



Comprehensive Service Assessment



Southeastern Regional Transit Authority

Final Report
November 2014



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Background:

The Comprehensive Service Assessment (CSA) was mandated by Chapter 46 of the Acts of 2013 of the Commonwealth of Massachusetts and required that each Regional Transit Authority complete a comprehensive assessment of fixed route transit services.

The Southeastern Regional Planning and Economic Development District (SRPEDD) completed the CSA under an existing contract for technical planning services with the Southeastern Regional Transit Authority (SRTA) and began work in summer of 2013. The draft report was issued to SRTA on September 4, 2014.

***60% of all SRTA
Region residents
live within 1/4 mile of
a fixed route service.***

***92% of all
employment centers
are within 1/4 mile of
fixed route service.***

Scope of Work:

The elements of the CSA mandated under the law required:

- A comprehensive assessment of transit services;
- A thorough examination of ridership trends for each line and service provide;
- A performance analysis of services;
- The development and evaluation of alternative service scenarios;
- The development of a recommendation to better align services with local and regional demand;
- The Commonwealth's environmental policies;
- Fare rates and collection methods;
- The region's job creation goals and employment needs; and
- A determination whether the regional transit authority's service is deployed in the most effective way possible to accommodate the transit needs of the region's workforce.

SRPEDD Approach:

SRPEDD's approach included extensive communication with SRTA administration and operation personnel, three rounds of public meetings, passenger surveys, and an online presence for the public to read and provide input on planning documents.

Work Elements:

Comprehensive Assessment of Transit Services:

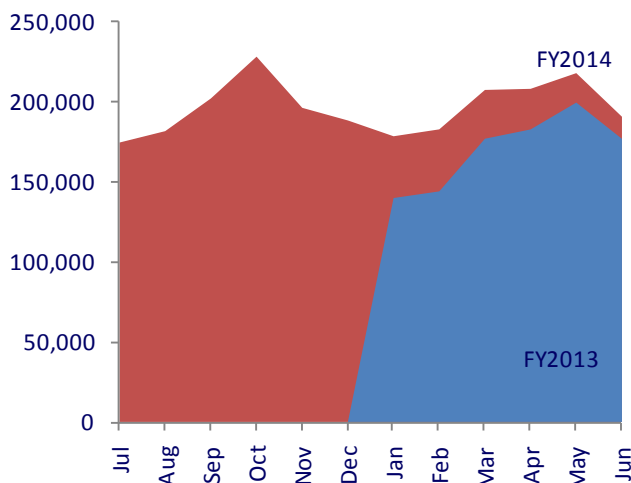
SRPEDD and SRTA developed service standards to apply to existing and new service which include: new service, route scheduling and trip frequency, service routing, passenger amenities, and system performance.

SRTA identified the following goals and objectives to guide in the development of system improvements and include: improve efficiency, improve reliability, better serve employment and education centers, increase ridership, and attract new riders.

Market Analysis:

SRPEDD identified key demographics which represent the populations with the highest demand and reliance on transit services. A complete route by route analysis was conducted, assessing the extent to which the following groups were served by existing fixed route service: minority populations, households with incomes below the poverty level, populations with limited English proficiency, households with zero vehicles, populations aged 60 or older (SRTA offers discount fares for people 60 years or older), and populations between the ages of 5 and 17 years of age.

**SRTA Systemwide
Ridership - Total by Month**



Examination of Ridership Trends:

SRPEDD evaluated ridership data collected by SRTA between January 7, 2013 and June 30, 2014. On January 7, 2013, the new, modern farebox system was implemented and provided SRTA with a greater accuracy in ridership data than the previous farebox system; due to inconsistency with data, any ridership data collected prior to that date was excluded from the analysis.

Performance Analysis of Service:

Using criteria identified by SRTA, SRPEDD evaluated all route performance based on Passengers per Revenue Mile, Passengers per Revenue Hour, and Operating Cost per Passenger. The criteria, based on the systemwide average for each metric identifies routes that exceed the systemwide average, fall below the systemwide average but above the minimum standard however require regular monitoring, or failed to meet the minimum performance standard.

Develop and Evaluate Service Alternatives:

SRPEDD identified 25 service alternatives based on input from the public, from the SRTA administrative staff, and SRTA operator staff. The alternatives include reinstating Sunday service, expanding night service, increasing frequencies on popular routes, realigning routes to better serve underserved areas, and the creation of an entirely new route. Each service alternative was accompanied with a cost for implementation based on 2014 operating costs.

Recommendations to Better Align Service:

As part of the requirement for the CSA, three service scenarios were considered and included: a cost neutral scenario where the sum of all changes bears no cost to SRTA; a moderate increase in operating funds, defined by SRTA at \$500,000 annually; and an unconstrained operating costs in which the cost was not considered as part of the recommendation. Of the 25 service alternatives that were identified, 13 were considered for implementation under these three scenarios.

Commonwealth's Environmental Policies:

SRPEDD evaluated the extent of services provided by SRTA, as well as the development of recent capital projects for consistency with MassDOT's GreenDOT Implementation Plan.

SRPEDD found that SRTA is generally consistent with the GreenDOT policy. SRTA facilities are operated in the most environmentally friendly manner possible with the resources available, and future capital improvement plans include a focus on environmental friendly initiatives.

Fare Rates and Collection Methods:

When SRTA implemented the new farebox system on January 7, 2013, an entirely new fare structure was also adopted. The new fare structure eliminated zone charges and transfer fees; the new fare system also accepts the Charlie Card, a contactless payment card with a preloaded value.

With the implementation of the new fare system, ridership has steadily increased, along with an increase in the number and frequency of transfers. Passengers are now riding more often and further distances as a result of the new fare policy.

Region's Job Creation Goals and Employment Needs:

Southeastern Massachusetts lags behind the rest of the state in job creation and retention. The unemployment in the region is nearly double that of the statewide average. SRTA service plays a critical role in the region's economic development by providing a low cost option for a burgeoning workforce. Many of the region's employment centers are served well by SRTA, however areas of economic growth fall beyond where service is provided.

SRPEDD identified several areas where service could be improved to better serve the employment needs of the region. Along with extending routes to serve employment centers, the span of service (6:00 AM to 6:00 PM on all routes, with some routes providing service to 10:00PM Monday to Friday) presents a barrier for the workforce. Extending service hours would provide the region with greater access and better accommodate employees that work a non-traditional schedule.

Determination of Effectiveness of SRTA Service:

The ten communities of the SRTA region are home to 308,614 residents, of which 60% live within ¼ mile of a fixed route service. Furthermore, the region is home to 125,043 jobs, of which 92% are within ¼ mile of fixed route service. SRTA effectively provides the region with adequate transit coverage.

Expanding service to include Sunday, and extending the span of service to operate earlier in the morning and later in the night will ensure that the needs of the region are being adequately met.

SRPEDD identified several unmet needs through the comments submitted by the public. Addressing the needs of the public beyond the service currently offered will undoubtedly require an increase in operating funds.

SRTA has made effective use of the funds it currently receives, and is considering proposals that improve service and save money. However, the full implementation of all the CSA recommendations will require a nearly 40% increase in annual operating funds.

Service planning is an ongoing process, not a singular event. This CSA serves as a benchmark for service improvement and should remain a working document. As land use changes, and demands of the population and workforce change, so too must SRTA adapt to meet the needs of the communities it serves. Through a continued, comprehensive, and collaborative planning process, SRTA can remain a vital element of the environmental, social, and economic strength of southeastern Massachusetts.

The Southeastern Regional Transit Authority (SRTA) provides the communities of southeastern Massachusetts with regular fixed route and demand response transit services. Current service includes twenty two bus routes operating on a hub and spoke service model with transit hubs in downtown Fall River and New Bedford; in addition to fixed route service, SRTA provides demand response service to all service area communities. Service is provided Monday through Saturday beginning as early as 5:30AM, and terminating as late as 10:10PM. The majority of the fixed route service operates in the cities of Fall River and New Bedford; the cities are connected via an intercity route.

Background

The need to conduct a Comprehensive Service Assessment (CSA) is prescribed by Chapter 46 of the Acts of 2013 of the Commonwealth of Massachusetts in which the legislation requires as part of Section 63 “a comprehensive regional transit plan... shall include, but not be limited to: (1) comprehensive assessment of transit services; (2) a thorough examination of the ridership trends for each line and service provided by the regional transit authority; (3) a performance analysis of existing services; (4) the development and evaluation of alternative service scenarios; (5) the development of a recommendation to better align service with local and regional demand; (6) the Commonwealth’s environmental policies; (7) fare rates and collection methods; (8) the region’s job creation goals and employment needs; and (9) a determination whether the regional transit authority’s service is deployed in the most effective way possible to accommodate the transit needs of the region’s workforce.”¹

1 Source: The 188th General Court of the Commonwealth of Massachusetts, Chapter 46 of the Acts of 2013

SRTA Service Area

The SRTA service area is comprised of ten communities in southeastern Massachusetts with a total of 124,048² households and a total population of 308,614³. The service area communities include two Gateway Cities⁴ (Fall River and New Bedford) and eight towns (Acushnet, Dartmouth, Fairhaven, Freetown, Mattapoisett, Somerset, Swansea, and Westport). The population of the SRTA service area as compared with that of the entire Commonwealth of Massachusetts experiences higher percentages of households in poverty, lower levels of educational attainment, higher percentages of households without vehicles, higher populations of limited English proficiency speakers, and higher percentages of residents over 60 years of age. The cities of Fall River and New Bedford are largely responsible for the skew in the demographic data, however, the surrounding towns also exhibit higher populations of residents 60 years or older than statewide averages.

History

Transit service first appeared on the South Coast in 1872 when the New Bedford and Fairhaven Street Railway Company was incorporated. In 1887 the Union Street Railway Company was formed through a merger with the Acushnet Street Railway Company and operated horse drawn cars until 1890 when they were replaced by electric trolley service; bus service replaced trolleys in 1947⁵. With the passage of Massachusetts General Law 161B, regional transit authorities were formed, and SRTA was incorporated as the transit authority for southeastern Massachusetts. SRTA purchased the assets of the Union Street Railway, who remained the operator until 2011 when South Coast Transit Management (SCTM), a wholly owned subsidiary of First Transit Incorporated, was hired to assume operations.

Beginning in 2011, SRTA has experienced significant changes in administration, as well as in services that benefit riders.

2011

- South Coast Transit Management is hired as the new operator, replacing the Union Street Bus Company
- Erik Rousseau is hired as the SRTA Administrator
- New Bedford Transit Development Plan Final Report issued

2012

- Service added to:
- Fall River Industrial Park (additional service added)
- Commonwealth Landing in Fall River
- Diman Regional Vocational Technical High School
- Battleship Cove
- Night service added to demand response on weekdays
- Demand response service is expanded to Sundays

2 Source: U.S. Census Bureau 2010 Census

3 Source: U.S. Census Bureau 2010 Census

4 Under M.G.L. c 23A Section 3A, a Gateway City is defined as having a population between 35,000 and 250,000, median household income below the state average, and a rate of educational attainment of at least a bachelor's degree that is below the state average.

5 City of New Bedford website: <http://newbedford-ma.gov/tourism/ourhistory/historyofnb.html>

- Holiday service is restored
- SRTA joins social media sites Facebook and Twitter

2013

- Fare restructuring
- The zone fare system is eliminated
- Discount pass options are provided
- Charlie Cards are accepted
- Evening service is added to four routes in Fall River, four routes in New Bedford, and the intercity route
- The SRTA website is redesigned
- The Louis D. Pettine Transportation Center opens in Fall River
- Boston Hospital Shuttle service begins

Organizational Structure

As authorized by Massachusetts General Law 161B, “The territory within and the inhabitants of each of the following groups of cities and towns may, upon compliance with section fourteen, become a body politic and corporate and a political subdivision of the Commonwealth under the name preceding each group.”⁶ SRTA is governed by an advisory board comprised of one (1) member from each city or town in the service area, one (1) community member with a disability, and one (1) member of the riding population for a total of twelve (12) voting members.

The advisory board members include the mayors from New Bedford and Fall River and a representative from each town as chosen by the select board of that town; the community member with a disability is appointed by the advisory board; the member of the rider population is appointed by the advisory board from a list of pre-qualified candidates provided by the Massachusetts AFL-CIO. The Advisory Board is tasked with financial oversight, acquiring real estate, appointing the administrator, establishing levels of service, and establishing fare policy.

6 Massachusetts General Laws, Chapter 161B – Section 2

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Chapter 1.A: Comprehensive Assessment of Transit Services

To better understand how SRTA serves the communities of southeastern Massachusetts, a comprehensive assessment of transit services was completed. The assessment included the mission statement for the authority and how it is translated in to regular transit service. Service standards will define how current and new service will be implemented and monitored for performance while the goals and objectives will aid the authority in making decisions on how to allocate resources and increase their ridership base.

Mission Statement

“SRTA’s mission is to provide safe, convenient, and economical transportation opportunities for people that supports economic development and improved quality of life for South Coast residents.”

“SRTA’s mission is to provide safe, convenient, and economical transportation opportunities for people that supports economic development and improved quality of life for South Coast residents.”

Service Standards

As SRTA moves from evaluating current and proposed service to modifying existing service or implementing new service, the standards listed below will be the lens through which all service is viewed. The purpose of these standards is to define how new service will be implemented; establish scheduling guidelines for minimum headways and frequency of service; specify how new service will be routed or how existing service may be rerouted; specify the types and locations for passenger amenities; and provide criteria for evaluating the performance of any route as a part of the entire system.

New Service

As the SRTA region grows, new demands for transit will arise from areas not currently served by SRTA. To maintain operating efficiencies, and to ensure that new service does not adversely affect currently served markets, the following standards apply to developing and implementing fixed-route transit service.

- New service should serve well defined markets;
- New service should be designed to maximize revenue service and minimize deadhead;
- New service should serve areas with a high population density, large trip generators and/or high density corridors, Environmental Justice areas, etc;
- SRTA should make every attempt to travel on roads with appropriate amenities (crosswalks, sidewalks, pedestrian signals, etc.);
- A minimum of 15% recovery time shall be built into new route schedules; and
- Consideration for service outside of the 6:00 a.m. to 6:00 p.m. service span shall be based on demand and funding at the time of service implementation.

Route Scheduling and Trip Frequency

Maintaining the current annual ridership and expanding the ridership to include a larger segment of the population means that trip times need to be regular and predictable. Increasing the number of trips on a route can result in greater ridership, but also greater costs to SRTA. Striking a balance between frequent service and cost saving measures can be a challenge. The following standards apply to the process by which SRTA schedules service along a given route.

- Layover time shall be built into headways;
- Frequency should be less than or equal to 60 minutes and should coincide with the level of demand at major activity centers along the route;
- Routes with a minimum of 30 passengers per revenue hour shall be considered for decreased headways (i.e. 60 to 40, 40 to 30, etc.); and
- Service hours are 6:00 a.m. to 6:00 p.m. Any service outside of those hours must comply with the New Service service standard.

Service Routing

Routes should be responsive to community needs, and easily understood by the riding public. To ensure that routing is sensible and easily understood by the public, the following standards will be followed.

Service should be simple.

Optimal route designs should be symmetrical and operate along the same alignment in both directions.

Deviations are acceptable to avoid traffic, access to schools, major shopping, employment, etc. and should be implemented if:

- Deviations will result in an increase in the overall route productivity;
- Deviations are less than 10-15% of the overall route length; and
- Buses stay within clearly marked traffic lanes.

Passenger Amenities

Providing areas that are clearly demarcated as the appropriate location to board a bus, as well as providing amenities that ensure safety, comfort, and convenience can greatly improve the passenger experience. For SRTA to consider initiating new stops, or constructing bus shelters at either new or existing stops, the following criteria should be met:

- New bus stops should be spaced no less than 500 feet apart;
- Consideration for a new bus shelter includes, but is not limited to: stops with an excess of 20 daily passenger boardings or alightings; site configuration that provides adequate space for a shelter to be constructed in compliance with the Americans with Disabilities Act; and a site that does not create a hazard for pedestrians or motorists; and
- Special consideration may be made for sites that meet the site configuration, but have fewer than 20 daily passenger boardings.



*Photo 1-1: Bus Shelter
Photo Credit - SRPEDD 2014*

Performance

Route performance will be evaluated using passenger per revenue mile, passenger per revenue hour and operating cost per passenger in comparison to the system average.

Performance will be evaluated at the following intervals based on the system wide average for passenger per revenue mile and passenger per revenue hour:

50-100%	no action required.
35-50%	staff review and report to advisory board every two years with the exception of a 5% change.
<35%	route may be eliminated and/or actions will be taken to help improve route performance.

Performance will be evaluated at the following intervals based on system wide average for operating cost per passenger:

50-100%	no action required.
135 - 150%	staff review and report to advisory board every two years with the exception of a 5% change.
>150%	route may be eliminated and/or actions will be taken to help improve route performance.

Goals and Objectives

The purpose of a comprehensive service assessment is to take a full view of current transit operations and evaluate each route to determine whether the service is adequately addressing the communities served by the service. To achieve this outcome, SRTA has identified the following goals:

Improve efficiency

SRTA operates a public service that is supported by fares collected from passengers, assessments paid by the municipalities within the SRTA service area, state discretionary funding and formula grants, and federal discretionary funding and formula grants. As a recipient of public funds, SRTA has an obligation to operate as efficiently as possible to provide the highest quality of service at the lowest possible cost.

Through the regular collection and analysis of ridership data, decisions can be made regarding where to best allocate the limited resources of the authority. By identifying the routes that are underperforming as compared to the system average, changes can be implemented to increase ridership or decrease costs. Efficiency gains can be made by combining routes, or assigning vehicles in such a way to reduce vehicle mileage without reducing service. At times however, routes may need to be changed significantly or discontinued due to an established trend of declining and limited ridership. Changes occur only after a thorough analysis which includes extensive public outreach and input from the affected rider population.

Improve reliability

SRTA operates bus service on the region's road network and is therefore subject to traffic congestion, construction delays, and changes to physical infrastructure. Over time, conditions may change and negatively impact a route's performance. Transit customers expect that, on occasion, the service may operate behind schedule, however, when unpredictable delay is a regular occurrence, customers lose faith that the service can be relied upon to get them to their destination on time. Moreover, if buses are regularly over-crowded, finding a seat can be difficult, making even the shortest trip feel far too long.

Reliability means the service operates on a regular predictable schedule and provides a safe and comfortable ride. By operating more reliably, SRTA can better serve existing riders and begin to attract new riders to the system.

Better serve employment and education centers

For many passengers, SRTA represents the primary mode of transportation to and from school or work. In this regard, transit is an important economic lifeline for the communities served. Service to and from employment and education centers should reflect, as best as possible, the times when employees arrive and depart for work shifts or when students begin and end classes. It is not enough to serve current employment centers; SRTA must also be responsive to new opportunities to serve the workforce. By working closely with local planners, chambers of commerce, and economic development boards, service can be planned for new employment centers at the earliest stages of their development.

When an individual chooses transit over other modes of transportation, the first experience is crucial.

Increase ridership

The consummate goal of any transit authority is to increase ridership, and SRTA is no exception. Increased ridership puts more fares in the farebox which offsets the fixed costs associated with operating a transit service. Increasing ridership is a two pronged goal: increase the frequency of use among occasional riders, and attracting new riders to the system.

Converting the occasional transit rider to a regular rider is best achieved through improvements to reliability and through expanding service to make the region more transit accessible. When the system operates reliably, the occasional rider can ride with the confidence that they will arrive at their destination on time. As the system grows to include more transit accessible destinations, the occasional rider can not only board with the confidence of an anticipated travel time, but also can board knowing they can move about the region with the freedom to choose their destination and departure time.

Attract new riders

When an individual chooses transit over other modes of transportation, the first experience is crucial. From the moment the choice is made, everything leading that individual to their chosen destination should inspire not only a return trip, but a new habit. New riders should be able to find route schedules and trip planning tools easily and they should be made readily available. Bus stops should be clearly marked and should provide a safe place to wait for the next bus to arrive. Alighting passengers should be greeted with a safe place to exit and walk to their destination, and it should be obvious where to wait for a return trip.

It is not enough to simply put more people on buses; the experience of riding transit should inspire future trips on transit. All passengers should be treated respectfully by SRTA employees and fellow passengers. SRTA employees should be available to provide information and assistance to new riders to the system, and all passengers should want to ride again each and every time they exit an SRTA bus.

Stakeholder Input

The SRTA CSA included a significant public outreach and engagement process to ensure that all service alternatives and recommendations were formed with consultation from the population most affected by the changes. Input was sought through traditional mediums such as public meetings and passenger surveys conducted at the two SRTA terminals. Input was also sought and accepted via email, the SRTA website, SRTA Facebook page and SRTA Twitter account. In addition to the public involvement, a Comprehensive Service Assessment Advisory Committee was formed and met throughout the development of the CSA.

CSA Advisory Committee

To provide SRPEDD with proper guidance during the CSA process and properly vet findings and recommendations, a study advisory committee was formed. The committee was comprised of 24 members representing the following community groups:

- Able Associates
- Amalgamated Transit Union
- Bristol Community Center for Adult Ed. & Workplace Literacy
- Bus Riders United
- Executive Office of Health and Human Services Transportation Office
- Fall River Career Center
- Fall River Chamber of Commerce
- Fall River Council on Aging
- Fall River Office of Neighborhood Outreach
- Fall River Planning Department
- Garfield Foundation
- Hawthorn Medical
- New Bedford Area Chamber of Commerce
- New Bedford Career Center
- New Bedford Community Economic Development Corporation
- New Bedford Council on Aging
- New Bedford Neighborhood and Community Outreach
- New Bedford Planning Department
- South Coast Development Partnership
- South Coast Hospitals Group
- SRTA Customers
- United Interfaith Action
- University of Massachusetts Dartmouth Campus Services
- University of Massachusetts Dartmouth Workers' Education Program

The CSA Advisory Committee met twice during the CSA development, once on February 6, 2014 at the Dartmouth Town Hall, and again on April 1, 2014 at New Bedford City Hall. The meetings included a presentation to brief the committee members on the requirements of the CSA, the data collection and analysis efforts, and the proposed service alternatives.



Photo 1-2: Attendees at New Bedford Public Meeting

Photo Credit: SRPEDD 2014

Comprehensive Service Assessment

SRTA is reviewing existing bus routes as part of their Comprehensive Service Assessment (CSA) to identify areas for improvement.

The public meetings will be:

Tuesday, February 25, 2014 at 4:00-6:00 PM

Howland Green Library

3 Rodney French Blvd., New Bedford

Wednesday, February 26, 2014 at 4:00-6:00 PM

Fall River City Council Hearing Room

1st Floor City Hall

One Government Center, Fall River

If you cannot attend you may send your feedback to SRTA:

info@srtabus.com or 700 Pleasant St, Suite 320, New Bedford, MA 02740

SI USTED DESEA TRADUCIR ESTO EN ESPAÑOL, POR FAVOR LLAME 508-999-5211 mltwera@srtabus.com
SI VOCE PREFERIR ESTO TRADUCIDO EM PORTUGUES, POR FAVOR LLAME 508-999-5211 mltwera@srtabus.com

This location is accessible to people with disabilities and on a public transit route. Upon request, every effort will be made to provide accommodation or language assistance. Please contact SRPEDD's Title VI Coordinator by phone (508 824-1367), fax (508 823-1803), or by email titelvi@srpedd.com. Requests should be made as soon as possible prior to the meeting.

Figure 1-1: Public Meeting Announcement

Public Meetings

Public involvement is a critical component to the CSA since it will ultimately be the public that is affected by the changes recommended in this report. To solicit input from the public, a series of public meetings were held in Fall River and in New Bedford. The meetings consisted of a presentation by SRPEDD staff outlining the CSA requirements, process, and anticipated outcomes. The meetings also provided the public with an opportunity to provide comments and express concerns with the current routing system as well as with the proposed changes.

The first series of meetings were held on February 25 and 26, 2014. Four people attended the meeting held at the Howland Green Library in New Bedford; eight people attended the meeting held at the Fall River Government Center. The second series of meetings were held April 8 and 9, 2014. Fifteen people attended the meeting held at the New Bedford City Hall and fifteen people attended the meeting held at the Fall River Main Library.

All meetings were advertised with print material posted in the SRTA terminals and onboard each bus, digital advertisements were posted on the SRTA website and on the SRTA Facebook page and Twitter page. The April 8, 2014 meeting held in New Bedford was covered by the internet site New Bedford Now (www.newbedfordnow.com) with an article "SRTA: A New Hope" published on April 17, 2014.

Passenger Surveys

Passenger surveys were conducted at both the Fall River and New Bedford terminals on January 31 and February 3, 2014 for the purpose of collecting information on how passengers currently use the SRTA system. A total of 498 surveys were completed.

Website and Social Media

Comments were accepted through the SRTA website CSA page (<http://www.srtabus.com/csa>), the SRTA Facebook Page (<https://www.facebook.com/SRTABUS>), and the SRTA Twitter account (<https://twitter.com/SRTABUS>). SRPEDD received 21 comments through the CSA website; no comments were received through Facebook or Twitter.

This market analysis is a route by route analysis of the SRTA service based on a review of population and employment density, as well as minority, low income and limited English proficiency (LEP) populations, those age 60 years and older, youth ages 5-17 and households with no vehicle. These factors drive the demand for public transportation services and determine where transit can serve the greatest need.

An important goal of the market analysis is to consider the implications of these factors on the demand for transit in the SRTA region. This information will be used in subsequent phases of the Comprehensive Service Analysis (CSA) to inform the design of transit service improvements to meet the existing and emerging demand.

The SRTA service area is a vibrant, historic and evolving area. The SRTA service area comprises 5% of the Massachusetts state population and 4% of the land area of the state. Compared to the Massachusetts state population, the SRTA service area has higher percentages of households in poverty, households with no vehicle, LEP speakers and a slightly higher percentage of individuals 60 years and older.

An important goal of the market analysis is to consider the implications of these factors on the demand for transit in the SRTA region.

SRTA Region Population

Overall, population in the SRTA service area increased by just 1% between 2000 and 2010; however, towns like Westport and Dartmouth grew by much more, 9.5% and 11%, respectively. In terms of absolute numbers, these towns had the greatest population growth, followed by the city of New Bedford at 1.4%. Alternatively, the population in the city of Fall River decreased by 3.4%.

Population densities in the SRTA area are highest in the cities of New Bedford and Fall River, specifically the downtown areas. However, unlike population, there is no focal point for employment. The larger employment centers are distributed within the cities' industrial parks, hospitals and colleges. The Town of Dartmouth also has high employment due to UMass Dartmouth and the Faunce Corner Road area with its heavy medical and retail presence.

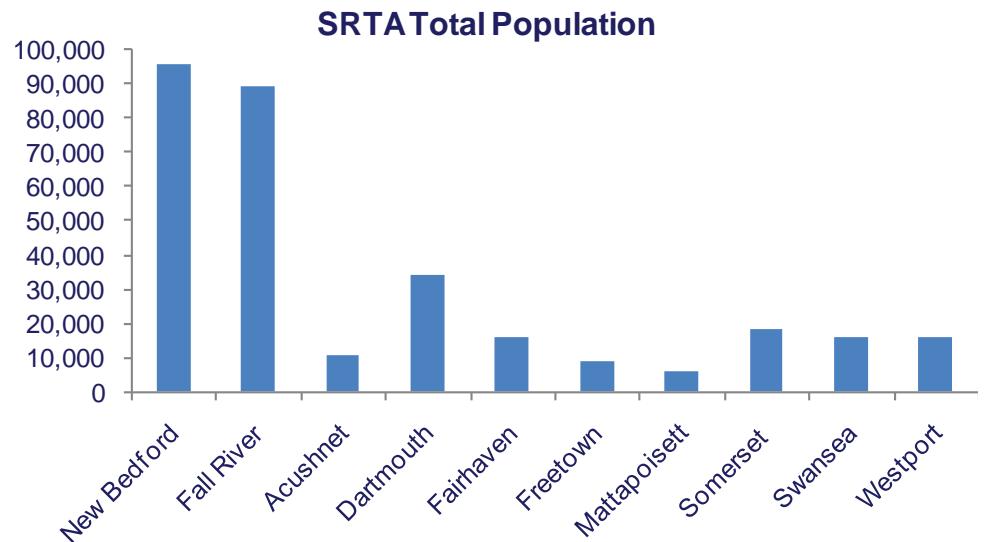


Figure 1-2: SRTA Total Population

SRTA Region Population Change				
	2000	2010	Percent change	Absolute Change
Acushnet	10,161	10,303	1.40%	142
Dartmouth	30,666	34,032	11.00%	3,366
Fairhaven	16,159	15,873	-1.80%	-286
Fall River	91,938	88,857	-3.40%	-3,081
Freetown	8,472	8,870	4.70%	398
Mattapoisett	6,268	6,045	-3.60%	-223
New Bedford	93,768	95,072	1.40%	1,304
Somerset	18,234	18,165	-0.40%	-69
Swansea	15,901	15,865	-0.20%	-36
Westport	14,183	15,532	9.50%	1,349
SRTA	305,750	308,614	0.90%	2,864

Data Source: 2000 Census, 2010 Census

Table 1-1: SRTA Region Population Change

SRTA Region Demographics

	Acushnet	Dartmouth	Fairhaven	Fall River	Freetown	Mattapoisett	New Bedford	Somerset	Swansea	Westport
Total Population	10,303	34,032	15,873	88,857	8,870	6,045	95,072	18,165	15,865	15,532
Population Density (persons per square mile)	559	543	1,281	2,823	242	366	4,730	2,245	680	301
Population 60+	2,328	7,450	4,145	18,115	1,743	2,666	17,741	5,053	3,796	4,158
% Population 60+	23%	22%	26%	20%	20%	44%	19%	28%	24%	27%
Population 5-17	1,624	4,703	2,289	13,272	1,612	988	15,471	2,680	2,401	2,326
% Population 5-17	16%	14%	14%	15%	18%	16%	16%	15%	15%	15%
Minority Population	292	2,709	707	11,508	320	233	24,273	465	436	362
% Minority Population	3%	8%	4%	13%	4%	4%	26%	3%	3%	2%
Pop 5+ with Limited English Proficiency	639	2,545	482	11,479	146	143	15,109	787	727	963
% Limited English Proficiency	7%	8%	3%	14%	2%	2%	17%	5%	5%	7%
Households with Income with Incomes Below Poverty Level	209	764	817	8,193	140	166	8,730	313	253	414
% Households with Income with Incomes Below Poverty Level	6%	6%	12%	21%	5%	6%	23%	4%	4%	7%
Households with No Vehicle	164	726	467	6,801	70	112	7,109	436	185	121
% of Households with No Vehicle	4%	6%	7%	18%	2%	4%	18%	6%	3%	2%

Data Source: 2010 Census, American Community Survey 2006-2010

Table 1-2: SRTA Region Demographics

Population Density and Employment

Population Density

The population density map shows how population is concentrated in the two cities of New Bedford and Fall River. Both cities are home to a plethora of housing complexes as well as multi-family homes. Areas of higher density population within the towns exist on the western side of Fairhaven, the UMass Dartmouth area of Dartmouth, sparsely throughout Somerset, and the Ocean Grove neighborhood in Swansea.

In New Bedford, the greatest density of population exists along Route 1 Fort Rodman and Route 2 Lund's Corner, where development centered around historic transit lines. These are also areas of large concentrations of minority and low income populations. Other areas of densely populated neighborhoods in New Bedford exist in the south end around Cove and County Streets; in the north central area between downtown and I-195 (between Purchase Street served by Route 2 Lund's Corner and Cottage Street served by Route 4 Ashley Boulevard); and in the north end, between the riverfront and Route 4 Ashley Boulevard.

In Fall River, population is concentrated in the southern half and central areas of the city, between Pleasant Street and President's Avenue. There is also population and employment concentrated along the Route 2- North Main corridor.

Employment

The greatest number of employment for SRTA residents is still found in the cities of New Bedford and Fall River. Thousands of jobs exist at the Fall River Industrial Park and the New Bedford Business Park. Dartmouth is a large and growing activity center in the SRTA service area, combining significant commercial, medical, educational and institutional destinations in the area around Highway Route 6 and Faunce Corner Road. The commercial centers, college campuses and medical facilities within SRTA are activity centers that also serve as employment areas within SRTA. Fairhaven's Highway Route 6 commercial corridor, the Dartmouth and Swansea Malls, UMass Dartmouth and BCC campuses, the Truesdale Clinic and the three hospitals (Charlton, Saint Anne's and Saint Luke's) are all major employment centers in the SRTA service area.

Dartmouth is a large and growing activity center in the SRTA service area, combining significant commercial, medical, educational and institutional destinations in the area around Highway Route 6 and Faunce Corner Road.

SRTA Service Area Population Density

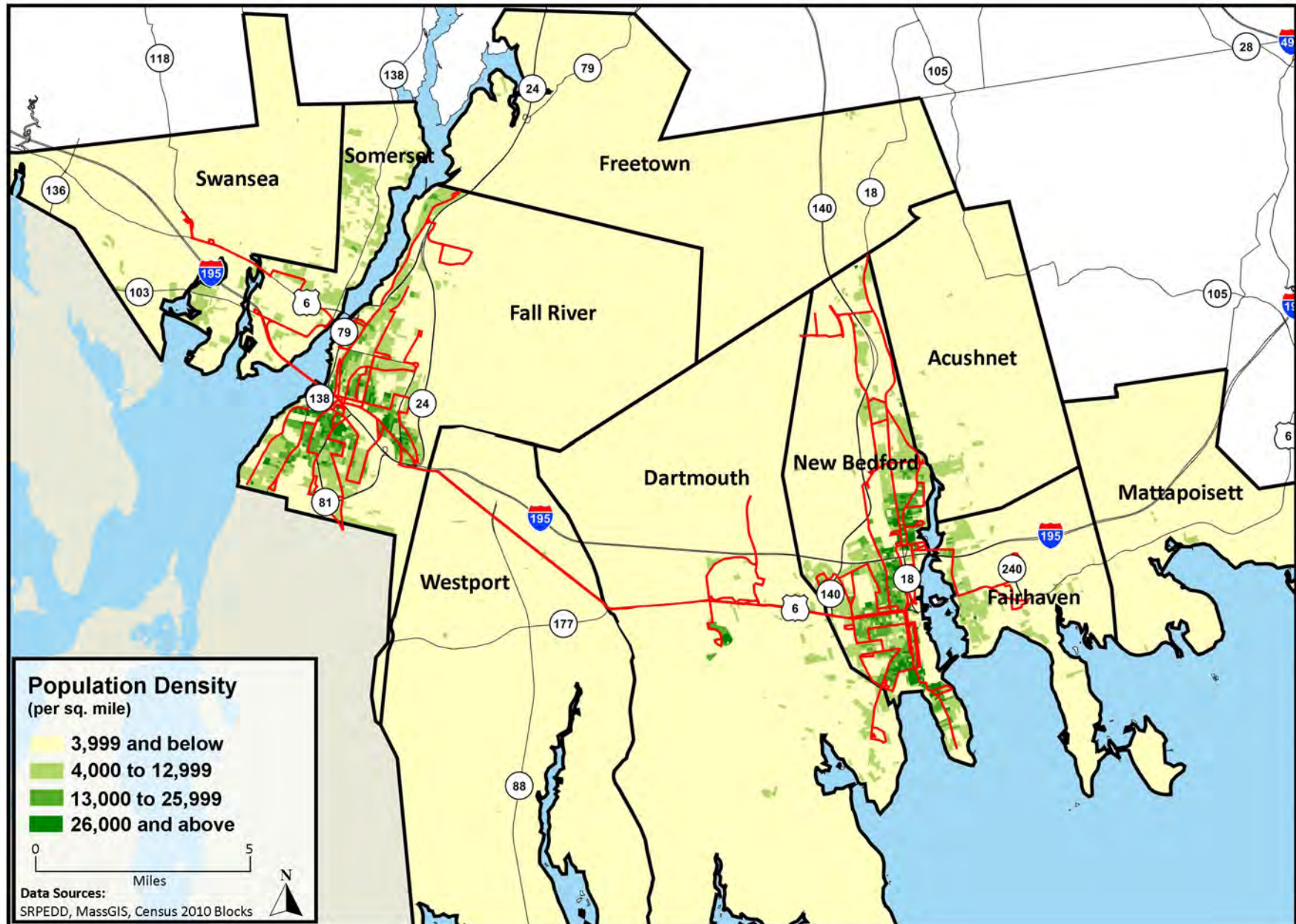


Figure 1-3: SRTA Service Area Population Density

SRTA Service Area Employment

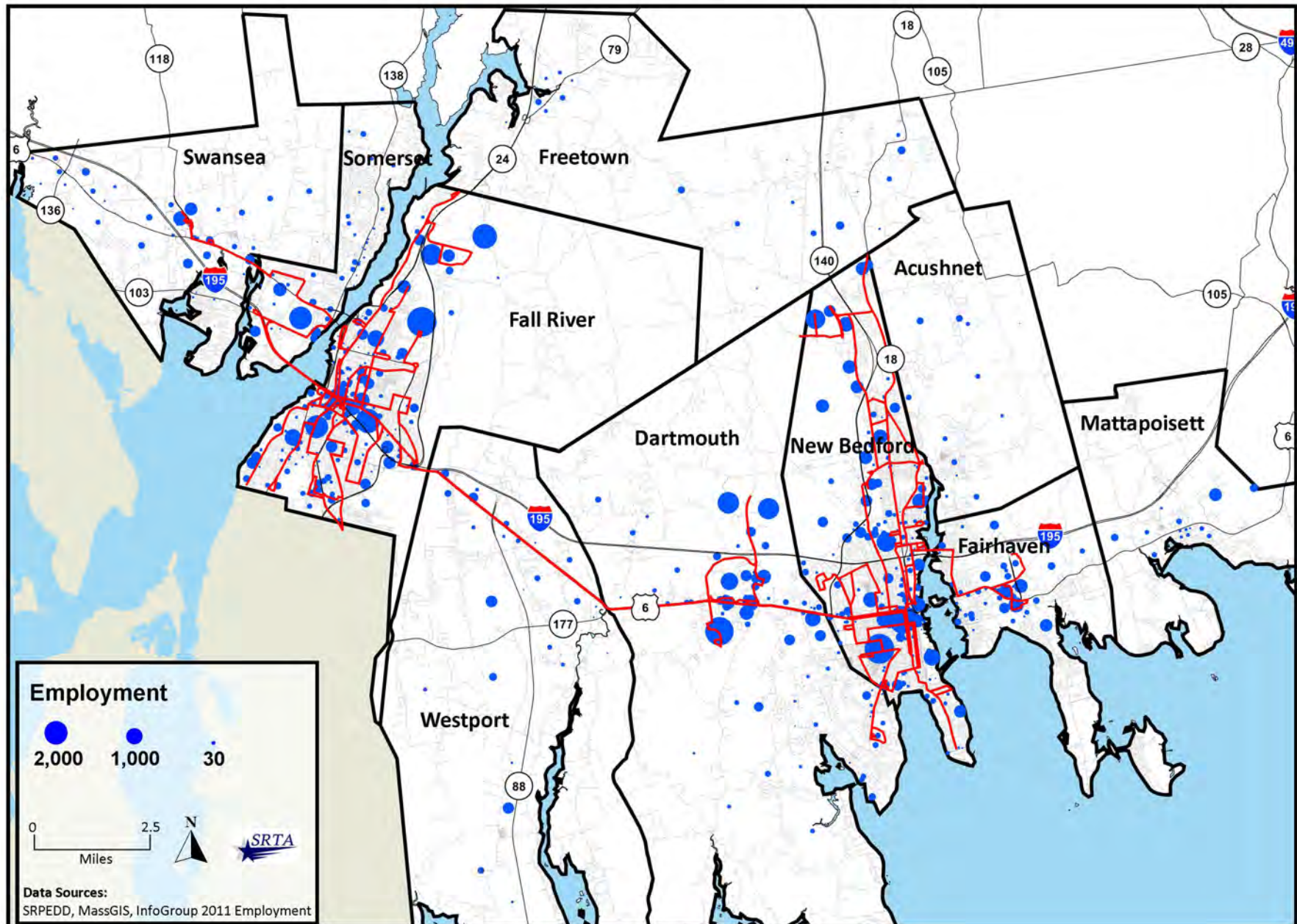


Figure 1-4: SRTA Service Area Employment

Environmental Justice, Minority, Low Income, and Limited English Proficiency (LEP)

Environmental Justice

As a recipient of federal transportation funds, SRTA is committed to following the principles of Environmental Justice (EJ), which means the Authority must “avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations”¹. EJ is related to Title VI of the Civil Rights Act of 1964, which prohibits any recipient of federal funding to discriminate “on the basis of race, color or national origin, including matters relating to language access for limited English proficient (LEP) persons”².

With the exception of one tract in northern Fairhaven, all minority and low income Census Tracts in the SRTA region are located within Fall River and New Bedford. Much of Fall River and New Bedford have been identified as EJ areas, either categorized as low income, minority, or both. The analysis also shows that EJ areas are well served with SRTA fixed route bus service³.

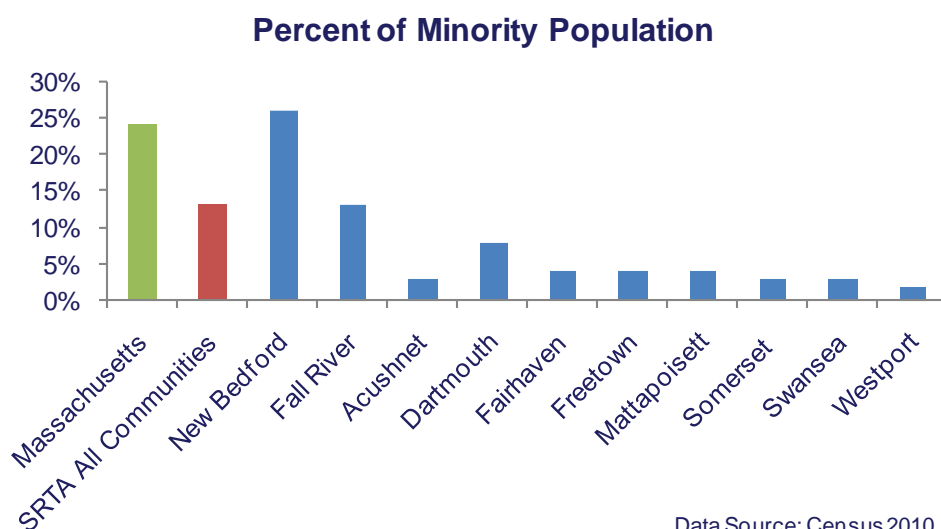


Figure 1-5: Percent of Minority Population

Minority

The percentage of population considered minority for the SRTA service area is 13% which is lower than the overall State percentage of 24%. However, in New Bedford, 26% of the city’s population is considered minority, as well as 13% of Fall River’s population. All of SRTA’s minority tracts are located within Fall River and New Bedford. Although minority population is higher in the cities than in the towns, the minority population of the region is not as diverse as Massachusetts as a whole, with the exception of New Bedford.

There has been a large increase in Hispanic or Latino populations, especially

¹ FTA Circular 4703.1, EJ Policy Guidance for FTA Recipients, page 2; http://www.fta.dot.gov/documents/FTA_EJ_Circular_7.14-12_FINAL.pdf

² FTA Circular 4703.1, EJ Policy Guidance for FTA Recipients, page 2; http://www.fta.dot.gov/documents/FTA_EJ_Circular_7.14-12_FINAL.pdf

³ SRTA defines “well served” as any area within ¼ of an existing fixed route bus route.

in New Bedford where this population group grew from 7% in 1990 to 17% in 2010, compared with the growth in the Commonwealth from 5% in 1990 to 10% in 2010 and in Fall River, where the Hispanic or Latino population only increased from 2% to 7.4% in 20 years.

The Federal Transit Administration defines minority Census Tracts as those tracts where the total percentage of the minority population of the tract is higher than the percentage of the minority population for the service area. In SRTA's service area this is 13.38%, which is lower than the overall state percentage of 24%. All tracts with a percentage of the minority population of 13.38% or higher are only located within New Bedford and Fall River.

In the SRTA area fifteen of the twenty-two SRTA bus routes are minority routes. Minority routes are categorized by having 1/3 or more of the route distance within SRTA's minority tracts. While the remaining 7 routes do not qualify as minority routes, all routes pass through minority tracts. The frequency and service span for the minority routes are as equally served as are the non-minority routes.

When comparing the population within a quarter mile of each route, Fall River Routes 6 Pleasant Street and 10 Rodman Street and New Bedford Route 8 Mount Pleasant have the highest percentage of minority population. Fall River Routes 14 Swansea Mall and 8 Bristol Community College/Durfee High School and the New Bedford North End Shuttle and Intercity routes have the lowest number of minority population within a ¼-mile of each route.

21% of Fall River residents and 23% of New Bedford residents live in poverty.

Low income

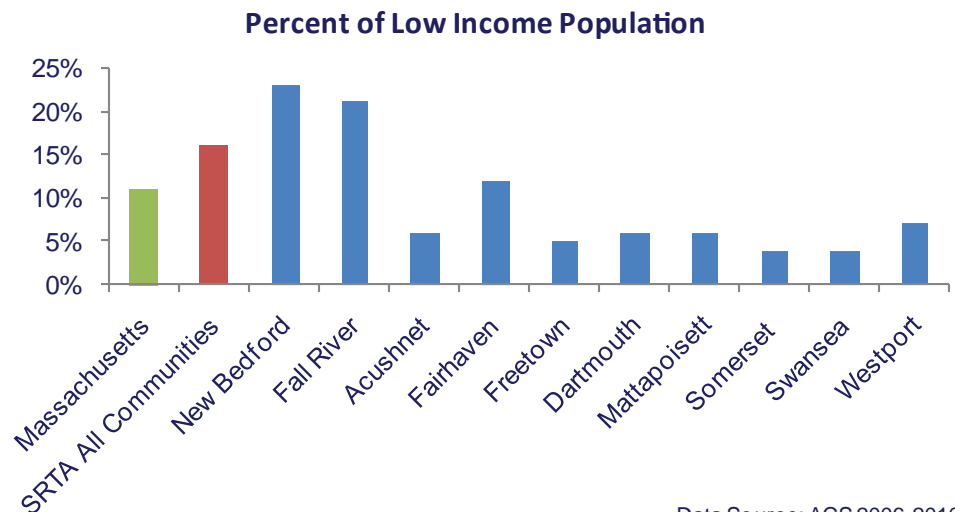


Figure 1-6: Percent of Low Income Population

The SRTA service area population has a noticeably higher percentage of households with income below the poverty level. The statewide percentage of household below the poverty level is 11% where in the SRTA service area it is 16% of households. The percentages of households below poverty level are particularly high in Fall River (21% of households) and in New Bedford (23% of households).

Low income Census Tracts are defined the same way as minority tracts. Low income tracts are Census tracts where the percentage of the low income

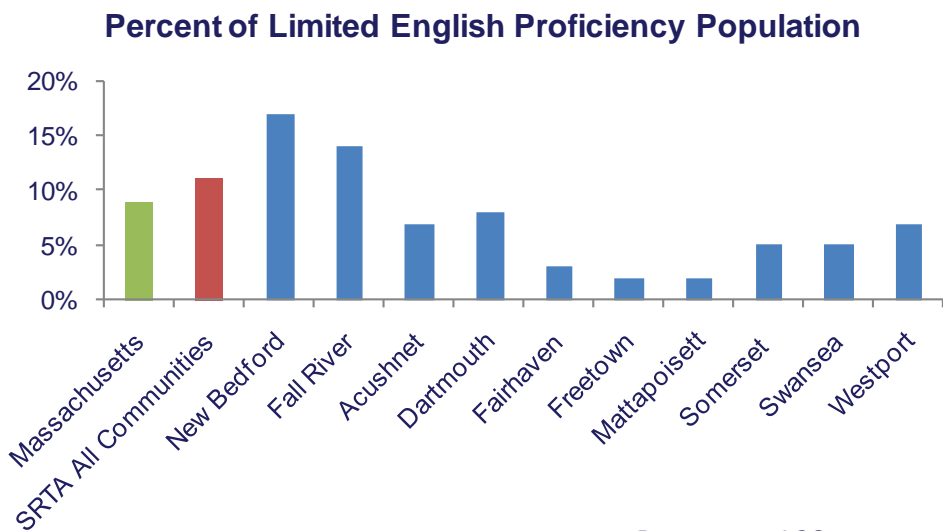
population of the tract is higher than the percentage of the low income population for the SRTA service area, which is 13.85%.

In April 2012, SRPEDD conducted an onboard survey of SRTA passengers and found that 63% of respondents reported annual income less than \$25,000⁴. As part of the CSA outreach effort, SRPEDD conducted customer surveys at both the New Bedford Terminal and the Fall River Terminal in February 2014 and found that 88% of customers reported income less than \$25,000. The results of these surveys imply that the decision to use the SRTA system is an economic reality of a transit dependent population. SRTA provides an invaluable service that represents an opportunity for regional mobility among those that may not be afforded other options.

Low income populations are concentrated in the cities of New Bedford and Fall River. In Fall River, 21% of residents and 23% of residents in New Bedford live in poverty. Many of the Census tracts in both cities meet or exceed the 13.38% of total population threshold to be defined as low income areas; SRTA serves all of these tracts. In New Bedford, tracts in the north and south ends of the city are the only areas in either city that do not reach the 13.38% threshold of low income households.

Route 6 Pleasant Street in Fall River and Route 8 Mount Pleasant in New Bedford serve the highest percentage of low income persons. Conversely, Routes 14 Swansea Mall and 2 North Main Street in Fall River and Route 3 Dartmouth Street and the North End Shuttle serve the lowest percentage of low income persons.

Limited English Proficiency



Data source: ACS 2006-2010

Figure 1-7: Percent of Limited English Proficiency Population

The SRTA region is also home to a higher percentage of Limited English Proficiency (LEP) speakers when compared to the state percentage. SRTA's population age 5 years and older are more likely to speak with Limited English Proficiency than the state population. Of the SRTA population, 11% speak English "less than very well" compared to 9% of the state population. Again, the percentages are higher in the cities of New Bedford (17%) and

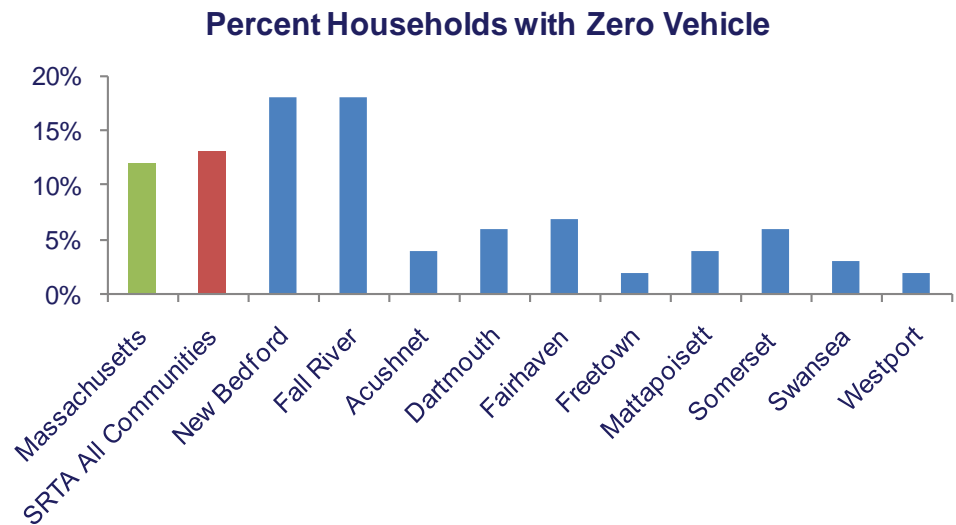
4 Additionally, research completed by UMass Dartmouth found 62% of SRTA riders had incomes less than \$15,000.

Fall River (14%). Other than English, the primary languages spoken in the SRTA service area are Portuguese (69% of the LEP population) and Spanish (19% of the LEP population).

The SRTA region is home to a high number of Limited English proficiency (LEP) speakers. The LEP speakers in Fall River are primarily located in the north central, downtown and south of downtown areas. The New Bedford LEP population is more disperse across the city but primarily south of downtown. The area between Ashley Park and Hazelwood Park, along Cove Street has a particularly high LEP population. Fall River Route 6 Pleasant Street and New Bedford Route 5 Rivet Street serve the highest percentage population of LEP. Route 2 North Main Street in Fall River and Route 11 Fairhaven in New Bedford have the lowest percentage of LEP persons.

Households with Zero Vehicles

The SRTA service area percentage of households without a vehicle is 13%, compared to 12% of households across the State.



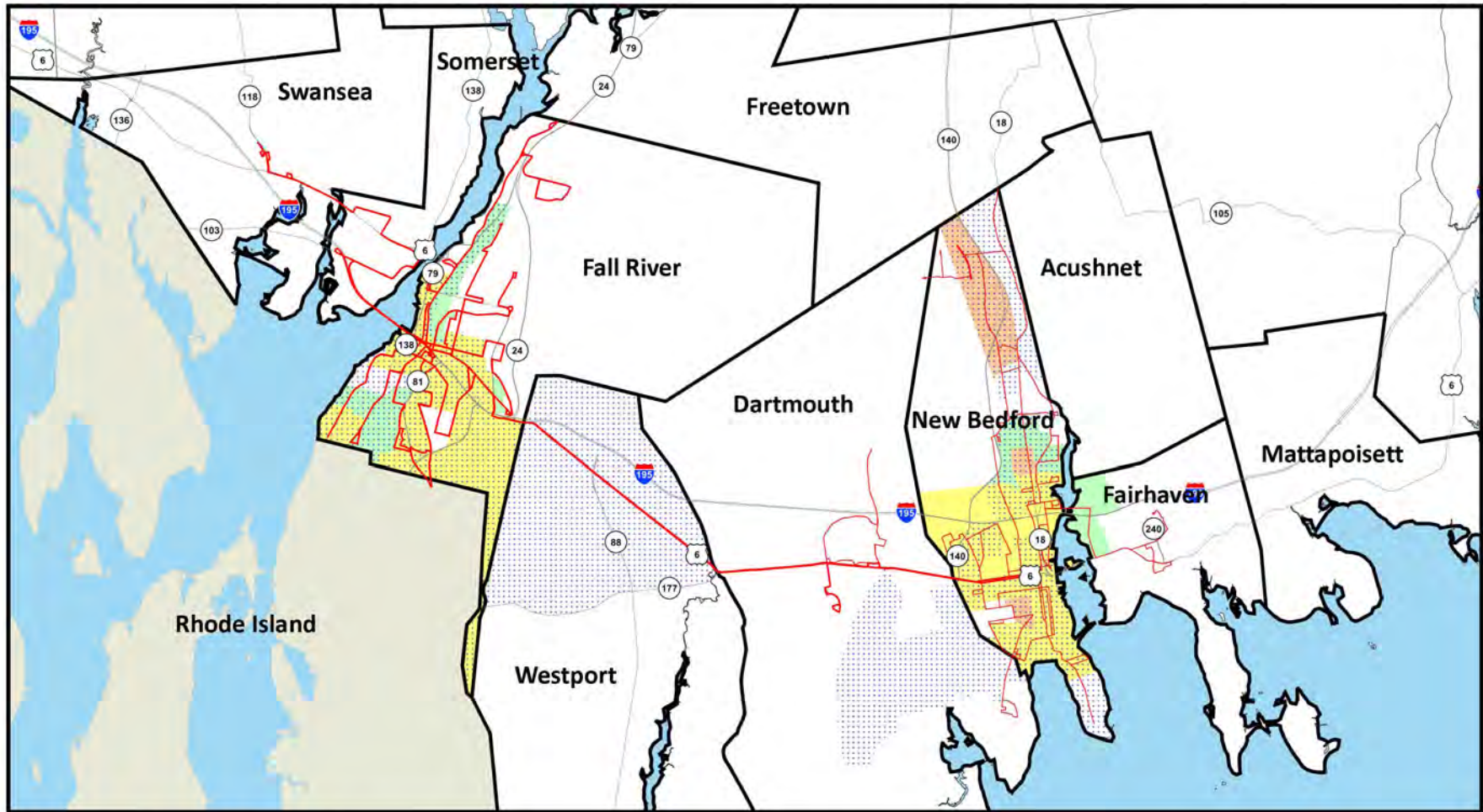
Data Source: ACS 2006-2010

Figure 1-8: Percent of Households with Zero Vehicles

Fall River and New Bedford also have higher percentages of households without access to a personal vehicle compared to the state percentage. The SRTA service area percentage of households without a vehicle is 13%, compared to 12% of households across the State. In New Bedford and Fall River 18% of households are without a vehicle.

Households with no vehicles rely on transit as a primary mode of transportation. Access to transit is critical to this population, which comprises 13% of the total population in the SRTA region. New Bedford and Fall River have the highest percentage of households without a vehicle, whereas the more suburban/rural communities have a low percentage of households with no vehicle. The downtown areas of the two cities have the highest number of households without a vehicle. Vehicle ownership is typically dependent upon personal income; there is a strong correlation between areas that have high concentrations of households with low-incomes and those that do not have a vehicle. Households without access to a vehicle are dependent upon a reliable and far reaching transit system to conduct daily life. In the absence of transit, this population would have fewer choices for employment, housing, medical care, social visits and shopping.

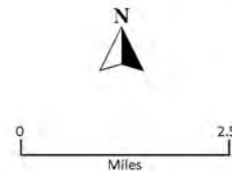
SRTA Service Area Environmental Justice



Environmental Justice

- Minority
- Low Income
- Minority and Low Income
- Limited English Proficiency

— SRTA Bus Routes



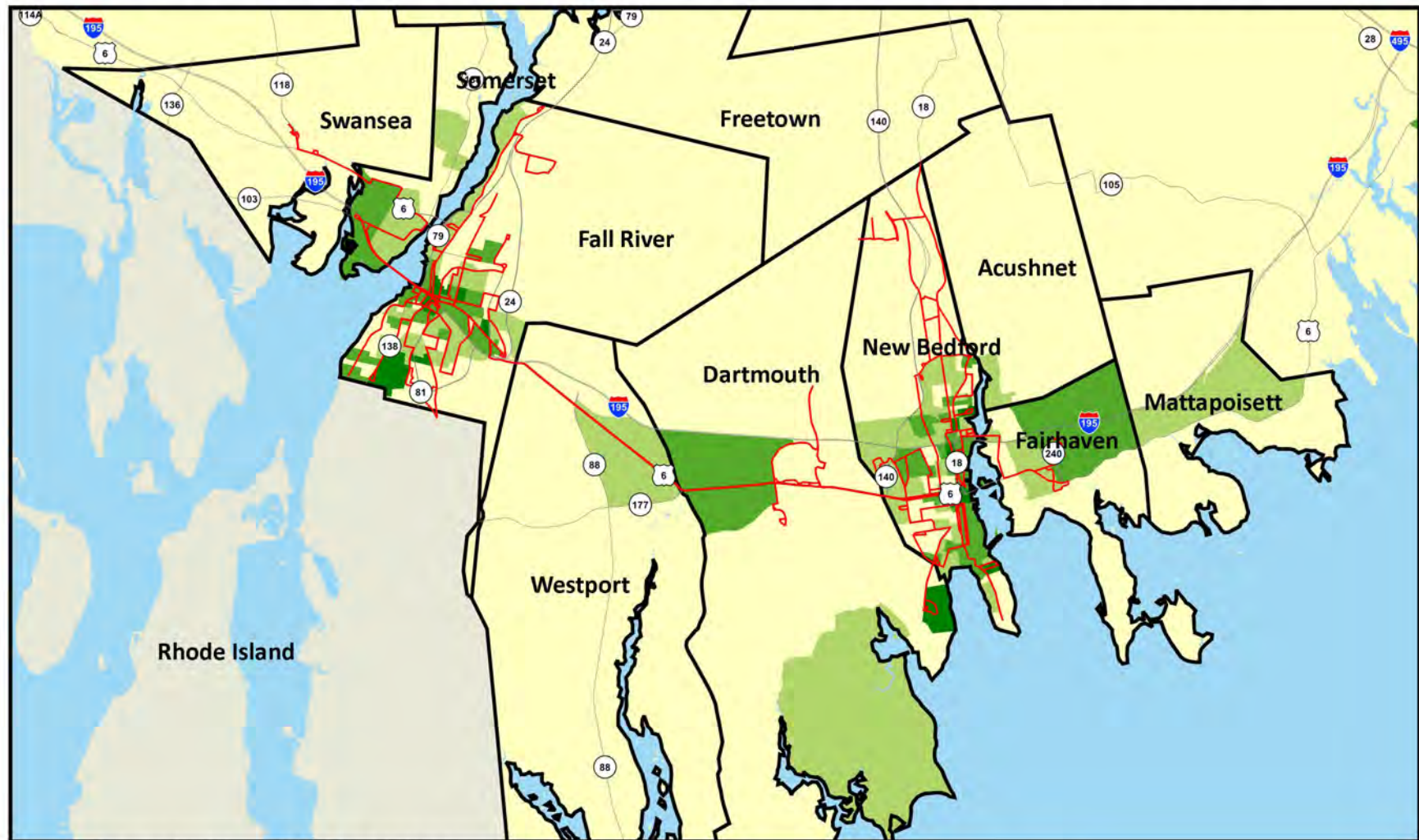
Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%

Figure 1-9: SRTA Service Area Environmental Justice

SRTA Service Area Households with No Vehicle



Households with No Vehicle

Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

— SRTA Bus Routes



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-10: SRTA Service Area Households with Zero Vehicles

Age of Population

The SRTA service area has a slightly higher percentage of persons age 60 years and older than the state percentage. In the SRTA service area 22% of the population is 60 years of age and older, compared to 19% of the Massachusetts population. However, the SRTA service area percentage of population ages 5-17 is quite similar to the state population percentage. 15% of the SRTA service area population is aged 5-17 compared with the state population at 16%.

Older Adult Population

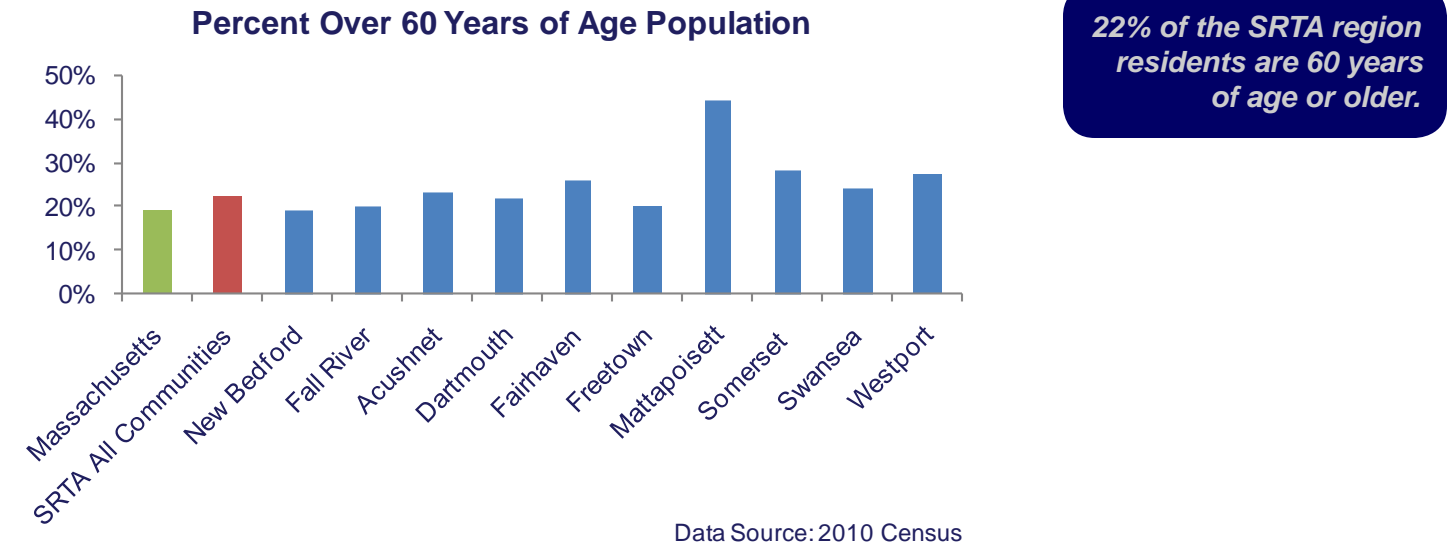


Figure 1-11: Percent of Over Years of Age Population

SRTA defines older adults as individuals age 60 or older. Older adults typically have higher rates of transit usage than other age cohorts. Factors contributing to higher transit use include less confidence operating a motor vehicle, increasing personal mobility constraints, and a fixed income that prohibits private automobile ownership. Older adults typically use transit for non-work, locally oriented trips such as shopping and social activities. Fall River and New Bedford have concentrations of older adults, however, the majority live in the communities surrounding the cities.

Aging in place in the suburbs is a growing trend among older adults, and presents new challenges for fixed route transit systems due to the growth of housing and care communities in suburban locations for this population. All of SRTA communities meet or exceed the percentage of older adults by population when compared against the Massachusetts state average.

Federal law requires that demand response services must be provided within $\frac{3}{4}$ mile of a fixed route service for residents that meet the requirements specified by the Americans with Disabilities Act of 1990. SRTA exceeds the $\frac{3}{4}$ mile requirement and provides demand response service to all residents in the ten communities that meet the requirements. In addition to SRTA demand response service, each community provides its own Council on Aging demand response transit services primarily for older adults. Programs funded by the Bristol Elder Services and Coastline Elderly Services provide transportation for medical needs. Resources also exist to assist veterans in accessing care at Veteran's Administration Hospitals.

Finding opportunities to coordinate these services is a task to be taken on by the newly formed Regional Coordination Council(s) (RCC), which are established throughout the state and are tasked with coordination among providers to avoid duplicative services and increase options for residents. SRTA, in partnership with several Councils on Aging and the Area Agencies on Aging have embraced the concept of coordination and initiated a Boston Hospital Shuttle. The shuttle service provides access to world class health care which is available within the greater Boston area. This service is an excellent example of how coordinated services can improve the quality of life for the region's older residents, and allow them to remain a part of the community in which they live.

Youth Population

SRTA's communities are similar in make up to the Massachusetts statewide percentage (15%) of persons who are 5 to 17 years of age.

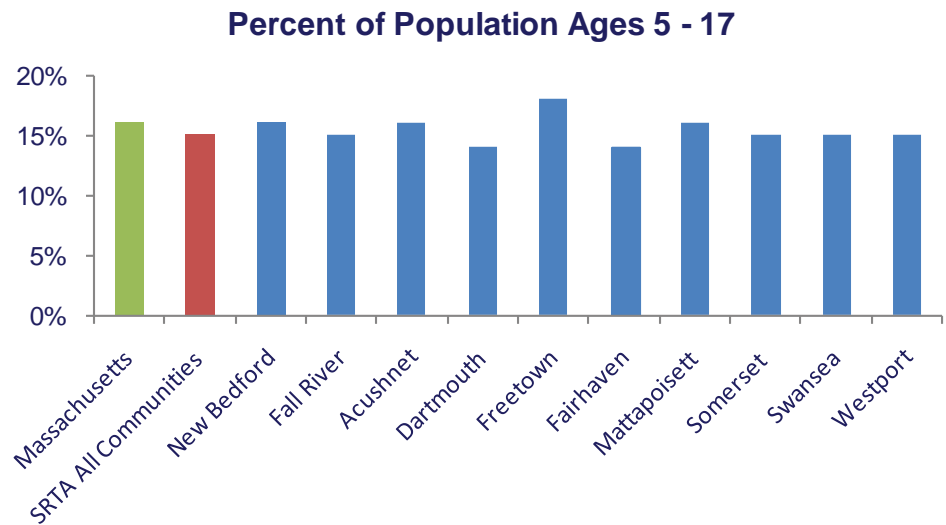
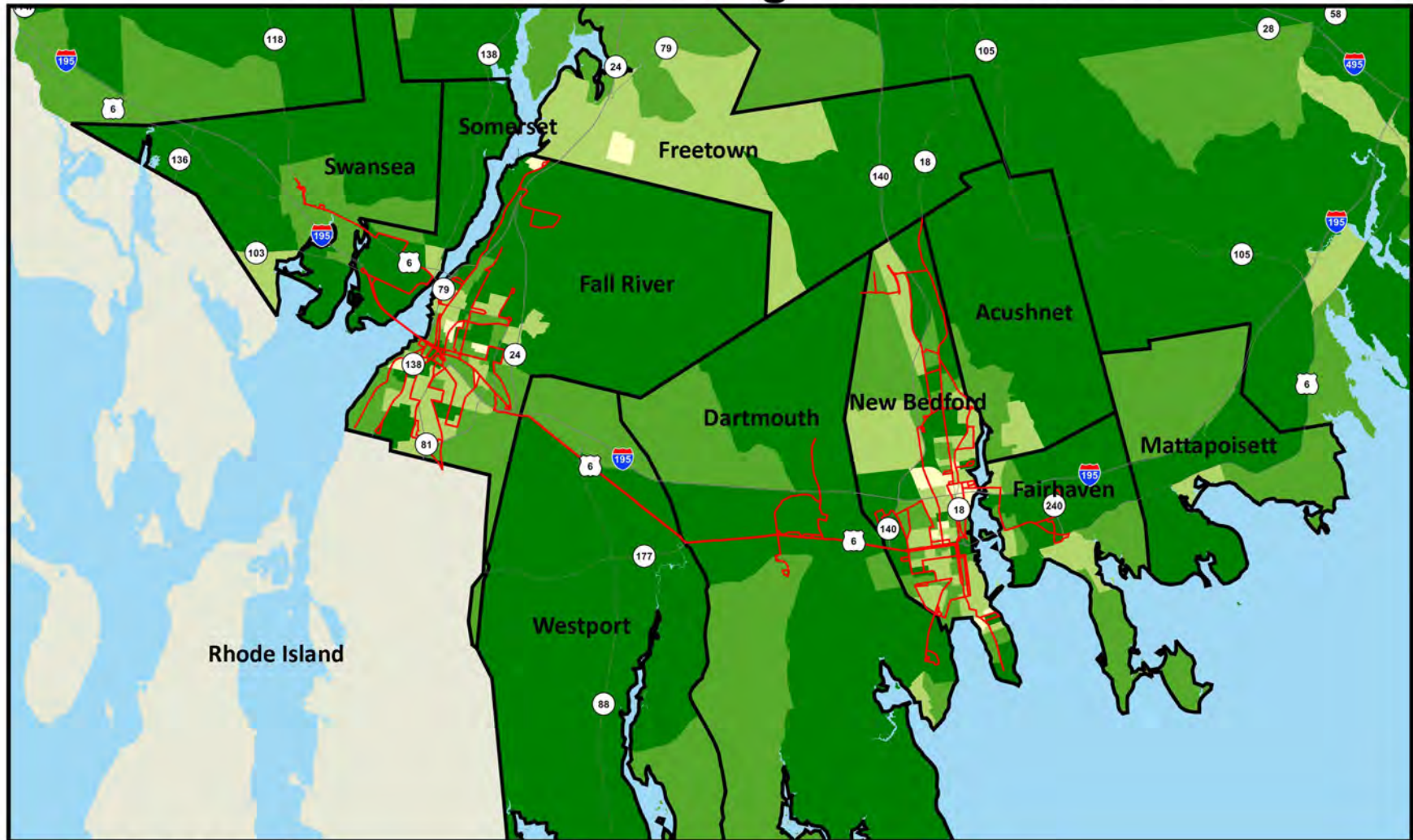


Figure 1-12: Percent of Population Ages 5-17

SRTA defines youth population as individuals ages 5 through 17. This age group was chosen because these individuals most likely are in school, possibly have jobs, and are not yet driving. Much like older adults, this cohort has a higher tendency to use transit. The tendency among youth population is to use transit for school, after school programs, and work.

Similar to older adults, the majority of the youth population lives outside of New Bedford and Fall River. As a whole, SRTA's communities are similar in make up to the Massachusetts statewide percentage (15%) of persons who are 5 to 17 years of age.

SRTA Service Area Age 60 and Above



Population Age 60+
Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

— SRTA Bus Routes



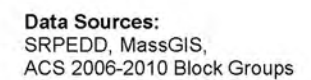
0 3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-13: SRTA Service Area Age 60 and Above

A map of the New Bedford area in Massachusetts. The map shows several towns: Swansea, Somerset, Freetown, Fall River, Dartmouth, New Bedford, Acushnet, Fairhaven, Mattapoisett, and Westport. Major roads are marked with numbers in circles (e.g., 1, 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 1J, 1K, 1L, 1M, 1N, 1O, 1P, 1Q, 1R, 1S, 1T, 1U, 1V, 1W, 1X, 1Y, 1Z, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100). Water bodies are shown in blue. The map is titled "Map of the New Bedford area" in the top left corner.



SRTA - 2014 Comprehensive Service Assessment

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SRTA Route Descriptions

Fall River

Fall River Route 1 - South Main Street

Route 1 is one of four routes (1, 3, 5 and 7) that travel south from the terminal. It serves as the primary transit artery for the south side of the SRTA Fall River division. The major generators served are multiple health care providers including St. Anne's Hospital and Prima-Care. There is one grocery store, Save-A-Lot, along this route. Route 1 turns around at McGovern's Restaurant, just north of the Rhode Island line. This route is regularly used to access the south side of Fall River as well as the hospital.

Population Density and Employment

Route 1 serves areas of population density that range from high (greater than 26,000 residents per square mile) to low (less than 4,000 residents per square mile). Generally, the southern segments of the route serve areas of lower population density. St. Anne's Hospital is the largest employer along the route.

Environmental Justice

The majority of the route serves EJ areas. The entire route is within LEP tracts, the northern portion is within minority and low income tracts and the southern portion is within low income tracts. Route 1 serves housing complexes for low income and older adults.

Households with Zero Vehicles

Route 1 serves areas of low to high threshold of households with no vehicles. The downtown area of the route has the highest number of households without a vehicle. A housing complex for older adults is located downtown on South Main Street as well as two housing complexes for older adults which are also served by Route 3.

Older Adult Population

Route 1 serves several areas with a high concentration of older adults. An assisted living center is located along the central segment of the route along with a housing complex for older adults located on South Main Street near the southern terminus of the route.

Youth Population

Route 1 serves an area of low concentration of youth population age 5 to 17. The route serves several housing complexes with higher concentrations of youth.

Fall River Route 1 - South Main Street

Weekday Service Span	6:10 am to 8:55 pm
Weekend Service Span	6:10 am to 6:00 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	30 minutes
One-Way Route Time	20 minutes
One-Way Route Length	3.15 miles
Connects to Route(s)	3

Demographics within a 1/4-mile of route

Population	14,187
Minority	2,161 (15%)
Low Income	3,132 (22%)
Limited English Proficiency	2,245 (16%)
Households with no vehicle	266
Employment	8,863



Photo 1-3: Fall River Route 1 - South Main Street at the Fall River Terminal.
Photo Credit: SRPEDD

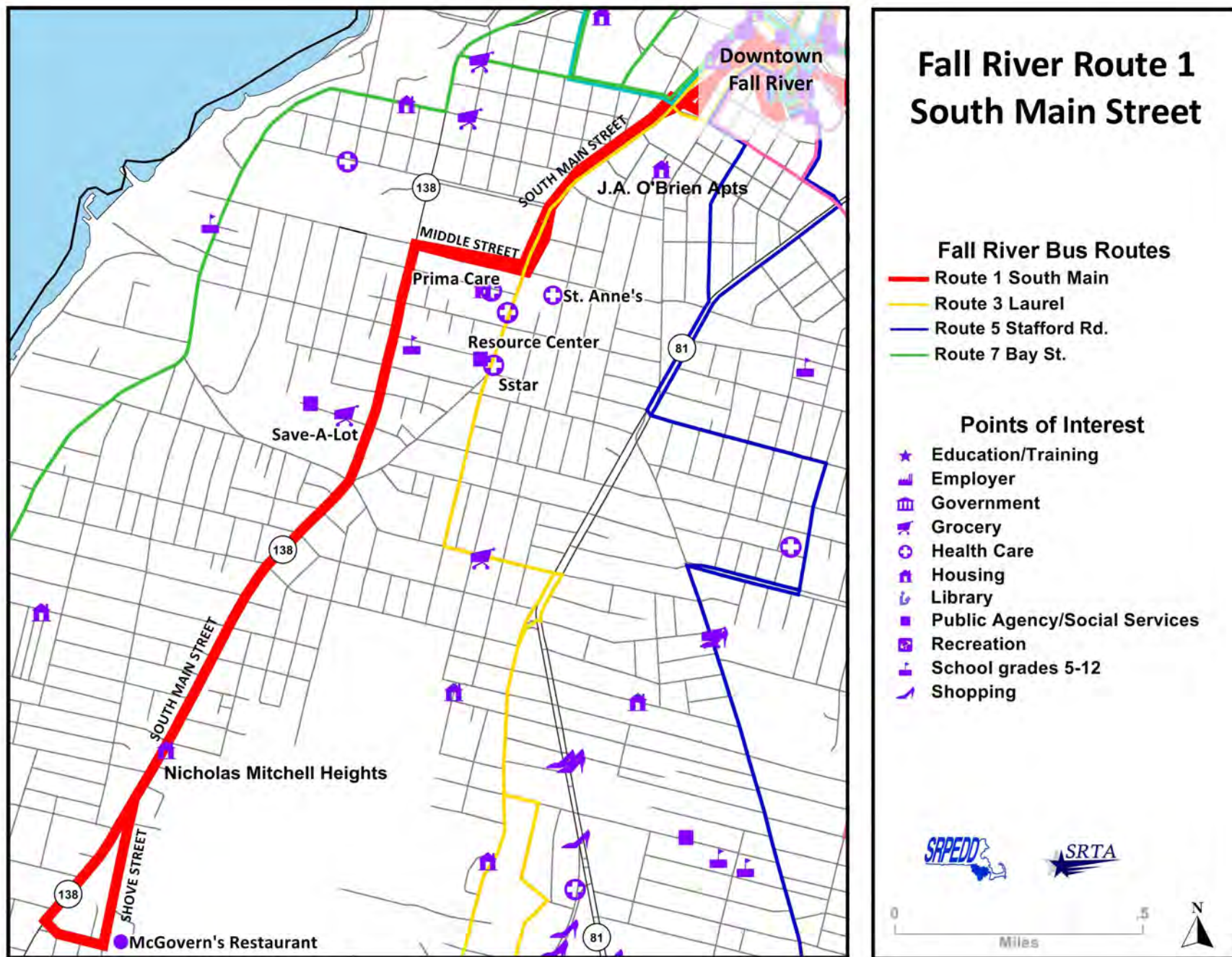


Figure 1-15: Fall River Route 1 - South Main Street Points of Interest

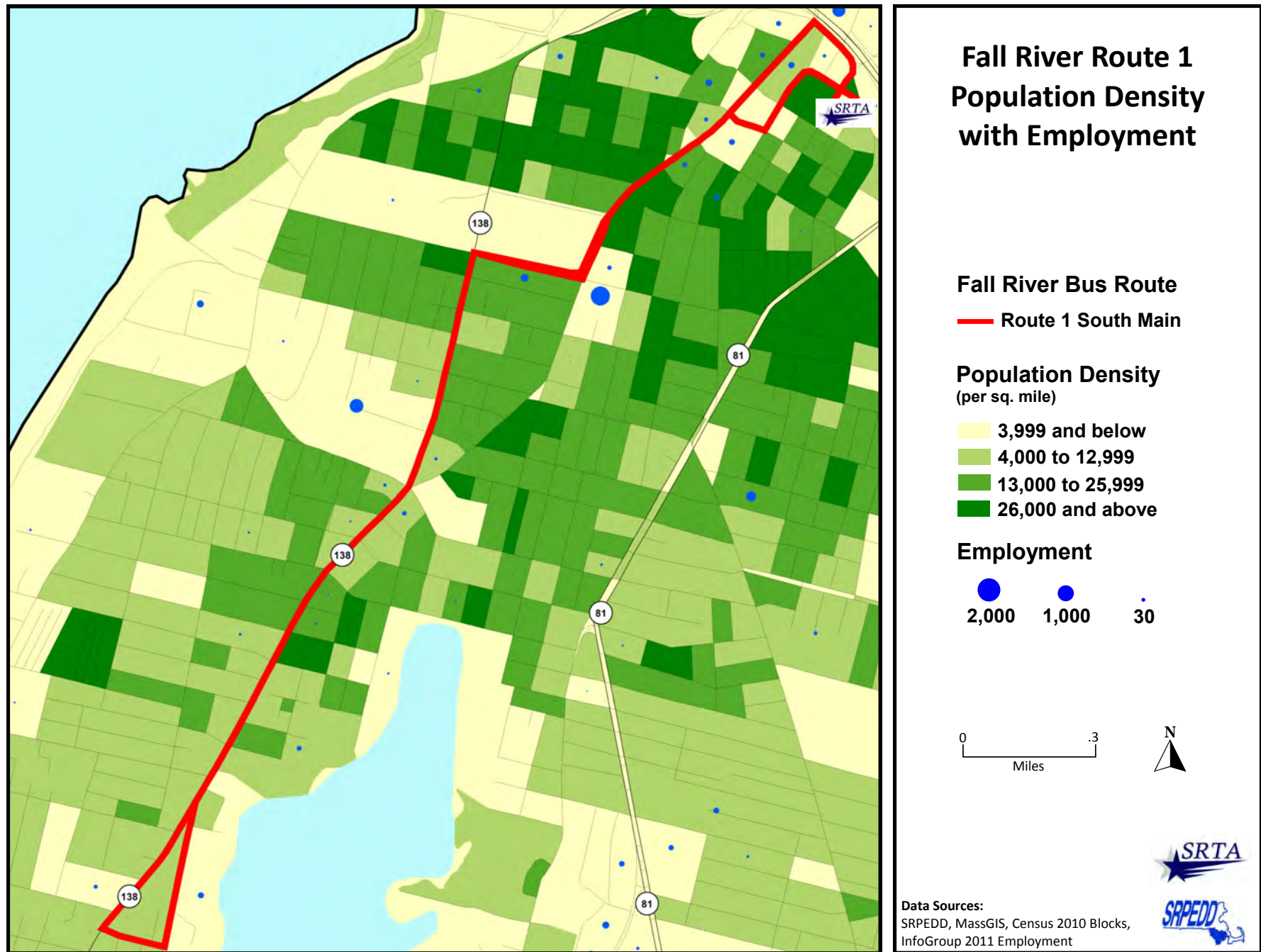
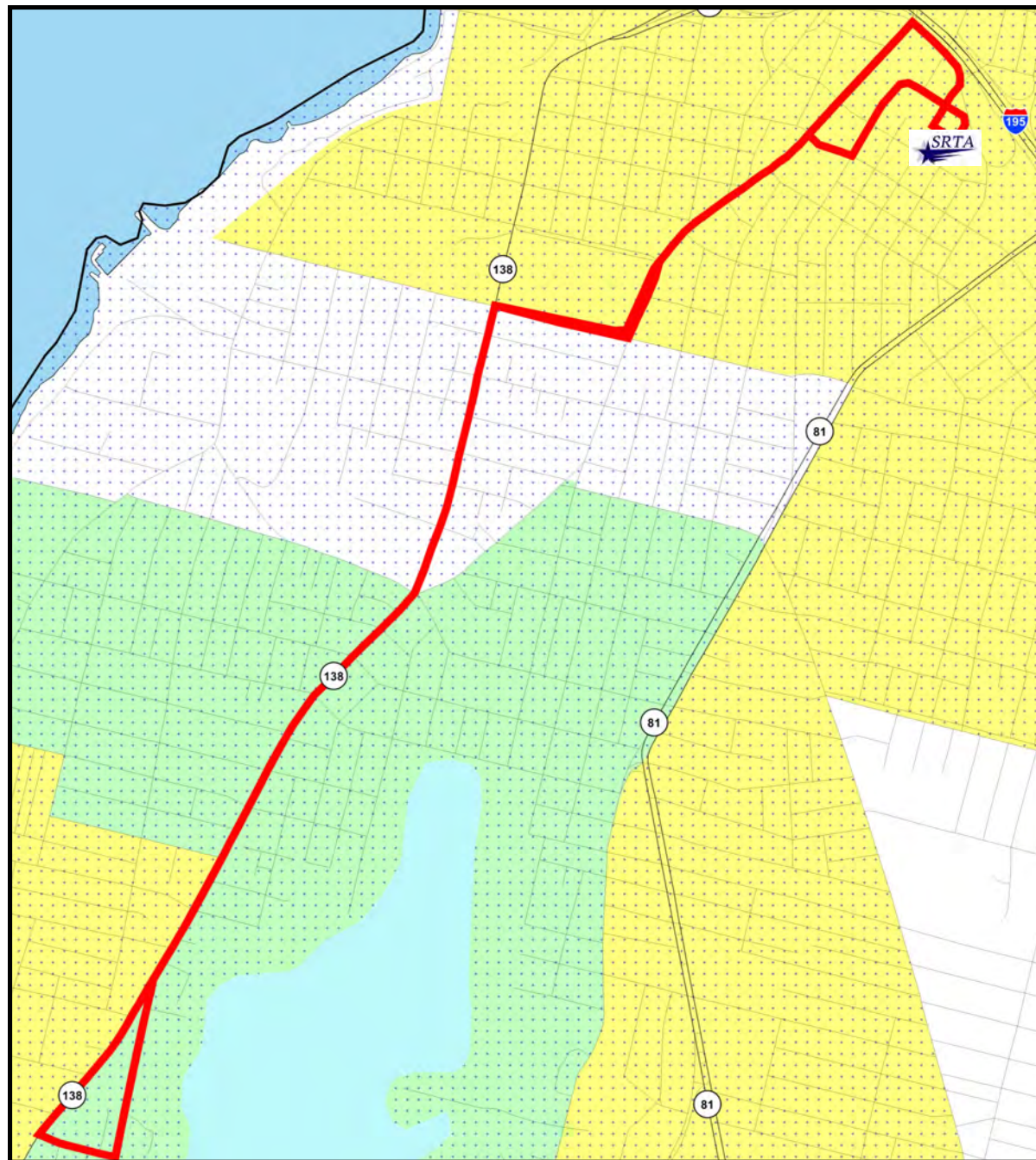


Figure 1-16: Fall River Route 1 - South Main Street Population Density and Employment



Fall River Route 1 Environmental Justice

Fall River Bus Route

— Route 1 South Main

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

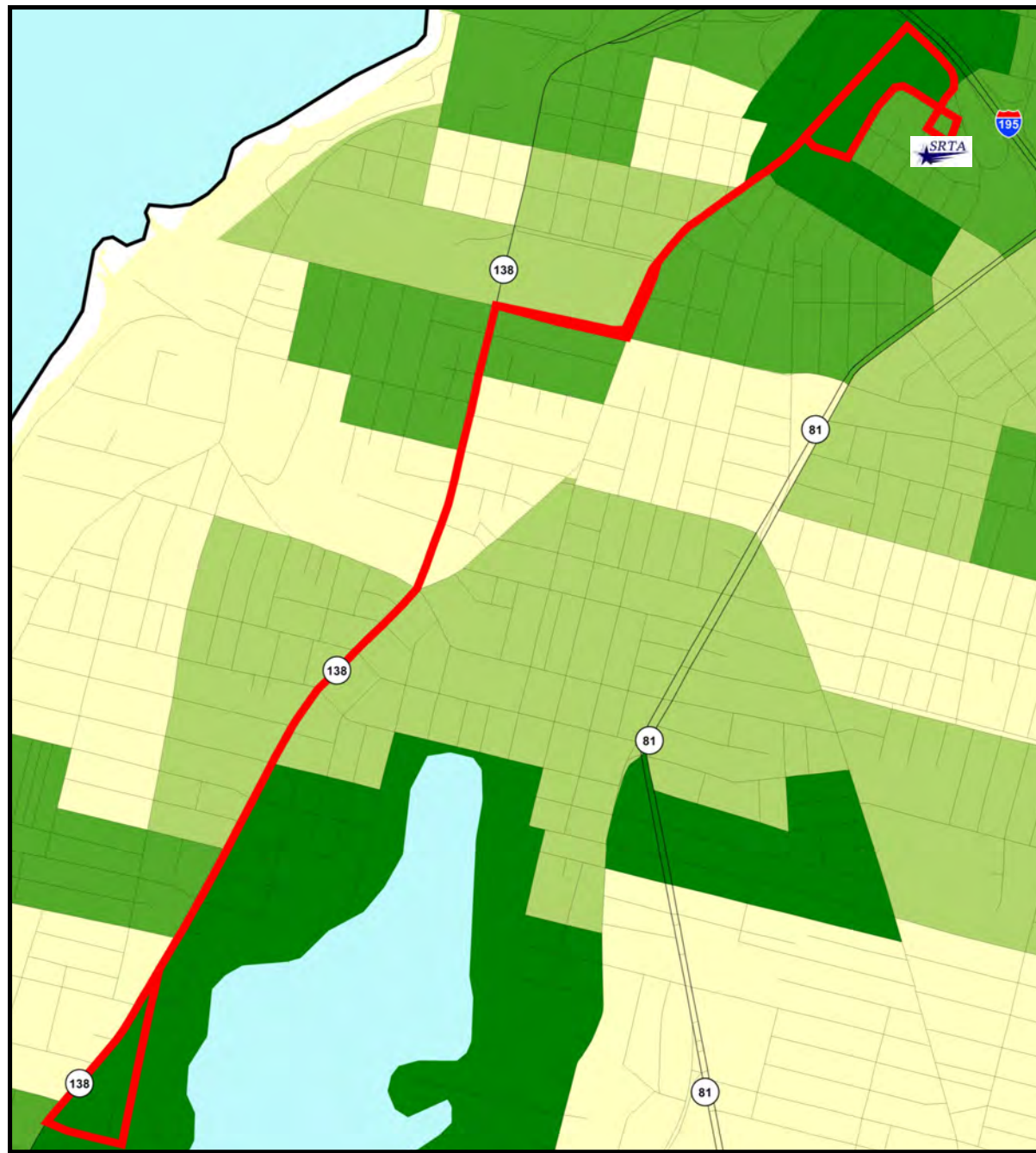
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-17: Fall River Route 1 - South Main Street Environmental Justice



Fall River Route 1 Households with No Vehicle

Fall River Bus Route

— Route 1 South Main

Households with No Vehicle

Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

0 .3
Miles



Data Sources:

SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-18: Fall River Route 1 - South Main Street Households with Zero Vehicles

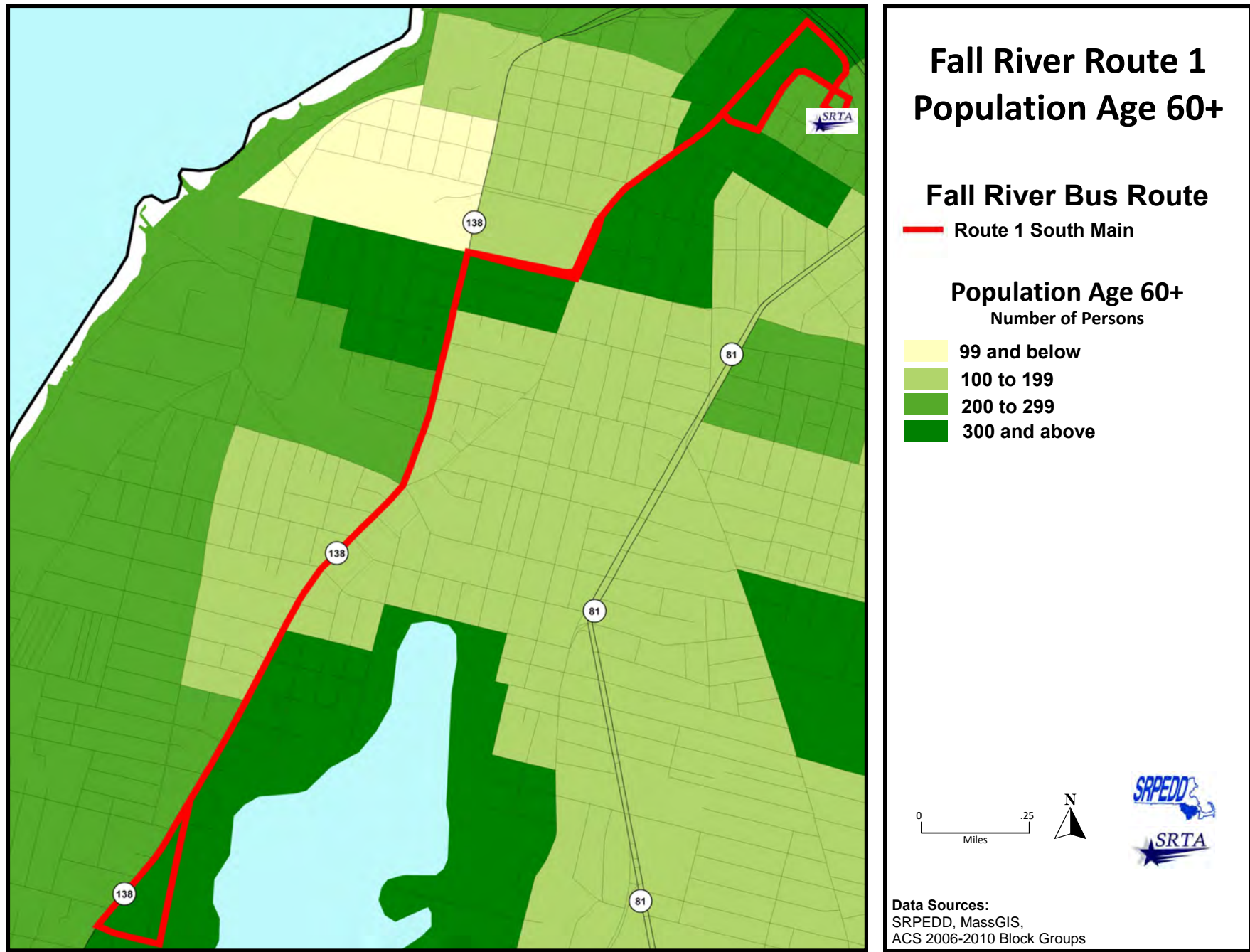


Figure 1-19: Fall River Route 1 - South Main Street Older Adult Population

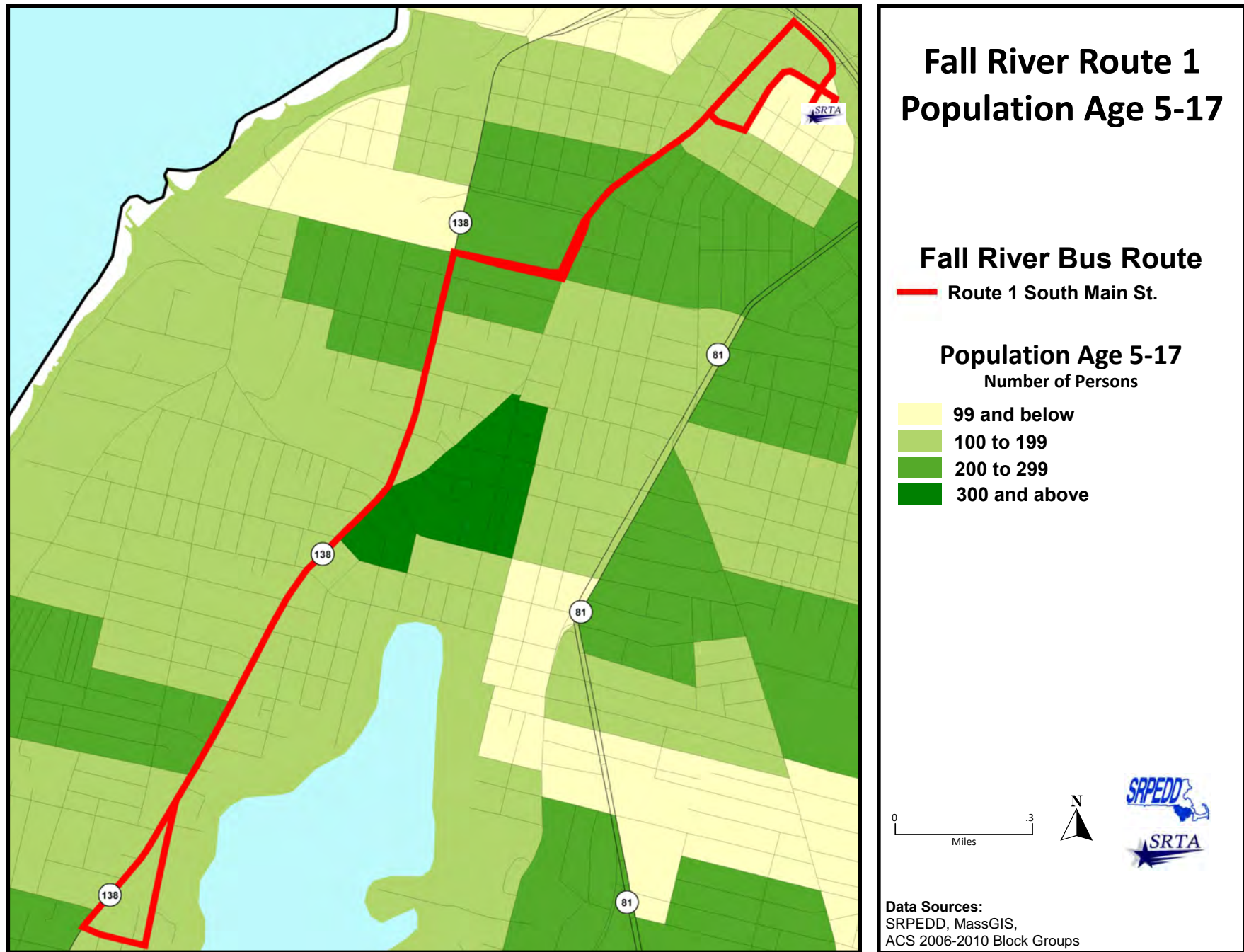


Figure 1-20: Fall River Route 1 - South Main Street Youth Population

Fall River Route 2 - North Main Street

Traveling the length of North Main Street, Route 2 serves as the primary transit artery for the north side of the SRTA Fall River division. It serves multiple apartment and condominium complexes in the north end of the city, various employment hubs, the Department of Transitional Assistance as well as multiple elementary schools and child care facilities. Route 2 is the only route to serve the Fall River Industrial Park. It also is the primary route to serve the waterfront Priority Development Area with its service to Commonwealth Landing which contains a restaurant and other businesses. Route 2 terminates at the Four Winds Apartment complex.

Population Density and Employment

The majority of Route 2 serves areas of low population density. Pockets of higher population density can be found interspersed along the route. Route 2 serves the Fall River Industrial Park which is the largest employment center found along the route and one of the largest in the city.

Environmental Justice

The northern portion of Route 2 is not within an EJ area. The large land area in northeastern Fall River is undeveloped and contains a large body of water and conservation woodlands. The middle segment of the route serves an area of low income and LEP tracts and the southern portion of the route serves minority, low income and LEP tracts.

Households with Zero Vehicles

Route 2 primarily serves areas where residents have access to a vehicle. The areas to the west of Route 2 have a moderate number of households without a vehicle and the areas to the east of Route 2 have even fewer households without a vehicle. The areas with the highest households with no vehicles are concentrated downtown.

Older Adult Population

Route 2 serves areas with a high number of older adults along the northern segments of the route. The route serves a housing apartment complex for older adults on a deviation and it also serves several apartment/condo complexes along the northern route segments.

Youth Population

Route 2 serves several areas with a high concentration of youth population. The southern segments of the route, along with the northern segments serve areas of higher concentration of youth; whereas the middle segments serve areas with lower concentrations of youth.

Fall River Route 2 - North Main Street

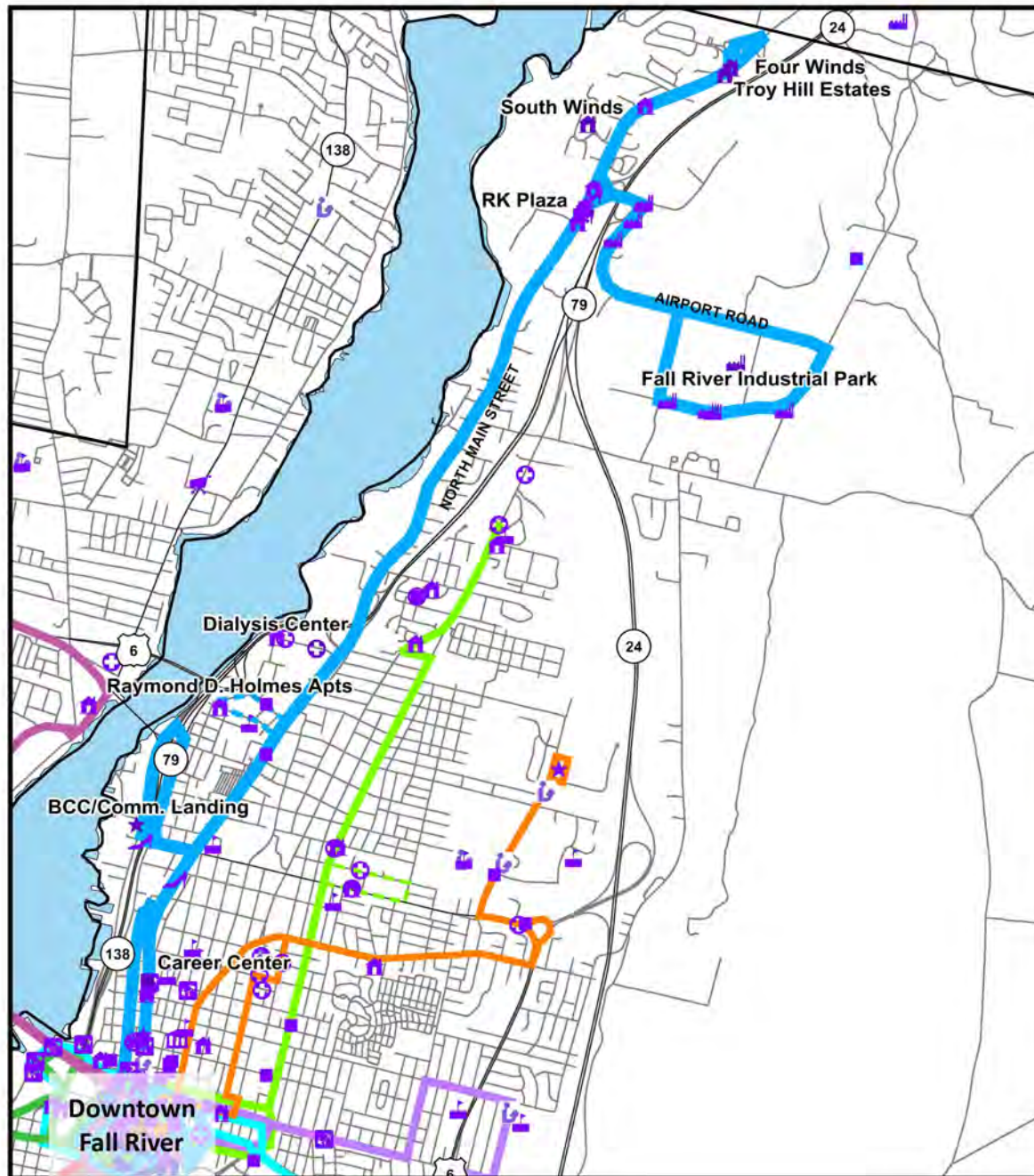
Weekday Service Span	6:00 am to 8:55 pm
Weekend Service Span	7:00 am to 6:25 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	30 minutes
One-Way Route Length	10.82
Connects to Route(s)	None

Demographics within a 1/4-mile of route

Population	17,799
Minority	2,545 (14%)
Low Income	3,441 (19%)
Limited English Proficiency	2,174 (12%)
Households with no vehicle	335
Employment	9,662
Employment with Industrial Park	12,484



Photo 1-4: Fall River Route 2 - North Main Street at the Fall River Terminal.
Photo Credit: SRPEDD



Fall River Route 2 North Main Street

Fall River Bus Routes

- Route 2 North Main
- Route 4 Robeson St.
- Route 8 BCC/Durfee H.S.

Points of Interest

- ★ Education/Training
- 🏢 Employer
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎮 Recreation
- 🎓 School grades 5-12
- 🛍️ Shopping



Figure 1-21: Fall River Route 2 - North Main Points of Interest

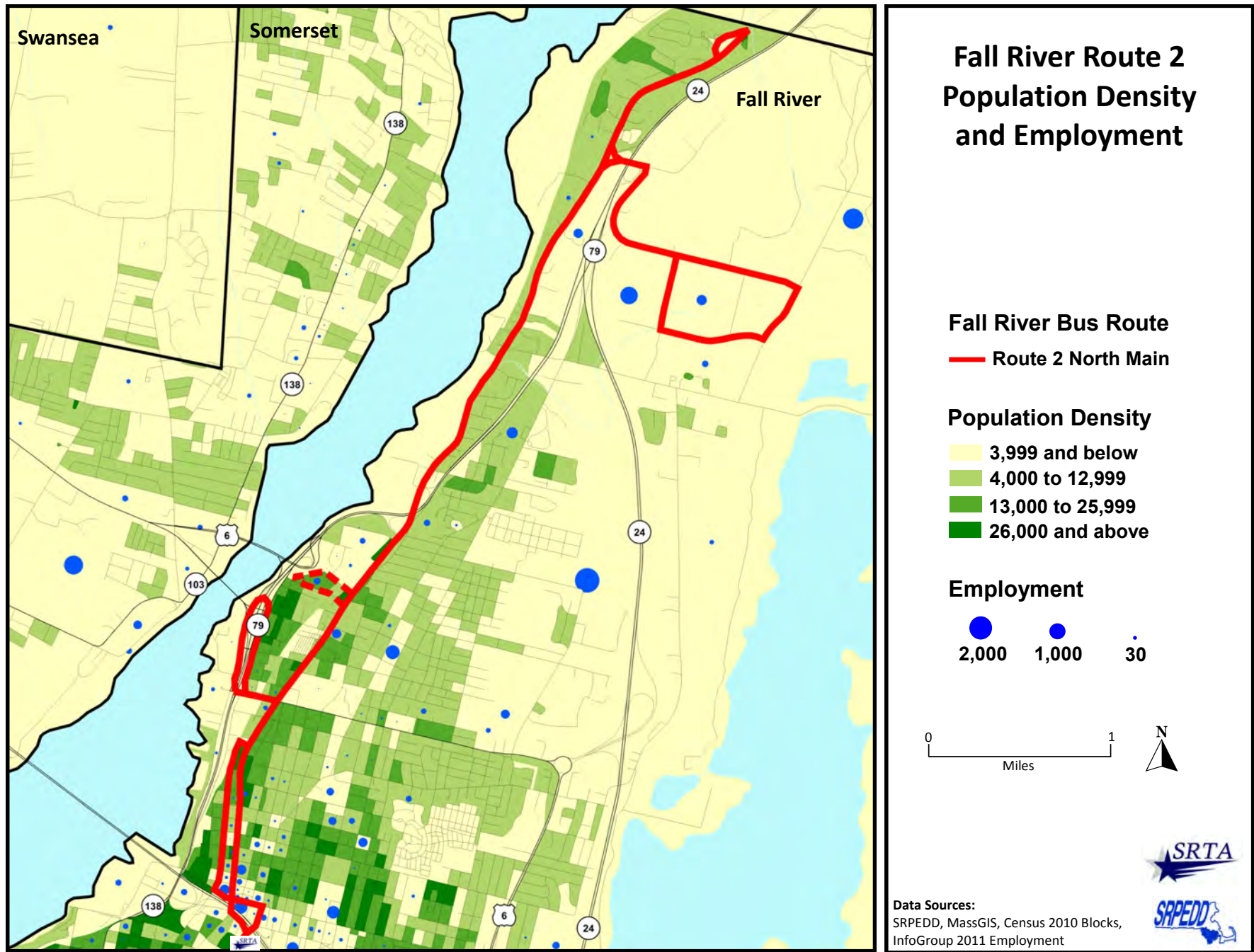
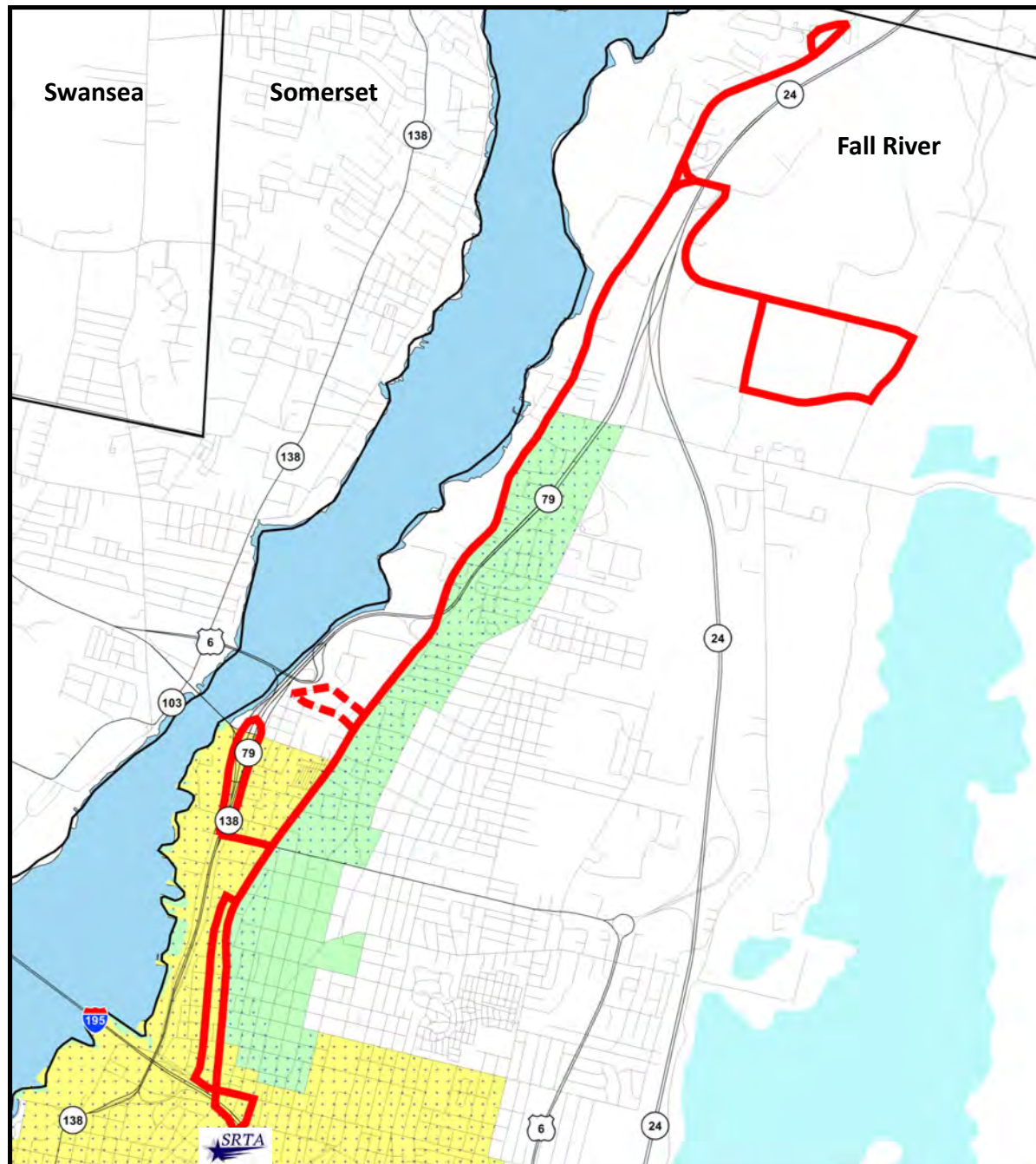


Figure 1-22: Fall River Route 2 - North Main Population Density and Employment



Fall River Route 2 Environmental Justice

Fall River Bus Route

— Route 2 North Main Street

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

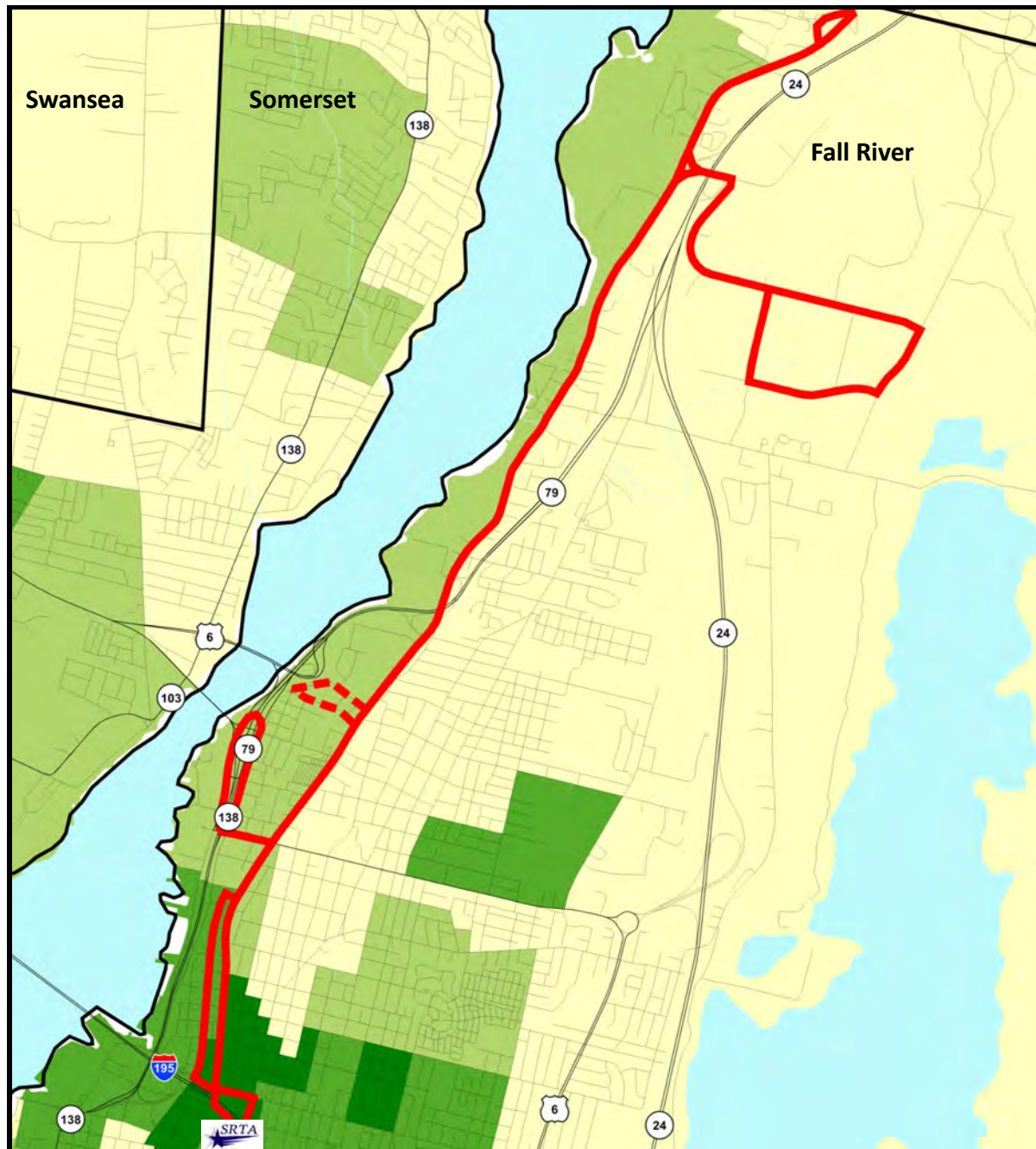
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .5
Miles



Figure 1-23: Fall River Route 2 - North Main Environmental Justice



Fall River Route 2 Households with No Vehicle

Fall River Bus Route

— Route 2 North Main

Households with No Vehicle Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

0 .75
Miles



Data Sources:
SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-24: Fall River Route 2 - North Main Households with Zero Vehicles

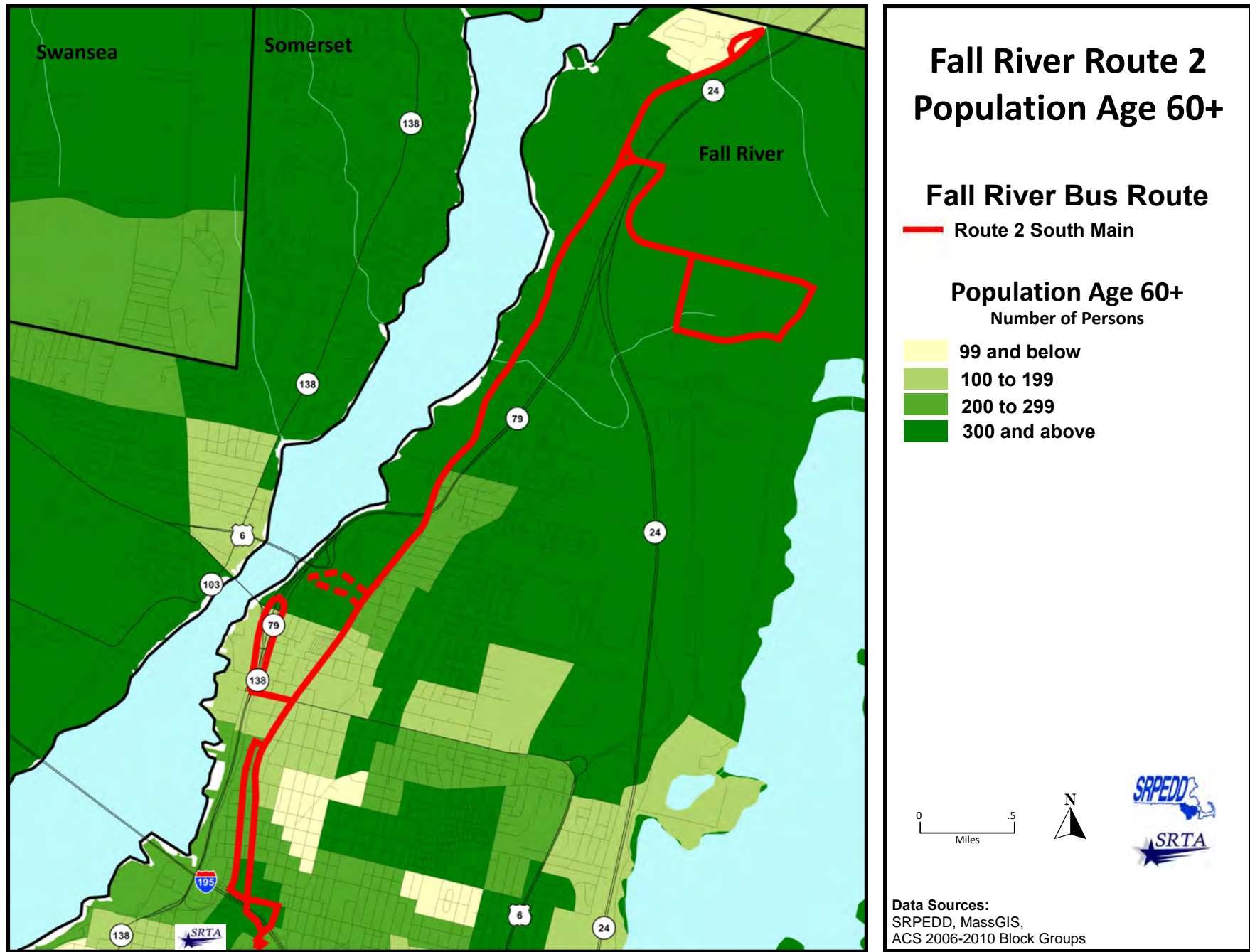
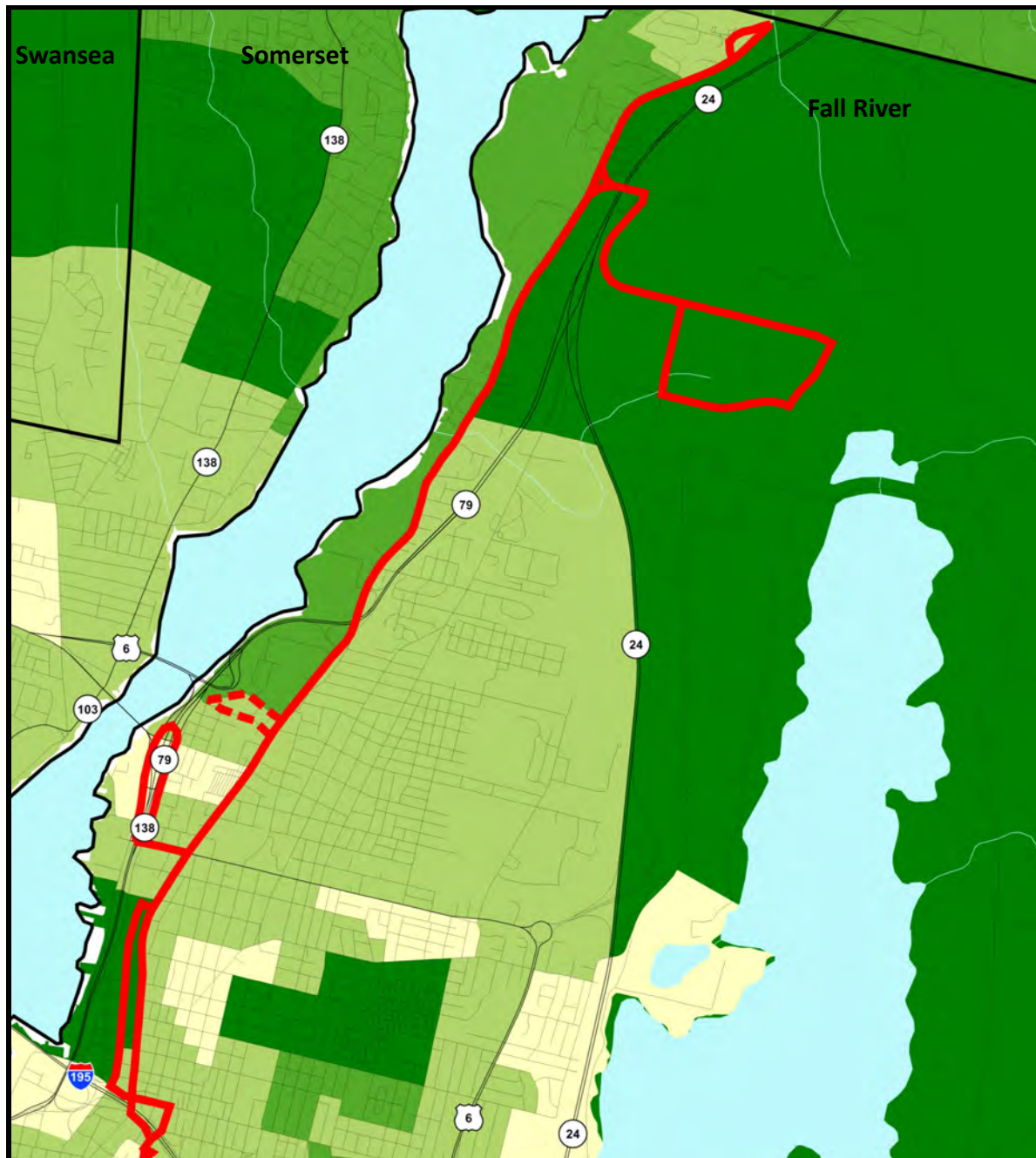


Figure 1-25: Fall River Route 2 - North Main Older Adult Population

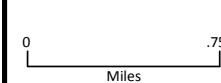
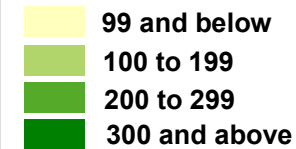


Fall River Route 2 Population Age 5-17

Fall River Bus Route

— Route 2 North Main St.

