

BALTIMORE



BaltimoreLink: Less than 100 Days Away!

Transit Choices

March 23, 2017



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Agenda

1. Summary of public hearing process
2. Preview of significant changes from Draft 1.3 to final plan
3. Bus stop optimization update
4. New schedule design
5. Capital projects update
6. Update on public education April 3-June 18



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Summary of Public Hearing Process



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Public Outreach Recap

Phase One

- Released Oct 22, 2015
- 67 outreach events
October – February
- Gathered over 1,200
comments

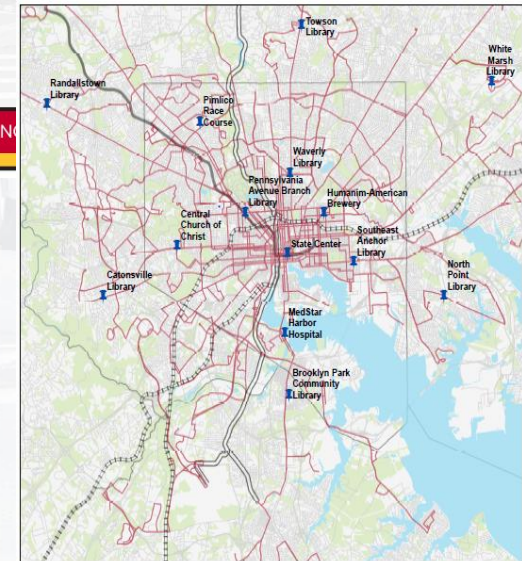
Phase Two

- Released Jul 5, 2016
- 103 outreach events
July – September
- Gathered over 1,000
comments



Phase Three: Public Hearings

- Released Draft Three on December 5, 2016 which incorporated comments from phase two outreach
- Gave 30 Day Notice of public hearings through press release, audio announcements, newspaper ads, bus cards, and proposals posted on the website and in the lobby of 6 St. Paul
- 14 public hearings took place from January 4 – 19, 2017



Public Hearing Summary

Hearing Location and Date	Total Attendees	Testified (non-EOs)	Elected Officials	Observed
North Point - January 4	61	23	4	33
Towson - January 5	19	7	0	12
Southeast Anchor - January 5	23	4	1	18
State Center - January 9	51	13	1 rep	37
White Marsh - January 9	15	3	0	10
Medstar Harbor Hospital - January 10	9	1	0	8
Humanim - January 10	16	0	0	16
Pennsylvania Avenue - January 11	32	8	0	24
Randallstown - January 11	23	8	0	15
Brooklyn Park - January 12	8	3	0	5
Central Church of Christ - January 12	11	6	0	5
Catonsville - January 17	19	5	0	13
Waverly - January 18	112	45	1	65
Pimlico - January 19	34	12	3	19
TOTAL	433	138	10	280



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Public Hearing Comments

- Comment period was opened through February 21, 2017
- Received 1,132 comments
 - 148 Testimony
 - 34 comment cards
 - 710 mailed in
 - 51 emailed
 - 6 hotline
 - 183 website submissions

BaltimoreLink Comments	
Phase One	1,200
Phase Two	1,000
Phase Three	1,100
Operators	1,100
TOTAL	4,400



Significant Changes from Draft 1.3 to Final



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Issue: Reverse access to Cromwell Bridge Park and Ride and Ride & Brightwood College.

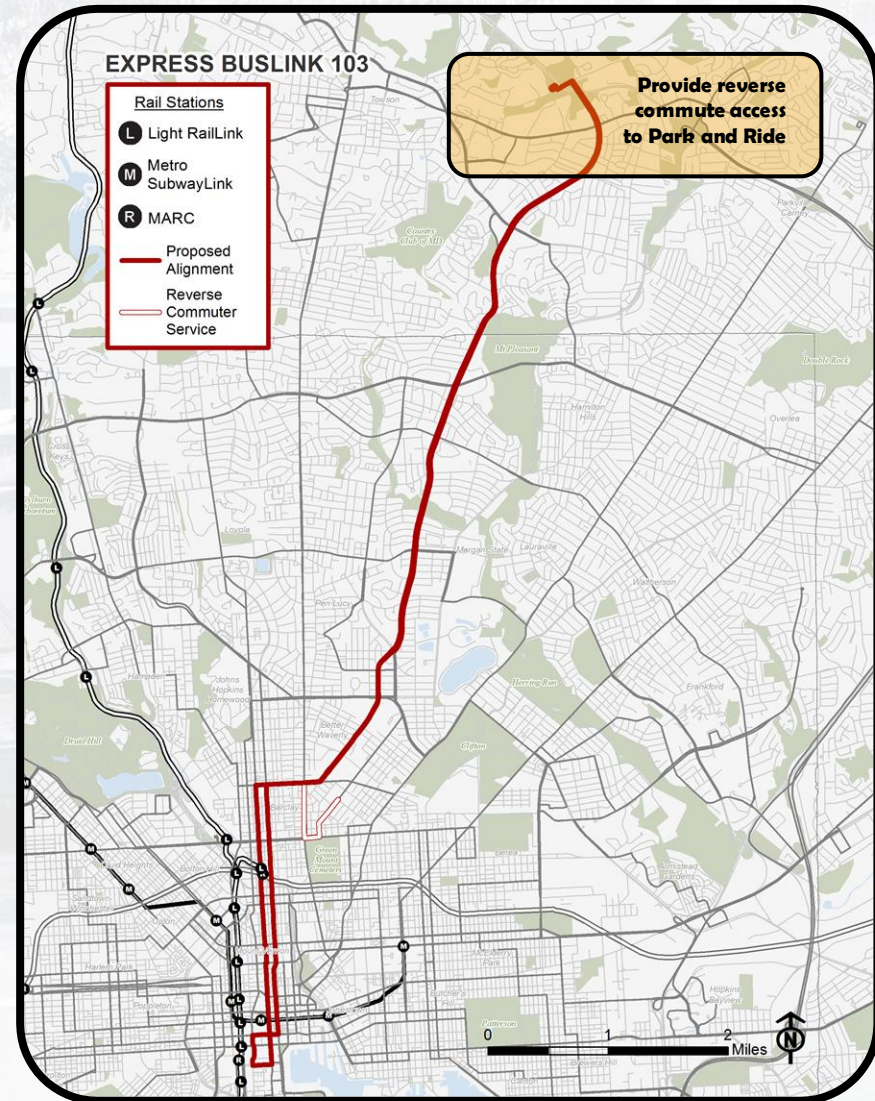
General Comments:

- Many Brightwood College students and faculty submitted comments, some unique and some form letters, about the elimination of service to the school. (103 comments).
- Area has new access to the Express BusLink 102 on Joppa Road, but there is a hill to traverse and some missing sidewalk connections.
- Ridership is low at the college; fewer than 70 people per day on the current No. 3.

Stakeholder & Elected Official Feedback:

- None

Solution: Operate peak reverse trips on Express BusLink 103.



Issue: Waverly and Stadium Place residents desired more frequency on 33rd Street.

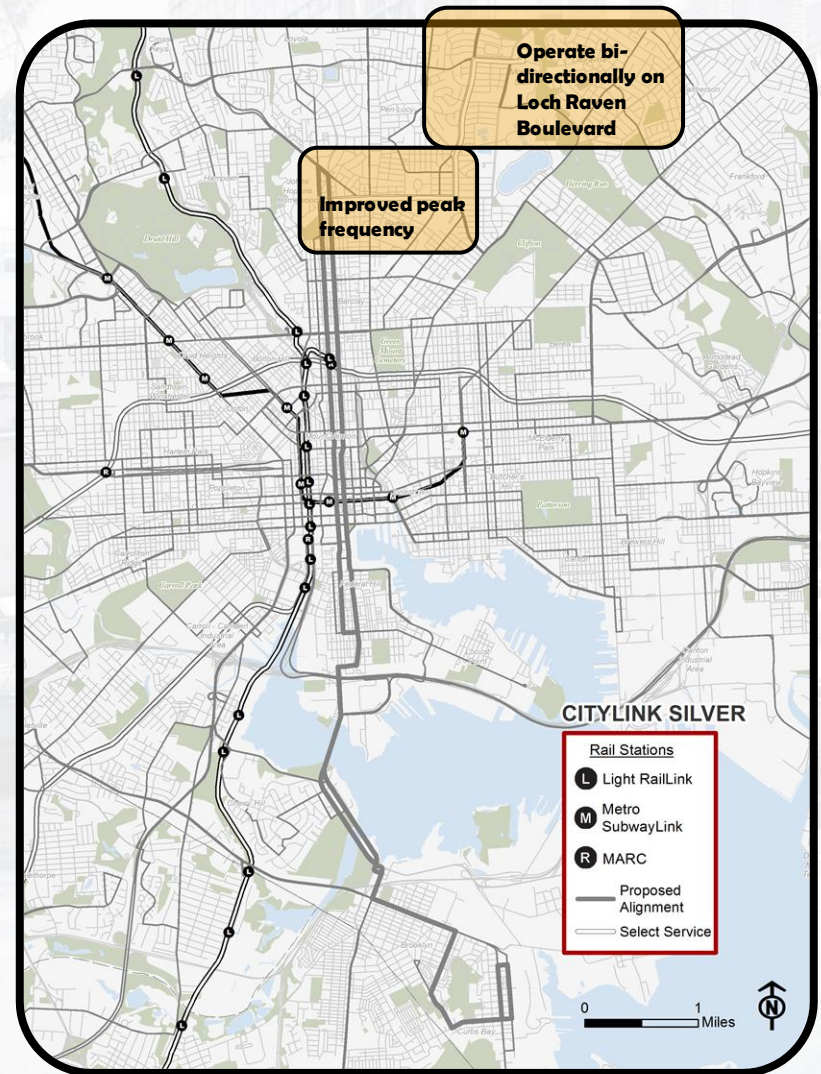
General Comments:

