

Connecting Communities: A Comprehensive  
Transportation Vision for Shrewsbury, Westborough,  
and Northborough

# Recommended Service Changes

December 2024



Worcester Regional Transit Authority



## Recommended Service Changes

# INTRODUCTION

The project team developed recommendations to improve transit in Shrewsbury, Northborough, and Westborough. Recommendations for each service are summarized by service in this chapter.

Recommendations include three time horizons: short-term, medium-term, and long-term. These timeline horizons are not tied to specific implementation dates, but instead should be implemented when funding becomes available to do so.

# Route 12 – Southwest Commons via Grafton Street

## Overview

Route 12 operates between WRTA’s Central Hub and Market Basket at Edgemere Crossing via Grafton Street and Hartford Turnpike. Select trips deviate to North High School in the morning and afternoon when school is in session.

There is no alignment change proposed for this route. However, the proposed Route 12 operates with hourly service to be more predictable.

## Key Destinations:

- Union Station
- North High School
- Grafton Street retail
- South Plaza (Stop & Shop)
- Southwest Commons (Massachusetts RMV and DTA Offices)
- Edgemere Crossing (Market Basket)

Figure 1 Route 12 Alignment; Existing and Proposed

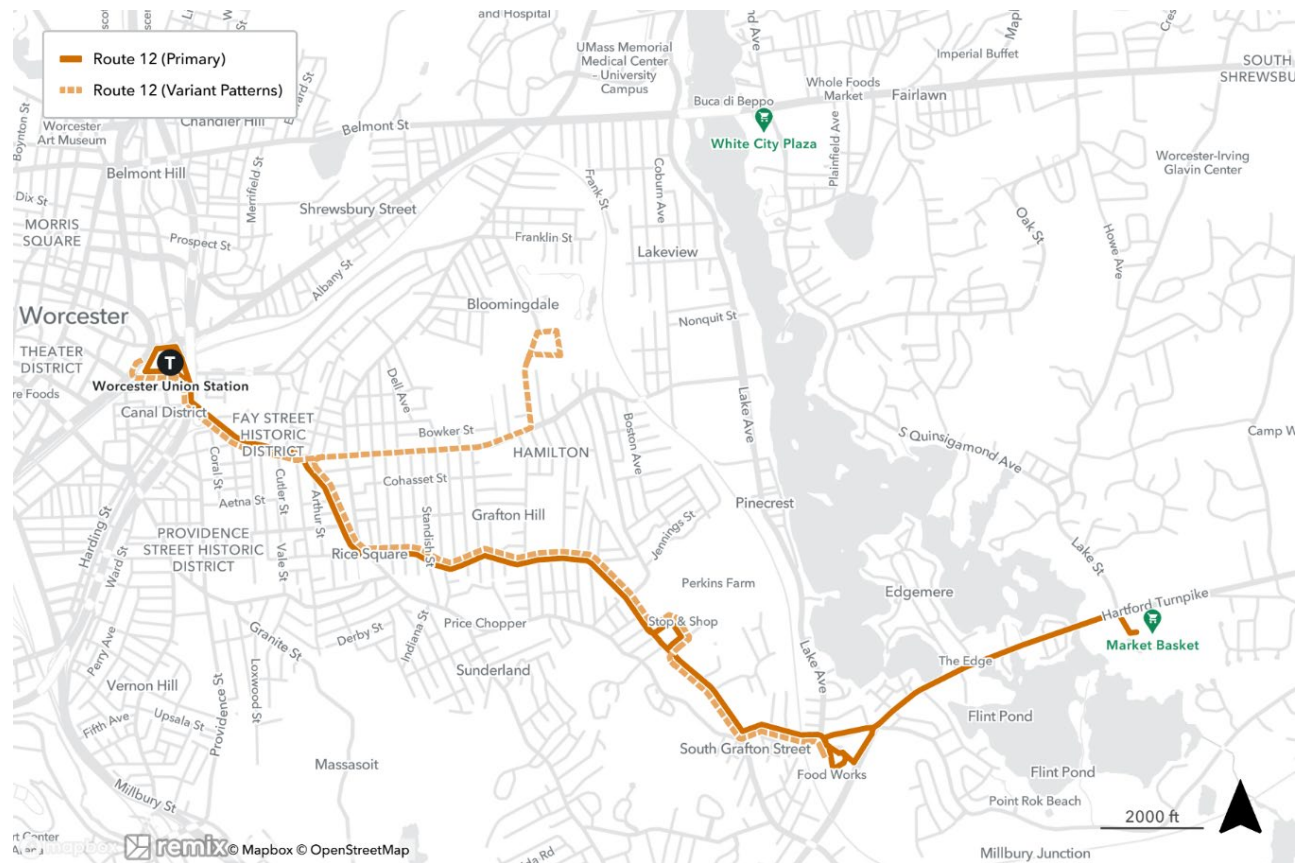


Figure 2 Route 12 Existing and Proposed Span & Frequency

	Weekday		Saturday		Sunday	
	Span	Frequency	Span	Frequency	Span	Frequency
<b>Existing</b>	6:10 AM – 9:25 PM	50-70	-	-	-	-
<b>Proposed</b>	6:00 AM – 9:30 PM	60	-	-	-	-

# Route 15 – Shrewsbury Center via Shrewsbury St

## Overview

Route 15 operates between WRTA’s Hub Center and downtown Shrewsbury via Shrewsbury Street in Worcester, and Route 9 (Boston Turnpike) and Maple Avenue in Shrewsbury

In the short-term there is no proposed change to the alignment. In the medium-term and long-term the route is extended to Northborough Crossing and downtown Westborough, respectively.

## Key Destinations:

- Worcester’s Union Station (AMTRAK & MBTA commuter rail)
- Shrewsbury St retail
- UMASS medical complex
- Lakeway Commons & White City shopping centers (Shaw’s, Whole Foods)

## Additional Places Reached in the Medium-and Long-Terms

- Northborough Crossing (Wegman’s, TJ Maxx)
- Walmart (Otis St)
- Downtown Westborough (Roche Bros., Town Hall)

