
Metrowest Regional Transit Authority

Comprehensive Service Assessment



December 2015


Table of Contents

1. Executive Summary.....	1
2. Introduction.....	13
3. Goals and Objectives.....	15
4. Area Demographics.....	18
5. Summary of Previous Studies.....	23
6. Fare Rates and Collection Methods.....	28
7. Environmental Policies.....	32
8. Regional Job Creation Goals and Employment Needs.....	34
9. Service Deployment and the Region’s Workforce.....	38
10. Public Involvement Program.....	40
11. Comprehensive Assessment of Transit Services.....	50
12. Service Recommendations.....	96
13. Agency Initiatives.....	99
14. Appendix A Public Involvement Responses.....	107

Executive Summary

“Public transportation in MetroWest sucks!” That was the message received in 2004 when the MetroWest Daily News and the MetroWest 495 Partnership collaborated to conduct a survey of metrowest residents trying to ascertain the public’s perception of the 10 most egregious transportation difficulties in the region. The effort was nicknamed the “Ten Worst Transportation Nightmares.” The public’s number one pick was “Lack of Public Transportation.”

<http://projects.vhb.com/transportationnightmares/>

Ten years later in 2014, those two entities revisited the subject and reissued the survey, asking the same questions. When compiled, the survey had changed a bit, with many of the same issues being listed. Some had moved and been repositioned on the list, and a few were new. Interestingly, the number one from 2004 had moved down to number three and the new number one was now “The State Route # 9 corridor, from Shrewsbury to Wellesley.” The survey’s result for number three was now titled “#3: Suburban mobility challenges.” Its issues are:

- Limited connections between transportation infrastructure
- Lack of integrated public transportation framework

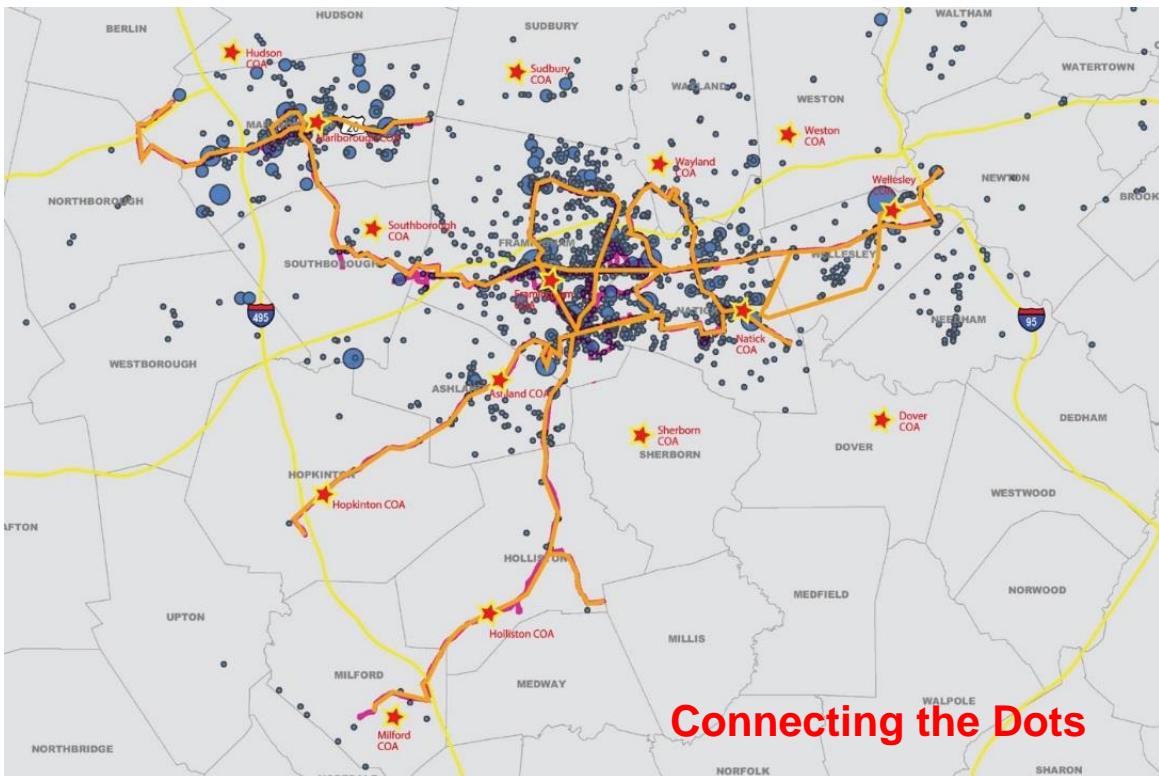
This has led to:

- Limited options for commuters, especially in poor weather when walking and bicycling are difficult
- Challenges attracting talented employees into the region and effectively using transit as a means to get around the region

<http://www.metrowestdailynews.com/article/20140119/NEWS/140118592/11514/NEWS>

After eight years of existence, the MetroWest Regional Transit Authority is poised to take another giant leap. Situated halfway between the two largest cities in New England; Boston and Worcester, the MWRTA has built an infrastructure to accommodate the growth necessary to complement suburban transportation in an area charged with economic vitality. The Authority needs to at least double its current delivery of fixed route service, as well as provide a more robust weekend service, including Sundays, which currently has no fixed route service. While the Authority has made significant inroads to “interoperability” with the MBTA to the east, it still needs to connect with Worcester Regional Transit Authority in the west. There is also a need to connect with both Montachusett (MART) and Lowell (LRTA) in the north and Greater Attleboro/Taunton Regional Transit (GATRA) in the south.

The MWRTA has considered itself to be a petri dish for suburban transportation. Given that the 15 municipal membership is made up primarily of towns, with the exception of the City of Marlborough (which is not a Gateway City and has approximately 35,000 residents), and two small cores of environmental justice areas (particularly in south Framingham), the density challenges are significant. Additionally, the obligation to provide ADA complementary paratransit service with the fixed route can be extremely expensive. Unlike any other RTA in the Commonwealth, MWRTA is further challenged by an operating budget which is split equally between Fixed Route (FR) and Demand Response (DR) at approximately \$4 million each. The Authority is always seeking ways to manage the higher costs of providing DR and although this particular Comprehensive Service Analysis (CSA) exercise is not focused on DR, the service plays a significant role in how the MWRTA operates its FR. For example, the MWRTA has limited the length of its fixed route fleet vehicles to 25 feet. The fleet becomes nimble enough to allow for the provision of “deviated” fixed route; a service where an Authority vehicle is deviated off the fixed route to within $\frac{3}{4}$ of a mile of ADA qualified customers. Because the streets in suburbia tend to be narrow, the 25 foot bus is able to navigate most of them. Additionally, citizens living in suburban communities would not want to see large, diesel powered buses traveling within their neighborhoods, on a regular basis, unlike those who would normally find it acceptable in an urban setting.



“Mobility Management’ is also a factor in how the MWRTA sees the integration of fixed route with demand response. The Authority has been on the migration path toward amalgamation of the two services for several years. Five years ago it began taking control, by taking the call center “in house,” which had previously been contracted out. See: <http://youtu.be/9lpTHvzIChY> . The point was that if all the

calls were coming into the MWRTA, that the Authority would be better able to manage the mobility of its customers and transition some to the fixed route as well as ride share more efficiently on the demand response service. That mission is called “Connecting the Dots”, as pictured above. Knowing who they are is not enough, however. MWRTA has also put a great deal of effort into “travel training.” The staff has a unit that specifically focuses on training anyone from singles, to groups, to staffs, to elderly, to disabled, to students, to environmentally challenged, and even to language challenged citizens. The Authority is also making an effort to convert its call takers into “transportation coordinators.” Additionally, the MWRTA, as outlined in the attached You Tube video, makes a concerted effort to reach into the disabled community for qualified people to work in the call center.

Again, with a focus on mobility management, the Authority has created a transportation program it is calling “central reservations” (CR) which will eventually feed into its fixed route system. It has taken several years to earn the trust of area Councils on Aging and more importantly of their directors. The way it works is that the seniors of a particular COA call the MWRTA “call center” to book a ride on their own local COA van. This frees up the call taker at the COA to do other things. The Authority then roughly schedules the trips and sends back the trips for the COA to perform if they are able. If the COA is doing a trip to a hospital in another town, or across a couple of towns, the “centralized reservations” can identify those trips from other towns that can be shared rides to the hospital. Without CR there would not be an opportunity for the COA to rideshare with someone from another town that their van was passing through. CR is part of a larger mobility management effort that will shorten demand response trips by connecting the dots to the fixed route.

As stated above, the MWRTA’s proximity between the two largest cities in New England, give it the potential to play a needed and requested role in the metrowest area’s bustling economy. The region has the second largest payroll in the Commonwealth outside of Boston, resulting in enormous state and federal payroll taxes going back into the public’s coffers. Some of the largest publically traded companies in the country have chosen to locate in the region, like Bose, Staples, Genzyme, MathWorks, and Boston Scientific. Their future sustainability will depend a great deal on attracting a younger workforce, who by all current indications is not only transit savvy, but transit dependent. Therefore, a concentration on a first mile/last mile shuttle service will be needed for the sustainability of a highly paid demographic, and the continued growth of the large companies.

Additionally, a continued focus on build out of the fixed route infrastructure is needed to better serve both the northern and southern tiers of the Authority. Highway Route #20, in the north, runs from the Northborough town line, near Solomon Pond Mall, easterly, through Marlborough to the Sudbury town line, near the Wayside Inn. The towns of Sudbury and Wayland, who now have none, or very little fixed route service, respectively, have experienced an enormous increase in commercial and housing density along State Highway Route #20. These developments, in the last ten years, have created the opportunity for the potential implementation of fixed route. A future fixed route would not only connect to a successful Route #7C in Marlborough, but could also connect to the Riverside MBTA station in Newton as it continues on through Weston. This potential northern tier route would be sustainable, within itself, as a commuter route but also would serve the region and the Authority as terminus for several north/south routes like Routes #27, #128, #85, #495 and Edgell/Framingham Roads. Further, potential

to continue from a Highway Route #20 terminus to more northern communities like Maynard, Acton, Stow, and Hudson now become viable. While building on the success of the Crosstown Connect TMA, a connecting terminus at Highway Route #20 can also build potential transit density for the LRTA and MART as well as for MWRTA.

The southern region of the Authority presents some different opportunities. Now that Milford has become a member community, a significant amount of density is available to sustain a fixed route in the area. By implementing a fixed route from Holliston's Mission Springs Housing complex to Milford Hospital, with access to retail areas along Fortune Boulevard, the potential to connect with GATRA becomes more attractive. Medway, Bellingham, Hopedale, Millis, and Franklin will all benefit from the ability to connect to MWRTA via Milford infrastructure to GATRA.

Western portions of the region are less dense with housing but rich in commercial commuter opportunities. With the Southborough Commuter Rail Station (CRS) as a terminus, access to the rich industrial parks of Marlborough, Southborough, Westborough, Hudson, and Hopkinton are anchored by the rural north/south Highway #85. A focus on a first mile/last mile shuttle service around the Southborough (CRS) specifically serving the companies in the industrial and tech parks, as already alluded to, would help to sustain future employment of transit savvy, younger workers.

To the east, the Authority faces two significant challenges. The first has always been the interface with the much larger MBTA. It can sometimes be a daunting task to work with such a large agency like the T, whose daily challenges are so large that sometimes the MWRTA can get overlooked, albeit unintentionally. An agency with the vast resources of the MBTA, with more directed attention toward RTAs, could be much more helpful than it currently is. This is not anyone's, or any department's fault. It is just a systemic problem that could be rectified with a focused attention to real "interoperability".

The second challenge, again relating to the MBTA, is the RIDE, the towns of Wellesley, Weston, and Dover, as well as how to interface the systems. Again, although this Comprehensive Service Analysis (CSA) exercise is focused on fixed route, the takeover of responsibility to provide the very expensive RIDE service in these communities will overtake what is currently an even split of the MWRTA's budget and should be noted. Although not obligated to provide most of the ADA complementary paratransit service which the MBTA does provide in those communities, it would be unconscionable for the agency to completely eliminate it. Working with the MWRTA, who could provide the service for a lower cost, and adhere to a policy more reflective of its ADA obligations, the MBTA will potentially save more than \$500K per year when the transition is fully completed. Also, working together, the two Authorities can develop protocols for "travel training" and discount incentives as customers who are transferring between systems, could access fixed route opportunities like express buses, green line light rail, and shuttles like the MWRTA Route #1.

Finance

When the MWRTA was formed in 2007, the State Contract Assistance (SCA) line item in the state's budget was approximately \$51 million dollars. Currently, SCA is \$82 million. Senator Spilka and others in the MetroWest Caucus at that time had anticipated that the needs of the newly formed MetroWest

Regional Transit Authority would be at least \$3.6 million dollars in SCA and had worked to increase the line item by that amount. Given the state of the economy at that time, funding increases were difficult, and level funding was the mantra. Much negotiation began taking place between the established 14 Regional Transit Authorities (represented by MARTA), the Administration, and the newly formed MWRTA. It was decided by the Administration, with advice from the Massachusetts Association of Regional Transit Authorities (MARTA), that the equitable distribution of those funds should include the established RTAs as well as MWRTA. The split was \$2.2 million for MWRTA and \$1.4 million to be divided among the remaining RTAs as a 2.5% increase.

The average net cost of service (NCS) distribution among RTAs at that time was approximately 70% SCA and 30% local assessments (LA). Some were nearer the 75%/25% split allowable by law and a few others were as high as 65/35% and 60/40%. There has been no clear policy or directive as to what the SCA to LA split is, should be, or even if it is an equitable way to distribute those funds. One could make a case that there are many inequities in the distribution of not only SCA funds among the RTAs because of local assessments, but also with the local obligations of the MBTA's inner core community's paltry contributions compared to their cost of service. Yet yearly deficits are incurred at the MBTA that the entire Commonwealth must bear.

The MWRTA was created for two very cogent reasons. First, it was an area with little to no public transportation and a rapidly developing economic engine for tax revenue for the Commonwealth. And secondly, because the communities were being assessed for service by the MBTA and the amending of Chapter 161B allowed for the crediting of those local assessment dollars toward service provided by an RTA, it then behooved communities to join one. The two exceptions are Milford and Hudson, whom have no MBTA assessments by formula, given their proximity to commuter rail.

In 2008, the net cost of service for MWRTA was \$3,173,071. The local assessment was \$951,921 or 29.9%. The fixed route cost was \$1,857,620, while demand response was \$2,093,764, with total operating costs of 4,364,826 including administration and debt service costs. Federal funds (Section 5307) allowed for a balanced budget, after a SCA contribution of \$2.2 million.

In 2014, the net cost of service for MWRTA was \$4,362,814. The local assessment was \$2,047,649 or 46.9%. The fixed route cost was \$3,109,442, while demand response was \$3,064,614, with a total operating cost of \$7,069,542 including admin and debt service costs. Again Federal funds (Section 5307) allowed for a balanced budget.

FY08-FY14

Operating budget increase = \$2,704,716 or 62%

Net cost of service increase = \$1,189,743 or 37.5%

Local assessment increase = \$1,095,728 or 115%

State Contract A. increase = **\$ 428,214 or 19%** (RTA SCA \$51M increased to \$82M = 60.8%)

Fixed route cost increase = \$1,251,822 or 67%

Demand response cost increase = \$ 970,850 or 46%

Managing Growth

Managing growth of the MWRTA, presented several challenges as well as many opportunities. Chief among the challenges, at that time, were the limited public and private funds available because of the fiscal recession that the country was in in 2008 with a new Administration coming on board. They were looking at a plethora of home foreclosures, domestically, and three ongoing wars in Afghanistan, Iraq, and North Korea. The thought that there may be federal funds available for transportation growth was remote. However, the Authority was able to hire a grant writer, apply for and win several competitive grants, including; New freedoms, Jobs Access/Reverse Commute, ARRA, VTCLI, and CMAQ grants over the years to help it develop and expand its systems. Without these federal grants the Authority would have stagnated. It was, and is, able to use its Section 5307 formula funding to offset ADA paratransit delivery costs, as well as needed capital equipment costs, to balance its budget.

The Authority's biggest ongoing challenge is the balancing of its fixed route service and its associated costs with its demand response service and its associated costs. No other RTA or the MBTA faces this inherited problem. The MWRTA inherited a robust, and statutorily not obligatory, ADA paratransit RIDE service in the Natick and Framingham area when it began service in 2008. MWRTA has lived up to the obligations created by the MBTA to its customers, but it has been an extremely expensive proposition. When analyzing both costs and ridership, one can readily see that the system itself has been growing (up 62%) while the net cost of service has not increased in the same way (37.5%) which is also reflected by the costs of fixed route (67%) which delivers a higher ridership, and demand response (46%) which is far more expensive and delivers fewer riders. Because ridership is always the go to metric in measuring transportation delivery, MWRTA and its petri dish of suburban transportation are challenged to keep up with those RTAs whose focus is more toward fixed route and less toward demand response.

To manage growth, the MWRTA made an early decision not to credit all of the member municipalities' MBTA assessments, as quickly as it could have. The plan was to expand the system where and whenever it was needed. The municipalities with the largest assessments in the beginning were Natick and Framingham, with \$900K and \$1.3 million respectively. Most of the other members were assessed at about \$80K, with exceptions of Marlborough and Sudbury, who are assessed at approximately \$250K. Therefore, in order to manage growth so that the smaller member communities would not have to increase their contributions beyond their MBTA assessments, the Authority worked with the COAs to collaborate in developing service. The Authority was able to provide rolling stock and some operating assistance, and in some cases a limited amount of fixed route. The City of Marlborough had much greater need because of its density and economic vitality, for enhanced public transportation. Sections of the City as well as the hospital were not being served in the beginning. Members of the community, public officials, and the Authority worked together to get several grants (JARC/New Freedom) to augment the limited service. Those grants have since expired, as well as have the limited assessment funding available to credit toward service. Marlborough is still a thriving community with many more

public transportation needs, particularly in the area of first mile/last mile shuttle service to its ever expanding industrial parks. Additional funding is needed for Marlborough to reach its enormous potential. Given that it is embarking on a Complete Streets Program in downtown, public transportation will be a sought after commodity.

Sudbury, on the other hand, is a more rural demographic, except for the commercial density along State Highway #20. The MWRTA has supported the growth of service and implementation of “central reservations” through the Sudbury COA. With additional SCA, Sudbury’s State Highway Route #20 would be an obvious place to implement fixed route service.

Framingham and Natick’s resources, with respect to availability of additional credit from assessments, are much larger than the remaining members of the Authority. With the possible exception of Wellesley, who has recently joined, the Authority has been building services in both Framingham and Natick, using 100% LA as new services over the years, but in a very controlled manner. This is mainly the reason for the percentage swing from an initial 29.9% LA to 46.9% LA of the net cost of service. Because of the cooperation of Framingham and Natick’s board members and municipal officials, the MWRTA has been able to build a strong central hub infrastructure that has benefited every other member community.

Wellesley’s entrance into the Authority brings additional resources, opportunities, as well as challenges. Most of their \$500K assessment will be used for the delivery of the well-established MBTA RIDE service, as well as the recently established fixed route (Route #8.)

Two other major factors which have contributed to MWRTA’s managed growth are “hourly rate” and the Mobility Assistance Program (MAP.) In 2007, the Authority issued an RFP for fixed route with the requirement to remuneration in the first contract to be an hourly rate for service provided. Most of the Commonwealth’s other RTAs were using a “cost plus” method to pay for service. Given that all the RTAs pay for fuel and insurance, this leaves a no risk situation for the provider. And without total oversight and auditing by the Authority, the cost expenses can be abused. It was thought that if the contractor had “skin in the game” and were required to incur the costs of providing the service and remunerated at a fixed rate that closer attention would be paid to the bottom line by both parties. We believe this has proven to be true. Additionally, the hourly rate allows for a more controlled growth, as the Authority knows exactly what it will cost to increase (or decrease) service.

The Mobility Assistance Program (MAP) has also played an enormous roll in the MWRTA’s ability to grow as well as control its capital plan. Without having to spend time and money on procurement, the Authority has relied on the expertise and buying power of MassDOT, who spec and purchase the right size vehicles (25 feet and under) for providing suburban public transportation. The five year capital plan calls for replacement of 20% of the fleet every year. This way the Authority has not, or will not, find itself in the position of replacing the entire fleet at once. The Authority has traditionally assisted MassDOT in the process by sending its fleet manager to contribute to the spec committee. This “hands on” approach we hope has been helpful to everyone who uses these vehicles. The MAP program is one of the most important, yet overlooked programs in the state and the country.

Programs

The opportunity to create travel training programs, centralized reservations, and even the commercial driver's license program that helps to employ people who need a decent wage to live in a high cost of living part of the state, have been spurred on by the need to find ways to do more with less. All these programs have greatly enhanced the quality of public transportation provided by the MWRTA as it has developed from the LIFT/Natick Neighborhood Bus into a cohesive system.

The MWRTA is in the RFP process as this CSA is being developed to both build and privatize the operation of the facility.

Given that the Authority is now embarking on a Compressed Natural Gas (CNG) program, which will not only benefit the Authority, but it will also serve the region. The MWRTA has in place the funding to build a CNG filling station which would be an unrealistic expense to a municipality wanting to convert some of its fleet to the alternative fuel. As the Authority begins the transition of its fleet, within the 5 year capital plan (20% of the fleet per year), it will also be in a position to maintain its own, and others, vehicles. This is possible because when the Blandin Avenue facility was being designed and built, it was fitted out according to the code and regulations for CNG maintenance which are more stringent than a normal garage.

In the end, when CNG becomes a profitable commodity in the marketplace, the MWRTA has positioned itself to receive a dedicated revenue stream from the sale of the product. That revenue stream will be directed back into public transportation.

Finally, the MWRTA is embarking on a "pilot" project with MassDOT/MBTA/Keolis Commuter Service to have oversight to maintain the cleanliness and upkeep of the Framingham Commuter Rail Station as well as administer the adjacent parking. Early in her appointment, Secretary Pollack visited the station where she immediately saw the need for more attention to the upkeep and cleanliness of the facility, as a component of customer service.

For two years previously, the MWRTA had been working toward making an intermodal connection with the station via its connection to the "banana lot." This was precipitated by MassDOT's significant investment in the streetscape of downtown Framingham. The parking lot, however, had several significant issues; like neglect of its upkeep, vandalism of customer's vehicles, panhandling, public drinking and drugging, encroachment of the property by abutters, and narrow egress/access to the lot itself. There was only one way in and out of the lot itself which was extremely narrow and challenging, especially in the snow and other inclement weather.

Nonetheless, The Authority accomplished the construction of an egress at the northern most edge of the property (*see red line in yellow circle to the left, below*) after a yearlong battle with an encroacher. The Town of Framingham not only stepped up to work with MWRTA on dealing with the encroachment issue, but also did the engineering and the construction of the egress point onto Pearl Street. The benefit of this improvement to the commuting public has been enormous. There is no longer gridlock at

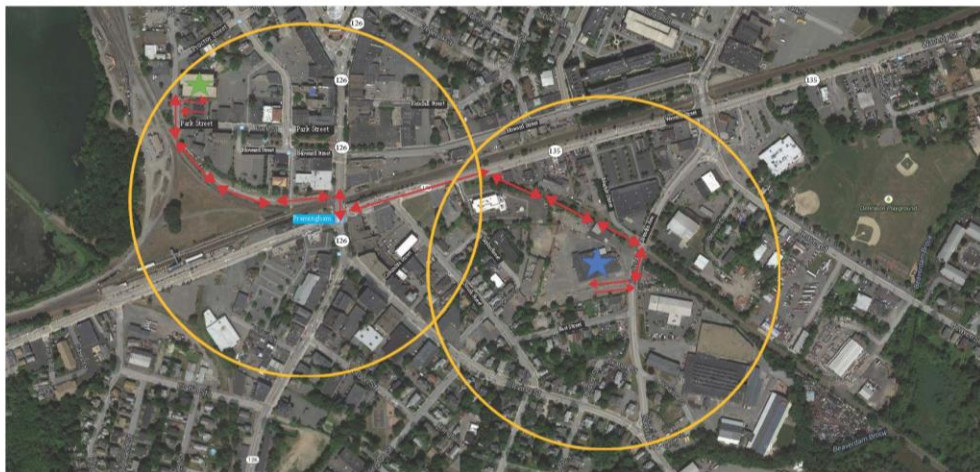
evening rush hour as cars have an orderly way to get out of the lot. Additionally, public safety vehicles, like fire trucks can access and egress without having to turn around.

The MWRTA is currently (at the writing of this CSA) negotiating a lease with MassDOT/MBTA to assume responsibility for maintenance and upkeep of the station as well as to create additional parking. Although this may sound like a simple and direct intention, it is fraught with many obstacles. The main obstacle is the nature of downtown Framingham which is inundated with vagrants, drug dealers, drug users, drunks, homeless, and those who are mentally challenged and are not seeking help. The Commuter Rail Station and surrounding property, particularly the elevators, are an attraction for those listed above and a deterrent for potential commuter rail riders. The station has the largest ridership, outside of Worcester and Boston, on the line with a potential for increase if more attention is paid to customer service.

Simultaneously, the MWRTA is working on cleaning up and developing a walking path along the Framingham Secondary which abuts the MWRTA Blandin Ave. maintenance and operations facility (see red line in yellow circle to the right.) Again, the Town of Framingham is working closely with the Authority and MBTA rail to make future improvements to this newly acquired section of rail that will eventually become a transit link to Foxboro, and a pedestrian and bike link to the commuter rail station and downtown, as well as to potentially open up an environmental justice challenged neighborhood to these public transportation intermodal benefits.



Framingham Concept



Key	
	5 Minute Walking Distance
	Terminus #1 (Pearl Street Garage)
	Terminus #2 (Blandin Ave.)

PHASED IMPLEMENTATION

MWRTA has identified a number of proposals that would assist in the build out of service in the MWRTA region. MWRTA fully believes that additional resources targeted on these key services will strengthen the system as a whole. A detailed description of these service improvements is included in the main chapters of this study. Implementation of these proposals will be based on funding availability. All operating cost estimations are based on the current cost of contracting. Capital costs for additional rolling stock is based on additional vehicles with associated equipment at a per vehicle cost of \$100,000. Delay of implementation could cause these costs to rise due to inflationary pressures.

The service improvements have been grouped for implementation in three phases. Phase 1 increases service levels on the agency's routes with the highest ridership and fills unserved gaps in the system – primarily through the addition of Sunday service but also by linking some unserved member communities with the existing system on weekdays. Phase 1 also presents a solution to the impediments of suburban transportation by identifying resources to manage congestion in real time. In addition, Phase 1 proposes a low-cost customer forward technology improvement to enhance customer satisfaction.

Phase 2 builds on the improvements identified in Phase 1 and extends them to the remaining routes not identified in Phase 1. A proposed new service reinforces linkages with downtown Framingham, addressing unmet needs of the educational community and supporting redevelopment goals of downtown Framingham. Low-cost technology enhancements further streamline our operations putting greater control in the hands of our customers.

Phase 3 further expands the system as a whole addressing the transportation needs of the service economy through extended hours of operation. This phase additionally leverages low cost technologies to enhance customer control and satisfaction while automating operations at the MWRTA.

MWRTA's total 3 phase package of improvements requires an investment of \$4,975,000 which includes an annual operational investment of \$3,160,000 plus ADA associated costs and an additional \$1,815,000 in capital costs primarily resulting from the need for additional rolling stock. This investment to the region will result in increased mobility for residents for the Metrowest region.

Phase 1 Costs

Operating	\$1,495,000
Capital	\$435,000
Total Cost	\$1,930,000

Span of Service

- Add Sunday service on currently operated Saturday routes from 8:30 AM through 7 PM*
 - Estimated Cost: \$305,000

Increased Frequency of Service

- Increase weekday frequency on highest ridership routes: 2, 3 and 7C from 8 AM through 6 PM from current hourly service to 30 minute headways.
 - Estimated Cost: \$750,000

New Service

- New weekday service along the Route 20 corridor extending the current Route 7C service to include Sudbury and Wayland. Service to be provided hourly from 6 AM through 8 PM.*
 - Estimated Cost: \$220,000
- Addition of a “Float Route” to be deployed during periods in which traffic congestion causes schedule delays. The additional bus would be able to be shifted to locations affected by congestion on an as needed basis.
 - Estimated cost: \$220,000

Technology Improvements

- Development of a phone app to alert riders prior to their route arrival or if route is experiencing delays
 - Estimated Cost: \$35,000

* Does not include additional cost of expanding ADA complementary paratransit to match federal requirements for fixed route expansion. While increasing frequency of services does not impact ADA costs, expanding the hours that service is available results in additional agency costs.

Phase 2 Costs

Operating	\$1,295,000
Capital	\$1,280,000
Total Cost	\$2,575,000

Span of Service

- Extension of weekday service until 10 PM on Routes 2, 3, 7A/B and 10
 - Estimated Cost: \$150,000

Increased Frequency of Service

- Double frequency on remaining fixed routes during peak periods: 7 AM through 10 AM and 3 PM through 6 PM.
 - Estimated Cost: \$925,000

New Service

- A new Opportunity Route linking MassBay Community College, Wellesley College and Framingham State University with classroom and other opportunities in downtown Framingham.
 - Estimated Cost \$220,000

Technology Improvements

- Development of an interactive voice response line (IVR) to allow passengers to call phone app to phone the authority for real time location of their bus route. This function is currently done through the agency’s dispatch line.
 - Estimate Cost: \$40,000
- Automated route deviation scheduling feature which would allow customers to schedule route deviations where allowable. This function is currently completed manually.
 - Estimated Cost: \$40,000

Phase 3 Costs

Operating	\$370,000
Capital	\$100,000
Total Cost	\$470,000

Span of Service

- Extend remaining weekday fixed route services until 10 PM*
 - Estimated Cost: \$250,000
- Extend existing weekend services until 8 PM on Saturday*
 - Estimated Cost: \$120,000

Technology Improvements

- Real time message boards indicating arrival and departure of buses (10 locations).
 - Estimate Cost: \$100,0000

* Does not include additional cost of expanding ADA complementary paratransit to match federal requirements for fixed route expansion.

Metrowest Regional Transit Authority

Comprehensive Service Assessment

Introduction/Agency Overview

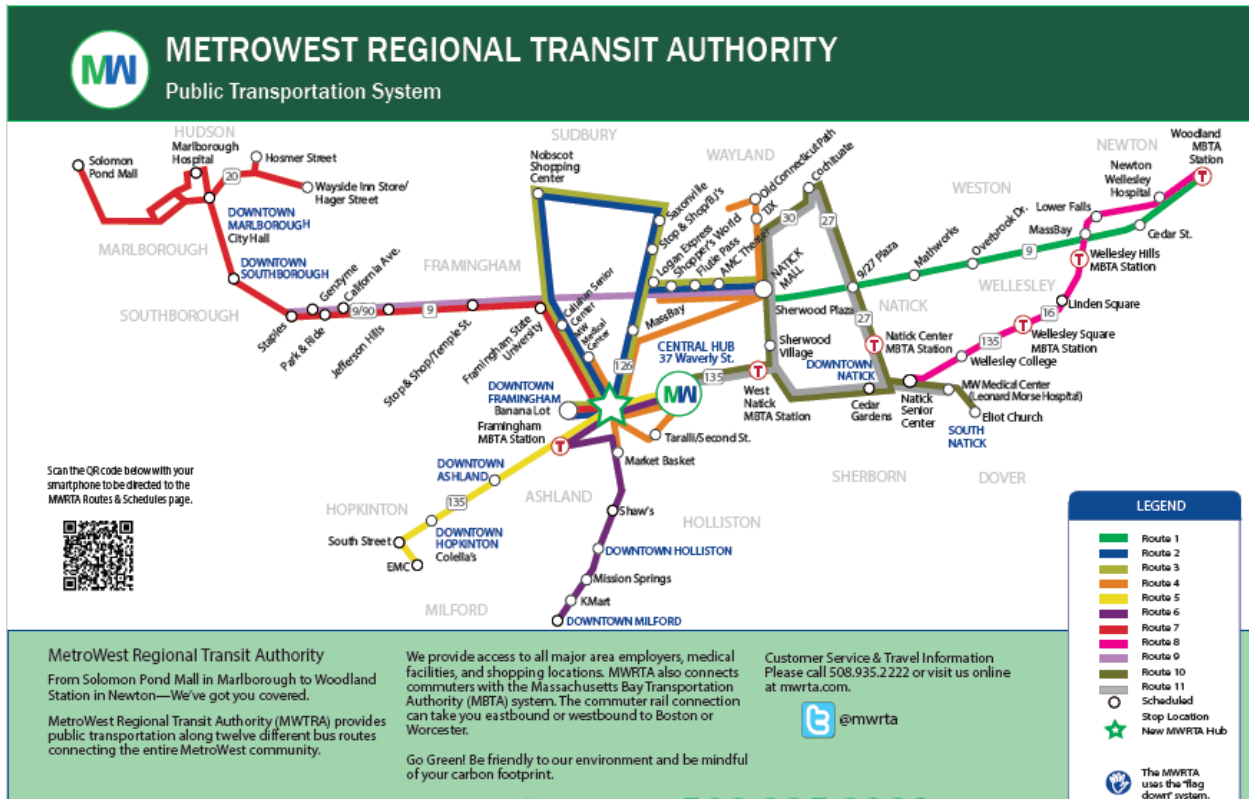
The Metrowest Regional Transit Authority (MWRTA) was established in 2006 through the provision of Chapter 161B of the General Laws of the Commonwealth of Massachusetts. Located in the Metrowest area of the Boston urbanized area, the Authority has grown to include 15 member towns including Ashland, Dover, Framingham, Holliston, Hopkinton, Hudson, Marlborough, Milford, Natick, Sherborn, Southborough, Sudbury, Wayland, Wellesley and Weston. Together, these communities represent a diverse population of more than 300,000 individuals.

In less than a decade, ridership in these communities has grown rapidly providing confirmation of the need and desire for public transit in the Metrowest region. Rising from a low of 322,715 in FY09 to nearly twice that number in FY15, 643,905; the Metrowest has grown at a faster rate than any of the other RTAs in the Commonwealth. Simultaneously increasing its budget through small annual increases in State Contract Assistance and leveraging available local assessments, the operating budget of the agency has grown at a much slower pace, resulting in higher efficiency for the agency as it grows and matures. The MWRTA believes that this trend will continue as the agency provides more robust service.

The rapid increase of more than double the ridership has established the MWRTA as a critical component in the Metrowest’s transportation infrastructure that residents depend on for a variety of needs including medical, education and commuting. The current service is limited with most routes offering only hourly service with a limited span from morning to early evening. Compounding this issue, the MWRTA, operates limited routes on Saturday and no fixed route service on Sunday.

Part of the need for a more robust system is due to land use. The MWRTA service area is an economic engine for the Commonwealth with many large employers and significant retail opportunities within our service area. These businesses employ tens of thousands of workers and contribute to the vibrant and balanced Metrowest region. The heavy concentration of retail and service businesses particularly along the Route 9 corridor – often referred to as the Metrowest spine – contribute to building a case for daily transit options in the region.

Member Communities
Ashland
Dover
Framingham
Holliston
Hopkinton
Hudson
Marlborough
Milford
Natick
Sherborn
Southborough
Sudbury
Wayland
Wellesley
Weston



The MWRTA provides a variety of services including: fixed route, paratransit, commuter shuttle and other transportation services to meet the needs of residents and visitors to the MetroWest area. The map shown above, provides an overview of the system including key destinations and transfer locations. The two primary transfer locations are at the Natick Mall and at the MWRTA's new operations center at 15 Blandin Avenue in Framingham which opened in July 2015. The agency has transitioned administration and paratransit operations to the new building. The former facility will continue to be used for fixed route maintenance and dispatch, until July 2016 when the Authority will begin a new operating contract. At this time, the Authority will dispose of the property.

Goals and Objectives

When founded, the MWRTA developed a mission statement:

“Build a public transportation system to deliver convenient and dependable service that enhances mobility, environmental quality and economic vitality in the region.”

MWRTA developed this mission knowing that transit is much more than a method of travel. It also is a tool which can be used to achieve a variety of community goals including those mentioned above. To achieve this mission, MWRTA has developed a series of goals and strategies to achieve them:

Goal 1. Provide attractive regional transportation alternatives.

- Strategy:*
- A. Build a system.
 - B. Market the system.
 - C. Partner with others.

Build a system

MWRTA began its service based on a few community based “legacy” services. The “LIFT” services were based out of Framingham and were the pre-cursor of extended service for the region. The Natick Neighborhood Bus was added to the system the following year. MWRTA has added and enhanced additional routes to the existing system, providing improved connections to the member communities.

Market the system

The next step for the agency was to market the system. MWRTA began deploying signs, shelters and benches at key locations throughout the system. MWRTA believes that this infrastructure in the community leaves a constant and consistent reminder of the availability of service in the region. The agency also hired a brand manager and marketing director to further promote the service. The brand manager and marketing director have conducted a large number of advertising campaigns and promotional activities to raise the profile of the agency throughout the service area. The team has also been active in the community, participating in many events including farmers’ markets, community days and health fairs to spread the word of transit service in the region. A unique aspect of the teams outreach is frequent and on-going travel training for seniors and people with disabilities. MWRTA is firmly committed to travel training and has hired the Kennedy School to “train the trainer” so that staff may successfully teach others how to ride public transit.

Partner With Others

One of the most important pillars of success for the MWRTA is partnering with others. MWRTA recognizes that the community has many stakeholders and therefore is an active participant in many community organizations including the Center for Independent Living, the Area Councils on Aging, the 495 Partnership, Framingham Downtown Renaissance, Tri-County United Way, and other agencies and organizations. MWRTA works closely with its Board – representatives of its member communities – to ensure that the needs of each town are recognized. MWRTA has also established key collaborations with Framingham State University and MassBay Community College to assist in workforce development and

provide efficient transportation for students on campus and off. MWRTA has established a training center for the schools allowing them to establish their own separate operating division with trained student drivers and university staff overseen by MWRTA. The Authority has also partnered with Employment Options, South Middlesex Opportunity Council, and the Montachusett Area Regional Transit to further expand transit services in the community. Additionally, MWRTA has developed a relationship with Keefe Technical High School, whose students build and install custom made bus shelters for the system.

Goal 2. Make public transportation readily available;

- Strategy:*
- A. Plan service using resources of regional planning entities.
 - B. Provide frequent, affordable, convenient service.

Plan service using resources of regional planning entities

MWRTA recognized the value of local planning experts in establishing the MWRTA system. The agency relied on the Central Transportation Planning Staff and the Metropolitan Planning Commission to identify the most promising services based on demographics and other sources of information. This strategic alliance allowed the MWRTA to tap into the planning resources of the region at little cost to the authority.

Provide frequent, affordable, convenient service

MWRTA has limited resources. Because of this fact, the agency has planned its routes strategically and with great foresight. MWRTA has been the recipient of several operational grants however without additional resources it is impossible for the agency to offer the type of service that the MetroWest community would define as frequent. The agency, has however, been able to keep fares affordable by offering discounts to children, the elderly, the blind and veterans. MWRTA also provides a discount for people using Charlie Cards.

Goal 3. Create a seamless public transportation system throughout the MetroWest communities.

- Strategy:*
- A. Work with member communities to facilitate inter-community transit services.
 - B. Engage public in determining transit design.
 - C. Create nodes for access and transfer.

Work with member communities to facilitate inter-community transit services

MWRTA has developed a number of partnerships to improve coordination. For example, the transit authority has established relationships with its Councils on Aging which allow the MWRTA to acquire federal and state funded vehicles for the Councils and to dispatch those vehicles through the MWRTA's Call Center allowing both agencies to improve efficiency. It should be noted that the Councils on Aging operate the vans which stretches the MWRTA's budget and reach to include more riders especially those elderly and disabled who may otherwise use the MWRTA's paratransit services. Thus, with an enhanced effort to travel training, more and more elderly and disabled people are transitioning to fixed routes.