- Desire for more service in Waverly (**132 comments**).
- Originally proposed a 30-minute peak headway on the Morgan State branch of the Silver in Plan 1.3, this was improved to a 24-minute headway.
- The Silver was consolidated on Loch Raven Boulevard to better overlap with the CityLink Green to maintain connections to Towson and downtown.
- Buses will not operate within Stadium Place as this would cause operational complications (service is within 0.1 mi.)

Stakeholder & Elected Official Feedback:

- Add frequency to the Morgan State branch of the Silver and operate through Stadium Place

Solution: CityLink Silver branch will now have 24-minute headways during peak hours.



Issue: Loss of downtown service along Druid Hill Avenue/McCulloh Street and on the lower portion of Pennsylvania Avenue (below Dolphin Street).

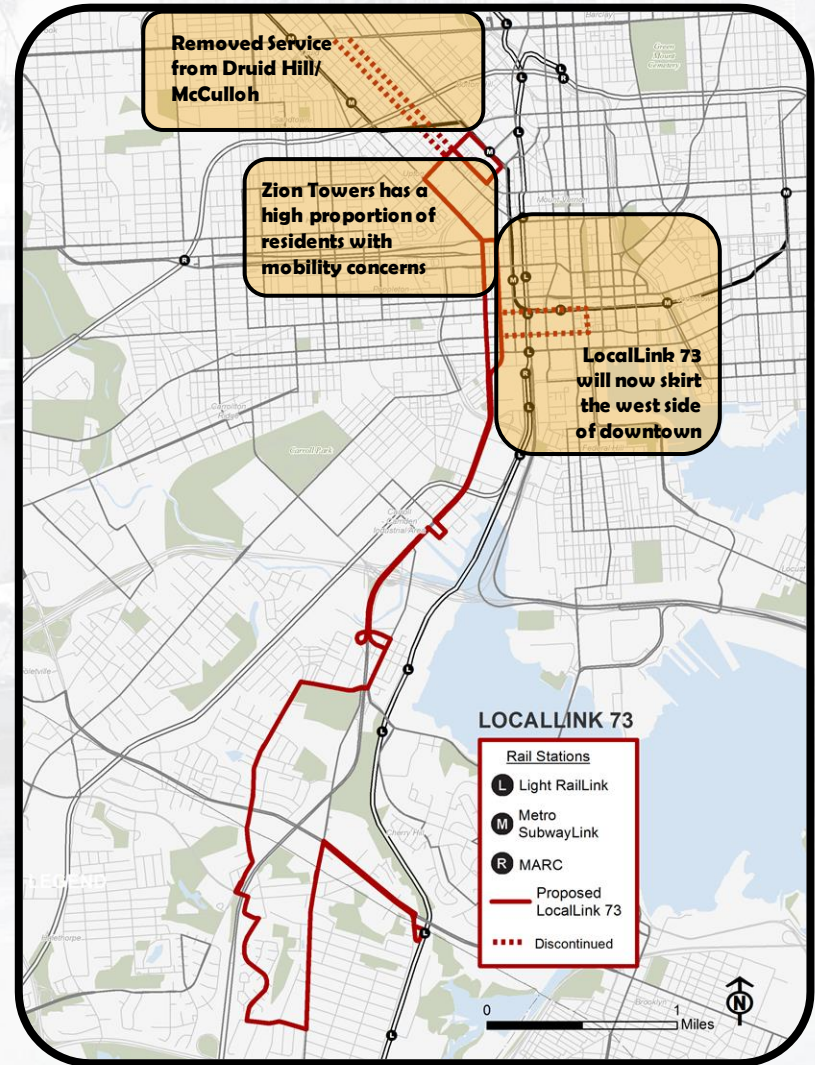
General Comments:

- Originally proposed ending the LocalLink 73 at Charles Center (Hopkins & Pratt).
- Zion Towers and lower Pennsylvania Ave. residents have mobility/safety concerns. Loss of No. 7 through the neighborhood would have forced ¼ mile to ½ mile walk.
 - Requested direct service to downtown, specifically the VA Hospital (**17 comments**).
- McCulloh/Druid Hill will no longer have bus service, but Eutaw and Pennsylvania will have adequate service for the area's transit demand. Reduces duplication.

Stakeholder & Elected Official Feedback:

- None

Solution: Extend and reroute LocalLink 73 from Charles Center to State Center.



Issue: Loss of direct access from Turner Station to CCBC Essex and other points in Essex.

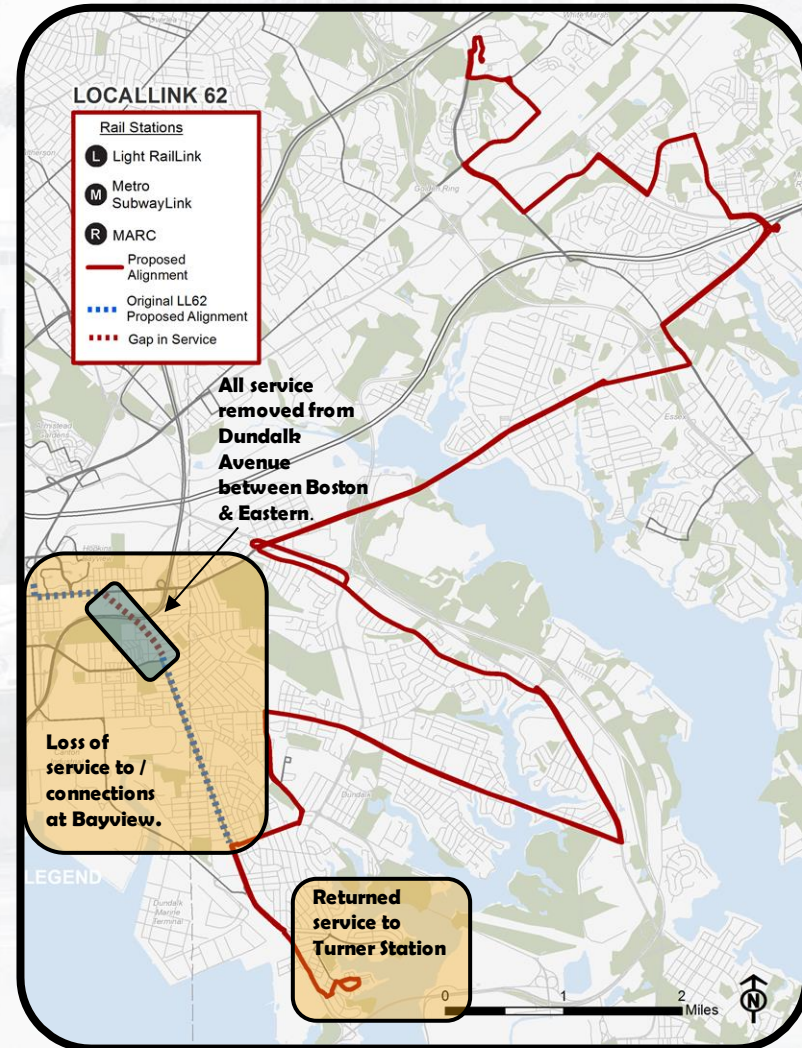
General Comments:

- Turner Station residents requested the LocalLink 62 maintain the current No. 4 alignment to Turner Station so they can access shopping, services, and jobs in Essex without transferring (**389 comments**).
- Turner Station has CityLink Navy service, including frequent peak service (as on the current 10).
- Leaves a $\frac{3}{4}$ mile gap in service along Dundalk Avenue between Boston and Eastern. Most ridership is within less than $\frac{1}{4}$ mile walk to CityLink Orange or Navy; zero trip generators on the gap segment.
- Recommend filling Dundalk Avenue gap later when evaluating Sparrows Point service (see Sparrows Point slide).

