Appendix A
Market Demand Maps
Bellingham T Shuttle
Level of Potential Transit Demand

- 1 Low
- 2
- 3
- 4
- 5
- 6 High
- Bus Stop

- Bellingham T Shuttle
- Other GATRA Bus Route
- 1/4 Mile Buffer
- Commuter Rail
- Commuter Rail Station
- Park & Ride Lots
- School
- College/University
- Hospital
- Point of Interest
- Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.

 Urs
Franklin Area Bus

Level of Potential Transit Demand
- Low
- Moderate
- High

Franklin Area Bus
Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Bus Stop
School
College/University
Hospital
Point of Interest
Waterbody

0 0.175 0.35 0.7 Miles

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, parks, and universities, commuter rail stations, hospitals, median household income, enrollment at local colleges and universities, elderly population, and the percent of households with people with disabilities.

GATRA
Greater Attleboro Taunton Regional Transit Authority

URS
"
Freedom Link

Level of Potential Transit Demand

- 1 Low
- 2
- 3
- 4
- 5
- 6 High

Bus Stop

Freedom Link

Other GATRA Bus Route

1/4 Mile Buffer

Commuter Rail

Commuter Rail Station

Park & Ride Lots

School

College/University

Hospital

Point of Interest

Waterbody

0 0.2 0.4 0.8 Miles

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.

URS
Liberty Link
Level of Potential Transit Demand

- Low
- Moderate
- High

Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Commuter Rail Station
Park & Ride Lots
School
College/University
Hospital
Point of Interest
Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Link 3

Level of Potential Transit Demand

- 1 Low
- 2
- 3
- 4
- 5
- 6 High

Bus Stop

Link 3

Other GATRA Bus Route

1/4 Mile Buffer

Commuter Rail

Commuter Rail Station

Park & Ride Lots

School

College/University

Hospital

Point of Interest

Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Middleborough Shuttle

Level of Potential Transit Demand

<table>
<thead>
<tr>
<th>Level</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Low</td>
<td>Light Yellow</td>
</tr>
<tr>
<td>2</td>
<td>Yellow</td>
</tr>
<tr>
<td>3</td>
<td>Orange</td>
</tr>
<tr>
<td>4</td>
<td>Dark Orange</td>
</tr>
<tr>
<td>5</td>
<td>Brown</td>
</tr>
<tr>
<td>6 High</td>
<td>Brown</td>
</tr>
</tbody>
</table>

- Bus Stop
- Middleborough Shuttle
- Limited Service
- Other GATRA Bus Route
- 1/4 Mile Buffer
- Commuter Rail
- Commuter Rail Station
- Park & Ride Lots
- School
- College/University
- Hospital
- Point of Interest
- Waterbody

Miles

0 0.2 0.4 0.8

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population, and the percent of households with people with disabilities.

URS

E&G, HERB, DeLorme, MapmyIndia, and OpenStreetMap contributors, and the GIS user community
Route 1
Westside

Level of Potential Transit Demand
- Low
- Medium
- High

Bus Stop
Route 1
Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Commuter Rail Station
Park & Ride Lots
School
Hospital
Point of Interest
Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools and park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Route 10
Level of Potential Transit Demand

1 Low
2
3
4
5
6 High

Bus Stop

Route 10
Limited Service

Other GATRA Bus Route

1/4 Mile Buffer

Commuter Rail

Commuter Rail Station

Park & Ride Lots

School

College/University

Hospital

Point of Interest

Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations, and hospitals; median household income, the enrollment at local colleges and universities; elderly population and the percent of households with people with disabilities.
Route 11
Level of Potential Transit Demand
1 Low
2
3
4
5
6 High
Bus Stop
Route 11
Limited Service
Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Commuter Rail Station
Park & Ride Lots
School
College/University
Hospital
Point of Interest
Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools and park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Route 14

Level of Potential Transit Demand

1 Low
2
3
4
5
6 High

Bus Stop
Route 14
Limited Service
Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Commuter Rail Station
Park & Ride Lots
School
College/University
Hospital
Point of Interest
Waterbody

0 0.25 0.5 1 Miles

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Route 15

Level of Potential Transit Demand

1 Low
2
3
4
5
6 High

Bus Stop
Route 15
Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Commuter Rail Station
Park & Ride Lots
School
Hospital
Point of Interest
Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Route 16
Level of Potential Transit Demand

- 1 Low
- 2
- 3
- 4
- 5
- 6 High

- Bus Stop
- Route 16
- Limited Service
- Other GATRA Bus Route
- 1/4 Mile Buffer
- Commuter Rail
- Commuter Rail Station
- Park & Ride Lots
- School
- College/University
- Hospital
- Point of Interest
- Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Route 7

Level of Potential Transit Demand

- 1 Low
- 2
- 3
- 4
- 5
- 6 High

- Bus Stop
- Route 7
- Limited Service
- Other GATRA Bus Route
- 1/4 Mile Buffer
- Commuter Rail
- Commuter Rail Station
- Park & Ride Lots
- School
- College/University
- Hospital
- Point of Interest
- Waterbody

Miles

0 0.275 0.55 1.1

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.

URS
Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Wheaton T Shuttle

Level of Potential Transit Demand

- Low
- Medium
- High

Bus Stop
Wheaton T Shuttle
Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Commuter Rail Station
Park & Ride Lots
School
Hospital
Point of Interest
Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.

