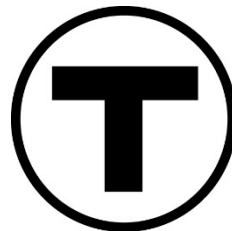
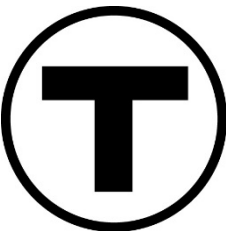


Customer Series: \$10 Weekends Update

December 10, 2018



Commuter Rail \$10 Weekends



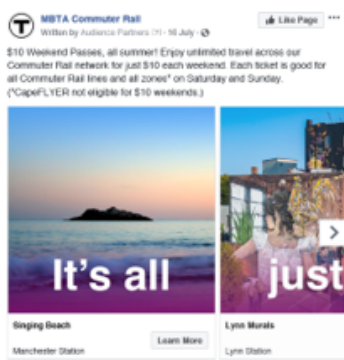
Commuter Rail \$10 Weekend Summary

- **Goal:** Improve utilization and revenue yield of weekend commuter rail
- **Launch:** Promotion started on June 9th with a strong media push
- **Support:** Comprehensive multi-channel marketing campaign promoting use over the whole 6 month period
- **Results:** Over 180,000 weekend \$10 fares were sold - even with significant PTC line closures particularly on the Worcester and Lowell lines

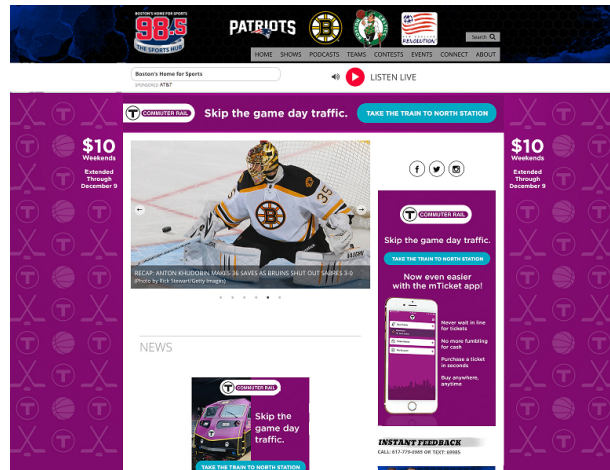


Marketing Campaign

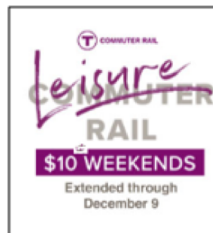
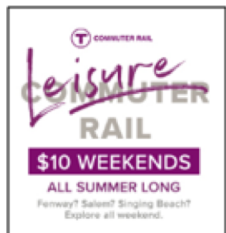
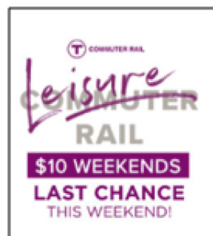
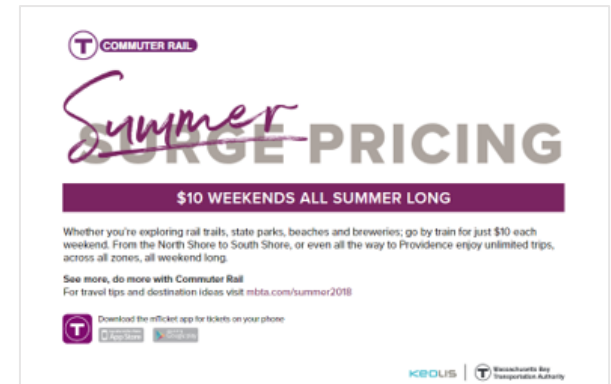
Digital advertising and Online radio



