



Worcester Regional Transit Authority

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**November 2023  
Advisory Board Meeting**



Worcester Regional Transit Authority

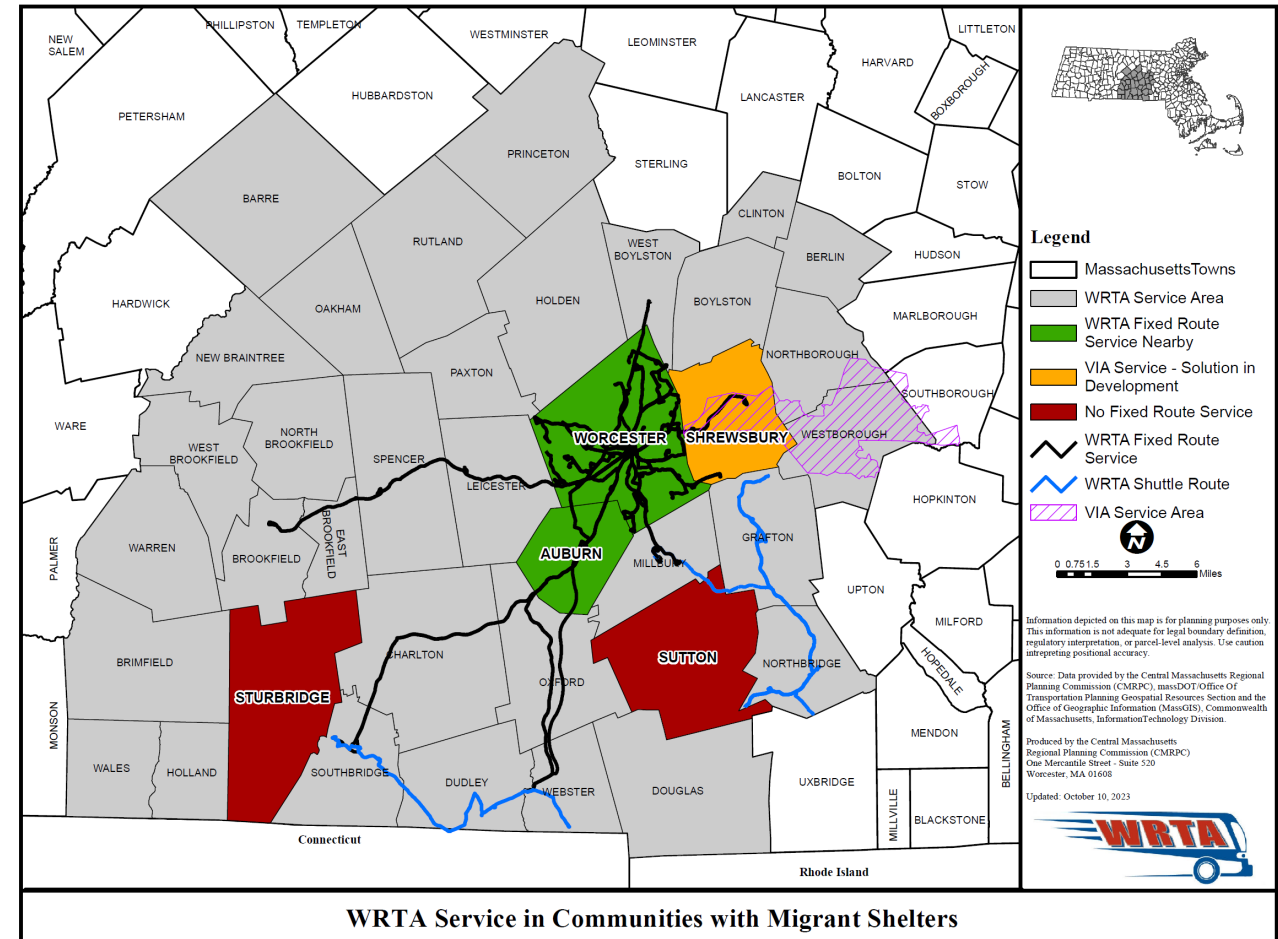
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## **Migrant Update**

# Migrant Update

## Overview

- MassDOT announced \$15 Million FY2024 Innovative Transit Grant Program
- Working with impacted communities on submission
- Services included in grant:
  - Travel Training
  - Language Line
- Due date is 12/8/2024





Worcester Regional Transit Authority

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**Route & Community Profiles**



Worcester Regional Transit Authority

# ROUTE PROFILE

# 14

## SERVICE SUMMARY

Departing from the Union Station Hub, Route 14 spans approximately six miles, connecting downtown Worcester to the Burncoat area, with service provided Monday through Friday. Riders can access key points of interest, including St. Vincent Hospital, Plumley Village, AdCare Hospital, UMass Hahnemann Hospital, Burncoat Middle School, Burncoat High School, Quinsigamond Community College (QCC), Market 32, & Porter and Chester.

