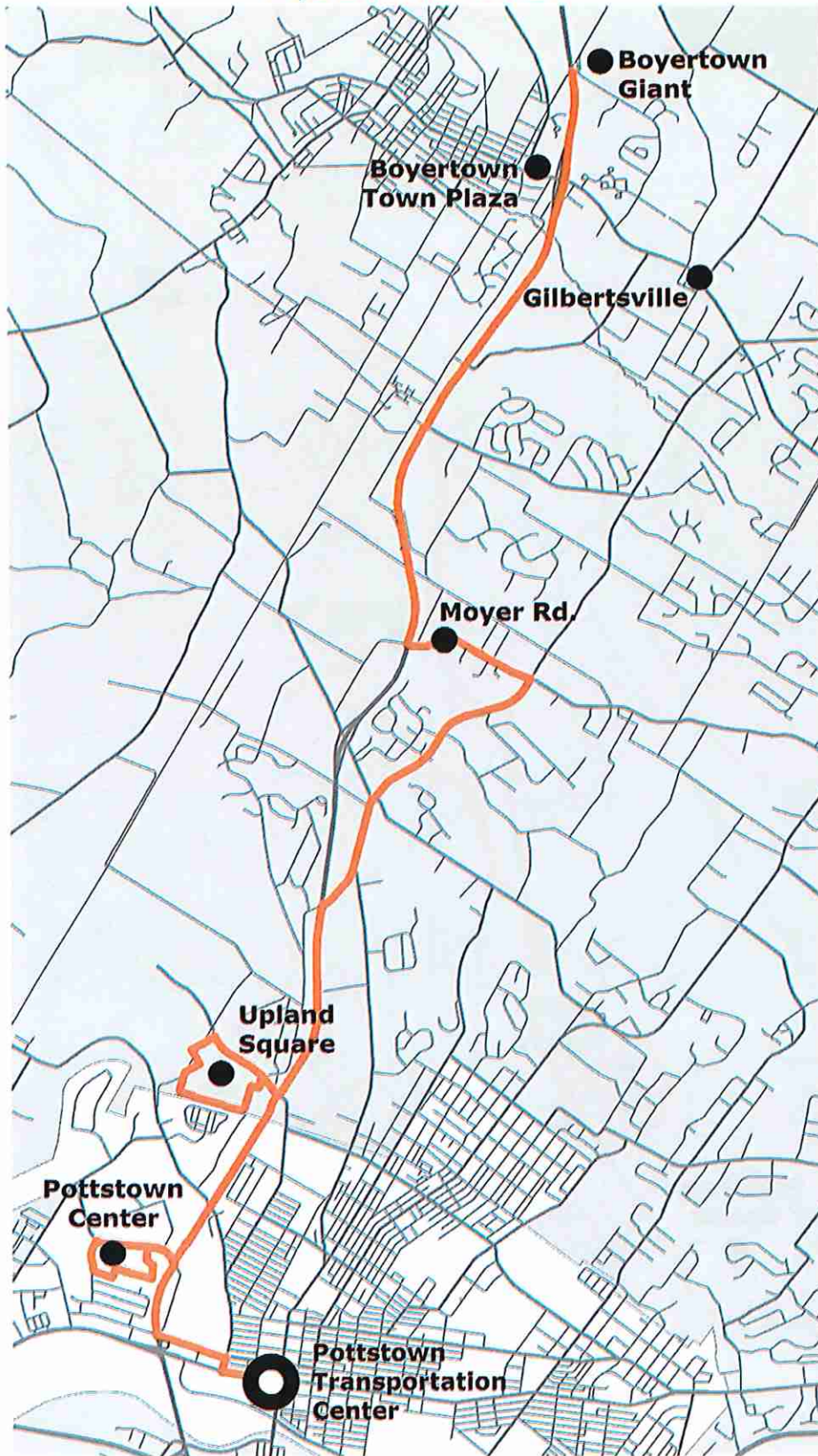
*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**

