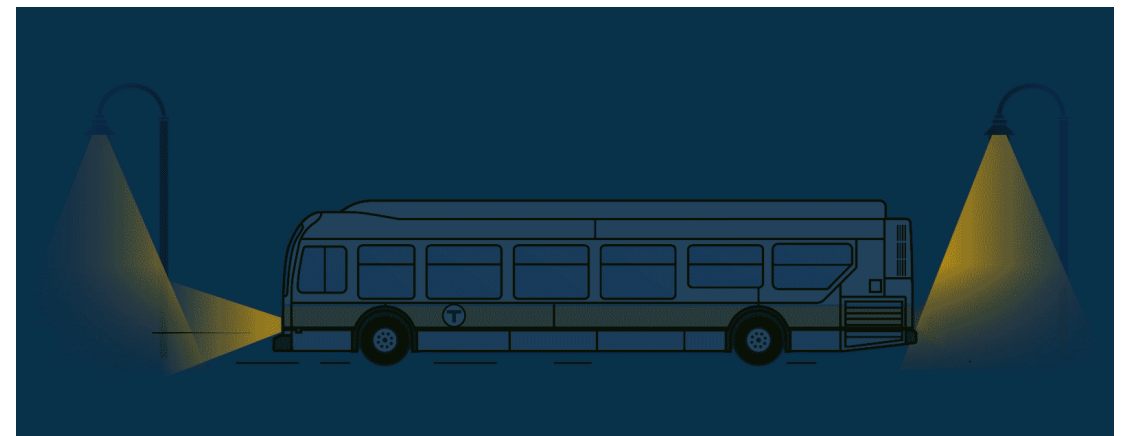




**Massachusetts Bay
Transportation Authority**

Late Night Pilot Update

May 13, 2019



Summary of Late Night Service



- **MBTA staff, municipal partners, and advocates have worked to craft an Overnight service proposal since March 2016**
 - Proposal divided into Early Morning and Late Night
 - Early Morning pilot started in April 2018; FMCB voted to become permanent in December 2018
 - Late Night pilot started in in September 2018
 - **Goal was to provide new mobility, especially for work trips, and to reduce overcrowding during a time when resources could be added**
 - Approach was to use similar incremental approach as Early Morning Pilot and add service where we expected strongest ridership
 - **Evaluation shows increased weekly ridership (~2,000) and decreased crowding, but not all changes equally successful**
 - **In few weeks, staff will ask FMCB for formal vote on whether and how to continue service (in accordance with 2017 Transit Pilot Policy)**
-



Late Night Pilot developed and implemented three (3) different categories of new service

Categories	Description	Time period
Category 1: "Fill-in"	Increase frequency on routes with crowding and/or high ridership	Between 10:00 PM – 12:00 AM
Category 2: "Later Last Trip"	Add 1-2 additional "last" trips where there's high ridership already on the current last trip	After 12:30 AM
Category 3: "Late Night Spine"	New service in the 1-3am timeframe to create late night spine	Between 1:00 – 3:00 AM

Messaging, Branding, & Marketing



- Built awareness utilizing MBTA owned **media properties**
 - Bus tails, car cards, station signage, station monitors
- Supported through **digital campaign** and **earned media**
- Promoted utilizing **Grassroots partnerships**
- Leveraged messaging with paid media in **key neighborhoods**
 - Chelsea Record, Dorchester Reporter, East Boston Times, South End News, Everett Independent
- **Surveyed riders** for awareness of campaign and source of information
- Increased **marketing efforts** in fall/winter 2018 based on preliminary findings

Local Print Media Update

Through October and early November, we ran two placements in each of the following publications.

Chelsea Record	South End News
Dorchester Reporter	El Mundo
East Boston Times Free Press	Everett Independent

Local news publications

The combined weekly circulation for all targeted publications is 147k, meaning the total potential circulation size across all placements was roughly 294k.

