

# BARTA Route 1

## Existing Service

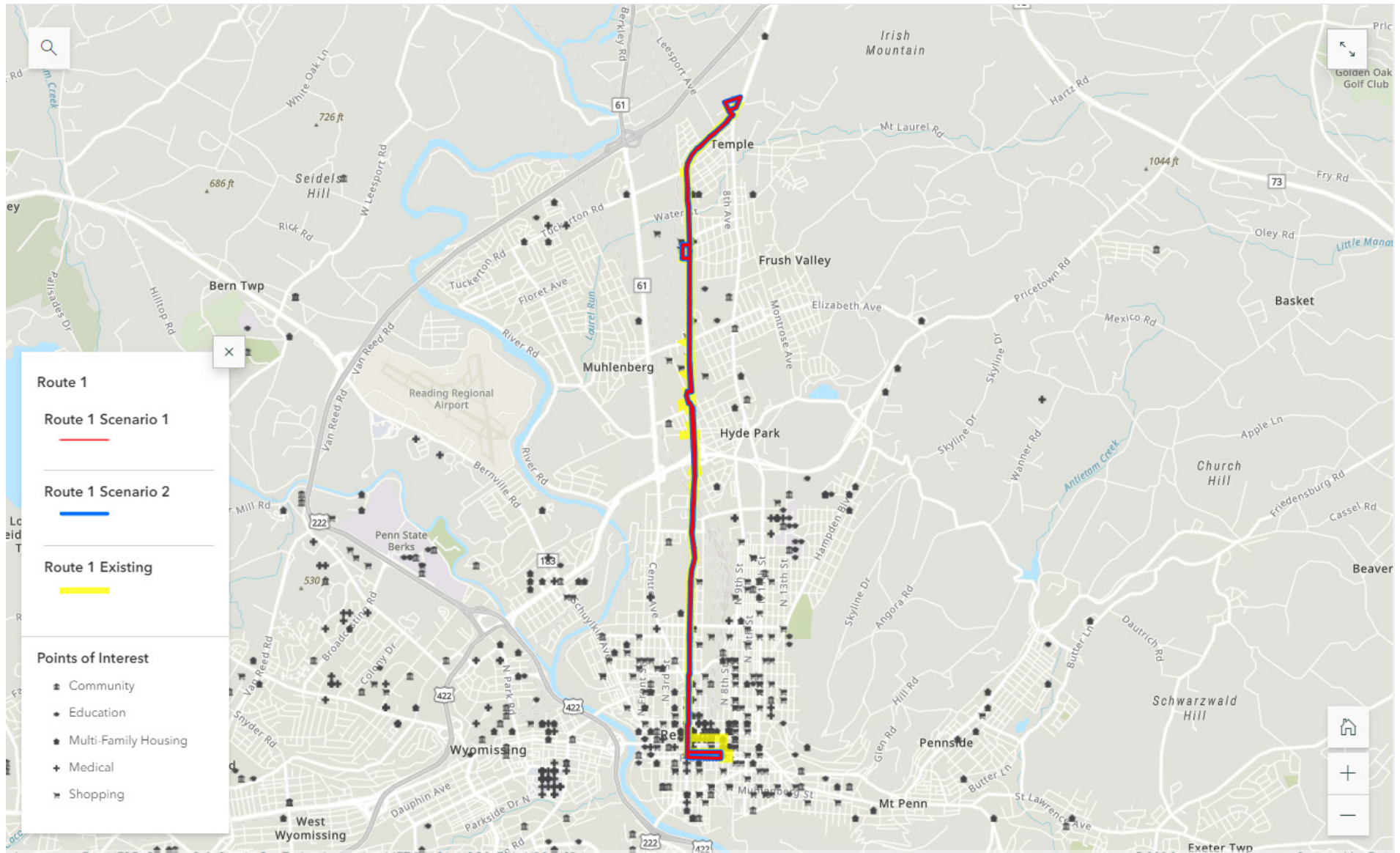
BARTA Transportation Center to North Reading Plaza (Walmart) via 5th Street Highway

## Scenario 1

Route 1 would be similar to the current route alignment.

## Scenario 2

Route 1 would be similar to the current route alignment.



# BARTA Route 2

## Existing Service

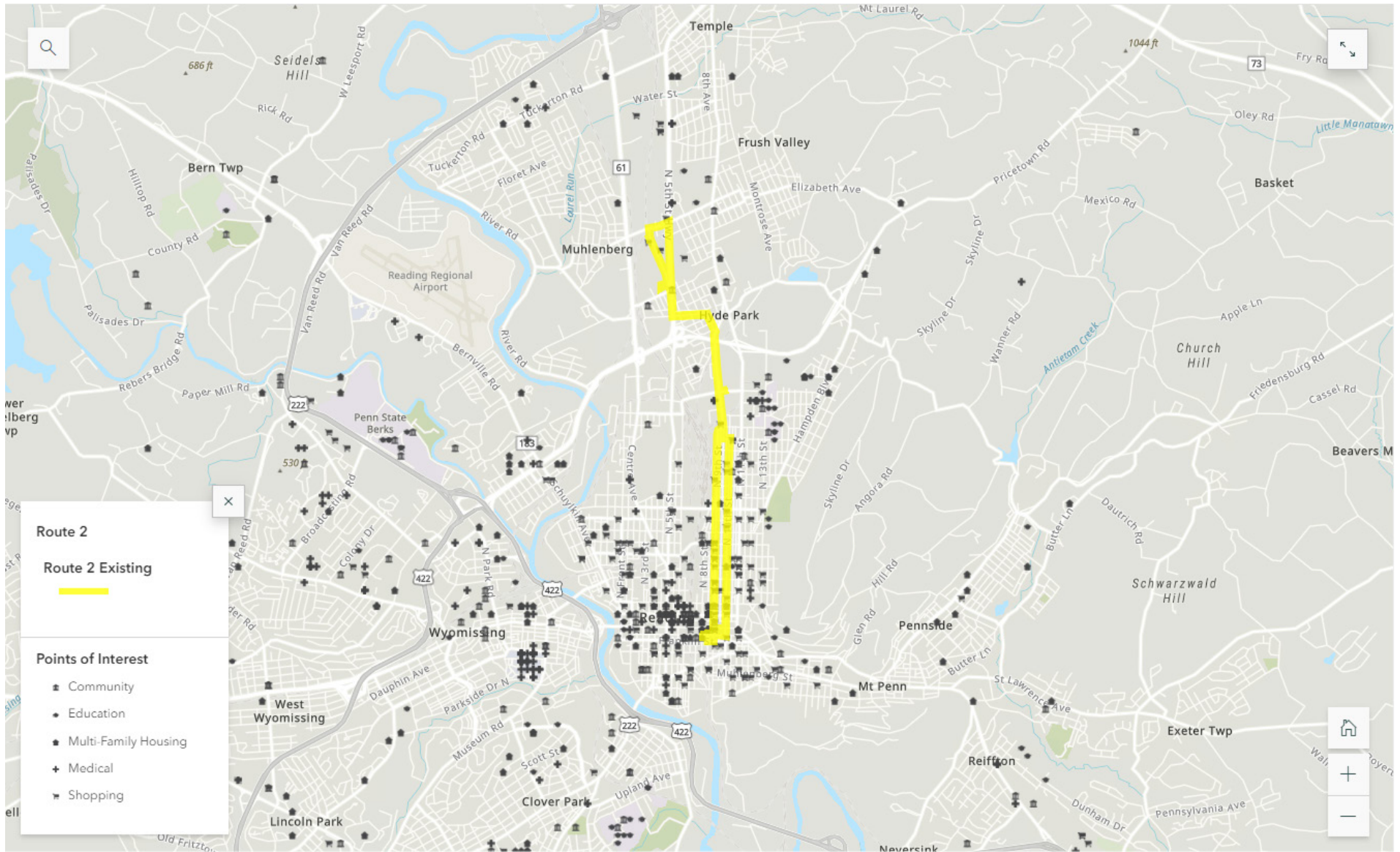
BARTA Transportation Center to Fairgrounds Square Market

## Scenario 1

Route 2 would be eliminated due to low ridership. Connections between east side neighborhoods and Fairgrounds Square Market would be picked up by restructured Route 3 (see Route 3).

## Scenario 2

Route 2 would be eliminated due to low ridership. Connections between east side neighborhoods and Fairgrounds Square Market would be available via Route 3 and a transfer to Route 1 at the BARTA Transportation Center or Walmart on Allentown Pike.





# BARTA Route 3

## Existing Service

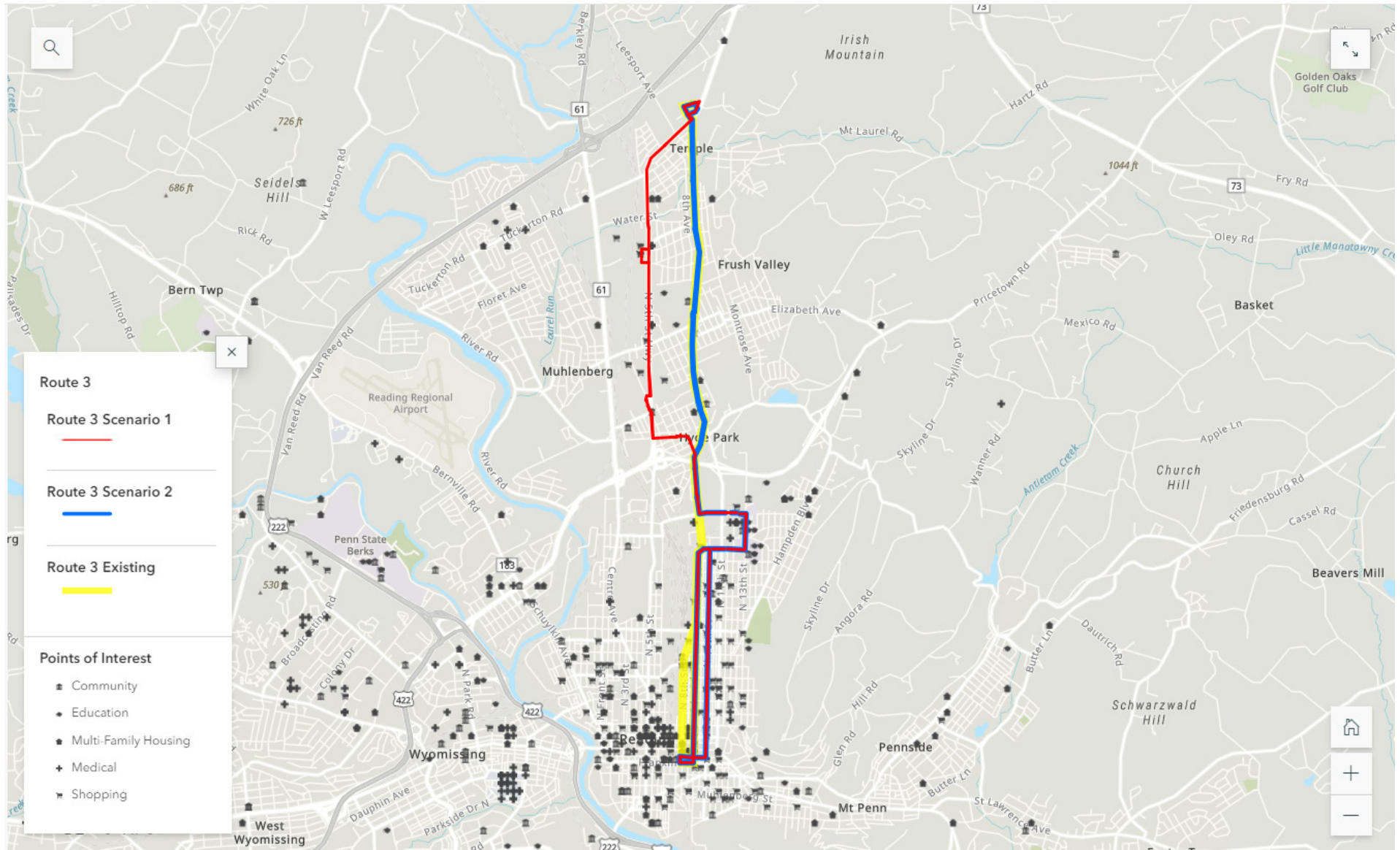
BARTA Transportation Center to North Reading Plaza (Walmart) via Kutztown Road

