



Massachusetts Bay Transportation Authority

Deputy General Manager's Remarks

Fiscal and Management Control Board

January 7, 2019

\$10 Weekend Commuter Rail Pilot Resumes

- Working collaboratively with FTA, pilot resumed this past weekend
- First six months: 180,000 tickets sold representing 23% of all weekend sales
- Pilot ticket sales also resulted in 4.6% increase in weekend revenues
- Program was marketed through digital platforms and direct mail via first-of-its-kind revenue growth partnership between MBTA and Keolis
- **MBTA.com/MassByTrain**

BACK FOR 2019! **T COMMUTER RAIL**

Unlimited trips

\$10 WEEKENDS

BEGINNING JANUARY 5TH

UNLIMITED WEEKEND TRAVEL FOR JUST \$10

Three easy ways to buy

T Via the mTicket app for tickets on your phone.

 At the ticket windows at Back Bay, North, and South station.

 On board from conductors during weekends.

MBTA.com/massbytrain

T COMMUTER RAIL

WHERE WILL

\$10 Weekends

TAKE YOU?

UNLIMITED TRIPS, ALL ZONES, ALL WEEKEND JUST \$10 EACH WEEKEND

MBTA.com/massbytrain

North Station Underground Walkway

- Underground direct connection between Green/Orange line and Commuter Rail platform
- Project included installation of redundant elevator