Figure 3 Route 15 Medium (Above) & Long-Term (Below) Proposed Service

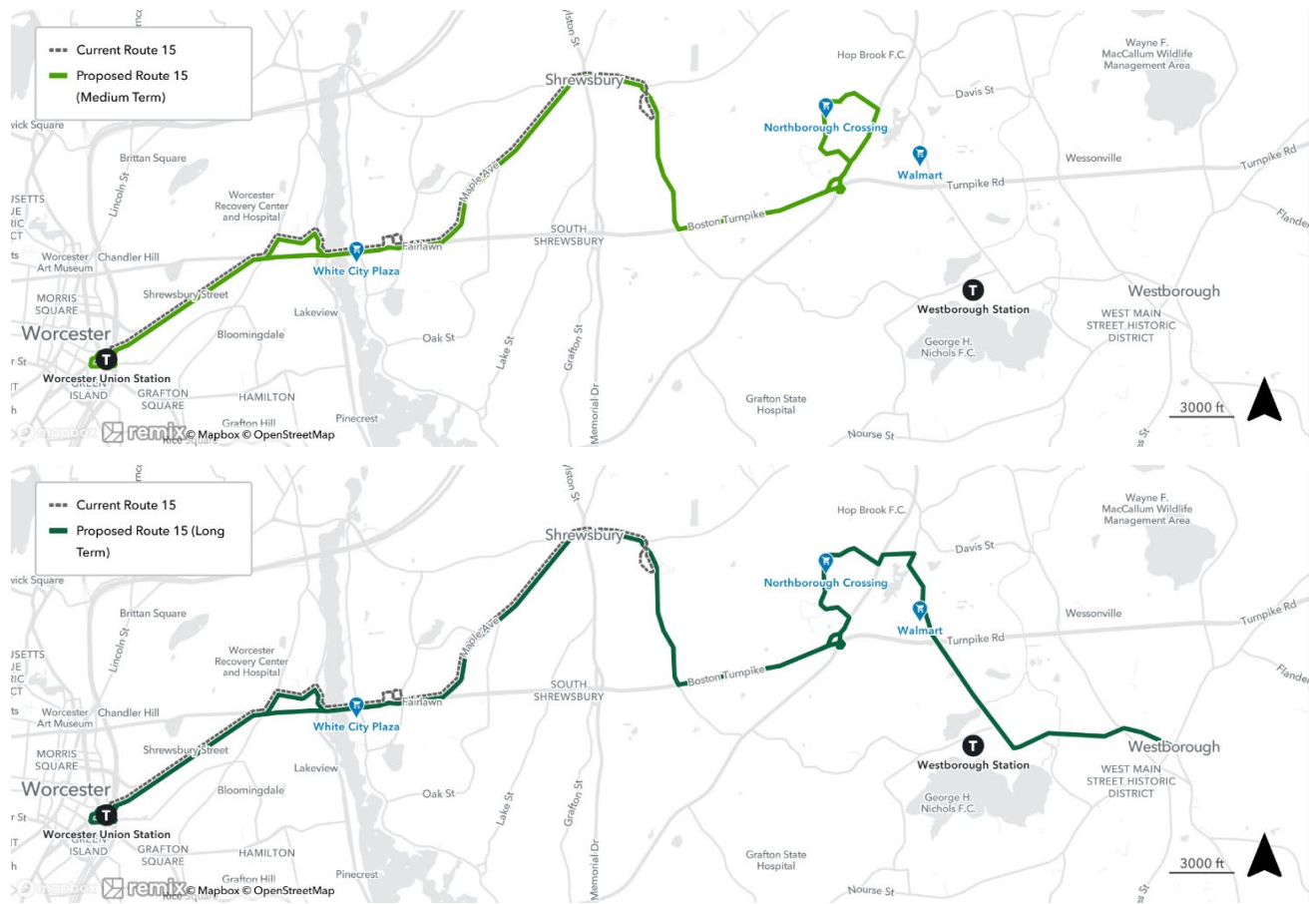


Figure 4: Route 15 Span & Frequency

	Weekday		Saturday		Sunday	
	Span	Frequency	Span	Frequency	Span	Frequency
<b>Existing</b>	5:50 AM – 9:10 PM	60	9:50 AM – 5:50 PM	60	-	-
<b>Proposed (Medium-Term)</b>	6:00 AM – 9:00 PM	60	10:00 AM – 6:00 PM	60	-	-
<b>Proposed (Long-Term)</b>	6:00 AM – 9:00 PM	60	10:00 AM – 6:00 PM	60	-	-

