Public Feedback on Bus Stops in Westfield, MA

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Introduction:

This project examined how the community in Westfield would like to see the bus stops improved. Due to the abandonment and lack of caring for these bus stops people do not wish to ride the bus, which may have an affect on ridership as a whole. This project looked at public feedback from the two different surveys to see what could be done next to get the bus stops improved.

Figure 1: Stop and Shop Bus Stop, Front View.



Methods:

- 3 sites were evaluated and used for the in-person survey that was created. Those sites were the Scanlon Hall Bus Stop (Figure 2), Stop and Shop Bus Stop (Figure 1), and the Westfield Shop Bus Stop (Figure 3).
- The in-person survey was conducted at each of the sites to gather data from people who use the bus stops.
- The online survey was conducted on public Facebook forums that were setup by the local community for online discussions.
- After the data was collected, both surveys were combined to determine what the Westfield Community wanted to see happen to the bus stops.
- After results were reviewed solutions were developed to move this idea forward.

Figure 2: Scanlon hall Bus Stop.



Figure 3: Westfield Shops Bust Stop.



Findings/Results:

Figure 4: Site evaluation results.

Location:	Shelter or Sign:	Notes:	Other features:
Scanlon Hall Bus Stop	Bus Shelter	• On a little elevated and leveled cement slab	• Schedule of when bus comes by on paper • trashbin
Stop and Shop Bus Stop	Bus Shelter	• On a cement island • Not to far from the store with people able to walk around a small but decent area	• 2 benches that do not match in color and size • A trashbin with no bag, and a bike rack
Westfield Shops Bus Stop	Sign	• The sign was put on one of the cement columns on the Shop's structure	• The stop was right beside a fire hydrant

Figure 5: The age bracket of people taken.

Age Bracket	Combined Results
17 or younger	1
18 to 30	15
31 to 50	15
51 to 65	12
66 or older	7
Those who did not answer	17

Figure 6: Who uses the bus by gender.

Gender	Combined Results
Male	25
Female	33
Other	1
Those who did not answer	7

Figure 7 : Question: If stops are improved will people use the bus more?

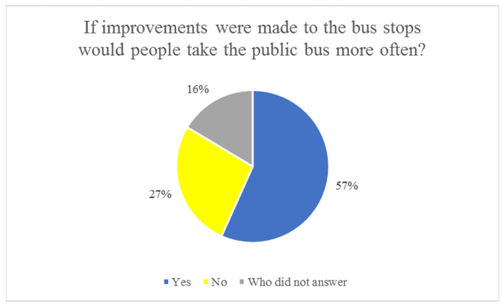


Figure 8: Peoples main source of transportation.

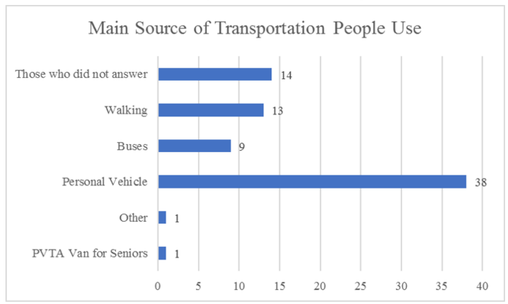


Figure 9: What people want overall that would improve the bus stops the most.

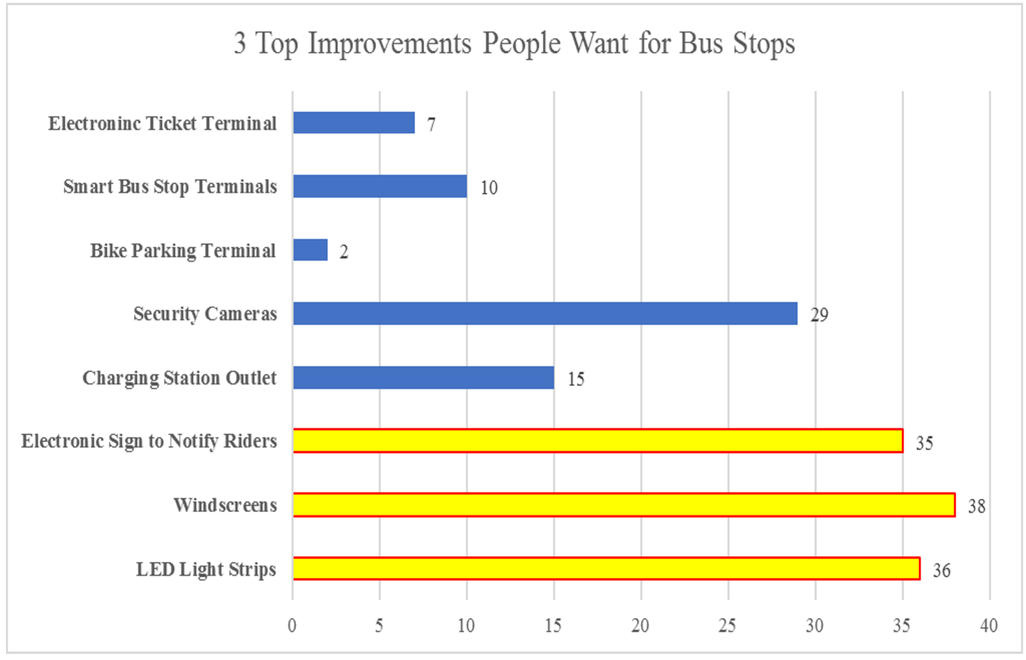


Figure 10: Stop and Shop Bus Stop, Side View.



Analysis:

- Out of the 67 people that took the survey 35 people took it in-person and 32 people took it online. Even though the majority of people have a personal vehicle they use, if there were improvements to the stops they would be willing to take the bus more.
- Those who have taken the surveys have expressed that overall the improvements that would improve the bus stops the most would be a Windscreen (38 people), LED light strips (36 people), and an electronic sign to notify people when the next bus will arrive (35 people). There was also a high volume of people who wanted security cameras (29 people) placed to make bus stops more safer when waiting at them.
- People have expressed that they were frustrated with the city when commenting on both of the surveys. From the bystander perspective it appears that there is very little communication between the city and its citizens.
- One other observation made was the number of minor bus stops has also increased in the past year having 12 -13 minor stops. That appears to serve very little purpose for the public.

Conclusions and Recommendations:

Evidence from the survey has shown that people do not enjoy the bus stops as they are currently and that they should be improved for people to keep an interest in waiting for public transport. A few recommended solutions were developed:

1.)The city can hold public meetings to hear the concerns of its citizens and be more transparent about what is being proposed.

2.)Since the PVTA is the company that Westfield uses for public transport, the city should look into a possible collaboration which may give more transparency to both sides on what could be the most effective thing to improve the bus stops.

3.)Consulting other towns or cities (mostly cities around Boston) that have improved bus stops to see what could be done to get people to use the buses more and improve bus stops as a whole.