

Better
Bus
Project

Making transit
better together

Bus Network Redesign

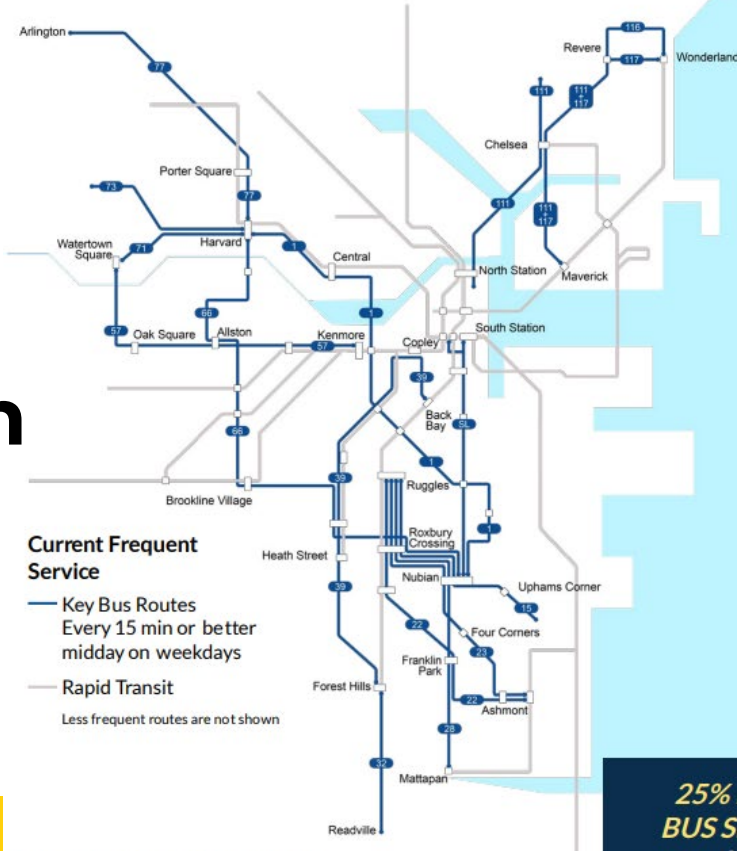
City of Cambridge TAC Meeting
September 5, 2024