MWRTA has also established connections to the MBTA green line service expanding opportunities east and west of the station for interagency connections. MWRTA has found that the highest ridership on its Route 1 service is generated as reverse commute trips from the Boston area into the Metrowest. MWRTA is also exploring a connection with the Worcester Regional Transit Authority to provide continuous service along the Route 9 corridor from the Newton to Worcester. This service would provide a local service linking Boston to Worcester and offer residents increased unbounded access. It should be noted that the all three services, the Worcester Regional Transit Authority, the Metrowest Regional Transit Authority and the Massachusetts Bay Transportation Authority all utilize the Charlie pass making travel across the three systems streamlined. The MWRTA was the first RTA to incorporate Charlie Cards into its system and was the first to be “interoperable” with the MBTA.

Engage public in transit design

MWRTA believes that the best way to engage the public is not through formal meetings but rather through one on one interaction. The MWRTA team regularly attends or hosts community events creating informal opportunities to speak with the public regarding their transportation needs. We believe that one on one discussion with customers provides the best feedback and that we draw from a wider audience than limiting ourselves to people who make an effort to attend public meetings. It also provides opportunities to meet with people who don't use public transit to get their input into the process as well. Agency staff brings back the public's suggestions for consideration.

Create nodes for access and transfer

MWRTA has established and continues to grow transportation nodes to provide expanded access for system users. Current transfer nodes include the hub at 37 Waverly Street in Framingham, however the agency is in the process of moving operations to its new hub at 15 Blandin Avenue. This will create a larger area of transportation choice in downtown Framingham where the agency has created a hub at the Framingham Commuter Rail station. Several bus routes meet there providing access to the station and distribution from the station. Future MWRTA plans include a rail with trail connection linking the Blandin Avenue facility with the Framingham Station.

Another popular hub for the MWRTA is at the Natick Mall. While the mall is often the origin or destination of the trip, it also provides transfer opportunities for individuals seeking access to other parts of the system.

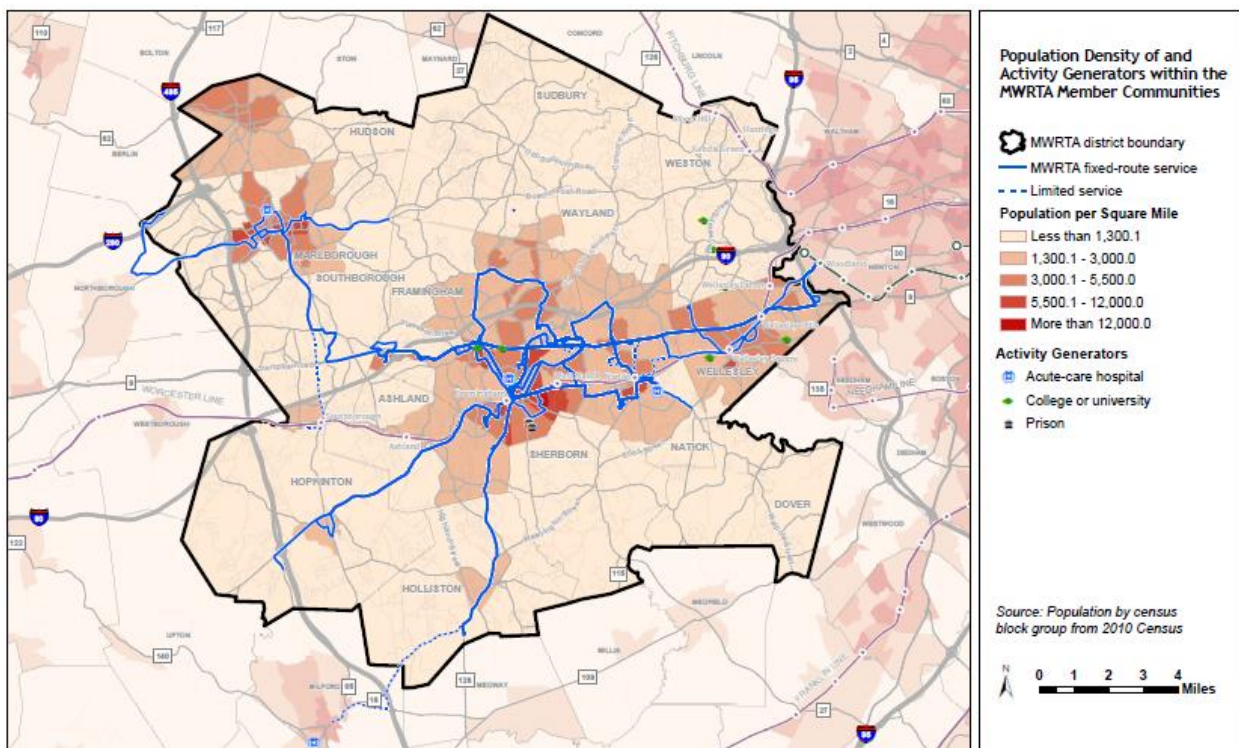
Finally, the MWRTA's created an interagency hub at the Woodland T station. This station brings together the Routes 1, 8 and 9 to promote easy system transfers to and from the Boston area. Streamlining these transfers is the interoperability of fare media between systems.

The Authority is in the process of taking over provision of the RIDE in Weston, Wellesley, and Dover, which will necessitate the movement of its current transfer point at Wellesley farms to the Riverside MBTA Station in Newton. This will benefit MetroWest RIDE customers by giving them the option to transfer to the Green Line light rail system, the Boston express bus, as well as the MBTA's RIDE. An ancillary benefit to the MBTA would be that when MetroWest RIDE customers make the choice of light rail or bus, the cost to provide the service is lowered.

Metrowest Regional Transit Authority Area Demographics

The MWRTA service district is comprised of 15 cities and towns representing a wide variety of demographic characteristics. Some areas of the service district are urban with dense residential or commercial establishments. Other areas are more suburban with lower densities and increased access to automobiles. Each area, presents a unique challenge for the MWRTA to serve. In response to these service areas, MWRTA operates a suite of services especially designed to serve the customers. Several of the demographic maps included in this section refer to density: population density, density of individuals 19 years of age or younger and density of individuals 65 years of age or older. These three maps, while similar, highlight different aspects of the riding public. Overall density reflects, reflects areas with the highest concentration of potential customers. Density of individuals 19 years of age or less, reflect areas in which MWRTA should concentrate resources for future transportation riders and reflect the transportation needs of the region's youth. Finally, the map showing the density of individuals 65 years of age or older provides guidance to the agency as to potential hot spots for people with limited mobility. MWRTA will monitor these areas as opportunities for the agency to provide alternative service delivery models such as demand response and general public dial-a-ride. Some of the hot spots for density of individuals 65 years of age or older are the result of senior housing facilities which provide the MWRTA with opportunities to travel train consumers to use fixed route services if their mobility allows or to educate them about Ride services if mobility issues restrict their ability to use fixed route services.

Population Density

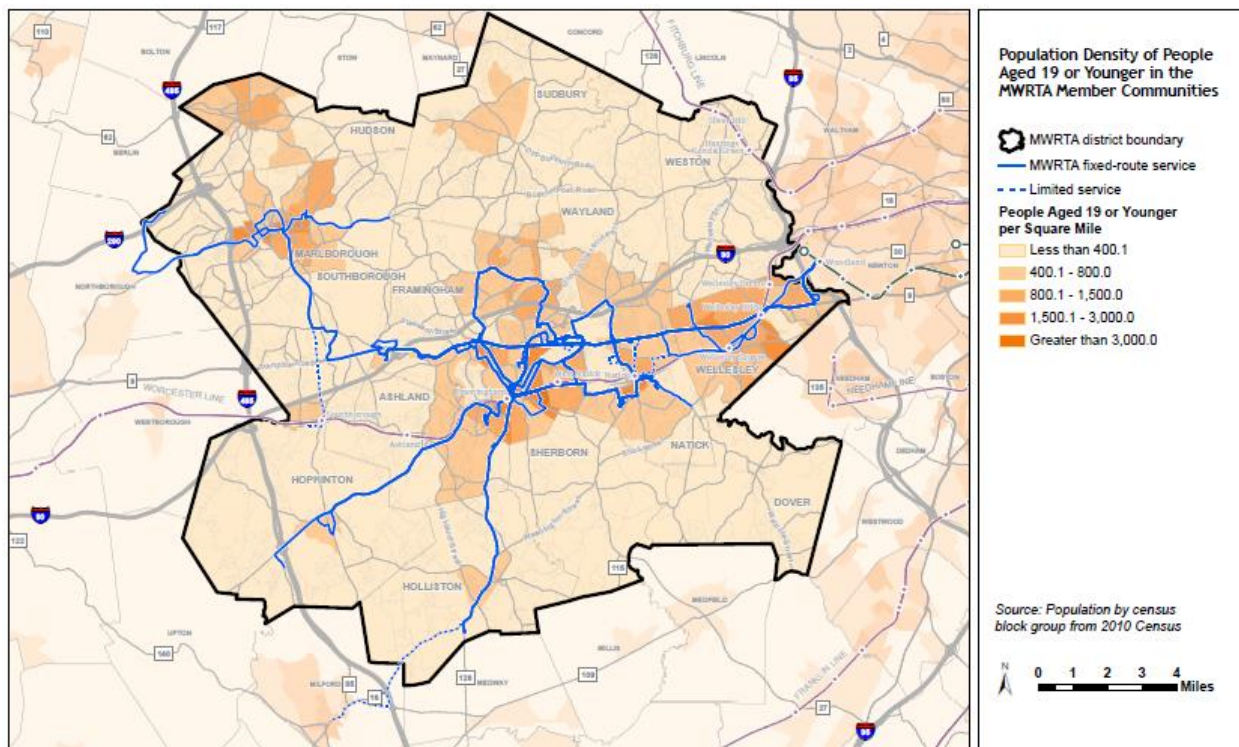


Density in the MWRTA service area centers around Framingham extending eastward along the Route 9 corridor with some additional areas of high density focused in Marlborough. Some areas of the service district are quite dense with more than 12,000 residents per square mile. Much of the northern and southern parts of the service district, however, have extremely low density meaning that traditional fixed route services may not necessarily be the right option to serve the area. Instead, the MWRTA may find that targeted service or demand response services are the optimal way to reach potential riders. While this typically results in increased costs per rider, the MWRTA is exploring alternative service delivery methods such as working with the COAs to increase mobility for residents while maintaining affordability.

Also included in this map are locations of hospitals and colleges as well as the MCI facility in Sherborn. Each of these locations are important to the MWRTA for employment and access to services.

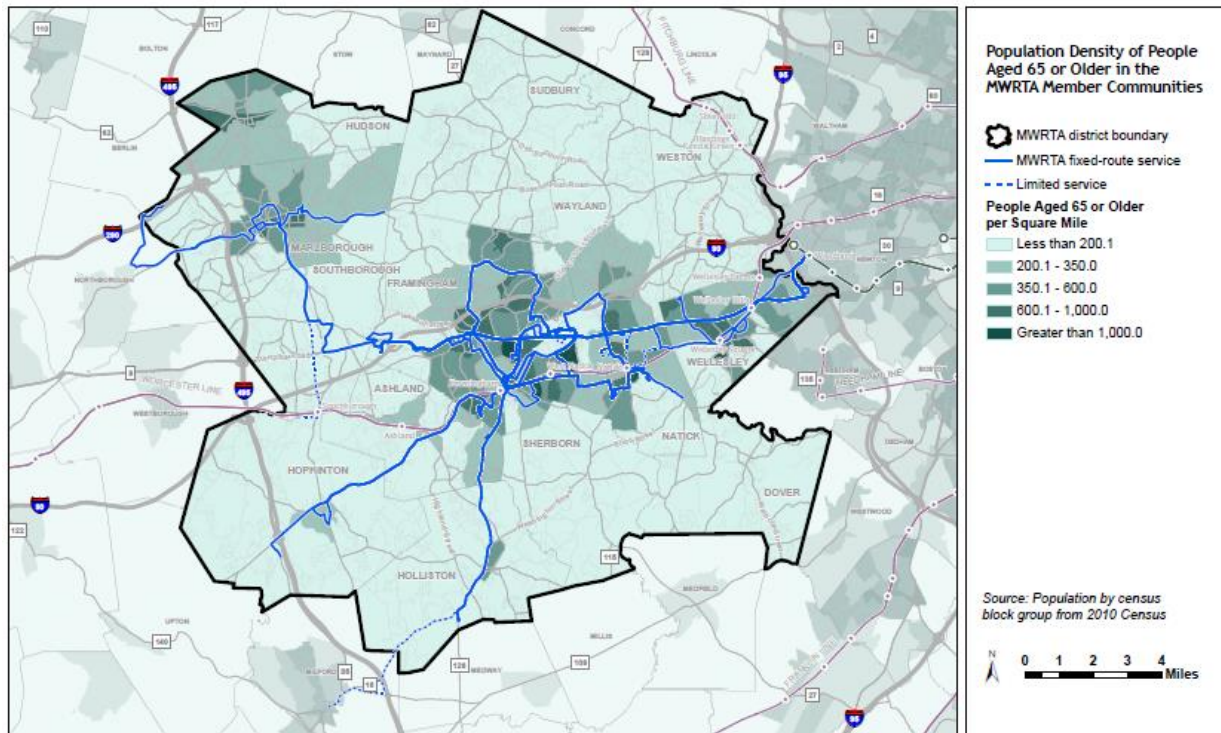
Population 19 Years of Less

MWRTA examined the location of people 19 years old or younger in evaluating areas for transit services. People under 19 years of age typically have limited access to their own transportation and are therefore more likely to be transit dependent. The map of density of people 19 or younger is similar to that of the density of people of all age with small variations including an area of Sudbury with a higher than average number of younger residents. Areas with a high density of individuals 19 years old or younger can indicate potential opportunities to work with the schools to teach students about how to use transit.



Population 65 years or more

The following map show the highest concentration of people 65 years of age or older in the MWRTA service area. People 65 years of age or more represent a segment of the population which is more likely to not be able to drive than younger people. As the population ages, its mobility decreases. At this time, MWRTA provides a number of services that help the senior population access activities that are



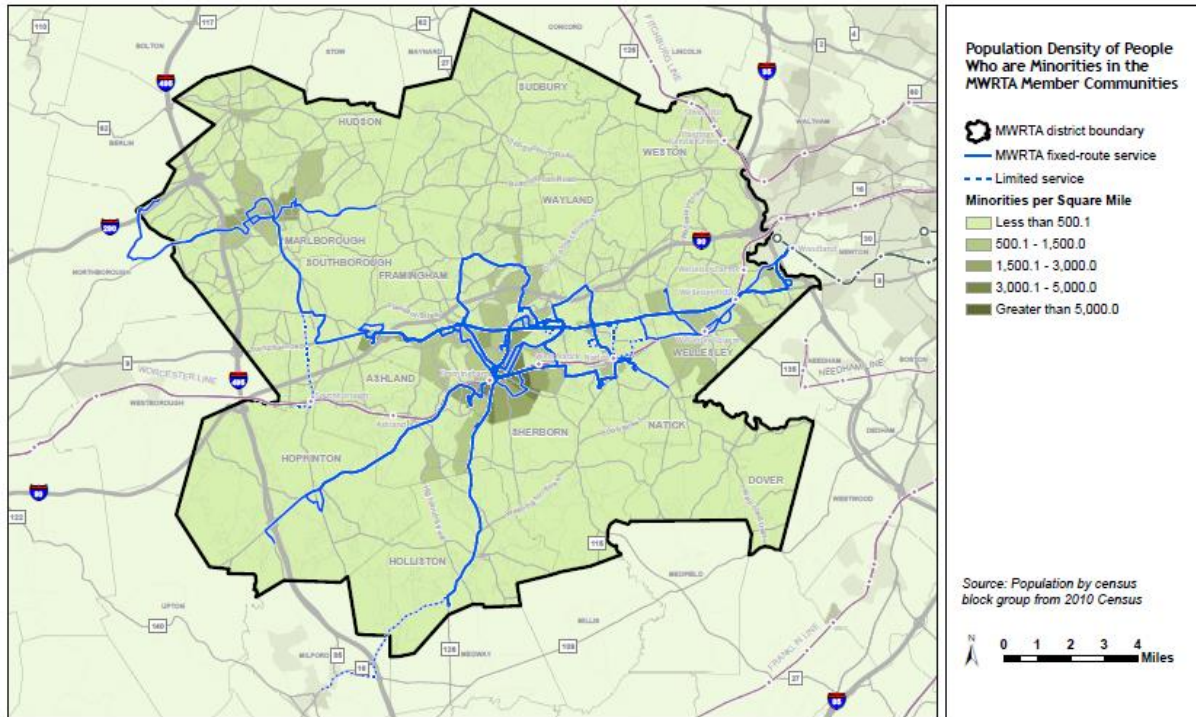
important to them. For some people this could be the ability to access fixed route public transportation.

For others, it may mean the ability to use paratransit services that offer door to door services. MWRTA has instituted a robust training program to educate the public on how to use transit. The training team targets senior centers and senior housing facilities to provide group and one on one travel training. It is the goal of the team to improve seniors' confidence and mobility through these sessions.

Minority Populations

The density of minority populations map provides a visualization of the locations with a higher concentration of minorities than the average within the MWRTA service region. Dense minority communities are a subset of the census tracts shown in the overall density maps. MWRTA monitors minority community census tracts to ensure that they are not overlooked in the provision of transit services. The areas with the highest concentration of minorities are Framingham, Marlborough and Wellesley. The areas of Framingham and Marlborough are home to a large number of Brazilians. The

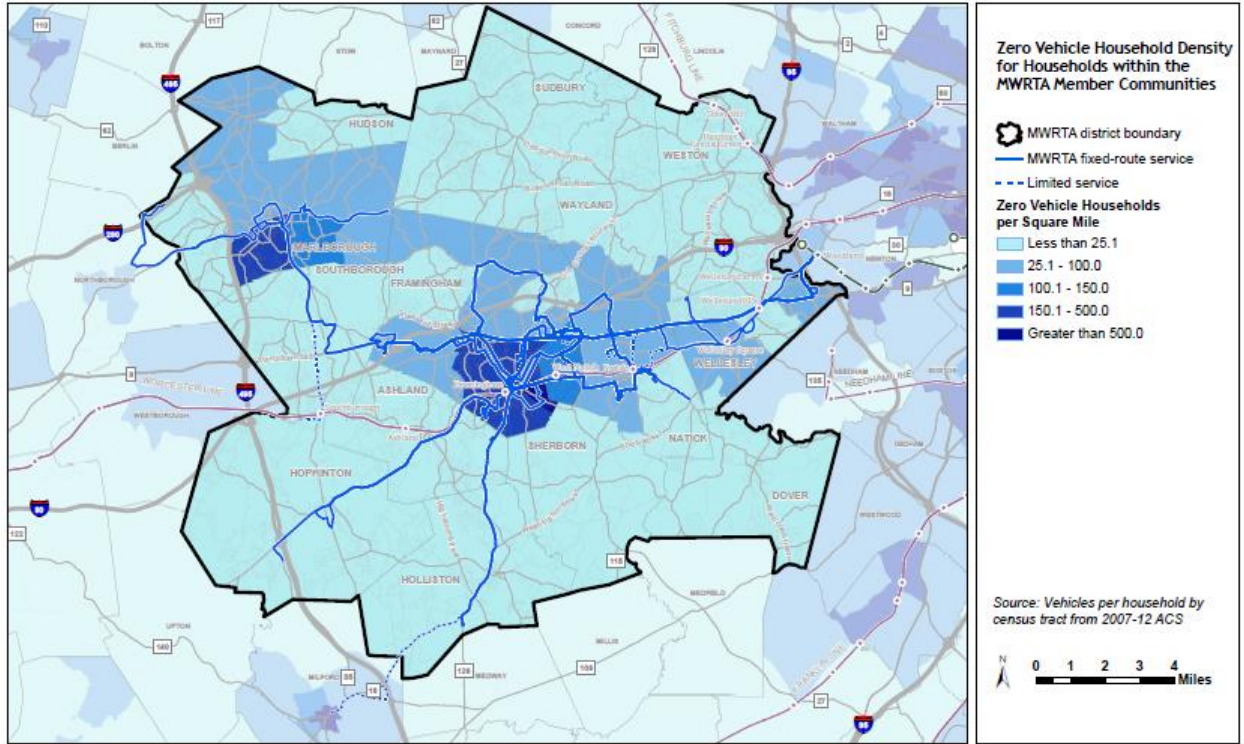
Wellesley census tracts, however, have a higher concentration of Asians. All three areas are served by MWRTA fixed route bus service.



Zero Vehicle Household Density

Another key demographic characteristic that MWRTA reviewed over the course of the CSA was auto availability. Using Census files, MWRTA was able to map the density of households without a vehicle. Given the suburban environment of the MWRTA, most households have access to a vehicle however there is a strong and specific pattern for those households that do not have access to a vehicle.

These locations are primarily focused in two clusters with the primary cluster around downtown Framingham and a second cluster around downtown Marlborough. The greatest concentration of households without access to a car in Framingham are within walking distance to the MWRTA operations facility. The other area in Framingham is in relatively close proximity to fixed route buses. In Marlborough, MWRTA provides service via its Route 7 series of buses which provide service within walking distance to a portion of the most concentrated areas. There are, however, clearly additional unmet needs in the MWRTA service area.



Summary of Previous Studies

Public transportation in the Metrowest area has been a regular topic of study over the past 15 years. The reason for the high level of study is that the Metrowest region is that it is a highly developed area of the state, with significant residential and employment density levels and was prior to the formation of the MWRTA unserved by a regional transit authority. The development of the new transit agency was guided by long and thorough process which involved community leaders and addressed regional demographics and past and future development.

The studies which have occurred since the formation of the MWRTA have for the most part been lobbied for by the MWRTA as a check and balance on itself, giving it an opportunity to evaluate the performance of existing routes as well as identify unserved or underservice locations that could benefit from additional transit resources.

The following is an overview of studies regarding transit in the region since 2000. Information for this section was adapted and expanded from a Central Transportation Staff Planning Study completed in October 2007 which was authored by Cathy Buckley Lewis and Heather Ostertog and supplemented by additional studies occurring after the 2007 work. MWRTA values this extensive body of work and has used the recommendations outlined in these studies to develop its existing system. We will further look to recent studies in the development of MWRTA services scenarios – defining potential new opportunities for increasing mobility in the region.

1. Evaluation of Metrowest Regional Transit Authority Fixed Route Network. CTPS October 2010
2. Suburban Mobility, Phase II, CTPS, December 2005
3. Marlborough Public Transportation Study, Planners Collaborative August 2005
4. EO418 Framingham Study, MAPC June 2004
5. Suburban Transit Opportunities Study, CTPS January 2004
6. Feasibility Study for a Regional Transit Authority, Multisystems February 2003
7. 10 MBTA Reverse Commuting Study – CTPS May 2001
8. Congestion in the Metrowest Area – CTPS – September 2000

Each of these studies and their finding are summarized below:

1. Evaluation of Metrowest Regional Transit Authority Fixed-Route Network, CTPS 2010

The Boston Region Metropolitan Planning Organization (MPO) conducted a study of fixed-route services currently provided by the Metrowest Regional Transit Authority (MWRTA). The purpose of the study was to identify potential improvements to existing routes and schedules and to assess the benefits of adding new service. The study was limited to redeploying resources so that the net operating cost of the system would not be increased.

The study identified the potential benefits of establishing a new transportation hub in the Shoppers World/Natick Collection commercial area. The study also included demographic and work-trip characteristics and discussed services offered by other providers such as private carriers in the MWRTA service area.

Studies before the Evaluation of the Metrowest Transit Authority Fixed Route Network were written before the MWRTA existed and were used as input into the creation of the system.

2. Suburban Mobility, Phase II, CTPS December 2005

The study identified census tracts in the study area that had a high potential for the implementation of transit services. Based on socio-economic factors potential hot spots were identified in Franklin, Marlborough and Milford. While Franklin lies in the Greater Attleboro Taunton Regional Transit Authority's service area both Marlborough and Milford lie within the MWRTA service area.

3. Marlborough Public Transportation Study, Planners Collaborative August 2005

The Marlborough Public Transportation Study identified a series of recommendations to improve public transit in Marlborough:

- Identification of a regional coordinator for all public transit services – the City of Marlborough should work with Metrowest communities to identify a Coordinator for all local, fixed route, commuter rail and Boston bound commuting services.
- Development of a stable funding mechanism for local paratransit and bus services.
- Develop a Transit Center by upgrading an existing bus shelter at Bolton Street and Route 20.
- Establish new services through coordination with neighboring communities
- Explore opportunities for increased headways on LIFT services
- Improve schedule and fare coordination with MBTA from Marlborough Center to Boston.

Many of the recommendations of this study have occurred through the formation of the MWRTA. While the focus of this particular study was Marlborough, the suggestions were expanded to cover the entire transit authority's boundaries.

4. Town of Framingham – Community Development Plan – Executive Order 418, MAPC June 2004

The Town of Framingham Study identified several critical issues regarding transit in Framingham.

- Exploration of re-routing existing LIFT services to improve access to job sites on Route 9
- Increased span of service to allow access to jobs currently served by LIFT routes
- Lower commuter rail fares
- Changes to the commuter rail schedules to allow for enhanced reverse commute opportunities
- Development of rail trails to encourage other non-SOV modes
- Improvements to Route 126 rail crossing in downtown Framingham to alleviate bottlenecks
- Support downtown development through access to transit and reduction of congestion.

The study addressed current conditions in the Metrowest area and specifically issues relating to Framingham. MWRTA drew on several of these suggestions such as increasing the span of service and reallocating service to improve access to job sites along Route 9 in developing the system and establishing future recommendations. Several additional recommendations to the study such as improvements to the rail crossing in downtown Framingham and reduced commuter rail fares have not been implemented as they are under the control of the MBTA. However, MWRTA is actively seeking funding for the extension of a rail trail to connect the Blandin Transportation Center with downtown Framingham and the commuter rail network.

5. Suburban Transit Opportunities – CTPS January 2004

The Suburban Transit Opportunities study identified characteristics of successful transit systems. These attributes were used by the MWRTA in designing our current system and will be considered for the development of future scenarios.

- Transit will be focused on activity hubs – either “people” hubs such as major employers or shopping centers or “transit” hubs such as commuter rail stations. In the best case scenario – these two types of hubs are one and the same such as transit hubs in community downtowns or as is the case for MWRTA at the Natick Mall where several bus routes meet.
- Aggressive marketing which targets customers especially niche markets like the elderly or commuters. MWRTA’s Marketing Director and Brand Manager promote the MWRTA services to great success. Community outreach such as senior center “field trips” allow the agency to recruit customers by showing them how to use transit in a guided environment.
- Linkages to other services – MWRTA has linked itself to the MBTA service by developing the Woodland green line station as a connecting hub. MWRTA operates the Routes 1, 8 and 9 to this facility. While not only providing transfer opportunities between the systems and the MWRTA lines themselves, it also becomes a marketing tool as people using the station recognize opportunities to travel to destinations in the metrowest via the MWRTA services. We are also exploring opportunities to meet up with other neighboring RTAs including Worcester Regional Transit Authority (WRTA) and Greater Attleboro Regional Transit Authority (GATRA) as funding is identified. MWRTA also promotes a number of connections at the MBTA’s commuter rail stations.
- The system should make cost effective decisions when operating the transit services. MWRTA uses small sized vehicles which are cheaper to purchase and operate while still providing enough capacity for suburban style service. Overall, this reduces the agency’s capital cost per passenger.
- Work with the land use planning process to ensure infrastructure for transit needs is considered. MWRTA is presently working with the Town of Framingham to revitalize the downtown through street-scaping and reconfiguration of transit in the downtown. MWRTA has relocated its primary downtown hub to the commuter rail station which provides greater opportunities for direct connections. Simultaneous to this process, the Town of Framingham is implementing transit oriented development regulations in the downtown. MWRTA is also planning for a rail with trail connection from the Blandin Transportation Center to the Downtown Framingham Commuter Rail Station.
- Customer service should be top notch. MWRTA trains all of its employees to be courteous and respectful. In addition, MWRTA has invested in technology to improve the customer experience. Most notably is the agency’s real time tracking of vehicles which allows

customers to gauge the actual time that the bus will arrive at a specific site. This system is invaluable for customers given the level of traffic congestion that can be experienced in at times in the service area.

- The agency should adopt a mission statement to identify important tenets and to create a plan to achieve them. MWRTA implemented this suggestion.
- The plan also suggested that the agency provide free newspapers, coffee and donuts to maintain a high quality service image. MWRTA periodically hosts customer appreciation days in which the agency serves the customers food and/or drinks. MWRTA also provides crayons and coloring pages for children riding the system.

6. Feasibility Study for a Regional Transit Authority, Multisystems for EOTC, February 2003

The Multisystems study used census data to evaluate the region's transit potential. Journey to work data indicating primary traffic flows were evaluated to determine the feasibility of successful transit in the region. The study concluded that the origins and destinations of travel in the Metrowest were highly dispersed and that it would be difficult for transit to meet these needs effectively. The study identified several key markets for transit services:

- Local trips for various purposes including work, shopping and medical
- Trips between member community towns
- Reverse commute trips from Boston to workplaces within the Metrowest service area.
- Boston bound commuter trips

7. MBTA Reverse Commuting, CTPS, May 2001

In May 2001, CTPS conducted a study of reverse commute opportunities for Boston inner core region residents to job sites in the Metrowest area. The report provided a grim analysis of the ability of inner core community residents to access commuter rail stations and their likelihood and desire to take transit to suburban locations.

It is interesting to note, that since the time of this study and with the creation of the MWRTA, MWRTA has found targeted commuter services to be a great success for the transit authority. The success of the services has been directly correlated to working one on one with individual employers to market the service and align trip times to meet commuter needs. MWRTA sees this as an area for future growth.

8. Congestion in the Metrowest Area, CTPS 2000

"Congestion in the Metrowest" sought to identify solutions to traffic congestion in the Metrowest region. The study, which was completed prior to the creation of the MWRTA suggested carpooling and shuttles. MWRTA is including this study in its literature review as it documents the need for transit in the region and provides a historical platform for the MWRTA.

Combined these studies provide the foundation of the MWRTA's service and how it got to its current configuration of services. The earliest studies identified the need for a transit authority in the region and subsequent studies contributed to further understanding the factors contributing to the need and how best to meet those needs. Several of the studies were directly lobbied for by the MWRTA so that

the Central Transportation Planning Staff could assist the agency in developing and improving its services and their performance.

Many of the recommendations of the previous studies have been implemented with the exceptions of recommendations for which the agency did not have funding.

Fare Rates and Collection Methods

Fare Collection System

MWRTA accepts cash and passes for fare payment. As a member of the Charlie Card consortium, and the first RTA to implement the Charlie Card system, the MWRTA is a pioneer in “interoperability” within the Commonwealth. The Charlie Card system provides interoperability with a number of Massachusetts transit systems including neighboring systems such as the Worcester Regional Transit Authority (WRTA) and the Massachusetts Bay Transportation Authority streamlining system transfers.

Interoperability means that the fare card used on one system is accepted on the other system. An example of this is that a person living in the MBTA service area may take the MBTA green line service and transfer to the MWRTA using a single fare card. While each agency, deducts the appropriate fare from the card, the customer transfer experience is streamlined. It should be noted that the MBTA’s commuter rail system does not accept Charlie Cards as payment.

The Charlie Card is a stored value card which allows a customer to add value to the card. The value is then stored until the customer uses the card. For example a customer may obtain a Charlie Card and put \$10 of value on it. As the customer uses the card, the fare value is deducted from the card on a per trip basis. The Charlie Cards are reusable so when the value gets low the customer can “re-load” the card.

MWRTA uses Scheidt Bachman fareboxes which in addition to improving the customer experience, allow the transit authority the opportunity to collect significant amounts of data about our passengers and their travel patterns. The agency is able to quickly and easily run reports which tell us about who are customers are and how they use our system including ridership by route, stop and time of day. MWRTA continuously reviews this information and uses it to adjust our services as appropriate.

The Charlie Card system is very popular with our customers. Since implementing the Charlie Card service we have seen the percentage of riders using Charlie Cards swell to over 60% of all trips. MWRTA incentivizes customers to use the card by discounting the fare for users with Charlie Cards.

MWRTA Fares

The Authority made a decision early on to use only the “smart card” applicability of the S&B fare box system as well as cash. It has not entertained the ticketing portion of the hardware capability to cut down on potential maintenance issues with the use of paper in the system as well as to simplify the fare process for the customers. This policy has served the system well.

MWRTA passengers may pay for their trips with exact change or with a Charlie card. The agency encourages the use of Charlie Cards by providing a discount for people using the card. The reason MWRTA is encouraging the use of the Charlie cards is four-fold:

1. It allows for passengers to pre-pay their fare which expedites boarding.



2. It reduces the amount of actual money that the Authority processes as people are more likely to put \$5 or \$10 on the card at a time as opposed to having to have exact fare on hand.
3. It provides a significant data resource tool for the agency to better understand our customers and how they use the system.
4. It streamlines the transfer process.

Charlie cards are also useful in passenger disputes so that if a passenger claims to have added value to a card we can cross reference it through farebox revenues to ensure that the claim is valid. Similarly, the card leaves a paper trail so that if the card is lost or stolen, we can cancel and replace the card. This feature only works if the card holder can provide the card number.

Passengers can obtain a Charlie Card from either a driver or at the MWRTA offices at 37 Waverly Street, Framingham, MA 01702. Charlie Cards are also available at Framingham Town Hall as well as at the Town clerk’s office in the Natick Town Hall. Value can be added to the cards at the MWRTA hub or on board any MWRTA bus. Customers can also add value to the card over the internet by going to the MBTA’s website at:

<https://charliecard.mbta.com/CharlieCardWebProgram/pages/reloadCharlieCardIV.jsf>

MWRTA customers receive reduced fares if they use a Charlie Card. The reasons for this is it simplifies our cash handling as we receive more \$5, \$10 and \$20 and less nickels, dimes and quarters, speeds up boarding times, and provides us with additional data which allows us to make better operational decisions.

The agency also allows provides discounts for a wide variety of system users including:

- Students
- Young children (under 6)
- Seniors
- People with Disabilities
- Individuals who are legally blind
- Soldiers in uniform

Fare discounts for seniors and people with disabilities provide an incentive for seniors to choose fixed route services over more expensive paratransit services. Discounts for youth, help the agency teach upcoming generations how to ride the bus and make transit more affordable for families.

Current Fares are as follows:

Fare Type	Cash	Charlie Card
Adult	\$1.50	\$1.25

Students (under 18 or with current School ID)	\$1.00	NA
Children (under 6 when accompanied by an adult)	Free	NA
Senior (65 or older with photo ID indicating date of birth)	\$0.75	\$0.70
Individuals with disabilities (must have valid Transportation Access Pass from the MWRTA or the MBTA or a Medicare card)	\$0.75	\$0.70
Legally Blind (with ID from the Commission for the Blind)	Free	Free
Soldiers in Uniform	Free	Free

Most of these fares have been in place since 2011 with the implementation of the MWRTA’s Charlie card system. MWRTA, however, recently implemented a fare adjustment to account for inflationary costs and to streamline fare collection. MWRTA believes that fares are a dynamic part of the system that will evolve as the system grows and changes. The fare increase was limited to the full adult fare on the Charlie card, raising it from \$1.10 to \$1.25. MWRTA has held public meetings regarding the fare change and the Board approved the change at its September 2015 Board meeting. The increase took effect on November 1, 2015.

It should be noted that the MBTA and MWRTA are two separate agencies. Purchase of an MBTA pass does not allow the user to ride on the MWRTA system without payment of the MWRTA fare. The MWRTA does not sell passes for unlimited trip use during a specific period.

Replacement Card Policy

While MWRTA encourages the use of Charlie Cards, we have established a replacement card policy to ensure personal responsibility.

- Card 1&2 – provided free of charge
- Card 3 - \$5.00 fee
- Card 4 - \$10.00 fee

The MWRTA will not issue more than 4 cards to any one individual.

MWRTA Transfer Policy

Transfer coupons are available on all buses and are good for transfers between all route buses. Riders wishing to transfer from one bus to another, free of charge, must ask the driver for a transfer coupon and then present the coupon to the driver of the next bus. The transfer must be used within 30 minutes.

Commuter Checks

Commuter Checks are vouchers that are redeemed for prepaid Charlie Cards. They are provided tax-free by employers in amounts up to \$100 per month. Commuter Checks are an employee benefit. Riders are

encouraged to contact their Human Resources Department to determine if their company offers this service.

Environmental Policies

In June 2010, the Massachusetts Department of Transportation established GreenDOT as a comprehensive environmental policy to lead the Commonwealth towards sustainability. The plan, which is broken down across multiple modes, highlights important steps that can be taken to promote sustainability within the Commonwealth.

The policies outlined in GreenDOT are designed to promote sustainability through transportation modes by primarily addressing three main goals:

1. Reduction of Greenhouse Gases
2. Promotion of healthy transportation choices including walking, bicycling and use of public transit
3. Support of Smart Growth Development

The Comprehensive Service Assessment embraces these goals and provides recommended transit service improvements that will help the Commonwealth to achieve them for economic, social and ecological benefits. Adding new services or improving productivity of services will result in the reduction of greenhouse gases as people choose alternatives to single car occupancy. Similarly, the Commonwealth will experience a wider range of modal choices as more options become available and trip patterns will support development in those areas easily to reach through walking, bicycling and public transit.

The implementation of GreenDOT plan is developed around seven themes:

- Air quality
- Energy Consumption
- Material Procurement
- Land management
- Transportation and Design
- Waste Management, and
- Water Resources

The development of this CSA supports a number of these themes while promoting public health and quality of life for all residents.

MassDOT has further strengthened the implementation of these goals calling on the State as a whole to triple the number of trips taken by walking, bicycle, and transit. This level of mode shift can have a profound impact on our communities by establishing and encouraging choices that affect the commonwealth's neighborhoods health and quality of life.

This CSA has allowed the MWRTA the opportunity to review its services to identify opportunities to improve system efficiency and has highlighted those areas in which opportunities exist for service expansion. MWRTA has further incorporated the intent of GreenDOT into its other actions. The agency is committed to right sizing its vehicles, opting for small (25 foot), nimbler, vehicles to better serve suburban neighborhood transportation needs. In addition, we have installed bike racks on all of our

fixed route vehicles so that we can provide a greater access to transit for people with origins and destinations that are not directly on a bus line.

One of the most environmentally friendly decisions that the MWRTA has made is the rehabilitation of its new operations and maintenance center at 15 Blandin Avenue. Rather than tearing down an existing building or building on an undeveloped site, the MWRTA deliberately choose to use an under-utilized, former Boston Edison/ NSTAR building as its operations and maintenance center breathing activity back into the neighborhood. Ninety percent of the infrastructure has been recycled and not carted off to the land-fill. The mechanical system has been completely replaced with energy efficient HVAC, electrical, and plumbing. A state of the art water reclamation system recycles the rain water to use as grey water for the sewer waste. All lighting has been replaced with highly efficient, low wattage LED bulbs, both inside and outside of the property. A highly efficient aluminum “skin” with external insulation has been incorporated into the buildings design and a state of the art bus washing building will be built later this year.

MWRTA has also begun an irrevocable course to the use of CNG. In partnership with regional communities, the MWRTA will construct a CNG fueling facility at its new Blandin Avenue facility. The new facility will allow for CNG fueling improving air quality in the region and driving down operating costs for the transit authority. Savings and revenue from the fueling facility will be redeployed into in to the provision of additional service in the region.

The Authority will convert 20% of its rolling stock each year to CNG with the goal of complete conversion in five years. It has already retrofitted its maintenance facility at Blandin Avenue to be able to maintain CNG vehicles and will be open to assist municipalities who cannot afford the conversion of its garages at this time to using the Blandin garage.

