



**Worcester Regional Transit Authority Advisory Board  
Meeting Minutes November 20, 2025  
Hybrid WRTA Hub 60 Foster St. 3<sup>rd</sup> floor conference room & Zoom Webinar**

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

Stephen Rolle – Worcester, Brian Pigeon Alt – Worcester, Douglas Belanger – Leicester, Mark Binnall – Auburn. Remote Attendance members: Brian Bullock – Holden, Robert Spain – Millbury, Suzanne Lewandowski – Alt, North Brookfield, Kelly Bol Alt – Northbridge, Robin Grimm – Sturbridge, Carol Grueneich Alt - Northborough, John Jovan – Southbridge, Mike Kennedy CWD – Millbury. Remote attending after roll call: Robert Blair – Berlin, Adam Menard, Alt – Auburn, Michael Ward – Clinton.

3. **Approval of Minutes from October 23, 2025**

**Motion: To accept the minutes for October 23, 2025. By: Brian Bullock. 2<sup>nd</sup>: Mark Binnall. Vote by Roll Call: (11 in favor, 0 opposed) vote passed.**

Steve Rolle	yes	Robin Grimm	yes	Suzanne Lewandowski	yes
Brain Bullock	yes	John Jovan	yes	Hollie Lucht	yes
Douglas Belanger	yes	Carol Grueneich	yes	Kelly Bol	yes
Robert Spain	yes	Mike Kennedy	yes		

4. **Business from the Public**

Fred Nathan of Worcester asked about having more buses stop at City Hall. The Administrator provided the reasoning behind the Pleasant Street alternative for specific buses, which provides a better balance at City Hall given the overall bus volume. Fred Nathan asked for consideration of adding a stop at the end of Common to accommodate the absence of a City Hall stop for specific buses. The Administrator acknowledged the request and will look into any possibilities. Adam Thielker, participating remotely, asked for any updates and for visual content regarding the upcoming lobby renovations. The Administration, in response to inquiries, will post pictures of the lobby renovation plans on the website.

5. **Demand Response Customer Satisfaction Survey-Nick Burnham, Director of Operations and Planning**

The Demand Response Customer Satisfaction Survey presentation was reviewed with the board members. The last demand response customer survey was conducted in 2019. This survey was conducted exclusively in paper format and targeted those who had used the service within the past year. The survey was translated into 8 languages, available in large print, and responses were via a self-addressed, stamped envelope or by phone. The survey covered the following services: ADA Clients, Seven COAs in the Mobility Management Model, SCM Elderbus, and non-MMM COAs (Clinton, Grafton, Holden). Non-MMM COAs were noted separately. The majority of people call for service, with the highest frequency being weekly at 89.1%. The Customer satisfaction was overall rated at 95.8%. The two highest primary reasons for riding were medical appointments and grocery shopping. Riders indicated that 43.4% use family and friends for rides, and 35.4% do not make a trip when services are not open. The survey covered general questions about future technology upgrades; the top-rated were booking/canceling a ride, which vehicle is picking them up, and imminent arrival notifications. A poll on same-day premium service with a 90-minute request window found that 71.9% were interested in the concept. Factors in this decision were 90 minutes of booking ability, the same service hours, and a flat fare per ride. While a system-level consideration would likely involve many variables, the administration will also be reviewing options. The conclusion shows that demand response riders are overwhelmingly satisfied with our service. Riders are enthusiastic about the potential for upgrading technology and interested in the concept of same-day service. The survey will be placed on the website for review. Steve Rolle acknowledged the favorable responses for service and asked for a further explanation of the van vs cab ratio, which, both in cost and satisfaction, was not as favorable. Robert Spain requested a report on the cost of service for both the van and cab use. Acknowledging that overflow may be necessary, but remains a long-standing and costly issue. Robert

**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	



Spain was seeking alternatives and further discussion on this matter. The Administrator stated that during the budgeting process, there would be further discussions, along with microtransit, presented to the board.

**6. VIP Taskforce Update - - Jamie Winters, Director of Marketing & Communications**

A brief explanation of the task force's purpose was given with a list of prior engagement timelines. The key challenges were identified and reviewed with the board. Platform disorientation and ambient noise, issues with audio announcements, and the need for clearer onboard communications, as well as limited slip capacity at the Hub. Service and scheduling constraints were outlined, including possible route redesign considerations for suburban frequencies and access, as well as possible bulking up of some cross-town route demand. Accessibility enhancements included installing a Falcon button at 5 platform locations, an increase from the current system. The Administration will explore NaviLens and the GO app while mindful of balancing digital tools with low-tech solutions. The next steps discussed were further operational and accessibility reviews, slip and Hub capacity studies, a visit from mobility instructors from MCB, and further collaboration with the VIP Taskforce. Some Taskforce members were highlighted, including the City of Worcester's Brian Pigeon, Board members Mark Binnall & Mike Kennedy, a representative from the Mass Commission for the Blind, CMRPC, and others.

**7. Administrators Report - Josh Rickman, WRTA Administrator**

- **Technology Upgrade.** The Administrator announced that a beta version of the new tracking system is up on the website. It can be accessed by the banner at the top of the page. 99% of the system is up and running, and the rollout remains January 1, 2026. The fixed route services will be accessible via the Transit App in early January 2026. The WRTA website will also include a trip planner function. The Administrator thanked the WRTA team as well as CMTM's David Trabucco, General Manager, and Joe Campbell, Assistant General Manager, for their support during the upgrade.
- **Lobby Update:** The construction is expected to start January 5, 2026, and should be completed by June 2026. A temporary Customer Service booth will be set up on the platform. More information will be forthcoming as things progress.

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

Mark Binnall asked for consideration to call Yellow cab directly and forward an existing trip. The Administrator stated that the request would be taken under advisement.

**9. Adjourn**

**Motion: To Adjourn at 9:14 a.m. By: Steve Rolle, 2<sup>nd</sup>: Mark Binnall Vote by Roll Call: All in Favor (12 in favor 0 opposed) vote passed unanimously.**

Steve Rolle	yes	Robin Grimm	yes	Suzanne Lewandowski	yes
Brain Bullock	yes	John Jovan	yes	Hollie Lucht	yes
Douglas Belanger	yes	Carol Grueneich	yes	Kelly Bol	yes
Robert Spain	yes	Mike Kennedy	yes	Michael Ward	yes

**NEXT MEETING DATE**

The next WRTA Advisory Board Meeting will be on December 18, 2025, at 8:00 a.m., Hybrid: in-person at 60 Foster Street, 3<sup>rd</sup> Floor Conference Room & Zoom Webinar.

Minutes prepared by: Elizabeth R. Pokoly

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