WHY REDESIGN THE NETWORK?

WE’VE HEARD FROM OUR RIDERS AND THE PUBLIC:
The region has changed. But our bus network has not changed with it. Transit is essential to the region’s economy. And the bus serves our most transit-dependent populations.

However, there isn’t enough frequent service when people need it, and the network is difficult to understand due to route variations/deviations.

SO IT’S ESSENTIAL THAT OUR BUS NETWORK CHANGES

The BUS NETWORK REDESIGN (BNRD) is an initiative of the Better Bus Project (BBP). BBP is part of the $9.6 billion, 5-year capital investment plan to improve bus service. BBP projects include bus stop improvements and station renovations, fleet and facility improvements, bus service improvements like transit priority and operations enhancements, modernized fare collection and passenger information, and improved accessibility of the entire system.

**CURRENT HIGH FREQUENCY NETWORK**

**NEW HIGH FREQUENCY NETWORK**

Current Frequent Service
- Key Bus Routes Every 15 min or better midday on weekdays
- Rapid Transit
  - Less frequent routes not shown

Proposed Frequent Service
- Every 15 min or better
- 5:00 am to 1:00 am, 7 days a week
- In some cases this service is provided by two overlapping routes
- Rapid Transit

25% MORE BUS SERVICE across the network
CAPTURING PUBLIC FEEDBACK THROUGHOUT THE BNRD PROCESS

20,000+ PUBLIC COMMENTS RECEIVED

<table>
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<tr>
<th>MEETINGS AND EVENTS:</th>
<th>MATERIALS:</th>
<th>FEEDBACK RECEIVED THROUGH:</th>
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<tbody>
<tr>
<td>85+ meetings with 25+ municipalities and agencies</td>
<td>35 neighborhood fact sheets available in 9 languages</td>
<td>16,000+ online feedback form comments</td>
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<tr>
<td>40+ meetings with elected officials</td>
<td>BNRD website: mbta.com/BNRD</td>
<td>850+ emails</td>
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<td>45+ community group meetings and focus groups</td>
<td>30 email blasts with project announcements</td>
<td>225+ voicemails</td>
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<td>15 External Task Force meetings</td>
<td>65+ social media posts</td>
<td>1,400+ comments at community meetings and public hearings</td>
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<td>23 open houses/community meetings</td>
<td>Online feedback form and travel survey</td>
<td>1,700 travel survey responses</td>
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<td>Comments from 135+ bus operators and MBTA operations team</td>
<td>30 newspaper ads</td>
<td>750+ comment form responses</td>
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<tr>
<td>3 public hearings</td>
<td>75+ digital billboards</td>
<td>500 comments from open houses and street chats</td>
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<td>15 street teams</td>
<td>Digital signs in MBTA stations throughout the system</td>
<td>8 petitions with 2,500+ signatures</td>
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<td>13 coffee hours</td>
<td>Posters and announcements on buses throughout system</td>
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This feedback was incorporated directly into the design – including changes to 85 of the 133 routes between the draft and final version.
BUS RIDERS HAVE TOLD US WHAT IMPROVEMENTS ARE MOST IMPORTANT TO THEM – AND WE LISTENED.
Based on input from a wide range of riders and potential riders, the Bus Network was focused on six goals that ensure that the bus system gets people where they want to go quickly and reliably.

GOALS FOR THE REDESIGNED NETWORK

1. Equity first*, prioritizing the needs of those who depend on buses and need frequent, reliable service
2. More frequent service in busy neighborhoods
3. More all-day service
4. New connections to more places (including non-downtown centers)
5. A network that’s simpler and easier to use
6. More transit priority and other infrastructure to improve reliability and accessibility

* Equity is defined as improving access and quality of service for transit-critical populations (low-income populations, people of color, seniors, people with disabilities, or people who live in households with few or no vehicles)

DATA INFORMING THE DESIGN

Meeting the goals outlined above requires a detailed understanding of where and when people travel. LOCATION-BASED SERVICES (LBS) data from cell phones is anonymized and unlinked from identifying information. This data helped design the new bus network by:

- Identifying the trips people are making on all modes (not just transit) all week to know where there is an opportunity for bus to move people efficiently.
- Focusing on the types, locations, and times-of-day of trips made by low-income residents, people of color, and people in zero and low vehicle households. This helps identify where there is the most need for bus service.

Data-driven design allowed the MBTA to increase service where and when riders need it the most.
A BETTER NETWORK FOR THE BOSTON REGION:

25% MORE BUS SERVICE ACROSS THE NETWORK RESULTS IN:

1. 125,000 more low-income households and residents of color served by high-frequency service
2. BNRD doubles the number of high frequency corridors with buses every 15-minutes or better, all-day, 7 days a week
3. 31% increase in high-frequency service on weekends
4. Neighborhoods, employment districts, and medical, educational, and cultural centers receive new all-day high-frequency routes
5. More routes have consistent service throughout the week with fewer variations and deviations
6. Implementation Plan prioritizes infrastructure for bus service quality and reliability

FROM PLANNING TO IMPLEMENTATION

Implementation will be completed over a five-year period. Route changes will be prioritized for implementation based on coordination with the MBTA's municipal partners, internal capital planning, and operator headcount. This will ensure that route changes benefit from supportive infrastructure changes that maximize operational improvement.

Implementation Considerations:
1. Bus operator shortage
2. Delivering transit priority projects
3. Fleet and facilities program
4. Develop a 5-year phasing plan