Route 6

Level of Potential Transit Demand
- 1 Low
- 2
- 3
- 4
- 5
- 6 High

- Bus Stop
- Route 6
- Limited Service
- Other GATRA Bus Route
- 1/4 Mile Buffer
- Commuter Rail
- Commuter Rail Station
- Park & Ride Lots
- School
- College/University
- Hospital
- Point of Interest
- Waterbody

Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, parks and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Route 9
Level of Potential Transit Demand

1 Low
2
3
4
5
6 High

Bus Stop

Route 9
Other GATRA Bus Route
1/4 Mile Buffer
Commuter Rail
Commuter Rail Station
Park & Ride Lots
School
College/University
Hospital
Point of Interest
Waterbody

0 0.1 0.2 0.4 Miles

Demand is based on the population density, employment density, percent of vehicle-free households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.

URS
Demand is based on the population density, employment density, percent of vehicleless households, proximity to schools, park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Wareham-Lakeville Connector

Level of Potential Transit Demand

- Low
- Moderate
- High
- Very High
- Highest

- Bus Stop
- Wareham-Lakeville Connector
- Other GATRA Bus Route
- 1/4 Mile Buffer
- Commuter Rail
- Commuter Rail Station
- Park & Ride Lots
- School
- College/University
- Hospital
- Point of Interest
- Waterbody

Demand is based on the population density, employment density, percent of vehicle-less households, proximity to schools park and ride lots, commuter rail stations and hospitals, median household income, the enrollment at local colleges and universities, elderly population and the percent of households with people with disabilities.
Appendix B
Recommendation Memo
GATRA Regional Transit Plan

Proposed Service Alternatives:
Attleboro/North Attleborough
January 28, 2015

Proposed Alternative: Extend regular service on Route 10

Service Recommendation: Extend the regular service on Route 10 along Elm Street to North Washington Street to Chestnut Street to current routing.

Reason for Recommendation: The Route 10 could better serve downtown North Attleborough with this change in routing.

Proposed Alternative: Reroute 24 to Bristol Place

Service Recommendation: Reroute service on County Street to US-1A and terminate at Mayfair Plaza.

Reason for Recommendation: US-1A is not currently served by fixed route transit between the Rhode Island state line and US-1. Rerouting the Route 24 to County Street eliminates duplicate service along South Avenue and provides regular fixed route transit service with connections along US-1A, the South Attleboro MBTA station and the Bristol Place shopping center.

Proposed Alternative: Reroute Route 18 to serve Sensata campus

Service Recommendation: Field Road to Perry Avenue to East Access Road to Pleasant Street.

Reason for Recommendation: The Sensata campus is not currently served by fixed route transit however the workforce generates a demand for transit.

Proposed Alternative: Eliminate service to Plainville Council on Aging after 4PM

Service Recommendation: Eliminate service to the Plainville Council on Aging after 4PM.

Reason for the Recommendation: The Plainville Council on Aging closes at 3:30PM and therefore does not require regular service after closing.
Current Attleboro Bus Routes

- Route 10 Attleboro/North Attleborough
- Route 11 South Attleboro Connector
- Route 12 Attleboro/S. Attleboro/ North Attleborough
- Route 14 Attleboro/Plainville
- Route 15 Oak Hill
- Route 16 Attleboro/Seekonk
- Route 18 Taunton/Norton/Attleboro
- Route 24 Attleboro/Pawtucket, RI

Environmental Justice
- Minority
- Minority & Low Income
- Limited English Proficiency (LEP)

- Housing
- Point of Interest

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%
Attleboro/North Attleborough Proposed Route 10

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%

Environmental Justice

Minority
Minority & Low Income
LEP (Limited English Proficiency)

Points of Interest
Housing

Minority:
2010 Census Tracts > 7.31%
Low Income:
2005-2009 ACS Tracts > 5.21%
Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
Attleboro
Route 24
Attleboro/
Pawtucket, RI

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice

Minority
Minority & Low Income
LEP
(Limited English Proficiency)

Points of Interest

Housing

Rhode Island
Attleboro
Proposed
Route 24
to Bristol Place

Environmental Justice
- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Points of Interest
- Bristol Place
- Attleboro HS
- Maple Terrace
- Attleboro Industrial Park
- Mill Stream Village
- Birchwood Mobil Home Park

Housing

Minority:
2010 Census Tracts > 7.31%
Low Income:
2005-2009 ACS Tracts > 5.21%
Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
Attleboro
Proposed
Option B
Route 24
to Bristol Place &
Mayfaire Plaza

Environmental Justice

Minority
Minority & Low Income
LEP
(Limited English Proficiency)

Points of Interest
Housing

Minority:
2010 Census Tracts > 7.31%
Low Income:
2005-2009 ACS Tracts > 5.21%
Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
Taunton/Attleboro Route 18
Proposed Route 18
to Sensata Technologies

Points of Interest

Environmental Justice

- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
GATRA Regional Transit Plan

Proposed Service Alternatives:
Bellingham
January 28, 2015

Proposed Alternative: Increase availability of parking for the Bellingham T Shuttle

Service Recommendation: Find a suitable parking area at the southern terminus of the Bellingham South T Shuttle. Available parking has been identified at:
- Stop & Shop – 70 Pulaski Boulevard
- Empty parking lot - 295 Pulaski Boulevard
SRPEDD identified that the lot is owned by a JEC Realty LLC and appears to be unused and undeveloped.

