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Post-Launch Update Transit Choices August 8, 2017



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Agenda

- Launch Overview
- Public Education Summary
- Metrics & Operational Adjustments
- Capital Projects Update
- Continued Outreach



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Launch Overview



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Tuesday, June 6, 2017 – 4:59PM

Kevin B. Quinn, Jr., AICP
Acting Administrator and CEO



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Change in Leadership



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Thur, June 8 – Mon, June 12



**Hosted the APTA
International Rail
Rodeo & Conference**



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Tuesday, June 13 – 3 PM



The Day before the Kick-off
West Baltimore MARC Station – Police Chase and Car Fire



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Wednesday, June 14 – 3:00 PM



Kick-off Event with Governor Hogan



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Friday, June 16, 2017 – 9:00AM



Senior Staff Meeting & Pep Rally



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Friday, June 16, 2017 – 4:00PM



Transition Conference Call # 1



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Saturday, June 17, 2017 – 8:00PM



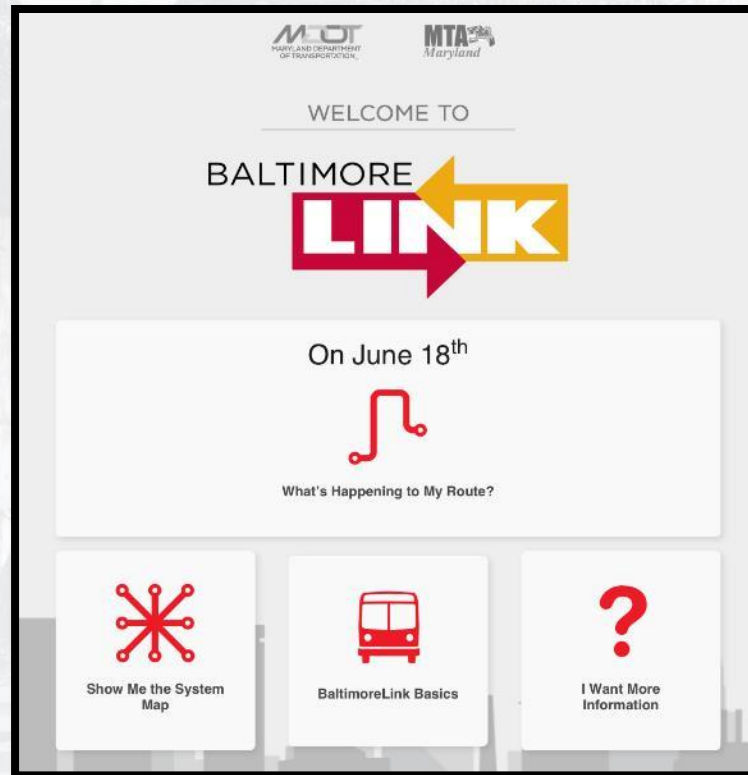
Bus Stop Sign Bag Removal Commences



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Sunday, June 18, 2017 – 12:01AM



Website Changes Go Live



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Sunday, June 18, 2017 – 12:05AM



Call Center System Transition Begins



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Sunday, June 18, 2017 – 3:10AM



Bus Stop Sign Bag Removal Concludes



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Sunday, June 18, 2017 – 3:11AM



First BaltimoreLink Run Pull-out



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Sunday, June 18, 2017 – 11:00AM

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PRIDE 2017**

JUNE 17 & 18, 2017

Street Closures for Parade – Bus Diversions



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Sunday, June 18, 2017 – All Day



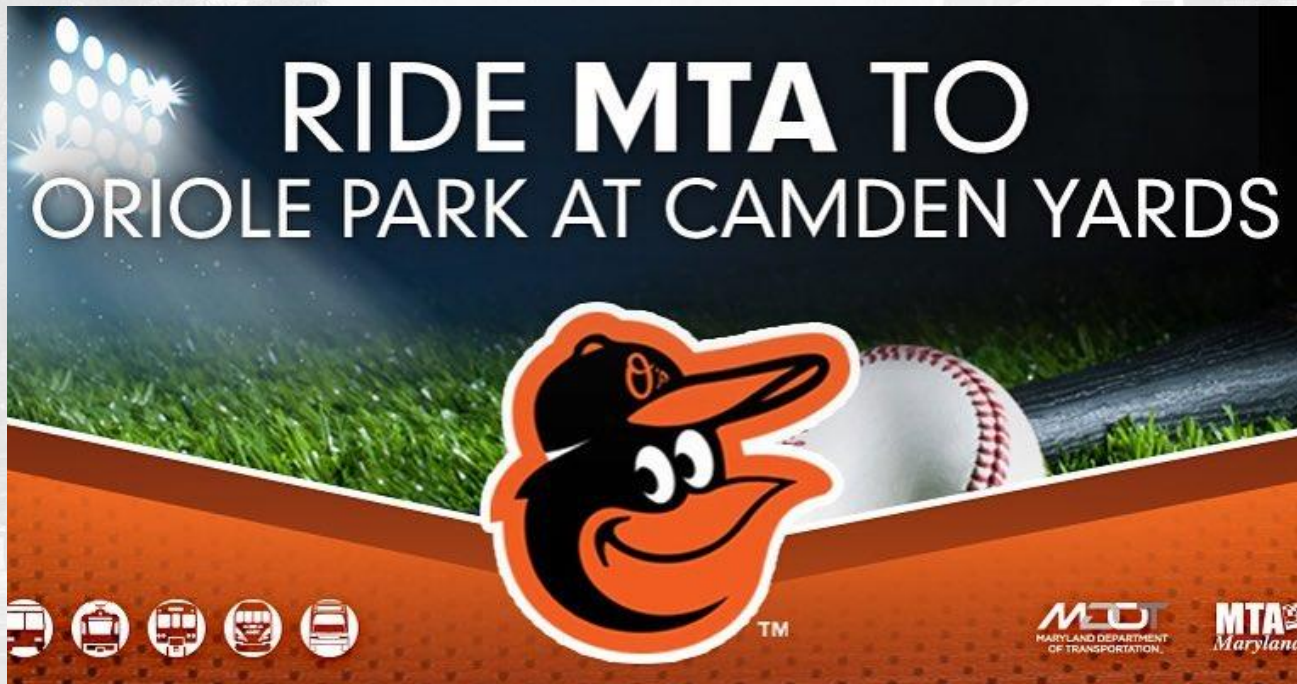
Building Excitement & Supporting our Operators



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Sunday, June 18, 2017 – 1:35PM



O's Game



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Monday, June 19, 2017 – 4:00AM



Launch for Weekday Service



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Monday, June 19, 2017 – All Day



Building Excitement & Supporting our Operators



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Monday, June 19, 2017 – 7:00AM



Transition Conference Call # 10



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Tuesday, June 20, 2017 – 6:00PM