Boyertown Alternative D

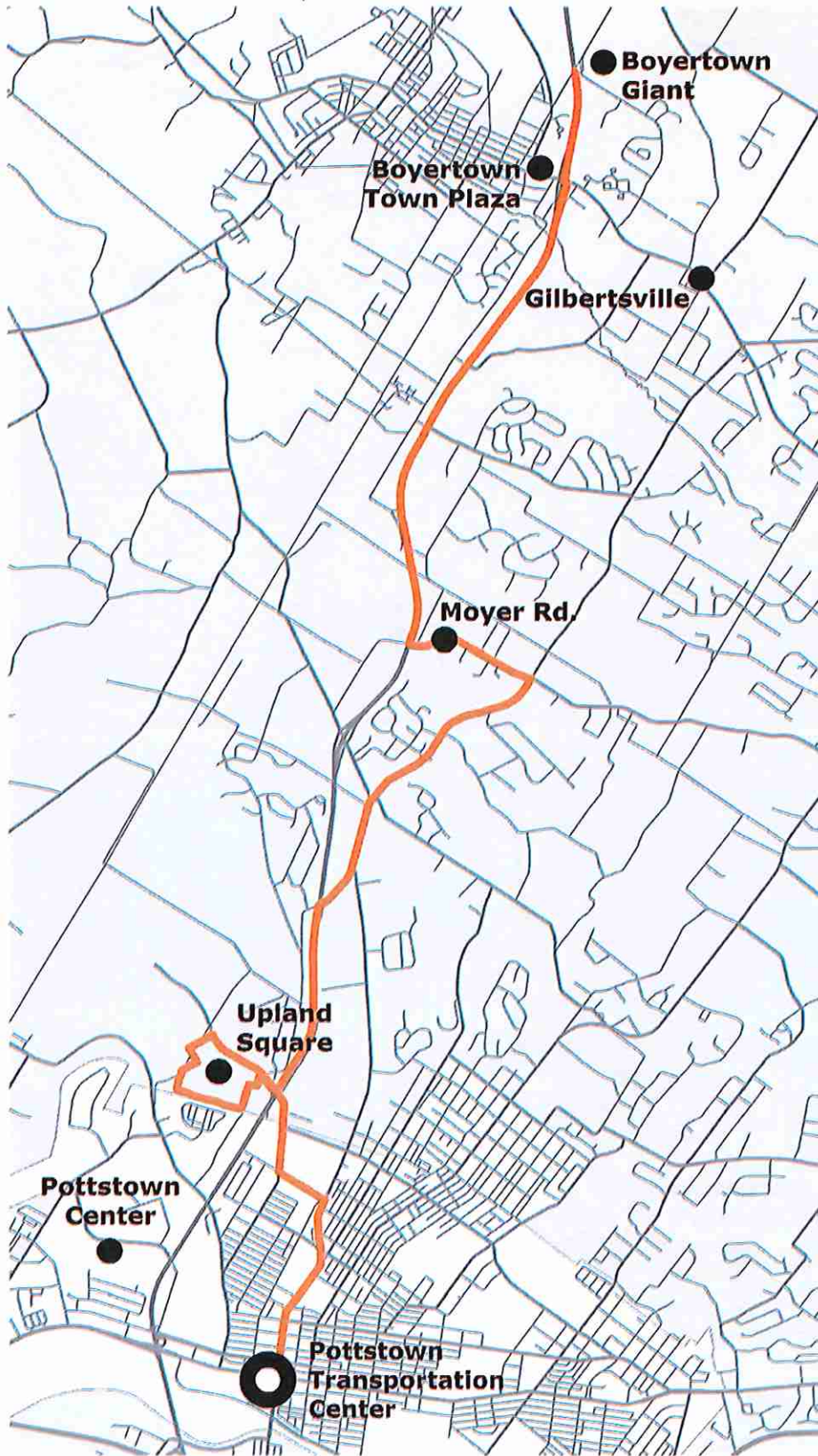


*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**

Boyertown Alternative E

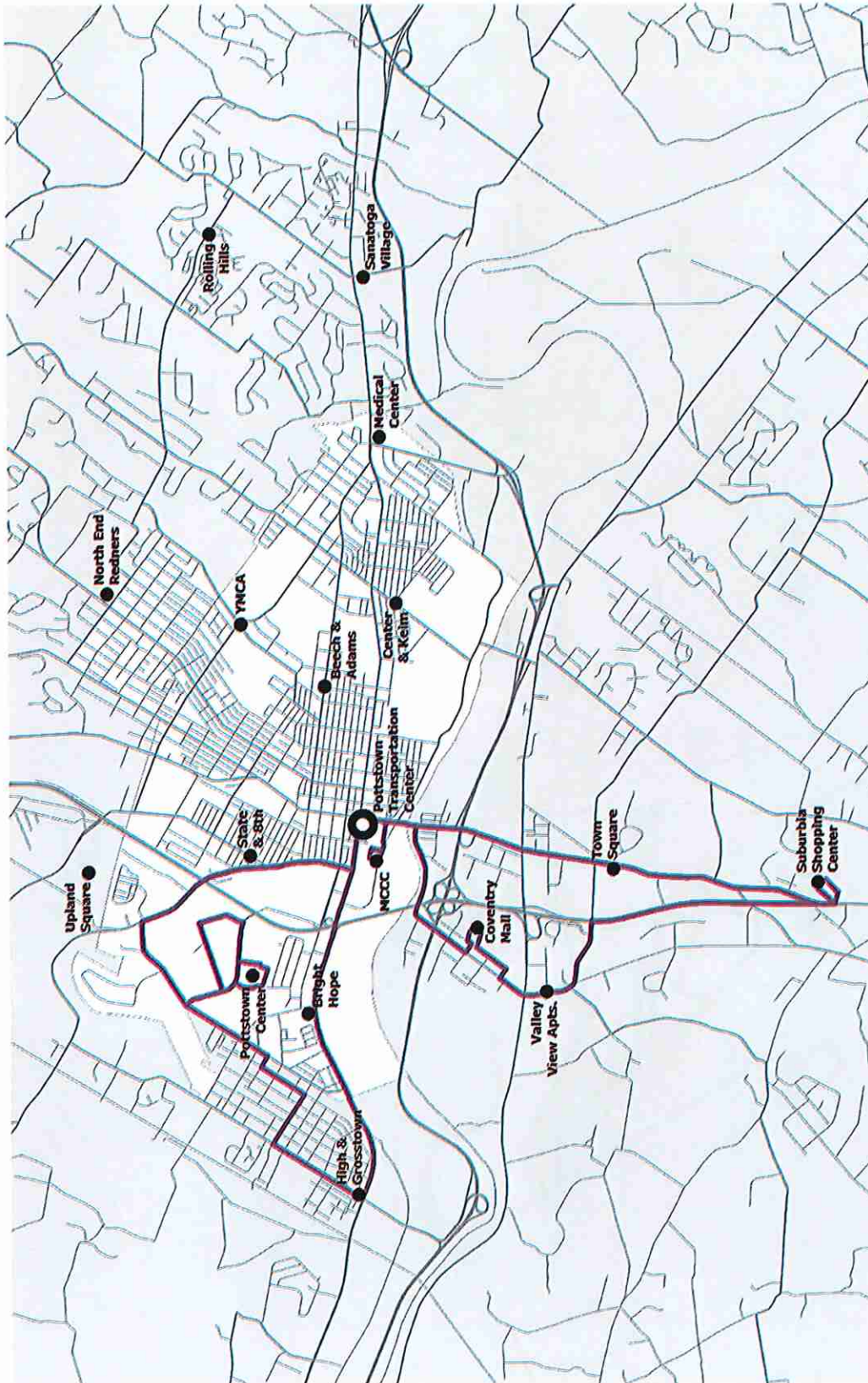


Boyertown Alternative F



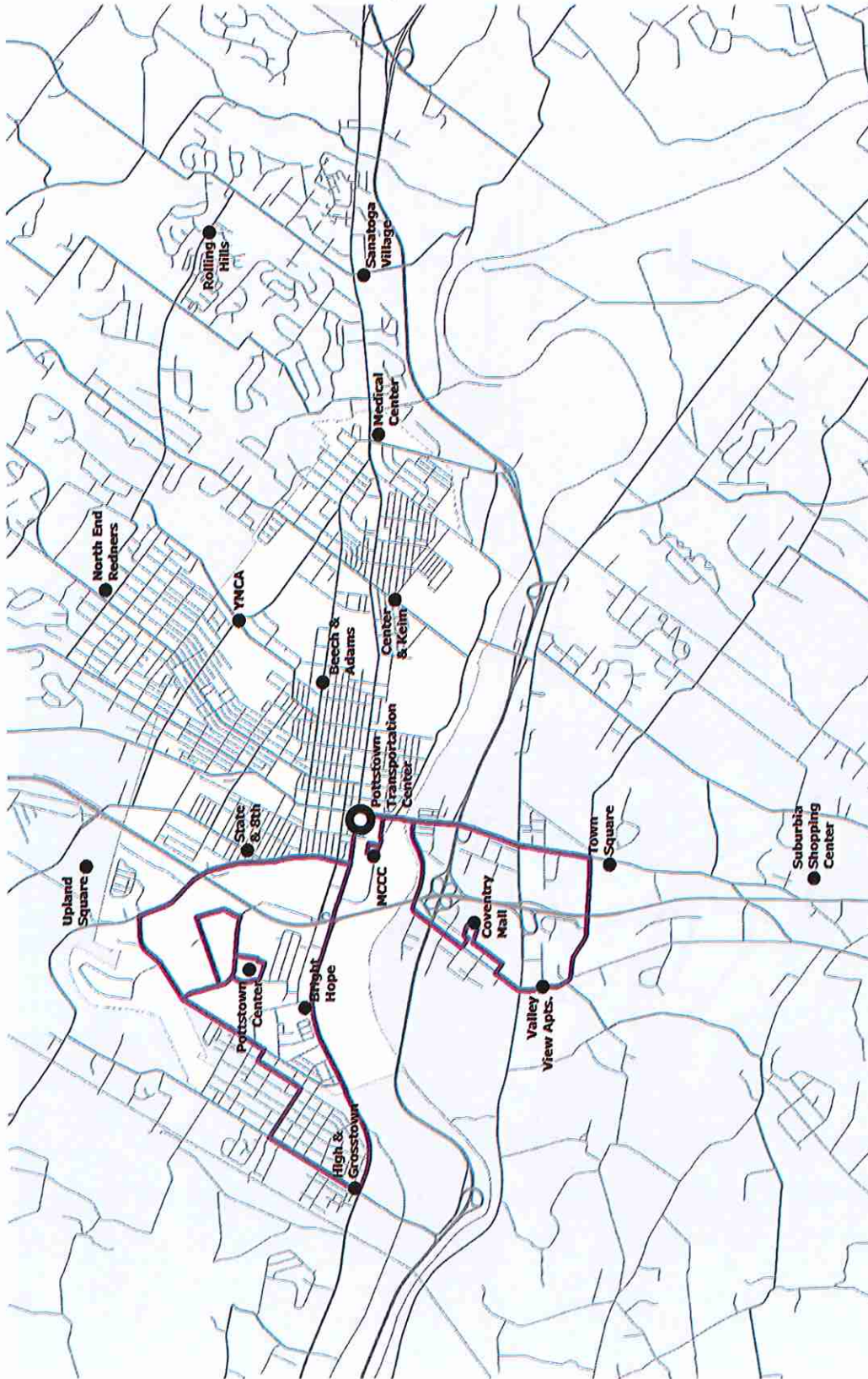
# Pottstown TRANSIT DEVELOPMENT PLAN

## Coventry