



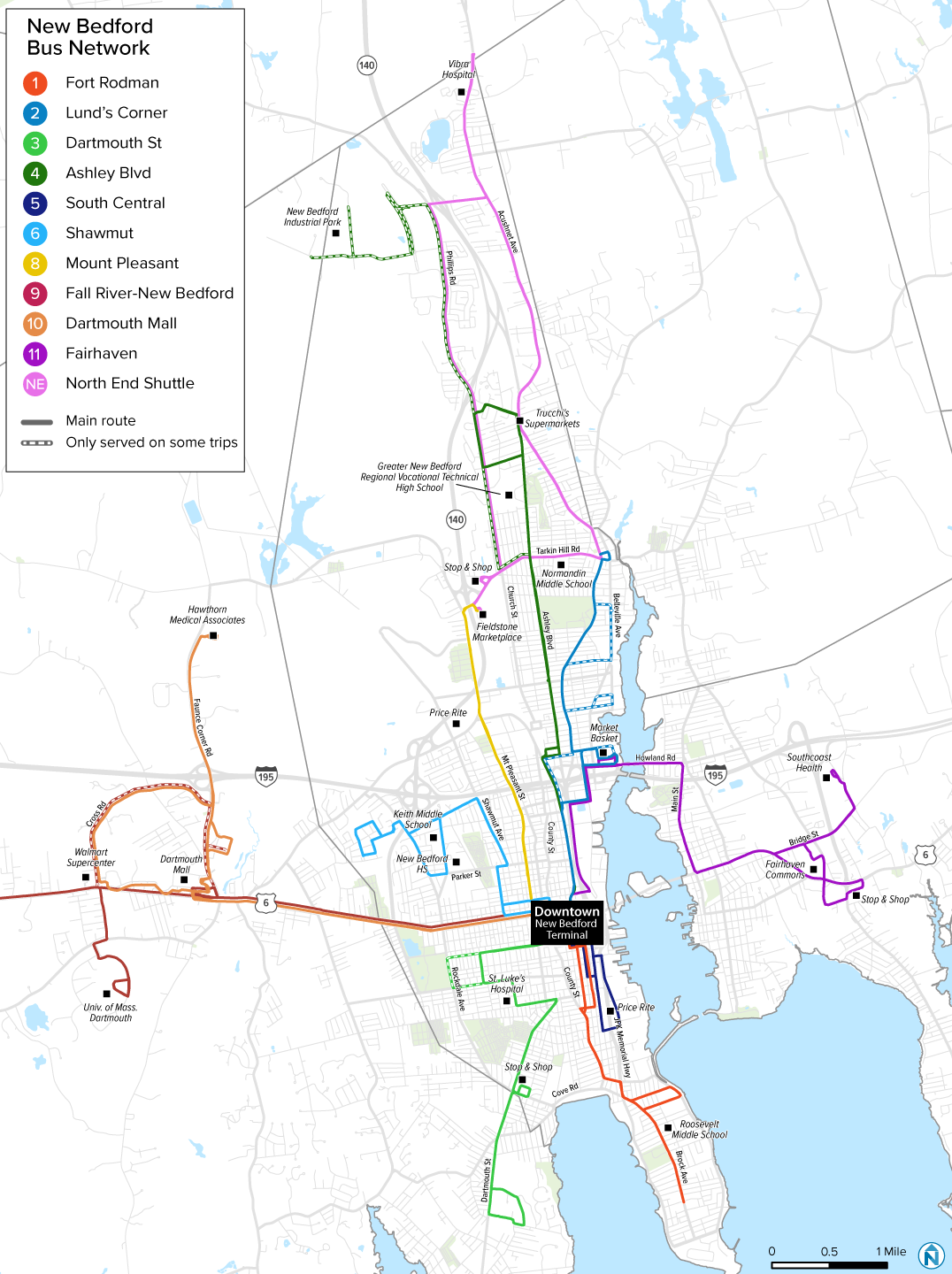
Draft Route and Service Changes

New Bedford Bus Service Evaluation

March 2023

- 1 Fort Rodman
- 2 Lund's Corner
- 3 Dartmouth St
- 4 Ashley Blvd
- 5 South Central
- 6 Shawmut
- 8 Mount Pleasant
- 9 Fall River-New Bedford
- 10 Dartmouth Mall
- 11 Fairhaven
- NE North End Shuttle

— Main route
- - - Only served on some trips



- 1 **Project Overview**
- 2 **Proposed Route Changes**
- 3 **Proposed Schedule Changes**
- 4 **Project Next Steps**