147k
PER WEEK

294k
TOTAL







Goal of Late Night Pilot: Provide new mobility, especially for work trips, and to reduce over-crowding during a time when resources could be added

Evaluation metrics:

- **Operating subsidy** per trip vs. other late night trips
- **Net new riders** on buses during late night time period
- **Impact on crowding** on previously crowded trips and/or routes
- Proportion of riders who are **minority and/or low-income**
 - Late Night route ridership (48% low-income and 51% minority) vs. System-wide bus ridership (41% low-income and 48% minority)

Operating subsidies



Three types of changes	Description	Est. operating subsidy	Comparison
Category 1: "Fill-in"	Increase frequency on routes with crowding and/or high ridership <i>(10 AM - 12 AM)</i>	~\$4.30 per trip	10 PM - ~2AM: ~\$2.40 1 AM - ~2AM: ~\$4.40
Category 2: "Later Last Trip"	Add 1-2 additional "last" trips where there's high ridership already on the current last trip <i>(After 12:30 AM)</i>	~\$5.30 per trip	
Category 3: "Late Night Spine"	New service in the 1-3am timeframe to create late night spine <i>(1 - 3 AM)</i>	~\$16.30 per trip	

Takeaways:

- Operating subsidy for Pilot more expensive than average subsidy during same timeframe
- Operating subsidy becomes more expensive the later service operates

Note: Operating subsidy for all local bus is ~\$2.55; Operating subsidies for Late Night Pilot estimated using 2017 actual reported costs, adjusted for inflation and spread across Fall 2018 service hours, comparison includes cost of new trips

Category 1: “Fill-in”

Operating subsidy:
~\$4.30 per trip



Intent of service was to increase frequency on routes where there was latent demand (as seen in crowding) in order to reduce crowding

Route	Day	Ridership	Comfort		
		Net Change during 10 AM-12PM	Avg. Max Load (Fall 2017)	Avg. Max Load (Fall 2018)	Delta
34E	Saturday	0*	43	33	-10
66	Weekday	29	39	31	-8
66	Saturday	25	32	31	-1
104/109	Weekday	38	49	40	-9
104/109	Saturday	32	49	40	-9
111	Weekday	56	48	50	2
111	Saturday	32	48	45	-3
116/117	Weekday	156	41	47	6
116/117	Saturday	5	49	51	2
442	Weekday	12	45	33	-12

Takeaways:

- On most routes, crowding was reduced or eliminated
- Increased frequency also encouraged higher ridership on some routes

Notes: *Follow up adjustments are recommended to improve 34/34E coordination; Number of seats available on a Bus range from 30-40 and off-peak definition of crowding during off-peak is >125% (>140% for trolleys) of seated capacity, projected to be 43-50 riders (based on 2017 Service Delivery Policy)

Category 2: “Later Last Trip”

Operating subsidy:
~\$5.30 per trip



Intent of service was to add additional last trip where there was latent demand (as seen in high ridership on last trip)

Route	Day	Time	Ridership	
			Net new riders <i>(between new last and second-to-last trips)</i>	Boardings on <u>new</u> last trips
104	Weekday	12:45 AM	14	16
104	Saturday	1:10 AM	14	25
109	Weekday	12:30 AM	11	18
111	Saturday	1:00 AM	1	23
116	Saturday	1:00 AM	2	12
SL1	Weekday	12:45 AM & 1:00 AM	34	19*
SL1	Saturday	12:45 AM & 1:00 AM	34	16*
SL1	Sunday	12:45 AM & 1:00 AM	38	30*

Takeaways:

- Riders chose to take the later last trip when offered, and at a higher usage than other last trips during similar timeframe (median of 6-8 boardings)
- Later last trip also encouraged increased ridership

Notes: Net new riders calculated through the sum of all riders on new last trip and second-to-last trip, netted against the total of all riders on the previously 'last' trip in a previous rating; for SL1, as 2 new trips added, net new riders considers addition of 2 new trips compared to now third-to-last trip; *Boardings for SL1 is sum of both new last trips

Category 3: New “Late Night Spine”

