

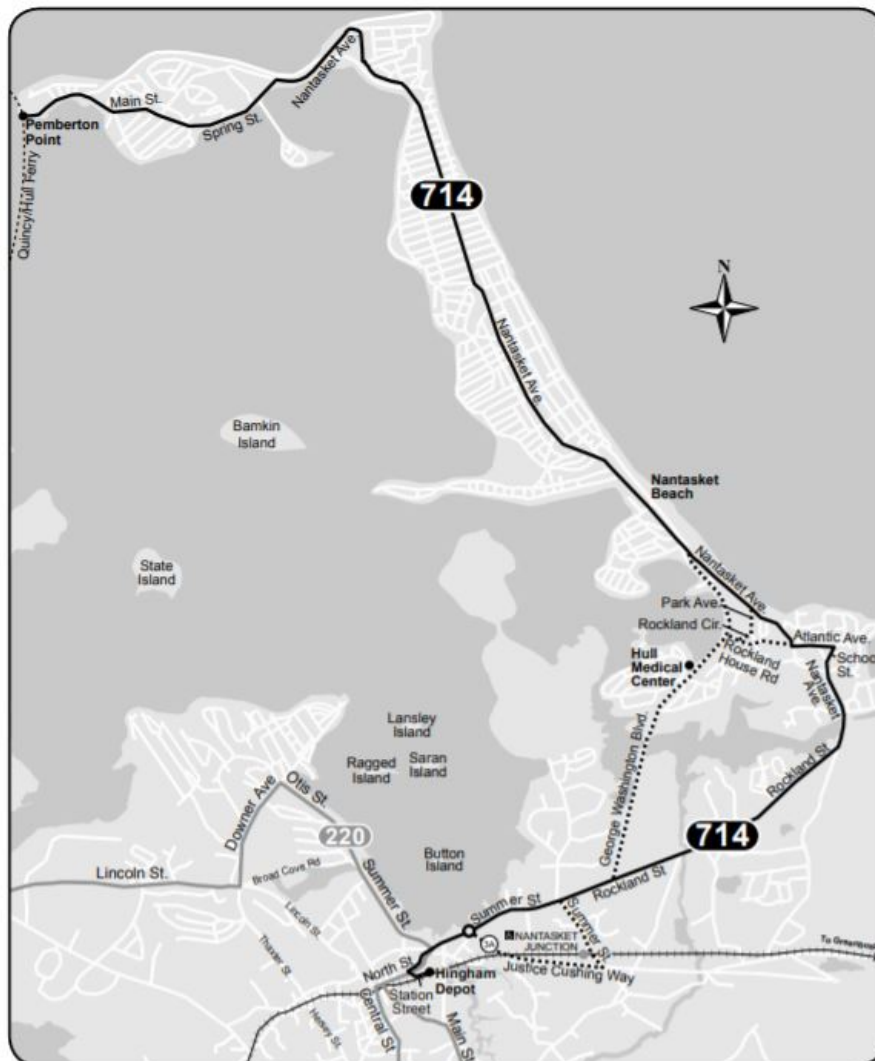
# Route 714

## Pemberton Point – Hull Hingham Depot

### Route Overview

Route 714 is a contracted, local route that operates between Pemberton Point and the Hingham Depot (see Figure 1). Between these two termini, the route provides access to Nantasket Beach and Hull Medical Center. At Pemberton Point, a transfer to the Quincy/Hull Ferry is available. Note that all data reported in this profile, while being the most recent data available, is from 2015.

Figure 1 | Route 714 Service Map



## Network Importance

[Data not available]

## Service Overview

### Schedule

Route 714 operates between 5:27 AM and 9:59 PM on weekdays with the following frequencies (see Table 1):

- Before 7:00 AM, every 55 to 60 minutes, but mostly every 58 minutes.
- Every 55 to 65 minutes during the AM peak period, but mostly every 60 minutes.
- Every 55 to 120 minutes between 9:00 AM and 1:30 PM, but mostly every 80 minutes.
- Every 60 to 125 minutes between 1:30 PM and 4:00 PM, but mostly every 65 minutes.
- Every 50 to 75 minutes during the PM Peak period, but mostly every 60 minutes.
- Every 50 to 63 minutes after 6:30 PM, but mostly every 55 minutes.

