

# Administrator's Update



# CSched Update

## Project Goal

- Improve OTP system wide to 80% and hub departures to 95%

## How we will achieve this goal

- Use real data to determine actual needs

## Expected Results

- Clock Faced Headways (30, 45 & 60 minutes)
- Address bus bunching (minimum 5 minute gaps)
- Recommend new interlines
- Other service alterations

## Next Steps

- In the October or November Board meeting we will present the findings of the study and request public hearings



CSched  
Update



Berlin  
Grant



Facility Updates  
for Hub  
& Infrastructure  
for Battery  
Electric Buses



# Berlin Grant

---

- Berlin Service Overview and New Demand
- FY2025 Transit Connectivity Grant
- Joint Application WRTA & MWRTA
  - Potential 18 months for the Grant
- MWRTA Catch Connect
  - MWRTA Microtransit Service
- Weekdays: 6:45 AM - 6:45 PM Weekends: 8 AM - 6 PM
- Travel anywhere in Berlin & Hudson
- Outcomes and Next Steps
  - Potential Service Solution
  - Actual User Data
  - No Cost to the Town/WRTA/MWRTA
  - Finding Solutions for Travel needs to the West



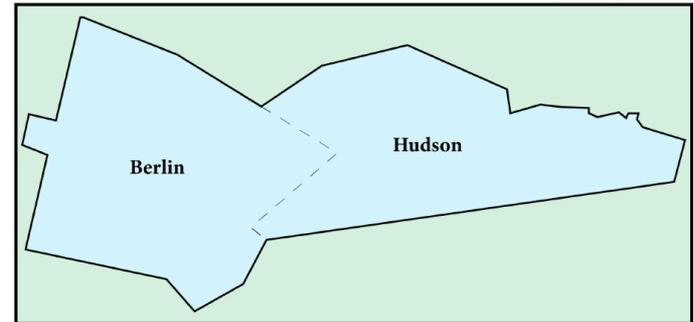
CSched  
Update



Berlin  
Grant



Facility Updates  
for Hub  
& Infrastructure  
for Battery  
Electric Buses



# Facilities Updates

- Facility updates for Hub
- Meeting every other Monday to discuss project
  - Individual spaces (customer service, security, etc.)
  - Seating
  - Electrical Drops
  - Purchasing Coordination
- Project Timeline
  - 30% Design in October
  - Bid Issue December/January
  - Construction Starts Spring 2025
  - Completion late fall 2025



