



**Southeastern Regional Transit Authority**

# **New Bedford South End Fixed-Route System Redesign Final Report**

**June 2022**



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

## Table of Contents

	<b>Page</b>
<b>1 Executive Summary .....</b>	<b>1-1</b>
Recommended Changes .....	1-1
Report Outline .....	1-1
<b>2 Existing Conditions .....</b>	<b>2-1</b>
Project Context.....	2-1
Market Analysis.....	2-3
Demand-Response Analysis .....	2-9
Route Analysis.....	2-9
<b>3 Service Alternatives .....</b>	<b>3-1</b>
Scenario Purpose and Summary .....	3-1
Scenario 1 .....	3-1
Scenario 2 .....	3-4
Scenario 3 .....	3-6
<b>4 Public Outreach .....</b>	<b>4-1</b>
Summary .....	4-1
Public Engagement Period #1: How does transit in the South End work for you? .....	4-1
Public Engagement Period #2: What do you think about the South End service alternatives?.....	4-10
<b>5 Recommended Changes .....</b>	<b>5-1</b>
Changes Summary .....	5-1
Resource Implications .....	5-3
Benefits .....	5-4
Drawbacks .....	5-4

# 1 EXECUTIVE SUMMARY

The New Bedford South End Fixed-Route Service Redesign (NBSE FRSR) project is an analysis of Southeastern Regional Transit Authority (SRTA) fixed-route bus service in New Bedford's South End, which ultimately recommends improvements to transit service based on ridership data, operational considerations, and public input.

## RECOMMENDED CHANGES

The changes recommended by this project are:

- **Route NB1 Fort Rodman:** Re-aligned to operate bi-directionally on County Street, instead of on Pleasant Street and Acushnet Avenue. No changes to frequency or span of service.
- **Route NB3 Dartmouth Street:** Re-aligned to operate on County and Hawthorn streets outbound, and Hawthorn and Orchard streets inbound, instead of Rotch Street. Night pattern eliminated. No changes to frequency or span of service.
- **Route NB5 South Central:** Re-aligned to serve South Central New Bedford, Rivet Street, Goulart Square, and Stop & Shop (see map below for exact alignment). Route would operate every half-hour from 5:30 a.m. to 10:00 p.m. on weekdays, and every half hour from 7:00 a.m. to 6:00 p.m. on Saturdays.

For more details on recommended changes, including a span and frequency table and map, see Chapter 5 of this document.

## REPORT OUTLINE

This final report documents the NBSE FRSR and its ultimate recommendations. The report is organized into five chapters:

- **Chapter 1 – Executive Summary:** Summarizes the changes and introduces the report.
- **Chapter 2 – Existing Conditions:** Assesses the existing market and transit service conditions in the South End.
- **Chapter 3 – Service Alternatives:** Describes the three alternative service scenarios that were presented to the public.
- **Chapter 4 – Public Outreach:** Describes public outreach conducted as part of the study and summarizes feedback received.
- **Chapter 5 – Recommended Changes:** Describes changes that are ultimately recommended by the project.

## **2 EXISTING CONDITIONS**

### **PROJECT CONTEXT**

The NBSE FRSR project is a transit-planning study that will make recommendations to improve service on SRTA's three fixed routes in New Bedford's South End:

- Route 1 Fort Rodman (NB1)
- Route 3 Dartmouth Street (NB3)
- Route 5 South Central (NB5)

Recent service changes on Route NB5 have resulted in steadily declining ridership, suggesting the route may not be well-matched to community needs. Trends on routes NB1 and NB3 show segments towards the ends of the line with low and infrequent ridership. These trends suggest the alignments and schedules of routes NB1, NB3, and NB5 have not kept pace with changes in community travel needs, and that changes to service are needed.

Throughout the study, the public will be able to participate via public meetings and rider surveys. This participation will inform proposed service changes.

The outcome of this study will be a preferred service plan for South End routes, including alignments, stop locations, and schedules.

### **Study Area**

The NBSE FRSR study area includes most of southern New Bedford, specifically areas south of Union Street (Figure 2-1). Key trip generators in the study area are:

- St. Luke's Hospital
- Harborview Towers
- Howland-Green Branch Library
- Price Rite Marketplace
- Stop & Stop
- Seabra Foods
- Tripp Towers
- Roosevelt Jr. High School
- University of Mass. School for Marine Science and Tech. (UMass SMAST)
- Big Value Plaza





## **MARKET ANALYSIS**

The South End study area includes parts of the Downtown, West End, South End, and Clarks Cove neighborhoods in New Bedford, and parts of Dartmouth. This study area is served by SRTA routes NB1, NB3, and NB5, which serve several key destinations and SRTA's New Bedford Terminal, where transfers are possible to other SRTA New Bedford routes and intercity bus routes offered by SRTA, GATRA, DATTCO, Peter Pan, and P&B Bus.

Figure 2-2 through Figure 2-6 show the demographic composition of the South End study area and New Bedford. In the South End, there are several block groups that are classified as low-income and/or minority areas<sup>1</sup>, and in which there are concentrations of limited-English proficiency (LEP) populations.

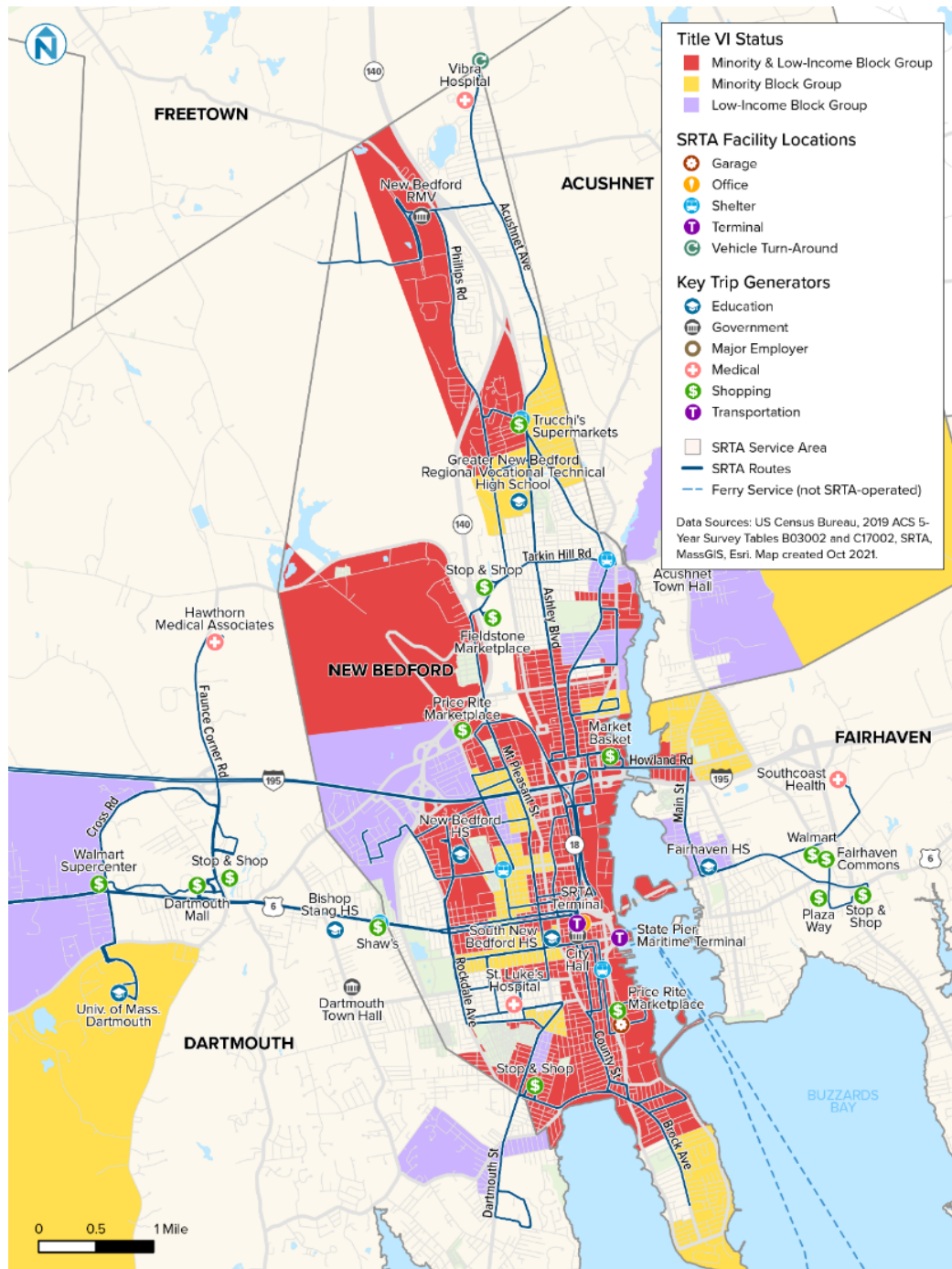
---

<sup>1</sup> SRTA. 2022. Title VI Program.

**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

Figure 2-2 shows block groups classified as minority and/or low-income in SRTA's Title VI Program. Nearly all the South End is considered both a minority and low-income block group, meaning that it has a greater percentage of minority and low-income residents than the average neighborhood in the SRTA service area. Neighborhoods served by SRTA South End routes where there are not relatively high percentages of low-income and minority residents are west of Rockdale Avenue and in Dartmouth.

**Figure 2-2 Map of Title VI Minority and Low-Income Block Groups in New Bedford**

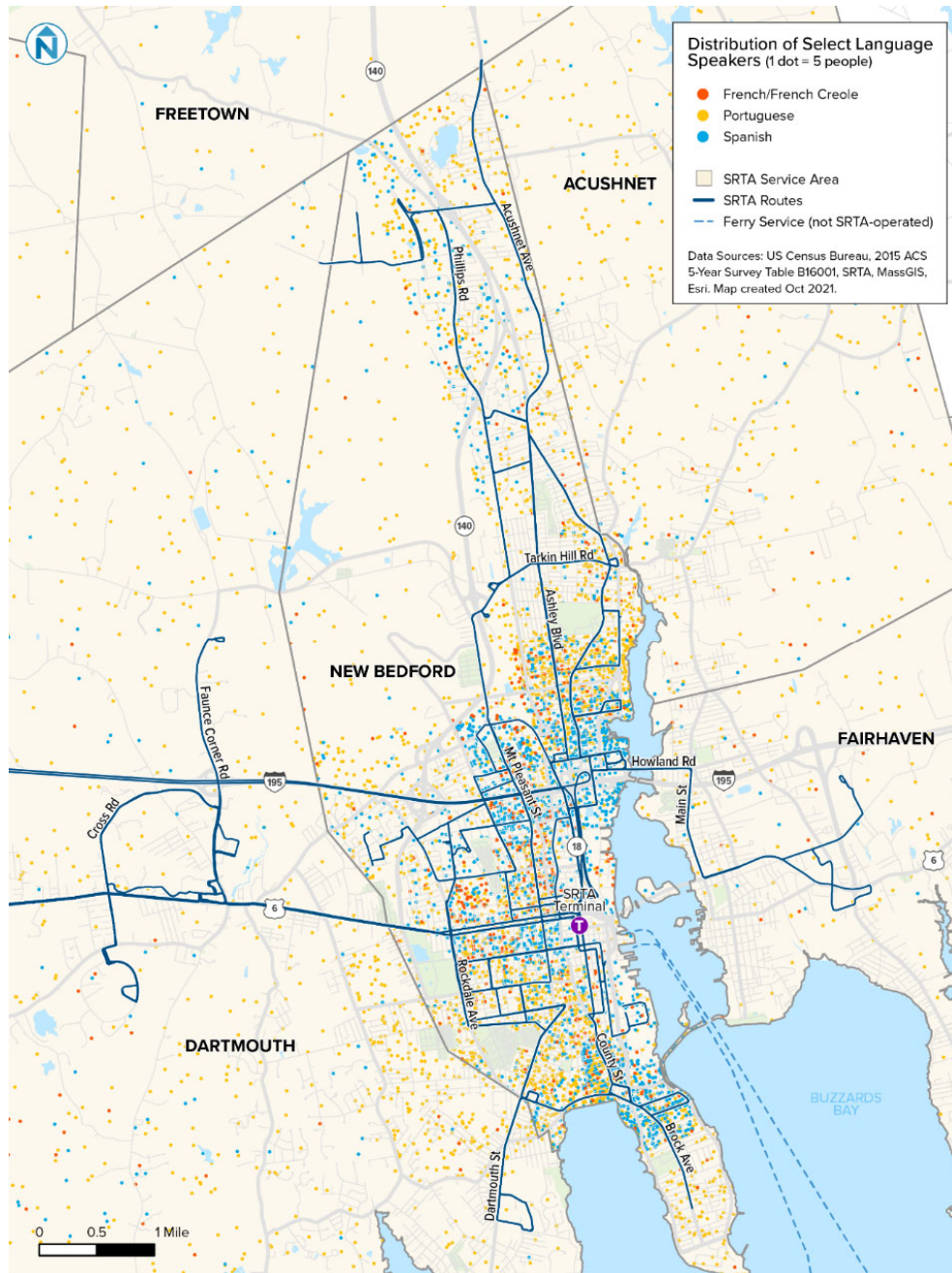




**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

Figure 2-3 shows the distribution of Portuguese-, Spanish-, and French-speaking residents in New Bedford. Excluding English, these are the three most-common languages in the SRTA service area. In the South End, there are high concentrations of Spanish speakers along the NB1 corridor (i.e., County Street and Brock Avenue). In areas west of County Street, along the NB3 corridor, there are high concentrations of Portuguese and Spanish speakers. French-speaking residents live throughout the South End. Neighborhoods with lower concentrations of non-English language speakers along the South End study areas are mostly in Dartmouth.

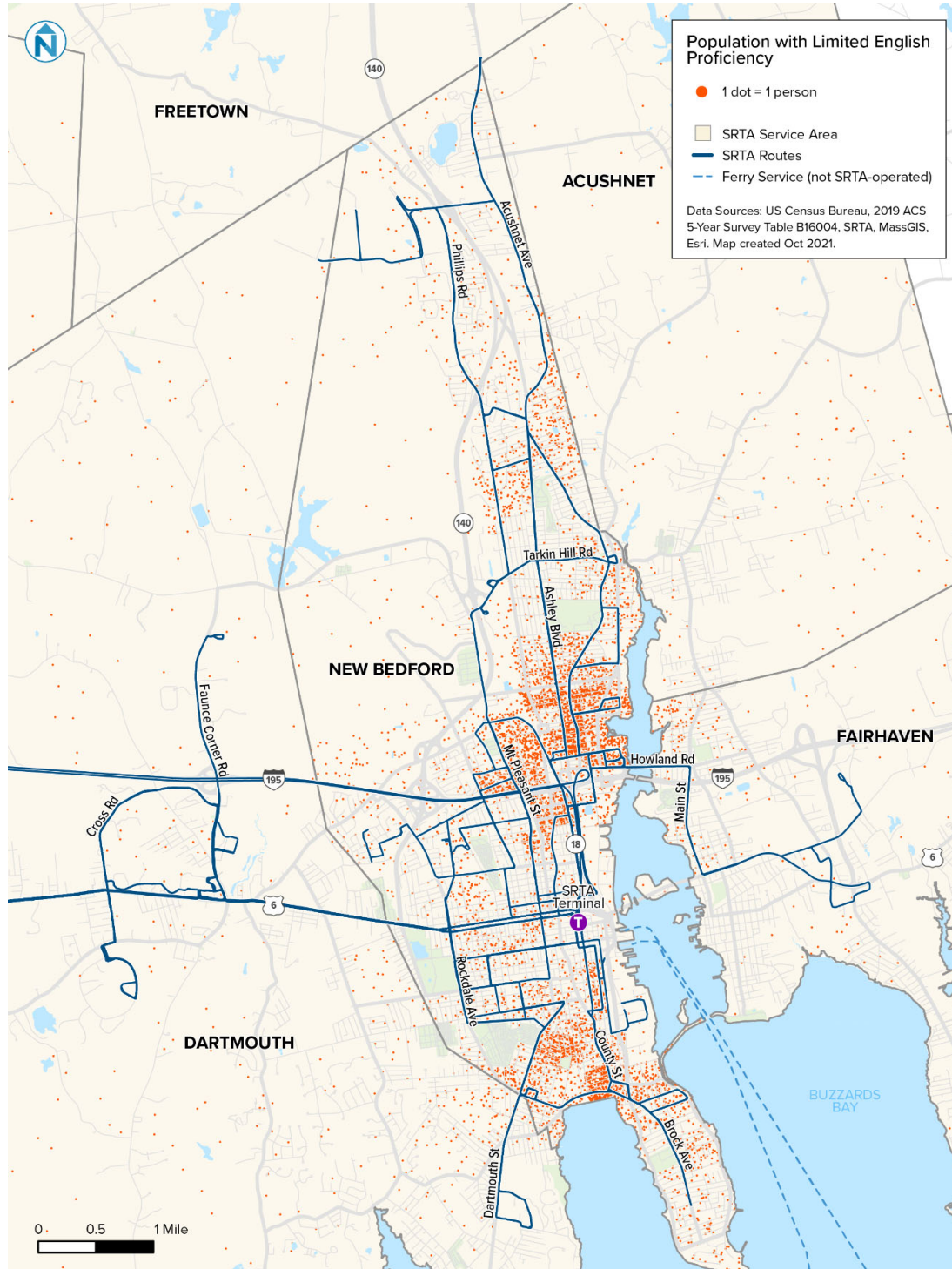
**Figure 2-3 Map of Portuguese-, Spanish-, and French-Speaking Residents in New Bedford**



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

Figure 2-4 shows the distribution of limited-English proficiency (LEP) people in New Bedford. In the South End, LEP people are most densely concentrated in the neighborhood near the County Road at Cove Street intersection, as well as between Dartmouth and Bolton streets, north of Rockdale Avenue.

**Figure 2-4 Map of LEP People in New Bedford**

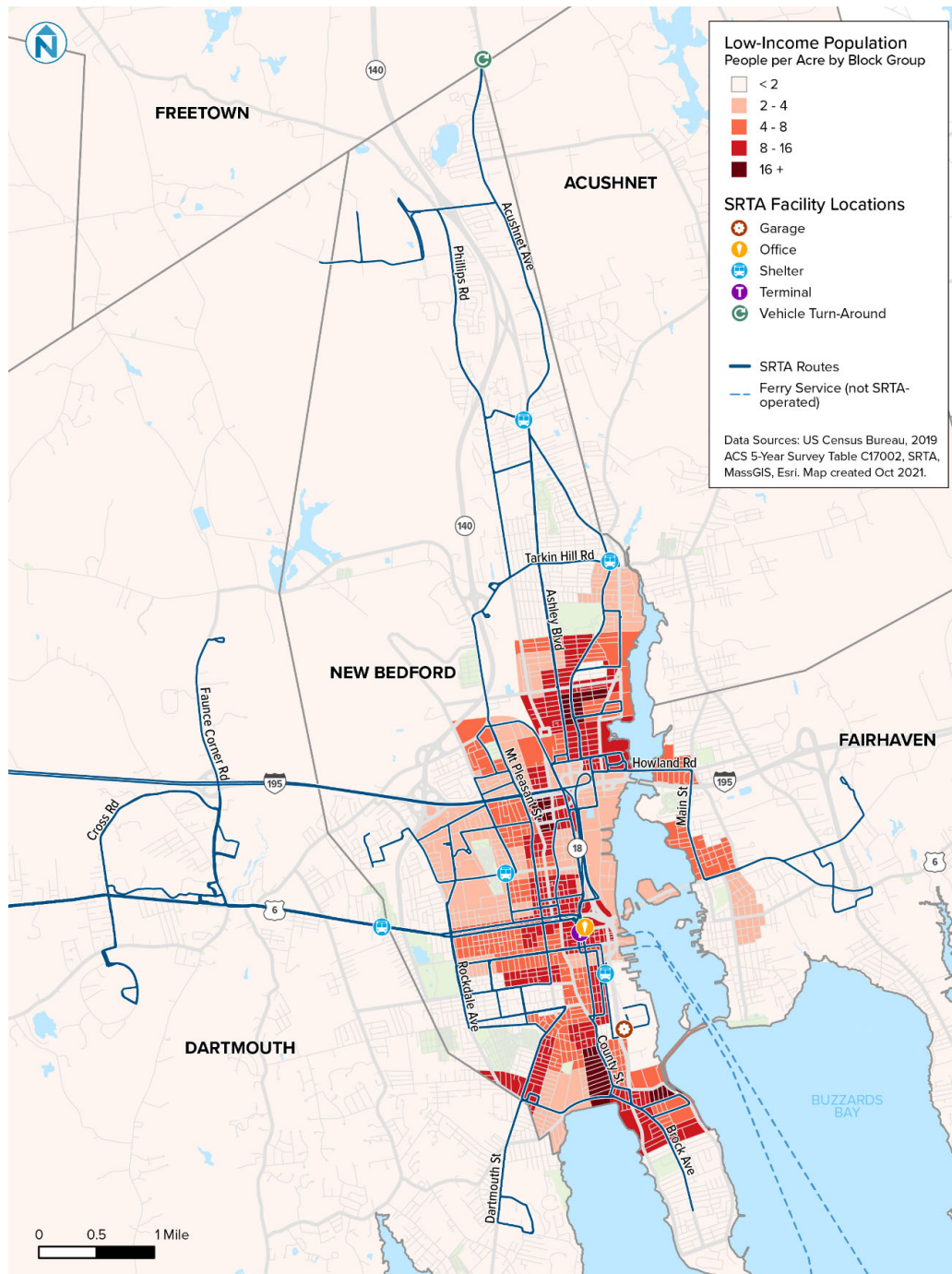




**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

Figure 2-5 shows the density of low-income people in New Bedford. In the South End, block groups with the greatest densities of low-income residents are in neighborhoods north of Clarks Cove, between Dartmouth Street and County Street, and in the neighborhood bounded by Ruth Street, Rodney French Boulevard, Cove Street, and Salisbury Street. In contrast, areas south of Ruth Street along Brock Avenue and areas in Dartmouth have much lower densities of low-income residents.

