

# A Better City

Public Transit For The New Normal



# **MBTA Employer Panel Findings, What We're Hearing**

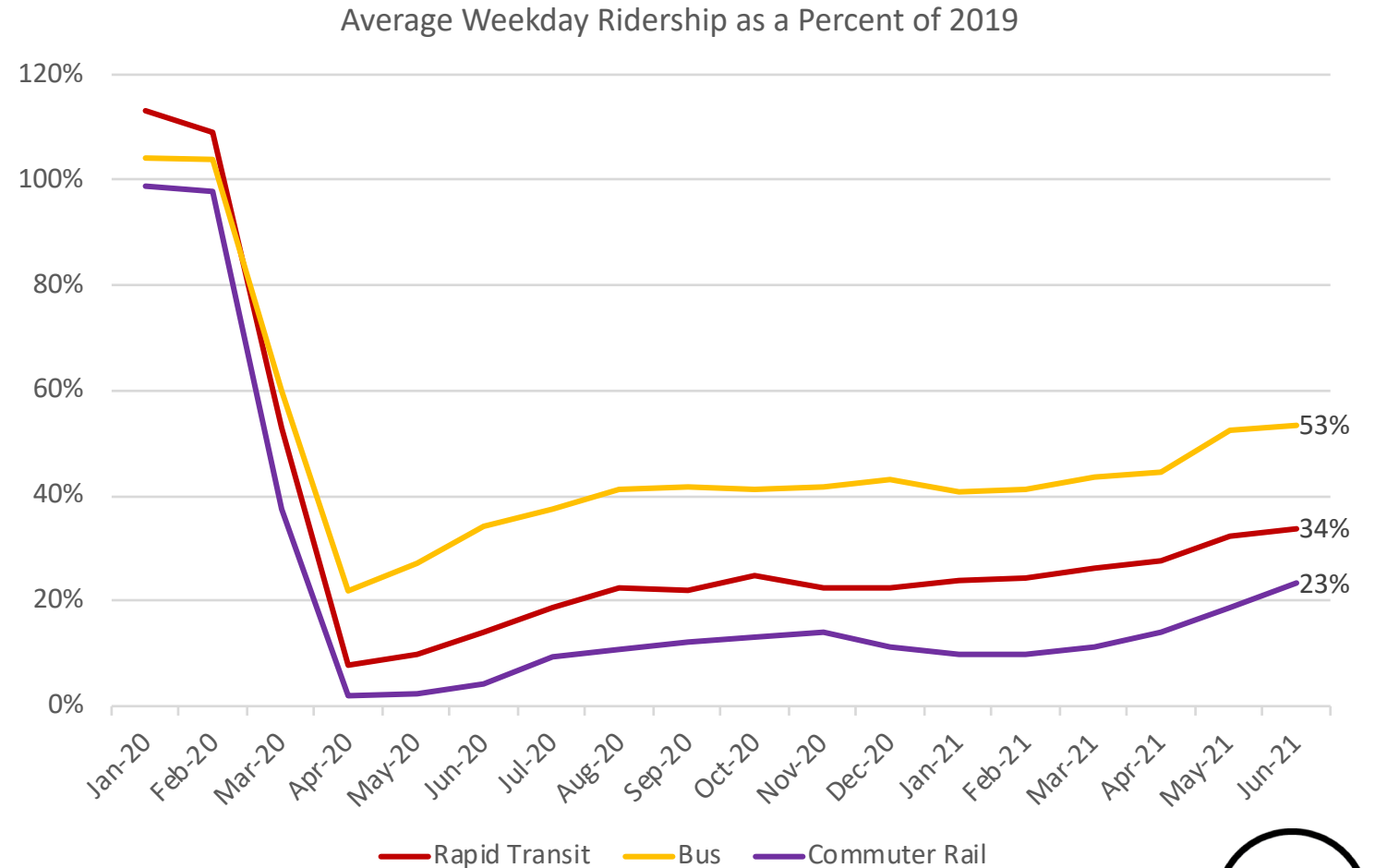
**Anna Gartsman** | Director of Strategic Research,  
Office of Performance Management & Innovation

# Ridership trends show an increase in trips on transit

But we know driving is coming back even faster; need to encourage transit for trips being made

