

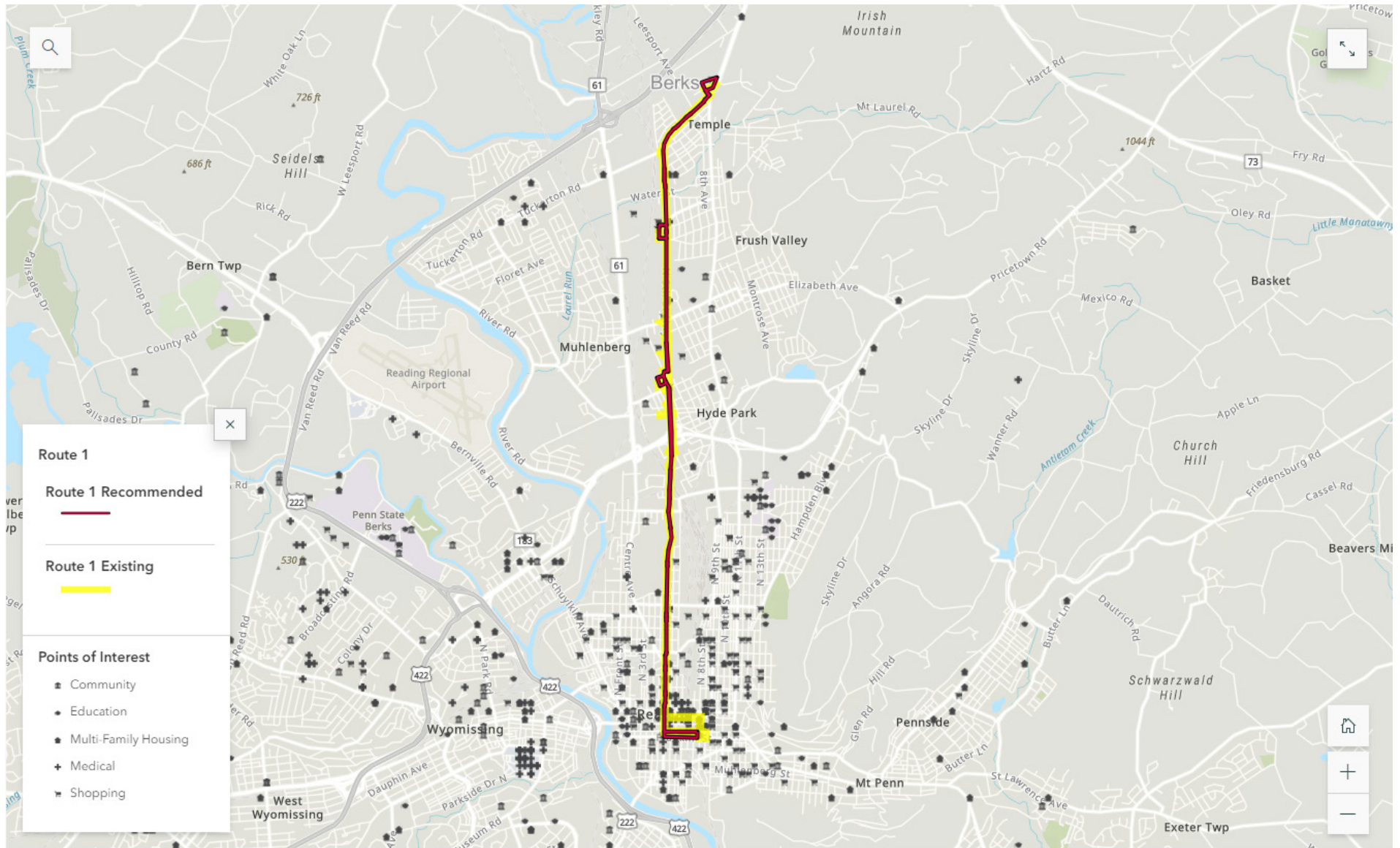
BARTA Route 1

Existing Service

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

Recommendation

Route 1 would be similar to the current route alignment.



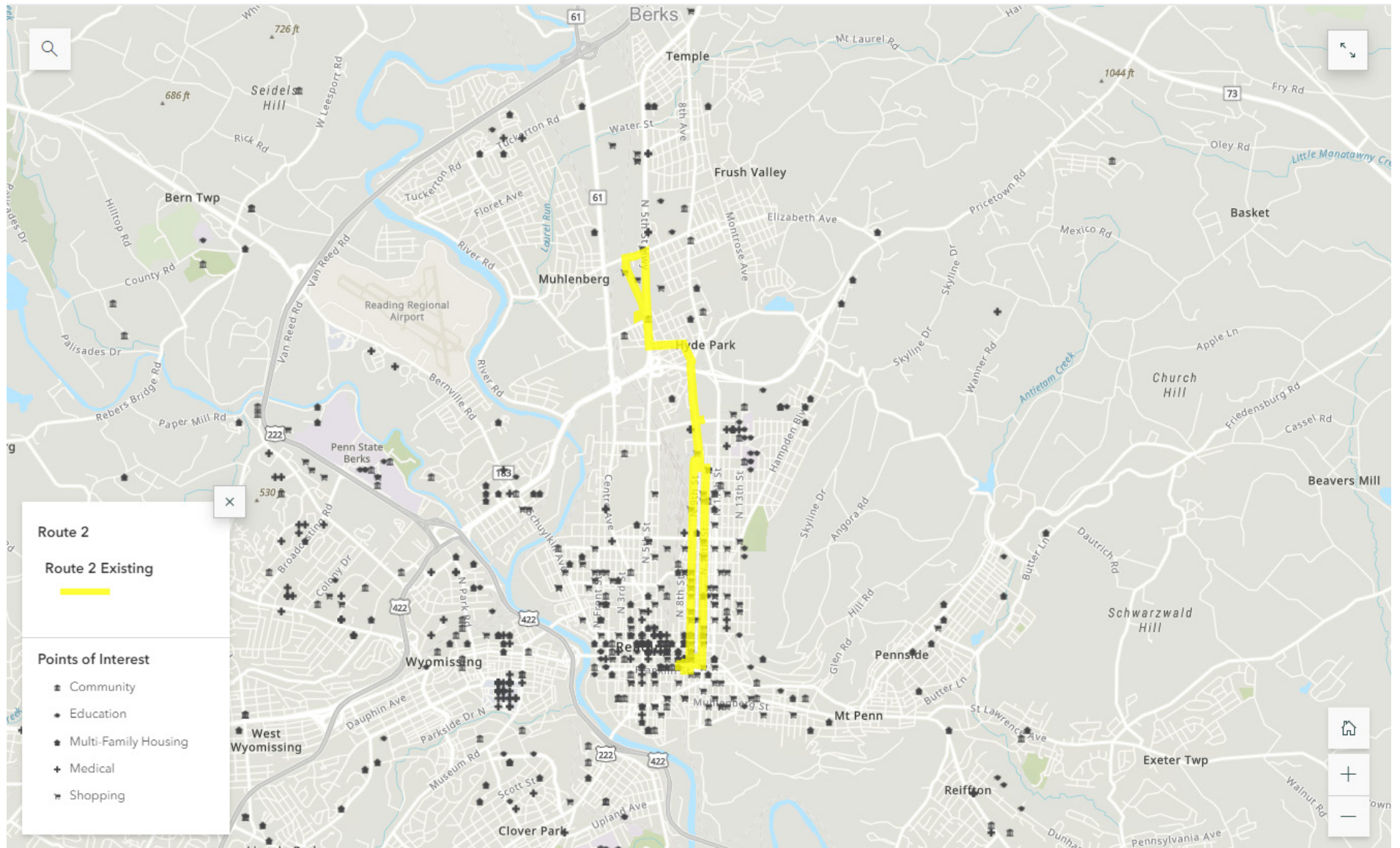
BARTA Route 2

Existing Service

BARTA Transportation Center to Fairgrounds Square Market

Recommendation

Route 2 would be cut due to low ridership. Service to Fairgrounds Square Market would be available from BARTA Transportation Center.