Stakeholder & Elected Official Feedback from:

- Delegates Bob Long and Ric Metzgar
- Senator Johnny Ray Salling

Solution: Change endpoint for LocalLink 62 from Bayview back to Turner Station.



Connectivity and Reliability:

Building a Frequent Transit Network

Dramatic Expansion in Accessibility

The new network offers frequent service to **30% MORE PEOPLE** across the region: note the new “spokes and rings” at right!

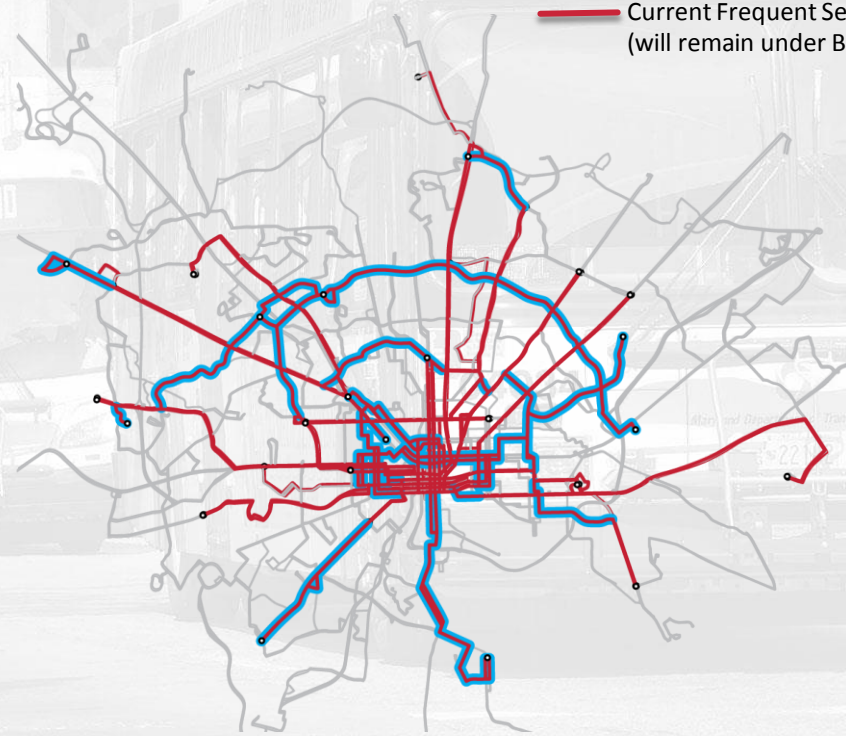
Forget About Schedules

A frequent network permits passengers to travel freely around the region without building their lives around rigid schedules.

No More Missed Transfers

A frequent network permits passengers to transfer from one route to another without arduous timed transfers. If you miss a connection on a frequent route, the next one will be along soon!

— New Frequent Service
— Current Frequent Service (will remain under B-Link)



Baltimore Link Frequent Transit Network



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Connectivity and Reliability:

Building a Frequent Transit Network

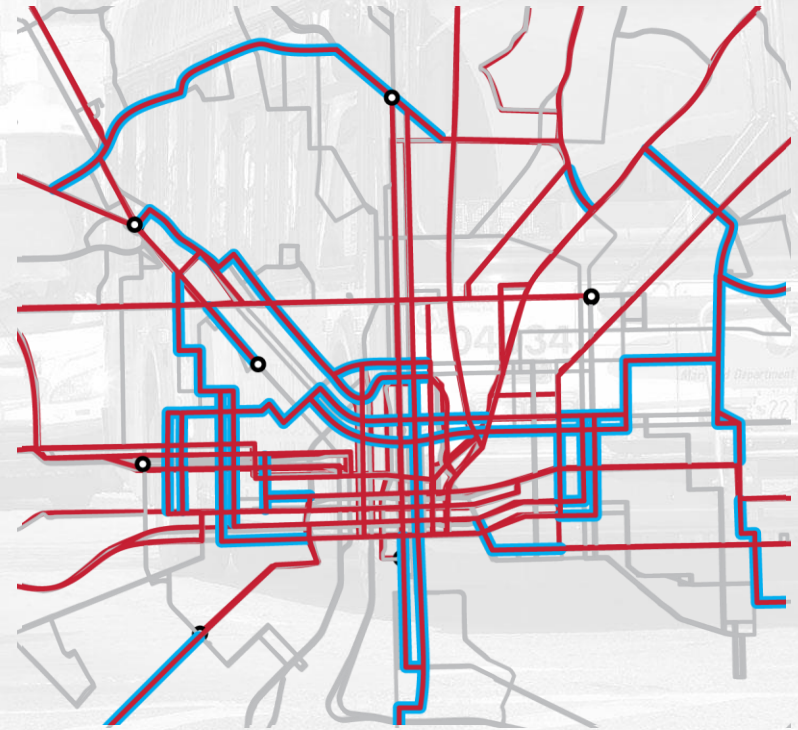
Dramatic Expansion of Frequent Service in East, West, and South Baltimore

Many corridors on the east, west, and south sides of the city will see frequent “show up and go” service for the first time, such as Lafayette Avenue, Hanover Street, Preston Street, Eutaw Place, and many more!

Frequent Service Means Getting Ahead

The eastern and western sides of the city have historically faced some of the longest transit commute times in the region, and the new frequent network finally breaks that historical deficiency, helping people get to more places, more quickly, more often.

— New Frequent Service
— Current Frequent Service (will remain under B-Link)



Baltimore's Frequent Transit Network



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Connectivity and Reliability:

Summary of the Frequent Transit Network

It's a One-Transfer Network

CityLink routes are designed to intersect with each other and with existing rail lines to permit travel between any two points on the frequent transit network with no more than one transfer.

It Forms a Downtown Grid

Many corridors in East and West Baltimore will see frequent transit for the first time ever, helping address poverty by expanding the ability to access more of the region.

It Has Frequent "Spokes" That Extend Further Out From the Grid

Many frequent "spoke" routes radiate further out from the grid than existing frequent routes, making it easier to get to activity centers outside the downtown core.

It Has Frequent "Rings" That Connect Between the Spokes

More frequent "ring" routes run between the spokes to create a web of frequent crosstown service well outside the downtown grid. This makes it easier to travel quickly *around* the region without having to go through downtown.



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Bus Stop Optimization Update



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Bus Stop Optimization

- Originally proposed 331 stops for elimination
- Received 84 comments
- Reversed decision on 25 stops due to public comment or other factors
- Results: 6% reduction in stops

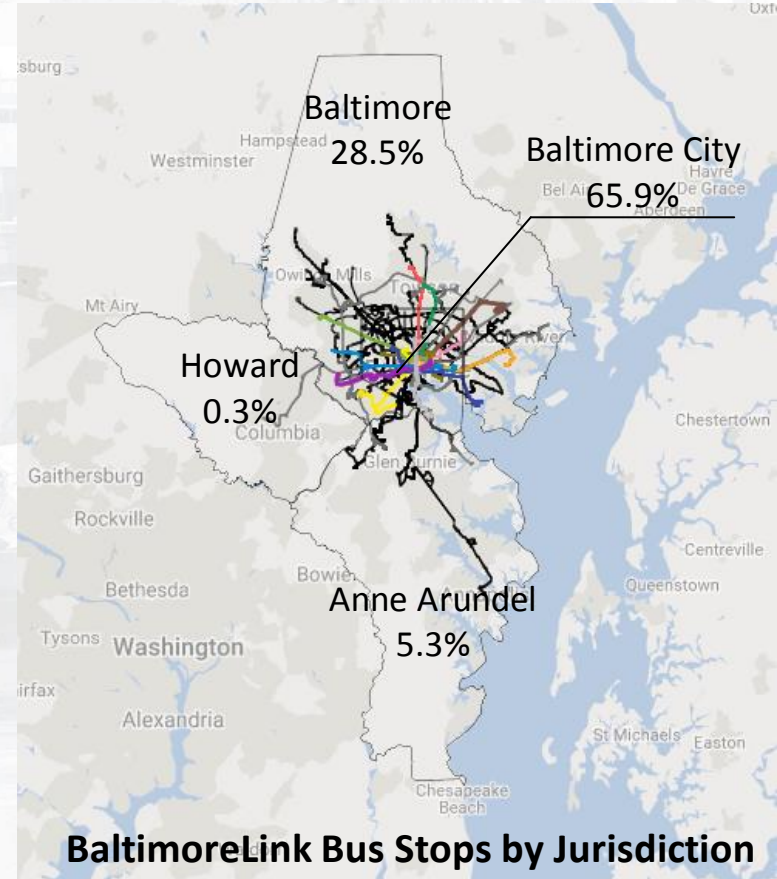


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Bus Stop Optimization

- **306 stops removed** from service on Feb. 5th
 - Including **25 stops retained** but originally proposed for removal
 - Stops removed based on spacing, safety, and/or utilization
 - **99% of residents** retain access to bus stop within a ¼ mile
- Roughly **5-9 minutes** saved per one-way trip



New Schedule Design



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New Schedules!