Because the MWRTA is halfway between Boston and Worcester, its proximity is essential to the growth of the CNG industry in this region. The short term plan is to promote CNG and to establish a foothold for the fuel in the area. Long term plans include capturing a small percentage of the revenue stream from the sale of CNG to both the public and municipalities as the industry grows. The revenue stream would be reallocated back into the transit operating system to help underwrite the cost of public transportation in the MetroWest area.

Regional Job Creation Goals and Employment Needs

MWRTA is part of the metropolitan Boston area. As such, planning is performed not only at the local level but also at the regional level by the Metropolitan Area Planning Council. All planning completed by the organization is guided by Smart Growth Principles which were adopted by MAPC in 2003.

MAPC's planning principles are as follows:

Good planning practice should generate patterns of growth that will benefit the people of Greater Boston and the communities where they live. With such growth comes new jobs, opportunities for advancement, homes for people of various incomes and many other amenities of life.

1. Encourage community and stakeholder collaboration in development decisions.
2. Integrate people and place.
3. Promote regional equity and reduce local and regional disparities.
4. Strengthen regional cooperation.
5. Promote distinctive, attractive communities with a strong sense of place.
6. Preserve open space, farmland and critical environmental resources.
7. Encourage development in currently developed areas to take advantage of existing community assets.
8. Mix land uses.
9. Take advantage of compact development design and create walkable neighborhoods.
10. Promote economic development in ways that produce jobs, strengthen low and moderate-income communities, and protect the natural environment.
11. Create a range of housing opportunities and choices in cities and towns throughout the region.
12. Promote more transportation choices through the appropriate development of land.
13. Develop predictable, fair and cost effective regulatory approvals for smart growth oriented developments.
14. Encourage fiscal policies that support smart growth.
15. Enable smart growth by reforming existing zoning.

MAPC has used these principles in the development of the following specific plans to build infrastructure improvements in the Metrowest to accommodate economic growth. Access, such as that provided by MWRTA, is critical to realizing these goals.

Metrofuture Plan

Economic development planning for the region is directed through the Metropolitan Area Planning Commission's Metrofuture Plan. MetroFuture comprises 65 specific goals for the year 2030, as well as objectives and indicators which are being used to measure progress toward achieving these goals, and 13 implementation strategies containing hundreds of recommendations for actions needed to achieve the regional goals.

The MetroFuture plan covers 30-years and 101 cities and towns in the Boston urbanized area. The plan supports a vision of smart growth and regional collaboration through the promotion of:

- efficient transportation systems
- conservation of land and natural resources
- improvement of the health and education of residents
- an increase in equitable economic development opportunities for prosperity

Public transportation is critical to achieving these goals. MWRTA contributes to each of these goals by providing access for residents of the metrowest region.

Framingham 9/90 Tech Park Study

The Framingham 9/90 Tech Park Study was completed in 2014. The plan calls for increased density and economic development in that 9/90 area. The reason for this conclusion is to leverage use of existing transportation infrastructure in the area and building of a bigger node to encourage further development of ancillary business services. This report is a follow up report to the earlier Route 9 Smart Growth Plan and highlights the importance of first and last mile connections from the commuter rail stations to business parks.

Downtown Framingham Transit Oriented Development

MAPC has completed a downtown development plan for Framingham to encourage “transit oriented development.” Transit oriented development, or TOD involves the concentration of development in a manner that encourages the use of alternative transportation means: walking, bicycling and transit. It is realized in dense communities which allow people to live work and play in the same neighborhood without the use of a car.

MWRTA has been active in working with the Town of Framingham, Framingham State University, Framingham Downtown Renaissance, MassBay Community College and others in implementing the recommendations of the Downtown Framingham Transit Oriented Development. The Authority is working very closely with MassDOT and the MBTA to develop an MOU pilot project which will allow the Authority to have oversight over the maintenance and parking at the Framingham Commuter Rail Station (CRS). The Authority would use the revenues from parking to fix and maintain the CRS, as well as expand parking opportunities. It is the goal of the MassDOT and the MBTA as well as the MWRTA to not only increase ridership on the commuter rail but also to make it a pleasant experience. The MWRTA has already invested \$70K of its 5307 funds to accommodate buses through the current parking facility (banana lot) while at the same time enhancing the safety and efficiency of current parkers of the lot.

The MWRTA Administrator is an active member of the Board of Directors for the Framingham Downtown Renaissance Committee whose support and partnership enhances this endeavor.

Marlborough Village Downtown Zoning Overlay

The Marlborough Village Downtown Zoning Overlay provides for a distinct set of planning regulations that encourage the concentration of growth in the area around existing infrastructure and transit resources. The zoning overlay relaxes traditional suburban zoning ordinances to allow for increased density, building placement and reduced parking requirements. Because of the reduced parking, it is critical that public transportation resources be available in the area. MWRTA supports TOD concepts such as this as it will also assist the region in mitigating the effects of congestion by providing opportunities for people to live and work in the same neighborhood allowing car ownership to be a choice rather than a necessity.

Upcoming Studies

MAPC initiated a new study in the fall of 2015 in partnership with Wellesley which will promote the concentration of growth around existing infrastructure and transit resources – both commuter rail and bus. The study will focus on improvements to adapt the Route 9 corridor to be accommodate multiple modes including cars, bikes, pedestrians and transit. This study is being timed to insure that recommendations are carried forward during a MassDOT resurfacing project which is scheduled to occur in a few years.

In addition to studying the region for targeted infrastructure investment, several workforce readiness programs have been adopted.

MWRTA is working with the Town of Framingham, Framingham Downtown Renaissance, Framingham State University, and MassBay Community College to establish classroom locations in downtown Framingham. Relocation of the learning environment will invigorate the downtown area and provide a stimulus to downtown businesses. In addition, proximity to transit services both MWRTA and MBTA commuter services will provide access to the educational opportunities. The Authority is working closely with FSU to provide “incubator” space for its Entrepreneurial Program once the second floor community room at the Blandin facility is completed.

The MWRTA is also addressing the employment needs of the transit industry. The agency has established an internship program which provides students with real world experience in the transit industry. MWRTA has had interns to study the following areas:

- Call Center/Mobility Management
- Planning
- Graphics
- Marketing and Communications
- Information Technology

MWRTA’s goal for establishing these internships is to develop interest and expertise in the transit industry as well as to work with talented students who can provide us new ideas and insights. In addition, the MWRTA and Framingham State University have worked together to institute transit services on campus. The MWRTA will continue working with local student populations to ensure that we develop future industry talent. A major component of this initiative is the Commercial Driver’s License Program. See appendix B.

MWRTA CDL Program

MWRTA has married the needs of the industry for more CDL trained drivers with the needs of under employed/unemployed workers. By providing training MWRTA is able to help workers become gainfully employed in jobs which provide opportunities to move into middle class jobs. MWRTA works with a number of social service agencies including and specifically the South Middlesex Opportunity Council to identify candidates and promote the programs. Other referrals have been from transportation

companies which have sought additional skill sets for their employees or from walk-ins who have heard about the program through our extensive community outreach programs, as well as COAs.

The program, which has received independent funding from the state of Massachusetts, has resulted in dozens of program graduates moving some individuals from homelessness and others up the career ladder. A project sheet providing additional information on this program is included later in this report.

The bottom line for the first year of the program was that 50 CDLs, at a value of \$3,000 each were earned for a \$100,000 investment by the Commonwealth (thanks to an earmark sponsored by Senator Karen Spilka), equaling a net gain of \$50,000 for the investment. This however does not measure the net gain of human investment where people who were formally making minimum wage, or even homeless are now earning \$15 or \$16 an hour and paying taxes into the system.

The MWRTA is beginning its second year of the CDL program with very high expectations of success. Goals for the program this year are to:

- Accelerate program from Class C to Class B with air brake endorsement.
- Increase number of graduates.
- Reach out significantly to environmental justice community for applicants.
- Generate Revenue.

Service Deployment and the Region's Workforce

The legislature in requesting this study asked each regional transit authority to determine if its services were deployed in the most effective way to meet the workforce demand. After analyzing the travel patterns and employment opportunities in our region the answer is that the MetroWest region is diverse and offers a wide range of employment opportunities from high-tech/high pay opportunities to low wage service sector jobs. MWRTA serves the peak commuting times while recognizing that many of our low income riders work alternative schedules. The Authority works to meet their needs as well within the constraints of available funding.

However, most of our fixed route services are geared specifically to meet the needs of the traditional workforce. We have implemented shuttles to key employers, provided first and last mile service by meeting MBTA commuter rail trains and initiated reverse commute services which link the green line to fixed route transportation in the along the Route 9 corridor, where the opportunity to transfer for free is available at the Natick Mall.

The Administrator serves on the Board of Directors of the 495 Partnership, is a member of the MetroWest Chamber of Commerce, and supports the local TMAs to better focus on the needs of MetroWest constituents and the economic development in the region. It should be noted, however, that a major focus of the MWRTA is the employment of the disabled. The Administrator also serves on the Board of Directors of the Center for Independent Living (MWCIL) who has been extremely helpful to the Authority as it created and built its demand response service. It was there that the Administrator learned about how transportation is a barrier to employment for those who are disabled.

The disabled community has a 70% unemployment rate, while those disabled who are not cognitively challenged are in the 95th percentile of educated people. The MetroWest unemployment rate is consistently under 5% and hovered around 5% and 6% during the recent recession, because of the highly educated workforce demographic of the area. Although this CSA is mainly focused on fixed route, the fact is that the MWRTA's operating budget is split relatively equally between the fixed route and demand response pieces of business it does. As a result, the mission to provide both types of service demands equal attention. At MWRTA they get it.

Further, the MWRTA call center now employs almost 35% of its workforce are people with disabilities, both ambulatory and visually. The Authority works closely with the Commission for the Blind, who supply the Authority with hardware, software, and training to accommodate those who are visually impaired. Additionally, the Commission holds job fairs and makes recommendations for its clients.

The Authority has also made accommodations for its non-ambulatory workers using wheelchairs by implementing adjustable desks. Every workstation in the call center has an adjustable desk. The bottom line for this strategy is that the workforce of the RTA has developed an empathy in dealing with its elderly and disabled customers, who in return have developed a better working relationship and respect for the call takers. The customer service complaints have been drastically reduced with the positive attitude emanating from the call center. See <http://youtu.be/9lpTHvzIChY>

MWRTA wants to do better for our customers. We want to provide them with service that will allow them to take public transportation both to and from their job. We believe this is only possible by expanding our hours of operation which will require additional revenue streams.

Public Involvement Program

MWRTA worked with our system experts to solicit ideas for system improvements – and by experts we mean our staff, drivers and customers. In writing this document, front line employees were asked:

1. What could we do to make the system better?
2. Where do our customers want to go that we don't already go?

MWRTA began by placing an article into our agency's internal newsletter. The newsletter reached all employees of MWRTA as well as our contractors. In the newsletter we described the study and asked for assistance in seeking ways to improve the existing services as well as future opportunities. Following the newsletter information was posted in the drivers break room and a suggestion box was established to allow drivers an opportunity to provide anonymous input into the study.

In addition, MWRTA staff interviewed First Transit Management including dispatchers to glean additional input into the system.

Input from employees revealed that passengers wanted to travel to several locations presently unserved by MWRTA including Foxwoods Casino and Worcester.

MWRTA is aware of those desires and currently tries to facilitate out of area trips by providing connections to other services such as the MBTA and private carriers. For example, the agency provides service to the Logan Express lot at 11 Burr Street Extension in Framingham which connect with regional carriers who can provide connections to out of service locations and to the MBTA green line and commuter rail systems to facilitate connections to Boston and Worcester.

Contractor input also indicated that timing for the routes was unrealistic and that the drivers were unable to meet schedules. MWRTA is aware of the issue and is working to adjust the schedule to better match running times.

We also conducted a survey on all of our buses over the course of three days. When passengers boarded the bus, they were given a survey and pencil and asked to answer one simple open-ended question:

How could the MWRTA improve the fixed route bus system?

As an incentive to filling out the survey, customers were given the option to enter their name into a drawing for a chance to win a \$50 Charlie card. We believed that in giving customers a blank slate, we would receive the best unfiltered feedback. In total 135 passengers filled out suggestion forms.

Each of these responses were categorized into the specific areas for concentrated analysis. The areas are:

- Fare collection/Charlie Cards – Responses regarding fares, how fares are paid and other fare policies related response

- On time performance – Compliments or complaints regarding the agency’s on time performance and suggestions to improve on time performance
- Staffing comment – Comments reflecting compliments and complaints regarding personnel
- More Service
 - More weekend service
 - New routes
 - Longer span of service
 - More frequent service
 - Capacity
- Routing Issue
- Transfers
- General Compliment
- General Complaint
- Bus Stops and Infrastructure
- Technology

Some of the responses covered more than one area, in those cases, the response was broken down in each area to insure that an appropriate analysis of the responses occurred. Typos and misspellings were included to preserve the original response. A complete listing of all of the comments is included in Appendix A.

Charlie Card

- Card balance seems to be deducted even when not used!
- Have rewards on Charlie cards.
- If we loose money while loading in Charlie card, it would be great if money could be refunded through the phone when we give Charlie card number.
- Change the Charlie transfer system so the patrons don’t have to pay again when they’ve been waiting for their transfer bus that is 20-40 minutes late. Why should the patron have to pay again because of traffic, construction or a new driver? At least let the machine accept a transfer that was from exactly 90 minutes ago instead of 89.
- Working transfer via Charlie card (Note: It’s better now.)
- Allow more time to put money on my Charlie card
- Accept paper Charlie cards
- In PM service from Green line, give a discounted transfer fare.
- Less Charlie card loading on busses (defeats purpose)

Seven of 134 (5.2%) of respondents mentioned the Charlie card fare system and provided input into how to improve the system. Each of the responses highlighted a unique aspect of the card.

On Time Performance

- Bus timings has to be improved (agree with the traffic delays)
- I wish they would add more buses so that they are not always late and the tracker is often down
- Be more on time

- Give more time to do the routes.
- Stick to the designated time schedule and allow waiting time until designated departure time.
- And the buses are mostly late or behind on time stops.
- Change the Charlie transfer system so the patrons don't have to pay again when they've been waiting for their transfer bus that is 20-40 minutes late.
- improve schedule that is stipulated,
- correct schedules
- MWRTA has the best timings.
- Please follow schedules! Sometimes buses are cancelled or too late to even matter. No point unless on schedule. Aren't you embarrassed that I once waited 45 minutes for a 9 in Framingham that never came?
- Put on additional bus when scheduled over at capacity and they pass u after waiting for 40 mins!
- need more buses for timely manner
- Run much closer to scheduled times.
- On time schedule if possible
- Came to work to the mall a few days a week. Had to wait for the #1 ½ hour off schedule TWICE. But your customer service is excellent.
- First bus of morning should be more on schedule
- The first #1 bus to Woodlawn to be consistent – not on time for trolley all the time
- It would be nice if they could be on time more often.
- Be on time!
- Accurate ETAs of buses need ap to track
- Be on time as it is schedule.
- The bus should be on time.
- Please improve timing
- Be specific with the time and actually be on time
- Change the schedules to fit time in for usual traffic in certain locations and enough time for drivers to take 10-100's
- I feel that the service is okay but it could be a little more accurate with the route time.
- Please adjust the schedules on Rtes 1, 6, 5
- less time between split shift

Twenty one percent of the respondents cited issues with a lack on of on time performance. Only one of the respondents indicated that buses were on time. Drivers and dispatchers at the transit authority confirmed that on time performance is an issue for the system.

Staffing Comment

- We like Jim – please leave him on the senior shuttle
- Gary on #5 Rocks!
- Knowledgeable bus drivers!
- Keep the same drivers on the routes every day.
- I use the NSS to Market Basket. Jim is great!!!
- Keep Market Basket bus and keep Jim. He's the best.

- More friendly drivers, some of them talk to you like you are nobody!
- PS I love Gary Rt 5
- Joe Sweet does not have a bus-side manner.
- For all bus drivers to be conscientious of traffic safety and passenger safety. Thank you.
- Pleasant drivers
- Most of the drivers are pleasant and helpful. Also the office personnel are very courteous and helpful too.
- Improve communication between driver and dispatcher as to ascertain whereabouts the bus so as to properly inform the public.
- Polite driver
- Curtious drivers,
- The customer wants the same driver on the rt everyday not a driver who doesn't know them or the rt #6, #7, #11 and so on. Same route 5 days a week.
- You should always know who your driver is
- The drivers could be more polite! I've been taking for years,
- I like when the drivers had fixed rts.

Thirteen percent of respondents commented on staffing at the MWRTA. Half of the comments were compliments to the drivers or staff. Most of the compliments praised the drivers and prove to the agency the quality of staffing we have as front line employees. MWRTA shared these compliments with our drivers and congratulated them on their customer service skills. We and our operator First Transit will continue to stress the importance of great customer service.

The next most common comment about drivers was a desire to have a consistent driver on fixed route services. The riders like to know who their driver is and when a driver consistently works on the same route they develop a rapport with their customers.

More Service

There were 59 comments requesting additional service. Most service comments were split into two categories a general request for more service which included a longer span of service, more frequent service or service to additional locations.

Requests for weekend service

MWRTA received twenty three comments requesting new service on weekends. Many of the comments referred generally to new service on the weekend but several comments mentioned specific routes including the Routes 1, 2, 3, 5, 6 and 9.

- Running a route 1 on Saturday even if for mornings only
- Weekends longer hours. More than two drivers.
- I would like to have buses on Sunday and to make Saturdays route longer in the day.
- Sunday and Holiday service also welcome
- Weekends please
- Also Saturday rest times and Sundays. The Selectman in Marlborough thought good idea.

- I would like the buses to run until 11 pm every day
- I would like route 5 to work on Saturdays!!!
- We need Route 9 bus over weekend so we can conveniently use for basic necessity.
- We could use buses on Sundays for people that work shop and visit. The city has it.
- It would be more helpful if we have Route 9 to Natick Mall on Saturdays and Sundays
- more buses on weekends
- More routes on the weekends
- could use earlier stops on Saturdays
- Want bus service on Sunday
- Would like more bus on route and buses to operate everyday including Sundays
- I would like to see the schedule for #'s 2&3 extended later in the evening Saturday.
- Bus #6 run on Saturday!
- Bus service on Sundays would be helpful for workers and church goers. Bus 5 gets me to church
- Add some more bus on Saturday like add on Route 9, Sundays, half day of bus services will be a good help. More service on Saturday please
- A #6 bus to run on Saturday would be great!
- A few more options on Saturday and some limited service on Sundays.
- Extend hours of service on Saturday. Saturday service for route 5

Other comments suggested new services and routing:

- The community would love more buses to run during the same times but running opposite directions
- Run a shuttle from there (Banana lot) to hub for buses so Natick buses can connect to 2, 3, 9
- Additional route 7C to Hudson going to Market Basket and Walmart.
- More buses to meet trains for the Marlborough-Southborough T run – morning and evening
- There should be more than one bus to Marlborough. 7C should go to Marlborough from Framingham
- Need more bus route
- Pickup at more MBTA stations, more pickup times,
- It will be better if there is a fixed route from Newton Highland to Wayland
- Create a Hudson route
- Wish the bus went Hudson
- I would like to see service to Bellingham, Hudson and Plainridge Casino
- The MWRTA should have enough routes to Milford in different hours.

Increasing the span of service, or length of time that the routes are operated:

- run earlier and later
- Extend route 5 schedule
- More hours 6 am to 11 pm
- To run later
- Early service on weekdays
- Longer hours.

- Fix the hours needed to go as long as people work. 5 am to 12:30 pm.

Improvements to the frequency of buses:

- Add more buses
- More buses at a time. At least two per route. It will help people get to work on time in the mornings.
- Need to add additional buses,
- It would be better if each route has bus service every 1 hour
- You should have more drivers/buses.
- Need more frequency of bus
- Increase the bus frequency during peak hours during our office time
- We just need more buses its hard to wait for the bus every hour and ½ with 3 kids
- You should have buses run every ½ hour on weekdays.
- Need to increase frequency
- More frequent service
- Increase of frequency
- Increase frequency of buses.
- More buses per route.
- More frequent bus trips to T stops!
- I'd to see: More buses on the road and more frequent

Capacity issues

- During rush hour add another bus to route 7-A
- More buses on each route. Sometimes it can be standing room only.

Transfers

A portion of the responses referred to transfer issues including allowing the validity of system transfers to be extended for a long length of time or to alter vehicle schedules to better accommodate transfers between services. It is common practice at MWRTA to “hold” buses to accommodate transfers. If a passenger is transferring to another route and tells the driver, the driver will alert dispatch to hold the transferring bus to facilitate the connection.

- Longer times on transfers now 90 minutes 3 hours would be better
- Make the schedules coincide with each other so I can get to work on time.
- The timing for when certain buses get to certain places ex – the 7 and 7C on Broad St
- Also have the first Woodland shuttle leave Woodland at 6:15AM. First Green line arrives at 6:08 AM.
- Bus 4 is the only bus that gets back to the hub before 7 pm to match bus 5. Before Route 2 changed it also matched up so missing one of the buses wasn't a big deal. Is there any way to get a pm bus to match bus 5? Sometimes there are events at the Natick Mall that ends at about 5-6 pm.
- (Translated from Portuguese) That it is possible to transfer from one service and return

- 10 and 11 are not in sync – if one is late we miss the other
- 10 & 11 to Cedar Garden. Be on time. Try to figure a way for Cedar Garden tenants to take #11 to Roche Brothers and get #10 back without waiting over 1 hour. What about a Roche bus for Cedar Garden
- Rte 1 wait longer while at Woodland stop
- Before the two and the three change routes at least one of them would get to the hub before seven pm. The only bus that can do this is four. If that is late then bus five can easily be missed. Is it possible to make it so another bus can get to the hub at night before seven?

Routing Issue

Routing suggestions provided insight into the desired trip making patterns of our customers. MWRTA will consider this input in the development of its system.

- Wish lift buses went to the center hub everytime
- 10 & 11 to Cedar Garden. Be on time. Keep Market Basket bus and keep Jim. He's the best. Try to figure a way for Cedar Garden tenants to take #11 to Roche Brothers and get #10 back without waiting over 1 hour. What about a Roche bus for Cedar Garden
- Eliminate looping up a street on the #3 route. Add Saturday service on the Route #1. Go further Weston route 9 possibly to Westborough
- I would like the route 8 bus to go to the Mall again.
- The 5:00 pm BCBS Boston Scientific Shuttle should just drop off at Southborough first.
- Eliminate Cole Court (?) in Milford run with excepting dropping people off that are on the bus – never pick people that go to Milford – some go to ride but do not get off at Milford, Rt 5 should eliminate Price Chopper on 1st run
- Return service to Central Hub.
- Need bus 7 to go to the Southboro train station. Express routing with MBTA schedule
- Go around RT 9 (somehow)

General complaint

Some of the responses were not about routes and performance but rather system issues including crowding, safety and cleanliness. MWRTA is embracing these suggestions and hoping to make improvements to satisfy our customer's expectations. For example, MWRTA is pursuing funding for the construction of a bus wash system which will reduce our maintenance costs as vehicles are currently hand washed. Using a bus wash will allow us to improve the cleanliness of our equipment as we will wash vehicles more frequently.

- Do all over and replace some of these drivers
- Much lower volume on the radio stations that the drivers have on,
- Buses are in need of cleaning
- The banana lot is not a safe place.
- Improve cleanliness,
- less crowding for safety

General Compliment

Despite specifically asking for service suggestions, many of the responses MWRTA received from its customers reflected their satisfaction with the service. MWRTA is proud of these responses as it reflects our dedication to put quality service on the street.

- I don't know if it could get better
- Good service
- I think its about as good as it could get.
- For me a very good
- Everything is good. TY
- Fine the way it is
- Good serves hole time
- But your customer service is excellent.
- Simply "superb". Thank "U" for service Thank "U" MWRTA
- Nothing. Continue to be consistent
- No changes necessary
- I don't know, everything is fine when I ride.
- I have no problem with the fixed route service as it currently is.
- The MWRTA seems to be a well run operation. Most of the drivers are pleasant and helpful. The rts I ride seem to run well. Also the office personnel are very courteous and helpful too. Rts 1, 10, 11
- Thanks for the current service MWRTA
- Thanks!
- Very good service,
- No its good enough
- (Translated from Portuguese) – Good service – keep improving for the public

Bus Stops/Infrastructure

MWRTA received numerous requests for additional signage, shelters and benches. MWRTA is aware of the demand for signage, shelters and benches. Several years ago, the agency hired staff to install more of these items which requires not only having the materials produced but also obtaining permission for installing them. Part of this program included partnering with local groups to build and install shelters and benches.

- Covered stop corner Winthrop/Rt 126
- Make stops better no far away from destination
- Need more bus stops.
- It'd be helpful to me to have the schedule posted at the stop.
- Maybe add more bus stops along main roads so passengers don't have to flag down in dangerous spots.
- The banana lot pick up/drop off needs to be clearly marked. It is very hard for people to cross the train tracks. Thank you.
- Needs a shelter at the Banana lot for inclement weather

- Benches to sit I have a broken hip bone especially at D&D@135 Rte and Presturk Drive and across @ Rite Aid Sat on dirt and tree sap
- Bus stops instead of flag down system, on time rides
- a Highland Plaza stop
- I am elderly and need a place to sit and stay dry when I wait for the bus
- Allow a wave down system at Macy's!
- Bus shelter at banana lot!
- Get rid of flag downs
- Take out the Adessa stop from Rt 4 and make it a request stop instead.
- Need more bus stops.

Technology

Over the course of the survey, MWRTA received a variety of comments and suggestion regarding technology. MWRTA prides itself on being a leader in technological advances and therefore welcomes these suggestions as ways to improve our technological interface with our customers.

One comment was that the agency should Improve its website. MWRTA is currently in the process of revamping its website to improve the customer experience. One of the new features will be the ability for the information to be resized for easier viewing depending on the customer's screen size so that whether the customer uses a smart phone, tablet or PC the website's content will be displayed in a way that enhances its readability.

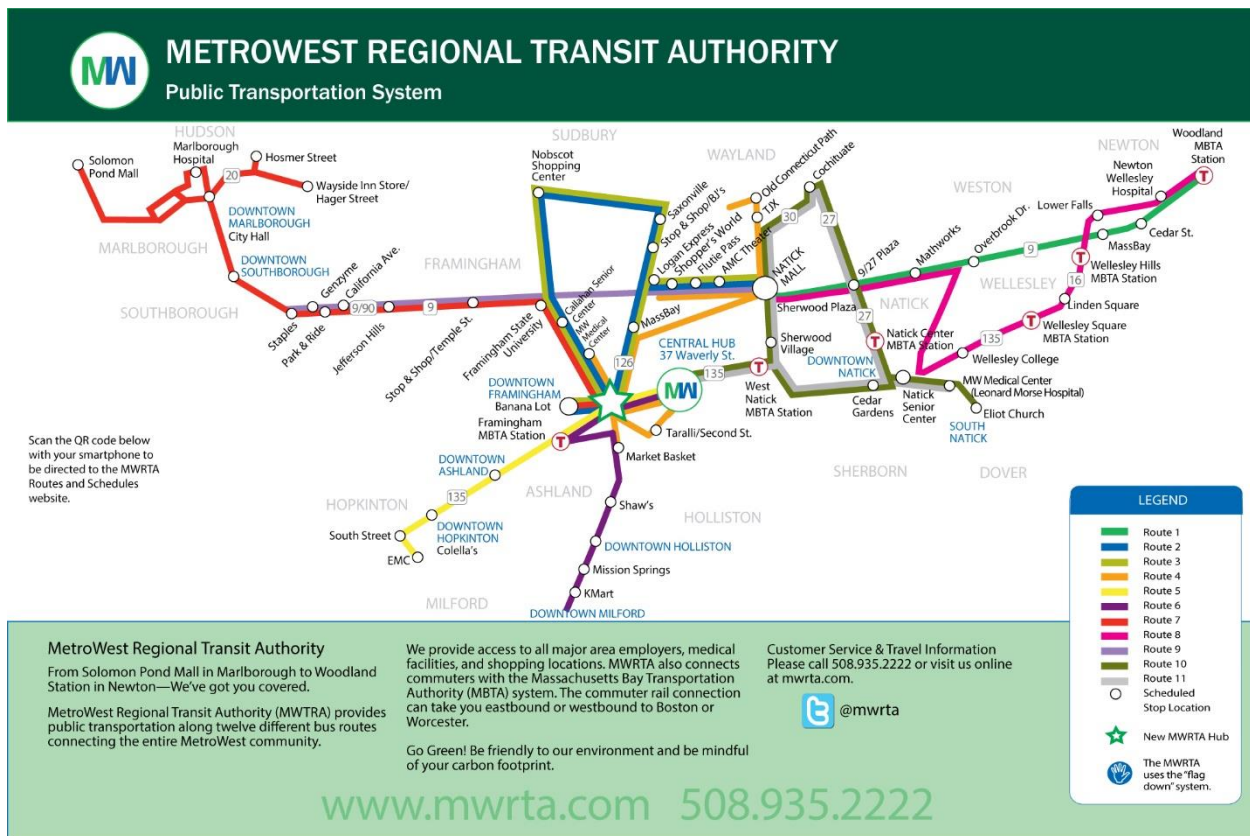
Other comments referred to the MWRTA real time tracking service. One comment praised the MWRTA's dispatcher's ability to provide real time information. Another customer requested that the locator be updated more frequently (the current refresh rate is every 10 seconds). One person indicated that the app is often down. This comment likely refers to a down period in the system when we transferred systems from an outside provider to an in house provider. The new system has experienced an extremely high reliability rate which provides our customers with accurate and dependable information.

There were several comments for additional technology applications as well. Customers suggested real time "next bus" notification at bus stops a well as for messaging aps which would alert them to issues with their individual bus routes. There was also a request for each driver to have a translator device to assist passengers with limited English proficiency. These initiatives are ideas the Authority will explore as funding becomes available.

- Dispatch tracking the bus when called
- Mobile app software (free),
- Bus stop boards
- messaging services
- A phone app or website would be best (to track if bus is on time)
- Increase of frequency Mobile app to track the bus
- tracker is often down
- Create an app where customers can see the schedules, location of the bus and write feedback

- Install bus arrival (real time) signboards at major bus shelters (ie Macy's Shoppers World, the Hub Banana lot. I've seen these in London and German cities,
- invest in some hand held translators for drivers to help non-english speaking passengers, Very common on Rtes 1, 2 ,3 ,10;
- Update website to see am and pm schedules and multiple routes on the same screen

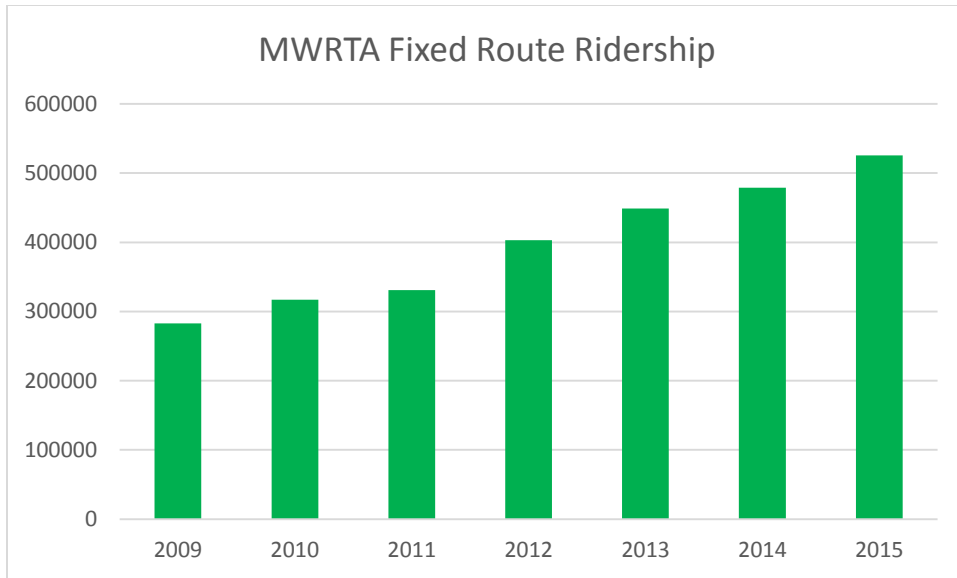
Comprehensive Assessment of Transit Services



Fixed Route Services

MWRTA has limited fixed route service. Routes are operated typically Monday through Friday with those routes with the highest ridership also operating on Saturday. MWRTA does not operate fixed route service on Sunday. The span of service is also limited beginning in early commuting hours but shutting down completely in the evening before many restaurants and shops close. Hours are further limited on Saturday. It also should be noted that many routes operate on hourly schedules.

Despite the limited service, fixed route ridership on the MWRTA system has increased 86% since 2009 moving from 282,624 in FY2009 to 525,442 fixed route riders in FY15. The increase represents an annual increase of 14.3%. MWRTA is proud of its rate of growth and believes these figures are proof of the viability of public transit in the Metrowest. MWRTA believes that if they were given additional resources to operate more frequent service, a significantly higher number of people would opt to take transit.



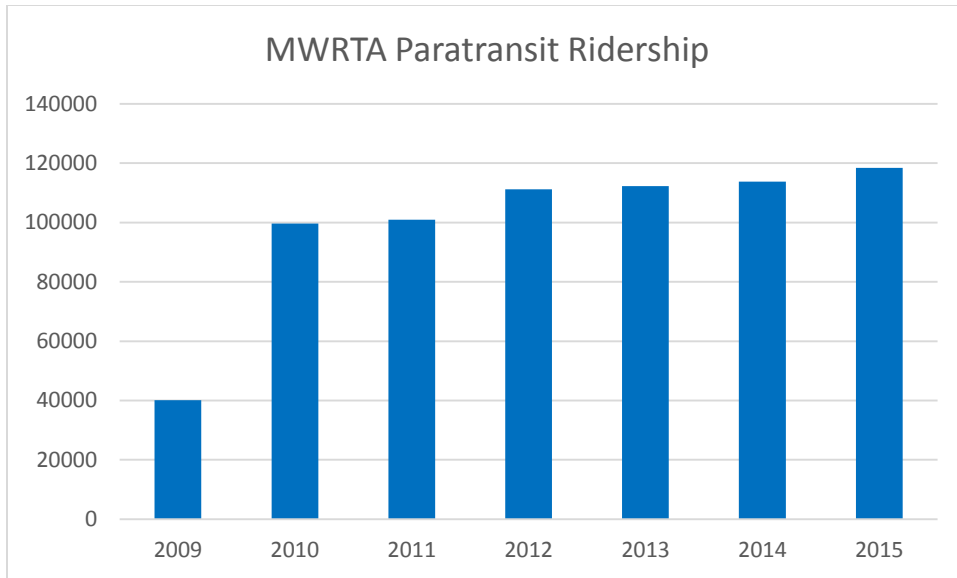
Paratransit

Prior to the MWRTA’s founding 2006, some of the agencies member communities were members of the MBTA service area. While the MBTA did not offer fixed route service, they did provide paratransit services through the MBTA Ride. When MWRTA was established, communities were told that there would be no degradation from the current level of service they were receiving from the MBTA.

Federal regulations require that a transit agency provide paratransit services in a three quarter mile band surrounding fixed route service and that the service need only be provided during hours of fixed route operations. The MBTA’s paratransit service provided mobility to Ride certified individuals on a nearly 24/7 basis. Because of this, existing Ride service customers were “grandfathered” in so that they would continue to receive the expanded hours of operation, however new riders would be subject to the regulatory minimums.

When the agency was formed the region already had a culture of paratransit however its familiarity with fixed route service was limited. Therefore numbers reflecting the paratransit growth show the agency starting with a healthy level of paratransit users which increased substantially in 2010 due to the addition of new communities and their existing paratransit riders.

Since that time, growth of paratransit services has averaged under 4% per year. The number of new paratransit riders is actually higher, however, as MWRTA has promoted a policy of travel training paratransit riders so that they can use fixed route services.



Route 1- Woodland/Natick Mall

History

Route #1 was created in March, 2009 to connect Woodland Green line Station in Newton to the Route #9 corridor as far west as Staples Drive at the 9/90 interchange. The impetus for creating this route was to have “interoperability” with the MBTA. Interoperability not only meant arriving at a common location to transfer passengers to and from each system, but also to be able to use the same fare media (Charlie Card). The MWRTA was the first RTA to be interoperable in this manner.

Initially, there were 5 buses running at 20 minute intervals. Because of the traffic challenges on State Highway Route 9, the schedule became extremely difficult to adhere to. The first change was to cut down to 4 buses and 30 minute headways. The service experienced an immediate increase in ridership, due to the more accurate, but not perfect, schedule adherence. The next change was to incorporate the MWRTA Route #9 (running along Highway #9) as part of the system and allow for some midday service.

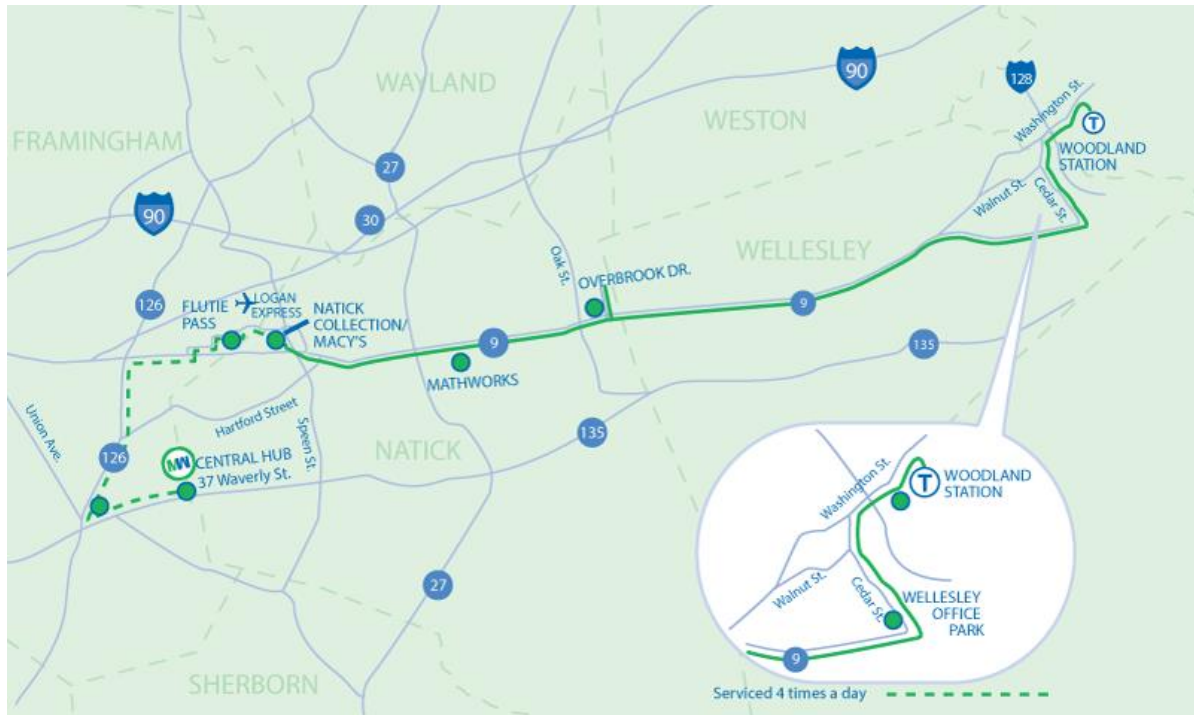
The major observation about the Route #1 service, that surprised the Authority, was that the majority of riders were “reverse commuters.” The analysis showed that because the commuter rail serving the MetroWest area did not stop between the Back Bay and Wellesley, a large segment of the population in the Newton and Brookline demographic, who were transit dependent as well as transit savvy, were not being served by the MBTA.

In 2014, with additional funding to connect to Westborough, the Authority split the routes while keeping the same amount of revenue hours. Route #1 has morphed into a shuttle with two continuously running buses, more able to complete scheduled terminus times as well as offer more transfer connections because it terminates at the Natick Mall. Additionally, the Route #9 also terminates at the Natick Mall, allowing for a connection to Westborough.

