



# ANNUAL REPORT 2023 - 2024



**lebanon transit**  
RIDE ON.

# LETTER FROM THE DIRECTOR



## **Theresa Giurintano**

*Executive Director*

Teri has led Lebanon Transit for the past 40 years. On November 1, 2024 she will retire from her role, but will remain part-time as Director of Special Projects to oversee construction of Lebanon Transit's new facility. Angela Luciotti, current Chief Finance Officer and Deputy Director will step into the executive position at that time.

Welcome to the Fiscal Year 2023-2024 Annual Report. This document provides an overview of organizational improvements, service performance, and other achievements from July 2023 through June 2024.

FY 2023 was a critical year for Lebanon Transit, as we worked to adapt to how the needs of our customers and the Lebanon County community have changed coming out of the pandemic. Our biggest move in FY23 was instituting major changes to our Fixed Route bus system, adding new destinations, expanding evening service, and simplifying several routes to boost on-time performance.

At the same time, Lebanon Transit made moves that will drive the agency into the future. One was the addition of three new Compressed Natural Gas (CNG) buses, bringing our CNG buses to a total of 15. Another was completing the design of a new transit facility. This new facility will enable Lebanon Transit to cut costs and improve efficiency by bringing all operations and administration under one roof.



# LEBANON TRANSIT OVERVIEW



Lebanon Transit is one of the premier public transportation agencies in Pennsylvania. Lebanon Transit is dedicated to providing our local community with affordable and environmentally-friendly service throughout the entire county and beyond. Whether you're going to work, running errands, visiting friends or exploring the county, Lebanon Transit is the convenient, reliable and friendly way to get there.

## **Vision**

We strive to become the transportation of choice.

## **Mission**

We provide safe, efficient, convenient, and affordable public transportation to Lebanon and surrounding communities

# FINANCIAL STATEMENTS

## Fixed Route

Lebanon Transit operates a fleet of 18 buses operating a network of 13 fixed routes servicing Lebanon City, Cornwall, Annville, Palmyra, Hershey, Harrisburg, and Park City Center in Lancaster County.

Total Ridership:	<b>214,655</b>
Revenue Miles:	<b>441,537</b>
Revenue Hours:	<b>25,886</b>
Passenger Miles:	<b>1,323,484</b>
Operating Revenue:	<b>\$382,475</b>
Govt. Subsidy:	<b>\$3,014,824</b>
Operating Expenses:	<b>\$3,397,299</b>

Total Ridership:	<b>38,168</b>
Revenue Miles:	<b>241,072</b>
Revenue Hours:	<b>15,035</b>
Passenger Miles:	<b>326,236</b>
Operating Revenue:	<b>\$804,309</b>
Govt. Subsidy:	<b>\$795,778</b>
Operating Expenses:	<b>\$1,600,089</b>

## Shared Ride

Lebanon Transit's fleet of 14 vans travels all over Lebanon County, plus three daily trips to Hershey Medical Center. Three subsidized fare programs benefit seniors and persons with disabilities.

