

**RE-ENVISIONING THE MBTA
COLLEGE STUDENT PASS
PROGRAM TO FUND
OVERNIGHT SERVICE**

MBTA Rider Oversight Committee

July 29, 2013

Overview

- Current Situation
- Rider Oversight Committee (ROC) Recommendations
- College Student Pass Programs Nationwide
- Benefits of the ROC Proposal
 - For MBTA
 - For Students
 - For Universities
- Breakdown of the ROC Proposal
 - Overnight Service
 - Re-envisioned Student Pass Program for MBTA
- Future Possibilities
- Conclusions
- Questions
- Appendix

Currently



Lack of Overnight Service

- College students cannot get home from campus at night
- Average bar closes after the MBTA shuts down
- Late-night workers have few options



Underutilized College Student Pass Program

- Offered at 11% discount to all college students
- Students not required to buy the pass
- Result: With 250,000 students in the Boston-area, **the authority only sold 22,947 Semester Passes in FY2013, resulting in a total revenue of \$5,774,558**



ROC Recommendations

Participating schools purchase heavily discounted transit passes for
100% of full-time student body

Revenue generated by the new program is used to support
overnight MBTA service

The current college student pass discount program is discontinued

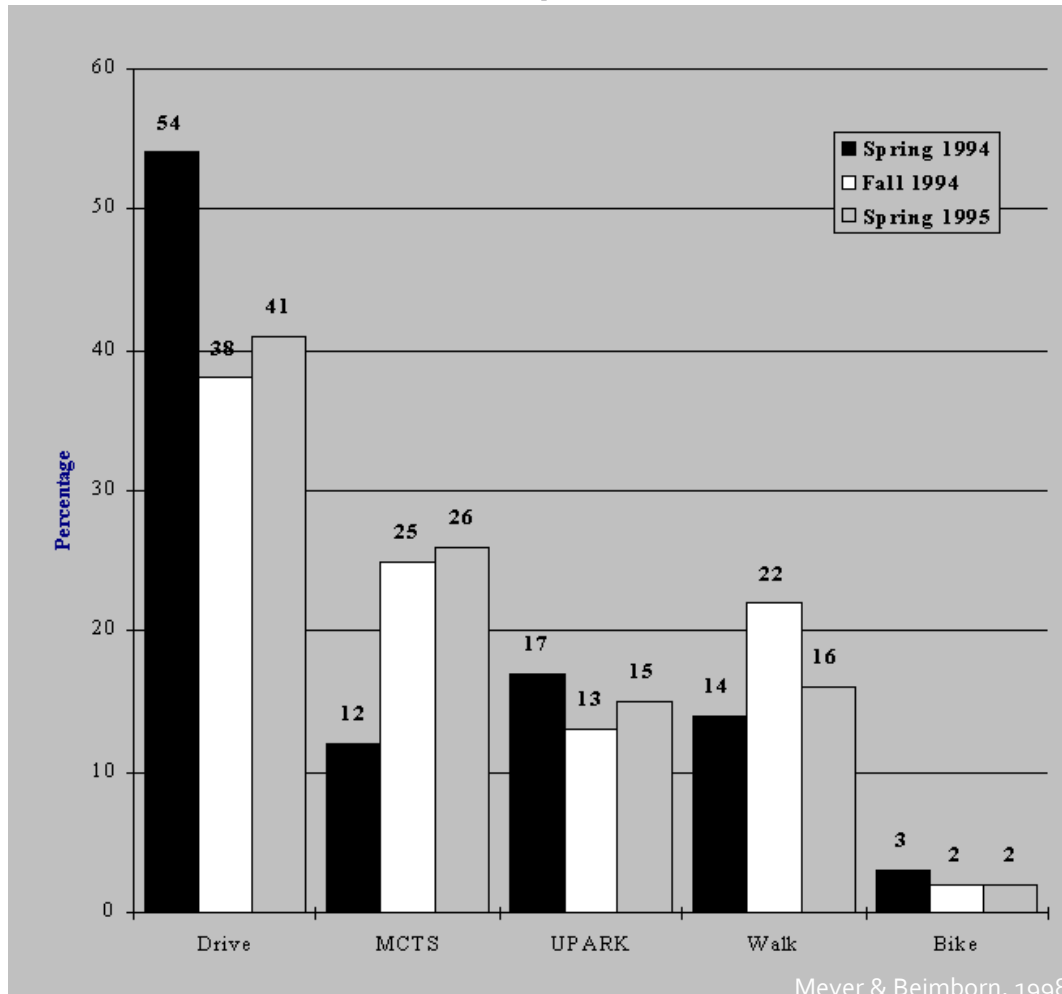
Key Features of Existing U-Pass Programs Nationwide

Program Feature	Chicago	Milwaukee	San Francisco
Includes unlimited subway and bus rides for 100% of full-time undergraduate students throughout a term	✓	✓	✓
Includes unlimited subway and bus rides for 100% of full-time graduate students throughout a term	✓		
Graduate student participation is optional			✓
Includes option for summer terms	✓	✓	
Pass included on transit smart cards	✓		
Pass is in the form of a sticker on student ID cards		✓	✓
Offers the pass at a discount of greater than 50%	✓	✓	✓
Students are required to vote on the pass program before it is implemented at any given college	✓	✓	
Colleges must pay for all passes around the beginning of the term	✓	✓	✓
Program open to degree-issuing colleges only			✓
Program open to certificate-issuing colleges in addition to degree-issuing colleges	✓	✓	
Program successfully fulfills its design while being profitable for the transit agency	✓	✓	✓

Initial Impacts of U-Pass Programs Nationwide

University of Wisconsin – Milwaukee (UWM)