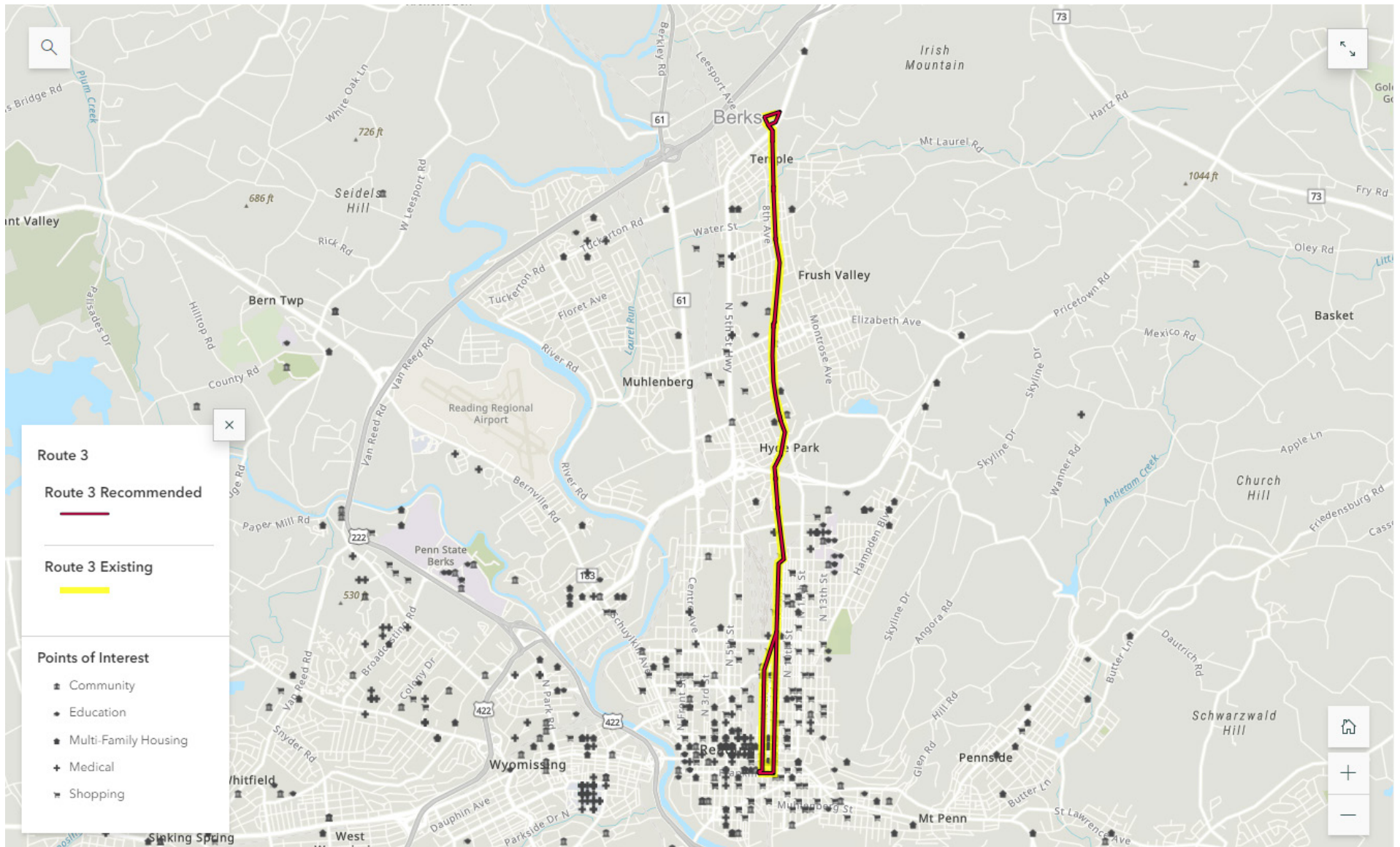
BARTA Route 3

Existing Service

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

Recommendation

Route 3 would be similar to the current route alignment.



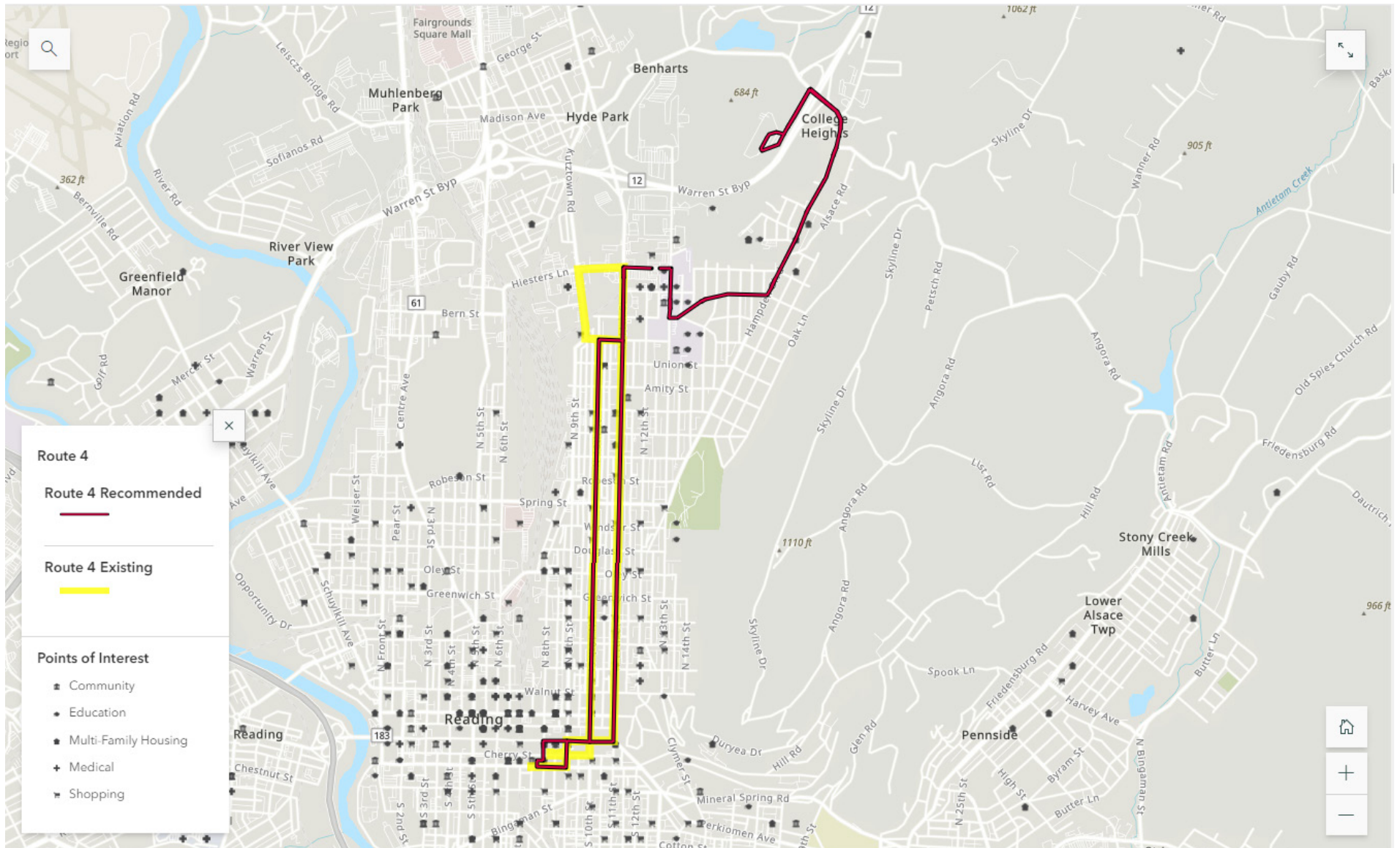
BARTA Route 4

Existing Service

BARTA Transportation Center to Rockland Street and Kutztown Road

Recommendation

Route 4 would be similar to the current route alignment between downtown and Rockland Street. From Rockland Street, the route would turn east to serve Weis Market, Albright College, and Reading Muhlenberg Career and Technology Center via Hampden Boulevard. Service to Pennsylvania CareerLink on Kutztown Road would be picked up by Route 5.



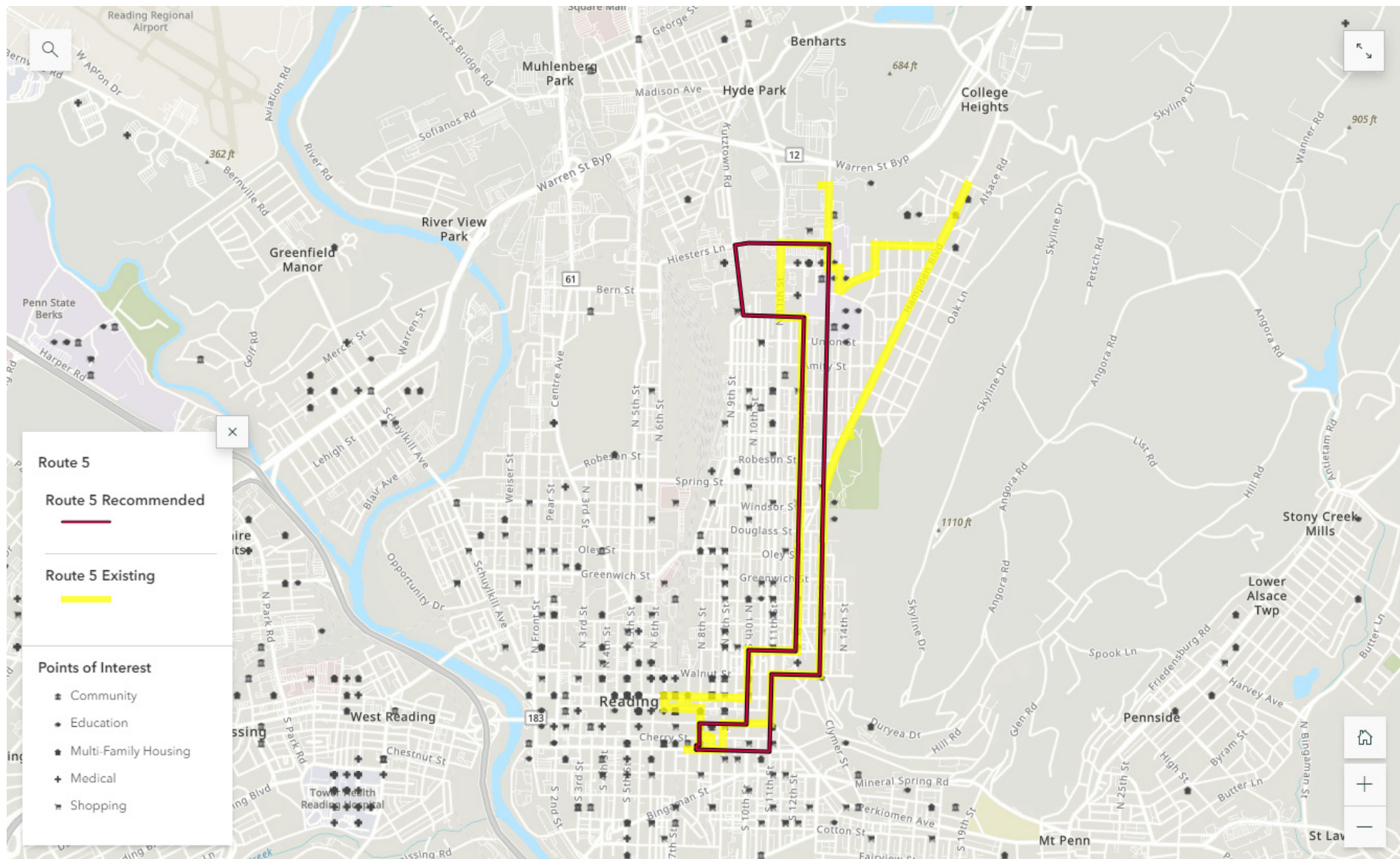
BARTA Route 5

Existing Service

BARTA Transportation Center to
Alright College

Recommendation

Route 5 service would shift from Hampden Boulevard to 13th Street, and serve Pennsylvania CareerLink on Kutztown Road. Hampden Road service would partially be picked up by Route 4.



