

# BaltimoreLink: The Launch of a New Bus System

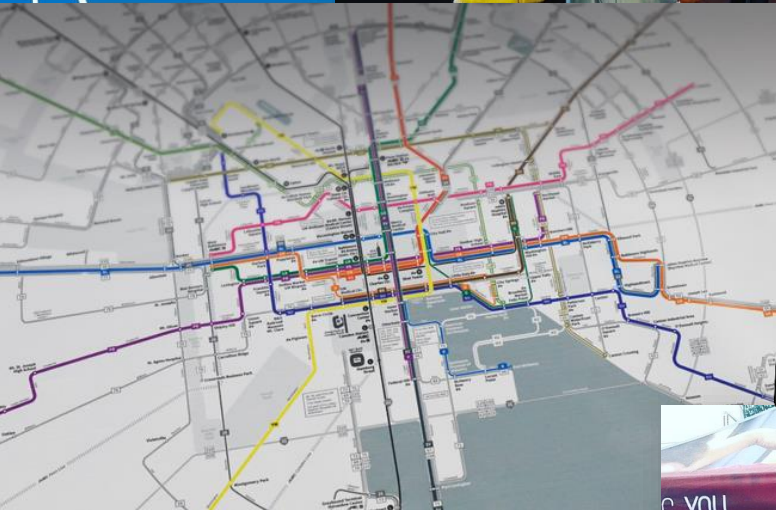
Baltimore Metropolitan  
Council  
Housing Committee  
Meeting  
5/3/2018

