MTA Updates

Baltimore Regional Transit Commission

November 8, 2024

MARYLAND DEPARTMENT OF TRANSPORTATION

MARYLAND TRANSIT ADMINISTRATION

Origin/Destination Survey and Customer Experience Conversations

- Methodology

- Who rides our service?
  - Survey Data on self-reported rider demographics, vehicle availability, payment info

- Where are they going?
  - Survey Data on self-reported trip purpose, origin and destination zip code
  - Survey taker record of time of travel

- What's the experience like?
  - Customer conversations with CX office

*threshold of $50,000 per year

Methodology

- MTA conducted Origin and Destination surveys across all transit modes
- Origin and Destination surveys collect data on the demographics, travel patterns, and fare payment of riders
- The data gathered allows MTA to understand the demand for transit services, improve transit routes, and make informed decisions about future transit projects
- The data is also used for FTA required Title VI Program updates and fare equity analyses
- MTA has completed the surveys for all modes except Mobility, including MARC, Commuter Bus, Local Bus, Metro Subway, and Light Rail

Methodology

- An interviewer administered tablet questionnaire was developed by MTA and the Study Team in English and Spanish
- Core Modes (Local Bus, Light Rail, Metro Subway) were surveyed between October 2023 through June 2024
- Commuter Modes (Commuter Bus and MARC) were surveyed between March 2023 through May 2023

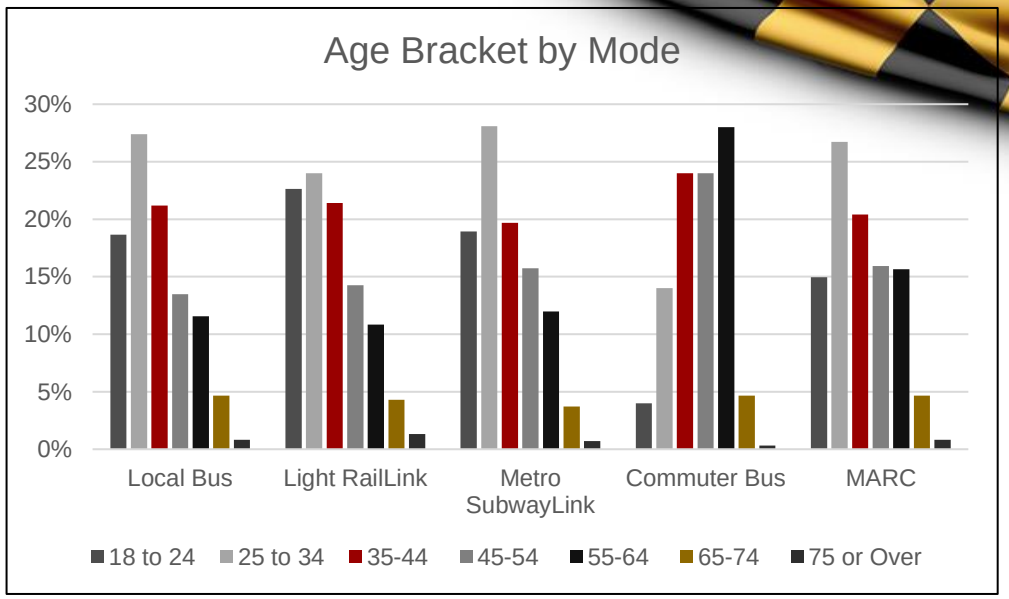
Mode	Surveys Collected
Local Bus	10,630
Light Rail	1,033
Metro	850
Commuter Bus	451
MARC	1,663
Total	**14,627**

Our Riders: Age and Gender

- For Core Modes, more riders were in the **younger** age bracket, 18 - 44 years old, in 2024, 67 percent vs. 54 percent in 2018

- For Core Modes, there were **more male** riders in 2024 (57 percent, up from 49 percent in 2018)

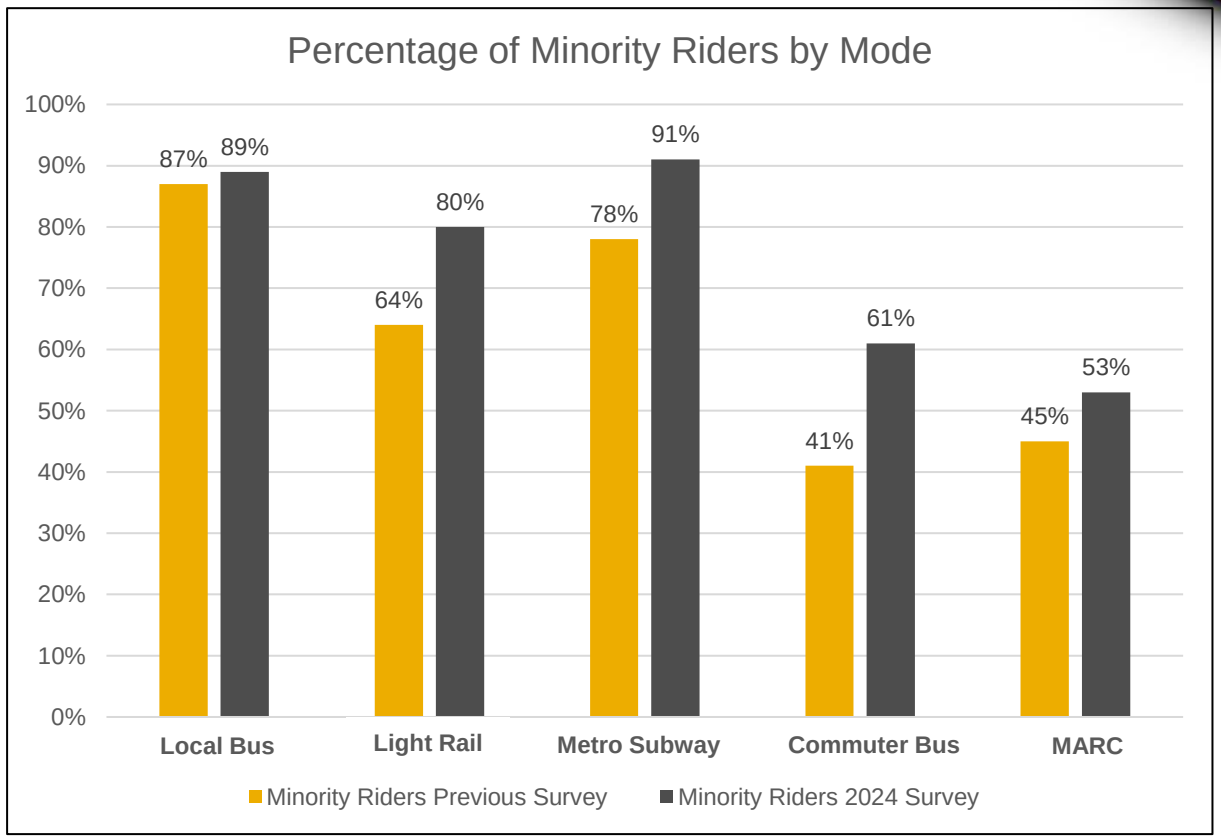
- Commuter Bus has the oldest ridership and Local Bus and Light Rail have the youngest ridership



