



Information Sessions

Town of Montague

FRTA will be hosting drop-in information sessions regarding upcoming fixed route service changes in the Town of Montague.

Date	Event Location	Event Time
Aug 14, 2017, Monday	Montague Town Hall, Turners Falls	3:00pm – 5:00pm
Aug 14, 2017, Monday	Montague Town Hall, Turners Falls	6:00pm – 7:30pm

The 6:00pm session on August 14th will be recorded and broadcast by MCTV.

Both sessions will include information about new “smart” fare payment cards, our mobile app, other FRTA transportation services, and help with planning how to use the fixed route bus system after service changes take effect on September 5th, 2017.

Additional public info sessions are being held throughout August. Please visit frta.org for a complete list of dates.

Enter the free raffle at each session for a chance to win an unlimited use 31-Day bus pass!

For More Information

Unable to attend a session? Contact Franklin Transit Management for any information regarding upcoming service changes or new smart fare card.

Franklin Transit Management, Inc.

382 Deerfield St, Greenfield MA

Phone: (413) 773- 8090 **Online at:** www.frta.org



Information Sessions

Service Changes, Smart Card

Public information sessions will provide an opportunity for more information about upcoming service changes, and new “smart fare card” the Go-Card!

Date	Event Location	Event Time
July 26, 2017, Wednesday	JWO Transit Ctr, Greenfield	3:00pm – 5:00pm
Aug 2, 2017, Wednesday	JWO Transit Ctr, Greenfield	1:00pm – 3:00pm
Aug 8, 2017, Tuesday	Oak Courts Community Ctr, Gfld	11:00am-1:00pm
Aug 11, 2017, Friday	JWO Transit Ctr, Greenfield	9:00am – 11:00am
Aug 14, 2017, Monday	Montague Town Hall, Turners Falls	3:00pm – 5:00pm
Aug 14, 2017, Monday	Montague Town Hall, Turners Falls	6:00pm – 7:30pm
Aug 16, 2017, Wednesday	JWO Transit Ctr, Greenfield	5:00pm – 7:00pm
Aug 21, 2017, Monday	JWO Transit Ctr, Greenfield	4:00pm – 6:00pm
Aug 24, 2017, Thursday	Orange Food Pantry, Orange	10:00am – 11:00am
Aug 31, 2017, Thursday	JWO Transit Ctr, Greenfield	9:00am – 12:00pm

All sessions will include information about new “smart” fare payment cards, our mobile app, other FRTA transportation services, and help with planning how to use the fixed route bus system after service changes take effect on September 5th, 2017.

Enter the free raffle at each session for a chance to win an unlimited use 31-Day bus pass!

For More Information

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Summary of Weekday Fixed Route Service Changes

Effective September 5th, 2017



Franklin Regional Transit Authority (FRTA)

New or Modified Fixed Routes Services: All fixed route services operate Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route 20 *New Route* GreenLink Connector

Route 21 *Modified* Greenfield Community

Route 22 *New Route* BlueLink Connector

Route 23 *Modified* Sunderland

Route 24 *New* Turners Falls – GCC -- Crosstown via Transit Center

Route 31 *Modified* Northampton via South Deerfield, Whately, and Hatfield

Route 32 *Modified* Orange via Millers Falls, Erving Center, and Orange Center

Route 41 *Modified* Charlemont via Shelburne Falls

Route 65 *Discontinued*

Fares: Unchanged – visit frta.org for current fare structure information.

Demand Response Services: Unchanged – visit frta.org for more information on Demand Response services and availability.

Route 20 GreenLink Connector

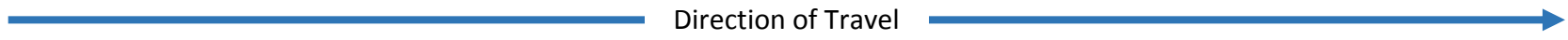
Description

GreenLink will provide morning shuttle and connection services within Greenfield. GreenLink will provide fixed route bus service to Greenfield Community College, area employment centers, local schools, and will be timed for transfer connections at the JWO Transit Center. This route will become effective on September 5th, 2017.

Hours of Operation: Between 4:30 am and 11:00 am, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route Frequency: Frequency will be varied, but no more than sixty (60) minutes between buses during service hours. Some trips may be a few as thirty (30) minutes between departures.

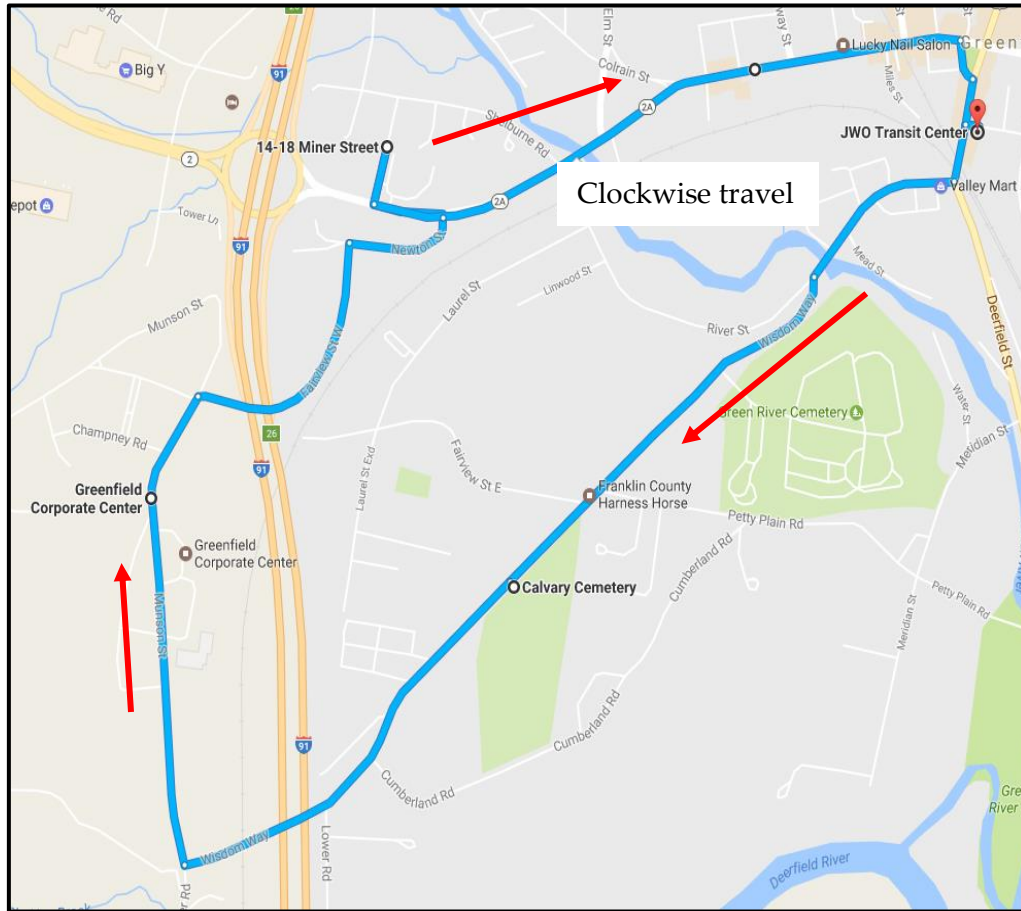
20 GreenLink Connector via Corporate Ctr, GCC, Elm St, Federal St		Monday- Friday
Effective September 5 , 2017		
DEPART JWO Transit Center	County Fairgrounds and Wisdom Way	Corporate Center
	Registry of Motor Vehicles Park and Ride	Colrain Rd and John Deere
	Greenfield Community College (GCC)	Greenfield Gardens on Elm St
	Elm Terrace Foster's Market on Elm St	Oak Courts on Elm St
	Leyden Woods at Heather Court	Greenfield High School on Silver St
	Federal St and Kenwood St	Federal St and Abbott St (Greenfield Middle School)
	ARRIVE JWO Transit Center	