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Design Process

We reviewed schedule designs with various stakeholders to add and refine desired features, and we studied international precedents for ideas.

One feature – frequency abridgement – was a direct outgrowth from Transit Choices feedback. Transit Choices noticed that early schedules (left) listed every single trip during frequent service periods, making the entries too difficult to read.

We abridged the frequent portions and enlarged the entries (right), which also gives us flexibility to use Circulator-style “headway management” during frequent service periods. Riders will also easily notice when to just “show up and go” without even having to read through the timetables!

Saturdays Eastbound

Sábados hacia el este

Capitol Hill (Northbound)	Cherry Hill	Cherry Hill Station	Empire Terminal	Montgomery Park	Cambridge Ridge	West Baltimore	Coppin Heights	Mondawmin
4:40	5:00	5:10	5:20	5:30	5:40	5:50	6:00	6:10
5:40	5:50	6:00	6:10	6:20	6:30	6:40	6:50	7:00
6:20	6:30	6:40	6:50	7:00	7:10	7:20	7:30	7:40
7:40	7:50	8:00	8:10	8:20	8:30	8:40	8:50	9:00
8:10	8:20	8:30	8:40	8:50	9:00	9:10	9:20	9:30
8:40	8:50	9:00	9:10	9:20	9:30	9:40	9:50	10:00
9:10	9:20	9:30	9:40	9:50	10:00	10:10	10:20	10:30
9:40	9:50	10:00	10:10	10:20	10:30	10:40	10:50	11:00
10:10	10:20	10:30	10:40	10:50	11:00	11:10	11:20	11:30
10:40	10:50	11:00	11:10	11:20	11:30	11:40	11:50	12:00
11:10	11:20	11:30	11:40	11:50	12:00	12:10	12:20	12:30
11:40	11:50	12:00	12:10	12:20	12:30	12:40	12:50	1:00
12:10	12:20	12:30	12:40	12:50	1:00	1:10	1:20	1:30
12:40	12:50	1:00	1:10	1:20	1:30	1:40	1:50	2:00
1:10	1:20	1:30	1:40	1:50	2:00	2:10	2:20	2:30
1:40	1:50	2:00	2:10	2:20	2:30	2:40	2:50	3:00
2:10	2:20	2:30	2:40	2:50	3:00	3:10	3:20	3:30
2:40	2:50	3:00	3:10	3:20	3:30	3:40	3:50	4:00
3:10	3:20	3:30	3:40	3:50	4:00	4:10	4:20	4:30
3:40	3:50	4:00	4:10	4:20	4:30	4:40	4:50	5:00
4:10	4:20	4:30	4:40	4:50	5:00	5:10	5:20	5:30
4:40	4:50	5:00	5:10	5:20	5:30	5:40	5:50	6:00
5:10	5:20	5:30	5:40	5:50	6:00	6:10	6:20	6:30
5:40	5:50	6:00	6:10	6:20	6:30	6:40	6:50	7:00
6:10	6:20	6:30	6:40	6:50	7:00	7:10	7:20	7:30
6:40	6:50	7:00	7:10	7:20	7:30	7:40	7:50	8:00
7:20	7:30	7:40	7:50	8:00	8:10	8:20	8:30	8:40
8:00	8:10	8:20	8:30	8:40	8:50	9:00	9:10	9:20
8:40	8:50	9:00	9:10	9:20	9:30	9:40	9:50	10:00
9:10	9:20	9:30	9:40	9:50	10:00	10:10	10:20	10:30
9:40	9:50	10:00	10:10	10:20	10:30	10:40	10:50	11:00
10:10	10:20	10:30	10:40	10:50	11:00	11:10	11:20	11:30
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11:10	11:20	11:30	11:40	11:50	12:00	12:10	12:20	12:30
11:40	11:50	12:00	12:10	12:20	12:30	12:40	12:50	1:00
1:00	1:10	1:20	1:30	1:40	1:50	2:00	2:10	2:20
1:40	1:50	2:00	2:10	2:20	2:30	2:40	2:50	3:00
2:10	2:20	2:30	2:40	2:50	3:00	3:10	3:20	3:30
2:40	2:50	3:00	3:10	3:20	3:30	3:40	3:50	4:00
3:10	3:20	3:30	3:40	3:50	4:00	4:10	4:20	4:30

Weekdays

Northbound to Mondawmin
Días de la semana / Dirección norte a Mondawmin

Capitol Hill (Northbound)	Cherry Hill	Cherry Hill Station	Empire Terminal	Montgomery Park	Cambridge Ridge	West Baltimore	Coppin Heights	Mondawmin
4:20	4:31	4:36	4:37	4:43	4:50	4:54	5:02	5:07
4:45	4:56	5:01	5:02	5:08	5:15	5:19	5:27	5:32
5:15	5:26	5:31	5:32	5:38	5:45	5:49	5:57	6:02
5:49	6:01	6:06	6:07	6:15	6:25	6:31	6:40	6:45
6:14	6:26	6:31	6:32	6:40	6:50	6:56	7:05	7:10
6:41	6:53	6:58	6:59	7:07	7:17	7:23	7:32	7:37

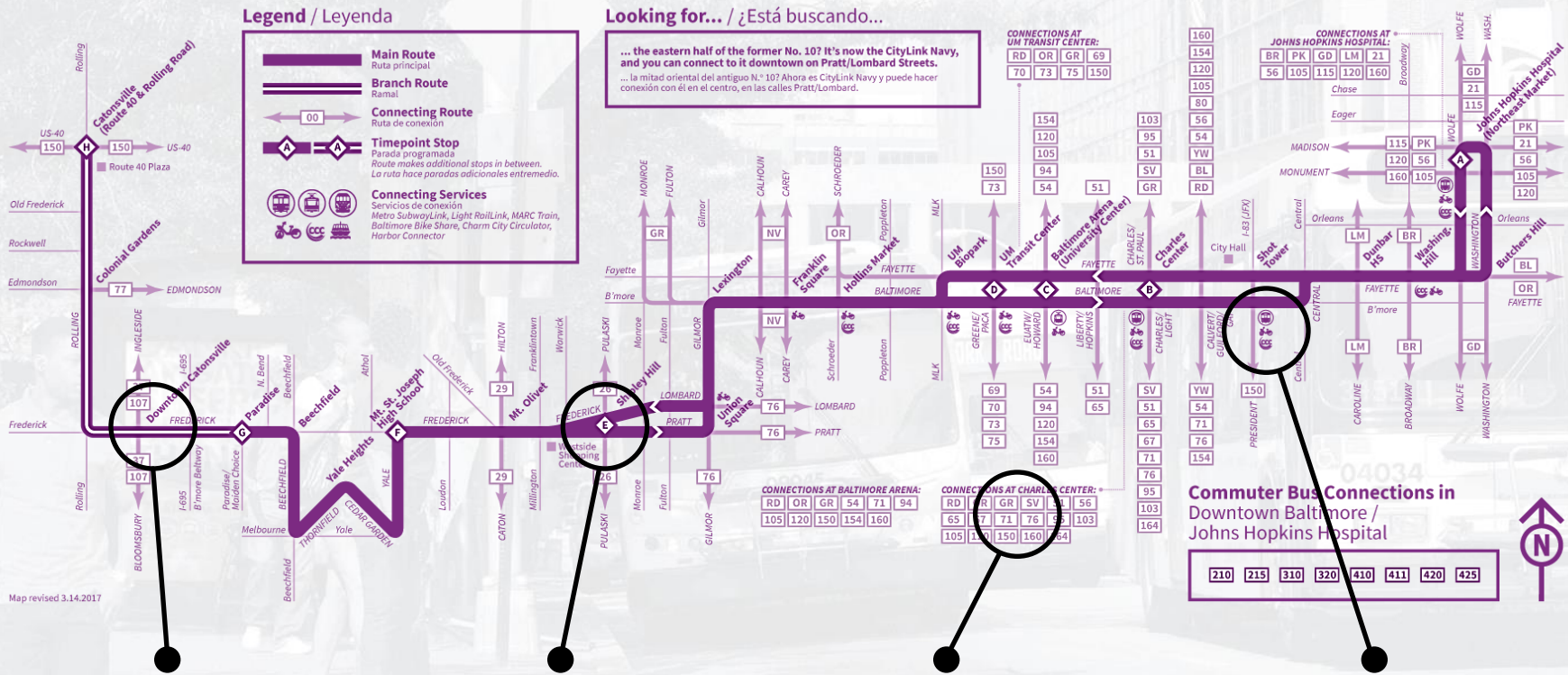
Then every 15 minutes
Luego, cada 15 minutos hasta

