



Transit Choices

December 8, 2016



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Agenda

1. Network Redesign Status
2. Public Hearings & Bus Stops
3. Public Education Plan
4. Capital Projects Update



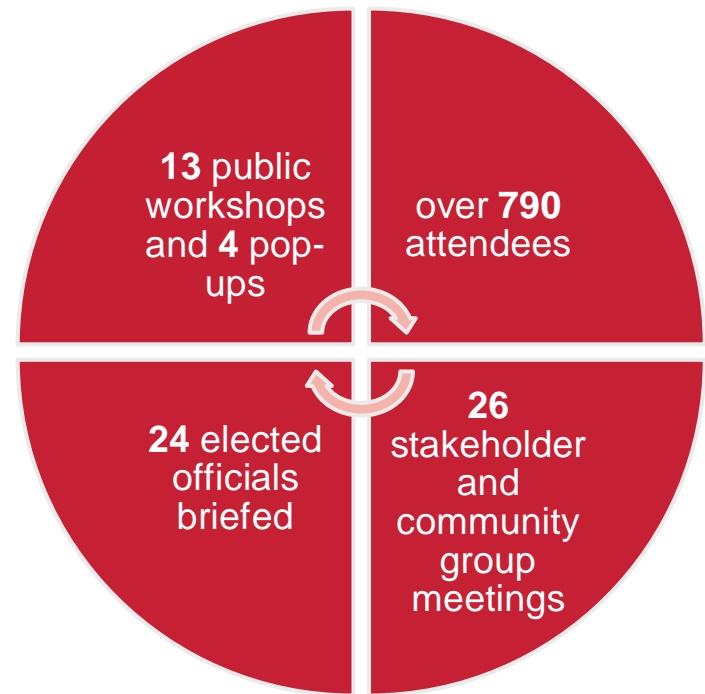
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1st Draft Winter Outreach

October 2015 – February 2016

- BaltimoreLink was announced on October 22, 2015
- BaltimoreLink Outreach built upon the effort accomplished as part of the 2013 Baltimore Network Improvement Project (BNIP)
- MTA gathered 1,283 comments from 67 key events
- 56 of the 65 first draft routes as a direct response to public feedback



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2nd Draft Summer Outreach

July – September 2016

- Released Draft Two on July 5, 2016
- Hosted 103 events and collected comments through September 30th
 - 20 public workshops
 - 15 community meetings
 - 27 meetings with key stakeholders
 - 21 briefings for elected officials
 - 14 events in Baltimore City Public Schools
 - 3 pop-up events
 - 3 festivals
- Collected over 1,000 comments



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3rd Draft Public Hearings

- Incorporated comments from summer outreach
- Released Draft Three on December 5, 2016
- 30 Day Notice of Public Hearings
 - Press Release
 - Public Hearing Proposal
 - Available on BaltimoreLink.com
 - Posted in lobby of William Donald Schaefer Tower
 - Audio Announcements on Bus, Metro, and Light Rail
 - Cards on Buses
 - Ads in Baltimore Sun
 - Website also contains interactive maps, route comparison maps, trip planner, and accessible route sheets
- Summer Outreach Report will be released mid-December