## Scenario 1

East of downtown Reading, Route 3 southbound service would be shifted from 8th Street to 10th Street to improve access for more residents. Service would be added to Weis Market and Albright College via 13th Street. Service would also be shifted from Kutztown Road to 5th Street Highway to serve more regional destinations.

## Scenario 2

East of downtown Reading, Route 3 southbound service would be shifted from 8th Street to 10th Street for greater ridership potential. Service would be added to Weis Market via 13th Street.



# BARTA Route 4

## Existing Service

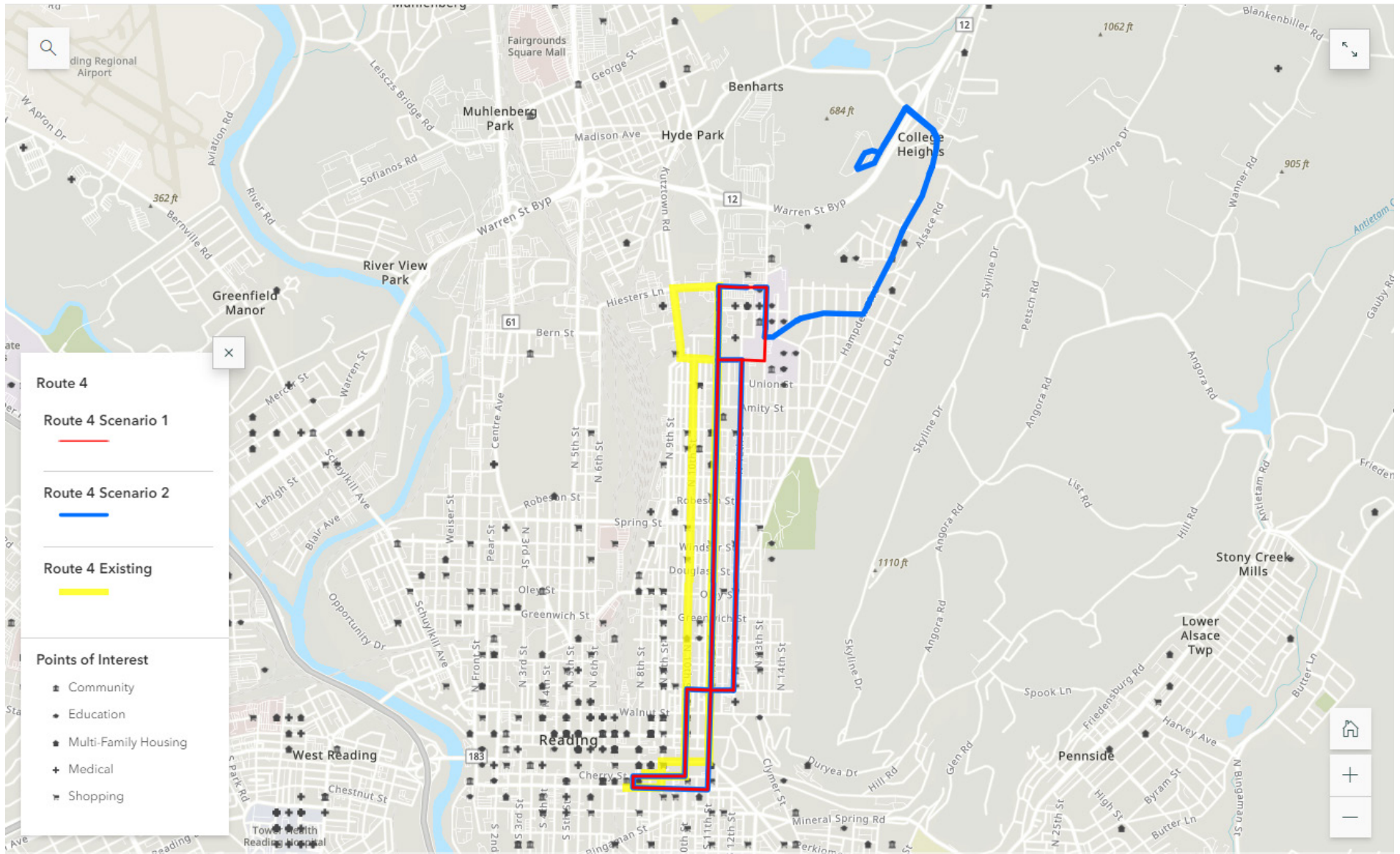
BARTA Transportation Center to Rockland Street and Kutztown Road

## Scenario 1

East of downtown, Route 4 southbound service would be shifted from 10th Street to 12th Street to reduce duplication with Route 3 recommendations. Service would be added to Weis Market and Albright College via 13th Street.

## Scenario 2

East of downtown, southbound service would be shifted from 10th Street to 12th Street to reduce duplication with Route 3 recommendations. North of downtown, service would be added to Weis Market and Albright College, and extended to Reading Muhlenberg Career and Technology Center via Hampden Boulevard.





# BARTA Route 5

## Existing Service

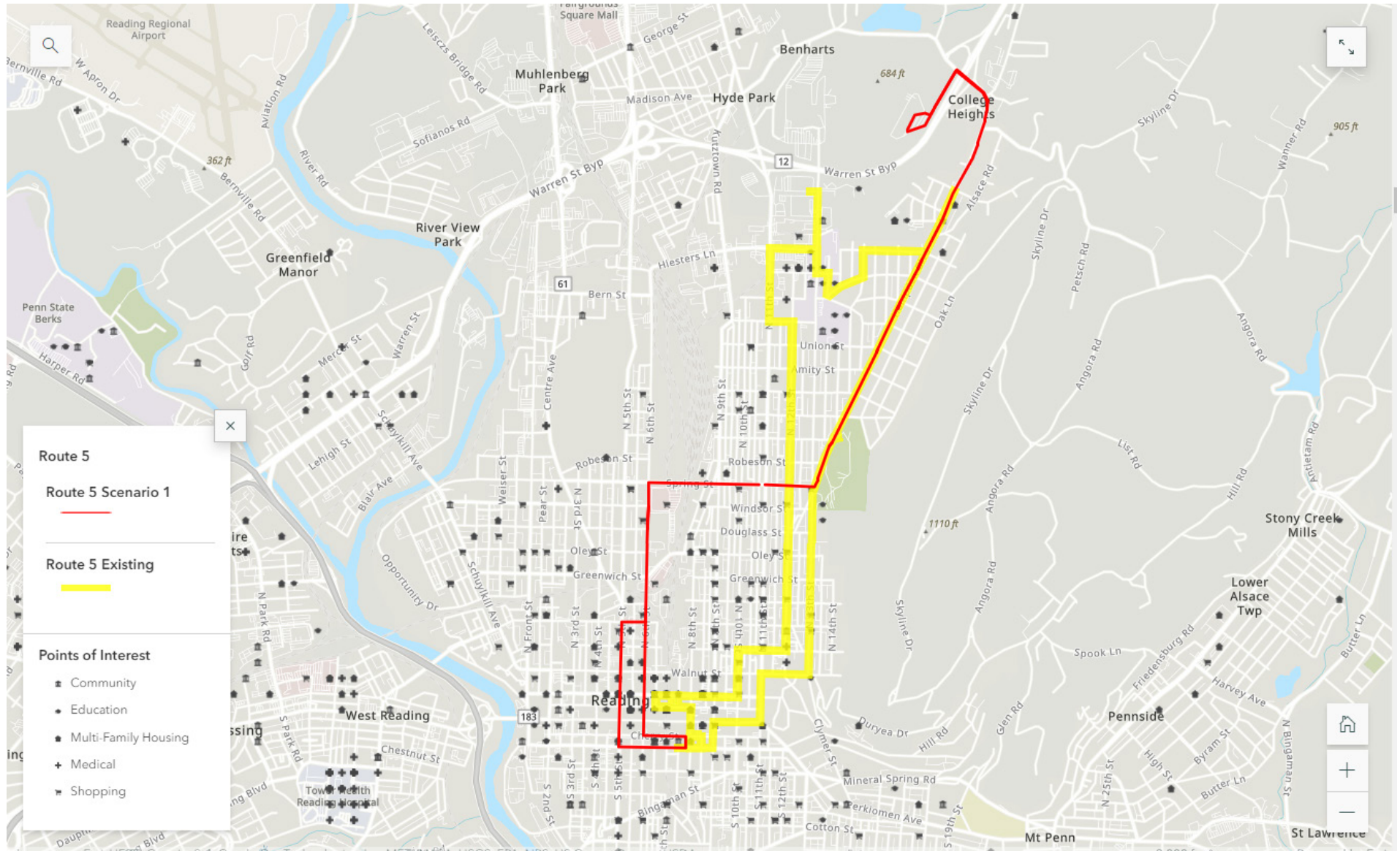
BARTA Transportation Center to Alright College

## Scenario 1

Route 5 would be restructured to provide simplified bi-directional service between downtown Reading and Reading Muhlenberg Career and Technology Center via Albright College and Reading High School. Service would also be shifted to Spring Street to link east side neighborhoods to grocery destinations near 6th Street

## Scenario 2

Route 5 would be eliminated, with much of its coverage picked up by proposed Route 4.