# Via-WRTA

## Overview

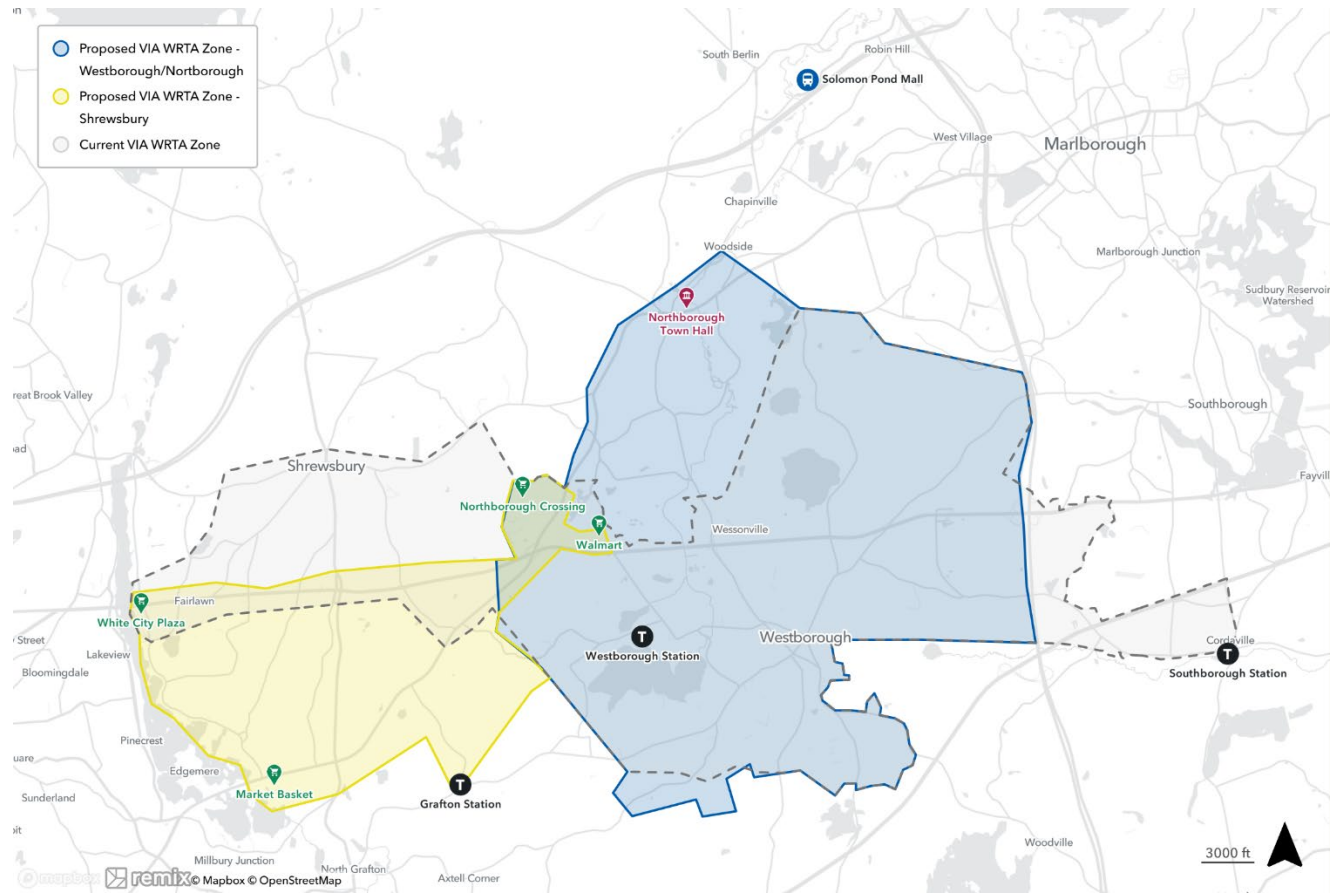
Via-WRTA is an on-demand ride-share service. Riders can be picked up and dropped off anywhere within the zone.

Today, there is a single zone that serves parts of Westborough and Shrewsbury along with small parts of Northborough and Southborough.

The recommended on-demand service is divided into two zones: Shrewsbury and Westborough/ Northborough. They overlap at Northborough Crossing.

See the following pages for information on each zone.

Figure 5 Via-WRTA Zone



# Via-WRTA Microtransit Zone: Shrewsbury

## Overview

The Shrewsbury zone extends from just north of Route 9 (Boston Turnpike) to Route 20 (Hartford Turnpike) and Grafton State Hospital between Lake Quinsigamond and Northborough Crossing. It provides connections to WRTA Routes 12 and 15.

Today, Via-WRTA in Shrewsbury is available from just north of Main Street to south of Boston Turnpike. It is also part of a larger zone including much of Westborough.

## Key Destinations:

- Lakeway Commons & White City shopping centers
- Northborough Crossing
- Walmart
- Edgemere Crossing (Market Basket)
- MBTA Commuter Rail (Grafton Station)

