
**MINUTES OF PVTA'S
ROUTE COMMITTEE MEETING
March 12, 2025**

1. CALL TO ORDER

The Route Sub-Committee of the Pioneer Valley Transit Authority Advisory Board met on Wednesday, March 12, 2025 at 1:00 PM remotely in accordance with the Governor's State of Emergency Provisions of the Open Meeting Law, G.L. c. 30A, Section 20, relieving from the requirement of section 20 of chapter 30A that it conduct its meetings in a public place that is open and physically accessible to the public, permitting a public body to allow remote participation by all members.

MEMBERS PRESENT:

Members: Peter Miller, Westfield; J.M. Sorrell, Williamsburg; Benjamin Hood, Palmer; Tim Sheehan, Springfield (1:04 P.M.);

NOT PRESENT: N/A

A quorum being present, Chairman of the Route Committee, Peter Miller, called the remote meeting of the Route Committee to order at 1:02 P.M.

2. PUBLIC COMMENT

No public comments were made.

3. APPROVAL OF MINUTES OF MARCH 18, 2024

Chairman Miller asked for a motion from the Route Committee to approve the meeting minutes of March 18, 2024.

Motion: Moved and seconded (Sorrell/Hood) to approve the meeting minutes of March 18, 2024.

Chairman Miller asked if there was any discussion, hearing none, asked for a roll call vote.

J.M. Sorrell: Yes

Benjamin Hood: Yes

Peter Miller: Yes

Motion passed, 3-0 vote.

Tim Sheehan joined meeting at 1:04 P.M.

4. SPRING BID ROUTE CHANGES INCLUDING:

- **X94 NEW ROUTE**
- **ADDITION OF SUNDAY SERVICE TO THE B17, G19, & R22**

Paul Burns, Director of Transit Operations, reported the following:

The additional funding received for FY25 has allowed PVRTA to implement additional service. This service is based on studies conducted and feedback received.

New Routes:

- X94: (Outer Crosstown): This new route will connect the Ludlow Big Y and East Longmeadow Big Y and provides service along Chapin St and East St in Ludlow, Parker St in Springfield, and Elm St, Mapleshade Ave, and N Main St in East Longmeadow. This route will run on weekdays, Saturdays, and Sundays with hourly frequency and provides for easier crosstown trips with transfers available to G1, G2, B6, and X90. Service on the X94 is scheduled to begin on March 23, 2025.
- Northampton/Southwick: In partnership with FRTA, this new route will provide service from Northampton to Southwick with improved micro transit connections with FRTA in Southwick and Southampton. The route will provide direct connections from Southwick and Westfield to Northampton. Currently the route is planned to operate 7 days a week from 7:00 AM to 7:00 PM. We anticipate this route commencing service in late 2025.

Sunday Service:

The B17, G19, and R22 routes will have new Sunday service, operating on the same schedule as Saturdays.

Route changes to improve efficiency / performance:

- P20: Revised schedules on weekdays, Saturdays, and Sundays to improve schedule reliability and on-time performance.
- B23: Revised schedule on weekdays to improve schedule reliability and on-time performance.
- X90: On Sundays, all trips will use "A" routing in Chicopee Falls, using Broadway and serving Canterbury Arms Apartments.

Motion: Moved and seconded (Sorrell/Sheehan) to recommend to the Board approving the implementation the X94 and the Northampton/Southwick pilot.

Chairman Miller asked if there was any discussion, hearing none, asked for a roll call vote.

J.M. Sorrell: Yes
Benjamin Hood: Yes
Tim Sheehan: Yes
Peter Miller: Yes

Motion passed, 4-0 vote.

Motion: Moved and seconded (Sorrell/Sheehan) to recommend to the Board approving the addition of Sunday service on the B17, G19, and R22.

Chairman Miller asked if there was any discussion, hearing none, asked for a roll call vote.

J.M. Sorrell: Yes
Benjamin Hood: Yes
Tim Sheehan: Yes

Peter Miller: Yes

Motion passed, 4-0 vote.

5. TITLE VI ANALYSIS FOR R24, R29, 36, & 38 FOR POTENTIAL CHANGES IN FY26

Paul Burns reported the following:

A Title VI route analysis is required before PVRTA implements major changes to its fares or service that could have a disproportionate impact on minority or low-income riders. Since the service enhancements to be implemented next fiscal year are considered major changes, we are requesting authorization from the Advisory Board to conduct Title VI analyses and hold public hearings for the following routes:

R29, 36 and 38: This Title VI analysis will be conducted for these routes as a package. The R29 currently connects Springfield and Amherst with 6 round trips daily on weekdays and 2 round trips on weekend days.

The 36 begins at Olympia Place in Amherst and ends at Atkins Farm in Amherst.

The 38 currently connects Mount Holyoke College with Amherst Hampshire and UMass Amherst beginning at Mount Holyoke and terminating at Haigis Mall.

The proposed change includes terminating the R29 at Mount Holyoke College instead of Haigis Mall and connecting with the 38 at Mount Holyoke. This configuration would allow us to increase frequency significantly on the R29 to hourly or half hourly. The 36 and 38 would be combined and operate as one route year-round. Currently the 36 only operates during no-school periods while the 38 operates only during the school year. Combining them would provide more consistent year-round service.

R24: This route currently operates as a one-way loop with limited service hours from 8:00 AM to 5:00 PM Monday through Friday. We are looking at several options to reconfigure this route and institute two-way service with expanded service hours. If the R29 service is enhanced, this route may be taken off Main St. in Holyoke.

Implementing these changes for all of the above routes is dependent on funding levels yet to be approved. If next year's budget supports this level of service, we would plan to implement these changes in time for the fall semester. To ensure we solicit feedback from all affected passengers, especially Five College students, we need to begin the process now before they leave the area at the end of the spring semester.

Motion: Moved and seconded (Sorrell/Hood) to recommend to the Board approving PVRTA to conduct Title VI Analysis for the R24, R29, 36, & 38 for potential changes in FY26.

Chairman Miller asked if there was any discussion, hearing none, asked for a roll call vote.

J.M. Sorrell: Yes

Benjamin Hood: Yes

Tim Sheehan: Yes

Peter Miller: Yes

Motion passed, 4-0 vote.

6. ROUTE UPDATES

Amherst/Greenfield Pilot: The route continues to see regular ridership although ridership has declined slightly during January and February, we are still averaging more than 10 riders per week.

B7: Colonial Estates Deviation continues to show steady growth with 16 passengers boarding there daily in February, up from 10 riders per day in the first weeks of operation.

7. OTHER BUSINESS

Chairman Miller reported that there is no other business to discuss.

8. ADJOURNMENT

Chairman Miller asked for a motion from the Route Committee to adjourn.

MOTION: Moved and seconded (Sorrell/Hood) to adjourn.

Chairman Miller asked for a roll call vote.

J.M. Sorrell: Yes

Benjamin Hood: Yes

Tim Sheehan: Yes

Peter Miller: Yes

Motion passed, 4-0 vote.

The meeting of the PVRTA Route Committee adjourned at 1:31 P.M.

A TRUE RECORD

ATTEST: _____
BRANDY PELLETIER

Documents filed with Route Committee meeting packet:

- March 18, 2024 Route Committee Minutes

Minutes Approved: March 11, 2026