CURRENT HIGH FREQUENCY NETWORK

NEW HIGH FREQUENCY NETWORK

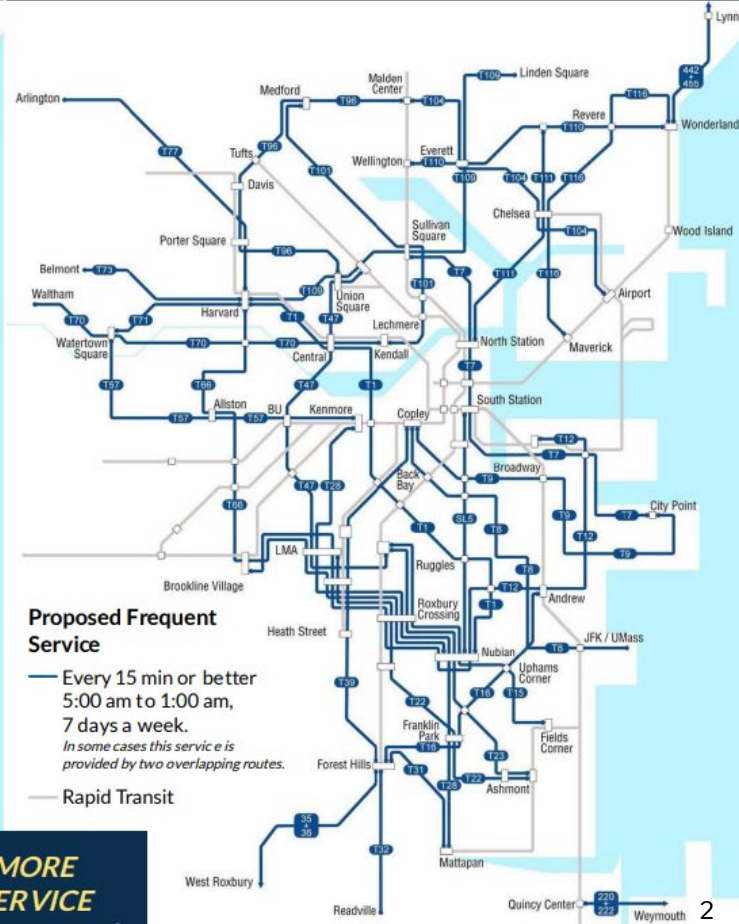
Bus Network Redesign



Current Frequent Service

- Key Bus Routes
Every 15 min or better
midday on weekdays
- Rapid Transit
Less frequent routes are not shown

Only frequent service shown



Proposed Frequent Service

- Every 15 min or better
5:00 am to 1:00 am,
7 days a week.
*In some cases this service is
provided by two overlapping routes.*
- Rapid Transit

**25% MORE
BUS SERVICE
across the network**

BNR Phase 1 Set to Begin December 2024

4 new Frequent Bus 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

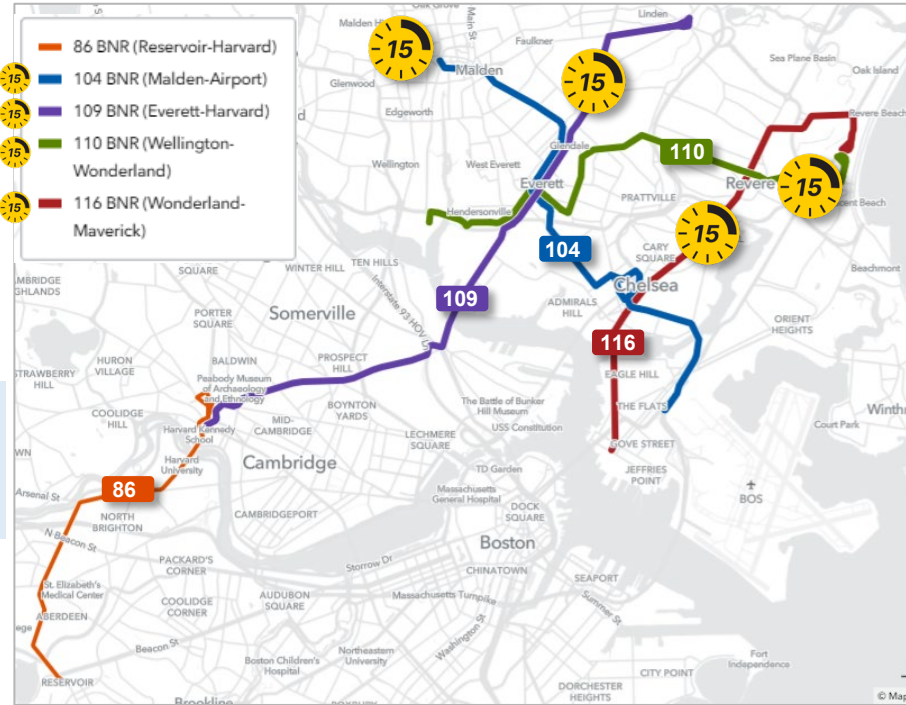
✓ New connections from Malden and Everett to Airport and Harvard