Mode	Male	Female	Nonbinary
Local Bus	56%	43%	<1%
Light Rail	62%	37%	1%
Metro Subway	61%	39%	<1%
Commuter Bus	48%	50%	2%
MARC	54%	45%	1%

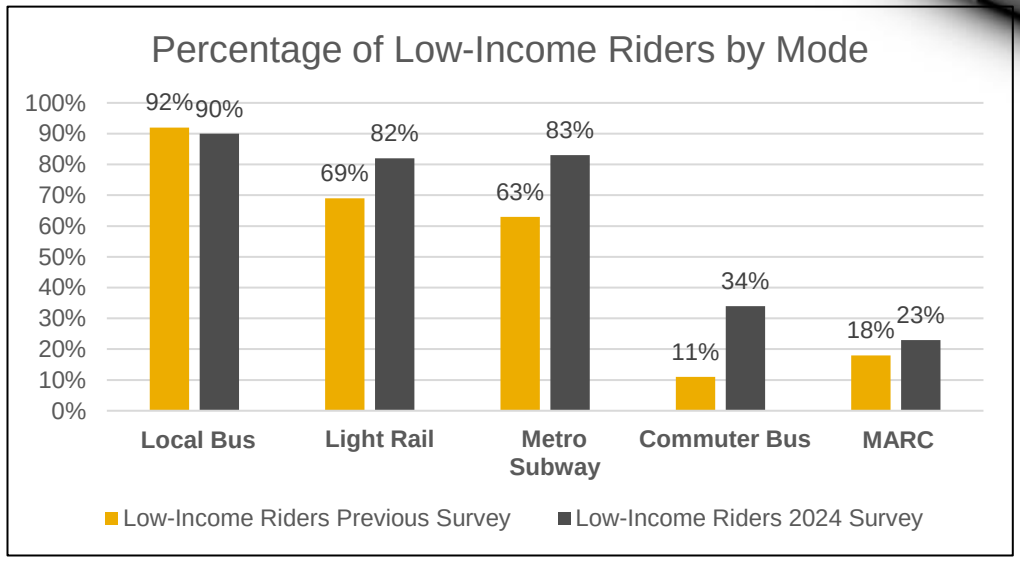
Our Riders: Race

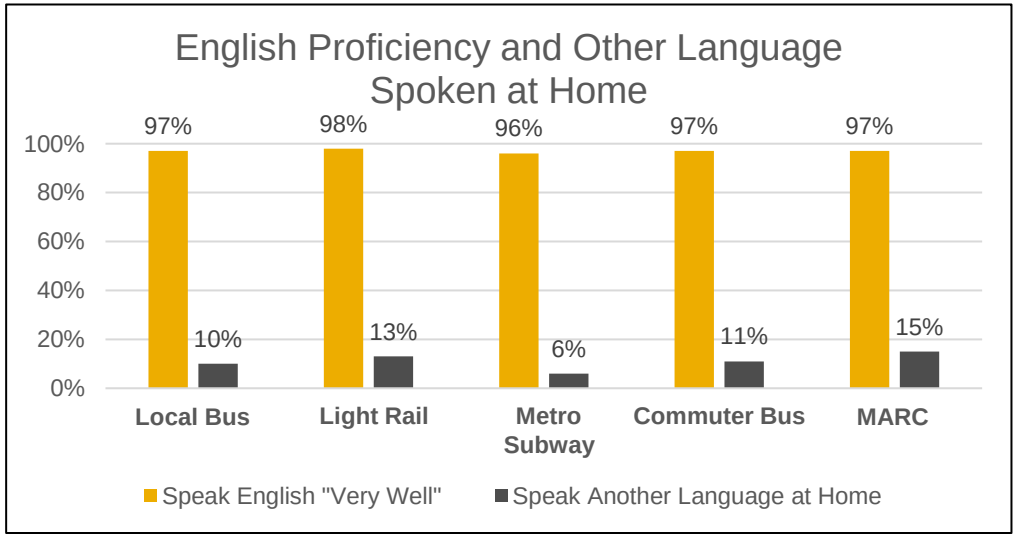
- The percentage of minority riders has increased for all modes since the previous survey
- Commuter Bus has the largest increase at 20 percent
- Hispanic/Latino ridership on Commuter Bus has doubled
- All modes saw double digit increases in Black/African American ridership except Local Bus



Our Riders: Income and Language

- Using a $50,000 per year threshold, all modes except Local Bus saw increases in low-income riders
- 11 percent of all riders predominately speak another language at home and 97 percent state they speak English very well
- 5 percent of all MTA riders speak Spanish at home with significant increases across all modes from the previous survey





