



**Massachusetts Bay  
Transportation Authority**

# Service Pilot Process Update

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Fiscal and Management Control Board

December 9, 2019

Laurel Paget-Seekins

# PROCESS TIMELINE



**June 2019**

Call for new service pilot proposals



**June – September 2019**

Conversations with municipal partners and Water Transportation Advisory Council  
Joint Outreach with BNR Demonstration Projects



**September 15, 2019**

Initial Proposal Submission Deadline

**November 22, 2019**

Detailed proposals submission deadline



**September - November 2019**

Review, Meetings with Proposers, Team Brainstorming, Phase One Evaluation

**November 2019 – January 2020**

Meetings and Coordination with Proposers and MBTA/MassDOT Teams, Fine-tuning of Proposals; Additional Detailed Study and Evaluation; Metric-Setting; Finalize Proposals



**January 2020**

FMCB votes on pilot proposals



## SERVICE PILOT PROPOSALS

# Service Pilot Proposals



## BOSTON

Fairmount Line Enhancement



## HULL

Additional Ferry Service



## LEXINGTON

Bus Route Extension/Modification



## LYNN

Ferry Service and DMUs



## MEDFORD

Additional Bus Service



## REVERE

New Bus Route



## QUINCY

Ferry Service



## WAKEFIELD

Bus and Commuter Rail Service



## WINTHROP

Fare Integration on Ferry



## MBTA+MUNICIPALITIES

Additional Weekend Bus Service



# Service Pilot Proposal Parameters

## EVALUATION CRITERIA

### Time Frame



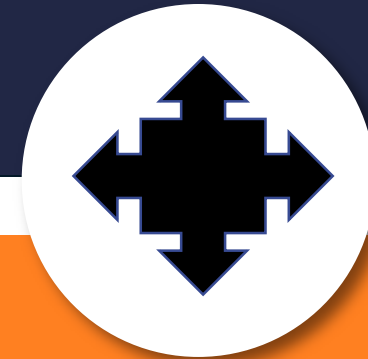
Pilot Period:  
Less than a year starting  
in FY21

### Cost Efficiency



Requires little or no capital  
investment and meets minimum  
subsidy per passenger  
compared to similar service

### Program Fit



Better suited under other  
MBTA/MassDOT Programs:  
➤ BNRD process, Service  
Planning, Transit Action Plan

# Ferry Proposals

Proposer	Pilot Status	Short-term actions	Long term actions
Hull	Doesn't meet per passenger subsidy metric, parking constraints	Identify solution to increase capacity next summer for trips when people are left behind	<ul style="list-style-type: none"> <li>Water Transportation Advisory Council discussing ferry governance and operating models</li> </ul>
Lynn	Boat not available to run service as proposed, doesn't meet per passenger subsidy metric	MassDOT released RFP for boat	
Quincy	Dock currently not ADA accessible to MBTA standards	MBTA provided feedback on making dock accessible	
Winthrop	Not a service pilot (fare integration)	MBTA assisting the town to determine demand through a survey	

# Commuter Rail Proposals

Proposer	Pilot Status	Short-term actions	Long term actions
Lynn	Requires new rollingstock	Address transit needs as a whole through Lynn Transit Action Plan	<ul style="list-style-type: none"> <li>Rail Transformation</li> </ul>
Boston	Details on proposal today		
Wakefield	Considering as part of CR schedule adjustments	Additional capacity on trains will be possible with current coach procurements	



# Bus Proposals

Proposer	Pilot Status	Short-term actions	Long term actions
Lexington	Reviewing proposal	Looking at possible ways to meet need through service planning or in weekend service pilot	<ul style="list-style-type: none"> <li>All proposals shared with Bus Network Redesign team to consider in their analysis</li> <li>Proposals shared with service planning team to inform quarterly changes</li> </ul>
Revere	Requires peak bus service	Considering ways to address need through Lynn Transit Action Plan	
Medford	Proposals don't meet subsidy requirement	Looking at possible ways to meet need through service planning or in weekend service pilot	
Wakefield	Reviewing proposal	Looking at possible ways to meet need through service planning, or in weekend/evening service pilot	
MBTA and cities/towns	Asking FMCB for guidance today		