Population Age 5-17 Number of Persons



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-26: Fall River Route 2 - North Main Youth Population

Fall River Route 3 - Laurel Street

Route 3 serves as another major connection to the southern side of Fall River. It serves various health care providers, shopping plazas and apartment complexes. The major generators served are St. Anne's Hospital, Stop & Shop and the Fall River Shopping Center. The end of the line for Route 3 is adjacent to the New Harbour Mall.

Population Density and Employment

Route 3 serves a mixed area of high and low population density; higher density housing developments are located along the route. Route 3 serves St. Anne's Hospital, a large employer served by the route. The route terminates at Stop & Shop which is also a significant employment center served by the route.

Environmental Justice

The entirety of Route 3 serves LEP tracts. With the exception of approximately four blocks, the majority of Route 3 serves minority and low income areas. The southern portion of the route serves the border of minority and low income tracts, with the northern portion of the route providing service to minority and low income tracts. The southern terminus of Route 3 serves two apartment complexes for older adults.

Households with Zero Vehicles

Route 3 serves areas of high populations with no vehicle in the downtown area and at the southern terminus of the route. The southern terminus of the route serves two housing complexes for older adults.

Older Adult Population

Route 3 serves areas with a low population of older adults. At the southern terminus, the route serves an area of higher concentration of this population which is home to two apartment complexes for older adults.

Youth Population

Route 3 serves one area with a high concentration of youth population. Likely contributing to the higher concentration are more densely settled neighborhoods and several small housing complexes.

Fall River Route 3 - Laurel Street

Weekday Service Span	6:30 am to 5:55 pm
Weekend Service Span	7:30 am to 5:55 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	30 minutes
One-Way Route Time	20 minutes
One-Way Route Length	3.68
Connects to Route(s)	1, 5

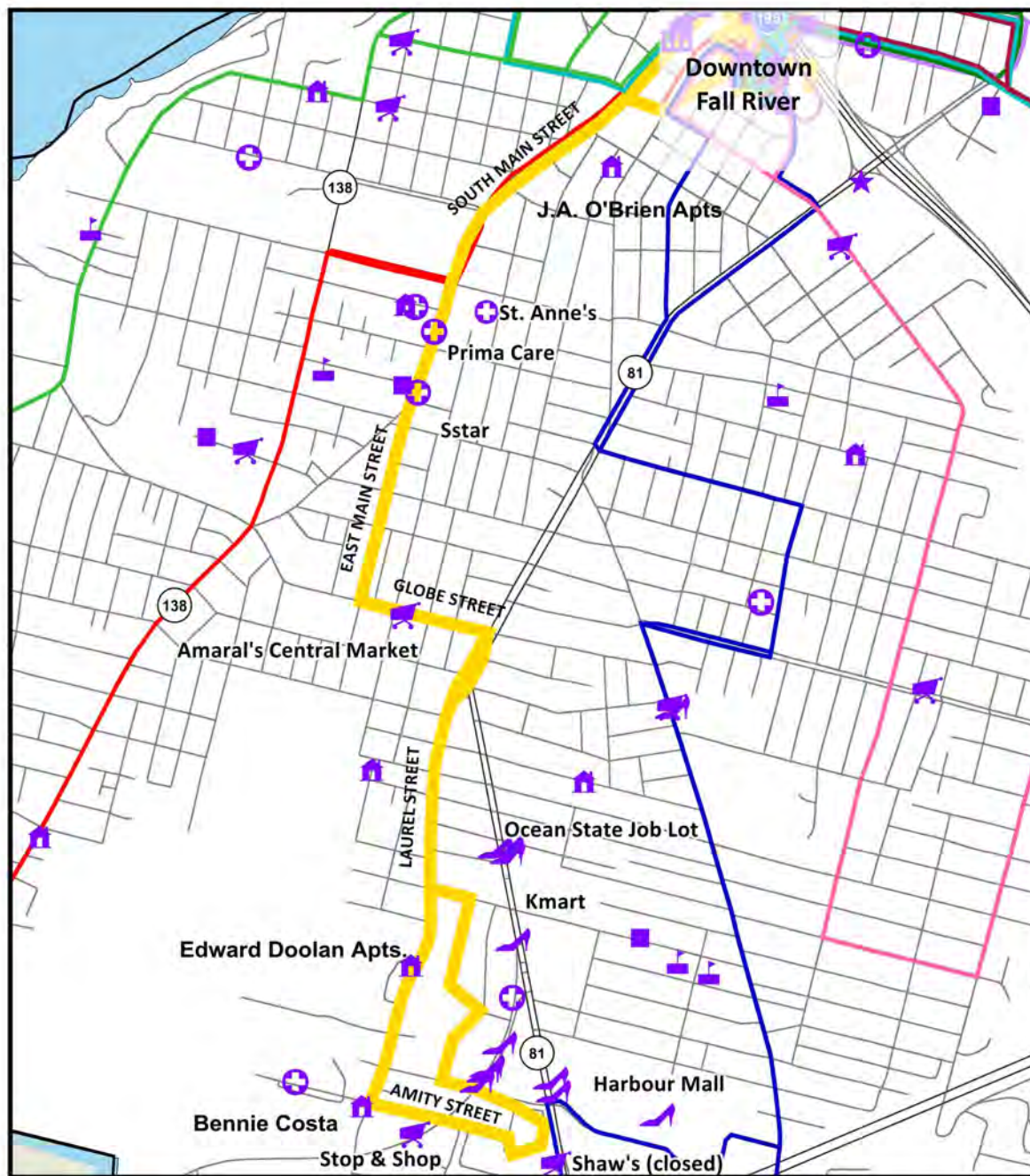
Demographics within a 1/4-mile of route

Population	11,970
Minority	1,863 (16%)
Low Income	2,665 (22%)
Limited English Proficiency	1,963 (16%)
Households with no vehicle	236
Employment	9,710



Photo 1-5: Fall River Route 3 - Laurel at the Fall River Terminal.

Photo Credit: SRPEDD



Fall River Route 3 Laurel

Fall River Bus Routes

- Route 1 South Main
- Route 3 Laurel
- Route 5 Stafford Rd.
- Route 7 Bay St.
- Route 10 Rodman St.

Points of Interest

- ★ Education/Training
- 🏢 Employer
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎮 Recreation
- 🎒 School grades 5-12
- 🛍️ Shopping



0 0.5 1
Miles



Figure 1-27: Fall River Route 3 - Laurel Street Points of Interest

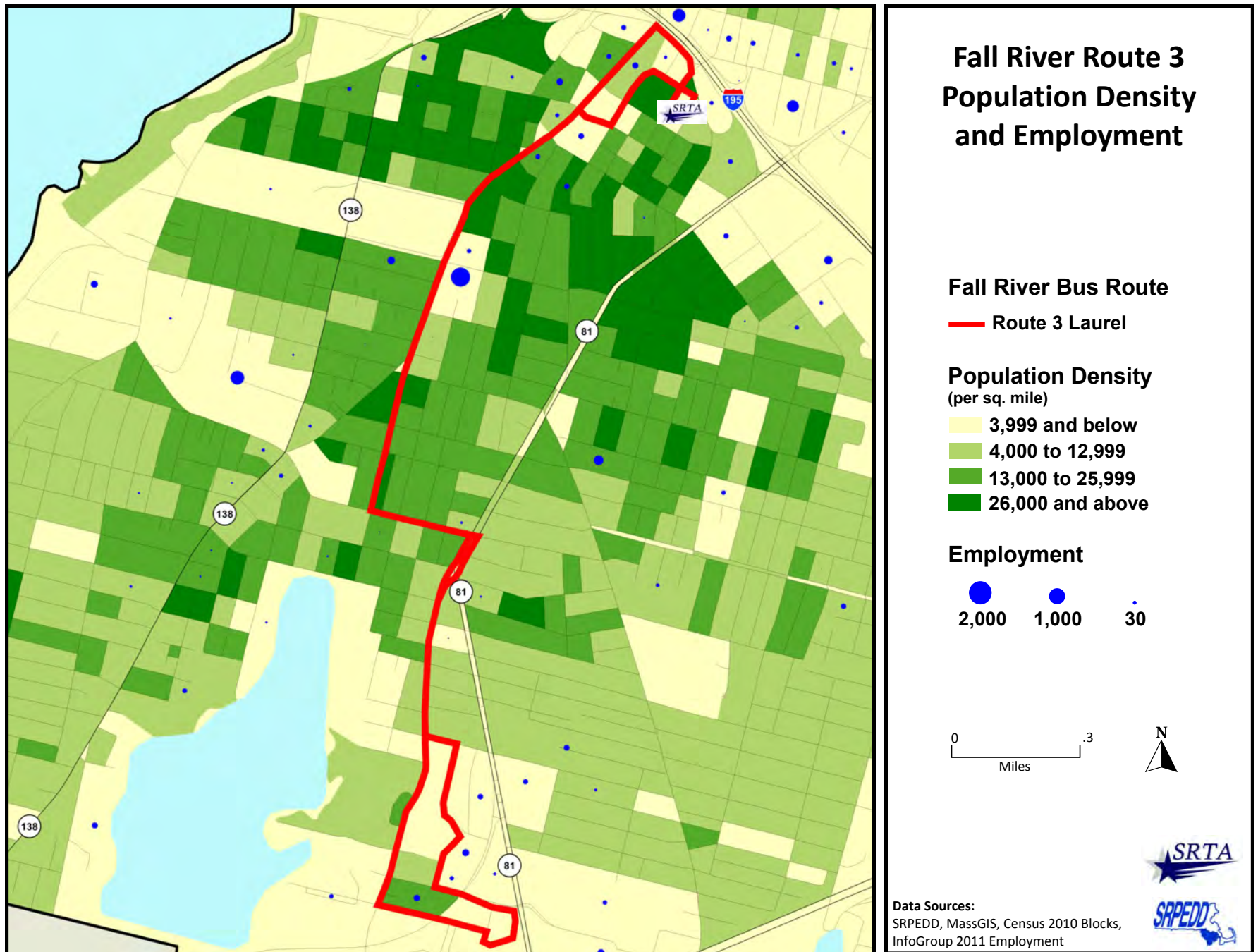


Figure 1-28: Fall River Route 3 - Laurel Street Population Density and Employment

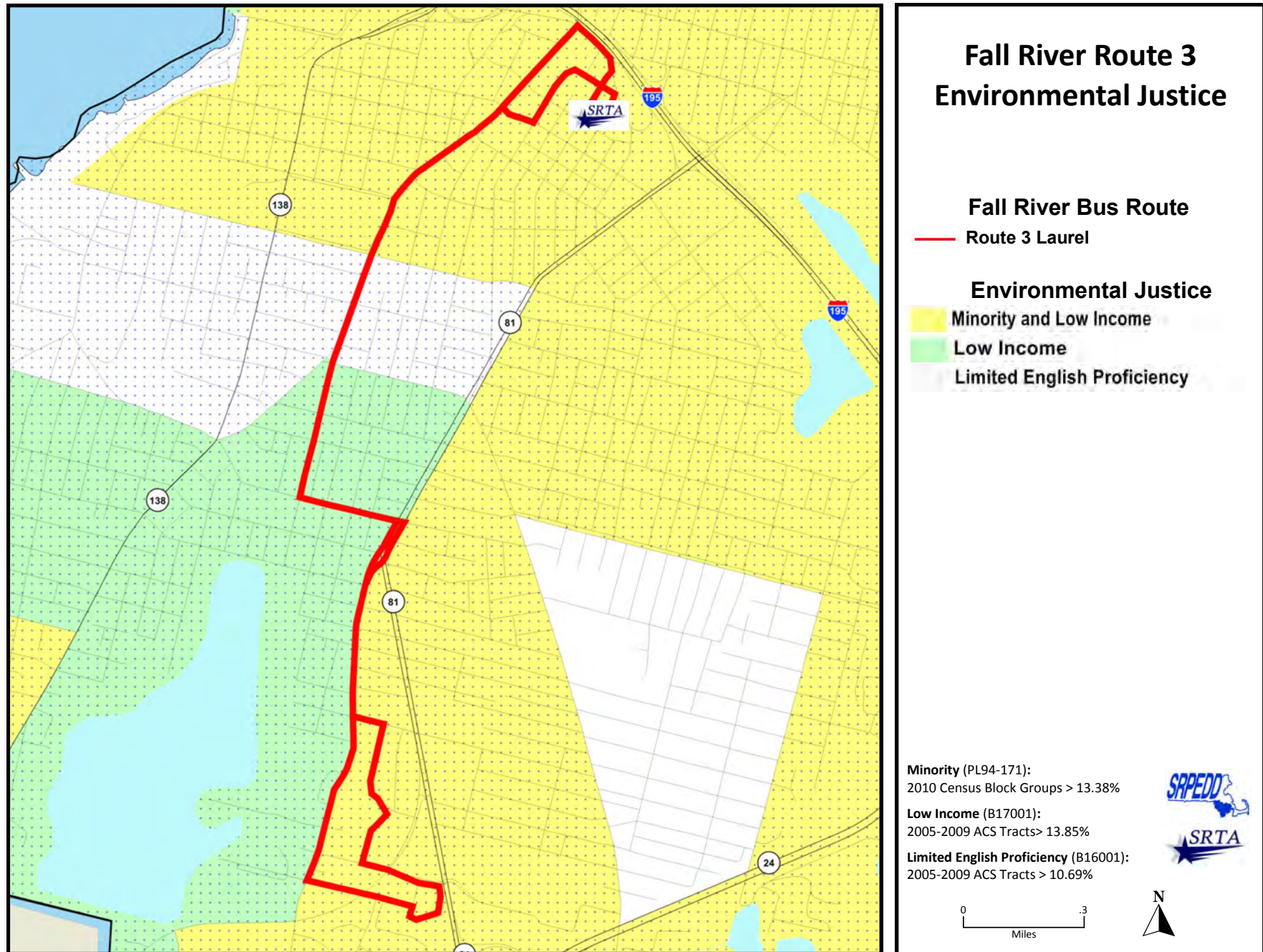


Figure 1-29: Fall River Route 3 - Laurel Street Environmental Justice

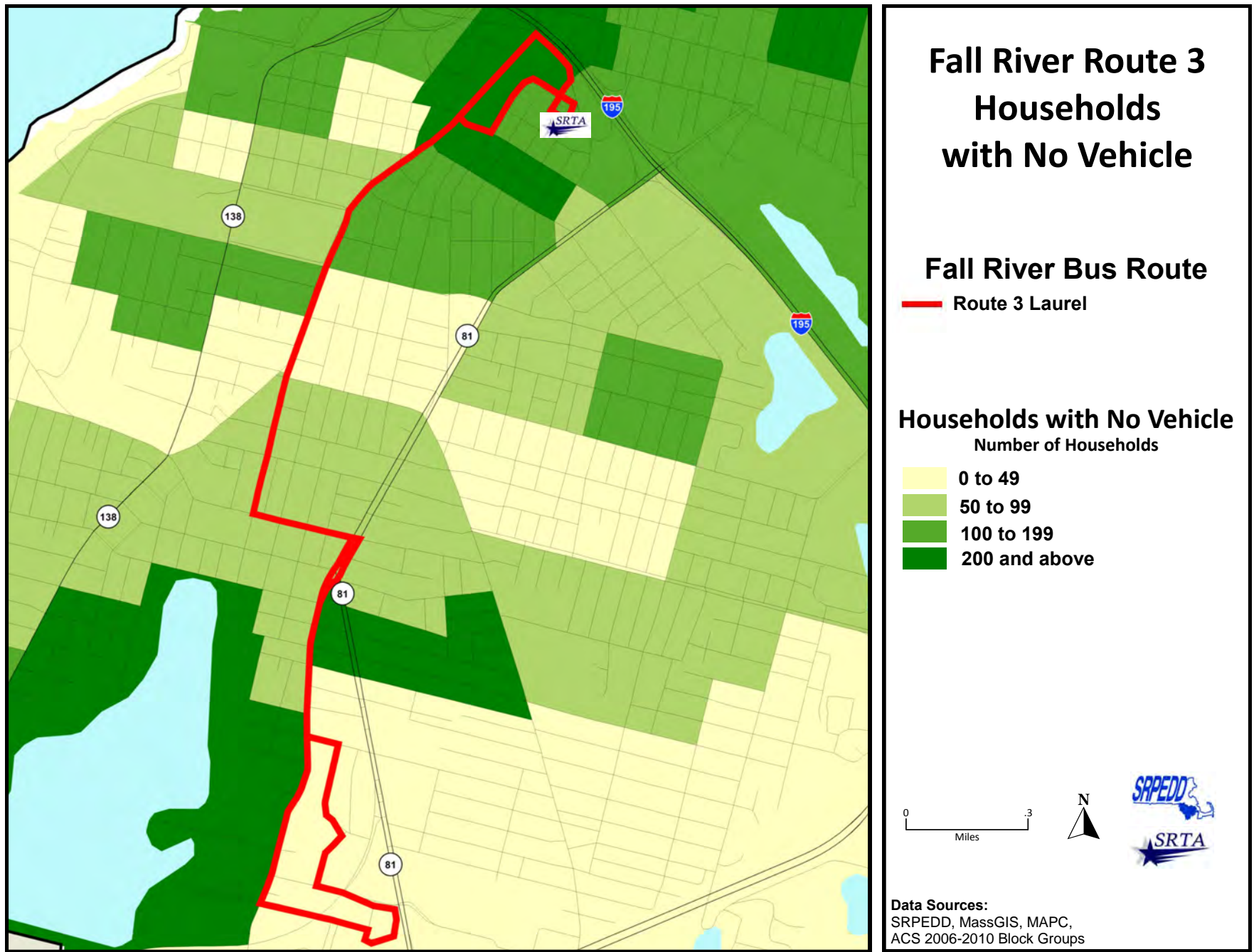


Figure 1-30: Fall River Route 3 - Laurel Street Households with Zero Vehicles

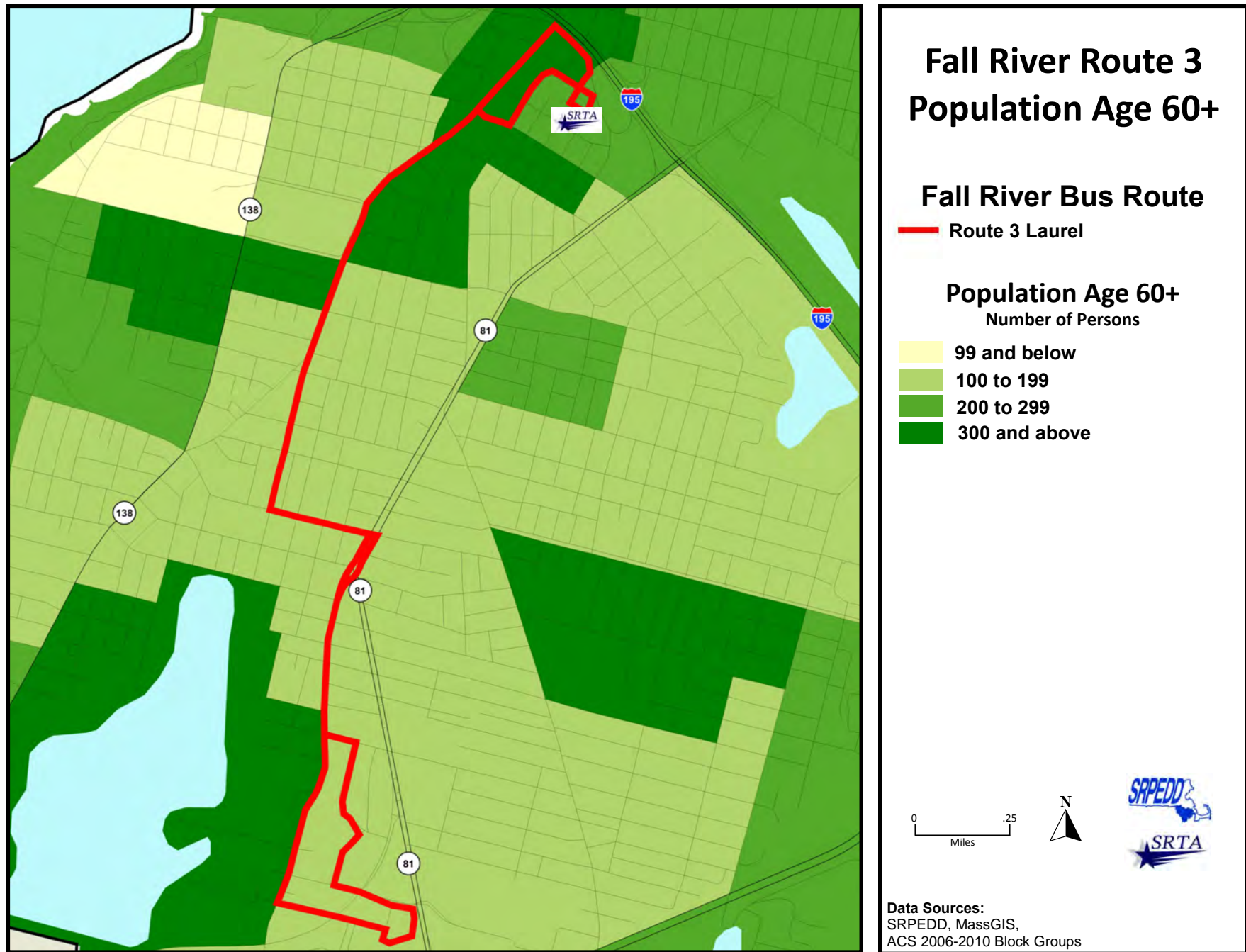


Figure 1-31: Fall River Route 3 - Laurel Street Older Adult Population

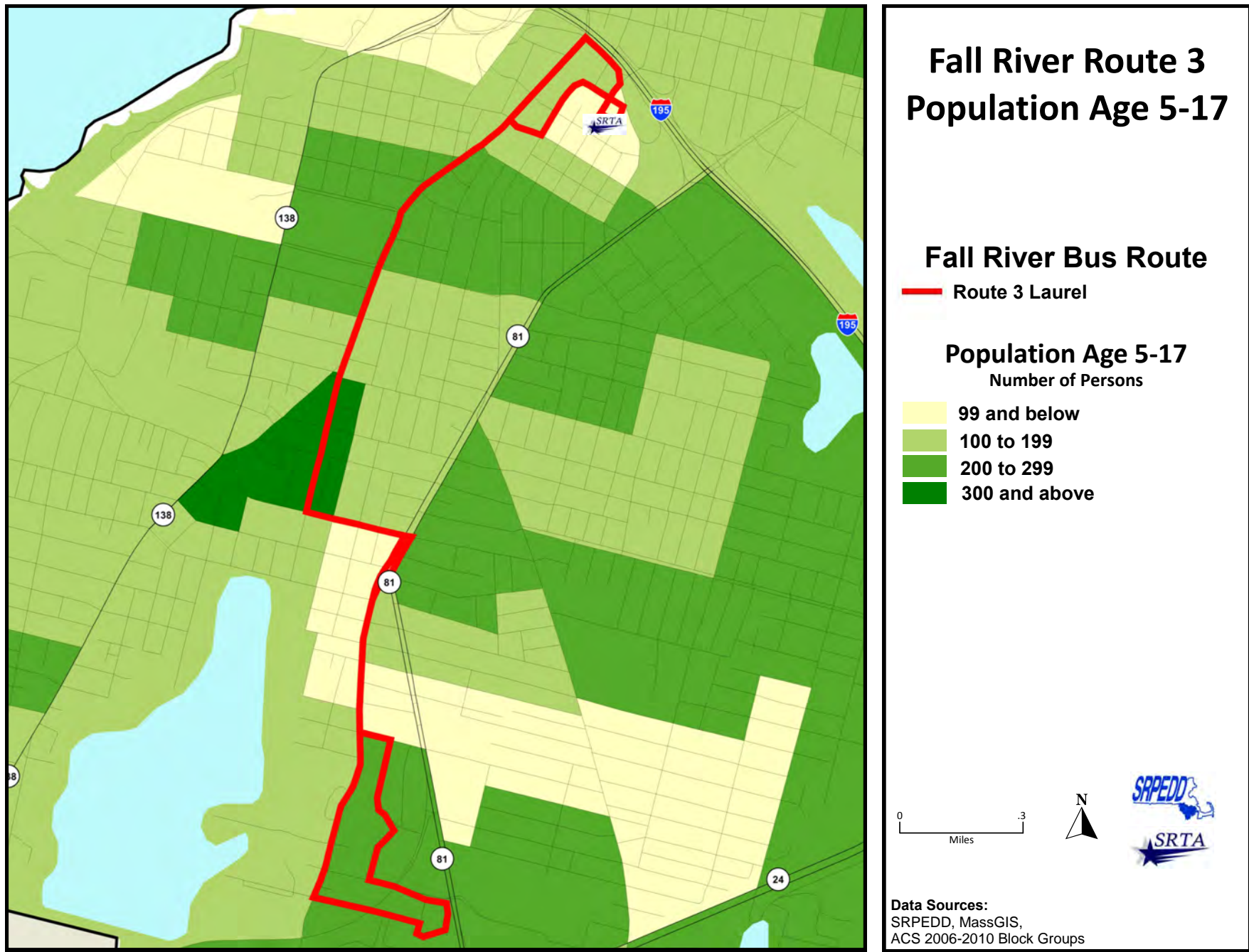


Figure 1-32: Fall River Route 3 - Laurel Street Youth Population

Fall River Route 4 - Robeson Street

Route 4 is the only other Route (besides Route 2 North Main) to serve northern Fall River. The terrain between Route 2 and Route 4 is a steep set of hills. Route 4 is the only route to serve the Highlands area of the City, Truesdale Clinic and SStar Treatment Center. It travels near Charlton Memorial Hospital and Durfee High School. It also serves multiple housing complexes and medical facilities and terminates at the Catholic Memorial Home.

Population Density and Employment

Route 4 serves an area with a low population density. Employment along Route 4 is low, primary employment is found at Charlton Memorial Hospital and Durfee High School, as well as several social service agencies.

Environmental Justice

Route 4 is one of the few routes that does not primarily serve EJ areas. The southern portion of the route serves minority, low income and LEP. The northern portion serves low income and LEP areas. The central segment of the route does not serve an EJ area. Route 4 serves multiple housing complexes.

Households with Zero Vehicles

Route 4 travels north of the city where the majority of households have a vehicle. There are two areas that have a moderately higher number of households with no vehicles. There are two apartment complexes located within the area with the higher amount of households with no vehicle. One complex is comprised of townhouses; the other is a retirement facility for priests.

Older Adult Population

Route 4 serves a moderate to high area of older adults. Although not necessarily apartments for older adults, Route 4 serves several housing complexes along the northern segments of the route.

Youth Population

Route 4 serves areas with a low concentration of youth population. A densely settled neighborhood along the middle segments of the route has a high concentration of youth population.

Fall River Route 4 - Robeson Street

Weekday Service Span	6:10 am to 6:00 pm
Weekend Service Span	7:10 am to 6:30 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	20 minutes
One-Way Route Length	4.25
Connects to Route(s)	6, 8 , 9

Demographics within a 1/4-mile of route

Population	12,866
Minority	1,717 (13%)
Low Income	2,763 (21%)
Limited English Proficiency	1,812 (14%)
Households with no vehicle	320
Employment	11,681



Photo 1-6: Fall River Route 4 - Robeson Street at the Fall River Terminal.
Photo Credit: SRPEDD

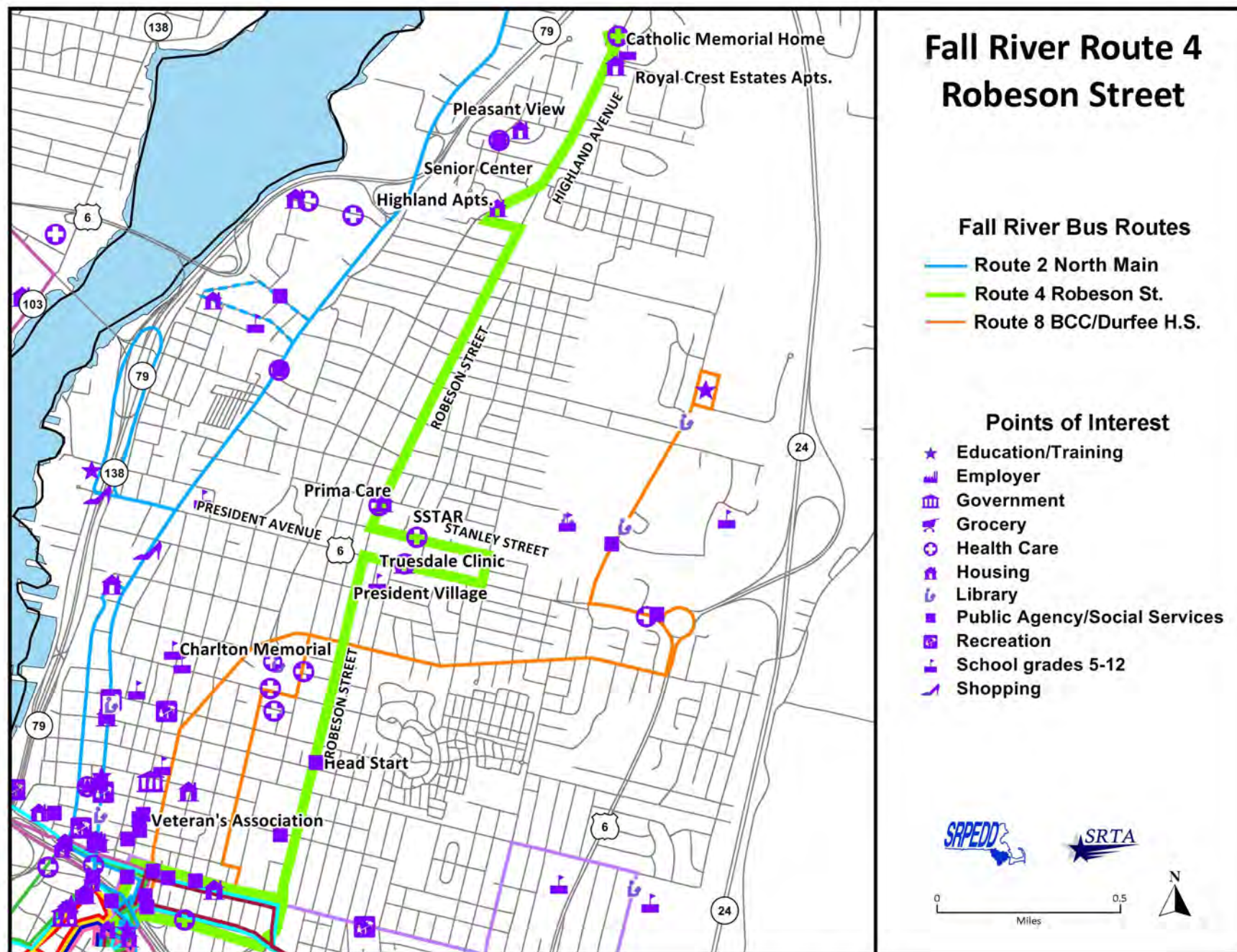


Figure 1-33: Fall River Route 4 - Robeson Street Points of Interest

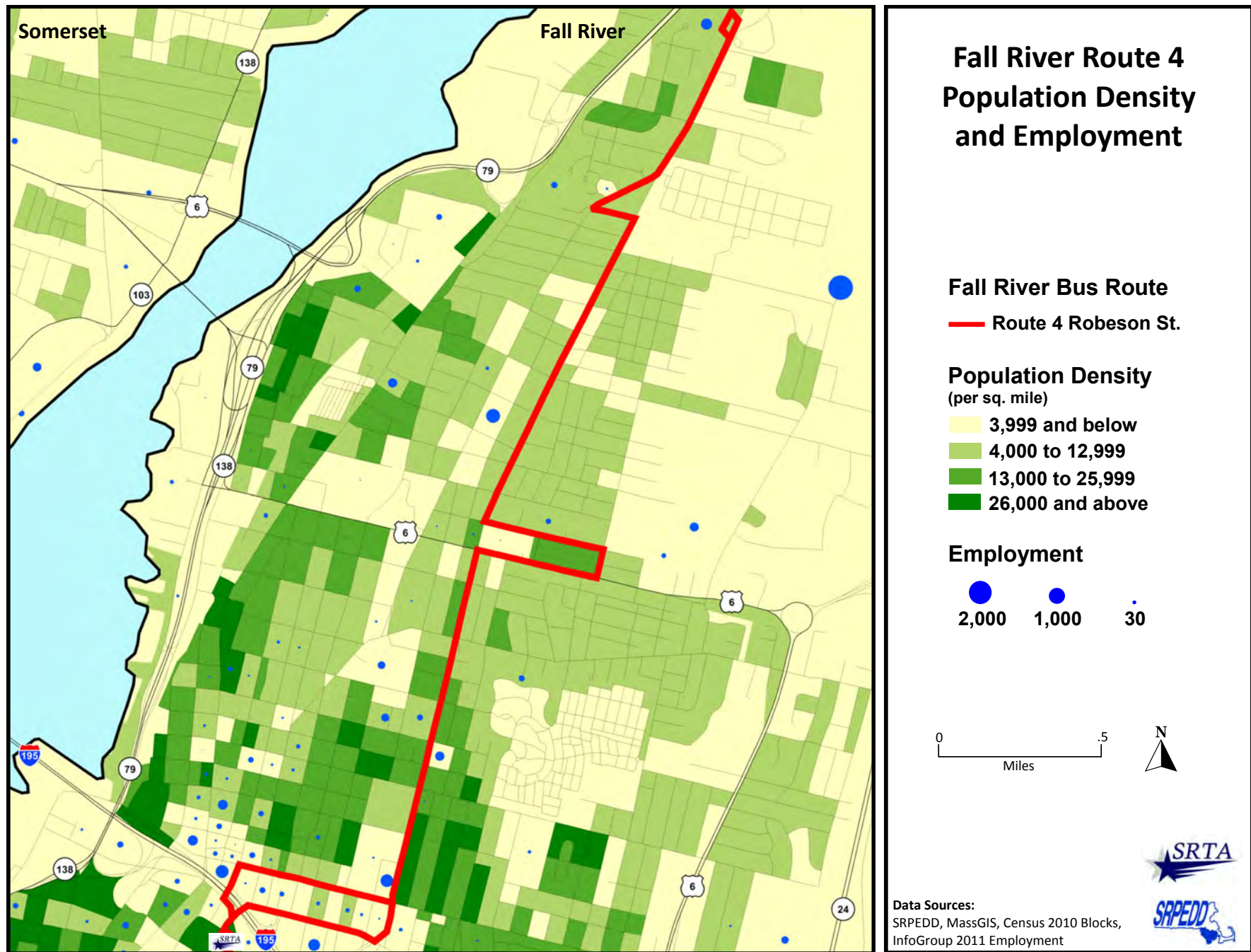
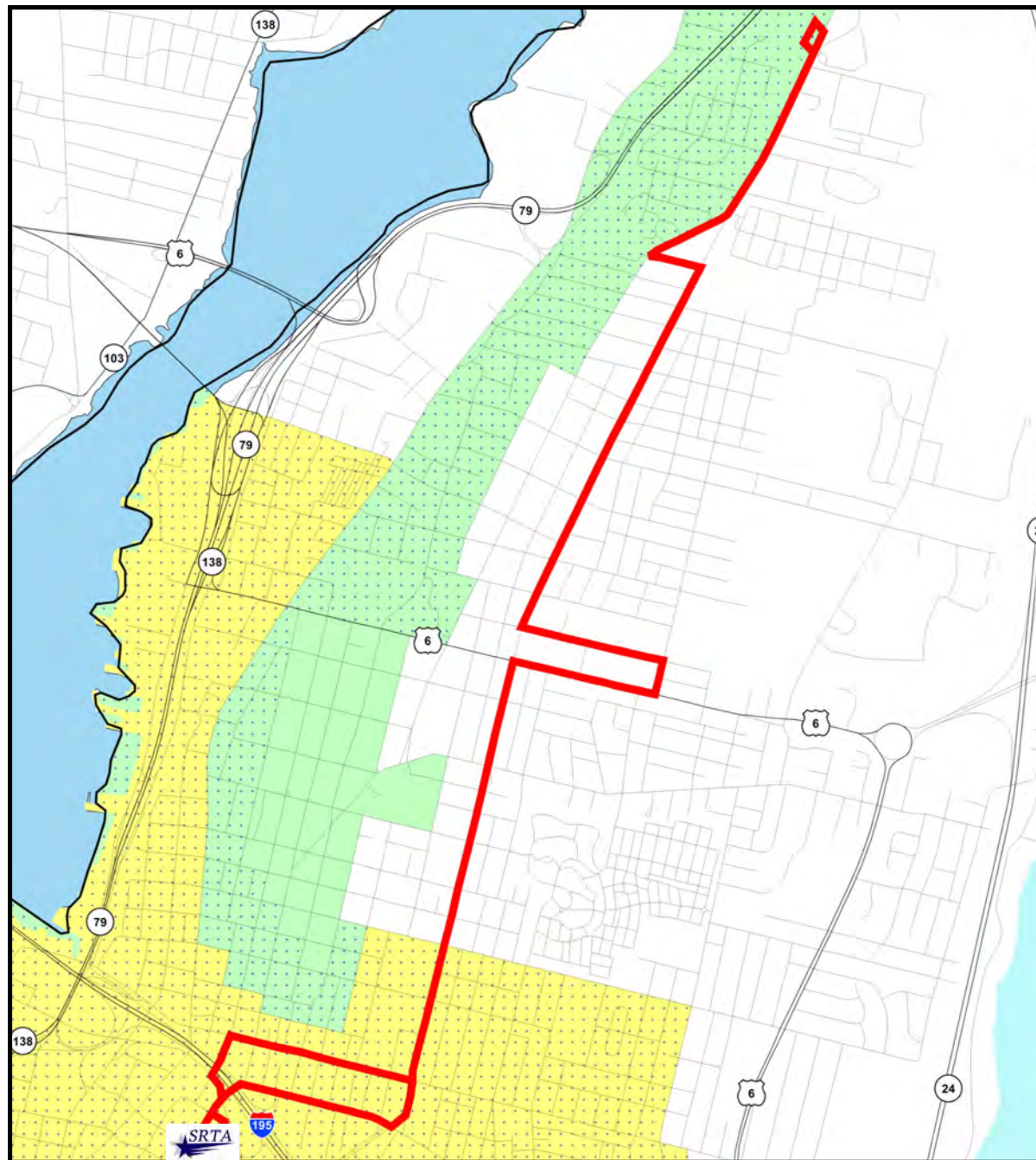


Figure 1-34: Fall River Route 4 - Robeson Street Population Density and Employment



Fall River Route 4 Environmental Justice

Fall River Bus Route

— Route 4 Robeson Street

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .3
Miles



Figure 1-35: Fall River Route 4 - Robeson Street Environmental Justice

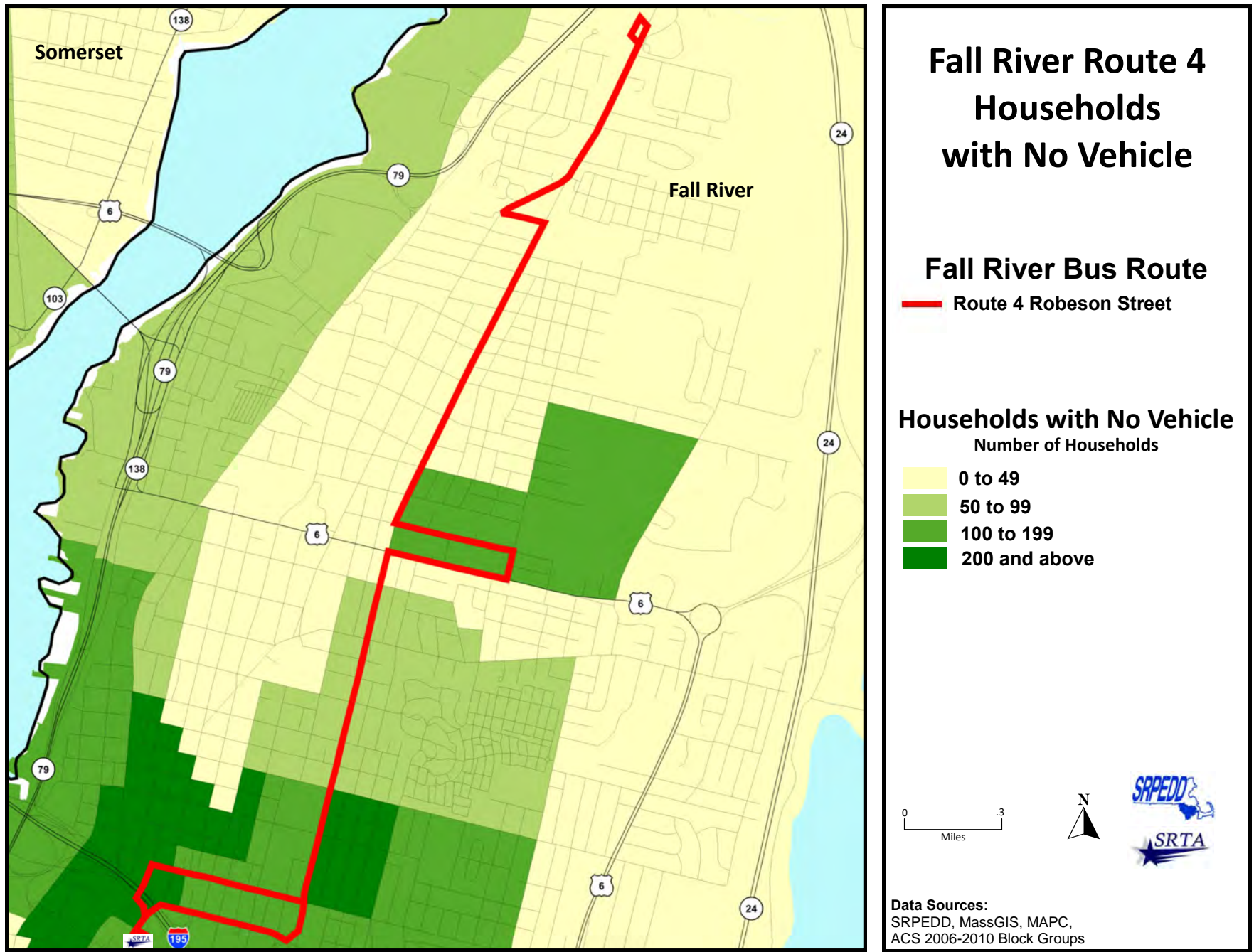
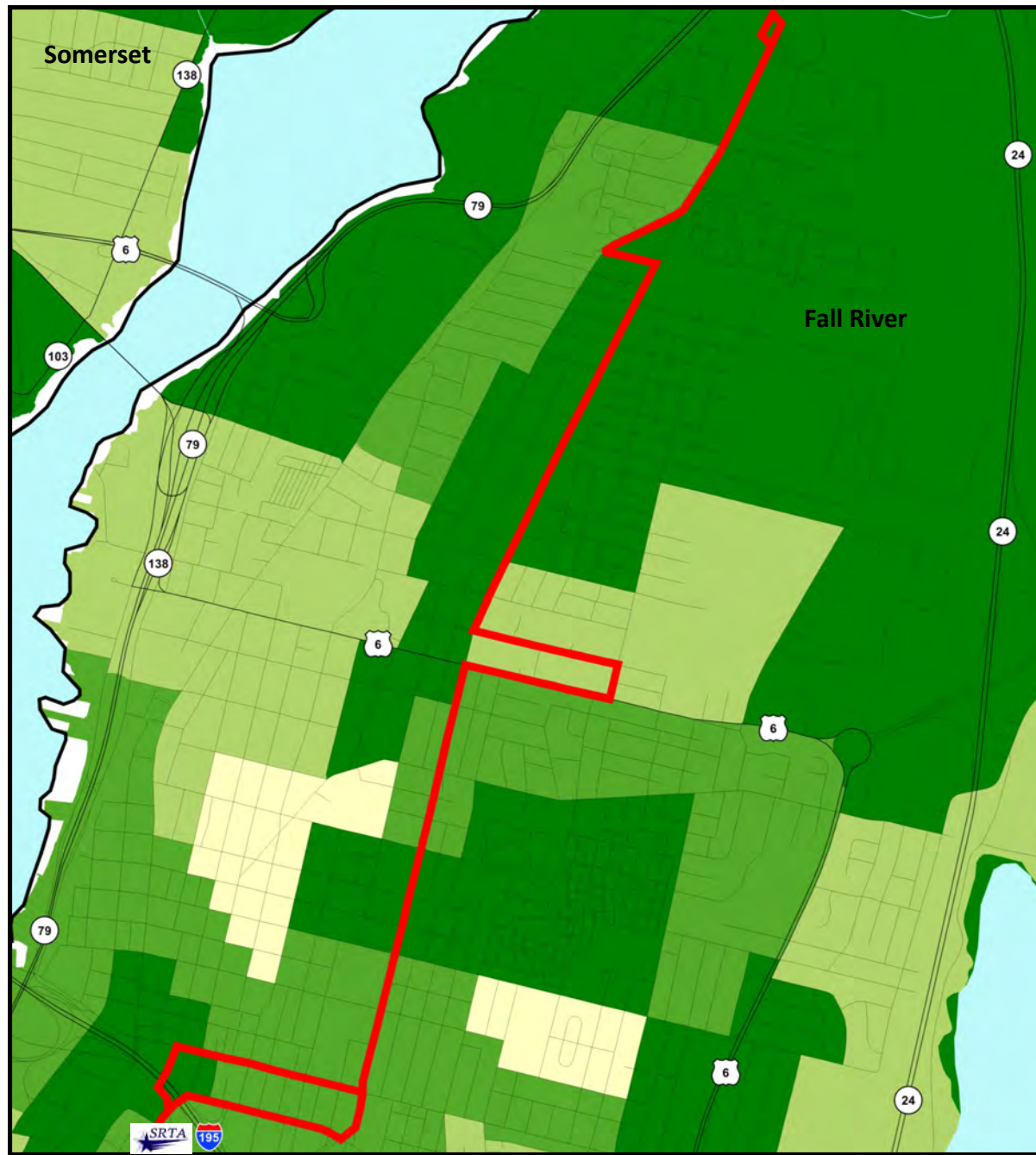


Figure 1-36: Fall River Route 4 - Robeson Street Households with Zero Vehicles



Fall River Route 4 Population Age 60+

Fall River Bus Route

— Route 4 Robeson Street

Population Age 60+ Number of Persons

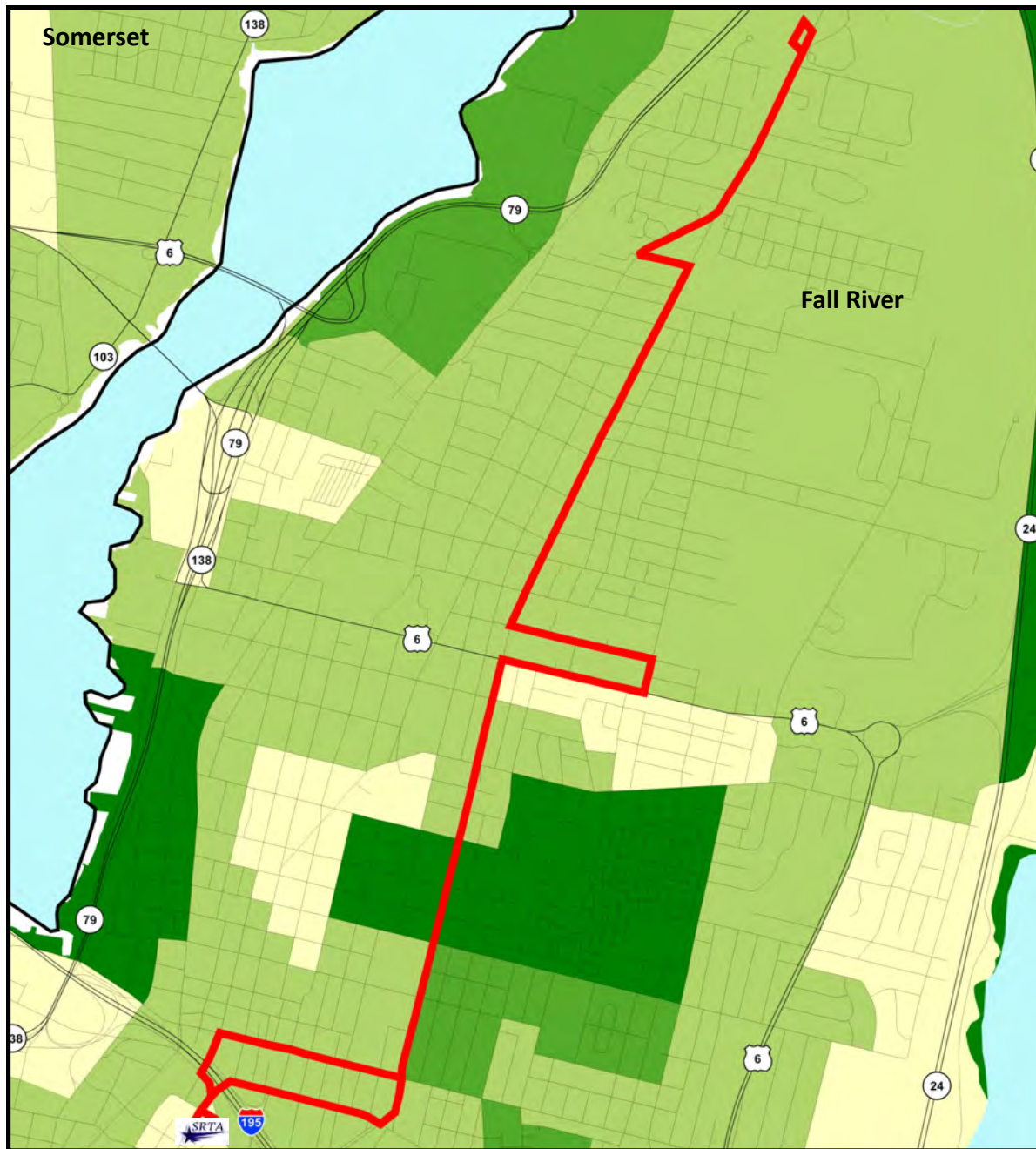
- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 .25
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-37: Fall River Route 4 - Robeson Street Older Adult Population



Fall River Route 4 Population Age 5-17

Fall River Bus Route

Route 4 Robeson Street

Population Age 5-17

Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-38: Fall River Route 4 - Robeson Street Youth Population

Fall River Route 5 - Stafford Road

Route 5 serves the New Harbour Mall as well as the Seabra Shopping Plaza, a health care facility and other retail establishments. The closing of Shaw's Supermarket in August 2013 and the relocation of Walmart from the New Harbour Mall to the Crossroads at 24 retail complex in July 2013 has negatively affected ridership. Although Shaw's is closed, Route 5 still serves the Shaw's plaza in order to intersect with Route 3 Laurel.

Population Density and Employment

The beginning of Route 5 serves an area with a high population density, however as it travels south the population density decreases. Route 5 serves the Harbour Mall and other retail establishments, however, the employment density is low.

Environmental Justice

This route serves densely populated neighborhoods of minority and low income persons and serves a low income housing complex. The entire route serves a minority, low income and LEP area.

Households with Zero Vehicles

Route 5 serves an area with a low number of households with no vehicle. The route serves one area with both a low income housing complex and a high number of households with no vehicle.

Older Adult Population

Route 5 serves an area with a relatively low population of older adults. The middle segments of the route along Brayton Avenue serve an area with a high number of older adults.

Youth Population

Route 5 serves an area with low concentrations of youth population. The few areas with higher concentrations of youth population are home to housing complexes.

Fall River Route 5 - Stafford Road

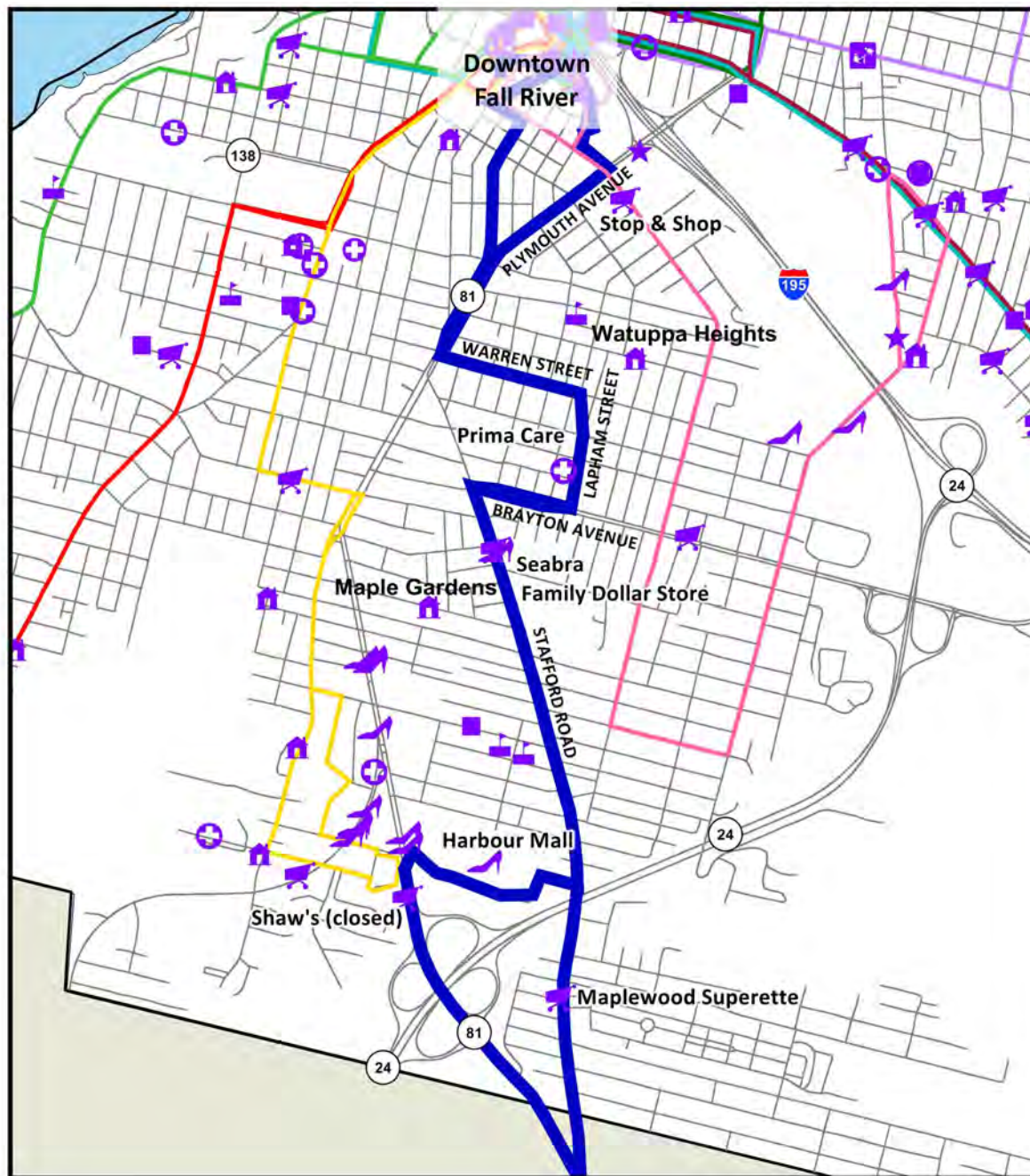
Weekday Service Span	6:20 am to 6:05 pm
Weekend Service Span	6:50 am to 5:55 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	30 minutes
One-Way Route Time	20 minutes
One-Way Route Length	4.89
Connects to Route(s)	3, 10

Demographics within a 1/4-mile of route

Population	13,615
Minority	2,065 (15%)
Low Income	2,705 (20%)
Limited English Proficiency	2,174 (16%)
Households with no vehicle	391
Employment	7,569



Photo 1-7: Fall River Route 5 - Stafford Road at the Fall River Terminal.
Photo Credit: SRPEDD



Fall River Route 5 Stafford Road

Fall River Bus Routes

- Route 1 South Main
- Route 3 Laurel
- Route 5 Stafford Rd.
- Route 7 Bay St.
- Route 10 Rodman St.

Points of Interest

- ★ Education/Training
- 🏭 Employer
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎮 Recreation
- 🎓 School grades 5-12
- 🛍️ Shopping



Figure 1-39: Fall River Route 5 - Stafford Road Points of Interest

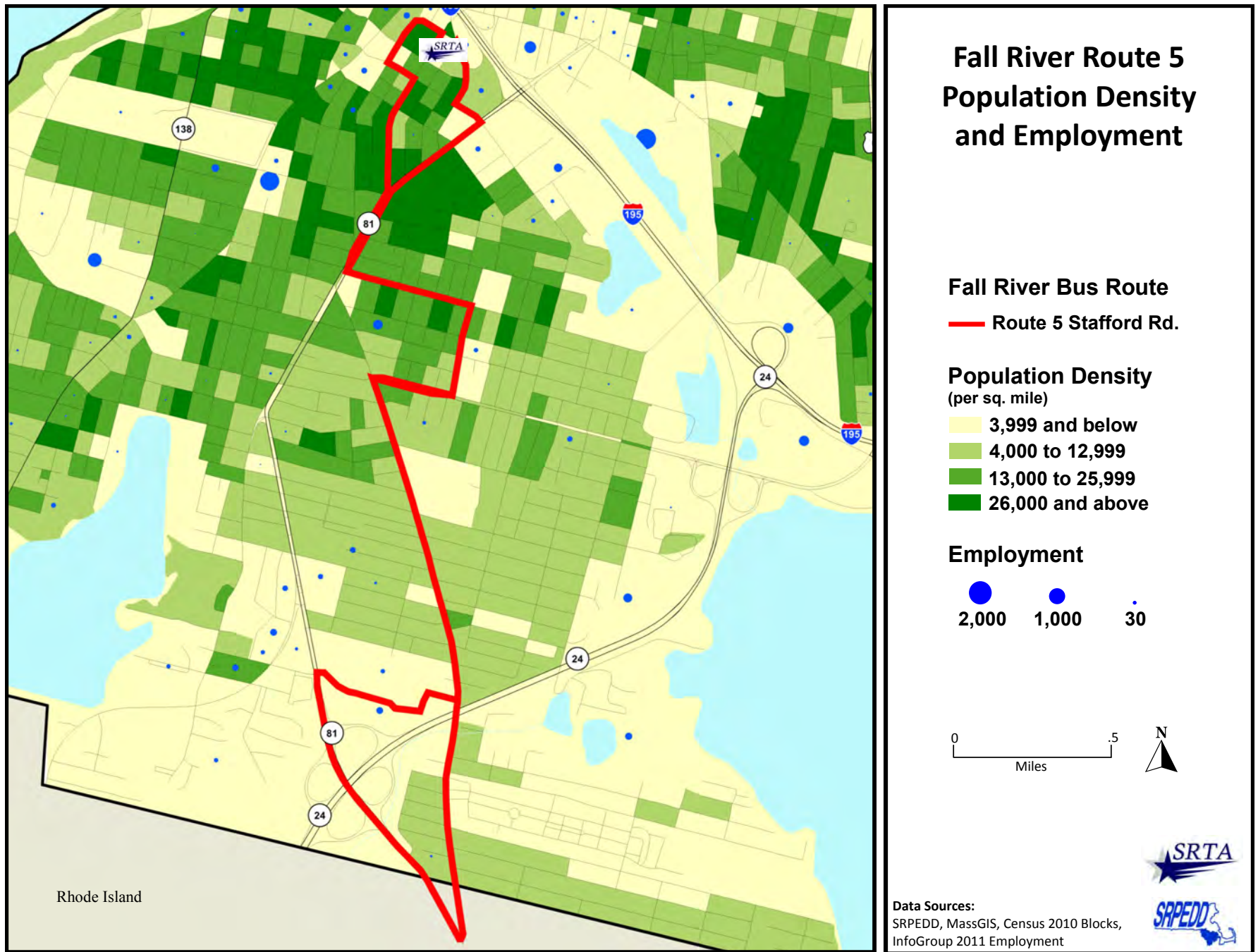
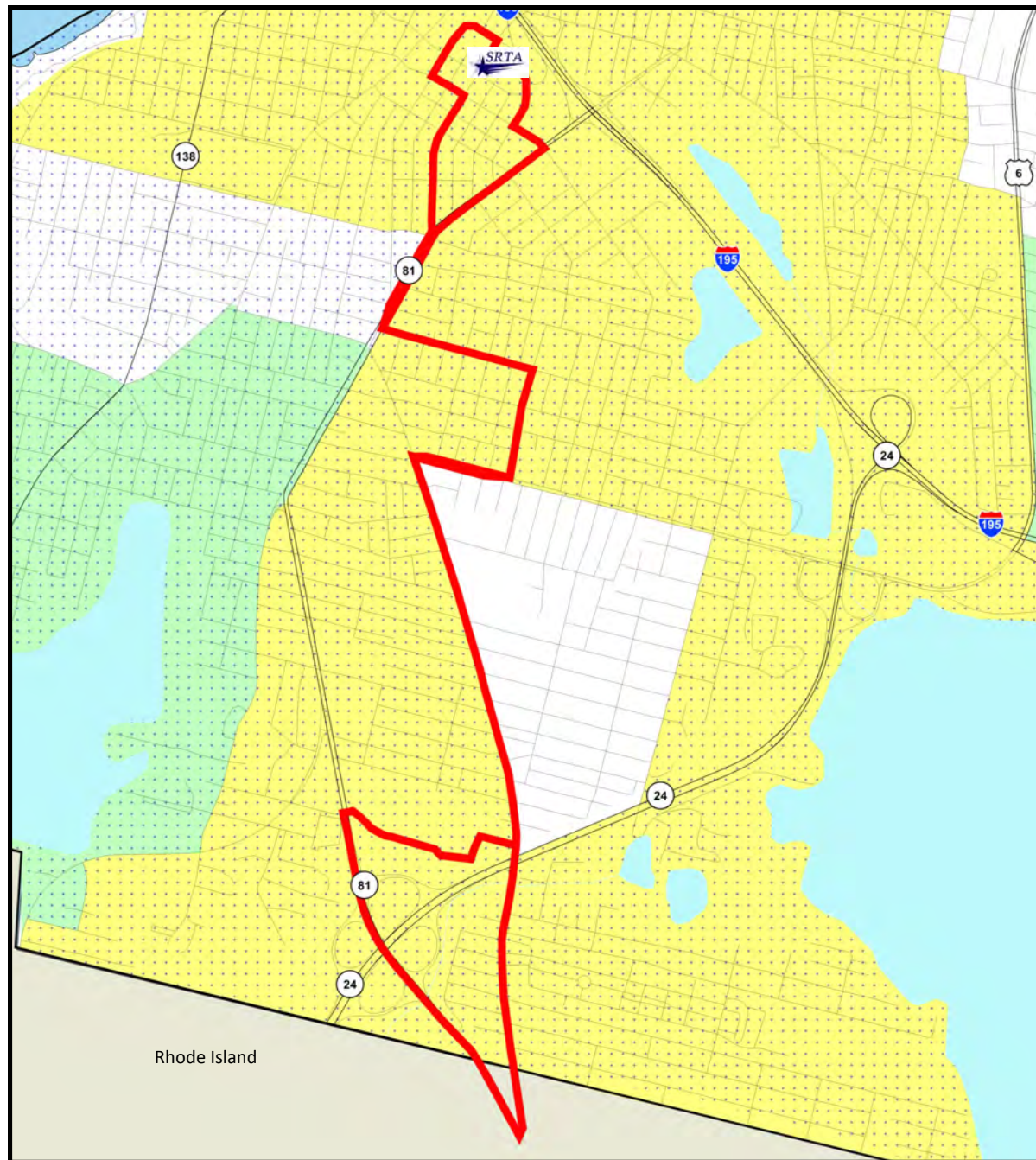


Figure 1-40: Fall River Route 5 - Stafford Road Population Density and Employment



Fall River Route 5 Environmental Justice

Fall River Bus Route

— Route 5 Stafford Road

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-41: Fall River Route 5 - Stafford Road Environmental Justice

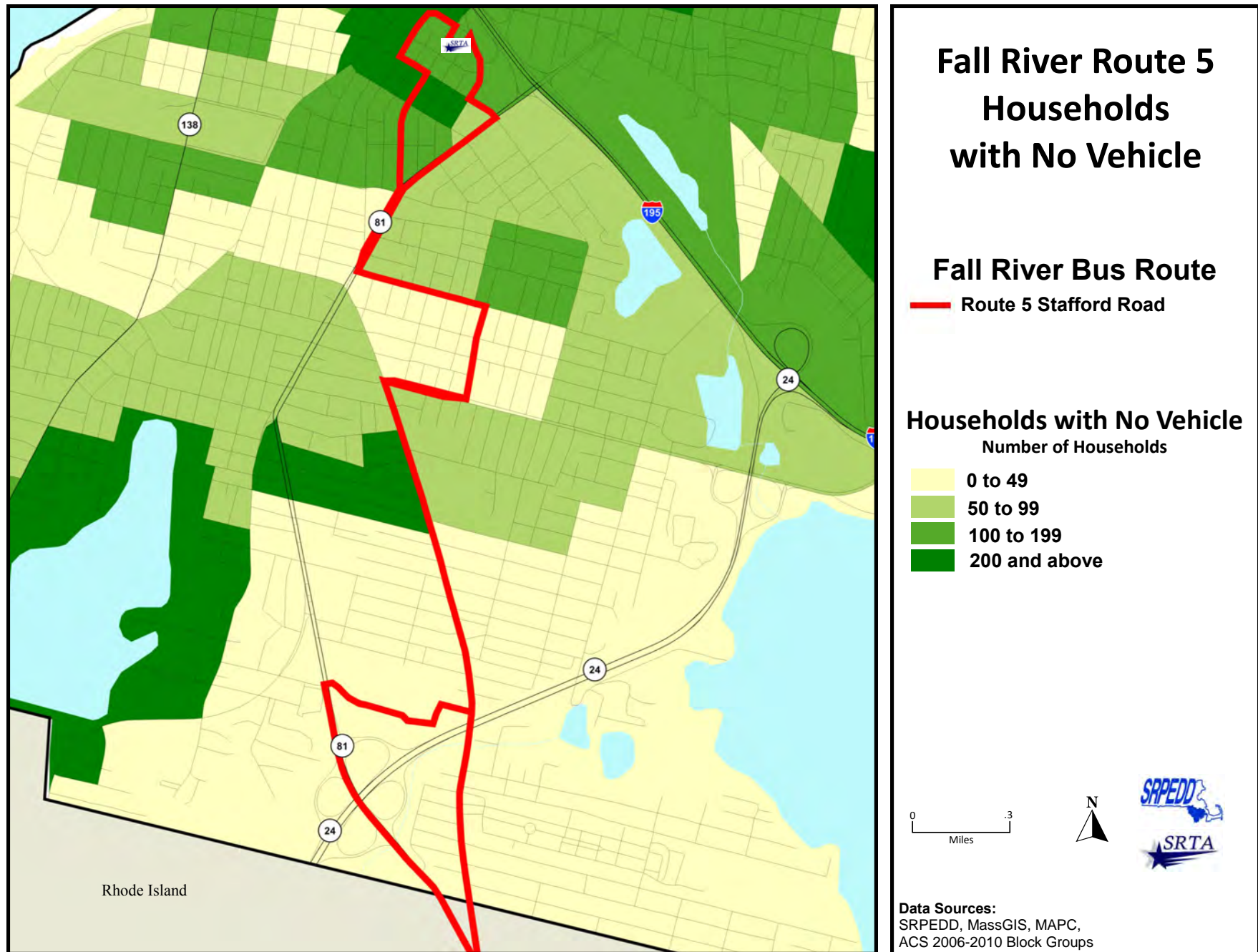


Figure 1-42: Fall River Route 5 - Stafford Road Households with Zero Vehicles

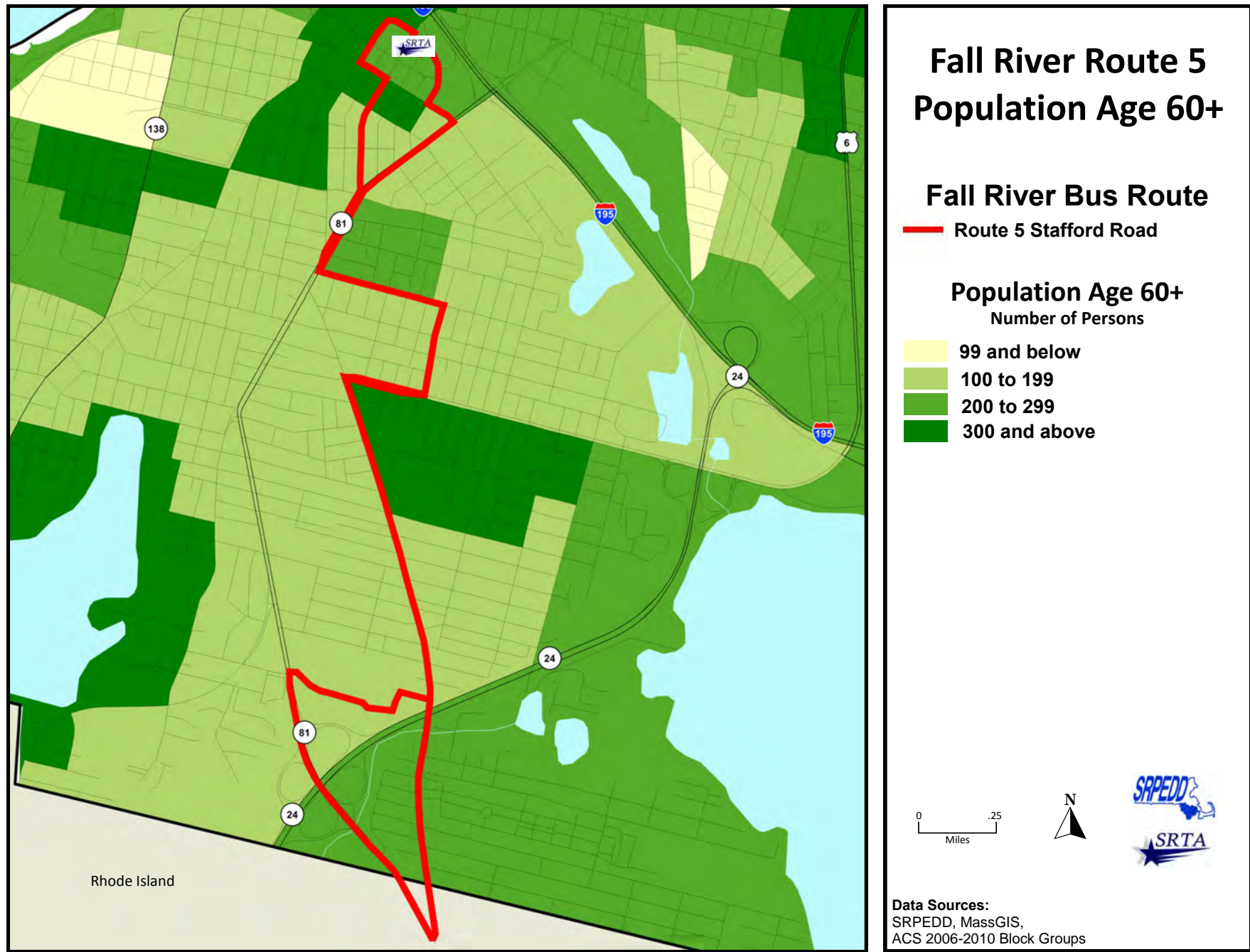
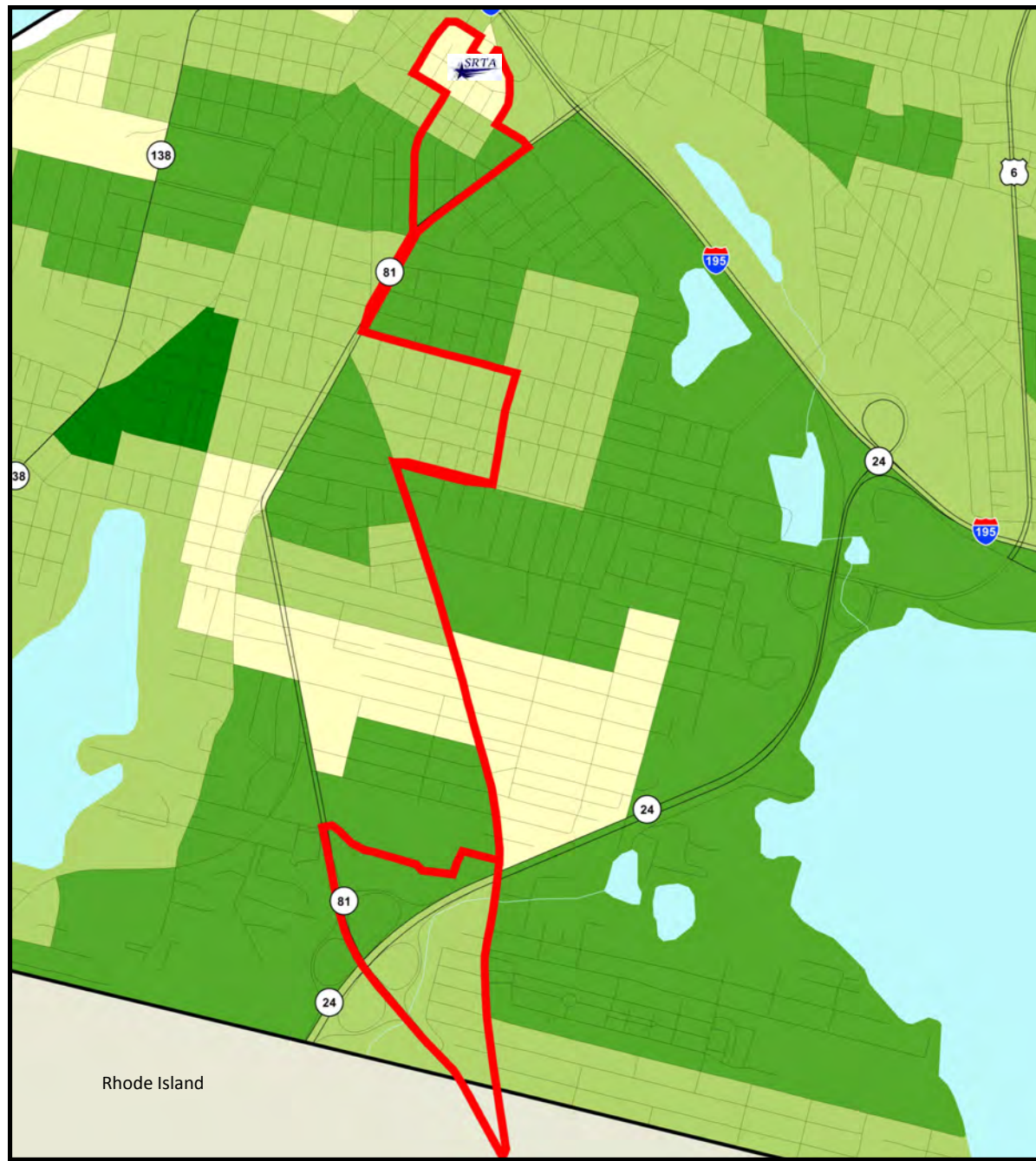


Figure 1-43: Fall River Route 5 - Stafford Road Older Adult Population



Fall River Route 5 Population Age 5-17

Fall River Bus Route

— Route 5 Stafford Road

Population Age 5-17 Number of Persons

	99 and below
	100 to 199
	200 to 299
	300 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-44: Fall River Route 5 - Stafford Road Youth Population

Fall River Route 6 - Pleasant Street

Route 6 provides a connection to the west central part of the City. It travels a corridor that includes many small shops and public housing areas in the Flint neighborhood. Major trip generators are Price Rite Supermarket, WIC, Prima Care Medical as well as various housing complexes. This route shares a majority of its route with the New Bedford to Fall River Intercity route. Route 6 inbound also serves the waterfront area to Battleship Cove as does the Route 7 Bay Street outbound.

Population Density and Employment

The western segments of Route 6 serve areas with a very low population density; however, as it continues east the population density increases due to several public housing developments. Employment is fairly moderate due in part because this route serves many small shops along Pleasant Street.

Environmental Justice

The entirety of Route 6 serves EJ areas. The route primarily serves residential areas including the Flint neighborhood. This route serves a densely populated area of low income and minority population. The eastern terminus of the route is the only segment not serving minority, low income, or LEP areas.

Households with Zero Vehicles

Route 6 serves an area in which many of the households do not have a vehicle. The majority of the route serves areas with as many as 200 households with no vehicle. Route 6 serves an area with several low income/older adult housing apartment complexes.

Older Adult Population

Route 6 serves a mixed area of low to medium concentrations of older adults. The northern and southern segments of the route serve several apartment complexes including housing for older adults at the eastern terminus.

Youth Population

Route 6 serves an area with a high concentration of youth population at the western terminus. Generally, the eastern segments of the route serve areas with lower concentrations of youth.

Fall River Route 6 - Pleasant Street

Weekday Service Span	6:30 am to 5:50 pm
Weekend Service Span	6:30 am to 5:50 pm
Weekday Service Frequency	60 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	20 minutes
One-Way Route Length	4.5
Connects to Route(s)	9, Intercity

Demographics within a 1/4-mile of route

Population	17,430
Minority	3,065 (18%)
Low Income	4,996 (29%)
Limited English Proficiency	3,339 (19%)
Households with no vehicle	480
Employment	11,428



Photo 1-8: Fall River Route 6 - Pleasant Street at the Fall River Terminal.
Photo Credit: SRPEDD

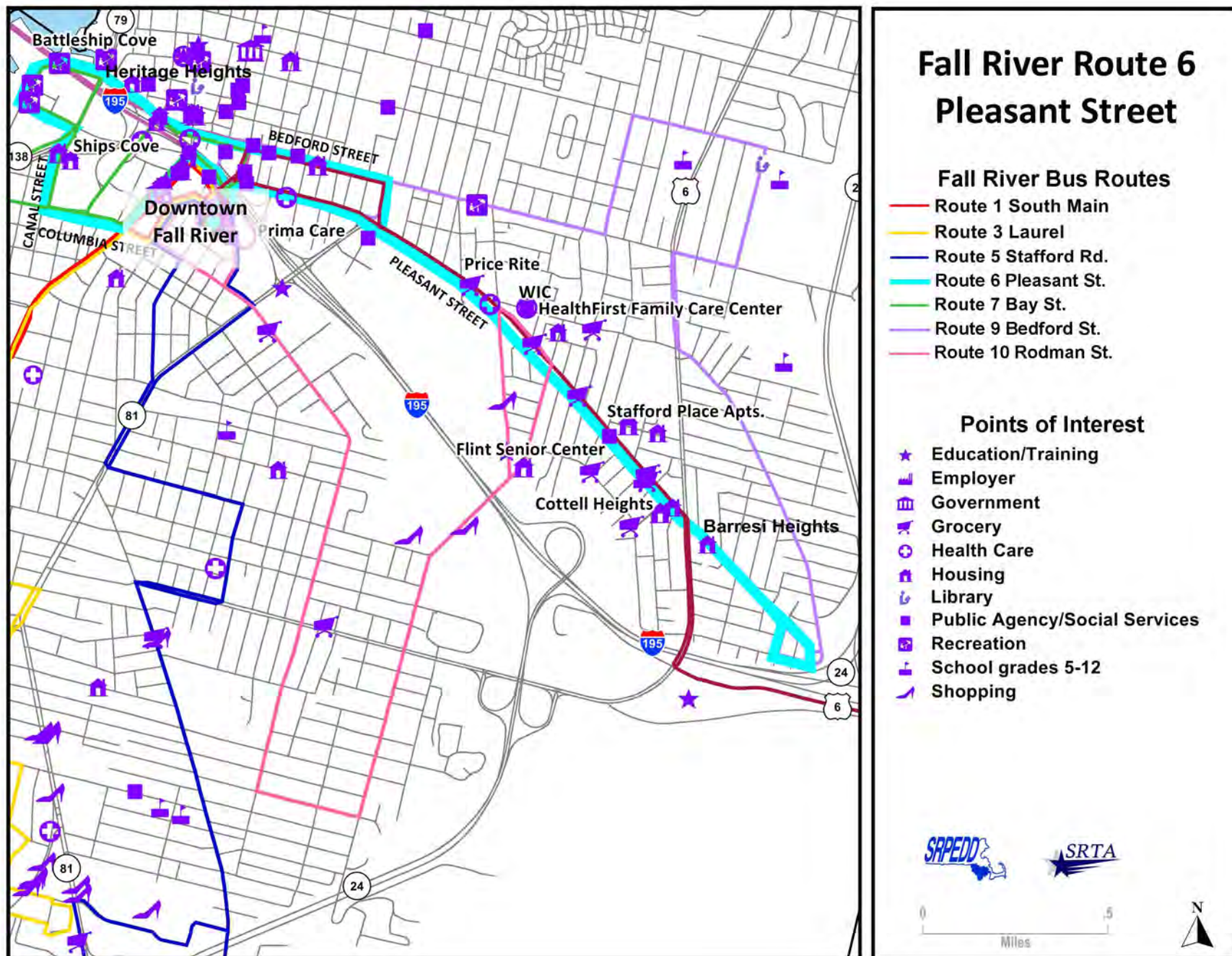
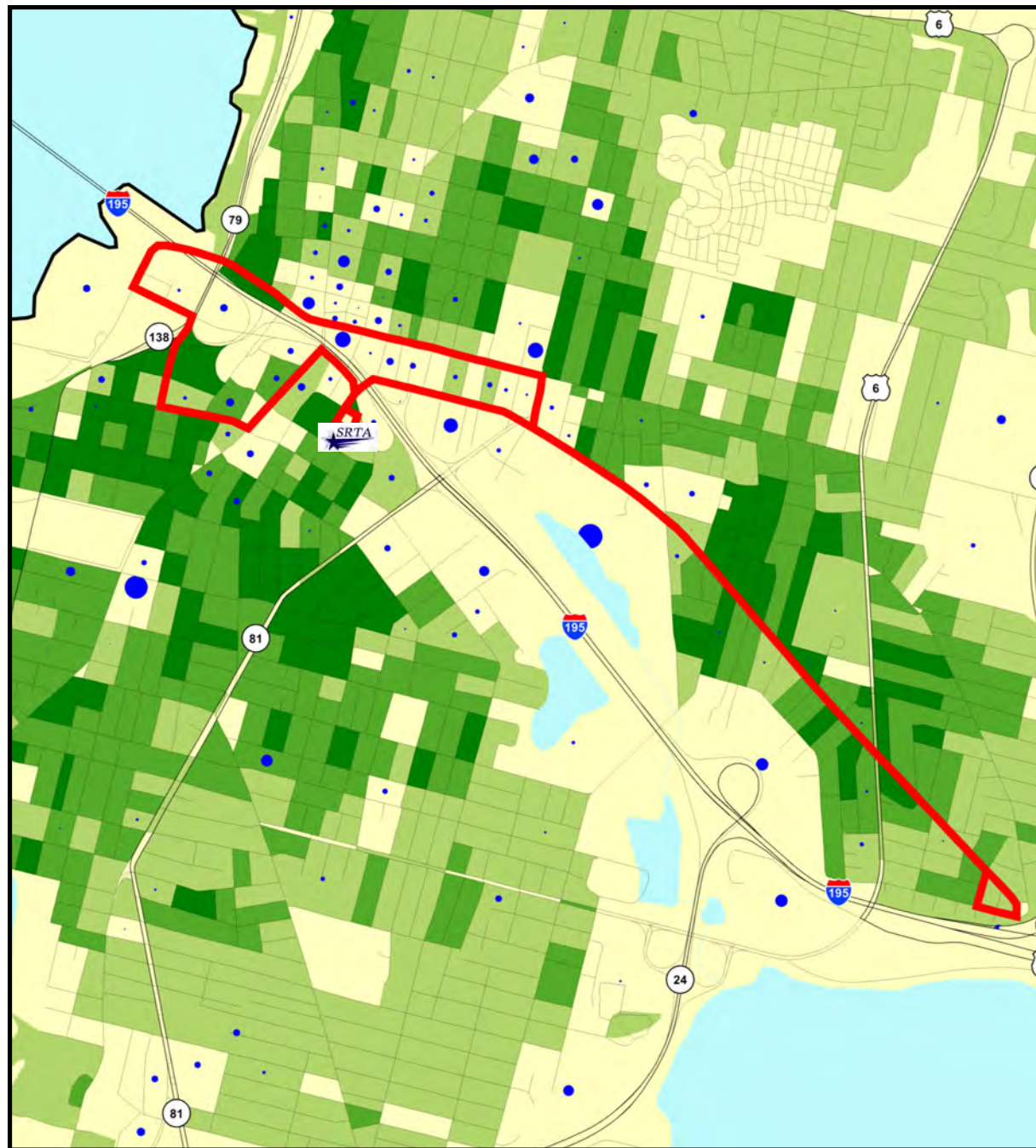


Figure 1-45: Fall River Route 6 - Pleasant Street Points of Interest



Fall River Route 6 Population Density and Employment

Fall River Bus Route

— Route 6 Pleasant St.

Population Density (per sq. mile)

- 3,999 and below
- 4,000 to 12,999
- 13,000 to 25,999
- 26,000 and above

Employment

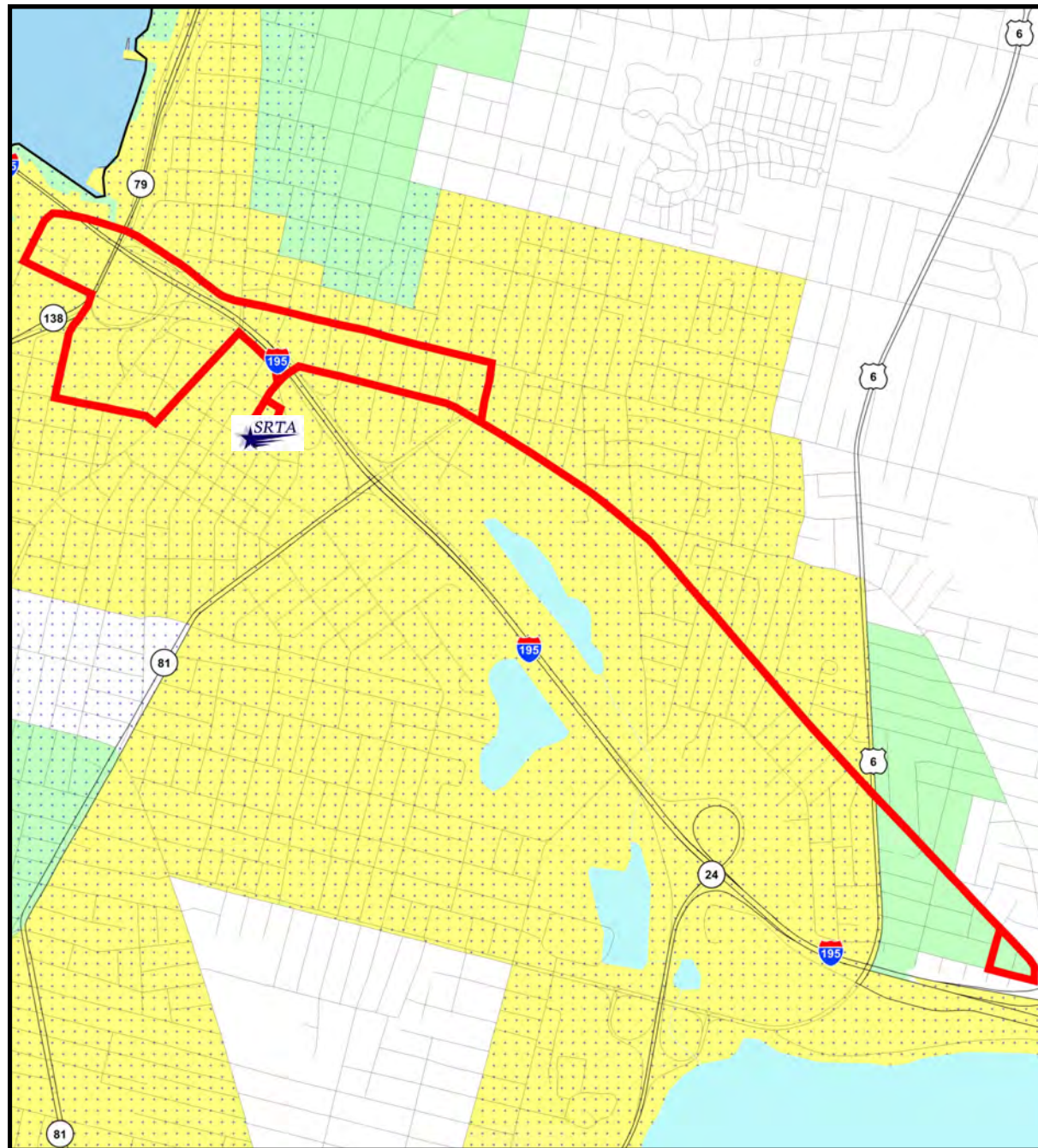
- 2,000
- 1,000
- 30

0 0.5 Miles



Data Sources:
SRPEDD, MassGIS, Census 2010 Blocks,
InfoGroup 2011 Employment

Figure 1-46: Fall River Route 6 - Pleasant Street Population Density and Employment



Fall River Route 6 Environmental Justice

Fall River Bus Route

— Route 6 Pleasant Street

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

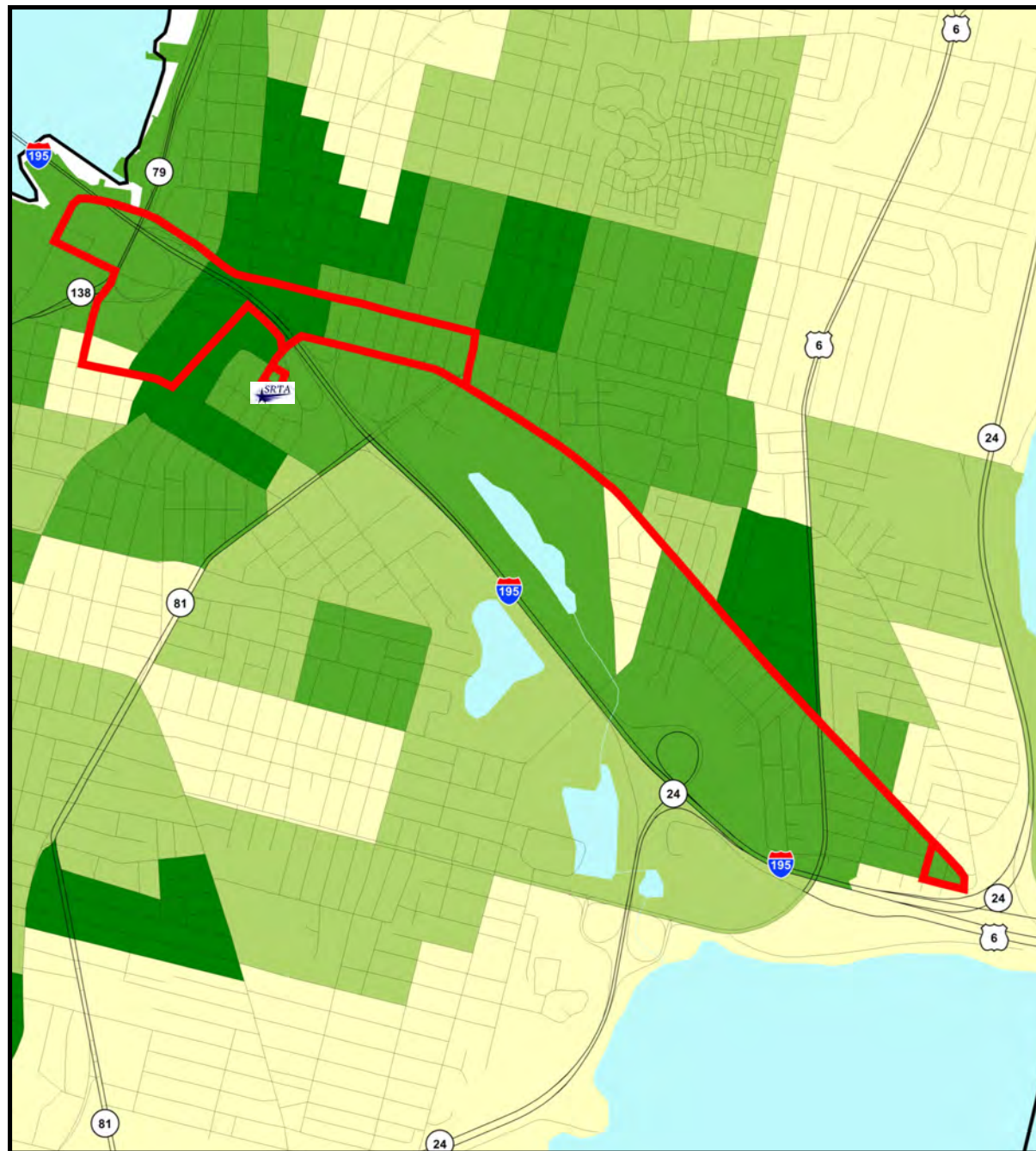
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 0.3
Miles



Figure 1-47: Fall River Route 6 - Pleasant Street Environmental Justice



Fall River Route 6 Households with No Vehicle

Fall River Bus Route

— Route 6 Pleasant Street

Households with No Vehicle

Number of Households

	0 to 49
	50 to 99
	100 to 199
	200 and above

0 .3
Miles



Data Sources:

SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-48: Fall River Route 6 - Pleasant Street Households with Zero Vehicles

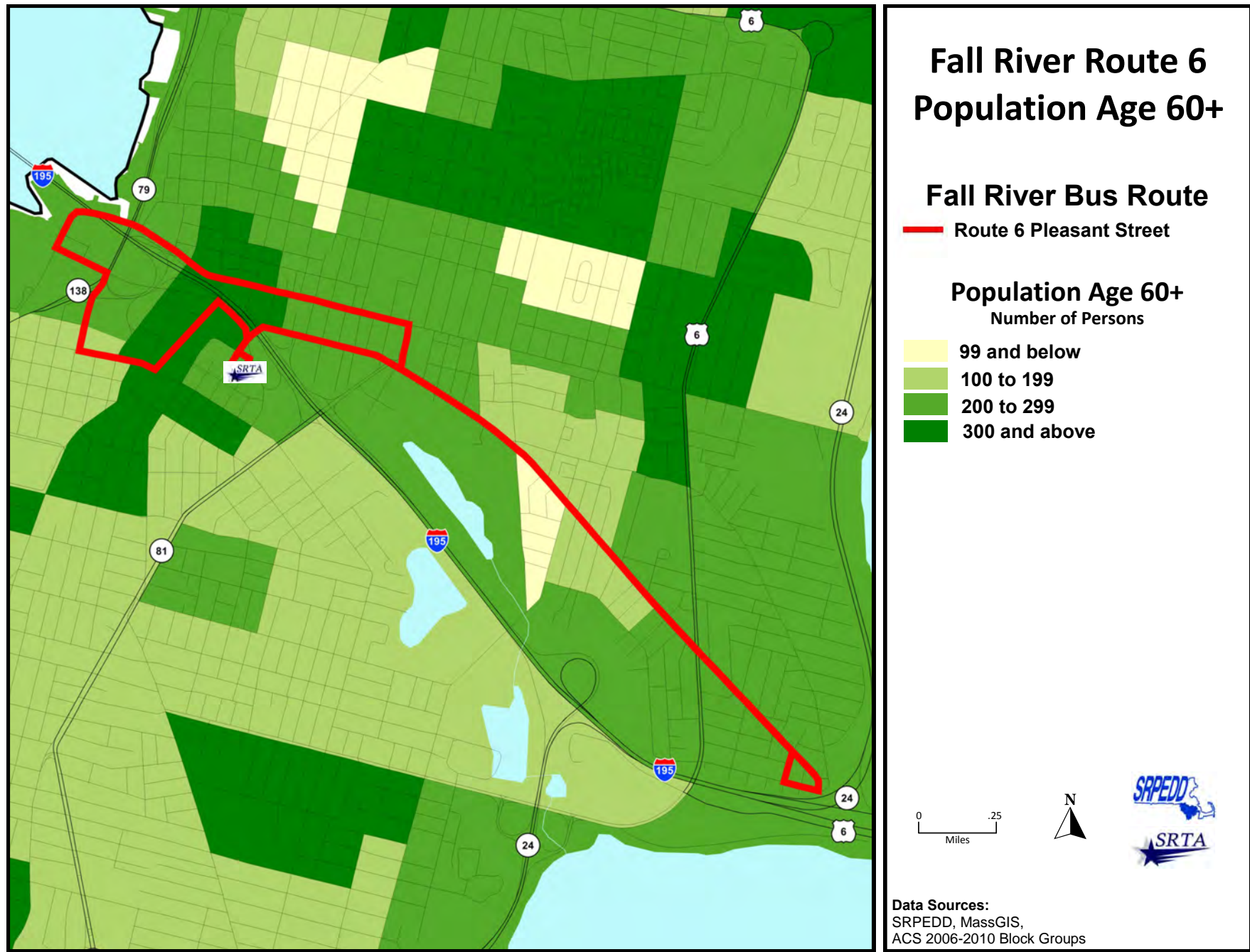
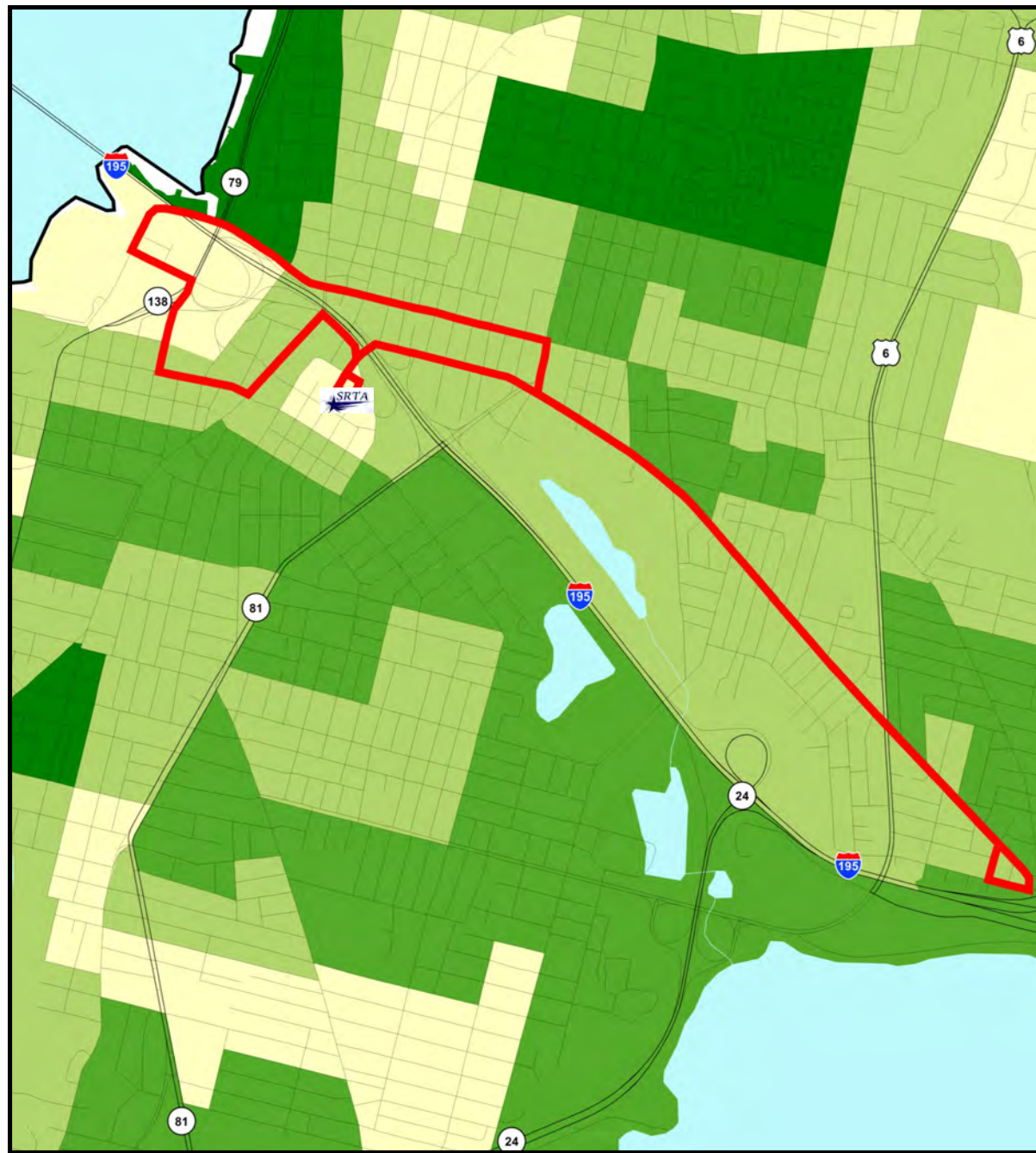


Figure 1-49: Fall River Route 6 - Pleasant Street Older Adult Population

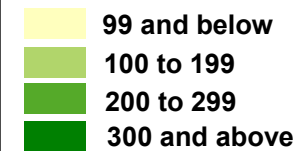


Fall River Route 6 Population Age 5-17

Fall River Bus Route

— Route 6 Pleasant Street

Population Age 5-17 Number of Persons



0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-50: Fall River Route 6 - Pleasant Street Youth Population

Fall River Route 7 - Bay Street

Route 7 serves the southwest side of Fall River. This route serves housing complexes as well as industrial/commercial areas along the route. The two major generators for Route 7 are the Gold Medal Commercial Bakery and Bay Village Apartments. Route 7 outbound also serves the waterfront area to Battleship Cove, as does the Route 6 inbound.

Population Density and Employment

Route 7 travels through areas of high and low population densities. The downtown area has the highest population density. The Gold Medal Bakery is among the few employment centers along the route.

Environmental Justice

The entire route serves an LEP area. The northern segment of Route 7 serves minority, low income and LEP areas. The middle segment of the route serves only an LEP area only; however, the southern segment in proximity to the Bay Village Apartments serves low income and minority areas.

Households with Zero Vehicles

Route 7 serves areas in which many of households do not have a vehicle. The southern segments of Route 7 serve two low income housing complexes which have high numbers of residents without a vehicle.

Older Adult Population

The southern segment of Route 7 serves an area with a high concentration of older adults. The route serves several low income housing complexes.

Youth Population

Route 7 serves an area with a low concentration of youth population. Low income housing is available in each of the two areas served with moderate concentrations of youth population.

Fall River Route 7 - Bay Street

Weekday Service Span	6:50 am to 6:05 pm
Weekend Service Span	7:00 am to 5:20 pm
Weekday Service Frequency	60 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	20 minutes
One-Way Route Length	4.41
Connects to Route(s)	3, 6, 14

Demographics within a 1/4-mile of route

Population	16,324
Minority	2,540 (16%)
Low Income	3,552 (22%)
Limited English Proficiency	2,675 (16%)
Households with no vehicle	325
Employment	8,007

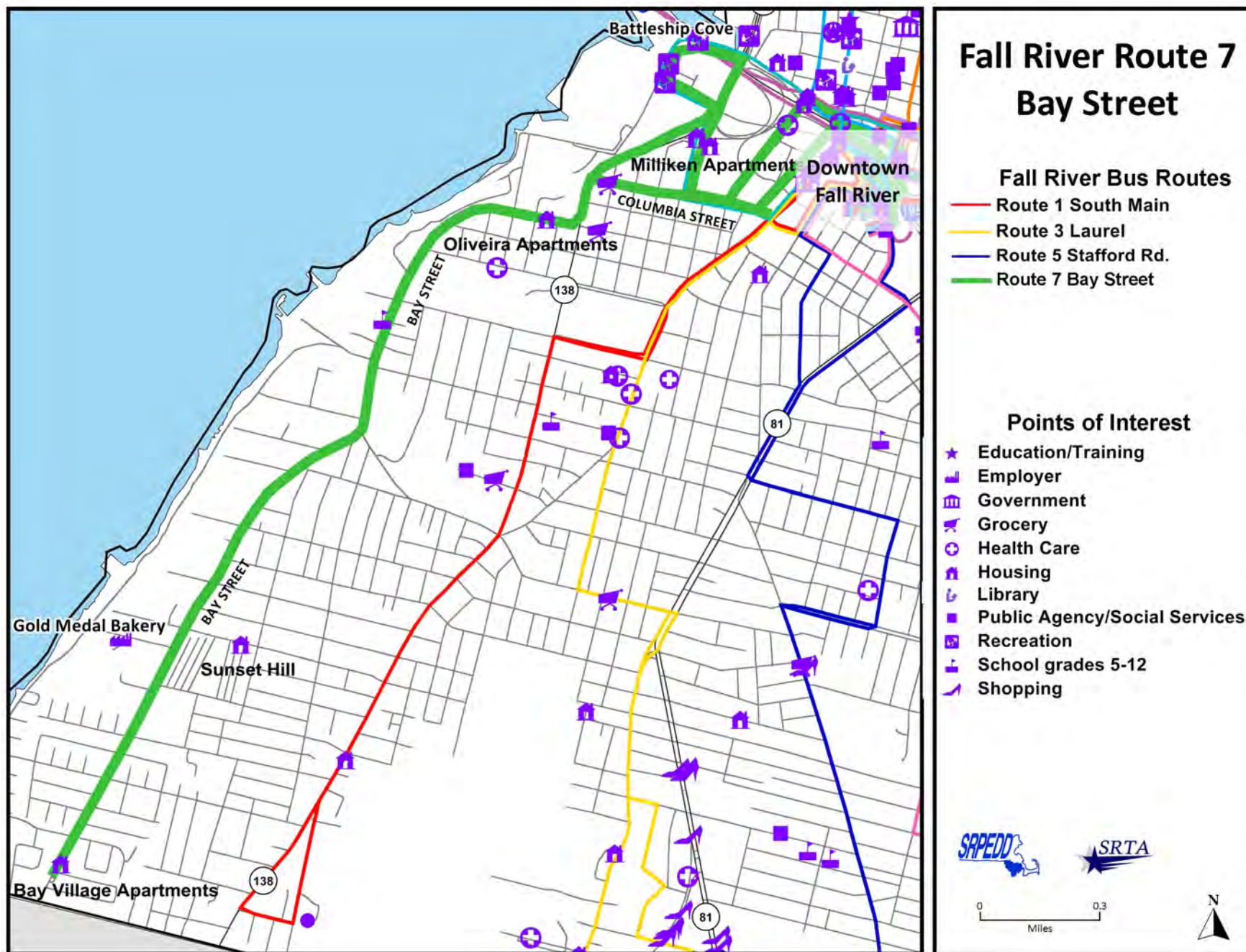


Figure 1-51: Fall River Route 7 - Bay Street Points of Interest

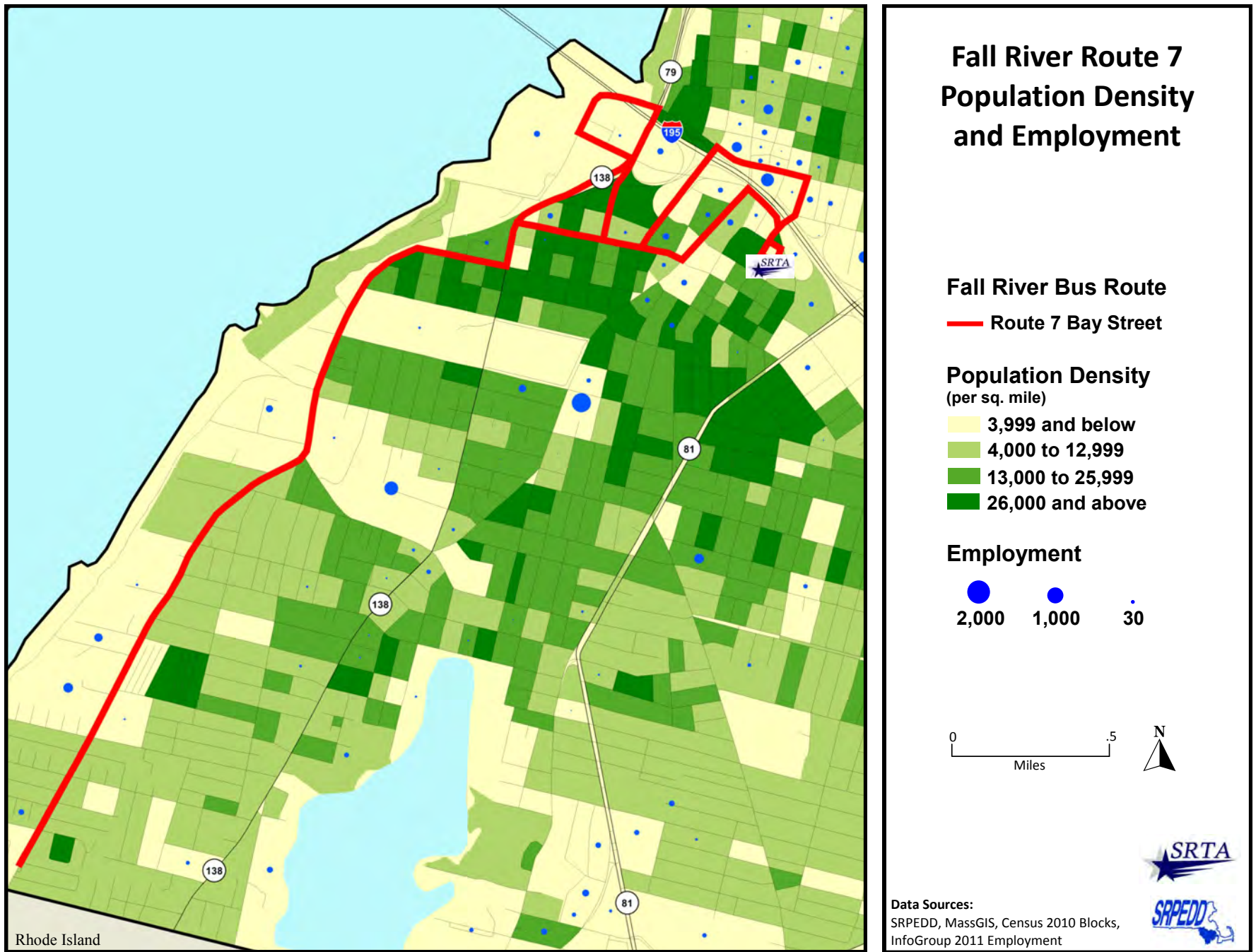
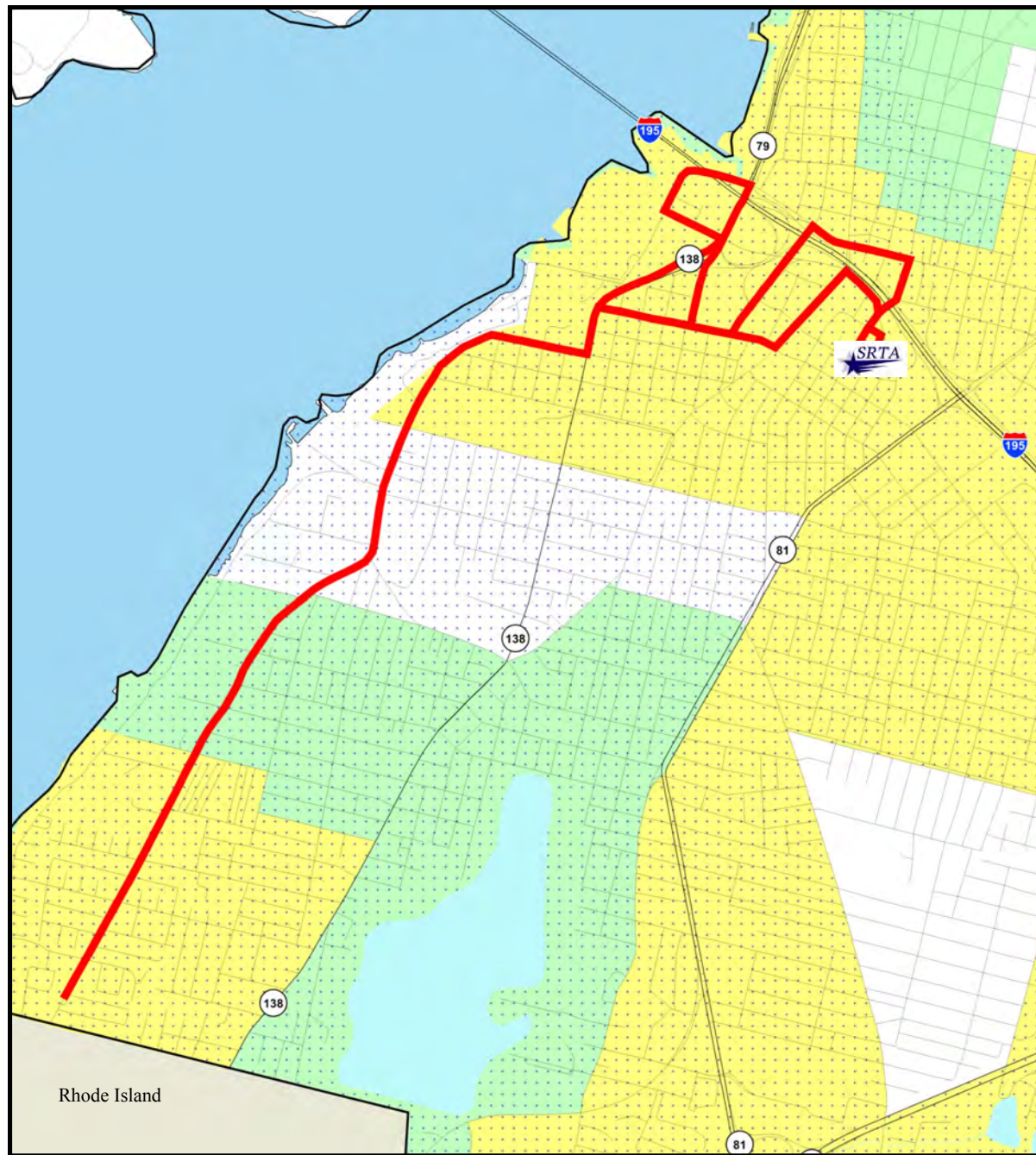


Figure 1-52: Fall River Route 7 - Bay Street Population Density and Employment



Fall River Route 7 EJ and Points of Interest

Fall River Bus Route
— Route 7 Bay Street

Environmental Justice
 Yellow: Minority and Low Income
 Green: Low Income
 White: Limited English Proficiency

Points of Interest

- ★ Education/Training
- 🏢 Employer
- ⚓ Fishery
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎮 Recreation
- 🍽️ Restaurant
- 🎒 School grades 5-12
- 🛍️ Shopping

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-53: Fall River Route 7 - Bay Street Environmental Justice

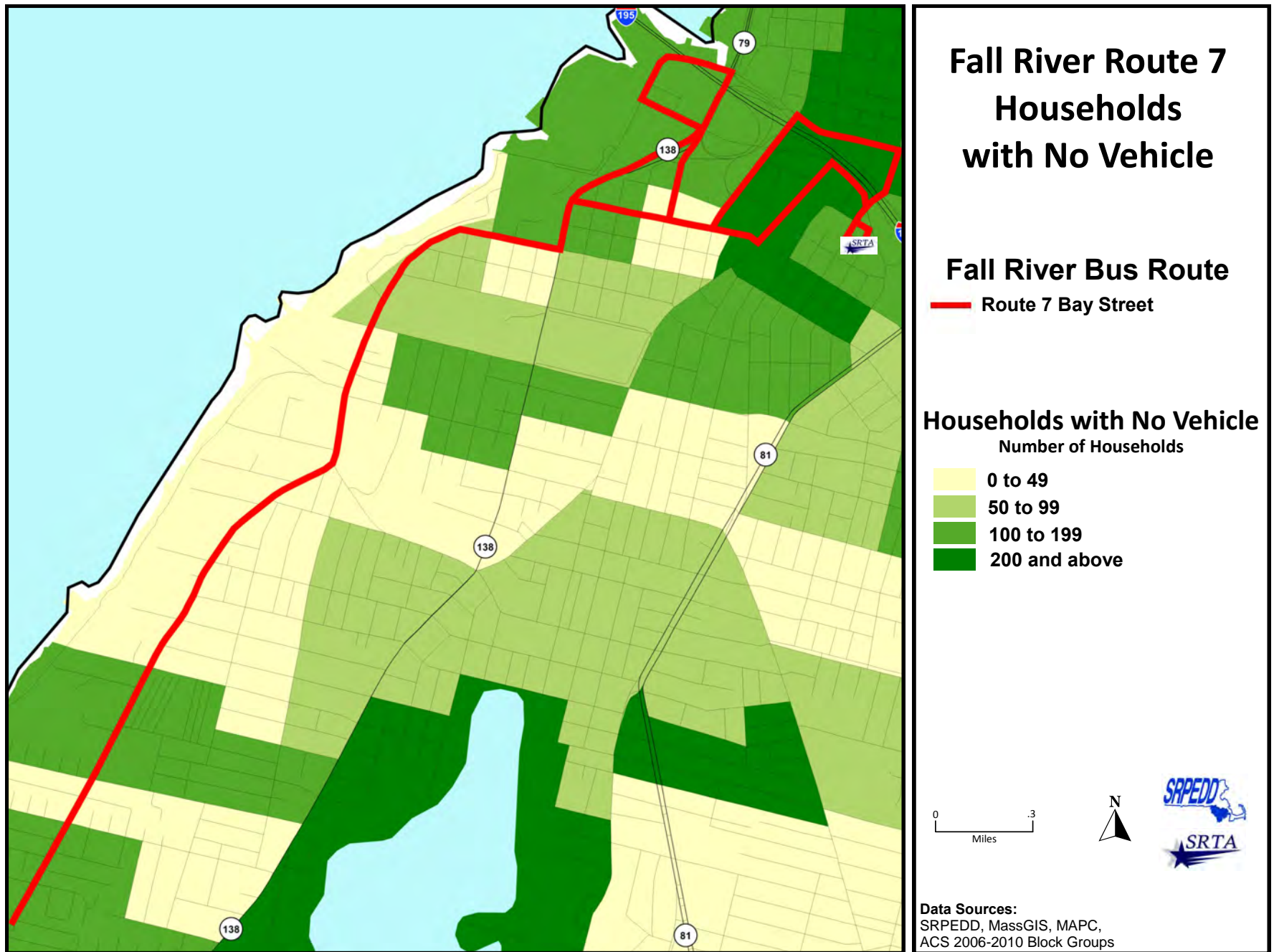


Figure 1-54: Fall River Route 7 - Bay Street Households with Zero Vehicles

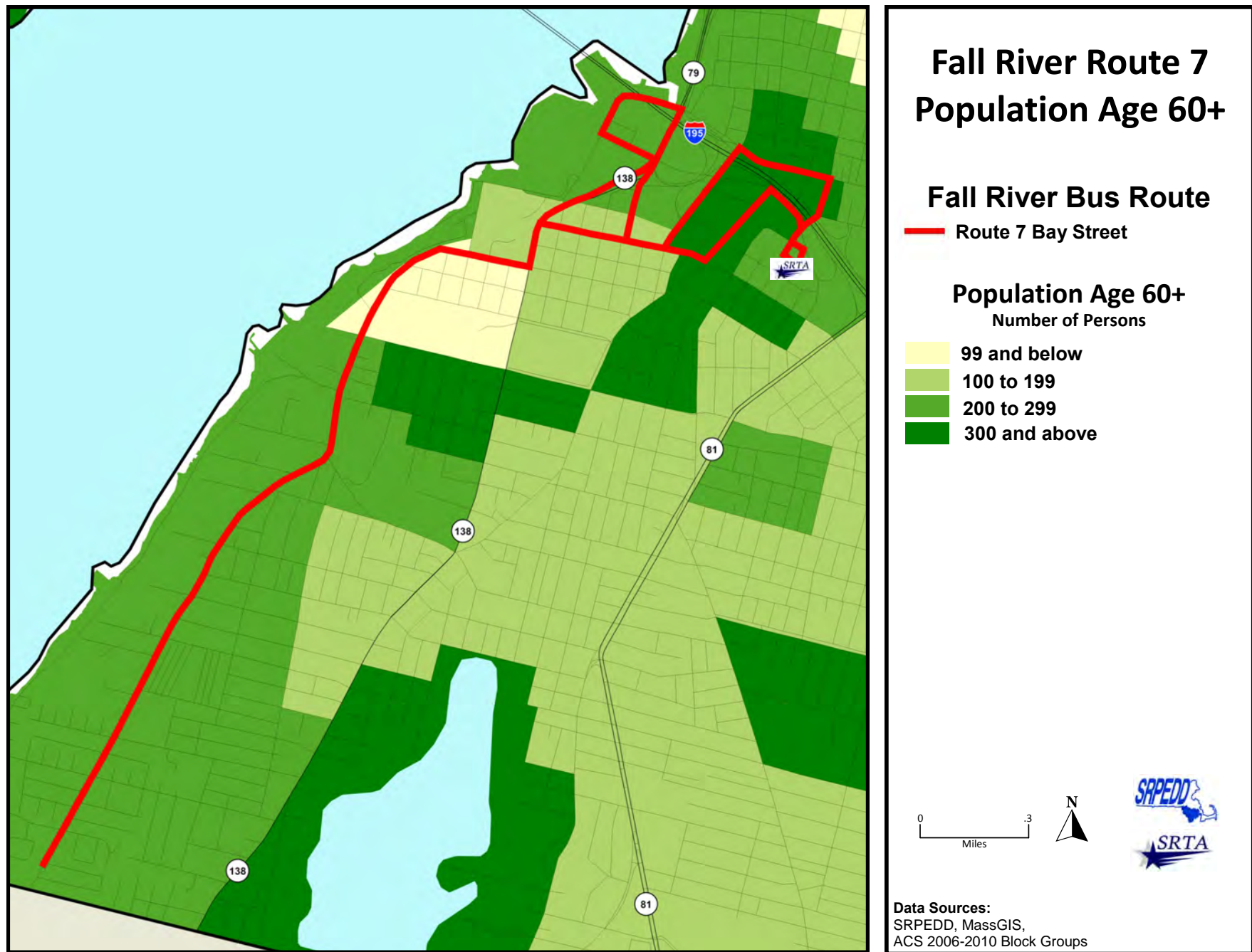


Figure 1-55: Fall River Route 7 - Bay Street Older Adult Population

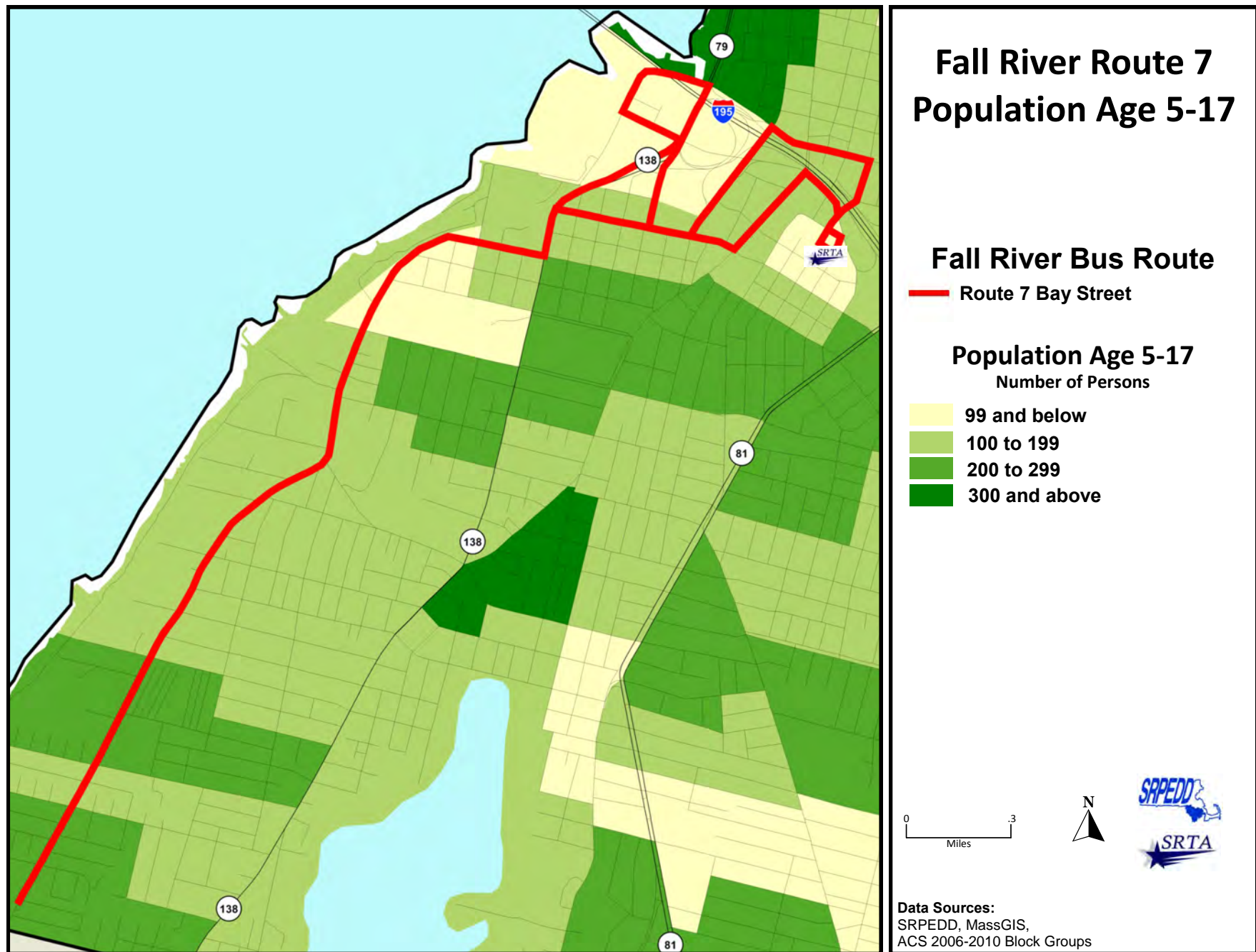


Figure 1-56: Fall River Route 7- Bay Street Youth Population

Fall River Route Route 8 - Bristol Community College/ Durfee High School

Route 8 serves the northeast central part of Fall River. Major trip generators on this route are Bristol Community College (BCC), Charlton Memorial Hospital, and Durfee High School. Route 8 serves Bishop Connolly High School as well. In November 2013 Route 8 was modified to more directly serve BCC and Durfee High School. Instead of traveling on Oak Grove Avenue and Bullock Street Route 8 now travels via New Boston Road (around the rotary) to Elsbree Street.

