



**Massachusetts Bay
Transportation Authority**

Late Night Proposal and Early Morning Service Update

June 4, 2018



- MBTA staff, municipal partners, and advocates have worked to craft a Overnight Service proposal since March 2016
 - Proposal divided into Early Morning and Late Night
 - Early Morning pilot started April 1, 2018
 - Staff continues to gather and analyze ridership data
 - Marketing efforts show familiarity with the service
- The FMCB allocated a maximum of \$2 million toward Late Night service in FY19 budget and directed staff to continue working on a viable proposal
 - This presentation will update the FMCB on staff's progress
 - Staff seeks the Board's authorization to advance today's proposal for a pilot of late night service

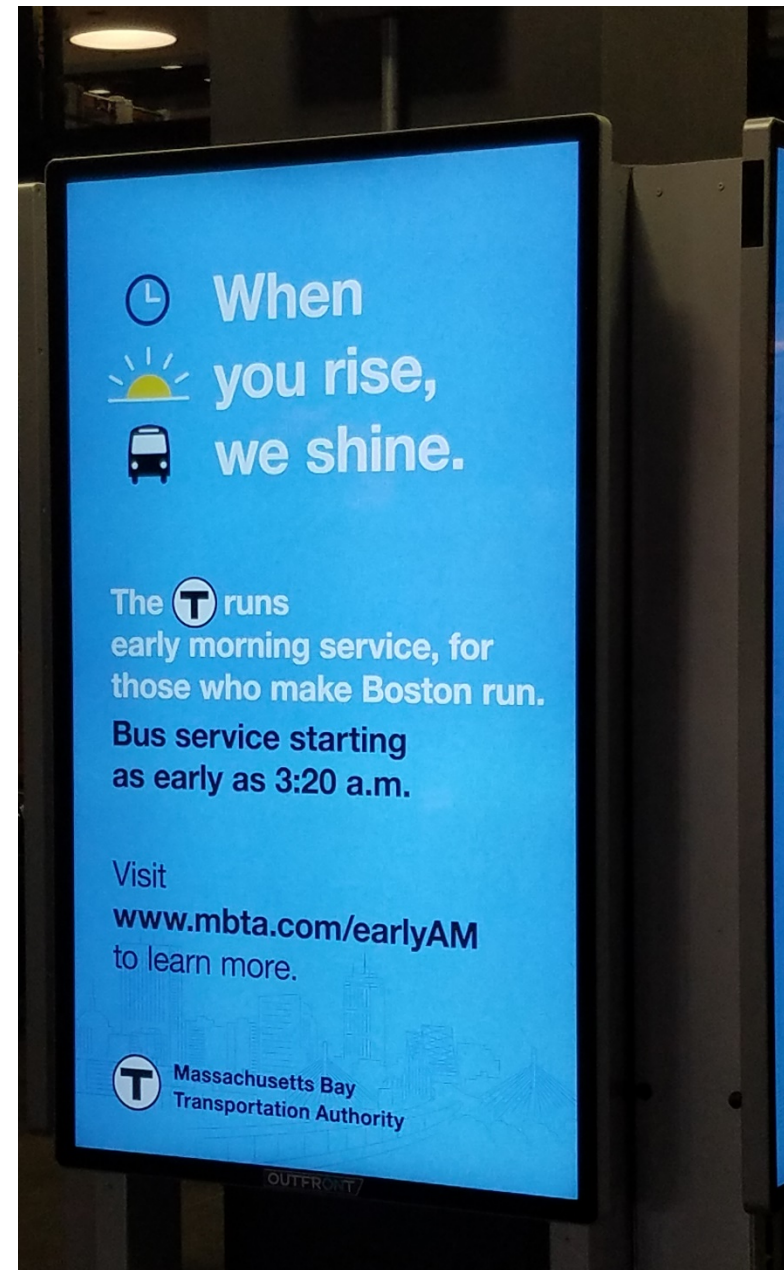
Early Morning Update



Service started on April 1st

