



For immediate release **Monday, February 25, 2008**

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Boston, MA – *TransitWorks*, a formal collaborative effort to maintain quality and service levels of the MBTA, today published the results of a Silver Line Washington Corridor rider satisfaction survey. The study, conducted over a three day period in **Month** 2007, surveyed 937 Silver Line riders along the Washington Street corridor during the hours of **xyz**.

A *TransitWorks* analysis of the survey responses demonstrated a high degree of rider satisfaction along the Silver Line Washington Corridor, and the *TransitWorks* report also outlines some recommendations for further improvement to the bus rapid transit service.

The *TransitWorks* study found that:

- In 45% of the responses, riders were satisfied with the overall service that the Silver Line Washington Corridor provided.
- The CharlieCard is the preferred method of payment; 72% of riders using it to pay for their ride.
- Riders indicated that the three key variables most important to them are announcements, schedules and route information, and promptness of service.
- 43% of riders utilize the service five days a week, with an additional 24% riding six days or more a week.

The study also recommends:

- Enhance pedestrian access in and around stations and stops, as 49% of riders access the Silver Line on foot.
- Increase seating capacity and identify solutions for stroller/luggage management.
- Explore new signaling systems that could enhance Silver Line speed and service.
- Continue to educate drivers on effective time management and adherence to outlined schedules.
- Maximize use of the Global Positioning Systems aboard vehicles as a means to spread service out to accommodate ridership levels.
- Work with drivers to communicate accurate and effective service announcements.
- Enhance existing signage to inform riders of estimated arrival time of the next vehicle.
- Develop a mystery rider program to increase driver customer service.
- Provide regular training and information to drivers on effective communication and customer service.

About *TransitWorks*:

TransitWorks began in 1997 as a collaborative initiative, joining the business community, local municipalities, Boston region transit riders, and other interests under a single umbrella organization. This collaboration was dedicated to maintaining the quality and service levels of the Massachusetts Bay Transportation Authority (MBTA), and attempted to help the MBTA take aggressive action to retain and renew relationships with the riding public in order to improve MBTA customer satisfaction, stem a loss in transit ridership, and build public support for the MBTA. The collaboration realized some success over a four year period using all volunteer staff time. After 2001, the initial collaborators of *TransitWorks* (A Better City, the A Better City Transportation Management Association, and the MBTA Advisory Board) continued to see the opportunity and promise of *TransitWorks* and reestablished the project by hiring a full time staff person in 2004. Today, *TransitWorks* is designed to repeat and expand upon the work completed from 1997-2001, through system wide evaluations and projects designed to address specific issues at the MBTA.

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