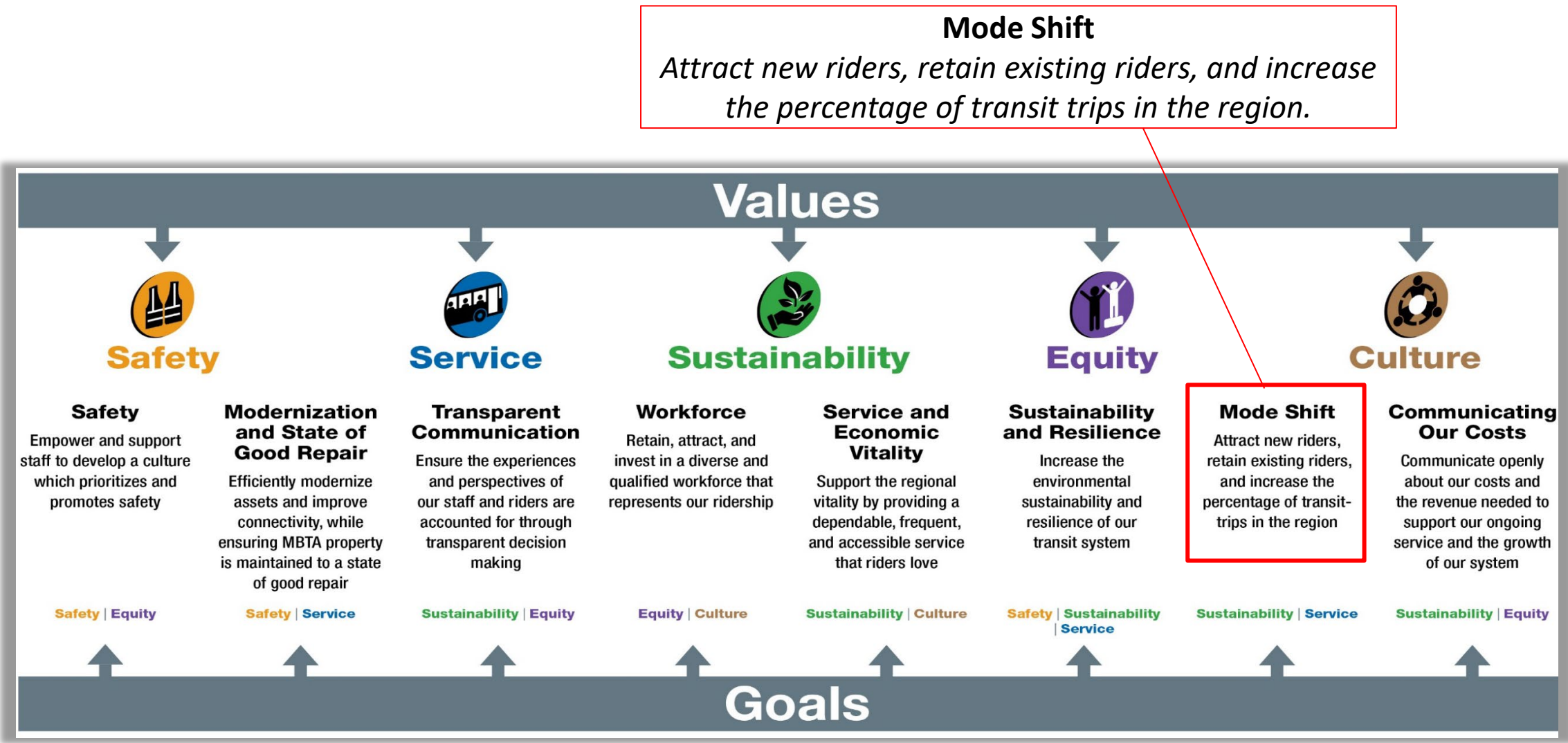


Choose Transit: Mode Shift at the MBTA

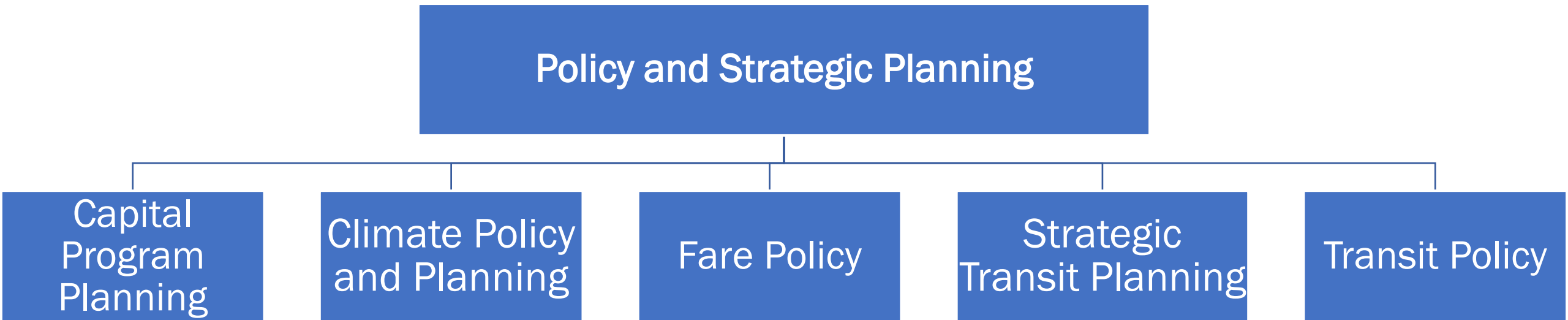
North Shore Task Force, December 12, 2024