# BARTA Route 7

## Existing Service

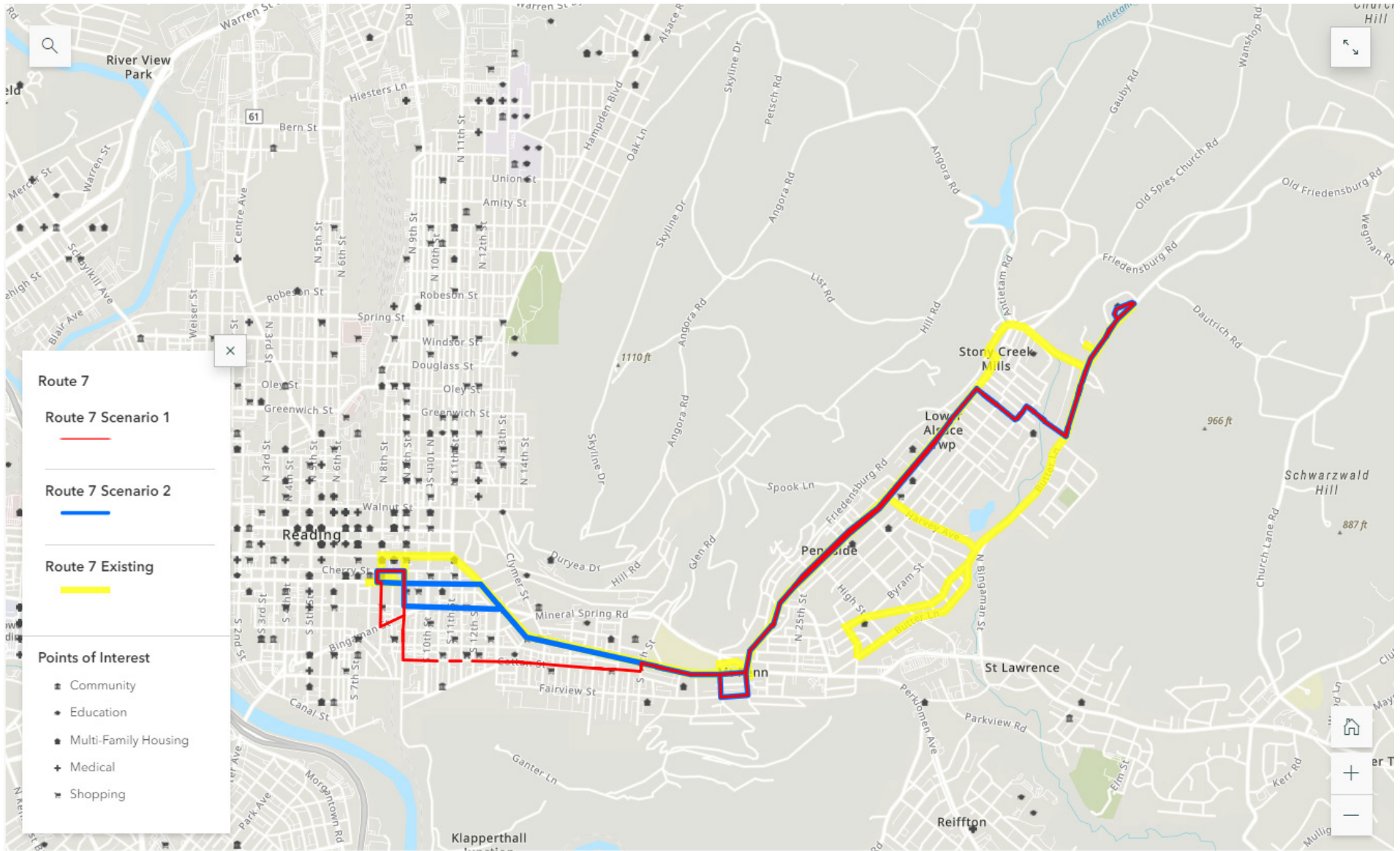
BARTA Transportation Center to Stony Creek Towne Houses

## Scenario 1

Route 7 would be restructured to provide simplified bi-directional service between downtown Reading and Stony Creek Towne Houses via Carsonia Avenue, where ridership potential is higher than Butter Lane. Service would also be shifted from Perkiomen Avenue to Cotton Street to reduce duplication with Route 8 recommendations.

## Scenario 2

Route 7 would be restructured to provide simplified bi-directional service between downtown Reading and Stony Creek Towne Houses via Carsonia Avenue, where ridership potential is higher than Butter Lane.





# BARTA Route 8

## Existing Service

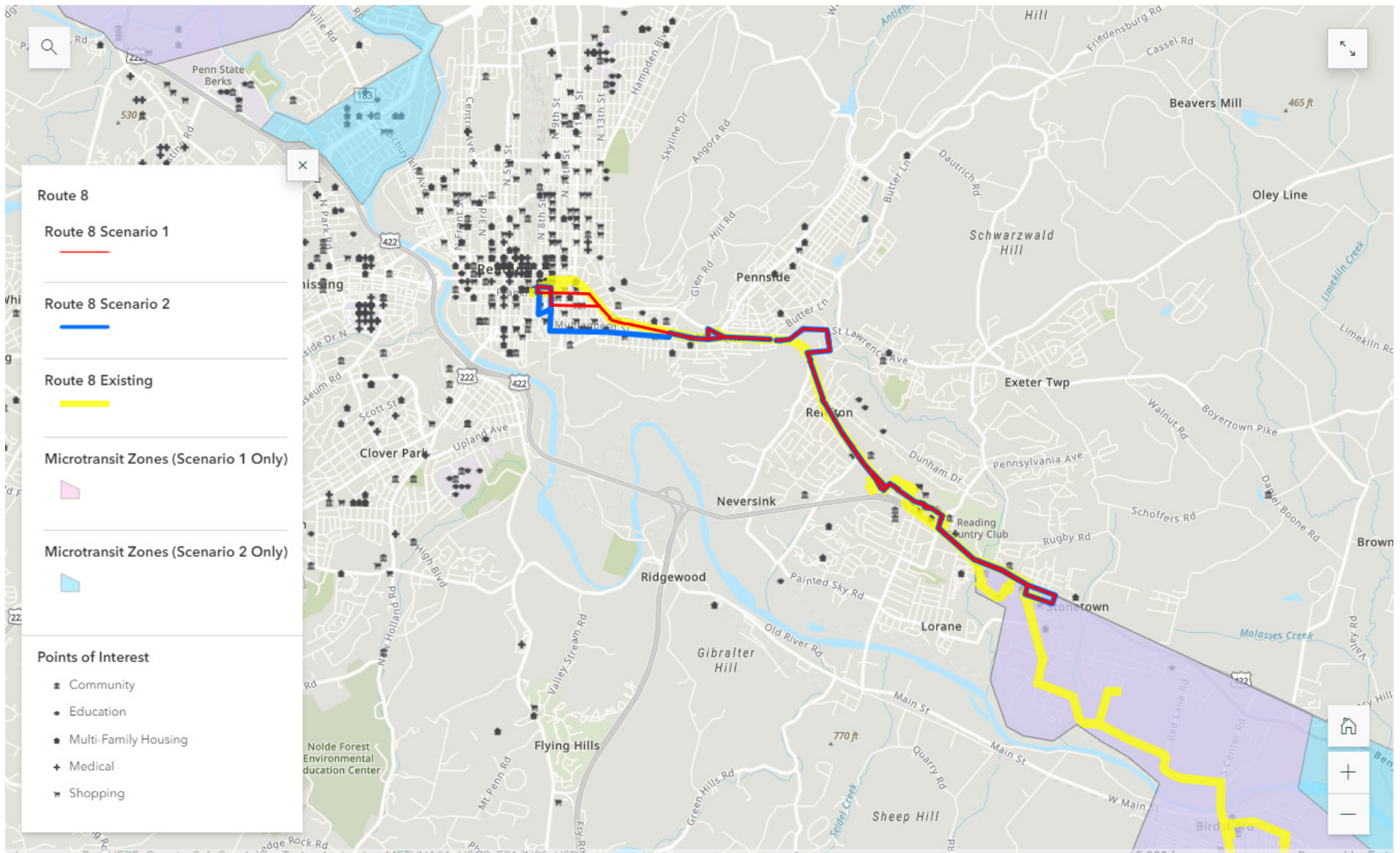
BARTA Transportation Center to Birdsboro via Perkiomen and Benjamin Franklin Highway

## Scenario 1

Route 8 service would be truncated at Walmart to focus on areas with the highest ridership potential. Birdsboro coverage would be picked up by a proposed microtransit service.

## Scenario 2

Route 8 service would be truncated at Walmart to focus on areas with the highest ridership potential. Birdsboro coverage picked up by a proposed microtransit service. Service would also be shifted to Cotton Street to reduce duplication with Route 7 recommendations.



# BARTA Route 9

## Existing Service

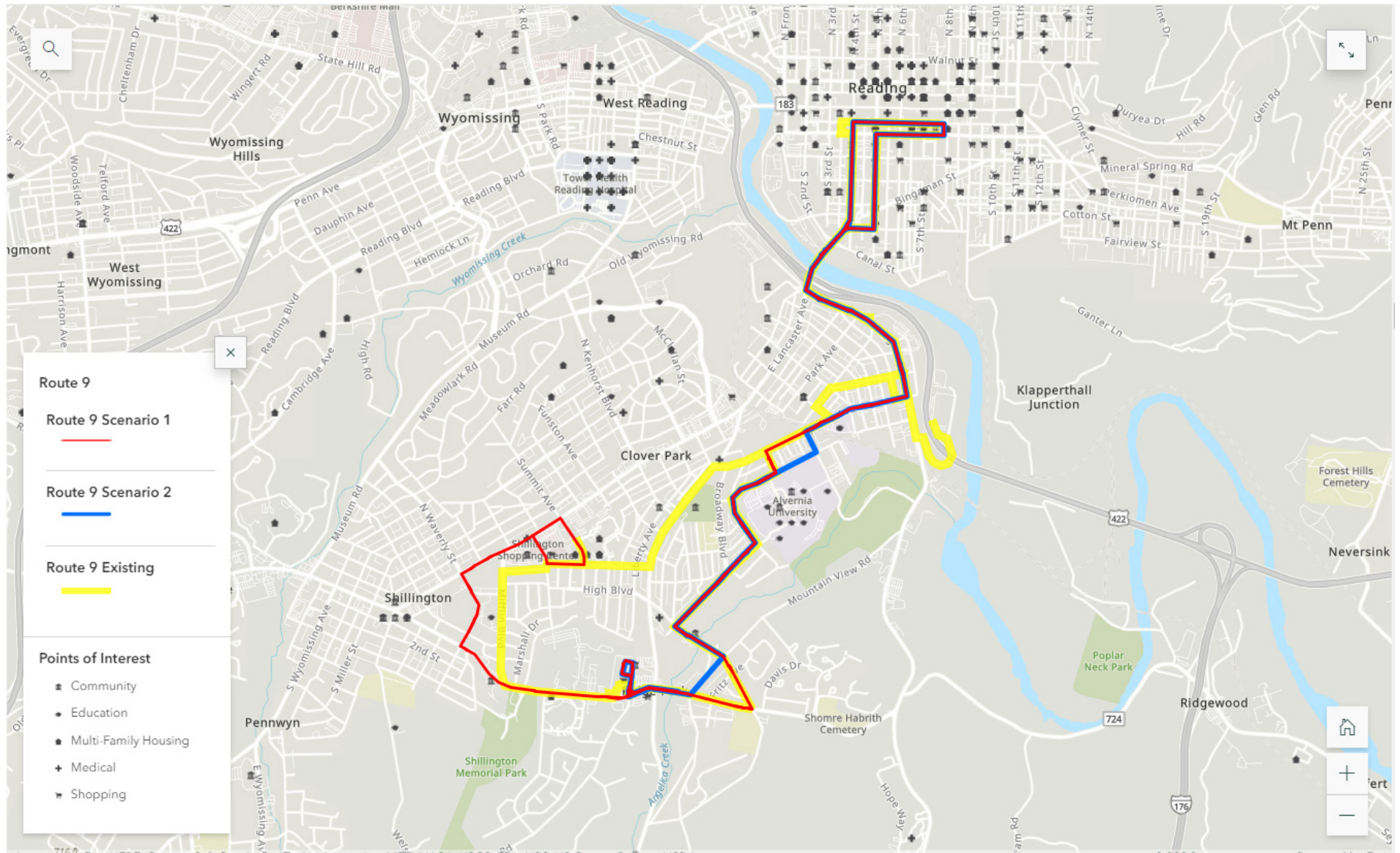
BARTA Transportation Center to Kenhorst Plaza (Redner's) and Alvernia University

## Scenario 1

Route 9 would be restructured to provide simplified bi-directional service between downtown Reading and Giant on Lancaster Avenue, via Alvernia University, Redner's, and Governor Mifflin High School.