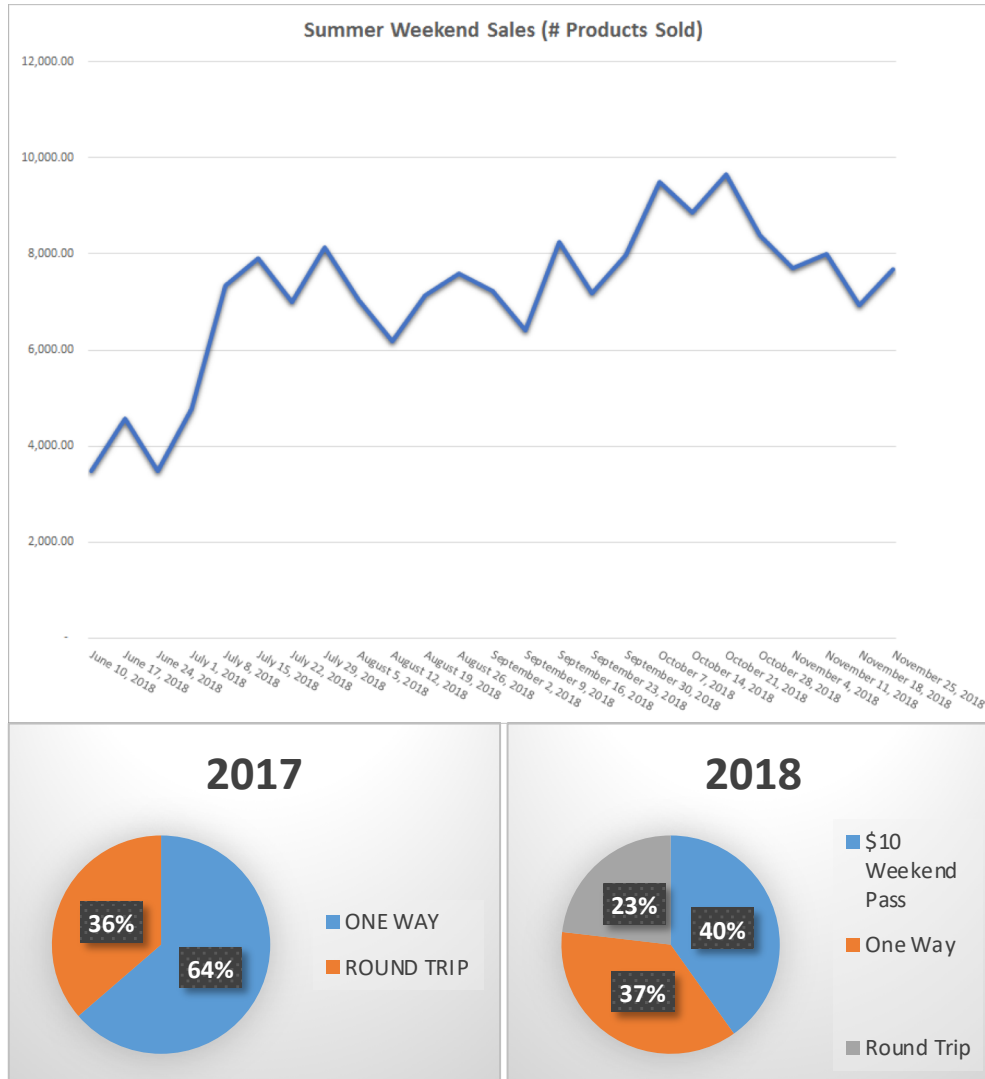
Radio spots and online takeovers



Direct mail to Boston residents and new movers



Over 180,000 \$10 Weekend Tickets Sold



- Sales grew over time as awareness grew (and PTC work ended)
- Average 7,200 tickets sold every weekend
- Over 6 month pilot \$10 Weekend Fares made up 23% of weekend sales



Weekend mTicket Usage Growth

- Where weekday and weekend usage saw a decline in summer of 2017, **2018 saw an increase**
- Growth in weekend activity over 2017 **exceeds** weekday growth – suggests new riders

Active Devices

- 42% growth in total weekend active devices
 - 36% growth in weekday active devices

