



**ESTUARY TRANSIT DISTRICT
REGULAR BOARD MEETING**
ETD Offices, 91 N. Main St, Middletown, CT
with Remote Option
July 14, 2023 at 9:00 AM

AGENDA

- I. Call to Order — L. Strauss, Chair
- II. Roll Call — T. Griswold, Secretary
- III. Secretary's Report — T. Griswold
 - [1.](#) Acceptance of Board Meeting Minutes of June 9, 2023
 - [2.](#) Acceptance of Facilities Committee Minutes of June 27, 2023
 - [3.](#) Acceptance of Legislative Committee Meeting Minutes of July 10, 2023
- IV. Communications — T. Griswold
- V. Treasurer's Report — C. Norz
- VI. Committee Reports
 1. Facilities Committee — J. Gay, Chair
 2. Marketing Committee — L. Strauss, Chair
 3. Legislative Committee — J. Gay, Chair
 4. Transit Advisory Committee — T. Griswold, Chair
- VII. Executive Director's Report — J. Comerford
- VIII. Transit Planner's Report - B. Geraghty
 - [1.](#) Outreach Presentation
- IX. New Business
 1. Transit Advisory Committee Appointments
 2. Management Contract
 - [3.](#) Bus Advertising
 4. Board Training
- X. Old Business
 - [1.](#) Service Changes
- XI. Chair Comments
- XII. Board Members Comments
- XIII. Next Meeting — August 11, 2023 at 9:00 AM with Remote Options

XIV. Adjournment

Join Zoom Meeting

<https://us02web.zoom.us/j/85658322438?pwd=V21EVGN3azd0MWdXOWNzOFBoTkIkUT09>

Meeting ID: 856 5832 2438

Passcode: 322594

One tap mobile

+13126266799,,85658322438#,,,,*322594# US (Chicago)

+16469313860,,85658322438#,,,,*322594# US

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 931 3860 US

+1 929 436 2866 US (New York)

Language Assistance is available. If you need assistance, please call Chris at 860-510-0429 ext. 104 at least 48 hours prior to the meeting.

ESTUARY TRANSIT DISTRICT
REGULAR BOARD MEETING
Friday, June 9, 2023
RVT Offices, Middletown and via ZOOM

CALL TO ORDER

Chairman Strauss called the meeting to order at 9:05 a.m. A quorum was established with the following board members present: DG Fitton (via ZOOM), Joan Gay, (via ZOOM), Tim Griswold, John Hall, Jim Irish (via ZOOM), Karl Kilduff, Beverly Lawrence (Via ZOOM), Angus McDonald, Charlie Norz, (via ZOOM), Bobbye Knoll Peterson (arrived at 9:20 a.m., Via ZOOM) and Leslie Strauss

Staff: Joe Comerford, Christina Denison (via ZOOM), Mutez Ennab, (via ZOOM), Halyna Famiglietti, and Jared Whitcomb

Absent: David Lahm

VISITOR’S COMMENTS – None.

SECRETARY’S REPORT

Kilduff made a motion to accept the minutes from the 5/12/23 Board meeting as presented. McDonald seconded the motion. The motion passed unanimously.

Fitton made a motion to accept the minutes from the 5/24/23 Special Board meeting as presented. McDonald seconded the motion. The motion passed with Kilduff abstaining.

Kilduff made a motion to accept the minutes from the 6/7/23 Finance Committee meeting as presented. Gay seconded the motion. The motion passed unanimously.

COMMUNICATIONS - None.

TREASURER’S REPORT – None.

COMMITTEE REPORTS

Facilities Committee —None.

Finance Committee

Norz reported that the Committee met earlier in the week, and everything is in order.

Kilduff made a motion to accept the Finance Committee Report as presented. Irish seconded the motion. The motion passed unanimously.

Marketing Committee

Strauss and Comerford reported:

- Selbert & Perkins is designing bus wraps for the SUVs, service trucks, and smaller buses.
- The website has been updated and should be fully live by the end of the month.
 - A Beta test is in progress.
 - A copy writer has been hired.
 - A clickable bus schedule has been added.
 - Many new imbeddable features, such as State’s trip planner, meeting agenda and minutes, and a real-time bus tracking app, have been added.
 - A Spanish translation is ongoing.
- Selbert & Perkins has designed a newsletter template. We currently have 2300 subscribers.

Kilduff made a motion to accept the Marketing Committee Report as presented. McDonald seconded the motion. The motion passed unanimously.

Legislative Committee – None.

Transit Advisory Committee -

Strauss reported that the District is actively recruiting members from the public to serve on the committee and has received several responses. Appointments will be made at the next Board meeting.

Griswold made a motion to accept the Transit Advisory Committee Report as presented. McDonald seconded the motion. The motion passed unanimously.

Service Study Committee – None.

Personnel Committee – None.

COG Update -

Geraghty reported:

- He has been working on the THRIVE Grant application which provides funding for a planning study to improve bus and rail services in the region.
- The Regional Housing Committee had its first meeting.
- Sam Gold, COG Executive Director, has given testimony on many bills this legislative session.
- A Regional Waste Authority is being developed.
- Household Hazardous Waste events have been well attended throughout the region.
- A new intern has been hired.
- A substantial amount of COG funding is in the Governor’s budget.

Geraghty answered questions from the members regarding affordable housing in the region.

Kilduff made a motion to accept the Transit Planner’s Report as presented. McDonald seconded the motion. The motion passed unanimously.

EXECUTIVE DIRECTOR’S REPORT

Comerford reported:

- Park Connect started Memorial Day weekend. Ridership has been strong.
- CIRSA Grant funding in the amount of \$5.7 million has been received.
- Allocations for our capital grant for this federal fiscal has been received. It includes:
 - Replacement of 3 buses
 - Funding for bus stops
 - Improvements to the Old Saybrook bus station.
 - \$340,000 in miscellaneous capital money
- A site visit for an environmental audit of the Middletown site was conducted by the First Transit environmental contractor and a storm water pollution plan is being developed.
- New HR software is being implemented.
- The Transit Advisory Committee is being re-introduced.
- A new training program for drivers will be implemented.
- Due to staffing issues, a delay in the changeover of the dispatching functions has been delayed.
- A contract for changing over the software that operates the XtraMile program has been negotiated with VIA. New software should be launched by August 1.

McDonald made a motion to accept the Executive Director’s Report as presented. Kilduff seconded the motion. The motion passed unanimously.

TRANSIT PLANNER’S REPORT

Geraghty reported:

- Public outreach on the proposed schedule changes is wrapping up.
- Terminal and bus upgrades are ongoing.

Kilduff made a motion to accept the Transit Planner’s Report as presented. Griswold seconded the motion. The motion passed unanimously.

FINANCE DIRECTOR’S REPORT

Famiglietti reported cash flow is solid. Per Griswold’s suggestion, she will investigate opening a “sweep account.” Famiglietti reminded everyone that town due invoices will be sent out at the end of month and encouraged everyone to pay promptly.

Kilduff made a motion to accept the Finance Director’s Report as presented. Norz seconded the motion. The motion passed unanimously.

OPERATION DIRECTOR’S REPORT

Whitcomb reported:

- Ridership is down since fares were introduced in April.
- The District will begin a new training program for CDL drivers due inside staffing challenges and a limited driver pool.

Kilduff made a motion to accept the Operation Director’s Report as presented. McDonald seconded the motion. The motion passed unanimously.

MAINTENANCE DIRECTOR’S REPORT

On behalf of Patrick Hevrin , Maintenance Director, who was unable to attend, Comerford reported:

- The mechanic is currently attending training on fare box repairs.
- PMIs on the Middletown buses are current.
- One Gillig and four cutaway buses are being prepared for disposal.
- Hevrin and the mechanic are now both certified in the Amerex Fire Suppression System.
- 3 out 5 new buses have been wrapped.
- Pricing is being obtained for wrapping the larger buses.

McDonald made a motion to accept the Maintenance Director’s Report as presented. Kilduff seconded the motion. The motion passed unanimously.

NEW BUSINESS

Approval of FY 23/24 Budget

No public comments were received.

Norz made a motion to approve the FY 23/24 budget as presented. Kilduff seconded the motion. The motion passed unanimously.

Approval of Auditing Services Contract

Fitton made the following motion:

WHEREAS, bids for an experienced contractor to provide professional auditing services for ETD, were solicited and opened on May 15, 2023;

BE IT RESOLVED, that Seward and Monde be awarded the bid to assume responsibility for the aforementioned tasks;

RESOLVED FURTHER, that the Executive Director, Joseph Comerford, hereby is authorized on behalf of the Estuary Transit District to negotiate and execute all necessary contract documents with Seward and Monde in an amount not to exceed \$125,000.00.

Kilduff seconded the motion. The motion passed unanimously.

OLD BUSINESS – None.

CHAIR COMMENTS

Strauss reported that the Board will continue to meet on a monthly basis through the end of calendar year but will discuss the meeting schedule at its November 2023 meeting. Strauss reminded everyone that the Middletown Arts Council hosts First Friday Events during the summer. The Corinthian Jazz Band, featuring Strauss and McDonald, will perform on July 7, 2023, in the terminal courtyard from 5 p.m. to 7 p.m.

BOARD MEMBER COMMENTS –None.

NEXT MEETING – July 14, 2023 - 9 a.m.

ADJOURNMENT

The meeting was adjourned at 10:15 a.m.

Respectfully Submitted,

Christina Denison
Clerk

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT
ESTUARY TRANSIT DISTRICT BOARD MEETING

ESTUARY TRANSIT DISTRICT
FACILITIES COMMITTEE MEETING
ETD OFFICES, 91 N. Main Street, Middletown, CT with Remote Options
TUESDAY, JUNE 27, 2023, AT 2:00 P.M.

CALL TO ORDER

The meeting was called to order by Joan Gay, Chair, at 2:03 p.m.

ROLL CALL

Committee members present: Joan Gay and Angus McDonald (arrived at 2:06 p.m.)

Also in attendance: Staff: Joe Comerford and Christina Denison

Board Members: Leslie Strauss, ETD Board Chair and Charles Norz, ETD Board Member, Old Saybrook

CT DOT: Graham Curtis, Bus Capital Programs, Asst. Administrator and Maureen Lawrence, CT Transit & Transit District Agreements Transit Manager (arrived at 2:06 p.m.)

FACILITIES PLAN WITH DOT

A copy of the Facilities Progress Plan was included in the meeting packet.

Graham Curtis reported:

Architecture & Engineering

Facilities Master Plan –

- CTDOT along with ETD management walked the 2 N. Main Street properties on May 25th.
- A conceptual layout is being developed for both facilities and conceptual plans will be available at the end of July.
- The City of Middletown will conduct a fire flow test on July 10.
- Electrification of buses – A charging strategy for the pilot program is being discussed. The pilot program calls for charging and storing the 2 new BEBs, which will be delivered in 2024, outside using a 50kw charger until fire protection systems are upgraded.

Right of Way Acquisition

Middletown Maintenance Facility –

- The consultant is working on layout schemes which will be available to review at the end of July.
- Fill needs to be balanced in the flood plain to raise the building 4 feet.
- The fire flow study information will be applicable to the new building.
- Title VI and NEPA will be reviewed one last time.

Shoreline Facility –

- The consultant hopes to have a conceptual layout by end of July.
- The water company has conducted a fire flow analysis. A fire pump and a possible underground tank are needed.
- A survey has been completed and the wetlands mapped.
- A septic feasibility study is being done.
- The environmental history looks clean.

Middletown Terminal Renovation –

- Comerford and CTDOT met with the Middletown Mayor and an abutting property owner last week. Although the Mayor supports our mission, he requested the District consider other locations (i.e. the former site of Middletown Plate and Glass located at 40 Union Street in the City’s riverfront master plan).
- In-house resources will be used and an outside consultant will be called only if deemed necessary.
- A test fit will be done to see what the impact and layout would be, and results should be available at the next meeting. Considerations:
 - 40 Union Street is in the flood plain.
 - The property can only be accessed from 2 sides.
 - Places the terminal in the outskirts of the center of town.
 - Timeline will be significantly longer for new construction .
- If we can negotiate on the existing location, the DOT Commissioner is willing to fund the project but does not want to condemn the property if there is not a reasonable or willing seller.
- Further discussion is needed between CT DOT, the DOT Commissioner, the Bureau Chief, and the Middletown Mayor.
- Committee members expressed their concern that the Mayor’s request to consider the 40 Union Street as a location will significantly delay the Middletown Terminal Renovation project.

EXECUTIVE DIRECTOR’S REPORT

Comerford reported:

- He had the opportunity to discuss his concerns regarding the challenges of implementing electrification within the current timeframe with the legislative chairs of the Transportation Committee.
- CTDOT and DEEP will hold a press conference on Friday, June 30 at 1:00 p.m. at 340 Main Street to talk about Park Connect.

OLD BUSINESS

None.

NEW BUSINESS

None.

ADJOURNMENT

The meeting was adjourned at 2:49 p.m.

Next Meeting—The July meeting is postponed. The next meeting will be August 8, 2023, at 2:00 p.m.

Respectfully submitted,

Christina Denison
Clerk

THESE MINUTES ARE SUBJECT TO APPROVAL AT THE NEXT
ESTUARY TRANSIT DISTRICT BOARD MEETING

ESTUARY TRANSIT DISTRICT
LEGISLATIVE COMMITTEE MEETING
VIA ZOOM
MONDAY, JULY 10, 2023, AT 1:00 P.M.

CALL TO ORDER

The meeting was called to order by Joan Gay, Chair, at 1:02 p.m.

ROLL CALL

Committee members present: Joan Gay, Karl Kilduff, and Angus McDonald

Also in attendance:

Staff: Joe Comerford and Christina Denison

DEBRIEF OF MARCH LEGISLATIVE BREAKFAST

It was agreed that participation from State legislators was sparse, and the committee discussed how to attract more legislators to future meetings.

FUTURE LEGISLATIVE BREAKFAST

A meeting is planned for mid-January 2024.

REVIEW OF 2023 LEGISLATIVE SESSION

Comerford reported:

- The general DOT bill, which includes language about bus shelters and affordability for individuals with disabilities passed.
- The Governor’s proposal for the expansion on bus service also passed, and the District can expect to receive about \$700,000 annually. The funds are included in this year’s budget.
- Changes were made to the Commuter Rail Council, which is now the CT Public Transportation Council, and will serve as an advisory council.

Comerford stated that this legislative session, the district needs to focus on:

- Continuing to support PHB6543 AAC (the Funding of Transit Districts in Urbanized Areas) which stops flat funding--capping funding for transit district services at FY24 levels beginning in FY25, and
- Continuing to seek support from legislators to propose a bill to extend the deadline to purchase electric buses.

Comerford noted he had the opportunity to speak with State Reps. Christine Cohen and Roland Lemar recently and expressed our concerns about these issues.

OTHER

None.

ADJOURNMENT

The meeting was adjourned at 1:32 p.m.

Respectfully submitted,

Christina Denison
Clerk

Proposed Service Changes

Public Outreach Presentation

Section VIII, Item 1.



Total Responses

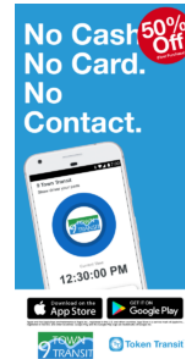
- Collected 222 total responses
 - 83 Online Surveys
 - 115 In person surveys
 - 18 Driver Responses
 - 6 Community Organizations Stakeholder Meetings



Methods of Outreach Online

- Email Blasts
 - 2000 Contacts
 - 791 opens
 - 155 link clicks
- Facebook Advertisement
 - 621 Engagements (likes, shares etc)
 - 9,638 people reached
 - 494 link Clicks
- Service change webpage
 - 1,711 users with 2357 total views
 - Recorded Virtual Public Meeting Presentation

Proposed Service Changes



Stay Informed



Enter your email address to receive newsletters and updates of the latest happenings at River Valley Transit.

Add Your Email

Email

Subscribe

Public Hearings

As part of the recent merger of Middletown Area Transit and 9-Town Transit, Estuary Transit District is proposing a series of updates and changes to the existing routes. These proposed changes largely come from our most recent transit study; the Lower Connecticut River Valley Transit Study conducted in 2020.

The primary purpose of these changes is to make service faster and more direct, improve service to under-served areas and better coordinate transfers.

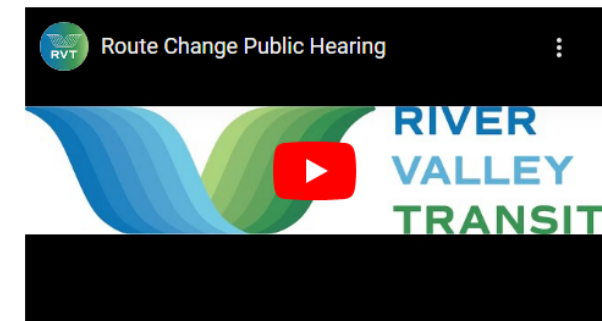
Maps and descriptions of the changes are available below. You can complete our [survey](#) to provide your feedback. Formal public hearings will be held:

- March 28, 7:00 PM, Facebook Live
- March 29, 6:30 PM, Clinton Town Hall
- March 30, 6:00 PM, Middletown City Hall

Submit Your Comments

Public Hearing Video

Watch our public hearing to learn more about the proposed changes.



Methods of Outreach In-Person

- 3 public meetings including a virtual option
- 7 Outreach Tables (Downtown Terminal, Old Saybrook Train Station, Scranton Gazebo)
- 14 Route rides with at least one ride per route to hear from riders directly
- 6 Community organization meetings including Middlesex Community College, Vista Life Innovations, Middlesex Chamber of Commerce and more.





Any Questions?

- Questions about the outreach conducted?
- Questions about specific route or schedule changes?

**Bus Advertising Agreement Between Estuary Transit District – River Valley
and Trans-ad Outdoor Limited**

Whereas, Estuary Transit District – River Valley Transit of Middletown, Connecticut hereinafter "RVT" is a company engaged in the business of public transportation using Public Transportation Buses, and Paratransit vehicles;

and,

Whereas, Trans-ad Outdoor Limited of Branford, Connecticut hereinafter "Contractor" is an advertising agency engaged in the business of promoting, soliciting, and selling public transportation advertisement billboards on and in public transportation buses, and paratransit vehicles,

and,

Whereas both the undersigned representative of RVT and Contractor are fully authorized and empowered to enter a binding contract on behalf of their respective companies,

and,

Whereas RVT desires to enter a contract with Contractor in which Contractor will manage, direct, run and promote all aspects for the use and sale of advertising space on all public transportation buses it uses, owns and/or operates.

Section 1. Exclusive Right to Advertising Space

RVT hereby gives and grants to Contractor, subject to the terms and conditions stated herein, the sole and exclusive right and privilege to sell and service all advertising space in and upon the exteriors and interiors of all the buses now or hereafter owned, leased, or operated by RVT. RVT and/or The Connecticut Department of Transportation reserves the right to always display interior on-board notices.

Section 2. Term

This agreement shall be for a period of 47 months, beginning 8/1/2023 and concluding 6/30/2027. RVT shall be guaranteed to receive during the term, the greater of \$41,250 annually or 52% of the collected net revenue. This contract will automatically extend for a period of Three (3) years. An additional option of Three (3) years by mutual agreement in 1-year increments.

Bus Advertising Agreement Between Estuary Transit District – River Valley and Trans-ad Outdoor Limited

Section 4. Revenue share/commission

In consideration of Contractor's responsibility to manage, direct, sell and promote all advertising space and advertising revenue generated on RVT's vehicles. Contractor agrees to pay 52% to RVT of all net revenue collected. Net revenue is defined in section 5 below.

Section 5. Net Revenue Defined

Net revenue is defined as gross revenue collected for advertising space after deductions of any industry standard agency or in-house agency and/or buying service commissions, design, production, installation, maintenance, and removal of advertising displays, (where applicable) along with any other costs incidental to ad preparation.

Section 6. Payment Priority

Where design and production costs are included in the payment of advertising space, said design and production vendors shall be paid first. Thereafter RVT and Contractor shall be paid.

Section 7. Contractor obligations

Contractor shall be responsible for the sale and servicing of all RVT vehicles advertising space. Vehicle advertising space shall be defined as advertising space on all buses now or after owned, operated, leased, or controlled by RVT. In connection with this agreement, the Contractor's responsibilities shall include:

- 1) Soliciting and negotiating the sale of advertising.
- 2) Coordinating, to the extent necessary, the production, design, installation, and removal of all advertising displays.
- 3) Supervise, coordinate all advertising inventory, indicate type of display, placement on vehicle, vehicle number and contract number, in addition keep and maintain all necessary records and share those records with RVT twice yearly on 6/30 and 12/31.

**Bus Advertising Agreement Between Estuary Transit District – River Valley
and Trans-ad Outdoor Limited**

- 4) Solicit from time-to-time quotations for the design and production of advertising displays from various production companies and keep RVT abreast of any new opportunities to lower those costs.
- 5) The collection of revenue from advertising contracts.
- 6) Administer and maintain true and accurate records pertaining to all advertising contracts using accepted standard accounting procedures and share those records once each month with RVT.
- 7) Submit to RVT each 6 months a copy of all advertising contracts from the previous half year sales. Contractor shall also provide a RVT specific P&L for review.
- 8) Explore areas of opportunity for the sale of advertising and share at-will those opportunities with RVT.
- 9) On reasonable notice, meet with RVT's personnel.
- 10) At its own cost Contractor will provide all sales material it deems necessary to sell bus advertising.
- 11) Will not accept advertising from any advertiser or potential advertiser that RVT and/or the State of Connecticut Department of Transportation deems offensive to the community.
- 12) Administer all installation, removal, and maintenance of advertising displays.
- 13) Explore with RVT the best and most cost-effective way to expedite payment in a timely manner from slow and non-payers.
- 14) Offer unsold inventory to charitable or educational institutions on a space available basis, for fifty (50%) off rate card.

