

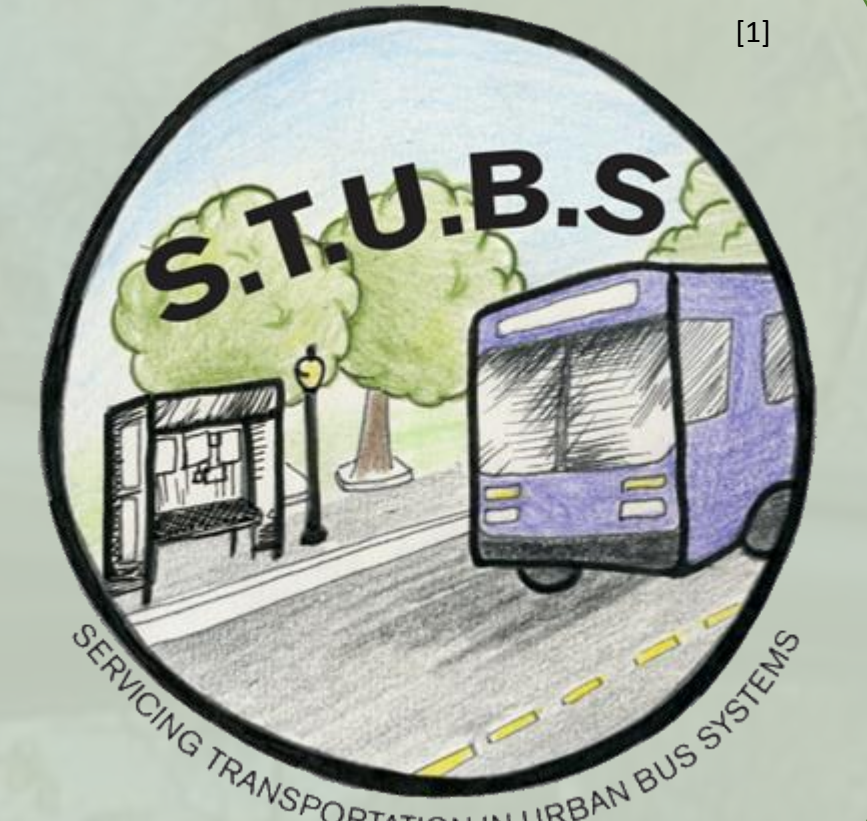
WPI

Improving Bus Stops to Increase Ridership

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Problem

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

Social

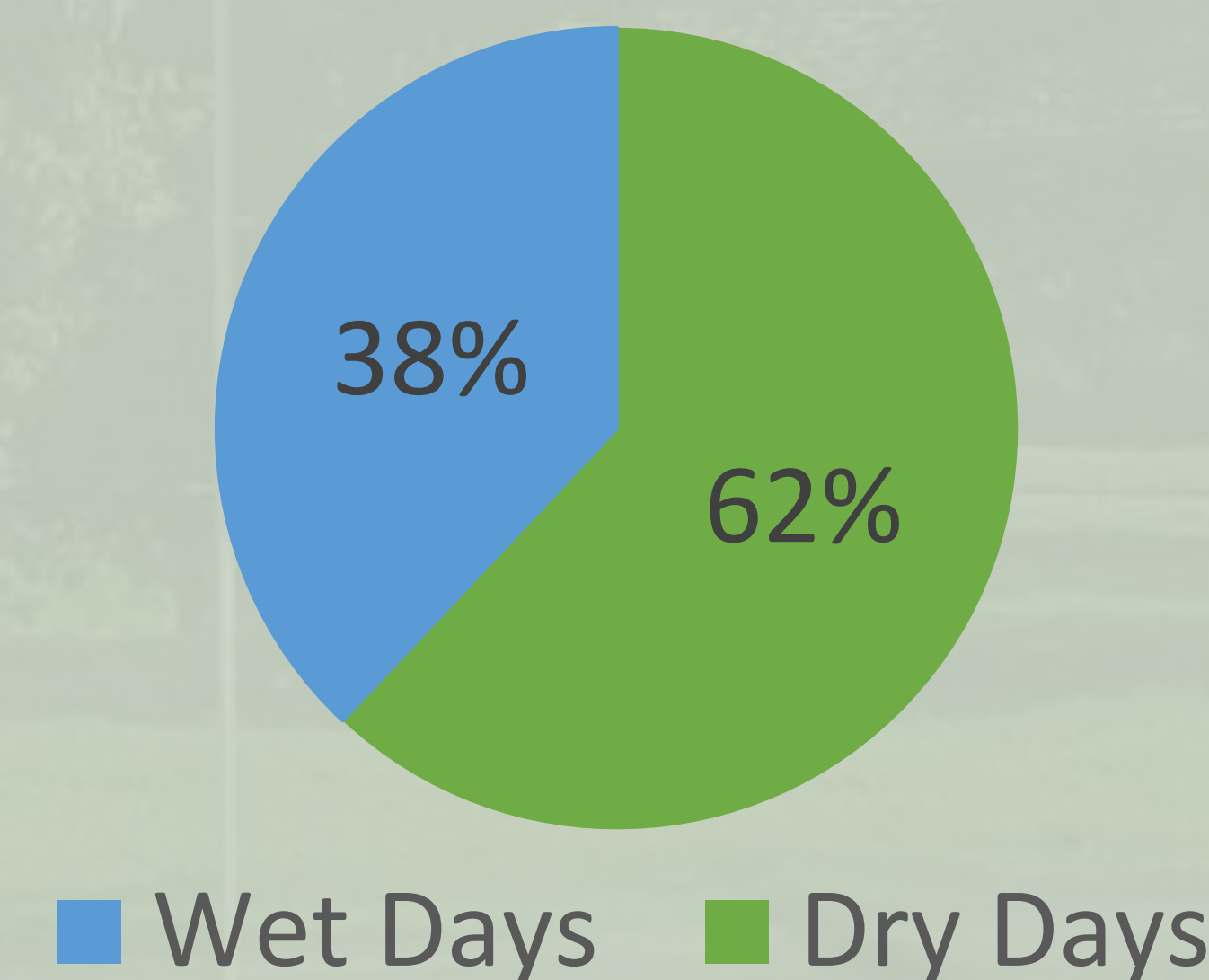
- Shelters create opportunities for social interactions^[2]
- Contributes to the building of communities