Sandy Johnston, Deputy Director of Regional Transit Planning





MBTA Policy and Strategic Planning

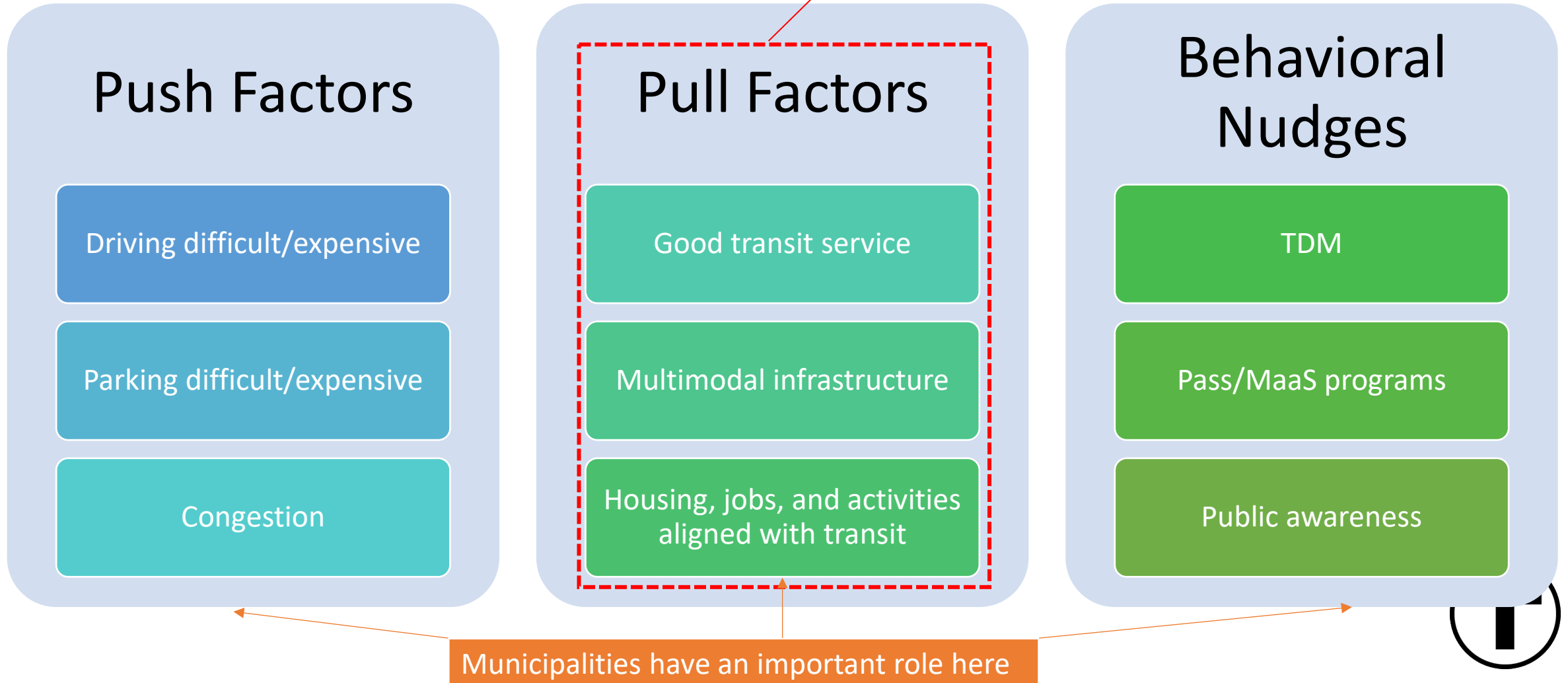


What Works to Create Mode Shift?

An all-of-the-above collective effort

Most of what transit agencies control is in this column!

4



Choose Transit: Guiding Principles

- *Developing the General Manager's priorities for the system*
- *A preview to the Program for Mass Transportation*
- *A call to the region to **CHOOSE TRANSIT** and envision a future with:*



Frequent, reliable, resilient, and connected service enabling seamless transfers



Multimodal system with expanded first/last mile options and fare integration



Accessible, safe and modernized rider experience with easily navigable routes to transit and more rider amenities at stations



Transparent communication and attention to rider needs including expanded real-time information available at all points in riders' trips