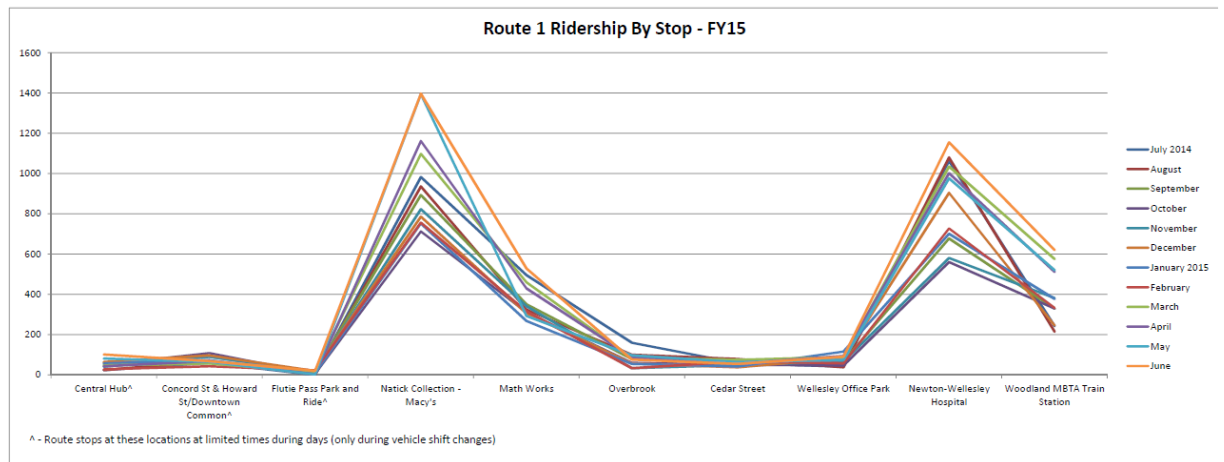
Assessment

Route # 1 ridership has been consistent and the service is particularly appreciated by reverse commuters who come to work and school in the MetroWest region. With the augmentation of Route #8 (a Wellesley local), the connection at the MBTA's Green Line in Newton is being enhanced. Time of Day (TOD) analysis however, shows that there is very low ridership in the midday which is served by two buses as well as the Route #8. The Authority will cut one of the midday buses and reallocate its revenue hours to the Routes #2 & #3. The Authority will also seek funding to expand service on Saturday and Sunday where there is currently no service and some demand.

Schedule and Map



	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub [^]	23	23	60	51	40	63	56	27	46	42	80	101	612
Concord St & Howard St/Downtown Common [^]	59	68	90	108	89	96	73	42	56	68	64	68	881
Flutie Pass Park and Ride [^]	0	2	12	5	14	20	8	22	16	4	2	20	125
Natick Collection - Macy's	983	936	894	713	823	786	752	756	1098	1162	1395	1397	11695
Math Works	496	324	351	310	341	305	268	316	459	430	292	528	4420
Overbrook	159	100	78	59	32	56	54	32	84	87	96	75	912
Cedar Street	58	78	63	50	48	37	41	66	74	56	62	54	687
Wellesley Office Park	40	37	67	46	66	83	116	57	88	93	74	90	857
Newton-Wellesley Hospital	1063	1080	678	560	581	904	701	728	1035	1002	977	1155	10464
Woodland MBTA Train Station	242	215	330	330	382	245	377	333	575	511	520	620	4680
Grand Total	3123	2863	2623	2232	2416	2595	2446	2379	3531	3455	3562	4108	35333



Cost of Service (FY 15)

	Total	Comparison to System-Wide Service
Service Hours Offered	5,071.53	9.25%
Total Est Cost of Service	\$311,412	9.25%
Ridership	35,280	9.25%
Cost Per Passenger	\$8.83	\$8.82
Passengers Per Vehicle Hour	6.96	6.96

[^] Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Routes 2 & 3- Framingham Loops (Clockwise and Counterclockwise)

History

Routes #2 & #3 were the original Local Inter-Framingham Transportation (LIFT) system created in the mid 1980's and overseen by the Town of Framingham who then privatized the operation. The service began as a loop system going both clockwise and counterclockwise, with its hub in downtown Framingham at Concord and Howard Streets. The Route #3 service looped through the downtown, the Golden Triangle at Highway Route #9, Saxonville, Nobscot, Framingham Center (at Highway Route #9), ending at downtown (counterclockwise.) Route #2 runs clockwise. Many tweaks have been made over the years, not only to the #2 & #3, but to the LIFT system itself. Routes #5, #6, #7 were added to the LIFT system in 1987, 1992, and 2000 respectively. Those Routes were added as a way to continue

funding for the core community (Framingham) with CMAQ funds. Route #5 then served Ashland and Hopkinton. Route # 6 served Ashland, Holliston, and Milford. Route #7 served Southborough and Marlborough. None of the other communities were asked to contribute to the service at that time.

Routes #2 and #3 are the core of the service in Framingham and have the highest ridership. Route #4 was added in 2008 to augment the high ridership to the Mall area as well as serve the environmental justice community on the otherwise unserved south side of Framingham. The Authority has recently moved the Routes #2 & #3 from its original “hub” at Concord and Howard Street to the MBTA’s Banana Lot with the intention to create more intermodal and better transfer opportunities for both its customers. The service has also augmented some first and last mile opportunities.

Assessment

Routes #2 and #3 are the core of the system with over one hour headways. There is a need to double revenue hours all day, expand hours of service weekdays to accommodate 2nd shift workers, expand hours on Saturday, and create a Sunday service. This service also has the potential to connect to Highway Route #20 in Sudbury which would open up the system to a significant amount of growing density in that corridor.

Schedule and Map- Route 2

2
ROUTE 2: Framingham Circuit
(Clockwise)

MetroWest Regional Transit Authority

ROUTE 2 (Monday-Friday Service)

Fare Information

Adult fare: \$1.50 cash / \$1.10 with a Charlie Card.
 Student fare: \$1.00 cash with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older)- \$0.75 cash with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card.
 Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA reduced-fare program.
 Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:
 New Year's Day
 Patriot's Day
 Memorial Day
 Independence Day
 Thanksgiving Day
 Christmas Day

Transfer/Connections

Transfer coupons are available on all buses and are good for transfers going in the same direction within the MWRTA system only. Transfers are not compatible within the MBTA system. One transfer per paid fare is issued upon request and must be presented to the next driver within 90 minutes.

Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, as well as in Downtown Natick. For MBTA schedule and service information call 617.222.3200.

Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.

Route 2 (Monday-Friday Service)

Effective Summer 2015

Please visit our website: www.mwrta.com
 Central Hub: (508) 935-2222
 Follow Us: @mwrta

MetroWest Regional Transit Authority
Public Transportation System

ROUTE 2 Weekday (Monday-Friday Service)

	AM						PM						
Waverly Hub (37 Waverly St.)	6:30						1:55						
Banana Lot**	6:35	7:35	8:35	9:35	10:35	11:35	12:49	2:04	3:19	4:34	5:49	7:00	
MetroWest Medical Center	6:36	7:36	8:36	9:36	10:36	11:36	12:50	2:05	3:20	4:35	5:50	7:01	
Callahan Center	R	R	R	R	R	R	R	R	R	R	R	R	
Framingham Center	6:39	7:39	8:39	9:39	10:39	11:44	12:58	2:13	3:28	4:43	5:58	7:04	
Vernon/Pleasant Sts.	R	R	R	R	R	R	R	R	R	R	R	R	
Edmands House	R	R	R	R	R	R	R	R	R	R	R	R	
Shillman House	R	R	R	R	R	R	R	R	R	R	R	R	
Nobscot Shopping Center	6:46	7:46	8:46	9:46	10:46	11:51	1:05	2:20	3:35	4:50	6:05	7:11	
Pinefield Shopping Center	6:50	7:50	8:50	9:50	10:50	11:55	1:09	2:24	3:39	4:54	6:09	7:15	
Framingham High School	6:52	7:52	8:52	9:52	10:52	11:57	1:11	2:26	3:41	4:56	6:11	7:17	
Super Stop & Shop	6:55	7:55	8:55	9:55	10:55	12:05 P	1:14	2:29	3:44	4:59	6:14	7:20	
Target/Whittier Sts. 2	6:58	7:58	8:58	9:58	10:58	12:06 P	1:17	2:32	3:47	5:02	6:17	7:23	
Shoppers World East	6:59	7:59	8:59	9:59	10:59	12:07 P	1:18	2:33	3:48	5:03	6:18	7:24	
Natick Mall (Macy's) 1	7:06	8:06	9:06	10:06	11:06	12:11 P	1:25	2:40	3:55	5:10	6:25	7:31	
Shoppers World Shelter	7:09	8:09	9:09	10:09	11:09	12:14 P	1:28	2:43	3:58	5:13	6:28	7:34	
Kohl's	7:10	8:10	9:10	10:10	11:10	12:15 P	1:29	2:44	3:59	5:14	6:29	7:35	
Rt. 30/Rt. 126, Concord Street	7:12	8:12	9:12	10:12	11:12	12:17 P	1:31	2:46	4:01	5:16	6:31	7:37	
Arsenal Road Bus Stop	7:14	8:14	9:14	10:14	11:14	12:22 P	1:35	2:50	4:05	5:20	6:35	7:39	
MassBay Community College			9:15	10:15	11:15	12:23 P	1:36	2:51	4:06				
Rose Kennedy Lane*			9:16	10:16	11:16	12:24 P	1:37	2:52	4:07				
Lincoln/Pearl Sts.	7:19	8:19	9:19	10:19	11:19	12:29 P	1:44	2:59	4:14	5:29	6:44	7:44	
Waverly Hub (37 Waverly St.)													7:55

Scheduled Times

Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.

The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.



MetroWest Regional
Transit Authority
Public Transportation System

Transfers

¹ Route 2 passengers can make the following transfers: Routes 1, 4 North, 9, 10, and 11 at Natick Mall (Macy's), Routes 7 and 9 at the Route 9 Pedestrian Bridge (near FSU) and the Route 7 at the Banana Lot.

² Route 2 passengers may get picked up or dropped off via Shoppers World for Logan Express.

Key

R - Request only- riders must call ahead to Customer Service at 508-935-2222 or notify the bus driver if onboard to request that the bus stop at the location.

*Stop may NOT be serviced due to snow/ice.

** Banana Lot is the Framingham MBTA Commuter Rail Station Northside Parking Lot

Route 2 Saturday Service

ROUTE 2 Saturday Service (Clockwise)

	AM			PM				
Central Hub (37 Waverly St.)	9:30			12:35	1:35	2:35	3:35	4:35
Banana Lot**	9:35	10:35	11:35	12:36	1:36	2:36	3:36	4:36
MetroWest Medical Center	9:36	10:36	11:36	12:39	1:39	2:39	3:39	4:39
Framingham Center	9:39	10:39	11:39	R	R	R	R	R
Vernon Street/Edgell Road	R	R	R	R	R	R	R	R
Edmands House	R	R	R	R	R	R	R	R
Shillman House	R	R	R	R	R	R	R	R
Nobscot Shopping Center	9:46	10:46	11:46	12:46	1:46	2:46	3:46	4:46
Pinefield/Water Street	9:50	10:50	11:50	12:50	1:50	2:50	3:50	4:50
Framingham High School	9:52	10:52	11:52	12:52	1:52	2:52	3:52	4:52
Super Stop & Shop	9:55	10:55	11:55	12:55	1:55	2:55	3:55	4:55
Target/Whittier Street	9:58	10:58	11:58	12:58	1:58	2:58	3:58	4:58
Shoppers World East	9:59	10:59	11:59	12:59	1:59	2:59	3:59	4:59
Natick Mall (Macy's)	10:06	11:06	12:06	1:06	2:06	3:06	4:06	5:06
Shoppers World Shelter	10:09	11:09	12:09	1:09	2:09	3:09	4:09	5:09
Kohl's	10:10	11:10	12:10	1:10	2:10	3:10	4:10	5:10
Rt. 30/Rt. 126 Concord Street	10:12	11:12	12:12	1:12	2:12	3:12	4:12	5:12
Arsenal Road Bus Stop	10:16	11:16	12:16	1:16	2:16	3:16	4:16	5:16
Rose Kennedy Lane*	10:19	11:19	12:19	1:19	2:19	3:19	4:19	5:19
Lincoln & Pearl Streets	10:23	11:23	12:23	1:23	2:23	3:23	4:23	5:23
Central Hub (37 Waverly St.)								5:30

Scheduled Times

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MetroWest Regional
Transit Authority
Public Transportation System

Key

¹ Route 2 Saturday passengers can make the following transfers:

Route 7 at the Banana Lot; 4, and 10 at the Natick Mall (Macy's).

*Stop may NOT be serviced due to snow/ice.

R - Request Only

**Banana Lot is the Framingham MBTA Commuter Rail Station Northside Parking Lot

Schedule and Map- Route 3

3 ROUTE 3: Framingham Circuit
(Counter Clockwise)



3 ROUTE 3 (Monday-Friday Service)

Cash Fare Information

Adult fare: \$1.50 / \$1.10 with a Charlie Card.
 Student fare: \$1.00 with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older)- \$0.75 with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card.
 Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA half-fare program.
 Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

Transfer/Connections

Transfer coupons are available on all buses and are good for transfers within the MWRTA system only. Transfers are not compatible within the MBTA system. Riders wishing to transfer, free of charge, from one route to another must ask the driver for a transfer coupon and present it to the next driver within 90 minutes.

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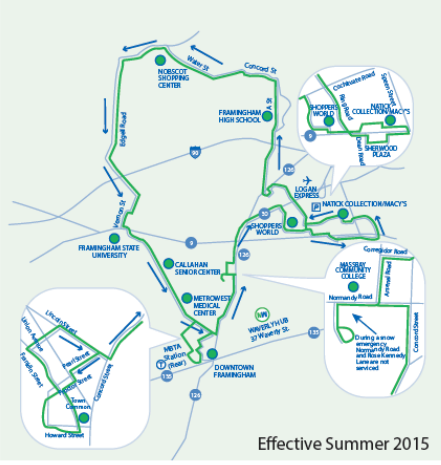
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No service provided on the following Holidays:

- New Year's Day
- Patriot's Day
- Memorial Day
- Independence Day
- Thanksgiving Day
- Christmas Day

Route 3 (Monday-Friday Service)



Effective Summer 2015

Please visit our website: www.mwrta.com
 MWRTA Customer Service: (508) 935-2222
 Follow Us: @mwrta

MetroWest Regional Transit Authority
Public Transportation System

3 ROUTE 3 Weekday Counter Clockwise (Monday-Friday Service)

	AM							PM							
Waverly Hub (37 Waverly St.)	6:15							12:45							
Banana Lot***	6:25	7:35	8:35	9:35	10:35	11:35		12:56	2:09	3:24	4:39	5:54	7:05		
MassBay Community College				9:41	10:41	11:41		1:04	2:19	3:34	4:49				
Rose Kennedy Lane*				9:42	10:42	11:42		1:05	2:20	3:35	4:50				
Rt. 30/Rt. 126 Concord Street	6:35	7:46	8:46	9:46	10:46	11:46		1:11	2:26	3:41	4:56	6:11	7:16		
Walmart	6:37	7:48	8:48	9:48	10:48	11:48		1:14	2:29	3:44	4:59	6:14	7:18		
Sherwood Plaza	6:39	7:51	8:51	9:51	10:51	11:51		1:17	2:32	3:47	5:02	6:17	7:21		
Natick Mall (Macy's) ¹	6:41	7:56	8:56	9:56	10:56	11:56		1:22	2:37	3:52	5:07	6:22	7:26		
Shoppers World East	6:43	7:57	8:57	9:57	10:57	11:57		1:23	2:38	3:53	5:08	6:23	7:27		
Target/Whittier Sts. ²	6:44	7:58	8:58	9:58	10:58	11:58		1:24	2:39	3:54	5:09	6:24	7:28		
Super Stop & Shop	6:45	8:03	9:03	10:03	11:03	12:03 P		1:29	2:44	3:59	5:14	6:29	7:33		
Framingham High School/A St.	6:47	8:05	9:05	10:05	11:05	12:05 P		1:31	2:46	4:01	5:16	6:31	7:35		
Pinefield/Water Sts.	6:50	8:07	9:07	10:07	11:07	12:07 P		1:33	2:48	4:03	5:18	6:33	7:37		
Nobscot Fire Station	6:55	8:12	9:12	10:12	11:12	12:12 P		1:38	2:53	4:08	5:23	6:38	7:42		
Edmands House	R	R	R	R	R	R		R	R	R	R	R	R		
Shillman House	R	R	R	R	R	R		R	R	R	R	R	R		
Framingham Center ¹	7:00	8:16	9:16	10:16	11:16	12:16 P		1:42	2:57	4:12	5:27	6:42	7:46		
Callahan Center	R	R	R	R	R	R		R	R	R	R	R	R		
MetroWest Medical Center		8:21	9:21	10:21	11:21	12:21 P		1:46	3:01	4:16	5:31	6:46	7:51		
Lincoln/Pearl Sts.	7:04	8:22	9:22	10:22	11:22	12:22 P		1:47	3:02	4:17	5:32	6:47	7:52		
Danforth Museum	7:05	8:23	9:23	10:23	11:23	12:23 P		1:48	3:03	4:18	5:33	6:48	7:53		
Waverly Hub (37 Waverly St.)														8:00	

Scheduled Times

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- ¹ Route 3 passengers can make the following transfers: 1, 4 North, 9, 10, and 11 at the Natick Mall (Macy's); Routes 7 and 9 at the Route 9 (near FSU) Pedestrian Bridge and Route 7 at the Banana Lot.
- ² Route 3 passengers may get picked up or dropped off alongside Logan Express at Shoppers World East.
- *Stop may NOT be serviced due to snow/ice.
- R - Request Only
- *** Banana Lot is the Framingham MBTA Commuter Rail Station Northside Parking Lot



Route 3 Saturday Service

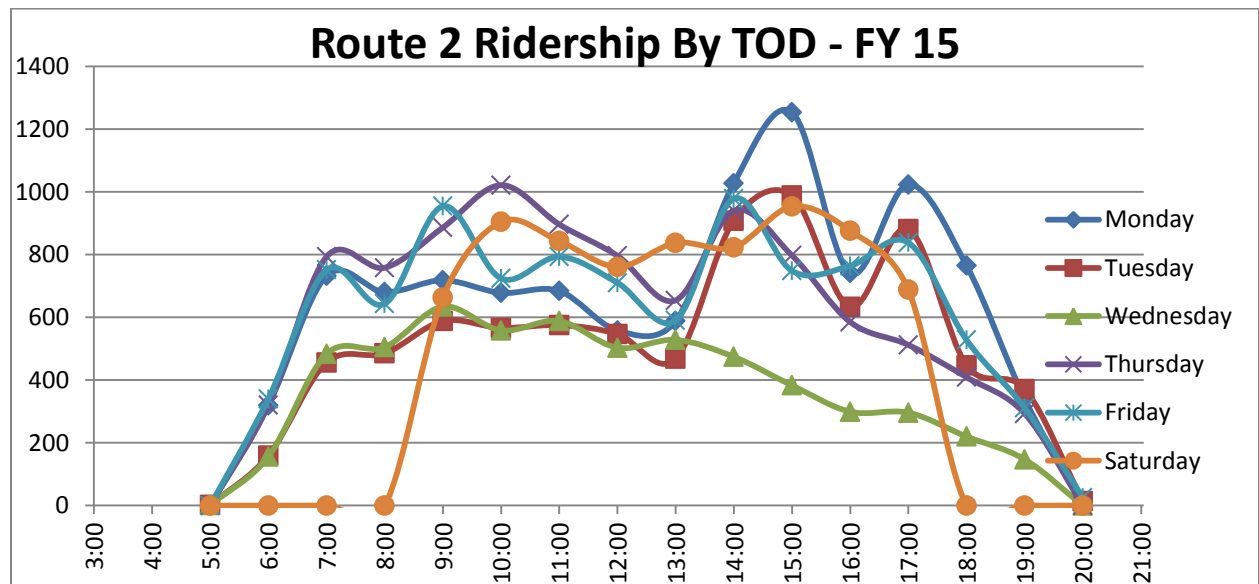
ROUTE 3 Saturday Service (Counter Clockwise)

	AM			PM			
Waverly Hub (37 Waverly St.)	9:00			12:05	1:20	2:35	3:50
Banana Lot***	9:05	10:05	11:05	12:10	1:25	2:40	3:55
Rose Kennedy Lane	9:07	10:07	11:07	12:15	1:30	2:45	4:00
Rt 30 & Rt 126 Concord Street	9:12	10:12	11:12	12:18	1:33	2:48	4:03
Wal-Mart	9:15	10:15	11:15	12:21	1:36	2:51	4:06
Sherwood Plaza	9:20	10:20	11:20	12:26	1:41	2:56	4:11
Natick Mall (Macy's)	9:25	10:25	11:25	12:29	1:44	2:59	4:14
Shoppers World East	9:27	10:27	11:27	12:31	1:46	3:01	4:16
Target/Whittier Street	9:30	10:30	11:30	12:35	1:51	3:06	4:21
Super Stop & Shop	9:35	10:35	11:35	12:40	1:56	3:11	4:26
Concord & A Street	9:40	10:40	11:40	12:45	2:01	3:16	4:31
Pinefield & Water Street	9:45	10:45	11:45	12:50	2:06	3:21	4:36
Nobscot Fire Station	R	R	R	R	R	R	R
Edmands House	R	R	R	R	R	R	R
Shillman House	R	R	R	R	R	R	R
Framingham Center	9:49	10:49	11:49	12:55	2:11	3:26	4:41
MetroWest Medical Center	9:51	10:51	11:51	12:59	2:15	3:30	4:45
Lincoln & Pearl Streets	9:52	10:52	11:52	1:00	2:16	3:31	4:46
Danforth Museum	9:53	10:53	11:53	1:01	2:17	3:32	4:47
Waverly Hub (37 Waverly St.)							5:00

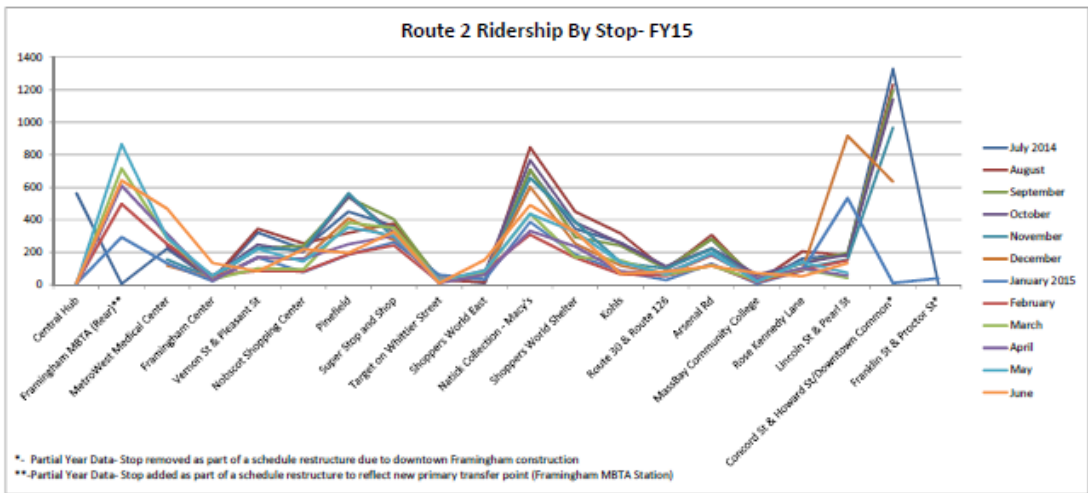
Scheduled Times
 Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.
 For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.
 The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

Key
 1 Route 3 Saturday passengers can make the following transfers:
 Routes 4 North and 10 at the Natick Mall (Macy's); and the Route 7 at the Banana Lot.
 2 Route 3 Saturday passengers may get picked up or dropped off alongside Logan Express at Shoppers World East.
 *Stop may NOT be serviced due to snow/ice.
 R - Request Only
 ***Banana Lot is the Framingham MBTA Commuter Rail Station Northside Parking Lot

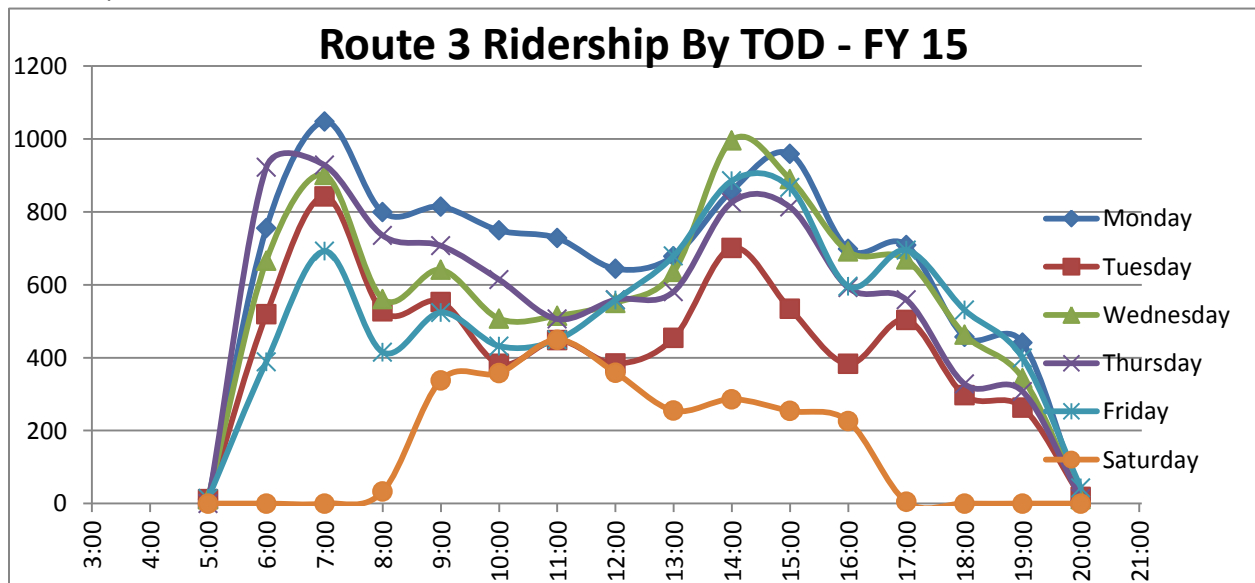
Ridership- Route 2



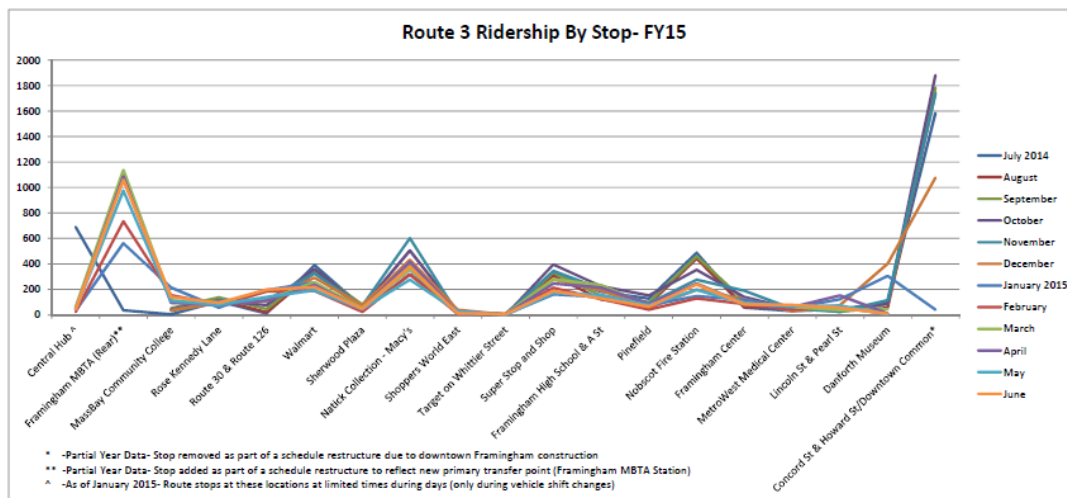
	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub	564	488	511	505	465	323	8	10	2	0	7	10	2893
Framingham MBTA (Rear)**	7						294	499	716	611	866	643	3636
MetroWest Medical Center	223	244	249	237	157	119	133	252	291	314	290	470	2979
Framingham Center	26	32	51	51	40	40	23	58	32	26	57	135	571
Vernon St & Pleasant St	322	345	224	247	227	167	170	86	101	170	221	84	2364
Nobscot Shopping Center	220	256	240	203	212	157	78	83	95	159	144	218	2065
Pinefield	451	319	538	544	564	409	186	188	383	250	354	197	4383
Super Stop and Shop	362	378	403	323	291	275	261	243	351	302	304	326	3819
Target on Whittier Street	43	29	29	31	39	36	61	16	20	11	28	11	354
Shoppers World East	10	17	64	74	58	64	32	90	78	64	89	154	794
Natick Collection - Macy's	706	847	709	768	659	602	387	310	439	333	436	491	6687
Shoppers World Shelter	346	451	293	384	387	253	186	168	171	235	325	325	3524
Kohls	259	316	241	256	138	119	81	66	150	81	139	69	1915
Route 30 & Route 126	104	90	98	113	100	63	29	55	63	74	66	81	936
Arsenal Rd	284	308	282	224	221	182	130	121	119	186	197	116	2370
MassBay Community College	7	17	40	61	31	40	8	16	28	39	20	72	379
Rose Kennedy Lane	160	206	133	135	103	87	87	90	98	101	141	52	1393
Lincoln St & Pearl St	185	179	197	185	156	918	534	150	43	57	74	133	2811
Concord St & Howard St/Downtown Common*	1329	1234	1196	1143	969	636	11						6518
Franklin St & Proctor St*	4						40	63	39	68	75	55	344
Grand Total	5612	5756	5498	5484	4817	4490	2739	2564	3219	3081	3833	3642	50735



Ridership – Route 3



Row Labels	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub ^	691	678	700	811	787	488	32	24	61	39	45	43	4399
Framingham MBTA (Rear)**	36						562	734	1137	1087	976	1059	5591
MassBay Community College	5	43	52	43	33	36	215	155	113	94	110	140	1039
Rose Kennedy Lane	107	119	137	112	109	95	57	78	91	79	78	94	1156
Route 30 & Route 126	12	21	46	76	116	109	195	184	115	112	140	198	1324
Walmart	390	332	349	361	326	292	254	187	255	236	193	218	3393
Sherwood Plaza	60	46	82	61	69	75	30	24	52	45	46	49	639
Natick Collection - Macy's	358	421	386	506	602	433	318	319	362	417	276	378	4776
Shoppers World East	12	11	26	26	9	39	27	9	18	11	27	12	227
Target on Whittier Street	8	0	3	0	3	3	5	8	3	2	0	6	41
Super Stop and Shop	328	307	334	396	344	278	161	212	279	246	172	187	3244
Framingham High School & A St	183	121	150	224	204	193	141	125	233	215	156	129	2074
Pinefield	128	82	100	153	91	55	75	41	70	86	75	64	1020
Nobscot Fire Station	487	441	460	353	276	198	147	129	244	245	196	239	3415
Framingham Center	57	61	110	141	189	122	119	85	91	85	91	82	1233
MetroWest Medical Center	30	61	64	48	48	29	54	42	63	60	66	78	643
Lincoln St & Pearl St	45	29	23	41	26	75	123	58	38	152	73	55	738
Danforth Museum	97	55	85	88	116	402	306	8	45	11	2	9	1224
Concord St & Howard St/Downtown Common*	1582	1746	1783	1881	1734	1076	42						9844
Grand Total	4616	4574	4890	5321	5082	3998	2863	2422	3270	3222	2722	3040	46020



Cost of Service (FY 15)- Route 2 Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	3,429	6.25%
Total Est Cost of Service	\$210,554	6.25%
Ridership	43,327	11.36%
Cost Per Passenger	\$4.86	\$8.82
Passengers Per Vehicle Hour	12.64	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Cost of Service (FY 15) - Route 2 Weekend

	Total	Comparison to System-Wide Service
Service Hours Offered	408	0.74%
Total Est Cost of Service	\$25,053	0.74%
Ridership	7,348	1.93%
Cost Per Passenger	\$3.41	\$8.82

Passengers Per Vehicle Hour	18.00	6.95
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^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Cost of Service (FY 15)- Route 3 Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	3,492.5	6.37%
Total Est Cost of Service	\$214,453	6.37%
Ridership	43,392	11.37%
Cost Per Passenger	\$4.94	\$8.82
Passengers Per Vehicle Hour	12.42	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Cost of Service (FY 15) - Route 3 Weekend

	Total	Comparison to System-Wide Service
Service Hours Offered	408	0.67%
Total Est Cost of Service	\$25,053	0.67%
Ridership	2,563	0.67%
Cost Per Passenger	\$9.77	\$8.82
Passengers Per Vehicle Hour	6.28	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Route 4- Natick Mall/Market Basket (Ashland)

History

Route #4 was created in 2008 as a service focused on the unserved south side of Framingham. It is a line route that connects the Beaver Street neighborhood with Market Basket in Ashland to the south and the “Golden Triangle” in the north. Much outreach has gone into the development of the route because of the skepticism of the residents of the environmental justice part of town. However, it has become a very successful route in a short time. With the transition of the MWRTA from its Waverly hub to the new Blandin Ave facility the Authority has been able to split the Route #4 into two routes, the #4S (south) and the #4N (north). Since July 2015, the ridership seems to be divided 40% to 60% south to north respectively.

Assessment

While the ridership is high in the early morning as people commute to work and school, it also stays very consistent during the midday hours. This was first route to be moved the new hub at Blandin and given that the majority of the ridership is either a minority or low income individual, the opportunity to create a meeting place where the citizens can have access to educational, political, or recreational opportunities will be found here. With the headways at one hour, it would be advantageous to double

the service weekdays, extend hours of operation for second shift workers, and implement Sunday service.

Schedule and Map

4
ROUTE 4 Saturday : Market Basket/Beaver Park/ Natick Mall

MetroWest Regional Transportation Authority

4

ROUTE 4 (Saturday Service)

4

Cash Fare Information

Adult fare: \$1.50 / \$1.10 with a Charlie Card.
 Student fare: \$1.00 with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older)- \$0.75 with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card.
 Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA reduced fare program. Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:
 New Year's Day
 Patriot's Day
 Memorial Day
 Independence Day
 Thanksgiving Day
 Christmas Day

Transfer/Connections

Transfer coupons are available on all buses and are good for transfers within the MWRTA system only. Transfers are not compatible within the MBTA system. Riders wishing to transfer, (free of charge), from one route to another (in the same direction), must ask the driver for a transfer coupon and present it to the next driver within 90 minutes.

Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, Downtown Natick as well as Wellesley Square and Wellesley Hills. For MBTA schedule and service information call 617.222.3200.

Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.

Route 4 (Saturday Service)

Effective Spring 2014

Please visit our website: www.mwrta.com
 Central Hub: (508) 935-2222

Follow Us: @mwrta

4

ROUTE 4 Weekday (Monday-Friday Service)

4

	AM					PM				
Central Hub (37 Waverly St.)	6:10									
MCI / Adesa	6:18									
Central Hub (37 Waverly St.)	6:25									
MBTA Station (Framingham)	6:31									
Central Hub (37 Waverly St.)	6:36	8:00	9:25	10:45	12:10	1:30	2:50	4:10	5:30	
Beaver St. / Leland St.	6:40	8:04	9:29	10:49	12:14	1:34	2:54	4:14	5:34	
Irving St. / Arlington St.	6:47	8:11	9:36	10:56	12:21	1:41	3:01	4:21	5:41	
Hollis St. / Market Basket (Stop at Big Lots)	6:53	8:17	9:42	11:02	12:27	1:47	3:07	4:27	5:47	
Second St. / Beaver Park Rd.	7:01	8:25	9:50	11:10	12:35	1:55	3:15	4:35	5:55	
Tarelli Ter. / Waverly St.	7:02	8:26	9:51	11:11	12:36	1:56	3:16	4:36	5:56	
Central Hub (37 Waverly St.)	7:05	8:30	9:55	11:15	12:40	2:00	3:20	4:40	6:00	
Howard St. / Concord St.	7:10	8:35	10:00	11:20	12:45	2:05	3:25	4:45	6:05	
Union Ave. / Lincoln St.	7:12	8:37	10:02	11:22	12:47	2:07	3:27	4:47	6:07	
MetroWest Medical Center	7:13	8:38	10:03	11:23	12:48	2:08	3:28	4:48	6:08	
Concord St. / Hartford St.	7:18	8:43	10:08	11:28	12:53	2:13	3:33	4:53	6:13	
Hartford St. / Speen St.	7:23	8:48	10:13	11:33	12:58	2:18	3:38	4:58	6:18	
Macy's	7:29	8:54	10:19	11:39	1:04	2:24	3:44	5:04	6:24	
Shopper's World Bus Shelter	7:33	8:58	10:23	11:43	1:08	2:28	3:48	5:08	6:28	
Kohl's Bus Shelter	7:34	8:59	10:24	11:44	1:09	2:29	3:49	5:09	6:29	
Target	7:36	9:01	10:26	11:46	1:11	2:31	3:51	5:11	6:31	
BJ's Wholesale Club	7:37	9:02	10:27	11:47	1:12	2:32	3:52	5:12	6:32	
Walmart	7:42	9:07	10:32	11:52	1:17	2:37	3:57	5:17	6:37	
Kendall Plaza (Rte 135-Next to West Natick MBTA)	7:52	9:17	10:42	12:02 P	1:27	2:47	4:07	5:27	6:47	
Central Hub (37 Waverly St.)	7:54	9:19	10:44	12:04 P	1:29	2:49	4:09	5:29	6:49	

Scheduled Times

Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.

The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

Transfers

Route 4 passengers can make the following transfers:

Routes 2, 3, 5, 6, 7, 10, 11, and Shuttle Services at the Central Hub, 37 Waverly St.; Routes 2, 3, 8, 9, 10, and 11 at Macy's at the Natick Mall.

**MWRTA will deviate (D) from its Route 4 fixed route service for ADA Certified riders. Please call 508-935-2222 for more information.