Reason for Recommendation: Permitting parking at the end of the shuttle line may encourage increased use of the shuttle system and eliminate further needs for the MBTA to expand parking capacity at the Forge Park MBTA station.

Proposed Alternative: Add mid-day service to the Bellingham Shuttle

Service Recommendation: Pilot mid-day service on the Bellingham Shuttle with service to Market Basket and Wal-Mart

Reason for Recommendation: Current service only operates in the morning and evening and caters to MBTA commuters. During the mid-day hours, residents do not have a transit option to travel; extending the service hours to include trips between 7:45AM and 4:20PM will provide access to grocery stores, pharmacies, retail stores, medical offices, etc. Mid-day service was included as a recommendation in the MAPC SWAP Regional Public Transit Feasibility Study, dated October 3, 2013.

Proposed Alternative: Expand subscription commuter service service

Service Recommendation: Eliminate current North and South MBTA Shuttles and replace with an expanded subscription service.

Reason for Recommendation: Expanding the subscription service in a modified demand response will could improve commuter connections to the MBTA Forge Park station and make the service more convenient for riders. Subscription service could be offered as a curb to curb option, or with defined stops
South Bellingham T Shuttle

Potential Park and Ride Lots

- Empty Private Lot
- Stop & Shop
Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%
GATRA Regional Transit Plan

Proposed Service Alternatives:

Foxborough
January 28, 2015

Proposed Alternative: Service to Plainridge Park Casino

Service Recommendation: Provide regular service between Patriot’s Place and Plainridge Park Casino either with a separate route between Plainville Commons and Patriot Place, or by extending the Attleboro Route 14.

Reason for Recommendation: Plainridge Park Casino will generate a demand for transit service and Patriots Place can provide a transfer to the Tri-Town Connector.

Proposed Alternative: Service between Mansfield MBTA and Patriots Place

Service Recommendation: Service begins at Mansfield MBTA to Central Street to MA-140 to Baker Street to Chestnut Street to North Street to Putnam Parkway. Service may either terminate at Patriots Place or continue to Plainridge Park Casino.

Reason for Recommendation: The proposed route is being considered as a service alternative as part of a Metropolitan Area Planning Council study for the town of Foxborough.
Proposed Route
Option A
Mansfield / Foxborough / Plainville

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Minority & Low Income
- Limited English Proficiency (LEP)

Points of Interest:
- Plainville
- Plainville Commons
- Plainridge Race Course
- Patriot Place
- Stop & Shop
- Brigham & Women's/Mass General
- Ocean State Job Lot

Minority:
2010 Census Tracts > 7.31%
Low Income:
2005-2009 ACS Tracts > 5.21%
Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Map showing the Proposed Route from Mansfield to Plainville via Foxborough, with points of interest highlighted.
Proposed Route

Option B
Foxborough / Mansfield

Environmental Justice
- Minority: 2010 Census Tracts > 7.31%
- Low Income: 2005-2009 ACS Tracts > 5.21%

Points of Interest
- Foxborough
- Patriots Place
- Stop & Shop
- Brigham & Women's/Mass General
- Ocean State Job Lot
- Mansfield
GATRA Regional Transit Plan

Proposed Service Alternatives:
Franklin/Norfolk
January 28, 2015

Proposed Alternative: Serve EMC Campus on Constitution Boulevard with Franklin Area Bus

Service Recommendation: Leaving MBTA, continue on Union Street to King Street turn onto Constitution Blvd. Use Upper Union Street to return to King Street and continue to Central Park Terrace and return to current routing.

Reason for Alternative: Providing service to EMC and surrounding businesses will expand opportunities for commuter transit use. The Franklin MBTA station provides access to the MBTA Commuter Rail service to Boston.

Proposed Alternative: Serve YMCA on Forge Hill Road with Franklin Area Bus

Service Recommendation: Use Central Street to Grove Street to Forge Hill Road, serve YMCA and use same routing to return to regular route.

Reason for Recommendation: The Franklin Area Bus provides service to Franklin High School and the Horace Mann Middle School, including the YMCA as a stop can provide safe, reliable transportation between the school and the YMCA and can cater to youth after school programs.

Proposed Alternative: Serve Magnolia Heights Senior Living Home with Franklin Area Bus

Service Recommendation: Continue on Chestnut Street to Chestnut Ridge Cir and return to current routing.

Reason for Recommendation: The Magnolia Heights Senior Living Home is not currently served by fixed route transit and has the potential to generate ridership.
Tri-Town Connector Recommendations:

**Signage and Wayfinding**
- Improve signage at Norfolk MBTA Commuter Rail Station
- Improve signage at Patriot’s Place

**Market Research & Outreach**
- Survey area residents to gauge interest and demand for transit
- Coordinate with Norfolk Housing Authority to reach residents at Hillcrest Village and Pine Knoll
- Coordinate with Wrentham Housing Authority to reach residents at Garden Lane
- Conduct outreach through the Massachusetts Correctional Institution at Norfolk to provide information to employees and visitors

**Advertising and Promotion**
- Sell advertising on interior and exterior of the vehicle
- Provide promotional free ride programs
Current Franklin Area Bus Route