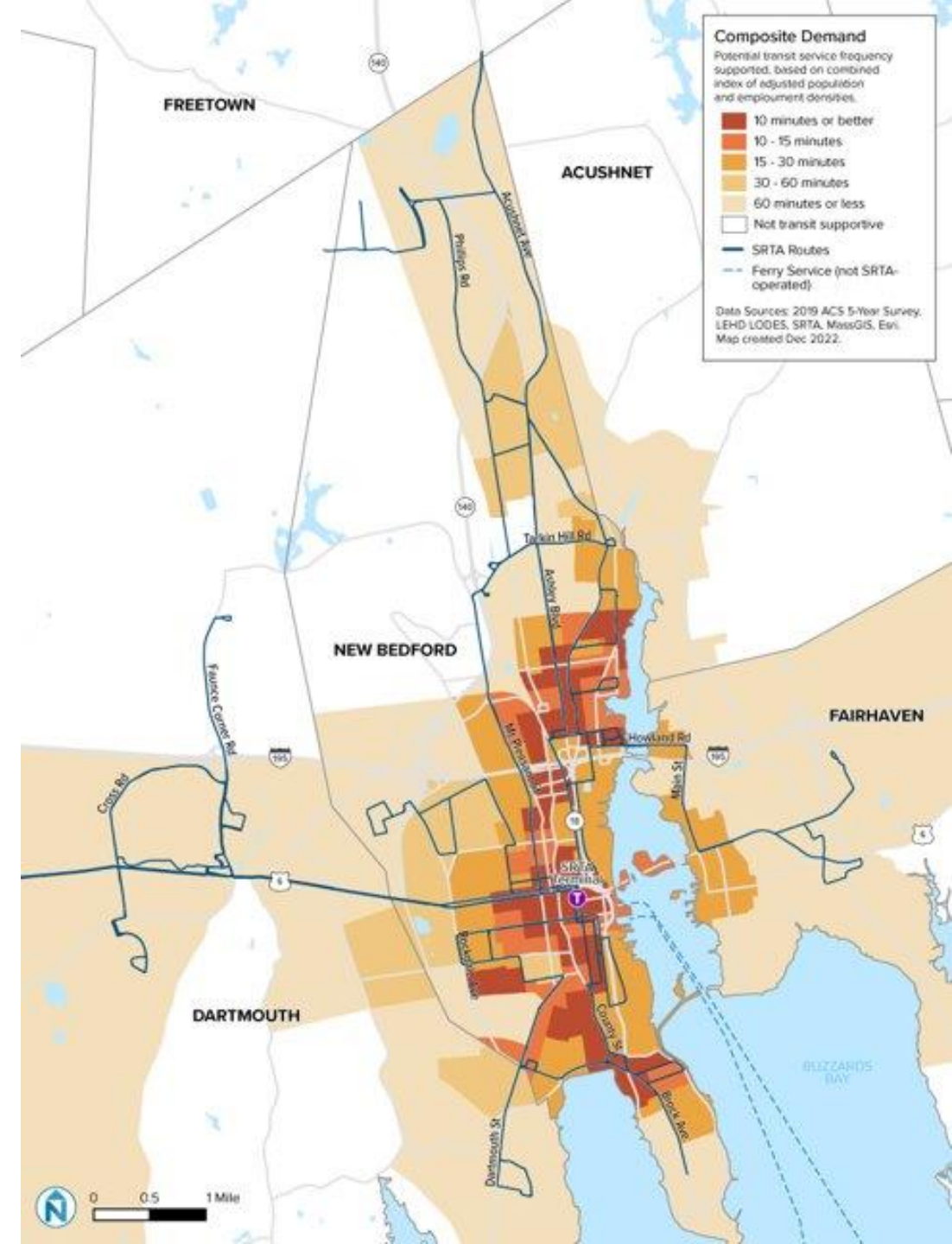
Project Overview

New Bedford Bus Service Evaluation

- SRTA is evaluating its New Bedford bus route network to better meet the needs of bus riders.
- In addition to better meeting customer needs, another goal of the service evaluation is to develop service and schedule options that can be implemented under a reduced-operating funds scenario if needed.
- A close review of rider needs will ensure any future reduction of service limits the impact to riders.
- Funding has not kept pace with rising costs of operating transit service. Reducing service is not SRTA's preferred approach to balancing the budget, as it can have profound effects on the lives of the people that rely on the transit system.

