



# Fall River Bus Service Evaluation Final Report

Southeastern Regional Transit Authority

January 2023

**N NELSON**  
NYGAARD



# Table of Contents

1. Overview .....	page 3
2. Market Analysis .....	page 5
3. Route Analysis .....	page 16
4. Proposed Alignment Changes.....	page 27
5. Service Scenarios .....	page 33
6. Public Engagement .....	page 43
7. Conclusion .....	page 61





# Overview

# Introduction

## PROJECT OVERVIEW

The Fall River Bus Service Evaluation is a comprehensive operational analysis (COA) of the Southeastern Regional Transit Authority (SRTA)'s Fall River bus network. SRTA operates eleven routes that originate from downtown Fall River, MA, and this study is the first time since 2014 that SRTA is completing a comprehensive evaluation of the entire Fall River network. The purpose of this study is to make recommendations to match SRTA's Fall River fixed-route service with the changing demand for transit, by adjusting routes and schedules to better meet the needs of bus riders.

In addition, state and local funding sources that provide a large portion of the fixed-route operating budget are not keeping pace with the rising costs of providing service. Budget projections for the coming years suggest fixed-route service will need to be reduced to match available funding. 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. The objective of this comprehensive operational analysis is to develop service scenarios for Fall River that can be implemented under a reduced-operating funds scenario that limit the extent of service cuts and do the least harm to the communities served by transit. The final sections of this report also explore the level of transit service needed to fully meet the needs of Fall River residents, which would require additional funding above what is provided today.

## STUDY COMPONENTS

The following chapters detail the components of the Fall River Bus Service Evaluation, conducted from July 2022 to January 2023:

- **Chapter 2: Market Analysis** – An analysis of transit markets defined according to population, employment, and socioeconomic characteristics as well as activity centers and commute patterns.
- **Chapter 3: Route Analysis** – Evaluation of existing transit services, service performance, and network ridership trends.
- **Chapter 4: Proposed Alignment Changes** – Based on the market and route analyses and public engagement results, a proposed network of alignment changes to make routes more direct and easier to use.
- **Chapter 5: Service Scenarios** – Two scenarios for frequency and span of service levels for the proposed network under reduced funding constraints, as well as additional service improvements that would be needed to fully meet transit demand in Fall River.
- **Chapter 6: Public Engagement** – Two rounds of public engagement conducted during the project timeline, the first to understand how riders are currently using SRTA's bus service and what changes they would like to see, and the second to collect feedback regarding proposed route and schedule changes.



# **Market Analysis**

# Introduction

## SRTA FALL RIVER CONTEXT

The SRTA service area covers New Bedford, Fall River, and surrounding communities. One intercity route connects New Bedford and Fall River, with local routes serving each community signified by NB and FR designations before the route numbers, respectively. There is additional transit service connecting with Providence, Rhode Island provided by RIPTA. This market analysis looks specifically at Fall River and its neighboring communities of Swansea, Somerset, and Freetown, and the FR routes that serve them.

## PURPOSE OF MARKET ANALYSIS

The market analysis aims to provide a picture of the underlying demand and need for transit service in Fall River. This analysis includes looking at local demographics and density, travel flows, and key trip generators in the study area to understand where current and potential transit riders live, work, and travel to, and how that compares to current transit access.

The findings from the market analysis will inform service scenarios to design a network that maximizes positive impacts and minimizes negative impacts to the areas most supportive of transit service.

## METHODOLOGY

The market analysis consists of three key pieces, a demographic and employment analysis, a travel flows analysis, and identification of key trip generators.

The demographic and employment analysis uses 2019 ACS data to understand where people live and work in the SRTA service area and to identify key socioeconomic characteristics of transit riders and residents. The travel flows analysis uses 2019 Census Longitudinal Employer-Household Dynamics data to analyze where people are commuting to and from within the SRTA service area. Finally, the market analysis identifies key trip generators to understand specific locations where people may travel to and from for daily activities.

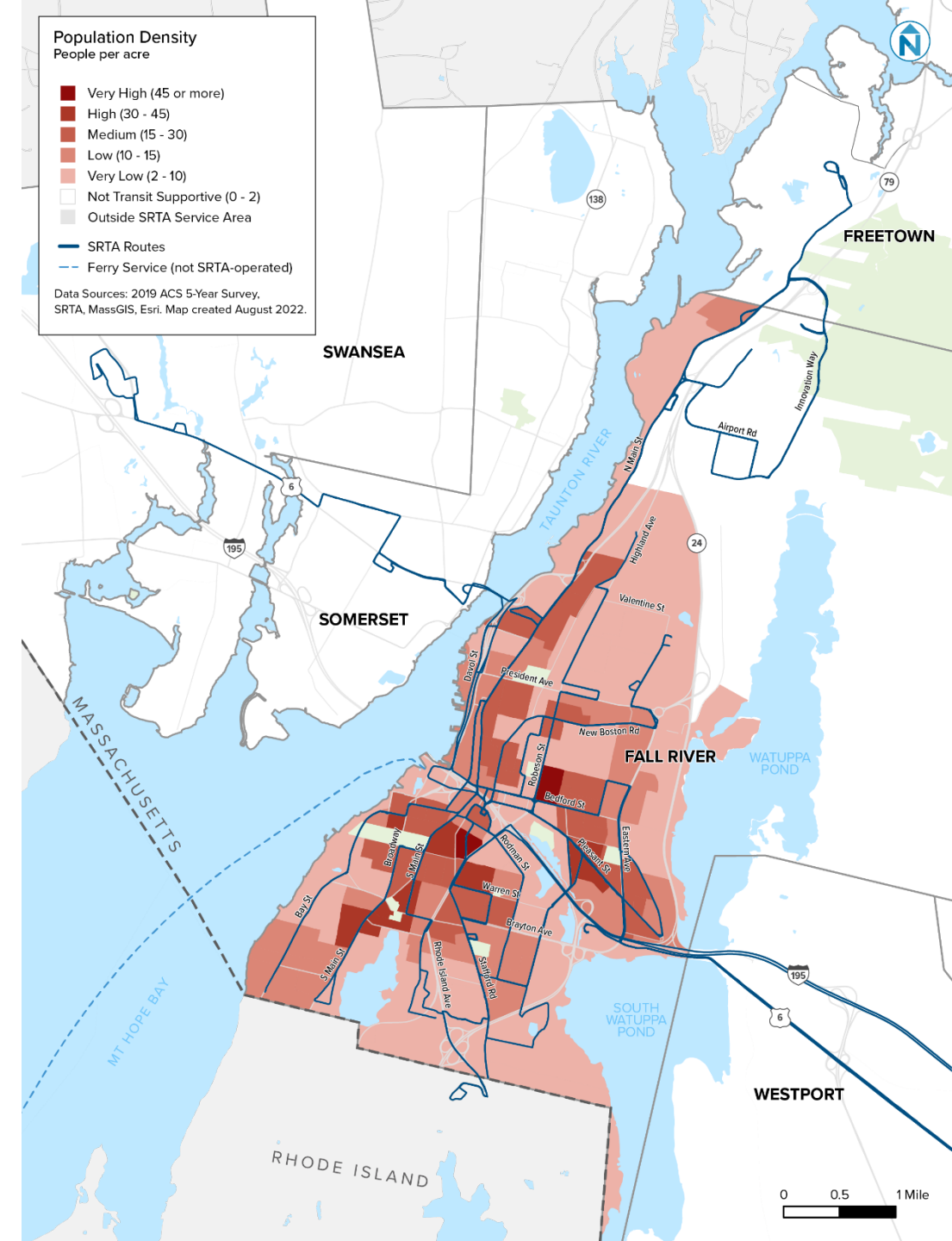
# Transit Demand Analysis

## POPULATION DENSITY

Population density is an important indicator for transit demand, since effective transit systems require people living within walking distance to transit stops. Fall River is a relatively dense city, with the areas closer to downtown with moderate density or higher. Neighborhoods that have high to very high population density and are strong markets for transit services include:

- The South End: along S Main St, Broadway, and Plymouth Ave
- The North End: along N Main St, near Bedford St/Robeson St
- East of downtown in the Flint neighborhood

Density is significantly lower in suburban and rural areas, east of Route 24 and west of the Taunton River. There may be small pockets of density in Swansea and Somerset that are obscured by the geographic area of the block groups, though overall they are not as transit supportive.



# Transit Demand Analysis

## TRANSIT PROPENSITY FACTOR

In addition to population density, socioeconomic characteristics of a population influence propensity towards using transit. Many population groups, often those historically and currently marginalized, rely on transit more than the general public. In order to plan transit equitably, transit agencies should focus investments on areas with high populations of these communities. The Transit Propensity Adjustment helps to highlight and prioritize those populations

The project team used 2019 ACS 5-Year Estimates to determine the relative propensity of socioeconomic groups to take transit in Fall River at the block group level. Data on mode of travel to work by race and ethnicity, nativity, poverty status, and vehicles available was compared with the overall demographics of Fall River to create a transit propensity adjustment factor. The table to the right shows the relative likelihood of a demographic group to use transit compared to the overall population. For example, the transit propensity adjustment factor of 4.16 for people without a vehicle means that those with no vehicles are 4.16 times more likely to take transit than the general population.

Values greater than 1.0 indicate groups that use transit more than the overall population, and values less than 1.0 indicate groups that use transit less than the overall population. In Fall River, residents that identify as Black and African American or Asian are most likely to generate transit trips. Residents that are foreign-born, below the poverty level, and/or with no vehicle available are also more likely to generate transit trips.

Socioeconomic Group	Transit Propensity Adjustment Factor
<i>Race and Ethnicity</i>	
White, not Hispanic or Latino	0.64
Black or African American	4.36
Asian	2.19
Hispanic or Latino	1.71
Other Race or Two or More Races	2.05
<i>Nativity</i>	
Native born	0.93
Foreign born	1.25
<i>Poverty Status</i>	
Below 150 percent of the poverty level	2.20
At or above 150 percent of the poverty level	0.81
<i>Vehicles Available</i>	
No vehicle available	4.16
1 vehicle available	1.69
2+ vehicles available	0.41

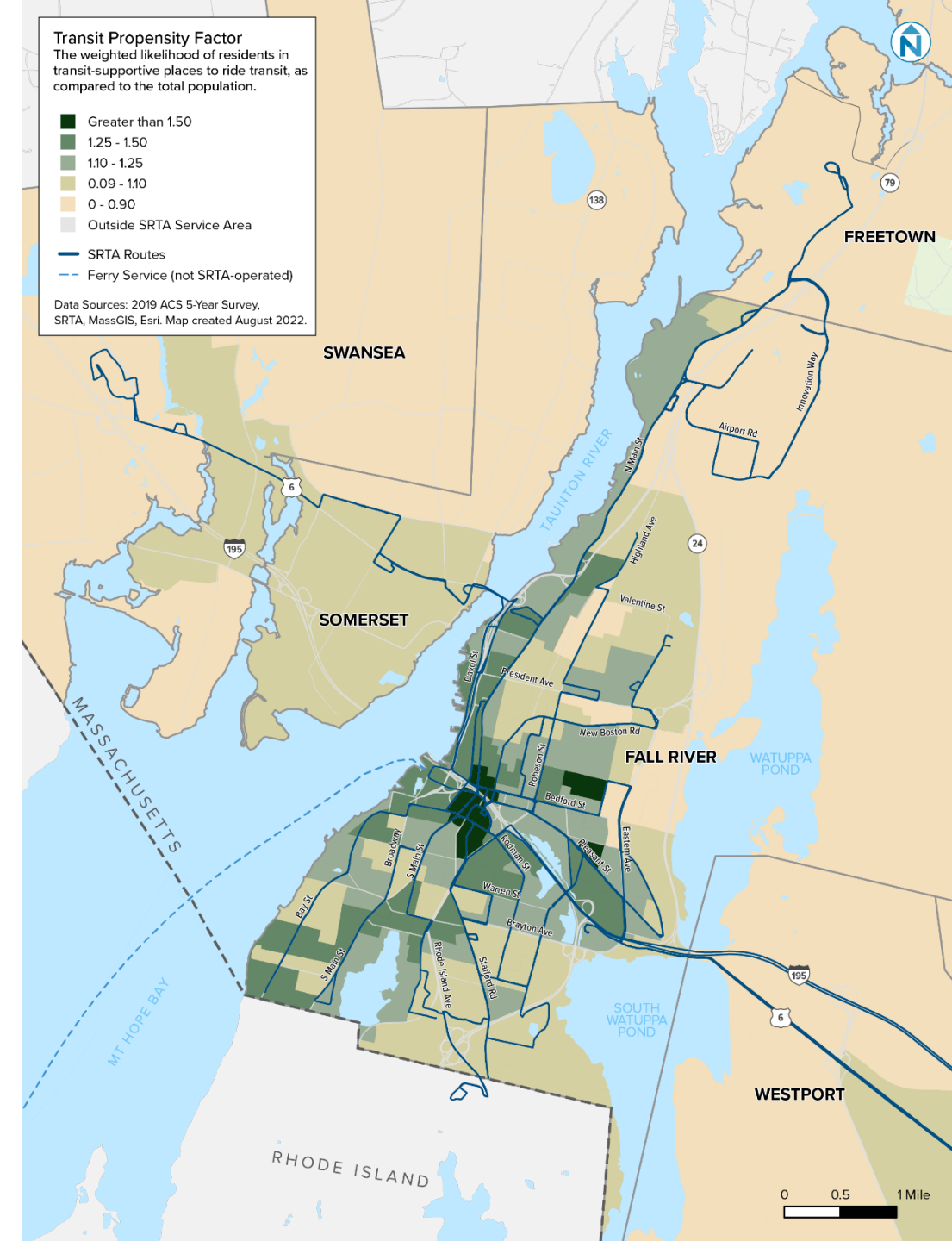
# Transit Demand Analysis

## TRANSIT PROPENSITY FACTOR

The transit propensity factor was calculated at the block group level for the SRTA service area. Using the Fall River propensity factor for the entire service area ensured that the less transit-inclined demographics in the surrounding towns did not overwhelm differences within Fall River.

Transit propensity is high throughout the city, especially downtown. Residents living downtown, in the Corky Row District, and along Locust Street have the highest transit propensity, and the transit propensity factor is still high in much of the core of Fall River.

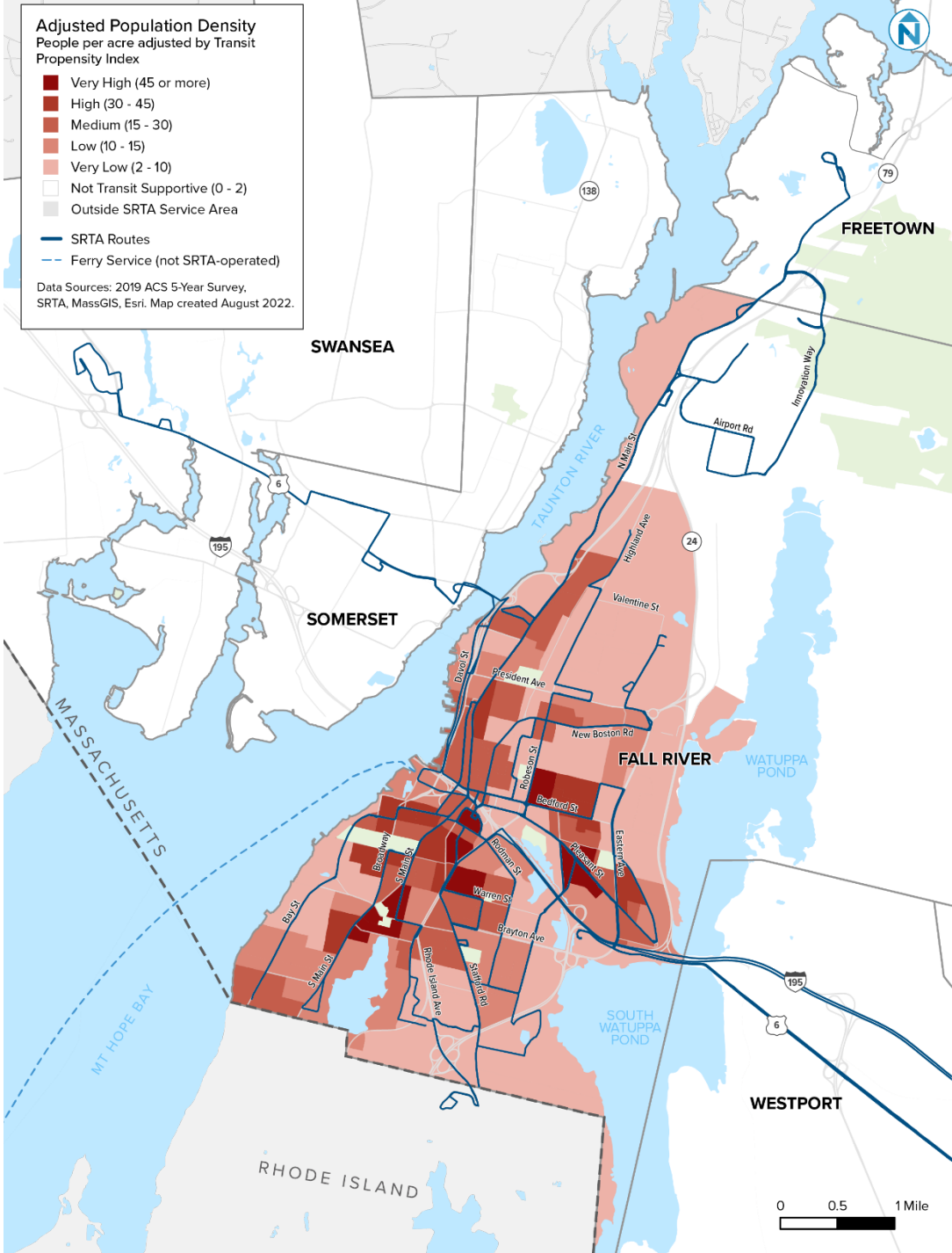
Outlying areas of Fall River, Freetown, and Swansea having transit propensity below 1, indicating a population that is less likely to ride transit.



# Transit Demand Analysis

## ADJUSTED POPULATION DENSITY

Adjusted Population Density is the population density weighted by the Transit Propensity Factor, with the factor calculated earlier applied to the demographics of each block group. The adjusted population density in Fall River is geographically similar to the non-adjusted population density, indicating transit-using populations are already living in denser areas of the city. Some areas with higher propensity factors, such as southern Somerset, still have a non-transit supported adjusted population density, due to the overall lower density.

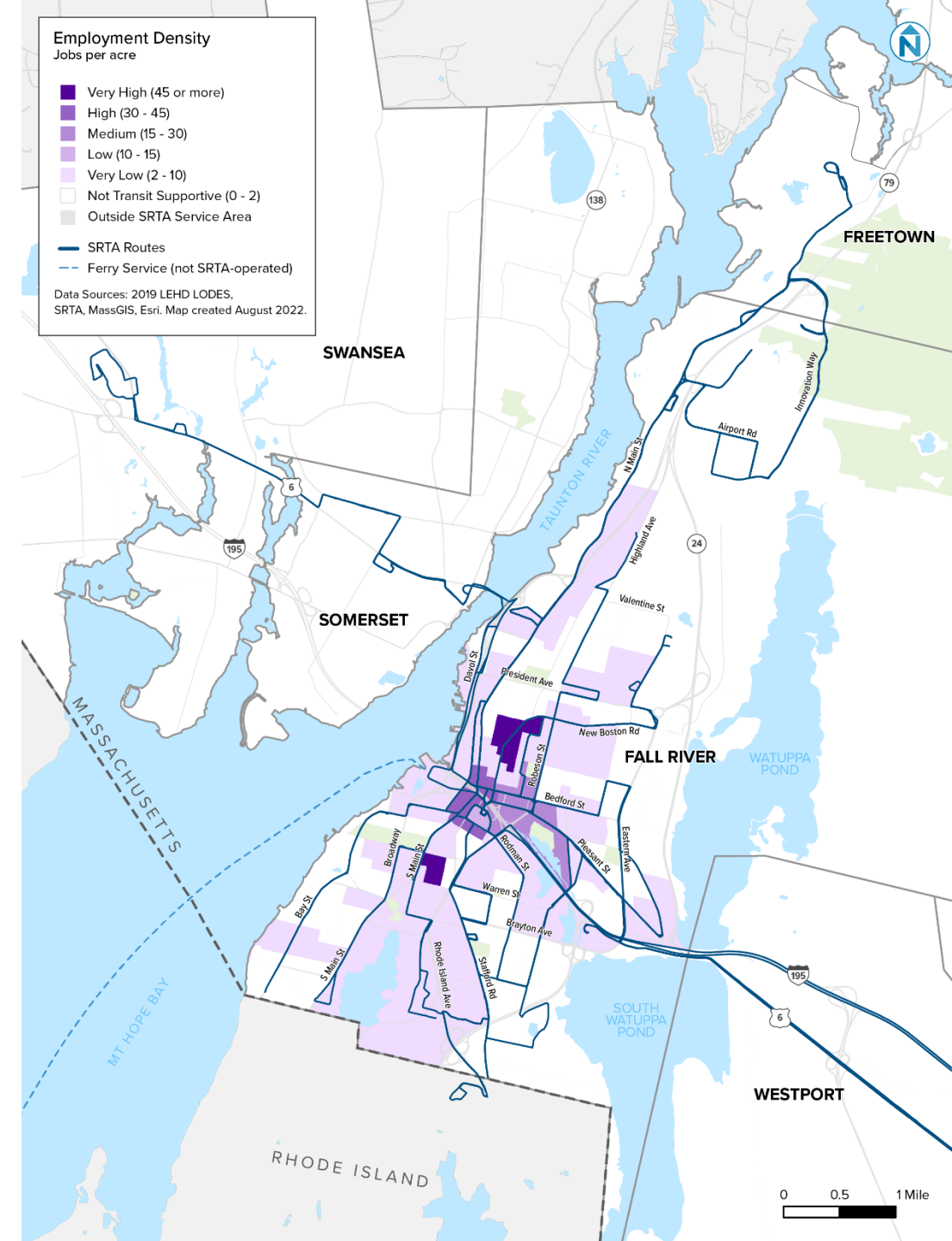


# Transit Demand Analysis

## EMPLOYMENT DENSITY

Employment density provides a strong indication of transit demand by people traveling to work, as well as to the services that these jobs provide. Analyzing employment density shows both the transit demand generated by the employee traveling to the job and by any customers, clients, or visitors to the job sites. Job density by block group data comes from the 2019 LEHD Origin-Destination Employment Statistics (LODES).

Employment density is concentrated in Downtown Fall River, near Saint Anne's Hospital, and near Charlton Memorial Hospital. There is also higher employment density along several major corridors, including Main Street, Plymouth Avenue, High Street, Pleasant Street, and Bedford Street.