Alternative A-1



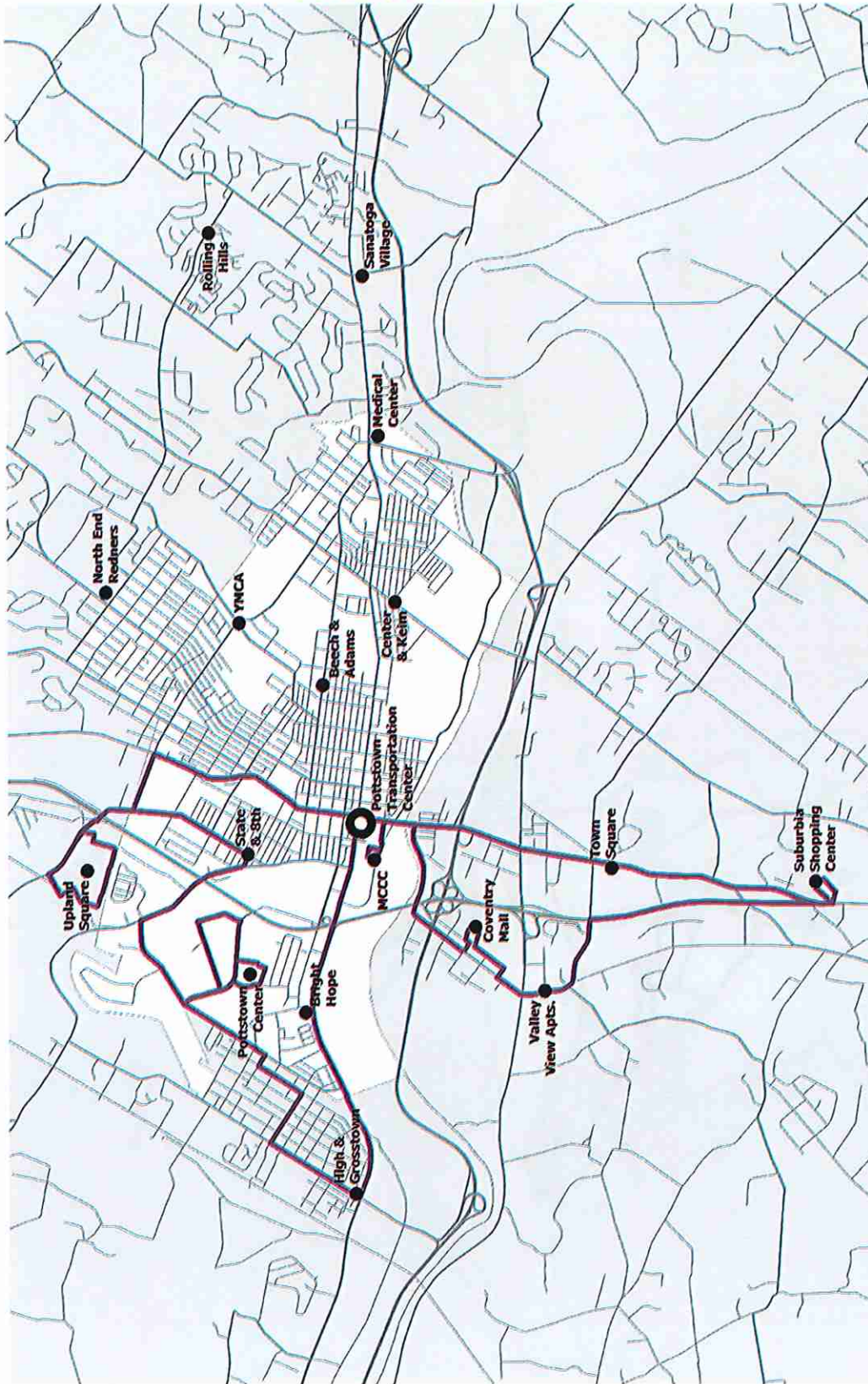
Pottstown  
**TRANSIT DEVELOPMENT PLAN**

Coventry Alternative A-2



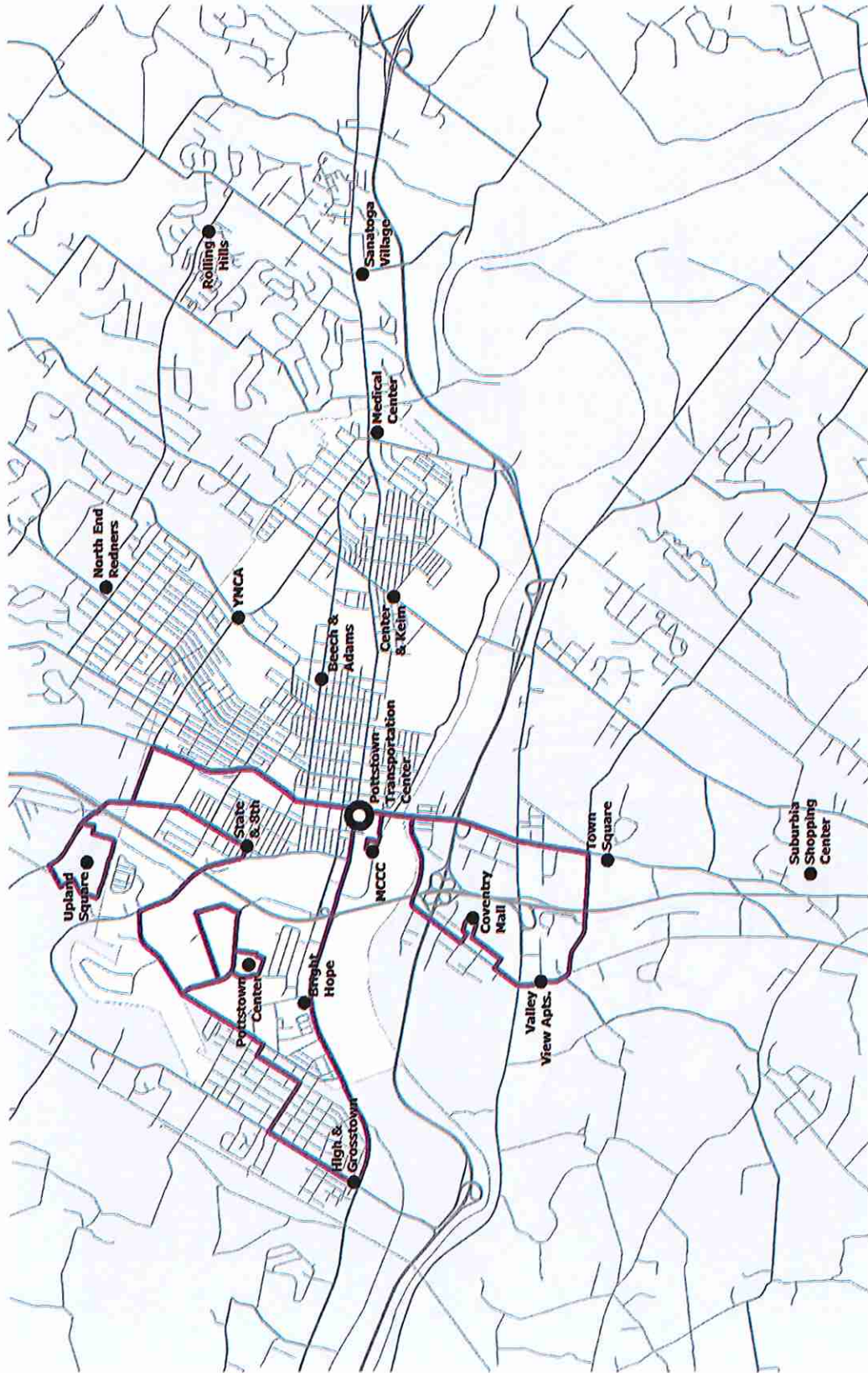
# Pottstown TRANSIT DEVELOPMENT PLAN

## Coventry Alternative B-1



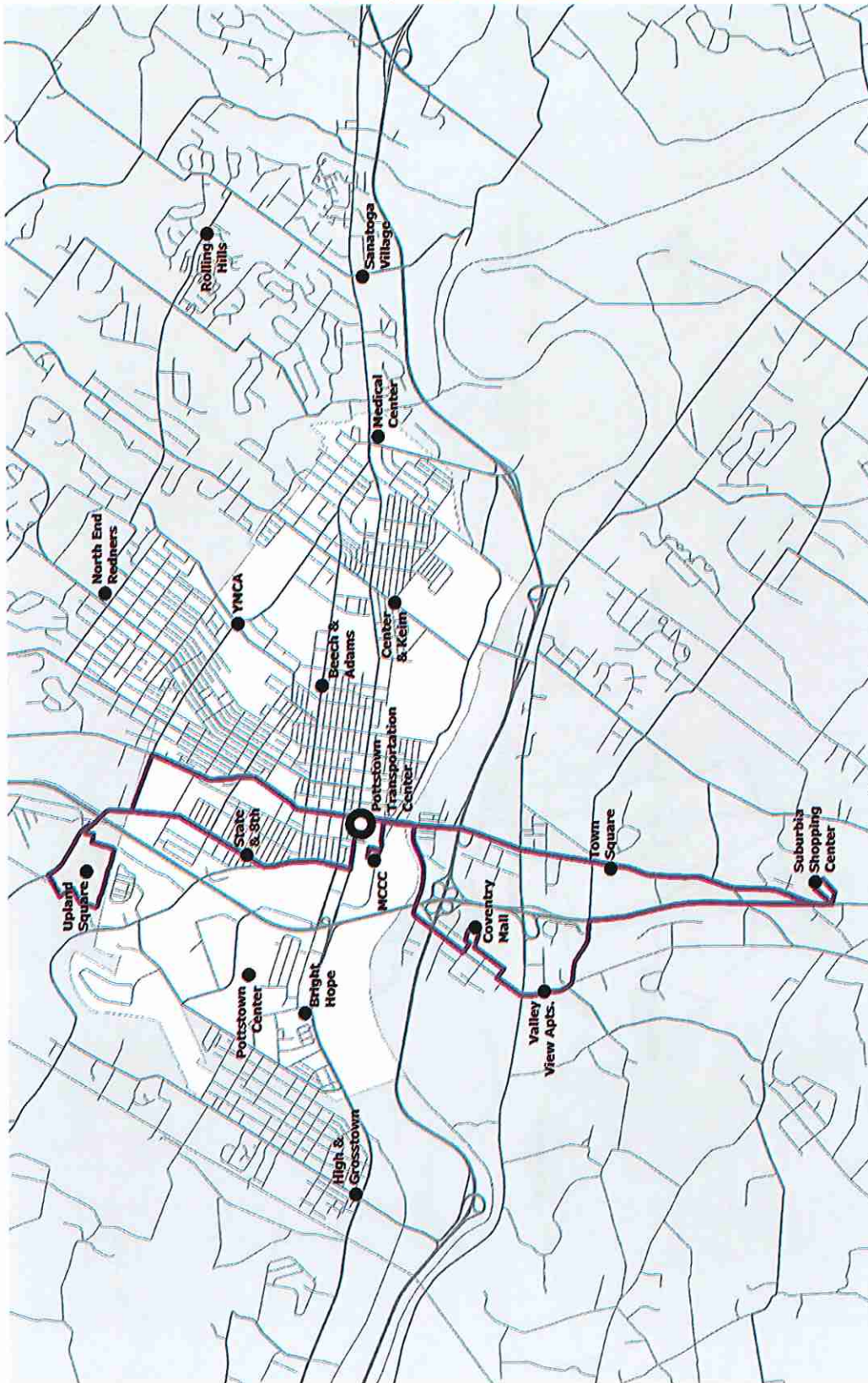
Pottstown  
**TRANSIT DEVELOPMENT PLAN**

