

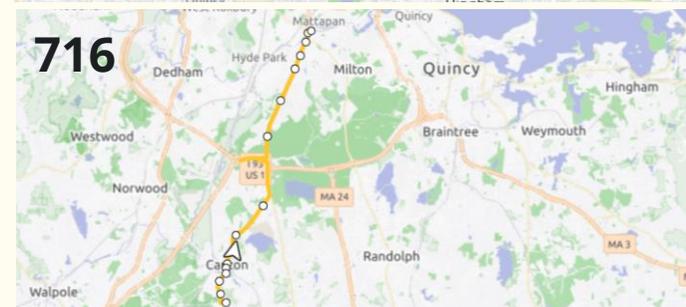
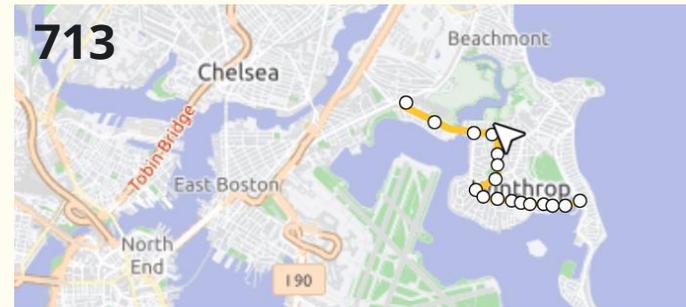
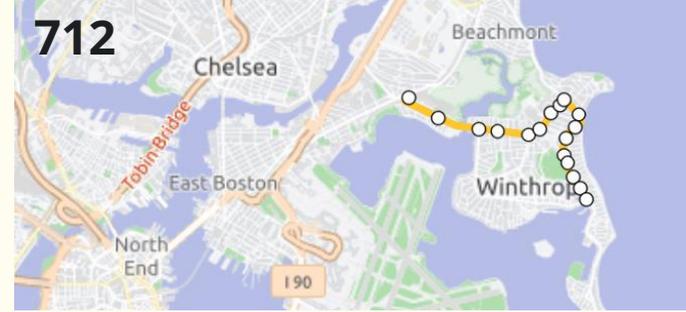


Private Fixed Routes Survey: 712, 713, 714, 716

September 2024 - January 2025

Survey context

- Beginning September 2024, ~480 survey responses were collected digitally from the MBTA's four privately-operated fixed-route bus services – 712, 713, 714, 716.
- The survey aimed to learn how riders use the routes, including their origin/destination patterns and desires for service changes
- The following results reflect a 90% confidence interval and a 10% margin of error

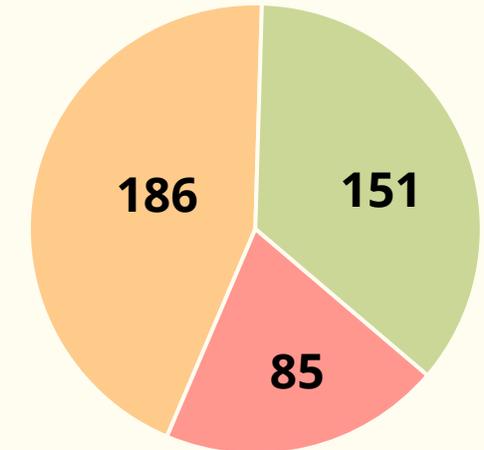


Key takeaways

- Commuting is the most common trip purpose for people's first trip of the day
 - 50-70% of riders across all routes use the services primarily to commute
 - First trip of the day starting from 6:00 – 8:00 AM reflects this
- Riders across all routes agreed most strongly that service timetable improvements would cause them to ride the buses more
 - More frequent weekday service is slightly prioritized above weekend service
- More than 80% of riders on the 712/713 and the 716 agreed that the bus was necessary for their travel