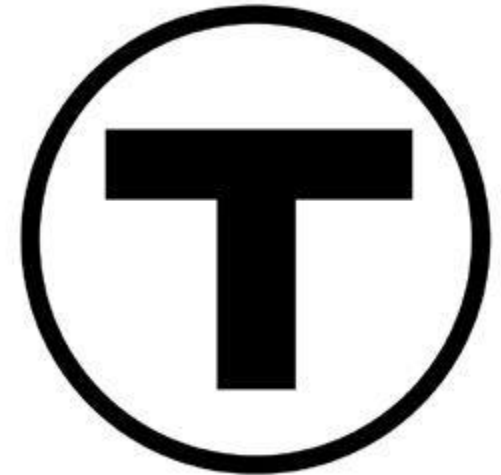
Study of Transit vs. Other Modes of Transportation for Students (at U-Pass Inception)



Benefits for the MBTA

Student Pass Program

- Revenue generation
- Increased off-peak ridership
 - Chicago Transit Authority (CTA) reports that ~70% of all student usage is off-peak



Overnight Service

- 'Shuttle-bus' light-rail and subway service would prevent nightly track maintenance delays

Current Nightly Issues for the MBTA

Last Trains and Buses of the Night:

Line	Scheduled 'All-Clear' Time
Red	1:18 am
Orange	1:38 am
Blue	1:35 am
B – Green	1:36 am
C – Green	1:35 am
D – Green	1:28 am
E – Green	1:26 am
1	1:46 am
16	1:50 am
23	1:49 am
66	1:56 am

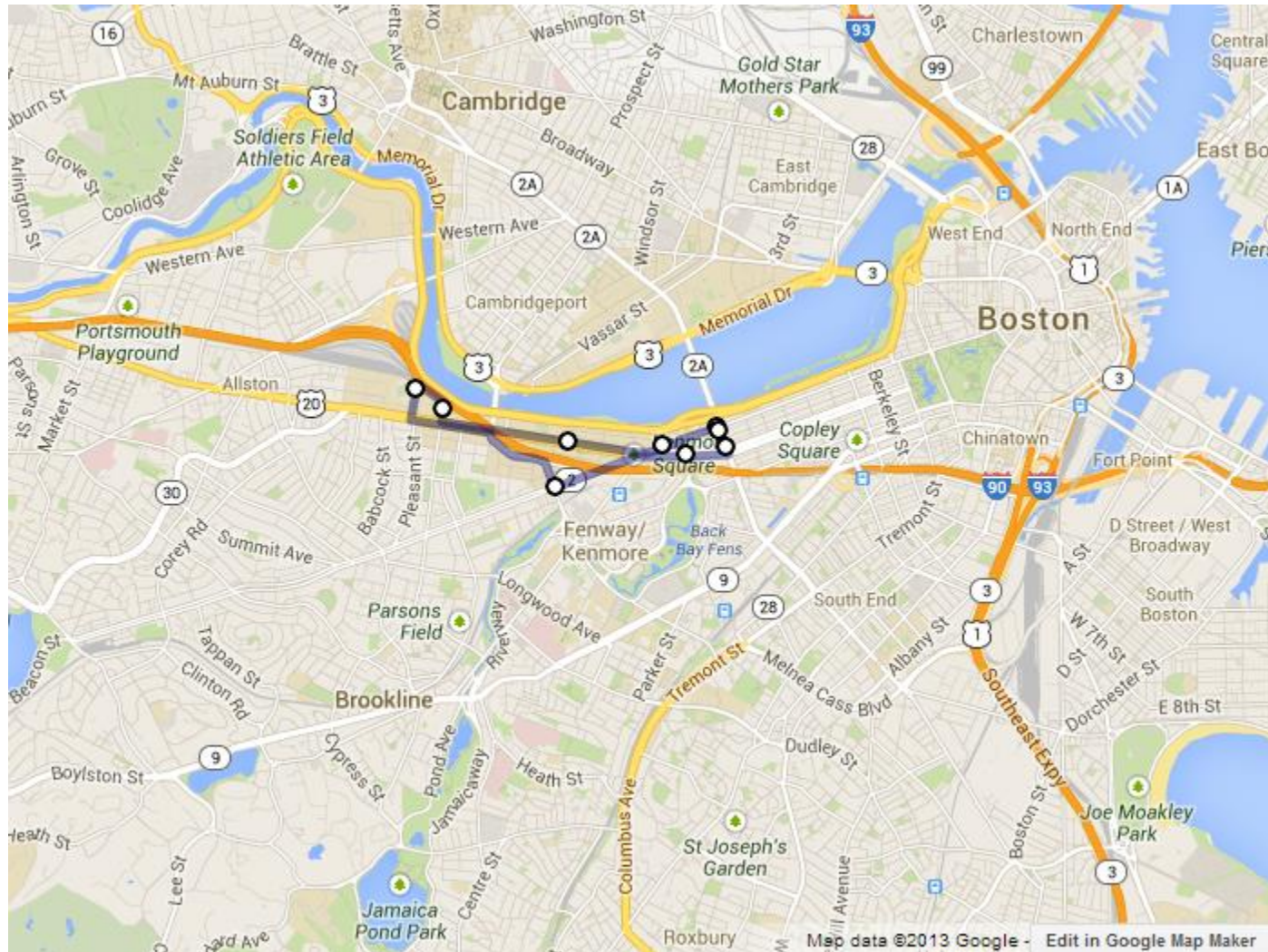
- The final subway, light-rail, and bus trips of the night wait for each other downtown and are often delayed
 - Potentially, a delay with one Green line train can hold-up both northbound and southbound Red/Orange line trains
- Employees are paid time-and-a-half every night when their shift runs late
- Track maintenance cannot begin until the last train of the night passes by
- **'Shuttle-bus' service would eliminate need for trains and buses to wait at connecting stations**