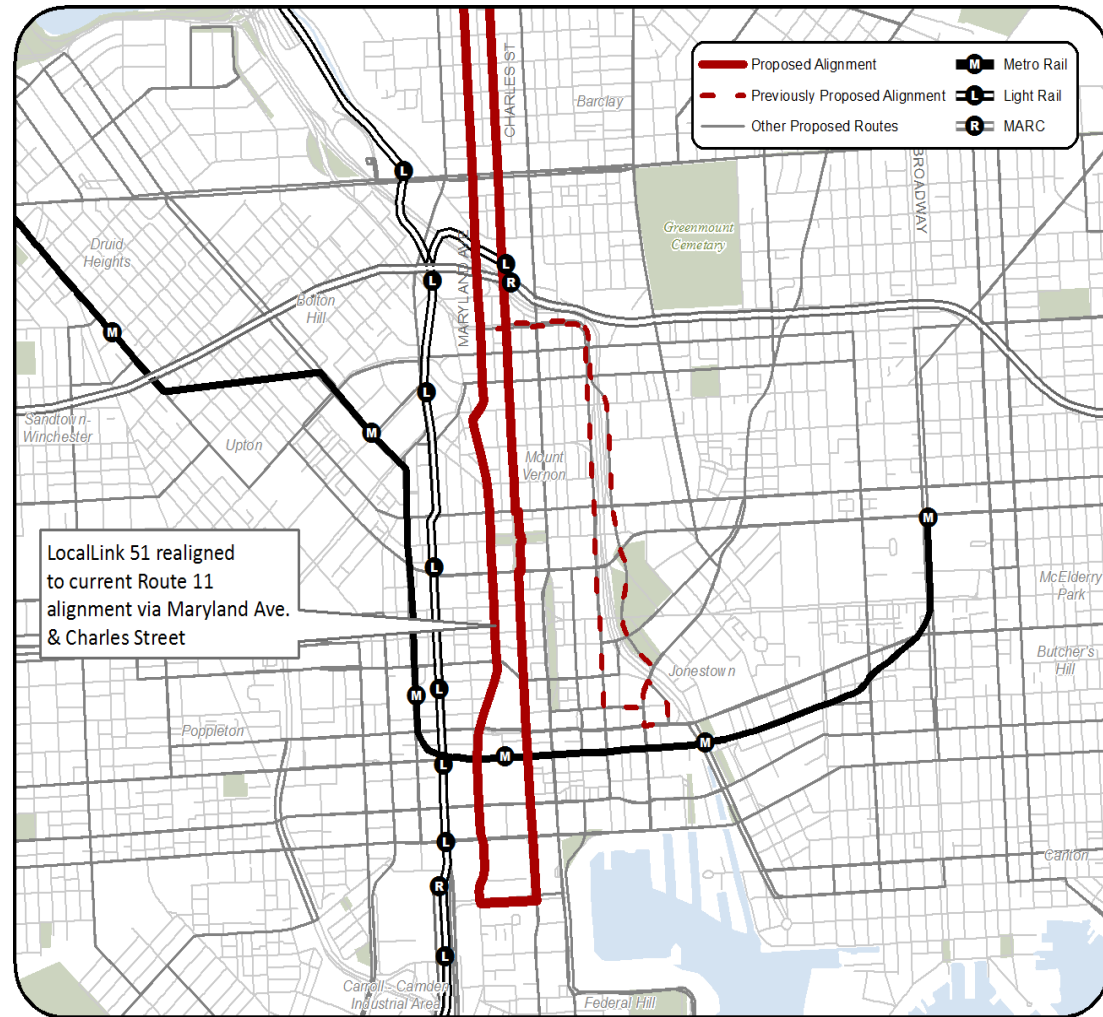


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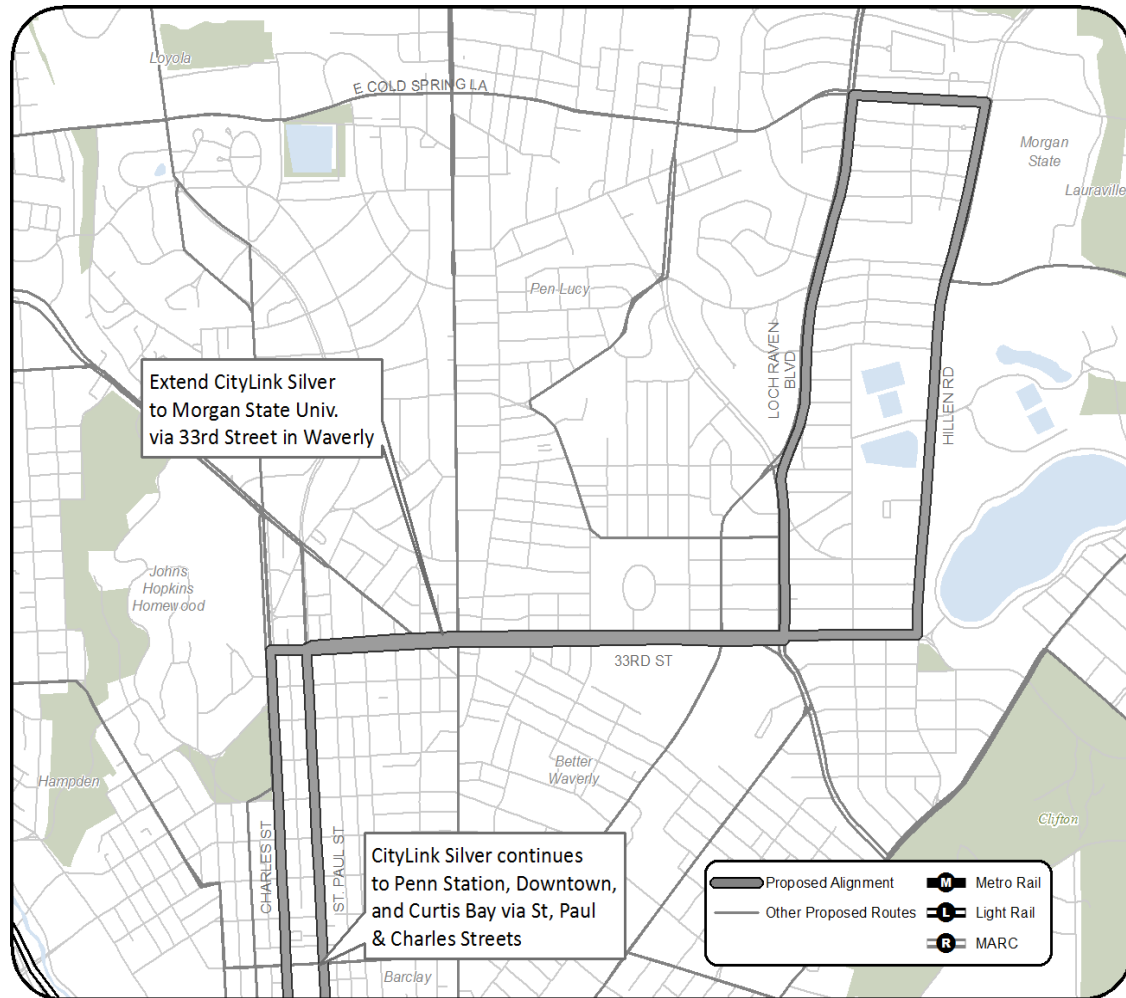
Significant Changes – LocalLink 51

- Concern over LocalLink 51 using Mount Royal/Guilford Fallsway to City Hall
- Updated alignment will follow current No. 11 down Maryland Ave and Charles Street



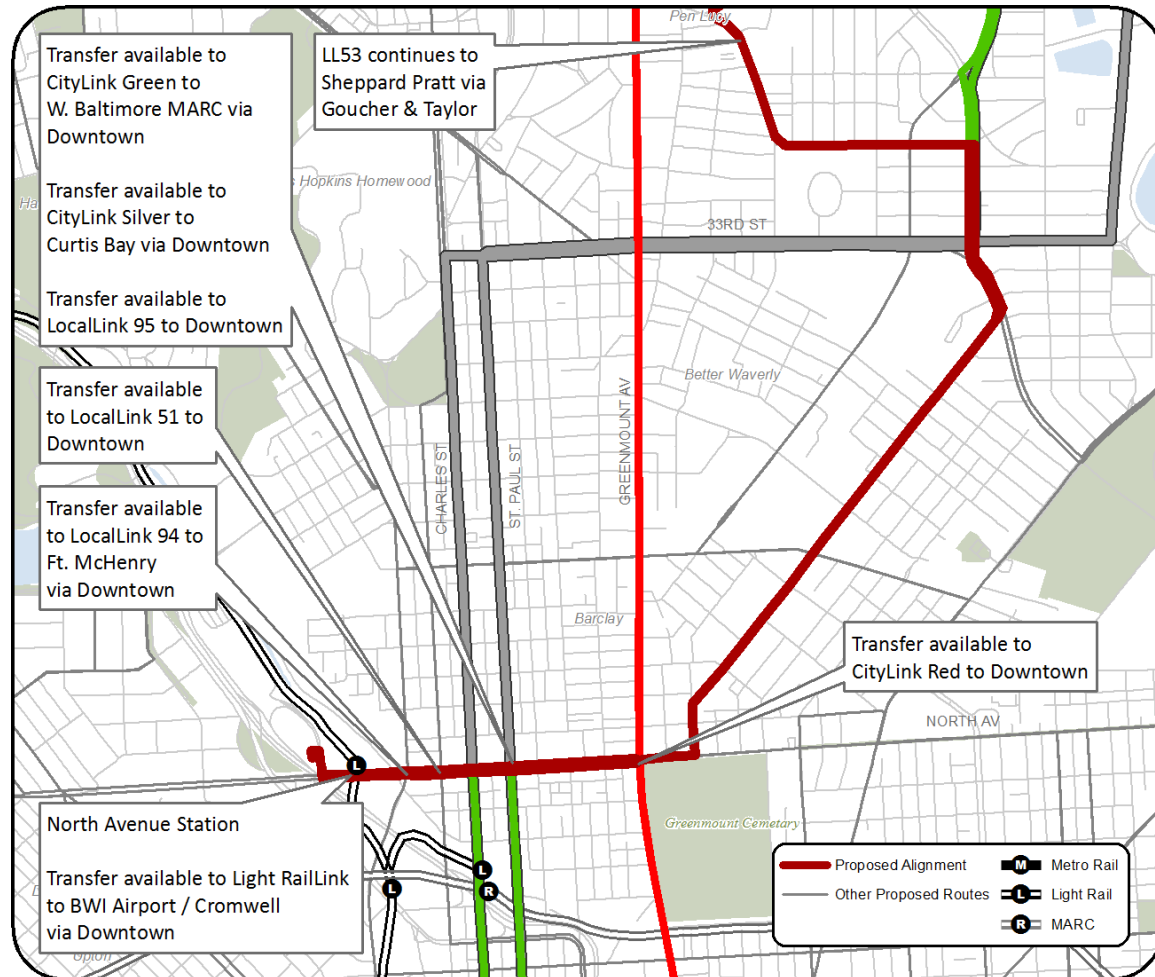
Significant Changes – CityLink Silver

- Concern over lack of one seat ride from 33rd Street to Downtown
- CityLink Silver will extend on 33rd Street and serve Morgan State University



