

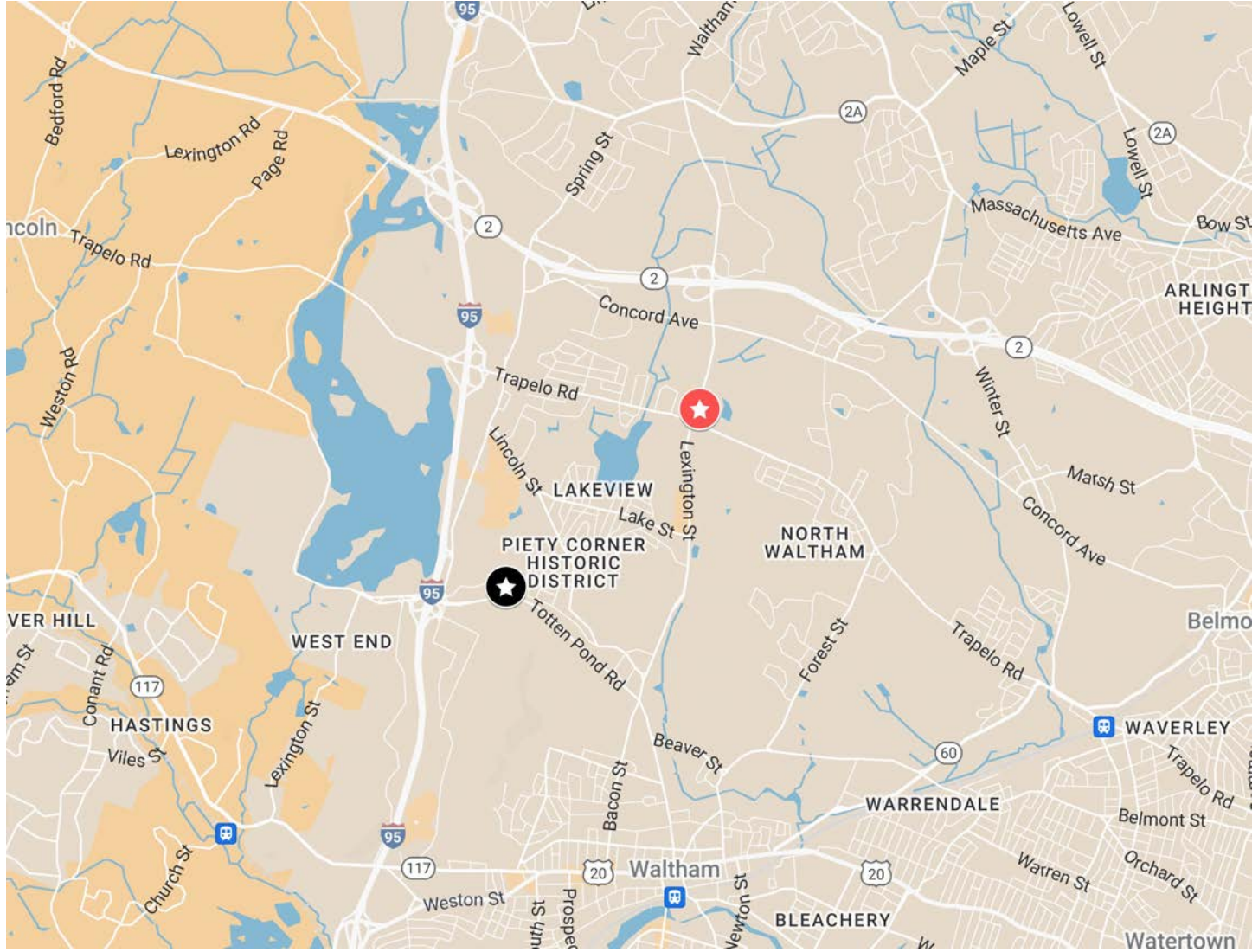
# **128 BUSINESS COUNCIL EXECUTIVE DIRECTOR'S REPORT**

Lisa A. Stiglich

# 128 BUSINESS COUNCIL

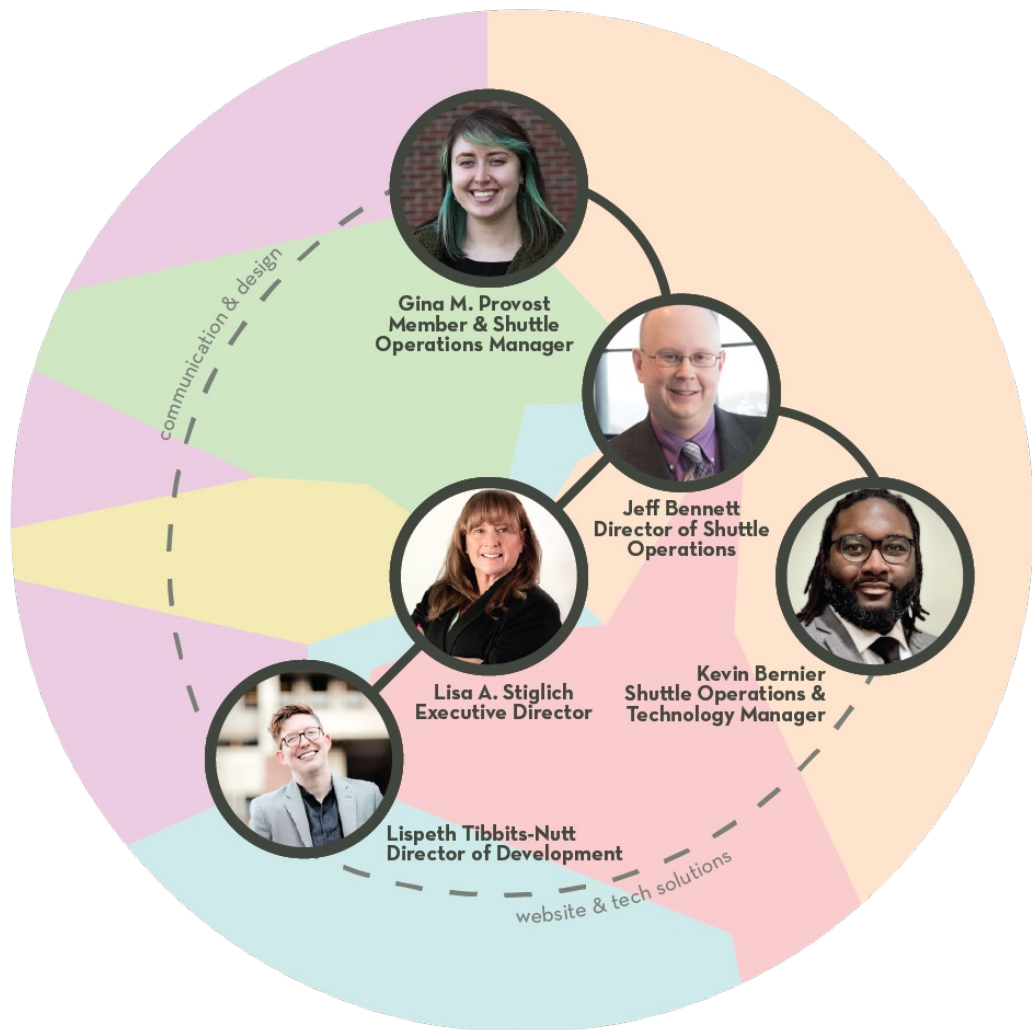
## UNLOCKING THE GRID

128 Business Council is a **member-based** organization offering **cooperative** services planning and executing **shared** shuttle routes.



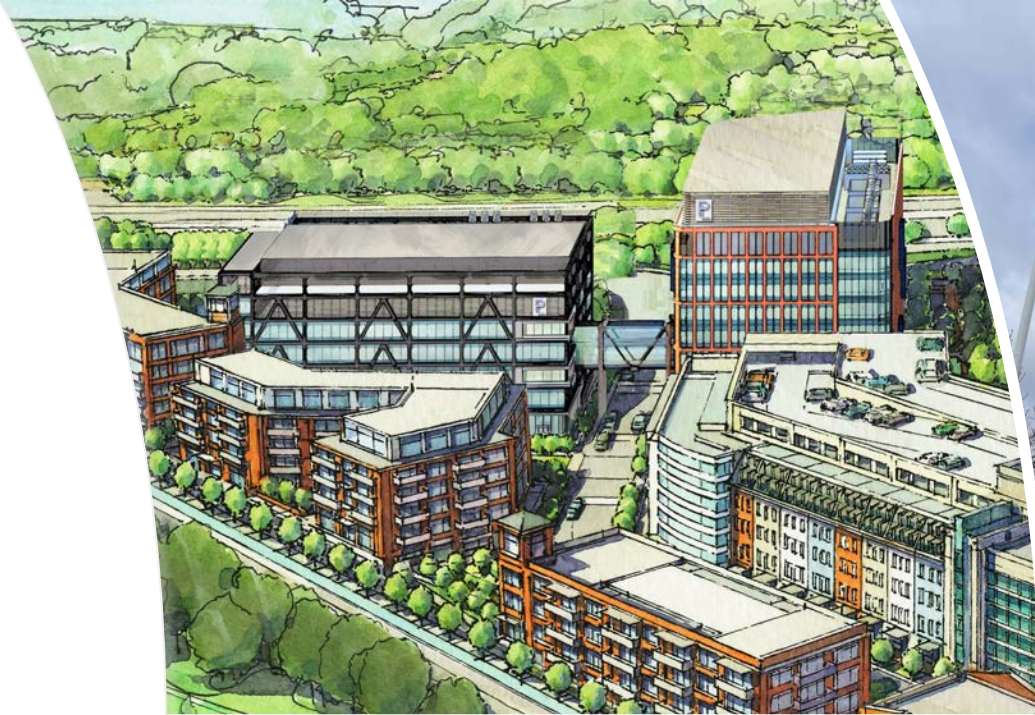
# Office Relocation

# The 128 Business Council Team



-  **Operations**
-  **Policy**
-  **Business Development**
-  **Marketing**
-  **Finance**
-  **Administration**

# Continued Consulting & Community Work





**massDOT**  
Massachusetts Department of Transportation  
  
Leading the Nation in Transportation Excellence

# Transportation Funding Task Force



# Transportation Funding Task Force

- Charged with advising the Governor on and making recommendations for a long-term, sustainable transportation finance plan that addresses the needs of safe, reliable, and efficient transportation system, including:
  - roadways;
  - bridges;
  - railways; and
  - bus and transit systems.
- Will review current and projected revenue sources for transportation funding.
- Will consider their adequacy to meet long-term transportation funding needs.



# Transportation Funding Task Force

- The Task Force shall consider...
  - available financing opportunities;
  - clean energy transformation;
  - how pricing mechanisms generate sustainable funding;
  - strategies for *encouraging* mass transit, bicycle use, pedestrian-friendly development, and transit-oriented housing and economic development;
  - strategies for *discouraging* carbon-intensive transportation uses; and
  - creating and supporting a workforce capable of sustaining the implementation of a long-term transportation finance plan.



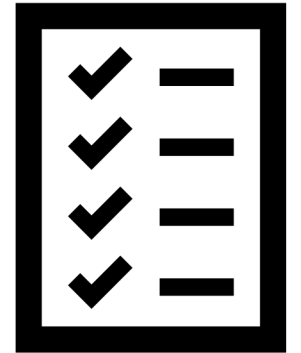


# Transportation Funding Task Force

- Includes roughly 30 members, including 128BC Executive Director Lisa A. Stiglich.
- Report is due December 31, 2024.

# Membership

- 1265 Main Street, LLC
- Adobe
- Alexandria Real Estate Equities, Inc.
- Alkermes, Inc.
- Anchor Line Partners, LLC
- AZAD Legacy Partners
- Boston Dynamics
- Boston Properties, Inc.
- Bulfinch
- Cannon Hill Capital Partners
- Costco
- Davis Marcus Partners
- Dyne Therapeutics, Inc.
- Greatland Realty Partners
- Hobbs Brook Management, LLC
- Homewood Suites
- Intex Solutions
- Jumbo Capital Management, LLC
- King Street Properties
- Lincoln Property Company
- Massachusetts Medical Society
- The Merc at Moody & Main
- NBC Universal
- Newmark
- POST — 200 Smith Street
- The RMR Group
- Sanofi
- Snapdragon Chemistry, Inc.
- Takeda
- Thermo Fisher Scientific
- The Town of Lexington
- Tripadvisor
- Vicarious Surgical
- WS Development