Route 4 Saturday Service

4

**ROUTE 4 (Saturday Service)**

4

	AM			PM		
Market Basket / Shaw's						
Central Hub (37 Waverly St.)	9:26	11:00		12:40	2:15	3:52
Second St./ Beaver Park Rd.	9:28	11:02		12:42	2:17	3:54
Beaver St. / Leland St.	9:30	11:06		12:44	2:19	3:56
Irving St. / Hollis St.	9:34	11:12		12:48	2:23	4:00
Market Basket (Stop @ Big Lots)	9:40	11:18		12:54	2:29	4:06
Shaw's Ashland	9:44	11:22		12:58	2:33	4:10
Hollis St. / Irving St.	9:51	11:29		1:05	2:40	4:17
Leland St. / Beaver St.	9:55	11:33		1:09	2:44	4:21
Second St / Beaver Park Rd	9:57	11:35		1:11	2:46	4:23
Central Hub (37 Waverly St.)	10:00	11:38		1:14	2:49	4:26
Natick Mall / Shopper's World / Target/ BJ's / Walmart / Sherwood Plaza						
Central Hub (37 Waverly St.)	8:30	10:02	11:40	1:16	2:52	4:30
Howard St. / Concord St.	8:35	10:07	11:45	1:21	2:57	4:35
Rose Kennedy Lane	8:41	10:13	11:51	1:27	3:03	4:39
Arsenal Road	8:43	10:15	11:53	1:29	3:05	4:41
Hartford St. / Speen St.	8:48	10:20	11:58	1:34	3:10	4:46
Speen St. / Mall Rd.	8:52	10:24	12:02	1:38	3:14	4:50
Natick Mall (Macy's)	8:56	10:28	12:06	1:42	3:18	4:54
Shoppers World Bus Shelter	9:00	10:32	12:10	1:46	3:22	4:58
Kohl's Bus Shelter	9:02	10:34	12:12	1:48	3:24	5:00
Target / BJ's	9:04	10:36	12:14	1:50	3:26	5:02
Lowe's Bus Shelter	9:06	10:38	12:16	1:52	3:28	5:04
Walmart	9:10	10:42	12:20	1:56	3:32	5:06
Sherwood Plaza	9:14	10:46	12:24	2:00	3:36	5:10
Mill St. Sherwood Village	9:18	10:50	12:28	2:04	3:40	5:14
Central Hub (37 Waverly St.)	9:24	10:56	12:34	2:10	3:46	5:20

Scheduled Times

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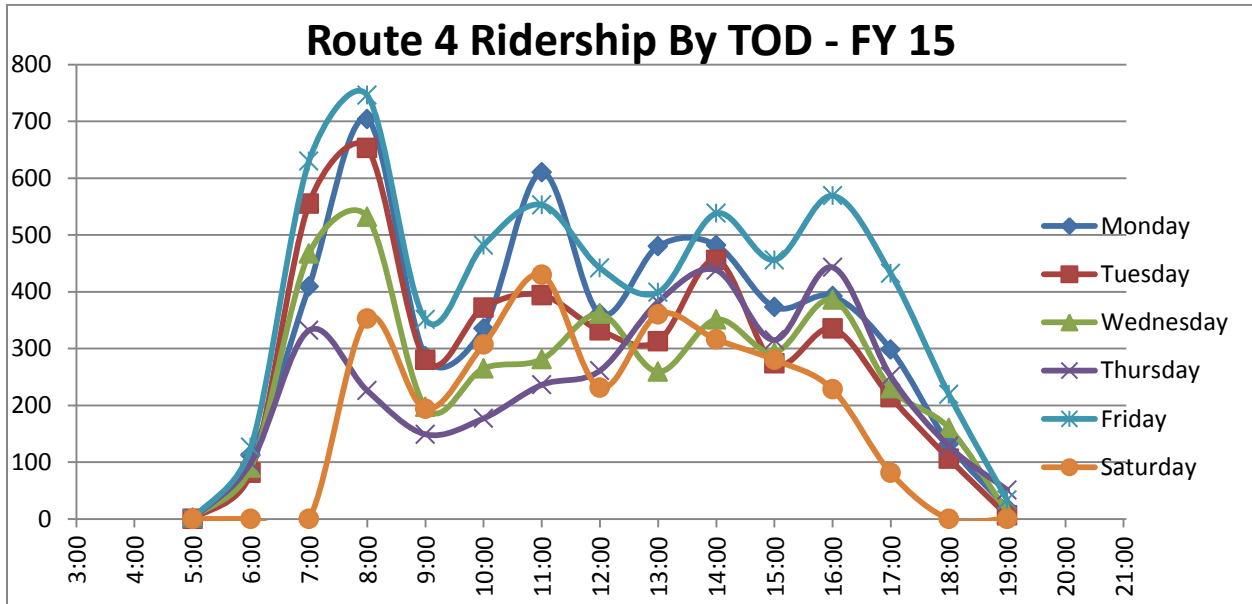
Transfers

Route 4 Saturday passengers can make the following transfers:

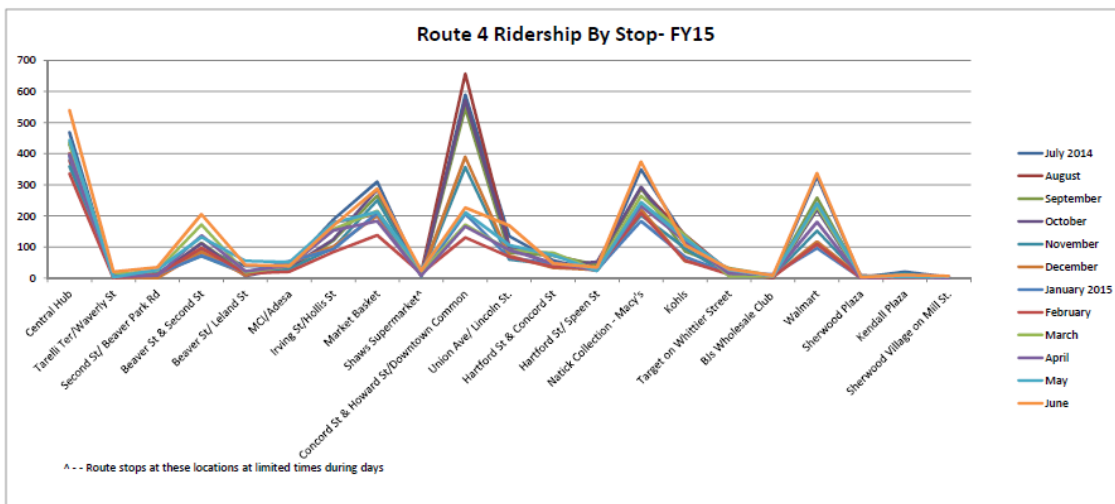
Routes 2,3,7, and 10 at the Central Hub, 37 Waverly St.

MWRTA will deviate from its fixed route service for ADA Certified riders. Please call 508-935-2222 for more information.

Ridership



	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub	469	379	430	400	360	401	391	336	436	398	444	540	4984
Tarelli Ter/Waverly St	2	4	10	10	12	3	11	0	12	6	3	20	93
Second St/ Beaver Park Rd	17	12	4	10	14	0	12	11	25	8	27	35	175
Beaver St & Second St	94	84	113	111	71	85	72	97	172	137	132	205	1373
Beaver St/ Leland St	39	14	14	7	14	9	19	15	18	22	55	42	268
MCI/Adesa	37	26	28	35	28	49	54	20	39	40	51	39	446
Irving St/Hollis St	188	179	120	124	97	101	92	83	157	153	178	168	1640
Market Basket	310	206	265	284	250	200	209	138	216	183	213	287	2761
Shaws Supermarket^	6	18	8	10	6	10	12	15	18	8	28	24	163
Concord St & Howard St/Downtown Common	589	657	547	572	357	390	206	130	172	166	211	226	4223
Union Ave/ Lincoln St.	135	102	82	99	60	72	65	68	89	90	106	169	1137
Hartford St & Concord St	57	73	72	41	44	33	47	36	81	48	73	47	652
Hartford St/ Speen St	23	40	43	52	25	26	26	31	25	26	23	35	375
Natick Collection - Macy's	349	288	289	293	202	220	183	209	264	232	244	374	3147
Kohls	131	139	86	110	97	54	68	57	137	120	127	106	1232
Target on Whittier Street	23	20	32	19	8	23	15	12	6	14	26	29	227
Bis Wholesale Club	3	0	8	3	7	4	11	4	7	11	7	8	73
Walmart	326	239	258	220	152	117	96	109	230	180	240	338	2505
Sherwood Plaza	2	8	3	0	3	3	0	0	3	0	6	3	31
Kendall Plaza	20	7	8	6	14	0	4	0	8	6	3	10	86
Sherwood Village on Mill St.	3	2	3	2	0	0	2	4	3	0	4	7	30
Grand Total	2823	2497	2423	2408	1821	1800	1595	1375	2118	1848	2201	2712	25621



Cost of Service (FY 15) - Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	3,365.50	6.14%
Total Est Cost of Service	\$206,655	6.14%
Ridership	22,714	5.95%
Cost Per Passenger	\$9.10	\$8.82
Passengers Per Vehicle Hour	6.75	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Cost of Service (FY 15) - Weekend

	Total	Comparison to System-Wide Service
Service Hours Offered	433.5	.79%
Total Est Cost of Service	\$26,619	.79%
Ridership	2,780	.73%
Cost Per Passenger	\$9.58	\$8.82
Passengers Per Vehicle Hour	6.41	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Route 5- Ashland/Hopkinton

History

Route #5 began in 1987 as an extension of the original LIFT system. In order for the Town of Framingham to apply for additional CMAQ funding to subsidize its current service, it needed to extend what it was currently doing. Therefore, it created the Route #5 which ran west on Highway Route #135, through Ashland to the center of Hopkinton. Because Framingham had oversight and administered the service, there was no cost associated with the route to either Ashland or Hopkinton. The service was a line route and has changed little since its beginning, other than extending it to the EMC complex on South Street in Hopkinton in 2010. Additionally, like all other routes in the Authority’s system, the Route #5 does do “deviations” to places like Bethany and some senior housing complexes along the route.

Assessment

The Route #5 begins with heavy ridership heading west in the morning, tapers off to medium ridership going both ways in midday. After 2:30 pm, the ridership grows steadily until the end of service. With the continued growth in both Ashland and Hopkinton, and one hour headways, this route needs to double and extend to accommodate second shift workers. Additionally, there is no Saturday or Sunday service for which there is demand. With increases in service, a new hub at Blandin, and several communities between Hopkinton and Newton, operating on Highway routes #135 and #16, there is opportunity to create a one seat ride between Hopkinton and Newton.

Schedule and Map

5

ROUTE 5: Ashland / Hopkinton



MetroWest Regional Transportation Authority

ROUTE 5 (Monday-Friday Service)

Fare Information

Adult fare: \$1.50 cash / \$1.10 with a Charlie Card.
 Student fare: \$1.00 cash with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older)- \$0.75 cash with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card.
 Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA reduced-fare program.
 Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:

- New Year's Day
- Patriot's Day
- Memorial Day
- Independence Day
- Thanksgiving Day
- Christmas Day

Transfer/Connections

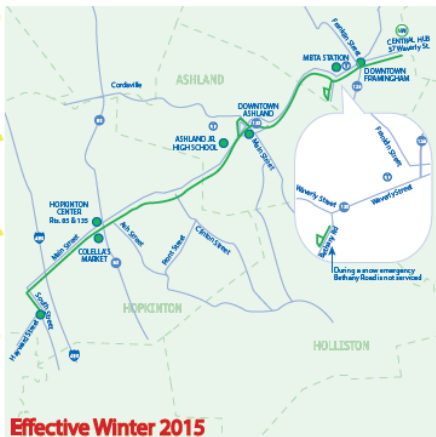
Transfer coupons are available on all buses and are good for transfers going in the same direction within the MWRTA system only. Transfers are not compatible within the MBTA system. One transfer per paid fare is issued upon request and must be presented to the next driver within 90 minutes.

Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, as well as in Downtown Natick. For MBTA schedule and service information call 617.222.3200.

Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.



Route 5 (Monday-Friday Service)



Effective Winter 2015

Please visit our website: www.mwrta.com
 MWRTA Customer Service: (508) 935-2222

Follow Us:
 @mwrta



5

ROUTE 5 Weekday (Monday-Friday Service)

5

Outbound	AM						PM						
	5:30	6:35	7:40	8:50	10:00	11:05	12:10	1:15	2:20	3:30	4:40	5:50	7:00
Central Hub (37 Waverly Street)													
Framingham MBTA Station	5:35	6:40	7:45	8:55	10:05	11:10	12:15	1:20	2:25	3:35	4:45	5:55	7:05
Bethany Health Care Center	R	R	R	R	R	R	R	R	R	R	R	R	R
Homer / Main Streets	5:41	6:46	7:55	9:05	10:11	11:16	12:21	1:26	2:35	3:45	4:55	6:05	7:21
Ashland House	5:45	6:50	7:59	9:09	10:15	11:20	12:25	1:30	2:39	3:49	4:59	6:09	7:25
Ashland Jr. High School	5:47	6:52	8:01	9:11	10:17	11:22	12:27	1:32	2:41	3:51	5:01	6:11	7:27
Ashland Community Center	R	R	R	R	R	R	R	R	R	R	R	R	R
Rt. 85 / Rt. 135	5:53	6:58	8:07	9:17	10:23	11:28	12:33	1:38	2:47	3:57	5:07	6:17	7:33
Golden Pond	R	R	R	R	R	R	R	R	R	R	R	R	R
Price Chopper	6:00	7:05	8:14	9:24	10:30	11:35	12:40	1:45	2:54	4:04	5:14	6:24	7:40
South / Hayward Sts.	6:03	7:08	8:17	9:27	10:33	11:38	12:43	1:48	2:57	4:07	5:17	6:27	7:43
Inbound													
Golden Pond	R	R	R	R	R	R	R	R	R	R	R	R	R
Colella's Supermarket	6:11	7:16	8:25	9:35	10:41	11:46	12:51	1:56	3:05	4:15	5:25	6:35	7:51
Ashland Community Center	R	R	R	R	R	R	R	R	R	R	R	R	R
Ashland Jr. High School	6:16	7:21	8:30	9:40	10:46	11:51	12:56	2:01	3:10	4:20	5:30	6:40	7:56
Ashland House	6:20	7:25	8:34	9:44	10:50	11:55	1:00	2:05	3:14	4:24	5:34	6:44	8:00
Homer / Main Streets	6:21	7:26	8:35	9:45	10:51	11:56	1:01	2:06	3:15	4:25	5:35	6:45	8:01
Bethany Health Care Center	R	R	R	R	R	R	R	R	R	R	R	R	R
Framingham MBTA Station	6:28	7:33	8:42	9:52	10:58	12:03 P	1:08	2:13	3:22	4:32	5:42	6:52	8:08
Central Hub (37 Waverly Street)	6:33	7:38	8:47	9:57	11:03	12:08 P	1:13	2:18	3:27	4:37	5:47	6:57	8:13

Scheduled Times

Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.

The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

R- Will stop at this location by Request only

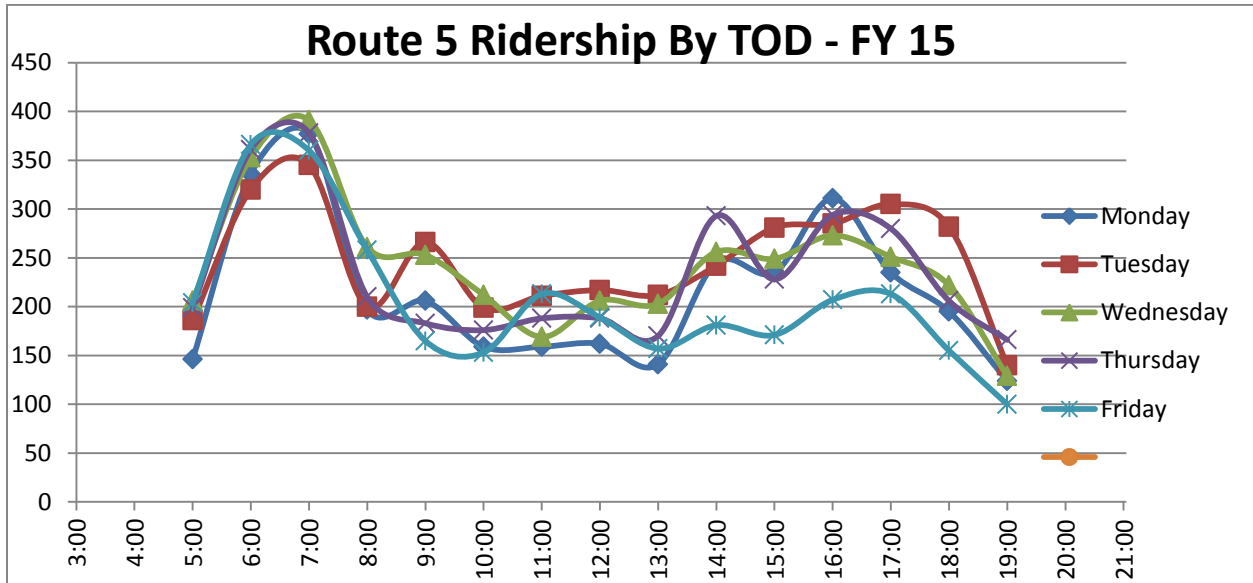
Transfers

Route 5 passengers can transfer to Routes 4, 6, 10 and 11 at the Central Hub, 37 Waverly St; Routes 2, 3, 4, 6 and 7 at the Framingham MBTA Station and Banana Lot (rear Commuter parking lot of the Framingham MBTA Commuter Station) locations.

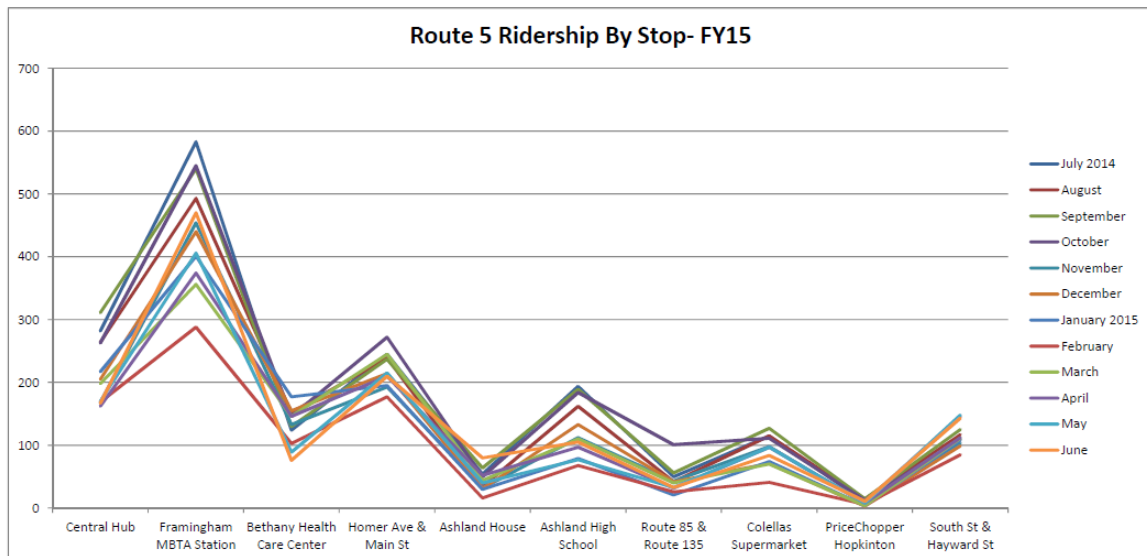


MetroWest Regional
 Transit Authority
 Public Transportation System

Ridership



	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub	282	264	311	263	168	205	217	169	198	162	170	167	2576
Framingham MBTA Station	583	493	540	545	454	440	401	288	356	374	406	470	5350
Bethany Health Care Center	124	152	130	146	133	155	177	103	146	146	89	76	1577
Homer Ave & Main St	245	239	237	272	193	214	195	177	245	210	215	210	2652
Ashland House	54	34	64	50	32	31	30	16	44	52	40	80	527
Ashland High School	194	162	189	184	112	133	79	68	110	97	77	105	1510
Route 85 & Route 135	50	42	56	101	43	42	21	26	40	32	33	33	519
Colellas Supermarket	115	115	127	111	98	71	74	41	70	97	97	84	1100
PriceChopper Hopkinton	10	15	15	13	7	3	4	6	4	8	8	11	104
South St & Hayward St	146	117	125	109	103	99	108	85	111	112	148	143	1406
Grand Total	1803	1633	1794	1794	1343	1393	1306	979	1324	1290	1283	1379	17321



Cost of Service (FY 15) - Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	3,746.50	6.83%
Total Estimated Cost of Service	\$230,050	6.83%
Ridership	17243	4.52%
Cost Per Passenger	\$13.34	\$8.82
Passengers Per Vehicle Hour	4.60	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Route 6- Ashland/Holliston/Milford

History

Route #6 began in 1992 as an extension of the original LIFT system. In order for the Town of Framingham to apply for additional CMAQ funding to subsidize its current service it needed to extend what it was currently doing. Therefore, it created the Route #6 which ran south on Highway Route #126, through Ashland and Holliston, to the center of Milford. Because Framingham had oversight and administered the service, there was no cost associated with the route to Ashland, Holliston, or Milford. The service was a line route and has changed little since it began, except in Milford. Because Milford was not a member community, the service was cut back to a minimum. Before the cutback, Milford received service every hour to and from Framingham. When Milford decided that it would not be advantageous for them to join, the Authority, made a decision to continue to run the service once a day into Milford in the morning, with one bus returning in the evening. The incremental cost of providing that one bus from the Holliston town line to and from Milford center was offset by the fares.

Assessment

Even though this service struggles in midday, this route is a necessary provision of suburban transportation. If the route were able to connect several times a day with Milford, and Milford were to have its own crosstown service, there is enough density in that area to support two more weekday buses, with extended hours for second shift. There is no Saturday or Sunday service currently for which there is demand. Additionally, there is an opportunity to connect with Greater Attleboro Taunton Regional Transit (GATRA) at Holliston’s Mission Springs Elderly Housing facility or in Milford.

6 ROUTE 6: Holliston/Milford Line MetroWest Regional Transportation Authority

ROUTE 6 (Monday-Friday Service)

Cash Fare Information

Adult fare: \$1.50 / \$1.10 with a Charlie Card.
 Student fare: \$1.00 with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older) - \$0.75 with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card.
 Individuals with disabilities - Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA reduced fare program. Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:

- New Year's Day
- Patriot's Day
- Memorial Day
- Independence Day
- Thanksgiving Day
- Christmas Day

Transfer/Connections

Transfer coupons are available on all buses and are good for transfers within the MWRTA system only. Transfers are not compatible within the MBTA system. Riders wishing to transfer, free of charge, from one route to another (in the same direction), must ask the driver for a transfer coupon and present it to the next driver within 90 minutes.

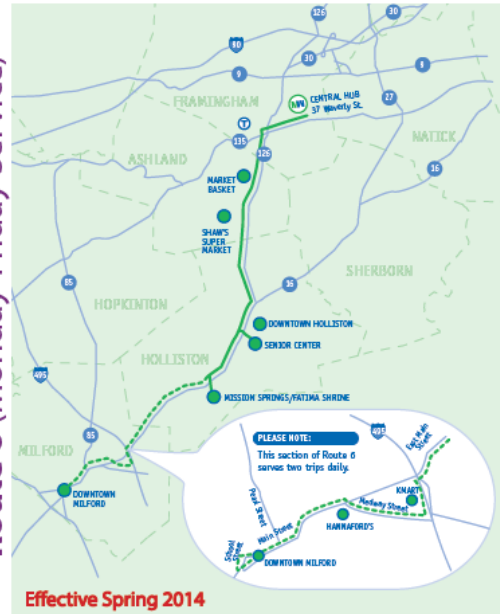
Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, Downtown Natick as well as Wellesley Square and Wellesley Hills. For MBTA schedule and service information call 617.222.3200.

Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.



Follow Us:  @mwrta

Route 6 (Monday-Friday Service)



Effective Spring 2014

Please visit our website: www.mwrta.com
 MWRTA Customer Service: (508) 935-2222

6 ROUTE 6 Weekday (Monday-Friday Service) 6

	AM						PM							
Outbound														
Central Hub (37 Waverly Street)	6:00	7:18	8:19	9:20	10:18	11:16	12:14	1:13	2:12	3:11	4:15	5:50	6:53	7:50
Framingham MBTA	6:06	7:25	8:26	9:26	10:24	11:22	12:20	1:19	2:18	3:19	4:23	5:58	6:59	7:56
Market Basket		7:31	8:32	9:32	10:30	11:28	12:26	1:25	2:24	3:25	4:29	6:04	7:05	8:02
Shaw's Supermarket		7:35	8:36	9:36	10:34	11:32	12:30	1:29	2:28	3:29	4:33	6:08	7:09	8:06
Washington St. @ Cong. Church	6:22	7:41	8:42	9:42	10:40	11:38	12:36	1:35	2:34	3:35	4:40	6:15	7:15	8:12
Cutler Heights*		7:42	8:43	9:43	10:41	11:39	12:37	1:36	2:35	3:36	4:41	6:16	7:16	8:13
Mission Springs		7:46	8:47	9:47	10:45	11:43	12:41	1:40	2:39	3:41		6:21	7:20	8:17
Spruce Street		6:37									4:56			
Milford Town Hall		6:39									4:59			
Inbound														
Milford Town Hall		6:39									4:59			
Dunkin Donuts		6:40									5:00			
Beaver St. (opposite Kmart Plaza)		6:47									5:07			
Mission Springs		7:46	8:47	9:47	10:45	11:43	12:41	1:40	2:39	3:41	5:14	6:21	7:20	8:17
Holliston Public Library	6:58	7:53	8:54	9:53	10:51	11:49	12:47	1:46	2:45	3:47	5:21	6:28	7:26	8:23
Shaw's Supermarket		8:00	9:01	10:00	10:58	11:56	12:54	1:53	2:52	3:54	5:30	6:35	7:32	8:29
Market Basket		8:05	9:06	10:05	11:03	12:01 P	12:59	1:58	2:57	3:59	5:35	6:40	7:37	8:34
Framingham MBTA	7:10	8:11	9:12	10:11	11:09	12:07 P	1:05	2:04	3:03	4:05	5:41	6:46	7:43	8:40
Central Hub (37 Waverly Street)	7:17	8:18	9:19	10:17	11:15	12:13 P	1:11	2:11	3:10	4:12	5:48	6:52	7:49	8:46

Scheduled Times

Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.

The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

Transfers

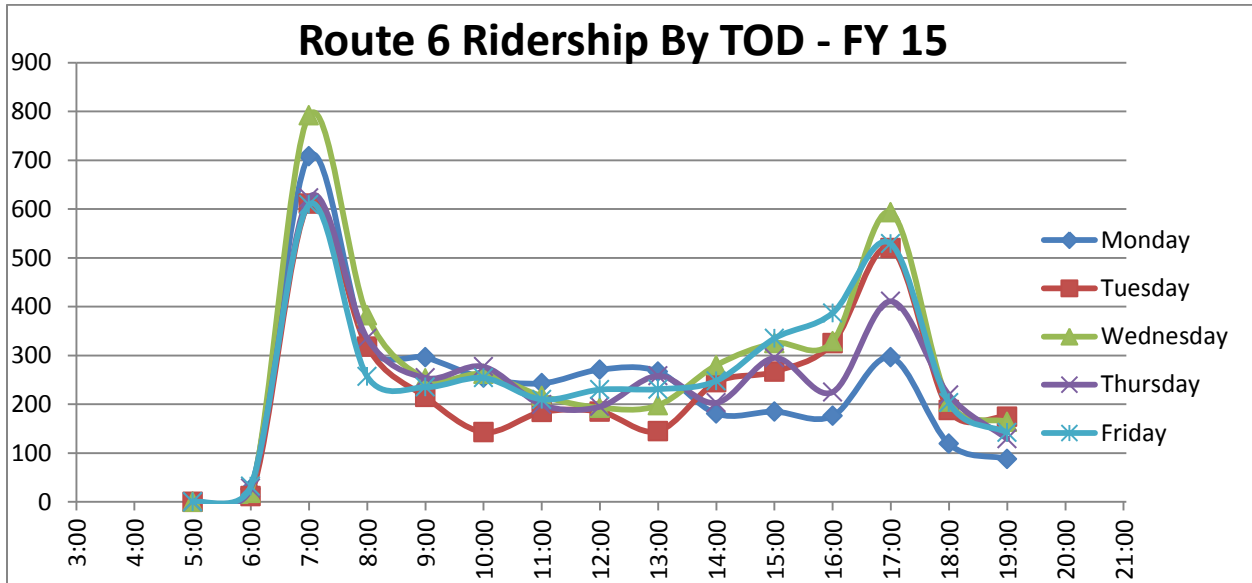
Route 6 passengers can make the following transfers:
 Routes 4, 5, 10 and 11 at the Central Hub, 37 Waverly St.; Route 4 at Market Basket; Routes 2, 3, 4, 5 and 7 at the Banana Lot and Framingham MBTA Station locations.

*Stop may NOT be serviced due to snow/ice.

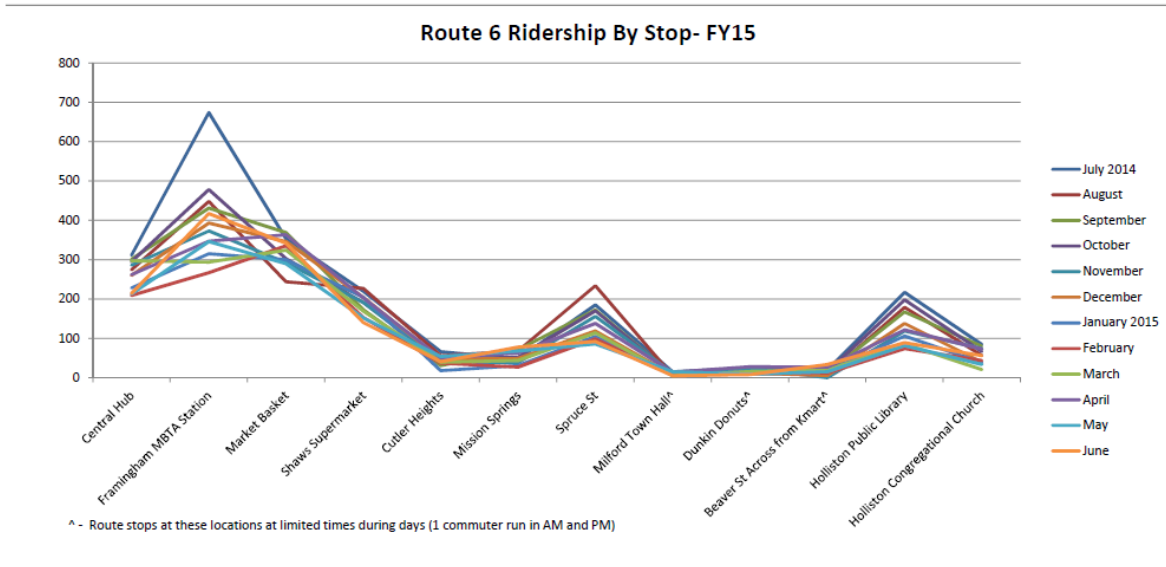
**To request a deviation please call Customer Service at 508-935-2222.



Ridership



	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub	311	274	301	295	286	260	228	209	297	262	213	214	3150
Framingham MBTA Station	674	448	431	478	373	393	315	267	294	347	346	417	4783
Market Basket	353	244	369	303	292	346	300	335	324	363	290	342	3861
Shaws Supermarket	220	227	173	191	191	204	204	153	169	203	152	140	2227
Cutler Heights	66	56	31	48	40	48	18	37	40	50	54	41	529
Mission Springs	48	68	71	52	39	49	31	27	44	63	68	78	638
Spruce St	185	234	173	170	156	119	105	99	114	138	86	92	1671
Milford Town Hall^	15	5	8	8	12	8	9	8	5	14	15	5	112
Dunkin Donuts^	25	15	9	21	24	12	15	11	16	28	9	8	193
Beaver St Across from Kmart^	19	8	12	15	0	6	16	12	19	27	15	34	183
Holliston Public Library	217	179	167	198	119	138	106	74	86	122	82	89	1577
Holliston Congregational Church	85	57	80	67	74	40	38	44	21	73	34	56	669
Grand Total	2218	1815	1825	1846	1606	1623	1385	1276	1429	1690	1364	1516	19593



Cost of Service (FY 15) - Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	3,716.87	6.78%
Total Estimated Cost of Service	\$228,230	6.78%
Ridership	19,538	5.12%
Cost Per Passenger	\$11.68	\$8.82
Passengers Per Vehicle Hour	5.26	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Route 7- Framingham/Southborough/Marlborough

History

Route #7 began in 2000 as an extension of the original LIFT system. In order for the Town of Framingham to apply for additional CMAQ funding to subsidize its current service it needed to provide additional service. Therefore, it created the Route #7 which ran west on Highway Route #9 and north on Highway Route #85, through Southborough to the center of Marlborough, then on to the Solomon Pond Mall. Because Framingham had oversight and administered the service, there was no cost associated with the route to Southborough or Marlborough. The service was a line route and ran with two hour headways. In March of 2010, Saturday service was added between Framingham and Marlborough using Jobs Access/ Reverse Commute (JARC) funding. In September, 2010 more (JARC) grant funding was awarded to create service to east Marlborough which had been unserved. In 2012, the Route 7 service was reconfigured to include Marlborough Hospital by creating a crosstown route (7C) that connected to the intercity routes to Framingham via Southborough.

Assessment

In 2015, the Routes will again be reconfigured to include the new Marlborough Senior Center off Granger Boulevard. This will create a service for seniors to be able to access the Center by way of the fixed route. Also, the data shows that the midday 7A & B could be cut and added to the midday 7C for a more efficient use of resources. Like the rest of the MWRTA, Marlborough does not have Sunday or 2nd shift service. The City is also experiencing growth in its industrial parks that have no fixed route service.

Schedule and Map

7 ROUTE 7: Southborough/Marlborough MetroWest Regional Transportation Authority

7 ROUTE 7 (Monday-Friday Service)

Cash Fare Information

Adult fare: \$1.50 / \$1.10 with a Charlie Card
 Student fare: \$1.00 with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older)- \$0.75 with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card
 Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA half-fare program.
 Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:

- New Year's Day
- Patriot's Day
- Memorial Day
- Independence Day
- Thanksgiving Day
- Christmas Day

Transfer/Connections

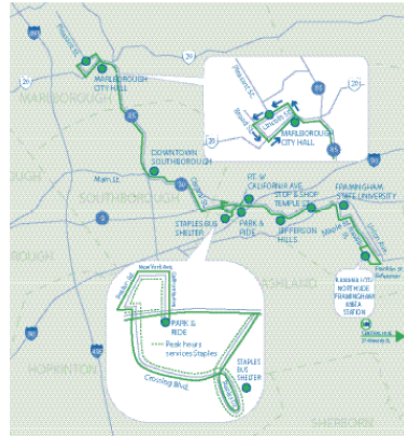
Transfer coupons are available on all buses and are good for transfers within the MWRTA system only. Transfers are not compatible within the MBTA system. Riders wishing to transfer, (free of charge), from one route to another must ask the driver for a transfer coupon and present it to the next driver within 90 minutes.

Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, as well as in Downtown Natick. For MBTA schedule and service information call 617.222.3200.

Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.



Route 7 (Monday-Friday Service)



Effective Summer 2015

Please visit our website: www.mwrta.com
 Central Hub: (508) 935-2222

Follow Us:  @mwrta

7 ROUTE 7 Weekday (Monday-Friday Service) 7

	AM						PM						
Outbound													
Waverly Hub (37 Waverly Street)	5:30 A	6:15 A	6:45 A				12:22 P	1:00 P	1:45 P				
Banana Lot*	5:35 A	6:20 A	6:50 A	7:50 A	8:35 A	10:50 A	12:27 P	1:05 P	1:50 P	3:20 P	4:05 P	5:35 P	6:20 P
Framingham State Univ. / State Street McCarthy Center	5:42 A	6:27 A	6:58 A	7:57 A	8:42 A	10:12 A	12:34 P	1:12 P	1:57 P	3:27 P	4:12 P	5:42 P	6:27 P
Stop and Shop/Temple St.	5:46 A	6:31 A	7:01 A	8:01 A	8:46 A	10:16 A	12:38 P	1:16 P	2:01 P	3:31 P	4:13 P	5:46 P	6:31 P
Jefferson Hills Complex	5:51 A	6:36 A	EXPR	8:06 A	8:51 A	10:21 A	12:43 P	1:21 P	2:06 P	3:36 P	4:21 P	5:51 P	6:36 P
Staples (Bus Shelter)	5:58 A	6:43 A	EXPR	8:13 A	8:58 A	10:28 A	12:50 P	1:28 P	2:13 P	3:43 P	4:28 P	5:58 P	6:43 P
Rt. 9 Park & Ride	6:07 A	6:52 A	EXPR	8:22 A	9:07 A	10:37 A	12:53 P	1:37 P	2:22 P	3:52 P	4:37 P	6:07 P	6:52 P
Downtown Southborough	6:18 A	7:03 A	EXPR	8:33 A	9:18 A	10:48 A	EXPR	1:48 P	2:33 P	4:03 P	4:48 P	6:18 P	7:03 P
Main Street (opposite City Hall) **	6:32 A	7:17 A	EXPR	8:47 A	9:32 A	11:02 A	EXPR	2:02 P	2:47 P	4:17 P	5:02 P	6:32 P	7:17 P
Inbound													
Seven 11 on Broad St. **	6:40 A	7:25 A		8:55 A	9:40 A	11:10 A	1:24 P	2:10 P	2:55 P	4:25 P	5:10 P	6:40 P	7:25 P
Bolton Bus Shelter	6:44 A	7:29 A		8:59 A	9:44 A	11:14 A	1:29 P	2:14 P	2:59 P	4:29 P	5:14 P	6:44 P	7:29 P
Downtown Southborough	6:57 A	7:42 A		9:12 A	9:57 A	11:27 A	1:41 P	2:27 P	3:12 P	4:42 P	5:27 P	6:57 P	7:42 P
Staples (Bus Shelter)	7:11 A	7:56 A		9:26 A	10:11 A	11:41 A	1:55 P	2:41 P	3:26 P	4:56 P	5:41 P	7:11 P	7:56 P
Rt. 9 Park & Ride	7:19 A	8:04 A		9:34 A	10:19 A	11:49 A	2:03 P	2:49 P	3:34 P	5:04 P	5:49 P	7:19 P	8:04 P
Jefferson Hills Complex	7:21 A	8:06 A		9:36 A	10:21 A	11:51 A	2:05 P	2:51 P	3:36 P	5:06 P	5:51 P	7:21 P	8:06 P
Stop and Shop/Temple St.	7:27 A	8:12 A		9:42 A	10:27 A	11:57 A	2:11 P	2:57 P	3:42 P	5:12 P	5:57 P	7:27 P	8:12 P
Framingham State Univ. / State Street McCarthy Center	7:31 A	8:16 A		9:46 A	10:31 A	12:01 P	2:15 P	3:01 P	3:46 P	5:16 P	6:01 P	7:31 P	8:16 P
Banana Lot*	7:39 A	8:24 A		9:54 A	10:39 A	12:09 P	2:23 P	3:09 P	3:54 P	5:24 P	6:09 P	7:39 P	8:24 P
Howard St. at Casa del Came						12:10 P	2:25 P					7:40 P	8:25 P
Waverly Hub (37 Waverly St.)						12:15 P	2:30 P					7:45 P	8:30 P

Scheduled Times

Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.

The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

Buses will NOT stop where express (EXPR) is indicated. Any scheduled times shown in red continue on as the 7C after arriving at the Main Street (opposite City Hall) stop. Both inbound scheduled times listed in red (previously the 7C) will continue on as the Route 7 into Framingham.

*Banana Lot is the Framingham MBTA Commuter Rail Station Northside Parking Lot

** Make connections to the 7C at Main Street (opposite City Hall) or the Seven 11 on Broad St.

Transfers

Route 7 passengers can make the following transfers: Routes 2 and 3 at the Banana Lot; Route 9 at Framingham State University; Route 7C at Main St. (City Hall) in Marlborough and Route 9 at Jefferson Hills, Rte. 9 Park and Ride and Staples Headquarters.

***To request a deviation please call Customer Service at 508-935-2222.



MetroWest Regional
 Transit Authority
 Public Transportation System

Saturday Service

7 ROUTE 7 (Saturday Service) 7

Outbound	AM		PM		
Central Hub (37 Waverly St.)	9:15		12:50	2:35	4:20
Banana Lot *	9:20	11:05			
Proctor St./ Franklin St.	9:22	11:07	12:52	2:37	4:22
Franklin St. /Mt. Wayte St.	9:24	11:09	12:54	2:39	4:24
Framingham State University	9:27	11:12	12:57	2:42	4:27
Stop & Shop (bottle return) / Temple St.	9:31	11:16	1:01	2:46	4:31
Jefferson Hills Complex	9:36	11:21	1:06	2:51	4:36
Route 9 Park & Ride	9:42	11:27	1:12	2:57	4:42
Central St. Southborough	9:46	11:31	1:16	3:01	4:46
Downtown Southborough (K of C)	9:52	11:37	1:22	3:07	4:52
Maple St/Walker St (Gold's Gym)	9:58	11:43	1:28	3:13	4:58
Main St. (opposite City Hall)	10:02	11:47	1:32	3:17	5:02
Seven 11 Broad St./Lincoln St.	10:06	11:51	1:36	3:21	5:06

Inbound					
Lincoln St. / Pleasant St. (Shell Station)	10:08	11:53	1:38	3:23	5:08
41 Mechanic St. (opposite Am Vets)	10:10	11:55	1:40	3:25	5:10
Main St.	10:12	11:57	1:42	3:27	5:12
Bolton St. Bus Shelter	10:13	11:58	1:43	3:28	5:13
Maple St (opp Gold's Gym)	10:17	12:02 P	1:47	3:32	5:17
Downtown Southborough (K of C)	10:23	12:08 P	1:53	3:38	5:23
Central St Southborough	10:29	12:14 P	1:59	3:44	5:29
Route 9 Park & Ride	10:32	12:17 P	2:02	3:47	5:32
Jefferson Hills Complex (front parking area)	10:36	12:21 P	2:06	3:51	5:36
Stop & Shop (bottle return) / Temple St.	10:41	12:26 P	2:11	3:56	5:41
Framingham State University	10:45	12:30 P	2:15	4:00	5:45
Franklin St. /Mt. Wayte St.	10:49	12:34 P	2:19	4:04	5:49
Banana Lot*	10:53	12:38 P	2:23	4:08	5:53
Howard St. at 125 Howard Casa del Carne					5:55
Central Hub (37 Waverly St.)					6:00

Scheduled Times

Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.