Project Schedule

- As part of the service evaluation, SRTA has completed a series of tasks to develop route and schedule changes including:
 - **Market and Route Analysis:** Understand the demand and need for transit service in New Bedford and review existing service, ridership, and service performance
 - **Public Outreach (January):** Determine what service improvements are most important to riders
 - **Route Design Workshop:** Develop initial proposals for route and schedule changes
- **Public Outreach (March):** Collect feedback on proposed route and schedule changes



Draft Route and Schedule Changes

- **Overview**

- Route Design Principles
- Proposed Route Changes
 - North End and Fairhaven
 - West End and Dartmouth
 - South End
- Proposed Schedule Changes
 - Option 1
 - Option 2

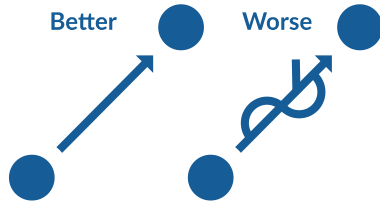
We want to hear from you!

- What do you like and dislike about the proposed route changes?
- What do you like and dislike about the proposed schedule changes (frequencies and spans)?
- Any other thoughts or questions?

Proposed Route Changes

Route Design Principles

The proposed route changes were developed based on community feedback and best practices for route design to ensure transit service remains efficient and reliable.



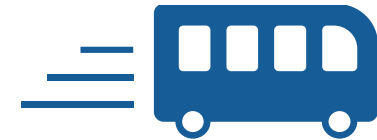
Direct and Simple

Simpler routes and fewer turns make service easier to use and understand.



Key Destinations

Transit service focused around destinations ensures service is where riders need it most and can help riders find their way more easily.

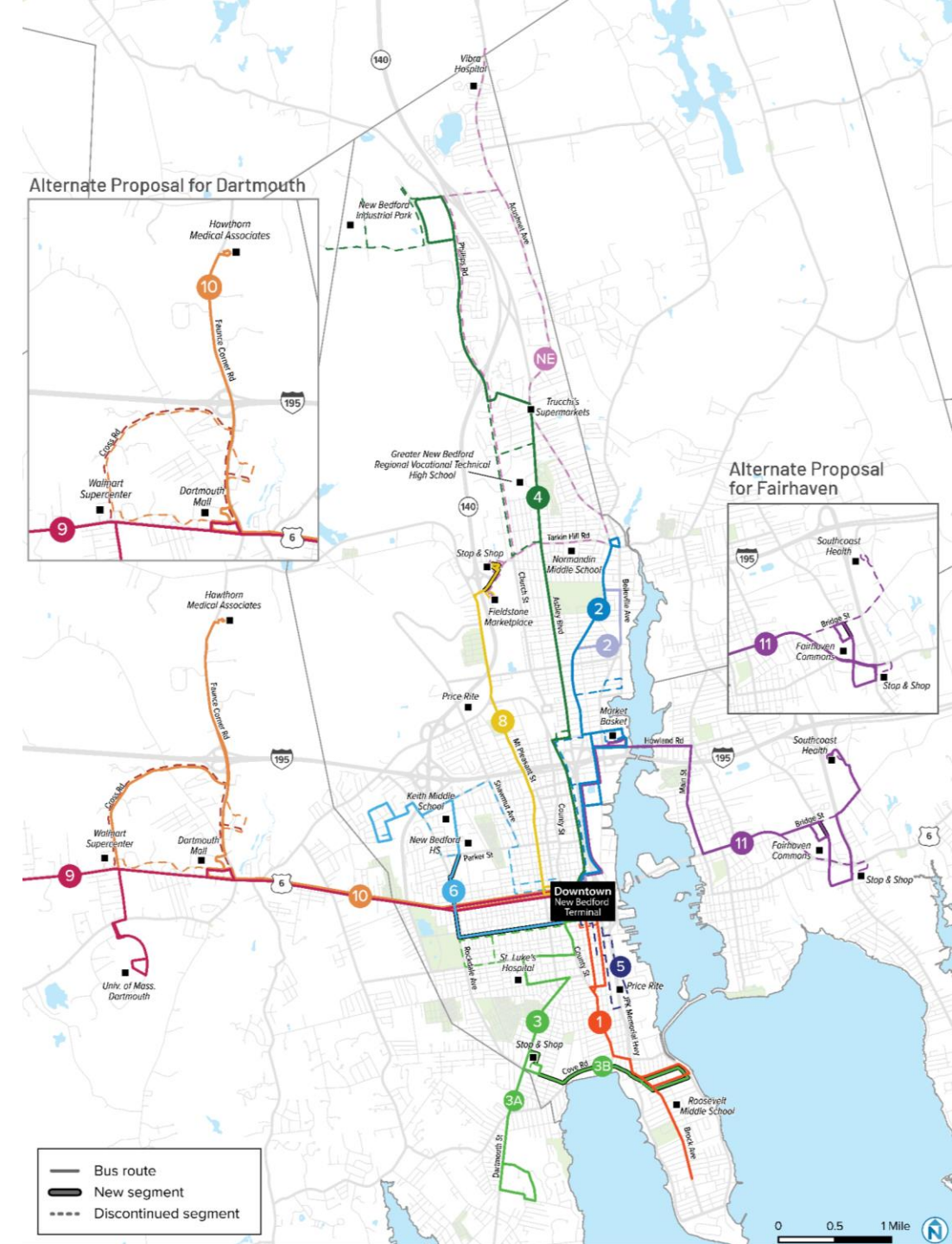


Faster Service

Service can be made faster by operating the bus on main roadways, removing closely spaced bus stops, and eliminating service patterns.