Route 714 operates between 9:35 AM and 6:55 PM on Saturdays with an all-day average frequency of one bus every 60 minutes. The route also operates on Sundays; however, no data is available.

Table 1 | Schedule Statistics

SERVICE DAY	SPAN OF SERVICE	FREQUENCY (RANGE)	FREQUENCY (AVERAGE)	DAILY TRIPS (INBOUND/OUTBOUND)
<b>Monday-Friday</b>	<b>5:27 AM to 9:59 PM</b>			<b>14/14</b>
Sunrise	5:27 AM to 5:59 AM	1 trip	-	0/1
Early AM	6:00 AM to 6:59 AM	55 - 60	58	2/1
AM Peak	7:00 AM to 8:59 AM	55 - 65	60	2/2
Midday Base	9:00 AM to 1:29 PM	55 - 120	80	3/3
Midday School	1:30 PM to 3:59 PM	60 - 125	65	2/3
PM Peak	4:00 PM to 6:29 PM	50 - 75	60	3/2
Evening	6:30 PM to 9:59 PM	50 - 63	55	2/2
Late Evening	-	-	-	-
Night	-	-	-	-
<b>Saturday</b>	<b>9:35 AM to 6:55 PM</b>	<b>55 - 120</b>	<b>60</b>	<b>9/9</b>
<b>Sunday</b>	-	-	-	-

Note: Span of service reflects the time the first bus begins service until the time the last bus finishes service.

Route 714 meets the MBTA’s Span of Service Standards for weekday, local service. It fails to meet the Span of Service Standards for Saturdays, however, which call for operation between 8:00 AM and 6:30 PM. Conversely, Route 714 meets the Frequency Standards for Saturdays, yet fails to meet the Frequency Standards for weekdays, which require 30-minute headways during peak periods and hourly headways during all other periods. Since this document was developed, Sunday service has been added to the route.

### Service Patterns

Route 714 runs a primary pattern between Pemberton Point and Station Street in Hingham. This pattern accounts for 100% of Saturday service. Weekday service features three addition patterns (see Table 2):

- Pattern 714.2 provides direct service between Nantasket Junction and Station Street.
- Pattern 714.3 serves Hull Medical Center via Park Avenue, Rockland Circle, Washington Boulevard, and Rockland House Road before rejoin the primary alignment.
- Pattern 714.4 runs a shorter alignment that travels along George Washington Boulevard between Nantasket Avenue and Rockland Street cutting the corner of Atlantic Avenue and School Street near Hull Town Hall.

Table 2 | Service Patterns

PATTERN	ORIGIN	DESTINATION	UNIQUE FEATURE	TRIPS per WKD	TRIPS per SAT	TRIPS per SUN
<b>INBOUND</b>				<b>14</b>	<b>9</b>	<b>-</b>
714	Pemberton Point	Station Street	Travels via Atlantic Avenue	3	9	-
714.2	Pemberton Point	Station Street	Service Nantasket Junction	3	-	-
714.3	Pemberton Point	Station Street	Via Hull Medical Center	6	-	-
714.4	Pemberton Point	Station Street	Service along Washington Boulevard	2	-	-
<b>OUTBOUND</b>				<b>14</b>	<b>9</b>	<b>-</b>
714	Station Street	Pemberton Point	Travels via Atlantic Avenue	3	9	-
714.2	Station Street	Pemberton Point	Service Nantasket Junction	3	-	-
714.3	Station Street	Pemberton Point	Via Hull Medical Center	5	-	-
714.4	Station Street	Pemberton Point	Service along Washington Boulevard	3	-	-

## Ridership

Routes 714 carries 270 riders per weekday and 100 riders on Saturdays.

### Ridership by Stop

Most stops along Route 714 are flag stops. This contributes to the extremely low number of combined boardings and alightings per stop along the route.