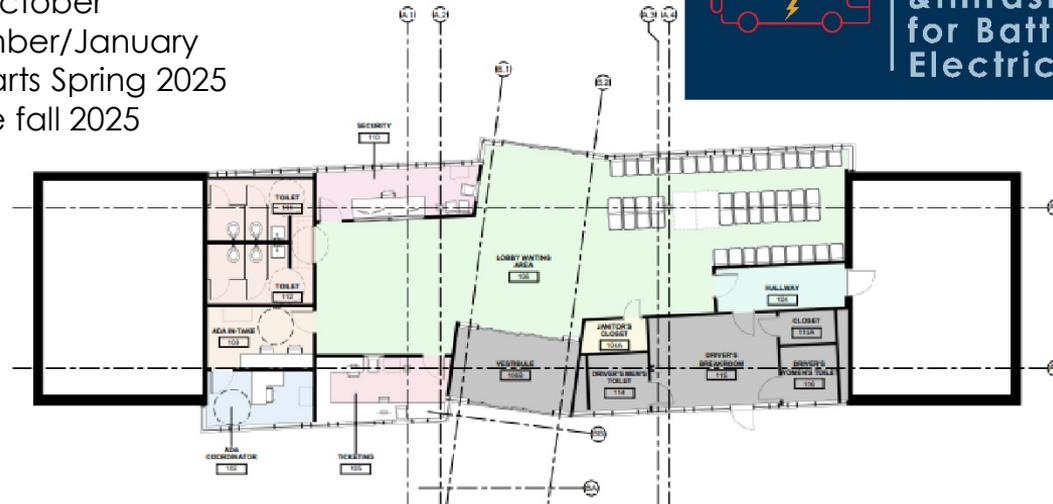
CSched  
Update



Berlin  
Grant



Facilities  
Updates at Hub  
& Infrastructure  
for Battery  
Electric Buses

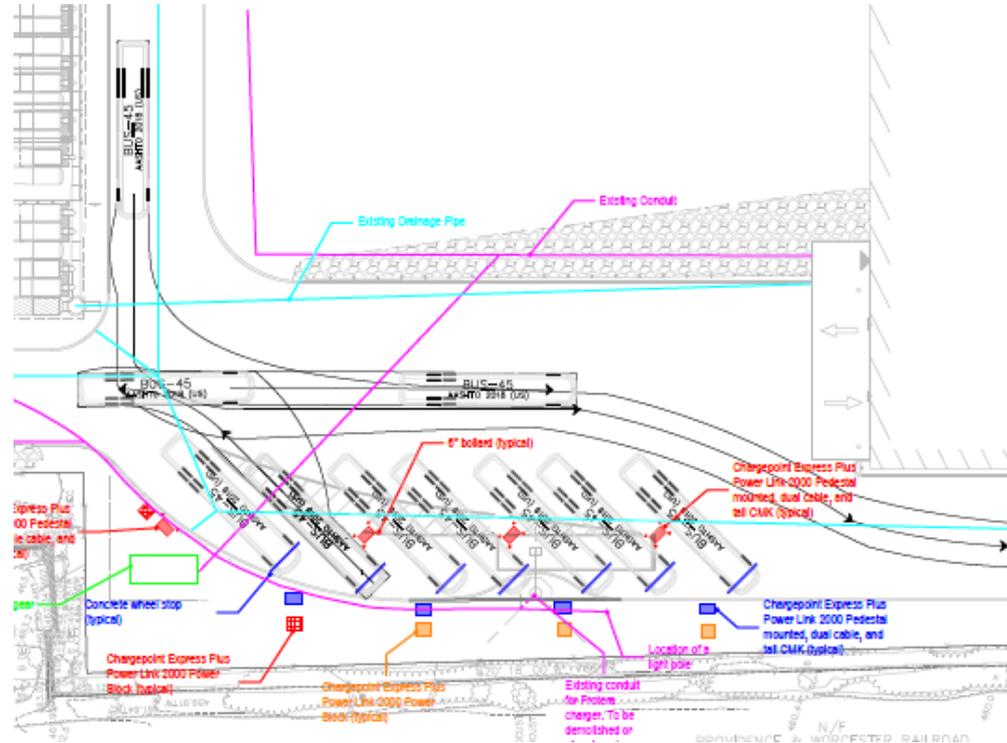


TOTAL SEATING: 47  
WHEELCHAIR SPACES: 2



# Facilities Updates

- Facility updates M&O (BEB infrastructure)
- Meeting with STV and ChargePoint on project
- Electric Charging Equipment to be conducted outside the facility
- Identified parking area for BEBs
- Began discussions with Hatch on charging plan
- BEBs will go online in late September of 2025,
- Infrastructure by December of 2025 (temporary charging plan until December of 2025)