A PM Peak Explosion & Road Closure

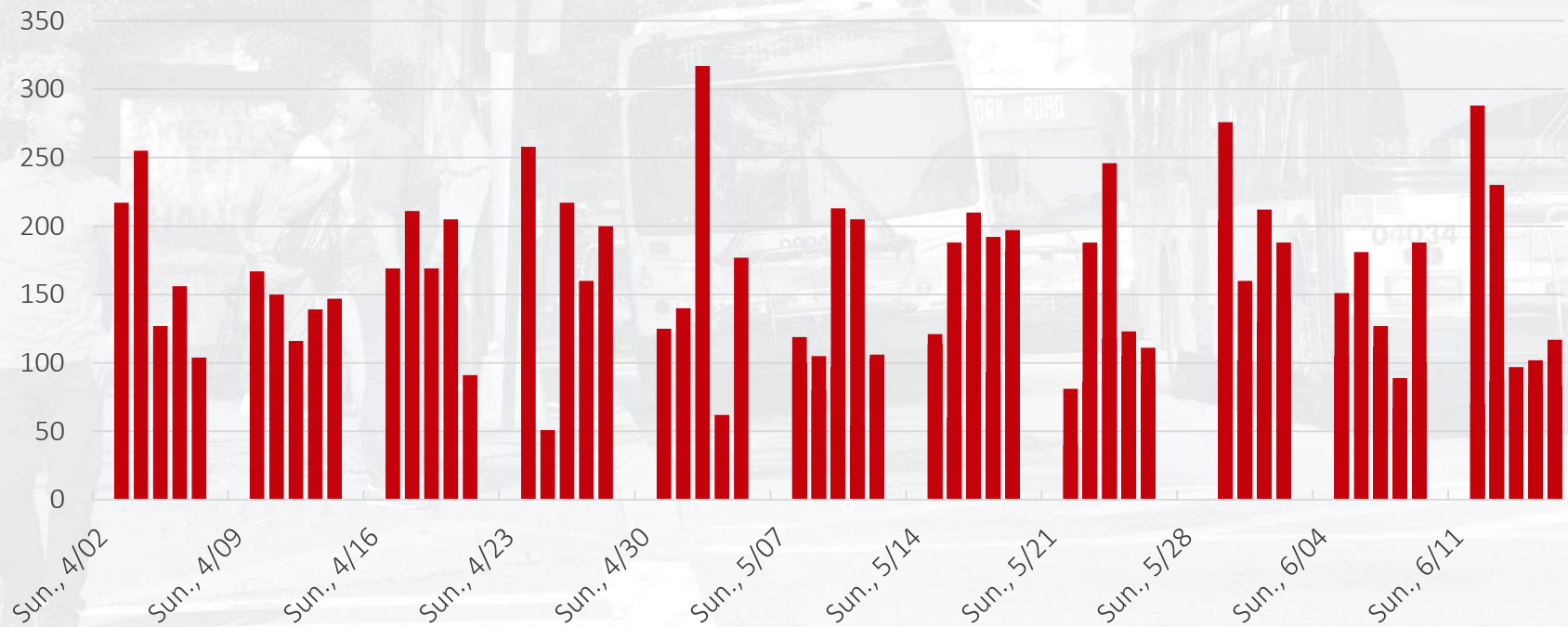


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Info Bus Interactions

- April 3rd – June 16th (Two buses per day)
- 11,683 total interactions (over 100 per day)

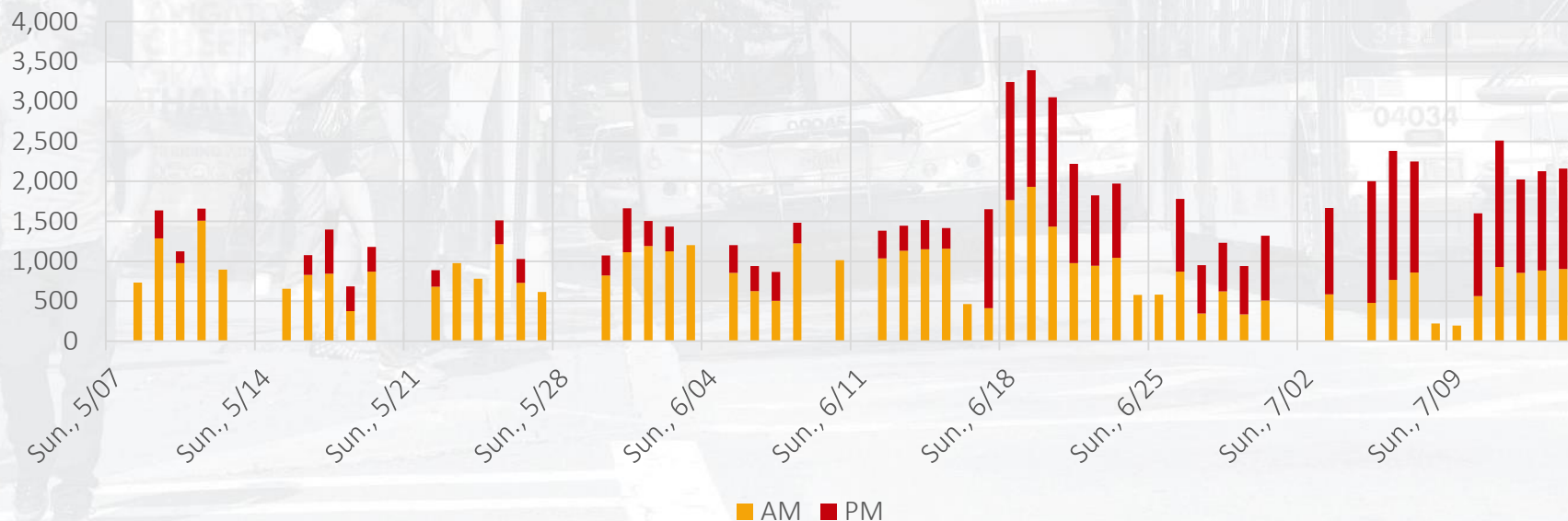


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Street Team Interactions

- May 8th – July 14th (10-20 bus routes or stops per day)
- 79,308 total interactions
 - 1,500 per day before and after launch week
 - 2,300 per day during launch week (6/18-6/24)