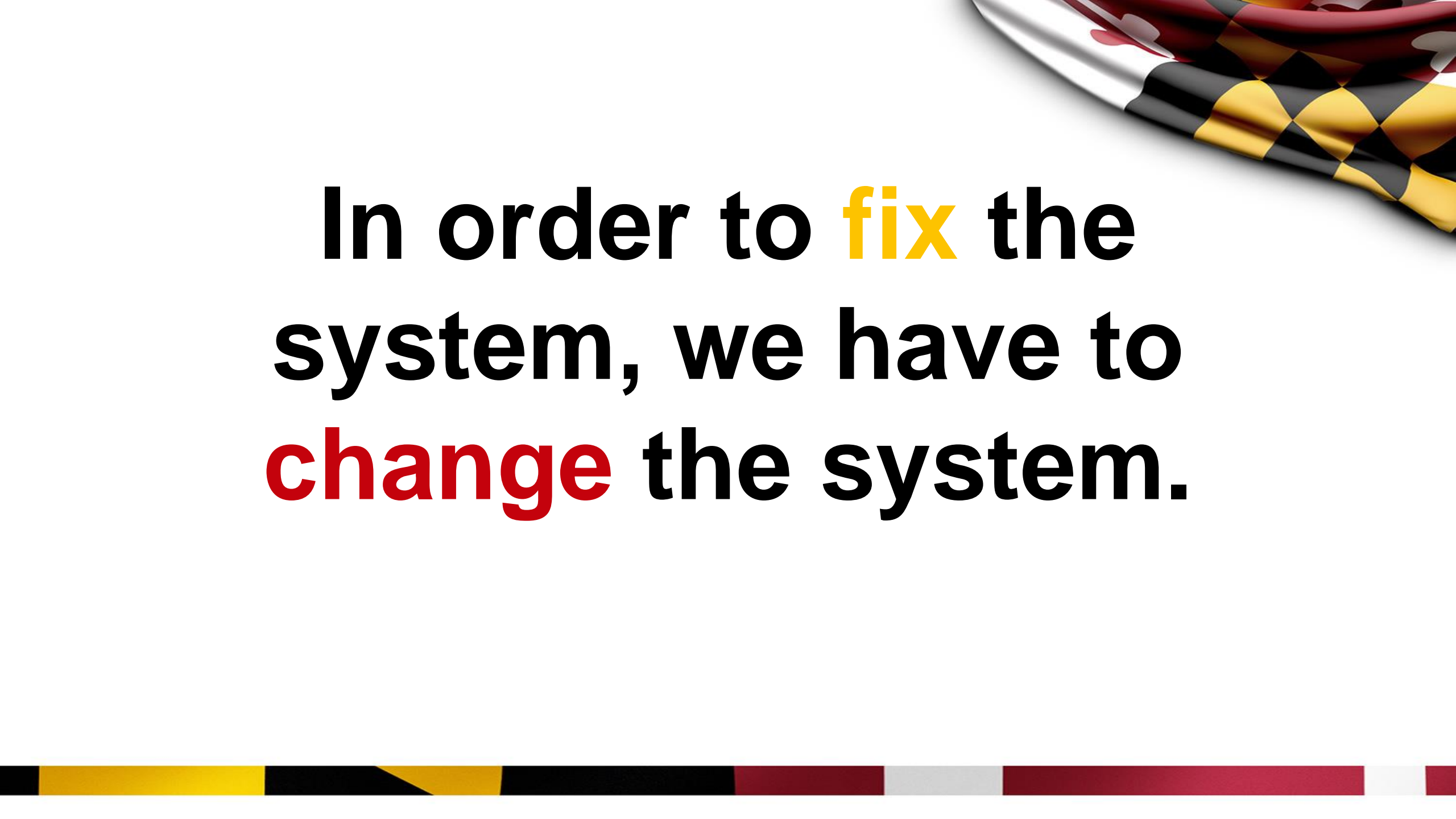


MARYLAND TRANSIT  
ADMINISTRATION



# What is BaltimoreLink?



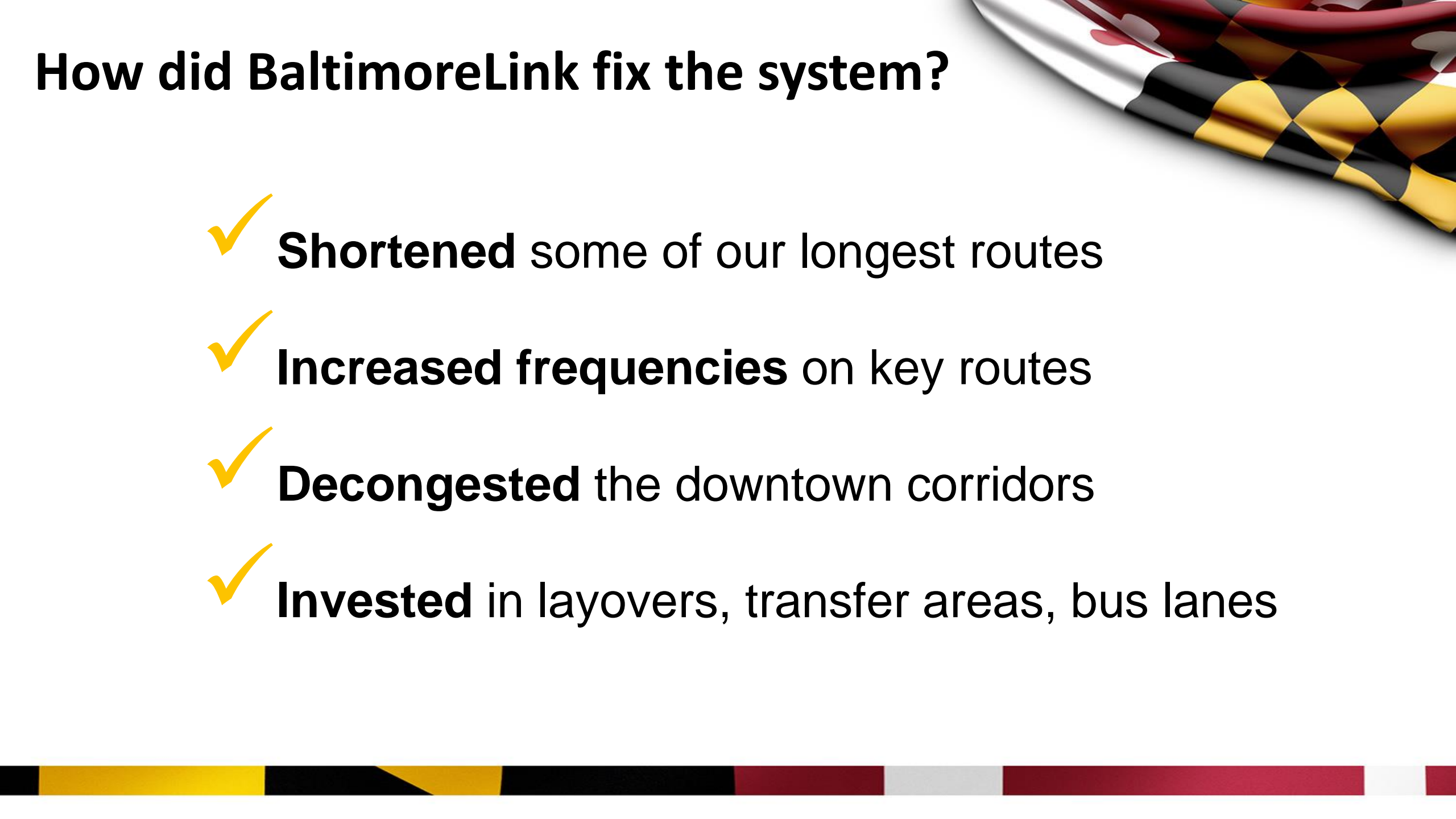
The image features a white background with a decorative border at the top right and bottom. The top right border shows a portion of a flag with a red field, a white field, and a black and yellow checkered pattern. The bottom border is a horizontal strip with segments of black, yellow, black, red, and white. The text is centered and reads: 

