

## John Haley Begins Tenure as MBTA Head

As John J. Haley, Jr., the MBTA's newly appointed general manager, comes onto the job, he faces several controversial issues including establishing a long-term fare policy report and gearing up for increased ridership during construction of the depressed Central Artery. With a four-year contract by the MBTA Board of Directors with an option for a fifth year, Haley comes to head the MBTA as state support for transit services is under attack and as federal funding continues to shrink.

Haley has spoken publicly about some of the goals he is setting for his tenure as general manager. At a public forum held by the MBTA Advisory Board, the watchdog group representing 78 cities and towns served by the MBTA, before he was confirmed, Haley outlined a number of policy issues he sees as critical.

Acknowledging the base created by the

capital investment and system expansion programs of his predecessors, he targeted the need to market the system aggressively; establish a strategic fare policy that emphasizes a "customer-approach" to fares; restructure the budget to come up with long-term solutions to financing issues; "aggressively rehabilitate" the system including vehicle and station overhauls; implement cost-containment measures for operations; and instill a consumer's perspective in people at the MBTA.

As the second fare increase in two years takes effect, Haley was questioned by APT on ways of financing the MBTA through means other than the farebox. Haley responded that there need to be regular, predictable fare increases, but that the MBTA must begin to explore other ways to raise revenue. Dedicated diversions of funds from a variety of sources earmarked for transit

needs to be investigated, he said, and cited his experience at New Jersey Transit and the BART transit system in San Francisco where creative financing solutions for public transportation have been developed. The Central Artery/Third Harbor Tunnel project will provide the testing ground for new financing solutions.

Haley also mentioned customer service and aggressive marketing and communication campaigns as priorities. He specifically mentioned visuals (signage) and bus shelters in this list.

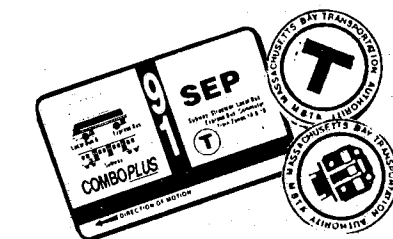
Haley knows the MBTA system—he grew up in Jamaica Plain and attended Northeastern University—and at the same time has experience at other transit agencies throughout the country including Southeastern Pennsylvania Transportation Authority and Chicago Transit Authority in addition to New Jersey Transit and BART.

## Compromise Fare Increase Takes Effect

### MBTA Required to Produce Long-Term Fare Policy Report

Fares on the MBTA went up on September 3, but not as much as originally planned. The MBTA Board of Directors changed its first recommendation to raise fares to \$1.00 a ride for a subway ride and instead approved a compromise fare increase that hikes fares to 85 cents. Local bus fares increase to 60 cents; and the cost of a ride on the commuter rail jumps from 10 cents to 50 cents, depending on the distance traveled. Senior citizens and the disabled now pay 15 cents for local buses and 20 cents for subway.

Despite the compromise settlement, there is widespread dissatisfaction with any increase. APT, Boston City Councilor David Scondras, the Conservation Law Foundation, and other groups have criticized proposals to raise fares. This jump in the price of fares is the first ever that will not be used to cover the cost to provide transit service,



but instead will be used to replace the money cut by Governor Weld and the legislature and will go to pay for the deficit. The increase will raise about \$15.5 million, less than the \$21 million cut from the state's capital assistance for the MBTA that the original proposal for the fare hike was to recover.

An estimated 29,000 riders could abandon the MBTA as a result of the increase, many of them opting to drive instead. Opponents of the increase argue that raising fares leads to fewer riders which in turn lead

to service reductions through attrition.

Transit advocates have called for the MBTA to come up with methods of increasing ridership instead of relying solely on current ridership to pay more. In giving the state's approval of the fare hike, Susan Tierney, secretary of the Executive Office of Environmental Affairs, required the

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## Wanted: Fare Policy to Attract Riders

Now is the time for a fare policy that will attract riders and reduce auto use and air pollution. Air pollution is a personal insult to every citizen of the Commonwealth—an attack on everyone's lungs. Increasing ridership on the MBTA is a significant tool in the fight for cleaner air.

As a result of the fare increase implemented Sept. 3, the Environmental Affairs secretary required the MBTA to undertake a comprehensive fare-policy review. New General Manager John Haley has discussed his interest in a "strategic" fare policy. APT has long advocated this.

### APT Editorial

Now that the call for a comprehensive fare policy has been heard, what will the MBTA do? APT suggests that the MBTA make riders members of the public transportation system and provide the benefits of membership—easy, affordable access to high-quality service. APT strongly supports investigating technical issues of collecting fares, such as new fare-collection equipment, but there are also easier, more direct ways to broaden access to transit. One way is with monthly, weekly, and daily passes available at stores and vending machines everywhere. Developing the pass program is essential.

