

# Route 210 – Dartmouth Mall: Service Change Proposal

July 2023

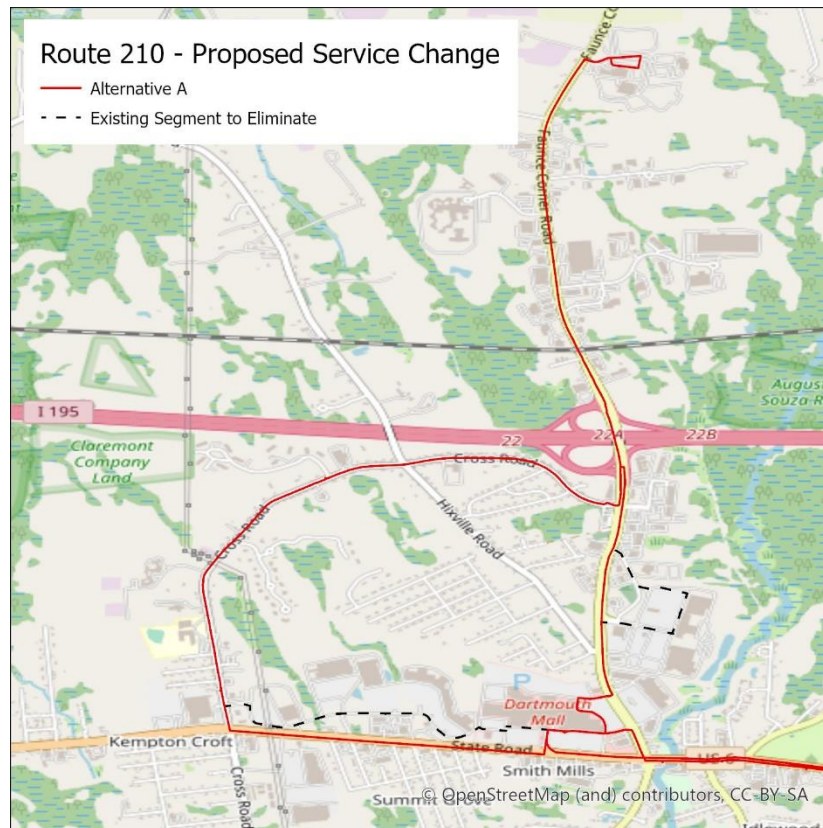
## I. Description

Route 210 Dartmouth Mall is a local route that connects Downtown New Bedford and the town of Dartmouth via Route 6. Route 210 Dartmouth Mall provides service to multiple employment, medical, and shopping centers in Dartmouth, including the Dartmouth Mall shopping center, Dartmouth Walmart, Shaw's, and Hawthorn Medical Associates. The loop in Dartmouth also serves a subsidized housing community. The route operates every 60 minutes from approximately 5:45 AM to 6:45 PM on weekdays, and from 9:30 AM to 6:30 PM on Saturdays.

The route struggles with on-time performance and is challenged by several route segments that add time to the schedule yet generate little ridership. These segments include service to the Kohl's Plaza and along Frontage Road near the Dartmouth Mall complex.

## II. Proposed Changes

The proposed change for Route 210 is to eliminate service to the Kohl's Plaza on Faunce Corner Rd and remain on Faunce Corner Rd. Additionally, the proposal eliminates the segment on Frontage Rd between Cross Rd and the Dartmouth Mall shelter; service will be realigned to US Route 6 and will enter the Dartmouth Mall via the Route 6 entrance and continue to east to serve the shelter. From this point, the route will return to the New Bedford Terminal via the current alignment.



### III. Title VI Equity Analysis

A Title VI Equity Analysis is required by the SRTA Title VI Program whenever a service change will result in a change of more than 25% of the revenue mileage for the route. Both alternatives exceed the 25% threshold and warrant an equity analysis. The parameters for a Title VI equity analysis is described in Chapter 8 to the 2022 SRTA Title VI Program and evaluates two factors: the effects of the change on racial minority groups and the effects of the change on low-income populations. In both measures, the effects are measured against the current conditions by establishing a baseline for racial minorities and low-income populations. If the affected population is more than 60% of the total, the change is determined to have an adverse impact.

The proposal reduces weekday revenue miles from 191.0 to 177.8, a 7% reduction; the Saturday revenue miles go from 132.2 to 129.2, a 2% reduction. The realignment does not meet the criteria for a Major Service Change and does not require a Title VI Equity Analysis.

### IV. Discussion

Route 210 struggles with on-time performance, mostly due to the route alignment. The deviation from Faunce Corner Rd to serve the Kohl's Plaza, as well as the alignment along Frontage Rd add time to each trip, but do not demonstrate consistent ridership patterns to warrant the time needed for service. Decreasing the total travel time for the outbound and inbound patterns is paramount, as the current time exceeds sixty-minutes, however is inconsistent due to traffic around the Dartmouth Mall. This is most noticed along Frontage Rd where the bus has to travel very slowly to safely navigate the roadway; several stop signs, speed bumps, and pedestrian crossings add to the travel time. Realigning from Frontage Rd to Route 6 will alleviate the delays of Frontage Rd and produce more consistent travel times.

### V. Public Input

### VI. Recommendation