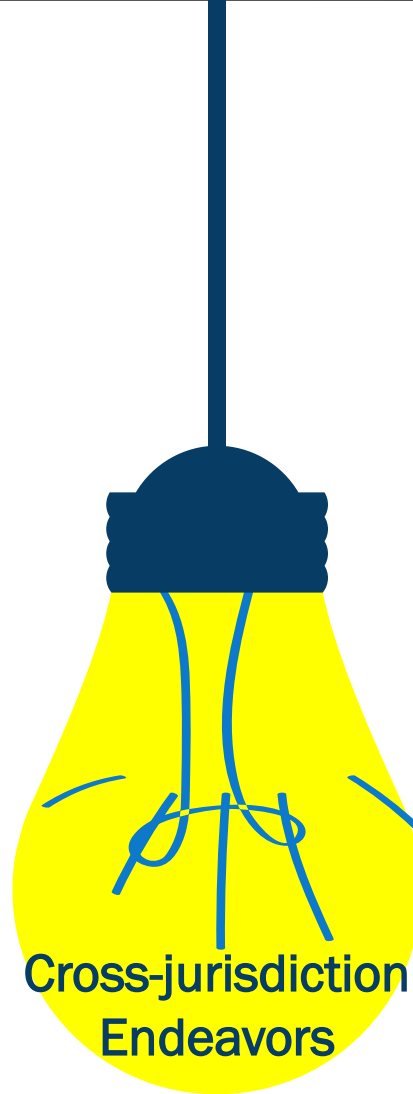
# Learning from this Pilot Cycle

MBTA ferry service should be considered comprehensively as part of larger regional conversation on governance and operations of ferries



**Modal  
Strategies**

Process created positive conversations with many municipalities, but process limits cross-jurisdictional proposals



**Cross-jurisdiction  
Endeavors**



**Programs of  
improvements**

Small changes to a single bus route are hard to pilot. A program of improvements is easier to market.





# Weekend and Evening Bus Service Proposal

**Proposal:** Develop a weekend and evening bus service pilot for FY21 at approx. \$2 M/ year

## Possible Service Strategies to Prioritize Additions

***Inspired by municipal submissions and lessons learned from Late Night and Early Morning***

- Promote local bus routes to “Key Bus Route” status where adding weekend service is only missing threshold
- Add resources to respond to new crowding not covered by prior Better Bus Project changes
- Maximize and Leverage Ridership Growth Potential
  - High ridership corridors + greatest possible frequency improvement
- Infusion of additional resources in productive routes
- Add new weekend services and/or expand weekend service span where deemed most productive

***Staff can return in January with exact proposal of routes, costs, and ridership estimates***



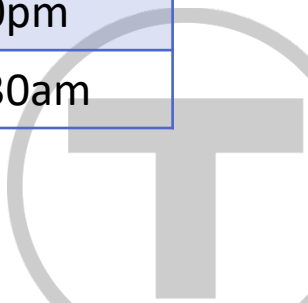
# Fairmount Line Proposal: *Schedule and Cost Estimate*

- The City of Boston requested that we add eight trips
  - Scheduled based on City proposal but modified for feasibility
- The proposal has been vetted by RR Ops and Keolis and found to be implementable without significant risk to the network
- The estimated cost of service is \$1.1 million per year to be finalized when the schedule process is complete
- Additional estimate of \$100,000 for marketing

## Approximate Schedule

Readville	South Station
5:10am	5:40am
9:25am	9:55am
3:05pm	3:35pm
3:53pm	4:23pm

South Station	Readville
7:35am	8:05am
9:15am	9:45am
6:50pm	7:20pm
12:00am	12:30am



# Fairmount Line Proposal: *Ridership and Subsidy*

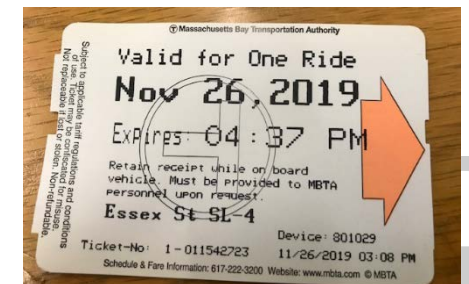
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- Ridership
  - New trips on MBTA
  - New trips to commuter rail, switching from local bus, due to better level of service and ability to use CharlieCard
- City of Boston estimates increase in daily ridership of 430 trips, mostly switching from local bus
- Per passenger subsidy compared to similar service
  - Estimated per passenger subsidy of approximately \$21 (no additional fare revenue assumed)
  - Off-peak commuter rail per passenger subsidy of \$27



# Fairmount Line Proposal: *Platform Validators for CharlieCard Usage*

- MBTA will install platform validators at Fairmount Line Zone1A stations as a “*Proof of Concept*” of Fare Transformation
- Customers with a CharlieCard can tap on the platform for a paper proof of payment to show the conductor onboard
- Valid with a LinkPass on a CharlieCard
- Valid with stored value on a CharlieCard, validator will deduct \$2.40 and give free bus transfer
- No outside-the-gate rapid transit transfers granted



# Fairmount Line Proposal: *Data Collection and Marketing*

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## Data collection

- Passenger counts
- Survey of passengers to identify switching behavior
- Estimate travel time savings
- CharlieCard usage and transfers

## Marketing and Community Outreach

- Community focus groups on marketing on CharlieCard usage
- Targeted marketing on how to ride Fairmount Line using your CharlieCard
- Marketing for existing riders, non-riders, and students



**Joint effort by MBTA and City of Boston**



# Next Steps

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- With FMCB approval, Fairmount Line pilot can start with spring Commuter Rail schedule changes (May 2020)
- One month of service will be included in FY20 supplemental budget request
- Vote in January 2020 on all pilots and demonstration projects to include in the FY21 budget