7:05	7:16	7:21	7:22	7:29	7:37	7:42	7:50
7:20	7:31	7:36	7:37	7:44	7:52	7:57	8:05
7:50	8:01	8:06	8:07	8:14	8:22	8:27	8:35
8:10	8:21	8:26	8:27	8:34	8:42	8:47	8:55
8:30	8:41	8:46	8:47	8:54	9:02	9:07	9:15
8:50	9:01	9:06	9:07	9:14	9:22	9:27	9:35
9:10	9:21	9:26	9:27	9:34	9:42	9:47	9:55
9:30	9:41	9:46	9:47	9:54	10:02	10:07	10:15
9:50	10:01	10:06	10:07	10:14	10:22	10:27	10:35
10:10	10:21	10:26	10:27	10:34	10:42	10:47	10:55
10:30	10:41	10:46	10:47	10:54	11:02	11:07	11:15
11:10	11:21	11:26	11:27	11:33	11:40	11:44	11:52
11:45	11:56	12:01	12:02	12:08	12:15	12:19	12:27
12:45	12:56	1:01	1:02	1:08	1:15	1:19	1:27

Sign to MTAMD (68263).

Next the stop number in the bottom left corner
Siguiente el número de parada que aparece en la esquina inferior izquierda del le

Map Features That Respond to Rider Feedback



Transfer Locations

Given community place names; will match precisely the same locations on the system maps

Timepoints

Assigned letters so the same lettered timepoints can be quickly found at the top of the timetables

Transfer "Hubs"

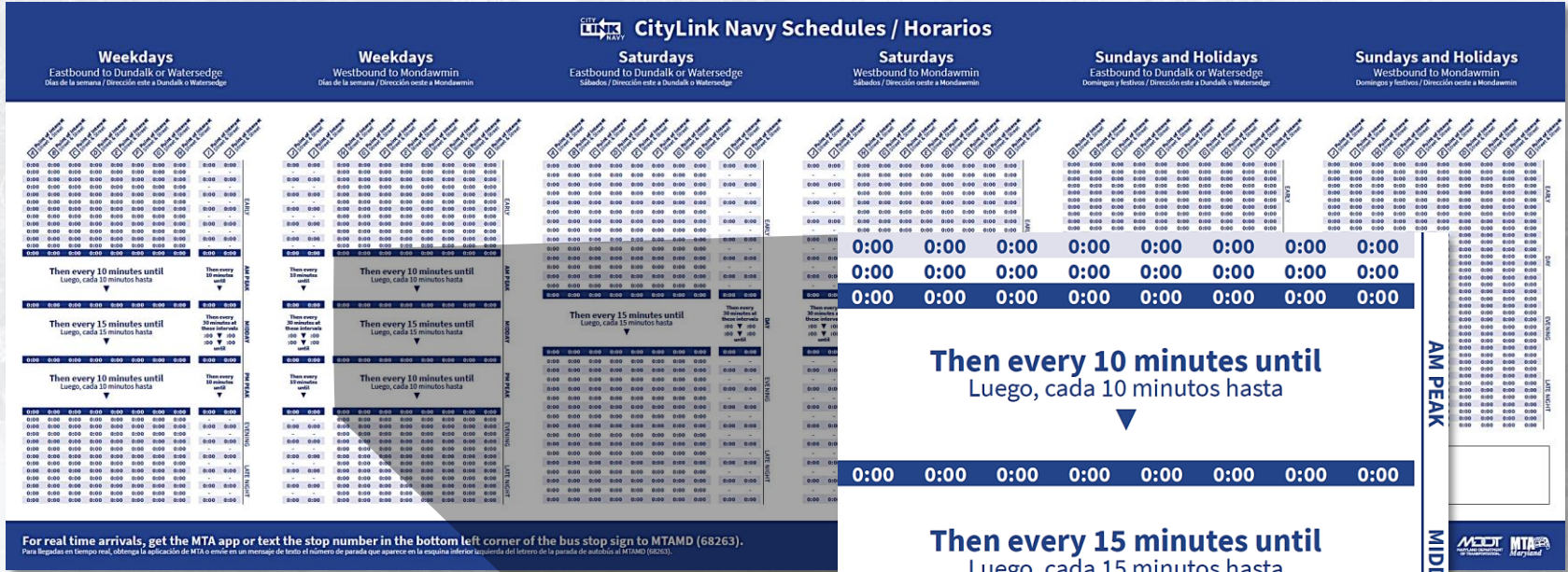
Locations with lots of transfers have dedicated callouts listing all the routes at those locations

Other Transit Providers

Connections to the Baltimore Bike Share, Charm City Circulator, and Harbor Connector are listed via icons



Timetable Features That Respond to Rider Feedback



As noted, timetables will contain frequency abridgements and lettered timepoints so riders spend less time poring over text:

- A Point of Interest Street & Street
- B Point of Interest Street & Street
- C Point of Interest Street & Street
- D Point of Interest Street & Street
- E Point of Interest Street & Street
- F Point of Interest Street & Street

Another Cool Feature!

Schedule covers will contain line diagrams of the routes. The points of interest on these diagrams will match the points of interest on the inside maps *and* the points of interest on the system maps! Some of these “station” points, like West Baltimore and Penn Station, will see immediate infrastructure improvements, and in the future we can expand to more “station” points.

CITY LINK GOLD GD
Effective June 18, 2017

Walbrook Junction to Berea / Canton Crossing
Frequent Daily Service / 24 hours

- Walbrook Junction
- Coppin State University
- Coppin Heights
- Easterwood
- Penn-North
- Reservoir Hill
- North Avenue (Light Rail/Link Station)
- Station North
- Greenmount North
- Courthouse Square
- South Clifton Park
- Berea (Baltimore Cemetery)
- Collington Square
- Northeast Market (Johns Hopkins Hospital)
- Butchers Hill
- Patterson Park
- Canton Waterfront Park
- Canton Crossing

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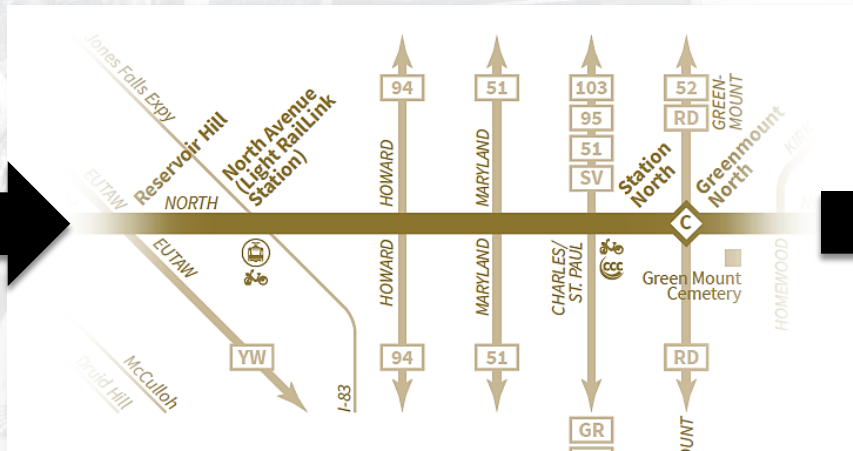


Diagram illustrating the route from Walbrook Junction to Canton Crossing, showing major streets and landmarks:

- Walbrook Junction
- Reservoir Hill
- North Avenue (Light Rail/Link Station)
- Station North
- Greenmount North
- Canton Crossing

Streets shown: HOWARD, MARYLAND, CHARLES/ST. PAUL, GREENMOUNT, HOMEWOOD.

Another Cool Feature!

During the public education period we will provide “rider alerts” that describe changes to existing routes, but even after the education period ends the changes will live on in the schedule maps!

23
SERVICE CHANGES
EFFECTIVE JUNE 18, 2017

MARYLAND TRANSIT ADMINISTRATION
CATONSVILLE OR WILDWOOD TO FOX RIDGE

WHAT'S HAPPENING TO MY ROUTE?

BALTIMORE LINK
 baltimorelink.com

What's Happening to the 23?

The 23 will become the CityLink Orange and Blue and the LocalLink 77.

