

**Worcester Regional Transit Authority Advisory Board
 Meeting Minutes June 26, 2025
 Zoom Webinar**

1. **Chairperson Belanger called the meeting to order at 8:00 a.m.**
2. **Clerk Robin Grimm called roll**

Brian Pigeon – Alt. Worcester, Robert Spain – Millbury, Douglas Belanger – Leicester, Mark Binnall – Auburn, Brian Bullock – Holden, Carol Grueneich Alt, - Northborough, Robin Grimm – Sturbridge, Hollie Lucht – Shrewsbury, Kelly Bol Alt, - Northbridge, Nelly Medina RCP- Worcester, Andrew Golas Alt, - Charlton. Entered meeting after roll call: Stephen Rolle – Worcester, Jasmin Rivas-Southbridge, Michael Ward – Clinton, Heather-Lyn Haley – Leicester Alt., Mike Kennedy – Millbury DP, Robert Blair- Berlin.

3. **Approval of Minutes from April 17, 2025**

Motion: To accept the minutes for April 17, 2025 By: Robert Spain. 2nd: Mark Binnall. Vote by Roll Call: (10 in favor 0 opposed) vote passed unanimously.

Brian Pigeon	yes	Robin Grimm	yes	Kelly Bol	yes
Robert Spain	yes	Brain Bullock	yes	Nelly Medina	yes
Douglas Belanger	yes	Carol Grueneich	yes	Hollie Lucht	yes
Mark Binnall	yes				

4. **Business from the Public**

Shaun commented on the changes to Route 2 at City Hall and the absence of notices on the WRTA website. The Administrator apologized for any lack of communication and would follow up with postings to therta.com. The changes were made to accommodate the revisions for City Hall, and the WRTA will continue to monitor the situation. Adam Thielker asked for improvements for the visually impaired. Adam Thielker spoke in favor of extending the terms for both the commuters with disabilities and rider community population positions. Both the Chairperson and Administrator were in favor of extending the term; however, the WRTA Advisory Board will continue to follow the terms set forth by the state legislature. Stephen Rolle suggested the Administration ask their attorney if any viable extensions would be feasible.

5. **Business from the Advisory Board**

The chairperson opened the floor for nominations for the FY'26 advisory board officers. Robert Spain nominated Chairperson Doug Belanger, Vice-Chairperson Robert Spain, Treasurer Brian Bullock, and Clerk Robin Grimm. Chairperson Doug Belanger asked for a motion to approve. Chairperson Doug Belanger asked Robin Grimm to cast a ballot. A roll-call vote was taken due to the Zoom meeting.

6. **Motion: The WRTA Advisory Board votes to elect the following officers for FY'26 Chairperson Doug Belanger, Vice-Chairperson Robert Spain, Treasurer Brian Bullock, Clerk Robin Grimm. By: Robert Spain. 2nd: Mark Binnall. Vote by Roll Call: (14 in favor 0 opposed) vote passed unanimously.**

Stephen Rolle	yes	Jasmin Rivas	yes	Kelly Bol	yes
Robert Spain	yes	Mark Binnall	yes	Robert Blair	yes
Michael Ward	yes	Carol Grueneich	yes	Nelly Medina	yes
Robin Grimm	yes	Hollie Lucht	yes	Michael Kennedy	yes
Doug Belanger	yes	Brian Bullock	yes		

7. **FY'26 Administrator's Goals:** Chairperson Doug Belanger introduced the Administrator, who gave an overview of his six goals for FY'26. 1. Complete Renovations of the Central Hub Lobby. 2. Complete the Comprehensive Service Analysis study by summer 2025. 3. Finalize rebranding efforts for buses and bus stop signs. The bus rebranding is scheduled for early Fall. 4. Bus Stop sign replacement program to begin in Spring of 2026 with total completion in Spring of 2027. The extended timeframe for the bus stop signage is due to integration with the stop analysis study, which will incorporate improvements to bus stops and bus signage. 5. Successful integration of new ITS for fixed route service completed by January 2026. The Administrator stated that the WRTA Hub will feature new ADA-compliant push buttons for

Communities Served:

Auburn	Brimfield	Douglas	Grafton	Millbury	North Brookfield	Paxton	Southbridge	Wales	West Boylston
Barre	Brookfield	Dudley	Holden	New Braintree	Oakham	Princeton	Spencer	Warren	West Brookfield
Berlin	Charlton	East Brookfield	Holland	Northborough	Oxford	Rutland	Sturbridge	Webster	Worcester
Boylston	Clinton		Leicester	Northbridge		Shrewsbury	Sutton	Westborough	

announcements in January 2026. 6. Procure new demand response scheduling software to enhance service and improve responsiveness to users. Chairperson Doug Belanger asked for a motion to approve the Administrator's FY'26 goals as presented.