Operating subsidy:
~\$16.30 per trip



Intent of service was to add new overnight service and enable new mobility

Trip	Day	Time	Ridership: Boardings <i>(Fall 2018)</i>
93/109/108/104	Weekday	2:00 AM	5
93/109/108/104	Saturday	2:00 AM	3
93/109/108/104	Sunday	2:00 AM	3
191 (SL5/15/18/27)	Weekday	1:10 AM & 2:00 AM	9
191 (SL5/15/18/27)	Saturday	1:10 AM & 2:00 AM	19
191 (SL5/15/18/27)	Sunday	1:10 AM & 2:00 AM	5
SL1/SL4	Weekday	2:30 AM	17*
SL1/SL4	Saturday	2:30 AM	2*
SL1/SL4	Sunday	2:30 AM	Not observed
117/442	Weekday	2:00 AM	4
117/442	Saturday	2:00 AM	9
117/442	Sunday	2:00 AM	6
117	Weekday	1:15 AM	15
117	Saturday	1:15 AM	2*
117	Sunday	1:30 AM	6

Takeaways:

- Low ridership on most trips, and majority below or on low end of other last trips during similar timeframe (median of 6-8 boardings)
- Significantly higher operating subsidy required

Notes: * not observed in Fall 2018; Winter 2019 data used instead



Categories	Takeaways	Operating subsidy
Category 1: "Fill-in"	<ul style="list-style-type: none"> Decreased crowding and increased ridership 	~\$4.30 per trip
Category 2: "Later Last Trip"	<ul style="list-style-type: none"> Moderate usage of new last trip Some additional net ridership 	~\$5.30 per trip
Category 3: "Late Night Spine"	<ul style="list-style-type: none"> Low to moderate ridership 	~\$16.30 per trip

- In next few weeks: Bring a formal recommendation to FMCB for vote**
 - Vote required by Transit Pilot Policy on whether and how to continue service; if FMCB does not vote or take other affirmative action, pilot will automatically not be continued
 - Vote required by **June 3rd** if any part of Late Night pilot to be included in Fall 2019 service plan (in order to allow for planning & scheduling)

APPENDIX: Marketing Campaign for Late Night



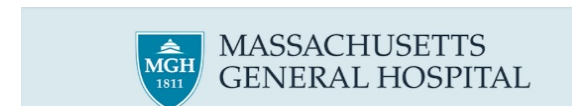
- Build awareness utilizing MBTA owned media properties
- Support through digital campaign
- Promote utilizing grassroots partnerships
- Leverage messaging with media in key neighborhoods



APPENDIX: Grassroots Partnerships



Grassroots partners distributed Late Night promotional material to members utilizing, newsletters, webpages, Facebook and flyers





Local Print Media Update

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Appendix: Success from Partnerships



Ok Shared in Community & Neighbors Contacts Listing. We're suggesting asking our other partners, collaterals... counterparts to please also take a minute to share as well to assist our locals with this great Bus MBTA transportation news. Together we can truly help all our communities and make our Neighborhoods stronger, improve economic families transportation needs and situations.

Thanks A.A. ! East Boston Main Streets Dir. Community Outreach & Relations

Please see below for an E-blast that we sent to our entire membership where it is the top item. I believe we have sent different versions of this information 3 different times (either in e-blast or newsletter format). We also verbally mentioned it as part of our report in our Board meeting.

Thanks,
Steve

Richard, here is our newsletter that went out yesterday: <https://conta.cc/2Q1fX7X> . It has a distribution of about 1200 and is forwarded by a few surrounding civic associations too.



Jenn Cartee

--

Executive Director, Greater Ashmont Main Street

MBTA Announces Late Night Bus Routes and Schedules

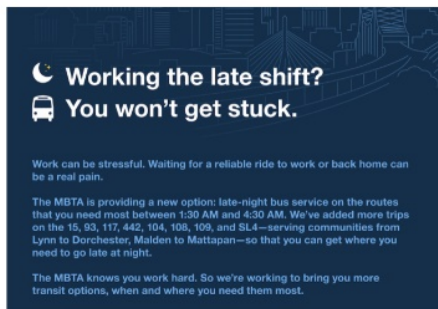
As you know, for years the MRA has been working with state officials to create some sort of sustainable and reliable late-night T service for our employees and customers.