Figure 6 New Shrewsbury Zone

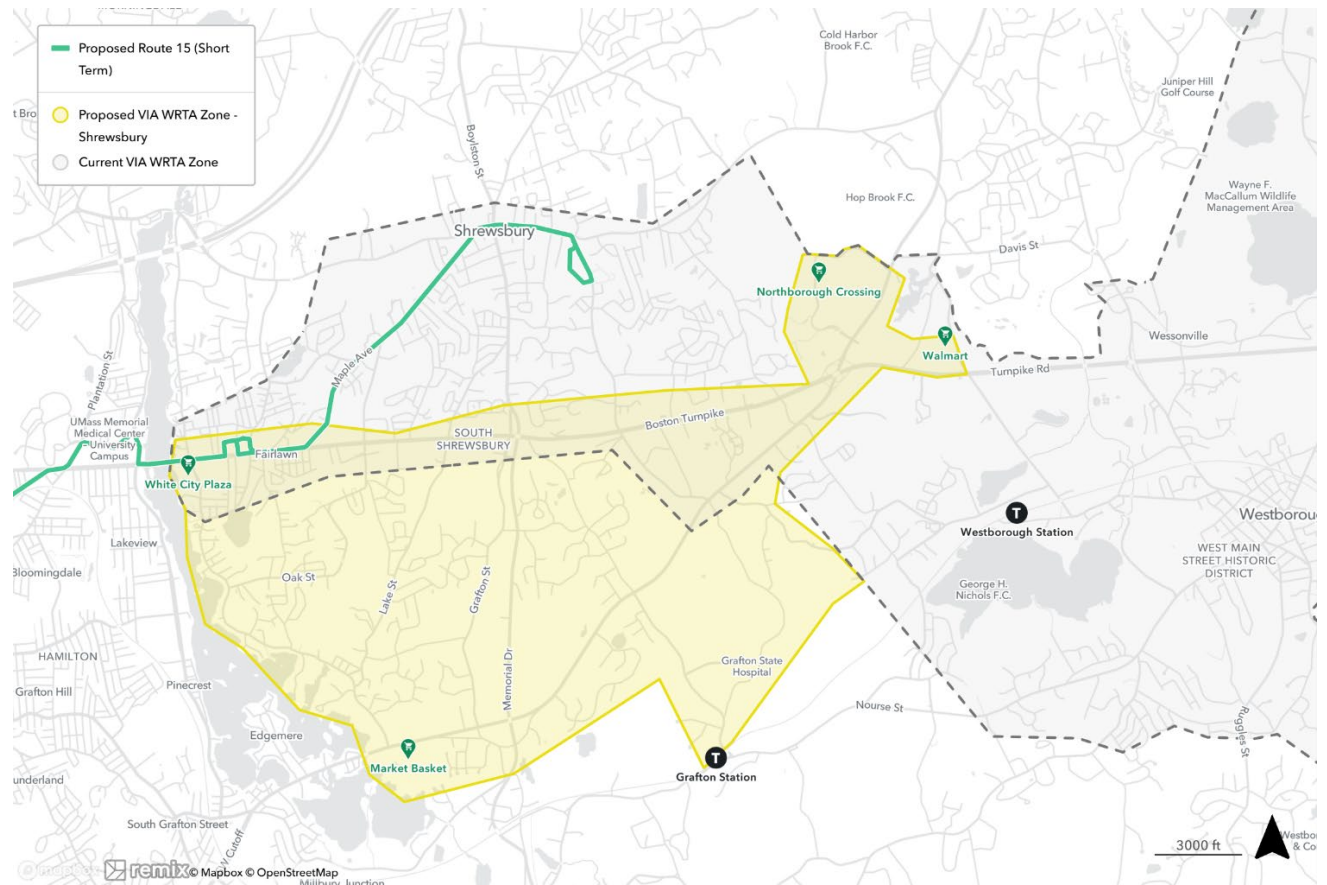


Figure 7: Shrewsbury Zone Service Statistics

	Weekday		Saturday	
	Span	Vehicles	Span	Vehicles
<b>Existing</b>	7:00 AM – 7:00 PM	4*	-	-
<b>Proposed</b>	7:00 AM – 7:00 PM	1	-	-
<b>Proposed (Medium-Term)</b>	7:00 AM – 11:00 PM	1	7:00 AM – 7:00 PM	1

\*includes vehicles in Westborough and Northborough

## Via-WRTA Microtransit Zone: Westborough / Northborough

### Overview

The Northborough/Westborough Zone serves Westborough and Northborough, extending from downtown Northborough to south of Nourse Street/ W Main Street between Northborough Crossing and I-495. Service to Southborough would be eliminated.

This significantly increases access to residential areas while retaining key destinations of the original zone.