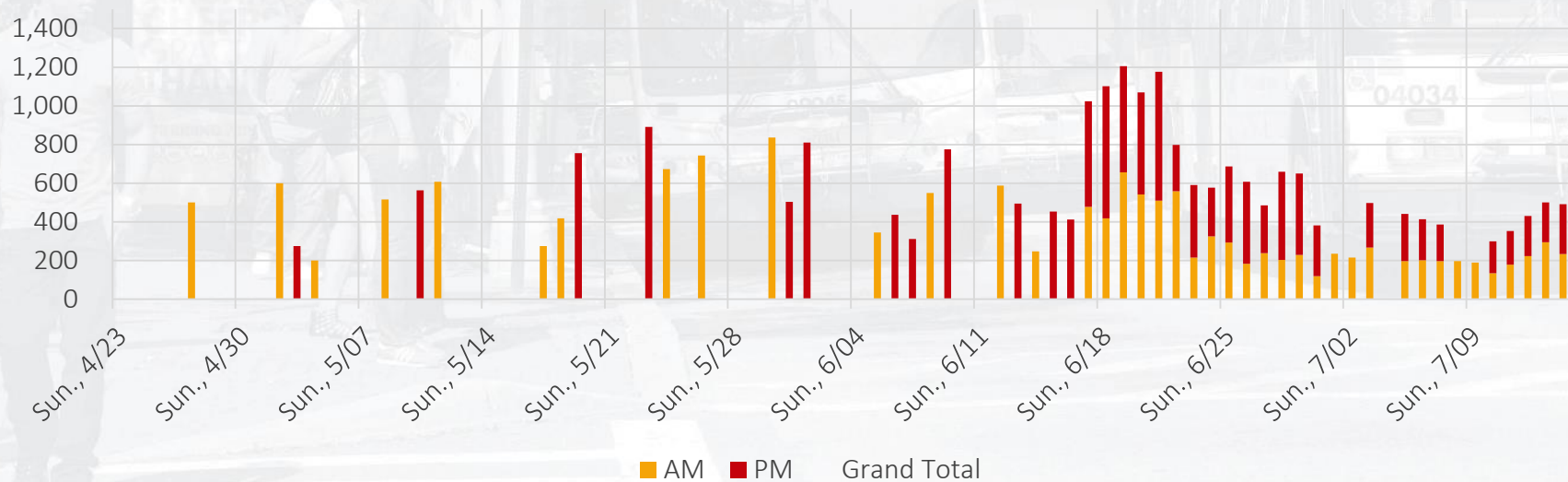


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Pop-up Interactions

- April 27th – July 14th (1-2 pop-ups per day)
- 29,440 total interactions
 - 500 per day before and after launch week
 - 900 per day during launch week (6/18-6/24)

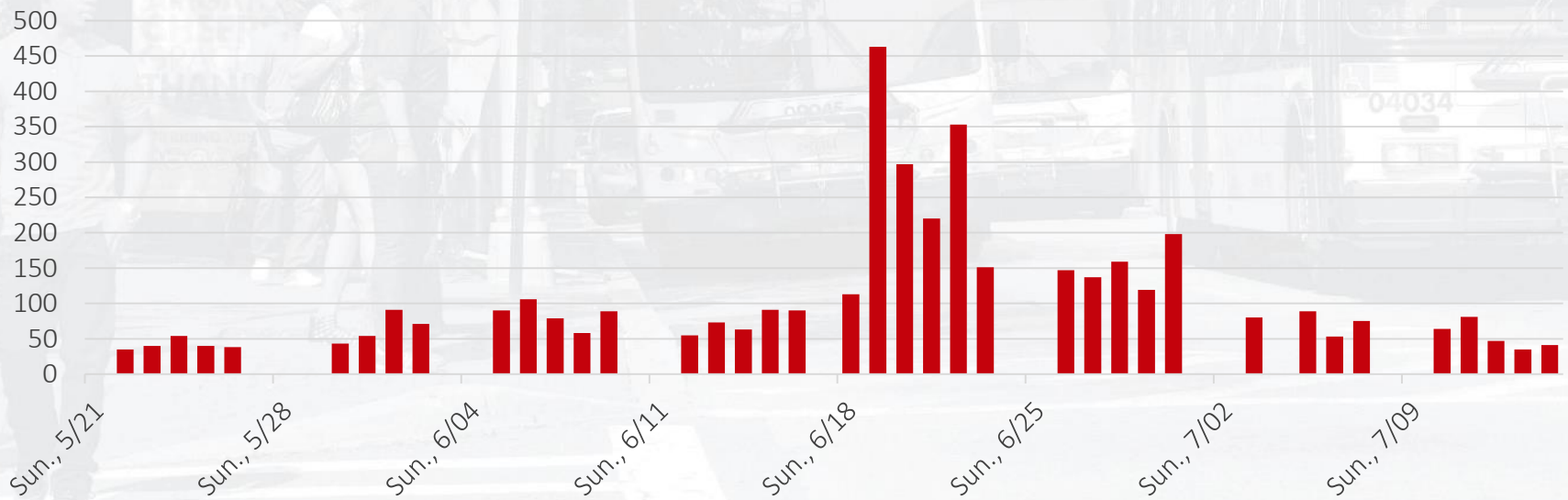


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Info Station Interactions

- May 22nd– July 14th (open 8 hours per day)
- 4,182 total interactions
 - 50-100 per day before and after launch week
 - 250 per day during launch week (6/18-6/24)