**Bus Advertising Agreement Between Estuary Transit District – River Valley
and Trans-ad Outdoor Limited**

- 15) Pay RVT a minimum annual guaranteed payment by monthly division of \$3,437.50 each month due and owed by the 15th of each month.
 - a. Each 6-month period 12/31 and 7/1 of the agreement the monthly M.A.G. payment shall be reviewed by both parties to provide a monthly payment in line with generated sales.

Section 8. NETCO's obligations:

- 1) Provide indoor storage space at the terminal sufficient for the storage of advertising displays, their repair and installation.
- 2) Permit all duly authorized and properly identified representatives of Contractor or outside installation company to enter upon its property during RVT's operating hours, for the purpose of servicing and other purposes necessary to carry out its operations under this agreement.

Section 9. Prohibited advertising.

The Contractor will make every effort to ensure that the advertisements will be of a reputable nature and conform to community-accepted standards. All artwork, copy and illustrations shall be subject to initial and continuing approval by RVT using community-accepted standards, and RVT's decision shall be final, except as provided by law. Contractor will not allow advertisements related to any illegal activity or of an obscene nature. No tobacco product advertisement will be permitted.

Section 10. Wrapped bus window coverage.

Should RVT receive excessive complaints from their riders regarding window coverage of fully wrapped buses, RVT reserves the right to discontinue further sales of same, and/or limit the number of fully wrapped buses sold with window coverage.

Section 11. Termination of Agreement

Should the Contractor fail to generate the net sum of \$65,000 to RVT from Trans-ad Outdoor Limited's contracts by July 1, 2025 and \$41,250 every year thereafter, RVT reserves the right to

**Bus Advertising Agreement Between Estuary Transit District – River Valley
and Trans-ad Outdoor Limited**

(a) Either terminate this agreement upon a 60-day written notice to the Contactor subject to section 12 below or (b) renegotiate the terms of this agreement.

Section 12. Advertising Contracts

Upon expiration of this agreement and any extension thereof, or upon earlier termination of the agreement as provided in section 11, Contractor shall receive fifteen percent (15%) of the net revenue collected from contracts until the expiration of it for a maximum of twelve (12) months. Contractor shall also receive all production costs not yet collected.

Section 13. Independent Contractor

Contractor shall operate as an independent contractor and not as an employee of RVT. Contractor shall be solely responsible for the acts and omissions of its officers, agents, sub-contractors, and employees.

Section 14. Assignment

The Contractor upon the written consent of RVT may assign this contract. Said consent shall not be unreasonably withheld. This contract shall be binding upon the parties, their heirs, successors, and assigns.

Section 15. Non-discrimination

In carrying out the terms of this agreement, contractor shall not discriminate based upon race, creed, color, age, religion, sex, national origin, or handicap.

Section 16. Applicable law/severability

This agreement shall be governed by and construed in accordance with the laws of the state of Connecticut. If any section, clause, paragraph, or portion of this agreement is determined to be unenforceable or invalid that unenforceability or invalidity shall not affect the enforceability or validity of the remaining portions of this agreement and such unenforceable

**Bus Advertising Agreement Between Estuary Transit District – River Valley
and Trans-ad Outdoor Limited**

or invalid section, clause or portion thereof shall be severed from the remainder of the agreement.

Section 17. Arbitration

American Arbitration Association shall settle any dispute arising under this agreement. The finding and award of the American Arbitration Association shall be final and binding on the parties hereto.

Section 18. Debt collection

Contractor together with RVT will jointly decide the best method to address debt collection. The parties shall endeavor to select the least expensive option. The cost of said collections and attorney's fees shall be deducted from net revenue.

Section 19. Notices

Notices sent pursuant to this agreement shall be provided via certified mail return receipt to the following:

Alan Watson
Trans-ad Outdoor LTD
13 Pond View Terrace
Branford, CT 06405

Mr. Joseph Comerford
River Valley Transit
91 North Main ST
Middletown, CT 06457

This agreement may not be changed orally, but only in writing signed by the party against whom enforcement of change, modification or discharge is sought.

IN WITNESS WHEREOF, the parties have executed this agreement on the ___ of July 2023.

**Bus Advertising Agreement Between Estuary Transit District – River Valley
and Trans-ad Outdoor Limited**

Section IX, Item 3.

Attest:

Trans-Ad Outdoor LTD

Business Manager
Simeon Stankiewicz

Vice-President
Alan Watson

Attest:

River Valley Transit

By: _____

Title: _____

Executive Director
Joseph Comerford

Improved Saturday service would include operating weekday alignments on all Middletown routes between 8 am and 6 pm (package #3), extending service on key Middletown routes beyond 6 pm until 11 pm (package #4), or operating on all Shoreline routes rather than just the 641 and 642. In Middletown, package #3 would involve a transition from special Saturday route alignments to operating regular weekday alignments on all routes, meaning that Routes 581 Expanded, 582-583, and 584-585 would be discontinued along with the Route 590 Saturday alignment serving Meriden Mall. Instead, all routes would operate on Saturdays using the same alignments as weekdays.

New Sunday service is considered for key routes in both Middletown and the Shoreline area. In Middletown (package #5), Sunday service would operate similar to Saturdays on Routes 581, 584, 585 and 590, but would not be introduced on Routes 582, 583 and 586. In the Shoreline area, Sunday service would be introduced only on Routes 641 and 644. Sunday service in the Shoreline area have a shorter span (9 am to 5 pm) than Middletown service (8 am to 6 pm).

Figure 4 | Service Span Increases Considered

Service Span Package	Routes Affected	Day Type	Service Span Improvement
Middletown Routes			
1	Key Routes (581, 584, 585, 590)	Weekday Evening	Expand weekday evening service to all key routes, operating until 11 PM. Evening service on other routes would continue to operate.
2	All Routes	Weekday Evening	Expand weekday evening service to all Middletown routes, operating until 11 PM.
3	All Routes	Saturday	Saturday service on all Middletown routes from 8 AM to 6 PM
4	Key Routes (581, 584, 585, 590)	Saturday Evening	Saturday evening service on key routes, operating until 11 PM.
5	Key Routes (581, 584, 585, 590)	Sunday	Sunday service on key routes from 8 AM to 6 PM.
Shoreline Routes			
6	Key Routes (641 and 644)	Weekday Evening	Expand weekday service on key routes from 6 AM to 11 PM
7	All Routes (including Old Saybrook XtraMile)	Saturday	Saturday service on all routes from 9 AM to 5 PM. Route 641 would continue to operate 7 AM to 7 PM.
8	Key Routes (641 and 644)	Sunday	Sunday service on key routes from 9 AM to 5 PM.

Potential Changes to Service Frequency/Pulse Changes

Two changes are considered in terms of service frequency.

Adjustments to Weekday Service Frequency in Middletown

Today, all Middletown area routes operate on a 50-minute cycle, meeting or “pulsing” at the downtown passenger terminal at the same time. Operating service every 30 or 60 minutes would provide for more logical “clockface” scheduling, which would be easier for customers to

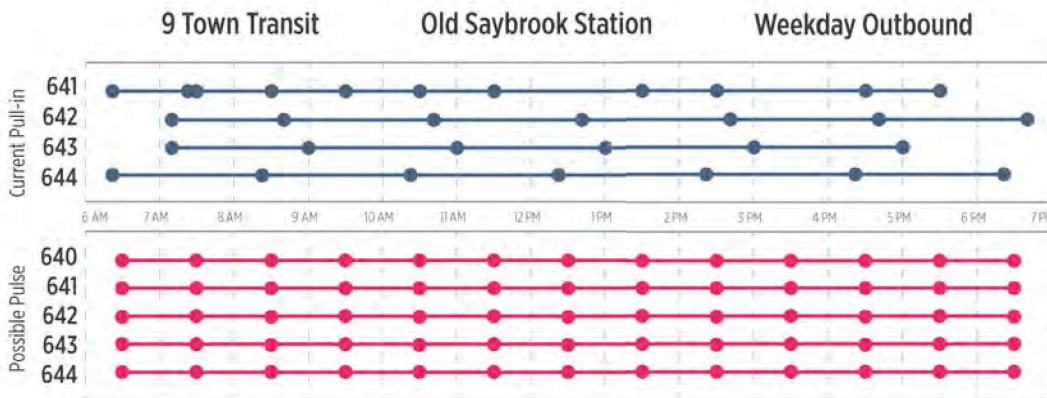
remember. Not all routes have demand for 30-minute service at this time, and some routes have been identified by riders as sometimes running late. For this reason, a switch to 60-minute service in Middletown should be considered as a method to improve overall reliability. Transitioning to a 30-minute frequency would be a large investment requiring more drivers, vehicles, and funding.

Introduce a Shoreline Area Pulse Point at Old Saybrook Train Station

Creating a system pulse point or “hub” in the Shoreline area would make transfers significantly faster and more convenient and would improve service in the southern part of the LCRV region. Realigning Shoreline-area service so that routes meet for a timed connection at Old Saybrook Station would allow passengers to easily transfer to other Shoreline routes, similar to the current pulse at the passenger terminal in Middletown. The presence of a central hub also highlights the visibility and presence of local transit and helps attract new riders to the system.

In order to have an hourly pulse, Shoreline routes meeting at Old Saybrook Station routes need to have complementary cycle times of 60 or 120 minutes. The changes needed to introduce these timed connections are depicted graphically in Figure 5 and include:

Figure 5 | Current Bus Service at Old Saybrook Station Compared to Possible Timed Pulse



- Realign Routes 641, 642, 643, and 644 to follow the new alignments described previously, streamlining service to achieve necessary cycle times.
- Introduce Route 640 to serve local destinations in Old Saybrook, relieving Routes 641 and 642 from serving Stop & Shop and Old Saybrook Center and giving them the ability to meet the timed pulse point at the train station.
- Interline Route 640 with the realigned Route 642 which currently operates every two hours. By adding a second vehicle, both routes would operate on an hourly basis and meet every pulse.
- Deploy three vehicles on Route 641 all day (currently three vehicles are in use only during morning hours). Together with the introduction of Route 640 to serve local Old Saybrook destinations, this will allow Route 641 to operate hourly.

- Add a second vehicle to Routes 643 and 644 to increase their frequency to one-hour frequency to meet every pulse.

These changes would mean that Routes 640, 642, 641, 643, and 644 meet hourly at the station. Riders could make a single timed transfer to reach Old Saybrook Center, other Shoreline destinations, or to make regional connections to Middletown and New London.

Meeting Other System Pulses

Routes 641, 643, and 644 serve regional transfer points in Madison, New London, and Middletown, connecting with CT *transit*, SEAT and MAT services. Transitioning these routes to a 60-minute frequency would allow for *either* 641 and 643 to make timed connections in Madison and New London, *OR* 644 to make a timed connection in Middletown, but not both.

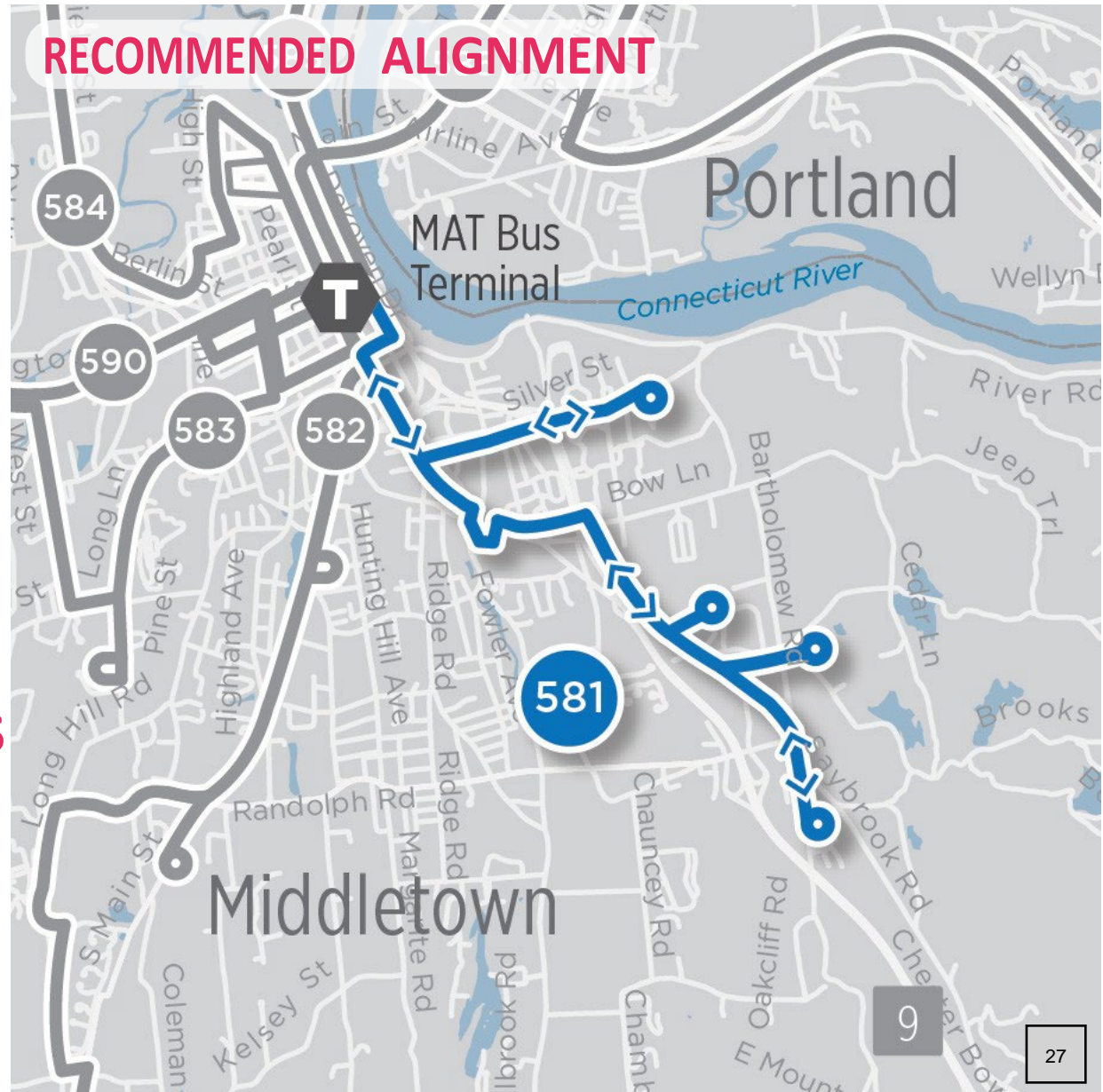
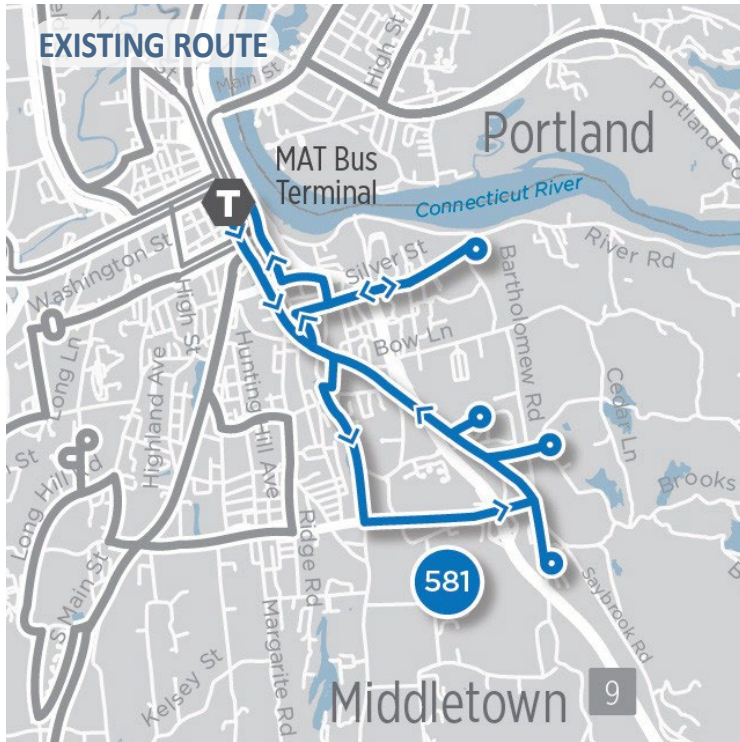
- CT *transit*: Route 201 serves the Scranton Gazebo in Madison, arriving on the hour from New Haven. Route 641 takes 90 minutes to travel between Old Saybrook and Madison, requiring it to leave on the half hour to meet CT *transit*. For example:
 - Route 641: Depart Old Saybrook at 9:30 am, arrive in Madison to connect with CT *transit* Route 201 to New Haven departing at 11:00 am
- Southeast Area Transit (SEAT): SEAT buses currently pulse on the hour at New London's Union Station. Realignment of Route 643 would allow it to pulse with SEAT, as it takes 30 minutes to reach New London from Old Saybrook, but it would require leaving Old Saybrook on the half-hour. For example:
 - Route 643: Depart Old Saybrook at 9:30 am, arrive in New London for 10:00 am SEAT pulse
- Middletown: A 60-minute pulse on the hour is proposed for the Middletown Bus Terminal. Route 644 could pulse with Middletown area routes, as it takes 1 hour to reach Middletown from Old Saybrook, but it would require leaving Old Saybrook on the hour. For example:
 - Route 644: Depart Old Saybrook at 10:00 am, arrive in Middletown for 11:00 am MAT pulse

The LCRV Transit Study Steering Committee recommends that an Old Saybrook pulse occur on the half hour, enabling Shoreline area routes to make timed connections with CT *transit* and SEAT in Madison and New London. Furthermore, due to limited capacity at the Middletown passenger terminal, there is not enough room to accommodate both the 644 and 645 as part of the hourly pulse. With an Old Saybrook pulse occurring on the half hour, Route 644 would arrive in Middletown on the half hour. If Route 645 (which would operate every two hours) also arrived in Middletown on the half hour, it would make it easy for customers to remember that Shoreline routes arrive at the time. It would also mean that 645 would meet the Madison pulse every other hour.

