

WRTA Update

Central Massachusetts Metropolitan Planning Organization

January 21st, 2026

CRTP Update 2025

- Initial Comprehensive Regional Transit Plan completed by AECOM in 2015, last updated in 2020, and to be updated in 2025.
- MassDOT-supported initiative across all 15 RTAs
- CRTPs are RTA-driven; the process typically includes stakeholder coordination, an evaluation of existing system/conditions data, alternatives analyses, and recommendations for future service efforts.



CRTP Update 2025

- WRTA Administration has worked with AECOM since May on identifying needs, and outlining goals and objectives for plan update.
 - Three goals defined for this plan;
 - Reimagine mobility solutions
 - Prioritize innovative planning and capital projects
 - Promote WRTA's value in the community
- AECOM has been provided past 5 years of ridership, on-time performance, operations, customer service and maintenance data to assist with developing plan recommendations.
- WRTA opting to have CRTP fully devoted to exploring service delivery alternatives and expansion opportunities.

C RTP Outreach

WE WANT TO HEAR FROM YOU! 

 Take a short survey to guide our five-year Regional Comprehensive Transit Plan.

To access the survey in the English, Spanish, Haitian Creole, Albanian, and Vietnamese version please scan the QR code

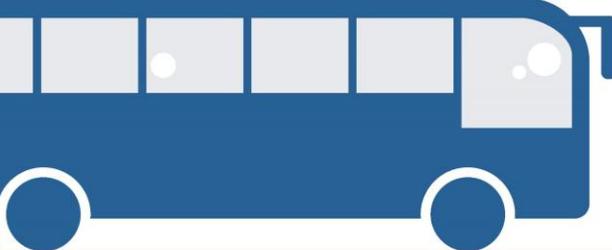


Explore routes, schedules, and more at <https://therta.com/routes-schedules/>

8.5 x 11 Flyer

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11 x 17 Flyer

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Social Media Post

C RTP Outreach



WE WANT TO HEAR FROM YOU!

OPEN HOUSE at WRTA Central Hub

Wednesday, September 17, 2025
9 AM TO 5 PM

Thursday, September 18, 2025
9 AM TO 5 PM

Spanish translation services are available

Take the survey today!




Grab Bar Hangers



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Mini-Queen Bus Ads



SERVICE CHANGES

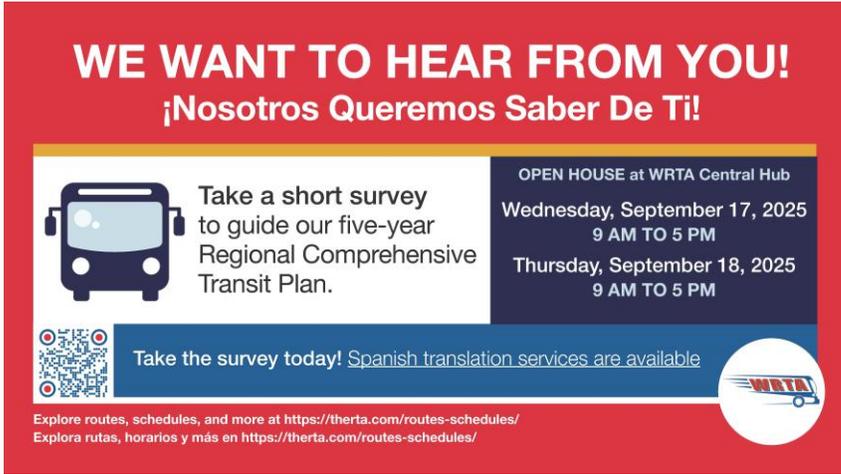
Changes are coming to ALL ROUTES Effective April 26, 2025