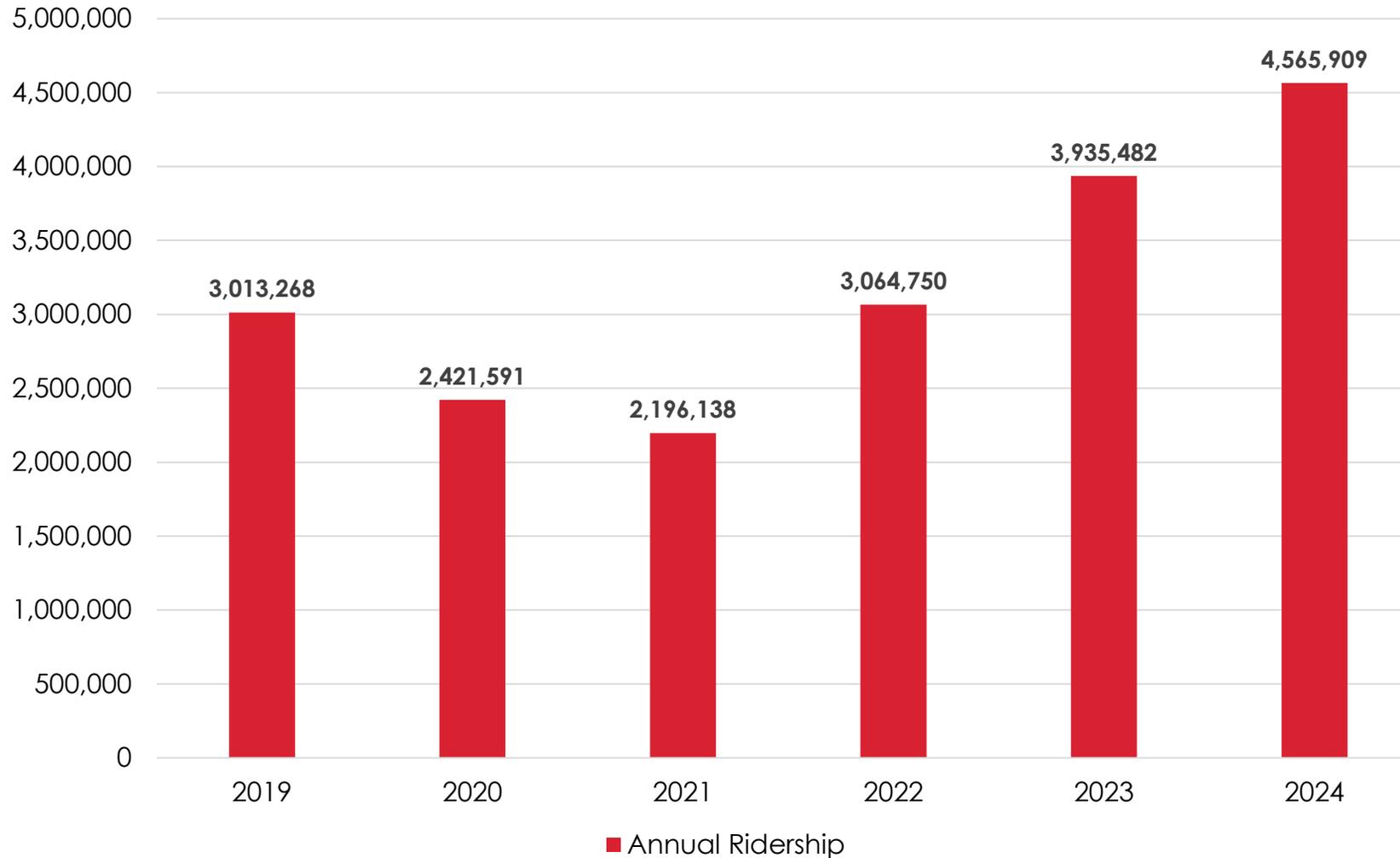


# FY 2024 Ridership Update



# Fixed-Route Ridership

Annual Ridership by Fiscal Year



# FY 2024 Ridership Highlights

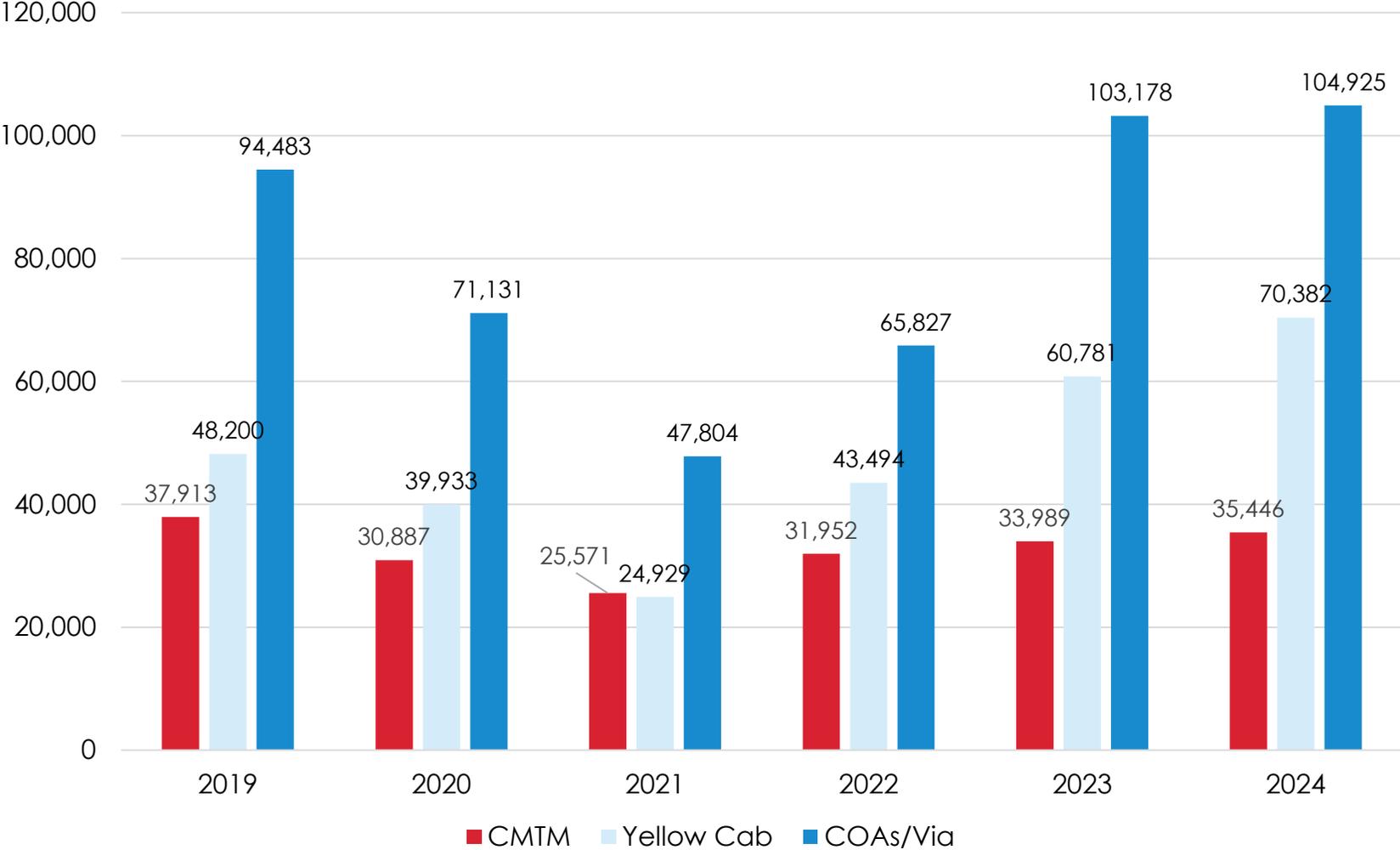
- Ridership surpassed **4.5 million** passenger trips
  - Increase of 16% over FY 2023
  - FY 2016 was the last year over 4 million passenger trips
  - Highest ridership this century (FY 2002 – 4,487,055)
- All routes gained ridership except for 825
- Top 5 Routes
  - 19 – 491,541
  - 27 – 458,055
  - 26 – 424,840
  - 11 – 377,252
  - 7 – 303,870
- The total of the Top 5 routes accounted for 45% of annual ridership

