

BALTIMORE



Transit Choices

June 8, 2017



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Final Network Redesign

- Released the final BaltimoreLink plan on April 3rd
- Press release went out
- Websites updated
- Commenced public education campaign



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Public Education Campaign



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Who Are We Educating?

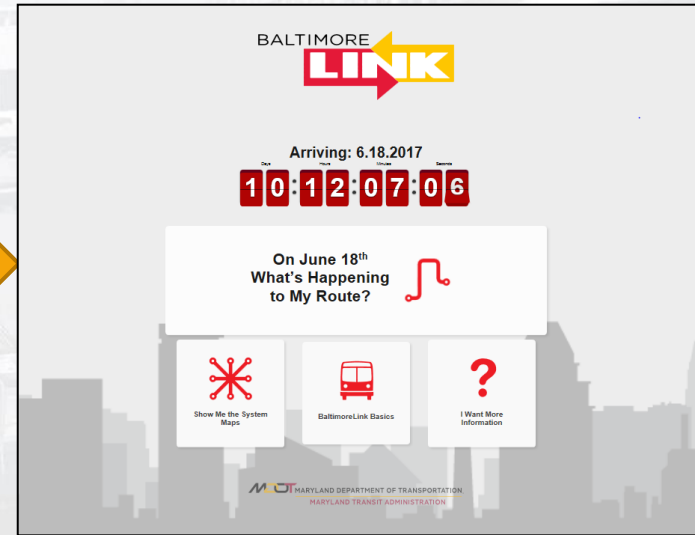
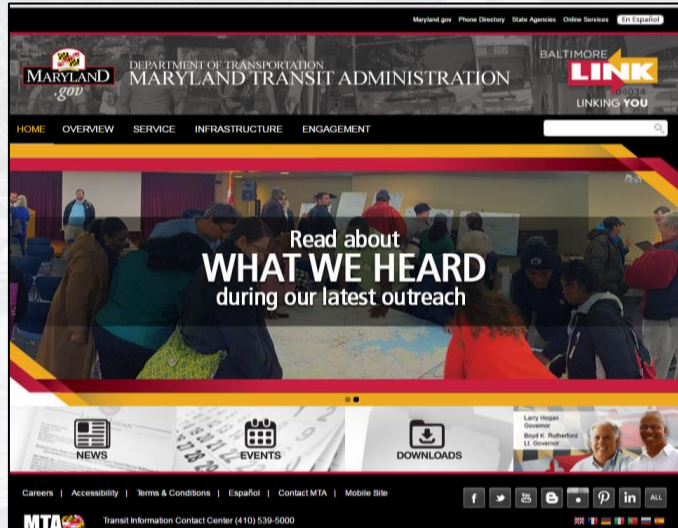
- RIDERS
- Students
- Employers
- Communities
- Stakeholders
- Service Facilities
- Elected Officials



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BaltimoreLink Website



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BaltimoreLink Info Bus & Brochures

- Info Bus deployed on April 3rd
- Riding every route until launch
- 2nd Info Bus deployed on May 22nd
- Have reached over 10,000 riders to date



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Bus Cards & Announcements

- Installed bus cards on all buses in April
- Bus, Metro & Light Rail Announcements
 - Pre-BaltimoreLink May 15-June 17
 - Post-BaltimoreLink June 18-July 15



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MTA Property

- All 650+ Info Boxes are being replaced
- Bus shelters will be updated with BaltimoreLink maps
- Metro & Light Rail signage will be replaced

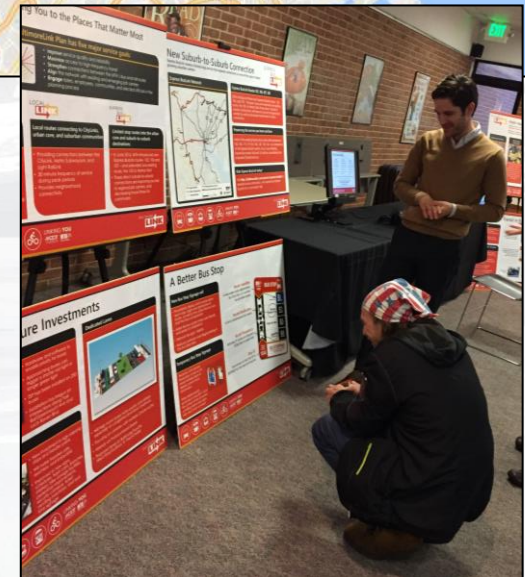
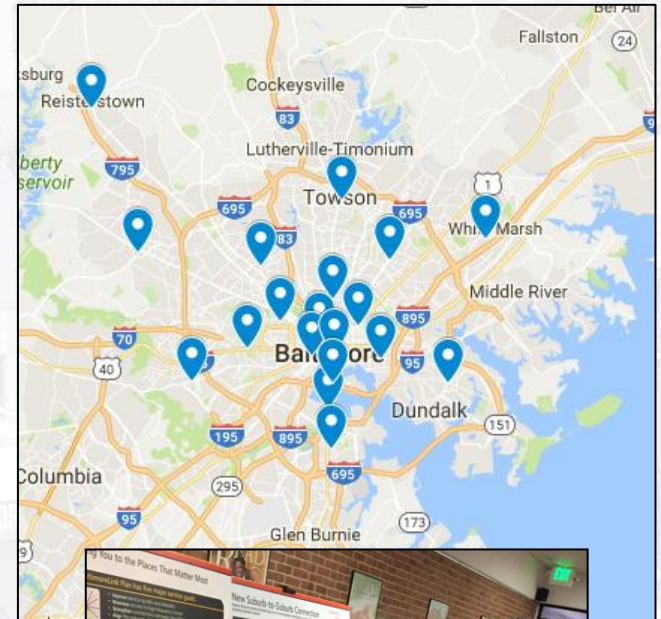