Count of responses by bus riders*

■ 712 & 713 ■ 714 ■ 716

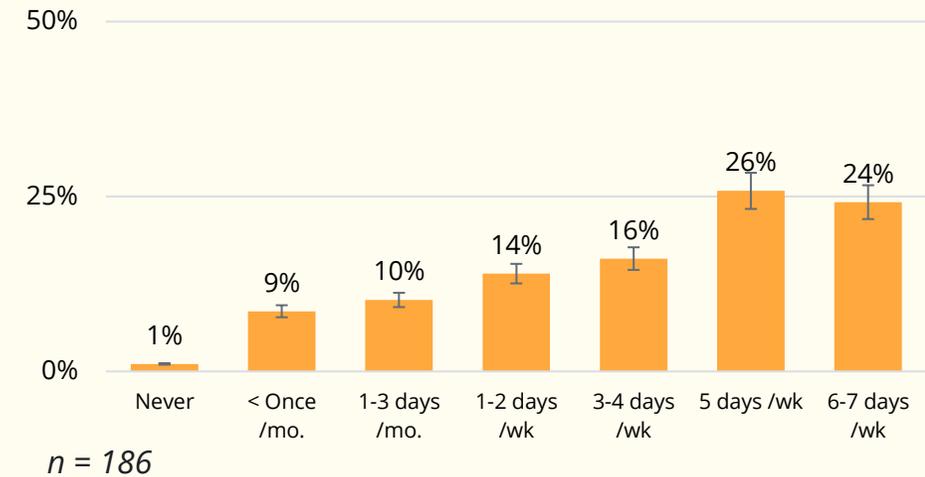


* Exclusive of the 25 riders who reported their ridership frequency as "never" riding any of these routes.

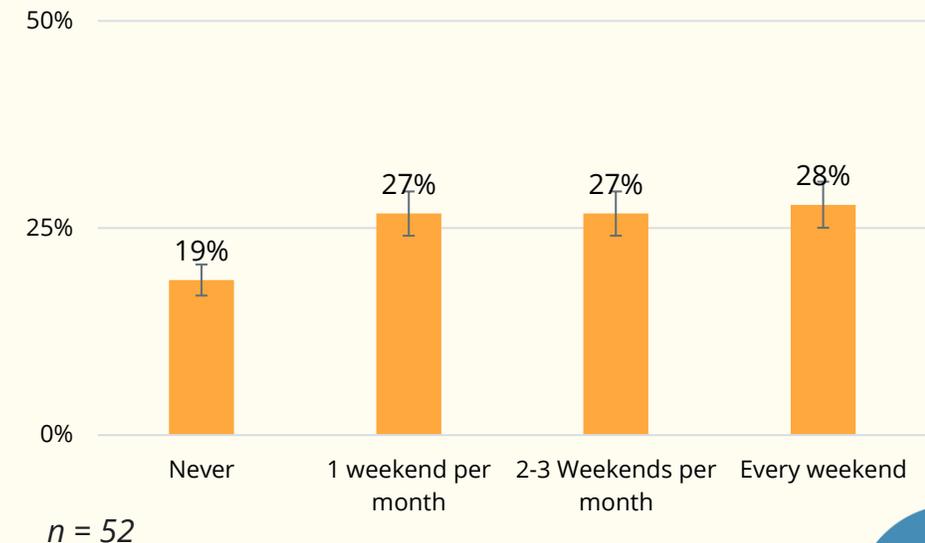
Usage: access patterns

- For the first trip of the day, **Orient Heights** the most common boarding *and* alighting stop – **83% of riders transfer** to another service
- On weekdays, most of people's first trips of the day are **commutes between 6:00 and 8:00 AM**
- Too few parking respondents for lot usage analysis
- 92% of respondents use the same route for their return trip
- Silver Line and Blue Line likely most common additional transit services

How often do you ride the 712/713?



How often do you ride the 712/713 on the weekend?

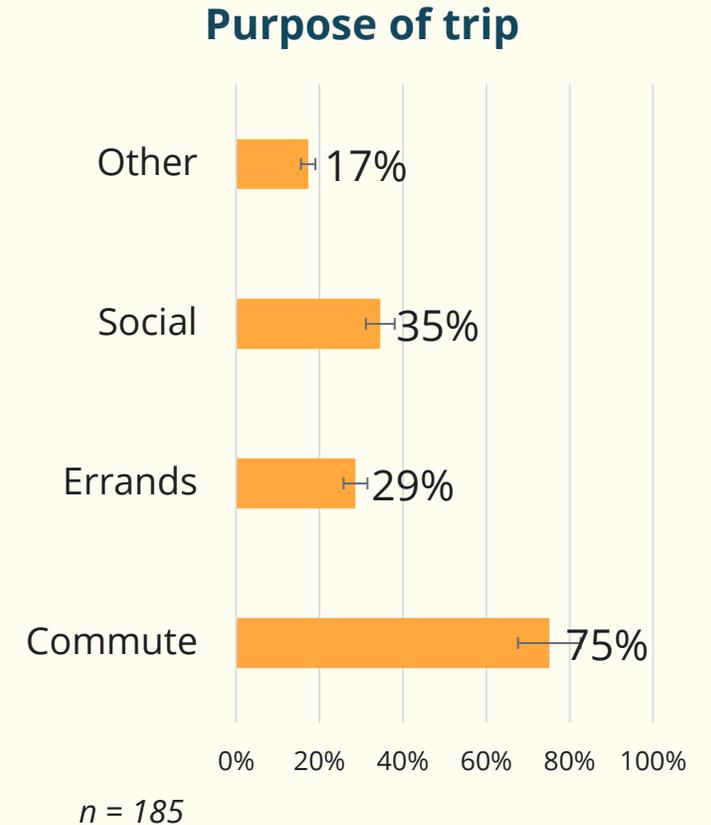


Usage: trip characteristics

- On weekdays, most of people's first trips of the day are **commutes between 6:00 and 8:00 AM**
- Over 85% of riders walk to their first trip
- 92% of respondents return via the same route