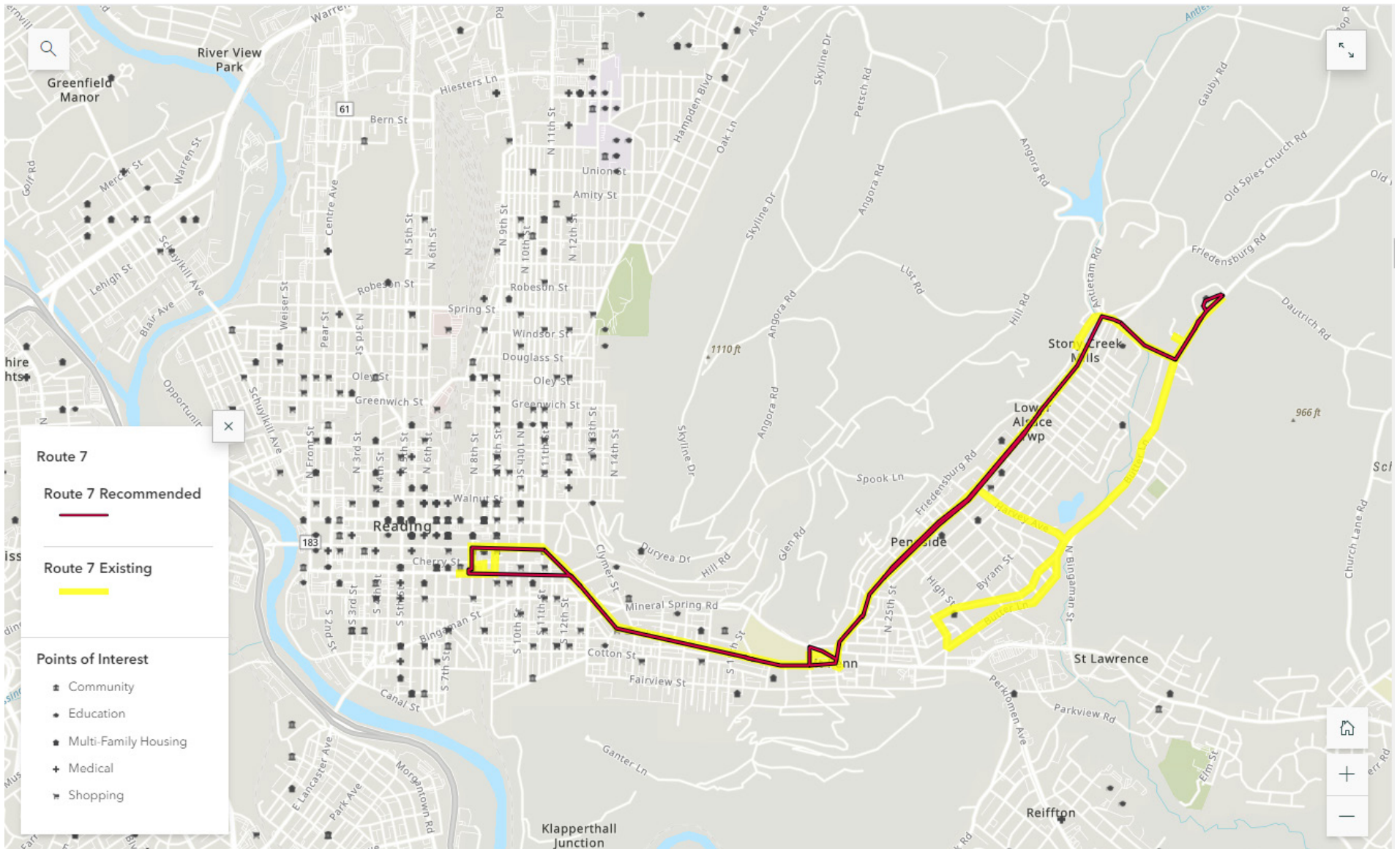
BARTA Route 7

Existing Service

BARTA Transportation Center to
Stony Creek Towne Houses

Recommendation

Route 7 would be simplified to follow the same alignment in both directions. The route would operate between downtown Reading and Stony Creek Town Houses via Carsonia Avenue. Service along Butter Lane would be eliminated due to low ridership. In downtown Reading, inbound service would operate along Penn Street while outbound service would operate on Franklin Street to Perkiomen.



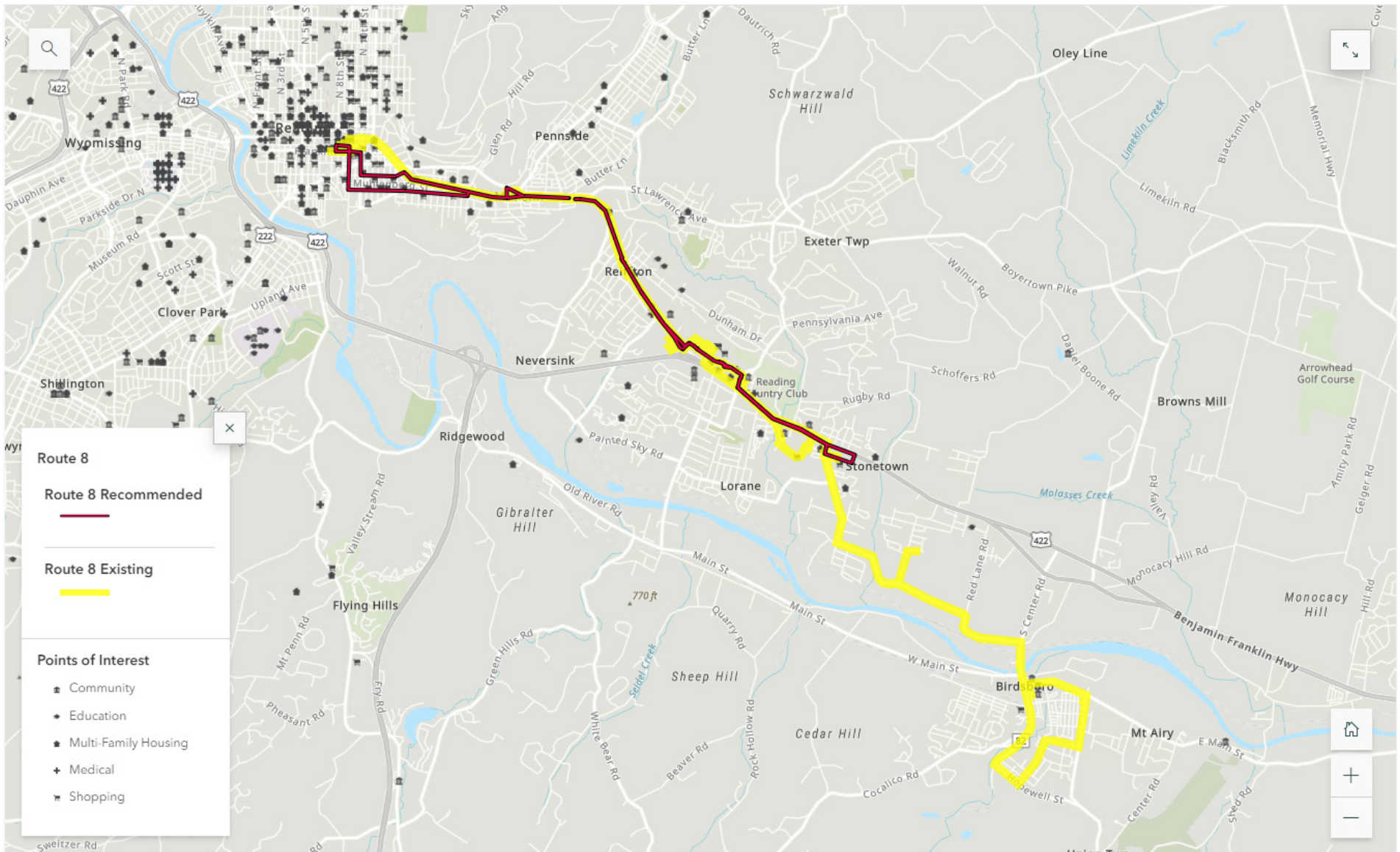
BARTA Route 8

Existing Service

BARTA Transportation Center to Birdsboro via Perkiomen and Benjamin Franklin Highway

Recommendation

Route 8 service would end at Walmart to focus on areas with the highest ridership potential. Service to Birdsboro would be cut due to low ridership. Service would also be shifted from Penn Street to Spruce Street (eastbound) and Cotton Street (westbound) to expand service coverage southeast of downtown Reading.