- Southbound
- Northbound
- Minority
- Minority & Low Income
- Saturday Only
- Limited English Proficiency (LEP)

Points of Interest
- Housing
- Market Basket/Walmart
- Whole Foods/Old Navy
- Franklin Public Library
- Council on Aging
- Eaton Place
- Horace Mann M.S.
- Village Plaza
- Tri-County RVTHS
- Franklin H.S.
- Dean College
- Glen Meadow Apts.
- Big Y
- Magnolia Heights
- Union Square Apts.
- Central Park Terrace
- YMCA
- Forge Park Industrial Park
- Bellingham
- Franklin

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%
Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%

Proposed Franklin Option C

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%

Points of Interest

Housing
GATRA Regional Transit Plan

Proposed Service Alternatives:
Hanover/Pembroke
January 28, 2015

Proposed Alternative: Develop a new fixed route service to Hanover Mall

Service Recommendation:

Option A: Originate service at Stop & Shop/ Kohls and use MA-139 to MA-53 to Broadway to Spring Street to Hanover Street to MA-53 to terminate at the Hanover Mall.

Option Aa: Extend the SAIL to provide service along the Option 2 alignment.

Option B: Meet the Pembroke Shuttle at the Community Center Parking Lot stop and use MA-14 to MA-139 to MA-53 to Broadway to Spring Street to Hanover Street to MA-53 to terminate at the Hanover Mall.

Reason for Recommendation: Hanover is not currently served with fixed route transit service.
Hanover
Proposed Route
Option A

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing

Hanover

Proposed Route Option A

Marshfield

Norwell

Hanover

Existing Marshfield/Duxbury/Kingston

Proposed Hanover Route Option A

Pembroke

Points of Interest

Housing
Hanover
Proposed Route
Option B

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
Proposed Service Alternatives:
Kingston/Duxbury/Marshfield
January 28, 2015

Proposed Alternative: Split the SAIL Route into two separate routes

Service Recommendation: Split the route at Webster Square Shopping Center located at Ocean Street and Webster Street

South Route: Webster Street to MA-139 and return to current route to the south.

North Route: Maintain current routing east of Webster Street and terminate at MA-139 and Beach Street.

Northern Terminus Options:
- Maintain current terminus at Stop & Shop / Kohls
- Extend route to Hanover Mall via MA-139 to MA-53
- Extend route and merge with Pembroke Shuttle route

Reason for Recommendation: The SAIL ridership is underperforming and it is suspected that the headways are inconvenient. Splitting the route will permit shorter headways and more travel options for riders.
Option A

Environmental Justice

- Minority: 2010 Census Tracts > 7.31%
- Low Income: 2005-2009 ACS Tracts > 5.21%

Points of Interest
- Duxbury School Complex Library
- Hall’s Corner
- Senior Center
- Independence Mall
- Kingsbury Plaza/P&B Bus Stop
- Stop & Shop
- Roche Brothers
- Christmas Tree Shop
Kingston/Duxbury/Marshfield

Option B

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%

Environmental Justice

- Minority
- Low Income
- Minority & Low Income
- Limited English Proficiency (LEP)

Points of Interest

- Housing

Proposed Kingston/Duxbury Route
Proposed Marshfield/Hanover Route
Existing Plymouth Route
Kingston/Duxbury/Marshfield
Option C

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Low Income
- Minority & Low Income
- Limited English Proficiency

Points of Interest
- Housing

Map showing Kingston, Duxbury, and Marshfield with proposed routes and points of interest.
GATRA Regional Transit Plan

Proposed Service Alternatives:
Mansfield/Norton
January 28, 2015

**Proposed Alternative:** Route 140 service to the Cabot Industrial Park

*Service Recommendation:* From Mansfield MBTA to Copeland Drive to Forbes Boulevard to West Street to MA-140 to School Street to Mansfield Crossing to School Street to East Street to current routing and eliminate service between East Street and Chauncy Street on Main Street. Alternative routing could include the aforementioned routing as a loop departing and returning to the Mansfield MBTA.

*Reason for Recommendation:* The Cabot Industrial Park is a major employment center currently not served with fixed route transit service. Mansfield Crossing is a large shopping center not currently served with fixed route transit service.

**Proposed Alternative:** Route 140 service to Bicentennial Court Public Housing

*Service Recommendation:* From Mansfield MBTA Pratt Street to East Street to Hope Street to Mansfield MBTA

*Reason for Recommendation:* The Bicentennial Court Public Housing caters to low-income seniors and is currently not served by fixed route transit.

**General Recommendations**

Schedule for Route 140 should read “Roche Bros.” instead of “Great Woods Plaza”

The moniker is confusing and many locals interpret the route to serve the Xfinity Center which was once named “Great Woods”

A bus shelter is recommended at the Sports Authority in Mansfield Crossing Shopping Center.
Proposed Wheaton T Shuttle/Route 140 to Cabot Business Park

Environmental Justice

- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Points of Interest:
- Mansfield Crossing
- Great Woods Plaza
- Commuter Lot
- Wheaton College

Minority:
- 2010 Census Tracts > 7.31%

Low Income:
- 2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
- 2005-2009 ACS Tracts > 2.85%
GATRA Regional Transit Plan

Proposed Service Alternatives:

Medway
January 28, 2015

Proposed Alternative: Increase capacity of Medway T Shuttle

Service Recommendation: Add vehicle to travel from the fire station in Medway (Route 109 and Summer St.) east on Route 109 to Millis and then travel Route 115 south to the Norfolk MBTA station.