Population Density and Employment

Population densities along Route 8 range from low to high with the lowest at the northern terminus of the route. Employment centers served by Route 8 include BCC, Durfee High School, Bishop Connolly High School and Charlton Memorial Hospital.

Environmental Justice

Route 8 is one of the few SRTA routes that does not serve a minority area. A short segment of the southern portion of the route serves minority, low income and LEP areas. This route serves Charlton Memorial Hospital as well as BCC and Durfee High School.

Households with Zero Vehicles

Route 8 serves a mixed area of a low to high number of households with no vehicle. The area with the highest number of households without a vehicle includes two apartment complexes which are also served by Route 4.

Older Adult Population

Route 8 serves an area that appears to have high concentrations of older adults; however the population is concentrated in an apartment complex for older adults and a nursing home. Route 4 provides service to these locations; neither is served by Route 8.

Youth Population

Route 8 serves areas of low concentration of youth population. An area served by the middle segments of the route is densely developed and has a higher concentration of youth population.

Fall River Route 8 - Bristol Community College/Durfee High School

Weekday Service Span	6:30 am to 8:20 pm
Weekend Service Span	7:20 am to 5:40 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	20 minutes
One-Way Route Length	4.77
Connects to Route(s)	4, Intercity, 6

Demographics within a 1/4-mile of route

Population	10,815
Minority	1,335 (12%)
Low Income	2,124 (20%)
Limited English Proficiency	1,389 (13%)
Households with no vehicle	200
Employment	11,727



Photo 1-9: Fall River Route 8 - Bristol Community College/Durfee High School at the Fall River Terminal. Photo Credit: SRPEDD

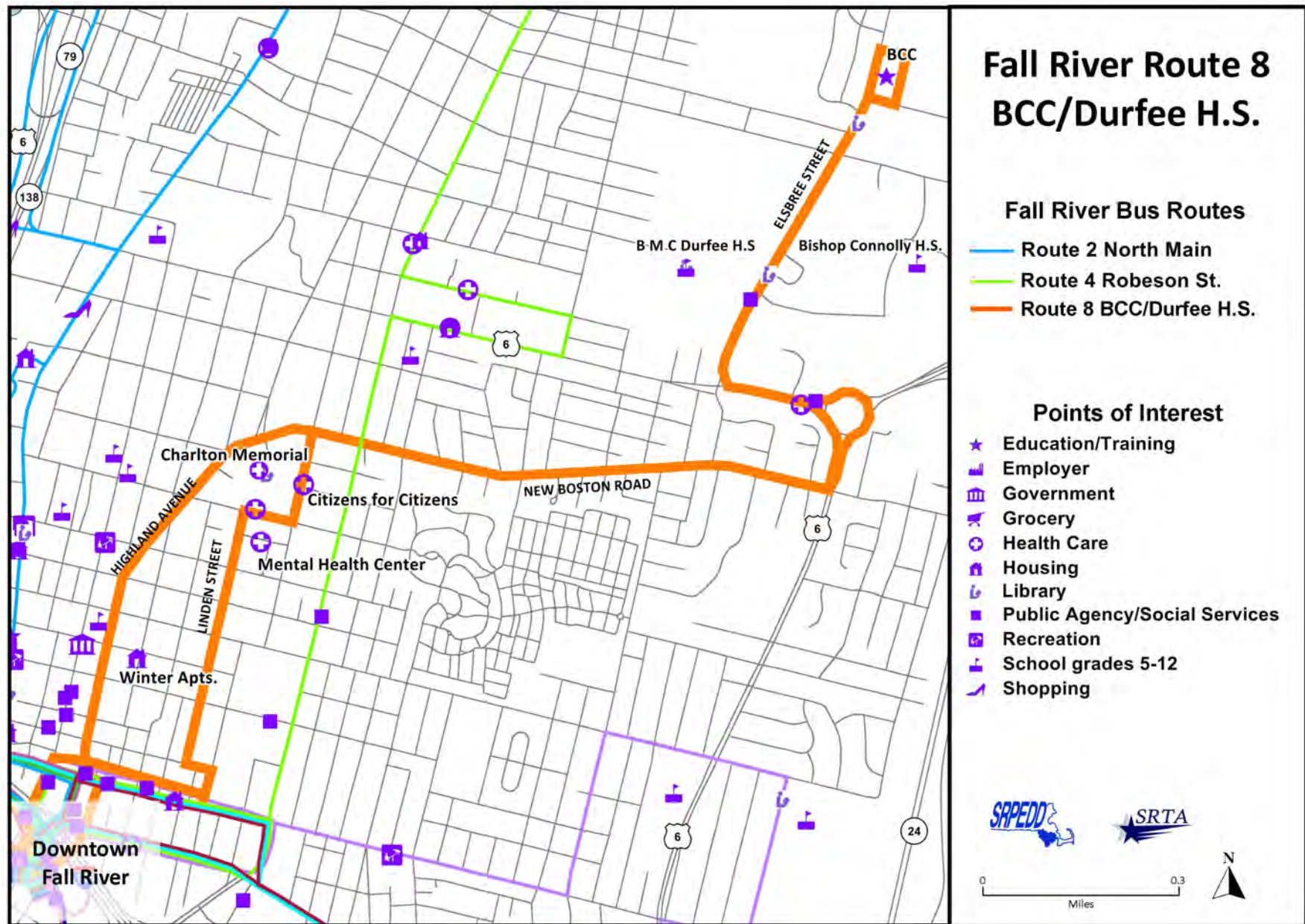


Figure 1-57: Fall River Route 8 - Bristol Community College/Durfee High School Points of Interest

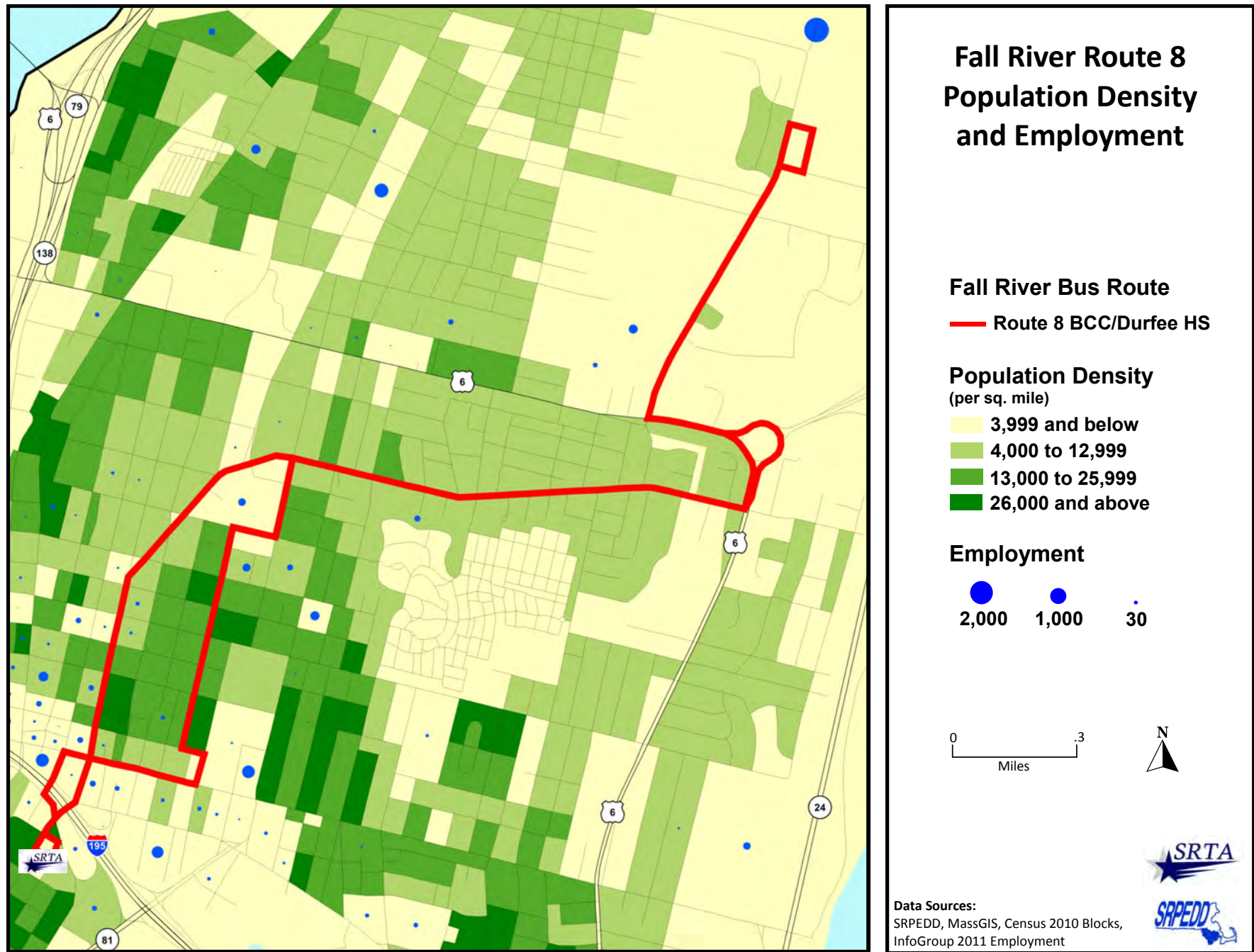


Figure 1-58: Fall River Route 8 - Bristol Community College/Durfee High School Population Density and Employment

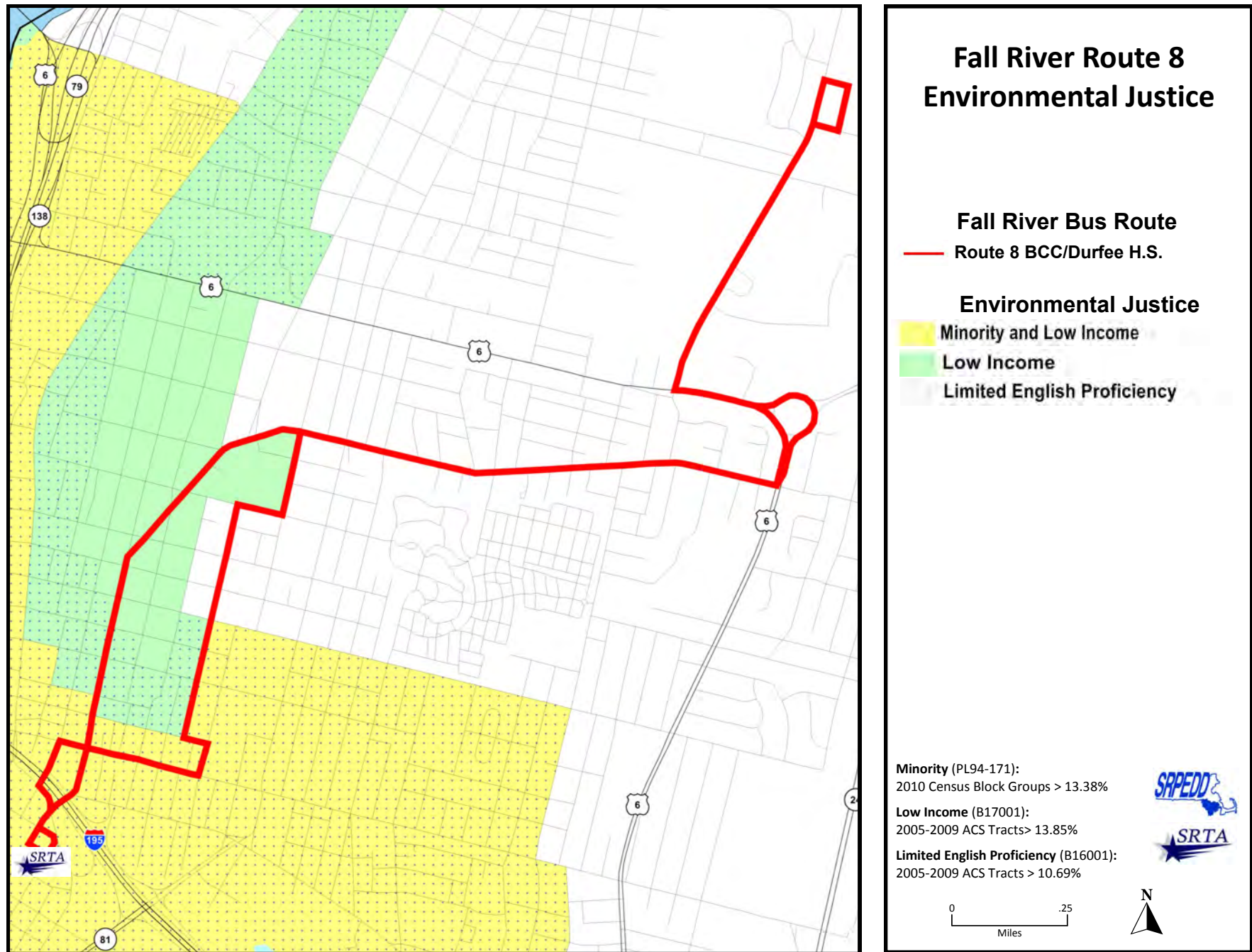


Figure 1-59: Fall River Route 8 - Bristol Community College/Durfee High School Environmental Justice

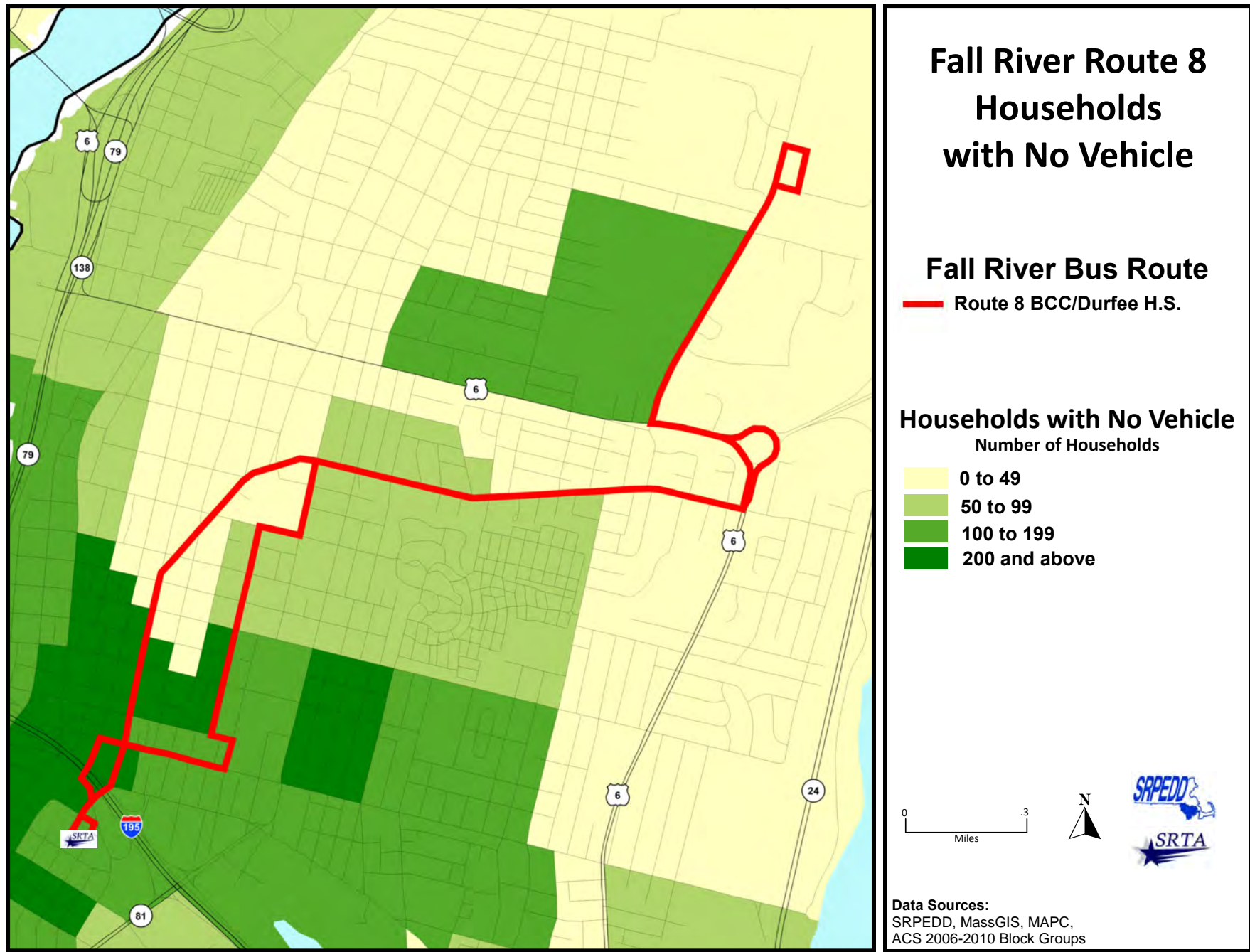


Figure 1-60: Fall River Route 8 - Bristol Community College/Durfee High School Households with Zero Vehicles

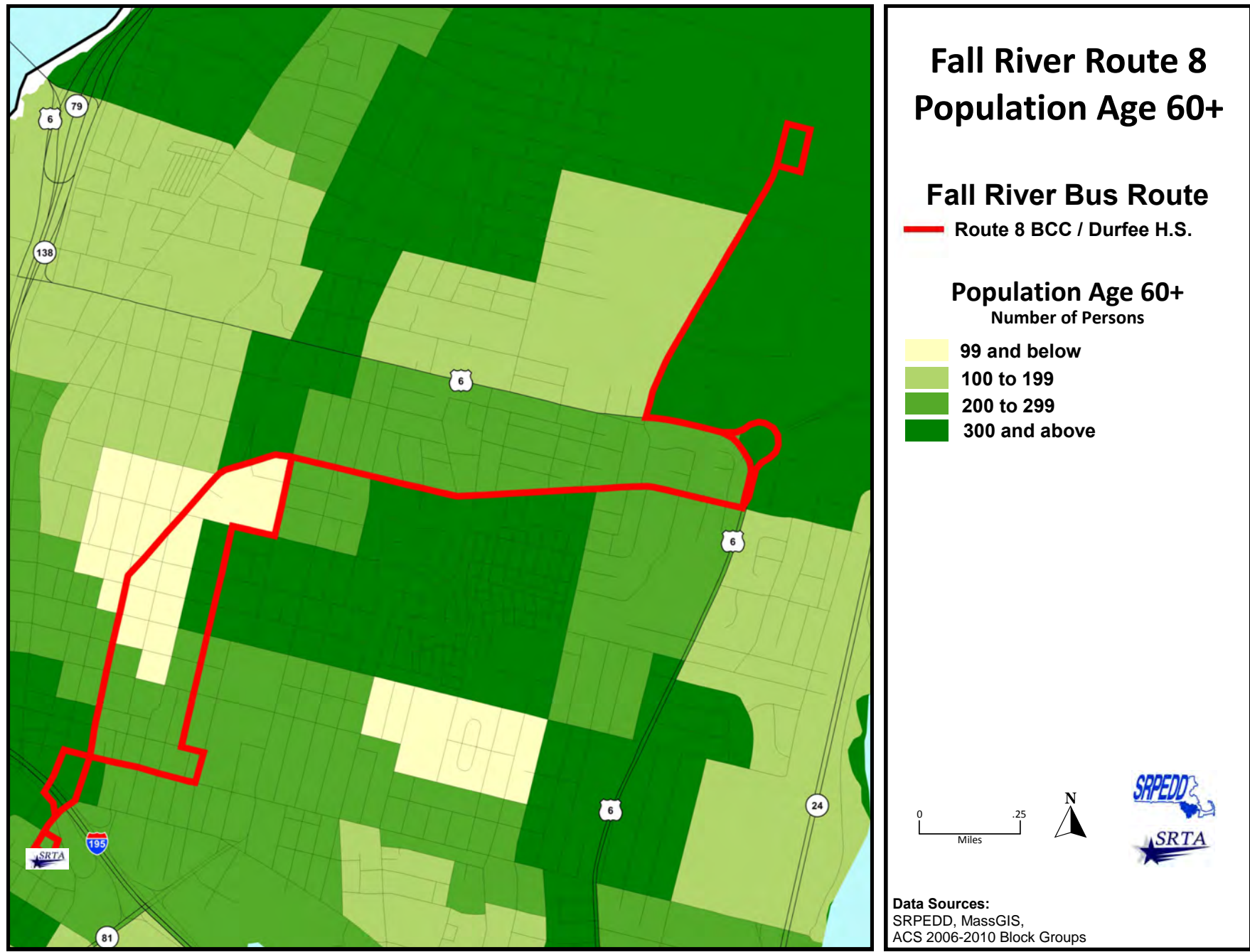


Figure 1-61: Fall River Route 8 - Bristol Community College/Durfee High School Older Adult Population

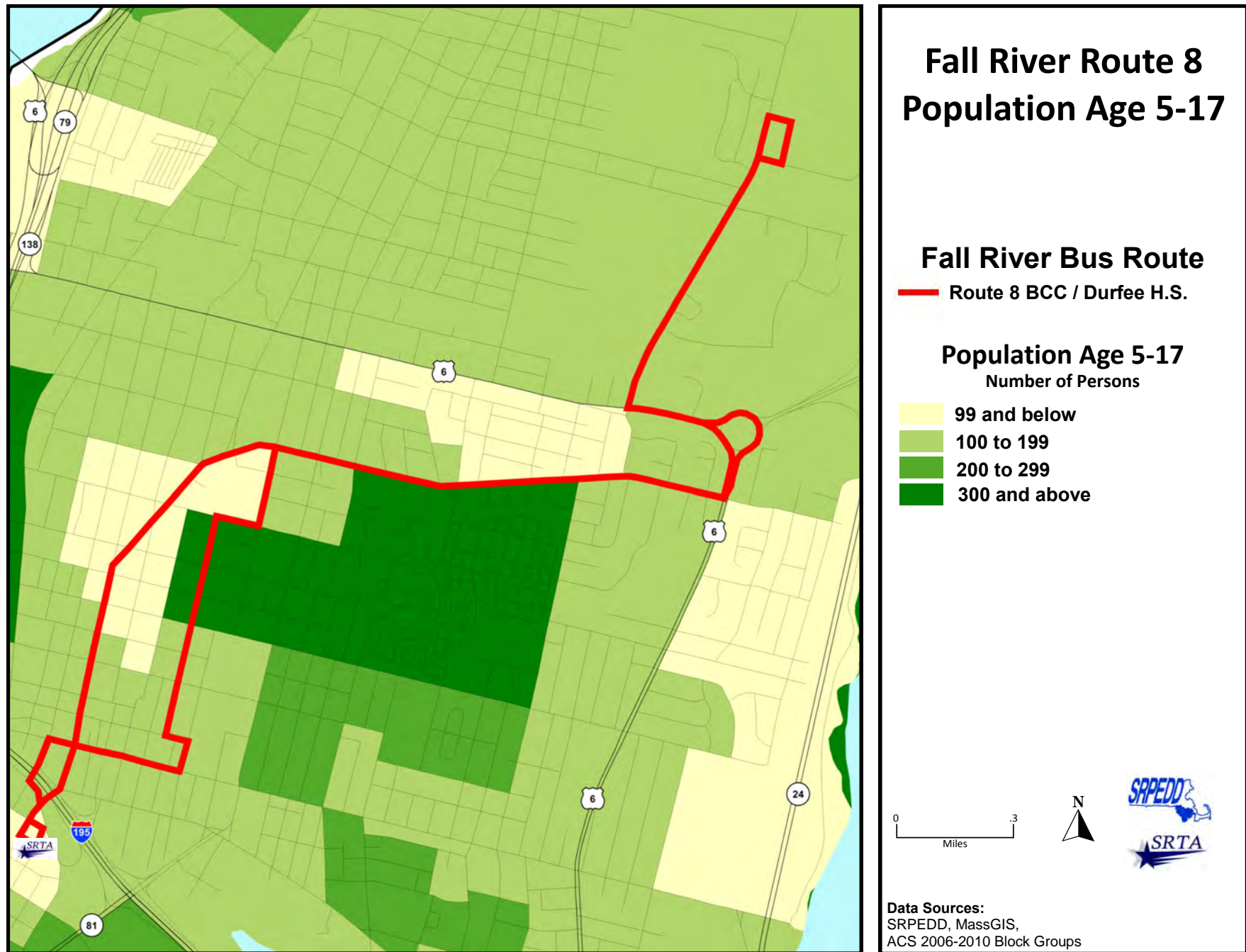


Figure 1-62: Fall River Route 8 - Bristol Community College/Durfee High School Youth Population

Fall River Route 9 - Bedford Street

Route 9 serves a corridor of many small businesses along Bedford Street. With only one major trip generator, Diman Regional Vocational High School, Route 9 is more of a collector route for residents to travel into downtown. This route was altered in September 2012 to better serve Diman Regional Vocational High School. Route 9 turns around at County and Knight Streets where it intersects with Route 6.

Population Density and Employment

Route 9 serves a low population density along the western portion of the route that increases as the route travels east. Route 9 serves many small businesses as well as Diman Regional Vocational High School.

Environmental Justice

Route 9 serves densely populated areas of low income and minority. The western segments of the route primarily serve minority, low income and LEP areas. The middle segments of the route do not serve an EJ area, however, the southern segments serve the Barresi Heights, a low income housing complex located in a low income area.

Households with Zero Vehicles

Route 9 serves the downtown area with a high number of households with no vehicle. The middle and southern segments of Route 9 serve areas with fewer households with no vehicle. This route functions as a collector route and serves several neighborhoods with multi-family style homes.

Older Adult Population

Route 9 functions as a collector route that serves a densely populated area. Although this route does not serve many housing complexes, it does serve areas of 3-story houses. A three story residential area with a high concentration of older adults is served by the route.

Youth Population

Route 9 serves areas of low youth population concentration. The southern segments of the route serve an area of moderately high youth population.

Fall River Route 9 - Bedford Street

Weekday Service Span	6:20 am to 5:40 pm
Weekend Service Span	6:50 am to 6:10 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	20 minutes
One-Way Route Length	3.94
Connects to Route(s)	4, 6, Intercity

Demographics within a 1/4-mile of route

Population	16,230
Minority	2,622 (16%)
Low Income	4,319 (27%)
Limited English Proficiency	2402 (15%)
Households with no vehicle	459
Employment	9,936



Photo 1-10: Fall River Route 9 - Bedford Street at the Fall River Terminal.
Photo Credit: SRPEDD

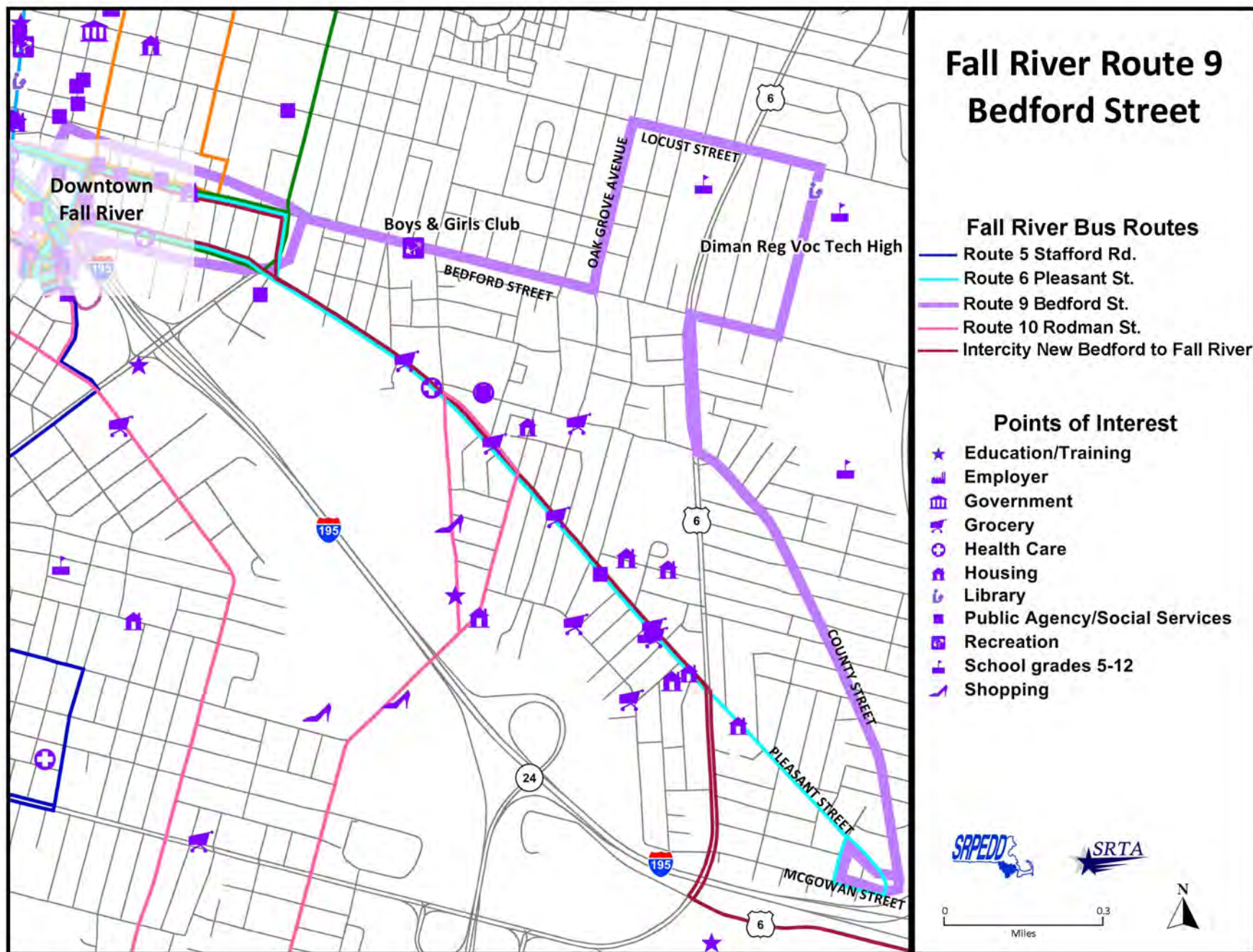
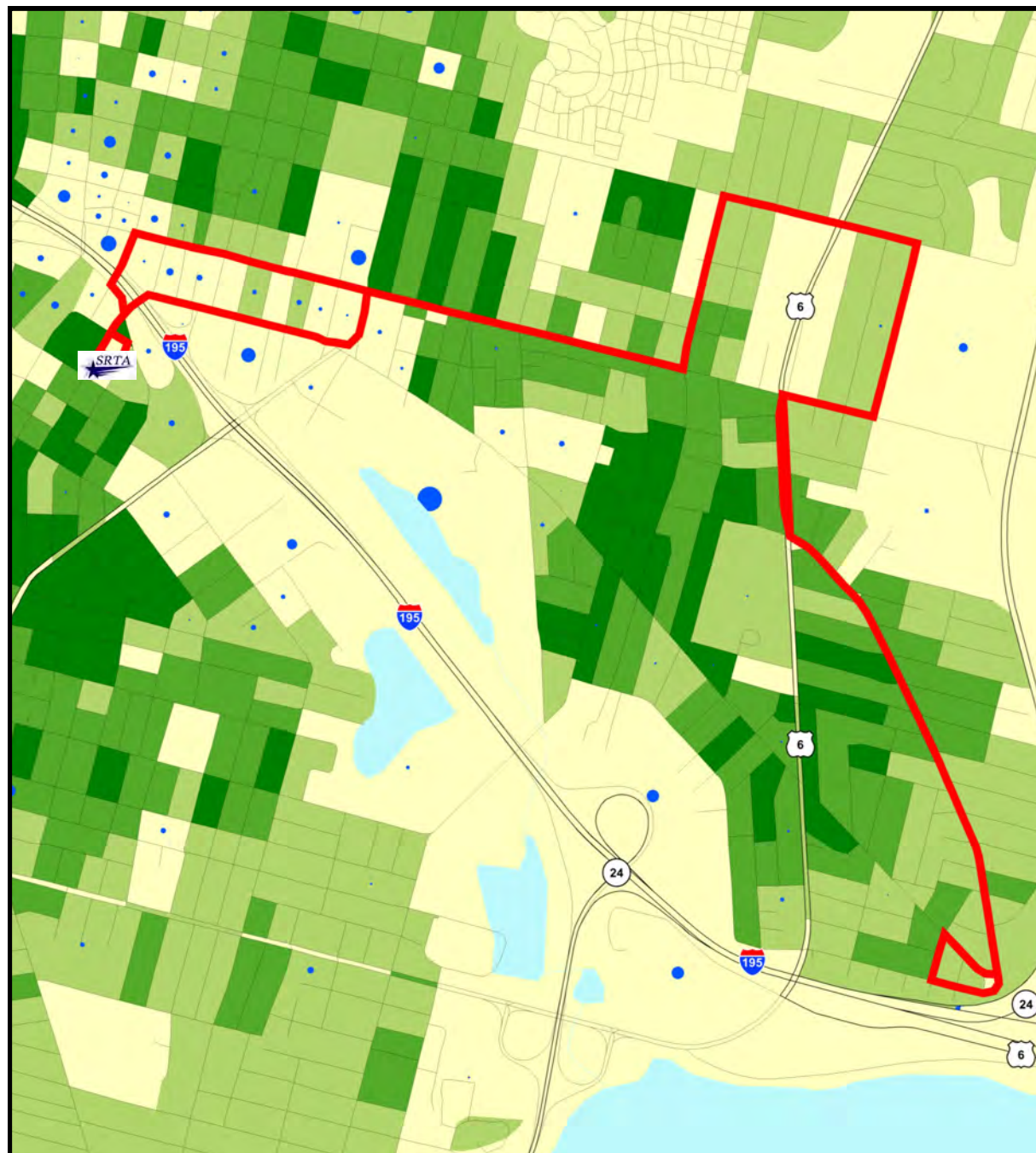


Figure 1-63: Fall River Route 9 - Bedford Street Points of Interest



Fall River Route 9 Population Density and Employment

Fall River Bus Route

— Route 9 Bedford Street

Population Density (per sq. mile)

- 3,999 and below
- 4,000 to 12,999
- 13,000 to 25,999
- 26,000 and above

Employment

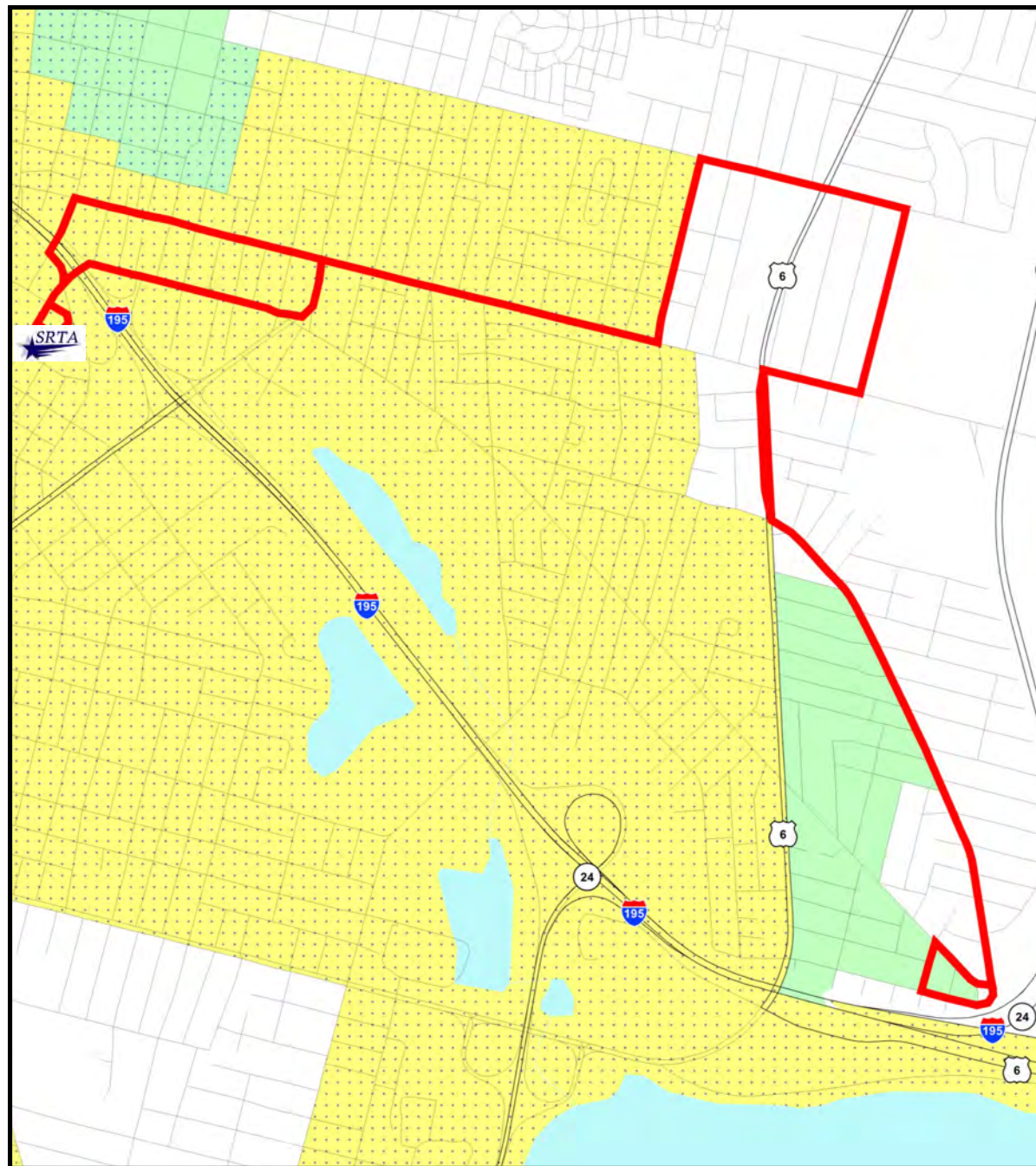
- 2,000
- 1,000
- 30

0 .3
Miles



Data Sources:
SRPEDD, MassGIS, Census 2010 Blocks,
InfoGroup 2011 Employment

Figure 1-64: Fall River Route 9 - Bedford Street Population Density and Employment



Fall River Route 9 Environmental Justice

Fall River Bus Route

— Route 9 Bedford Street

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-65: Fall River Route 9 - Bedford Street Environmental Justice

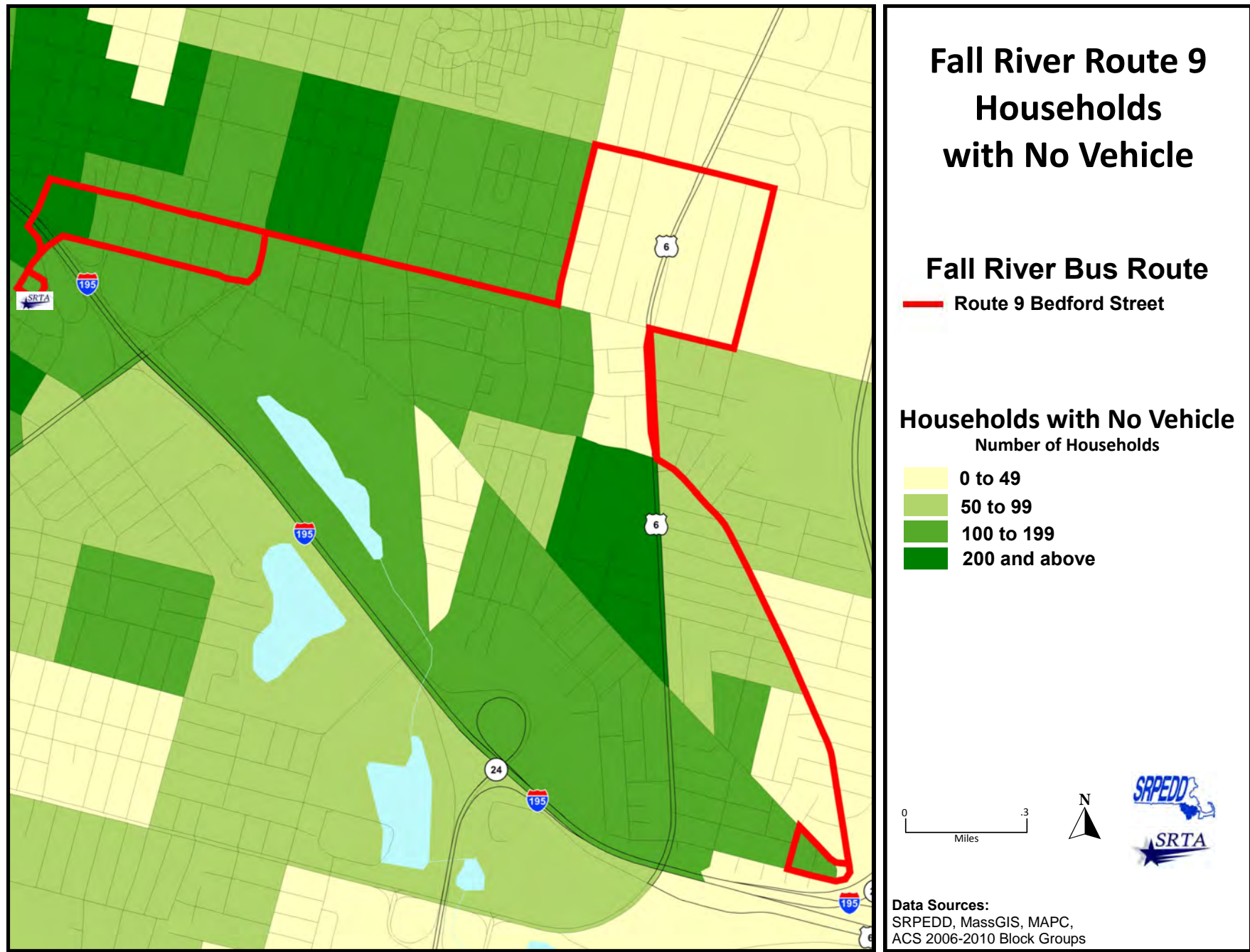


Figure 1-66: Fall River Route 9 - Bedford Street Households with Zero Vehicles

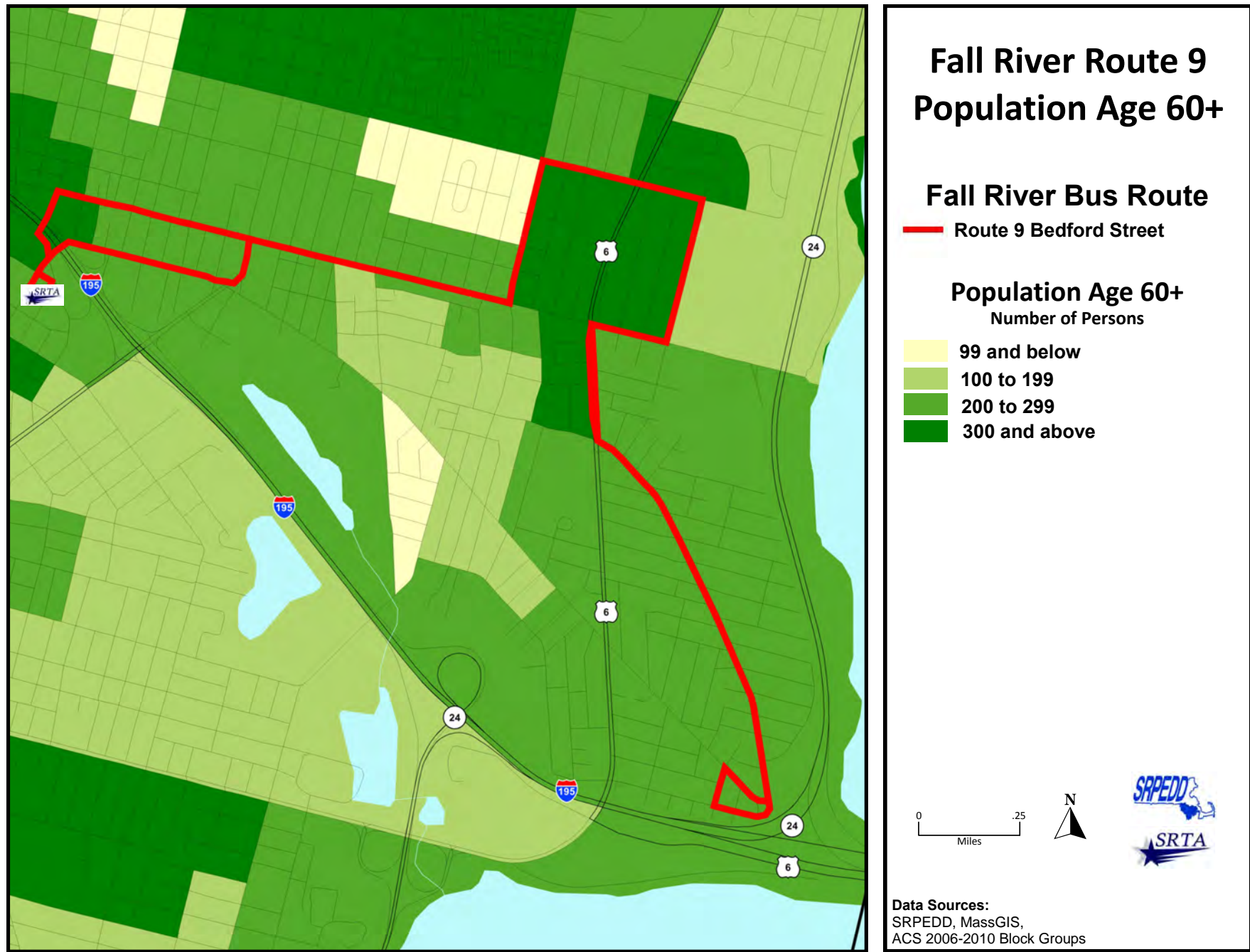


Figure 1-67: Fall River Route 9 - Bedford Street Older Adult Population

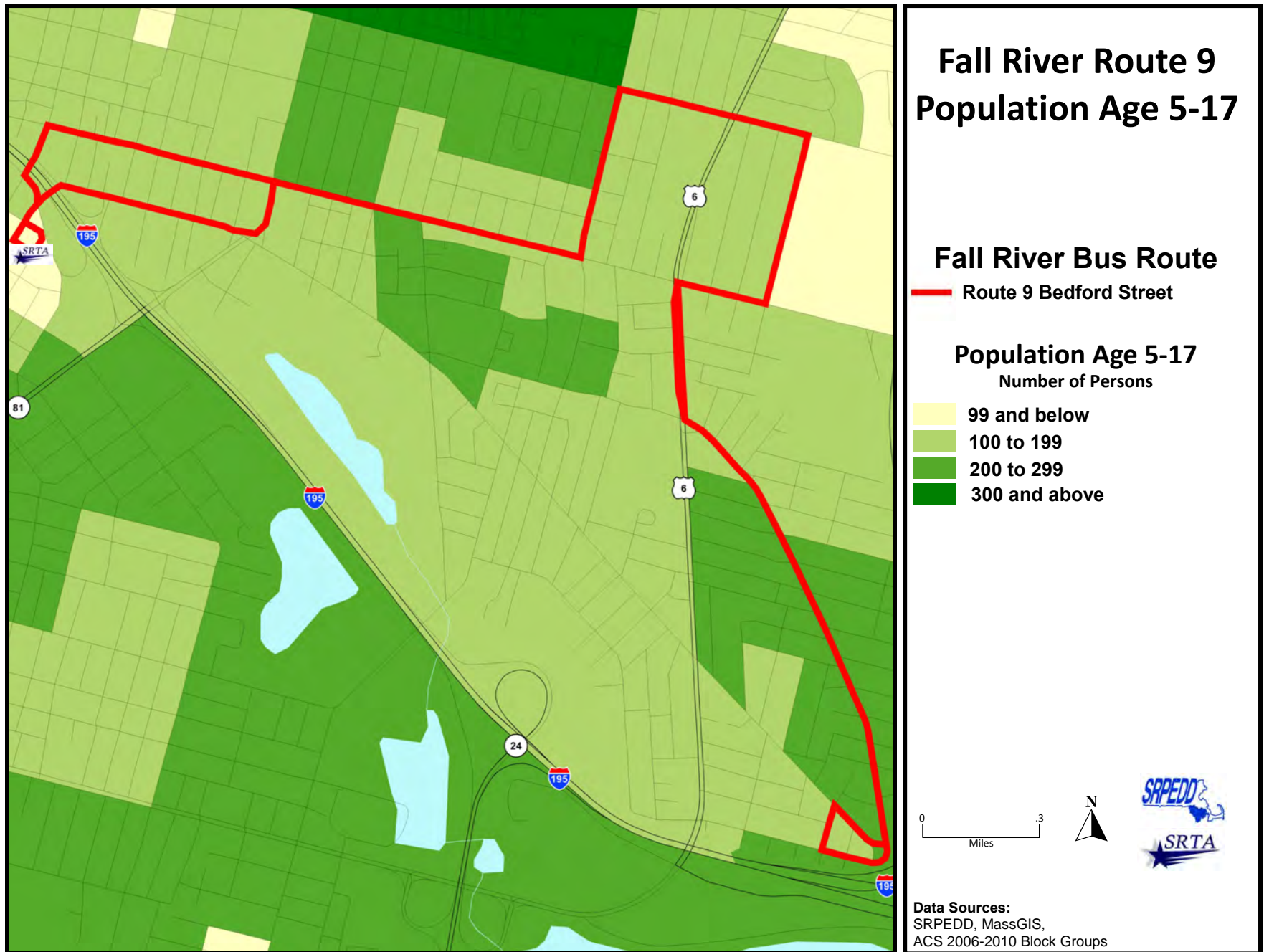


Figure 1-68: Fall River Route 9 - Bedford Street Youth Population

Fall River Route 10 - Rodman Street

Route 10 serves the southeastern section of Fall River. Major trip generators are Stop & Shop, Comcast, Walmart and Curtain Loft Apartments. Walmart opened in July 2013 in a previously vacant area at Jefferson and Quequechan Streets, now known as the Crossroads at 24 shopping plaza. With the opening of Walmart, Route 10 has seen a significant increase in ridership.

Population Density and Employment

Route 10 serves an area of a moderate population density which increases at the eastern terminus of the route due to a housing complex. Employment along Route 10 is found at Stop & Shop and the new Walmart.

Environmental Justice

Route 10 serves the southwestern area of the city as well as the new Walmart at the new Crossroads at 24 plaza. Most of the route serves an EJ area; the route primarily serves minority, low income and LEP areas. The route serves the Curtain Loft Apartments at the eastern terminus.

Households with Zero Vehicles

Route 10 serves areas with few households with no vehicle. Low income housing complexes are found in the areas with higher numbers of households with no vehicle.

Older Adult Population

Route 10 serves areas with a low concentration of older adults. The middle segment of the route serves a densely populated area with a high concentration of older adults.

Youth Population

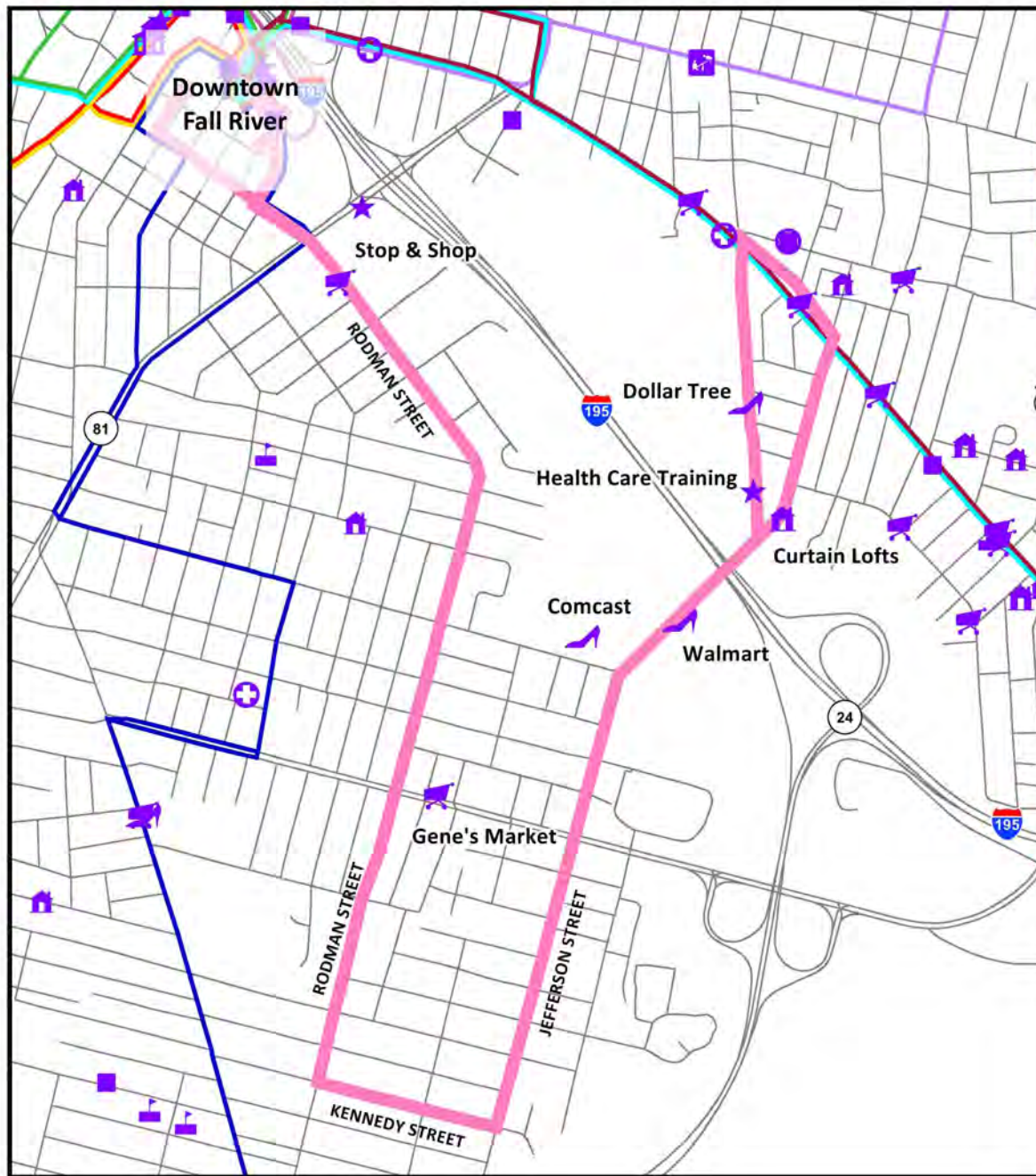
Route 10 serves an area with a moderately high youth population. Although no housing complexes are within the high youth population areas, there is a mix of single family and multi-family homes in areas served by the route.

Fall River Route 10 - Rodman Street

Weekday Service Span	7:05 am to 5:25 pm
Weekend Service Span	6:40 am to 5:55 pm
Weekday Service Frequency	60 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	20 minutes
One-Way Route Length	4.13
Connects to Route(s)	3, 5

Demographics within a 1/4-mile of route

Population	13,786
Minority	2,415 (18%)
Low Income	3,603 (26%)
Limited English Proficiency	2,492 (18%)
Households with no vehicle	407
Employment	7,973



Fall River Route 10 Rodman Street

Fall River Bus Routes

- Route 5 Stafford Rd.
- Route 6 Pleasant St.
- Route 9 Bedford St.
- Route 10 Rodman St.
- Intercity New Bedford to Fall River

Points of Interest

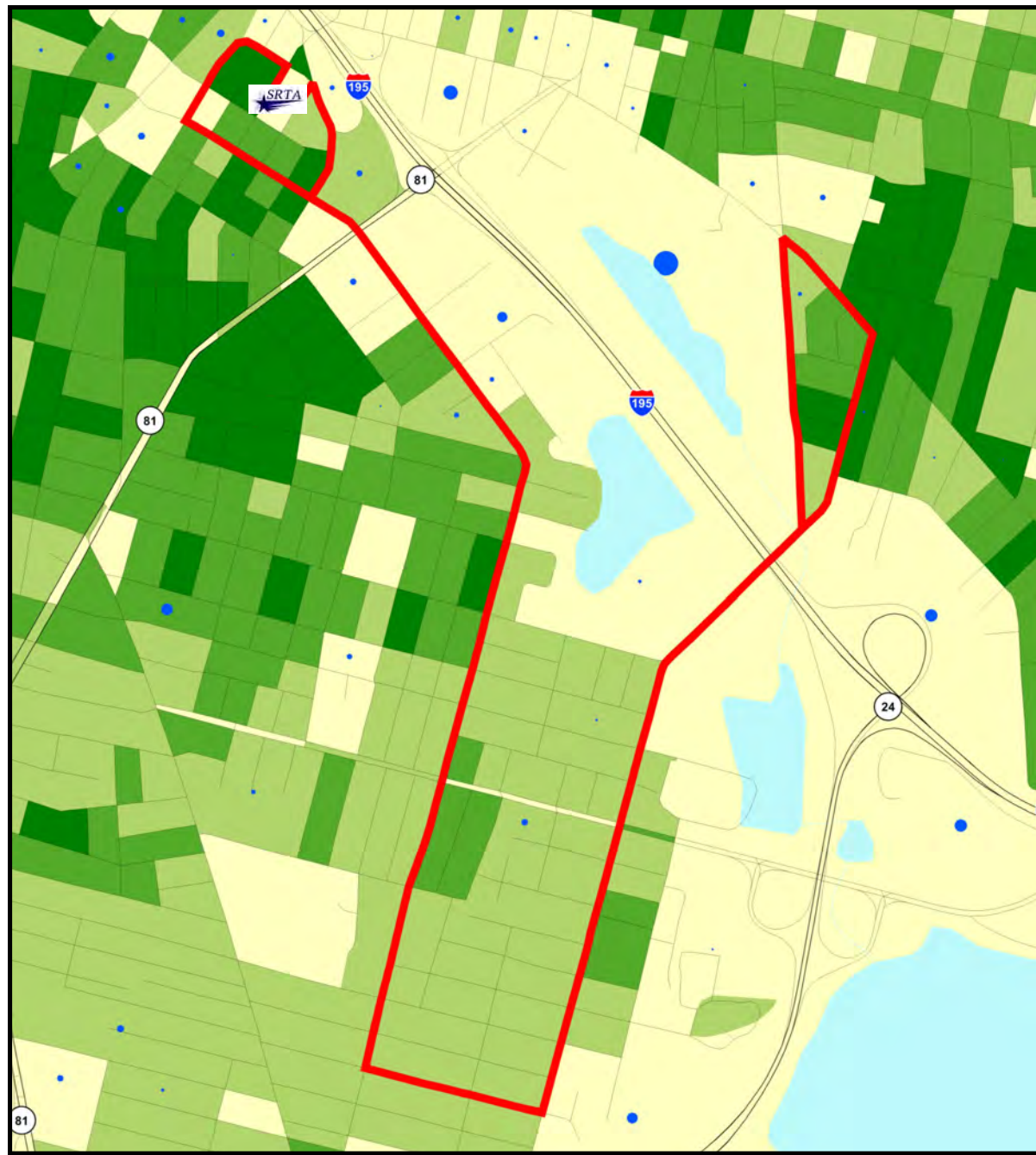
- ★ Education/Training
- 🏢 Employer
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎮 Recreation
- 🎒 School grades 5-12
- 🛒 Shopping



0 0.3
Miles



Figure 1-69: Fall River Route 10 - Rodman Street Points of Interest



Fall River Route 10 Population Density and Employment

Fall River Bus Route

— Route 10 Rodman Street

Population Density (per sq. mile)

- 3,999 and below
- 4,000 to 12,999
- 13,000 to 25,999
- 26,000 and above

Employment

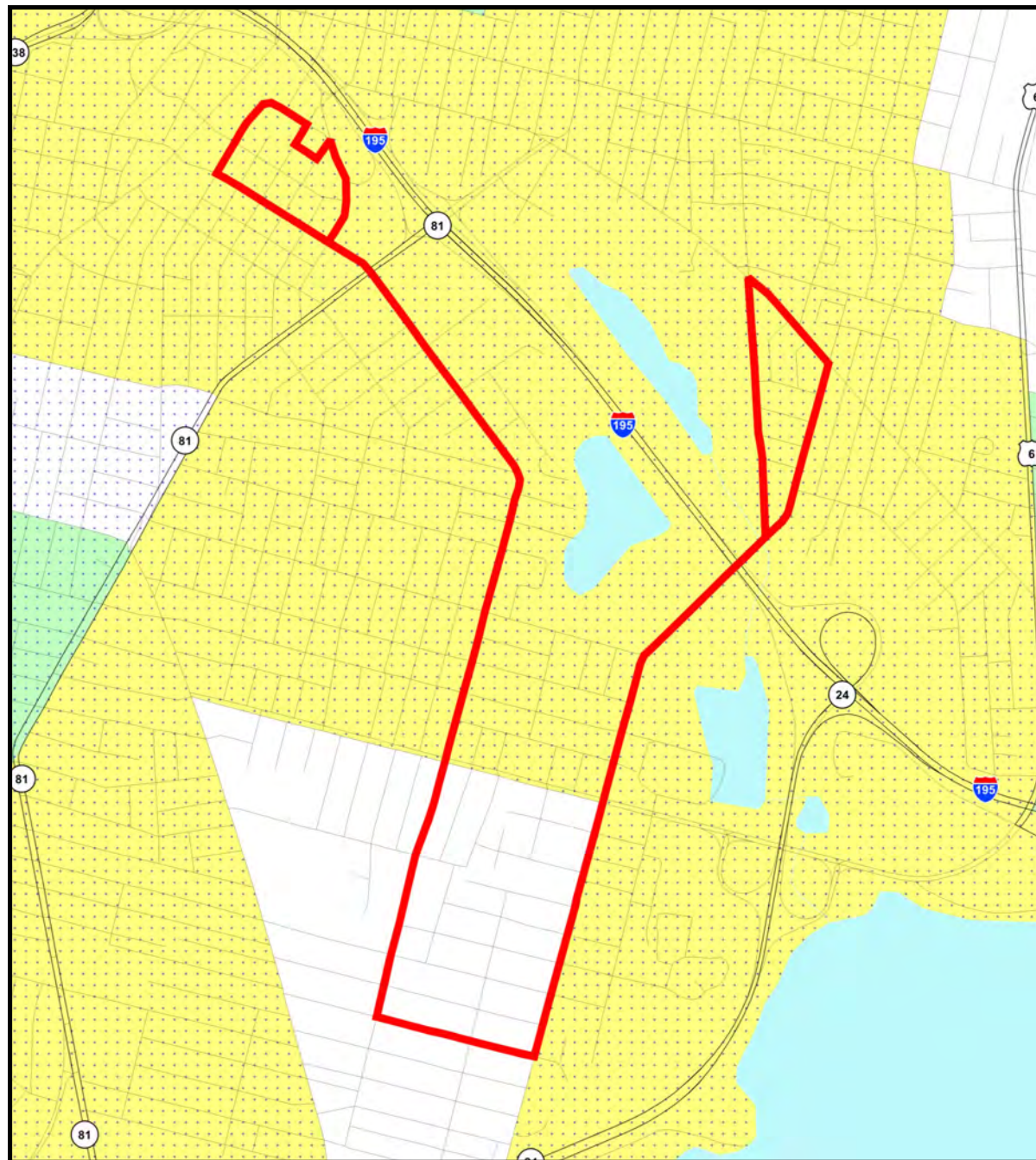
- 2,000
- 1,000
- 30

0 .3
Miles



Data Sources:
SRPEDD, MassGIS, Census 2010 Blocks,
InfoGroup 2011 Employment

Figure 1-70: Fall River Route 10 - Rodman Street Population Density and Employment



Fall River Route 10 Environmental Justice

Fall River Bus Route

— Route 10 Rodman Street

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

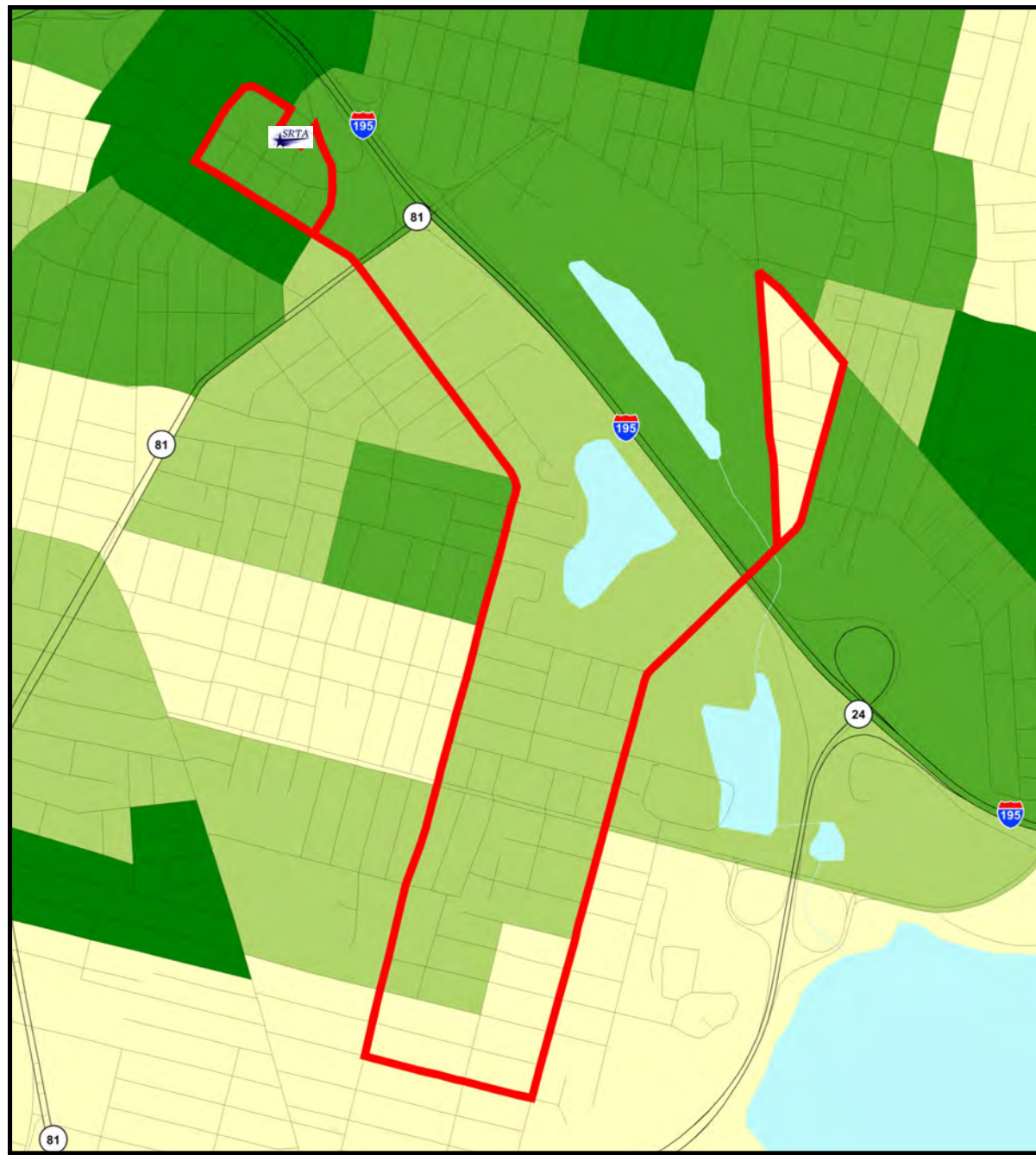
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-71: Fall River Route 10 - Rodman Street Environmental Justice



Fall River Route 10 Households with No Vehicle

Fall River Bus Route

— Route 10 Rodman Street

Households with No Vehicle Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-72: Fall River Route 10 - Rodman Street Households with Zero Vehicles

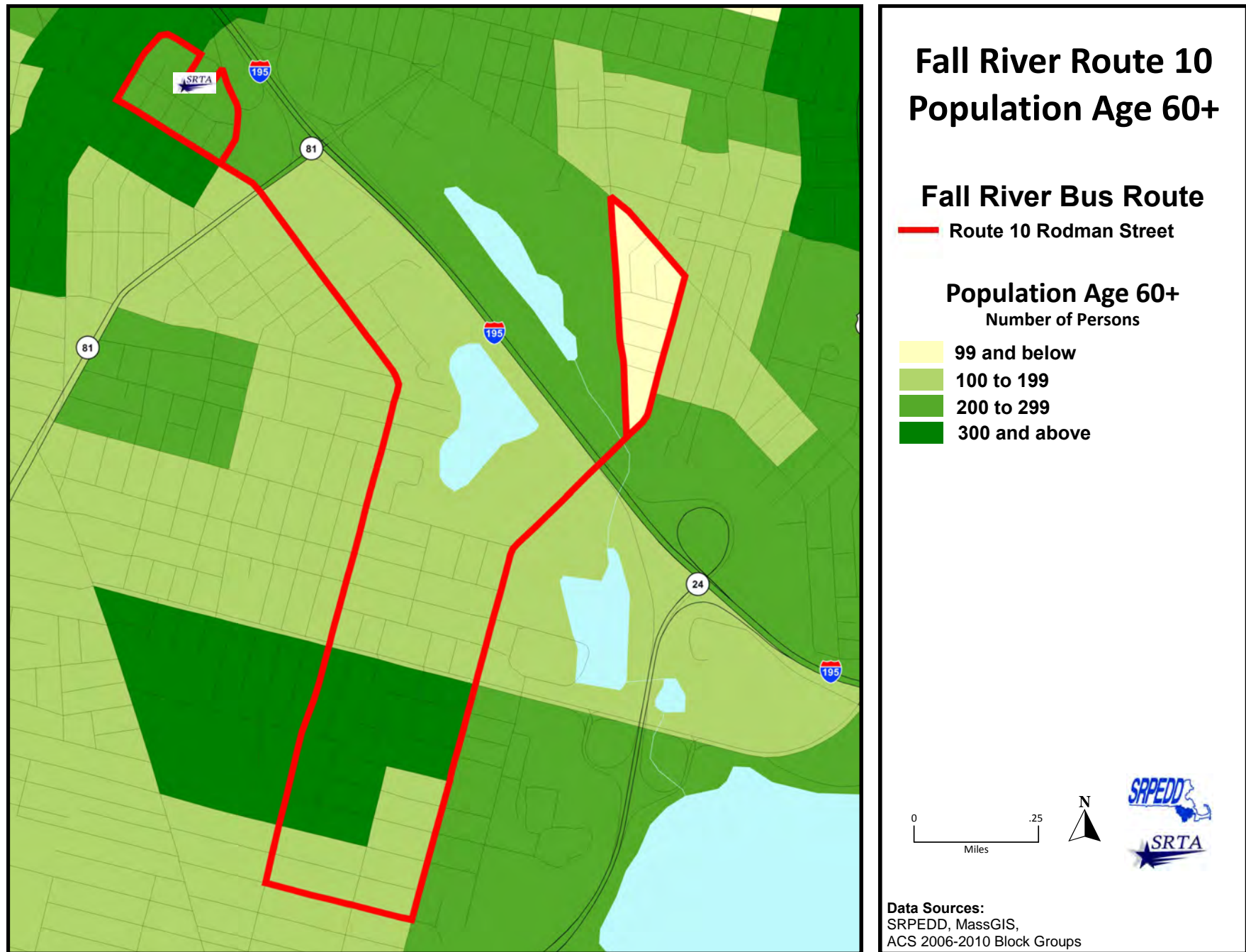


Figure 1-73: Fall River Route 10 - Rodman Street Older Adult Population

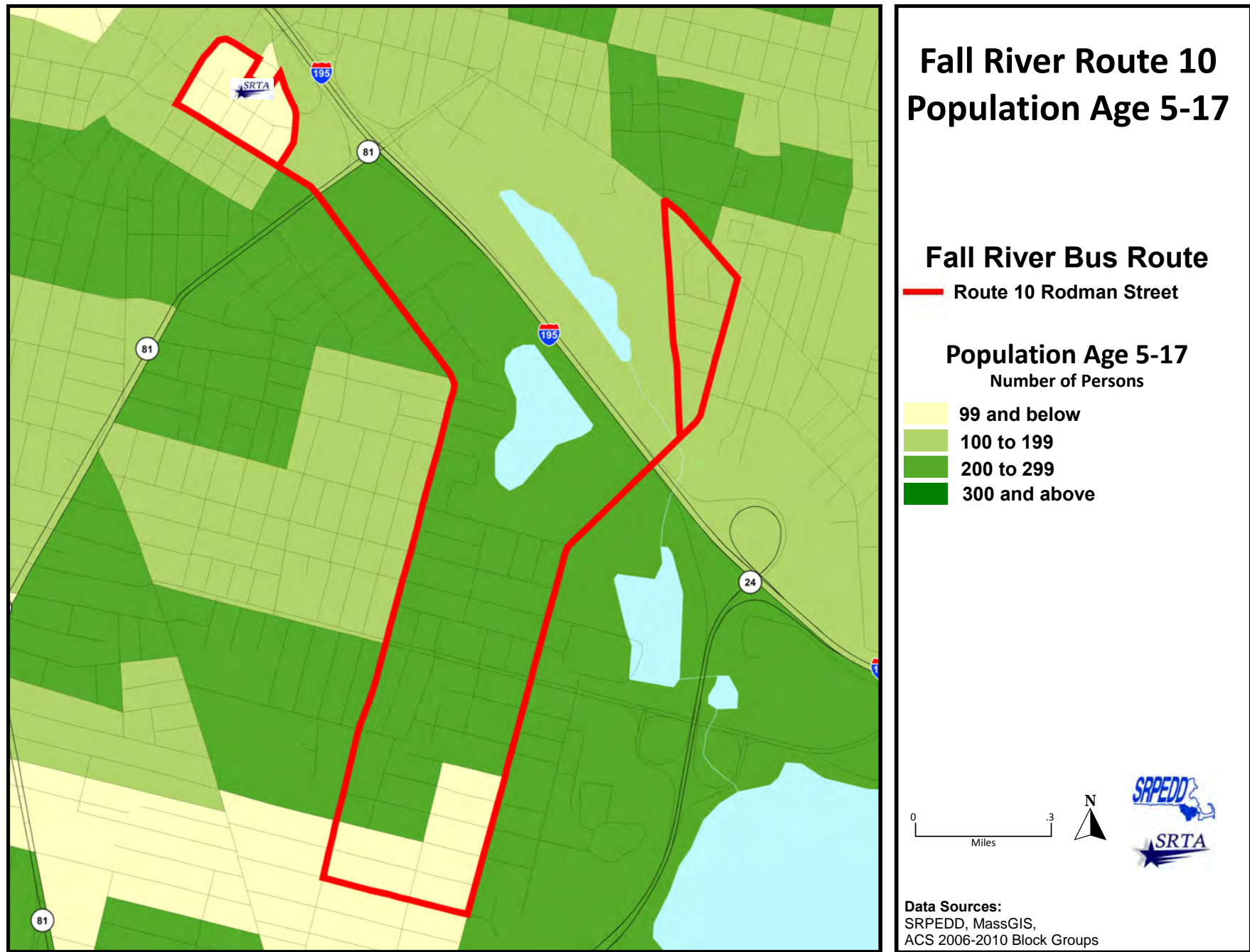


Figure 1-74: Fall River Route 10 - Rodman Street Youth Population

Fall River Route 14 - Swansea Mall

Route 14 serves the Swansea Mall as well as a major retail corridor along the Grand Army Highway (Route 6). In addition to the Swansea Mall, other retail generators include Stop & Shop, Ocean State Job Lot and Target. In Somerset, Route 14 serves two housing complexes that cater to older adults and persons with disabilities, Eugene Murphy Village and John F. Kennedy Terrace, as well a Super 8 Motel that is currently used as public housing. Also in Somerset, this route serves the Clifton Assisted Living Community and the Clifton Outpatient Rehab Clinic.

Population Density and Employment

Route 14 travels west of Fall River to Swansea. Somerset and Swansea both have low population densities, yet are home to several employment centers. Located along the route in Somerset is a medical facility, and the Somerset Plaza which includes Ocean State Job Lot and Stop & Shop, as well as Target, Walmart and the Swansea Mall.

Environmental Justice

Route 14 provides limited service to EJ areas, which are found at the eastern portions of the route in Fall River. The route serves minority, low income and LEP in Fall River; there are no EJ areas found at the western portion of the route in Somerset or Swansea.

Households with Zero Vehicles

Route 14 serves Fall River, Somerset, and Swansea, each with a varying level of households with no vehicle. The eastern segments of the route in Fall River have the highest number of households with no vehicle, however, as the route moves west towards Swansea, fewer areas have high concentrations of households with no vehicle.

Older Adult Population

Route 14 serves several areas with high concentrations of older adults. The route serves an assisted living center in Somerset as well as two housing complexes for older adults and persons with disabilities.

Youth Population

The eastern segments of the route in Fall River serve areas with a high concentration of youth population. The western segments of the route serve areas of moderate to low concentrations in the towns of Somerset and Swansea.

Fall River Route 14 - Swansea Mall

Weekday Service Span	8:30 am to 9:00 pm
Weekend Service Span	8:30 am to 6:00 pm
Weekday Service Frequency	60 minutes
Weekend Service Frequency	60 minutes
One-Way Route Time	30 minutes
One-Way Route Length	10.6
Connects to Route(s)	None

Demographics within a 1/4-mile of route

Population	10,860
Minority	1,210 (11%)
Low Income	1,724 (16%)
Limited English Proficiency	1,410 (13%)
Households with no vehicle	157
Employment	11,701



Photo 1-11: Fall River Route 14 - Swansea Mall at the Fall River Terminal.
Photo Credit: SRPEDD

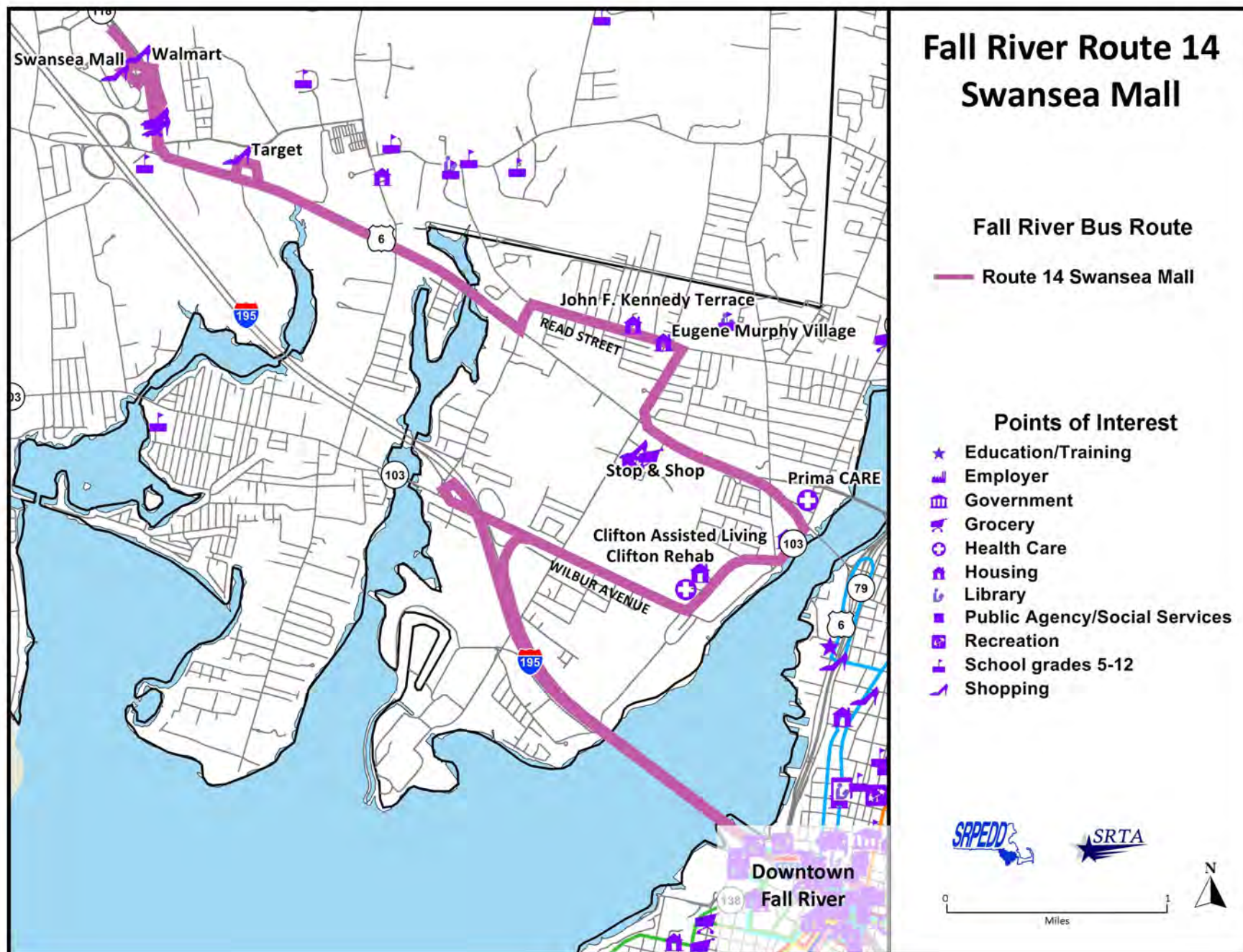


Figure 1-75: Fall River Route 14 - Swansea Mall Points of Interest

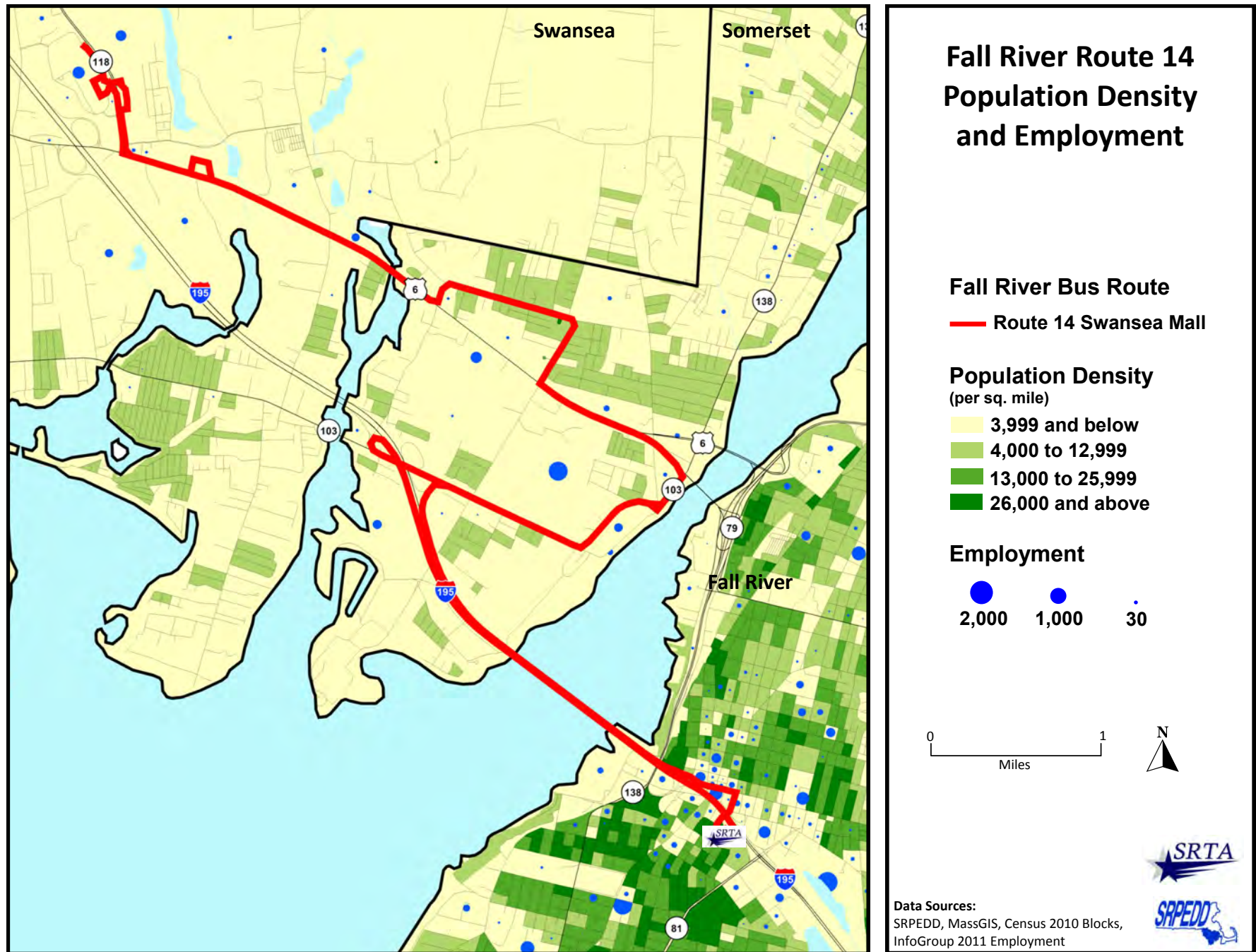
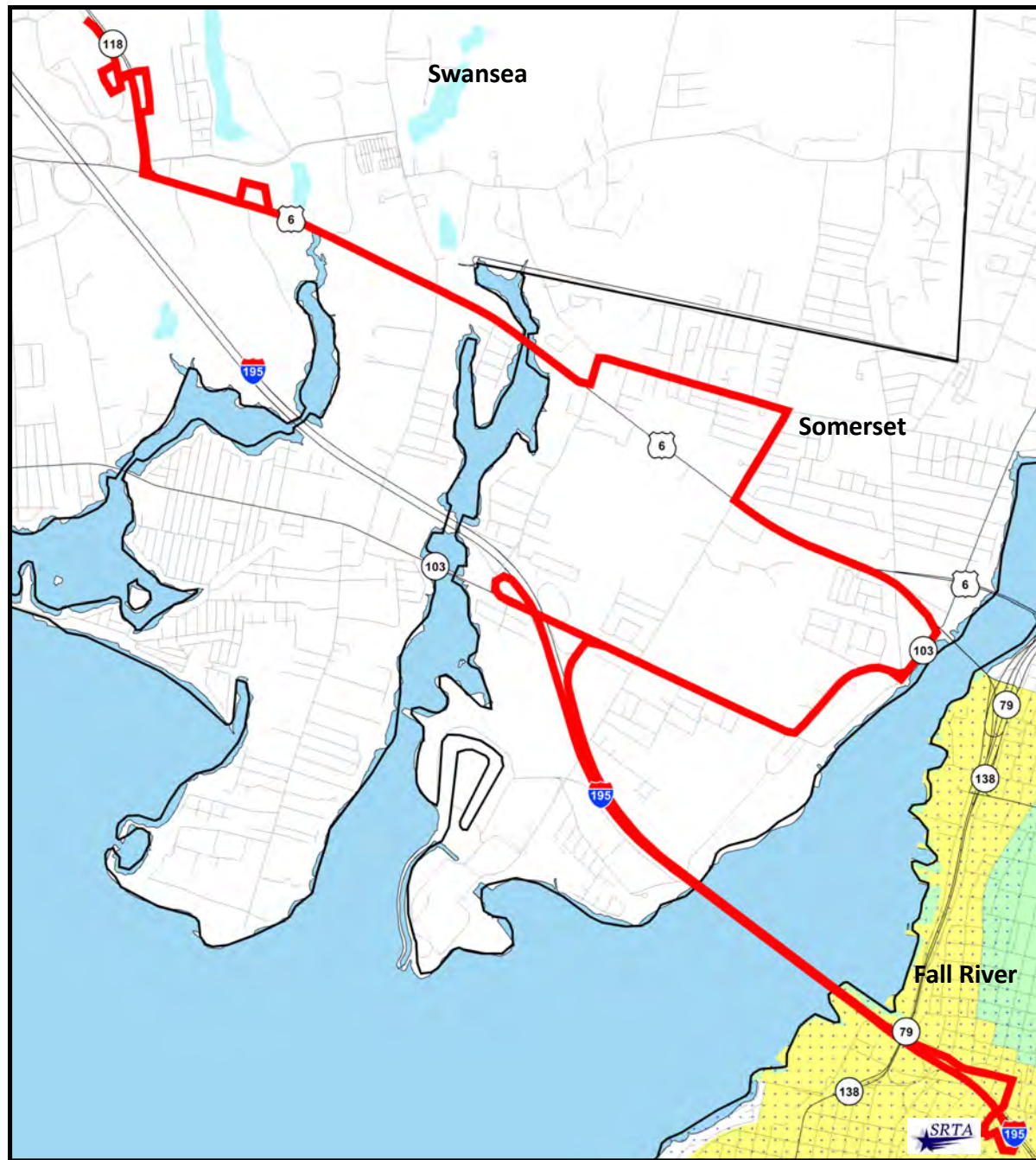


Figure 1-76: Fall River Route 14 - Swansea Mall Population Density and Employment



Fall River Route 14 Environmental Justice

Fall River Bus Route

— Route 14 Swansea Mall

Environmental Justice

Minority and Low Income

Low Income

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .3
Miles



Figure 1-77: Fall River Route 14 - Swansea Mall Environmental Justice

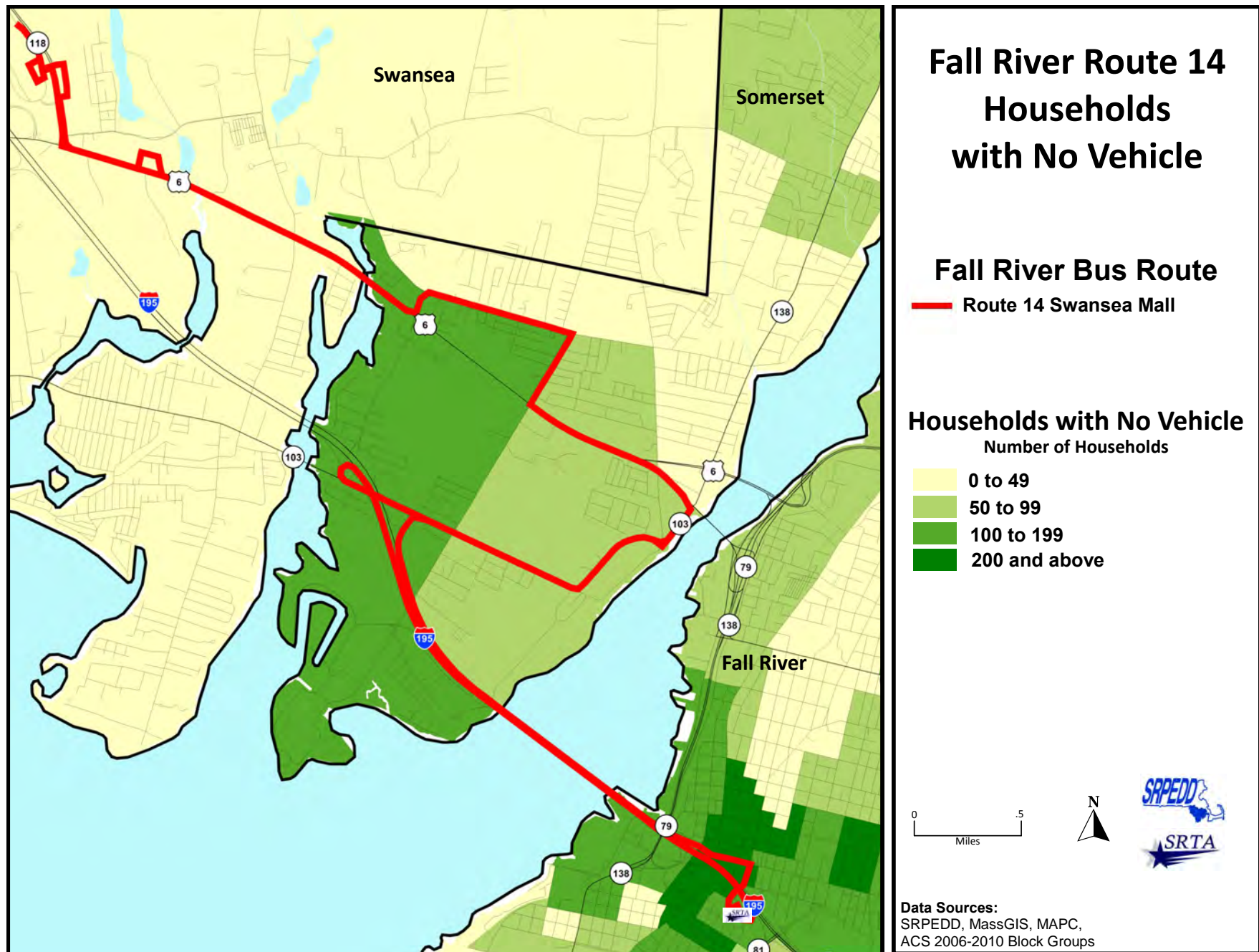


Figure 1-78: Fall River Route 14 - Swansea Mall Households with Zero Vehicles



Fall River Route 14 Population Age 60+

Fall River Bus Route

— Route 14 Swansea Mall

Population Age 60+ Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-79: Fall River Route 14 - Swansea Mall Older Adult Population

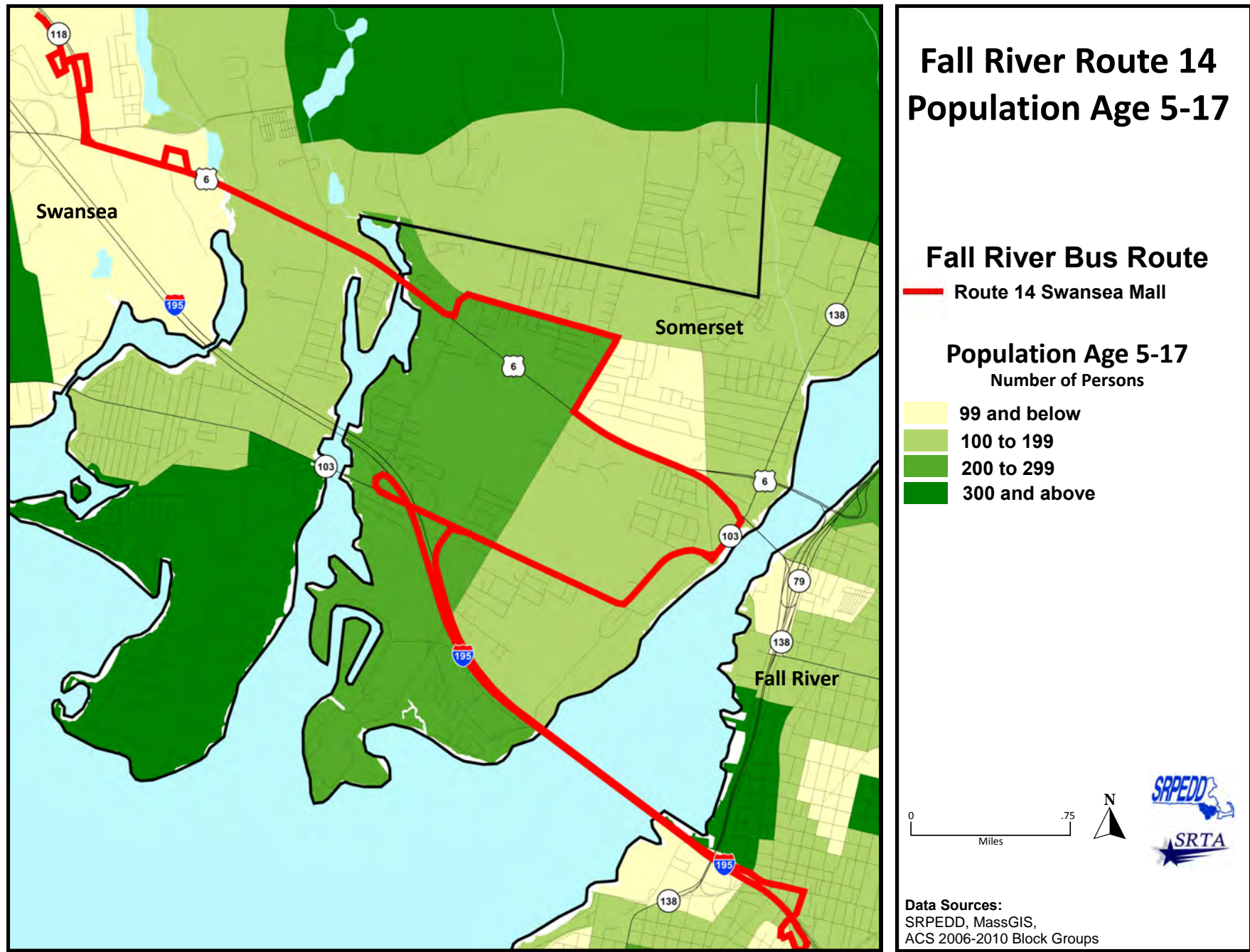


Figure 1-80: Fall River Route 14 - Swansea Mall Youth Population

New Bedford Route 1 - Fort Rodman

Route 1 is considered the southern portion of the “main line,” which is the north-south interlined bus routes of Route 1 Fort Rodman and Route 2 Lund’s Corner. In order to make this route more reliable and eliminate confusion, East and West Rodney French Boulevard deviations were eliminated in April 2013. Route 1 provides connections to Fort Rodman, UMass School of Marine Science and Technology (SMAST), Tripp Towers Apartments, and Roosevelt Middle School.

Population Density and Employment

Fort Rodman: Route 1 travels through areas with a high population density in which housing complexes and multi-family housing units are located. Due in part to a largely residential land use, there are few opportunities for employment along the route.

Environmental Justice

Route 1 serves low income, minority and LEP populations within the city. The southern segments of the route primarily serve LEP population. There are multiple low income housing complexes served by Route 1 as well as a housing complex for older adults.

Households with Zero Vehicles

Route 1 serves areas with a high number of households without a vehicle. The areas north of Cove Street have high numbers of households with no vehicle, where as the areas to the south have fewer households with no vehicles. The area with the highest number of households with no vehicle is also home to a housing complex for older adults.

Older Adult Population

Route 1 serves a low concentration area of older adults. The areas with the highest concentration of older adults include housing for older adults and single family homes along the waterfront at the southern terminus of the route.

Youth Population

Route 1 serves areas with low concentration of youth population. Located along the route are several low income housing developments in the areas with moderately high concentrations of youth population.

New Bedford Route 1 - Fort Rodman

Weekday Service Span	5:30 am to 9:10 pm
Weekend Service Span	7:00 am to 6:00 pm
Weekday Service Frequency	20 minutes
Weekend Service Frequency	40 minutes
One-Way Route Time	15 minutes
One-Way Route Length	3.15
Connects to Route(s)	5

Demographics within a 1/4-mile of route

Population	17,562
Minority	5,150 (29%)
Low Income	4,194 (24%)
Limited English Proficiency	3,950 (22%)
Households with no vehicle	427
Employment	9,009



Photo 1-12: New Bedford Route 1 - Fort Rodman at the New Bedford Terminal. Photo Credit: SRPEDD

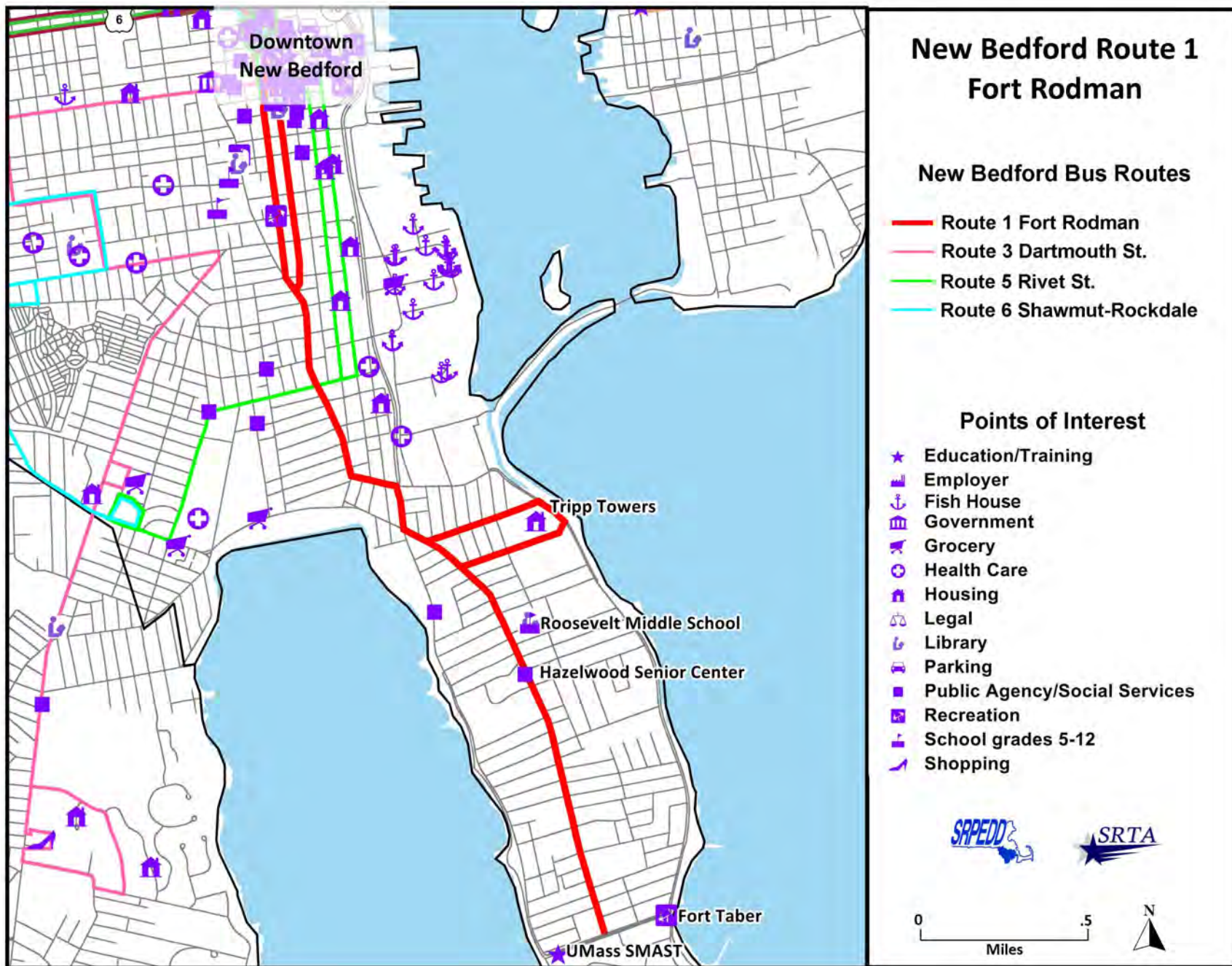


Figure 1-81: New Bedford Route 1 - Fort Rodman Points of Interest

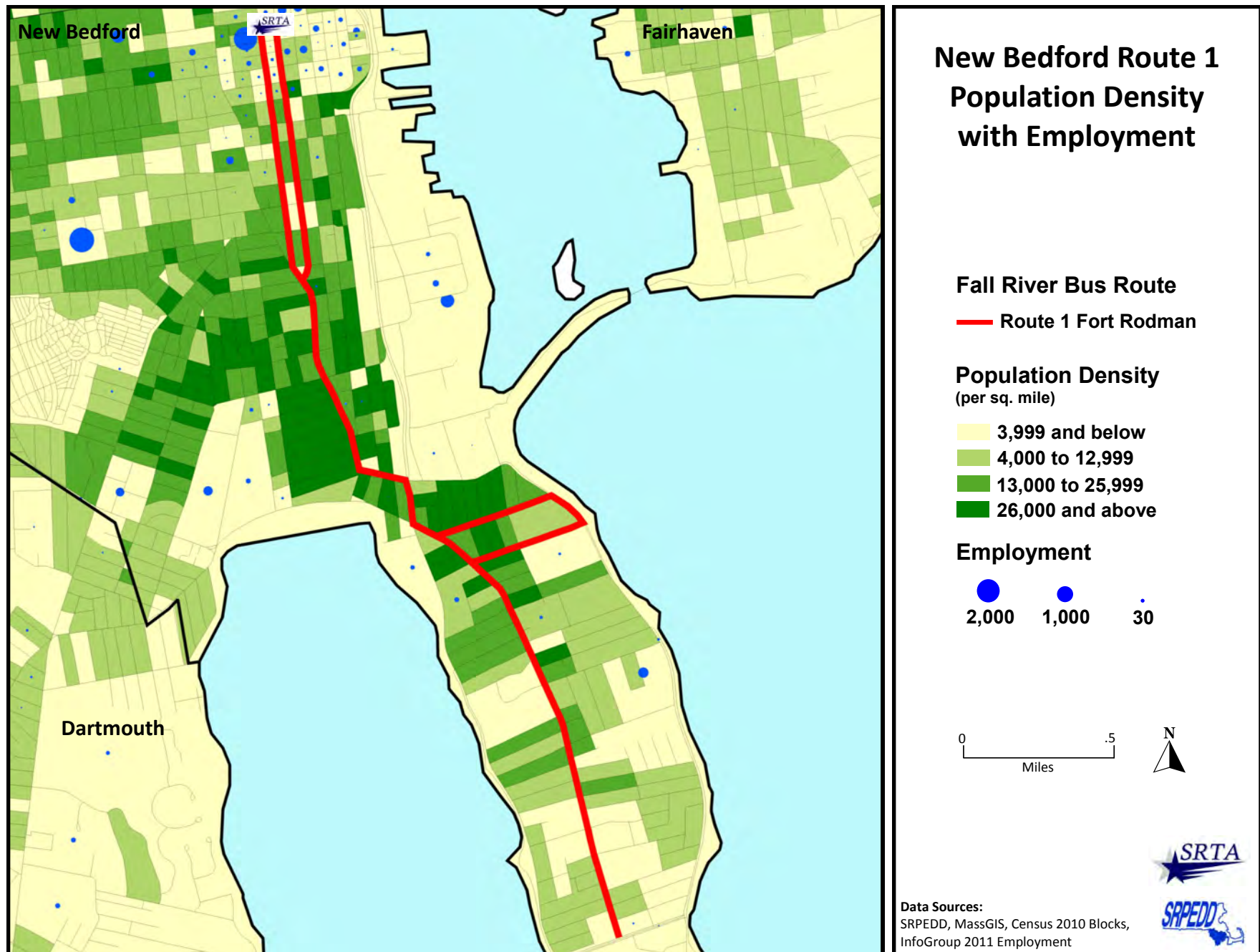
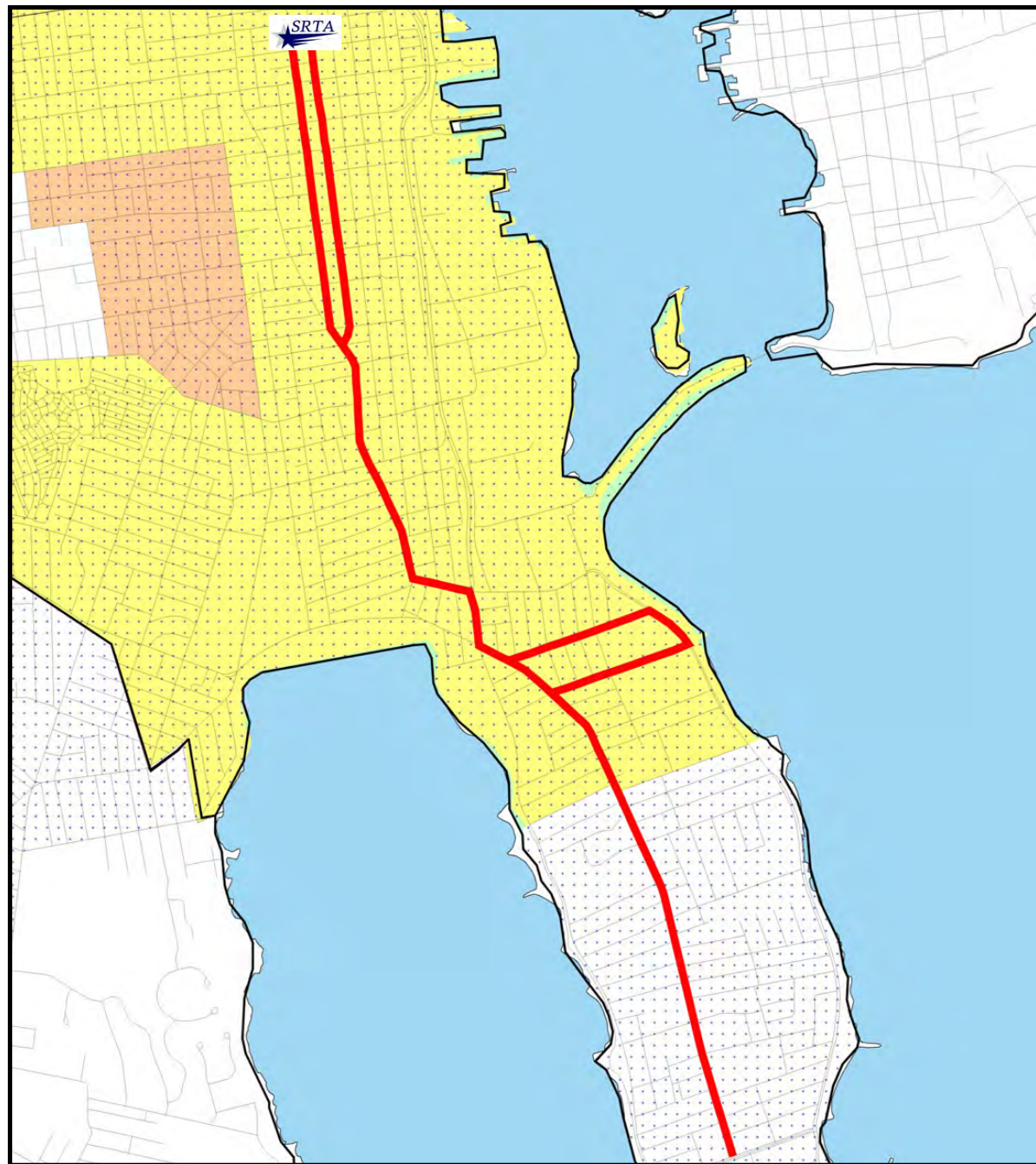


Figure 1-82: New Bedford Route 1 - Fort Rodman Population Density and Employment



New Bedford Route 1 Environmental Justice

New Bedford Bus Route

— Route 1 Fort Rodman

Environmental Justice

Minority and Low Income

Minority

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

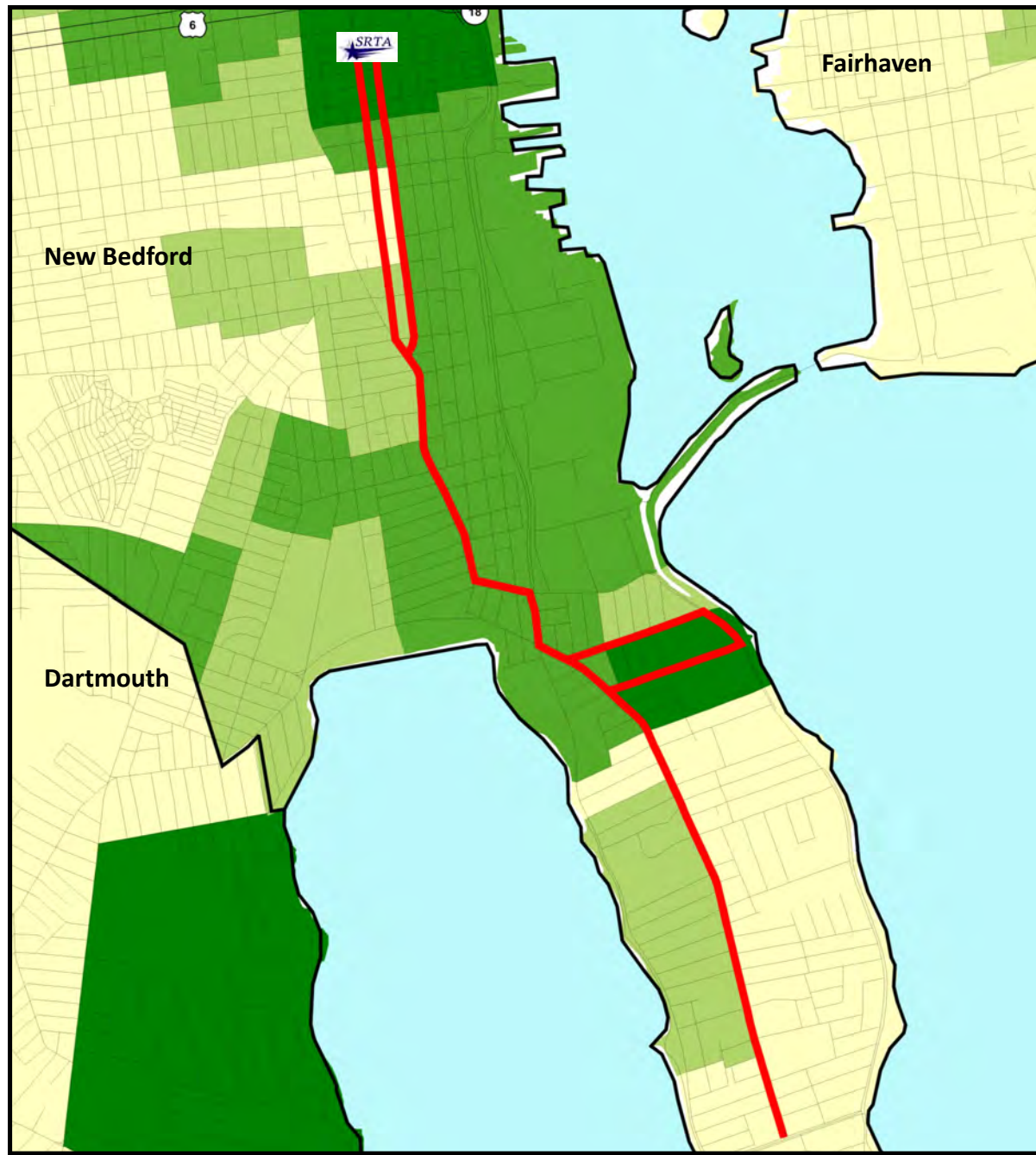
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-83: New Bedford Route 1 - Fort Rodman Environmental Justice



New Bedford Route 1 Households with No Vehicle

New Bedford Bus Route

— Route 1 Fort Rodman

Households with No Vehicle

Number of Households

	0 to 49
	50 to 99
	100 to 199
	200 and above

0 .3
Miles



Data Sources:

SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-84: New Bedford Route 1 - Fort Rodman Households with Zero Vehicles

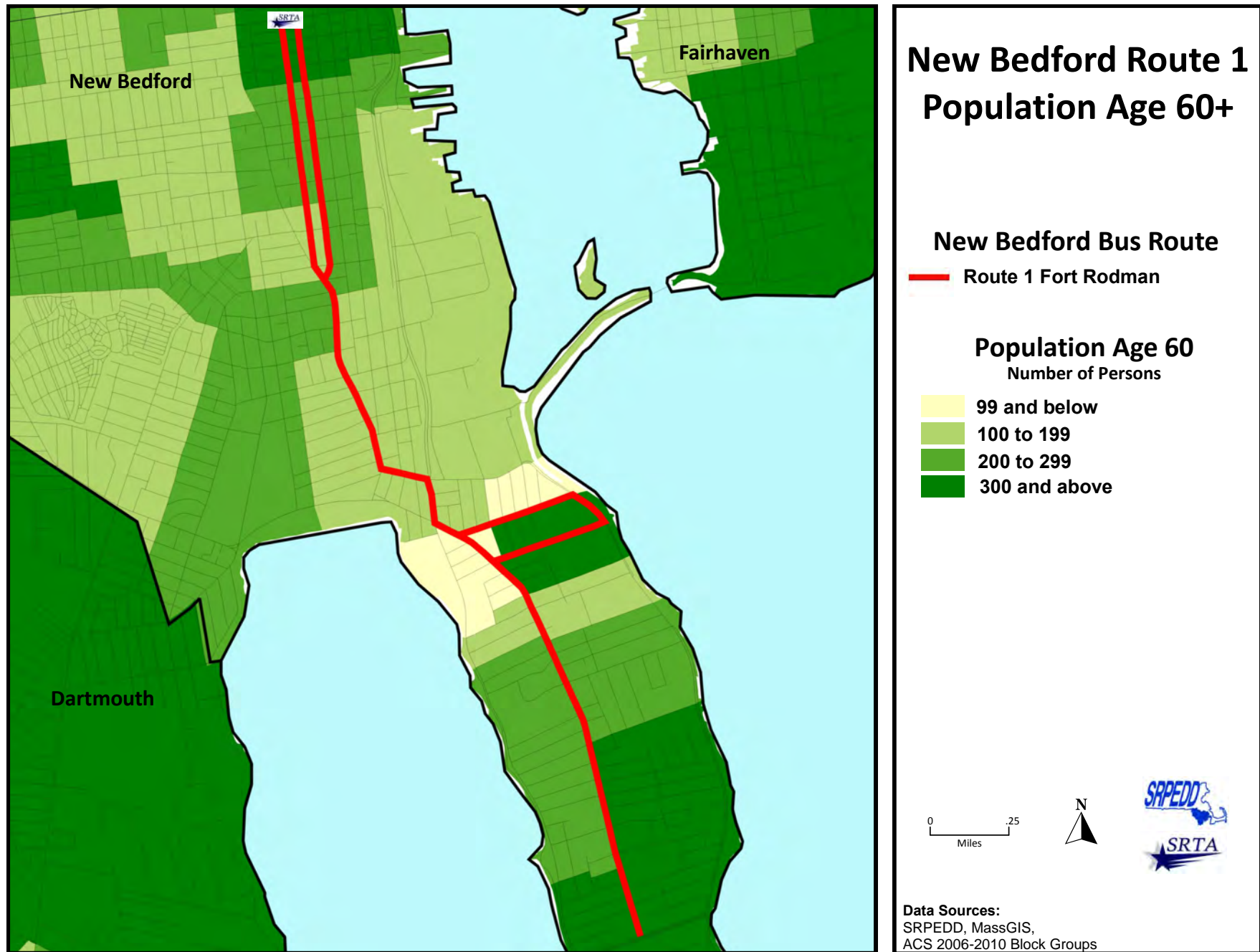


Figure 1-85: New Bedford Route 1 - Fort Rodman Older Adult Population



New Bedford Route 1 Population Age 5-17

New Bedford Bus Route

— Route 1 Lund's Corner

Population Age 5-17 Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-86: New Bedford Route 1 - Fort Rodman Youth Population

New Bedford Route 2 - Lund's Corner

Route 2 is considered the northern portion of the “main line” and serves as the connection to Acushnet Avenue north of downtown. Major trip generators along Route 2 include the New Bedford Career Center and Market Basket. Along with the local business corridor north of I-195, Route 2 also serves Whaler's Cove Assisted Living during specific trips only.