This fall, the MBTA is expanding bus service between 10 PM and 3 AM on a number of routes in Boston and the surrounding neighborhoods. In addition to the changes outlined here, a number of other bus routes will continue to provide regularly scheduled service after 10 PM. [See the full bus schedule](#) for more details.

As always, please [MBTA Trip Planner](#) to see real-time information about nearby bus routes.

Click [here](#) for poster you may print.

MBTA Late Bus News



Thousands of Boston residents work the so-called third shift, whether as a primary source of income or a second (or even a third) job, working late at night while everyone else is in bed is challenging enough without having to worry about how to get home at the end of a long workday – or night. This all-important transportation service is available to anyone who needs a safe and convenient ride back home after regular bus and train service shuts

down for the day.

As currently configured, the MBTA is offering extended bus service between 10:00 p.m. and 3:00 a.m. each day for residents living and working in Boston and certain neighborhoods. This includes the neighborhoods of: Charlestown, Dorchester, Mattapan, Roxbury, South End, and East Boston. Extended service is also available for residents of Chelsea, Malden, Everett and Lynn. Late night service includes additional evening trips and route variations in neighborhoods where service is most needed. Visit mbta.com/latepm for more information

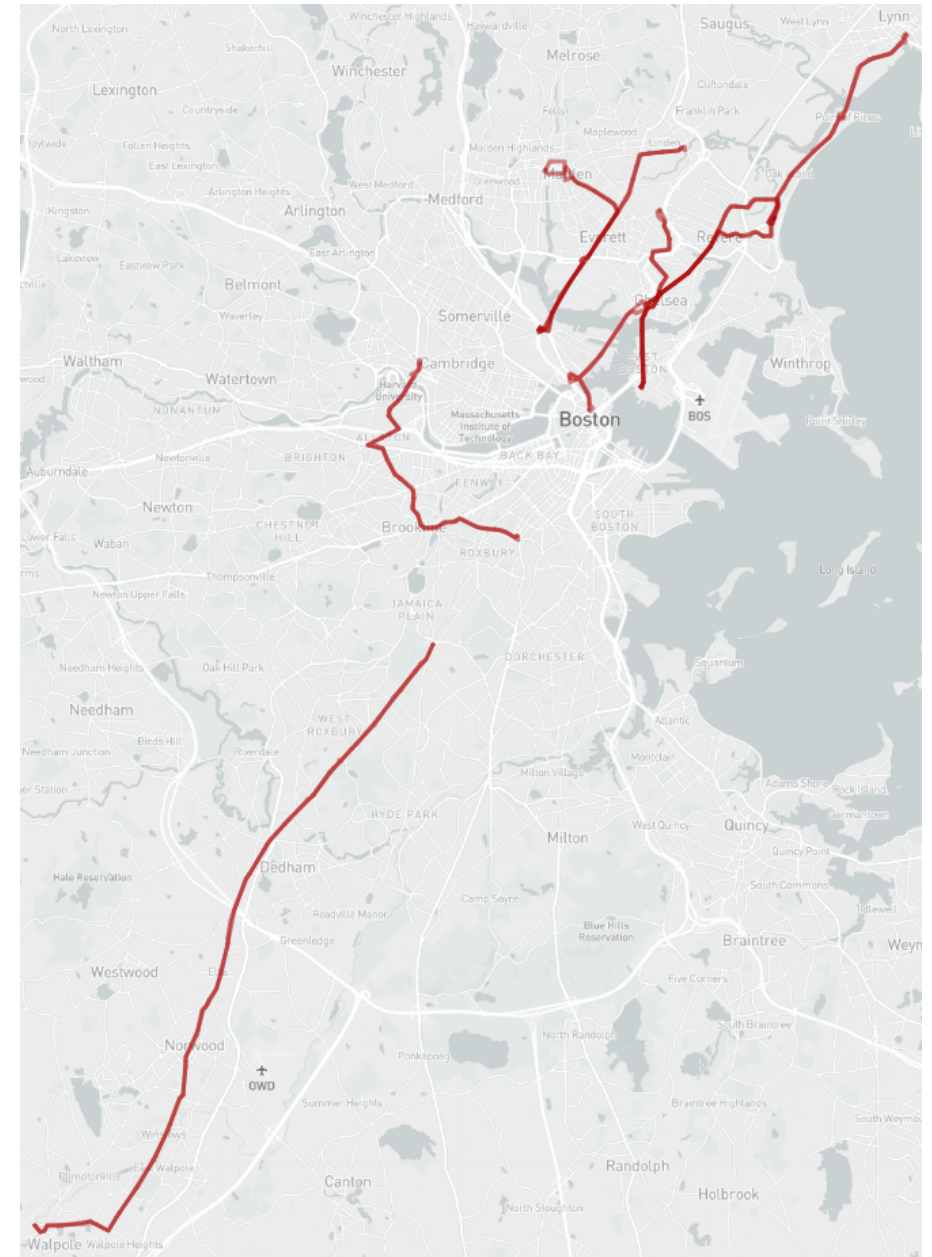
Mass Lodging Association

We posted the information on our website, in a Eblast to all greater Boston members and in our Enews. I will send you copies. Paul



Add better frequency to address high ridership/crowding between 10pm-12:30am

- Add better late night frequency and more trips on:
 - 34E (Saturday)
 - 66 (weekday, Saturday)
 - 104 (weekday, Saturday)
 - 109 (Saturday)
 - 111 (weekday, Saturday)
 - 116 (weekday, Saturday)
 - 117 (weekday, Saturday)
 - 442 (weekday)

