



MBTA Program for Mass Transportation

PMT Stakeholder Advisory Committee

September 27, 2007

2008 PROGRAM FOR MASS TRANSPORTATION

PMT SAC, September 27, 2007

SLIDE 1/14

Massachusetts Bay
Transportation Authority





PMT Stakeholder Advisory Committee

- Agenda, September 27, 2007
 - Introduction
 - Intelligent transportation systems (ITS) and communication
 - Mobility challenges
 - Proposed evaluation methodology and criteria





Intelligent transportation systems (ITS)

- What is ITS?
 - A broad range of technologies such as information processing, communications, control, and electronics
- What is ITS used for?
 - To monitor and manage vehicle location to improve on-time performance
 - To provide real-time service information to customers





The MBTA's ITS and Communication System

- Bus Control Center
 - Computer-Aided Dispatch/ Automated Vehicle Locator (CAD/AVL) to monitor on-time performance
 - Initial implementation of CAD/AVL on Silver Line Washington Street service
 - Full bus system deployment by end of 2008





The MBTA's ITS and Communication System (cont.)

- Website improvements
 - Customer-centric, “one-stop” shopping
 - Improved navigation
 - Increased search capability
 - Interactive Trip Planner
 - Use of Google street maps
 - VIP alerts
 - Multilingual translation

The screenshot shows the MBTA website interface. At the top right, there are links for "Skip to Content", "MBTA Home", and "Business Centre". The main header features the MBTA logo and the text "Massachusetts Bay Transportation Authority". Below this is a navigation menu with links for "Schedules & Maps", "Fares & Passes", "Rider Tools", "Riding the T", "About the MBTA", and "Customer Support". A large banner advertisement reads "Now we fit you to a T!" and features an image of a hand holding a flip phone displaying the MBTA website. Below the banner is a "Rider Tools" section with a "Plan a Trip" form. The form includes tabs for "Plan a Trip", "Service Nearby", and "T Stations". It prompts the user to "Enter two locations below and we'll supply the best MBTA travel routes for you OR choose from the tabs above to try other T rider tools." The form has fields for "Start" and "End" with a placeholder "Enter an address, intersection, station, or landmark". Below these are "Find Stations & Landmarks" and "When" fields with dropdown menus for "Depart at", "1", "40", "PM", and "on 9/7/2007". There is also a checkbox for "Trip must be accessible" and a "Display trip" button. On the right side of the page, there are sections for "Schedules" with a "Rail" link and a list of lines (Fairmount, Fitchburg/South Act, Framingham/Worce, Franklin), and "Personalized MBTA" with a "Custom-tailored" link and a "Simple sign-up is takes less than a" link.





The MBTA's ITS and Communication System (cont.)

- Customer Support Services
 - Centralized services
 - Electronic tracking of customer interactions
 - Improved monitoring and reporting of customer interactions
 - Automated call distributor
 - Multilingual translation





The MBTA's ITS and Communication System (cont.)

- Next-bus countdown system on Silver Line Washington Street
- Public Address/Variable Message Signs (PA/VMS) on all buses by end of 2007





The MBTA's ITS and Communication System (cont.)

- Public Address/Electronic Sign System (PA/ESS)
 - ADA-compliant PA system
 - ADA-compliant electronic signs
 - Improved audio intelligibility
 - Systemwide station deployment
 - Next-train arrival information





The MBTA's ITS and Communication System (cont.)

- Commuter rail LED signage
 - Upgrades at 127 stations
 - Next-train information
 - Onboard audio announcement capability
 - Future onboard LED messages
 - Implementation by 2009





Summary of 2008 PMT Mobility Challenges

- Sources
 - Public process
 - Analysis of existing data
 - Review of existing reports and studies
 - Interviews with MBTA departments
- Organization
 - Geographic areas
 - Mobility themes





Proposed 2008 PMT Evaluation Methodology

- Flowchart of evaluation process
- Outline of steps to determine preferred mobility strategies
 - Identify mobility problems
 - Identify mobility solutions
 - Evaluate potential solutions
 - Define comprehensive mobility strategies





Proposed 2008 PMT Evaluation Methodology (cont.)

- Outline of steps to determine evaluation factors
 - Develop vision, goals, and objectives for 25-year horizon
 - Define evaluation criteria
 - Identify measurable benchmarks for each objective





Proposed 2008 PMT Evaluation Criteria Service Enhancement and System Expansion

- Customer conveyance
 - System configuration
 - Expediency
 - Reliability and comfort
 - **Fairness (edits on handout)**
 - Customer information
 - Regional transportation impacts
 - Land use impacts





Proposed 2008 PMT Evaluation Criteria Service Enhancement and System Expansion (cont.)

- Customer support and safety
- Accessibility (new criteria on handout)
- Parking (new criteria on handout)

