



The MassINC Polling Group
Barr Foundation BRT Rider Intercept Survey
Survey of 736 weekday riders of the Silver Line and the 28 Bus
Field Dates: Aug 31-Sep 15, 2015

How frequently do you use the Silver Line / 28 Bus?

	Overall	Silver Line	28 Bus
Less than 1 day a week	5%	5%	5%
1-2 days a week	16%	14%	20%
3-4 days a week	28%	32%	23%
5 days a week or more	50%	49%	51%
Don't Know / Refused	<1%	0%	<1%

What types of trips do you use the Silver Line / 28 Bus for?

Multiple responses allowed. Figures add up to greater than 100 percent.

	Overall	Silver Line	28 Bus
Work	57%	59%	53%
School	24%	25%	23%
Church	14%	10%	19%
Medical appointments	38%	31%	46%
Shopping or errands	44%	41%	46%
Recreation, entertainment or social visits	34%	34%	33%
Other: _____	1%	<1%	1%

I would now like to show you some images of changes that could be made to the Silver Line / 28 Bus. These pictures are from other cities that have made these changes to their bus systems. A Boston version could end up looking very different. I will point out several of these changes in the pictures as I explain them. For each one, please tell me whether you think that change would make a major difference in your experience as a rider, a minor difference, or if it would make no difference.



		Major difference	Minor difference	No Difference	Don't Know / Refused
Passengers would wait in enclosed shelters for the bus.	Overall	69%	18%	13%	1%
	Silver Line	64%	20%	17%	0%
	28 Bus	76%	16%	7%	2%
The bus shelter would be raised up to same level as the bus doors, so passengers don't have to climb up stairs to get on. This makes boarding easier, especially for wheelchairs and baby strollers.	Overall	72%	21%	7%	1%
	Silver Line	71%	22%	7%	0%
	28 Bus	73%	19%	7%	1%
Passengers would pay in the bus shelter instead of on the bus, allowing faster boarding at each stop.	Overall	75%	19%	6%	1%
	Silver Line	71%	22%	7%	1%
	28 Bus	79%	14%	4%	2%



<i>Order rotated.</i>		Major difference	Minor difference	No Difference	Don't Know / Refused
	Overall	65%	23%	11%	<1%
The shelters would have schedules, maps and a countdown signs showing when the next bus would arrive.	Silver Line	54%	29%	17%	0%
	28 Bus	79%	16%	4%	1%
Passengers can board the bus at any door, making boarding faster.	Overall	74%	19%	6%	2%
<i>Added as needed:</i> Right now everyone needs to pay at the front of the bus. Paying in the shelter before the bus arrives means they can get on any door.	Silver Line	68%	22%	7%	3%
	28 Bus	81%	14%	4%	1%



		Major difference	Minor difference	No Difference	Don't Know / Refused
<i>Order rotated.</i>					
The bus would travel in its own lane for its entire route, and cars and trucks would not be allowed to use that lane.	Overall	77%	18%	5%	<1%
<i>Added as needed:</i> The Silver Line has its own lane for much of its route, but at either end it must share the lane with other cars. Also, cars often double park in the Silver Line lane now. All this causes delays.	Silver Line	74%	20%	5%	<1%
	28 Bus	80%	15%	4%	<1%
	Overall	72%	19%	6%	2%
Traffic signals would be programmed to turn green as the bus approaches the intersection, so the bus wouldn't have to slow down.	Silver Line	70%	20%	8%	3%
	28 Bus	76%	18%	5%	1%
	Overall	72%	19%	6%	3%
Buses would run more frequently than they currently do.	Silver Line	60%	28%	8%	4%
	28 Bus	89%	8%	3%	1%

In order to make these changes, the city would have to make some changes to the streets where the buses run. Please let me know how much of a concern each of the following changes would be: a major concern, a minor concern, or not a concern.