ROUTE 581: SAYBROOK ROAD

Middletown Area Transit Route 581 currently operates as a one-way counterclockwise loop, with all trips beginning and ending in Downtown Middletown at the MAT Terminal.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



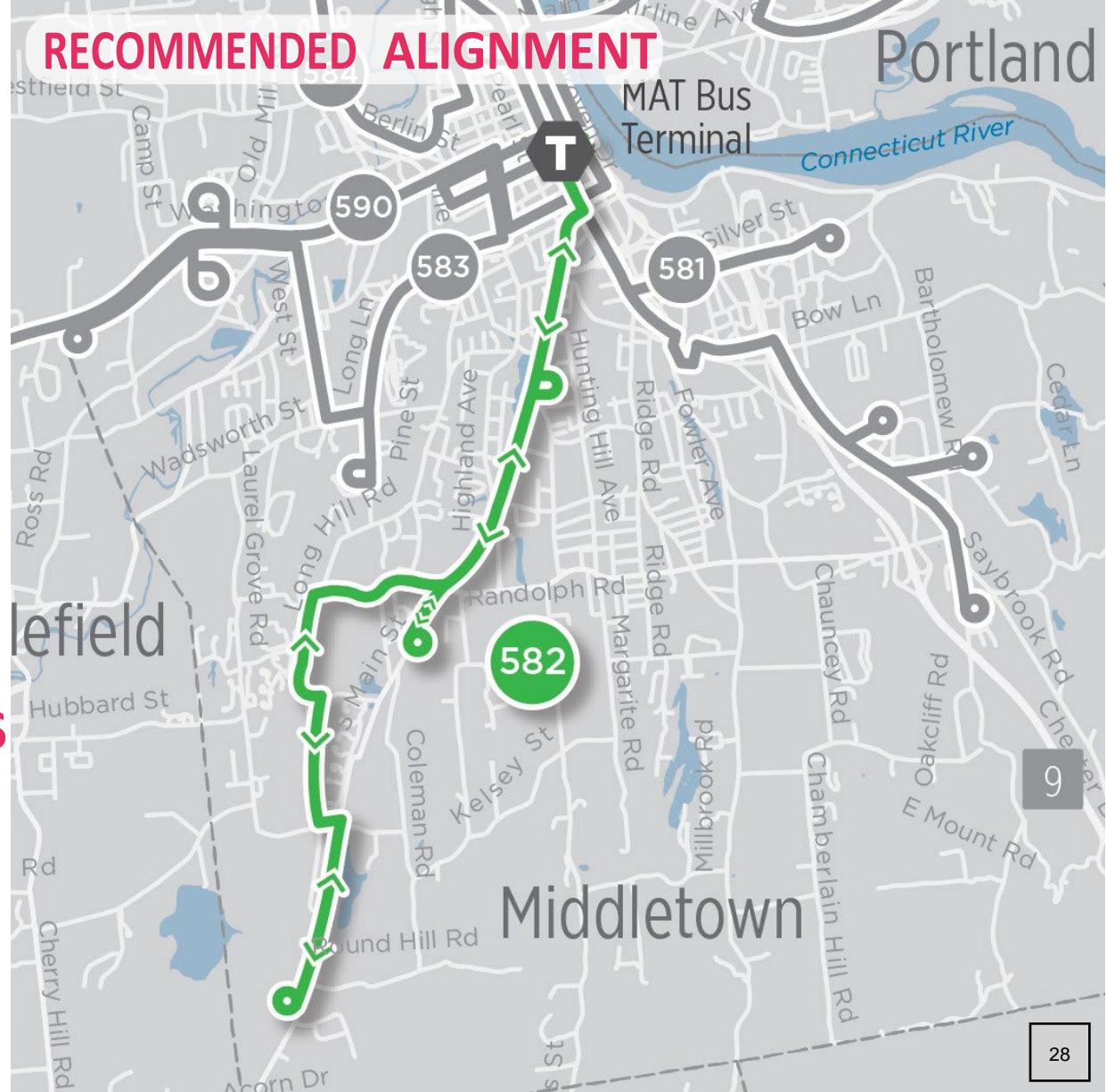
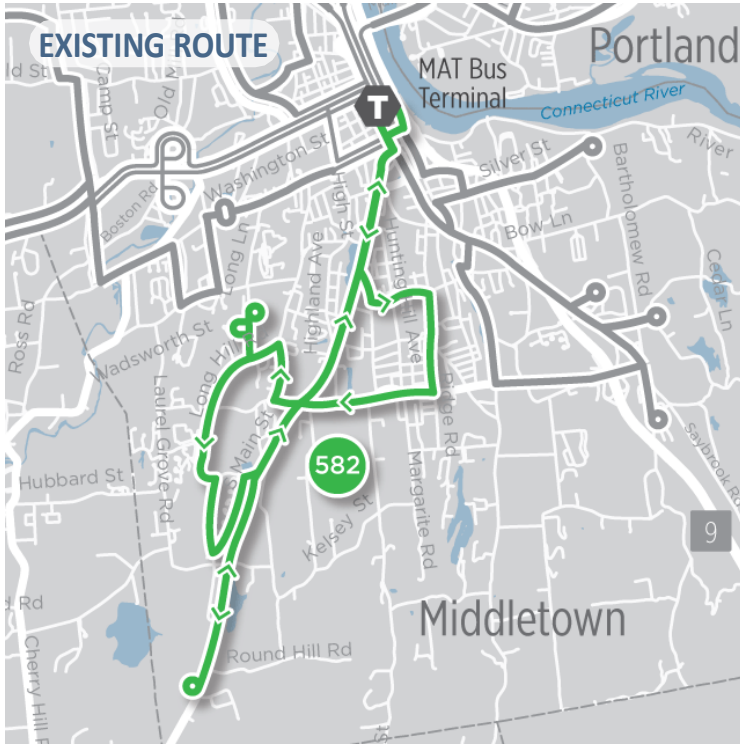
RECOMMENDED IMPROVEMENTS

- Streamline route to stay mainly on Saybrook Road and provide same service in both inbound and outbound directions
- Turnaround at CVH instead of end of Silver Street
- Serve CVH, Stop & Shop, Veterans Home, Saybrook Medical Centers, Middlesex Community College, Summerhill Apartments
- Discontinue route segments on **Millbrook Road** and **Randolph Road**

ROUTE 582: WESLEYAN HILLS

Middletown Area Transit Route 582 currently operates as a “figure-eight” series of loops, with all trips beginning and ending in Downtown Middletown at the MAT Terminal.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



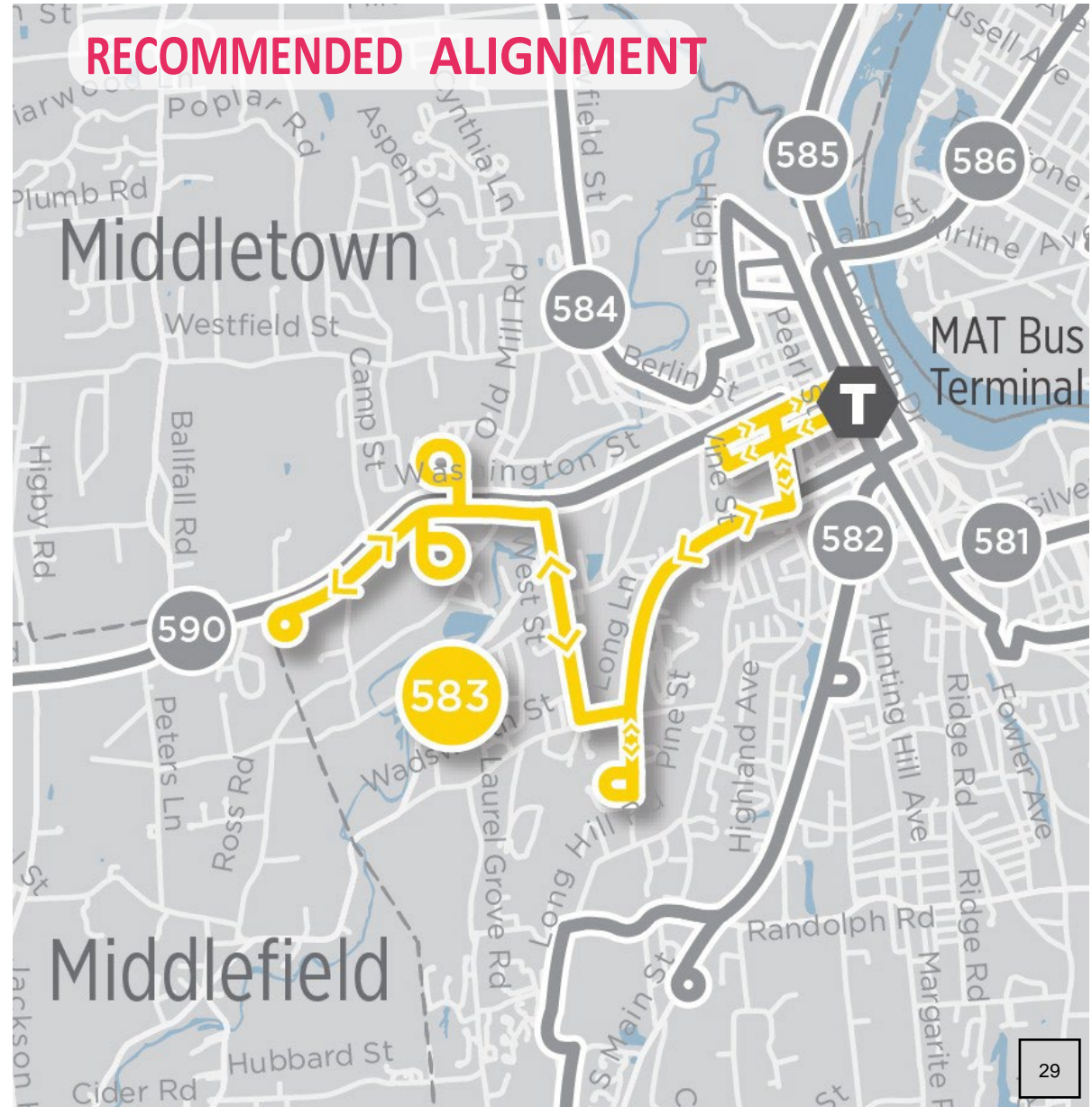
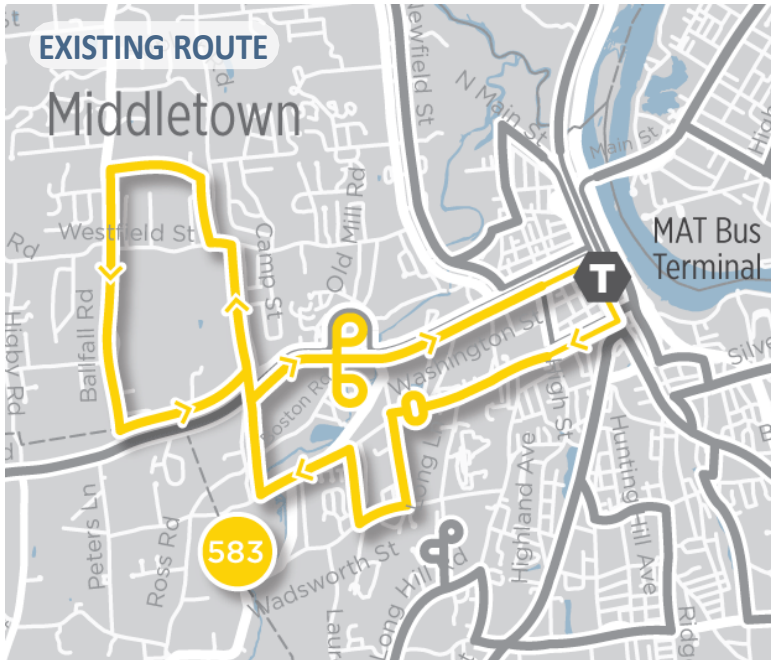
RECOMMENDED IMPROVEMENTS

- New bidirectional alignment along South Main Street via Wesleyan Hills and Long Hill Road, terminating at the Department of Social Services
- Adjust alignment to make small deviation off South Main Street to serve Senior Center
- Discontinue route segments on **Russell Street**, **Ridge Road**, and **Randolph Road**

ROUTE 583: SAGAMORE HILLS

Middletown Area Transit Route 583 currently operates a large “figure-eight” loop, with all trips beginning and ending in Downtown Middletown at the MAT Terminal.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



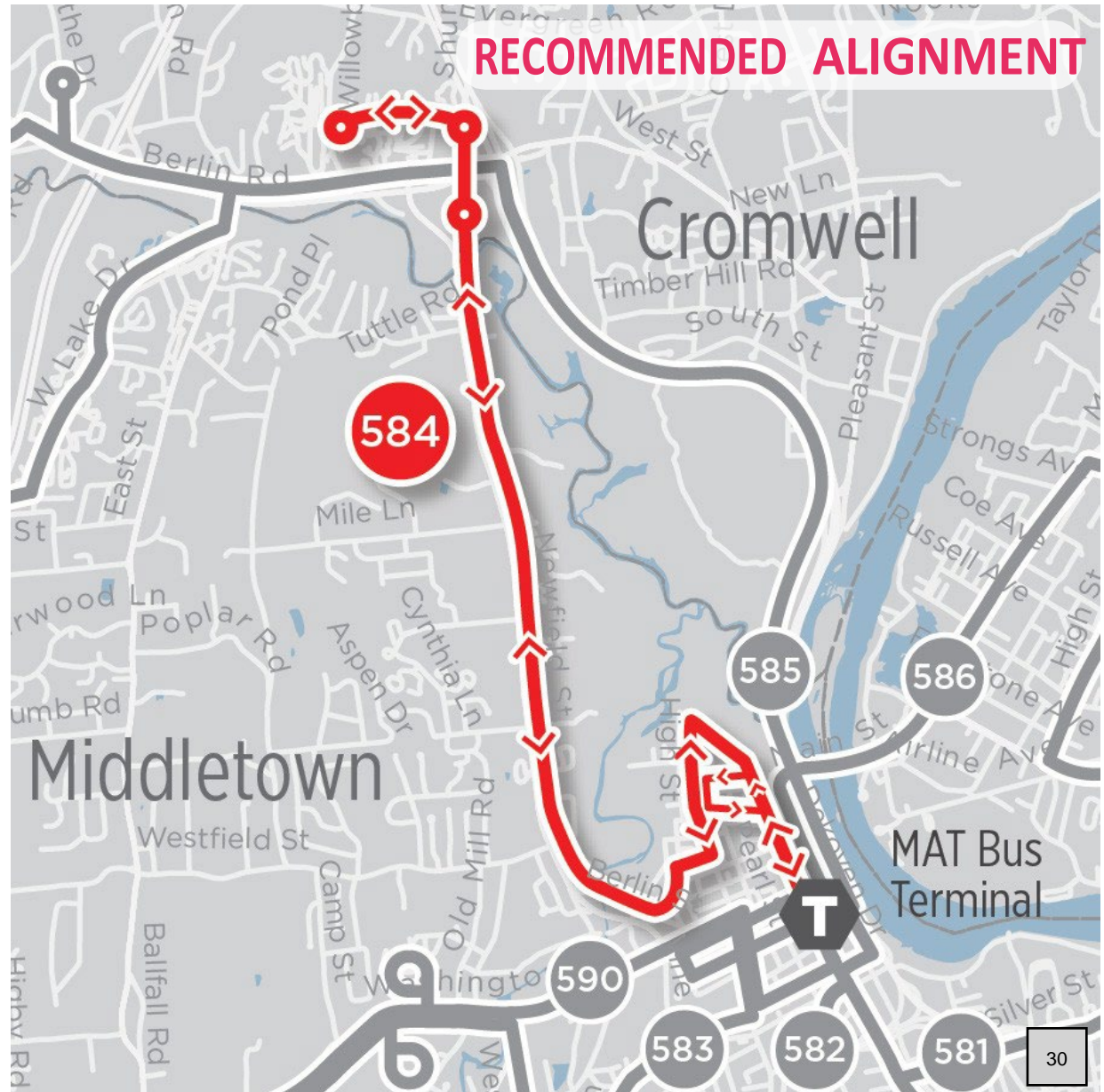
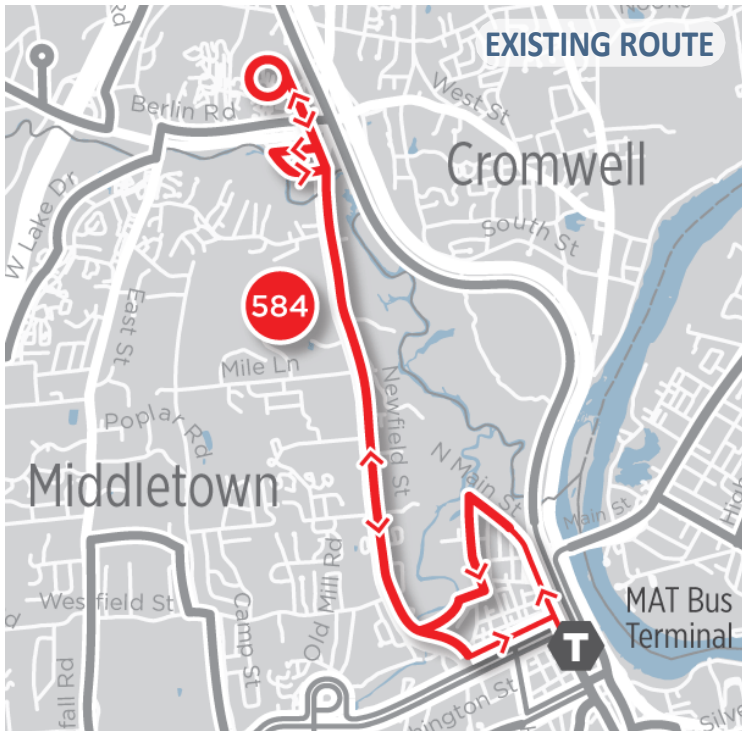
RECOMMENDED IMPROVEMENTS

- New bidirectional alignment along High St, Church St, Cross St, Long Ln, West St, and Washington St
- Route serves Wesleyan University, Long Lane and Santangelo Circle, West Street, Washington Street plazas, and Sagamore Hills Apartments
- Introduce service to New Meadow and Bayberry Crest Apartments
- Discontinue route segments on **Ballfall Road**, **Congdon Street**, **Ridgewood Road**, and **Camp Street**

ROUTE 584: NEWFIELD STREET

Middletown Area Transit Route 584 currently operates a large one-way loop just north of Downtown Middletown and bidirectional service along Newfield Street. All trips between the MAT Terminal in Downtown Middletown and K-Mart Plaza/ShopRite in Cromwell.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



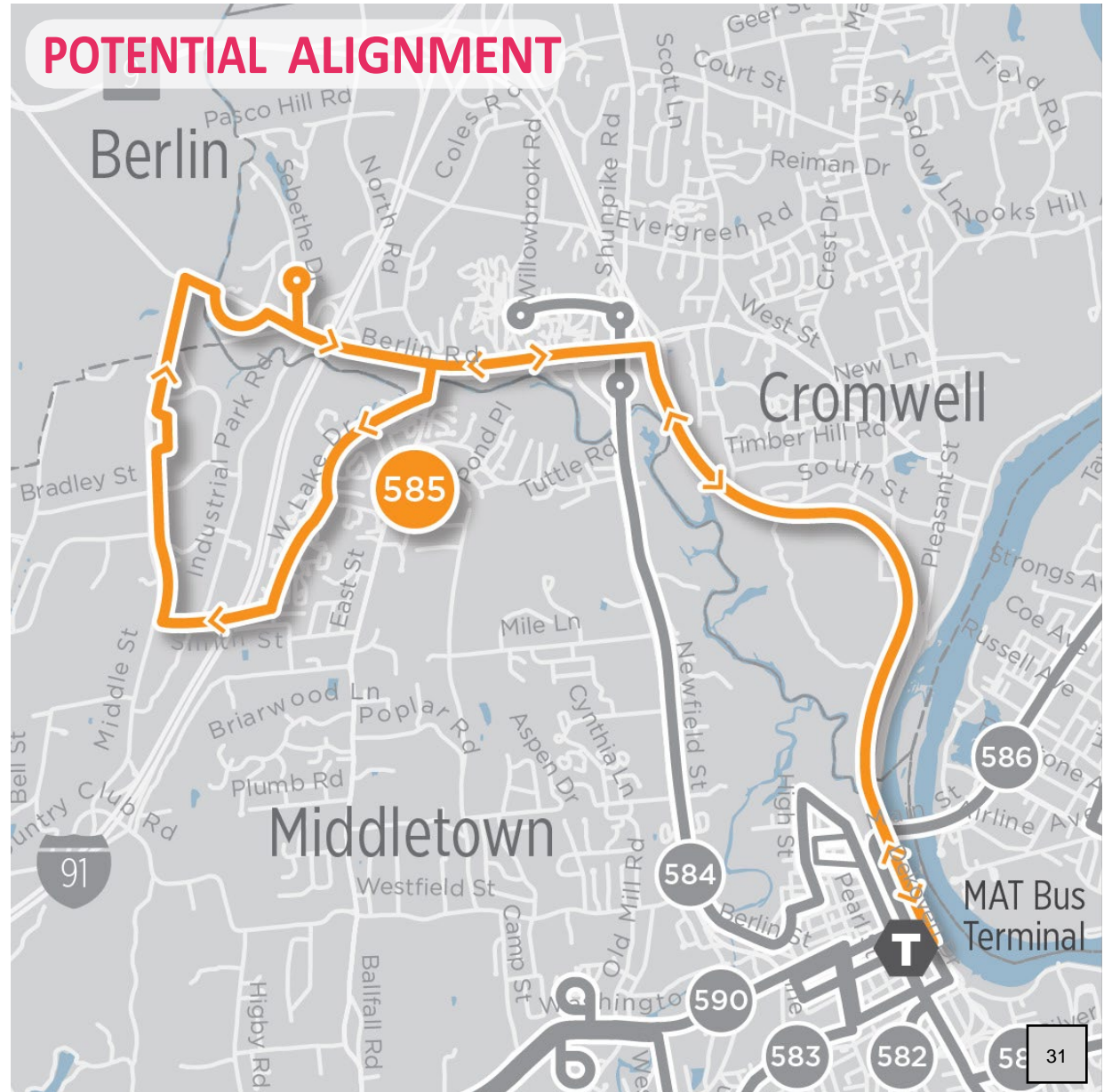
RECOMMENDED IMPROVEMENTS

- Improved service through North End of Downtown (inbound: left onto Liberty St, right on Grand St, left on High St, right on N. Main St, right on Stack St, left on High St, left on Spring St, right on Main St)
- Simplified loop at north terminus
- Introduce service to Meadow Brook, Skyview, and Cromwell Hills Apartments

ROUTE 585: BERLIN ROAD LOOP

Middletown Area Transit Route 585 currently operates a large one-way loop through northern Middletown, with bidirectional non-stop service along CT 9. All trips begin and end at the MAT Terminal in Downtown Middletown.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



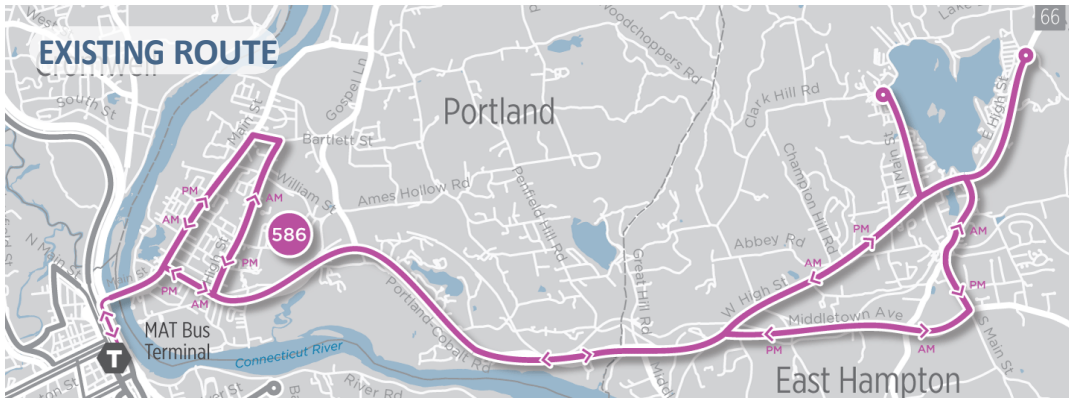
POTENTIAL IMPROVEMENTS

- Discontinue highway segment by staying on Berlin Road. Use of Transit Signal Priority (TSP) may help keep buses on schedule through congestion and numerous traffic signals on Route 372
- Riders can connect to CTtransit Route 512 to New Britain at Walmart and can now connect to Express Route 906 on Berlin Road
- Stay on Route 9 in and out of Downtown Middletown to improve speed