Marketing effort has been successful

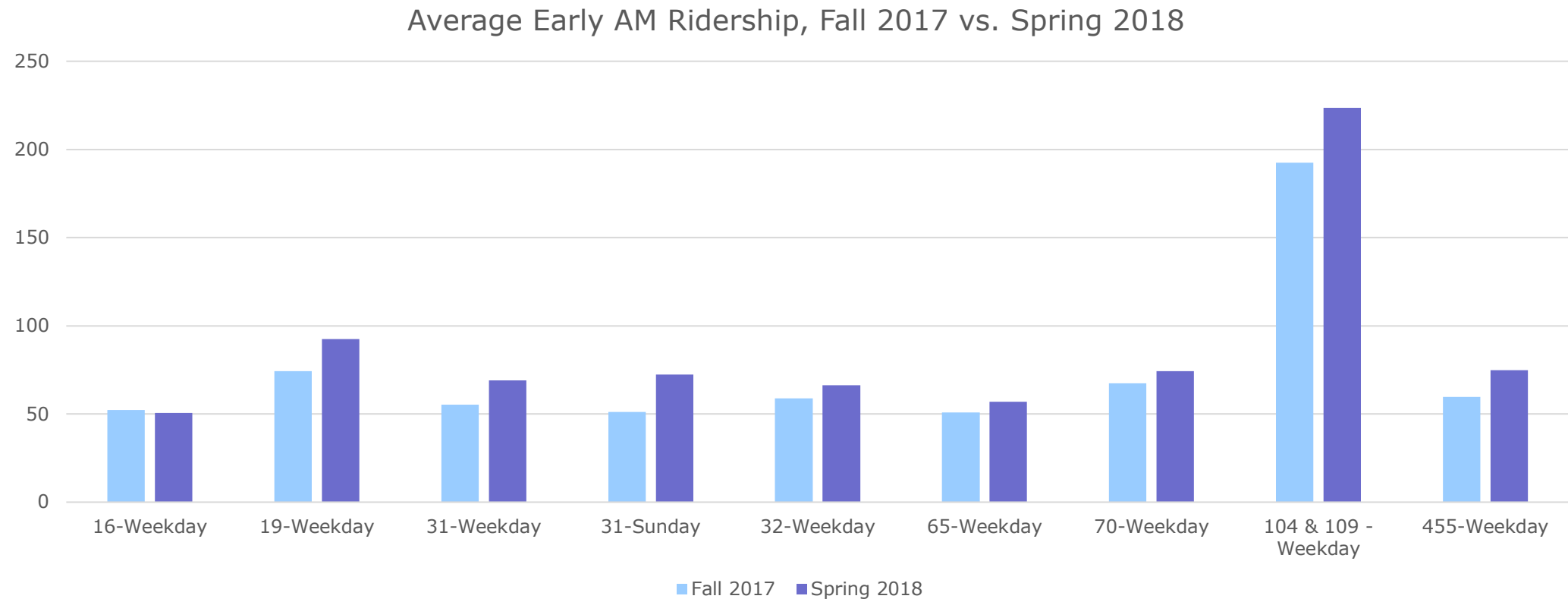
- Between April 1- May 12, 4300 unique page views on the Early AM page on MBTA.com
- In a survey the 3rd week of April, 52% of frequent MBTA riders had heard of Early Morning service
- 33% of frequent riders familiar with Early Morning service learned about it from digital boards and announcements in stations and 15% from MBTA website/social media.



Early Morning, Preliminary Ridership Observations



- Passengers are using earlier trips—and crowding is decreasing on previously overcrowded first trips.



- Data still being collected on all trips for analysis

Proposal for Late Night Pilot



Goals:

- Use a similar incremental approach as Early Morning Pilot; add service where we expect strongest ridership
- Collect data to inform future decisions

Timeline:

