Summary

Looked at the routes that touch campus.
Central Square doesn’t really serve campus, so excluded those.
Boston (daytime/winter) and Lincoln Lab shuttles treated as off-campus; the rest are basically intra-campus.
Summary: if MBTA services were slightly more tailored or promoted to MIT, ridership could increase significantly.

Line-by-Line

CT1: shows number of boardings at Mass Ave. Peak headway used to be 15 minutes, now 20.
1: used 77 Mass Ave stop, Memorial Drive, Albany (in one direction)
CT2: may overestimate, probably not all are MIT (took Vassar and one on each side)
70: a major route to Waltham/Watertown, serves a heavily transit-dependent corridor. Maybe extend closer to campus?
85: only hits T at Kendall, so hard to estimate MIT boardings
M2: those who use it at MIT probably have dual affiliation with Harvard. Stops running earlier than #1.
EZ Ride can legitimately be said to serve MIT.

Summary Bus Route Data: EZ Ride filled a gap in MBTA service, quickly attracted 1000 riders. Frequency is important!

Conclusions

CT1 and 1 (which cover a very similar route) aren’t well-coordinated at all. 20-25% of people on #1 board at Dudley – they should be better served.

Should MIT continue funding the Boston shuttle? (If those 150-200 students buy passes, MIT will spend as much on the subsidies as on the shuttle – around 40K / year.)

Harvard is looking to shift the route of the M2 shuttle to go through Allston instead, which would make it less useful for MIT. The change is a few years off, though.

Improving the CT2 frequency would be very helpful. The CT (crosstown) buses were intended as precursor to the Urban Ring, but the frequency is way too low.

70/70A, 64, 68 – could extend slightly to serve MIT better? Particularly 70/70A, which is easily extended and has high ridership already.

Maybe next week we can talk about what methodologies to use, etc.