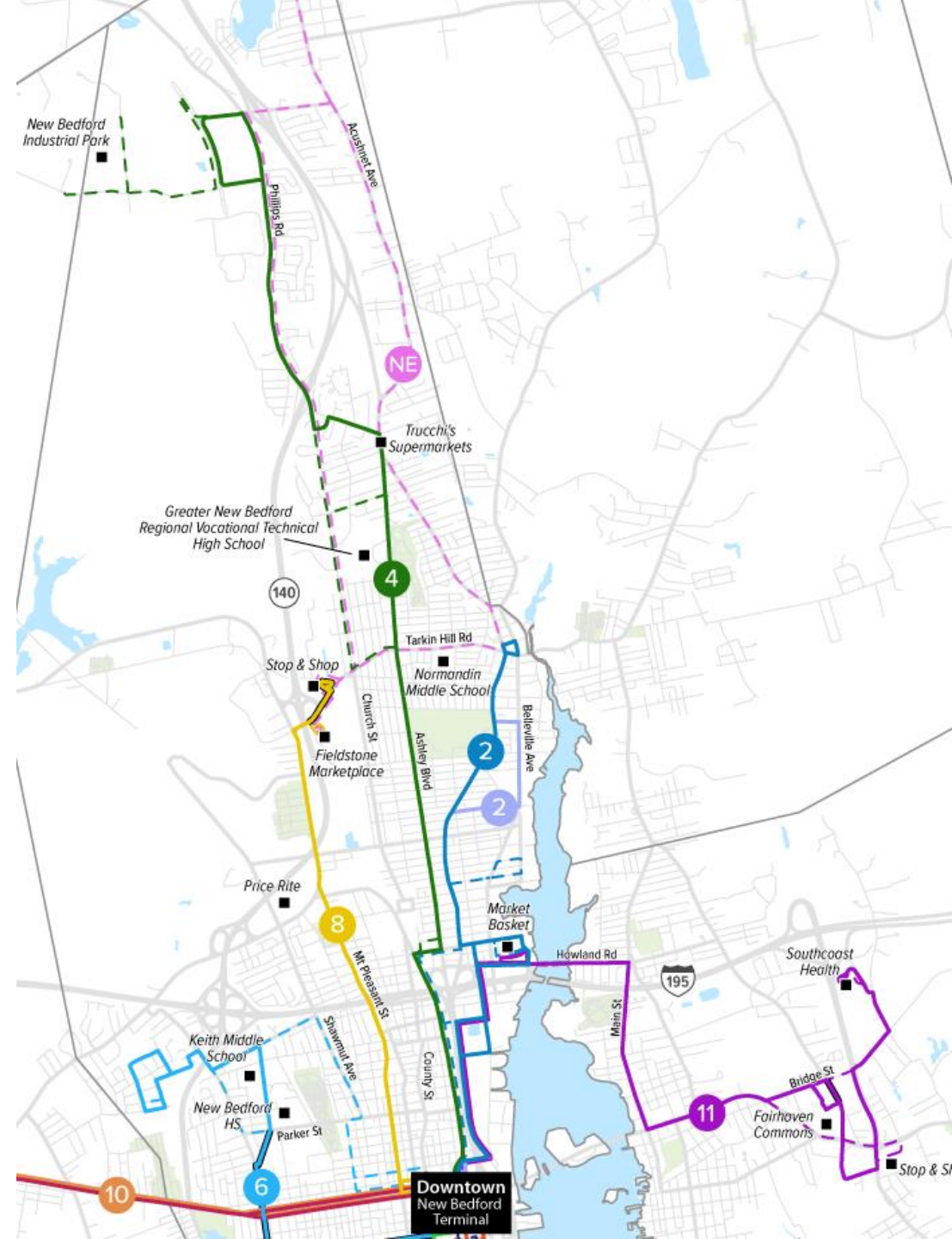
Proposed Route Changes

- The proposed New Bedford network consists of adjusting existing transit routes based on the route design principles and the needs of transit riders.
 - Providing direct and simple service by eliminating large loops, reducing the number of turns, and operating most routes on major roads.
 - Improving route efficiency by discontinuing service in areas with little ridership.
 - Improving neighborhood connectivity by providing more options along major travel corridors and at important destinations.