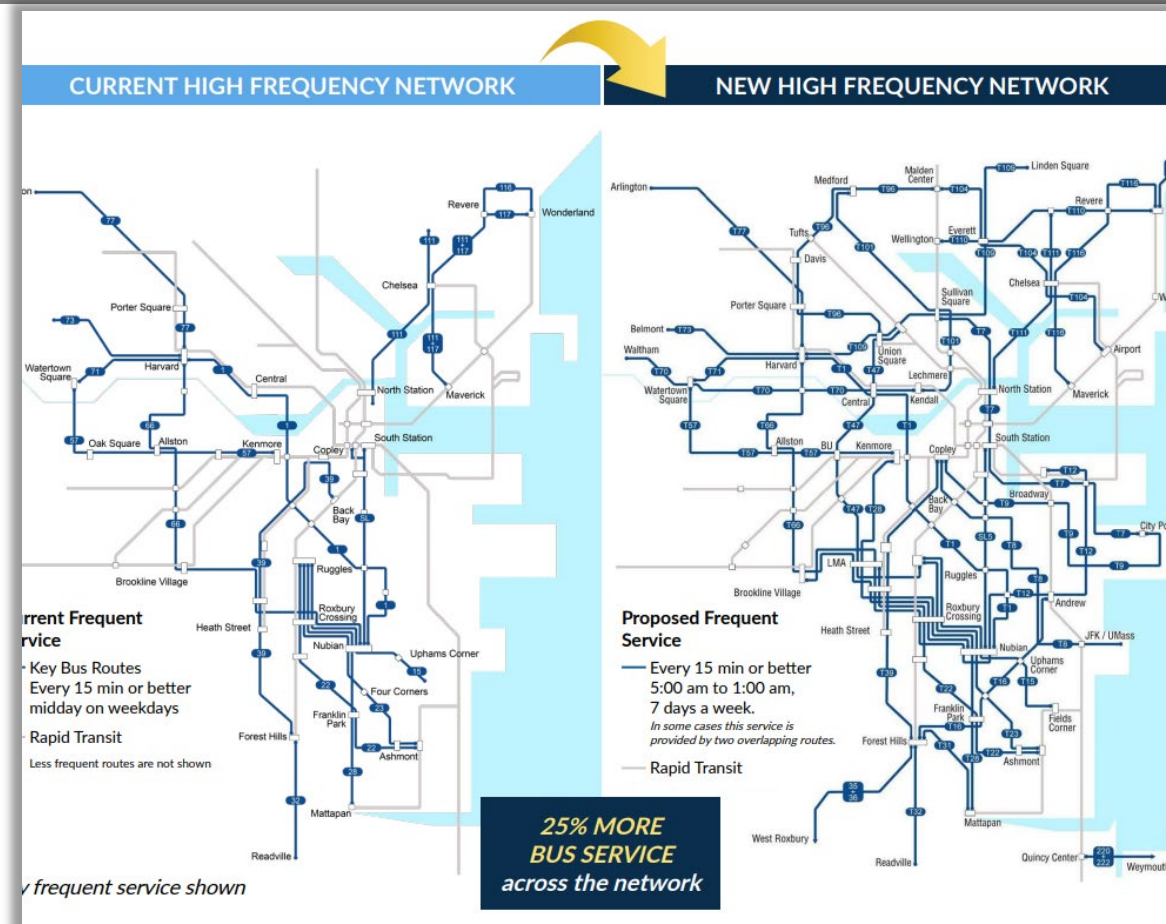


Easy access to more destinations including housing, jobs, and activities









Bus Network Redesign

Expanded service and a more equitable network supporting a wider variety of trips



GOALS FOR THE REDESIGNED NETWORK

-  **1** Equity first*, prioritizing the needs of those who depend on buses and need frequent, reliable service
-  **2** More frequent service in busy neighborhoods
-  **3** More all-day service
-  **4** New connections to more places (including non-downtown centers)