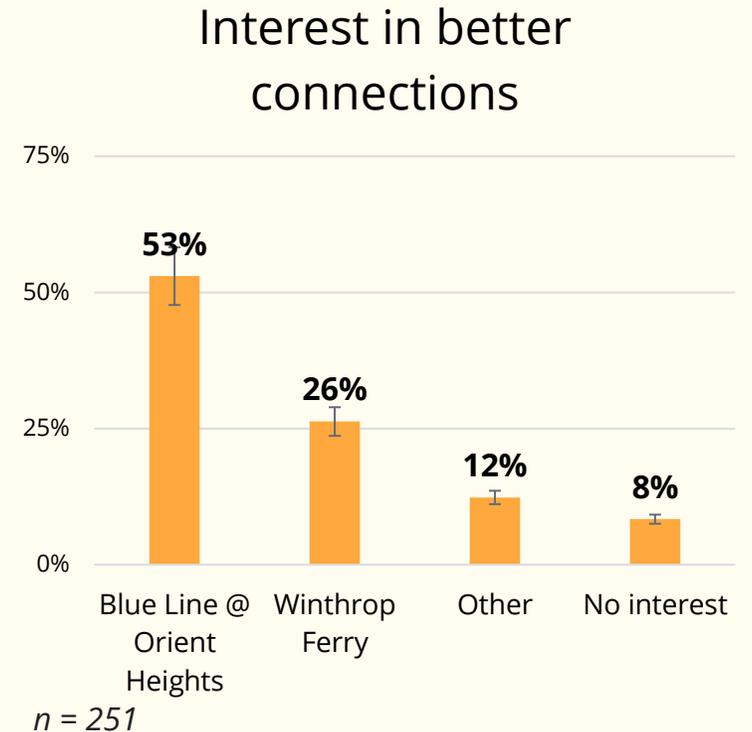
Transfers

- For the first trip of the day, **Orient Heights** the most common boarding *and* alighting stop
- **84% of riders transfer** to another service
 - Silver Line and Blue Line likely most common additional transit services



