

Westborough Shuttle Bus Service

***Massachusetts Community Transportation
Coordination Conference***

May 3, 2016

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Community Interest

- Westborough had no fixed-route service
- Town desired to connect the Westborough commuter rail station and the Westborough Office Park based on requests/comments on transit service
- In addition, the Town also wanted transit service along Main Street due to changes in land uses there over the last 5-10 years



Westborough Office Park Area

- Had undergone numerous changes with many companies moving into the area and continues to do so
- Significant increase in the number of employees between 2011 and 2013.



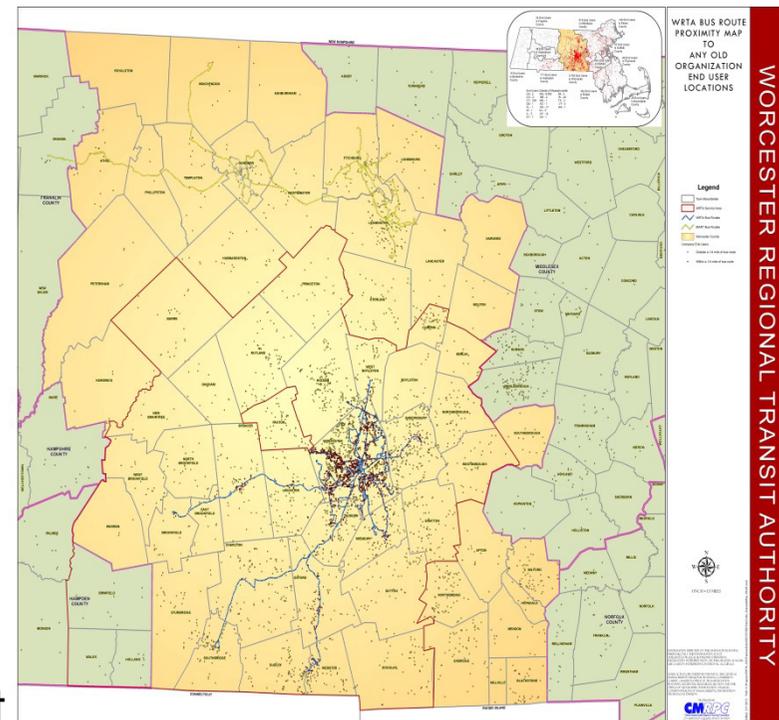
Westborough Downtown Area

- Had also undergone numerous changes particularly with the construction of Bay State Commons
- More mixed-use development and senior housing being built on the Main Street corridor
- Very active Economic Development Committee as a driver



Ridership Demand

- True demand for the service was largely unknown
- CMRPC and WRTA worked to form partnerships with employers and the Town to:
 - Inform them of the benefits of transit in Westborough
 - Market the service before it started
 - Obtain feedback to improve or change the proposed service to meet Westborough commuter and resident needs



Funding

- Funding for the service would come from MBTA Assessment funds.
- State law allows municipalities to use these MBTA assessment funds to create new transit service with a local regional transit authority.



Westborough Shuttle

- Service began on Monday, December 2, 2013
- Provides service as three distinct types: “commuter route”, “downtown commuter route” and “local route” on weekdays only
- Fares: \$1.50 full fare/\$0.75 half-fare. Cash can be paid on the vehicle.



Westborough Shuttle

- Vehicles are large vans that can hold up to 12 passengers
- The routes operates on a “flag” system
- Service will “flex” for ALL passengers up to $\frac{3}{4}$ of a mile off the main route on the Local route only
- Schedules are available on the bus and at various locations along route in town



Commuter Route

- Provides direct, limited stop service (no flexing) between the Westborough MBTA commuter rail station to the Computer Drive/Research Drive Office Park areas using Otis Street and Route 9
- Trips via this routing are provided with two morning trips, one midday trip and two evening trips
- **“Flag stops”** are not provided along Otis Street and Route 9. **“Flag stops”** are available within the office park roadways



Downtown Commuter Route

- Provides direct, limited stop service (does not flex) between Bay State Commons and the Westborough MBTA commuter rail station
- Trips via this routing are provided with two morning trips and one evening trip (AM and PM peaks)
- “**Flag stops**” are not provided along this routing. Stops are only made at Bay State Commons and Main Street/Church Street