Reason for Recommendation: The shuttle operates at or near capacity and that future growth will require additional passenger capacity.

Proposed Alternative: Designate stops along Village Street

Service Recommendation: Designate stops along Village Street.

Reason for Recommendation: Designating stop locations along Village Street will improve safety for passengers.
GATRA Regional Transit Plan

Proposed Service Alternatives:
Middleborough
January 28, 2015

Proposed Alternative: Improve service to Massasoit Community College – Middleborough Campus

Service Recommendation: Reroute from Center Street to Union Street to Nickerson Avenue to South Main Street and eliminate service on Center Street between Union Street and South Main Street.

Reason for Recommendation: Massasoit Community College – Middleborough Campus is not directly served with fixed route transit service. Providing direct access to the campus should help to increase student ridership.
Proposed Middleborough Shuttle to Massasoit Community College
GATRA Regional Transit Plan

Proposed Service Alternatives:

Plainville
January 28, 2015

Proposed Alternative: Service to Plainville Commons and Plainridge Park Casino

Service Recommendation: Service to Plainville Commons and Plainridge Park Casino.

Reason for Recommendation: Plainville Commons is a shopping center located on US-1 and is not currently served with fixed route transit. Plainridge Park Casino, when open, will be located on the opposite side of US-1 from Plainville Commons and is expected to generate a demand for transit.
Proposed Plainridge Route
Option A

Environmental Justice

- Minority: 2010 Census Tracts > 7.31%
- Low Income: 2005-2009 ACS Tracts > 5.21%

Points of Interest

- N. Attl. HS
- N. Attl. MS
- Triboro Plaza
- Plainville Commons Marketplace
- Plainridge Race Course
- Plainville Crossing
- Willow Trace Apts
- Industrial Park
- Bishop Feehan HS
- ATTLEBOROUGH PLAZA

Housing

Map showing the proposed Plainridge Route Option A with points of interest and environmental justice data.
Proposed Plainridge Route
Option B to Patriot Place

Environmental Justice

Minority
Minority & Low Income
LEP
(Limited English Proficiency)

Points of Interest

Housing

Minority:
2010 Census Tracts > 7.31%
Low Income:
2005-2009 ACS Tracts > 5.21%
Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
GATRA Regional Transit Plan

Proposed Service Alternatives:

Plymouth

January 28, 2015

Proposed Alternative: Extend Link 3 to meet Plymouth Mayflower Link

Service Recommendation: Extend the Link 3 using Wareham Road to Long Pond Road to Clark Road to Beaver Dam Road

Reason for Recommendation: A multi-phase 6000+ acre master planned community is in development along Wareham Road which will include a village center south of Halfway Pond Road. This route would also provide fixed route transit service to the Pinehills community in Plymouth.

Proposed Alternative: Designate stops in Plymouth Center

Service Recommendation: Designate stops in Plymouth Center.

Reason for Recommendation: Designating stops in Plymouth Center will make it easier for tourists to make use of the bus. It will also improve efficiency by eliminating frequent stops in a congested area.
Plymouth
Proposed No Flag Stop Zone

- Mayflower Link
- Freedom/Liberty Links

- Miles

- Kingston
- Carver
GATRA Regional Transit Plan

Proposed Service Alternatives:

Scituate
January 28, 2015

Proposed Alternative: Scituate Shuttle

Service Recommendation: Town circulator shuttle beginning at the Scituate Town Hall with service along First Parish Road, Stockbridge Road, Brook Street, Harborwalk, Kent Street, Driftway, Scituate MBTA, and MA-3A terminating at Town Hall.

Reason for Recommendation: Scituate is not currently served with fixed route transit service and this route would provide reliable transit service to residents and visitors.
GATRA Regional Transit Plan

Proposed Service Alternatives:
Seekonk/Rehobeth/Dighton
January 28, 2015

Proposed Alternative: Connect Taunton to East Providence via US-44

Service Recommendation: Develop a new route that travels US-44 originating at the Taunton Terminal terminating at Commercial Way in East Providence, RI.

Reason for Recommendation: The US-44 corridor is not currently served by fixed route transit and providing a connection between Taunton and East Providence will increase transit mobility for the region.
GATRA Regional Transit Plan

Proposed Service Alternatives:
Taunton/Raynham
January 15, 2015

Proposed Alternative: Route 1

Service Recommendation: Combine Route 1 and Route 9 with service to Warner Boulevard Hannaford’s Supermarket on every trip and rerouting from Weir Street to Somerset Avenue.

Reason for Recommendation: The proposed realignments of the Route 9 will better serve Somerset Avenue.

Proposed Alternative: Eliminate Route 3

Service Recommendation: Eliminate Route 3

Reason for Recommendation: Route 3 is duplicated by Route 6 and Route 8 service

Proposed Alternative: Service to Market Basket and Wal-Mart on MA-138

Service Recommendation: A new route from the Bloom Terminal with service on MA-138 to Market Basket and Wal-Mart

Reason for Recommendation: Market Basket and Wal-Mart generate demand for fixed route transit and are not currently served with fixed route transit.