### Category:

City

### Service Hours:

Weekday: 6:30am - 9:25pm

### Frequency (minimum/maximum):

Min: Every 60 minutes.

Max: Every 30 minutes

### Service Efficiency

Passengers per Revenue Hour: 19.17

## POPULAR STOPS

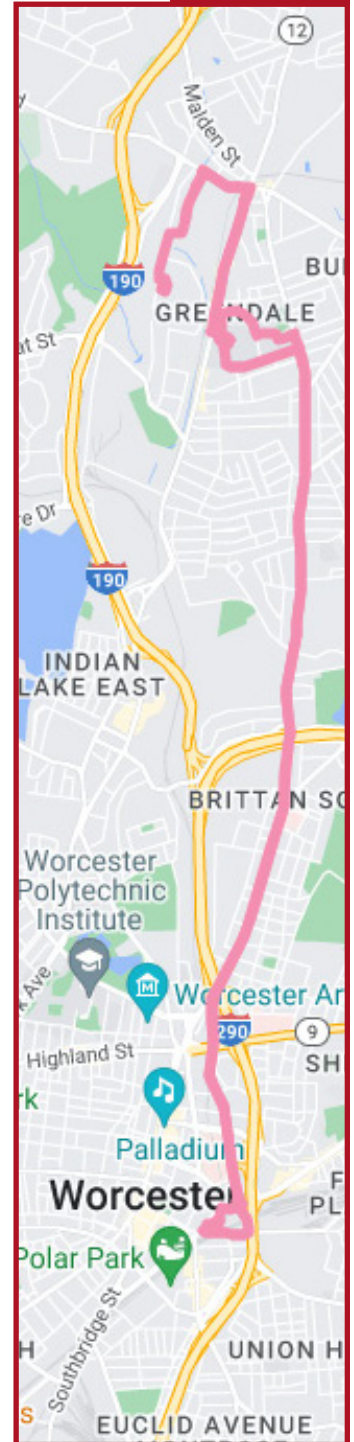
QCC Traffic Circle

QCC Upper Campus

Burncoat High School

Lincoln St. + Norton St.

Lincoln St. + Catherine St.



## FINANCIALS



### Annual Cost

\$782,391



### Route Ranking by Cost per Passenger Trip

16 of 27



### Cost per Revenue Hour

\$153.21



### Cost per Passenger Trip

\$7.99



### Route Ranking by Cost per Revenue Hour

19 of 27



## RIDERSHIP



### Annual Ridership (FY23)

97,889

### Route Ranking by Ridership

16 of 27



32% INCREASE FROM PREVIOUS YEAR



# 80% ON TIME PERFORMANCE

[therta.com/route-14](http://therta.com/route-14)