ROUTE 586: PORTLAND/EAST HAMPTON

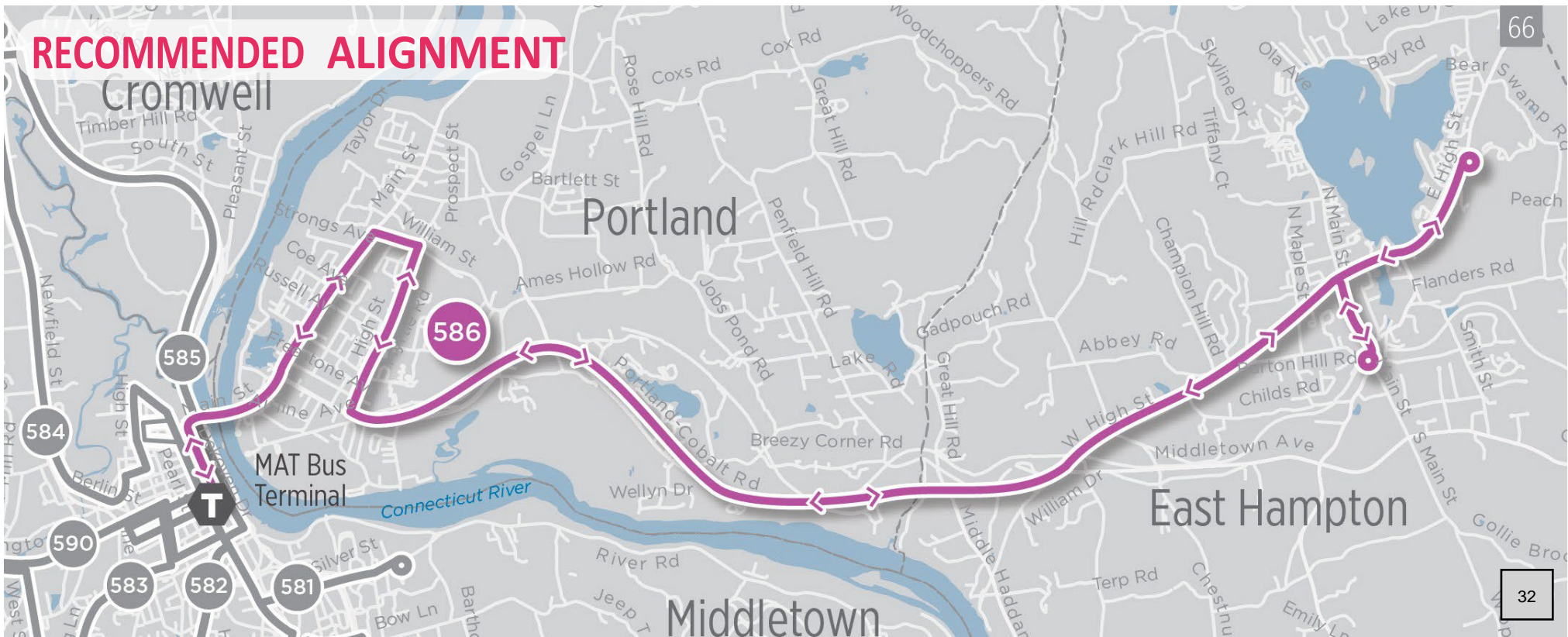
Middletown Area Transit Route 586 currently operates two large one-way loops (one through Portland and one through East Hampton), with bidirectional service along Portland-Cobalt Road. All trips begin and end at the MAT Terminal in Downtown Middletown.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



RECOMMENDED IMPROVEMENTS

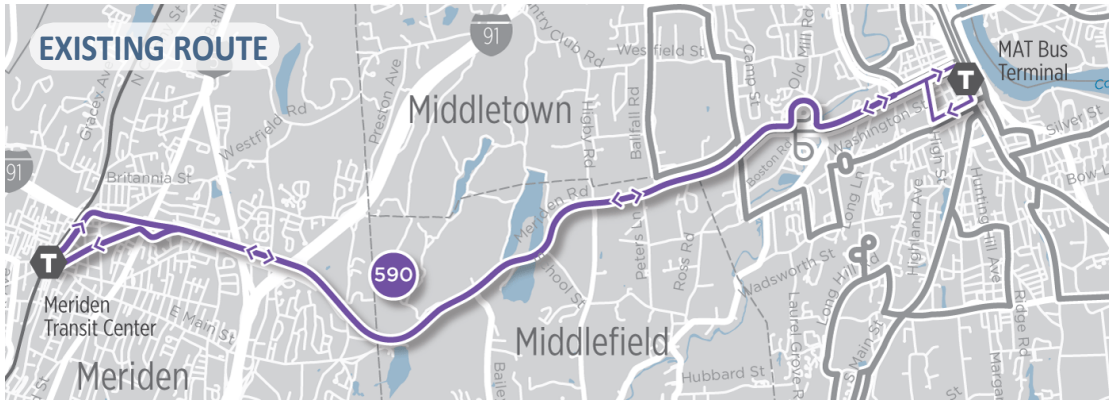
- Bidirectional service through downtown Portland, based on current PM alignment: Main Street, right on William Street, right on High Street, left on Route 66
- Terminate at Laurel Ridge
- Serve East Hampton Center, near intersection of Main Street and Route 196
- Discontinue route segments on **North Main St** and **Middletown Ave**



ROUTE 590: MERIDEN

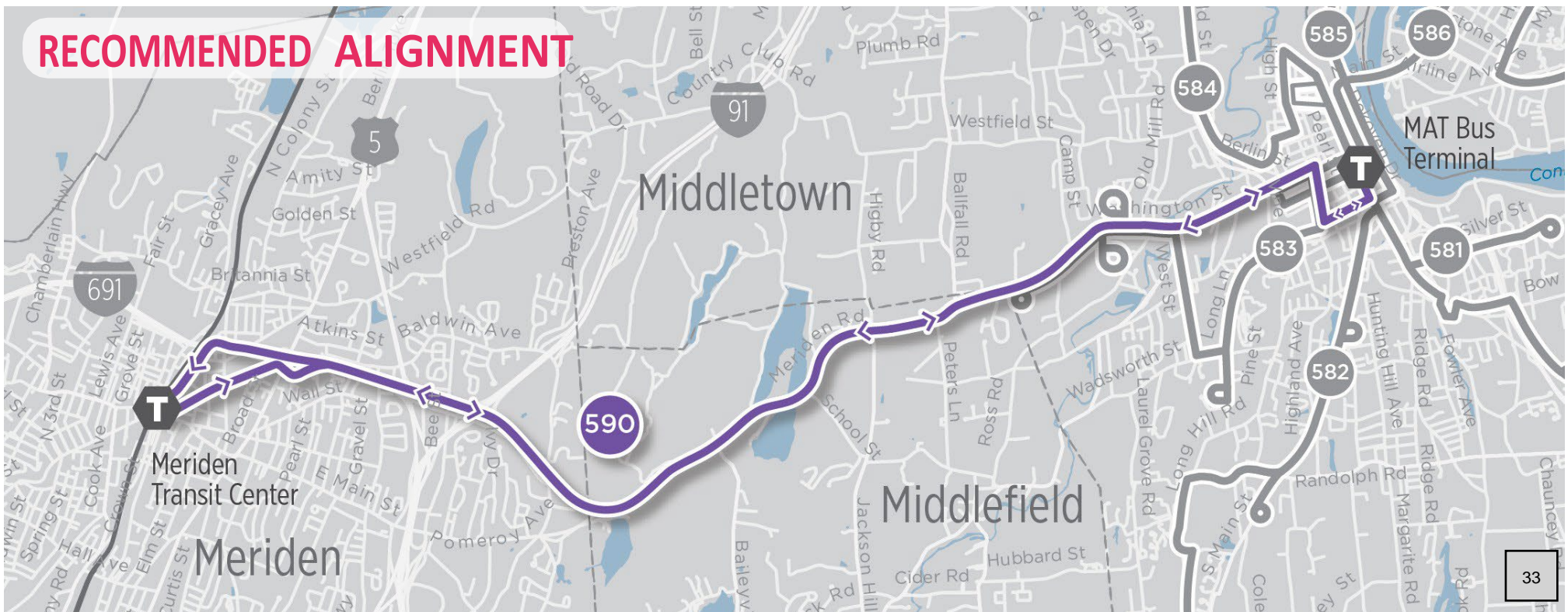
Middletown Area Transit Route 590 currently operates bidirectional between the MAT Terminal in Downtown Middletown and the Meriden Transit Center, primarily traveling non-stop via Route 66.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



RECOMMENDED IMPROVEMENTS

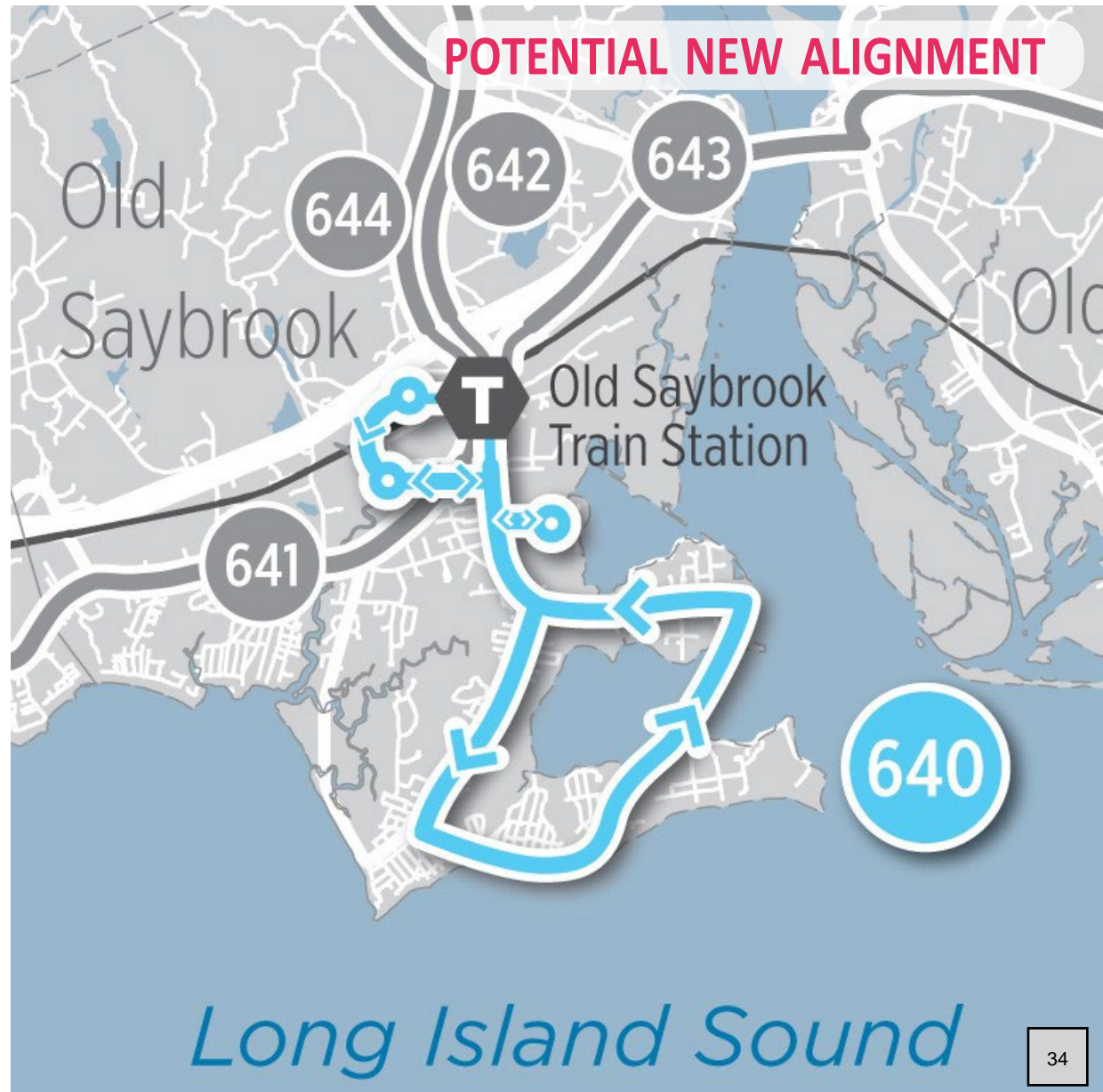
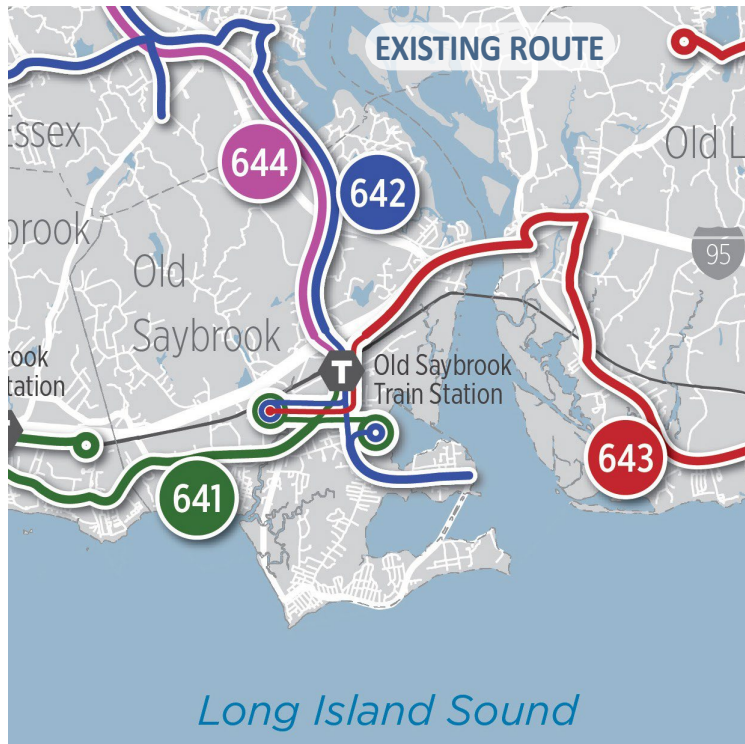
- Bidirectional alignment along High Street in Middletown to better serve Wesleyan University
- Make local stops along Washington Street in Middletown
- Discontinue deviation into Middletown Plaza. Route 583 will continue to serve Washington Street plaza
- Maintain same alignment for weekdays and weekends



ROUTE 640: OLD SAYBROOK LOCAL

A potential new 9 Town Transit route running from the Old Saybrook Train Station to Saybrook Point. It would connect popular destinations in Old Saybrook Center with the South Cove.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



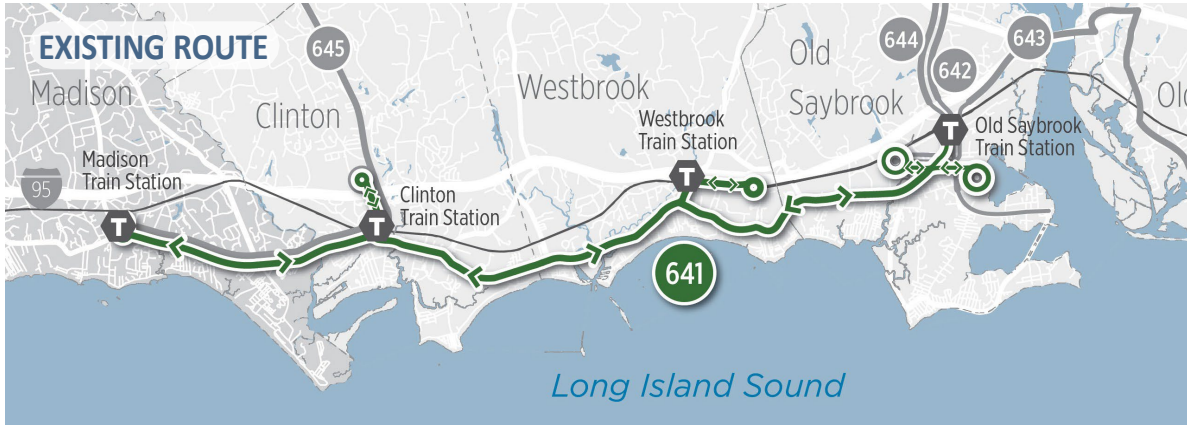
POTENTIAL NEW ROUTE

- Consolidate existing route segments in Old Saybrook Center as a new local circulator
- Serve Old Saybrook Station, the Industrial Park on Mill Rock Road/Research Pkwy, Stop & Shop, the Senior Center, Maple Ave, and Saybrook Point
- Allow Routes 641, 642, and 643 to terminate at Old Saybrook Station without needing to deviate downtown

ROUTE 641: OLD SAYBROOK/MADISON

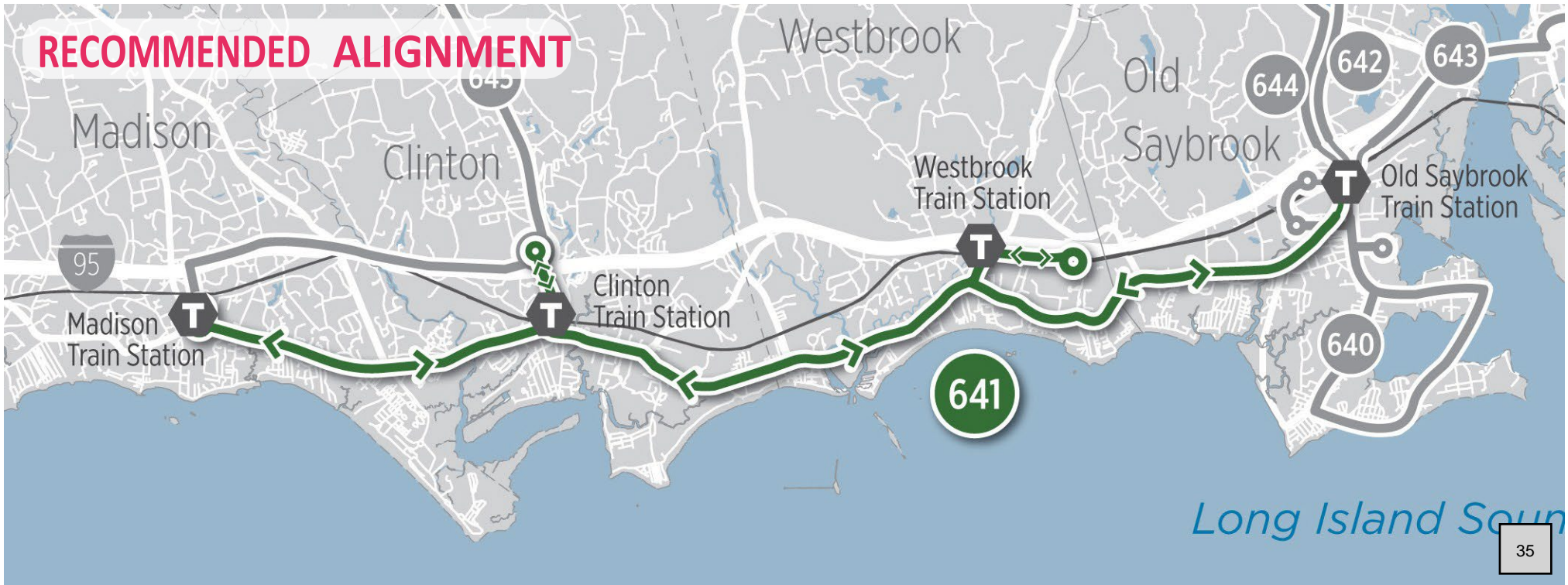
9 Town Transit Route 641 currently operates bidirectional service primarily along Route 1 between Old Saybrook Station and Madison Train Station. The route serves Westbrook Outlets and Clinton Crossing.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



