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**Service Support & Planning Committee**

**Agenda**

**February 11, 2025**

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1. Call to Order
2. Roll Call
3. Public Comment
4. Service Support & Planning Dashboard Report
5. Report on Initiatives
  - A. Bethlehem Transportation Center (BTC) Renovation Update
  - B. Communications & Outreach Efforts
  - C. Service Planning Update
  - D. Land Development Outreach and Bus Stop Infrastructure Update
6. Actions
  - A. Recommendation for Approval - Disadvantaged Business Enterprise (DBE) Program Update
7. Adjournment



**Service Support & Planning Dashboard - October - December 2024**  
**Tuesday, February 11, 2025**

LANtaBus MAINTENANCE FIGURES					
Vehicle Availability - percent pull outs made	100%				
Vehicle Availability - Number of road failures	86				
	%	Required	On-time	Benchmark	
LANtaBus Vehicle Preventive Maintenance On Time %	93%	196	182	90%	
On-Time % for bus detail cleaning (within 5 weeks)	95%	424	404	90%	
	Current Q	Benchmark			
Revenue Miles between Road Failure	10,954	10,000			



# Service Planning Update

## LANTA Service Support & Planning Board Committee

AJ Jordan, Director of Planning & Scheduling

**2/11/2025**

# Whitehall Analysis Updates

## Changes in Whitehall

- Whitehall Mall removed access in 2024 & Lehigh Valley Mall TC will close in June 2025
- Whitehall School District is requesting service to Fullerton
- Changes in shopping habits has affected ridership in Whitehall
- PennDOT projects at US-22 are affecting stops and reliability
- Access to Willow Creek, Parkview, Presidential Village, and Olympic Gardens becoming more difficult due to MacArthur stop access.

## Whitehall COA will need to address all issues together.

- Routes being assessed: EBS Green, 103, 210, 211, 319, 325, 603, and 702
- New potential connection & layover points needed
- Existing assets assessed and reused when feasible

## COA Timeline

- Surveys ~~will be conducted in late Fall 2024~~ were conducted in January 2025.
- Annual Meeting in Spring will share Proposed changes to the Public.
- Planned implementation date is currently set for Monday, June 16th, 2025.



# Whitehall Analysis Updates

- Assessment of Regional Major Transfer Points: 5-Year Pre- to Post-Covid Comparison.
  - EITC saw largest growth in region, surpassing Lehigh Valley Mall
  - Lehigh Valley Mall saw largest decrease in Region, losing nearly half of daily riders to become 4<sup>th</sup> highest ridership location.
    - NOTE: Whitehall Central (Walmart) saw 4<sup>th</sup> largest growth in region to become 5<sup>th</sup> highest ridership location, right behind Lehigh Valley Mall.

Q1 FY2025				Q1 FY2020		5-Year Change	
Station	2025 Rank	Q1 Riders	Avg Daily Riders	Q1 Riders	Avg Daily Riders	Q1 Riders	Avg Daily Riders
EITC - Easton	3	76629	833	27540	299	49089	534
Jordan Heights	6	30679	333	9605	104	21074	229
Trexlerstown TC/Mill Creek	10	23867	259	4002	44	19865	216
Whitehall Central/Walmart	5	42720	464	23866	259	18854	205
Irving	8	27055	294	8385	91	18670	203
7th Street District	9	24844	270	6842	74	18002	196
Mickley/Whitehall Square	33	6348	69	9494	103	-3146	-34
Dorneyville	24	9088	99	12698	138	-3610	-39
Grape/Whitehall Mall	49	1679	18	6561	71	-4882	-53
BTC - Bethlehem	2	121906	1325	160788	1748	-38882	-423
LVM - Mall	4	56253	611	114970	1250	-58717	-638