**Biannual Member Survey**  
*coming soon!*

Shuttle Operations:  
**Integration  
of New Equipment**





# Shuttle Operations: Service Anniversaries

---

2023  
REV Bus (R1/R2)  
**10th** Anniversary

2024  
Alewife System (A1/A2/A3/A5/A6)  
and Waltham Shuttle (W1)  
**35th** Anniversary

2025  
Needham Shuttle (N1)  
**25th** Anniversary

# Shuttle Operations: Service Disruptions



# Ridership Trends

 A1 A2 A3 A5 A6 ALEWIFE SHUTTLE

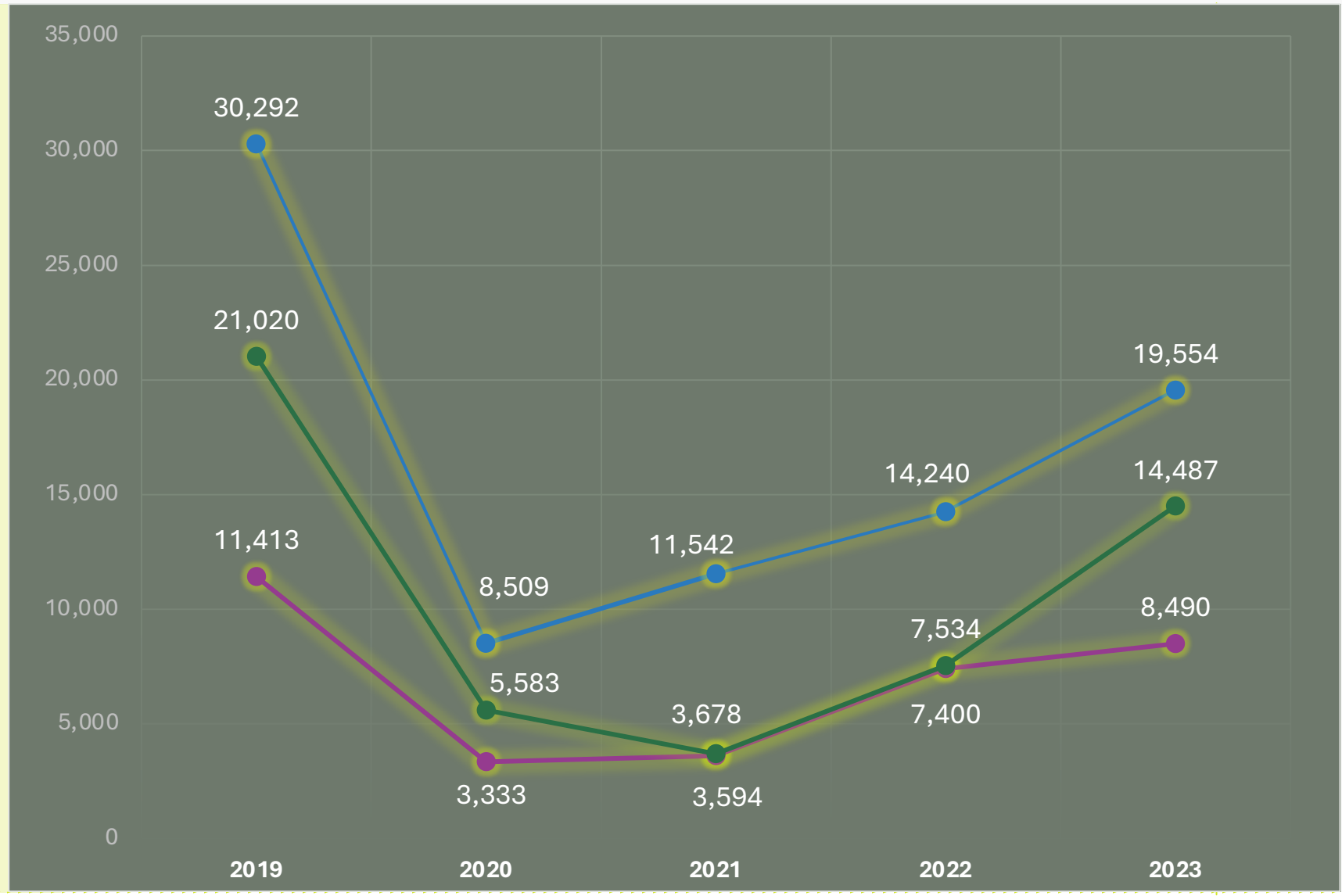


# Ridership Trends

 **R1** **R2** REV BUS  
HARTWELL & LEX CTR

 **N1** NEEDHAM  
SHUTTLE

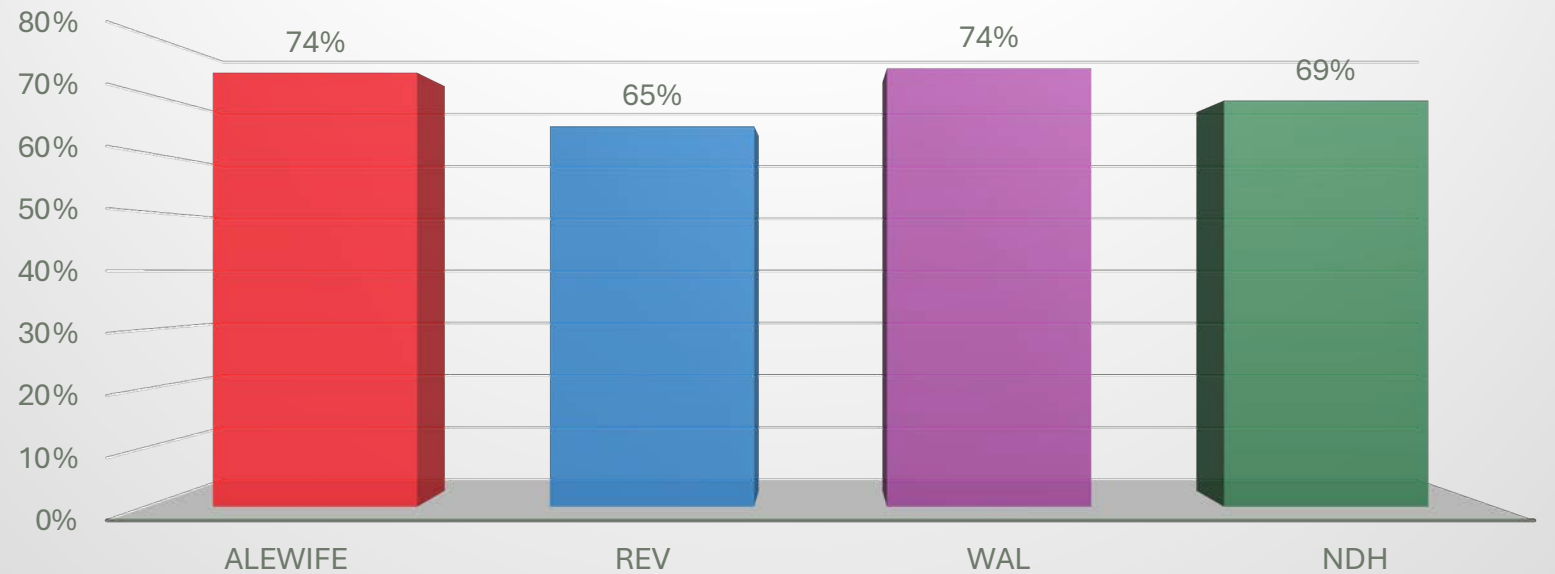
 **W1** WALTHAM  
SHUTTLE





# Ridership Trends

2023 as a percentage of 2019



# Current Grant Opportunities

MassDOT Regional Transit Innovation Grant  
\$15M over FY24-25

MassDOT TMA Grant Program  
\$25M over FY25-29

## Regional Transit Innovation Grant

The Regional Transit Innovative Grant (RTIG) is a competitive grant program for transit improvements at regional transit authorities and/or supportive transit programs across the Commonwealth.

### THE DETAILS

#### About the RTIG

#### [How to apply](#)

#### [Contact](#)

#### About the RTIG

MassDOT holds \$15 million in discretionary operating and capital funding for FY24 and FY25 to award to transit providers through the RTIG. At least 25 percent of the funding (\$3,750,000) is reserved for rural areas.

Eligible applications include projects that aim to enhance and expand existing transit services; implement new and innovative transit services; expand service hours or weekend service; improve rural connectivity; improve connectivity across regional transit service areas; transit electrification; and/or operating and capital expenses.

Screenshot

# **128 BUSINESS COUNCIL RAPID-FIRE TEAM PRESENTATIONS**



## COMMUTING IN 2024

Gina M. Provost

Member & Shuttle Operations  
Manager

# Boston MA #4

 United States, North America

← Next Higher Ranked

 Paris, #3

Next Lower Ranked →

 New York City NY, #5

← Back to Full Ranking List



## Overview

**4** Congestion Rank Worldwide

**2** Congestion Rank in United States

**134** Hours Lost in Congestion

**\$2,270** Cost of Congestion Per Driver

In the U.S., the 2019 Global Traffic Scorecard analyzed congestion and its severity of it in the top 66 urban areas. For the second consecutive year, Boston ranked as the most congested city in the U.S. with the average commuter in the metro area losing 149 hours per year to congestion, costing \$2,205 per driver in time lost. Chicago (145 hours, \$2,059 lost), Philadelphia (142 hours, \$2,016 lost), New York City (140 hours, \$1,988 lost) and Washington D.C. (124 hours, \$1,761 lost) rounded out the Top 5. While known historically for its congestion, Los Angeles' (ranked sixth in congestion; 103 hours lost in 2019) constant gridlock does not have the severity as the other top-ranked cities due to its sprawling geography and massive road network. On the other hand, Wichita, Kansas, for the second year in a row, had the lowest congestion levels in the U.S. with drivers losing less than two hours a year.

## Year-Over-Year Speed Changes

### Peak Speeds

The absolute worst portion of the morning and afternoon commute times.



### Off Peak Speeds


The low point between the morning and afternoon commute time periods.



### Last Mile Speeds

Speed of travel within one mile of the downtown core.





**We're not sitting  
in traffic.  
We ARE the traffic.**

BOSTON

## Inside Boston's Changing Commute: How Traffic's Changed at Rush Hour and More

"The Turnpike was the first roadway to drop off during the pandemic, and it was the last one to really recover," Massachusetts Highway Administrator Jonathan Gulliver said

By **Susan Tran** •  
Published January 26, 2023 • Updated on January 26, 2023 at 11:51 pm



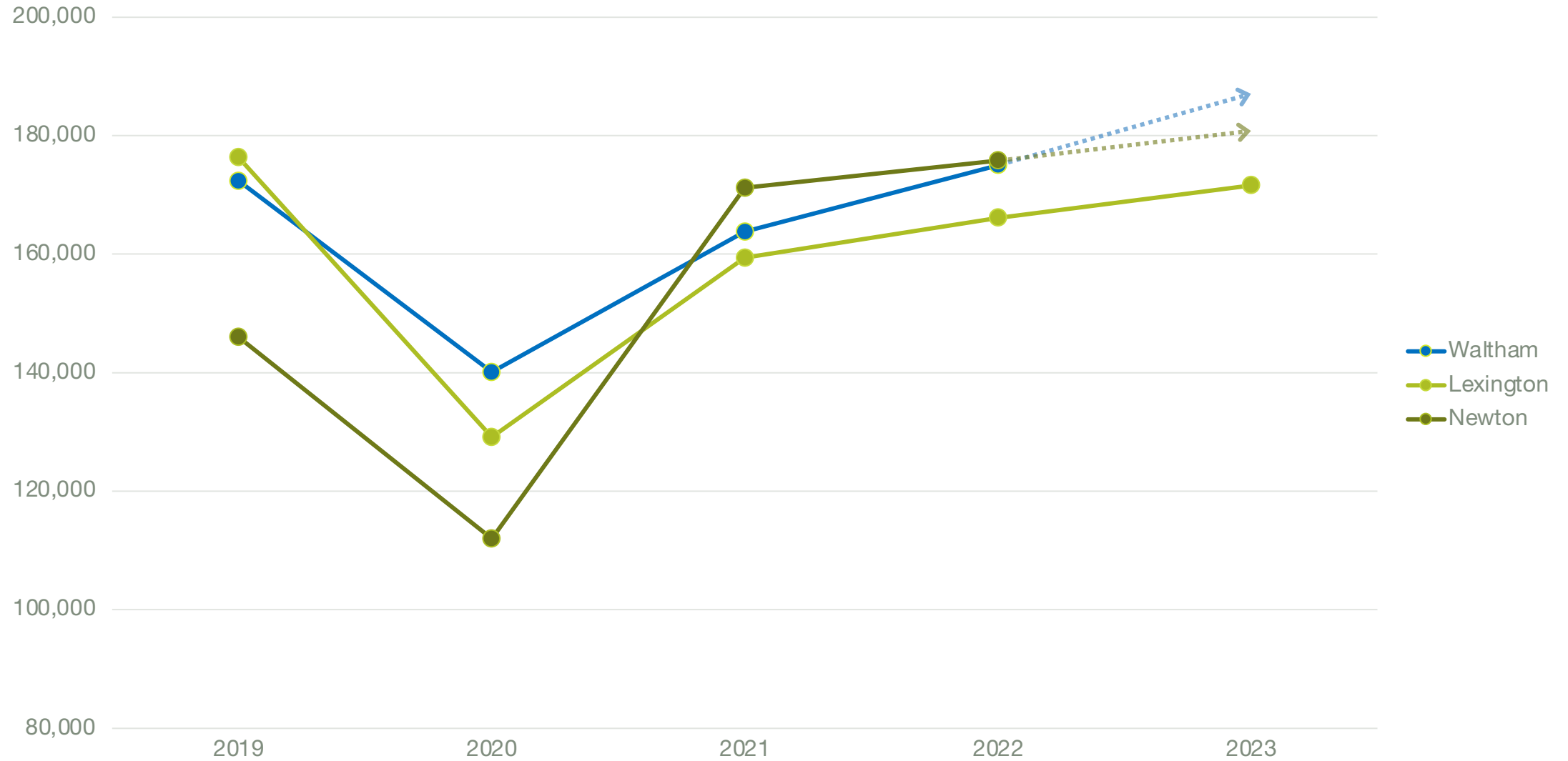
Traffic is back in Boston, alright.

The Massachusetts Department of Transportation says 95% of all drivers are now on the roads, which means that on any given day there are roughly 750,000 people commuting into the city.

But since the pandemic, Highway Administrator Jonathan Gulliver said, we're seeing shifts in when, where and who is commuting.

"Mondays are about the lightest days. Tuesday, Wednesday and Thursday are by far the heaviest. Friday morning is very light," Gulliver said.

# Average Annual Daily Traffic (AADT) Counts





In addition to students returning to class in full force, many workers are returning to the office for the first time in 18 months this fall. A significant number of them are also now taking cars rather than public transit; **according to a MassInc poll in June**, 27 percent of Greater Boston residents said they plan to drive more — more than twice the number that said they'd drive less — while around a third said they would take the MBTA less. Ridership on the MBTA's subway system remains down by more than half, **according to state data**.

At the same time, traffic volumes have gradually crept up across the board this summer to within 5 percent of 2019 volumes as of last month, suggesting that many people have indeed shifted from public transit to personal vehicles.

The trend worries transit advocates, who say Boston's nation-leading congestion from before the pandemic **could somehow get even worse if that shift holds as workers return to the office**. Boudreau is concerned about a "major crush," too.

## Massachusetts traffic is back. It's also different. Is it about to get worse?

"We don't want to, all of a sudden, turn on all the faucets, and flood."



Evening rush hour traffic leaving Boston on I-93 South last month. *Matthew Lee / The Boston Globe*

By **Nik DeCosta-Klipa**

September 7, 2021



# Key Findings

## Commuters are driving alone to work more and using public transit less

- More than half of surveyed employees (57%) drive alone as their primary means of transportation; 44% of respondents to the 2019 survey said the same.
- Just 16% identified the bus/subway as their primary means of transportation with another 9% utilizing the Commuter Rail. In 2019, bus/subway was identified by 26% and the Commuter Rail by 15%.
- In explaining their choice to drive, 59% cite driving as faster than the alternatives, 40% say public transit is too unreliable, and 34% say public transit schedules do not work with their work schedule.



## More than a third of commuters say their commute is worse than pre-COVID

- When asked to compare their average commute today to their average commute before the COVID-19 pandemic, 35% describe it as worse.
- 49% report the same commute as before the pandemic, while 16% say their commute has improved.

## Commutes are factoring into people's decision to change jobs, move out of state

- 50% of respondents said they would consider changing jobs if it would provide a better commute, down from 60% in 2019.
- 16% of respondents have considered moving to a different state within the last year to obtain a better commute, down from 23% in 2019.



qualifications for living one hour from the office? "I mean a five-mile commute takes me close to 45 minutes some days, and even more than that, it can really depend on the day," she said. "The last four months or even the last two months. It's like, just become insane. It's completely unpredictable. You can leave at the same time every day, and it can be different every day."

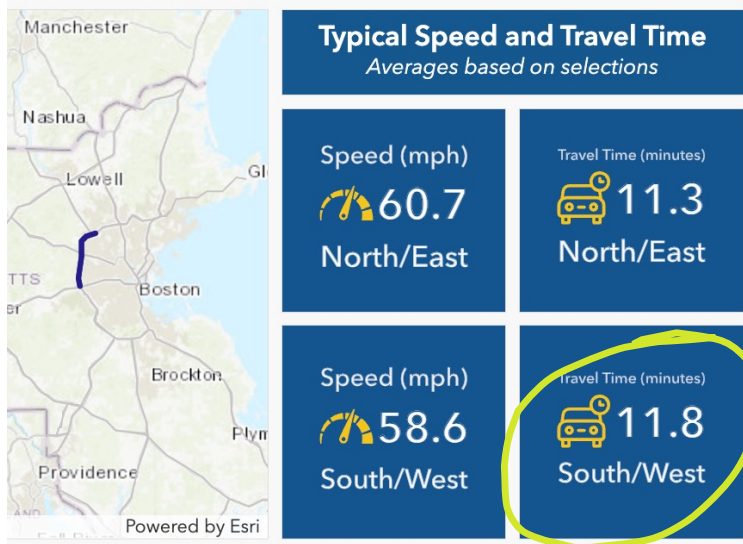
Plus - data shows fewer people are using public transportation now than they were pre-pandemic, which could contribute to more cars on the road. MBTA data shows that average weekday ridership in July of 2019 was 1,211,009 - compared to 754,051 in August of 2023. That's a nearly 500,000-person difference.