Population Density and Employment

The northern portion of Route 2 serves an area with high population density. Major employment centers served include Market Basket and Titleist.

Environmental Justice

Route 2 primarily serves EJ areas including minority, low income and LEP, with the exception to the northern terminus which is outside of an EJ area.

Households with Zero Vehicles

Route 2 serves several areas with medium to high numbers of households without a vehicle. Route 2 serves several housing complexes, many of which are home to an older population.

Older Adult Population

Route 2 serves a low concentration of an older population. The route serves several apartment homes for older adults along the waterfront with higher concentration of an older population.

Youth Population

Route 2 serves areas with a low concentration of youth population. The area served by the northern segments of the route appear to have high concentration of youth population due to a low income housing complex which are not served by the route. The housing complex is located southwest of Highway Route 18 within the census block that is served by the route.

New Bedford Route 2 - Lund's Corner

Weekday Service Span	5:30 am to 8:50 pm
Weekend Service Span	7:00 am to 6:00 pm
Weekday Service Frequency	20 minutes
Weekend Service Frequency	40 minutes
One-Way Route Time	25 minutes
One-Way Route Length	4.73
Connects to Route(s)	11, NE shuttle

Demographics within a 1/4-mile of route

Population	19,419
Minority	5,470 (28%)
Low Income	4,493 (23%)
Limited English Proficiency	2,401 (12%)
Households with no vehicle	616
Employment	12,190



Photo 1-13: New Bedford Route 2 - Lund's Corner at the New Bedford Terminal. Photo Credit: SRPEDD

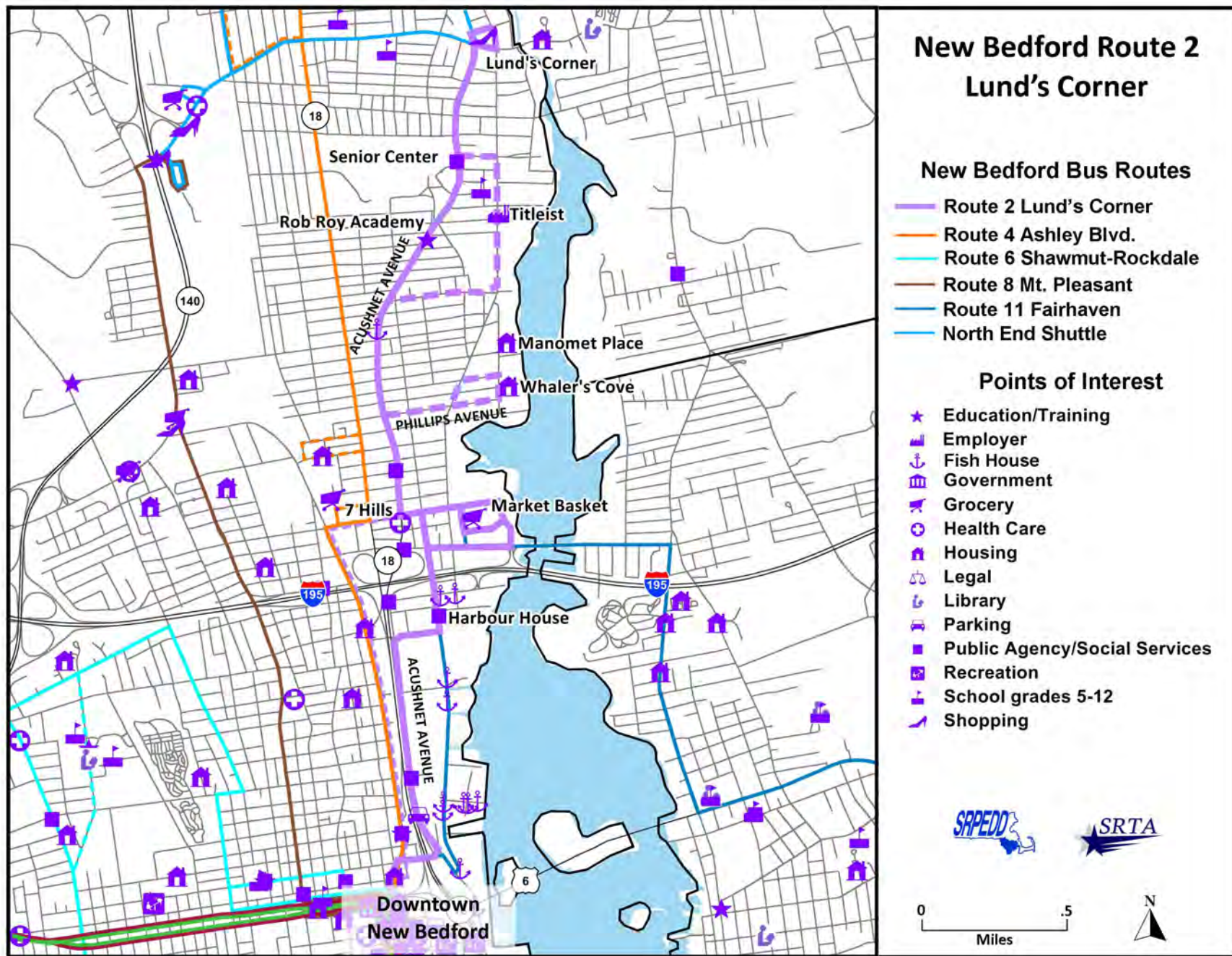


Figure 1-87: New Bedford Route 2 - Lund's Corner Points of Interest

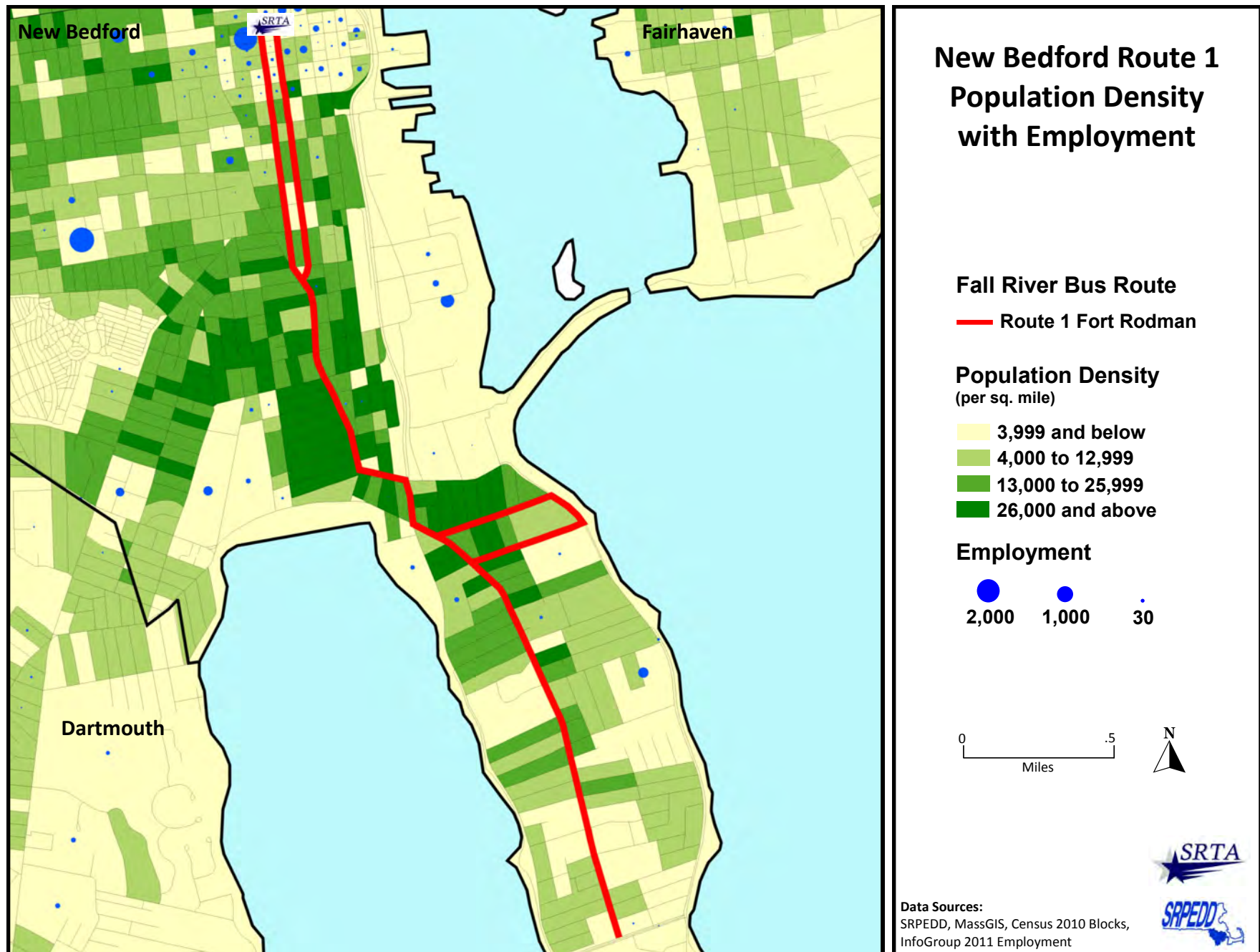
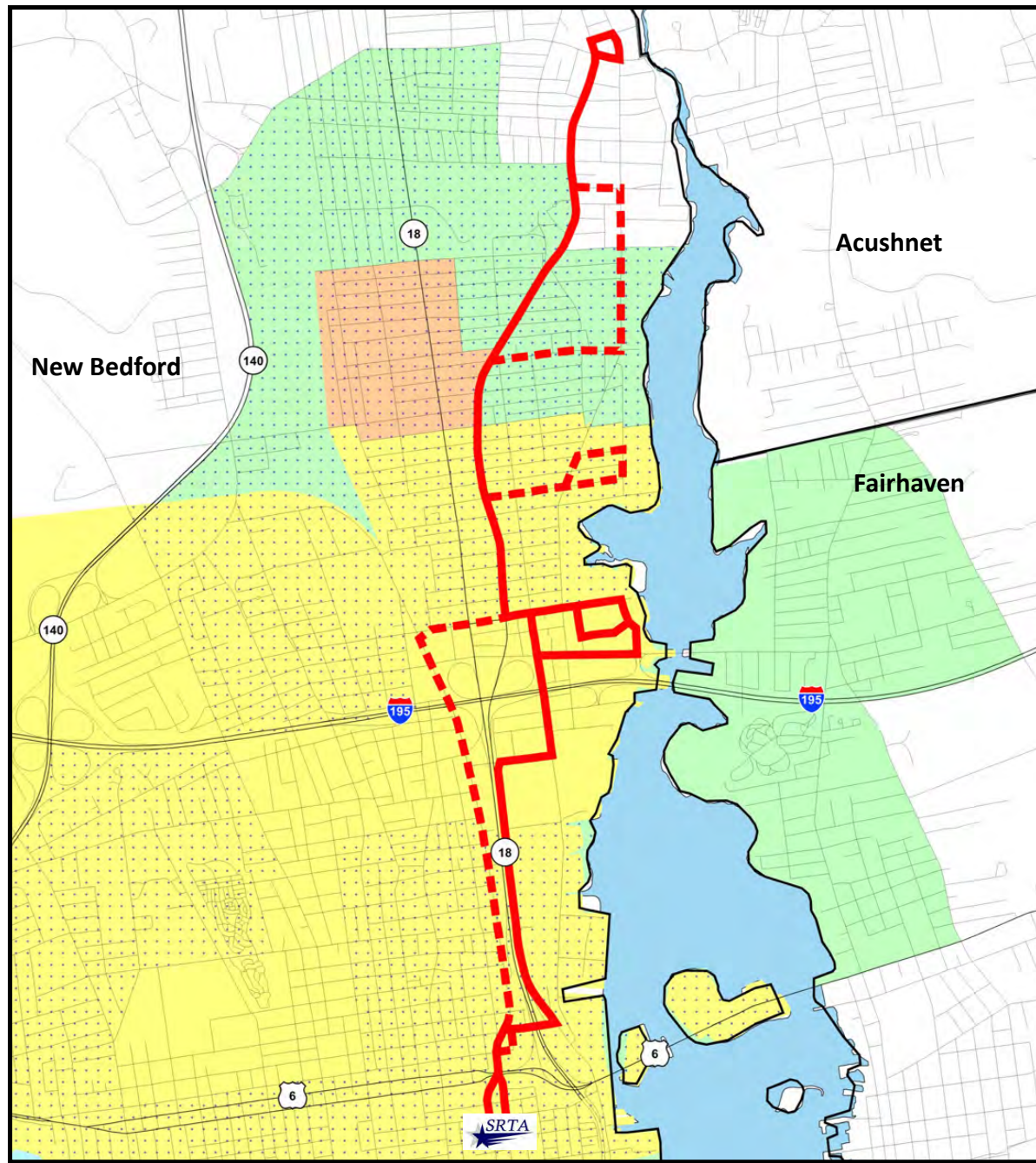


Figure 1-88: New Bedford Route 2 - Lund's Corner Population Density and Employment



New Bedford Route 2 Environmental Justice

New Bedford Bus Route
 — Route 2 Lund's Corner

Environmental Justice
 ■ Minority and Low Income
 ■ Low Income
 ■ Minority
 ■ Limited English Proficiency

Minority (PL94-171):
 2010 Census Block Groups > 13.38%

Low Income (B17001):
 2005-2009 ACS Tracts > 13.85%

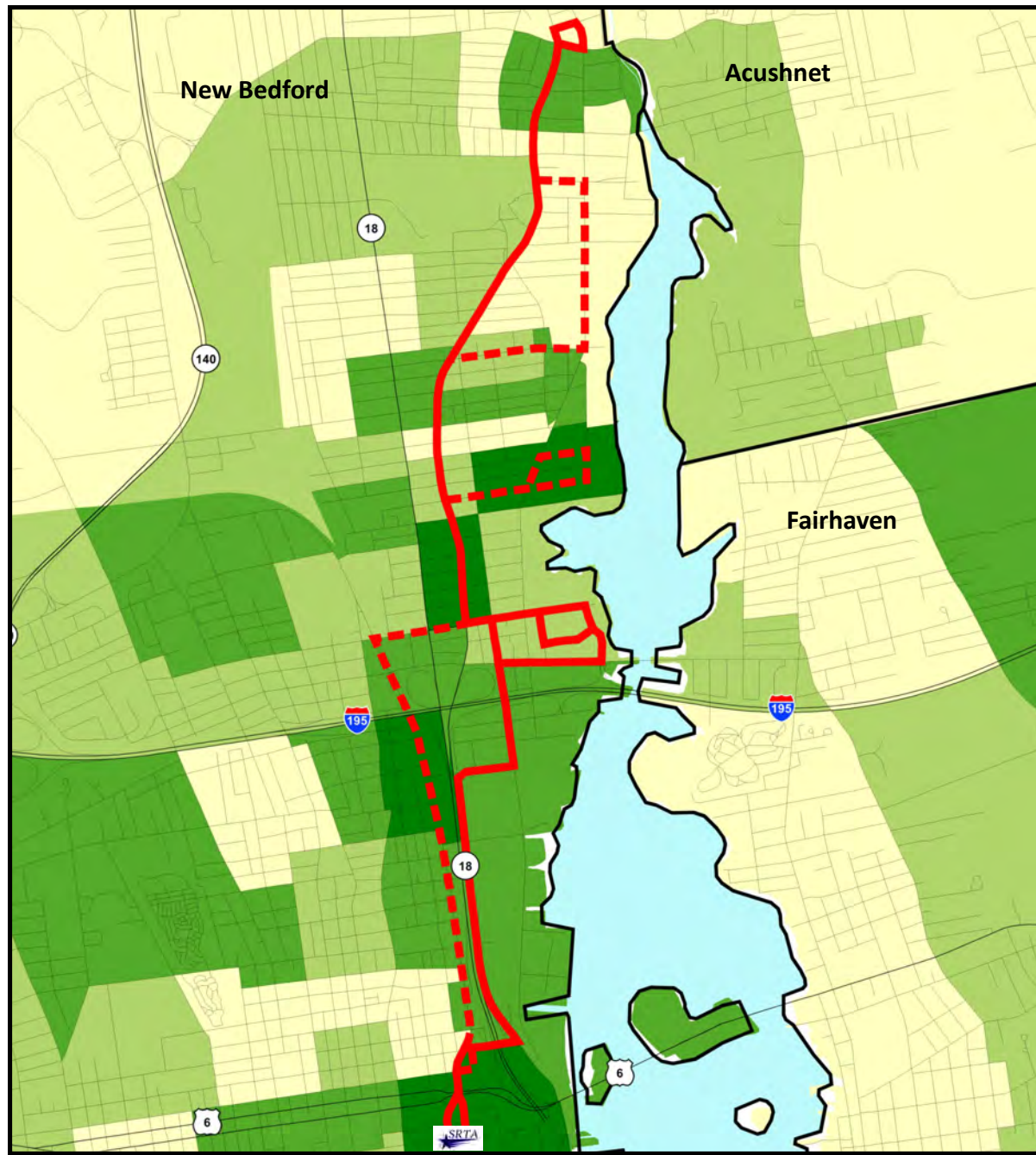
Limited English Proficiency (B16001):
 2005-2009 ACS Tracts > 10.69%



0 0.3
Miles



Figure 1-89: New Bedford Route 2 - Lund's Corner Environmental Justice



New Bedford Route 2 Households with No Vehicle

New Bedford Bus Route

— Route 2 Lund's Corner

Households with No Vehicle

Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

0 .5
Miles



Data Sources:

SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-90: New Bedford Route 2 - Lund's Corner Households with Zero Vehicles



New Bedford Route 2 Population Age 60+

New Bedford Bus Route

— Route 2 Lund's Corner

Population Age 60+

Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-91: New Bedford Route 2 - Lund's Corner Older Adult Population



New Bedford Route 2 Population Age 5-17

New Bedford Bus Route

— Route 2 Lund's Corner

Population Age 5-17

Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 0.5
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-92: New Bedford Route 2 - Lund's Corner Youth Population

New Bedford Route 3 - Dartmouth Street

Route 3 serves as a connection from downtown to the southwestern portion of New Bedford and travels into South Dartmouth ending at the Big Value Shopping Plaza. Route 3 provides connections to various medical, retail and housing facilities. Major generators along Route 3 include St. Luke's Hospital, Stop & Shop Supermarket, Dartmouth Council on Aging, Solemar Apartments and the Big Value Shopping Plaza. Route 3 intersects with Route 5 Rivet Street and Route 6 Shawmut-Rockdale at the Stop & Shop Plaza.

Population Density and Employment

Within New Bedford, Route 3 serves areas of moderate to high population density, however, at the southern terminus of the route in Dartmouth population density decreases significantly due to low density residential developments along the route. A key employment center served along Route 3 is St. Luke's Hospital.

Environmental Justice

Route 3 serves areas of minority, low income and LEP within New Bedford, and an LEP area in Dartmouth; however the southern terminus of the route is outside of an EJ area. The route serves two low-income, housing complexes for older adults.

Households with Zero Vehicles

Route 3 serves several areas in which households have access to a vehicle. The southern segments of the route in Dartmouth have several areas with a high number of households with no vehicle. Route 3 serves two low income housing complexes for older adults.

Older Adult Population

Route 3 serves several areas in which households have access to a vehicle. The southern segments of the route in Dartmouth have several areas with a high number of households with no vehicle. Route 3 serves two low income housing complexes for older adults.

Youth Population

Route 3 serves an area of Dartmouth with a high concentration of an older population. The route serves two low income housing complexes for older adults and persons with disabilities in Dartmouth.

New Bedford Route 3 - Dartmouth Street

Weekday Service Span	6:40 am to 9:30 pm
Weekend Service Span	7:40 am to 5:00 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	45 minutes
One-Way Route Time	19 minutes
One-Way Route Length	5.2
Connects to Route(s)	1, 5, 6

Demographics within a 1/4-mile of route

Population	16,711
Minority	4,235 (25%)
Low Income	3,340 (20%)
Limited English Proficiency	2,522 (15%)
Households with no vehicle	409
Employment	18,839



Photo 1-14: New Bedford Route 3 - Dartmouth Street at the New Bedford Terminal. Photo Credit: SRPEDD

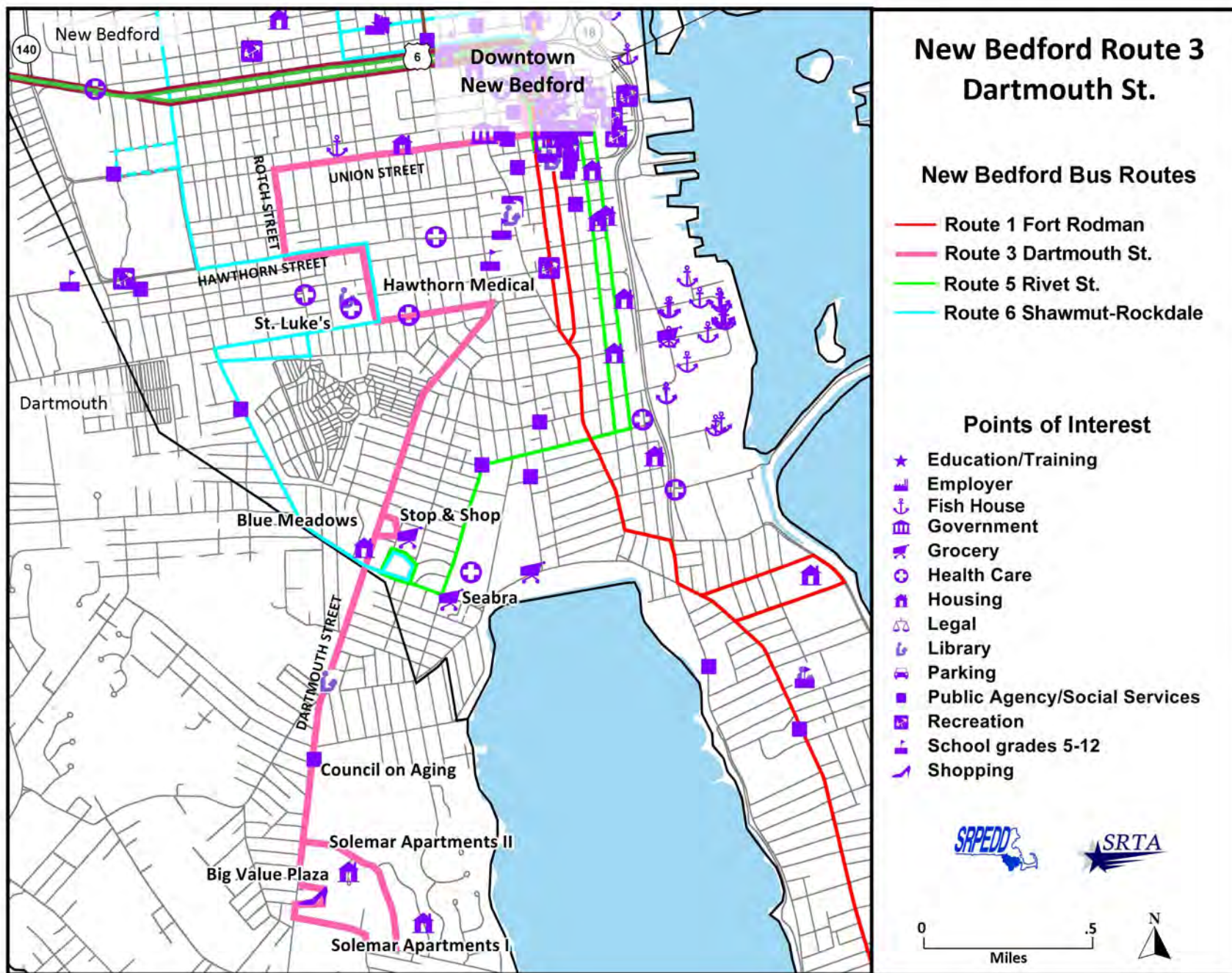


Figure 1-93: New Bedford Route 3 - Dartmouth Street Points of Interest

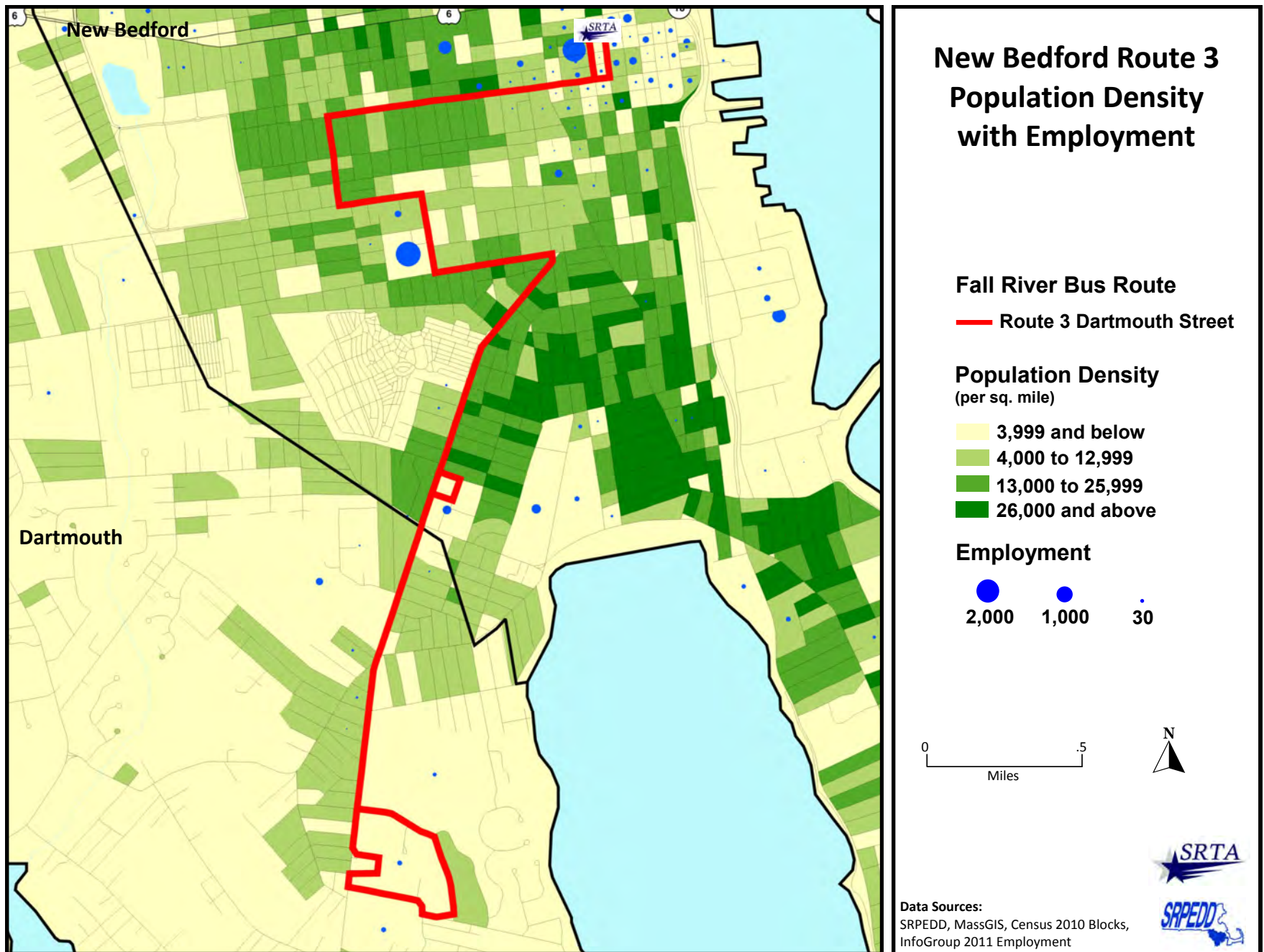
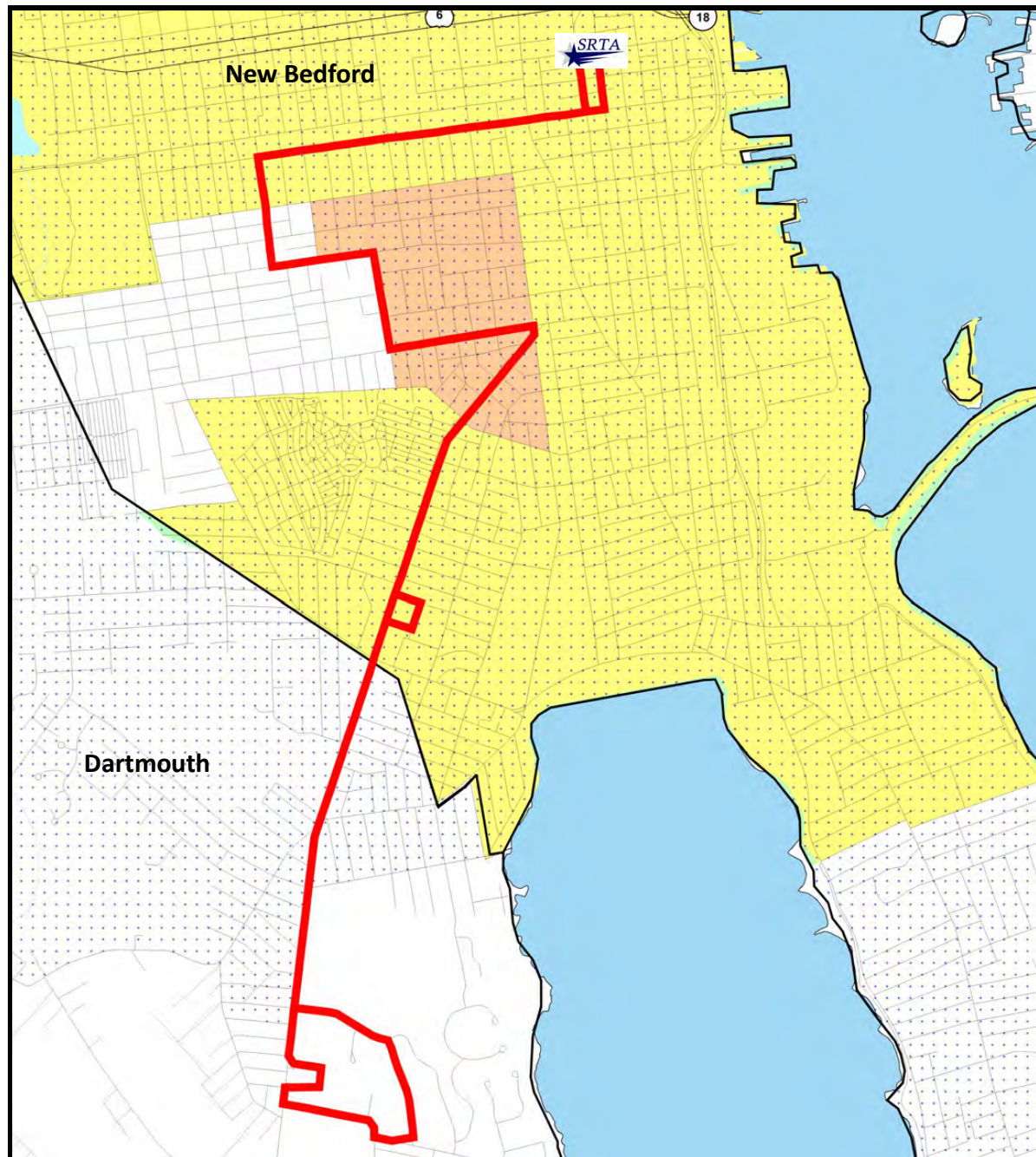


Figure 1-94: New Bedford Route 3 - Dartmouth Street Population Density and Employment



New Bedford Route 3 Environmental Justice

New Bedford Bus Route

— Route 3 Dartmouth Street

Environmental Justice

Minority and Low Income

Minority

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

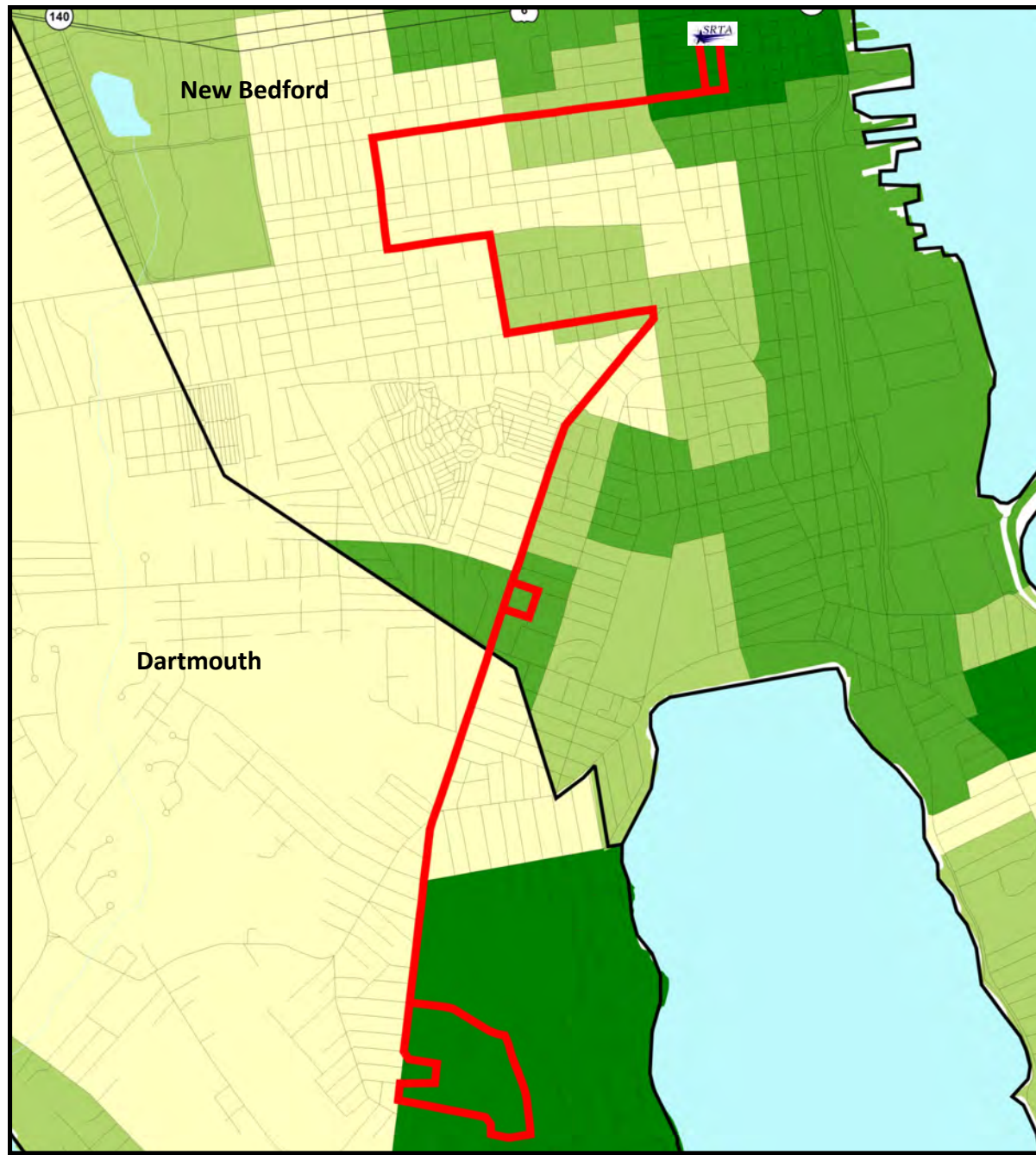
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-95: New Bedford Route 3 - Dartmouth Street Environmental Justice



New Bedford Route 3 Households with No Vehicle

New Bedford Bus Route

— Route 3 Dartmouth Street

Households with No Vehicle

Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

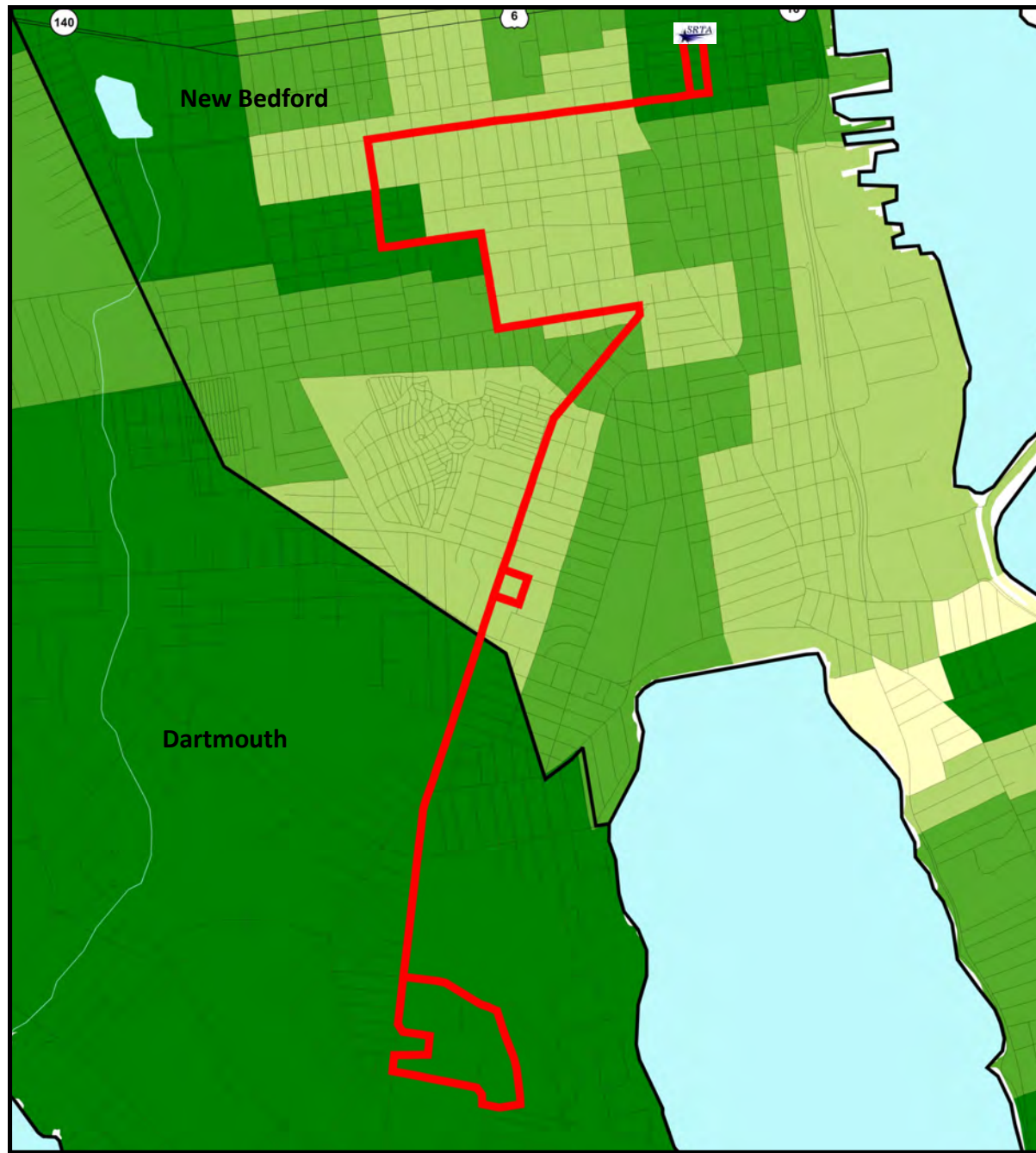
0 .3
Miles



Data Sources:

SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-96: New Bedford Route 3 - Dartmouth Street Households with Zero Vehicles



New Bedford Route 3 Population Age 60+

New Bedford Bus Route

Route 3 Dartmouth Street

Population Age 60+

Number of Persons

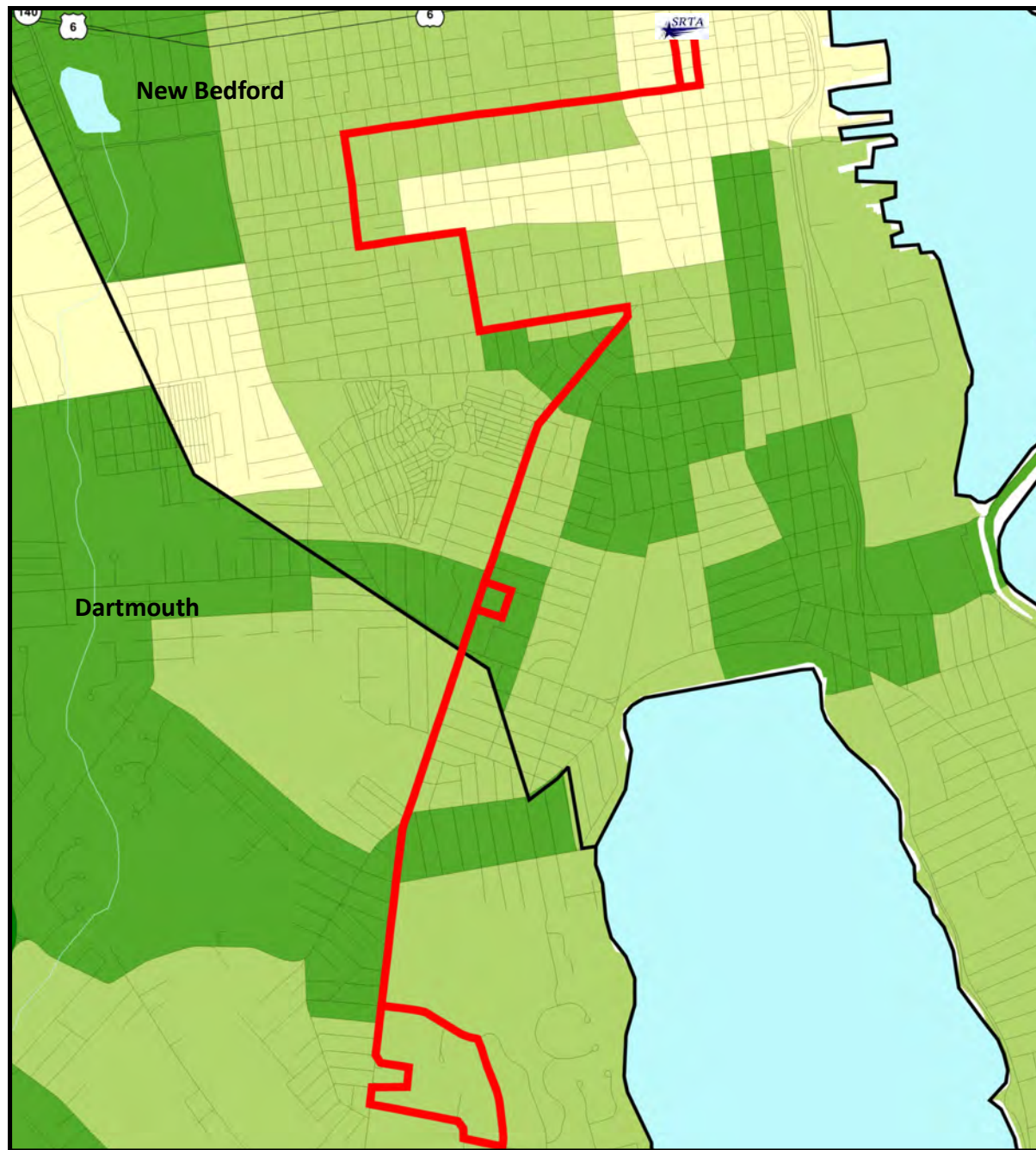
- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 0.25
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-97: New Bedford Route 3 - Dartmouth Street Older Adult Population



New Bedford Route 3 Population Age 5-17

New Bedford Bus Route

— Route 3 Dartmouth Street

Population Age 5-17 Number of Persons

	99 and below
	100 to 199
	200 to 299
	300 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-98: New Bedford Route 3 - Dartmouth Street Youth Population

New Bedford Route 4 - Ashley Boulevard

Route 4 serves Ashley Boulevard, one of two main corridors, from downtown to the north end of New Bedford (Route 2 serves the Acushnet Avenue corridor). Route 4 provides connections to multiple grocery stores, including Trucchi's, as well as the Greater New Bedford Regional Vocational High School and Dottin Place Apartments. Normally, this route terminates at Trucchi's, but it extends to the New Bedford Business Park twice in the morning (6:20 AM and 6:40 AM) and once in the afternoon (3:35 PM). Using a free transfer, riders are able to connect with the North End Shuttle at Trucchi's.

Population Density and Employment

The middle to southern portion of Route 4 serves high population density areas. Population density is lower at the northern terminus of the route. Route 4 serves large employment centers in the New Bedford Business Park.

Environmental Justice

Route 4 serves the north end of New Bedford which is home to minority and low income areas. The northern terminus of the route, as well as the deviation to the New Bedford Business Park serves minority and LEP populations. Route 4 serves low income housing for older adults and persons with disabilities.

Households with Zero Vehicles

Route 4 serves two distinct areas of households with no vehicle; the northern segments of the route have few households with no vehicle where as the southern segments serve areas with higher number of households with no vehicle. The southern segments of the route serve several housing complexes for older adults.

Older Adult Population

Route 4 serves areas with low and high concentrations of older populations. The route serves several low income housing complexes for older adults.

Youth Population

Route 4 serves areas with low, moderate, and high concentrations of youth population. The middle segments of the route serve a large area with a high concentration of youths; however, a low income housing complex located southwest of Highway Route 18 is within the census block but is not served directly by the route. The northern segments of the route also have a high concentration of youth and serve two low income housing complexes.

New Bedford Route 4 - Ashley Boulevard

Weekday Service Span	5:55 am to 8:40 pm
Weekend Service Span	7:35 am to 5:45 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	45 minutes
One-Way Route Time	30 minutes
One-Way Route Length	5.58
Connects to Route(s)	NE shuttle

Demographics within a 1/4-mile of route

Population	19,861
Minority	5,535 (28%)
Low Income	4,554 (23%)
Limited English Proficiency	2744 (14%)
Households with no vehicle	583
Employment	12,705
Employment with Industrial Park	16,937



Photo 1-15: New Bedford Route 4 - Ashley Boulevard at the New Bedford Terminal. Photo Credit: SRPEDD

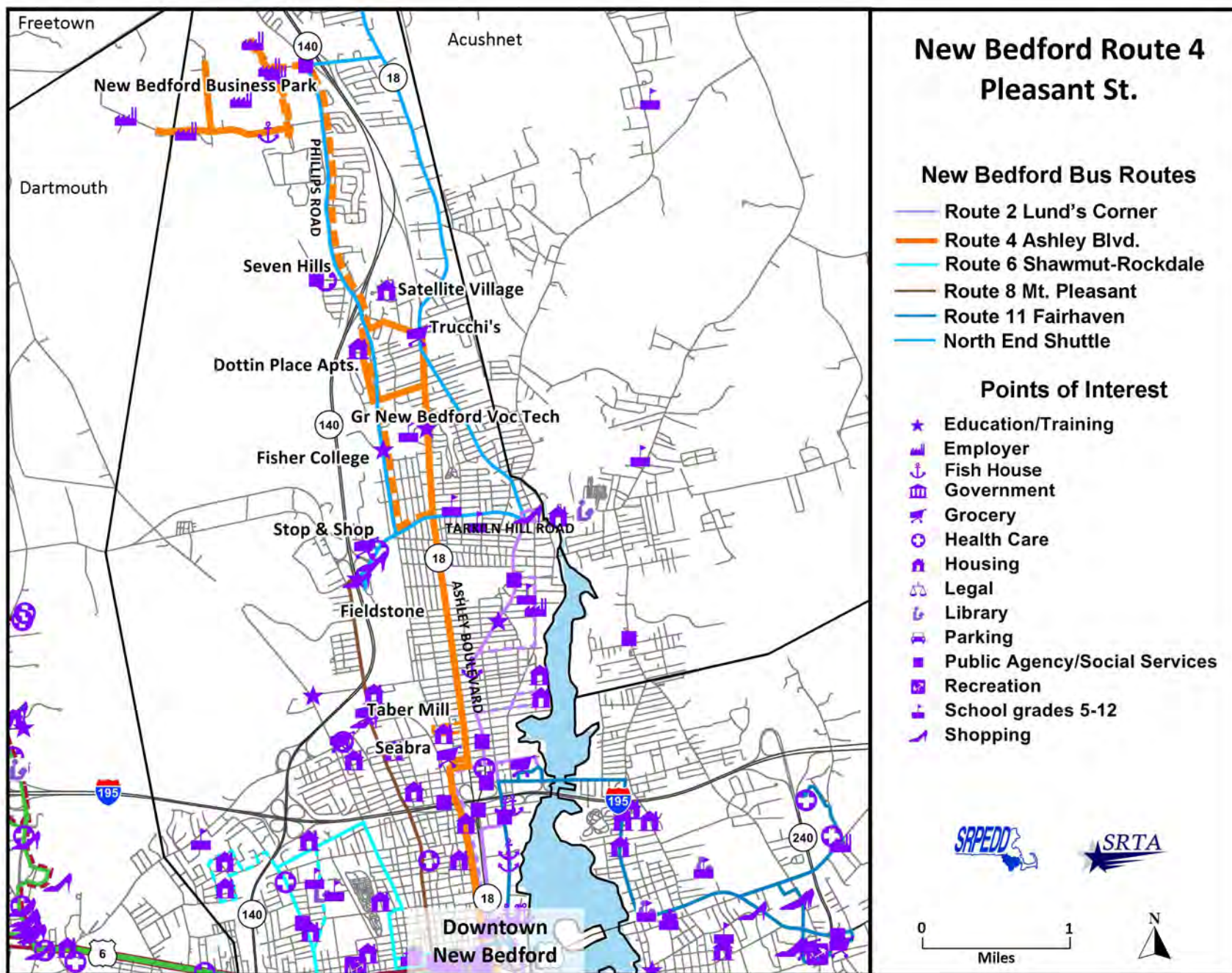


Figure 1-99: New Bedford Route 4 - Ashley Boulevard Points of Interest

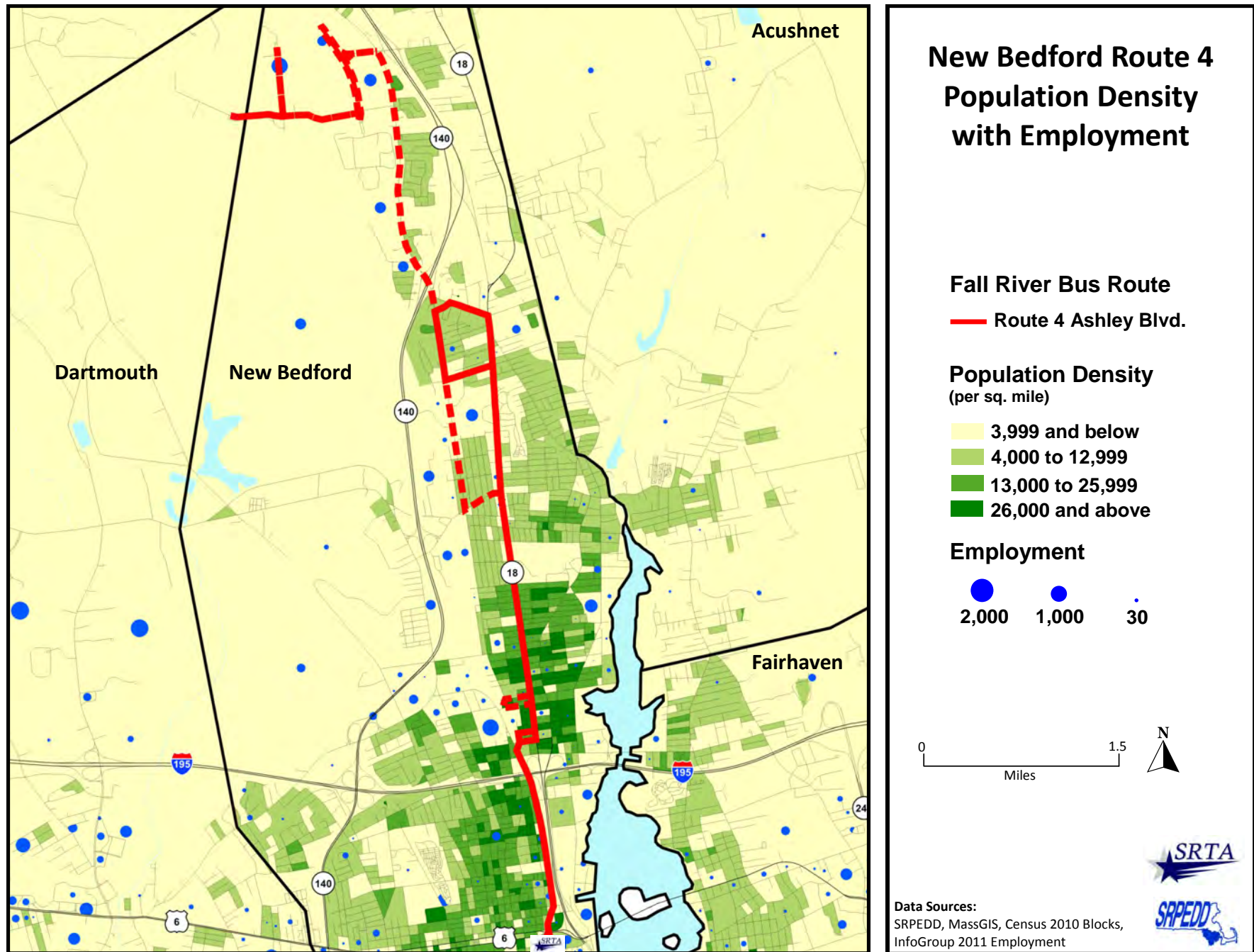
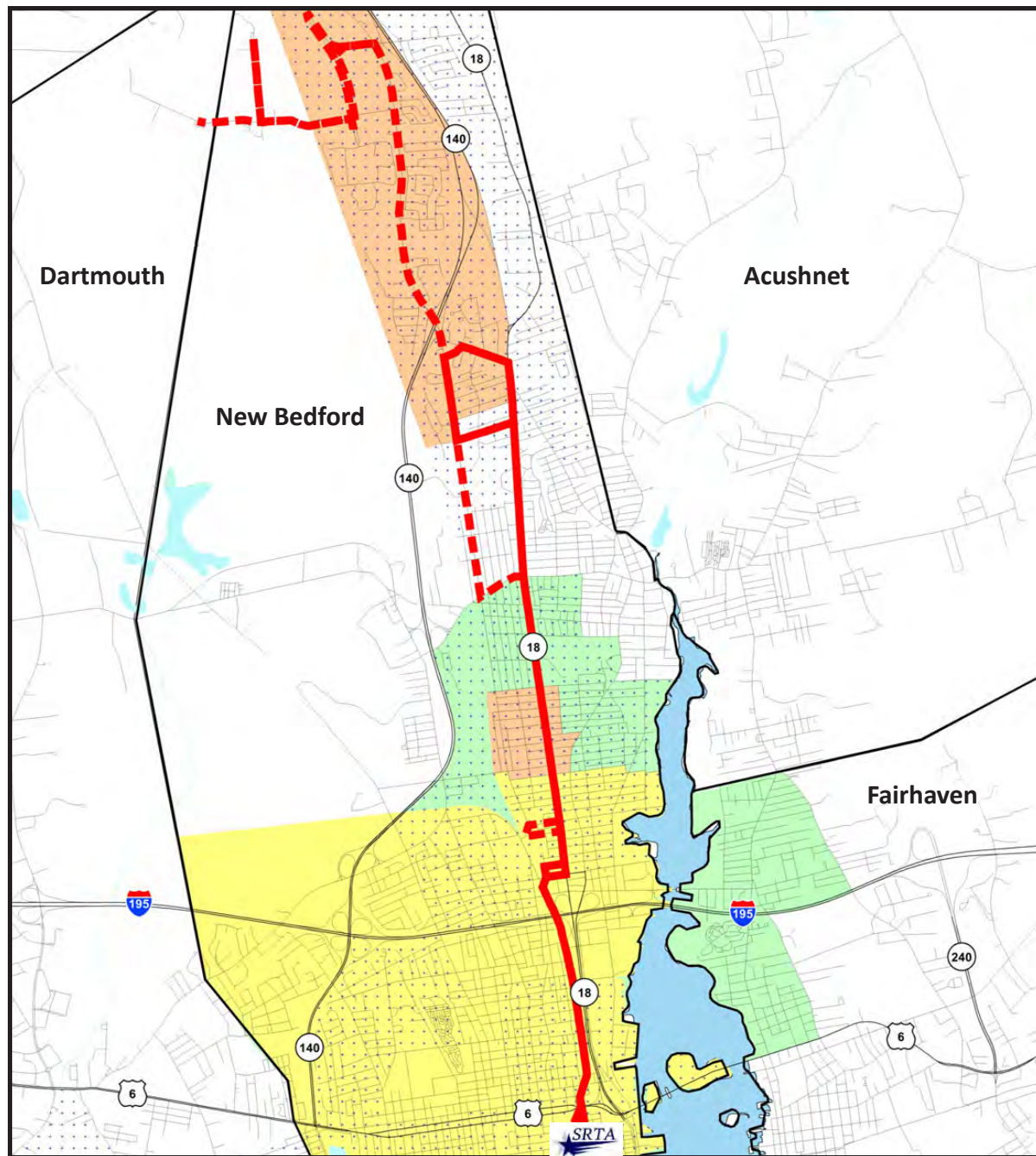






Figure 1-100: New Bedford Route 4 - Ashley Boulevard Population Density and Employment



New Bedford Route 4 Environmental Justice

New Bedford Bus Route
 Route 4 Ashley Blvd.

Environmental Justice
 Minority and Low Income
 Low Income
 Minority
 Limited English Proficiency

Minority (PL94-171):
 2010 Census Block Groups > 13.38%

Low Income (B17001):
 2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
 2005-2009 ACS Tracts > 10.69%



0 .75
Miles



Figure 1-101: New Bedford Route 4 - Ashley Boulevard Environmental Justice

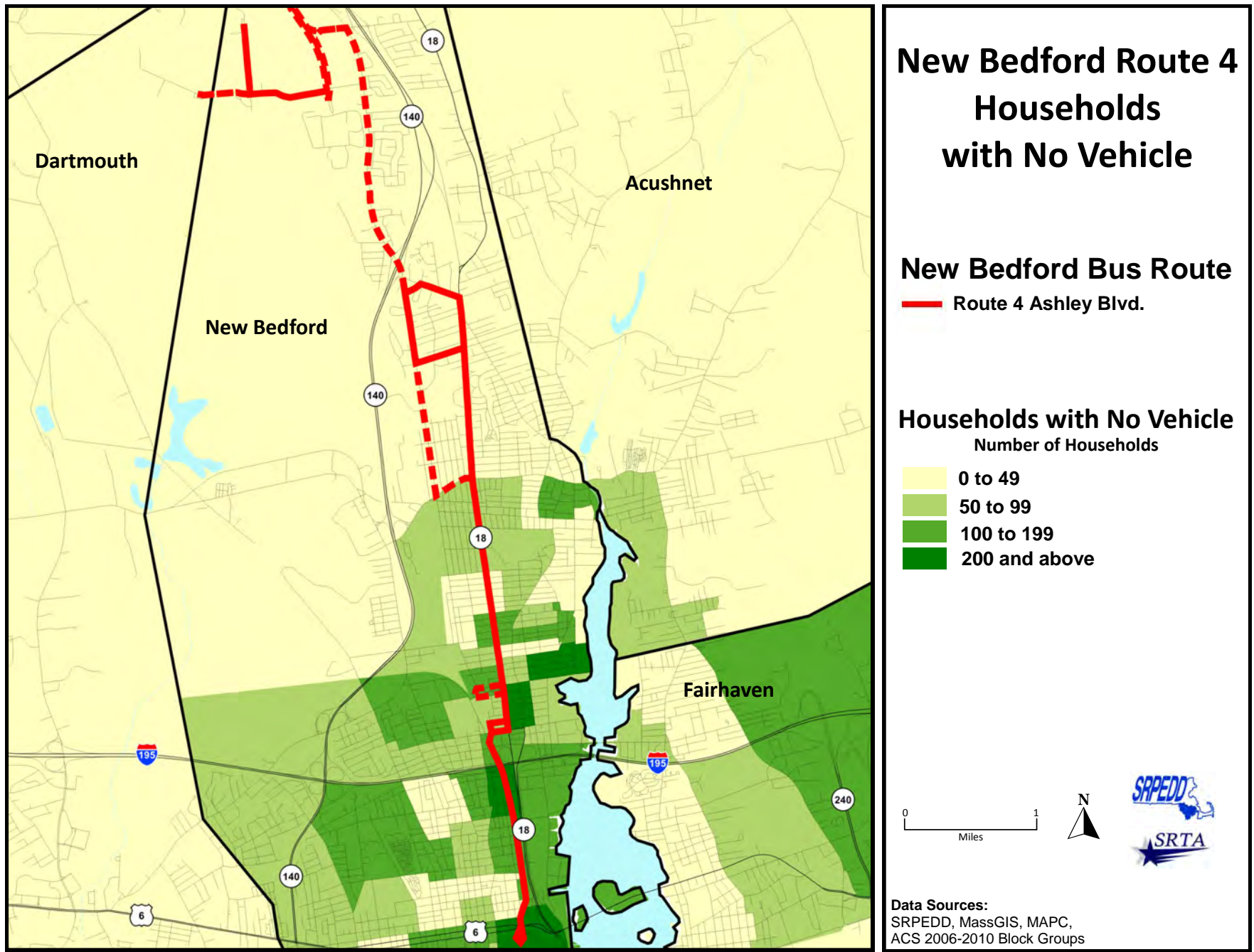
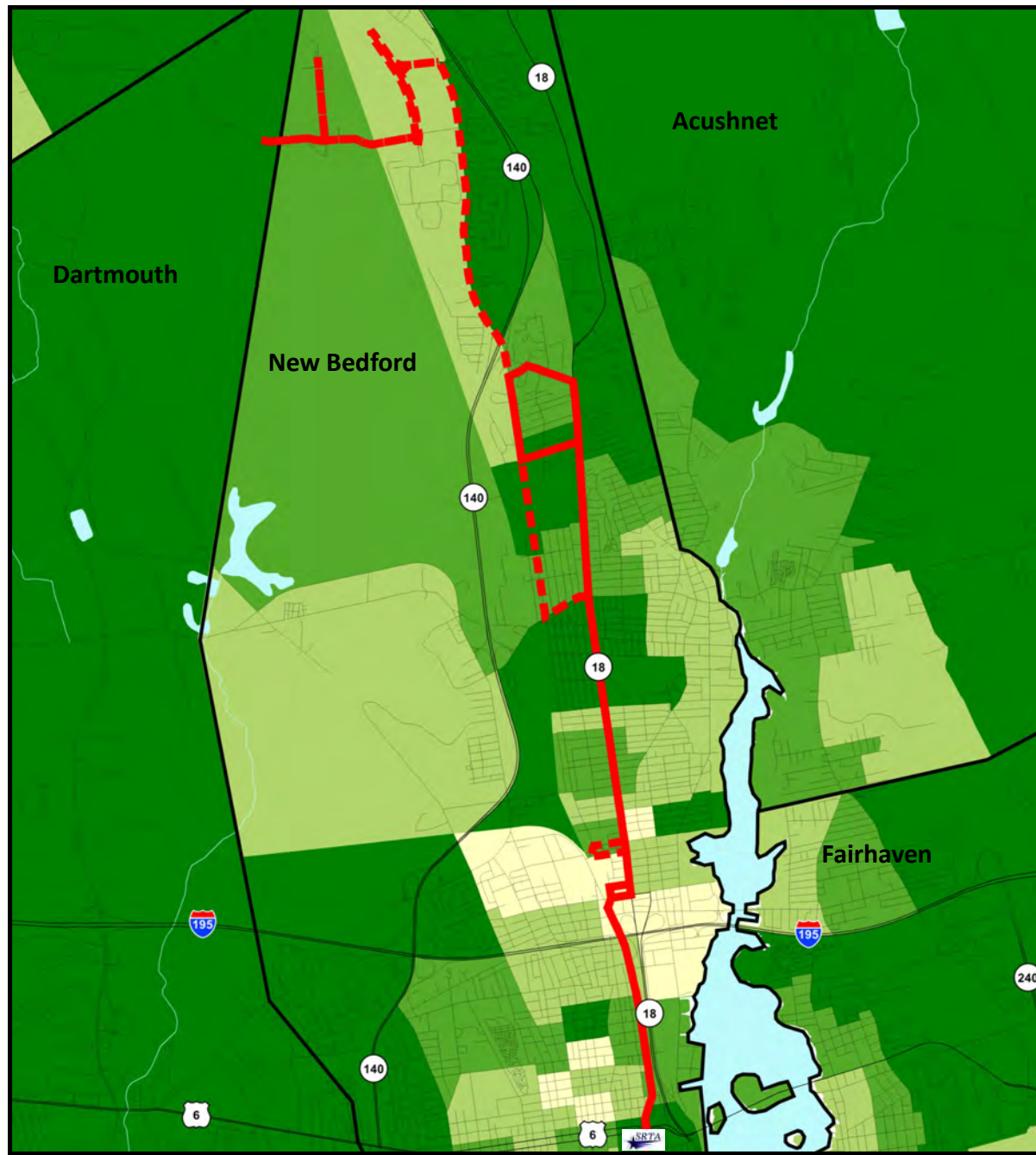


Figure 1-102: New Bedford Route 4 - Ashley Boulevard Households with Zero Vehicles



New Bedford Route 4 Population Age 60+

New Bedford Bus Route

Route 4 Ashley Blvd.

Population Age 60+

Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

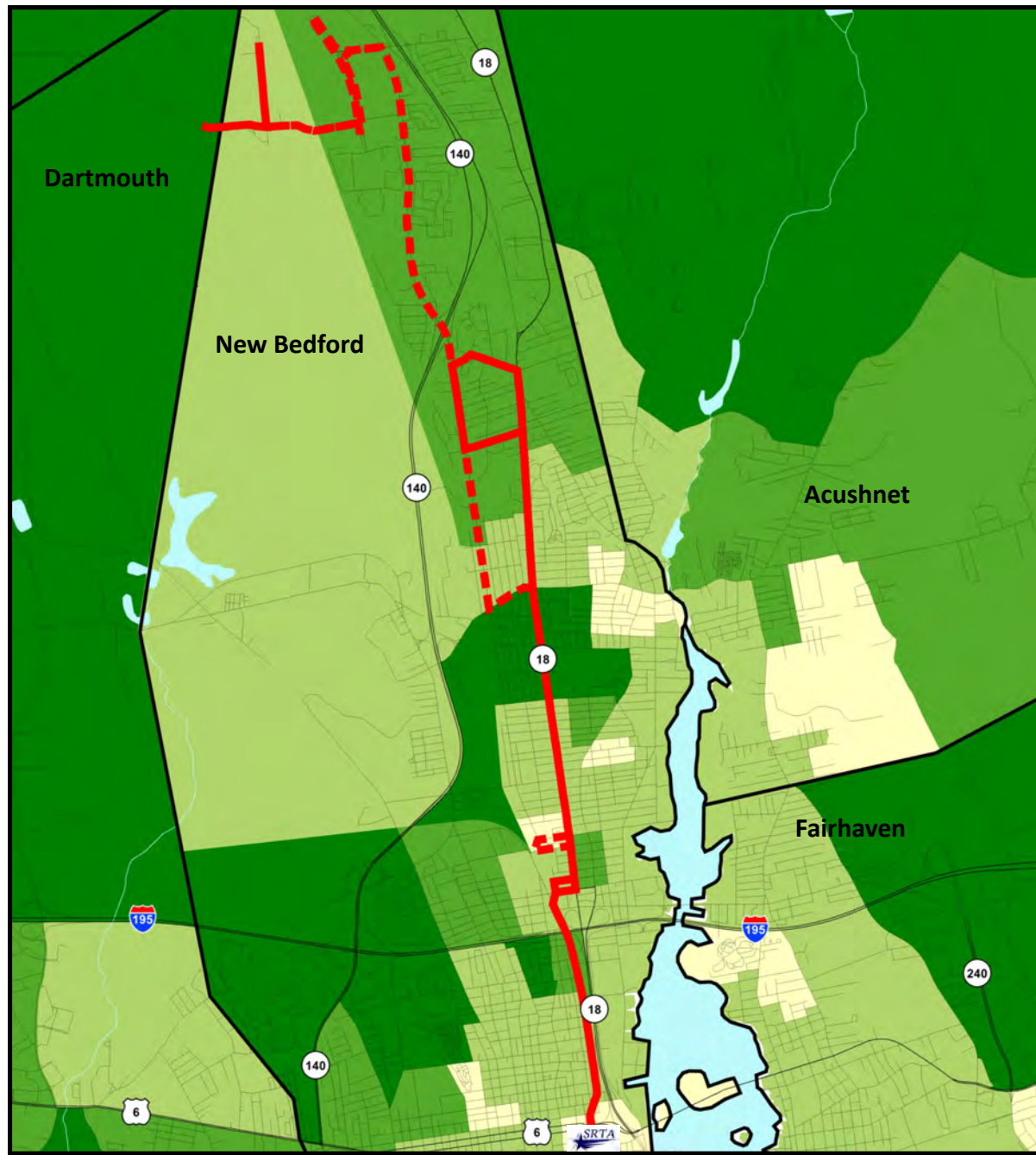
0 .75
Miles



Data Sources:

SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-103: New Bedford Route 4 - Ashley Boulevard Older Adult Population



New Bedford Route 4 Population Age 5-17

New Bedford Bus Route

— Route 4 Ashley Blvd.

Population Age 5-17 Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 1
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-104: New Bedford Route 4 - Ashley Boulevard Youth Population

New Bedford Route 5 - Rivet Street

Route 5 serves as a connection between downtown and the southeastern area of New Bedford. It parallels Route 1 on its way south from the terminal, serving apartment complexes, including Harborview Towers, Boa Vista, Verdean Gardens, and Bay Village. This route serves the Ashley Park Senior Center, Catholic Social Services, the Immigrants Assistance Center, Howland Place, Seabra Supermarket and Stop & Shop Supermarket. At the Stop & Shop, Route 5 provides a connection to Route 3 Dartmouth Street. Also, at the Stop & Shop, Route 5 becomes Route 6 inbound and returns to the Terminal via Route 6 inbound.

Population Density and Employment

This entire route serves an area with a high population density including several housing complexes. The prevailing land use is residential with limited commercial retail, leading to low employment.

Environmental Justice

The entire length of Route 5 serves minority, low income and LEP areas. This route serves multiple low income housing complexes.

Households with Zero Vehicles

Route 5 serves several areas with a high number of households with no vehicle. The route serves several housing complexes including a low income housing complex at the southern terminus of the route.

Older Adult Population

Route 5 serves an area with a low older population concentration. The northern portion of Route 5 serves several housing complexes/apartments with concentration of older adults.

Youth Population

Route 5 serves several housing complexes in areas with a high concentration of youth population.

New Bedford Route 5 - Rivet Street

Weekday Service Span	6:20 am to 6:00 pm
Weekend Service Span	8:50 am to 5:10 pm
Weekday Service Frequency	45 minutes
Weekend Service Frequency	30 and 60 minutes
One-Way Route Time	14 minutes
One-Way Route Length	2.43
Connects to Route(s)	1, 3, 6
Demographics within a 1/4-mile of route	
Population	11,823
Minority	3,715 (31%)
Low Income	3218 (27%)
Limited English Proficiency	2785 (24%)
Households with no vehicle	371
Employment	9,808



Photo 1-16: New Bedford Route 5 - Rivet Street at the New Bedford Terminal. Photo Credit: SRPEDD

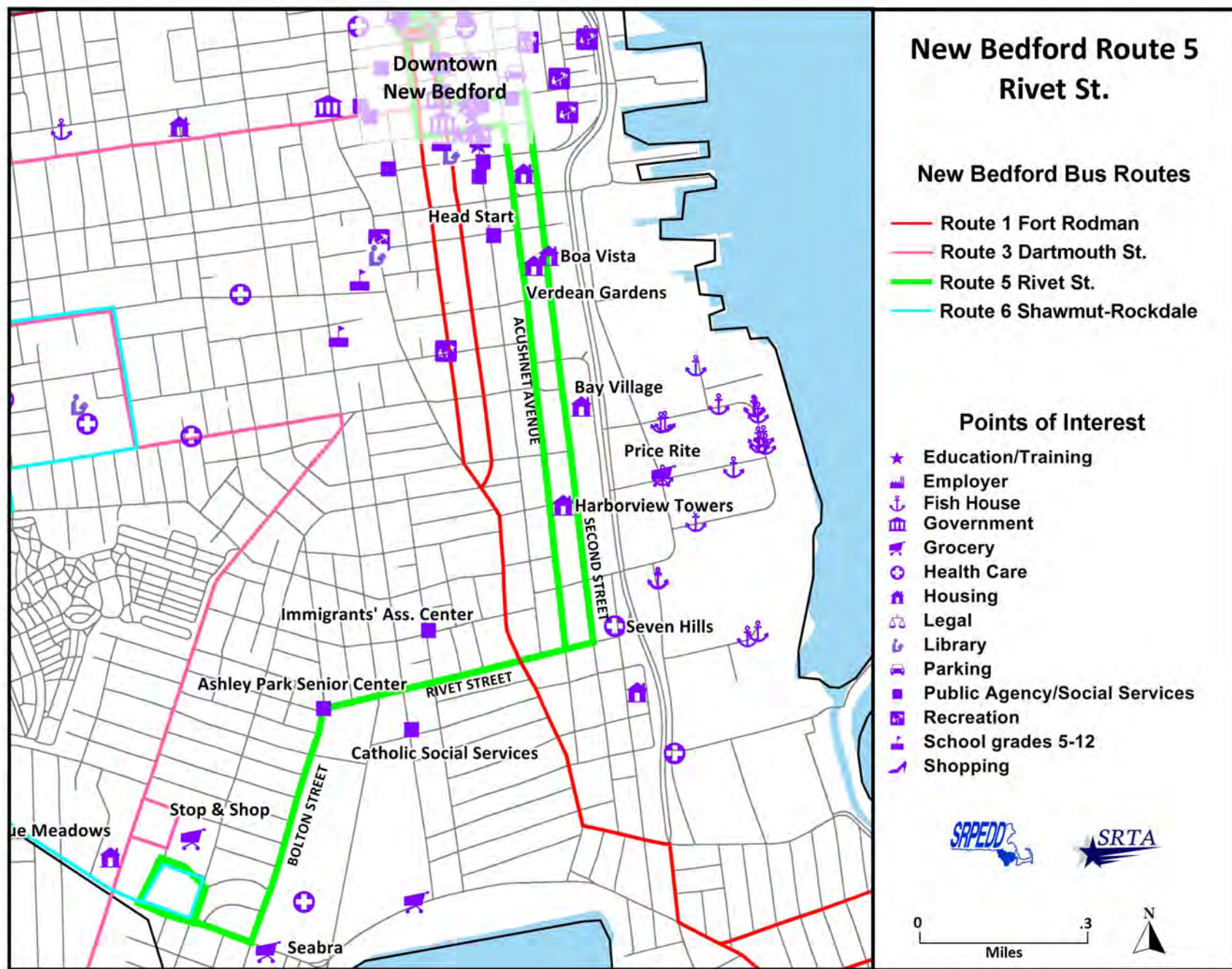


Figure 1-105: New Bedford Route 5 - Rivet Street Points of Interest

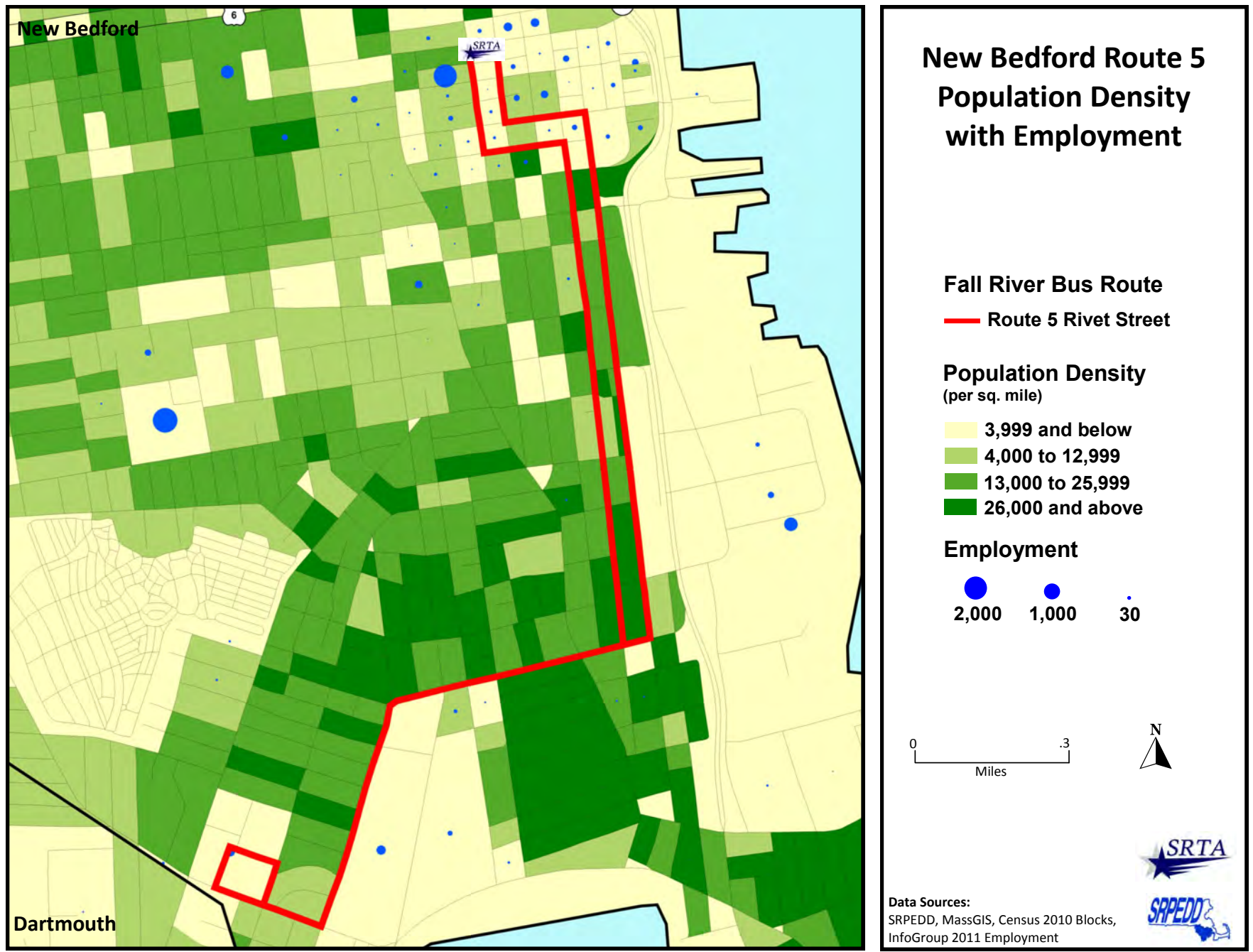
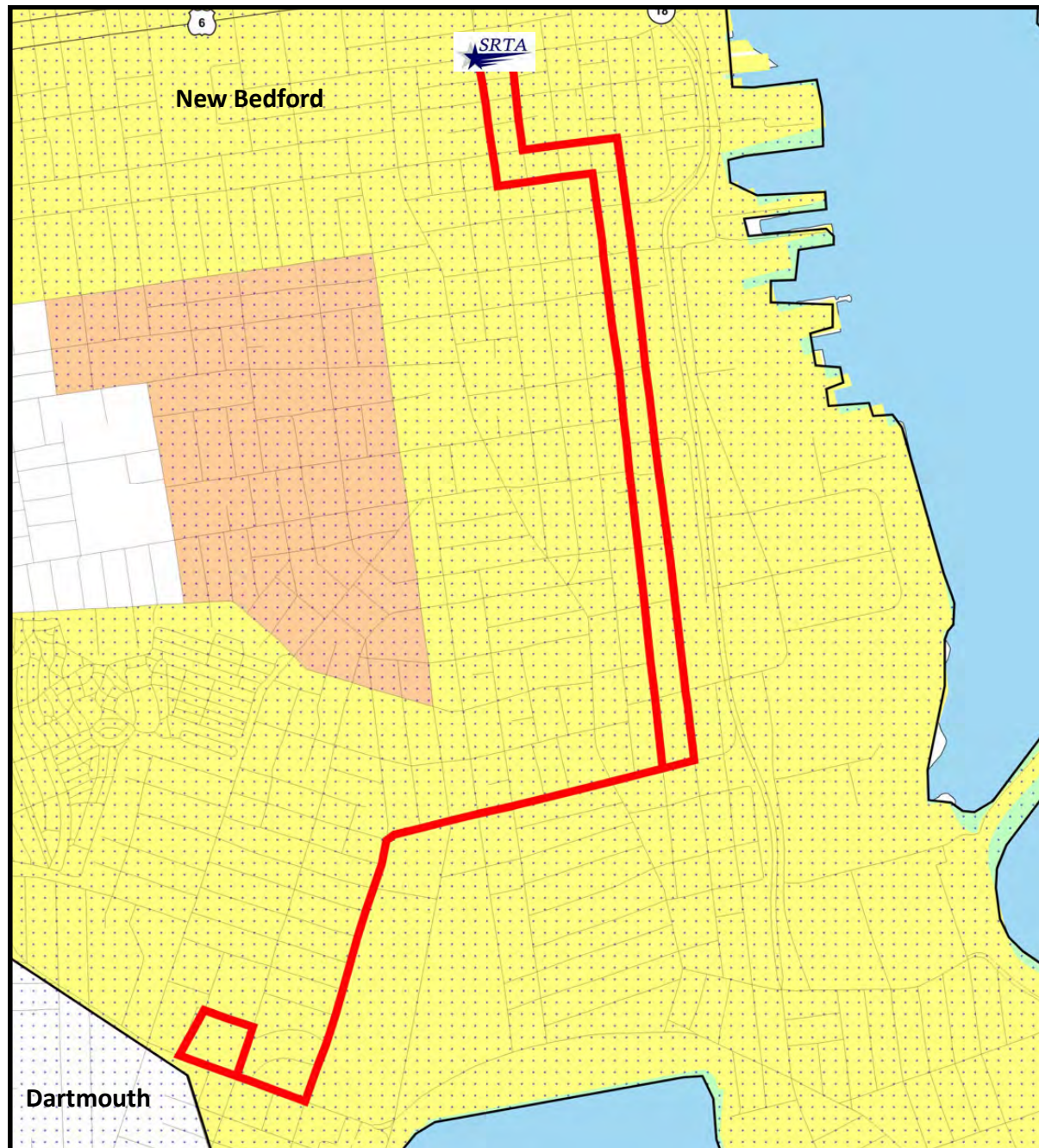


Figure 1-106: New Bedford Route 5 - Rivet Street Population Density and Employment



New Bedford Route 5 Environmental Justice

New Bedford Bus Route

— Route 5 Rivet Street

Environmental Justice

Minority and Low Income

Minority

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

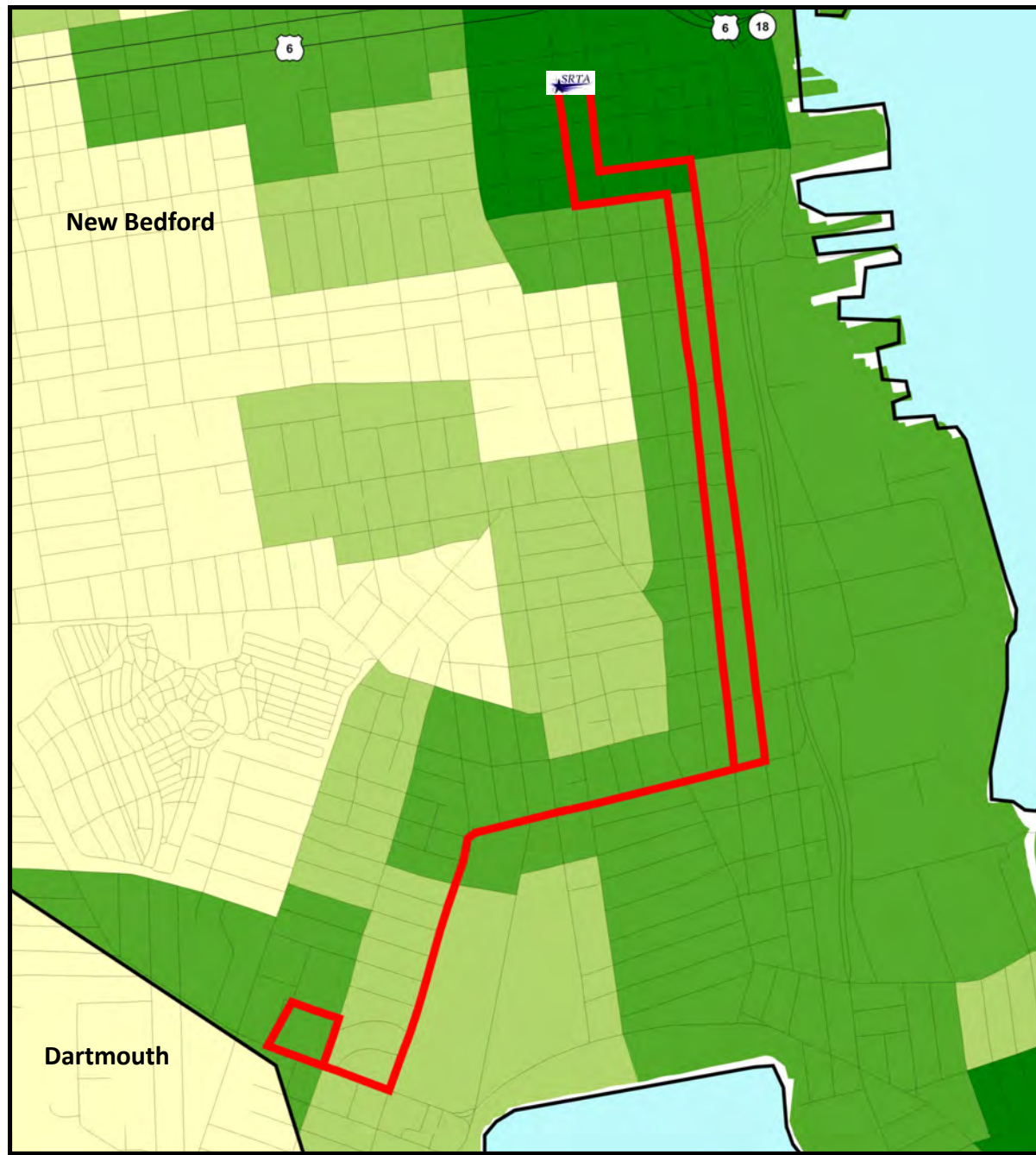
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .2
Miles



Figure 1-107: New Bedford Route 5 - Rivet Street Environmental Justice



New Bedford Route 5 Households with No Vehicle

New Bedford Bus Route

— Route 5 Rivet Street

Households with No Vehicle

Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

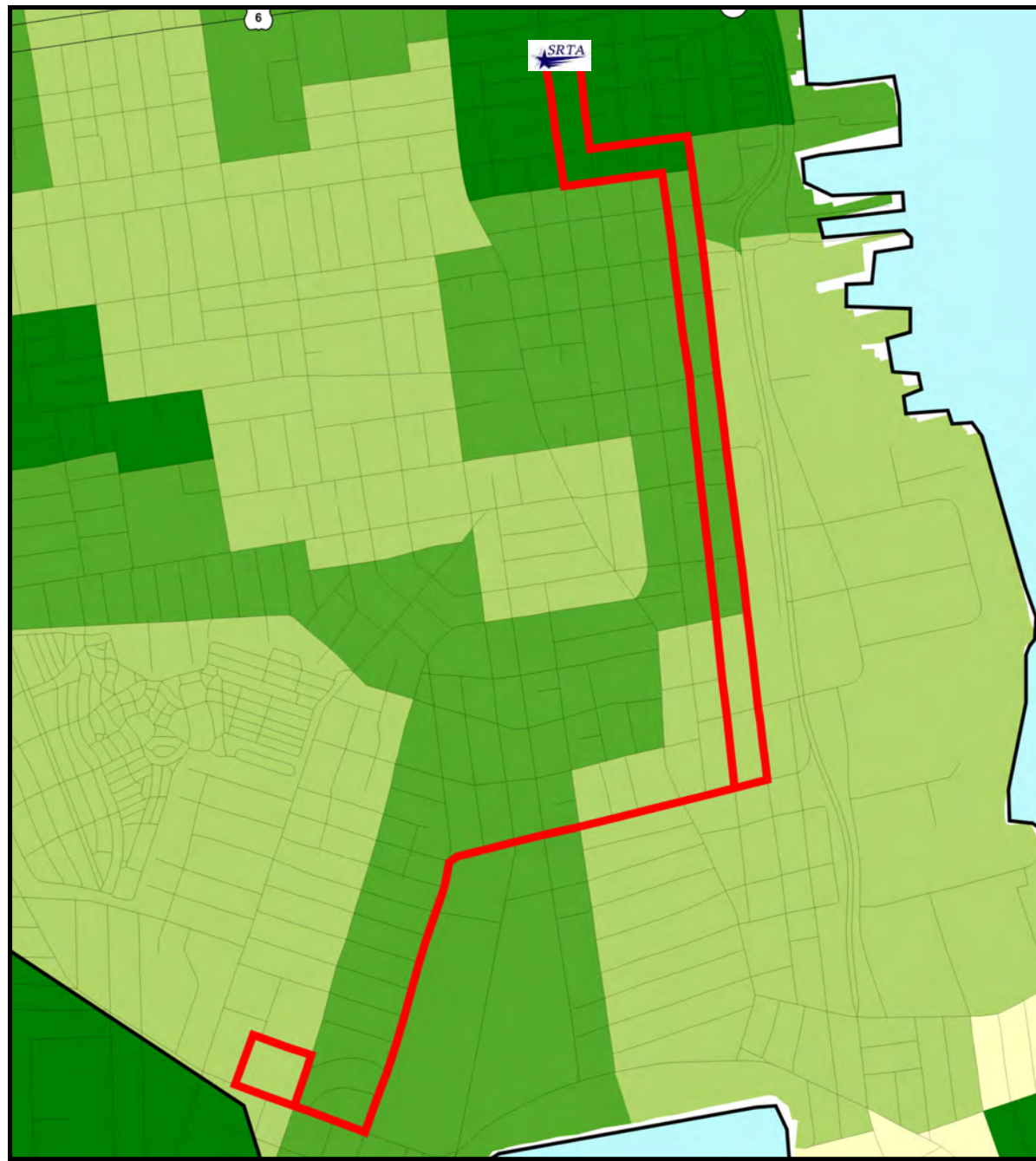
0 .3
Miles



Data Sources:

SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-108: New Bedford Route 5 - Rivet Street Households with Zero Vehicles



New Bedford Route 5 Population Age 60+

New Bedford Bus Route

Route 5 Rivet Street

Population Age 60+

Number of Persons

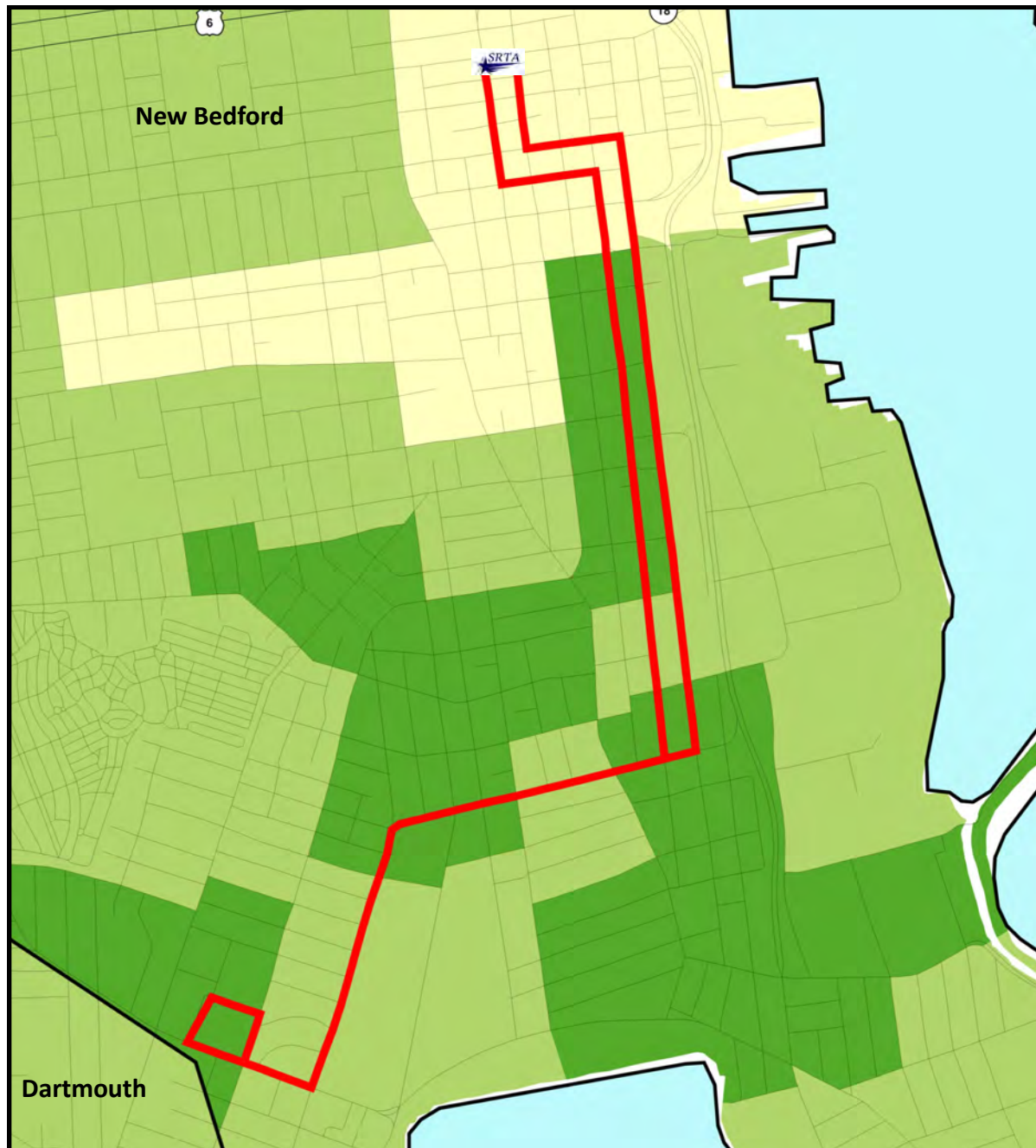
- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 0.2
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-109: New Bedford Route 5 - Rivet Street Older Adult Population



New Bedford Route 5 Population Age 5-17

New Bedford Bus Route

— Route 5 Rivet Street

Population Age 5-17 Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-110: New Bedford Route 5 - Rivet Street Youth Population

New Bedford Route 6 - Shawmut-Rockdale

Route 6 travels from Downtown to the north central area and to the southwestern area of New Bedford. It provides a connection to St. Luke's Hospital, Buttonwood Park Community Center and deviates to New Bedford High School and Keith Middle School. This route travels to many housing complexes including Shawmut Village, Parkdale and Blue Meadows. Route 6 deviates to Bayberry Estates and Hidden Brook Apartments (formerly named Rockdale West Apartments) and this is known as the Rockdale West Extension (RWE). Route 6 intersects the Intercity Route and Route 10 Dartmouth Mall at points along Highway Route 6. It also crosses paths with Route 8 Mt. Pleasant and intersects with Route 3 Dartmouth Street at the Stop & Shop. Also at the Stop & Shop Route 6 becomes Route 5 Inbound and returns to the Terminal via Route 5 inbound.

Population Density and Employment

Route 6 traverses a large area of medium population density from north central area of the city to southwest of the downtown. Although this route serves New Bedford High School and Keith Middle School as well as Stop & Shop, the major employment served on this route is St. Luke's Hospital.

Environmental Justice

Route 6 serves minority, low income and LEP areas; west of St. Luke's Hospital is not an EJ area. Route 6 serves low income housing for older adults and persons with disabilities.

Households with Zero Vehicles

Route 6 serves several areas with a high concentration in households with no vehicle. The route serves several low income and housing complexes for older adults.

Older Adult Population

Route 6 serves two areas with a high concentration of older adults. The route serves several low income and/or housing complexes for older adults.

Youth Population

Route 6 serves areas of low to high concentrations of youth population. The route serves several housing complexes in areas with high concentrations of youth population.

New Bedford Route 6 - Shawmut-Rockdale

Weekday Service Span	6:05 am to 6:28 pm
Weekend Service Span	8:05 am to 4:33 pm
Weekday Service Frequency	45 minutes
Weekend Service Frequency	30 and 60 minutes
One-Way Route Time	30 minutes
One-Way Route Length	6.37
Connects to Route(s)	3, 10, 8 and Intercity

Demographics within a 1/4-mile of route

Population	25,033
Minority	7,239 (29%)
Low Income	5,455 (22%)
Limited English Proficiency	3,381 (14%)
Employment	19,475



Photo 1-17: New Bedford Route 6 - Shawmut-Rockdale at the New Bedford Terminal. Photo Credit: SRPEDD

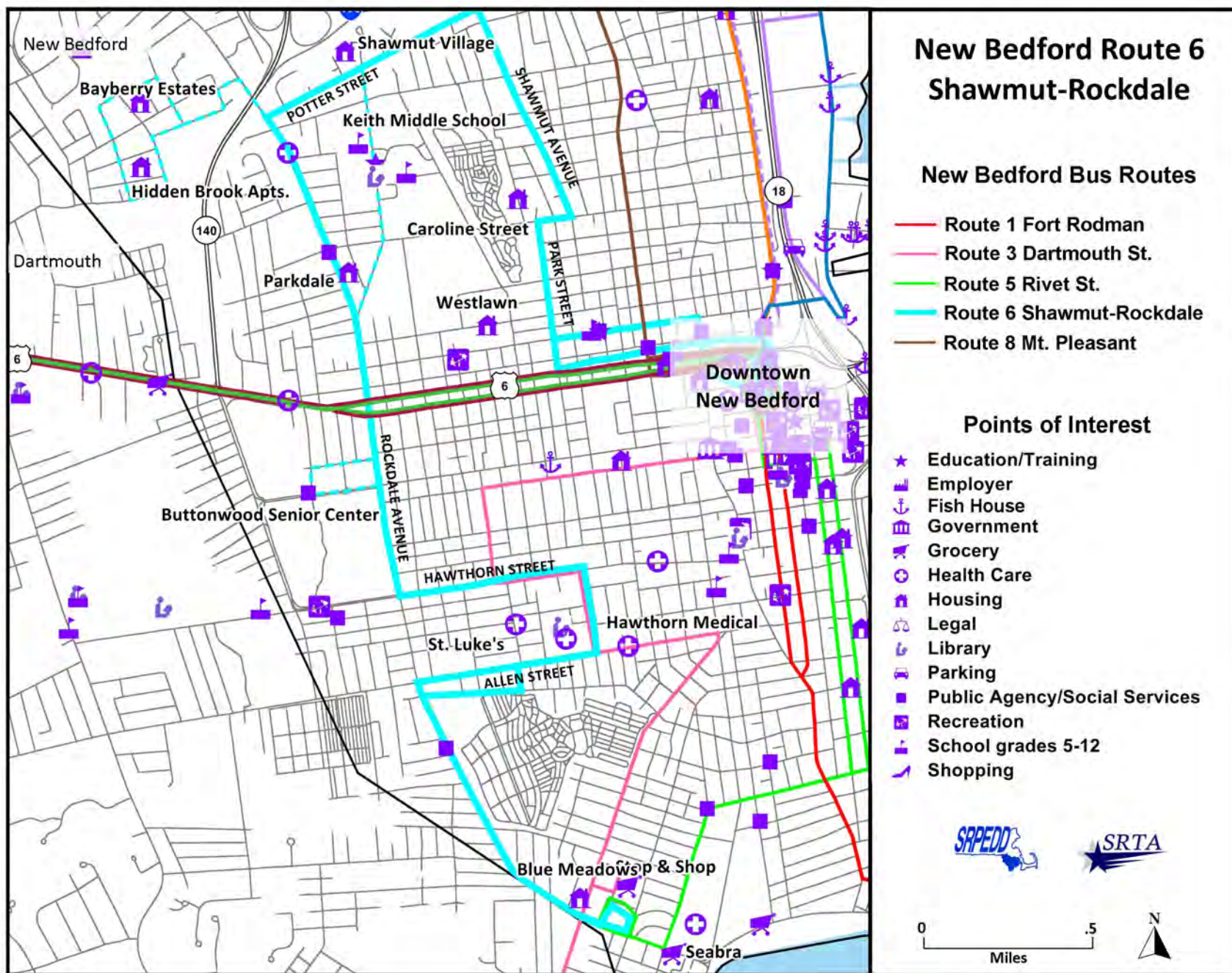


Figure 1-111: New Bedford Route 6 - Shawmut-Rockdale Points of Interest

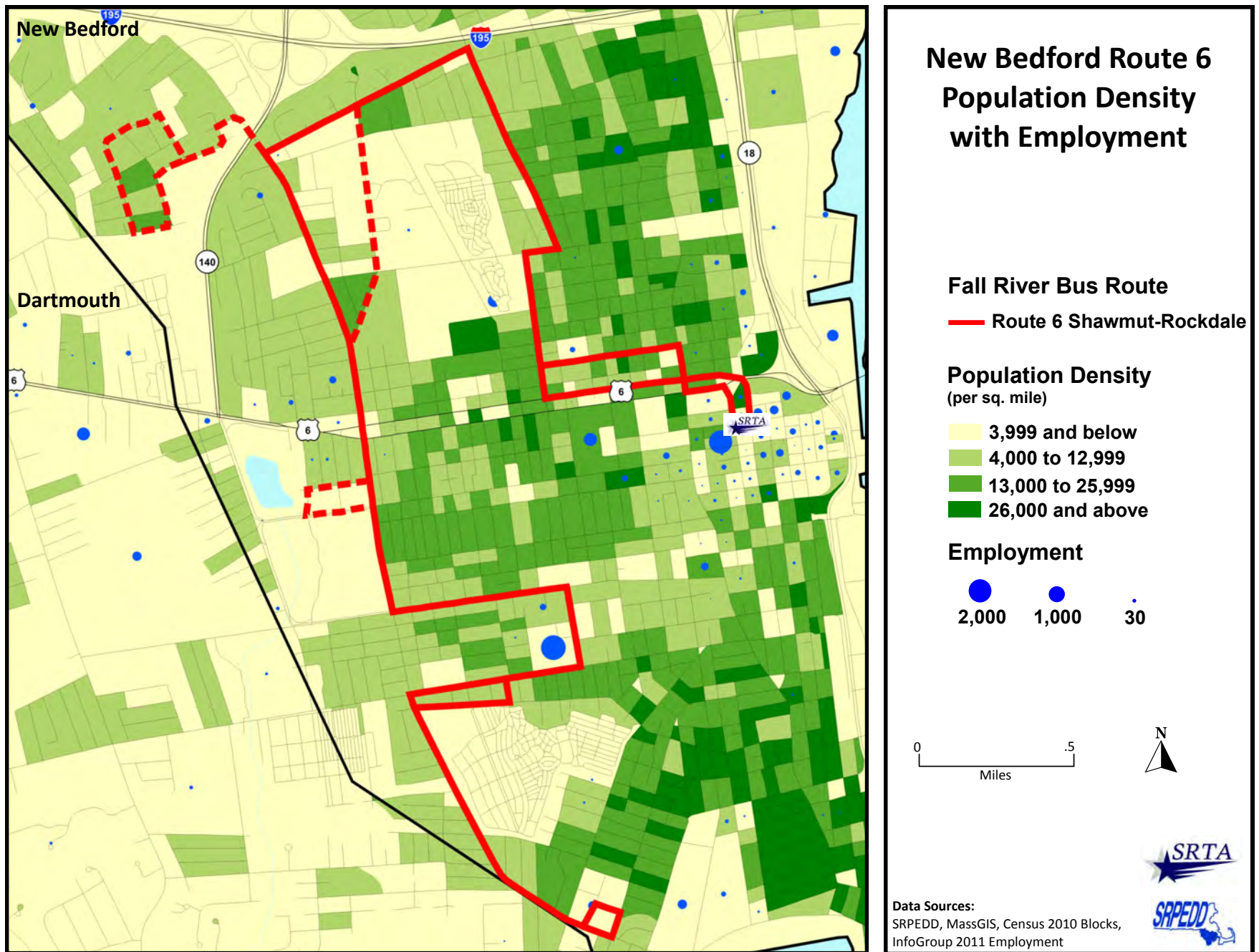
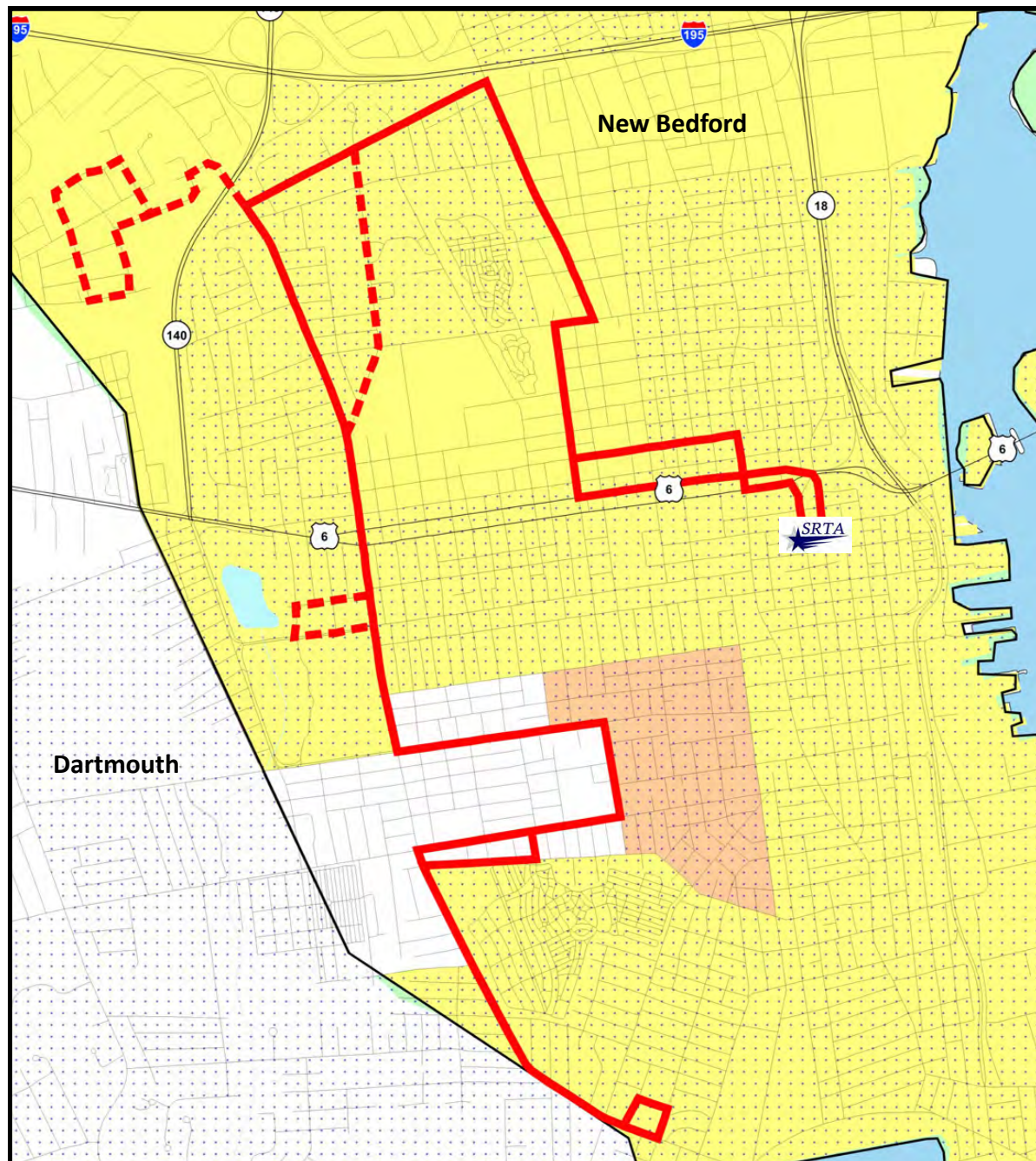


Figure 1-112: New Bedford Route 6 - Shawmut-Rockdale Population Density and Employment



New Bedford Route 6 Environmental Justice

New Bedford Bus Route

— Route 6 Shawmut / Rockdale

Environmental Justice

Minority and Low Income

Minority

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

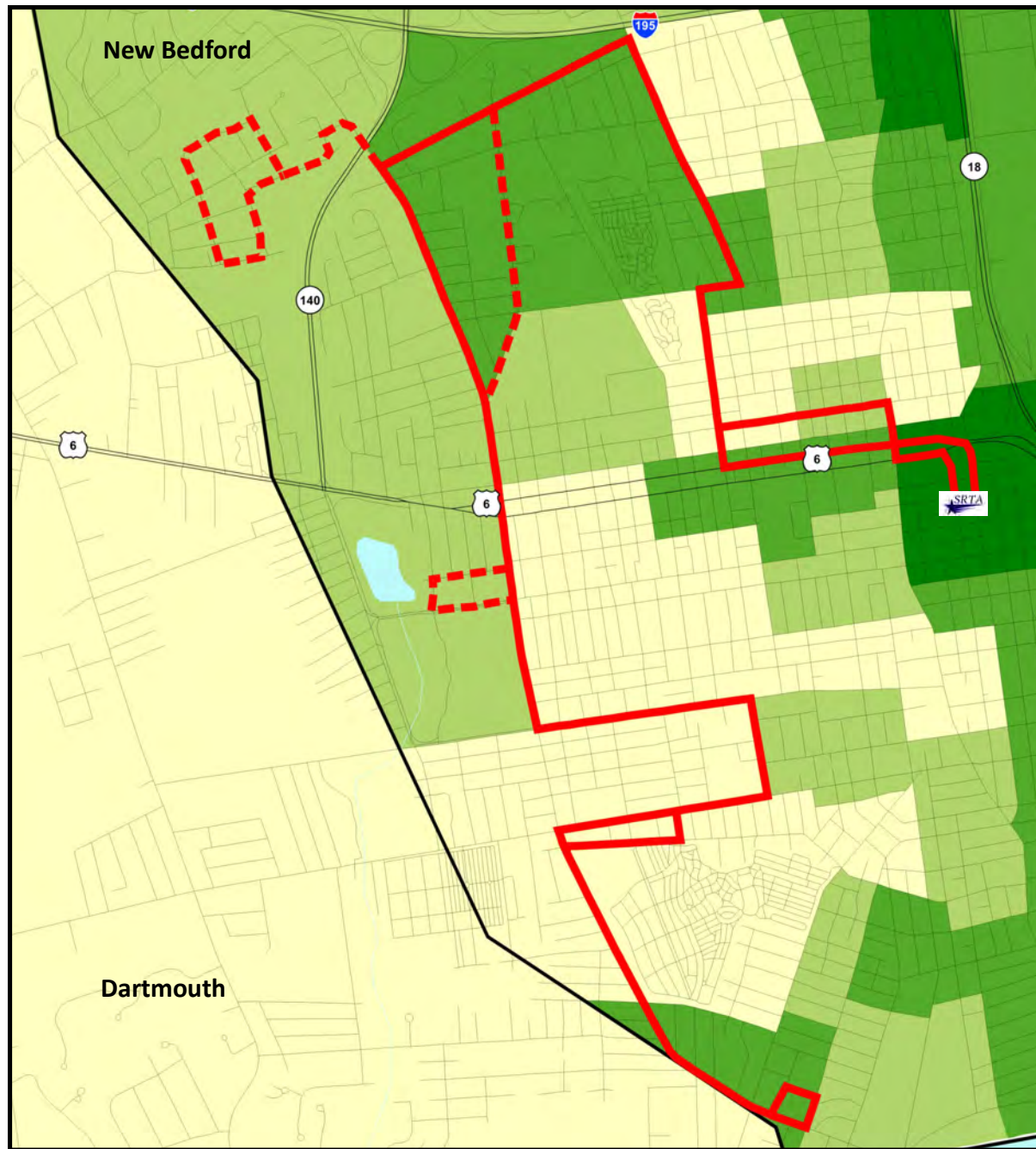
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles







Figure 1-113: New Bedford Route 6 - Shawmut-Rockdale Environmental Justice



New Bedford Route 6 Households with No Vehicle

New Bedford Bus Route
 Route 6 Shawmut / Rockdale

Households with No Vehicle
 Number of Households

-  0 to 49
-  50 to 99
-  100 to 199
-  200 and above

0 .3
Miles



Data Sources:
 SRPEDD, MassGIS, MAPC,
 ACS 2006-2010 Block Groups

Figure 1-114: New Bedford Route 6 - Shawmut-Rockdale Households with Zero Vehicles



New Bedford Route 6 Population Age 60+

New Bedford Bus Route

— Route 6 Shawmut / Rockdale

Population Age 60+

Number of Persons

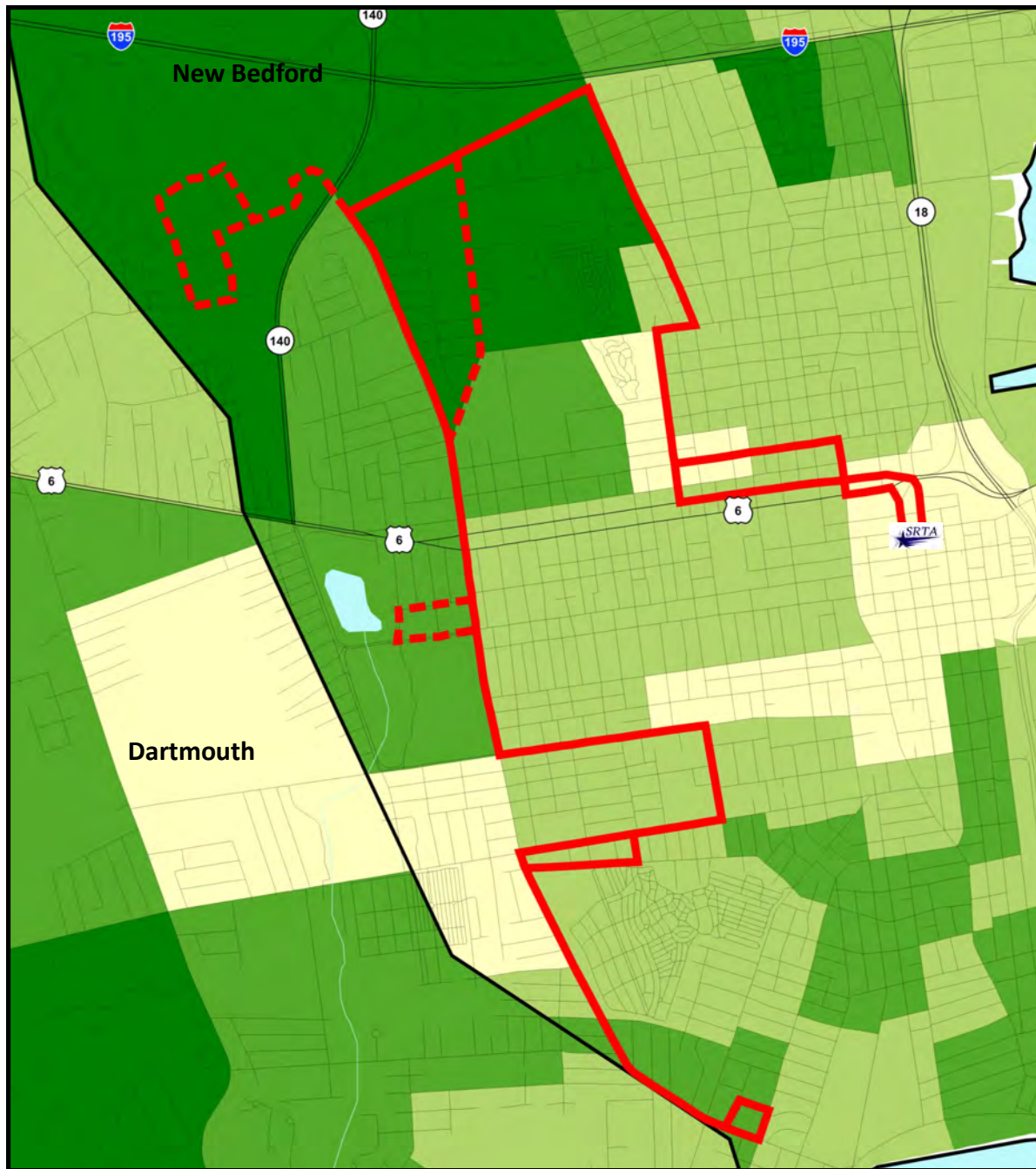
- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 .25
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-115: New Bedford Route 6 - Shawmut-Rockdale Older Adult Population



New Bedford Route 6 Population Age 5-17

New Bedford Bus Route

— Route 6 Shawmut / Rockdale

Population Age 5-17

Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 0.3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-116: New Bedford Route 6 - Shawmut-Rockdale Youth Population

New Bedford Route 8 - Mt. Pleasant Street

Route 8 serves the north central area of New Bedford. This route serves Save a Lot Supermarket, King's Highway Plaza and terminates at Fieldstone Market Place. Route 8 serves multiple housing complexes such as Crestview Senior Housing, Presidential Heights and Nashmont Housing. Passengers can use a free transfer to board the North End Shuttle at Fieldstone Marketplace.