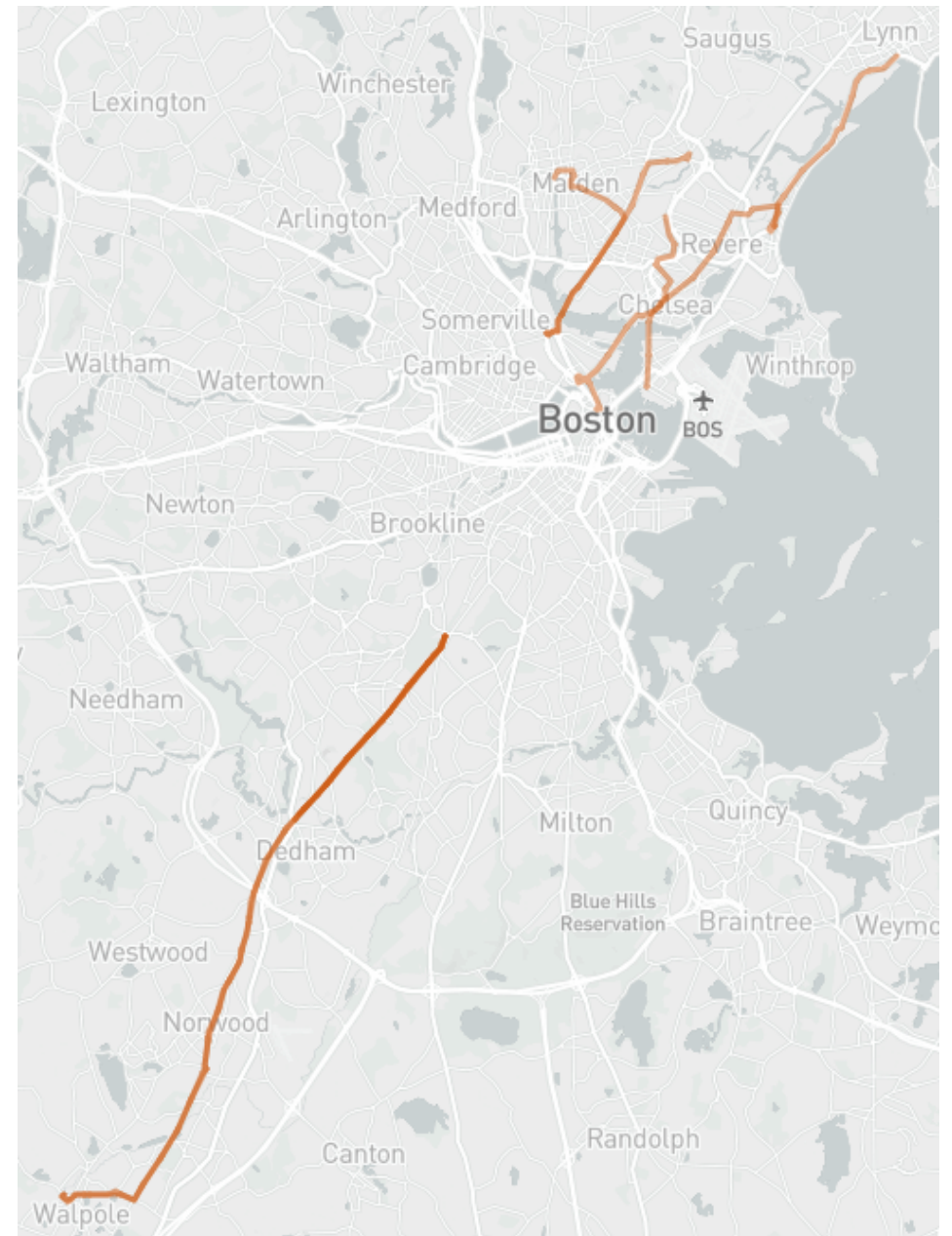


APPENDIX: Category 2 - Add new late-night span



Add new span where moderate/high ridership exists on current last trips (after 12:30AM)