Local Route

- Provides service between the Route 30 McDonalds and the Westborough High School/The Grille Restaurant along East and West Main Streets. Will flex up to $\frac{3}{4}$ of a mile within this segment
- Destinations along this routing include Bay State Commons, the Westborough Senior Center, Town Hall, the Westborough Library and the Westborough Post office
- These trips are provided during the day when commuter trips are not provided. **“Flag stops” are provided along any portion of this routing**



Other Route Information

- Service operates on weekdays between **6:35 AM and 7:05 PM**.
- Shuttles are coordinated with specific morning, midday and evening MBTA trains to and from Boston and Worcester as follows:

AM Weekday Commuter Rail Times

DEPARTURE STATION	ARRIVAL STATION	ARRIVAL TIME
Worcester	Westborough	6:53 AM
South Station	Westborough	6:51 AM
Worcester	Westborough	7:53 AM
South Station	Westborough	8:05 AM

Midday Weekday Commuter Rail

DEPARTURE STATION	ARRIVAL STATION	DEPARTURE TIME
Westborough	South Station	2:07 PM
Westborough	Worcester	2:16 PM

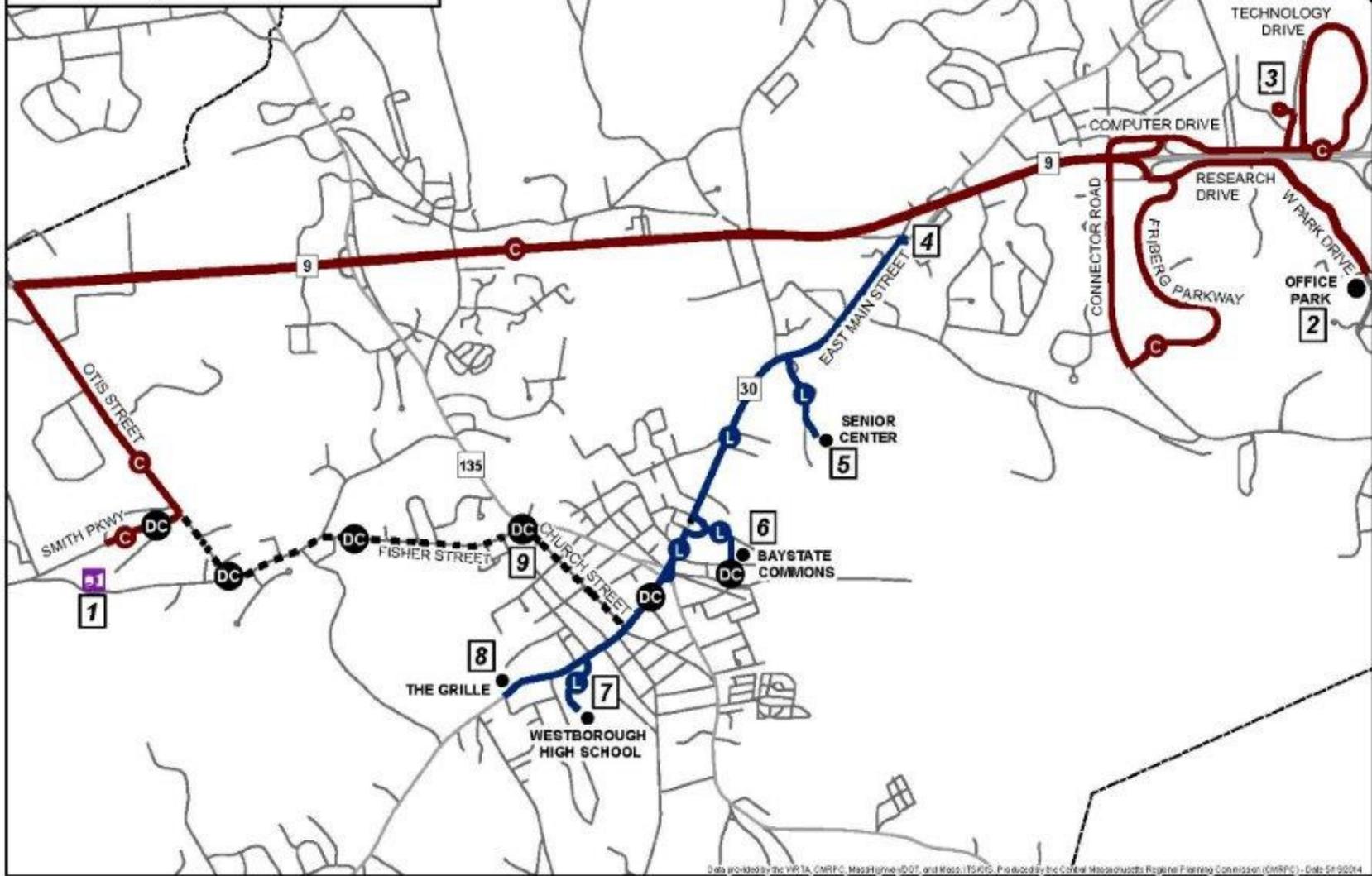
PM Weekday Commuter Rail

DEPARTURE STATION	ARRIVAL STATION	DEPARTURE TIME
Westborough	Worcester	5:04 PM
Westborough	South Station	4:57 PM
Westborough	Worcester	6:03 PM
Westborough	South Station	6:07 PM

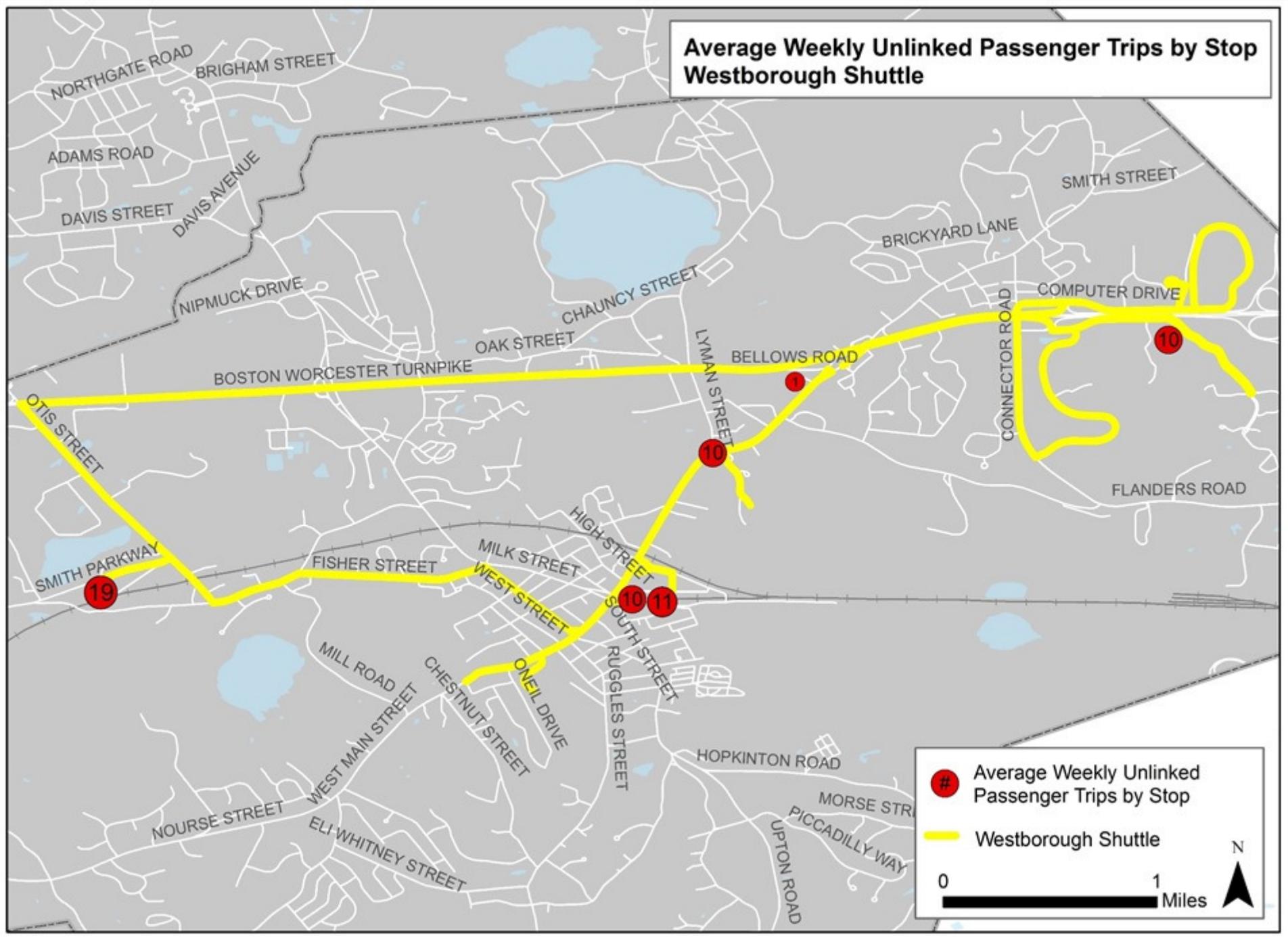


Legend

- Commuter Route
 - Local Route
 - Downtown Commuter Route
 - Point of Interest
 - See Schedule for Times
- 1 inch equals 0.47 miles