Proposed Alternative: Extend Route 6 to John Hancock Road and Fremont Street

Service Alternative: Extend the Route 6 along John Hancock Road to Fremont Street to Bassett Street to Bay Street to current routing to terminal.

Reason for Alternative: The Perkins Company located at John Hancock Road and Fremont Street is not currently served by fixed route transit and generates a demand.

Proposed Alternative: Eliminate Pine Hills Estates from Route 7

Service Alternative: Eliminate Pine Hills Estates as a stop on Route 7 and add to Route 8 as a deviation

Reason for Recommendation: Route 7 and Route 8 both serve Wal-Mart and South Street. Eliminating Pine Hills Estates from Route 7 and serving with Route 8 will eliminate duplicate service on South Street.

Proposed Alternative: Extend Route 9 to Railroad Avenue

Service Recommendation: Reroute from Weir Street to Somerset Avenue and continue to Railroad Avenue to South Street

Reason for Recommendation: Somerset Avenue south of Second Street is not currently served with fixed route transit. Extending the Route 9 to meet the Route 1 at Railroad Avenue will increase transit options and connectivity for riders.
Current Taunton Bus Routes

- Route 1 Westside
- Route 3 Silver City/Myles Standish IP
- Route 6 Whittenton
- Route 7 School St./Raynham
- Route 8 E. Taunton/Walmart
- Route 9 Weir/Route 138
- Route 18 Taunton/Norton/Attleboro

Environmental Justice

- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)
- Housing
- Point of Interest

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
Taunton
Current Routes
1-Westside
&
9-Weir/Rt. 138

Minority:
2010 Census Tracts > 7.31%
Low Income:
2005-2009 ACS Tracts > 5.21%
Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice

Minority
Minority & Low Income
LEP
(Limited English Proficiency)

Points of Interest
Housing

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%
Taunton Proposed Routes
1-Westside &
9-Weir / Rt. 138

Option A

Environmental Justice
- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Points of Interest
- Housing

Minority:
- 2010 Census Tracts > 7.31%
- 2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
- 2005-2009 ACS Tracts > 2.85%
Proposed Routes
1-Westside &
9-Weir / Rt. 138

Option B

Minority:
2010 Census Tracts > 7.31%
Low Income:
2005-2009 ACS Tracts > 5.21%
Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice

Minority
Minority & Low Income
Limited English Proficiency

Points of Interest
Housing

Taunton
Dighton
Berkley
Taunton/Raynham Proposed Route to Walmart and Market Basket

Environmental Justice

- Minority: 2010 Census Tracts > 7.31%
- Low Income: 2005-2009 ACS Tracts > 5.21%

Housing

- Point of Interest
Proposed Route 6 Whittenton

Environmental Justice

- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Point of Interest

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%
Proposed Route 7
School St./Raynham &
Route 8
East Taunton/Raynham/Walmart

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%
GATRA Regional Transit Plan

Proposed Service Alternatives:
Wareham
January 28, 2015

Proposed Alternative: Hourly Service on Saturday

- **Service Recommendation:** Provide hourly service on Saturday on all Wareham Link Routes
- **Reason for Recommendation:** Several comments were received from the public that hourly service on Saturday is desired.

Proposed Alternative: Wareham Link 4 Regular Service to Rosebrook Medical Center

- **Service Recommendation:** Eliminate the regular service to the YMCA and continue as a request only deviation and provide regular service to Rosebrook Medical Center
- **Reason for Recommendation:** The YMCA does not generate regular ridership to justify continued service, where as the Rosebrook Medical Center does receive regular requests for service, which causes the bus to deviate and operate behind schedule. This change will improve on-time performance of the Wareham Link 4

Proposed Alternative: Extend Link 3 to meet Plymouth Mayflower Link

- **Service Recommendation:** Extend the Link 3 using Wareham Road to Long Pond Road to Clark Road to Beaver Dam Road
- **Reason for Recommendation:** A multi-phase 6000+ acre master planned community is in development along Wareham Road which will include a village center south of Halfway Pond Road. This route would also provide fixed route transit service to the Pinehills community in Plymouth.

Proposed Alternative: Relocate the Wareham Hub

- **Service Recommendation:** Identify a new hub location in Wareham and reroute Wareham Links to meet at the new hub
- **Reason for Recommendation:** The Cranberry Plaza shopping center is losing Wal-Mart as its anchor tenant, which generated the demand for transit and the need to locate the hub at Cranberry Plaza. A relocated hub will provide improved access through Wareham.
Current Wareham Bus Routes

Minority: 2010 Census Tracts > 7.31%
Low Income: 2005-2009 ACS Tracts > 5.21%
Limited English Proficiency: 2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Minority & Low Income
- Limited English Proficiency (LEP)