Population Density and Employment

The southern and middle portion of Route 8 serves multiple housing complexes and an area with a high population density. The route serves an area of high employment density including the Tremblay Bus Company.

Environmental Justice

Route 8 primarily serves minority, low income and LEP areas. Route 8 serves a high percentage of low income population along Mt. Pleasant Street, as well as multiple low income housing complexes.

Households with Zero Vehicles

Route 8 serves the north end of the city and terminates at the Fieldstone Marketplace. The route serves several areas, each with low income housing complexes that have a high number of households with no vehicle.

Older Adult Population

Route 8 serves downtown which has a high concentration of older adults. The northern segments of the route serve low income housing and a nursing home south of I-195.

Youth Population

Route 8 serves areas of moderate to high population concentration of youth. The route serves several housing complexes in the areas with higher concentration of youth population.

New Bedford Route 8 - Mt. Pleasant

Weekday Service Span	6:45 am to 5:41 pm
Weekend Service Span	6:45 am to 6:01 pm
Weekday Service Frequency	40 minutes
Weekend Service Frequency	40 minutes
One-Way Route Time	20 minutes
One-Way Route Length	3.5
Connects to Route(s)	6, 10, Intercity

Demographics within a 1/4-mile of route

Population	14,663
Minority	5,223 (36%)
Low Income	4,568 (31%)
Limited English Proficiency	2,149 (15%)
Households with no vehicle	419
Employment	10,788



Photo 1-18: New Bedford Route 8 - Mt. Pleasant at the New Bedford Terminal. Photo Credit: SRPEDD

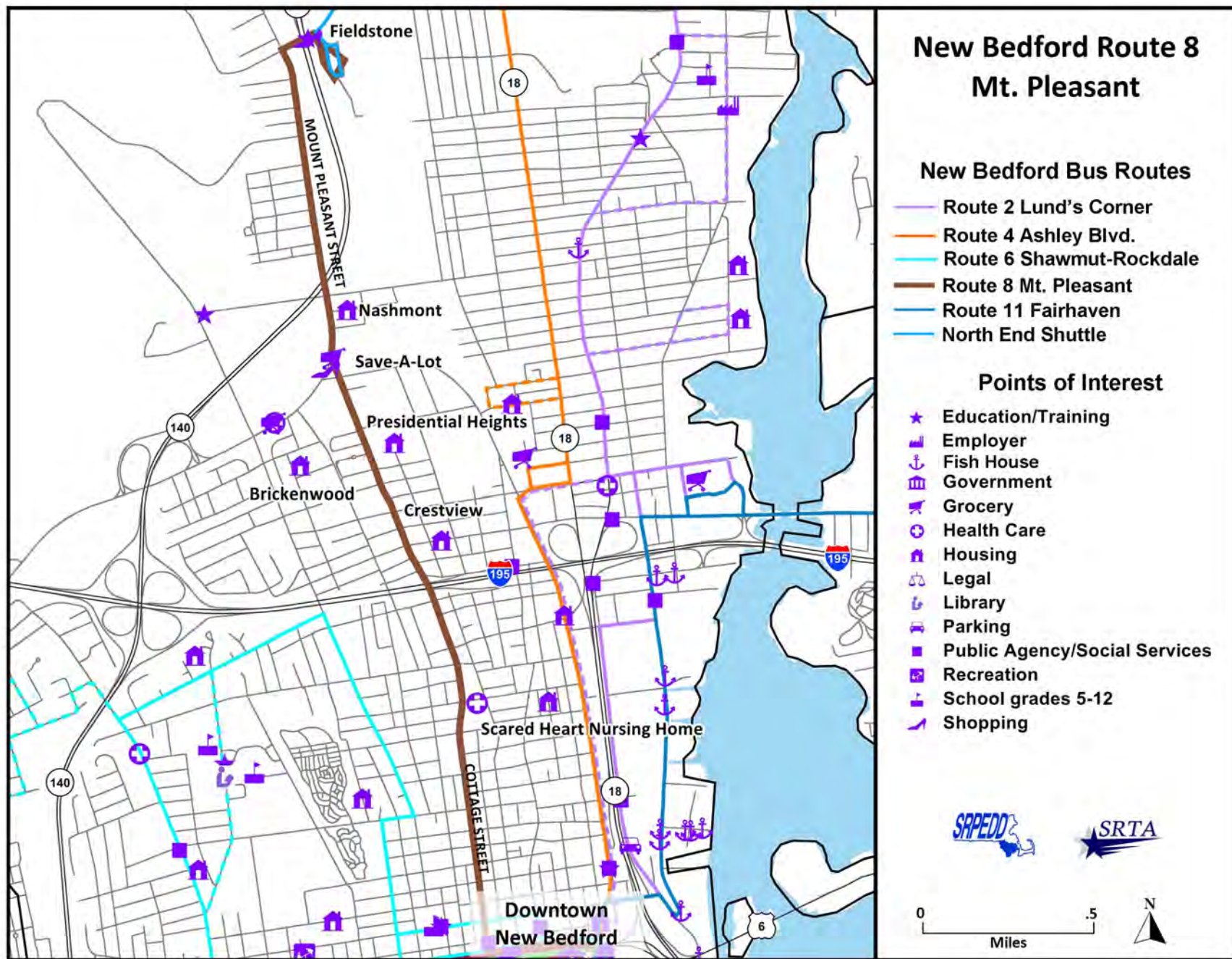


Figure 1-117: New Bedford Route 8 - Mount Pleasant Points of Interest

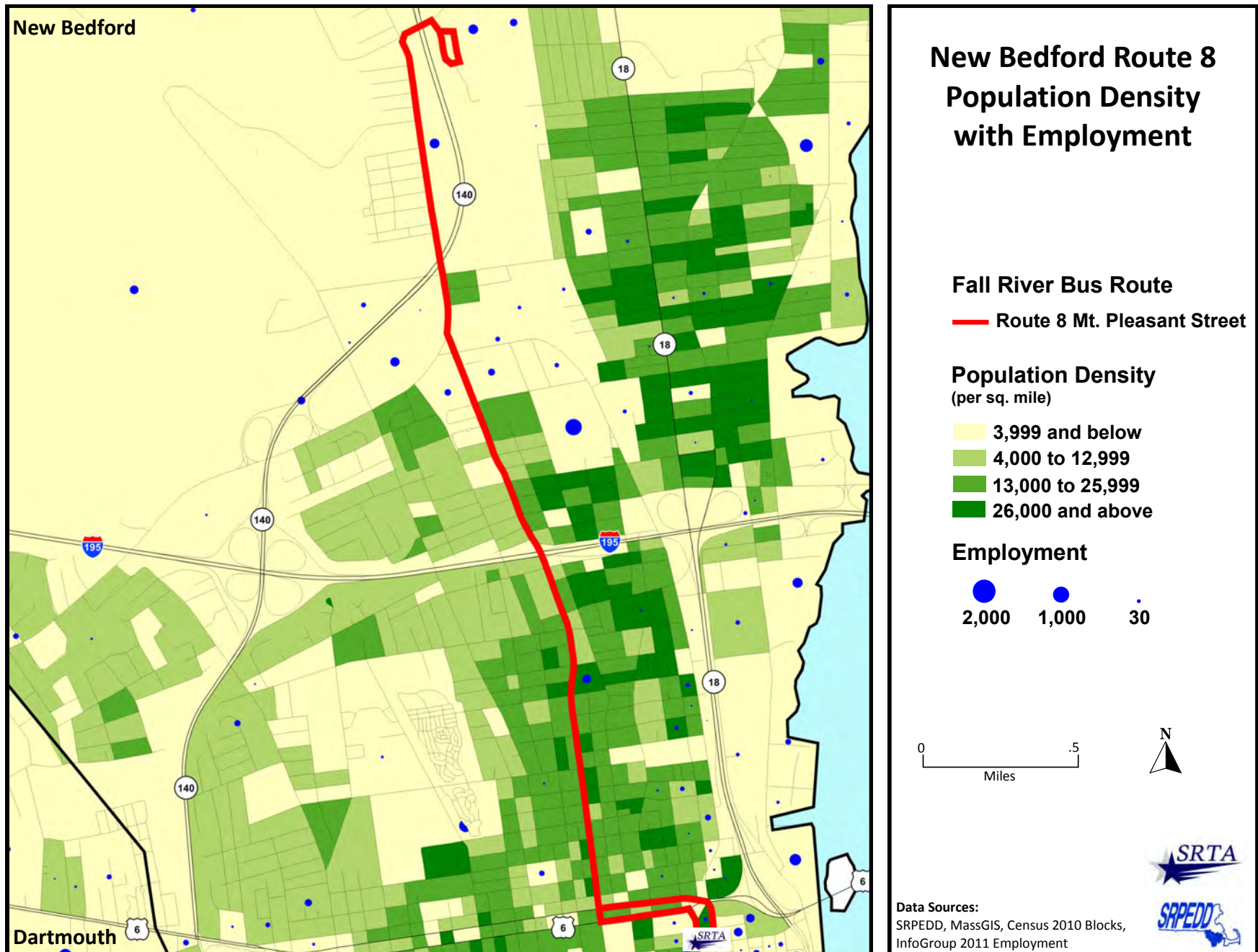
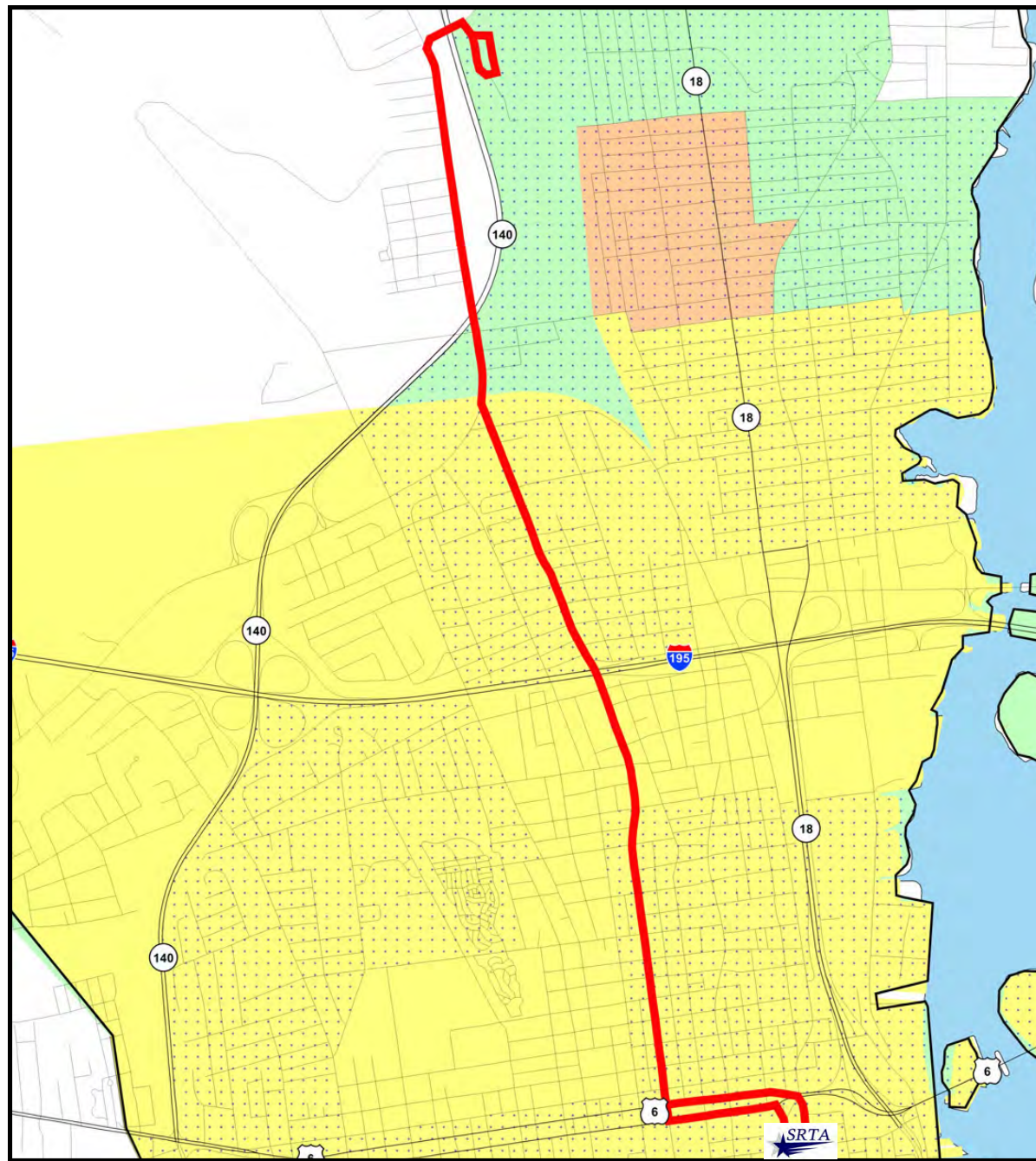


Figure 1-118: New Bedford Route 8 - Mount Pleasant Population Density and Employment



New Bedford Route 8 Environmental Justice

New Bedford Bus Route

— Route 8 Mt. Pleasant

Environmental Justice

- Minority and Low Income
- Low Income
- Minority
- Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

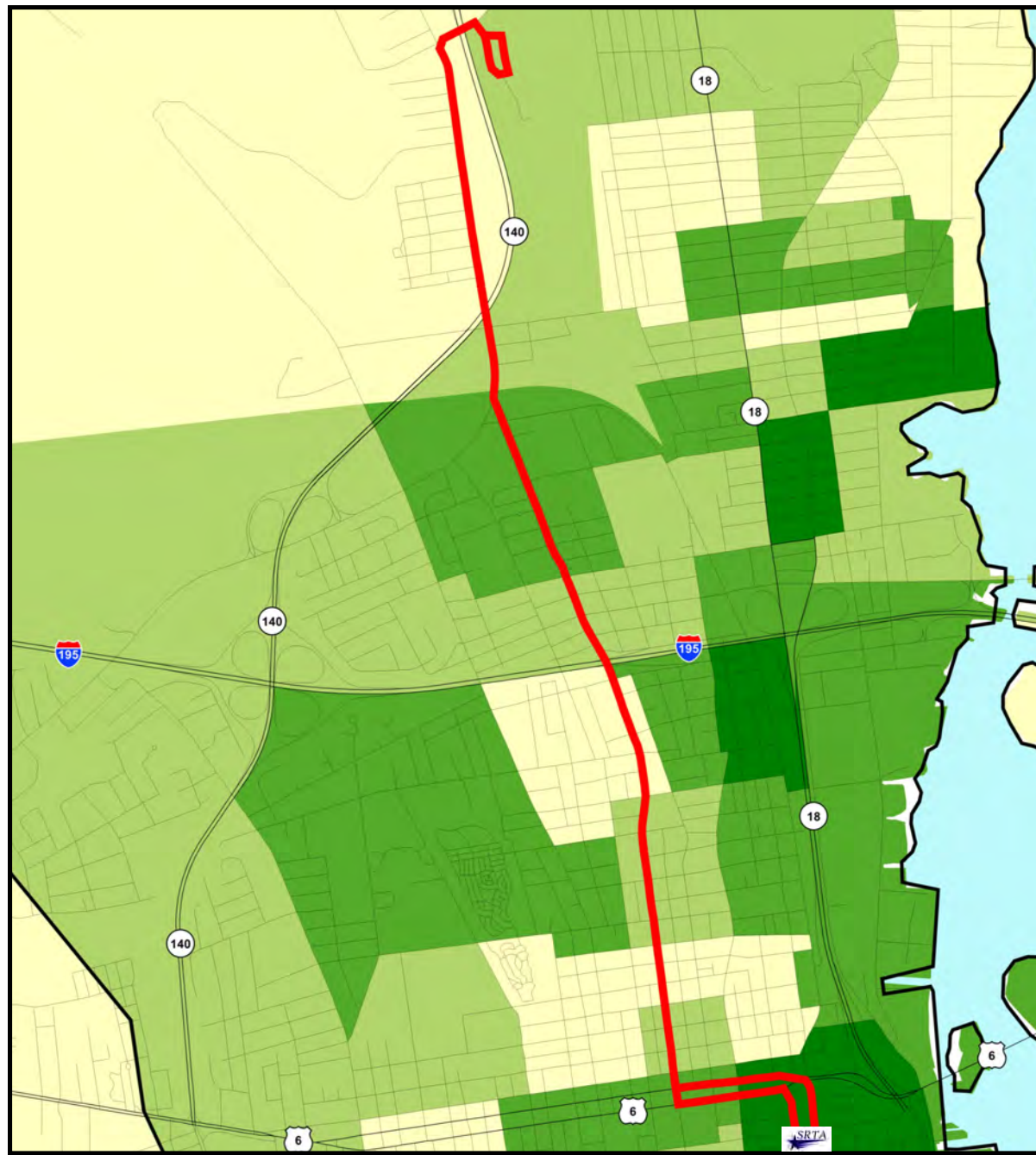
Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



Figure 1-119: New Bedford Route 8 - Mount Pleasant Environmental Justice



New Bedford Route 8 Households with No Vehicle

New Bedford Bus Route

— Route 8 Mount Pleasant

Households with No Vehicle

Number of Households

- 0 to 49
- 50 to 99
- 100 to 199
- 200 and above

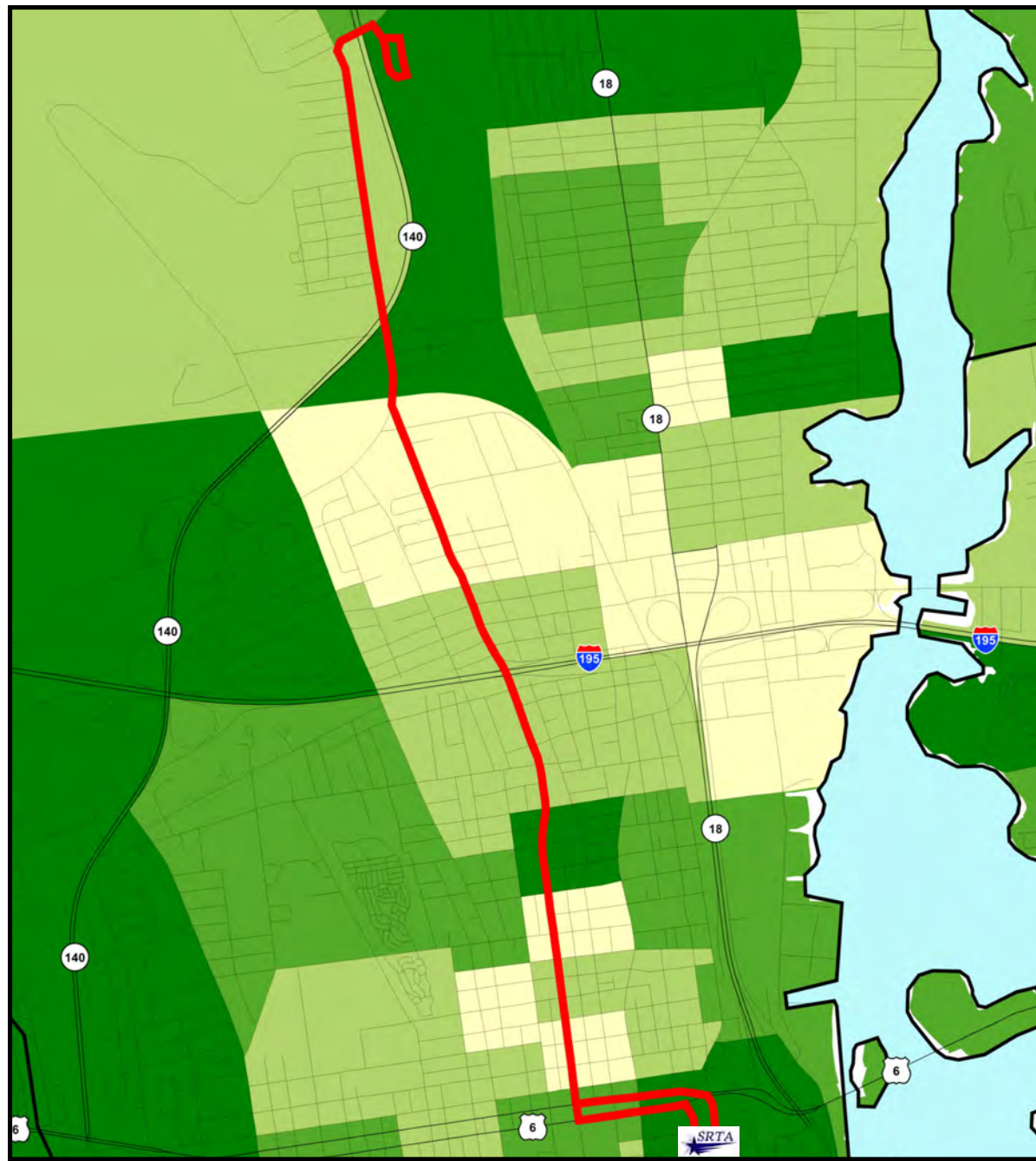
0 .5
Miles



Data Sources:

SRPEDD, MassGIS, MAPC,
ACS 2006-2010 Block Groups

Figure 1-120: New Bedford Route 8 - Mount Pleasant Households with Zero Vehicles



New Bedford Route 8 Population Age 60+

New Bedford Bus Route

— Route 8 Mount Pleasant

Population Age 60+ Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-121: New Bedford Route 8 - Mount Pleasant Older Adult Population

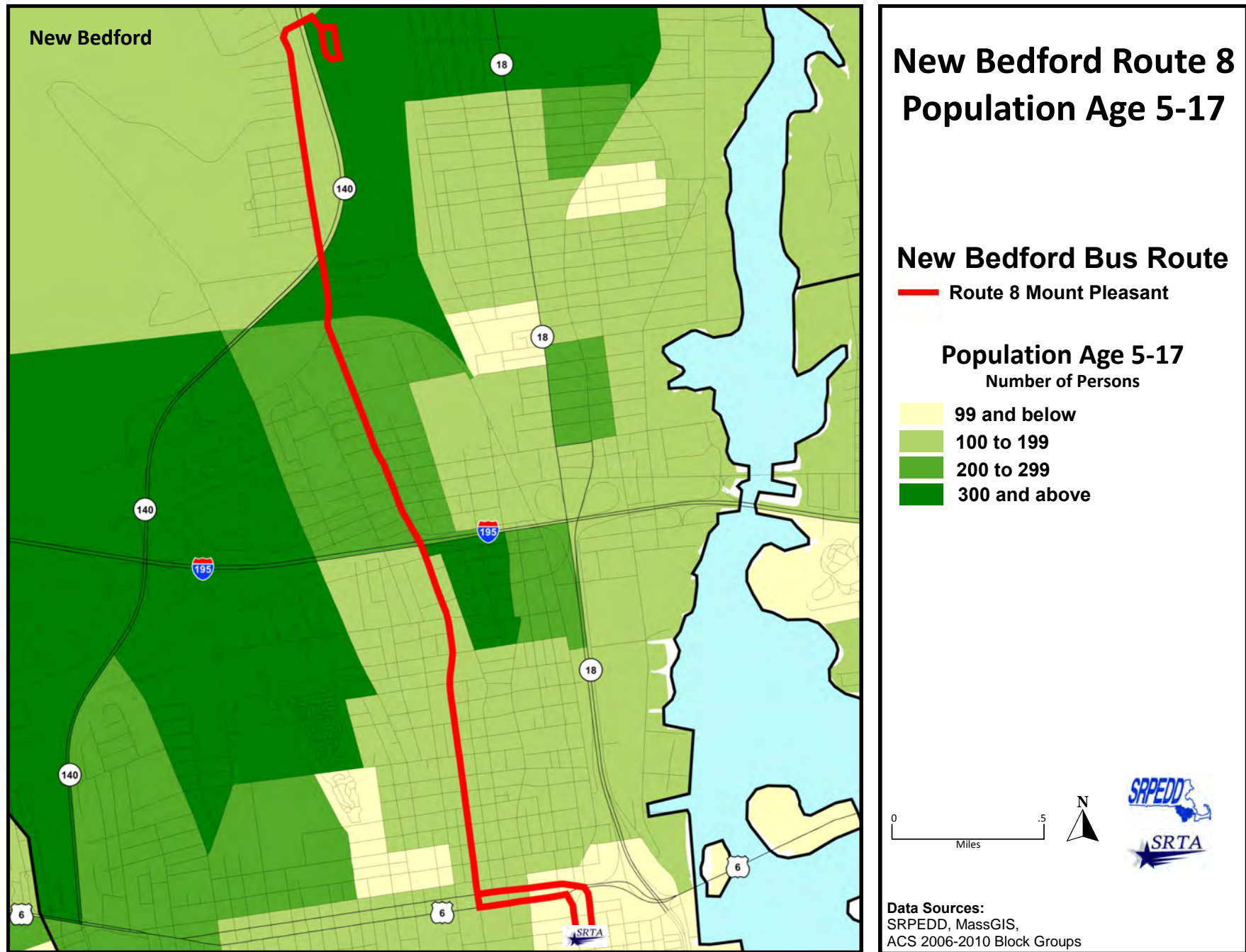


Figure 1-122: New Bedford Route 8 - Mount Pleasant Youth Population

New Bedford Route 10 - Dartmouth Mall

Route 10 serves as a connector from New Bedford to the major retail corridors and medical facilities in Dartmouth. The route travels via Faunce Corner Road which is an extremely congested corridor. There are numerous trip generators along Faunce Corner Road including the Dartmouth Mall, Ann & Hope Plaza, Southcoast Wellness Center, Shields MRI, UMass School of Law, the Vanity Fair shopping complex and Hawthorn Medical. Route 10 also serves Cross Road Apartments, Walmart and Target. The Mall is a popular destination, but riders are just as likely to be traveling to other destinations along this route within New Bedford and Dartmouth.

Population Density and Employment

Within New Bedford, Route 10 serves moderate to high population density areas, however, the population density decreases noticeably as the route enters Dartmouth. The route serves areas with ample employment opportunities along Faunce Corner Road and at the University of Massachusetts Dartmouth Campus.

Environmental Justice

Route 10 serves EJ areas of minority, low income and LEP within New Bedford; there are no EJ areas served in Dartmouth on this route.

Households with Zero Vehicles

Route 10 serves areas with a low number of households without a vehicle. The route serves three housing complexes in Dartmouth for low income and/or older adults. Due to the suburban nature of Dartmouth, fewer households do not have vehicles as compared with Fall River and New Bedford.

Older Adult Population

Route 10 serves an area with a high concentration of older adults. Route 10 serves three low income and/or older adult housing complexes in Dartmouth.

Youth Population

Route 10 generally serves areas of high concentrations of youth population. The town of Dartmouth has the highest youth population among the towns in the SRTA service area.

New Bedford Route 10 - Dartmouth Mall

Weekday Service Span	8:30 am to 6:30 pm
Weekend Service Span	9:30 am to 6:30 pm
Weekday Service Frequency	60 minutes
Weekend Service Frequency	60
One-Way Route Time	30 minutes
One-Way Route Length	10.83
Connects to Route(s)	6, 8 and Intercity

Demographics within a 1/4-mile of route

Population	11,367
Minority	3,564 (31%)
Low Income	2,432 (21%)
Limited English Proficiency	1,406 (12%)
Households with no vehicle	282
Employment	18,415



Photo 1-19: New Bedford Route 10 - Dartmouth Mall at the New Bedford Terminal. Photo Credit: SRPEDD

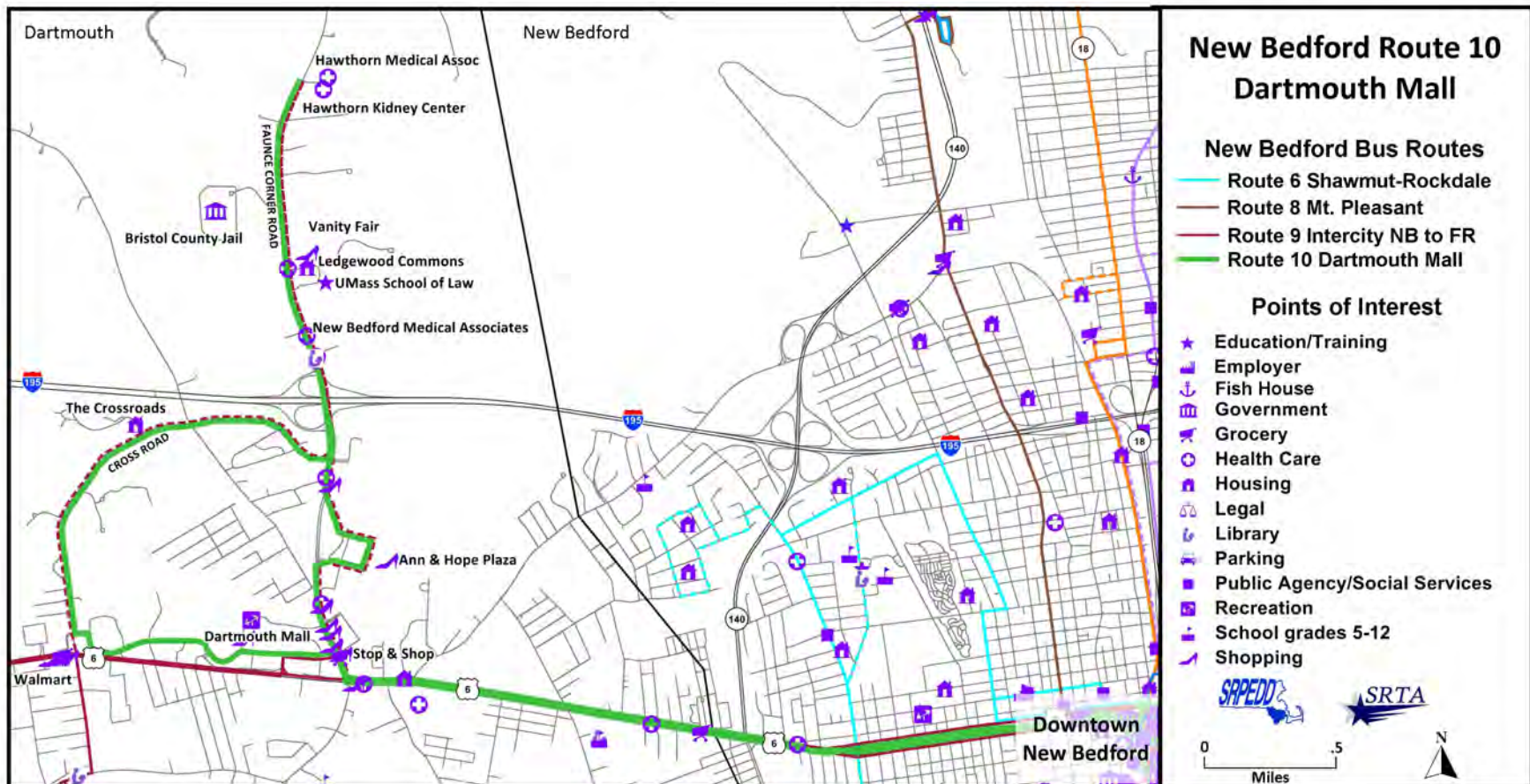


Figure 1-123: New Bedford Route 10 - Dartmouth Mall Points of Interest

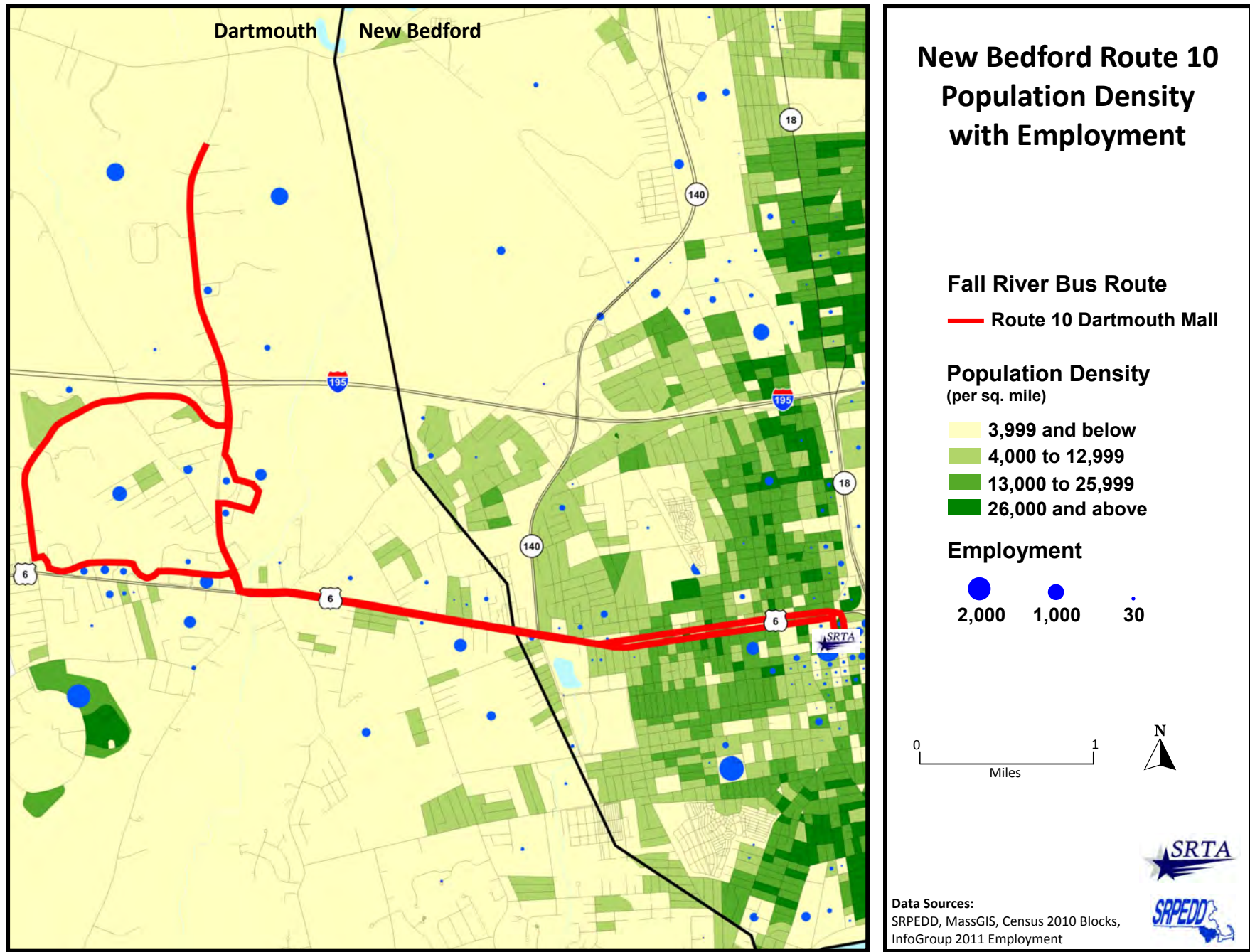


Figure 1-124: New Bedford Route 10 - Dartmouth Mall Population Density and Employment

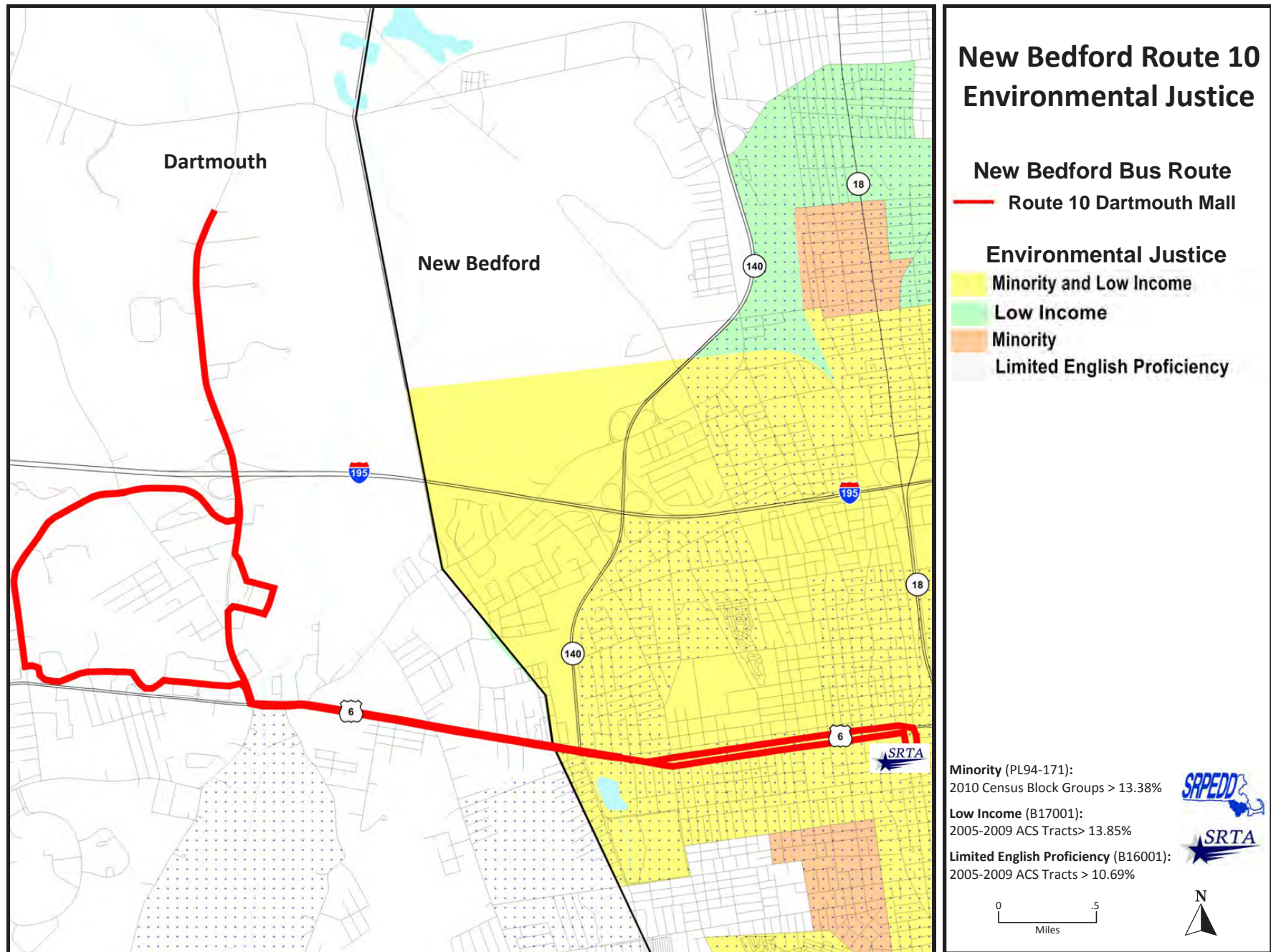


Figure 1-125: New Bedford Route 10 - Dartmouth Mall Environmental Justice

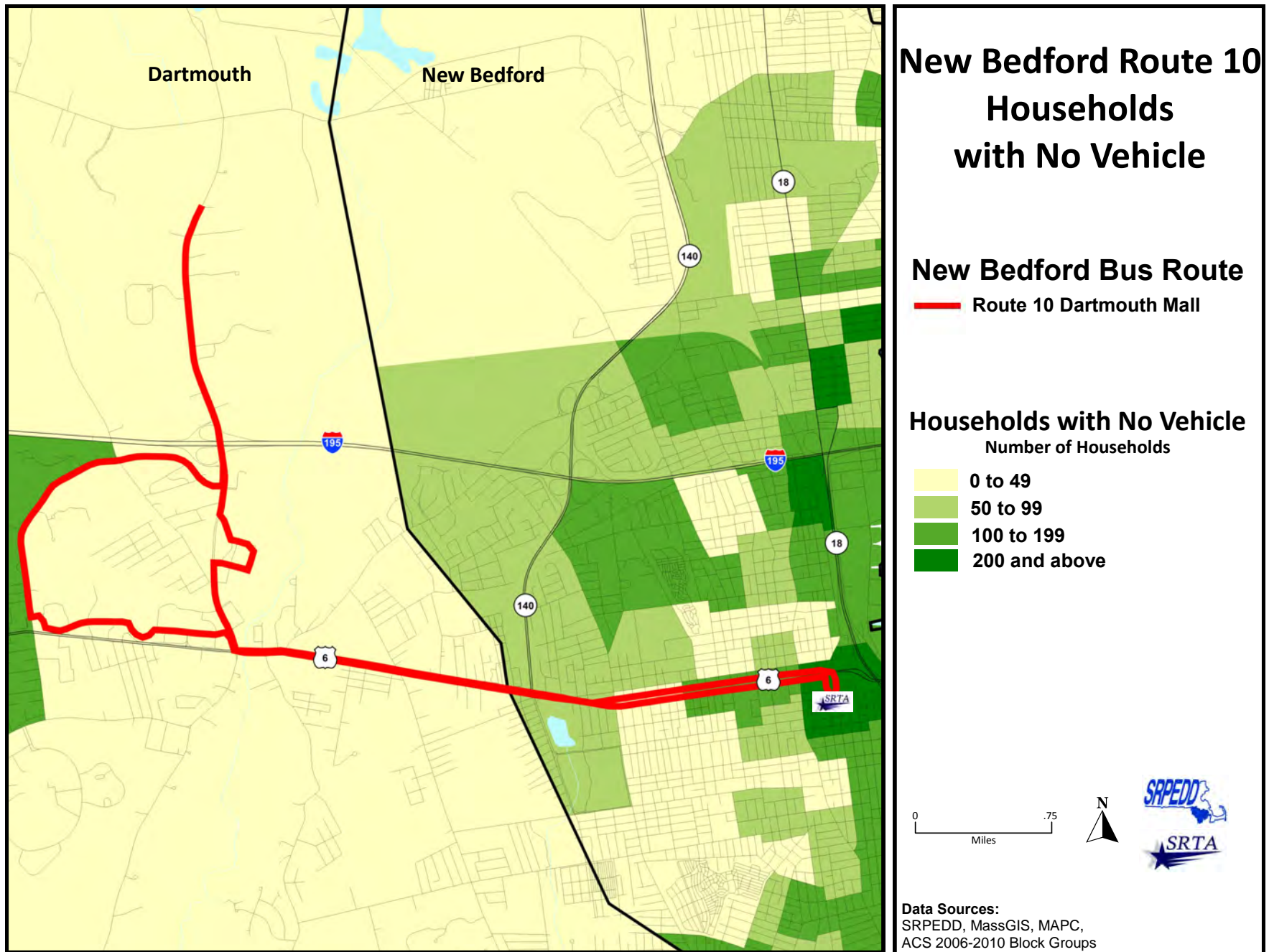


Figure 1-126: New Bedford Route 10 - Dartmouth Mall Households with Zero Vehicles

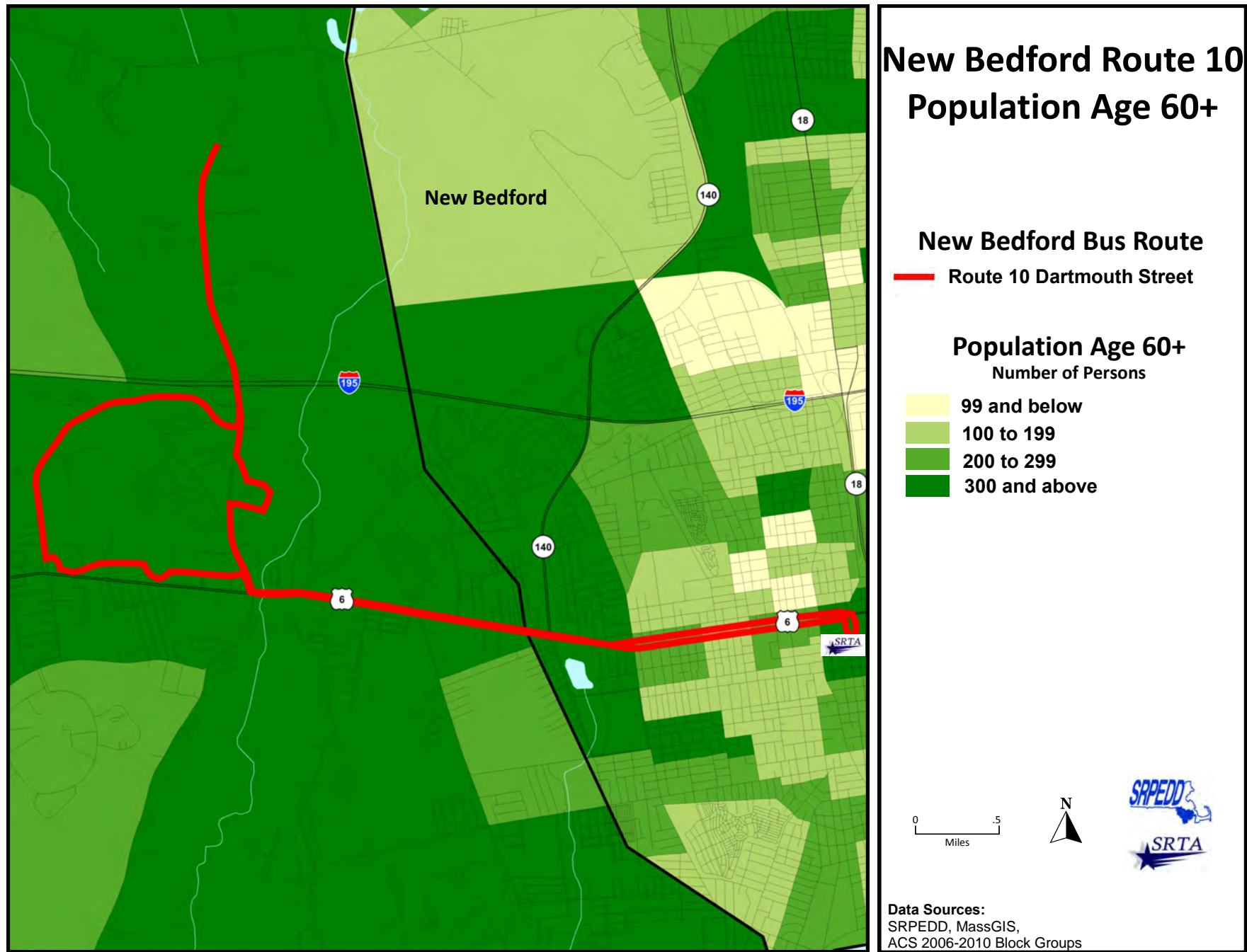


Figure 1-127: New Bedford Route 10 - Dartmouth Mall Older Adult Population

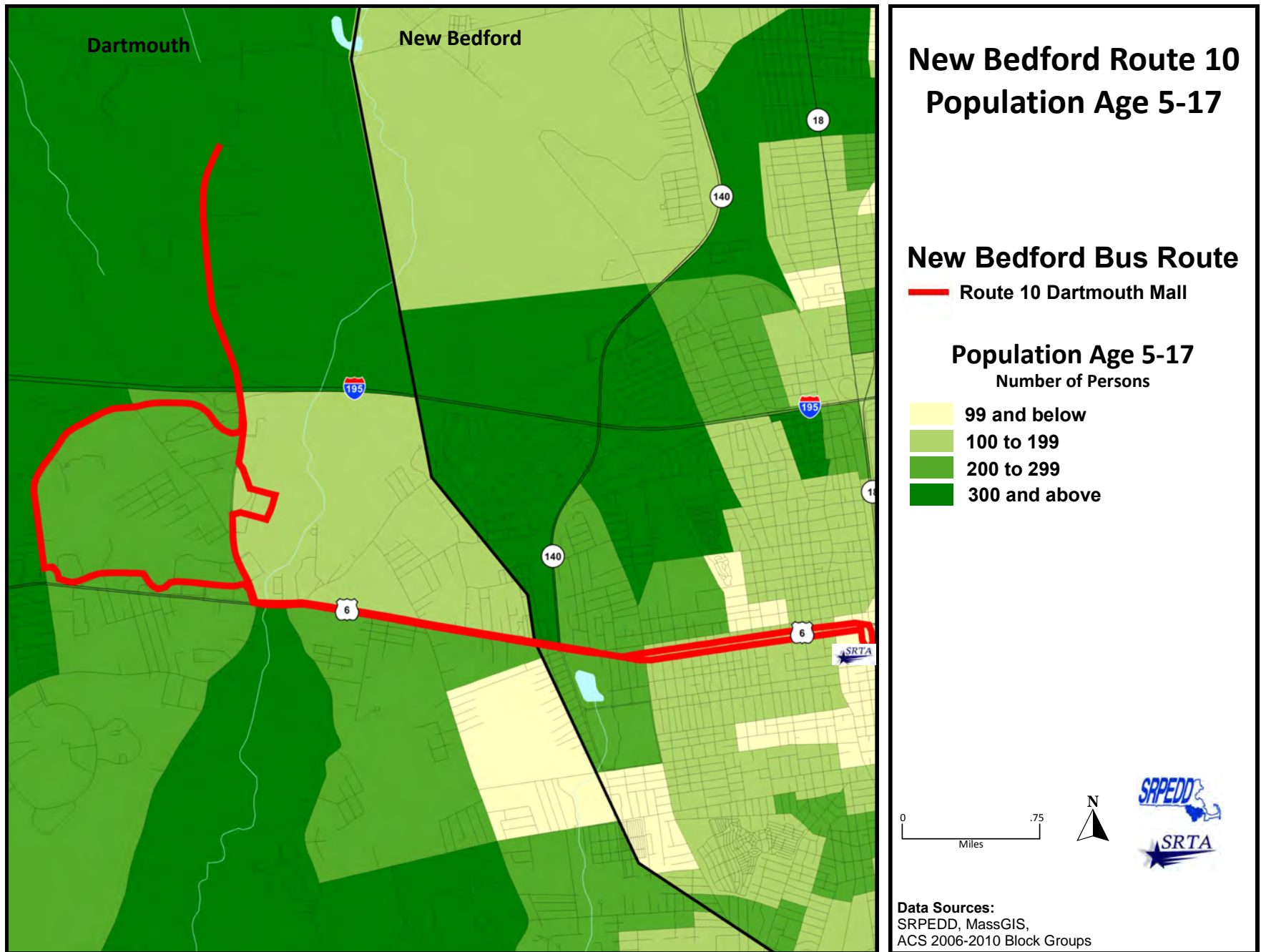


Figure 1-128: New Bedford Route 10 - Dartmouth Mall Youth Population

New Bedford Route 11 - Fairhaven

Route 11 Fairhaven connects residents of New Bedford and Fairhaven and allows them to travel to destinations in both communities. As of July 1, 2013, Route 11 was modified into a trial 'Summer Route' and traveled via the Coggeshall Street Bridge versus the Highway Route 6 Bridge. By doing so Route 11 took over service to the New Bedford Career Center and provided service to Market Basket. As of November 2013 the 'Summer Route 11' routing, with the exception of a change from Acushnet Avenue to Herman Melville Boulevard, became the official Route 11. It now travels from Market Basket to northern Fairhaven via Coggeshall Street in New Bedford (named Howland Road past the Fairhaven line) and via Main Street in Fairhaven where it serves multiple 55 years and older housing complexes. This route avoids the moveable swing Fairhaven Bridge that causes extensive delays. It also serves the retail area of Fairhaven that includes Stop & Shop, Walmart and Kmart. Along with housing and retail, Route 11 serves the Fairhaven Council on Aging, the Carousel roller skating rink, the Fairhaven Bike Path and the new Southcoast Cancer Center. Although the trip to Fairhaven shops is now a longer, more indirect trip for New Bedford residents, there is an opportunity to serve more passengers in north Fairhaven and along the southern end of New Bedford's Route 2 Lund's Corner.

Population Density and Employment

Route 11 serves areas of low population density in the Town of Fairhaven, however, there are several housing complexes located along the route. The route serves several commercial retail centers along Highway Route 6, as well as the new medical facilities on Mill Road.

Environmental Justice

Route 11 serves minority, low income and LEP areas within the city of New Bedford. In Fairhaven, the route serves the only EJ area of low income in Fairhaven. The route serves several housing complexes which house low income and older populations.

Households with Zero Vehicles

Route 11 serves several areas with a high concentration of households without a vehicle. These areas are found in New Bedford along the western segments of the route. In Fairhaven the larger area shown to have a moderate concentration is made up of two Census tracts and therefore includes a higher quantity of households.

Older Adult Population

Route 11 serves several low income and/or older adult housing complexes in the town of Fairhaven.

Youth Population

Route 11 serves an area of low concentration of youth population. The area at the eastern terminus of the route has a high concentration of youth population; however the census tract covers a large geographic area and a higher population but is not served entirely by the route.

New Bedford Route 11 - Fairhaven

Weekday Service Span	6:25 am to 6:00 pm
Weekend Service Span	7:55 am to 5:00 pm
Weekday Service Frequency	30 minutes
Weekend Service Frequency	30 minutes
One-Way Route Time	15 minutes
One-Way Route Length	13.7
Connects to Route(s)	2

Demographics within a 1/4-mile of route

Population	11,965
Minority	2,960 (25%)
Low Income	2,870 (24%)
Limited English Proficiency	1,074 (9%)
Households with no vehicle	248
Employment	13,891



Photo 1-20: New Bedford Route 11 - Fairhaven at the New Bedford Terminal. Photo Credit: SRPEDD

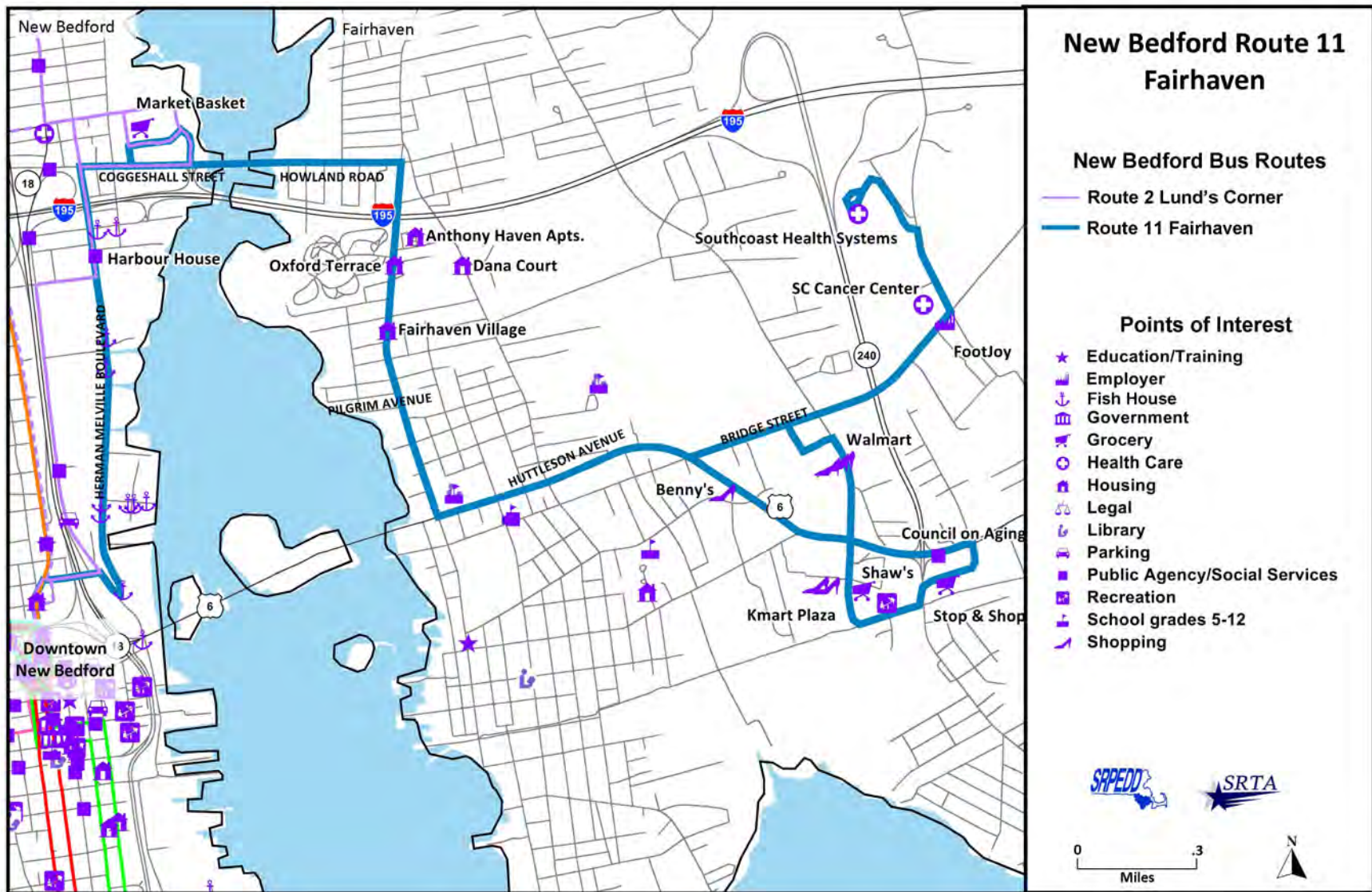
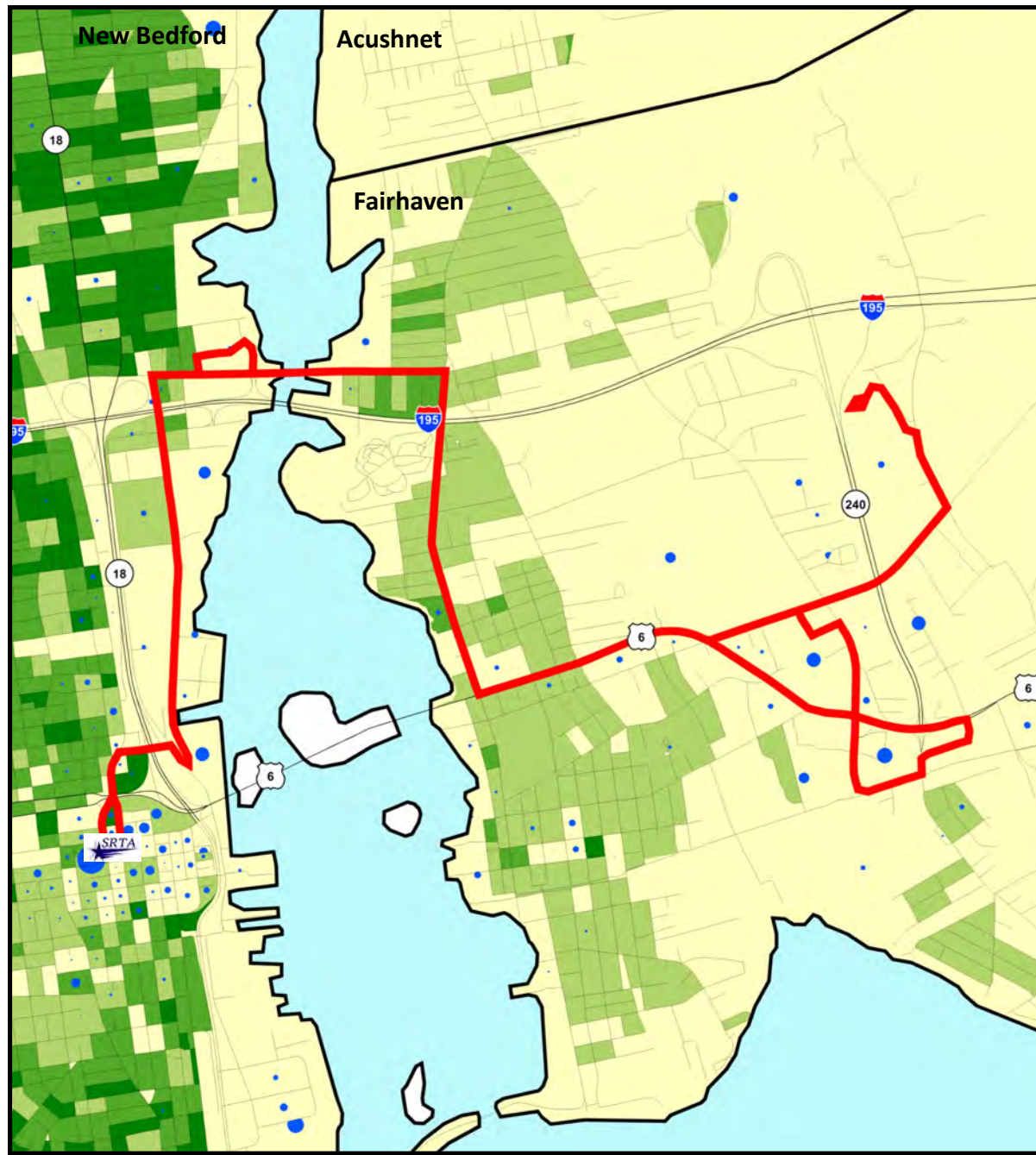


Figure 1-129: New Bedford Route 11 - Fairhaven Points of Interest



New Bedford Route 11 Population Density with Employment

Fall River Bus Route

— Route 11 Fairhaven

Population Density (per sq. mile)

- 3,999 and below
- 4,000 to 12,999
- 13,000 to 25,999
- 26,000 and above

Employment

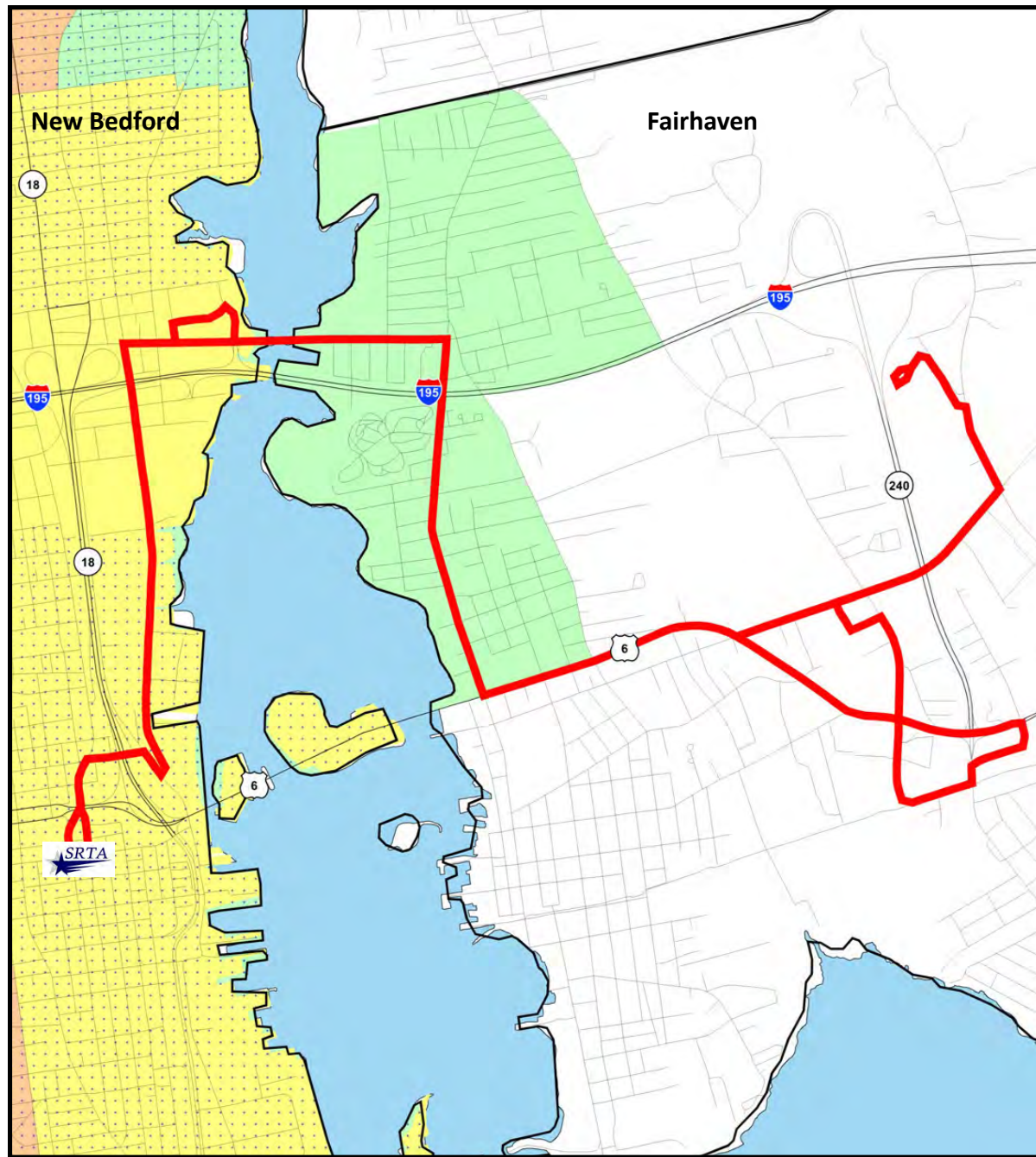
- 2,000
- 1,000
- 30



Data Sources:
SRPEDD, MassGIS, Census 2010 Blocks,
InfoGroup 2011 Employment



Figure 1-130: New Bedford Route 11 - Fairhaven Population Density and Employment



New Bedford Route 11 Environmental Justice

New Bedford Bus Route

— Route 11 Fairhaven

Environmental Justice

Minority and Low Income

Low Income

Minority

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .3
Miles



Figure 1-131: New Bedford Route 11 - Fairhaven Environmental Justice

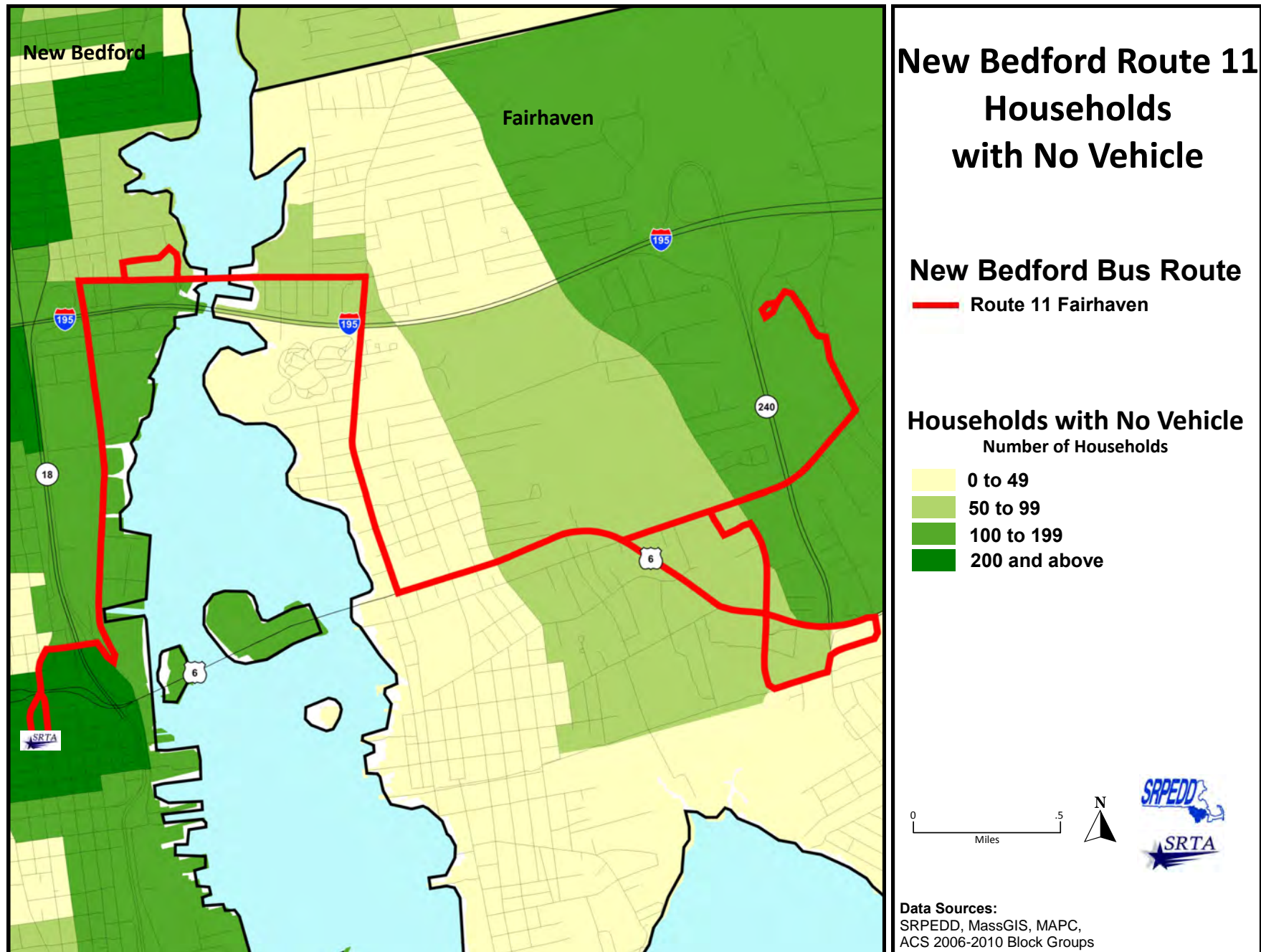
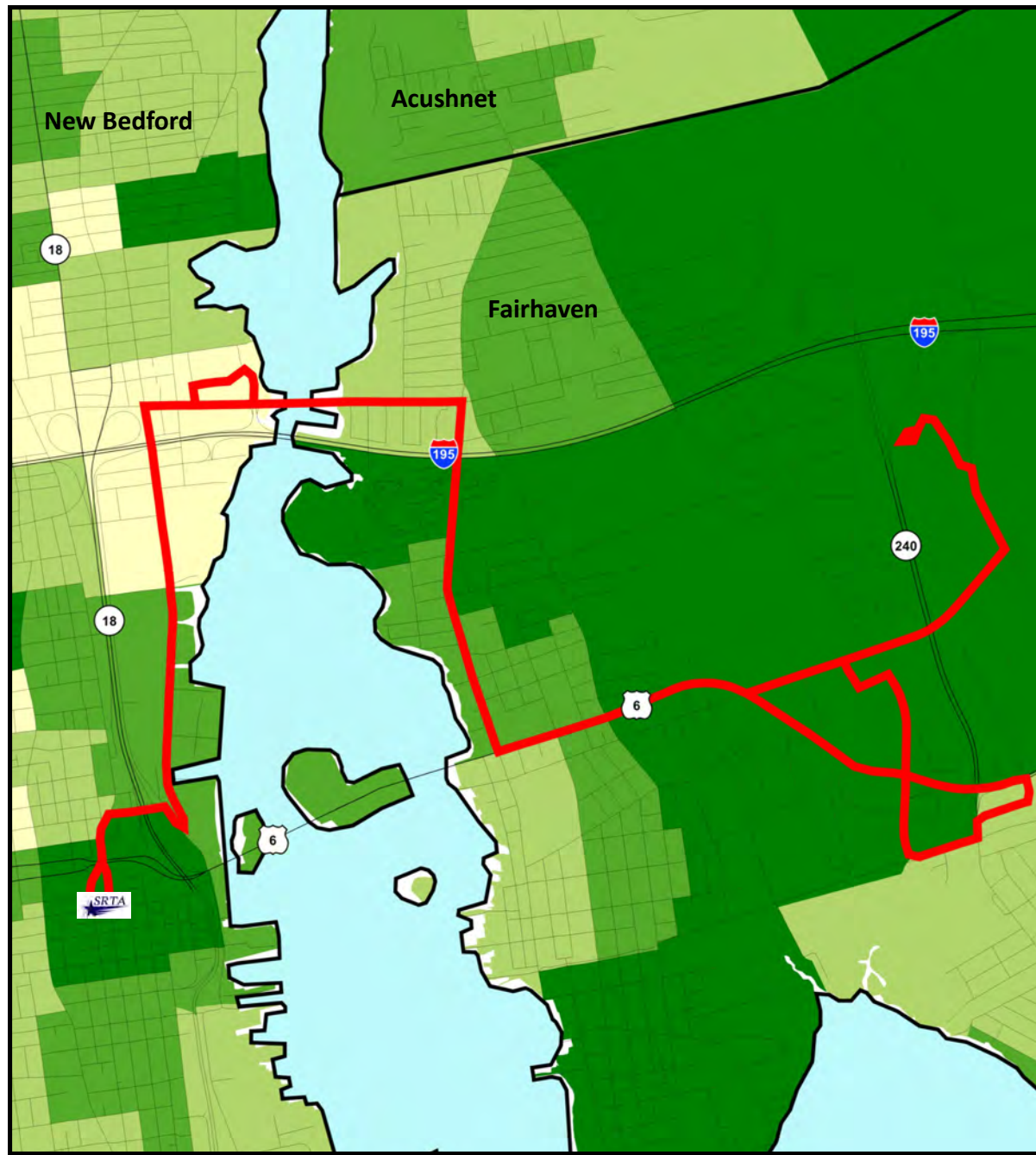


Figure 1-132: New Bedford Route 11 - Fairhaven Households with Zero Vehicles



New Bedford Route 11 Population Age 60+

New Bedford Bus Route

— Route 11 Fairhaven

Population Age 60+

Number of Persons

- 99 and below
- 100 to 199
- 200 to 299
- 300 and above

0 .3
Miles



Data Sources:
SRPEDD, MassGIS,
ACS 2006-2010 Block Groups

Figure 1-133: New Bedford Route 11 - Fairhaven Older Adult Population

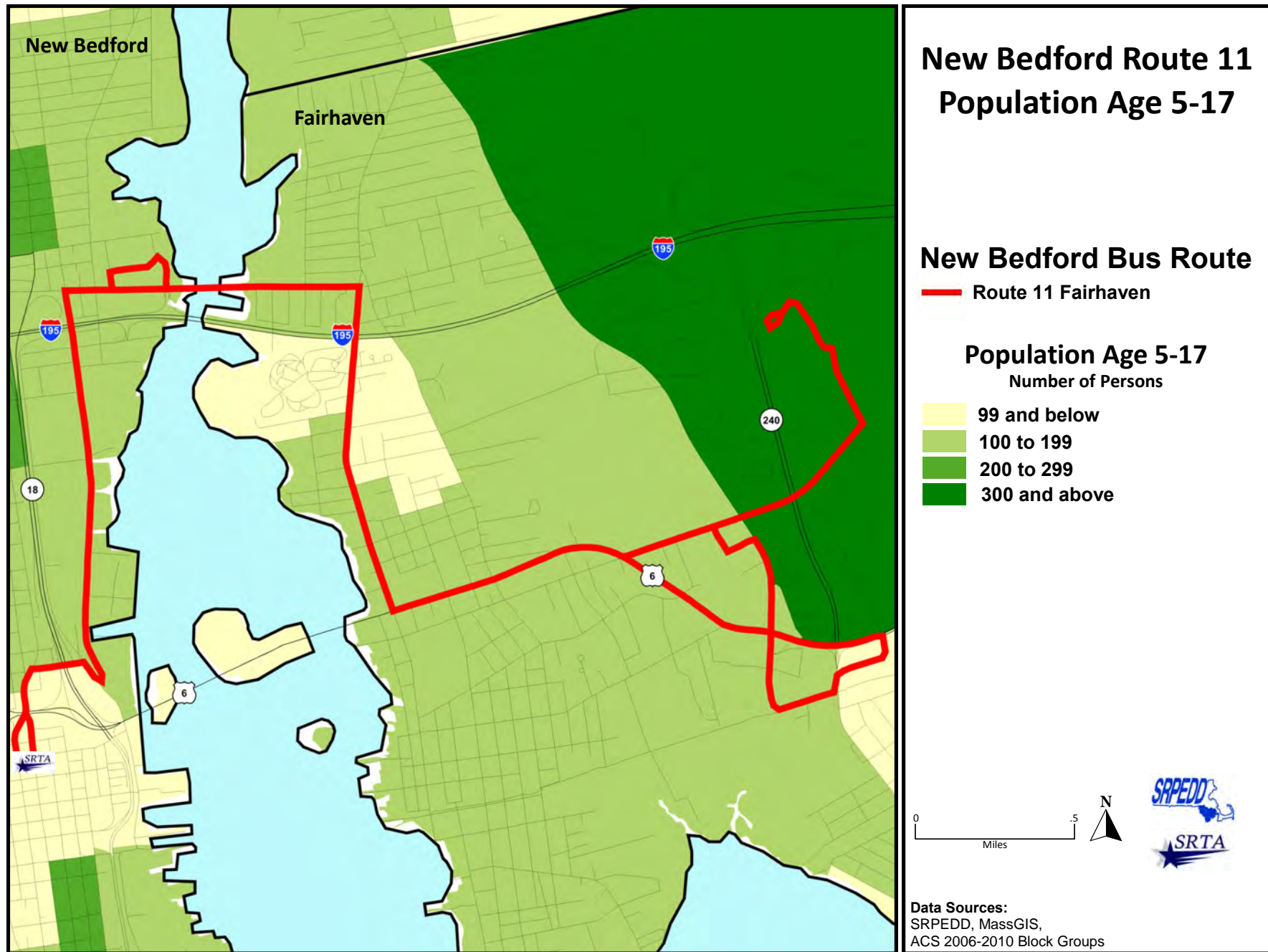


Figure 1-134: New Bedford Route 11 - Fairhaven Youth Population

New Bedford North End Shuttle

The North End Shuttle is a loop route that serves the far north end of New Bedford. It does not return to the Downtown Terminal but allows free transfer connections with Route 4 Ashley Boulevard at Trucchi's, Route 8 Mt. Pleasant at Fieldstone Marketplace and Route 2 at Lund's Corner. This route was developed to serve north end residents who could not get to local shopping without first traveling to the Terminal and transferring to another route, thus making such a trip inconvenient and expensive. That being said, there are various trip generators along the North End Shuttle. Retail/shopping areas include Fieldstone Marketplace, Stop & Shop Supermarket, Lund's Corner and Trucchi's. Other generators consist of housing and the New Bedford Medical Associates.

Population Density and Employment

The North End Shuttle serves areas of low population density. The route serves several commercial retail centers including Fieldstone Marketplace, Stop & Shop, Lund's Corner and Trucchi's. A large employment center is located on Welby Road.

Environmental Justice

The majority of the route serves LEP areas; the western segments of the route serve minority areas. A low income and LEP area near the Fieldstone/King's Highway Plaza area is found along the southern segments of the route. The route serves several housing complexes.

Households with Zero Vehicles

The North End Shuttle serves an area in the north end of New Bedford in which many households have a vehicle. The southern segments of the route serve areas with moderate populations of households with no vehicle.

Older Adult Population

The North End Shuttle serves several areas with a high concentration of older adults. A suburban land use pattern, along with several low income housing complexes likely contribute to higher concentrations of older adults in the northern areas of New Bedford as compared to the city in its entirety.

Youth Population

The North End Shuttle serves areas of moderate to high concentrations of youth population. The route serves several housing complexes, however the majority of the area served is low density residential neighborhoods, which likely contribute to the higher concentration of youth population.

New Bedford North End Shuttle

Weekday Service Span	9:05 am to 4:55 pm
Weekend Service Span	9:05 am to 4:55 pm
Weekday Service Frequency	40 minutes
Weekend Service Frequency	40 minutes
One-Way Route Time	20 minutes
One-Way Route Length	11.6
Connects to Route(s)	4, 2, 8

Demographics within a 1/4-mile of route

Population	11,835
Minority	1,289 (11%)
Low Income	926 (8%)
Limited English Proficiency	1,199 (10%)
Households with no vehicle	62
Employment	6,807



Photo 1-21: New Bedford North End Shuttle at Fieldstone Marketplace
Photo Credit: SRPEDD

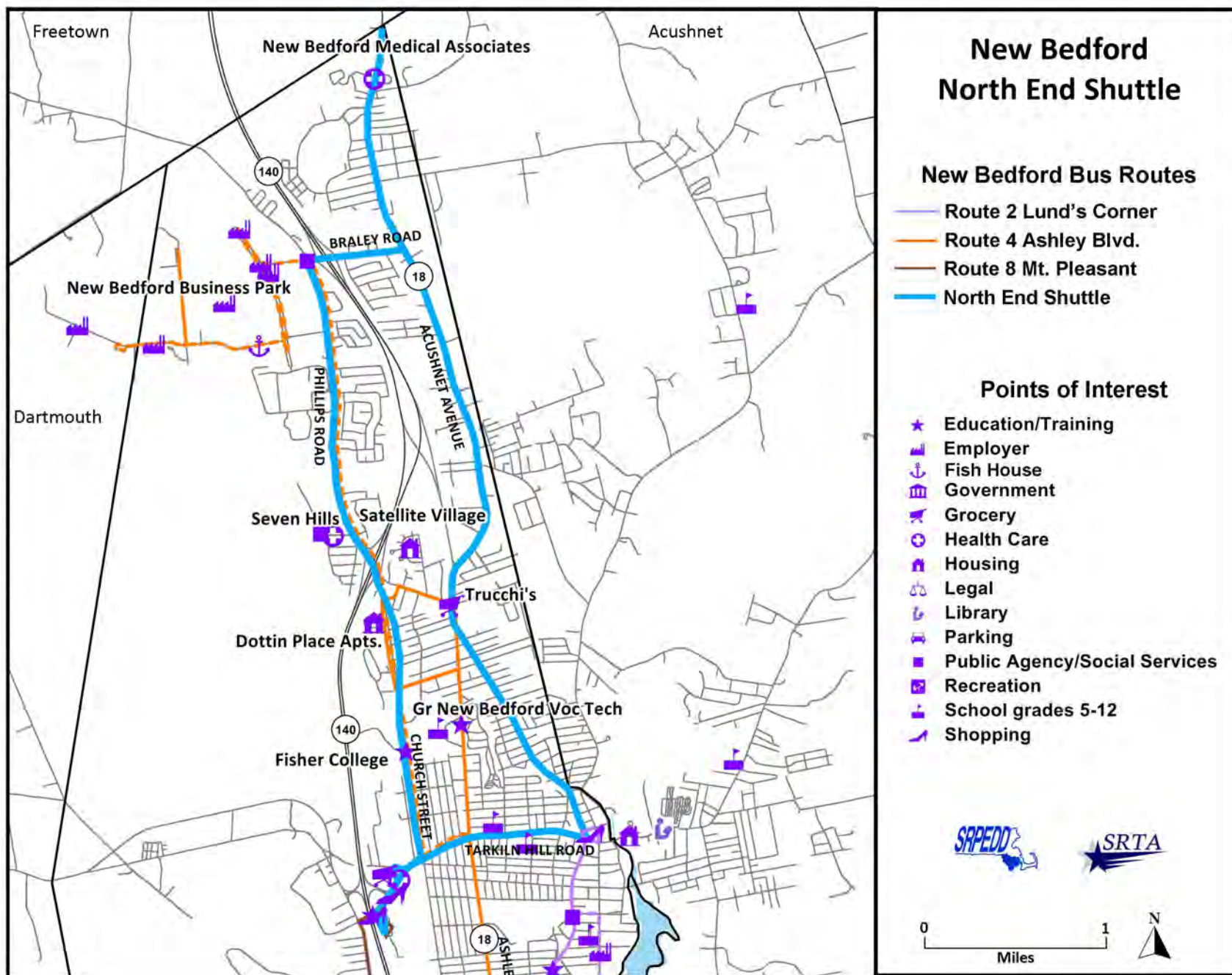


Figure 1-135: New Bedford North End Shuttle Points of Interest

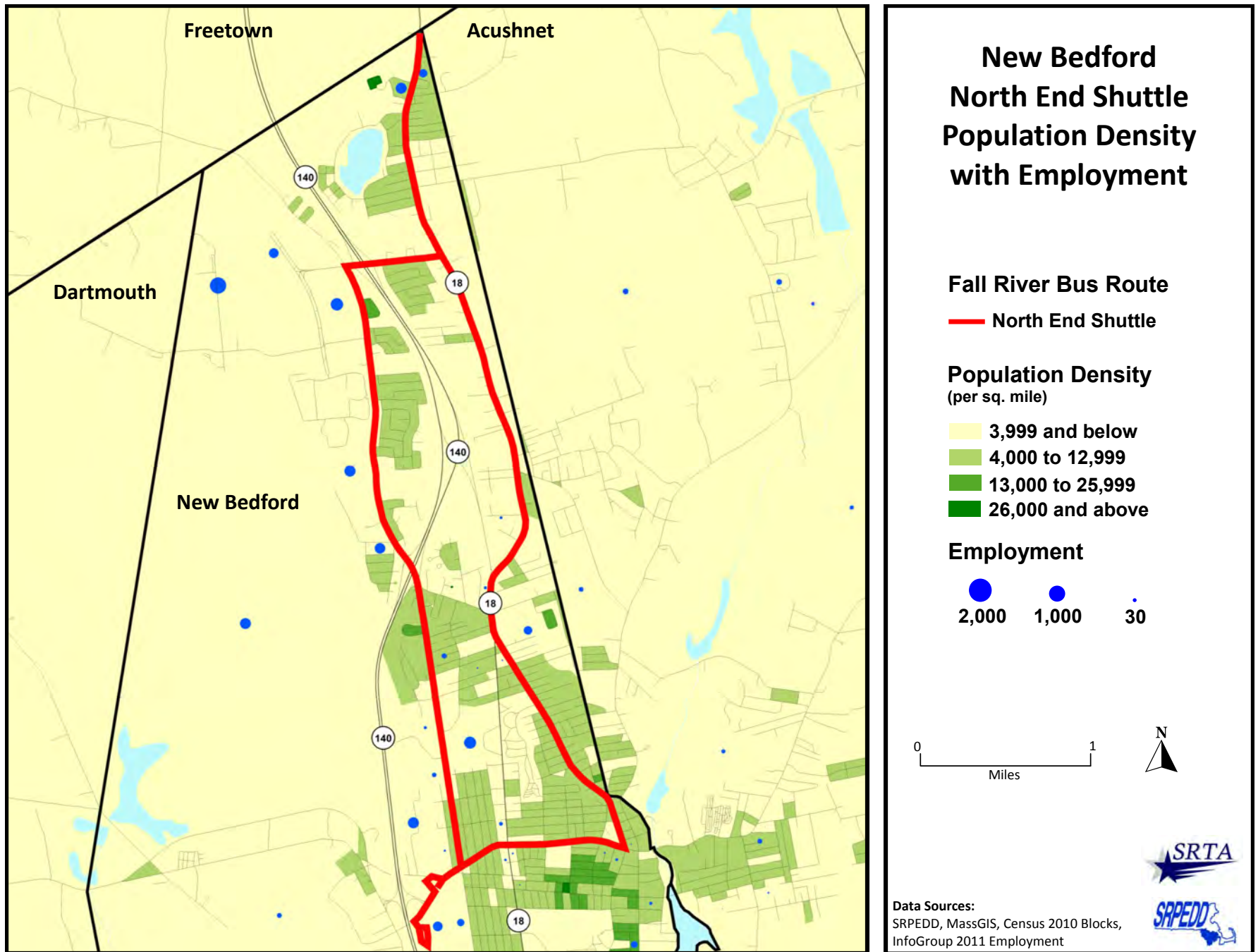
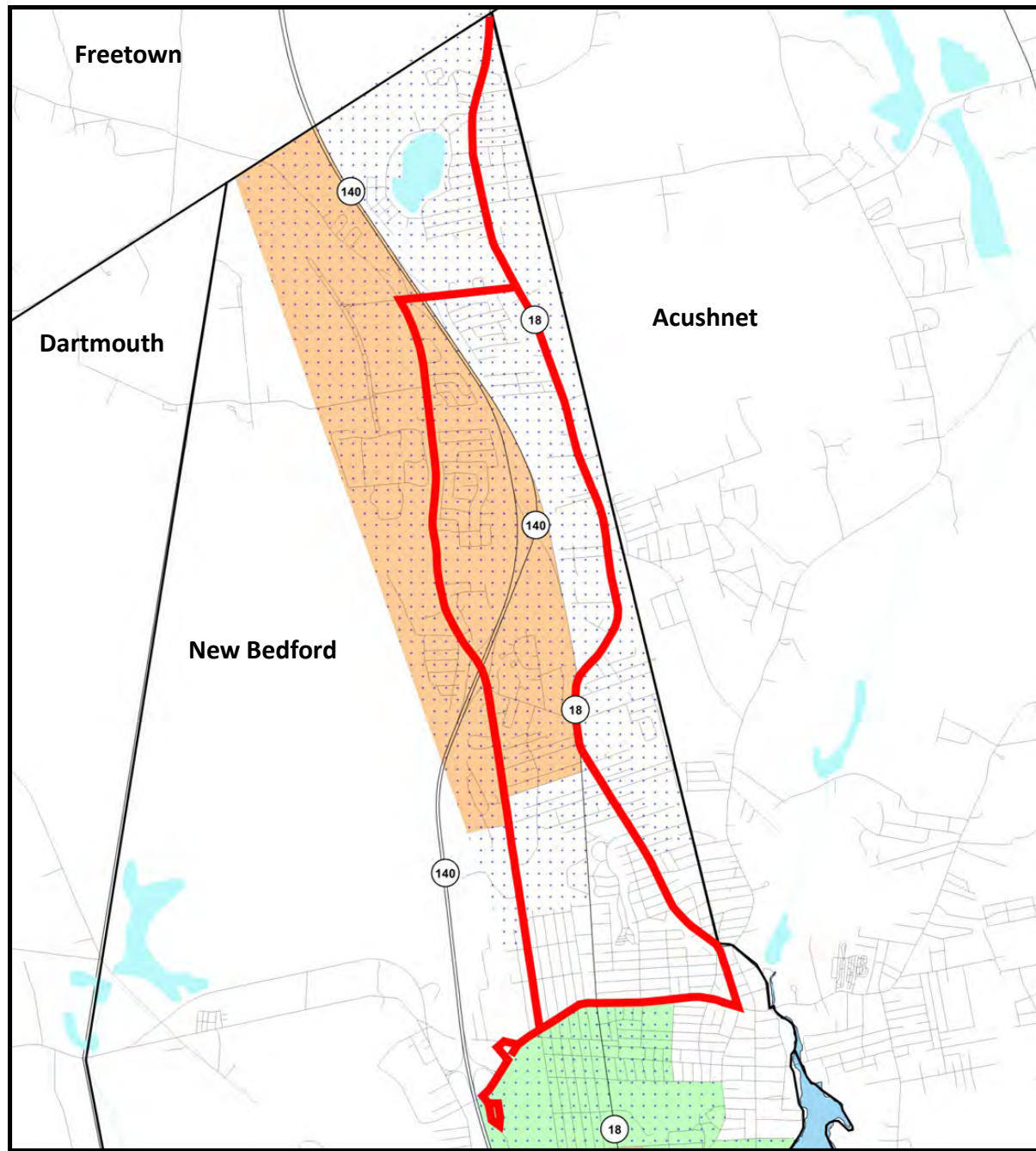


Figure 1-136: New Bedford North End Shuttle Population Density and Employment



New Bedford North End Shuttle Environmental Justice

New Bedford Bus Route

— North End Shuttle

Environmental Justice

Minority and Low Income

Low Income

Minority

Limited English Proficiency

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .5
Miles



Figure 1-137: New Bedford North End Shuttle Environmental Justice

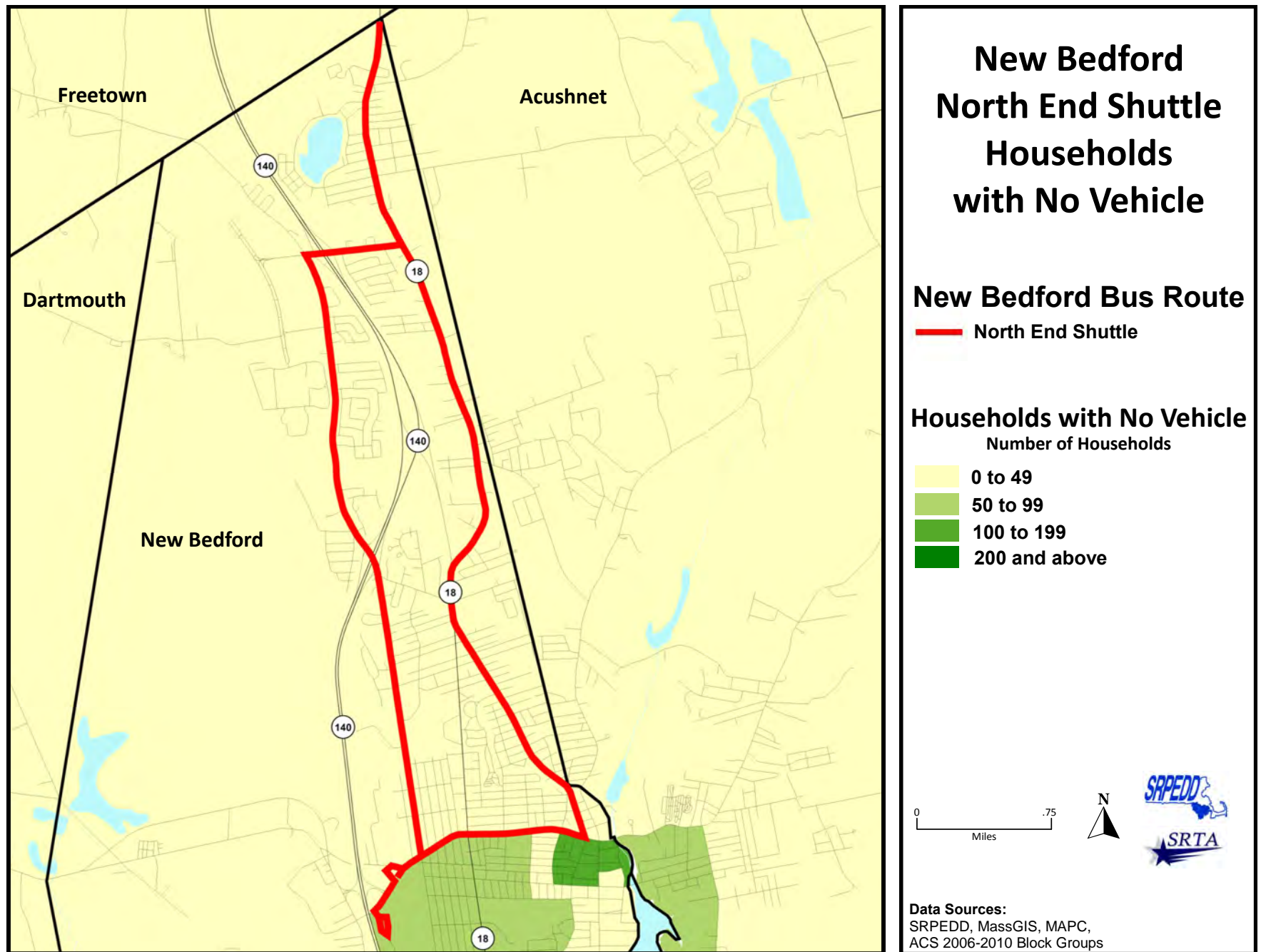


Figure 1-138: New Bedford North End Shuttle Households with Zero Vehicles

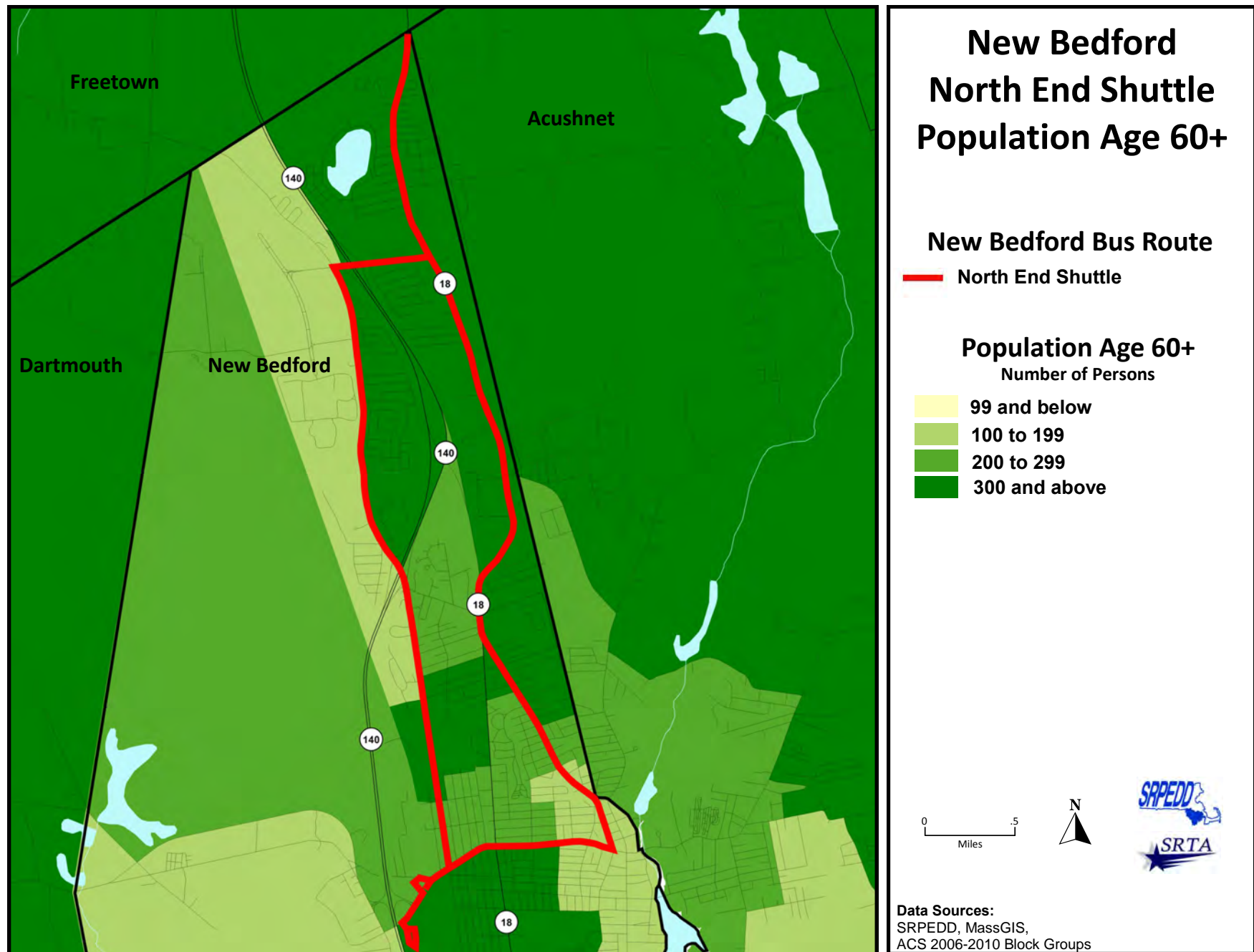


Figure 1-139: New Bedford North End Shuttle Older Adult Population

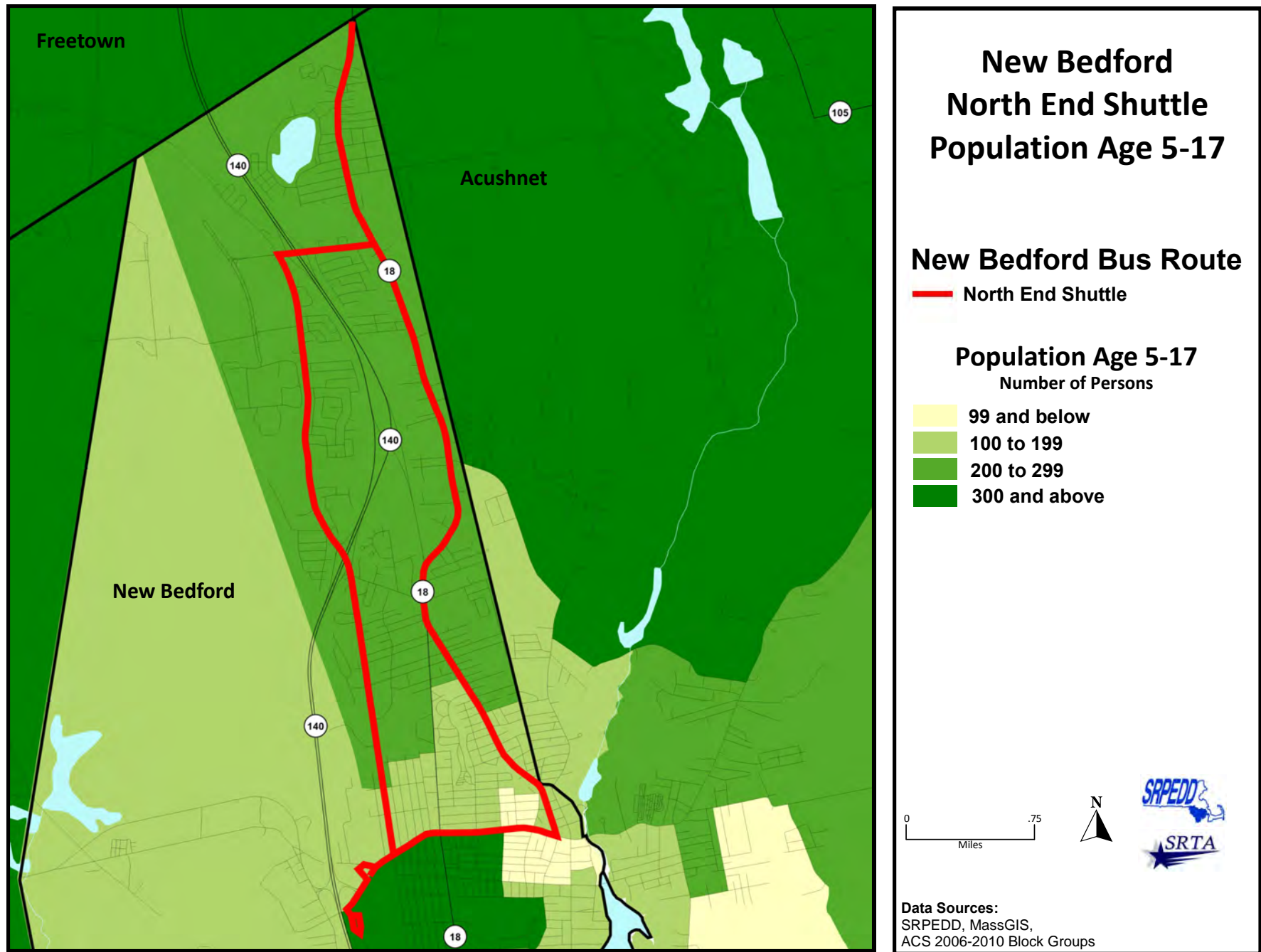


Figure 1-140: New Bedford North End Shuttle Youth Population

New Bedford Intercity Route - New Bedford to Fall River

The Intercity Route serves as a connection between the downtown terminals of the two cities in the SRTA service area. It passes through the Town of Westport along Highway Route 6 and stops in Dartmouth at the Dartmouth Mall and the University of Massachusetts Dartmouth Main Campus. It serves a plethora of Faunce Corner Road destinations including Vanity Fair Outlets, Bristol County House of Corrections and Hawthorn Medical Center for three early morning outbound trips and two evening inbound trips, before the Route 10 Dartmouth Mall begins/ends service. This route is frequented by UMass Dartmouth and Bristol Community College students traveling between campuses, as well as shoppers and employees.

Population Density and Employment

The Intercity Route travels through areas of high population density in both Fall River and New Bedford, however, population density in Dartmouth and Westport is very low. The University of Massachusetts Dartmouth Campus is the exception, which is an area of high population density. This route provides access to employment centers along Highway Route 6 and Faunce Corner Road.

Environmental Justice

The Intercity Route serves minority, low income and LEP areas within the cities of New Bedford and Fall River. The route only serves LEP areas in Dartmouth and Westport.

Households with Zero Vehicles

The Intercity Route travels between New Bedford and Fall River. The two cities have the highest percentage of households with no vehicle. Dartmouth and Westport both have areas in which a disproportionate number of households have no vehicle.

Older Adult Population

This route serves areas with high concentrations of older adults. The towns of Dartmouth and Westport have the highest concentration of older populations along the Intercity Route.

Youth Population

The Intercity Route serves areas with high concentration of youth population located primarily in Dartmouth and Westport. The census tracts in Dartmouth and Westport cover a larger geographic area than those in Fall River and New Bedford, and the route only provides service along US Highway 6.

Intercity Route New Bedford to Fall River

Weekday Service Span	6:05 am to 10:10 pm
Weekend Service Span	8:00 am to 8:00 pm
Weekday Service Frequency	60 minute
Weekend Service Frequency	60 minutes
One-Way Route Time	60 minutes
One-Way Route Length	16.95
Connects to Route(s)	10, 6, 8

Demographics within a 1/4-mile of route

Population	27,392
Minority	6,245 (23%)
Low Income	6,777 (25%)
Limited English Proficiency	4,254 (16%)
Households with no vehicle	734
Employment	28,846
Employment with development	32,885

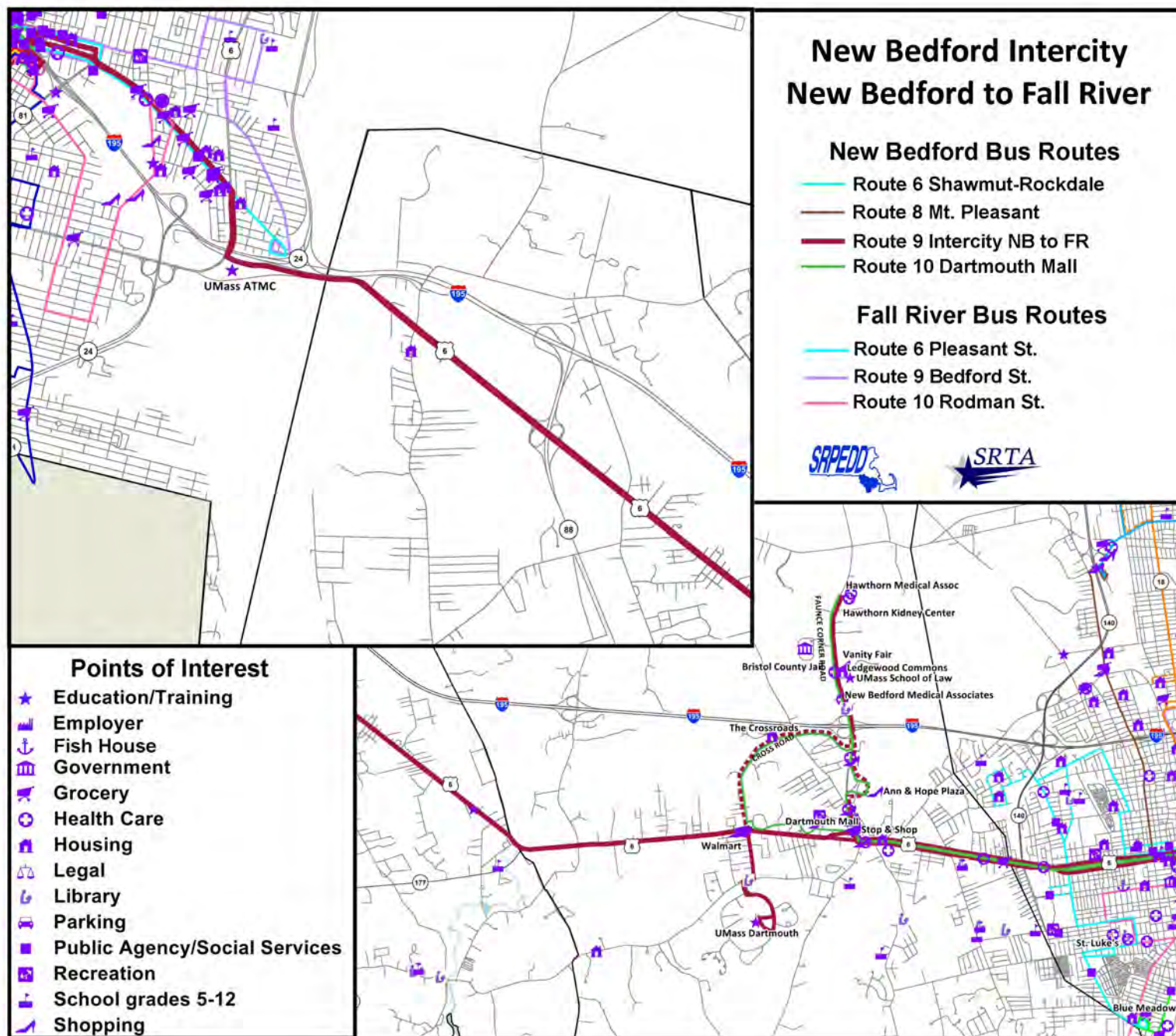


Figure 1-141: New Bedford Intercity Route Points of Interest

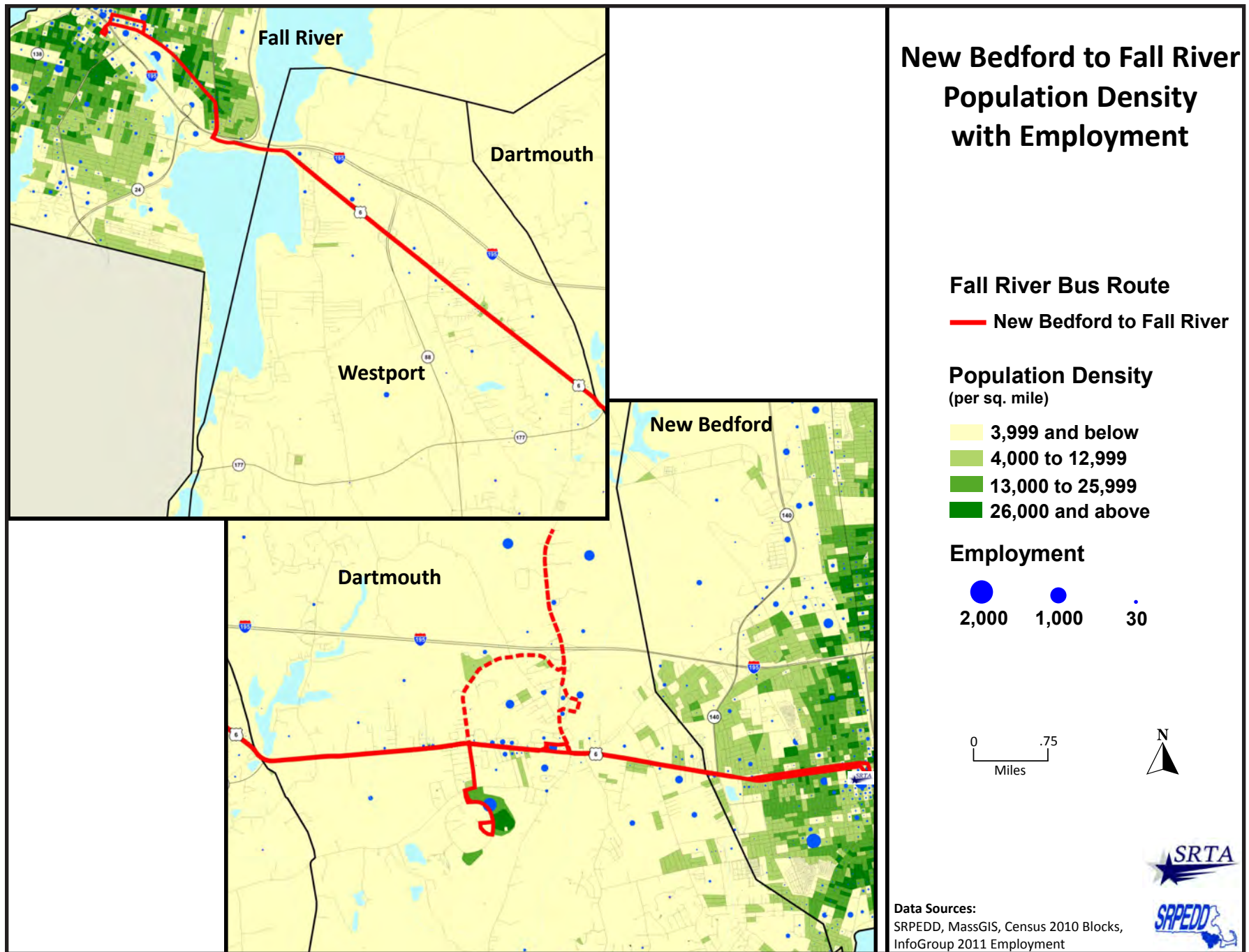


Figure 1-142: New Bedford Intercity Route Population Density and Employment

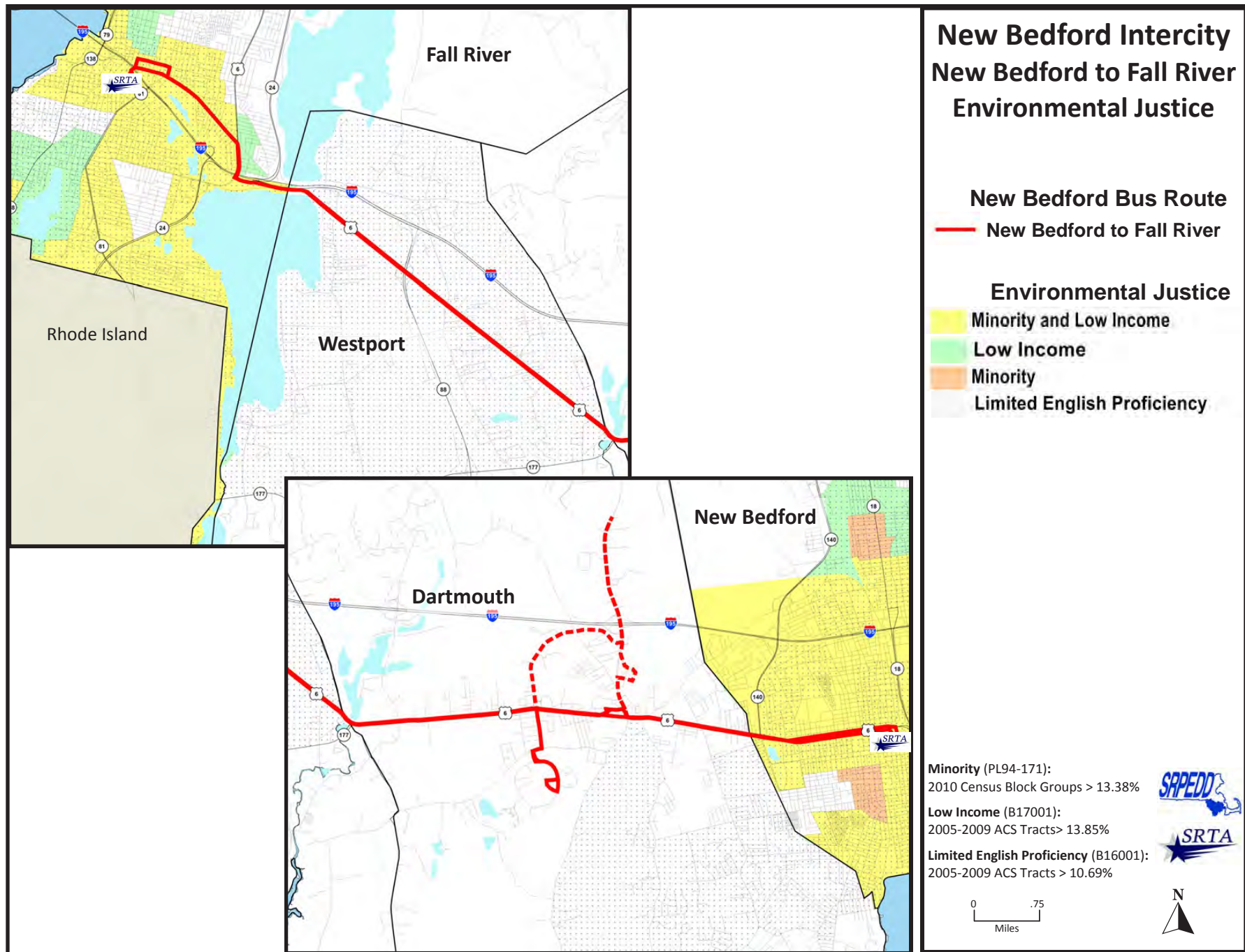


Figure 1-143: New Bedford Intercity Route Environmental Justice

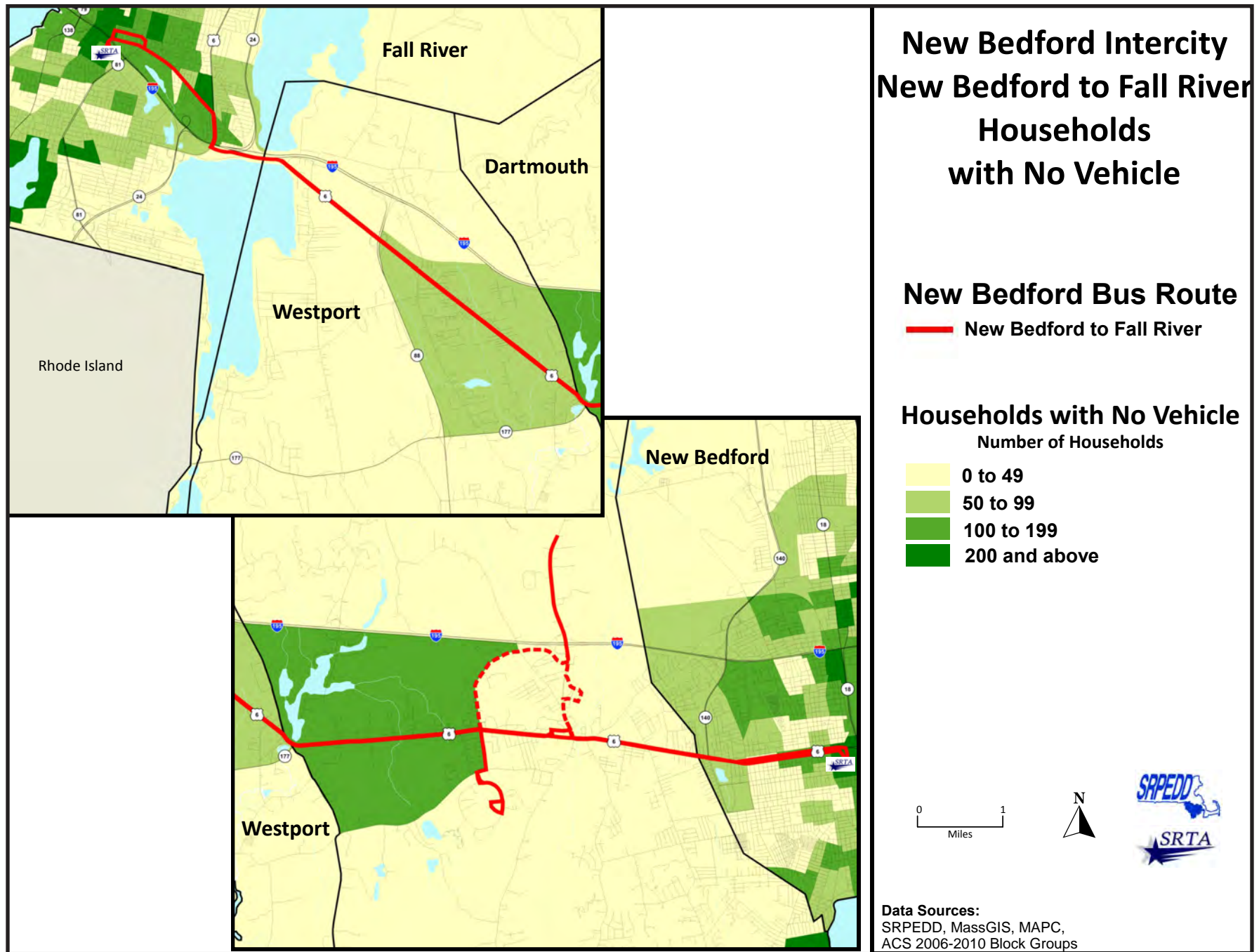


Figure 1-144: New Bedford Intercity Route Households with Zero Vehicles

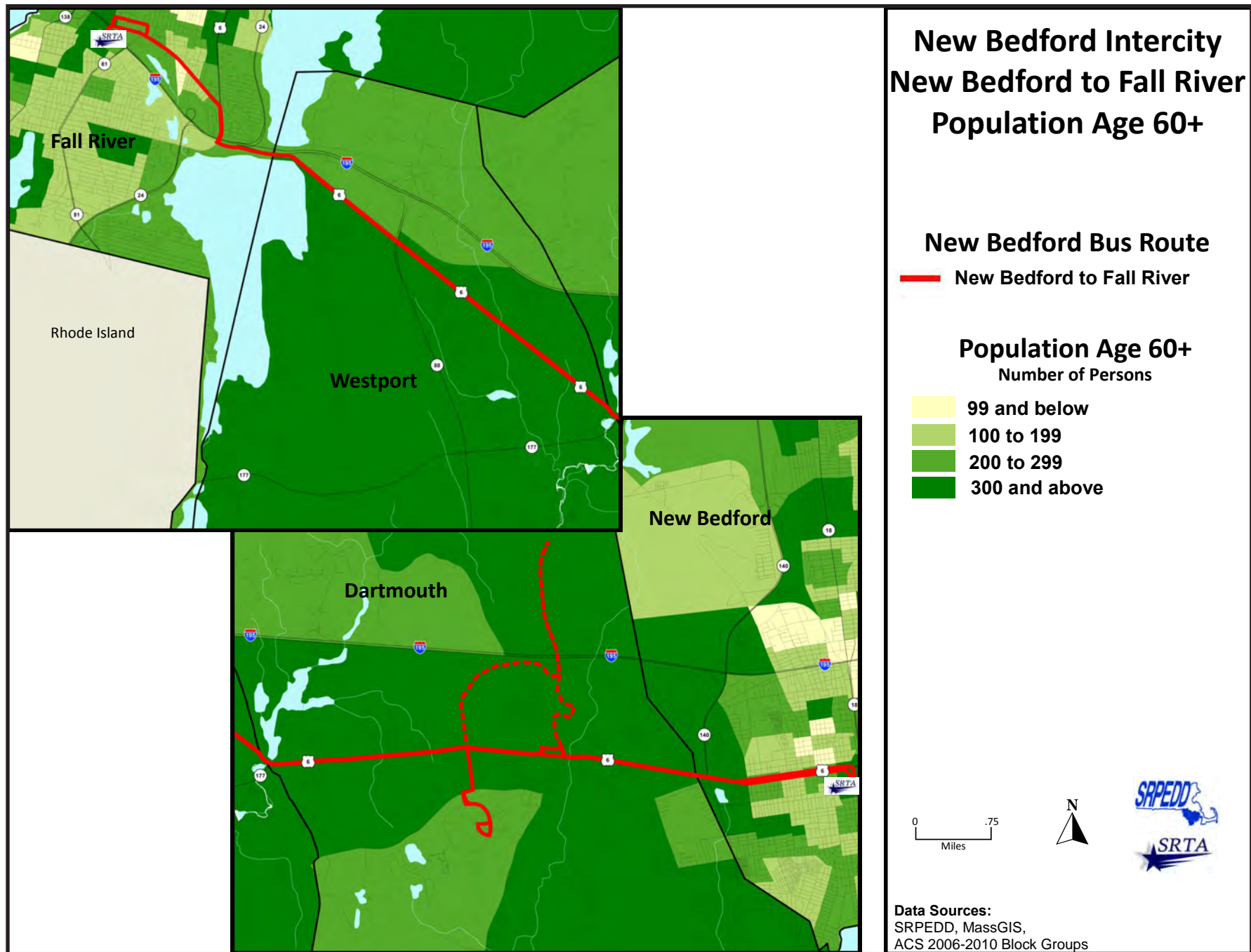


Figure 1-145: New Bedford Intercity Route Older Adult Population

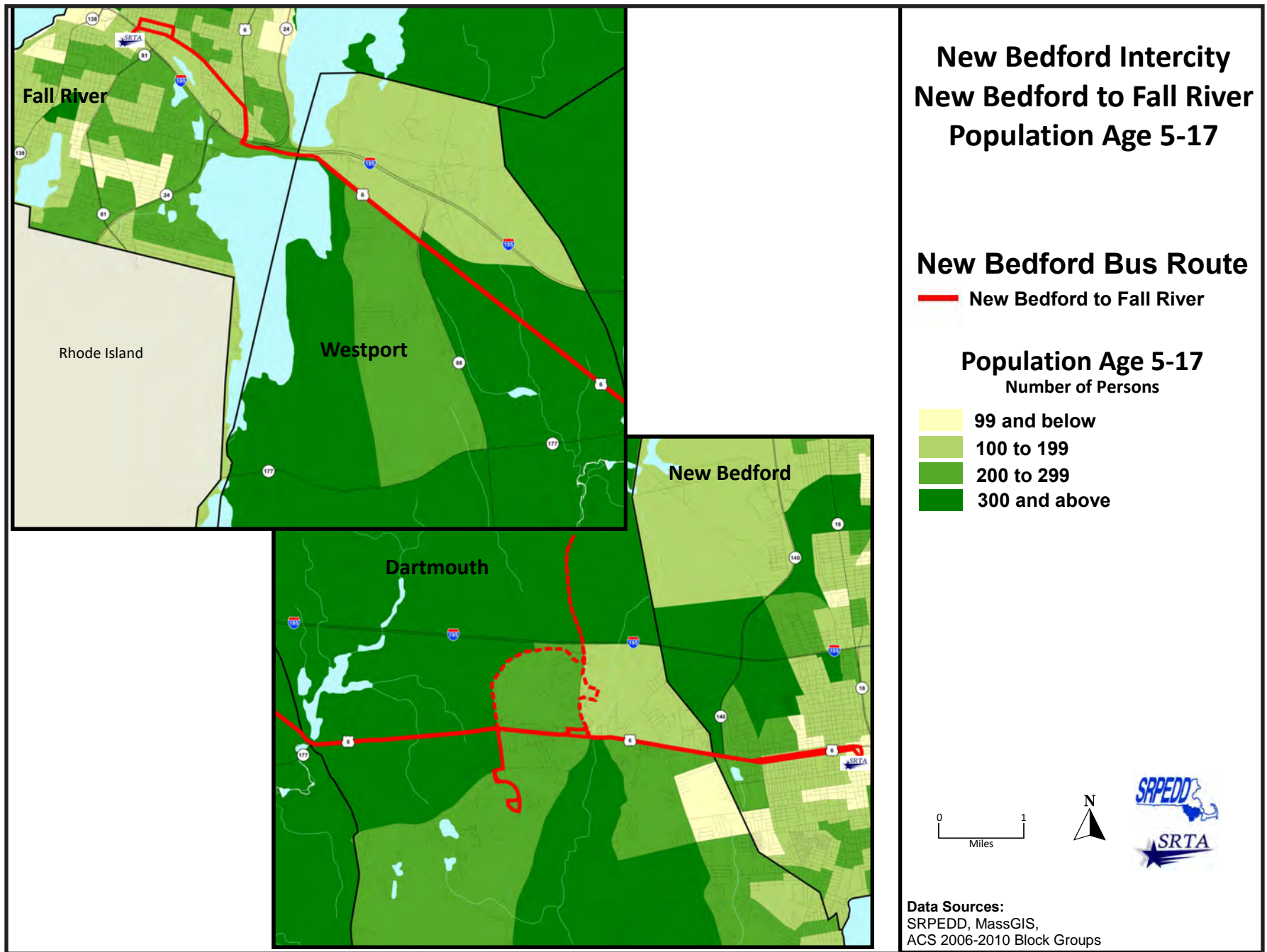


Figure 1-146: New Bedford Intercity Route Youth Population

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Chapter 2: Examination of Ridership Trends

When SRTA implemented a completely new farebox system on January 7, 2013, a wealth of ridership data began amassing. The new, modern farebox system was a vast improvement over previous systems and dramatically improved the data collected along with the means to extract and analyze the data. This extensive dataset allows SRTA to regularly monitor ridership trends and make decisions on service offerings based on accurate data. The current data provides a level of detail previously unavailable, and reveals interesting ridership trends. For the purposes of this analysis data points including individual route ridership separated by month, day of week, and time of day were examined to identify when and where SRTA passengers are riding. For the purpose of this evaluation, data collected between January 7, 2013 and June 30, 2014 was examined. The farebox system also tracks the method of payment used by each passenger for every trip.

