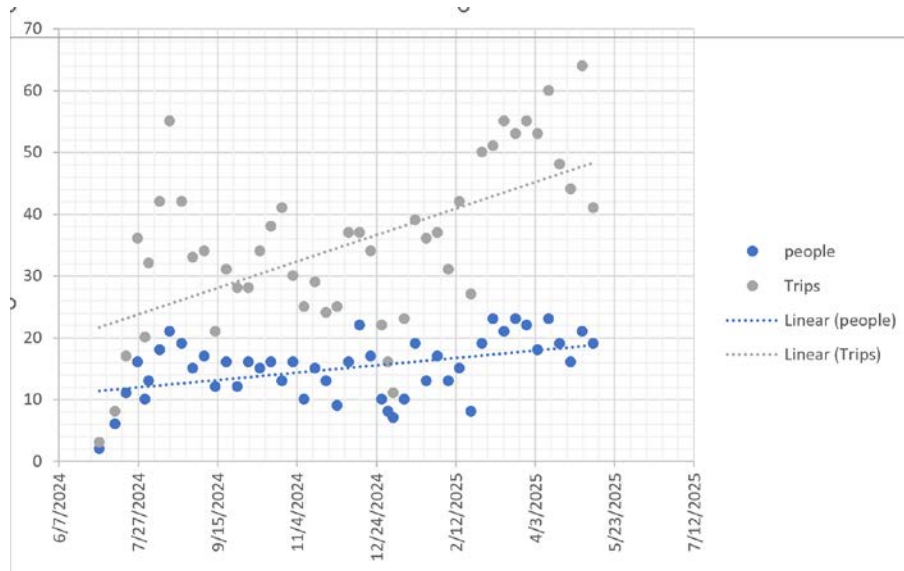




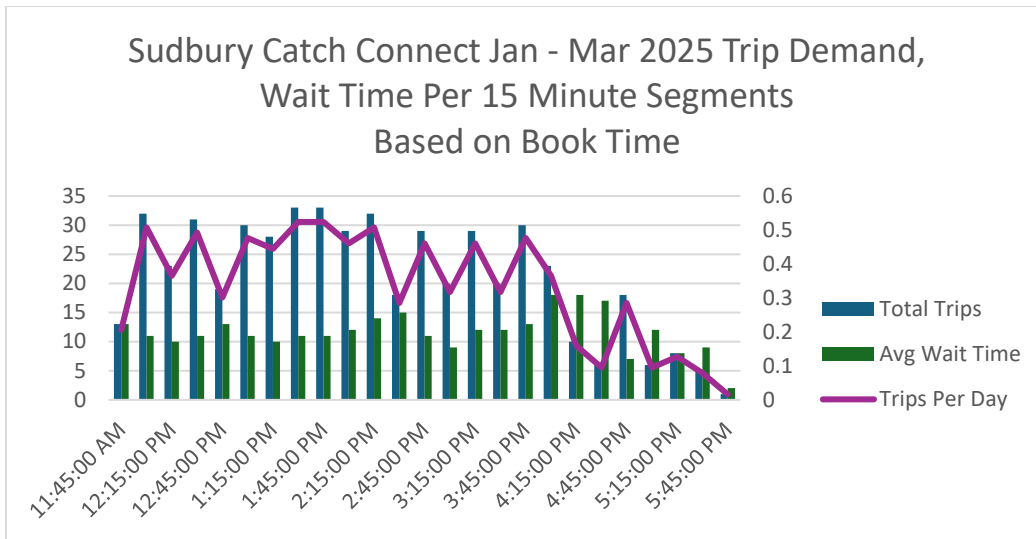
## Sudbury Catch Connect Program Potential Continuation Review

### Ridership Trends, FY 2025



MWRTA continues to see ridership and adoption increases of its Catch Connect service in Sudbury, serving 20-25 customers a week for an average of 60 trips per week over the last two months. Ridership trends continue to rise with this service over time. Given the limited hours of service (Monday – Friday 12:00 pm – 6:00 pm), MWRTA is very encouraged by ridership and efficiency growths over the trial period and would be interested in continuing to provide Catch Connect service with a commitment from Sudbury to assist with the local share. Ridership and efficiency have exceeded expectations for a pilot program of this type.

### Potential Expansion of Service



MWRTA analyzed the usage of the service to determine where it would be most appropriate to expand service hours, if the town wished to do so. In this analysis, it was found that expanding hours in the morning would be the most productive. MWRTA sees demand as soon as vehicles are made available for the service, indicating that customers may travel earlier if the option was available. At the end of the service day, trip demand decreased over the last 2 hours. This may also be a function of customers ensuring that they leave enough time to book their return trip prior to the service ending, but the larger demand exists at the 12:00 pm hour.

### Costs

By partnering with the MWRTA providing the service, the Town of Sudbury would be able to leverage MWRTA's funding to help cover the costs of this service. MWRTA is funded through federal, state, and local funds. Sudbury would be responsible for the local share of the service, with MWRTA committing Federal and State dollars to help offset costs.

Under the current service levels, approximately 1,530 hours of service are provided. MWRTA's FY2023 published operating costs for demand response services (including all expenses) was \$90.61 per hour or approximately \$135,000 to provide service levels on par with existing Catch Connect Sudbury service. This cost would be comparable to Sudbury administering the program alone (including staffing costs for call intakes and dispatch coordination). By leveraging MWRTA's funding sources, this cost would be reduced to a local share

Source	Split	Current Service Levels	Service Hours Increased to 10:00 AM – 6:00 PM
MWRTA Generated	5.8%	\$7,830	\$10,730
Federal	37%	\$49,950	\$68,450
State	27%	\$36,450	\$49,950
<b>Local (via local assessment)</b>	<b>30.3%</b>	<b>\$40,905</b>	<b>\$56,055</b>