Improving Bus Stops to Increase Ridership

Benjamin Adkins, Michael Cevallos, Lauren Fraser, Casmir Kruczynski

Professors: Dr. Marja Bakermans (BBT), Dr. Beth Eddy (HUA)

PLAs: Sarah Campos, Alexandra Rozen

Problem
Lack of bus shelters curbs use of bus travel in Worcester.

Social
- Shelters create opportunities for social interactions[2]
- Contributes to the building of communities

Weather
Average Wet Days in Worcester[3]

Environmental[4]
1 Bus or
45 Cars

Economic
COST OF TRANSPORTATION Per Month[6][7][8]

Why Bus Shelters
With the expansion of bus stops improved with bus shelters, the public will feel more encouraged to use the bus system instead of using their private cars. This will remove cars from the road, thus decreasing CO\textsubscript{2} emissions, traffic conditions, and improving the walkability of the city.

Solution
To improve the quality of the bus system by identifying high use bus stops lacking bus shelters and proposing their improvement to the WRTA.

Background
The standard form of personal travel in Worcester is the car. On average, each citizen only makes one bus trip every 20 days[9][10]. With only 4% of the 1200 bus stops in Worcester equipped with a bus shelter[11], there is a lack of protection from the elements for waiting riders.

Methodology
Identify bus stops with high use
Survey and propose bus stops which meet criteria
WRTA plans for future expansion

Bus Stop Progression
Advanced Bus Shelter
Bus Shelter
Bus Stop

Acknowledgments
We would like to thank Professors Bakermans and Eddy, Sarah Campos, Alexandra Rozen, Jim Monaco, Rebecca Ziino, and the WRTA

References
1. Artwork of Logo done by Gabrielle Kruczynski