**In order to **fix** the  
system, we have to  
**change** the system.**



# How did BaltimoreLink fix the system?

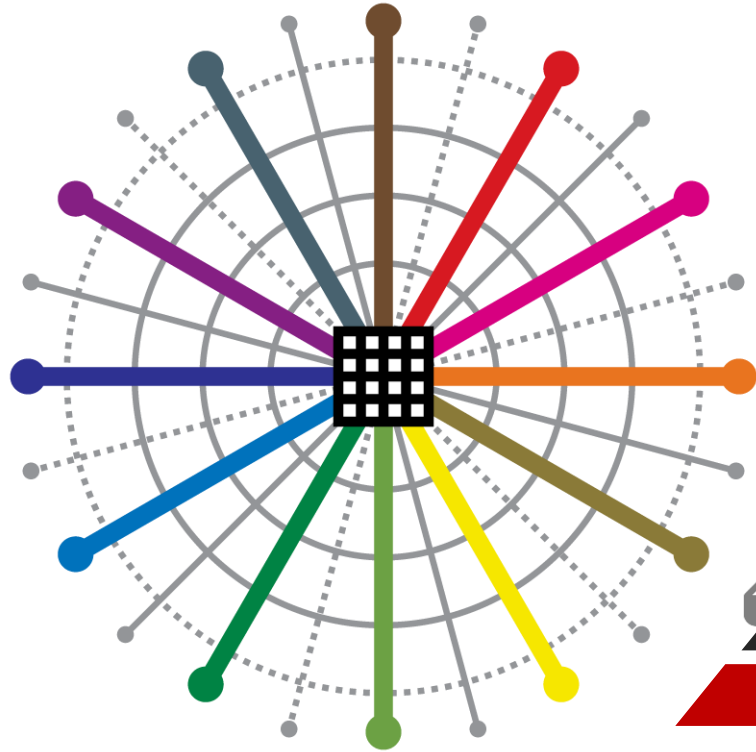
- ✓ **Shortened** some of our longest routes
- ✓ **Increased frequencies** on key routes
- ✓ **Decongested** the downtown corridors
- ✓ **Invested** in layovers, transfer areas, bus lanes



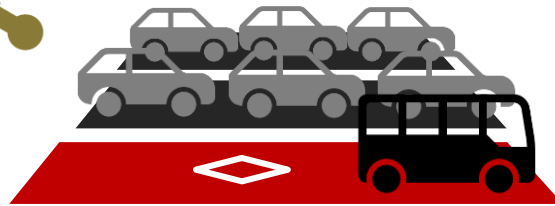
The image features a white background with decorative elements from the Maryland state flag. In the top right corner, there is a curved, draped portion of the flag showing its characteristic black and gold checkered pattern, a red border, and a white field. Along the bottom edge, there is a horizontal strip composed of several rectangular blocks of the same color palette: black, gold, red, and white.

