



## **BaltimoreLink Ad hoc Committee Meeting Summary**

June 8, 2017

8:00 AM – 10:00 AM

### **Baltimore Community Foundation**

2 East Read Street

Levi Conference Room, 8th Floor

Baltimore, MD 21202

Attendees: Roxana Beyranvand (**Baltimore Collegetown**), Father Michael Bishop (**Bus Rider**), Robin Budish (**Transit Choices**), Luis Cardona (**Downtown Partnership of Baltimore**), Celeste Chavis (**Morgan State University**), Jade Clayton (**MTA**), Ben Cohen (**BWI Partnership**), Art Cohen (**b'more mobile**), Tasha Cornish (**St. Mary's Outreach Center**), Mark Edelson (**Goldman & Goldman, P.A.**), Anna Ellis (**Get Maryland Moving**), George Frazier (**Baltimore Bike Out**), Laura Getty (**MTA**), Maurice Good (**Maryland New Directions**), Jeffrey Grigg (**Johns Hopkins University**), Michael Helta (**MTA**), Tom Hewitt (**MTA**), John Land (**Baltimore City Public Schools**), Jim Leanos (**Corporate Property Solutions**), Grace Lee (**Maryland New Directions**), Herbert Malveaux (**Enoch Pratt Free Library**), Eric Norton (**Central Maryland Transportation Alliance**), Brian O'Malley (**Central Maryland Transportation Alliance**), Michael Puma (**Loyola University**), Michael Romeo (**Transdev**), Jimmy Rouse (**Transit Choices**), Minister Glenn Smith (**Baltimore Transit Equity Coalition & Get Maryland Moving**), Jill Sorensen (**BEVI, Inc.**), Sandy Sparks (**Charles Village Civic Association**), Danielle Sweeney (**City Paper**), Marc Szarkowski (**MTA**), Raven Thompson (**Baltimore Development Corporation**)

Jimmy Rouse, on behalf of Transit Choices welcomed everyone and opened the meeting. Jimmy then introduced Thomas M. Hewitt, Jr. (Director, Office of Service Development with the MTA), and explained that the purpose of the meeting was to have Tom provide a detailed update on [BaltimoreLink: Ready to Roll!](#)

Tom's responses were supplemented with the following PowerPoint presentation highlights. A copy of his complete presentation will be made available to the full committee.

### MTA PowerPoint Presentation Overview: **BaltimoreLink: Ready to Roll!**

- **Final Network Redesign**
- **Public Education Campaign**
  - Who Are We Educating?
  - BaltimoreLink Website
  - BaltimoreLink Info Bus & Brochures
  - MTA Property
  - Community Travel Trainings
  - Advertising for Travel Training Events
  - Community Meetings, Stakeholders & Festivals
  - Collateral Distribution
  - Pop Ups & Street Teams
  - Schools
  - Outreach to Elected Officials
  - Public Education Tools

- **Capital Projects Update**
  - Dedicated Bus Lanes
  - Baltimore Street Progress
  - Transit Signal Priority
  - Transit Signal Priority Installation
  - Bus Stop Signs
  - On- and Off-Street Improvements
  - West Baltimore Construction
  - On-Street Improvements Progress
  - Baltimore Bike Share and Transit
  - Bike Share Docks at Rail Stations
- **Bus Stop Optimization Update**
  - Winter Service Change (February)
  - Summer Service Change (June)
  - New BaltimoreLink Bus Stops
- **BaltimoreLink Launch!**
  - BaltimoreLink Launch Start-Up
  - **Sunday, June 18 @ 3:11AM – First BaltimoreLink route pulls out!**
- **BaltimoreLink Ambassadors**
  - Street Teams Deployment
  - Transit Ambassador Deployment
  - On-Street Customer Service: Message, Help customers navigate the new system.

Discussion Summary:

- Kevin B, Quinn, Jr. will assume the responsibilities of Paul Comfort as the Acting Administrator & CEO effective this date.
- The MTA team working on BaltimoreLink is confident in the successful rollout on June 18, 2017.
- The public education outreach has been a big success. Two MTA “Information” buses have reached over 10,000 riders to date.
- Bus riders are encouraged to change the “my route” mindset to “where do I want to go” within the new system.
- BaltimoreLink is a continuous process of improvement and the MTA will make adjustments where appropriate.
- Bus riders will be offered free transit service June 18-30, 2017.
- Qualitative and Quantitative data determined bus stop locations.
- The main goal of BaltimoreLink is to provide safe, reliable, efficient service.
- The MTA will evaluate whether senior centers and community centers have appropriate bus stops, and make improvements accordingly.
- Of the 1,000 + bus operators that were surveyed, 95% expressed confidence in BaltimoreLink.
- On June 30, 2017 the bus fare will increase to \$1.80.

Next Steps:

- The MTA will make another presentation to the committee in July 2017, post-rollout of BaltimoreLink.

Robin Budish, on behalf of Transit Choices concluded the meeting by thanking everyone for attending. She also acknowledged Tom Hewitt, Mike Helta and colleagues for their continued spirit of collaboration and cooperation. The Baltimore Community Foundation was recognized for providing meeting space.

Jimmy Rouse expressed gratitude to the MTA for their openness and responsiveness. Additionally, he praised the committee members for their input and feedback at these meetings which has had a significant impact on BaltimoreLink.