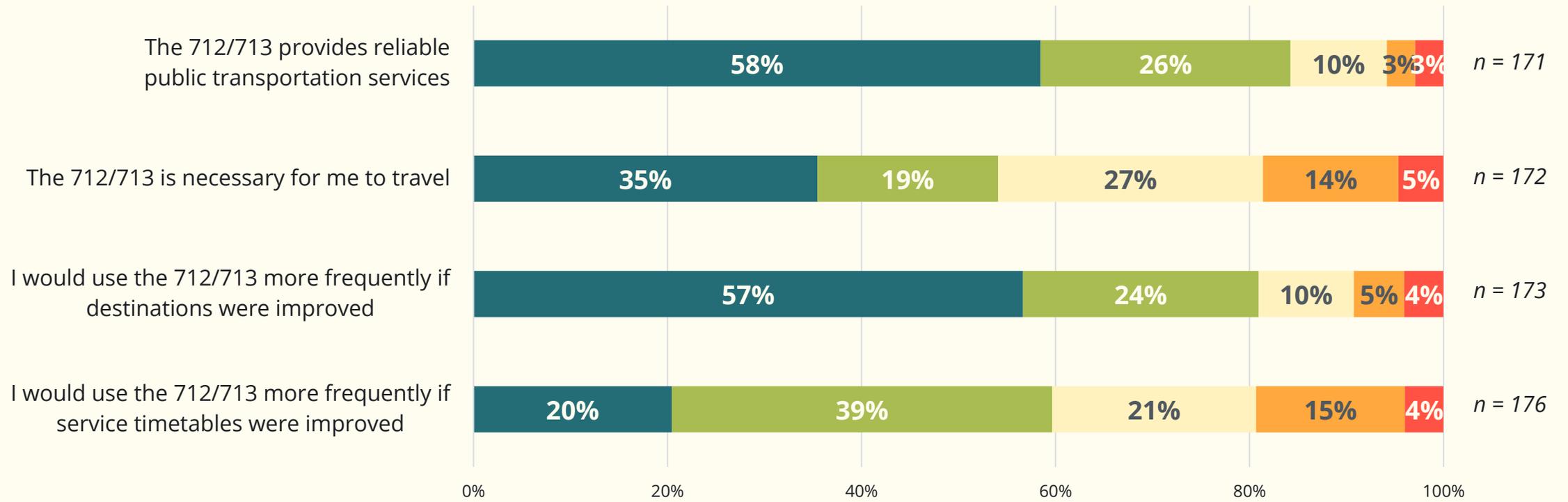
Connection improvements

- Most people wanted more frequent weekday service, followed by more frequent weekend service; fewer than ¼ of respondents wanted additional stops.
- Free-response connection requests included multiple requests for Point Shirley and Deer Island connections; Lynn CR, Winthrop Public Library, Winthrop and Revere beaches, and Beachmont.