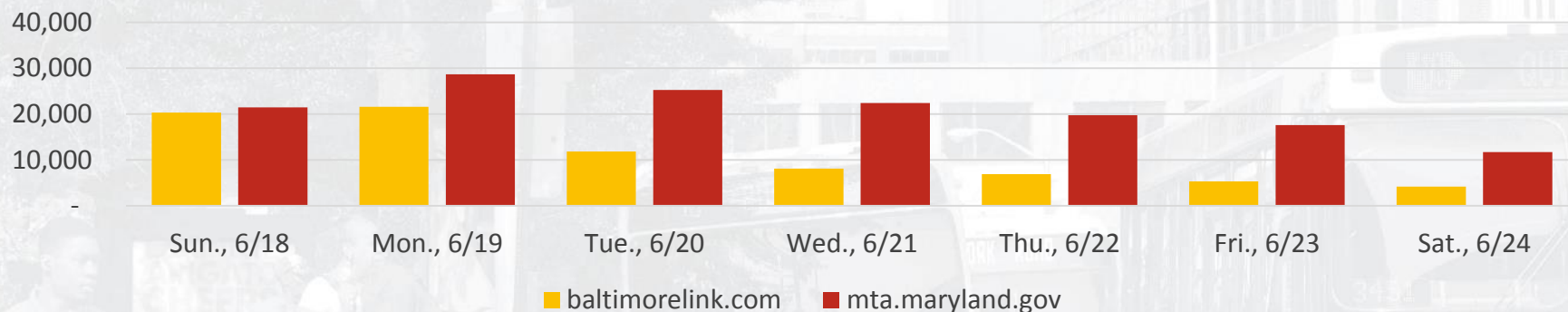


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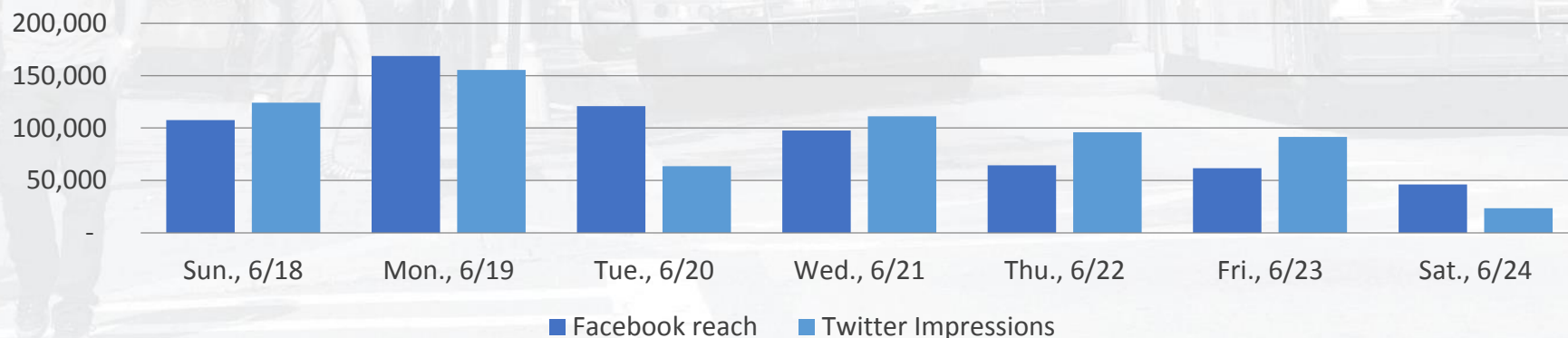
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Web and Mobile Outreach

Daily Website Users



Social Media Views

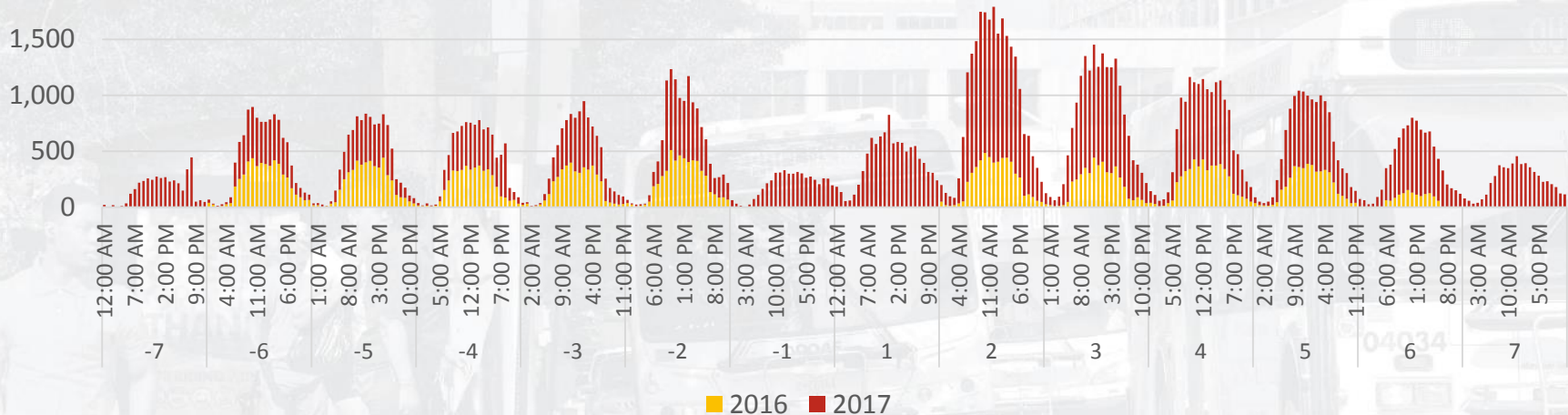


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Transit Information Call Center

Hourly Call Volumes One Week Before and After Summer Service Changes (2016 vs. 2017)



- BaltimoreLink Launch Week: 84,000 calls
- Two-week period: 112,851 calls
 - 336 calls were answered per hour
 - The IVR system answered 65% of calls
 - TICC Agents answered 54% of calls

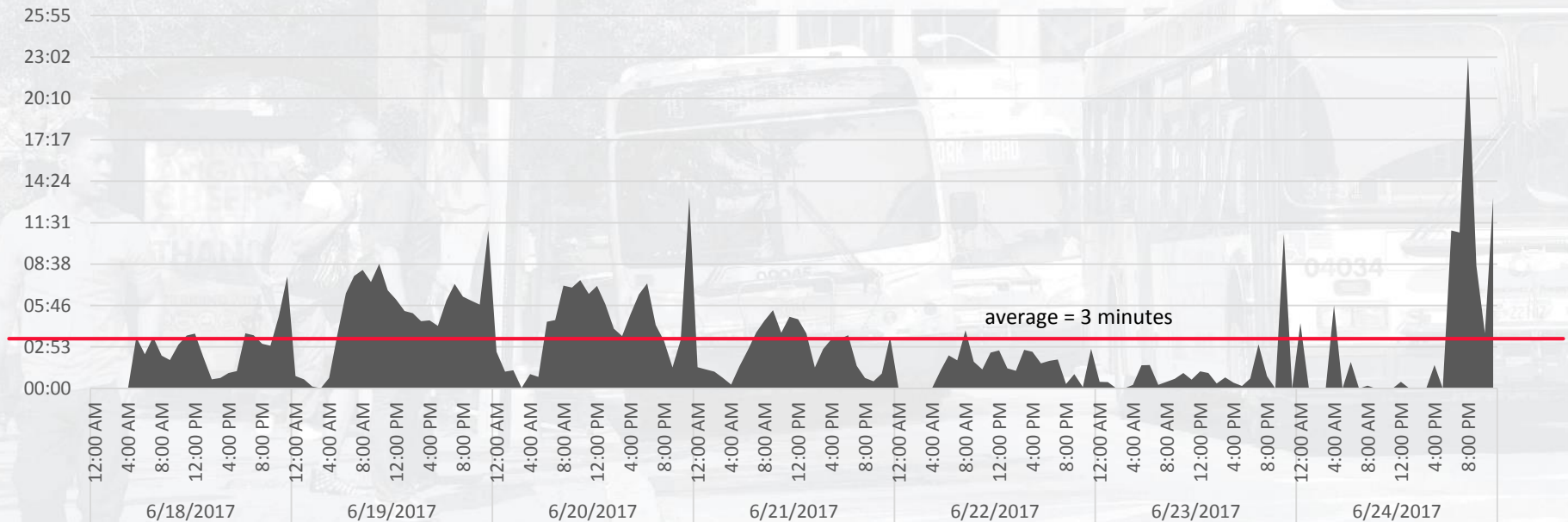


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Transit Information Call Center

Hourly Call Wait Times During Launch Week



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Metrics & Operational Adjustments



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Metrics and Modeling

- MTA partnered with the Baltimore Metropolitan Council and Maryland Department of Planning to analyze the BaltimoreLink system and determine how BaltimoreLink meets its goals.
- Major tools used for this analysis include Geographic Information Systems (GIS) and travel demand forecasting. BMC maintains an aggregate trip based travel demand model for the region which was used in this analysis.
- Much of the analysis is measured by calculating the change in performance between the pre-BaltimoreLink system and BaltimoreLink network. The pre-BaltimoreLink network was identified at MTA service operated in Fall 2015.