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Community Travel Trainings

- 20 open house workshops
- April 24 – June 12
- Provide BaltimoreLink overview, system map, monitors, and route specific details for each location
- Attendees can sign-up for travel training with the Center for Mobility Equity



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Advertising for Travel Training Events

- Newspaper Advertising
- Facebook Events
- Event Flier Distributed to:
 - Elected Officials
 - Governor's Office of Community Initiatives
 - Partners of Center for Mobility Equity
 - City DOT Community Liaisons
 - Maryland Department of Housing & Community Development
 - CASA of Maryland
 - Governor's Office of Hispanic Affairs
 - Maryland Hispanic Chamber of Commerce

Newspapers

Baltimore Sun
Daily Record
Bmorenews.com
Afro American
Baltimore Times
Dundalk Eagle
East County Times
El Tiempo Latino
Jewish Times
Latin Opinion
Sunday Sun – AA Co.
Arbutus Times
Catonsville Times
City Paper
Maryland Gazette
Jeffersonian
Owings Mills Times
Towson Times
Sun's WKND



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Community Meetings, Stakeholders & Festivals

Business Outreach

Greater Baltimore Committee
BWI Business Partnership
Chambers of Commerce
100 S. Charles (BOA)
100 Light Street (Transamerica)
One N. Charles
One S. Charles
World Trade Center
36 S. Charles
20 S. Charles
111 Market
500 E. Pratt
7 St. Paul (Wells Fargo)
1501 S. Clinton
250 W. Pratt (Pandora)
120 E. Baltimore (Sun Trust)
400 E. Pratt
State Center
BCCC
Amazon

- Meetings with businesses and stakeholders
- Briefing neighborhood associations, especially those impacted by route changes
- BaltimoreLink tables at major festivals
- Outreach to businesses impacted by dedicated lanes
- **Over 130 Meetings**

Stakeholders

Baltimore City DOT & Planning	Transit Choices
CAC	Live Baltimore
CACAT	Maryland Dept of Commerce
Maryland Hospital Association	Strong City Baltimore
BRTB	Resident Advisory Board HABC



Collateral Distribution

- Distribution of BaltimoreLink Rider Guides to organizations in the region
- Cold-calling and asking if willing to display BaltimoreLink info for employees or patrons
- Over 400 locations:
 - 186 Barber Shops & Salons
 - 30 Dialysis Centers
 - 25 Senior Centers
 - 25 Hospitals & Medical Facilities
 - 15 Human Service Facilities
 - 50 Rec & Community Centers
 - 10 Career Centers
 - 10 Shopping Centers
 - 20 Universities and Educational Institutions
 - 10 Libraries
 - 20 miscellaneous



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Pop Ups & Street Teams

■ Pop Up Tents

- April 27-June 30 (10 weeks)
- 3 per week in April/May and 5 per week in June
- 5 people deployed at high-ridership locations alternating AM and PM



■ Street Teams

- May 7-June 30 (8 weeks)
- Monday – Friday with select Saturdays
- 30 people total deployed in teams of 2 on routes and at stops with both AM and PM shifts each day
- Reach over 5,000 people per week



Schools

- Coordination with Baltimore City Public Schools Student Government Association
- Briefings to several high schools
- Attended back-to-school nights in the Fall
- BaltimoreLink booth at the Choice Fair
- Delivered posters to over 100 high/middle schools
- Robo call will go to all families alerting of BaltimoreLink
- BaltimoreLink info included in internal BCPS memos/newsletters to staff

Post Launch

- Presence at summer school registrations
- BaltimoreLink info at teacher professional development days
- Briefings to Summer Programs
- Attending orientation for Youthworks and providing route information for 500+ locations

FOLLOW MTA MARYLAND:     

HEARD THE NEWS?

ALL MTA BUS ROUTES ARE CHANGING ON JUNE 18, 2017!

LEARN MORE AND COMPARE YOUR OLD AND NEW ROUTES AT BALTIMORELINK.COM

 MARYLAND DEPARTMENT OF TRANSPORTATION  *Linking you.*

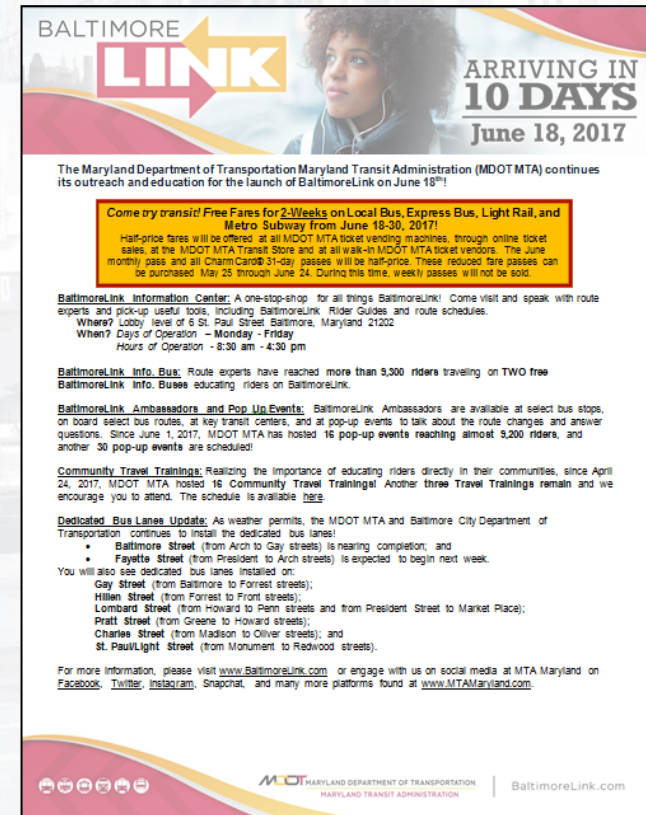


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Outreach to Elected Officials