AAA has suggestions for drivers growing frustrated with the commute. The first piece of advice? Change your attitude. "Psychologically, when you're in traffic, you got to remind yourself that you're traffic," said Mark Schieldrop of AAA. "It's not that you're trying to get through, and everybody's in your way, you know, *you're* that somebody else."

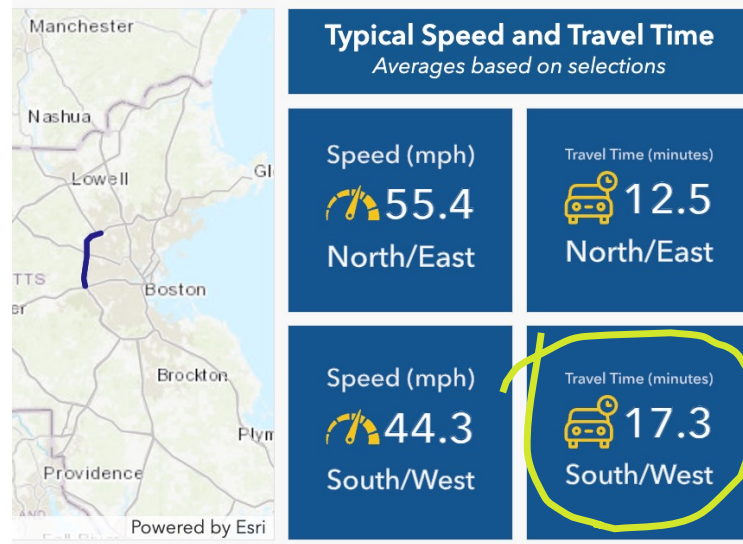
According to numbers given to WBZ by the GPS service Waze, traffic from summer 2022 to summer 2023 has increased in the Boston metro area by the following amounts:

1. **Boston:** Traffic increased by 5.2% in August 2023 compared to August 2022
2. **Cambridge:** Traffic increased by 5.2% in August 2023 compared to August 2022
3. **Newton:** Traffic increased by 10.8% in August 2023 compared to August 2022
4. **Framingham:** Traffic increased by 15% in August 2023 compared to August 2022
5. **Somerville:** Traffic increased by 2.4% in August 2023 compared to August 2022
6. **Waltham:** Traffic increased by 12.4% in August 2023 compared to August 2022
7. **Quincy:** Traffic increased by 8.6% in August 2023 compared to August 2022
8. **Salem:** Traffic increased by 12.4% in August 2023 compared to August 2022
9. **Lowell:** Traffic increased by 6% in August 2023 compared to August 2022
10. **Brockton:** Traffic increased by 11.5% in August 2023 compared to August 2022

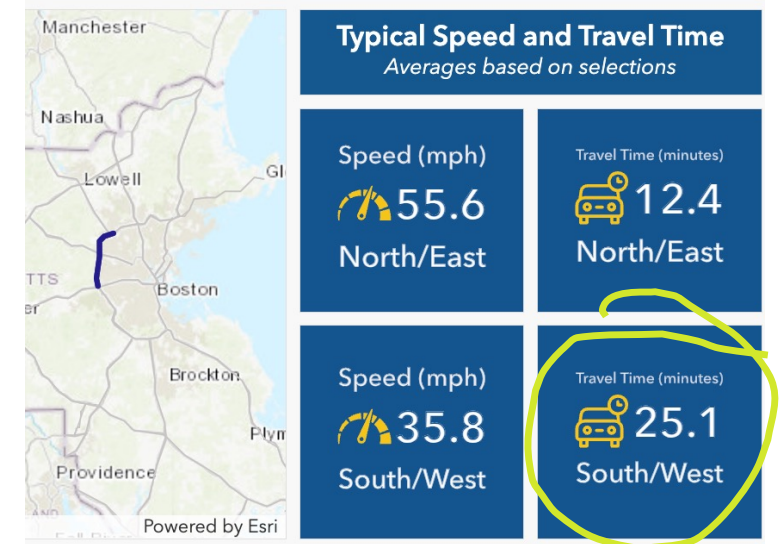
### Monday/Friday

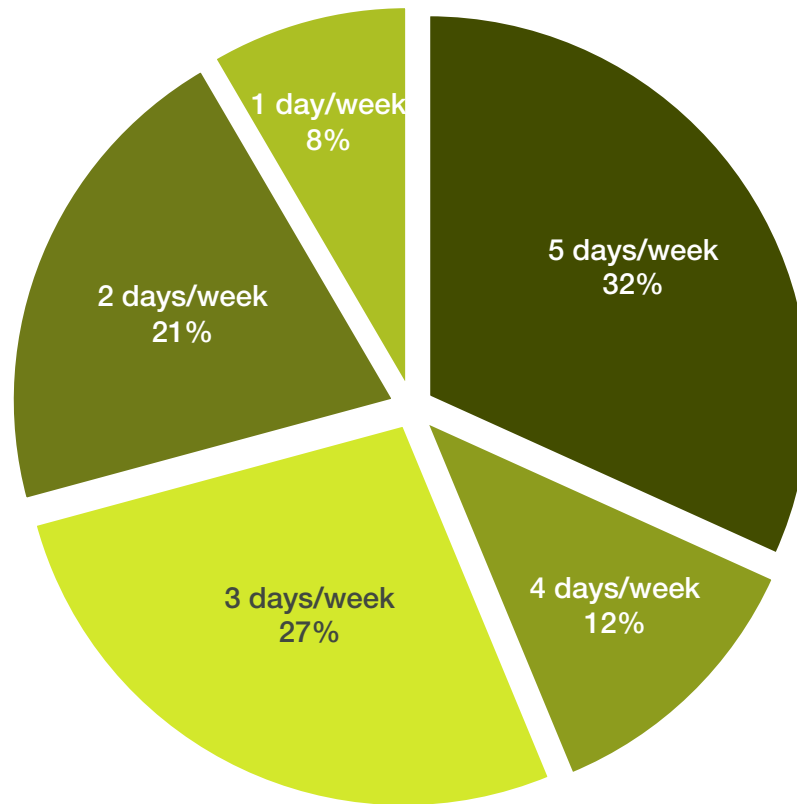


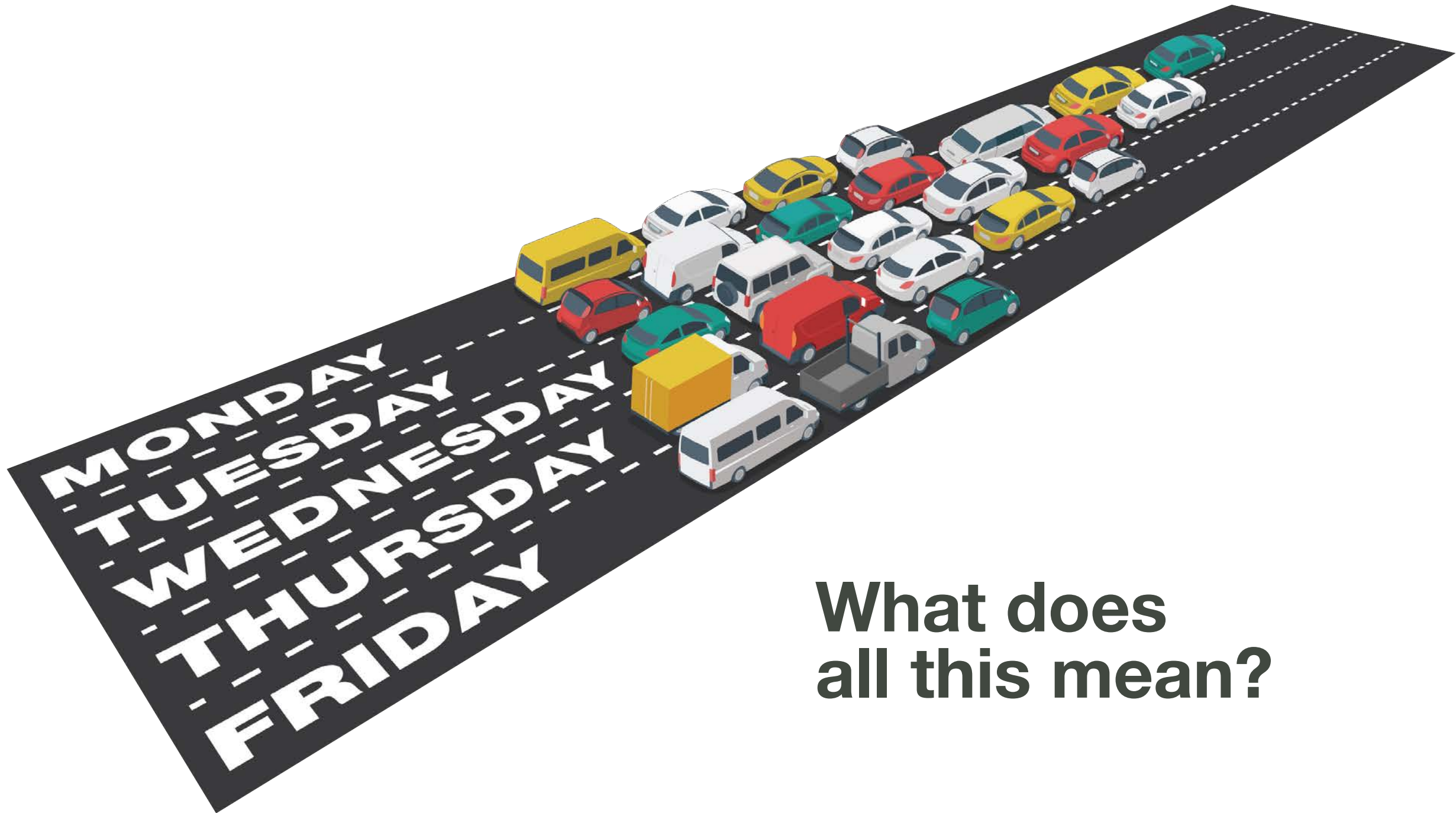
### Wednesday/Thursday



### Tuesday







**What does  
all this mean?**



# **SHUTTLE ROUTE & SERVICE PLANNING**

Kevin J. Bernier  
Shuttle Operations &  
Technology Manager

# Some of the considerations that have gone into planning your shuttle service...



Route and Schedule Optimization



Improved Reliability



Commuter Experience



Cost Savings through Cooperation



Environmental Benefits



**Whether creating  
a new route or  
adjusting a  
preexisting one,  
many factors  
must be  
balanced...**



Analyzing  
geographic  
distribution



Forecasting  
service  
demand



Managing  
operations  
around busy  
MBTA hubs



Adapting to  
local roadway  
conditions



Balancing  
service levels  
across sites



Maintaining  
flexibility

# Capacity & Availability

Capacity for up to 30 passengers on each vehicle

Fleetwide ADA accessibility

Backup shuttle on Alewife System

Emergency Ride Home (ERH) program

One-on-one commute planning

Company-specific orientations

Bike & multi-modal programming

**Good commercial drivers  
are hard to find...  
and even harder to keep.**




**Qualifications & Certifications**



**Shifts & Rest Periods**



**Rewards & Incentives**

A woman with dark hair and glasses, wearing a white button-down shirt, is looking down at a smartphone. She is standing on a crowded train, holding onto a red vertical pole. The background is filled with other passengers, some of whom are also looking at their phones. The lighting is dim, and the overall tone is dark and professional.

## **FREQUENT QUESTIONS & MISCONCEPTIONS**

Jeff Bennett  
Director of Shuttle Operations

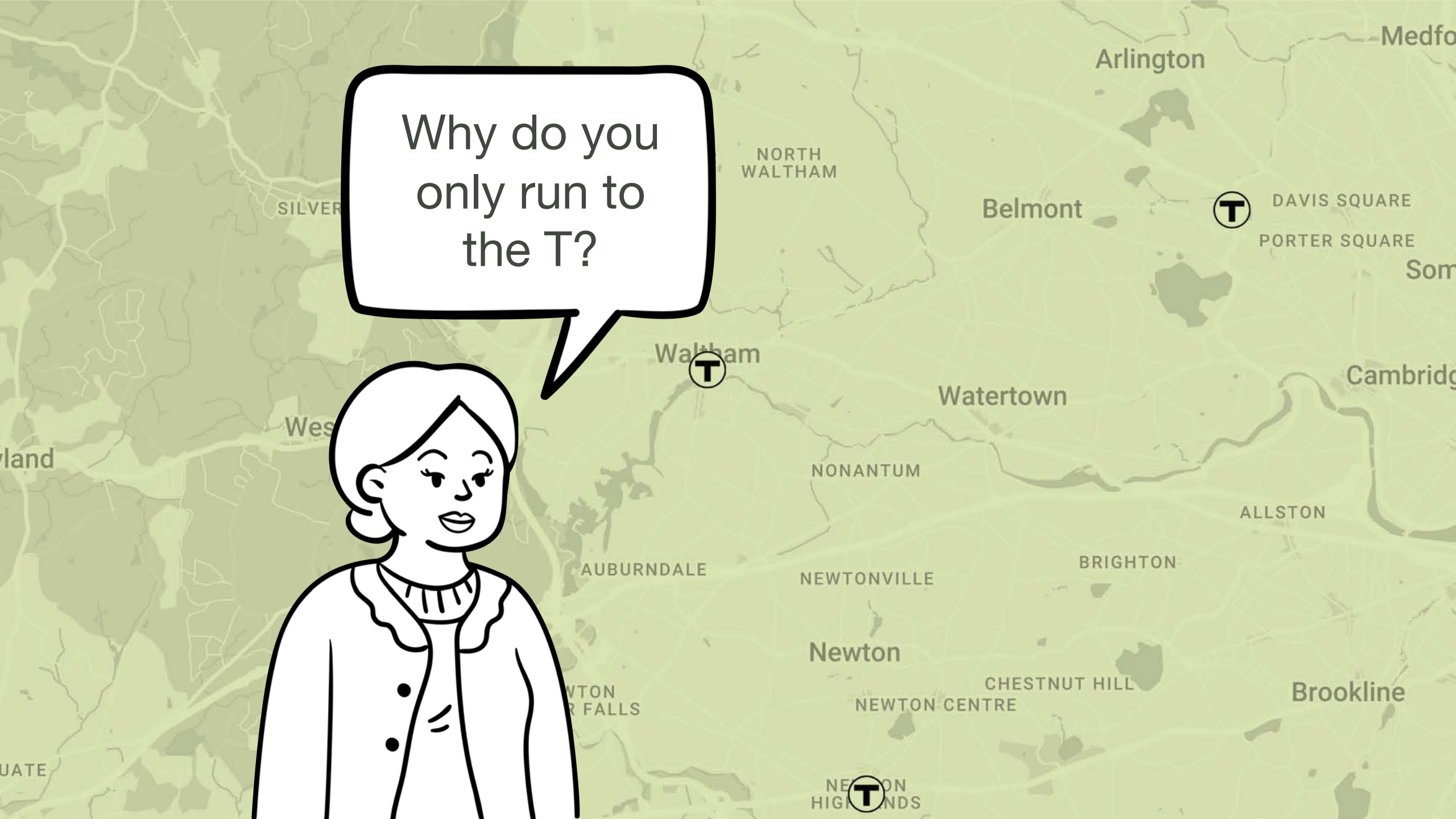


Why  
buses?

Why  
fixed  
route?



Why do you  
only run to  
the T?



