



**Massachusetts Bay
Transportation Authority**

GM Remarks

FMCB

May 8, 2017



Discover the Fairmount Line promotion: Passengers will ride for free from May 8th – May 21st

- 2 weeks of fare-free rides
- Sponsorship for the 2 weeks from May 8th to May 21st
- Sponsorship Cost - \$53,000 (estimated forgone revenue collection)
- Goal: Promote ridership on the line by offering all current and potential riders free trips on the Fairmount Line
- Marketing: Social Media and Media events, banners at stations, flyers and other promotional materials at businesses
 - Coordination and significant outreach by community organizations (over 10,000 flyers & schedules distributed in the Fairmount Corridor)





Silver Line better bus experience: Washington Street all-door boarding pilot

- BostonBRT, MBTA, and the City of Boston are partnering to provide a better bus experience on the Silver Line Washington Street (SL4 and SL5) from May 24 – June 6
 - To demonstrate the benefits of all-door boarding, a critical element of BRT, in improving travel times and customer satisfaction
 - To understand potential travel time benefits of a new fare collection system
- In order to speed up boardings, BostonBRT will reimburse the MBTA for anticipated fare revenue loss from allowing the passenger to board at all doors
- No fares will be collected
- Data will be collected on dwell times, travel times, and customer satisfaction