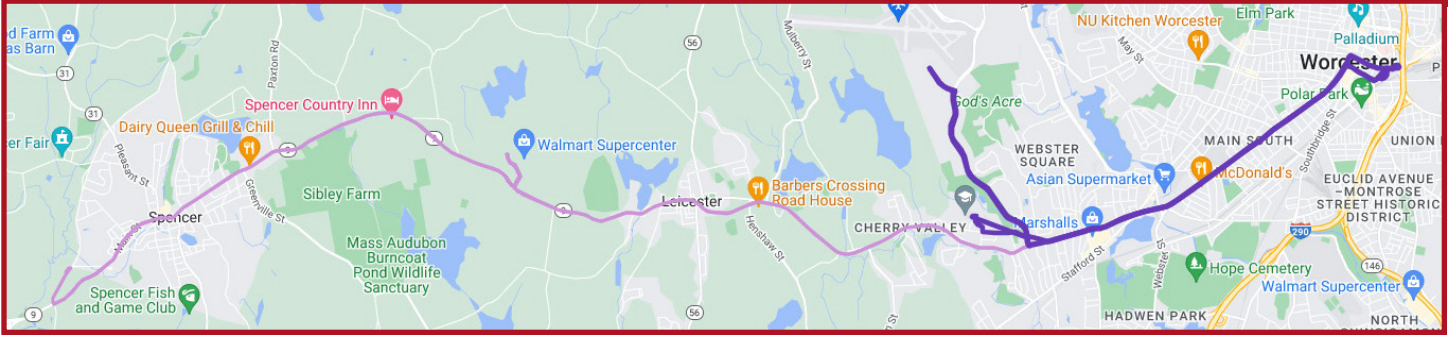




Worcester Regional Transit Authority

# ROUTE PROFILE

# 19



## SERVICE SUMMARY

Departing from the Union Station Hub, Route 19 spans approximately five miles, connecting downtown Worcester to Webster Square on Weekdays, to Leicester and Spencer on Saturdays, and to Leicester on Sundays. Riders can access key points of interest, including the Federal Building/ U.S. Courthouse, YMCA of Central Mass., Clark University, Webster Square Towers, Webster Square Plaza, South High School, Leicester Walmart (Weekends), Spencer Center (Saturdays).

### Category:

City

### Service Hours:

Weekday: 5:00am - 11:20pm

Saturday: 6:40am - 10:25pm

Sunday: 10:30am - 6:30pm

### Frequency (maximum/minimum):

Weekdays: Min: Every 60 minutes

Max: Every 15 minutes

Saturdays & Sundays: Every 60 minutes

### Service Efficiency

Passengers per Revenue Hour: 36



## RIDERSHIP



### Annual Ridership (FY23)

420,934

### Route Ranking by Ridership

1 of 27



36% INCREASE FROM PREVIOUS YEAR



# 76% ON TIME PERFORMANCE

## FINANCIALS



### Annual Cost

\$1,472,275



### Cost per Passenger Trip

\$3.50



### Route Ranking by Cost per Passenger Trip

2 of 27



### Cost per Revenue Hour

\$125.91



### Route Ranking by Cost per Revenue Hour

8 of 27

## POPULAR STOPS:

Franklin St. + City Hall

Main St. + Curtis St.

Main St. + Holland Rd.

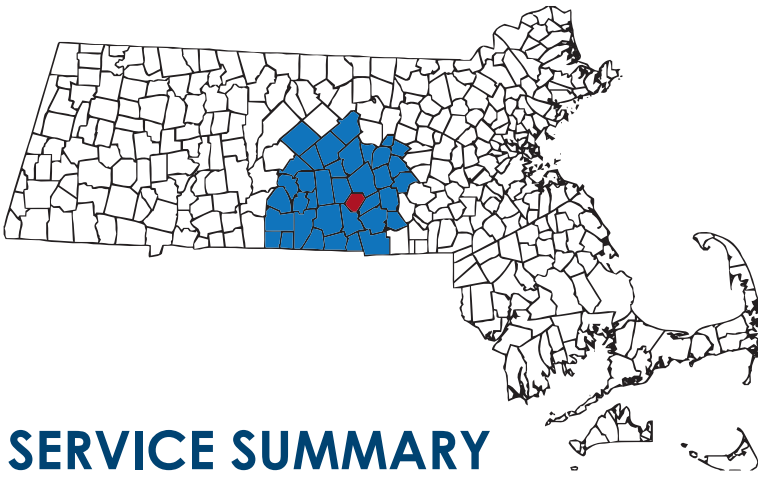
Main St. + Marble St.

Main St. + Crystal St.



[therta.com/route-19](http://therta.com/route-19)

# TOWN OF AUBURN PROFILE



## WRTA SERVICE



### Fixed Route Service

Route 27  
Route 29  
Route 42

### Demand Response Service

Auburn Council on Aging  
WRTA Mobility Management Model  
Worcester Yellow Cab

## SERVICE SUMMARY

The Worcester Regional Transit Authority (WRTA) is a regional transit system that services the City of Worcester and 36 communities in Central Massachusetts with a bus fleet that includes diesel-electric hybrid buses, and clean-diesel buses.

The second largest regional transit authority in Massachusetts, the WRTA offers transportation for traveling to work, shopping, school, medical appointments, and leisure activities. The WRTA also provides paratransit service for the elderly and disabled, as well as a variety of special services for those groups in the entire service area. Currently, all rides are fare free through June 30, 2024.