CMS (Centers for Medicare and Medicaid Services)

Need help figuring out your new route?
 Call 410-539-5000

LEGEND

- Current 23 route
- CityLink Blue
- CityLink Orange
- LocalLink 77
- Endpoints at Metro SubwayLink, Light RailLink, or MARC Train stations

Legend / Leyenda

- Main Route (Ruta principal)
- Branch Route (Ramales)
- Connecting Route (Ruta de conexión)
- Timepoint Stop (Parada programada)
- Connecting Services (Servicios de conexión)

CONNECTIONS AT JOHNS HOPKINS HOSPITAL: PK, 21, LM, PR, 21, 56, 56, 105, 105, 120, 120

CONNECTIONS AT OVERLEA: 33, 36, 115

CONNECTIONS AT WHITE MARSH: 56, 102, 120, 425

Looking for... / ¿Está buscando...

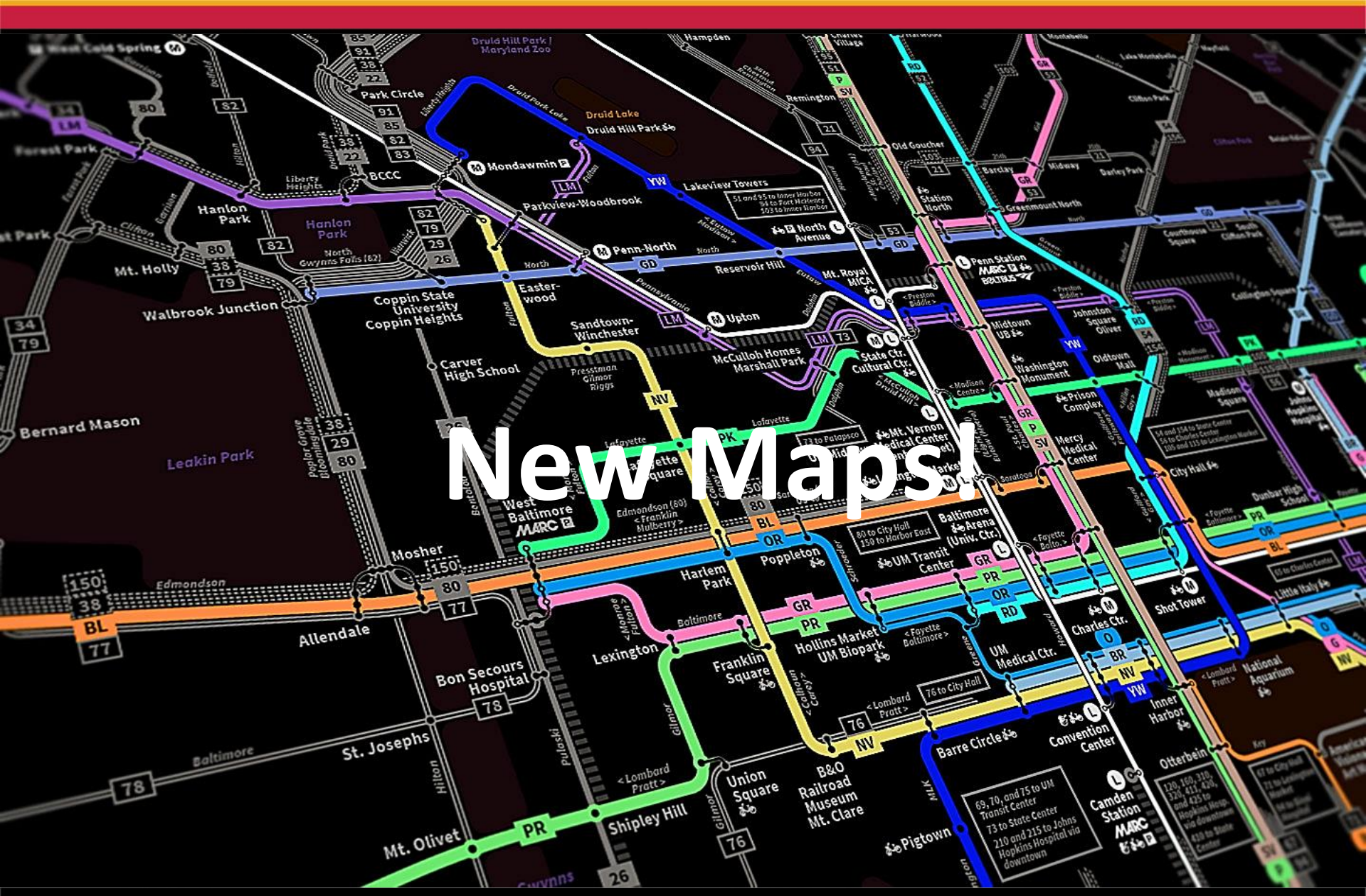
...the Walbrook Junction branch of the former Nos. 15 and 47? They're now the LocalLink 80, and you can connect to it downtown on Saratoga Street.

...el ramal Walbrook Junction de los antiguos N.ºs 15 y 47? Ahora son LocalLink 80 y puede hacer conexión con él en el centro, en la calle Saratoga.

Looking for... / ¿Está buscando...

...the Walbrook Junction branch of the former Nos. 15 and 47? They're now the LocalLink 80, and you can connect to it downtown on Saratoga Street.

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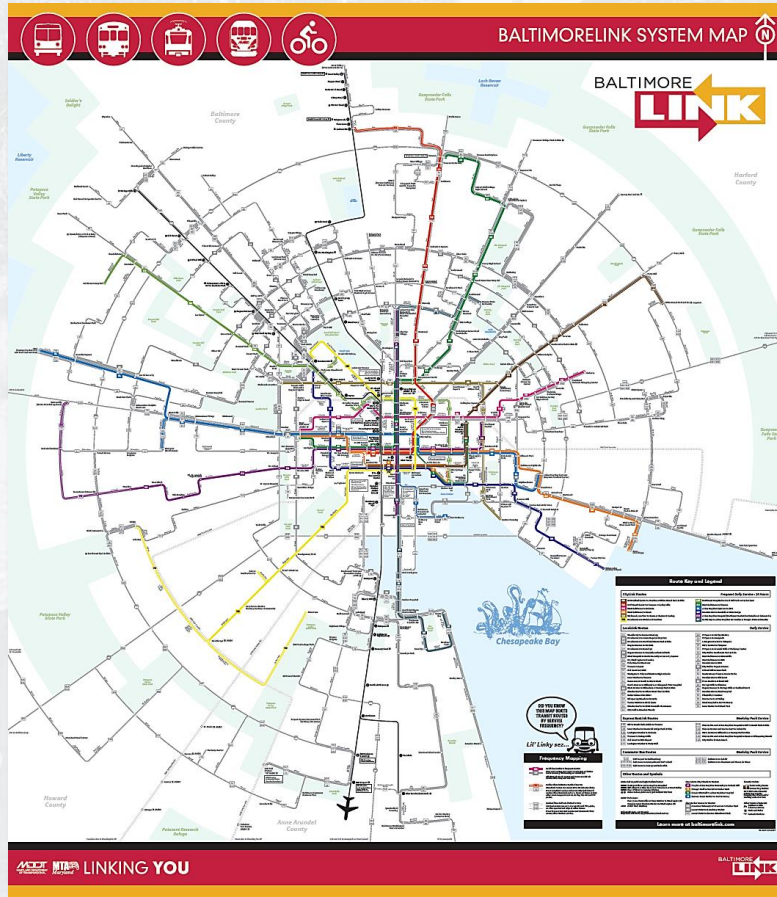
New Maps!



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Shelter/Pylon Maps Will Communicate the “Grid and Spoke” Structure of the New Network



DID YOU KNOW THIS MAP SORTS TRANSIT ROUTES BY SERVICE FREQUENCY?

Lil' Linky sez...

Frequency Mapping

- PK** **Solid lines indicate frequent routes:** Frequent routes run every 15 minutes or better from morning till evening on weekdays. All CityLink trunk routes and some LocalLink routes offer frequent service.
- RD** **Hollow lines indicate standard routes:** Standard routes run every 20 to 60 minutes daily. Most LocalLink routes and some CityLink branch routes offer standard service. Some of these routes offer more frequent service during the AM and PM peaks.
- LD** **Dashed lines indicate limited routes:** Limited routes run only during AM and PM peaks, or offer specialized trips at other times. Most Express BusLink routes and Commuter Bus routes offer limited service.

Transfer points are clearly communicated, and Lil' Linky explains how the map is frequency coded.



A pocket system map is also in production!