RECOMMENDED IMPROVEMENTS

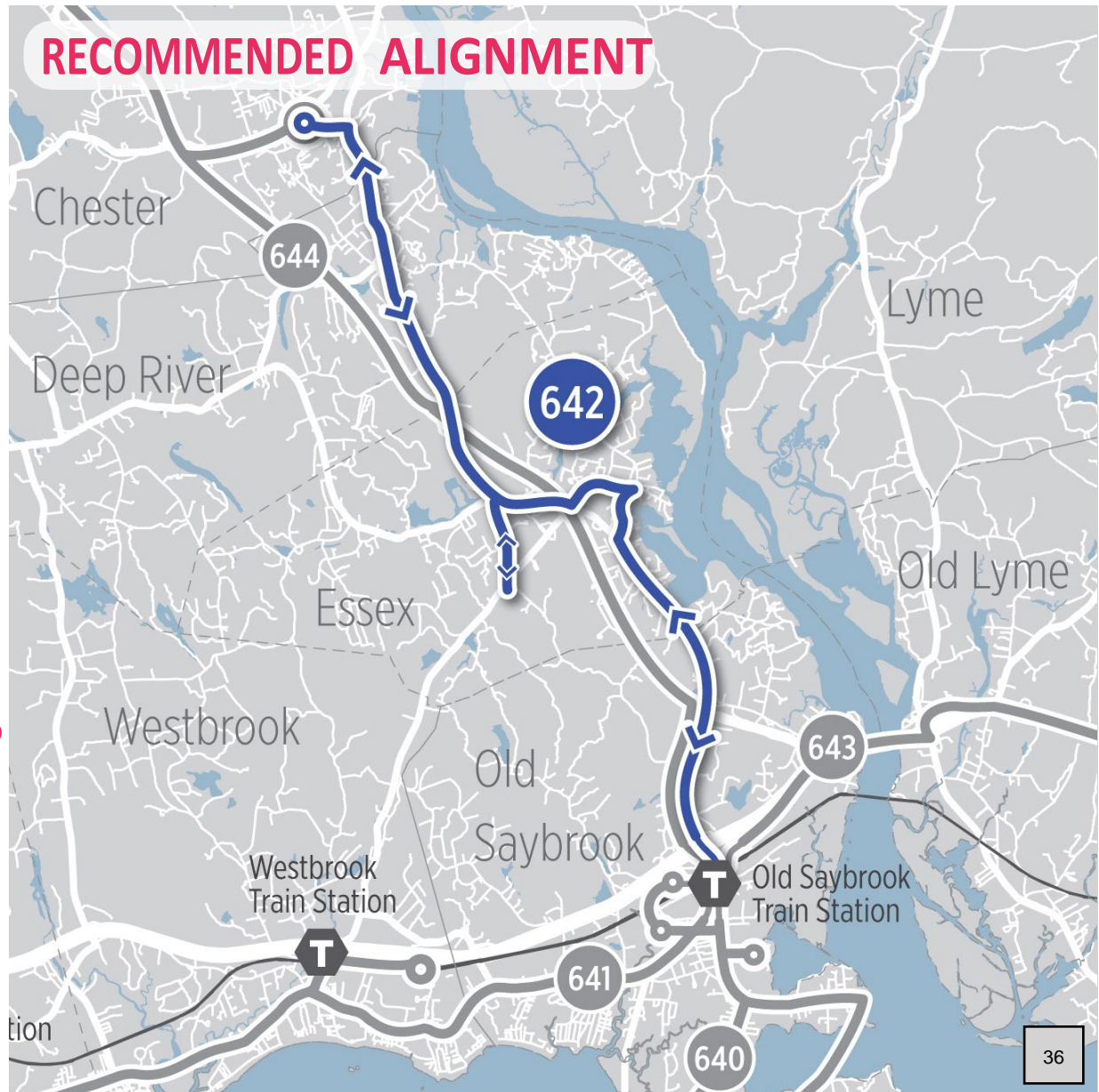
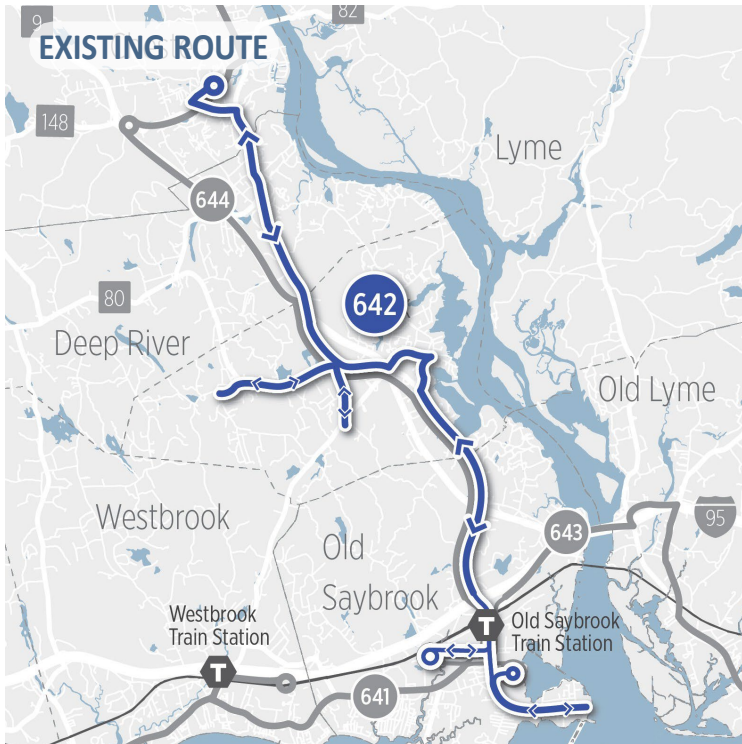
- Modified alignment to better serve Clinton Train Station
- Discontinue service in **Old Saybrook Center**. XtraMile or New Route 640 will serve Stop & Shop and Senior Center instead



ROUTE 642: OLD SAYBROOK/CHESTER

9 Town Transit Route 642 currently operates primarily along Route 154, between Old Saybrook Station and Chester Center. The route serves Old Saybrook, Essex, Deep River, and Chester.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



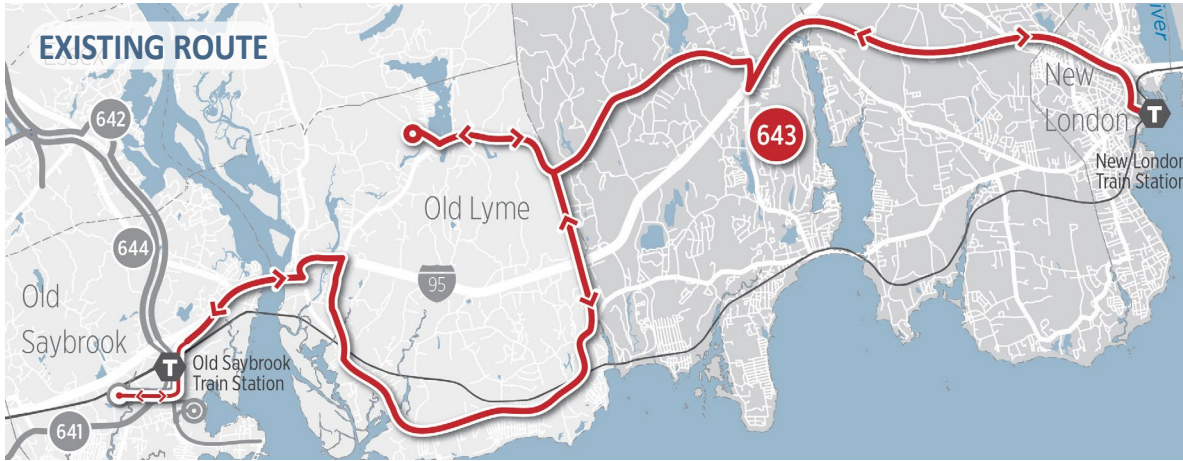
RECOMMENDED IMPROVEMENTS

- Terminate route at Old Saybrook Station instead of Saybrook Point
- Discontinue service in **Old Saybrook Center**. XtraMile or New Route 640 will serve instead
- Opportunity for transfer to Route 644 (not timed) at Chester Center
- Discontinue **Ivoryton branch** to improve speed and reliability on route

ROUTE 643: OLD SAYBROOK/NEW LONDON

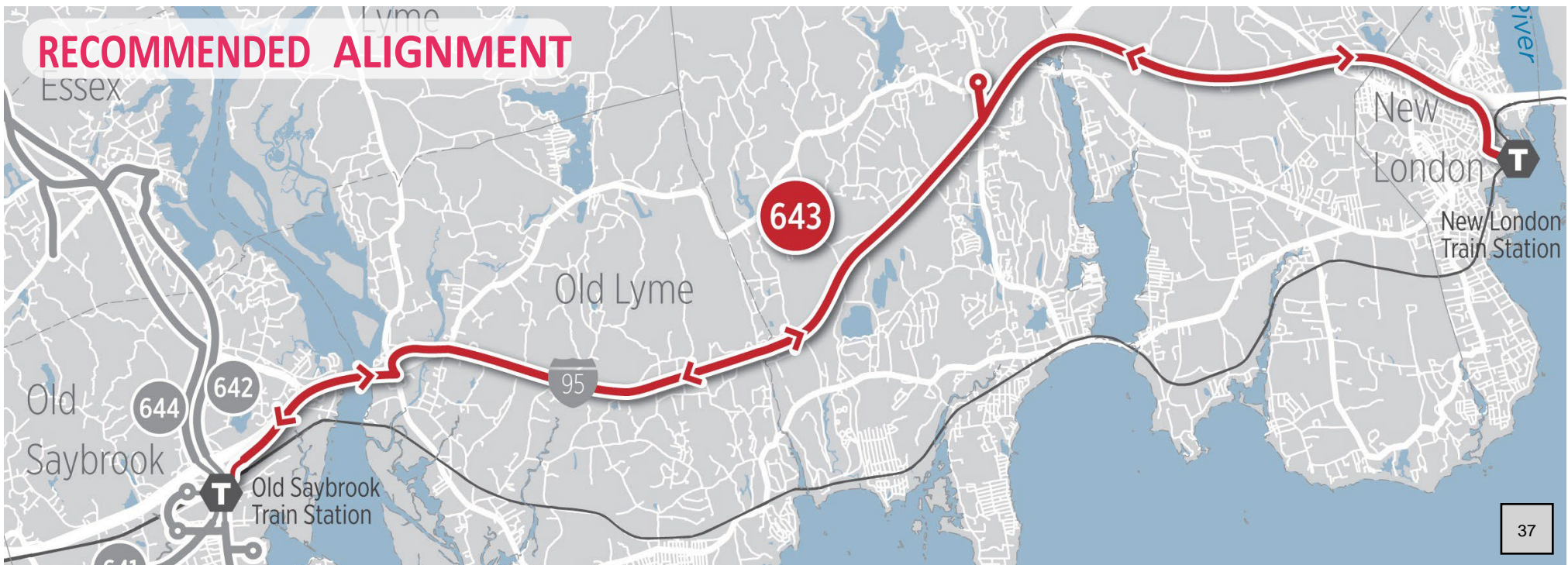
9 Town Transit Route 643 currently operates bidirectional service primarily along Shore Road and Boston Post Road. The route serves Old Saybrook, Old Lyme, East Lyme and New London.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



RECOMMENDED IMPROVEMENTS

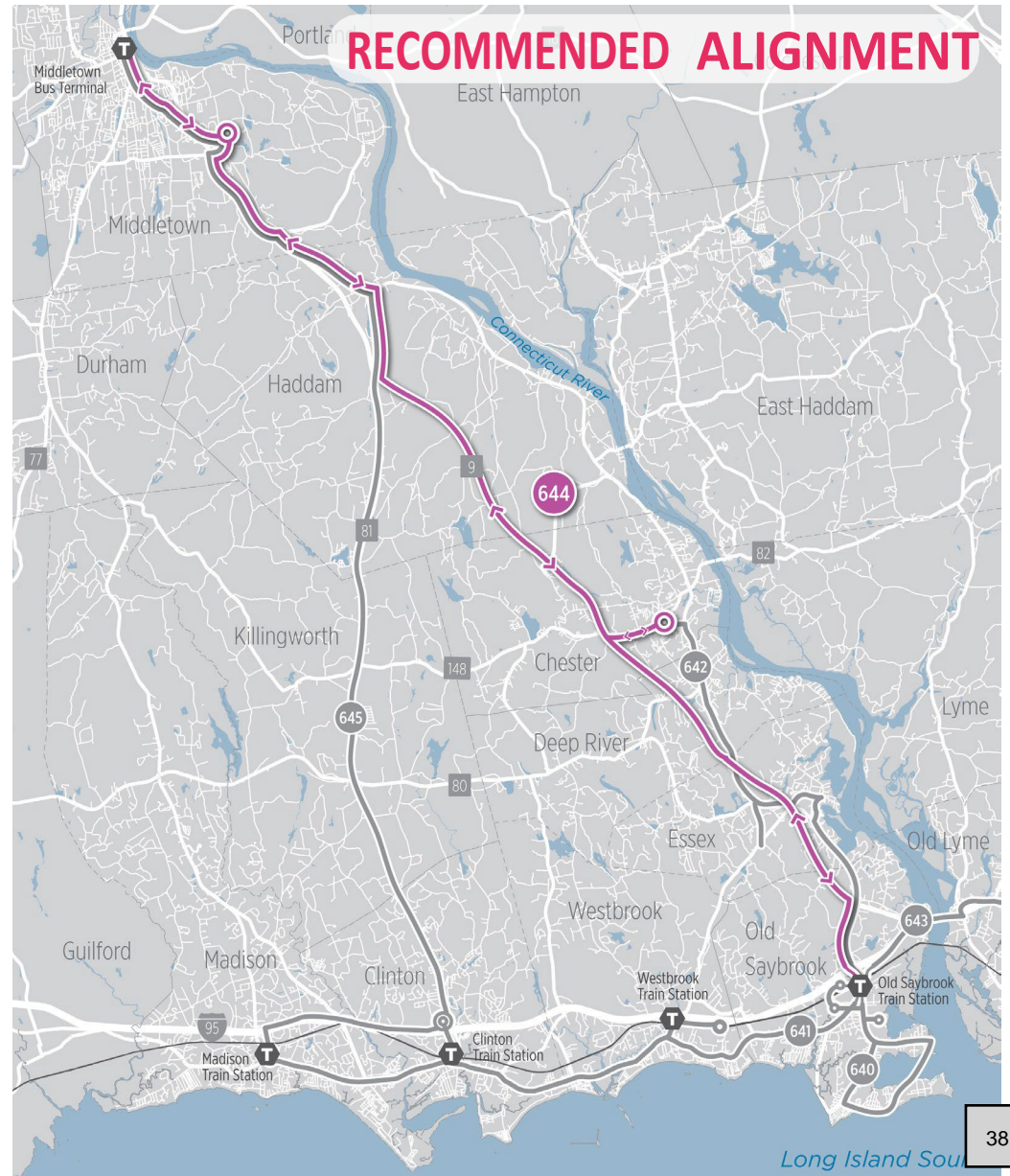
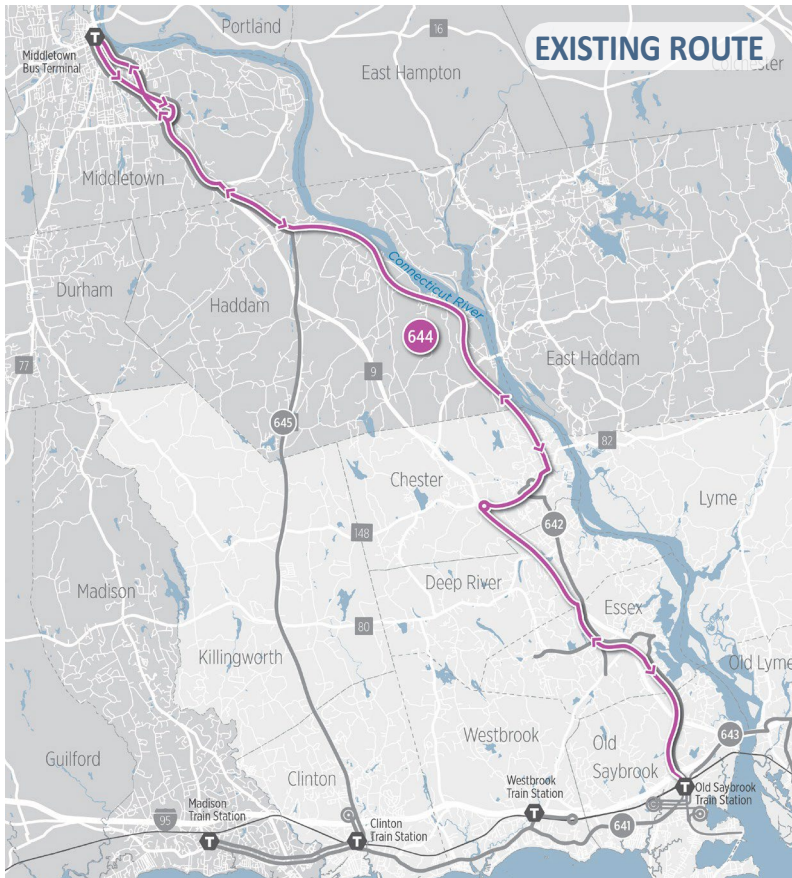
- Fully align to I-95 from Old Saybrook to New London to improve speed and reliability
- Discontinue service in **Old Saybrook Center**. XtraMile or New Route 640 will serve Stop & Shop instead
- Maintain stops at Old Lyme Marketplace, Neck Road, 4 Mile River Road, and Flanders/East Lyme
- Discontinue deviation to **Rodgers Lake/North Old Lyme**



ROUTE 644: OLD SAYBROOK/MIDDLETOWN

9 Town Transit Route 644 currently operates bidirectional service primarily along Saybrook Road and Route 154. The route serves Old Saybrook, Essex, Deep River, Chester, Haddam, and Middletown.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



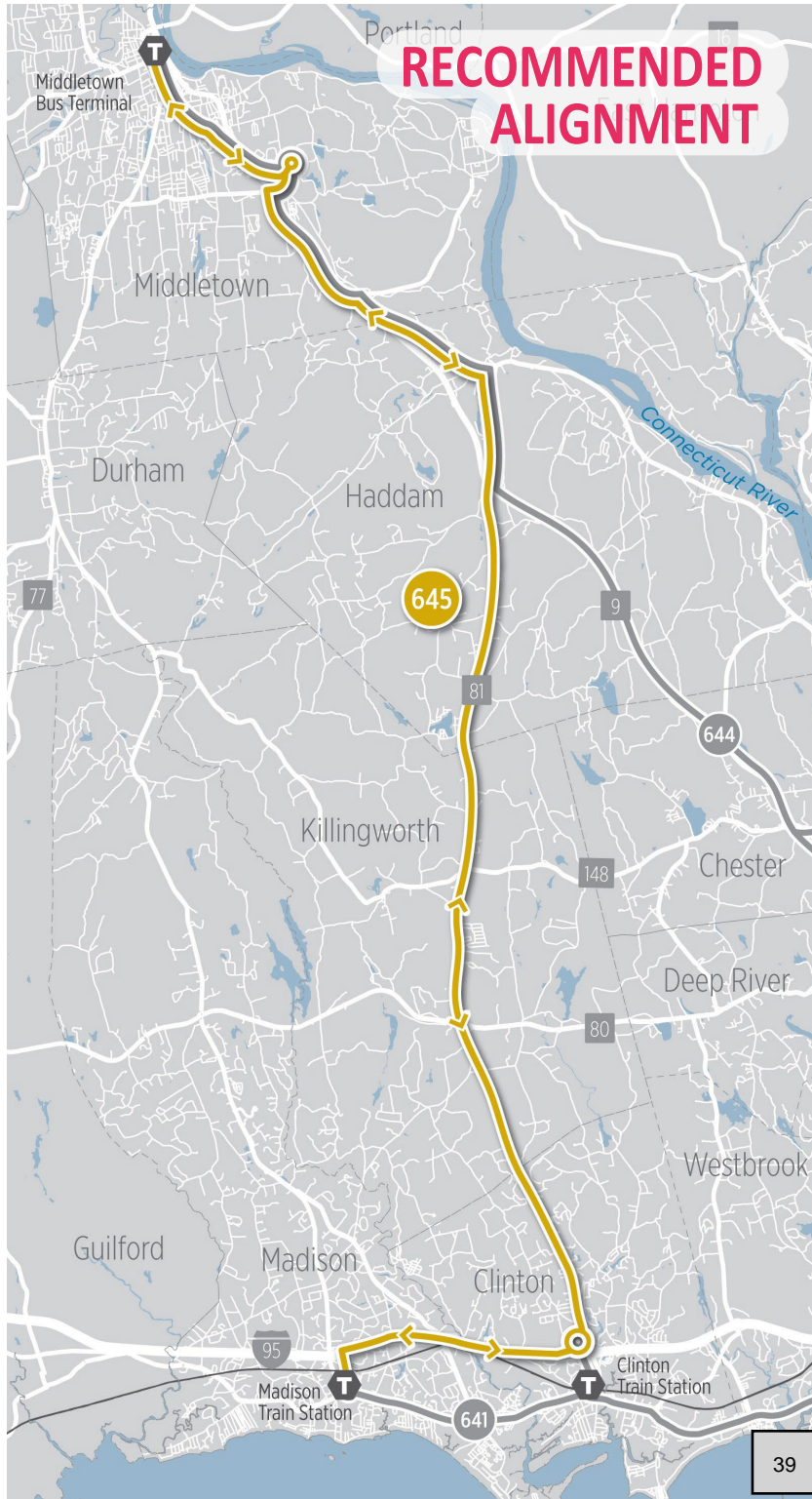
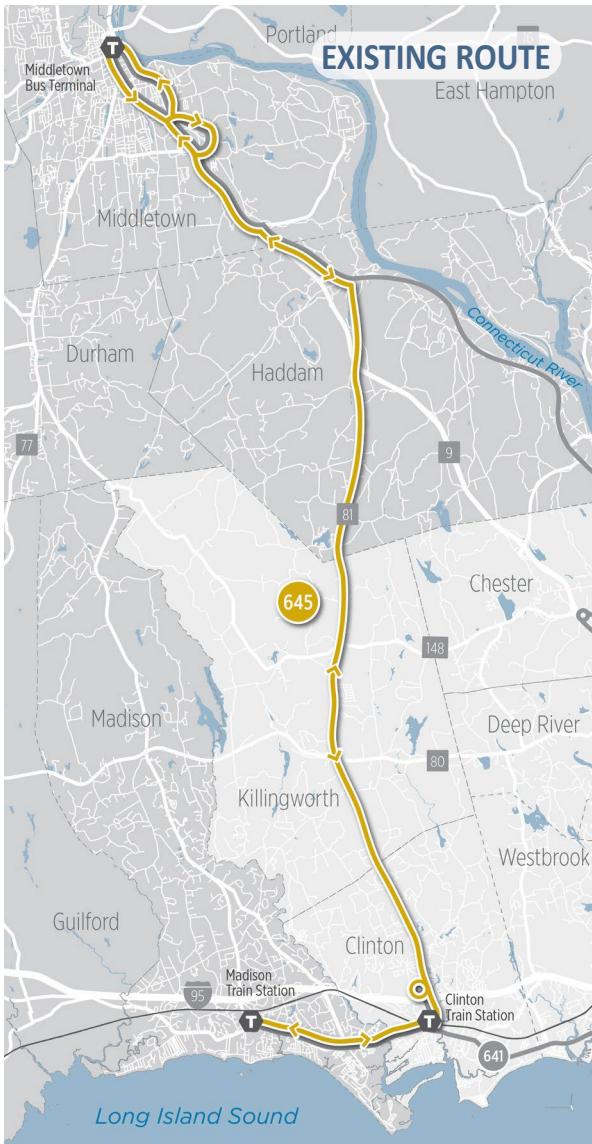
RECOMMENDED IMPROVEMENTS

- Align with Route 9 through Haddam to improve speed and reliability
- Maintain stops at Essex and Chester Park & Rides, Chester Center, Higganum, and Middlesex Community College
- Discontinue route segment on Route 154 in **Chester** and **Haddam**

ROUTE 645: MADISON/MIDDLETOWN

9 Town Transit Route 645 currently operates bidirectional service primarily along Route 81. The route serves Madison, Clinton, Killingworth, Haddam, and Middletown.