✓ 6 new fully accessible bus stop pairs

✓ Better bus stop signs and a new bus network map

✓ Easy transfer experience on Broadway in Revere

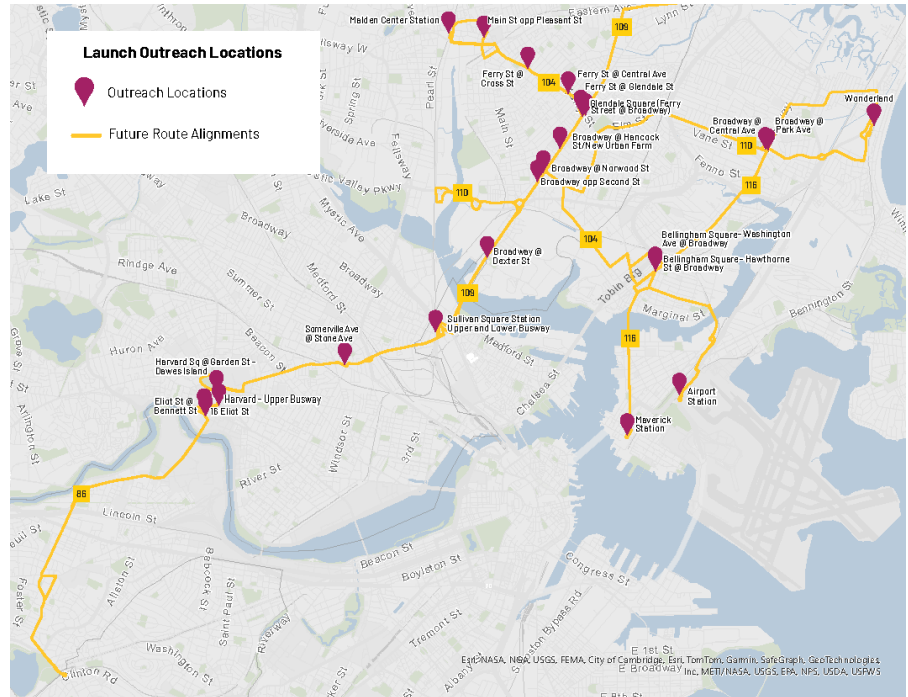
✓ Improving operator schedules



* Approximate change vs. Winter 2023, subject to change as runtimes are refined

How we are telling the public

- 310+ Bus stop sign updates
- 330+ Service notices a bus stops
- On-Street teams at 50+ bus stops
- On-vehicle and in-station announcements
- Prepare Call Center, Transit Navigation Crew, and Block-by-Block with BNR info
- Targeted ads at rail and bus stations
- Advertising (print and digital)
- T-Alerts
- Eblasts to Better Bus Project listserv
- Mbta.com and social media
- Updated maps, wayfinding, and schedules
- Press releases and press briefings



Languages

- Languages Identified*
 - Portuguese
 - Spanish
 - Chinese
 - Haitian Creole
 - Arabic
 - Russian
- On-site Interpretation
- Translation of Materials

T Massachusetts Bay Transportation Authority

The first phase of Bus Network Redesign starts December 15.

Phase 1 changes will affect six bus routes in **Chelsea, Everett, Revere, Malden, Somerville, Cambridge, and East Boston**, increasing service for these routes by 60%.

86	Shortened to run between Reservoir and Harvard. Route 109 will replace service between Harvard and Sullivan.
104	Instead of going to Sullivan, Route 104 will turn after Everett Square and go to Logan Airport via Bellingham Square. It will become a Frequent Bus Route.
109	Route 109 will extend past Sullivan to Harvard. It will become a Frequent Bus Route.
110	Route 110 will become a Frequent Bus Route. The alignment will not change.
116	Service will combine into single Route 116, which will be a Frequent Bus Route. Riders on Beach Street and Central Avenue can still take Route 110 and transfer to Route 116.
117	

Bus Network Redesign: Phase 1 Changes
Beginning December 15, 2024

Frequent Bus Route
Every 15 minutes or better.
6 a.m. to 1 a.m., 7 days a week

Future Route

86	Route 86	86	Route 86
104	Route 104	104	Route 104
109	Route 109	109	Route 109
110	Route 110	110	Route 110
116	Route 116	117	Route 117

Discontinued Route Segment

Route 104 will turn east toward the airport. Route 109 will still run between Everett Square and Sullivan Square.

Route 109 will be extended from Sullivan Square to Harvard Station, replacing this part of Route 86.

Route 117 will be discontinued. Routes 116 and 110 will continue to serve these streets.

Learn more at [MBTA.com/BNRPhase1](https://www.mbta.com/BNRPhase1)
Contact us at BetterBusProject@MBTA.com

Better Bus Project

Sample Concept

*Languages that meet the 5% or 1,000 persons threshold for more than one Phase 1 municipality.