***“Public transportation has begun an exciting resurgence characterized by optimism and opportunity.”***

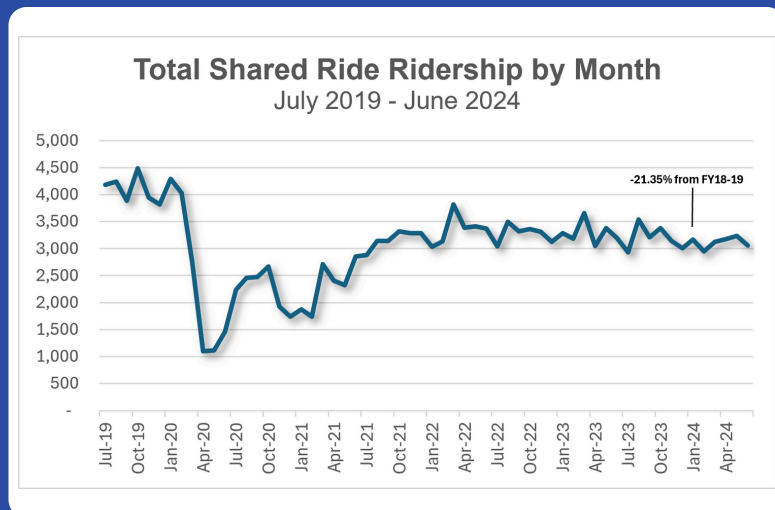
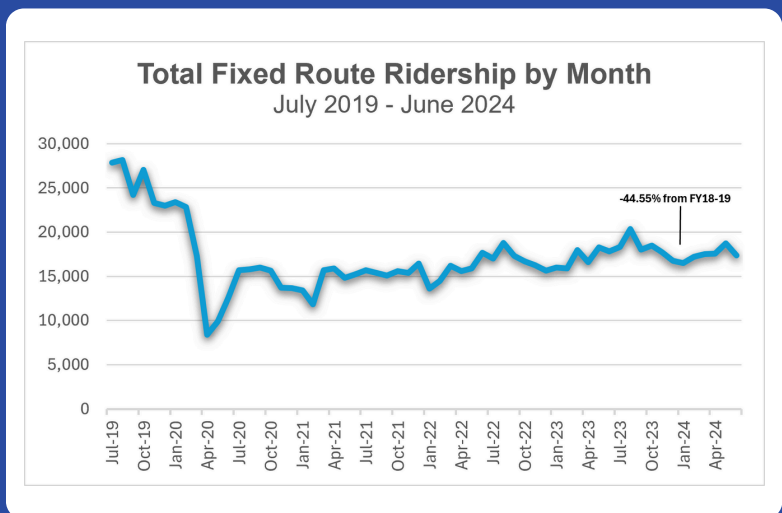
~ Paul P. Skoutelas, President and CEO, American Public Transportation Association



# RIDERSHIP COMPARISON

## Fixed Route

Though Fixed Route ridership has slowly increased since the COVID-19 pandemic, overall systemwide ridership is still down about 45% from the pre-COVID era.



## Shared Ride

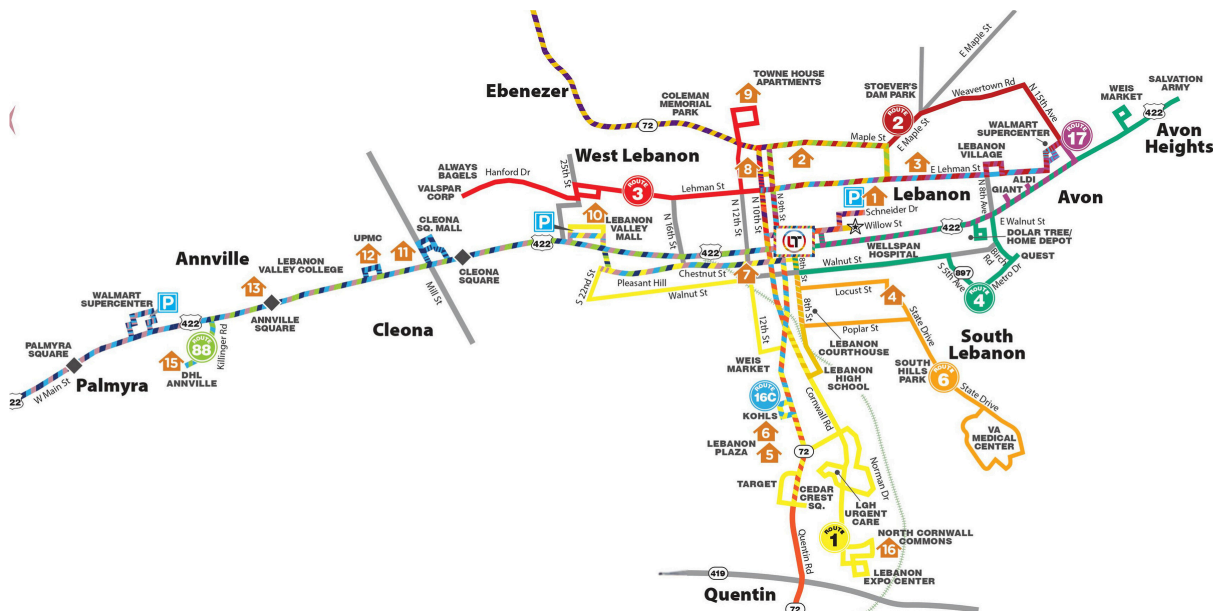
Shared Ride ridership has increased nearly 8% over the last year, but is still down about 21% compared to the pre-COVID era.