THE LCRV STUDY IS EVALUATING POSSIBLE ROUTE CHANGES TO MAKE SERVICE MORE EFFICIENT FOR RIDERS. HOW WOULD THE POTENTIAL CHANGE SHOWN BELOW IMPACT YOU?



RECOMMENDED IMPROVEMENTS

- Align with I-95 from Clinton to Madison to improve speed and reliability
- Discontinue service to **Clinton Train Station**. Route 641 will continue to serve

Board Public Outreach Summary for Updated Routes

Route 581: 27 Total Comments

Positive Comments: 15

Neutral Comments: 3

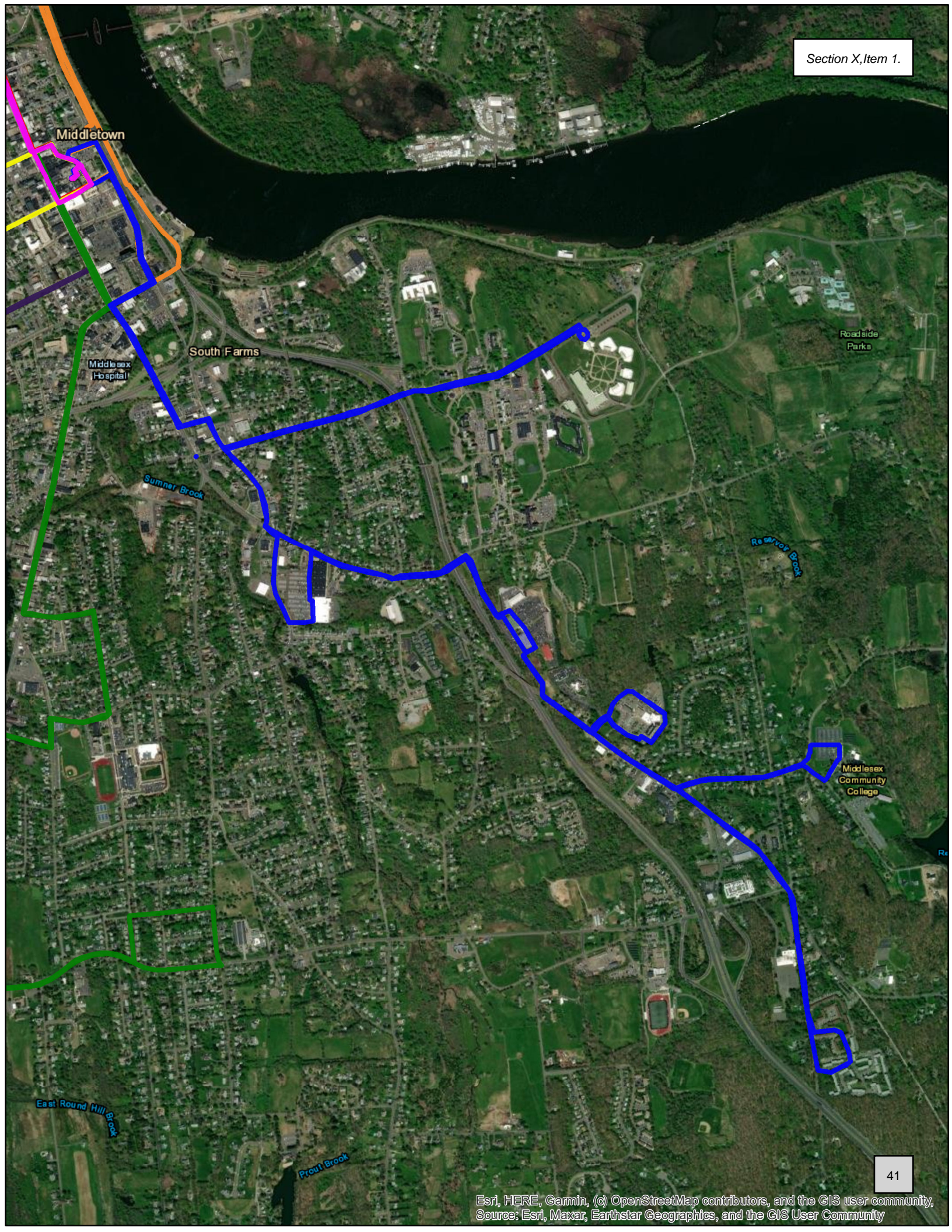
Negative Comments: 5

Common Themes of Comments

- Many people were in favor of the new bi-directional alignment and mentioned it as a significant benefit to the route (7)
- People mentioned removing loops across the system and this route are beneficial
- Many people said the changes were fine without going into detail (8)
- Some riders wanted to see if the new route would pull into CVH all day (2)
- Some riders are excited about it going into Stop and Shop inbound and outbound (2)
- Some riders were not against the changes but had some reservations related to not actually riding the route yet and that it would take time to get used to (2)
- There were multiple riders who expressed they used Randolph Road to catch the 581 and they were against the changes for that reason (3)
- Some people were against the routing due to preference of current routing or not wanting any of the routes to change in general (2)
- Drivers were in favor of the new routing and liked the idea of bi-directional service

Overall Takeaways:

The majority of surveys are in support of the route and many are excited about the new bi-directional alignment. The neutral comments were not against the changes but were either not sure about them or they wanted to ride the updated route first. The majority of the negative comments came from riders who live on Randolph Road, the portion that would be removed in the new routing. Drivers support the route realignment to bi-directional service as well and think it is a good idea to remove Millbrook and Randolph Road section as there is little ridership there. The biggest remaining issue with the route design is time. After test running this new route design with a bus, it came in over an hour. This is unacceptable as the route has to be closer to 50 mins to allow for transfer time at the terminal. We therefore are planning to make some changes to the proposed design to make sure the bus will run on time. The first change is to only pull into CVH once during the route in the outbound direction. We also plan on pulling into the Middlesex Community College once in the inbound direction. Finally, we will only pull into stop and shop once in the outbound direction but will still provide street access inbound. These changes should cause little to no issue for riders as this is how it currently operates and reducing the pull ins at these locations will allow for the route to be on time, which is critical.



Route 582: 24 Comments

Positive Comments: 11

Neutral Comments: 3

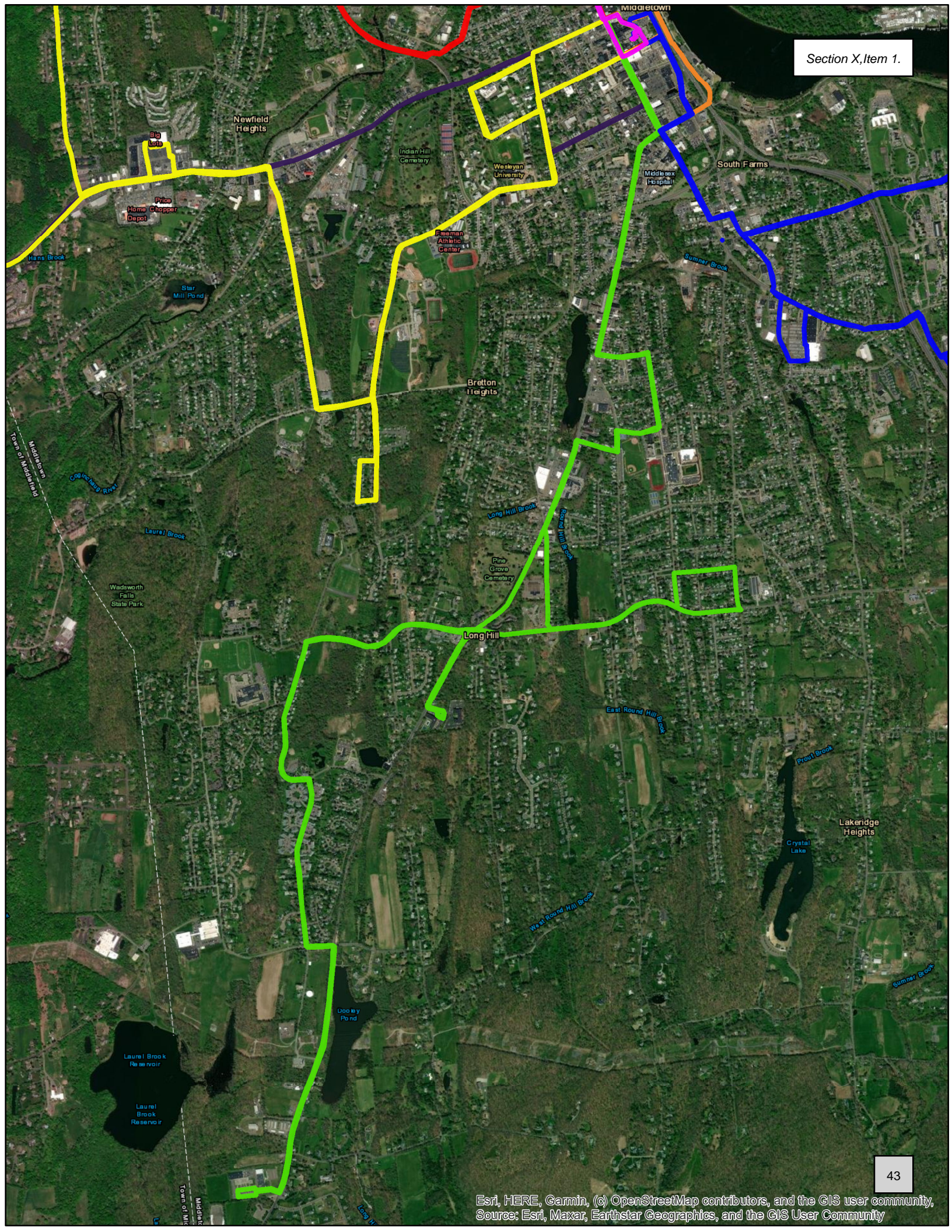
Negative Comments: 6

Common Themes of Comments

- Many people were in favor of the new bi-directional alignment and mentioned it as a significant benefit to the route (4)
- Many people had no issue with the route and thought the route changes looked fine in a more general sense (7)
- People who wrote neutral comments either had lingering questions about the new route design or were still not sure about them and were not expressly for or against them (3)
- Some comments had no feedback to give on the proposed changes directly but wrote about other things (3)
- The majority of comments against the proposed changes were related to the removal of the portion of Randolph and Ridge Road. Many riders used that stop for a pick up and would have to walk long distances without sidewalk to access the route. (5)
- Others were in opposition due to not wanting to change the current route. (1)
- Drivers were in support of the changed route and were excited to see changes as the current route is very cumbersome and hard to train new drivers due to its complexity
- There was also concern from the Middlesex Chamber of Commerce that the proposed route would no longer serve the Rec Center and Pat Kidney Field.
-

Overall Takeaways:

Many people liked the proposed design changes to make the service bi-directional and to remove loops within the route. However, there were some consistent concerns regarding the removal of service from Randolph and Ridge Road as it was a common stop for some riders. Many riders expressed real concern as it would be a real major inconvenience and potential safety hazard for some riders if that stop was removed. There was also concern of lack of service for the athletic fields and rec center. Drivers were overwhelming in support of the changes presented in this route due to current route issues and complexities. The proposed route currently would likely be very early based on the route runs and current performance today. There appears to be enough time to do a small loop around Randolph and Ridge Road and to still serve Pat Kidney field bringing the route length to a more reasonable 50 mins which is our target route length. These changes to the proposed design should resolve the concerns we received.



Route 583: 35 Comments

Positive Comments: 20

Neutral Comments: 4

Negative Comments: 5

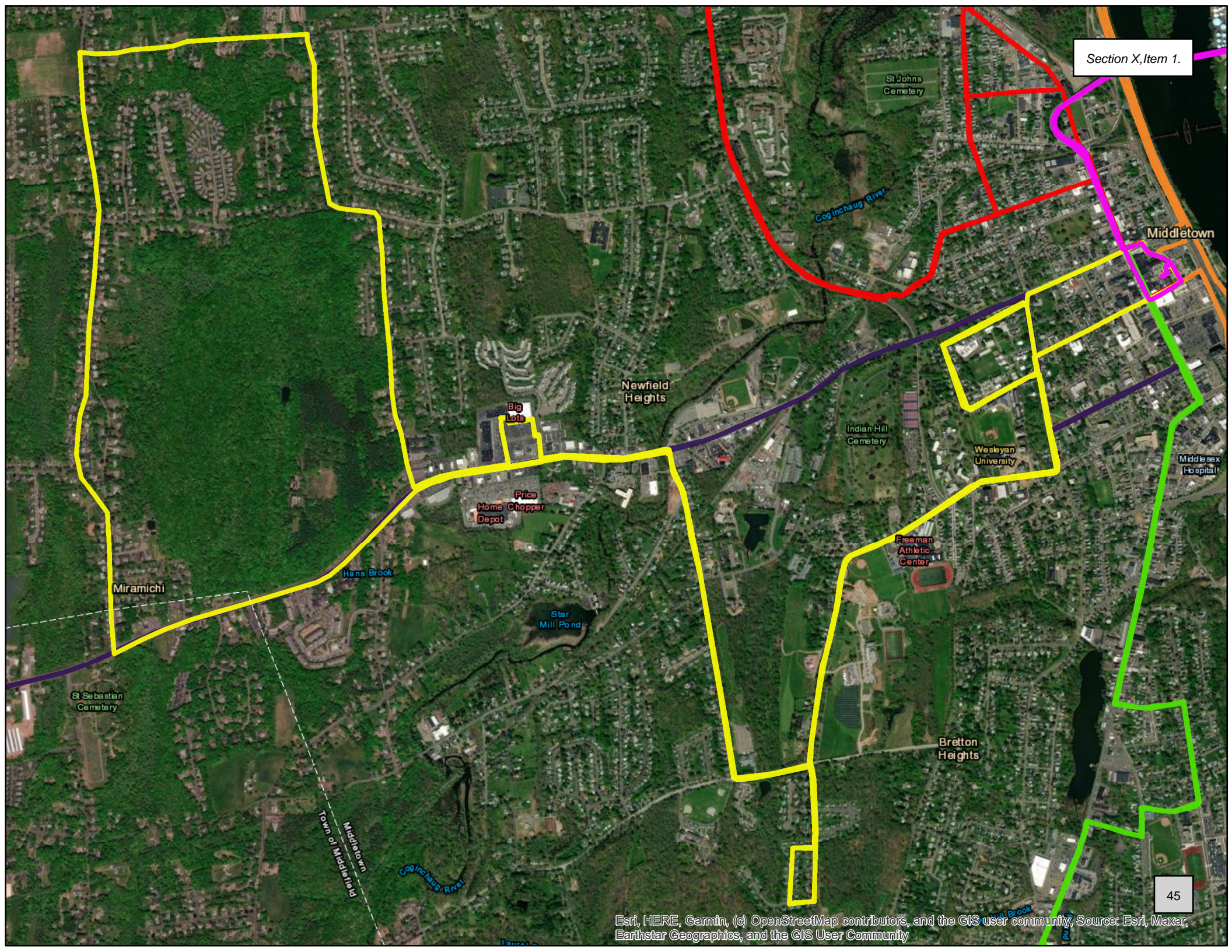
Common Themes from Comments

- Many riders expressed that they were in favor of removing loops within this route (7)
- some people were in favor of the new bi-directional alignment and mentioned it as a significant benefit to the route (2)
- Many people also expressed interest in faster routing to the Washington Street Shops (7)
- Many people had no issue with the route and thought the route changes looked fine in a more general sense (8)
- Most people who wrote neutral comments were ok with the route but wanted to make sure certain locations were still being served including Shilow Manor (2) and Snow School (1)
- The biggest issue the majority of the negative comments had was the removal of access for the Luther Ridge Senior Housing (4). (1) rider (3) Online Surveys
- One person was against any changes in general to the system
- Some comments had no feedback to give on the proposed changes directly but wrote about other things (5)
- Drivers had some concerns related to losing Luther Ridge despite low ridership from that area. However, there was consensus that this design would be better for most riders getting them to the Washington Street shops faster

Overall Takeaways:

Majority of responses were positive to this route. Particular interest was shown in providing faster access to the Washington Street shops and eliminating time consuming loops. However, there was some opposition to the changes based on the loop that serves Luther Ridge would be removed.. Many drivers supported the elimination of the Luther Ridge loop as there is not much ridership in those areas. However, some had some concerns and suggestions for alternative routing. The main remaining issue with this route is whether to continue to pull into the Price Chopper which is very difficult for our busses to do or try and still go to Luther Ridge. We only have time for one of these choices so we are leaning towards trying to keep Luther Ridge access.

Section X, Item 1.



Route 584: 22 Comments

Positive Comments: 18

Neutral Comments: 2

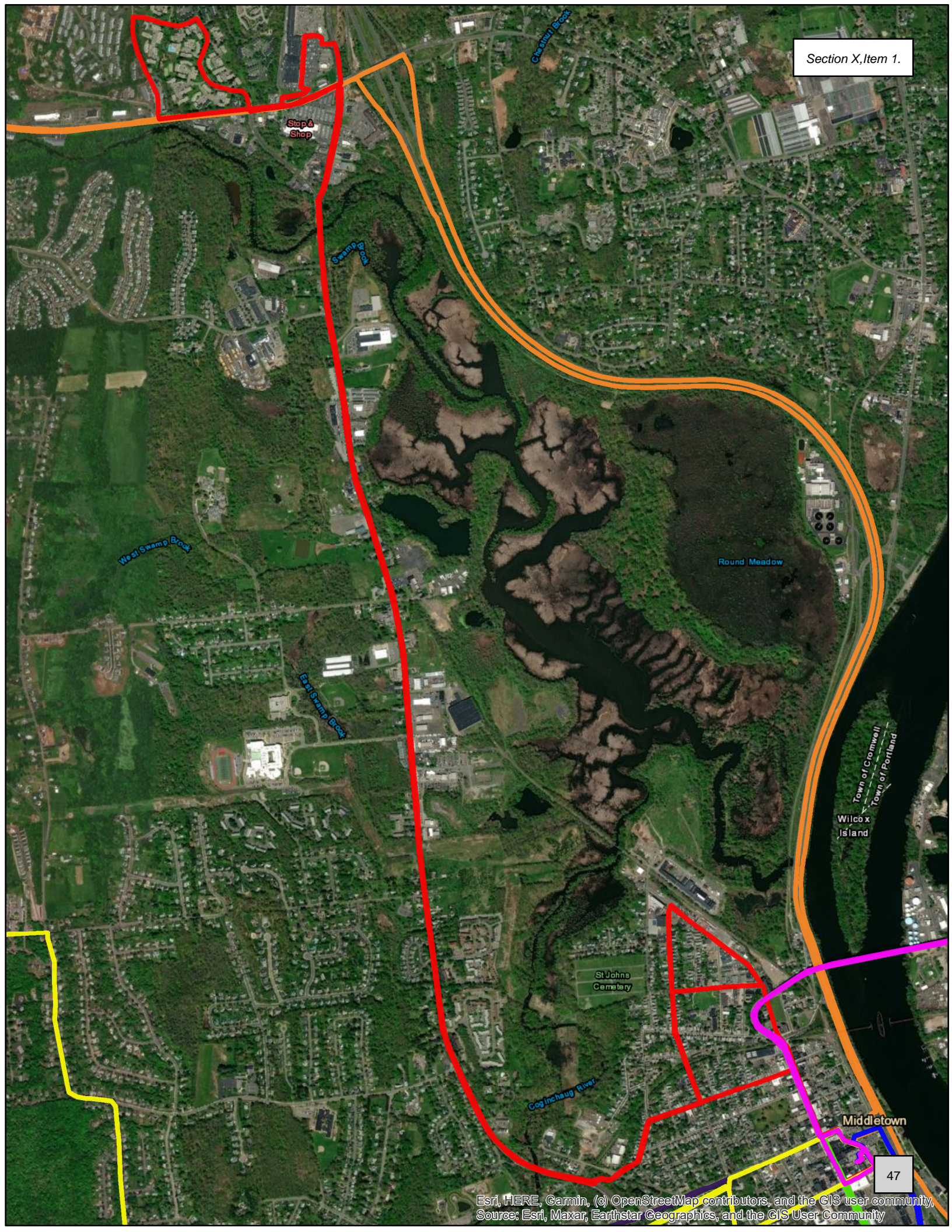
Negative Comments: 0

Common Themes for Comments

- Some riders expressed interest in improving access to the North End of Middletown (3)
- A lot of the comments suggested support or no issue with the changes more generally (13)
- some people were in favor of the new bi-directional alignment and mentioned it as a significant benefit to the route (3)
- The one neutral comment wished for the 584 to pull into Shoprite and Stop and Shop plaza as they are on a busy and dangerous road. Another neutral comment asked a question about if it would still go to WestLake Drive, Stop and Shop, and Price rite Plaza.
- Some comments had no feedback to give on the proposed changes directly but wrote about other things
- Drivers like the proposed design and increased North End Access

Overall Takeaways:

The route received near unanimous support with no major concerns other than a request to pull into Shoprite and Stop and Shop Plazas. Some riders also liked the improved North End Access and introducing service at the Cromwell Hill Apartments. Despite the potential lengthening of the route, drivers thought with the extra time it should not be an issue. Drivers were also in favor of going down Grand Street. Even with the additional North End Loop inbound it appears the route will have no issues with time based on the driving runs.