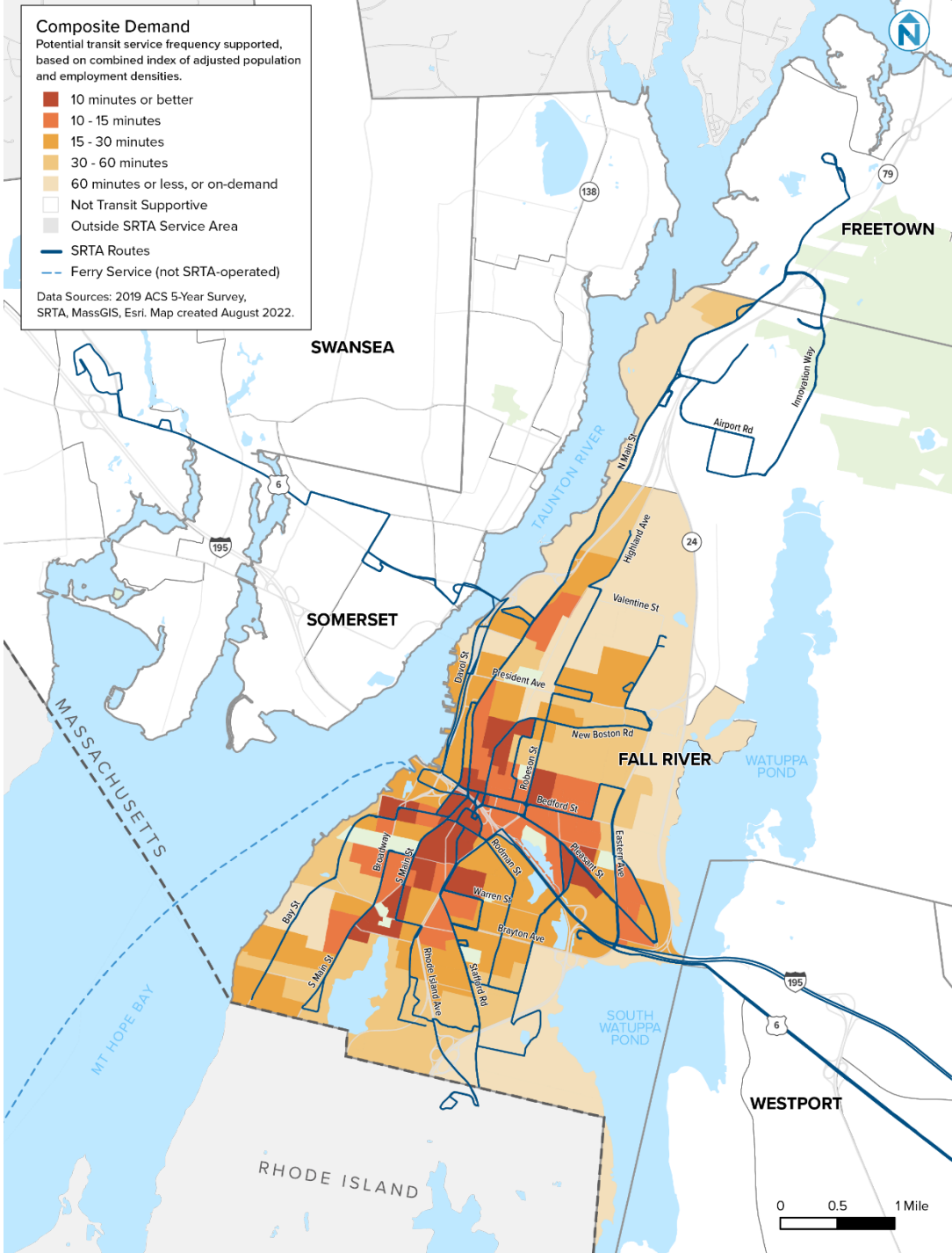
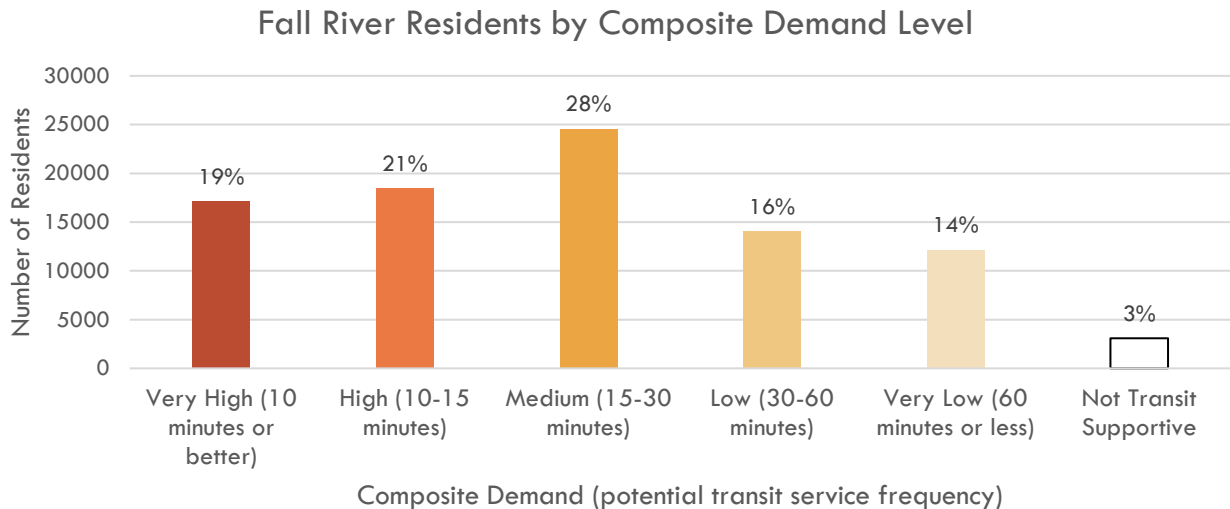


# Transit Demand Analysis

## COMPOSITE DEMAND

Combining the adjusted population density and employment density creates Composite Demand, showing the level of transit service supported by a certain area based on multiple intersecting factors. This indicated where demand for transit is greatest, and where to focus transit investments. Areas in Fall River that are supportive of frequent service are generally consistent with the adjusted population density, such as along Main Street, Pleasant Street, Plymouth Avenue, and Bedford Street.

Currently, no SRTA routes in Fall River run more frequently than every 30 minutes. However, **40% of Fall River residents live in block groups that would support transit service with at least 15-minute frequencies.** Almost 70% of residents live in block groups that should be served by transit that comes at least every 30 minutes.



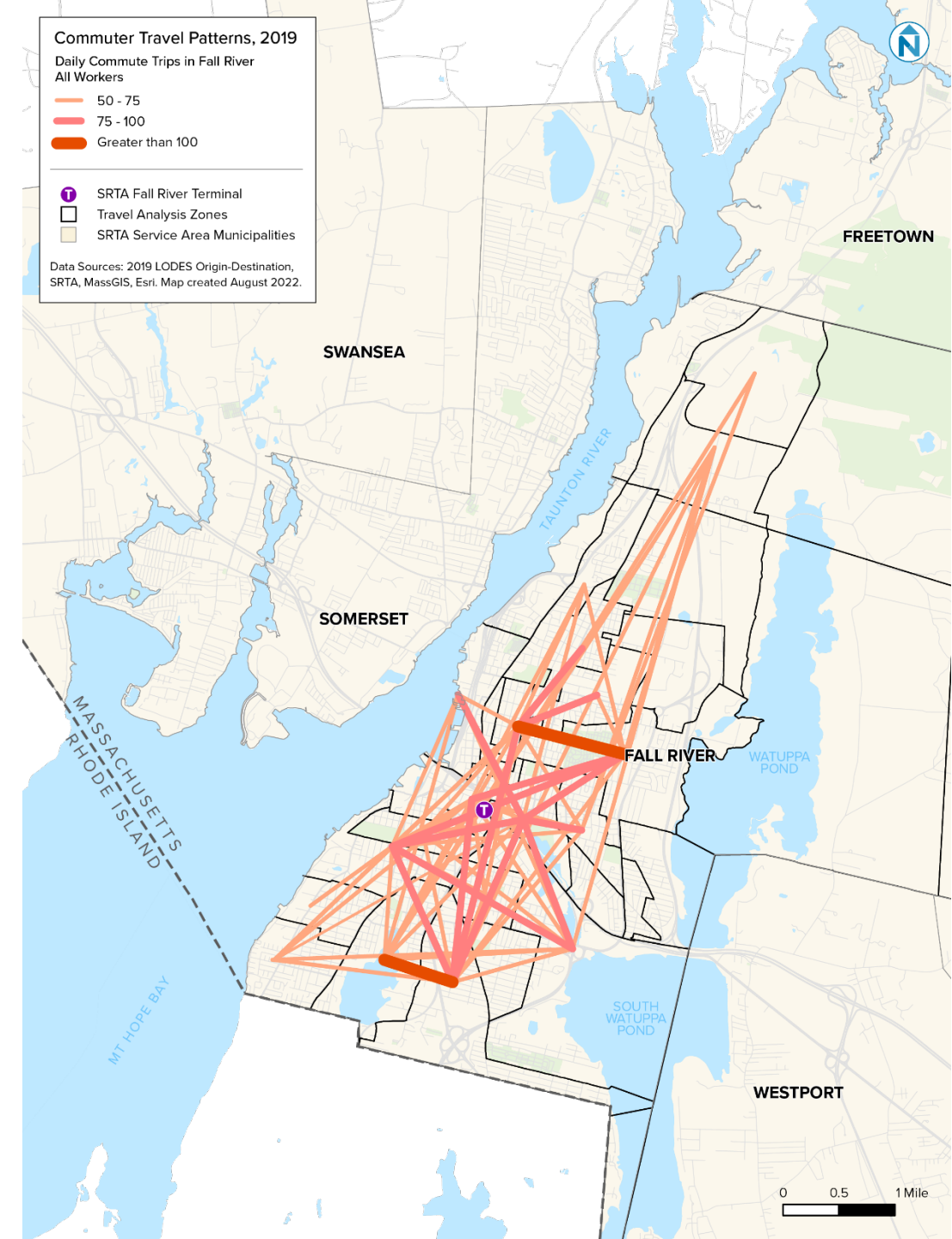
# Travel Flows Analysis

## FALL RIVER TRAVEL FLOWS

Using LODES data and custom travel analysis zones, the project team mapped the origin-destination flows of daily commute trips within Fall River for all workers. The largest overall commute flows in Fall River show workers traveling east-west between neighborhoods north and south of downtown, in particular:

- Between S Main St and William S Canning Blvd areas
- Between Oak Grove and Charlton Memorial Hospital

Other strong commute patterns show workers traveling north-south between neighborhoods via downtown. Many strong flows are into downtown, but others connect between neighborhoods outside of downtown, indicating that crosstown bus connections may be needed.

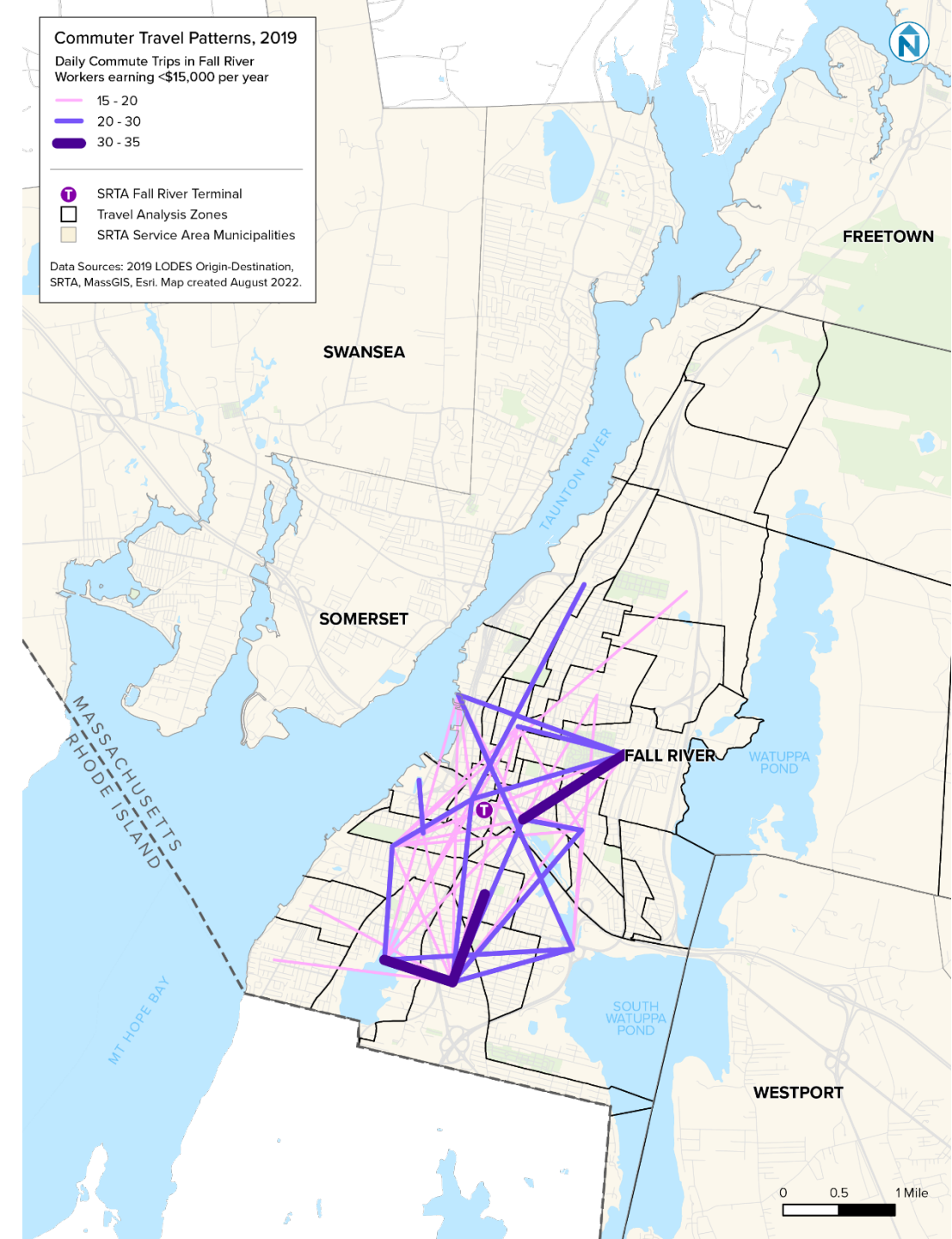


# Travel Flows Analysis

## FALL RIVER TRAVEL FLOWS

Using the same zones, daily commute trips were narrowed just to those trips taken by workers earning below \$15,000 per year. Compared to the flow of all workers, this subset shows increased travel by low-income workers in neighborhoods northeast and south of downtown, especially between Oak Grove and downtown, along Plymouth Ave to William S Canning Blvd, and between the S Main St and William S Canning Blvd areas.

Other commute strong patterns show low-income workers traveling north-south between neighborhoods into or through downtown.



# Activity Centers

## FALL RIVER POINTS OF INTEREST

Specific activity centers can often generate additional transit demand beyond what employment density may suggest, due to customers and visitors, or if they serve a transit-dependent demographic. Many of the major destinations shown on the map to the right are outside of the more densely populated areas. Some of the largest grocery stores and shopping centers are located east and southeast of downtown Fall River on major thoroughfares, including William S Canning Blvd, Stafford Road, and Quarry Street. By contrast, most schools and major employers are located in the North End and areas further north towards Freetown including:

- Bristol Community College
- Diman Regional Vocational Tech High School
- Amazon Fulfillment Center
- Stop & Shop Distribution Center

Hospitals and other healthcare services are both major trip generators and employment centers in Fall River, with most located north of Downtown.





## **Route Analysis**

# Introduction

## NETWORK DESIGN

SRTA’s current fixed-route network consists of 11 routes which operate from approximately 6AM to 9:30PM on weekdays and 6AM to 7:30PM on Saturdays, with no service on Sunday. SRTA’s route frequency ranges from 30 to 60 minutes on all service days (refer to figures on next page). In addition to SRTA’s fixed-route network, SRTA operates demand-response service on weekdays, Saturdays, and Sundays, based on eligibility.

During October 2021, SRTA carried an average of 3,840 passengers on weekdays and 1,296 passengers on Saturdays in Fall River. On weekdays, SRTA operates 25 peak vehicles and 11 peak vehicles on Saturdays.

SRTA’s current fixed route network operates a “radial” network where all routes connect in downtown Fall River and where routes then “radiate” to other areas in Fall River and adjacent towns (e.g., Swansea, Freetown). The system is designed this way so that it largely relies on connections to other routes at a single location downtown in order to reach destinations throughout the network.

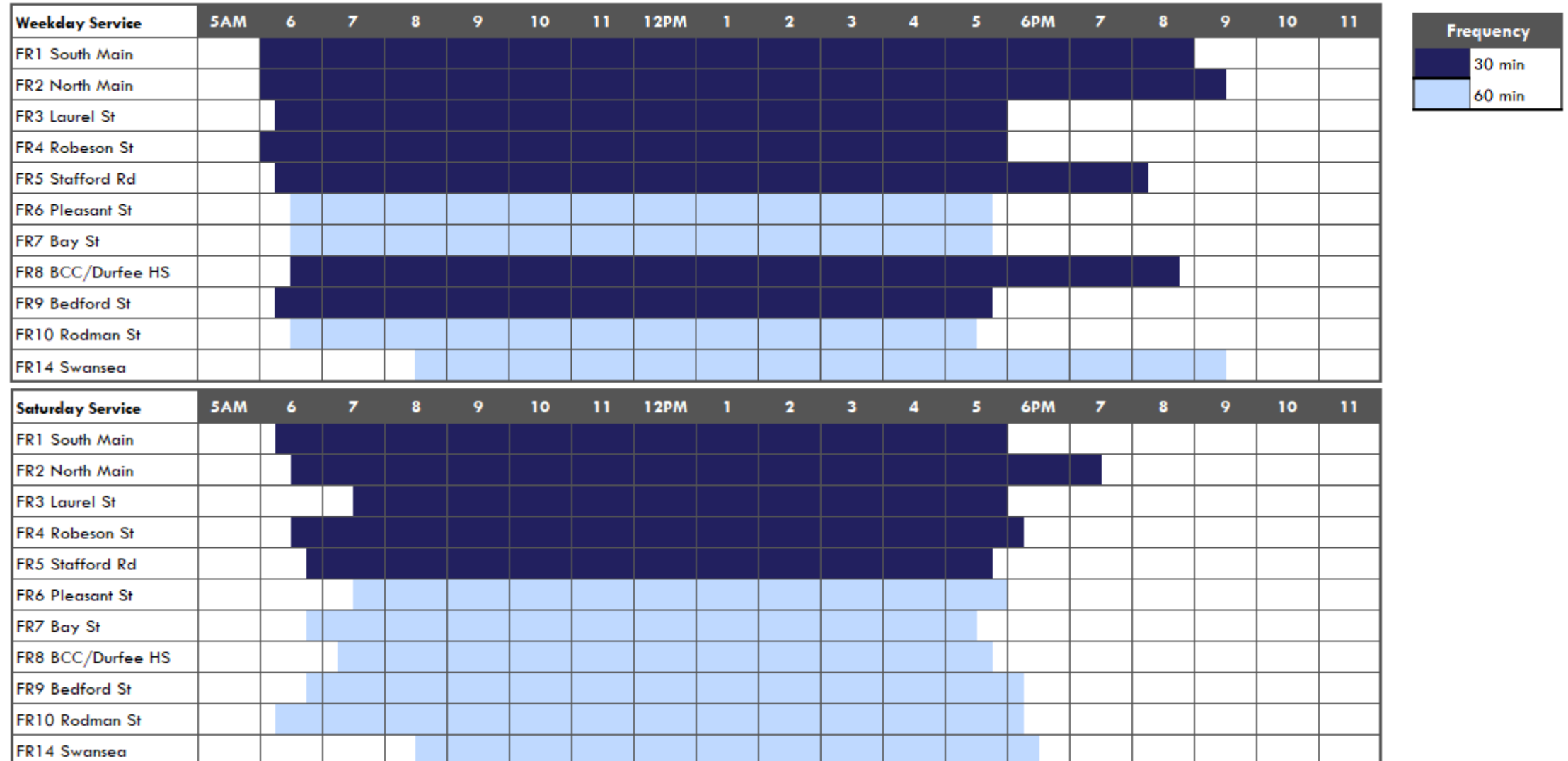
## PURPOSE OF ROUTE ANALYSIS

This route analysis provides an understanding of SRTA’s existing transit services, route productivity, and overall network performance. It includes an analysis of route-level boardings, stop-level boardings and alightings, scheduled and actual trip and segment travel times, and demand-response destinations. October 2021 data is used for all ridership analyses.

The route analysis findings informed the development of service scenarios – helping to design a network that has positive impacts on service efficiency and reliability by understanding trip characteristics, key routes within the network, key destinations, and peak travel times.



# Service Spans and Frequency



# Ridership by Route

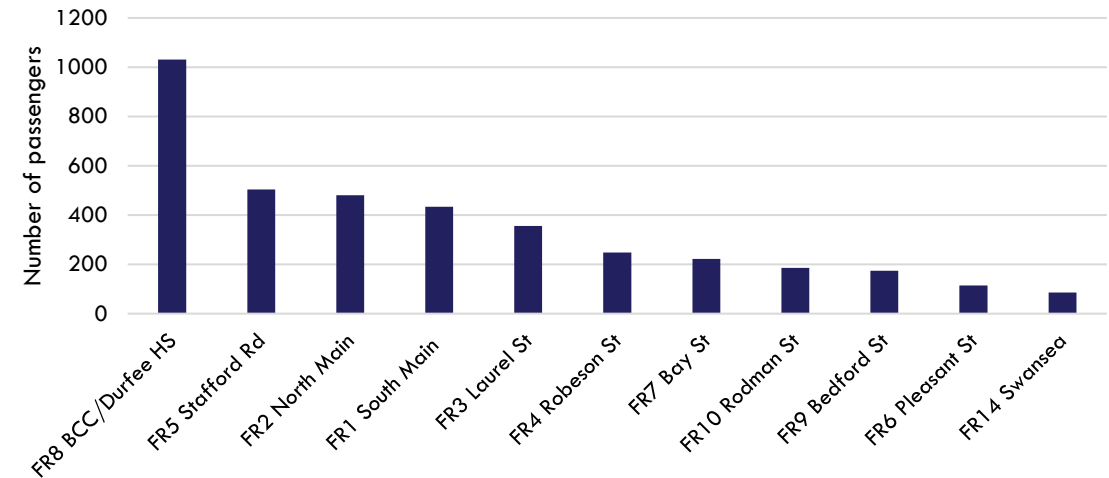
## WEEKDAY RIDERSHIP

In October 2021, on weekdays, SRTA's highest ridership routes were FR8 BCC/Durfee HS and FR5 Stafford Rd followed by routes FR2 North Main and FR1 South Main. SRTA's lowest ridership routes, on weekdays, were routes FR6 Pleasant St and FR14 Swansea (figure on the top right).

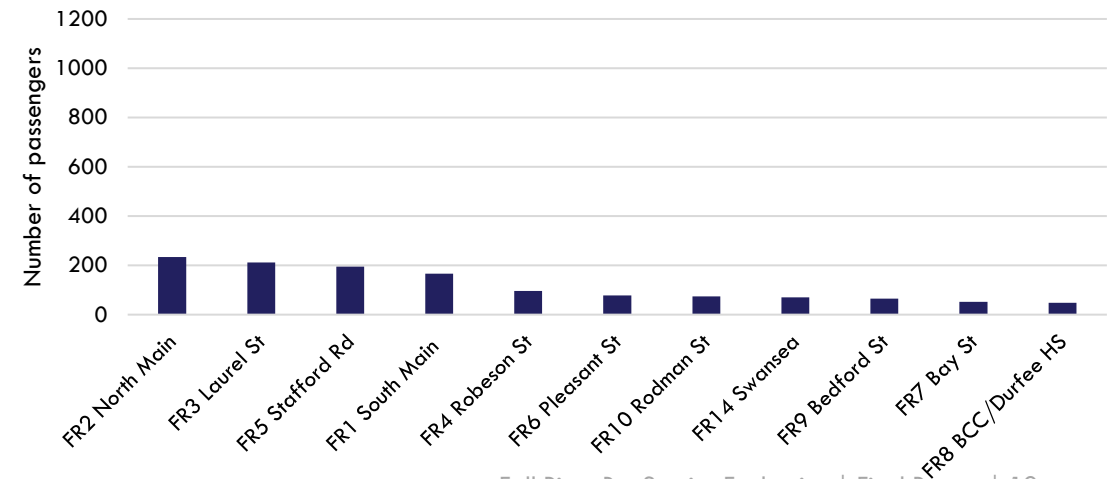
## SATURDAY RIDERSHIP

On Saturdays, SRTA's highest ridership routes were different than on weekdays. SRTA's highest ridership Saturday routes were routes FR2 North Main and FR3 Laurel St followed by routes FR5 Stafford Rd and FR1 South main. On Saturdays, SRTA's lowest ridership routes were routes FR7 Bay St and FR8 BCC/Durfee HS (figure on the bottom right).

