



Better
Bus
Project

Making transit
better together

Better Bus Project and Bus Network Redesign

April 25, 2024



Executive Summary

Preparations for better bus service are underway:

1

Phase 1 of Bus Network Redesign is on-track to launch in December 2024

2

Bus operator headcount has been positive in the last 6 months; this allows us to rebuild our schedules and improve service

3

We are improving bus **stops and signs**

4

We are **collaborating** with our municipal partners on projects to support bus service on the street

Preparations Underway to Improve Bus Service

Tactical Plans



Created Transit Priority Vision

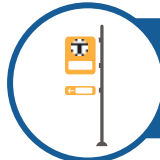


Mapped All Capital Needs



Wrote Communications Playbook

Signage + Maps



Replacing Outdated Signs



Designing Better Signs + Maps

Facilities



Surveying Bus Stop Conditions



Building Operator Restrooms

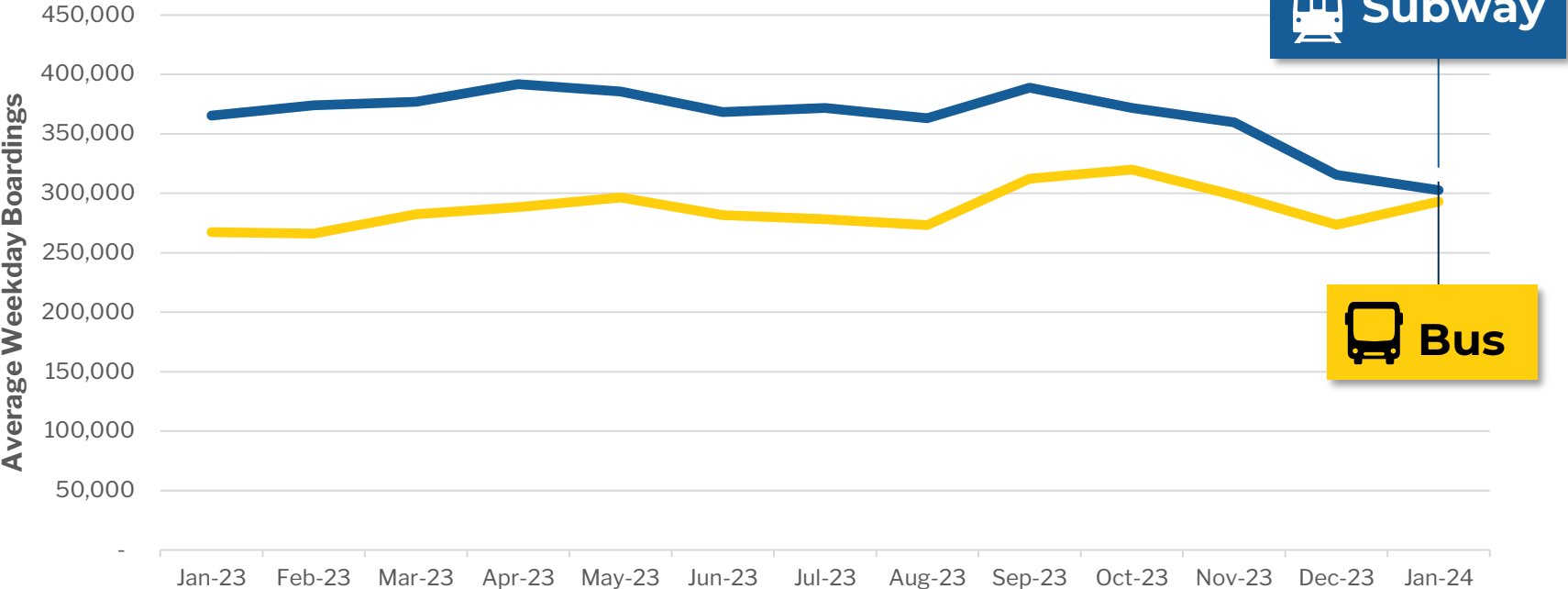


Expanding Layover Locations



Partnering with Municipalities

Bus is 40% of all MBTA Ridership



BNR Phase 1 Set to Begin December 2024

4 new Frequent routes, all day, every day

- **60% increase** in service over today on five routes*
- More consistent schedules
- Expanding snow removal
- Chelsea, Everett, Revere, Malden, East Boston