Coventry Alternative B-2



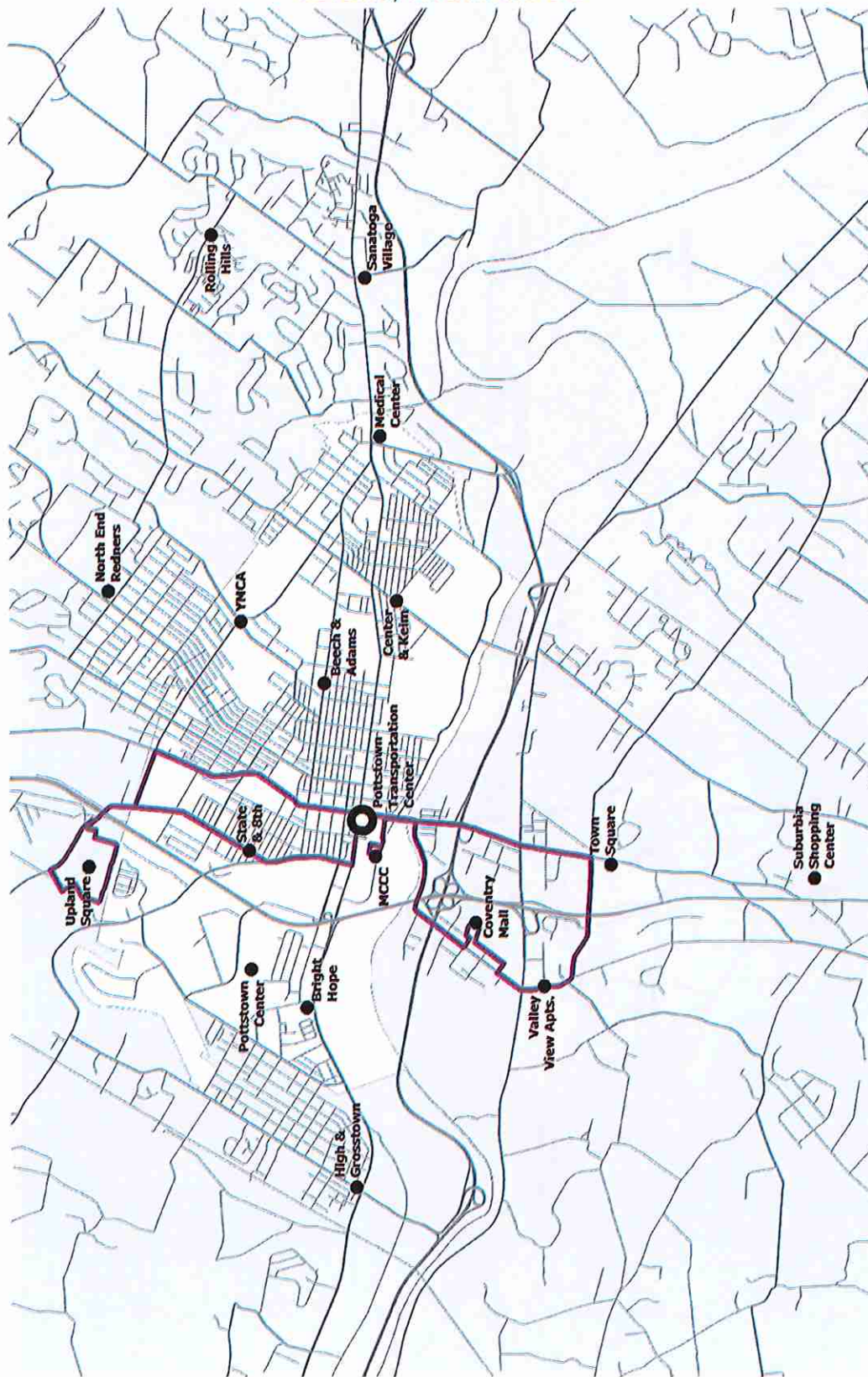
# Pottstown TRANSIT DEVELOPMENT PLAN

## Coventry Alternative C-1



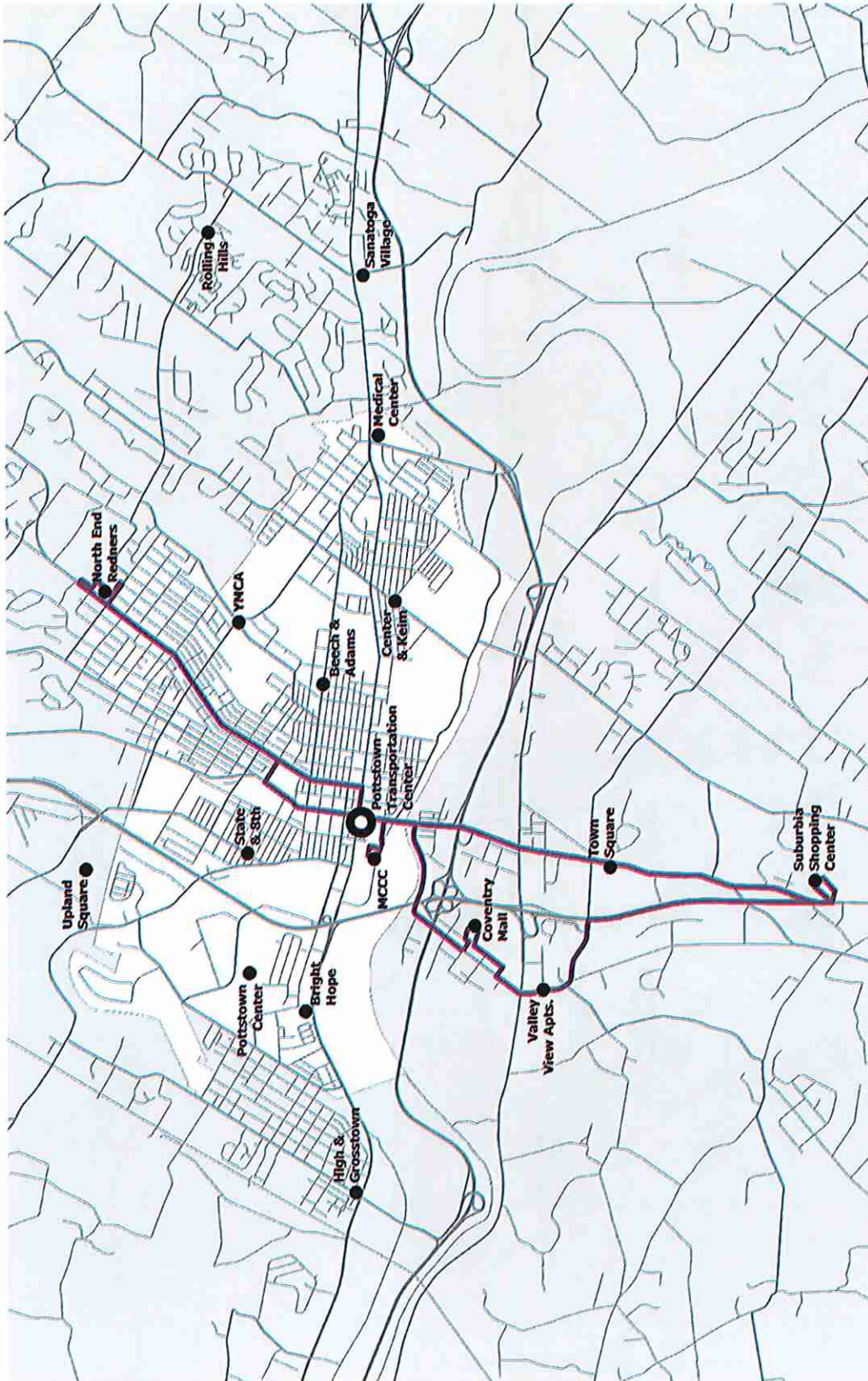
# Pottstown TRANSIT DEVELOPMENT PLAN

## Coventry Alternative C-2



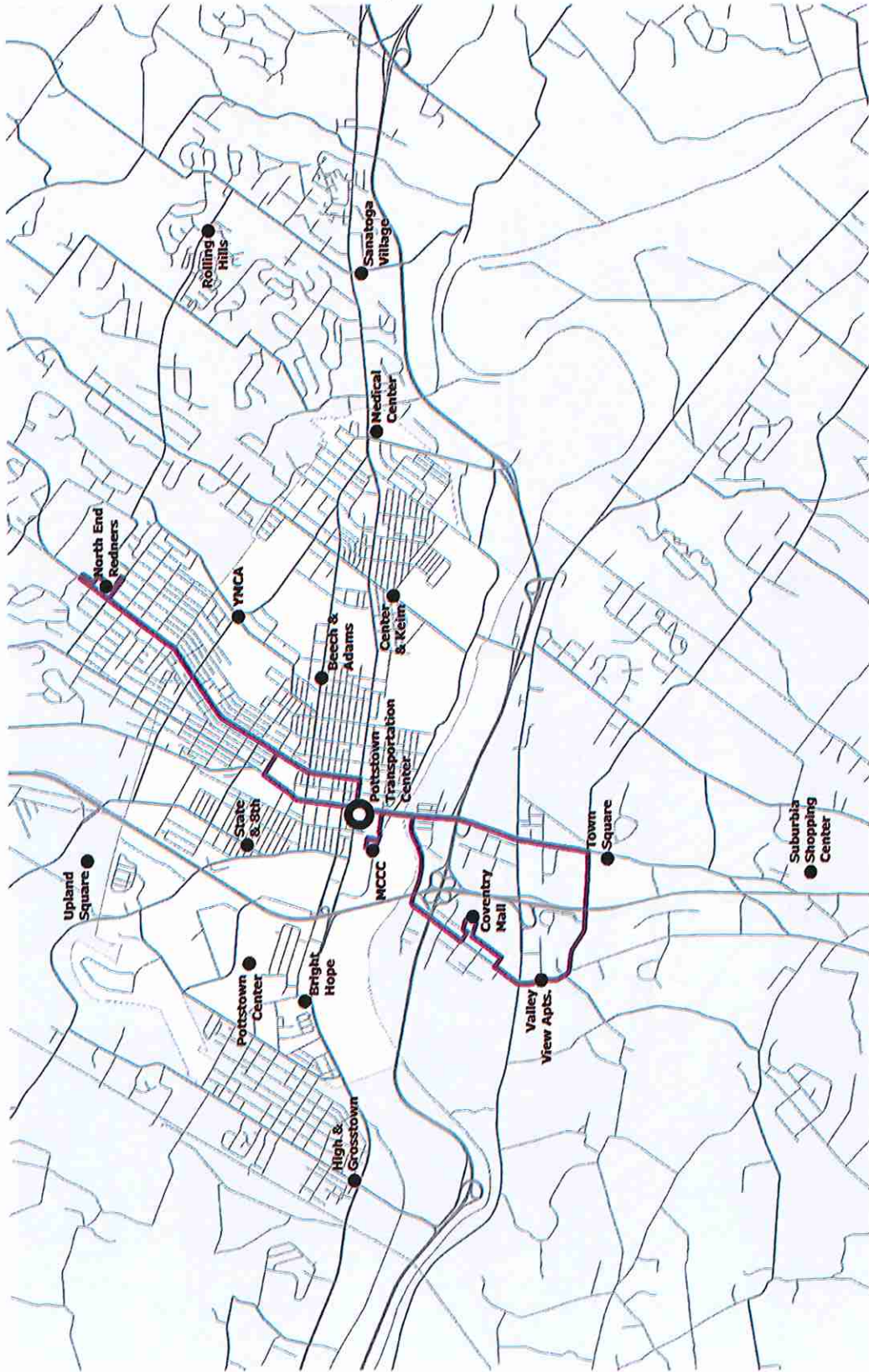
# Pottstown TRANSIT DEVELOPMENT PLAN

## Coventry Alternative D-1



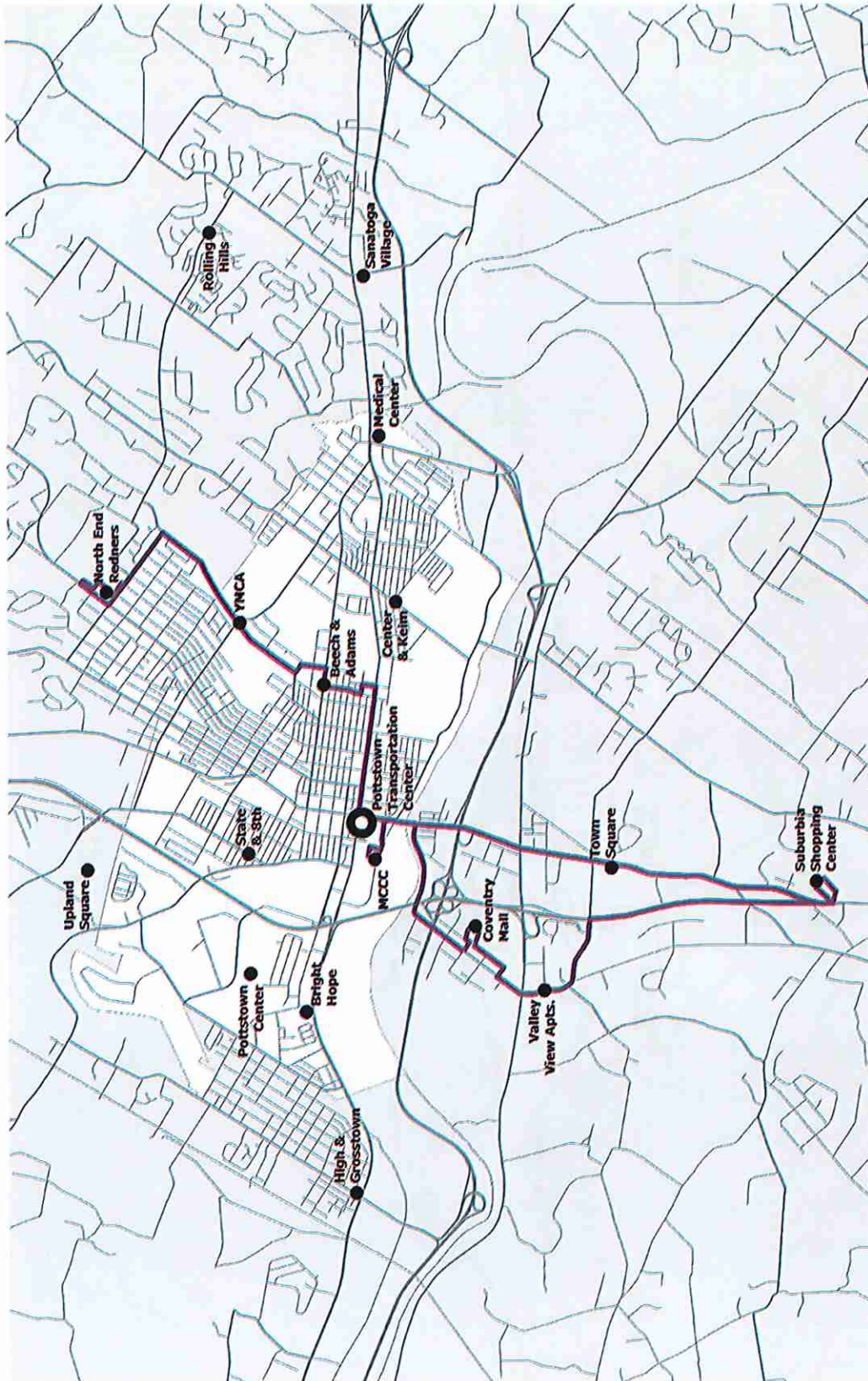
Pottstown  
**TRANSIT DEVELOPMENT PLAN**