Average Weekday Ridership\*



Average Saturday Ridership\*



\*Average ridership by route is derived from October 2021 SRTA farebox route totals

# Performance by Route

## PASSENGERS PER REVENUE HOUR

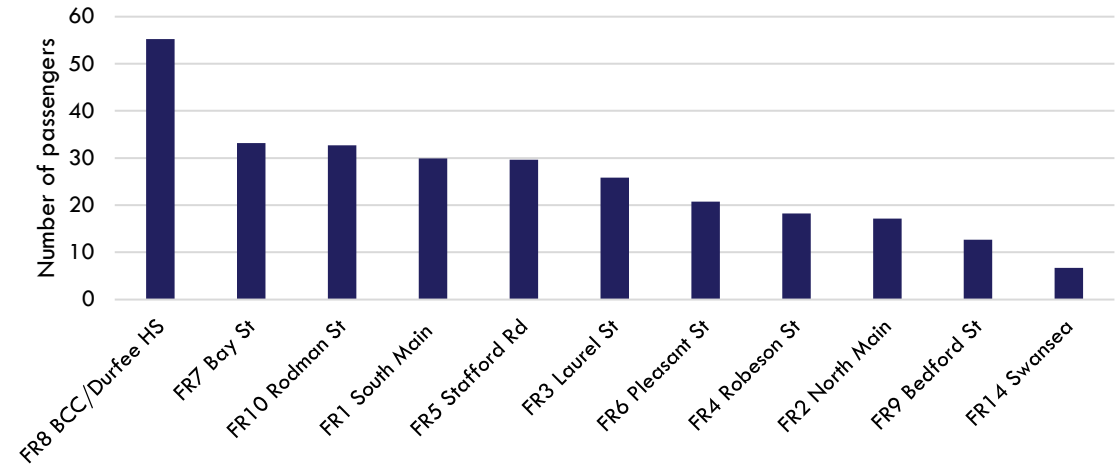
Revenue hours are the scheduled hours and/or the actual hours of travel while a bus is in service and on-route (including layover). Revenue hours can be used to understand an agency's overall investment in transit services, and its cost efficiency. In October 2021, on weekdays, SRTA carried an average of 26 passengers per vehicle revenue hour (productivity) across all routes.

On weekdays, routes FR8 BCC/Durfee HS and FR7 Bay St had the greatest productivity, followed by routes FR10 Rodman St and FR1 South Main. Routes FR9 Bedford St and FR14 Swansea had the lowest weekday productivity (figure on the top right).

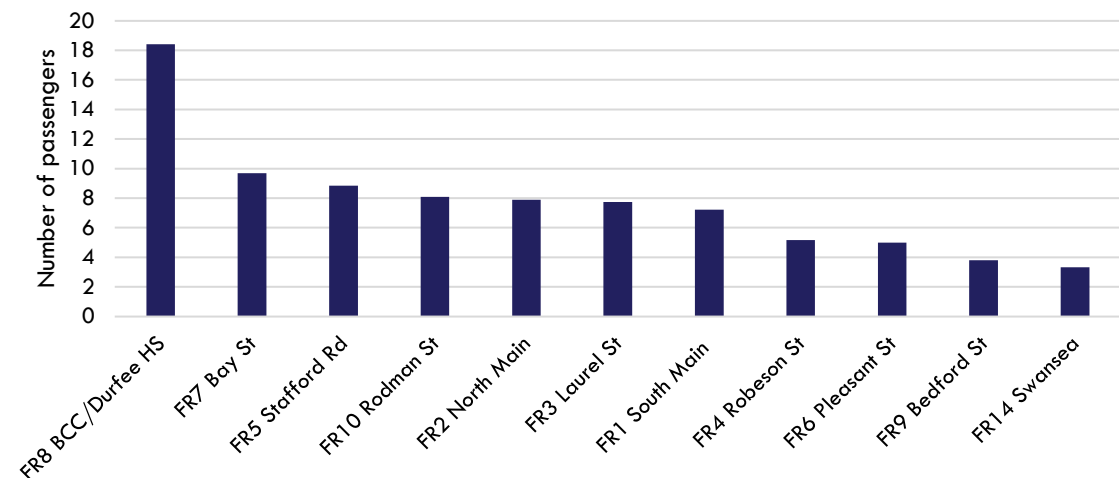
## PASSENGERS PER TRIP

In October 2021, on weekdays, SRTA carried an average of 8 passengers per trip across all routes. On weekdays, routes FR8 BCC/Durfee HS and FR7 Bay St carried the greatest number of passengers per trip followed by routes FR10 Rodman St and FR1 South Main. Routes FR9 Bedford St and FR14 Swansea carried the least passengers per trip (figure on the bottom right).

Passengers per Revenue Hour (Weekday)\*



Passengers per Trip (Weekday)\*



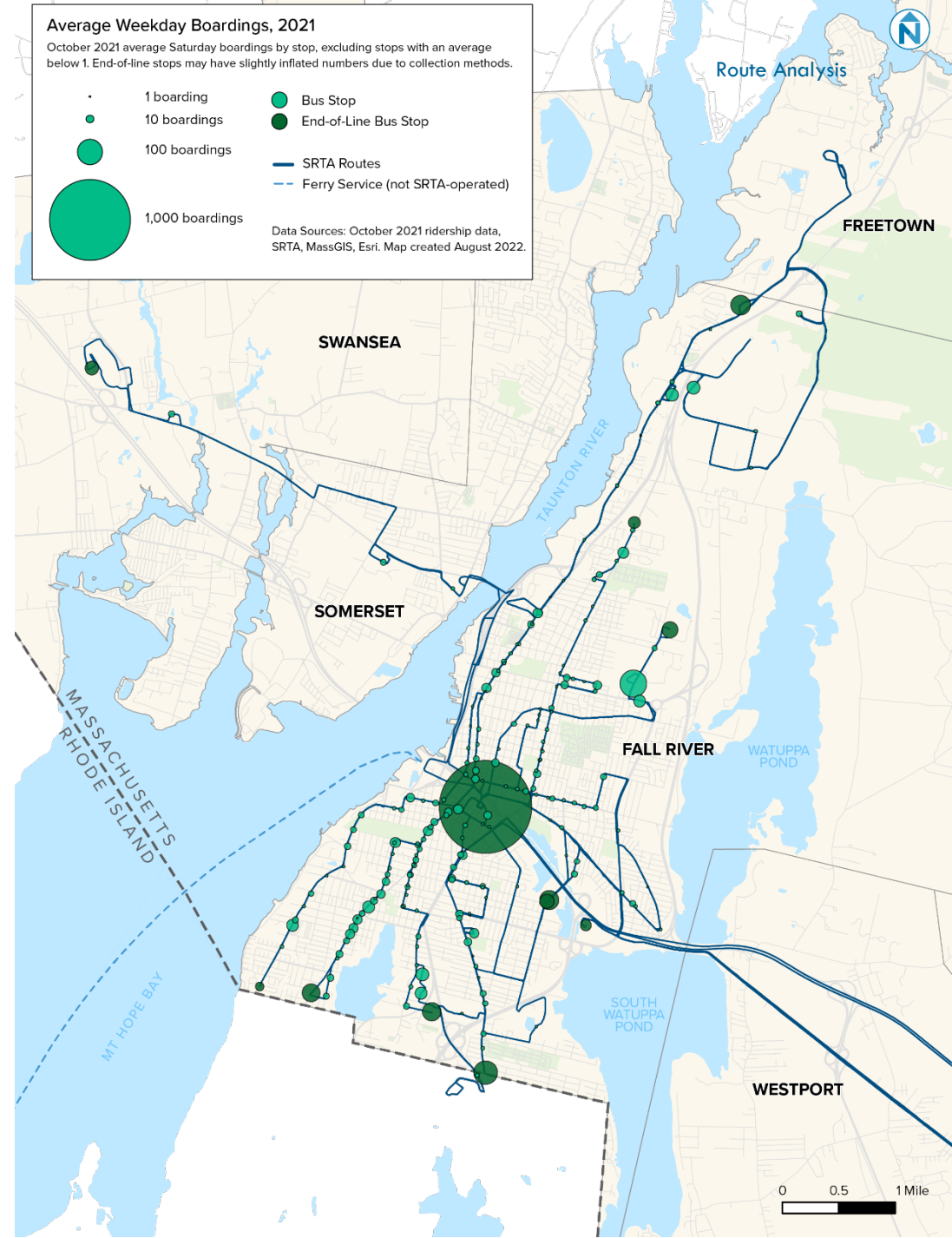
# Ridership by Stop

## WEEKDAY RIDERSHIP

In October 2021, SRTA's highest weekday ridership stops were at SRTA's Fall River Terminal. Other major stops included Durfee High School, Shaw's (RK Plaza Shopping Center), Bristol Community College (BCC), and the Fall River shopping center. SRTA's weekday ridership exhibits few stops with ridership with 100 to 1,000 average boardings, while most stops have one to ten average passenger boardings (map shown on the right).

In addition to nearly all corridors leading into and out of downtown Fall River, the following corridors stand out with relatively strong and consistent ridership activity with one to ten passenger boardings per stop:

- South Main Street (between Middle Street and State Avenue)
- Stafford Road (between Plymouth Avenue and Hancock Street)
- North Main Street (between Bedford Street and Clinton Street)



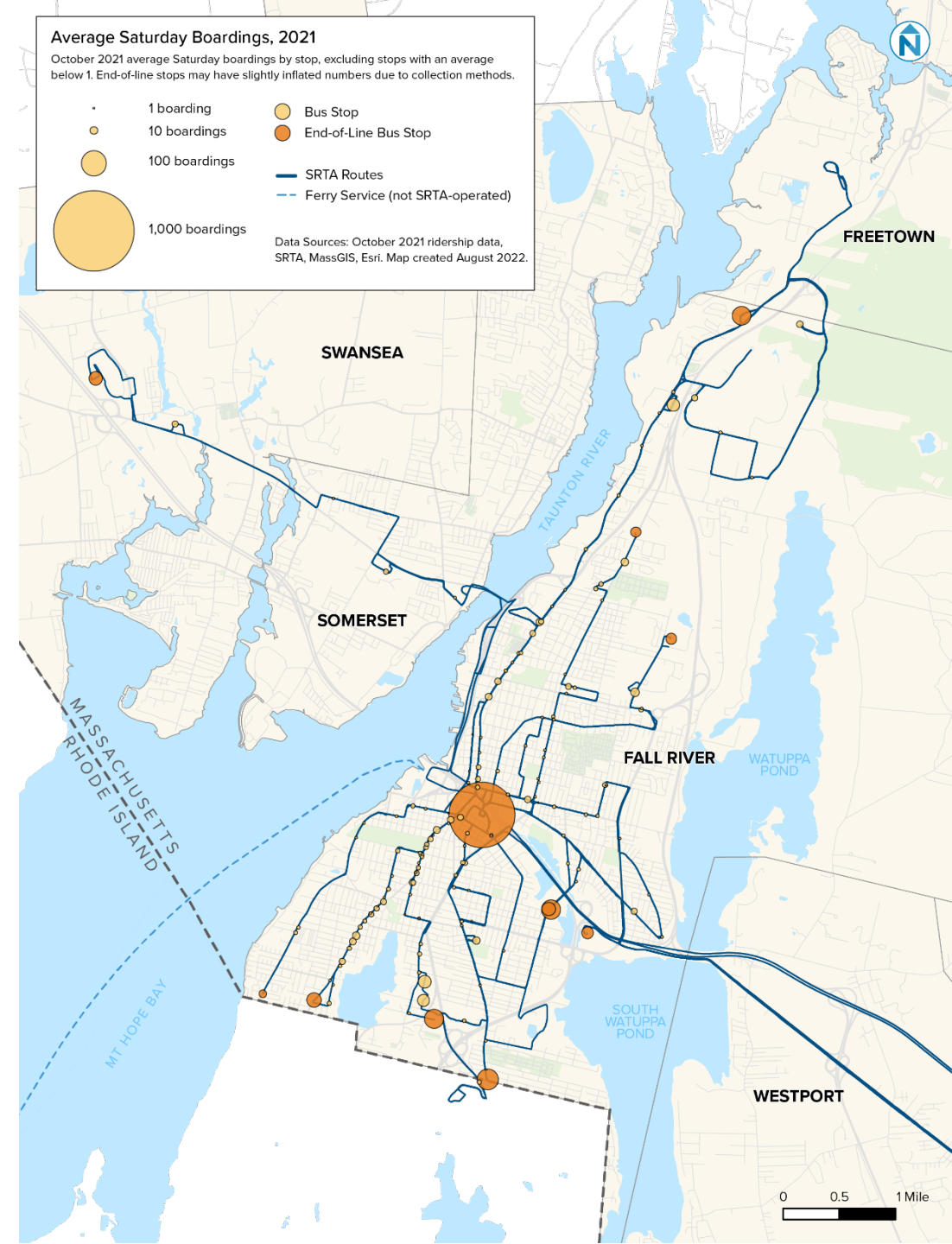
# Ridership by Stop

## SATURDAY RIDERSHIP

In October 2021, SRTA's highest Saturday ridership stops were similar to weekday ridership patterns. SRTA's high ridership stops on Saturdays included SRTA's Fall River Terminal, Durfee High School, Shaw's (RK Plaza Shopping Center), Holmes Apartments, Walmart, and the Fall River shopping center. SRTA's Saturday ridership exhibits few stops with ridership with 100 to 1,000 average boardings, while most stops have one to ten average passenger boardings (map shown on the right).

Unlike weekdays, only few travel corridors in Fall River stood out with relatively strong and consistent ridership activity with one to ten passenger boardings per stop:

- South Main Street (between Middle Street and State Avenue)
- North Main Street (between Bedford Street and Clinton Street)



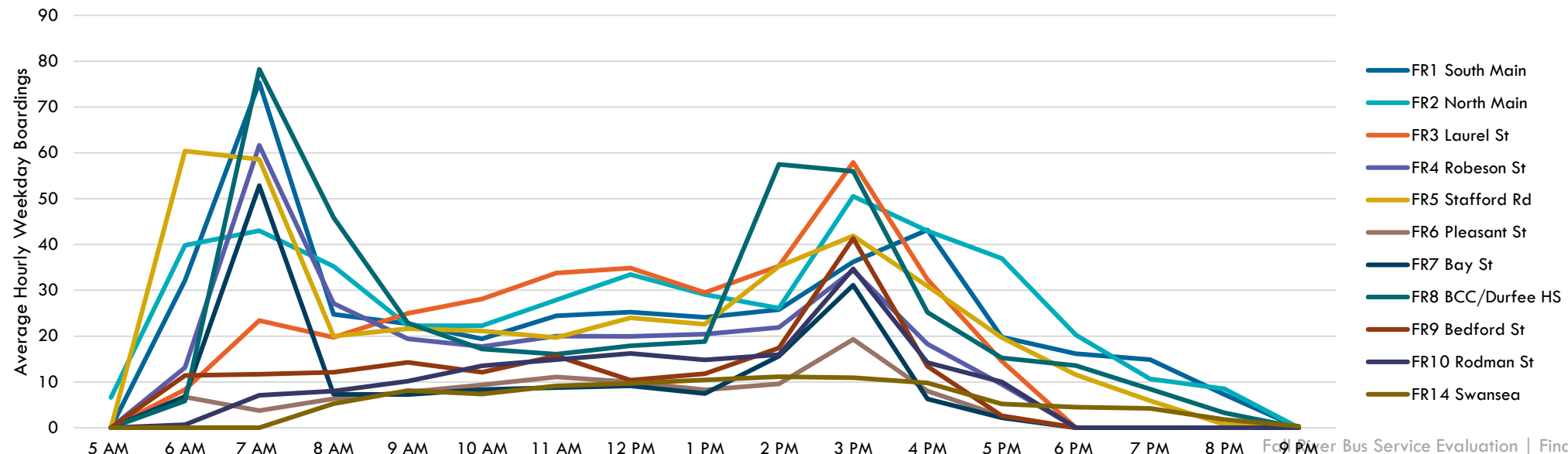
# Ridership by time of day

## TIME OF DAY RIDERSHIP

In October 2021, SRTA's ridership exhibited peaks during the AM Peak period (6AM to 8AM) and PM Peak period (2PM to 4PM), which reflects both a combination of service frequency and the times when people are most likely to travel. These peaks are stronger on some routes than others. On Weekdays, during the AM Peak, routes FR8 BCC/Durfee HS and FR1 South Main experience the highest ridership with 70 to 80 average boardings. During the PM Peak, routes FR8 BCC/Durfee HS, FR4 Laurel St, and FR2 North Main experience the highest ridership with 50 to 60 average boardings.

As shown in the chart below, much of SRTA's ridership is oriented around morning and afternoon peaks. These trends may reflect high numbers of students and workers who commute to school or work during regular peak periods in the morning and afternoon. However, almost half of the routes only peak in the afternoon, with fewer riders in the mornings. In addition to peak period ridership, during the Midday period there is consistent ridership amongst all routes, most routes carry between 10 to 40 passengers and do not experience any peaks.

Ridership by Time of Day (October 2021)\*



\*Ridership by Time of Day counts are derived from October 2021 SRTA APC counts

\*End-of-Line stop ridership may be overcounted and school tripper ridership undercounted due to APC errors

# Schedule Adherence by Route

## ON-TIME PERFORMANCE

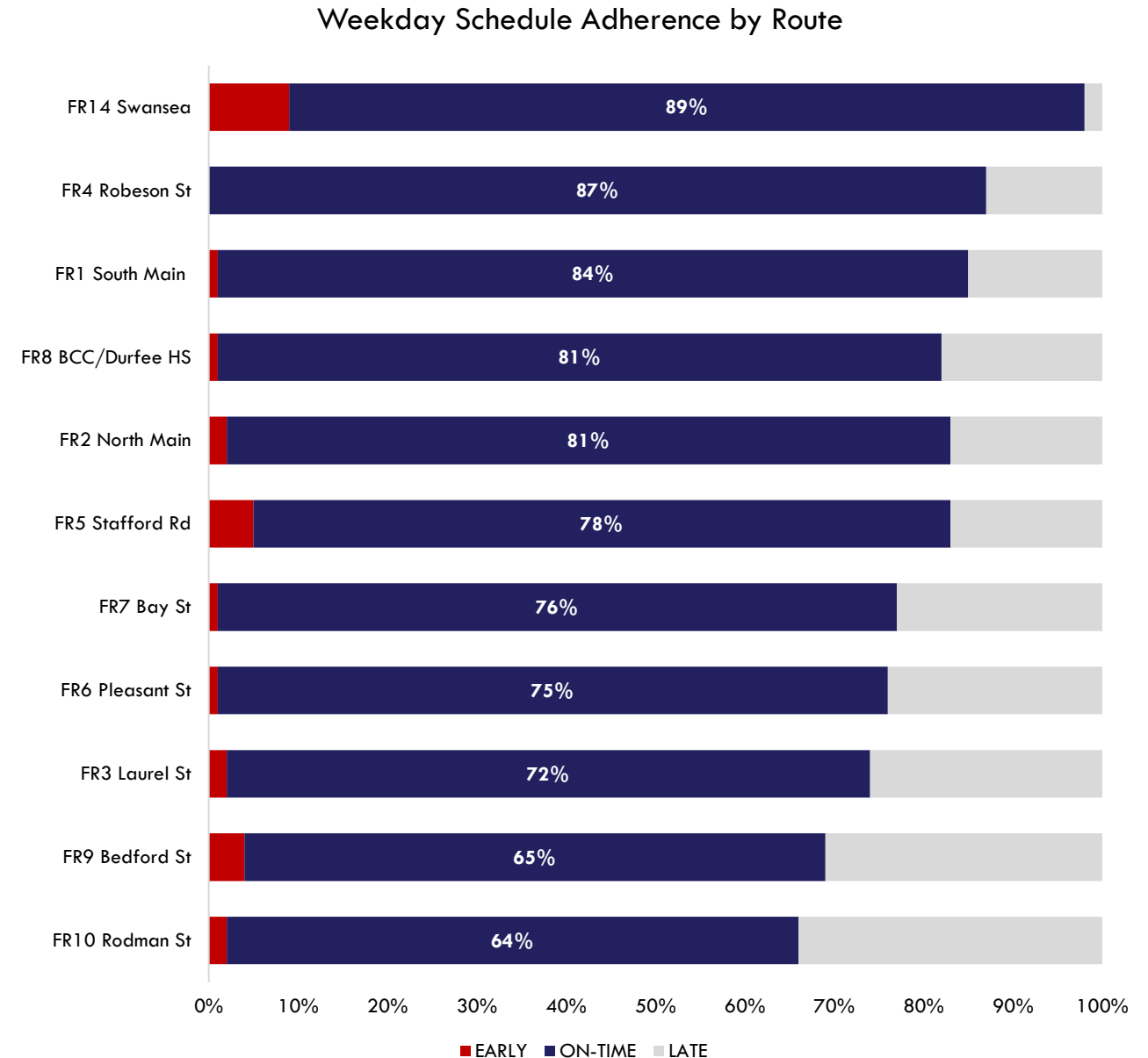
The figure to the right shows SRTA's on-time performance by route. SRTA's on-time performance are based on APC (Automated Passenger Counter) in October 2021. On-time performance is a measure of the percentage of trips that operate early, late, and on-time. In this analysis, these thresholds are defined as:

**Early** – Departing from first stop on route/SRTA terminal more than one minute before scheduled

**Late** – Departing from first stop on route/SRTA terminal more than five minutes after scheduled

**On-Time** – Departing from first stop on route/SRTA terminal within one minute before scheduled and five minutes after scheduled

In October 2021, **SRTA's on-time performance averaged 78%**. SRTA routes with high on-time performance included routes FR14 Swansea and FR4 Robeson St followed by routes FR1 South Main and FR8 BCC/Durfee HS. Routes FR9 Bedford St and FR10 Rodman St had the low on-time performance. These routes may need additional time added to the schedule, while some routes with a high percentage of early departures may need to have time removed from the schedule (figure shown on the right).



\*On-time performance statistics are derived from October 2021 SRTA APC data

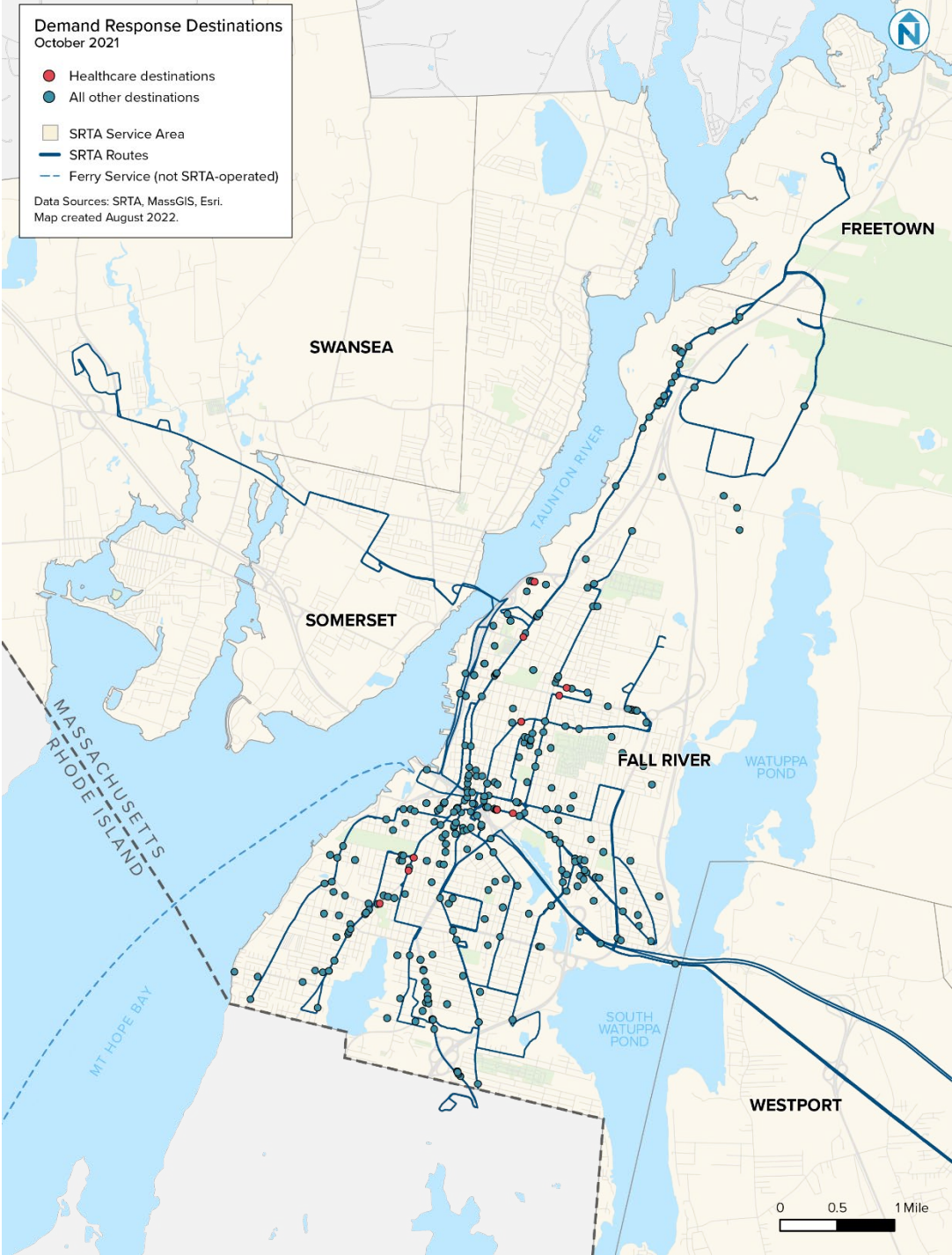
# Demand-Response

## DEMAND-RESPONSE SERVICE

SRTA operates curb-to-curb demand-response service in all ten communities within SRTA's service area, seven days a week, including holidays. In October 2021, SRTA operated 1,866 demand-response trips in Fall River.