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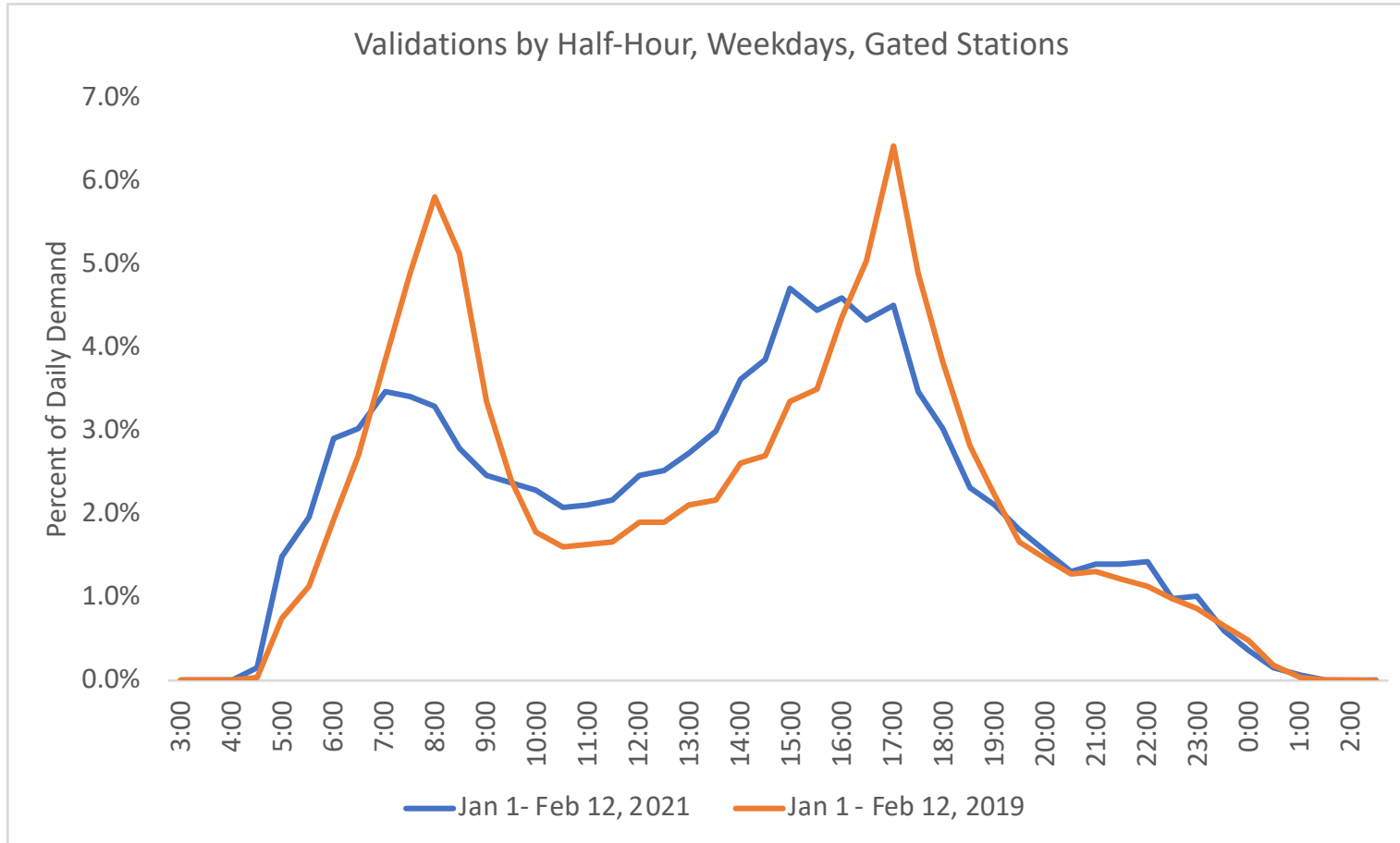
- Bus
  - Most resilient mode
- Subway
  - Variation between lines
  - Blue is more like bus
- Commuter Rail
  - Substantial increase after service changes in early April



# Travel on the T is less “peaky”

Great for planning and operating service during peaks; need to provide for mid-day demand

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- Also seeing flattened peaks in car travel, not just on transit
- This is a good phenomenon if we can maintain it because it allows us to increase capacity on our system with the same resources
- Better for crowding/feeling safe implications if we don't go back to “crush loads” at the peak of peaks
- Implications for staggered hours or core hours structure



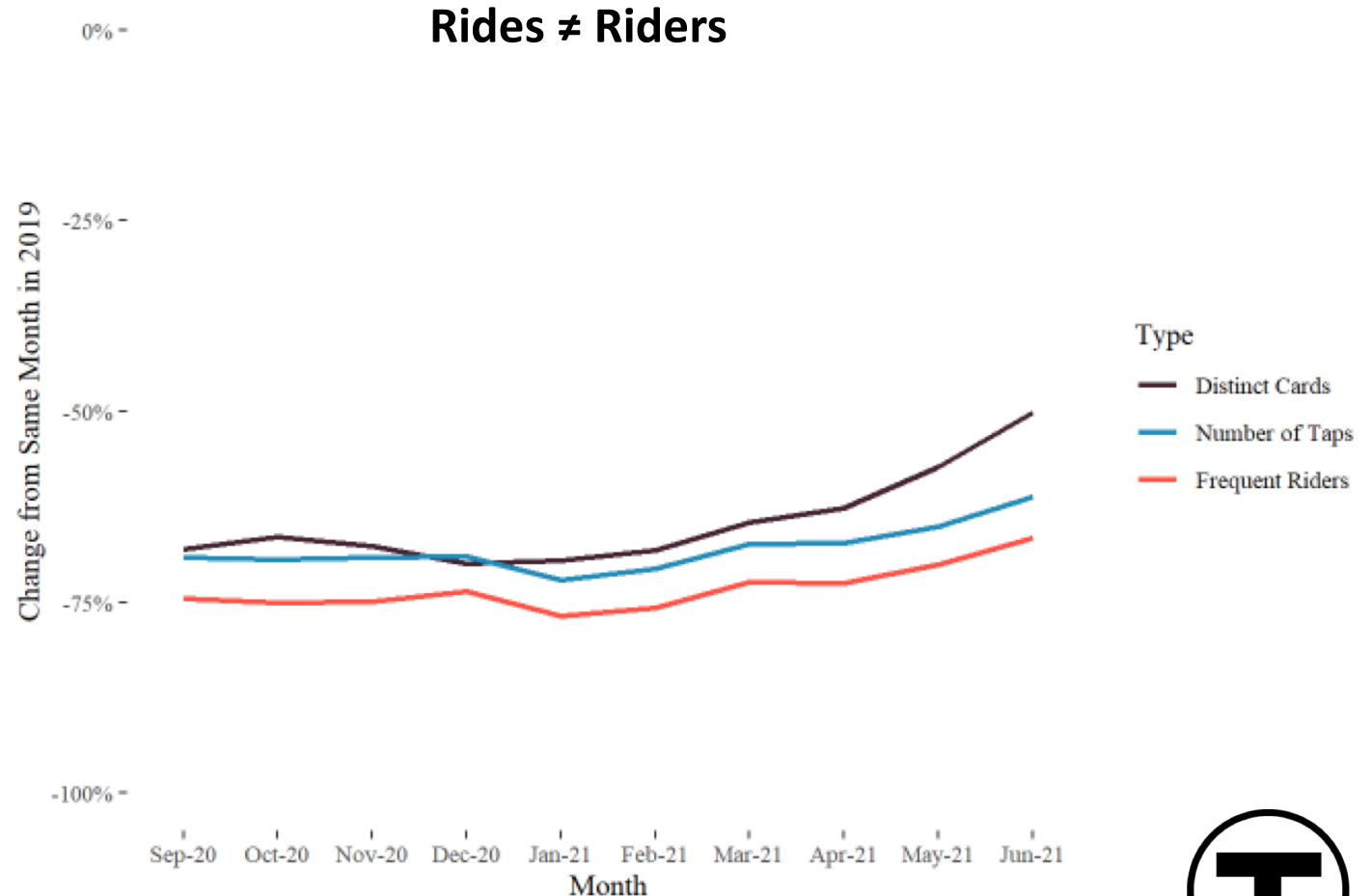


# Trips aren't riders

Need to provide service for *trips* and fare products for *riders*

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- *Riders* are coming back faster than *rides*
  - People are returning but making fewer trips
- We are expecting to gain back the vast majority of our *riders* but not clear exactly how much of their travel will return
- 50 weekly trips could be:
  - 10 people making 5 trips per week
  - 50 people making 1 trip per week