Coventry Alternative D-2



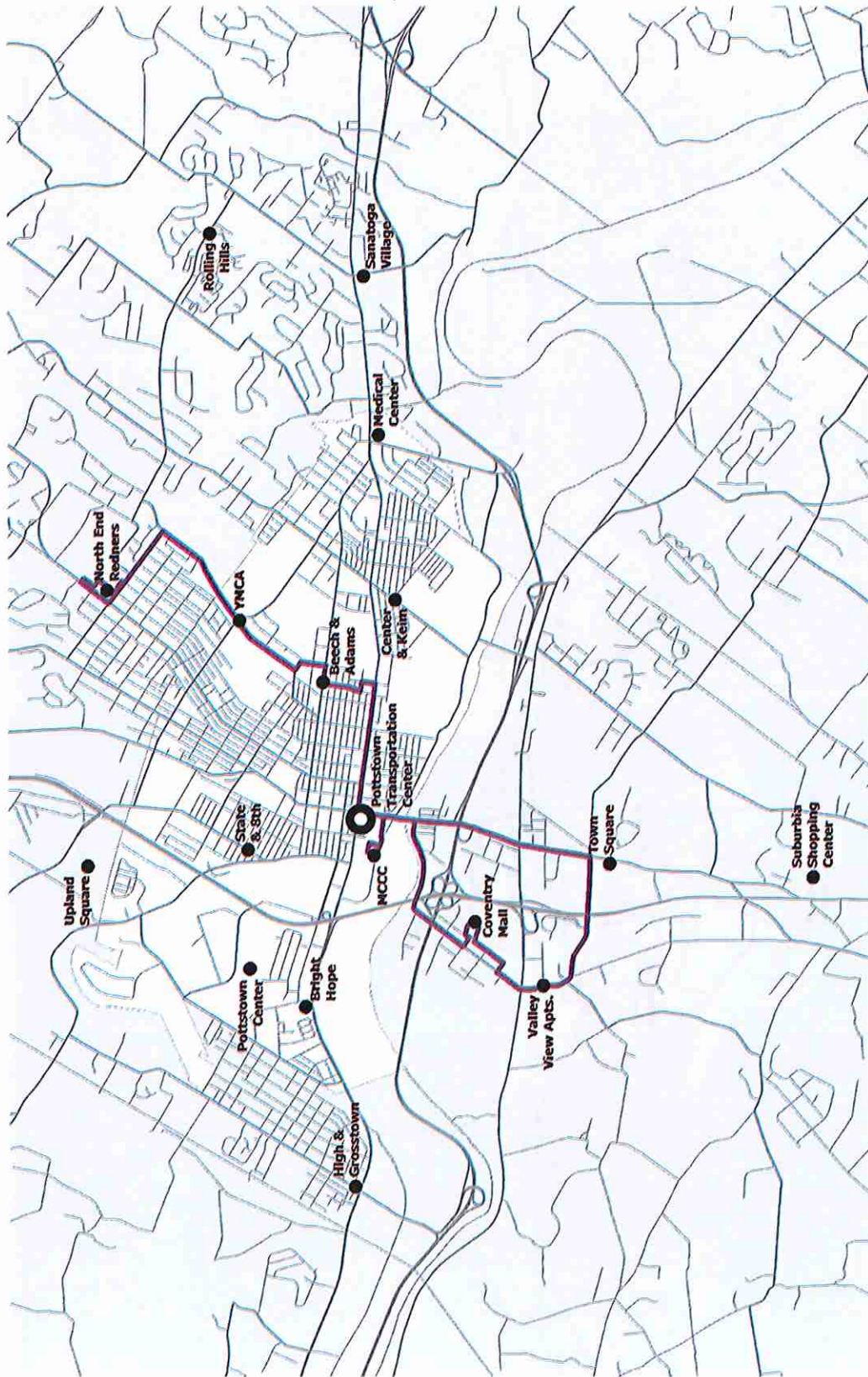
# Pottstown TRANSIT DEVELOPMENT PLAN

## Coventry Alternative E-1

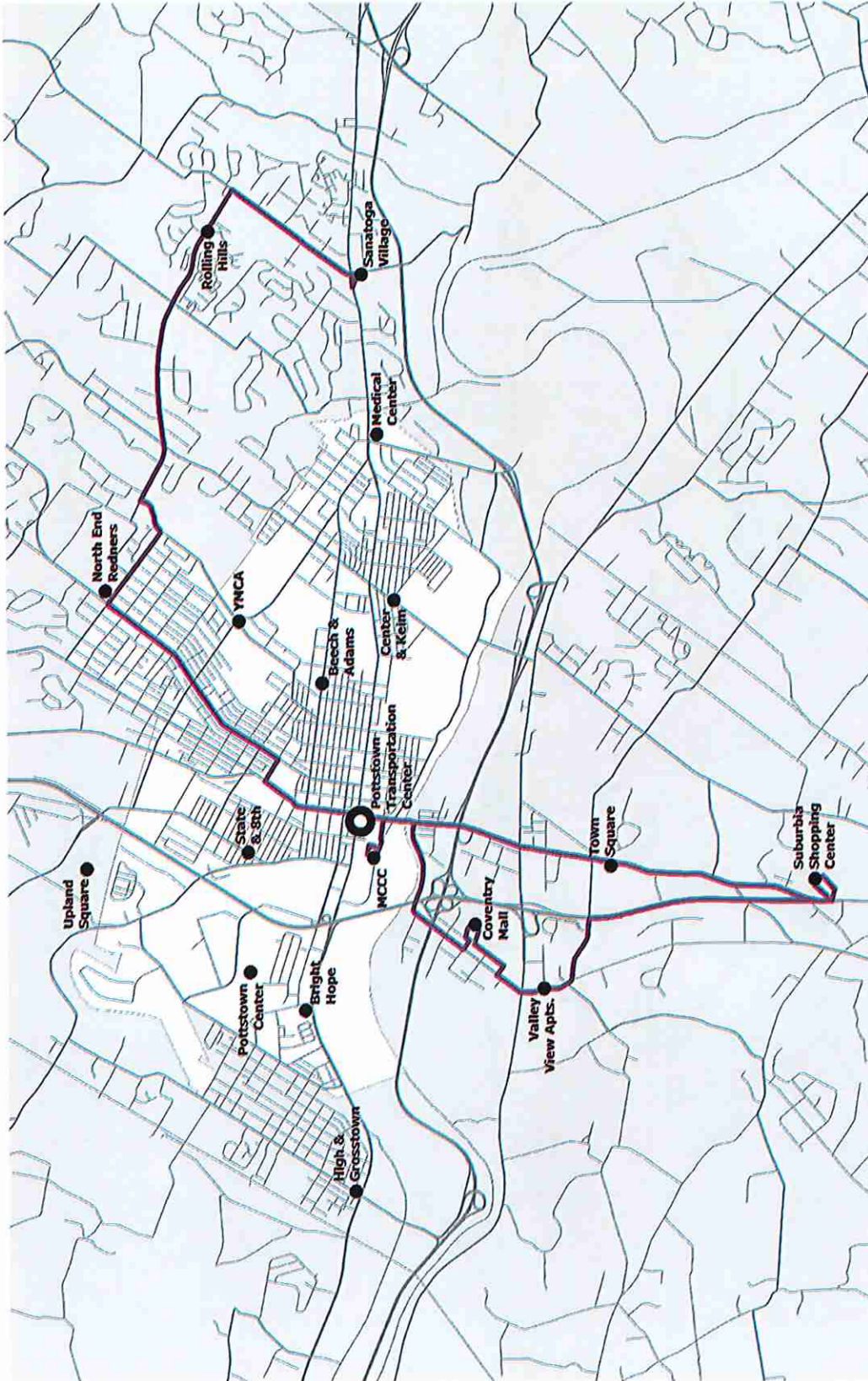


# Pottstown TRANSIT DEVELOPMENT PLAN

## Coventry Alternative E-2

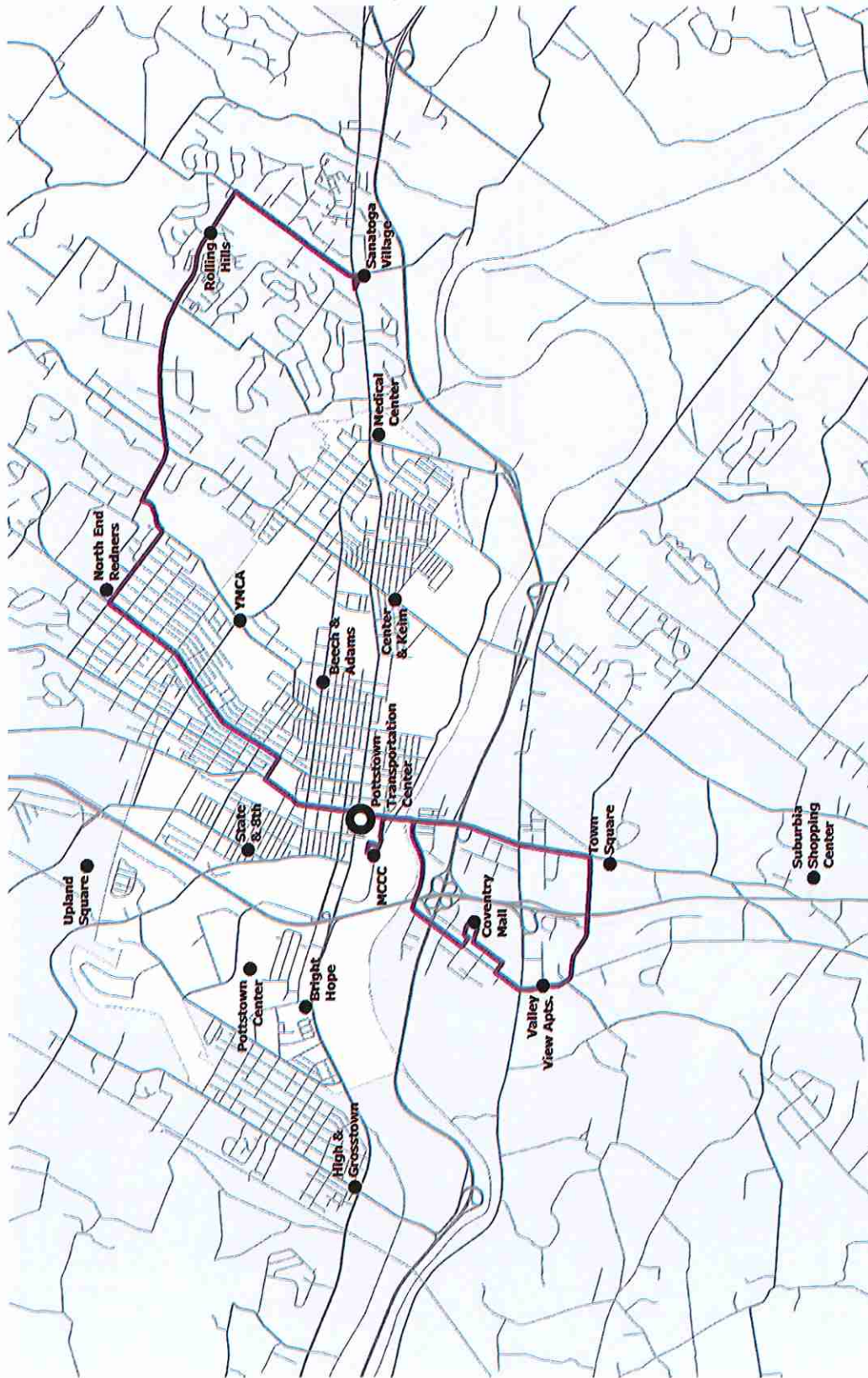


Coventry Alternative F-1



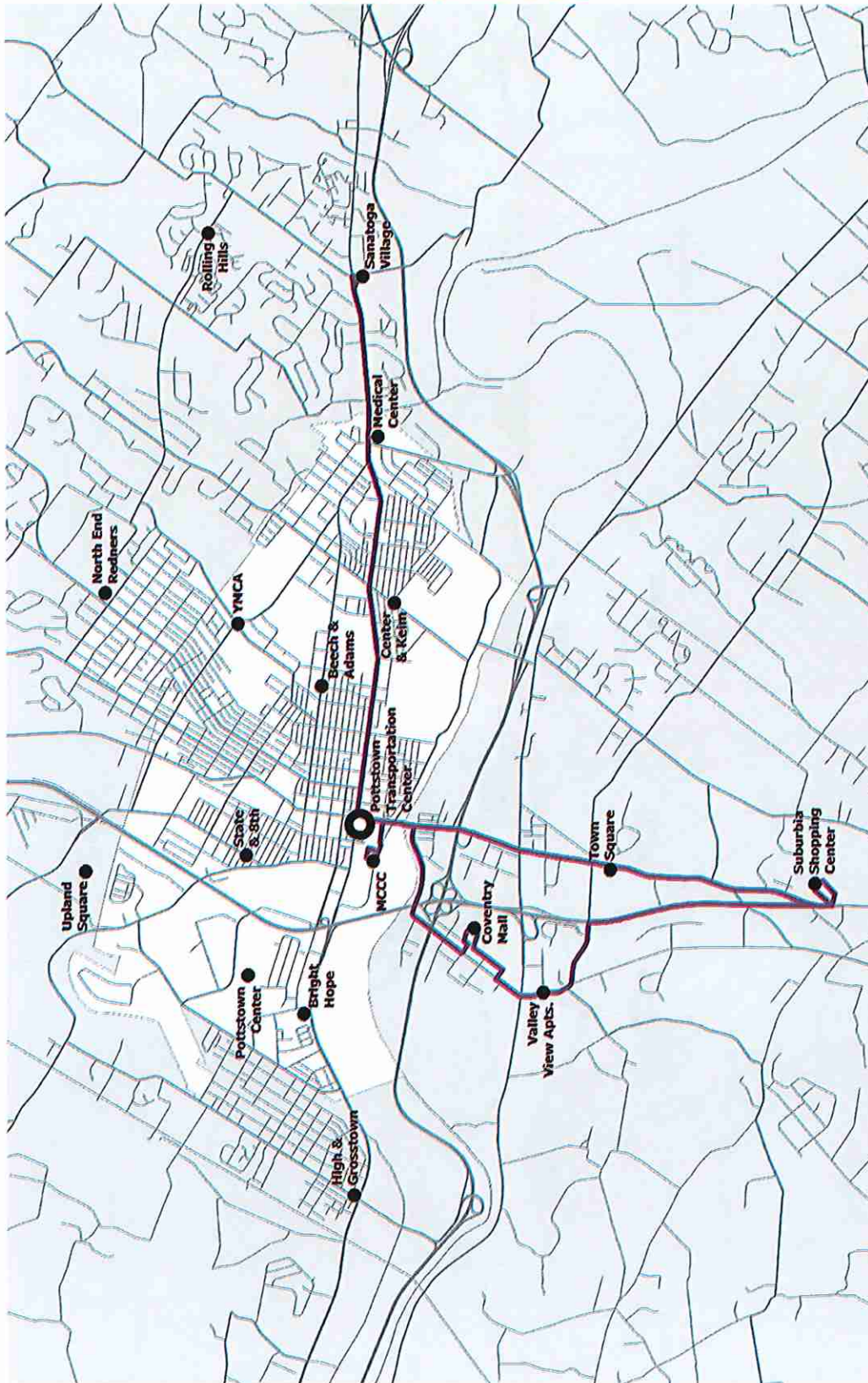
Pottstown  
**TRANSIT DEVELOPMENT PLAN**