Fixed-route service is provided to the town of Auburn by three bus routes; Route 27, Route 29, and Route 42. Each route departs from the Central Hub in Worcester with destinations in Auburn; including Auburn Street, Auburn High School, Auburn Mall, Southbridge Street, and Washington Street (Rts. 12/20).

As a member of the WRTA Mobility Management Model, the Auburn Council on Aging (COA) provides paratransit services to meet the needs of seniors aged sixty and over and people with disabilities living within the community. Through the shared-ride van service, passengers are able to enjoy increased independence and an active lifestyle with reliable next-day transportation. Riders can book a reservation by calling 508.791.9782, Option 3, and will receive a confirmation call with trip details the day before the trip.



Worcester Regional Transit Authority

## RIDERSHIP



### Total Fixed Route

Route 27: 107,288  
Route 29: 17,396  
Route 42: 12,108

### Total Demand Response

3,128

## ANNUAL COST



### Fixed Route Service

\$1,211,279

### Demand Response Service

\$232,343



### Community Assessment

\$284,160

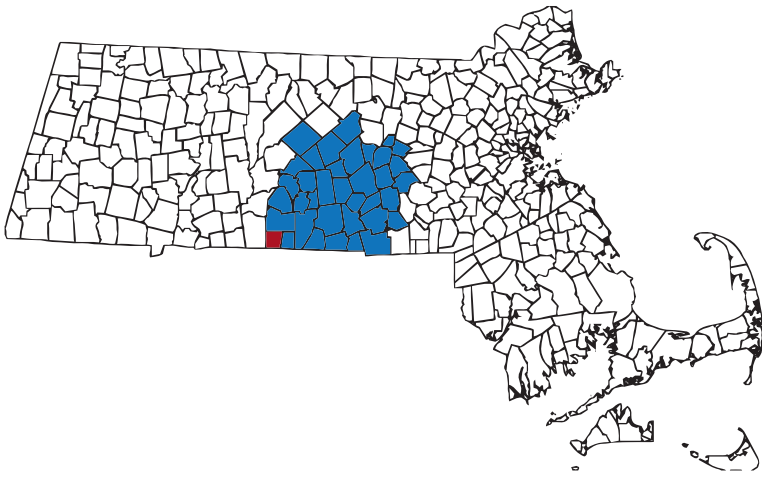
To enroll with Paratransit Services or to book a paratransit ride, call:

**PBSTM** 508.752.9283

**TOLL FREE** 877.743.3852

**TDD/TTY** 508.792.3709

# TOWN OF WALES PROFILE



## SERVICE OVERVIEW



**Demand Response  
Provider**  
SCM Elderbus



**Ridership**  
42



**Annual Cost**  
\$2,347



**COMMUNITY  
ASSESSMENT**  
\$380

## SERVICE SUMMARY

The Worcester Regional Transit Authority (WRTA) is a regional transit system that services the City of Worcester and 36 communities in Central Massachusetts with a bus fleet that includes diesel-electric hybrid buses, and clean-diesel buses.

The second largest regional transit authority in Massachusetts, the WRTA offers transportation for traveling to work, shopping, school, medical appointments, and leisure activities. The WRTA also provides paratransit service for the elderly and disabled, as well as a variety of special services for those groups in the entire service area. Currently, all rides are fare free through June 30, 2024.

Demand Response service is provided to the town of Wales through SCM Elderbus, under an agreement with the WRTA. All residents living within the community who are age sixty and over, as well as residents with disabilities, are eligible to use the shared-ride van service. Transportation within Wales is available Monday through Friday, and out-of-town medical transportation is provided on Tuesdays, Thursdays, and Fridays. On Mondays, grocery shopping trips are provided to The Center at Hobbs Brook, and Sturbridge Plaza, both in Sturbridge.



