

17  
Route 171  
Lynn Airport  
Via  
Andover  
Limited Service,  
Early Morning  
Only

44 Jackson  
19 Rosindale

# Better Bus Project

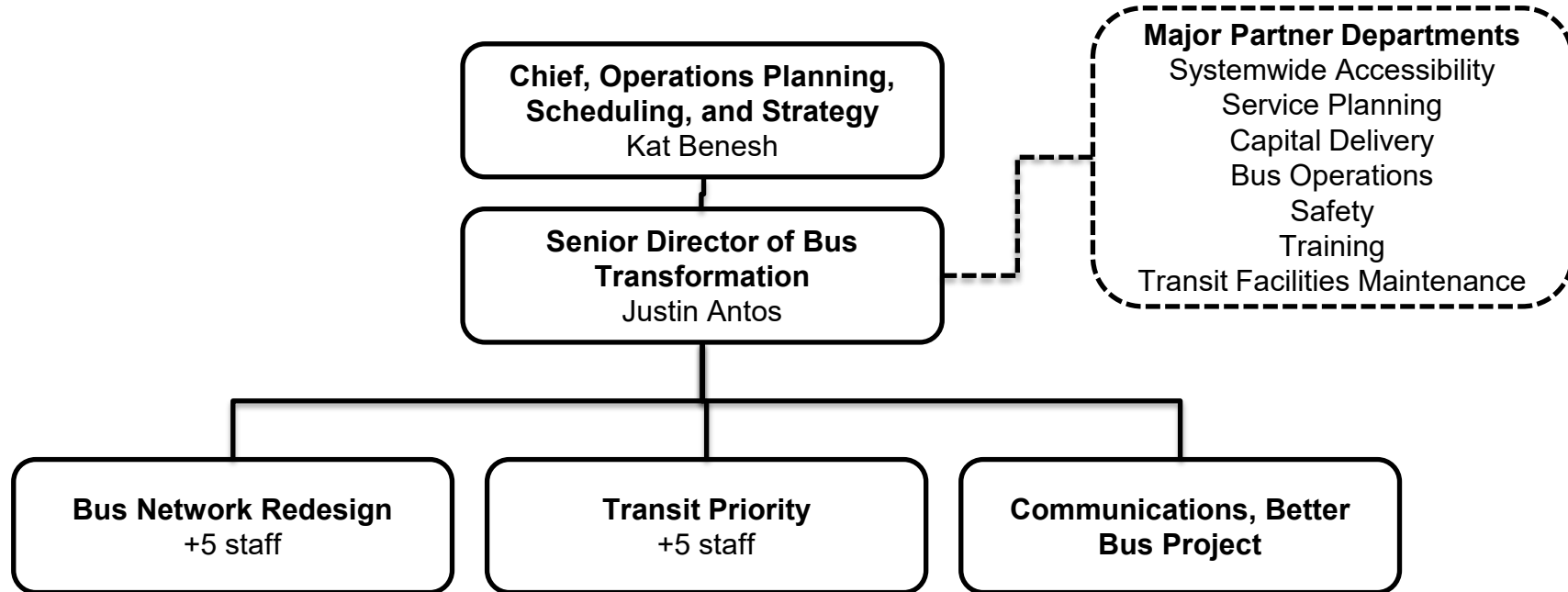
Making transit  
better together

## Better Bus Project Overview

October 2023



# Bus Transformation Office



# Better Bus Project

Network  
Redesign

Battery-  
Electric Fleet

Accessible Bus  
Stops and  
Amenities

Transit Priority

Topics for  
today

All-Door  
Boarding

Modern  
Workplace and  
Environment

Internal  
Processes and  
People

Greater Boston

# Bus Priority Toolkit

Better  
**Bus**  
Project



- Launching today -- Design guide for helping buses: a menu of bus priority options
- Provides a shared language for municipal staff, advocates, design consultants, elected officials, and other stakeholders
- Uses past project experiences from Boston area
- Puts MBTA in the driver's seat—we're taking a leadership role in improving the network for our riders
- Supported by Barr Foundation grant

*Available Online: [mbta.com/projects/bus-transit-priority](https://mbta.com/projects/bus-transit-priority)*