Benefits for Students

- Highly discounted semester passes (50% or more)
- Safety
- Access to lower rents throughout Boston
 - Saving \$35 per month in rent would pay for semester MBTA pass (at 50% discount)
- Better and more flexible access to home, on-campus labs, downtown, night-life, and other amenities throughout Greater Boston

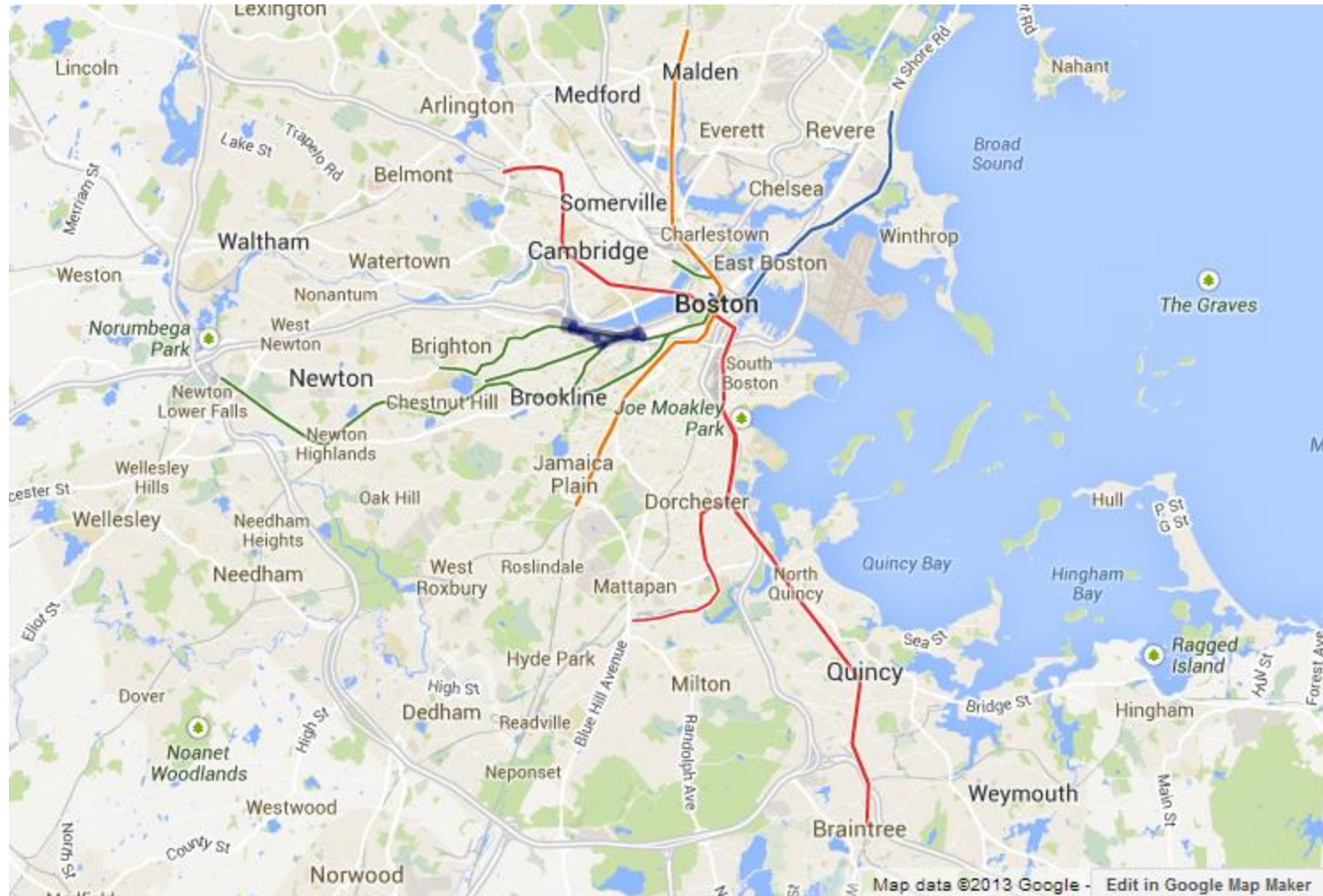
Current Limitations of Late-Night University Shuttles