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Irving	8	27055	294	8385	91	18670	203
7th Street District	9	24844	270	6842	74	18002	196
6th Ward	12	21824	237	9818	107	12006	131
Old Fairgrounds	19	14217	155	2710	29	11507	125
Franklin Park	17	15580	169	4083	44	11497	125
Trexlerstown Plaza	21	13300	145	2522	27	10778	117
Fairgrounds	11	21955	239	11190	122	10765	117
Casino	13	21575	235	10871	118	10704	116
Gateway	14	18450	201	8056	88	10394	113
ATC - Allentown	1	271614	2952	261532	2843	10082	110
Plymouth	22	12957	141	3257	35	9700	105
Fahy Bridge South	7	28489	310	19299	210	9190	100
Cedar Point	15	16932	184	8331	91	8601	93
Southside Station	20	13994	152	5829	63	8165	89
LVIA - Airport	27	8304	90	334	4	7970	87
West Ward	28	7800	85	1349	15	6451	70
Hayes	18	14523	158	8249	90	6274	68
Easton Hospital	35	6314	69	219	2	6095	66
Five Points	16	15585	169	9671	105	5914	64
Wescosville	26	8604	94	3087	34	5517	60
Pembroke	31	7044	77	1699	18	5345	58
25th Street	29	7205	78	2055	22	5150	56
Old Allentown	23	9135	99	4374	48	4761	52
Ballpark	25	8760	95	4115	45	4645	50
Stefko & Broad	30	7064	77	2427	26	4637	50
Rose Garden	32	6358	69	2058	22	4300	47
Stones Crossing	40	4217	46	485	5	3732	41
Greenleaf	37	4680	51	1544	17	3136	34
Fahy Bridge North	34	6333	69	3507	38	2826	31
Muhlenberg	43	3131	34	701	8	2430	26
Pennsylvania	45	3018	33	891	10	2127	23
Hilltop	42	3739	41	1726	19	2013	22
Stefko Point	38	4462	49	2480	27	1982	22
Greenwood	44	3116	34	1431	16	1685	18
Cedar Beach	47	1931	21	683	7	1248	14
Bethlehem Twp	48	1737	19	695	8	1042	11
Washington	41	4176	45	3223	35	953	10
William Penn P&R	46	2741	30	1963	21	778	8
Easton Ave	51	1267	14	619	7	648	7
Jordan Parkway	36	5697	62	5319	58	378	4
Butztown	50	1652	18	1336	15	316	3
Stefko Shopping Center	39	4455	48	4365	47	90	1
Greenway	52	784	9	707	8	77	1
Mickley/Whitehall Square	33	6348	69	9494	103	-3146	-34
Dorneyville	24	9088	99	12698	138	-3610	-39
Grape/Whitehall Mall	49	1679	18	6561	71	-4882	-53
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# Whitehall Analysis Updates

- Survey needed to assess ridership patterns in Whitehall.
- Survey received 1,634 Responses from 664 Respondents in English & Spanish.
- Home Zip Code and Top Destinations (store names) asked.
- Destination vs Transferring:
  - 84% of responses stated Destination
  - 16% of responses stated Transferring

Large mismatch in Destination compared with stated store location:

Respondent ID	Origin (Zip)	Destination	Closest Stop	Destination.	Transferring
118780200671	18080	Gabes	Whitehall Square (Redner's)		Transferring
118780198948	18088	Walmart	Whitehall Central (Walmart)		Transferring
<b>118780198948</b>	<b>18088</b>	<b>Macy's</b>	<b>LVM TC</b>		<b>Transferring</b>
<b>118780198948</b>	<b>18088</b>	<b>Gap</b>	<b>LVM TC</b>		<b>Transferring</b>
118780153788	18018	Macy's	LVM TC	Destination	
118780153788	18018	Apple	LVM at MacArthur	Destination	
118780153788	18018	Barnes & Noble	LVM at MacArthur	Destination	
118780092932	18017	Boscov's	LVM TC	Destination	
118780092932	18017	Spencer's	LVM TC	Destination	
118780092932	18017	Hot Topic	LVM TC	Destination	
<b>118779992528</b>	<b>18102</b>	<b>Walmart</b>	<b>Whitehall Central (Walmart)</b>	<b>Destination</b>	
<b>118779922218</b>	<b>18042</b>	<b>Dick's</b>	<b>MacArthur Commons (GIANT)</b>	<b>Destination</b>	
118779922218	18042	Boscov's	LVM TC	Destination	
118779922218	18042	Macy's	LVM TC	Destination	
<b>118779838211</b>	<b>18104</b>	<b>TJ Maxx</b>	<b>MacArthur Commons (GIANT)</b>	<b>Destination</b>	
<b>118779838211</b>	<b>18104</b>	<b>Walmart</b>	<b>Whitehall Central (Walmart)</b>	<b>Destination</b>	
118779838211	18104	Pacsun	LVM TC	Destination	
118779745320	18101	Nail Salon in Mall	LVM TC	Destination	



# Whitehall Analysis Updates

- Data was analyzed for every survey response, assessing origin zip code and destination.
- Destinations were assessed by individual locations as well as grouped areas of Whitehall.