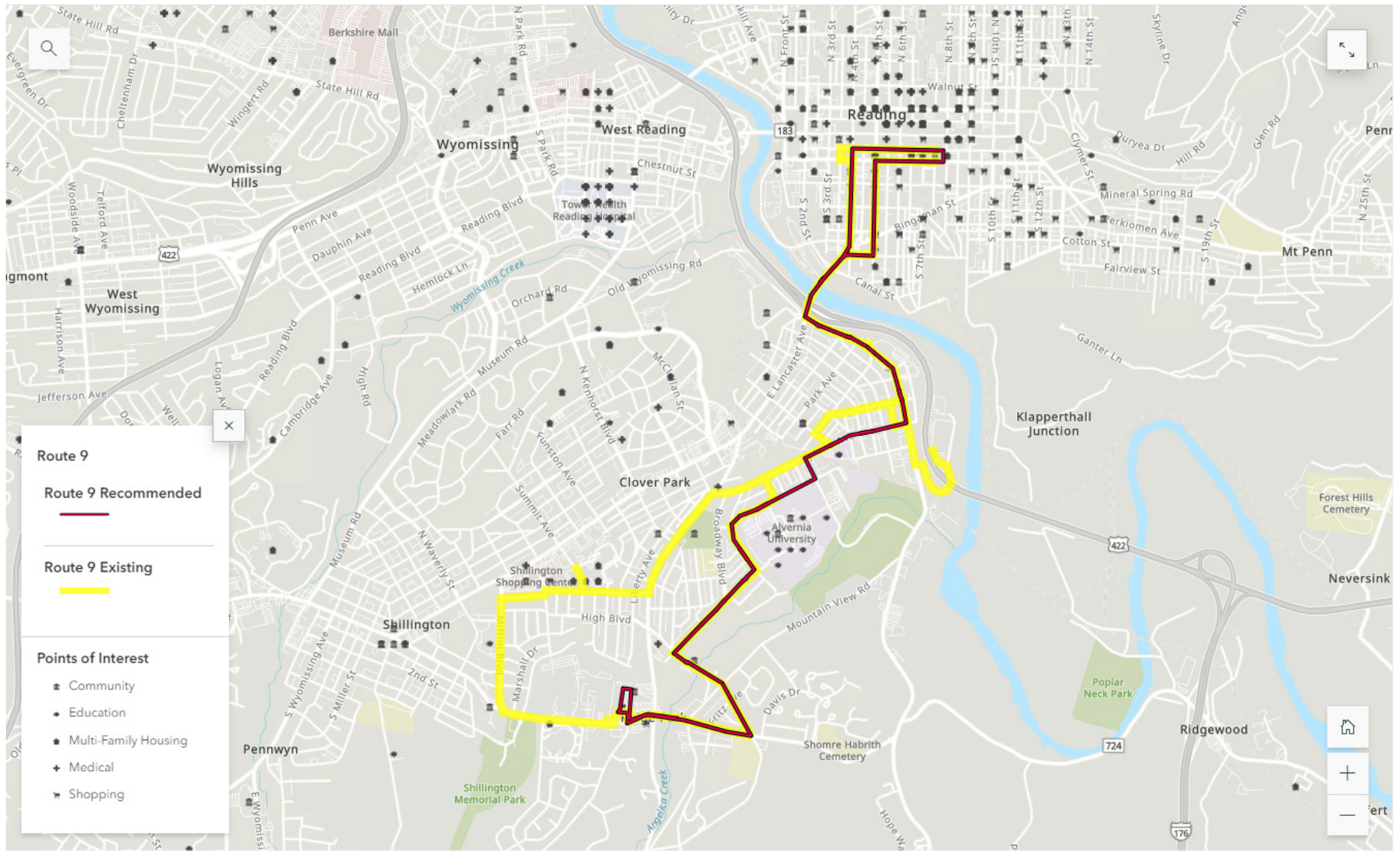
BARTA Route 9

Existing Service

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

Recommendation

Route 9 would be simplified to follow the same alignment in both directions. The route would operate between downtown Reading and Redner's at Kenhorst Plaza via Alvernia University. Connections to Route 10 could be made at Kenhorst Plaza. Service along New Holland Road would be eliminated due to low ridership.



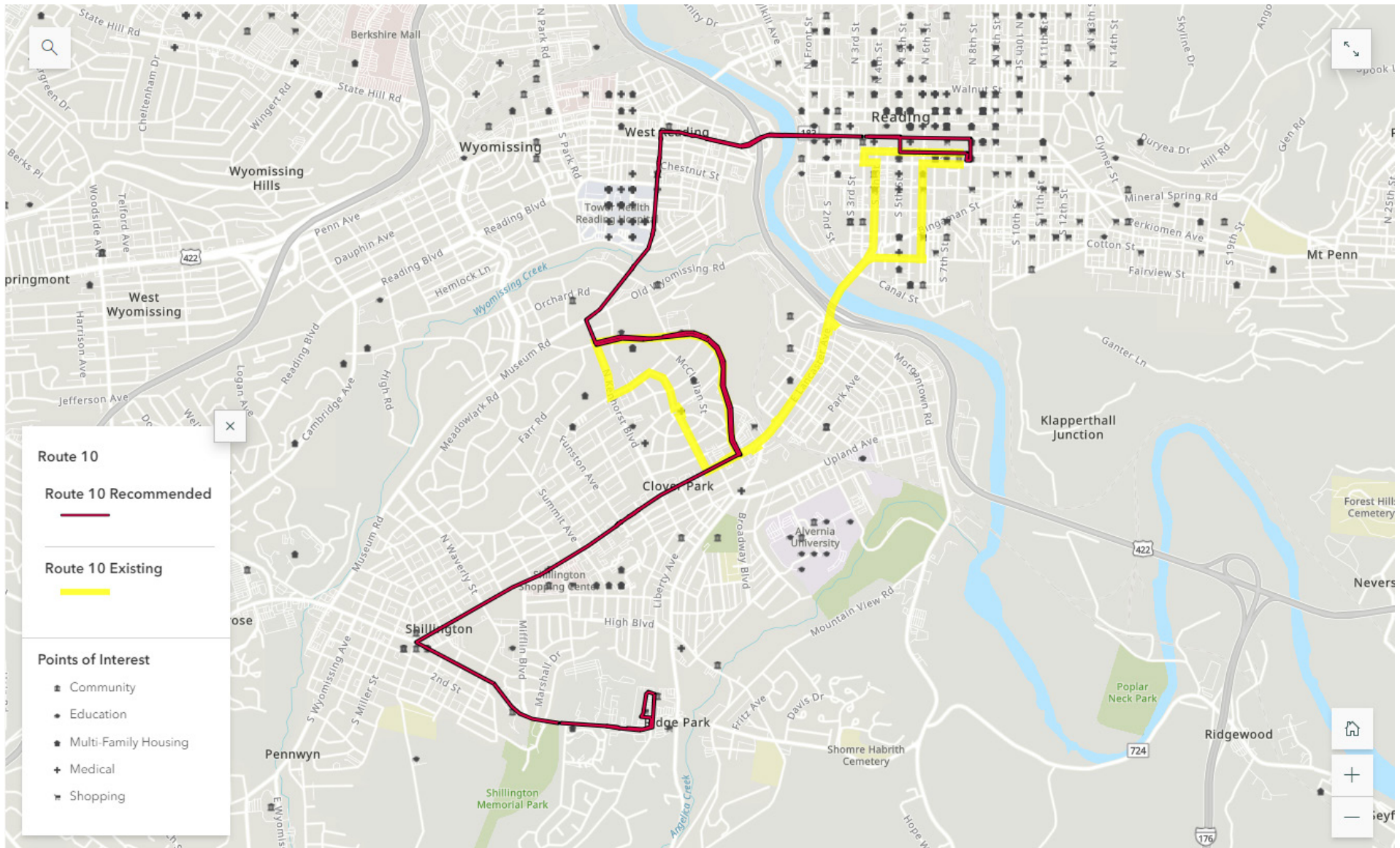
BARTA Route 10

Existing Service

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

Recommendation

Route 10 would be simplified to follow the same alignment in both directions. The route would operate between downtown Reading and Redner's at Kenhorst Plaza, via Penn Avenue, Reading Hospital, Reading Housing Authority - Oakbrook Homes, Lancaster Avenue, and Philadelphia Avenue. Connections to Route 9 could be made at Kenhorst Plaza



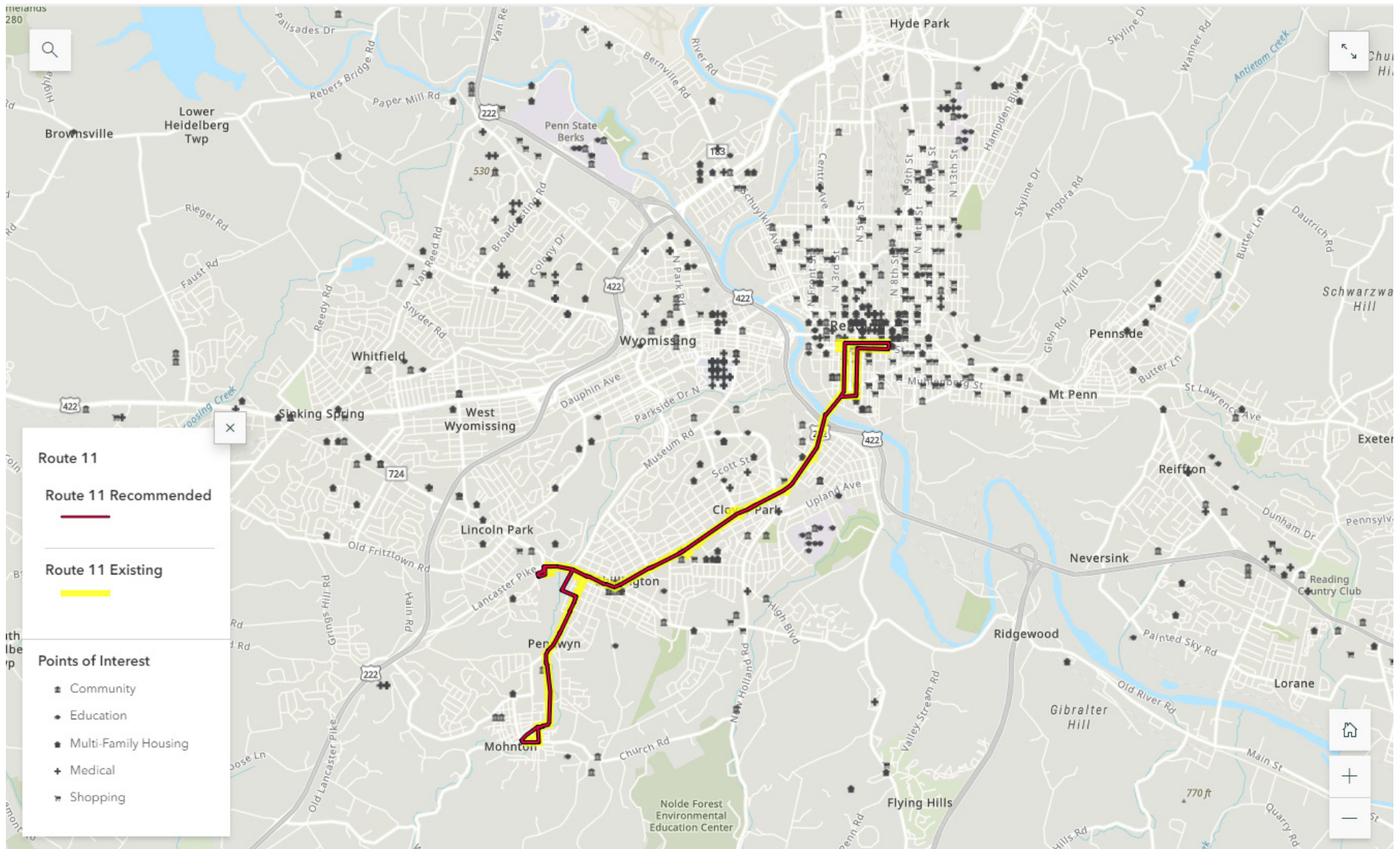
BARTA Route 11

Existing Service

BARTA Transportation Center to Mohnton via Lancaster Avenue and Wyomissing Avenue

Recommendation

Route 11 would be similar to the current route alignment.



