

FOCUS40 PUBLIC ENGAGEMENT

Focus40 aimed to gather feedback from a broad range of stakeholders across the MBTA service area to help develop a vision for how the MBTA can meet the needs of the region in 2040. To ensure that the process incorporated diverse viewpoints and values, particularly those of bus riders and low-income populations, who are often underrepresented in public processes, Focus40 created a multifaceted engagement strategy. The Focus40 Street Team spent 100 hours talking directly to customers at stops and stations throughout the system to collect ideas for the MBTA's long-range plan, ultimately reaching more than 1,500 individuals. The Focus40 project team also spent more than 50 hours discussing the future of the T with a broad range of stakeholders, including municipal leaders, the business community, and community development groups.

WE ASKED THE QUESTION: WHAT IS A CHALLENGE THE MBTA NEEDS TO ADDRESS IN THE FUTURE?

2



public events

80+



organizations engaged

3



stakeholder workshops

200+



online submissions

100

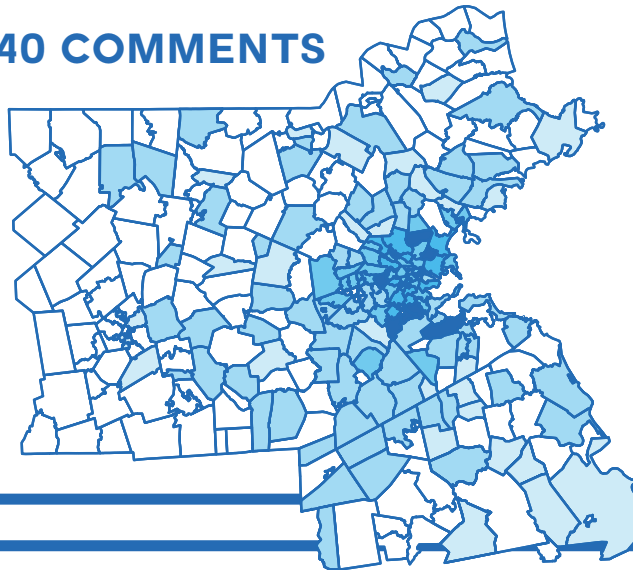
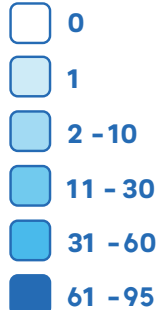


street team hours

WE COLLECTED IDEAS FROM MORE THAN 2,000 PEOPLE

FOCUS40 COMMENTS

RESPONSES



STREET TEAM HOURS

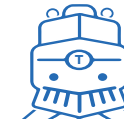
THE FOCUS40 STREET TEAM OUTREACH WAS DESIGNED TO CORRESPOND WITH OVERALL MBTA RIDERSHIP BY MODE.



60 HOURS AT RAPID TRANSIT STATIONS



30 HOURS AT BUS STATIONS



10 HOURS AT COMMUTER RAIL STATIONS

OVER 3,000 IDEAS COLLECTED!