Most of SRTA's demand-response trip destinations in October 2021 were similar to destinations served by SRTA's fixed-routes. There are only a few destinations in the Highlands and within the South End that are not served by SRTA's fixed-route service, meaning there are not many geographic gaps in SRTA's fixed-route service that people are supplementing with demand-response service. Key demand-response destinations include (figure shown on the right):

- Fall River Shopping Center
- Downtown Fall River
- Saint Anne's Hospital
- South Coast Hospitals Group

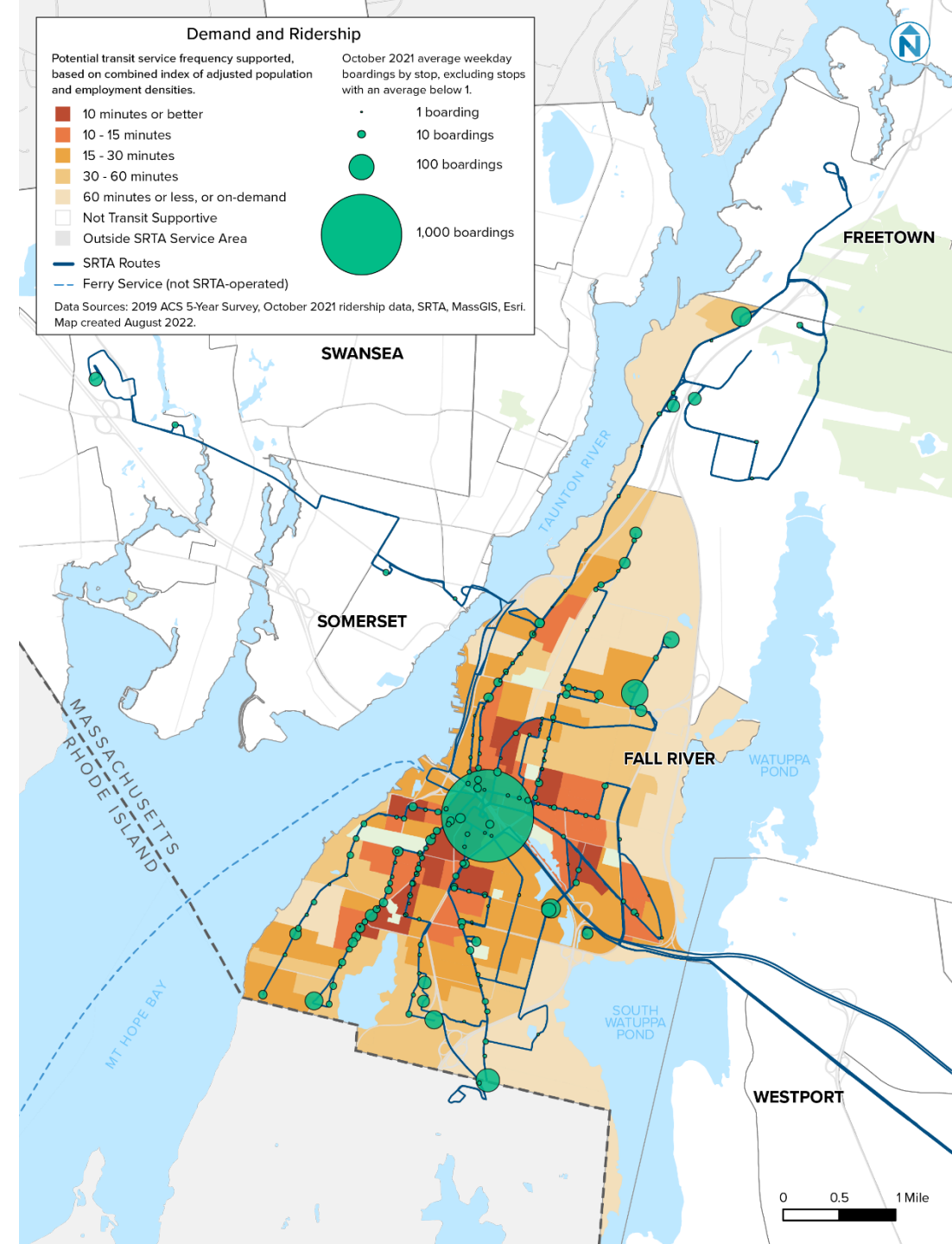


# Summary

Based on the analysis of SRTA's transit market and network, SRTA's radial network provides coverage along most major travel corridors to and from Downtown, and to destinations beyond Fall River. The current network supports riders commuting to and from work or school during peak periods and throughout the day, though there is a need for greater levels of service in most areas of the city.

Although most of the demand for transit service is centered in downtown Fall River, most Fall River neighborhoods support frequent transit service on all service days based on socioeconomic characteristics, key activity centers, and ridership. Ridership is consistent along most routes in neighborhoods outside of downtown, specifically routes traveling through the North End and the South End on Main Street, Stafford Road, and William S. Canning Boulevard. While SRTA routes do experience steady and consistent ridership on weekdays, Saturday ridership is nearly half of weekday ridership, decreasing overall route productivity.

Based on the analysis conducted, SRTA should continue to prioritize transit service within downtown Fall River and adjacent neighborhoods. Since much of the city can support frequent transit service, investments should be made in these areas to increase transit ridership and quality of life for transit riders.





## **Proposed Alignment Changes**

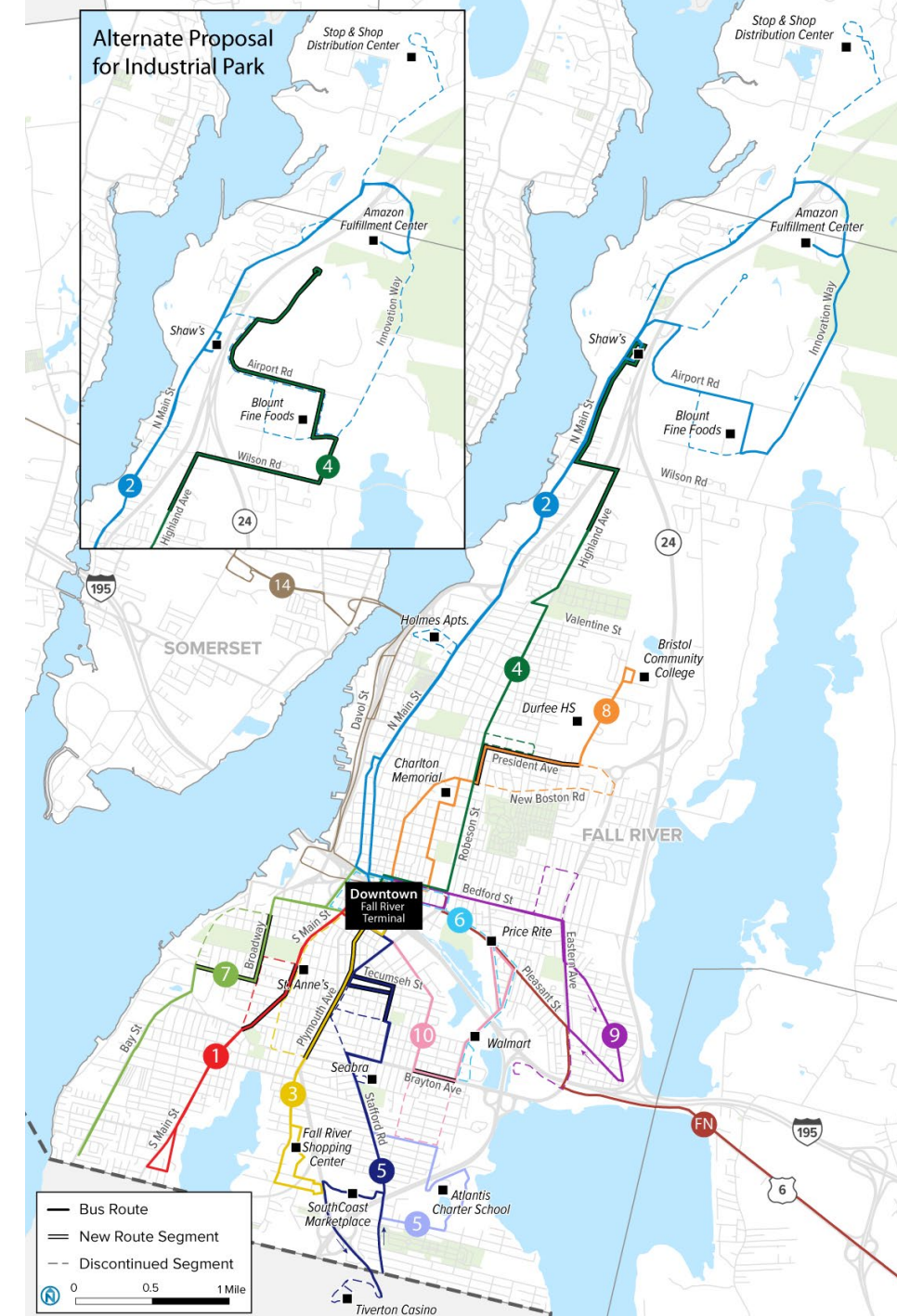
# Introduction

The proposed Fall River network consists of adjusting existing transit routes based on the route design principles and the needs of transit riders. The proposed alignment changes within this section were developed by the consultant team and SRTA staff, in three parts:

1. The project team developed the proposed route alignments, based on reviewing the market and route analyses to understand the purpose and performance of each route in Fall River. The team also incorporated public feedback from the Phase 1 engagement period, which asked riders their desired service improvements and destinations.
2. SRTA staff members and the project team held a workshop to discuss and refine the proposed route alignments, focused on the operational feasibility of the proposals as well as rider need and receptivity.
3. The draft route alignment changes were shown for public feedback through the Phase 2 engagement period, after which the project team refined the network for final recommendations.

In addition to the route analysis and public engagement, the following best practices for standard route design were used to develop the proposed alignment changes:

- **Providing direct and simple service by eliminating large loops, reducing the number of turns, and operating most routes on major roads.** Simpler routes and fewer turns make service easier to use and understand.
- **Improving route efficiency by discontinuing service in areas with little ridership.** Transit service focused around destinations ensures service is where riders need it most and can help riders find their way more easily.
- **Improving neighborhood connectivity by providing more options along major travel corridors and at important destinations.** Service can be made faster by operating the bus on main roadways, removing closely spaced bus stops, and eliminating service patterns.



# Proposed North End Changes

## OVERVIEW

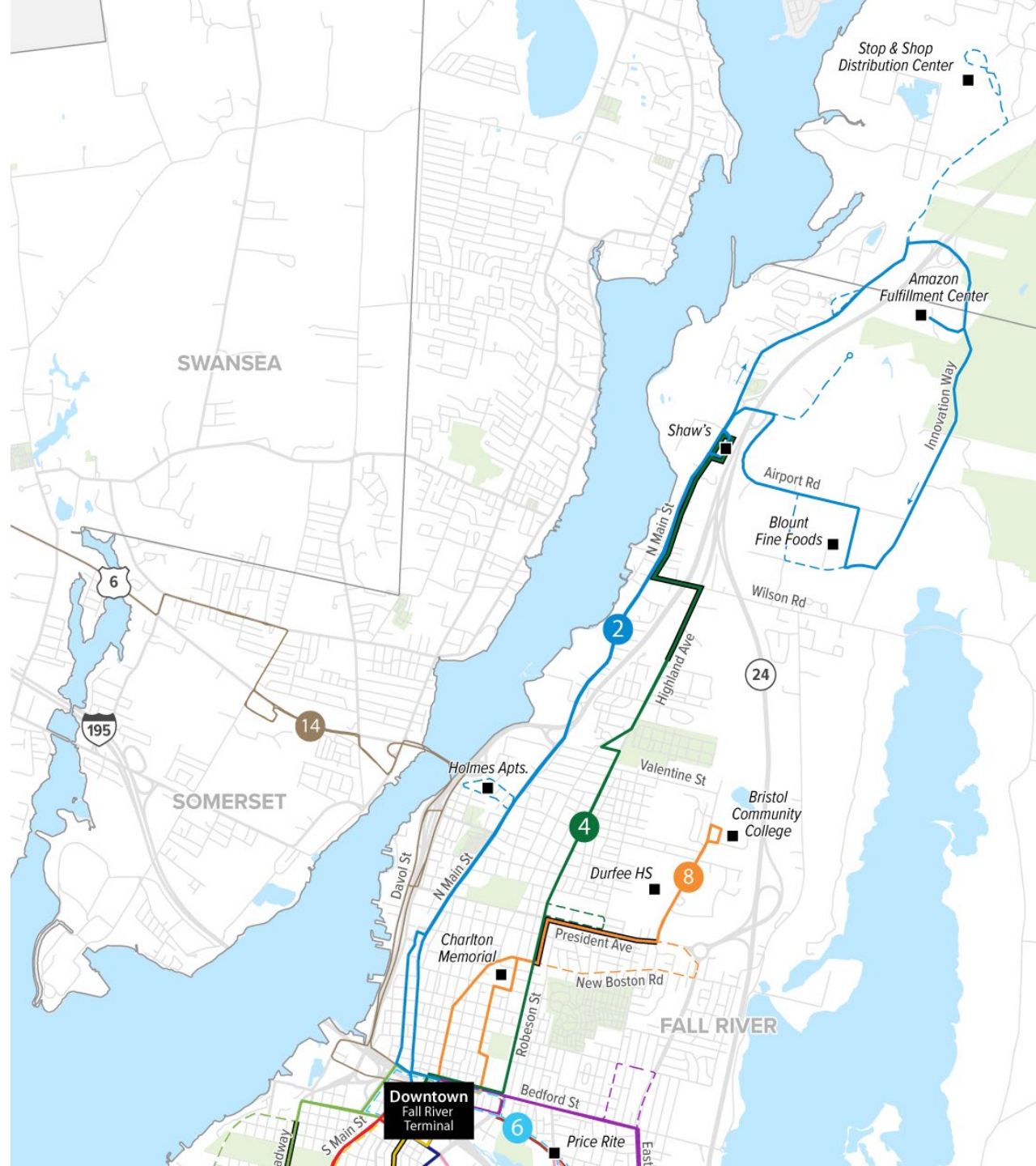
In the North End, changes to routes FR2, FR4, and FR8 are being proposed, packaged into two alternatives. The first alternate (shown on the right), includes eliminating most deviations along FR2 so that service is faster and more direct, re-aligning Route FR4 so that it is more direct, and re-aligning Route FR8 so that it is more direct and provides service along President Avenue (a major travel corridor within Fall River).

The proposed changes for these routes ensure that services are faster and more direct between the North End and downtown and that each route provides service to and from strong anchor points. Residents along FR4, in addition to those around FR2, are now connected to Shaw's. The service circulating through the Industrial Park is made easier to understand without variations.

The alternate for these routes is described on the next page.

## PROPOSED ROUTE CHANGES

- **FR2 North Main:** Route operates as clockwise loop through the Industrial Park, discontinue service into Holmes Apartment, Stop & Shop Facility, and Commerce Drive
- **FR4 Robeson St:** Extend route to Shaw's via Wilson Rd and North Main Street; realign route from President Avenue and Stanley Street to stay on Robeson Street
- **FR8 BCC/Durfee HS:** Shift route from New Boston Road onto President Avenue and Robeson Street



# Proposed North End Changes (Alternate)

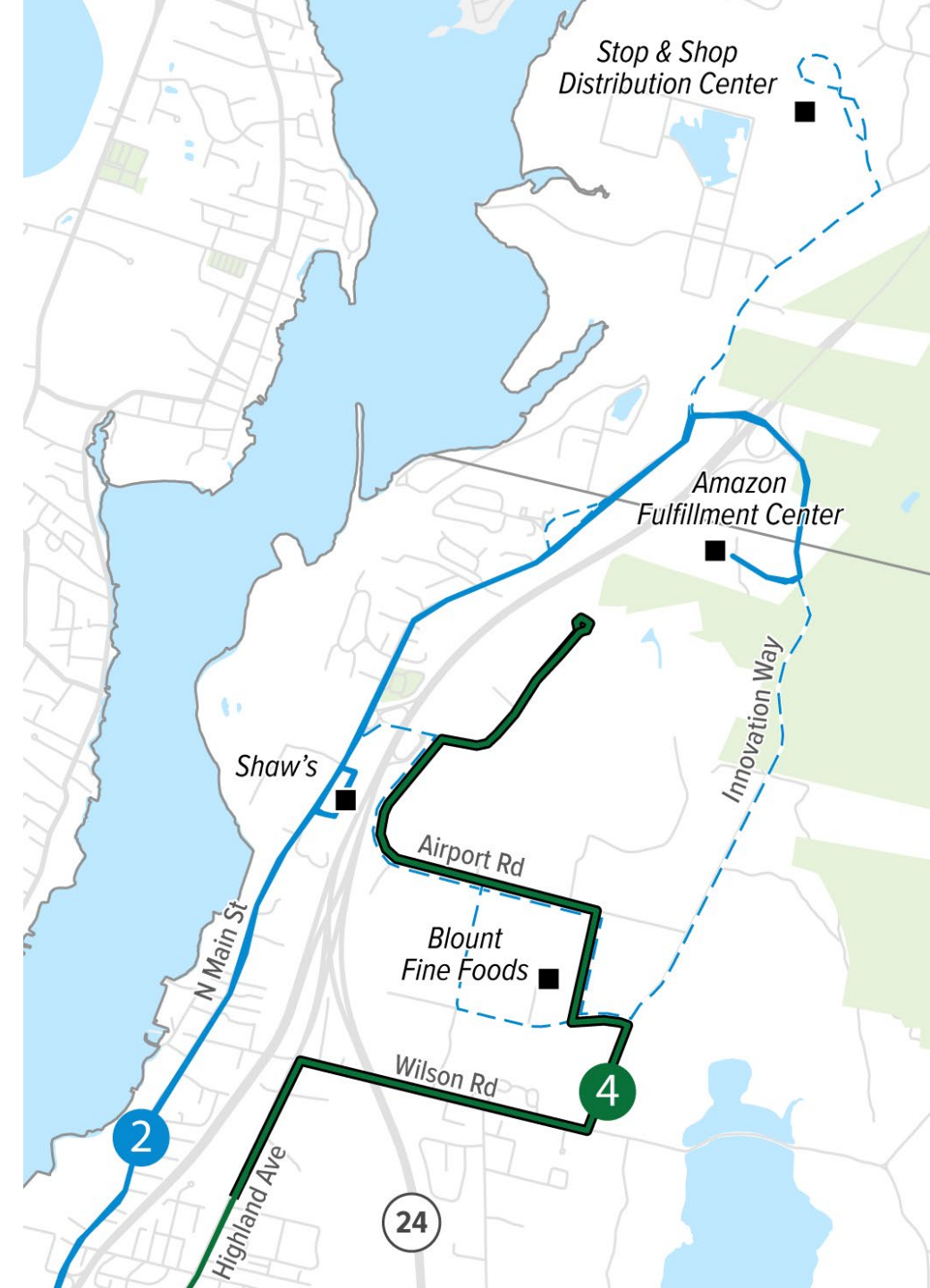
## OVERVIEW

In the North End, an alternate for FR2 and FR4 includes removing all deviations from Route FR2 (e.g., Holmes Apartments, Commerce Drive) and eliminating the larger industrial park loop so that riders boarding and alighting at the Amazon Fulfillment have a shorter and faster bus ride to and from Downtown Fall River.

The proposed change for Route FR4 for this alternate includes extending the route to the Industrial Park. This route would replace service that is currently served by Route FR2 within the Industrial Park loop. This extension would connect riders traveling to and from the Industrial Park to areas along Robeson Street. Route FR8's alignment change would remain the same shown in Alternate 1.

## PROPOSED ROUTE CHANGES

- **FR2 North Main (Alternate):** New endpoint at Amazon Facility and serve southern Industrial Park with FR4 instead
- **FR4 Robeson St (Alternate):** Extend route to serve southern Industrial Park via Wilson Road, Airport Road, and Commerce Drive



# Proposed Eastern Ave/The Flint Changes

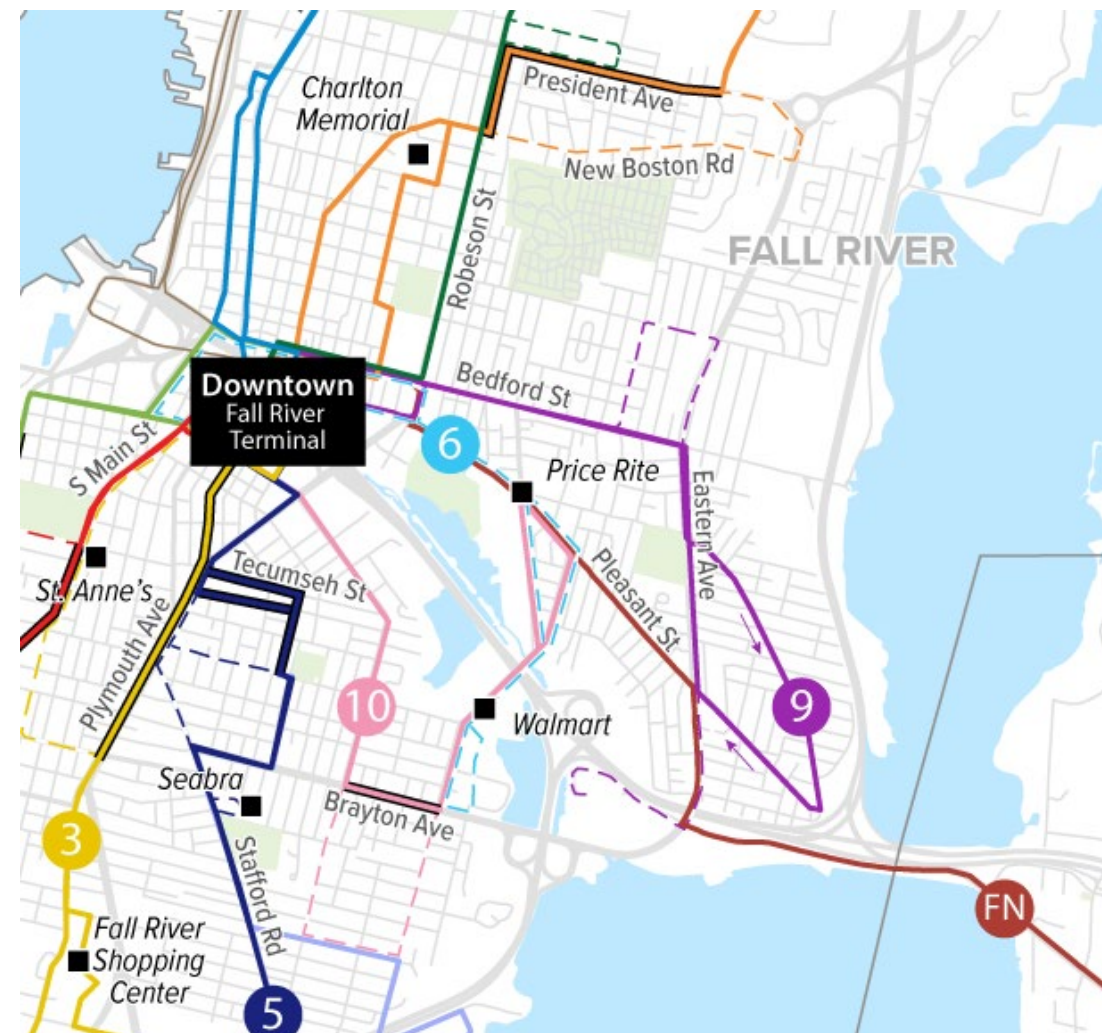
## OVERVIEW

Along Eastern Avenue and in The Flint area, changes to routes FR6, FR9, and FR10 are being proposed. These proposed changes include discontinuing Route FR6 to remove service along Pleasant Street that overlaps with Route FR10 and NB9 Intercity. Route FR10 would be re-aligned along Brayton Avenue so that riders traveling from Downtown to Walmart can have a more direct and faster trip. Service south of Brayton Avenue would be discontinued.