Boston University Late-Night Shuttle Route



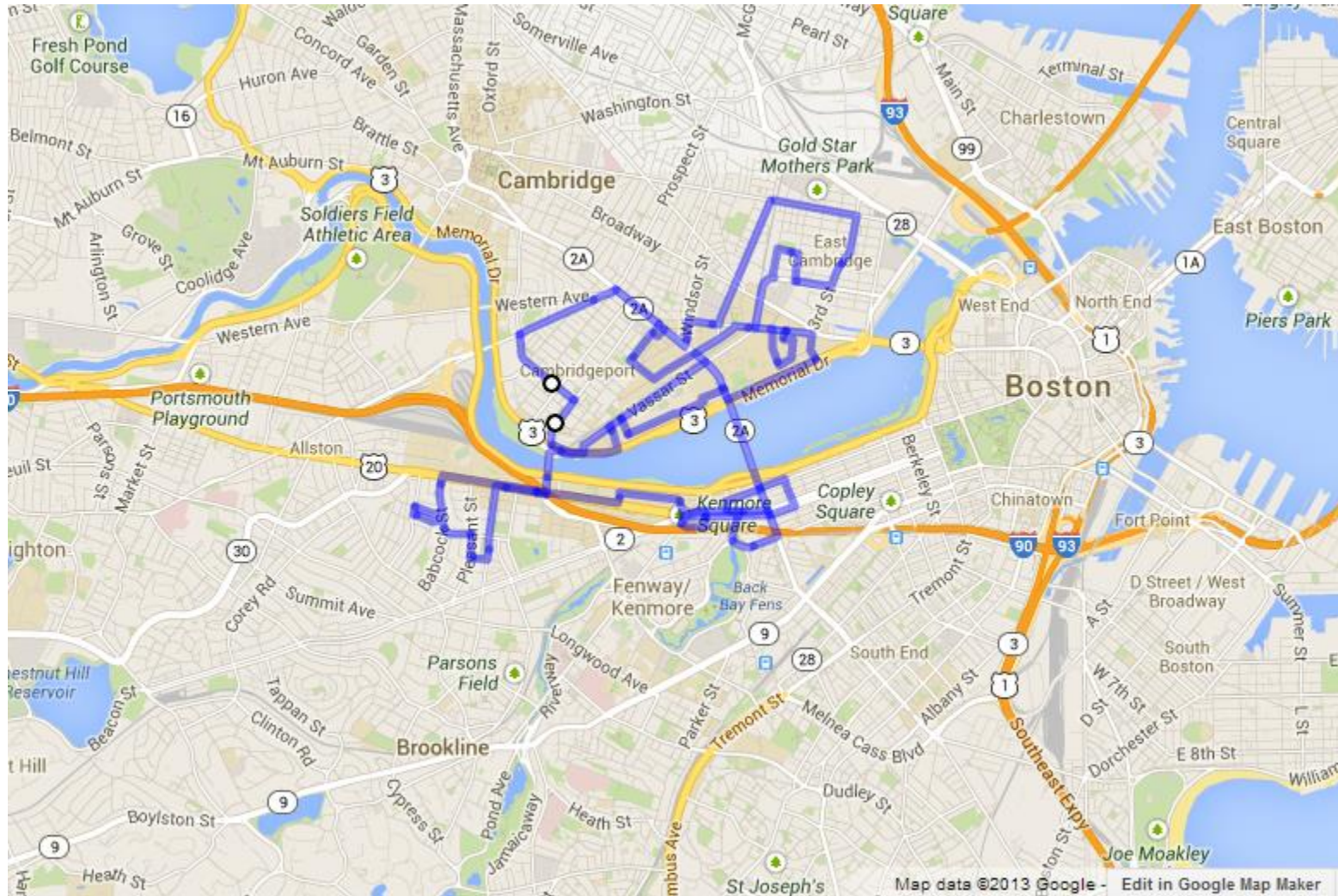
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Boston University Late-Night Shuttle Compared to MBTA Service



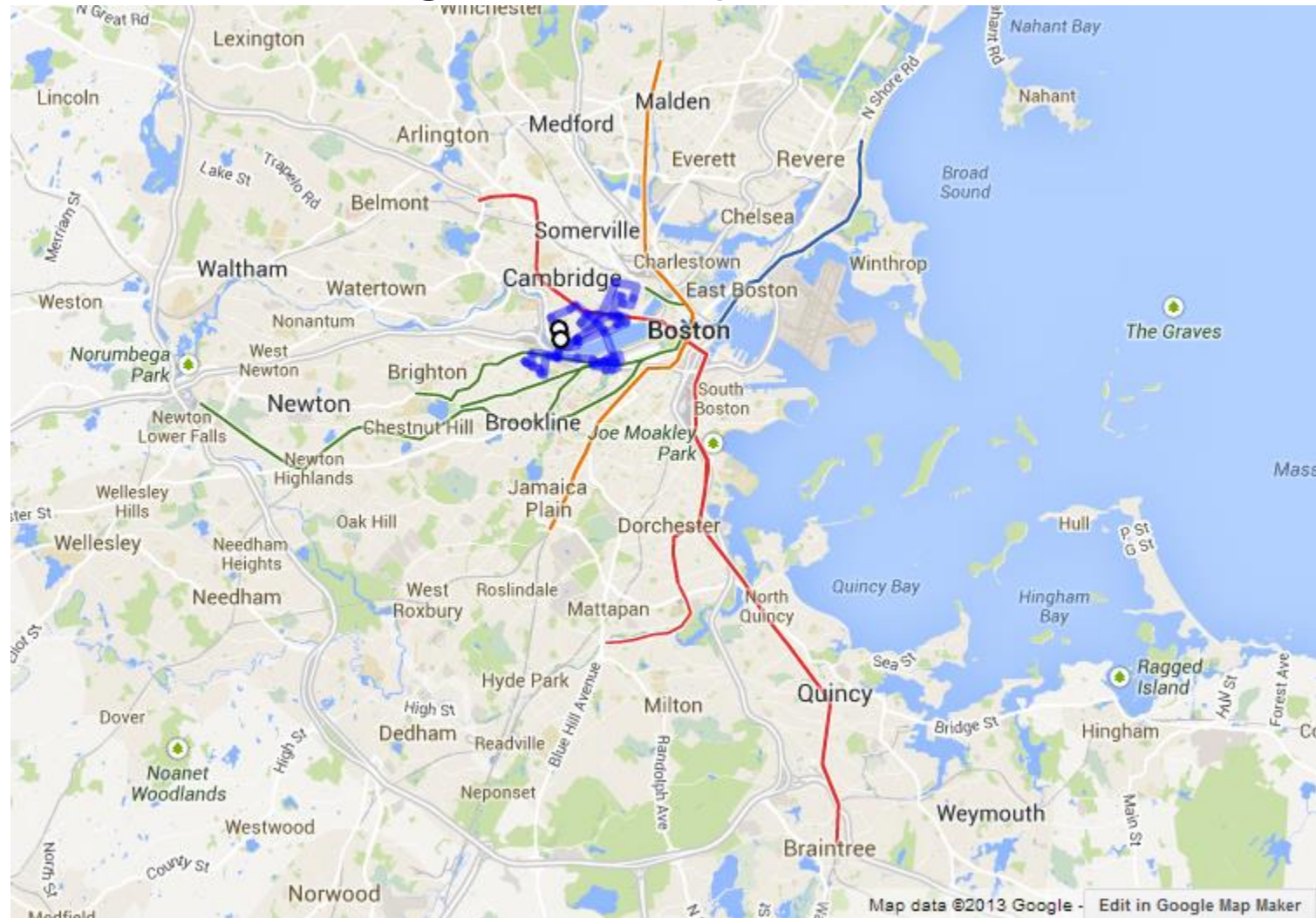
Current Limitations of Late-Night University Shuttles