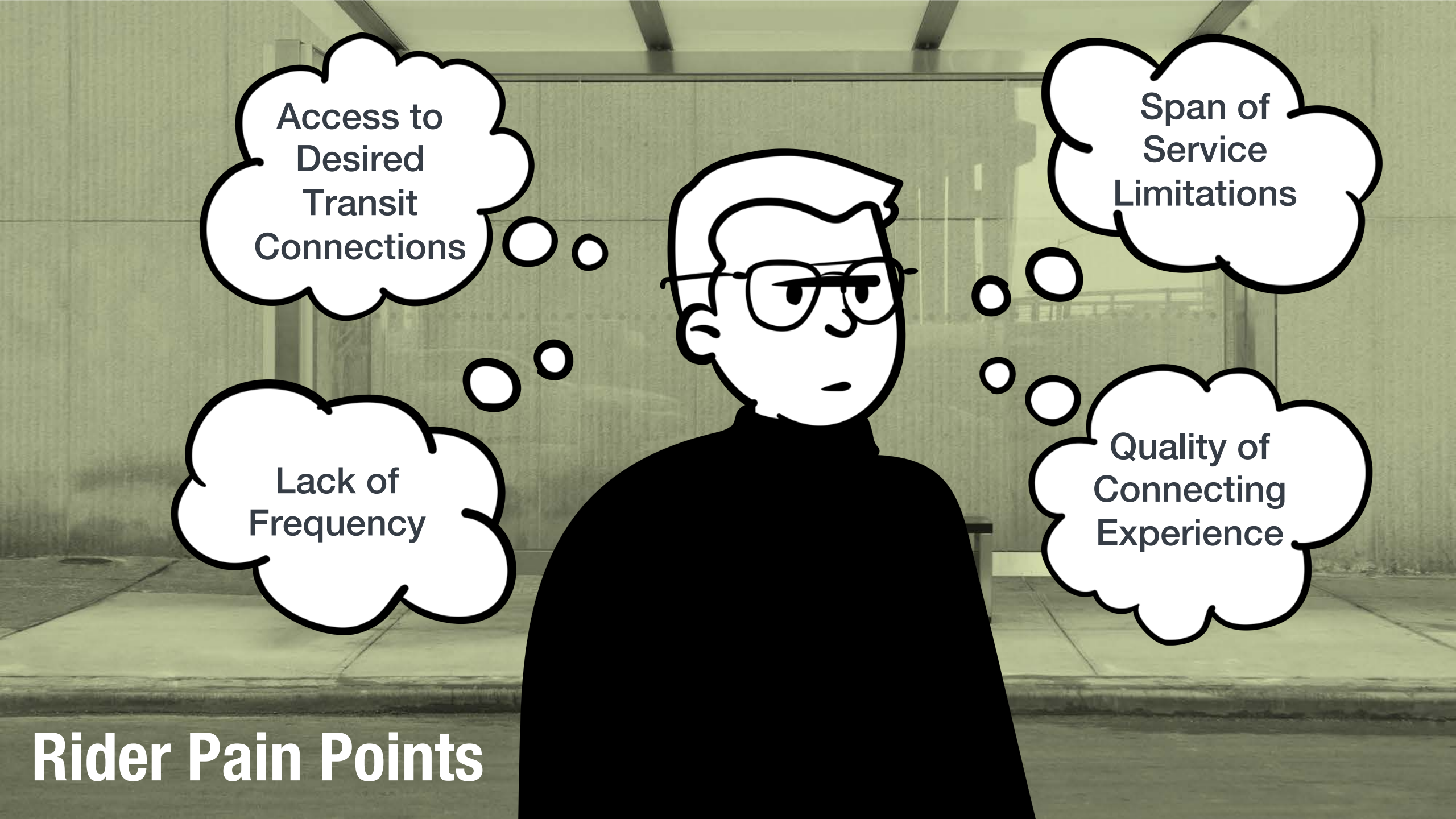


OUT OF SERVICE

Why can't  
locals ride in the  
"reverse"  
direction?



868 BZ5



Access to  
Desired  
Transit  
Connections


Span of  
Service  
Limitations

Lack of  
Frequency

Quality of  
Connecting  
Experience

# Rider Pain Points





Why run early  
and late shuttles  
with fewer  
riders?

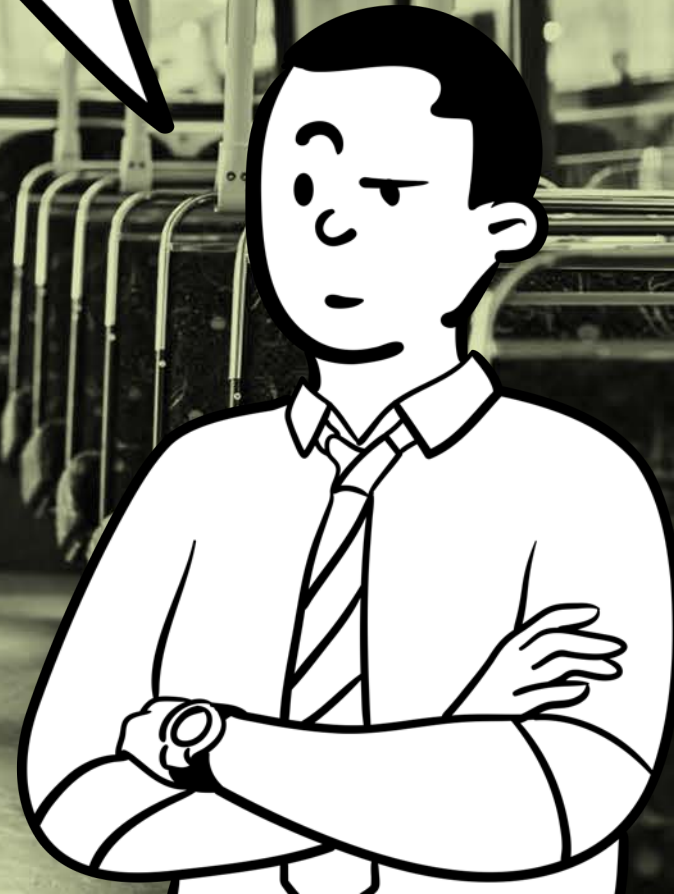
6am

8am

9am

10am

Every time I see  
a bus,  
it's empty...

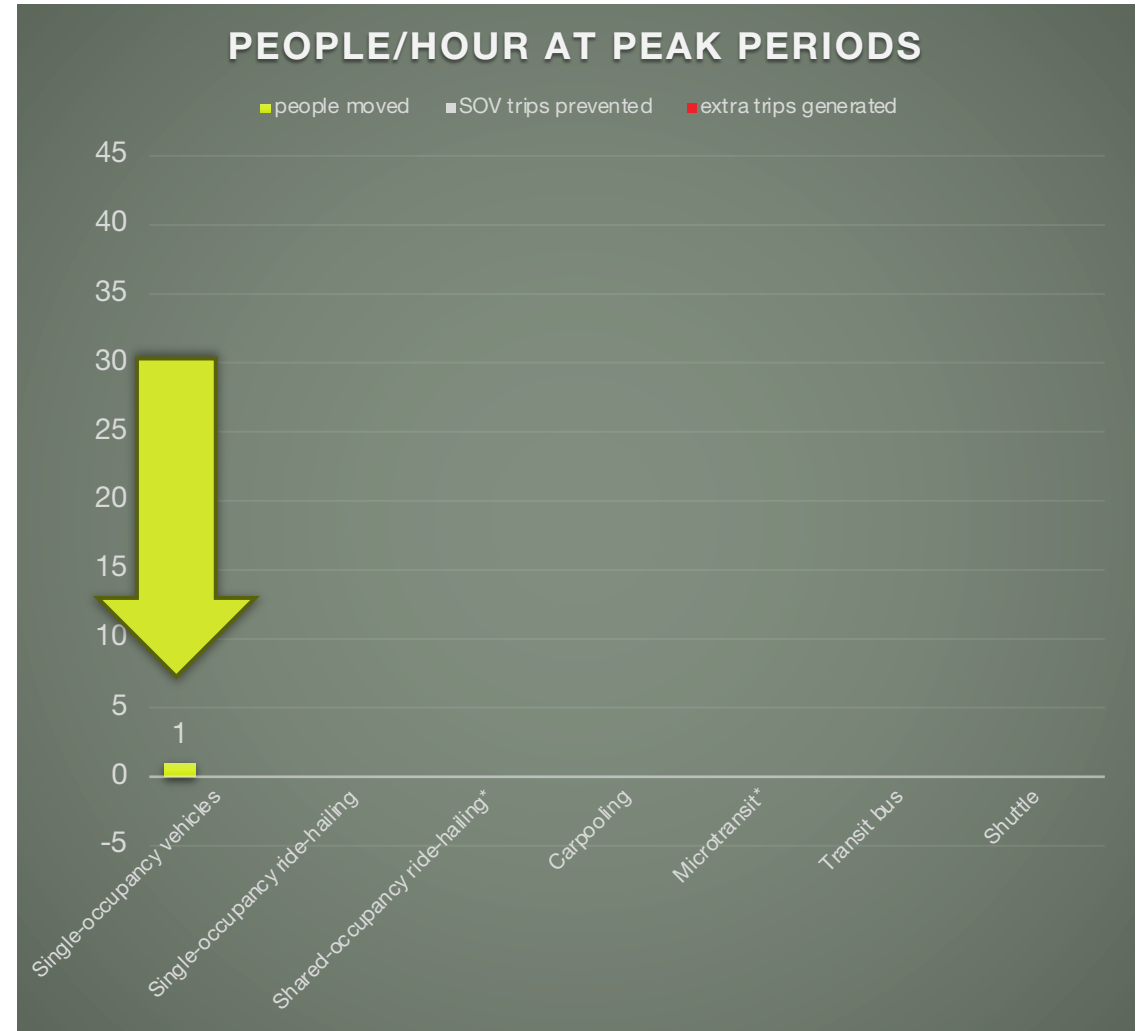
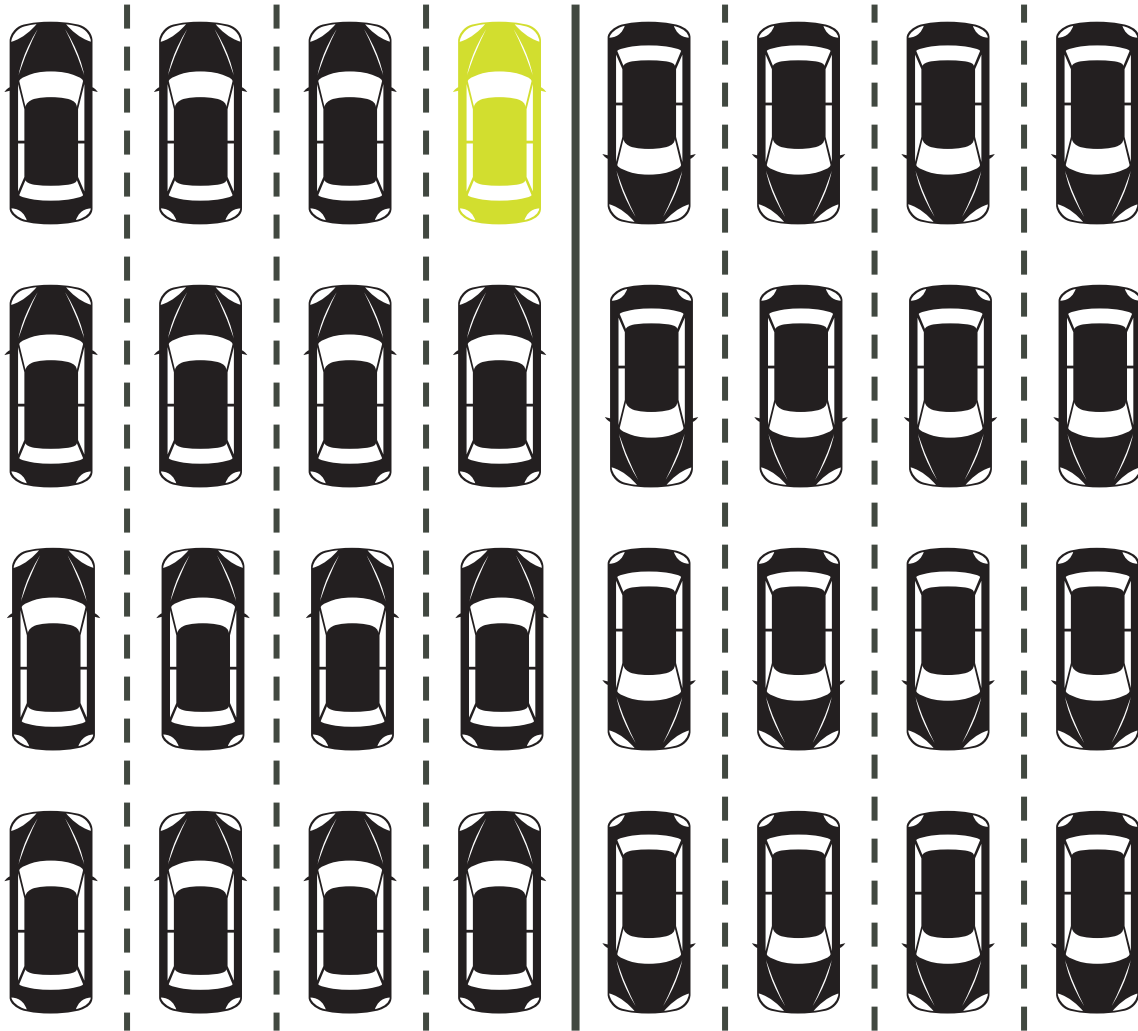