% of Total	Total	Region
45.78%	748	Lehigh Valley Mall
33.1%	541	LVM Outparcels
21.2%	347	Grape Street
15.5%	253	North of Schadt
11.9%	194	MacArthur (Mickley to US-22)
4.4%	72	Schadt to Mickley
1.2%	20	South of US-22

Origin (Zipcode)	1634	% of Total	Destination	1634	% of Total	Origin (Zipcode) - Closest Stop	1634	% of Total
1810	3	0.18%	2nd & Charles	5	0.31%	???? - Grape at Whitehall Mall	6	0.37%
18001	3	0.18%	Aerie	2	0.12%	???? - LVM at MacArthur	3	0.18%
18011	1	0.06%	Aeropostal	1	0.06%	???? - LVM TC	9	0.55%
18012	1	0.06%	Against All Odds	2	0.12%	???? - MacArthur TC Stop 1	1	0.06%
18013	3	0.18%	ALDI	17	1.04%	???? - Not Whitehall Area	2	0.12%
18015	116	7.10%	American Eagle	3	0.18%	???? - Whitehall Central (Walmart)	3	0.18%
18017	48	2.94%	Apple	25	1.53%	???? - Whitehall Square (Redner's)	1	0.06%
18018	163	9.98%	Army & Navy Store	11	0.67%	08865 - Grape at Whitehall Mall	2	0.12%
18020	6	0.37%	Asian Dynasty	1	0.06%	08865 - Mickley WB	1	0.06%
18031	3	0.18%	Aslan	1	0.06%	18001 - Grape at Jordan	1	0.06%
18032	48	2.94%	At Home	1	0.06%	18001 - LVM TC	2	0.12%
18036	3	0.18%	AT&T	3	0.18%	18011 - LVM TC	1	0.06%
18037	18	1.10%	Auntie Anne's	10	0.61%	18012 - LVM TC	1	0.06%
18040	7	0.43%	Austin 5	2	0.12%	18013 - Grape at Whitehall Mall	1	0.06%
18042	55	3.37%	Banter by Piercing Pagoda	2	0.12%	18013 - LVM at MacArthur	1	0.06%
18045	9	0.55%	Barnes & Noble	81	4.96%	18013 - LVM TC	1	0.06%
18049	25	1.53%	Bath & Body Works	34	2.08%	18015 - Grape at Jordan	2	0.12%
18051	3	0.18%	Bed Bath & Beyond	4	0.24%	18015 - Grape at MacArthur	1	0.06%
18052	119	7.28%	Best Buy	6	0.37%	18015 - Grape at Whitehall Mall	16	0.98%
18055	7	0.43%	Blue Monkey Vapes	1	0.06%	18015 - LVM at MacArthur	17	1.04%
18062	1	0.06%	Bob's	4	0.24%	18015 - LVM TC	60	3.67%
18064	2	0.12%	Bonefish	2	0.12%	18015 - MacArthur at Fairmont	1	0.06%
18067	85	5.20%	Bosco's	186	11.38%	18015 - MacArthur TC Stop 1	2	0.12%
18069	11	0.67%	Boston Market	2	0.12%	18015 - MacArthur Towne Centre (ALDI)	2	0.12%
18071	6	0.37%	BoxLunch	9	0.55%	18015 - MacArthur Commons (GIANT)	3	0.18%
18078	3	0.18%	Brow Studio 7	3	0.18%	18015 - Whitehall Central (Walmart)	10	0.61%
18080	8	0.49%	Buffalo Wild Wings	5	0.31%	18015 - Whitehall Square	1	0.06%
18087	3	0.18%	Build-A-Bear	7	0.43%	18015 - Whitehall Square (Redner's)	1	0.06%