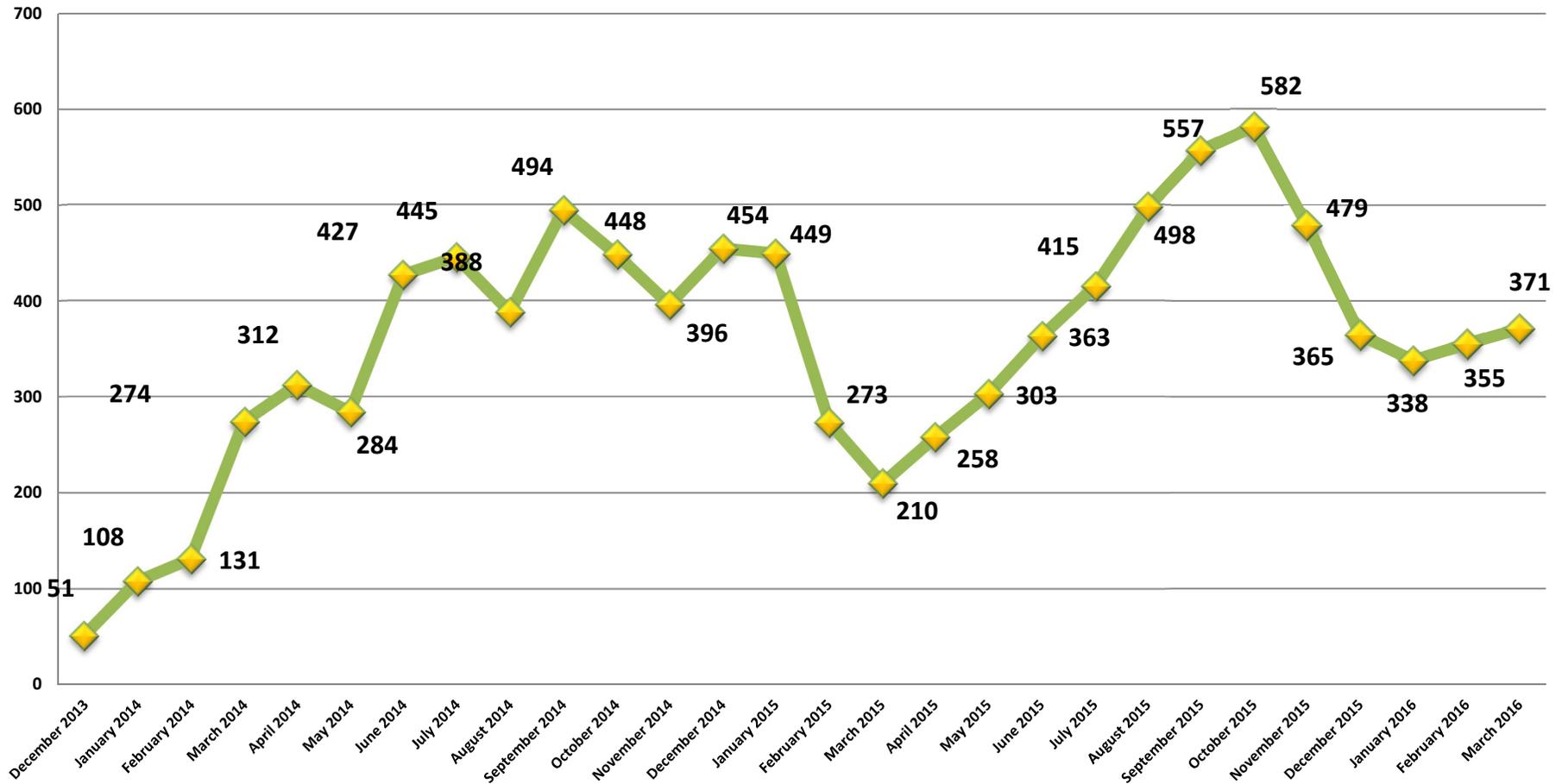


Average Weekly Unlinked Passenger Trips by Stop Westborough Shuttle



Worcester Regional Transit Authority