The proposed changes to Route FR9 include re-configuring the end point of the route so that riders along County Street and Pleasant Street will have a faster and shorter trip to Downtown Fall River. This loop would be the turnaround for this route, and the route would no longer serve Father Devalles Boulevard. In addition, transit service along Oak Grove Avenue and Locust Street would be discontinued to provide more direct service along Bedford Street.

## PROPOSED ROUTE CHANGES

- **FR6 Pleasant St:** Route is discontinued, area served by FR10 Pleasant Street and NB9 Intercity
- **FR9 Bedford St:** Shift route from Oak Grove Avenue and Locust Street to stay on Bedford Street; service is discontinued from Father Devalles Boulevard and along Eastern Avenue south of Pleasant Street
- **FR10 Rodman St:** Shift route from Kennedy Street onto Brayton Avenue via Rodman Street and Jefferson Street



# Proposed South End Changes

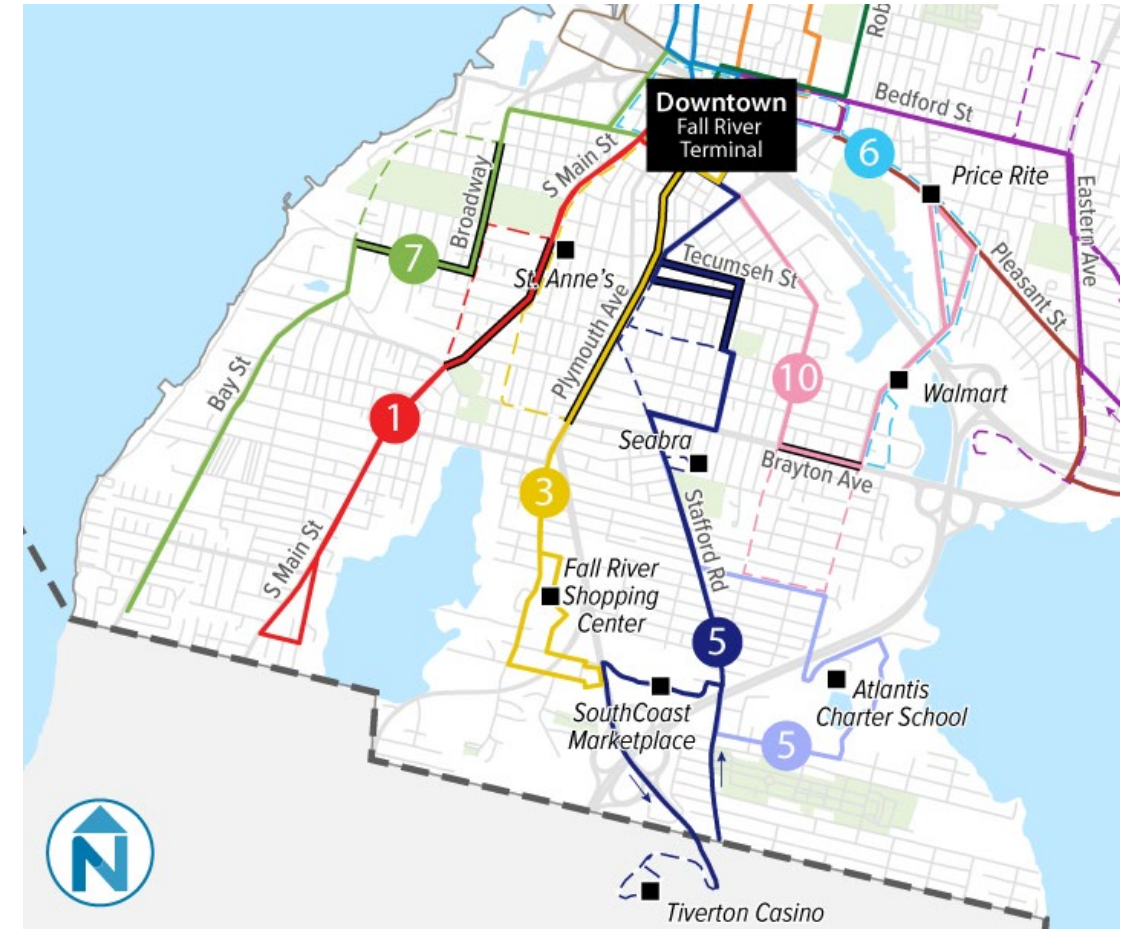
## OVERVIEW

In the South End, changes to routes FR1, FR3, FR5, and FR7 are being proposed. These four routes are packaged together within this group of route changes. All four routes in the South End will shift to the travel corridors east of the existing routes to make all four routes easier to understand and more direct by traveling on major travel corridors in the city. Additional changes to these routes include, eliminating deviations on Route FR5 to the Tiverton Casino and within Seabra Foods. The deviations on this route during some trips complicated service and increased trip run times. Route FR5 would continue operating to Southcoast Marketplace.

In addition, Route FR7 service to Battleship Cove would be discontinued. By discontinuing service to this location, riders living along Bay Street can travel to and from Downtown Fall River much faster.

## PROPOSED ROUTE CHANGES

- **FR1 South Main:** Shift route from Broadway and Middle Street onto South Main Street
- **FR3 Laurel St:** Shift route from South Main Street and Globe Street onto 4th Street and Plymouth Avenue
- **FR5 Stafford Rd:** Shift route from Stafford Road, Plymouth Avenue, and 4th Street onto Brayton Avenue, Lapham Street, Manchester Street, Tecumseh/Snell Street, and Plymouth Avenue; discontinue service into Seabra Foods and Tiverton Casino
- **FR7 Bay St:** Shift route from Bay Street and William Street onto Sprague Street and Broadway; discontinue service to Battleship Cove





## **Service Scenarios**

# Introduction

Along with the proposed alignment changes, two service scenarios are proposed and constrained within SRTA's financial outlook. The project team developed these scenarios with public and staff feedback to complement the recommended route changes. A third scenario was created at the end of the project, as an exercise to determine the service levels and funding required to fully meet transit demand in Fall River. identified in the market analysis.

The two trade-off service scenarios are based upon public input, ridership patterns, and underlying demand, such as density and key destinations. The cost constraints for these scenarios are based on two assumptions: operating costs will continue to rise and the SRTA budget will remain the same. This amounts to a budget cut from current conditions, as the budget cannot sustain the same level of service without additional budget increases. The streamlining of routes and the elimination of FR6 as proposed in the previous section provide cost savings that can be used to make targeted scheduling improvements.

Each of the two budget-constrained service scenarios focus on bringing a specific improvement to the Fall River bus network:

- Scenario 1 is a **span-focused** option where buses operate service earlier in the morning and later in the evening on weekdays and on Saturdays, while keeping frequencies similar to existing service.
- Scenario 2 is a **frequency-focused** option where buses operate more frequently and reduce wait times, while service spans are similar to existing service.

The project team evaluated the two scenarios based on operating cost, vehicle needs, residential and employment access to transit, and Title VI implications. This chapter details the results of these analyses.

A third service scenario was developed based on findings from the market and route analyses and public outreach that showed Fall River has the density, demographics, and resident desire for high frequency transit with long service spans. The scenario identifies the level of service that should be provided if SRTA were to meet the full needs of Fall River. This scenario was not circulated for public feedback nor evaluated like the other two scenarios, and it should be viewed as a roadmap for potential future improvements under a different budget outlook.

	Bus every 30 min.
	Bus every 45 min.
	Bus every 60 min.

# Scenario 1: Span-Focused

## PROPOSED SPAN CHANGES

As the span-focused service scenario, Scenario 1 extends bus service earlier in the morning and later in the evening on all routes. Currently, many businesses and destinations served by transit are open later than buses run. Under this scenario, Fall River routes will begin service at 6 AM on weekdays and Saturdays, except for FR14 Swansea which will begin at 8:30 AM as it does currently. Weekday evening service will be expanded on all routes, with FR2 North Main and FR14 Swansea running until 9:30 PM and all other Fall River routes until 9 PM. Saturday service will operate until 8 PM on all routes.

## PROPOSED FREQUENCY CHANGES


Under Scenario 1, frequencies for most routes remain the same as they are today, except for the following routes:




- FR4 Robeson St will operate every 45 minutes on weekdays instead of every 30 minutes
- FR5 Stafford Rd and FR9 Bedford St will operate every 60 minutes on Saturdays instead of every 30 minutes
- FR10 Rodman will have increased frequency of every 30 minutes to ensure Walmart is still served every 30 minutes with the discontinuation of FR6 Pleasant St.



### Improved Rider Experience with Scenario 1

Anna wants to shop at Walmart after she finishes work at 6, but Routes 6 and 10 don't run late enough right now. Under Scenario 1, she has time to travel and finish her shopping, with Route 10 running every 30 minutes until 9 PM.

Route		Existing	Scenario 1	Scenario 2
 South Main	M-F	 6:00AM-8:54PM	 6:00AM-9:00PM	 6:00AM-8:00PM
	Sat	 6:10AM-5:59PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 North Main	M-F	 6:00AM-9:25PM	 6:00AM-9:30PM	 6:00AM-8:00PM
	Sat	 6:30AM-7:26PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Laurel St	M-F	 6:20AM-5:48PM	 6:00AM-9:00PM	 6:00AM-8:00PM
	Sat	 7:30AM-5:58PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Robeson St	M-F	 5:59AM-5:57PM	 6:00AM-9:00PM	 6:00AM-7:00PM
	Sat	 6:28AM-6:25PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Stafford Rd	M-F	 6:10AM-8:18PM	 6:00AM-9:00PM	 6:00AM-7:00PM
	Sat	 6:45AM-5:56PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Pleasant St	M-F	 6:35AM-5:48PM	Discontinued	Discontinued
	Sat	 7:35AM-6:06PM	Discontinued	Discontinued
 Bay St	M-F	 6:12AM-5:35PM	 6:00AM-9:00PM	 6:00AM-7:00PM
	Sat	 6:40AM-5:20PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 BCC/Durfee HS	M-F	 6:35AM-8:40PM	 6:00AM-9:00PM	 6:00AM-7:00PM
	Sat	 7:20AM-5:50PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Bedford St	M-F	 6:11AM-5:41PM	 6:00AM-9:00PM	 6:00AM-7:00PM
	Sat	 6:50AM-6:11PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Rodman St	M-F	 6:20AM-5:50PM	 6:00AM-9:00PM	 6:00AM-8:00PM
	Sat	 7:05AM-6:18PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Swansea	M-F	 8:30AM-9:24PM	 8:30AM-9:30PM	 8:30AM-8:00PM
	Sat	 8:30AM-6:24PM	 8:30AM-8:00PM	 8:30AM-6:00PM

	Bus every 30 min.
	Bus every 45 min.
	Bus every 60 min.

## Scenario 2: Frequency-Focused

### PROPOSED SPAN CHANGES

Under Scenario 2, service spans will remain mostly like what exists today. Weekend service operates from 7 AM to 6 PM on all routes except for FR14 Swansea. Weekday service for most routes will operate from 6 AM to either 7 PM or 8 PM. This results in longer spans for some routes and shorter spans for others. Routes that will operate later in the evening on weekdays include FR3 and FR10 (until 8pm) and FR4 and FR9 (until 7pm). Routes ending service earlier than before on weekdays include FR1, FR2, and FR14 (until 8pm) and FR5 and FR8 (to 8pm)





### PROPOSED FREQUENCY CHANGES

As the frequency-focused service scenario, Scenario 2 increases the frequency of weekday and Saturday service for many Fall River bus routes. All routes except for FR14 will operate at 30-minute frequencies on weekdays. On Saturdays, FR4, FR7, FR8, and FR9 will run every 45 minutes on Saturdays instead of every 60 minutes. There will also be 30-minute Saturday service on FR10.



#### Improved Rider Experience with Scenario 2

Bill lives along FR7 Bay St and goes to senior fitness classes at the Fall River YMCA. Today, Route 7 only comes every hour, and Bill spends over 30 minutes extra at the YMCA before and after the class. Under Scenario 2, Route 7 will run every 30 minutes, getting Bill to and from class without as much waiting.

Route		Existing	Scenario 1	Scenario 2
 South Main	M-F	 6:00AM-8:54PM	 6:00AM-9:00PM	 6:00AM-8:00PM
	Sat	 6:10AM-5:59PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 North Main	M-F	 6:00AM-9:25PM	 6:00AM-9:30PM	 6:00AM-8:00PM
	Sat	 6:30AM-7:26PM	 6:00AM-8:00PM	 7:00AM-6:00PM
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 Robeson St	M-F	 5:59AM-5:57PM	 6:00AM-9:00PM	 6:00AM-7:00PM
	Sat	 6:28AM-6:25PM	 6:00AM-8:00PM	 7:00AM-6:00PM
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	Sat	 6:45AM-5:56PM	 6:00AM-8:00PM	 7:00AM-6:00PM
 Pleasant St	M-F	 6:35AM-5:48PM	Discontinued	Discontinued
	Sat	 7:35AM-6:06PM	Discontinued	Discontinued
 Bay St	M-F	 6:12AM-5:35PM	 6:00AM-9:00PM	 6:00AM-7:00PM
	Sat	 6:40AM-5:20PM	 6:00AM-8:00PM	 7:00AM-6:00PM
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 Swansea	M-F	 8:30AM-9:24PM	 8:30AM-9:30PM	 8:30AM-8:00PM
	Sat	 8:30AM-6:24PM	 8:30AM-8:00PM	 8:30AM-6:00PM

# Scenario Evaluation: Operating Costs and Vehicles

Due to transit agency budgets not on track with the rising costs of providing transit services, the project team developed two scenarios for this study under a financial constraint. SRTA is currently running approximately 58,000 revenue hours and 731,000 revenue miles annually on its Fall River fixed-route services, using 25 peak buses. This totals approximately \$8,833,000 in annual operating cost based on the following Fiscal Year 2023 fixed-route cost factors:

- \$74.57 per revenue hour
- \$3.84 per revenue mile
- \$68,167.88 per peak vehicle

As shown on the table to the right, Scenarios 1 and 2 represent decreases in revenue vehicle hours and miles and peak vehicles compared to the existing service. Scenario 1 has an operating cost that is 9% less than current spending and uses two fewer peak vehicles. Scenario 2 has an operating cost that is 10% less than current spending and uses one fewer peak vehicle.

	Existing Service	Scenario 1: Span-Focused	Scenario 2: Frequency-Focused
Weekday: Daily Revenue Vehicle Hours	200.13	185.78	181.28
Weekday: Daily Revenue Vehicle Miles	2,511.69	2,127.47	2,164.59
Saturday: Daily Revenue Vehicle Hours	130.20	137.50	119.50
Saturday: Daily Revenue Vehicle Miles	1,709.68	1,582.78	1,439.89
Annual: Revenue Vehicle Hours	57,903.53	54,785.05	52,548.55
Annual Revenue Vehicle Miles	731,411.99	627,871.15	628,254.64
Peak Buses	25	23	24
<b>Annual Operating Cost</b>	<b>\$8,833,000</b>	<b>\$8,066,000</b>	<b>\$7,969,000</b>
<b>Percent Change from Existing</b>		<b>-9%</b>	<b>-10%</b>

\* Operating and vehicle cost estimates are derived from SRTA's 2022 annual operating budget

# Scenario Evaluation: Access to Transit

The goal of Fall River’s bus network is to connect people to the places they want to go efficiently, frequently, and at a convenient time. This analysis considers a resident or job to be served by transit if there is a bus route within ¼ mile, or approximately a 5-minute walk. Access is broken down by level of frequency and level of evening service to compare what levels of transit service a person or job has access to in each of the two scenarios, compared to what is provided currently. The analysis uses 2019 data from the ACS and LEHD.

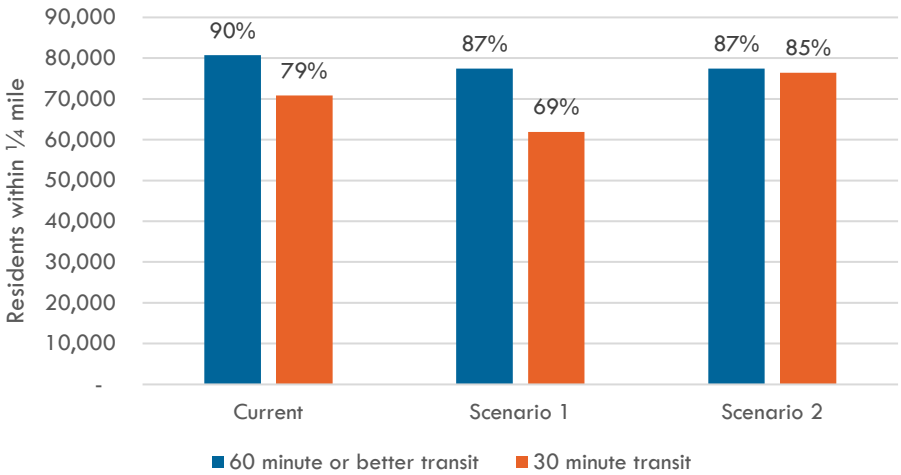
## ACCESS BY FREQUENCY

Due to the route streamlining in the proposed realignments, access to transit that comes every 60 minutes or better declines by 3 percentage points for residents and 1 percentage point of jobs in Fall River. This decrease is the same in both scenarios, as 60-minute for better transit consists of all fixed-route transit under the new alignment.

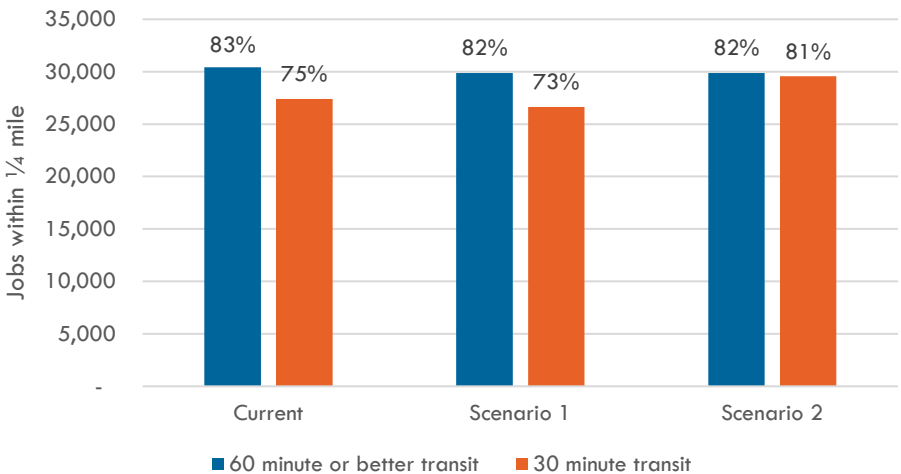
The frequency-focused Scenario 2 increases the percentage of Fall River residents within ¼ mile of buses that come every 30 minutes by 6 percentage points, or over 5,000 additional people. The number of jobs within ¼ mile of 30-minute transit also increases under Scenario 2.

Scenario 1 results in a decrease of residents with nearby access to 30-minute transit, and a very small decrease in jobs within ¼ mile of 30-minute transit.

Residential Access to Transit by Frequency Level



Employment Access to Transit by Frequency Level



# Scenario Evaluation: Access to Transit

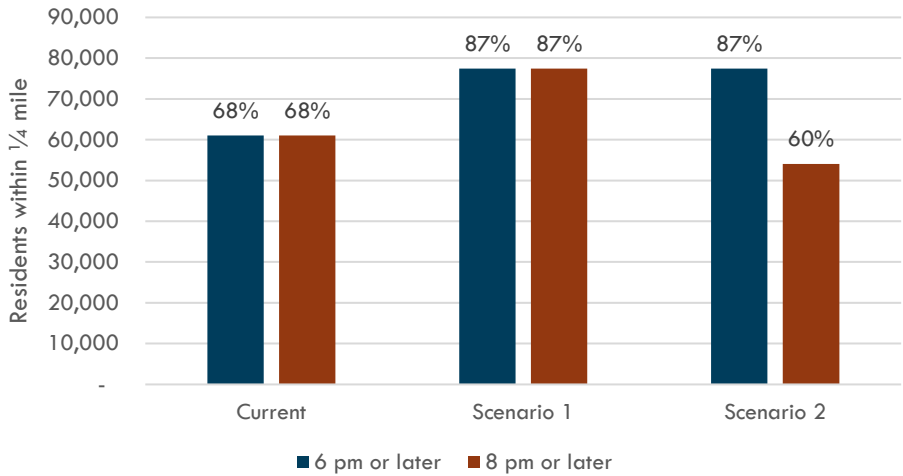
## ACCESS BY SPAN

Both service scenarios result in an increased number of Fall River residents and jobs within 1/4 mile of transit that operates until at least 6 PM, even when taking the streamlined routing into account.

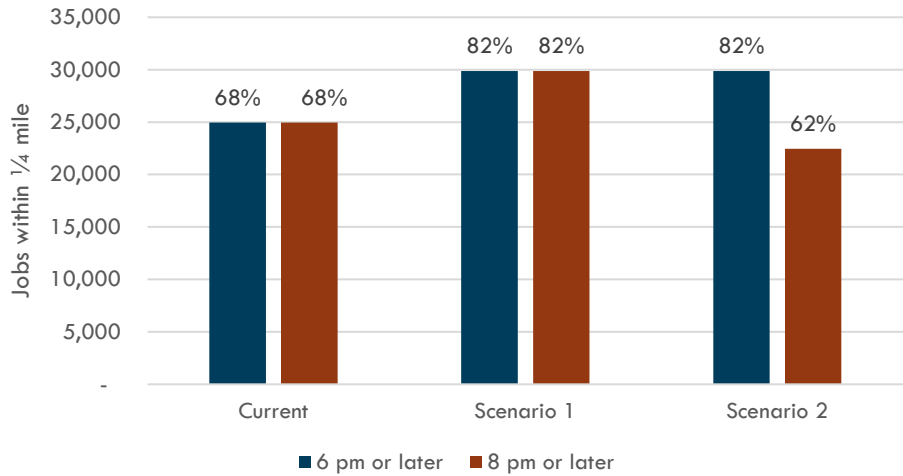
The span-focused Scenario 1 provides a significant increase in service after 8 PM for both residents and jobs, as all routes under Scenario 1 run past 8 PM.

Under Scenario 2, more residents and jobs will have access to transit until at least 6 PM than under the current network. However, there is a decrease in access to service that runs until at least 8 PM.

Residential Access to Transit by Span Level



Employment Access to Transit by Span Level



# Scenario Evaluation: Title VI Implications

Per FTA C 4702.1B, SRTA conducts equity analyses for all permanent fare changes and service changes that exceed the major service change threshold. SRTA defines a major service change as “which an individual fixed route’s or the full fixed-route system’s daily revenue mileage is permanently increased or decreased by more than 25%, or in which a demand-response service area’s size or daily span of service is permanently increased or decreased by more than 25%”.

In the case of a major service change that is intended to be permanent, SRTA will conduct a service equity analysis prior to the change occurring. In the case of a major service change that is initially meant to be temporary but becomes permanent by lasting more than 12 months, SRTA will conduct a service equity analysis immediately after determining the service change is permanent. Service changes that have potential for adverse effects include route elimination, shortlining, rerouting, headway changes, or span of service changes.

## WEEKDAY

The chart on the right shows Fall River’s current weekday revenue vehicle miles (RVM) and the RVMs for the proposed route change alternatives. This chart summarizes the percent change in RVMs and indicates whether an equity analysis would need to be conducted. There are three routes included in the first weekday scenario and six routes included in the second weekday scenario that would need to undergo a service equity analysis if the proposed routes changes occurred.