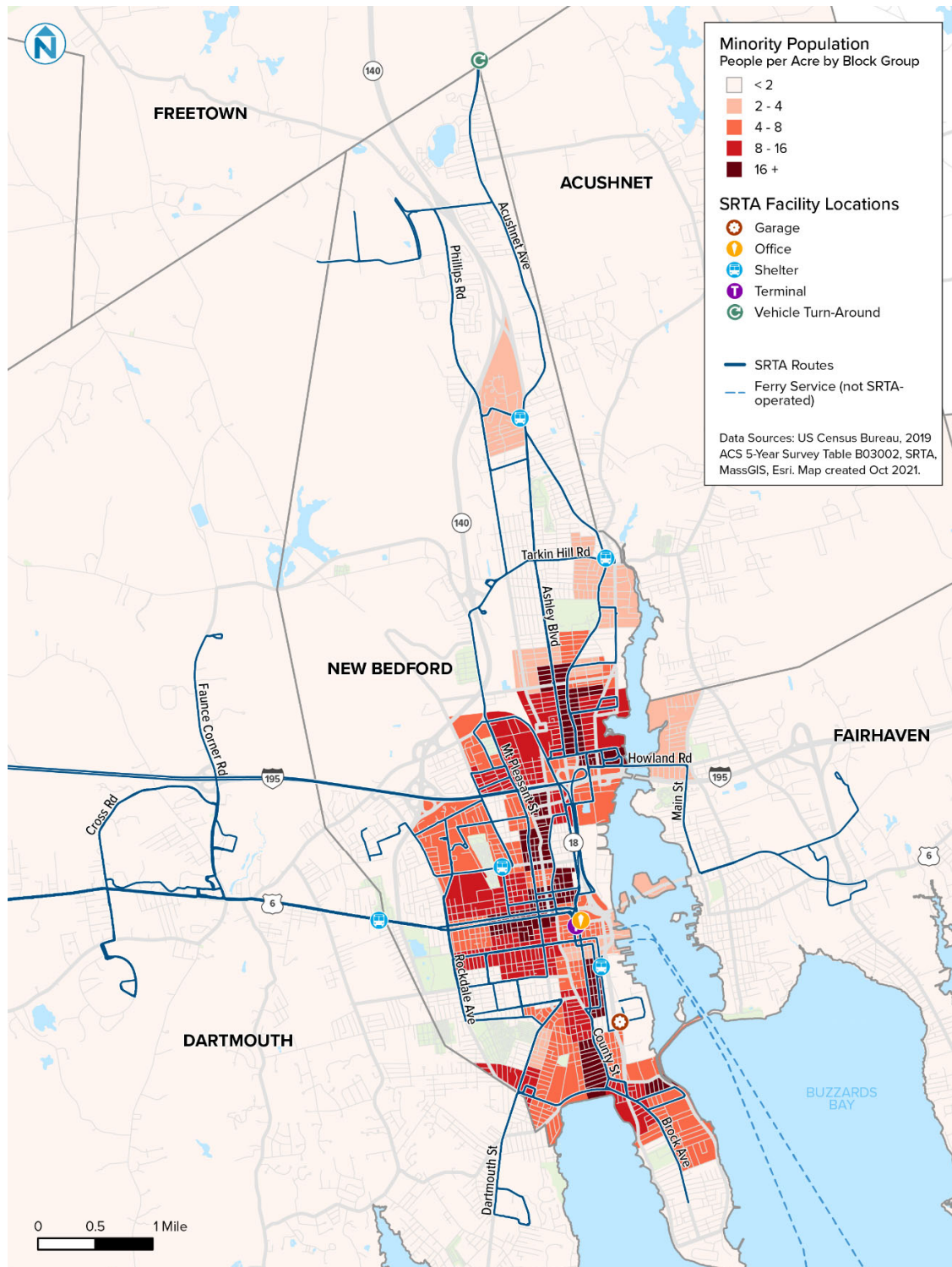
**Figure 2-5 Map of Low-Income Resident Density in New Bedford**



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

Figure 2-6 shows the density of minority residents in New Bedford. The density of minority residents in the South End is very similar to the density of low-income people in the South End.

**Figure 2-6 Map of Minority Resident Density in New Bedford**



## DEMAND-RESPONSE ANALYSIS

SRTA operates curb-to-curb demand-response service in all 10 communities within SRTA's service area, seven days a week, including holidays. In October 2021, SRTA's demand-response service facilitated an average of 62 passenger trips per day. Many of these trips included travel to and from the South End. The top five demand-response destinations for people traveling to and from the study area include:

- Stop & Shop (Dartmouth Street in New Bedford)
- Melville Towers (Pleasant Street in New Bedford)
- St. Luke's Hospital in New Bedford
- SAILS (Supporting Adults for Inclusive Living in Dartmouth)
- Shaw's (State Road in Dartmouth)

These demand-response flows into and out of the South End do not suggest any major implications for the NBSE FRSR study.

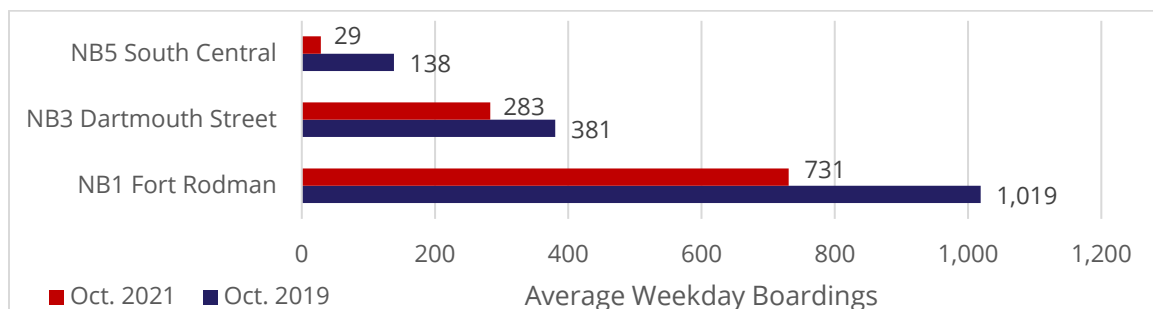
## ROUTE ANALYSIS

This section of the memorandum analyzes the performance of SRTA's three South End fixed routes. The impacts of the COVID-19 pandemic on the routes are explored and each route's current service is examined in depth. The findings from this analysis will be incorporated into later service planning conducted as part of this study.

### COVID-19 Impacts on Study Routes

The COVID-19 pandemic reduced ridership on all South End routes but did not change which routes carried the most ridership, relative to one another (Figure 2-7). Route NB1 carries the most ridership in the South End and Route NB5 carries the least. Route NB5 was most dramatically impacted by COVID-19; ridership on this route declined by nearly 80%.<sup>2</sup> Ridership on routes NB1 and NB3 only declined by 28% and 26%, respectively.

**Figure 2-7 Pre- and Post-COVID Average Weekday Ridership by Study Route**



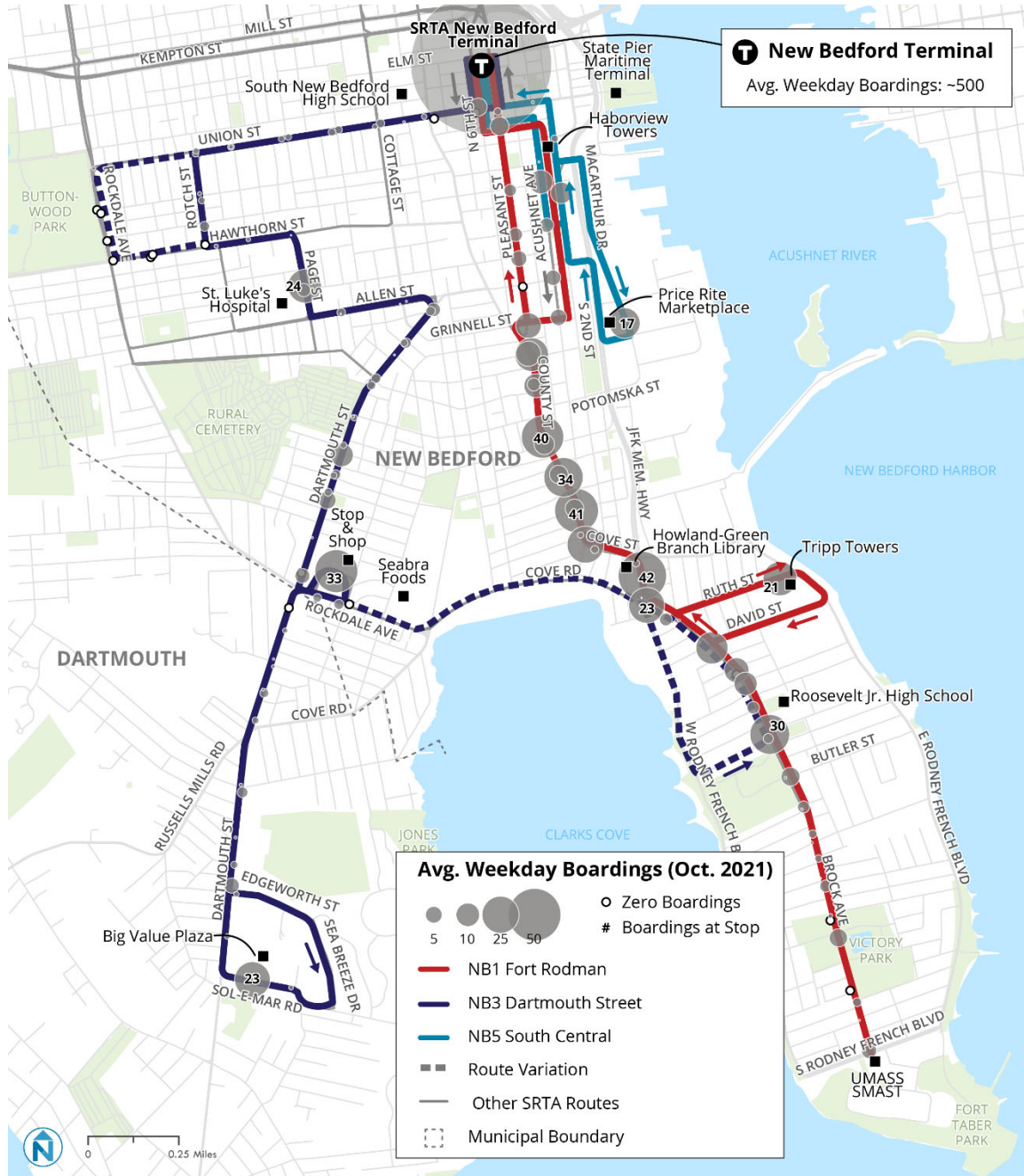
<sup>2</sup> Changes to Route NB5 were also made in August 2020; these likely contributed to the decline in ridership over this period. Ridership on Route NB5 had been declining prior to the onset of the COVID-19 pandemic.



## South End Ridership

Overall ridership in the South End mostly occurs on Route NB1, with much of the route's ridership occurring along County Street (Figure 2-8). High-ridership stops in the South End are primarily grocery stores, denser mixed-use neighborhoods (e.g., along County Street), St. Luke's Hospital, and large low-income housing developments. The highest-ridership stop in the South End is by far the New Bedford Terminal.

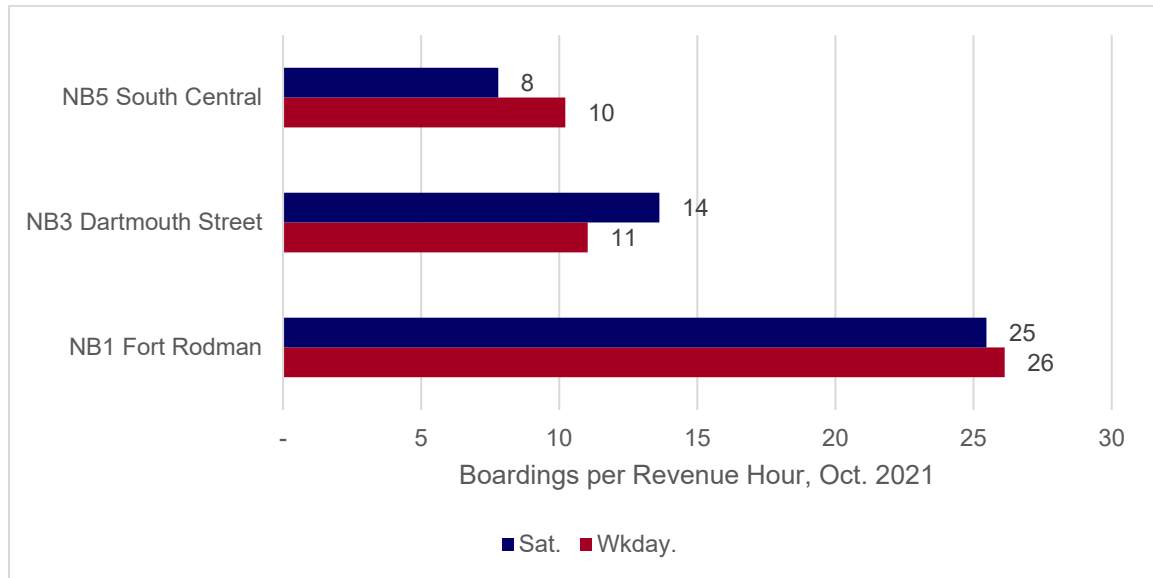
**Figure 2-8 October 2021 Average Weekday Ridership in South End Study Area, by Stop**



## Productivity

Productivity measures how efficiently a route uses its resources. In the South End, productivity tracks overall ridership, with Route NB1 the most-productive route on weekdays and Saturdays, and Route NB5 the least-productive route on both day types (Figure 2-9). Routes NB1 and NB5 are both more productive on weekdays than on Saturdays, but Route NB3 is more productive on Saturdays.

**Figure 2-9 South End Route Productivity, October 2021**



## Route Profiles

This project's existing conditions analysis also included in-depth route profiles of each South End fixed route. These route profiles are in Appendix A of this report and summarize the key aspects and performance of each route, with sections addressing:

- Purpose and key trip generators
- Alignment
- On-time performance
- Ridership
- Key findings



## 3 SERVICE ALTERNATIVES

### SCENARIO PURPOSE AND SUMMARY

To solicit feedback from the public on potential improvements, the NBSE FRSR team designed three scenarios that illustrate different types of improvements to transit service in the South End.

- Scenario 1 – Faster Rides and Crosstown Connections
- Scenario 2 – More Frequent Route NB3
- Scenario 3 – New St. Luke's Route and More Direct Route NB3

### SCENARIO 1

Scenario 1 makes service faster and more direct, and adds crosstown connections to Stop & Shop and Goulart Square. The key changes in this scenario are:

- **Route NB1 - Fort Rodman:** Operates more directly on County Street, instead of on Acushnet Avenue and S 2nd Street.
- **Route NB3 - Dartmouth Street:** Operates on County Street outbound/Orchard Street inbound and Hawthorn Street between St. Luke's Hospital and New Bedford Terminal. No longer serves Union and Rotch streets. The end of the route has two different patterns, which operate on alternating trips, every hour on weekdays. One pattern operates between Stop & Shop and Tripp Towers, and the other pattern operates between Stop & Shop and Big Value Plaza.
- **Route NB5 - South Central:** Instead of serving Price Rite Marketplace, would connect to Goulart Square and Stop & Shop. This route would operate primarily on Acushnet Avenue outbound/S 2nd Street inbound, and on Rivet Street and Bolton Street. These improvements would require more resources and may impact transit service in other parts of New Bedford.

**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

The table below shows the proposed frequencies and spans of service for each route, and the map shows where service would operate.

	Weekdays		Saturdays	
	<i>Span of Service</i>	<i>Frequency</i>	<i>Span of Service</i>	<i>Frequency</i>
NB1 Fort Rodman	5:20AM-10:00PM	20 mins.	6:45AM-6:00PM	30 mins.
NB3 Dartmouth Street	6:30AM-9:30PM	30 mins.	7:40AM-5:30PM	60 mins.
NB5 South Central/Stop & Shop	6:50AM-5:00PM	60 mins.	8:00AM-5:15PM	60 mins.

What are some of the **benefits** of these changes?

- Faster, more direct service to and from the New Bedford Terminal on routes NB1 and NB3, including service to and from St. Luke's Hospital.
- Safer, more reliable Route NB1 on County Street, instead of Acushnet Avenue and Pleasant Street.
- New crosstown connections to Stop & Shop and restore service to Rivet St and Goulart Square.

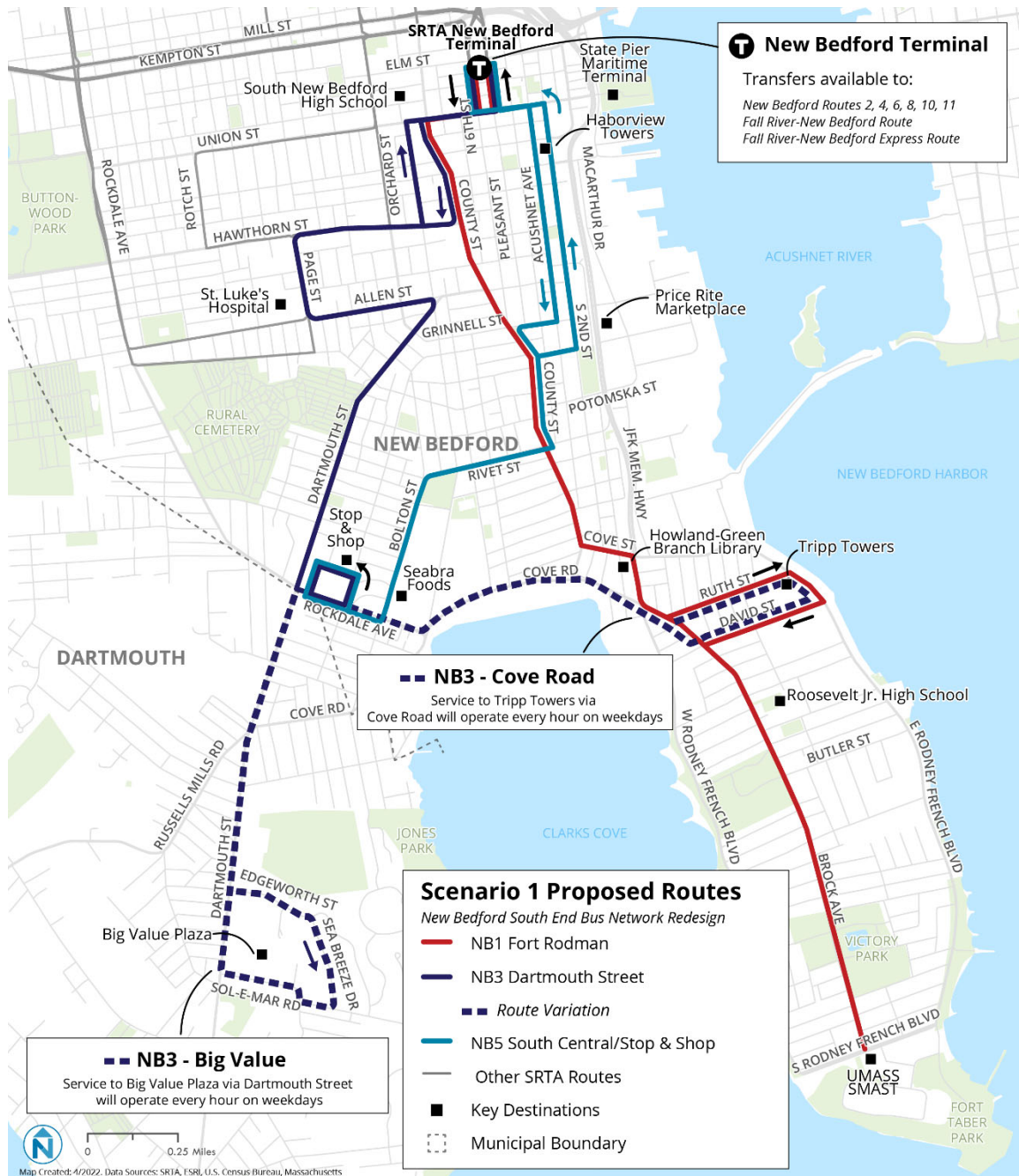
What are some of the **drawbacks** of these changes?

- No service on most of Union Street, Rotch Street, and some of Hawthorn Street.
- Frequency on Route NB3 to Big Value Plaza reduced to every 60 minutes on weekdays.
- Less frequent service on Acushnet Avenue and S 2<sup>nd</sup> Street; riders would need to walk to County Street for more frequent service.
- Price Rite Marketplace and nearby destinations would require a longer walk from transit.

# New Bedford South End Fixed-Route System Redesign Final Report

## Southeastern Regional Transit Authority

Figure 3-1 Map Showing Scenario 1 Proposed Changes



## SCENARIO 2

Scenario 2 makes Route NB3 more frequent but eliminates service in Dartmouth and Route NB5. The key changes in this scenario are:

- **Route NB1 - Fort Rodman:** Route would turn around in a clockwise loop on E Rodney French Boulevard and Apponegansett Street, instead of at the end of Brock Avenue, providing service to East Beach.
- **Route NB3 - Dartmouth Street:** Route would turn around at Stop & Shop, instead of continuing to Big Value Plaza. Frequency would increase to every 20 minutes.
- **Route NB5 - South Central:** Route eliminated and resources used to improve performance on other routes.

The table below shows the proposed frequencies and spans of service for each route, and the map shows where service would operate.

	Weekdays		Saturdays	
	<i>Span of Service</i>	<i>Frequency</i>	<i>Span of Service</i>	<i>Frequency</i>
NB1 Fort Rodman	5:20AM-10:00PM	20 mins.	6:45AM-6:00PM	30 mins.
NB3 Dartmouth Street	6:30AM-9:30PM	20 mins.	7:40AM-5:30PM	40 mins.

What are some of the **benefits** of these changes?

- Route NB3 would arrive every 20 minutes on weekdays and 40 minutes on Saturdays, providing more frequent service to and from Stop & Shop, St. Luke's Hospital, and New Bedford Terminal.
- Service closer to East Beach, Fort Tabor Park, and Apponegansett industrial facilities.