Capital Projects Update

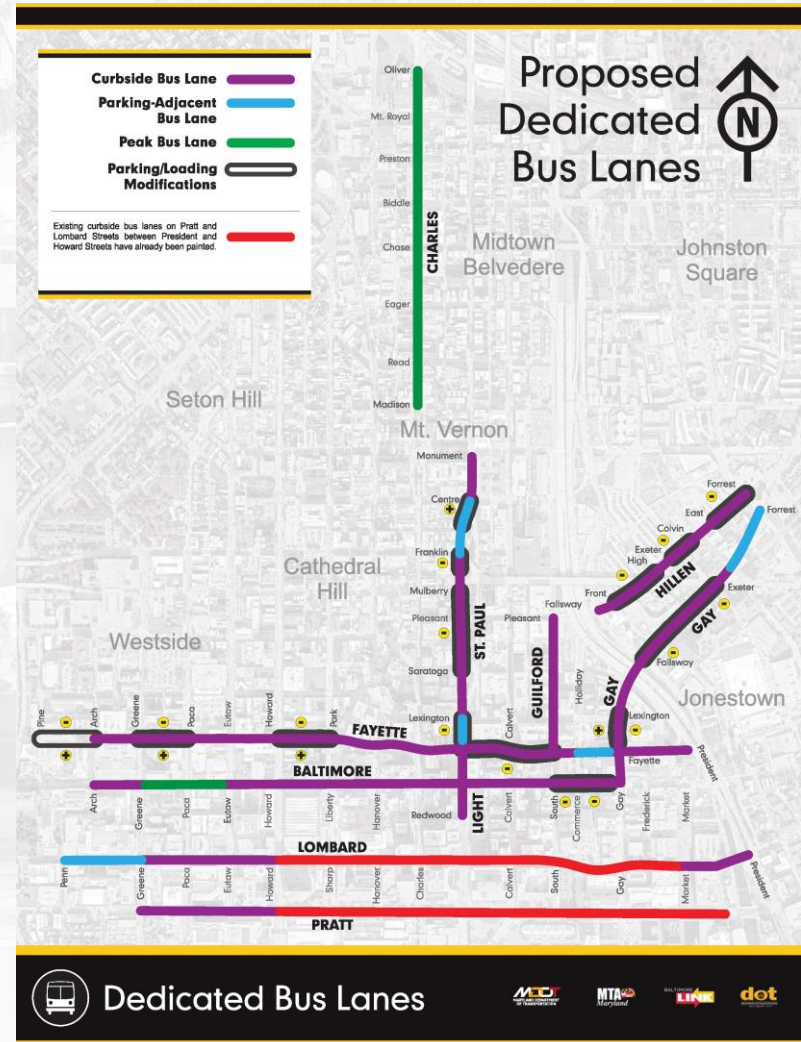


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Dedicated Bus Lanes

- Approval received from City
- Construction starts May 2017
- Public education and targeted outreach to business community
- **Priority corridors:** Fayette/Baltimore and Hillen/Ensor/Gay
- **Parking impact:** spaces are either removed, relocated, or in some cases added or upgraded to full-time parking spaces.

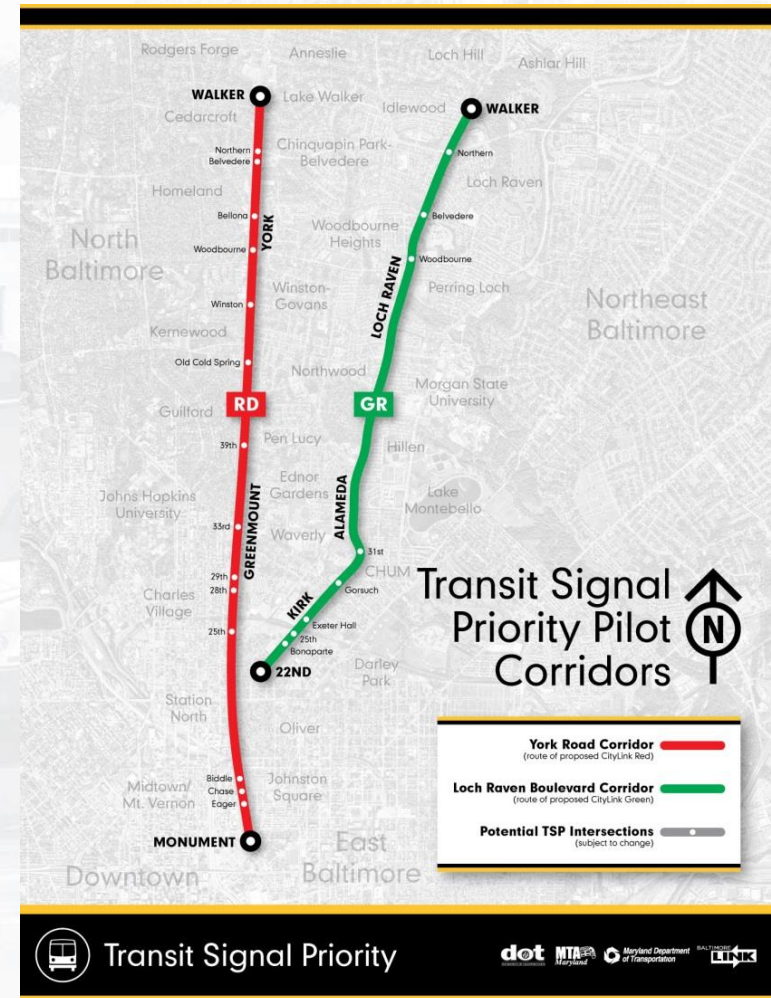


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Transit Signal Priority

- 250 CityLink buses have TSP software installed
- Hardware and communications upgrades at 36 intersections began March 1st
- Operation and testing of pilot corridors begins in May and continues through summer

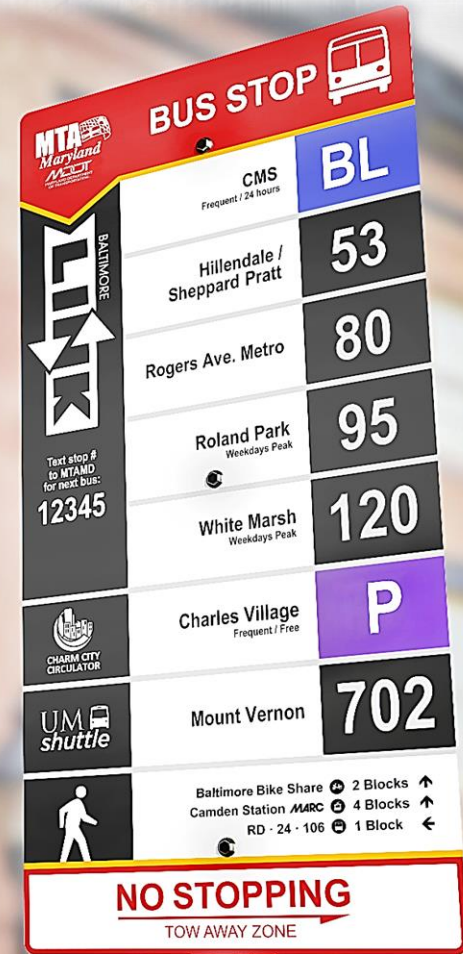


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Bus Stop Signs

- Began installation on January 4, 2017
- **225 signs and covers** are installed per week
- Nearly **2,500 signs (50%)** installed to-date
- MTA is asking operators and the public to notify us if a cover is removed:



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Transfer Facilities

West Baltimore

- Construction began **January 9th**
- On schedule for completion by **June 18th**
- Served by MARC Penn Line; CityLinks Blue, Green, Orange, and Pink; LocalLinks 26, 77, 78, and 80, and Express BusLink 150
- 4 bus bays, 4 layovers, operator restrooms, new shelters, new lighting, ticket vending machines, real-time signage, blue light cameras, and CCTV

On-Street Improvements

- Real-time signs at West Baltimore, North Avenue, Lexington Market, Penn North, Penn Station, Charles Center, and State Center
- New metro pylons and station area branding for Light RailLink and Metro SubwayLink
- New bus shelters, signage, and other amenities to improve the rider experience



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Bike Share

- **Fall 2016 - 5 locations at or near MTA rail stations**
 - Shot Tower
 - University Center/Baltimore Street
 - Lexington Market
 - Convention Center/Pratt Street
 - Centre Street
- **May 2017 - 6 more locations**
 - Charles Center Metro
 - Penn Station
 - Johns Hopkins Metro
 - State Center Metro
 - Mt. Royal Light Rail
 - Camden Station