## Scenario 2

Route 9 would be restructured to provide simplified bi-directional service between downtown Reading and Redner's via Alvernia University.





# BARTA Route 10

## Existing Service

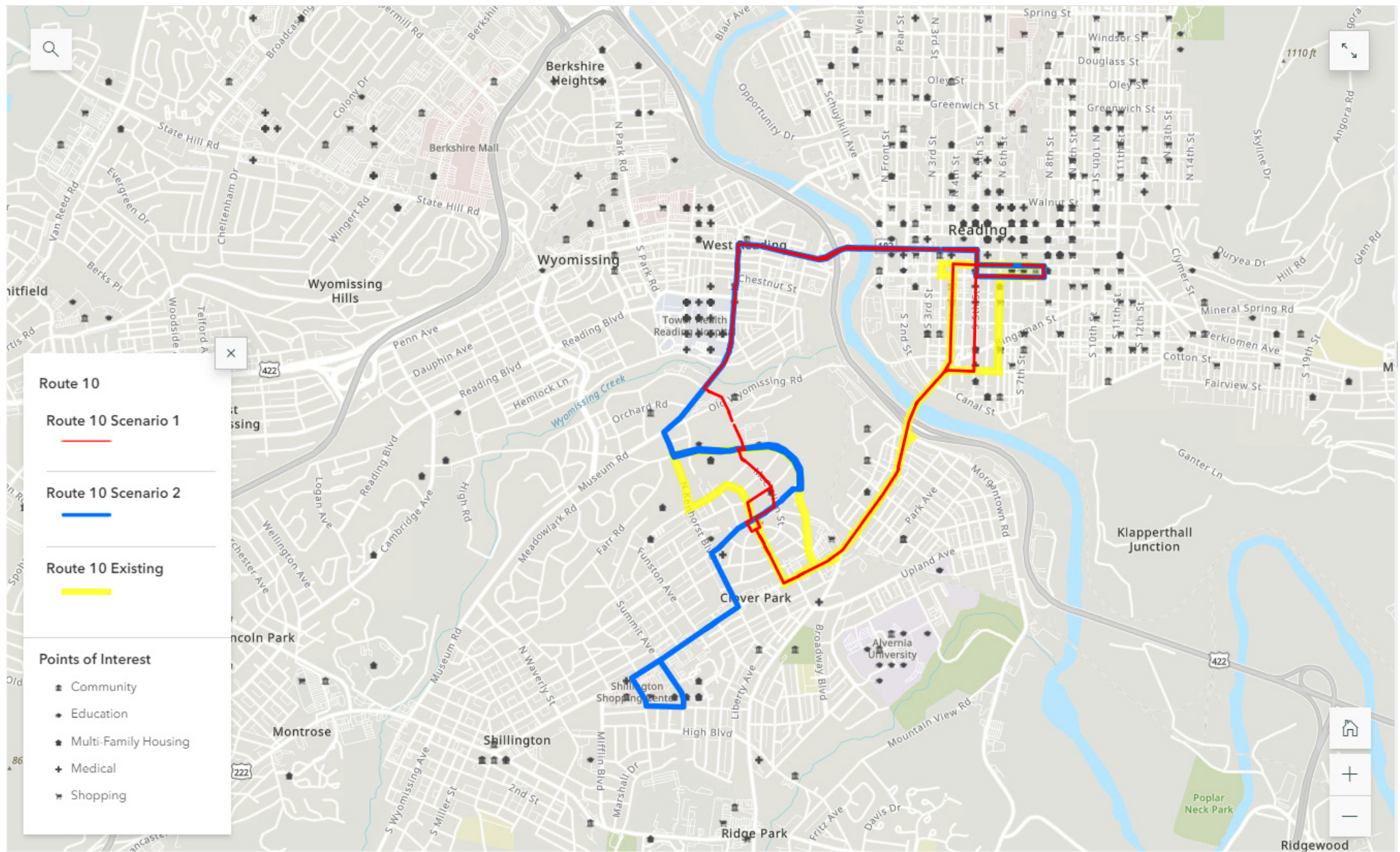
BARTA Transportation Center to Wyomissing Boulevard (Reading Housing Authority - Oakbrook Homes)

## Scenario 1

Route 10 would be restructured to provide bi-directional circulation between downtown Reading, the Lancaster Avenue corridor, Reading Housing Authority - Oakbrook Homes, Reading Hospital, and the Penn Avenue corridor.

## Scenario 2

Route 10 would be restructured to provide bi-directional service between downtown Reading and Giant on Lancaster Avenue, via Reading Hospital and Reading Housing Authority - Oakbrook Homes.





# BARTA Route 11

## Existing Service

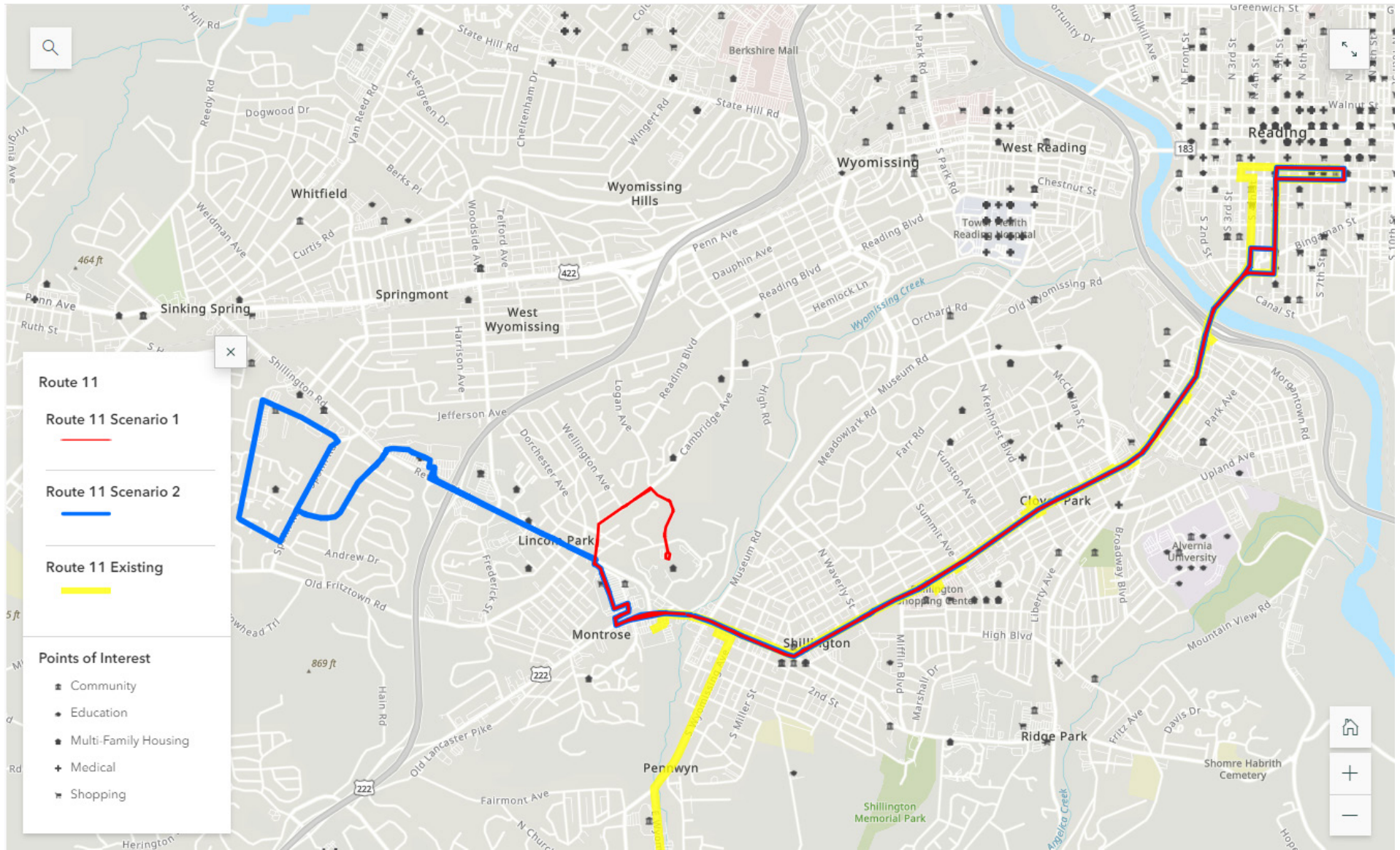
BARTA Transportation Center to Mohnton via Lancaster Avenue and Wyomissing Avenue

## Scenario 1

Route 11 would be restructured to operate between downtown Reading and The Highlands at Wyomissing via Lancaster Avenue and Grocery Outlet on Revere Boulevard.

## Scenario 2

Route 11 would be restructured to operate between downtown Reading and Berkshire Hills in Sinking Spring to better link multifamily housing with grocery and retail destinations.





