

The Commonwealth of Massachusetts

HOUSE OF REPRESENTATIVES
STATE HOUSE, BOSTON 02133-1054

JOSH S. CUTLER
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Committees:
Community Development and
Small Business
Consumer Protection and
Professional Licensure
Election Laws
Post Audit and Oversight

Mr. Frank DePaola
Interim General Manager
MBTA
10 Park Plaza, Suite 3910
Boston, MA 02116

RE: South Shore Weekend Commuter Rail Service

Dear Mr. DePaola,

I'm writing to follow up on my letter earlier this year (attached) to your predecessor regarding weekend service on the Kingston and Greenbush lines. We remain grateful that the MBTA has restored our weekend service, however I am deeply concerned by the apparent lack of follow-up to actually make the service a success.

In short I am not aware of any concentrated effort made by the MBTA to publicize weekend service, nor take advantage of the generous offers made by local media outlets to offer free promotional spots to encourage weekend ridership. There still isn't even an updated schedule at my local commuter rail station! If not for the individual efforts of a retired MBTA employee from my district I doubt anyone would even be aware that weekend service was restored to this region.

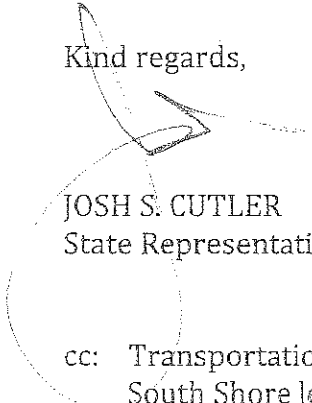
As the new general manager I hope that you can help us to turn this situation around and make this service a success. To that end I make the following requests:

- Assign appropriate staff to work with our delegation to quickly develop a public relations campaign and reach out to local media outlets and other stakeholders. This should include a capstone event and "grand re-opening" to draw attention and drive ridership.
- Ensure that all rail stations in the service area have updated scheduling information and add signage promoting weekend service.

- Fix the Plymouth-Kingston scheduling problem so that commuters do not need to backtrack and add 30 plus minutes to their travel time.
- Push back the final Saturday evening train so that weekend commuters can use the service to go out in Boston without having to leave before the end of the game or concert, etc.
- Review weekend parking policies and allow for off-peak pricing. Parking rates at some stations are increased during peak hours, so it follows that they could be lowered during off-peak times to incentivize ridership.
- Longer term, review reimplementaion of "family fare" pricing and other market driven pricing systems to bolster ridership.

Without such changes I am concerned that we are simply setting this up to fail. Thank you for your time and attention to this matter. I stand ready to assist in these efforts in whatever capacity is most helpful to you.

Kind regards,



JOSH S. CUTLER
State Representative

cc: Transportation Secretary Stephanie Pollack
South Shore legislative delegation
Representative William M. Straus, Chairman Joint Committee on Transportation
Mr. Richard Prone