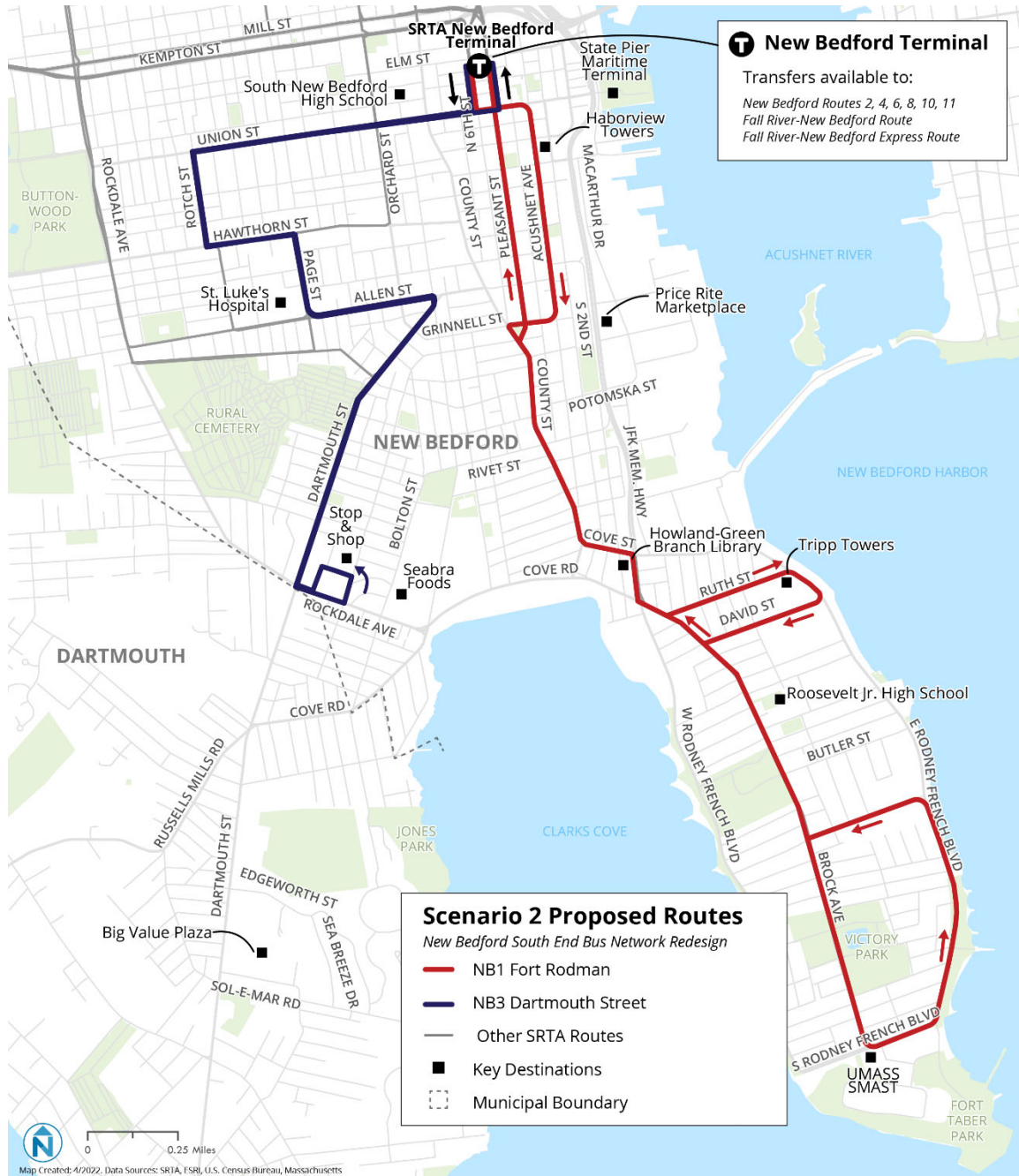
What are some of the **drawbacks** of these changes?

- Service south of Stop & Shop in Dartmouth would be eliminated.
- Bi-directional service on Brock Avenue, south of Apponegansett Street, would be eliminated, increasing trip times for some riders.
- Price Rite Marketplace and nearby destinations would require a longer walk from transit.

# New Bedford South End Fixed-Route System Redesign Final Report

## Southeastern Regional Transit Authority

Figure 3-2 Map Showing Scenario 2 Proposed Changes





## SCENARIO 3

Scenario 3 makes Route NB3 considerably more direct and changes Route NB5 to operate to St. Luke's Hospital. The key changes in this scenario are:

- **Route NB1 - Fort Rodman:** No change.
- **Route NB3 - Dartmouth Street:** Operates on County Street and Allen Street, instead of serving St. Luke's Hospital.
- **Route NB5 – St. Luke's Hosp.:** A new Route NB5 that travels between St. Luke's Hospital and New Bedford Terminal along Union Street and Hawthorn Street. This route would operate hourly on weekdays and Saturdays, from about 6:30AM to 9:30PM on weekdays and 7:45AM to 5:30PM on Saturdays. This may require additional resources that would impact service elsewhere.

	Weekdays		Saturdays	
	<i>Span of Service</i>	<i>Frequency</i>	<i>Span of Service</i>	<i>Frequency</i>
NB1 Fort Rodman	5:20AM-10:00PM	20 mins.	6:45AM-6:00PM	30 mins.
NB3 Dartmouth Street	6:30AM-9:30PM	30 mins.	7:40AM-5:30PM	60 mins.
NB5 St. Luke's Hosp.	6:30AM-9:30PM	60 mins.	7:45AM-5:30PM	60 mins.

What are some of the **benefits** of these changes?

- Service to and from Stop & Shop and points south on Route NB3 would be about five minutes faster, in each direction.
- New transit service on parts of Rockdale Avenue and Allen Street.

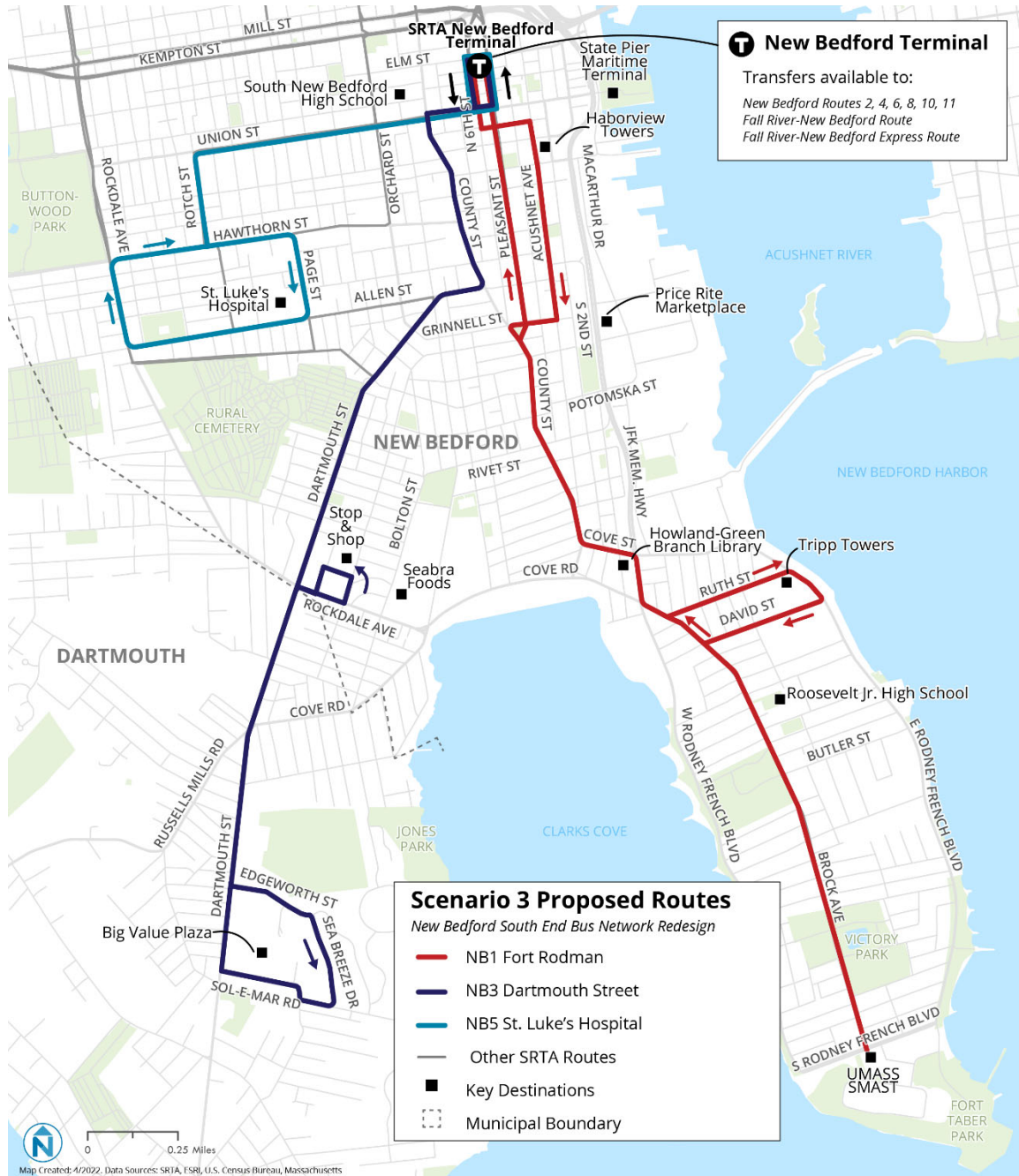
What are some of the **drawbacks** of these changes?

- Reduced frequency at St. Luke's Hospital, and one-seat ride access to the hospital from fewer places.
- Price Rite Marketplace and nearby destinations would require a longer walk from transit.

# New Bedford South End Fixed-Route System Redesign Final Report

## Southeastern Regional Transit Authority

**Figure 3-3 Map Showing Scenario 3 Proposed Changes**



## **4 PUBLIC OUTREACH**

### **SUMMARY**

Public engagement conducted as part of the New Bedford South End Fixed-Route System Redesign (NBSE FRSR) occurred in two distinct engagement periods, each with a distinct purpose. The key findings from each period are:

#### **Public Engagement Period #1: How does transit in the South End work for you?**

- Desire for later-night service and Sunday service.
- Desire for higher-frequency service.
- Some community members would like a one-seat ride connection between senior housing near Brock Avenue and the Dartmouth Street Stop & Shop.
- Desire for more and better shelters.

#### **Public Engagement Period #2: What do you think about the South End service alternatives?**

- Support for increased frequency.
- Support for more connections to Stop & Shop.
- Concerns regarding loss of coverage in some proposed scenarios.

### **PUBLIC ENGAGEMENT PERIOD #1: HOW DOES TRANSIT IN THE SOUTH END WORK FOR YOU?**

The first public engagement period for the NBSE FRSR project was in March 2022. This period included a public meeting and a survey to gather input on how South End transit riders and residents used, or would like to use, SRTA fixed routes. This outreach period was framed both internally (among the project team) and externally (to the public) as “How does transit in the South End work for you?”

#### **Public Meeting #1**

The first public meeting for the NBSE FRSR project was held at Howland-Green Library in the South End, on March 15 at 6:00 p.m. The meeting included a brief presentation by SRTA and consultant staff and a question-and-answer session. Approximately 10 community members attended and a Spanish-speaking SRTA staff member was

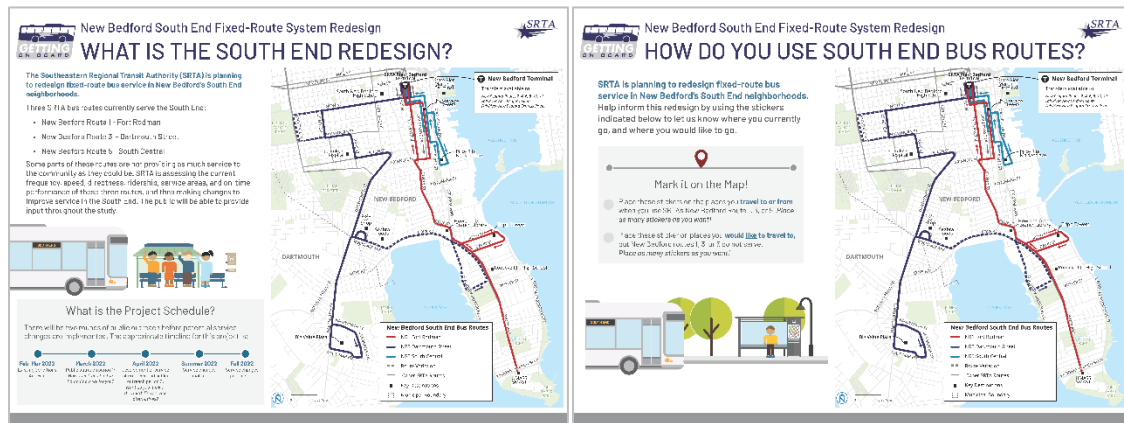
## New Bedford South End Fixed-Route System Redesign Final Report

### Southeastern Regional Transit Authority

present. After the presentation and question-and-answer, attendees were invited to speak with consultant and SRTA staff at project boards.

One board included an overview of the NBSE FRSR project and another included an activity in which participants could place dots on places in the study area they traveled to using transit, as well as places they would like to travel to using transit. The boards are below in Figure 4-1 and a photograph of the activity board after dots were placed is in Figure 4-2.

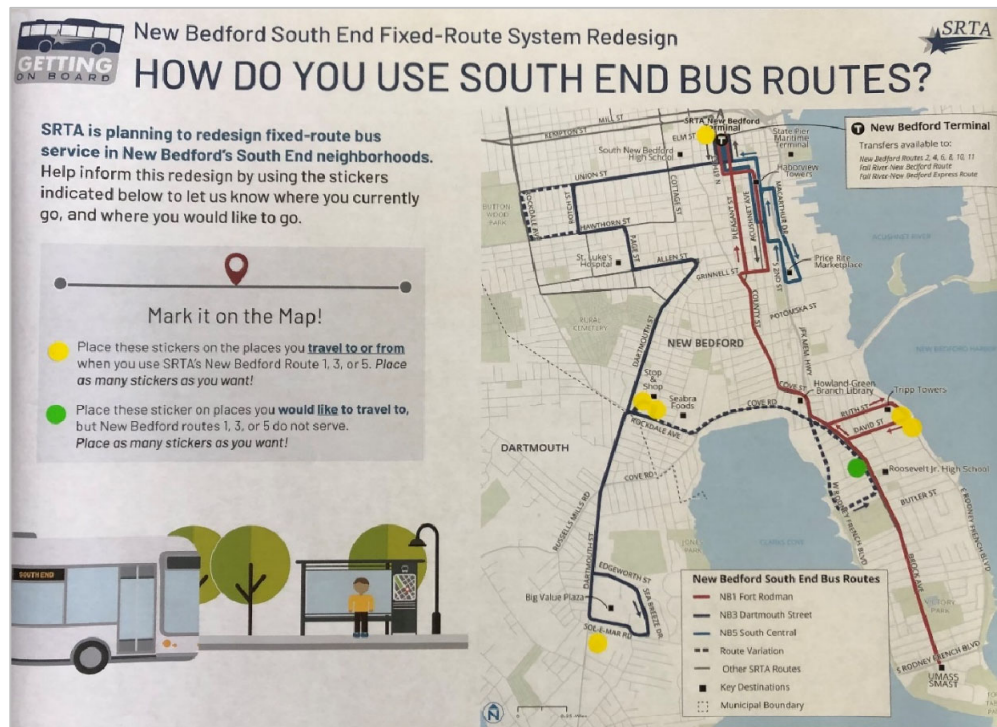
Figure 4-1 Public Meeting #1 Project Boards



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

The dots placed on the board show that the New Bedford Terminal, Tripp Towers, Stop & Shop, the Southworth Library, and The Young House are places of interest among South End transit riders (Figure 4-2). Other places that were mentioned by meeting attendees were the Fairhaven Walmart and Staples, the New Bedford Market Basket, Fall River, and the Fairhaven public library.

**Figure 4-2 Photograph of Public Meeting #1 Activity Board after Meeting**



Flyers advertising the public meeting were posted one week ahead of time in the New Bedford Terminal and on fixed-route buses on routes NB1, NB3, and NB5. These flyers were translated into Haitian Creole, Spanish, and Portuguese. The meeting was also advertised on SRTA's social media accounts and website.

This public meeting was covered by New Bedford Cable Access; their coverage of the meeting can be [viewed here](#).

## Feedback

Key feedback received during the public meeting was:

### SERVICE

- Attendees would like a one-seat ride connection between senior housing near Brock Avenue and the Dartmouth Street Stop & Shop.
- Some attendees were upset that Route NB3 no longer provided front-door service to the Dartmouth Street Stop & Shop.
- Attendees reported that the Price Rite Marketplace was not a preferred grocery store.



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

- Some attendees reported that Saturday transit trips take a long time because of the need for connections between infrequent routes.
- Attendees requested later service on Saturday.
- Attendees would like Sunday service.
- Some attendees felt unsafe at bus stops on some parts of County Street at night.

**STOP AMENITIES**

- Attendees would like more and better shelters at stops serving older residents, including at The Young House.
- One attendee would like to see high-quality shelters at every stop.
- Several attendees would like a shelter and stop improvements at the Dartmouth Street Stop & Shop.

**OTHER**

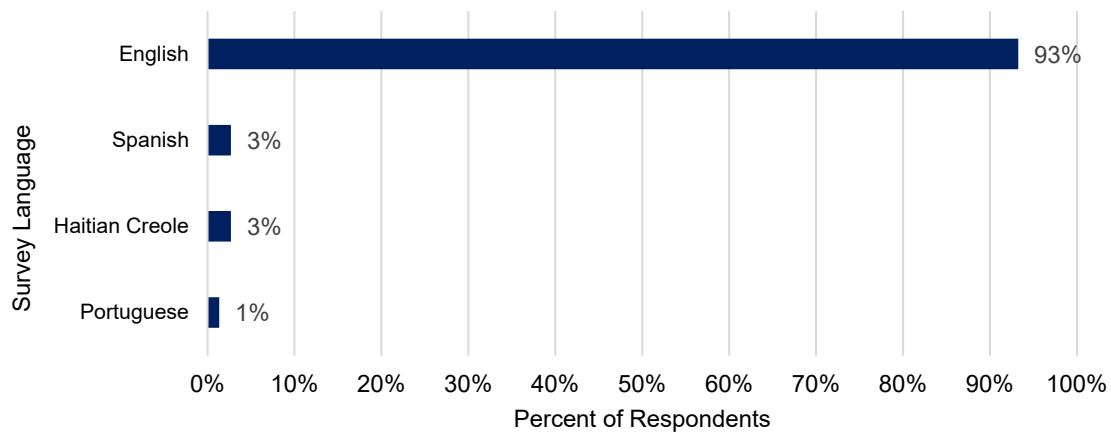
- Attendees requested that public outreach materials be produced with larger font sizes, as they were difficult to read for people with poor vision.

## Survey #1

### Overall Response

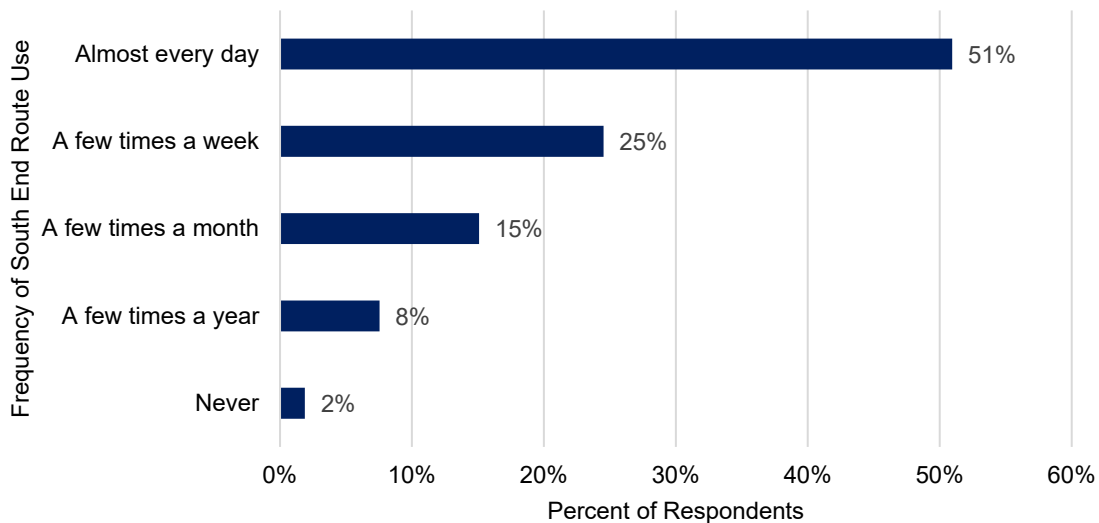
To obtain feedback from a larger group of riders and community members, an online survey was produced. The survey was built in SurveyMonkey and open to the public from March 20 through April 3, 2022. The survey was promoted via social media, a public meeting, posters and flyers, and SRTA's website. Respondents could take the survey in English, Haitian Creole, Spanish, or Portuguese. The survey received 74 total responses; most surveys were taken in English (Figure 4-3).

**Figure 4-3 SRTA Survey #1 – Survey Language**



Out of 54 responses, over half of survey respondents indicated they ride SRTA almost every day, while only one respondent said they never ride SRTA (Figure 4-4). These results show that most survey respondents ride SRTA regularly.

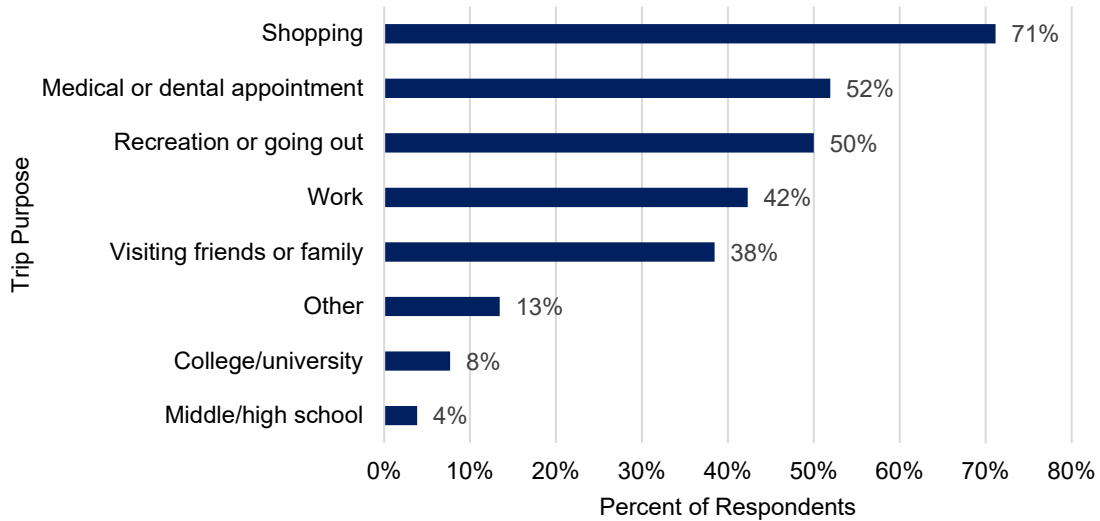
**Figure 4-4 SRTA Survey #1 – Rider Frequency**



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

The purpose of most SRTA South End route trips for respondents was shopping, medical or dental appointments, and recreation/going out (Figure 4-5). Relatively few respondents used South End routes for school or university access. Other purposes for riding SRTA included youth-building programs, gyms, and laundry.