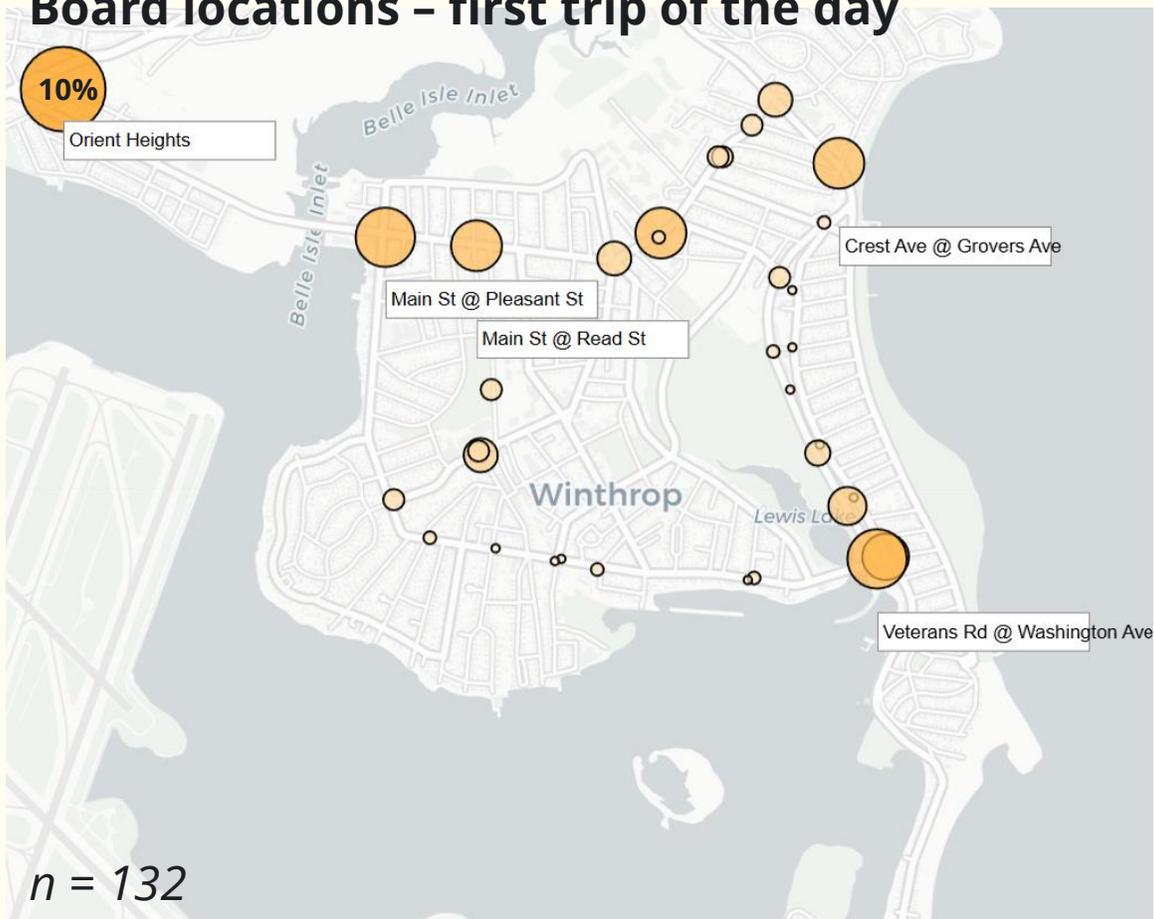
Desired improvements

Strongly Agree Agree Neutral Disagree Strongly Disagree

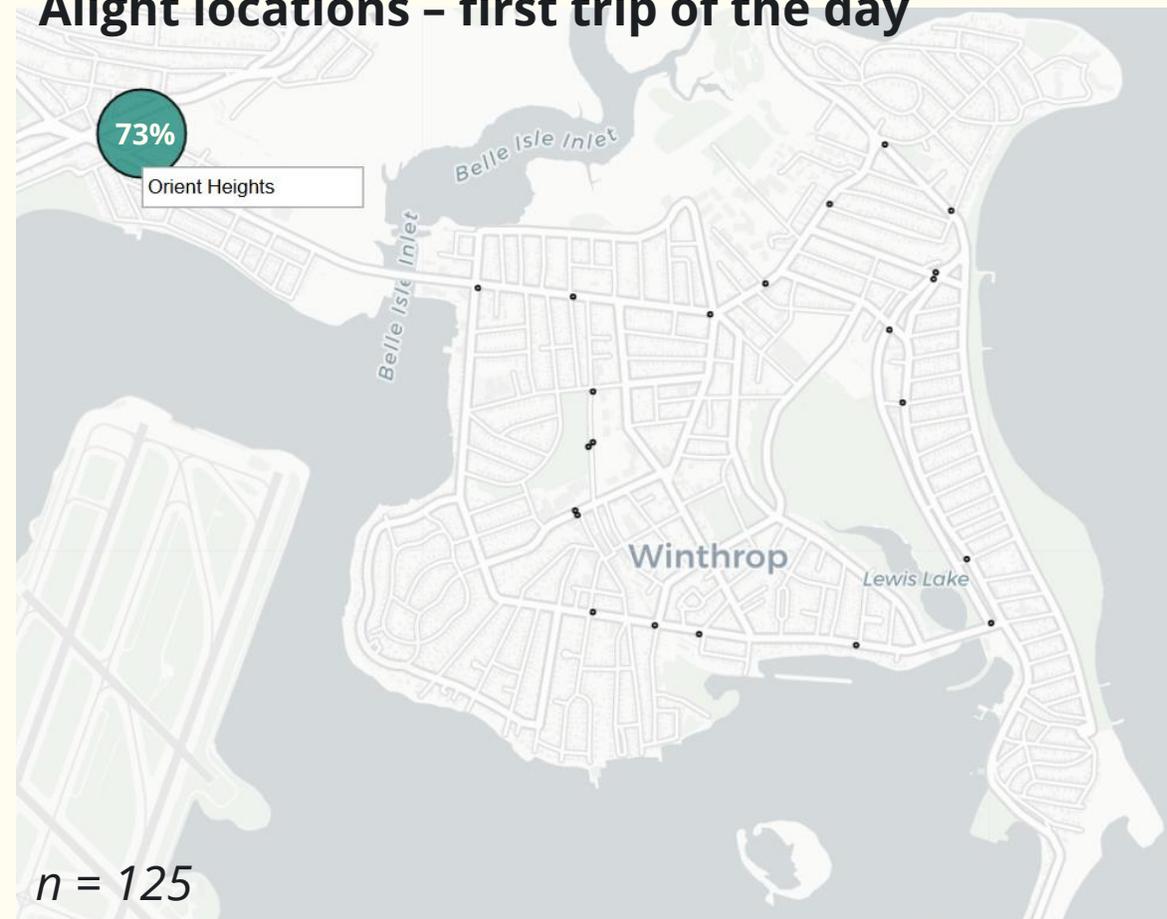


First trip boarding/alighting