## TOP SHARED RIDE DESTINATIONS

The **larger** the word, the more trips made for that purpose.



# A RESPONSIVE TRANSIT SYSTEM



## NEW DESTINATIONS

Route 1 extended to Expo Center and North Cornwall Commons

## SIMPLIFIED ROUTES

Buses now utilize railway viaducts to avoid train delays

After completing an extensive Transit Development Plan in 2022, followed by public feedback sessions in summer 2023, Lebanon Transit launched several Fixed Route system changes in April 2024 to better serve a growing Lebanon County.

## EXPANDED SCHEDULES

More evening service to major shopping centers in Lebanon City

# RIDER APPRECIATION DAY



Lebanon Transit participated in a statewide Rider Appreciation Day on Wednesday, May 8, 2024, offering free rides on all Fixed Route buses all day. The free ride day was part of a statewide Rider Appreciation initiative developed in coordination with the Pennsylvania Public Transportation Association (PPTA) and transit agencies across the Commonwealth.

**Staff setup a table at the Transfer Station offering customers a variety of free Lebanon Transit-branded swag items. Three customers (pictured right) each won a raffle prize including a “bee kind” tumbler and four ticket vouchers to the Lancaster Stormers Lebanon Ironmasters Weekend at Clipper Magazine Stadium.**





# OUTREACH & MARKETING



## Lebanon Transit embarked on a new marketing strategy.

“New Stops. Expanded Schedules. Simplified Routes. RIDE ON.” This was the message promoted in Lebanon Transit’s first-ever OTT commercial. OTT (Over-the-Top) ads are non-skippable commercials delivered through television streaming platforms. This commercial was accompanied by a series of digital display ads delivered in several geo-fenced locations throughout Lebanon Transit’s Fixed Route system.

Bus Ride & Learns

**10**

Shared Ride  
Presentations

**14**

Overview Presentations

**16**

Community Events

**15**





# COMMUNITY HIGHLIGHTS



**Top:** Bus decorated as Clifford the Big Red Dog for Trunk-or-Treat. **Below:** Flat Stanley completes the Java Journey by bus.



**Top:** Historic Old Annville Day. **Middle:** 50+ Fest. **Bottom:** William D. Lebo Memorial Umbrella Walk



# EMPLOYEE APPRECIATION



March 18 each year is recognized as **Transit Employee Appreciation Day** to honor the dedicated individuals who power public transit systems and to showcase the rewarding careers available in the industry. This day also raises awareness about the importance of investing in public transit infrastructure and supporting the workforce behind it.





# FUTURE OUTLOOK



## Capital Project

In 2025, Lebanon Transit will break ground on a new facility that will extend the existing property's footprint to Lincoln Avenue. This building will bring the Shared Ride division under the same roof as the Fixed Route division and administrative offices.

## Fixed Route Expansion

With increased development in Myerstown and the ELCO area, Lebanon Transit has a goal of extending bus service to this part of the County, ultimately connecting with BARTA in Womelsdorf to get customers into Reading.

***“Public transit provides freedom and opportunity for its riders. But let’s be clear, public transit benefits every single Pennsylvanian whether you ride a bus or not.”***

~ Josh Shapiro, Pennsylvania Governor

# CONTACT US

## County of Lebanon Transit Authority Board

**Board Chair:** Franklin Shearer

**Vice Chair:** Jason Kratzer

**Treasurer:** Lowell Brogan

**Assistant Treasurer:** Pat  
Kerwin

**Secretary:** Ed Anspach

**Assistant Secretary:** Brenda  
Phillips

**Member:** David Warner, Esq.

**Member:** Allen Freed

**Member:** Jon Fitzkee

**Executive Director:** Theresa  
Giurintano

**Solicitor:** Jill Nagy



### Phone

**717.274.3664** (Main)

**717.274.3514** (Shared Ride)

### Email

**[info@LebanonTransit.org](mailto:info@LebanonTransit.org)**

### Address

**200 Willow Street  
Lebanon, PA 17042**

### Online

**[www.LebanonTransit.org](http://www.LebanonTransit.org)**



Lebanon Transit is a Drug Free Workplace.  
Lebanon Transit is an Equal Employment Opportunity Employer.