Route	FY 2023	FY 2024	% Change
1	106,115	133,731	26.02%
2	90,902	104,223	14.65%
3	66,659	82,202	23.32%
4	103,580	107,505	3.79%
5	95,350	116,437	22.12%
6	110,980	123,552	11.33%
7	256,193	303,870	18.61%
825	30,478	24,853	-18.46%
11	338,543	377,252	11.43%
12	89,912	117,116	30.26%
14	97,889	107,987	10.32%
15	75,330	91,006	20.81%
16	133,931	162,040	20.99%
19	420,934	491,541	16.77%
23	229,197	259,527	13.23%
24	194,268	212,404	9.34%
26	397,330	424,840	6.92%
27	374,762	458,055	22.23%
29	68,458	75,814	10.75%
30	212,573	251,939	18.52%
31	182,671	224,358	22.82%
33	143,132	184,847	29.14%
42	98,315	107,037	8.87%
Elder Shopper	2,082	2,428	16.62%
Community Shuttles	15,896	21,348	34.30%
<b>Total</b>	<b>3,935,482</b>	<b>4,565,909</b>	<b>16.02%</b>



# Demand Response Ridership

Annual Ridership by Fiscal Year



# FY 2024 Ridership Highlights

- Ridership surpassed 200,000 passenger trips
  - Increase of 6.5% over FY 2023
  - FY 2010 was the last year over 200k passenger trips
- Most service providers gained ridership except for a couple of COAs
- Millbury and Shrewsbury joined the WRTA Mobility Management Model this year
- Paxton joined SCM Elderbus, the 22<sup>nd</sup> community within the organization

<b>Provider</b>	<b>FY 2023</b>	<b>FY 2024</b>	<b>% Change</b>
CMTM	33,989	35,446	4.29%
Yellow Cab	60,781	70,382	15.80%
Auburn	3,128	3,537	13.08%
Clinton	3,694	3,764	1.89%
Grafton	2,769	2,982	7.69%
Holden	1,605	1,396	-13.02%
Leicester	1,768	1,734	-1.92%
Millbury	9,725	6,695	-31.16%
Northborough	3,716	3,583	-3.58%
Oxford	1,334	1,567	17.47%
SCM Elderbus	37,846	39,502	4.38%
Shrewsbury	5,412	6,042	11.64%
West Boylston	1,606	1,760	9.59%
Via	30,575	32,363	5.85%
<b>Total</b>	<b>197,948</b>	<b>210,753</b>	<b>6.47%</b>