MIT Late-Night Shuttle Route



Current Limitations of Late-Night University Shuttles

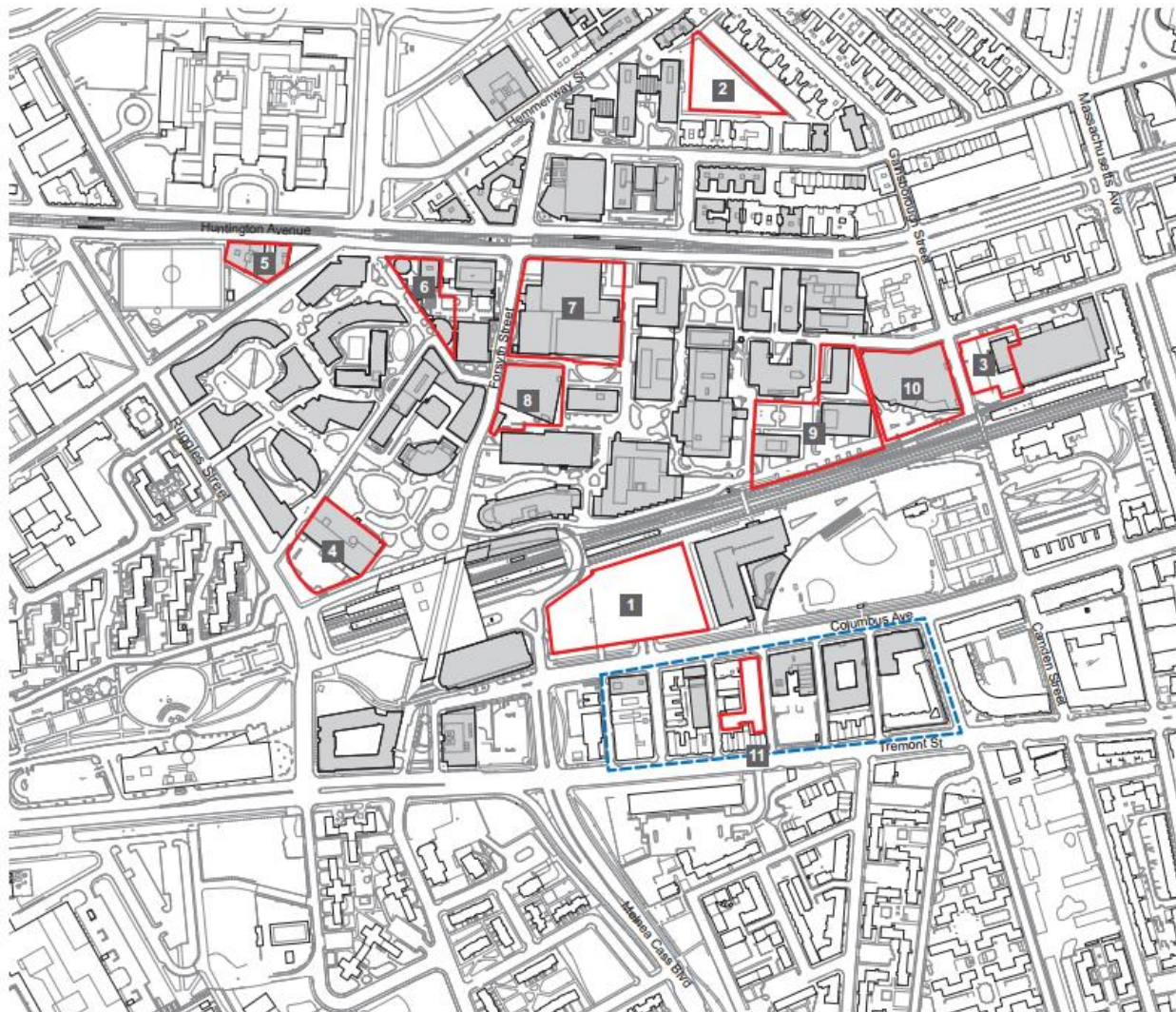
MIT Late-Night Shuttle Compared to MBTA Service



Benefits for Universities

- Student attraction and retention
- Safety for their students
- Passes would be highly discounted
- Environmentally friendly
 - Fewer students opting to drive
 - Fewer cars brought to Boston region
 - Less congestion on roads
 - Less pollution
 - Less parking spaces used
- Allows development over parking lots