-  **5** A network that's simpler and easier to use
-  **6** More transit priority and other infrastructure to improve reliability and accessibility

* Equity is defined as improving access and quality of service for transit-critical populations (low-income populations, people of color, seniors, people with disabilities, or people who live in households with few or no vehicles)

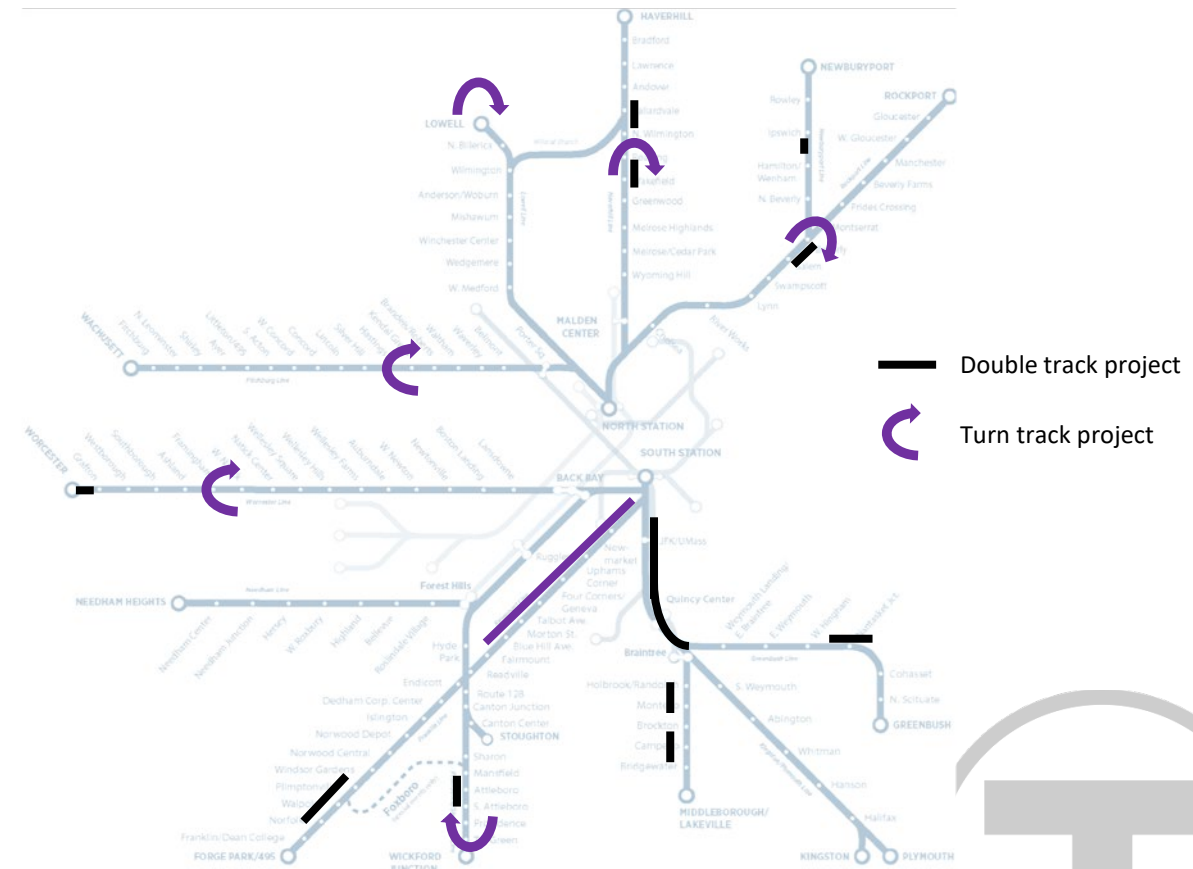
Phase 1 begins this Sunday, December 15!
Improvements primarily to Inner North Shore routes
(Everett, Chelsea, Revere, East Boston)