System Wide Ridership Trends

During the period of this analysis, SRTA carried a total of 3,383,383 riders, with an average of 187,966 riders per month. Ridership generally follows a trend of two peaks per year, one in the fall and one in the spring. During the period of January 7, 2013 through June 30, 2013 peak ridership occurred in May at 199,688 and the low ridership occurred in January at 140,005; the range of ridership was 59,683. During the entirety of fiscal year 2014 (July 1, 2013 through June 30, 2014) peak ridership occurred in October at 228,739 and the low ridership occurred in July at 175,003; the range of ridership was 53,786.

Ridership in each month between January and June of fiscal year 2014 exceeded ridership for the same period in fiscal year 2013 with an average increase of 14 percent. When compared against previous month's ridership, twelve of the eighteen months saw ridership increase over the previous month's ridership.

SRTA operates service Monday through Saturday of each week, with evening service provided Monday through Friday after 6 PM on nine routes. Comparing ridership between weekdays and Saturdays may help to explain the motivations for a rider's trip. Between January and June of 2013, a total of 927,928 riders were carried on weekdays, compared to 92,910 on Saturdays; for a more direct comparison, the average weekday saw 185,586 riders which is nearly double the Saturday ridership. For fiscal year 2014, a total of 2,131,387 were carried on weekdays, compared to 231,158 on Saturdays; the average weekday saw 426,277, or 84% more than Saturdays. It should be noted however that the span of service is four hours longer during weekdays, providing a greater opportunity to carry passengers.

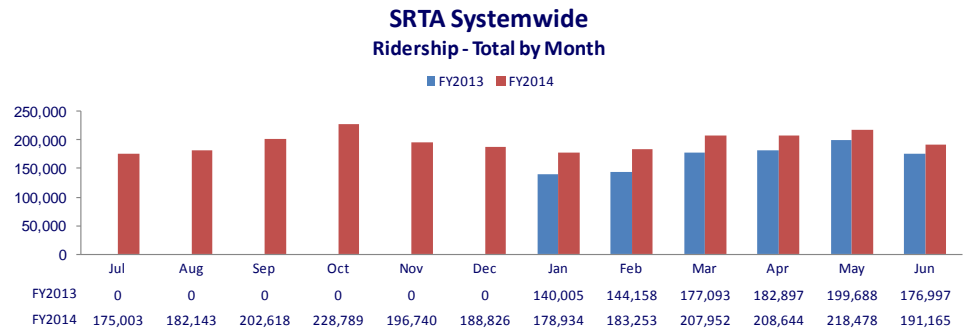


Figure 2-1: SRTA Systemwide Ridership by Month

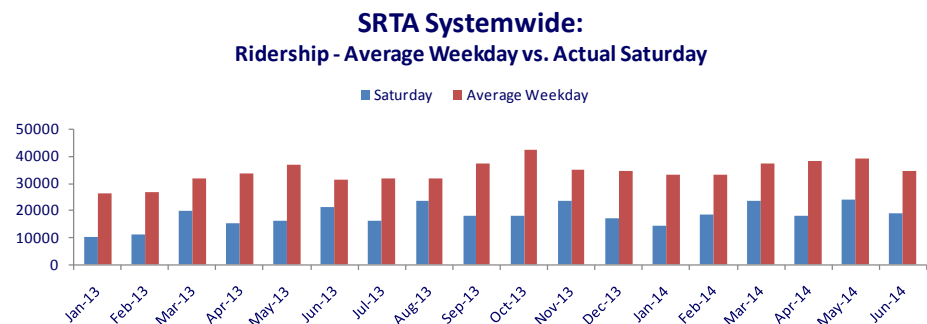


Figure 2-2: SRTA Systemwide Ridership Weekday vs. Saturday

Night Service

Beginning April 22, 2013, SRTA began night service on nine routes; service is offered between 6 PM and 10 PM. Since night service began, there have been a total of 135,292 passenger trips, which represents 4.6% of total ridership over the same period. Peak ridership occurred in April of 2014 with 11,565 passenger trips, lowest ridership occurred in January of 2014 with 7,066 passenger trips; the range was 4499. Night service ridership shows a positive trend of carrying more passengers each month than the previous month; this was not true for November 2013, January 2014, May 2014, and June 2014 (November, January, and June all had total ridership lower than previous month total ridership).

SRTA Night Service Ridership

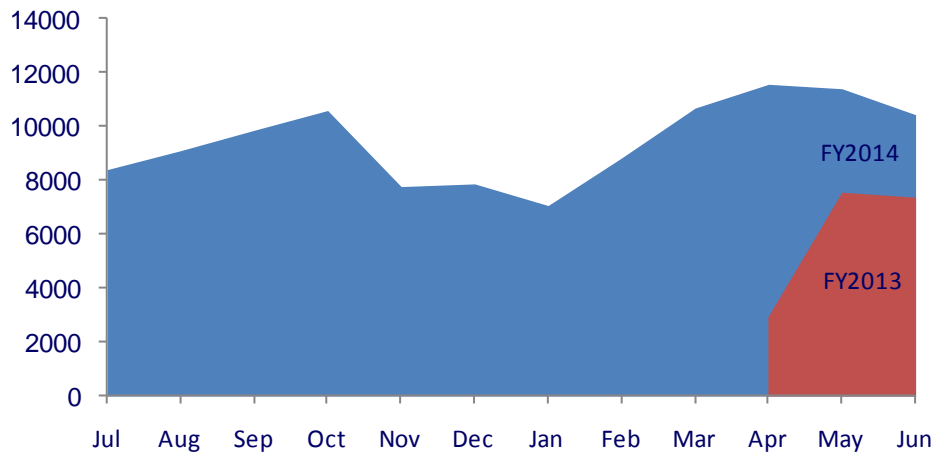


Figure 2-3: SRTA Night Service Ridership

Top Performing Routes

To better understand SRTA service performance, a thorough evaluation of each route was conducted, comparing route performance longitudinally against itself, and against the system average. The top performing routes of the SRTA system remained constant across the eighteen month evaluation period. Routes FR2, FR3, NB1, NB2, NB4, and the Intercity were all above the system average every month during the evaluation period. Three routes have the distinction of being the top performing routes in the SRTA system: NB1, NB2, and NB9. During the evaluation period, NB1 and NB9 were each the top performing route for seven months; NB 2 was the top performer for four months.

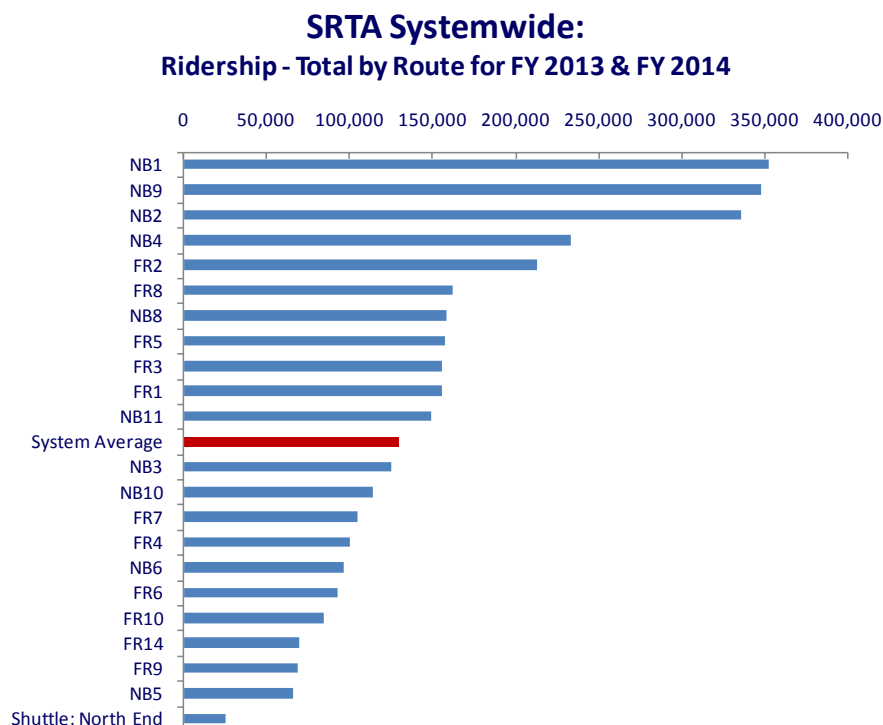


Figure 2-4: Systemwide Ridership by Route

Shuttles

Along with identifying the best performing routes, the evaluation revealed which routes consistently performed poorly when compared against ridership carried throughout the system. The worst performing routes were unequivocally the shuttles: the North End, Somerset, Swansea, Acushnet, and Mattapoisett. When comparing previous month ridership, the shuttles generally followed the system trend of carrying increased ridership monthly, however where most other routes saw triple digit increases, the shuttles increased ridership with double digit (and regularly single digit) increases. When compared against system average ridership, there was not a single month in which ridership was above the system average, and in fact, did not reach the 35% of system average threshold under the performance measures addressed in Chapter 3. Due to poor performance, the Somerset, Swansea, Acushnet, and Mattapoisett Shuttles were discontinued at the end of fiscal year 2014.

Ridership by Geography

Evaluating ridership trends by geographic usage reveals a high concentration of trips taking place between Fall River and New Bedford on the NB9 – Intercity Route. Other areas experiencing high concentration of trips are routes that serve the Fall River Industrial Park, the New Bedford Business Park, and the NB2 which provides service along the New Bedford waterfront housing developments and terminates at Lund's Corner. Areas with the lowest ridership included the northeastern areas of New Bedford, along Acushnet Ave, and in eastern Fall River along Eastern Avenue.

Ridership by Fare Media

As part of the new farebox system implemented in January 2013, new fare media was introduced, along with a system better designed to record the payment method for each boarding. The new system permitted the introduction of stored value “Charlie Cards”, which utilizes a credit card sized card with a computer chip integrated into the card which deducts the cost of the trip from the cash balance stored on the card. A more detailed description of fare media and fare collection methods can be found in Chapter 7. “Charlie Cards” are also used to store a 31-Day Pass, 7-Day Pass, and an All Day Pass; paper tickets are also issued for 7 Day Pass, and All Day Pass. Despite the implementation of a modern fare collection system, cash remains the most popular method of payment: 66% of all trips in FY 2013 and 50% of all trips in FY 2014. The 31 Day Pass which was used for 14% of trips in FY 2013 and 15% of trips in FY 2014 represents the next most popular method for fare payment, followed by the Ten Trip Ticket with 10% of trips in FY 2014, and the stored value Charlie Card with 5% in FY 2013 and 7% in FY2014.

Due to the new fare box system, collecting data on transfer redemption is much simpler, and much more accurate than previous fare collection systems. SRTA transfer policy permits a passenger to transfer from an inbound (route terminates at the terminal) trip to an outbound (route originates at the terminal) trip free of charge. Passengers have ninety minutes to board the connecting bus or the transfer ticket expires. The use of transfer tickets indicates that riders are unable to travel between trip origin and trip destination on a single bus. During fiscal year 2013, 124,113 transfers were redeemed which represents 12% of total ridership; fiscal year 2014 increased to 364,801 which represents 16% of total ridership.

Observing fare media usage is an indicator of the riding habits of SRTA customers. Long term passes, such as the 31 Day Pass and the 7 Day Pass, along with the use of stored value Charlie Cards and Ten Trip Tickets indicate repeat ridership among a loyal customer base. All Day Pass users may not ride with the regularity to warrant a pass valued for multiple days, however, are likely to board the system more than three times in a single day to make the pass worth the expense. Cash customers pay the highest fare available to access the system, and constitute a declining method of payment. Declining use of cash is beneficial and should be encouraged; cash is expensive to count, carries a potential for theft, and slows boarding at busy stops.

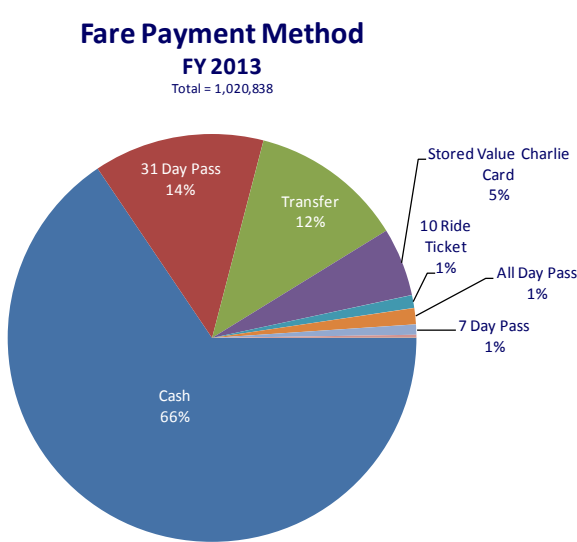


Figure 2-5: Fare Payment Method for FY2013

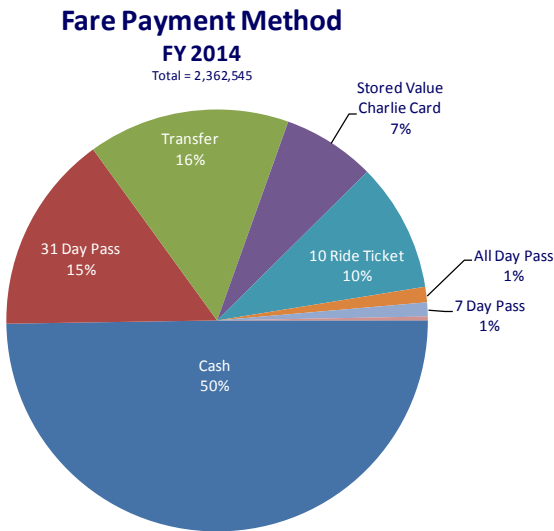


Figure 2-6: Fare Payment Method for FY2014

Ridership by Fare Type

Along with fare media, another indicator of ridership trends is the fare rate paid by each boarding customer. Due to the fact that SRTA charges different rates for different categories of passengers, inference can be made about the traveling public based on the fare rates paid. In FY 2013 40% of customers paid the full fare to ride, where as 23% paid a reduced fare; the remaining customers either redeemed a transfer (12%) paid no fare (children under 6), or were counted using a “catchall” farebox code due to the transition from the previous fare system and the new fare system. For FY 2014, the percent of full fare customers remained largely unchanged at 41%, however, reduced fare customers increased to 33%, along with an increase in transfers at 15%; the remaining 11% includes children and erroneous fare media attribution (a decline in this category is beneficial to SRTA).

During the evaluation period SRTA implemented several initiatives to expand service all while improving ridership data collection methods. The ridership figures show ridership growth that is impressive, however also reflect the addition of several popular destinations and the extension of service hours. Given the significant changes in service, ridership should not be expected to experience growth at the same rate as recent history shows.

Fare Payment by Fare Rate

FY 2013

Total = 1,020,838

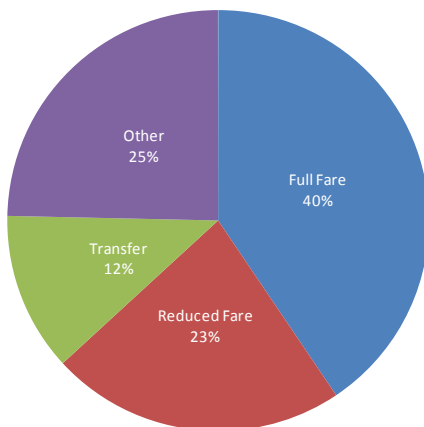


Figure 2-7: Fare Payment by Fare Rate for FY2013

Fare Payment by Fare Rate

FY 2014

Total = 2,362,545

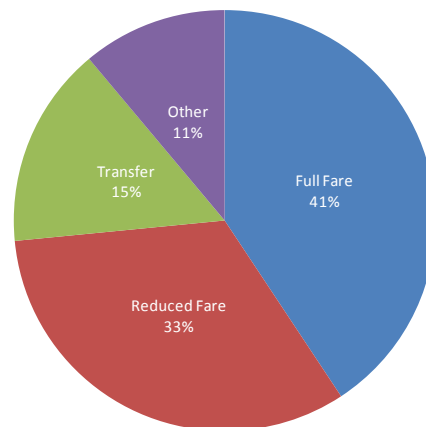


Figure 2-8: Fare Payment by Fare Rate for FY2014

Ridership Trends by Route

The following pages present the ridership trends by route for each route in the SRTA system. The ridership is displayed in four categories:

Ridership - Total: total ridership for the route. The systemwide average for each month is shown as a red line.

Passengers per Revenue Hour: the ratio of passengers boarding a route to the number of hours the route is was in service. The systemwide average for each month is shown as a red line.

Cost per Rider: the calculated cost to SRTA for each rider boarding. This figure does not account for revenue collected at the farebox for each route. The systemwide average for each month is shown as a red line.

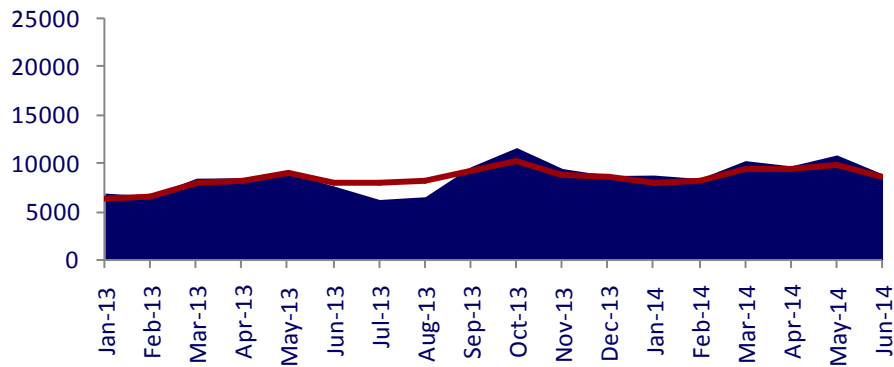
Passengers per Revenue Mile: the ratio of passengers boarding a route to the total miles covered while in service. The systemwide average for each month is shown as a red line.

The charts represent ridership data for the period beginning January 7, 2013 and ending June 30, 2014.

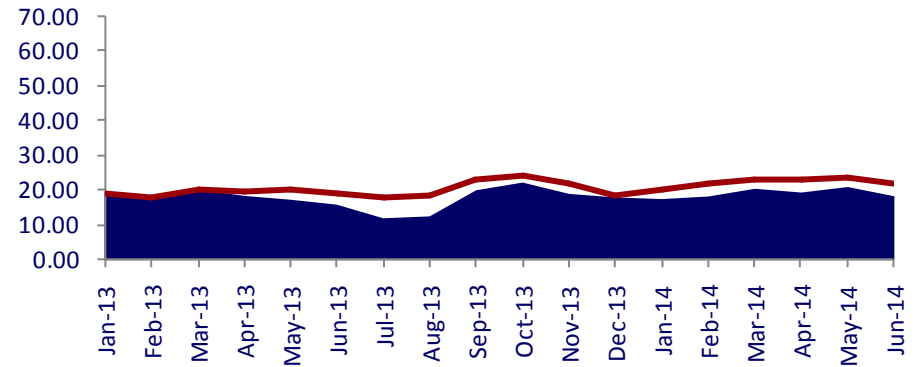
Fall River Route 1 - South Main Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	6872	6600	8395	8436	8974	7605	6221	6502	9571	11513	9379	8661	8713	8360	10184	9648	10764	8824
Passengers per Revenue Hour	19.73	17.38	20.40	18.53	17.42	15.99	12.08	12.62	20.13	22.35	49.90	18.06	17.59	18.35	20.56	19.48	21.06	18.40
Passengers per Revenue Mile	2.64	2.36	2.75	2.56	2.43	2.23	1.64	1.71	2.72	3.03	2.34	1.67	2.13	2.23	2.49	2.36	2.58	2.21
Operating Cost per Passenger	\$3.46	\$3.88	\$3.33	\$3.65	\$3.76	\$4.10	\$5.05	\$4.84	\$3.04	\$2.73	\$3.54	\$3.82	\$3.88	\$3.70	\$3.32	\$3.50	\$3.21	\$3.75

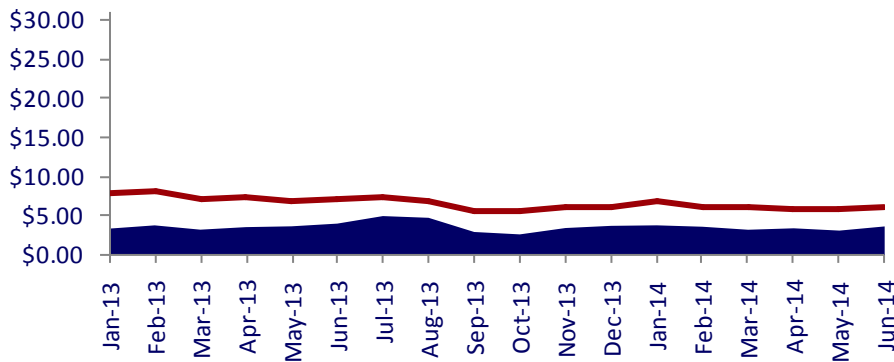
Ridership - Total



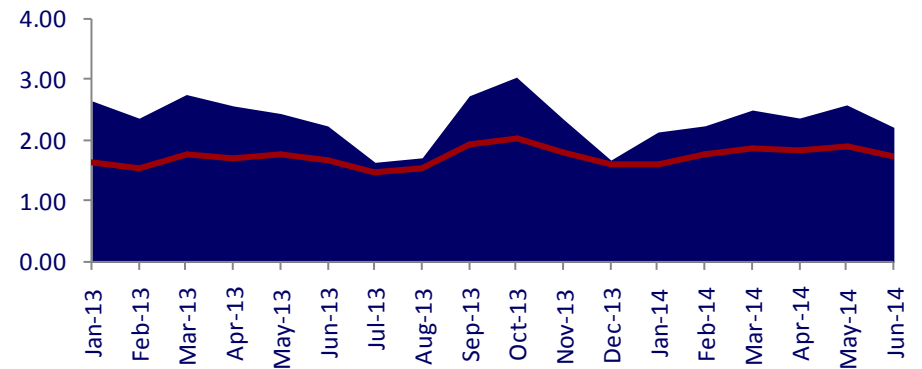
Passengers per Revenue Hour



Cost per Rider



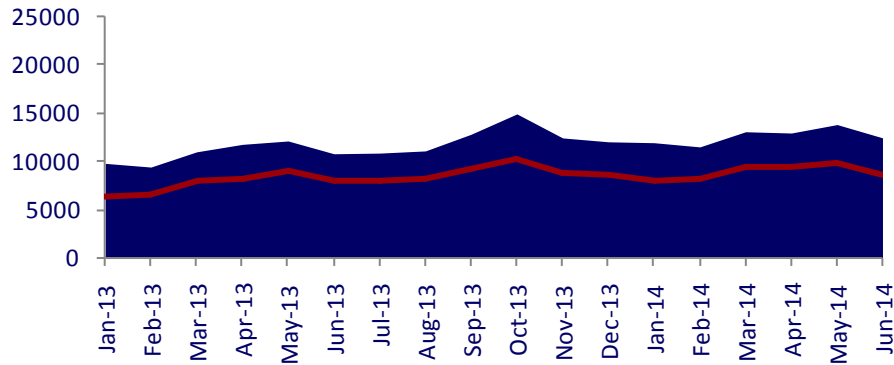
Passengers per Revenue Mile



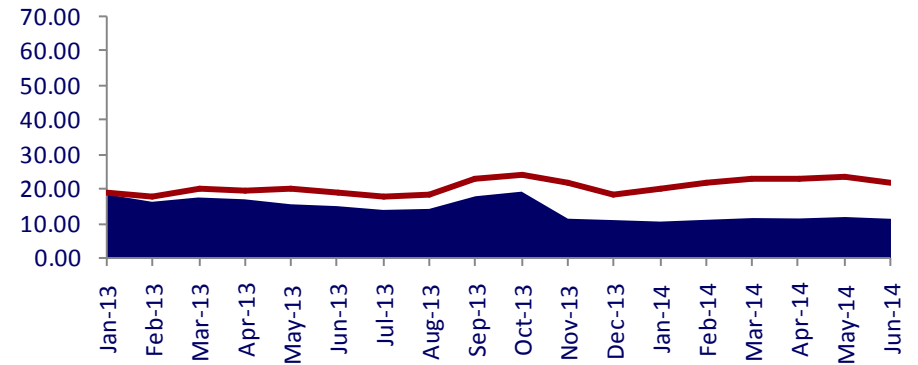
Fall River Route 2 - North Main Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	9745	9367	10926	11692	12039	10729	10796	11020	12730	14811	12351	11954	11861	11433	12984	12853	13720	12351
Passengers per Revenue Hour	18.41	16.25	17.48	16.96	15.55	15.02	13.95	14.23	17.82	19.13	11.45	11.05	10.63	11.14	11.63	11.51	11.93	11.41
Passengers per Revenue Mile	1.39	1.24	1.32	1.27	1.12	1.09	1.00	1.02	1.29	1.38	1.31	0.63	1.24	1.30	1.36	1.34	1.40	1.33
Operating Cost per Passenger	\$6.59	\$7.37	\$6.91	\$7.27	\$8.17	\$8.40	\$8.24	\$8.08	\$6.41	\$6.01	\$6.30	\$6.45	\$6.68	\$6.36	\$6.10	\$6.16	\$5.93	\$6.24

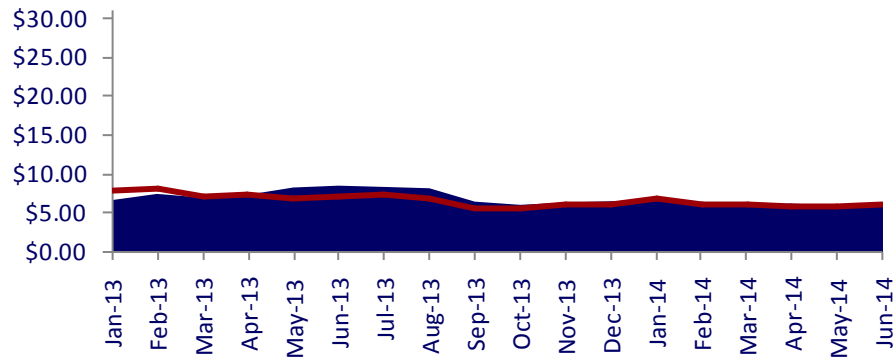
Ridership - Total



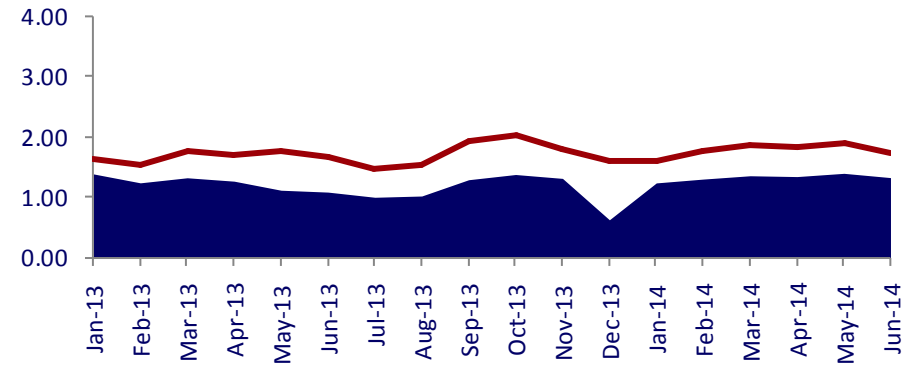
Passengers per Revenue Hour



Cost per Rider



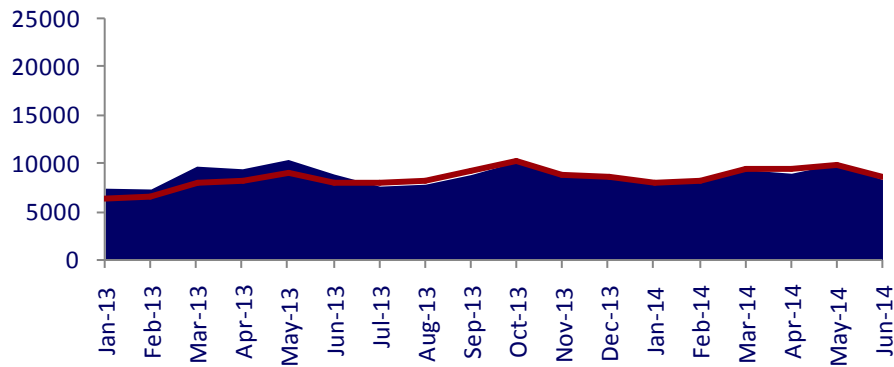
Passengers per Revenue Mile



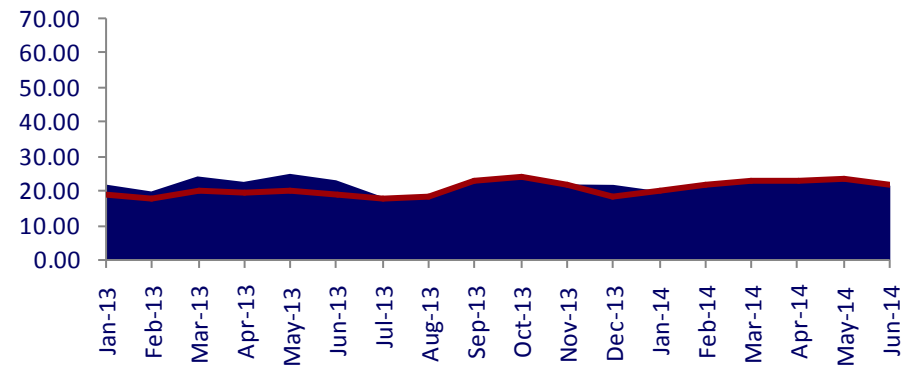
Fall River Route 3 - Laurel Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	7363	7280	9606	9339	10285	8805	7572	7772	8755	10068	8663	8342	7918	7996	9245	8885	9856	8238
Passengers per Revenue Hour	22.13	20.11	24.45	22.88	25.20	23.33	18.55	19.04	23.20	24.66	22.14	22.01	20.16	22.09	23.54	22.62	24.24	21.74
Passengers per Revenue Mile	2.60	2.37	2.88	2.68	2.97	2.75	2.18	2.24	2.73	2.90	2.69	3.25	2.44	2.69	2.85	2.74	2.97	2.60
Operating Cost per Passenger	\$3.51	\$3.86	\$3.18	\$3.39	\$3.08	\$3.33	\$3.79	\$3.69	\$3.03	\$2.85	\$3.07	\$3.14	\$3.39	\$3.07	\$2.90	\$3.02	\$2.78	\$3.18

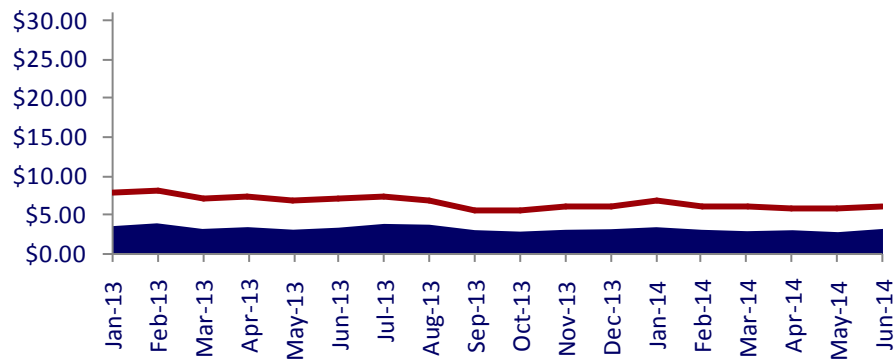
Ridership - Total



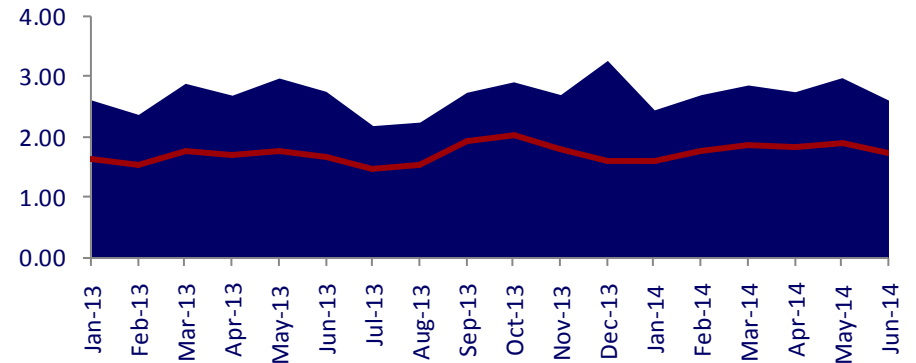
Passengers per Revenue Hour



Cost per Rider



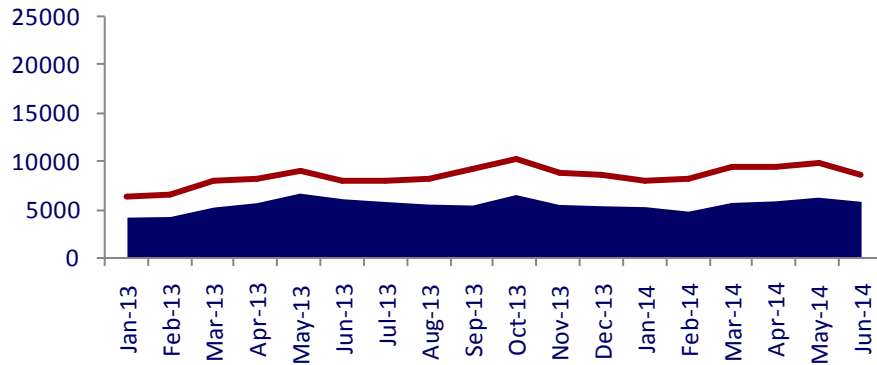
Passengers per Revenue Mile



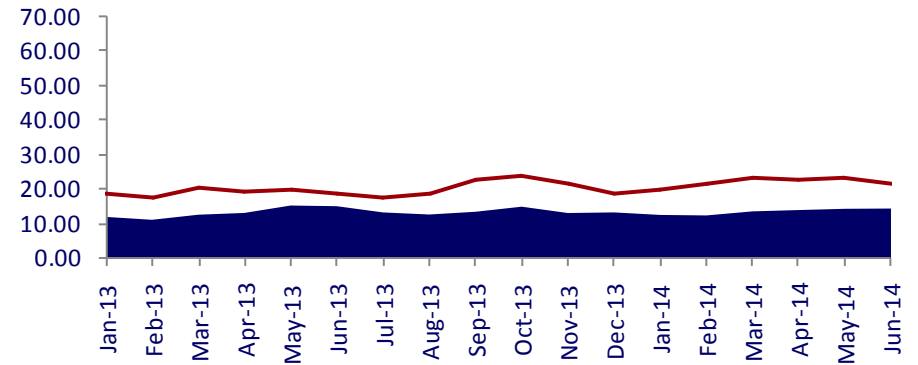
Fall River Route 4 - Robeson Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	4217	4280	5240	5691	6662	6088	5802	5543	5446	6517	5512	5376	5285	4823	5715	5872	6251	5824
Passengers per Revenue Hour	12.03	11.21	12.66	13.17	15.29	15.09	13.31	12.72	13.50	14.95	13.14	13.32	12.59	12.45	13.62	13.99	14.35	14.43
Passengers per Revenue Mile	0.99	0.93	1.04	1.08	1.27	1.27	1.11	1.06	1.13	1.25	1.11	0.75	1.04	1.04	1.13	1.16	1.21	1.18
Operating Cost per Passenger	\$9.26	\$9.81	\$8.76	\$8.40	\$7.18	\$7.22	\$7.46	\$7.81	\$7.30	\$6.64	\$7.44	\$7.61	\$7.92	\$7.95	\$7.33	\$7.13	\$6.85	\$7.03

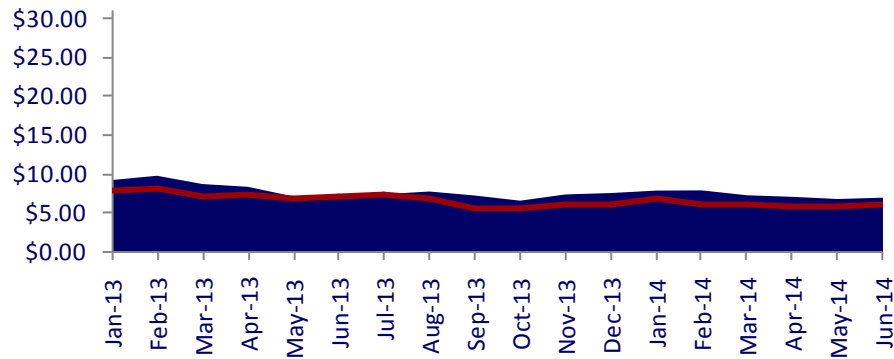
Ridership - Total



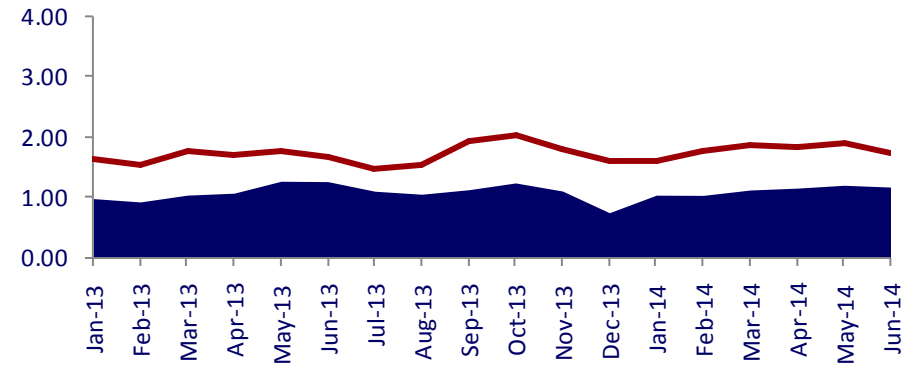
Passengers per Revenue Hour



Cost per Rider



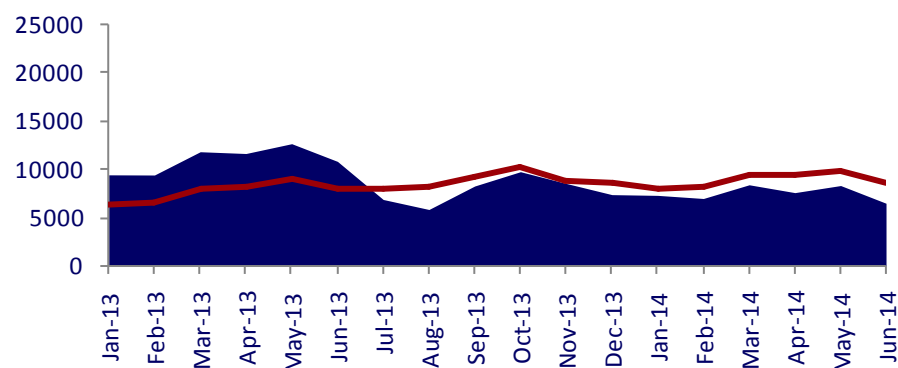
Passengers per Revenue Mile



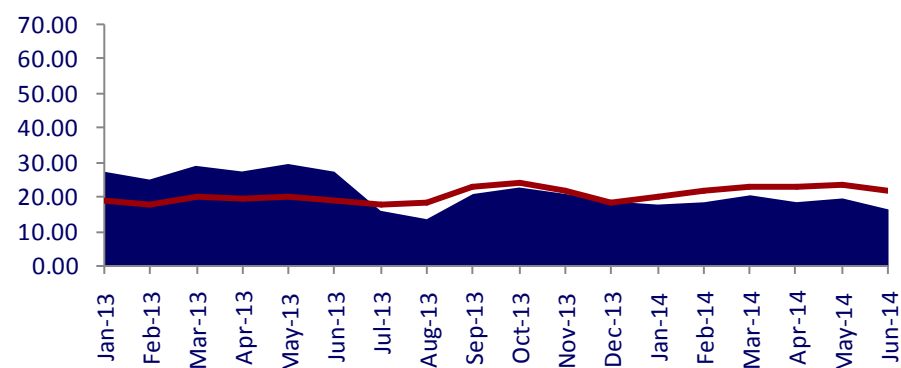
Fall River Route 5 - Stafford Road

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	9409	9391	11780	11597	12605	10789	6879	5852	8262	9731	8526	7377	7301	6981	8388	7582	8310	6479
Passengers per Revenue Hour	27.45	25.16	29.10	27.48	29.63	27.42	16.17	13.76	21.00	22.88	21.02	18.83	17.96	18.62	20.63	18.65	19.73	16.54
Passengers per Revenue Mile	2.22	2.04	2.35	2.14	2.42	2.24	1.32	1.13	1.72	1.87	1.65	1.00	1.40	1.46	1.61	1.46	1.55	1.28
Operating Cost per Passenger	\$4.12	\$4.49	\$3.88	\$4.10	\$3.77	\$4.07	\$6.25	\$7.35	\$4.81	\$4.42	\$5.00	\$5.67	\$5.89	\$5.66	\$5.13	\$5.68	\$5.33	\$6.45

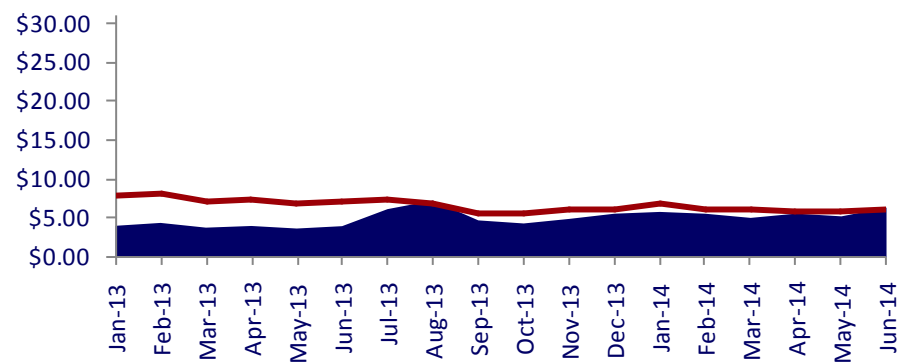
Ridership - Total



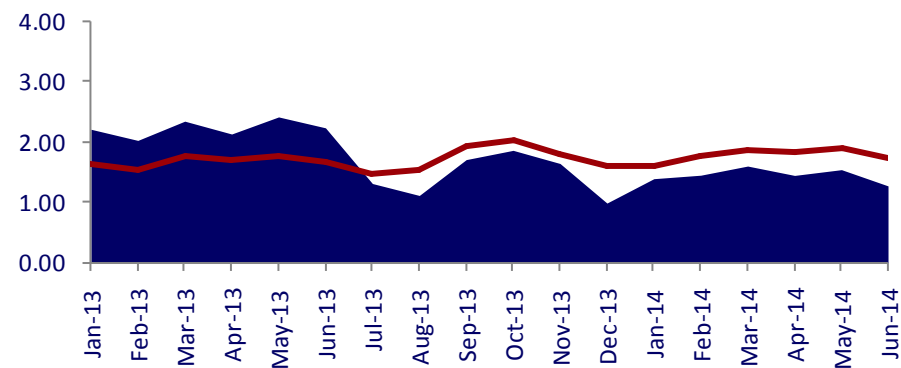
Passengers per Revenue Hour



Cost per Rider



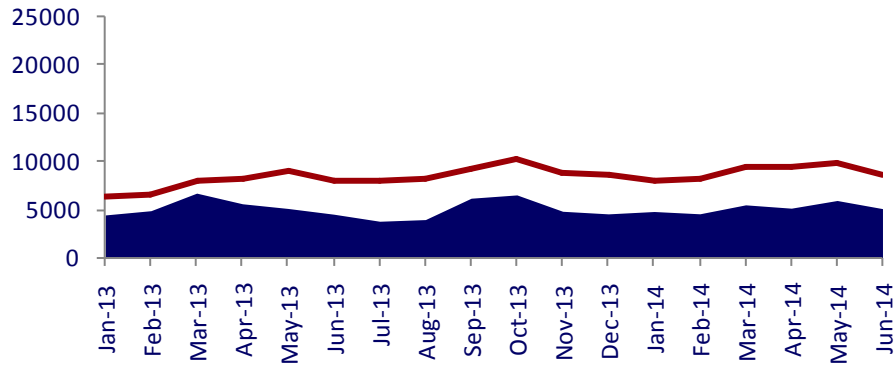
Passengers per Revenue Mile



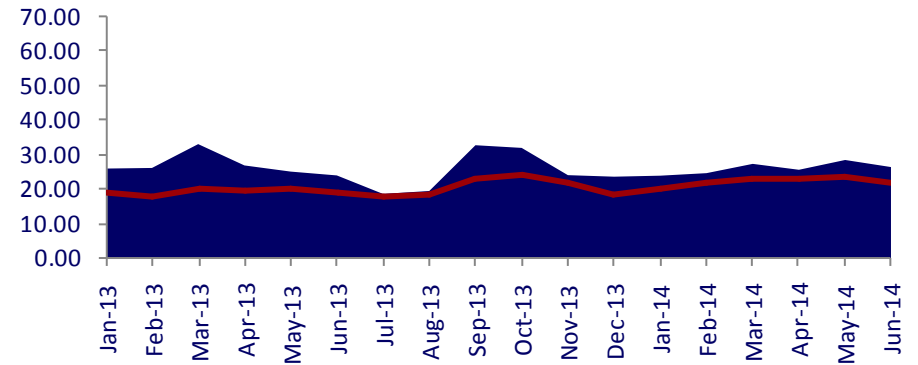
Fall River Route 6 - Pleasant Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	4484	4922	6730	5635	5151	4560	3836	4007	6208	6547	4862	4596	4839	4603	5525	5182	5973	5130
Passengers per Revenue Hour	25.99	26.17	33.02	26.89	25.12	24.02	18.71	19.54	32.70	31.93	24.10	23.66	23.95	24.68	27.34	25.65	28.46	26.41
Passengers per Revenue Mile	2.35	2.37	2.99	2.42	2.18	2.08	1.62	1.69	2.83	2.77	2.05	1.13	2.03	2.10	2.32	2.18	2.43	2.23
Operating Cost per Passenger	\$3.89	\$3.86	\$3.06	\$3.81	\$4.20	\$4.39	\$5.10	\$4.88	\$2.92	\$2.99	\$4.03	\$4.15	\$4.07	\$3.94	\$3.56	\$3.80	\$3.40	\$3.71

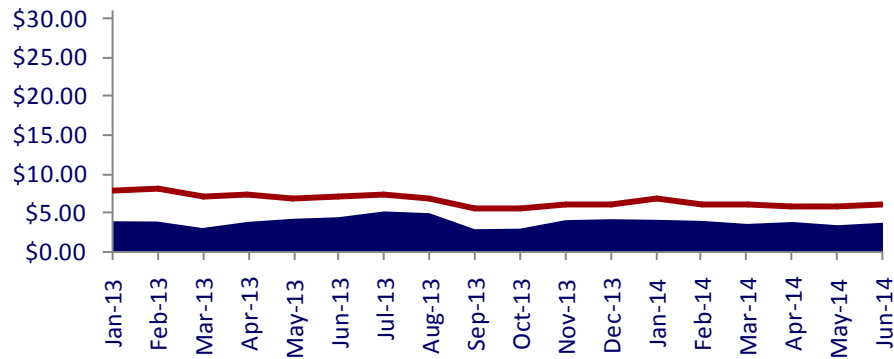
Ridership - Total



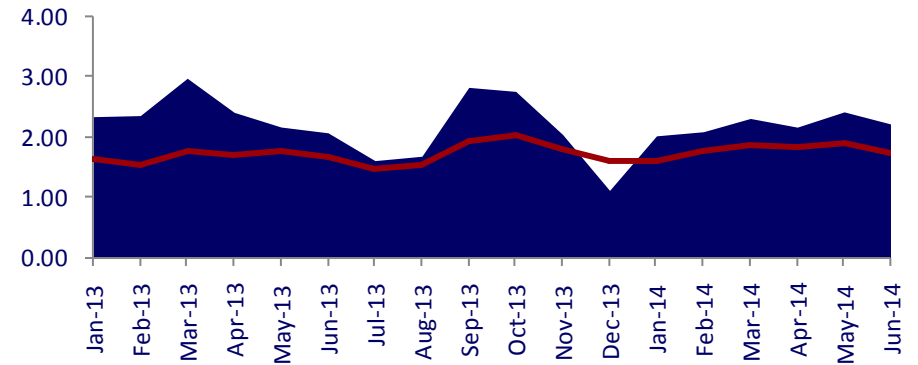
Passengers per Revenue Hour



Cost per Rider



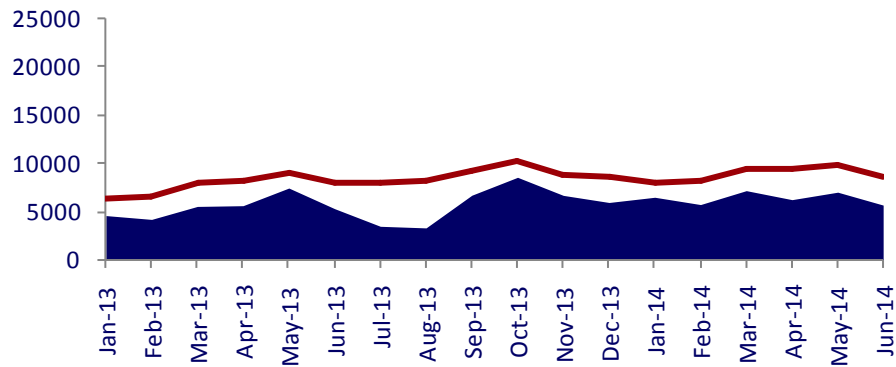
Passengers per Revenue Mile



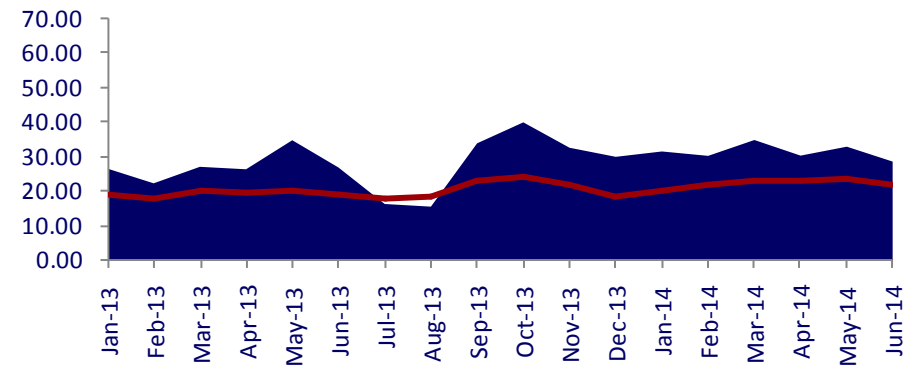
Fall River Route 7 - Bay Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	4565	4176	5494	5570	7362	5268	3475	3313	6632	8452	6616	5895	6425	5683	7097	6181	6941	5620
Passengers per Revenue Hour	26.64	22.40	27.16	26.45	34.83	26.96	16.44	15.67	33.94	39.98	32.66	30.04	31.59	30.32	34.89	30.39	32.97	28.64
Passengers per Revenue Mile	2.25	1.89	2.29	2.28	2.96	2.29	1.40	1.33	2.88	3.40	2.47	1.10	2.36	2.27	2.61	2.27	2.47	2.13
Operating Cost per Passenger	\$4.06	\$4.83	\$3.98	\$4.08	\$3.09	\$3.99	\$5.92	\$6.21	\$2.87	\$2.43	\$3.35	\$3.70	\$3.50	\$3.64	\$3.17	\$3.64	\$3.35	\$3.88

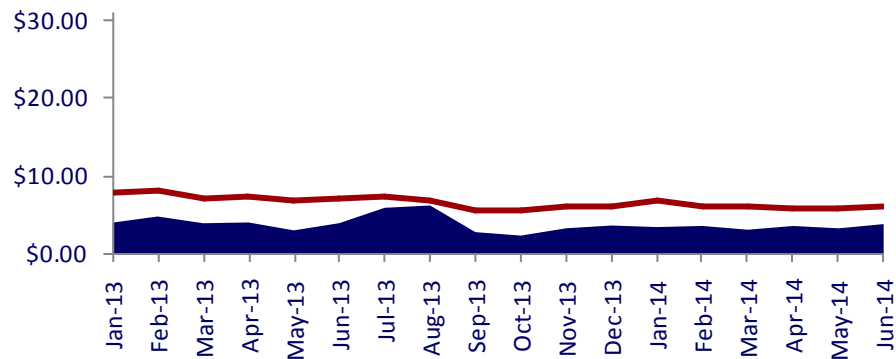
Ridership - Total



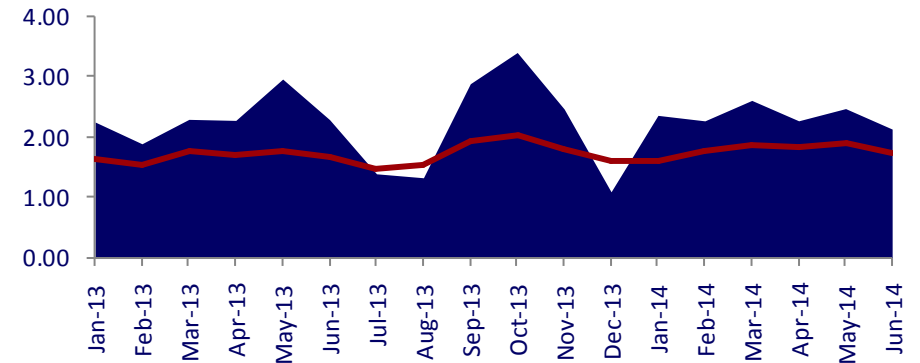
Passengers per Revenue Hour



Cost per Rider



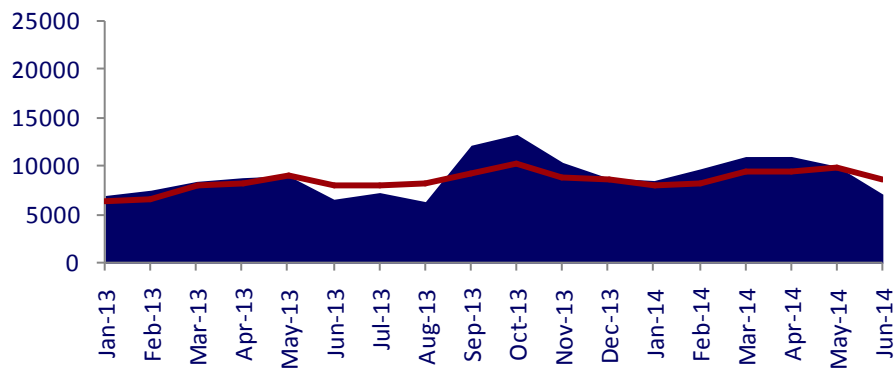
Passengers per Revenue Mile



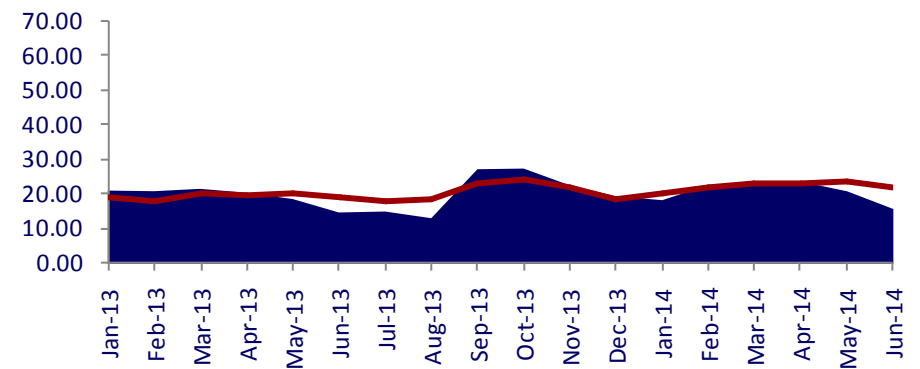
Fall River Route 8 - Bristol Community College / Durfee High School

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	6931	7476	8378	8755	8968	6547	7232	6304	12080	13194	10323	8722	8463	9651	10923	10931	9932	7068
Passengers per Revenue Hour	20.98	20.80	21.48	20.36	18.56	14.69	14.97	13.05	27.11	27.30	22.48	19.35	18.22	22.62	23.52	23.54	20.77	15.68
Passengers per Revenue Mile	1.78	1.79	1.83	1.72	1.54	1.23	1.24	1.08	2.27	2.27	1.88	0.67	1.50	1.88	1.94	1.94	1.73	1.27
Operating Cost per Passenger	\$5.13	\$5.11	\$4.98	\$5.32	\$5.93	\$7.44	\$6.65	\$7.63	\$3.65	\$3.65	\$4.39	\$5.26	\$5.51	\$4.41	\$4.27	\$4.26	\$4.77	\$6.49

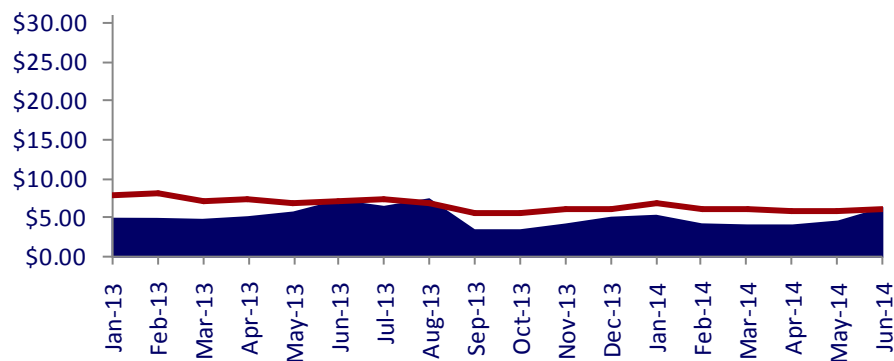
Ridership - Total



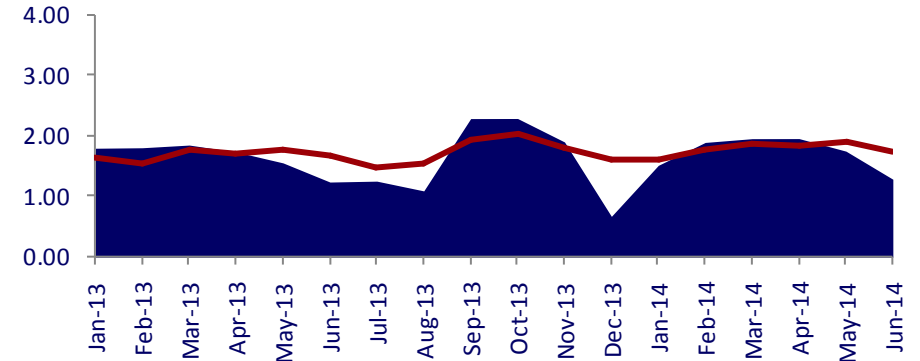
Passengers per Revenue Hour



Cost per Rider



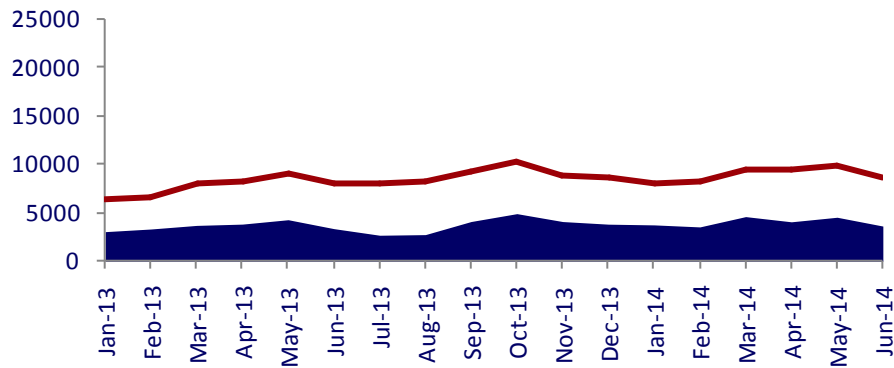
Passengers per Revenue Mile



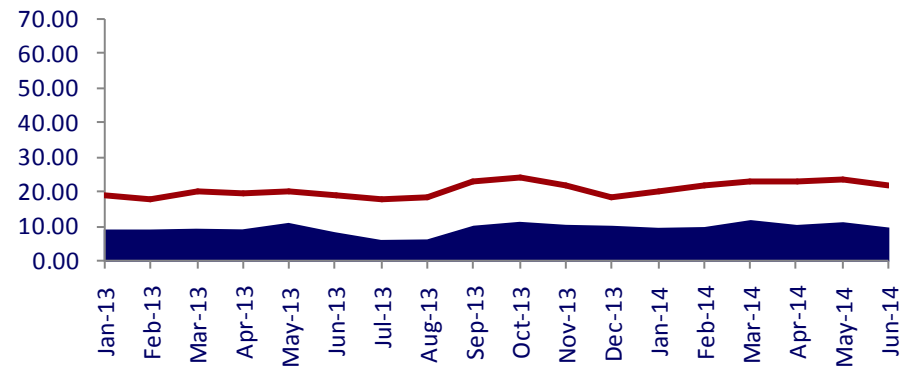
Fall River Route 9 - Bedford Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	3058	3333	3706	3840	4295	3370	2687	2752	4109	4924	4105	3834	3759	3549	4616	4078	4550	3639
Passengers per Revenue Hour	9.11	9.11	9.34	9.15	10.99	8.35	6.16	6.31	10.19	11.29	10.44	10.17	9.59	9.81	11.78	10.41	11.18	9.66
Passengers per Revenue Mile	0.90	0.91	0.93	0.93	1.05	0.90	0.66	0.67	1.09	1.20	1.03	0.74	0.92	0.95	1.13	1.00	1.09	0.91
Operating Cost per Passenger	\$10.18	\$10.04	\$9.87	\$9.87	\$8.70	\$10.20	\$12.60	\$12.30	\$7.57	\$6.88	\$8.03	\$8.62	\$8.98	\$8.70	\$7.31	\$8.28	\$7.58	\$9.08

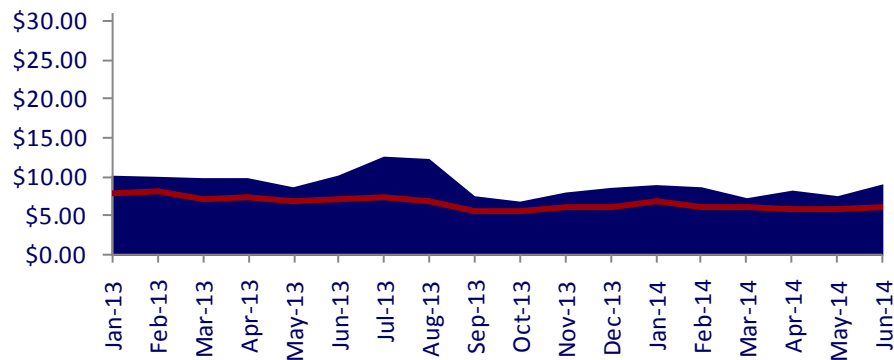
Ridership - Total



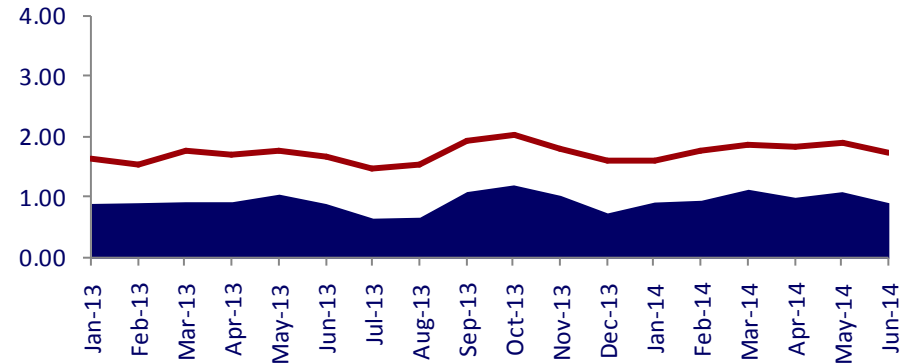
Passengers per Revenue Hour



Cost per Rider



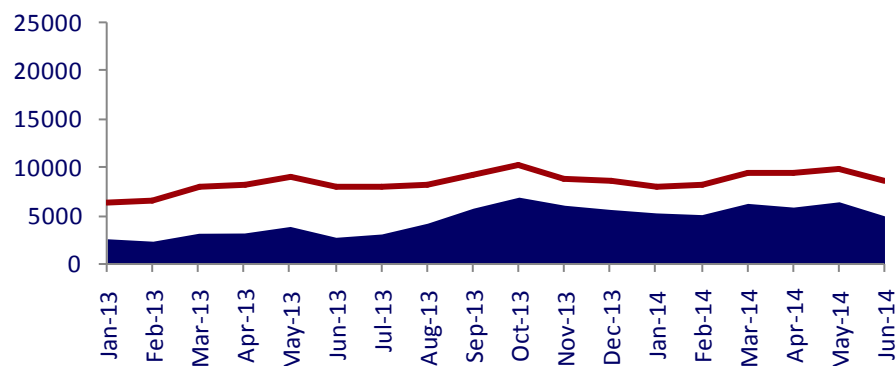
Passengers per Revenue Mile



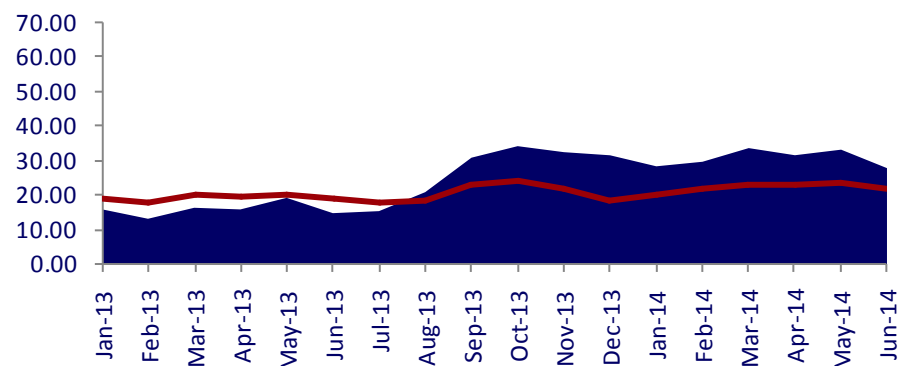
Fall River Route 10 - Rodman Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	2648	2397	3214	3241	3915	2799	3141	4248	5793	6929	6095	5664	5309	5131	6288	5905	6453	4994
Passengers per Revenue Hour	15.96	13.25	16.39	15.92	19.24	14.85	15.43	20.87	30.74	34.05	32.33	31.43	28.27	29.58	33.49	31.45	33.04	27.71
Passengers per Revenue Mile	1.43	1.19	1.47	1.55	1.72	1.33	1.37	1.85	2.72	3.02	2.70	1.45	2.35	2.46	2.79	2.62	2.76	2.30
Operating Cost per Passenger	\$6.40	\$7.71	\$6.23	\$6.41	\$5.31	\$6.88	\$6.04	\$4.47	\$3.04	\$2.74	\$3.06	\$3.17	\$3.52	\$3.36	\$2.97	\$3.16	\$3.00	\$3.60

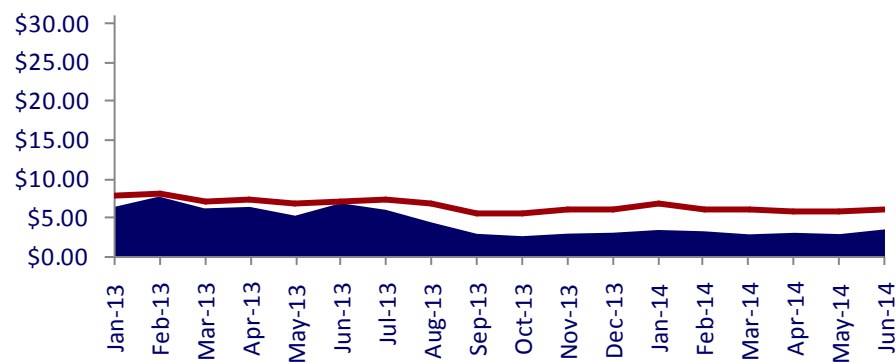
Ridership - Total



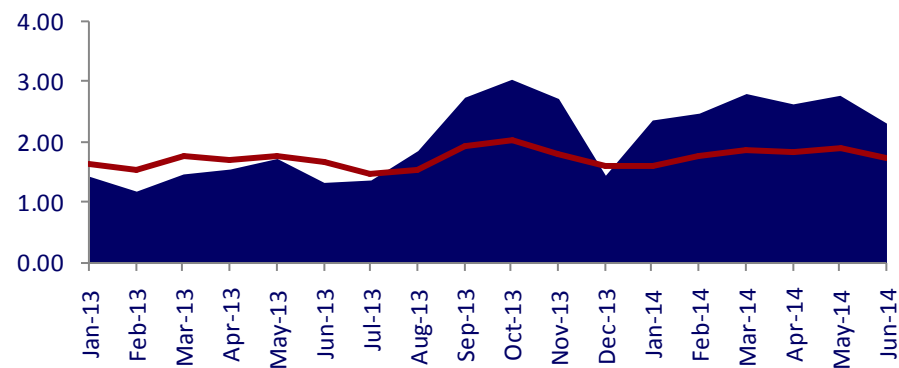
Passengers per Revenue Hour



Cost per Rider



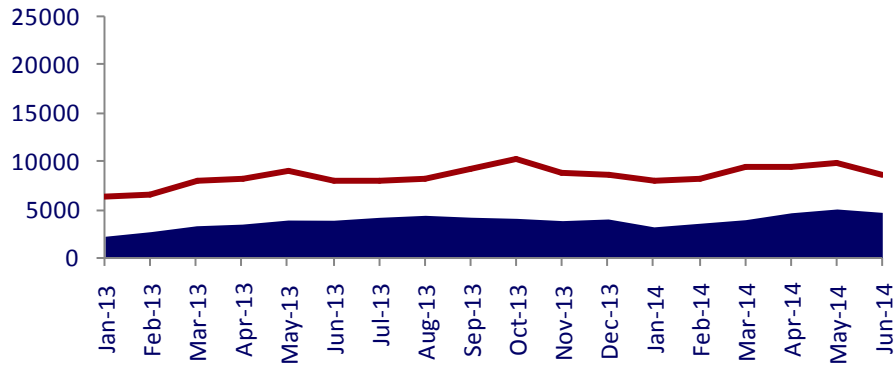
Passengers per Revenue Mile



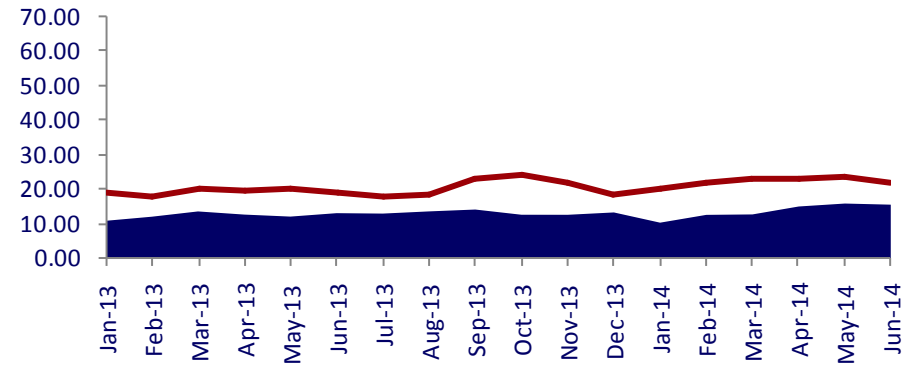
Fall River Route 14 - Swansea Mall

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	2273	2746	3346	3515	3932	3911	4211	4414	4220	4104	3871	4041	3234	3602	3968	4674	5062	4713
Passengers per Revenue Hour	10.88	12.04	13.55	12.65	12.08	13.05	12.93	13.56	14.09	12.61	12.59	13.26	10.35	12.57	12.69	14.95	15.79	15.47
Passengers per Revenue Mile	0.46	0.52	0.58	0.60	0.59	0.64	0.63	0.66	0.69	0.62	0.61	0.85	0.51	0.61	0.62	0.73	0.77	0.76
Operating Cost per Passenger	\$19.69	\$17.71	\$15.78	\$16.15	\$15.46	\$14.34	\$13.07	\$12.46	\$12.03	\$13.41	\$13.54	\$12.68	\$16.35	\$13.50	\$13.33	\$11.32	\$10.77	\$10.87

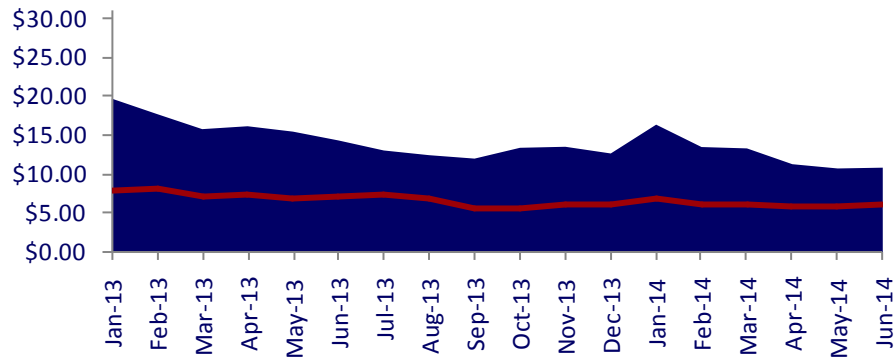
Ridership - Total



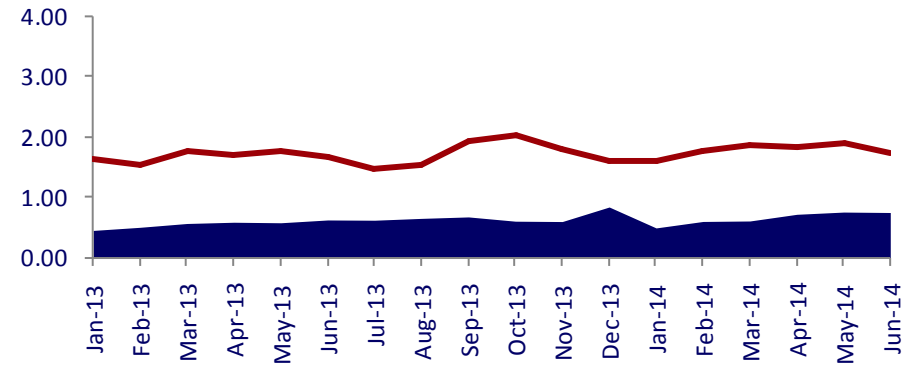
Passengers per Revenue Hour



Cost per Rider



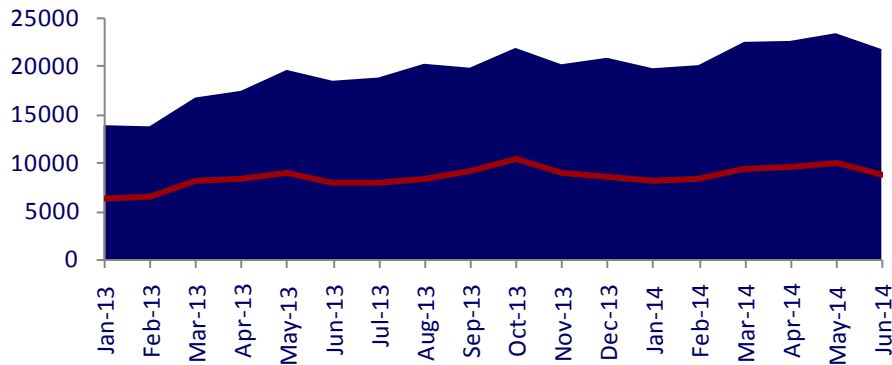
Passengers per Revenue Mile



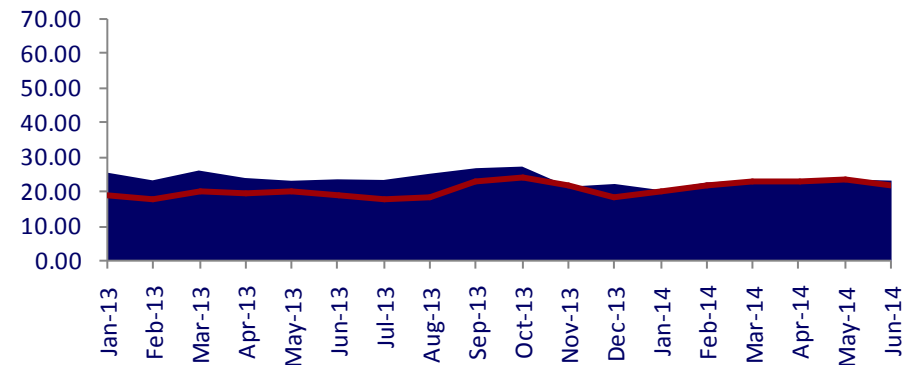
New Bedford Route 1 - Fort Rodman

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	13898	13780	16770	17466	19640	18513	18844	20276	19867	21924	20225	20898	19810	20136	22555	22649	23453	21804
Passengers per Revenue Hour	25.72	23.46	26.30	24.14	23.34	23.76	23.57	25.37	26.97	27.43	21.63	22.41	20.64	22.84	23.49	23.59	23.75	23.38
Passengers per Revenue Mile	2.81	2.59	2.88	2.76	2.64	2.72	2.54	2.73	2.92	2.95	2.92	3.53	2.78	3.09	3.16	3.17	3.23	3.11
Operating Cost per Passenger	\$3.26	\$3.53	\$3.17	\$3.40	\$3.46	\$3.36	\$3.26	\$3.03	\$2.83	\$2.80	\$2.84	\$2.78	\$2.98	\$2.67	\$2.62	\$2.61	\$2.56	\$2.66

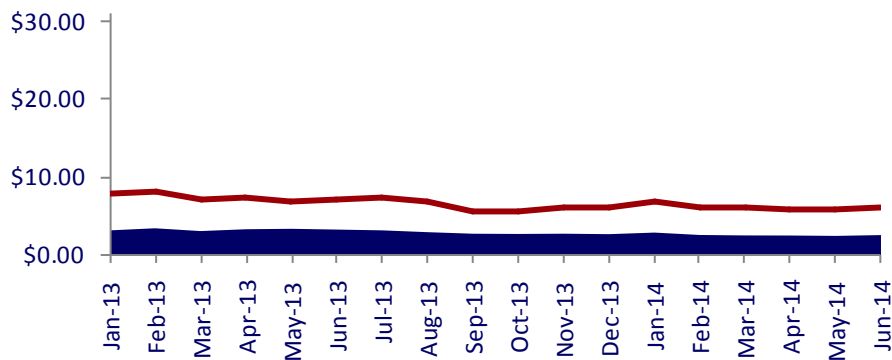
Total Ridership



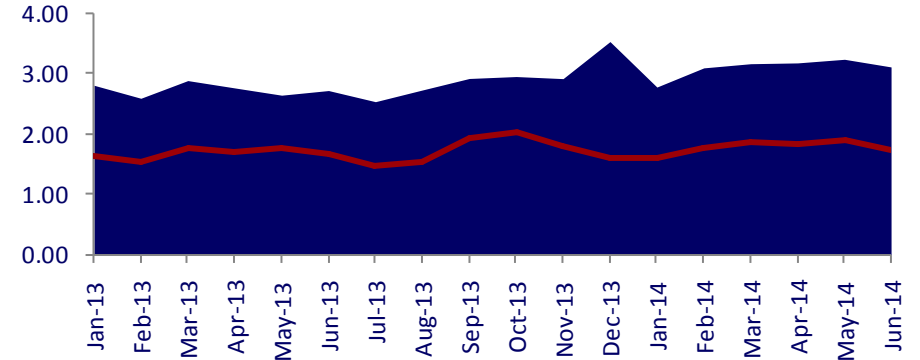
Passengers per Revenue Hour



Cost per Rider



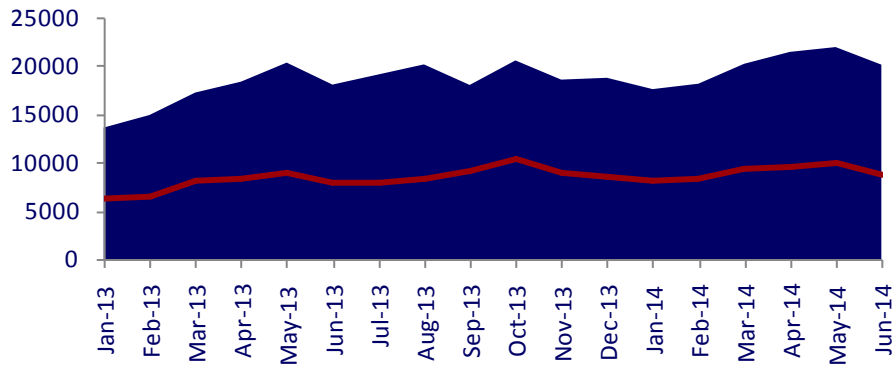
Passengers per Revenue Mile



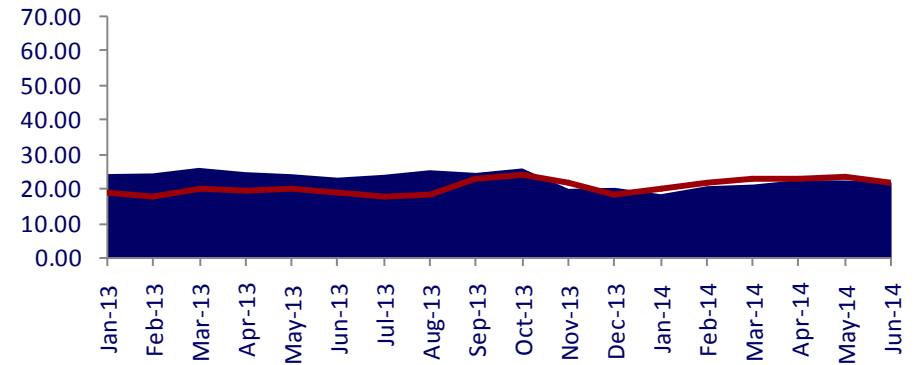
New Bedford Route 2 - Lund's Corner

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	13561	14856	17173	18295	20262	17994	19036	20078	17957	20488	18509	18695	17527	18086	20141	21369	21866	20053
Passengers per Revenue Hour	24.37	24.56	26.15	24.93	24.34	23.34	24.16	25.48	24.71	26.00	20.14	20.43	18.60	20.89	21.37	22.67	22.54	21.92
Passengers per Revenue Mile	2.10	2.14	2.26	2.21	2.14	2.08	2.01	2.12	2.07	2.17	2.10	2.83	1.93	2.19	2.22	2.36	2.37	2.25
Operating Cost per Passenger	\$4.35	\$4.27	\$4.04	\$4.20	\$4.27	\$4.40	\$4.11	\$3.89	\$3.99	\$3.82	\$3.94	\$3.94	\$4.27	\$3.78	\$3.72	\$3.51	\$3.48	\$3.67

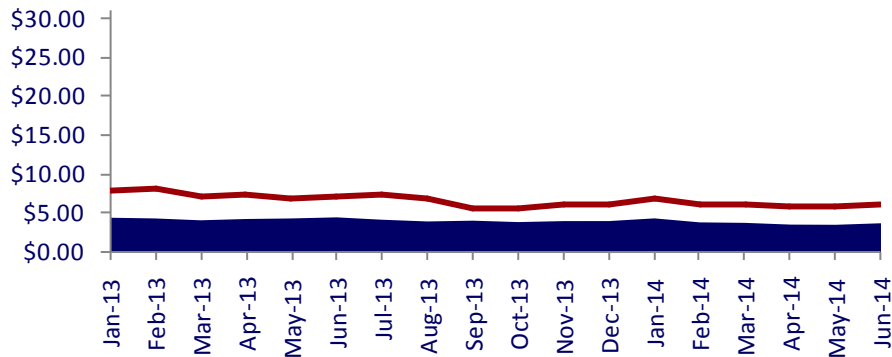
Ridership -Total



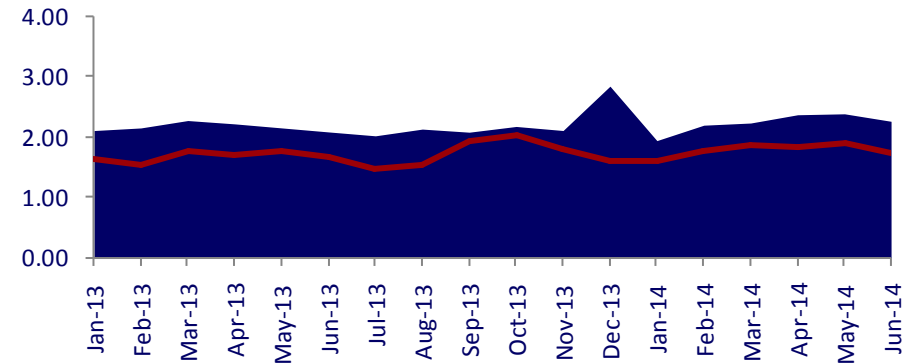
Passengers per Revenue Hour



Cost per Rider



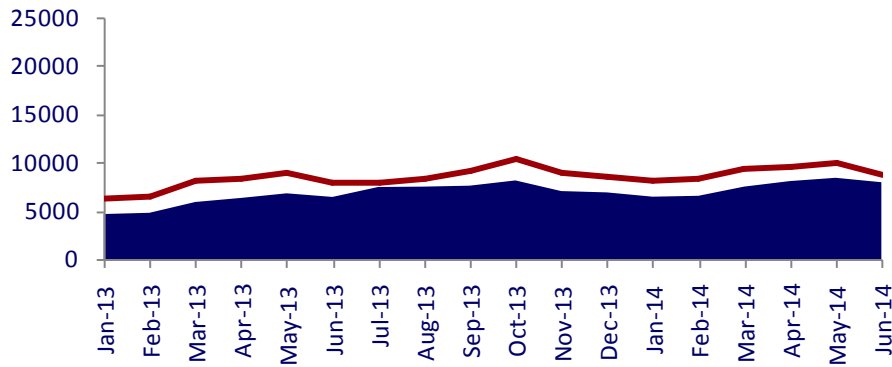
Passengers per Revenue Mile



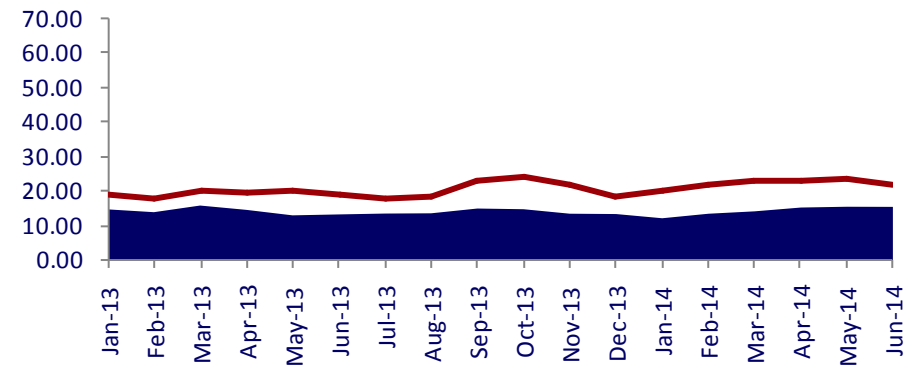
New Bedford Route 3 - Dartmouth Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	4663	4790	5910	6331	6810	6434	7465	7504	7601	8146	7042	6904	6460	6552	7504	8078	8418	7959
Passengers per Revenue Hour	14.46	13.67	15.53	14.32	12.78	13.05	13.29	13.36	14.70	14.50	13.24	13.15	11.97	13.24	13.91	14.97	15.20	15.16
Passengers per Revenue Mile	1.12	1.07	1.21	1.16	1.09	1.12	1.18	1.19	1.31	1.29	1.19	1.13	1.06	1.18	1.24	1.33	1.36	1.34
Operating Cost per Passenger	\$8.17	\$8.57	\$7.58	\$7.90	\$8.41	\$8.17	\$7.01	\$6.97	\$6.32	\$6.42	\$6.96	\$7.12	\$7.77	\$7.00	\$6.69	\$6.21	\$6.08	\$6.18

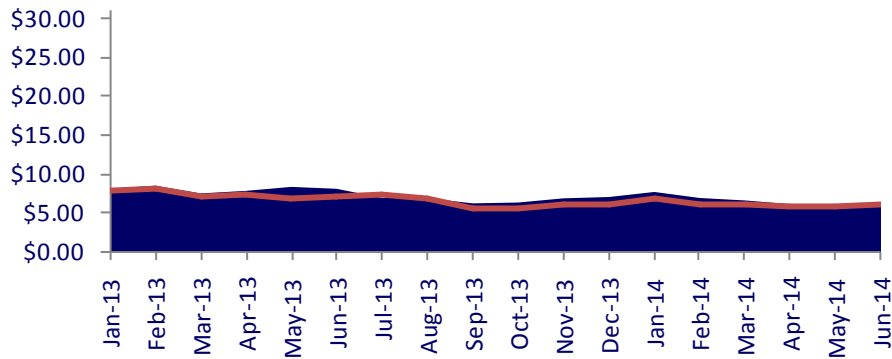
Ridership - Total



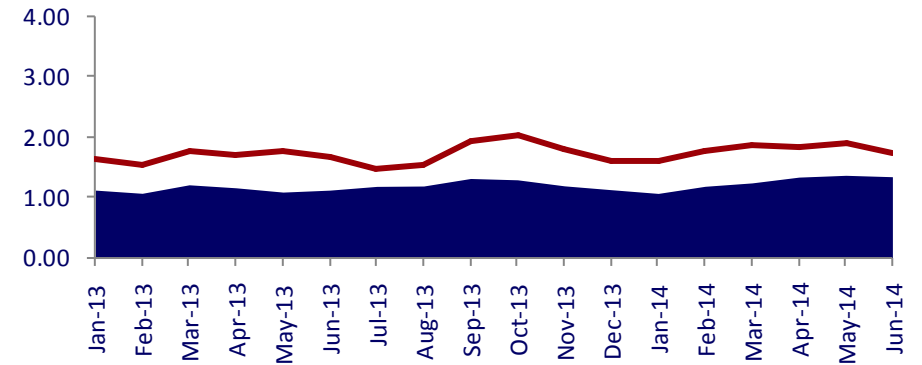
Passengers per Revenue Hour



Cost per Rider



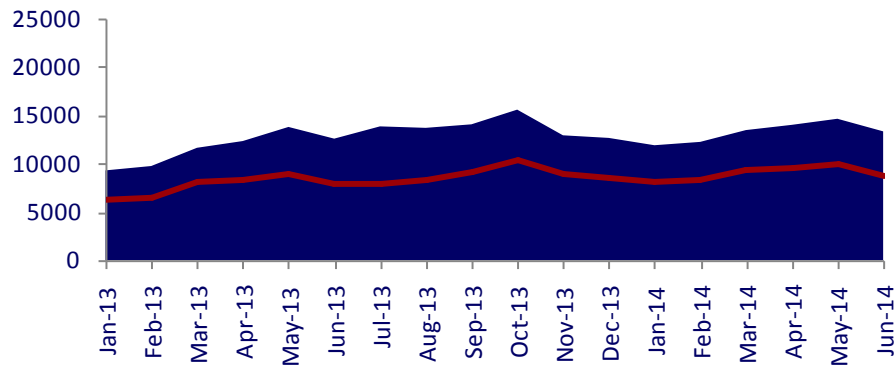
Passengers per Revenue Mile



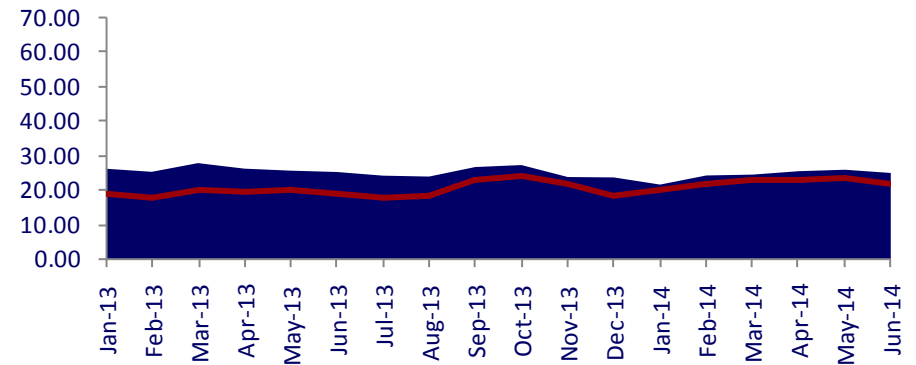
New Bedford Route 4 - Ashley Boulevard

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	9347	9803	11701	12402	13871	12653	13930	13777	14144	15674	13001	12729	11967	12315	13545	14088	14723	13412
Passengers per Revenue Hour	26.02	25.14	27.62	26.04	25.47	25.09	24.05	23.78	26.50	27.06	23.66	23.54	21.50	24.10	24.34	25.32	25.73	24.80
Passengers per Revenue Mile	1.83	1.79	1.95	1.89	1.89	1.88	1.89	1.87	2.10	2.13	1.89	1.88	1.70	1.91	1.92	2.00	2.05	1.94
Operating Cost per Passenger	\$4.99	\$5.12	\$4.68	\$4.86	\$4.84	\$4.87	\$4.36	\$4.41	\$3.94	\$3.88	\$4.37	\$4.49	\$4.87	\$4.32	\$4.30	\$4.14	\$4.03	\$4.26

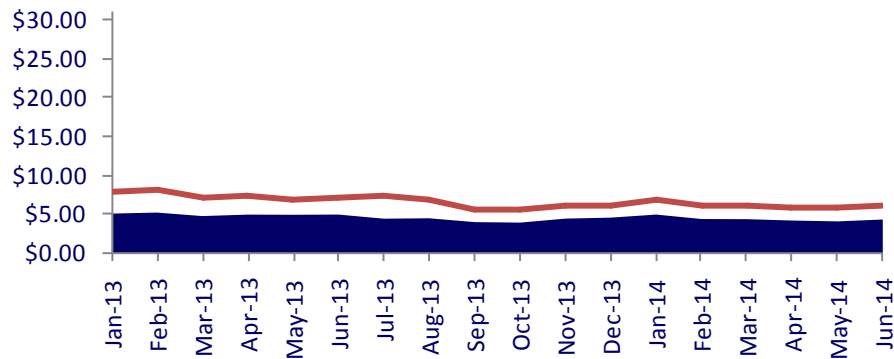
Ridership - Total



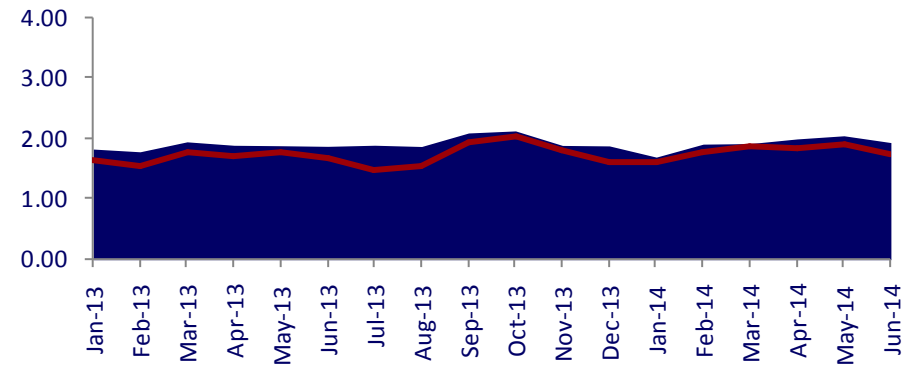
Passengers per Revenue Hour



Cost per Rider



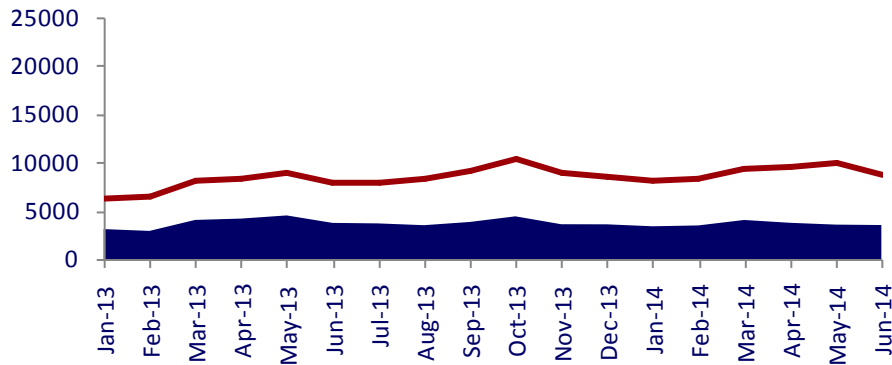
Passengers per Revenue Mile



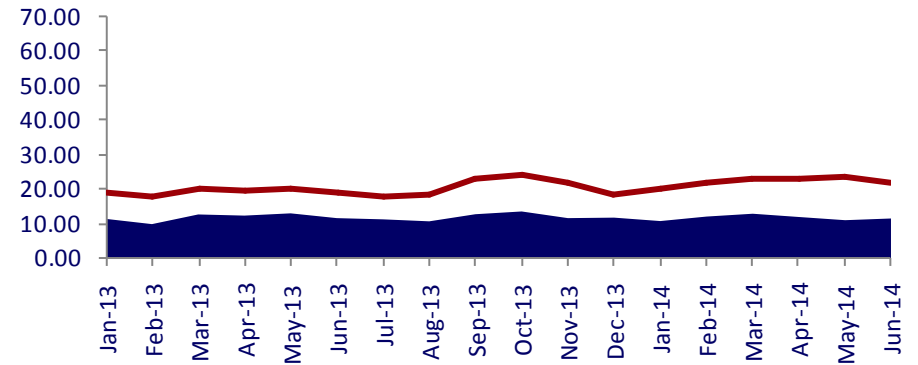
New Bedford Route 5 - Rivet Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	3040	2855	3973	4107	4429	3671	3618	3437	3764	4337	3535	3525	3325	3414	3967	3681	3496	3453
Passengers per Revenue Hour	11.57	10.05	12.84	12.51	13.16	11.78	11.43	10.86	12.91	13.70	11.78	11.92	10.93	12.23	13.04	12.10	11.18	11.68
Passengers per Revenue Mile	1.82	1.58	2.02	2.02	2.16	1.95	1.77	1.68	2.00	2.12	1.98	3.90	1.83	2.07	2.18	2.03	1.90	1.92
Operating Cost per Passenger	\$5.02	\$5.77	\$4.52	\$4.56	\$4.22	\$4.69	\$4.68	\$4.93	\$4.14	\$3.90	\$4.17	\$4.21	\$4.52	\$4.00	\$3.78	\$4.08	\$4.34	\$4.30

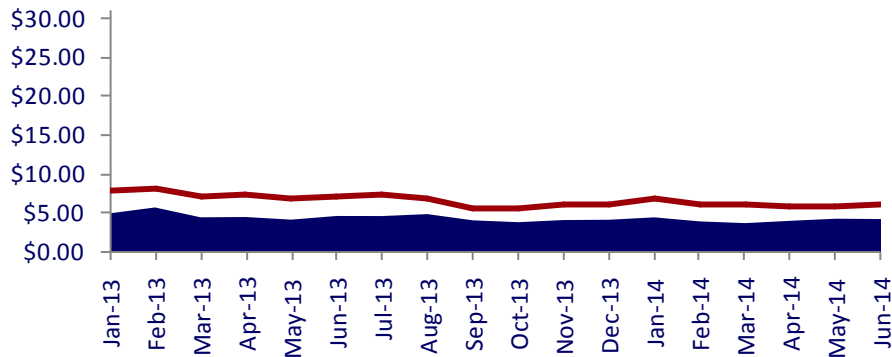
Ridership - Total



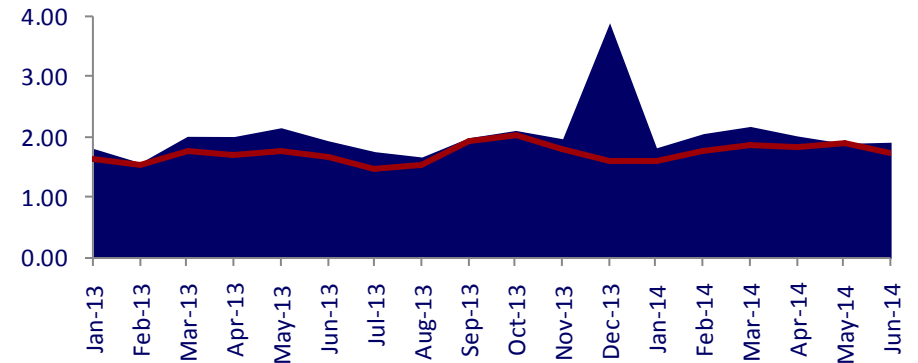
Passengers per Revenue Hour



Cost per Rider



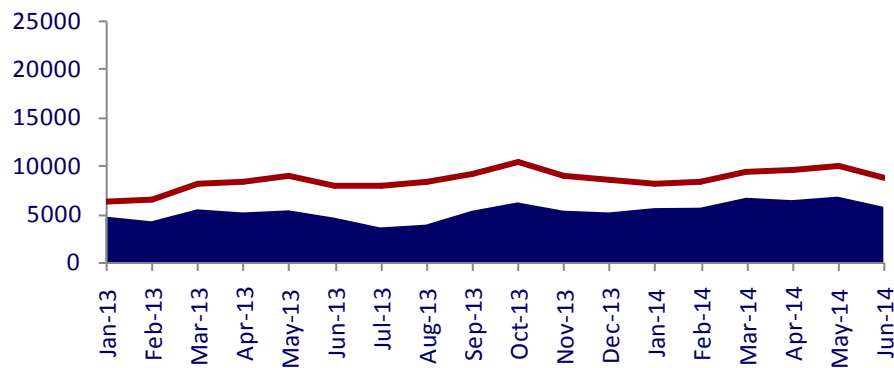
Passengers per Revenue Mile



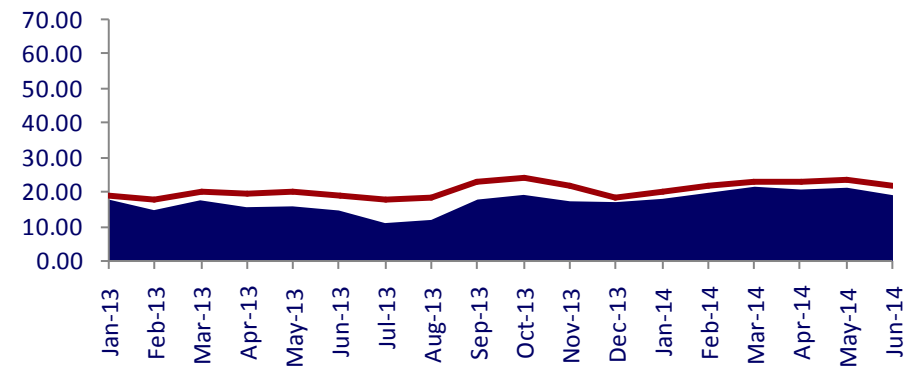
New Bedford Route 6 - Shawmut - Rockdale

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	4715	4231	5474	5151	5371	4603	3592	3883	5316	6195	5336	5152	5601	5645	6678	6430	6792	5740
Passengers per Revenue Hour	18.08	14.97	17.81	15.82	16.06	14.87	11.23	12.14	18.02	19.37	17.53	17.29	18.22	19.97	21.73	20.92	21.44	19.27
Passengers per Revenue Mile	1.13	0.94	1.12	1.03	1.05	0.98	0.70	0.76	1.13	1.21	1.10	0.51	1.14	1.25	1.36	1.31	1.35	1.20
Operating Cost per Passenger	\$8.09	\$9.73	\$8.20	\$9.07	\$8.70	\$9.34	\$11.77	\$10.89	\$7.32	\$6.82	\$7.49	\$7.67	\$7.25	\$6.60	\$6.08	\$6.31	\$6.13	\$6.89

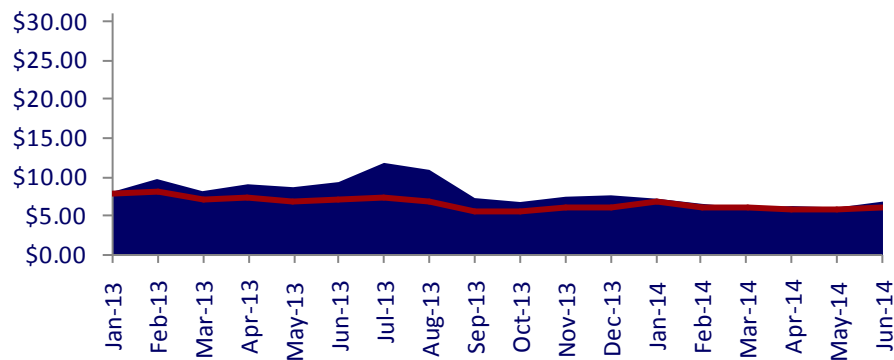
Ridership - Total



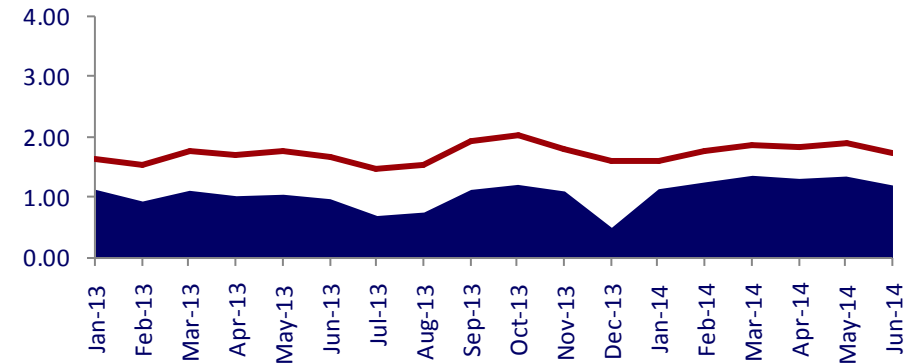
Passengers per Revenue Hour



Cost per Rider



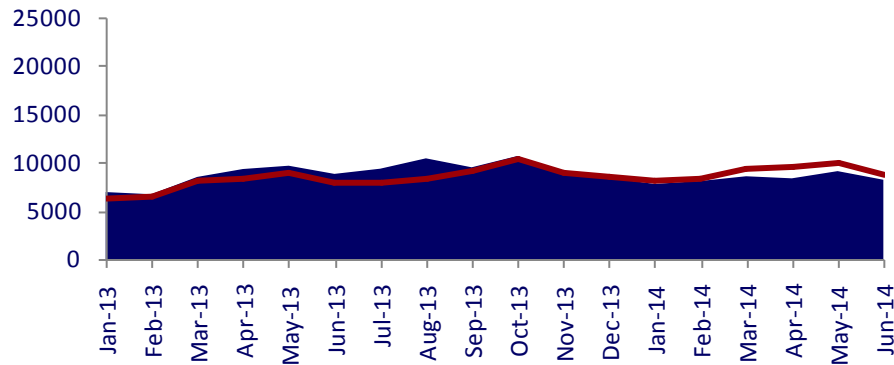
Passengers per Revenue Mile



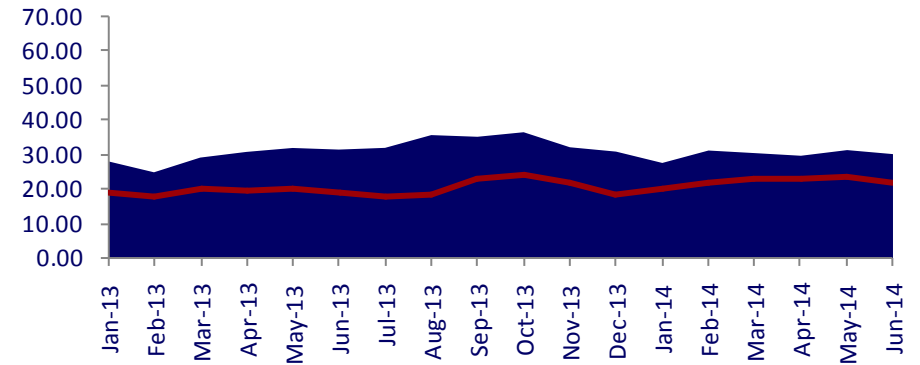
New Bedford Route 8 - Mt. Pleasant Street

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	6993	6766	8573	9401	9745	8892	9434	10517	9580	10760	9057	8479	7841	8150	8644	8428	9181	8279
Passengers per Revenue Hour	28.20	25.01	29.26	30.90	32.03	31.57	32.07	35.75	35.26	36.57	32.24	30.98	27.71	31.30	30.55	29.79	31.42	30.25
Passengers per Revenue Mile	2.88	2.57	3.00	3.20	3.28	3.24	3.17	3.54	3.49	3.62	3.19	2.72	2.74	3.10	3.02	2.95	3.11	2.99
Operating Cost per Passenger	\$3.17	\$3.56	\$3.05	\$2.89	\$2.79	\$2.82	\$2.61	\$2.34	\$2.37	\$2.29	\$2.59	\$2.70	\$3.02	\$2.67	\$2.74	\$2.81	\$2.66	\$2.76

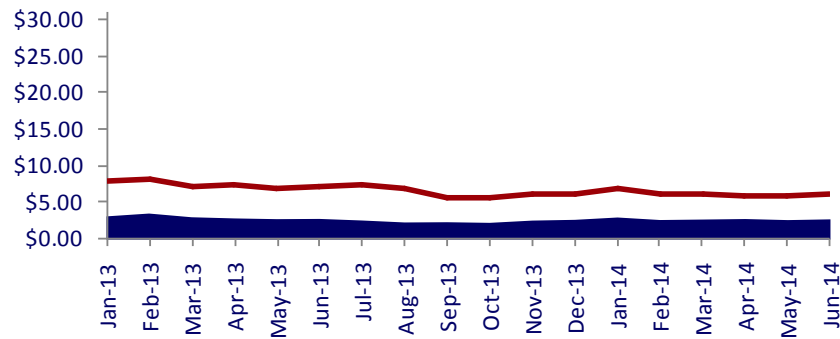
Ridership - Total



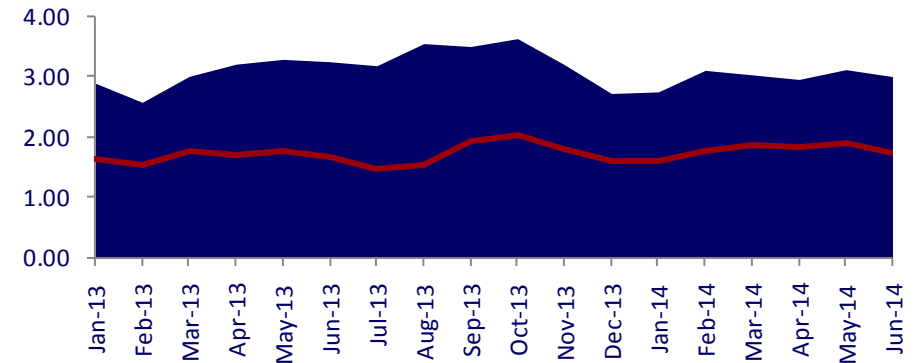
Passengers per Revenue Hour



Cost per Rider



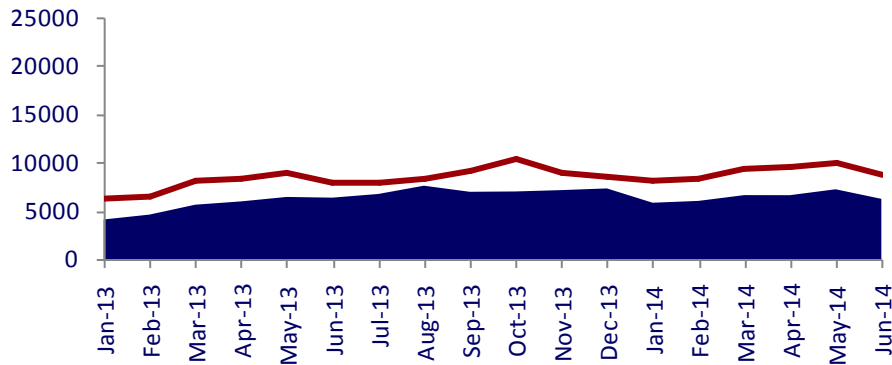
Passengers per Revenue Mile



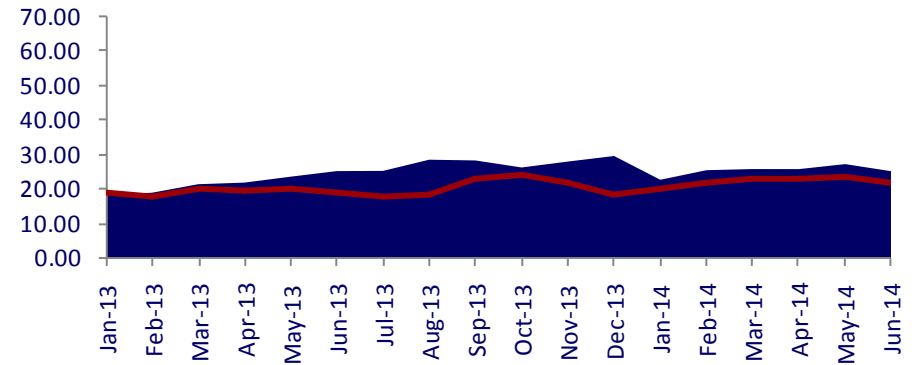
New Bedford Route 10 - Dartmouth Mall

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	4076	4578	5598	5938	6399	6326	6704	7556	6931	6964	7102	7278	5801	5990	6585	6581	7189	6202
Passengers per Revenue Hour	18.62	19.17	21.64	22.10	23.82	25.43	25.49	28.73	28.51	26.48	28.19	29.80	22.93	25.69	26.02	26.01	27.45	25.40
Passengers per Revenue Mile	1.31	1.35	1.52	1.56	1.68	1.79	1.76	1.98	1.96	1.82	1.94	2.36	1.58	1.77	1.79	1.79	1.89	1.75
Operating Cost per Passenger	\$6.97	\$6.76	\$6.00	\$5.87	\$5.45	\$5.10	\$4.71	\$4.18	\$4.21	\$4.53	\$4.26	\$4.03	\$5.23	\$4.67	\$4.61	\$4.61	\$4.37	\$4.72

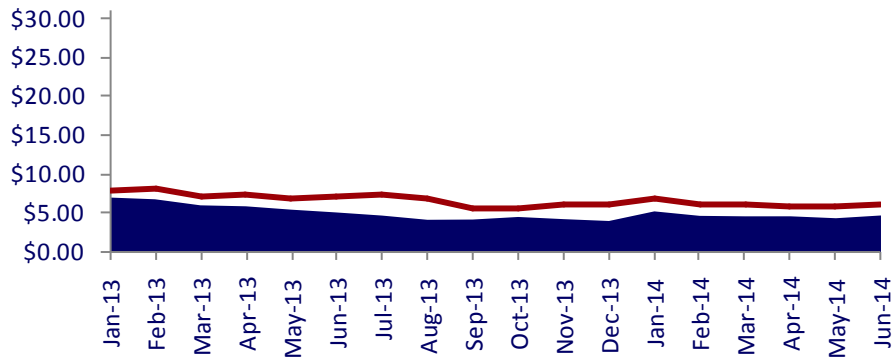
Ridership - Total



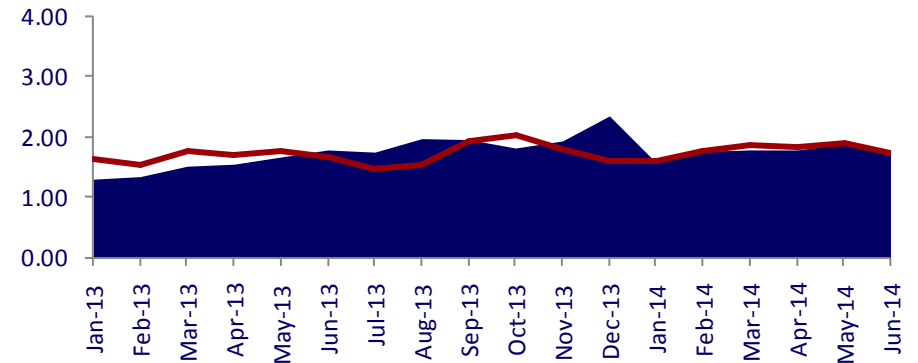
Passengers per Revenue Hour



Cost per Rider



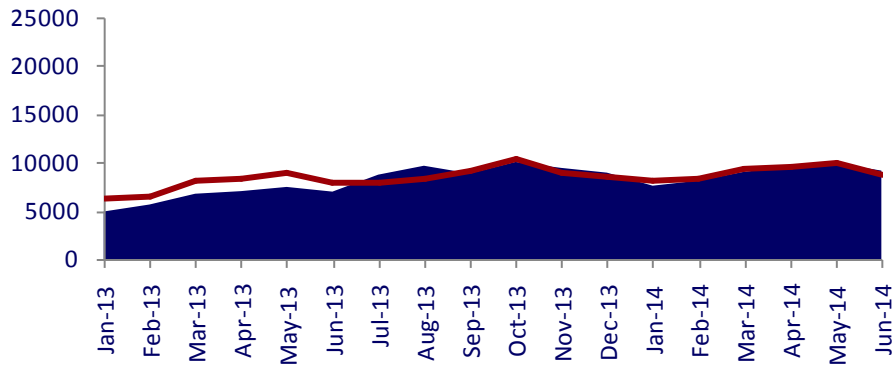
Passengers per Revenue Mile



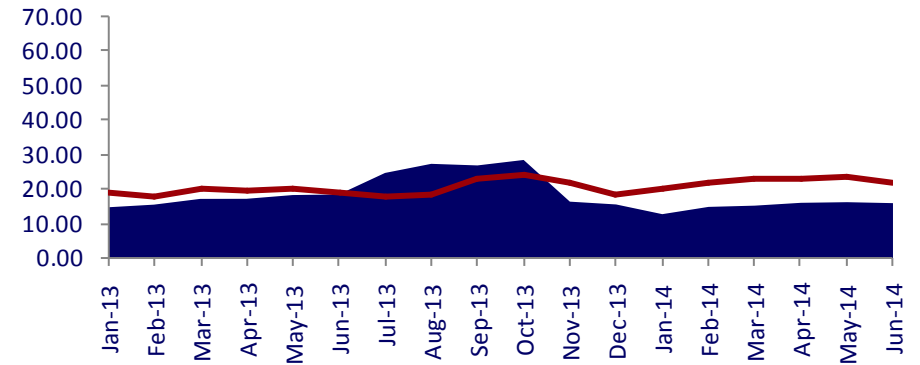
New Bedford Route 11 - Fairhaven

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	4948	5675	6799	7069	7507	7017	8784	9713	8912	10108	9489	8994	7636	8163	9086	9569	9983	9209
Passengers per Revenue Hour	14.70	15.45	17.09	17.11	18.18	18.35	24.47	27.06	26.60	28.16	16.30	15.51	12.75	14.81	15.17	15.97	16.15	15.88
Passengers per Revenue Mile	0.78	0.83	0.91	0.98	0.97	0.98	1.13	1.25	1.25	1.30	1.29	1.50	1.03	1.19	1.22	1.28	1.30	1.28
Operating Cost per Passenger	\$11.67	\$11.03	\$10.01	\$10.02	\$9.43	\$9.31	\$7.29	\$6.60	\$6.63	\$6.34	\$6.44	\$6.63	\$8.07	\$6.94	\$6.78	\$6.44	\$6.36	\$6.48

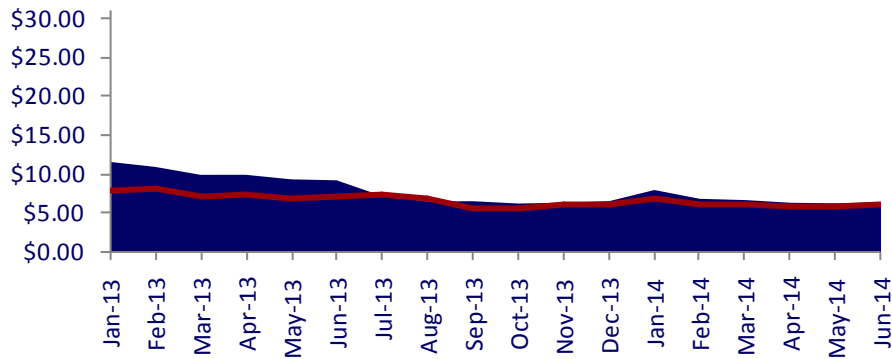
Ridership - Total



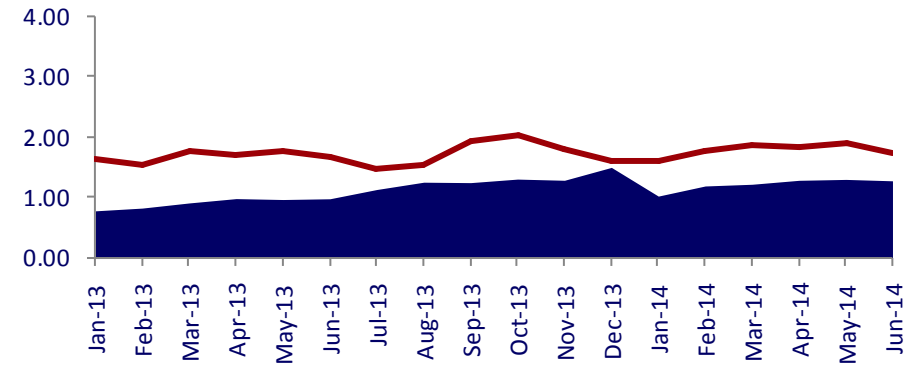
Passengers per Revenue Hour



Cost per Rider



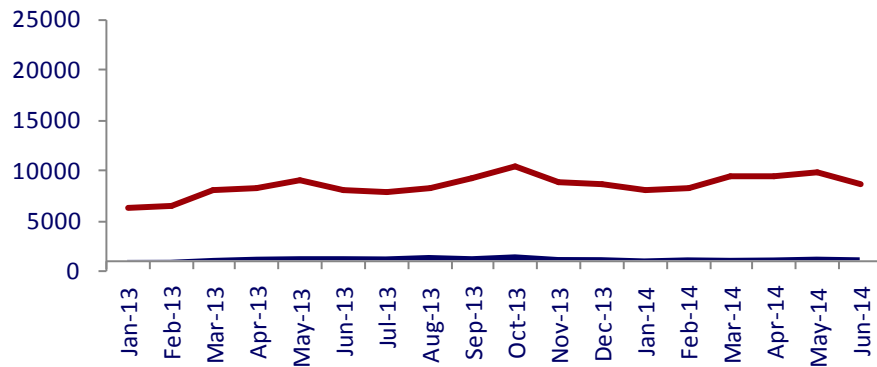
Passengers per Revenue Mile



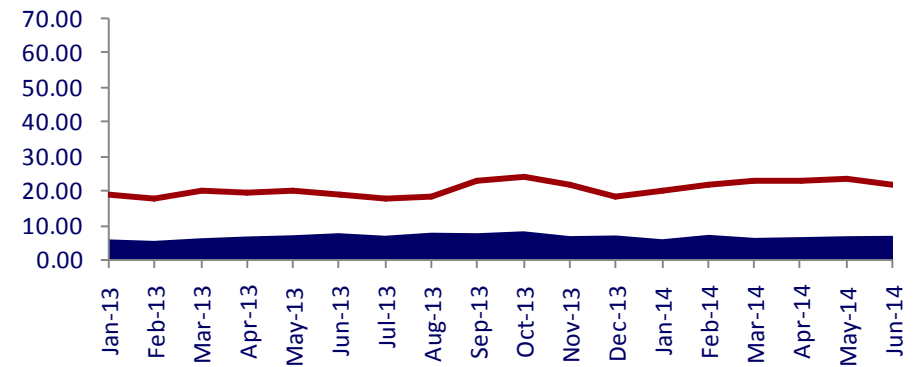
New Bedford North End Shuttle

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	1046	1061	1298	1449	1512	1513	1483	1663	1511	1745	1408	1389	1231	1365	1307	1351	1457	1370
Passengers per Revenue Hour	6.07	5.65	6.38	6.88	7.23	7.81	7.09	7.95	7.80	8.34	6.99	7.17	6.11	7.34	6.49	6.70	6.96	7.07
Passengers per Revenue Mile	0.32	0.30	0.34	0.38	0.38	0.41	0.37	0.42	0.41	0.44	0.37	0.42	0.32	0.39	0.34	0.35	0.37	0.37
Operating Cost per Passenger	\$28.18	\$30.31	\$26.84	\$24.97	\$23.93	\$22.14	\$22.07	\$19.68	\$20.06	\$18.76	\$22.39	\$21.82	\$25.61	\$21.32	\$24.12	\$23.33	\$22.47	\$22.12

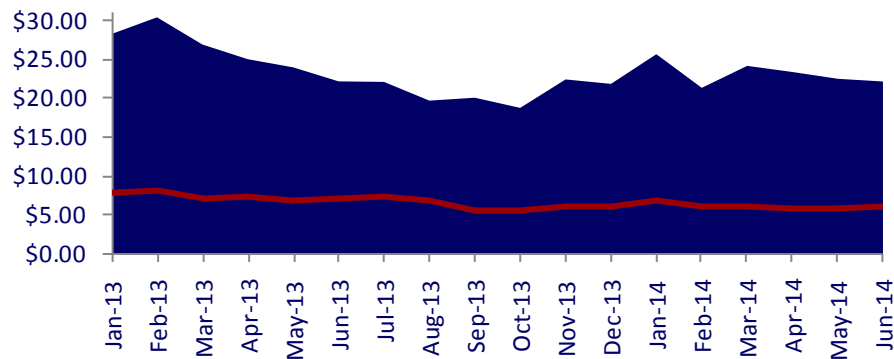
Ridership - Total



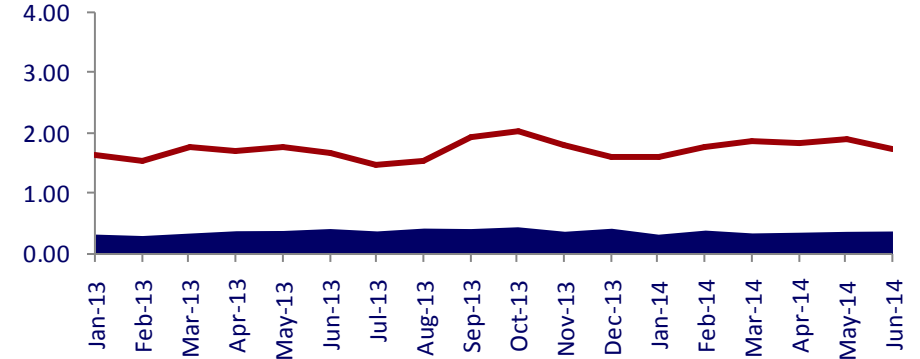
Passengers per Revenue Hour



Cost per Rider



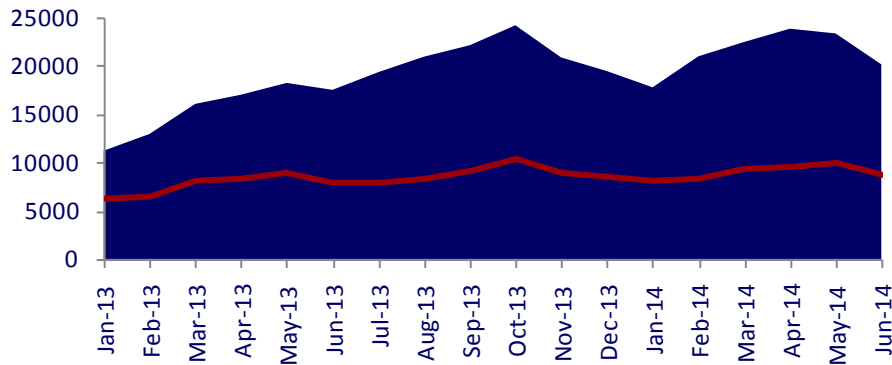
Passengers per Revenue Mile



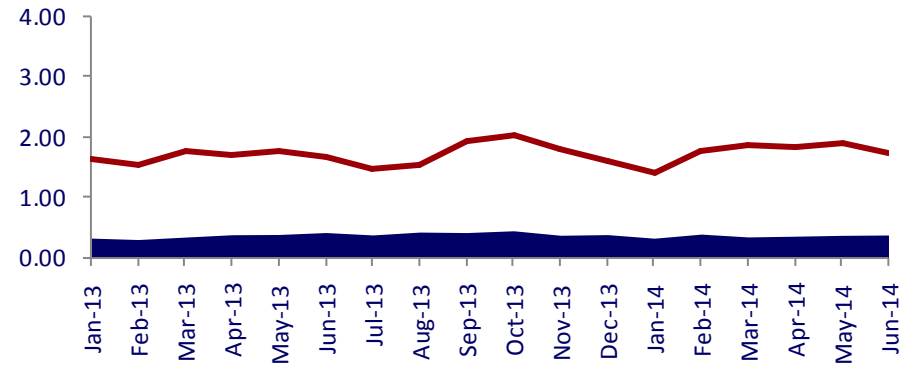
New Bedford Intercity Route - New Bedford to Fall River

Date	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
Ridership - Total	11200	12931	16045	16994	18215	17498	19324	20930	22111	24180	20850	19439	17759	20966	22451	23827	23336	20132
Passengers per Revenue Hour	18.78	19.95	22.80	21.83	20.97	21.76	31.43	34.04	38.80	39.32	35.12	34.19	29.98	38.31	37.90	40.22	37.87	35.41
Passengers per Revenue Mile	1.19	1.27	1.45	1.46	1.40	1.46	1.48	1.61	1.84	1.86	1.69	1.55	1.42	1.82	1.80	1.91	1.81	1.66
Operating Cost per Passenger	\$7.67	\$7.22	\$6.32	\$6.45	\$6.53	\$6.27	\$5.57	\$5.14	\$4.49	\$4.45	\$4.91	\$5.16	\$5.82	\$4.53	\$4.61	\$4.34	\$4.56	\$4.98

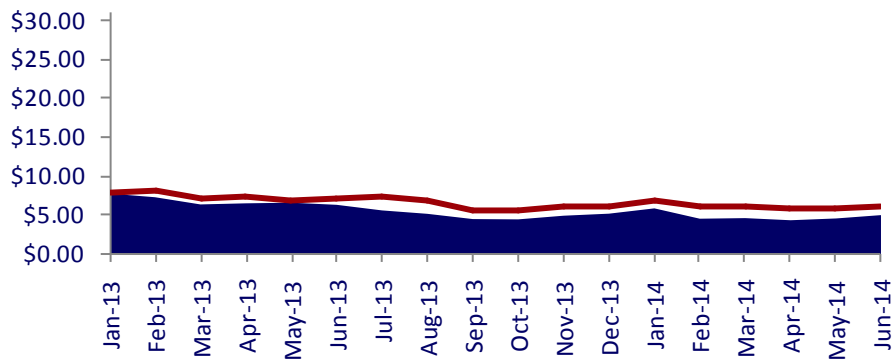
Ridership - Total



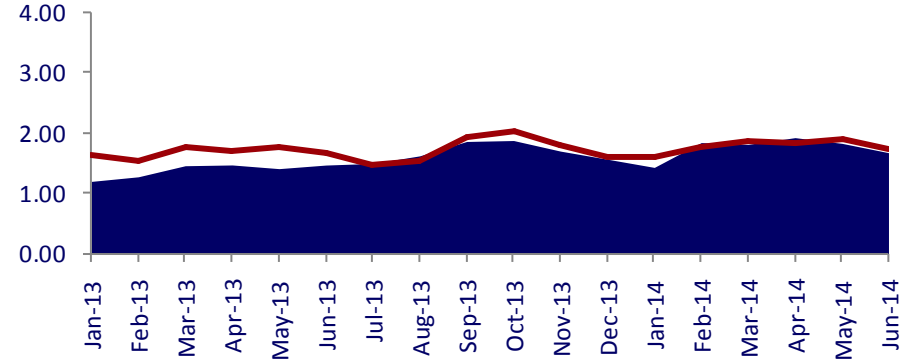
Passengers per Revenue Mile



Cost per Rider



Passengers per Revenue Mile



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Chapter 3: Performance Analysis of Service

Evaluation of system performance is crucial to ensure that limited operating funds are being spent in the most efficient manner possible. Continued operation of poor performing routes disadvantages the entire system by allocating resources away from areas where growth in ridership has the greatest potential. Using a quantifiable method of evaluating route performance, the authority can make informed decisions on which routes to continue, modify to improve performance, and to eliminate.