% of Total	Total	Closest Stop
45.78%	748	LVM TC
17.63%	288	Grape at Whitehall Mall
11.81%	193	LVM at MacArthur
9.55%	156	Whitehall Central (Walmart)
3.30%	54	Grape at Jordan
3.18%	52	MacAthur Commons (GIANT)
1.84%	30	Whitehall Square (Redner's)
1.41%	23	MacArthur TC Stop 1
1.35%	22	MacArthur Towne Centre (ALDI)
1.35%	22	Whitehall Square
0.86%	14	Not Whitehall Area
0.67%	11	MacArthur at Mickley
0.37%	6	American (on Mickley)
0.31%	5	Grape at MacArthur
0.24%	4	MacArthur at Fairmont
0.18%	3	Mickley WB
0.06%	1	Catasauqua at Valley Plaza
0.06%	1	Jordan Parkway
0.06%	1	MacArthur at Alta

# Whitehall Analysis Updates

- Key Takeaways:
  - Whitehall remains a primary destination for the region
  - Transfer Activity has shifted away from Lehigh Valley Mall
  - Primary Destinations are dispersed across Whitehall
  - Area North of Schadt has seen largest growth
- Planning Responses:
  - Diversify Travel Options in Whitehall
  - Speed up some services to Whitehall Central (Walmart)
  - Continue to advocate for on-property solution at Lehigh Valley Mall for some services
  - Extend or connect routes terminating at Lehigh Valley Mall to create new through-running options
- Next Steps:
  - Driver Needs Assessment
  - Capacity Assessment
  - Rescheduling of all Affected Routes
  - Public Meeting Presentation
  - Finalize Route/Schedule Changes



# Additional Study Areas

Whitehall Route Changes will have cascading affect on all Routes serving Whitehall.

Additionally, these areas are being studied for inclusion in June service changes:

- Fogelsville/Breinigsville
- Nazareth Access
- Easton/Forks/College Hill Assessment

# Shelter Update

February 11, 2025

- **47 shelters installed from January 2022 – January 2025**
  - **4 new shelters installed since November 2024:**
    - 7<sup>th</sup> and Greenleaf – NB EBS – Allentown
    - Nicholas Street and Stones Crossing – EB EBS – Palmer
    - Trexlertown Plaza – EBS – Upper Macungie
    - Stefko and E Broad – NB EBS – Bethlehem
  - **4 new shelters to be installed by Spring 2025:**
    - South Whitehall Municipal Complex – Walbert Ave - SOON
    - Good Shepherd on Saucon Valley Road – Upper Saucon
    - Stefko and E Broad – SB EBS - Bethlehem
    - Easton and Stefko – replacement - Bethlehem
- **Ordering 6 new shelters for 2025 – Tentative locations:**
  - 2897 Easton Ave – WB EBS – Bethlehem
  - South Mall redevelopment – Allentown/Salisbury
  - 15<sup>th</sup> and Walnut – replacement double shelter – Allentown
  - William Penn and Emrick – EB EBS – Bethlehem Township
  - Green Pond Road at NCC – EB replacement
  - Green Pond Road at NCC – WB replacement