Our Riders: How We Pay

- CharmPass or CharmCard was the most common form of fare media for all modes
- Cash is the most common form of fare payment used for all modes except for MARC
- Across all modes, of riders who paid for their fare, 90 percent paid full fare

Payment Type	Local Bus	Light Rail	Metro	Commuter Bus	MARC
Cash on Vehicle/Fare Machine/Store	59%	56%	51%	45%	9%
Debit/Credit Card at App/Website/Fare Machine	28%	27%	30%	23%	73%
Free with ID, Pass or Other	7%	15%	17%	4%	1%
Transit/Employee Benefit	1%	1%	1%	28%	15%
Other	5%	1%	1%	<1%	2%

Fare Media	Local Bus	Light Rail	Metro	Commuter Bus	MARC
CharmPass App	51%	37%	38%	20%	48%
CharmCard	22%	24%	14%	20%	3%
Paper Ticket/Pass	22%	33%	45%	14%	38%
SmarTrip	1%	1%	1%	13%	4%
Other - including Transit Link Card	4%	5%	2%	28%	7%

Fare Type	Local Bus	Light Rail	Metro	Commuter Bus	MARC
Full Fare - Daily, Weekly, Monthly	92%	94%	92%	89%	85%
Senior or Disability	6%	3%	6%	2%	3%
Student	1%	<1%	1%	0%	1%
Other - including CharmFlex packs	1%	2%	1%	9%	11%

Where We're Going: Trip Purpose

- Most trips begin or end at home, so this is the most common origin and destination
  - Work, Social/Worship/Personal, and commercial trips like shopping or dining are also common
- Commuter Bus has the largest home to work roundtrip commuting pattern
- For MARC, the percent of home-based work trips decreased significantly, 60 percent vs. 87 percent in 2015
  - This matches what we've been hearing from peers

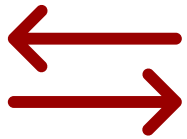
Trip Origin	Local Bus	Light Rail	Metro	Commuter Bus *	MARC
Home	46%	45%	45%	93%	52%
Work	28%	32%	28%	5%	29%
Social/Worship/Personal	8%	7%	13%	1%	7%
Shopping/Sightseeing/Dining	8%	5%	7%	0%	2%
Doctor/Medical Service/Hospital (Non-Work)	3%	2%	2%	0%	<1%
Job - Related Business	2%	2%	2%	<1%	2%
College/University - Student	2%	<1%	1%	<1%	4%
School (K-12) (Student Only)	1%	<1%	<1%	0%	<1%
Entertainment/Sporting Event	1%	1%	<1%	0%	1%
Recreation/Parks	0%	1%	<1%	0%	1%

* Commuter Bus origin is AM only

Trip Destination	Local Bus	Light RailLink	Metro	Commuter Bus *	MARC
Home	41%	44%	43%	4%	40%
Work	25%	26%	21%	75%	32%
Social/Worship/Personal	15%	17%	21%	10%	10%
Shopping/Sightseeing/Dinning	8%	4%	7%	0%	3%
Doctor/Medical Service/Hospital (Non-Work)	3%	2%	2%	1%	1%
Job - Related Business	2%	2%	1%	8%	4%
Entertainment/Sporting Event	1%	3%	3%	0%	3%
School (K-12) (Student Only)	1%	<1%	<1%	0%	<1%
College/University - Student	1%	<1%	<1%	2%	5%
Other	1%	1%	<1%	0%	1%

* Commuter Bus destination is PM only

Where We're Going: Connections



For Core Modes and MARC, riders reported fewer transfers between buses/trains to get to their final destinations

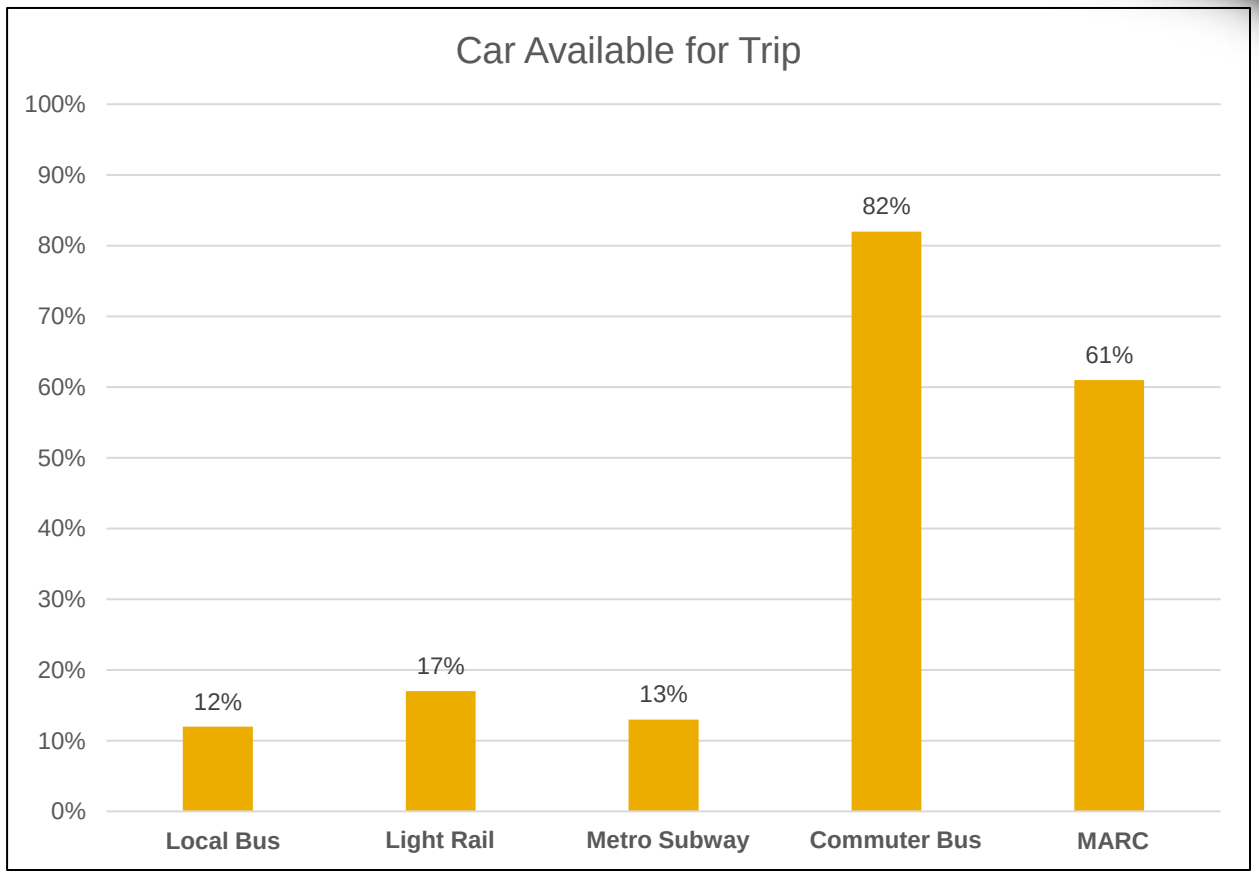
For all modes, less than one percent of riders use a personal bike or scooter to access or egress the MTA network; except MARC, where the number is 4%

