

Sudbury Shuttle Suggestions from Kay Bell  
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Signage: For the shuttle service to thrive during this pilot stage and beyond signage is critical.

1. Users need to know where each official stop is located. I stood at the Wayside Country Store, arriving 15 minute early to be sure to find the stop for the first time and be sure to catch the bus. Then I saw the bus parked afar, over beyond the restaurant. The driver happened to be on a break, but I didn't know that and wondered if that was actually where I needed to be. It was sweltering hot that day and I feared the bus wouldn't come to the store precisely and then I would be stranded. I walked to the bus and Ed explained everything to me. Then when the run actually started, at the right time, the place for pick up was actually in front of the restaurant where a single accessible parking space is located. Ed is smart and probably would have come by the store to check on me if I had stayed there, but proper signage at the stop would have cleared up all confusion.
2. Shuttle bus stop signs would do a lot to promote public awareness of the service - not only that it exists but also where the routes run.
3. The signs could include helpful info like the time the bus will be at that particular location and where to go to find all the details of the service. Perhaps a set of "feather flags" could be used for each stop. Those are those vertical, fabric signs that stand four or five feet tall, anchored in the ground or secured in a base. Quick research shows me that sign/banner stores supply them or they can be ordered online. The cost would certainly be no less than \$30 each, but I didn't make any calls to fine tune the cost factor.

Route and schedule information needs to be more clear and more easily accessed.

1. The existing flyer is good at alerting folks about the shuttle generally and giving a number to call - that's a good start. The days of the service is there but the time range (8:15-3:30) is confusing. What potential users need is clear schedule info for their own location and the whole system so they can know when to be at the stop at the right time and be able to plan their appointment or shopping and have a ride back. I realize the schedule may still be in flux, but the public needs to see it and then be alerted if there are to be significant changes.

2. Potential users need to be able to look at a graphic (map) showing the routes and designated stops. Try as I might I've been unable to find information of any kind on the Town website, which would be a default place for folks to look. If the expense of printing high quality maps and schedules is outside the budget of a pilot program, using the town website to post that info would be a good work around combined with a basic printing on regular printer paper for those not on the Internet.

Wonderful features could be highlighted in publicity (newspaper articles, Town Manager Newsletter, any other outlets possible).

1. That someone can flag down the bus along the route, within traffic safety, is a great feature because there are long distances between the designated stops. Explaining how to do that safely and clearly would be so helpful.
2. That extra stops can be made (e.g., The Food Pantry, The Goodnow Library...) is another super helpful feature. Including extra options for places people want or need to get dropped off makes the service more useful and would build ridership.
3. The capacity to include two riders using wheelchairs at a time is wonderful. I suggest bragging about it. AND that Ed is fully trained and skilled is using this specialized and safe accommodation is something to be proud of, too.
4. Coordination with Route 7C, the Marlborough bus, is another great feature and if it were publicized the use of that connection would likely rise. This feature also leads to the question of extending the Sudbury Shuttle to go to Target in Marlborough. It could promote the use of the connection and it's likely Sudbury residents would make use of just getting to Target and the other stores near Target to do some of their errands.

Two days per week makes sense for this pilot project. It would be good, I think, to promote the idea that if ridership is brisk for the two-day schedule and current routes, it could lead to adding an additional day and potentially expanding the routes.

I love all the work you are doing on this. I imagine this has taken years of persistent work on the part of many caring people. Thank you all so much.