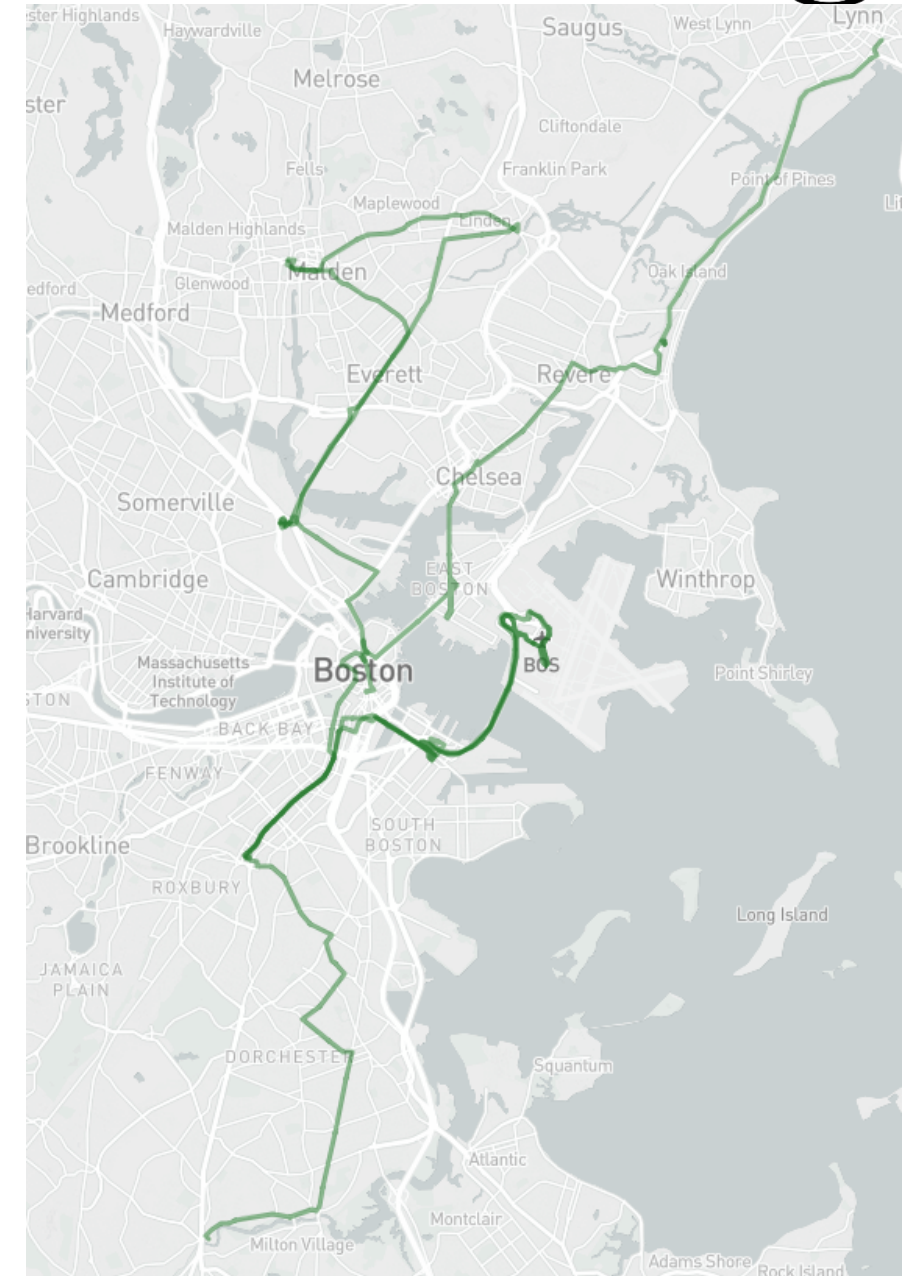
- **Phase 1: Fall Rating (September 2018) or Winter Rating (December 2018)**
 - Fall Rating (Sept 2018) if decision by June 4, or Winter Rating (Dec 2018)
 - Adds three types of additional service:
 - A. Add/modify service to build toward a legible overnight network
 - B. Add new span where there is high ridership on current last trips, including into 1-2am timeframe
 - C. Alleviate crowding on trips between 10pm and 12:30am by increasing frequency
- **December 2018:**
 - Evaluate Early Morning Pilot and Phase 1 of Late Night
- **Phase 2: Spring Rating (April 2019) or Summer Rating (June 2019)**
 - Based on findings from Early Morning Pilot and Phase 1 of Late Night, add or revise earlier/later trips on service with high usage to further build out the overnight network

Proposal for Phase 1: Part A—Build toward legible overnight network



Add/modify service to build toward a legible overnight network

- Adjust existing overnight/early AM routes structure and branding to be clearer and legible
 - Add new late night SL1/SL4 service as spine through downtown
 - Increase legibility of existing Route 171 (two trips at 3:50am and 4:20am)
 - Add 1-2 trips along portions of Routes SL1, SL4, 15, 24, 104, 108, 109, 117, 442 in the 2am timeframe