## MBTA Bus Priority Vision

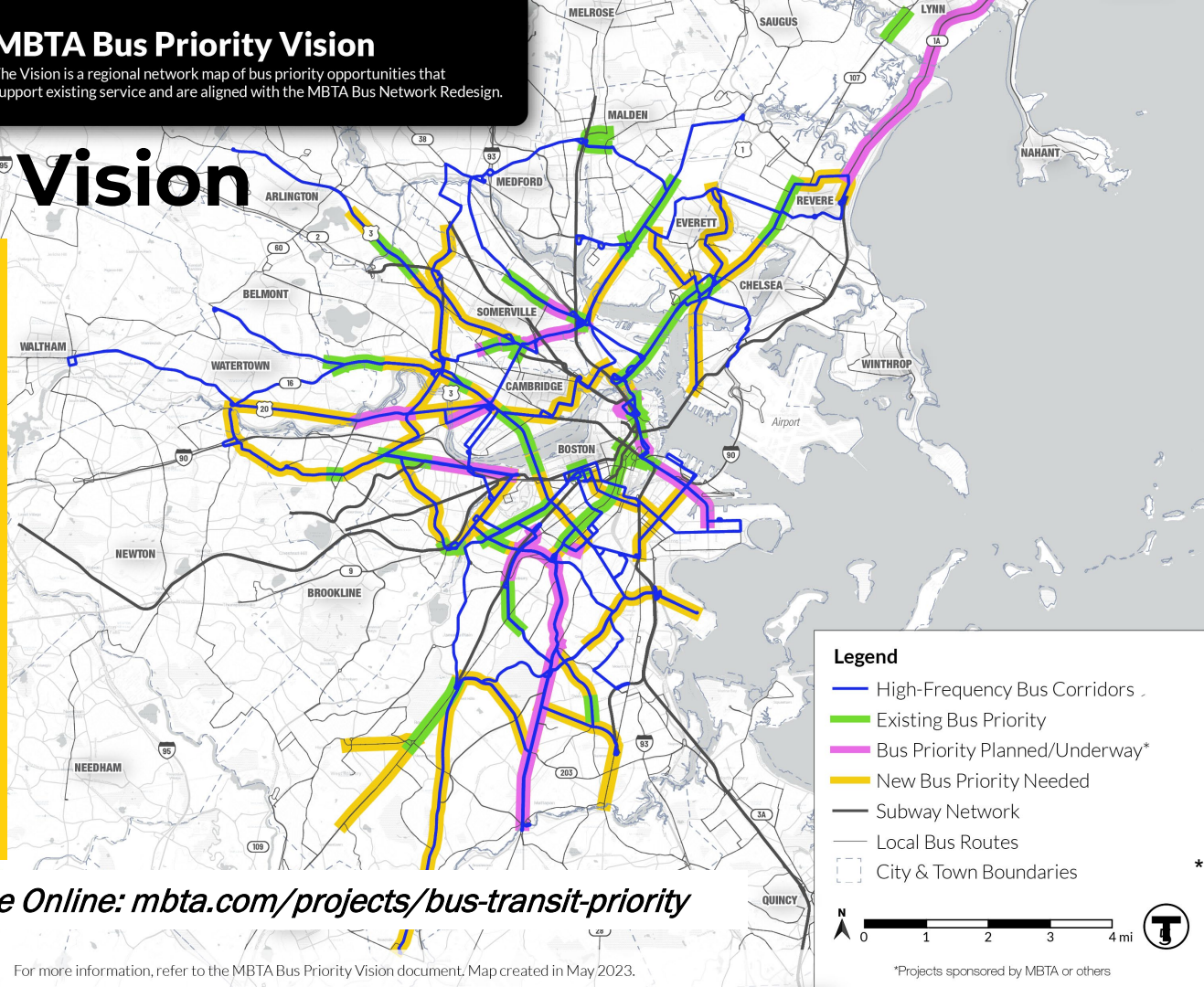
The Vision is a regional network map of bus priority opportunities that support existing service and are aligned with the MBTA Bus Network Redesign.

# Bus Priority Vision

The MBTA's plan for the next 5-7 years of **Bus Priority** investments

Targets existing customers and delay

Aligned with **Network Redesign**



# Bus Priority Major Projects Underway

*Major transit infrastructure that often coincides with a major streetscape project. These are performed with municipal partners and take 2-5 years from origin to completion.*

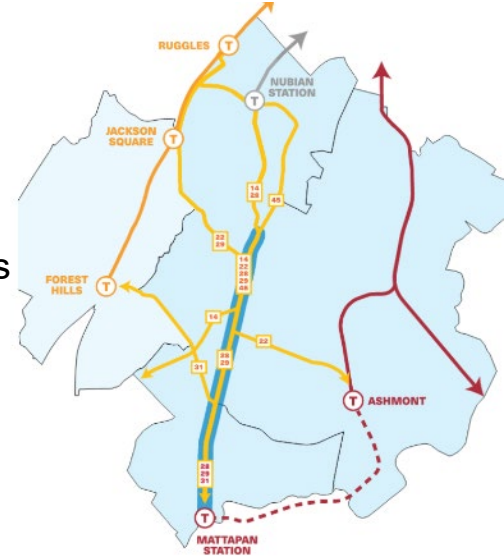
## Columbus Avenue Phase II – In design (30%)