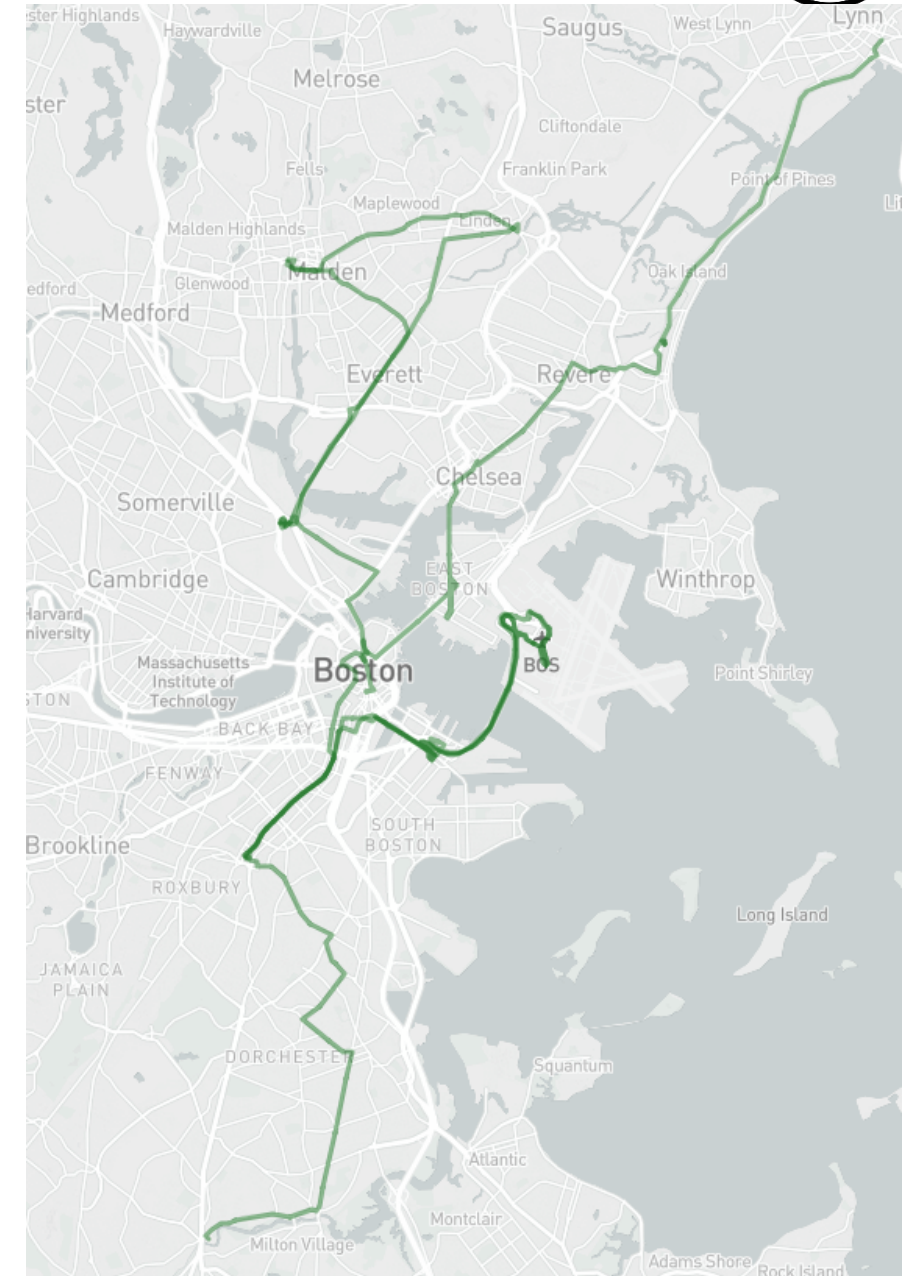
- Add new later trips on:
 - 34E (Saturday)
 - 104 (weekday, Saturday)
 - 109 (weekday)
 - 111 (Saturday)
 - 116 (Saturday)
 - 442 (Sunday)