Westborough Shuttle Ridership December 2013 - March 2016

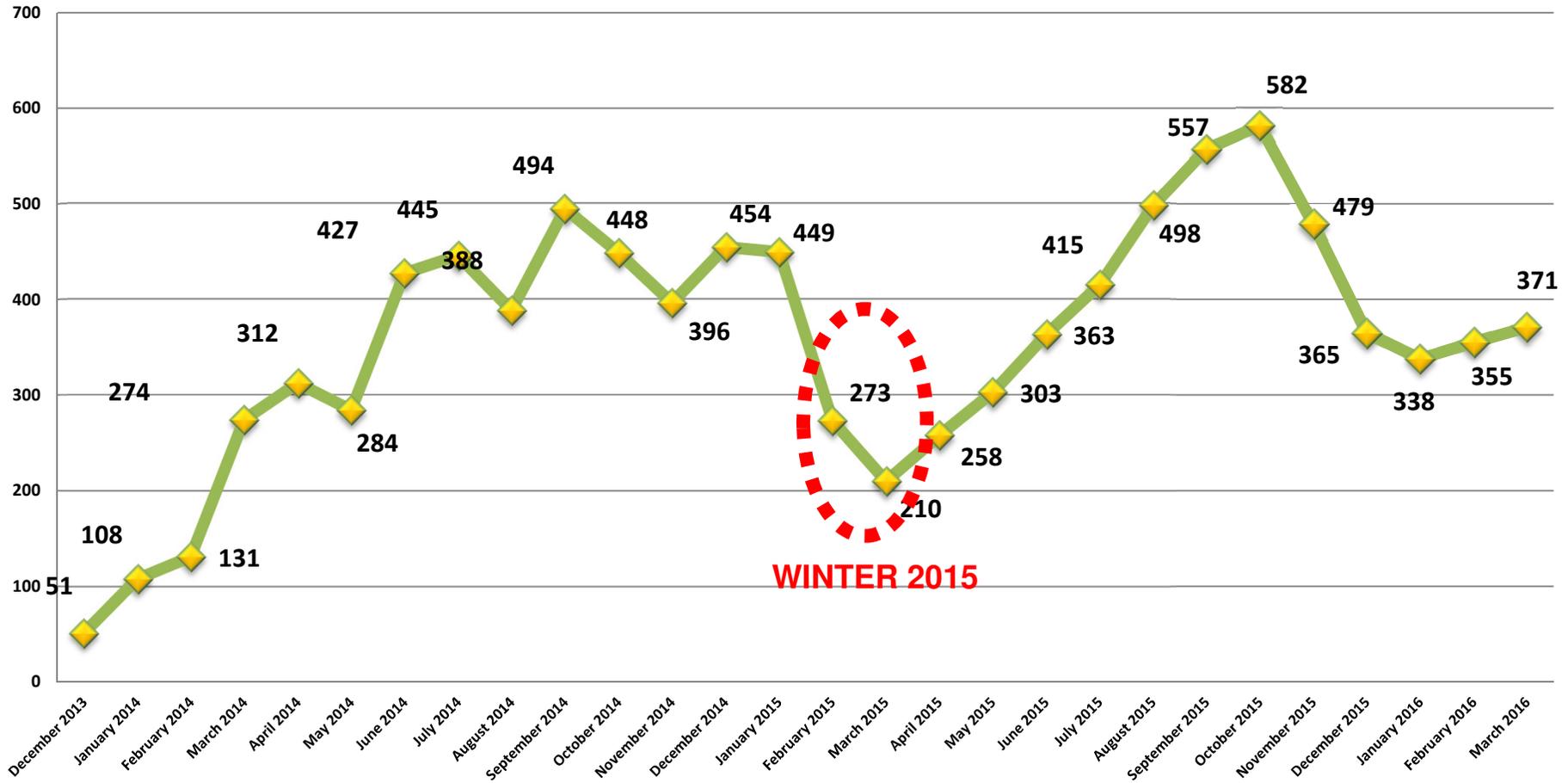


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Worcester Regional Transit Authority