For Core Modes, walking is the most common mode of access and egress

For Core Modes, using a taxi or app-based service was the most common alternate mode of travel if transit was not available for their trip

Where We're Going: Other Options

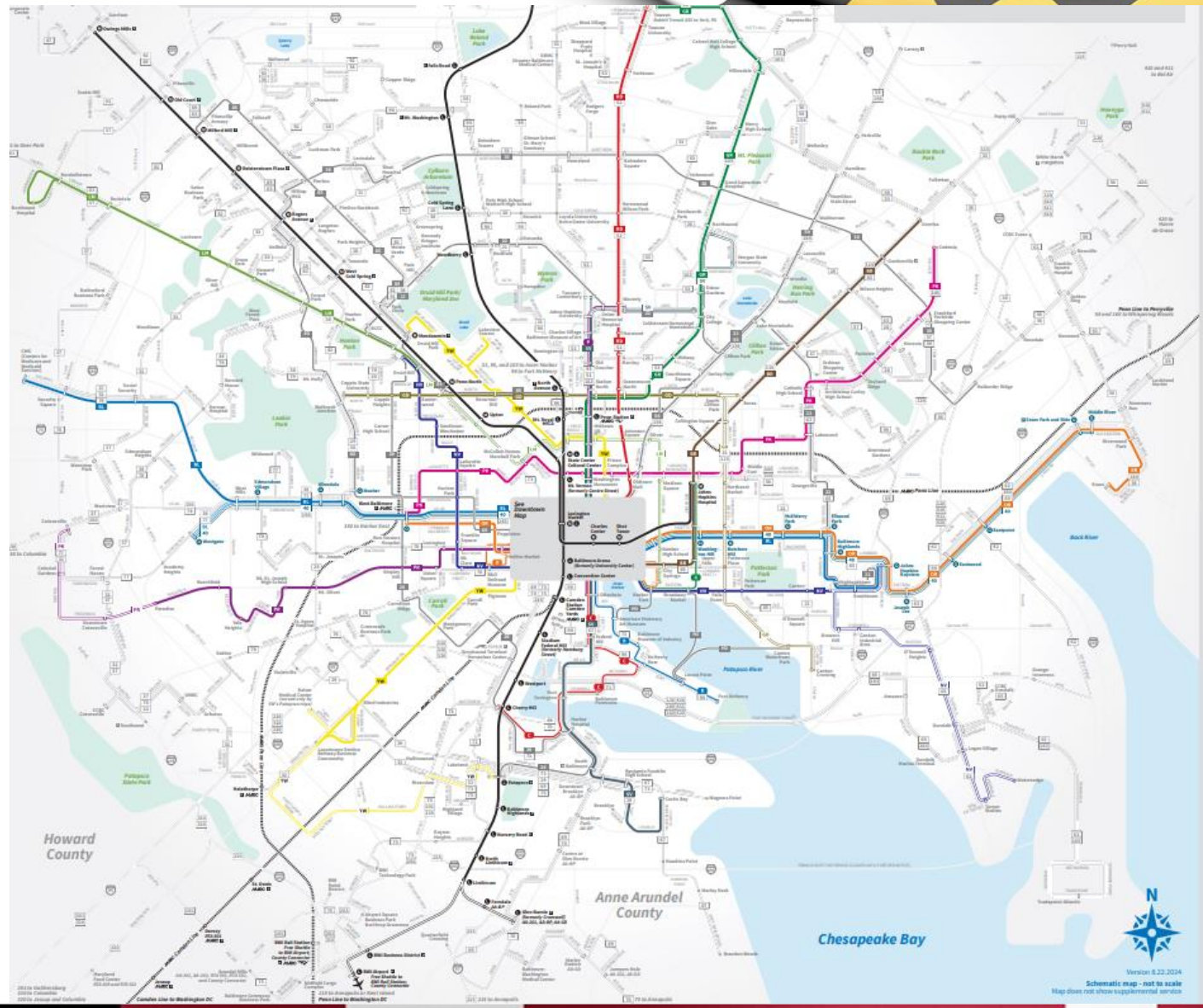
- About 86 percent of Core Mode riders did not have a car available for their trip
- Conversely, about 72 percent of Commuter Mode riders **do** have access to a car
- About 18 percent of all MTA riders said they would not have made the trip if transit was not available