# Improving the System

**BaltimoreLink set the groundwork to improve reliability with capital improvements and service changes.**



**BUS  
ONLY  
LANES**



**TRANSIT  
SIGNAL  
PRIORITY**



**BUS  
STOP  
OPTIMIZATION**



es

**Proposed Dedicated Bus Lanes**

Legend:

- Curb-side Bus Lane
- Parking-Adjacent Bus Lane
- Peak Bus Lane
- Potential Parking/Loading Modifications
- Existing, Variable Use Lanes on Front and Laneside Streets between Franklin and Howard Streets have already been posted.

Streets: Oliver, Mt. Royal, Preston, Eldred, Chase, Franklin, South.

Locations: Midtown Belvedere, Johnston Square.

Map showing the proposed bus lanes in Baltimore, Maryland.

- 





# Capital Investment – Transit Signal Priority



- Screened 700 traffic signals around the region for TSP piloting
- TSP bus equipment installed on 250 buses and nearly 50 intersections
- Up to 22% time savings in AM Peak
- Currently installing on entire fleet and identifying additional corridors for implementation
  - GPS location data
  - Overall delay time
  - Boarding times
  - Other routes served

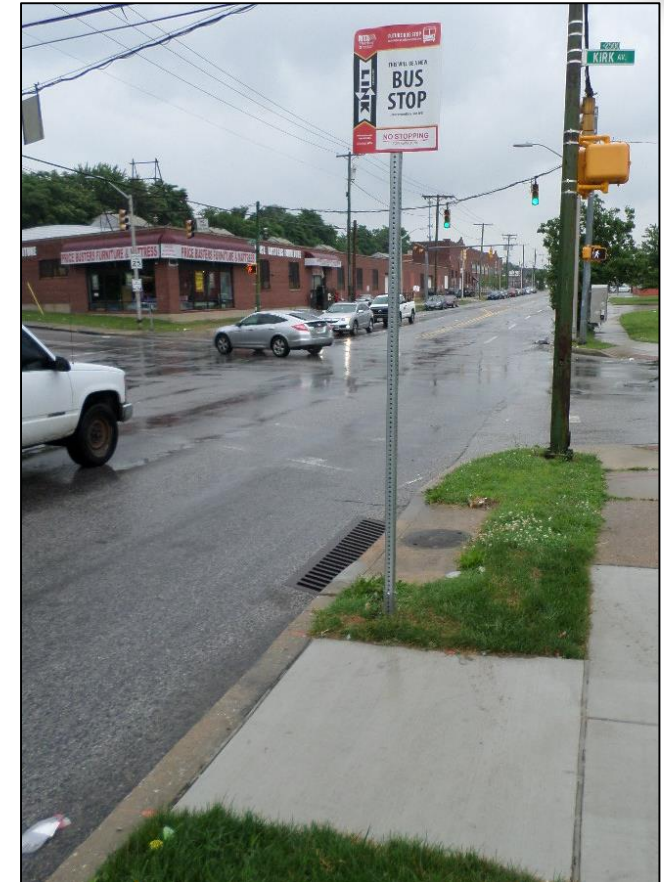
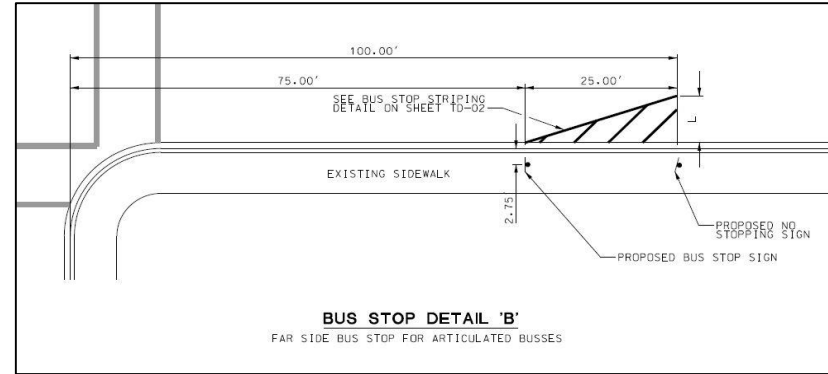


