Public transportation plays a critical role in advancing many of our communities’ goals. Topics like access to health care, economic vitality, environmental sustainability, aging in place and livable communities are at the center of opportunities surrounding us. Public transportation must be a partner, collaborator and innovator to keep moving our region forward.

Innovations in technology are accelerating exponentially, creating more opportunities for new mobility services, customer-facing solutions, integration of systems, data collection, and energy efficiency. With these innovations come challenges of collaboration and integration, data ownership and management, and proprietary designs as well as cyber security. In addition, more opportunities are being created for coordination with and between public and private service providers. This coordination has the ability to address lack of access by promoting the use of emerging mobility services and technologies. We need to continue to advance consumer-based solutions like smartphone/web-based applications and smart vehicle technologies.

Through a concerted effort from the Board of Directors, community stakeholders, management staff and employees, we have developed strategies, goals and actions that will guide us to make even greater contributions by improving and expanding mobility opportunities.

Who we are today does not address today’s needs, not to mention those of tomorrow. As a champion of mobility, we know that high-quality public transportation is critical to those we serve. We believe that with hard work, dedicated employees and strong community partners, our vision for the future is achievable and the impact on the communities we serve will be enormous.

Richard Farr
Executive Director
York County Commissioners formed the York Area Transit Authority (YATA) through the Municipalities Act of 1945

1974

YATA became York County Transportation Authority (YCTA)

1990

York Transportation Club, a private, non-profit organization, became known as Community Transit

1990

YCTA began management contract and oversight of Adams County Transit Authority (ACTA)

1996

YCTA merged with Community Transit

1997

YCTA was rebranded to rabbittransit

2000

YCTA merged with ACTA to form York Adams Transportation Authority (YATA)

2011

YATA becomes coordinator for Northumberland County

2011

YATA becomes coordinator for Cumberland County

2015

YATA becomes coordinator for Columbia County

2016

YATA becomes Central Pennsylvania Transportation Authority (CPTA)

2016

CPTA becomes coordinator for Franklin County

2016

CPTA becomes coordinator for Montour, Snyder and Union Counties

2016

Perry County commits to joining CPTA
VALUE OF PUBLIC TRANSIT

PUBLIC TRANSPORTATION ENHANCES PERSONAL OPPORTUNITIES

- **Over one million trips** were taken by residents who rely on transit to get to their jobs.

- **Nearly 500,000 persons** with disabilities, seniors and those with medical needs rely on Shared Ride Paratransit service to get to an important destination and remain independent.

- **More than 239,000 trips** were taken by students to reach schools and colleges for educational opportunities as future leaders.

- **More than 292,000 trips** were taken by seniors allowing them to continue to age in place.

- **More than 30%** of transit users get the recommended minimum level of daily physical activity needed for health benefits. Every trip begins and ends with walking.

PUBLIC TRANSPORTATION PROVIDES ECONOMIC OPPORTUNITIES

- Every $1 invested in public transportation *generates approximately $4* in economic returns.*

PUBLIC TRANSPORTATION PROVIDES ENERGY AND ENVIRONMENTAL BENEFITS

- rabbittransit traveled **more than 10 million miles** last year to reduce congestion.

- Nationally, public transportation saves the United States **4.2 billion gallons of gasoline** annually.*

- The “leverage effect” of public transportation reduces the nation’s carbon emissions by **37 million metric tons** annually – equivalent to the electricity used by 4.9 million households.*

- Public transportation **reduces pollution** and helps **promote cleaner air**.

PUBLIC TRANSPORTATION SAVES MONEY

- A transit rider will spend only **17 cents for every dollar** spent by an auto driver.†

- The average household spends **16 cents of every dollar on transportation**, and **94%** of this goes to buying, maintaining, and operating cars, the largest expenditure after housing.*

* Source: APTA
† Source: AAA Your Driving Costs, 2011
FUNDING

The challenge is to establish a sustainable funding structure to support short- and long-term public transportation needs. Revenue from sales tax is vulnerable to the fluctuations in the economy. Capital projects based on safety, State of Good Repair, reliability, ridership, and operating costs compete for investment. Not to mention that advancements in technology and innovation require capital investment now. Finally, while operating budgets are tight, the region’s desire is, in fact, to grow service and ridership.