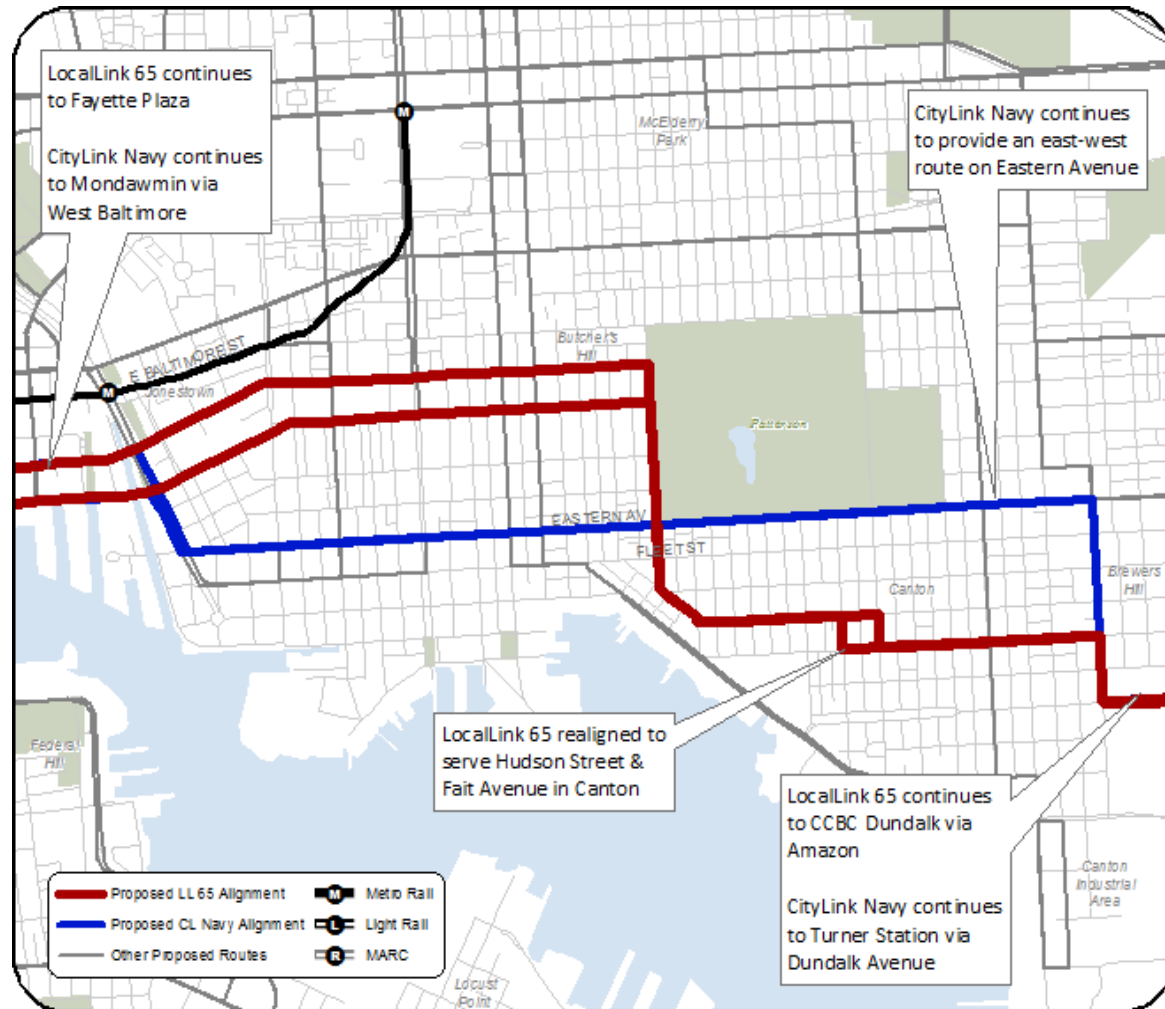
Significant Changes – LocalLink 53

- Concern over lack of service on The Alameda
- LocalLink 53 will serve the corridor and terminate at North Avenue Light Rail Station



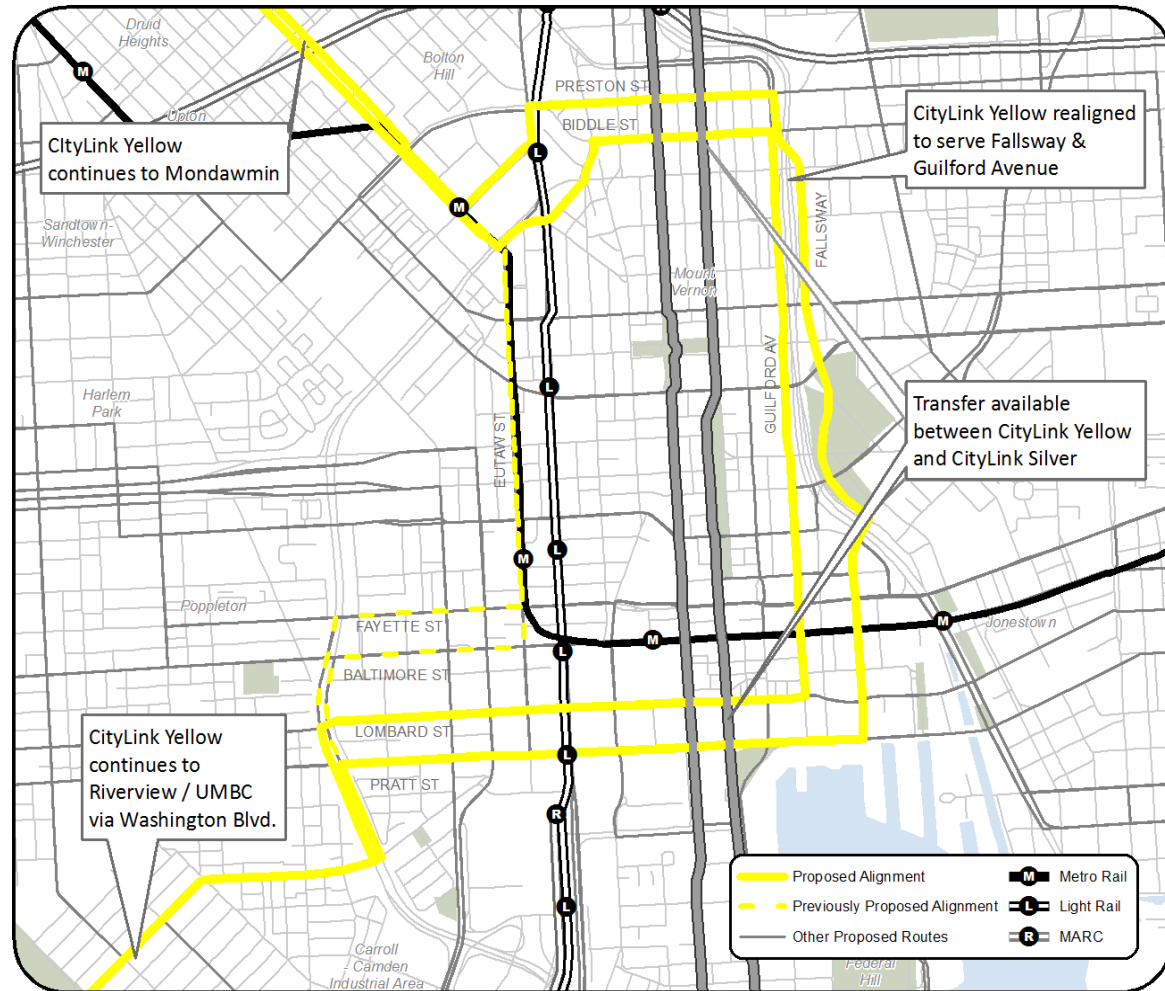
Significant Changes – LocalLink 65

- Concern over lack of one seat ride between Canton and Downtown
- LocalLink 65 will serve Hudson Street, Fait Avenue, and Patterson Park Avenue to Downtown