Inbound weekday ridership by stop patterns are as follows:

- Pemberton point, the first stop, features nine boardings and zero alightings
- The 12 stops along Main Street see 10 total boardings and zero alightings
- The three stops along Spring Street see two total boardings and zero alightings
- The 56 stops along Nantasket Avenue see a total of 76 boardings and 26 alightings
- After Nantasket Avenue, no stop features any boardings or alightings except Rockland House Road (one boarding) and Atlantic Avenue (four alightings)

Outbound ridership patterns are as follows:

- North Street at Station Street hosts 64 boardings and zero alightings
- The next 24 stops between North Street at Station Street and School Street host a total of zero boardings a four alightings
- The 31 stops between School Street and Nantasket Avenue host a total of 17 boardings and 25 alightings
- The final 45 stops along Nantasket Avenue host a total of 14 boardings and 50 alightings

Saturday ridership by stop patterns mirror weekdays in either direction, albeit with lower volumes.

### Ridership by Trip

Inbound weekday ridership ranges between five and ten riders on all trips; except for the 7:00 AM trip, which carries 15 riders (see Figure 2). Outbound weekday ridership features slightly more variation by time period. Between 5:30 AM and 9:00 AM, each trip carries about five riders. Between 9:30 AM and 4:00 PM, trips carry five to 11 riders each. Between 4:30 PM and 8:00 PM, trips carry 8 to 12 riders each.

Saturday inbound ridership is highest on the 10:00 AM and 3:00 PM trips each carrying 11 riders. All other trips carry about five riders each (see Figure 4). Outbound ridership is highest on the 2:45 PM trip carrying 11 riders. All other trips carry about five riders per trip (see Figure 5).

