



## Revenue & Ridership Growth - Background

An integrated approach to protect & grow ridership & revenue

### ⦿ **Core components of program**

- Increase in ticket checks initially
- Construction and staffing of ticket gates at North, South and Back Bay Stations
- Enhancing ticket sales opportunities across the system
- Provide conductors with Portable Ticket Devices that will enable credit/debit card transactions
- Create Revenue Analysis team to focus on revenue management strategies
- Promoting and marketing Commuter Rail with dedicated Marketing Manager

⦿ *Goal: bring MBTA revenue strategies in line with worldwide best practices*



## Revenue & Ridership Initiative – recent activity

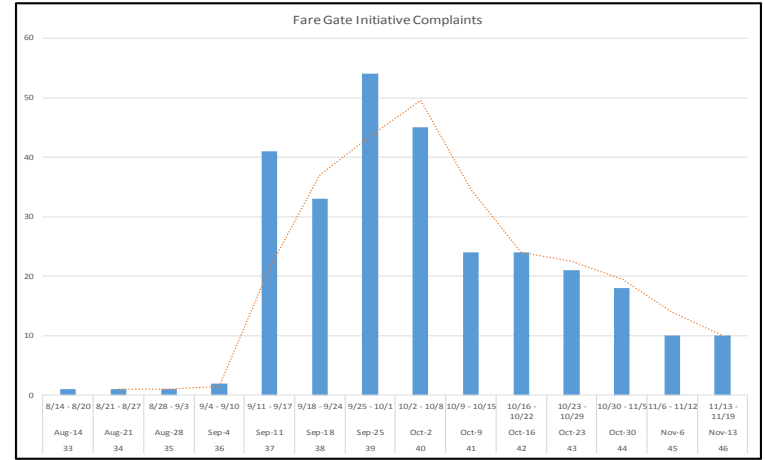
---

- ⦿ Ticket checks have been underway at North Station every PM peak in October and November (excluding 10/31 for Salem events).
- ⦿ Based on the planned number of trains and train passenger counts, around half a million individual journeys have been checked
- ⦿ We are identifying 90-100 tickets/passes a month at the checks which are ineligible for travel – generally expired monthly passes but also some singles/returns
- ⦿ October 2017 commuter rail revenue is up 3.8% year on year
- ⦿ Hand held ticketing device development is continuing with a first version planned to be available for testing on trains early in 2018
- ⦿ Marketing Manager now appointed and marketing activity is ramping up for New Year



## Feedback from North Station ticket checks & Next Steps

- ⦿ An initial spike in complaints in the first 4 weeks after the checks started on 9/5
- ⦿ The trend has then started to decline with around 10 contacts a week
- ⦿ Customers also raise comments directly with the TVA staff but the same trend of a gradually declining level has been observed



### Next Steps

- ⦿ Extend Ticket Checks to Back Bay station in New Year, subject to MBTA approval
- ⦿ Test onboard retailing devices
- ⦿ Continue discussions on permanent gating installations
- ⦿ Develop & implement Marketing campaign