therta.com/WRTA42625



Previous Example



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Digital Monitor

C RTP Release and Next Steps

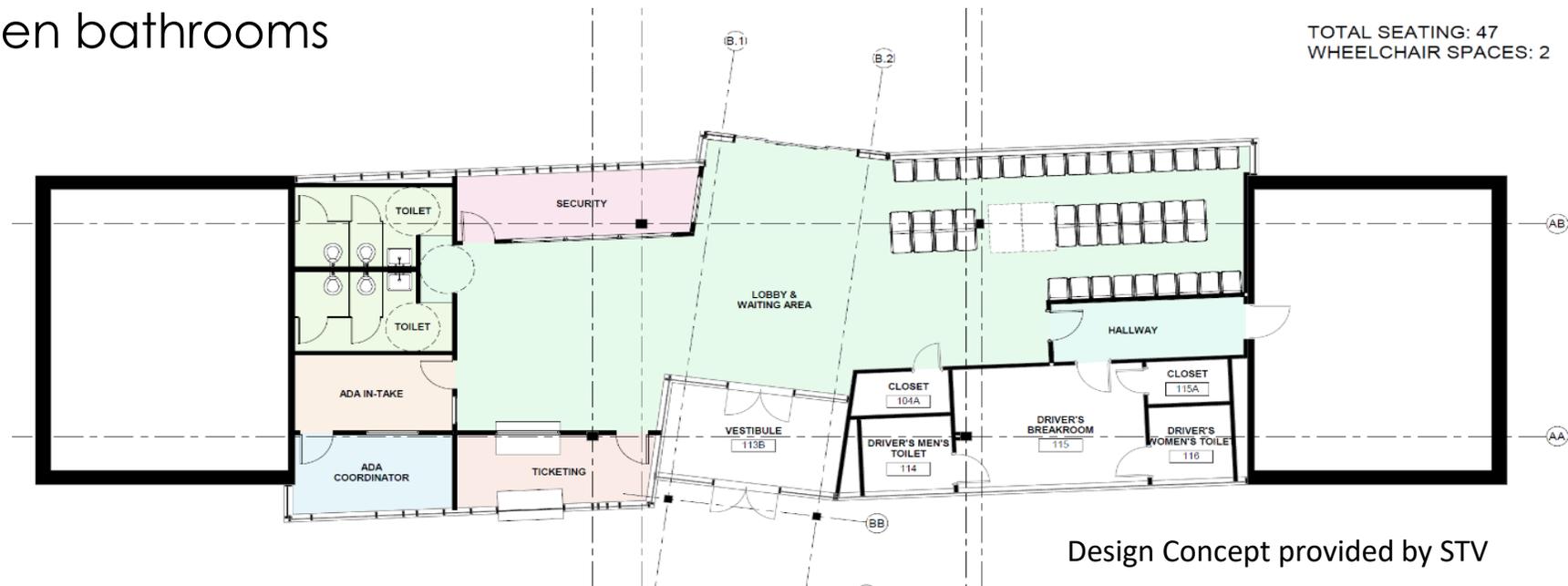
- Service Concepts included in the document
- Staff is currently in final stages of reviewing final draft
- CRTP will be posted to website by End of February
- Additional Study Required
 - Crosstown
 - Limited Stop
 - Microtransit



Lobby Re-Design

Concept:

- Increase amount of seating (+ Wheel Chair Space)
- Improve customer service access
- Create Security Office
- Re-open bathrooms



Design Concept provided by STV

Restroom Overview

Concept:

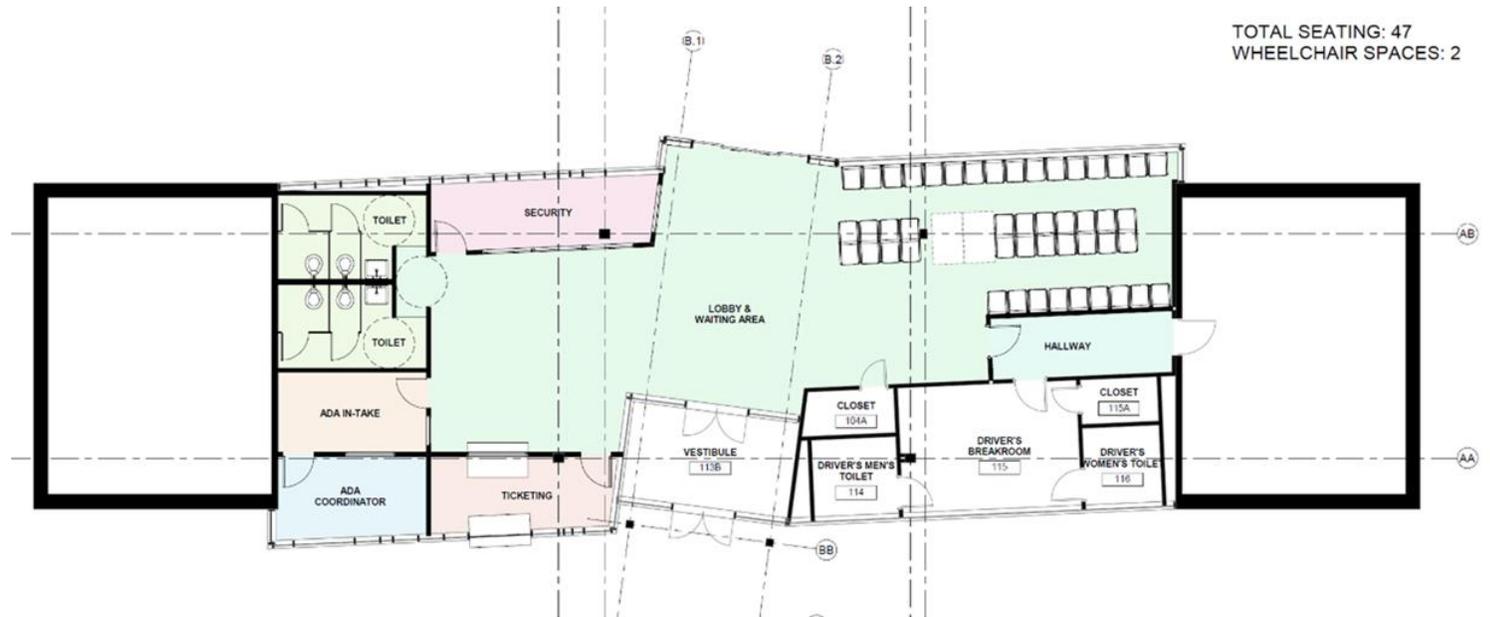
- Open entry
- Two stalls in each bathroom
- Placed near security

Pros:

- Responding to customer requests for bathroom access
- Interior provides additional “control” over facility

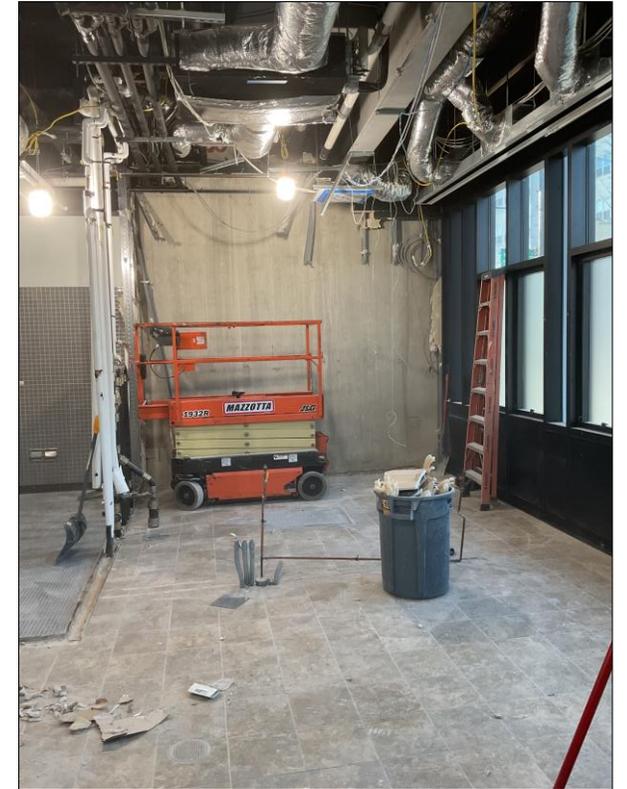
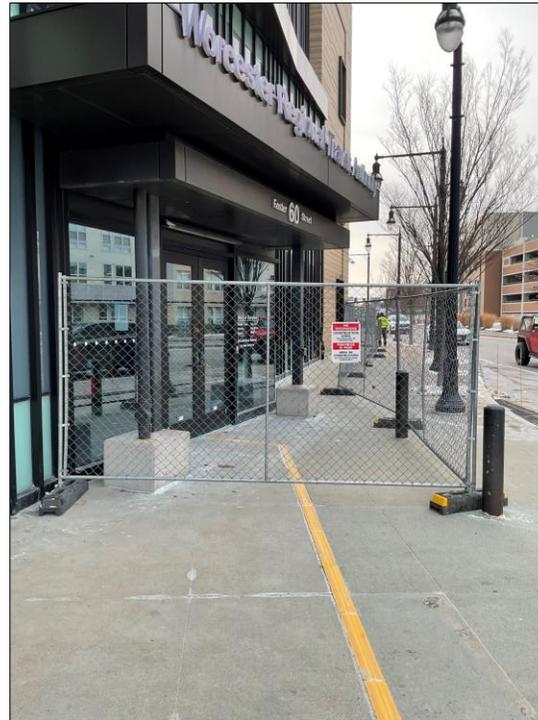
Challenges:

- \$160k in operating costs for cleaning
- Capital budget to handle vandalism
- May still result in misuse of the facility
- Future funding levels to support



Lobby Construction Update

- Demolition in progress
- Customer Service moved to temporary building on platform
- PBSI/Call Center moved to Venture X
- Expected to reopen to public by end of June 2026



New CAD/AVL System for Fixed Route

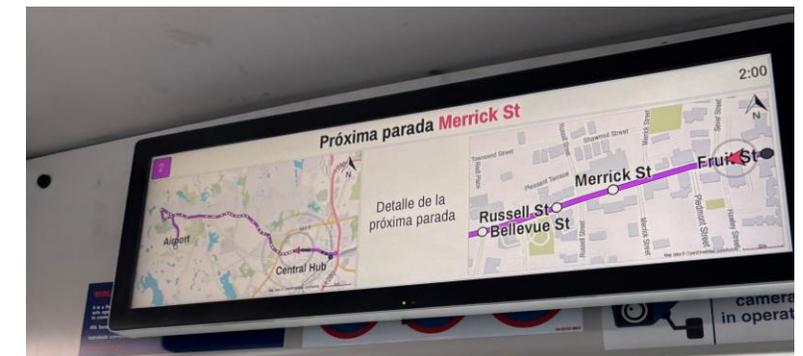
- Reviewed Internal Needs and Industry Best Practices
- Issued procurement based on review in spring of FY25
- Awarded to Equans/Systrans
 - New System Supports:
 - Public facing GTFS-Real Time
 - Automatic Update of mapping and trip planning on third party apps such as transit app
 - Improved Metrics/Statistics
- Went Live January 2nd



New CAD/AVL System for Fixed Route

- Customer Facing Tools
 - Infotainment:
 - Provides real time mapping and trip info
 - Post Alerts and System Information
 - Transit App
 - Royale Purchased by WRTA for Information (ingests GTFS-RT)
 - Available for Apple and Android
 - Future Initiatives (Real Time Signs, Transit Signal priority)

Onboard infotainment



**Level up
your commute**

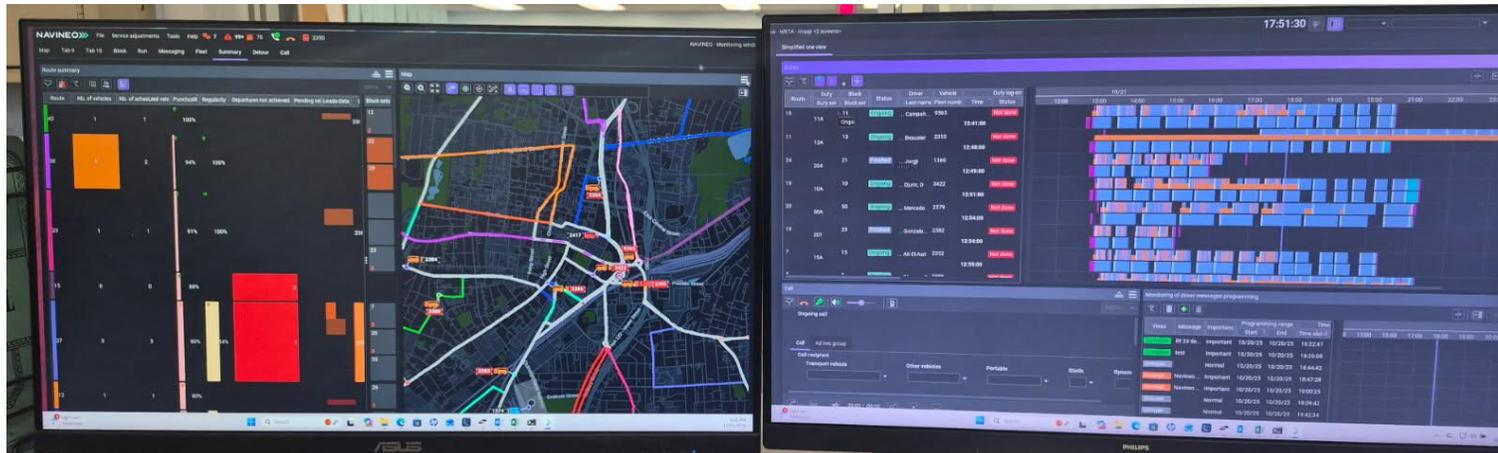
Worcester Regional Transit Authority has you covered