**Figure 4-5 SRTA Survey #1 – South End Route Trip Purpose**

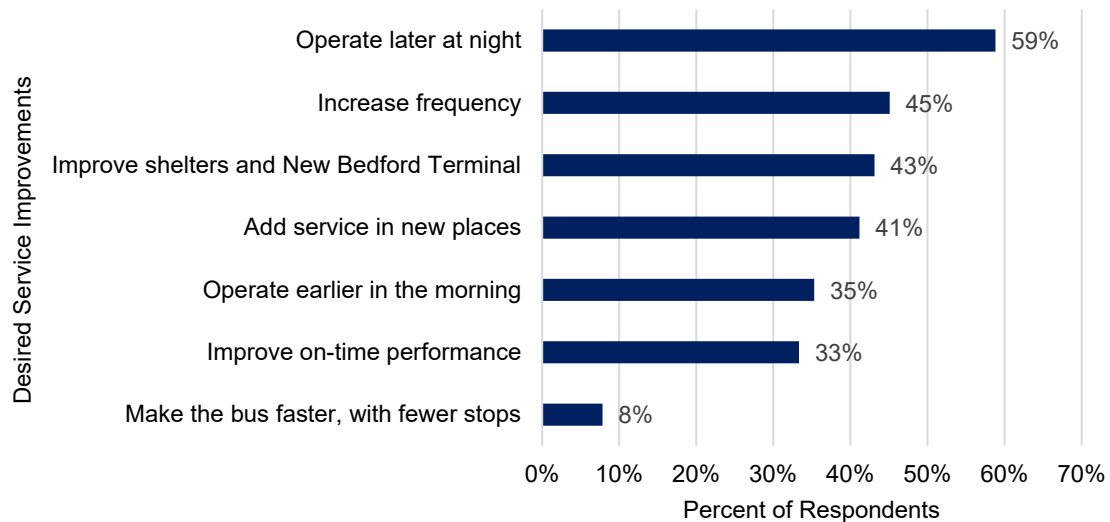


**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

Most survey respondents would like SRTA to operate the bus later at night and increase the frequency of bus service (Figure 4-6). Only four respondents indicated that they would like the bus to travel faster, with fewer stops. New places where respondents indicated where they would like to add bus service included:

- Cove Road
- Seabra Foods
- Buttonwood Park (Hawthorn Street and Rockdale Avenue)
- Hathaway Road
- Rivet Street
- Ruth Street and Salisbury Street
- Padanaram Avenue
- Bolton Street
- Connection with Routes 1, 3, and 4 outside downtown

**Figure 4-6 SRTA Survey #1 – Survey Improvements**

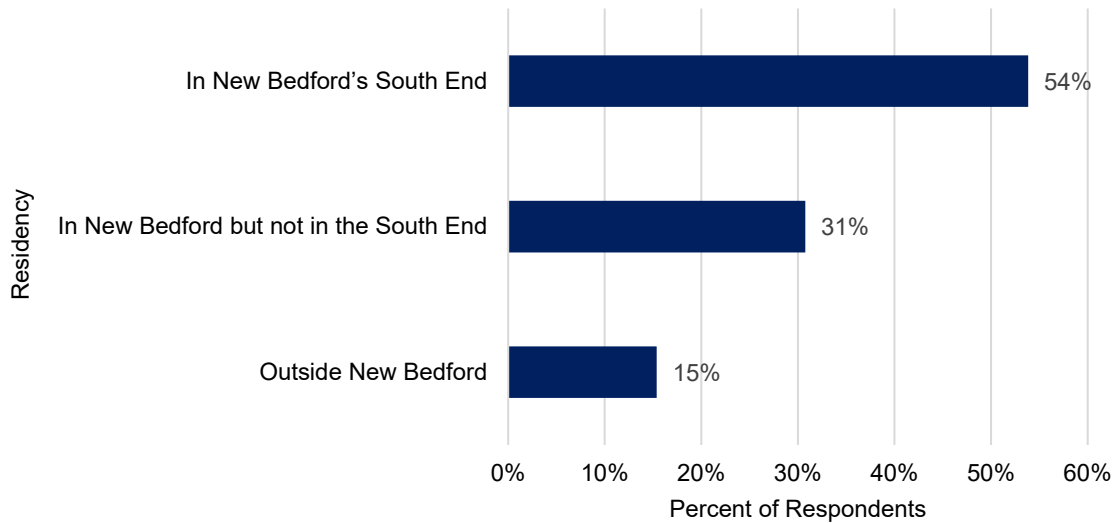




**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

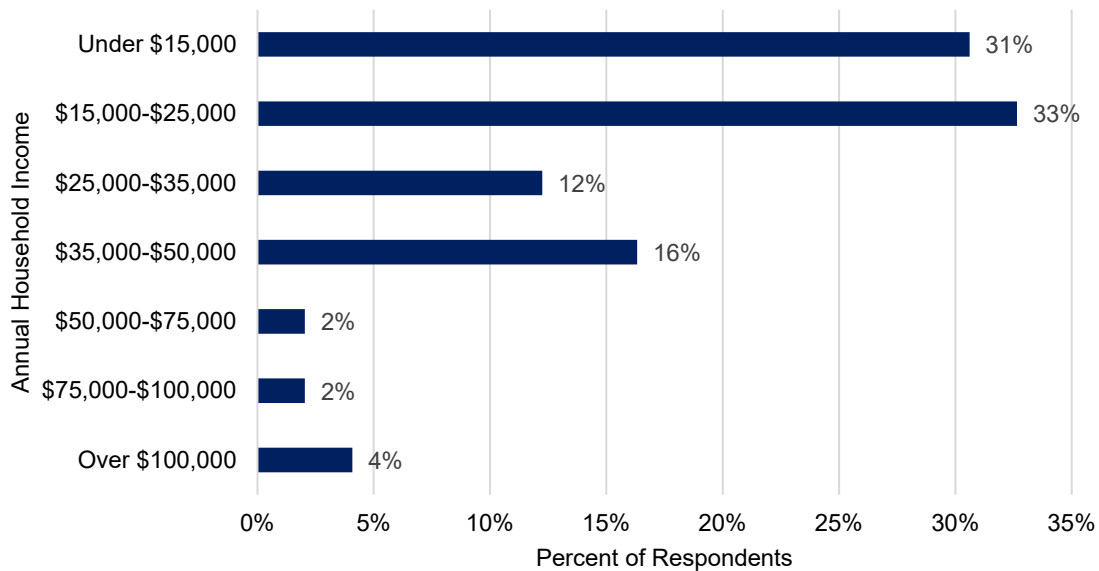
Most survey respondents live in New Bedford, and over half live in New Bedford's South End (Figure 4-7). Only eight respondents indicated that they live outside of New Bedford. Respondents that indicated they live outside of New Bedford reported living Dartmouth, Fall River, and Rhode Island.

**Figure 4-7 SRTA Survey #1 – Residency**



The most common annual household income bracket of survey respondents was between \$15,000 and \$25,000. There were very few respondents with household incomes over \$50,000 (Figure 4-8).

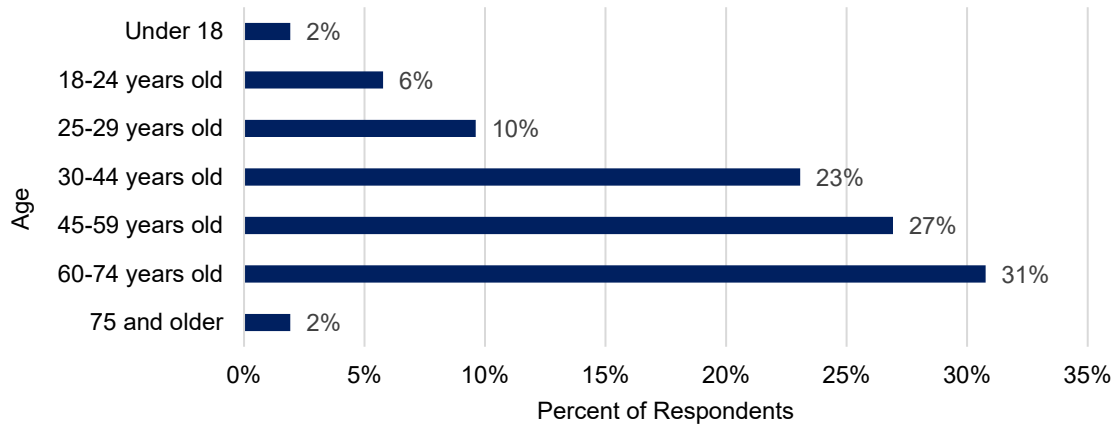
**Figure 4-8 SRTA Survey #1 – Annual Household Income**



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

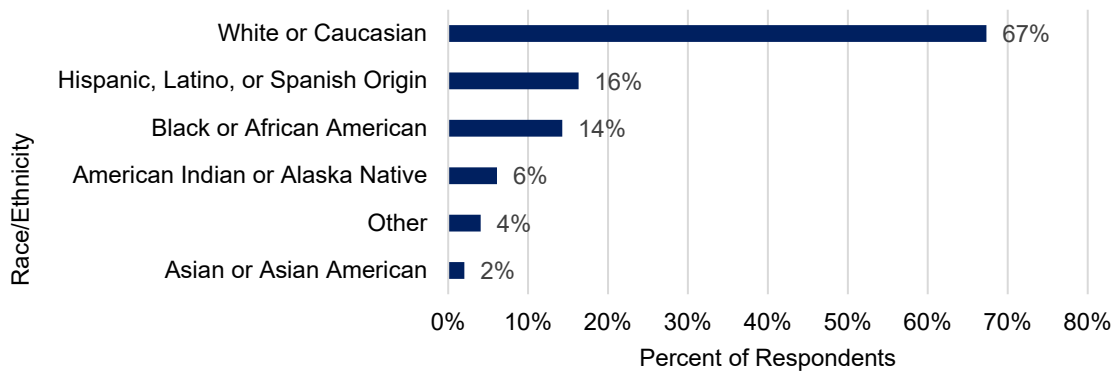
Most survey respondents were between 29 and 75 years old (Figure 4-9). There were very few respondents under age 18 or over age 75.

**Figure 4-9 SRTA Survey #1 – Age Group**



Well over half of the survey respondents identified as White or Caucasian (Figure 4-10). Hispanic, Latino, or Spanish origin was the second-most common race/ethnicity of respondents, followed by Black or African American. Survey respondents who identified as “other” race/ethnicities outside of the options provided described themselves as mixed-race.

**Figure 4-10 SRTA Survey #1 – Race/Ethnicity**



Open-ended responses to survey questions from engagement period #1 are in Appendix B.



Flyers advertising the public meeting were posted one week ahead of time in the New Bedford Terminal and on fixed-route buses on routes NB1, NB3, and NB5. These flyers were translated into Haitian Creole, Spanish, and Portuguese. The meeting was also advertised on SRTA's social media accounts and website. The font size for flyers was increased based on feedback from the first public engagement period.

## Feedback

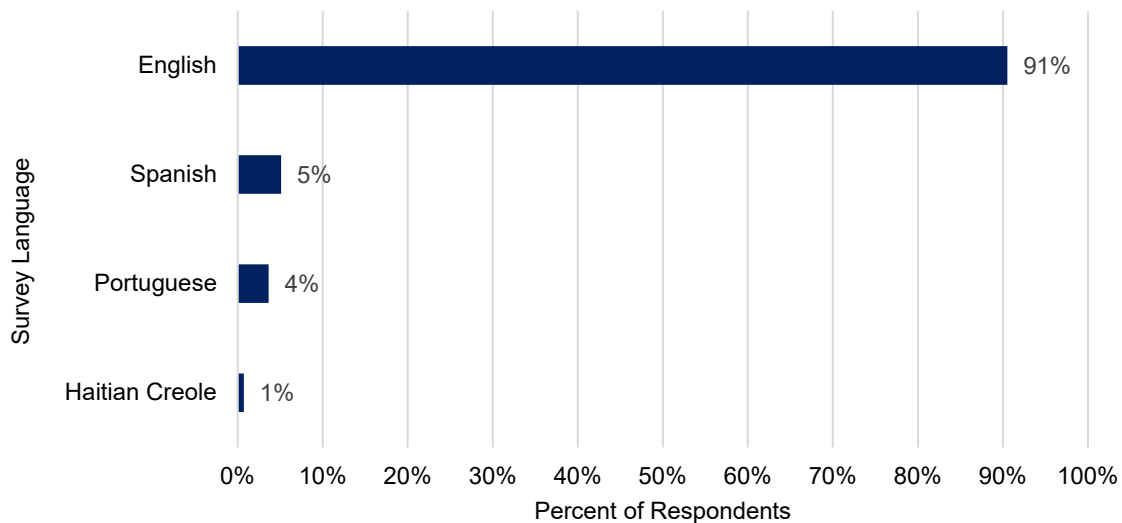
Key feedback received during the public meeting was:

- Attendees liked the connections to Stop & Shop in Scenario 1.
- Attendees were concerned about the potential frequency of service to St. Luke's Hospital in Scenario 3.

## Survey #2

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 April 12, 2022 through April 29, 2022. The survey was promoted via social media, public meetings, posters/flyers, and SRTA's website. Respondents could take the survey in English, Haitian Creole, Spanish, or Portuguese. The survey received 137 total responses; most surveys were taken in English (Figure 4-12).

**Figure 4-12 SRTA Survey #2 – Survey Language**

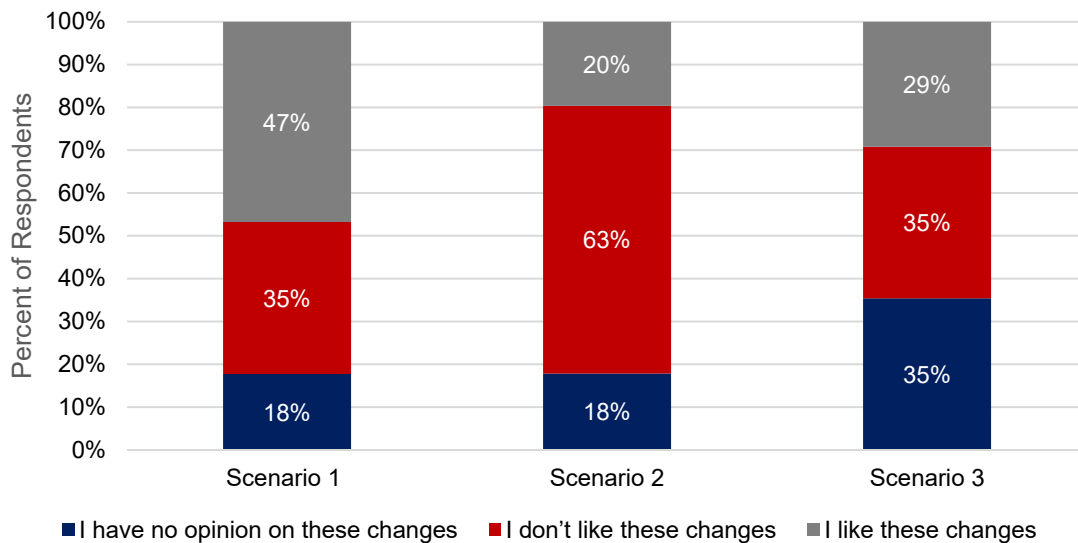




**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

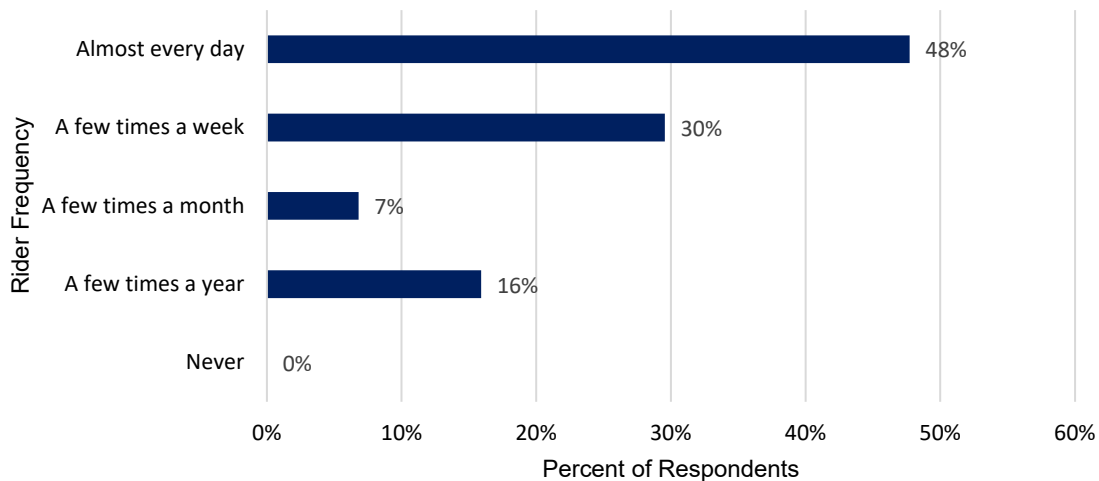
Respondents were asked to provide their opinion on the three proposed scenarios. Overall, Scenario 1 was the most popular, and Scenario 2 was the least popular (Figure 4-13). In Scenario 1, a popular change was the increased access to Stop & Shop. In Scenario 2, a popular change was the increased frequency on NB3, but many respondents were concerned about the loss of coverage on routes NB3 and NB5. In Scenario 3, respondents were largely concerned with the changes to service at St. Luke's Hospital.

**Figure 4-13 SRTA Survey #2 – Scenario Preferences**



Almost 80% of survey respondents indicated they ride SRTA almost every day or a few times a week (Figure 4-14). There were no respondents that indicated they never ride SRTA. These results indicate that majority of survey respondents ride SRTA regularly.

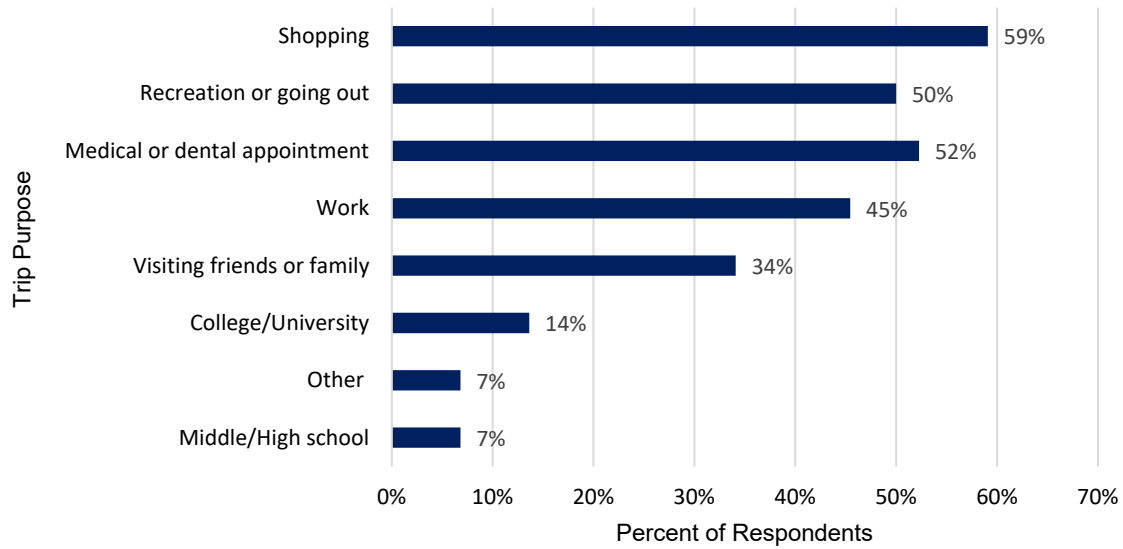
**Figure 4-14 SRTA Survey #2 – Rider Frequency**



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

Most respondents reported using SRTA South End routes for shopping, recreation/going out, and/or medical/dental appointments. Out of 117 survey responses, only 12 responses indicated trip purposes for education (college/university, middle/high school) and for other reasons (Figure 4-15). Other trip purposes included traveling to/from the beach, hospital, babysitting, and the Southworth Library.