		Major Concern	Minor Concern	Not a Concern	Don't Know / Refused
<i>Order rotated.</i>					
Some parking spaces would have to be removed to give the bus its own lane for its entire route. <i>Added as needed:</i> The Silver Line has its own lane for much of its route, but at either end it must share the lane with other cars, which causes delays.	Overall	55%	31%	13%	1%
	Silver Line	58%	31%	10%	1%
	28 Bus	51%	31%	16%	2%
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In some places, cars and trucks would lose a travel lane to give the bus its own lane for the entire route. <i>Added as needed:</i> The Silver Line has its own lane for much of its route, but at either end it must share the lane with other cars, which causes delays.	Overall	52%	30%	15%	3%
	Silver Line	57%	25%	15%	3%
	28 Bus	46%	37%	15%	2%
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In some places, adding a bus lane and bus shelters could make the street wider and harder for pedestrians to cross.	Overall	54%	30%	13%	2%
	Silver Line	54%	27%	16%	3%
	28 Bus	55%	34%	11%	<1%
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Bus stops would be spread out more, meaning some current bus stops would be eliminated. <i>Added as needed:</i> Making fewer stops makes the overall trip faster.	Overall	51%	34%	13%	2%
	Silver Line	49%	32%	15%	4%
	28 Bus	53%	36%	11%	1%
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Because the bus will have priority at intersections, cars making right or left turns or waiting at cross streets would have to wait longer.	Overall	48%	35%	15%	3%
	Silver Line	51%	32%	13%	3%
	28 Bus	43%	38%	17%	3%
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Giving the bus its own lane could mean there will not be enough space for separate bike lanes. Bikes could have to ride with cars, or in the bus lane.	Overall	46%	33%	18%	3%
	Silver Line	47%	32%	18%	3%
	28 Bus	45%	35%	17%	2%

Based on the description we just went through and the images I showed, if the MBTA were to make all of these changes to the Silver Line, would it make a positive or negative difference in your quality of life, or would it make no difference? *Order of positive and negative rotated.*

	Overall	Silver Line	28 Bus
Positive difference	78%	81%	74%
Negative difference	10%	10%	10%
No difference	7%	7%	7%
Don't Know / Refused	5%	1%	9%

How much of a priority do you think making the kinds of changes we have been discussing should be, compared to other transportation projects?

	Overall	Silver Line	28 Bus
A top priority	39%	43%	33%
A major priority	37%	35%	38%
A minor priority	17%	16%	18%
Not a priority	6%	5%	8%
Don't Know / Refused	1%	<1%	3%

Some people would rather see the MBTA build a light rail, like the Green Line, instead of a bus system like we have been discussing. Others say that a bus system could deliver many of the benefits of a light rail and could be up and running sooner, because it is easier and less costly to build.

What do you think? Would you prefer a bus system like we have been discussing OR a light rail system? *Order of bus system and light rail rotated.*

	Overall	Silver Line	28 Bus
Bus system	66%	74%	56%
Light rail system	11%	12%	10%
Both (not read)	13%	10%	17%
Neither (not read)	4%	<1%	8%
Don't Know / Refused	6%	3%	9%

Do you have a private automobile (including light trucks) available for your use?

	Overall	Silver Line	28 Bus
Yes, always	21%	24%	18%
Sometimes (shared with household members)	19%	16%	24%
Never	58%	59%	55%
Don't Know / Refused	1%	1%	2%

DEMOGRAPHICS

Gender

Male	43%
Female	56%

Age

18 to 34	21%
35 to 44	20%
45 to 64	38%
65 or over	17%
Don't Know / Refused	4%

Race/Ethnicity

Black non-Hispanic	57%
White non-Hispanic	15%
Hispanic	17%
Other / Mixed	11%

Education

High school or less	49%
Some college, less than Bachelor's degree	35%
Bachelor's degree or higher	14%
Prefer not to say	1%

About the Survey

These results are based on a survey of 736 weekday riders of the Silver Line 4 and 5 between Dudley Station and Downtown Boston and the 28 bus running between Dudley Station and Mattapan Station. The project was conducted by The MassINC Polling Group. The sample comprises 312 Silver Line riders and 424 riders of the 28 bus. An identical questionnaire was conducted on both routes via face-to-face interviews with riders as they waited for the bus at Dudley Station and at other stops along each line. Survey points were selected with probability proportional to size, based on ridership data provided by the MBTA. Silver Line interviews were conducted by Cunningham Test America for The MassINC Polling Group. Interviews along the 28 bus were conducted by community members from Roxbury and Mattapan organized and supervised by Nuestra Comunidad. The data were weighted to reflect known demographics for riders of each route and the weekday ridership of each route relative to the other. The margin of sampling error for this study is 5 percentage points at the 95 percent level of confidence, including a design effect of 1.39. This report was made possible thanks to support from the Barr Foundation.