Circumstances may exist where a route continually under performs but continues operating due to factors that are difficult to include in a quantitative evaluation. In those instances, the justification to continue operation should be clearly understood by SRTA officials and the traveling public.

Route performance will be evaluated using passenger per revenue mile, passenger per revenue hour and operating cost per passenger in comparison to the system average. If a route fails to satisfy each of these measures, the route is considered poor performing and a detailed analysis will be conducted to determine whether the route should continue to operate.

Performance will be evaluated at the following intervals based on the system wide average for Passengers per Revenue Mile and Passengers per Revenue Hour:

50-100%	no action required.
35-50%	staff review and report to advisory board every two years with the exception of a 5% change.
<35%	route may be eliminated and/or actions will be taken to help improve route performance.

Performance will be evaluated at the following intervals based on system wide average for Operating Cost per Passenger:

50-100%	no action required.
135 - 150%	staff review and report to advisory board every two years with the exception of a 5% change.
>150%	route may be eliminated and/or actions will be taken to help improve route performance.

The Acushnet Shuttle, Mattapoisett Shuttle, Somerset Shuttle, and the Swansea Shuttle were eliminated by SRTA and were no longer in service effective July 1, 2014. Due to the elimination of these shuttles, they were excluded from the analysis to present a more accurate representation of performance for routes which remain in service.

Passengers per Revenue Hour

Passengers per revenue hour is a measure of the number of passengers that are carried per hour of revenue service. The metric is calculated by dividing ridership during a period of time by the number of revenue hours for the same period. Revenue hours are defined as the number of hours service is provided during a period of time multiplied by the number of buses utilized to provide service during the same period of time. The resulting figure represents an average of passengers per revenue hour.

The passengers per revenue hour metric was chosen since it illustrates the likely number of passengers that are aboard a bus at any given hour. By determining the average passengers per revenue hour, specific hours of specific routes can be compared against other hours of service to determine when ridership is highest and lowest. The metric can also be used to compare one route to another route or several routes to determine performance by time of day. Passengers per revenue hour can inform the decision to extend hours of service, or monitor service during a specific time span of service.

Routes to be Monitored

Fall River Route 9 did not exceed 50% of the system average passengers per revenue hour in all but three months of the evaluation period. In August 2013, the route failed to exceed 35% of the system average, which classifies the route as failing for that month.

Failing Routes

The New Bedford North End Shuttle did not exceed 35% of the system average for 12 of the eighteen months of the evaluation period. Corrective action should be taken to improve performance to within the range of acceptable performance. If the route continues to fail to exceed 35% of the system average after corrective measures have been taken, the route should be considered a candidate for elimination.

Passengers per Revenue Mile

Passengers per revenue mile is a measure of the number of passengers that are carried at a given segment of the route. The metric is calculated by dividing ridership during a period of time by the number of revenue miles for the same period. Revenue miles are defined as the number of service miles provided during a period of time multiplied by the number of buses utilized to provide service during the same period of time. The resulting figure represents an average of passengers per revenue mile.

The passengers per revenue mile metric was chosen since it illustrates the likely number of passengers that are aboard a bus at any given point along the route. By determining the average passengers per revenue mile, specific segments of specific routes can be compared against other route segments to determine where ridership is highest and lowest. The metric can also be used to compare one route to another route or several routes to determine performance by segment of route. Passengers per revenue mile can inform the decision to extend, modify, or eliminate a segment of a route.

Routes to be Monitored

The Fall River Route 14 failed to exceed 50% of the system average in all but one of the months during the evaluation period. During ten of the eighteen months, the route failed to exceed 35% of the system average which classifies the route as failing for those months.

Failing Routes

The New Bedford North End Shuttle failed to exceed 35% of the system average in each of the eighteen months during the evaluation period. Corrective action should be taken to improve performance to within the range of acceptable performance. If the route continues to fail to exceed 35% of the system average after corrective measures have been taken, the route should be considered a candidate for elimination.

Operating Cost per Passenger

Operating cost per passenger is a measure of the cost of providing service to each passenger boarding the bus. The metric is calculated by dividing the total operating cost by the total revenue miles to produce a cost per revenue mile. The resulting figure provides an operating cost per revenue mile; the operating cost per mile is multiplied by the revenue miles traveled by each route to determine the cost per route. The cost per route is divided by ridership which produces the operating cost per passenger for the desired route.

The operating cost per passenger metric was chosen because it illustrates the cost of providing service for each passenger. By determining the operating cost per passenger, specific routes can be compared to system performance to determine where the cost of providing service is highest and lowest. Operating cost per passenger can be used to determine which routes to extend, modify, or eliminate a route based on cost.

Routes to be Monitored

The Fall River Route 9 exceeded 135% of the system wide average Operating Cost per Passenger in nine of the eighteen months; in two of those months, the route exceeded 150% of the system wide average.

Failing Routes

The Fall River Route 14 exceeded 150% of the system wide average in each of the eighteen months of the evaluation period. Corrective action should be taken to improve performance to within the range of acceptable performance.

The New Bedford North End Shuttle exceeded 150% of the system wide average in each of the eighteen months of the evaluation period. Corrective action should be taken to improve performance to within the range of acceptable performance. If the route continues to fail to exceed 35% of the system average after corrective measures have been taken, the route should be considered a candidate for elimination.

Passengers per Revenue Mile Scorecard

Route	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
FR1	2.64	2.36	2.75	2.56	2.43	2.23	1.64	1.71	2.72	3.03	2.34	2.17	2.13	2.23	2.49	2.36	2.58	2.21
FR2	1.39	1.24	1.32	1.27	1.12	1.09	1.00	1.02	1.29	1.38	1.31	1.28	1.24	1.30	1.36	1.34	1.40	1.33
FR3	2.60	2.37	2.88	2.68	2.97	2.75	2.18	2.24	2.73	2.90	2.69	2.63	2.44	2.69	2.85	2.74	2.97	2.60
FR4	0.99	0.93	1.04	1.08	1.27	1.27	1.11	1.06	1.13	1.25	1.11	1.09	1.04	1.04	1.13	1.16	1.21	1.18
FR5	2.22	2.04	2.35	2.14	2.42	2.24	1.32	1.13	1.72	1.87	1.65	1.46	1.40	1.46	1.61	1.46	1.55	1.28
FR6	2.35	2.37	2.99	2.42	2.18	2.08	1.62	1.69	2.83	2.77	2.05	2.00	2.03	2.10	2.32	2.18	2.43	2.23
FR7	2.25	1.89	2.29	2.28	2.96	2.29	1.40	1.33	2.88	3.40	2.47	2.24	2.36	2.27	2.61	2.27	2.47	2.13
FR8	1.78	1.79	1.83	1.72	1.54	1.23	1.24	1.08	2.27	2.27	1.88	1.57	1.50	1.88	1.94	1.94	1.73	1.27
FR9	0.90	0.91	0.93	0.93	1.05	0.90	0.66	0.67	1.09	1.20	1.03	0.96	0.92	0.95	1.13	1.00	1.09	0.91
FR10	1.43	1.19	1.47	1.55	1.72	1.33	1.37	1.85	2.72	3.02	2.70	2.61	2.35	2.46	2.79	2.62	2.76	2.30
FR14	0.46	0.52	0.58	0.60	0.59	0.64	0.63	0.66	0.69	0.62	0.61	0.65	0.51	0.61	0.62	0.73	0.77	0.76
NB1	2.81	2.59	2.88	2.76	2.64	2.72	2.54	2.73	2.92	2.95	2.92	2.98	2.78	3.09	3.16	3.17	3.23	3.11
NB2	2.10	2.14	2.26	2.21	2.14	2.08	2.01	2.12	2.07	2.17	2.10	2.10	1.93	2.19	2.22	2.36	2.37	2.25
NB3	1.12	1.07	1.21	1.16	1.09	1.12	1.18	1.19	1.31	1.29	1.19	1.16	1.06	1.18	1.24	1.33	1.36	1.34
NB4	1.83	1.79	1.95	1.89	1.89	1.88	1.89	1.87	2.10	2.13	1.89	1.84	1.70	1.91	1.92	2.00	2.05	1.94
NB5	1.82	1.58	2.02	2.02	2.16	1.95	1.77	1.68	2.00	2.12	1.98	1.96	1.83	2.07	2.18	2.03	1.90	1.92
NB6	1.13	0.94	1.12	1.03	1.05	0.98	0.70	0.76	1.13	1.21	1.10	1.08	1.14	1.25	1.36	1.31	1.35	1.20
NB8	2.88	2.57	3.00	3.20	3.28	3.24	3.17	3.54	3.49	3.62	3.19	3.06	2.74	3.10	3.02	2.95	3.11	2.99
NB9	1.19	1.27	1.45	1.46	1.40	1.46	1.48	1.61	1.84	1.86	1.69	1.6	1.42	1.82	1.80	1.91	1.81	1.66
NB10	1.31	1.35	1.52	1.56	1.68	1.79	1.76	1.98	1.96	1.82	1.94	2.05	1.58	1.77	1.79	1.79	1.89	1.75
NB11	0.78	0.83	0.91	0.98	0.97	0.98	1.13	1.25	1.25	1.30	1.29	1.25	1.03	1.19	1.22	1.28	1.30	1.28
Shuttle: North End	0.32	0.30	0.34	0.38	0.38	0.41	0.37	0.42	0.41	0.44	0.37	0.38	0.32	0.39	0.34	0.35	0.37	0.37
Pass >=50% of System Average																		
Monitor <50% of System Average																		
Fail <35% of System Average																		
System Average	1.65	1.55	1.78	1.72	1.77	1.67	1.46	1.53	1.93	2.03	1.80	1.41	1.61	1.77	1.87	1.83	1.90	1.73
35% System Average	0.58	0.54	0.62	0.60	0.62	0.58	0.51	0.53	0.68	0.71	0.63	0.57	0.56	0.62	0.65	0.64	0.66	0.60
50% System Average	0.83	0.77	0.89	0.86	0.88	0.83	0.73	0.76	0.97	1.01	0.90	0.81	0.81	0.89	0.93	0.92	0.95	0.86

Table 3-1: Passengers per Revenue Mile Scorecard

Passengers per Revenue Hour Scorecard

Route	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
FR1	19.73	17.38	20.40	18.53	17.42	15.99	12.08	12.62	20.13	22.35	49.90	18.06	54.40	54.86	63.59	60.24	61.20	61.10
FR2	18.41	16.25	17.48	16.96	15.55	15.02	13.95	14.23	17.82	19.13	11.45	11.05	10.63	11.14	11.63	11.51	11.93	11.41
FR3	22.13	20.11	24.45	22.88	25.20	23.33	18.55	19.04	23.20	24.66	22.14	22.01	20.16	22.09	23.54	22.62	24.24	21.74
FR4	12.03	11.21	12.66	13.17	15.29	15.09	13.31	12.72	13.50	14.95	13.14	13.32	12.59	12.45	13.62	13.99	14.35	14.43
FR5	27.45	25.16	29.10	27.48	29.63	27.42	16.17	13.76	21.00	22.88	21.02	18.83	17.96	18.62	20.63	18.65	19.73	16.54
FR6	25.99	26.17	33.02	26.89	25.12	24.02	18.71	19.54	32.70	31.93	24.10	23.66	23.95	24.68	27.34	25.65	28.46	26.41
FR7	26.64	22.40	27.16	26.45	34.83	26.96	16.44	15.67	33.94	39.98	32.66	30.04	31.59	30.32	34.89	30.39	32.97	28.64
FR8	20.98	20.80	21.48	20.36	18.56	14.69	14.97	13.05	27.11	27.30	22.48	19.35	18.22	22.62	23.52	23.54	20.77	15.68
FR9	9.11	9.11	9.34	9.15	10.99	8.35	6.16	6.31	10.19	11.29	10.44	10.17	9.59	9.81	11.78	10.41	11.18	9.66
FR10	15.96	13.25	16.39	15.92	19.24	14.85	15.43	20.87	30.74	34.05	32.33	31.43	28.27	29.58	33.49	31.45	33.04	27.71
FR14	10.88	12.04	13.55	12.65	12.08	13.05	12.93	13.56	14.09	12.61	12.59	13.59	10.35	12.57	12.69	14.95	15.79	15.47
NB1	25.72	23.46	26.30	24.14	23.34	23.76	23.57	25.37	26.97	27.43	21.63	22.41	20.64	22.84	23.49	23.59	23.75	23.38
NB2	24.37	24.56	26.15	24.93	24.34	23.34	24.16	25.48	24.71	26.00	20.14	20.43	18.60	20.89	21.37	22.67	22.54	21.92
NB3	14.46	13.67	15.53	14.32	12.78	13.05	13.29	13.36	14.70	14.50	13.24	13.15	11.97	13.24	13.91	14.97	15.20	15.16
NB4	26.02	25.14	27.62	26.04	25.47	25.09	24.05	23.78	26.50	27.06	23.66	23.54	21.50	24.10	24.34	25.32	25.73	24.80
NB5	11.57	10.05	12.84	12.51	13.16	11.78	11.43	10.86	12.91	13.70	11.78	11.92	10.93	12.23	13.04	12.10	11.18	11.68
NB6	18.08	14.97	17.81	15.82	16.06	14.87	11.23	12.14	18.02	19.37	17.53	17.29	18.22	19.97	21.73	20.92	21.44	19.27
NB8	28.20	25.01	29.26	30.90	32.03	31.57	32.07	35.75	35.26	36.57	32.24	30.98	27.71	31.30	30.55	29.79	31.42	30.25
NB9	18.78	19.95	22.80	21.83	20.97	21.76	31.43	34.04	38.80	39.32	35.12	34.19	29.98	38.31	37.90	40.22	37.87	35.41
NB10	18.62	19.17	21.64	22.10	23.82	25.43	25.49	28.73	28.51	26.48	28.19	29.80	22.93	25.69	26.02	26.01	27.45	25.40
NB11	14.70	15.45	17.09	17.11	18.18	18.35	24.47	27.06	26.60	28.16	16.30	15.51	12.75	14.81	15.17	15.97	16.15	15.88
Shuttle: North End	6.07	5.65	6.38	6.88	7.23	7.81	7.09	7.95	7.80	8.34	6.99	7.17	6.11	7.34	6.49	6.70	6.96	7.07
Pass >=50% of System Average																		
Monitor <50% of System Average																		
Fail <35% of System Average																		
System Average	18.91	17.77	20.38	19.41	20.06	18.89	17.59	18.45	22.96	24.00	21.78	18.58	19.96	21.79	23.22	22.80	23.33	21.77
35% System Average	6.62	6.22	7.13	6.79	7.02	6.61	6.16	6.46	8.04	8.40	7.62	6.50	6.98	7.63	8.13	7.98	8.17	7.62
50% System Average	9.45	8.89	10.19	9.71	10.03	9.45	8.79	9.22	11.48	12.00	10.89	7.79	9.98	10.90	11.61	11.40	11.67	10.89

Table 3-2: Passengers per Revenue Hour Scorecard

Operating Cost per Passenger Scorecard

Route	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14
FR1	\$3.46	\$3.88	\$3.33	\$3.65	\$3.76	\$4.10	\$5.05	\$4.84	\$3.04	\$2.73	\$3.54	\$3.82	\$3.88	\$3.70	\$3.32	\$3.50	\$3.21	\$3.75
FR2	\$6.59	\$7.37	\$6.91	\$7.27	\$8.17	\$8.40	\$8.24	\$8.08	\$6.41	\$6.01	\$6.30	\$6.45	\$6.68	\$6.36	\$6.10	\$6.16	\$5.93	\$6.24
FR3	\$3.51	\$3.86	\$3.18	\$3.39	\$3.08	\$3.33	\$3.79	\$3.69	\$3.03	\$2.85	\$3.07	\$3.14	\$3.39	\$3.07	\$2.90	\$3.02	\$2.78	\$3.18
FR4	\$9.26	\$9.81	\$8.76	\$8.40	\$7.18	\$7.22	\$7.46	\$7.81	\$7.30	\$6.64	\$7.44	\$7.61	\$7.92	\$7.95	\$7.33	\$7.13	\$6.85	\$7.03
FR5	\$4.12	\$4.49	\$3.88	\$4.10	\$3.77	\$4.07	\$6.25	\$7.35	\$4.81	\$4.42	\$5.00	\$5.67	\$5.89	\$5.66	\$5.13	\$5.68	\$5.33	\$6.45
FR6	\$3.89	\$3.86	\$3.06	\$3.81	\$4.20	\$4.39	\$5.10	\$4.88	\$2.92	\$2.99	\$4.03	\$4.15	\$4.07	\$3.94	\$3.56	\$3.80	\$3.40	\$3.71
FR7	\$4.06	\$4.83	\$3.98	\$4.08	\$3.09	\$3.99	\$5.92	\$6.21	\$2.87	\$2.43	\$3.35	\$3.70	\$3.50	\$3.64	\$3.17	\$3.64	\$3.35	\$3.88
FR8	\$5.13	\$5.11	\$4.98	\$5.32	\$5.93	\$7.44	\$6.65	\$7.63	\$3.65	\$3.65	\$4.39	\$5.26	\$5.51	\$4.41	\$4.27	\$4.26	\$4.77	\$6.49
FR9	\$10.18	\$10.04	\$9.87	\$9.87	\$8.70	\$10.20	\$12.60	\$12.30	\$7.57	\$6.88	\$8.03	\$8.62	\$8.98	\$8.70	\$7.31	\$8.28	\$7.58	\$9.08
FR10	\$6.40	\$7.71	\$6.23	\$6.41	\$5.31	\$6.88	\$6.04	\$4.47	\$3.04	\$2.74	\$3.06	\$3.17	\$3.52	\$3.36	\$2.97	\$3.16	\$3.00	\$3.60
FR14	\$19.69	\$17.71	\$15.78	\$16.15	\$15.46	\$14.34	\$13.07	\$12.46	\$12.03	\$13.41	\$13.54	\$12.68	\$16.35	\$13.50	\$13.33	\$11.32	\$10.77	\$10.87
NB1	\$3.26	\$3.53	\$3.17	\$3.40	\$3.46	\$3.36	\$3.26	\$3.03	\$2.83	\$2.80	\$2.84	\$2.78	\$2.98	\$2.67	\$2.62	\$2.61	\$2.56	\$2.66
NB2	\$4.35	\$4.27	\$4.04	\$4.20	\$4.27	\$4.40	\$4.11	\$3.89	\$3.99	\$3.82	\$3.94	\$3.94	\$4.27	\$3.78	\$3.72	\$3.51	\$3.48	\$3.67
NB3	\$8.17	\$8.57	\$7.58	\$7.90	\$8.41	\$8.17	\$7.01	\$6.97	\$6.32	\$6.42	\$6.96	\$7.12	\$7.77	\$7.00	\$6.69	\$6.21	\$6.08	\$6.18
NB4	\$4.99	\$5.12	\$4.68	\$4.86	\$4.84	\$4.87	\$4.36	\$4.41	\$3.94	\$3.88	\$4.37	\$4.49	\$4.87	\$4.32	\$4.30	\$4.14	\$4.03	\$4.26
NB5	\$5.02	\$5.77	\$4.52	\$4.56	\$4.22	\$4.69	\$4.68	\$4.93	\$4.14	\$3.90	\$4.17	\$4.21	\$4.52	\$4.00	\$3.78	\$4.08	\$4.34	\$4.30
NB6	\$8.09	\$9.73	\$8.20	\$9.07	\$8.70	\$9.34	\$11.77	\$10.89	\$7.32	\$6.82	\$7.49	\$7.67	\$7.25	\$6.60	\$6.08	\$6.31	\$6.13	\$6.89
NB8	\$3.17	\$3.56	\$3.05	\$2.89	\$2.79	\$2.82	\$2.61	\$2.34	\$2.37	\$2.29	\$2.59	\$2.70	\$3.02	\$2.67	\$2.74	\$2.81	\$2.66	\$2.76
NB9	\$7.67	\$7.22	\$6.32	\$6.45	\$6.53	\$6.27	\$5.57	\$5.14	\$4.49	\$4.45	\$4.91	\$5.16	\$5.82	\$4.53	\$4.61	\$4.34	\$4.56	\$4.98
NB10	\$6.97	\$6.76	\$6.00	\$5.87	\$5.45	\$5.10	\$4.71	\$4.18	\$4.21	\$4.53	\$4.26	\$4.03	\$5.23	\$4.67	\$4.61	\$4.61	\$4.37	\$4.72
NB11	\$11.67	\$11.03	\$10.01	\$10.02	\$9.43	\$9.31	\$7.29	\$6.60	\$6.63	\$6.34	\$6.44	\$6.63	\$8.07	\$6.94	\$6.78	\$6.44	\$6.36	\$6.48
NES	\$28.18	\$30.31	\$26.84	\$24.97	\$23.93	\$22.14	\$22.07	\$19.68	\$20.06	\$18.76	\$22.39	\$21.82	\$25.61	\$21.32	\$24.12	\$23.33	\$22.47	\$22.12
Pass >=50% of System Average																		
Monitor >135% of System Average																		
Fail >150% of System Average																		
System Average	7.83	8.13	7.19	7.29	7.00	7.18	7.26	7.00	5.71	5.52	6.12	6.24	6.92	6.15	6.01	5.94	5.75	6.17
135% System Average	10.57	10.97	9.71	9.84	9.45	9.69	9.81	9.45	7.71	7.46	8.26	8.42	9.34	8.30	8.11	8.03	7.77	8.33
150% System Average	11.74	12.19	10.79	10.93	10.49	10.77	10.90	10.50	8.57	8.29	9.18	9.36	10.37	9.22	9.01	8.92	8.63	9.26

Table 3-3: Cost per Rider Scorecard

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Chapter 4: Develop and Evaluate Service Alternatives

As part of the comprehensive service assessment effort, SRTA evaluated options for improving or enhancing service throughout the region. The alternatives were initially developed based on historical demand, suggestions from the operator, and through an extensive public engagement process. Over the course of two series of public meetings and through comments received electronically, several service alternatives were developed with a strong consideration of public input.

Fall River Service Alternatives

1. Route 2 - North Main Street

Proposed Service Alternative:	Eliminate Holmes Apartments deviation.
Reason for Proposal:	Demand for service to Holmes Apartments is limited; however a more extensive survey of ridership will need to be conducted to verify demand for service.
Annual Operating Savings:	\$2,998.86
Summary of Public Comment:	N/A

2. Route 3 - Laurel Road

Proposed Service Alternative:	Add night service to Route 3.
Reason for Proposal:	Route 3 serves St. Anne's Hospital as well as many retail establishment and housing along the route that would benefit from night service.
Annual Operating Cost:	\$85,090.50
Summary of Public Comment:	N/A

3. Route 6 - Pleasant Street, Route 9 - Bedford Street, and Route 10 - Rodman Street (Option A)

Proposed Service Alternative:	<p>Proposed Route 6 to serve Walmart: Route 6 would serve Walmart via Quequechan Street to Walmart-back to Quequechan Street to Pleasant Street to the Terminal.</p> <p>Proposed Route 10 would terminate at Walmart.</p> <p>Proposed Route 9 would continue on County Street to Pleasant Street-Eastern Avenue-Bedford Street and continue current routing to terminal. A portion of Highway Route 6 will no longer be served by bus Route 6, but would remain served by the Intercity Route.</p>
Reason for Proposal:	<p>Since the Walmart moved to the new Crossroads at 24 plaza on Quequechan Street which is served by the Route 10 there has been a need to provide more service to the area.</p>
Annual Operating Savings:	<p>\$50,718.46</p>
Summary of Public Comment:	<p>The general consensus of public comment for this alternative was extremely positive.</p>

4. Route 6 - Pleasant Street

Proposed Service Alternative:	<p>Route 6 would be eliminated and inbound service from Battleship Cove would need to be served by another route.</p>
Reason for Proposal:	<p>The proposal to include two additional buses to the Intercity Route would eliminate the need for Route 6 - Pleasant Street service.</p>
Annual Operating Savings:	<p>\$304,059.47</p>
Summary of Public Comment:	<p>The general consensus of public comment for this alternative was negative. Comments indicated that older adults ride this route and they do not want the route cut.</p>

5. Route 6 - Pleasant Street and Route 10 - Rodman Street (Option B)

Proposed Service Alternative: Proposed Route 6 to serve Walmart. Route 6 outbound would travel to Walmart via current pattern to Quarry Street - Quequechan Street to Walmart - back to Quequechan Street to Pleasant Street - Knight Street to McGowan Street. Inbound would travel via Pleasant Street - Quequechan Street - Walmart - Quequechan Street - Pleasant Street to terminal via current pattern.

Proposed Route 10 would terminate at Walmart.

Reason for Proposal: Since the Walmart moved to the new Crossroads at 24 plaza on Quequechan Street which is served by the Route 10 there has been a need to provide more service to the area.

Annual Operating Savings: \$1,884.38

Summary of Public Comment: Most comments favored Option A of this service alternative.

6. Route 10 - Rodman Street

Proposed Service Alternative: Add night service to Route 10.

Reason for Proposal: Since the Walmart moved to the new Crossroads at 24 plaza on Quequechan Street which is served by the Route 10 there has been a need to provide more service to the area.

Annual Operating Cost: \$77,067.50

Summary of Public Comment: The general consensus of public comment for this alternative was positive. Increased service is needed to Walmart.

7. Route 5 - Stafford Road

Proposed Service Alternative: Add night service to Route 5.

Reason for Proposal: Route 5 serves the Harbour Mall as well as other retail establishments along the route that would benefit from night service for shopping as well as employment.

Annual Operating Cost: \$108,307.75

Summary of Public Comment: N/A

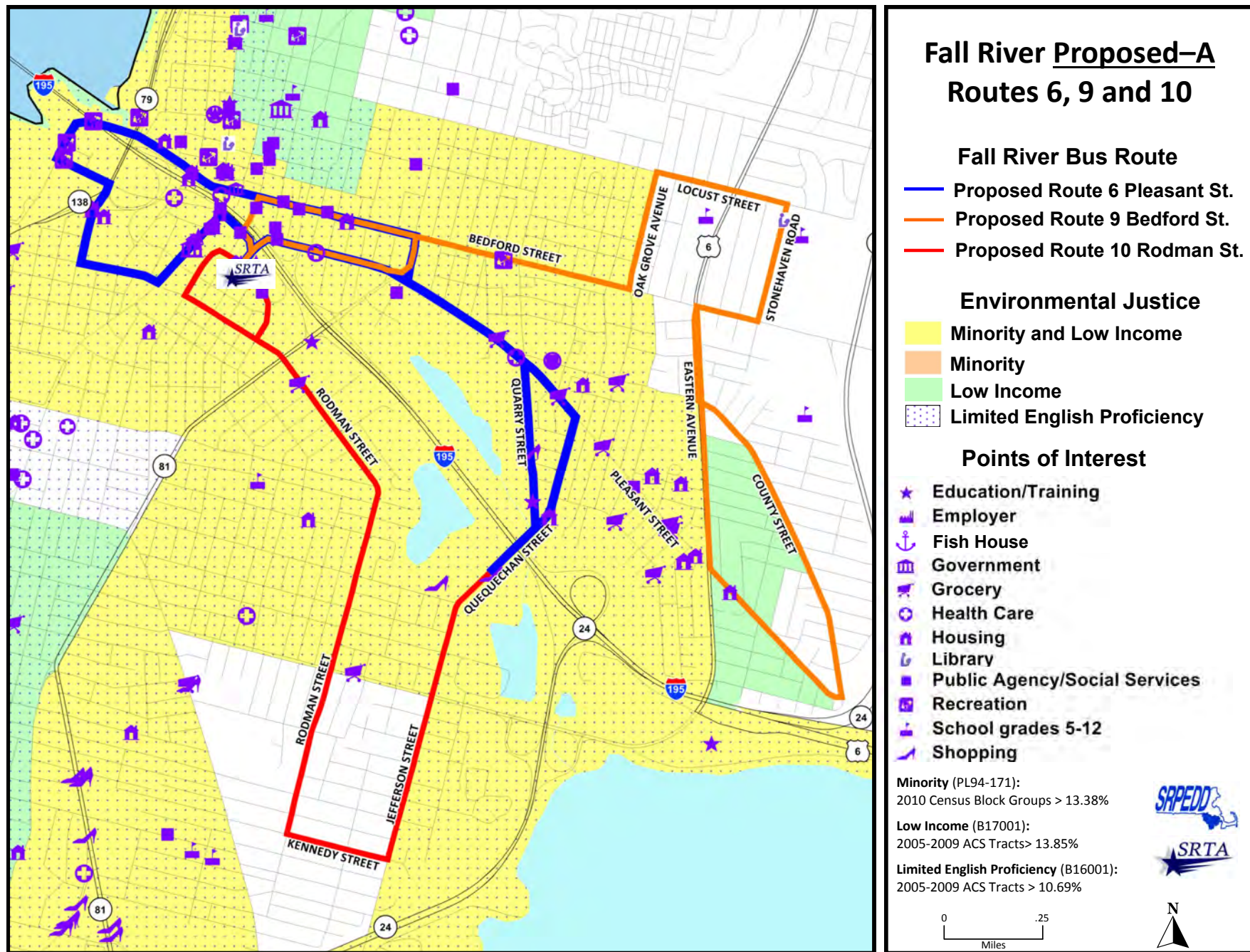


Figure 4-1: Service Alternative 3. Route 6 - Pleasant Street, Route 9 - Bedford Street, and Route 10 - Rodman Street (Option A)

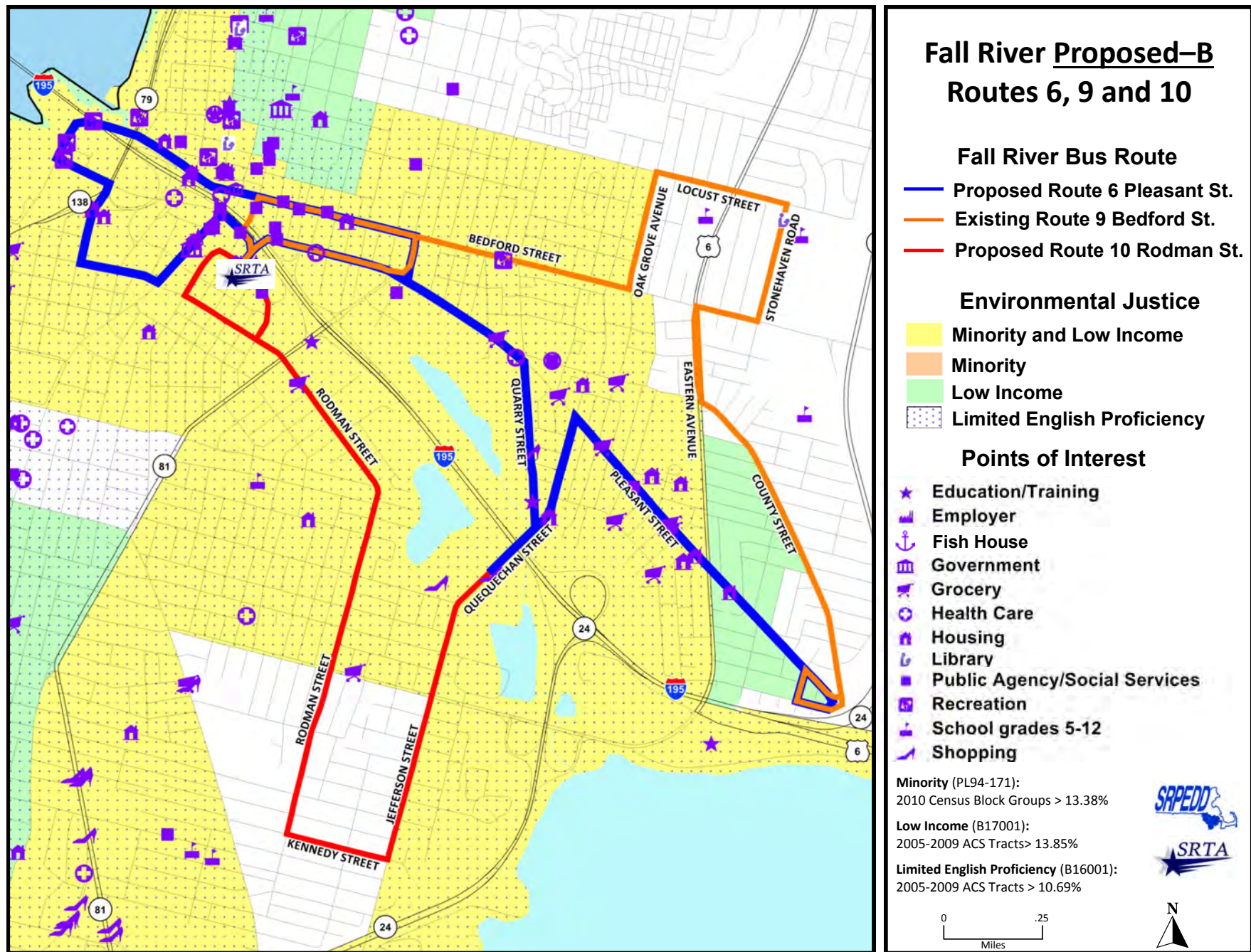
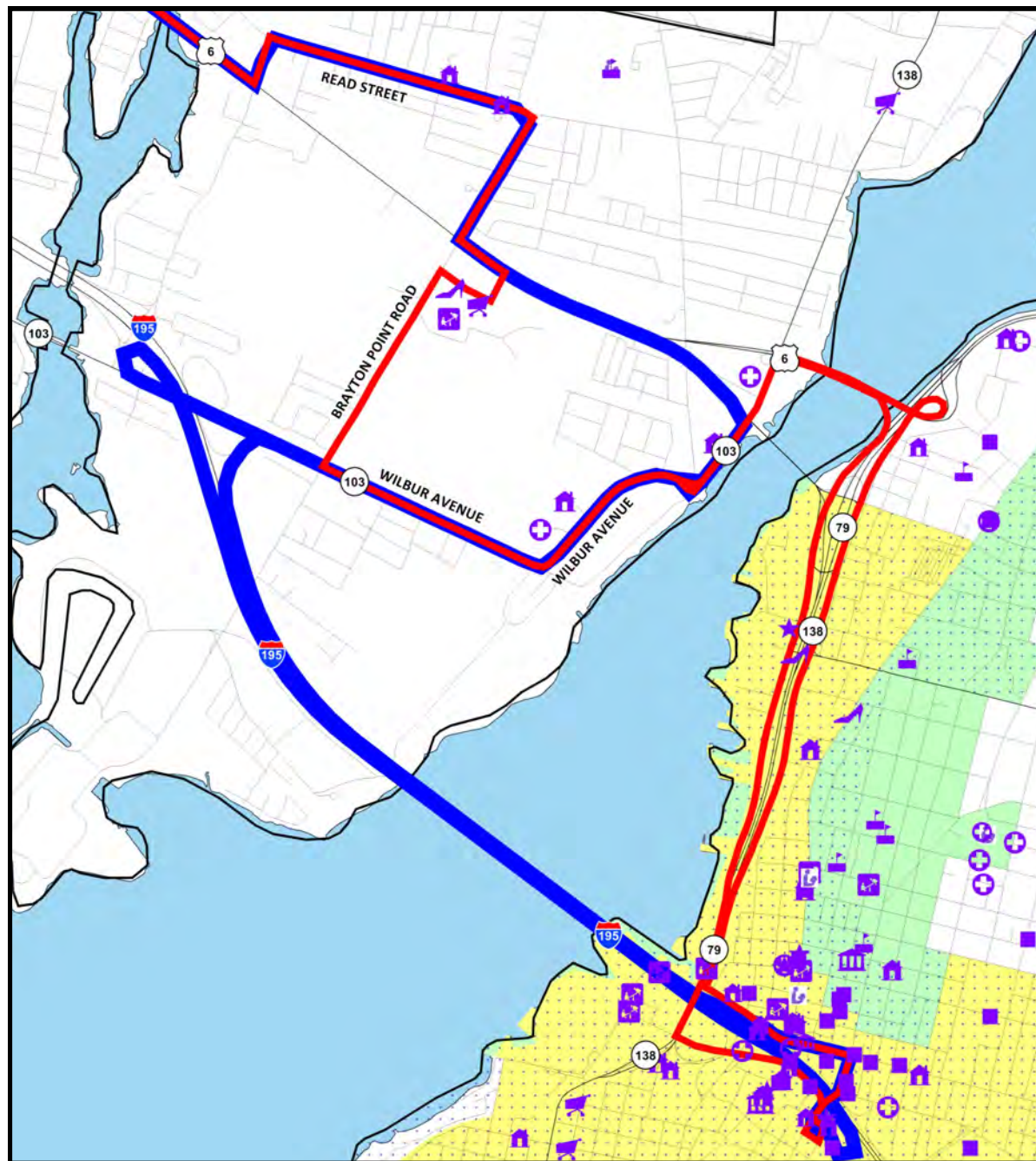


Figure 4-2: Service Alternative 5. Route 6 - Pleasant Street and Route 10 - Rodman Street (Option B)

8. Route 14 - Swansea Mall

Proposed Service Alternative:	Proposed route via Commonwealth Landing, Highway Route 6 Veteran's Memorial Bridge to Wilbur Avenue-Brayton Point Road - Stop & Shop and continue existing route to Swansea Mall.
Reason for Proposal:	When construction started on the Veteran's Memorial Bridge to relocate Highway Route 6 from the Brightman Street Bridge (Highway Route 6) Route 14 was rerouted to Interstate 195 to use the Charles M. Braga Jr. Memorial Bridge. With the Veteran's Memorial Bridge (Highway Route 6) now complete, and the completion of construction on Route 79/Davol Street, there will be the opportunity to reroute the Route 14 on the local road network. This change will improve access for riders and reduce overall mileage of the route.
Annual Operating Savings:	\$9,427.87
Summary of Public Comment:	The general consensus of public comment for this alternative was overwhelmingly positive.



Fall River Route 14 Swansea Mall

Fall River Bus Route

- Existing Route 14
- Proposed Route 14

Environmental Justice

- Minority and Low Income
- Minority
- Low Income
- Limited English Proficiency

Points of Interest

- ★ Education/Training
- 🏢 Employer
- ⚓ Fish House
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎮 Recreation
- 🎒 School grades 5-12
- 🛍️ Shopping

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



Figure 4-3: Service Alternative 8. Route 14 - Swansea Mall

New Bedford Service Alternatives

9. Route 1 - Fort Rodman & Route 5 - Rivet Street

Proposed Service Alternative: Route 5 outbound would travel via Sixth Street - Union Street - Acushnet Avenue - Walnut Street - MacArthur Drive. - Potomska Street - Route 18 - Rivet Street - Bolton Street - Rockdale Avenue to Stop & Shop.

Route 5 inbound would travel from Stop & Shop to Rockdale Avenue - Bolton Street - Rivet Street - Second Street - Potomska Street - MacArthur Drive. - Walnut Street - Pleasant Street to the Terminal.

Proposed Route 5 would serve fish processing factories, Price Rite, Seven Hills, and Stop & Shop.

If Route 5 changes are implemented then Route 1 would travel on Acushnet Avenue and Pleasant Street instead of Pleasant Street and Sixth Street as it currently does. The purpose of realigning Route 1 on to Acushnet Avenue is to continue serving the housing that Route 5 would no longer serve.

Reason for Proposal: There is a need to serve the south waterfront area and provide access to employment at the fish processing factories. This proposed route will provide service where none currently exists.

Annual Operating Cost: \$15,076.39

Summary of Public Comment: N/A

10. Route 2 - Lund's Corner

Proposed Service Alternative: Outbound and inbound routing would remain unchanged however Whaler's Cove would be served by every trip.

Reason for Proposal: The Route 2 serves Whaler's Cove four times per day Monday through Friday. The limited service presents a hardship for riders due to the limited service. Residents of Whaler's Cove have requested additional service.

Annual Operating Cost: \$44,549.29

Summary of Public Comment: N/A

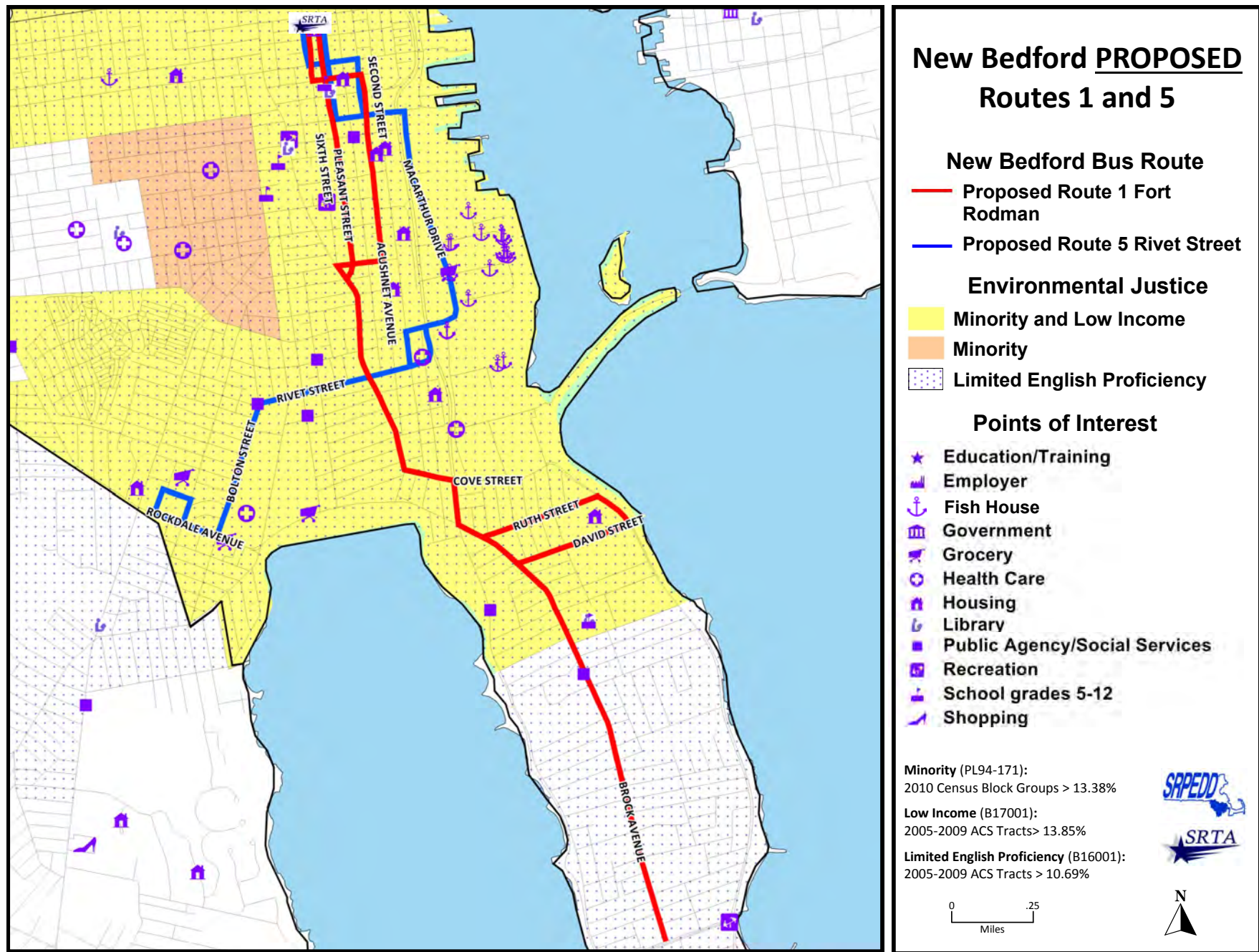
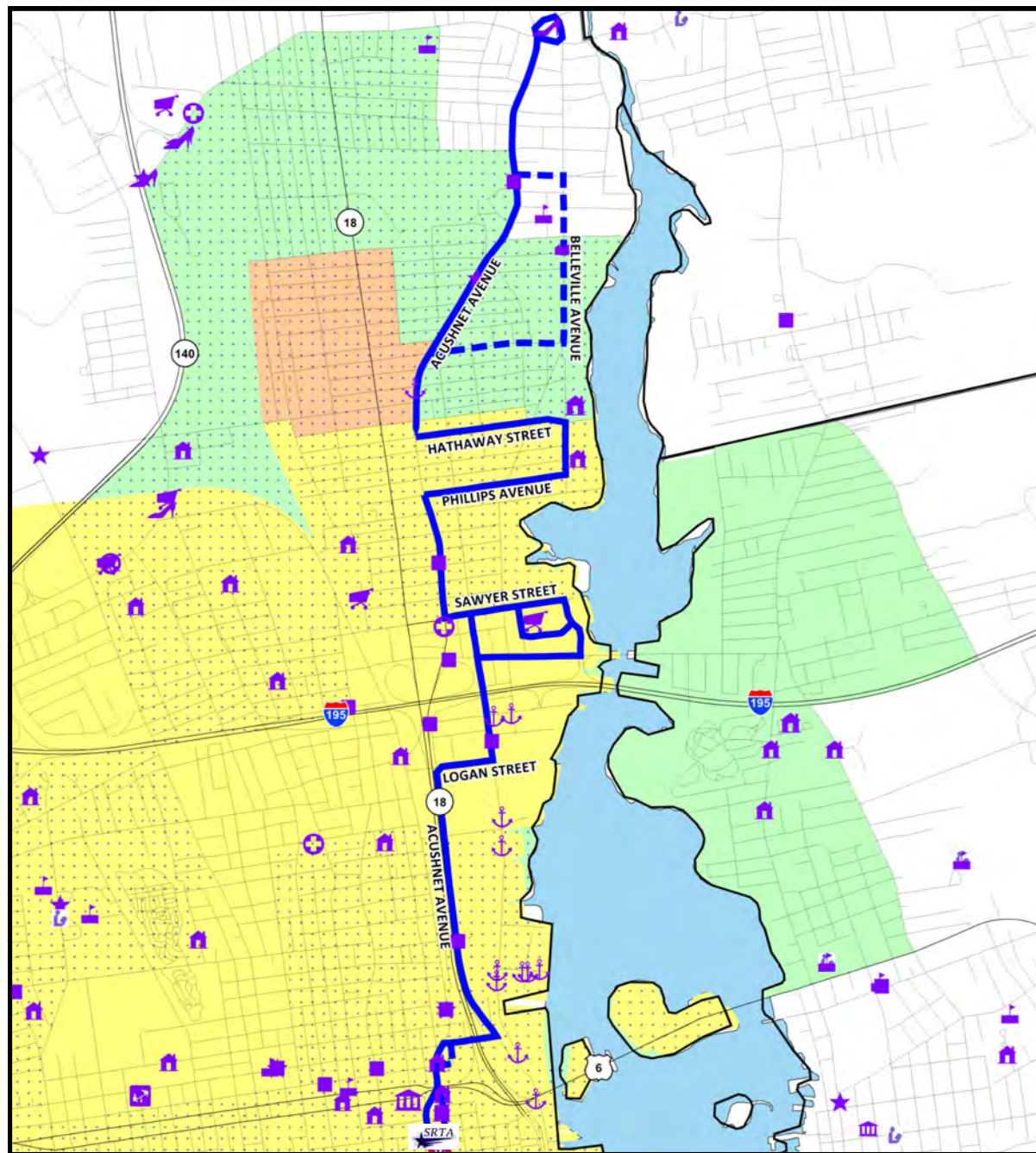


Figure 4-4: Service Alternative 9. Route 1 - Fort Rodman & Route 5 - Rivet Street



New Bedford PROPOSED Route 2

New Bedford Bus Route

— Proposed Route 2
Lund's Corner

Environmental Justice

- Minority and Low Income
- Minority
- Low Income
- Limited English Proficiency

Points of Interest

- ★ Education/Training
- 🏭 Employer
- ⚓ Fish House
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 👤 Public Agency/Social Services
- 🏋️ Recreation
- 🎓 School grades 5-12
- 🛍️ Shopping

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



Figure 4-5: Service Alternative 11. Route 2 - Lund's Corner

11. Route 2 - Lund's Corner

Proposed Service Alternative:	Outbound and inbound routing would remain unchanged, however Whaler's Cove and Manomet Place would be served by every trip via Phillips Avenue - Riverside Avenue - Hathaway Street to Acushnet Avenue.
Reason for Proposal:	The Route 2 serves Whaler's Cove four times per day Monday through Friday. There is currently no service to Manomet Place. The limited service presents a hardship for riders due to the limited service. Residents of Manomet Place have formally requested that SRTA add service to Manomet Place.
Annual Operating Cost:	\$80,654.77
Summary of Public Comment:	N/A

12. Route 6 - Shawmut-Rockdale

Proposed Service Alternative:	Eliminate Buttonwood Zoo deviation on existing Route 6.
Reason for Proposal:	Demand for service on the Buttonwood Zoo deviation is limited; however a more extensive survey of ridership will need to be conducted to verify demand for service.
Annual Operating Savings:	\$2,896.25
Summary of Public Comment:	The general consensus of public comment cited use by older adults and that it should not be eliminated.

13. Route 8 - Mt. Pleasant

Proposed Service Alternative:	Route 8 would connect with Route 6 at Price Rite via Nauset Street - Hathaway Road - Price Rite Plaza - Shawmut Avenue - Hathaway Road - Mt. Pleasant Street.
Reason for Proposal:	Route 8 passes very close to the Price Rite on Hathaway Road and there have been many requests by the public to serve it.
Annual Operating Cost:	\$69,977.16
Summary of Public Comment:	The general consensus of public comment for this alternative was positive.

14. Route 3 - Dartmouth Street & Route 6 - Shawmut-Rockdale

Proposed Service Alternative: The segments of Route 6 south of Highway Route 6 would be eliminated and Route 3 would travel via Union Street - Rockdale Avenue to Hawthorne Street rather than the present routing of Union Street to Rotch Street to Hawthorne Street. Route 3 would serve the segments of Rockdale Avenue that will no longer be served by Route 6.

Route 6 outbound would travel via Pleasant Street - Mill Street - Park Street - Parker Street - Shawmut Avenue - Hathaway Road - Highland Street - Yale Street - Harvard Street - Malden Street - back to Shawmut Avenue - Potter Street - Rockdale Avenue - Granite Avenue to RWE via Pamela Dr. - Carriage Dr. - West Hill Road - Cherry Tree Lane - Pamela Dr. - Granite Avenue back to Rockdale Avenue to Parkdale Apartments. Service to New Bedford High School and Keith Middle School would remain unchanged.

Route 6 inbound would have the same routing as the outbound with the exception of entering Rockdale West Deviation (RWE).

The proposed Route 6 would serve Price Rite and Brinkenwood Apartments, neither of which are currently served.

Reason for Proposal:

The Route 6 is a long route that serves Rockdale Ave from north of U.S. Highway Route 6 to St. Luke's Hospital and meets the Route 5 at Stop & Shop on Dartmouth Street Eliminating the southern portion of Route 6 would streamline the route and serving the Rockdale West Deviation (RWE) on every trip will make the route more accessible to riders.

Annual Operating Cost:

\$148,885.11

Summary of Public Comment:

Route 3 comments were positive due to the community's desire to remove the bus from Rotch Street.

Route 6 comments were mostly negative citing concerns that older adults would lose the ability to travel from RWE area to St. Luke's Hospital on a single bus.

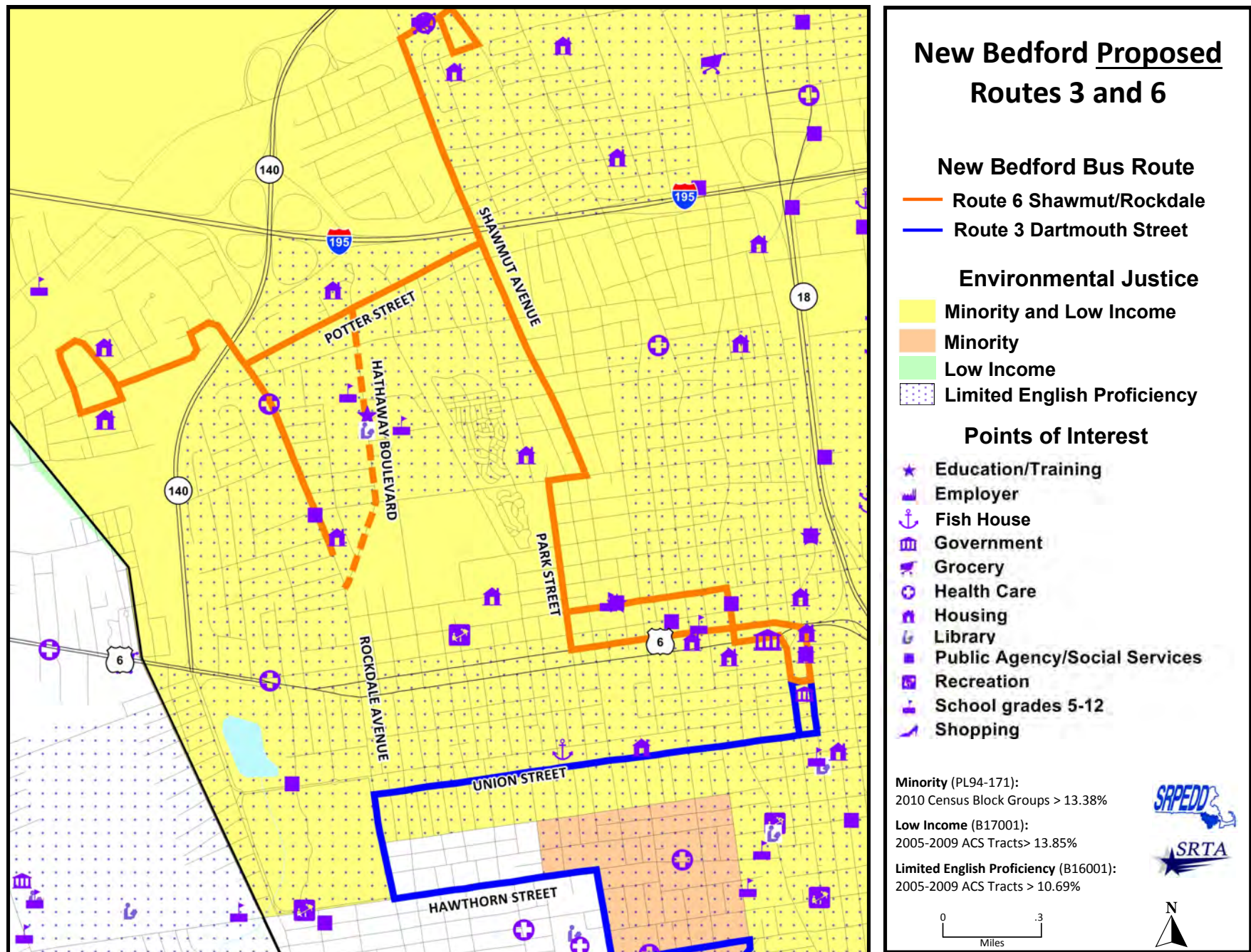


Figure 4-6: Service Alternative 14. Route 3 - Dartmouth Street & Route 6 - Shawmut-Rockdale

15. Route 4 - Ashley Blvd, North End Shuttle, Route 8 - Mt. Pleasant (Option A)

Proposed Service Alternative: Route 4 would remain largely unchanged and be extended to cover portions of the North End Shuttle route. Route 4 outbound would serve Trucchis using existing routing then serve Staron Street - Church Street - Phillips Road - serve the entrance of the New Bedford Business Park via Samuel Barnet Boulevard - Duchaine Boulevard - Theodore Rice Boulevard - Braley Road to Acushnet Avenue - to the Freetown town line. Inbound routing would follow the reverse of the outbound route.

Route 4 deviation service to the Business Park would remain unchanged. The North End shuttle would be eliminated; however the areas no longer served are not in an Environmental Justice (EJ) area.

Route 8 would serve Price Rite on Hathaway Road and no longer serve Fieldstone Marketplace. The route would serve Stop & Shop on King's Highway with service via Church Street - Staron Street - Phillips Road - meet Route 4 at Trucchis - Ashley Boulevard - Chaffee Street to Church Street and return inbound via the same pattern.

Reason for Proposal: The North End Shuttle has low ridership and the area would be better served by a route that serves the terminal similar to the Route 4. Additionally, the Route 8 is a high performing route that would serve the area better with a major trip generator at its terminus.

Annual Operating Cost: \$250,200.86

Summary of Public Comment: N/A

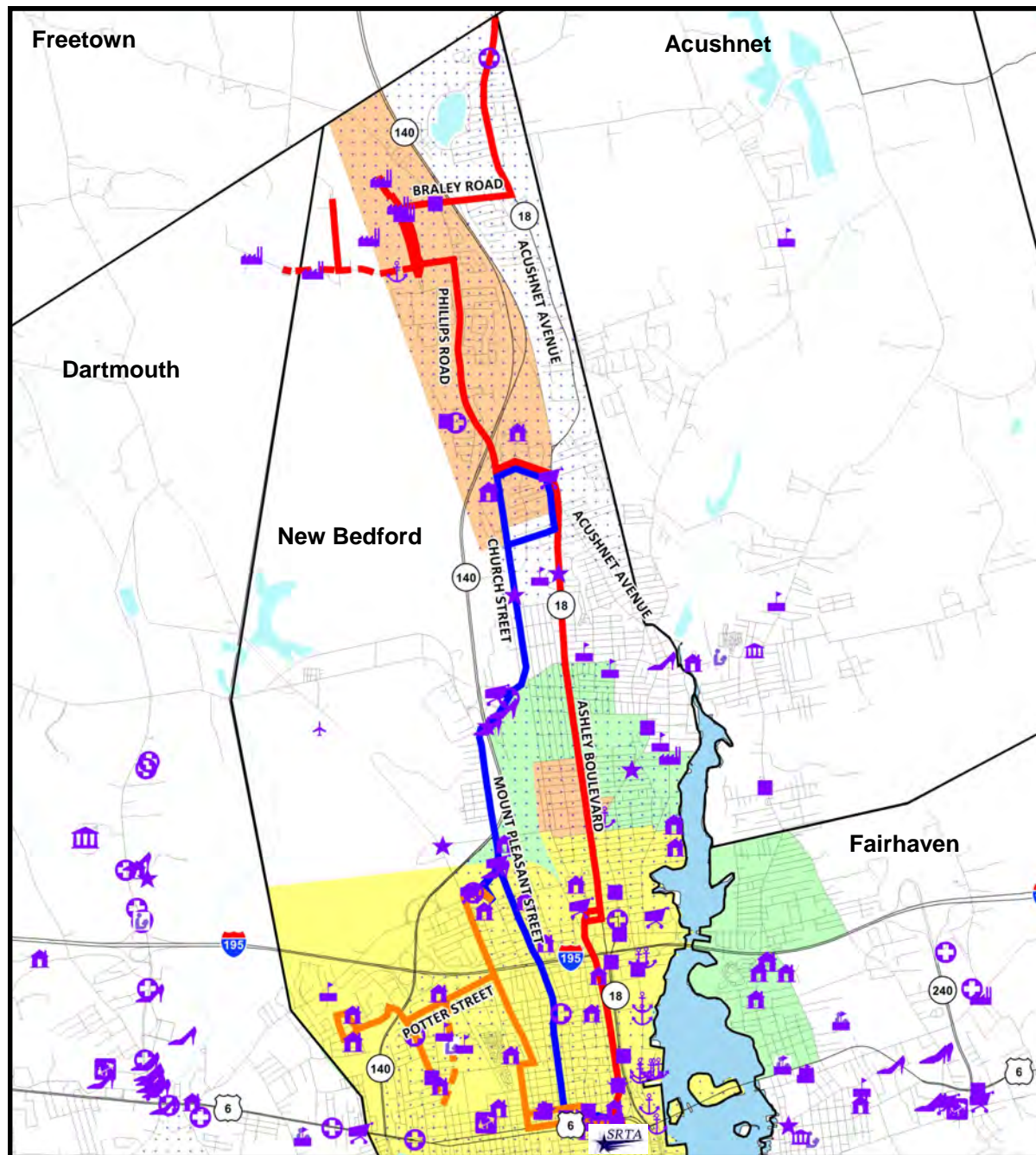
16. Route 8 - Mt. Pleasant

Proposed Service Alternative: Decrease headways to 30 minutes.

Reason for Proposal: Route 8 is a high performing route and would benefit from decreasing headways from 40 minutes to 30 minutes.

Annual Operating Cost: \$90,055.50

Summary of Public Comment: N/A



New Bedford PROPOSED Routes 4 and 8

New Bedford Bus Route

- Route 4 Ashley Blvd.
- Route 6 Shawmut/Rockdale
- Route 8 Mt. Pleasant

Environmental Justice

- Minority and Low Income
- Minority
- Low Income
- Limited English Proficiency

Points of Interest

- ★ Education/Training
- 🏢 Employer
- ⚓ Fish House
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎪 Recreation
- 🎒 School grades 5-12
- 🛍️ Shopping

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



Figure 4-7: Service Alternative 15. Route 4 - Ashley Blvd, North End Shuttle, Route 8 - Mt. Pleasant (Option A)

17. Route 8 - Mt. Pleasant

Proposed Service Alternative:	Add night service while maintaining 40 minute headways with routing unchanged.
Reason for Proposal:	Route 8 is a high performing route and would benefit from night service. Retail establishments along the Route 8 corridor are open later than the existing span of service and riders would benefit from night service to accommodate shopping and employment trips.
Annual Operating Cost:	\$50,048.75
Summary of Public Comment:	The general consensus of public comment for this alternative was positive.

18. Route 8 - Mt. Pleasant

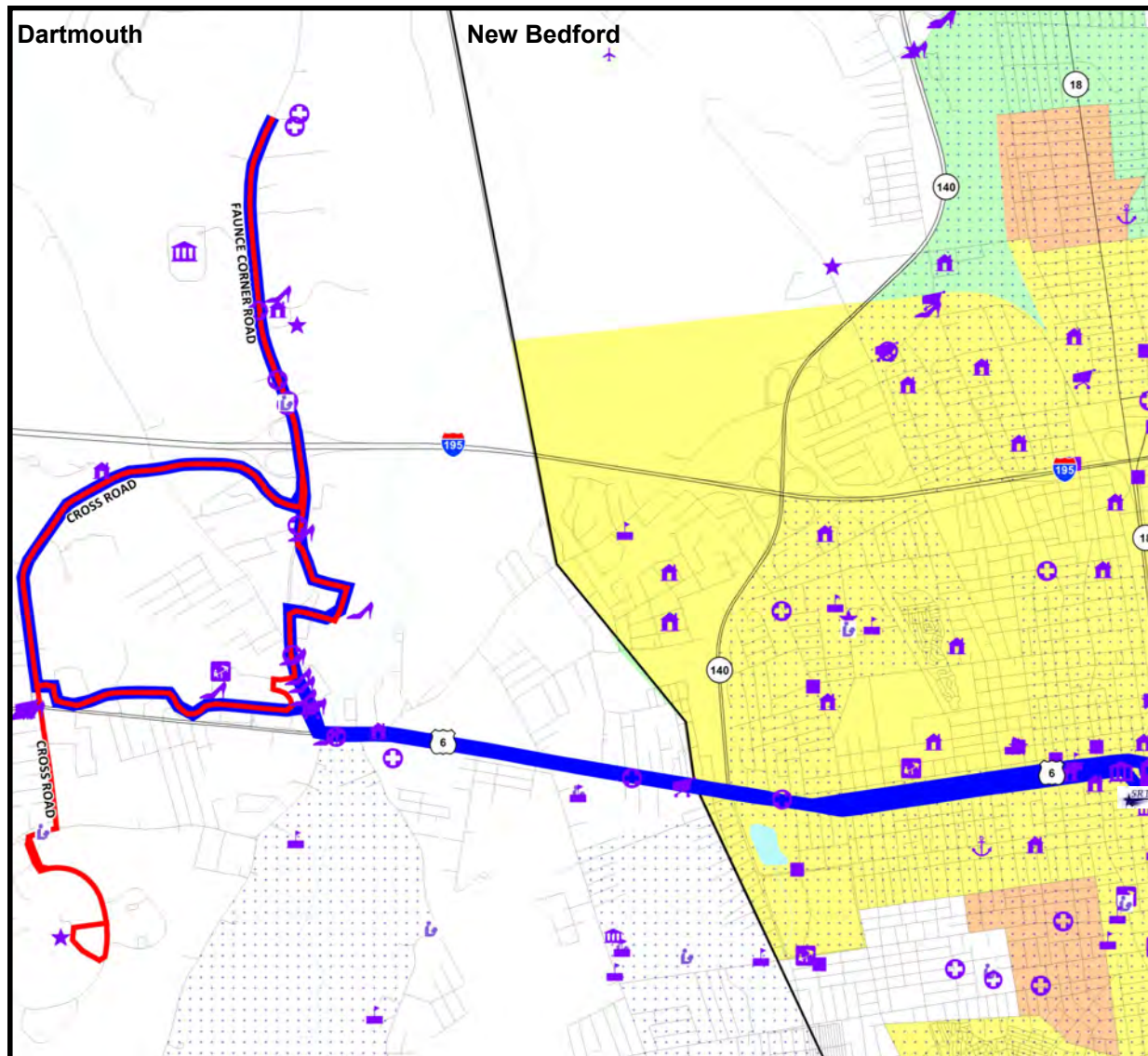
Proposed Service Alternative:	Decrease to 30 minute headways with night service at 30 minute headways.
Reason for Proposal:	Route 8 is a high performing route and would benefit from decreasing headways from 40 minutes to 30 minutes as well as adding night service. Retail establishments along the Route 8 corridor are open later than the current bus route runs and riders would benefit from later service to get to/from jobs and shopping.
Annual Operating Cost:	\$180,111
Summary of Public Comment:	The general consensus of public comment for this alternative was positive.

19. Intercity Route - New Bedford/Fall River

Proposed Service Alternative:	Add two buses to the Intercity Route to decrease headways from 60 minute headways to 30 minute headways for a total of 4 buses.
Reason for Proposal:	The Intercity Route connects the cities of New Bedford and Fall River along Highway Route 6. It is a long route that also serves the Dartmouth Mall and UMASS Dartmouth and because of this it is often overcrowded. Adding additional buses to the Intercity Route will increase reliability, increase ridership, and decrease overcrowding.
Annual Operating Cost:	\$911,100.00
Summary of Public Comment:	The general consensus of public comment for this alternative was positive. There were many comments regarding the current situation of overcrowded buses on the Intercity Route.

20. Route 10 - Dartmouth Mall

Proposed Service Alternative:	Eliminate Route 10 and create a Dartmouth Shuttle that would serve Faunce Corner Road, UMD, Cross Roads Apartments, Dartmouth Mall, and Hawthorn Medical. This route would connect with the Intercity Route at the Mall.
Reason for Proposal:	The Route 10 currently leaves from the terminal and serves the Dartmouth Mall, the Faunce Corner Road retail corridor, and Hawthorn Medical. The area is extremely susceptible to heavy traffic which causes delays. This is also a very popular route and is often overcrowded.
Annual Operating Cost:	\$0
Summary of Public Comment:	The general consensus of public comment for this alternative was negative. There was concern over older adults and persons with disabilities losing the one seat ride to Hawthorne Medical.



New Bedford Route 10 Dartmouth Mall

New Bedford Bus Route

- Existing Route 10
- Proposed Dartmouth Shuttle

Environmental Justice

- Minority and Low Income
- Minority
- Low Income
- Limited English Proficiency

Points of Interest

- ★ Education/Training
- 🏢 Employer
- ⚓ Fish House
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 📖 Library
- 🏢 Public Agency/Social Services
- 🎮 Recreation
- 🎒 School grades 5-12
- 🛍️ Shopping

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%



0 .25
Miles



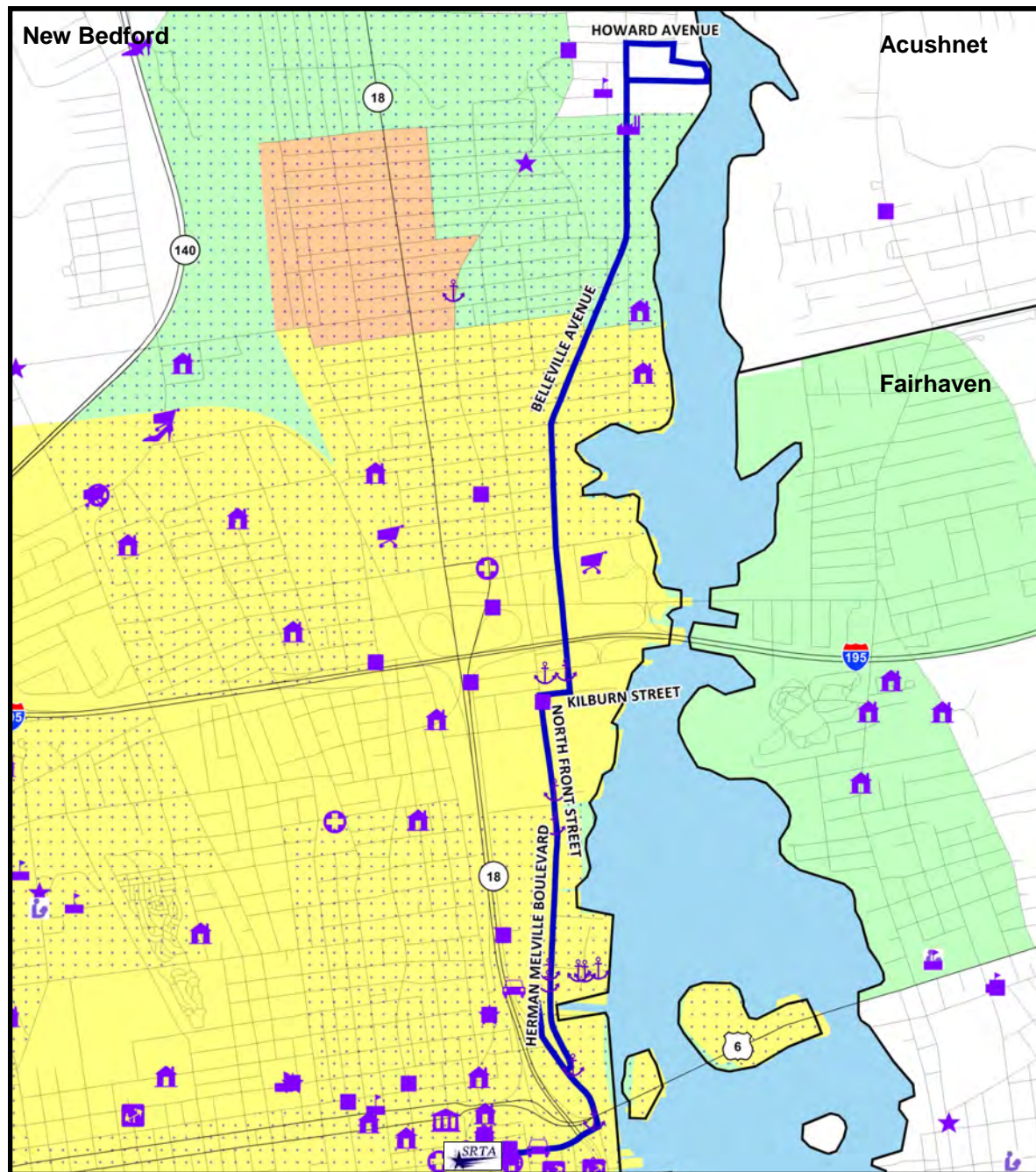
Figure 4-8: Service Alternative 20. Route 10 - Dartmouth Mall

21. Route 10 - Dartmouth Mall

Proposed Service Alternative:	Add one bus to the Route 10 on 45 minute headways and change the route to go to UMASS.
Reason for Proposal:	The Route 10 currently leaves from the terminal and serves the Dartmouth Mall, the Faunce Corner Road retail corridor, and Hawthorn Medical. The area is extremely susceptible to heavy traffic which causes delays. This is also a very popular route and is often overcrowded.
Annual Operating Cost:	\$213,040
Summary of Public Comment:	N/A

22. Waterfront North

Proposed Service Alternative:	Create a waterfront north route (Monday through Saturday) with hourly service that would travel via Herman Melville Boulevard - North Front Street - Belleville Avenue to Howard Avenue This route would serve Manomet Place, Whaler's Cove, Titleist, and the fish processing factories along Herman Melville Boulevard and Belleville Avenue.
Reason for Proposal:	There is a need to serve the waterfront area north of the terminal. There is a need to get to jobs at fish processing factories and Titleist as well as serve housing at Manomet Place and Whaler's Cove.
Annual Operating Cost:	\$280,393.85
Summary of Public Comment:	The general consensus of public comment for this alternative was positive. The need for riders to get to the fish processing factories has been brought up in many public forums.



New Bedford Proposed Waterfront North Route

Proposed Bus Route

— Waterfront North

Environmental Justice

Minority and Low Income

Minority

Low Income

Limited English Proficiency

Points of Interest

- ★ Education/Training
- 🏢 Employer
- 🏛️ Government
- 🛒 Grocery
- 🏥 Health Care
- 🏠 Housing
- 🐟 Fish House
- 📖 Library
- 🚗 Parking
- 🏠 Public Agency/Social Services
- 🎮 Recreation
- 🎒 School grades 5-12
- 🛍️ Shopping

Minority (PL94-171):
2010 Census Block Groups > 13.38%

Low Income (B17001):
2005-2009 ACS Tracts > 13.85%

Limited English Proficiency (B16001):
2005-2009 ACS Tracts > 10.69%

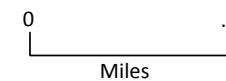


Figure 4-9: Service Alternative 22. Waterfront North

23. Route 11 - Fairhaven

Proposed Service Alternative:	Add night service to the Route 11.
Reason for Proposal:	The Route 11 is the only route that serves the town of Fairhaven. Bus riders have consistently asked for night service to be added to the Route 11 since night service was added to nine routes in April 2013.
Annual Operating Cost:	\$126,595.50
Summary of Public Comment:	The general consensus of public comment for this alternative was positive. There is a great need for riders to get to employment and shopping after 6:00PM.

24. Night Service on Routes in Addition to the Current Nine

Proposed Service Alternative:	Add night service to the New Bedford Route 8 - Mt. Pleasant, New Bedford Route 11 - Fairhaven, Fall River Route 3 - Laurel, Fall River Route 5 - Stafford Road, and the Fall River Route 10 - Rodman Street.
Reason for Proposal:	There is a need for riders to get to employment opportunities and activities that currently aren't possible on many routes.
Annual Operating Cost:	\$447,110
Summary of Public Comment:	Adding more night service to the system received the second most positive comments (after Sunday service) of any other alternative/change proposed during the CSA process and prior to it.

25. Service to Wareham

Proposed Service Alternative:	Weekday service to Wareham via I-195 and the Mattapoisett Park and Ride
Reason for Proposal:	Social service agencies have been relocated from Wareham to New Bedford leaving the residents of Wareham without affordable, easy access to social service agencies.
Annual Operating Cost:	\$595,774
Summary of Public Comment:	N/A

26. Sunday Service - All Routes

Proposed Service Alternative:	Add Sunday service to all routes.
Reason for Proposal:	There is a need for riders to get to employment, religious services, shopping, and other activities on Sundays that they are unable to attend.
Annual Operating Cost:	\$1,315,035.46
Summary of Public Comment:	Adding Sunday service to the system received the most positive comments of any other alternative/change proposed during the CSA process and prior to it.

Chapter 5: Recommendations to Better Align Services

Three service alternative scenarios were considered as part of this comprehensive service assessment: cost neutral, a moderate increase in annual operating costs, and unconstrained operating costs. The guidelines for the scenario development were prescribed in Chapter 46 of the Acts of 2013 of the Commonwealth of Massachusetts. The scenarios were developed under the following assumptions:

Cost Neutral

The sum of all service recommendations can not incur any additional operating costs. Service recommendations may incur an individual cost, however if implemented in its totality, the sum of the costs and savings would incur no additional cost to current operating expenses based on the FY2015 operating budget.

Moderate Increase in Annual Operating Costs

The sum of all service recommendations cannot exceed a maximum value of \$500,000 annual operating costs plus any operating cost savings realized in the Cost Neutral Scenario. The recommendations in this scenario assume that all recommendations in the Cost Neutral scenario have been fully implemented, or that elements implemented have incurred no additional cost to the authority.

Unconstrained Operating Costs

The recommendations included in this scenario assume that operating costs are unconstrained and that the financial burden of providing full or partial implementation will not have a negative effect on any existing service. This scenario assumes that all recommendations from both the Cost Neutral and the Moderate Increase scenarios have been implemented.

The total annual cost of full implementation would be \$4,203,526, which requires a 45% increase of the SRTA FY2015 Transit Operations - Fixed Route budget of \$9,164,603.

Service Alternatives Recommendations

Cost Neutral	Cost	Moderate Increase	Cost	Unconstrained Cost	Cost
3. Fall River Route 6 - Pleasant St., Fall River Route 9 - Bedford St., and Fall River Route 10 - Rodman St. (Option A)*	\$(50,718.46)	6. Fall River Route 10	\$77,067.50	26. Sunday Service - All Routes	\$1,315,035.46
9. New Bedford Route 1 - Fort Rodman and New Bedford Route 5 - Rivet Street	\$15,076.39	22. Waterfront North	\$280,393.85	24. Night Service on Additional Routes	\$370,042.50
1. Fall River Route 2 - North Main	\$(2,998.86)	14. New Bedford Route 3 - Dartmouth St. and New Bedford Route 6 - Shawmut/Rockdale	\$148,885.11	19. Intercity Route - New Bedford/Fall River	\$911,100.00
8. Fall River Route 14 - Swansea Mall	\$(9,427.87)			16. New Bedford Route 8 - Mt. Pleasant	\$90,055.50
				15. New Bedford Route 4 - Ashley Blvd., New Bedford North End Shuttle, and New Bedford Route 8 (Option A)	\$250,200.86
				21. New Bedford Route 10 - Dartmouth Mall	\$213,040.00
				25. Service to Wareham	\$595,774
Total	\$(48,068.80)	Total	\$506,346.46	Total	\$3,745,248.32

* The SRTA Advisory Board approved this change at the September 25, 2014 Advisory Board Meeting. The changes were implemented on October 13, 2014.

Table 5-1: Service Alternatives Recommendations

Cost Neutral

The Cost Neutral options bear no cost to SRTA, and in fact, net an annual savings of \$48,068 and can be implemented immediately. Listed in order of priority based on public comments and effectiveness, the scenario represents increases in service availability and reliability.

The Cost Neutral options bear no cost to SRTA, and in fact, net an annual savings of \$48,068

- Alternative Service Scenario 3 (Fall River Routes 6, 9, and 10) increases service to Walmart on Quequechan Street in Fall River with an annual savings of \$50,718.
- Alternative Service Scenario 9 (New Bedford Routes 1 and 5) improves service to the New Bedford Waterfront and increases access to employment opportunities which are not currently served at an annual cost of \$15,076.
- Alternative Service Scenario 1 improves reliability on Fall River Route 2 by eliminating a deviation that carries few passengers and will save \$2,998 annually.
- Alternative Service Scenario 8 (Fall River Route 14) improves service along Davol Street in Fall River and enhances access to the route with an annual savings of \$9,427.

Moderate Increase in Operating Costs

The Moderate Increase in Operating Cost options build upon the service scenarios presented in the Cost Neutral options and benefits from the \$48,068 annual savings. Although the annual sum of the service alternatives exceeds the \$500,000 ceiling by \$6,346, the savings realized with implementation of the previous recommendations presents a net annual cost of \$458,277.

- Alternative Service Scenario 6 adds night service to the Fall River Route 10 at an annual cost of \$77,067.
- Alternative Service Scenario 22 implements an entirely new route serving the north end of the New Bedford Waterfront and eliminates the need for the New Bedford Route 2 deviations. The route carries an annual cost of \$280,393.
- Alternative Service Scenario 14 improves service through better aligning New Bedford Route 6 and New Bedford Route 3 to better serve the western sections of the city. The changes have an annual cost of \$148,885.

Unconstrained Operating Costs

The options presented here represent service improvements that the authority can implement if a commitment for additional operating costs were to be based on need, rather than apportioned funds based on a formula. The options are prioritized based on public comment and operational data; however, the options presented here may be implemented in an order different than they are presented if funds in excess of the Moderate Increase in Operating Costs options but less than the cost of full implementation were provided to the authority. The total annual cost of the Unconstrained Operating Cost options is \$3,149,474.

- Alternative Service Scenario 26 restores Sunday service to all routes in the SRTA system at an annual cost of \$1,315,035.
- Alternative Service Scenario 24 adds night service on additional routes based on need and ridership. The annual cost of \$370,042 assumes that night service has already been added to the Fall River Route 10 as recommended in the Moderate Increase in Operating Costs. If the night service was not implemented on the Fall River Route 10, the annual cost of night service would be \$447,110 as shown in Chapter 4.
- Alternative Service Scenario 19 adds additional buses to the Intercity Route – New Bedford/Fall River to alleviate overcrowding issues and carries an annual cost of \$911,100.
- Alternative Service Scenario 16 improves service on the New Bedford Route 8 with 30 minute headways. The annual cost of this improvement is \$90,055.
- Alternative Service Scenario 15 eliminates the New Bedford North End Shuttle and consolidates service with the New Bedford Route 4 and the New Bedford Route 8. The annual cost is \$250,200.
- Alternative Service Scenario 21 adds additional buses to the New Bedford Route 10 to alleviate overcrowding issues and to better serve the Dartmouth Mall. The annual cost of this service would cost \$213,040.
- Alternative Service Scenario 25 adds service to Wareham, providing Wareham residents with access to social service agencies in New Bedford. The annual cost of this service would cost \$595,774.

The alternative service recommendations presented here represent the culmination of extensive input from the traveling public, South Coast Transit Management, SRTA CSA Advisory Committee members, SRTA administration staff, and the Transit Planning Division of SRPEDD. The recommendations were identified and prioritized based on need and ease of implementation. Costs were provided by SRTA and are based on historical operational data and are subject to change in the future. Alternative service scenarios that were listed in Chapter 4 but not included in the options above were excluded because either public opinion did not favor the option, or were included as part of a more comprehensive alternative service scenario.

The total annual cost of full implementation would be \$4,203,526, which requires a 45% increase of the SRTA FY2015 Transit Operations - Fixed Route budget of \$9,164,603. The recommendations are tiered so that as additional funds are made available, implementation can occur on a rolling basis, building upon previous improvements. With a tiered implementation, service will only be improved as operating funds increase. Routes that were modified as part of a service alternative scenario implementation can remain unchanged as subsequent service alternative scenarios are implemented.

The benefit to a tiered implementation structure is that the traveling public will only endure a series of small changes to benefit from the improvements. All efforts were taken to structure the plan in such a way so that improvements do not continually disrupt new travel patterns, but rather continually increase options to travel more frequently and to new destinations.

Chapter 6: Commonwealth's Environmental Policies

The Commonwealth of Massachusetts has an impressive record of initiatives to promote sustainability. Governor Deval Patrick issued Executive Order 484 on April 18, 2007. This order specifically sets energy targets for the Commonwealth's buildings.

In August of 2008, the governor signed the Global Warming Solutions Act (GWSA) into law, making Massachusetts one of the first states in the nation to move forward with a comprehensive regulatory program to address Climate Change. This plan requires a reduction of greenhouse gas emission (GHGE) of 10-25% by 2020, and of 80% by 2050.

The Healthy Transportation Compact (HTC) is a key requirement of the landmark transportation reform legislation signed into law in June 2009. The HTC, a collaboration of MassDOT, The Office of Energy and Environmental Affairs and the Office of Health and Human Services, facilitates transportation decisions that balance the needs of all transportation users, expands mobility, improves public health, supports a cleaner environment and creates stronger communities.

In 2006, The MassDOT Highway Project Development & Design Guide established Massachusetts as a national leader in Complete Streets. The Design Guide ensures that transportation planners and engineers consistently design the entire roadway with all users in mind - including bicyclists, public transit riders, and pedestrians.

In addition, MassDOT has the bold goal to triple the share of travel demand by bicycling, transit, and walking (a mode shift), as well as design a multi-modal transportation system and promote livable communities. This is part of MassDOT's GreenDOT Implementation Plan that was released in 2012.

The primary objectives of the Plan are:

- Reduce greenhouse gas emissions.
- Promote healthy transportation options of walking, bicycling, and public transit.
- Support smart growth development.



Figure 6-1: GreenDOT Goals. Credit, MassDOT GreenDOT

The plan organizes 16 goals around 7 themes outlining sustainability initiatives for all MassDOT divisions under the themes of: air quality; energy consumption; material procurement; land management; transportation planning and design; waste management; and water resources.

To further MassDOT's GreenDOT Implementation Plan, the Commonwealth's Healthy Transportation Compact and statewide Mode Shift Goal, the Healthy Transportation Policy Directive is issued to ensure all MassDOT projects are designed and implemented in a way that provide access to safe and comfortable healthy transportation options at all MassDOT facilities and in all the services provided. This directive

builds on other existing directives and guidance that addresses such issues. Healthy Transportation modes as defined by GreenDOT are walking, bicycling and taking public transit.

The goal of Mode Shift reflects demographic changes and trends of an increased demand for traveling by public transportation, bicycling and walking. Making regional transit services across the Commonwealth more effective through comprehensive service assessments (like this one) and reporting on performance measures is part of that work.

The Southeastern Regional Transit Authority (SRTA) is committed to incorporating sustainable practices while best serving the transit needs of the residents of the 10 communities in their service area. SRTA presently has 2 hybrid buses as part of its fleet and the remaining vehicles are equipped with up-to-date (at the time of purchase) clean diesel engines. SRTA's vehicle idling policy states that vehicles cannot idle more than 3 minutes except if absolutely necessary (due to extreme heat or cold) or the bus is loading passengers. SRTA uses service standards to regularly evaluate and improve the efficiency of its routes, scheduling and service.

The new Louis D. Pettine Transportation Center in Fall River is retrofitted from the former Eastern Edison building, a reclaimed brownfield site. The original 18,000-square-foot basement with 14-foot-high ceilings was utilized to create a 38-space parking garage. The facility features green building materials and energy-efficient lighting, as well as a high-tech building control system. It also uses solar power for its trash compacting.

The SRTA maintenance garages and terminals in New Bedford and Fall River had an energy audit conducted and have installed motion sensors for their already energy efficient and long lasting LED lighting. Recycled paper products and energy efficient supplies are utilized at all facilities and administrative offices. The contract for tire leasing was awarded to a contractor who complied with all regulations pursuant to the Clean Air Act and the Resource Conservation and Recovery Act as it applies to recycling. The waste oil from buses is reused for heating at their maintenance facilities.

All of SRTA buses are equipped with bike racks and the Fall River and New Bedford terminals provide pedestrian and bicycle accommodations, including bike racks to encourage multi-modal transportation. SRTA terminals also provide access for individuals seeking connections outside of the SRTA region, to other providers who will carry passengers the longer distances. DATTCO Bus Service has service to Boston from Fairhaven with stops at the SRTA terminal in New Bedford, the Mt. Pleasant Park and Ride lot and at the Galleria Mall in Taunton. In Boston, passengers can connect to MBTA services and from the MBTA to both Logan Airport in Boston and to T.F. Green Airport in Providence / Warwick.

There is an opportunity for SRTA to have a role in 'feeder' services to long-distance connections—including existing and proposed rail stations, intercity bus stops, park and rides, the New Bedford airport, and the Martha's Vineyard fast ferry—but SRTA cannot provide long-distance connections without a significant increase in resources.



Photo 6-1: Before - the Former Eastern Edison/ National Grid Building. Photo Credit, SRTA



Photo 6-2: After - The Louise D. Pettine Transportation Center. Photo Credit, SRTA

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Chapter 7: Fare Rates and Collection Methods

Prior to January 2013 SRTA's fare structure was calculated based on a zone fare system of \$1.25 per zone for full fares and \$0.60 per zone for reduced fares. A calendar based monthly pass cost \$55, a full fare 10 zone pass cost \$12.50, a reduced fare 10 zone pass cost \$6.00, and a 40 zone pass cost \$50. Passes outside of the monthly pass offered no discount or incentive for use other than the benefit of not having to carry cash. Zones were defined as town lines and other geographic points of reference for both fixed route and demand response services.

A fare equity analysis was conducted in September 2012 which determined that the average trip cost \$1.76 for all fare types based on the average number of zones of SRTA riders' trips. It also determined that a change in fare price would have similar impacts on all subgroups of minority, non minority, lower income, and upper income riders. However, instituting a fare structure that removes zones and adds pass options and/or transfers would remove a disparate impact on low income and minority populations who live near the city centers and have to pay two zones for trips within the city.

On January 7, 2013 SRTA began using new fareboxes with greatly increased data collection capabilities and the ability to accept Charlie Cards as payment. Simultaneously, SRTA implemented a new fare structure removing zones, adding free transfers, and increasing the number of fare media options available. With the new fareboxes and fare structure in place SRTA made bus service more attractive and useful to current and potential riders, increased equity and mobility, and increased ridership.

The new fare structure puts full fare cash for a one-way trip on SRTA buses at \$1.50 and the reduced fare at \$0.75 with a free 90 minute timed transfer between routes. Reduced fare is defined as seniors/older adults (age 60+), children ages 6-11, registered persons with a disability, and medicare recipients. New pass options include a 31-day pass (\$40.00), a 7-day pass (\$14.00), a 10 ride pass (\$14.00), and a 1-day pass (\$4.00). Using a Charlie Card to pay will get the rider a discounted fare of \$1.40 for full fare and \$0.70 for reduced fare. The new fare structure puts SRTA in line with other transit authority fares across the state.

***On January 7, 2013
SRTA began using new
fareboxes to accept
Charlie Cards as
payment.***

Tickets can be purchased and Charlie Cards can be reloaded at the Ticket Vending Machines (TVMs) at the terminals in both New Bedford and Fall River as well as at the SRTA administrative office in New Bedford.

ADA Demand Response service fare structure also changed in January 2013. After much debate and public input it was decided that the increase in fares for one zone trips¹ would be phased in over a period of 3 years. In 2013 one zone trip fares were set at \$1.75, in 2014 at \$2.25 and in 2015 it would equal that of a regular trip (\$3.00), thereby eliminating one zone fares altogether. Outside of the one zone area, regular trips were set at \$3.00 with an additional charge of \$1.00 in the event that the riders origin or destination is located more than 2 miles away from a fixed route bus stop.

1 Trips that would have been calculated as one zone (\$1.25) as of December 2012

Chapter 8: Region's Job Creation Goals and Employment Needs

The economy of southeastern Massachusetts, especially along the South Coast, continues to lag behind the state and national economies. As of February 2014, the unemployment rate was 6.7% for the nation, 6.8% in Massachusetts and 13.2% and 14.5% respectively, in the cities of New Bedford and Fall River. These two cities and 8 surrounding towns (Acushnet, Dartmouth, Fairhaven, Freetown, Mattapoisett, Somerset, Swansea and Westport) are served by the Southeastern Regional Transit Authority (SRTA) for local public transportation services.

A good multi-modal transportation system is one of the cornerstones for improving the economy of this area. Connecting land use planning with transportation planning and investments, such as in the work of the South Coast Rail Corridor Plan to identify Priority Development Areas, also contributes to the design of a multi-modal system and the ability to improve connectivity.

The South Coast Rail Corridor Plan provides a framework for regional growth and designates areas for development and areas for protection in the 31 corridor communities. During 2008 and 2009, local residents, business owners, and officials worked alongside their Regional Planning Agencies to designate Priority Development Areas (PDAs) and Priority Protection Areas (PPAs).

PDAs are areas that are appropriate for increased development or redevelopment due to several factors including good transportation access, available infrastructure (primarily water and sewer), an absence of environmental constraints, and local support. PDAs can range in size from a single parcel to many acres. Town and village centers, Chapter 40R Districts, industrial parks, and proposed station sites are examples of PDAs.

In the meantime, the southeastern Massachusetts communities of Fall River, New Bedford and Taunton are the only cities within 50 miles of Boston not served by commuter rail, and this region's potential growth is significantly constrained by being the only region in eastern Massachusetts not served by the MBTA commuter rail system.



Photo 8-1: Fall River Industrial Park. Photo Credit, SRPEDD

In recent years, this region has faced a complicated series of challenges, including the loss of natural areas, struggling older industrial cities, sprawling development, and congested highways that have contributed to a less than thriving economy and job market.

The Comprehensive Economic Development Strategy (CEDS) focuses on the areas of Fall River and New Bedford due to their higher unemployment levels, lower incomes and lower levels of educational attainment. The northern half of the SRPEDD region is more closely aligned with the Boston economy. The CEDS states that education is the most important need for this area. As part of a regional strategy to be competitive, the CEDS acknowledges the need for the region to maintain/enhance its quality of life and improve its connections to the rest of the world. Quality of life and connectivity are important for regional competitiveness because they attract skilled population and jobs and they keep talented people from leaving the area.

Among the economic development goals for the region is the support for small business and new startups and promoting employment opportunities in emerging sectors such as marine science and biotech; a focus on education and an increase in the number of high school and college graduates; increased transportation connection and options; and infrastructure investments to enable our economy to grow. Local public transportation to education and job centers is part of this overall vision for the future of this region.

A good multi-modal transportation system is one of the cornerstones for improving the economy

SRTA's Role in Access to Employment

SRTA has experienced significant changes in the last two years, starting with a new operator in November 2011 and followed quickly by the hiring of a new Administrator in December 2011.

Since January 2012, SRTA has worked closely with its communities, South Coast Transit Management and SRPEDD to implement much needed service changes. Early in 2012, the routes and schedules for two of Fall River's routes, Route 2 – North Main Street and Route 9 – Bedford Street were adjusted to provide regular service to the Industrial Park, Commonwealth Landing and Diman Regional Vocational Technical High School. In addition, holiday bus service was restored in 2012.

A complete fare restructuring took place on January 7, 2013. The restructuring eliminated the zone fare system, introduced discounted pass options and fareboxes that accept Charlie Cards. This radical change eliminated a disparate impact on low income and minority persons who lived near the terminals, yet had to pay two zones for trips within the city. The fare restructuring also removed a barrier to more frequent use of SRTA buses by making transit more affordable.

SRTA expanded evening service on nine routes, four routes in Fall River, four routes in New Bedford, and the Inter-city route between the two starting on April 22, 2013. Routes were chosen based on their service to major employment or educational destinations and ridership.

In 2012, the SRTA Administrator and Operator began meeting with community stakeholders including healthcare providers, councils on aging and social service agencies to identify unmet transportation needs and potential coordination opportunities. As an outcome of these meetings, SRTA began

operating the Boston Hospital Shuttle on September 3, 2013. SRTA provides service once a week from each of its two cities to Boston area medical facilities. Also, in the summer of 2013, the new Fall River bus terminal, the Louis B. Pettine Transportation Center, opened.

In the midst of implementing all of these changes to improve services and be responsive to community needs, SRTA has continually reviewed its fixed routes and made changes that improve service.

There is no question that SRTA has made great strides since 2012 in addressing community needs and becoming a valuable economic development partner in its service area. Unfortunately, there are still unmet needs and areas that are underserved. The top employment sectors in the area are health care and social assistance, manufacturing, retail and accommodations/food services¹. Being able to work evenings, weekends and holidays is a requirement for most of these jobs. As a result, use of the transit service is mainly limited to the truly transit-dependent population which has greatly reduced opportunities.

Areas that are not well covered are employment and activity centers that have developed away from the existing bus lines. Neither Fall River nor New Bedford has service along the waterfront even though both cities have targeted their waterfronts for future economic development. New Bedford's South Pier as a staging area for wind turbines and the UMass School for Marine Science and Technology (SMAST) in New Bedford and the Advanced Technology and Manufacturing Center (ATMC) in Fall River have both spun off new companies.

Many work shifts in the SRTA service area start or end outside of the days and hours of SRTA's operation. In addition, infrequent service and routes that travel circuitously to the workplace make the bus an unattractive choice to get to work. Evening service on all routes and Sunday service remain as unmet needs to serve employment. Saturday and holiday schedules include reduced hours and frequencies from the weekday schedules, which also affect some people trying to get to work.

It must be emphasized that since January 2012, SRTA has added holiday service and evening service to nine routes.

Employment areas that remain underserved or that are not served at all include:

- Faunce Corner Road and Highway Route 6 in Dartmouth (60-minute frequency);
- The Swansea Mall and commercial corridor along Highway Route 6 in Somerset (60-minute frequency);
- The New Bedford Business Park (served by only three weekday deviations);
- Jobs on New Bedford's waterfront (unserved);
- Relocated Fall River Walmart / Crossroads Plaza at 24 (60-minute frequency);
- Redevelopment areas no longer well served by transit (e.g., Belleville Avenue in New Bedford);
- Priority Development Areas including New Bedford Airport, Fairhaven area around Route 240, and much of the Route 6 corridor from

¹ <http://www.srpedd.org/data/data/ECONOMY.pdf>

Mattapoisett to Swansea;

- Jobs that begin or end their shifts in the evening (there is limited evening service);
- Weekend jobs (limited service with reduced Saturday frequency and no Sunday service);
- Most suburban jobs and population centers (limited service or none at all); and
- Intercity connections from Fall River to Taunton and New Bedford to Wareham.
- Public and Stakeholder Input

Obtained between 2010 and 2012² reveals the following priority list of needs:

- Evening service on all routes for employment and education – particularly the intercity route;
- Sunday service;
- More frequent service on bus routes – particularly those with more than 30-minute headways – particularly the intercity route;
- Dependable, on-time bus service;
- Improved employment connections – increase service span at to 5:00AM - 9:00PM;
- Increased service to New Bedford business park, seafood processing plants (fish houses jobs start at 3-4AM), Dartmouth employment;
- Same frequency on weekends and holidays as on weekdays; and
- Later service on weekends.

2 Public Transit Needs & Perceptions in the City of New Bedford, Urban Initiative, UMass Dartmouth; feedback from New Bedford TDP Civic Engagement: 6 community meetings, 80+ attendees; FRHA surveys, November 2012; Joblinks surveys, July 2012 (251 customers, 49 staff); Greater New Bedford Health Equity Summit – June 8, 2012 GNBHNC; Comments from SRTA Fare Equity Surveys, April and May 2012; Fall River and New Bedford Focus Groups, February 2010.

Obtained in 2013 and 2014³ reveals the following priority list of needs:

- Communities with the greatest unmet transportation needs identified as Fall River, New Bedford, Swansea, Fairhaven, Acushnet, and Dartmouth;
- Sunday service;
- Expanded night service;
- Need to attend evening classes at Bristol Community College in Fall River (Route 8 serves BCC and has night service but connecting to other routes to get home is an issue);
- Getting to/from district courts in Fall River and Taunton;
- Fall River to Brockton;
- Getting to the Veteran's Hospital in Providence;
- Expanded options to/from New Bedford and Taunton;
- Service between Fall River and Taunton;
- Commuter shuttle to the Middleborough/Lakeville Commuter Rail station;
- Add additional service to the new Walmart at the Crossroads at 24 plaza; and
- Mobility training and education about existing services.
- Intermodal Connections

SRTA terminals provide access to connections outside of the SRTA region. DATTCO Bus Service has service to Boston from Fairhaven with stops in at the SRTA terminal in New Bedford, the Mt. Pleasant Park and Ride lot in New Bedford and at the Galleria Mall in Taunton. In Boston, passengers can connect to MBTA services and from the MBTA to both Logan Airport in Boston and to T.F. Green Airport in Providence / Warwick.

Peter Pan bus line provides east-west service between Providence and Cape Cod, with stops at the SRTA Fall River and New Bedford terminals. In Providence passengers can continue onto New York City on Peter Pan or can connect to RIPTA bus service, and in Hyannis can connect to CCTA bus services and the Steamship Authority Ferry. In New Bedford the Seastreak Fast Ferry boat provides seasonal service to Martha's Vineyard.

There is no New Bedford-Wareham connection, even though a Peter Pan intercity bus travels from Providence to Cape Cod with stops in New Bedford and Fall River; there is also no connection between Fall River and Taunton. This is an opportunity for SRTA to have a role in 'feeder' services to long-distance connections--including existing and proposed rail stations, intercity bus stops, park and rides, the New Bedford airport, and the Martha's Vineyard fast ferry—but SRTA cannot provide long-distance connections without a significant increase in resources.

The region is home to 125,043 jobs, 92% are served by an SRTA fixed route bus line.

3 Mary Basilone, "Unmet Transportation Needs Survey Summary", GATRA, SRPEDD, SRTA, BAT, February 2014 (168 stakeholders); GATRA's Ride Match search data, date range 1/31/14 – 6/23/14; SRTA CSA passenger survey, February 2014

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Chapter 9: Determination of Effectiveness of SRTA Service

SRTA is an integral element to the environmental, social, and economic well being of the southeastern region of Massachusetts. Everyday more than 9,000 people rely upon SRTA to bring them to their destination safely, securely, and in a reasonable amount of time. Access to transit increases the mobility and freedom to many in society that may not otherwise have an alternate means of reliable transportation. The benefits of SRTA extend beyond the riding public by alleviating the region's roads of more than 9,000 vehicle trips daily, a benefit that reduces congestion and improves air quality.

Since 2011, dramatic changes have taken place within SRTA; some are changes that have made improvements experienced by the riding public, other administrative changes may not be as noticeable to the public but have had a significant impact on the authority as a whole. The result of these changes has been an unprecedented increase in ridership along with an improvement in the customer experience. SRTA effectively serves the region in which it operates, and should be expected to maintain current ridership levels. SRTA has effectively implemented service changes resulting from increases in annual operating assistance over the past two years. Should operating assistance continue to grow, so to should the service offerings and ridership.

The urban cores of Fall River and New Bedford are home to a higher concentration of population that tends to rely on transit as a primary mode of transportation.

Populations Served

The SRTA region is a unique region that benefits from a robust coastal economy, well established and historic cities, bucolic country landscapes, and diverse population. The ten communities served by SRTA is home to 308,614 residents¹, of which 60% live within ¼ mile of an SRTA fixed route bus line. The region is home to 125,043 jobs², 92% are served by an SRTA fixed route bus line. The region is home to two densely developed urban cores in Fall River and New Bedford in which development between the mid 19th century and the early 20th century relied upon horse drawn trolleys and later streetcars as the prevailing mode of transport. Contrasted with the urban cores, the surrounding communities developed in the mid to late 20th century when the automobile was the prevailing mode of transportation.

¹ According to the 2010 U.S. Census

² According to 2011 InfoGroup Data

The urban cores of Fall River and New Bedford are home to a higher concentration of population that tends to rely on transit as a primary mode of transportation. The areas that have the highest concentration of households with zero vehicles, in addition to the areas with the highest concentration of low income residents are found in both Fall River and New Bedford. The cities are also home to a majority of the region's minority and limited English proficiency populations. These groups have a higher propensity to utilize transit, which is more prevalent in the cities.

Access to an automobile and income have a strong correlation, however, they are not always indicative of the other; many among the senior population do not drive for reasons that extend beyond personal finance, and children younger than 17 are either not legally old enough to drive, or have yet to learn. These cohorts have a need for regular and reliable transit services as well. The challenge in providing service to this cohort is the disperse areas in which they are located. Both cohorts are found in greater numbers outside of the cities, in the surrounding suburban towns. Providing service throughout these communities is not likely to generate sufficient ridership to make efficient use of limited operating funds because distances between destinations are greater than in the city, population density is lower, and the infrastructure that supports transit is not as prevalent.

Destinations Served

Effective transit service provides regular trips to popular destinations in the region it serves. Providing access to the basic needs of life such as medical centers, grocery stores and banks, along with serving the region's largest employment centers means that automobile ownership need not be required to move about.

With routes well distributed in Fall River and New Bedford serving densely developed neighborhoods, low income housing complexes, senior living and assisted living facilities, SRTA ensures that the most densely populated areas in the region have excellent access to the system. Once aboard an SRTA bus, a customer has access to grocery stores, medical centers, shopping malls, big box retail, government offices, industrial parks, office centers, and employment centers, and many other destinations.