- Hosted four open houses for Elected Officials since April
- Regular email updates
- District specific maps
- Brief Baltimore City Council on Monday, June 12th



BALTIMORE LINK **ARRIVING IN 10 DAYS**
June 18, 2017

The Maryland Department of Transportation Maryland Transit Administration (MDOT MTA) continues its outreach and education for the launch of BaltimoreLink on June 18th!

Come try transit! Free Fares for 2-Weeks on Local Bus, Express Bus, Light Rail, and Metro Subway From June 18-30, 2017!
Half-price fares will be offered at all MDOT MTA ticket vending machines, through online ticket sales, at the MDOT MTA Transit Store and at all walk-in MDOT MTA ticket vendors. The June monthly pass and all CharmCard® 31-day passes will be half-price. These reduced fare passes can be purchased May 25 through June 24. During this time, weekly passes will not be sold.

BaltimoreLink Information Center: A one-stop-shop for all things BaltimoreLink! Come visit and speak with route experts and pick-up useful tools, including BaltimoreLink Rider Guides and route schedules.
Where? Lobby level of 6 St. Paul Street Baltimore, Maryland 21202
When? Days of Operation – Monday - Friday
Hours of Operation – 8:30 am - 4:30 pm

BaltimoreLink Info. Bus: Route experts have reached more than 3,300 riders traveling on TWO free BaltimoreLink Info. Buses educating riders on BaltimoreLink.

BaltimoreLink Ambassadors and Pop Up Events: BaltimoreLink Ambassadors are available at select bus stops, on board select bus routes, at key transit centers, and at pop-up events to talk about the route changes and answer questions. Since June 1, 2017, MDOT MTA has hosted 16 pop-up events reaching almost 9,200 riders, and another 30 pop-up events are scheduled!

Community Travel Trainings: Realizing the importance of educating riders directly in their communities, since April 24, 2017, MDOT MTA hosted 16 Community Travel Trainings! Another three Travel Trainings remain and we encourage you to attend. The schedule is available [here](#).


Dedicated Bus Lanes Update: As weather permits, the MDOT MTA and Baltimore City Department of Transportation continues to install the dedicated bus lanes!

- Baltimore Street (from Arch to Gay streets) is nearing completion, and
- Fayette Street (from President to Arch streets) is expected to begin next week.

You will also see dedicated bus lanes installed on:

- Gay Street (from Baltimore to Forrest streets);
- Hilken Street (from Forrest to Front streets);
- Lombard Street (from Howard to Penn streets and from President Street to Market Place);
- Pratt Street (from Greene to Howard streets);
- Charles Street (from Madison to Oliver streets); and
- St. Paul/Light Street (from Monument to Redwood streets).

For more information, please visit www.BaltimoreLink.com or engage with us on social media at MTA Maryland on Facebook, Twitter, Instagram, Snapchat, and many more platforms found at www.MTAMaryland.com.

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Public Education Tools

School Poster

BALTIMORE LINK RIDER GUIDE

A Complete Guide to Understanding the New BaltimoreLink Bus Network

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MARYLAND TRANSIT ADMINISTRATION

baltimorelink.com

Rider Guide

23 SERVICE CHANGES EFFECTIVE JUNE 18, 2017

MARYLAND TRANSIT ADMINISTRATION
CATONSVILLE OR WILDWOOD TO FOX RIDGE

WHAT'S HAPPENING TO MY ROUTE?

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baltimorelink.com

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Rider Alert

ALL MTA BUS ROUTES ARE CHANGING ON JUNE 18, 2017

HAVE YOU HEARD THE NEWS?

VISIT **BALTIMORELINK.COM** FOR MORE INFORMATION

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Travel Training Brochure

FOLLOW MTA MARYLAND: [social media icons]

HEARD THE NEWS?

ALL MTA BUS ROUTES ARE CHANGING ON JUNE 18, 2017!

LEARN MORE ABOUT YOUR ROUTE AT BALTIMORELINK.COM

BALTIMORE LINK

Have you heard the News? All MTA Bus routes are changing!

On June 18, the MTA bus network will change overnight and become known as BaltimoreLink. The current transit network hasn't been updated in over 50 years and, because of its design, and changes in the region, is unreliable. BaltimoreLink will improve reliability by increasing access to high-frequency transit and creating more efficient and better-connected routes.

How is the MDOT/MTA going to do this?

- A new bus system architecture
- Improved infrastructure
- Increased Customer Information

The backbone of BaltimoreLink are 12 color-coded, high-frequency CityLink lines. CityLink routes are in service 24 hours a day, and all routes are connected.

A network is only as good as the roads it runs on. Dedicated Bus Lanes will help our buses move more quickly through traffic. New transfer facilities, including one at the West Baltimore MARC station. Many buses will also communicate with traffic signals and receive priority.