Sessions

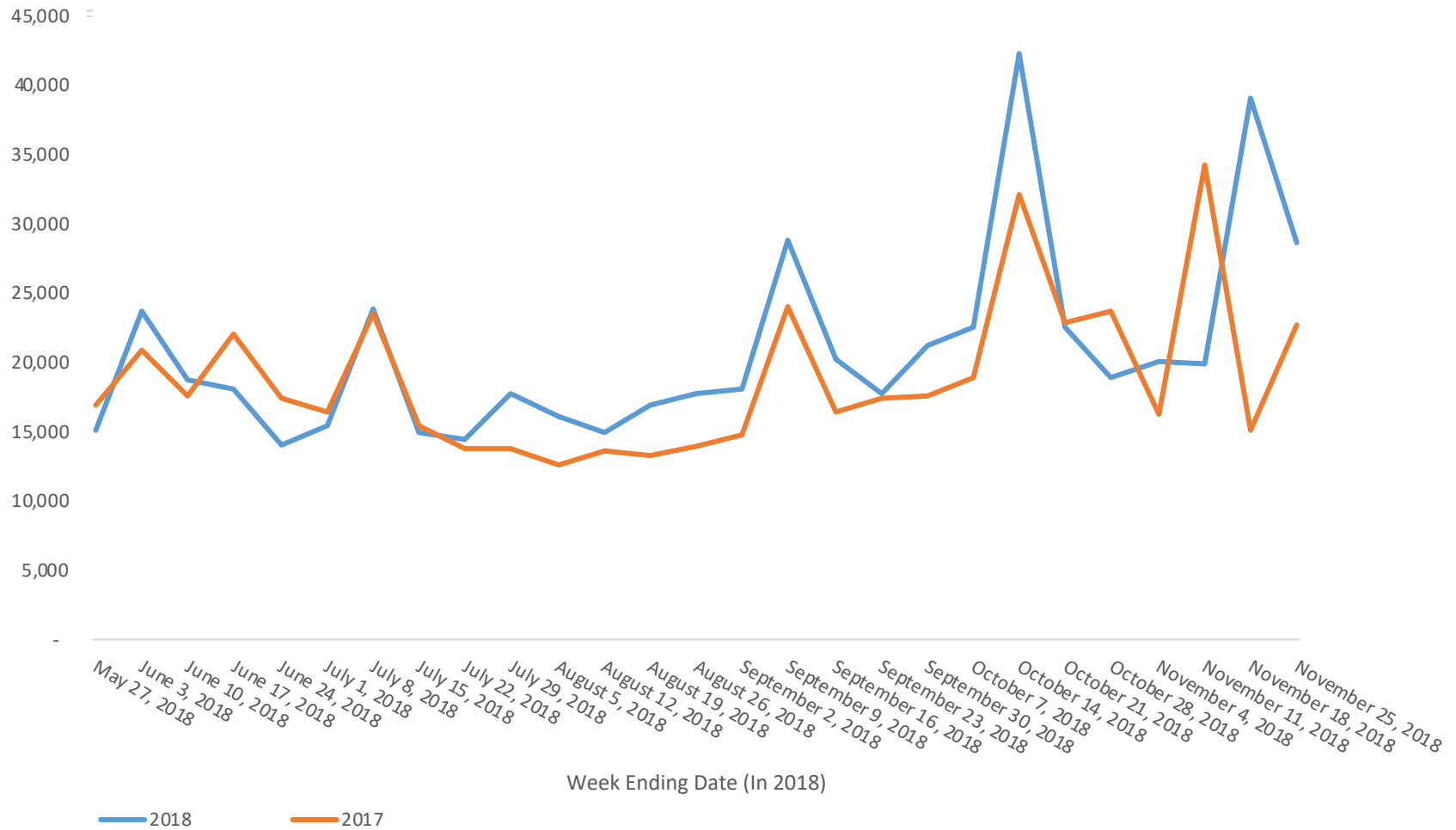
- 61.5% growth in total weekend sessions
 - 52% growth in weekday sessions

Installs

- 17% growth in weekend app installs
 - 16% growth in weekday app installs



Weekend sales 2017 and 2018 units sold



June – December 2017 vs 2018 comparison

- Weekend sales 2018 against 2017 show a 4.6% revenue increase year on year (~\$350k)
- Around 58,000 more tickets sold 2018 vs 2017**
- The direct comparison is impacted by significant line closures:

2018

- Lowell line – all except 2 weekends July through December
- Worcester line – 14 weekend days July through August
- Other closures affected Needham, Greenbush and Fairmount lines

2017

- Newburyport/Rockport – July through August
- Lowell line – 9 weekends summer 2017
- Haverhill line – weekends Fall 2017



Takeaways and Next Steps

- Overall strong result that suggests a weekend discount combined with effective marketing does attract more weekend riders
- Six-month FTA pilot period ended December 9
- Conducting FTA-mandated equity analysis and will report back to FMCB with recommendations