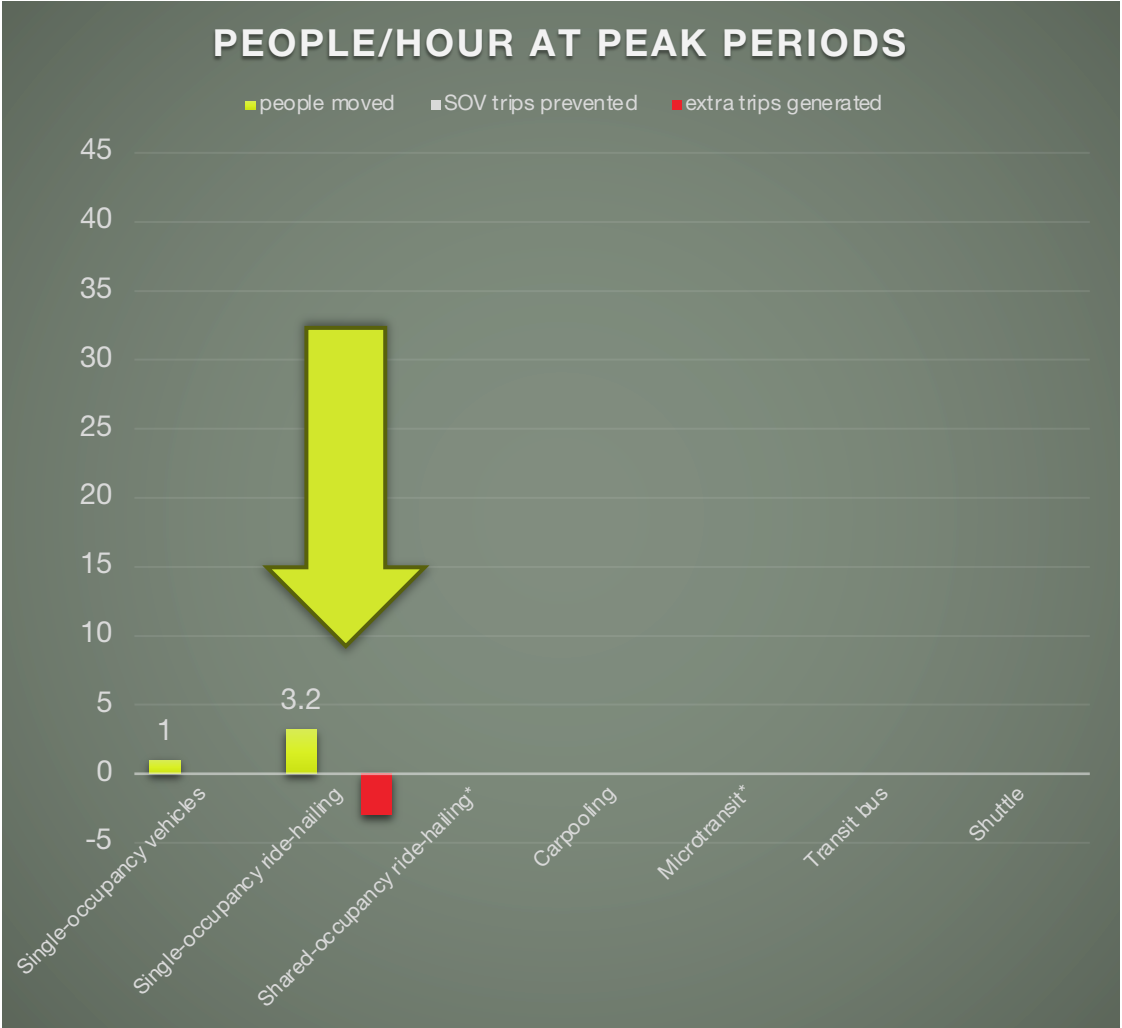
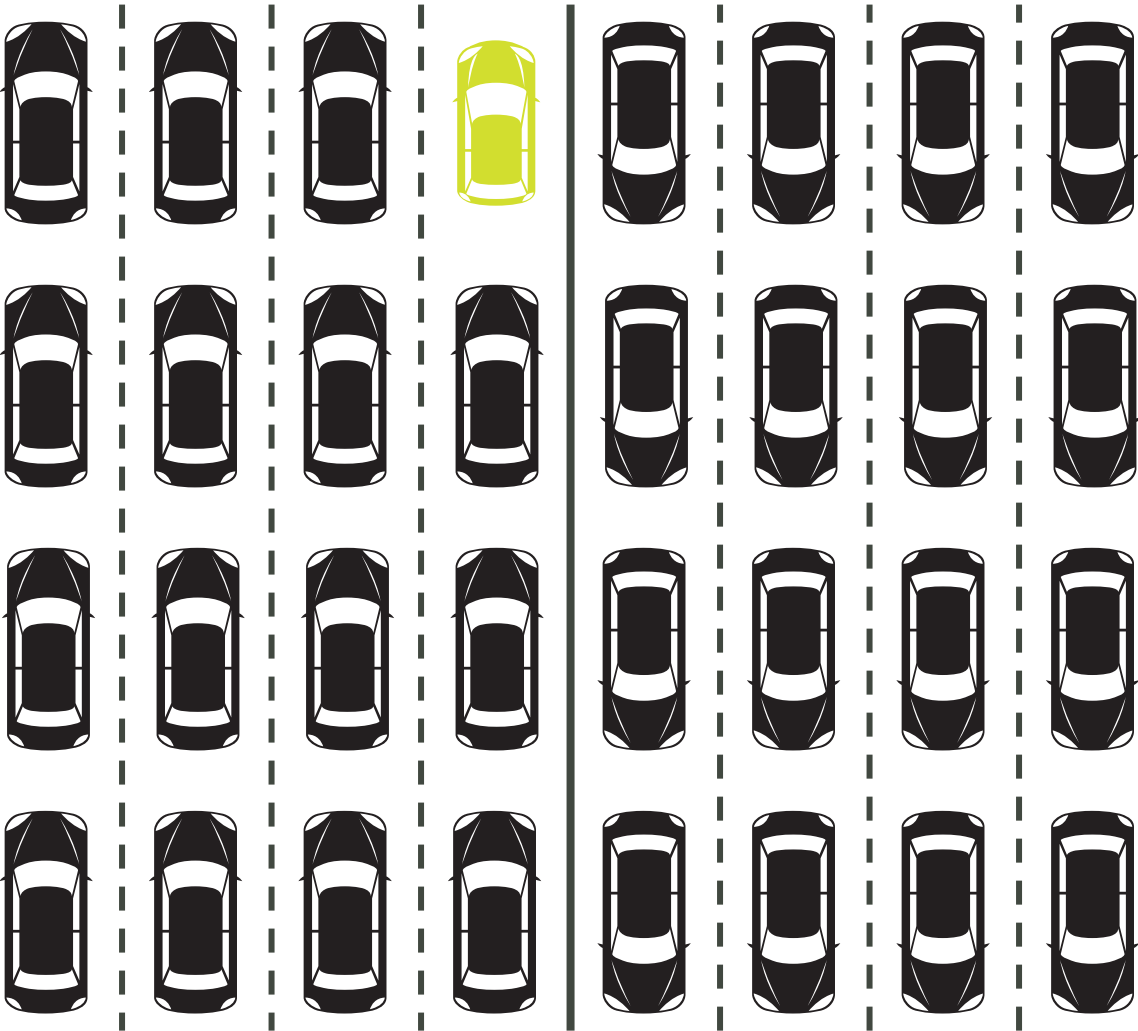
## COMPARING MODES

Lispeth J. Tibbits-Nutt  
Director of Development

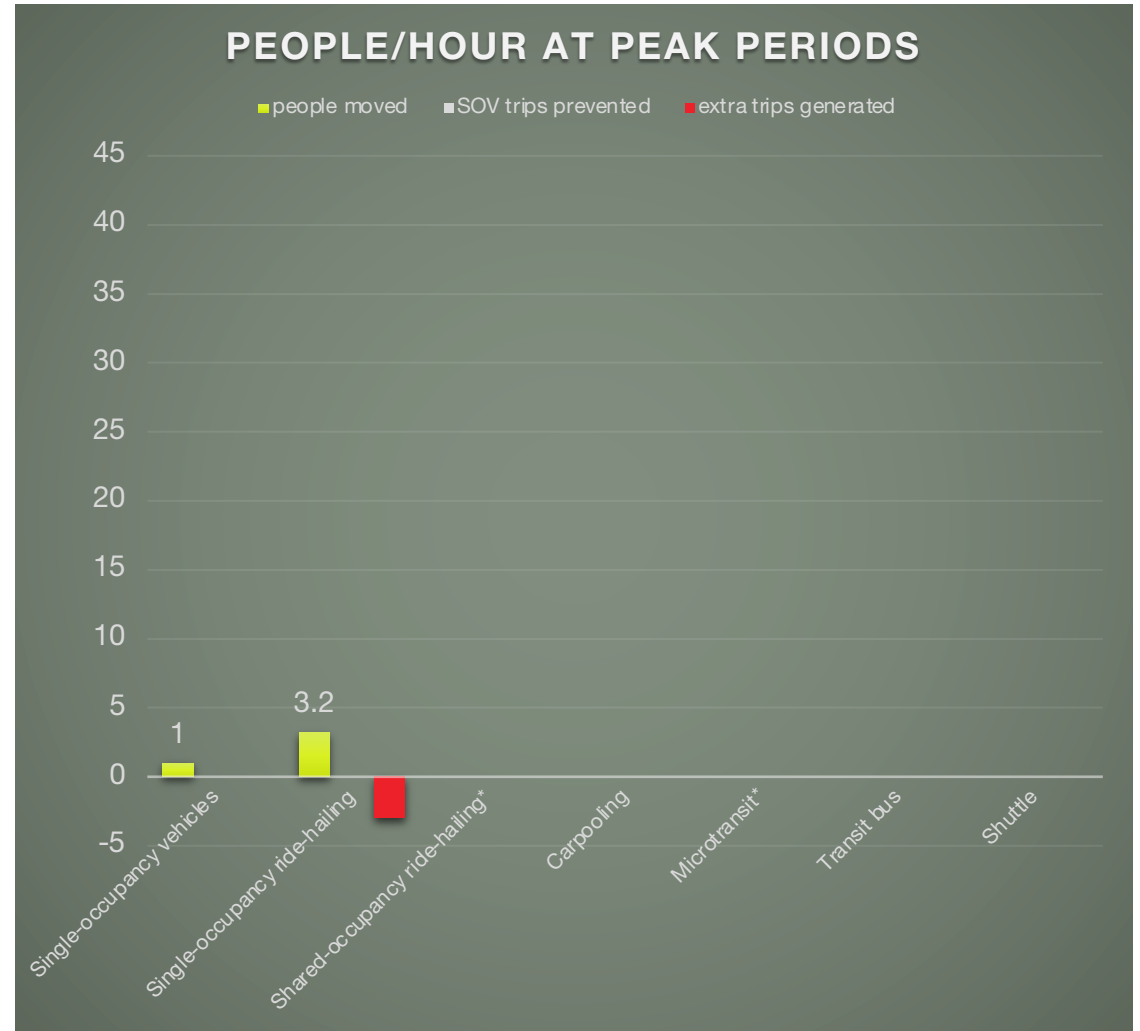
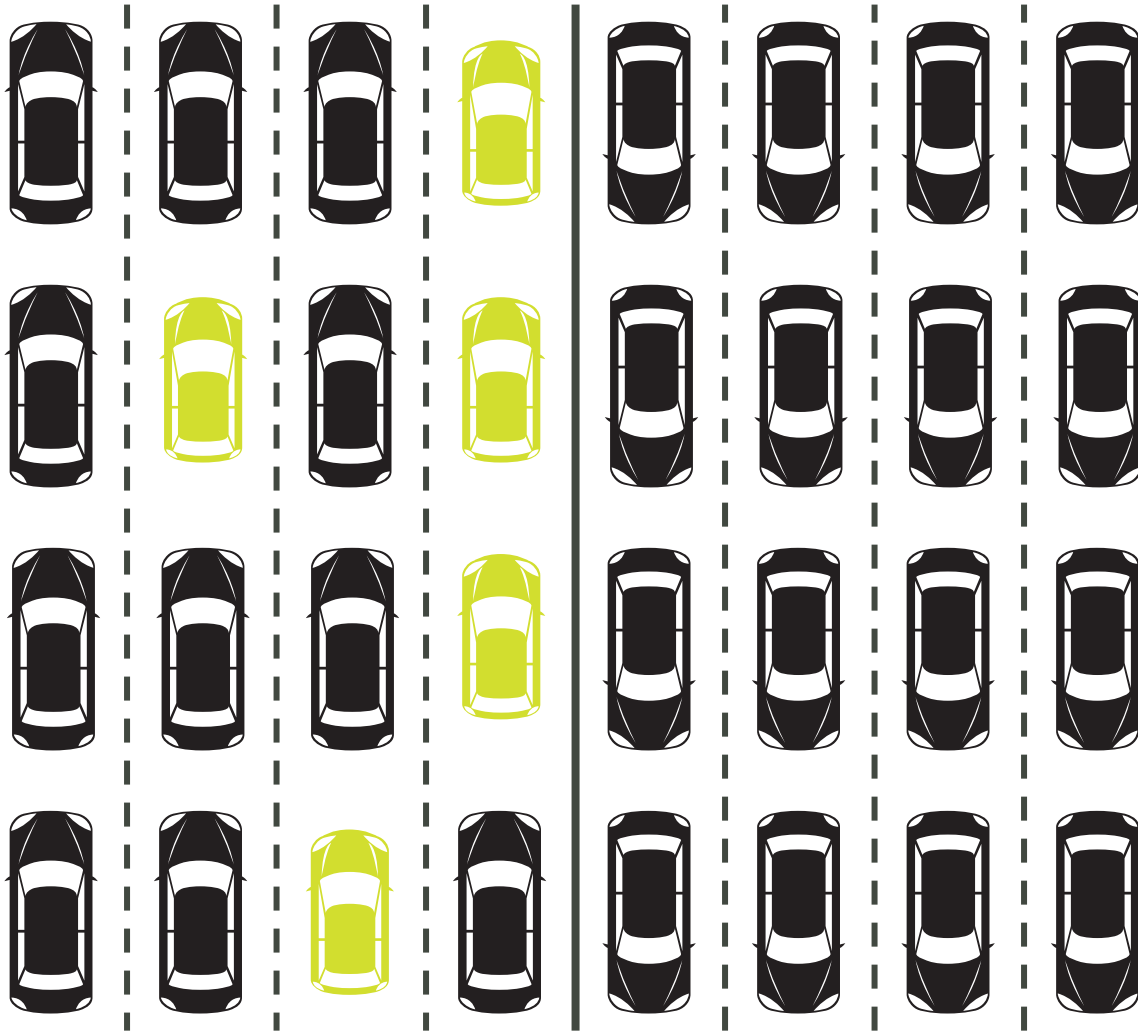
# SINGLE-OCCUPANCY VEHICLES