Board locations - first trip of the day

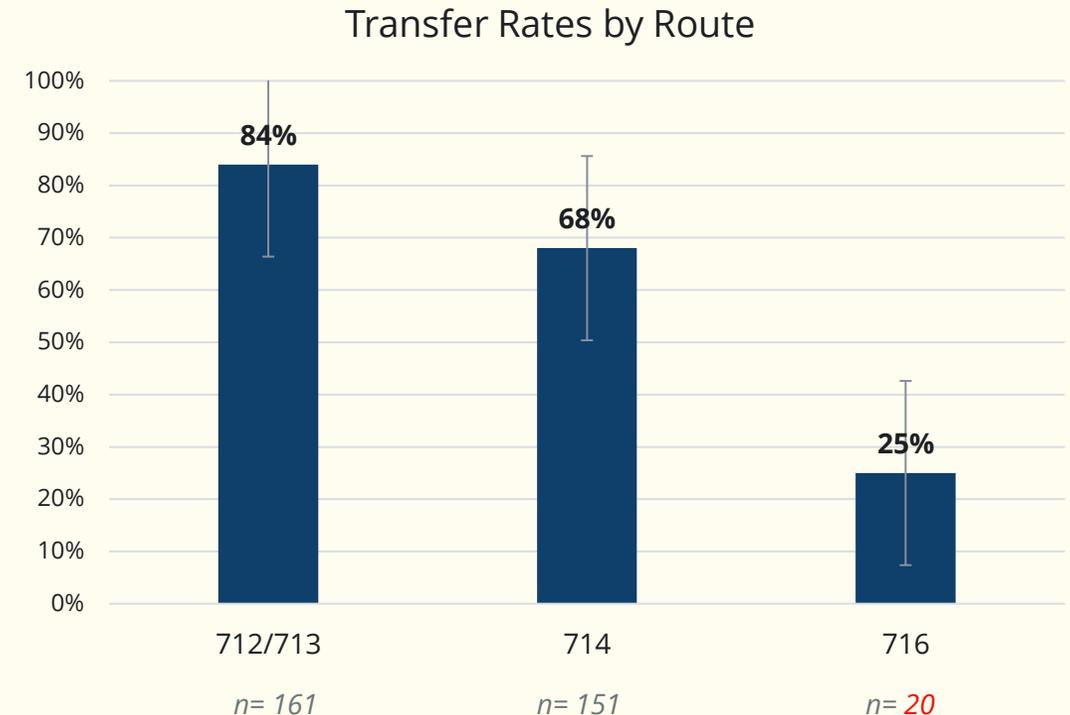


Alight locations - first trip of the day



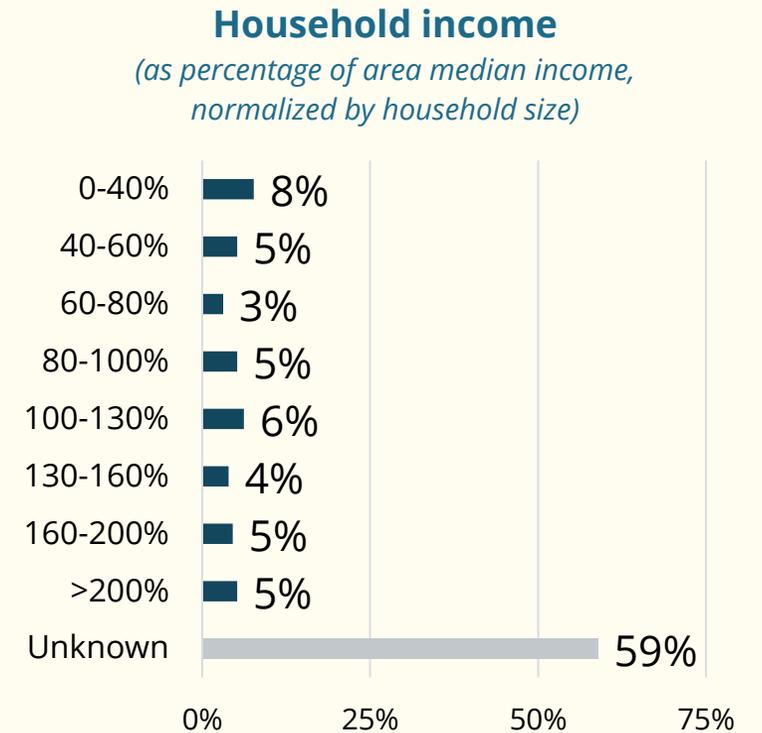
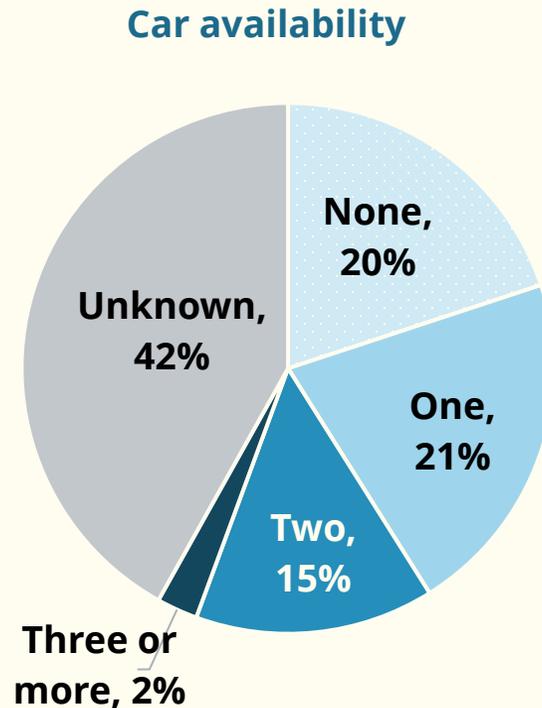
Transfer Rates