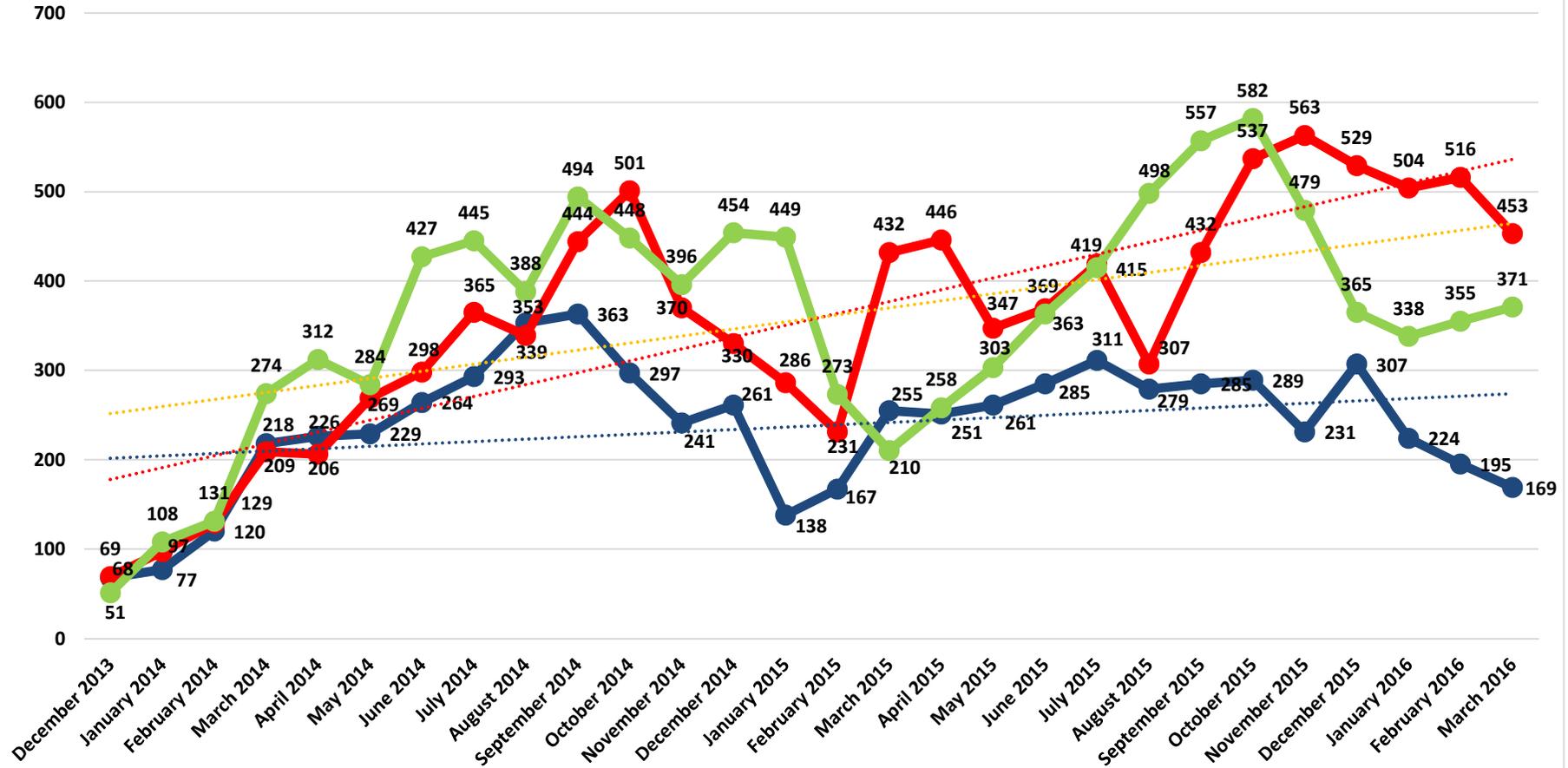
Westborough Shuttle Ridership December 2013 - March 2016



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Westborough Shuttle Ridership Compared to Routes A and B - December 2013 - March 2016



Next Steps/Ideas

- How can we increase ridership?
 - Marketing?
 - Bus stops?
- How can we bring the business community in more?
 - Financial contributions?
 - Advertising revenue?
 - Direct presentations to businesses?
- Other ideas?