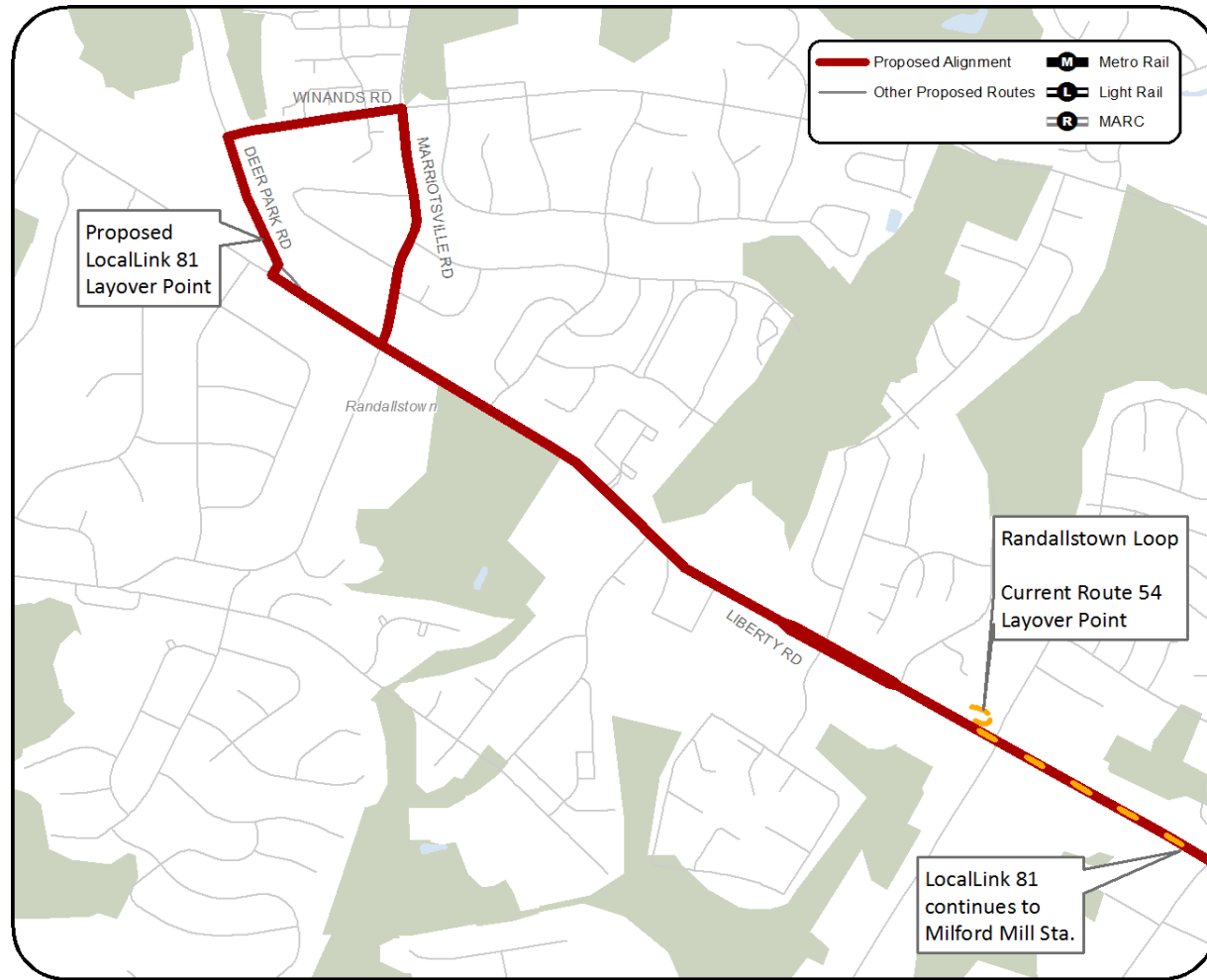
Significant Changes – CityLink Yellow

- Concern over Washington Blvd connection to the east
- CityLink Yellow will serve Guilford/Falls way



Significant Changes – LocalLink 81

- Concern over extending service to Deer Park Plaza in Randallstown
- LocalLink 81 will serve Deer Park Road



