



**Massachusetts Bay
Transportation Authority**

Fairmount Line Proposal Update

Fiscal and Management Control Board

January 27, 2020

Reggie Ramos

Pilot Overview

- Schedule
- Cost estimate
- CharlieCard usage
- Priority metrics
- Marketing and public outreach
- Vote



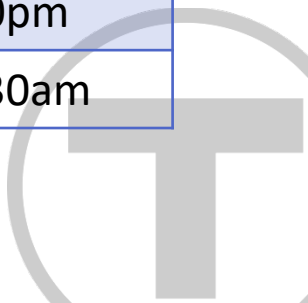
Schedule

- Eight additional weekday trips
 - Trips times chosen in coordination with City of Boston based on likely demand and operational feasibility
- Proposed start date: May 18, 2020
 - In sync with spring schedule changes

Approximate Schedule

Readville	South Station
5:10am	5:40am
9:25am	9:55am
3:05pm	3:35pm
3:53pm	4:23pm

South Station	Readville
7:35am	8:05am
9:15am	9:45am
6:50pm	7:20pm
12:00am	12:30am



New Fairmount Line Schedule

Train No.	7xx	766	740	768	770	772	7xx	774	746	776	778	748	780	7xx	782	7xx	784	750	786	788	754	790	726	758
INBOUND	A.M.										P.M.													
Readville	5:10	5:35	6:22	7:15	7:55	8:45	9:25	10:00	11:00	12:00	1:00	2:00	2:40	3:05	3:35	3:53	4:15	5:03	5:45	6:30	7:06	8:00	8:57	10:20
South Station	5:40	6:05	6:52	7:45	8:25	9:15	9:55	10:30	11:30	12:30	1:30	2:30	3:10	3:35	4:05	4:23	4:45	5:33	6:15	7:00	7:36	8:30	9:27	10:50

Train No.	741	743	7xx	769	771	7xx	773	775	747	777	779	749	781	783	785	787	755	7xx	789	757	791	759	793	7xx
OUTBOUND	A.M.										P.M.													
South Station	6:03	7:05	7:35	8:00	8:40	9:15	9:45	10:45	11:45	12:45	1:45	2:45	3:30	4:15	5:00	5:45	6:30	6:50	7:15	8:15	9:00	10:00	11:00	12:00
Readville	6:33	7:35	8:05	8:30	9:10	9:45	10:15	11:15	12:15	1:15	2:15	3:15	4:00	4:45	5:30	6:15	7:00	7:20	7:45	8:45	9:30	10:30	11:30	12:30

New Trips

Peak time at peak direction

*Approximate; subject to spring schedule change



Cost Estimate

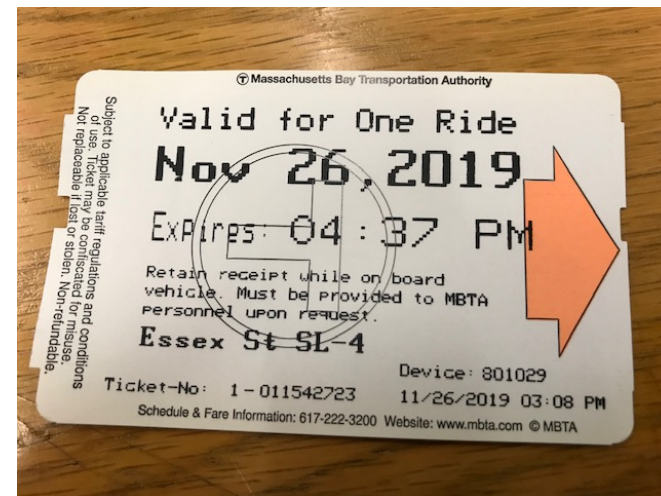
- The estimated cost of service is \$1.1 million per year covering transportation, mechanical and management costs
- Additional estimate of \$100,000 for marketing
- Per passenger subsidy compared to similar service
 - Off-peak commuter rail per passenger subsidy of approximately \$27
 - Assuming a low fare revenue increase due to high shift from local bus
 - Target ridership to meet subsidy metric is approximately **185 additional daily trips**

*Schedule and cost subject to Spring schedule changes of the entire system



Platform Validators for CharlieCard Usage

- Platform validators installed at Fairmount Line Zone1A stations as a “*Proof of Concept*” of Fare Transformation
- Customers with a CharlieCard can tap on the platform for a paper proof of payment to show the conductor onboard
- Valid with a LinkPass on a CharlieCard
- Valid with stored value on a CharlieCard, validator will deduct \$2.40 and give free bus transfer
- No outside-the-gate rapid transit transfers granted



Priority Metrics, Data-Collection

METRIC	TYPE	METHOD	FREQUENCY
Ridership	Success metric, target above 185	Automatic Passenger Counters Surveys	Monthly Twice within Pilot Term
Subsidy	Success metric, off-peak commuter rail service subsidy	Commuter rail comparison – ridership, fares, average subsidies, operating costs	Twice within Pilot Term
Equity	Success metric, demographic distribution in ridership	Ridership counts Surveys	Twice within Pilot Term
Travel time savings	Success metric, benefits to bus riders for faster service	Ridership counts Surveys	Monthly Twice within Pilot Term
Customer Experience	Monitoring metric, Comfort/crowding	Automatic Passenger Counters Surveys	Monthly Twice within Pilot Term
On-time Performance, Safety	Monitoring metric	Keolis OTP Reports	Monthly

Ridership

- Increased ridership - estimated increase in daily ridership approximately 400 trips
 - Mostly from shift from local bus, additional school trips
 - Travel savings for bus riders
 - Improved level of service
 - Ability to use CharlieCard



Marketing and Public Outreach

- Collaborative effort among MBTA, Keolis and the City of Boston
- Phased, sustained marketing and public outreach efforts – before and during the Pilot
- All marketing and outreach efforts ensuring language access/translations
- Marketing and public outreach measures leveraging on a multimedia approach:
 - Formation of focus groups; meaningful community engagement and participation
 - Information drive on CharlieCard and Validator Usage/Location and add-value locations
 - Information on expanded, additional schedule – to new and existing riders
 - Targeted marketing endeavors: mailers, libraries, community events within the Fairmount Line
 - Targeted audience: employers, students, employees, residents in the corridor
 - Information about Fairmount Line Pilot on buses and other wayfinding media



Request of the Fiscal and Management Control Board

Staff request that the Fiscal and Management Control Board authorize the MBTA General Manager, or his designee, to implement the Fairmount Line Pilot as described during the January 27, 2020 meeting of this Board.