Housing
Point of Interest
Proposed Wareham Routes With Commuter Rail Hub

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Housing
- Point of Interest

少数族裔
2010年人口普查区块 > 7.31%

低收入
2005-2009年ACS区块 > 5.21%

有限英语能力
2005-2009年ACS区块 > 2.85%

环境正义
- 少数族裔
- 少数族裔与低收入
- 有限英语能力（Limited English Proficiency）

住房
- 点的兴趣

Proposed Wareham Routes With Commuter Rail Hub

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Housing
- Point of Interest

少数族裔
2010年人口普查区块 > 7.31%

低收入
2005-2009年ACS区块 > 5.21%

有限英语能力
2005-2009年ACS区块 > 2.85%

环境正义
- 少数族裔
- 少数族裔与低收入
- 有限英语能力（Limited English Proficiency）

住房
- 点的兴趣

Proposed Wareham Routes With Commuter Rail Hub

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Housing
- Point of Interest

少数族裔
2010年人口普查区块 > 7.31%

低收入
2005-2009年ACS区块 > 5.21%

有限英语能力
2005-2009年ACS区块 > 2.85%

环境正义
- 少数族裔
- 少数族裔与低收入
- 有限英语能力（Limited English Proficiency）

住房
- 点的兴趣

Proposed Wareham Routes With Commuter Rail Hub

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Housing
- Point of Interest

少数族裔
2010年人口普查区块 > 7.31%

低收入
2005-2009年ACS区块 > 5.21%

有限英语能力
2005-2009年ACS区块 > 2.85%

环境正义
- 少数族裔
- 少数族裔与低收入
- 有限英语能力（Limited English Proficiency）

住房
- 点的兴趣

Proposed Wareham Routes With Commuter Rail Hub

Minority:
2010 Census Tracts > 7.31%

Low Income:
2005-2009 ACS Tracts > 5.21%

Limited English Proficiency:
2005-2009 ACS Tracts > 2.85%

Environmental Justice
- Minority
- Minority & Low Income
- LEP (Limited English Proficiency)

Housing
- Point of Interest

少数族裔
2010年人口普查区块 > 7.31%

低收入
2005-2009年ACS区块 > 5.21%

有限英语能力
2005-2009年ACS区块 > 2.85%

环境正义
- 少数族裔
- 少数族裔与低收入
- 有限英语能力（Limited English Proficiency）

住房
- 点的兴趣
Appendix C
Public Outreach
PUBLIC OUTREACH

One of the primary goals of the Regional Transit Plan (RTP) is to identify alternatives and recommendations that would result in improvements to the system for existing riders and potentially attract new riders. In order to meet the needs of the riders, GATRA reached out to the public through a series of public meetings, and on-board comment cards in order to better understand what the public’s transit needs and priorities are. The public input received from these efforts helped form the goals of the RTP, guide the alternative service scenarios to be examined, and prioritize GATRA service strategies. In addition, GATRA formed a Study Advisory Committee. This committee represented key stakeholder groups within the community and provided review and comment on chapters of the document as they were produced.

Study Advisory Committee

GATRA formed and supported the development of a Study Advisory Committee to guide the development of this plan. Its members included local employers and business members, politicians, the regional planning agency, labor organizations, transit riders and others. A complete list of committee members and the organization/group they represent can be found in Table 1.

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Kelley</td>
<td>Plymouth Career Center</td>
</tr>
<tr>
<td>Melissa Vanhorn</td>
<td>UW of Greater Attleboro/Taunton</td>
</tr>
<tr>
<td>Fran Grey</td>
<td>Plymouth Career Center</td>
</tr>
<tr>
<td>Julie Ensign</td>
<td>North Attleboro HS</td>
</tr>
<tr>
<td>Alan Slavin</td>
<td>Town of Wareham</td>
</tr>
<tr>
<td>Dick Shafer</td>
<td>Taunton Development Group</td>
</tr>
<tr>
<td>Rodney Clark</td>
<td>BCC Attleboro/Taunton</td>
</tr>
<tr>
<td>Joe Yasaian</td>
<td>BCC Attleboro/Taunton</td>
</tr>
<tr>
<td>Andrea Holleran</td>
<td>Jordan Health System</td>
</tr>
<tr>
<td>Sharon Wason</td>
<td>Foxborough Planning Board</td>
</tr>
<tr>
<td>Mary E. Burgess</td>
<td>North Attleboro</td>
</tr>
<tr>
<td>Jack Leddy</td>
<td>Davol Taunton Printing</td>
</tr>
<tr>
<td>Anne Bisson</td>
<td>Taunton Human Services Dept</td>
</tr>
<tr>
<td>Kim Lavallee</td>
<td>Wheaton College</td>
</tr>
<tr>
<td>Marie Oliva</td>
<td>Cape Cod Canal CoC</td>
</tr>
<tr>
<td>Kerrie Babin</td>
<td>Taunton Chamber of Commerce</td>
</tr>
<tr>
<td>Kevin J. Dumas</td>
<td>City of Attleboro</td>
</tr>
<tr>
<td>Laura DeMattia</td>
<td>Bellingham COA</td>
</tr>
<tr>
<td>Karen Alves</td>
<td>Franklin COA</td>
</tr>
<tr>
<td>Andrea Priest</td>
<td>Middleboro COA</td>
</tr>
<tr>
<td>Joanne Moore</td>
<td>Duxbury COA</td>
</tr>
</tbody>
</table>
Over the course of preparing the RTP, the Study Advisory Committee has met 2 times to discuss the development of the plan in addition to reviewing each chapter and providing feedback. The times, dates, and locations of these meetings can be found in Table 2.