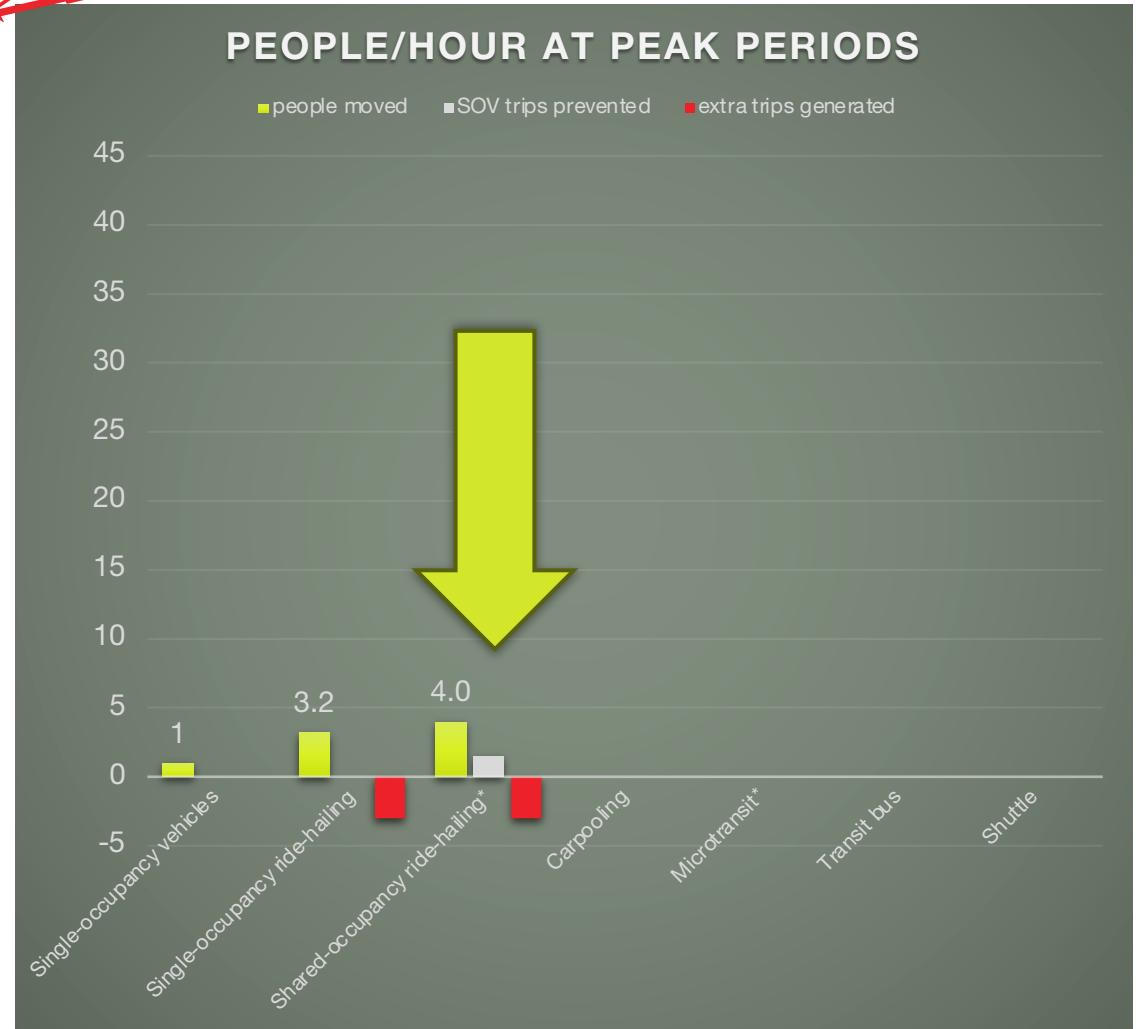
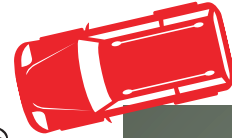
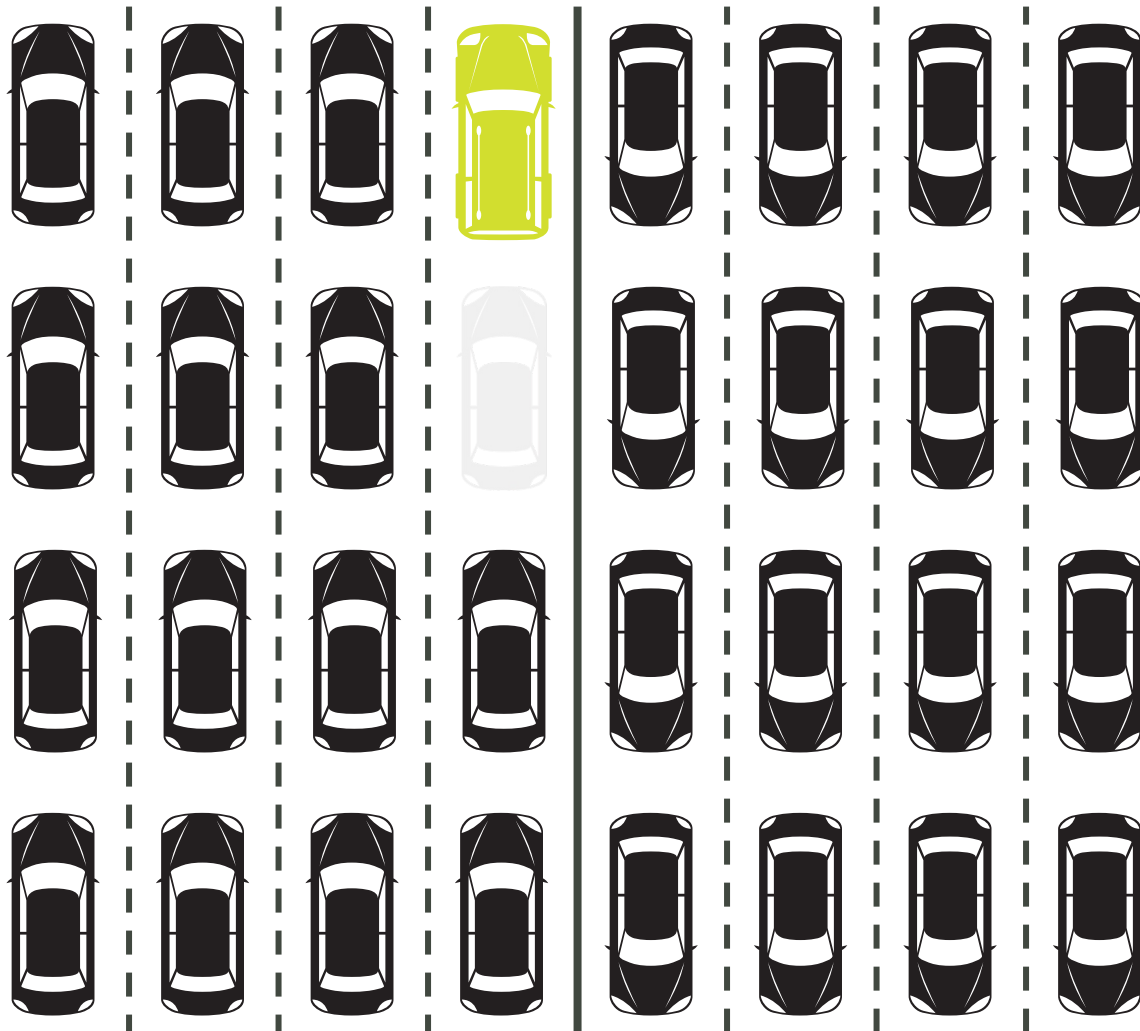
# SINGLE-OCCUPANCY RIDE-HAILING



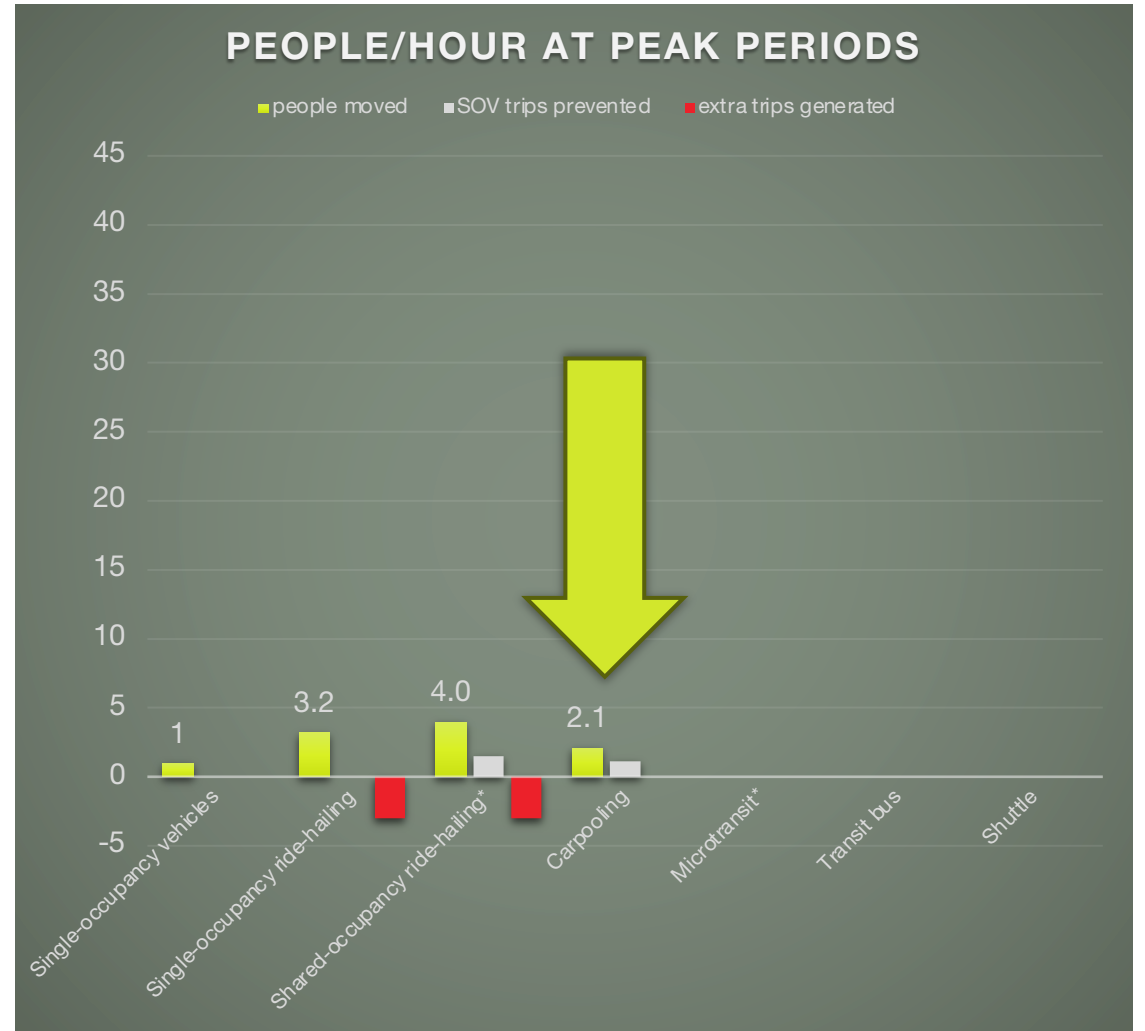
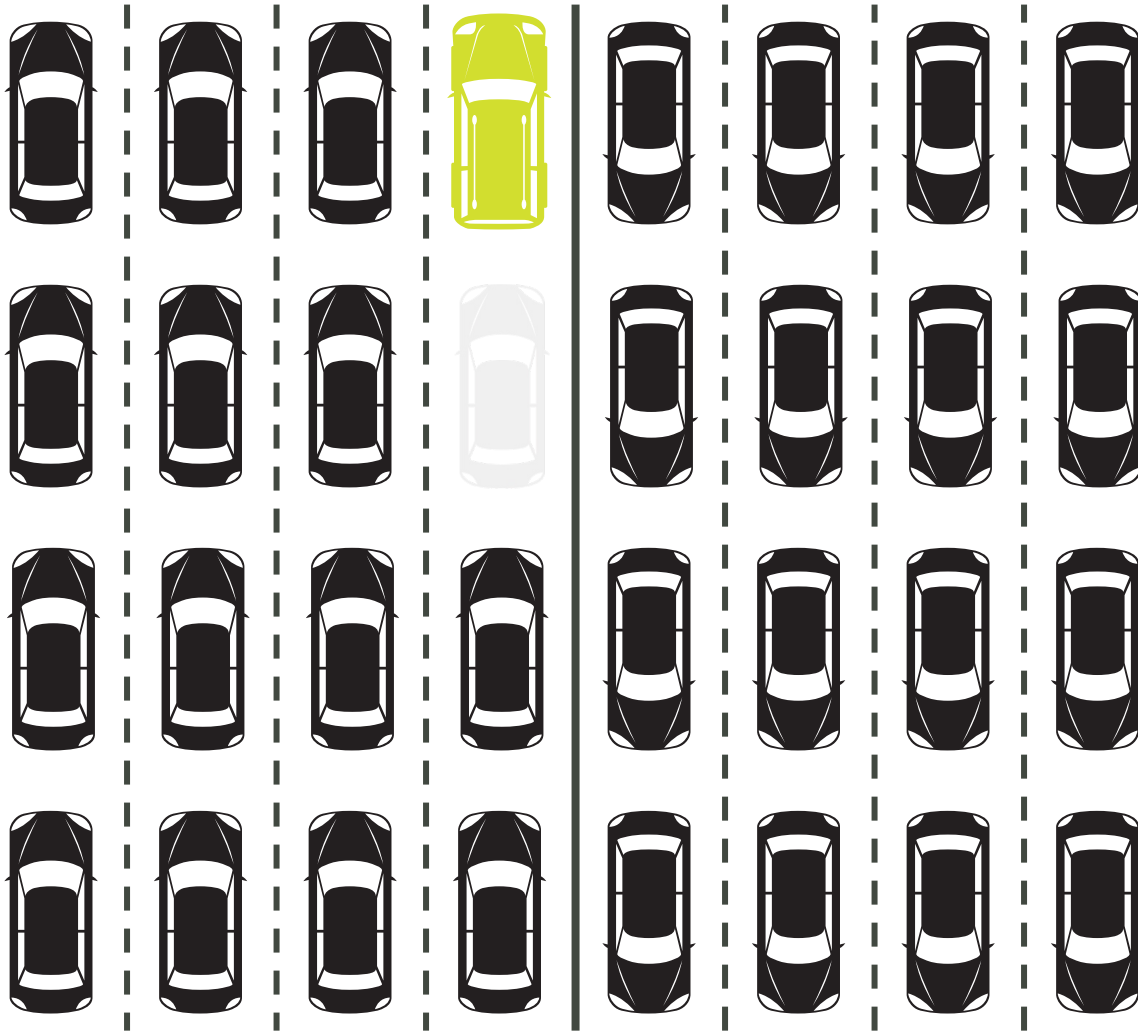
# SINGLE-OCCUPANCY RIDE-HAILING



# SHARED-OCCUPANCY RIDE-HAILING\*



# CARPOOLING





CityLab | Perspective

# On-Demand Microtransit Can't Escape This Big Problem

The allure of cheap, responsive, door-to-door transit service is seductive. It's too bad that it doesn't work.



TransitCenter

TransitTools no.13

# THE LIMITS OF MICROTRANSIT

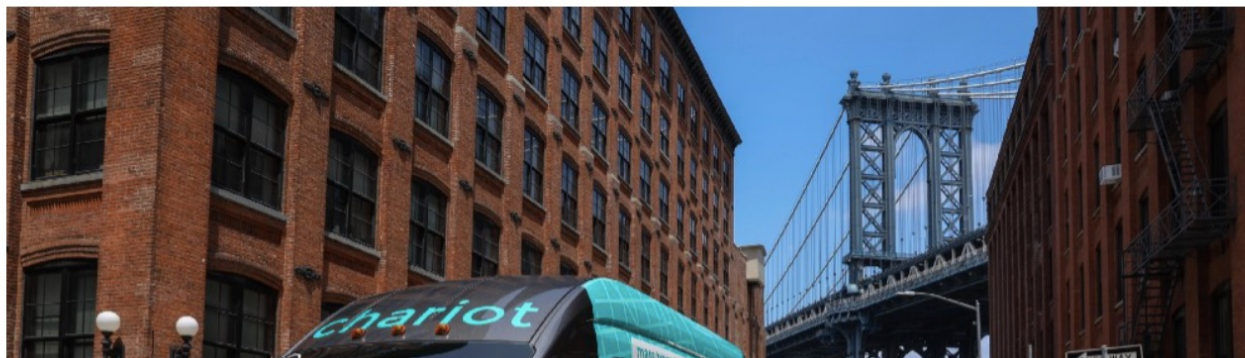
TRANSIT

# The Story of "Micro Transit" Is Consistent, Dismal Failure



By Angie Schmitt

1:56 PM EDT on June 26, 2018



can't throw a dart at a map of the U.S. without hitting a "microtransit" pilot. Microtransit is the latest spin on an old idea of on-demand service with smaller

Picking people up at their doorstep involves traveling greater distances than operating service along a fixed route, and a microtransit driver in a van or car can carry far fewer people than the