Where We're Going: Core Bus

- 53% of Core bus trips start AND end within Baltimore City.
  - 47% have at least one trip end outside of Baltimore City (primarily in Baltimore County)
- Northwest Baltimore, Southeast Baltimore, and 83 corridor remain the largest trip origins

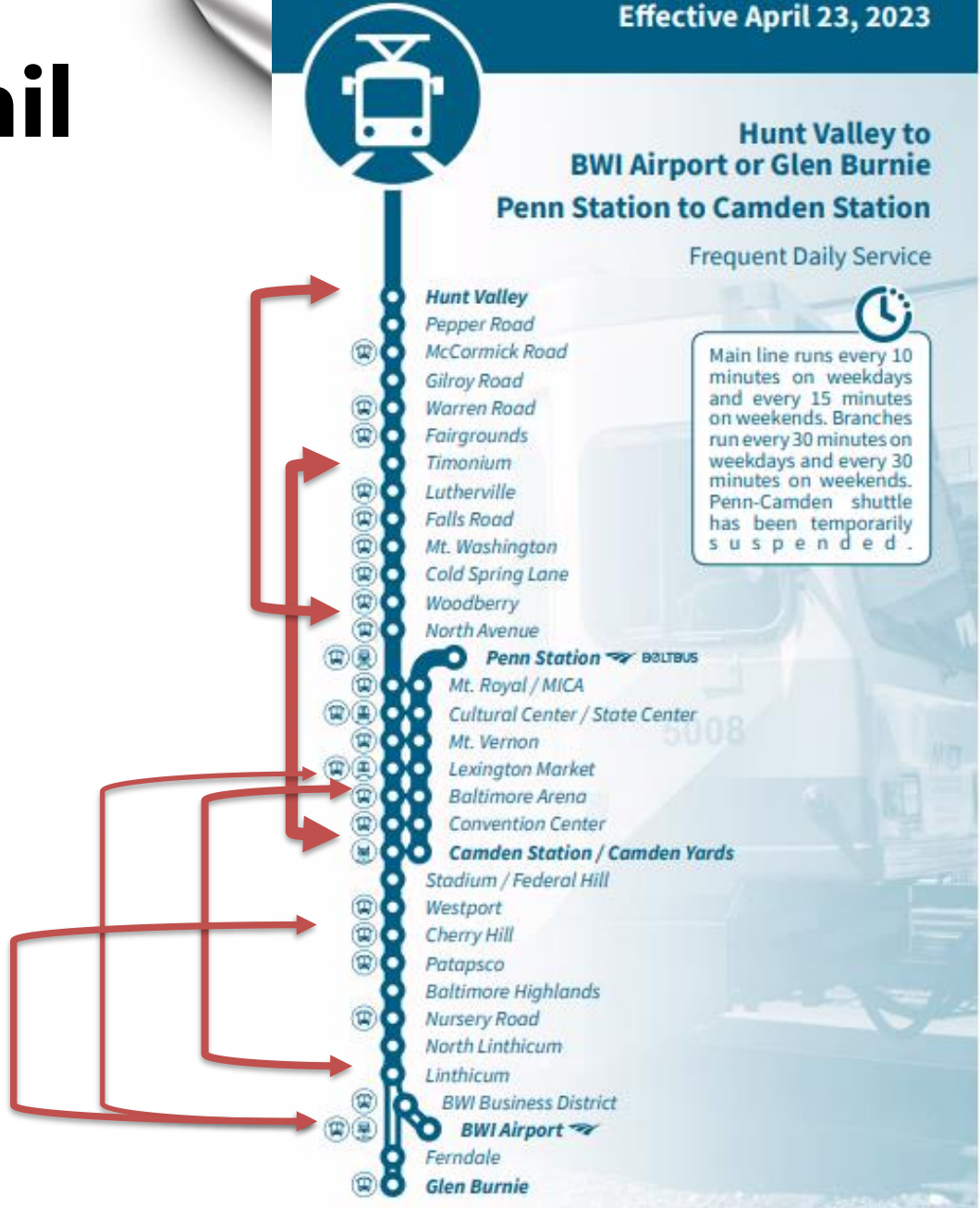
- The top Core Bus origin-destination pairs are consistent with previous surveys
  - Within Northwest Baltimore City
  - Northwest Baltimore City and West Baltimore
  - Downtown and Charles Village
  - Northwest Baltimore City and Charles Village
  - Downtown and Northwest Baltimore City



Where We're Going: Light Rail

- Top 5 trip pairs on Light Rail:
  1. Lutherville/Timonium – Downtown
  2. Hunt Valley – Druid Hill Park Area
  3. Linthicum – Downtown
  4. BWI – South Baltimore
  5. BWI – Downtown

Rider origins are more centered around the light rail corridor than they were with the 2016 survey; riders seem to be traveling shorter distances to get to a light rail station



Where We're Going: Metro

Top Locations to Transfer to Core Bus:

- Mondawmin
- Lexington Market
- Rogers Ave

The top Metro to bus transfers are to the 85, 81, and 87. There are fewer transfers than in previous surveys, only 36%.

This corresponds with a pattern of origin and destination zip codes that are closer to the Metro line than in previous surveys.