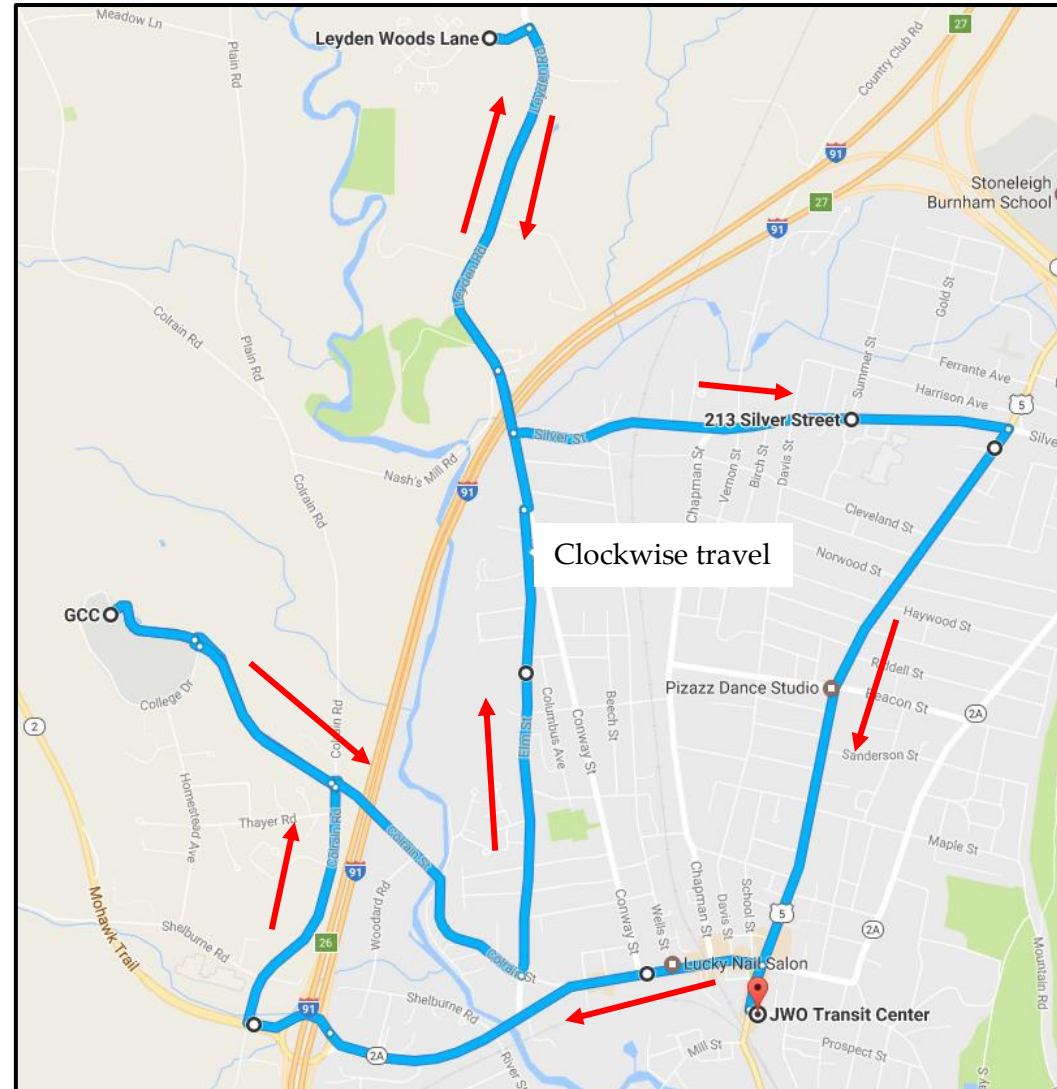
Route 20 GreenLink Connector

Route Map

Effective September 5th, 2017



Rte. 20 GreenLink -- Corporate Center Shuttle



Rte. 20 GreenLink – travel pattern



Route 21 Greenfield Community

Description

Greenfield Community will provide comprehensive and convenient travel options within Greenfield throughout the day. Greenfield Community will provide fixed route bus service to Greenfield Community College, area employment centers, local schools, and will be timed for transfer connections at the JWO Transit Center. This route will become effective on September 5th, 2017.

Hours of Operation: Between 9:00 am and 9:00 pm, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route Frequency: Continuous departures from the JWO Transit Center every sixty (60) minutes.

21 Greenfield Community via Federal St, Elm St, GCC, Corporate Ctr												Monday - Friday		
												Effective September 5 , 2017		
DEPART JWO Transit Center	Federal St and Beacon St (Greenfield Middle School)	Cherry Rum Plaza	Greenfield High School on Silver St	Leyden Woods at Heather Court	Oak Courts on Elm St	Elm Terrace on Elm St	Greenfield Gardens on Elm St	Greenfield Community College (GCC)	Big Y Plaza Greenfield	Registry of Motor Vehicles Park and Ride Lot	Corporate Center	County Fairgrounds and Wisdom Way	Main St and Fiske Miles	ARRIVE JWO Transit Center

