



## BOSTON REGION METROPOLITAN PLANNING ORGANIZATION

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Stephanie Pollack, MassDOT Secretary and CEO and MPO Chair  
Tegin L. Teich, Executive Director, MPO Staff

### *WORK PROGRAM*

## MBTA BUS SHELTER MAPS

APRIL 16, 2020

### Proposed Motion

The Boston Region Metropolitan Planning Organization (MPO) votes to approve this work program.

### Project Identification

Unified Planning Work Program (UPWP) Classification

Technical Support/Operations Analysis Projects

Project Number TBD

Client: Massachusetts Bay Transportation Authority (MBTA)

MBTA

*Project Supervisor: Elizabeth Winters Ronaldson*

Project Supervisors

*Principal: Jane Gillis*

*Manager: Kenneth Dumas*

Funding Source

Future MBTA Contract

### Schedule and Budget

**Schedule:** Three and a half months after work commences

**Budget:** \$24,893

Schedule and budget details are shown in Exhibits 1 and 2, respectively.

### Relationship to MPO Goals

The MPO staff has sufficient resources to complete this work in a capable and timely manner. By undertaking this work, the MPO staff will neither delay the completion of nor reduce the quality of programmed MPO work.

## Background

The MBTA has hundreds of bus shelters that are maintained by two companies, JCDecaux and CEMUSA. The customer service information in these shelters is both outdated and inconsistent. To improve the overall customer experience, the MBTA desires to create and install new customer service information that will contain route-specific maps in the bus shelters. These shelters are on routes with high ridership that serve multiple routes.

## Objective(s)

Create 150–160 route-specific maps for selected MBTA bus shelters.

## Work Description

Central Transportation Planning Staff (CTPS) will create new bus shelter maps by using the MBTA System Map (a CTPS product) as a source. Each map will then be fine-tuned for its specific location.

### Task 1 Create Draft Maps

The MBTA will provide a list of bus shelters and the routes that use each shelter. The MBTA will focus on the Key Bus Routes and routes with high ridership. Using the MBTA System Map as a source, CTPS will create a new map for each shelter, highlighting the MBTA bus routes.

#### *Products of Task 1*

150–160 draft bus shelter maps

### Task 2 Revise Maps and Deliver Final Files

Based on feedback received from MBTA, CTPS will make any requested changes or corrections to each map. CTPS will provide the final computer files to the MBTA for production of the final maps.

#### *Products of Task 2*

Final digital files to be delivered to MBTA

**Exhibit 1**  
**ESTIMATED SCHEDULE**  
**MBTA Bus Shelter Maps**

Task	Month			
	1	2	3	4
1. Create Draft Maps				A
2. Revise Maps and Deliver Final Files				B

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**Products/Milestones**

- A: First draft maps completed
- B: Final digital files delivered to the MBTA

**Exhibit 2**  
**ESTIMATED COST**  
**MBTA Bus Shelter Maps**

<b>Direct Salary and Overhead</b>	<b>\$24,893</b>
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Task	Person-Weeks		Direct Salary	Overhead (102.11%)	Total Cost
	P-5	Total			
1. Create Draft Maps	6.0	6.0	\$11,919	\$12,171	\$24,090
2. Revise Maps and Deliver Final Files	0.2	0.2	\$397	\$406	\$803
Total	6.2	6.2	\$12,317	\$12,576	\$24,893

<b>Other Direct Costs</b>	<b>\$0</b>
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<b>TOTAL COST</b>	<b>\$24,893</b>
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**Funding**  
 Future MBTA contract