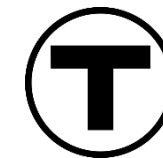


Add/modify service to build toward a legible overnight network

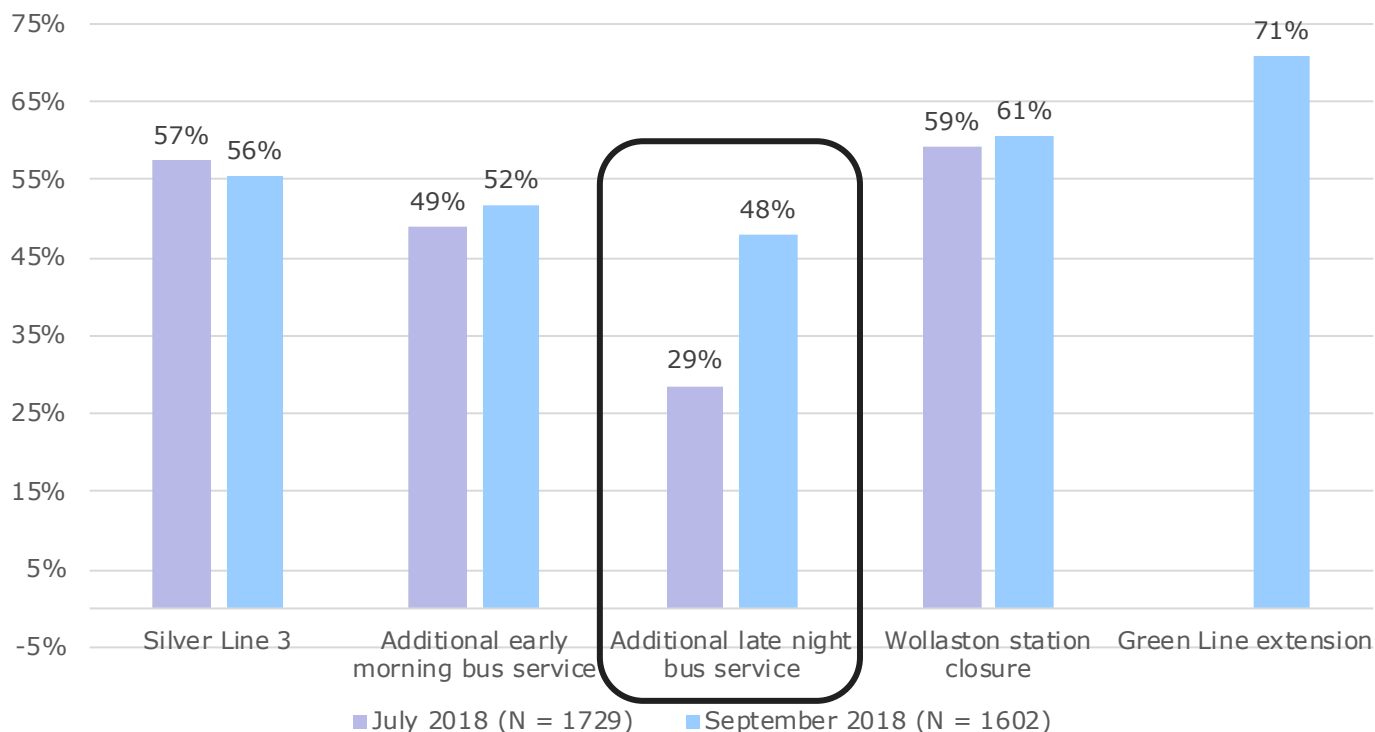
- Adjust existing overnight/early AM routes structure and branding to be clearer and legible
 - Add new late night SL1/SL4 service as spine through downtown
 - Increase legibility of existing Route 171 (two trips at 3:50am and 4:20am)
 - Add 1-2 trips along portions of Routes SL1, SL4, 15, 24, 104, 108, 109, 117, 442 in the 2am timeframe