Stop & Shop

Chestnut Brook

Swamp Brook

West Swamp Brook

Round Meadow

East Swamp Brook

St Johns Cemetery

Coginchaug River

Town of Cromwell
Town of Portland

Wilcox Island

Middletown

Route 585: 22 Total Responses

Positive Responses: 16

Neutral Responses: 0

Negative Responses: 0

Common Themes of Comments

- Many riders in support of the changes believe staying on Berlin Road may save a little time and would likely be faster than the current routing (7)
- Some riders are excited that it will also pass by the Stop and Shop and other shops on Berlin Road inbound (4)
- Some comments had no feedback to give on the proposed changes directly but wrote about other things (6)
- Some of the respondents suggested support or no issue with the changes more generally (5)
- Drivers agreed that staying on Berlin Road could actually be faster, especially during rush hour.
- Fedex also had no issues with the route changes and were happy to give the info to their employees.

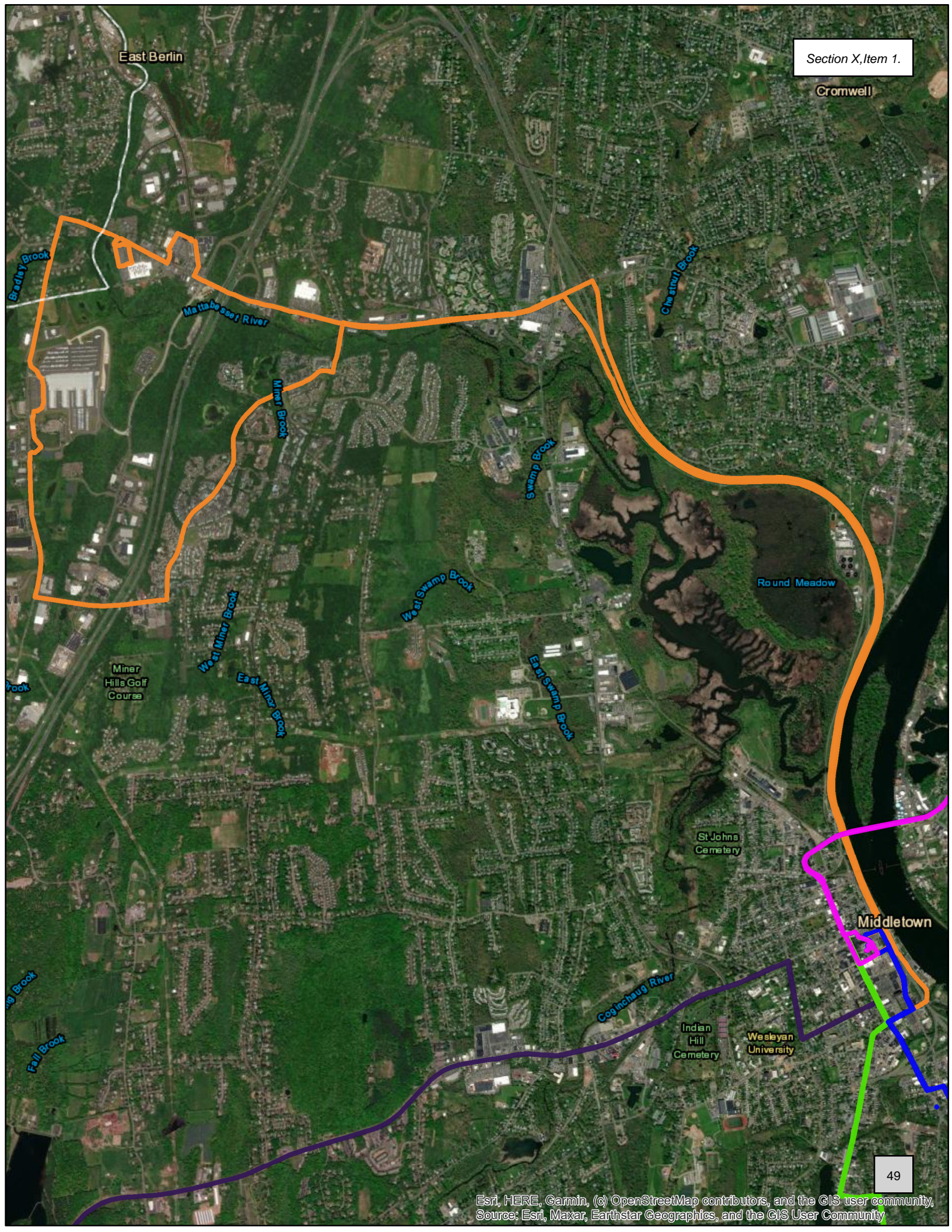
Overall Takeaways:

Route 585 had no negative feedback and riders largely agreed that there could be time savings by staying on Berlin Road longer. Many riders also appreciate the additional access to shops along Berlin Road that weren't served inbound before such as the Stop and Shop. It appears as if the time could be improved through the proposed route change to stay on Berlin road.

East Berlin

Section X, Item 1.

Cromwell



Mattabesset River

Cheshire Brook

Bradley Brook

Miner Brook

Swamp Brook

West Swamp Brook

Round Meadow

Miner Hills Golf Course

West Miner Brook

East Miner Brook

East Swamp Brook

St Johns Cemetery

Middletown

Coginchaug River

Indian Hill Cemetery

Wesleyan University

Fall Brook

Route 586: 14 Responses

Positive Comments: 5

Neutral Comments: 4

Negative Comments: 0

Common Themes of Comments:

- There was consistent support of removing the North Main Street portion of the route (6)
- A some riders expressed that people use the corner of Main and Marlborough Street so we should not remove that (3)
- Most people liked the idea of consistent routing throughout the day instead of separate AM/Pm routing (8). However, one person expressed they prefer the alternating routing because they are used to it
- Many riders also agreed that Lake Drive turnaround gets very little use (5). However, one rider said that her daughter sometimes uses that stop for the bus occasionally at the Dollar General
- There was also clear consensus that riders wanted the service to run consistently throughout the day without the breaks in the middle of the day.
- One rider also expressed the importance of being on time to make sure he can transfer to his other bus once in Middletown.
- Drivers liked many aspects of the proposed changes but each had their own ideas of what would be needed to get the route to under an hour while still preserving the exiting ridership.

Overall Takeaways:

While there is no clear final routing coming from outreach, there are some points of consensus. These include overwhelming support for the removal of the North Main Street portion of the route, support for operating one route throughout the day, and getting the route to under an hour to pulse with the rest of the system. There is also a lot of support for removing the Lake Drive turnaround due to very low ridership. There is also a strong sentiment among many riders and drivers that the Middletown Ave/Main Street intersection gets some riders and should be kept. This would mean we would have to alter the original proposed changes significantly. We are still finalizing designs we can look at to see what would work best. We believe we have found a design that will work timewise and still preserve ridership. We have to test run this next week to confirm the time savings.



Cromwell

Round Meadow

Portland

Middletown

Middle Haddam

Cobalt

Lake Pocotopaug

Lake Pocotopaug

East Hampton

Pocotopaug Creek

Hartford Middlesex

Route 590: 26 Comments

Positive Comments: 15

Neutral Comments: 5

Negative Comments: 1

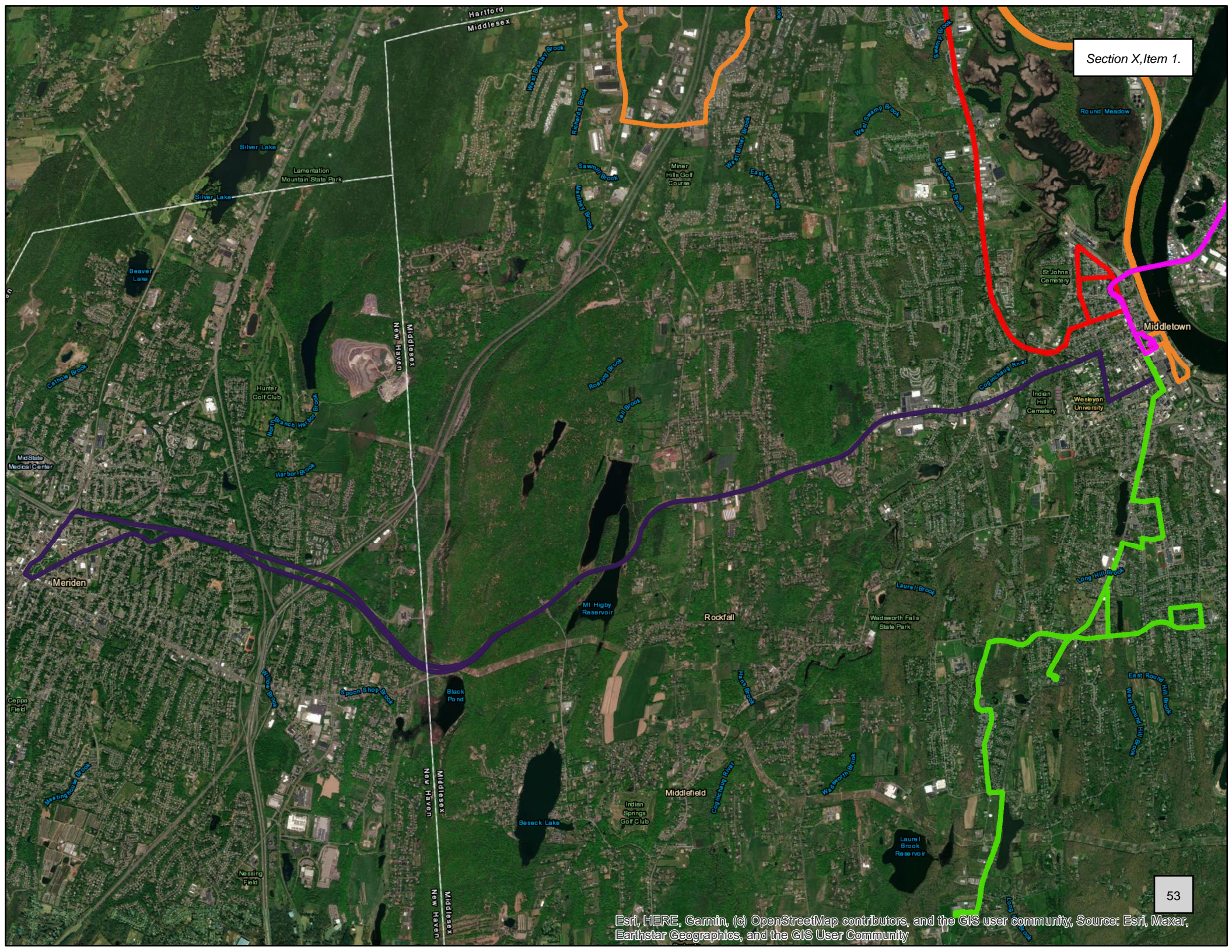
Common Theme of Comments

- Most comments were directed towards the Saturday routing and scheduling, as the weekday route is not changing much at all
- There were many comments related to keeping the Meriden Mall or not on Saturday (10). There was an even split of people who wanted to keep Meriden Mall Service (5) and those who preferred the exact same routing on Saturday as the Weekday (5). Some riders pointed out that there are CT Transit Meriden routes that go to the mall already.
- No rider was against removing the Cromwell portion of the route as many mentioned there is already service to that location on Saturdays through the 584/585 (4)
- some riders requested the schedule line up better with the Meriden Rail Road Station train schedule (3)
- The negative comment and a neutral comment were concerned with the new schedule changes to the clockface service as it would mess up their transfer connection with the CT 566 bus to get to the 590 Bus. (2)
- There also additional positive comments with more general support for the changes (8)
- Drivers were in support of removing the Walmart service on Saturday as the 584-585 combined route already provides service to that area on Saturday.

Overall Takeaways:

No one seemed to have an issue with the small changes with the weekday service. There was clear consensus that removing the Cromwell portion of the route would be beneficial and is already covered by the 584/585. There was more debate in whether or not to keep Meriden Mall Service on Saturday with a 50/50 split between riders and drivers. We are deciding to remove the Meriden Mall from the Saturday service as there is a frequent CT Transit Meriden Route that transfers with the 590 and goes to the mall. Any real pushback or concerns came from potential scheduling conflicts not with the route itself.

Section X, Item 1.



Route 641: 14 Comments

Positive Comments: 11

Neutral Comments: 1

Negative Comments: 1

Common Themes of Comments:

- Preserving the transfer connection at the Scranton Gazebo was important to some riders (2)
- Many riders agreed that the Westbrook Mall saw very little to no ridership (4)
- Many riders explicitly liked the Clinton/Westbrook Mall Alternating idea (4)
- Many riders liked or had no issues with the changes more generally (6)
- People like the schedule going to Hourly throughout the day
- The negative comment was concerned about the initial proposal of removing the Stop and Shop from the route.
- Neutral Comment was concerned that it could be confusing to use a new route the 640 to supplement any lost service.
- Drivers agreed that the route could be completed under an hour in order to make the pulse system work at the Old Saybrook Train Station. They also liked the alternating mall idea to allow this to happen. They were also in favor of not pulling into ShopRite and the Stop and Shop in Clinton as they are hard for the bus to maneuver in and take a serious amount of time.
- Vista is also ok with the changes assuming we still serve the Old Saybrook Stop and Shop

Overall Takeaways:

There appears to be both a desire and belief that we can get the 641 to under an hour consistently with the proposed changes including the alternating mall directionally and not pulling into the Stop and Shop and Price Rite. In order to get the route to under an hour each way, the plan is to have one direction go to one of the malls and the other direction to go to the other mall between Clinton and Westbrook. This would mean that riders can still access these locations if need be while still saving on time for the route. Riders pushed back on removing the Stop and Shop even with 640 replacements but are ok with removing Senior Center portion and alternating between the malls. As a result we plan on still serving the Old Saybrook Stop and Shop. All the drivers I talked too also liked the changes and believed there was spare time already and with the changes hourly service could be achieved. Hourly service is critical for allowing for the new Pulse system scheduling at the Old Saybrook Train Station. The drive times were also encouraging coming in around 47 mins even with service pulling into Old Saybrook Stop and Shop.

Section X, Item 1.



Route 642: 5 Responses

Positive Comments: 3

Neutral Comments: 2

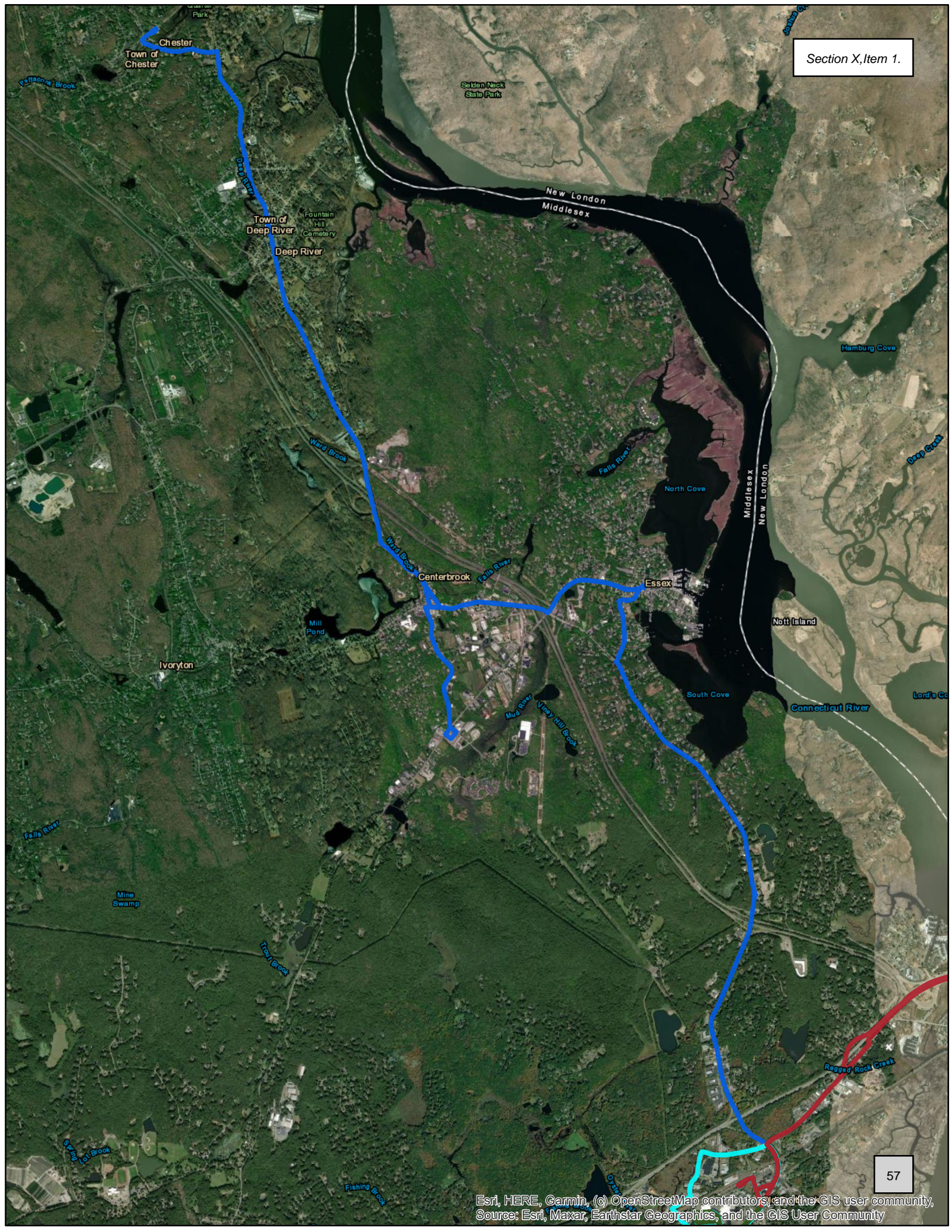
Negative Comments: 0

Common Themes of Comments:

- One rider wanted to maintain the Bokum Plaza stop in Essex
- One rider wanted the bus to stop and transfer at the Stop and Shop because it felt safer than the train station bus stop
- Most riders were ok with removing the Ivoryton Optional Branch and the Old Saybrook portion of the route. (3)
- Drivers were in favor of removing the optional Ivoryton Branch as very few people request it and when they do it makes them behind for the rest of the day.

Overall Takeaways:

There seems to be no major concern with any of the proposed changes based on the small amount of feedback received. The drivers confirmed that the sections being lost would not impact much of the ridership and the 640 would be a good idea to take the Old Saybrook portion. An additional wrinkle in this design is that we plan on interlining this route with the 640 to make the new schedule possible. Therefore, we need the 642 to be 30 mins or under which is why it is so important that we shorten up the route. Based on driving the new route it looks like we will just be there with times between 29-31 mins depending on the direction. Either way, these changes are critical to the success of the new proposed pulse system at the Old Saybrook Train Station.