Demand for new service follows changes in land use, typically with the development of both medium to high density residential areas, but more typically with the development of new shopping centers, medical centers, and employment centers. For transit to be fully integrated into new land development projects, it is important that transit is considered from the very beginning stages of the project. Incorporating transit friendly elements such as bus pull-offs, transit shelters, and transit hubs are less costly, and more likely to occur when the needs of the transit system are considered early in the development process. The quality of the customer experience is greatly improved when transit is incorporated into the design of the site, rather than retrofitted after a project is completed.

SRTA should take steps to ensure that their needs are included in site design and land development projects. An opportunity to review and provide comments on project proposals is the first step, but absent any regulatory requirements set forth by the host community, transit amenities may only be included by suggestion.

Residential Transit Orientation Index (RTOI)

Residential Transit Orientation Index (RTOI) is conducted to evaluate the effectiveness of existing service and gauge demand for potential new service. SRTA's RTOI highlights areas for high propensity of transit use based on population density, percent population age 6-19, percent population age 60+, percent of households with income less than \$25,000/year³ and percent occupied housing units with no vehicle. Using GIS, a map is created dividing each category into four groups then ranked 1 through 4 where 1=low and 4=high. The RTOI ranks are then placed into four groups with the lowest scores equaling low and the highest scores equaling very high. The RTOI score is based on the mean and standard deviation of all RTOI scores. A score of very high or high shows that there is a high probability that the population in that area will use transit, conversely, a score of low shows that the population in that area will most likely not use transit.

SRTA's RTOI shows what is to be expected, the greatest transit demand, the very high and high areas, are primarily within the two cities where population density is greatest. While some towns have experienced significant growth, the number and concentration of people remains in the cities. Population characteristics prevalent in the cities are more likely to yield transit riders: low income, households with no vehicle and older adults. Minority populations are also important to consider in order to ensure that there are no disproportionately negative impacts when considering major service changes. The medium areas are largely along Highway Route 6 and in the communities that surround the cities. The low areas shown in the RTOI are the outlying rural areas where population is not as dense and household income is higher resulting in a lesser propensity for transit use.

The greatest transit demand, the very high and high areas, are primarily within the two cities where population density is greatest.

³ SRPEDD chose income below \$25,000/year by taking 30% of the SRPEDD median household income (HUD's definition of Extremely Low Income).

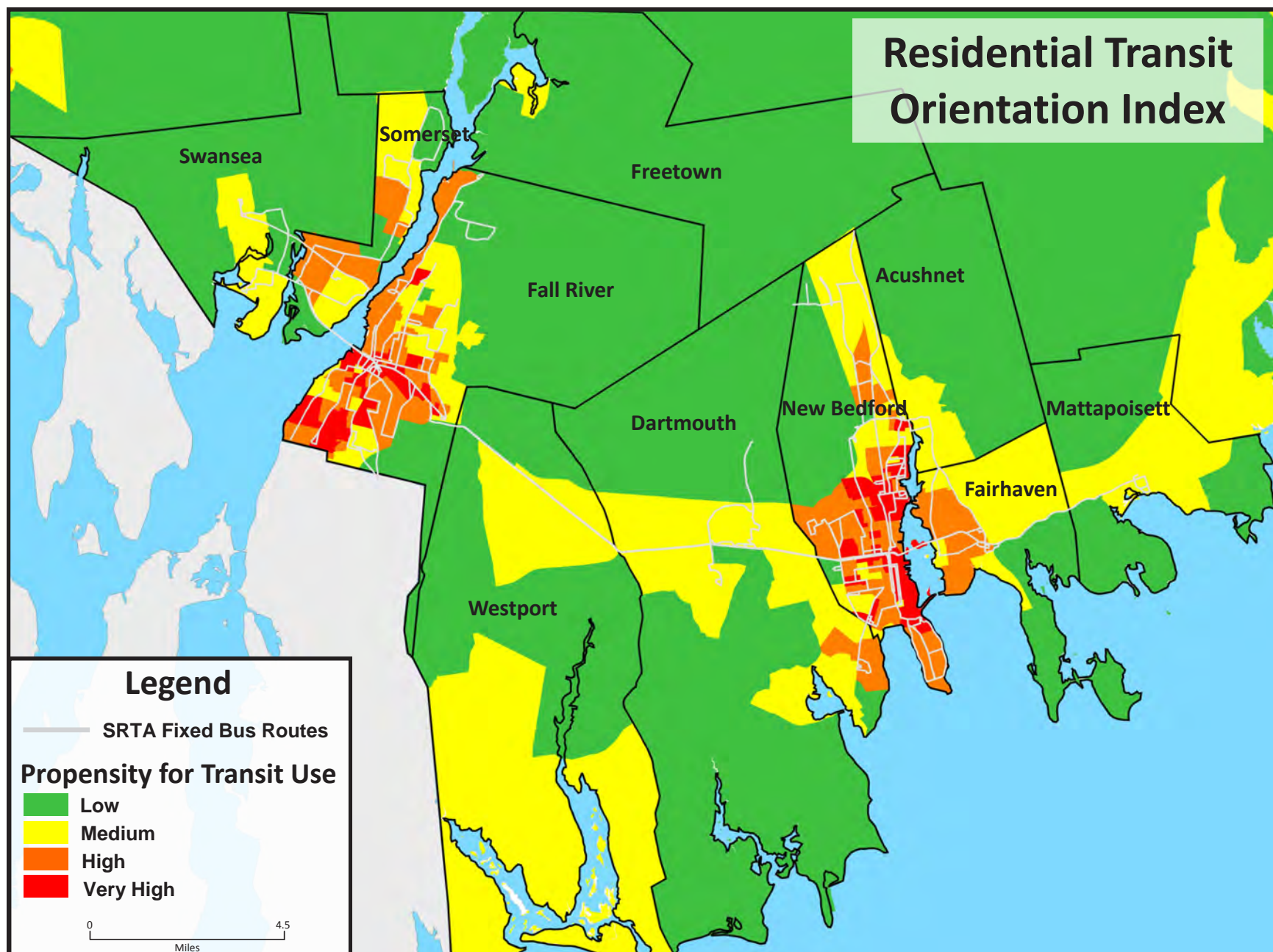


Figure 9-1: SRTA Region Residential Transit Orientation Index

Service Hours and Days

SRTA operates six days each week with no service on Sunday. Monday through Friday, service begins at 6:00 AM and concludes at 10:00 PM; Saturday service begins at 6:00 AM and concludes at 6:00 PM. Over the course of several public meetings, some of the most consistently heard comment was the request for service on Sunday.

Sunday service is commonly requested because SRTA formerly operated on Sundays. Reinstating Sunday service is costly, far beyond the capacity of the current operating budget. Restoring Sunday service would require a significant increase in operating funds; however, the implications on ridership could be substantial. With the implementation of Sunday service with the same span and service offerings as Saturday service, the annual increase in ridership could exceed 200,000 additional trips, which would be an 8% increase in total ridership.

Night service was added in April 2013 which extended the span of service on nine routes from approximately 6 PM to approximately 10:00 PM. The increase in service hours resulted in a 4.6% increase in ridership. A prevalent comment received was that the night service didn't operate late enough to provide second shift workers with adequate transit service home. Extending night service to operate later would accommodate a late night workforce.

Fare Rates and Collection Methods

SRTA is a cost effective mode of transportation. A single cash fare is \$1.50 and a single reduced fare is \$0.75. This low cost makes the service a viable mode of transportation for individuals across all income spectrums. Passes are available for all day, seven day, and thirty one day periods, which further reduce the cost the customer pays for each ride.

In January of 2013, SRTA implemented an entirely new modern farebox system which integrated the "Charlie Card" method of payment. Charlie Cards are accepted on all SRTA buses and can be used to ride the MBTA in the greater Boston metropolitan region. Charlie Card users benefit from a lower single trip fare price of \$1.40 which is deducted from an amount pre-loaded onto the card by the customer. The advantage of Charlie Card for the customer is that cash is no longer required to board, and the fare price is lower. The advantage of the Charlie Card for SRTA is that less cash is introduced to the system which speeds up the boarding process, reduces counting cost, and improves security.

SRTA should phase out all paper tickets and migrate fully to the Charlie Card system. Full integration into the Charlie Card system would eliminate confusion between driver and passenger, it would speed the boarding process, and it would reduce the amount of cash SRTA needs to count, store, and deposit securely, which would reduce costs.

Regional Unmet Needs

Using public bus and commuter bus to travel between Regional Transit Authority (RTA) service areas, and farther in some cases, is possible but often is laborious and requires transferring to different services which is often cost prohibitive. Traveling between New Bedford and Taunton is possible but operates on a limited schedule while there are currently no public or commuter bus options to travel between Taunton and Fall River. Additional unmet needs outside of the SRTA service area include connections from Fall River to Brockton, getting to the Veteran's Hospital in Providence, and a commuter connection the Middleborough/Lakeville Commuter Rail Station. Although SRTA does provide the best service between areas of high population density and employment centers as well as connections to shopping, medical centers, and other vital needs there are still unmet needs.

Specifically these unmet needs include:

- Evening service on all routes for employment and education – particularly the intercity route;
- Sunday service;
- More frequent service on bus routes – particularly those with more than 30-minute headways – particularly the intercity route;
- Dependable, on-time bus service;
- Improved employment connections – increase service span at to 5:00AM - 9:00PM;
- Increased service to New Bedford business park, seafood processing plants (fish houses jobs start at 3-4AM), Dartmouth employment;
- Same frequency on weekends and holidays as on weekdays; and
- Later service on weekends.
- Need to get to evening classes at Bristol Community College in Fall River (Route 8 serves BCC and has night service but connecting to other routes to get home is an issue);
- Getting to/from district courts in Fall River and Taunton; and
- Add additional service to the new Walmart at the Crossroads at 24 plaza.

Conclusion

SRTA is delivering on the promise of providing reliable, affordable, accessible fixed route transit service. The areas in which the routes operate have populations that are most likely to ride, and the destinations served are likely to generate ridership. Increased operating funds would provide an opportunity to expand service, however, as shown in this report, changes can be implemented that increase service and remain either cost neutral or generate operational savings.

Service planning is an ongoing process, not a singular event. This Comprehensive Service Assessment serves as a benchmark for service improvement, and should remain a working document. The routes in place today may not be relevant in years to come. Changes in land use, shifts in population, and expanded employment opportunities will change the demands placed on the system. Through a continuing, comprehensive, and collaborative planning process, SRTA will remain a vital element of the environmental, social, and economic strength of southeastern Massachusetts.

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Appendix A: Public Participation

2014 SRTA Public Comments

From **Public Meetings** in New Bedford (February 25, 2014 and April 8, 2014) and Fall River (February 26, 2014 and April 9, 2014) and the **2014 Passenger Survey** (conducted in New Bedford on January 31, 2014 and in Fall River on February 3, 2014)

COMMENT	# of comments	SOURCE		
Sunday service	54	Public Meetings	NB PAX Survey	FR PAX Survey
Add night service on all routes	32	Public Meetings	NB PAX Survey	FR PAX Survey
Buses are late	16		NB PAX Survey	FR PAX Survey
NB Route 10 Night service/Needs work/Overcrowding	12	Public Meetings	NB PAX Survey	FR PAX Survey
Intercity Route is overcrowded - should have 30 minute service	10	Public Meetings	NB PAX Survey	FR PAX Survey
Drivers are rude/not courteous	7		NB PAX Survey	FR PAX Survey
FR 10 Need more service/late service (Walmart)	6	Public Meetings		FR PAX Survey
Schedules too small - want schedules like they used to have	5	Public Meetings	NB PAX Survey	
Earlier/more service on Saturdays	5		NB PAX Survey	
Add night service to NB Route 11	5		NB PAX Survey	
Transfers on Charlie Cards don't always work	4	Public Meetings		FR PAX Survey
Terminals in NB and FR should be open when the buses are running	4	Public Meetings	NB PAX Survey	
Shuttle service to Lakeville MBTA Station	3	Public Meetings	NB PAX Survey	
Terminal staff is rude/not courteous	3		NB PAX Survey	FR PAX Survey
FR Route 8 is overcrowded	3	Public Meetings		FR PAX Survey
Ticket Vending Mach. only give CC if you have \$5+, need to reduce	3	Public Meetings		
FR Route 4 needs night service	3	Public Meetings		
Acting up/swearing on buses with no driver intervention	2	Public Meetings	NB PAX Survey	
Need security at terminals	2		NB PAX Survey	FR PAX Survey
Farebox does not accept imperfect bills	2	Public Meetings		
NB Route 8 is overcrowded and needs night service	2	Public Meetings	NB PAX Survey	
Would like to transfer from an outbound to an inbound	1	Public Meetings		
Drivers don't call out stops	1	Public Meetings		
Change the name of the NB Route 9 (intercity)	1	Public Meetings		
Need place to get TAP cards and take pictures in FR	1	Public Meetings		

As of 6/3/14



Public Meeting

Reunión Pública

Reunião Pública

Comprehensive Service Assessment

SRTA is reviewing existing bus routes as part of their Comprehensive Service Assessment (CSA) to identify areas for improvement.

The public meetings will be:

Tuesday, February 25, 2014 at 4:00-6:00 PM

Howland Green Library

3 Rodney French Blvd., New Bedford

Wednesday, February 26, 2014 at 4:00-6:00 PM

Fall River City Council Hearing Room

1st Floor City Hall


One Government Center, Fall River

If you cannot attend you may send your feedback to SRTA:

info@srtabus.com or 700 Pleasant St, Suite 320, New Bedford, MA 02740

SI USTED DECEA TRADUCIR ESTO EN ESPAÑOL, POR FAVOR LLAME 508-999-5211 mrivera@srtabus.com
SE VOCÊ PREFERIR ESTO TRADUZIDO EM PORTUGUÊS, POR FAVOR LIGUE 508-999-5211 mrivera@srtabus.com

This location is accessible to people with disabilities and on a public transit route. Upon request, every effort will be made to provide accommodation or language assistance. Please contact SRPEDD's Title VI Coordinator by phone (508 824-1367), fax (508 823-1803), or by email lcabral@srpedd.org. Requests should be made as soon as possible prior to the meeting.




Fixed Route
SRTA's Comprehensive Service Assessment (CSA)

Agenda

1. Introduction
2. History of SRTA
3. SRTA's Comprehensive Service Assessment (CSA)
4. Mini Survey
5. SRTA bus routes – PUBLIC INPUT

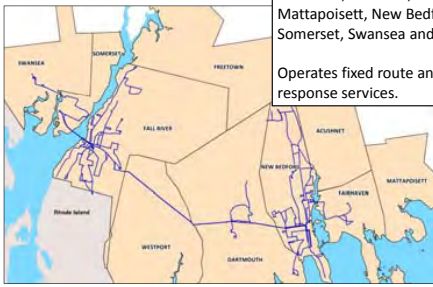
Who We Are

- Southeastern Regional Planning and Economic Development District (SRPEDD)
 - Transportation Planners
 - Jen Chaves
 - Angie Azevedo
 - Jen Gonet



We have a contract with SRTA to perform a Comprehensive Service Assessment (CSA). This includes: Analyzing SRTA's current service and service area, collecting public input, and creating a final report.

SRTA's Service Area




Serves Acushnet, Dartmouth, Fairhaven, Fall River, Freetown, Mattapoisett, New Bedford, Somerset, Swansea and Westport.

Operates fixed route and demand response services.

Recent History

- **November 2011** – South Coast Transit Management hired as new operator.
- **December 2011** – Erik Rousseau hired as SRTA Administrator.
- **Changes in 2012** –
 - Service added to the Fall River Industrial Park, Commonwealth Landing and Diman Regional Vocational Technical High School.
 - Service added to Battleship Cove.


Recent Improvements

- **Changes in 2012** –
 - Demand response hours were extended to 9:00 PM on weekdays & Sunday service was added.
 - Holiday bus service was restored.
 - SRTA Facebook page & Twitter account was created.
 - Facebook currently has 632 likes!



Recent Improvements

- **January 7, 2013** – Fare restructuring eliminated the zone fare system, introduced discounted pass options and implemented fareboxes that accept Charlie Cards.



Recent Improvements

- **April 22, 2013** – Evening service was added to 9 routes—four in Fall River, four in New Bedford, and the Inter-city route.
- **May 2013** – SRTA completely redesigned its website.

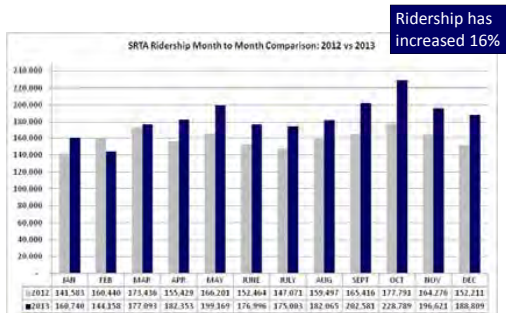


Recent Improvements

- **July 8, 2013** – SRTA opened the Louis D. Pettine Transportation Center in Fall River.
- **September 3, 2013** – The Boston Hospital Shuttle started as a result of extensive coordination with local COAs.



Ridership and Performance

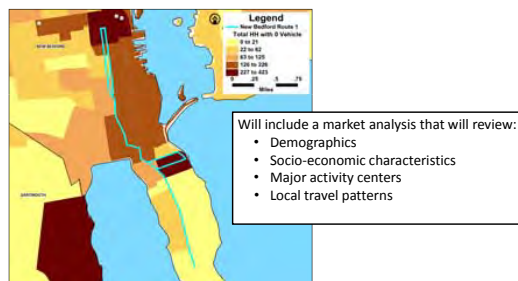


CSA Requirements

1. "A comprehensive assessment of transit services;
2. a thorough examination of the ridership trends for each line and service provided by the regional transit authority;
3. a performance analysis of existing services;
4. the development and evaluation of alternative service scenarios;
5. the development of a recommendation to better align service with local and regional demand;
6. the Commonwealth's environmental policies;
7. fare rates and collection methods;
8. the region's job creation goals and employment needs; and
9. a determination of whether the regional transit authority's service is deployed in the most effective way possible to accommodate the transit needs of the region's workforce. "

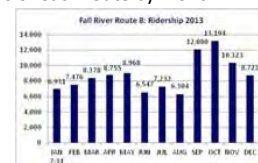
Our CSA Approach

1. "a comprehensive assessment of transit services;"



Our CSA Approach

2. "a thorough examination of the ridership trends for each line and service provided by the regional transit authority;"
- SRPEDD's farebox data report monitors ridership trends of each route by month.



Our CSA Approach

3. "a performance analysis of existing services;"

- SCTM reports system wide performance measures monthly.
- SRPEDD's farebox data report monitors performance measures of each route by month.



Our CSA Approach

4. "the development and evaluation of alternative service scenarios;"

- **3 service scenarios**
 - No change in funding.
 - A small increase in funds.
 - Unlimited resources.



Our CSA Approach

5. "the development of a recommendation to better align service with local and regional demand;
6. the Commonwealth's environmental policies;
7. fare rates and collection methods;"



Our CSA Approach

8. "the region's job creation goals and employment needs; and
9. a determination of whether the regional transit authority's service is deployed in the most effective way possible to accommodate the transit needs of the region's workforce."



Public Participation Efforts

- Passenger survey with Raffle!
 - New Bedford - January 31, 2014
 - Fall River - February 3, 2014
 - Collected **501** in total.
- Public Meetings
 - April 8, 2014 – New Bedford
 - April 9, 2014 – Fall River
- CSA page on SRTA's website: SRTAbus.com/CSA




Mini Survey


SRTA Comprehensive Service Assessment (CSA) Public Meeting

Please rank the choices below from 1-5. (1 being your first choice)


- _____ Continue current night service.
- _____ Add night service to additional routes.
- _____ Add buses to make current service more reliable.
- _____ Add fixed route service on Sundays
- _____ Add buses to increase trips so the bus comes more often.



Why you're here.



- **We need input from you now.**
 - Where do you need to go?



New Bedford Bus Routes

New Bedford Bus Routes

1. Downtown New Bedford	2. Downtown New Bedford
3. Downtown New Bedford	4. Downtown New Bedford
5. Downtown New Bedford	6. Downtown New Bedford
7. Downtown New Bedford	8. Downtown New Bedford
9. Downtown New Bedford	10. Downtown New Bedford
11. Downtown New Bedford	12. Downtown New Bedford
13. Downtown New Bedford	14. Downtown New Bedford
15. Downtown New Bedford	16. Downtown New Bedford
17. Downtown New Bedford	18. Downtown New Bedford
19. Downtown New Bedford	20. Downtown New Bedford
21. Downtown New Bedford	22. Downtown New Bedford
23. Downtown New Bedford	24. Downtown New Bedford
25. Downtown New Bedford	26. Downtown New Bedford
27. Downtown New Bedford	28. Downtown New Bedford
29. Downtown New Bedford	30. Downtown New Bedford
31. Downtown New Bedford	32. Downtown New Bedford
33. Downtown New Bedford	34. Downtown New Bedford
35. Downtown New Bedford	36. Downtown New Bedford
37. Downtown New Bedford	38. Downtown New Bedford
39. Downtown New Bedford	40. Downtown New Bedford
41. Downtown New Bedford	42. Downtown New Bedford
43. Downtown New Bedford	44. Downtown New Bedford
45. Downtown New Bedford	46. Downtown New Bedford
47. Downtown New Bedford	48. Downtown New Bedford
49. Downtown New Bedford	50. Downtown New Bedford
51. Downtown New Bedford	52. Downtown New Bedford
53. Downtown New Bedford	54. Downtown New Bedford
55. Downtown New Bedford	56. Downtown New Bedford
57. Downtown New Bedford	58. Downtown New Bedford
59. Downtown New Bedford	60. Downtown New Bedford
61. Downtown New Bedford	62. Downtown New Bedford
63. Downtown New Bedford	64. Downtown New Bedford
65. Downtown New Bedford	66. Downtown New Bedford
67. Downtown New Bedford	68. Downtown New Bedford
69. Downtown New Bedford	70. Downtown New Bedford
71. Downtown New Bedford	72. Downtown New Bedford
73. Downtown New Bedford	74. Downtown New Bedford
75. Downtown New Bedford	76. Downtown New Bedford
77. Downtown New Bedford	78. Downtown New Bedford
79. Downtown New Bedford	80. Downtown New Bedford
81. Downtown New Bedford	82. Downtown New Bedford
83. Downtown New Bedford	84. Downtown New Bedford
85. Downtown New Bedford	86. Downtown New Bedford
87. Downtown New Bedford	88. Downtown New Bedford
89. Downtown New Bedford	90. Downtown New Bedford
91. Downtown New Bedford	92. Downtown New Bedford
93. Downtown New Bedford	94. Downtown New Bedford
95. Downtown New Bedford	96. Downtown New Bedford
97. Downtown New Bedford	98. Downtown New Bedford
99. Downtown New Bedford	100. Downtown New Bedford

Points of Interest

1. Downtown New Bedford

2. Downtown New Bedford

3. Downtown New Bedford

4. Downtown New Bedford

5. Downtown New Bedford

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CONTACT SRTA

- Phone
 - 508-999-5211
- Email
 - info@srtabus.com
- Website
 - www.SRTAbus.com
- Facebook
 - [Facebook.com/srtabus](https://www.facebook.com/srtabus)
- Twitter
 - twitter.com/srtabus





Next Public Meetings

Tuesday, April 8, 2014 (NB)

Wednesday, April 9, 2014 (FR)

- Update on CSA report
 - Present various scenarios for the 3 funding options and get feedback



New Bedford

- Issues with fare box – doesn't accept all bills
- Wants to transfer from an inbound to outbound – 3 outbound to 5 inbound
- #9 NB/FR – overcrowding concerns, especially 8 a.m. & other certain times
- Evening service adjustment
 - Suggest "off peak" service
 - Ex. Saturday service after 7 p.m.
 - So all routes are running instead of just a few
- Rt. 18 needs service because people are now crossing
- #5 cross Walnut St. – McArthur Blvd – Potmaska St – serve Price Rite
- #9 New Bedford – going to Faunce Corner Rd AM/PM is making it later – get rid of deviation
- #1 New Bedford – Doesn't serve waterfront areas – DTA not served!
 - Go around peninsula – year round
 - Or advertise tourist shuttle
- South end Shuttle?
- Deviation to DTA because difficult to get to for persons with disabilities & older adults
- #10 Dartmouth Mall bus stop at Stop and Shop/Best Buy Plaza, Red Wing shop traffic light
- Cross Rd. on to Route 6 - #9 cant pick up
- Students acting up and swearing on busses policy?
- Bus drivers don't call out stops
- Schedules posted at major bus stops
- Schedules printed too small can't read it
 - Want old type of schedules
- Confusion re: flag stop system past Railroad tracks on Faunce Corner Rd.
- #1 & #2 arriving close together is great – keep it
- Route change that day – need to tell passengers if they know it's being detoured for some reason
 - Facebook/website/twitter
 - Hang a sign out for that day at the stops(s) affected and terminal
 - Need an app
- #9 Faunce Corner Rd a.m. / p.m. – request service at these times?
 - Call ahead if need a pickup in that area
 - Cable Access Video How to Ride Bus/rules of riding etc.

Fall River

- #8 doesn't serve Oak Grove Cemetery Area
- #9 Bedford St. doesn't run at night have to take #8 at night and walk farther
- Night service on Robeson St. #4
- North Main #2 & BCC #8 stay as is at night
- #8 BCC bus is overcrowded when schools get out passenger on street because already full around 3 p.m.
 - Effects on Robeson #4 same time

- Extend all routes into evening some way
 - Laurel Street evening to stores
- Swansea Mall Route is long time
 - Target is difficult to get the bus returning inbound to Fall River crossing Rt. 6 dangerous
- #9 Bedford St. to get home because FR/NB doesn't go that far
- Evenings on #10 Rodman St to serve Wal-Mart (closes at 11 p.m.)
- Increase service to Wal-mart #10
- Pleasant St. #6 & Bedford #9 Evening
- #10 more frequently, long ride too
 - #5 or Quarry St walk to catch others #6 Pleasant St.
- Intercity bus overcrowded
- Chang #9 FR/NB number/name confuses people they get on the wrong bus
- Line NB #11 serving Market Basket new
- Terminal in Fall River and New Bedford should be open whenever there is service especially Fall River because limited shelter outside
- Sunday Service because alternatives \$\$\$
- New Bedford restrooms need improvement
 - Especially because City Hall Bathrooms closed
- Card difficult to use 31 Day Pass 0 on the same physical bus
 - Reason is for the "pass back" regulation timing
 - Driver can give you a fare transfer
- Concerns over transfers on Charlie Card
- Sunday Service Intercity FR/NB Route
- Shuttle/Service to the train Lakeville
- New Bedford is the only place to get/renew TAP cards/take pictures – need a place in Fall River where that can happen

Approximately 1hr 30 minutes to travel one-way



Public Meeting

Reunión Pública

Reunião Pública

Comprehensive Service Assessment (CSA)



SRTA is reviewing existing bus routes as part of their Comprehensive Service Assessment (CSA) to identify areas for improvement.

The public meetings will be:

Tuesday, April 8, 2014 from 4:00-6:00 PM

New Bedford City Hall—Room 314

133 William Street, New Bedford

Wednesday, April 9, 2014 from 4:00-6:00 PM

Fall River Public Library—The Meeting Room

104 North Main Street, Fall River

If you cannot attend you may send your feedback to SRTA: info@srtabus.com or
700 Pleasant St, Suite 320, New Bedford, MA 02740 or call SRTA at 508-999-5211

SI USTED DECEA TRADUCIR ESTO EN ESPAÑOL, POR FAVOR LLAME 508-999-5211 mrivera@srtabus.com
SE VOCÊ PREFERIR ESTO TRADUZIDO EM PORTUGUÊS, POR FAVOR LIGUE 508-999-5211 mrivera@srtabus.com

This location is accessible to people with disabilities and on a public transit route. Upon request, every effort will be made to provide accommodation or language assistance. Please contact SRPEDD's Title VI Coordinator by phone (508 824-1367), fax (508 823-1803), or by email lcabral@srpedd.org. Requests should be made as soon as possible prior to the meeting.

Notice of Nondiscrimination Rights and Protections to Beneficiaries

The Southeastern Regional Planning and Economic Development District (SRPEDD) operates its programs, services, and activities in compliance with federal nondiscrimination laws including Title VI of the Civil Rights Act of 1964 (Title VI), the Civil Rights Restoration Act of 1987, and related statutes and regulations. Title VI prohibits discrimination in federally assisted programs and requires that no person in the United States of America shall, on the grounds of **race, color, or national origin** (including **limited English proficiency**), be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving federal assistance. Related federal nondiscrimination laws administered by the Federal Highway Administration, the Federal Transit Administration, or both prohibit discrimination on the basis of **age, sex, and disability**. These protected categories are contemplated within SRPEDD's Title VI Programs consistent with federal interpretation and administration. Additionally, SRPEDD provides meaningful access to its programs, services, and activities to individuals with limited English proficiency, in compliance with US Department of Transportation policy and guidance on federal Executive Order 13166.

SRPEDD also complies with the Massachusetts Public Accommodation Law, M.G.L. c 272 §§ 92a, 98, 98a, prohibiting making any distinction, discrimination, or restriction in admission to or treatment in a place of public accommodation based on **race, color, religious creed, national origin, sex, sexual orientation, disability, or ancestry**. Likewise, SRPEDD complies with the Governor's Executive Order 526, section 4 requiring all programs, activities, and services provided, performed, licensed, chartered, funded, regulated, or contracted for by the state shall be conducted without unlawful discrimination based on **race, color, age, gender, ethnicity, sexual orientation, gender identity or expression, religion, creed, ancestry, national origin, disability, veteran's status** (including Vietnam-era veterans), or **background**.

To request additional information regarding Title VI and related federal and state nondiscrimination obligations, please contact:

Lilia Cabral, Title VI Coordinator
SRPEDD
88 Broadway
Taunton, MA 02780
508 824-1367
lcabral@srpedd.org

To file a complaint alleging a violation of Title VI or related federal nondiscrimination law, contact the Title VI Specialist (above) within 180 days of the alleged discriminatory conduct.

To file a complaint alleging a violation of the state's Public Accommodation Law, contact the Massachusetts Commission Against Discrimination within 300 days of the alleged discriminatory conduct at:

Massachusetts Commission Against Discrimination (MCAD)
One Ashburton Place, 6th Floor
Boston, MA 02109
617-994-6000
TTY: 617-994-6196

DRAFT Service Standards

1. NEW SERVICE

- Should serve well defined markets.
- Should be designed to maximize revenue service and minimize deadhead.
- Should serve areas with a high population density, large trip generators and/or high density corridors, Environmental Justice areas, etc.
- Should make every attempt to travel on roads with appropriate amenities (crosswalks, sidewalks, pedestrian signals, etc.)
- A minimum of 15% recovery time shall be built into the route.
- Service outside of 6:00 a.m. to 6:00 p.m. shall be considered based on demand and funding.

DRAFT Service Standards

2. SCHEDULING/FREQUENCY

- Layover time shall be built into headways.
- Frequency should be less than or equal to 60 minutes and should coincide with the level of demand at major activity centers along the route.
- Routes with a minimum of 30 passengers per revenue hour shall be considered for decreased headways (i.e. 60 to 40, 40 to 30, etc.)
- Service hours are 6:00 a.m. to 6:00 p.m. Any service outside of those hours must comply with the New Service service standard.

3. ROUTING

- Service should be simple
- Optimal route designs should be symmetrical and operate along the same alignment in both directions.
- Minimize deviations
 - Acceptable to avoid traffic, access to schools, major shopping, employment, etc.
 - Implement only if:
 - Deviations will result in an increase in the overall route productivity.
 - Deviations are less than 10-15% of the overall route length.
 - Buses stay within clearly marked traffic lanes.

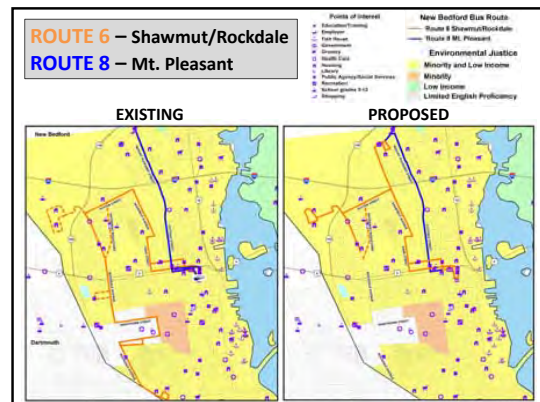
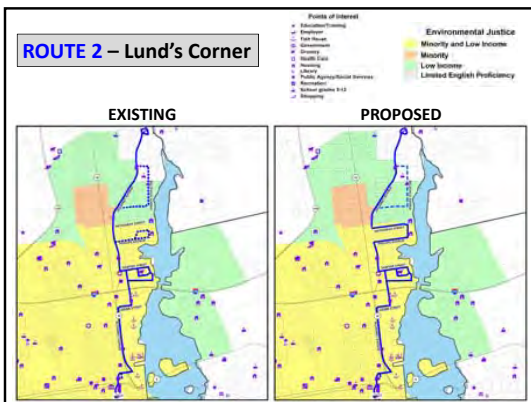
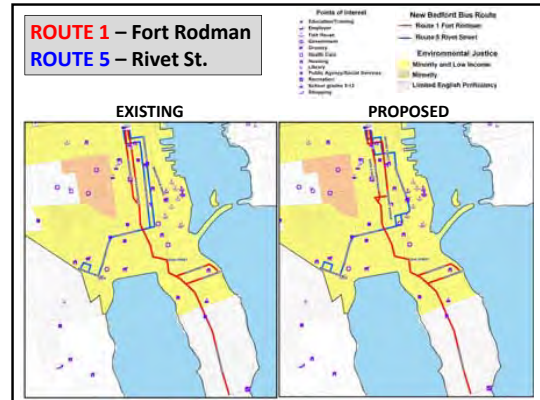
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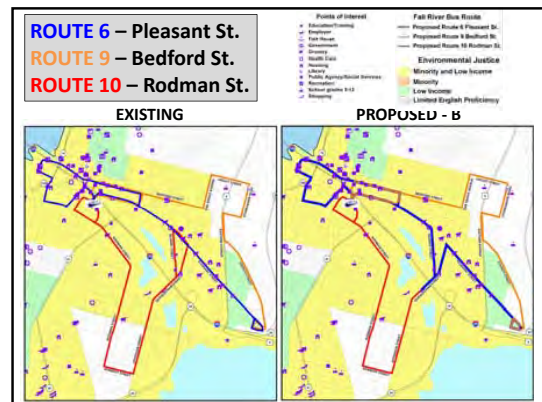
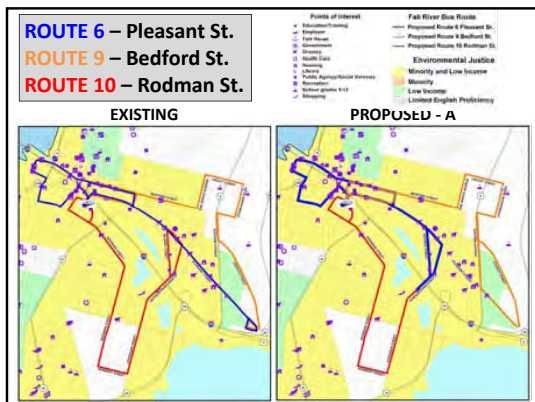
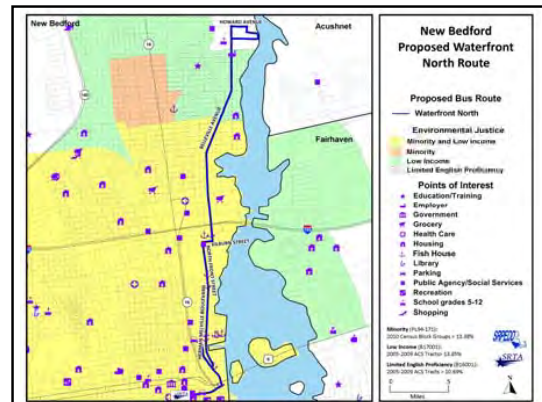
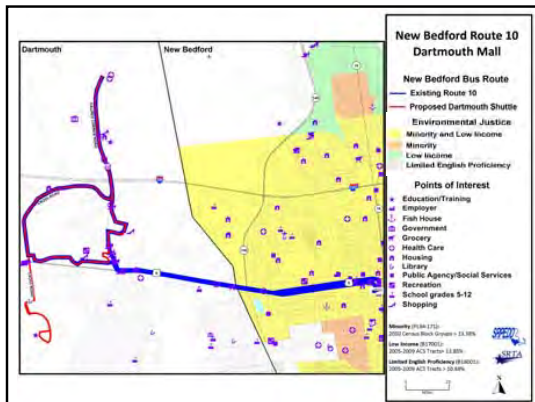
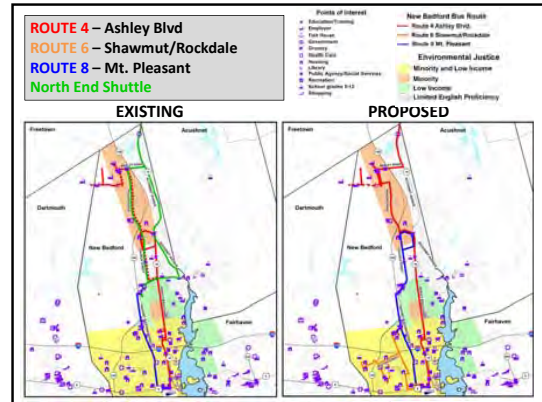
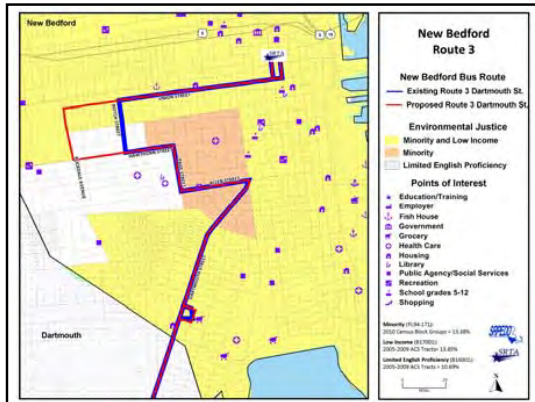
4. PASSENGER AMENITIES

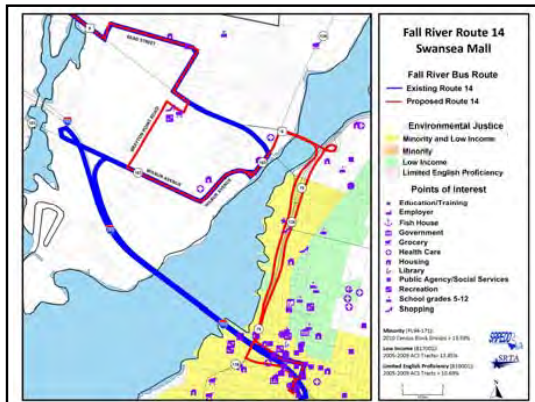
- New bus stops should be spaced no less than 500 feet apart.
- A minimum of 20 passengers per day is required for consideration of the implementation of a bus shelter.

5. PERFORMANCE

- Route performance will be evaluated using passenger per revenue mile, passenger per revenue hour and farebox recovery ratio in comparison to the system average. Performance will be evaluated at the following intervals:
 - 50-100% no action required.
 - 35-50% staff review and report to advisory board every two years with the exception of a 5% change.
 - <35% route may be eliminated and/or actions will be taken to help improve route performance.







Public Meetings – Round 2, Comments Received

New Bedford – April 8th, 2014

- Country St – Sawyer St – Lots of elderly and handicapped in the area – Lots of walking with hills – esp @ Mt. Pleasant between Mill and Hazard
 - Difficult to get to bus stops
- Buses are full and riders are unable to get on bus route 10 & 11 – overcrowded – have to wait another hour for next bus
- Gentleman calls to check on time bus running
 - Update this service
- Route 1 – Will there be summer program – for E&W Rodney French? People can stay at beach longer with extended service
- Route 3 proposed is a good idea – More housing in that area Manomet cove would like to be on Route
- Route 6 – If you live north of Route 6 you need to go to hospital – What do you do? (Go to Terminal) Lots of seniors are Rockdale West – Large space not served – Route 6 would not connect with Route 3
- What route would serve Buttonwood Park and Community Center
 - Route 3 would run to Buttonwood
 - Don't like it – busiest COA center in city
- Don't mind losing the southern portion of Route 6 – but not the rest of the route
 - 4, 6, 8, Northend Shuttle – Parts of Acushnet Ave eliminated
- #8 – Stop and Shop – Church St.
- Need night service on Route 8
- Don't want to sit on Faunce Corner and have to change buses – (Even with more buses on route 10 so Faunce Corner wouldn't be late?) No – want a direct route to Faunce Corner
- Fix #10 to work better that would fix the Fall River problem express bus to Fall River would separate those going to Dartmouth mall
- People going to Faunce Corner – to have less service doesn't make sense
 - #10 needs more service to Faunce Corner / #9 just to Fall River
- Run Busses every ½ hour
- Express from New Bedford to Fall River – It's packed – One Bus to go to mall
 - Having a transfer at mall – no place to wait in bad weather
- 1 Shopping bus and 1 Medical bus
- Fare Boxes – Dollar “Thing” holds up process – People need to use Charlie Card
 - Ms. Garcia – Interfaith Coalition
- No service for Sunday mass @ Our Lady of Guadalupe
- People have to walk miles to get to work & to get to work – are assaulted when walking early or late
- There should be a waterfront route
- Kiosk at terminal needs to take less than \$5
- Change booth at SRTA Terminal is broken machine
- Change machine in Fall River is broken as well

- If Charlie Card Expires – Do I lose the \$ on there?
 - Talk to Mandy
- The Kiosk doesn't accept less than \$5 – offices will be manned until closing
- Fare Boxes – won't accept less than \$5
 - Lots of people don't have \$5, they have \$3 or \$4
- Windows will be open will the \$6
- Go on Cable Access – Presentation on How to Ride the Bus, Fare Boxes, Routes, Etc.
- Route 11 - Fairhaven route – So many people want to shop – night service
- Like changes to 2 – to go down to Fisherman's market
- Fall River Route 2 –
 - Route 2 – Add night service – No comments
 - Route 5 – Add night service – No comments
- Route 6, 9, 10 Can you transfer from one route to another at intersecting point (no) – same thing in south end Stop and Shop
- Certain junctions – You should be able to transfer to another route form Stop and Shop – Solemar
- Route 14 – Swansea Mall – Brightman St Bridge
- Somerset – Swansea Shuttle – North of Route 6 – No – All shuttles would be eliminated
 - Night service and Sunday service to be added
- Capital Federal Funds for Night Service
 - Contact info for Legislators on Website
- Shelter in front of Fall River Terminal
- Bus stops on FC road
- Canopy for buses for loading

Fall River – April 9th, 2014

- Bus filling up @ 9:40 Umass Route #9
- We need more night service
 - People will not use bus if it doesn't serve their needs
 - An entire hour to wait is too long
- Move Bus stop in front of Sam's club to the furniture store
- Contact info on website for Mayors, Legislators
- On Route into closed Shaw's in New Bedford – People still shop at the Family Dollar & other stores
- New Bedford route 10 changes are bad for people getting to Hawthorn Medical
- #8 30 minutes headways with right service
- #7 – Fall River needs Night service – There are apartment complexes in that area- 0 there would be more riders if there was bus service at night
- Proposed Waterfront route is very good.
- Fall River routes #2 – Driver pulling over at Durfee St.
 - Could be for 10 minutes for recovery time.
- Route 3 – Stop and Shop – Night service would be good – Don't have to rush out of stop and shop
- Route 4 – Night service would be good (3 people)

- People want to board meetings to be heard – but there is no bus service to get them home
- Use smaller buses that have smaller demand but are still needed
- 6, 9, 10 proposal A would be better, B would be better
- Night service on route 7
- There is a disconnect in Fall River into Walmart
 - People are taking Bus – Dartmouth Walmart from Fall River – Easier than going to Fall River Walmart
 - More convenient and easier to get to Dartmouth's Walmart from Fall River
- Route 15 Swansea Mall – Go by Prima Care?
 - Lots of people go there
 - Can bus drop you off at Walmart
 - Swansea rep brought this up
- In a 2 ½ year period – ridership has gone up approximately 25%
- More frequent service to Walmart

Comments

- I think it is interesting that you are able to ask these questions to the Residents of Fall River, more importantly to those who don't have a personal car or bike, which includes me and my daughters. There should be more transit reinforcement.
- Need to continue North Main Route 2 night service and New Bedford/Fall River #9 Bus.
- Need to add a extra Rodman St. bus when customers need to have have to get home with their dairy products, And also get home in time for their children from school.
- All other buses should be run at night for the others who need these other routes. Such as the Winter St. when we go to college during the day and night classes also.
- Fall River – April 9, 2014 - If meetings were available where passengers and bus drivers could put out comments and complaints, suggestions.
- Fall River – April 9, 2014 - Very convenient, I use the Swansea Mall to go Prima Car Somerset
- Fall River – April 9, 2014 – Why doesn't the Swansea Mall Bus stop at Wal-Mart?
- Fall River – April 9, 2014 – Better restroom facilities as the New Bedford terminal
- Fall River – April 9, 2014 – To have the schedules posted on the wall or in the windows at the Fall River bus terminal – for when no one is at the SRTA window or the terminal is closed. I've heard this complaint from the bus drivers themselves – that there is nothing posted.
- Dear Ms. Hardiman

Sorry to bother you again. Quick fyi

With this Monday's start to evening service on selected routes, there apparently were also changes to some routes and schedules though the day that we're only finding out about as we take those buses. From what I understand the Fort Rodman bus route in New Bedford (#1) was changed quite a bit and there was no advanced warning. I'm not sure about the other routes. I only take a few but the communication problem between those that run the buses and those that takes them continues. People need to know that buses aren't going to be picking them off or dropping them off at the same bus stops, or that it will be ten minutes later than it was previously, in advance. I though announcements of these kind would be automatic.

Aldo I don't know two the night routes were chosen, but having both #2 (Lund's Corner) and the #4 (Ashley Boulevard) buses with night service seems redundant to me as they traverse the same neighborhood and riders of either route could take the other and get home relatively easy. Especially since such heavily traveled routes as #8 (Mt. Pleasant) which would take people to a shopping center, movie theater, and housing projects and #11 (Fairhaven) which would take shoppers and more importantly workers to Walmart and Kmart and Shaw's and Stop and Shop weren't chosen and aren't covered at all but the other night time routes. If I though other riders or bus drivers had been consulted in making these changes then I wouldn't bring it up. And since I didn't hear about it until the decision was done I didn't bother saying anything. But now that I see all the regular drivers who aren't benefitting from night service since it doesn't get them close to their homes, I thought I'd mention it. Thanks for everything you do. I hope all is well,
Antionette

- Shelter for stop at Fairhaven High School – main/rt 6
- Email flyer of public meetings

SRTA Comprehensive Service Assessment

Service Alternative Comments

Received via the [www. SRTABUS.com](http://www.SRTABUS.com) website. A general comment box was placed on the CSA webpage (www.SRTABUS.com/csa) as well as an individual comment box under a map of each service alternative proposed.

General Comments

Message Body:

The Fairhaven and Acushnet shuttles should NOT be removed. What is going to happen to the people that depend on SRTA to get to and from work everyday? Leaving people out of jobs will surely not help the economy around here... GOOD JOB SRTA. :(

--

Message Body:

Could you consider running a beach shuttle this summer?... Perhaps Horseneck Beach. Just a thought. There are many people who do not drive, but would like to go to the beach. Thanks for your consideration.

Message Body:

need service from Tripp Towers in New Bedford to Market Basket. Elder's are requesting it weekly !!!!!

Message Body:

I do not fully understand the New Bedford and Fall River bus route. Do we need to take two buses to get to Fall River to New Bedford? Most of us can't afford that that's why we love the transfer system.

Message Body:

Your plan sucks !!!!!

Message Body:

I understand that SRTA is at the point of considering route changes/adjustments for the upcoming year. I am writing to humbly request that SRTA serve Buttonwood Park.

If we could ride from Buttonwood to Downtown New Bedford, and back, on Friday afternoons it would be AMAZING! Ex: depart Buttonwood at 3pm and return at 4:30.

We would also love to ride a SRTA bus from Buttonwood to the Community Boating Center but we realize that this may be more difficult to arrange.

Thank you for considering these requests.

SRTA Comprehensive Service Assessment - Service Alternative Comments

General Comments

Message Body:

It would be a benefit to this community if public transportation were available from the Buttonwood area to the Victory Park Warming House, as currently the SERTA bus already stops right at the Victory Park Warming House front door on Brock Ave. Housed in the Warming House is a wonderful Summer and After-School program called Trips for Kids New Bedford (TFK). The mission of TFK is to provide Children with challenging Opportunities, mentoring Relationships & educational Experiences (CORE) not otherwise available to them. Utilizing its innovative CORE model, Trips for Kids (TFK) helps local youth to reach their full potential and allows them to have a strong voice in their own learning, in a small, safe & supportive environment.

We use bicycle trips to create the opportunity for kids (ages 9-16) to interact with great role models. In its most basic configuration, kids and instructors ride bikes from our central base at the Victory Park Warming House to interesting destinations around the city. Many youth in the Buttonwood Park area are unable to attend this wonderful program due to lack of public or transportation in general. If this route was added, you would not only afford the youth of that area transportation to this program, you also would afford the general public transportation to our beautiful beaches and our beautiful Fort Taber and Hazelwood Park.

Message Body:

I understand that SRTA is at the point of considering route changes/adjustments for the upcoming year. I am writing to humbly request that SRTA serve Buttonwood Park.

If we could ride from Buttonwood to Downtown New Bedford, and back, on Friday afternoons it would be AMAZING! Ex: depart Buttonwood at 3pm and return at 4:30.

We would also love to ride a SRTA bus from Buttonwood to the Community Boating Center but we realize that this may be more difficult to arrange.

Thank you for considering these requests.

Message Body:

I would like to request that SRTA serve the Buttonwood Park area. It would greatly benefit some of our elderly clients to access transportation to seek the services of the Immigrants' Assistance Center. Thank you

Message Body:

I understand that SRTA is at the point of considering route changes/adjustments for the upcoming year. I am writing to request that SRTA serve Buttonwood Park.

If we could ride from Buttonwood to Downtown New Bedford, and back, it would benefit our school community (student, teachers, staff, volunteers!) greatly.

Thank you for considering these requests.

SRTA Comprehensive Service Assessment - Service Alternative Comments

General Comments

Message Body:

I understand that SRTA is at the point of considering route changes/adjustments for the upcoming year. I am writing to humbly request that SRTA serve Buttonwood Park.

Our children at the YWCA love Buttonwood Park and if they could ride from Downtown New Bedford, and back, it would be wonderful.

Thank you for considering this request.

Message Body:

how can we local citizen get a bus stop at corner of Ruth st and Roosevelt st <iframe src="

Message Body:

I'm very excited about the proposed service alternatives, especially adding night service to two more FR routes and the addition of two more buses on the NB/FR intercity route. I'm also excited that Sunday service is still being considered. I'm very happy to hear about bus service being extended to the NB waterfront area where many people work. I'm glad to see more than one bus line serving the Walmart in FR.

Overall, I believe these are very positive proposals for SRTA! I'm a big supporter of public transit and truly appreciate the efforts of ALL the SRTA bus drivers and everyone responsible for putting the service together.

Message Body:

Sunday service is the most important thing. We've needed it since we lost it. I would trade night service for Sunday service if I had to.

Also, the evening service could be tweaked. The 1,2,3, and 4 buses could run less often. They don't need to run as often as they do during the day. Allowing one or two of those evening buses to be used for either #11 or #8 night service which is needed would be better.

Message Body:

The Sunday and continued night service is a must! But you CAN'T discontinue rt 6 fall river. There is a large elderly population that uses that route.

Message Body:

Increased service in and out of Mattapoisett & Sunday service

Message Body:

Please keep night service on the routes that are established.

Sunday service would be important, especially for those going to church.

Thanks for listening.

SRTA Comprehensive Service Assessment - Service Alternative Comments

General Comments

Message Body:

Just a couple of short general comments:

1) Eliminate Charlie Card Transfers! I don't use my Charlie Card when I need transfers just because I don't want to deal with the aggravation of transfers not going through because one or both drivers didn't switch over his/her farebox. My suggestion?...Paper transfers even when we use Charlie Card.

2) Why does city bus service end before out of town bus service does? Ex: Swansea Mall bus leaves mall at 9:00 p.m., gets to terminal around 9:25 p.m. and there's no bus we can connect to! When we get to the Terminal, we're left to fend for ourselves!

These are my two main concerns. Overall, I'm very satisfied with all the great changes that have been accomplished in the last two years especially!

Dear SRTA

I did attend both CSA public meetings in Fall River. I am writing with a couple more additional comments I forgot while I was at the meetings.

- 1) I really appreciate it that music is not allowed on the bus. I would also like to see the use of cell phones banned while on the bus. I do not care to hear personal conversations of other people that are speaking on a cell phone, which at times involves loud arguments and foul language. Some people are very loud and it makes for a long ride especially if you're traveling from Fall River to New Bedford and the conversation lasts the entire trip.
- 2) I realize you are presently working on existing routes, but in the future I would like to be able to get to:
 - a) Taunton (that's where the closest MassHealth office is located)
 - b) the Middleboro/Norfolk Commuter rail station (possibly a shuttle?)

SRTA Comprehensive Service Assessment - Service Alternative Comments

#15—Route 3—Dartmouth St. & Route 6—Shawmut/Rockdale Ave.

Message Body:

I prefer to leave the 6 route as is.

Message Body:

I don't like the changes to Route 6 and I hope it stays the way it is. It's the only bus that loops in NB and you can go from the West End to the South End including the Hospital easily.

SRTA Comprehensive Service Assessment - Service Alternative Comments

#20— Route 10—Dartmouth Mall

Message Body:

Please don't get rid of NB route 10 Dartmouth Mall.

Message Body:

The shuttle idea is bad for people taking the bus to go to doctor appointments. Many have health issues so it'd be best if they could just take one straight bus ride instead of having to get on and off and wait for an undetermined amount of time for a connection.

The #10 bus should work as it is but loading passengers with dollar bills has been what sets it back in my experience. Drivers who have learned a way around that are successful in staying on time.

Message Body:

This shuttle is a great idea!

Message Body:

PLEASE, don't get rid of route 10, Dartmouth Mall & Faunce Corner Road. I, and many people I know prefer to take that route to the mall, instead of Fall River route 9, because 9 gets too crowded (with the FR & NB junkies). I also like the way it goes up Faunce Corner Rd. because there are doctor's offices and stores up there too. You would be making a BIG mistake if you get rid of route 10.

SRTA Comprehensive Service Assessment - Service Alternative Comments

#23—Waterfront North

Message Body:

This waterfront route is a great idea, however, it may be better as an April - October service. Just a thought. (seasonal)

SRTA Comprehensive Service Assessment - Service Alternative Comments

#8—Swansea Mall

Message Body:

This waterfront route is a great idea, however, it may be better as an April - October service. Just a thought. (seasonal)

Message Body:

I really like this change. It makes more sense than going down Wilbur Ave. to just go back up Route 6. But the concern I have with this proposal is rerouting a bus line to Davol Street where all the construction is happening right now. The bus will have a hard time navigating Davol Street inbound to the terminal. While this construction is going on, the FR 14 bus would be running late during the peak afternoon hours on weekdays. Once construction on Davol Street is done, I like this change a lot!

Message Body:

Using route 79 is such a smart idea!

SRTA Comprehensive Service Assessment - Service Alternative Comments

Other Comments

The undersigned residents residing on Rotch Street in New Bedford, Ma between Hawthorn and Union Street are requesting the following change to SRTA Bus route. We would like to have this change take effect ASAP.

We are requesting a change in the STRA bus route traveling North and South on Rotch between Hawthorn and Union Street. To be more, what we are requesting the SRTA bus continue it's travel up Hawthorn street to Rockdale Avenue. Turn right onto Rockdale Avenue down to Union Street, then continue the route down bypassing the cross over Rotch Street which is currently in place.

This would be the same route to be used when the SRTA bus headed to St. Luke's hospital on Page Street. Up Union Street to Rockdale Avenue , then turn left onto Rockdale down to Hawthorn Street. It would then travel East on Hawthorn to Page Street.

Since the buses have now been extended their hours and are now running until as late as 9:30 at night, we the residents have seen an increase in the speed of the buses an increase in the noise level. We the residents would like you to keep in mind, that the Rotch Street residents consider this to be a residential neighborhood, and feel we would like this change considered. After talking with other neighbors, and feel this would be a good thing not only for us, but should increase ridership traveling along Rockdale Avenue specially during Spring, Summer, and Fall months.

Since the City council meeting we have not heard a word which has now been 6 months. We would again request this to be considered. We are aware of the recent article in the Standard Times for the renewal of the summer hours, we would like this request to be heard. We are also ready to contact the Standard time explaining how we were ignored on our original request which was approved as a proposal by the full council. Also, a representative from SRTA was at that meeting and also stated our request was reasonable.

Thanks hope to hear from you soon.

To whom it may concern,

Since I am not able to attend the Fall River meeting, I would like to offer some feedback via this medium. I do love the changes that SRTA has done so far. The evening service has been very useful to me. However, I do believe the city service ending before the Swansea Mall bus does not make much sense. On a lot of nights, because of work schedules, I have to take the 9:00 p.m. from Swansea Mall to the Terminal. If I can't get a ride from family, I have to walk through a fairly rough neighborhood to get home. I can do it, but it's not fun! All I'm saying is it would be nice to have one more city bus run of the South Main bus. I don't see many people on the last North Main bus at 8:30, but I think the South Main bus could use one more run at 9:30.

Just one more thing, I do not care for the 'electronic transfers' on the Charlie Card. On more than one occasion I've had to go to the window because a transfer did not go through on the buses. On each occasion, the driver forgot to switch over the fare box . So now when I need transfers, I don't even bother with the Charlie Card. I just pay with cash up front so that I can get a paper transfer. I would like to suggest that electronic transfers be stopped and paper transfers be issued with or without the card.

These are my suggestions. As I said, I love the changes SRTA has made. And I'm fairly optimistic and hopeful ridership will continue to increase which hopefully will lead to even better service!

SRTA Comprehensive Service Assessment - Service Alternative Comments

Other Comments

✓ To Whom It May Concern:

Please forward this to the party/ parties whom the content is directed. Thank you.

I read in the paper this morning about the commissions idea to raise rates but balance it with free transfers and increased service. I am an occasional user of the system, but would use it more if the service I needed was available. To be honest, I would use it exclusively, ie daily, if the service I needed were available as I enjoy the ride and am tired of requiring personal rides. I work at Ahead USA, in the back of the industrial park on Samuel Barnett Blvd. My wife and I share a vehicle, but she needs it daily. I, when a ride is unavailable, will walk downtown, (I could take a Rockdale Ave. bus, however, enjoy the walk) take the bus to Trucchi's from downtown and call for a cab from there to Ahead. It is cheaper than a full cab fare but, as you can imagine, it is not ideal especially as a daily commute. Also, I would have to do the reverse to get home. An increase in service to the New Bedford Industrial Park beyond the limited hours of before 7

am would be great. I would also recommend increasing your work day coverage to later in the day to accommodate more peoples schedules and be accessible to those in the evening hours. More consistent coverage of the park would help business, employees and the SRTA. I am not naive and realize the costs dictate most decisions. You cannot function an entire route for one person. However, as you mentioned in the article this morning, better accessibility and service would increase ridership which covers your costs. I am a great example. If I had the service I needed, I would definitely pay the \$55/ month for my commute. I am also quite sure that there are others with similar needs and situations that work in the park. Please consider this as you decide on future changes, and I appreciate your consideration of my needs. Thank you.

Message Body:

I am forwarding the following requests from bus riders to SRTA:

- SRTA bus riders would benefit from additional Charlie Card kiosks in locations such as St.Luke's Hospital, the North End, and the South End.

- A SRTA bus should service a Price Rite Grocery Store, in particular the one in the North end. The population of SRTA bus riders are low income and their shopping options are limited. Shaw's, Stop and Shop, and Market Basket are out of the price range for some riders, but these grocery stores are abundantly serviced.

- There should be a bus monitor on the #1 bus during school departure hours. Children are abusive, disruptive, rude, and use a lot of violent language that is disrespectful to other bus riders.

- SRTA should service Whaler's Cove and Manomet Place more than twice inbound and twice outbound a day. There should be service to this area on Saturdays. This rapidly developing area is under serviced. Many elderly and disabled individuals live here that are able to use the fix route buses but are discouraged by the lack of frequency during the week and lack of service on Saturdays.

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Appendix B: 2014 Passenger Survey

HELP SRTA

IMPROVE SERVICE!

¡Ayuda SRTA mejorar el servicio de autobús!

Ajudar SRTA a melhorar o serviço de ônibus!



Staff will be handing out surveys

at the **New Bedford Terminal**

on **January 31, 2014**



El personal será la entrega de las encuestas en el New Bedford Terminal en 31 de enero 2014.

Funcionários vão distribuir pesquisas no terminal de New Bedford no dia 31 de Janeiro de 2014.

For completing a survey you will receive a raffle ticket to be entered to win a **prize!**

¡Para cumplimentación de una encuesta, usted recibirá un boleto para la rifa que se participará para ganar un premio!

Se completar a pesquisa, você receberá um bilhete de rifa para ser inscrito para ganhar um premio!



To receive a raffle ticket, survey must be returned to staff by 2/4/14.

Winner will be announced on 2/6/14.

Para recibir un boleto para la rifa, la encuesta debe ser devuelto al personal por 2/4/14. Ganador será anunciado el 2/6/14.

Para receber um bilhete de rifa, as pesquisas devem ser devolvidos aos funcionários por 2/4/14. O vencedor será anunciado no dia 2/6/14.

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HELP SRTA

IMPROVE SERVICE!



¡Ayud a SRTA mejorar el servicio publico de autobús!

Ajuda a SRTA a melhorar o serviço de ônibus!

Staff will be handing out surveys

at the **Fall River Terminal** on

February 3, 2014



El personal dará la entrega de los estudios de transportacion
en el Fall River Terminal en 3 de febrero 2014.

Funcionários vão distribuir pesquisas no terminal de New Bedford no
dia 3 de Fevereiro de 2014.

For completing a survey you will receive a raffle
ticket to be entered to win a **prize!**

¡Para cumplimentación de una encuesta, usted recibirá un boleto para la rifa
que se participará para ganar un premio!

Se completar a pesquisa, você receberá um bilhete de rifa para ser inscrito para ganhar um premio!



**To receive a raffle ticket, survey must be returned to staff at the terminal by 2/6/14.
Winner will be announced on 2/10/14.**

Para recibir un boleto para la rifa, la encuesta debe ser devuelto al personal en el terminal por 2/6/14.
Ganador sera anunciado el 2/10/14.

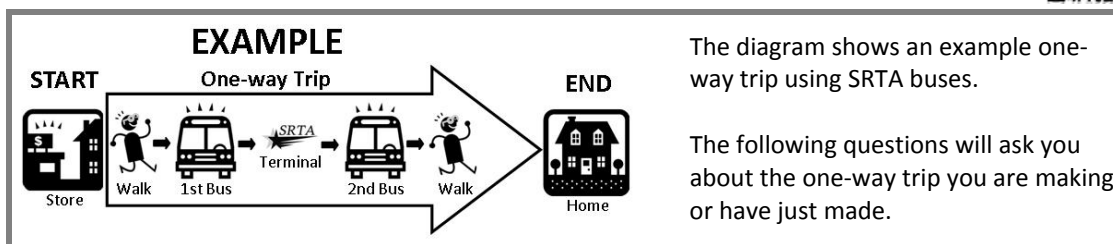
Para receber um bilhete de rifa , as pesquisas devem ser devolvidos aos funcionários no terminal por
2/6/14. O vencedor sera anunciado no dia 2/10/14.

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SRTA 2014 Passenger Survey

Thank you for taking this survey. Your answers to this survey are **ANONYMOUS!**



1. Where did you start this trip?

- ☐ Work ☐ Home ☐ Shopping ☐ College/University ☐ School (grades K-12) ☐ Medical
☐ Government building (ex. Courthouse, City Hall, Post Office) ☐ Social/church/personal business
☐ Other: _____

1a. What is the name of this place or the nearest landmark:

1b. What is the nearest intersection:

_____ & _____
 (Street 1) (Street 2)

1c. How did you get from the place you mentioned above to the bus stop (or terminal) to start your trip? ☐ Walked ☐ Car ☐ Bicycle ☐ Taxi ☐ Other:

2. Where are you going now?

- ☐ Work ☐ Home ☐ Shopping ☐ College/University ☐ School (grades K-12) ☐ Medical
☐ Government building (ex. Courthouse, City Hall, Post Office) ☐ Social/church/personal business
☐ Other: _____

2a. What is the name of this place or the nearest landmark:

2b. What is the nearest intersection:

_____ & _____
 (Street 1) (Street 2)

2c. How will you get to your final destination when you get off the SRTA bus?

- ☐ Walk ☐ Car ☐ Bicycle ☐ Taxi ☐ The bus stops at my final destination
☐ Other:

3. What bus route(s) are you using to make this one-way trip?

_____ : _____
 (1st Bus) (2nd Bus)

4. What time did you get on your 1st bus?

_____ : _____ AM or PM

5. How did you (or will you) pay for this trip? (Please Check ONE)

	Cash	Paper Ticket	Charlie Card (Plastic Card)
Full Fare			
Reduced Fare			
1-Day Pass	---		
Week Pass	---		
10 Ride Pass	---		
Student Pass	---		
31-Day Pass	---	---	
31-Day Pass Senior/Disabled	---	---	

6. Did you (or will you) use a transfer to complete your trip today?

- ☐ Yes ☐ No

7. If the bus service did not exist, how would you make this trip?

- ☐ Walk ☐ Taxi ☐ Drive myself
☐ Get a ride ☐ Bicycle
☐ SRTA Demand Response Service
☐ Council on Aging (city/town _____)
☐ Other:

Turn Over

7. How often do you ride a SRTA bus?

- ☐ Every day ☐ 2-3 times a week ☐ once a week
☐ 2-3 times a month ☐ less than once a month

8. How long have you been riding SRTA buses?

- ☐ Less than 1 year ☐ 1-2 year ☐ 2+ years

9. Where do you get your SRTA bus schedules? (check all that apply)

- ☐ SRTA website (www.SRTAbus.com) ☐ Bus Terminal(s) ☐ I do not know where to get bus schedules
☐ Other:

10. Where do you look for information about SRTA buses? (check all that apply)

- ☐ SRTA website (www.SRTAbus.com) ☐ Bus Terminal ☐ Bus ☐ Bus Driver ☐ Facebook ☐ Twitter
☐ Local Radio (1420 WBSM, 1480 WSAR) ☐ Local TV (WJAR Ch.10) ☐ Call SRTA (508-999-5211)
☐ I don't know where to look for bus information ☐ Other:

23. Do you have access to the internet?

- ☐ Yes ☐ No

24. Do you have a "smartphone" with access to the internet?

- ☐ Yes ☐ No

12. Are there any places in the area you would like to visit that cannot be reached by bus?**14. How old are you?**

- ☐ Under 16 ☐ 16-18 ☐ 19-29
☐ 30-49 ☐ 50-59 ☐ 60+

15. Your gender:

- ☐ Male
☐ Female

16. What is your home zip code?

(Example: 0 2 7 4 6)

— — — — —

17. How well do you speak English?

- ☐ Well ☐ Not Well ☐ Not at all

18. What racial or ethnic group do you identify with?

(You can choose more than one)

- ☐ White (non-Hispanic) ☐ Black or African American
☐ Asian ☐ American Indian/Alaska Native
☐ Hispanic or Latino ☐ Native Hawaiian/Pacific Islander
☐ Cape Verdean ☐ Other:

19. What language do you mostly speak at home?**20. What is your employment status?**

- ☐ Employed full-time
☐ Employed part-time
☐ Unemployed
☐ Retired
☐ Student
☐ Other:

21. What was your total household income last year?

- ☐ Less than \$10,000 ☐ \$10,000-14,999
☐ \$15,000-\$24,999 ☐ \$25,000-\$34,999
☐ \$35,000-\$49,999 ☐ \$50,000-\$74,999
☐ \$75,000 or more ☐ Unsure
☐ Prefer not to answer

22. How many people live in your household, including yourself?

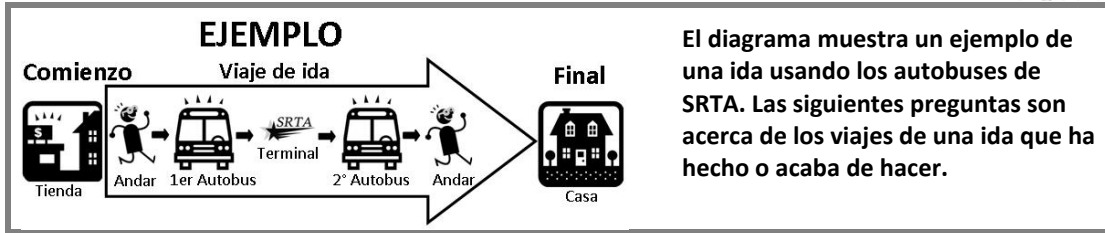
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23. Comments:

Thank You!

To receive a raffle ticket, survey must be returned to staff at the terminal by 2/6/14.
 Winner will be announced on 2/10/14.

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1. ¿Dónde inicio este viaje?

- ☐ El Trabajo ☐ Su Casa ☐ Compras/Tienda ☐ Colegio/Universidad ☐ Escuela (grados de K-12)
☐ Medico ☐ Edificios Gubernamentales (ej. La Corte, El Municipio, Oficina del Correo)
☐ Social, Iglesia u otros asuntos personales ☐ Otro: _____

1a. ¿Cuál es el nombre de este lugar o un punto de referencia (lugar muy conocido) más cercano?

1b. ¿Cuál es la intersección más cercana?

_____ & _____
 (calle 1) (calle 2)

1c. ¿Cómo llego desde el lugar mencionado anteriormente a la parada de autobús (o terminal) para comenzar su viaje? ☐ Camina ☐ Carro ☐ Bicicleta ☐ Taxi ☐ Otro:

2. ¿Hacia dónde se dirige ahora?

- ☐ El Trabajo ☐ Su Casa ☐ Compras/Tienda ☐ Colegio/Universidad ☐ Escuela (grados de K-12)
☐ Medico ☐ Edificios Gubernamentales (ej. La Corte, El Municipio, Oficina del Correo)
☐ Social, Iglesia u otros asuntos personales ☐ Otro: _____

2a. ¿Cuál es el nombre de este lugar o un punto de referencia (lugar muy conocido) más cercano?

2b. ¿Cuál es la intersección más cercana?

_____ & _____
 (calle 1) (calle 2)

2c. ¿Cómo llegara a su destino final después que se baje del autobús SRTA? ☐ Camina

☐ Carro ☐ Bicicleta ☐ Taxi ☐ el autobús se detiene en mi destino final ☐ Otro:

3. ¿Qué rutas de autobús está utilizando para hacer este viaje de ida?

_____ (Autobús 1) _____ (Autobús 2)

4. ¿Qué hora llegaste a tu primer autobus?

_____ : _____ AM or PM

5. ¿Cómo le hizo para (o va) pagar por este viaje?

(Por favor escoja uno)

	Dinero	Boleto de papel	Tarjeta (Plástica) de Charlie
Tarifa completa			
Tarifa reducida			
Pase de un día	---		
Pase de un semana	---		
Pase de 10 viajes	---		
Pase estudiantil	---		
Pase de 31 días	---	---	
Pase de 31 días de mayores de edad/deshabilitado	---	---	

6. ¿Usted uso (o va a usar) un transfer para completar su viaje de hoy?

☐ Si ☐ No

7. Si el servicio de los autobuses SRTA no existiera, ¿Cómo haría usted este viaje?

☐ Caminaría ☐ Taxi ☐ Conducir yo mismo ☐ Conseguir alguien que la lleve
☐ Bicicleta ☐ Servicio de SRTA de respuesta a la demanda

☐ Council on Aging (ciudad/pueblo: _____)

☐ Otro:

Dale la vuelta →

8. ¿Con que frecuencia viaja en los autobuses SRTA?

- ☐ Todos los días ☐ 2-3 veces en la semana
☐ Una vez a la semana ☐ 2-3 veces en el mes ☐ Menos de una vez al mes

9. ¿Cuánto tiempo tiene usando los servicios de los autobuses SRTA?

- ☐ Menos de 1 año ☐ 1-2 años ☐ 2+ años

10. ¿Dónde consigue sus horarios del autobús SRTA? (Marque todas las que correspondan)

- ☐ La página web de SRTA (www.SRTAbus.com) ☐ Terminal(es) de Autobuses
☐ No sé dónde conseguir los horarios de los autobuses ☐ Otro:

11. ¿Dónde busca información sobre los autobuses SRTA? (Marque todas las que correspondan)

- ☐ La página web de SRTA (www.SRTAbus.com) ☐ Terminal(es) de Autobuses ☐ Autobuses
☐ El conductor del autobús ☐ Facebook ☐ Twitter ☐ Estaciones de radios (1420 WBSM, 1480 WSAR) ☐ Canal de televisión local (WJAR Ch.10) ☐ Llamada SRTA (508-999-5211)
☐ No sé dónde buscar información de los autobuses ☐ Otro:

12. ¿Tiene acceso al internet?

- ☐ Si ☐ No

13. ¿Tiene un celular "inteligente" con acceso a internet?

- ☐ Si ☐ No

14. ¿Hay lugares en el área que desea visitar pero no se puede llegar en autobús?**15. ¿Cuántos años tiene?**

- ☐ Menos de 16 años ☐ 16-18
☐ 19-29 ☐ 30-49 ☐ 50-59 ☐ 60+

16. Su género (sexo):

- ☐ Masculino
☐ Femenina

17. ¿Cuál es su código postal?

(ej: **0 2 7 4 6**)

____ _

18. ¿Qué tan bien usted habla inglés?

- ☐ Bien ☐ No muy Bien ☐ No hablo nada de inglés

19. ¿Qué idioma mayormente habla en casa?**20. ¿Con qué grupo étnico o racial se identifica usted?**

(Puede elegir más de uno)

- ☐ Blanco (no hispano) ☐ Negro o afroamericano
☐ Asiático ☐ Indio americano/ nativos de Alaska
☐ Hispano o Latino ☐ Nativo hawaiano/isleño del Pacífico
☐ Cabo verdiano ☐ Otros:

21. ¿Cuál es su estado de empleo?

- ☐ Empleado tiempo completo
☐ Empleado medio tiempo
☐ Desempleado
☐ Retirado
☐ Estudiante
☐ Otro:

22. ¿Cuál fue su ingreso familiar total el año pasado?

- ☐ Menos de \$10,000 ☐ \$10,000-14,999
☐ \$15,000-\$24,999 ☐ \$25,000-\$34,999
☐ \$35,000-\$49,999 ☐ \$50,000-\$74,999
☐ \$75,000 o mas ☐ No estoy seguro

23. ¿Cuántas personas viven en su hogar, incluyéndolo a usted mismo?

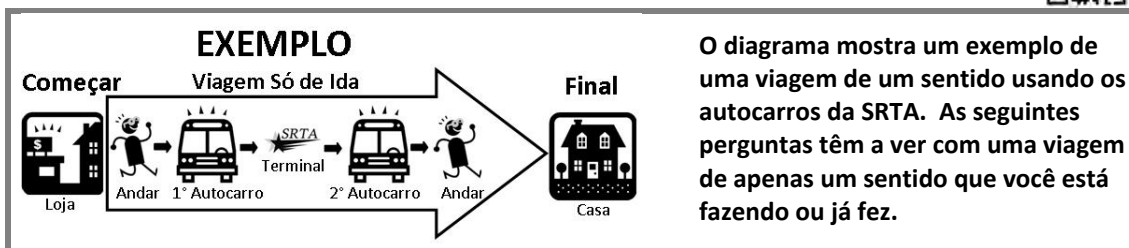
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24. Comentarios:

Gracias!

Para recibir un boleto para la rifa, la encuesta debe ser devuelto al personal en el terminal por 2/6/14.
 Ganador sera anunciado el 2/10/14.

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1. Onde iniciou a sua viagem?

- ☐ Emprego ☐ Casa ☐ Lugar de Compras ☐ Colégio/Universidade ☐ Escola (grau k-12) ☐ Médico
☐ Edifício Governamental (ex. Tribunal, Câmara Municipal, Correios)
☐ Social, igreja, ou outro negócio pessoal ☐ Outro: _____

1a. O nome deste sítio ou local designado mais perto?

1b. Qual é o cruzamento mais perto:

_____ & _____
 (rua 1) (rua 2)

1c. Como se deslocou do local acima mencionada até á paragem do autocarro (ou terminal) para iniciar a sua viagem?

- ☐ A pé ☐ Automóvel ☐ Bicicleta ☐ Taxi ☐ Outro método: _____

2. Para onde se desloca agora?

- ☐ Emprego ☐ Casa ☐ Lugar de Compras ☐ Colégio/Universidade
☐ Escola (grau k-12) ☐ Médico ☐ Edifício Governamental ☐ Social, igreja, ou outro negócio
☐ Outro: _____

2a. Qual o nome deste sítio ou local designado mais perto:

2b. Qual é o cruzamento mais perto:

_____ & _____
 (rua 1) (rua 2)

2c. Como vai chegar ao seu destino quando sair do autocarro da SRTA:

- ☐ A pé ☐ Automóvel ☐ Bicicleta ☐ Taxi ☐ o autocarro pára no meu destino final
☐ Outro Método: _____

3. Que rota(s) de autocarro vai usar para fazer esta viagem de um sentido?

_____ (Primeiro autocarro) _____ (Segundo autocarro)

4. Que horas você chegou em seu primeiro ônibus?

_____ : _____ AM or PM

5. Como pagou (ou vai pagar) por esta viagem?

(Por favor marque um)

	Dinheiro	Bilhete em papel	Charlie Card (Plástico)
Tarifa Inteira			
Tarifa Reduzida			
Passe de 1 Dia	---		
Passe Semanal	---		
Passe para 10 Viagens	---		
Passe de Aluno	---		
Passe de 31 Dias	---	---	
Passe de 31 Dias			
Passe de Idoso /Incapacitado	---	---	

6. Você usou (ou vai usar) um transfere para completar a sua viagem hoje?

- ☐ Sim ☐ Não

7. Se serviço da SRTA não existisse, como faria a sua viagem?

- ☐ A pé ☐ Taxi ☐ Conduzir pessoalmente
☐ Arranjar boleia ☐ Bicicleta
☐ Serviço de Resposta Rápida do SRTA
☐ Agência de Idosos (Council on Aging) (cidade/vila: _____)
☐ Outro Método: _____

Turn Over 

8. Qual a frequência que usa autocarro do SRTA: <input type="checkbox"/> Todos os dias <input type="checkbox"/> 2-3 vezes por semana <input type="checkbox"/> uma vez por semana <input type="checkbox"/> 2-3 vezes por mês <input type="checkbox"/> Menos de uma vez por mês	9. Há quanto tempo se transporta por autocarro do SRTA? <input type="checkbox"/> Menos de 1 ano <input type="checkbox"/> 1-2 anos <input type="checkbox"/> 2+ anos	
10. Onde arranja o folheto de horários do autocarro SRTA? (marque todos aplicáveis) <input type="checkbox"/> Site da SRTA (www.SRTAbus.com) <input type="checkbox"/> Terminal(ais) de Autocarro <input type="checkbox"/> Não sei onde arranjar folheto de horário do autocarro <input type="checkbox"/> Outro local:		
11. Onde procura informação sobre os autocarros do SRTA? (marque todos aplicáveis) <input type="checkbox"/> Site da SRTA (www.SRTAbus.com) <input type="checkbox"/> Terminal(ais) de Autocarro <input type="checkbox"/> Autocarro <input type="checkbox"/> Condutor do Autocarro <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Rádio Local (1420 WBSM, 1480 WSAR) <input type="checkbox"/> TV Local (WJAR Ch.10) <input type="checkbox"/> Chama SRTA (508-999-5211) <input type="checkbox"/> Não sei onde procurar informação sobre autocarro <input type="checkbox"/> Outro local:		
12. Tem acesso á internet? <input type="checkbox"/> Sim <input type="checkbox"/> Não	13. Tem um “smartphone” com acesso á internet? <input type="checkbox"/> Sim <input type="checkbox"/> Não	
14. Existem alguns lugares nesta área que você gostaria de visitar mas que não se pode lá chegar por autocarro?		
15. Quantos anos tem? <input type="checkbox"/> Menos de 16 <input type="checkbox"/> 16-18 <input type="checkbox"/> 19-29 <input type="checkbox"/> 30-49 <input type="checkbox"/> 50-59 <input type="checkbox"/> 60+	16. Qual o seu género: <input type="checkbox"/> Homem <input type="checkbox"/> Mulher	
17. Qual o seu código postal? (Exemplo: <u>0 2 7 4 6</u>) _ _ _ _ _		
18. Que bom é o seu Inglês falado? <input type="checkbox"/> Bem <input type="checkbox"/> Não Tão Bem <input type="checkbox"/> Não Falo	20. Com que grupo racial ou étnico é que se identifica? (Pode escolher mais do que um) <input type="checkbox"/> Branco (não-Hispano) <input type="checkbox"/> Preto ou Afro-Americano <input type="checkbox"/> Asiático <input type="checkbox"/> Americano indiano/Nativos do Alasca <input type="checkbox"/> Hispano ou Latino <input type="checkbox"/> Natural do Havai/Ilhéu do Pacífico <input type="checkbox"/> Cabo-Verdiano <input type="checkbox"/> Outro:	
19. Qual o idioma que mais fala em casa?	21. Qual o seu estado de emprego? <input type="checkbox"/> Empregado a tempo inteiro <input type="checkbox"/> Empregado a tempo parcial <input type="checkbox"/> Desempregado <input type="checkbox"/> Aposentado <input type="checkbox"/> Aluno <input type="checkbox"/> Outro:	
22. Qual o montante de rendimento total no lar o ano passado? <input type="checkbox"/> Menos de \$10,000 <input type="checkbox"/> \$10,000-14,999 <input type="checkbox"/> \$15,000-\$24,999 <input type="checkbox"/> \$25,000-\$34,999 <input type="checkbox"/> \$35,000-\$49,999 <input type="checkbox"/> \$50,000-\$74,999 <input type="checkbox"/> \$75,000 ou mais <input type="checkbox"/> Não tenho a certeza		23. Quantas pessoas vivem no seu lar, incluindo você? <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div>
24. Comentários:		

Obrigado!

Para receber um bilhete de rifa , as pesquisas devem ser devolvidos aos funcionários no terminal por 2/6/14. O vencedor sera anunciado no dia 2/10/14.

SRTA · 700 Pleasant St., Suite 320 · New Bedford, MA 02740 · www.SRTAbus.com

SRPEDD conducted a One Day Passenger Trip survey for SRTA. SRTA averages 7500 trips taken per day on its fixed route service. SRPEDD distributed and collected surveys at each of SRTA's terminals (New Bedford and Fall River) for one whole day each in order to capture a sample of passenger trips taken on one day across the SRTA system. Passengers returned 498 valid surveys (501 were collected 3 were completely blank or illegible).

Surveys returned: 501

Population size (N=7500 trips per day)

Valid surveys: 498 (3 were blank) sample size (n=498)

95% confidence level +/-4.2%

Fall River 39% (n=192)

New Bedford 61% (n=306)

61% of survey respondents report household incomes (and household size) at or below poverty guideline levels. (<http://aspe.hhs.gov/poverty/14poverty.cfm>)

SRPEDD distributed surveys in English, Spanish, and Portuguese. 96% of surveys were returned in English (479 surveys), 3% in Spanish (17 surveys), and less than 1% in Portuguese (2 surveys).

2014 SRTA Passenger Survey Comments

New Bedford Passengers

109 - No longer a bus stop on Kempton Street across from King's Village. Have to walk to next block with groceries, it's hard.

845 - Buses on Sundays, and all buses run all day and night.

505-wish there was Sunday service.

551 – Sunday service. Old type of schedules.

527 – Need arrival times at the bus station. Put up a depart and arrival digital clock like the airports.

125 – The former bus schedule was superb – why don't put them back and charge \$1.00 per copy?

245- We could use buses on Sunday

179- Buses should follow the schedule. I check the bus schedules online, but the bus is never on time. For instance, it's supposed to get there at 8:05am but it comes at 8:25am.

177- All buses run later. At least until 8pm.

123 – We need all routes put on one print out in large print. We also need a Sunday bus service. Thank you.

3709- More #8 (New Bedford) buses

3801 – Thank you for your services.

203-I wish Lund's Corner bus would be able to leave earlier during the week so I would be able to catch the Fall River bus for 6am.

115 – I appreciate this survey. I'm hoping I could be a winner and the people were nice too me.

1005 – Need to have services on Sunday.

15 – A commuter shuttle to the Lakeville T should be looked into. – The no.9 bus in the morning should not service Hawthorne Medical due to time constraints and people having to be at work.

32 – Have a shuttle in the South End

27 – I think the buses should run on a Sunday until 6pm. Also, during the week buses should run until 9pm. Mall bus later until like 10pm. Also, more frequent for the popular routes.

7- I can always get a bus to where I want to go. Sunday service would be wonderful and very much needed.

167-Need the old for of schedules back in use. Get the old forms of bus schedules back.

201- I would like the bus started to work Saturday more early, and working Sundays.

36-Need improving on the bus #10 (New Bedford).

353 – Buses work well. Like the night service.

305- We need Sunday bus service. We need Saturday service on the regular weekday schedule.

187 – Sundays

3941 – Must bus drivers have a bad attitude?

509 – Like to go to the mall on Sundays but no buses. Bus terminal (New Bedford) Never has schedules when I ask. Your drivers are very fresh, rude. The girl behind the window are also fresh especially the skinny one with the red nose.

2059 – Would be great to see Sunday service and longer evenings

385 – There are a few workers driving the bus that are rude when I ask a question or just the way when they direct me to pay for the bus. Further bus times and run on Sunday.

369-Girl who answers the phone doesn't relay messages and won't give me the administrator. Both Walmarts have stops far away. Bus drivers are nice but 3 of them are nasty to older people and no respect.

413-Keep up the good work.

627 –Buses should be on Sunday. Also night buses should run until 10pm.

3711 – Can you please have later bus in New Bedford to 11pm? Can SRTA have bus on Sunday at 7am to 11pm. And have a bus on Saturday at 7am to 11pm.

595 – If you have a schedule you should use it! Follow schedule better. Lousy service. Can't rely on schedule.

169-bus routes should be more often

3749- I have to leave out early everyday because the bus is never on time. Not only are they not on time sometimes I feel they skip a scheduled time. I have been late more than several times due to the bus not coming on scheduled time. Just think that we should work on that and making buses available on Sunday and holidays.

609- NB # 7 Schedule has been wrong on Saturdays. We need a Sunday bus. Impossible to get to work and they pay time and ½.

615- Need to fix Mal bus! Shuttle constantly late-stranded when not know when bus comes later than expected. You have to wait or miss the next bus.

631- Would love Sunday service and evenings to continue

549-Would like to see more inner city buses run later.

547- I would like to see more inner city buses run later.

569-The rules of riding the bus need to be better enforced i.e. language, drugs, alcohol intoxication. My children often ride the bus with me and shouldn't be exposed to these things. Also, often the busses do not run on time.

903- I am enrolled in a day program in Fall River with no way to get there. (from NB)

384 – We need service on Sundays and make buses run on time!

437- Thank God for SERTA

415-would appreciate Sunday services, more routes on the extended hours, and extended hours on Saturday. Otherwise generally pleased/satisfied with services. Thank you.

2151-Some bus drivers have very bad attitude's and probably shouldn't be bus drivers. Route 1 and 2 sometimes. Sunday service would be great for me and my sons to get to church from southend to union st every Sunday.

535-I do not like Mt.Plt run very poor in service. The time is very long to wai in the time that wiat for bus in winter season.

445-Keep on the great job.

199- Attention SRTA! Read! There have been fights, muggings,drugs, drinking, pan handling, constant caustic language before children, wheelchairs caught between bus wheels. Children running and playing inches from moving wheels of buses, a rider run over and killed at the station held up in broad daylight by gun. Men with pants at their personal parts sit next to children at the station and on buses. Buisnesses near by constantly complain of spill over from the station. I have written articles I the newspaper. I have and will again write DOT in Washington, D.C. transit powers that be know of all these problems and do nothing. I have thought about a tv station with this. Incompetence. Get security now! (left contact information)

670-Need Sunday route and holiday routes/bus stands that are sheltered from the elements in Winter/Better on time service. Most buses run about 10 mins late. Bus station should give change for dollar.

606- Didn't like personal questions and will bring up at the Board Meeting.

895- SRTA website schedules are not up to date with late buses! Keep it up!

891- Please improve bus service. It does not come on time. Please provided service for umass students until later in rockdale extension. Provide stop shelter in snow for students.

885 – I like the SRTA bus service; it's great but I would like to have a bus service on Sundays.

17- Want service early on Saturdays to get to work. Service on Sundays.

869- I wish the Fairhaven bus was extended.

857- Convenient stops to places? Hard to get to bus 10 (mall) runs late a lot.

849- We need Sunday buses.

837-Cottage st & mill st needs a bus stop. Kempton st & cottage St needs a bus stop.

847-Sunday service. Too fast.

741- Increase mall service in afternoons either on route 9 or route10 because of over-crowding and continuing late times.

645- Mattapoisett & Acushnet shuttle longer hours. Rt 11 should run later and more often and the shuttles too.

649- Sunday Service!

266- Me gustaria que también el bus # 8 y 11 (NB) estuvieran hasta las 9:00. (I would also like if the # 8 and #11 were extended until 9pm).

651-Bus is reliable.

757-Service on Sundays should be good. Service starting at 5:00am should be good.

793-Wish bus times were later at night and also closer together on certain routes.

811-Need alternative method of getting to Boston. Train or connect bus to Wareham! Buses stop running too early!

795-Wish bus times were later at night, and closer together on certain routes.

687- I love the SRTA bus.

699- These buses need to run later especially the #8. In general all the buses need to run late like Boston. If not as late as Boston, this service here sucks big time.

789-Every night open late. Keep bus terminal here.

3929 – Most of the time the Ashley Blvd bus is late leaving the station and when it gets there it takes off before we can get out of the terminal and won't stop. We are disabled and can not run and my husband is blind, so have a heart!

775-Service is all around terrible. Buses are rarely on time. The New Bedford 10 was 40 minutes late today, causing me to miss class. I live less than 15 minutes from school, but spend at least 3 hours on the bus every day. Hopefully I can purchase a scooter today and never have to endure the SRTA again.

755- Bus on Hawthorne St.

725- BCC on Sundays. Make buses run on Sundays.

2065 – I love the bus service. It gets me to the locations I need to go in a timely fashion. I'd be stuck at home if it wasn't for the bus service.

663-Need Sunday bus routes and holiday schedules needs to run more often please!

679- Extend all bus lines until at least 10pm.

677-The buses should run on Sundays.

691-Good service.

721- Employees who have a personality especially behind the counter at the terminal.

543-I enjoy riding SRTA buses immensely!!!

567-Sunday service. Late-bus coming into terminal take off too quickly. No time to get from inside terminal to bus.

515 – I need public transportation to get home & shopping.

521- Sunday Service!!!! And some more night-time service would be great! ☺ Stop & Shop should be the end of the Rt 8 Mt. Pleasant St.

911-I like to ride the bus.

917- I'm glad they give transfers!

2111-Sunday service.

2551-SRTA service is excellent, a much needed service to this city. The Charlie card, a bonus.

1001-Sunday Service.

137- Run service on Sunday!

467 – SRTA should run buses on Sundays. SRTA should run all bus routes at night.

2077- What is the purpose of your survey? Perhaps you would consider a Standard-times article to inform your bus patrons.

317- I would like the #4 (NB) to run on Sundays.

321- Everything about SRTA, it could be better. Thank you.

319- Everything about SRTA, it could be perfect. Thank you.

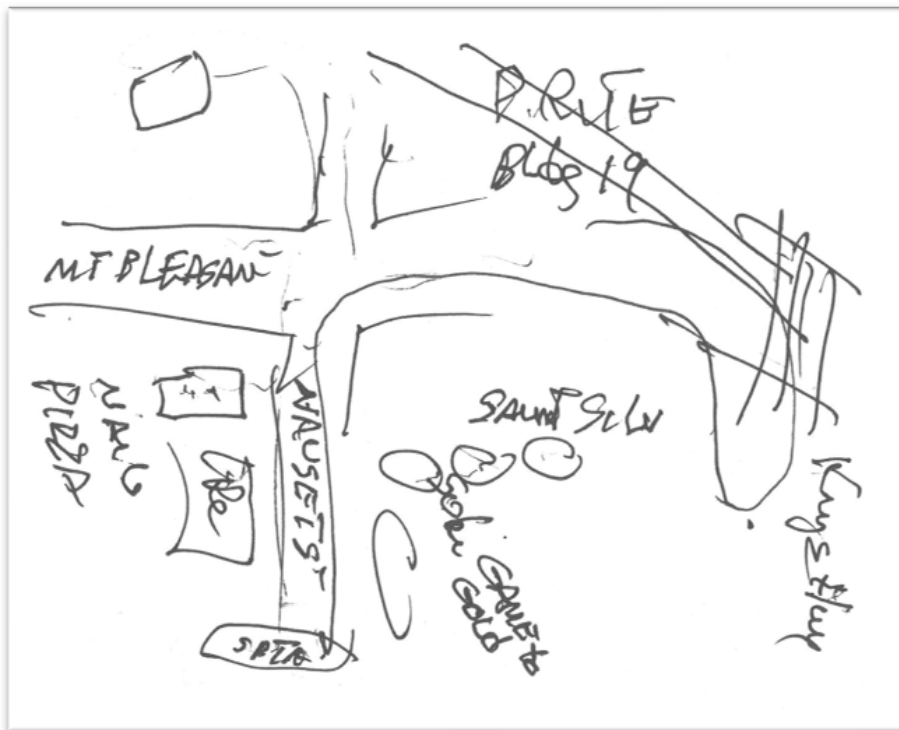
145 – Run buses on Sundays, and to more places.

2061-would like Sunday back.

141 – I would like to have the buses to run on Sundays and the buses to run up until 10pm.

2009- Longer hours!! (Would make service much more efficient)

Picture/Diagram submitted by passenger



Fall River Passengers

1009- 1) Wish that more buses run later than 6pm 2) wish that buses run on Sunday because people go to work, to church, shopping. 3) The delay of one hour between next bus is too long. 4)to have bus run more early.

1141 – The woman that works the SRTA window, always has an attitude towards people and she is very rude and snotty to passengers. Bites her deals then touch passenger tickets.

1445 – The changes are good. Better than before.

964- I would like to see more frequent runs to the present location of Wal-Mart in Fall River. I would like to see improvements in the restroom facilities at the New Bedford terminal.

1217- I think providing excellent services like I've seen in this new England states is the greatest services I've experienced. All I want to say is if you can add more adant. Love.

1143- Please put a clock at the terminal.

1029- I personally believe the Durfee kids need their own bus. I have issues with point pain and am always finding myself standing up.

1031- I think the New Bedford/Fall River bus shouldn't have to stop at UMass/Mall every trip. Maybe every other because there is the 10 Dartmouth Bus.

1315 – Buses should work at least 9pm everyday.

1182- (certain person) is rude and bullies passengers. Will call SRTA to complain.

1273-Want Sunday Service.

1263-Good bus service.

1203-I think as far as routes go it's ok. But this bus needs to run at 5am until at least 11pm, for workers and students etc.

1373- I'd be lost if it were not for the buses.

987 – I have had drivers drive past me at bus stop.

1421 – The bus drivers are rude and ignorant. On rainy days they don't let you on the bus early.

1119- Rt 3 (FR) night service to shopping center.

1041 – I feel 100% that this new SRTA terminal is 100% better than the old one.

1163- Thanks!

1451- More Bay St and Rodman St buses!! More night buses. Sunday buses.

943- Thank you.

1261-The # 10 bus to Hawthorne should run more often than on the hour.

961- Been riding since 1970's and most routes are convenient and times are reliable for my needs. 7:30am #8 bus is crowded; maybe have 2 buses 1 at 7:30am, 1 at 7:45am M-F. Thank you.

1429- Please begin Sunday Service.

1237-Sunday Service. Bay St late/night.

1349 – I love the recent SRTA changes, especially the extended evening service. I'm also grateful for the added buses on the North Main Street route during the week. Buses have now been mostly on time. On the negative side, I do not like at all the idea of "electronic transfers" on the Charlie Card. More than once I've had transfers not go through because of farebox issues! PAPER TRANSFERS, please, thank you.

1309-The drivers are very nice and helpful.

1313- I have never had any problems with any driver or SRTA staff. Very reliable. Thank you!!

1398- Chairs in Fall River terminal are too low to the ground for seniors.

1107- I would like to see night services to Harbor Mall.

1351-Drivers warned me about muggings etc. More security at terminal at night.

1337- A smartphone app to track the busses would be great, because they're often late/early.

1333- I think buses should run 7 days a week, same hours. Economy isn't doing well, a lot of people can't afford cars. I feel as though people should be able to have access to public transportation 7 days a week.

1325- I like the service that I get here with the bus terminal.

1230 – N.Main bus drivers are all very pleasant and helpful.

939-the #9 Bus to New Bedford leaves Fall River everyday late and I end up having to take a taxi because it doesn't make it too New Bedford on time for another bus connection I would take to get to work.

1433- Frequently late current bus 30 minutes late.

1439- Bus should run on Sunday's too!

19- Comento que é intéresute esta perguntas assim voces pode aváliar a necessidades dos residents em Fall River, mais importantes aqueles que não têm possibilidades de ter um carro pessoal ó bicicleta, incluindu eu e a minha Filha. Pedimos mais refarçó do Transporte pub.

1201-We need bus shelters around the city and in front of terminal. There are not enough places to sit for seniors. Clocks needed at terminal. Saturday night and Sunday service helpful. FR-UMass Dartmouth run should be every half hour during peak periods the demand is there.

1271-Some driver are more pleasant than others.

1301-(Transfers) Eve not all drivers give to us.

1301 – Why we could not have buses on Sunday? Why those buses can't work earlier as 5am and finish 12am because healthcare workers could use them more? Why some drivers make it a big deal for the transfer ticket?

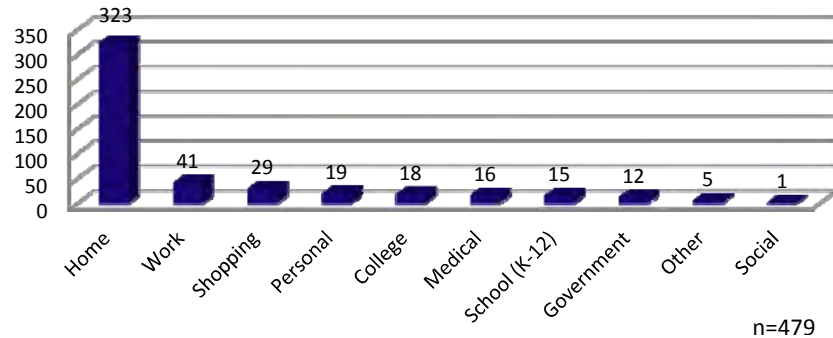
1283-New to the bus, seem to be running on schedule & drivers very helpful and gave tips on safety.

1339-Could have Sunday service instead of Saturday service.

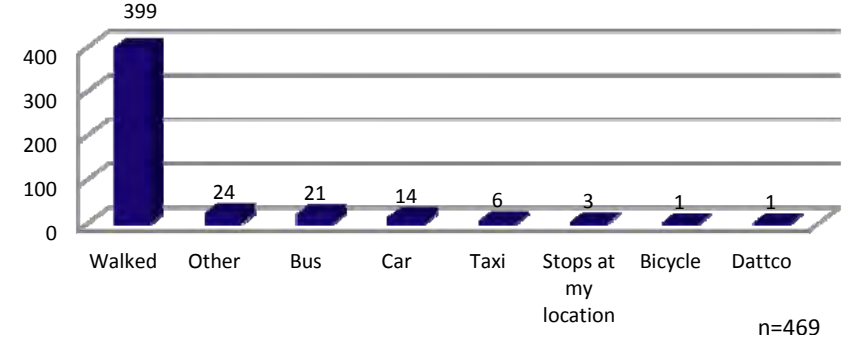
1189-It would be nice if the Rodman street bus every half hour instead of every hour.

1103- Please work on the New Bedford-Fall River bus being so late. It makes me late to work.

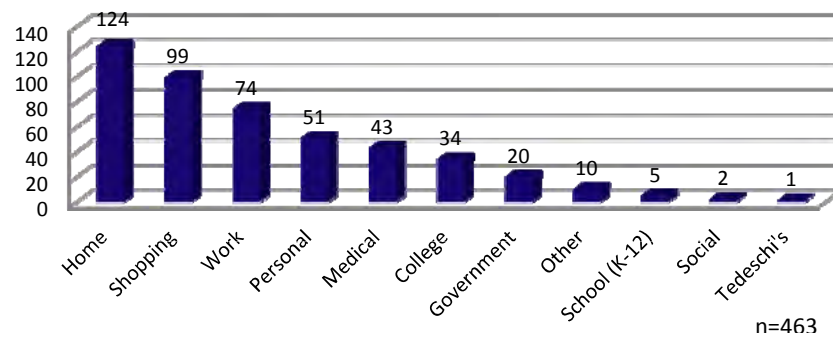
Where did you start this trip?



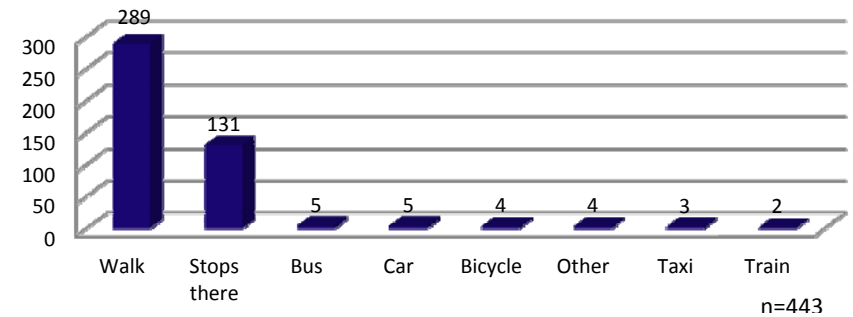
How did you get from your trip origin to the bus stop (or terminal) to start your trip?



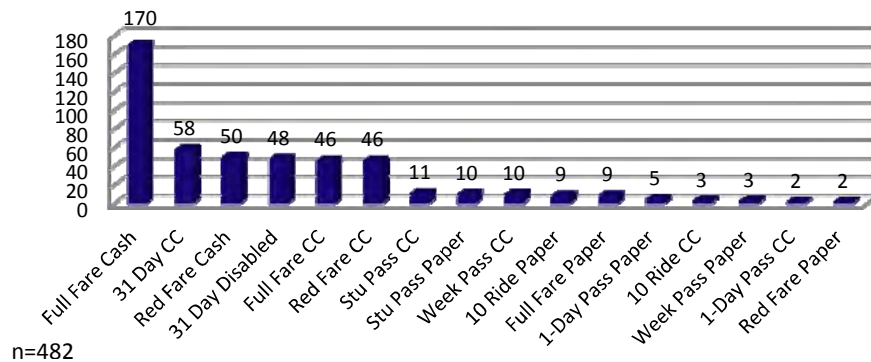
Where are you going now?



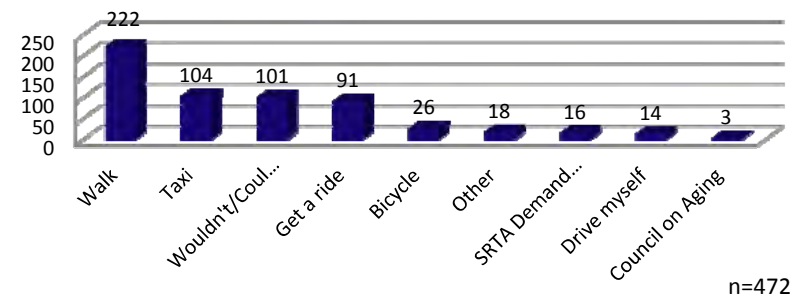
How will you get to your final destination when you get off the SRTA bus?



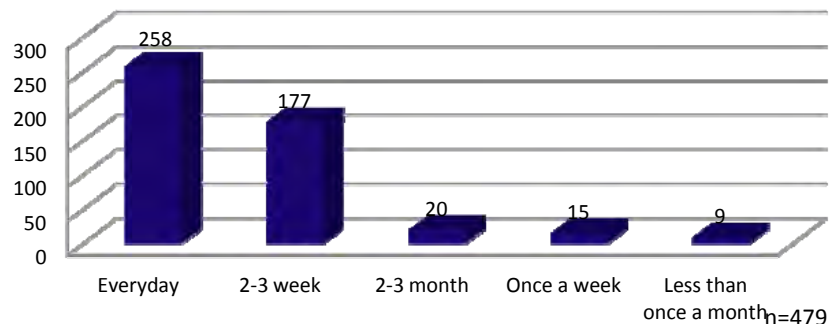
How did you (or will you) pay for this trip?



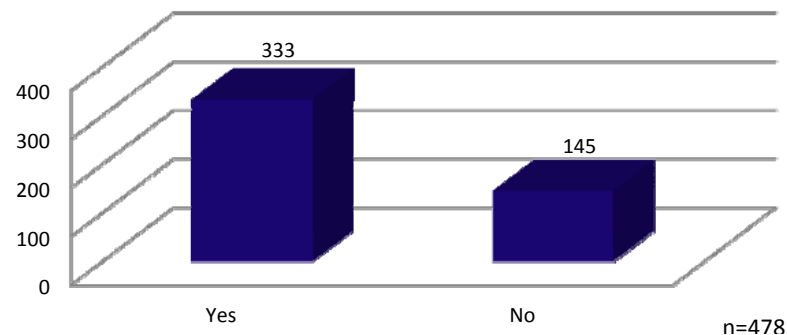
If the bus service did not exist, how would you make this trip?



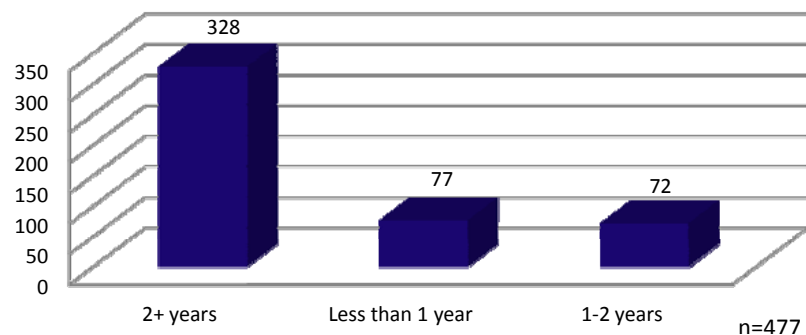
How often do you ride a SRTA bus?



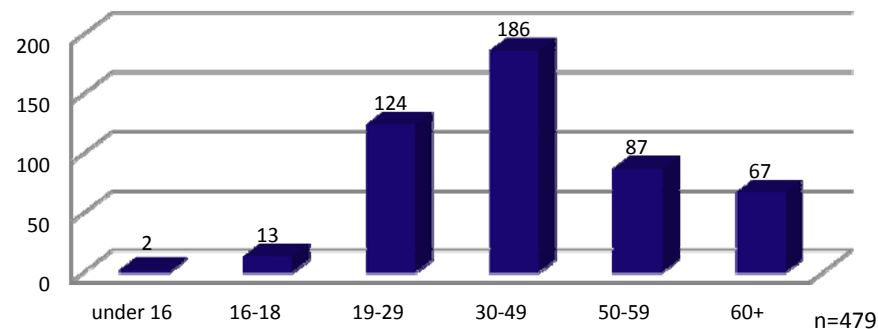
Do you have access to the internet?



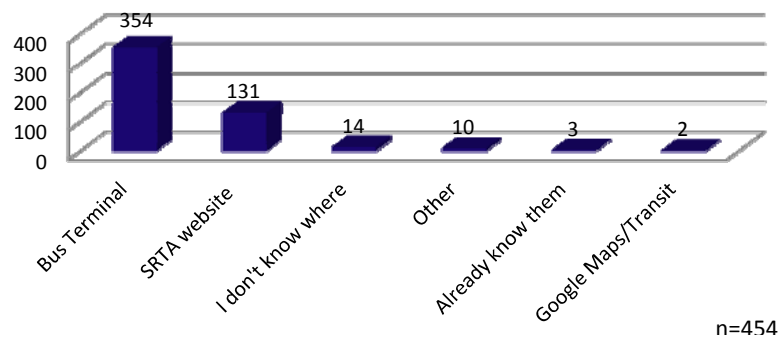
How long have you been riding SRTA buses?



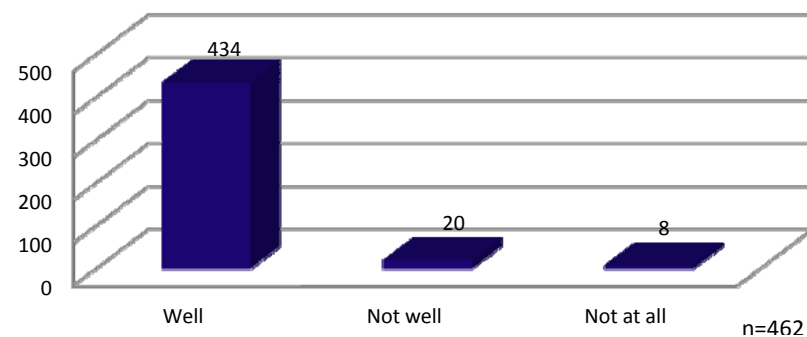
How old are you?



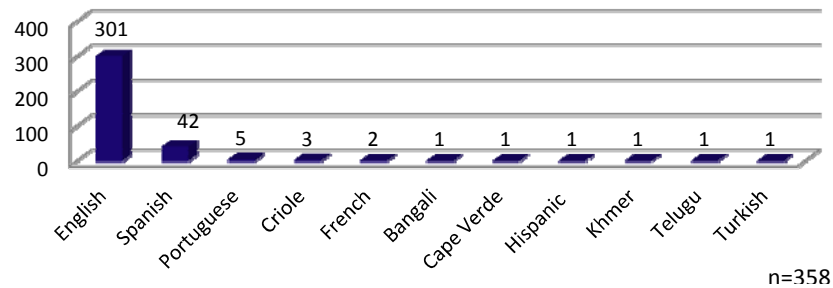
Where do you get your SRTA bus schedules?



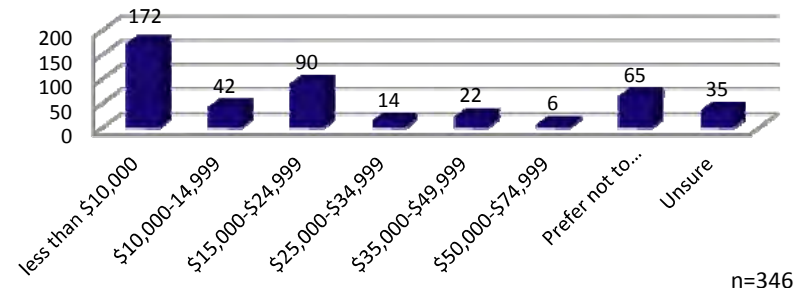
How well do you speak English?



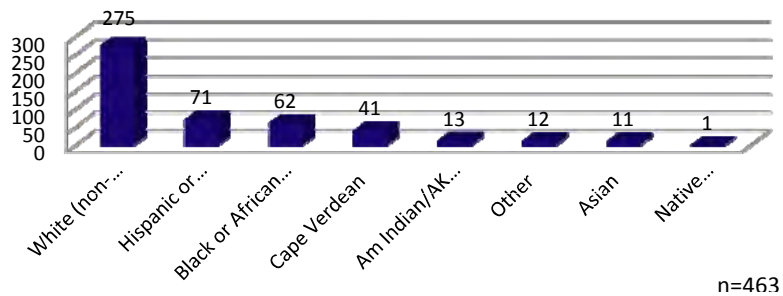
What language do you mostly speak at home?



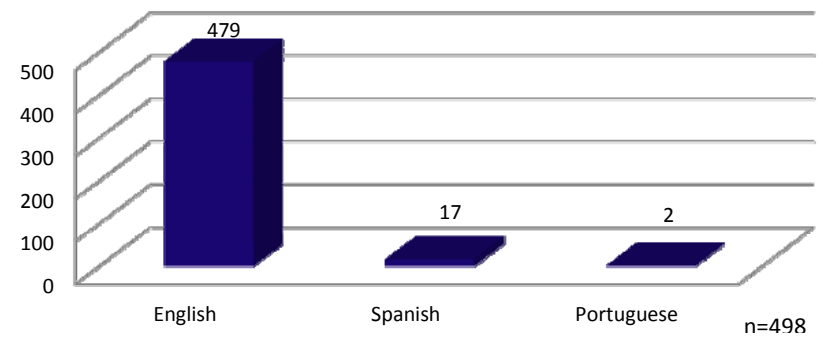
What was your total household income last year?



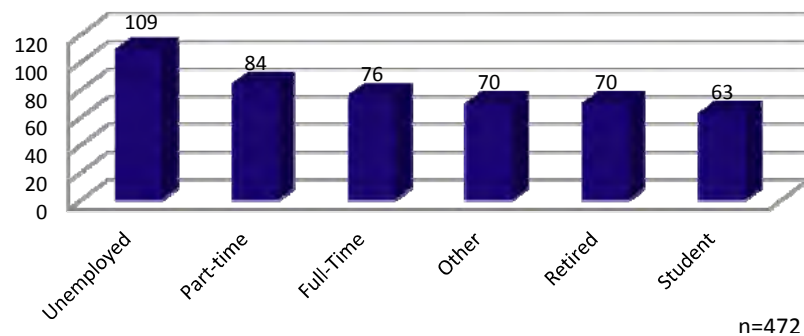
What racial or ethnic group do you identify with?



Language Survey was completed in:



What is your employment status?



Appendix C: Media Coverage

New Bedford Now

Words & Art for the Next Century

ABOUT NEW BEDFORD NOW

SRTA : A New Hope

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Posted on April 17, 2014 — [Leave a Comment](#)



Mos Eisley – the downtown New Bedford SRTA bus terminal

By Steven Froias // New Bedford Now ([info](#)) // Follow on [Facebook](#)//[Twitter](#)

NEW BEDFORD, MA - SRTA bus riders could be forgiven if they believed that after laying down the 10 Commandments the Lord next turned his attention to the New Bedford bus route schedule. They seem to have existed as is for a millennia, carved in stone and open to little interpretation.

Over many, many years the SRTA (Southeastern Regional Transit Authority) routes have only grudgingly admitted change. The addition of Market Basket to the 2 Lunds Corner and 11 Fairhaven is an outlier rather than the norm. More typical is the woeful 8 Mt. Pleasant still pulling up every day to an abandoned Shaw's supermarket at the end of its journey. Years have passed but the promise of full late evening service on all lines remains the Holy Grail of ridership in New Bedford and Sunday service nothing but a promised afterlife. That it will ever arrive at all is an article of faith for SRTA bus riders.

Insufficient funding is always cited as the devil in these details – but one can't help but think that institutional inertia also plays a part in the glacial pace of change at SRTA.

It's only within the last couple of years that SRTA has really begun conducting itself as a transportation agency operating in the 21st century. They have revamped their once useless website (www.srtabus.com) into a vessel which does carry a fair amount of actual information. And, they have established a social media presence on [Facebook](#) and [Twitter](#). Hopefully some savvy staffer will seize the opportunity to employ these tools to good benefit. Daily service updates; holiday schedule reminders; and frequent fare promotions would increase ridership and not incidentally help brand SRTA and tie the region together in a positive manner.

Unfortunately, a step forward in cyber-space has gone hand-in-hand with a step backward back in

Tweets

Follow



City of New Bedford

27 Aug

@NewBedford_MA

New Bedford Cultural Council Seeks Funding Proposals for Community-Oriented Arts, Humanities, and Interpretive...
fb.me/3iKoYVrmY

Retweeted by StevenFroias

Expand



Urban Initiative

27 Aug

@UrbanUMassD

.@MassEOHED announces matching grants for collaborative workspaces in #GatewayCities: mass.gov/hed/press-rele...

Retweeted by StevenFroias

Show Summary



AHA! NB

27 Aug

@AHANEWBEDFORD

Up Next! Festa, Fiesta, Fete: Celebrate NB Cultures
[#constantcontact](#)
conta.cc/1vmT94X

Retweeted by StevenFroias

Expand



Book Riot

27 Aug

@BookRiot

We need to change our culture's conversations about mental health. Here are a few books to get us started: ow.ly/ALQvJ

Retweeted by StevenFroias

Expand



StevenFroias

27 Aug

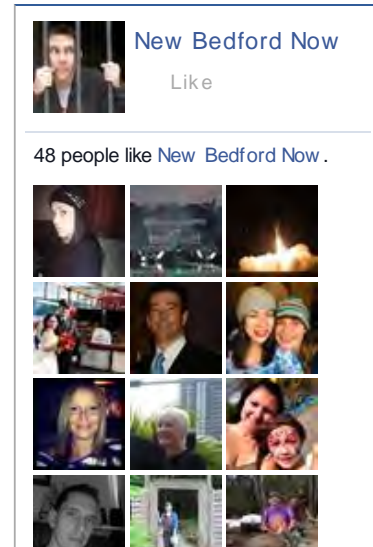
@NewBedfordNow

the real world. Their newly-designed individual route schedules represent a triumph of graphic design – for Microsoft Word 2.0 users – and an incomprehensible reverse from their previous all-in-one guides just when you can finally transfer among bus lines on one fare thanks to the introduction of the Charlie card.

And good luck collecting all the schedules you need because while SRTA may have introduced new ones they have maintained their old policy of not making them freely available in kiosks under the theory that riders will just take them and the home office will have to print up more. You must continue to queue up at the ticket window in the downtown SRTA bus station and ask nicely for one (and only one). But be prepared; you may be asked why you feel you need a schedule before you are grudgingly slid your sole route under the protective glass separating SRTA customer service representatives from the real world.

Patrons envy them the distance. They don't have to jockey for position in front of the frayed schedules Scotch-taped onto the windows with the traveling public at a bus terminal best described as an ashtray in [Mos Eisley](#) ("A wretched hive of scum and villainy" says the Jedi Knight beneath the pointless "No Smoking" sign...)

Nonetheless, for all its shortcomings, SRTA is an important part of the City of New Bedford that many fervently pray gets made better – and the sooner the better. Because workers who lack reliable transportation to their late-night or



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[SRTA : A New Hope](#)

[Demo on the Avenue](#)

[Berkshire Hathaway comes crashing down](#)

[Haskell Park and "The Genius of Place"](#)

early morning shifts at the city's waterfront fish-houses are being attacked walking home. And the exodus of medical services to Faunce Corner Road in North Dartmouth demands strengthening of the 10 Dartmouth line for health-challenged city residents. And because a great city needs to stay awake past 6:00 p.m. and go to work and church on Sundays.

So, that's why over 20 folks gathered in the Charles Ashley Room at New Bedford City Hall to attend a SRTA Comprehensive Service Assessment public meeting last Tuesday, April 8, 2014.

At the meeting, SRTA representatives presented a slate of proposed route changes that, they say, were the result of prodigious rider input. Lest we tar all bureaucracy with the same brush, let it be said that the two women who presented these findings and new proposals to the group were genuinely excited by and enthusiastic at the prospect of strengthening public transportation in New Bedford. Their presentation was thorough, professional and designed to elicit audience feedback – which it did. (A third woman from SRTA took copious notes. Two male SRTA reps who attended seemed to have no function except to prove that New Bedford remains stubbornly patriarchal and feels the need to send a couple of BSDs to an important meeting even if they are irrelevant.) So, cheers to the ladies, the only constructive criticism which can be said of them is that they did not begin the meeting by introducing themselves so we could commend them by name.

Anyway, we were informed that if the miraculous amount of adequate funding materializes from a variety of sources – federal, state, city, fare and perhaps your Aunt Fanny’s piggy bank – big changes could indeed be coming to SRTA in New Bedford.

Some changes were warmly embraced and others were fiercely challenged but all were minutely examined with eager anticipation.

The extension of the 8 Mt. Pleasant past Tarklin Hill Road down Church Street was welcomed while the demise of the North End shuttle brought little or no mourning. The amputation of the 6 Shawmut Avenue south of Rte. 6 was roundly condemned. And a near riot broke out when it was proposed that the Dartmouth line be dismembered and split into two. Also, the continued lack of service to the city’s South End beaches was seen as a black mark against 1 Fort Rodman.

Still, the possibility of a better ride beckoned and many seemed pleased by the genuine effort being undertaken to improve, expand and refine the SRTA experience. (You can review all the [proposed changes here](#).)

Unfortunately, NewBedfordNow.com can’t conclude this report.

It’s not only because last Tuesday’s community feedback will now be incorporated into final recommendations. It’s also not because it’s a story with no ending until the necessary funds arrive to enact any of these proposals. And it’s

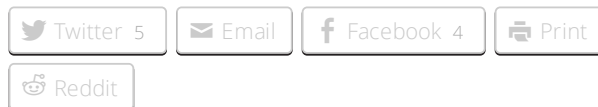
not because we'd like to hear what New Bedford's [Bus Riders United](#) has to say about the meeting.

It's because SRTA scheduled this meeting for 4 – 6:00 p.m. and our last ride out of Mos Eisley blasted off at 5:25 p.m.

Rather than throw SRTA under the bus, we'll just helpfully suggest that in the future they push back their community meetings by an hour so that they finish up before they shut down for the night.

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