TRANSPORTATION

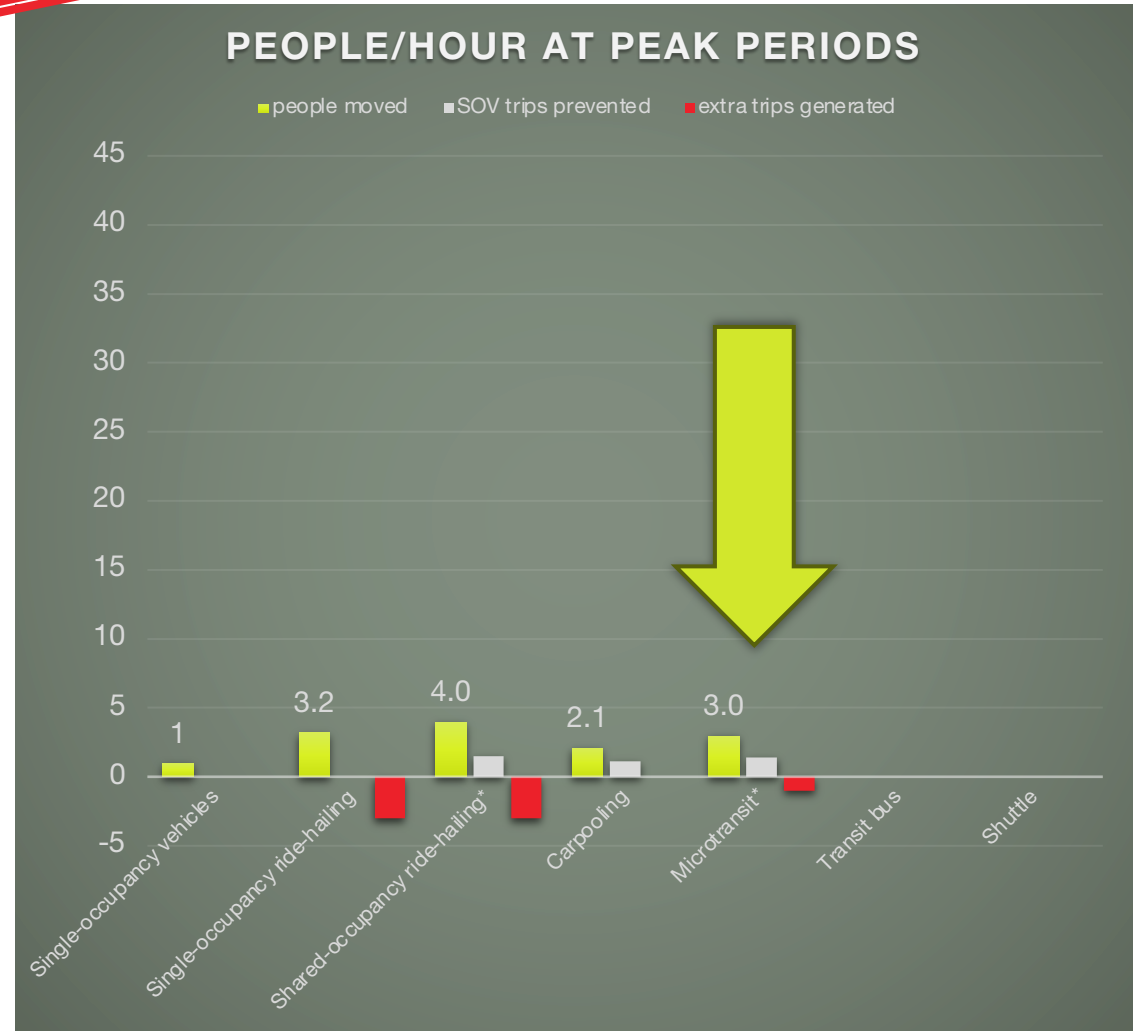
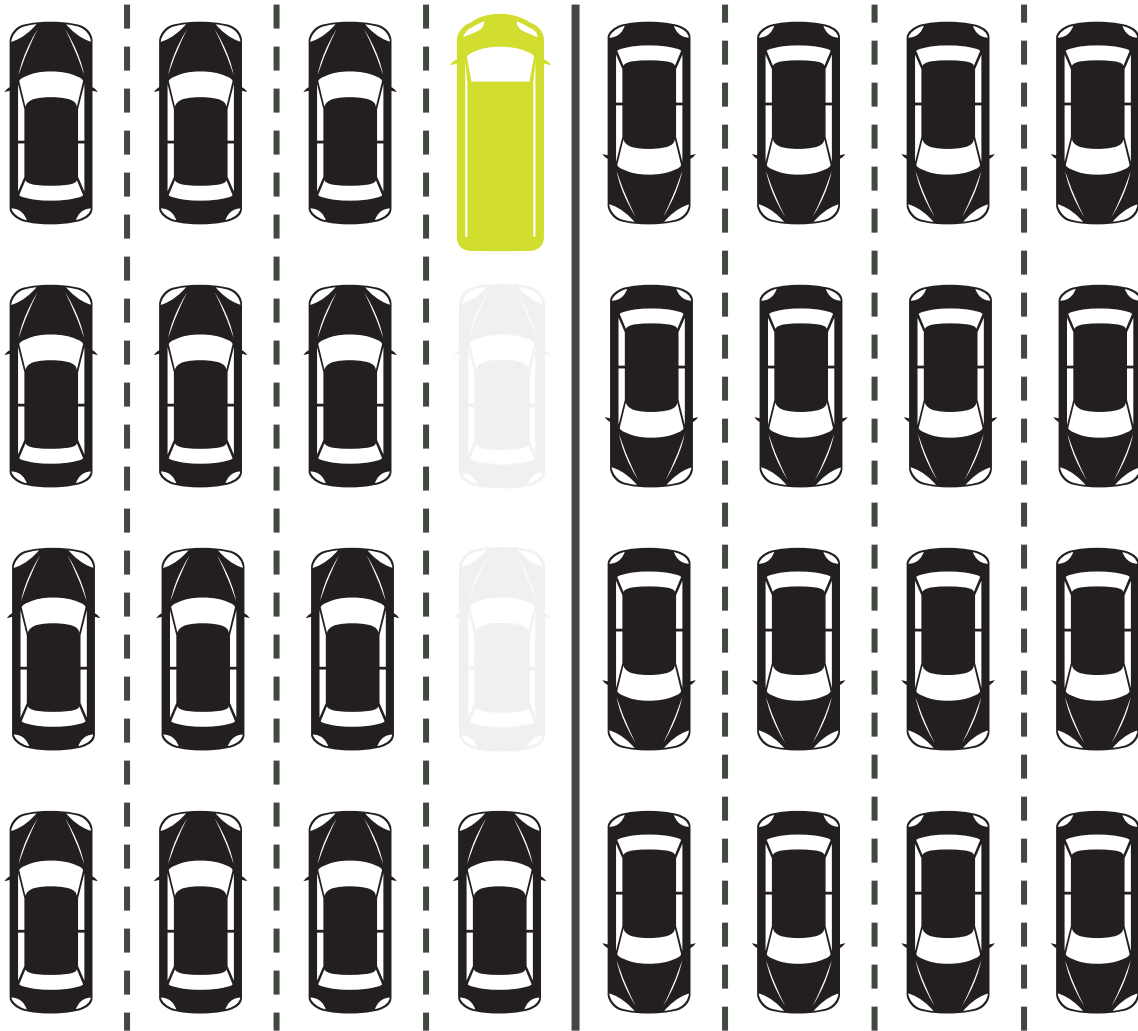
# Microtransit Has Broad Appeal, Despite Clear Drawbacks

More public transit agencies are offering low-fare, on-demand shuttle service as a way to connect people to existing transit services and serve far-flung communities. But many transit advocates are wary of the trend.

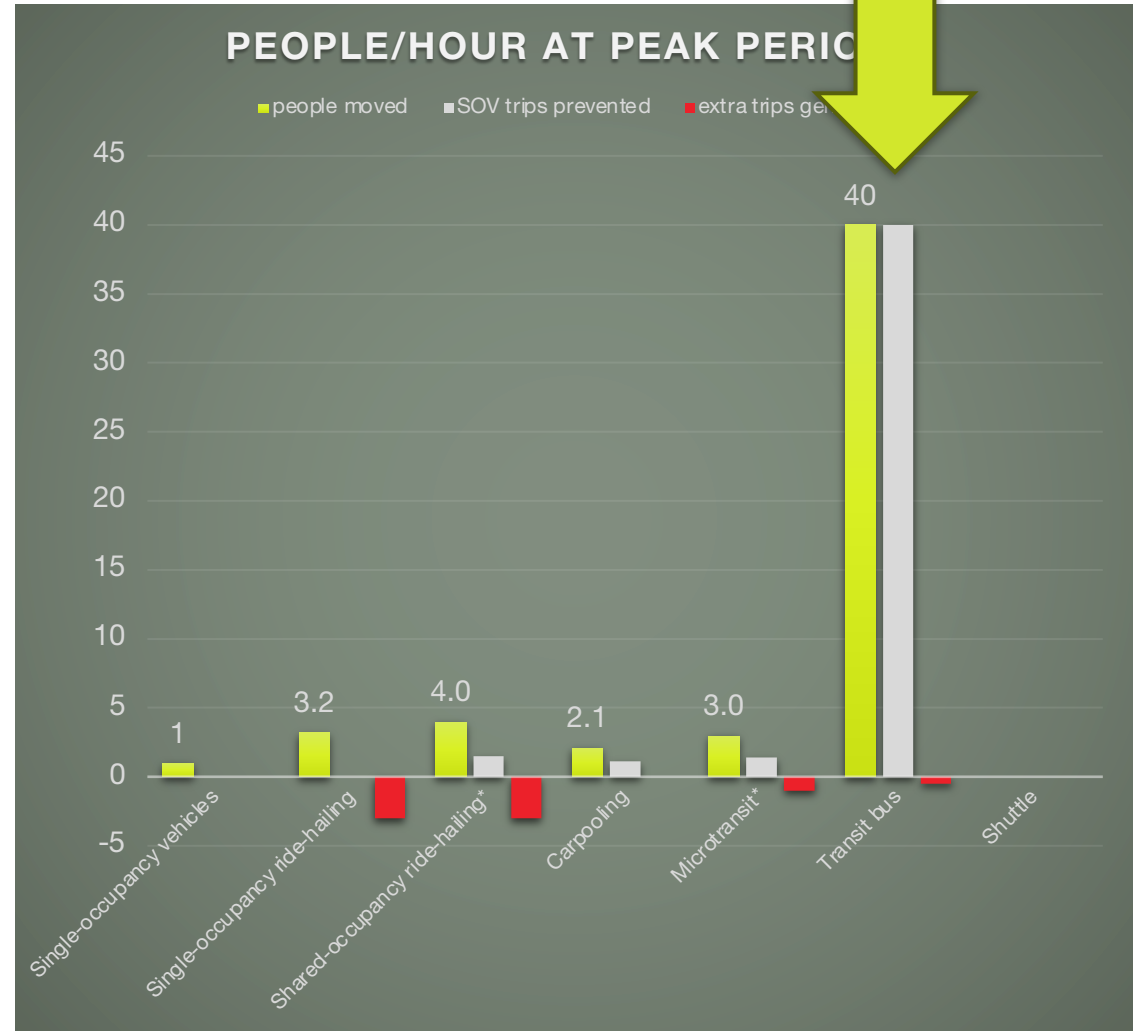
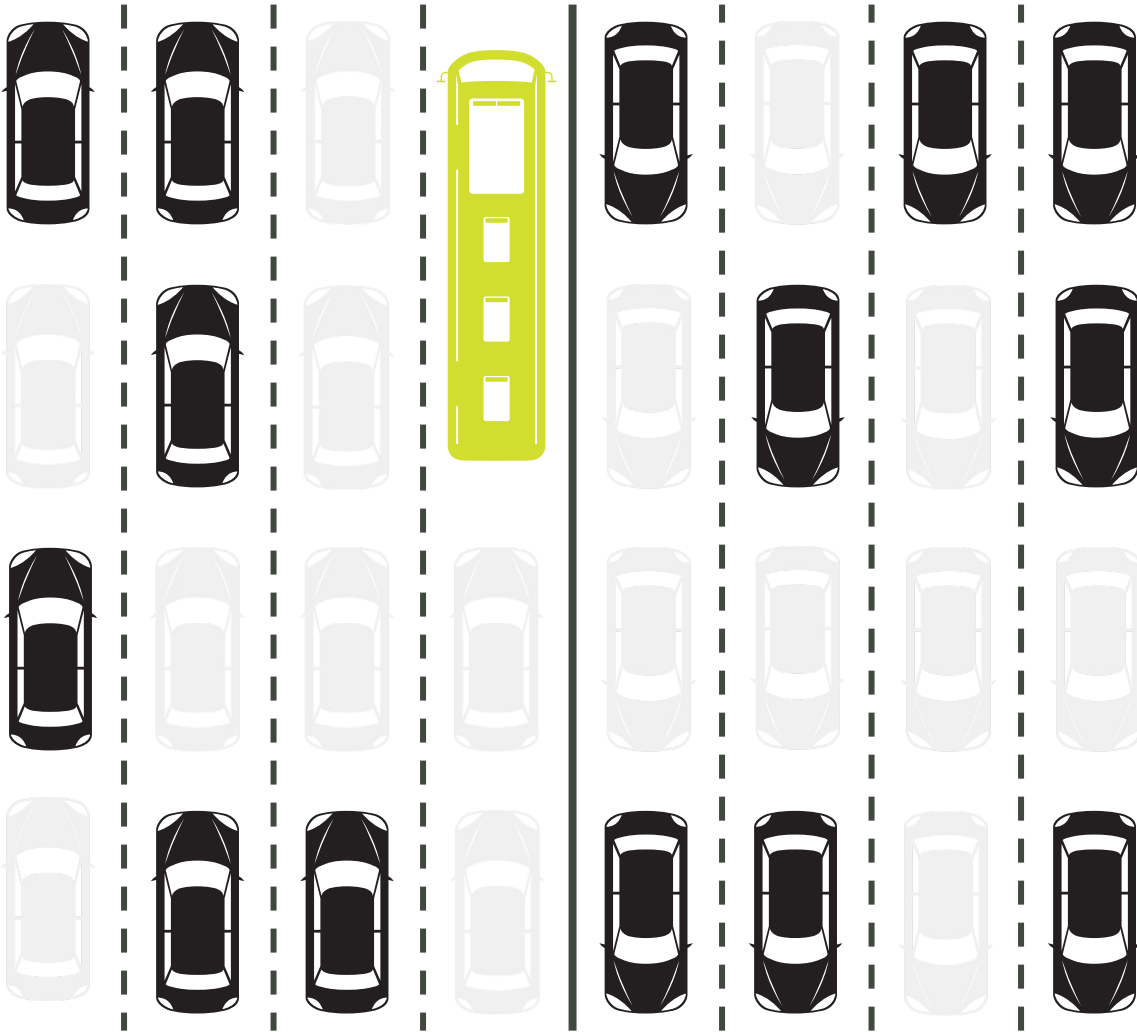
Nov. 1, 2023 • Jared Brey