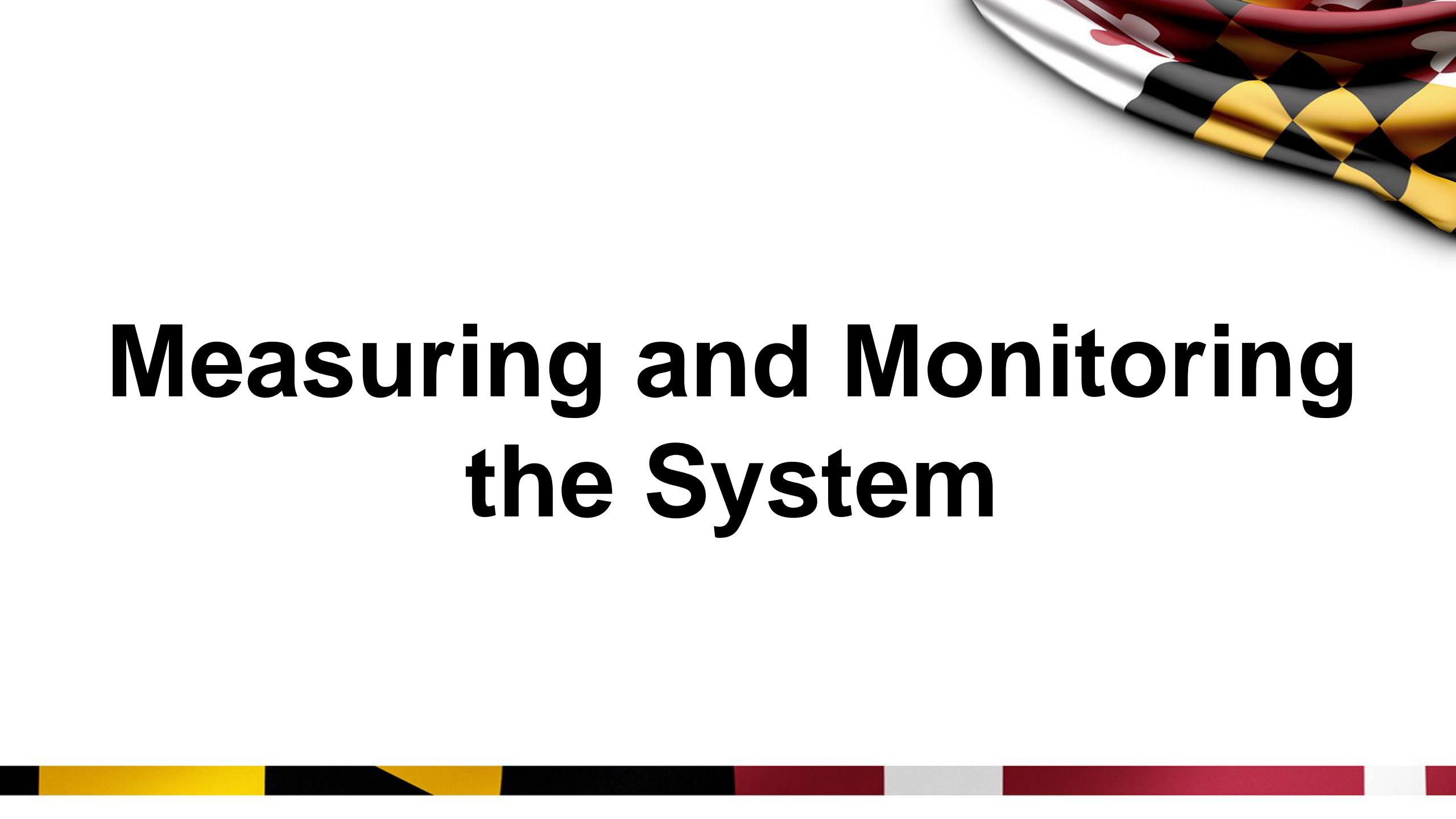
# Bus Stop Optimization

Optimized 20% of previous bus stops

- Removals (800 stops)
- New/Relocated Stops (100+)