### Key Destinations

- Northborough Town Hall
- Northborough Crossing
- Walmart
- MBTA Commuter Rail (Westborough Station)
- Downtown Westborough
- Downtown Northborough
- Multiple housing developments northeast of Northborough Crossing
- Housing development south of Old Westboro Road

Figure 8 New Westborough/Northborough Zone

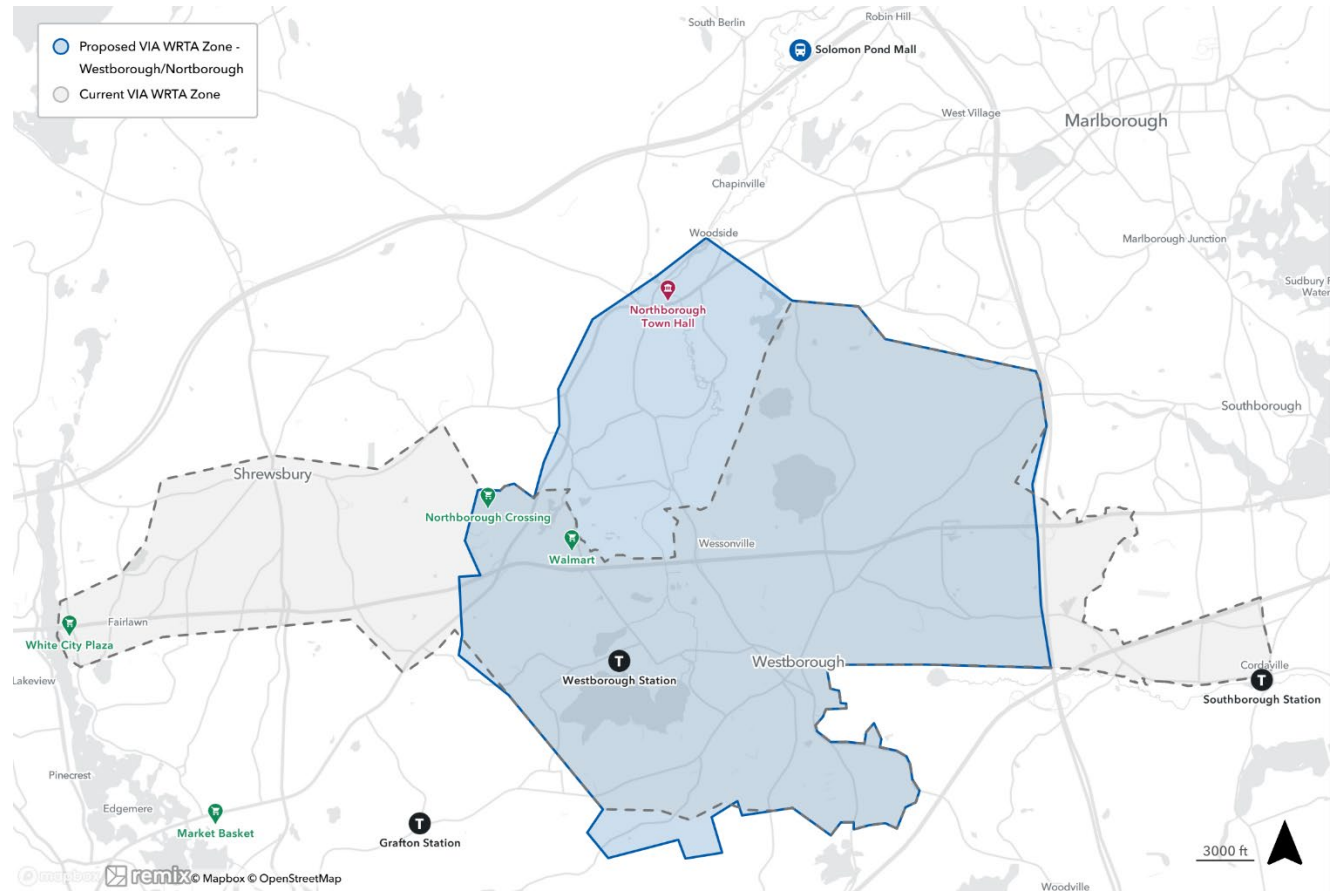


Figure 9: Westborough/Northborough Zone Service Statistics

	Weekday		Saturday	
	Span	Vehicles	Span	Vehicles
<b>Existing</b>	7:00 AM – 7:00 PM	4*	-	-
<b>Proposed</b>	7:00 AM – 7:00 PM	3	-	-
<b>Proposed (Medium-Term)</b>	7:00 AM – 11:00 PM	3	7:00 AM – 7:00 PM	3

\*includes vehicles in Shrewsbury