Northeastern University's IMP Shows Plans to Develop Parking Lots





Key

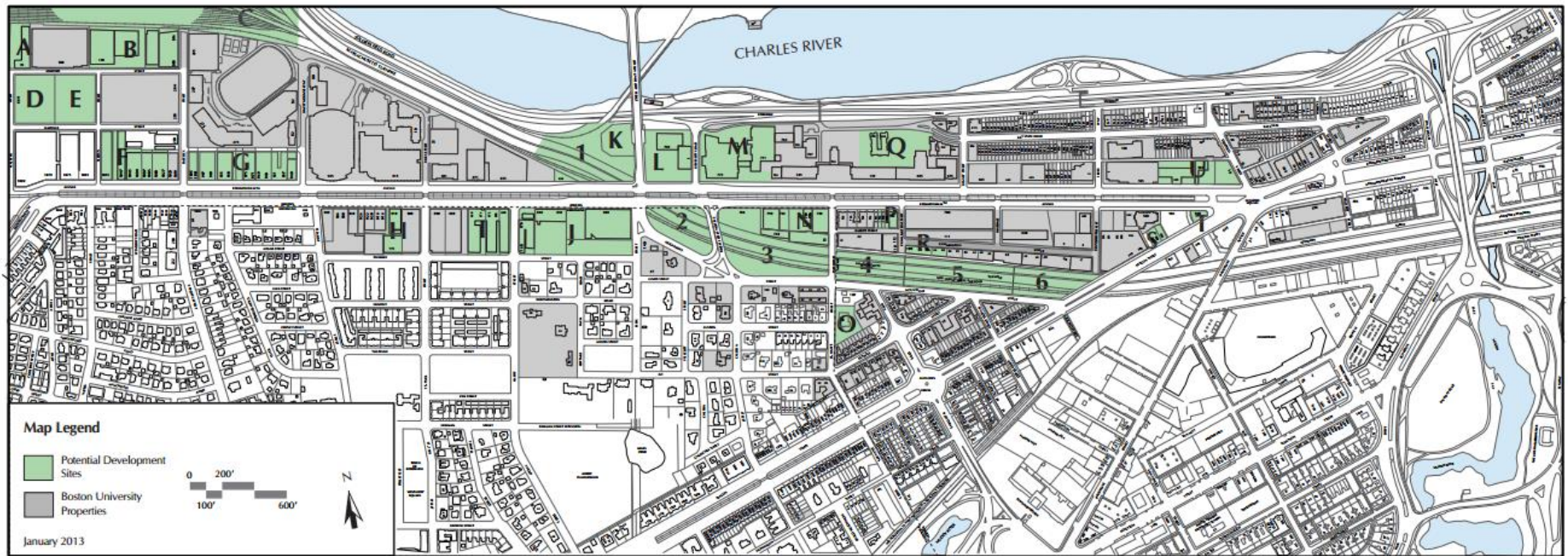
IMP sites

- 1 Columbus Lot
- 2 North Lot
- 3 Matthews Arena Addition
- 4 Ryder Hall
- 5 Burstein Rubenstein
- 6 Cargill
- 7 Cabot Site
- 8 Forsyth Hall
- 9 New Science Quad
- 10 Gainsborough Garage Site
- 11 Burke Street

NB Map not to scale

-  Proposed IMP projects
-  General area of additional interest

Boston University's IMP Shows Plans to Develop Parking Lots



Boston University Charles River Campus
2013–2023 Institutional Master Plan

Figure 5-3
Potential Development Sites
source: Fort Point Associates, Inc.
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ROC Overnight Proposals

- Initially – Run light-rail, subway, and key bus route service on weekends
- Afterward – Introduce ‘shuttle-bus’ light-rail/subway service and key bus route service on weekdays
 - Track maintenance **MUST** be performed at night on weekdays

Historic Night-Owl Service Operations

Night-Owl Bus Line	Bus Trips	Total Road Time	Estimated Number of Buses Used	Estimated Man Hours
Green Line (B)	8	2:12	3	6:36
Green Line(C)	8	2:07	3	6:21
Green Line (D)	9	2:51	4	11:24
Green Line (E)	8	2:10	3	6:30
Red Line (Alewife)	8	2:05	3	6:15
Red Line (Braintree)	8	2:09	3	6:27
Red Line (Ashmont)	8	2:17	3	6:51
Orange Line (Oak Grove)	8	2:13	3	6:39
Orange Line (Forest Hills)	8	2:57	3	8:51
Blue Line	8	2:08	3	6:24
TOTALS	81	23:09 (Average = 2:19)	31	72:18 (Average = 7:14)