**Figure 4-15 SRTA Survey #2 – Trip Purpose**

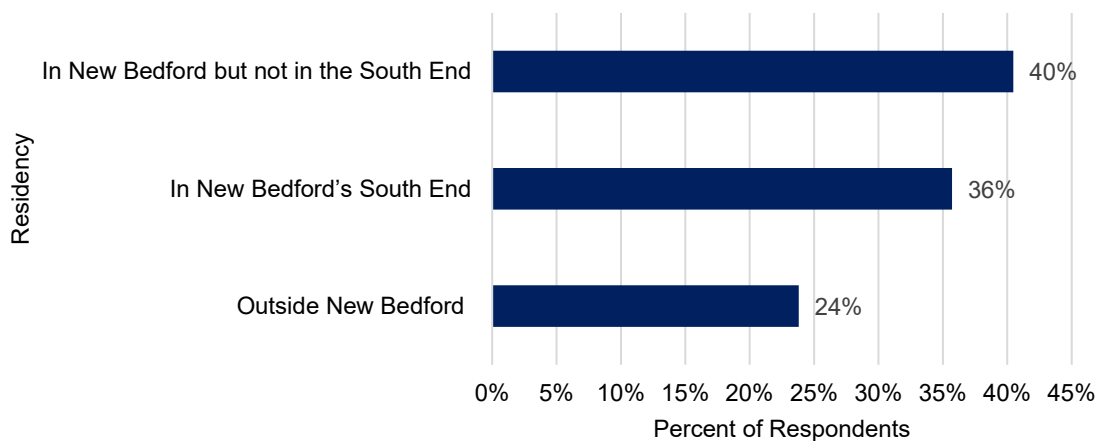


**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

A plurality of survey respondents live in New Bedford but not in the South End (Figure 4-16). About 25% of respondents indicated they live outside New Bedford. Respondents that indicated they live outside of New Bedford lived in the following places:

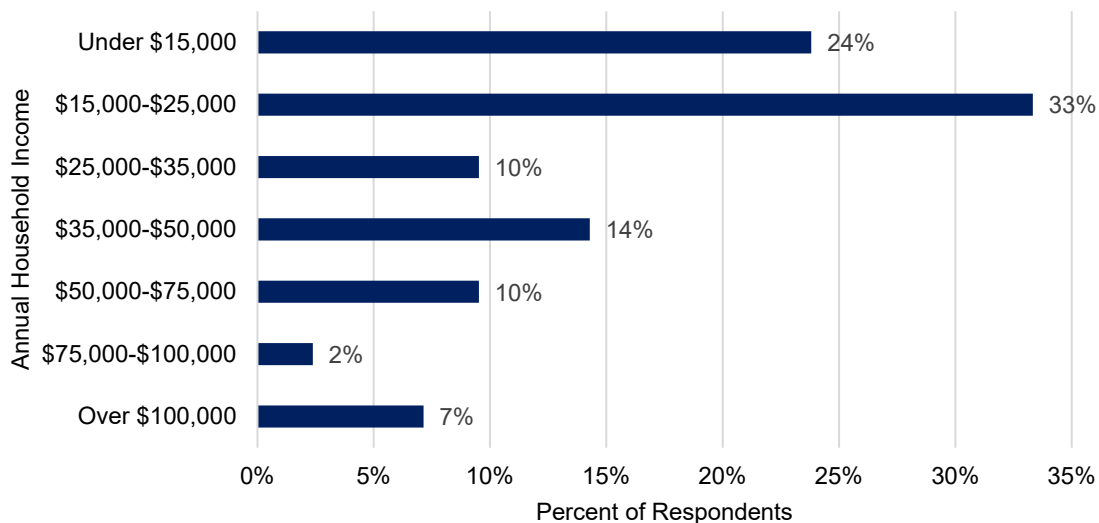
- Fairhaven
- Dartmouth
- South Dartmouth
- Rhode Island
- Swansea

**Figure 4-16 SRTA Survey #2 – Residency**



Almost half of survey (47%) respondents have an annual household income of under \$25,000. Only a few respondents had approximate household incomes over \$50,000 (Figure 4-17).

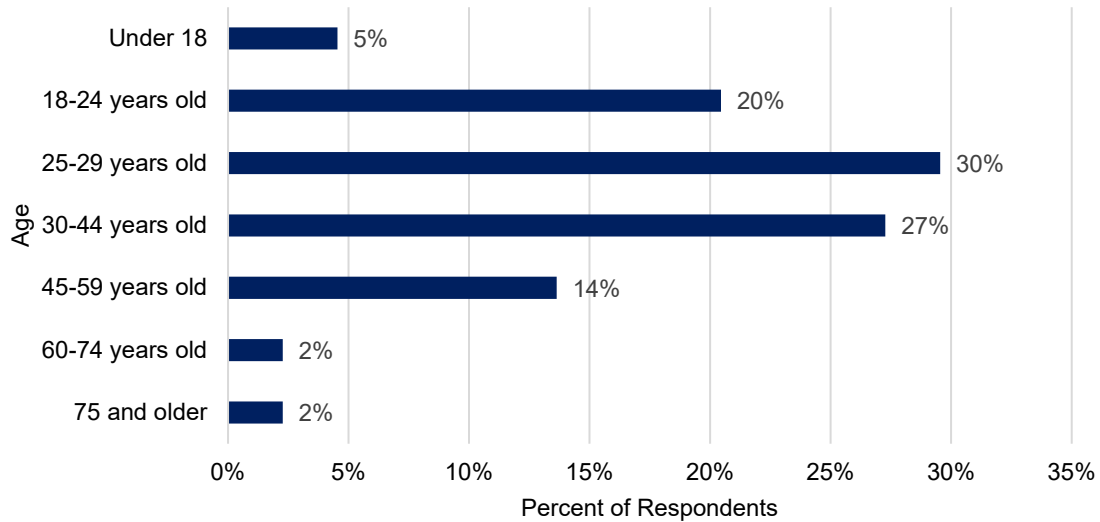
**Figure 4-17 SRTA Survey #2 – Annual Household Income**



**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

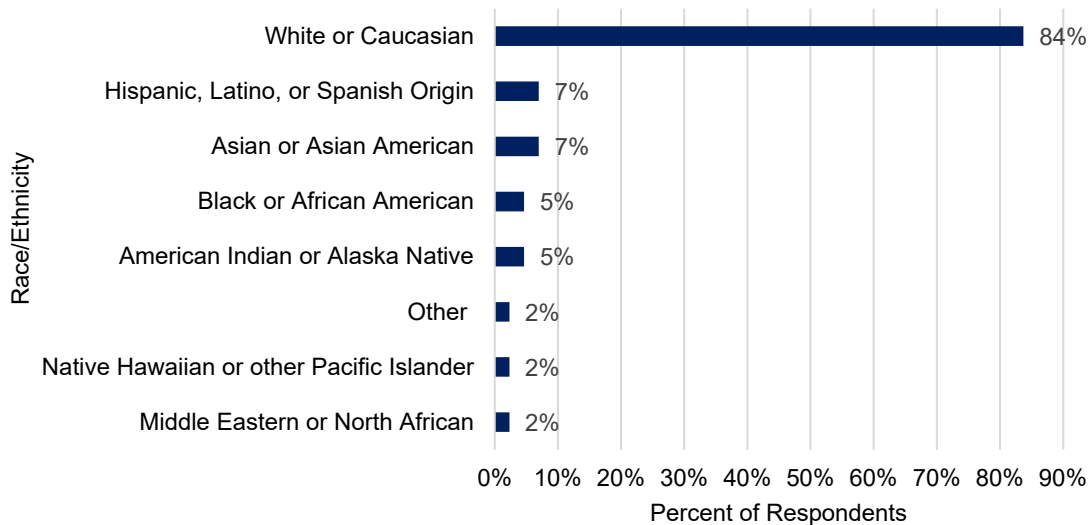
Most survey respondents were between the ages of 30 to 59 years old. Only one survey respondent was under 18, and two survey respondents were 75 and older (Figure 4-18).

**Figure 4-18 SRTA Survey #2 – Age Group**



Most survey respondents identified as White or Caucasian (Figure 4-19). Survey respondents who identified as “other” race/ethnicities outside of the options provided were mixed-race.

**Figure 4-19 SRTA Survey #2 – Race/Ethnicity**





## 5 RECOMMENDED CHANGES

After considering feedback collected during the second round of public outreach, the NBSE FRSR project team developed recommended changes to SRTA's South End fixed-route transit service. These improvements are described below.

### CHANGES SUMMARY

The NBSE FRSR recommended scenario proposes several changes to South End bus routes. These recommended changes are described below and shown in Figure 5-2. Figure 5-1 shows the recommended frequency and span of service for each route in table form.

- **Route NB1 Fort Rodman:** Re-aligned to operate bi-directionally on County Street, instead of on Pleasant Street and Acushnet Avenue. No changes to frequency or span of service.
- **Route NB3 Dartmouth Street:** Re-aligned to operate on County and Hawthorn streets outbound, and Hawthorn and Orchard streets inbound, instead of using Rotch Street. Alternative night routing eliminated. No changes to frequency or span of service.
- **Route NB5 South Central:** Re-aligned to serve South Central New Bedford, Rivet Street, Goulart Square, and Stop & Shop (see map below for exact alignment). Route would operate every half-hour from 5:30 a.m. to 10:00 p.m. on weekdays, and every half hour from 7:00 a.m. to 6:00 p.m. on Saturdays.

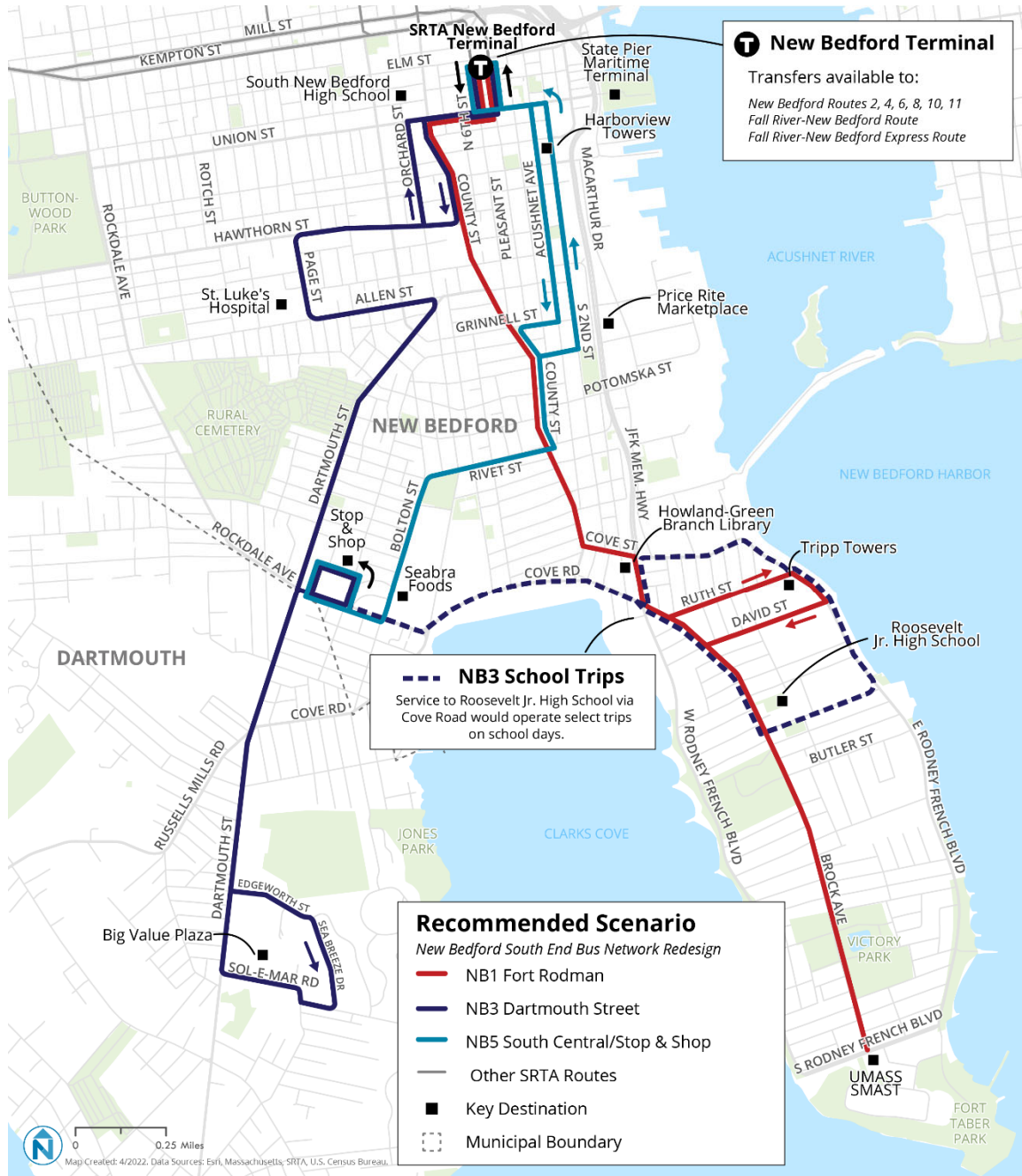
**Figure 5-1 Recommended Scenario Span of Service and Frequency Table**

	Weekdays		Saturdays	
	<i>Span of service</i>	<i>Frequency</i>	<i>Span of service</i>	<i>Frequency</i>
NB1 Fort Rodman	5:20AM-10:00PM	20 mins.	6:45AM-6:00PM	30 mins.
NB3 Dartmouth Street	6:30AM-9:30PM	30 mins.	7:40AM-5:30PM	60 mins.
NB5 South Central/Stop & Shop	5:30AM-10:00PM	30 mins.	7:00AM-6:00PM	30 mins.

# New Bedford South End Fixed-Route System Redesign Final Report

## Southeastern Regional Transit Authority

**Figure 5-2 Map Showing New Bedford South End Fixed-Route Redesign Recommended Scenario**



## RESOURCE IMPLICATIONS

The recommended scenario will require additional resources to operate. These additional resource needs are driven by increased service levels and an expanded service area on Route NB5. A high-level estimate suggests annual revenue hours on Route NB5 would increase by approximately 3,900 hours. Although only one peak vehicle would be required to serve the route, the recommended scenario would require this vehicle be fully dedicated to Route NB5; in current service the vehicle operating Route NB5 is interlined with routes NB4, NB6, and NB10.

**Figure 5-3 Change in Resources Required under Recommended Scenario**

Route	Current Service		Recommended Scenario		Change		
	Annual Rev. Hrs.	Peak Vehicles Required	Annual Rev. Hrs.	Peak Vehicles Required	Annual Rev. Hrs.	Peak Vehicles Required	Annual Operating Cost*
NB1	9,566	3	9,566	3	0	0	-
NB3	8,094	3	8,094	3	0	0	-
NB5	898	1	4,802	1	+3,904	0	+\$522,201
<b>Total</b>	<b>18,558</b>	<b>7</b>	<b>22,461</b>	<b>7</b>	<b>+3,904</b>	<b>0</b>	<b>+\$522,201</b>

Notes: Revenue hour figures are estimates only. Peak vehicle requirements are based on SCTM's current interlined operation of routes NB1 and NB3; it may be possible to operate these routes with only two peak vehicles but would require shifting resources throughout the system.

\*Operating costs are based on SRTA's National Transit Database-reported 2020 motorbus operating cost per revenue hour of \$133.77.

The SRTA operating budget does not currently have available resources to support the recommended scenario, so changes to service elsewhere in SRTA's system may be required to implement this scenario. Alternatively, additional funding could support the scenario.

## **BENEFITS**

The recommended changes would have several benefits for transit riders in New Bedford's South End.

- **Route NB1 Benefits:** Operating Route NB1 on County Street instead of Pleasant Street and Acushnet Avenue would improve reliability, as both Pleasant Street and Acushnet Avenue are narrow and can be especially difficult to operate on in the winter, when snow pushes parked cars further into the street. Operating on County Street would also create a bi-directional route, which is easier for riders to understand. Approximately 250 average weekday riders would benefit from these reliability improvements. Moving Route NB1 to County Street would also provide new transit access to destinations on the stretch of County Street between Grinnell and Union streets.
- **Route NB3 Benefits:** Operating Route NB3 on County and Orchard streets instead of Rotch Street would decrease travel times for approximately 120 average weekday riders by about three minutes per round trip (two minutes outbound and one minute inbound). Moving Route NB3 to County Street would also provide new transit access to destinations on the stretch of County Street between Hawthorn and Union streets. This alignment change would also eliminate the Rockdale Avenue evening alignment, which is confusing, extends travel times considerably, and serves zero riders.
- **Route NB5 Benefits:** Restoring Route NB5 to serve Goulart Square and Stop & Shop would increase the number of people in the South End with access to transit, and would improve connections for people living in South Central New Bedford by providing one-seat ride access to Stop & Shop, Seabra, Goulart Square, and other destinations.
- **Overall Benefits:** The benefits of implementing the recommended scenario would be a net increase in the amount of transit service provided in the South End, a net increase in the coverage of transit service in the South End, and faster, more reliable service for almost 400 average weekday riders. Transit access would be restored to Goulart Square and Seabra.

## **DRAWBACKS**

Like any transit service changes, the NBSE FRSR recommended changes will have some drawbacks. These drawbacks are:

- **Route NB1 Drawbacks:** Operating Route NB1 on County Street instead of Pleasant Street and Acushnet Avenue would remove access to Route NB1 for approximately 19 average weekday riders, but those riders would still have access to transit on the recommended Route NB5, which serves Stop & Shop and the SRTA New Bedford Terminal.
- **Route NB3 Drawbacks:** Operating Route NB3 on County and Orchard streets instead of Rotch Street would eliminate access to transit for about 14 average weekday riders. Riders using Route NB3 on Union Street could be served by a

potential realignment of Route NB10 along Union Street; this change is out of scope for this study but is being considered by SRTA.

- **Route NB5 Drawbacks:** Changing Route NB5 to operate to Goulart Square and Stop & Shop, instead of to Price Rite Marketplace, would eliminate transit service to Price Rite Marketplace and nearby destinations. These destinations could still be reached by Route NB5 riders, but with a walk of greater than ¼-mile. This would impact approximately 17 average weekday riders using the stop at Price Rite Marketplace.
- **Overall Drawbacks:** The drawbacks of implementing the recommended scenario include a loss of transit service to most of the area east of JFK Memorial Highway, on parts of Rotch Street, and on parts of Union Street. If Route NB10 is re-aligned to cover Union Street, riders will not lose transit access. By re-aligning Route 1 to County Street, some South Central residents will lose one-seat ride interline access on Route NB1/NB2 to Market Basket, which is a preferred grocery store. These residents will have one-seat ride transit access to both Stop & Shop and Seabra, however.



## Recommended Scenario Operational Details

This section presents summary-level estimates of operational needs for the recommended scenario.

**Figure 5-4 Recommended Scenario Route NB1 Operational Details**

Day	Period	Span (hrs.)	Headway (mins.)	Inbound Time (mins.)	Outbound Time (mins.)	Min. Round Trip Layover	Round Trip Cycle Time (mins.)	Vehicles Required	Layover at Each Terminal (mins.)	Annual Revenue Hours	Daily Trips
Weekday	Early AM	0.7	40	15	21	4	40	1	2	174	1
Weekday	AM Peak	3	20	15	21	4	40	2	2	1,494	9
Weekday	Mid-Day	6	20	15	21	4	40	2	2	2,988	18
Weekday	PM Peak	3	20	15	21	4	40	2	2	1,494	9
Weekday	Evening	4	30	15	21	4	40	2	12	1,992	8
Weekday	Night		30			0	0	0	0	0	0
	<i>Subtotal</i>	<i>16.7</i>								<i>8,142</i>	<i>45</i>
Saturday & Holiday	Day	11.3	30	13	20	3	36	2	14	1,424	22
Saturday & Holiday	Evening		30			0	0	0	0	0	0
Saturday & Holiday	Night		30			0	0	0	0	0	0
	<i>Subtotal</i>	<i>11.3</i>								<i>1,424</i>	<i>22</i>
Sunday	Day		30			0	0	0	0	0	0
Sunday	Evening		30			0	0	0	0	0	0
Sunday	Night		30			0	0	0	0	0	0
	<i>Subtotal</i>	<i>0</i>								<i>0</i>	<i>0</i>
<b>Total</b>										<b>9,566</b>	

**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

**Figure 5-5 Recommended Scenario Route NB3 Operational Details**

Day	Period	Span (hrs.)	Headway (mins.)	Inbound Time (mins.)	Outbound Time (mins.)	Min. Round Trip Layover	Round Trip Cycle Time (mins.)	Vehicles Required	Layover at Each Terminal (mins.)	Annual Revenue Hours	Daily Trips
Weekday	Early AM		30			0	0	0	0	0	0
Weekday	AM Peak	2.5	30	20	22	4	46	2	9	1,245	5
Weekday	Mid-Day	6	30	20	22	4	46	2	9	2,988	12
Weekday	PM Peak	3	30	20	22	4	46	2	9	1,494	6
Weekday	Evening	3.5	30	20	22	4	46	2	9	1,743	7
Weekday	Night		30			0	0	0	0	0	0
	<i>Subtotal</i>	<i>15.0</i>								<i>7,470</i>	<i>30</i>
Saturday & Holiday	Day	9.9	60	20	22	4	46	1	9	624	9
Saturday & Holiday	Evening		60			0	0	0	0	0	0
Saturday & Holiday	Night		60			0	0	0	0	0	0
	<i>Subtotal</i>	<i>9.9</i>								<i>624</i>	<i>9</i>
Sunday	Day		60			0	0	0	0	0	0
Sunday	Evening		60			0	0	0	0	0	0
Sunday	Night		60			0	0	0	0	0	0
	<i>Subtotal</i>	<i>0</i>								<i>0</i>	<i>0</i>
<b>Total</b>										<b>8,094</b>	

**New Bedford South End Fixed-Route System Redesign Final Report**  
Southeastern Regional Transit Authority

**Figure 5-6 Recommended Scenario Route NB5 Operational Details**

Day	Period	Span (hrs.)	Headway (mins.)	Inbound Time (mins.)	Outbound Time (mins.)	Min. Round Trip Layover	Round Trip Cycle Time (mins.)	Vehicles Required	Layover at Each Terminal (mins.)	Annual Revenue Hours	Daily Trips
Weekday	Early AM	0.5	30	13	13	3	29	1	2	125	1
Weekday	AM Peak	3	30	13	13	3	29	1	2	747	6
Weekday	Mid-Day	6	30	13	13	3	29	1	2	1,494	12
Weekday	PM Peak	3	30	13	13	3	29	1	2	747	6
Weekday	Evening	4	30	13	13	3	29	1	2	996	8
Weekday	Night		30			0	0	0	0	0	0
<i>Subtotal</i>		16.5								4,109	33
Saturday & Holiday	Day	11	30	13	13	3	29	1	2	693	22
Saturday & Holiday	Evening		30			0	0	0	0	0	0
Saturday & Holiday	Night		30			0	0	0	0	0	0
<i>Subtotal</i>		11								693	22
Sunday	Day		30			0	0	0	0	0	0
Sunday	Evening		30			0	0	0	0	0	0
Sunday	Night		30			0	0	0	0	0	0
<i>Subtotal</i>		0								0	0
<b>Total</b>										<b>4,802</b>	

## **Needed Transit Infrastructure Improvements**

This study identified several key access to transit and operational infrastructure improvements that would make accessing SRTA bus routes in the South End safer and easier, as well as allow for safer turning movements. In some cases, these improvements would also allow SRTA buses to operate more directly and without deviations. Making these improvements would likely increase ridership by making transit a more attractive travel option. No funding has been identified for these improvements, most of which would involve coordination with non-SRTA entities such as the City of New Bedford or private landowners. SRTA should pursue these improvements as resources allow:

- **Stop & Shop to Dartmouth Street connection:** SRTA buses currently deviate into the Stop & Shop parking lot off Dartmouth Street, which introduces additional turning movements, exposes buses to parking-lot traffic, and increases travel times considerably for riders not traveling to or from Stop & Shop. Building a safe and comfortable pedestrian connection between Stop & Shop and Dartmouth Street would allow SRTA to keep buses on Dartmouth Street. This would require riders to walk an additional distance to access Stop & Shop but would save a significant amount of time for many riders and improve operational safety.
- **Traffic signal at County Street at Hawthorn Street:** The recommended scenario does not operate Route NB3 bi-directionally on County Street because the left turn from Hawthorn Street onto County Street is not safe for buses without some sort of turn protection. Installing a traffic signal at this intersection could allow SRTA buses to make the turn, which would provide additional bi-directional service on County Street, which is easier for riders to understand.
- **Bus stop on Sea Breeze Street in Dartmouth:** Route NB3 currently boards and alights passengers on Sea Breeze Street using flag stops. If riders are regularly boarding and alighting along Sea Breeze Street to access nearby apartments, it would be safer for this to occur at a designated bus stop. Having a designated bus stop would also signal to nearby residents that there is bus service available and may increase ridership. It would also help with data collection, as flag stop boardings and alightings are difficult to parse from automatic passenger counter data.
- **Bus turnaround at Brock Avenue at S Rodney French Boulevard:** Although Route NB1 has been turning around in the middle of S Rodney French Boulevard for years without a reported crash, the u-turn style turnaround is not ideal and should be replaced with a safer turnaround if one can be made available. SRTA could work with UMass and/or the City of New Bedford to develop a bus turnaround at this location.