Coventry Alternative F-2

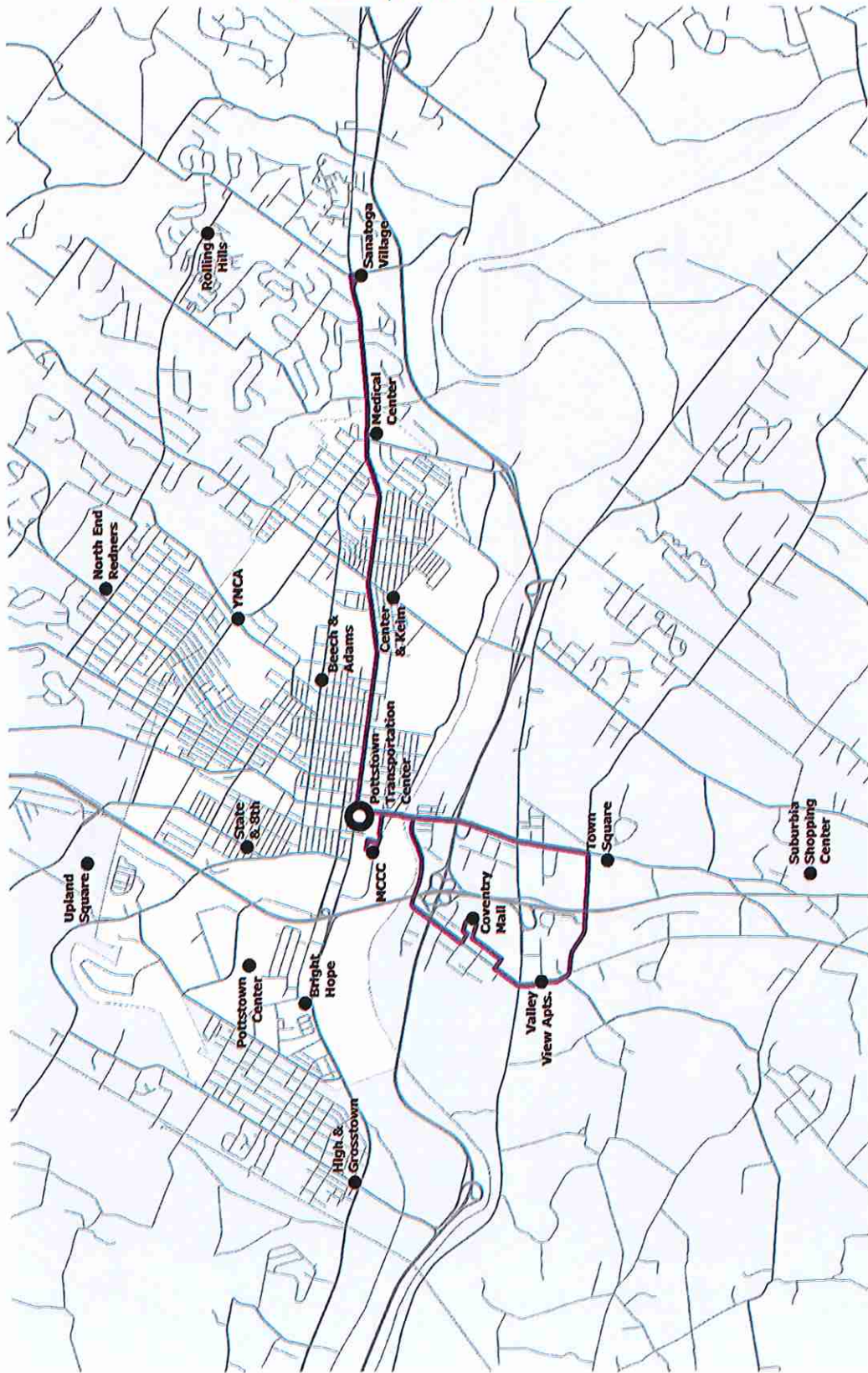


# Pottstown TRANSIT DEVELOPMENT PLAN

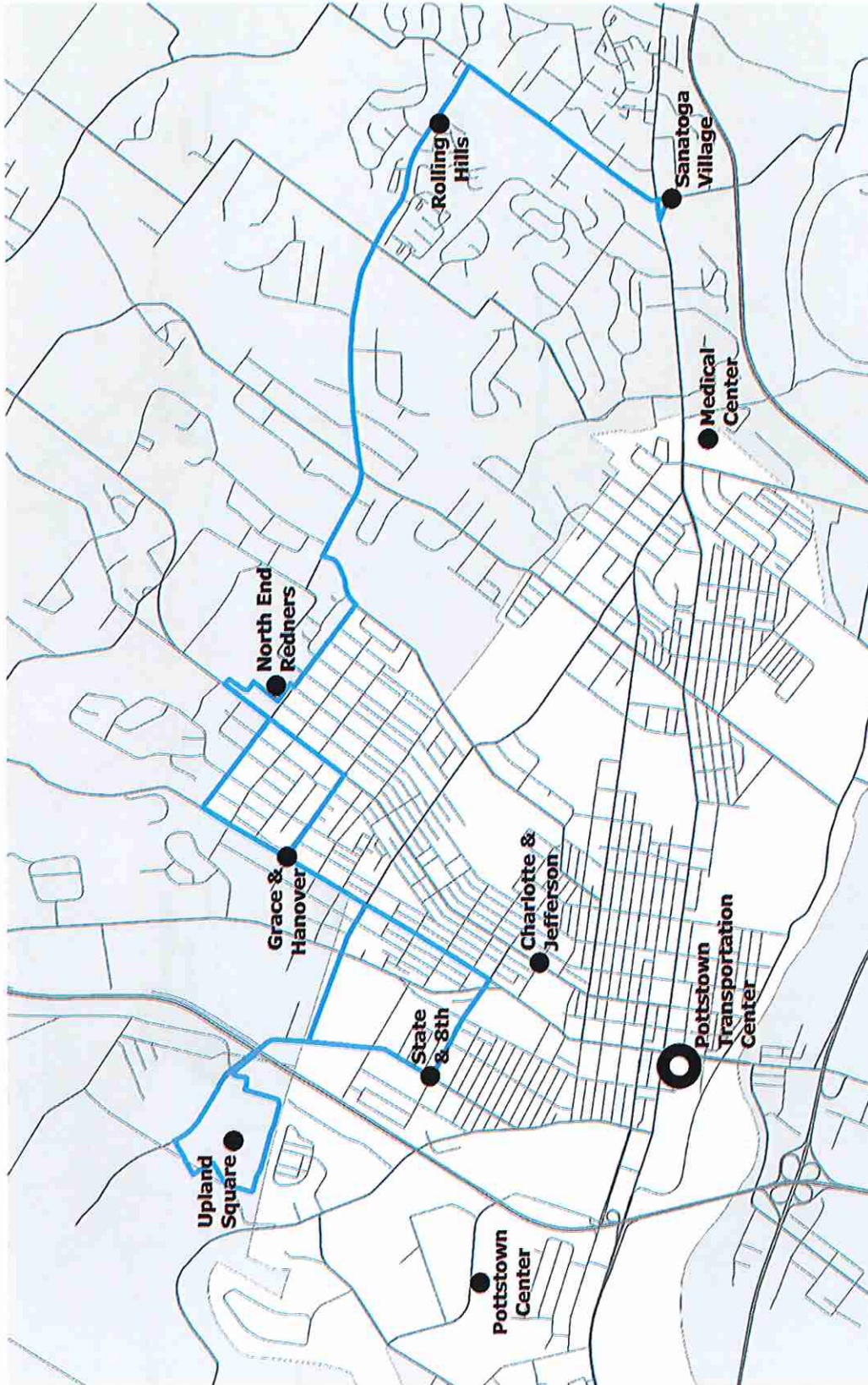
## Coventry Alternative G-1



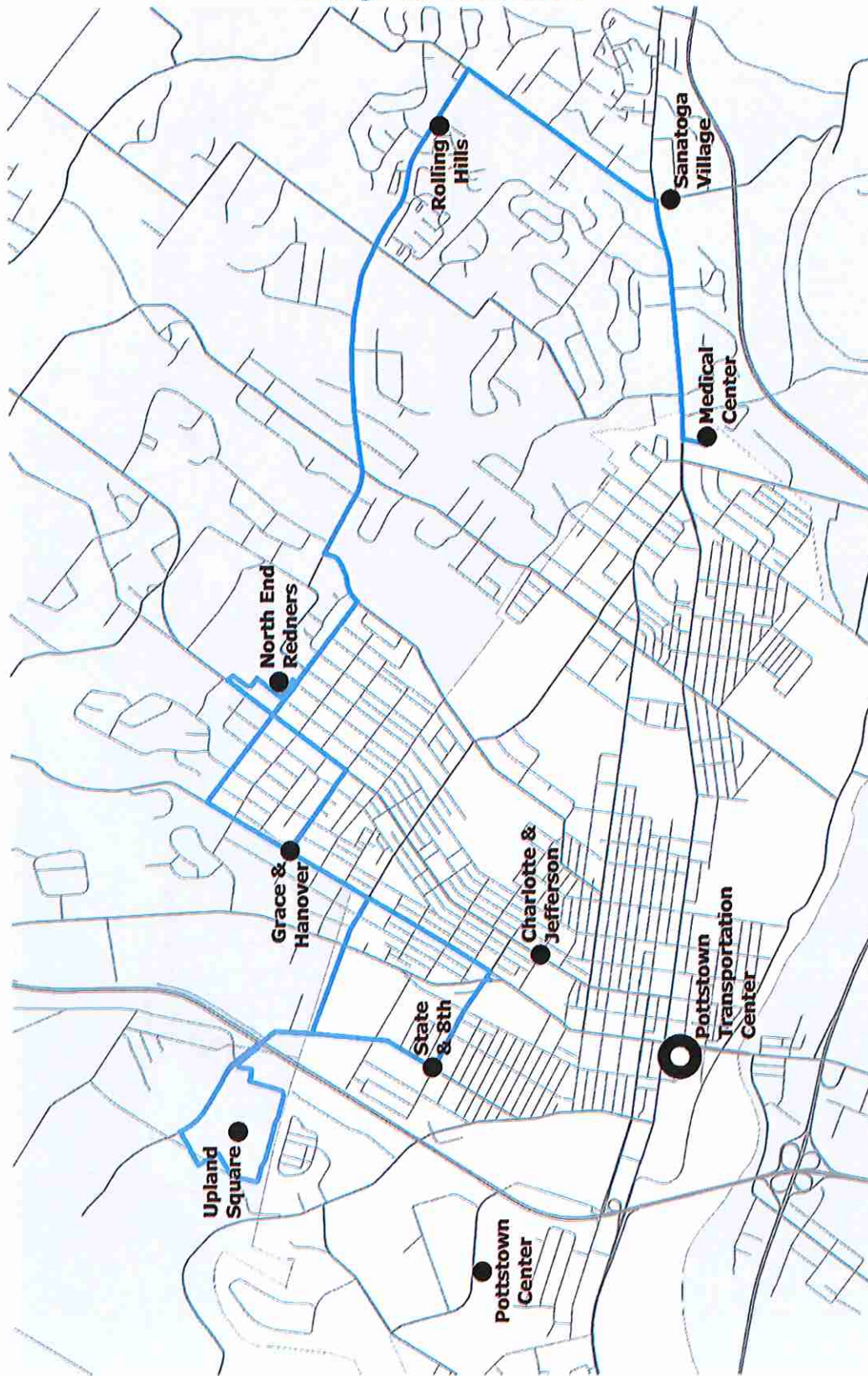
Coventry Alternative G-2



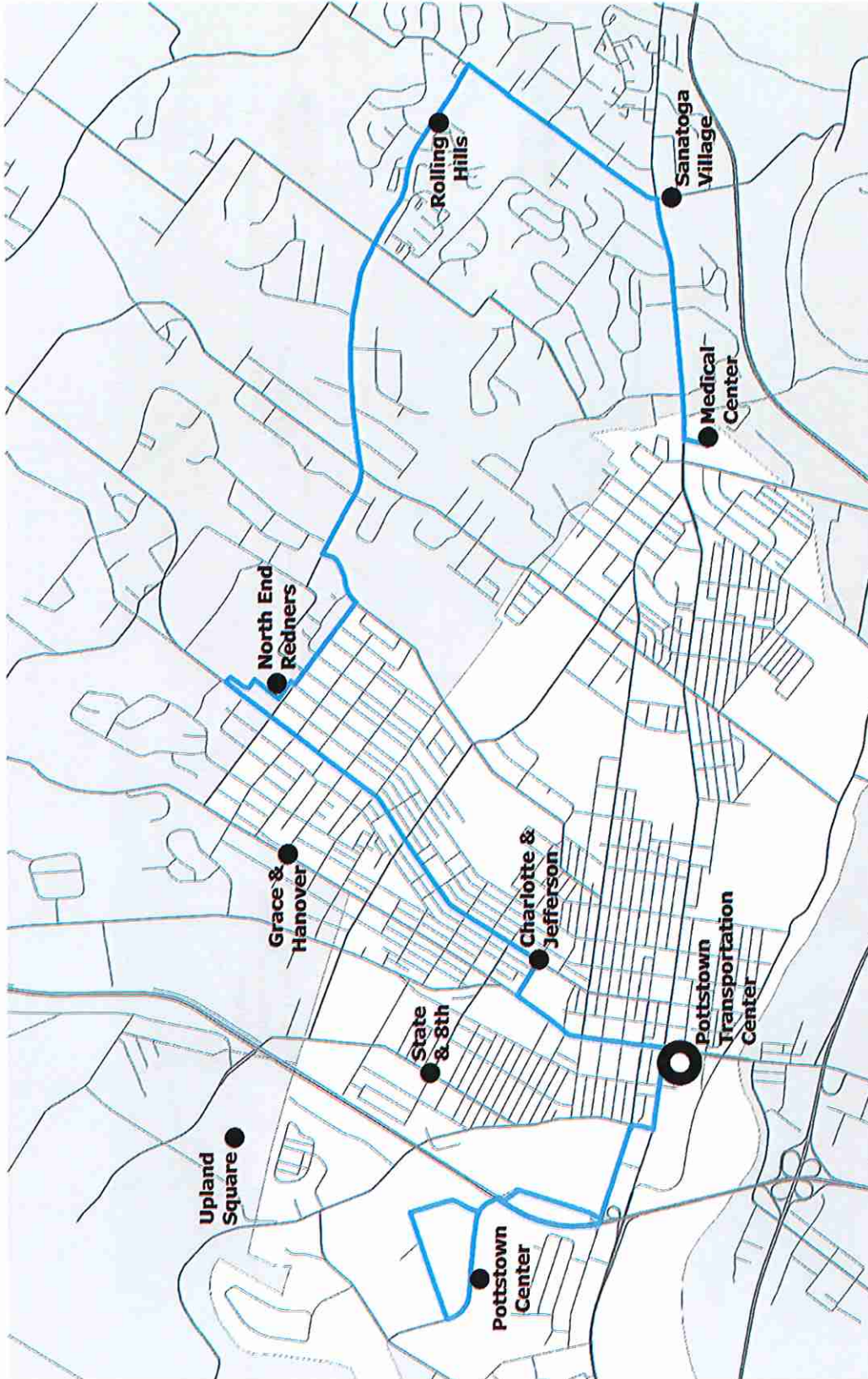
Rolling Hills Alternative A



Rolling Hills Alternative B

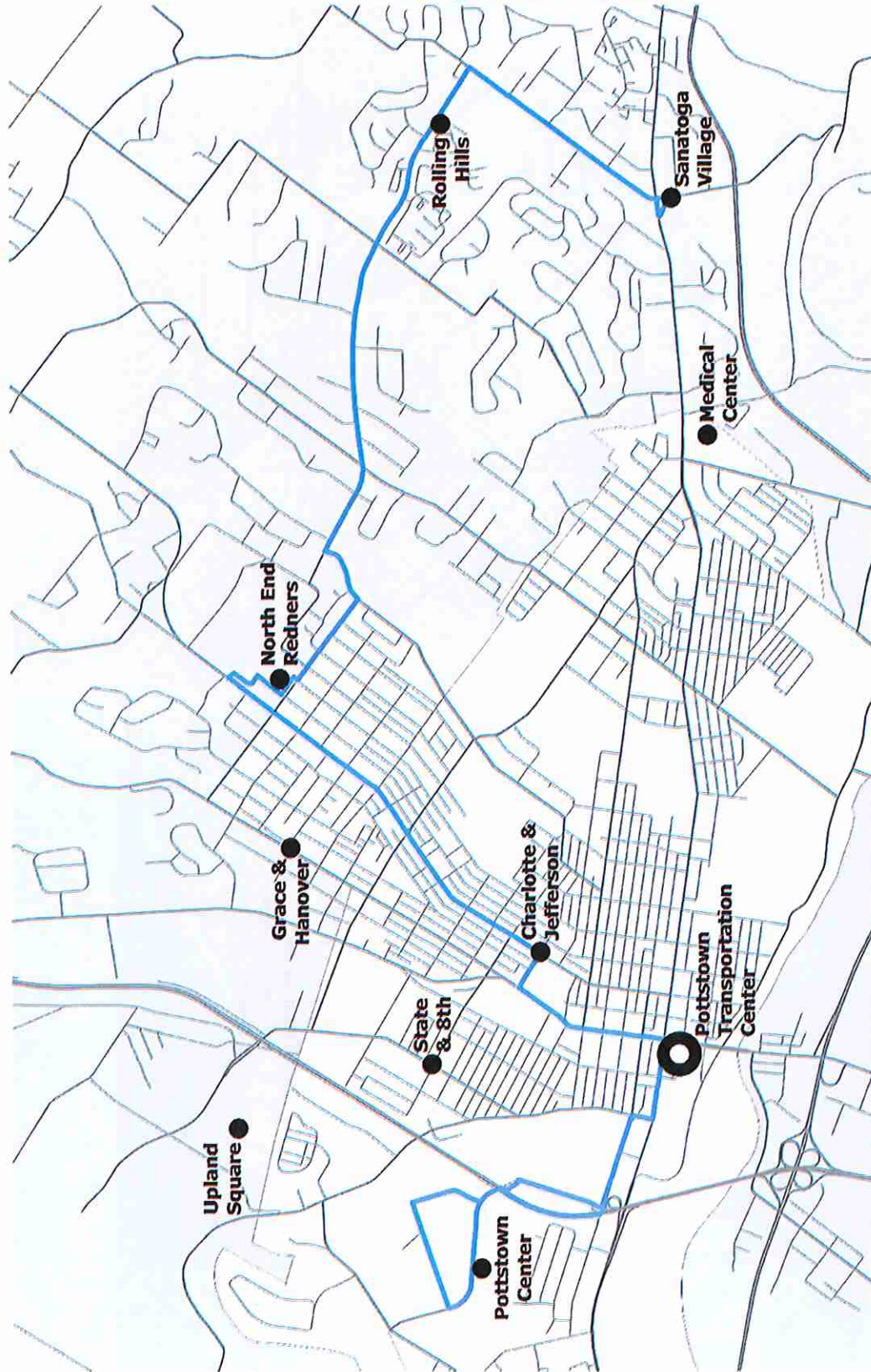


Rolling Hills Alternative C



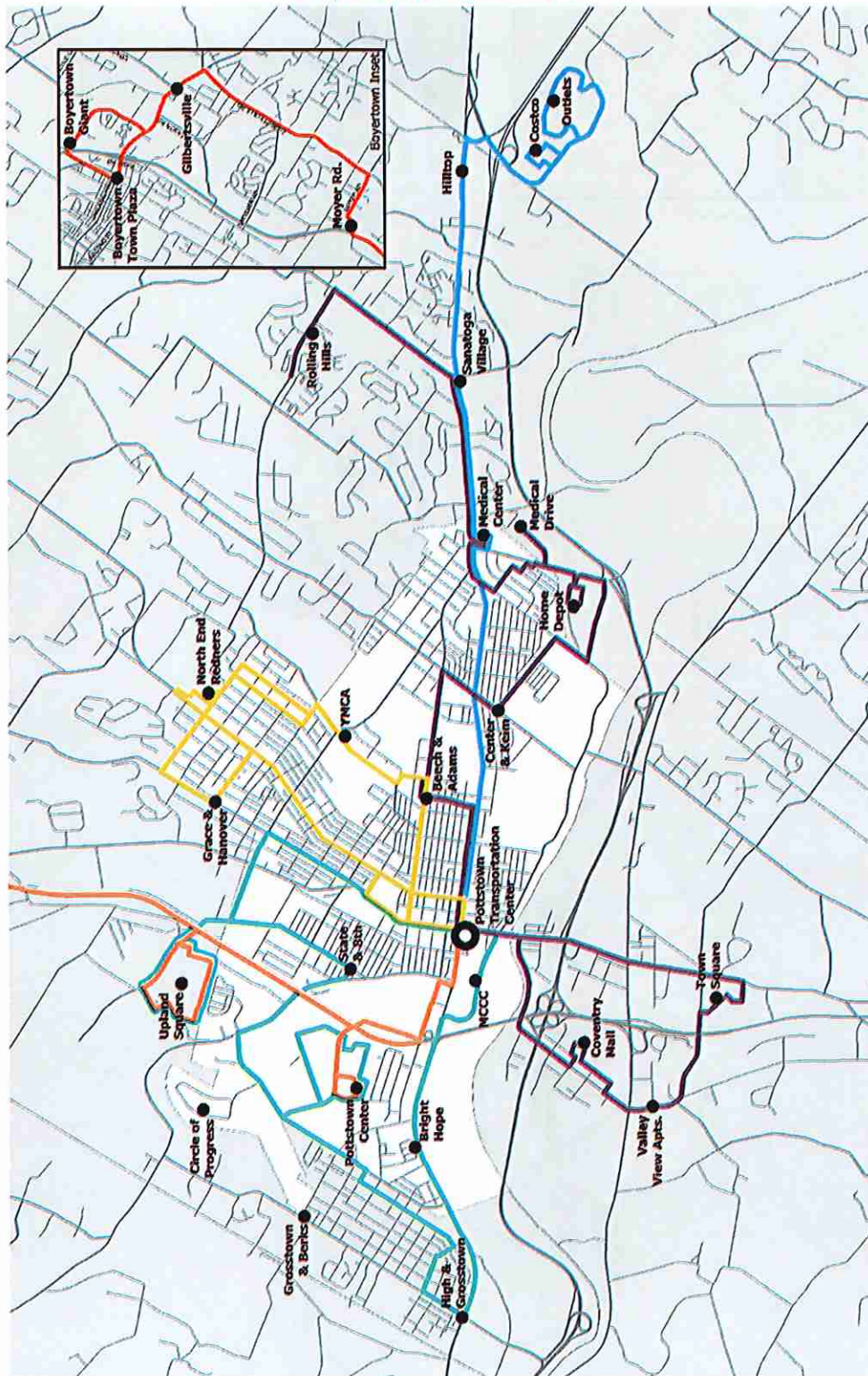
*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**