Incremental Steps Toward Regional Rail—Projects Underway

- Fairmount Line
 - 30 min service all day all week
 - 20 min, decarbonized service through innovation proposal
- Turn track projects to enable/expand urban rail services using existing Diesel locomotives
 - EJ Corridor - 30 min Beverly service (active)
 - Haverhill Line – 30 min Reading service
 - Lowell Line – 30 min Lowell service
 - Worcester – weekend expansion
 - 30 min Zonal express
 - 30 min Framingham local
 - Franklin branch double track service expansion
 - 2 trains per hour to Walpole splitting to Foxboro or Forge Park
- Double Track projects in planning
 - Old Colony hourly service (Quincy 20 min service)*
 - EJ corridor – Beverly 20 minute service
 - Haverhill hourly service*
- Four track (electrification) project
 - Providence line – Amtrak electrification of Attleboro Station tracks –
 - 30 minute electric service to Providence

* Funded for planning only



Reduced Fares: MBTA more accessible to more riders

- Reduces one-way or pass fares by 50% for eligible applicants (eligibility confirmed through other state aid programs)
- Applies to all MBTA modes, but perhaps most important for CR
- CR has traditionally served a white-collar, wealthy market but most lines serve or terminate in a “Gateway City”—Haverhill, Lawrence, Lowell, Fitchburg, Worcester, Salem, Lynn, Everett, Brockton
- Because of the expense of current fares, we expect this new program to improve access across the region and potentially draw in new riders



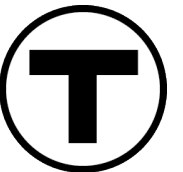
In Development: Bus Stop/Bus Lane Enforcement

Current Landscape

- MBTA has over 7000 bus stops, and a growing network of more than 42 miles of dedicated bus lanes across 11 municipalities, with 50 additional miles planned by 2030.
- We are seeing these cost-effective roadway improvements work. For example, on northern Mass. Ave. in Cambridge, peak bus speeds are up by 30-40%, saving riders 3-4 minutes per trip, and increasing ridership.
- Blocked bus stops are a safety risk, especially for riders with disabilities. When a bus cannot reach the curb, riders can be forced to exit in the middle of the street.
- Today, enforcement varies by municipality; there is no statewide rule prohibiting travel in bus-only lanes, and no legal mechanism for automated camera enforcement of bus stops and bus lanes.

