

# TACTICAL TRANSIT:

Using Pilot Projects as Tool for  
Transformation



Photo: Boston Globe

**Jay Monty**

Transportation  
Planner

Everett,  
Massachusetts



# CITY OF EVERETT SNAPSHOT

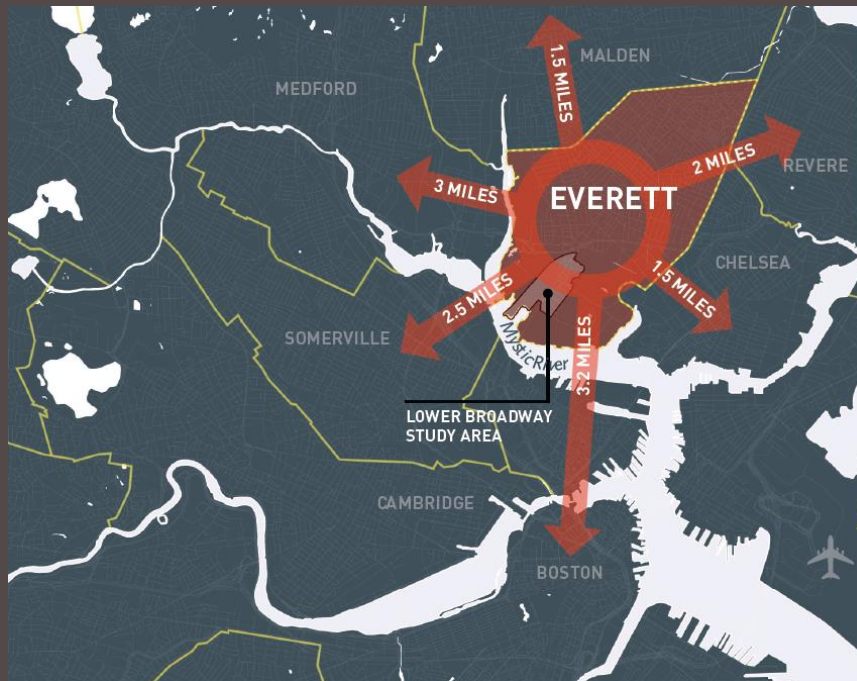
3 miles from downtown Boston

Population: 45,000-50,000 (approx.)

Large Transit Dependent Population

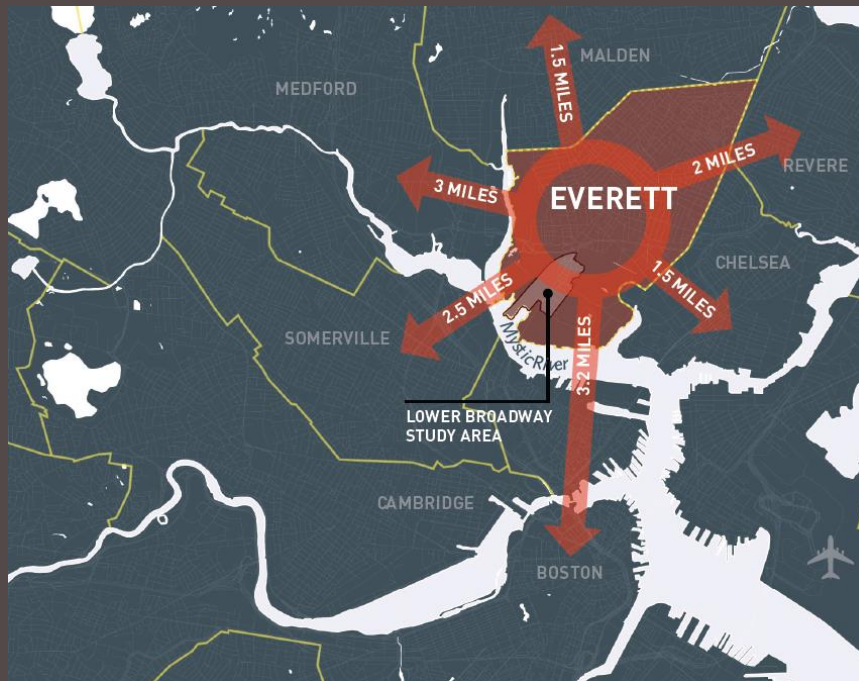
Transit:

- 7 Bus Routes
- 15,000 Daily Boardings & Alightings
- No Rapid Transit or “Key” Bus Routes



# TRANSIT AND GOVERNANCE

- MBTA provides regional transit services (subway, trolley, rail, bus)
- Cities and towns own most roadway infrastructure.
- Weak regional planning structure
- Varying forms of municipal governance





# FROM STUDY TO ACTION



## EVERETT TRANSIT ACTION PLAN Final Report

November 2016

massDOT  
Massachusetts Department of Transportation



### EVERETT TRANSIT ACTION PLAN

#### SERVICE AND ROUTE IMPROVEMENTS

Service and route improvements include short and medium term service changes, projects, and strategies designed to improve local bus service within Everett and provide better connections to major destinations for Everett residents. Many of these recommendations are dependent upon further analysis and implementation as part of the MBTA Service Plan, which will look at service changes on a garage by garage basis.