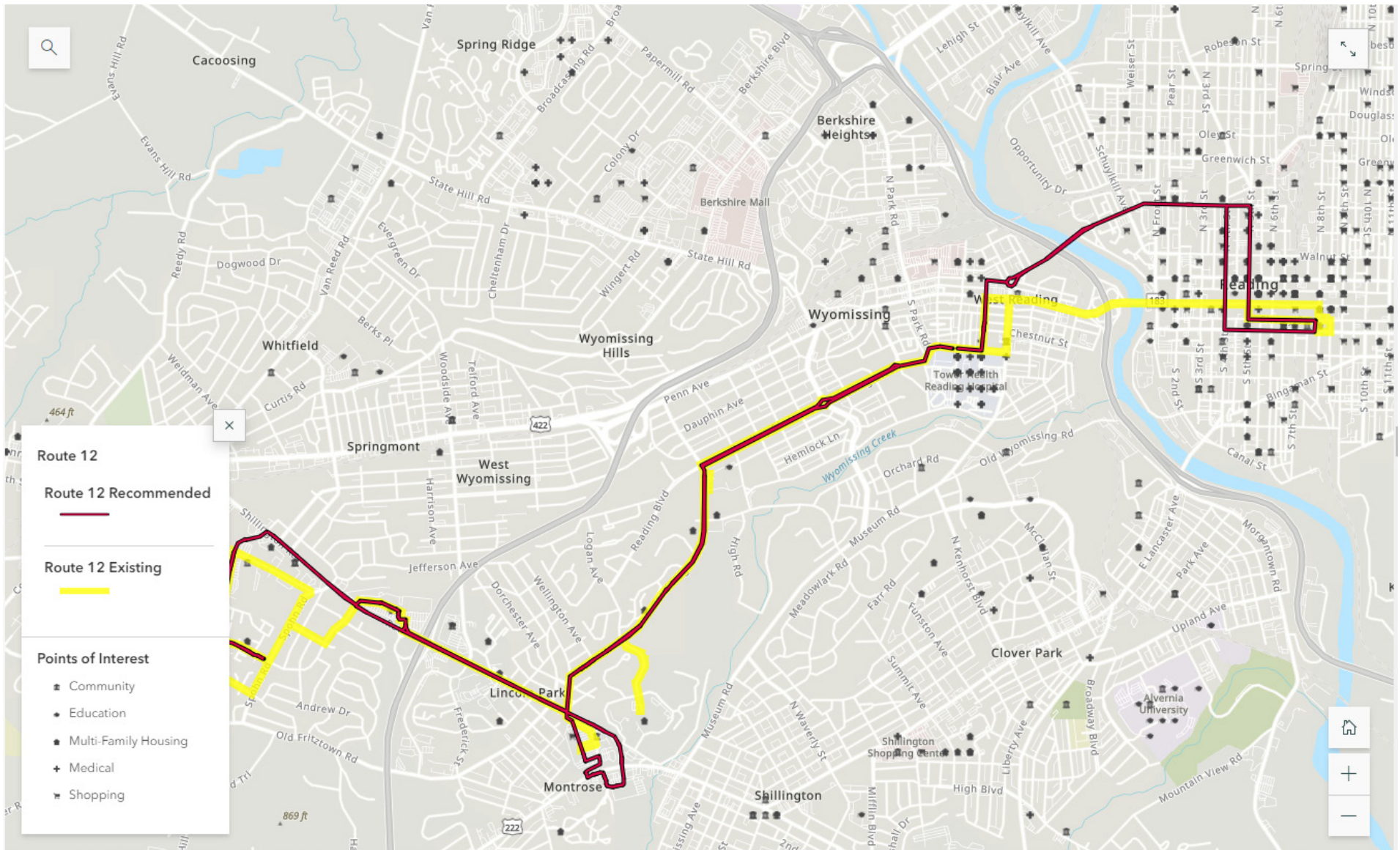
BARTA Route 12

Existing Service

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

Recommendation

Service would also be shifted from Penn Street to Buttonwood Street to expand east-west service coverage northwest of downtown Reading. In addition, due to low ridership, The Highlands at Wyomissing would not be served directly from Parkview Lane. Instead, Route 12 buses would stop on Revere Boulevard near Sheetz to allow for accesses to the Highlands from Brae Circle. This alignment would also add service to Ollie's Bargain Outlet and allow for connections to Route 11. Finally, service to Berkshire Hills would be simplified to operate along Iroquois Avenue in both directions. This would create a connection opportunity to Route 14.



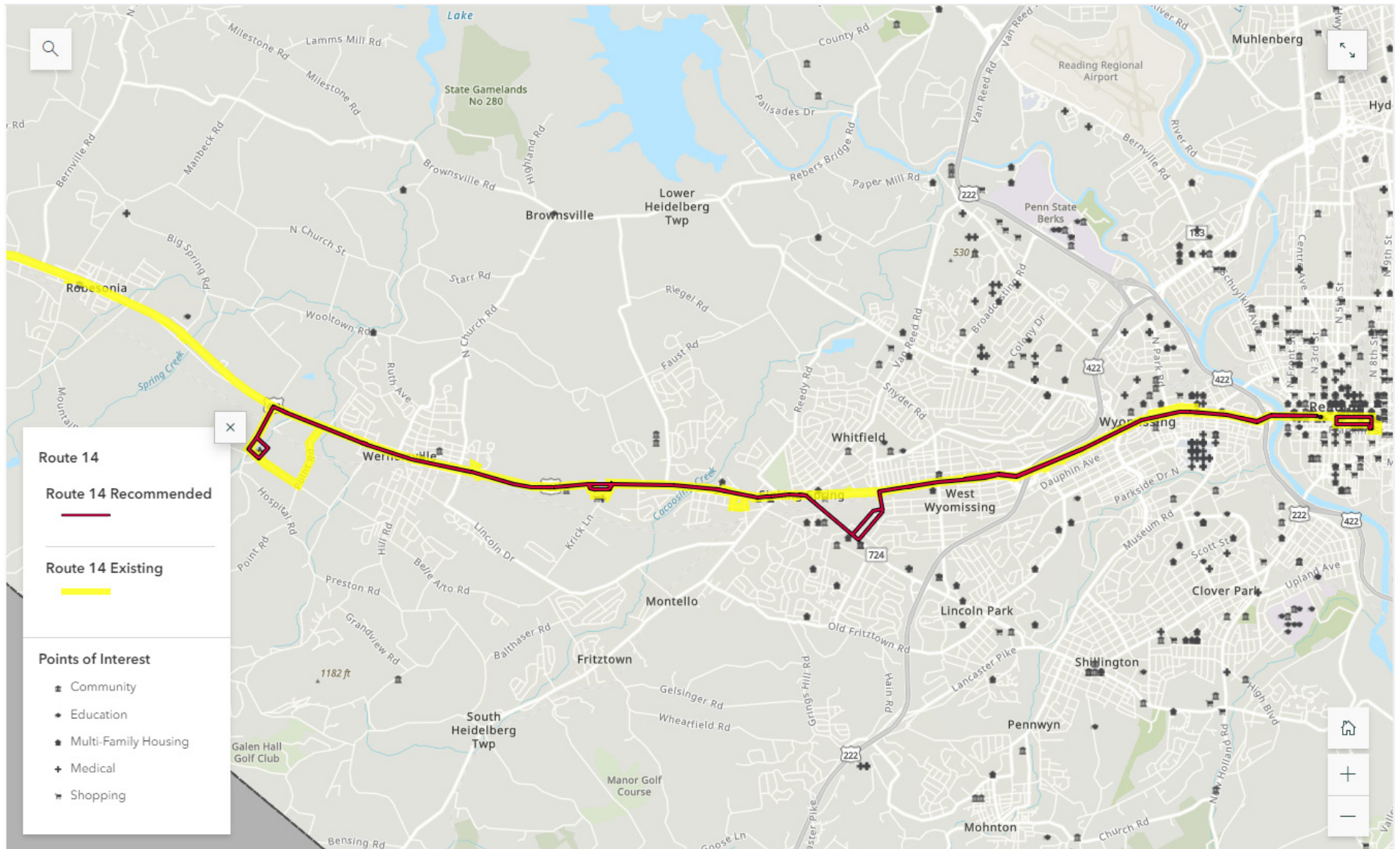
BARTA Route 14

Existing Service

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

Recommendation

Route 14 service would end at Wernersville State Hospital to focus on areas with the highest ridership potential. Service to Robesonia and Womelsdorf would be cut due to low ridership. In addition, in the Sinking Spring/West Lawn area, service would be shifted south from US-422 to serve current destinations and planned developments along the Shillington Road corridor. This would also create a connection opportunity to the proposed Route 12 near Iroquois Avenue.