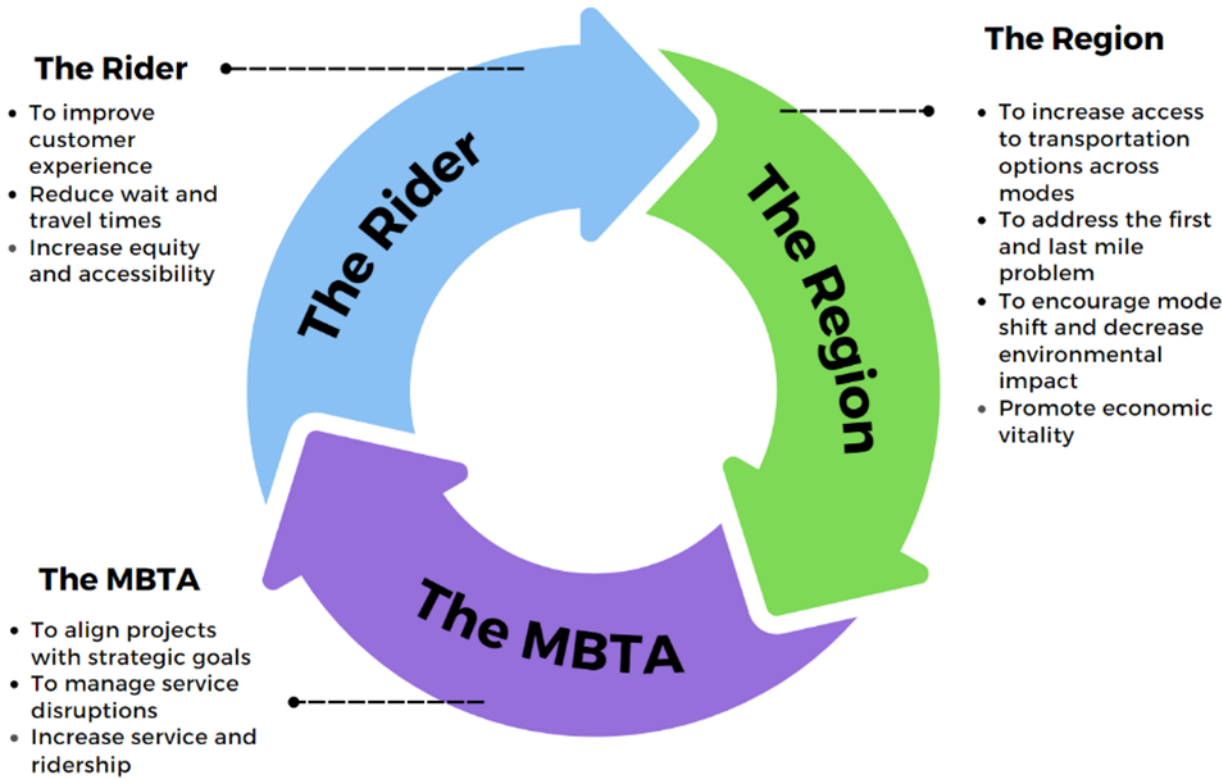
Potential for Legislative Action

- In the 2023-24 legislative session, Senate Bill 2600, "Automated Enforcement of Bus Stops and Bus Lanes" would have given the MBTA and RTAs authority to cite cars blocking bus lanes and bus stops using license-plate recognition cameras. The bill passed in the Senate but did not move in the House before the end of the session.
- Similar language may be included in the forthcoming Governor's budget but municipal support and advocacy can help highlight the importance of keeping bus lanes and bus stops clear statewide.

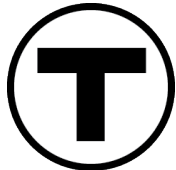
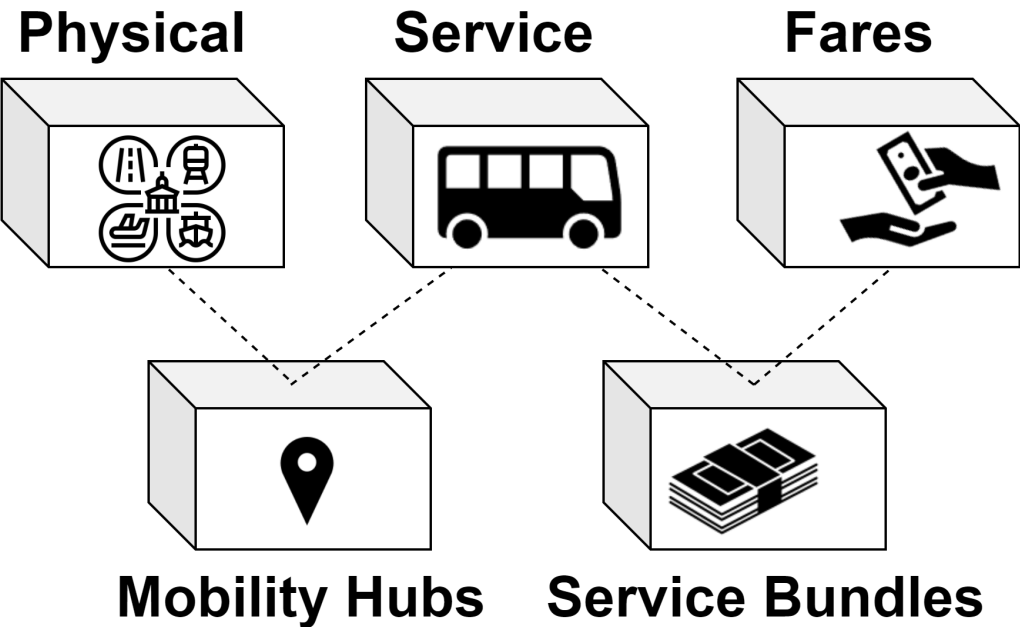