# What don't we know – what's not in the trends

When are the trends “broken”?

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- Big question – what's going to happen with the currently-teleworking workforce?
  - Employers' policies will govern the parameters of employee choice
  - Employees' decisions within those parameters
- **MBTA Employer Panel**
  - Panel survey started July 2020, recurring schedule to track changes
  - Reasonable representation of organizations in Boston/Cambridge with a teleworking workforce
  - Asks about decisions employers control: e.g. when will employees will be asked to return to work in person?
- **MBTA Customer Panel**
  - Monthly survey distributed by e-mail since 2015
  - About 700 responses per month, weighted to be representative of pre-pandemic ridership by mode
  - Respondents are mostly frequent riders; higher-income riders over-represented
  - Ask individual travelers about the decisions that they control: e.g. what days of the week would they prefer to work in person?

## MassDOT/MBTA Opinion Panel for Employers



MassDOT and the MBTA have partnered to survey employers throughout the region on their safety and transportation needs during the pandemic. By joining our employer opinion panel survey, you can share feedback that will help us plan system improvements and make important fare policy decisions.

Surveys take approximately 10 minutes, and we plan to send out a new survey every other month.

[Join the MassDOT/MBTA employer panel](#)

For questions or comments, contact us at [opmi@mbta.com](mailto:opmi@mbta.com).



# Expect gradual return through the summer, bigger jump in September

Combination of vaccine availability and school/childcare/other logistics

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- **Employers** focused on vaccine availability for timing return
- Confirmed by **employees**:
  - about 45% have been told they will return to work May to August 2021
  - 45% in September 2021
  - 10% after September 2021
- The expected timing varies by industry:
  - high-tech corporate industries (e.g. engineering, technology) already likely returning
  - traditional corporate industries (e.g. finance, insurance, law) more likely in September

“Vaccine availability to everyone who wants it”

“Vaccinations completed”

“Waiting on full vaccinations”

*Due to the relationship between industry and residential location, we expect that increases in **bus/rapid transit commuting will begin earlier and grow into the fall**, while increases in **Commuter Rail commuting will be more concentrated in September**.*



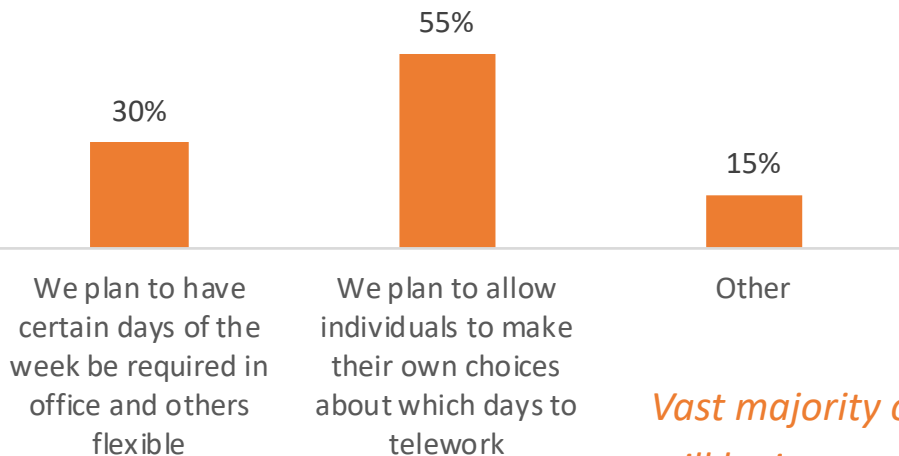
# Telework is here to stay in the new normal

Details are largely up to individual employees

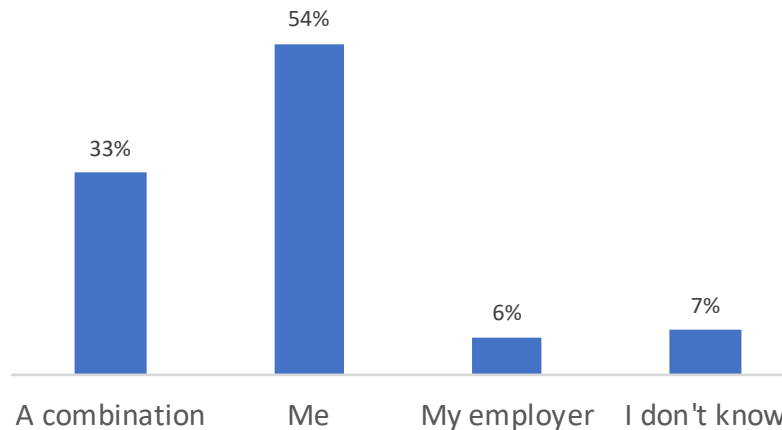
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- 65-80% of employers reporting some regular level of telework to continue in the new normal
- Employers and Employees both report that they expect a lot of individual flexibility for the employees