# New Shelter Update



Stefko Blvd and E Broad Street NB  
EBS Bus Stop  
City of Bethlehem

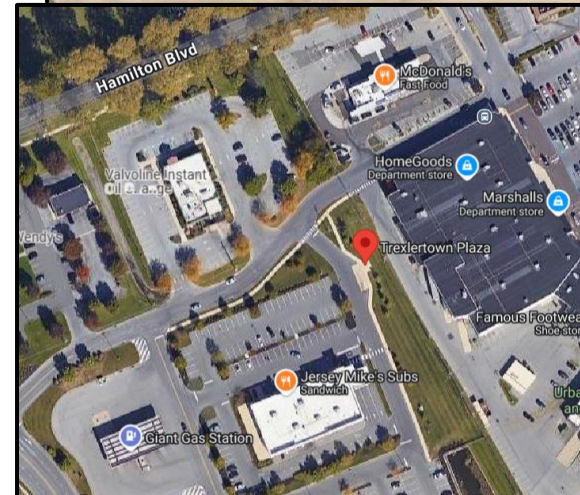
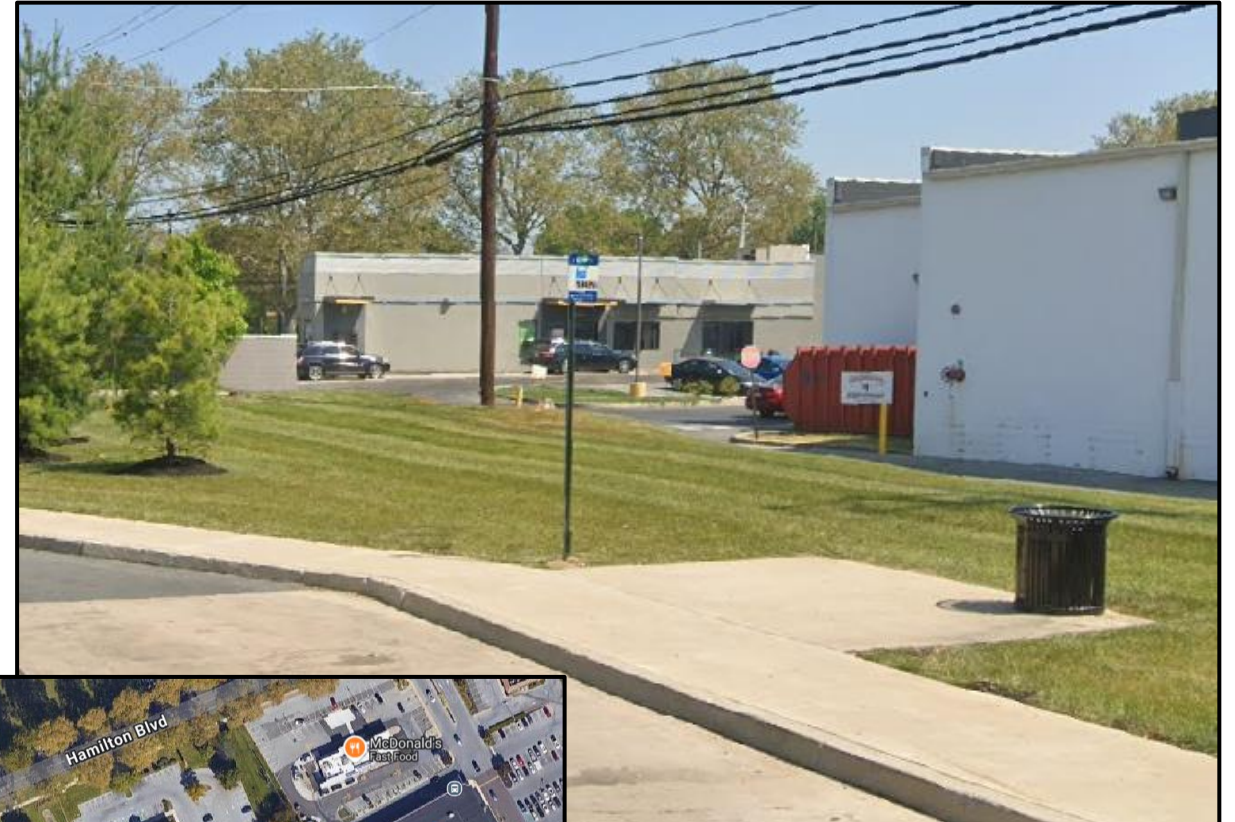




