# Title Slide – Westborough Shuttle Bus Service

Massachusetts Community Transportation Coordination Conference

May 3, 2016

WRTA logo: [www.therta.com](http://www.therta.com)

## Slide 1 – 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

Images:

* Entering Westborough sign
* Street with two churches

## Slide 2 – 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.

Map showing Westborough Office Park and Westborough Technology Park off 495, near Cumberland Farms, IBM, eClinical Works, Marriott, Doubletree, BNY Mellon, Lab Corp, Grant Thornton, State Street, and EMC2.

## Slide 3 – 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

Images:

* Street with brick buildings
* Housing development

## Slide 4 – 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

WRTA system map

## Slide 5 – 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.

Image of cash

## Slide 6 – 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.

Images:

* Entering Westborough sign
* Street with two churches

## Slide 7 – 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 ¾ 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

Image: side and frontal view of 12-passenger van

## Slide 8 – 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**

Images:

* Commuter rail station
* Westborough Office Park sign

## Slide 9 – 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**

Images

* Intersection
* Commercial district

## Slide 10 – 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 ¾ 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**

Images: 2 buildings

## Slide 11 – 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 STAT****ION** | **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 |

## Slide 12 – No Title

Route map for commuter route, local route, and downtown commuter route.

Commuter route – from Smith & Otis, down Route 9, to technology park area

Local route – down East Main St. to senior center, Baystate Commons, high school, Grille

Downtown commuter route – Connects Local route to Commuter route along Fisher Street

## Slide 13 – No title

Route map with number of average weekly unlinked passenger trips at key spots

Smith Parkway - 19

South Street – 10

High Street – 11

Lyman Street – 10

Bellows Road – 1

Computer Drive – 10

## Slide 14 – Westborough Shuttle Ridership December 2013-March 2016

|  |  |
| --- | --- |
| Month | Ridership |
| December 2013 | 51 |
| January 2014 | 108 |
| February 2014 | 131 |
| March 2014 | 274 |
| April 2014 | 312 |
| May 2014 | 284 |
| June 2014 | 427 |
| July 2014 | 445 |
| August 2014 | 388 |
| September 2014 | 494 |
| October 2014 | 448 |
| November 2014 | 396 |
| December 2014 | 454 |
| January 2015 | 449 |
| February 2015 | 273 |
| March 2015 | 210 |
| April 2015 | 258 |
| May 2015 | 303 |
| June 2015 | 363 |
| July 2015 | 415 |
| August 2015 | 498 |
| September 2015 | 557 |
| October 2015 | 582 |
| November 2015 | 479 |
| December 2015 | 365 |
| January 2016 | 338 |
| February 2016 | 355 |
| March 2016 | 371 |

## Slide 15 – Westborough Shuttle Ridership December 2013-March 2016

Same as slide 14 but February and March 2015 are circled with the note “Winter 2015” to explain the low ridership

## Slide 16 – Westborough Shuttle Ridership – Compared to Routes A and B December 2013 – March 2016

|  |  |  |  |
| --- | --- | --- | --- |
| Month | Green | Blue | Red |
| December 2013 | 51 | 68 | 68 |
| January 2014 | 108 | 77 | 97 |
| February 2014 | 131 | 120 | 120 |
| March 2014 | 274 | 218 | 209 |
| April 2014 | 312 | 226 | 206 |
| May 2014 | 284 | 229 | 269 |
| June 2014 | 427 | 264 | 298 |
| July 2014 | 445 | 293 | 365 |
| August 2014 | 388 | 353 | 353 |
| September 2014 | 494 | 363 | 444 |
| October 2014 | 448 | 297 | 501 |
| November 2014 | 396 | 241 | 370 |
| December 2014 | 454 | 261 | 330 |
| January 2015 | 449 | 138 | 286 |
| February 2015 | 273 (winter 2015) | 167 | 231 |
| March 2015 | 210 (winter 2015) | 255 | 432 |
| April 2015 | 258 | 251 | 446 |
| May 2015 | 303 | 261 | 347 |
| June 2015 | 363 | 285 | 369 |
| July 2015 | 415 | 311 | 419 |
| August 2015 | 498 | 279 | 307 |
| September 2015 | 557 | 285 | 432 |
| October 2015 | 582 | 289 | 537 |
| November 2015 | 479 | 231 | 563 |
| December 2015 | 365 | 307 | 529 |
| January 2016 | 338 | 224 | 504 |
| February 2016 | 355 | 195 | 516 |
| March 2016 | 371 | 169 | 453 |

## Slide 17 – 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?

Image: suggestion box