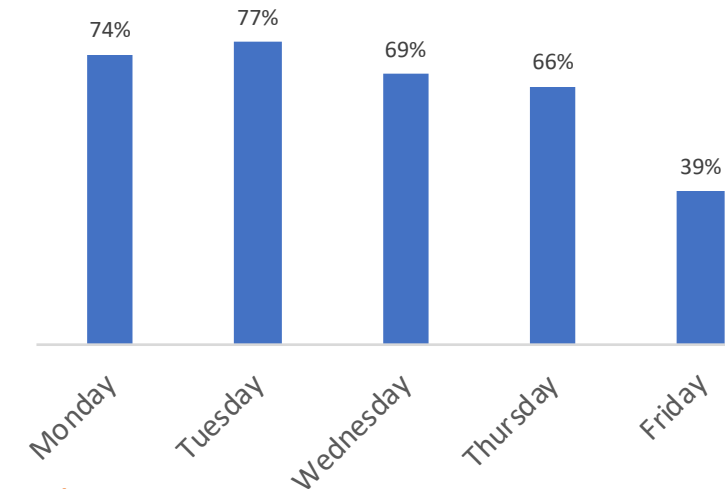
*What options will employees who are allowed to work remotely have?*



*Employees: Who will choose which days of the week that you will work on-site?*



*Employees: Which days do you expect to commute to work on-site?*



*Vast majority of employers don't yet know what percentage of employees will be in on any given day of the week, and there is **continued uncertainty** until we see what self-predicted behaviors actually "stick", making it **difficult** to make concrete plans for service, fares, and pilots*



# Post-Pandemic Service Levels

**Wes Edwards** | Assistant General Manager  
of Service Planning & Schedules

# Fall 2021 Bus Service Changes

We are hiring to get back to pre-pandemic bus service levels

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Once fall service changes are implemented, the MBTA will be running **~93%** of pre-COVID bus service hours

- Continue to run higher levels of service than pre-COVID on durable ridership routes—while adjusting back to regular Service Delivery Policy crowding standard as of 5/29
- Continue to restore limited service to routes that stranded riders, with focus on traditional commuter riders and/or local travel (vs. focus on transit critical populations in summer changes)
- Explore increasing service on local routes that serve as alternates to express routes--Aligns with Network Redesign principles and trends of local all-day travel vs. 9-5 commuting

**Fall Service Changes will go into effect on August 29<sup>th</sup>**



# Summer 2021 & Fall 2021 Rapid Transit Service Changes

We restored most service on the Rapid Transit system earlier this summer, reversing 5 to 20% reductions in service

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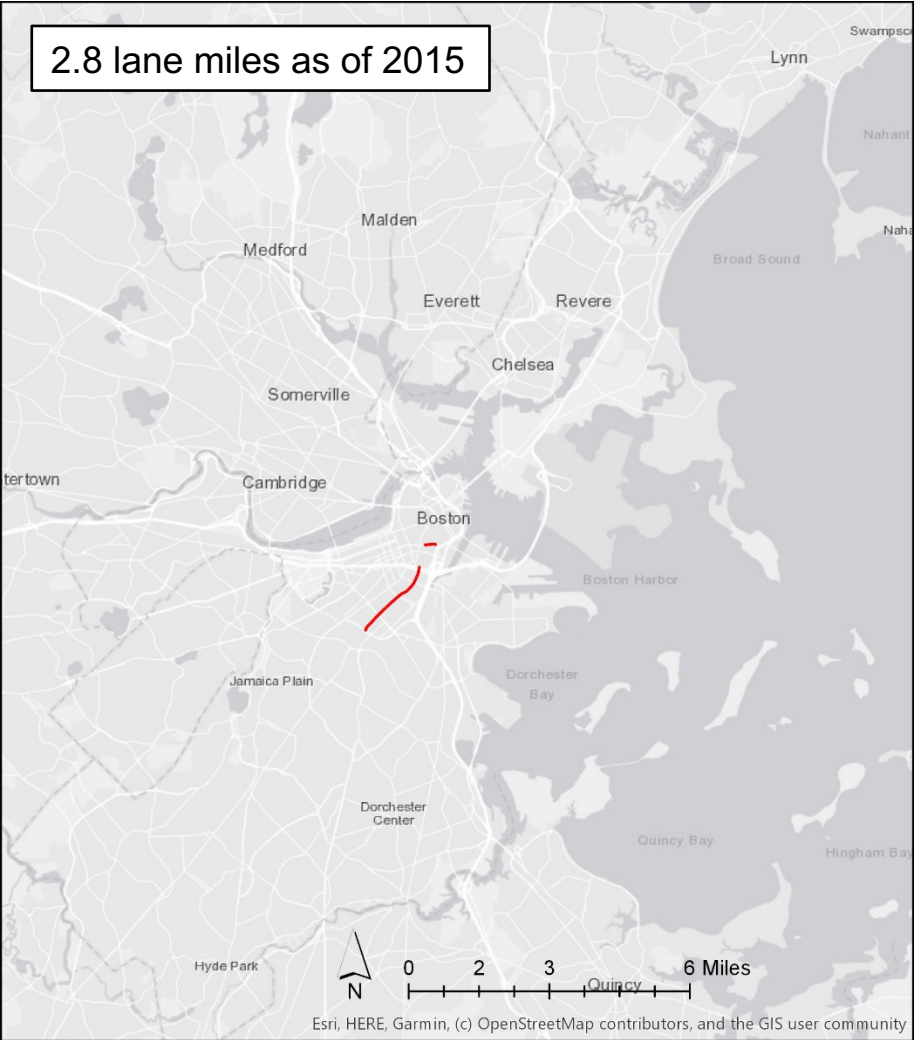
- **Red & Orange** Line frequency was restored in Summer 2021 to at/near overall Winter 2021 levels with some peak service shifted to midday to match ridership.
- **Blue** Line frequency was restored in Summer 2021 to Winter 2021 levels.
- **Green** Line frequency restorations started in Summer 2021 and were targeted where crowding was most pronounced. More frequency improvements will continue in Fall 2021.



