



FOR IMMEDIATE RELEASE
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Transit Choices Collects 1,200 Survey Responses, Demonstrating Support for Building the Red Line and Transit Investments

The Social Media Campaign was Supported by an American Public Transportation Association Local Coalition Grant

Baltimore, MD – Today, Transit Choices announced the completion of a Baltimore-region targeted social media campaign to garner attention and feedback on transportation revenues, major transit capital projects, and transit priorities in the region. Over the course of the approximately three-week campaign, Transit Choices generated over 119,000 views of its advertisements, reached over 24,000 individual accounts, and received over 1,200 survey responses.

“We appreciate the support from the American Public Transportation Association in funding this critical campaign that will help to sharpen transit advocacy messaging in the Baltimore region,” said Jimmy Rouse, Co-founder, Transit Choices. “While important progress was made in Annapolis last session in advancing vital state-of-good-repair funding for the Maryland Transit Administration, we have more work to do to create a truly accessible, frequent, and multi-modal transit system in our region. The insights from this campaign will make us more effective in advocating for expanded transit options for Baltimoreans.”

The survey asked respondents what would make them use transit more (frequency, reliability or other), what major project should we invest in to grow our transit system (Red Line, fifth bus division, or other), and how major transit investments should be funded (statewide revenues, regional revenues, or other). The survey data revealed that 49% of respondents identified transit frequency as the factor that would make them ride more, 65% identified the building of the Red Line as their top major capital priority, and 45% would support additional statewide revenue measures to support transit.

The campaign's audience was set to the approximate Baltimore Metropolitan Statistical Area (MSA) and the survey required zip code information, which was used to confirm the audience's location. Based on the 1225 survey responses received, the primary responding audience lived in either Baltimore City or County. Additional responses included Anne Arundel, Howard, and Montgomery Counties. The most represented zip codes in the survey data were West Baltimore (62), East Baltimore (74), South Baltimore (64), and Northwest Baltimore (66). The survey also gathered data on the respondent's age. The median age of the audience was 41.2 years old, and the average age was 35.

The campaign was conducted on Facebook and Instagram from September 1 to September 27, 2025.

The final campaign report submitted to the American Public Transportation Association may be viewed [here](#). The campaign built off Transit Choice's [recent brochure](#) which outlined a vision for a great regional transit system in Baltimore.

Transit Choices is a coalition of business organizations, universities, cultural institutions, developers, environmental groups, community groups, transportation planners, young entrepreneurs, and concerned individuals joined together by the vision of creating a real public transit system in Baltimore. Our goal is to transform Baltimore into a more livable, walkable 21st century City. www.transitchoices.org.