- 712/713: most likely to transfer to Blue Line or Silver Line
- 714: most likely MBTA Hull Ferry @ Pemberton Point (63%) or MBTA 220 Bus @ Hingham Depot (26%)
- 716: most likely to transfer to Red Line - Mattapan



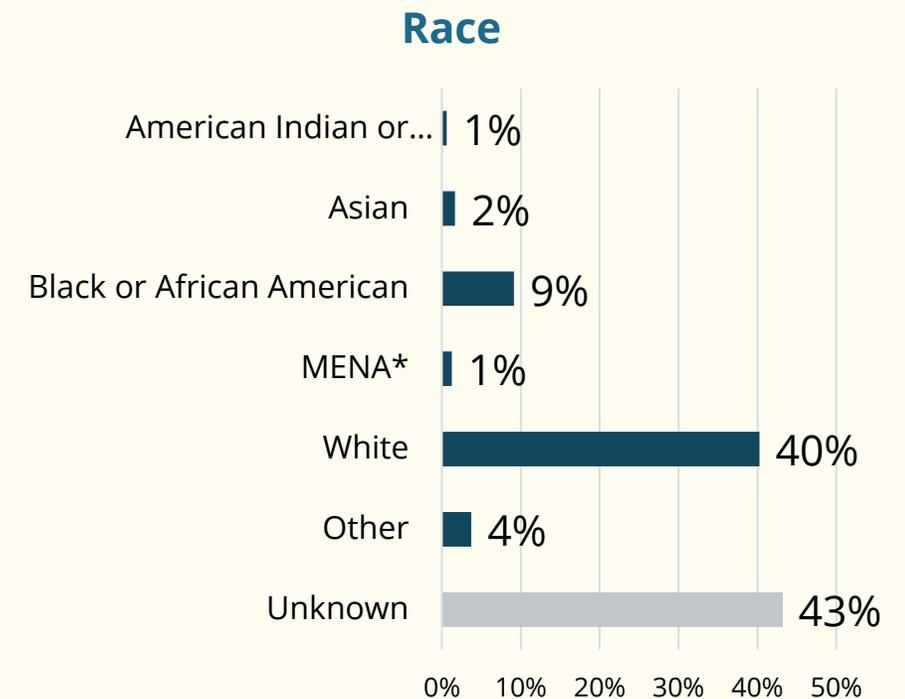
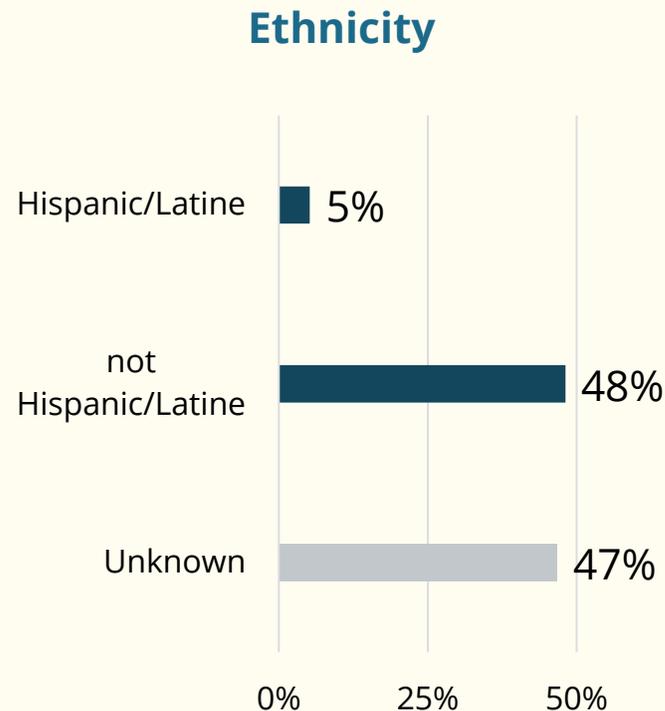
Demographics: Economic

- 97% of respondents reported having a smartphone, on par with systemwide rates
- 87% of respondents said they can always understand basic directions in English
- Around 17% of total respondents reported speaking a language other than English at home; where further information provided, typically Spanish or Haitian Creole