Figure 2 | Weekday Ridership by Trip: Inbound

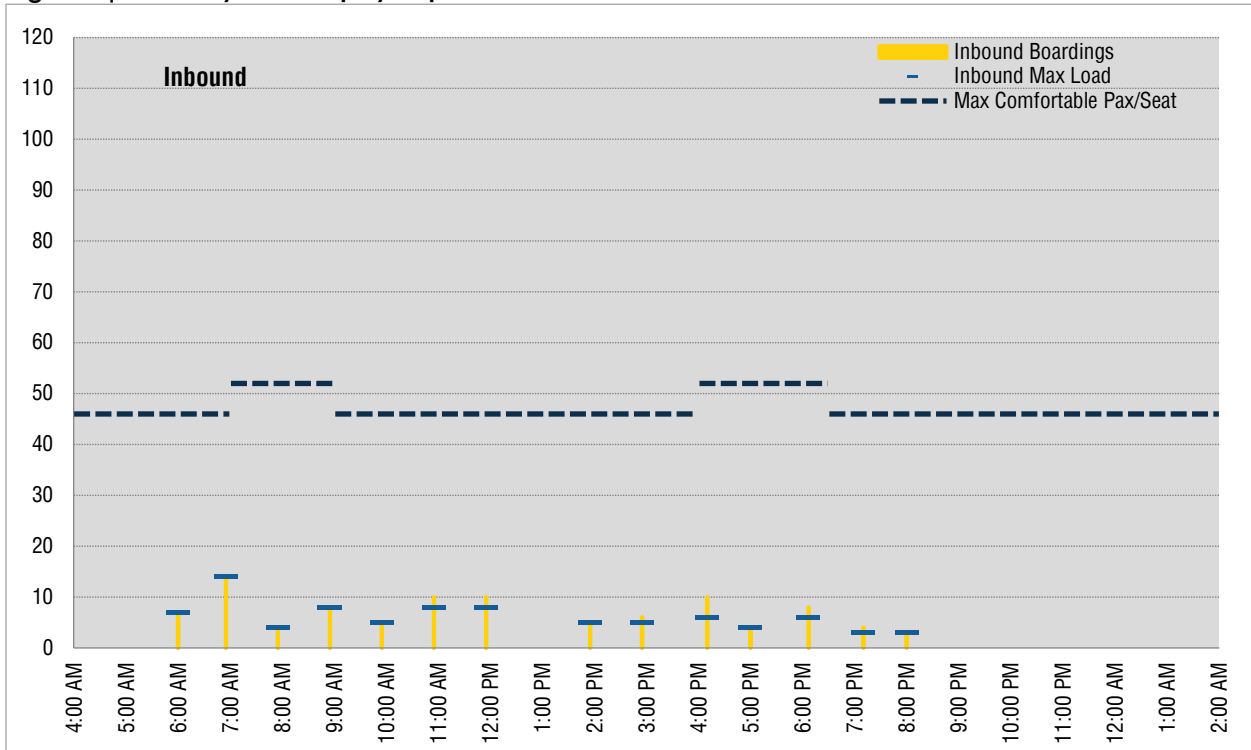


Figure 3 | Weekday Ridership by Trip: Outbound