Where We're Going: Commuter Modes

- Top MARC trip pairs (based on zip codes):

1) Baltimore – DC
2) Frederick – DC
3) Odenton – DC
4) BWI – DC
5) Baltimore – New Carrollton

- Top Commuter Bus trip pairs (based on zip codes):

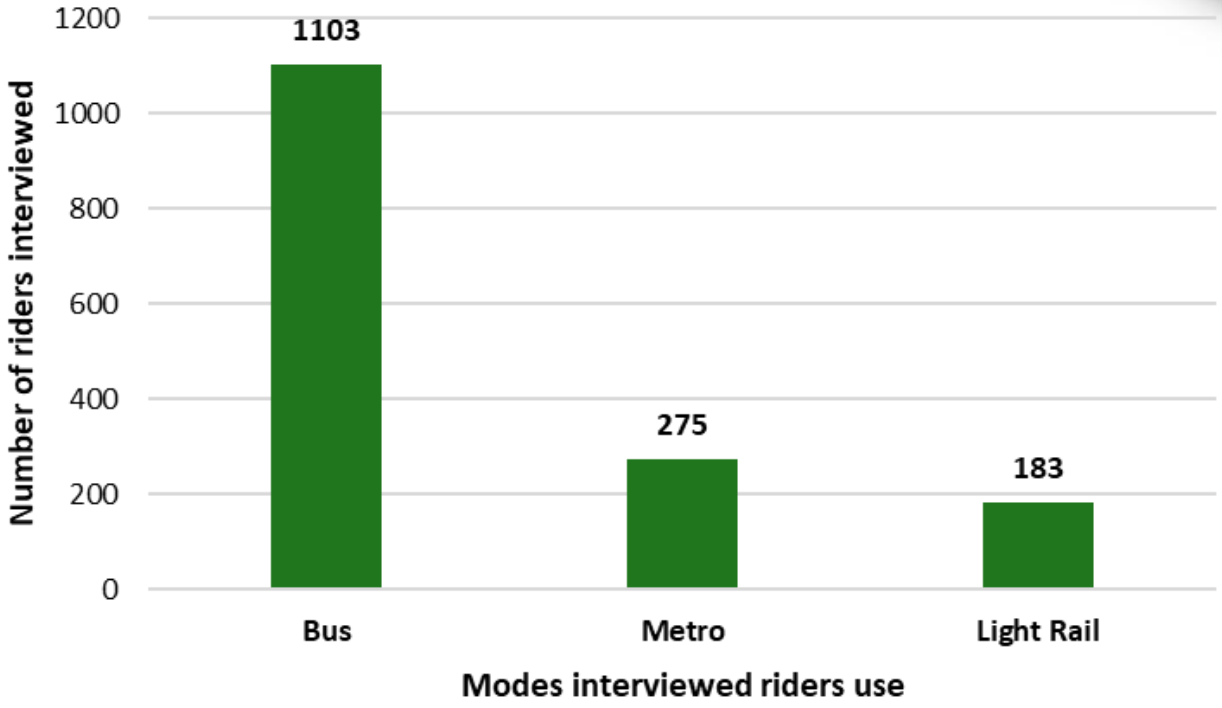
1) Waldorf – DC (*10% of commuter bus trips originate or terminate in the 3 zip codes that comprise Waldorf)
2) Frederick – College Park
3) Upper Marlboro – DC
4) Wayson's Corner/Pindell – DC
5) Annapolis – DC

The Customer Experience

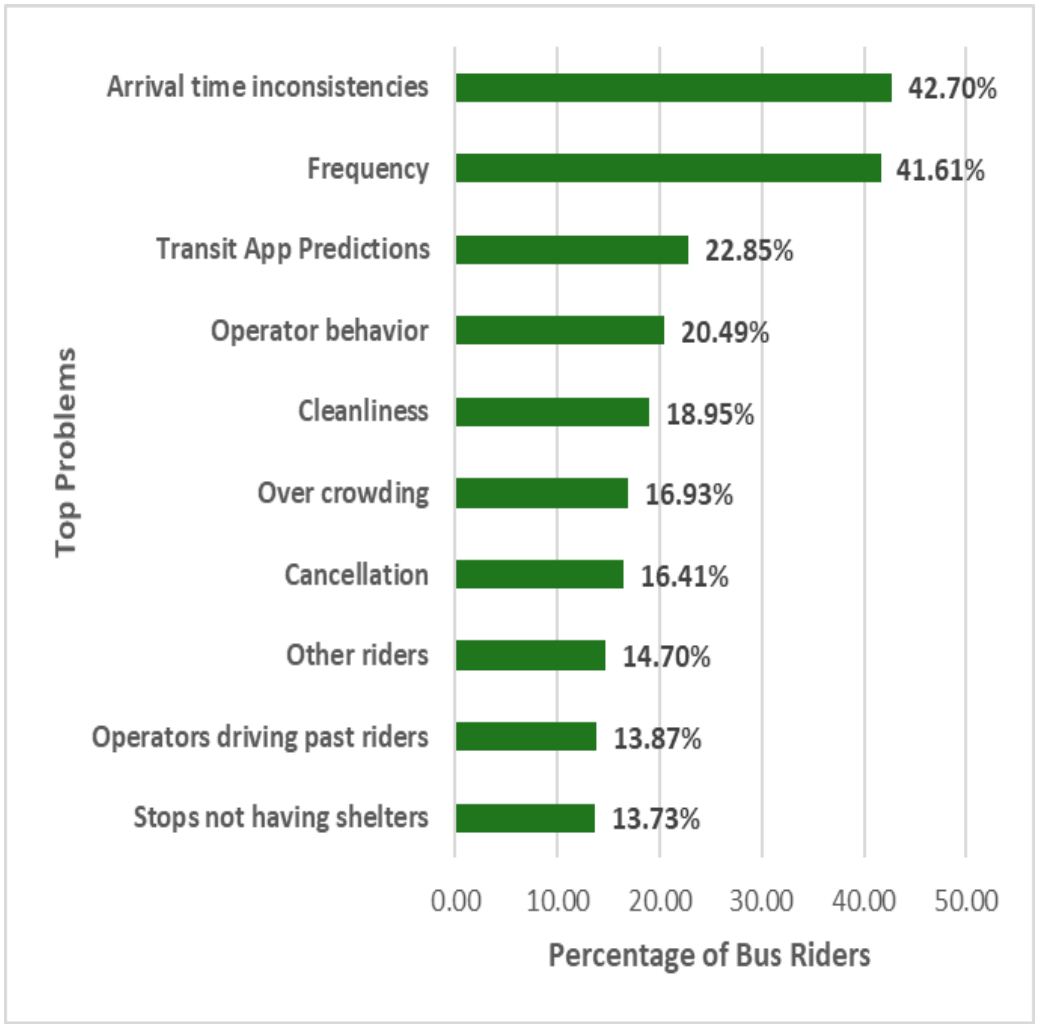
MTA's Office of Customer Experience has had approximately 1300 in-depth conversations with riders, with the following mission:

Elevate and amplify the voices of our riders by actively ***collaborating with*** *riders, operators, and staff.*

Together, we are committed to ***co-creating*** *solutions that will enhance and transform the rider experience.*



The Customer Experience: Issues



ARRIVAL INCONSISTANCY:

- Refers to buses not arriving at their scheduled times, either too early or too late, causing unpredictability for riders.