# BARTA Route 12

## Existing Service

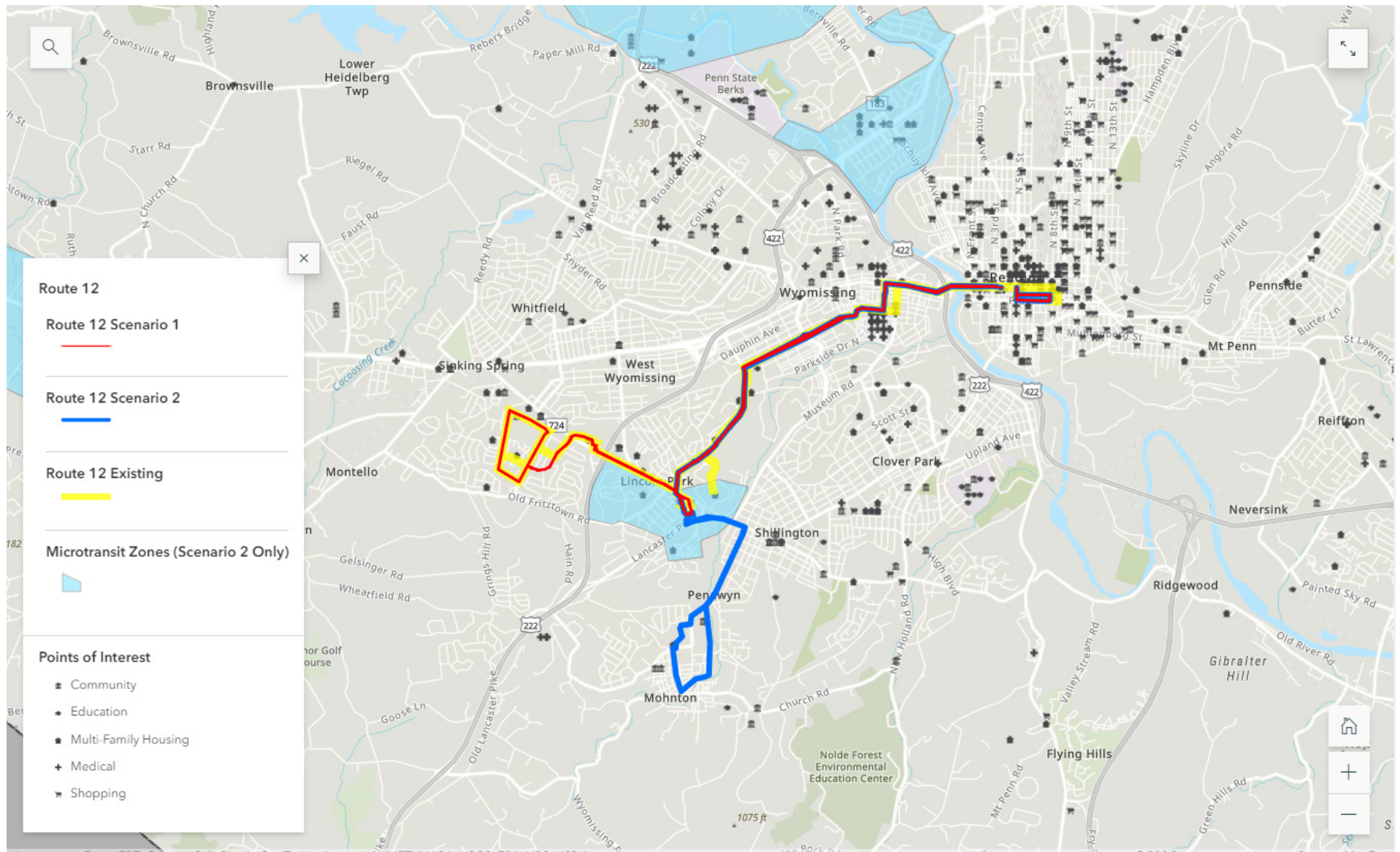
BARTA Transportation Center to Berkshire Hills in Sinking Spring via Reading Hospital

## Scenario 1

Route 12 would be similar to the current route alignment, but with service to The Highlands at Wyomissing shifted to proposed Route 11 to reduce out-of-direction deviations.

## Scenario 2

Route 12 would be restructured to operate between downtown Reading and Mohnton via Reading Boulevard and Cambridge Avenue. Service to Berkshire Hills would be picked up by proposed Route 11. Service to The Highlands at Wyomissing would be picked up by a proposed microtransit service.



# BARTA Route 14

## Existing Service

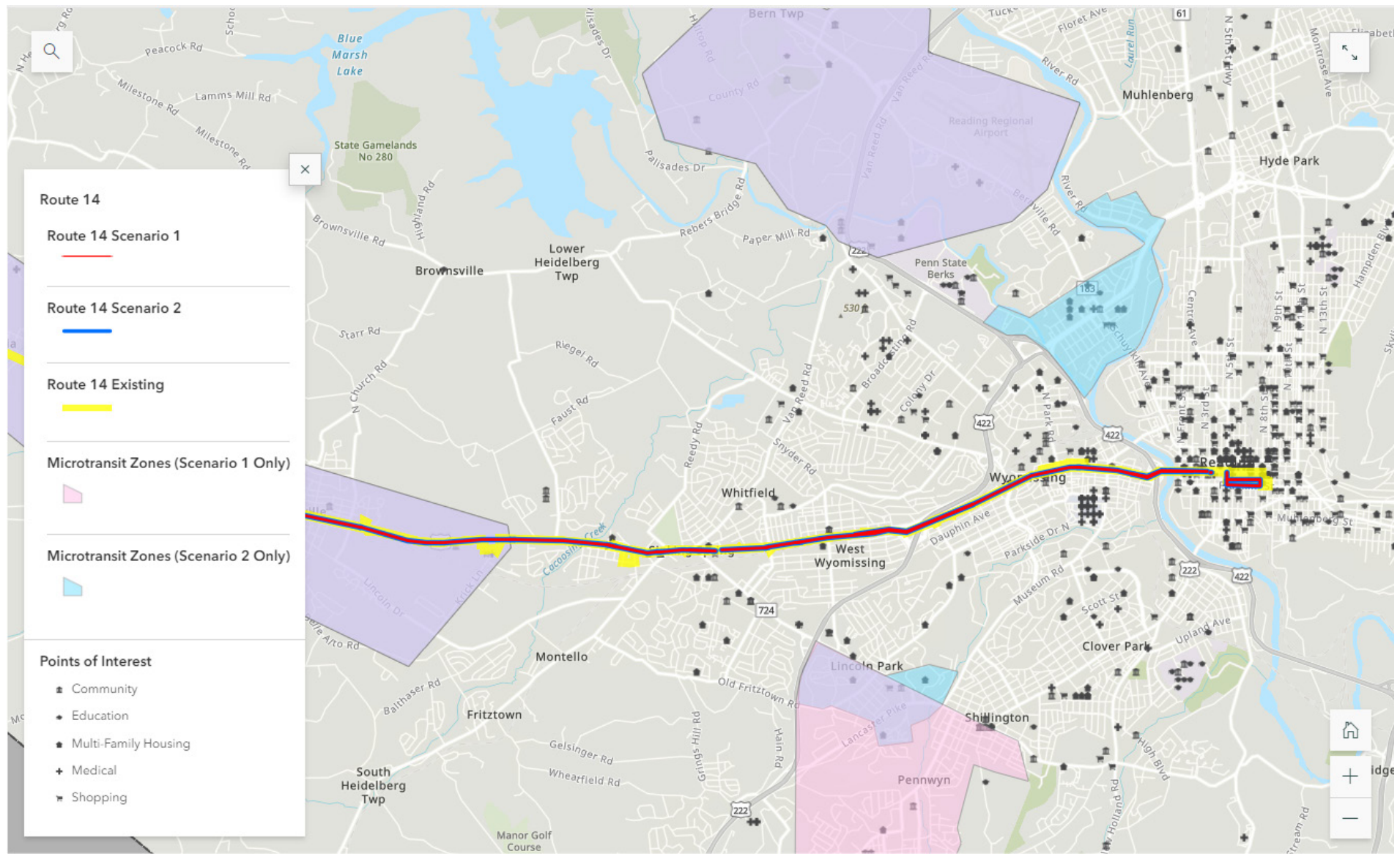
BARTA Transportation Center to Wernersville State Hospital and Womelsdorf Park-and-Ride via Penn Avenue

## Scenario 1

Route 14 service would be truncated at Wernersville State Hospital, with Robesonia and Womelsdorf coverage picked up by a proposed microtransit service.

## Scenario 2

Route 14 service would be truncated at Wernersville State Hospital, with Robesonia and Womelsdorf coverage picked up by a proposed microtransit service.





# BARTA Route 15

## Existing Service

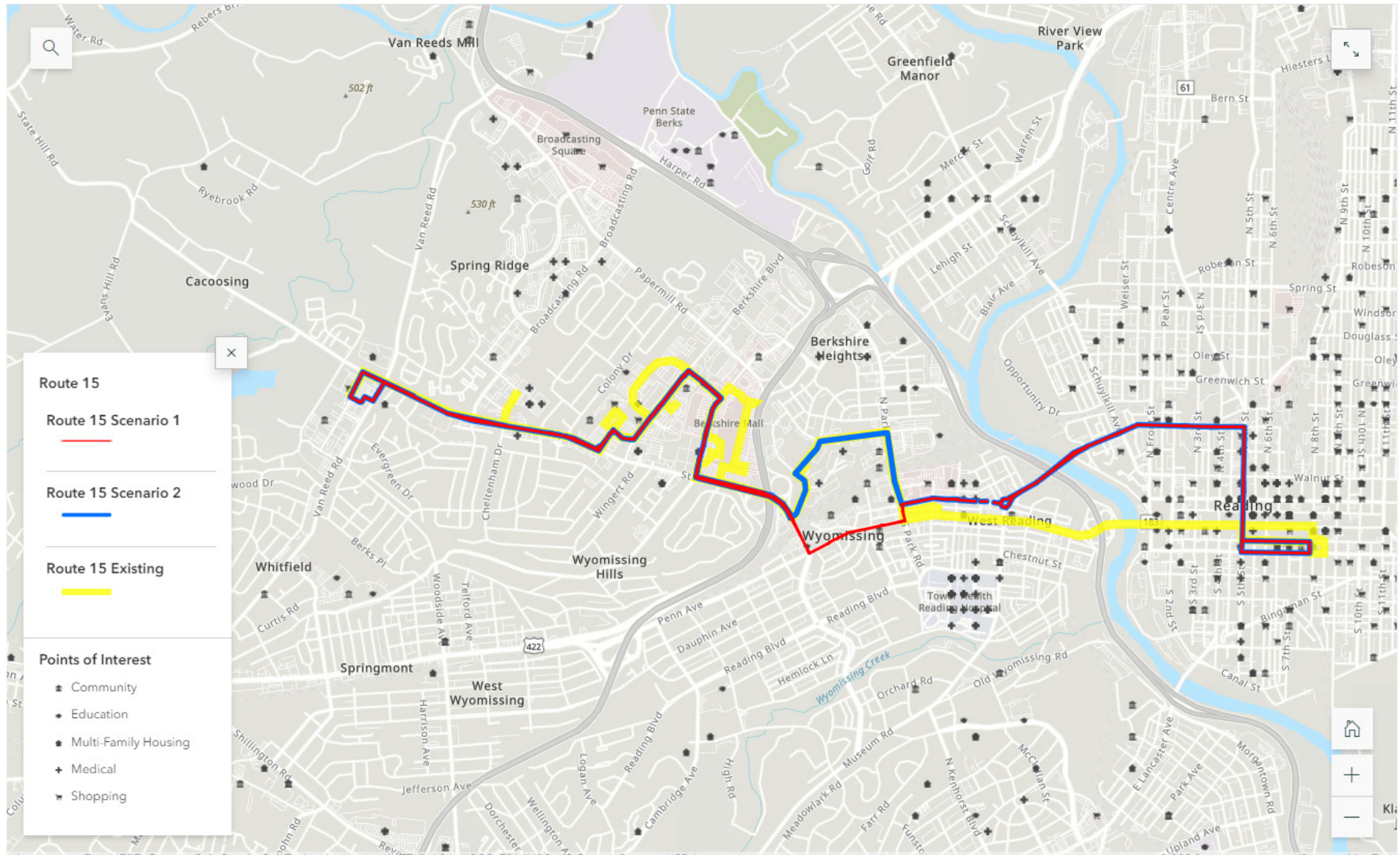
BARTA Transportation Center to Berkshire Mall and Giant on State Hill Road

## Scenario 1

In the vicinity of Berkshire Mall, Route 15 service would be simplified and streamlined. Service would also be shifted from Penn Street to Buttonwood Street to reduce duplication with Route 16 recommendations. Wyomissing and Spring Street coverage would be picked up by a restructured Route 16.