- Partnered with City of Boston
- 50,000 daily bus riders along corridor
- Extension of existing center-running design on southern end of corridor to save significant time and reduce delay
- Routes: 14, 16, 19, 21, 22, 23, 28, 29, 31, 45



## Blue Hill Avenue – Outreach underway

- Partnered with City of Boston
- 500 riders surveyed
- Exploring best transit investments to serve 37,000 daily bus riders
- Targeting 2025 to break ground
- Routes: 14, 16, 19, 21, 22, 23, 28, 29, 31, 45





# Bus Priority Quick-Build Projects Underway

*Low engineering improvements that target high-delay intersections or corridors. Typically progress from concept to completion in 6-18 months.*



Huntington Avenue Boston  
Routes 39, CT2  
October 2023



Broadway, Revere  
Route 116  
September 2023



Summer Street, Boston  
Routes 4, 7  
September 2023 (City of Boston project)

# The Bus Network Redesign

*A reimagined bus network to better meet the needs of our region. A plan to grow service by 25%.*

**We Are  
Here**



**2018-2020**

Research, Travel  
Demand Analysis



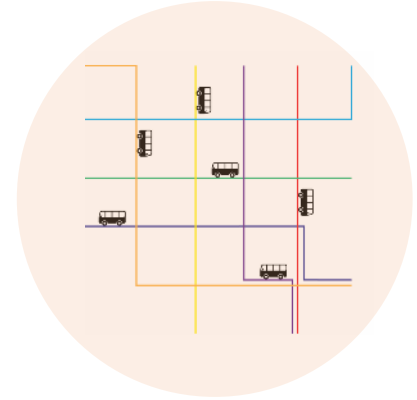
**2021**

Service Design,  
Network Planning



**2022**

Public Comment,  
Revised Plan;  
**Board Approved  
Dec. 2022**

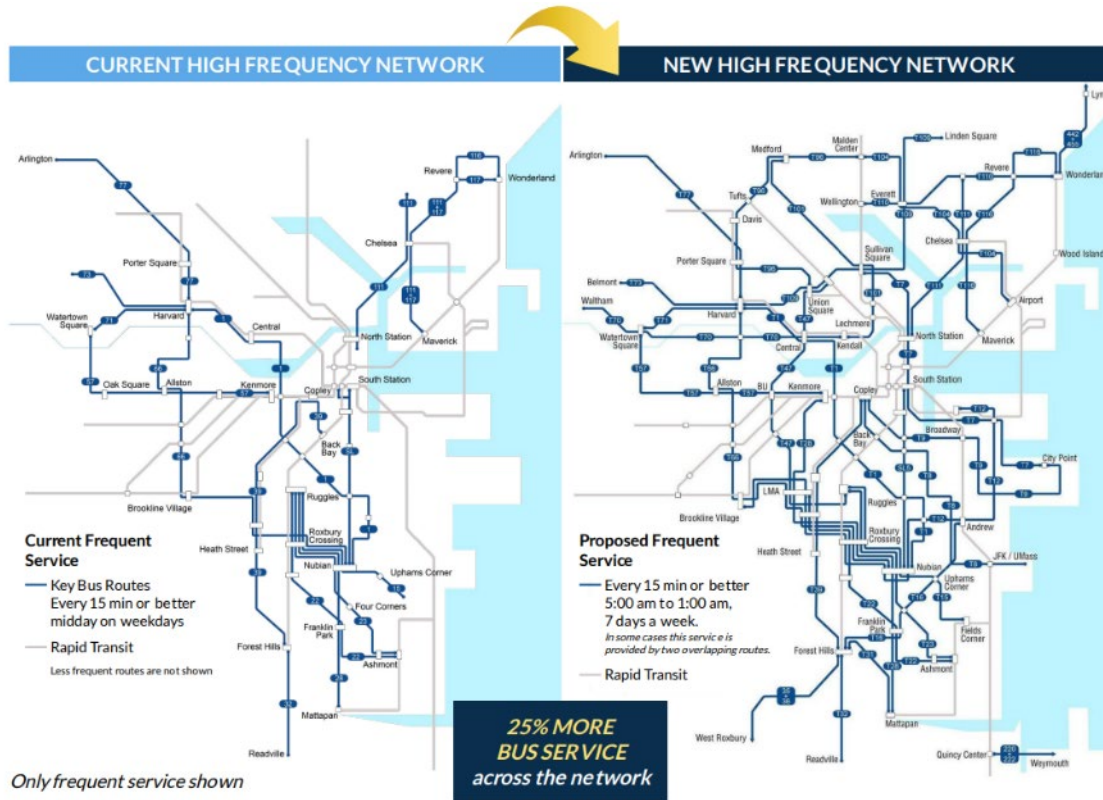


**2023-2028**

**Implementation:  
Capital Changes  
Service Changes**

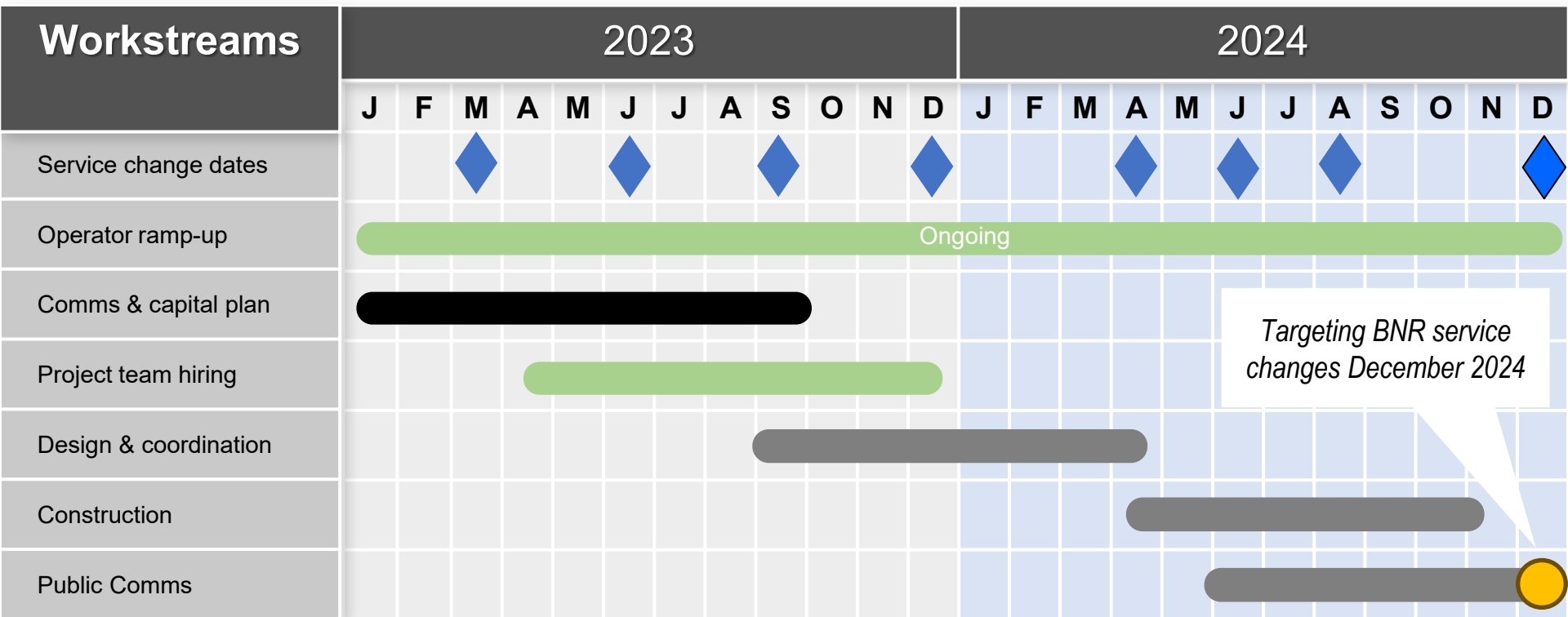


# The Bus Network Redesign



- **125,000 more low-income households** and residents of color gain access to Frequent Bus Service
- **15 corridors → 30 corridors**
- 31% increase in high-frequency service on weekends
- More routes have consistent service throughout the week; fewer variations
- Implementation Plan prioritizes infrastructure for bus reliability

# Tentative Implementation Schedule for BNR Phase One



# Next Step: Communicate Service Changes and Engage Riders

We are preparing to communicate about bus service changes, including:

- Public outreach
- In-reach
- Community engagement

Return to Board in Spring 2024 on Phase One

- Consensus from MBTA stakeholders
- Develop Phase 1 communication tools
- Test tools with Riders
- Develop outreach and inreach tool kits
- Develop public awareness campaign
- Launch awareness campaign
- Recruit community partners
- Distribute "Meeting in a box" kits
- Host Q&A sessions for drivers, test tools with them
- Deploy temporary graphics about Phase 1 – Better Bus service advisory, frequency icons, etc.
- Ambassadors table at larger bus stations
- Go to hard-to-reach populations
- High Frequency icons installed on signage
- Roll-out digital campaign
- Roll-out ads and temporary graphics
- Blitz on news, radio, and social media, and non-MBTA channels

*Proposed timeline and example rider communication strategies.*

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# Appendix



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# Bus Network Redesign Goals

- 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**

**\*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)