The Better Bus Project – Part 1

Review of Work Plan

December 10, 2018
Overview

This presentation will update the Board on the Better Bus Project work plan including the timeline for key deliverables. The Project Team welcomes the Board’s feedback on this plan and will return to the Board in January to update the board and recommend improvements to bus routes across the system.

• Analysis Update:
  – Initial Feedback Summary
  – Lessons Learned from Initial Outreach
  – Market Analysis
  – State of the System

• Progress towards near-term Changes

• Multi-year Investment Strategy

• Key Next Steps - Decisions and Implementation Timelines
What we are aiming to achieve

A Better Bus Network for our riders and operators that:

- Builds a foundation for ongoing and future bus service improvements
- Leverages municipal partnerships to improve bus service
- Improves how we deliver service to build a more effective transit system
- Focuses on positively impacting the greatest number of riders as possible
### Why we need to improve bus service:
### Performance of cities with highest weekday trips

<table>
<thead>
<tr>
<th>Municipality</th>
<th>No. of Routes</th>
<th>Weekdays Trips</th>
<th>Routes that Fail the Service Delivery Policy Standard (2017 Data)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reliability</td>
</tr>
<tr>
<td>Boston</td>
<td>99</td>
<td>252,749</td>
<td>92% (91)</td>
</tr>
<tr>
<td>Cambridge</td>
<td>29</td>
<td>36,031</td>
<td>93% (27)</td>
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<tr>
<td>Somerville</td>
<td>16</td>
<td>15,618</td>
<td>94% (15)</td>
</tr>
<tr>
<td>Malden</td>
<td>20</td>
<td>12,501</td>
<td>100% (20)</td>
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<tr>
<td>Chelsea</td>
<td>5</td>
<td>11,854</td>
<td>100% (5)</td>
</tr>
<tr>
<td>Quincy</td>
<td>18</td>
<td>11,546</td>
<td>89% (16)</td>
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</tbody>
</table>
Better Bus Project Process Map: Update

**Continuous Change**
- Early Morning Pilot
- Late Night Pilot
- SL3 Service Expansion
- Dedicated Bus Lanes
- Transit Signal Prioritization
- Signal Optimization
- Addition Resources
- Dropped Trip Task Force
- Quarterly Goals

**Analysis**
- 1\textsuperscript{st} Round Public/ Stakeholder/Operator Outreach
  - Underway: Review existing service
  - Early Jan: Release State of the System Report
  - Early Jan: Release Market Analysis

**Proposed Near-term Changes**
- Dec – Jan: Municipal and State Officials Outreach
- Mid-Jan: Release near-term service proposals
- Mid-Jan to mid-Mar: 2\textsuperscript{nd} Round Public/ Stakeholder Outreach
- Apr: FMCB Vote: Go/No-Go
- Early-May: Build new schedules & routes
- Summer-Fall: Implementation

**Multi-year Investment Strategy**
- Mid-Jan: Release Route Profiles
- Late-Jan: Discuss Multi-year Investment Strategies for FY20
- Mar: Finalize FY20 resource request
- Apr: Selection of FY20 investment level by the FMCB Board

**Future Network Redesign**
- Nov: RFP posted
- Jan/Feb: Consultant award
## Analysis Update: Initial Feedback Summary

<table>
<thead>
<tr>
<th>Audience</th>
<th>Comments</th>
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<tbody>
<tr>
<td>FMCB</td>
<td>• Make the highest impact, as quickly as possible to routes that would create the bus network backbone</td>
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<tr>
<td>General Public</td>
<td>• More reliable service</td>
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<tr>
<td></td>
<td>• More frequent service</td>
</tr>
<tr>
<td>Operations</td>
<td>• Schedules that can be met</td>
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<td></td>
<td>• Better spacing of stops</td>
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<tr>
<td>Consultant Review</td>
<td>• Service is too complex</td>
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<tr>
<td></td>
<td>• There are too few frequent routes</td>
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<tr>
<td></td>
<td>• Service is slow and getting slower</td>
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<tr>
<td></td>
<td>• Service is unreliable</td>
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<td>• Schedules have irregular headways</td>
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<td></td>
<td>• Many buses are overcrowded</td>
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<tr>
<td></td>
<td>• Many routes start too late and end too early</td>
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Analysis Update: Lessons Learned from Initial Outreach