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BaltimoreLink Goals

1. Improve service quality and reliability;
2. Maximize access to high-frequency transit;
3. Strengthen connections between MTA's bus and rail routes
4. Align the network with existing and emerging job centers; and
5. Engage riders, employees, communities, and elected officials in the planning process.



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1. Improve service quality and reliability



Average Transit Travel Time Improves

On average, a transit trip takes 52 minutes under BaltimoreLink, including time to access the bus stop, waiting time, time on the vehicle, and any necessary transfers. This is a 2.1% improvement over the pre-BaltimoreLink average travel time of 53.1 minutes.

Important: The average transit travel time modeled does not include the additional benefits from several capital improvements, including dedicated bus lanes. In a before and after run time comparison that analyzed the impact of dedicated lanes, analysis shows that buses traveling on Pratt Street and Lombard Street are seeing significant time savings.

June 2016 Results

52 minutes



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1. Improve service quality and reliability

Dedicated Bus Lanes Before & After Run Time Comparison

Service Period	Pratt Street (Hopkins to South)	Lombard Street (Commerce to ~Light)
Early Morning (pull out to 6 AM)	11%	25%
AM Peak (6 AM to 9 AM)	7%	10% ¹
Mid Day (9 AM to 3 PM)	8%	4%
PM Peak (3 PM to 6 PM)	6%	13% ²
WEEKDAY OVERALL	7%	5%³

1 – Calvert to Charles

2 – Commerce to Calvert

3 – Commerce to Charles

Above average savings on
certain segments of Pratt &
Lombard Bus Lanes

Calvert to South
10% run time savings
on Pratt & Lombard

Gay to Market
17% run time savings
on Pratt Street



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1. Improve service quality and reliability



Minimal Change to Daily Transfer Rate

With the BaltimoreLink system, the average daily transfer rate in the region changes by less than 1% and the percent of trips with transfers remains unchanged.

June 2016 Results

Less than 2%

	Pre-BaltimoreLink	Post-BaltimoreLink
0 Transfers	53.2	53.1
1 Transfer	34.7	34.4
2+ Transfers	12.1	12.4



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2. Maximize access to high-frequency transit

Frequent Transit Network (FTN): Any route that has service at least every 15 minutes between the hours of 7am and 7pm on weekdays



More People with Access to Frequent Transit

Under BaltimoreLink, an estimated 130,000 additional people – a 32% increase over the pre-BaltimoreLink system – is within 1/4 mile of the frequent transit network.



Better Access to Services in the Region

BaltimoreLink provides **more frequent transit** to educational institutions and health services that people need the most. Four hospitals, 10 pharmacies, 13 supermarkets, 22 public schools, and 5 libraries were added to the frequent transit network.



+4

Hospitals



+10

Pharmacies



+13

Supermarkets



+22

Public Schools



+5

Libraries

June 2016 Results

60,700 people
or 15% increase

+5 Hospitals
+7 Pharmacies
+12 Supermarkets
+15 Public Schools
+4 Libraries

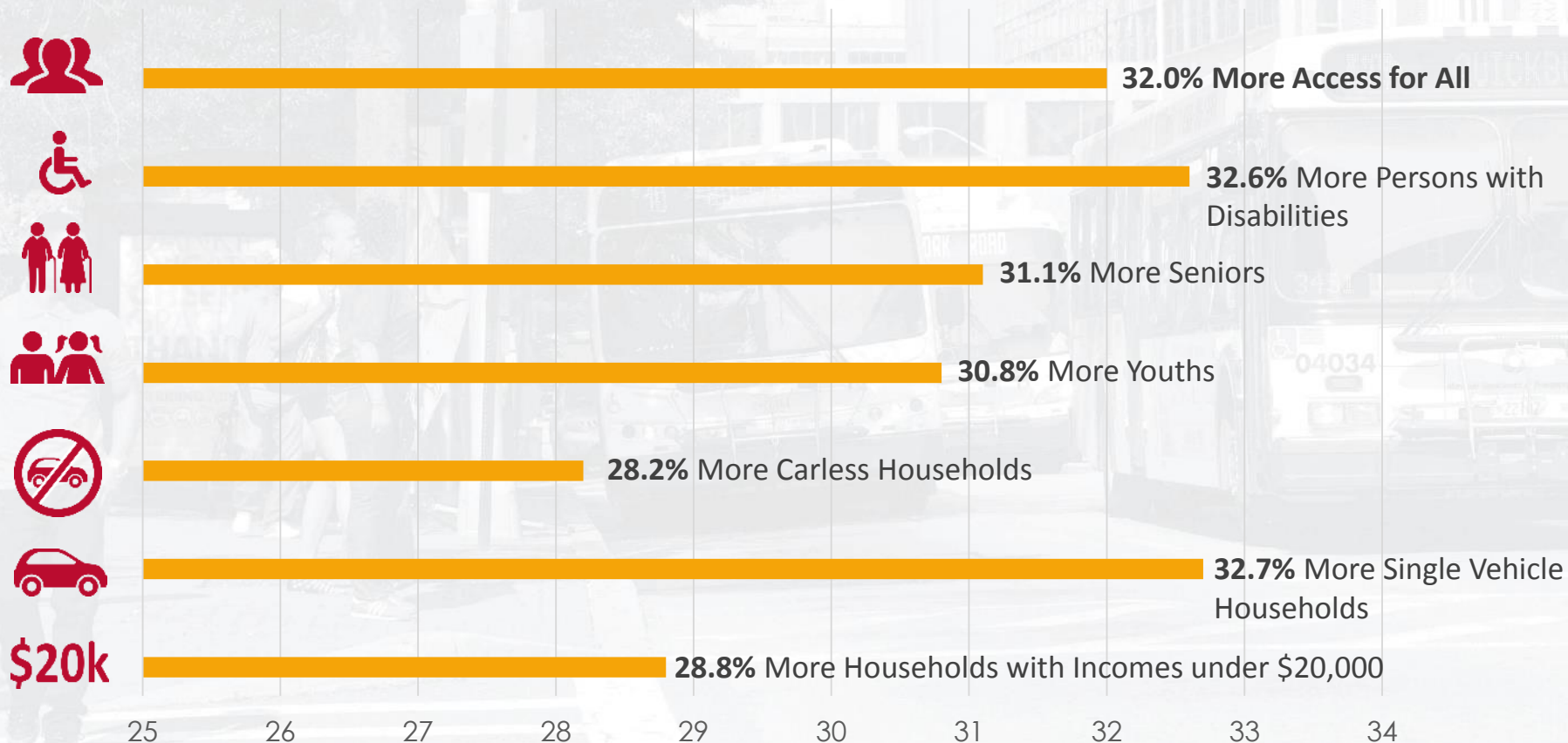


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2. Maximize access to high-frequency transit