FREQUENCY:

- The regularity or interval at which buses arrive on a given route.

TRANSIT APP PREDICTION:

- How accurately a transit app predicts the arrival and departure times of buses

OPERATOR BEHAVIOR:

- Refers to the actions and attitudes of the bus operators toward passengers and their job responsibilities. This does not include allegations of operators passing riders by.

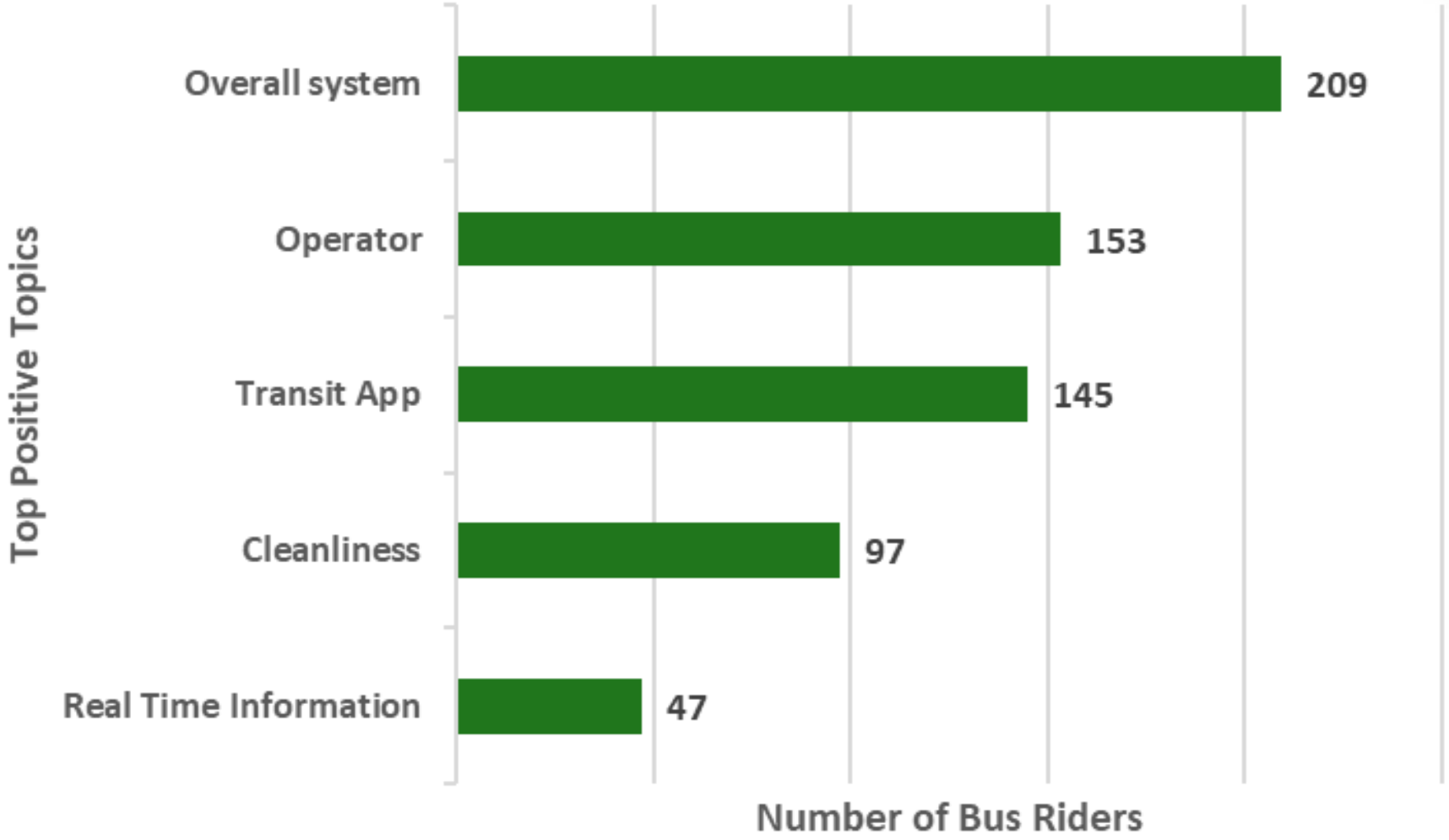
CLEANLINESS

- The overall cleanliness of the bus environment, including seating, floors, and other surfaces.

OVER CROWDING

- Refers to comments that buses are filled to capacity or beyond, making it difficult for passengers to ride comfortably.

The Customer Experience: Positives



The Customer Experience: Insights

Positive Experiences

“There are some nice drivers. Some of them help me when I feel like I’m not sure where I am going or might be lost. They are very knowledgeable.”

"I love the TRANSIT app because it tells me when the bus is coming and when it doesn't come it has a line through it. The transit app is wonderful."

"(The buses are) a lot cleaner than it used to be okay, maybe trash bags on the bus now...things like that we put trash in.”

Issues Encountered

“What can the MTA do about people who throw their trash on the trains or buses? And what can the MTA do about people who put up their feet on top of the seats? I want to sit down, but people leave the seats so dirty from trash or their feet.”