Rolling Hills Alternative D



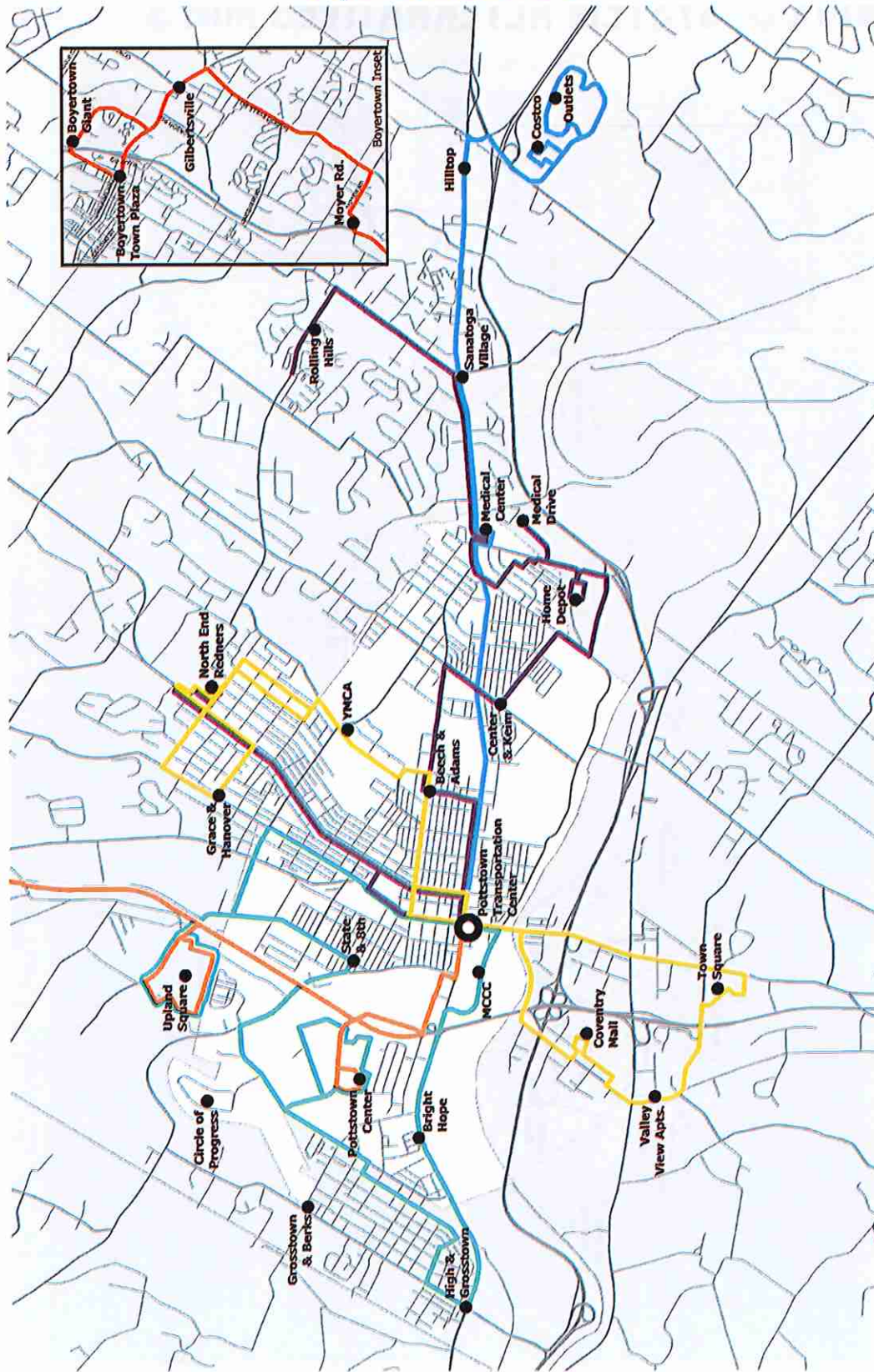
# APPENDIX B: SYSTEM ALTERNATIVES MAPS

Day Lines Alternative 1



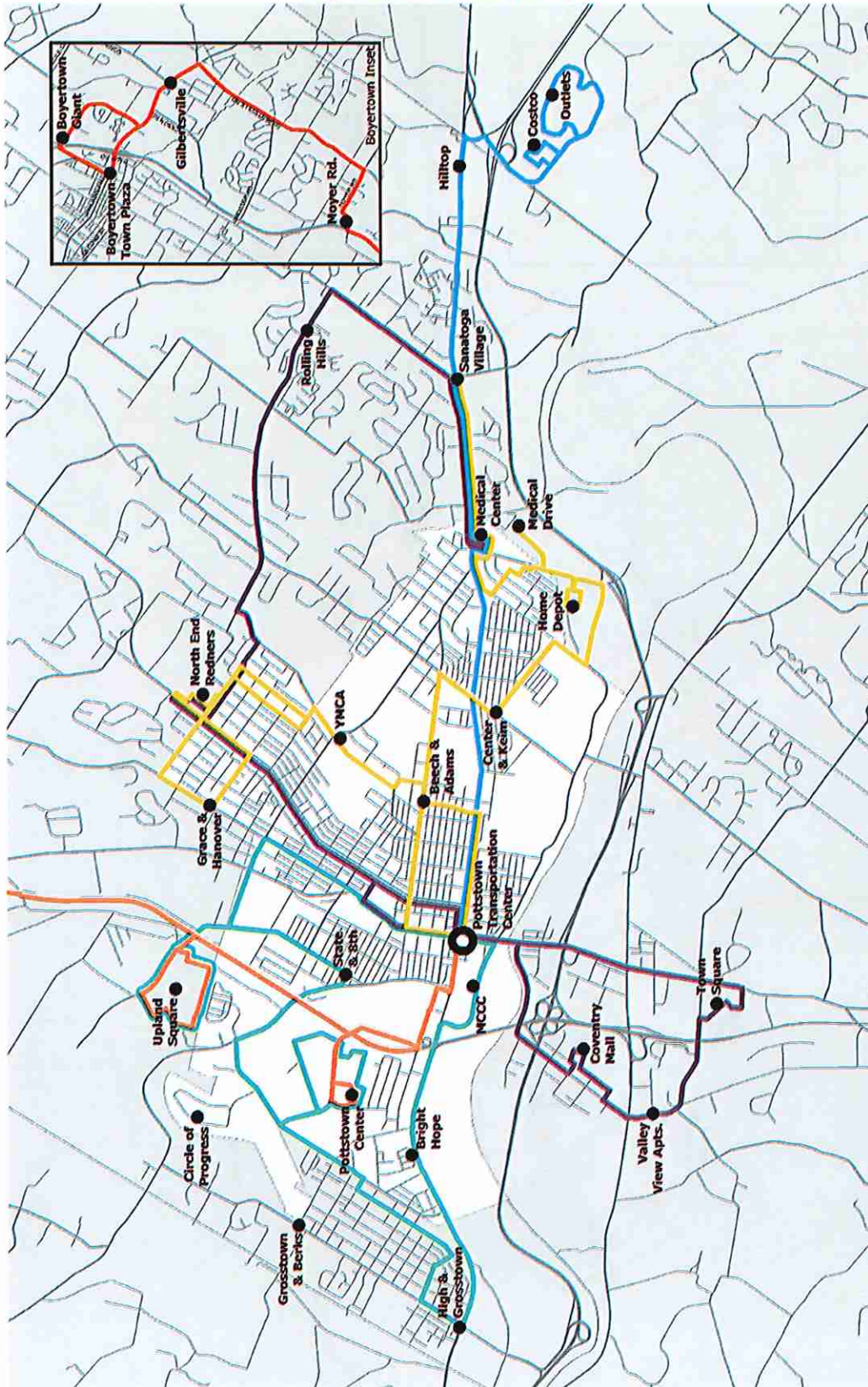
# Pottstown TRANSIT DEVELOPMENT PLAN

## Day Lines Alternative 2

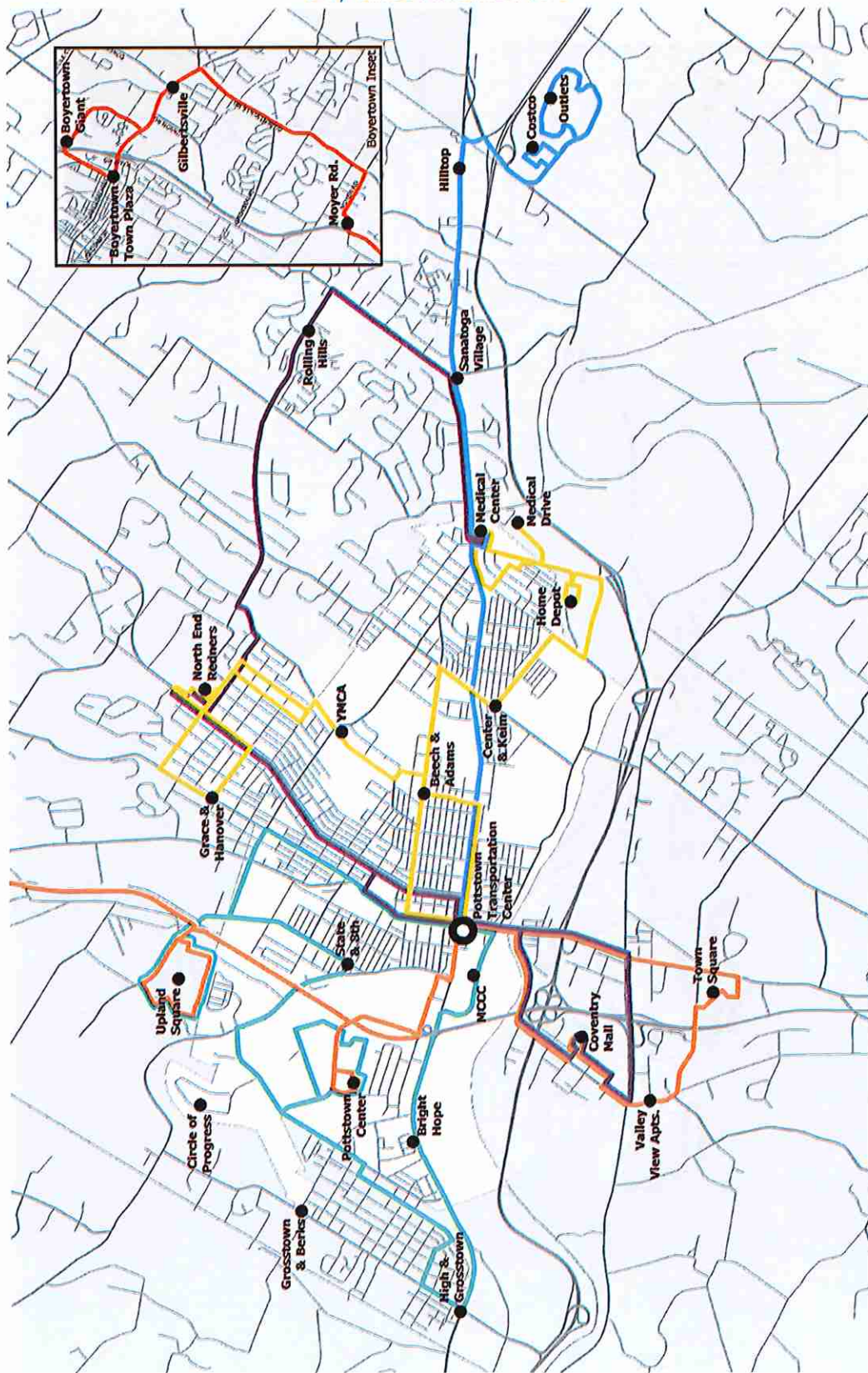


# Pottstown TRANSIT DEVELOPMENT PLAN

## Day Lines Alternative 4

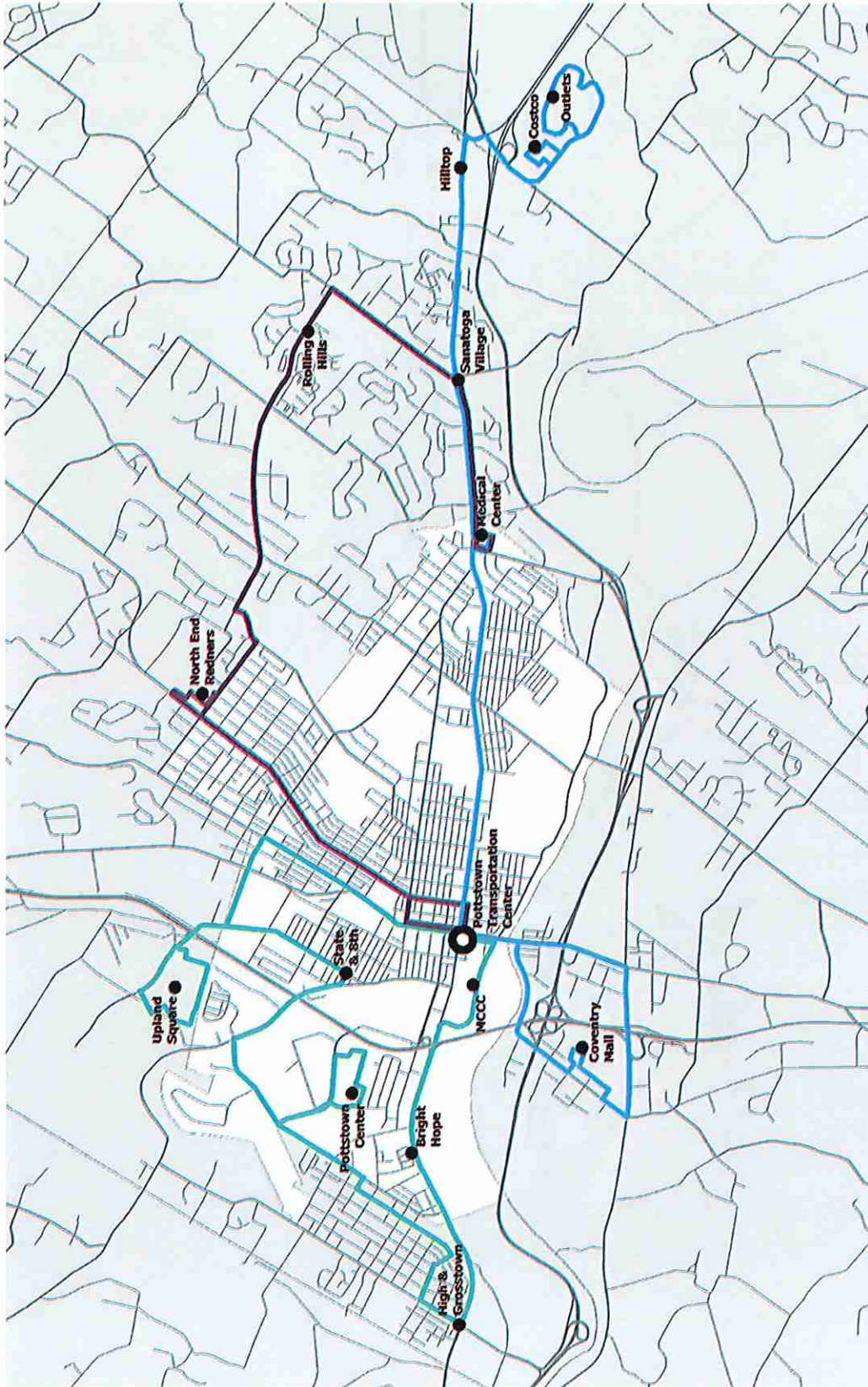