Percent of Populations Within ¼ Mile FTN



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3. Strengthen connections between bus and rail routes

MARC

- Penn Station and West Baltimore MARC connect with 10 CityLink lines
- Construction of new West Baltimore Hub
- Real Time Signage – Penn Station, West Baltimore
- Bike Share Locations – Camden Station, Penn Station



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3. Strengthen connections between bus and rail routes

Light Rail

- Connects with all 12 CityLink lines
- Real Time Signage – North Ave Light Rail
- Bike Share Locations
 - University Center/Baltimore Street
 - Convention Center/Pratt Street
 - Centre Street
 - Camden Station
 - Mt. Royal Light Rail



LocalLink 53
connects to
North Avenue
Light RailLink



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3. Strengthen connections between bus and rail routes

Metro

- Connects with all 12 CityLink lines
- Real Time Signage – Charles Center, Lexington Market, Penn North
- Bike Share Locations:
 - Shot Tower
 - Lexington Market
 - Johns Hopkins Hospital
 - State Center Metro
 - Charles Center



completed and
planned
improvements at
Penn North for
Bus and Rail
Connections



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4. Align the network with existing and emerging job centers

Destination	% Change in Transit Trips	Destination	% Change in Transit Trips
Aberdeen	0%	JHU/Charles Village	2%
Amazon	14%	Locust Point	4%
Annapolis	-3%	Midtown/State Center	-1%
Canton Crossing	40%	Mondawmin Mall	2%
Coca Cola Dr/Arundel Mills	-13%	Nursery Rd/BWI Airport District	-1%
Columbia	8%	Owings Mills	-8%
Downtown	0%	Towson Circle	5%
Fort Meade	0%	UMBC/St. Agnes Hospital	-7%
Hunt Valley	-3%	White Marsh	9%
JHU/Bayview	18%	Woodlawn/Social Security	11%



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4. Align the network with existing and emerging job centers

- **Amazon (14%):** LocalLink 65 was implemented to connect Amazon to downtown and enough trips were scheduled to properly meet Amazon's shift times and passenger loads. This resulted in an increase in service over the old MTA Routes 26 and 31.
- **Canton Crossing (40%):** CityLink Gold and LocalLink 22 were implemented and combined provide more trips to Canton Crossing than the old MTA Routes 7, 13, and 31 since this is a growing destination.
- **Coca Cola Dr/Arundel Mills (-13%):** LocalLink 75 replaced the old MTA Route 17 and provides slightly less trips on weekends, to better meet demand.
- **JHU/Bayview (18%):** Bayview will be directly served by two CityLinks (Blue and Orange) and two LocalLinks (22 and 59) to better match demand. LocalLink 59 replaces the old MTA Route 24, which bypassed Bayview. Census data showed that many Bayview employees and seniors live along the old Route 24 alignment.
- **Woodlawn/Social Security (11%)** Woodlawn will now be served by the CityLink Blue, LocalLinks 31, 37, 78, and 79, and Express BusLink 107. This provides more trips than were provided on the old MTA Routes 15, 20, 40, 44, 57, 77, and 99 in order to better match demand in the area.



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4. Align the network with existing and emerging job centers

Select Neighborhoods' Transit Access to Jobs Before & After BaltimoreLink

from	Peak			Off-Peak		
	30 min	45 min	60 min	30 min	45 min	60 min
Sandtown-Winchester	2.8%	1.4%	1.6%	-0.3%	1.1%	2.5%
Irvington	-6.8%	-2.8%	-2.2%	-6.1%	-3.9%	-1.9%
Harlem Park	13.2%	3.8%	3.7%	3.5%	2.8%	3.5%
Rosemont	-18.7%	-3.0%	-1.2%	0.3%	-10.8%	-0.1%
Upton	2.5%	2.3%	2.7%	3.9%	2.3%	3.6%
Berea	8.6%	1.3%	0.2%	67.0%	9.8%	5.7%

Change in Number of Transfers

from	Peak	Off-Peak	Daily
Sandtown-Winchester	-3.8%	4.0%	-0.4%
Irvington	-16.8%	-9.5%	-13.9%
Harlem Park	-6.1%	0.8%	-3.2%
Rosemont	13.7%	-2.2%	5.5%
Upton	-3.8%	14.7%	5.0%
Berea	-11.1%	4.6%	-5.1%

Change in Average Travel Time

from	Daily
Sandtown-Winchester	-3.3%
Irvington	1.5%
Harlem Park	-3.9%
Rosemont	2.1%
Upton	-3.4%
Berea	-7.6%



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5. Engage riders, employees, communities, and elected officials in the planning process

Phase 1

October 2015 to
February 2016

- Oct. 22nd – Original network design released
- 67 outreach events
- Over 1,200 comments collected

Phase 2

July 2016 to
September 2016

- July 5th – Revised draft network design released
- 103 outreach events
- Over 1,000 comments collected

Phase 3

December 2016 to
February 2017

- Dec. 5th – Revised draft network design released
- 14 Public Hearings
- Over 1,100 comments collected

Phase 4

April 2017 to
July 2017

- April 3rd – Final network redesign released
- 20 travel training workshops
- Over 100 meetings to businesses, communities and stakeholders
- Info Bus reached nearly 12,000 riders
- Pop-Ups reached nearly 30,000 riders
- Street Team reached nearly 80,000 riders
- Info Station had nearly 4,200 visitors

Over 3,300 public comments collected
+ Over 1,100 Operator comments collected
Over 4,400 comments collected in public outreach



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Operational Adjustments (Post Launch)

- CityLink Blue, Orange, and Pink
- LocalLink 34 and 76
- Bus stop changes
 - Relocating stops
 - Adding routes
 - Removing routes

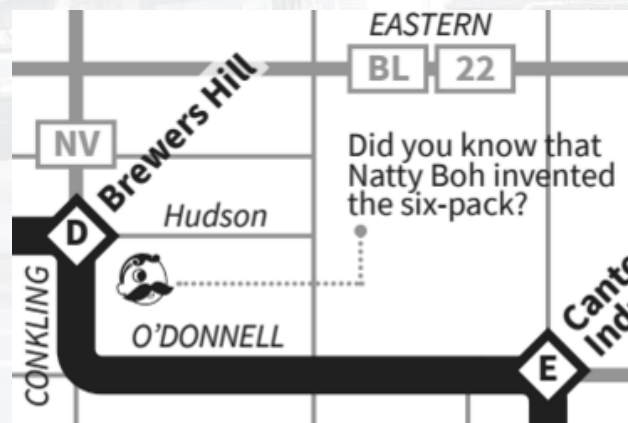


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Operational Adjustments (Fall Service Change)