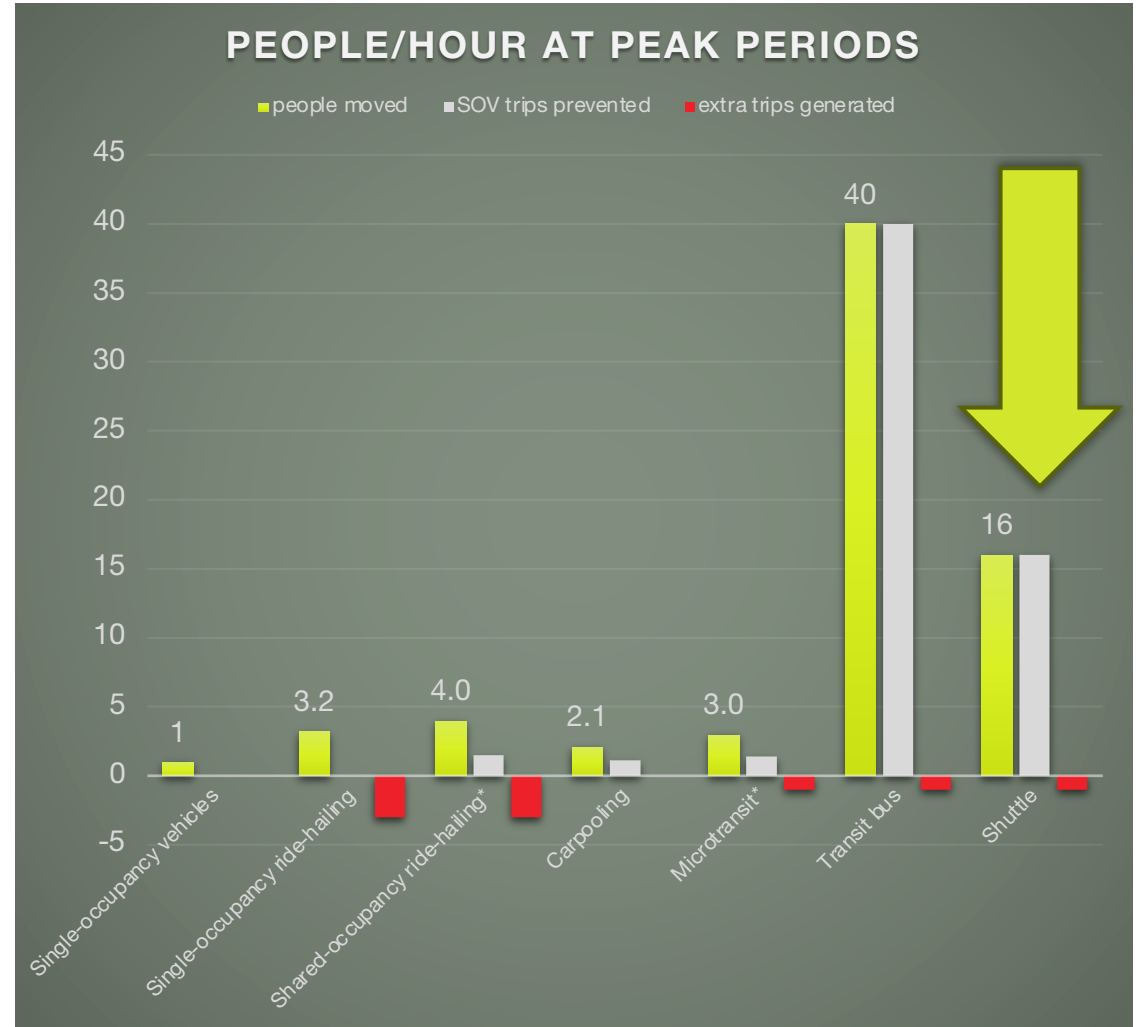
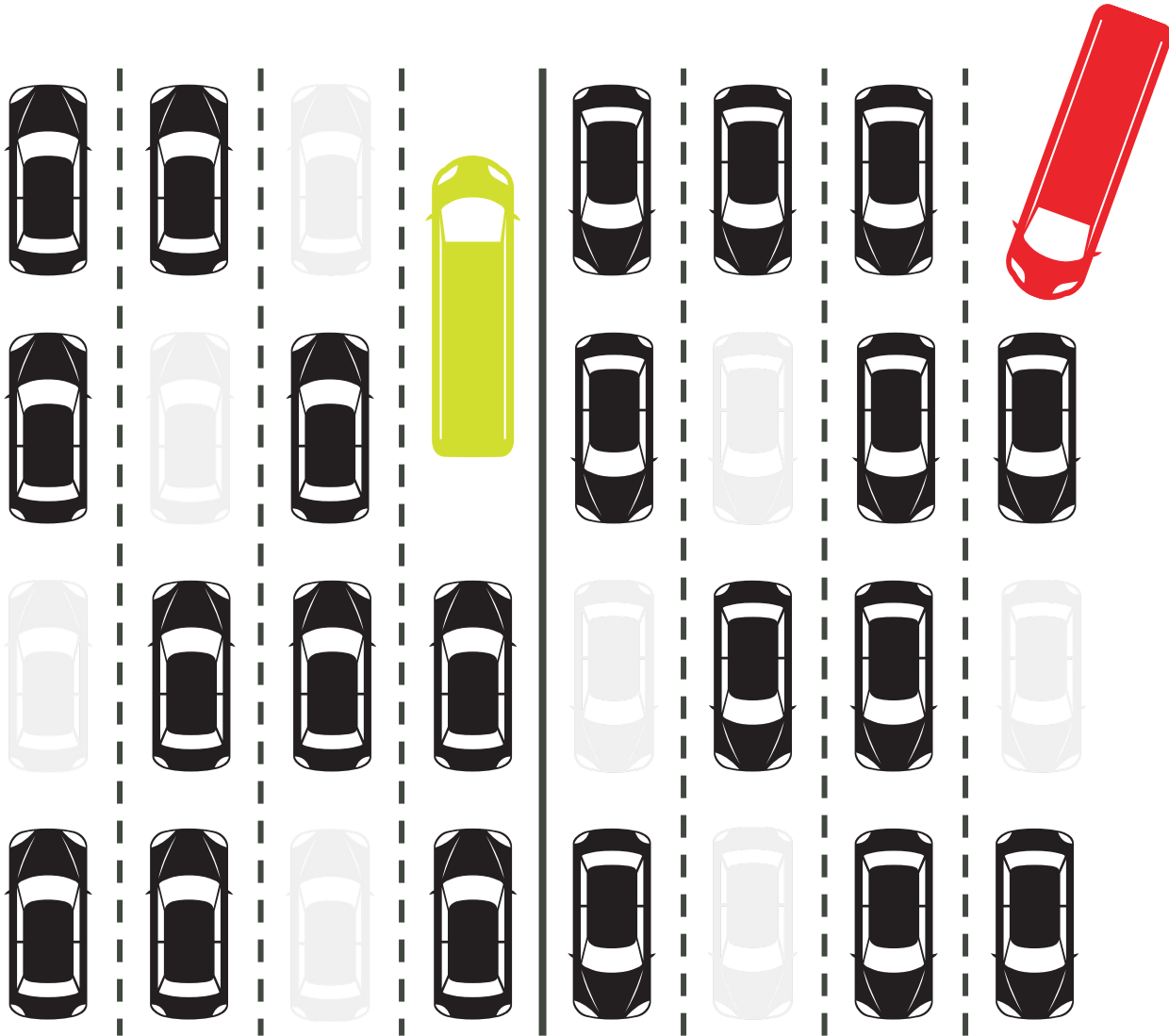
# MICROTRANSIT\*



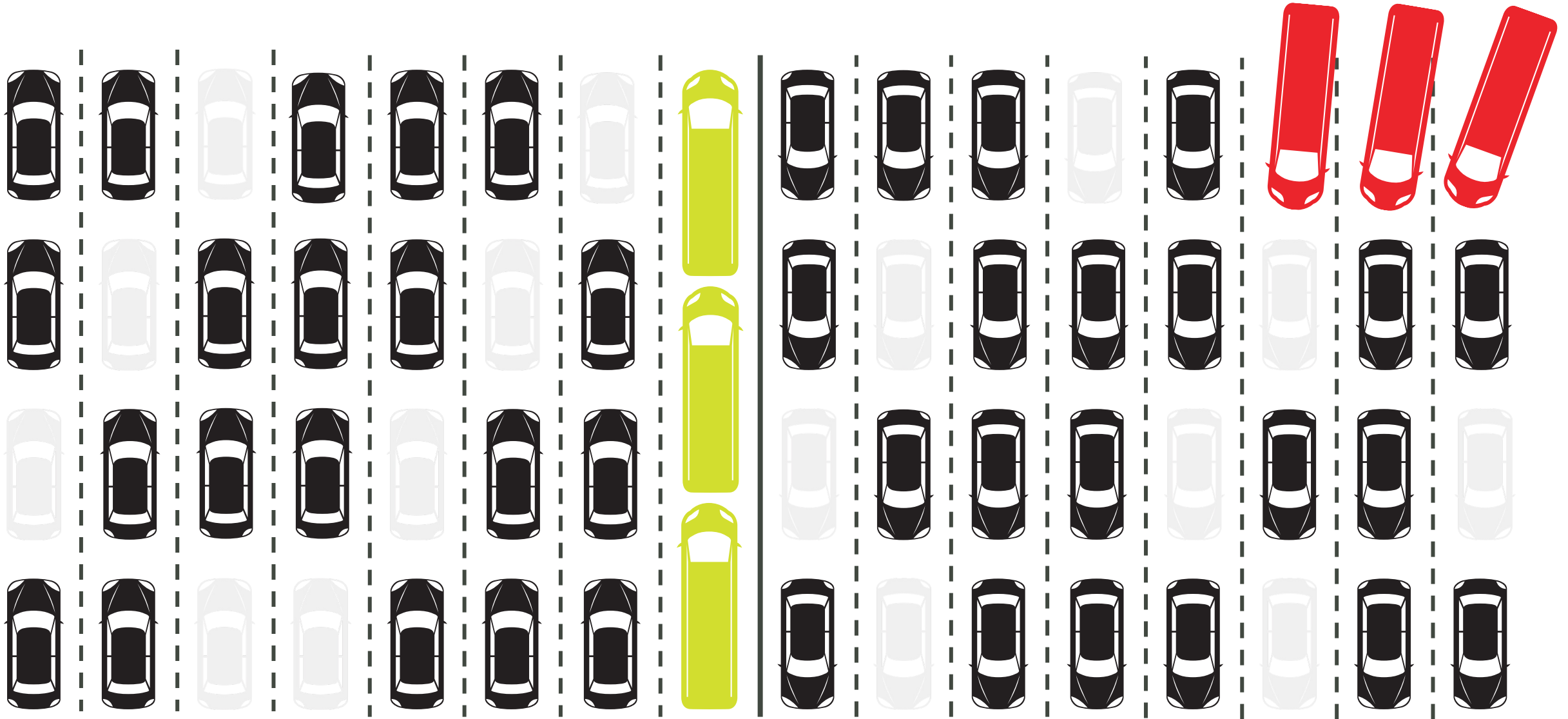
# TRANSIT BUS



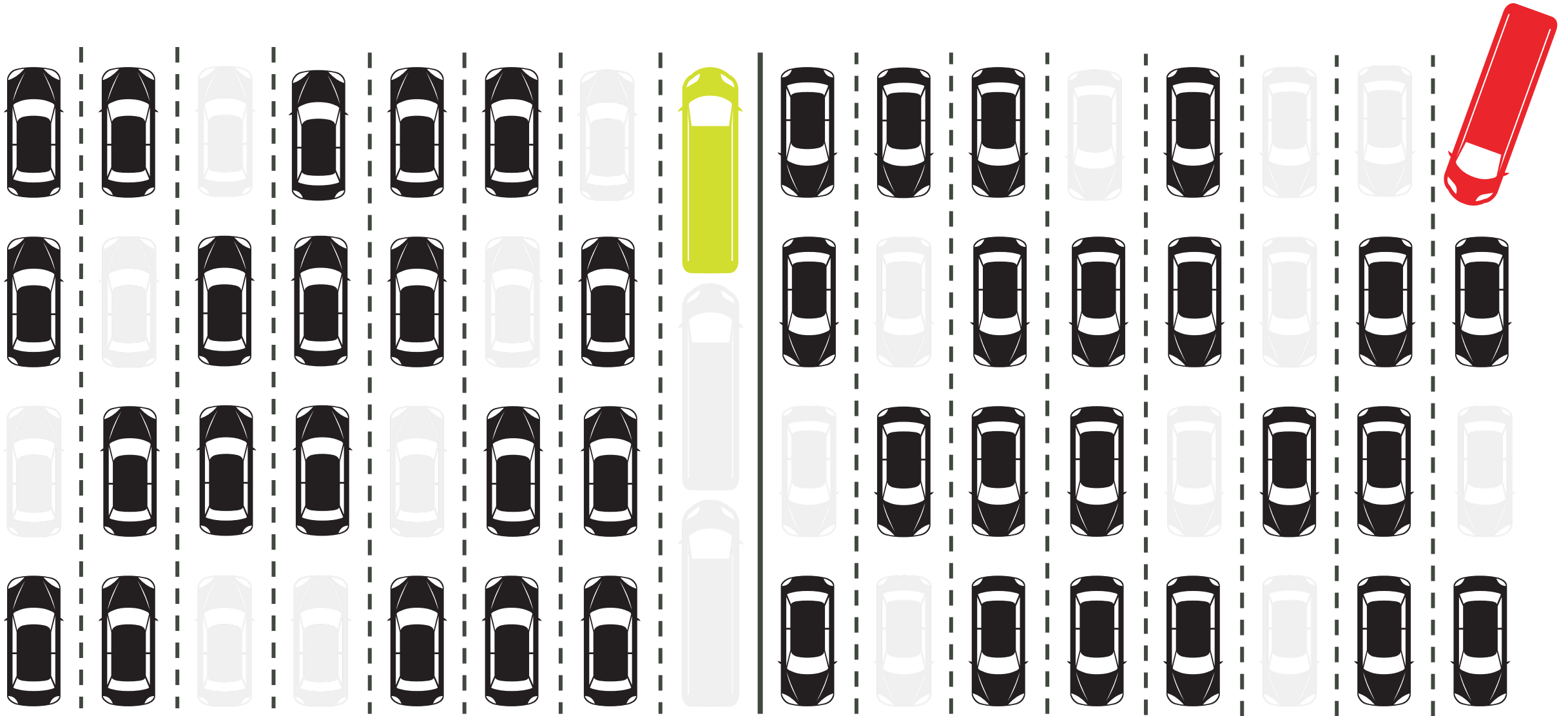
# SHUTTLE



# PRIVATE VS. SHARED SHUTTLES



# PRIVATE VS. SHARED SHUTTLES



**Q & A**



Q

How does the ridership recovery on The GRID shuttles compare to other similar services?

In general, The Grid's ridership recovery rates are very close to *or a little above* the MBTA recovery rate, as well as being in line with or slightly above national averages.

This is good news for everyone!

A



What causes the unexpected overcrowding on the shuttles?

Why don't you have more service to cover unexpected increases in volume?

Q

One word: INTERNS! We pay very close attention to daily ridership patterns, so we can usually see the increase building with time to prepare.

To keep costs in check, we don't over plan service for the whole year because there MIGHT be a few periods during the year have some quick jumps in ridership. When we see a pattern developing, we respond appropriately while continuing to keep a close eye on the evolving patterns.

A

Q

I noticed your last presentation comparing modes didn't mention electric vehicles. Why not?

We cannot meet the challenges of the climate crisis ***exclusively*** through a transition to electric vehicles, thanks to: (1) the environmental impact of sourcing the materials for battery production, and the challenge of recycling those materials at the end of a vehicle's life; (2) the infrastructural impact—both in terms of upgrading our electric grid and the impact on our physical infrastructure of how ***heavy*** electric vehicles are; and (3) the material challenges of higher costs and scarcer labor. ***All of which is to say that electrification must go hand-in-hand with reducing the number vehicles on our roads.***

A