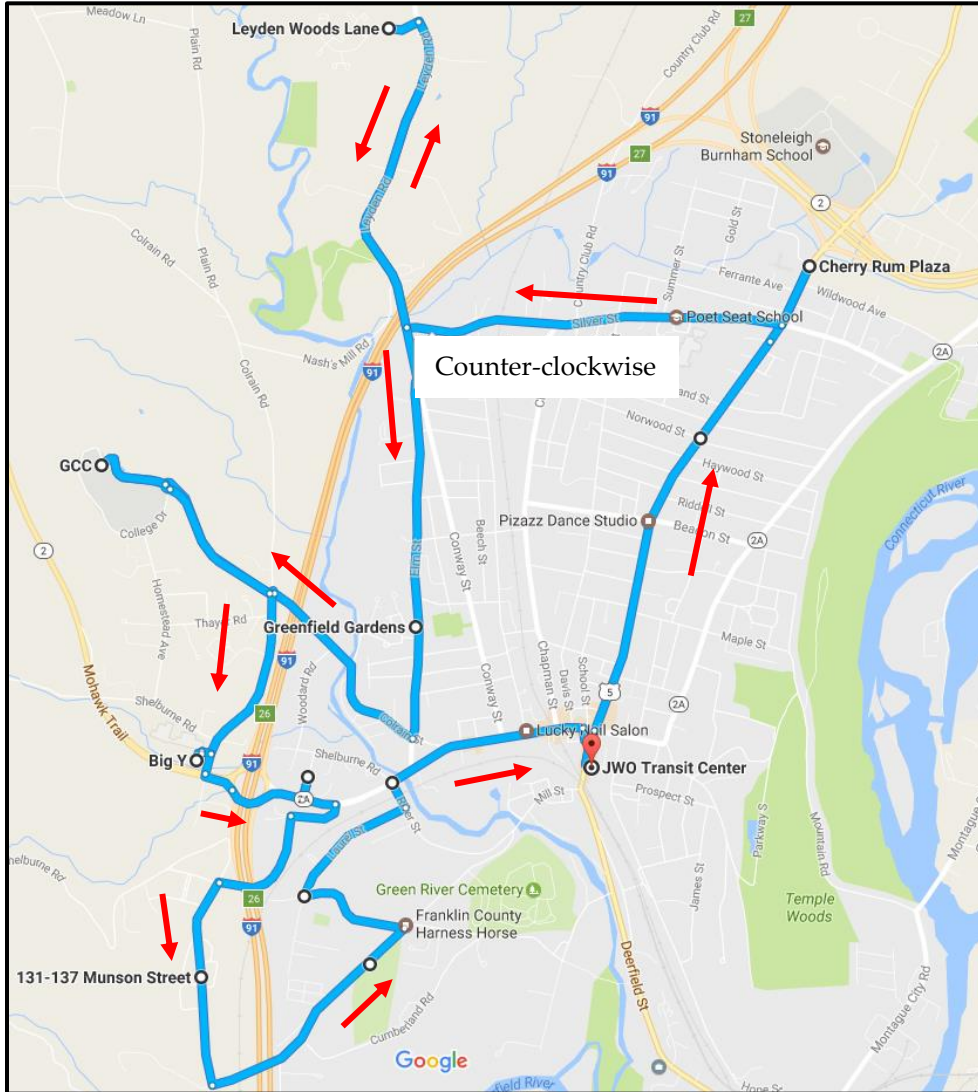
Direction of Travel →



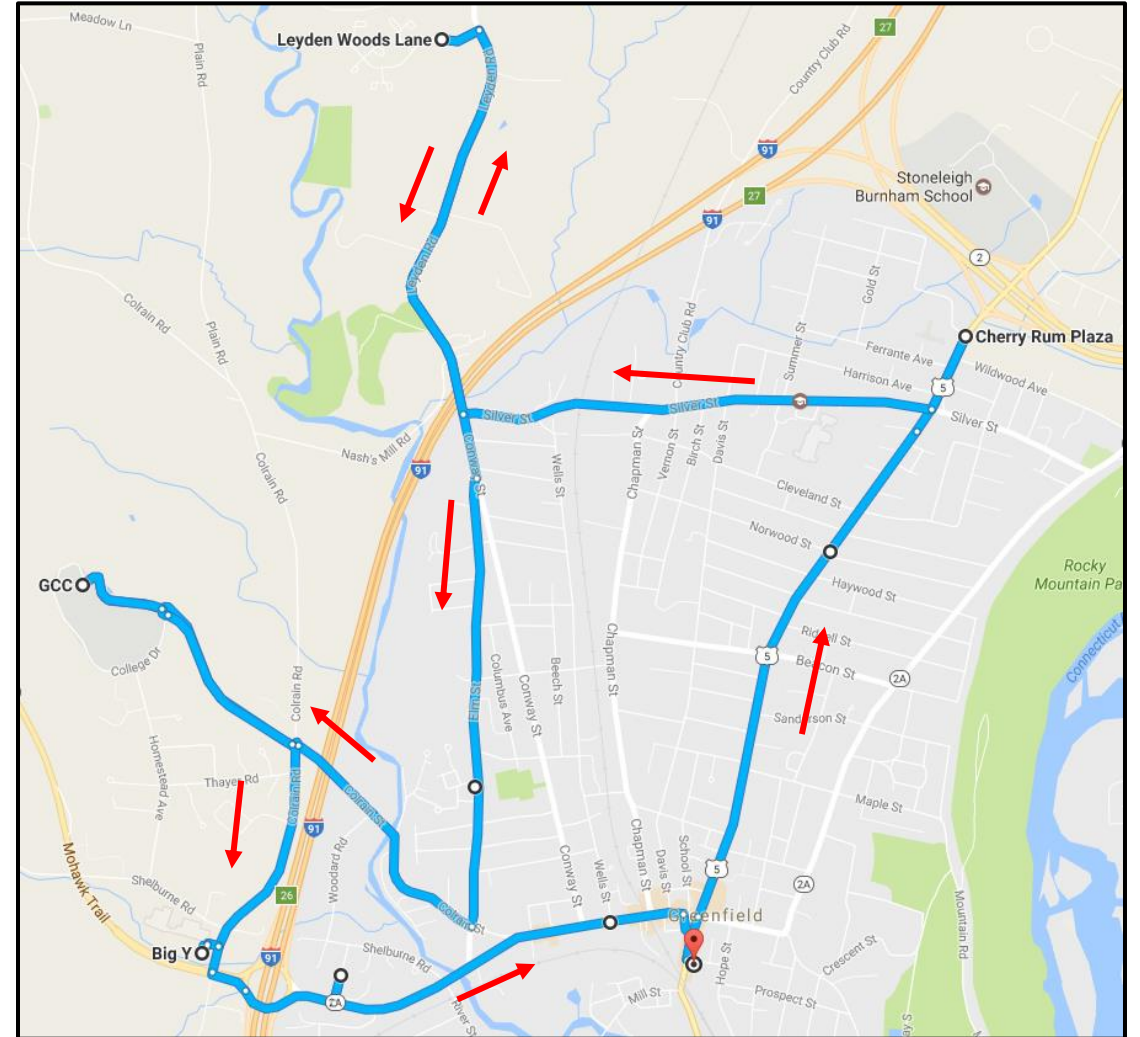
Route 21 Greenfield Community

Route Map

Effective September 5th, 2017



Rte. 21 Greenfield with Corporate Center



Rte. 21 Greenfield without Corporate Center



Route 22 BlueLink Connector

Description

BlueLink will provide morning and evening shuttle services between Turners Falls and Millers Falls for connections with FRTA bus routes at Avenue A & 3rd St. Additionally, BlueLink will be timed to meet the needs of morning and evening commuters to/from Industrial Blvd for employment opportunities. This route will become effective on September 5th, 2017.

Hours of Operation: Between 6:00-9:00 am and 3:00-5:00 pm, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route Frequency: Varied departures and routing patterns.

