



# MUNICIPALITY OF PRINCETON

Department of Engineering &  
Infrastructure Operations

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## MEMORANDUM

**To:** Mayor and Council  
**From:** James J. Purcell, PE, *Assistant Municipal Engineer*  
**Subject:** Proposed Pilot Service and Amendment to the Princeton Municipal Transit Services (The Muni) Contract  
**Date:** July 28, 2025

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Attached for consideration by Council at the July 28, 2025 Council meeting is a resolution to amend WeDriveU, Inc.'s transit service contract with Princeton to increase the service hours for a pilot commuter service effective August 1, 2025.

Currently, WeDriveU operates an 80-minute fixed route service from 8 am to 9 pm Monday through Saturday. It is proposed that a commuter route be implemented during the hours of 6 am to 8 am and 6 pm to pm Monday through Friday. The proposed increase to the service time of 15 hours per week will cost \$1,500 per month. The commuter service will run between the Princeton Shopping Center (an informal transit hub) and Princeton Station (the Dinky) during morning and evening commuting hours.

The demand for a connection between the Princeton Shopping Center and the New Jersey Transit Northeast Corridor was identified during the Nelson Nygaard transit study outreach. We have also received requests directly from management of The Alice to provide a direct connection to the train for their tenants. Similarly, Avalon has indicated that this would be of benefit to their tenants at Avalon Thanet Circle and Avalon on Harrison. Management of the residential communities will assist in promoting this service to their tenants.

We have negotiated this pilot to run for the remainder of the year in order to evaluate whether a permanent service is justified. The shuttle will run three times in the morning and four times in the evening between the hours of 6:00 am and 8:00 am and 6:00 pm and 9:00 pm. Between 8:15 am and 5:45 pm, the Muni will make its normal stops and continue to run the 80-minute loop. If at any time during the pilot, ridership does not support this service, it can be canceled with two weeks' notice.

The Engineering Department recommends approval of the resolution to amend the transit services contract to WeDriveU, Inc. for up to \$7,500.

Please contact Deanna Stockton, Deputy Administrator, or me if you have any questions.