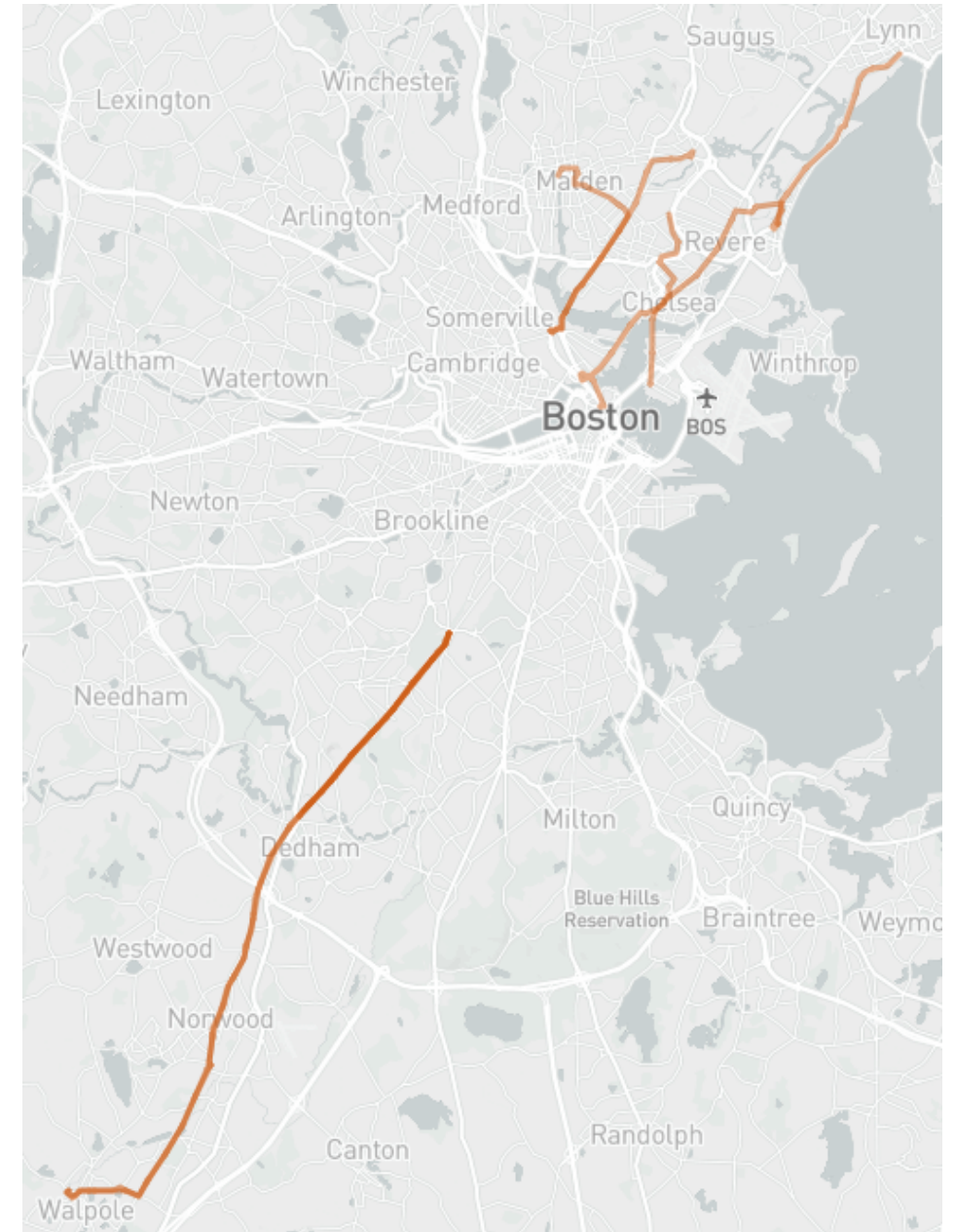


Proposal for Phase 1: Part B—Add new late-night span



Add new span where moderate/high ridership exists on current last trips (after 12:30AM)

- Add new later trips on:
 - 34E (Saturday)
 - 104 (weekday, Saturday)
 - 109 (weekday)
 - 111 (Saturday)
 - 116 (Saturday)
 - 442 (Sunday)

