



**Massachusetts Bay
Transportation Authority**

General Manager's Remarks

Fiscal and Management Control Board

November 5, 2018



Agenda

- Red Sox Victory Parade



Operations

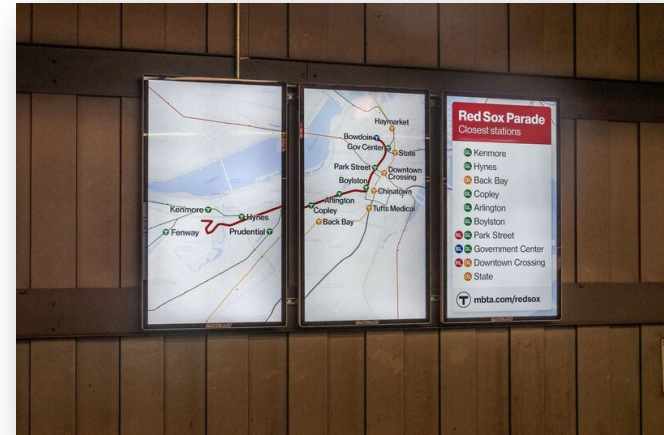
- EOC activated at High Street and Cobble Hill for the day
- Subway ran at rush-hour levels all day
- Additional coach capacity on Commuter Rail: 386 coaches in service – the most ever
- Buses played a key role in shuttling customers exiting parade route
- Parade exodus followed by Halloween ramp-up







Customer Messaging: Digital and Social Platforms


- Anticipating record-high ridership, deployed extensive awareness campaign
- Successful use of social platforms, digital assets, live parking info, service updates, travel options



 **MBTA** 
@MBTA Following

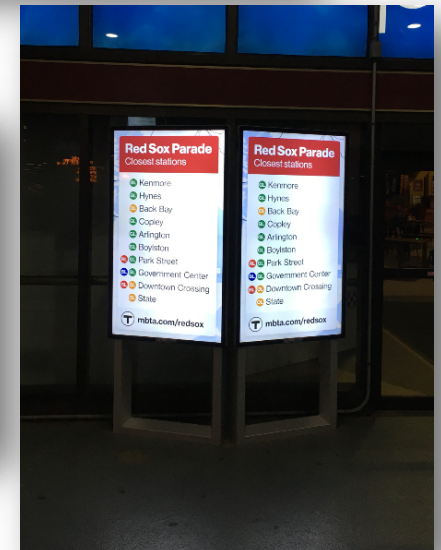
#MBTA #Parking: The lot at Riverside station is full. Please consider parking at Woodland. You can check availability by following [@MBTA_Parking](#)

5:28 AM - 31 Oct 2018

 **MBTA Parking**
@MBTA_Parking Following

#Parking Availability @ 7:35 AM

Alewife: 1240 free spaces (48% full)
Beverly: 238 (49%)
Braintree: FULL (try Quincy Adams)
Quincy Adams: 1445 (31%)
Route 128: 1669 (32%)
Salem: 489 (27%)
Wonderland: 866 (38%)
Woodland: 332 (37%)





Customer Messaging: MBTA.com/RedSox

- Special parade-centric website with user-friendly trip planning info, key station callouts, parking info, etc.
- Content targeted to infrequent customers, many of whom live along Commuter Rail network
- Key messages: leave early, purchase fares in advance, stay informed

Subway

All train routes will run every 5-6 minutes between 6 AM and 7 PM.

Subway stops along the parade route are:

- Hynes Convention Center
- Copley
- Arlington
- Boylston
- Park Street
- Government Center
- Bowdoin

Subway stops near the parade route include:

- Kenmore
- Back Bay
- Tufts Medical Center
- Chinatown
- Downtown Crossing
- State Street

Use our [trip planner](#) to find out how to get to the parade route from these stations.

Visiting Boston for the parade? [Learn more about taking the T.](#)

Commuter Rail

The Commuter Rail will run on its normal weekday schedule, with additional cars added to lines that are expected to be especially busy.

From **Yawkey**:

- Walk 5 minutes to the start of the parade route

From **North Station**:

- Transfer to the Green Line and exit at any stop between Government Center and Hynes Convention Center **OR**
- Walk 13 minutes to the parade route at Government Center

From **South Station**:

- Transfer to the Red Line and exit at Park Street

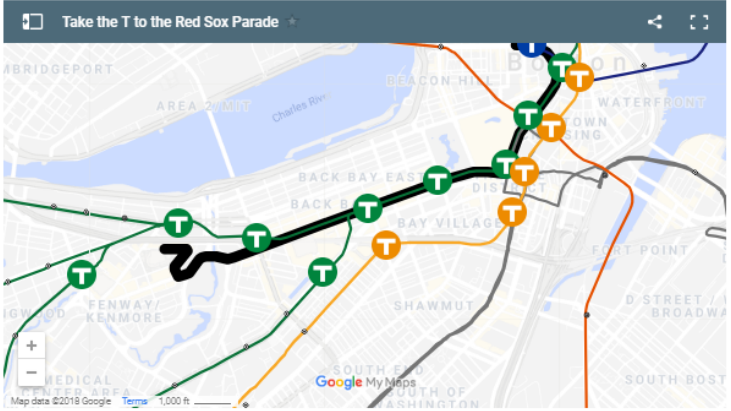
From **Back Bay**:

- Walk 5 minutes to the parade route on Boylston Street **OR**
- Transfer to the Orange Line and exit at any stop between Tufts Medical Center and State Street

Use our [trip planner](#) to find out how to get to the parade from nearby Commuter Rail stations.