The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

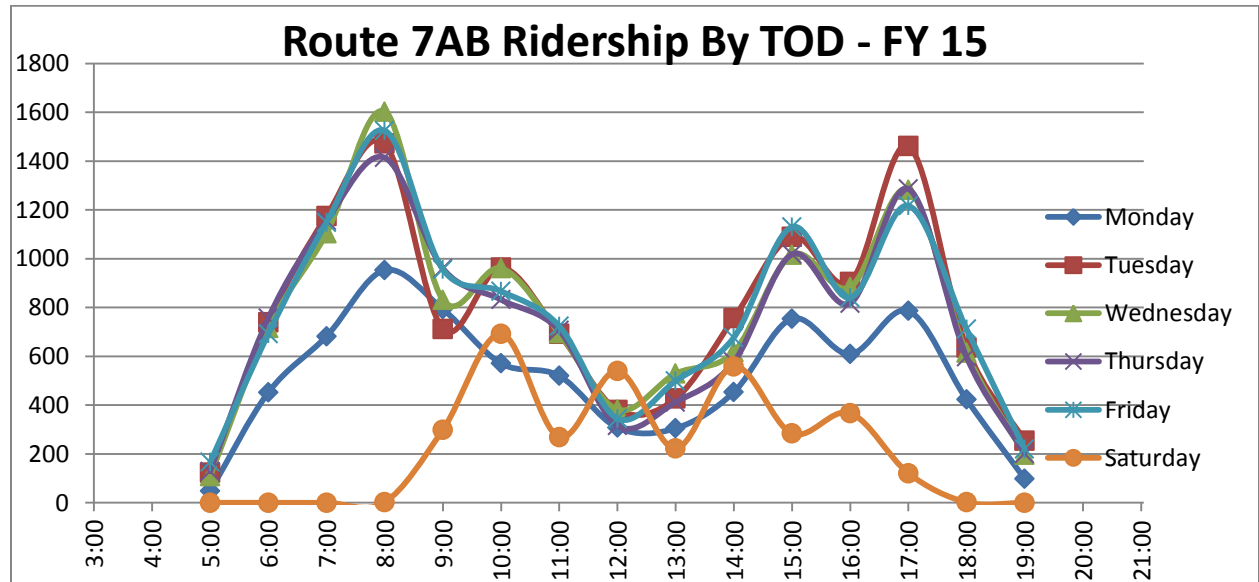
* Banana Lot is the Framingham MBTA Commuter Northside Parking Lot

Transfers

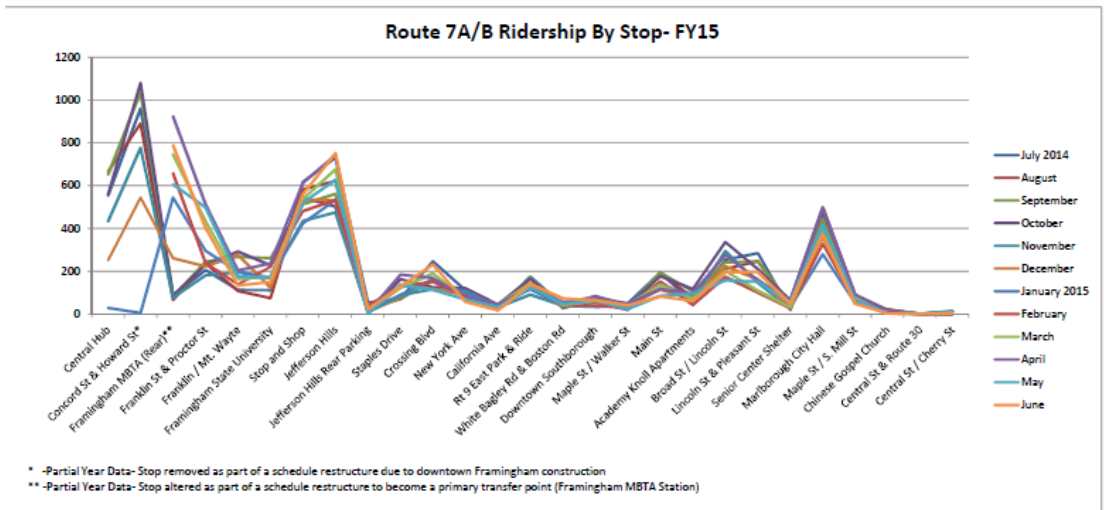
Route 7 Saturday passengers can make the following transfers: Routes 2 and 3 at the Banana Lot; 7C in Marlborough.



Ridership



	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total	
Central Hub		554	666	652	558	433	251	29	36	95	100	80	90	3544
Concord St & Howard St*		962	891	1038	1081	777	544	5						5298
Framingham MBTA (Rear)**		86	66	81	87	77	261	544	659	748	924	607	790	4930
Franklin St & Proctor St		206	238	245	231	181	223	296	239	436	514	499	403	3711
Franklin / Mt. Wayte		113	108	268	292	195	276	198	139	163	204	176	134	2266
Framingham State University		111	75	261	228	168	123	171	220	175	236	169	150	2087
Stop and Shop		618	583	514	544	436	536	424	481	538	614	521	561	6370
Jefferson Hills		732	622	562	503	475	531	534	533	677	744	628	752	7293
Jefferson Hills Rear Parking		54	28	10	11	12	10	13	40	13	7	2	22	222
Staples Drive		72	71	78	163	88	138	90	129	123	185	135	129	1401
Crossing Blvd		246	162	154	125	117	116	162	151	190	168	113	232	1936
New York Ave		112	95	107	122	106	89	99	85	72	79	68	57	1091
California Ave		20	27	37	45	33	31	40	20	43	46	31	18	391
Rt 9 East Park & Ride		175	167	168	165	90	124	115	145	144	127	124	140	1684
White Bagley Rd & Boston Rd		41	31	28	33	40	38	39	40	42	56	49	73	510
Downtown Southborough		62	57	69	84	72	38	34	41	62	80	63	64	726
Maple St / Walker St		50	19	32	38	31	40	35	29	43	48	24	41	430
Main St		194	192	194	177	120	114	148	152	137	117	86	82	1713
Academy Knoll Apartments		51	77	107	117	65	71	70	42	71	97	94	61	923
Broad St / Lincoln St		254	210	241	337	295	223	171	174	202	276	157	195	2735
Lincoln St & Pleasant St		285	248	247	211	147	162	107	99	109	159	151	197	2122
Senior Center Shelter		19	39	44	65	26	32	33	26	31	65	55	48	483
Marlborough City Hall		469	490	443	499	398	361	280	328	408	495	415	373	4959
Maple St / S. Mill St		53	51	65	90	61	57	53	57	73	90	66	49	765
Chinese Gospel Church		20	21	16	19	12	14	9	6	9	11	3	3	143
Central St & Route 30		0	2	0	0	0	0	0	0	3	2	2	0	9
Central St / Cherry St		10	14	12	2	13	0	0	0	0	0	12	4	67
Grand Total		5569	5250	5673	5827	4468	4403	3699	3871	4607	5444	4330	4668	57809



Cost of Service (FY 15) - Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	6,858	12.5%
Total Est Cost of Service	\$421,108	12.5%
Ridership	54,262	14.22%
Cost Per Passenger	\$7.52	\$8.82
Passengers Per Vehicle Hour	7.91	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Route 7C- Inner City Marlborough

History

As mentioned above, the route 7C was created in 2012 to service the inner city portion of Marlborough by reconfiguring the route 7 to no longer include the Downtown Marlborough to Solomon Pond Mall portion of its service and incorporate this piece into a new route that extended through the eastern portion of Marlborough servicing the Marlborough Hospital. Connections were coordinated in Downtown Marlborough to accommodate passengers that were then making the Framingham to Solomon Pond Mall trip.

Assessment

In 2015, the Routes will again be reconfigured to include the new Marlborough Senior Center off Granger Boulevard as the central connection point between the Routes 7 and 7C. This will create a service for seniors to be able to access the Center by way of the fixed route. Also, the data shows that the midday 7A & B could be cut and added to the midday 7C to better match demand. Like the rest of the MWRTA, Marlborough does not have Sunday or 2nd shift service. The City of Marlborough is also experiencing growth in its industrial parks that have no fixed route service.

Schedule and Map



7C ROUTE 7C (Monday-Friday Service)

7C

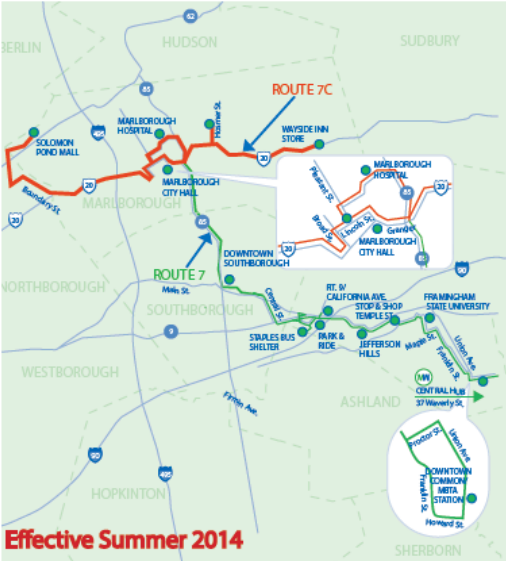
ROUTE 7C: Inner City Marlborough

MWR

MetroWest Regional Transportation Authority

<p>Fare Information</p> <p>Adult fare: \$1.50 cash / \$1.10 with a Charlie Card. Student fare: \$1.00 cash with valid Student ID. Children under 6 ride free when accompanied by an adult. Children under 12 may not ride unaccompanied. Elderly (65 years of age or older)- \$0.75 cash with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card. Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA reduced-fare program. Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.</p> <p>No service provided on the following Holidays: New Year's Day Patriot's Day Memorial Day Independence Day Thanksgiving Day Christmas Day</p>	<p>Transfer/Connections</p> <p>Transfer coupons are available on all buses and are good for transfers going in the same direction within the MWRTA system only. Transfers are not compatible within the MBTA system. One transfer per paid fare is issued upon request and must be presented to the next driver within 90 minutes.</p> <p>Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, as well as in Downtown Natick. For MBTA schedule and service information call 617.222.3200.</p>	<p>Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.</p>  <p>Follow Us: @mwrta </p>
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Route 7C (Monday-Friday Service)



Effective Summer 2014

MWRTA Customer Service: (508) 935-2222
 Please visit our website: www.mwrta.com

7C

ROUTE 7C Weekday (Monday-Friday Service)

7C

	AM			PM				
Eastbound								
Solomon Pond Mall	7:59	9:39	11:19	12:59	2:39	4:19	5:59	7:39
Route 20 / Northboro Road Central	8:06	9:46	11:26	1:06	2:46	4:26	6:06	7:46
Hannaford's Plaza by AAA	8:13	9:53	11:33	1:13	2:53	4:33 P	6:13	7:53
Broad St. / Lincoln St.	8:20	10:00	11:40	1:20*	1:20 ~	3:00	4:40	6:20 8:00*
Marlborough Hospital*	8:26	10:06	11:46	1:26	3:06	4:46	6:26	
South Bolton / Main Sts.	8:31	10:11	11:51	1:31	3:11	4:51	6:31	
Post Road Shopping Center-Price Chopper	8:36	10:16	11:56	1:36	3:16	4:56	6:36	
Farm Road / Route 20	8:41	10:21	12:01 P	1:41	3:21	5:01	6:41	
Target in Marlborough	8:46	10:26	12:06 P	1:46	3:26	5:06	6:46	
Wayside Inn Store / Hager St.	8:50	10:30	12:10 P	1:50	3:30	5:10	6:50	
Westbound								
Route 20 / Wilson St.	8:55	10:35	12:15 P	1:55	3:35	5:15	6:55	
Post Road Shopping Center-Price Chopper	9:01	10:41	12:21 P	2:01	3:41	5:21	7:01	
Main St. (Across from City Hall)	7:25~	9:05	10:45	12:25 P	2:05	3:45	5:25	7:05
Lincoln / Pleasant Sts.	7:30	9:10	10:50	12:30 P	2:10	3:50	5:30	7:10
Marlborough Hospital*	7:35	9:15	10:55	12:35 P	2:15	3:55	5:35	7:15
Broad St. / Lincoln St.	7:40	9:20	11:00	12:40 P	2:20	4:00	5:40	7:20
Route 20 / Felton St.	7:42	9:22	11:02	12:42 P	2:22	4:02	5:42	7:22
Hannaford's Plaza by AAA	7:46	9:26	11:06	12:46 P	2:26	4:06	5:46	7:26
Route 20 / Hampton Inn	7:49	9:29	11:09	12:49 P	2:29	4:09	5:49	7:29
Solomon Pond Mall	7:59	9:39	11:19	12:59 P	2:39	4:19	5:59	7:39

Scheduled Times

Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

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* Continues as 7 to Central Hub

~Continues from the Route 7.

* Stop may NOT be serviced due to snow/ice.

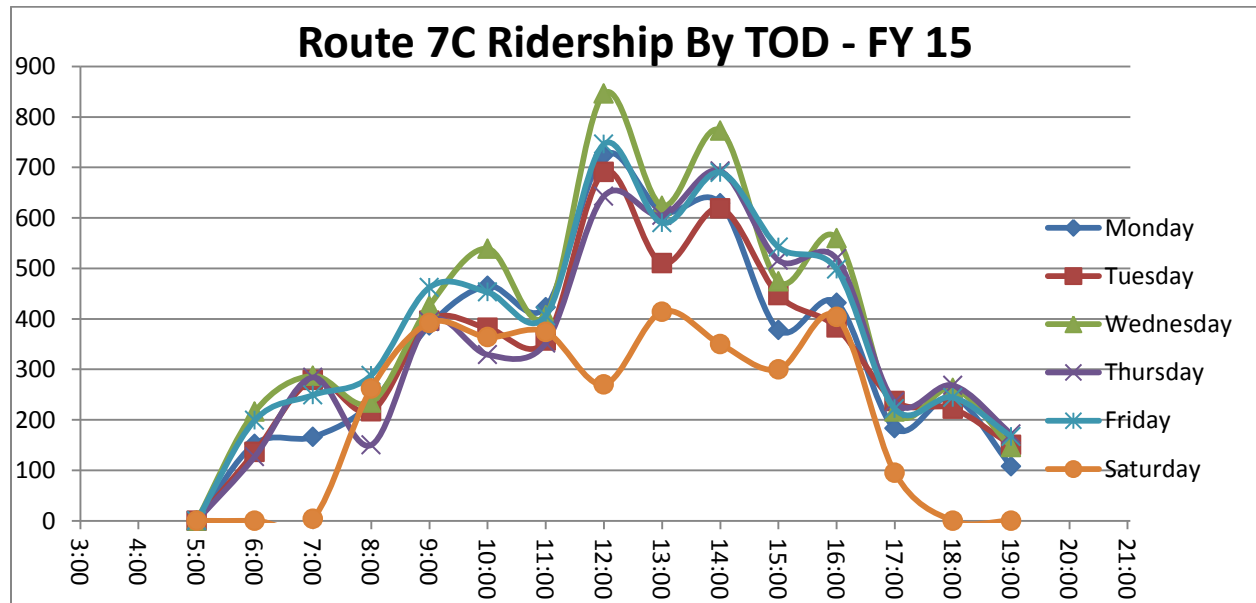
Transfers

Route 7C passengers can make the following transfers: Routes 2, 3, 4, 5, 6, 10 and 11 at the Central Hub, 37 Waverly St.; Route 9 at Framingham State University, Stop & Shop/ Temple Street and at the Route 9 Park & Ride; Route 9 at Staples Drive; Route 7 in Marlborough; and Routes 2, 3 and 4 at the Framingham Downtown Common.

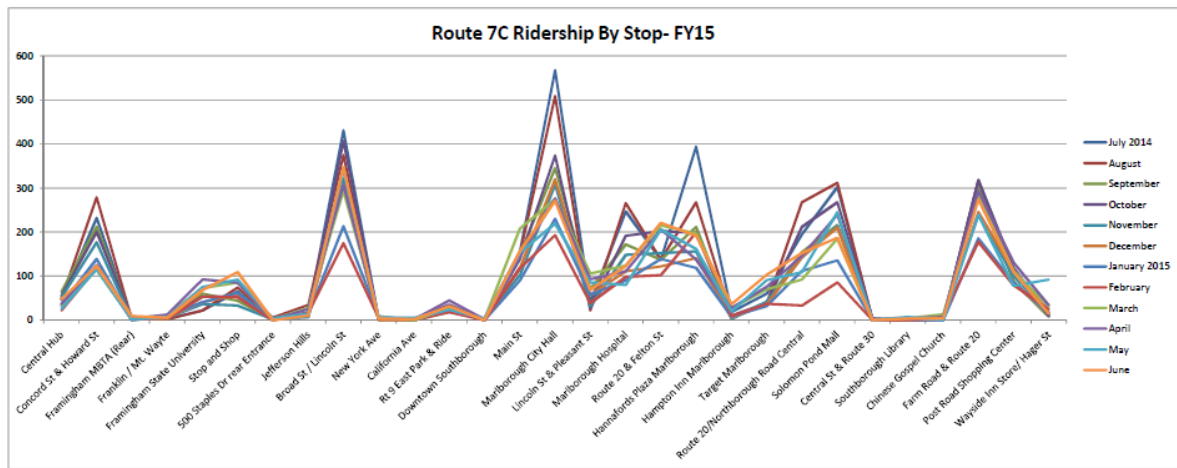
**To request a deviation please call Customer Service at 508-935-2222.



Ridership



	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub	46	48	64	55	52	33	35	22	34	37	26	48	500
Concord St & Howard St	232	279	212	200	177	122	139	118	115	125	116	123	1958
Framingham MBTA (Rear)	2	2	2	5	2	0	0	4	4	3	2	9	35
Franklin / Mt. Wayte	3	2	3	8	5	7	10	3	10	13	7	5	76
Framingham State University	22	22	60	53	36	41	41	53	73	92	75	68	636
Stop and Shop	65	74	44	53	33	58	62	52	85	85	92	109	812
500 Staples Dr rear Entrance	2	6	2	5	2	3	0	0	2	2	4	0	28
Jefferson Hills	18	34	13	7	7	12	13	17	28	25	15	10	199
Broad St / Lincoln St	431	375	346	407	322	307	213	175	293	307	342	347	3865
New York Ave	3	2	0	2	2	0	8	5	7	4	5	3	41
California Ave	2	3	2	3	0	0	0	0	0	2	5	2	19
Rt 9 East Park & Ride	31	27	25	35	19	26	22	18	28	45	24	32	332
Downtown Southborough	3	0	3	0	2	2	0	0	2	2	3	0	17
Main St	155	150	149	139	102	118	90	118	208	145	154	157	1685
Marlborough City Hall	568	509	345	374	308	320	230	193	275	276	219	271	3888
Lincoln St & Pleasant St	40	22	70	27	32	57	58	39	106	93	85	69	698
Marlborough Hospital	247	266	172	192	148	111	90	98	124	111	80	123	1762
Route 20 & Felton St	138	137	137	202	152	122	139	102	215	206	206	221	1977
Hannafords Plaza Marlborough	394	268	212	198	156	141	119	199	197	138	162	192	2376
Hampton Inn Marlborough	19	8	3	10	4	7	8	9	27	28	20	36	179
Target Marlborough	60	37	40	39	42	35	32	37	70	76	91	103	662
Route 20/Northborough Road Central	195	268	154	212	142	144	112	33	92	146	109	153	1760
Solomon Pond Mall	302	312	216	268	214	210	136	86	185	240	245	187	2601
Central St & Route 30	0	0	2	4	0	0	0	0	0	0	0	0	6
Southborough Library	0	0	2	0	0	0	2	0	4	3	7	3	21
Chinese Gospel Church	0	2	4	4	9	9	0	8	13	7	0	4	60
Farm Road & Route 20	318	317	301	317	239	246	186	178	281	293	239	274	3189
Post Road Shopping Center	115	87	88	118	100	112	86	80	111	131	78	110	1216
Wayside Inn Store/ Hager St	11	8	8	10	15	19	17	25	32	34	92	15	286
Grand Total	3422	3265	2679	2947	2322	2262	1848	1672	2621	2669	2503	2674	30884



Cost of Service (FY 15) - Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	4,064	7.41%
Total Est Cost of Service	\$249,545	7.41%
Ridership	27,451	7.19%
Cost Per Passenger	\$9.09	\$8.82
Passengers Per Vehicle Hour	6.75	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Route 8 - Wellesley

History


Route #8 is the newest of routes in the system and was funded with a JARC grant. Originally the route ran from the Natick Mall to Woodland in Newton. It has been reconfigured to connect with Routes #10

and #11 at the Natick Community Center near the Wellesley town line. It has its best ridership in the early commute and is still developing for the rest of the day. Outreach to the local colleges is still ongoing with MassBay Community College seen as having the largest potential for ridership. It is a line route with more than hour headways and only one bus. No Saturday or Sunday service at this time. With Woodland MBTA station as its primary terminus all day, this route has proven to be an integral part of the system which connects MWRTA to MBTA.

Assessment


While still developing, this service need to double its frequency, add weekend service, and find ways to help with first and last mile service to the 3 commuter rail stations in Wellesley.

Schedule and Map


MetroWest Regional Transportation Authority

8

ROUTE 8: Wellesley



ROUTE 8 (Monday-Friday Service)

Cash Fare Information

Adult fare: \$1.50 / \$1.10 with a Charlie Card
 Student fare: \$1.00 with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older): \$0.75 with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card
 Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA reduced fare program.
 Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:

- New Year's Day
- Patriot's Day
- Memorial Day
- Independence Day
- Thanksgiving Day
- Christmas Day

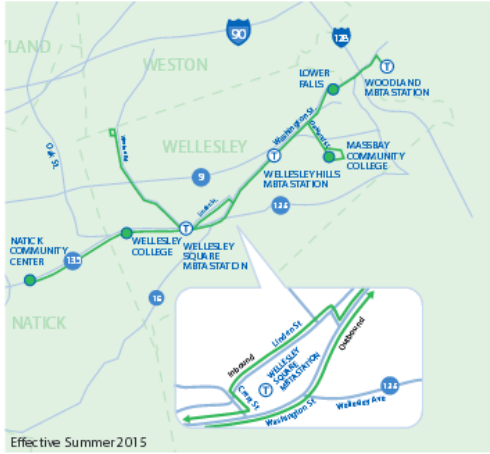
Transfer/Connections

Transfer coupons are available on all buses and are good for transfers within the MWRTA system only. Transfers are not compatible within the MBTA system. Riders wishing to transfer, (free of charge), from one route to another (in the same direction), must ask the driver for a transfer coupon and present it to the next driver within 90 minutes.
 Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, Downtown Natick as well as Wellesley Square and Wellesley Hills. For MBTA schedule and service information call 617.222.3200.

Schedule Times


Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.
 The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.


Route 8 (Monday-Friday Service)



Effective Summer 2015

Please visit our website: www.mwrta.com
 MWRTA Customer Service: (508) 935-2222

 Follow Us: @mwrta


MetroWest Regional
Transit Authority
Public Transportation System

ROUTE 8 Weekday (Monday-Friday Service)

Commuter Schedule

EASTBOUND
 Central Hub (37 Waverly St)
 Natick Community Center
 Wellesley College
 Weston Rd. / Manor Ave.
 Fells Market
 Crest Rd. (MBTA)
 Wellesley Hills (MBTA)
 Lower Falls
 Newton-Wellesley Hosp.
 Woodland (MBTA Green Line)

AM
 6:20A
 6:30A
 6:33A
 6:39A
 6:40A
 6:43A
 6:48A
 6:52A
 6:55A
 6:59A

EASTBOUND
 Natick Community Center
 Wellesley College
 Weston Rd. / Manor Ave.
 Fells Market
 Crest Rd. (MBTA)
 Wellesley Hills (MBTA)
 MassBay Community College
 Lower Falls
 Newton-Wellesley Hospital
 Woodland (MBTA Green Line)

PM
 4:58P
 5:03P
 5:10P
 5:13P
 5:25P
 5:33P
 5:38P
 5:45P
 5:47P
 5:50P

WESTBOUND
 Lower Falls
 MassBay Community College
 Wellesley Hills (MBTA)
 Crest Rd. (MBTA)
 Weston Rd. at Manor Ave.
 Fells Market
 Crest Rd. (MBTA)

7:05A
 7:11A
 7:17A
 7:20A
 7:27A
 7:28A
 7:32A

WESTBOUND
 Lower Falls
 MassBay Community College
 Wellesley Community Center
 Wellesley Hills (MBTA)
 Linden St.
 Crest Rd. (MBTA)
 Wellesley College
 Natick Community Center

5:58P
 6:05P
 R
 6:11P
 6:18P
 6:24P
 6:30P
 6:35P

EASTBOUND
 Wellesley Hills (MBTA)
 MassBay Community College
 Lower Falls
 Newton-Wellesley Hosp.
 Woodland (MBTA Green Line)

7:37A
 7:44A
 7:47A
 7:50A
 7:54A

EASTBOUND
 Wellesley College
 Weston Rd. / Manor Ave.
 Fells Market
 Cross St.
 Cameron St.
 Crest Rd. (MBTA)
 Linden St.

6:40P
 6:46P
 6:47P
 6:53P
 6:56P
 6:58P
 7:00P

WESTBOUND
 Lower Falls
 MassBay Community College
 Wellesley Community Center
 Wellesley Hills (MBTA)
 Linden St.
 Crest Rd. (MBTA)
 Wellesley College
 Natick Community Center

8:04A
 8:14A
 R
 8:19A
 8:21A
 8:25A
 8:34A
 8:40A

WESTBOUND
 Whole Foods
 Wellesley Hills
 MassBay Community College
 Lower Falls
 Newton-Wellesley Hosp.
 Woodland (MBTA Green Line)

7:03P
 7:05P
 7:10P
 7:15P
 7:18P
 7:20P



MetroWest Regional
 Transit Authority
 Public Transportation System

Local Schedule

EASTBOUND
 Central Hub (37 Waverly St)
 Natick Community Center
 Wellesley College
 Weston Rd. / Manor Ave.
 Fells Market
 Cross St.
 Cameron St.
 Crest Rd. (MBTA)
 Linden St.
 Whole Foods
 Wellesley Hills (MBTA)
 MassBay Community College
 Lower Falls
 Newton-Wellesley Hosp.
 Woodland (MBTA Green Line)

AM
 --
 10:05A
 10:10A
 10:13A
 10:20A
 10:22A
 10:28A
 10:31A
 10:33A
 10:35A
 10:37A
 10:39A
 10:46A
 10:52A
 10:55A
 10:59A

PM
 --
 --
 11:34A
 11:37A
 11:44A
 11:46A
 11:49A
 11:52A
 11:54A
 11:56A
 11:58A
 12:00P
 12:05P
 12:11P
 12:14P
 12:20P

WESTBOUND
 Lower Falls
 MassBay Community College
 Wellesley Community Center
 Wellesley Hills (MBTA)
 Linden St.
 Crest Rd. (MBTA)
 Wellesley College
 Natick Community Center

9:40A
 9:47A
 R
 9:53A
 9:55A
 9:57A
 10:03A
 10:06A

12:30P
 12:37P
 R
 12:45P
 12:50P
 12:55P
 1:00P
 1:07P

Key

R: By Request Only
 A- AM & P- PM

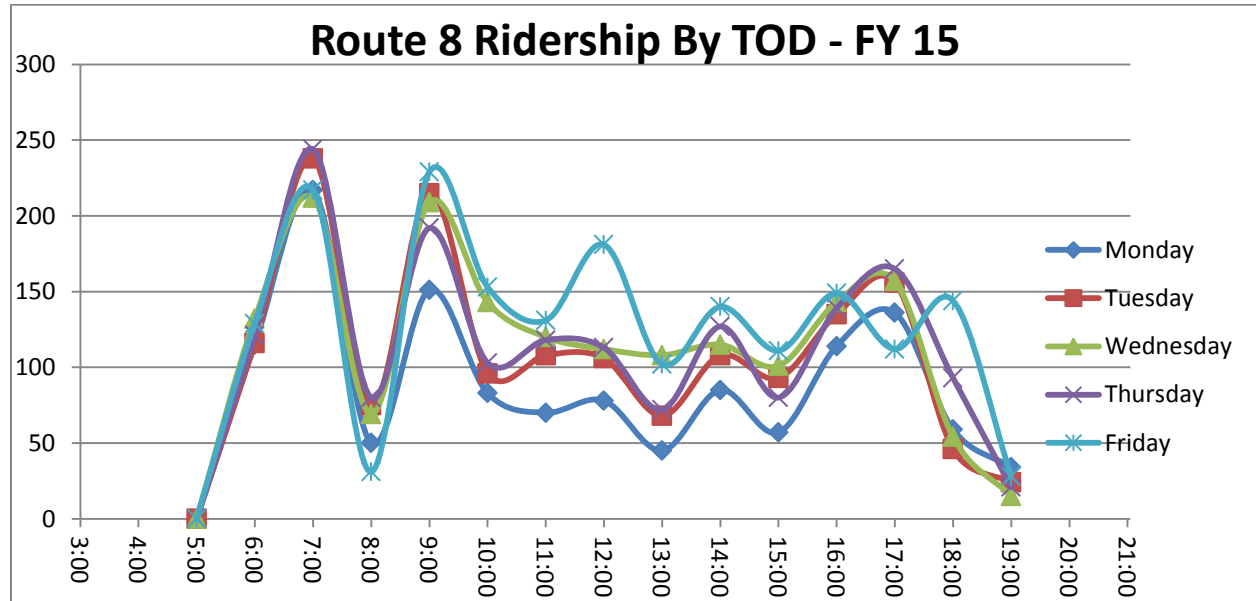
**MWRTA will deviate (D) from its Route 8 fixed route service for ADA Certified riders. Please call 508-935-2222 for more information.

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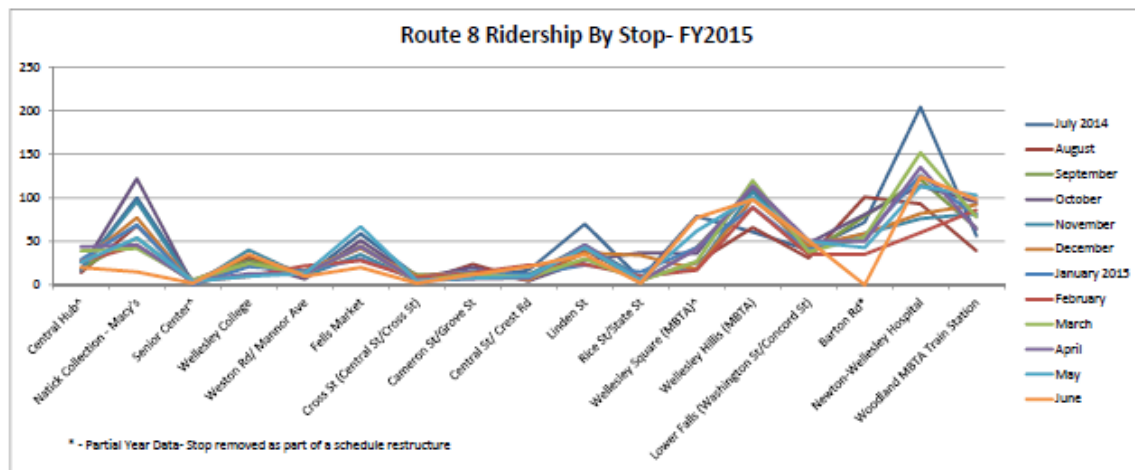
Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.



Ridership



Row Labels	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub [^]	17	14	19	17	17	26	29	27	39	44	26	20	295
Natick Collection - Macy's	100	68	54	122	96	77	69	45	42	46	54	15	788
Senior Center [^]	3	5	5	0	0	0	0	4	6	4	4	2	33
Wellesley College	32	31	28	26	40	23	21	10	25	13	10	35	294
Weston Rd/ Mannor Ave	9	14	13	7	10	17	16	22	13	13	13	10	157
Fells Market	59	45	43	51	35	42	30	28	44	44	67	20	508
Cross St (Central St/Cross St)	10	2	12	8	5	10	7	8	4	5	5	2	78
Cameron St/Grove St	10	24	12	20	14	15	16	14	13	7	8	12	165
Central St/ Crest Rd	17	5	12	5	11	6	12	23	9	8	10	21	139
Linden St	70	40	44	28	46	37	23	24	30	46	43	35	466
Rice St/State St	7	6	3	37	9	34	15	10	5	5	6	2	139
Wellesley Square (MBTA) [^]	79	26	43	36	19	18	43	17	27	41	62	77	488
Wellesley Hills (MBTA)	61	66	110	112	107	99	89	89	120	114	101	98	1166
Lower Falls (Washington St/Concord St)	40	31	36	48	42	45	40	35	38	51	50	51	507
Barton Rd [*]	72	101	79	81	59	59	55	35	55	50	43	0	689
Newton-Wellesley Hospital	204	93	121	114	76	82	126	60	152	135	113	124	1400
Woodland MBTA Train Station	56	39	65	95	82	92	79	86	78	64	103	98	937
Grand Total	846	610	699	807	668	682	670	537	700	690	718	622	8249



Cost of Service (FY 15) - Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	2,510.37	4.58%
Total Est Cost of Service	\$154,146	4.58%
Ridership	8,093	2.12%
Cost Per Passenger	\$19.05	\$8.82
Passengers Per Vehicle Hour	3.22	\$6.95

[^] Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Route 9 – Staples Dr/Natick Mall

History

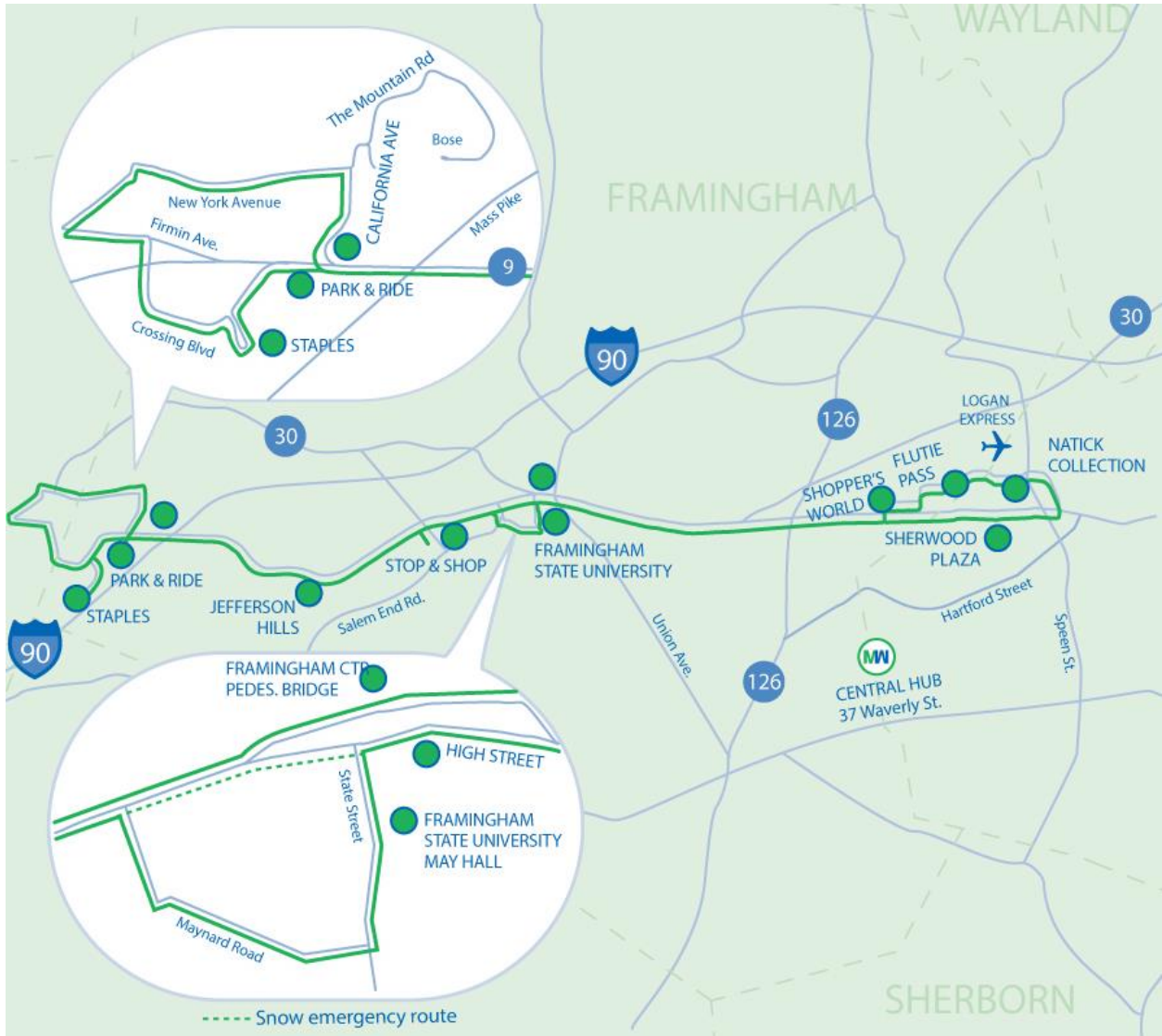
Route # 9 has been linked to the Route #1 service in the last several years to provide additional capacity during morning and evening commute hours. (See Route#1)

Assessment

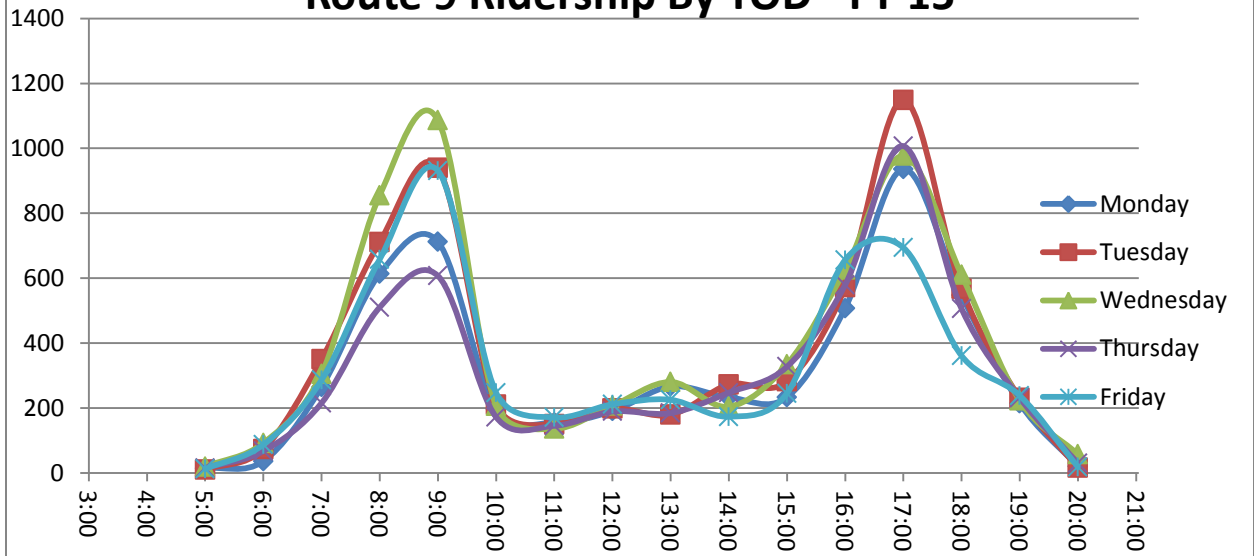
The primary mission of the Route 9 is to serve passengers along the State Highway #9. Route #9 has always experienced dismal ridership because of the highway’s lack of pedestrian and bicycle amenities. However, State Highway Route #9 is the Main Street of MetroWest and servicing it is essential. Two buses at commute hours are needed but analysis shows that one of the midday buses could be reconfigured to support both Routes #2 and #3. There is no service on weekends or 2nd shift, but there is demand.