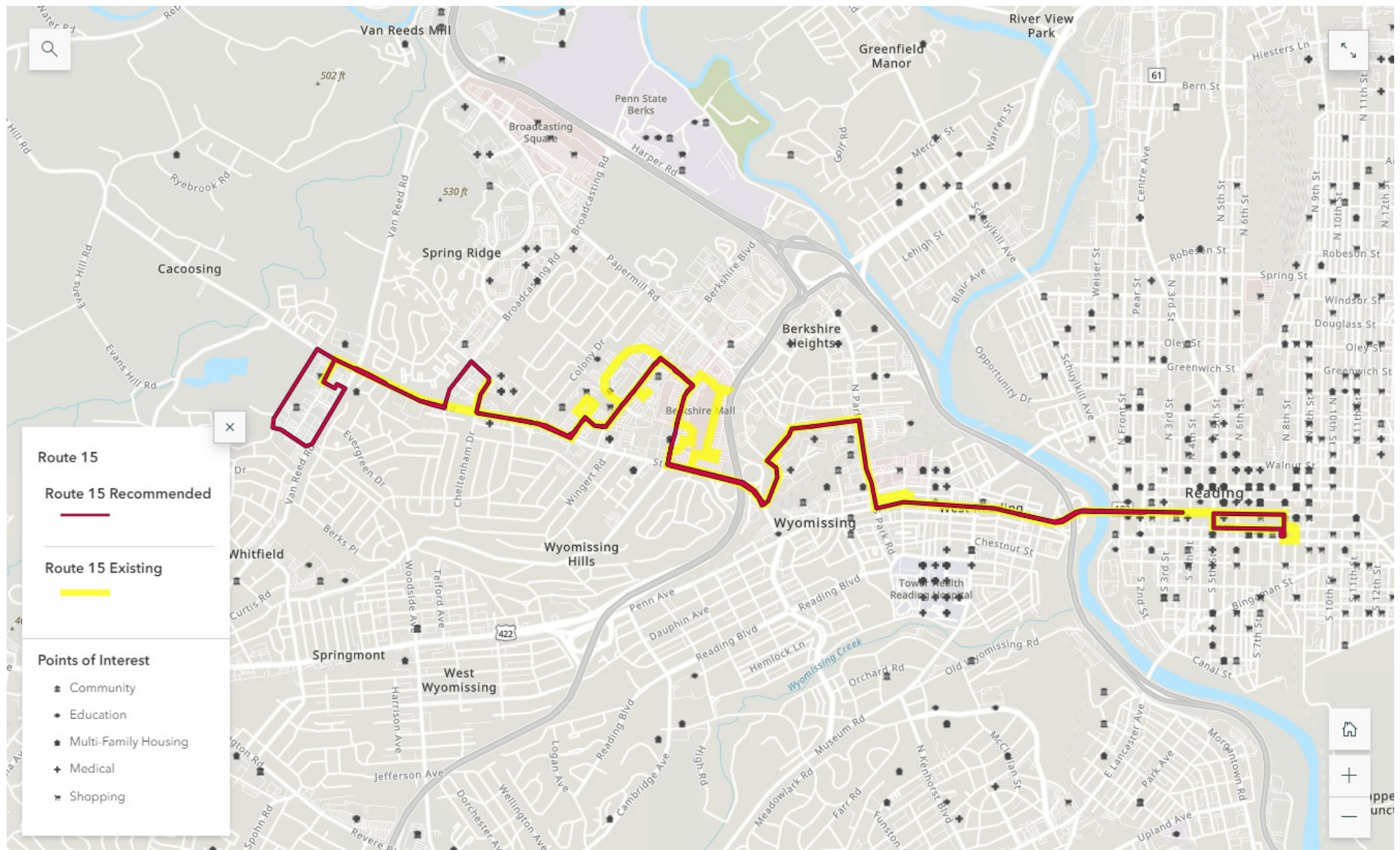
BARTA Route 15

Existing Service

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

Recommendation

Instead of entering Berkshire Mall property, Route 15 would serve the mall from Woodland Road in both directions. This would help simplify and speed up service, and also improve access to destinations on both sides of Woodland Road.



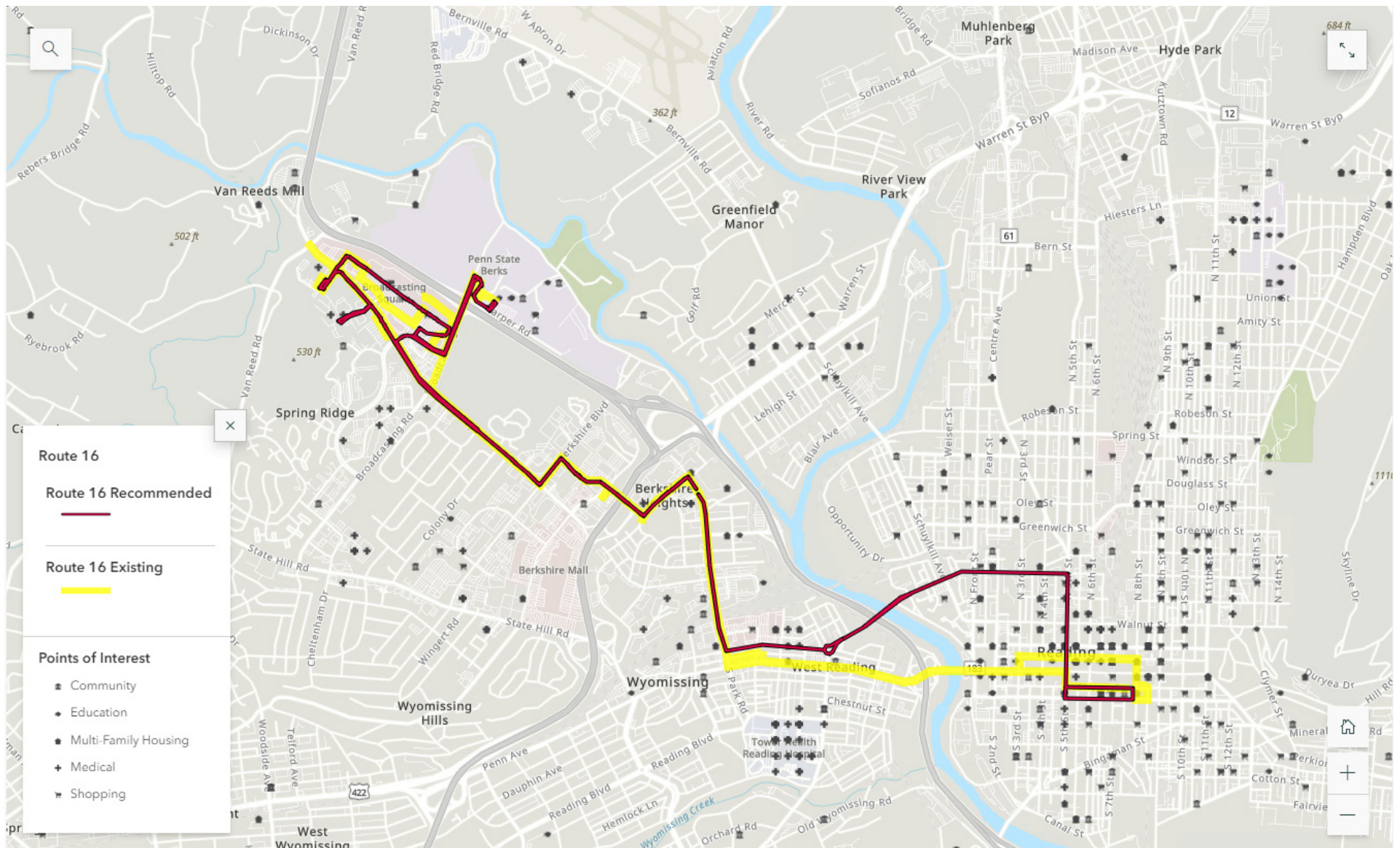
BARTA Route 16

Existing Service

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

Recommendation

To reduce travel time for most riders, Route 16 buses would serve Penn State Berks after Broadcasting Square and the VA Clinic on out-bound trips. Inbound trips from Penn State Berks would also serve Broadcast Square and the VA. This would eliminate the need for riders who are traveling to retail and medical destinations to travel out of their way to Penn State Berks first. It would also allow for more direct and convenient service between Broadcasting Square and Penn State Berks. Service would also be shifted from Penn Street to Buttonwood Street to expand east-west service coverage northwest of downtown Reading.