Community Engagement

- Reach riders where they are by working with grassroots and community groups to maximize impact
- Equip partners to be community ambassadors for service changes

Roundtable Participants

- Allston Brighton Health Collaborative
- GreenRoots
- La Colaborativa
- MAPC
- Mass Senior Action

Phase 1: Communication in Stages

Awareness

July – Sept. 15, 2024

- Coordination with MBTA stakeholders
- Develop community partner inventory
- Create communications plans, core messaging, and templates
- Solicit outreach strategies from community and municipal partners
- Begin operator engagement
- Develop bus stop service advisories
- Create print materials for outreach
- Develop on-street team plan
- Develop schedule of in-person meetings and outreach

Pre-Launch

Sept. 16 – Nov 3, 2024

- Finalize and distribute print materials
- Coordinate with community partners
- Stakeholder briefings
- Provide information and present at community meetings
- Host station “open houses” and bus stop “pop-ups”
- Begin social media and external marketing
- Recruit and train on-street teams
- Produce service advisories
- Complete installation of maps and new bus stop signs

Launch

Nov. 4 – Dec. 16, 2024

- Begin digital communication directly to riders
- Complete installation of service advisories
- Continue community meetings
- On-street team and station outreach

Thank you

Contact

- For Bus Network Redesign Phase 1 Communications, please email betterbusproject@mbta.com.

For more information

- Bus Network Redesign: [mbta.com/BNRPhase1](https://www.mbta.com/BNRPhase1)
- Better Bus Newsletter: [sign up here](#)

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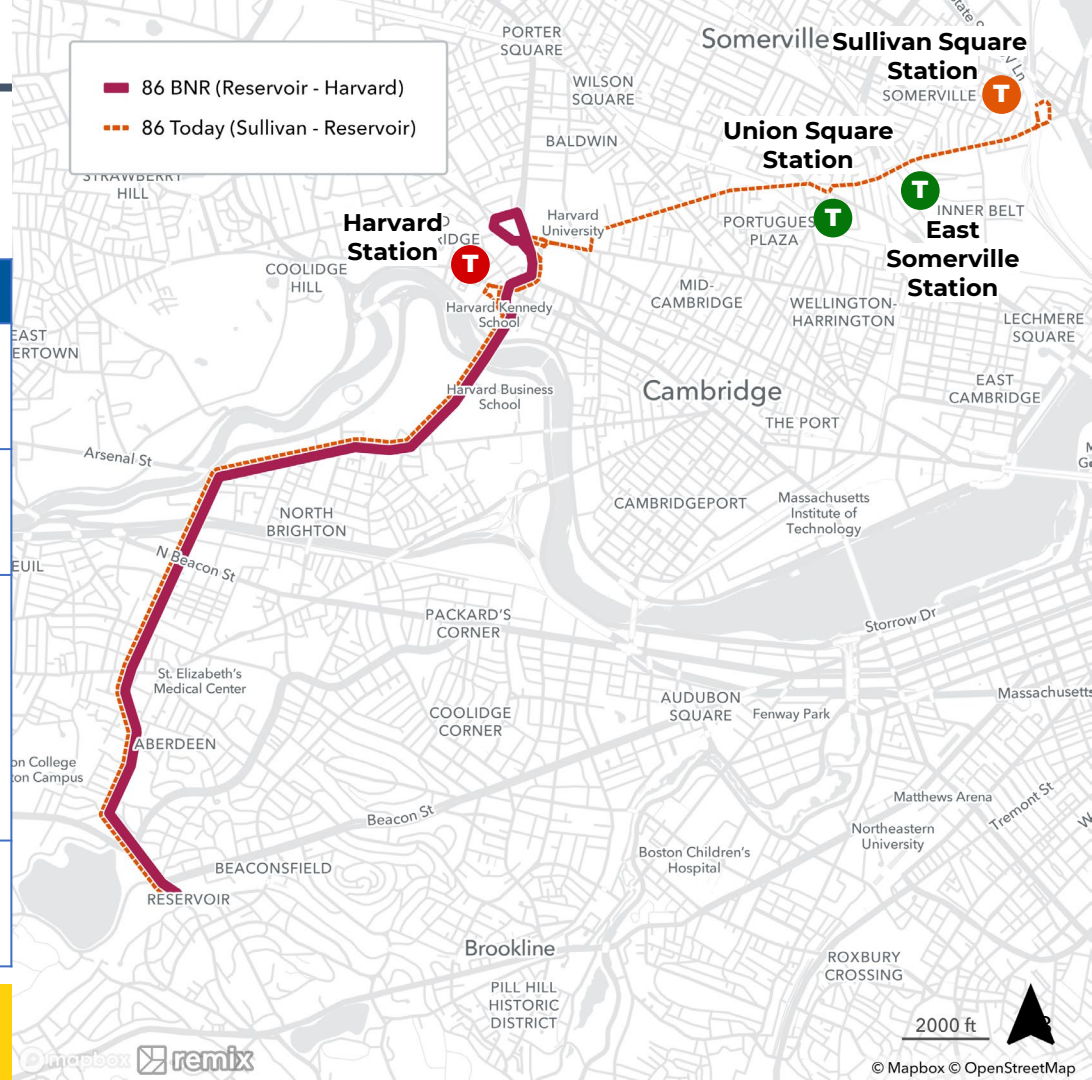
Bus Network Redesign