Over 4,500 signs will be installed that tell you the route destination and frequency. New bus schedules will tell you key destinations of each route, and all 700 buses will be wrapped so you can clearly identify an MTA bus.

Learn about changes to the system and your route at baltimorelink.com

MDOT MTA Maryland baltimorelink.com

Email Blast



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Capital Projects Update



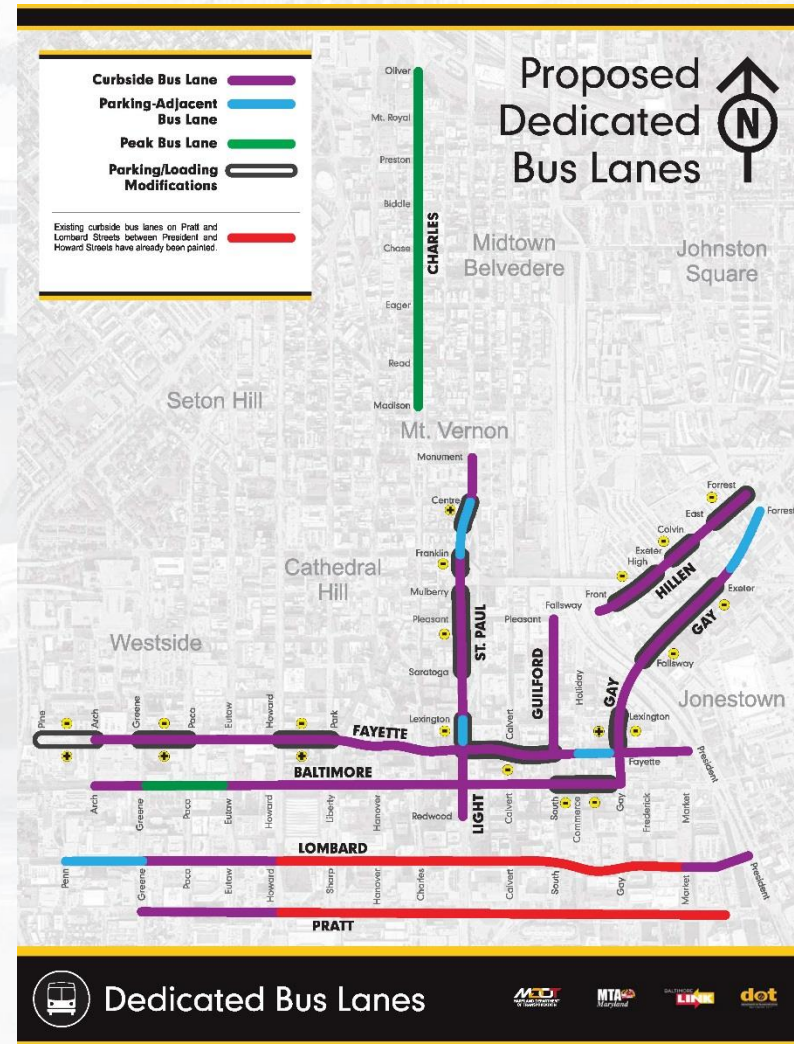
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Dedicated Bus Lanes

Rolling out the red carpet for buses!

May	Baltimore	(Arch to Gay)
June	Fayette	(President to Arch)
	Gay	(Baltimore to Forrest)
July	Guilford	(Pleasant to Fayette)
	Hillen	(Forrest to Front)
	Lombard	(Howard to Penn, President to Market)
Aug.	Pratt	(Greene to Howard)
	Charles	(Madison to Oliver)
Sep.	St. Paul/ Light	(Monument to Redwood)



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Baltimore Street Progress

Arch

Greene

Paca

Eutaw

Howard

Liberty

Hanover

Light

Calvert

South

Greenmount

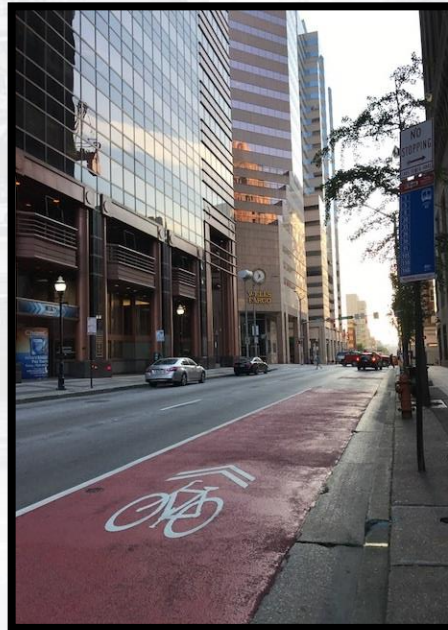
Gay



Before Bus Lanes



Closure and Power Wash



Striped and Painted



Ready for BaltimoreLink!



