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FOR IMMEDIATE RELEASE

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WRTA to Celebrate Central Hub Lobby Renovation with October 23 Ribbon Cutting

Renovated lobby marks another milestone in the agency's ongoing transformation and commitment to improving the passenger experience.

WORCESTER, MA – The Worcester Regional Transit Authority (WRTA) will host a ribbon-cutting ceremony on Friday, October 23, to celebrate the renovation of its Central Hub lobby and recognize the many important improvements and changes the agency has seen in recent years.

Following a soft opening on August 28, the newly renovated lobby provides passengers with a more welcoming, comfortable, and accessible space to connect with public transportation. The ribbon cutting also comes on the heels of WRTA's recent rebranding effort and real-time technology upgrades, highlighting the agency's continued commitment to improving the passenger experience throughout the Worcester region.

"We've seen a lot of exciting changes at WRTA, and the lobby renovation is another important step in that progress. From our new look and updated technology to improvements at the Central Hub, we're continuing to focus on making the passenger experience more accessible, convenient, and welcoming for everyone who relies on our service," said Josh Rickman, WRTA Administrator.

A More Accessible and Welcoming Space

The lobby renovation includes a number of improvements designed to make the Central Hub more comfortable and accessible for passengers. From additional seating and dedicated wheelchair spaces to improved customer service access, the renovated facility provides a more welcoming environment for everyone.

Accessibility was an important consideration throughout the project, with features designed to help passengers navigate the building and bus platform more safely and independently, particularly individuals who are blind or have low vision and those with mobility challenges.

Inside the building, tactile strips and intersection domes provide wayfinding from both entrances to key destinations, including the customer service window, restrooms, and seating area. Braille plaques identify hallways, doorways, and important locations throughout the facility, including customer service, security, and restrooms. The main seating area also includes dedicated space for two wheelchair users.

A significant change from the previous lobby design is the addition of sensor-operated sliding doors at both the north and south entrances. These doors provide convenient, hands-free access for passengers, including individuals with visual impairments and mobility challenges.

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The renovation also introduces a new exterior walk-up customer service window, allowing passengers to access customer service directly from outside the building without needing to enter the lobby.

Accessibility features continue onto the bus platform, where tactile strips, domes, and a white cane strip provide additional wayfinding cues. Four Falcon audio buttons allow passengers to hear departure information, helping blind and low-vision riders access important travel information.

Improved Access to Real-Time Information

WRTA has also continued to invest in technology to make using public transportation easier and more convenient.

Video display screens in both the lobby and on the platform provide real-time transit information for passengers, including those who are deaf or hard of hearing.

Later this fall, WRTA plans to introduce audible announcements identifying the route and bus entering each bus slip. This additional feature will help passengers more easily locate their departing bus and navigate the platform with greater confidence.

These improvements build on WRTA's recent real-time technology upgrades, including enhancements that provide passengers with better access to trip planning, service information, and real-time bus locations.

Celebrating WRTA's Continued Progress

The October 23 ribbon cutting is an opportunity to celebrate more than the completion of the lobby renovation. It also recognizes the significant work and changes taking place throughout the agency, from the recent rebranding effort and updated bus fleet to investments in technology and improvements to the passenger experience.

Together, these efforts reflect WRTA's continued focus on creating a more accessible, connected, and welcoming transit system for the communities it serves.

To learn more about the Central Hub lobby renovation, as well as other projects and improvements happening across WRTA, visit [therta.com](https://www.therta.com).

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The Worcester Regional Transit Authority (WRTA) is a regional transit system that services the City of Worcester and the surrounding 36 communities in the Central Massachusetts area 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 reliable, comfortable, and safe 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. All fixed routes and paratransit services are free through June 2027.

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