Appendix

Route 86

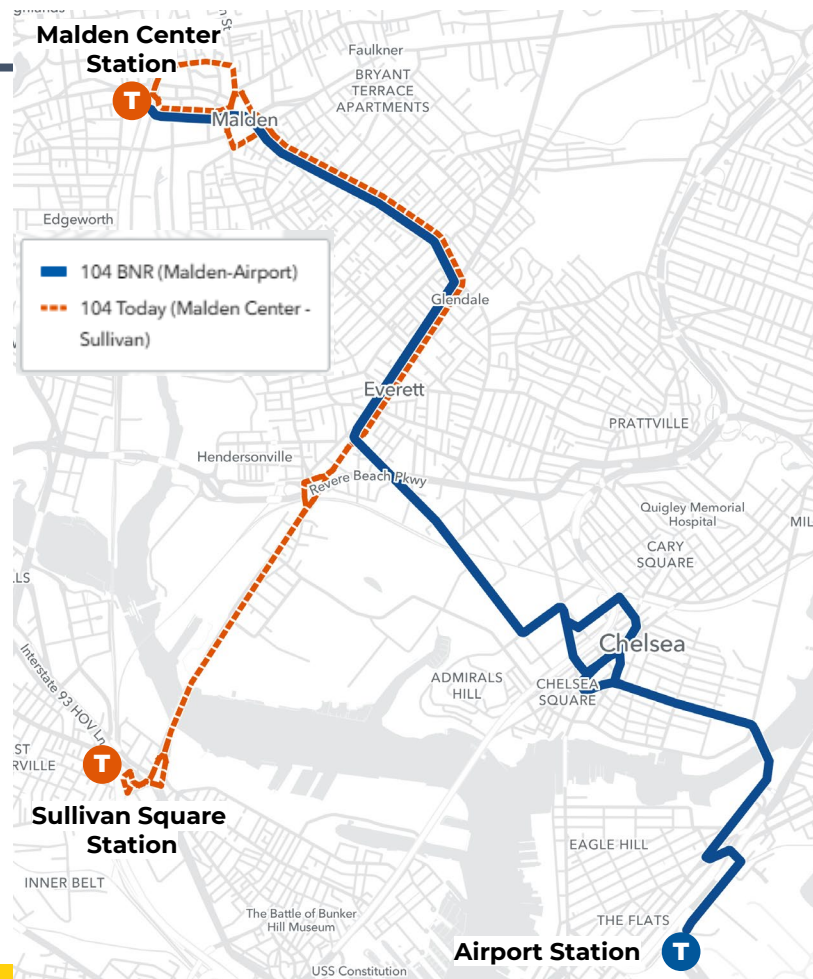
	86 Today	86 BNR
Frequency	12 mins (peak) 30-45 mins (off-peak)	16 mins (peak) <u>22-29 mins (off-peak)</u>
Rail Connections	<u>Orange Line</u> , Green Line, Red Line	Green Line, Red Line
Cities Served	Boston (<u>Charlestown</u> , Allston, Brighton), <u>Somerville</u> , Cambridge, Brookline	Boston (Allston, Brighton), Cambridge, Brookline
Change in Service-Hours*	N/A	<u>-31%</u> (Service hours per mile <u>+9%</u>)



* Approximate change vs. Fall 2023, subject to change as schedules are refined to address crowding or on-time performance.