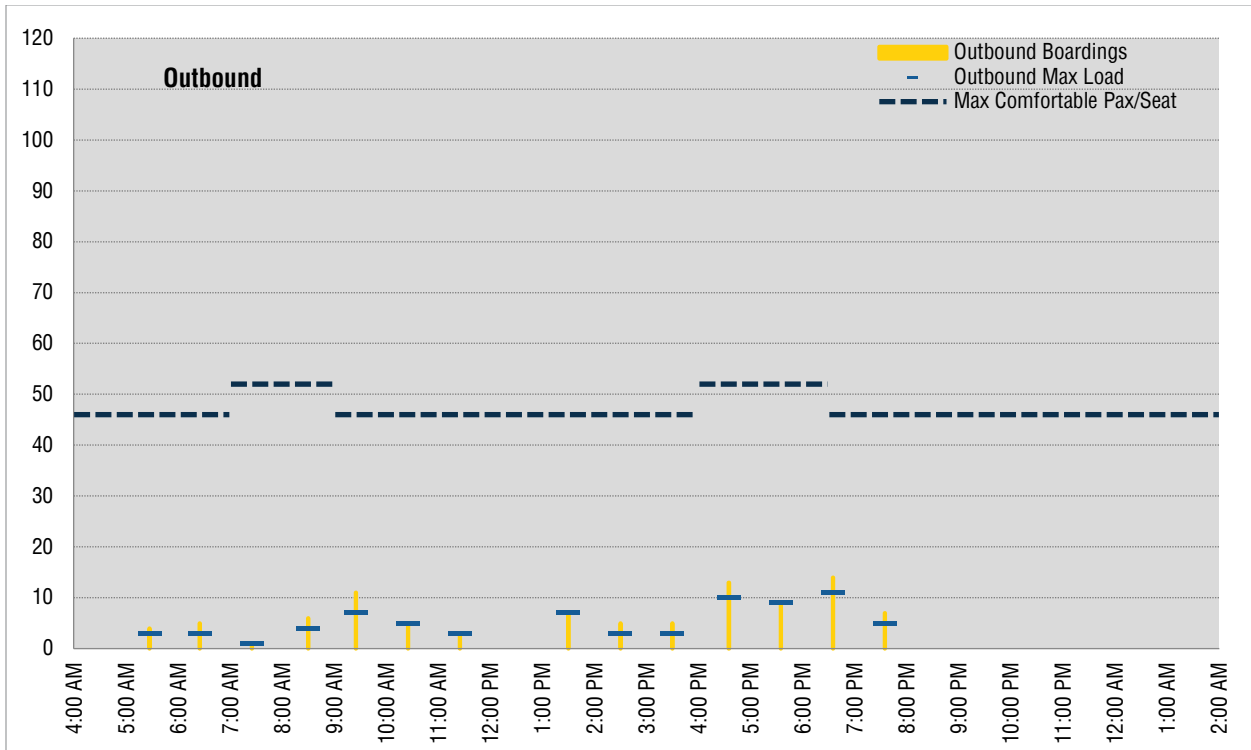


Figure 4 | Saturday Ridership by Trip: Inbound

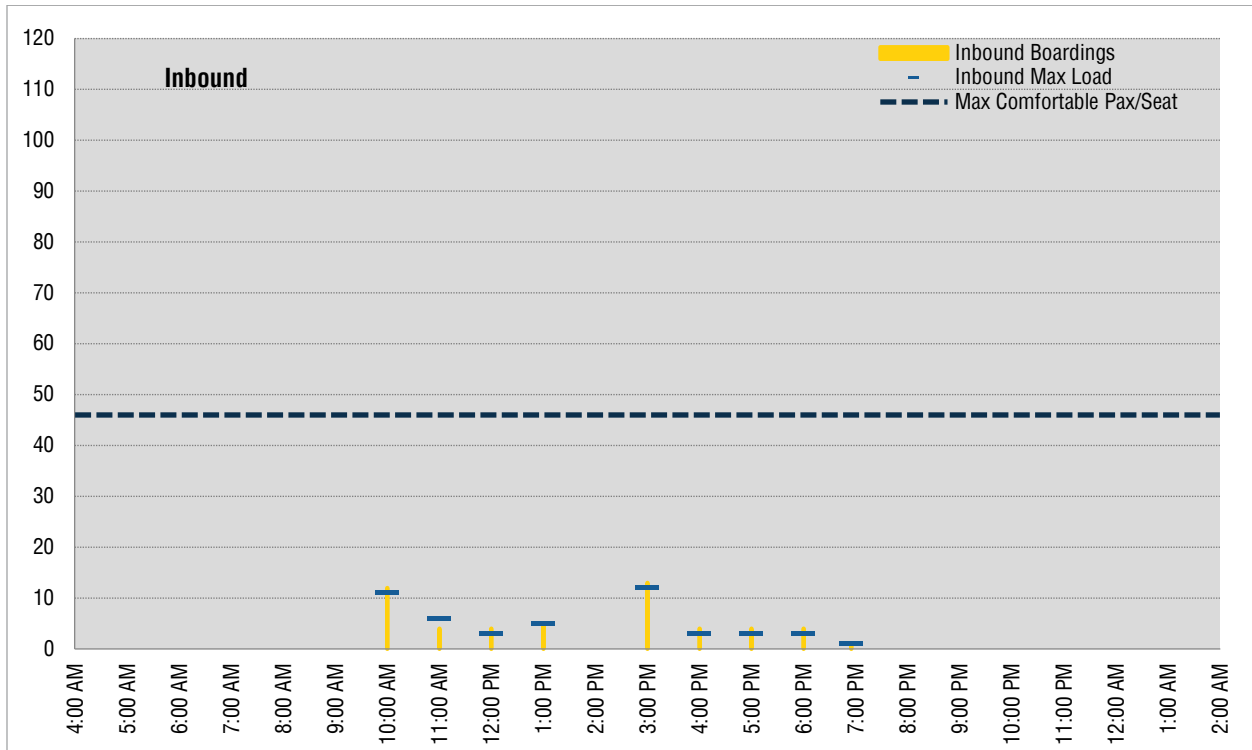
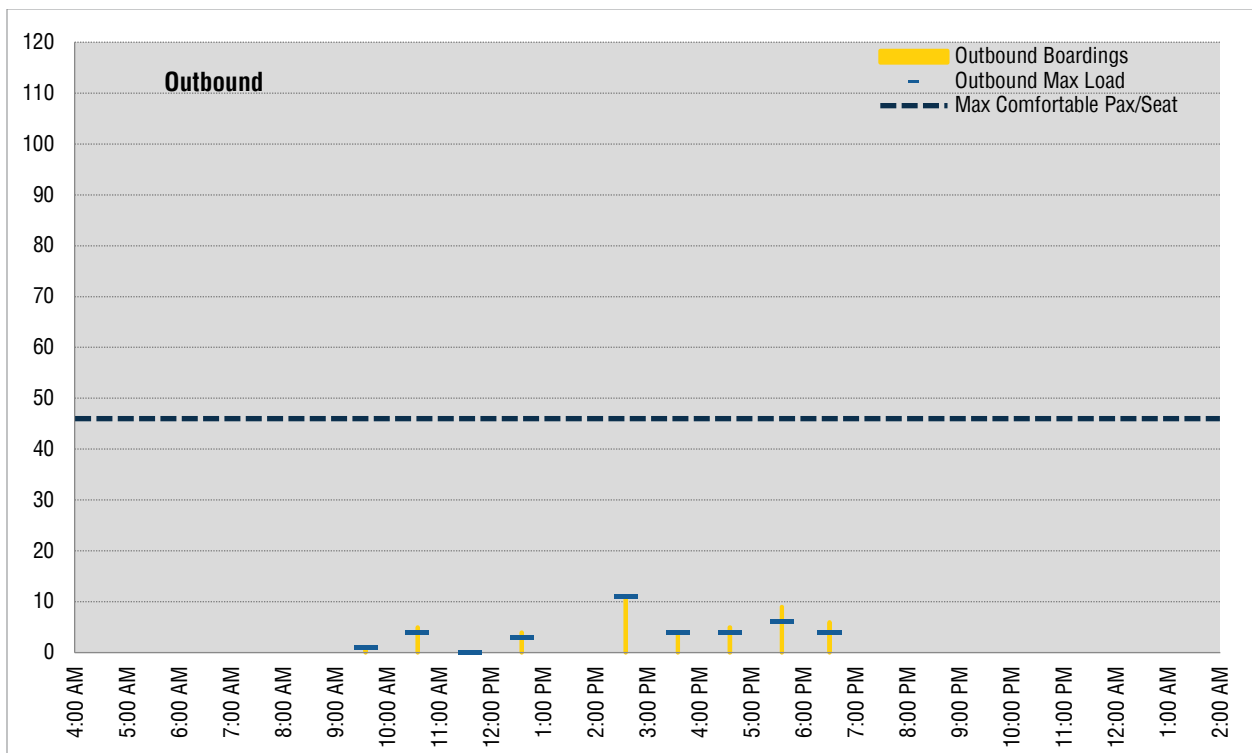