✓ New connections from Malden and Everett to Airport and Harvard

✓ 6 new fully accessible bus stop pairs

✓ Better bus stop signs and a new map

✓ Easy transfer experience on Broadway in Revere

✓ Expanding operator restroom access

✓ Improving operator schedules

Bus Operator Headcount Is Still Trending Positively

GOALS



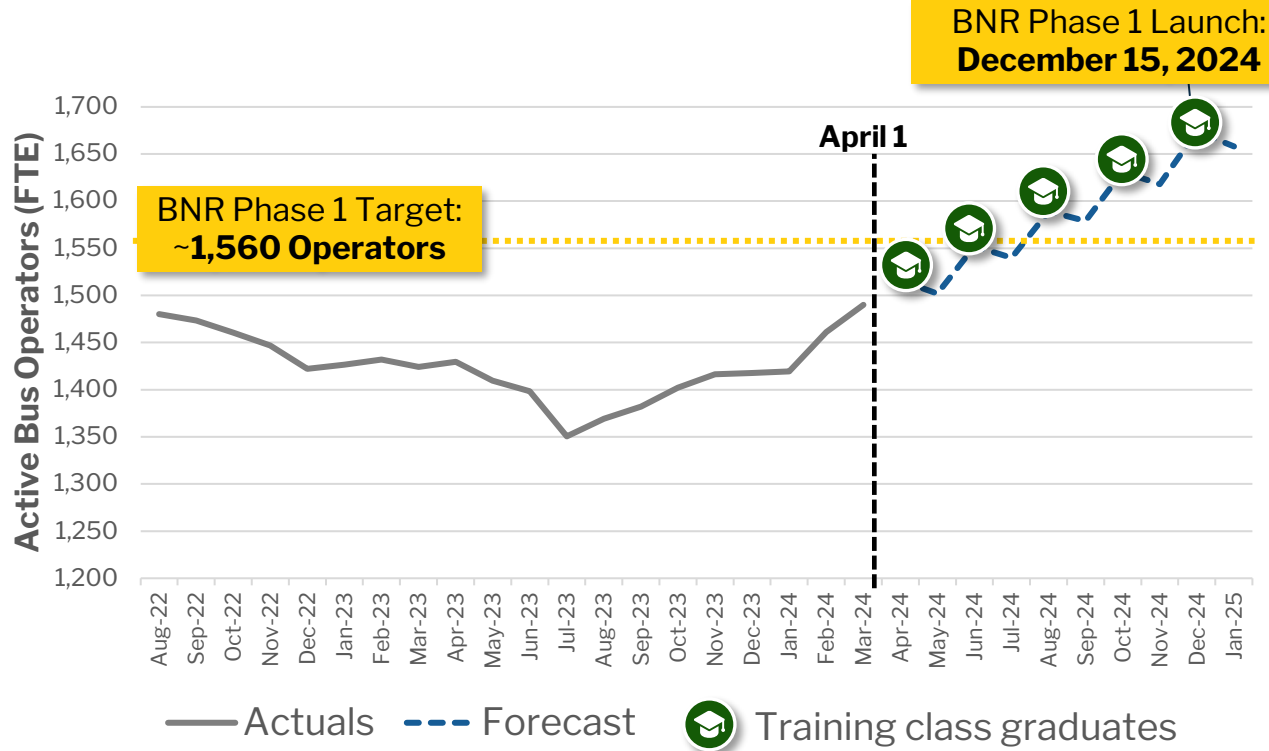
Increase reliability



Restore service

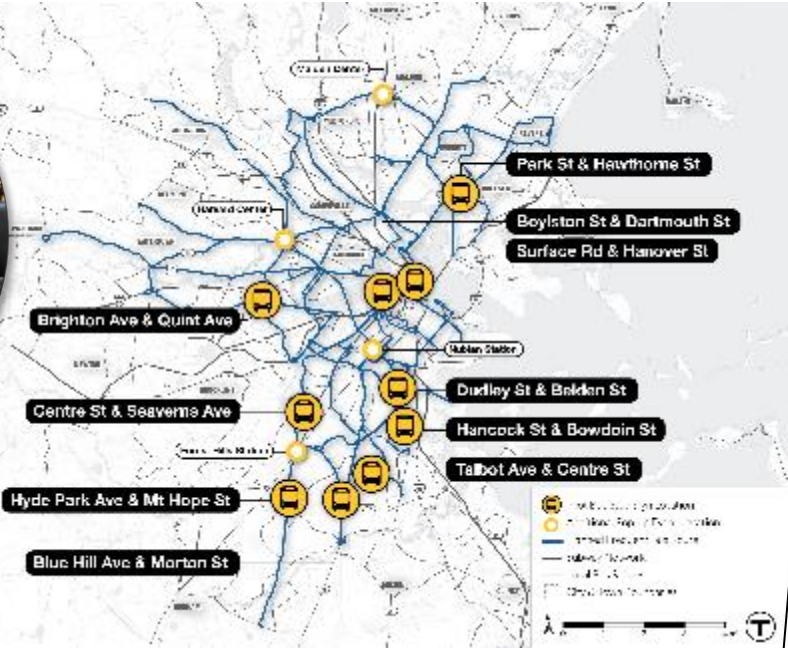


Grow for the future



We Are Piloting New Signs


Launch: Spring 2024



Multilingual survey open through May 3!

A graphic poster for the 'Bus Stop Sign Design Pilot' survey. At the top left is the 'Better Bus Project' logo with the tagline 'making it all clear together'. The main title is 'Bus Stop Sign Design Pilot'. Below the title, it says 'We're testing a new bus stop sign design!' followed by a paragraph explaining the pilot. A timeline shows the project's progress: 'New sign design pilot started', 'Ordering materials, survey open and pilot on bus stop', 'New sign design pilot ends', 'Survey results', and 'New sign design permanently installed on part of the pilot phase of the network redesign'. A section titled 'Here's what is changing:' shows a sample of the new sign design for '39 Back Bay Station' and '41 JFK/UMass Station', with arrows pointing to specific changes: 'New symbol for regular bus routes', 'Larger, easier to read text size?', 'Wider sign (24")', and 'Double-sided'. A 'We want your feedback!' section asks for input on the new design and provides a survey link 'bit.ly/bussignsurvey' and a QR code. At the bottom, it says 'Take the survey now' and 'Transportation for Bay Transportation Authority'.


We Are Surveying Bus Stops and Fixing Signs

 Recent data from the **front of buses** (max. 30 days)