"My challenge is that there is less service frequency later at night. So, I have longer wait times from 1 hour to 1hour 30 minutes.
And it’s tougher late at night. It would be nice to have more frequent times late at night."

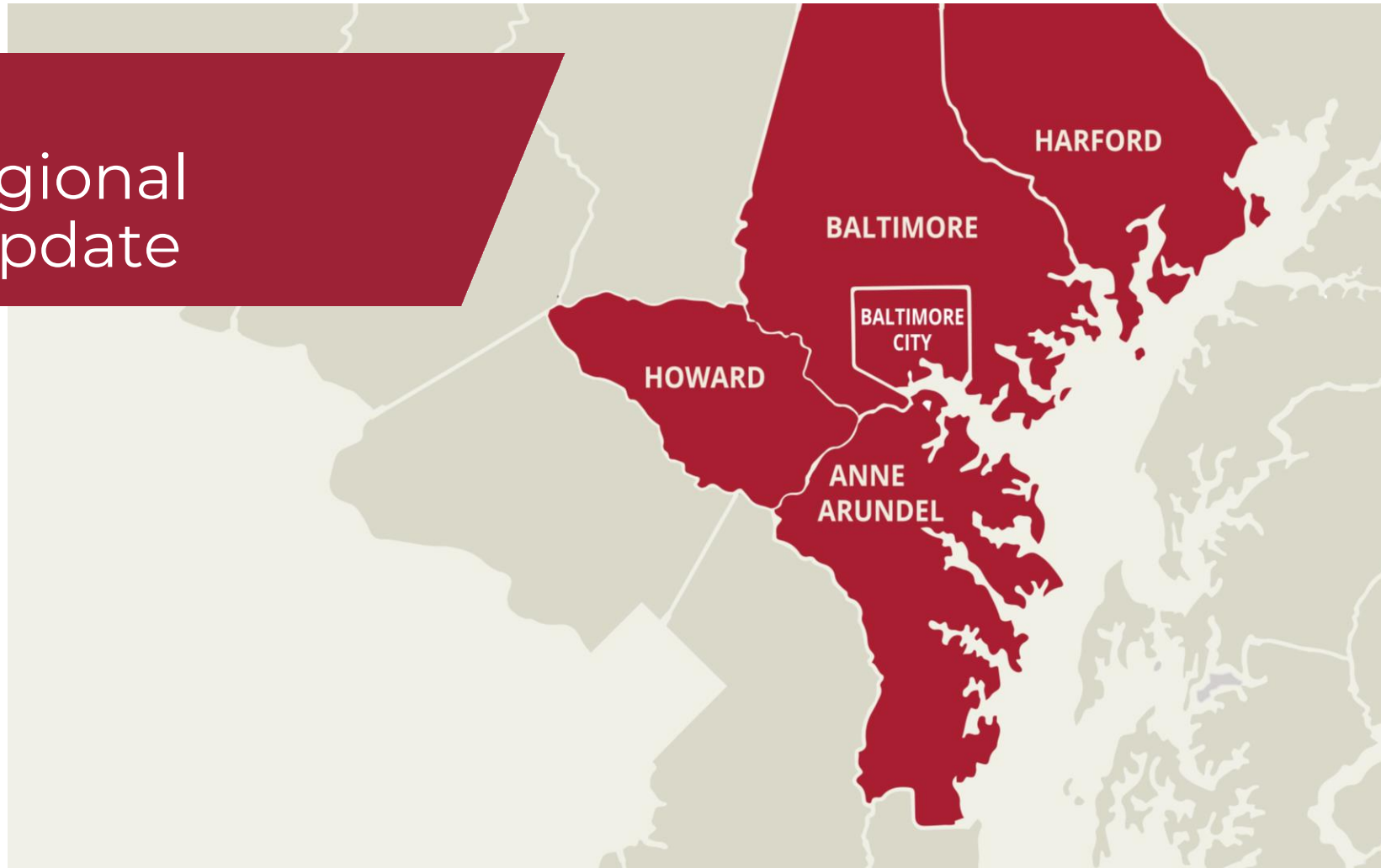
"The bus service is not reliable, its like 50%, so I leave very early or I look for another bus route if I can to get where I need to go."

Discussion

Connecting Our Future

A Regional Transit Plan for Central Maryland

Central Maryland Regional Transit Plan - 2025 Update



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MARYLAND TRANSIT ADMINISTRATION

Project Understanding

- Update the legislatively-required Central Maryland Regional Transit Plan (RTP)
- Document advancement of the recommendations made in the 2020 RTP, and revise where necessary
- Focus on corridor prioritization and phasing
- Maximize use of previously conducted analysis
- Outreach to focus on stakeholder/BRTC coordination, and sharing information/accountability to implementation with the public
- Complete work by October 2025

PMT, Steering Committee, and BRTC

- Project Management Team (PMT)
- Internal Steering Committee
- Baltimore Regional Transit Commission (BRTC)

BRTC Coordination Schedule

Meeting 1: January 2025

- ➢ Documentation of RTP Progress
- ➢ Updating of Market/Demand Analysis
- ? Corridor Confirmation and Prioritization

Meeting 2: April 2025

- ➢ Corridor Confirmation and Prioritization
- ? Mode Suitability Assessment

Meeting 3: June 2025

- ➢ Mode Suitability Assessment
- ➢ Phase 1 Outreach Results
- ? Service Improvement Phasing

Meeting 4: September 2025

- ➢ Service Improvement Phasing
- ? Plan Development

Meeting 5: October 2025

RTP Update Due Date

- ➢ Phase 2 Outreach Results
- ➢ **Draft Plan Document**
- ? Document Refinements

Meeting 6: November 2025

- ➢ Final Plan Document

Legend

- ➢ Present Information to BRTC
- ? Seek Input from BRTC

Discussion