Replaced over 5,000 signs



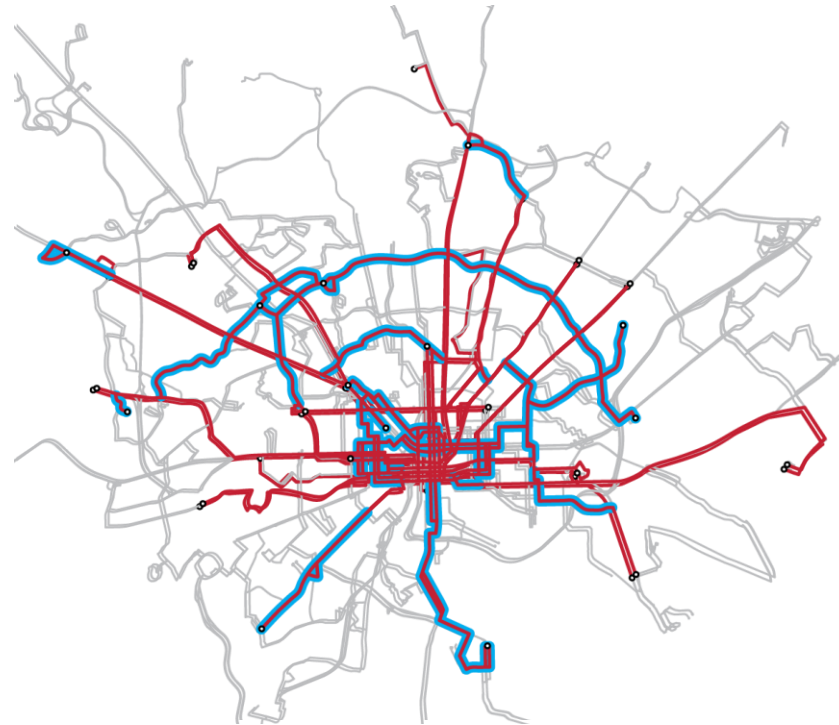
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# **Measuring and Monitoring the System**

# Metrics & Modeling – Frequent Transit Network

## Connectivity and Reliability:

### Building a Frequent Transit Network



- New Frequent Service
- Old System Frequent Service  
(remained under BaltimoreLink)

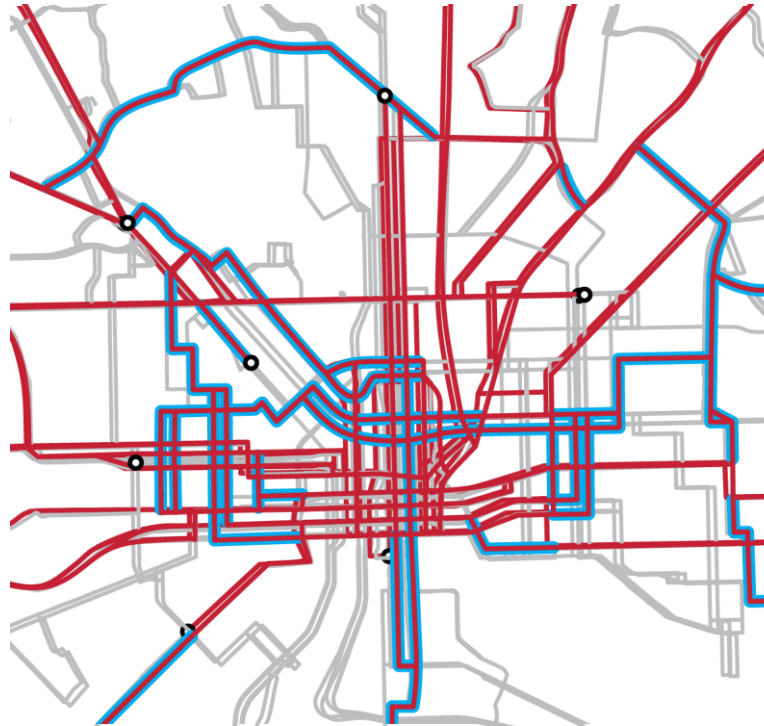
### BaltimoreLink Frequent Transit Network