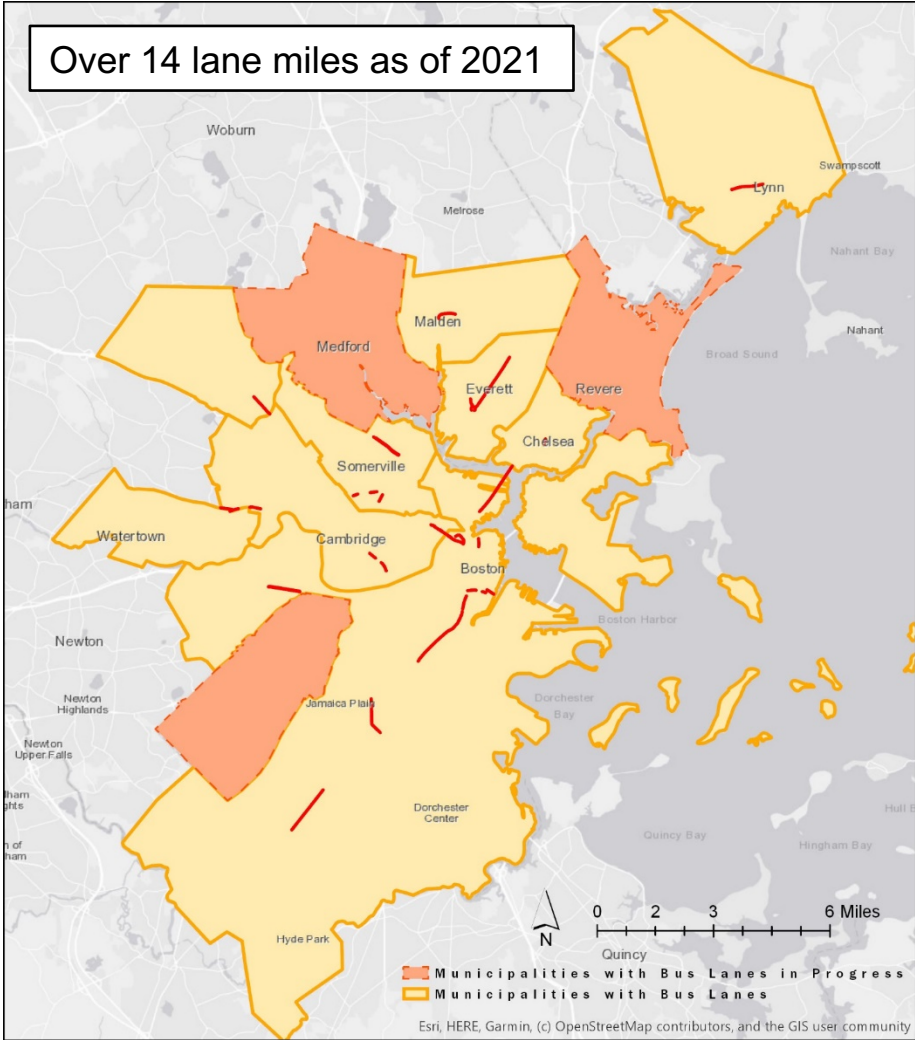


# Recent Bus Lane Expansion

The MBTA partnered with cities and towns to increase the mileage of bus lanes in the system by over x5



***Bus lanes constructed as of 2015***



***Bus lanes constructed/in-construction as of spring 2021; Includes pilots***



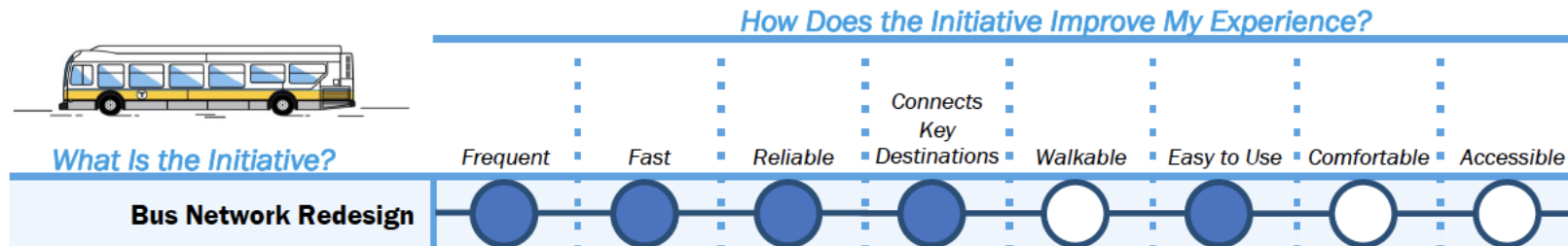
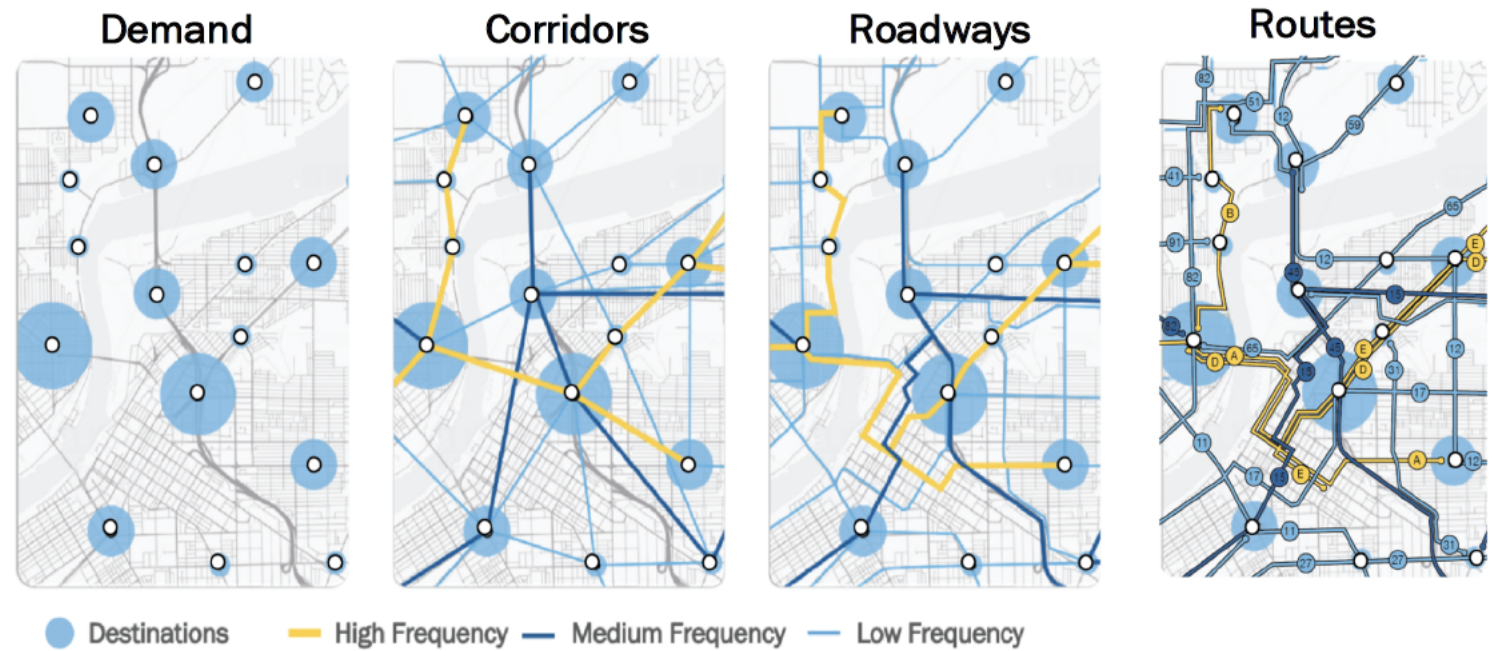