Route	Existing Revenue Vehicle Miles	RVMs	Scenario 1		RVMs	Scenario 2	
			RVM % Change	Service Equity Analysis (Yes/No)		RVM % Change	Service Equity Analysis (Yes/No)
FR1	189.21	168.32	-11%	NO	157.80	-17%	NO
FR2	616.54	489.60	-21%	NO	443.70	-28%	YES
FR3	145.99	156.86	7%	NO	146.74	1%	NO
FR4	224.73	203.40	-9%	NO	264.42	18%	NO
FR5	245.43	246.68	1%	NO	216.31	-12%	NO
FR6	62.94	0.00	-100%	YES	0.00	-100%	YES
FR7	124.75	120.02	-4%	NO	197.68	58%	YES
FR8	298.92	247.23	-17%	NO	223.11	-25%	YES
FR9	221.27	88.74	-60%	YES	146.16	-34%	YES
FR10	96.02	172.62	80%	YES	161.66	68%	YES
FR14	241.02	234.00	-3%	NO	207.00	-14%	NO
<b>Total</b>	<b>2466.83</b>	<b>2127.47</b>	<b>-14%</b>	<b>NO</b>	<b>2164.59</b>	<b>-12%</b>	<b>NO</b>

# Scenario Evaluation: Title VI Implications

## SATURDAY

The chart on the right shows Fall River’s current Saturday revenue vehicle miles (RVM) and the RVMs for the proposed route change alternatives. There are five routes included in the first Saturday alternative and four routes included in the second Saturday scenario that would need to undergo a service equity analysis if the proposed routes changes occurred.

Route	Existing Revenue Vehicle Miles	RVMs	Scenario 1		RVMs	Scenario 2	
			RVM % Change	Service Equity Analysis (Yes/No)		RVM % Change	Service Equity Analysis (Yes/No)
FR1	140.62	147.28	5%	NO	115.72	-18%	NO
FR2	485.72	428.40	-12%	NO	336.60	-31%	NO
FR3	127.69	141.68	11%	NO	111.32	-13%	NO
FR4	112.21	142.38	27%	YES	149.16	33%	YES
FR5	178.42	106.26	-40%	YES	166.98	-6%	NO
FR6	54.18	0.00	-100%	YES	0.00	-100%	YES
FR7	99.43	98.84	-1%	NO	103.55	4%	NO
FR8	80.14	84.42	5%	NO	88.44	10%	NO
FR9	104.64	73.08	-30%	YES	76.56	-27%	YES
FR10	82.85	153.44	85%	YES	120.56	46%	YES
FR14	183.55	207.00	13%	NO	171.00	-7%	NO
Total	1649.45	1582.78	-4%	NO	1439.89	-13%	NO

# Fully Meeting Transit Market Demand

The two scenarios previously discussed represent improvements and changes that can be made to the Fall River network under a constrained financial situation. However, as shown in the map to the right, Fall River has a very high level of transit demand throughout the city, based on population and employment density and socioeconomic characteristics. In an ideal funding scenario, much of the city should be served by transit that runs all days of the week, at frequencies between 10 and 30 minutes. The following scenario represents the level of service that SRTA should strive for with more funding.

On weekdays in this scenario, all routes would run from 6AM to 10PM except for FR14 Swansea which would continue to begin at 8:30 AM and operate at 60-minute frequencies. Other route frequencies are as follows:

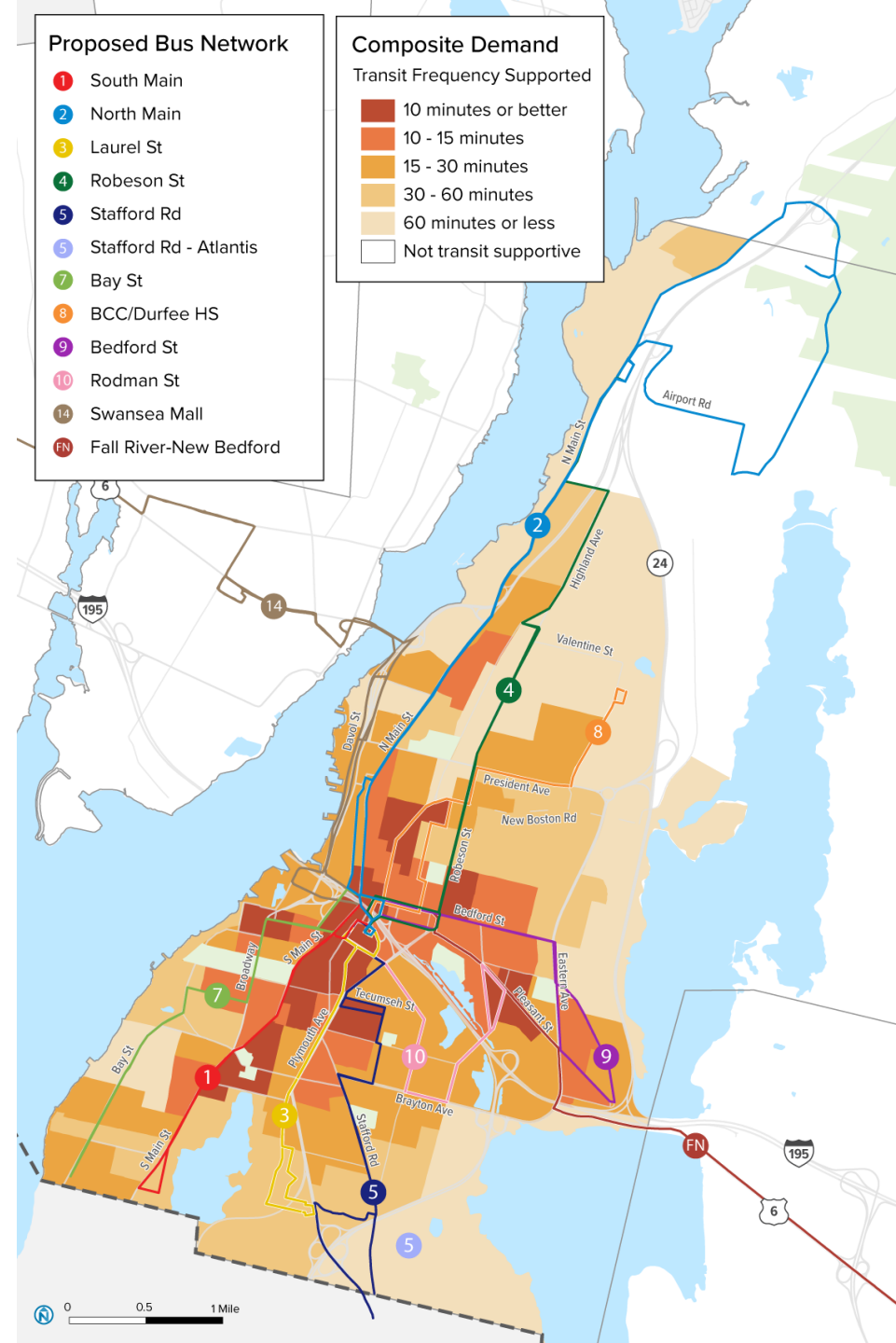
- 15-minute frequencies on FR1, FR2 (southern half), FR3, FR5, and FR10
- 20-minute frequencies on FR8 and FR9
- 30-minute frequencies on FR 2 (northern half), FR4, and FR7

SRTA should provide the same level of service on Sundays as on Saturdays, for which the span is recommended for expansion to 6AM to 8PM for all routes (except FR14, which would run every 60 minutes starting at 8:30AM). Other route frequencies on weekends are as follows:

- 15-minute frequencies on FR1, FR2 (southern half), and FR10
- 20-minute frequencies on FR3, FR5, and FR9
- 30-minute frequencies on FR2 (northern half), FR4, FR7, and FR8

## COST AND VEHICLE NEEDS

If SRTA implements all of these proposed changes, the operating cost for the Fall River network is estimated to be \$14,253,000 per year, a 61% increase from current funding. The network would require 31 peak vehicles, compared to 25 vehicles needed in the current network.





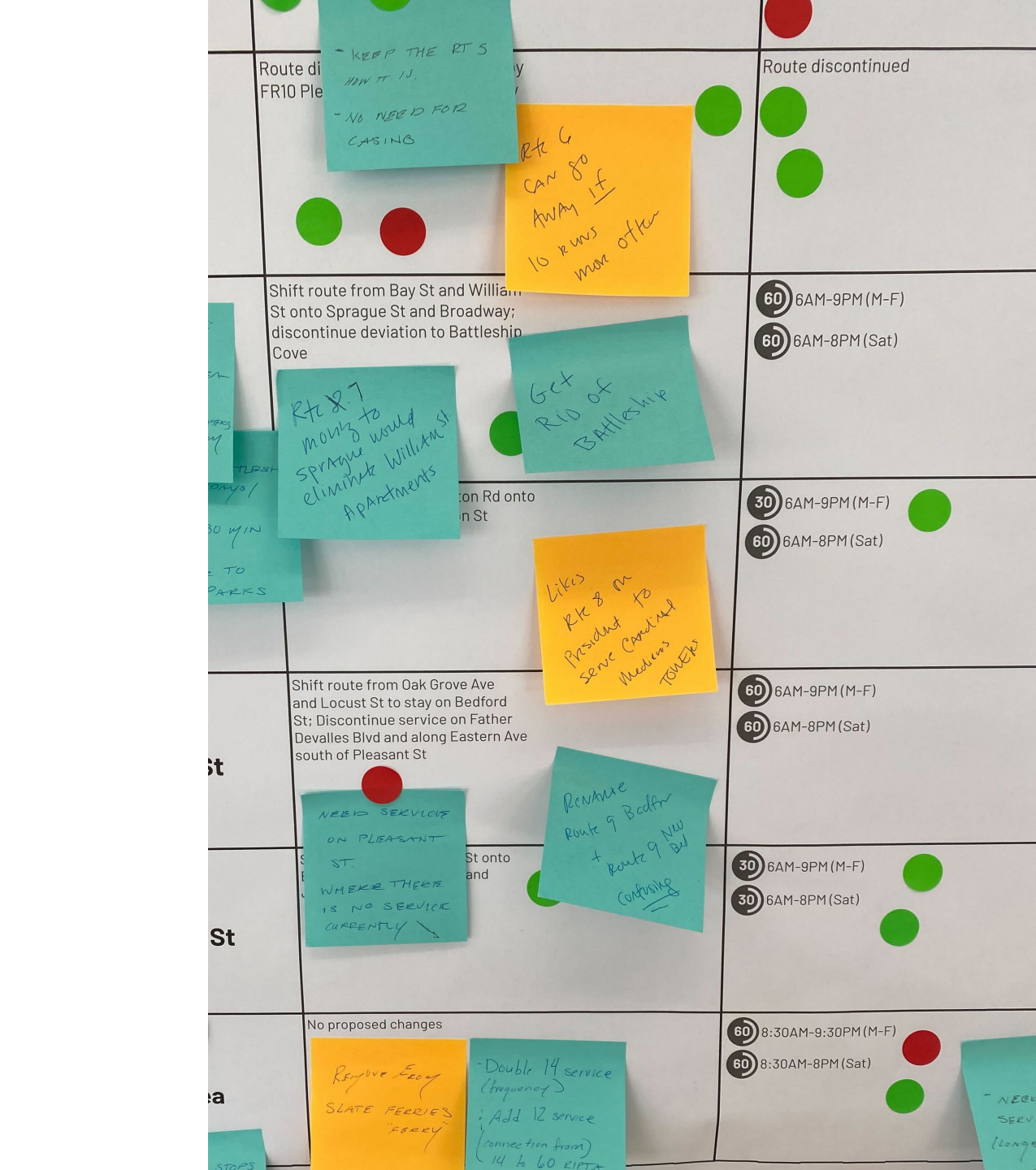
# **Public Engagement**

# Introduction

The project team and SRTA staff completed two rounds of public engagement. The purpose of the first round of engagement was to collect feedback regarding how SRTA riders are currently using SRTA's bus services and what changes they would like to see. The purpose of the second round of engagement was to collect feedback regarding the proposed route and schedule changes that were developed after the first round of engagement.

The first round of engagement was held in early October 2022 and included several pop-ups in Fall River. These pop-ups allowed community members to provide feedback directly to the consultant team and SRTA staff and participate in an outreach activity. An online survey was also made available to community members and SRTA bus riders to provide feedback regarding SRTA's current service and choose their most important service improvements with SRTA's limited funding.

The second round of engagement was held in mid-December 2022; this round of engagement included one open forum at the Fall River Terminal. This open forum allowed community members and riders to provide feedback on the proposed route and schedule changes directly to the consultant team and SRTA staff and participate in an outreach activity. Materials were also posted on the SRTA website, where an online form was made available to community members and SRTA bus riders to provide feedback regarding the proposed changes on the SRTA project website. The feedback received from the second round of engagement informed the final route and schedule scenarios for Fall River.



# Public Engagement: Phase 1

## PHASE 1 KEY FINDINGS

Phase 1 of public engagement was conducted as part of the Fall River Comprehensive Operational Analysis (FRCOA), this outreach occurred in October 2022, with a focus on determining what service improvements are most important to riders. The key findings from engagement are:

- Most survey respondents and pop-up participants noted that they would like to see improvements to bus service in Downtown and other Fall River Neighborhoods.
- There is a desire to have service start earlier and end later in the day.
- Most survey respondents identified the Southcoast Marketplace as one of the most important destinations in Fall River.
- Most survey respondents identified more frequent bus service, on-time buses, and later bus service as their top three desired service improvements.

# Help plan the future of Fall River bus service!

## Ede planifye avni sèvis otobis Fall River!

SRTA wants to hear from you about how to improve the Fall River bus routes to work better for riders. Fill out the online survey by **October 25th** and let us know what types of service improvements are most important.

SRTA vle tande ou sou fason pou amelyore wout otobis Fall River yo pou travay pi byen pou pasaje yo. Ranpli sondaj sou Entènèt la anvan **25 oktòb** epi fè nou konnen ki kalite amelyorasyon sèvis ki pi enpòtan.



**Stop by a pop-up event or go online and make your voice heard!**

**Kanpe nan yon evènman pop-up oswaale entènèt epi fè tande vwa ou!**

**Tuesday, October 18:**

- Fall River Bus Terminal** 8 AM – 10 AM  
118 4th St, Fall River
- Bristol Community College Bus Stop** 11 AM – 1 PM  
777 Elsbree St, Fall River
- Southcoast Marketplace Bus Stop** 1:30 PM – 3:30 PM  
450 William S Canning Blvd, Fall River
- Fall River Walmart Bus Stop** 4 PM – 6 PM  
638 Quequechan St, Fall River

**SCAN ME!**



**Complete our online survey to share your thoughts:**

**Ranpli sondaj sou entènèt nou an pou pataje panse ou:**

**[surveymonkey.com/r/FRCOA1](https://surveymonkey.com/r/FRCOA1)**

# Public Engagement: Phase 1 Pop-Ups

## PHASE 1 POP-UP OVERVIEW

During the first round of public engagement, pop-ups were held at different high ridership bus stops in Fall River to engage riders while waiting for the bus. During the pop-ups, riders had the opportunity to discuss general feedback about SRTA and participate in the outreach activity. Fall River pop-up locations included:

- Fall River Bus Terminal (8AM - 10AM)
- Bristol Community College (11AM - 1PM)
- Southcoast Marketplace (1:30PM - 3:30PM)
- Fall River Walmart (4PM - 6PM)

The outreach activity was intended to further engage community members and allow them to answer two of the survey questions regarding bus service improvements by placing stickers and/or providing additional feedback on sticky notes. On the left-hand side of the engagement board, participants were asked to place stickers next to their preferred service improvement tradeoff. On the right-hand side of the engagement board, participants were asked to place stickers on their top three preferred service improvements.



## FALL RIVER BUS SERVICE EVALUATION EVALUACIÓN DEL SERVICIO DE AUTOBÚS EN FALL RIVER



### Help plan the future of bus service in Fall River

SRTA is evaluating the Fall River bus network in order to adjust routes to better meet the needs of bus riders. This study is the first time since 2014 that SRTA is completing a comprehensive evaluation of the entire Fall River network.

### Ayuda a mejorar las paradas de autobús de SRTA

SRTA está evaluando la red de autobuses de Fall River a fin de ajustar las rutas para satisfacer mejor las necesidades de los pasajeros de autobuses. Con este estudio es la primera vez, desde 2014, que SRTA completa una evaluación integral de toda la red de autobuses de Fall River.

### Given SRTA's limited funding, would you rather...

Tomando en consideración las limitaciones de fondos de SRTA, usted preferiría...

Place a sticker next to your preference. Coloque una etiqueta en su opción más preferida.

Have more frequent bus service  
Que los autobuses pasen con más frecuencia

OR

Have service start earlier and end later in the day  
Hacer que el servicio comience más temprano y termine más tarde en el día

Walk a shorter distance to a longer, slower bus trip  
Caminar una distancia más corta para un viaje en autobús más largo y lento

OR

Walk a further distance to a shorter, faster bus trip  
Caminar una distancia más larga para un viaje en autobús más corto y rápido

Have better bus service within downtown and Fall River neighborhoods  
Tener un mejor servicio de autobuses dentro de los vecindarios y el centro de Fall River

OR

Have better bus service to large job centers outside of town  
Tener un mejor servicio de autobuses a los grandes centros de trabajo fuera de la ciudad

### What is most important to you as a current or potential bus rider?

¿Qué es lo más importante para usted como pasajero actual o usuario potencial del autobús?

Place a sticker next to your top 3 preferences.

Coloque esta etiqueta en sus tres opciones preferidas.

Buses that run late at night  
Autobuses que pasen tarde en la noche

Buses that run early in the morning  
Autobuses que pasen temprano en la mañana

Bus trips that are as fast as driving  
Viajes en autobús que sean tan rápidos como ir en vehículo

Bus stops that are comfortable  
Paradas de autobús que sean cómodas

Buses that run frequently  
Autobuses que circulan con frecuencia

Bus routes that don't require me to transfer  
Rutas de autobús que no requieren que haga transbordo

Buses that are on schedule  
Autobuses que lleguen puntuales en su horario

Other  
Otro

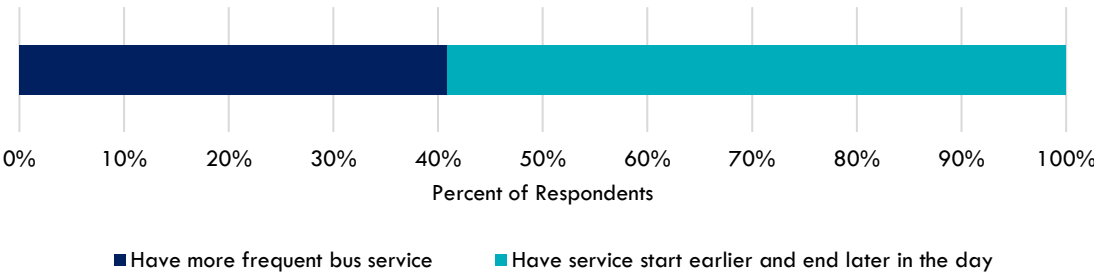
# Public Engagement: Phase 1 Pop-Ups

## PHASE 1 POP-UP FINDINGS

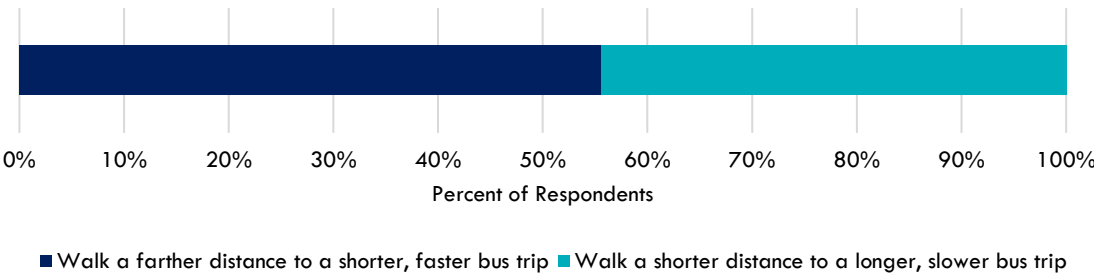
During the pop-up events, approximately 23 community members and riders participated in the public engagement board activity. The charts on the right show the results of the activity and the results of the trade-off questions, asking participants if they'd prefer certain improvements over others given SRTA's limited funding. Out of the 18 responses, most participants preferred increased service spans over more frequent bus service, walking a farther distance to a faster bus trip, and having better bus service within Downtown and Fall River than having better bus service at large job centers outside of Fall River. Additional feedback received during conversations with community members and SRTA bus riders included:

- Most SRTA riders and community members would like the Intercity express bus service to be re-instated.
- There is a desire amongst SRTA riders and community members for increased bus service to and from surrounding areas (e.g., Somerset, Freetown, Westport).
- There are many concerns regarding school trips and bus capacities during AM trips and PM trips.
- There is a desire for routes that do not serve the Fall River terminal, and direct routes that do not require transfers.
- There is a strong desire amongst SRTA riders for bus service on Sunday's.
- Riders expressed concerns over bus stop conditions and lack of stop amenities.

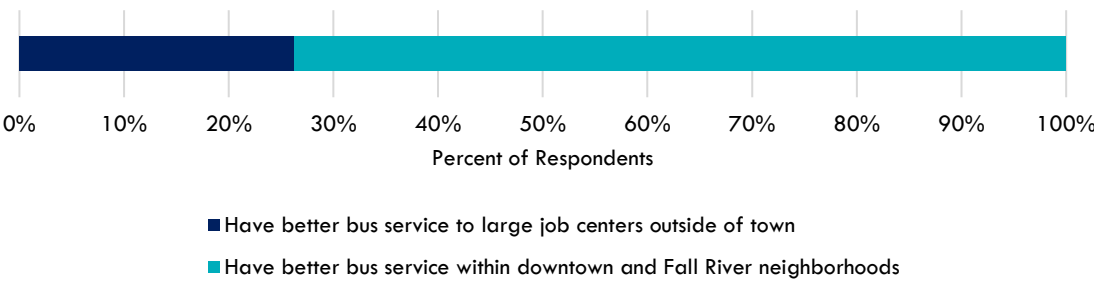
Service Span and Service Frequency



Proximity to Service and Trip Times



Existing Service and Expanded Service



# Public Engagement: Phase 1 Survey

## PHASE 1 SURVEY OVERVIEW

To obtain feedback from a larger group of riders and community members, an online survey was produced. The survey was built in SurveyMonkey and open to the public from October 3, 2022 through November 1, 2022. The survey was promoted via social media, a public meeting, posters and flyers, and SRTA's website. Respondents could take the survey in English, Haitian Creole, Spanish, or Portuguese. The survey received 39 total responses; most surveys were taken in English.

## SRTA FALL RIVER BUS SERVICE EVALUATION SURVEY



### About This Survey

SRTA is evaluating the Fall River bus network in order to adjust routes to better meet the needs of bus riders. This study is the first time since 2014 that SRTA is completing a comprehensive evaluation of the entire Fall River network. We want to hear from our riders on how SRTA can redesign the bus network to be more efficient and reliable for Fall River residents.

#### 1. How often do you ride SRTA?

- ☐ Regularly (almost every day)
- ☐ Occasionally (a few times a week)
- ☐ Rarely (a few times a month)
- ☐ Very rarely (a few times a year)
- ☐ Never

#### 2. Which route(s) do you typically ride? (Select all that apply)

- ☐ FR1 - South Main
- ☐ FR2 - North Main
- ☐ FR3 - Laurel St
- ☐ FR4 - Robeson St
- ☐ FR5 - Stafford St
- ☐ FR6 - Pleasant St
- ☐ FR7 - Bay St
- ☐ FR8 - BCC/Durfee High School
- ☐ FR9 - Bedford St
- ☐ FR10 - Rodman St
- ☐ FR14 - Swansea
- ☐ New Bedford/Fall River Intercity Route
- ☐ RIPTA 24L

#### 3. What is most important to you as a current or potential bus rider? (Select top 3)

- ☐ Buses that run late at night
- ☐ Buses that run early in the morning
- ☐ Buses that run frequently
- ☐ Bus routes that don't require me to transfer
- ☐ Bus trips that are as fast as driving
- ☐ Bus stops that are comfortable (e.g., with benches and shelters)
- ☐ Buses that are on schedule
- ☐ Other: \_\_\_\_\_

#### 4. Which destinations are most important to you? (Select top 3)

- ☐ Durfee High School
- ☐ Bristol Community College
- ☐ Fall River Shopping Center
- ☐ South Coast Marketplace
- ☐ Fall River Walmart
- ☐ Shaw's
- ☐ Industrial Park and Amazon Distribution Center
- ☐ Downtown Fall River
- ☐ Saint Anne's Hospital
- ☐ Charlton Memorial Hospital
- ☐ Tiverton Casino
- ☐ Other: \_\_\_\_\_

#### 5. Given SRTA's limited funding, would you rather... (Check ONE box per row)

- a. ☐ Have more frequent bus service?  
- OR -  
☐ Have service start earlier and end later in the day?
- b. ☐ Walk a shorter distance to a longer, slower bus trip?  
- OR -  
☐ Walk a farther distance to a shorter, faster bus trip?
- c. ☐ Have better bus service within downtown and Fall River neighborhoods?  
- OR -  
☐ Have better bus service to large job centers outside of town (Industrial Park, Amazon, Stop & Shop Distribution Center, Gold Medal Bakery, etc.)?