Route 104

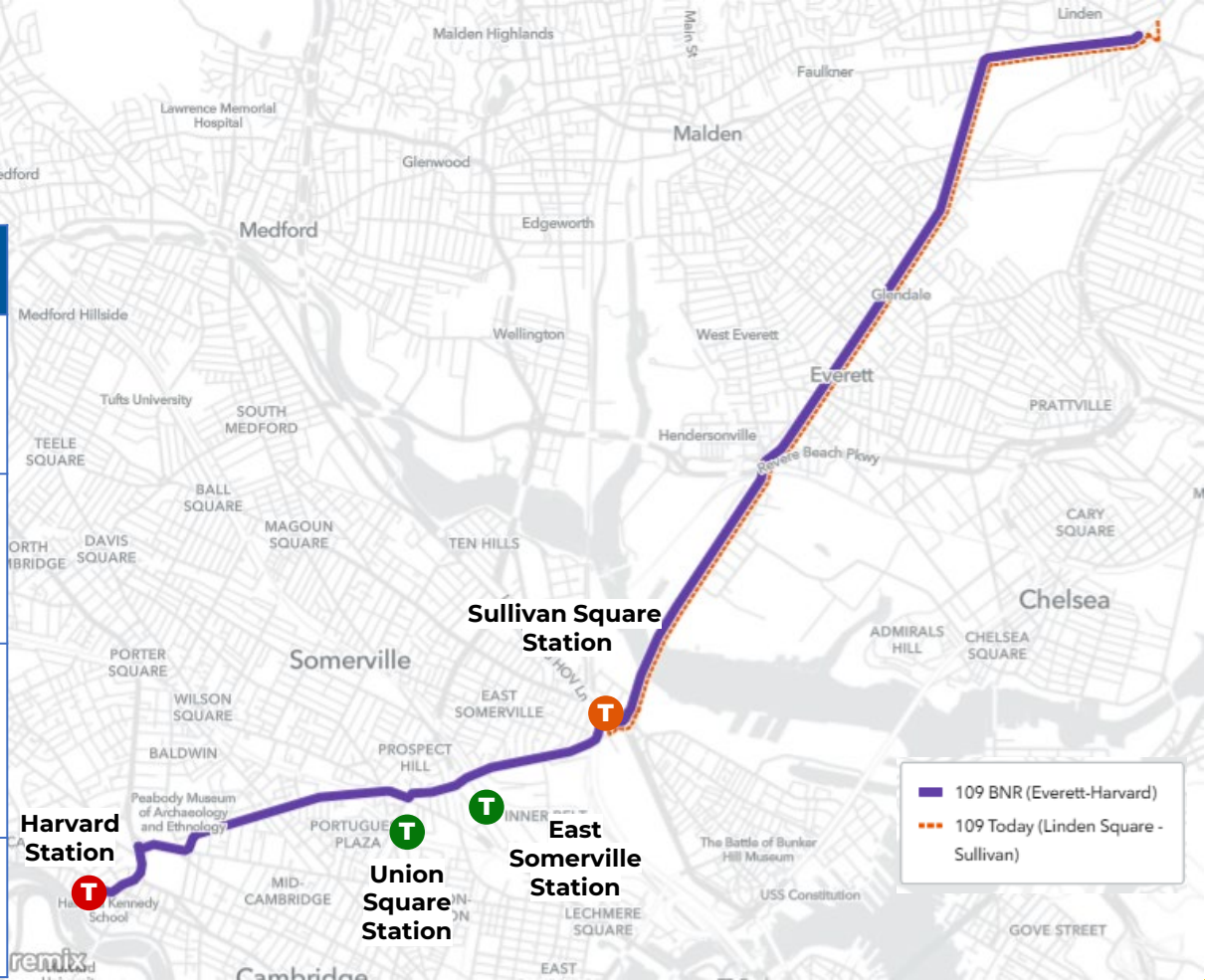
	104 Today	104 BNR
Frequency	20 mins (peak) 30-35 mins (off-peak)	<u>15 mins or better</u> , 7 days a week
Rail Connections	Commuter Rail, Orange Line	Commuter Rail, Orange Line, <u>Blue Line</u>
Cities Served	Malden, Everett, Boston (Charlestown)	Malden, Everett, Chelsea, Boston (East Boston, Airport)
Change in Service-Hours*	N/A	<u>+116%</u>



* Approximate change vs. Fall 2023, subject to change as schedules are refined to address crowding or on-time performance.