3,100 stops audited

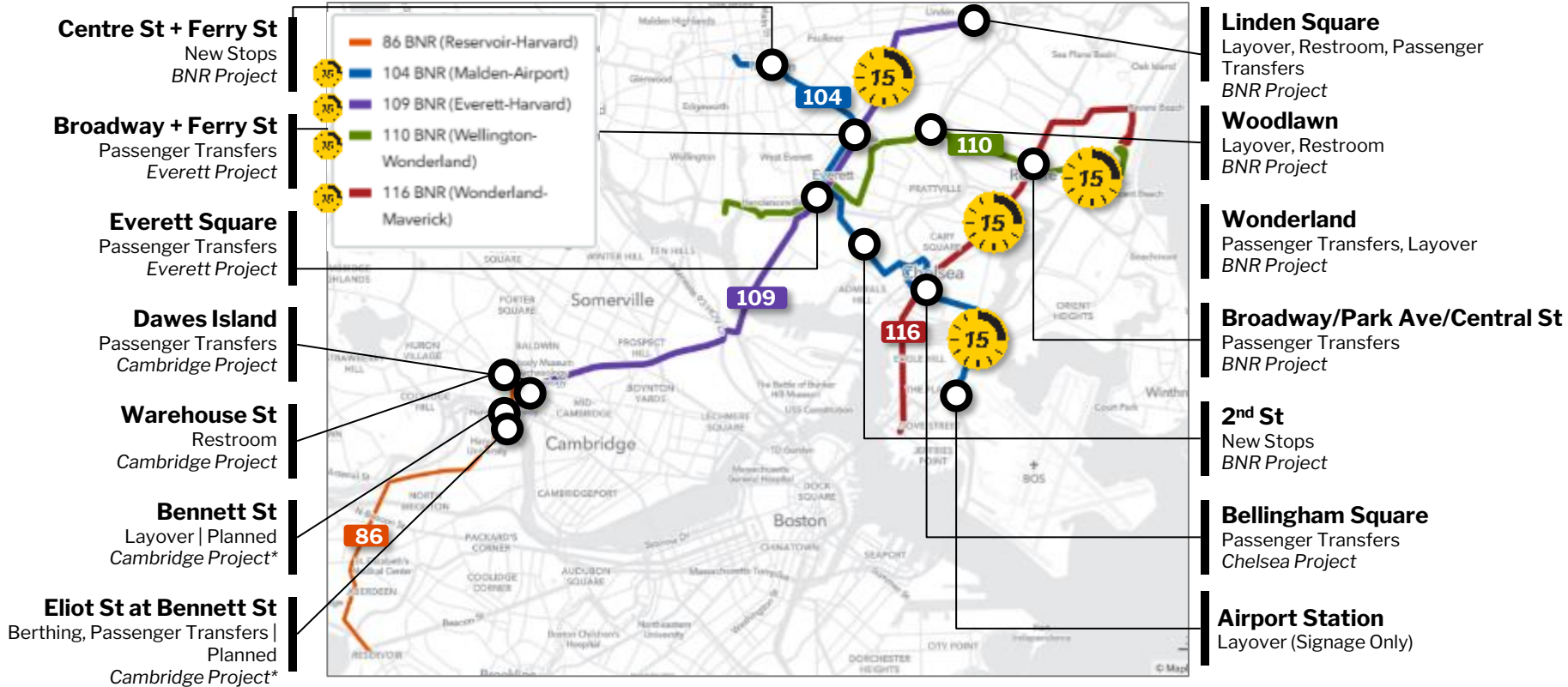
45%

(as of 4/17/2024)