- Sunday, September 3rd
- 25 route and service adjustments
 - Updated runtimes
 - Added/shifted trips
 - Expanded service periods and increased frequencies
 - Route alignment changes
- 85 bus stop adjustments
 - Proposed 14 new stops
 - Relocating 24 stops and reactivated 13 stops
 - Removing 15 stops
 - Adding/removing routes from 27 signs



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Holistic Headway Management

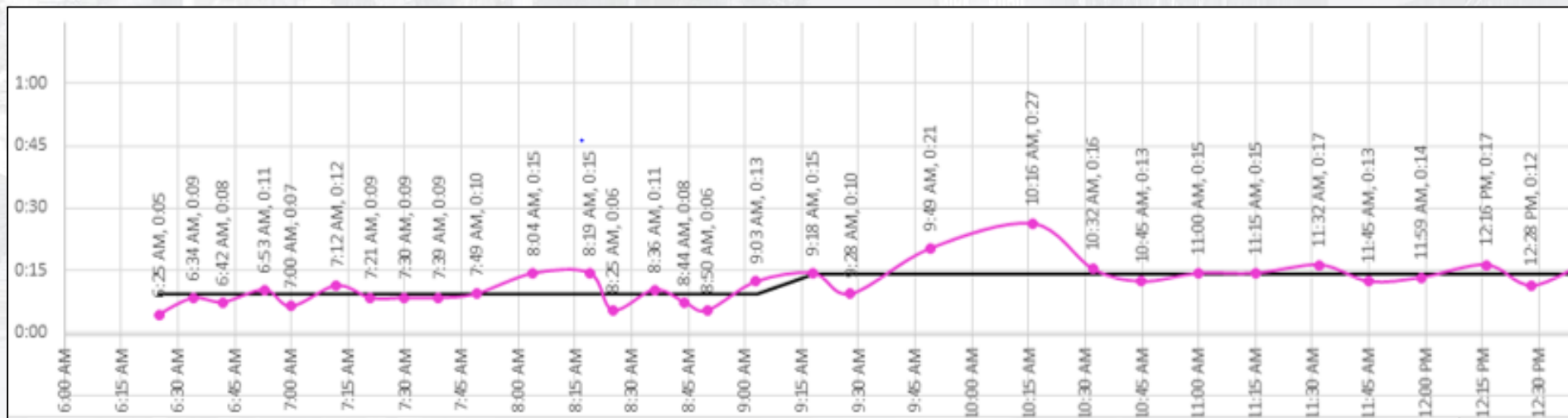
1. Data collection and analysis
2. Communication
 - A. Street Supervision
 - B. Operations Control Center
 - C. Operators



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CityLink Pink Eastbound Lafayette & Calhoun July 12, 2017



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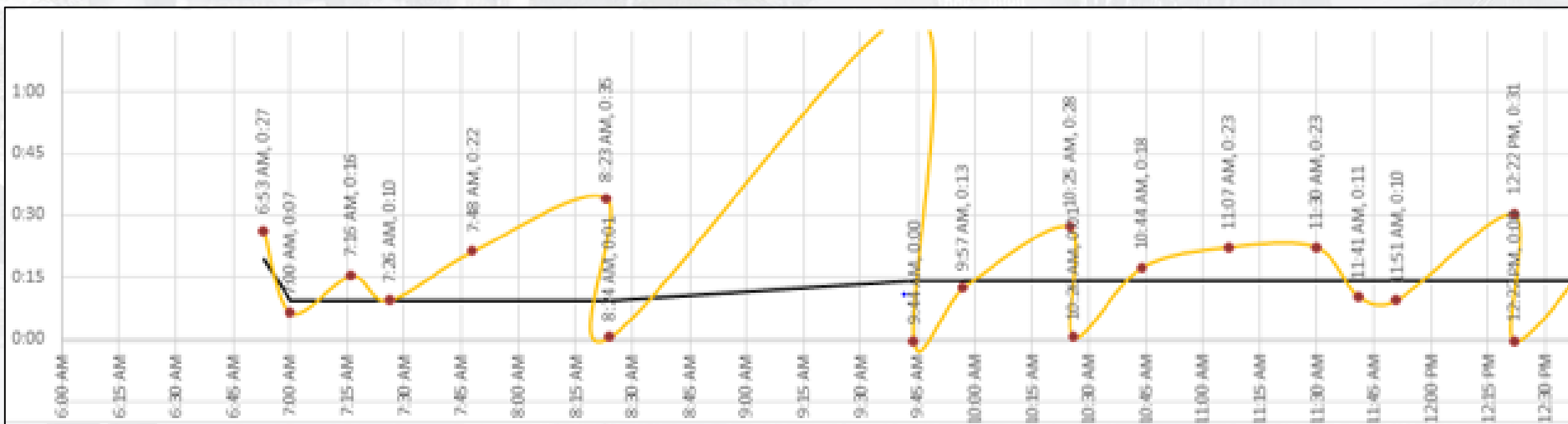
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CityLink Orange

Eastbound

Franklin & Schroeder

July 12, 2017



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Capital Projects Update



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Capital Projects Update

- Operator Ride Alongs

- Teams of 3 (driver, bus operator, data collector)
- Drive every route
- Record issues on tablet
- Prioritize issues
 - Immediate changes
 - Hold for Fall service change



Capital Projects Update

- Ride along checkup on route and bus stop issues
 - 311 obstacles (foliage, other signs blocking bus stop signage)
 - 259 operational items (approach/turns, secondary signs)
 - 338 outdated signage items (blue signs, rider notices, trackers)
 - 200 physical bus stop issues (support damaged, sign height)