# Bus Network Redesign

A complete re-imagining of the MBTA's bus network

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- Re-imagining of the MBTA's bus network to better reflect the travel needs of the region and create a better experience for current and future bus riders.



# Appendix: Preliminary Fall 2021 Bus Service Changes Details

Once fall service changes are implemented, the MBTA will be running ~93% of pre-COVID bus service hours

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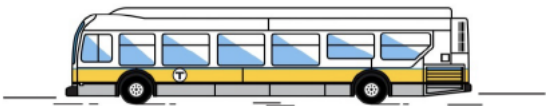
What's changing	Routes affected
Routes with increased frequency	10, 24, 52, 75, 95, 100, 101, 354, 501, SL4, Red, Orange
Routes with increased frequency & routing changes	Green frequency changes Aug. 29; GLX route changes in Oct.
Routes with reduced frequency	11, 92
Restored routes	67 (midday service), 351 (new routing), 428, 451, 456, 505
Routes with routing changes If your route or stop is affected, please use the MBTA trip planner to plan alternative service.	36, 71, 73, 74, 75, 77, 78, 96, 216, 350, 411
Routes with trip changes If your route or stop is affected, please use the MBTA trip planner to plan alternative service.	17, 21, 23, 26, 30, 31, 32, 33, 34, 35, 37, 43, 44, 51, 66, 69, 83, 85, 87, 88, 89, 90, 93, 94, 108, 116, 117, 201, 226, 245, 424, 426, 429, 455, SL2, SL3

Additional details will be available at [www.MBTA.com/servicechanges](http://www.MBTA.com/servicechanges) several weeks before changes go into effect.

**Changes will go into effect on August 29<sup>th</sup>.**



# Appendix: The Better Bus Project



## How Does the Initiative Improve My Experience?

What Is the Initiative?	Frequent	Fast	Reliable	Connects Key Destinations	Walkable	Easy to Use	Comfortable	Accessible
Bus Transit Priority	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Network Redesign	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
2019 Route Changes	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bus Stops: Accessibility Improvements, Shelters, and Amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Bus Modernization: Fleet and Facilities	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Improved Passenger Information: E-Ink Signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Operations: Skate—Mobile Dispatching	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# **The PERQ Program, Fare Products & Supporting Post-Pandemic Ridership**

**Elizabeth Winters Ronaldson** | Senior Director  
Commercial Strategic Partnerships

**Carmel Levy** | Manager of Sales Transformation

# Employer Policies Matter

Businesses can lead on congestion and climate during this critical time

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- **Transit Benefits:** Many employers offer subsidies to employees' mass transit passes, increasing ridership and pulling cars off the road. Research suggests a majority of employees receiving Perq benefit from some sort of employer subsidy.
- **Worksite Parking:** Market-rate parking helps employees evaluate their commute options critically. Employees who would need to pay more for parking drive less.
- **Transportation Innovation:** Employers have created innovative strategies to get employees on bikes or out walking; Others favor work hours flexibility or telework policies.



# Perq for Work

The MBTA's sales channel for employers

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- Buy monthly passes for your employees directly from the T.
- Pass orders renew automatically, sent directly to office.
- No fees – not even shipping
- **With pretax passes, the break-even point for a monthly pass is 3 commuting days per week**
- Employers control subsidy level via deduction amount

Carmel Levy  
MBTA Institutional Fares  
[clevy@mbta.com](mailto:clevy@mbta.com)  
857-329-7325  
[mbta.com/perq](https://mbta.com/perq)



# **Commuter Rail Schedules and Supporting Hybrid Work Models**


**Justin Thompson** | Senior Manager  
of Public Relations and Government Affairs  
Keolis Commuter Services





# YOU'RE NOT 9-5 ANYMORE, **AND NEITHER ARE WE**

More train service with consistent schedules.  
Get in. Get out. Get around all day.

 Massachusetts Bay  
Transportation Authority

**keolis**





**REGULAR  
DEEP CLEANING**



**CONTACTLESS  
TICKET VERIFICATION**



**WORKFORCE  
PROTECTION**



**ALL COACHES  
OPEN TO PROMOTE  
SOCIAL  
DISTANCING**



**CONSTANT  
AIR FLOW**

**T ridesafer.**

As employers and residents consider return to work plans, the MBTA and Keolis are committed to offering safe transit.