 **Replaced and fixed 488 signs** to match actual post-pandemic service



Municipal Collaborations Supporting BNR Phase 1



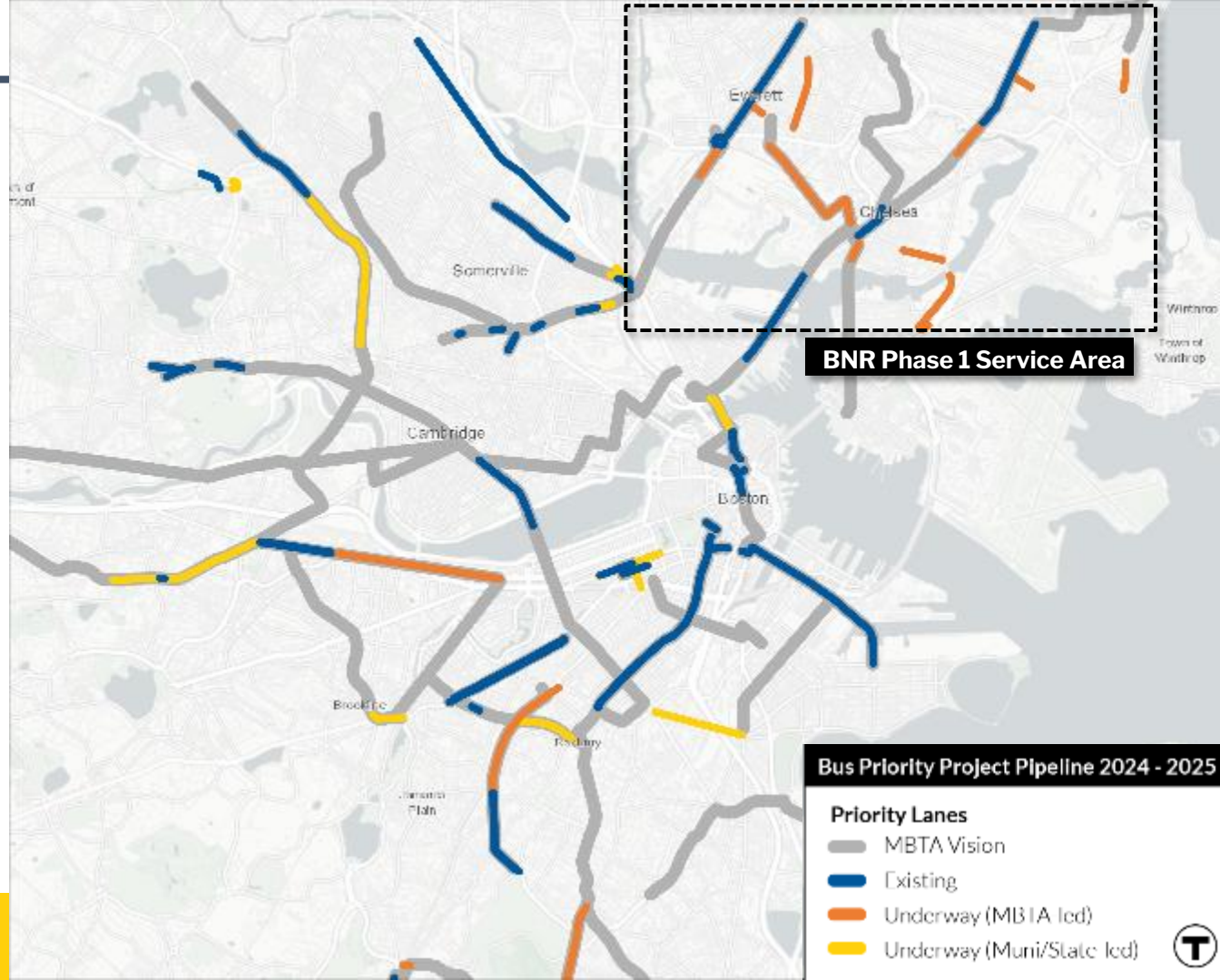
* BNR team investigating near-term improvements prior to larger city project

Bus Priority Program



Priority Team is advancing the MBTA's **Bus Priority Vision**, based on ridership and delay