Not familiar with the Commuter Rail? [Learn more about taking the train to Boston.](#)

Take the T to the Red Sox Parade



We'll be running rush-hour service on the subway all day, and some Commuter Rail trains will have extra cars to accommodate fans.

- Subway
- Commuter Rail
- Bus
- The RIDE

Wednesday is also Halloween, so trains and stations will be especially busy during the evening commute. Leave earlier than you think you need to get where you need to go.

Start by scoping out your [viewing location along the route](#), and then [use our trip planner](#) to find out how to get there.



Customer Assistance: Field Personnel

- Several hundred Transit Ambassadors, CSAs, Transit Police Officers, Railroad Ops, Keolis personnel, corporate volunteers deployed throughout system to assist customers with directions, fare payments, schedule information





Customer Assistance: Queuing

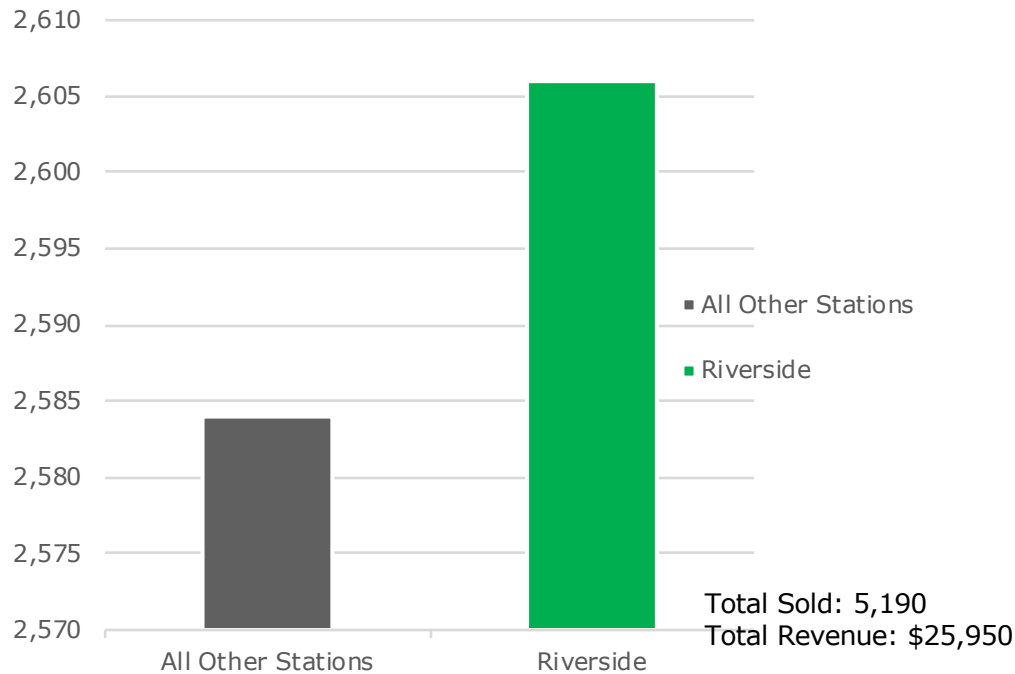
- Standard practice for events with expected high volume of passengers, especially at North Station
- Queuing protocols adjusted because of construction on now former site on Causeway Street
- While some had to wait, queuing was successful in directing heavy volume of customers as efficiently, orderly, and as safely as possible



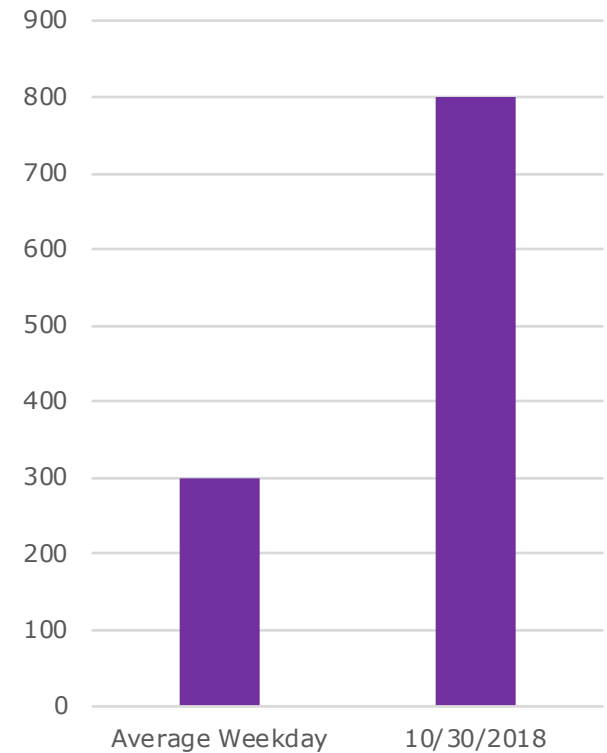


Key Data Points

Pre-Loaded CharlieCards Sold



mTicket Downloads





Key Data Points Continued: Record-Setting Day

- Commuter Rail ran 16 extra trains above normal schedule
- Rhode Island: Approximately 600 customers on single train from Providence; Wickford Junction garage parked 700 vehicles
- 92 percent of all trains operated within 20 minutes of published schedule

225,000: Estimated Commuter Rail ridership 10/31/18



Commuter Rail

KEOLIS