Worcester Regional Transit Authority

To enroll in Demand Response Services or to book a ride, call:

800.321.0243

*Riders can make their trip reservations up until Noon the day before the scheduled trip.*

**Hours of Operation:**

Monday – Friday, 8:30am - 4:00pm





Worcester Regional Transit Authority

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## Hiring Initiatives

# HIRING UPDATE OVERVIEW

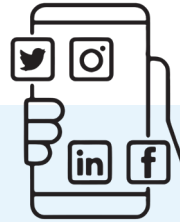


## Open Positions

- 1 Call Taker/Scheduler
- 3 Bus Drivers
- 3 Van Drivers
- 1 Garage Technician

**20+**

Applicants contacted by HR in the last few weeks



## Outreach

- Weekly postings on social media
- Job postings partnerships with Indeed, MassHire
- Digital signage on the monitors on the Platform
- Interior ad cards on every bus, exterior ad cards on about 40 buses
- Ribbon Board advertising at DCU center for all Railers home games



## MassHire Career Fair

Friday, November 17  
10:00 am - 1:00pm

American Legion Post 435  
267 Providence St.  
Worcester

Other vendors in attendance:  
Amazon, Spectrum, Department of Correction, DCU Center, National Grid, Middlesex Savings Bank, Milford Public Schools, National Grid, Saint Gobain, City of Worcester, UPS, USPS, WPI



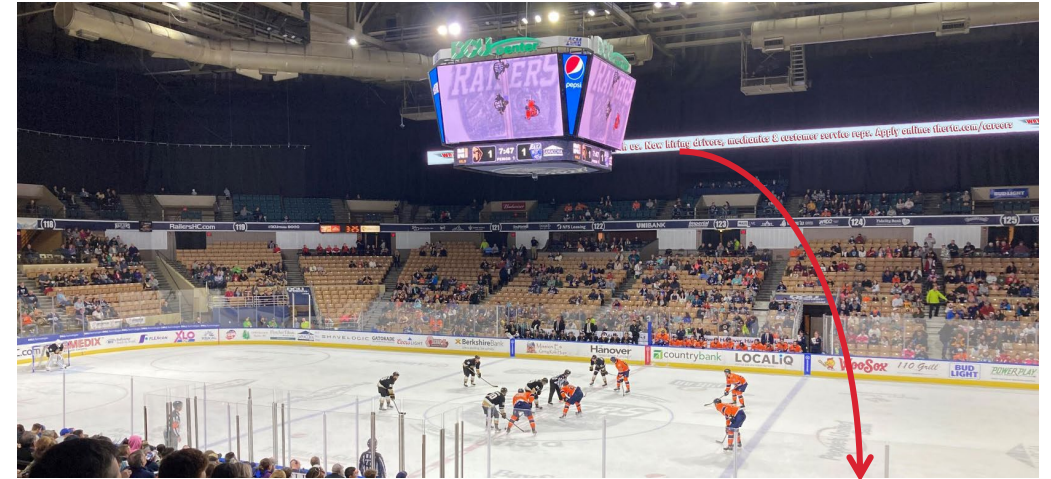
## New Hires (as of Oct.)

- 1 Full-time Garage Technician
- 1 Full-time Customer Service Rep
- 1 Part-time Van dispatchers
- 2 Full-time Bus Drivers
- 3 Part-time Van Drivers

# BUS ADVERTISEMENTS



# RAILERS PARTNERSHIP



 **Take the wheel, drive your career with us. Now hiring drivers, mechanics & customer service reps. Apply online: [therta.com/careers](http://therta.com/careers)** 



- Contract includes ribbon board advertising during every home game at the DCU Center
- 4 e-blast marketing ads, distributed to a mailing list of 20,000
- Discounted tickets for WRTA/CMTM/PBSTM staff throughout the season
- WRTA purchased tickets for drivers & staff for upcoming Frontline Heroes Night
- Railers Bus at Frontline Heroes Touch-A-Truck event on November 18th
- Railers "Spot the Bus" contest





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## **Marketing Initiatives**

# ADDITIONAL MARKETING INITIATIVES

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## Ascentria Care Alliance

- Engaging with Employment Counselors to discuss career opportunities for new arrivals to the Commonwealth seeking employment
- Utilizing their Language Bank translation services for marketing/flyers, other materials needed.
- Continued use of their Interpreter services for various events/needs. (i.e. Spanish translators were present for our Rider's Forum)



## Community Partners

- Connecting with Worcester Public Schools, area Universities for student engagement with various marketing projects and community outreach
- Future collaboration with the YouthWorks program at Worcester Community Action Council for other internship opportunities
- Career Day/ Site tour of our facilities for WPS and/or other local schools of interest.