Shelter and stop-amenity improvements are not listed here, as they are being explored in SRTA's ongoing Bus Stop Improvement Plan.

# APPENDIX A: ROUTE PROFILES





## SRTA NEW BEDFORD ROUTE NB1 FORT RODMAN

### Route Overview

Route NB1 connects Downtown New Bedford to South End neighborhoods, serving several dense residential neighborhoods and low-income housing developments. Key destinations include UMass SMAST, Tripp Towers, Harborview Towers, Howland-Green Library, Roosevelt Jr. High School, and the New Bedford Terminal, where transfers to local and intercity buses can be made. All Route NB1 trips interline with Route NB2.





## Alignment

Route NB1 mostly operates bi-directionally on County Street, Cove Street, W Rodney French Boulevard, and Brock Avenue. On the northern part of the route, between the terminal and Grinnell Street, Route NB1 operates inbound on Pleasant Street and outbound on Acushnet Avenue. On the southern part of the route, Route NB1 outbound trips operate a one-way loop to serve Tripp Towers. The route performs a large u-turn across two directions of travel in the middle of S Rodney French Boulevard to turn around.<sup>3</sup>

In the summer, Route NB1 operates an alternate alignment along Rodney French Boulevard to provide better access to beaches and other waterfront recreation.

**Route NB1 Vital Statistics**

	Weekday	Saturday
Span of Service	5:20AM – 10:01PM	6:45AM – 6:05PM
Headways (mins.)	20-30	30
Avg. Daily Boardings	767	363
Revenue Hours	29.4	14.3
Boardings per Rev. Hr.	26	25
On-Time Performance	82%	89%
Avg. Stop Spacing (ft.)	616	

Schedule and stop spacing from February 2022 schedules.

Ridership and on-time performance from October 2021.

On-time performance is measured from the origin stop of inbound and outbound trips.

## On-Time Performance

SRTA's standard is for a route to operate at 85% on-time performance. Route NB1 does not meet this standard on weekdays but does on weekends. Many of NB1's on-time performance problems are caused by early departures. A running time analysis shows that most trips are completed ahead of schedule.

---

<sup>3</sup> In the past, SRTA piloted a more typical approach to turning the bus around by operating on Portland Street but the community did not like having buses operating off of Brock Avenue, and so this pilot turnaround was cancelled.

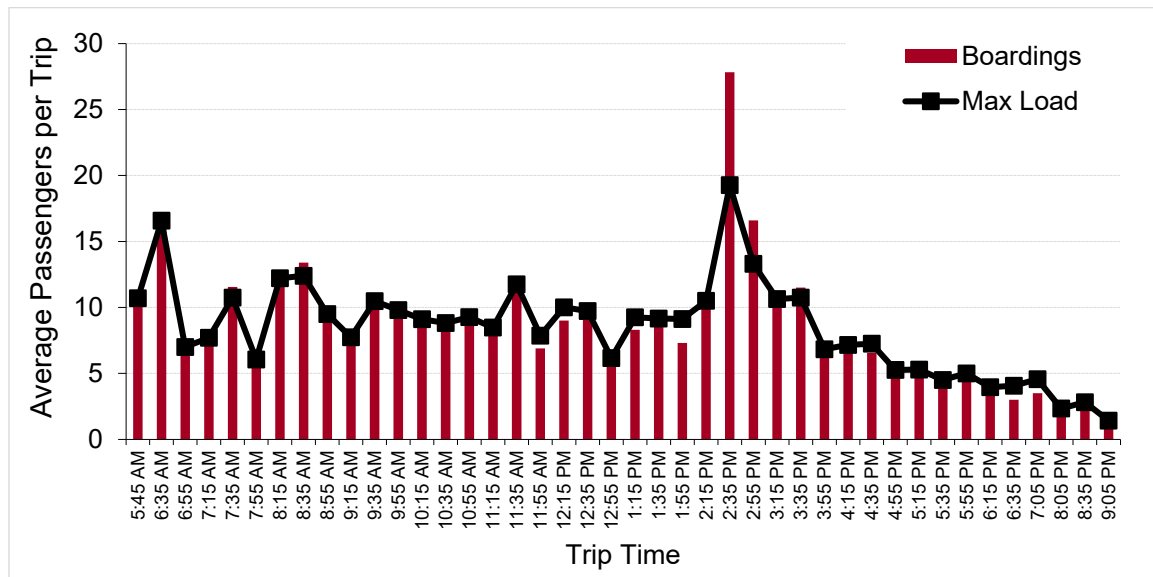


## Ridership

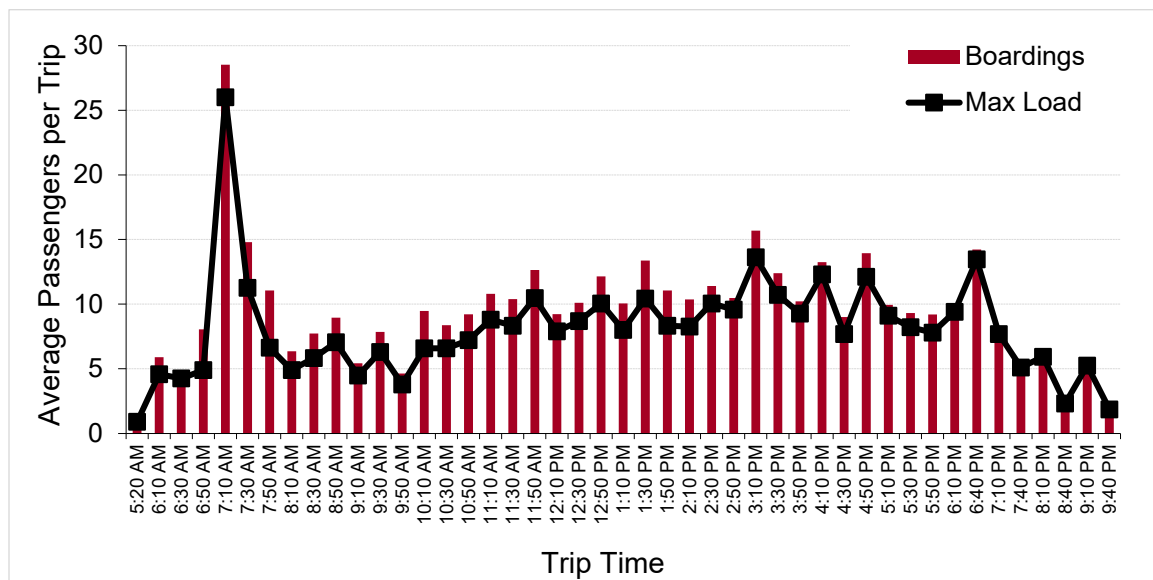
### Ridership by Trip

Ridership on Route NB1 is relatively consistent throughout the day, with major spikes in ridership on trips that serve middle and high school students traveling to and from school. Service is somewhat directionally peaked, with more morning travel towards the New Bedford Terminal and more evening travel away from the terminal. The earliest-morning inbound trip averages 11 boardings.

Route NB1 October 2021 Average Weekday Ridership by Trip, Inbound



Route NB1 October 2021 Average Weekday Ridership by Trip, Outbound





## Ridership by Stop

The highest-ridership stops on Route NB1 are at the New Bedford Terminal, Tripp Towers, Howland-Green Library, Roosevelt Jr. High School, and at several places along County Street between Ruth and Grinnell streets. There is relatively low ridership along Brock Avenue south of Roosevelt Jr. High School, and between Grinnell Street and the New Bedford Terminal.

### Route NB1 October 2021 Average Weekday Ridership by Stop, Inbound and Outbound



Note: labels on ridership bubbles indicate average weekday total activity (boardings plus alightings) at the stop.



## Key Findings

Route NB1 has relatively strong ridership throughout the day and operates on a strong ridership corridor with generally dense land use and several key ridership generators. Ridership is considerably lower south of Roosevelt Jr. High School. There is considerable demand for early morning service.

The route is mostly simple and direct, except for the deviation to serve Tripp Towers and parallel inbound/outbound operation on Pleasant Street and Acushnet Avenue. The turnaround at UMass SMAST cannot always be made safely.

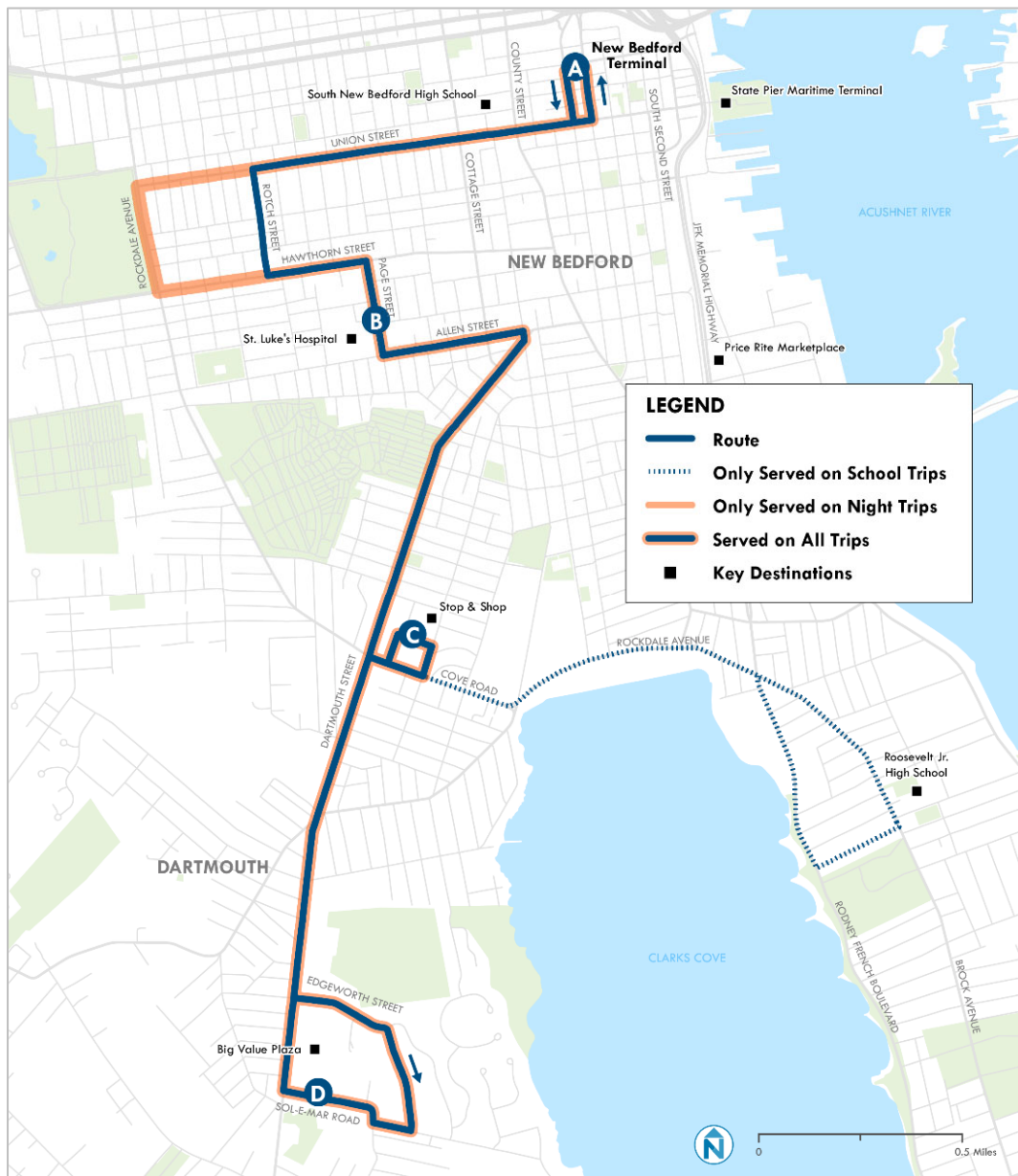




## SRTA NEW BEDFORD ROUTE NB3 DARTMOUTH STREET

### Summary

Route NB3 travels north-south between Downtown New Bedford and Dartmouth. The route serves several key destinations, including the New Bedford Terminal, St. Luke's Hospital, Stop & Shop, Big Value Plaza, and some low-income housing developments. Route NB3 has two alternate patterns that only operate at some times of day, and deviates to serve Stop & Shop. Service deviates considerably from a direct alignment to serve St. Luke's Hospital and residential communities west of Downtown New Bedford.





## Alignment

Route NB3 mostly operates bi-directionally, except for service into and out of the New Bedford Terminal (service is on both Pleasant Street and N 6<sup>th</sup> Street), loop service to serve Stop & Shop, and a terminal loop to serve the Big Value Plaza in Dartmouth. Service along Dartmouth Street is mostly direct, except for the deviations noted above. Between Allen Street and the New Bedford Terminal, service travels considerably out-of-direction to serve St. Luke's Hospital and then residential neighborhoods west of downtown New Bedford.

Route NB3 operates one morning pattern to serve Roosevelt Jr. High School, with flag stop service after the route completes the normal alignment from New Bedford Terminal to Stop & Shop. The route also operates night service on Rockdale Avenue instead of Rotch Street, which is primarily due to complaints from Rotch Street residents about later-evening bus operations.

Route NB3 Vital Statistics

	Weekday	Saturday
Span of Service	6:35AM – 9:27PM	7:40AM – 5:31PM
Headways (mins.)	30	30
Avg. Daily Boardings	297	134
Revenue Hours	26.9	9.9
Boardings per Rev. Hr.	11	14
On-Time Performance	82%	89%
Avg. Stop Spacing (ft.)	735	

Schedule and stop spacing from February 2022 schedules.

Ridership and on-time performance from October 2021.

On-time performance is measured from the origin stop of inbound and outbound trips.

## On-Time Performance

SRTA's standard is for a route to operate at 85% on-time performance. Route NB3 does not meet this standard on weekdays but does on weekends. Many of Route NB3's on-time performance problems are caused by early departures on inbound service. A running time analysis shows that most trips are completed ahead of schedule, although some outbound trips run behind schedule.

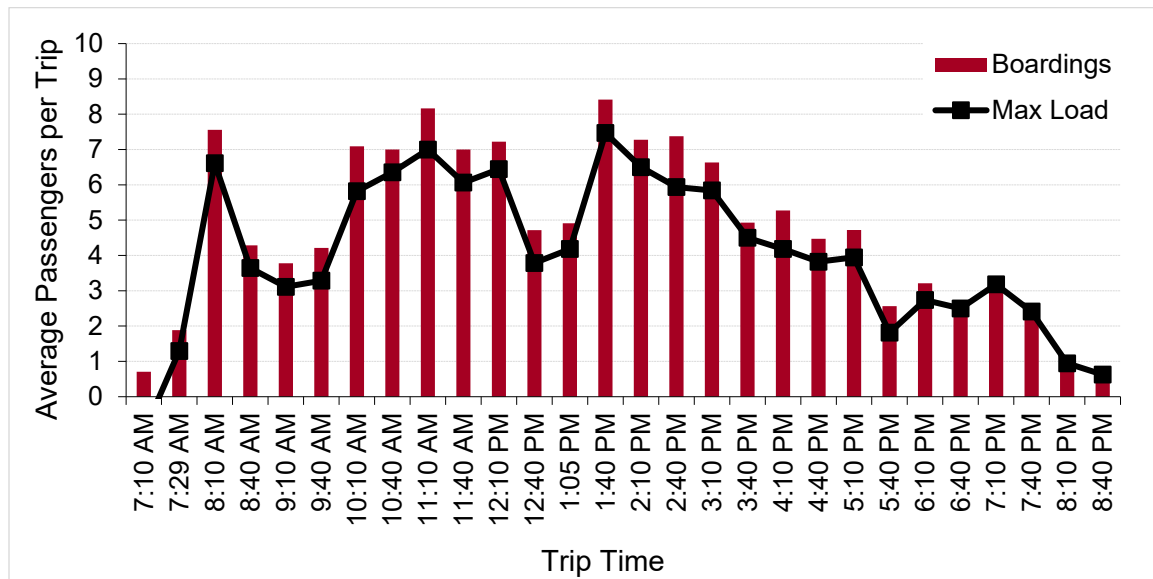


## Ridership

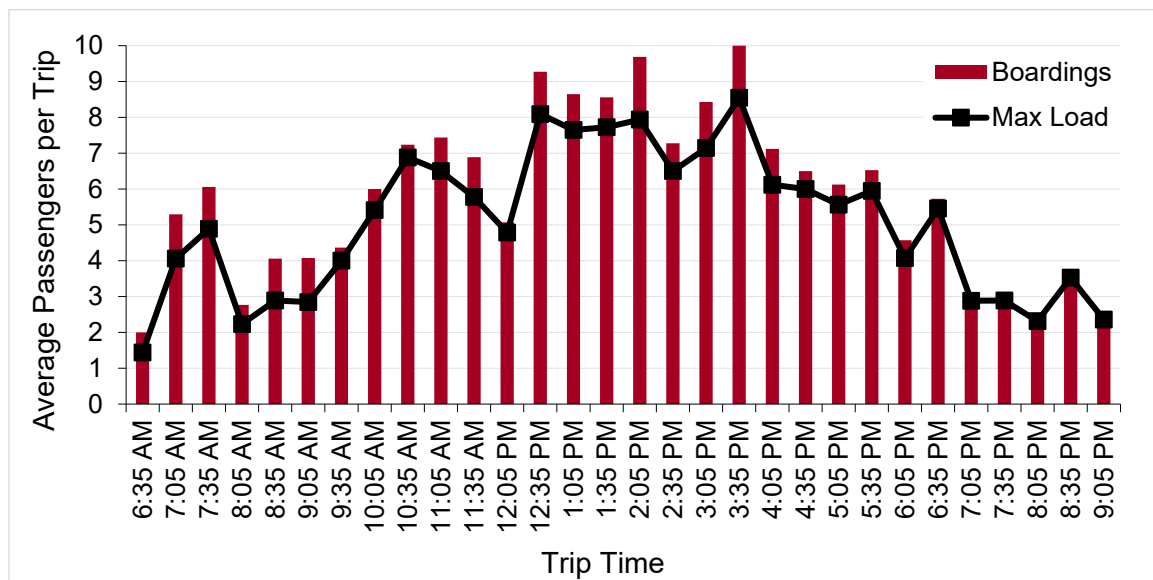
### Ridership by Trip

Ridership on Route NB3 is relatively consistent throughout the day. Ridership is somewhat directionally peaked, with more early-day travel towards the New Bedford Terminal and more afternoon/evening travel away from the terminal. Early morning and night service carries very few riders; the first and last trips of the day carry fewer than three average weekday riders.

Route NB3 October 2021 Average Weekday Ridership by Trip, Inbound



Route NB3 October 2021 Average Weekday Ridership by Trip, Outbound

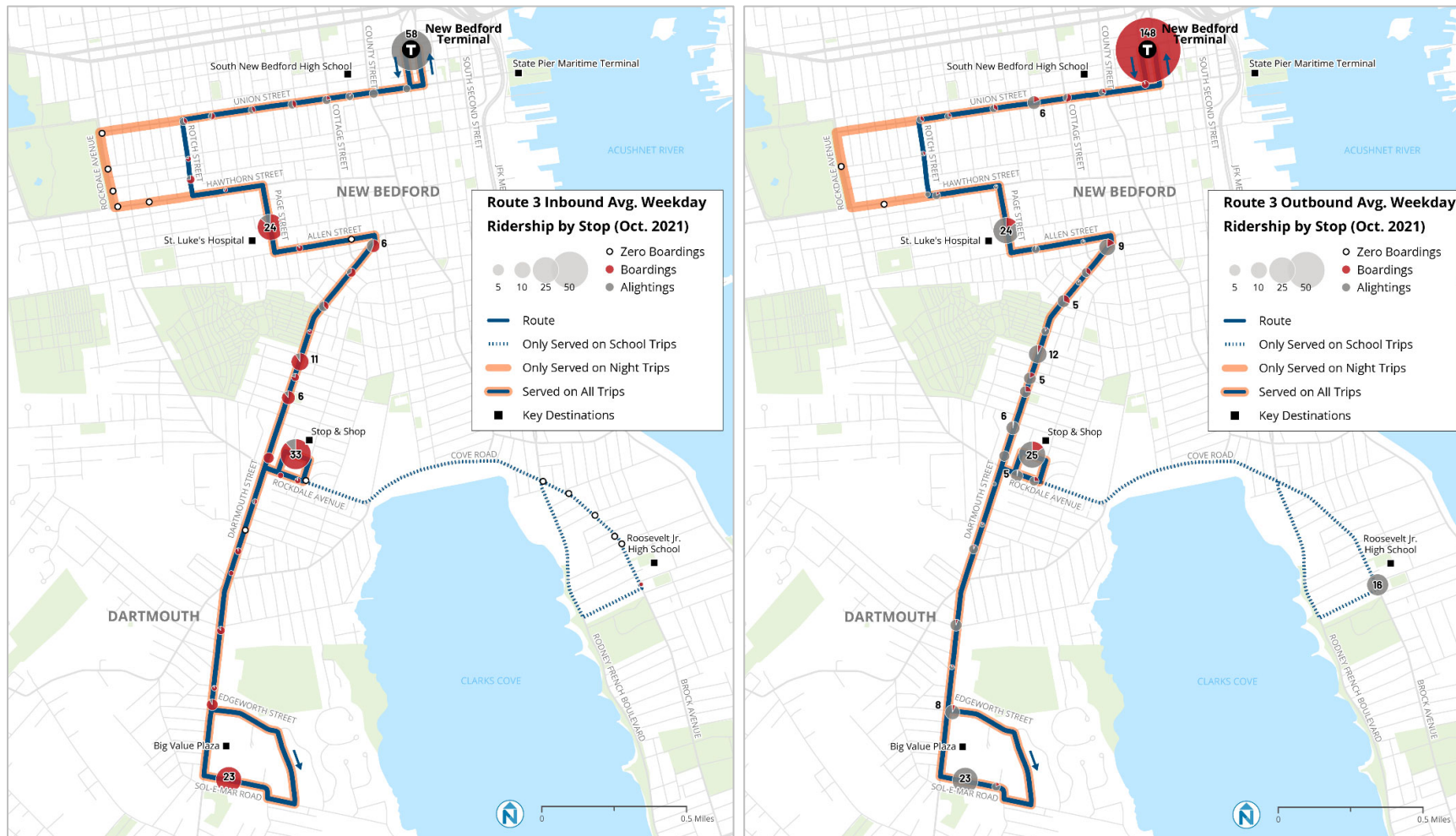




## Ridership by Stop

The highest-ridership stops on Route NB3 are at the New Bedford Terminal, St. Luke's Hospital, Stop & Shop, and Big Value Plaza. There is low but consistent ridership along the Dartmouth Street and Union Street corridors. Approximately 16 students per weekday use the Roosevelt Jr. High School trip, and an average of zero passengers use the Rockdale Avenue night service. There is no stop in the Solemar Apartments complex.