We are initiating projects that support **Phase 1** service

We **collaborate with municipalities** to protect bus service



Communications Playbook is Now Complete

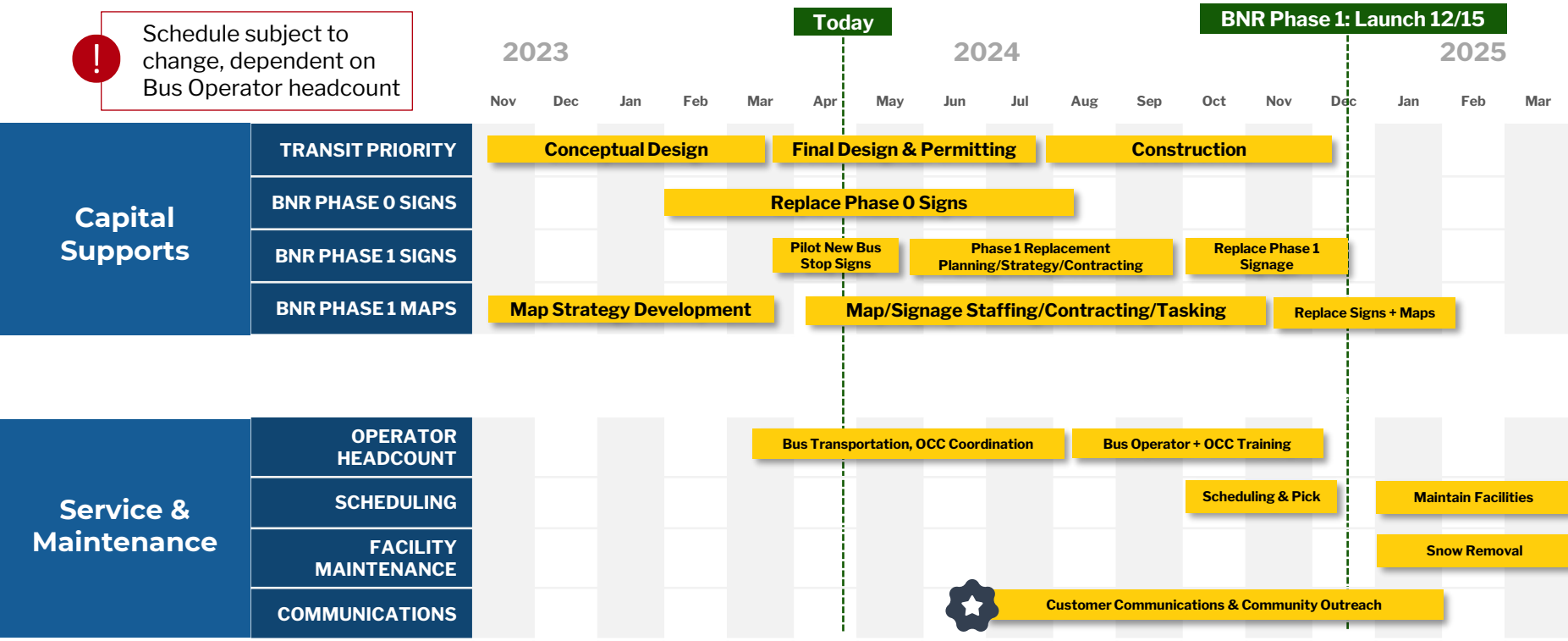
|  6-9 Months Ahead Planning |  3-6 Months Ahead Awareness |  1-3 Months Ahead Pre-Launch |  1 Month Before & After Launch |
|--|---|--|--|
| <p>Coordination with MBTA stakeholders</p> <p>Solicit outreach strategies from community and grassroots partners</p> <p>Development of community partner inventory</p> <p>Creation of messaging guidelines and templates</p> | <p>Website information available</p> <p>Community partner engagement</p> <p>Prepare materials for outreach</p> <p>Finalize schedule of in-person meetings and outreach</p> <p>Begin social media and external marketing</p> | <p>Distribute community information toolkits</p> <p>Continue coordination with community partners</p> <p>Station and bus stop signage installation</p> <p>Begin operator engagement and education</p> <p>Provide information and present at community meetings</p> | <p>Complete signage installation at stops and stations</p> <p>Service advisory installation</p> <p>Begin digital communication directly to riders</p> <p>Continue community meetings</p> <p>On-street and station outreach</p> |

Internal framework for consistent communication to riders, operators, and communities about each phase

- Community-Based Organization Engagement
- Community Meeting & Events
- Bus Operator In-reach
- Street Team Ambassadors
- "Look and Feel," common vocabulary
- Communicating "Frequent Routes" across all touchpoints and channels

Preparations for Phase 1 Are Underway

! Schedule subject to change, dependent on Bus Operator headcount



Decision: Go/No-Go

Schedule for Phase 2+ is in the Works

Phase 2

Location: Roxbury, Dorchester, Mattapan, and surrounding neighborhoods.

Status: Identifying capital needs for Phase 2, and bundling based on geography and service dependencies.

Phases 3-5

Location: Very conceptual, with intent to alternate north/south sides. Some changes depend on infrastructure changes by others.

Status: Preliminary planning.



✓ Phase 1 routes

Launching December 2024

Phase 5 – Locations TBD



Appendix



Announced Investments for Silver Line and Bus Service in Chelsea, Everett, Boston

Applied for
**Federal
RAISE grant**
to build
dedicated
busway on
Lower
Broadway,
Everett



Competitive
Federal
Grant

2/29/2024

Selected
extension
route of the
**Silver Line
SL3** from
Chelsea to
Orange Line
through
Everett



3/15/2024

Future Investments Supporting Bus Service

MBTA and City of Boston announce commitment and partnership to build **center-running bus lanes on Blue Hill Avenue**



2/28/2024