Public Hearings and Bus Stops

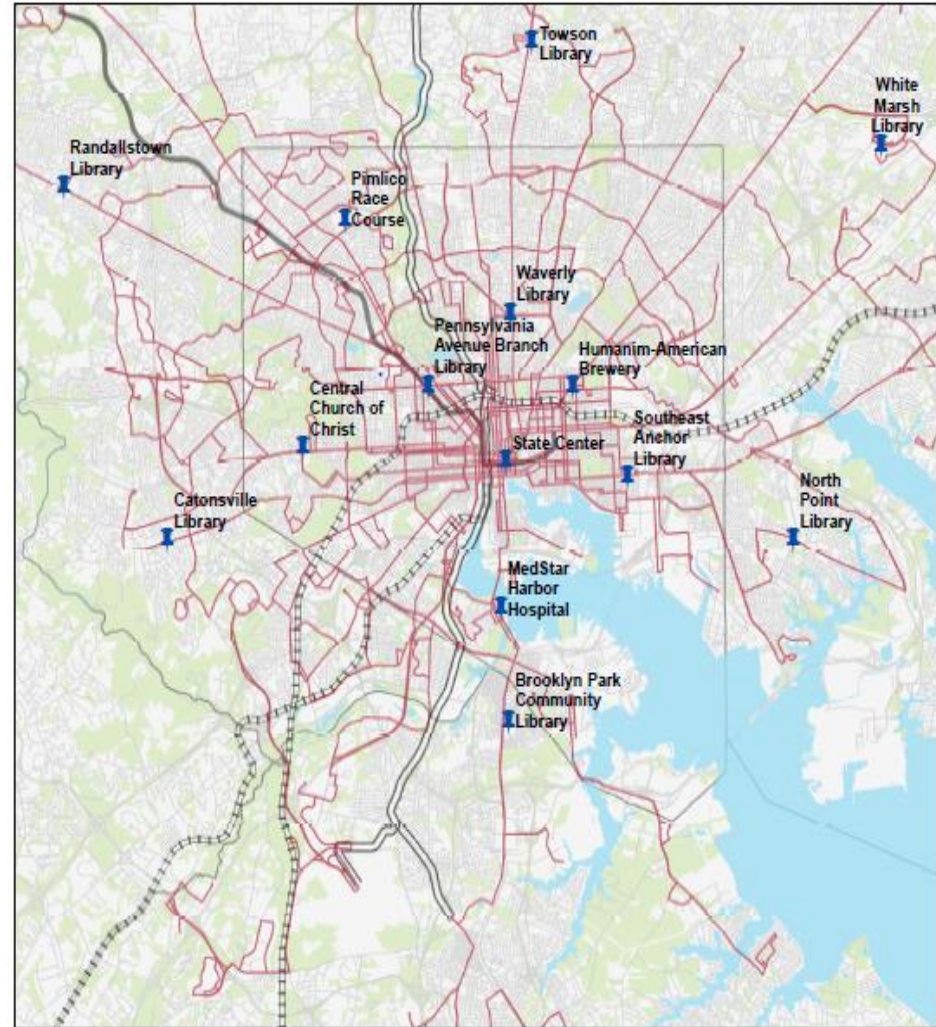


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Public Hearings

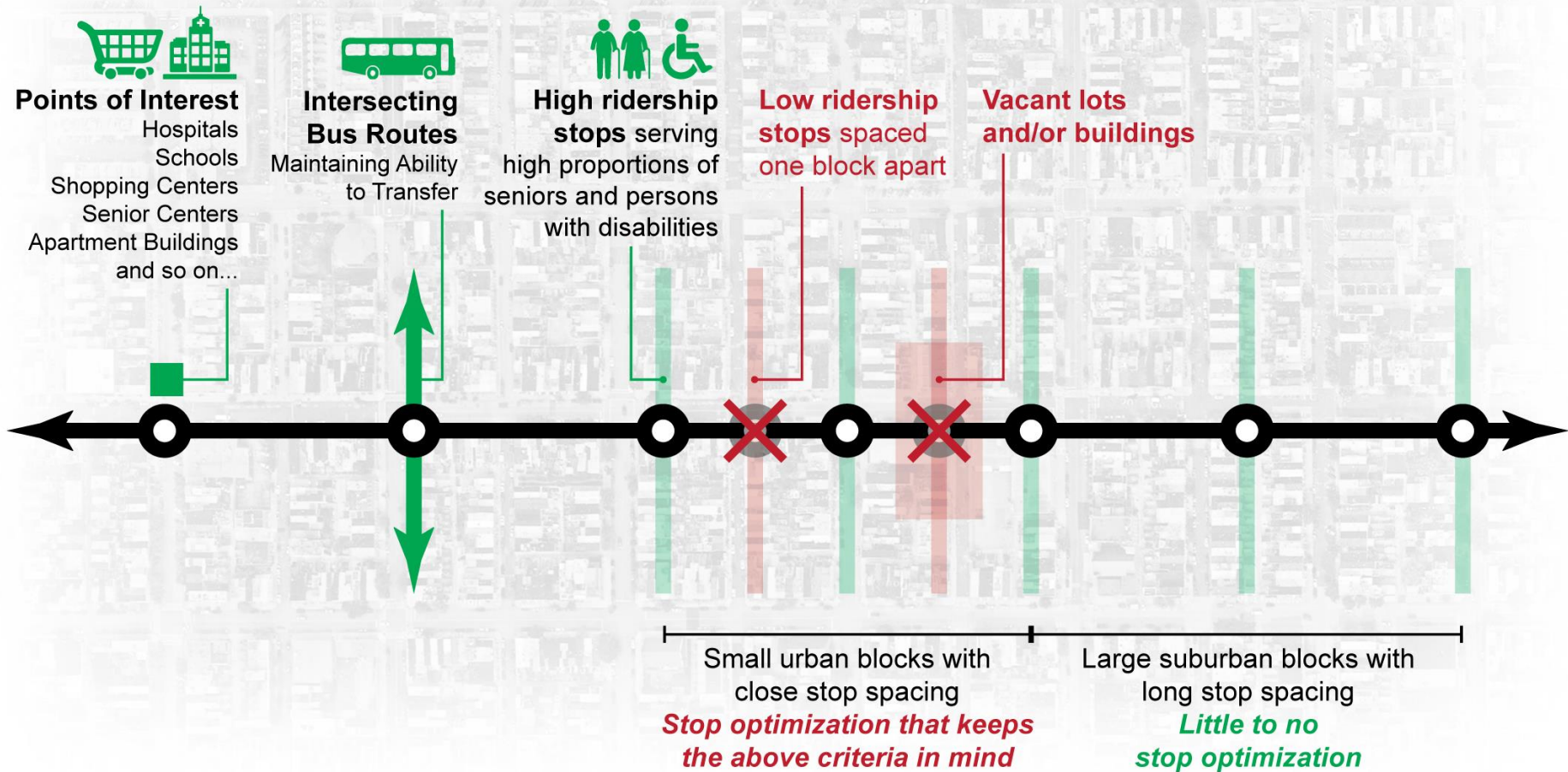
- January 4 – 19, 2017
- 14 Public Hearings around Baltimore Region
- Locations were determined to ensure geographic representation of the service area and to ensure that meetings are accessible. Areas with higher frequency routes and significant service changes were given priority
- 30 Day Comment Period ends February 21st
- Comments can be submitted by:
 - Submit comments to MTA staff at a public hearing.
 - Mail comments to MTA, Office of Customer and Community Relations, 6 St. Paul Street, Baltimore, MD 21202.
 - Email comments to HearingComments@mta.maryland.gov with "Written Testimony" as the subject heading.
 - Visit BaltimoreLink.com and submit a digital comment.



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Bus Stop Optimization



Bus Stop Optimization

- Public comment process simultaneous to Public Hearings
- About 340 stops optimized for February 5th Winter Service Change

Stop Utilization	Low Utilization	Accessibility/ Safety	Close Spacing
0	46	3	39
1-5	161	6	143
6-10	132	3	130
*13	0	0	1
Total	339	12	313

*Note: One stop requested to be removed at the request of a property owner

- Rider notices will go up December 12th and include:
 - Stop # and reason for potential elimination
 - How to submit a comment
 - Nearby stop locations and map

RIDER NOTICE

This Bus Stop is Proposed for Consolidation (Stop # 8863)

The Maryland Transit Administration (MTA) is dedicated to providing you with safe, efficient and reliable transit service. Our new BaltimoreLink Program optimizes and consolidates the number of bus stops to get you to your destination faster, better and on-time. We are anticipating this stop to be consolidated within the stops noted below.

Your input counts with MTA, so if this consolidation impacts your commute and you would like to comment, please do so no later than **Monday, January 30, 2017**. Be sure to include Stop # 8863 and state the closest intersection to this stop in your message. You may submit your comments by:

- Emailing BusStopModification@mta.maryland.gov with "Bus Stop Testimony" as the subject heading;
- Calling 410-454-1929 and leaving a message; or
- Mailing your comment to: MTA Attn: Bus Stop Modification, OCCR 3rd Floor
6 St Paul Street, Baltimore, MD 21202

Public comments will be accepted through 5:00 PM on **Monday, January 30, 2017**. For more information and a full list of stops scheduled for optimization, please visit: www.mta.maryland.gov/servicechanges

MTA Bus service will still be accessible within 1/8 Mile at these nearby locations:

Nearby Stops Served by the Same Route(s)

Stop ID	Stop Location
3347	ANNAPOLIS RD & RES 4545 nb mid

To request this information in an alternate format or another language, please contact the department listed below.
 Para pedir esta información en un formato alternativo o traducido a otro lenguaje, por favor contactar al departamento nombrado abajo.
 Чтобы получить эту информацию в другом формате или на другом языке, пожалуйста, свяжитесь с отделом, перечисленным ниже.
 이 정보를 다른 표어나나 언어로 요청할 경우, 아래에 기재된 부서로 연락하시기 바랍니다.
 如需获取信息的其它格式或语言版本，请与以下列出的部门联系。
 MTA Transit Information Contact Services • 410-539-5000 • 866-743-3662 • TTY 410-539-3497 • Maryland Relay Users Dial 7-1-1



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Public Education Plan

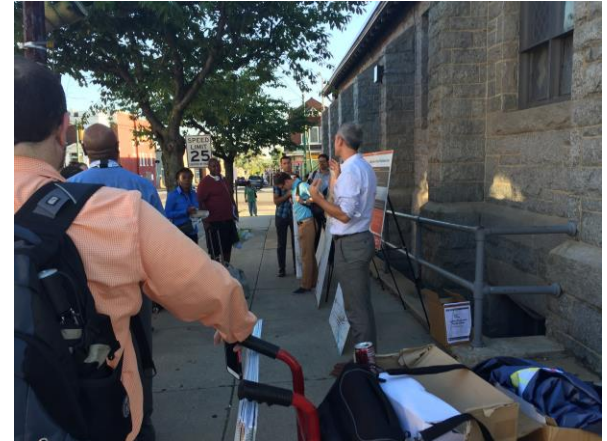


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Draft Public Education Plan Overview

- Public education begins early Spring
- Key Elements of Public Education:
 - ✓ Direct Rider Contact
 - ✓ Media and Direct Mail
 - ✓ Community Organizations Outreach
 - ✓ Government Affairs Outreach
 - ✓ June 2017: Ramp-up Activities



Direct Rider Contact: Talking One-On-One

Providing information directly to our customers through one-on-one interactions and putting information in front of them while they use our services.