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Transit Signal Priority

CityLink Red

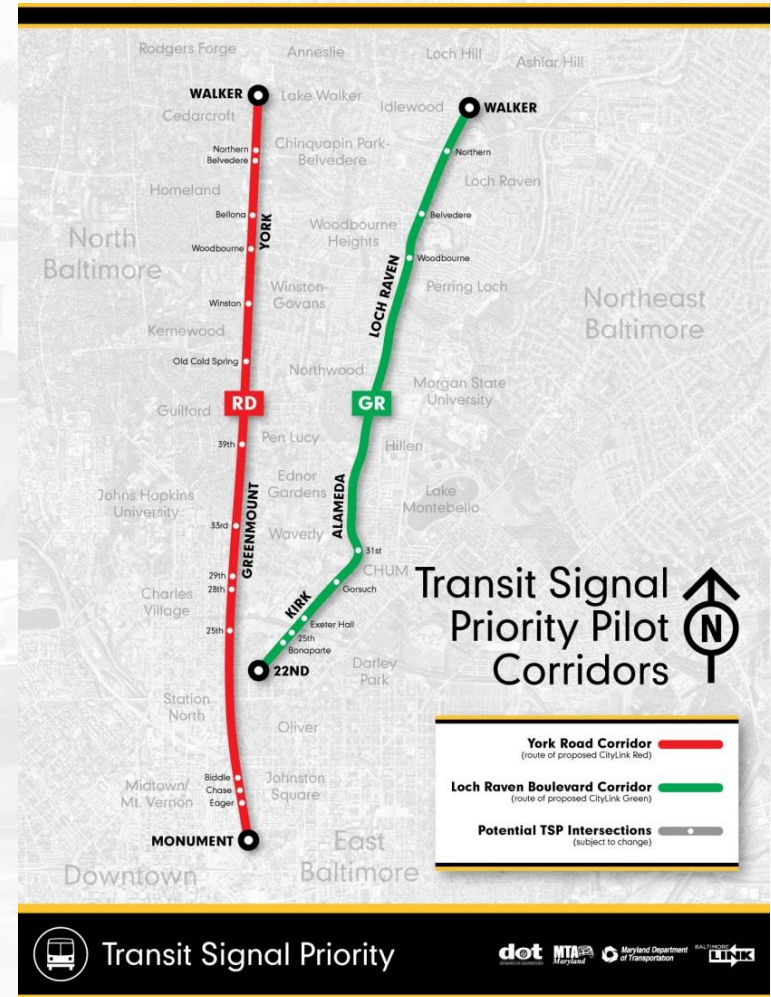
York/Greenmount
(Walker to Monument)

CityLink Green

Loch Raven/Kirk
(Walker to 22nd)

100% installed

- ✓ 250 CityLink buses
- ✓ 47 signal controllers
- ✓ 36 intersections

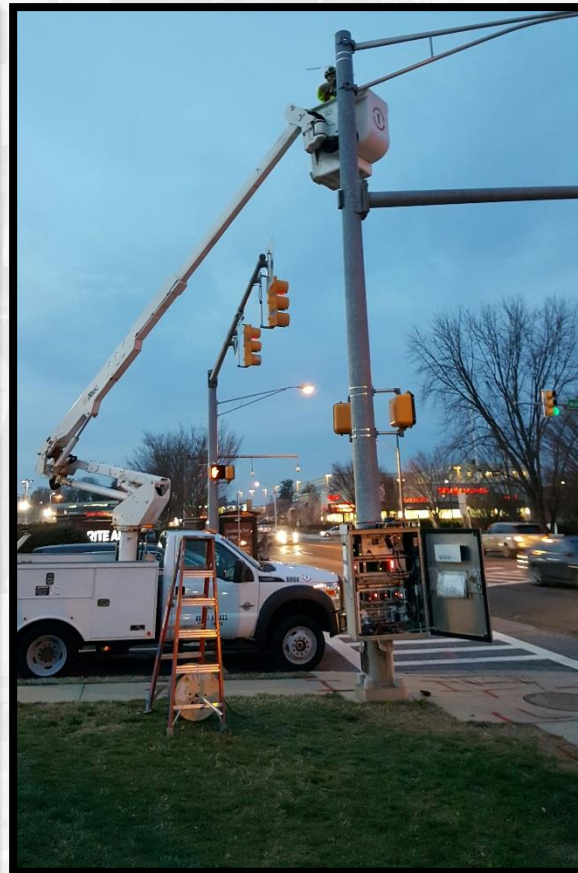
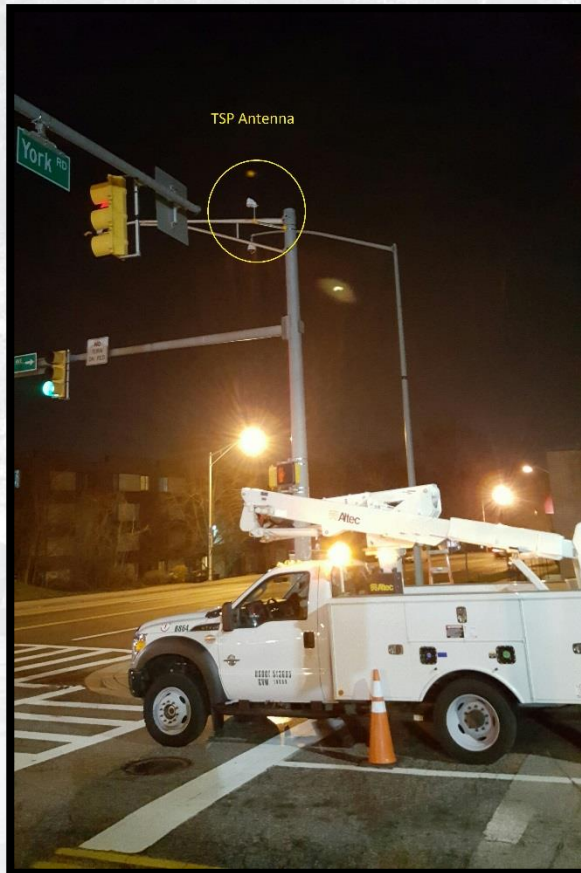


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Transit Signal Priority Installation

PLUS: Audio/Visual Train Approaching Warning Signs at 17 intersections on Howard Street (triggered by TSP on Light Rail Vehicles)