REGULATION

Much of the transit authority’s operations are federally regulated, and nearly two-thirds of our region’s transit capital funding comes from federal sources. The state also has a complex set of regulations that creates barriers and stifles the advancement of greater access. Managing compliance has become a necessary and significant addition to the business of transportation in an environment of already limited resources.

DEMOGRAPHICS

There are societal changes that impact operations as demographics shift to those who have more complex and varied travel needs. An aging society with greater longevity, and a large millennial generation taking a significant place in the workforce are dramatically reshaping demographic landscape. The public transportation industry needs to respond to these shifts and meet customer expectations for increased services, quality of experience, and availability for all.

PUBLIC PERCEPTION

There is a significant knowledge gap that exists concerning the value of public transportation and requires educating our communities on the benefits of public transportation such as its contribution to the region’s economic vitality, sustainability and individual health and well-being.

TALENT MANAGEMENT

The industry faces a severe shortage of skilled and seasoned employees as thousands of workers across the nation from the baby-boom generation approach retirement over the next five to ten years. This is a critical challenge for the authority as it continues to compete with manufacturing and other industries dependent upon driving positions. An increase in technological requirements across job functions and a generally tight labor market make workforce development critical to the continuing success of the public transportation industry.
VISION, MISSION, VALUES

VISION
rabbittransit is a champion for mobility changing our world one ride at a time.

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

CORE VALUES
Core Values are the things the organization holds most important and will not compromise.

Safety
Service
Stewardship
STRATEGIC GOALS

GOAL 1  Enhance customers’ mobility by delivering high quality, accessible, safe and reliable services.

GOAL 2  Build an inclusive culture of excellence through a talented and engaged workforce that shares a vision of consistent and reliable service.

GOAL 3  Invest in technologies to continually improve operations, enhance mobility and personalize the customer experience.

GOAL 4  Leverage our position to secure the resources needed to advance sustainable transportation and mobility policy.
GOAL 1

Enhance customers’ mobility by delivering high quality, accessible, safe and reliable services.

STRATEGIES

• Ensure that all facets of our service consistently meet quality standards.
• Improve on-board time and reliability.
• Provide service that is easy to understand and use.
• Emphasize customer service in transit operations and workforce training.
• Modernize the Customer Experience including travel environment and technologies.
• Provide alternative or “right-sized” services in the context of overall system financial capabilities, customer needs and the ability to reduce, maintain or expand the system.
GOAL 2

Build an inclusive culture of excellence through a talented and engaged workforce that shares a vision of consistent and reliable service.

STRATEGIES

• Become an employer of choice and cultivate a diverse and highly skilled workforce.

• Recognize employees for outstanding performance, excellent customer service, innovation and critical thinking.

• Provide learning opportunities that enable employees to be fully proficient.

• Promote equity, social justice and transparency.

• Advancement of an organizational structure that supports the strategic plan.
GOAL 3

Invest in technologies to continually improve operations, enhance mobility and personalize the customer experience.

STRATEGIES

• Lead efforts to evaluate, develop and adapt to emerging technologies and identify how to maximize their synergies with public transit.

• Support staff in assessing, developing, managing and implementing technology for improved service.

• Identify customer-focused approaches to accommodate a variety of mobility opportunities and continue to maximize accessibility.
Leverage our position to secure the resources needed to advance sustainable transportation and mobility policy.

STRATEGIES

• Establish management policies that ensure stability through a variety of economic conditions.

• Coordinate and develop services with other providers to create an integrated and efficient regional transportation system.

• Build knowledge and capacity to influence land use decisions/meet customer expectations.

• Promote the development of Transit Oriented Communities through strategic partnerships.

• Continue to underscore the relevance of public transportation and traffic demand management (TDM).

• Elevate transit’s needs by educating elected officials and citizens on the benefits of public transportation such as its contribution to the region’s economic vitality, sustainability and individual health and well-being.
BOARD OF DIRECTORS

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