# 2024 Fixed-Route Customer Satisfaction Survey



# Survey Background

---

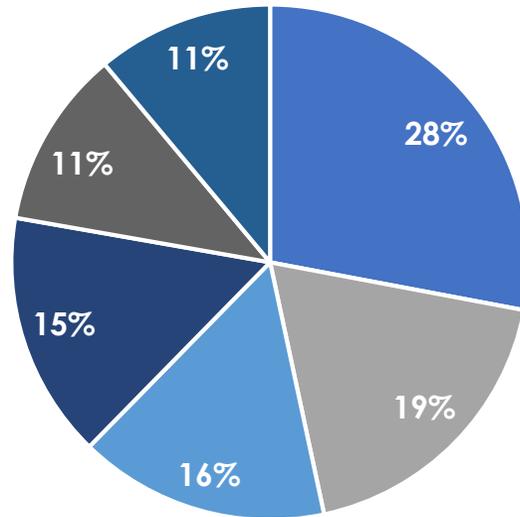
- Survey performed by Cambridge Systematics, thanks to MassDOT funding program
- WRTAs goal is to conduct survey every two years; last completed in 2020 during the onset of COVID
- Survey data helps define customer priorities, outline customer travel patterns, and provides demographics of ridership
- Survey goal was to collect 500 surveys, ended with **823** responses
- Cambridge Systematics was responsible for all aspects of survey effort; working with WRTA on survey development and overall administration



# Survey Responses

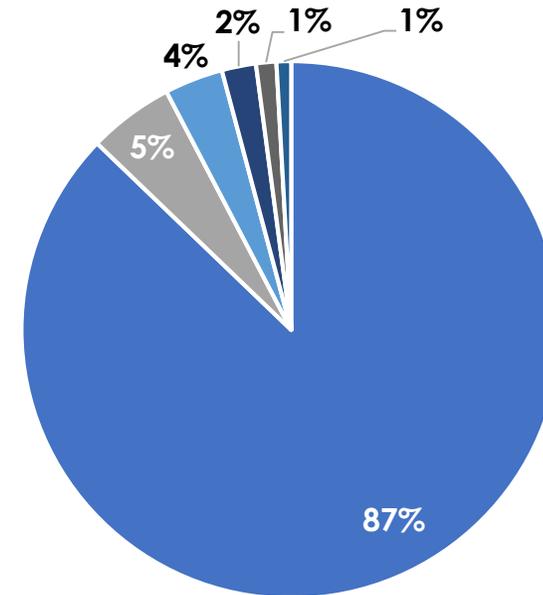
---

- What is the main purpose of your bus trip?



- Work
- Medical
- Shopping
- Entertainment
- Other
- School

- When you started this trip, how did you get to your bus stop?



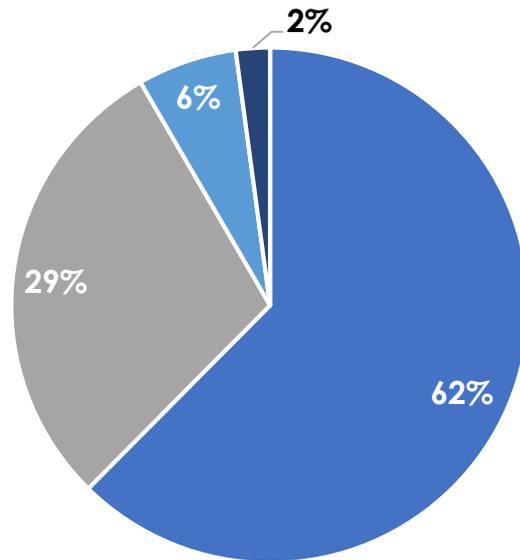
- Walk
- Transfer from Other Mode
- Bike/Scooter
- Dropped Off
- Other
- Uber/Lyft



# Survey Responses

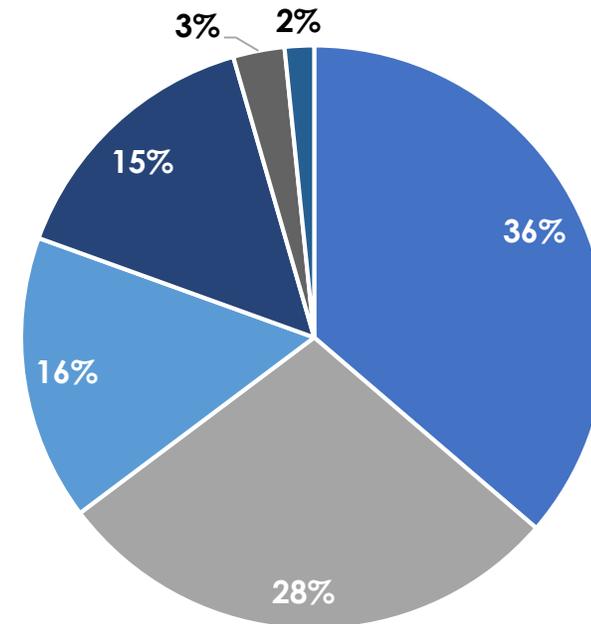
---

- How often do you ride WRTA buses?



- Daily
- 2-4 times per week
- Few times per month
- Few times per year

- What is the main reason you ride the WRTA?