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Bus Stop Signs

Nearly 4,500 signs fabricated and installed

=

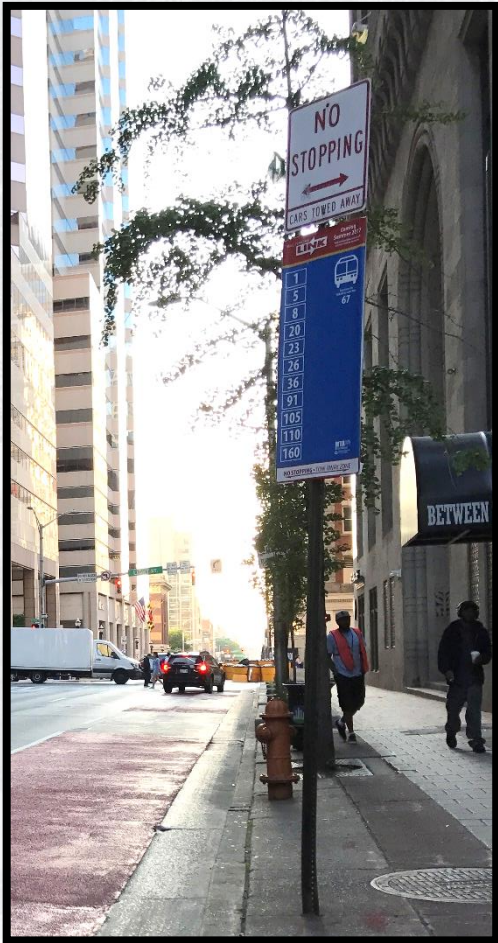
Nearly 4,500 bags to remove by June 18th!

- 36 teams of 2
- Equipped with a truck and clippers

[map of bus stop signs and sectors for bag removal?]



Bus Stop Signs



Long Bus Stop Signs...



Short Bus Stop Signs...



NEW Bus Stop Signs!



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On- and Off-Street Improvements

West Baltimore Transfer Facility

- Full suite of improvements

On-Street Improvements at

- Penn Station
- Eastside District Court
- Penn North
- Lexington Market
- Johns Hopkins Bayview



Real-time Information Signage at

West Baltimore	Penn Station
North Avenue	Charles Center
Lexington Market	State Center
Penn North	



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West Baltimore Construction



Bus Shelter and Bench



ADA Parking and Bus Loop



Covered Bike Racks



Operator Bathroom and Art Installation



Real-Time Signage and CCTV

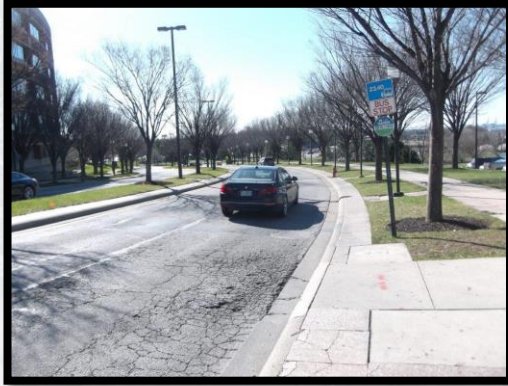


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On-Street Improvements Progress

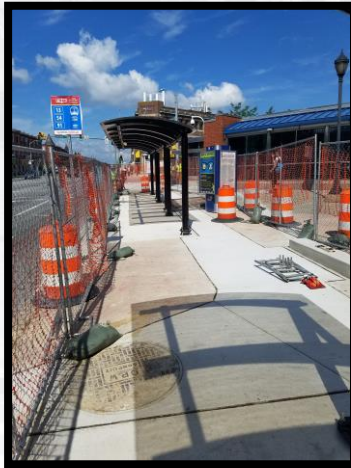
Bayview Boulevard Before and After



North Avenue Real-Time Signage



Penn North – New Canopies



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Baltimore Bike Share and Transit

Fall 2016 - 5 locations

- ✓ Shot Tower
- ✓ University Center/
Baltimore Street
- ✓ Lexington Market
- ✓ Centre Street
- ✓ Convention Center/
Pratt Street

Summer 2017 - 6 more locations

- ✓ Camden Station
- Penn Station
- Johns Hopkins
Hospital
- State Center Metro
- Mt. Royal Light Rail
- Charles Center



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Bike Share Docks at Rail Stations

Fall
2016
Launch



Summer
2017
Expansion



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Bus Stop Optimization Update



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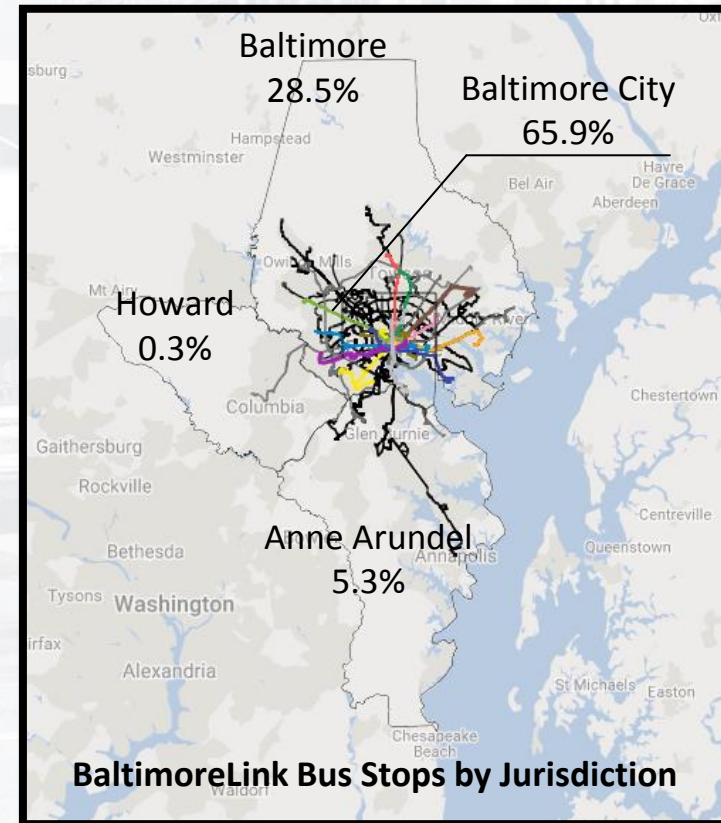
Bus Stop Optimization