In Development: MBTA Mobility Integrations Plan

Who Benefits

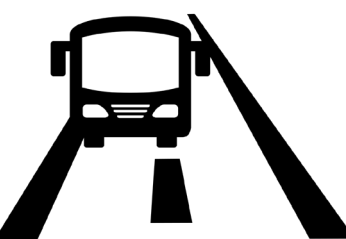
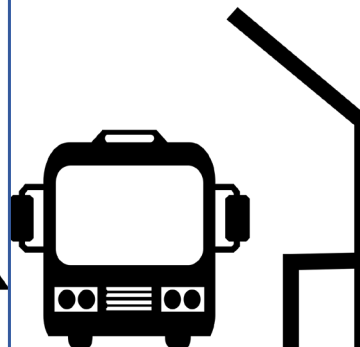
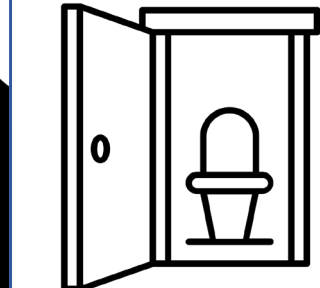

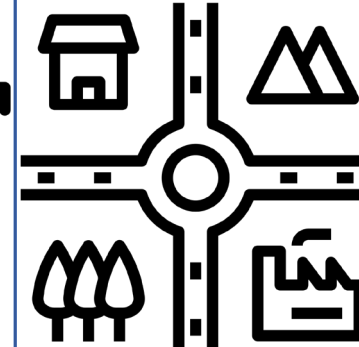
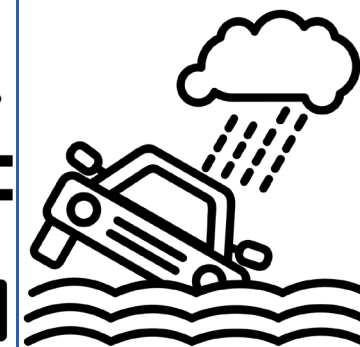
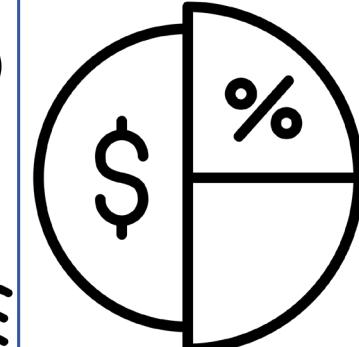


Types of Integrations



Call to Action and Partnership

How can municipalities and regional partners work with the MBTA to enhance transit beyond the core?

| | | | | | | |
|--|---|--|---|---|---|---|
|  |  |  |  |  |  |  |
| Support transit priority on municipal and state roadways | Advocate for bus lane and stop enforcement | Help support frontline MBTA staff, such as by facilitating restroom access | Provide safe routes to transit stops for people walking, biking, and rolling | Support density of jobs and housing around transit | Work together on resilient infrastructure and sustainability strategies | Help grow the funding pie so MBTA can provide better service to everyone |



Thank you!

Questions?

Contact:

sjohnston2@mbta.com