## Scenario 2

In the vicinity of Berkshire Mall, Route 15 service would be simplified and streamlined. Service would also be shifted from Penn Street to Buttonwood Street to reduce duplication with Route 16 recommendations.





# BARTA Route 16

## Existing Service

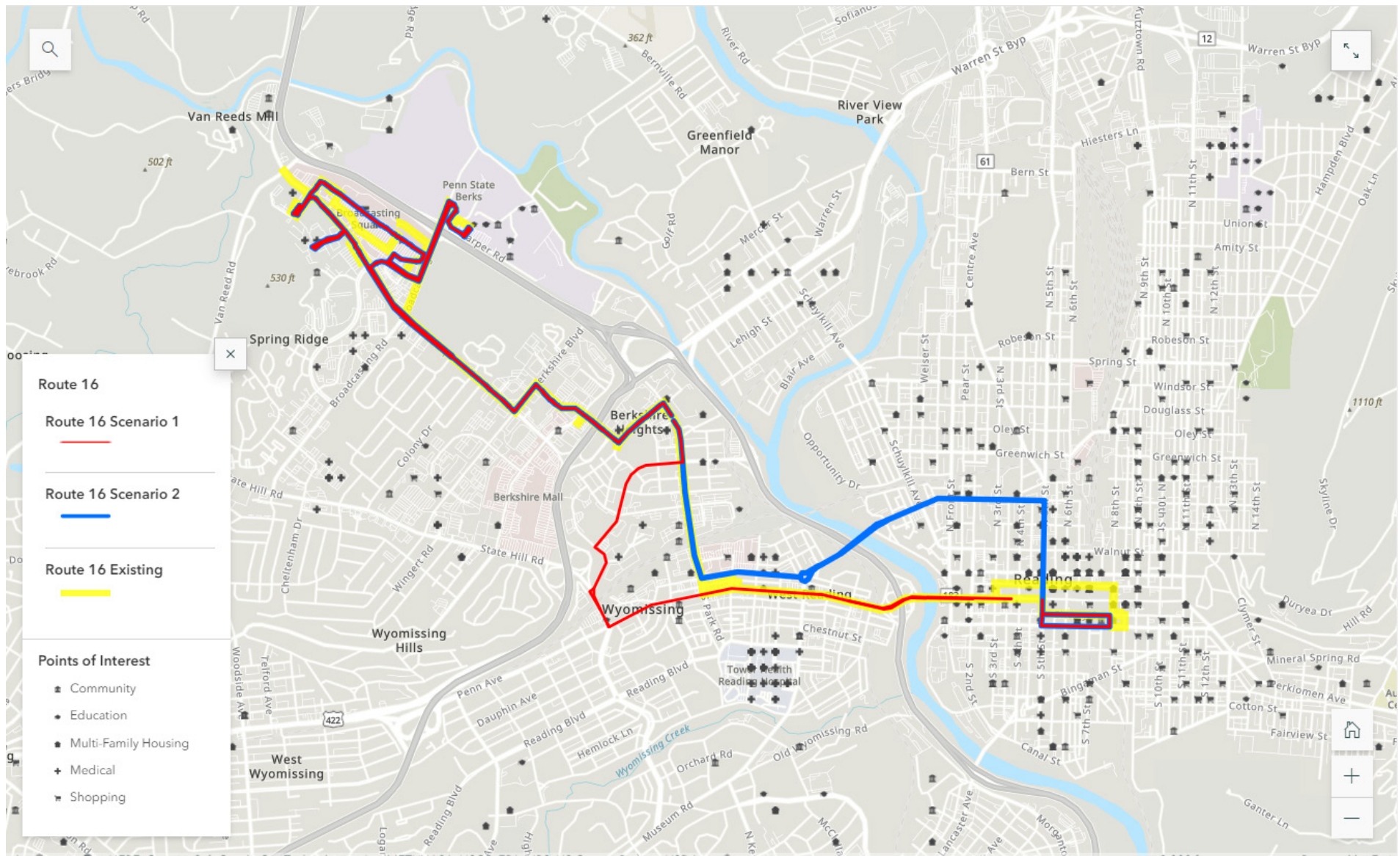
BARTA Transportation Center to Penn State Berks and Broadcasting Square (Target)

## Scenario 1

Route 16 would be restructured to serve Penn State Berks after Broadcasting Square to allow for bi-directional service between the campus and retail center. Service would also be shifted from Park Road to Spring Street and Wyomissing Boulevard to help streamline Route 15.

## Scenario 2

Route 16 would be restructured to serve Penn State Berks after Broadcasting Square to allow for bi-directional service between the campus and retail center. Service would also be shifted from Penn Street to Buttonwood Street to reduce duplication with Route 15 recommendations.





# BARTA Route 17

## Existing Service

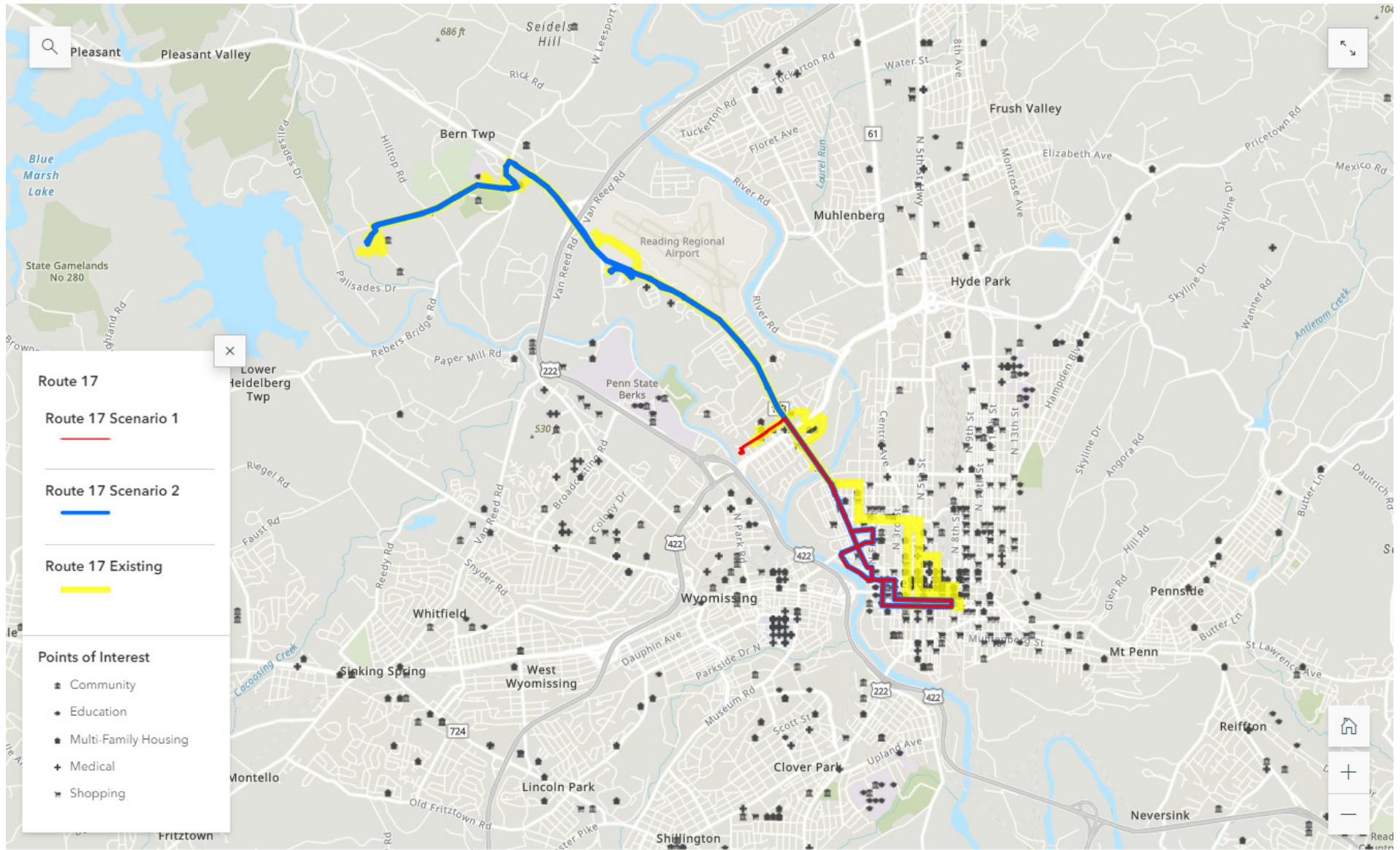
BARTA Transportation Center to Airport Industrial Park and Berks Heim via Penn State Health St. Joseph Medical Center

## Scenario 1

Route 17 service would be truncated near Jamestown Village Apartments. Destinations further north would be picked up by proposed Route 18 and a proposed microtransit service. Service would also be shifted from Greenwich Street to Schuylkill Avenue to add Fine Fare Supermarket and Reading Housing Authority to the route.

## Scenario 2

Route 17 service would be streamlined to reduce parking lot operations and unprotected left turns. Direct service to key destinations would be provided by a proposed microtransit service. Service would also be shifted from Greenwich Street to Schuylkill Avenue to add Fine Fare Supermarket and Reading Housing Authority to the route.