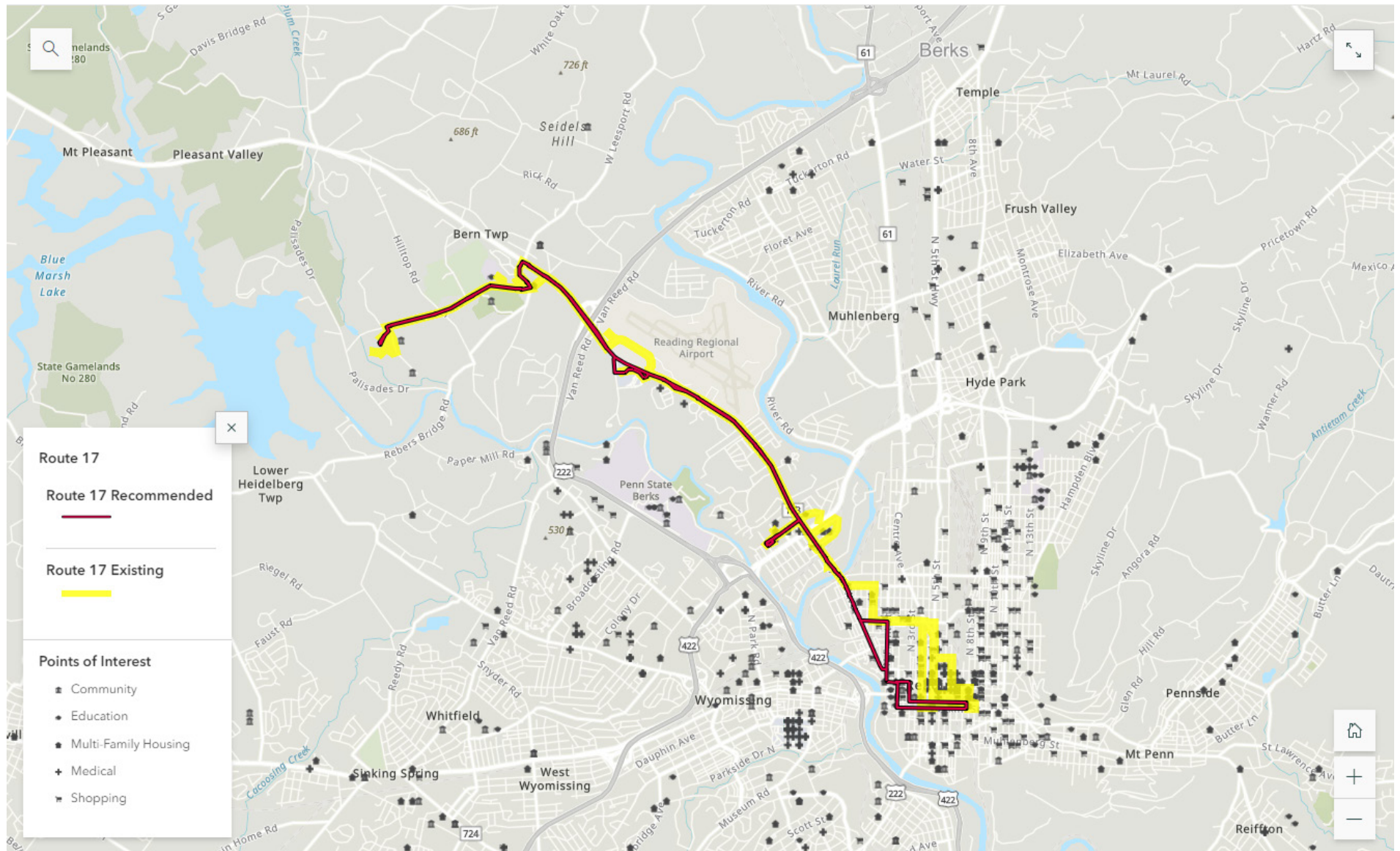
BARTA Route 17

Existing Service

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

Recommendation

Route 17 would be combined with Route 18 to provide consistent service throughout the service day. The proposed route would be most similar to the current Route 18, but would operate as far west as Berks Heim Nursing Home.



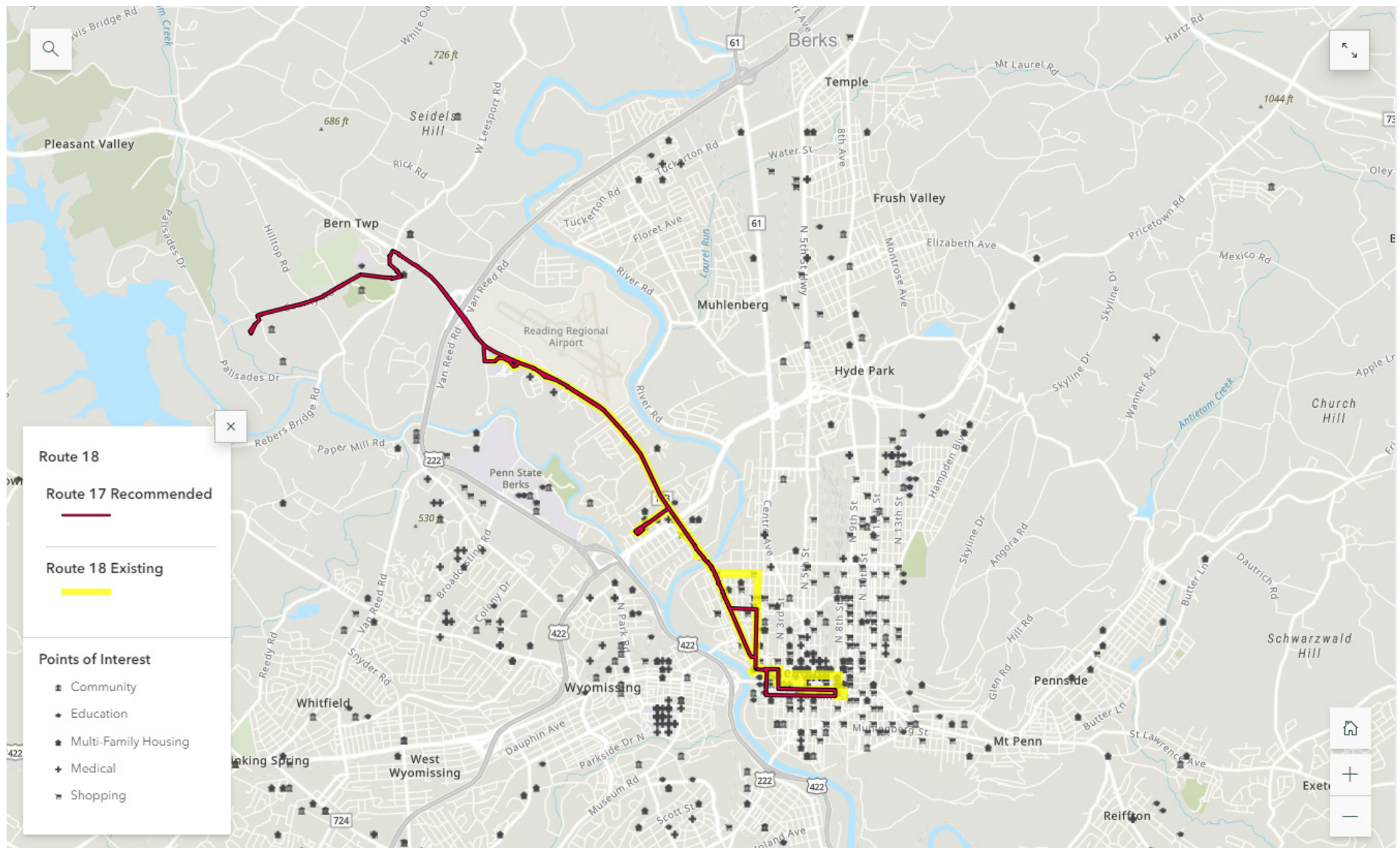
BARTA Route 18

Existing Service

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

Recommendation

Route 18 would be combined with Route 17 to provide consistent service throughout the service day. Service would be most similar to the current Route 18, but would operate as far west as Berks Heim Nursing Home.



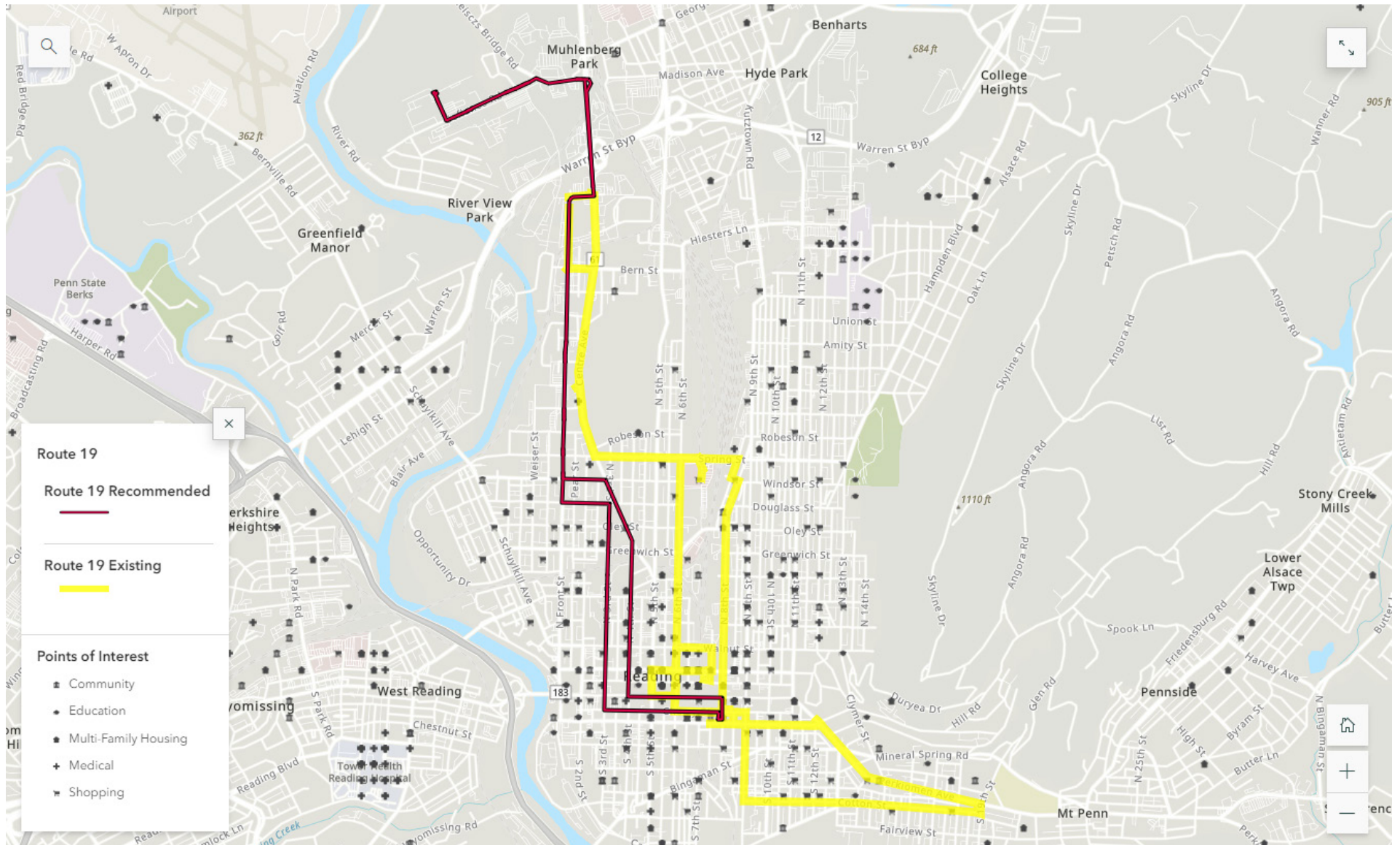
BARTA Route 19

Existing Service

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

Recommendation

The Cotton Street branch of Route 19 would be cut. Service to the area would instead be provided by routes 7 and 8. The northern branch of Route 19 would have several changes, including adding service to the Amazon Fulfillment Center near Leiszs Bridge Road. Service would also be shifted from 6th and 8th Street to 3rd and 4th Street to provide more two-way service northwest of downtown Reading. Finally, between downtown Reading and FirstEnergy Stadium, service would shift Centre Street to Front Street to improve job-access opportunities in the corridor.