The graphic features a smartphone displaying the WRTA Transit app interface. The app screen shows the WRTA logo, the text "Transit is the official Worcester Regional Transit Authority app!", and a "Pick new app icon" button. Below the phone, there are icons for "More transit lines" and "More trips". The background is dark blue with a yellow sun and a trumpet.

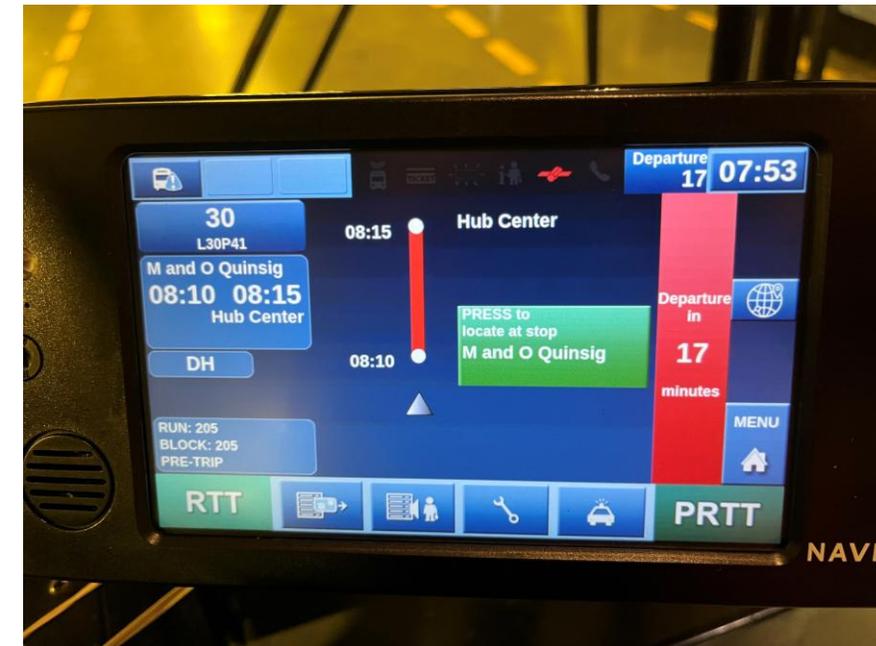
transit® WRTA

New CAD/AVL System for Fixed Route

- Driver and Management Interfaces



Dispatch Monitoring Platform



Mobile Data Terminal

Demand Response Software

- Reviewing Internal Needs and Industry Best Practices
- Plan to issue a Procurement in coming months
- New Software will improve customer facing tools and include new service modules





WRTA



Reason

To create a sustainable design that is representative of the community that WRTA serves.



Method

Procured one of the best transit design firms

Engaged public through outreach:

376 completed surveys

Engaged internal operations



What we heard

Majority liked blue color

Majority liked heart symbol

Split between modern, timeless, & progressive design styles

Logo

Design

Logo

Design



WRTA

*Worcester Regional
Transit Authority*



WRTA

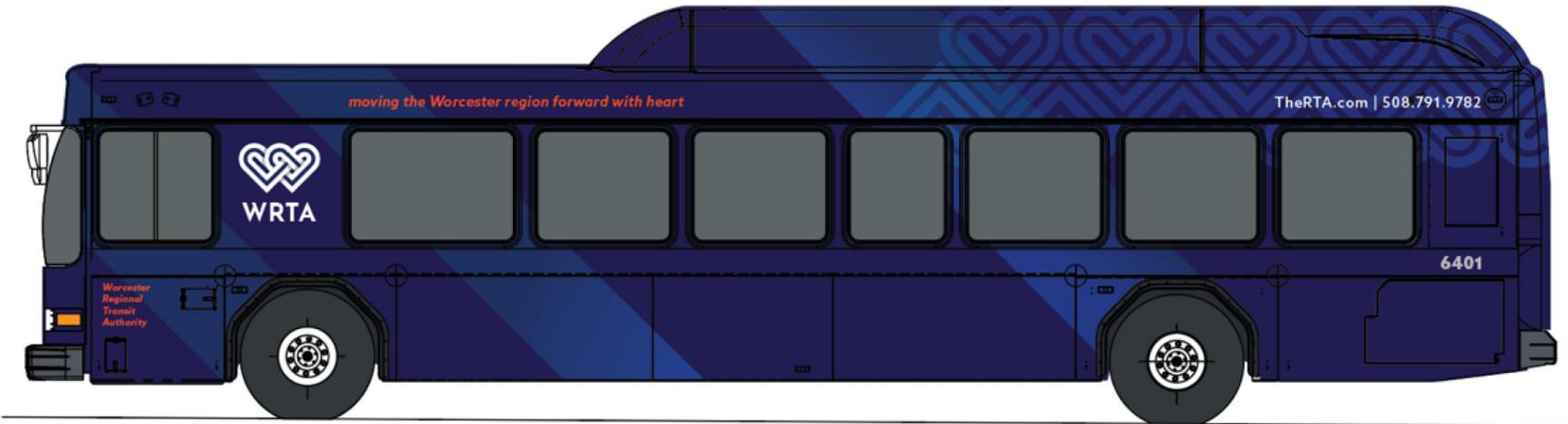
*Worcester Regional
Transit Authority*

Vehicle

Design

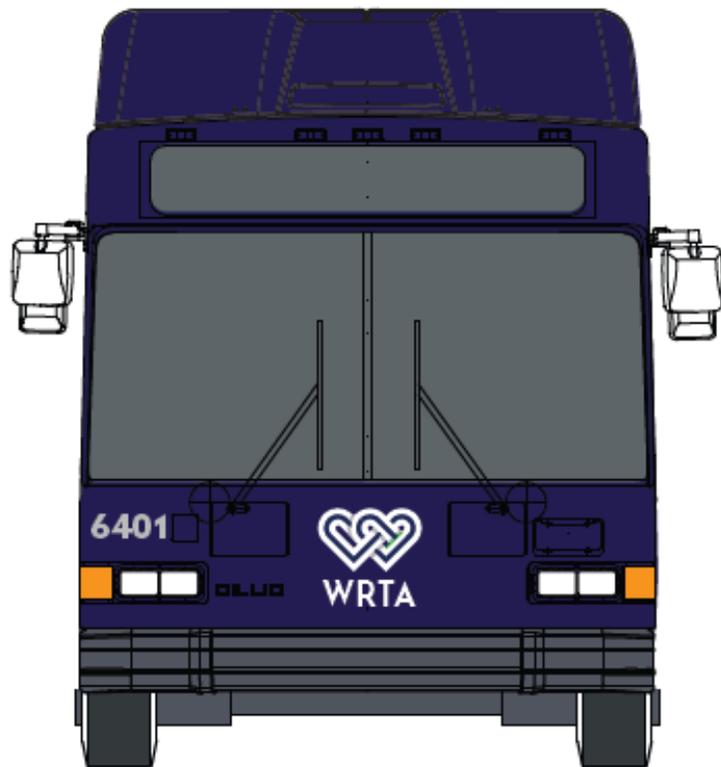
Vehicle

Design



Vehicle

Design



Vehicle

Design



Vehicle

Design



- Design element of hearts represent the people who are onboard
- Hearts reflects logo design
- Final design will standardize how contact information is displayed on exterior

Vehicle

Design



Vehicle

Design



New slogan connecting brand to service

Vehicle

Design



Vehicle

Design



Logo on all sides of bus will be retroreflective white for safety

Vehicle

Design



Vehicle

Design



Forward lines provide the perception of movement

Next Steps

Launch Date
February 13th, 2026

New Buses



Questions