Demographics: Racial/ethnic/language

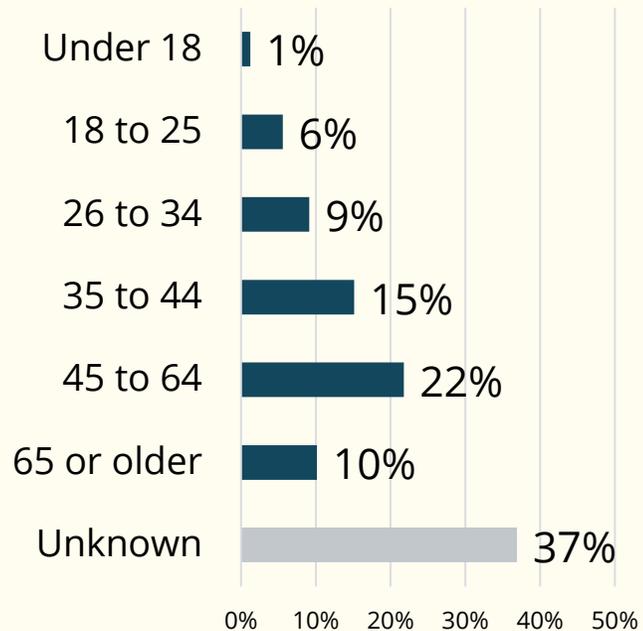
- 87% of people responding to the demographic questions (~50% of all survey takers) said they can always understand basic directions in English
- ~17% of total survey takers reported speaking a language other than English at home; where further information provided, typically Spanish or Haitian Creole



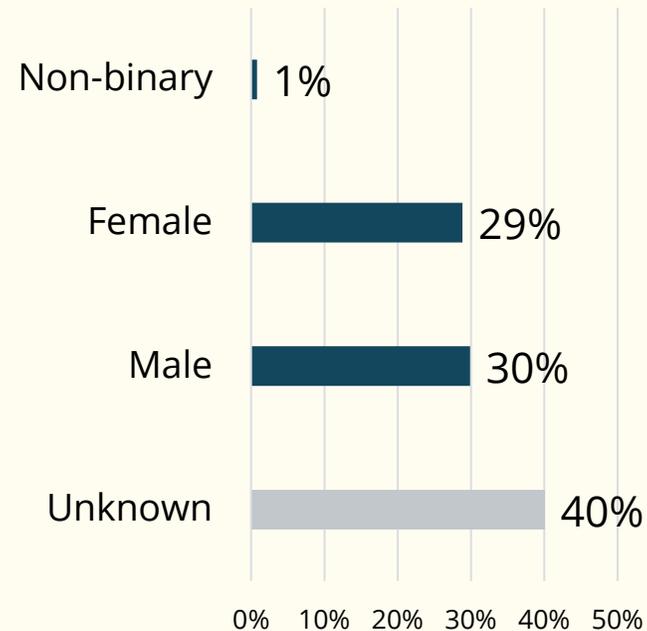
* Middle Eastern or North African

Demographics: misc.

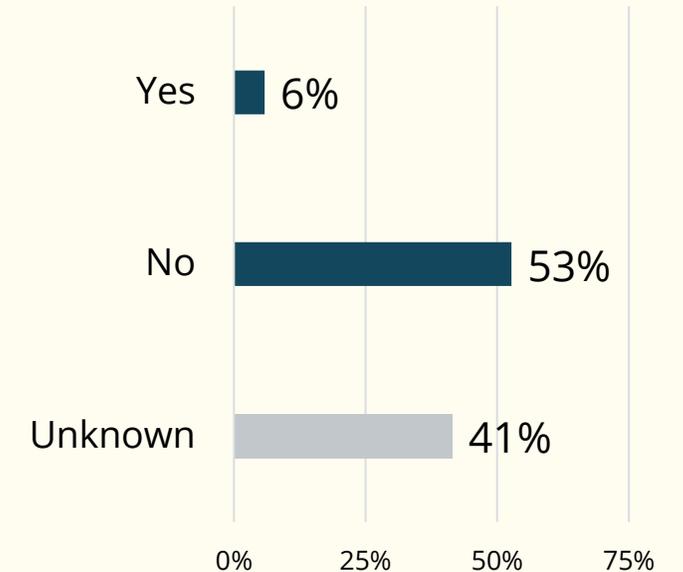
Age



Gender



Identify as having disability



Sample size caveats

- Sample sizes vary across this survey. They may be higher than the overall N of regular riders, or lower than the 100 response threshold for statistical validity
- Limited responses to demographic questions means we're only able to report on these aggregated across all four routes for this summary
- 712: can stand alone, but has been combined for these summaries
- 713: cannot be reported on separately due to sample size constraints
- 714/716: no valid data for weekend-only ridership purpose

Sample size caveats - 716

- 716: 23 riders said they never rode the bus and only responded to some questions regarding additional stops and opinions. Estimates are less accurate when sample size is below 100, which applies to ALL questions for the 716 . Conclusions drawn from this data may not be representative of the ridership population on the 716.
- Some questions have been removed entirely from this summary due to lack of valid sample size including: weekend trip purpose, where do you park for 716, when does first trip of the day start, most common alighting stop.