Route NB3 October 2021 Average Weekday Ridership by Stop, Inbound and Outbound



Note: labels on ridership bubbles indicate average weekday total activity (boardings plus alightings) at the stop.



## Key Findings

Route NB3 primarily connects the New Bedford Terminal to residential neighborhoods, St. Luke's Hospital, and Stop & Shop. The route serves low-income housing developments in both Dartmouth and New Bedford. This route causes many riders to travel out of direction between St. Luke's Hospital and the New Bedford Terminal, particularly during night service, when the route deviates to serve Rockdale Avenue, where a weekday average of zero people use the bus. Night service patterns also make the route confusing for some riders.

Front-door service deviations to Stop & Shop and the terminal loop around Big Value Plaza also cause some riders to travel out of direction.

Ridership is low on the early-morning and later-evening trips.

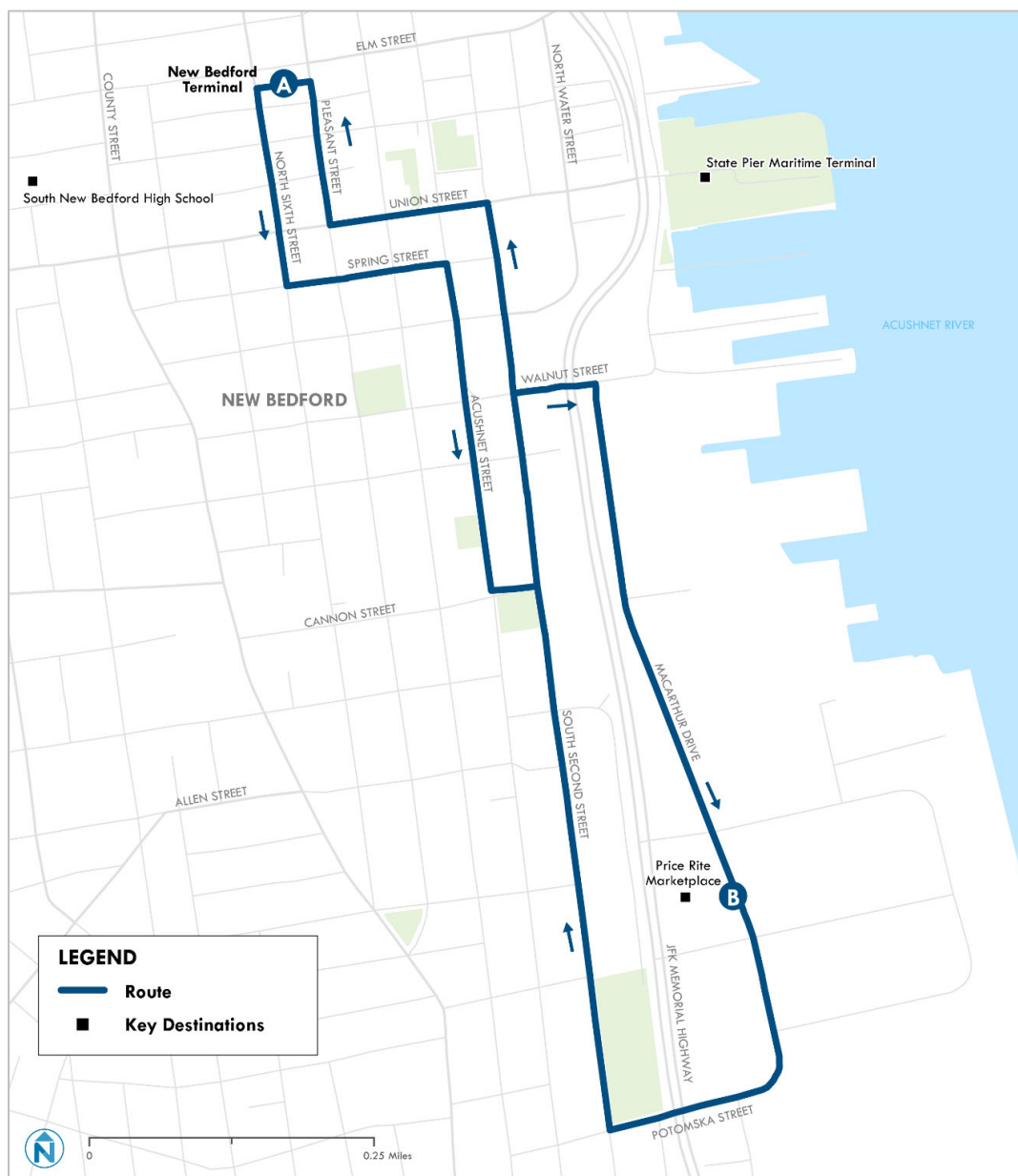




## SRTA NEW BEDFORD ROUTE NB5 SOUTH CENTRAL

### Summary

Route NB5 serves neighborhoods directly south of Downtown New Bedford, connecting several low-income housing developments with Price Rite Marketplace and major employment destinations along the waterfront. Key destinations on the route include Harborview Towers, Boa Vista Towers, Price Rite Marketplace, and SRTA's New Bedford Terminal. The route operates as a large figure-eight with hourly service, and is interlined with routes NB6 and NB10.





## Alignment

Route NB5 operates as a large figure-eight, with inbound and outbound service operating almost entirely on different streets. The route's inbound service overlaps with the outbound portion of the loop on S 2<sup>nd</sup> Street near Boa Vista Towers. Although the route's overall running time is short, the route does cause riders to travel somewhat out of direction to access Price Rite Marketplace, which is the route's highest-ridership stop, outside of the New Bedford Terminal.

**Route NB5 Vital Statistics**

	Weekday	Saturday
Span of Service	6:50AM – 5:06PM	8:00AM – 5:16PM
Headways (mins.)	60	60
Avg. Daily Boardings	30	21
Revenue Hours	2.9	2.7
Boardings per Rev. Hr.	10	8
On-Time Performance	79%	93%
Avg. Stop Spacing (ft.)	935	

Schedule and stop spacing from February 2022 schedules.

Ridership and on-time performance from October 2021.

On-time performance is measured from the origin stop of inbound and outbound trips.

## On-Time Performance

SRTA's standard is for a route to operate at 85% on-time performance. Route NB3 does not meet this standard on weekdays but does on weekends. Many of NB3's on-time performance problems are caused by early departures on Saturdays and by late departures on weekdays. A running time analysis shows that nearly all trips are completed ahead of schedule.

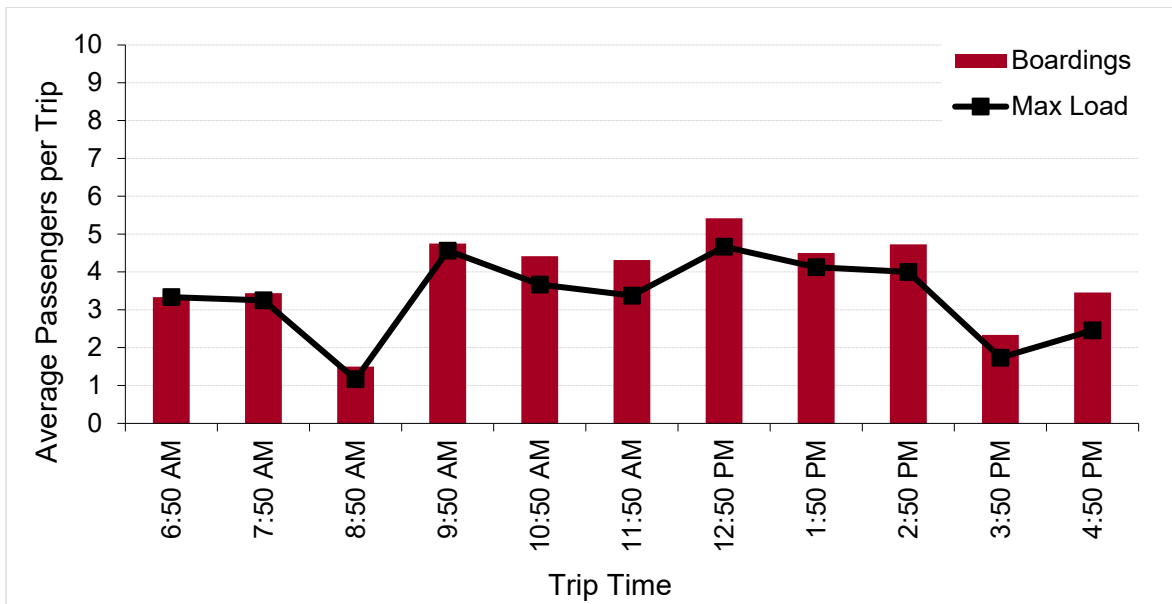


## Ridership

### Ridership by Trip

Ridership on Route NB5 is relatively consistent, but very low throughout the day. On weekdays, average boardings do not exceed six passengers per trip.

Route NB5 October 2021 Average Weekday Ridership by Trip

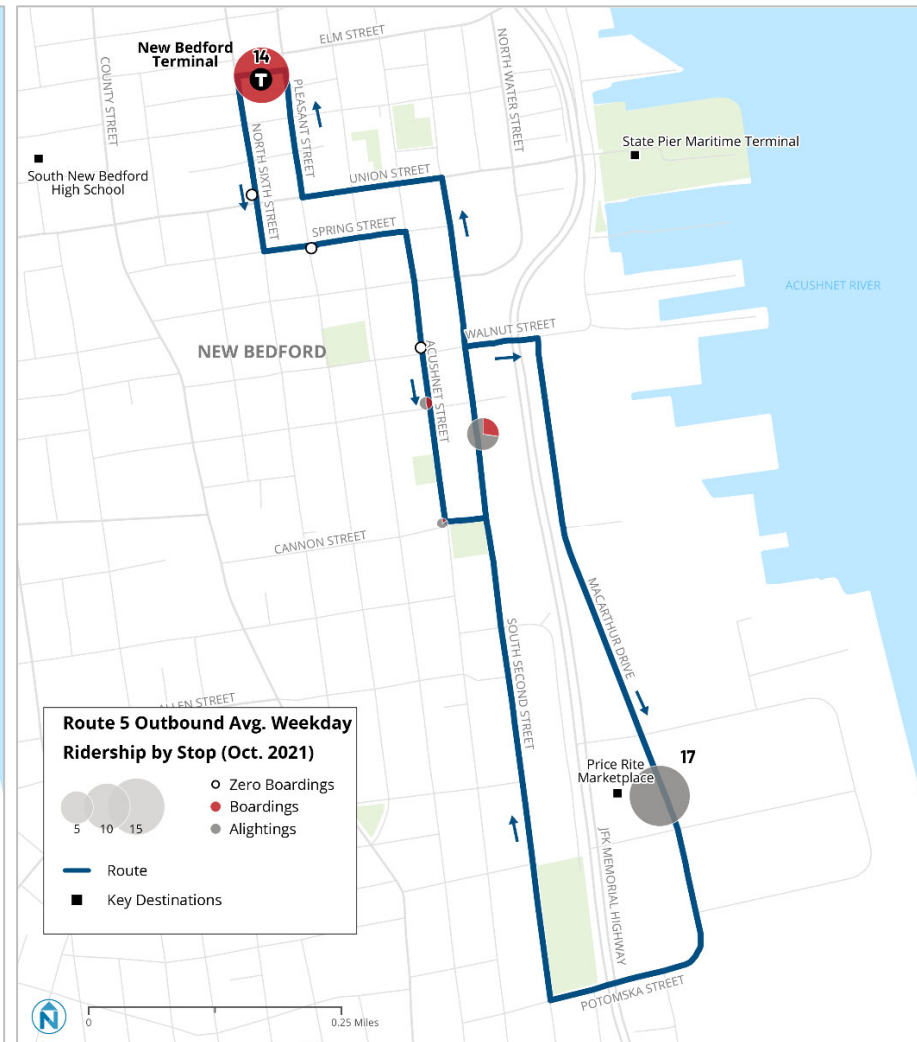
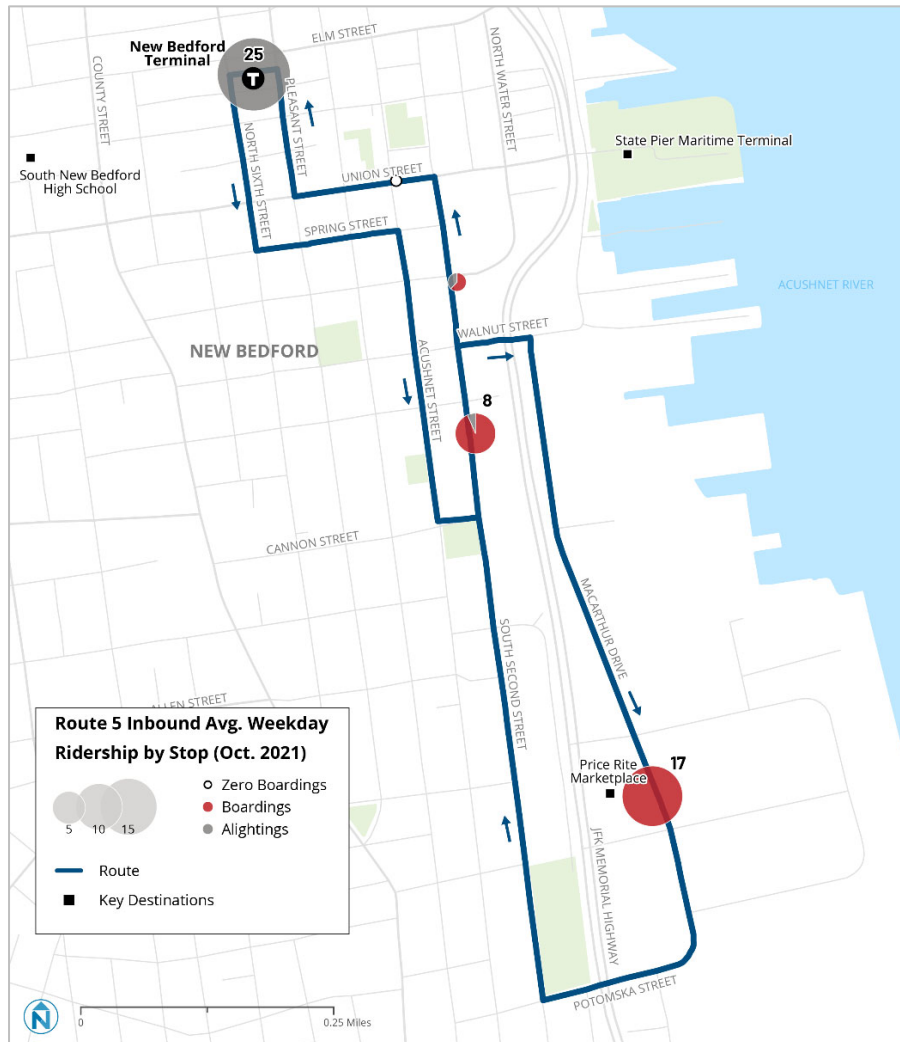




## Ridership by Stop

The highest-ridership stops on Route NB3 are at the New Bedford Terminal, Price Rite Marketplace, and Boa Vista Towers. There are several segments of the route with no stops, and there is zero average weekday ridership on the outbound portion of the route from the New Bedford Terminal through the Acushnet Avenue at Walnut Street stop.

## NB5 October 2021 Average Weekday Ridership by Stop, Inbound and Outbound



Note: labels on ridership bubbles indicate average weekday total activity (boardings plus alightings) at the stop.



## Key Findings

Route NB5 connects the SRTA New Bedford Terminal to several low-income housing developments, Price Rite Marketplace, and employment destinations along the waterfront. The route provides this service through a relatively indirect alignment, and frequency is low. Ridership is very low on the route.

## **APPENDIX B: OUTREACH MATERIALS AND OPEN-ENDED RESPONSES**



# PUBLIC MEETING #1 FLYERS



**Do you ride the bus in New Bedford's South End? We want your feedback!**

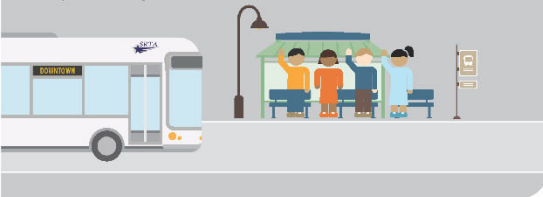
**Toma el autobús en el South End de New Bedford? Queremos sus comentarios!**

SRTA is beginning the process of making changes to the New Bedford routes 1, 3, and 5. Before we consider changes to these routes, we want to hear from you!

Attend a public meeting and tell us how you use these routes and how they could be improved.

SRTA está comenzando el proceso de realizar cambios en las rutas 1, 3 y 5 de New Bedford. Antes de considerar cambios en estas rutas, queremos escuchar tu opinión!

Asista a una reunión pública y cuéntenos cómo utiliza estas rutas y cómo podrían mejorarse.



## Public Meeting #1

### Howland-Green Library

3 Rodney French Blvd  
New Bedford, MA 02744

Date: **Tuesday, March 15, 2022**

Time: **6 - 7 PM**



## Reunión Pública #1

### Biblioteca Howland-Green

3 Rodney French Blvd  
New Bedford, MA 02744

Fecha: **martes, 15 de marzo de 2022**

Hora: **6 a 7 PM**



This meeting location is walking distance from SRTA New Bedford Route 1

For more information, visit our project webpage at [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)

Este lugar de reunión está a poca distancia de la ruta 1 de SRTA New Bedford.

Para obtener más información, visita la página web de nuestro proyecto en [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)



SRTA welcomes feedback from riders and community members to:

- Ensure that the level and quality of transportation service is provided without regard to race, color or national origin
- Identify and address issues of environmental justice based on income status
- Promote the full and fair participation of all affected populations in transportation decision making



SRTA agradece los comentarios de los pasajeros y miembros de la comunidad para:

- Asegurarse de que el nivel y la calidad del servicio de transporte se brinde sin importar la raza, el color o el origen nacional
- Identificar y abordar problemas de justicia ambiental basados en el estado de ingresos
- Promover la participación plena y justa de todas las poblaciones afectadas en la toma de decisiones sobre transporte



**Você anda de autocarro no South End de New Bedford? Queremos os seus comentários!**

**Èske w monte otobis la nan South End New Bedford? Nou vle fidbak ou!**

A SRTA está iniciando o processo de fazer alterações nas rotas 1, 3 e 5 de New Bedford. Antes de considerarmos mudanças nessas rotas, queremos ouvir a sua opinião!

Participe de uma reunião pública e conte-nos como você usa essas rotas e como elas podem ser melhoradas.

SRTA ap kòmanse pwosesis pou fè chanjman nan wout 1, 3, ak 5 New Bedford yo. Anvan nou konsidere chanjman nan wout sa yo, nou vle tande pale de ou!

Patisipe nan yon reyinyon piblik epi di nou ki jan ou itilize wout sa yo ak ki jan yo ta ka amelyore.



## Reunião Pública #1

### Biblioteca Howland-Green

3 Rodney French Blvd  
New Bedford, MA 02744

Encontro: **terça-feira, 15 de Março de 2022**

Tempo: **18h às 19h**



## Reyinyon Piblik #1

### Bibliyotèk Howland-Green

3 Rodney French Blvd  
New Bedford, MA 02744

Dat: **Madi 15 mas 2022**

Tan: **6 pou 7 PM**



Este local de encontro fica a uma curta distância da SRTA New Bedford Route 1

Para mais informações, visite a página da nossa página em [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)

Kote reyinyon sa a ap mache byen lwen SRTA New Bedford Route 1.

Pou plis enfòmasyon, vizite paj web pwòch nou an nan [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)



A SRTA agradece o feedback dos pilotos e membros da comunidade para:

- Garantir que o nível e a qualidade do serviço de transporte sejam prestados sem distinção de raça, cor ou nacionalidade
- Identificar e abordar questões de justiça ambiental com base no status de renda
- Promover a participação plena e justa de todas as populações afetadas na tomada de decisões sobre transporte



SRTA akèyi fidbak nan men pasaje yo ak manm kominote a pou:

- Asire ke nivo ak kalite sèvis transpò yo bay san konsiderasyon ras, koule oswa orijin nasyonal la
- Identifye ak adrese pwoblèm nan jistis anviwònman an baze sou siliyasyon revni
- Ankouraje patisipasyon total ak jis tout popilasyon ki afekte yo nan pran desizyon transpò



## SURVEY #1 OPEN RESPONSES

**3. Why do you usually ride SRTA New Bedford South End routes (NB1, NB3, and NB5)? Check all that apply.**

Gym

Youth build program

it's near my house

it varies

I don't drive

Laundry

**4. There are many ways SRTA can improve New Bedford's South End service. Please check the boxes below to show which are important to you. Check all that apply.**

**Add bus service in new places (list here):**

Cove road

add 1 Sunday bus to the North Dartmouth Mall and/or Fall River

Seabra, buttonwood Park, Hathaway rd, airport,

Padernarem

Bring back rivet street bus

At all or most intersections on Rte. 18

Bolton St/Rivet St

Ft. rodman direct to stop n shop and St Lukes 9Dartmouth St.

