The FMCB asked the project team to identify Demonstration Projects by end of 2019.

Demonstration Projects will help test:

- **Network-level metrics:** What does competitive service look like?
- **Service design principles:** What are the building blocks of the network redesign?
- **Implementation logistics:** How do we market and implement new services?
- **Scalability:** Based on the projects, how will we scale these up to the network level?
## Demonstration Project Timeline

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<th>2019</th>
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<td>JUL - SEP</td>
<td>OCT</td>
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<td>NOV</td>
<td>DEC</td>
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- **Collect project ideas**
- **Prioritize & select projects**
- **Design Demonstration Projects**
- **Demonstration Project Implementation**
- **Ongoing Evaluation**
- **Final Evaluation**

- FMCB approves Demonstration Projects
- Projects will inform the Bus Network Redesign
Envisioning the Network We Want

**Environment**

**Mode Shift**
Maximize competitive service for trips currently being made within the MBTA bus service area to encourage mode shift from car-based travel

**Economy**

**Regional Economy**
Maximize competitive access from all residences within the MBTA bus service area to high-demand regional destinations

**Local Living**
Maximize competitive access from all residences within the MBTA bus service area to their high-demand local destinations

**Equity and Accessibility**

**Equitable Service Quality**
Ensure that vulnerable populations are prioritized when maximizing competitive access
Translating Goals and Metrics into Lines on a Map

Goals for Bus Network Redesign

- Economy
- Environment
- Equity and Accessibility
Demonstrating the Network We Want

- Test design strategies that cover a range of concepts
  - **New service** to a high-demand destination
  - **Better service** for Environmental Justice communities
  - Explore the **relationship of bus to rail**
  - **Simplify** an **existing** route
  - **All-day frequency** on an **existing** route
- **Transit priority improvements will be considered for all strategies**

**Test:**
- **Network-level metrics**
- **Service design principles**
- **Implementation logistics**
- **Scalability**
Sources of Demonstration Project Ideas

- Online Submissions
  (open Jul 23 – Oct 4)
- Travel Demand
- Rider Feedback from Better Bus Project
What We Heard from the Public

Elements of New Route Proposals

- Transit priority improvements: 36%
- Stop amenities: 35%
- Other: 30%

Elements of Modified Route Proposals

- Top 40 bus route: 47%
- Frequency of service: 46%
- Span of service: 36%
- Transit priority improvements: 34%
- Stop consolidation: 21%
- Reliability: 20%
- Major route change: 20%
- Stop amenities: 17%
- Trip time: 17%
- Minor route change: 13%

Note: Multiple elements could be selected. Other elements include reducing transfers, alleviating pressure on rapid transit, and cross-town connections.

Total Proposals (950+)

- Modification to existing route: 79%
- New route: 21%

Note: Multiple elements could be selected. Other elements include comfort; transfers; network simplicity; communications; ADA improvements; and first/last mile connections.
Demonstration Project Selection Criteria

All ideas considered for BUS NETWORK REDESIGN

PROJECT IDEAS

DESIGN STRATEGY MATCH & TRAVEL DEMAND
LBS data, ODX, ridership

MAXIMIZE CURRENT INFRASTRUCTURE INVESTMENTS & OPERATIONAL FEASIBILITY
bus lanes, signal priority, etc. ease of operations, cost, scalability

GEOGRAPHIC EQUITY

SELECTED DEMONSTRATION PROJECTS
Next Steps

- **Prioritize Demonstration Projects** based on selection criteria
- **Continue to coordinate with Pilot Policy**
- **Assess budget:** FY21 Cost TBD
- **Recommend Demonstration Projects** based on selection criteria to FMCB in December
- **Design Demonstration Project** implementation plan
  - Marketing and communications
  - Resources (buses, operators, etc.)
  - Service operations