# New Shelter Update



Trexkertown Plaza  
EBS Bus Stop  
Upper Macungie Township





# New Shelter Update



Nicholas Street at Stones Crossing  
EBS Bus Stop  
Palmer Township





# New Shelter Update

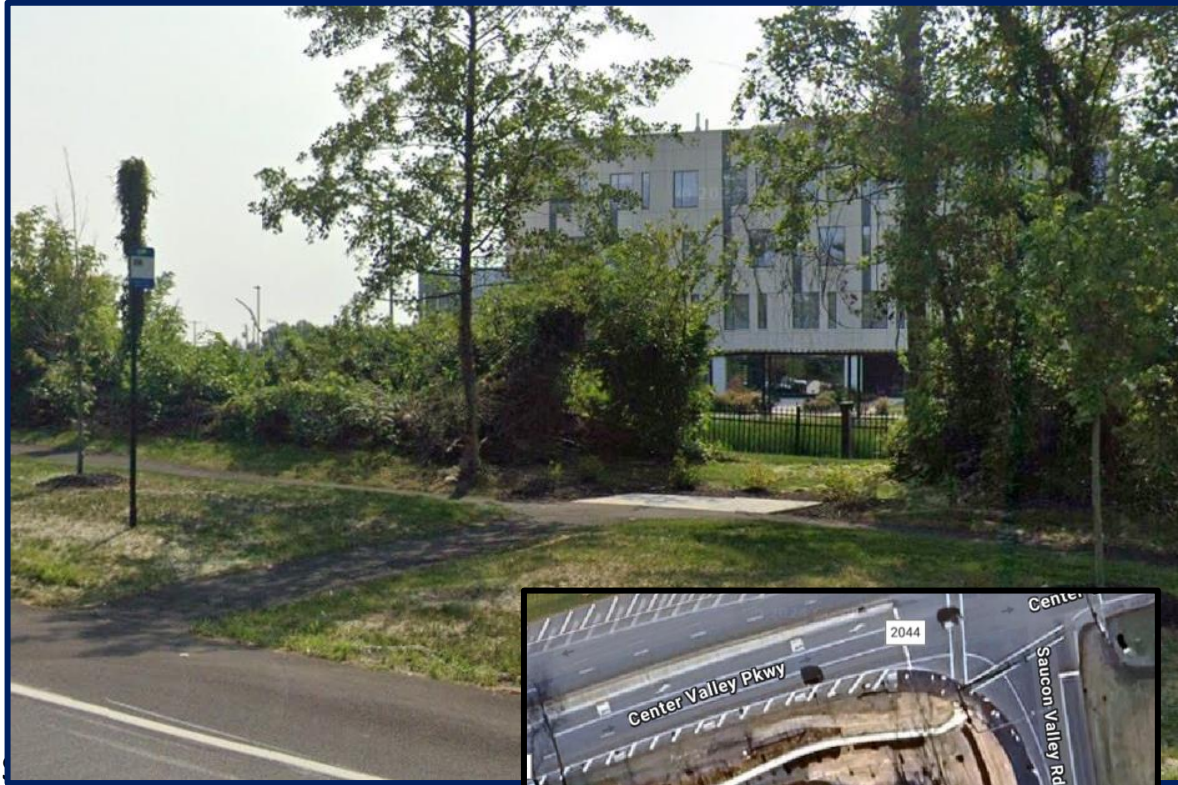


N 7<sup>th</sup> and W Greenleaf St  
EBS Bus Stop  
City of Allentown





# Upcoming New Shelter Locations:



**Good Shepherd – Center Valley  
New Bus Stop  
Upper Saucon Township**



**Stefko Blvd and E Broad St - SB  
EBS Bus Stop  
City of Bethlehem**





# Upcoming New Shelter Locations:



**Easton Ave and Stefko Blvd/Clermont St  
Replacement Shelter  
City of Bethlehem**



**Walbert Ave Sidewalk Improvements  
New Bus Stop  
South Whitehall Township Municipal Complex**





## MEMORANDUM

To: LANTA Board of Directors, Service Support & Planning Committee  
Fr: Darryl Lightner, Manager of Communications and Strategic Initiatives/DBELO  
Re: DBE Program Update  
Date: February 10, 2025

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LANTA is updating its Disadvantaged Business Enterprise (DBE) Program Plan to comply with the latest regulations set forth by the Federal Transit Administration (FTA) and the U.S. Department of Transportation (USDOT) under 49 CFR Part 26. The final rule, published on April 9, 2024, and effective as of October 1, 2024, introduces key updates designed to enhance program compliance, accountability, and effectiveness.

As a Tier 1 recipient, LANTA must incorporate the following revisions into its DBE Program Plan:

Policy Area	CFR Reference	Key Requirement
Bidders List Data Collection	49 CFR 26.11	Prime contractors must submit bidders list data at bid submission.
DBE Monitoring & Compliance	49 CFR 26.37	Real-time tracking of DBE commitments vs. actual participation.
CUF Compliance	49 CFR 26.55	DBEs must perform, manage, and control their contracted work.
Good Faith Efforts	49 CFR 26.53	Prime contractors must submit bidders list data bid

To ensure compliance with these regulations, LANTA will implement updates to internal policies, contract requirements, and reporting mechanisms, strengthening oversight and accountability across all DBE-related activities.

Staff are requesting the Committee's recommendation for Board approval to proceed with the submission of the DBE Program Plan.