#### 6. Do you have any other feedback about how SRTA could improve transit service in Fall River?

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#### 7. If you would like to stay up-to-date with this project, please provide your email here:

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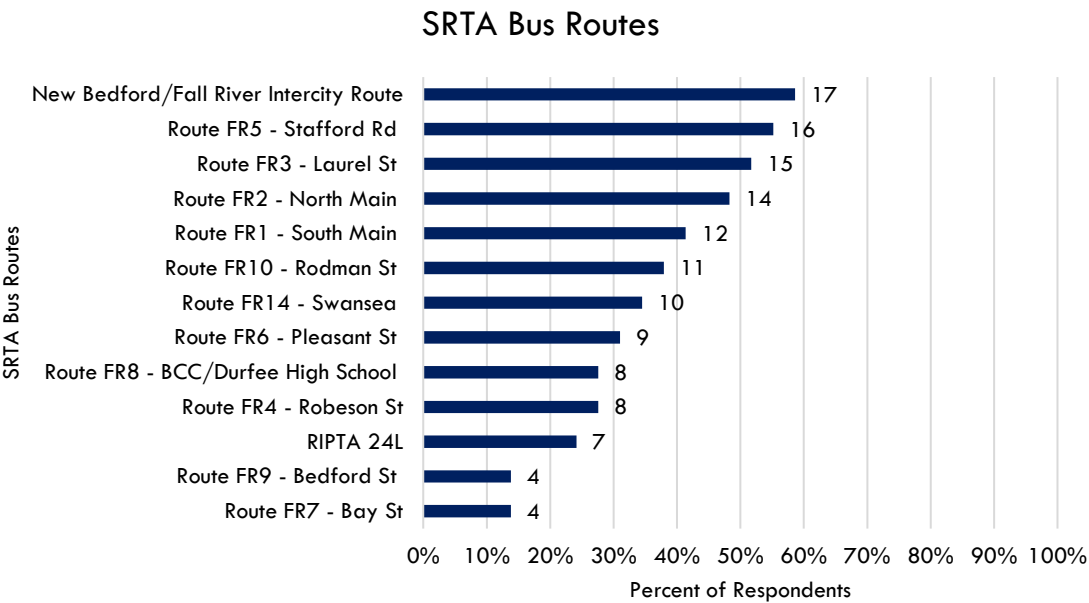
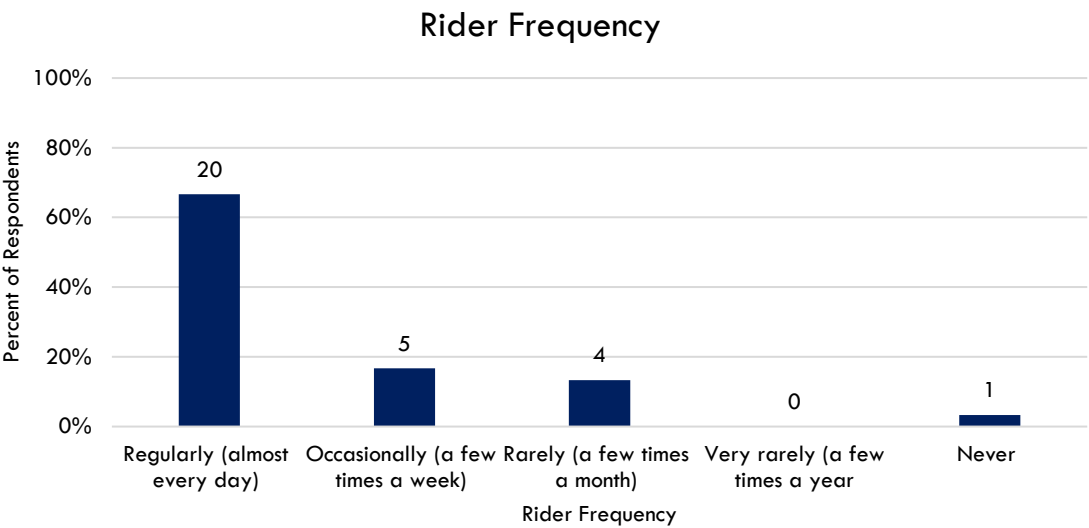
If you are not able to return your completed survey to SRTA staff, please send a picture of your completed survey to [info@srtabus.com](mailto:info@srtabus.com) or please complete the full survey online at [www.srtabus.com/fall-river-comprehensive-operations-analysis/](http://www.srtabus.com/fall-river-comprehensive-operations-analysis/).

# Public Engagement: Phase 1 Survey

## PHASE 1 SURVEY RESULTS

Out of 30 responses, most of the survey respondents indicated they ride SRTA almost every day, while only one respondent said they never ride SRTA (top right). These results show that most survey respondents ride SRTA regularly.

Most survey respondents indicated they typically ride the intercity route between New Bedford and Fall River, Route FR5, and Route FR3 (bottom right). The routes that most survey respondents don't typically ride included Route FR9 and Route FR7. These results show that most survey respondents desire a strong connection between New Bedford and Fall River, and that respondents are primarily using South End routes. Route FR5 and FR3 connect riders to large grocery stores and other key destinations in the South End (e.g., SouthCoast Marketplace, Seabra, Stop & Shop).



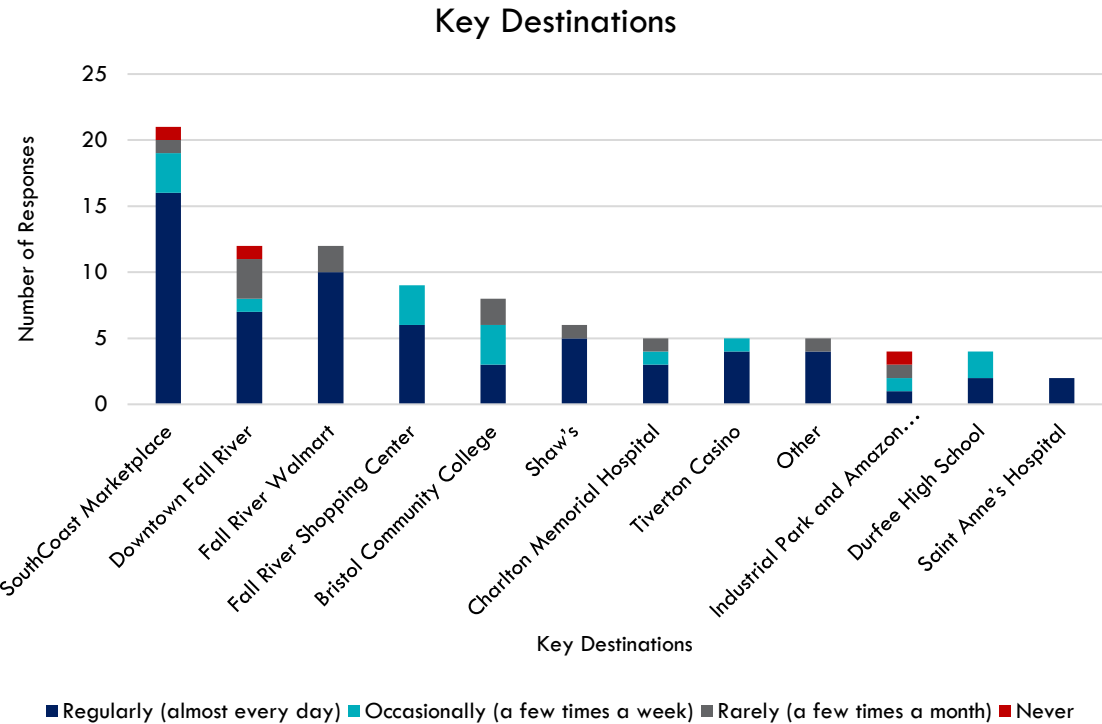
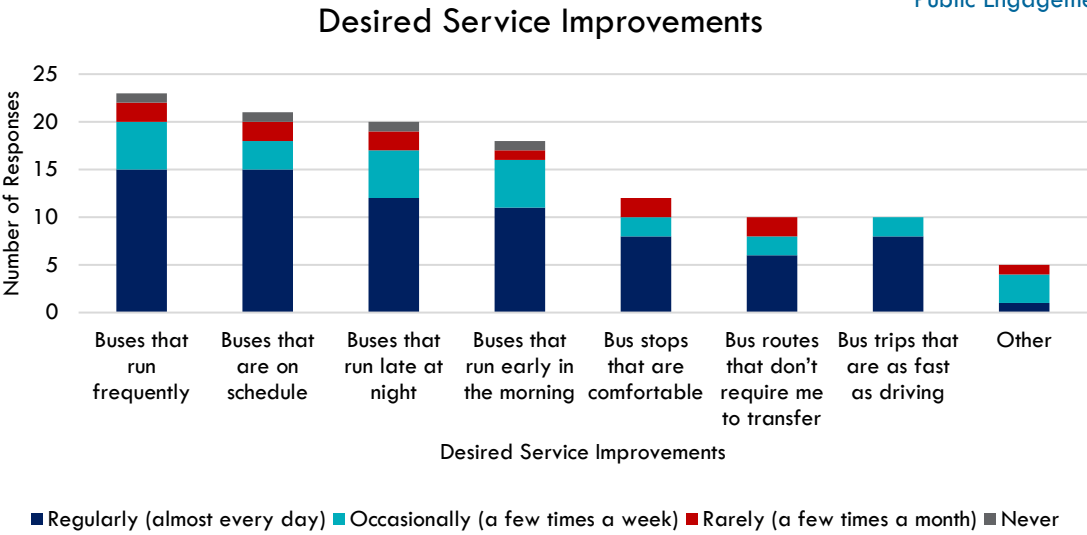
# Public Engagement: Phase 1 Survey

## PHASE 1 SURVEY RESULTS

When survey respondents were asked about what their desired service improvements were compared with how often they ride, responses indicated that most riders desired increased frequencies, on-time buses, and service late at night (top right). Survey respondents that only ride a few times a month or never ride desired service improvements were evenly split amongst most of the improvements listed. Those who responded “Other” noted that they would like to see multi-modal connections to Park & Ride lots, decreased waiting times, and increased service in surrounding areas.

Most survey respondents indicated that their most important destinations were the SouthCoast Marketplace, Downtown Fall River, and the Fall River Walmart. When respondents’ important destinations were compared with how often they ride, most regular riders indicated that their most important destination was the SouthCoast Marketplace, followed by Walmart. Amongst respondents that only ride a few times a month or never, these groups indicated that Downtown Fall River was their most important destination. “Other” service important destinations were mostly listed by respondents that regularly ride. These destinations included:

- Jobs and UMass-D and Bristol Community College classes in Dartmouth and New Bedford
- Stop and Shop
- Somerset, MA
- Bristol Community College in New Bedford
- Matouk



# Public Engagement: Phase 1 Survey

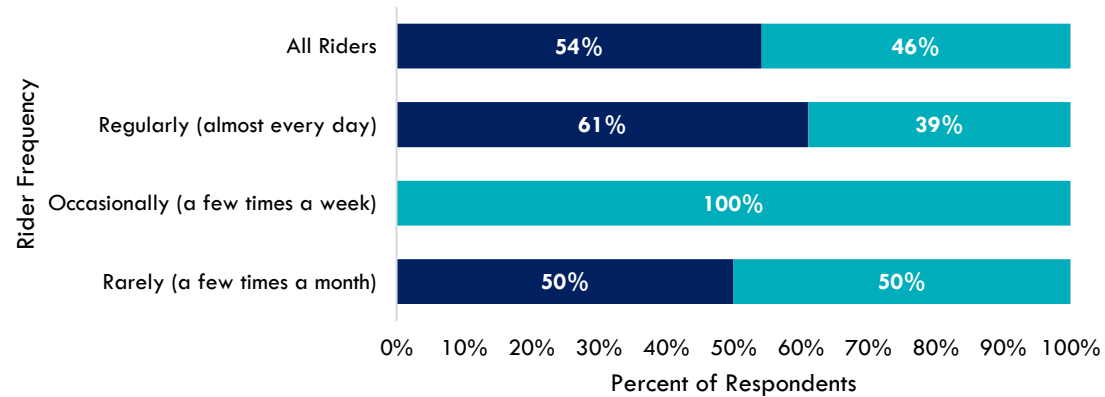
## PHASE 1 TRADEOFF QUESTIONS

The Fall River Bus Service Evaluation Survey included three tradeoff questions regarding trip times, frequency, service spans, and service expansion. These tradeoff questions allowed survey respondents to choose their most desired service improvements over others in lieu of SRTA's limited funding. These decisions would help SRTA staff and the consultant team inform draft service scenarios and determine what service improvements should be prioritized. The figures shown on the right show the three tradeoff questions cross-tabulated with respondents' rider frequency and bus routes that they typically ride (though it is important to take into consideration that some routes only had a few respondents).

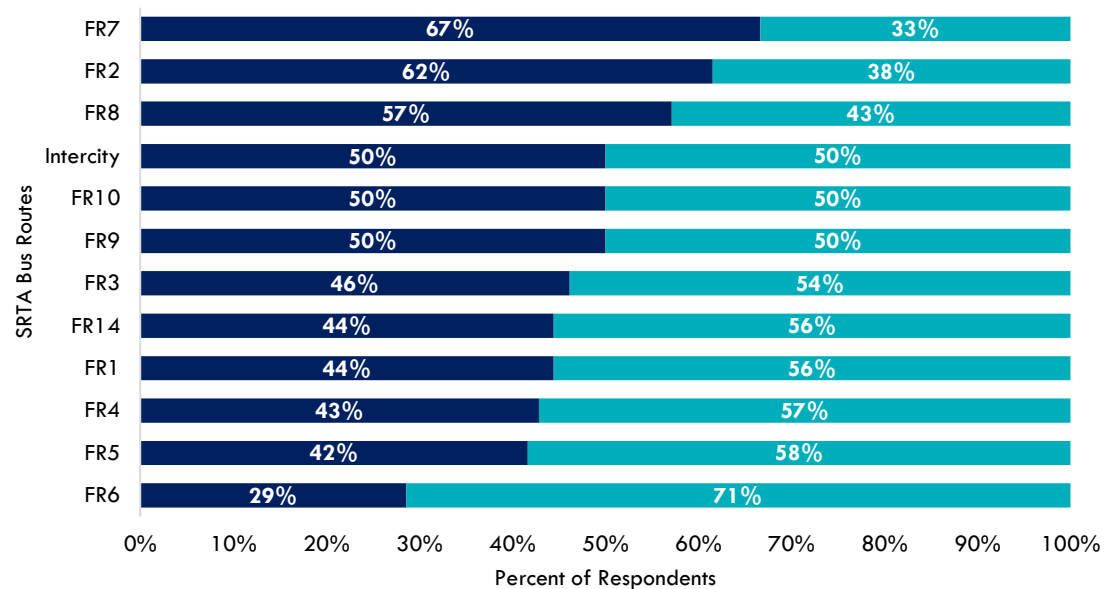
Out of all responses, 61% of respondents that ride almost every day would rather walk a farther distance to a shorter, and faster bus trip (top right). All respondents that noted they ride occasionally would rather walk shorter distances to the bus.

Out of all responses, over 50% of respondents that typically ride routes FR7, FR2, and FR8, would rather walk farther to the bus for a faster bus trip than respondents that ride routes FR4, FR5, and FR6 (bottom right). Survey respondents that typically rider the intercity bus route was evenly split between walking farther distances and walking shorter distances to the bus.

Rider Frequency and Proximity to Service/Trip Times



Bus Routes and Proximity to Service/Trip Times



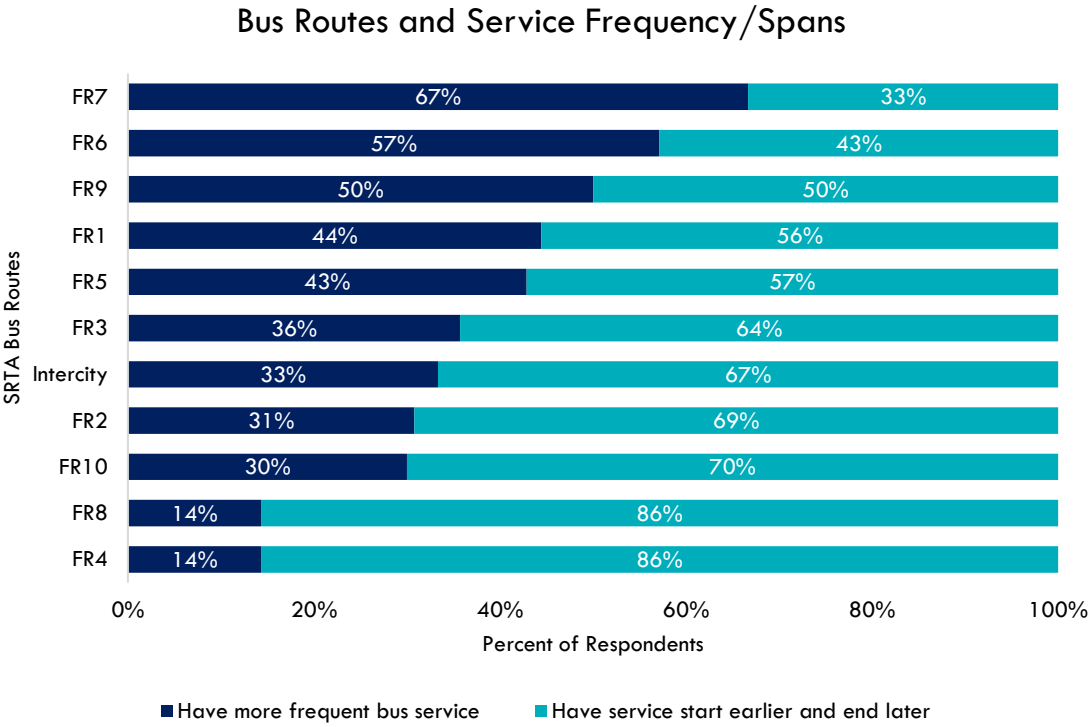
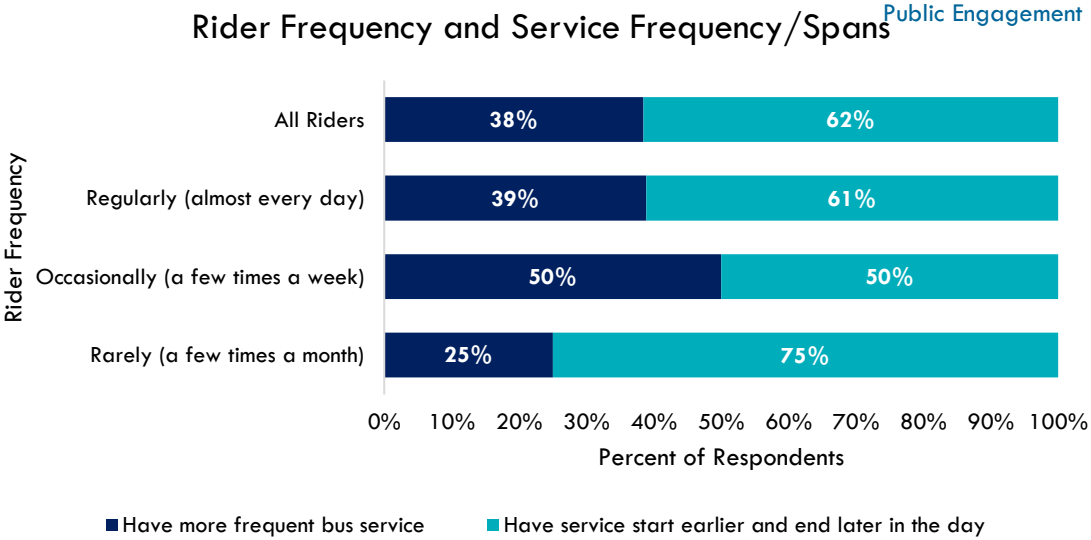
■ Walk a farther distance to a shorter, faster bus trip ■ Walk a shorter distance to a longer, slower bus trip

# Public Engagement: Phase 1 Survey

## PHASE 1 TRADEOFF QUESTIONS

Out of all responses, 50%-75% of respondents would rather have bus service start earlier and end later in the day (top right). There was no correlation between rider frequency and service spans or bus frequencies. Respondents that ride occasionally were evenly split between having more frequent bus service and having service start earlier and end later in the day.

Out of all responses, between 50%-67% of respondents that typically ride routes FR7 and FR6 would rather have increased bus frequencies. Most respondents that ride most other routes would rather have extended service spans, especially respondents that typically ride routes FR8 and FR4 (bottom right).



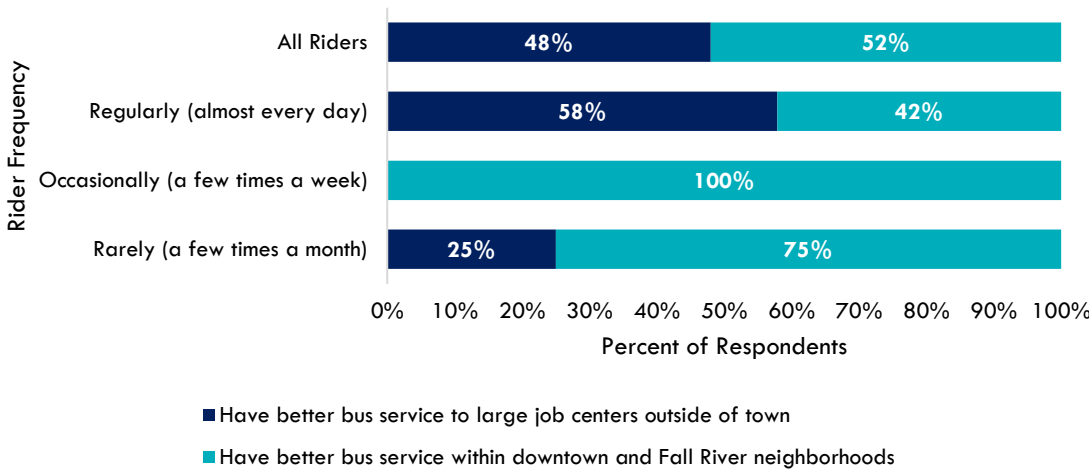
# Public Engagement: Phase 1 Survey

## PHASE 1 TRADEOFF QUESTIONS

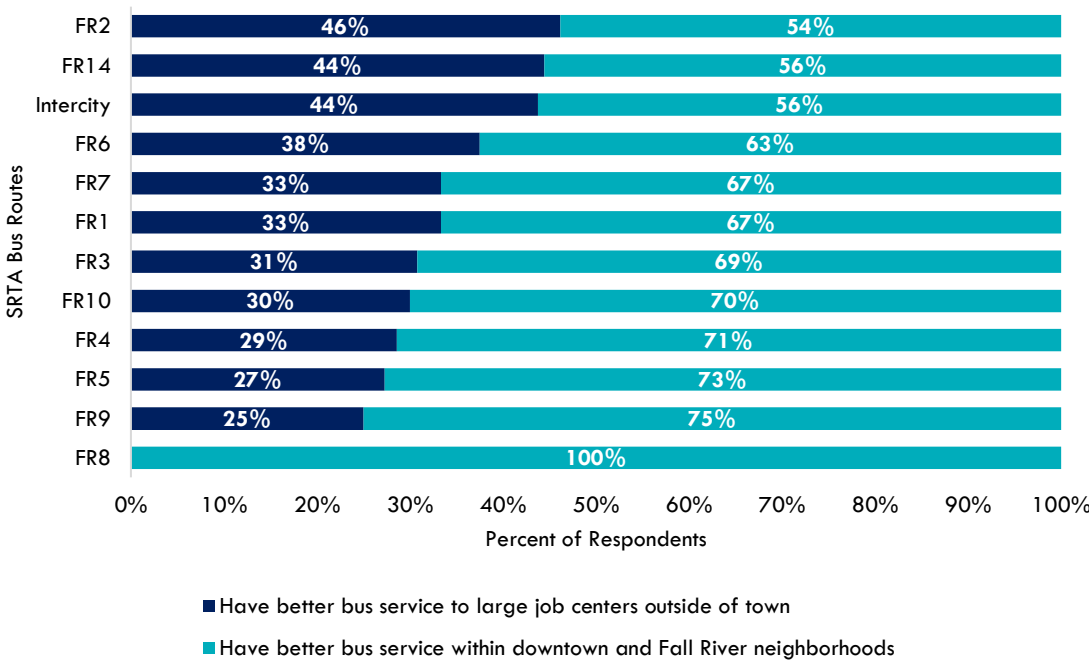
Out of all responses, a slight majority of respondents noted that they would rather have improved bus service to large job centers outside of town, while riders that ride only a few times a week or a few times a month prefer to have better bus service in downtown and throughout Fall River (top right). Based on these results, many respondents who ride regularly may currently be commuting and riding SRTA routes to and from large job centers for work.