Winter Service Change (February)

- Proposed 331 stops
- Received 84 comments
- **Removed 306 stops**
- **6% reduction in stops**

Summer Service Change (June)

- Proposed 630 stops
- Received 264 comments
- **Removed 572 stops**
- **11% reduction in stops**



Bus Stop Optimization

New BaltimoreLink Bus Stops

- 13 stops with construction
- 100% complete (May)



Liberty Rd & Live Oak Rd



Liberty Rd & Pikeswood Rd



25th St & Kirk Ave



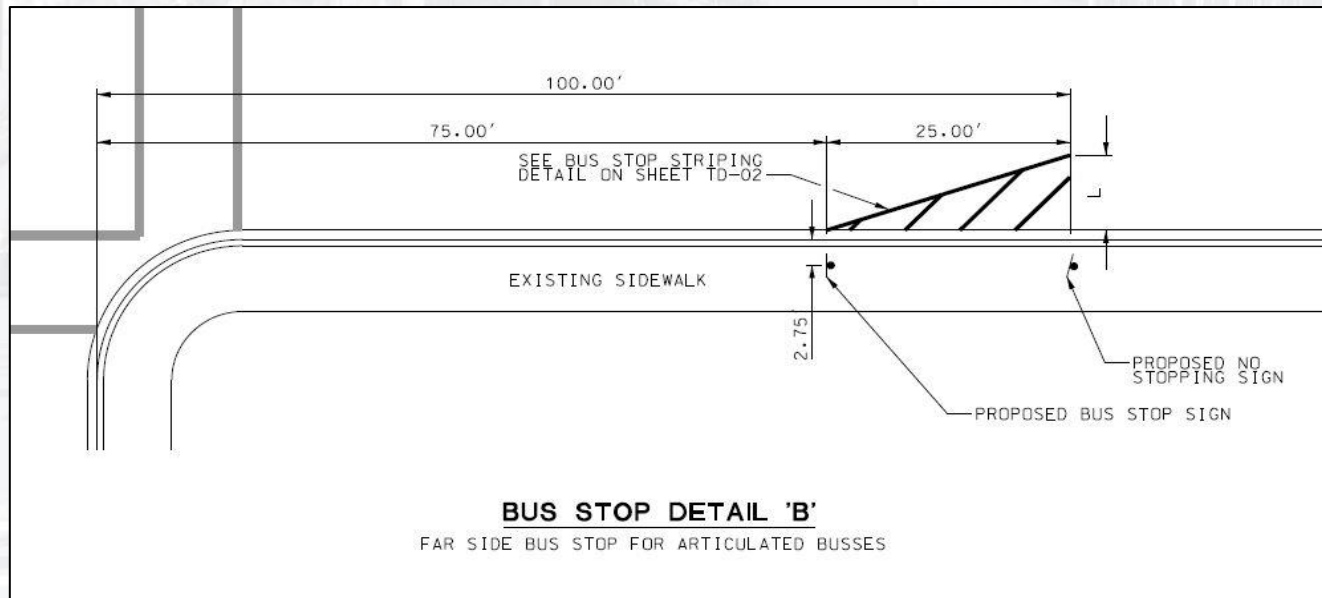
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Bus Stop Optimization

New BaltimoreLink Bus Stops

- 63 stops with signage/striping
- 75% complete (finish by end of week)



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BaltimoreLink Launch!



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BaltimoreLink Launch Start-Up

- Wednesday, June 14 – Governor’s Event at West Baltimore MARC Station
- Saturday, June 17 @ 8PM – Temporary sign removal begins
- Saturday, June 17 @ 11:49PM – Last “old” system route pulls out
- Sunday, June 18 @ 3:11AM – **First BaltimoreLink route pulls out!**



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BaltimoreLink Ambassadors

Street Teams

- 40 individual staff
- Deployed in teams of 2-4 during four-hour shifts throughout the day.
- Stationed at targeted high-activity bus stops and transfer areas

Informational Pop Ups

- 10 individual staff, 2 teams total.
- Deployed at major hubs as team of five during five-hour shifts.
- Stationed at a tent and table with informational materials on all routes.