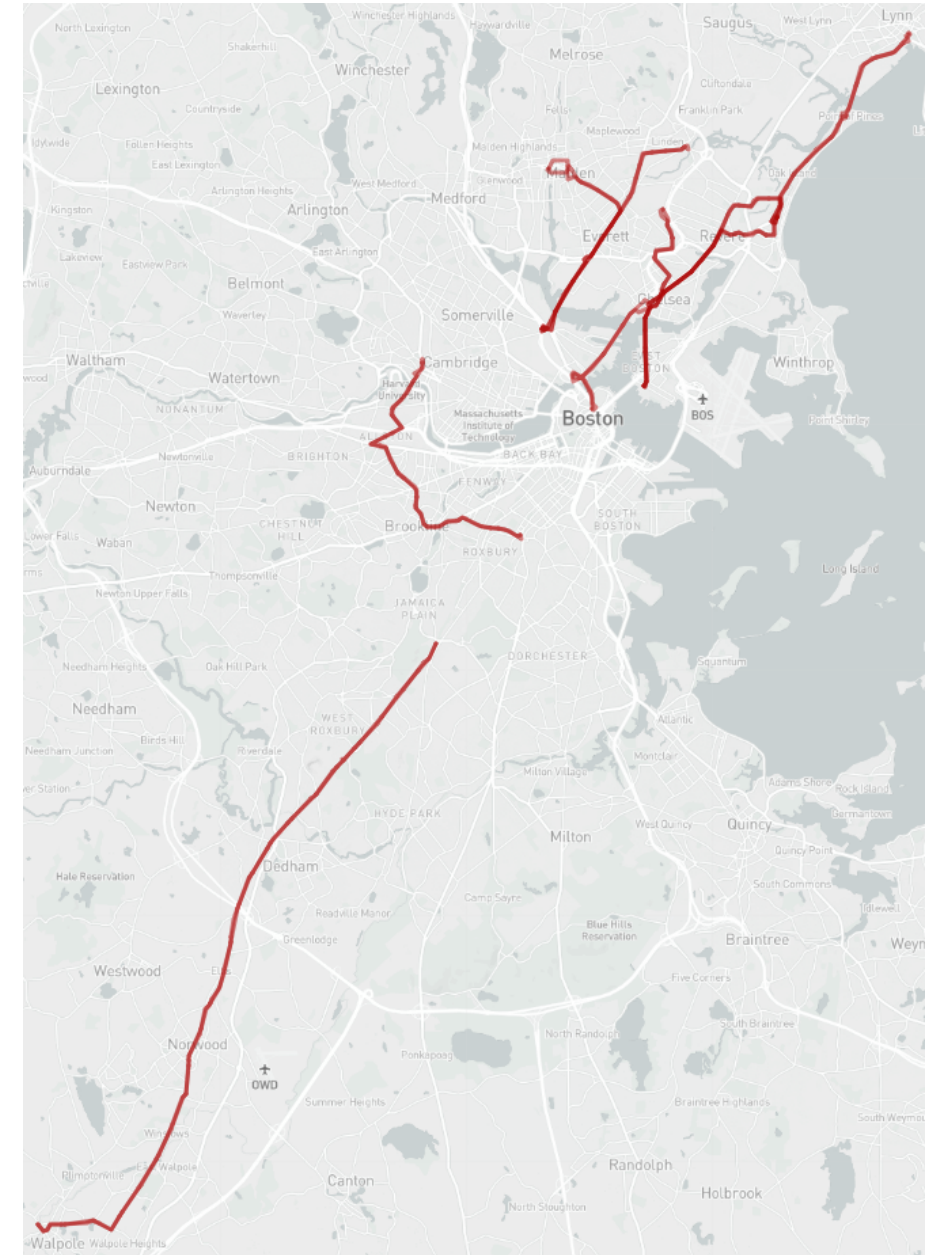


Proposal for Phase 1: Part C—Improve frequency to reduce crowding

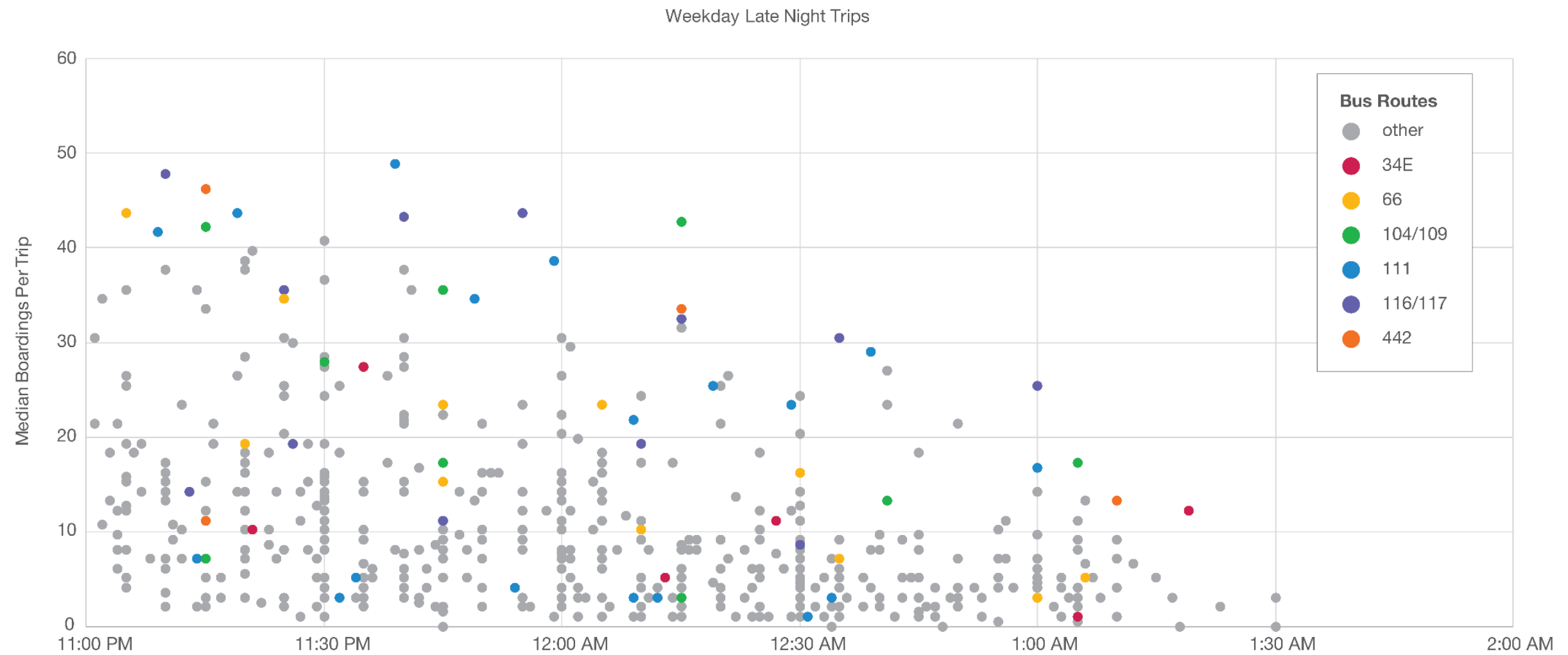


Add better frequency to address high ridership/crowding between 10pm-12:30am

- Add better late night frequency and more trips on:
 - 34E (Saturday)
 - 66 (weekday, Saturday)
 - 104 (weekday, Saturday)
 - 109 (Saturday)
 - 111 (weekday, Saturday)
 - 116 (weekday, Saturday)
 - 117 (weekday, Saturday)
 - 442 (weekday)



Current Night Bus Ridership



Source: APC April 2018

Phase 1 Cost: \$2M FY19 Operating Budget



Phase 1 Resources:

\$800,000 Operations
\$250,000 The RIDE
\$100,000 T Police
\$50,000 Marketing

\$1.2M Total

- Bus operations
 - FY19 budget included up to 10 bus operators for late night/overnight; this allocates 6 bus operators leaving room for Phase 2 in Spring/Summer.

Phase 2 Resources:

- Remaining budget for Phase 2: \$660,000
- In December 2018:
 - Recommendations, based on Early Morning Pilot and Phase 1 Late Night will be drafted and shared with the Board.
 - Budget allocation will be included in the discussion.



- Before the Late Night pilot starts the MBTA and partners will agree on a set of performance measures for the pilot
- Phase 1 will test:
 - Which routes are good candidates for extended service in Phase 2
 - Which routes need more frequent service between 10pm and 1am
 - Together with Early Morning pilot, which routes are good candidates for all night service
- The MBTA will evaluate the Late Night service marketing effort by evaluating who has heard of the service and change in ridership in the Late Night period