22 BlueLink Connector via Avenue A, Montague Rd, Millers Falls Ctr.							Monday - Friday								
To Millers Falls Center							To Ave A & 11th Street								
							Effective September 5, 2017								
DEPART Ave A & 11th St	Ave A and Food City	Ave A & 3rd St	Montague Rd and Crocker Ave	Park Villa Apartments	Turners Falls High School on Turnpike Rd	Industrial Blvd Franklin County Tech School	ARRIVE Millers Falls Center	DEPART Millers Falls Center	Industrial Blvd Franklin County Tech School	Turners Falls High School on Turnpike Rd	Park Villa Apartments	Scotty's Store on Unity St	Ave A & 3rd St	Ave A and Food City	ARRIVE Ave A & 11th St

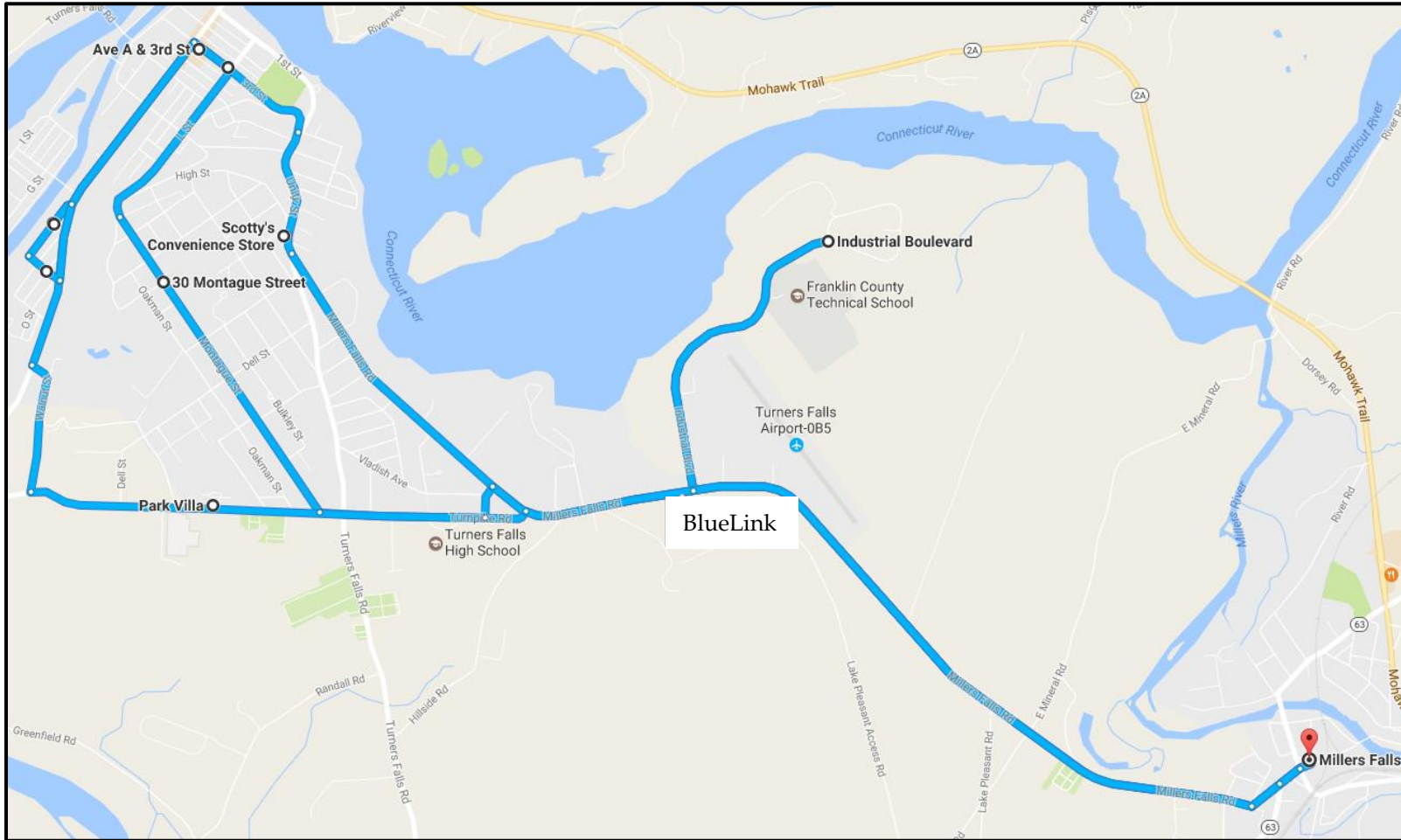
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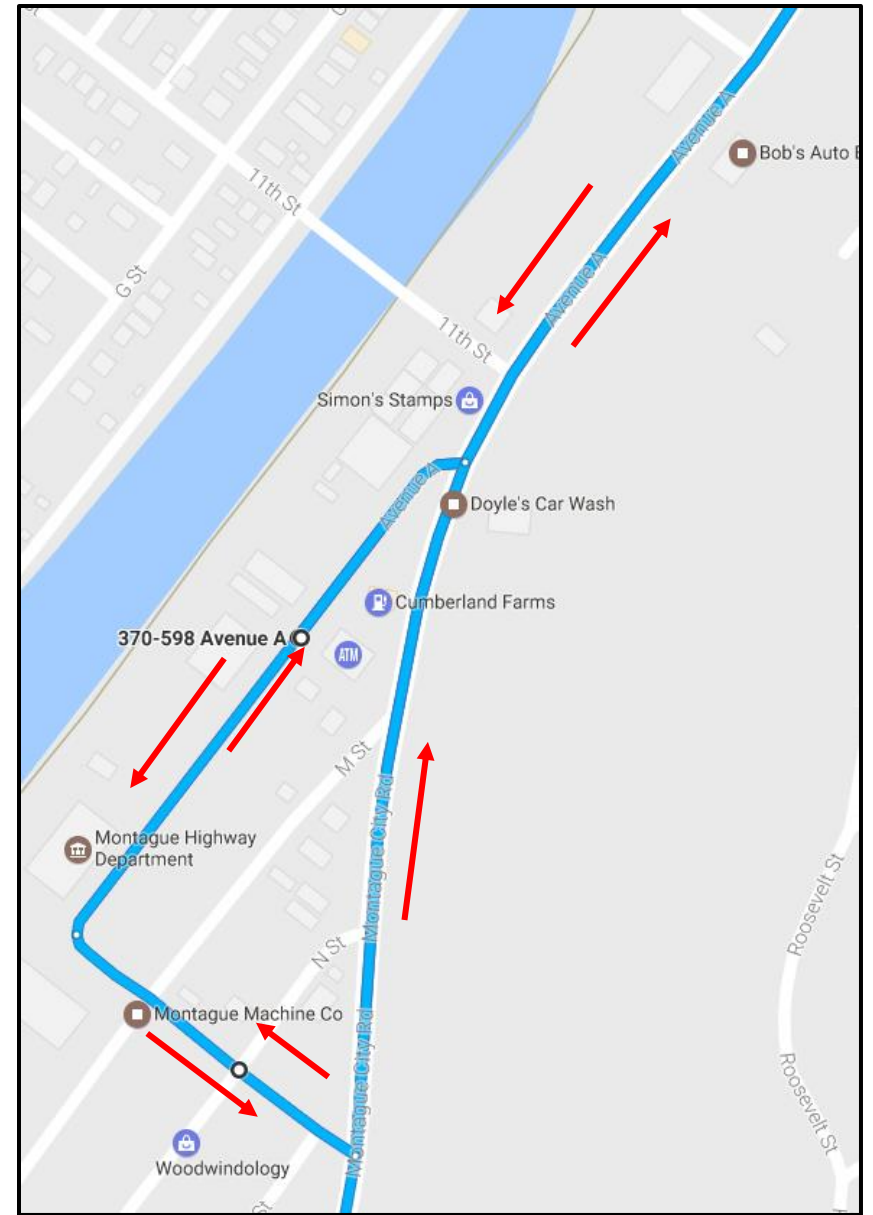
Route 22 BlueLink Connector

Route Map

Effective September 5th, 2017



Rte. 22 BlueLink Connector with various routings based on timetable between Turners Falls and Millers Falls



Zoom to Ave A & 11th Street routing pattern depends on timetable



Route 23

Sunderland via Turners Falls, Millers Falls Center, and Montague Center

Description

This route will be tailored to provide commuter-style service between Greenfield, Turners Falls, Millers Falls Center, and Montague Center with connections to Pioneer Valley Transit Authority (PVTA) at Sugarloaf Estates towards UMass Amherst. The Route 23 will no longer travel along Deerfield St and Montague City Rd to Turners Falls. As of September 5th, Route 23 will travel via High St (French King Hwy) and over the Gill-Montague Bridge to Ave A & 3rd Street in Turners Falls.