# BARTA Route 18

## Existing Service

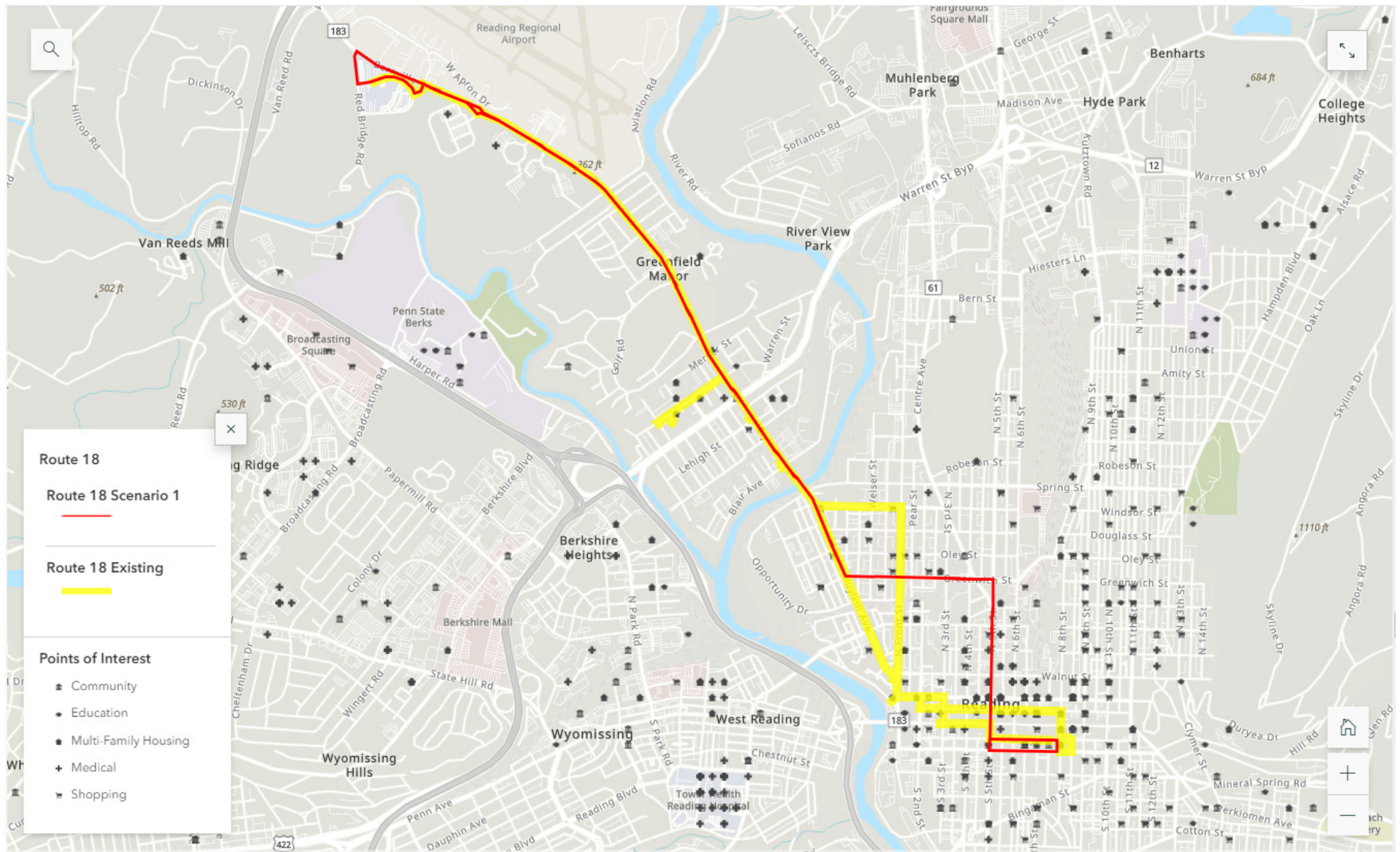
BARTA Transportation Center to Windsor Street and St. Joseph Medical Center

## Scenario 1

Route 18 service would be extended to St. Joseph Medical Center on all trips for simplicity and consistency. Service would also be shifted from Front Street to Greenwich Street to pick up coverage from Route 17.

## Scenario 2

Route 18 would be eliminated, with its coverage picked up by Route 17.





# BARTA Route 19

## Existing Service

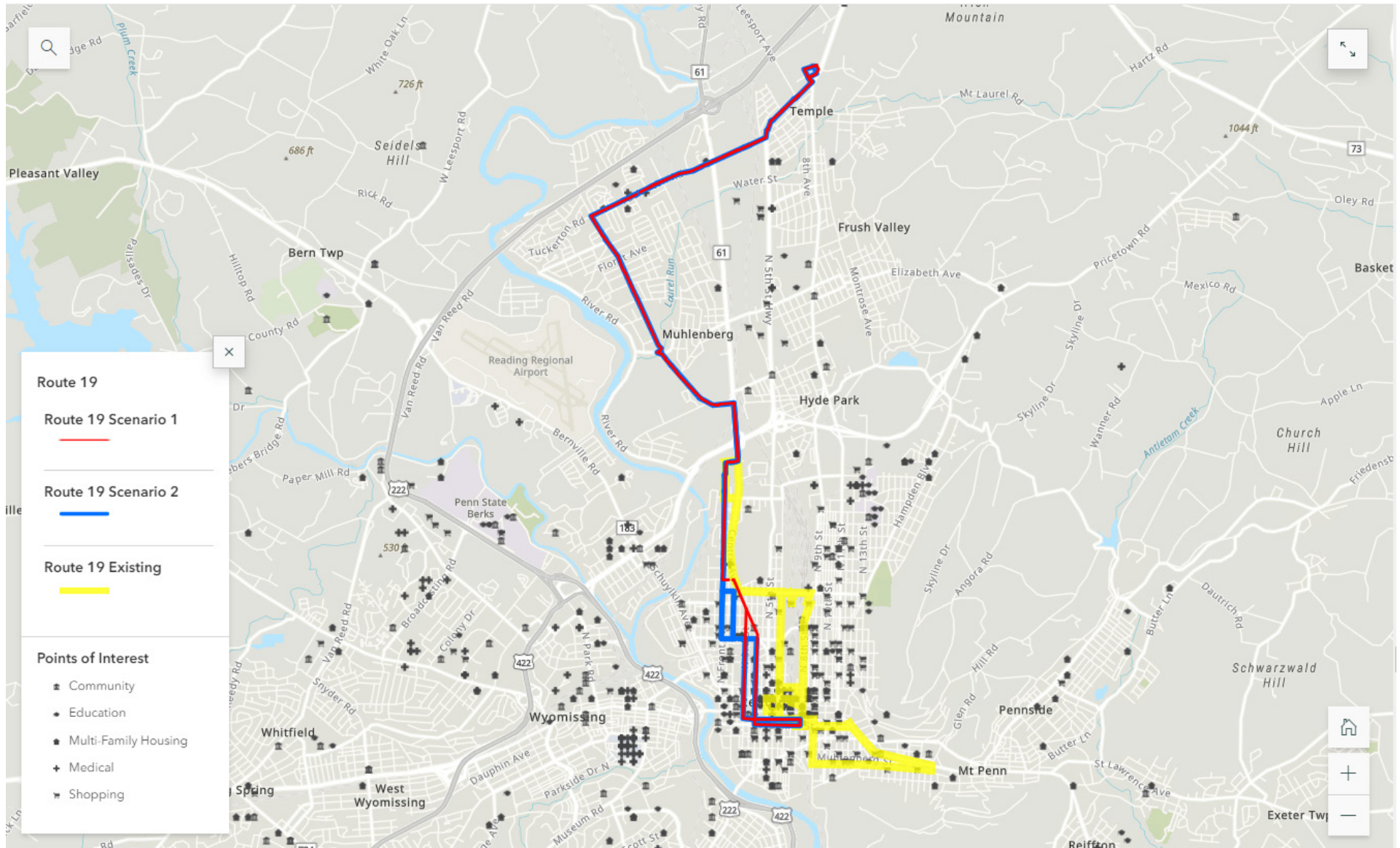
19th and Cotton Street to FirstEnergy Stadium via BARTA Transportation Center

## Scenario 1

The Cotton Street branch of Route 19 would be eliminated to reduce duplication with proposed routes 7 and 8. The northern branch of Route 19 would be restructured to operate between downtown Reading and Walmart via Stoudts Ferry Bridge Road and Tuckerton Road. Service would be shifted from 6th and 8th Street to 3rd and 4th Street to reduce duplication with proposed Route 5 and to improve functionality of the route. Service would also be shifted from Centre Avenue to Front Street to improve job-access opportunities.

## Scenario 2

The Cotton Street branch of Route 19 would be eliminated to reduce duplication with proposed routes 7 and 8. The northern branch of Route 19 would be restructured to operate between downtown Reading and Walmart via Stoudts Ferry Bridge Road and Tuckerton Road. Service would be shifted from 6th and 8th Street to 3rd and 4th Street to reduce duplication with proposed Route 5 and to improve functionality of the route. Service would also be shifted from Spring Street to Front and 2nd Streets to pick up coverage from Route 18. Service would be shifted from Centre Avenue to Front Street to improve job-access opportunities.