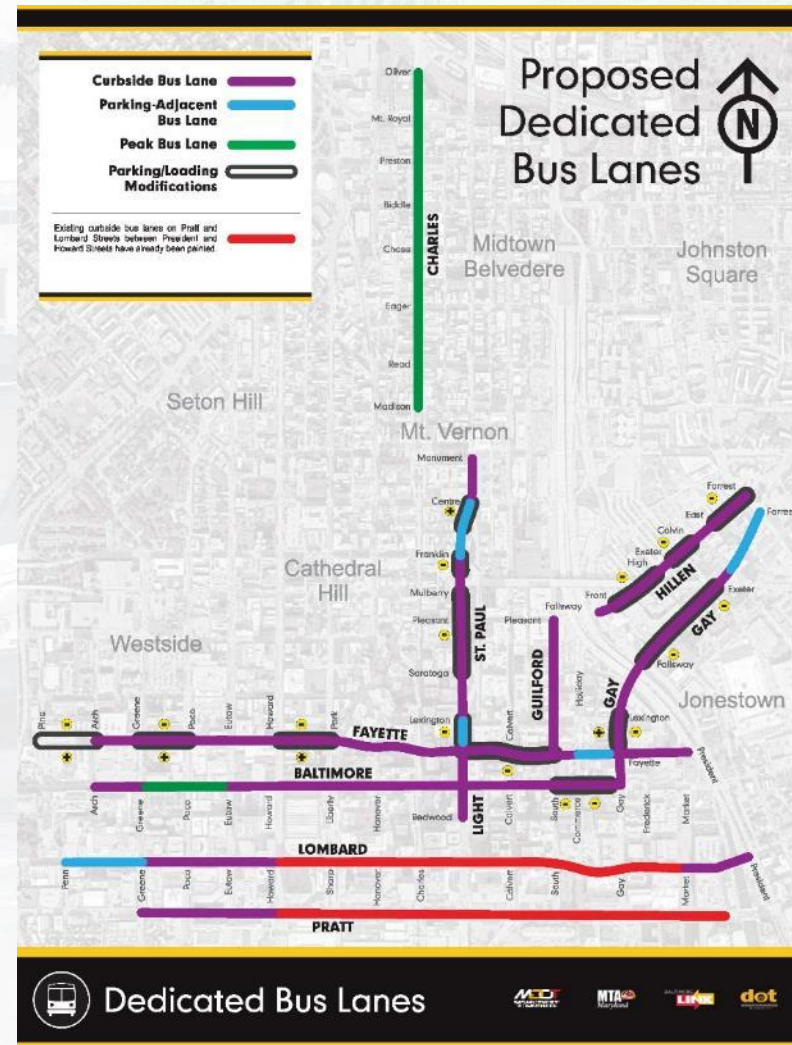
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Dedicated Bus Lanes

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

City DOT and MTA are creating a PSA to educate drivers about how to operate around dedicated bus lanes



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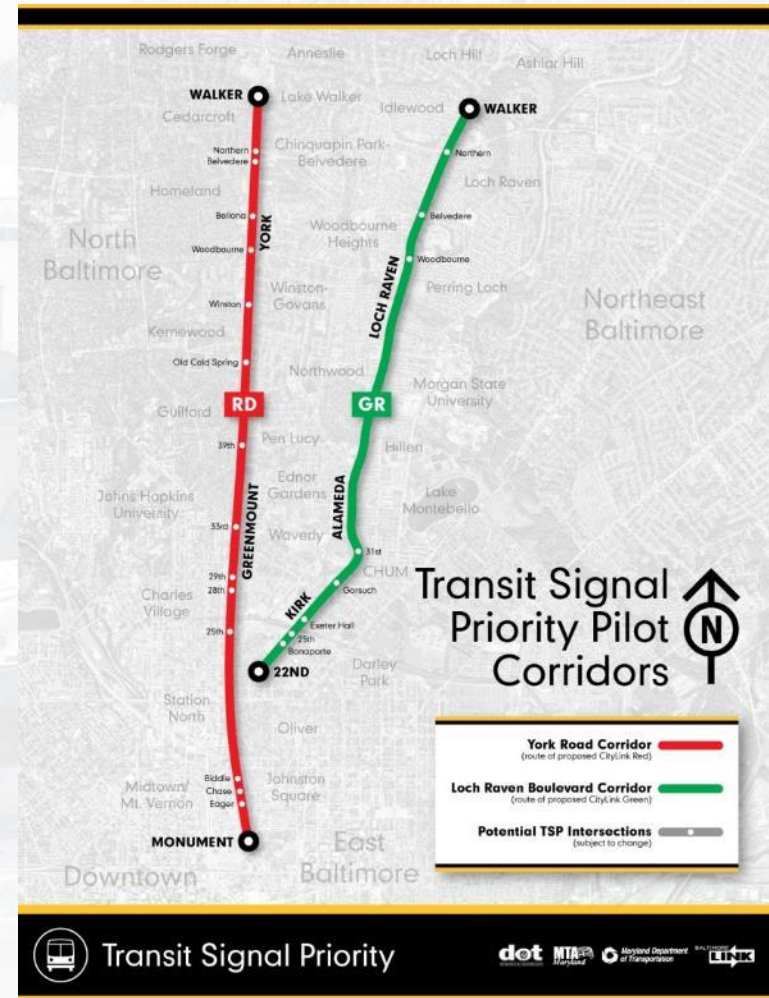
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Transit Signal Priority

100% installed and operating

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

Analysis on the impact of
TSP is underway with
Baltimore City DOT



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Continued Outreach



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Continued Outreach - Operators

- MTA continues monthly outreach to bus operators in each division to provide BaltimoreLink updates
- Additionally 1,019 operators were surveyed between June 18th and June 23rd
 - **73%** of operators surveyed responded **OK, Good, or Great!** when asked “How’s it going out there?”
 - **67%** of operators surveyed reported feeling **Somewhat or Well Supported**.
 - **62%** of operators surveyed reported hearing mostly **positive, split, or neutral** comments/questions from the public.



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Continued Outreach – BCPS Students

- Preparing students for travel on new BaltimoreLink system
 - Educating students about their routes from home to school
 - Providing students with resources to search routes
 - Providing school staff with information on routes to their schools
- Building off outreach in Fall 2016 and Spring 2017



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Student Outreach Plan Components

- Continued Coordination with BCPS
- Information Tables at BCPS School Enrollment Sites
- Outreach to Principals
- Direct Mailing to Student Households
- Information Tables at Mayor's Back to School Events
- Student Government Engagement
- Transit Ambassadors for First Days of School
- Printed Resources
- Schools Webpage
- News Articles
- Social Media



Student Outreach Events & Resources

Student Engagement

- School Transfer Locations
 - July 18, 25, August 1, 8, 15
- Mayor's Back to School Rally
 - August 5
- Mayor's Block Parties
 - July 27, August 17, 22, 26
- Student Government Meeting
 - Date TBD
- Nation Night Out
 - Date TBD
- Transit Ambassadors
 - First Days of School

Marketing and Communications

- MTA
 - Newspapers, MTA Show, Podcast, Social Media
 - Baltimore Times and The Afro, August 1
 - MTA Show,
 - Social Media, Prior to and During events
- Baltimore City Public Schools
 - Digital Newsletters, Social Media
 - Family Newsletter, August 3
 - Employee Newsletter, August 1, August 15
 - Reposts of MTA content

Resources

- Schools Webpage, MTA website
- Schools Rider Guide
- Supplemental Service Schedules
- Targeted Route Sheets for School Staff