The travel time between Ave A & 3rd St Turners Falls and UMass Amherst will be decreased to approx. forty-five (45) minutes. Both of these examples include time spent travelling with PVTA Route 31 between Sunderland and the UMass Graduate Research Center.

There will be four round trips daily. A fifth trip for mid-day service was proposed, but unfortunately this did not make it into the final service change plan.

Route 23 will better serve customers travelling from any of the above destinations to Greenfield Community College, with a direct connection between the Community College and the JWO Transit Center available the day. This route will become effective on September 5th, 2017.

Hours of Operation: Between 6:45 am and 8:00 pm, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route Frequency: Four round trip departures from JWO Transit Center. Commuter-style route service with two (2) AM departures and two (2) PM departures.

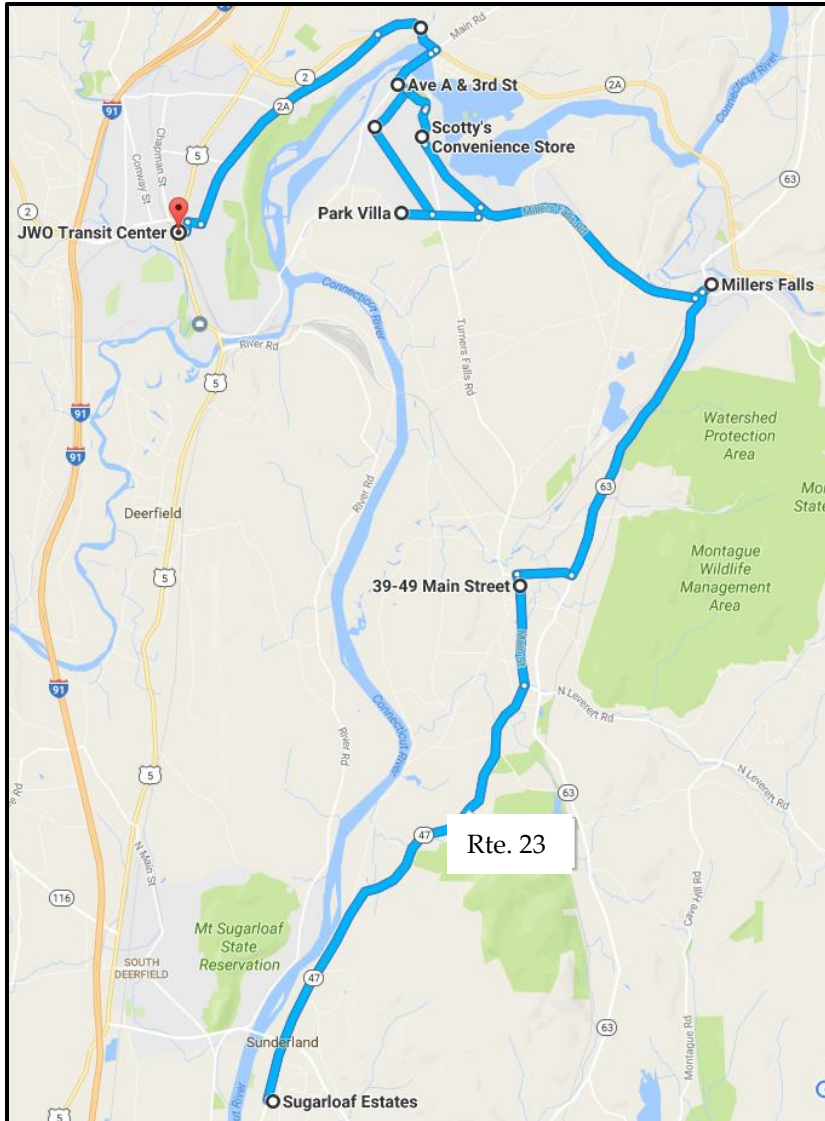
23 Sunderland - Greenfield										Monday - Friday											
via Turners Falls, Millers Falls Ctr, and Montague Ctr.																					
To Sunderland										To Greenfield				Effective September 5, 2017							
DEPART										ARRIVE	DEPART								ARRIVE		
JWO Transit Center	Weldon Apartments on High St	Franklin Medical Center on High St	Stop & Shop Plaza Greenfield	Ave A & 3rd St	Montague Rd and Crocker Ave	Park Villa Apartments	Turners Falls Rd and Turnpike Rd	Millers Falls Center	Montague Center	Sugarloaf Estates	Sugarloaf Estates	Montague Center	Millers Falls Center	Turners Falls Rd and Turnpike Rd	Park Villa Apartments	Montague Rd and Crocker Ave	Ave A & 3rd St	Stop & Shop Plaza Greenfield	Franklin Medical Center on High St	Weldon Apartments on High St	JWO Transit Center



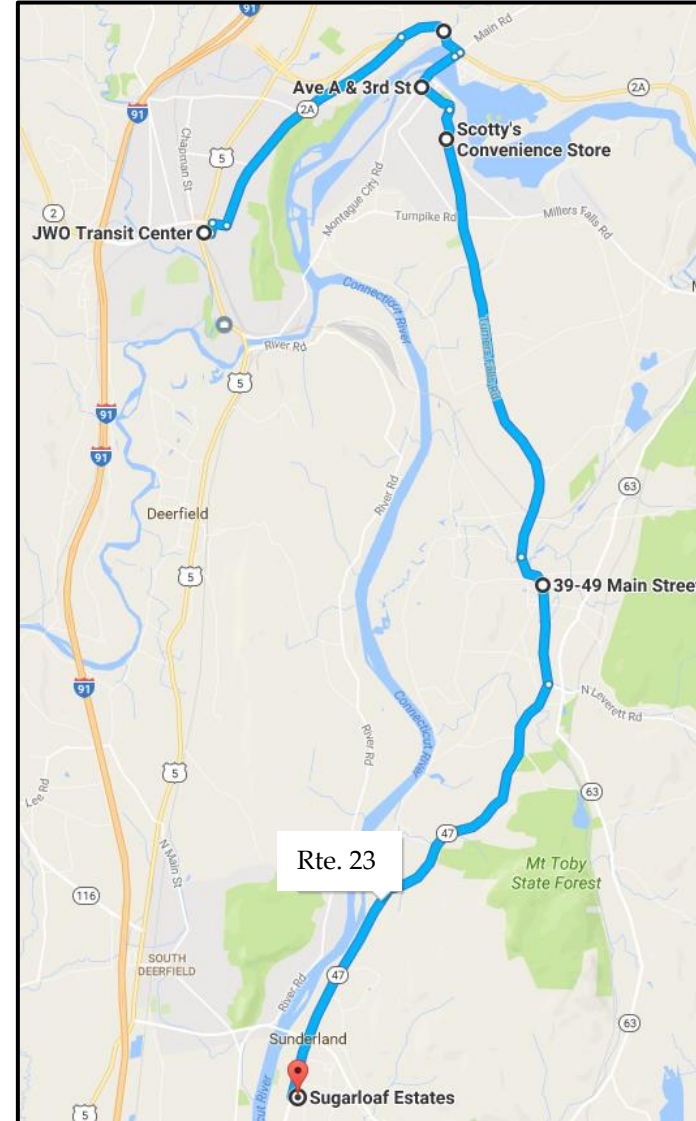
Route 23 Sunderland via Turners Falls, Millers Falls Center, and Montague Center