### Table 2. Study Advisory/Steering Committee Meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/28/2015</td>
<td>10:30 AM</td>
<td>SRPEDD Office, Taunton, MA</td>
</tr>
<tr>
<td>8/25/2015</td>
<td>1:00 PM</td>
<td>Norton Public Library, Norton, MA</td>
</tr>
</tbody>
</table>

**Public Involvement**

The public outreach component of the Regional Transit Plan incorporated a multi-faceted approach to soliciting public feedback regarding current service and routes, the needs of the traveling public, and suggestions on where to best improve service. Outreach was conducted through a series of public meetings, interviews with transit operators, and public comment cards available on board the GATRA buses.

**Public Meetings:**

Public meetings were held in two rounds of six meetings each and were held at the following locations on the dates listed:

- September 22, 2014 3PM-6PM – Franklin Town Administration Building, 355 East Central Street, Franklin, MA
- September 23, 2014 3PM-6PM – Wareham Town Administration Building, 54 Marion Road, Wareham, MA
- September 24, 2014 3PM-6PM – Hanover Town Administration Building, 550 Hanover Street, Hanover, MA
- September 29, 2014 3PM-6PM – Plymouth Library, 132 South Street, Plymouth, MA
- September 30, 2014 3PM-6PM – SRPEDD Office, 88 Broadway, Taunton, MA
- October 6, 2014 3PM-6PM – Attleboro Public Library, 74 North Main Street, Attleboro, MA
- January 20, 2015 3PM-5PM – SRPEDD Office, 88 Broadway, Taunton, MA
- January 21, 2015 3PM-5PM – Franklin Town Administration Building, 355 East Central Street, Franklin, MA
- January 22, 2015 3PM-5PM – Attleboro Public Library, 74 North Main Street, Attleboro, MA
- February 3, 2015 3PM-5PM – Wareham Town Administration Building, 54 Marion Road, Wareham, MA
- February 4, 2015 3PM-5PM – Hanover Town Administration Building, 550 Hanover Street, Hanover, MA
- March 18, 2015 10AM-11AM – Plymouth Council on Aging, GATRA Consumer Advisory Committee meeting, 44 Nook Road, Plymouth, MA
- March 25, 2015 10AM-11AM – Wareham Council on Aging, GATRA Consumer Advisory Committee meeting, 48 Marion Road, Wareham, MA
At each of the first round of public meetings, SRPEDD gave a brief PowerPoint presentation explaining the purpose of the meeting, the goals of the regional transit plan, and a brief history of GATRA service in the area relevant to the meeting location. After the presentation was concluded, a conversation was initiated with those in attendance to garner feedback on: the quality of the customer experience and how it may be improved, the areas that are served well and should not be altered, the areas that are not currently served and should be served, and any additional information or insight which may benefit GATRA service.

At each of the second round of public meetings, SRPEDD presented large format maps of service alternatives for attendees to view, which was followed by a brief PowerPoint presentation explaining the purpose of the meeting, a summary of the work to date, and each of the service alternatives relevant to the area in which the meeting was held. After the presentation concluded, a conversation was initiated with those in attendance to garner feedback on the alternatives that were presented.

In addition to the first round of public meetings, SRPEDD placed comment cards on the buses with instructions to the public to provide feedback on their needs and the service they wish to see continued or discontinued. The comment cards were open ended and all comments that were collected were transcribed and cataloged based on the location they were collected.

SRPEDD conducted a series of interviews with each of the operators of the GATRA service.

**Summary of Feedback**

The feedback received through the public meetings and the operator interviews included general system wide comments, route specific comments including existing routes and proposed service alternatives, and town or region specific comments. The operator interviews provided insight into operating efficiencies that could be gained through service changes. The public meetings provided insight into areas where service is adequate and should remain unchanged and areas where service is inadequate or deficient and should be improved.

The operators generally suggested that an improved marketing plan is needed to increase awareness of the GATRA system and the services provided; included were suggestions to improve stop signage, designate bus stops in urban areas and restrict the flag stop policy in those areas. There was a common theme to better orient the service to suit the needs of commuters by providing better service the area MBTA stations and employment centers during AM and PM commutes; also included was the need to reevaluate schedules for routes that currently connect with MBTA Commuter Rail to ensure the GATRA service and MBTA time tables match as closely as possible. Several operators also cited a need to improve the GATRA call center and consolidate operations to provide a better experience to customers.

During the public meetings, comments were generally focused on service needs and improvement. The most common issue raised was a need for service on Sunday for many of the GATRA routes. Another common comment was to to expand the span of service to provide trips earlier in the morning and later into the evening and night; there were also several comments to increase the frequency of service on several routes. Several comments were received regarding service to underserved destinations or to improve connections, cited was a need to improve connections to Taunton from points south and to
improve connections with the MBTA Commuter Rail system. The lack of a convenient and affordable connection between Wareham and New Bedford was also discussed in several meetings.

Surveys
Surveys were used as a minor element of the public outreach and took the form of an open ended comment card. The comments submitted on the comment cards are included in the summary of feedback. In addition to the comment cards, GATRA posted all the proposed service alternatives on a dedicated Regional Transit Plan page contained within the GATRA website. The proposed service alternatives were presented as an image with a link to download a high resolution map; each image included a comment box in which visitors to the page were encouraged to provide feedback on the proposals.

Feedback on the service alternatives was generally positive, and reflected the sentiment received during the public meetings. Generally, service alternatives that received negative feedback included several comments sharing concern for the proposed changes and the impact that may be experienced by regular riders. A complete list of comments received through the website is included as Appendix A.
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Appendix D
Public Hearing Comments