Transit Ambassadors

- MDOT employee volunteers (up to 1,000)
- Deployed in pairs at a static location throughout the day/evening
- Stationed at high-activity bus stops

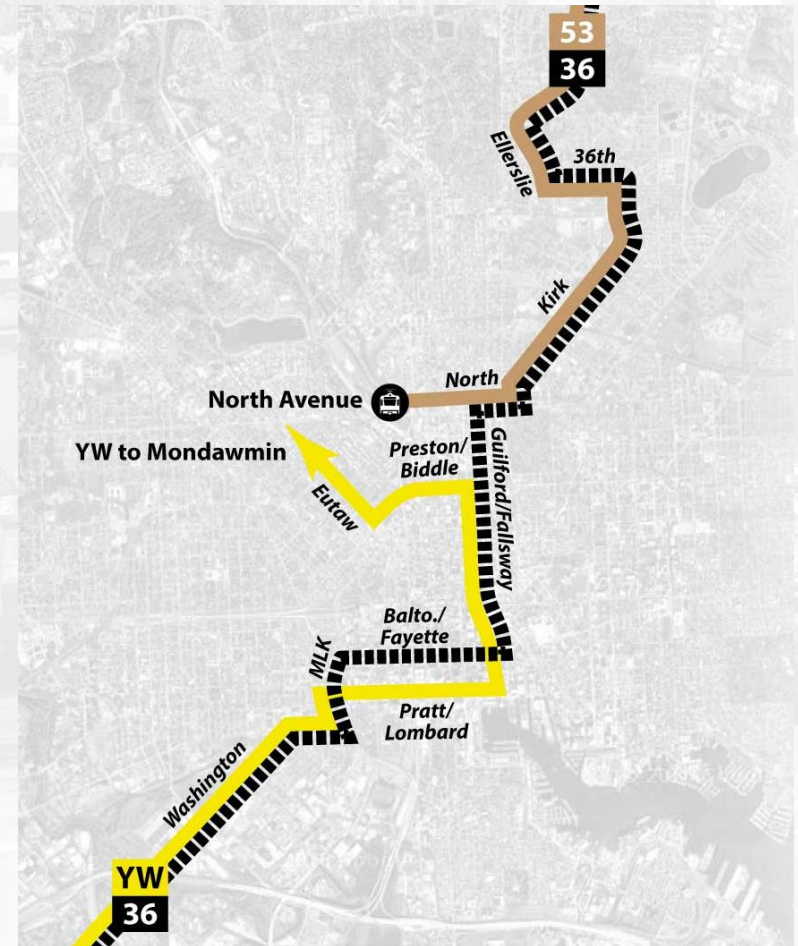


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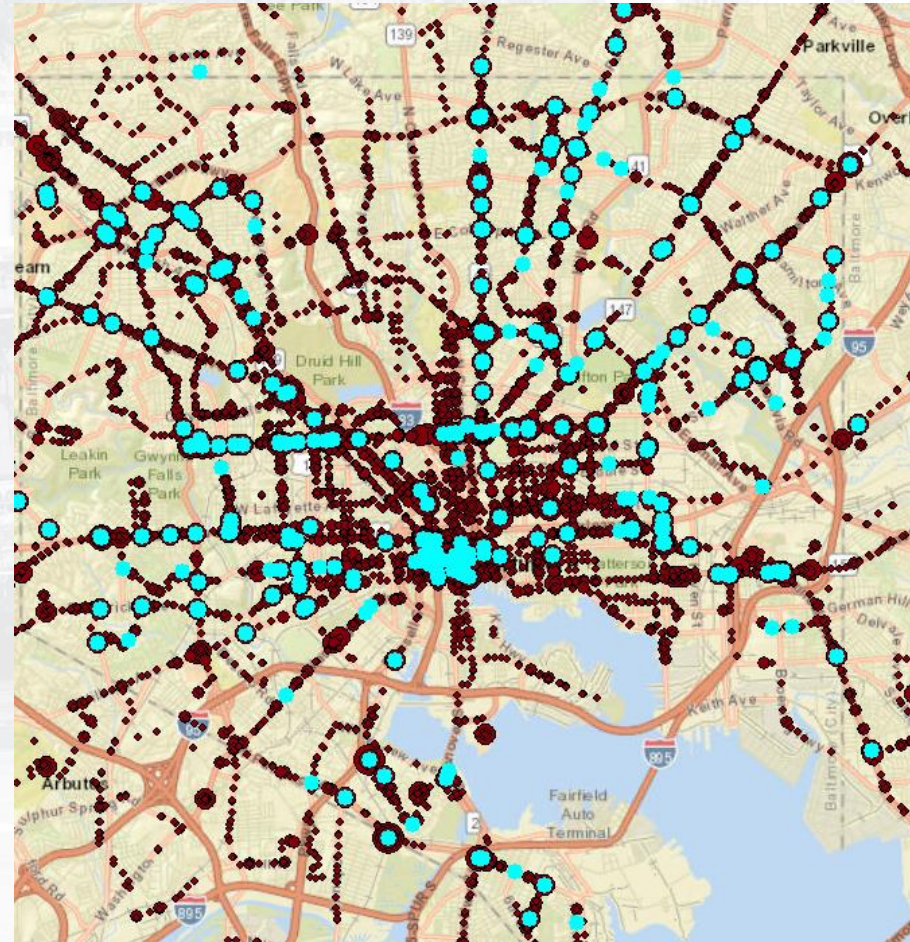
Street Teams Deployment

- Anticipated transfer locations throughout the service area.
- Training specific to the routes at each location.
- Materials relevant to each location.



Transit Ambassador Deployment

- MDOT Volunteers
- At as many bus stops as possible as possible
- Round-the-clock presence after launch
- Training and specialized printed information for each location.



On-Street Customer Service: **Message**

Help customers navigate the new system.

- Direct customers on how to complete their trip.
- Distribute new route-schedules and other informational materials.
- Accept feedback on the new transit system
- **Provide world-class customer service.**



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Questions?



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