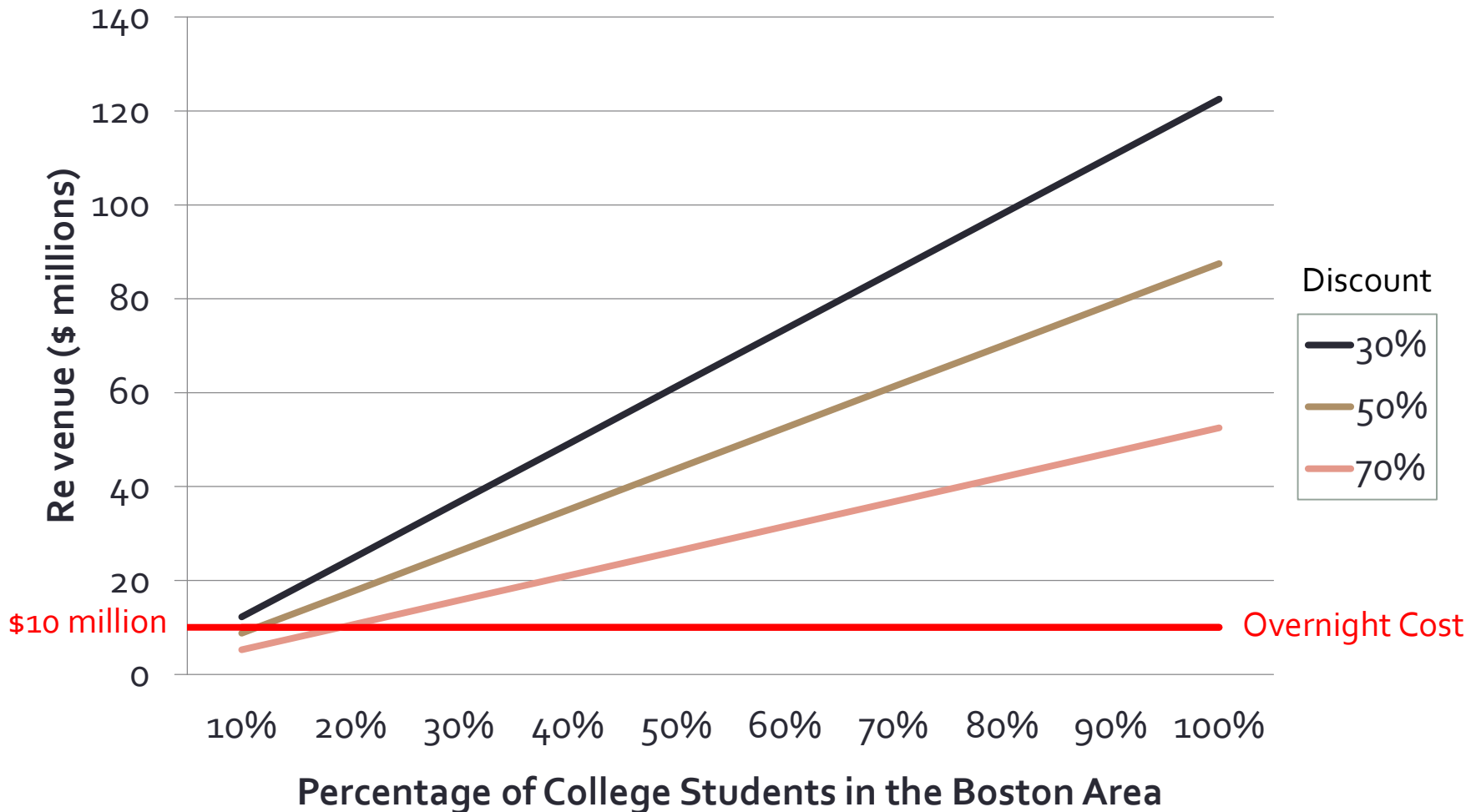
Historic Night-Owl Cost Analysis

Fiscal Year	Typical Nightly Ridership	Projected Annual Ridership	Estimated Annual Cost	Estimated Revenue	Estimated Net Cost / Passenger
2002	1582	142,380	\$2,759,410	\$93,971	\$ 18.72
2003	1496 / 1230	141,752	\$1,841,380	\$93,556	\$ 12.33
2004	1230	127,920	\$1,160,196	\$154,144	\$ 7.86
2005	1230	127,920	\$1,186,477	\$223,860	\$ 7.53

Provided by the Central Transportation Planning Staff (CTPS)

- Increase in revenue each year
- In its last year, Night-Owl service cost the MBTA approximately \$1 million dollars
- MBTA could potentially run improved overnight service every night for less than \$10 million

Proposed MBTA U-Pass Program

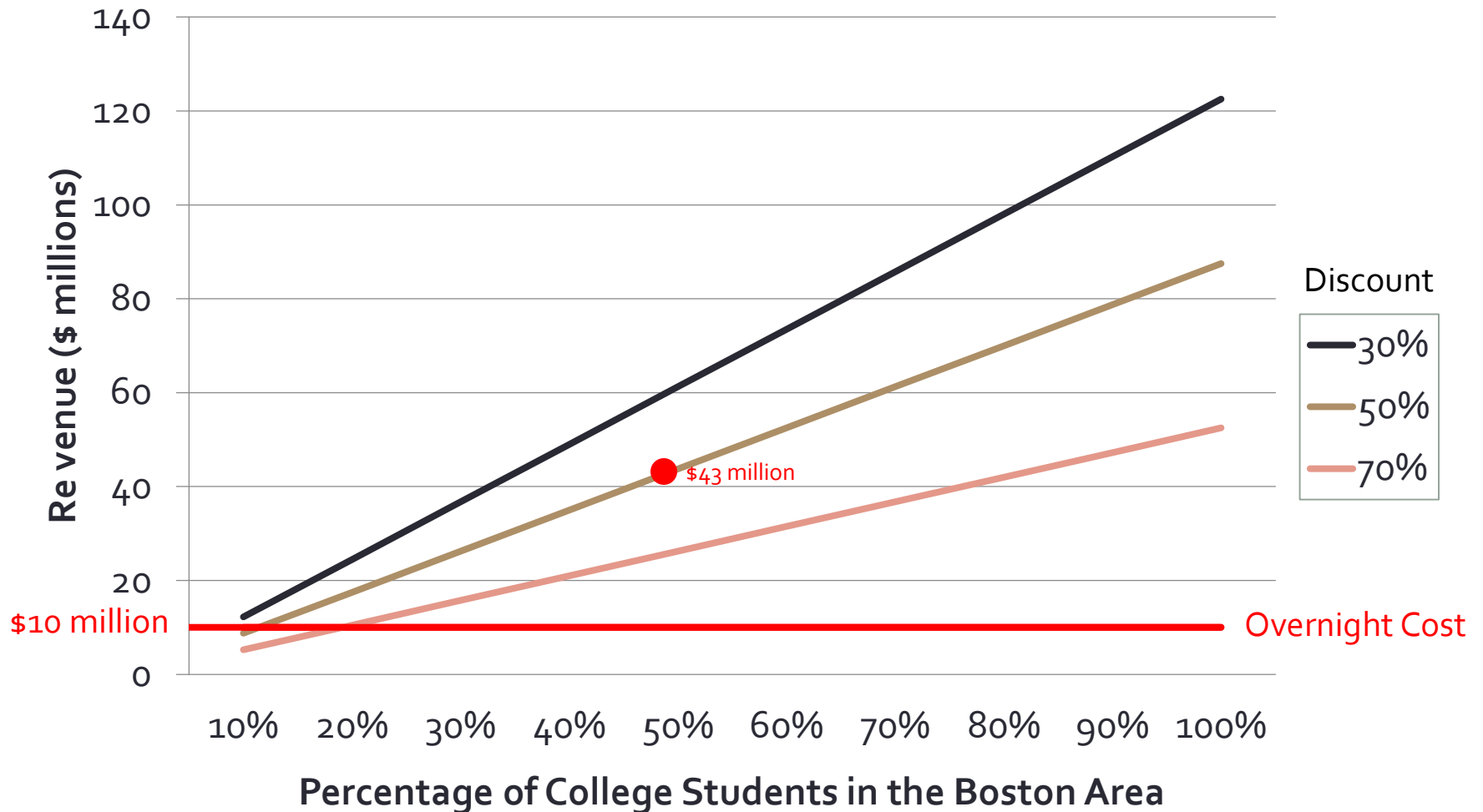


Proposed MBTA U-Pass Program

Potential:

- Half of the 250,000 college students in the Boston-area were equipped with an unlimited transit pass
- Passes offered at a 50% discount
- The MBTA would see revenue from the pass on the order of **\$43 million every year**

Proposed MBTA U-Pass Program



Future Possibilities

- Resume opening all doors on the Green Line at all times of the day
- Invest in added inspectors and transit officers to ticket fare evaders
- Arm personnel with handheld ticket validation equipment
- Work with city to improve late-night bus service: flashing-yellow lights along routes
- Offer U-Passes to college employees as well
- Create a pass program that provides all hotel guests staying at partnering hotels with significantly discounted transit passes
- Implement transit passes onto student IDs (modeled on the MIT Mobility Pass)
- Implement transit passes into Hubway and Zipcar subscriptions
- Offer shuttle bus service between universities and the airport a few days per year

Conclusions

- We have an economically sensible, operationally feasible, mutually beneficial plan
- The students will help make it popular, but we hope it will be life-changing for students and workers alike
- MBTA needs to create outreach personnel to promote and manage the program and to communicate with students and universities

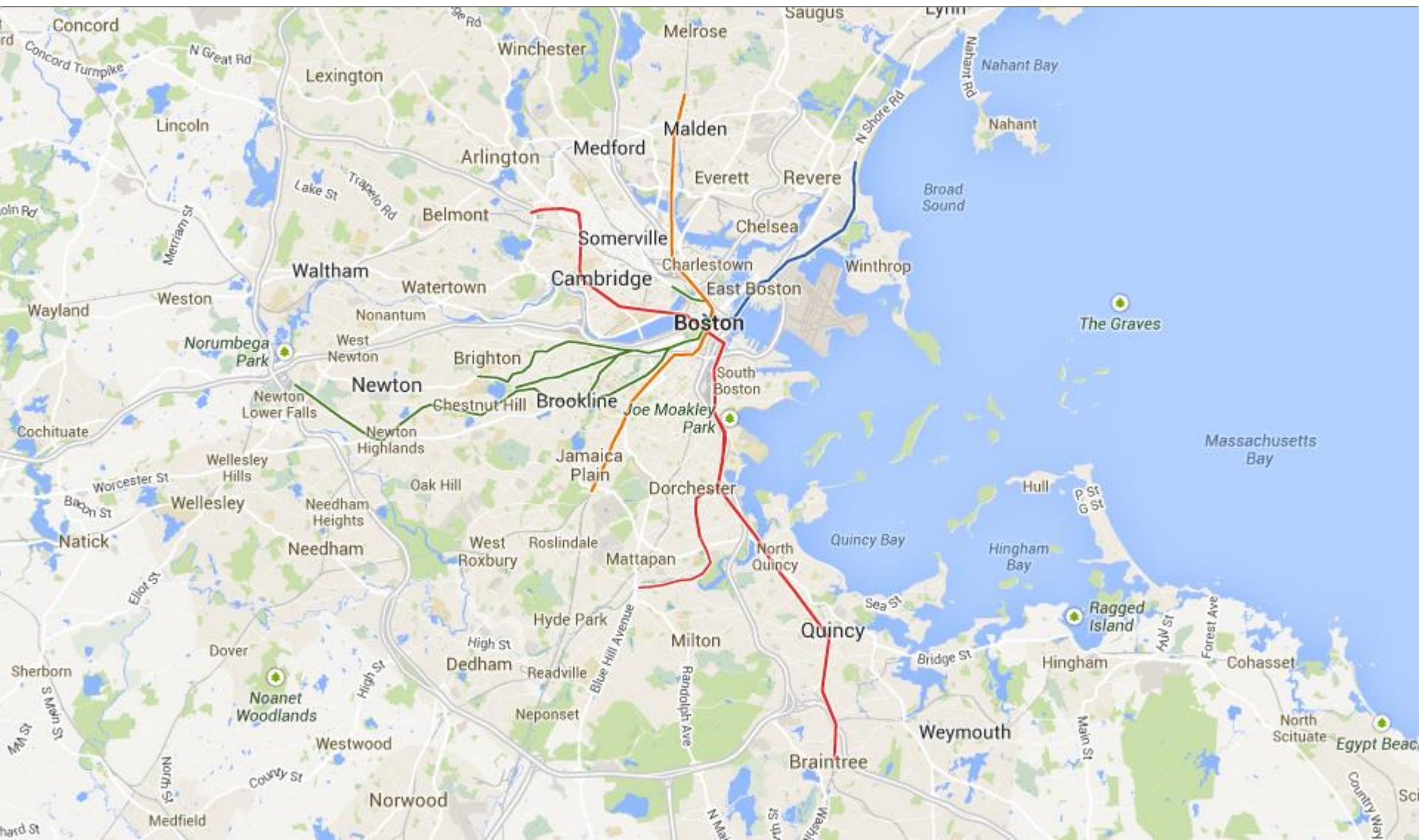
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Resources and Acknowledgements

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