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
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 3rd 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
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
by Independent Staff

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.

The Boston Globe

Everett hails bus-only lane as success

CITYLAB

When Street Parking Becomes a Pop-Up Bus Lane
by Stephen Miller • Feb 11, 2017

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

Broadway Bus Lane to Become Permanent Next Week
by Independent Staff

By Seth Daniel • Recommend 44 people recommend this. Be the first of your friends.

Nothing makes a situation more permanent than paint.

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

- Extremely dissatisfied
- Very dissatisfied
- Somewhat dissatisfied
- Neutral
- Somewhat satisfied
- Very satisfied
- Extremely satisfied

Number of respondents
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

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!"
- "Easier, but not faster"
- "Buses work well"
- "Steps 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