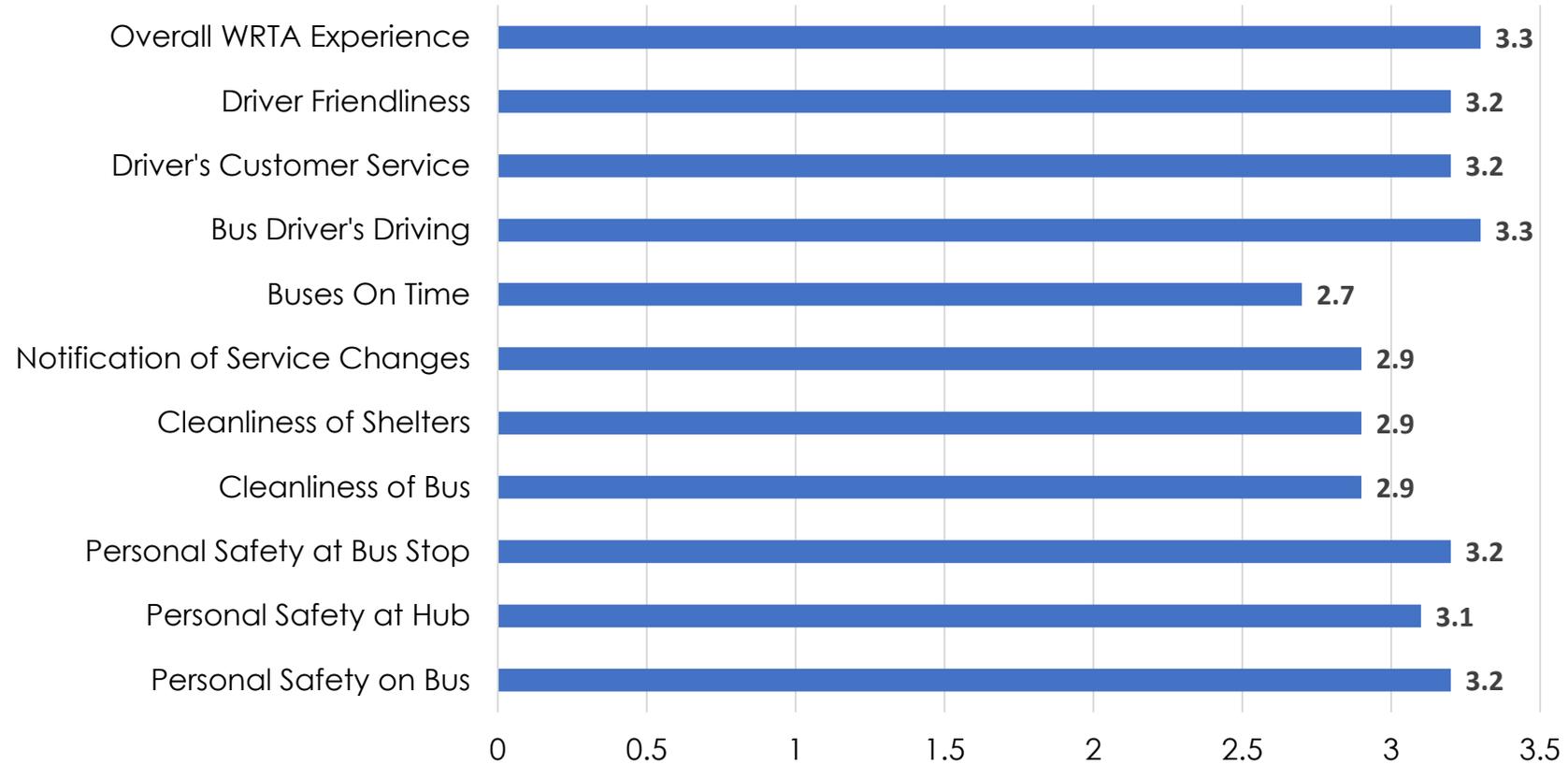
- No Car
- No License
- Economical
- Convenience
- Saves Time
- Less Pollution



# Survey Responses

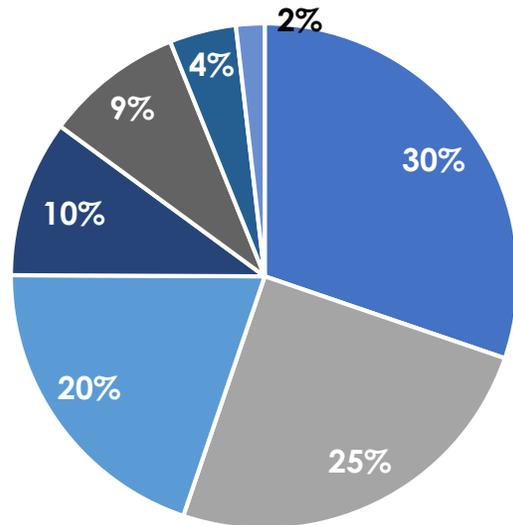
---

- Rate your perception of the following items;
- 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent



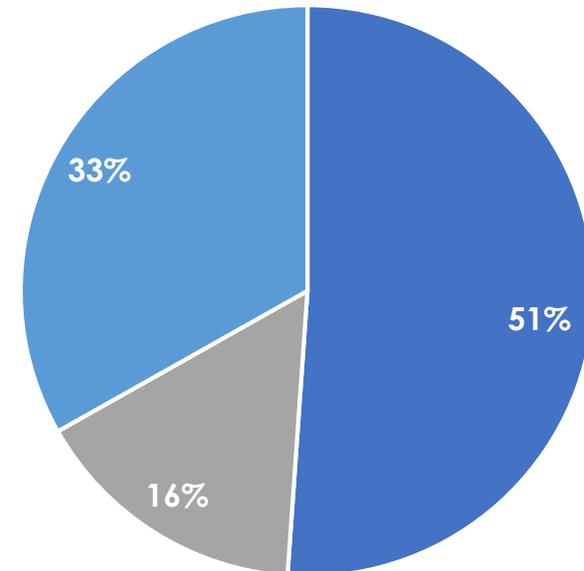
# Survey Responses

- Which of the following would lead you to use the WRTA more often?



- Longer service hours
- More frequent service
- More Sunday service
- Other
- More Saturday service
- Expanded/new routes
- Technology Improvements

- WRTA paused fare collection in 2020, if WRTA began collecting fares again, would you still use WRTA?



- Yes
- No
- Yes, but less often than I do now



# Avg. Demographic Profile

---

- Male respondent
- Between the ages of 45-59 years old
- Identifies race as a 'person of color'
- Identifies ethnicity as 'not Hispanic or Latino/a'
- Speaks English as a primary language at home
- Household income under \$15,000 a year
- Lives alone
- High school graduate or equivalent





# Re-Branding RFP Overview





**Re-brand  
Services  
Overview**



**Phase 1:  
Kick-off meeting  
& Survey**



**Phase 2:  
Logo & Brand  
Development**



**Phase 3:  
Bus Stop  
Signage**



**Phase 4:  
Marketing Plan  
& On-call  
Services**

# Re-branding Services

## RFP Release date

June 2024

- Sent directly to 61 vendors through Mass DBE and CommBuys
- The RFP was also posted on our website
- We received 7 responses

## Conditionally Awarded to Studio Six

August 2024

## About Studio Six

Founded 20 years ago

Headquartered Longmont, CO

Specializes in branding and marketing transit systems around the country

Some relevant work includes:

- MeVa Transit in Merrimack Valley, Mass.
- The Lift in Winter Park, CO
- Hele On in Hawaii County
- San Miguel Authority for Regional Transportation in Telluride, CO
- Ride Glenwood in Glenwood Springs, CO
- The Village Shuttle in Snowmass, CO

For more info, visit: [transitbranding.com](https://transitbranding.com)



## Re-brand Services Overview



Phase 1:  
Kick-off  
meeting



Phase 2:  
Logo & Brand  
Development



Phase 3:  
Bus Stop  
Signage



Phase 4:  
Marketing Plan  
& On-call  
Services

# Phase 1: Kick-off Meeting & Visual Preference Survey

## Next Steps:

- Studio Six & WRTA will meet to discuss key components of the project.
- Studio Six will analyze regional uniqueness to “localize” the brand, fostering Community pride and deeper resonance with residents.
- Studio Six will develop a survey to understand the aesthetic preferences of riders and key stakeholders.

## Survey Development:

- Create a survey for riders, key stakeholders, and community residents.
- Gather insights on desired brand design elements.

## Data Analysis & Integration:

- Studio Six will analyze survey results and incorporate findings into the new brand's development.

## Memorandum & Collaboration:

- Studio Six will deliver a memorandum outlining survey findings.
- Studio Six & WRTA will collaborate to prioritize key concepts and integrate them into the brand redesign.



Re-brand  
Services  
Overview



Phase 1:  
Kick-off meeting  
& Survey



Phase 2:  
Logo & Brand  
Development



Phase 3:  
Bus Stop  
Signage



Phase 4:  
Marketing Plan  
& On-call  
Services

# Phase 2: Logo & Brand Development

---

## Fleet as Primary Brand Asset:

- Design will begin with creating patterns/graphics that reflect community attributes.
- Concepts will be abstract, to represent key ideas.