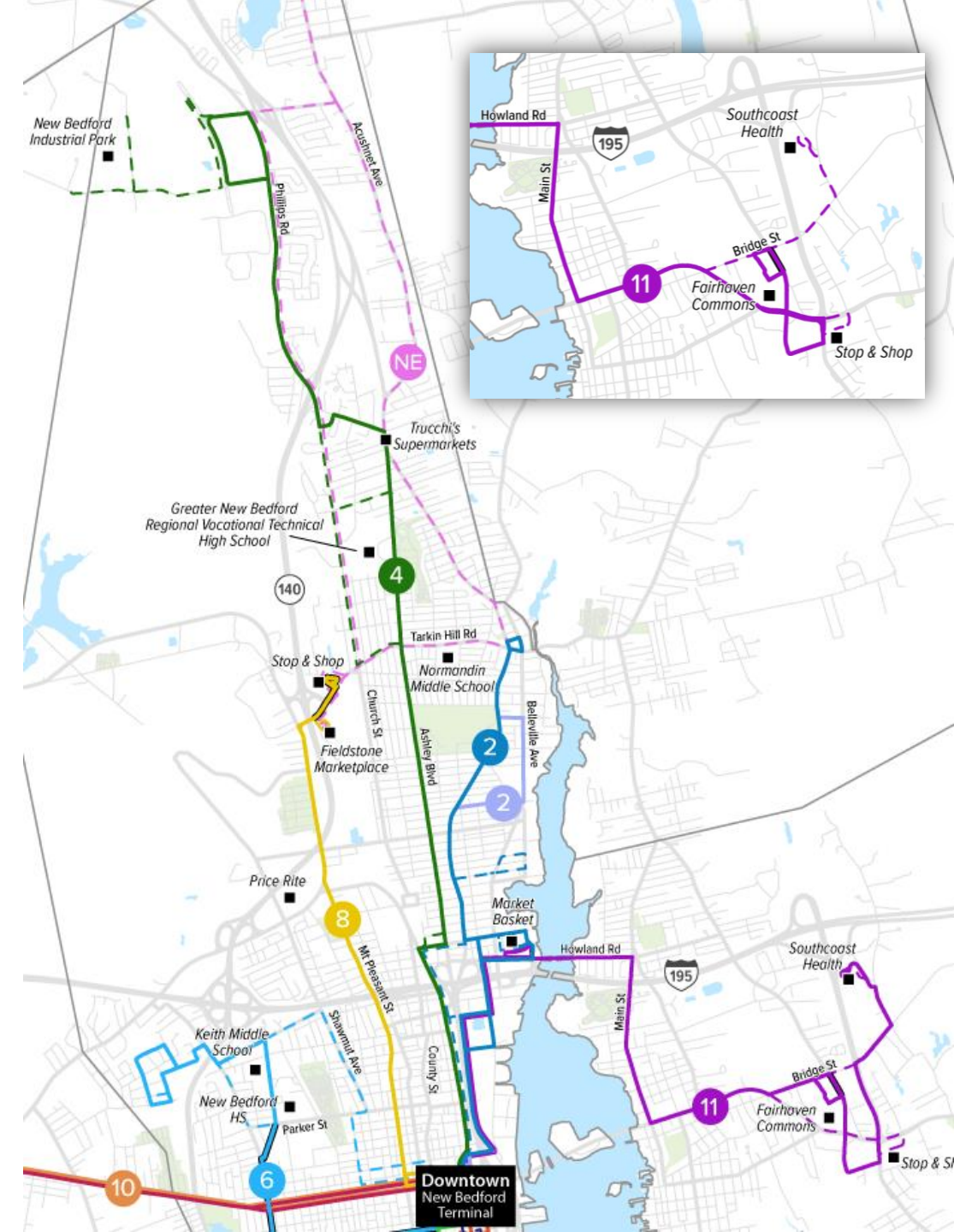
Proposed North End and Fairhaven Route Changes

- **NB2 Lund's Corner:** No proposed route changes. Route will continue operating from Downtown to Lund's Corner via Market Basket
- **NB4 Ashley Blvd:** Extend route to New Bedford Business Park every trip via Phillips Road, Industrial Park Road, and Duchaine Boulevard
 - New endpoint at New Bedford RMV
- **NB8 Mount Pleasant:** Extend route to Stop & Shop via Kings Highway/Tarkiln Hill Road