Figure 1 | Service and Route Improvements Recommendations Map



massDOT  
Massachusetts Department of Transportation

FINAL REPORT | 3

EVERETT  
TRANSIT  
ACTION PLAN



# THE “PILOT”

- Intended as a discreet 4-day test to inform a longer-term pilot program.
- No formal outreach process
- 1 week notice to abutters and riders
- Mayor announces indefinite extension of pilot on 3<sup>rd</sup> day.



# COORDINATION AND LOGISTICS

- Everett DPW and Parking Enforcement
  - 200 parking spaces removed
  - 300 cones placed and picked up
- MBTA/MassDOT
  - Driver Training and Rider Notification



Photo: Boston Globe

**MBTA BUS**

**BROADWAY BUS-ONLY LANE**

South Bound from Glendale Square to Sweetser Circle in Everett  
4:00AM-9:00AM  
Monday 12/5 – Friday 12/9  
Bus routes 97, 104, 109, 110, 112,  
may experience early arrivals near Sweetser Circle

BROADWAY BUS-ONLY LANE  
GLENDALE SQUARE to SWEETSER CIRCLE  
4:00AM – 9:00AM  
Monday 12/5 – Friday 12/9



Visit [http://www.mbta.com/rider\\_tools/transit\\_updates/](http://www.mbta.com/rider_tools/transit_updates/)  
for additional updates.

For schedule information: mbta.com  
617-222-3200 / 617-222-5146 (TTY)

 Massachusetts Bay  
Transportation Authority



# COORDINATION AND LOGISTICS

- PRESS AND PUBLIC RELATIONS

## Bus Lane Ruffles Early Morning Feathers on Broadway

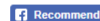
by Independent Staff • December 2, 2016 • 2 Comments

## Dedicated Bus Lane Could be A Model Statewide

December 23, 2016

By Independent Staff

By Seth Daniel



Be the first of your friends to recommend this.

The first week of the Everett dedicated bus lane on Broadway has produced data showing a tremendous amount of time saved by bus operations and by passengers, according to comments and statistics from State Transportation Secretary Stephanie Pollack.

## CITYLAB

DESIGN / TRANSPORTATION / ENVIRONMENT / EQUITY / LIFE

## When Street Parking Becomes a Pop-Up Bus Lane

STEPHEN MILLER FEB 22, 2017

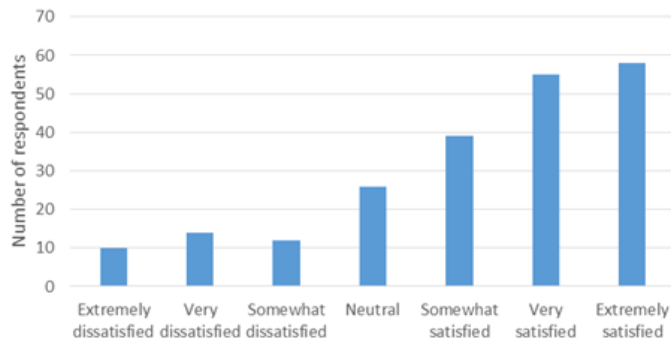
An experiment in Everett, Massachusetts, has meant shorter rides for both transit users and drivers.

## The Boston Globe

EVERETT

## Everett hails bus-only lane as success

How satisfied are you with the bus-only lane on this section of the route?



## Broadway Bus Lane to Become Permanent Next Week

September 8, 2017

By Independent Staff

By Seth Daniel



44 people recommend this. Be the first of your friends.

Nothing makes a situation more permanent than paint.





# FROM PILOT TO PERMANENT



Photos: City of Everett





# BOSTON BRT PILOTS:

- Funded by the Barr Foundation through an RFP process
- Three projects in four communities
- Demonstrated elements of Bus Rapid Transit



Photos: Ad Hoc Industries



# BOSTON BRT PILOTS:

- Technical Elements (lanes, platforms, signals)





# BOSTON BRT PILOTS:

- Public Engagement (local artists, flower bomb)



Photos: Ad Hoc Industries





# BOSTON BRT PILOTS:

- Public Engagement (local artists, flower bomb)



Photos: Ad Hoc Industries



# BOSTON BRT PILOTS:

- Public Dialogue and Press Events



Photos: Ad Hoc Industries





# KEEPING THE MOMENTUM:

- New Permanent Level Boarding Stations
- Real-time Arrival Info and Bike Sharing at Key Stations





# KEEPING THE MOMENTUM:

- Center Running BRT Pilot.
- Summer 2020?



# WHY DO A PILOT PROJECT?

- Creates a real-time public process that can inform a larger transformational project or policy.



# WHY DO A PILOT PROJECT?

- Public Perception and Accountability

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by [Independent Staff](#) • December 2, 2016 • [2 Comments](#)

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[Recommend](#) Be the first of your friends to recommend this.

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### Other Comments About the Boarding Platform and Bus Lane in Everett – Frequent Responses

"A lot of people don't know about the pilot program and are still parking in the bus lane"

"Concerned about winter maintenance"

"Better for ADA accessibility"

"Drivers are nuts!"

"Buses work well"

"Easier, but not faster"

"Stops need benches to sit at"





# TAKEAWAYS

- Pilot as a Public Process
- Utilizing Existing Practices
- Perception is as Important as Reality
- Fringe Benefits to Other Modes
- Don't Expect Perfection
- Steady Incremental Change Leads to Transformation





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