

128 Business Council

THE GRID'S MOMENTUM: DRIVING GROWTH BEYOND 2024

📍 Waltham, MA

On the road now for 35 years, The Grid is 128 Business Council's system of **10** shuttle routes, currently serving **34** member companies and **2** member municipalities. While these routes are primarily funded through private-sector memberships, nine of their ten routes are open to the public. Going into 2025, The Grid is poised to further connect communities and support economic development in the region, with 2024 marking a particularly strong year for both stabilization and new ridership growth.

Their current members include real estate developers, property managers, and companies in the healthcare, biopharmaceutical, biotechnology, software, robotics, travel, hospitality, and entertainment sectors. In 2024, they strengthened their relationships with these companies by hosting numerous on-site events and upholding the strong multichannel communication and digital wayfinding key to their rider experience.

However, the most significant driver of 2024 ridership growth was undoubtedly their dedication to delivering the highest quality, highest frequency shuttle service possible. As of late 2024, The Grid's unified fleet of ADA-accessible vehicles fans out across Greater Boston's Route 128 West Corridor to reach 53 different stops. Totaling across all these routes and stops, riders can choose between **98** daily departure options. *At their largest transit hub, Alewife Station, they manage more rush-hour bus departures than the MBTA.*

Balancing the needs of their many members, stops, and routes requires continuous logistical finesse, but the effort is undeniably effective: In October 2024 alone, The Grid provided **14,375 rides**, which represents a 19% increase over October 2023, a 61% increase over October 2022, and a 137% increase over October 2021. *On most routes, they currently carry more riders per revenue service hour than they carried in 2019.* Our 12-month total (November 2023-October 2024) is **143,230 rides**, and they intend to drive toward higher numbers in 2025!



IMPACT IN NUMBERS



143,230 rides in 2024



**As of October 2024*

19% increase from October 2023

61% increase from October 2022

137% increase from October 2021