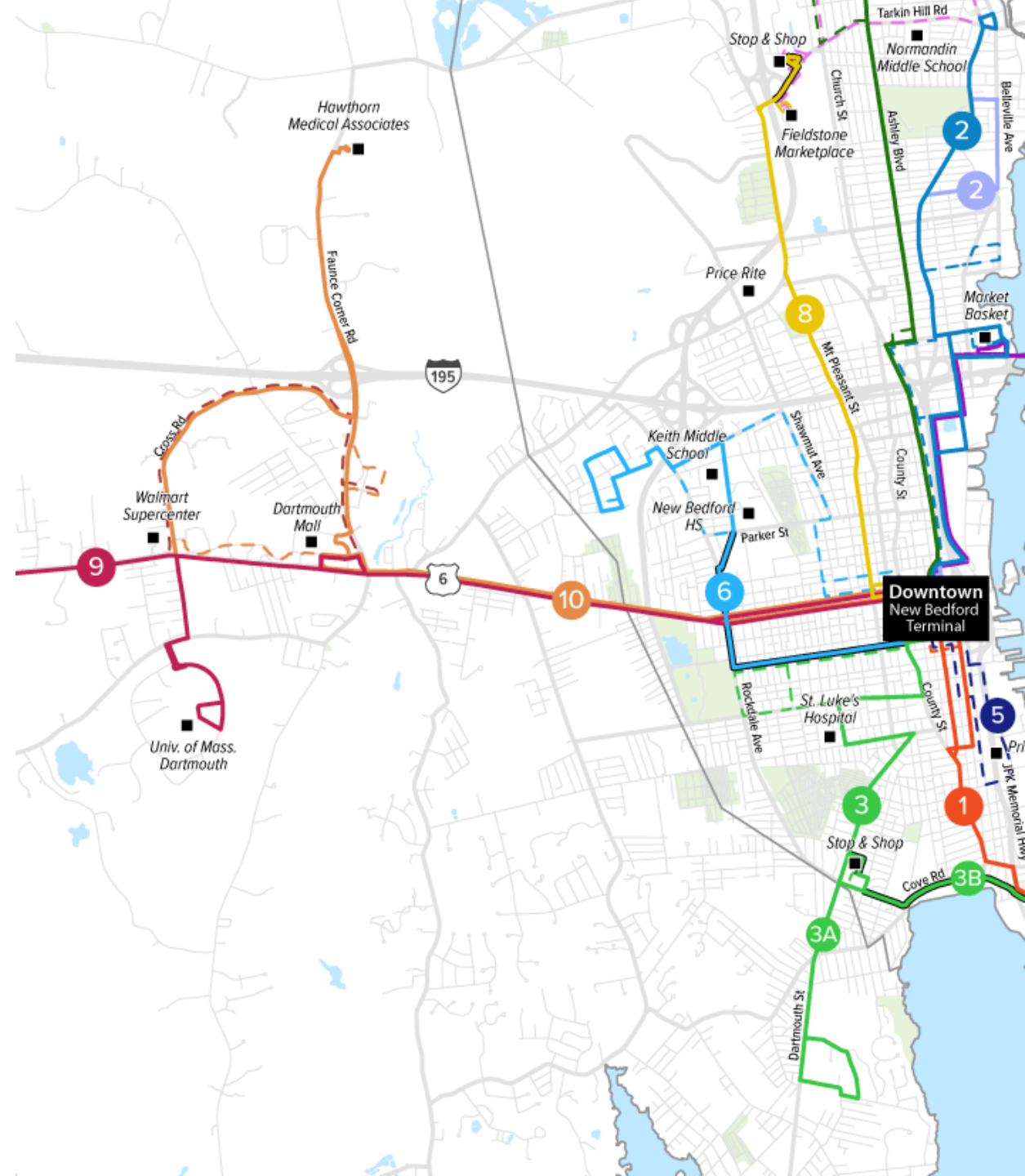
Proposed North End and Fairhaven Route Changes

- **NB11 Fairhaven:** Operate route to Southcoast Health via Bridge Street, Alden Road, Alden Road, David A. Drown Boulevard, and Sconticut Neck Road
 - Directly serve Walmart entrance during inbound and outbound trips. Discontinue direct service to Stop & Shop entrance
- **NB11 Fairhaven (Alternate):** Operate route to Walmart via Huttleston Avenue, Alden Road, David A. Drown Boulevard, and Sconticut Neck Road
 - Discontinue service to Southcoast Health
 - New endpoint at Walmart



