Late Night Proposal and Early Morning Service Update

June 4, 2018
Overview

• 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.
Pilot Evaluation

• 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