- **Street Teams:** Communicate critical BaltimoreLink service change information directly to riders at locations where BaltimoreLink service changes will be occurring, including on-board buses, at bus stops, and at transit/transfer locations.
- **MTA Property Advertisements:** Includes on-board notices and advertisements about BaltimoreLink service changes.
- **Increased Transit Information Center Staff/Capacity:** Ensure that MTA customer service offices, including the MTA Transit Information Center, have the resources needed to provide high-volume, high-quality service both during the BaltimoreLink public education period and after services changes in June 2017.
- **MTA Staff Information Sessions:** Ensure that all MTA staff, including front-line staff, have resources and materials when riders ask about BaltimoreLink.



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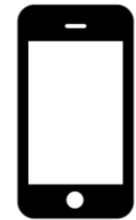
Media and Direct Mail: One-to-Many

Media and direct mail is a public education strategy to get key messages out to many people all at once by using news and media sources to connect with their audiences and by sending informational materials to people's homes.

- **Media/News:** Share key information on BaltimoreLink service changes and benefits to the general public through print (weekly and daily newspapers), radio, television and online (social media), and targeted billboards at critical locations.



- **Text and Transit App Alerts:** Use both internal resources (My MTA Bus Tracker) and external resources (CityMapper, Google Transit) to alert riders of service changes via text or app alerts.



- **Direct Mail:** Use MTA mail shop to ensure that every door in a targeted neighborhood receives BaltimoreLink service change information.



Community Organizations: Many-to-Many

Community organization outreach helps get the word out to vulnerable riders, including seniors, low-income, minority, and limited English communities. Partnering with social service providers who provide clients and patients with public transit information and resources gets information to diverse groups of riders all at once.

- Schools and Libraries
- Medical and Social Service Providers
- Employers and Business Organizations



- Community and Civic Organizations
- Festivals/Public Events



Government Affairs: Top Down

Government affairs outreach involves communicating key information on BaltimoreLink service changes and benefits to public officials to ensure that BaltimoreLink information and resources are widely known and can be shared with their constituents.

- Elected Officials and Local Government (in service area)
- Mayor of Baltimore
- Baltimore City Council
- Baltimore City Delegation
- Baltimore County Executive
- Baltimore County Delegation
- Baltimore County Council



Capital Projects Update

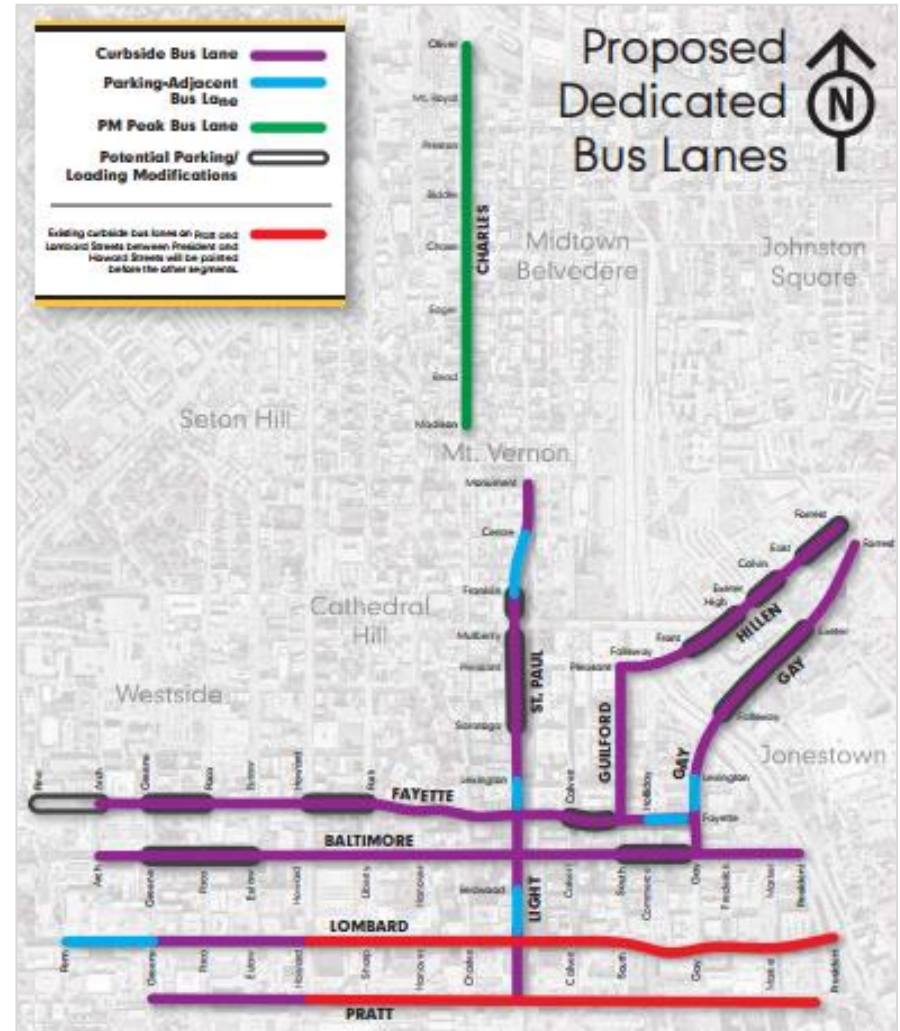


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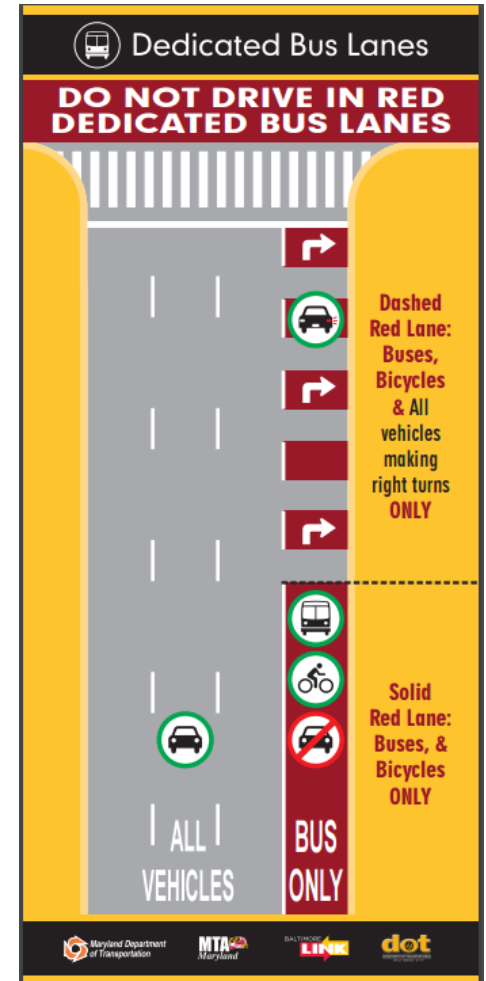
Dedicated Bus Lanes