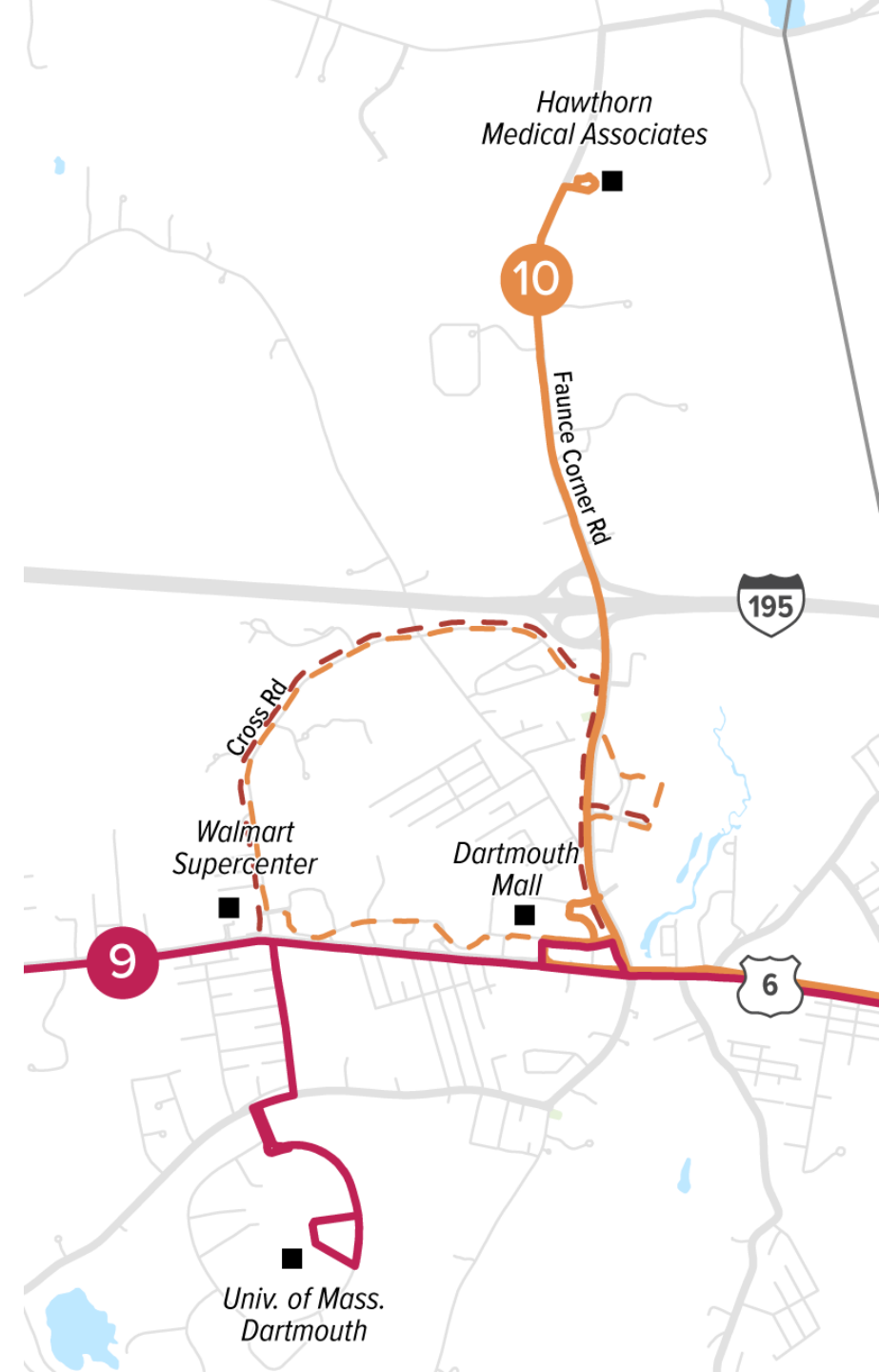
Proposed West End and Dartmouth

- **NB6 Shawmut:** Shift route from Mill/Hillman Street and Union Street to Hathaway Boulevard and Rockdale Avenue
- **NB9 Intercity:** Discontinue service at night that operates along Faunce Corner Mall Road and Cross Road
- **NB10 Dartmouth:** Shift route along mall frontage road to Rt.6 before serving Dartmouth Mall. Discontinue direct service to Kohl's and Lowe's



Proposed West End and Dartmouth Route Changes

- **NB10 Dartmouth (Alternate):** Operate route to Hawthorn Medical via Dartmouth Mall and discontinue service to Dartmouth Walmart and Cross Road
 - Discontinue direct service to Kohl's and Lowe's



Proposed South End Changes

- **NB1 Fort Rodman:** No proposed route changes. Route will continue operating from Downtown to UMass SMAST via Tripp Towers
- **NB3 Dartmouth St:** Shift route from Union Street and Rotch Street to County Street and Hawthorn Street
 - Continue operating route to Big Value Plaza via Stop & Shop on every other trip
 - Operate other half of trips to Tripp Towers via Cove Road
- **NB5 South Central:** Discontinue Route



Proposed Schedule Changes

Proposed Schedule Changes

- **Option 1:** Buses operate service earlier in the morning and later in the evening on weekdays and on Saturdays, while decreasing frequencies or keeping frequencies similar to existing service.
- **Option 2:** Buses operate more frequently and reduce wait times, while service spans are shorter or similar to existing service.



