



Massachusetts Bay Transportation Authority

New MBTA Initiative: All Door Boarding and Fare Engagement

Sanja Stegich, Sr. Project Coordinator

MBTA Policy and Strategic Planning

Email: sstegich@mbta.com

Phone: 857-310-3090

Goal: Improving Boarding Experience and Expediting Trips

MBTA is moving to implement ability for riders to board at all doors on green line and buses

- Part of a bigger strategy to modernize and streamline the Authority
- To be implemented in phases – initially on light rail and later on bus
- 2017 MBTA Silver Line all door boarding pilot study:
 - Slowest trips 30% faster
 - Boarding was 50% faster at busiest stops
 - 65% pilot participants said trips felt faster regardless of actual times
 - 75% more likely to ride again



What's Needed to Implement All Door Boarding on Green Line and Bus



- Install new fare payment/validation technology on all trolleys, buses and Silver Line
- Have a fully staffed and trained Fare Engagement team to operationalize all door boarding on these modes



Basics of Fare Engagement

- Ability to pay at the rear door means that most rides will no longer engage with bus and green line operators around fare payment
- Fare Engagement team is being formed to help riders acclimate to new ways to pay, educate about expanded access to fare passes (exp. income eligible reduced fare pass) and ultimately ensure riders pay for their trips
- Education and information sharing only before checking fares
- Team debuted on the Green Line Extension mid-October, and will expand to other light rail branches, Silver Line and bus incrementally



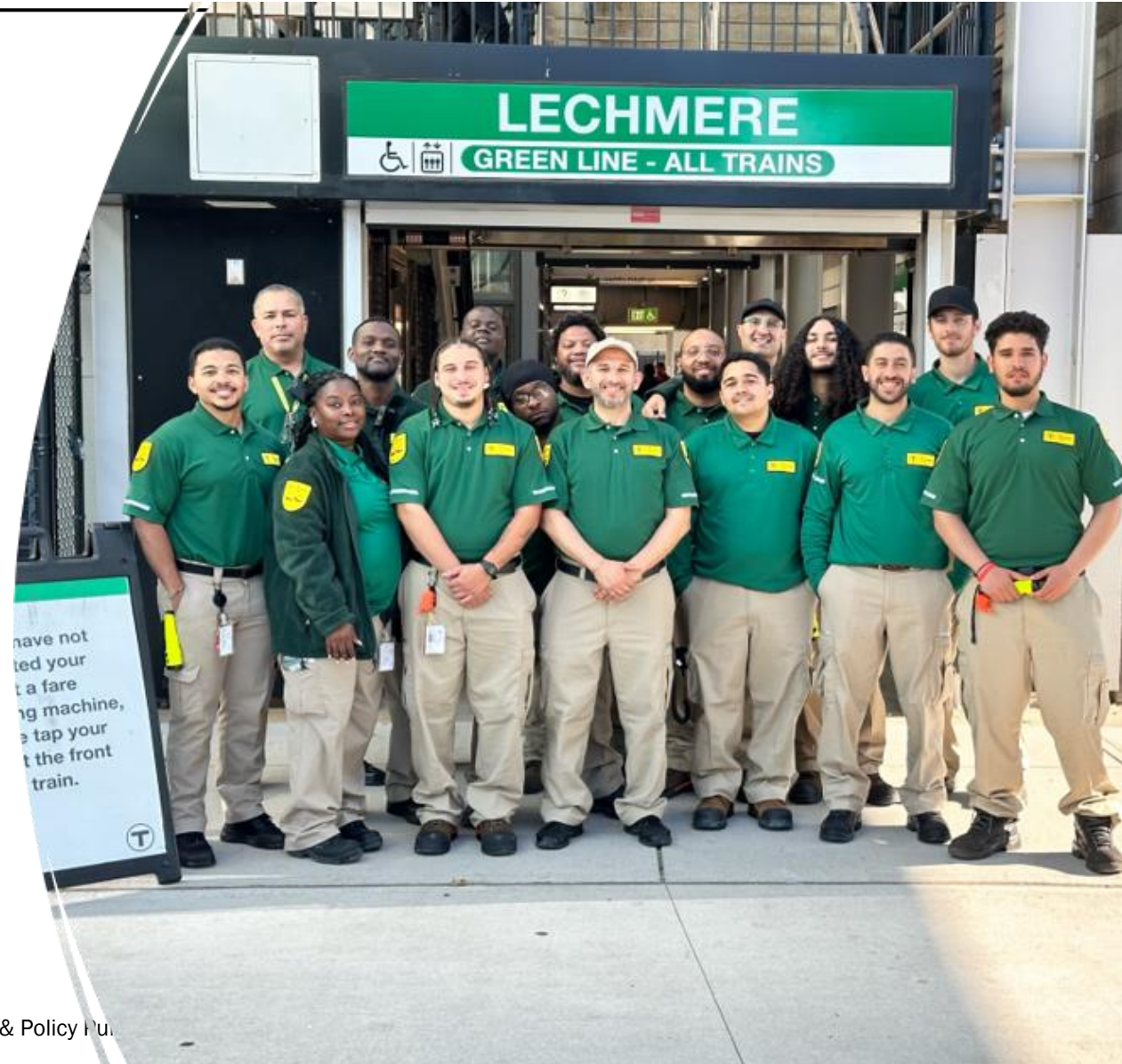
Fare Engagement Implementation Details

- 16 bilingual (French, Arabic, Haitian-Creole, Spanish) Fare Engagement Representatives at Green Line Extension platforms
- Assisting riders at fare vending machines and providing general customer service
- You might see them onboard trolleys starting Dec 2024 during winter
- Education only period on GLX - min. 6 months followed by other GL branches or Silver Line



Reception and Quick Wins

- Customers have expressed appreciation for the added support provided by Fare Engagement Team.
- There has been approx. **113%** increase in fare validation from mid-October rollout to mid-November.



Policies and Training

- MBTA's design for Fare Engagement centers safety for riders and team members
 - Innovative training curriculum to equip Fare Engagement Staff with tools to prevent and manage conflicts:
 - De-escalation, youth engagement, cultural intelligence, implicit bias, customer service
 - Policies & Procedures to Reduce Conflicts
 - Educational only transition period
 - Riders will never be detained
 - Rider assistance prioritized over fare inspections
 - Staff will be deployed in teams of 2 or more
 - Live translation support & multi-lingual materials to ensure staff can always communicate with riders and avoid misunderstandings
 - Warning first policy



Lookahead: Expanding Beyond the Green Line Extension

- Hire and train additional staff (16-32 in 2025-2026)
- We expect to publicly announce our plans to expand beyond the GLX next year
- We expect to introduce the team to bus riders at the earliest in 2027

Questions?