Schedule and Map

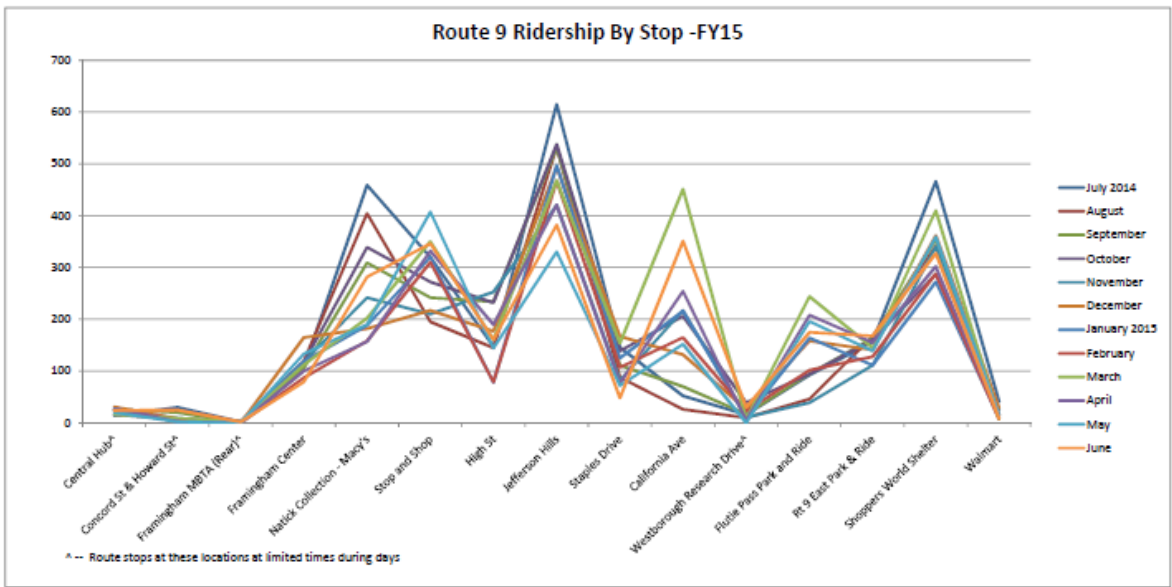
		ROUTE 9 AM																	
WESTBOUND	Central Hub	5:50 AM	6:20 AM																
	Concord & Howard	5:52 AM	6:23 AM																
	Natick Mall	6:18 AM		6:46 AM	6:58 AM	7:25 AM	7:40 AM	8:07 AM	8:28 AM	8:53 AM	9:22 AM	9:46 AM	10:07 AM	10:52 AM	11:35 AM				
	Flutie Pass (curbside)	6:19 AM		6:47 AM	6:59 AM	7:26 AM	7:42 AM	8:09 AM	8:30 AM	8:55 AM	9:24 AM	9:48 AM	10:09 AM	10:54 AM	11:37 AM				
	Shoppers World	6:20 AM		6:48 AM	7:00 AM	7:27 AM	7:43 AM	8:10 AM	8:31 AM	8:56 AM	9:25 AM	9:49 AM	10:10 AM	10:55 AM	11:38 AM				
	Framingham Center													10:25 AM	11:10 AM	11:53 AM			
	Jefferson Hills	6:04 AM	6:28 AM	6:35 AM	6:53 AM	7:07 AM	7:34 AM	7:51 AM	8:18 AM	8:40 AM	9:05 AM	9:34 AM			10:31 AM	11:16 AM	11:59 AM		
	Staples Drive			6:58 AM 7:12 AM 7:39 AM 7:56 AM 8:23 AM 8:45 AM 9:10 AM 9:39 AM 10:01 AM															
	Westborough	6:38 AM																	
	Staples Drive			6:58 AM 7:12 AM 7:39 AM 7:56 AM 8:23 AM 8:45 AM 9:10 AM 9:39 AM															
EASTBOUND	California Ave.			7:02 AM	7:15 AM	7:42 AM	7:59 AM	8:26 AM	8:48 AM	9:13 AM	9:42 AM								
	Jefferson Hills	6:48 AM												10:31 AM	11:16 AM	11:59 AM			
	FSU (High St.)	6:07 AM	6:38 AM	7:10 AM	7:23 AM	7:50 AM	8:09 AM	8:36 AM	8:58 AM	9:23 AM	9:52 AM	10:24 AM	10:38 AM	11:23 AM	12:06 PM				
	Flutie Pass (curbside)	6:13 AM	6:55 AM	6:44 AM	7:20 AM	7:33 AM	8:00 AM	8:19 AM	8:46 AM	9:08 AM	9:33 AM	9:59 AM			10:48 AM	11:33 AM	12:16 PM		
	Natick Mall	6:14 AM	6:56 AM	6:45 AM	7:21 AM	7:35 AM	8:02 AM	8:21 AM	8:48 AM	9:10 AM	9:35 AM	10:00 AM			10:50 AM	11:35 AM	12:18 PM		
	Framingham MBTA			10:32 AM															
	Central Hub			10:37 AM															
	ROUTE 9 PM																		
	WESTBOUND	Central Hub	1:35 PM				2:50 PM												
		Concord & Howard					3:14 PM												
Natick Mall		12:18 PM	1:01 PM	1:50 PM	2:35 PM	3:20 PM	3:50 PM	4:05 PM	4:35 PM	4:50 PM	5:20 PM	5:35 PM	6:05 PM	6:20 PM	6:50 PM	7:05 PM	7:35 PM	7:50 PM	
Flutie Pass		12:20 PM	1:03 PM	1:52 PM	2:37 PM	3:22 PM	3:52 PM	4:07 PM	4:37 PM	4:52 PM	5:22 PM	5:37 PM	6:07 PM	6:22 PM	6:52 PM	7:07 PM	7:37 PM	7:52 PM	
Shoppers World		12:21 PM	1:04 PM	1:53 PM	2:38 PM	3:23 PM	3:53 PM	4:08 PM	4:38 PM	4:53 PM	5:23 PM	5:38 PM	6:08 PM	6:23 PM	6:53 PM	7:08 PM	7:38 PM	7:53 PM	
Framingham Center		12:26 PM	1:19 PM	2:08 PM	2:53 PM	3:38 PM	3:58 PM	4:13 PM	4:43 PM	4:58 PM	5:28 PM	5:43 PM	6:13 PM	6:28 PM	6:58 PM	7:13 PM	7:46 PM	7:58 PM	
Jefferson Hills		12:42 PM	1:25 PM	2:14 PM	2:59 PM	3:44 PM													
Staples Drive				4:09 PM 4:24 PM 4:54 PM 5:09 PM 5:39 PM 5:54 PM 6:24 PM 6:39 PM 7:09 PM 7:24 PM 8:09 PM															
Westborough				3:14 PM R															
Staples Drive				3:24 PM 4:09 PM 4:24 PM 4:54 PM 5:09 PM 5:39 PM 5:54 PM 6:24 PM 6:39 PM 7:09 PM 7:24 PM 8:09 PM															
EASTBOUND	California Ave			3:27 PM	4:13 PM	4:27 PM	4:57 PM	5:12 PM	5:42 PM	5:57 PM	6:27 PM	6:42 PM	7:12 PM	7:27 PM	8:12 PM				
	Jefferson Hills	12:42 PM	1:25 PM	2:14 PM	2:59 PM	3:32 PM	3:49 PM	4:18 PM	4:32 PM	5:02 PM	5:17 PM	5:47 PM	6:02 PM	6:32 PM	6:47 PM	7:17 PM	7:32 PM	8:17 PM	
	FSU (High St)	12:49 PM	1:32 PM	2:21 PM	3:06 PM	3:37 PM	3:51 PM	4:23 PM	4:37 PM	5:07 PM	5:22 PM	5:52 PM	6:07 PM	6:37 PM	6:52 PM	7:22 PM	7:37 PM	8:13 PM	
	Flutie	12:59 PM	1:42 PM	2:31 PM	3:16 PM	3:47 PM	4:01 PM	4:33 PM	4:47 PM	5:17 PM	5:32 PM	6:02 PM	6:17 PM	6:47 PM	7:02 PM	7:32 PM	7:47 PM	8:32 PM	
	Natick Mall	1:01 PM	1:44 PM	2:33 PM	3:18 PM	3:49 PM	4:03 PM	4:35 PM	4:49 PM	5:19 PM	5:34 PM	6:04 PM	6:19 PM	6:49 PM	7:04 PM	7:34 PM	7:49 PM	8:34 PM	
	Framingham MBTA			8:19 PM															
	Central Hub	1:50 PM		8:23 PM 8:40 PM															
	Commuter Shuttle - Please note:																		
	Shaded areas are approximate arrival times only. The bus may leave these locations prior to the listed time. Riders should be at these time points at least ten minutes prior to the time listed. The bus will not leave the bolded locations prior to listed times. R- By Request Only																		
	If you have any questions, please contact Customer Service at (508) 935-2222.																		



Route 9 Ridership By TOD - FY 15



Row Labels	July 2014	August	September	October	November	December	January 2015	February	March	April	May	June	Grand Total
Central Hub [^]	14	25	26	16	23	31	27	24	16	26	20	24	272
Concord St & Howard St [^]	30	23	20	7	9	8	5	7	9	3	2	25	148
Framingham MBTA (Rear) [^]	2	2	0	3	0	0	0	0	2	0	0	2	11
Framingham Center	107	119	106	117	118	165	119	87	112	100	133	79	1362
Natick Collection - Macy's	459	404	309	339	242	182	188	158	202	157	190	282	3112
Stop and Shop	320	195	242	272	210	217	320	310	350	332	407	346	3521
High St	147	145	234	232	253	177	78	79	161	190	144	161	2001
Jefferson Hills	615	533	532	538	420	494	497	467	468	421	330	382	5697
Staples Drive	146	88	111	139	82	167	125	107	154	77	72	48	1316
California Ave	52	26	70	206	217	132	216	165	451	254	152	351	2292
Westborough Research Drive [^]	16	10	17	39	11	26	11	23	7	5	0	30	195
Flutie Pass Park and Ride	92	46	95	94	39	158	164	102	244	208	196	175	1613
Rt 9 East Park & Ride	156	167	163	161	111	141	111	128	145	155	139	168	1745
Shoppers World Shelter	466	341	353	287	340	362	272	288	410	302	359	327	4107
Walmart	41	14	12	14	25	29	8	7	8	14	14	8	194
Grand Total	2663	2138	2290	2464	2100	2289	2141	1952	2739	2244	2158	2408	27586



Cost of Service (FY 15) - Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	6,329	11.54%
Total Est Cost of Service	\$388,614	11.54%
Ridership	27,507	7.21%
Cost Per Passenger	\$14.13	\$8.82
Passengers Per Vehicle Hour	4.35	6.95

[^] Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Routes 10 & 11 – Natick Loops (Clockwise and Counterclockwise)

History

Routes #10 & #11 are two loop routes that circulate Natick counterclockwise (Route #10) and clockwise (Route #11) respectively with Lake Cochituate's three ponds in the center. Originally, Route 10 was the Natick Neighborhood Bus, subsidized and operated by the Town autonomously. It was not until the MWRTA took over the system that it connected with other services, particularly the LIFT's #2 & #3. The Route 11 was added shortly after the takeover as primarily a midday route for seniors. Both routes eventually became full day routes mirroring each other. During construction of the new Community Center the routes were reconfigured several times to accommodate elderly and disabled. The routes were also expanded to include the Cochituate village of Wayland.

Assessment

Natick's fixed route system primarily serves its elderly and disabled community and gets steady ridership midday. With the plethora of new housing at the Natick Mall area, and a demand for tripper service at the high school, the routes need to be readjusted. The town has an excellent commuter service that addresses first and last mile at the Natick Commuter Rail Station. The MWRTA has been working with the town to augment some elderly and disabled service with the addition of the newly created Natick Connector. Natick also has grocery runs and the Open Door Thursday evening service which skews the time of day analysis on Routes #10 & #11 on that day. Although service to east Natick via Oak Street is non-existent, the Route #1 runs along Highway Route #9 all day, offering east Natick residents a way to access the service.

10

ROUTE 10: Natick Daily

MetroWest Regional Transportation Authority

Cash Fare Information

Adult fare: \$1.50 / \$1.10 with a Charlie Card
 Student fare: \$1.00 with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older)- \$0.75 with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card
 Individuals with disabilities- Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA half-fare program.
 Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:
 New Year's Day
 Patriot's Day
 Memorial Day
 Independence Day
 Thanksgiving Day
 Christmas Day

Transfer/Connections

Transfer coupons are available on all buses and are good for transfers within the MWRTA system only. Transfers are not compatible within the MBTA system. Riders wishing to transfer, (free of charge), from one route to another must ask the driver for a transfer coupon and present it to the next driver within 90 minutes.

Riders can access MBTA Commuter Rail Service in Downtown Framingham, at the West Natick Commuter Rail Station, as well as in Downtown Natick. For MBTA schedule and service information call 617.222.3200.

Scan the QR code below with your smartphone to be directed to the MWRTA Routes and Schedules website.

Route 10 (Monday-Friday Service)

Effective Fall 2015

Visit the MWRTA website: www.mwrta.com
 MWRTA Customer Service: (508) 935-2222

Follow Us: @mwrta

MetroWest Regional
Transit Authority
Public Transportation System

10

ROUTE 10 Weekday (Monday-Friday Service)

10

	AM				PM				Effective Fall 2015	
Waverly Hub (37 Waverly St.)	6:30	7:55	9:20	10:45	12:10	1:35	3:00	4:25	5:50	7:15
Roche Bros.	6:35	8:00	9:25	10:50	12:15	1:40	3:05	4:30	5:55	7:20
Cedar Terrace Upper Lot	6:42	8:07	9:32	10:57	12:22	1:47	3:12	4:37	6:02	7:27
Cedar Gardens Bus Shelter	6:44	8:09	9:34	10:59	12:24	1:49	3:14	4:39	6:04	7:29
Coolidge Gardens	6:48	8:13	9:38	11:03	12:28	1:53	3:18	4:43	6:08	7:33
Natick Common Bus Shelter	6:50	8:15	9:40	11:05	12:30	1:55	3:20	4:45	6:10	7:35
Leonard Morse Hospital	6:53	8:18	9:43	11:08	12:33	1:58	3:23	4:48	6:13	7:38
Eliot Church / South Natick	6:58	8:23	9:48	11:13	12:38	2:03	3:28	4:53	6:18	7:43
Natick Senior Center	7:06	8:31	9:56	11:21	12:46	2:11	3:36	5:01	6:26	7:51
Moran Park (Downtown MBTA)	7:10	8:35	10:00	11:25	12:50	2:15	3:40	5:05	6:30	7:55
Rte 27 @ Kansas St.	7:12	8:37	10:02	11:27	12:52	2:17	3:42	5:07	6:32	7:57
9 / 27 Plaza @ Panera Bread	7:18	8:43	10:08	11:33	12:58	2:23	3:48	5:13	6:38	8:03
Dairy Queen	7:23	8:48	10:13	11:38	1:03	2:28	3:53	5:18	6:43	8:08
Bradford St. Shelter	7:27	8:52	10:17	11:42	1:07	2:32	3:57	5:22	6:47	8:12
Wayland- Bent Park	7:29	8:54	10:19	11:44	1:09	2:34	3:59	5:24	6:49	8:14
West Plain @ 126	7:30	8:55	10:20	11:45	1:10	2:35	4:00	5:25	6:50	8:15
Speen St. @ Rte. 30 TJK	7:35	9:00	10:25	11:50	1:15	2:41	4:05	5:30	6:55	8:20
Natick Mall (Macy's Shelter)	7:39	9:04	10:29	11:54	1:19	2:44	4:09	5:34	6:59	8:24
Sherwood Plaza	7:42	9:07	10:32	11:57	1:22	2:47	4:12	5:37	7:02	8:27
Sherwood Village (Mill St.)	7:46	9:11	10:36	12:01 P	1:26	2:51	4:16	5:41	7:06	8:31
Natick Crossings Plaza (near Natick MBTA)	7:50	9:15	10:40	12:05 P	1:30	2:54	4:20	5:45	7:10	8:35
Waverly Hub (37 Waverly St.)	7:52	9:17	10:42	12:07 P	1:32	2:57	4:22	5:47	7:12	8:37

Scheduled Times
 Scheduled times are only approximate; please wait for the MWRTA ten minutes in advance of scheduled times to assure not missing the bus.

For up to the minute bus information call the MWRTA at 508.935.2222 or 888.996.9782, or visit www.mwrta.com for GPS tracking.

The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

Transfers
 Route 10 passengers can make the following transfers:
 Routes 4N and 11 at the Waverly Hub, 37 Waverly St.; Routes 8 and 11 at the Natick Community Center; 1, 2, 3, 4N, 9, and 11 at the Natick Mall (Macy's Bus Shelter).



10
Saturday

ROUTE 10 Saturday Service (Counter Clockwise)

10
Saturday

	AM		PM			
Central Hub (37 Waverly Street)	9:20	10:45	12:10	1:35	3:00	4:25
Roche Bros.	9:25	10:50	12:15	1:40	3:05	4:30
Cedar Terrace Upper Lot*	9:32	10:57	12:22	1:47	3:12	4:37
Cedar Gardens Bus Shelter	9:34	10:59	12:24	1:49	3:14	4:39
Coolidge Gardens	9:38	11:03	12:28	1:53	3:18	4:43
Natick Common Bus Shelter	9:40	11:05	12:30	1:55	3:20	4:45
Leonard Morse Hospital	9:43	11:08	12:33	1:58	3:23	4:48
Eliot Church / South Natick	9:48	11:13	12:38	2:03	3:28	4:53
Natick Community Center	9:56	11:21	12:46	2:11	3:36	5:01
Moran Park (Downtown MBTA)	10:00	11:25	12:50	2:15	3:40	5:05
Rte 27 @ Kansas St.	10:02	11:27	12:52	2:17	3:42	5:07
9 / 27 Plaza @ Panera Bread	10:08	11:33	12:58	2:23	3:48	5:13
Dairy Queen	10:13	11:38	1:03	2:28	3:53	5:18
Bradford St. Shelter	10:17	11:42	1:07	2:32	3:57	5:22
Wayland- Bent Park	10:19	11:44	1:09	2:34	3:59	5:24
West Plain @ Rte. 126	10:20	11:45	1:10	2:35	4:00	5:25
Speen St. @ Rte. 30 TJX	10:25	11:50	1:15	2:40	4:05	5:30
Natick Mall (Macy's)	10:29	11:54	1:19	2:44	4:09	5:34
Sherwood Plaza	10:32	11:57	1:22	2:47	4:12	5:37
Sherwood Village (Mill St.)	10:36	12:01 P	1:26	2:51	4:16	5:41
Natick Crossings Plaza (near Natick MBTA)	10:40	12:05 P	1:30	2:55	4:20	5:45
Central Hub (37 Waverly Street)	10:42	12:07 P	1:32	2:57	4:22	5:47

Scheduled Times

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The MWRTA uses the Flag Down System which allows buses to stop anywhere along their routes to pick up passengers, where it is safe to do so. Passengers can hail MWRTA buses by waving.

**MWRTA will deviate (D) from its Route 10 fixed route service for ADA Certified riders. Please call 508-935-2222 for more information.

Transfers

Route 10 Saturday passengers can make the following transfers:

Route 4 at the Central Hub, 37 Waverly St.; 2, 3, 4, at Macy's at the Natick Mall (Macy's Bus Shelter).

*Stop may NOT be serviced due to snow/ice.

Schedule and Map- Route 11

11

Route 11: Natick Circuit (Clockwise)



MetroWest Regional Transportation Authority

Fare Information

Adult fare: \$1.50 cash / \$1.10 with a Charlie Card
 Student fare: \$1.00 cash with valid Student ID.
 Children under 6 ride free when accompanied by an adult.
 Children under 12 may not ride unaccompanied.
 Elderly (65 years of age or older)- \$0.75 cash with photo ID indicating date of birth or a MWRTA senior TAP Pass or \$0.70 with a Charlie Card
 Individuals with disabilities-Valid MBTA Access Card, Medicare Card or MWRTA Disabled TAP Pass are accepted as proof of eligibility for the MWRTA reduced-fare program.
 Charlie Cards are available free of charge at the Central Hub or on the bus. Value can be added to existing cards onboard, online at mbta.com, or at an MBTA kiosk.

No service provided on the following Holidays:

- New Year's Day
- Patriot's Day
- Memorial Day
- Independence Day
- Thanksgiving Day
- Christmas Day

Transfer/Connections

Transfer coupons are available on all buses and are good for transfers going in the same direction within the MWRTA system only. Transfers are not compatible within the MBTA system. One transfer per paid fare is issued upon request and must be presented to the next driver within 90 minutes.

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Route 11 (Monday-Friday Service)



Effective Fall 2013

Please visit our website: www.mwrta.com

Central Hub: (508) 935-2222

Follow Us:
@mwrta



	AM					PM				
Central Hub (37 Waverly Street)	6:30	7:55	9:20	10:45	12:10	1:35	3:00	4:25	5:50	7:15
Sherwood Village (Mill St.)	6:36	8:01	9:26	10:51	12:16	1:41	3:06	4:31	5:56	7:21
Natick Mall @ Macy's Rear	6:44	8:09	9:34	10:59	12:24	1:49	3:14	4:39	6:04	7:29
Sherwood Plaza	6:47	8:12	9:37	11:02	12:27	1:52	3:17	4:42	6:07	7:32
Speen St. @ Rte. 30 (TJX)	6:52	8:17	9:42	11:07	12:32	1:57	3:22	4:47	6:12	7:37
Rte. 126 @ West Plain	6:57	8:22	9:47	11:12	12:37	2:02	3:27	4:52	6:17	7:42
Wayland Bent Park	6:58	8:23	9:48	11:13	12:38	2:03	3:28	4:53	6:18	7:43
Bradford St. Shelter	7:00	8:25	9:50	11:15	12:40	2:05	3:30	4:55	6:20	7:45
Rte. 27 @ Rte. 30	7:02	8:27	9:52	11:17	12:42	2:07	3:32	4:57	6:22	7:47
9/27 Plaza @ Panera Bread	7:10	8:35	10:00	11:25	12:50	2:15	3:40	5:05	6:30	7:55
Rte 27 @ Kansas St.	7:16	8:41	10:06	11:31	12:56	2:21	3:46	5:11	6:36	8:01
Rte. 27 @ Natick Federal/MBTA	7:18	8:43	10:08	11:33	12:58	2:23	3:48	5:13	6:38	8:03
Natick Common Bus Shelter	7:20	8:45	10:10	11:35	1:00	2:25	3:50	5:15	6:40	8:05
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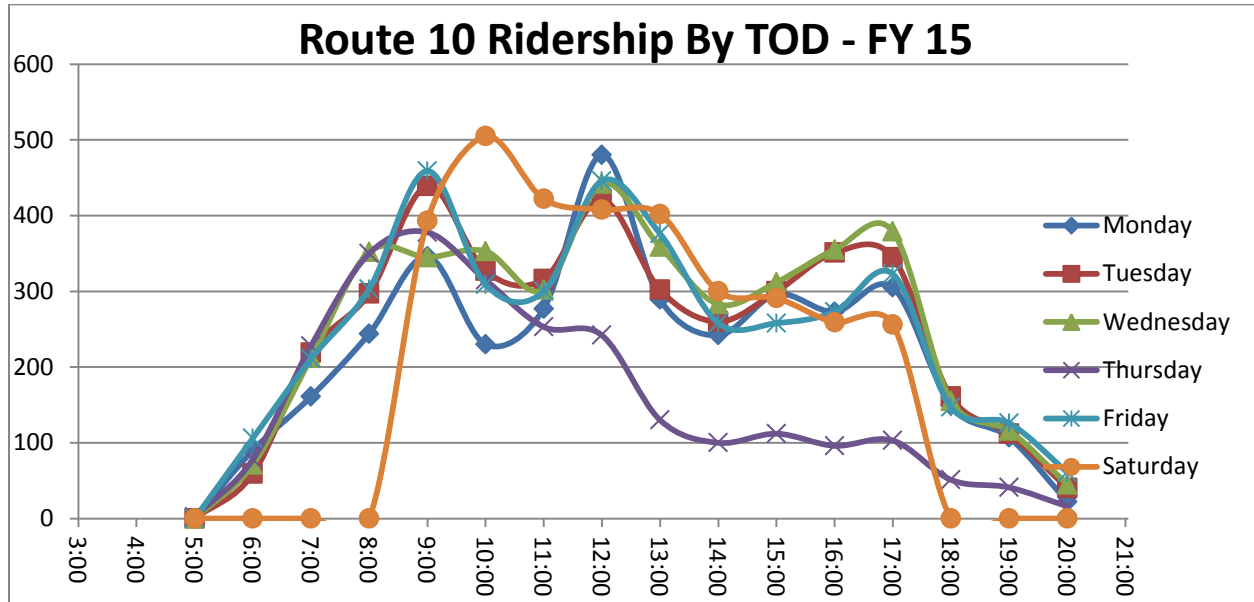
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Transfers

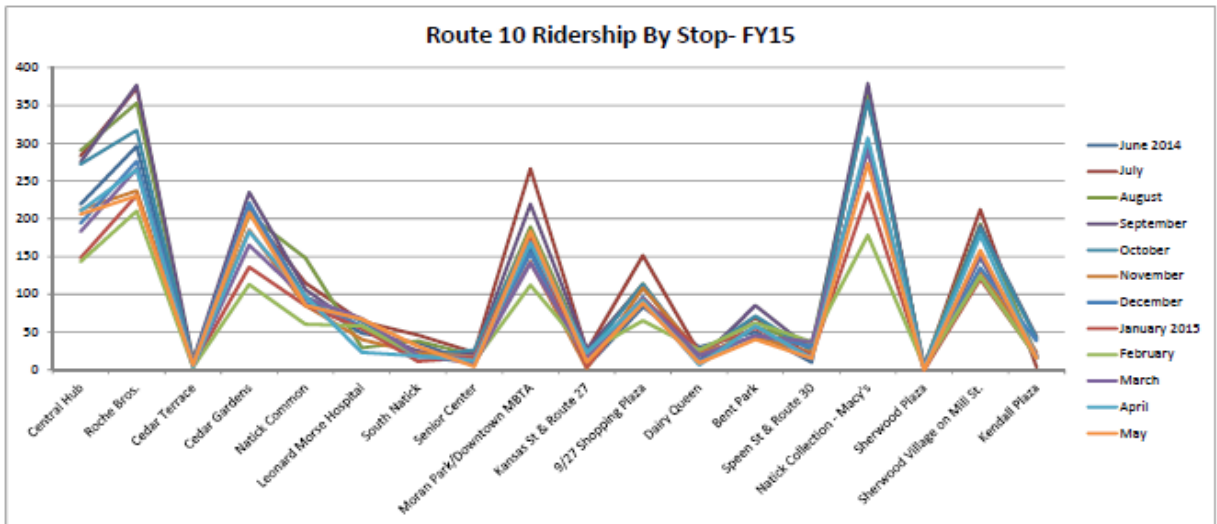
Route 11 passengers can make the following transfers: Routes 4, 5, 6 and 10 at the Central Hub, 37 Waverly St.; 8 and 9 at the Natick Community Center; 1, 2, 3, 4, 9 and 10 at the Natick Mall (Macy's).

*Stop may NOT be serviced due to snow/ice.

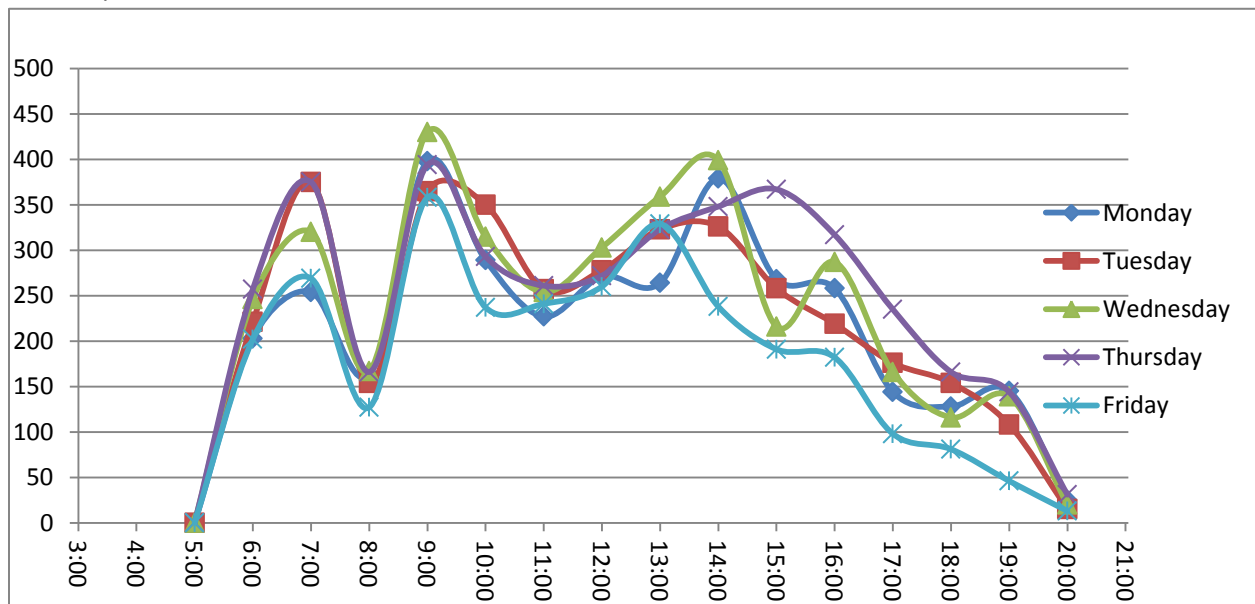
Ridership- Route 10



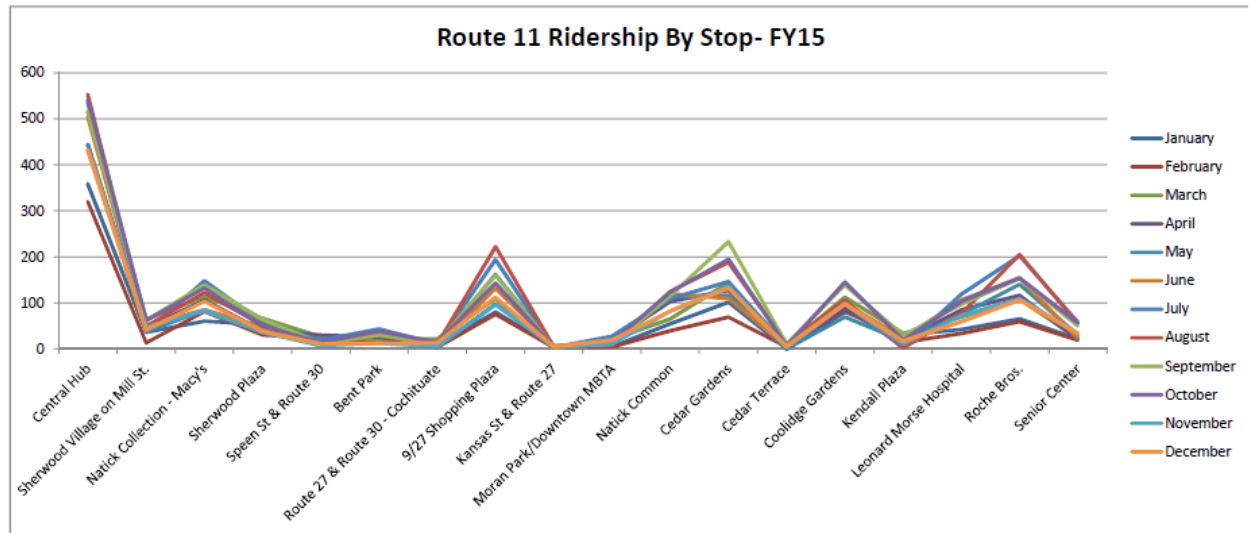
	June 2014	July	August	September	October	November	December	January 2015	February	March	April	May	Grand Total
Central Hub	219	283	290	275	272	212	194	148	143	183	210	206	2635
Roche Bros.	296	373	353	377	317	237	276	231	210	266	265	230	3431
Cedar Terrace	9	4	12	13	10	11	8	5	3	5	4	6	90
Cedar Gardens	211	208	205	235	217	185	221	136	113	165	183	208	2287
Natick Common	96	115	148	106	96	85	89	85	60	95	97	85	1157
Leonard Morse Hospital	48	64	29	54	64	40	58	55	58	68	23	67	628
South Natick	36	46	38	25	18	22	16	11	19	19	18	31	299
Senior Center	8	23	19	20	26	17	16	16	11	8	12	4	180
Moran Park/Downtown MBTA	161	266	189	219	180	143	154	173	112	141	168	183	2089
Kansas St & Route 27	4	25	24	27	19	2	8	4	23	16	23	10	185
9/27 Shopping Plaza	83	151	114	112	113	108	96	94	65	93	92	88	1209
Dairy Queen	30	22	12	12	19	23	12	26	26	19	6	9	216
Bent Park	50	69	57	85	71	43	46	55	62	45	58	40	681
Speen St & Route 30	10	17	34	26	25	23	31	18	37	37	15	15	288
Natick Collection - Macy's	371	360	363	379	356	298	293	234	178	290	307	273	3702
Sherwood Plaza	0	3	6	0	6	3	2	0	4	5	2	0	31
Sherwood Village on Mill St.	149	212	193	190	187	131	135	120	124	152	178	158	1929
Kendall Plaza	15	3	18	43	40	23	38	17	16	18	15	15	261
Grand Total	1796	2244	2104	2198	2036	1606	1693	1428	1264	1625	1676	1628	21298



Ridership- Route 11



	January	February	March	April	May	June	July	August	September	October	November	December	Grand Total
Central Hub	359	320	515	444	444	504	536	553	516	542	431	433	5597
Sherwood Village on Mill St.	36	13	64	46	37	51	37	49	62	62	47	41	545
Natick Collection - Macy's	60	81	113	106	84	85	148	122	139	132	83	103	1256
Sherwood Plaza	53	30	66	39	44	47	57	51	64	49	36	38	574
Speen St & Route 30	19	23	26	30	20	7	19	7	12	14	7	11	195
Bent Park	14	19	20	25	29	33	43	29	30	38	12	12	304
Route 27 & Route 30 - Cochituate	9	3	22	4	10	5	11	10	12	14	5	13	118
9/27 Shopping Plaza	80	75	109	97	162	132	194	222	160	143	97	112	1583
Kansas St & Route 27	4	3	3	4	6	7	3	4	3	4	5	5	51
Moran Park/Downtown MBTA	4	4	20	19	11	13	27	7	11	14	10	19	159
Natick Common	54	39	65	103	113	120	109	125	115	123	82	82	1130
Cedar Gardens	101	69	144	127	116	109	146	188	233	195	135	132	1695
Cedar Terrace	0	4	7	0	6	0	0	11	10	6	4	5	53
Coolidge Gardens	80	85	112	88	69	99	98	106	139	145	98	98	1217
Kendall Plaza	30	14	33	20	17	23	2	2	29	19	11	17	217
Leonard Morse Hospital	42	33	69	85	75	106	119	77	97	103	72	59	937
Roche Bros.	65	59	108	116	140	154	202	205	153	154	109	106	1571
Senior Center	21	19	23	20	30	23	58	54	49	56	33	33	419
Grand Total	1031	893	1519	1373	1407	1524	1809	1822	1834	1813	1277	1319	17621



Cost of Service (FY 15) - Route 10 Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	3,598	6.56%
Total Est Cost of Service	\$220,952	6.56%
Ridership	17,992	4.72%
Cost Per Passenger	\$12.28	\$8.82
Passengers Per Vehicle Hour	5.00	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Cost of Service (FY 15) - Route 10 Saturday

	Total	Comparison to System-Wide Service
Service Hours Offered	433.5	0.79%
Total Est Cost of Service	\$26,619	0.79%
Ridership	3,236	0.85%
Cost Per Passenger	\$8.23	\$8.82
Passengers Per Vehicle Hour	4.35	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Cost of Service (FY 15) - Route 11 Weekday

	Total	Comparison to System-Wide Service
Service Hours Offered	3,598	6.56%
Total Est Cost of Service	\$220,952	6.56%
Ridership	17,553	4.60%
Cost Per Passenger	\$12.59	\$8.82
Passengers Per Vehicle Hour	4.88	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

Shuttle and FSU Services

History

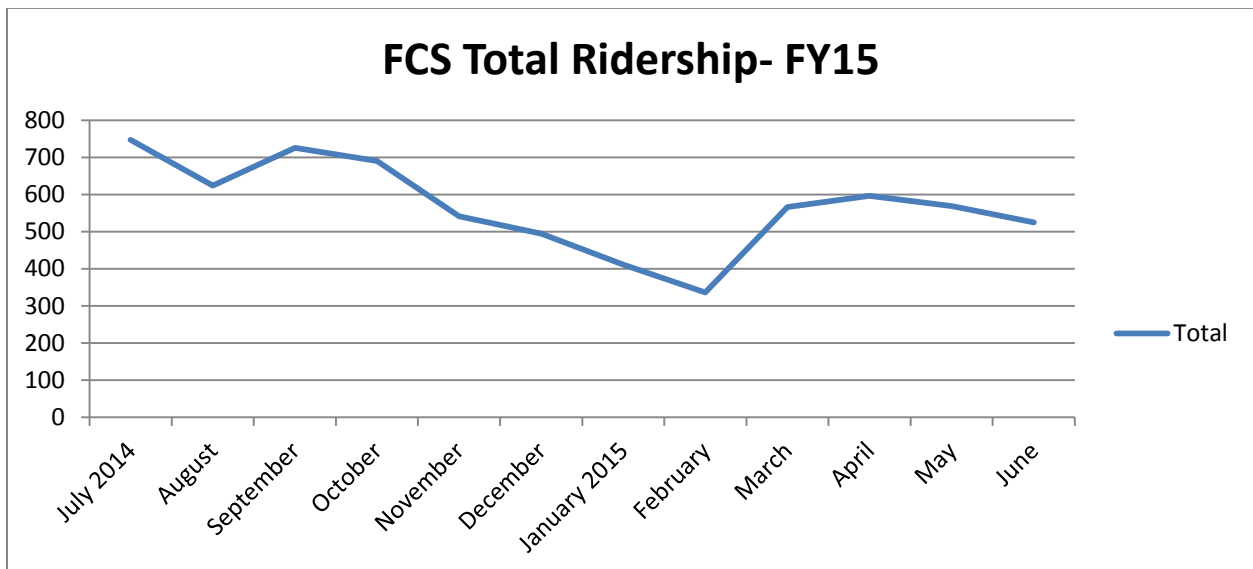
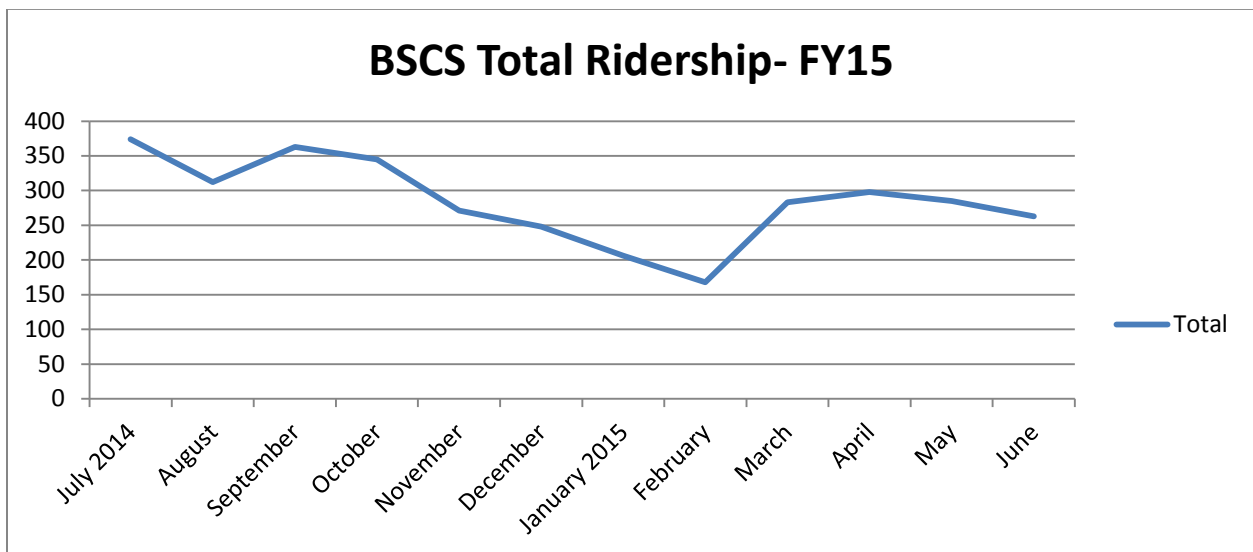
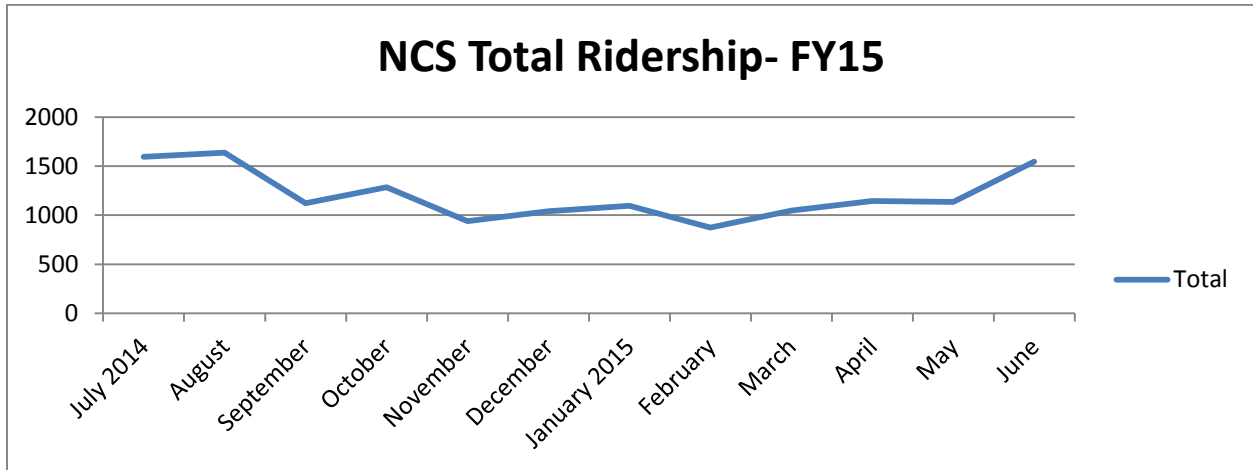
Shuttle & FSU services are the fastest growing segments of MWRTA fixed route service delivery. The Authority instituted the Natick commuter Shuttle early in the formulation of the service. It was doing first mile/last mile service in 2009. In 2013, it began the same service at the Framingham and Southborough stations. The Framingham Commuter Shuttle is the faster growing of the two; however, the Southborough service is being partially subsidized by the Boston Scientific Corporation as it has moved to Marlborough from Natick. Because the Authority has reconfigured its routes from the Concord and Howard Street stop into the MBTA's Framingham Commuter Rail Station's "banana lot", there has been an increase in commuter ridership on the regular fixed routes when times coincide with the train schedule.

