Executive Summary

Morgantown Monongalia Metropolitan Planning Organization

Mountain Line Transit Authority

Morgantown, West Virginia

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The Morgantown Monongalia Metropolitan Planning Organization (MMMPO) collaborated with the Mountain Line Transit Authority (MLTA) in developing a short to medium term strategic plan for the transit system. Together with the community, MLTA and MMMPO will move the region forward to the year 2025. The plan provides a guide for enhancing the customer experience and pursuing improvements over the next five years. The planning process included analysis and robust community engagement to build consensus and create a cohesive plan. The report highlights existing conditions, scenario alternatives, engagement outcomes, recommendations, and implementation. With a geographic focus on frequent bus service in transit-oriented areas as well as job hubs across the region, in conjunction with equitable access to opportunity, the plan points to five key initiatives to guide the future.

Planning Process

The planning process focused on delivering a 5-year plan through creating understanding and building consensus. Technical analysis combined with robust public engagement in order to proceed from a “blank slate” at the outset to recommendations at the conclusion.

Community Engagement

Robust and inclusive community engagement informed the plan using multiple methods and local activities. Engagement sessions and public meetings occurred at Mountainlair, Mountaineer Station, Mountain Line’s office, Evansdale Crossing, Westover Transfer Hub, and online.
Recommendations

- Improve How Buses Travel
- Improve Street Infrastructure to Support Transit
- Improve Customer Information
- Engage with Emerging Technology and New Mobility
- Continue to Partner to Support Access to Opportunity

SUMMARY OF POTENTIAL REGIONAL IMPROVEMENTS

- Increased frequency on highest ridership routes - 38, 30, 39 - to WVU and key destinations.
- Installation of permanent bus stop poles or shelters where feasible at designated stops will improve customer experience along University Ave, Grant Ave, Campus Dr, Beechurst Ave, Evansdale Dr, Stewart St, Willey St, High St, and Spruce St.
- Pilot microtransit in designated zones in outlying areas to provide localized access and connection to regional fixed routes.
- Eliminate routes 13, 14, and 15 to support improved zones of transit services.
- Partner to create Mobility Hubs connecting multimodal options together at Ruby Memorial Hospital, Mon Health Medical Center, Mountaineer Mall, University Town Centre, Morgantown Mall, WestRidge, Sabraton, Star City, and Cheat Road.

More bus service:
- Saturdays and Sundays - 38, 30, 39, 11, 9, 4, 7, 8.
- Earlier and later each day on routes 30, 39, 11, 9, 4, 7, 8.
- Transit signal priority improvements to traffic signals on Beechurst Ave and University Ave will improve travel time and reliability.

Pilot program for NE Microtransit zone for improved customer experience in Fort Pierpont and Cheat Lake region.

Simplified route names will improve customer understanding.

Improved transit to provide better access to job hubs at WVU, downtown, and across the region.