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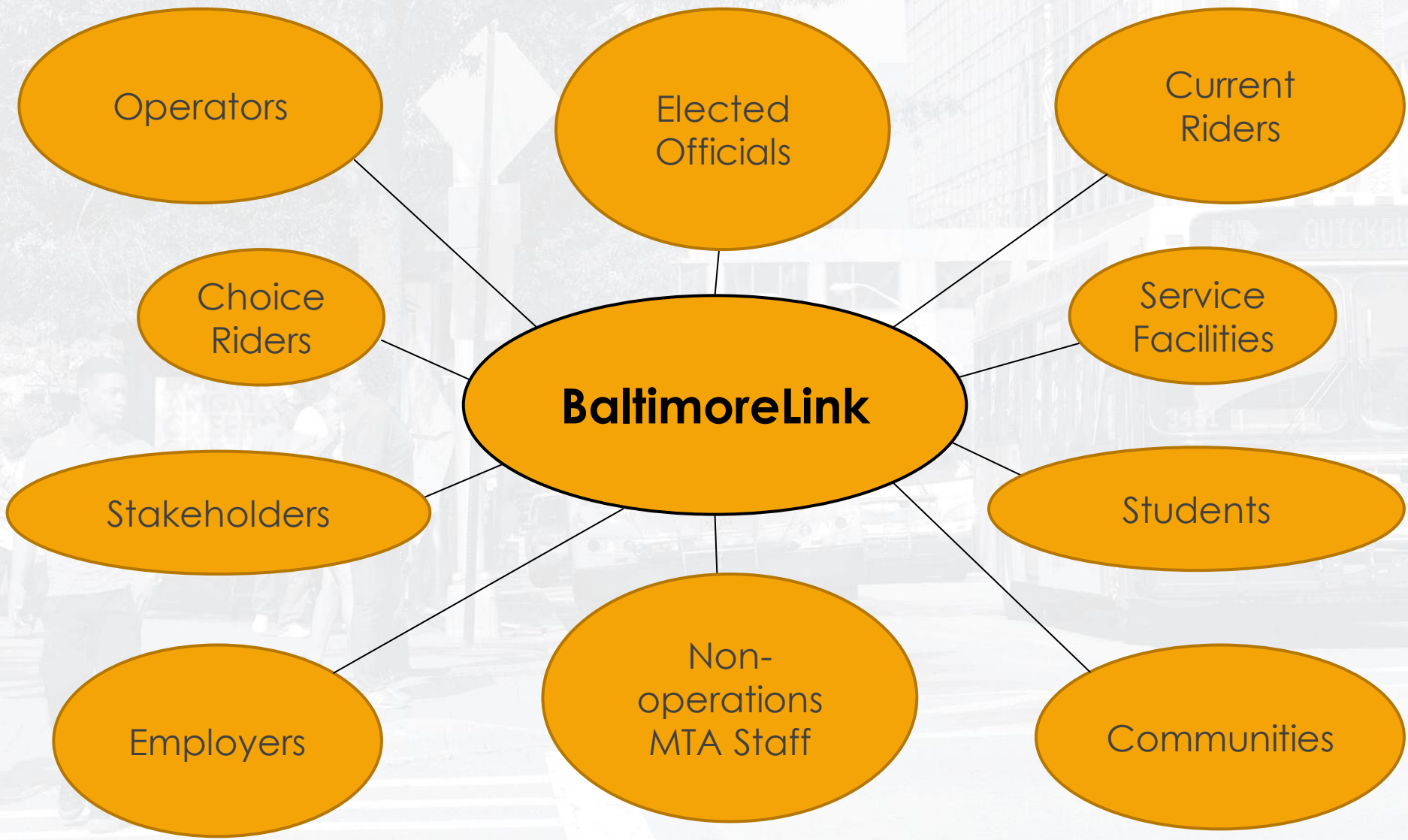
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BaltimoreLink Education



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MTA Inreach

■ Operations Staff

■ Operator Inreach Program

- Brief bus operators each month and collect comments (over 1,100)
- Staff in each bus division weekly now until launch
- Scheduled sessions with Light Rail and Metro operations

■ Bus Operator Training

- 50% of bus operators have been trained on BaltimoreLink routes so far
- MTA Police Training every week

■ Non-Operations Staff

■ Focus Groups

- Meetings with back-office departments (Procurement, Finance, IT)
 - Brief on BaltimoreLink
 - Collect non-technical information – “What are we missing?”

■ MTA BaltimoreLink Video



Active Rider Outreach

- BaltimoreLink Info Bus
 - Will ride every route from final network release until launch day
 - Will pick up riders for free
 - Hand out “Rider Alert” brochures, detailing the changes to that specific route



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Active Rider Outreach

- Street Teams
 - Deployment of 30 BaltimoreLink Ambassadors to high-ridership bus stops and on high-ridership buses
 - One-on-one training on BaltimoreLink routes and distribution of informational Rider Alerts for each current route
 - 8 week deployment from May to July



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Active Rider Outreach

- Pop-up Events
 - Tents at highest ridership stops throughout the city
 - BaltimoreLink ambassadors will hand out Rider Alert notices of route changes and answer questions
 - Will deploy 2-3 events per week in April and May, and 5 per week in all of June



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Community Outreach

- BaltimoreLink Stakeholders
 - Transit Choices
 - The Downtown Partnership of Baltimore
 - City DOT & Planning
 - Citizens Advisory Committee
 - Citizens Advisory Committee for Accessible Transportation
 - Baltimore Regional Transportation Board
 - Greater Baltimore Committee
 - Baltimore Development Corporation
 - BWI Business Partnership
 - Central Maryland Transportation Alliance



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Community Outreach

- Neighborhood Associations
 - Neighborhoods that are impacted by changes from existing service to BaltimoreLink service
 - Distributing information to their membership



Community Outreach

■ Travel Training

- Facilitated by Center for Mobility Equity (formerly CMRT)
- Empowers riders to use the new system with ease and confidence
- Hosting up to 2 community travel trainings per week leading up to launch
- Attendees can sign up for post-launch train-the-trainer or one-on-one training with CME

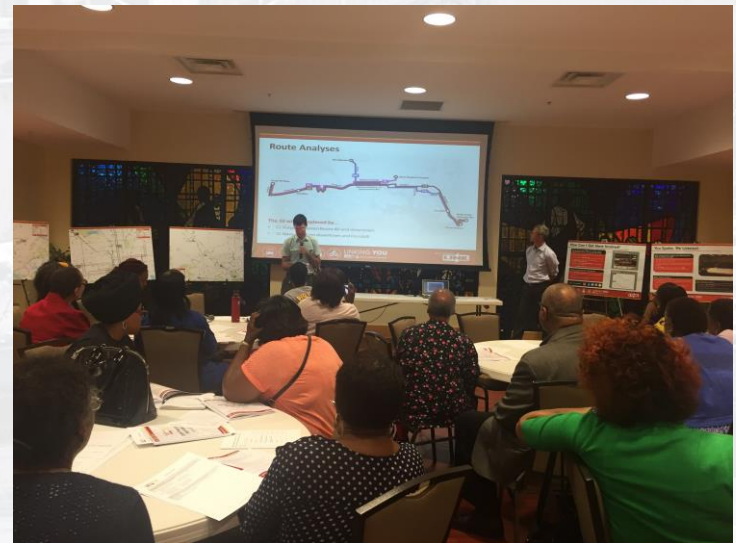


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Community Outreach

- Calling and distributing BaltimoreLink brochure, guides and schedules to education, community and health providers
 - Hospitals
 - Dialysis Centers
 - Senior Centers
 - Community Centers
 - Libraries
 - College & Universities
 - Correctional Facilities
 - Churches
 - Welcome Centers
 - Hotels
 - Convention Center
 - BWI Airport



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Community Outreach

- Business Outreach
 - Proactive outreach with businesses/employers to provide materials explaining BaltimoreLink
 - Brief Chambers of Commerce and reach their membership
 - Utilize relationships with Orioles and Ravens to promote BaltimoreLink



Community Outreach

- Baltimore City Public Schools
 - Continued 'Pop-Up' Sessions in schools across the district
 - Hiring Baltimore City teenagers over the summer through YouthWorks to assist with public education
 - Mayor's Back to School Day (Summer 2017)
 - BaltimoreLink booth at the annual event location at the Convention Center to provide information and walk through the trip planner



Elected Official Outreach

- Briefings to Anne Arundel County, Baltimore County, and Baltimore City Delegations
- Additional elected official briefings in the core service area
- Distribute informational materials and tools to educate the elected officials and their constituents, including district specific maps and posts for social media
- Hosted a BaltimoreLink Educational Breakfast during the 2017 Session



Advertising

- BaltimoreLink website
- Audio Announcements on Bus, Metro, and Light Rail
- Platform advertisements
- Cards on Bus, Metro, and Light Rail
- Bus Shelter advertisements
- Info Box advertisements



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Media

- TV – Broadcast and Cable
 - WBAL, WJZ, BET, ESPN, etc
- Radio – Broadcast and Internet
 - WERQ, WJZ, WLIF, WPOC, etc
- Print Advertising
 - Baltimore Sun, Baltimore City Paper, Afro News, etc.
- Social and Digital / Mobile



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