# BARTA Route 20

## Existing Service

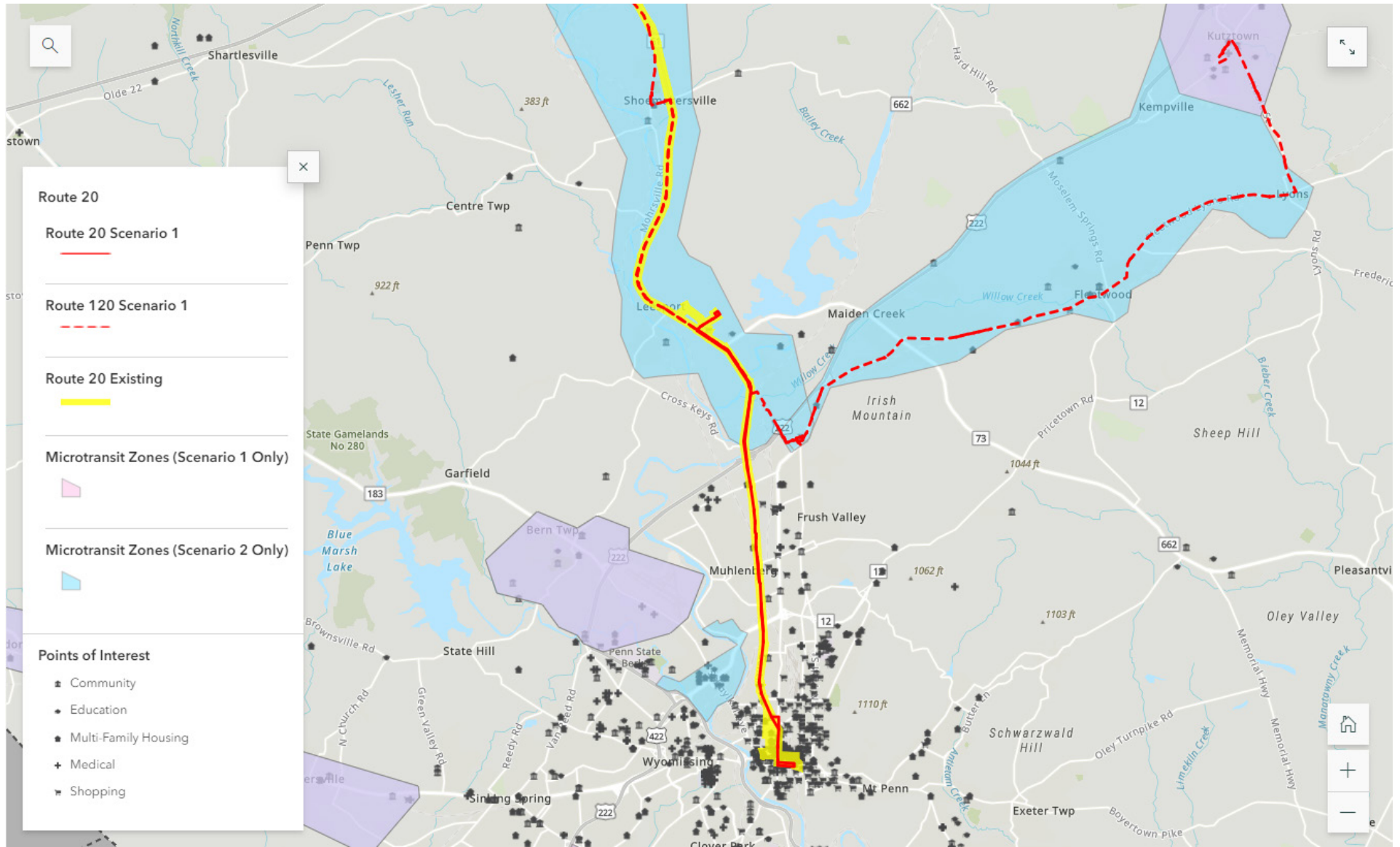
BARTA Transportation Center to Leesburg and Hamburg

## Scenario 1

Route 20 service would be truncated at Ashley Furniture. Destinations further north would be picked up by proposed Route 120 and a proposed microtransit service.

## Scenario 2

Route 20 would be eliminated, with its coverage picked up by a proposed microtransit service.





# BARTA Route 22

## Existing Service

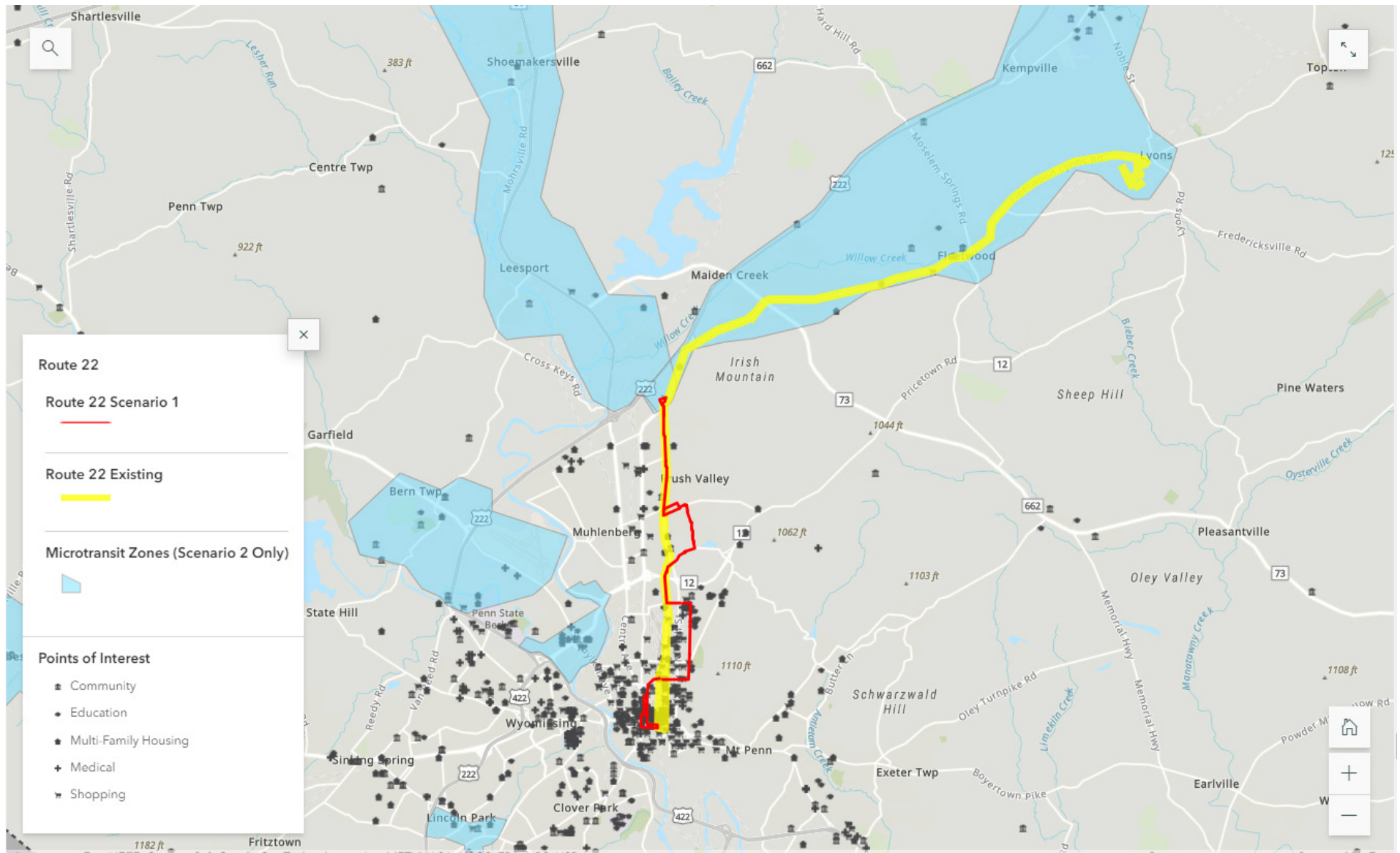
BCRTA Transportation Center to Lyon Station and East Penn - Deka

## Scenario 1

Route 22 service would be truncated at Walmart. Destinations further northeast, including new service to Kutztown, would be picked up by proposed Route 120.

## Scenario 2

Route 22 would be eliminated, with its coverage picked up by a proposed microtransit service.



# BARTA Route 120

## Existing Service

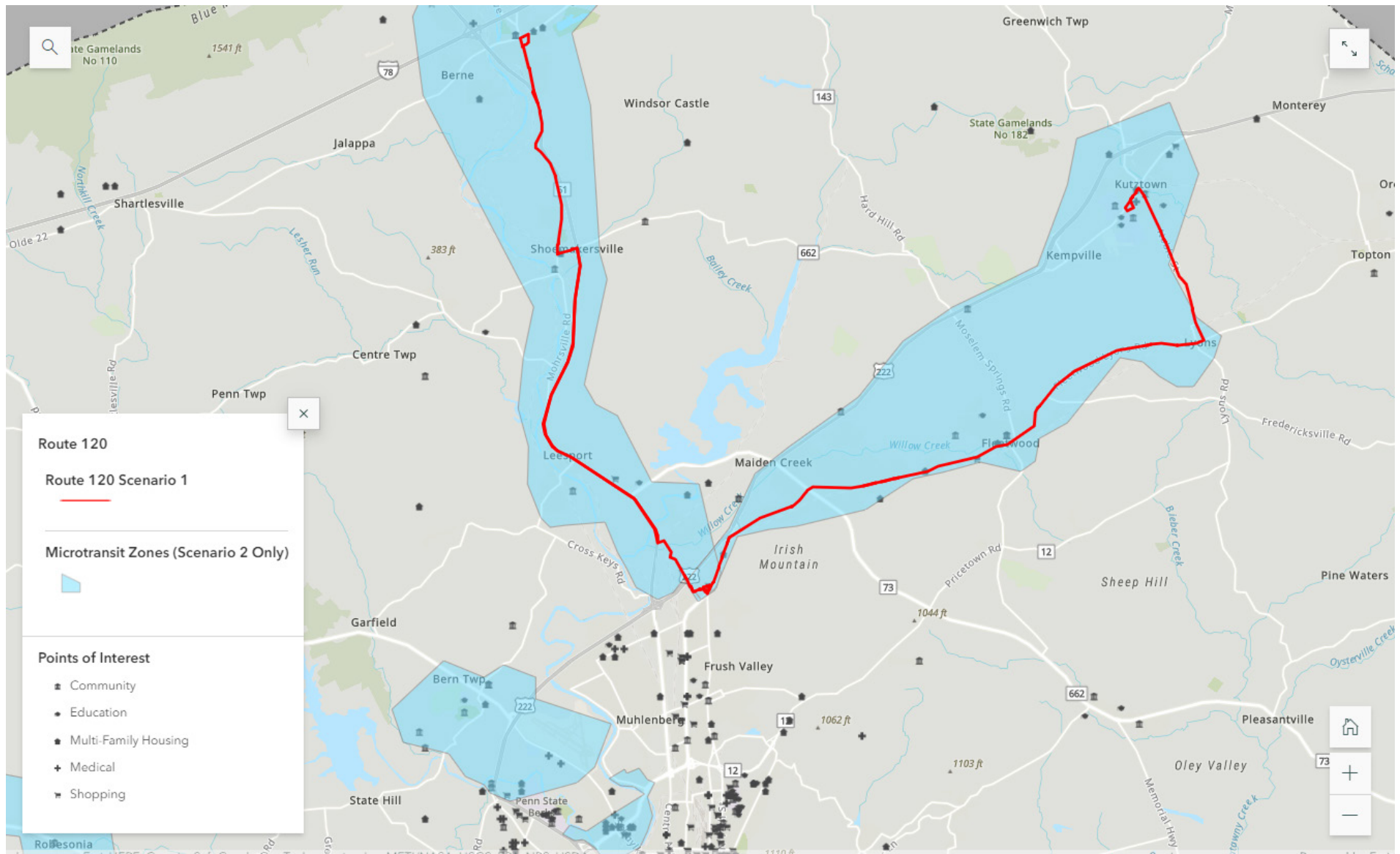
New Route

## Scenario 1

Route 120 would operate as a commuter route anchored at the Walmart on Allentown Pike. Its eastern leg would serve Leesport, Mohrsville, Shoemakersville, and Hamburg. Its western leg would serve Blandon, Fleetwood, Lyons, and Kutztown.

## Scenario 2

Route 120 does not operate in Scenario 2, but its coverage is picked up by a proposed microtransit service.





# BARTA Route Microtransit Service

Existing Service

New Service

Scenario 1

In Scenario 1, microtransit service is primarily used to provide coverage in outlying boroughs surrounding Reading.

Scenario 2

In Scenario 2, the use of microtransit service is expanded, both within Reading and in outlying boroughs.

