Route 28X Enhancements Project Outreach

Massachusetts Department of Transportation



The Route 28X Enhancements project for the Massachusetts Executive Office of Transportation (EOT) represented a fast-track effort to program funds from the American Reinvestment and Recovery Act (ARRA) to improve transit services in on one of Boston's highest ridership bus routes.

The project's effort included newsletters, the development of collateral materials in three languages, door-to-door outreach, distribution of meeting flyers on buses, and media relations.