Frequency

how often the buses come and go



Span

how early or late buses operate

Proposed Schedule Changes: Option 1

- Summary of major changes:
 - Service later into the night: Most buses arrive every 60 minutes with service from 6AM to 9PM
 - Few routes run every 20-30 minutes with service from 6AM to 9PM
 - On Saturdays, most buses arrive every 60 minutes with service from 6AM to 8PM
 - Route NB5 discontinued
 - Route NB21 discontinued

| | |
|---|-------------------|
|  | Bus every 20 min. |
|  | Bus every 30 min. |
|  | Bus every 40 min. |
|  | Bus every 60 min. |

| Route | | Existing | Option 1 | Option 2 |
|---|-----|---|---|---|
|  1 Fort Rodman | M-F |  5:20AM-9:20PM |  5:20AM-9:20PM |  5:20AM-8:00PM |
| | Sat |  6:40AM-6:00PM |  6:00AM-8:00PM |  6:40AM-6:00PM |
|  2 Lund's Corner | M-F |  5:40AM-9:40PM |  5:40AM-9:40PM |  5:40AM-8:00PM |
| | Sat |  6:50AM-6:35PM |  6:00AM-8:00PM |  6:50AM-8:35PM |
|  3 Dartmouth St | M-F |  6:35AM-6:00PM |  6:00AM-9:00PM |  6:00AM-6:00PM |
| | Sat |  7:40AM-5:31PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  4 Ashley Blvd | M-F |  5:40AM-8:56PM |  6:00AM-9:00PM |  6:00AM-6:00PM |
| | Sat |  7:45AM-5:56PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  5 South Central | M-F |  6:50AM-5:06PM | Discontinued | Discontinued |
| | Sat |  8:00AM-5:16PM | Discontinued | Discontinued |
|  6 Shawmut | M-F |  6:10AM-5:45PM |  6:00AM-9:00PM |  6:00AM-6:00PM |
| | Sat |  7:20AM-4:55PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  8 Mt Pleasant | M-F |  6:45AM-6:01PM |  6:00AM-9:00PM |  6:00AM-6:00PM |
| | Sat |  8:05AM-5:11PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  9 Intercity | M-F |  6:00AM-9:51PM |  6:00AM-9:00PM |  6:00AM-6:00PM |
| | Sat |  8:00AM-7:55PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  10 Dartmouth Mall | M-F |  6:45AM-6:45PM |  6:00AM-9:00PM |  6:00AM-6:00PM |
| | Sat |  9:30AM-6:30PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  11 Fairhaven | M-F |  6:35AM-6:12PM |  6:00AM-9:00PM |  6:00AM-6:00PM |
| | Sat |  7:55AM-5:25PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  North End Shuttle | M-F |  9:05AM-5:01PM | Discontinued | Discontinued |
| | Sat |  9:05AM-4:55PM | Discontinued | Discontinued |

Proposed Schedule Changes: Option 2

- Summary of major changes:
 - More frequent service: Most buses arrive every 20-30 min with service from 6AM until 6PM or 8PM on weekdays and Saturdays
 - Few routes run every 60 min and with service from 6AM to 6PM on weekdays and Saturdays.
 - Route NB5 discontinued
 - Route NB21 discontinued

| | |
|---|-------------------|
|  | Bus every 20 min. |
|  | Bus every 30 min. |
|  | Bus every 40 min. |
|  | Bus every 60 min. |

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| | Sat |  9:30AM-6:30PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
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| | Sat |  7:55AM-5:25PM |  6:00AM-8:00PM |  7:00AM-6:00PM |
|  NE North End Shuttle | M-F |  9:05AM-5:01PM | Discontinued | Discontinued |
| | Sat |  9:05AM-4:55PM | Discontinued | Discontinued |

Project Next Steps

Next Steps



Provide your feedback on the proposed route and schedule changes...

- In-person at the New Bedford Bus Terminal on Thursday, March 30th (9AM – 12PM)
 - New Bedford Market Basket (1PM – 2PM)
 - Dartmouth Mall (2:30PM – 3:30PM)
- Online at SRTA's New Bedford Bus Service Evaluation project webpage:
<https://www.srtabus.com/new-bedford-bus-service-evaluation/>



Thank you!

Shayne Trimbell

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