Connection between routes 1, 3, 4 without having to go to downtown terminal. Yesss

A stop in Ruth st by Salisbury st

Rivet St./Bolton St

The buses are always running late not 10:20 like 30 minutes late

Bus 5 & 1 share a lot of territory, and 5 doesn't even cover a lot of people who need it. Expand 5 to more of S. 2nd st.

Need to fix bus station and expend route times.

add shelters on routes

Go up Rivet Street again

Rivet Street, Cove Road, right next to the beaches all year.

Cove Road service connects with County and Dartmouth St

Buttonwood Park

I live in south end and can't take one bus to the supermarket nor the beach. I'd have to take bus 1 to bus 3 to get to stop and shop. And only Saturday ride to the beach. Not much choices.

Have a bus route that starts at Ft. Rodman and has Stop & Shop as a stop.

**5. Where do you live? Outside New Bedford (write where):**

Dartmouth
Fall River
Fall River
Fall River
South Dartmouth
visitor from RI
End of Route 3
Fall River

**8. How do you identify your race/ethnicity? Check all that apply.**

Mixed Races
n/a
don't want to say
no
Mixed race

**9. Do you have any other feedback about how SRTA could improve New Bedford's South End transit service?**

Cancel rt 5 and put rt 1 back on sixth st
The Bus often skips stopping at School for Marine Science and Tech. (UMassD), thus causing students to wait there for the next bus
There is a huge gap in where the buses don't run
The far south end has Fort Tabor/Rodman. Years ago public transportation was used for recreation. South end is a destination. Beaches, restaurants and ed's is reopening. Schools and Dept of Marine fisheries all destinations etc...
Often times with the Fort Rodman (route 1) the bus shows up to the terminal increasingly late, when it's not that far of a distance and should not take as much as 10-12 minutes OVER the scheduled time to appear. It's ridiculous to have to wait for that amount of extra time almost on a daily basis now for reasons unknown when one just wants to get home.

Continue to allow bus drivers to sell ticket booklets on bus-has been a wonderful thing-very convenient.
Good
run service on sunday also
County Street - Cove Road - Dartmouth route/ connection.
I would like the service to run later on Saturdays especially in the summer months.
More buses and more service on weekends.
My only suggestion is a bus stop on Ruth st, crossing Brock ave specially when it's dark is dangerous and scary. Some drivers don't mind leaving me at the other side (ruth st) but there's others that won't stop if there's no stopping sign.
Would like to see the #3 (Dartmouth St.) increased to twice hourly on Saturdays as it would decrease waiting time at the terminal.
All I ask is to be on time and not be late
5 and 1 overlap too much and 5 needs to cover more territory. Why can't 5 cover more of S 2nd St? Bus 5 route is ridiculous and pretty useless since it changed. Also in general buses go too fast over speed limit and therefore are too irregular on their routes. Need to make the API public so people can use an app to track bus location in real time, and srta needs to provide route updates on social media for detours etc. as they happen.
No comments
not at this time at meetings survey aren't done fairly. political
N/a
no
Would you ever consider some kind of Sunday and Holiday service?
Passenger feedback of trips to report issues. Seen a man threaten a bus driver with the implication of violence on 17MAR22 on the route 9 inbound leaving Umass Dartmouth. Man claimed to coming from two previously broken down buses for that same commute, and harassed bus driver to drive faster than safely done. An app that tells which number bus is coming and where it is via gps, to better manage time to reach bus. Veterans free bus service would be nice.
Place to sit and cover from rain in some major stops would be nice
Yes I would suggest currently Route 3 after 6PM uses Union Street to Rockdale Ave & then Left on Hawthon Street it would be Great if SRTA would have the Route 3 go that way All Day to provide better access to Buttonwood Park Right you have to either get off at Roach Street & Hawthon & walk up or get of on Kempton Street Route 9 Roach Street is very tight so it would be Great to see SRTA have Route 3 Go Union Street to Rockdale Ave All Day Not just after 6 PM
A route from far south end to Dartmouth st and St. Lukes. Sunday service. Years ago for \$1 someone could ride all over on Sunday. Visit, shop etc for a sunday adventure
Bring back the #5 and #6 bus service to stop and shop
more saturday service
La bus num 5 regrese a stop and shop en dartmouth s

In addition to my previous idea about Ft. Rodman/Stop & Shop, I would like to see the following happen:

1. Add a Bus Stop sign/pole where the drop off is at Howland Green Library. Currently that 'stop' lane is for dropping off only. (And the nearest bus stop sign to head south is past the Police Station on Cove St.)
2. I've been riding the Rte 1 from Ft Rodman to the terminal M-F since October. With the exception of 2 instances, with drivers that I've only had those 2 times, all the other drivers stop at Coral street if they are running early. The bus can be there for anywhere from 5-15 minutes, until the scheduled Coral Street departure time is upon us. It takes me only 20 seconds to get the bus at the Ft. Rodman stop, but I try to get to the stop at least 5 minutes early in case the bus is early. But, I don't think anyone should have to get to a bus stop 10-15" early. The problem with the drivers who arrive so early and just keep going if no one is at my pickup location or Portland St (3 blocks away) is that passengers will definitely miss the bus and will now have to wait for the next one. When I was a kid, the Rte 1 busses always stayed at that first stop until it was time to leave. (Someone recently told me that a homeowner across from that first stop requested the bus not stay there. I don't know how true that is, but it does cause a problem.) If the Rte 1 bus is ahead of schedule and is not allowed to stay parked at that first stop, I would like to suggest that it stay parked near the Portland Street stop, which is a short walking distance from the surrounding neighborhoods. I don't think anyone should have to get to a bus stop 10-15 minutes early because the busses are early. My other question related to this is, why are the drivers so ahead of schedule all the time?

## PUBLIC MEETING #2 FLYERS

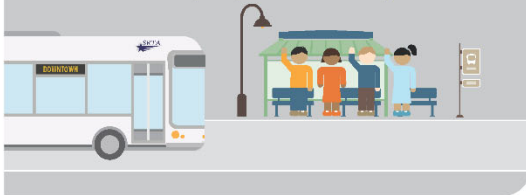


# We Want Your Feedback!

*Do you ride the bus in New Bedford's South End?*

**SRTA is presenting options for changes to New Bedford routes 1, 3, and 5.**

Before we consider changes to these routes, we want to hear from you! Attend a public meeting and tell us what you think of these proposed changes.



When:  
**April 12, 2022 | 6:00 - 7:00 PM**

Where:  
**Howland-Green Library**  
3 Rodney French Blvd  
New Bedford, MA 02744



This meeting location is walking distance from SRTA New Bedford Route 1.  
For more information, visit our project webpage at [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)

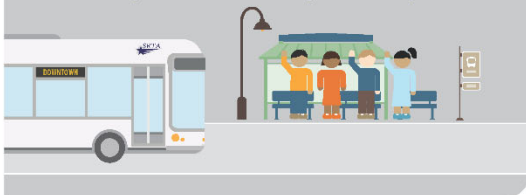


# Nou Vle Fidbak Ou!

*Èske w monte otobis la nan South End New Bedford?*

**SRTA ap prezante diferan chanjman kap gen pou fet nan wout New Bedford 1, 3, ak 5 yo.**

Anvan nou konsidere chanjman sa yo, nou vle tande vwa w! Nou envite w patisipe nan yon reyinyon piblik epi wa di nou sa w panse de chanjman sa yo.



Kilè:  
**Madi 12 avril 2022 | 6:00 pou 7:00 PM**

Ki kote:  
**Howland-Green Library**  
3 Rodney French Blvd  
New Bedford, MA 02744



Kote reyinyon sa a ap mache byen lwen SRTA New Bedford Route 1.  
Pou plis enfòmasyon, vizite paj web pwòp nou an nan [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)







## Queremos os seus comentários!

*Você anda de autocarro no South End de New Bedford?*

### A SRTA apresenta opções para alterações nas rotas 1, 3 e 5 de New Bedford.

Antes de considerarmos alterações a estas rotas, queremos ouvir-lhe! Participe numa reunião pública e diga-nos o que pensa destas alterações propostas.



Quando:  
**Terça-feira, 12 de abril, 2022 | 18h às 19h**

Onde:  
**Biblioteca Howland-Green**  
3 Rodney French Blvd  
New Bedford, MA 02744



Este local de encontro fica a uma curta distância da SRTA New Bedford Route 1. Para mais informações, visite a página do nosso projeto em [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)



## ¡Queremos sus comentarios!

*¿Toma el autobús en el South End de New Bedford?*

### SRTA está presentando opciones para cambios a las rutas 1, 3 y 5 de New Bedford.

Antes de que consideremos los cambios en estas rutas, ¡queremos saber tu opinión! Asiste a una reunión pública y dinos lo que piensas acerca de las propuestas de cambio.



Cuándo:  
**Martes, 12 de abril de 2022 | 6:00 a 7:00 p.m.**

Dónde:  
**Biblioteca Howland-Green**  
3 Rodney French Blvd  
New Bedford, MA 02744



Este lugar de reunión está a poca distancia de la ruta 1 de SRTA New Bedford. Para obtener más información, visite la página web de nuestro proyecto en [www.srtabus.com/NBSE](http://www.srtabus.com/NBSE)



## SURVEY #2 OPEN RESPONSES

### Scenario 1

3. What do you like or not like about these changes? Please be specific.
because of all the drawbacks you describe.
Está perfecto la ruta 1 llegaría más temprano
Morning are fine, but possibly later buses?
I love the route the way it is
They always changing it and it's ridiculous
Faster trips on NB1
We need to make sure people that shops at Price Rite, is not walking further to catch a bus with groceries. South 2n St should have a closer pick up and drop off. Otherwise it's not bad.
Stop & Shop is my pick up and drop off. ❤️👍
More direct route for my use (live near stop and shop)
i am hoping that the #3 to 11 and the switch from 11 to 3 does not change
I like some of them but not all
NB3 cove rd. every hour. Years ago bliss corner route.
Convinience
I like that Seabra and Rivet St get serviced. I'm not overly fond of the alternating on Route NB3. Route NB1 makes more sense servicing more of County street.
I would like to see more services toward Buttonwood Park
I don't like less frequent busses.
Returning Route 5 to Rivet St is especially appealing.
I don't like not having Union Street service
There is a need for sunday service
This would enable me more shopping options without having to walk with bags which can be heavy. Like Stop & Stop, stores along Rivet & Cove all the way to Dartmouth St. While still keeping frequency I need to connect to busses 10 & 9 to get to work or Doctors. I could even take a bus up County to my Dentist 😊👍
Not only can I could get to downtown. I can get to more shopping areas in South End without having to walk with groceries. Stop & Stop, stores on Rivet or and Cove Road. Get to my Dentist on upper County. And still have the frequency I need to catch bus 9 or 10 to work.
I'm loving the bolton st access and more of s 2nd. The bus 1 change may be hard bcz covered a lot of residents especially low income. 3 is now a long trip BUT gives wider access so good.
It doesn't look bad the new, possible, route. I take the 1, and as long as it keeps going through Ruth st. I'm okay.

I don't like route 3 turning from County Street onto Hawthorne Street and I don't think it's good to turn from Hawthorne Street onto Orchard Street
The need for the added coverage is nice, but, too vague on the other possible impacts
No more union Street access in the west end. People have to walk to county street for bus where it's too noisy.
As a resident of Tripp Towers I very much like the NB3 route variation. I think eliminating Union, Rothschild, and Hawthorn Street is a bad idea. Eliminating portions of routes is never good for New Bedford residents.
More direct service especially to SLH
This is my main route that I take. I've always found it pointless to go down acushnet ave and south second. Roads are too congested for the buses to get through safely. I think providing service on County street will be more beneficial to the route.
NB3 should not change. It is the only bus that makes it close to Big Value Outlet. There is already an issue with no 7:30am bus because the recent change.
What happens to children who have to go to Roosevelt? Why can't we get a route to connect to the west end like bus 6 used to?
No estoy de acuerdo con estos cambios
Don't understand the impact.
Rt 1 faster
Alot of the elderly likes to go to price rite in South end. They can't walk long distances. Thats why they need bus 5 to go to price rite and then it can continue on to rivet st. Then on the inbound go by boa Vista then to terminal.
Union Street is a major street in NB. Service should not be cut.
The hourly service to Big Value Outlet Plaza. I've just missed buses due to the long , slow-moving lines in there and at least with the service every 30 minutes, if you miss the bus, the wait isn't too bad.
faster service
Would rather have the Price Rite option on Rte 5 or at least alternate like you want to do on other routes. But no alternate routes on route 3. Why would you break up route 3 to do something route 1 already does every 20-30 mins? It really does a disservice to SoleMar residents. So no to discontinued Price Rite routes and no to interrupted Dartmouth St route. Bring back old route 5(with Rivet St add on) and leave route 3 alone. Make service later, especially on weekends.
No service to buttonwood park and zoo
Using rivet st
What about adding or bringing back route by east and west beach during summer months like in the past alternating during trips south
Its differnt from what it was and will change the time people have to leave place to get to work
I like the schedule now, the availability of the bus to commuters especially going to St.Luke's Hospital.
I like that it comes down rivet street / Bolton street again

More coverage area to Union St

## Scenario 2

5. What do you like or not like about these changes? Please be specific.
i don't like elimination of transit service to big value outlet i would like to see seasonal transit service to East Beach, Fort Taber i don't like longer walk to/from price right
Later buses
Bus should go to end of peninsula
Leave it the way the routes the way they are so many use the bus to shop at price rite
Ok
No service on rivet street
My pick up and drop off is at Stop & Shop.👍❤️
More frequent service for my used route 3.
I don't like this option as it would eliminate a route
Keep Brock Ave. It is the middle road and serves east and west !!! West side residents have to walk half a mile under this plan. Who lives at East beach ?
Inconvenience, lack of service to Dartmouth, no cross route service, unnecessary servicing of east beach (may only be convenient to beachgoers a few months out of the year). Passengers rarely get on or off past Apponaganset st.
Route NB 3 needs to go to Big Value. There are a fair number of people who live on Sol-E-Mar and Sea Breeze that take the bus. Getting rid of Route NB 5 wouldn't be that bad, because not many people take that route. I like Route NB 1 servicing the beach.
Some would be ok but you would be losing a route
I don't like having no service to Dartmouth.
These changes wouldn't impact what I use the buses for currently.
I like the Stop & Shop plan a lot. I like how buses avoid Cisco but do still provide service to Fort Rodman and East Beach near the most popular part of the beach.
The only change for me would be bus gets me to a beach and fort park. I'd still have to bus from County near Rivet to Downtown to bus 3 to Stop & Shop. Long long ride but at least more frequency.
I like this plan a lot. I liked # 1 with Bolton St access but this is ok. Increase frequency at StopAndShop is helpful
Hate All of it
Longer walks for elderly
No more ride to south Dartmouth. No more 5 bus.
Too many eliminations.
Service to Tripp being eliminated is an issue as it eliminated a revenue stream for STTA

Changes proposed for these routes are quite confusing. The only change I can understand is the stop at big value. It doesn't seem to have enough ridership to continue having a bus stop there.
I live in the impacted area for NB3
Again what's the plan for children going to and from Roosevelt? Now no one can access South Dartmouth areas? Again why are we not connecting to the west end anymore? More frequent times is nice but limited areas.
No me parece justo para los pasajeros
No me parece justo para los usuarios
Prefer current service on Brock Ave.
I think the changes on Rt 1 will make trips longer and will not get many riders to beach area except in the summer. I think cutting service on Rout 5 to nothing is not good. People in this area need access to grocery stores.
Keep bus 5 there are alot of elderly people that lives at boa Vista that rely on buses.
Rivet Street should have service like before. Dartmouth Street should not lose service.
Keep Brock ave to Fort. A walk down south fort st or Hudson st. is shorter than Bottom of Apponagansett to East beach or Ft. Tabor Park. Plus people on the West of Brock ave are not served by this plan.
No service to the Big Value Outlet area. That is OUTRAGEOUS!!! What NUTJOB thought of THIS?!
even faster service
I hate it all together. As someone who might move to SoleMar I am shut out of the bus and that's a lot of people with money who take the bus. Also eliminate Price Rite. It takes a lot of my bus service out of the picture. I hate this all around.
No service to buttonwood park and dartmouth st from stop and shop to solemar
Many commuters are coming from big value plaza and sol e mar apartments especially the old people who use public transportation
Eliminates a good chunk of the south end having easy access to the bus
Could go up East Rodney French further for beach coverage during Summer

### Scenario 3

7. What do you like or not like about these changes? Please be specific.
Times are fine, st. Lukes every hour, might be an issue for some.
Direct route to hospital 👍
My pick up and drop off are at Stop & Shop. Frequency to/from hospital is a safety issue. 15 minute intervals to hospital from any bus is ok.
I Love this Option because it would give access to Buttonwood Park I would Highly Recommend SRTA Board to Go with this option as Buttonwood Park with the Whaling City Festival & the Zoo This route would allow passengers to be able to get there

Route 5 is a very niche route, and no cross route access like scenario 1, though better than scenario 2
Too many people need St. Luke's to reduce frequency and one-seat ride access. Saving 5 extra minutes on Route NB3 isn't worth changing which Route St. Luke's is on.
I like this option because it would provide services to Buttonwood Park I Highly Recommend SRTA to Go with this option
The best scenario, I like more frequency and it seems like the best option.
As with Scenario 2, this doesn't change my transit very much.
Grocery stores do need access. I get the hospital service but how many employees are actually living in the city and if I need to get to the hospital I would either Uber or have to live along that direct route. A transfer doesn't make sense here for most people I think. Maybe some visitors. Has anyone looked at rider data on this?
I like this option least. It makes bus 5 another super short route. I think #2 was better even with fewer routes. Bus 3 covers less territory here which i like less.
I like changes to Route 3 and 5 but Route 1 should stay on County st from terminal like in Scenario 1
They seem less cumbersome but still added walk for elderly
Access to union street rockdale Ave in the west end is good. But don't like less trips to hospital.
I like the more direct route to St Lukes in NB5
I think this route should stay the same. I don't like the idea of it not serving St.Luke's
This is the only reasonable change of the three for NB3. I did feel that having the hospital on NB3 excessive. Plus if anyone on NB3 wants the hospital, they can transfer at stop and shop.
Out of the 3, I like this the best but again, it doesn't address Roosevelt access. Plus will bus 3 and 1 be allowed to transfer to bus 5 and vice versa? You don't address that either.
No estoy de acuerdo seria muy injusto para las personas algunas tienen condiciones médicas y no podrán con esa nueva propuesta no es justo
They need to leave bus 1 and bus 3 alone. Keep bus 5 going to price rite. Add going to stop and shop and then turn around go back to price rite and go by boa Vista and end up at terminal.
Leave route 1 alone. Current turn around on Brock Ave has worked for decades.
The service to the Big Value Outlet area continues.
i actually pick up route 3 to and from st lukes hospital
But its the best of the 3 maybe. I hate the Price Rite route is eliminated. The hospital route could cause a problem but might be OK after done a bit. I'm of two minds. I like some things and hate others. Almost wondering if as is now isn't best where everything gets a bit of attention. Without things being eliminated. Not a good plan in the batch to be honest.
Not great service to buttonwood park and no service to price rite
Some healthcare workers use the route to St.Lukes and just take the bus.Im not in favor if this route
Again eliminates a good size of the city making them having to walk farther to access the bus
None



## Additional Responses

9. Why do you usually ride SRTA New Bedford South End routes (NB1, NB3, and NB5)? Check all that apply.
Beach
Hospital, food shopping, babysitting, going to dr appointments.
southworth library

10. Where do you live?
Fairhaven
Dartmouth
Dartmouth
Rhode Island
Fall River
N/a
South Dartmouth
Fall River
Swansea
new bedford/dartmouth line

14. Do you have any other feedback about how SRTA could improve New Bedford's South End transit service?
Yes
No.
I would Highly Recommend going with approving Option 3 to add Service to Buttonwood Park this is very important
Lobby congress for more funding
We need service to Buttonwood Park all day not just what Route NB3 offers after 6pm
I just Highly Recommend going with Option 3 to Provide Service to Buttonwood Park
Maybe changing it back to running til 9:10pm. Always miss the last bus home coming back from work at night.
Nah. You do good.
Don't get rid of Union Street Service to the South End
Please consider sunday and holiday service in the future

We need the api public so we can see the bus location in real time. We need immediate detour updates on various platforms especially on the website. We need the bus drivers to drive the speed limit not over it in order to stay on schedule instead of ahead of schedule. Late due to delays is normal but too fast makes for a miserable experience for riders waiting at stops.
It takes 2 hours to commute from Big Value Outlet to UmassD. What would really help is cutting that down an hour. Possibly extending NB3 to serve UMD and the mall.
More frequent trips would be nice, but with access to the middle school and even giving back access to the high school from stop and shop like we used to have with bus 6. The south end is more than the beach and Brock Avenue.
Later service on Saturdays for Rt 1.
Leave bus 1 and bus 3 alone. Take bus 5 leave like it is. But add service going from price rite up to stop and shop and then return the way back to price rite and boa Vista and end up at terminal.
None
Leave it alone! It's fine the way it is!
i like the rte 3 to 11 connection i am hoping that does not change
Keep as is rt 1 and 3 except run more hours and run more hours on weekends for them both. Make rt 5 as used to be with the Rivet Street add on before the last change. And increase the hours for the 5.
bring back #6 to stop and shop with a stop at st luke's hospital
Would be nice to provide service during summer and early fall by beaches like they use to don't believe bus needs to service trip towers every trip also Ruth st has become more congested with cdl driving school and new public safety complex maybe look at changing how you service trip towers if need be
Make it so that everyone has access to the public transportation without having to walk far because some people cannot
No