Route 109

	109 Today	109 BNR
Frequency	20 mins (peak) 30-45 mins (off-peak)	<u>15 mins or better</u> , 7 days a week
Rail Connections	Orange Line	Orange Line, Green Line, Red Line
Cities Served	Malden, Everett, Boston	Malden, Everett, Boston, <u>Cambridge</u> , <u>Somerville</u>
Change in Service-Hours*	N/A	<u>+234%</u>

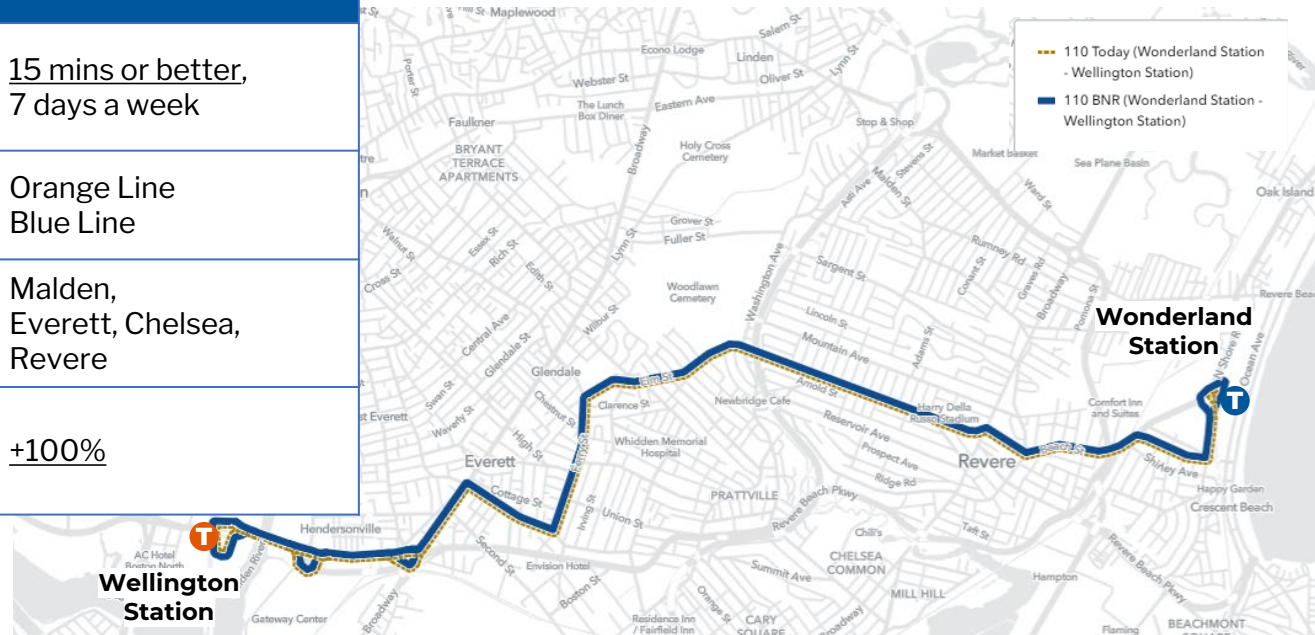


— 109 BNR (Everett-Harvard)
- - - 109 Today (Linden Square - Sullivan)

* Approximate change vs. Fall 2023, subject to change as schedules are refined to address crowding or on-time performance.