- The MTA screened 25 streets and evaluated multiple CityLink route corridors, traffic analysis, and the number of buses per hour
- Recommending roughly 5 ½ miles of dedicated bus lanes
 - Pratt (Greene to Market Place)
 - Lombard (Penn to Market Place)
 - Baltimore (Arch to President)
 - Fayette (Arch to Gay)
 - Charles (Madison to Oliver – PM Peak Only)
 - St. Paul (Franklin to Pratt)
 - Gay (Baltimore to Forrest)
 - Hillen (Forrest to Guilford)
 - Guilford (Pleasant to Baltimore)



Dedicated Bus Lanes

You may have already seen Dedicated Lanes installed on Pratt & Lombard Streets. There was an education campaign to alert drivers about the Dedicated Bus Lanes. Enforcement has begun and will continue to be sporadic, although the majority of vehicles are staying out of the lanes.



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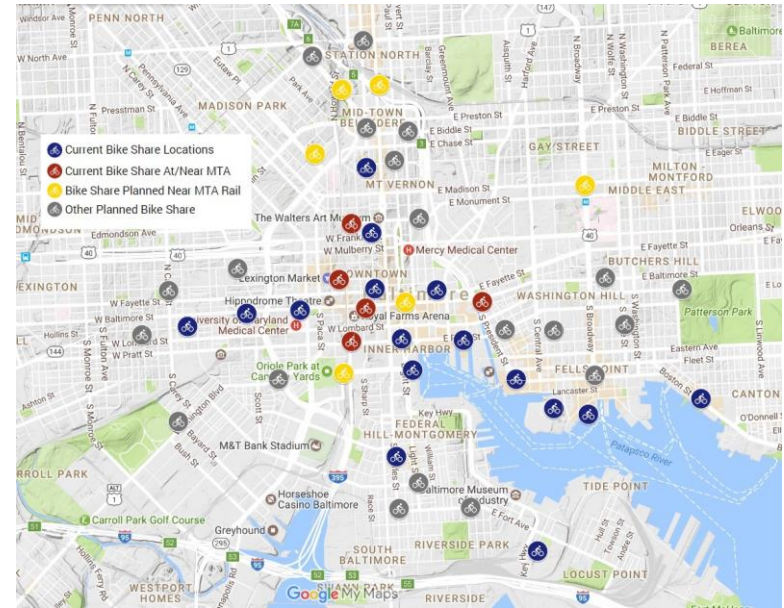
Dedicated Bus Lanes

- Pratt & Lombard:
 - MTA is gathering travel times and the reliability of service to begin measuring the success of dedicated bus lanes
- Remaining Dedicated Bus Lanes:
 - Hosted public workshops November 2, 3, and 14th
 - Conducting outreach to businesses along corridors
 - Currently at 85% design
 - City will review and approve by year-end
 - Final design in January
 - Construction to begin in Spring



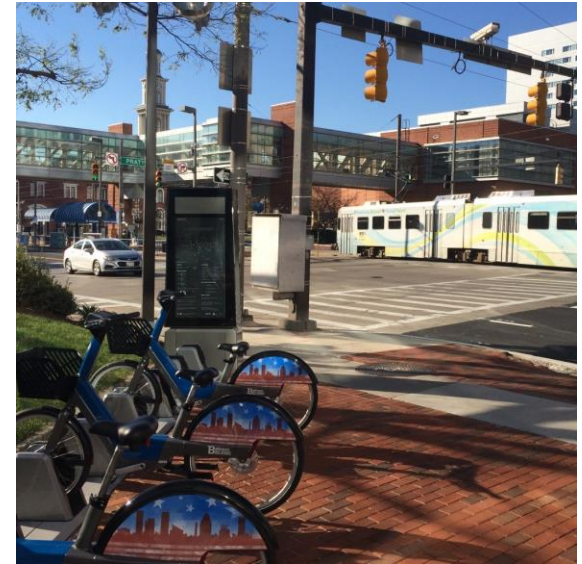
Bike Share

- The Baltimore Bike Share system is the largest Pedelec (electric-assist) bicycle fleet in North America
- Over 1,000 active members since October launch
- MTA has \$500,000 set aside for bike share sites at rail stations



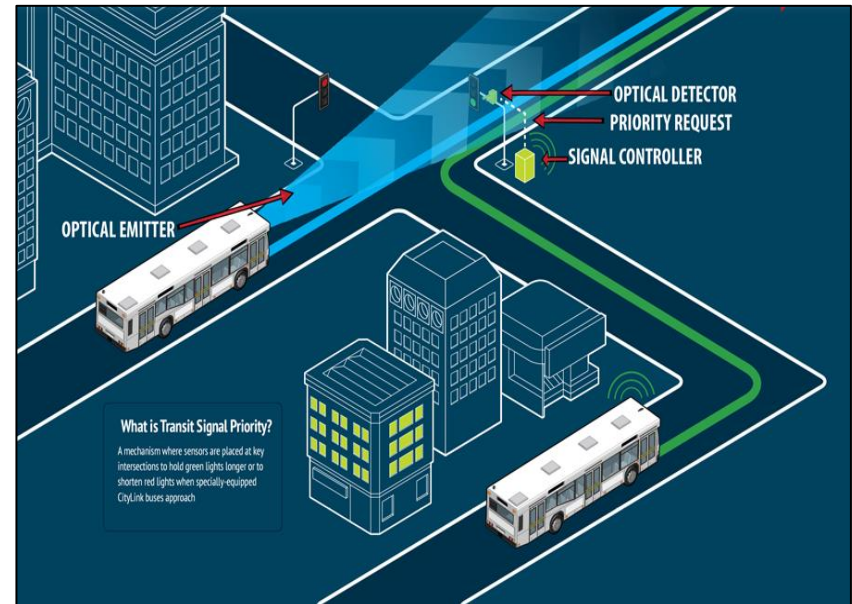
Bike Share

- Bike Share Sites Currently Operational Near MTA Rail Stations
 - Shot Tower
 - Lexington Market
 - Mt. Vernon Marketplace
 - Hopkins Place
 - Pratt & Howard/Pandora
- Bike Share Sites Coming this Winter/Spring
 - Charles Center Metro Station
 - Penn Station
 - Johns Hopkins Metro
 - State Center Metro
 - Mt. Royal Light Rail
 - Camden Station