Figure 5 | Saturday Ridership by Trip: Outbound



## Passenger Comfort

The MBTA desires that passengers travel in relatively comfortable conditions. At the same time, the MBTA’s definition of comfort reflects the very high volume environment in which the MBTA operates, and that some passengers may have to stand for a portion of their trip. More specifically, at least 92% of passengers’ travel times should be in comfortable conditions, and ideally, at least 96% of travel times should be in comfortable conditions. Comfortable conditions are considered to be 140% or less of seated capacity during high volume periods and 125% or less during other periods.

On Route 714, 100% of passenger minutes are in comfortable conditions, which is above both the minimum standard of 92% and the MBTA target of 96% (see Table 3).

Table 3 | Passenger Time Spent Traveling in Comfortable Conditions

	WEEKDAYS	SATURDAYS	SUNDAYS
<b>Minimum Standard</b>	92%	92%	92%
<b>Target</b>	96%	96%	96%
<b>Actual</b>	100%	100%	-

## Reliability and Speed

### Reliability

[Data not available]

### Stop Spacing

Fixed stops range in distance apart from 600 feet to 4500 feet. In Hull, stop spacing falls within the upper end of this range averaging one stop every 3000 feet – 1.8 stops per mile. In Hingham, spacing falls at the lower end of the range averaging one stop every 1100 feet – 4.8 stops per mile. This spacing falls within the recommended four to five stops for suburban areas. Though 1.8 stops per mile in Hull seems low, the allowance of flag stops mitigates the potential issue of too few stops per mile.

## Summary

Route 714 is a local, contracted route that runs between Pemberton Point in Hull, MA to Hingham Depot in Hingham, MA. The route provides access to Hull Town Hall, Hull Medical Center, Nantasket Beach, and ferry docking points. The route operates seven days a week at relatively infrequent headways, and allows for flag stops.