Route Map

Effective September 5th, 2017



Rte. 23 Sunderland with service via Park Villa, Millers Falls, and Montague Ctr.



Rte. 23 Sunderland with Turners Falls Rd and Montague Ctr.



Route 24

Turners Falls – Greenfield Community College – Crosstown via Transit Center

Description

This route will travel from Ave A & 11th St in Turners Falls to Greenfield Community College via Food City, Stop & Shop Plaza, High St (French King Hwy), Franklin Medical Center, the JWO Transit Center, Main St, and Colrain Rd. Route 24 Crosstown will provide a new, direct, and convenient fixed route service between two major downtown business districts, multiple grocery stores, the hospital, multiple neighborhoods, major employment opportunities, and a community college. Additionally, Route 24 will be timed to meet all connections with other FRTA services at the JWO Transit Center throughout the day. This route will become effective on September 5th, 2017.

Hours of Operation: Between 9:15 am and 8:15 pm, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route Frequency: Continuous departures from the JWO Transit Center every thirty (30) minutes. Semi-continuous departures from Greenfield Community College and Ave A & 11th St approximately every sixty (60) minutes.

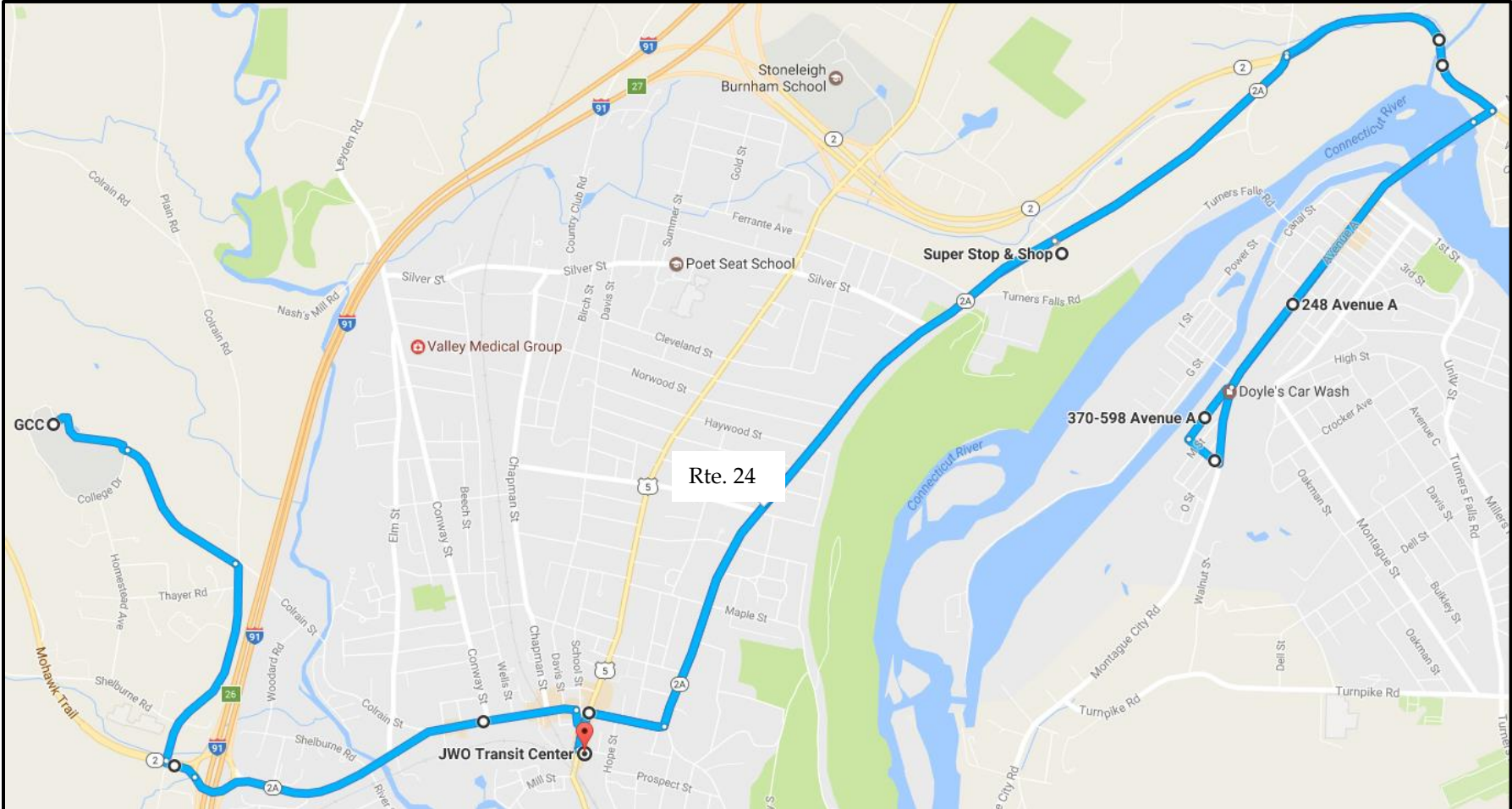
24 Turners Falls - Greenfield Community College Crosstown via JWO Transit Center										Monday - Friday									
To Greenfield Community College										To Ave A & 11th St				Effective September 5, 2017					
DEPART Ave A & 11th St	Ave A & Food City	Stop and Shop Plaza Greenfield	Franklin Medical Center on High St	Weldon Apartments on High St	JWO Transit Center	Main St and Wells St	Main St and Koch's Automotive	Colrain Rd and John Deere	ARRIVE Greenfield Community College	DEPART Greenfield Community College	Colrain Rd and John Deere	Main St and Cumberland farms	Main St and Fiske Miles	JWO Transit Center	Weldon Apartments on High St	Franklin Medical Center on High St	Stop and Shop Plaza Greenfield	Ave A & Food City	ARRIVE Ave A & 11th St



Route 24 Turners Falls – Greenfield Community College – Crosstown via Transit Center

Route Map

Effective September 5th, 2017



Rte. 24 Crosstown via JWO Transit Center with service along Avenue A, High St, Main St, and Colrain Rd.