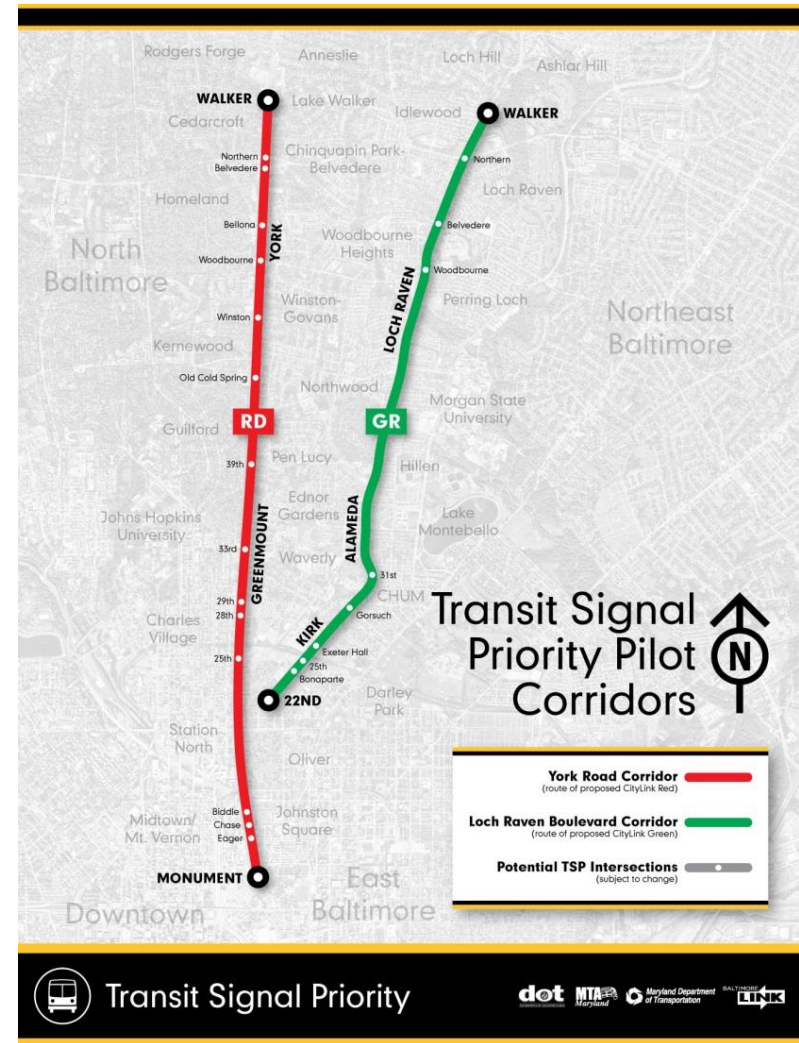
Transit Signal Priority

- Hardware and software to enable active priority for buses
- Approaching buses can trigger a shorter red light or longer green light
- Focusing on CityLink corridors and major pinch points
- Baltimore City DOT has agreed to enable Active TSP



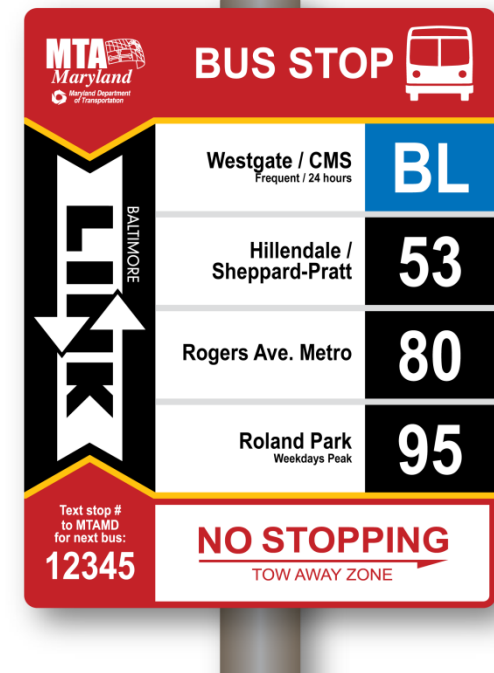
TSP Pilot Corridors

- The MTA screened 700 traffic signals around the region for TSP piloting
- Pilots will run on Loch Raven Blvd and York/Greenmount
- TSP bus equipment has been procured and installation has begun. 250 buses will be equipped by April 2017
- TSP intersection equipment was given NTP on November 21st. Intersections will be installed by May 2017



Bus Stop Signs

- New bus stop signage will be a major improvement over our existing signs
- Signs will display routes, destinations, and stop numbers
- Increased visibility

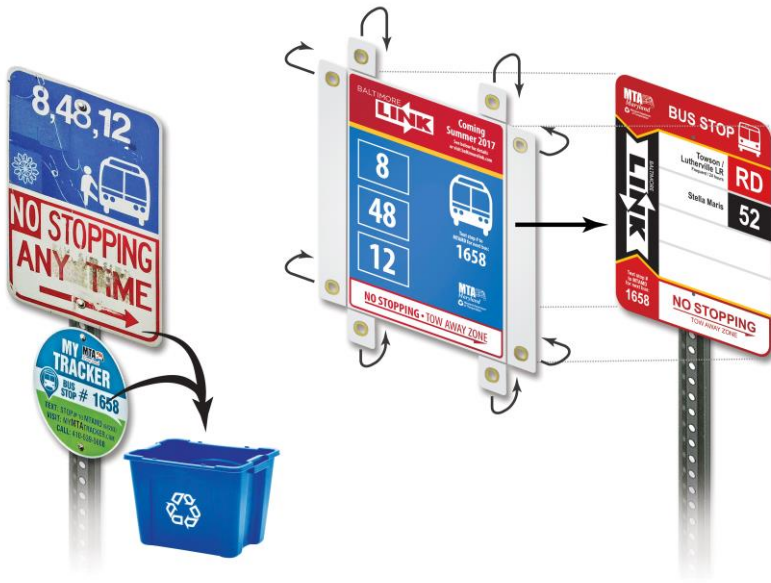


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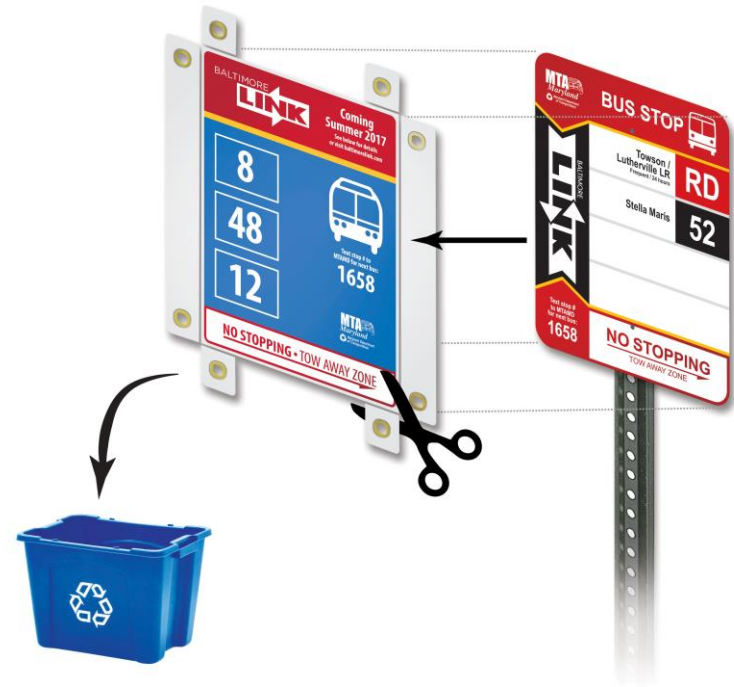
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Bus Stop Sign Installation

Step One – Winter 2016-2017



Step Two – June 2017



Next Steps

- Getting the word out about public hearings
- Finalizing public education plan - we'd love input on best ways to do public education and places to go
- Installation of new bus stop signs will begin as well as work on the West Baltimore MARC station



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Thank You!



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