

# Route 9 - Intercity: Service Change Proposal

July 2023

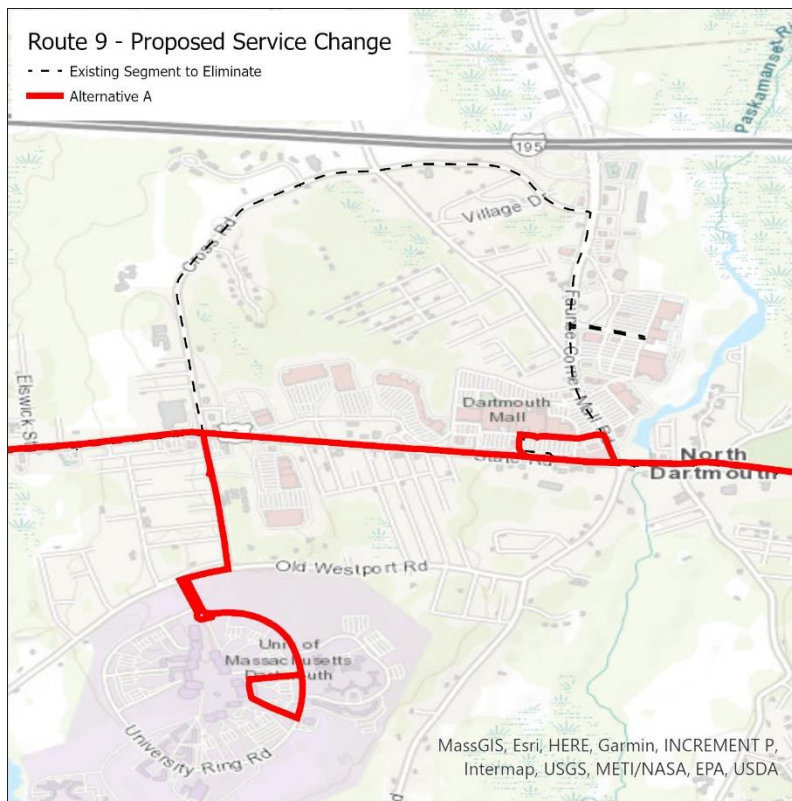
## I. Description

Route 9 Intercity is a local and regional route that connects New Bedford and Fall River via US Route 6. On trips originating in Fall River, Route 9 deviates from Route 6 to loop on Cross Road and Faunce Corner Mall Road around Dartmouth Mall. For trips originating in New Bedford, the route only serves this loop during hours where Route NB10 Dartmouth Mall is not operating. Route 9 operates from 6 AM to 9 PM on weekdays, every 30 minutes during the day and every 60 minutes before 10 AM and after 6 PM. On Saturdays, Route 9 operates from 8 AM to 8 PM every 60 minutes. Ridership to Fall River peaks at 9 AM, while ridership to New Bedford peaks in early afternoon.

Route 9 has the highest ridership of SRTA New Bedford routes with approximately 800 average daily boardings. Dartmouth Mall and UMass Dartmouth are the most popular destinations on this route aside from the two transit terminals. Route 9 carries approximately 17 passengers per trip, the highest in the New Bedford system as well. Ridership is relatively consistent on trips throughout the day.

## II. Proposed Changes

The service change proposal eliminates service on Faunce Corner Road north of the Dartmouth Mall and eliminates service on Cross Road. The route will remain on the daytime alignment for the duration of the service day.



### 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 service proposal reduces weekday revenue mileage from 817.9 to 802.9, a 2% reduction; and reduces Saturday revenue mileage from 390.6 to 384.0, a 2% reduction. The reduction in revenue miles does not meet the threshold for a Title VI Equity Analysis.

### IV. Discussion

The stops on Cross Road and at the Ann and Hope Plaza on Faunce Corner Road are rarely used with an average of less than one boarding per day. The deviated alignment adds five minutes to the trip time and makes the service and schedule more challenging to understand for SRTA customers. Eliminating the deviation will impact customers; low ridership is not zero ridership and for the few people that do use the service on occasion, this change will create an inconvenience. The impact is minimal, and the improvement in travel time reliability and schedule readability will benefit many more customers than it displaces.

### V. Public Input

### VI. Recommendation