Route 31 Northampton – Greenfield via Deerfield, Whately, Hatfield

Description

This route has been modified to travel south from the JWO Transit Center on Rtes. 5/10 to Elm St in South Deerfield. Depending on the time of day, Route 31 will service a combination of the South Deerfield village center, Frontier High School, and Pelican Products before travelling to the Whately Park and Ride via Sugarloaf St and Rte. 116.

After Whately Park and Ride, Route 31 will now travel either via I-91 or will continue along Rtes. 5/10 to Northampton. Route 31 trips using I-91 for a portion of travel will be designated as “express” and will offer customers a decrease in travel time between Greenfield and Northampton. “Express” travel time has decreased to as few as thirty-five (35) minutes between end points. This route will become effective on September 5th, 2017.

Hours of Operation: Between 5:00 am and 7:00 pm, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route Frequency: Continuous departures from the JWO Transit Center every two (2) hours.

31 Northampton - Greenfield via S. Deerfield Ctr, Whately, and Hatfield Monday - Friday

To Northampton										To Greenfield								
										Effective September 5, 2017								
DEPART JWO Transit Center	South Deerfield Center Common	Frontier High School on N Main St	Pelican Products	South Deerfield Center at Cemetery	Whately Park and Ride	Kenwood Apartments on Rtes 5 & 10	Danco Modern Plaza on Rtes 5 & 10	Big Y and Walmart Northampton	Academy of Music <i>Transfers to/from PVTA</i>	ARRIVE Big Y and Walmart Northampton	DEPART Big Y and Walmart Northampton	Danco Modern Plaza on Rtes 5 & 10	Kenwood Apartments on Rtes 5 & 10	Whately Park and Ride	South Deerfield Center	Frontier High School on N Main St	Pelican Products	ARRIVE JWO Transit Center



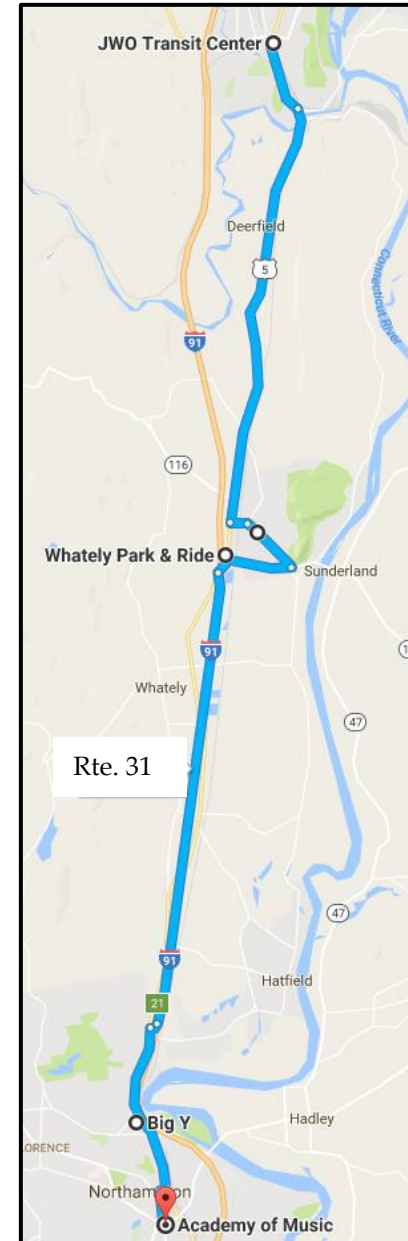
Route 31 Northampton – Greenfield via Deerfield, Whately, Hatfield

Route Map

Effective September 5th, 2017



Rte. 31 Northampton with service via Pelican Products, Whately Park and Ride, Rtes. 5/10 to King St



Rte. 31 Northampton "Express" with service via South Deerfield Ctr, Whately Park and Ride, I-91 to King St



Route 32 Orange – Greenfield via Turners Falls, Millers Falls, Erving

Description

This route will travel from the JWO Transit Center along Deerfield St and Montague City Rd to Ave A & 3rd St Turners Falls. From there it will travel to Millers Falls Center and Erving Center.

As a service expansion in Orange, during the AM trips, Route 32 will now service East River St, Colonial Acres Apartments, and Pinecrest Apartments before servicing Hannaford Supermarket, Walmart Supercenter, and Orange Center.

As a service expansion in Orange, during the PM trips, Route 32 will service Orange Center, Walmart Supercenter, and Hannaford Supermarket before providing service along East River St to the major apartment complexes while heading back towards Rte. 2 West. This route will become effective on September 5th, 2017.

Hours of Operation: Between 5:00 am and 7:00 pm, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

Route Frequency: Continuous departures from the JWO Transit Center every two (2) hours.

32 Orange - Greenfield via Turners Falls, Millers Falls, Erving, Orange Airport														Monday - Friday												
To Orange											To Greenfield							Effective September 5, 2017								
DEPART JWO Transit Center	Farren Care Center on Montague City Rd	Ave A & Food City	Ave A & 3rd St	Industrial Blvd Franklin County Tech School	Millers Falls Center	Erving Center	Orange Riverfront Park on E River St	Colonial Acres Apts on E River St	King James and Pinecrest Apts on E River St	Hannaford Supermarket	Walmart Orange	Orange Center	Orange Center	Walmart Orange	Hannaford Supermarket	King James and Pinecrest Apts on E River St	Colonial Acres Apts on E River St	Orange Riverfront Park on E River St	Erving Center	Millers Falls Center	Industrial Blvd Franklin County Tech School	Scotty's Store on Unity St	Ave A & 3rd St	Ave A & Food City	Farren Care Center on Montague City Rd	ARRIVE JWO Transit Center