Out of all responses, most respondents noted that they would rather have improved bus service within Downtown Fall River and Fall River neighborhoods (bottom right). FR2, which currently serves the Industrial Park, has the greatest percentage of people who would prefer better bus service to large job centers outside of town (46%).

Rider Frequency and Existing Service/Service



Bus Routes and Existing Service/Service Expansion



# Public Engagement: Phase 2

## PHASE 2 KEY FINDINGS

Phase 2 of public engagement was conducted as part of the Fall River Comprehensive Operational Analysis (FRCOA) occurred in December 2022, with a focus on gathering input on draft route and schedule scenarios and understanding how riders may be impacted with each scenario. The key findings from engagement are:

- Most SRTA riders and community members were very receptive to making bus routes more efficient if the proposed changes decrease waiting times and create faster trips.
- Most SRTA riders and community members were willing to trade higher bus frequencies for extended/longer service spans on most routes. These riders expressed that they would like to be able to carry out daily activities after work and/or school, even if it means waiting longer for the bus.
- Many SRTA riders and community members are receptive to eliminating or re-aligning bus routes that are not productive and/or do not serve important destinations.
- There is a strong desire to simplify service by eliminating deviations on long routes, renaming routes so that they are easier to understand, and matching different route schedules so that timed transfers are possible outside of the Fall River Terminal.
- There is a strong desire for increased access to other cities and towns such as Providence and New Bedford (such as NB9x Intercity Express).

# Give your feedback on potential bus service changes



## Bay opinyon w sou chanjman potansyèl sèvis otobis yo

Stop by the public open house to learn more and provide feedback on potential changes.

Pase nan Open House piblik la pou aprann plis epi bay fidbak sou chanjman potansyèl yo.

Tuesday, December 13th  
Madi 13 desanm

Fall River Bus Terminal  
Tèminal Otobis Fall River  
118 4th St, Fall River

Stop by between:  
Kanpe pa ant: 9 AM – 1 PM

Presentation at:  
Prezantasyon a: 12 PM

SRTA is proposing changes to the Fall River bus routes and schedules, and we want to know what you think. Come see our proposals for changes to the network and provide comments in person on December 13th or online by December 27th.

SRTA ap pwopozè chanjman nan wout ak orè otobis Fall River yo, epi nou vle konnen sa ou panse. Vin wè pwopozisyon nou yo pou chanjman nan rezo a epi bay kòmantè an pèsòn sou 13 desanm oswa sou entènèt anvan 27 desanm.



You can also visit the website below to view materials and leave a comment.

Ou kapab tou vizite sit entènèt ki anba a pou w wè materyèl epi kite yon kòmantè.

[srtabus.com/fall-river-comprehensive-operations-analysis/](https://srtabus.com/fall-river-comprehensive-operations-analysis/)

SCAN ME!



# Public Engagement: Phase 2

## PHASE 2 OPEN FORUM/OPEN HOUSE OVERVIEW

During the second round of public engagement, the project team held one open forum at the Fall River Bus Terminal on December 13th from 9AM until 1PM. During the open forum, riders had the opportunity to discuss general feedback about SRTA's proposed route and schedule changes and participate in an outreach activity. During the open forum, two engagement boards and a PowerPoint presentation were used to engage community members and riders. One engagement board was used to inform riders about the proposed route and schedule changes (shown on the right), and another engagement board was used for an outreach activity.

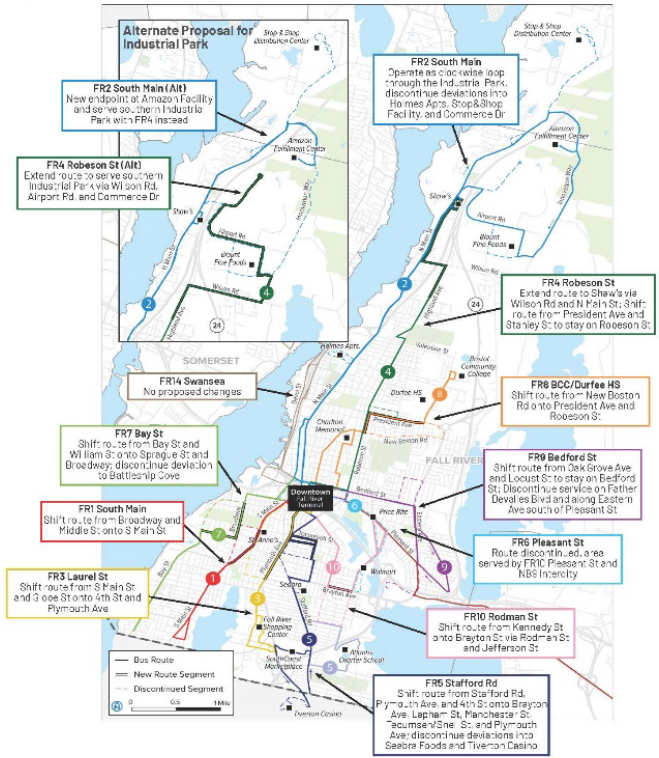
The outreach activity was intended to further engage community members and allow them to answer three survey questions regarding the proposed route and schedule changes by placing stickers and/or providing additional written feedback on sticky notes. Participants were given red and green colored stickers - green indicating they like a proposed change, and red indicating they dislike a proposed change. Activity participants were encouraged to place stickers within the three columns of the engagement board to indicate which changes they liked or disliked regarding specific routes. Additionally, participants were given sticky notes to explain their decision further and/or to provide general feedback about SRTA's bus service.

## Southeastern Regional Transit Authority: Getting On Board FALL RIVER BUS SERVICE EVALUATION

### Help plan the future of bus service in Fall River

SRTA is evaluating the Fall River bus network in order to adjust routes to better meet the needs of bus riders. This study is the first time since 2014 that SRTA is completing a comprehensive evaluation of the entire Fall River network.

### Proposed Route Changes



### Proposed Schedule Changes

Route		Existing		Option 1	Option 2		
 Bus every 30 min.  Bus every 45 min.  Bus every 60 min.		Depending on the route, buses arrive every 30-60 min starting at 6AM to 8:30AM and ending at 5:20PM to 8:25PM.		Service later into the night: Buses arrive every 30-60 min depending on the route. Post routes run from 6AM to 5PM on weekdays, and to 8PM on Saturdays.	Buses that come more often: Buses arrive every 30 min on weekdays (30-45 min on Saturdays). Service runs from 6AM to 7 or 8PM on weekdays and 7AM to 8PM on Saturdays.		
1 South Main	M-F		6:00AM-8:54PM		6:00AM-9:00PM		6:00AM-8:00PM
	Sat		6:10AM-5:58PM		6:00AM-8:00PM		7:00AM-6:00PM
2 North Main	M-F		6:00AM-9:25PM		6:00AM-9:30PM		6:00AM-8:00PM
	Sat		6:30AM-7:26PM		6:00AM-8:00PM		7:00AM-6:00PM
3 Laurel St	M-F		6:20AM-5:48PM		6:00AM-9:00PM		6:00AM-8:00PM
	Sat		7:30AM-5:58PM		6:00AM-8:00PM		7:00AM-6:00PM
4 Robeson St	M-F		5:58AM-5:57PM		6:00AM-9:00PM		6:00AM-7:00PM
	Sat		6:28AM-6:25PM		6:00AM-8:00PM		7:00AM-6:00PM
5 Stafford Rd	M-F		6:10AM-8:18PM		6:00AM-9:00PM		6:00AM-7:00PM
	Sat		6:45AM-5:56PM		6:00AM-8:00PM		7:00AM-6:00PM
6 Pleasant St	M-F		6:35AM-5:48PM	Discontinued		Discontinued	
	Sat		7:35AM-6:06PM	Discontinued		Discontinued	
7 Bay St	M-F		6:12AM-5:35PM		6:00AM-9:00PM		6:00AM-7:00PM
	Sat		6:40AM-5:20PM		6:00AM-8:00PM		7:00AM-6:00PM
8 BCC/Durfee HS	M-F		6:35AM-8:40PM		6:00AM-9:00PM		6:00AM-7:00PM
	Sat		7:20AM-5:50PM		6:00AM-8:00PM		7:00AM-6:00PM
9 Bedford St	M-F		6:11AM-5:41PM		6:00AM-9:00PM		6:00AM-7:00PM
	Sat		6:50AM-6:11PM		6:00AM-8:00PM		7:00AM-6:00PM
10 Rodman St	M-F		6:20AM-5:50PM		6:00AM-9:00PM		6:00AM-8:00PM
	Sat		7:05AM-6:18PM		6:00AM-8:00PM		7:00AM-6:00PM
14 Swansea	M-F		8:30AM-9:24PM		8:30AM-9:30PM		8:30AM-8:00PM
	Sat		8:30AM-8:24PM		8:30AM-8:00PM		8:30AM-6:00PM

# Public Engagement: Phase 2

## PHASE 2 OPEN FORUM/OPEN HOUSE KEY FINDINGS

During the open forum, approximately 18 to 20 community members and SRTA riders participated in the public engagement board activity. Overall, most participants liked the proposed route and service changes, specifically regarding changes to eliminate deviations on routes FR7 and FR5, discontinue Route FR6, shorten Route FR2, and extend Route FR4. Route schedule changes in Scenario 1 that prioritized service spans were also liked by most participants. Additional feedback received during conversations with community members and SRTA riders included:

- Most SRTA riders and community members would like the NB9x Intercity express bus service to be re-instated.
- Most SRTA riders would like Route FR9 Bedford St to be renamed. Many SRTA riders expressed concerns about the route name being too like the NB9 Intercity route.
- There were some concerns about the limited accessibility and connections to Providence. RIPTA's 24L runs limited service to/from Rhode Island during mornings and afternoons.
- There is a desire for more bus stops and bus stop improvements in Swansea along Route FR14.

Route	What do you like and dislike about the proposed route changes?	What do you like and dislike about proposed schedule Option 1?	What do you like and dislike about proposed schedule Option 2?
<b>1 South Main</b>	Shift route from Broadway and Middle St onto S Main St	<div>30</div> 6AM-8PM (M-F) <div>30</div> 6AM-8PM (Sat)	<div>30</div> 6AM-8PM (M-F) <div>30</div> 7AM-6PM (Sat)
<b>2 North Main</b>	Operate an clockwise loop through the Industrial Park, discontinue deviations into Holmes Apts, Shop&Shop facility, and Commerce Dr. Alternate: New endpoint at Amazon Facility and serve southern Industrial Park with FR4 instead	<div>30</div> 6AM-9:30PM (M-F) <div>30</div> 6AM-8PM (Sat)	<div>30</div> 6AM-8PM (M-F) <div>30</div> 7AM-6PM (Sat)
<b>3 Laurel St</b>	Shift route from S Main St and Globe St onto 4th St and Plymouth Ave	<div>30</div> 6AM-8PM (M-F) <div>30</div> 6AM-8PM (Sat)	<div>30</div> 6AM-8PM (M-F) <div>30</div> 7AM-6PM (Sat)
<b>4 Robeson St</b>	Extend route to Shaw's via Wilson Rd and N Main St. Shift route from President Ave and Stanley St to stay on Robeson St. Alternate: Extend route to serve southern Industrial Park via Wilson Rd, Airport Rd, and Commerce Dr	<div>45</div> 6AM-8PM (M-F) <div>60</div> 6AM-8PM (Sat)	<div>30</div> 6AM-7PM (M-F) <div>45</div> 7AM-6PM (Sat)
<b>5 Stafford St</b>	Shift route from Stafford Rd, Plymouth Ave, and 4th St onto Brayton Ave, Lapham St, Manchester St, Tecumseh/Shell St, and Plymouth Ave; discontinue deviations into Seabra Foods and Tiverton Casino	<div>30</div> 6AM-8PM (M-F) <div>60</div> 6AM-8PM (Sat)	<div>30</div> 6AM-7PM (M-F) <div>30</div> 7AM-6PM (Sat)
<b>6 Pleasant St</b>	Route discontinued, area served by FR10 Pleasant St and NB9 Intercity	Route discontinued	Route discontinued
<b>7 Bay St</b>	Shift route from Bay St and William St onto Sprague St and Broadway; discontinue deviation to Battleship Cove	<div>60</div> 6AM-8PM (M-F) <div>60</div> 6AM-8PM (Sat)	<div>30</div> 6AM-7PM (M-F) <div>45</div> 7AM-6PM (Sat)
<b>8 BCC/Durfee HS</b>	Shift route from New Boston Rd onto President Ave and Robeson St	<div>30</div> 6AM-8PM (M-F) <div>60</div> 6AM-8PM (Sat)	<div>30</div> 6AM-7PM (M-F) <div>45</div> 7AM-6PM (Sat)
<b>9 Bedford St</b>	Shift route from Oak Grove Ave and Locust St to stay on Bedford St; Discontinue service on Father DeValles Blvd and along Eastern Ave south of Pleasant St	<div>60</div> 6AM-8PM (M-F) <div>60</div> 6AM-8PM (Sat)	<div>30</div> 6AM-7PM (M-F) <div>45</div> 7AM-6PM (Sat)
<b>10 Rodman St</b>	Shift route from Kennedy St onto Brayton St via Roaman St and Jefferson St	<div>30</div> 6AM-8PM (M-F) <div>30</div> 6AM-8PM (Sat)	<div>30</div> 6AM-8PM (M-F) <div>30</div> 7AM-6PM (Sat)
<b>14 Swansea</b>	No proposed changes	<div>60</div> 8:30AM-9:30PM (M-F) <div>60</div> 8:30AM-6PM (Sat)	<div>60</div> 8:30AM-8PM (M-F) <div>60</div> 8:30AM-6PM (Sat)

# Public Engagement: Phase 2

## PROPOSED ROUTE CHANGES FEEDBACK

Most SRTA riders and community members were very receptive to the proposed route changes. Although, participants were allowed to provide feedback on all changes for each Fall River bus route, most participants only provided feedback on routes that are most important to them and/or bus routes they ride most frequently. Out of the 28 responses received about the proposed route changes, 18 responses indicated that participants were in favor of proposed route changes. Only two responses, were not in favor of proposed route changes, specifically discontinuing Route FR6 and re-aligning Route FR9.

Key findings from the feedback received about proposed route changes included:

- Some SRTA riders and community members would like Route FR2 to be simplified and shortened, expressing concerns about the routes' length.
- SRTA riders and community members were generally receptive to removing deviations from routes that did not have high ridership or made their trip longer. Changes to routes FR7 (Battleship Cove deviation) and FR5 (Tiverton Casino deviation) were liked the most.
- There were some concerns about discontinuing Route FR6. Most participants that use this route needed reassurance that service would be replaced by Route FR10 and have the same or better service frequencies.
- Some SRTA riders recommended serving Battleship Cove on Route FR7 for special trips - during holidays and in the summertime and discontinuing service to Battleship Cove at other times.

Fall River Routes	Stickers (Likes/Dislikes)	Comments
FR1 South Main	Green: 2 Red: 0	<ul style="list-style-type: none"> <li>▪ Rt 1 should end in Tiverton where the restaurant and laundromat and other activities</li> <li>▪ Rt 1 should go into Tiverton near the package store for cheap cigarettes</li> </ul>
FR2 North Main	Green: 2 Red: 0	<ul style="list-style-type: none"> <li>▪ Shorten route – Industrial loop is too long</li> <li>▪ Rt 2 + 4 both fine – just need route to go to Commerce</li> <li>▪ Leave Rt 2 as is</li> <li>▪ Driver on Rt 2 in the morning is a nice guy</li> </ul>
FR3 Laurel St	Green: 1 Red: 0	-
FR4 Robeson St	Green: 1 Red: 0	<ul style="list-style-type: none"> <li>▪ Better match inbound FR4 with outbound FR7 times at the terminal</li> </ul>
FR5 Stafford Rd	Green: 2 Red: 0	<ul style="list-style-type: none"> <li>▪ Keep the Rt 5 how it is – no need for casino</li> </ul>
FR6 Pleasant St	Green: 2 Red: 1	<ul style="list-style-type: none"> <li>▪ Rt 6 can go away if 10 runs more often</li> </ul>
FR7 Bay St	Green: 1 Red: 0	<ul style="list-style-type: none"> <li>▪ Get rid of Battleship Cove</li> <li>▪ Rt7 to Sprague would eliminate William St apartments</li> <li>▪ Outbound go to Battleship Cove</li> <li>▪ Extend route to Swansea Mall</li> <li>▪ New route easier to access park</li> <li>▪ Needs to meet transfers better at terminal</li> </ul>
FR8 BBC/Durfee HS		<ul style="list-style-type: none"> <li>▪ Like Rt 8 on President Ave to serve Cardinal Medeiros towers</li> </ul>
FR9 Bedford St	Green: 0 Red: 1	<ul style="list-style-type: none"> <li>▪ Need service on Pleasant St where there is no service permanently</li> <li>▪ Rename rt 9 + rt 9 new Bedford confusing</li> </ul>
FR10 Rodman St	Green: 1 Red: 0	-
FR14 Swansea	Green: 0 Red: 0	<ul style="list-style-type: none"> <li>▪ More bus stops in Swansea</li> <li>▪ Salvation army stop gets passed up</li> <li>▪ Add RIPTA 12 service connection</li> </ul>

# Public Engagement: Phase 2

## PROPOSED SCHEDULE CHANGES FEEDBACK

Most SRTA riders and community members were very receptive to the two schedule change scenarios proposed. While most participants liked Scenario 1 which focuses on expanding service hours, many participants were split between the routes they preferred for Scenario 1 and the routes they preferred for Scenario 2. Although, participants were allowed to provide feedback on all changes for each Fall River bus route, most participants only provided feedback on routes that are most important to them and/or bus routes they ride most frequently. Key findings from the feedback received about proposed schedule changes included:

### Scenario 1

- Most SRTA riders and community members preferred Scenario 1 (service later into the night) for most routes. This was also a common theme during conversations with SRTA riders and community members because many SRTA routes only run until 6PM and 7PM.
- There were concerns about riding SRTA in the evening, and riders being left stranded or unable to find a ride. Many riders expressed that they are unable to complete errands or carry out daily activities (e.g., shopping, doctor appointments) in the evening and later at night using SRTA.
- Most SRTA riders and community members that preferred Scenario 1 were focused on travel to and from large job centers and key destinations (e.g., SouthCoast Marketplace, Walmart)

Fall River Routes	Scenario 1 Stickers (Likes/Dislikes)	Scenario 1 Comments	Scenario 2 Stickers (Likes/Dislikes)	Scenario 2 Comments
FR1 South Main	Green: 3 Red: 0	▪ All routes should run late at night	Green: 1 Red: 0	-
FR2 North Main	Green: 2 Red: 0	-	Green: 1 Red: 0	-
FR3 Laurel St	Green: 6 Red: 0	-	Green: 1 Red: 0	-
FR4 Robeson St	Green: 2 Red: 0	-		-
FR5 Stafford Rd	Green: 0 Red: 1	-	Green: 0 Red: 1	-
FR6 Pleasant St	Green: 2 Red: 1	-	Green: 1 Red: 0	-
FR7 Bay St		-	Green: 4 Red: 0	▪ Run every 30 minutes
FR8 BBC/Durfee HS	Green: 1 Red: 0	-	Green: 1 Red: 1	-
FR9 Bedford St		-	Green: 1 Red: 0	-
FR10 Rodman St	Green: 2 Red: 0	-	Green: 3 Red: 0	-
FR14 Swansea	Green: 1 Red: 1	▪ Need more service ▪ Double service frequency	Green: 0 Red: 1	-

# Public Engagement: Phase 2

## PROPOSED SCHEDULE CHANGES FEEDBACK (CONT'D)

### Scenario 2

- Some SRTA riders and community members only preferred Scenario 2 for some bus routes. Scenario 2 for routes FR7 and FR10 were most liked. Both bus routes currently have 60-minute frequencies.
- Most SRTA riders and community members that preferred Scenario 2 were focused on travel within residential areas/neighborhoods.
- There were some concerns expressed about the limited proposed changes for Route FR14.
- Most SRTA riders and community members liked discontinuing FR6 service, if FR10 will replace existing service and run service more frequently.

Fall River Routes	Scenario 1 Stickers (Likes/Dislikes)	Scenario 1 Comments	Scenario 2 Stickers (Likes/Dislikes)	Scenario 2 Comments
FR1 South Main	Green: 3 Red: 0	▪ All routes should run late at night	Green: 1 Red: 0	-
FR2 North Main	Green: 2 Red: 0	-	Green: 1 Red: 0	-
FR3 Laurel St	Green: 6 Red: 0	-	Green: 1 Red: 0	-
FR4 Robeson St	Green: 2 Red: 0	-		-
FR5 Stafford Rd	Green: 0 Red: 1	-	Green: 0 Red: 1	-
FR6 Pleasant St	Green: 2 Red: 1	-	Green: 1 Red: 0	-
FR7 Bay St		-	Green: 4 Red: 0	▪ Run every 30 minutes
FR8 BBC/Durfee HS	Green: 1 Red: 0	-	Green: 1 Red: 1	-
FR9 Bedford St		-	Green: 1 Red: 0	-
FR10 Rodman St	Green: 2 Red: 0	-	Green: 3 Red: 0	-
FR14 Swansea	Green: 1 Red: 1	▪ Need more service ▪ Double service frequency	Green: 0 Red: 1	-

# Public Engagement: Phase 2

## PROPOSED SCHEDULE CHANGES FEEDBACK VIA GOOGLE FORM

Six responses were submitted through the Google Form made available on SRTA's project website. Four respondents provided feedback on the proposed route changes, and four respondents provided feedback on the proposed schedule changes:

- The feedback received about the proposed route changes was from respondents that were not in favor of the changes. Most respondents expressed concerns about the loss of service coverage.
- All respondents wanted to see increased frequencies, but most were in favor of later service over frequency improvements when given the choice.

### Proposed Route Changes

Respondents had mixed responses to the proposed route changes. Specific areas where respondents wanted to retain service included:

- New Boston Road (Route FR4), with two respondents
- Broadway, between Middle St and Four Corners (Route FR1), two respondents
- East Main and Globe Street (Route FR3), one respondent
- Father Devalles Blvd (Route FR9), one respondent
- One respondent expressed support for the Industrial Park proposal where Route 4 would run on Wilson Road.

### Proposed Schedule Changes

Overall, three of four respondents who commented on the proposed schedule changes supported operating routes later over increased frequencies, although frequency improvements are also desired. Both scenarios include the elimination of Route 6 and an improvement to 30-minute service on Route FR10, which was supported by multiple respondents. One respondent expressed concern over reduced service on Route FR4 in Scenario 1.

# Conclusion

Fall River is a dense and diverse community, with residents that desire high quality transit. Fall River could support frequent transit with expanded spans but faces financial constraints in doing so. The service scenarios detailed in this report aim to provide SRTA with potential ideas for changing service as financial outlooks become clearer.

The two budget-constrained options outline ways for SRTA to adjust service without significant negative impacts if no additional funding is available. In each scenario, some aspects of service are improved based on best practices and public input, while keeping operating cost within baseline financial constraints through trade-offs and alignment changes. The third scenario provides a menu of options for SRTA to choose from if additional money were made available and the transit needs of Fall River could be fully met.

Even without clear financials, there are efficiencies that can be found in the Fall River system by adjusting route alignments and eliminating variants. The proposed route alignment changes in this report can save costs for SRTA while improving travel times and reducing complexity for riders.