Route 110

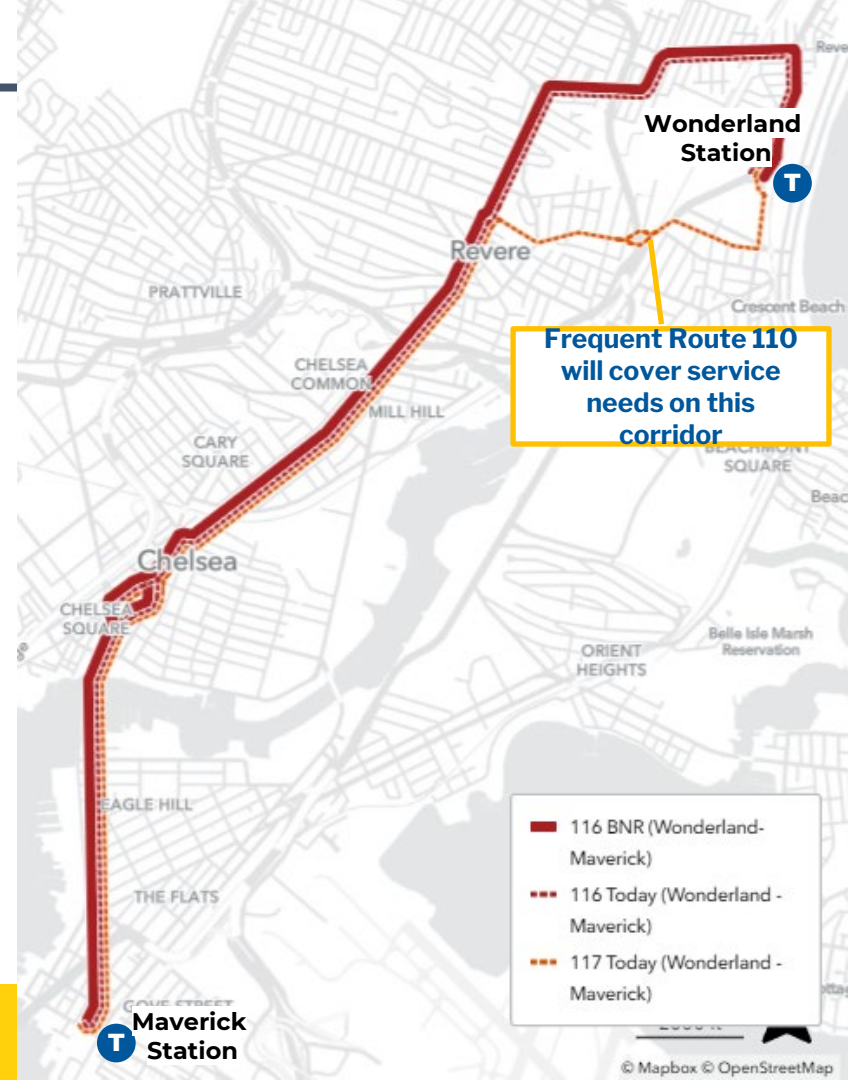
	110 Today	110 BNR
Frequency	15-20 mins (peak) 30-45 mins (off-peak)	<u>15 mins or better</u> , 7 days a week
Rail Connections	Orange Line Blue Line	Orange Line Blue Line
Cities Served	Malden, Everett, Chelsea, Revere	Malden, Everett, Chelsea, Revere
Change in Service-Hours*	N/A	<u>+100%</u>



* Approximate change vs. Fall 2023, subject to change as schedules are refined to address crowding or on-time performance.

Route 116

	116 + 117 Today	116 BNR
Frequency	Alternating 11 mins (peak) Alternating 19-35 mins (off-peak)	<u>15 mins or better</u> , 7 days a week
Rail Connections	Blue Line (Maverick, Wonderland)	Blue Line (Maverick, Wonderland)
Cities Served	East Boston, Chelsea, Revere	East Boston, Chelsea, Revere
Change in Service-Hours*	N/A	<u>+13%</u> (vs. 116 and 117 today)



Frequent Route 110 will cover service needs on this corridor

- 116 BNR (Wonderland-Maverick)
- 116 Today (Wonderland-Maverick)
- 117 Today (Wonderland-Maverick)

* Approximate change vs. Fall 2023, subject to change as schedules are refined to address crowding or on-time performance.