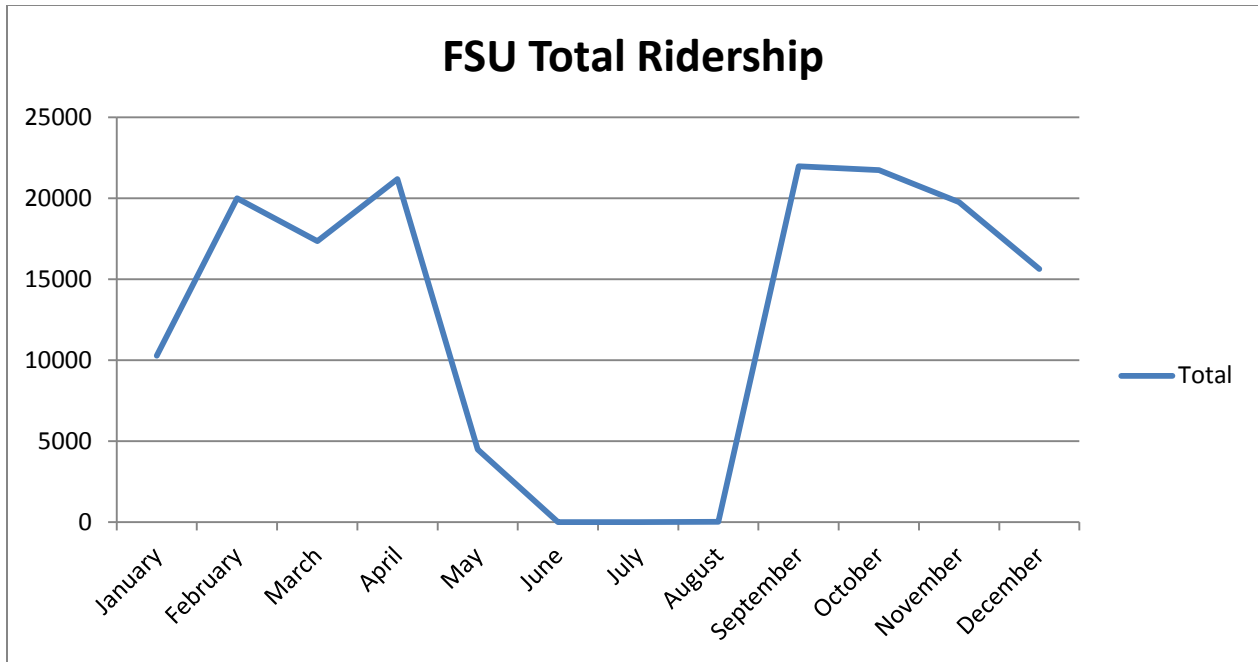
The MWRTA and Framingham State University are in the fourth year of collaboration. Modeled after UMass and Bridgewater State University's transportation programs, the Authority has worked closely with FSU to provide training, maintenance, and managerial oversight of the student operated system. Ridership and safety performance have increased dramatically since the start up.

Assessments

As the MWRTA continues its move from Waverly Street to the Blandin Ave facility it will produce more intermodal applications. The relationship with FSU will continue to grow as well, and the MWRTA looks forward to working with MassBay Community College as they move into downtown Framingham in the near future.

Ridership





Cost of Service (FY 15) - Shuttles

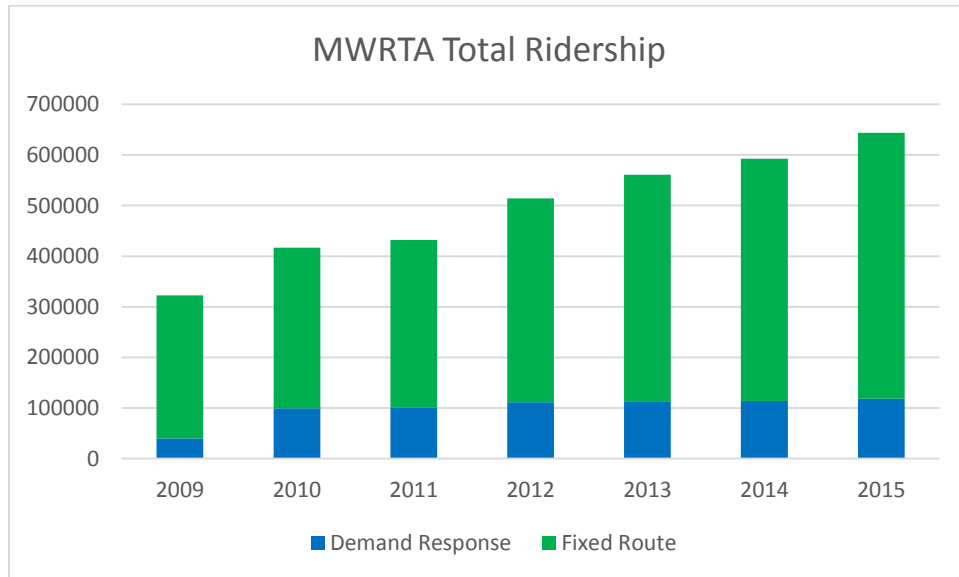
	Total	Comparison to System-Wide Service
Service Hours Offered	2,456	4.48%
Total Est Cost of Service	\$150,819	4.48%
Ridership	24,695	6.47%
Cost Per Passenger	\$6.11	\$8.82
Passengers Per Vehicle Hour	10.05	6.95

^ Cost of service does not factor in ADA complementary paratransit costs for providing service at the scheduled time and region.

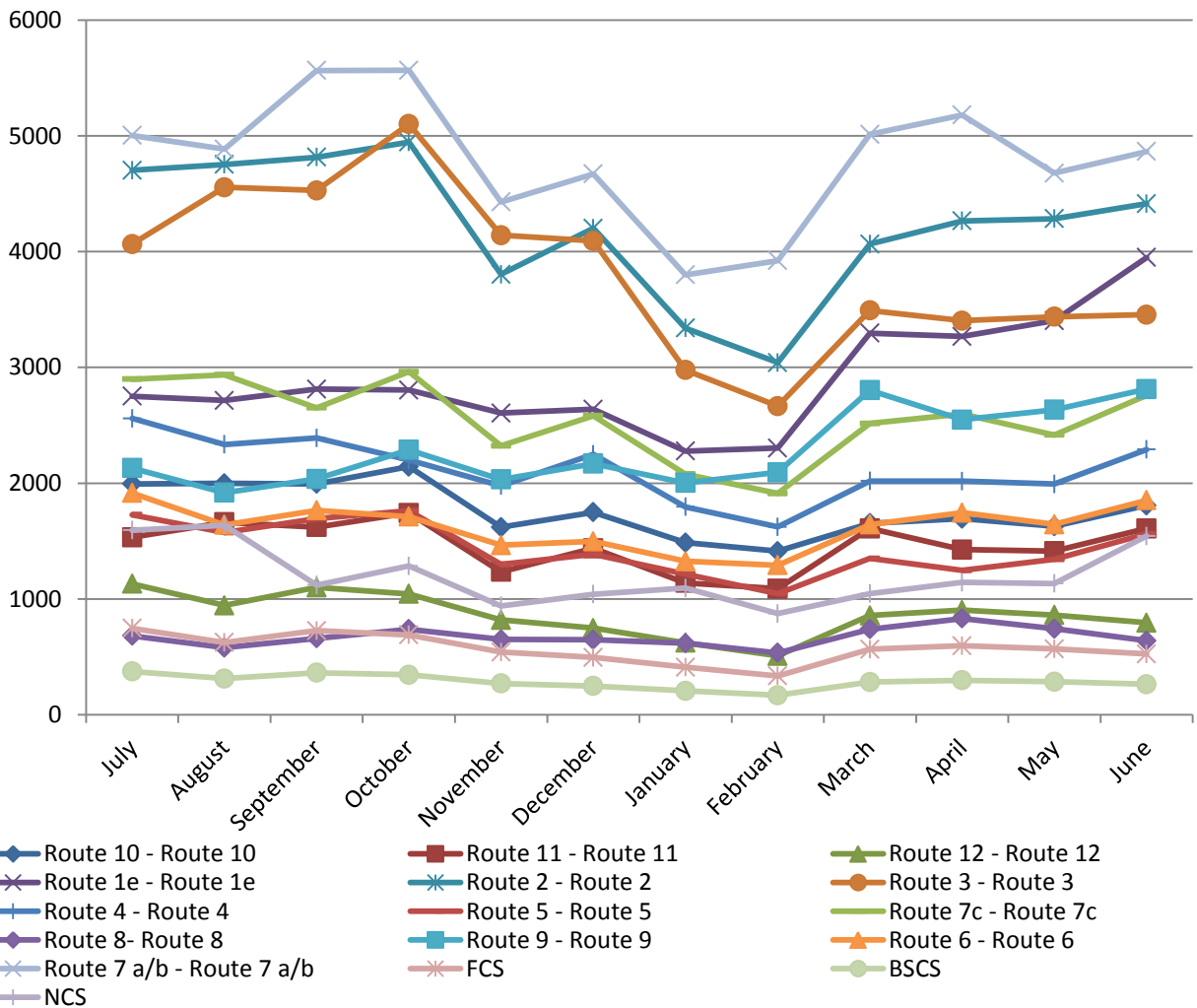
^^Information provided for Fixed Route Operator Shuttles only- does not include FSU data.

Ridership Trends

MWRTA continues to exhibit considerable year over year growth since its inception as a regional transit authority. During the last seven years overall ridership has nearly doubled rising from 322,715 in 2009 to 643,905 in FY15. An examination of these figures reveals some interesting insights because while combined fixed route and paratransit service have grown by 100%, the proportion of fixed route to paratransit trips has changed dramatically with demand response increasing 195% and fixed route ridership increasing 86% over the six year period.



Ridership By Route- FY 2015



Service Recommendations

A review of the existing services, demographics and employment transportation needs of the Metrowest service area resulted in a list of proposed service improvements. The following recommendations are broken down by existing service expansion, routing improvements, new services, and technology improvements. Each of these improvements provide opportunities to improve mobility in the MWRTA service area.

Span of Service

MWRTA has a limited span of service which restricts employees with non-traditional working schedules from taking transit. Currently MWRTA begins fixed route operations at 5:30 AM until its last pull in at 8:45 PM. Not all of the services, however, operate this full span of service restricting employment opportunities for workers with non-traditional schedules particularly in service sector, retail, and hospitality industries. These jobs are traditionally lower paying so more employees are likely to use transit.

MWRTA proposes that expanded service hours are implemented in three phases:

Phase 1

- Implementation of Sunday service on routes currently operated on Saturday from 7:30 AM through 7 PM.

Estimated cost: \$305,000*

Phase 2

- Extension of weekday service until 10 PM on Routes 2, 3, 7A/B and 10

Estimated Cost: \$150,000*

Phase 3

- Extend remaining weekday service until 10 PM

Estimated Cost \$250,000

- Extend existing weekend services until 8 PM on Saturday

Estimated Cost: \$120,000

*Does not include additional costs of expanding ADA complimentary paratransit to match federal requirements for fixed route expansion

Increased frequency of service

Many MWRTA services operate on limited schedules with service only available at hourly levels. Studies have shown that for public transit to be most effective, service must be more frequent. To further support these proposals, MWRTA has also received crowding complaints on specific routes from both drivers and passengers. MWRTA would initially add frequency only during periods of highest demand.

Phase 1

- Extend weekday frequency on Routes 2, 3, 7C: 8:00 AM through 6:00 PM, 7A/B: 6:00 AM to 9:00 AM and 3:00 PM to 6:00 PM, and Route 10 to 30 minutes 8:00 AM to 6:00 PM

Estimate Cost: \$750,000

Phase 2

- Double frequency on remaining routes during peak periods: 7 AM through 10 AM and 3 PM through 6 PM.

Estimated cost: \$925,000

New Services

MWRTA has identified gaps in service that could provide serve specific mobility needs in the region.

Phase 1

- New weekday service along the Route 20 corridor extending the current Route 7C service to include Sudbury and Wayland. Service to be provided hourly from 6 AM through 8 PM.*

Estimated Cost: \$220,000

- Additional of a Float Route to be deployed during periods in which traffic congestion causes schedule delays. The additional bus would be shifted to locations affected by congestion on an as needed basis.

Estimated Cost: \$220,000

Phase 2

- A new Opportunity Route linking MassBay Community College, Wellesley College and Framingham State University with classroom and other opportunities in downtown Framingham.

Estimated Cost: \$220,000

Technology Improvements

MWRTA has identified a series of low-cost technology improvements that will streamline operations and improve the customer experience. MWRTA already has much of the infrastructure in place to implement these improvements requiring a limited investment for implementation.

Phase 1

- Development of a phone app to alert riders prior to their route arrival or if route is experiencing delays.

Estimated Cost: \$35,000

Phase 2

- Development of an interactive voice response line (IVR) to allow passengers to call the Authority and receive automated real time information about their bus location. This function is currently done through the agency's dispatch line and would streamline the interactions with the dispatcher's office.

Estimated Cost: \$40,000

- Automated route deviation scheduling feature which would allow customers to schedule route deviations where allowable.

Estimated Cost: \$40,000

Phase 3

- Real time message boards indicating arrival and departure of buses (10 locations).

Estimated cost \$100,000

Agency Initiatives

PROJECT SHEETS

The Metrowest Regional Transit Authority is a catalyst in the community providing much more than transportation services. We see ourselves as innovators, as an incubator and as a partner in improving the region. The following pages highlight our contributions in these areas and provide the reader of this document with a more detailed view of what the impact of MWRTA in the community.

- Commercial Driver's License Program - A workforce development program which will allow the agency to train drivers for the industry.
- Technology – MWRTA has a robust program which relies on the implementation of new technologies to improve efficiency at the agency. Technology has become a cornerstone for the agency and allows us to achieve specific goals such as the mobility management call center through which the agency schedules and dispatches not only MWRTA services but also those of several area Councils on Aging.
- Employing People with Disabilities – MWRTA recognizes the untapped potential of people in the disabled community. With unemployment rates vastly exceeding the general population, MWRTA recognizes that with accommodations, we can recruit outstanding personal to work in positions throughout our system.
- Blandin Avenue Facility – When seeking ways to protect the environment, MWRTA recognizes that the adaptive reuse of buildings is an excellent way to preserve the environment. Rather than tearing down a building, MWRTA found a way to mold the facility to meet the agency's needs. This results in a greener and more economical facility.

Commercial Driver's License Program

Objective: To help guide people in acquiring an entry level CDL license from start to finish.

Program Description: This entry level CDL program has been created by the MWRTA and financed through a state grant spearheaded by Senator Karen Spilka, a major advocate of public transportation. Individuals enrolled in this program will be taught and trained by CDL professionals, some of whom have been in the transportation industry for many years. Our experienced CDL instructors will prepare students for earning their Class C licenses with a passenger endorsement.



The CDL program has been an enormous success for both the MWRTA and the community. The program was originally intended by Senator Spilka to be an economic development tool for the community but has now also become a source of potential bus operators for the MWRTA.

Within the first year of operation, the program has enrolled over 55 students, with a majority referred to the program by South Middlesex Opportunity Council (SMOC), our website inquiries and referrals from individuals who have gone through the program. The average time to complete the program is 4-6 weeks and 90% of students pass the exam on the first try.

MWRTA works with multiple organizations including veteran organizations, businesses, higher learning institutions and agencies to spread the word about the program.



Program Contact:

Sara White, Program Facilitator

MetroWest Regional Transit Authority

Technology

MWRTA has always been a leader in applying innovative technology. When the MWRTA was created in 2006, it took over for a fleet of older fixed route vehicles with no fareboxes or radios. At that time, the Authority made two critical technology decisions. First, was to install a “do it yourself” DIY GPS system in the first ten new buses*. This system was created by an undergraduate at Bridgewater State University using a 99 cent cell phone with an \$8 service to bounce a signal off a satellite, which was picked up by the internet and published on the Authority’s web site and available to customers who could access it. The system was replicated at the Cape Cod RTA. The result was that for under \$200 customers of the MWRTA now had access to GPS service that was non-proprietary. Most GPS systems at that time were proprietary (no public access) and cost more than \$3,000 per unit.

Second decision, was to install electronic fareboxes that replicated those used by the MBTA. The thought at the time was that the MWRTA wanted to do everything it could to eventually be “interoperable” with the MBTA. Not only to connect the services at bus stops, subway, and commuter rail, but also to have fare media (smart card) that would be able to be used on both systems. MWRTA was the first RTA to integrate the “Charlie Card” into its system that can be used on both. Currently 65% of riders on MWRTA use the Charlie Card. It is hoped that the MBTA will migrate this fare system to commuter rail, opening up huge possibilities for savings by riders using “first mile, last mile” opportunities in parking at satellite lots (that the MBTA will not have to build), a one fare ride from beginning to end. But most importantly, it will foster a new effort to stem the current epidemic of fare evasion.



The next significant investment in technology has been to install mobile data terminals (MDT) in both the fixed route vehicles as well as the demand response rolling stock. The reasoning for this was to stabilize the GPS as well as to collect and archive data needed for planning purposes. The MDT also have several other capabilities that we are still learning to take advantage of as we move forward, like communications, bid making, and route building.

MWRTA has also made progress with applications of a Mobile Website and Mobile Web for people with visual disabilities. The future of technology growth, for MWRTA lies in the arena of “Mobility Management,” which is the concerted effort to move demand response trips onto the fixed route, ride share, and create efficiencies wherever possible, without sacrificing the quality of public transportation. As the Authority grows into its new facility at Blandin Ave. in Framingham, it has positioned itself to do real mobility management.

By working directly with area councils on aging (COA), the Authority has earned the trust of organizations

MWRTA Central Reservations

◆Book/Cancel a Trip for _____
◆Check Account Balance ◆Add Value to Your Account

	PHONE NUMBER: 1-508-820-4650
	MAILING ADDRESS: 37 Waverly Street Framingham, MA 01702

www.mwrta.com

which have been very much parochial in their approach to transportation, just wanting to serve seniors who were members. Over the last several years, using the Mobility Assistance Program (MAP) as leverage, the MWRTA has facilitated the way vehicles are disbursed, used, maintained, administered, as well as the driver training required to operate them. By being real partners in the provision of service to the COA, the MWRTA has convinced several Directors that transportation by its very nature is regional. Therefore, by working with the RTA, the COA now belongs to a larger system with more transportation options for its members. Because those options involve ride sharing, more citizens are afforded more options. Contiguous communities that have never talked with each other are now linked through the MWRTA call center through a system called “central reservations”. Besides becoming a clearing house for those COAs and others, the call center has eliminated the need for someone at the COA to answer the phone. The reservationists have become transportation coordinators, finding ways to make the caller’s trips more effective and efficient.

As the central reservation system grows its network with both Human Service Transportation (HST) riders and other types of transportation needs the economies of scale theory in microeconomics should reap benefits for everyone. All of this is founded in technology.

*Community Transportation Magazine (2007)

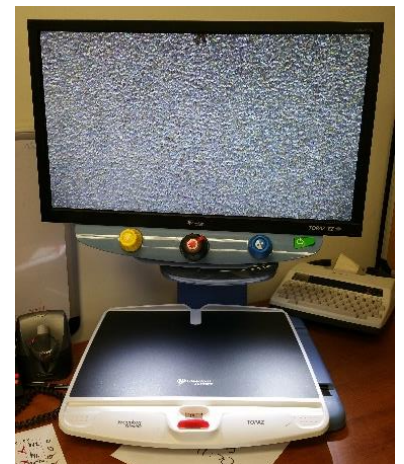
Employing People with Disabilities:

When the MWRTA was created in 2006, it was tasked with the coordination and consolidation of both fixed route and demand response transportation in the MetroWest area. The fixed route was an amalgamation of two existing services (LIFT & Natick Neighborhood Bus) with a goal of expansion. The demand response was to take over the ADA RIDE service already being provided by the MBTA.



Of the two services, each using approximately ½ the operating budget, replicating the demand response (RIDE) presented the greater of the two challenges. The reason for this was that the MBTA was providing an excellent, albeit expensive, service that exceeded the statutory requirements of the ADA law. Because the MWRTA needed to control the costs it decided to create its own call center.

One of the primary collaborators with the Authority to help put in place a first class ADA demand response service was the MetroWest Center for Independent Living. From that collaboration grew the notion that with an accommodation, whether small or large, the opportunity to hire someone with a disability was a possible. The disabled community suffers from an unbelievable 70% unemployment rate and those who are not cognitively challenged, are highly educated. One must ask...why would you not want to hire these people?



Accommodations can be as slight as an adjustable desk for a wheelchair. Adaptable mouse, headphones, or other equipment can make all the difference in allowing someone is ready, willing, and able to work to actually have the opportunity. Our disabled employees have been exceptional role models for others in their work ethics as well as their output.



In 2011, the MWRTA began a historic collaboration with the Mass Commission for the Blind. The Commission agreed to supply the Authority with all the software and hardware it needed to allow a visually impaired person to work as a reservationist in our call center. The RTA, in turn, would train and employee applicants as jobs became available. To say the collaboration has been successful would be an understatement. The Authority currently has four visually impaired employees and has had several visually impaired employees move on to bigger and better jobs. In 2012, the Authority was voted "Employer of the Year" by the Massachusetts Commission for the Blind.

Blandin Avenue Facility

In September, 2012, the MWRTA entered into a 5 year lease, with an option to buy, a 19,000 square foot former Boston Edison/NSTAR facility, on 5 acres of land contiguous to an active rail spur off the main line and within a 5 minute walk to the downtown Framingham Commuter Rail Station. The building was owned by South Middlesex Opportunity Council (SMOC), a large social service



agency, whose plans for the building were met with resistance by the Framingham community several years earlier. Logistically, it was thought that the location was ideal because of its proximity to most of the member communities in the RTA which had been proven, over the years, through the emergency service provided by the utilities during severe weather conditions. The building itself was constructed to be a civil defense shelter and therefore was very sturdy. One section of the facility had 4 bays that were used for maintaining trucks, with a potential for a fifth bay on the north side of the building. The two primary goals of the Authority in pursuit of retrofitting the building were that it be “green” and “accessible.”

In May, 2013, the MWRTA entered into an unprecedented and creative arrangement with SMOC and the Middlesex Savings Bank, to purchase the building and the property. In order for the Authority to use its limited federal funds to rehabilitate the building, it was required to have “continuing control” of the property, which in most cases means ownership. With the help of a Promissory Note from SMOC and Middlesex Savings Bank allowing the Authority to assume SMOC’s mortgage, the Authority was able to gain “continuing control” allowing it to spend their limited funds on planning, and design.



After creating a solid project with phases, the MWRTA, was granted \$7.2 million of federal Congestion Mitigation and Air Quality funding from Governor Patrick, through Secretary Davey at MassDOT. \$2.3 million was immediately used to pay the SMOC note and the assumed mortgage from the bank. With the approximately \$5 million left of CMAQ, plus other state and federal funds, the Authority was able to cobble together a project that would allow it to occupy the building by June 2015 with only a minor amount of finish work to be accomplished in FY16. There are several

“green” aspects to the project. For instance, over 90% of the structure has been saved, reused, recycled and not hauled off to the landfill. There is a water reclamation program that uses the rain water to operate the toilets. The lighting system is completely LED. All the electric, plumbing, fire suppression, HVAC, and other mechanicals have been replaced and updated.

“Accessibility” has many redundancies throughout the building and on the outside of the property, allowing for not only the service “to” but also the employment “of” those with disabilities.

While the Building was under construction, the MWRTA pursued three significant initiatives which are housed at the new facility; a Commercial Driver’s License (CDL) program, a Compressed Natural Gas (CNG) program, and a Vietnam Veteran’s Monument on the property.

The CDL program initially began as a partnership with Framingham State University whereby the Authority would train students to drive vehicles leased by MWRTA to FSU for provision of service on the campus. After a few years, the Authority was able to use its model to obtain state funding (with legislation written by Sen Karen Spilka) to open up program to the economically challenged as well as others interested in getting a CDL. It also covered some of the capital costs associated with program. Working with the Department of Public Utilities (DPU) and the Registry of Motor Vehicles (RMV), the Authority was able to certify a testing course on site at Blandin Ave. The Authority looks forward to continuing the program and is waiting for the necessary funding from the state.



The five year conversion to Compressed Natural Gas (CNG) as a “green” fuel alternative program for the MWRTA fleet has begun in two very significant ways. First, when retrofitting the maintenance section of the building, the architects and engineers specked out the facility to meet all the regulations and requirements to maintain CNG vehicles, with radiant heated floors to lights that were a certain height on the ceiling, among many other mandates. Second, and more importantly, the MWRTA was granted over \$1 million in federal funds to create and build a CNG fueling station on the Blandin Ave. site. The mission of this CNG fueling station would be not only to provide for the transition of the Authority’s fleet to CNG but also provide for the surrounding municipalities as they convert. Additionally, it would be open to the public. The Authority will privatize the operation, own the assets, and would use a small percent of the revenue generated to underwrite its transit operations.

The Vietnam Veteran’s Monument, to be placed in an area on the east side of the property, near the flag poles, adjacent to Blandin Avenue, was voted approval by the MWRTA Advisory Board after a committee of Vietnam veterans presented a plan to commemorate the 40th anniversary of the end of the Vietnam War in October, 2014. It is expected that the project will be completed by spring of



2016.

The MWRTA began operating and maintaining its demand response service beginning July 1, 2015 from the Blandin facility. The fixed route service will be amalgamated into the facility on July 1, 2016 after a new RFP and contract is negotiated.

APPENDIX A

Customer Survey Comments

MWRTA surveyed our fixed route customers to get their input into the system evaluation. Over the course of three days passengers on all routes were offered an opportunity to comment on the system as well as enter a drawing for the chance to win a \$50 Charlie card. In total 135 passengers filled out suggestion forms. An analysis of the input is included in the public involvement section of this report. The individual comments are listed below:

- Bus 4 is the only bus that gets back to the hub before 7 pm to match bus 5. Before Route 2 changed it also matched up so missing one of the buses wasn't a big deal. Is there any way to get a pm bus to match bus 5? Sometimes there are events at the Natick Mall that ends at about 5-6 pm.
- Card balance seems to be deducted even when not used! And the buses are mostly late or behind on time stops. You should have more drivers/buses.
- We like Jim – please leave him on the senior shuttle. 10 and 11 are not n sunc – if one is late we miss the other
- Do all over and replace some of these drivers
- Wish lift buses went to the center hub everytime
- More buses to meet trains for the Marlborough-Southborough T run – morning and evening
- I don't know if it could get better
- Change the Charlie transfer system so the patrons don't have to pay again when they've been waiting for their transfer bus that is 20-40 minutes late. Why should the patron have to pay again because of traffic, construction or a new driver? At least let the machine accept a transfer that was from exactly 90 minutes ago instead of 89.
- Fix the hours needed to go as long as people work. 5 am to 12:30 pm. Also Saturday rest times and Sundays. The Selectman in Marlborough thought good idea.
- I would love for the bus to go down to Hudson
- Covered stop corner Winthrop/Rt 126
- Make stops better no far away from destination
- We could use buses on Sundays for people that work shop and visit. The city has it.
- There should be more than one bus to Marlborough. Need more bus stops. 7C should go to Marlborough from Framingham
- Good service
- I use the NSS to Market Basket. Jim is great!!!
- 10 & 11 to Cedar Garden. Be on time. Keep Market Basket bus and keep Jim. He's the best. Try to figure a way for Cedar Garden tenants to take #11 to Roche Brothers and get #10 back without waiting over 1 hour. What about a Roche bus for Cedar Garden
- Longer times on transfers now 90 minutes 3 hours would be better
- I would like route 5 to work on Saturdays!!!
- It'd be helpful to me to have the schedule posted at the stop.
- I think its about as good as it could get.

- Bus #6 run on Saturday!
- A #6 bus to run on Saturday would be great!
- Make the schedules coincide with each other so I can get to work on time.
- During rush hour add another bus to route 7-A
- For me a very good
- Maybe add more bus stops along main roads so passengers don't have to flag down in dangerous spots.
- Dispatch tracking the bus when called
- More buses on each route. Sometimes it can be standing room only.
- Increase frequency of buses. Have rewards on Charlie cards.
- A few more options on Saturday and some limited service on Sundays.
- Everything is good. TY
- Fine the way it is
- Good serves hole time
- Extend hours of service on Saturday. Update website to see am and pm schedules and multiple routes on the same screen
- The banana lot pick up/drop off needs to be clearly marked. It is very hard for people to cross the train tracks. Thank you.
- Saturday service for route 5
- More buses per route. Extend route 5 schedule
- The community would love more buses to run during the same times but running opposite directions
- Create a Hudson route
- On time schedule if possible
- Came to work to the mall a few days a week. Had to wait for the #1 ½ hour off schedule TWICE. But your customer service is excellent.
- First bus of morning should be more on schedule
- I would like to see the schedule for #'s 2&3 extended later in the evening Saturday. You should have buses run every ½ hour on weekdays. Keep the same drivers on the routes every day.
- Put on additional bus when scheduled over at capacity and they pass u after waiting for 40 mins! Bus shelter at banana lot! Knowledgeable bus drivers!
- Add more buses
- The first #1 bus to Woodlawn to be consistent – not on time for trolley all the time
- Running a route 1 on Saturday even if for mornings only
- Need to add additional buses, run earlier and later
- Buses are in need of cleaning need more buses for timely manner
- Nothing. Continue to be consistent
- Benches to sit I have a broken hip bone especially at D&D@135 Rte and Presturk Drive and across @ Rite Aid Sat on dirt and tree sap
- The 5:00 pm BCBS Boston Scientific Shuttle should just drop off at Southborough first.
- I would like the buses to run until 11 pm every day
- No changes necessary

- The banana lot is not a safe place. Run a shuttle from there to hub for buses so Natick buses can connect to 2, 3, 9
- I would like to have buses on Sunday and to make Saturdays route longer in the day.
- Simply “superb”. Thank “U” for service Thank “U” MWRTA
- Be specific with the time and actually be on time
- We need Route 9 bus over weekend so we can conveniently use for basic necessity. Thanks for the current service MWRTA
- I’d to see: More buses on the road and more frequent, a Highland Plaza stop
- Much lower volume on the radio stations that the drivers have on, Rte 1 wait longer while at Woodland stop
- More frequent bus trips to T stops!
- Be on time! Working transfer via Charlie card (Note: It’s better now.) More frequent service
- Needs a shelter at the Banana lot for inclement weather
- Increase of frequency Mobile ap to track the bus
- The bus should be on time. The MWRTA should have enough routes to Milford in different hours.
- It would be nice if they could be on time more often.
- Allow more time to put money on my Charlie card
- More hours 6 am to 11 pm
- Please improve timing
- I have no problem with the fixed route service as it currently is. PS I love Gary Rt 5
- More buses at a time. At least two per route. It will help people get to work on time in the mornings.
- I don’t know, everything is fine when I ride.
- Give more time to do the routes.
- It would be better if each route has bus service every 1 hour
- Joe Sweet does not have a bus-side manner.
- Weekends longer hours. More than two drivers.
- The MWRTA seems to be a wellrun operation. Most of the drivers are pleasant and helpful. The rts I ride seem to run well. Also the office personnel are very courteous and helpful too. Rts 1, 10, 11
- Eliminate looping up a street on the #3 route. Add Saturday service on the Route #1. Go further Weston route 9 possibly to Westborough
- Longer hours. Weekends please
- Pickup at more MBTA stations, more pickup times, Accept paper Charlie cards
- Wish the bus went Hudson
- I would like to see service to Bellingham, Hudson and Plainridge Casino
- Mobile ap software (free), Bus stop boards and messaging services
- Bus stops instead of flag down system, on time rides
- Pleasant drivers
- We just need more buses its hard to wait for the bus every hour and ½ with 3 kids

- Please follow schedules! Sometimes buses are cancelled or too late to even matter. No point unless on schedule. Aren't you embarrassed that I once waited 45 minutes for a 9 in Framingham that never came?
- Allow a wave down system at Macy's! Stick to the designated time schedule and allow waiting time until designated departure time. In PM service from Green line, give a discounted transfer fare. Thanks!
- Run much closer to scheduled times. Also have the first Woodland shuttle leave Woodland at 6:15AM. First Green line arrives at 6:08 AM.
- For all bus drivers to be conscientious of traffic safety and passenger safety. Thank you.
- If we loose money while loading in Charlie card, it would be great if money could be refunded through the phone when we give Charlie card number.
- Accurate ETAs of buses. A phone ap or website would be best
- Be on time as it is schedule. More friendly drivers, some of them talk to you like you are nobody!
- I would like the route 8 bus to go to the Mall again.
- Improve cleanliness, improve schedule that is stipulated, improve communication between driver and dispatcher as to ascertain whereabouts the bus so as to properly inform the public.
- Increase the bus frequency during peak hours during our office time
- MWRTA has the best timings. It would be more helpful if we have Route 9 to Natick Mall on Saturdays and Sundays
- It will be better if there is a fixed route from Newton Highland to Wayland
- Need more frequency of bus
- I wish they would add more buses so that they are not always late and the tracker is often down
- Bus timings has to be improved (agree with the traffic delays)
- Need to increase frequency
- Bus service on Sundays would be helpful for workers and church goers. Bus 5 gets me to church
- Add some more bus on Saturday like add on Route 9, Sundays, half day of bus services will be a good help. More service on Saturday please
- Return service to Central Hub. I am elderly and need a place to sit and stay dry when I wait for the bus
- Need bus 7 to go to the Southboro train station. Express routing with MBTA schedule
- Want bus service on Sunday
- Would like more bus on route and buses to operate everyday including Sundays
- Be more on time
- More routes on the weekends Gary on #5 Rocks!
- The timing for when certain buses get to certain places ex – the 7 and 7C on Broad St
- Need more bus route
- To run later
- Additional route 7C to Hudson going to Market Basket and Walmart.
- Sunday and Holiday service also welcome
- Very good service, polite driver could use earlier stops on Saturdays
- No its good enough

- Curtious drivers, correct schedules, less Charlie card loading on busses (defects purposous) less crowding for safety
- Early service on weekdays more buses on weekends
- Eliminate Cole Court (?) in Milford run with excepting dropping people off that are on the bus – never pick people that go to Milford – some go to ride but do not get off at Milford, Rt 5 should eliminate Price Chopper on 1st run
- (Translated from Portuguese) – Good service – keep improving for the public
- (Translated from Portuguese) That it is possible to transfer from one service and return
- Create an app where customers can see the schedules, location of the bus and write feedback
- Change the schedules to fit time in for usual traffic in certain locations and enough time for drivers to take 10-100's
- Get rid of flag downs
- The customer wants the same driver on the rt everyday not a driver who doesn't know them or the rt #6, #7, #11 and so on. Same route 5 days a week.
- Take out the Adessa stop from Rt 4 and make it a request stop instead.
- Install bus arrival (real time) signboards at major bus shelters (ie Macy's Shoppers World, the Hub Banana lot. I've seen these in London and German cities, invest in some hand held translators for drivers to help non-english speaking passengers, Very common on Rtes 1, 2 ,3,10; Please adjust the schedules on Rtes 1, 6, 5
- Before the two and the three change routes at least one of them would get to the hub before seven pm. The only bus that can do this is four. If that is late then bus five can easily be missed. Is it possible to make it so another bus can get to the hub at night before seven?
- Go around RT 9 (somehow), less time between split shifts
- You should always know who your driver is
- The drivers could be more polite! I've been taking for years, I like when the drivers had fixed rts.
- I feel that the service is okay but it could be a little more accurate with the route time