It is also essential to identify alternative revenue sources in the form of a package of several sources that can provide steady, reliable funding for transit. The emphasis needs to be on penalizing those who pollute the air, not those who use transit, and using charges imposed on drivers to fund transit.

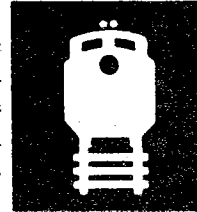
## MBTA Cancels 'One-Way Fare' Trial Cites Big Jump in Free Outbound Rides

The MBTA, in a surprise move, ended its "one-way fare" experiment of collecting roundtrip fares on inbound trips on the Lowell and Framingham lines and collecting no fares outbound. The experiment was begun on the Lowell line in April 1990 and in four months later on the Framingham line. The program was designed to save the MBTA up to \$50,000 a year per line in employee overtime costs by eliminating conductors on the outbound trains who would be collecting fares.

The program drew heavy criticism from passengers who rode the train in the morning and carpooled home but had paid the roundtrip fare for one-way travel and from people who said that the reduced train staff was not safe. The MBTA maintained that because most commuters buy monthly passes they were not penalized if they rode only one way and that the savings on labor made the program cost-effective.

But the MBTA abruptly posted signs at the end of August announcing that the experiment would end Aug. 31. The reason stated for discontinuing the experiment was that although the MBTA "successfully realized labor savings, an unacceptable shift in ridership patterns to the 'no charge' direction also occurred."

As late as June 1991, the MBTA was still hoping to expand the one-way fare-collection program to all Commuter Rail lines to save \$1 million annually with no layoffs.

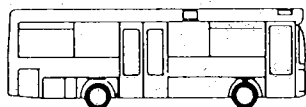


## Fare Increase...

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MBTA to prepare a full Environmental Impact Report that must go beyond addressing the environmental impacts of the fare increase only. The report must include a long-term fare policy document that will detail clear policies on how and when fares will be increased, mitigation measures to be implemented to minimize loss of ridership, and alternative sources of funding. If the MBTA has not submitted this report by January 1993, the state will roll back fares to May 1991 levels.

APT's testimony opposing the fare increase called for the MBTA to discount the monthly passes further to encourage more riders and to save money handling coins and reduce fare evasion. The MBTA responded by holding the price of the subway pass, combo plus, and commuter boat passes at existing levels and also is offering a 10-ride ticket for use on Express Bus Zone 1.



NEW MBTA FARES			
	Adults:	Senior citizens:	
<b>Bus and Trackless Trolley</b>	60 ¢	15 ¢	
<i>Express:</i>			
<i>Mass. Pike</i>	\$1.50–\$2.25	75 ¢–\$1.25	
<i>North Shore</i>	\$1.00–\$2.25	50 ¢–\$1.10	
<b>Subway</b>	85 ¢	20 ¢	
<i>Braintree, Quincy Adams, Quincy Center</i>	\$1.70	85 ¢	
<b>Green Line</b>	85 ¢	20 ¢	
<i>Reservoir–Fenway</i>	\$1.00	50 ¢	
<i>Riverside–Chestnut Hill</i>	\$2.00	\$1.00	
<b>Monthly Passes:</b>			
Local Bus	\$20	Combo plus (no increase)	\$48
Subway (no increase)	\$27	Zone 1	\$64
Combo	\$46	Zone 2	\$72

For more information, call 722-3200  
For information on pass-sales locations, call 722-5218

# MBTA Projects Update

## South Boston Piers Transitway:

The Draft Environmental Impact Statement for UMTA detailing alternatives for service to the Fan Pier/World Trade Center area is being completed. A public hearing will be held in December and the preferred alternative identified in January 1992. The three "build" alternatives involve a transit tunnel built in conjunction with Central Artery construction on Atlantic Avenue, terminating at Fan Pier or just beyond the World Trade Center.

## Old Colony Restoration:

The Final Environmental Impact Report/Statement for the Middleborough and Plymouth branches will be submitted for environmental review and public comment in October. State approval and a record of decision from the Urban Mass Transportation Administration are expected late this fall, after which final design will begin. Non-rail alternatives to the Greenbush branch which goes through historic Hingham are being examined with results due winter 1991.

## Aquarium Station:

The MBTA is redesigning the entire station to make it handicapped accessible, upgrade escalators and circulation, and extend the platforms to accommodate six-car trains. The platform lengthening will carry the station across the Surface Artery and will allow for two new entrances on State Street. Design of the station will continue at the end of 1991. Construction could begin mid-1993.



## What is APT?

The Association for Public Transportation is a non-profit organization founded in 1973 to promote the use and improvement of public transit in and around Boston. APT supports transit because it is ecologically sound, does not tend to devastate neighborhoods, and is a cost-effective mode of moving people. We also publish Car-Free in Boston, the guidebook to public transit in Greater Boston and New England.

## Why you should join APT:

APT is a transit-advocacy group that depends on its members for information and on how to improve transit. Becoming a member of APT gives you a voice in improving transit services.