Route 643: 9 Responses

Positive: 0

Neutral: 1

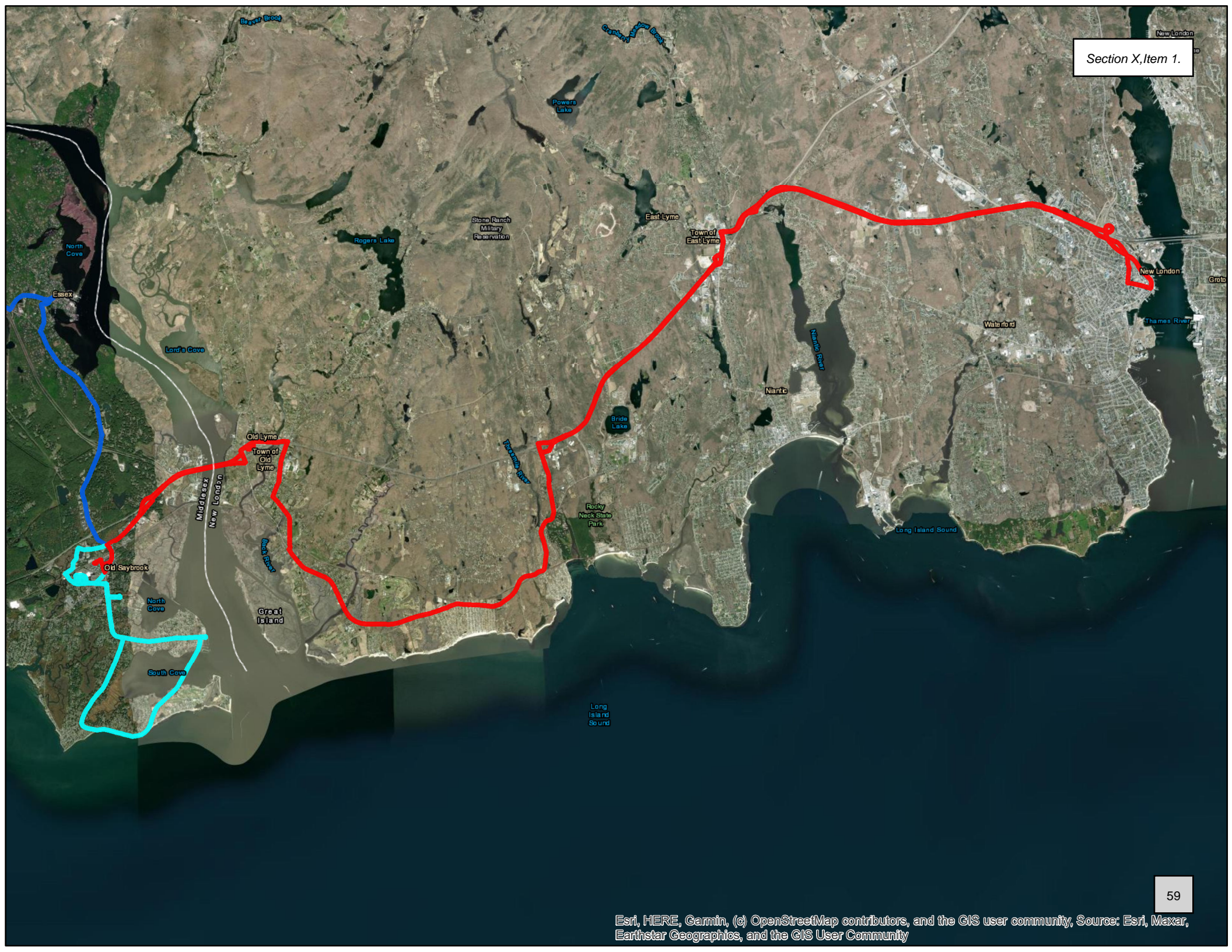
Negative: 7

Common Themes of Comments

- No Positive comments about the proposed changes
- Most riders either used the bus in Old Lyme or were deeply concerned for riders in Old Lyme with the new proposed route (6)
- A couple riders admitted that it would be a faster service but they were still against the proposed routing (2)
- Riders seemed open to the idea of some tweaks and changes to the route, but not what was proposed.
- No one was concerned over losing access to the deviation to North Old Lyme
- Drivers mentioned that they do pick up people in Old Lyme so the changes would negatively effect many riders.

Overall Takeaways:

The proposed route changes were not in favor by a single rider surveyed. Even those who didn't have a stop in Old Lyme opposed it for the riders who did. There was no issue however with removing the North Old Lyme deviation from the route. In response to the negative responses we developed an updated proposed route that maintains the vast majority of service in Old Lyme will still speeding up the route resulting in a faster route that should not impact ridership much at all.



Route 644: 48 Comments

Positive: 1

Neutral: 2

Negative: 44

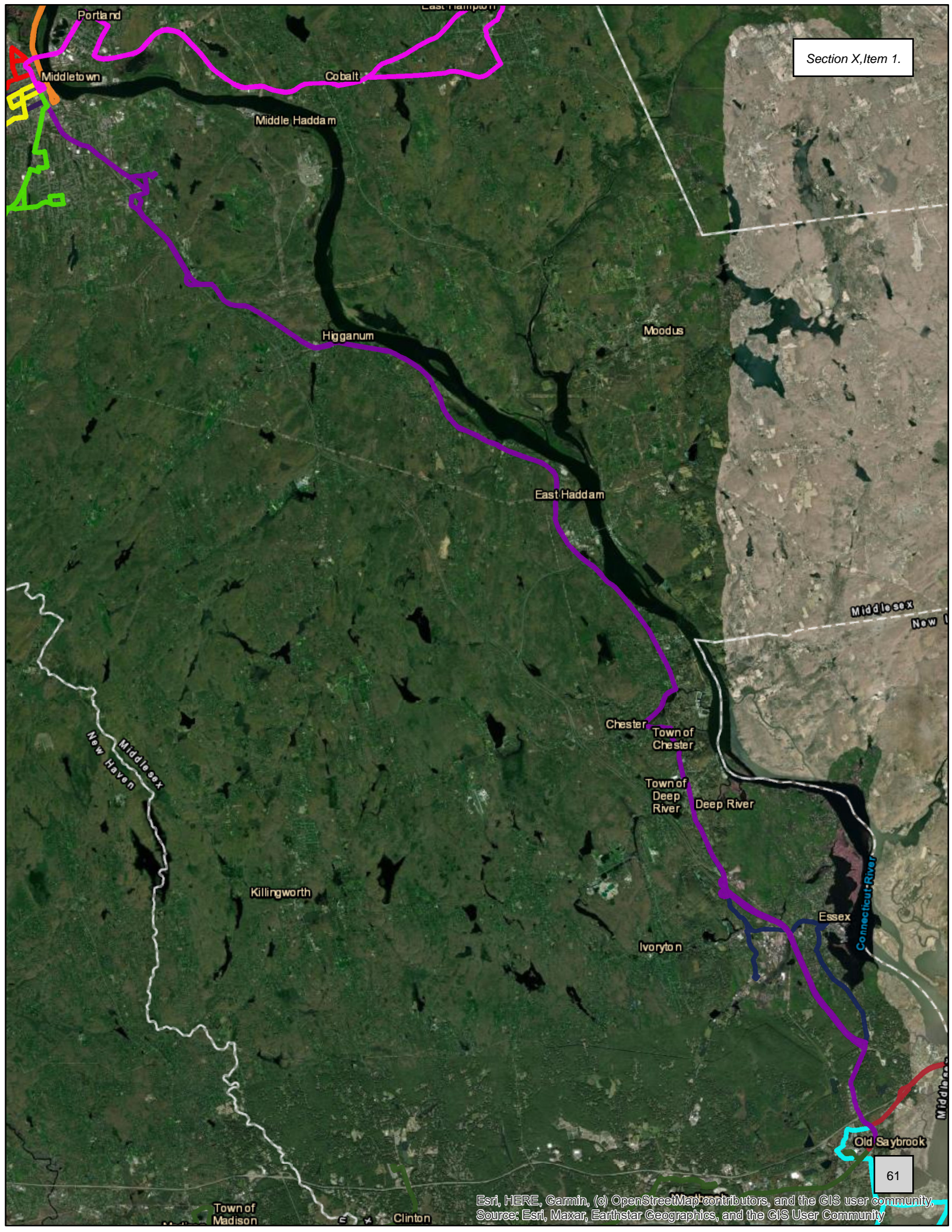
Common Themes from Comments

- Near unanimous concern with some outrage of the proposed re-routing of the 644 to route 9 instead of Haddam and Higganum both from riders and non-riders alike. There was a clear campaign to send in feedback on the proposed changes (44)
- One neutral comment said that they don't use it in Haddam and Higganum but know people who do
- The one positive comment uses the service to get from Old Saybrook to Middletown for Middlesex Community College so a faster route would benefit him.
- No issue with proposed changes to the alignment in Middletown
- Driver thinks many riders will hate the change
- Town officials also sent in feedback opposed to the changes

Overall Takeaways:

While there would likely be some modest time savings with the proposed changes there is overwhelming opposition from riders, town officials, drivers, and citizens of Haddam and Higganum. We received the most comments on a route with some of the lowest ridership and almost all were negative. However, there was no opposition to the alignment changes in Middletown, the Route 9 Re-route should not be a part of these changes. Instead we are looking for less disruptive ways to save time on the route. We still need to save time on the route otherwise the route will be late consistently and make the pulse system not work well at the Old Saybrook Train Station. We are looking at removing the Chester Park and Ride as traveling there adds a good amount of time with little ridership. Plus Chester center and Main Street are still being served by this route. We are now finalizing the details of this route but believe we can make these time savings without disruptive impacts. We will not be re-routing service from Haddam and Higganum to Route 9.

Section X, Item 1.



Route 645: 9 Comments

Positive: 5

Neutral: 2

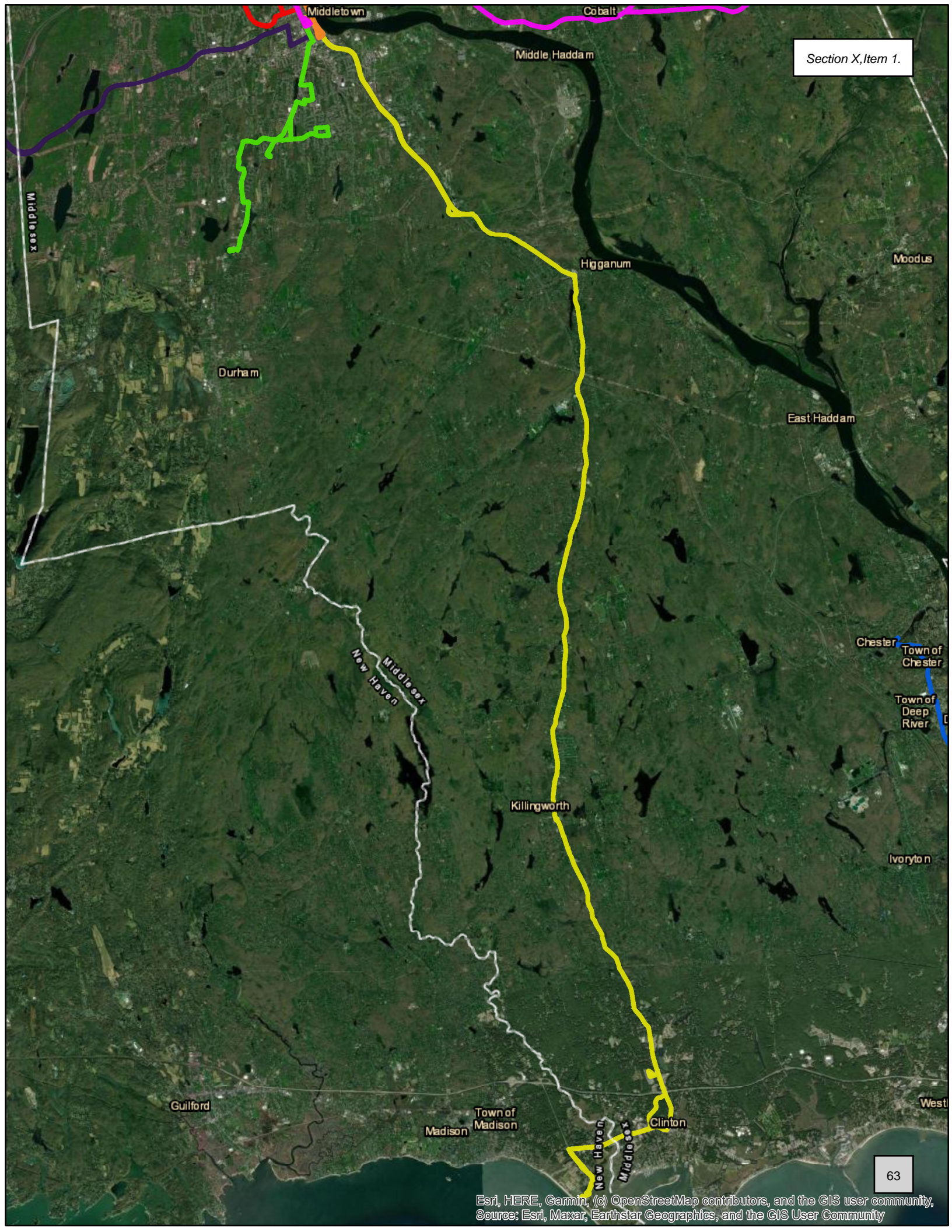
Negative: 0

Common Themes from Comments

- Many riders are ok/like the idea of going on the highway in Clinton to save time (3)
- Some riders expressed their support as long as the Clinton Crossing Mall was still served (2)
- One rider really likes the idea of bi-directional service in Middletown. He has felt stranded because of the current routing today not being bi-directional.
- Drivers liked the idea of saving time on the route by staying on the highway. However, they did have some concerns of riders who get picked up in the Clinton Portion of the route. That portion of the route is still served by the 641 and riders can take the 641 and transfer to the 645 at the Scranton Gazebo in Madison.

Overall Takeaways:

While many of the riders surveyed were ok with the changes to go on the highway, both Ed and Lee were concerned with the changes as they have multiple regular daily riders who either get on or get off on Boston Post road in Clinton. Lee was particularly concerned about 3 regulars he picks up daily in Clinton who work for business in Killingworth. However, with the 641 service on Boston Post Road they should be able utilize the 641 to transfer quickly to the 645. There is consensus that the alignment changes in Middletown are fine with both riders and drivers.



Route 640:4 Responses

Positive: 3

Neutral: 1

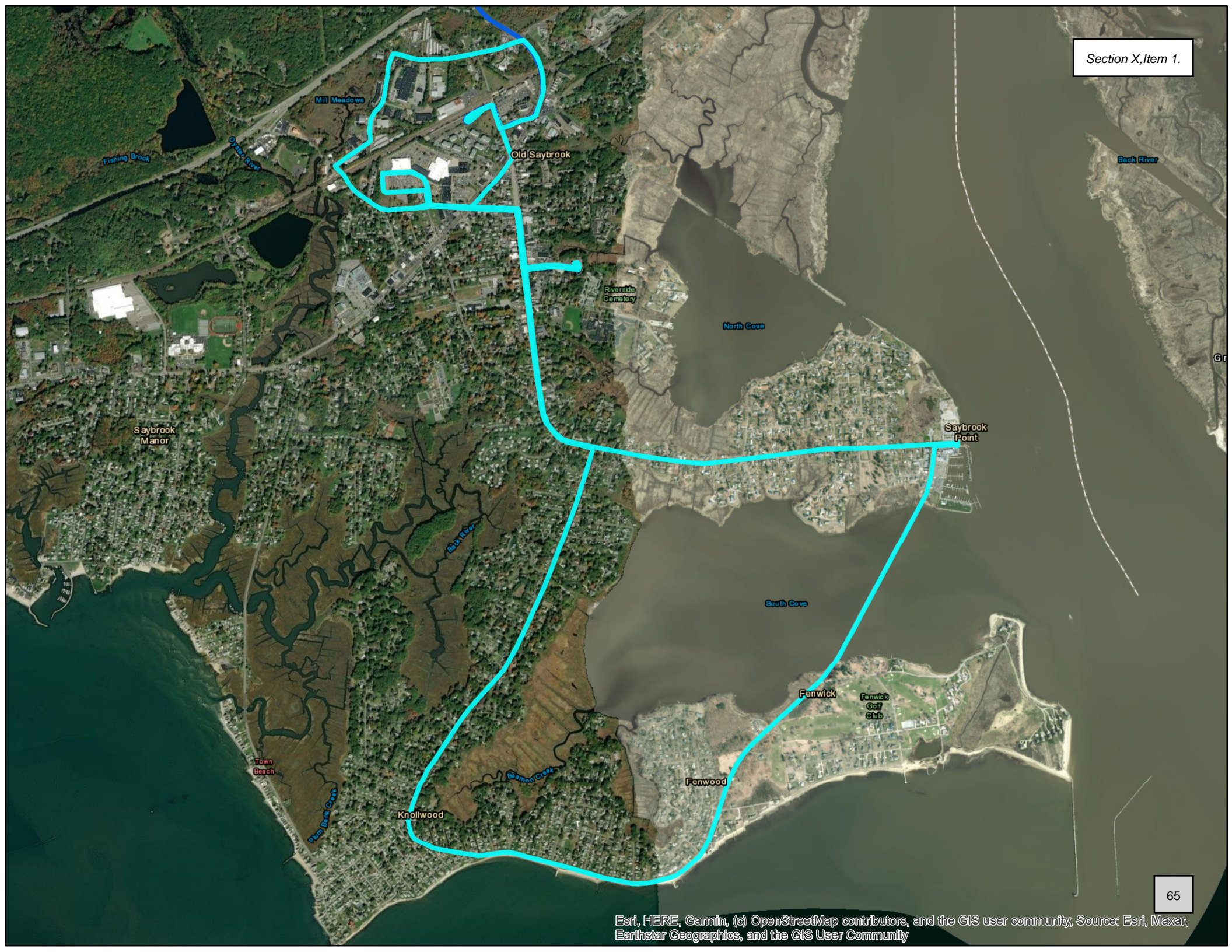
Negative: 0

Common Themes from Comments:

- There was an overall positive sentiment from most of the responses (3)
- There was a comment talking about the economic development and tourism benefits of the route.
- The neutral comment was concerned about the replacing portions of the 641, 642, and 643 with the 640 and how it could be confusing for riders, but was not against the route.
- Most shoreline riders we surveyed also supported the proposed schedule changes which would only be possible with the 640, suggesting further support for the route.
- Drivers seemed excited about the new route and its ability to shorten their existing route to help them get on time more frequently and allow the new pulse system to work.

Overall Takeaways:

Despite limited amount of survey responses directly involving the 640 route itself, there is large support for the schedule changes in the Shoreline that this route is necessary for. Among the surveyed responses and community organization feedback there is excitement that this route will provide access to many employment, shopping, and recreational opportunities for riders. Drivers also seem to support this route and some have shown interest in driving it. This route is also a fast route allowing it time to interline with the 642 another fast route. This new route is necessary for our new schedule changes to function properly.



Schedule Changes Shoreline: 27 Comments

Positive Comments: 19

Neutral Comments: 4

Negative Comments: 0

Common Themes from Comments

- Many riders are in favor of the schedule changes for improved transfer opportunities (10)
- Many riders are in favor of the schedule changes more generally (9)
- Some of the neutral comments even like the schedule changes in theory, but are skeptical if they can be pulled off due to late routes due to traffic, road work, etc. (2)
- One rider was concerned that the changes could impact his transfer to the 201 at the Scranton Gazebo.
- Several other comments were made about various requests unrelated to the Old Saybrook Pulse (4)

Driver Comments

- Likes the schedule changes to have all of the buses meet (Nester)
- She is not opposed to the schedule changes and she sees the value in improving transfers. However, she is concerned about the 640 being able to find enough drivers. She sees the benefit to the schedule changes and mentions how the 644 has an awful wait time and does not connect well with the other routes (Tina)
- Schedule changes make sense, she likes all 5 buses together to improve transfer connections (Jubilee)
- He likes them meeting together at the top of the hour at the train station. He knows many riders who take the 643 who then have to wait a long time to take the 644, this change would solve that issue. (Frank)
- Ben likes the schedule changes for the improved transfer opportunities for riders (Ben)
- Likes the schedule changes to improve transfer times. Thinks it could work well. (Val)
- He likes the proposed schedule changes (Carlos)
- He is in favor of the schedule changes to have all the buses transfer together. (ED)

Community Organization Feedback:

- Sarah and Johanna both like the proposed changes in the Shoreline to improve transfer times.

Overall Takeaways:

The proposed Old Saybrook Pulse system has a lot of support from both riders and drivers. There is excitement around much better transfers for riders who use more than one bus. There is also some excitement for some of the new route designs and new 640 route as part of these schedule changes. There is a legitimate concern from some riders and drivers to the feasibility of the pulse due to late runs and traffic concerns, but everyone seems to be on board with the concept.

Schedule Changes Middletown: 54 Responses
Positive Comments: 39

Neutral Comments: 6

Negative Comments: 3

Common Themes from Comments:

- Some riders expressed that going to 60 minutes would provide a simpler schedule (6)
- Many riders expressed it would help buses stay on time to allow for better transfer times with the other buses at the terminal (7)
- Many riders expressed a more general support for the changes or had no issue with them (28)
- The most common point of concern from the negative and neutral comments were the initial changes to schedule and the impacts it would have on their current work schedule (5).
- There was also an accusation of reducing service instead of “opting” for a 30 min frequency and a separate accusation of already making up the decisions and just going through the motions
- There were also several other comments related to schedules and requests for more service on specific routes that don’t have to do with the hourly pulse system (6)

Driver Comments:

- Overall positive sentiment to going to 60 mins headway. (PM Driver Meeting)
- would like to see a guaranteed 10 min relief time (D)
- She thinks the 60 min schedule is a great idea, easier for riders and will help greatly with staying on time and getting bathroom breaks (Monica)
- No issue going to 60 min clockface, thinks it makes more sense than the current schedule system (Justin)

Community Organization Feedback

- She also agrees with the change from 50 to 60 mins in Middletown to simplicities sake and clockface scheduling (Coalition of Hunger and Homelessness)
- However, they did ask questions about the schedule and seemed open to the 60 min change assuming they could get the information in advance to employees so that can adjust schedules if need be. (Fedex)
- In favor of the 60 min change (Middlesex Community College)
- They both like the schedule changes in Middletown (Middlesex Chamber of Commerce)

Overall Takeaways:

Overall, there appears to be broad support for the transition to a 60 min clockface pulse. Most riders, drivers, and community organizations are in support. The extra 10 mins to provide adequate time for routes that run late allowing for better transfers was appreciated. The simpler clockface scheduling was another benefit of the change that was appreciated by many. There were some legitimate concerns about changing schedules and the impact it may have on work schedules. That is why if these changes going forward, we need to give plenty of notice in advance for riders to make sure they can coordinate their work schedules to new bus schedules. There should also be a real benefit for the drivers as it should allow for more consistent breaks in between runs.