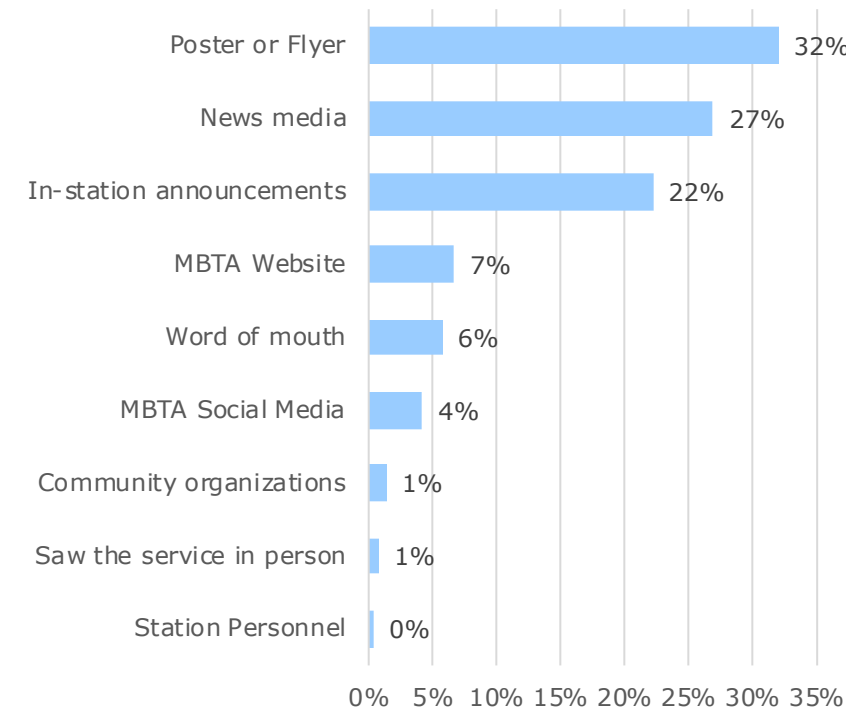
Appendix: Customer Awareness of Early Morning and Late Night



Which of the following newly implemented or upcoming MBTA initiatives are you familiar with?



September: How did you first hear about late night bus service? (N = 726)



Largest increase in awareness from July 2018 to September 2018 was for late night bus service

Most customers initially found out about late night bus service from posters/flyers, news media, or in-station announcements



- A **projected operating subsidy per trip**, comparable to the current average per trip subsidy on the most similar existing service
- An **amount of capital expenditure** (if any) and identified sources for that spending
- A **ridership target** for the pilot expressed as both total ridership over the pilot period and average daily ridership, including riders shifted from other forms of public transit and net new riders
- **Projected revenue** (by day, by week, or by month, as appropriate) for the pilot service
- The proportion of anticipated **low-income and/or minority riders**
- A **performance measure** that best measures whether and by how much a pilot achieves the goals originally established for it