Membership benefits include:

- Copy of Car-Free in Boston
- Quarterly newsletter, "mass. transit"
- Meetings with guest "transit" speakers...and more!

Donations in excess of \$5.00 per year are tax deductible.

## Blue Line Station Modernization:

The MBTA is proposing modernizing eight Blue Line stations in Boston and Revere. In Revere, Beachmont station will be closed for one year in spring 1993 to rebuild the viaduct. Buses will substitute. On the Boston side, consideration is being given to "relocating" the Bowdoin station headhouse and connecting Bowdoin and Government Center via an underground pedestrian walkway. Stay tuned...

## Arborway Streetcar Restoration:

Redesign of South Street in Jamaica Plain is underway by the City of Boston's consultant, expected to be done in spring 1992. Construction could begin mid-1992. "Trolley plazas," extra-wide sidewalks that extend to the streetcar to ease boarding, are being designed for all stops. New low-floor trolleys are being designed.

CALENDAR	
APT Board Meeting (95 Berkeley St.)	October 9, 5:30 p.m. November 13, 5:30 p.m.
MBTA Board Meeting (10 Park Plaza)	October 2, 1:00 p.m. October 16, 1:00 p.m.
MBTA Advisory Board	October 30, 9:30 a.m. December 3, 9:30 a.m.
South Boston Piers Public Hearing	December 1991



## Join APT!

I want to support transit by joining APT.

- \$15 - Regular
- \$5 - Seniors, students

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (h) \_\_\_\_\_ (w) \_\_\_\_\_

Occupation \_\_\_\_\_

What public transportation do you use regularly?

\_\_\_\_\_

Mail to: Association for Public Transportation  
95 Berkeley St., #633  
Boston, MA 02116

### Bikes on the T...

Congratulations to the MBTA for re-printing the "Bikes on the T" regulations handout. Because the handout was out of print for years, the expanded hours of the program were not publicized and were often unknown to MBTA personnel. With a permit, bikes are allowed on rapid transit after 8:00 p.m. weekdays; before 8:30 a.m. Saturdays; and all day Sunday.

### Recognize the subway in that ad?

MBTA Communications is beginning to market its facilities—buses, trains, stations—to people who want real atmosphere for commercials, movies, and events. Seizing the opportunity to raise revenue, the MBTA anticipates the program netting over \$15,000 for the MBTA annually.

### Bioscience Line:

Call it the Bioscience Line, Circumferential Transit, or Crosstown Transit—it's the same transit "ring" proposed since the 1970s. Now Boston Mayor Flynn is pushing to link biotech centers in South Station, Ruggles, Longwood, Kendall, Lechmere, and Charlestown with a rail line. The MBTA, in the 1980s, began a study of crosstown transit to find ways to relieve downtown lines by making it easier to travel across suburbs without going through the already-congested downtown. The incomplete study results, however, focused not on rail solutions, but on combining bus routes.

### Bonanza Bus terminal:

A permanent solution for the Bonanza Bus Line's Back Bay station terminal is being considered by the MBTA. Because of complaints about traffic congestion and passenger safety, the MBTA is choosing design and engineering services to reconfigure the Clarendon Street plaza at the rear of Back Bay station for Bonanza buses in addition to the existing T-bus 39. The design team is expected to begin in mid-1992 and will seek community input.

### Press "1" for Commuter Rail...

The MBTA will soon introduce automated voice response system on its information line for Commuter Rail information. The "menu" approach to schedule and fare information is designed to improve efficiency. Bus and subway information will not be part of the voice response system.

### Scheme Z:

The Central Artery Bridge Design Review Committee recommended scrapping the Scheme Z Charles River crossing, but the chosen alternative does not include high occupancy vehicle (HOV) access to the North Station area. However, the Committee recommended several spin-off studies, including a regional plan to develop effective HOVs and a detailed feasibility study of a North Station to South Station rail connection under Congress Street.

### APT has a new office!

We're now at 95 Berkeley St. in Back Bay/South End in the former Morgan Memorial building which now houses non-profit organizations. We are close to Back Bay station on the Orange Line; Arlington on the Green Line; and the T-bus 9 from City Point stops directly in front. The office telephone number is 482-0282.

APT has an extensive collection of transit books, maps, schedules, journals, and newsletters from other transit-advocacy groups in the country. Everyone is welcome to use the library. Please call 482-0282 and stop by.

APT welcomes Anne McKinnon as editor of "mass. transit" and APT office manager. Charles Bahne, editor of Car-Free in Boston and APT's office manager for over five years, has decided to move on and devote more of his time to his writing and publishing interests. Charles is a consultant on historical matters and wrote and published The Complete Guide to Boston's Freedom Trail. Charles has been invaluable to APT as office manager and by producing "mass. transit," and with the research, writing, production, sales, and marketing of Car-Free in Boston. APT wishes him well in his new ventures.



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