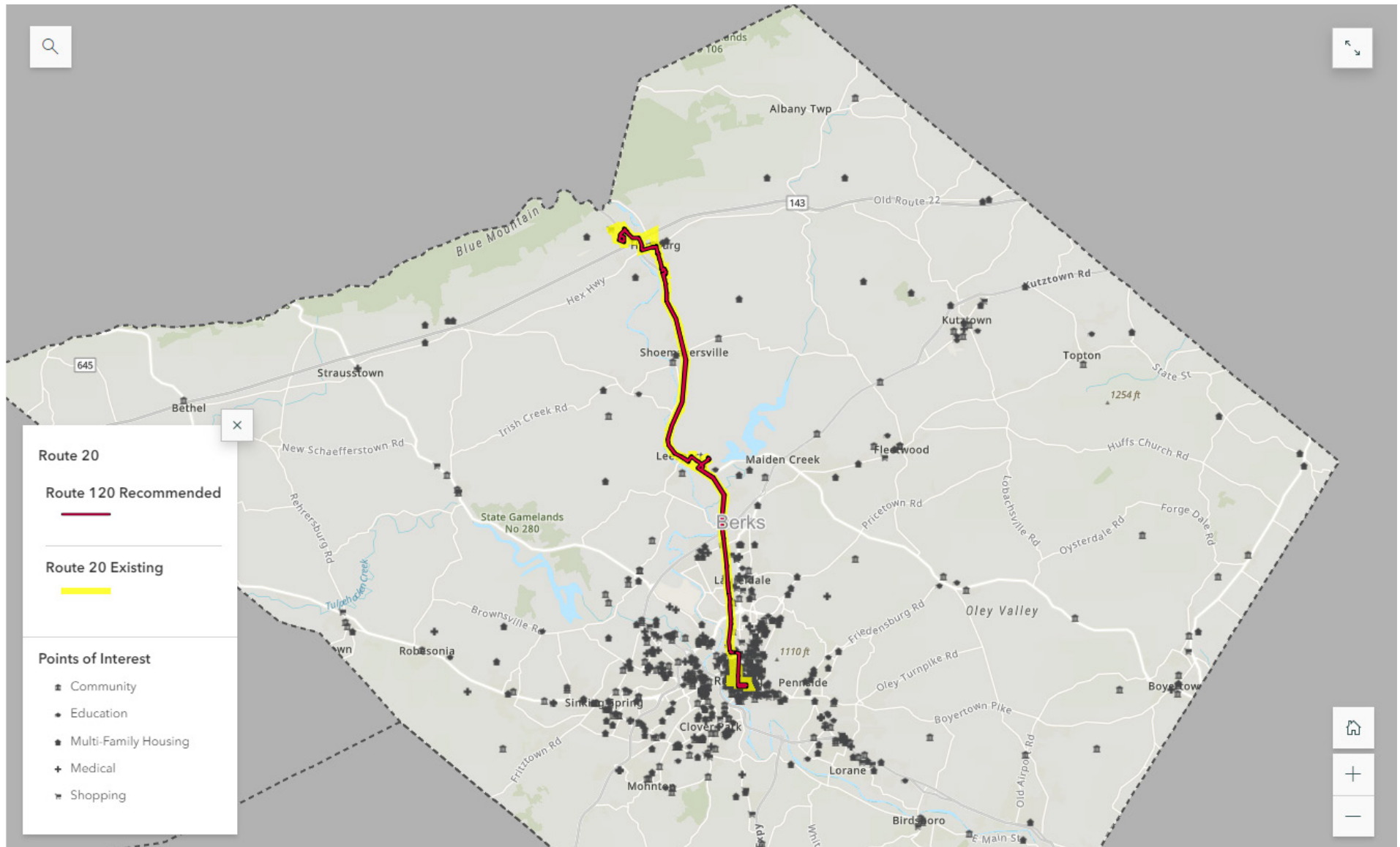
BARTA Route 20

Existing Service

BARTA Transportation Center to Leesburg and Hamburg

Recommendation

Route 20 would be renumbered as Route 120 to highlight that it is a long-distance regional route. In Reading, service would be simplified to operate along 5th Street in both directions. Service in Hamburg would also be simplified to operate along State Street and Industrial Drive in both directions.



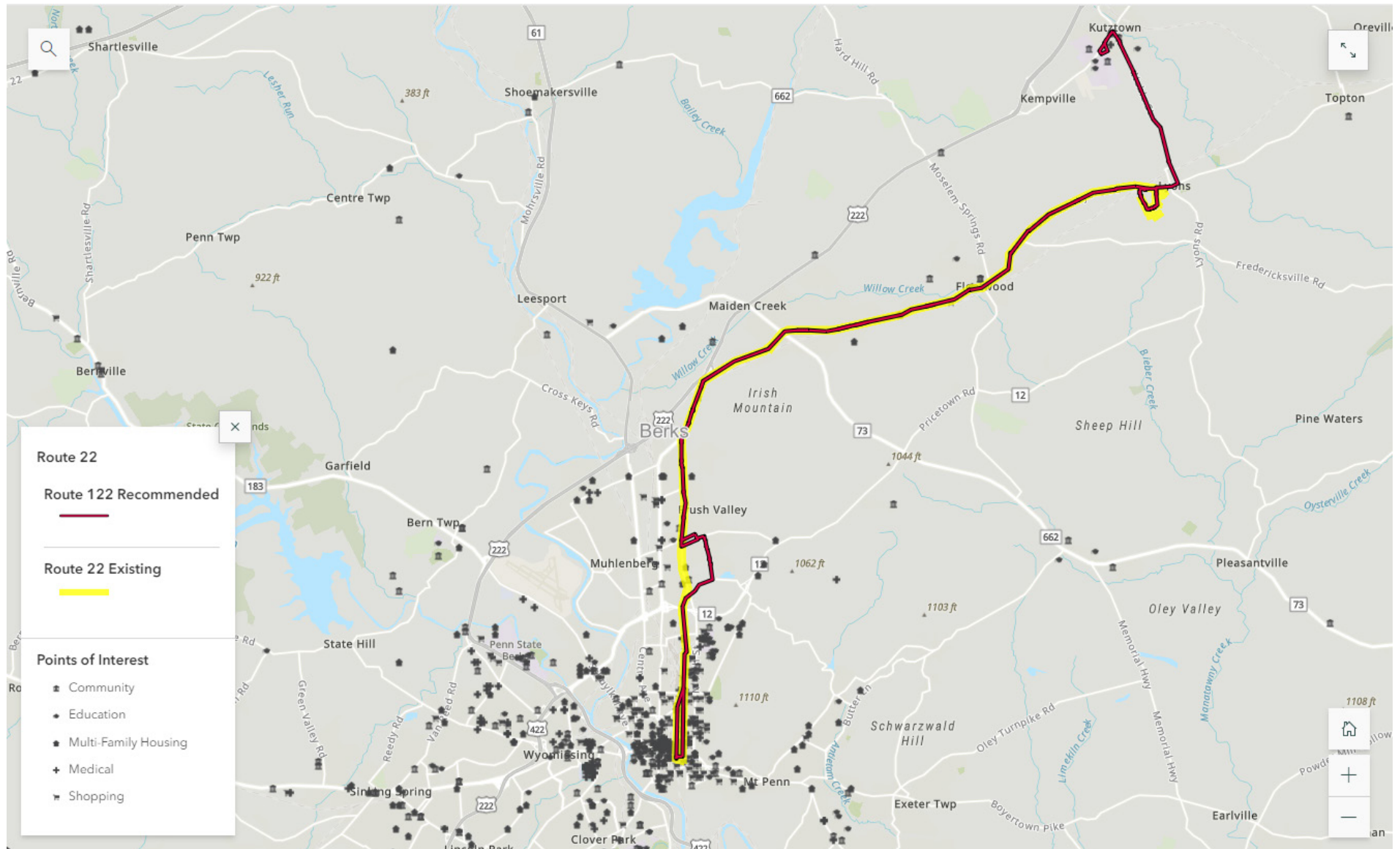
BARTA Route 22

Existing Service

BCRTA Transportation Center to Lyon Station and East Penn - Deka

Recommendation

Route 22 would be renumbered as Route 122 to highlight that it is a long-distance regional route. North of Reading, service would be shifted from Kutztown Road to Spring Valley Road and Montrose Avenue to serve employment destinations including Yuasa Battery. In addition, service would be extended north from East Penn Manufacturing in Lyons to also serve downtown Kutztown and Kutztown University.



BARTA Route Microtransit Service

Existing Service

New Service

Recommendation

Two new microtransit zones would extend transit coverage to areas that are difficult to service with traditional bus service. One zone would serve Womelsdorf and Robesonia, while the other would serve Birdsboro. Both microtransit services would provide local service on-demand within their zone, as well as connections to the BARTA bus network. For example, Robesonia passengers could transfer from the on-demand microtransit service to BARTA Route 14 at Redner's Market on US-422. Birdsboro passengers could transfer from microtransit to BARTA Route 8 at Walmart on Perkiomen Avenue.