## Simultaneous Fleet & Logo Development:

- Fleet design and logo development occur together, influencing each other.
- Patterns from the fleet impact the logo, and the logo shapes fleet design.
- Both processes are fluid and integrated within the Studio Six approach.

## Initial Review Phase will consist of:

- (3) logo options.
- (3) fleet design options with unique concepts.

## Deliverables:

Final artwork will be provided for (4) sides of the vehicle for:

- 35 ft Gillig low-floor buses
- 40 ft Gillig low-floor buses
- 21 ft demand response cutaway vans
- 24 ft demand response cutaway vans
- Final logo files in full color, grayscale, single color, and multiple file formats
- Color codes
- Graphic standards document with color codes, logo usage, brand usage and brand elements detailed



Re-brand  
Services  
Overview



Phase 1:  
Kick-off  
meeting



Phase 2:  
Logo & Brand  
Development



Phase 3:  
Bus Stop  
Signage



Phase 4:  
Marketing Plan  
& On-call  
Services

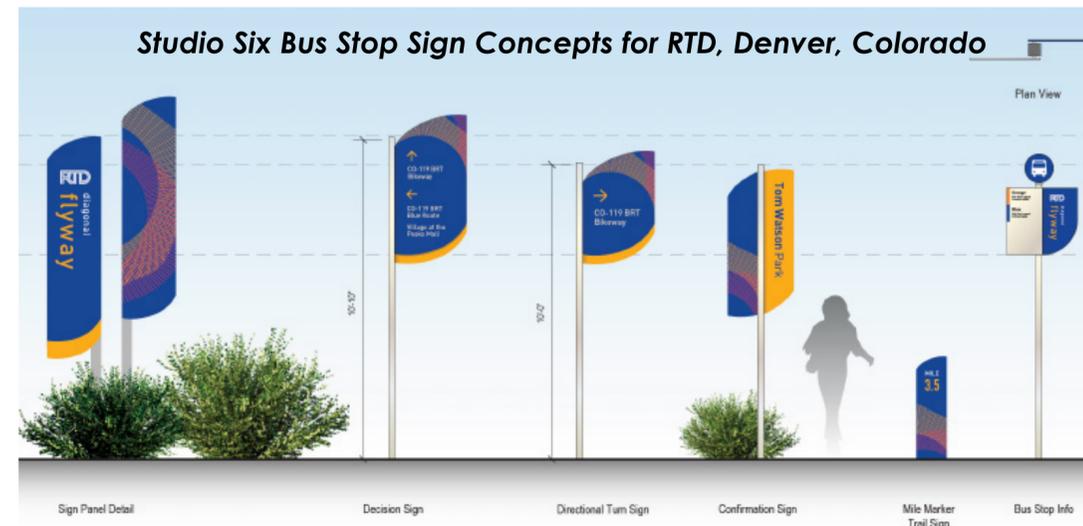
# Phase 3: Bus Stop Signage

After the fleet branding and the core brand elements are designed, the signage system will be designed. The bus stop pole sign will include the following information:

- Bus stop icon
- WRTA logo
- Route numbers
- Bus stop ID number
- No Parking
- QR code driving to the website
- Phone number

Additional sign information will include schedules and links to real-time travel information.

In the initial design phase, (3) options will be developed that meet all ADA requirements and MASSDOT requirements. After the design is approved, Studio Six will provide the editable Illustrator files to the fabricator who will build out the entire family of signs for the entire system.



Re-brand  
Services  
Overview



Phase 1:  
Kick-off  
meeting



Phase 2:  
Logo & Brand  
Development



Phase 3:  
Bus Stop  
Signage



Phase 4:  
Marketing Plan  
& On-call  
Services



# Phase 4: Marketing Plan & On-Call Services

---

## Marketing Plan Overview:

- Studio Six will develop an ongoing targeted marketing and advertising campaign for WRTA's rebranding.
- Channels to advertise re-branding include print, social media, and radio.

## Key Considerations:

- The plan will address needs of transit-dependent riders, ESL riders, and a diverse customer base.
- Use both traditional and non-traditional strategies.
- Include Spanish (and other languages) translations for all developed materials.

## Deliverables:

- Targeted plan for WRTA's rebranded logos, buses, and signage.
- Social media and print media templates.

## On-Call Services:

- Studio Six will be available to provide on-call service for future marketing and branding initiatives.



Re-brand  
Services  
Overview



Phase 1:  
Kick-off  
meeting



Phase 2:  
Logo & Brand  
Development



Phase 3:  
Bus Stop  
Signage



Phase 4:  
Marketing Plan  
& On-call  
Services