Motion: The WRTA Advisory Board votes to approve the Administrator's goals as presented. By: Brian Bullock. 2nd: Mark Binnall. Vote by Roll Call: All in Favor (14 in favor 0 opposed) vote passed unanimously.

Stephen Rolle	yes	Jasmin Rivas	yes	Kelly Bol	yes
Robert Spain	yes	Mark Binnall	yes	Robert Blair	yes
Michael Ward	yes	Carol Grueneich	yes	Nelly Medina	yes
Robin Grimm	yes	Hollie Lucht	yes	Michael Kennedy	yes
Doug Belanger	yes	Brian Bullock	yes		

8. Microtransit Procurement Update – Nick Burnham, Director of Transit Operations and Planning

VIA was awarded a 2-year contract starting on July 1, 2025. Three towns are now within VIA's service area of coverage. The service area now covers points in Shrewsbury, Westborough, and Northborough. The Shrewsbury service area was switched from the northern section to the southern section to avoid interfering with regular service. The Shrewsbury service area encompasses all major shopping plazas including Market Basket. The Northborough area has points to accommodate Solomon Pond Mall, downtown Northborough Center to the high school, while the Westborough service area remains unchanged. The WRTA conducted its three-town study and worked with town administrations during the change process. All VIA vehicles will be wheelchair accessible. The VIA vehicles are white with both VIA and WRTA logos. The WRTA will continue to monitor and address demand for the service.

9. Overflow Taxi ADA Procurement Update – Nick Burnham, Director of Transit Operations and Planning

Yellow Cab was awarded a one-year agreement to provide service for the overflow on ADA services. Given the upcoming software changes and evaluations for future needs and possibilities this term was set.

10. Mobility Management Model Update – Nick Burnham, Director of Transit Operations and Planning

Westborough is the 8th COA to joined the Mobility Management Model effective July 1, 2025.

11. Other Administration Updates – Joshua Rickman, Administrator

The Global Treatment van remains on-site, and it reports that three individuals access the service daily. CMTM continues to track Narcan use on the buses and reports zero uses. The WRTA is collaborating with CMRPC to enhance public health coordination and explore available services. CMRPC will take the lead on this project and submit a White paper in late Fall. A full board presentation will be forthcoming by the November/December board meeting.

12. Advisory Board members and Other(s) as directed by the Chairperson

Mike Kennedy was in favor of expanding VIA services into Worcester. Mark Binnall inquired about VIA's communication options for individuals with visual impairments. The Director of Transit Operations and Planning stated that VIA has a customer service line, and any necessary accommodations should be communicated at the time of booking. Mark Binnall asked for board or public participation in any test runs of the new systems. The request would be taken into consideration by the Administrator. There was a brief discussion regarding the WRTA flag-stop policy, with comments focusing on the possibility of specific bus stop locations in certain communities. The Administrator spoke about reviewing possibilities with those individual communities. Jasmin Rivas asked the Administrator to make riding the buses to the outlining communities a goal. Jasmin Rivas spoke positively about the Travel Trainer's participation in Southbridge events. Nelly Medina informed the Administrator that Routes 7 & 24 need further bus cleaning, specifically the seats. The Administrator appreciated the comments and mentioned how new products were under review. Nelly Medina commented on the difficulty the visually impaired have using the WRTA. To further identify the needs of that community, Chairperson Belanger requested a meeting with Nelly Medina's recommended individuals, the Administrator, and board member Mark Binnall to identify any necessary

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Worcester Regional Transit Authority

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improvements. Chairperson Belanger reminded the board members that individual community issues and/or general questions regarding services can be sent directly to the Administration.

13. Adjourn

Motion: To Adjourn at 8:59 a.m. By: Robert Blair, 2nd: Robert Spain Vote by Roll Call: All in Favor (14 in favor 0 opposed) vote passed unanimously.

Stephen Rolle	yes	Jasmin Rivas	yes	Kelly Bol	yes
Robert Spain	yes	Mark Binnall	yes	Robert Blair	yes
Michael Ward	yes	Carol Grueneich	yes	Nelly Medina	yes
Robin Grimm	yes	Hollie Lucht	yes	Michael Kennedy	yes
Doug Belanger	yes	Brian Bullock	yes		

NEXT MEETING DATE

The next WRTA Advisory Board Meeting will be on July 17, 2025 at 8:00 a.m., Hybrid: in-person at 60 Foster Street 3rd Floor Conference Room & Zoom Webinar.

Minutes prepared by: Elizabeth R Pokoly

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