YOU'RE NOT 9-5  
ANYMORE, AND  
NEITHER ARE WE



### More Train Service

Weeknight service until 11 p.m.  
Weekend service returns July 3 with  
earlier options for shift workers



### Consistent Schedules

Evenly spaced train times for all-day,  
predictable service



### Access Prioritized

Access for essential workers and  
transit-critical communities prioritized

# GET IN. GET OUT. GET AROUND ALL DAY.

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## Fairmount Line

Trains approximately every 45 minutes all day inbound and outbound

## Framingham/Worcester Line

Trains every hour inbound and outbound all day between Worcester and South Station

Inbound/outbound peak service from Framingham/South Station features a train every 30 minutes

## Franklin Line

Trains approximately every hour inbound and outbound all day with additional service during peak periods

Infrastructure upgrades underway will impact the regular frequency until completed

## Greenbush Line

Trains consistently scheduled with smaller gaps without service

Almost all trains stop at JFK/UMass

## Kingston/Plymouth Line

Trains consistently scheduled with smaller gaps without service

Almost all trains stop at JFK/UMass and Braintree

## Middleborough/Lakeville Line

Trains approximately every hour inbound and outbound all day

Almost all trains stop at JFK/UMass and Braintree

## Needham Line

Trains every hour inbound and outbound all day

## Providence/Stoughton Line

Trains approximately every hour inbound and outbound all day

All Providence Line trains stop at Ruggles

New weekend schedules on all lines with matching Saturday/Sunday service. Earlier options make train service a more convenient option for more passengers.

More info at [mbta.com/commuterrail](https://www.mbt.com/commuterrail)



# NEED MORE REASONS TO USE RAIL SERVICE?

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## Climate Friendly

Private vehicle use is the leading contributor to greenhouse emissions in Massachusetts.



## Mental Health

Many passengers read books, work or simply relax on the train.



## Reliable

Over the last six years, 9 out of 10 trains have been on time, and over the last six months 95 percent of trains have been on time.



## Flexible

With the new regional rail schedule, there is more flexibility to help you get in, get out and get around all day.

# MORE FARE OPTIONS TO MATCH PASSENGER NEEDS

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## Perq Work

Over 1200 employers buy monthly subway, Commuter Rail, bus, and ferry passes directly from the T for their employees each month through Perq.



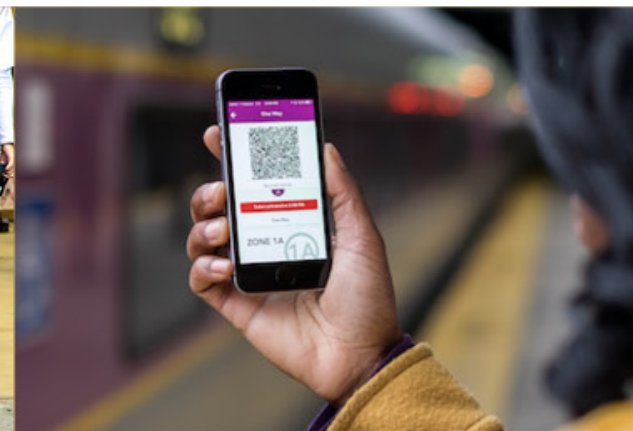
## Fairmount Zone1A Pilot Program

Passengers can now use their CharlieCard for travel on Commuter Rail and make free transfers to the MBTA's rapid transit network (bus and subway).



## \$10 Weekends

Now with earlier train options, enjoy unlimited rail travel for just \$10 every weekend. Passes are valid on all lines and zones, Saturdays and Sundays.



## m-Ticket App

We want to dial up mobile payments/m-Ticket app

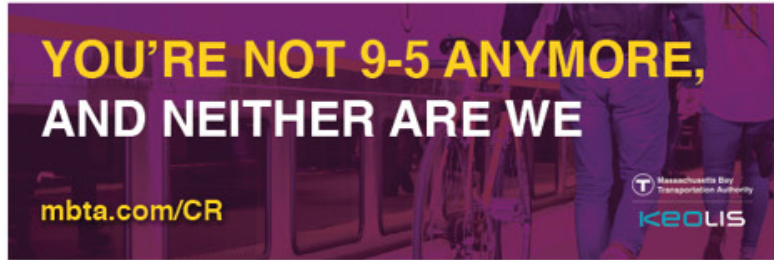
More info at [mbta.com/fares](https://www.mbta.com/fares)





# DIGITAL ASSETS

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Email Header



Twitter Post



LinkedIn Post

# more ways — — more life

**Lizzie Doherty**

Senior Marketing Manager  
[media@keolis.com](mailto:media@keolis.com)

**We're Ready/Ride Safer**

**Andrew Cassidy | Director of Social Media**



# We're Ready

Time Line

## Ride Safer 3.0

Updated video and web page.  
What we're doing to make your trip  
safer and tips for riders.  
June launch



We're Ready Phase 1:  
Destinations Campaign Boston's Waiting  
July

We're Ready Phase 2:  
Return to Work and School  
August



# We're Ready

## A Campaign to get Riders Excited to Take the T



MBTA

@MBTA

Massachusetts has reopened and even as more people are vaccinated, we remain committed to doing our part so our current and returning riders can [#RideSafer](#). When you're ready, we're ready and here to reconnect you with all of your favorite locations.

 [mbta.com/RideSafer](https://mbta.com/RideSafer)



4.5K views

wherever you need to go 2:48 / 2:56



**Ride Safer**

As the state enters the latest phase of reopening, we thank our riders who rode with us through the pandemic and welcome back riders who are returning to the system - showing both how to [#RideSafer](#).