## Community Events

- Travel Trainer participating in Family Nights at Worcester Public Schools
- Attended Touch-A-Truck Event with Worcester Police and HMEA Autism Resource Central on Saturday, November 4
- Attended Worcester Veteran's Day Parade on Saturday, November 11
- Attending Frontline Heroes Night Touch-A-Truck at DCU Center on Saturday, November 18



# ADDITIONAL MARKETING INITIATIVES

## Worcester City Hall Oval Ice Skating Rink

- Sponsorship includes two (2) dasher boards.
- Logo inclusion on minimum of 2 social media posts (Instagram and/or Facebook) during 2023-2024 season.
- Admission passes for employees for free skate
- Inclusion in Grand Opening press release



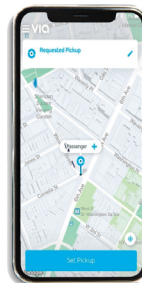
### Opsyon transpò ki rapid, fasil, abòdab nan Westborough & Shrewsbury

Via-WRTA travay tankou yon navèt ki vini lè ou vle, kote ou vle. Rezève yon kous machin transpò dirèkteman ak telefòn ou, y'ap pase chèchè w nan kèk minit epi wap jwenn aksè nan kèk kote nan Westborough ak Shrewsbury san ou pap janm bezwen yon machin.

Si w bezwen yon machin aksesib pou chèz woulant, lòt èd pou w deplase, oswa si w gen difikilte pou w mache sou distans kout, tanpri mete tout bezwen w yo nan pwofil Via WRTA ou an nan aplikasyon Via a. Si ou rezève yon kous machin transpò nan telefòn ou, enfòmasyon sèvis kliyan an sou bezwen sipò ou tou.

Orè pou sèvis: Lendi-Vandredi, 7am-7pm.

Pri: \$2 pou chak kous.



#### Kijan pou w kreye yon kont.

1. Chèche "Via" nan Aplikasyon an oswa sou Google Play epi klike sou ikòn telechaje a, oswa itilize telefòn ou pou eskane kòd QR ki anba a.
2. Ouvri aplikasyon la, peze Kòmanse. Nan pwochen ekran an klike sou "Ou pa gen yon kont ankò (Don't have an account yet)?"
3. Ranpli enfòmasyon pèsònèl ou ki pral enklè non w, adrès imel, ak nimewo telefòn ou. Chwazi yon modpas pou w konekte sou kont ou.
4. Klike sou swivan. Otorize Via sèvi ak pozisyon w. (Sa ap pèmèt rezèvasyon kous machin transpò a fèt pi fasil.)
5. Antre enfòmasyon sou peman an.

#### Kòman pou w rezève yon kous machin transpò.

1. Antre adrès kote pou yo pase chèchè w la epi klike sou Mete Kote Pou Yo Pase Chèche w. Peze siy + la si wap vini ak pasaj an plis!
2. Antre adrès kote pou yo depoze w la epi klike sou Mete Kote Pou Yo Depoze w.
3. Chwazi opsyon wwayaj ki pi bon pou ou, epi klike sou Rezève Kous Machin Transpò.
4. Swiv liy pwenntiye a nan aplikasyon an pou w ale kote yo pral pase chèchè w egzak la, sa ka jis mande yon ti mache tou kout.

Ou ka rezève kous machin transpò tou lè w rele Sèvis Kliyan Via nan 508.388.6620.

Nou pral montre non chofè w la, modèl machin nan ak enfòmasyon sou plak machin nan pou ede w jwenn kous machin transpò a.

Ou gen Kesyon? Antre an kontak.  
support-worcester@ridewithvia.com | 508.388.6620

[therta.com/via](https://therta.com/via)



## Together We Ride: Commute with Courtesy



- ✓ Priority boarding for wheelchair users, elderly & disabled
- ✓ Use headphones No smoking or vaping
- ✓ Keep the Hub/Buses Clean No soliciting



## Travel Smart in the Heart



Visit [therta.com](https://therta.com) for the latest news, alerts, routes and schedules.





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## Grant Award Updates



# Grant Award Updates

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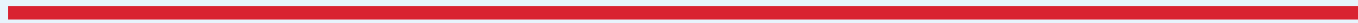
## Community Transit Grant

- \$17,000 match-SCM Elderbus Midday Shuttle
- \$10,000 match-Holden to Worcester Extended Service hours
- \$45,000-SCM Elderbus READYBUS

## Try Transit Pilot

- \$1,994,623 for fare free funding from January-June 2024





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