Day Lines Alternative 5

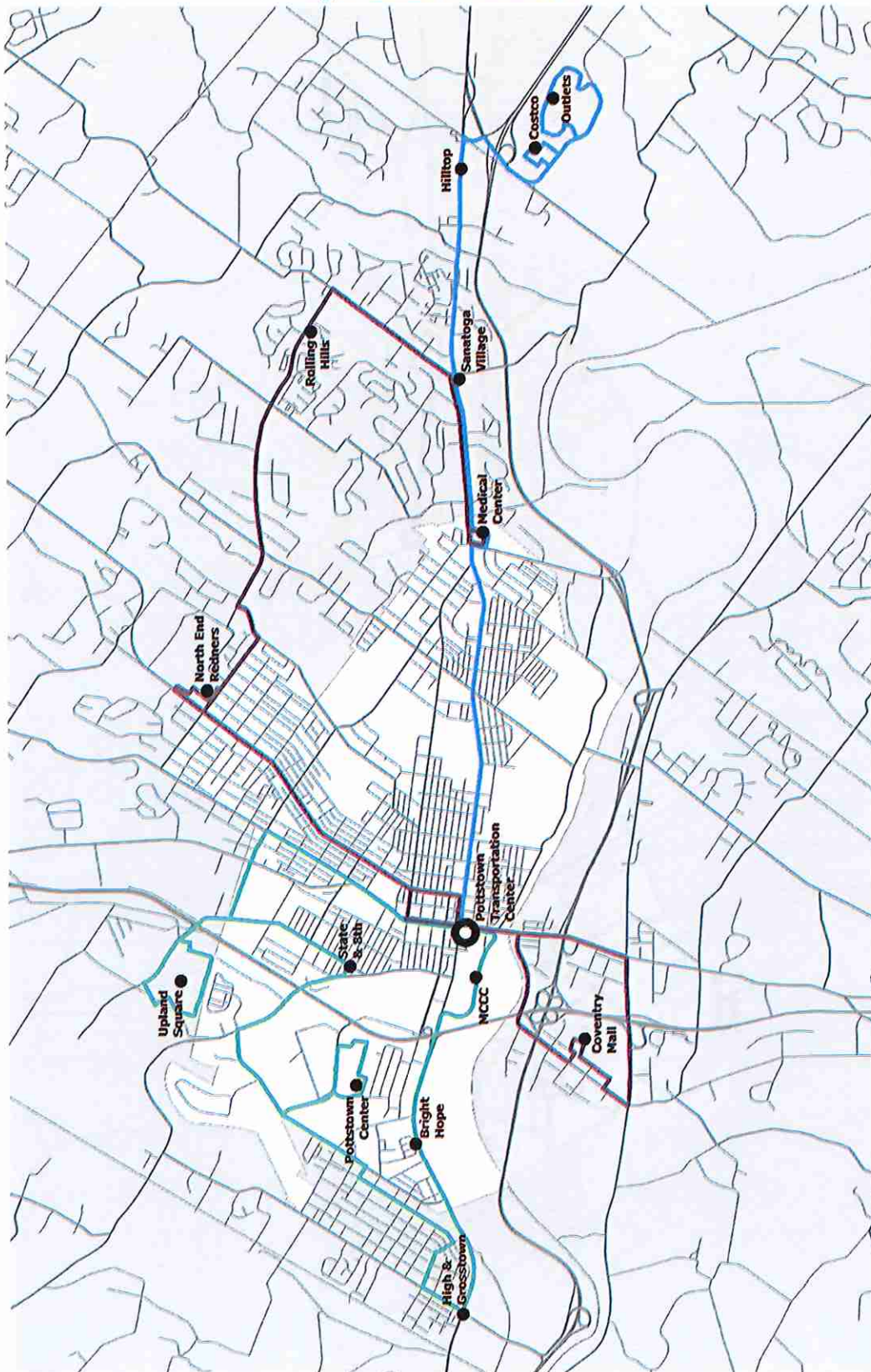


# Pottstown TRANSIT DEVELOPMENT PLAN

## Night Lines Alternative 1

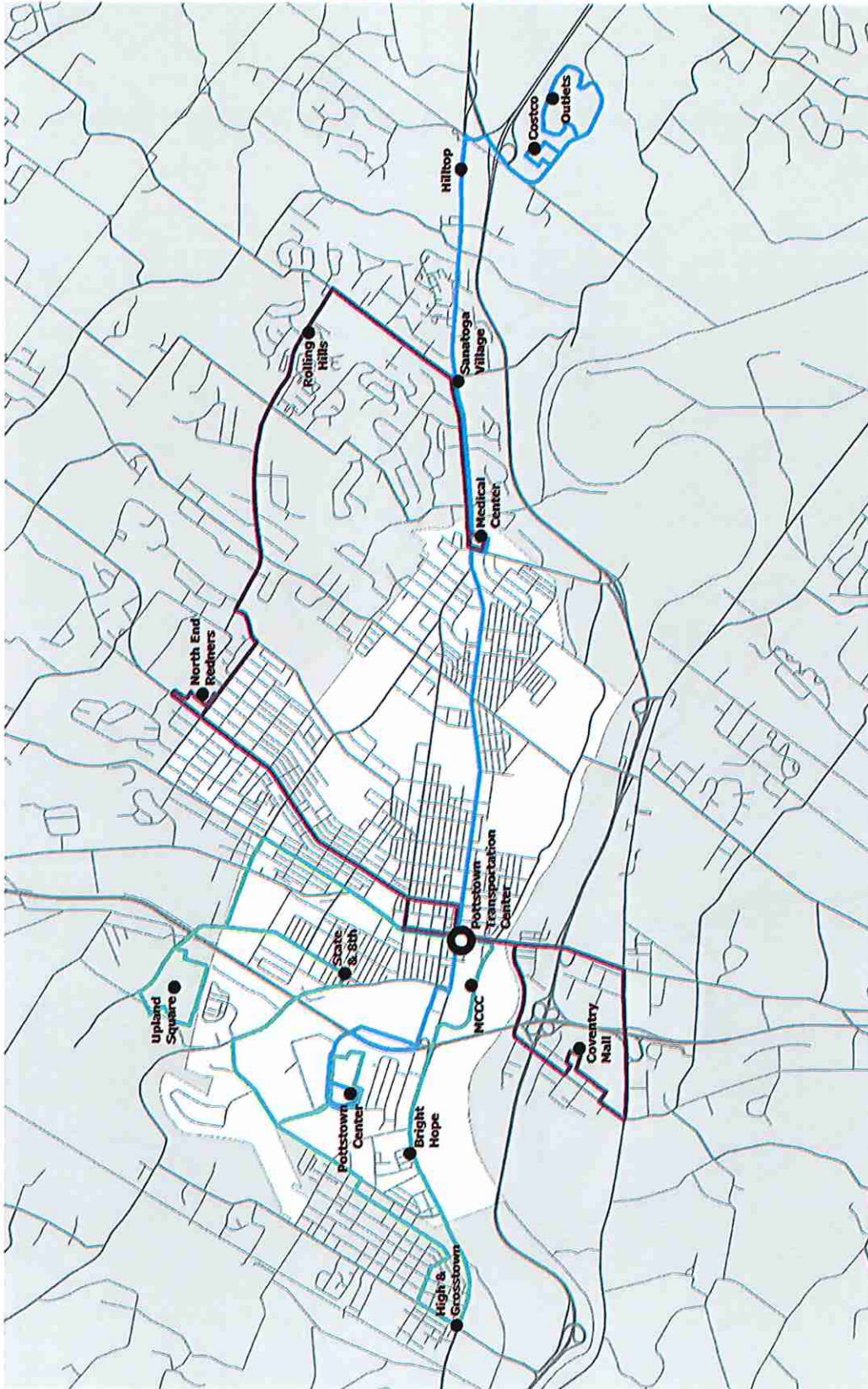


Night Lines Alternative 3



*Pottstown*  
**TRANSIT DEVELOPMENT PLAN**

Night Lines Alternative 4



# Pottstown TRANSIT DEVELOPMENT PLAN

## Night Lines Alternative 5