Most participation through online feedback (1,986 respondents) and street teams cards (1,143 completed)
• Online feedback was open for 3 full months – we received a steady number of responses for all months (April-24; May-945; June-465; July-552)
• Street teams were conducted for 12 weeks (24 in total)
• Online feedback was increased when we had street teams to publicize

Our team has reached out to community groups, municipal staff and others to get feedback on how to reach populations in more depth for Round 2
• Attend community events/municipal/neighborhood association briefings
• Conduct stakeholder workshop(s) with community leaders
• Share information in neighborhood newsletters/community social media groups

There are trade-offs by using different types of public outreach approaches:
• Regional public meetings can cover large areas of ridership with high quality feedback, but attendance is low and reaches a limited audience
• Street Teams, Transit Talks, Online, and other community focused efforts reach active riders who may not otherwise engage in the outreach process
Analysis Update: Market Analysis

Market Analysis:
• A comprehensive evaluation of the underlying transit demand throughout the MBTA’s bus service area

Key Findings:
• More than any other factor, population and employment density will determine the underlying demand for transit
• People travel throughout the service area using all modes, however transit is only oriented toward downtown Boston
• Complete Market Analysis will be available online

Available: Early January, 2019

Report will be posted on: mbta.com/betterbus
Analysis Update: State of the System

State of the Bus System Report:
• Highly illustrated briefing book that provides a review of the MBTA’s existing bus transit service and operating characteristics

Key Findings:
• Develop a ‘Frequent Transit Network’ to better match service with demand
• Simplify routes and the overall network, including consolidation of stops
• Build new schedule to reflect actual service and address SDP standards
• Work towards eliminating dropped trips
• Focus on bus transit priority improvements
• Complete Market Analysis will be available online

Available: Early January, 2019

Report will be posted on: mbta.com/betterbus
Proposed Near-term Changes Update

Near-term Change Proposals:
- One page overview of each of the MBTA’s proposed service changes, including maps, justifications, and supporting data

Detailed Description:
- About 50 service change proposals across the network that can be implemented in 2019
- Will include: a map of the proposal, current metrics on the performance of the route, and an explanation on why we believe these changes are beneficial to the riding public
- This document will be used to gain feedback from the public both in our public meetings and through our online survey

Available: Mid-January, 2019

Report will be posted on: mbta.com/betterbus
Multi-year Investment Strategy Update: Route Profiles

Route Profiles:
• In-depth report of each of 180 MBTA operated routes (15-20 pages each)

Detailed Description:
• Provides a detailed analysis of each route designed to identify the strengths and weaknesses of each route
• Data includes: Network Importance, Ridership, Passenger Comfort, reliability and speed
• The profiles assist with identifying ways to improve each route for both phase 3 and phase 4

Available: Mid-January, 2019

Report will be posted on: mbta.com/betterbus
## Timeline for Next Steps, Decisions and Implementation

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<td>Market Analysis</td>
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<td>State of the System</td>
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<td>Near-term Proposals</td>
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<td>Route Profiles</td>
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<td>Street Teams</td>
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<td>Station Meetings</td>
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<td>Transit Talks</td>
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<td>Regional Meetings</td>
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<td>Municipal Outreach</td>
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<td>Legislative Outreach</td>
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### Implementation
- FY20 Investment discussion and decision
  - Implementation
### Key Next Steps

<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting/Deliverable Release</th>
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<tbody>
<tr>
<td>Dec 10</td>
<td><em>FMCB Presentation</em> – Part 1 Work Plan Review, Overview of State of System and Market Analysis</td>
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<tr>
<td>Jan 7</td>
<td><em>FMCB Presentation</em> – Part 2 Overview of Near-term Change Proposals and Route Profiles</td>
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<td>Early January</td>
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</table>
  - Release Market Analysis  
  - Release State of the Bus System Report  
| Mid January |  
  - Release Near-term Change Proposals  
  - Release Route Profiles  
  - Begin Municipal and Legislative Briefings |
| Jan 28   | *FMCB Presentation* – Part 3 Discuss Multi-year Investment Strategies for FY20                |
| March    | **Action:** FMCB Propose FY20 Budget                                                        |
| April    | **Action:** FMCB Vote on Package for Near-term change proposals                             |