<https://www.flickr.com/photos/wizzielob/26512727/>

Weather

Average Wet Days in Worcester^[3]



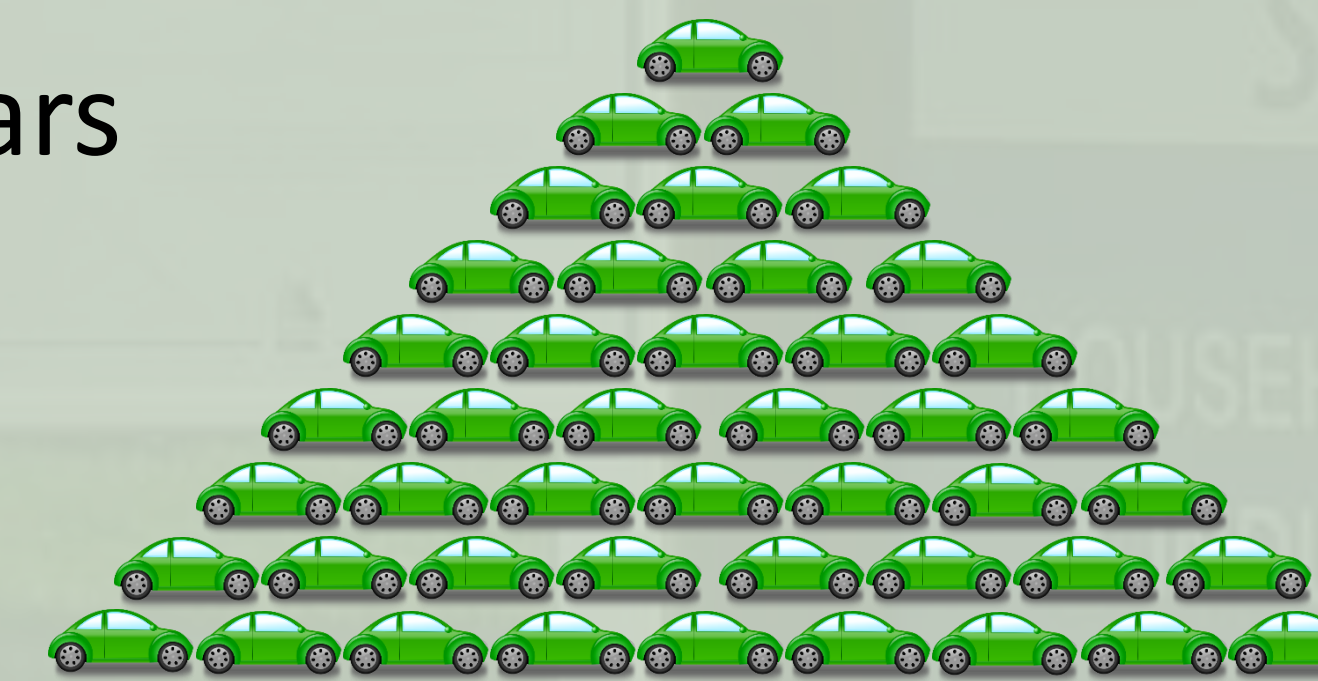
Environmental^[4]

1 Bus



or

45 Cars



Economic

COST OF TRANSPORTATION

Per Month^{[5][6][7][8]}

Insurance Gas Lease Bus Pass

BUS 48.00

CAR 114.75 42.58 159.00

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.

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.

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 CO₂ emissions, traffic conditions, and improving the walkability of the city.

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



en.wikipedia.org

Bus Shelter

Bus Stop



en.wikipedia.org

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