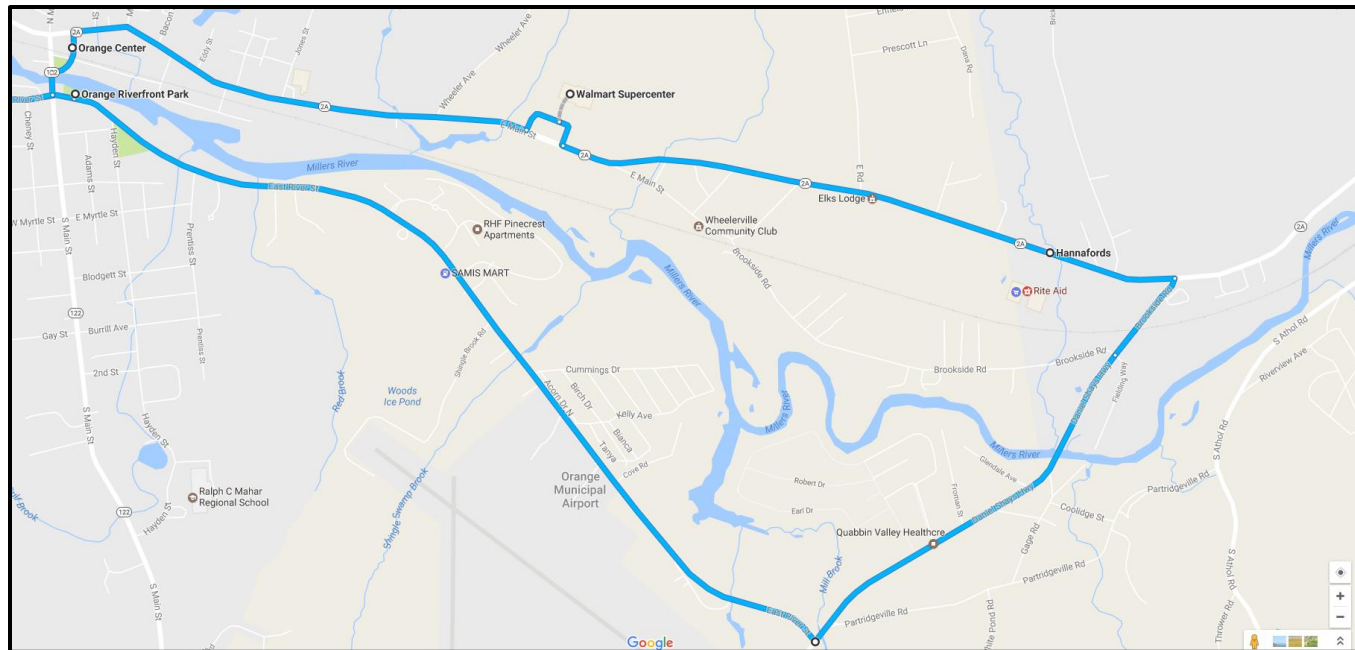
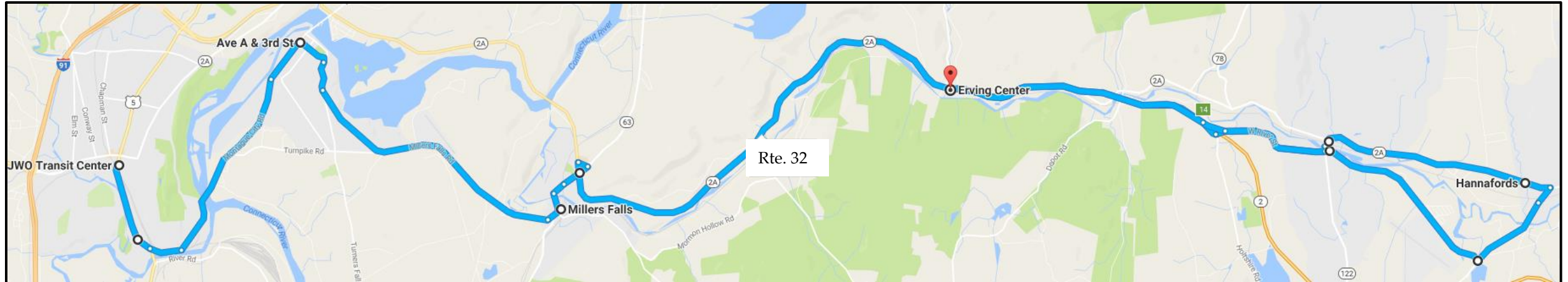
Direction of Travel →



Route 32 Orange – Greenfield via Turners Falls, Millers Falls, Erving

Route Map

Effective September 5th, 2017



Rte. 32 Orange via Turners Falls, Millers Falls, Erving, W River St, E River St, E Main St Orange.

Zoom to Orange Center travel pattern



Route 41 Charlemont – Greenfield via Shelburne Falls

Description

This commuter-style route will have minimal service changes. Route 41 will now selectively service Mohawk High School, Academy at Charlemont, and Charlemont Park and Ride for greatest route efficiency. Greenfield Community College will be serviced in both directions on the first AM trip departing the JWO Transit Center. This route will become effective on September 5th, 2017.

Hours of Operation: Between 7:00 am and 7:00 pm, Monday through Friday. No service on Saturday, Sunday, or FRTA holidays.

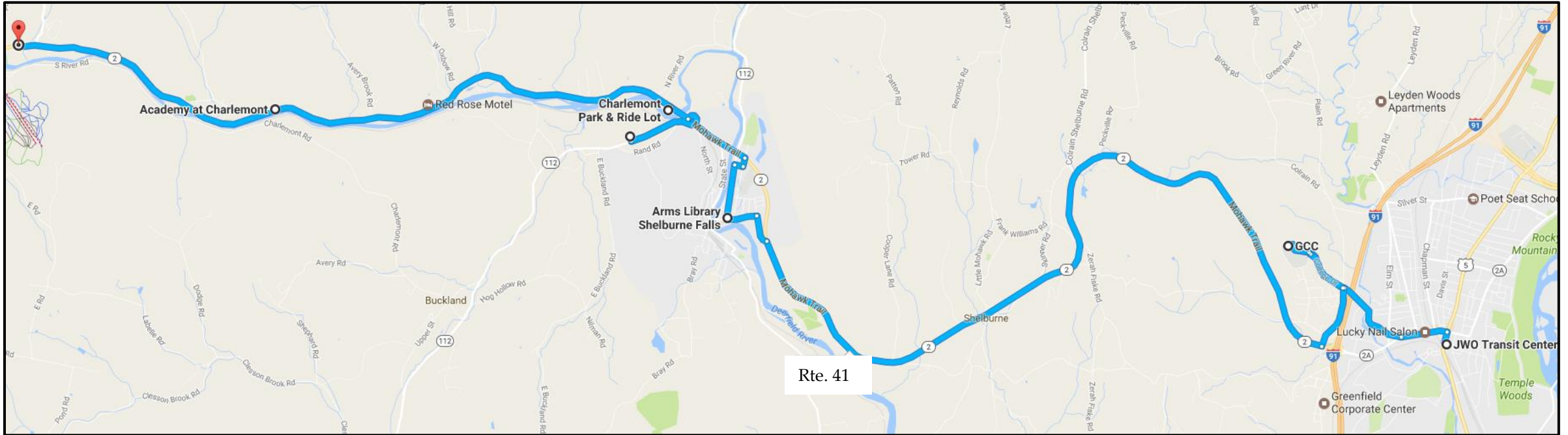
Route Frequency: Four round trip departures from JWO Transit Center. Commuter-style route service with two (2) AM departures and two (2) PM departures.

41 Charlemont Ctr - Greenfield via Shelburne Falls Ctr.							Monday - Friday								
To Charlemont Ctr							To Greenfield								
							Effective September 5, 2017								
DEPART JWO Transit Center	Greenfield Community College (GCC)	Colrain Rd and John Deere	Shelburne Falls Center at Arms Library	Mohawk High School	Charlemont Park and Ride	Academy at Charlemont	ARRIVE Avery's Store	DEPART Avery's Store	Academy at Charlemont	Mohawk High School	Charlemont Park and Ride	Shelburne Falls Center at Arms Library	Colrain Rd and John Deere	Greenfield Community College (GCC)	ARRIVE JWO Transit Center



Route 41 Charlemont – Greenfield via Shelburne Falls

Route Map



Rte. 41 Charlemont
 via Greenfield Community College, Shelburne Falls, Mohawk Trail High School,
 Charlemont Park and Ride, Academy at Charlemont, Charlemont Center.