### Social Media



7/12/21



# We're Ready

## A Campaign to get Riders Excited to Take the T

TEL VUE CONNECT™

help | jlamotte | Log out

ConnectMedia Exchange

MediaSeriesSyndicators

Media Exchange » Media

Media Exchange

Search

GroupAll

selected: 0 videos

12345...799

	Title	Duration	Syndicator	Syndicated	Licensed	
<input type="checkbox"/>	<div><div><div><div>MBTA July 4th Update (Spanish Captions)</div></div></div><div>Watch MBTA General Manager Steve Poflak and MBTA Transit Police Chief Green for the best ways to safely navigate the T during this week's #IndependenceDay events. <a href="#">mbta.com/july4</a> Video Expiration: 11:59pm, Sunday, July 4th</div></div>	00:04:07	<a href="#">Massachusetts Bay Transportation Authority</a>	7/1/21 5:06 pm	0	<div><div></div><div></div></div>
<input type="checkbox"/>	<div><div><div><div>MBTA July 4th Update (English Captions)</div></div></div><div>Watch MBTA General Manager Steve Poflak and MBTA Transit Police Chief Green for the best ways to safely navigate the T during this week's #IndependenceDay events. <a href="#">mbta.com/july4</a> Video Expiration: 11:59pm Sunday, July 4th</div></div>	00:04:07	<a href="#">Massachusetts Bay Transportation Authority</a>	7/1/21 5:06 pm	0	<div><div></div><div></div></div>

### Public Access

July 4th MBTA Update: General Manager & Transit Police Chief

MMX

T

MBTA

4m

In advance of the upcoming holiday weekend, here is a new upload today from the MBTA on the MMX:

July 4th Update from MBTA General Manager & Transit Police Chief

Description: The 4th of July is the first major event in Boston in over a year & we're pleased to welcome more riders back to the T. Watch MBTA General Manager Steve Poflak and MBTA Transit Police Chief Green for the best ways to safely navigate the T during this week's #IndependenceDay events. **Video expiration: 11:59pm, Sunday, July 4th**

MMX Link (English Open Captions): [Connect](#)

MMX Link (Spanish Open Captions): [Connect](#)

Wishing everyone a great Independence Day Weekend!

Jay LaMotte  
MBTA Customer Experience  
[jlamotte@mbta.com](#)

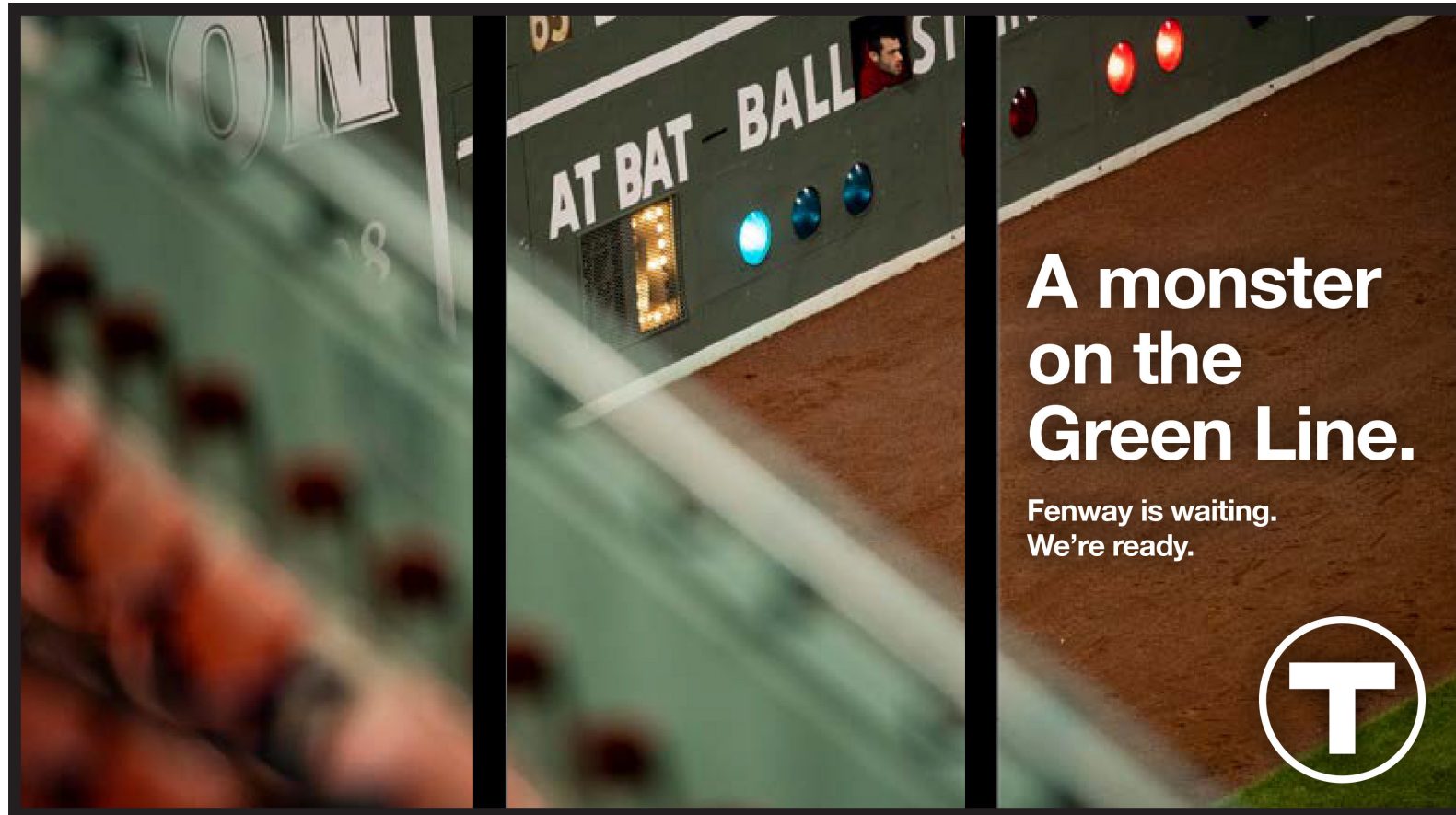
Reply

7/12/21

# We're Ready

A Campaign to get Riders Excited to Take the T

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Triptych





# We're Ready

A Campaign to get Riders Excited to Take the T

33



Triptych



# We're Ready

A Campaign to get Riders Excited to Take the T

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Billboard



# We're Ready

A Campaign to get Riders Excited to Take the T



Posters