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



# Metrics & Modeling – Frequent Transit Network

## Connectivity and Reliability: Building a Frequent Transit Network



**BaltimoreLink Frequent Transit Network**

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

# Metrics & Modeling – Frequent Transit Network



## More People with Access to Frequent Transit

Under BaltimoreLink, an estimated 130,000 additional people – a 32% increase over the pre-BaltimoreLink system – are 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

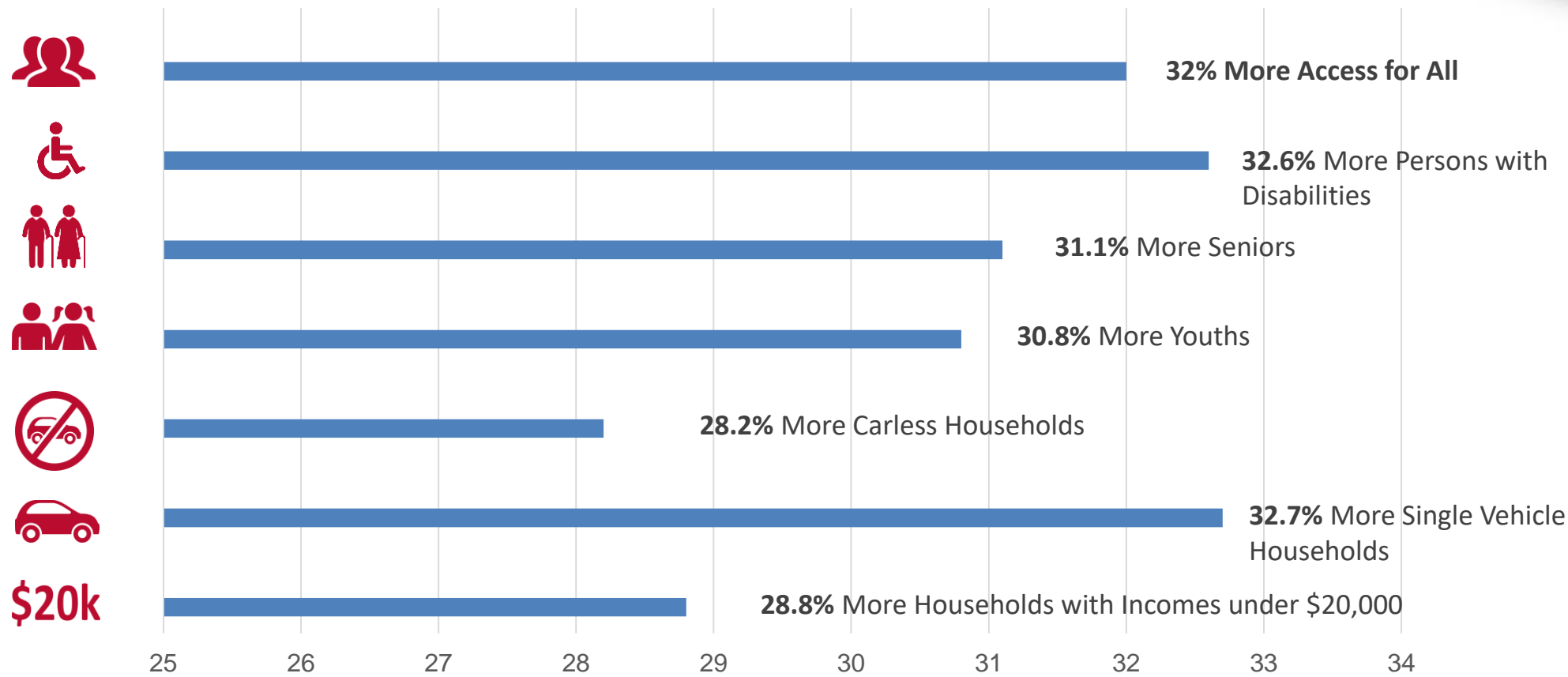


+5

Libraries

# Metrics & Modeling – Frequent Transit Network

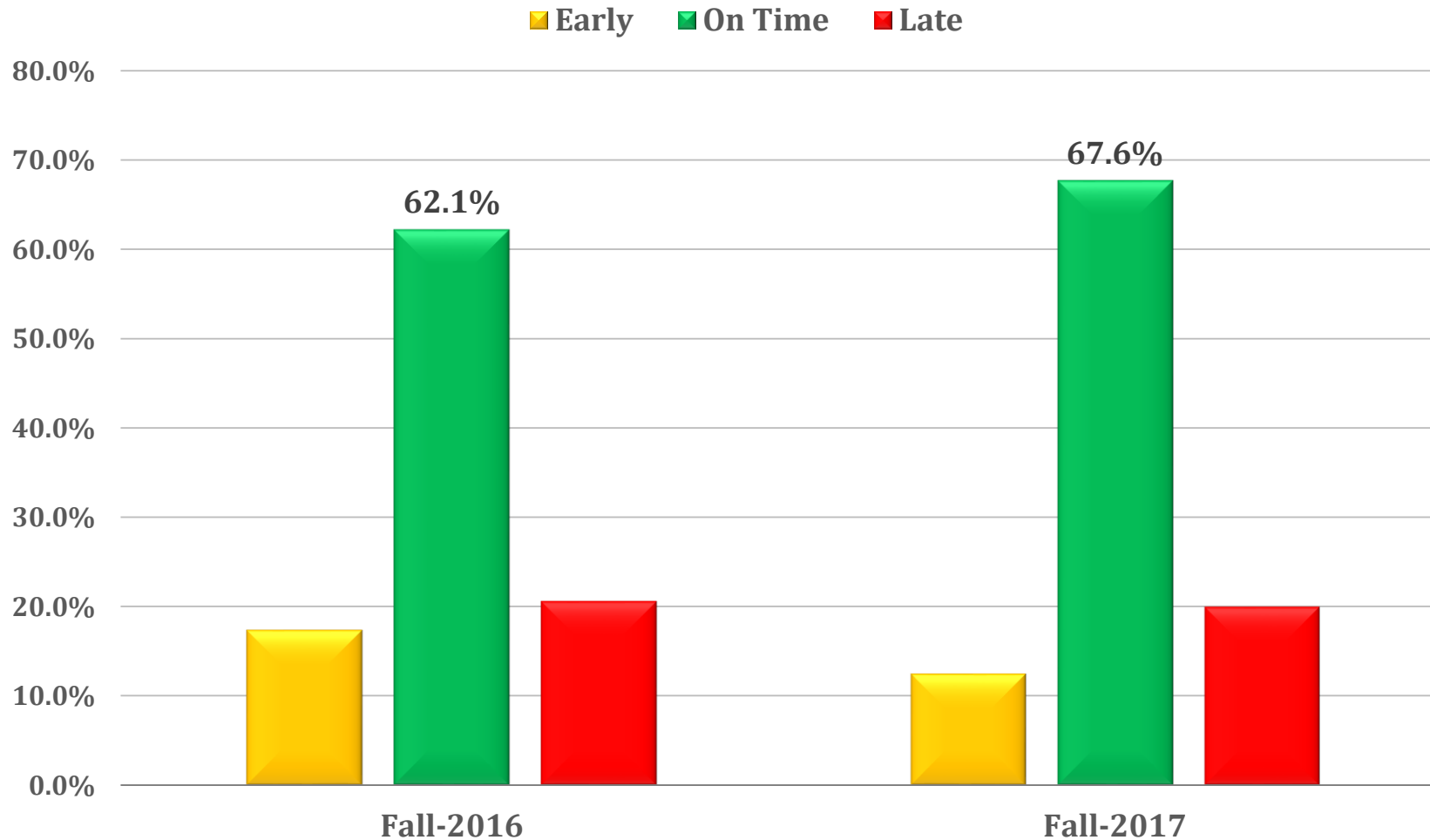
Percentage Increase of Populations Within ¼ Mile FTN





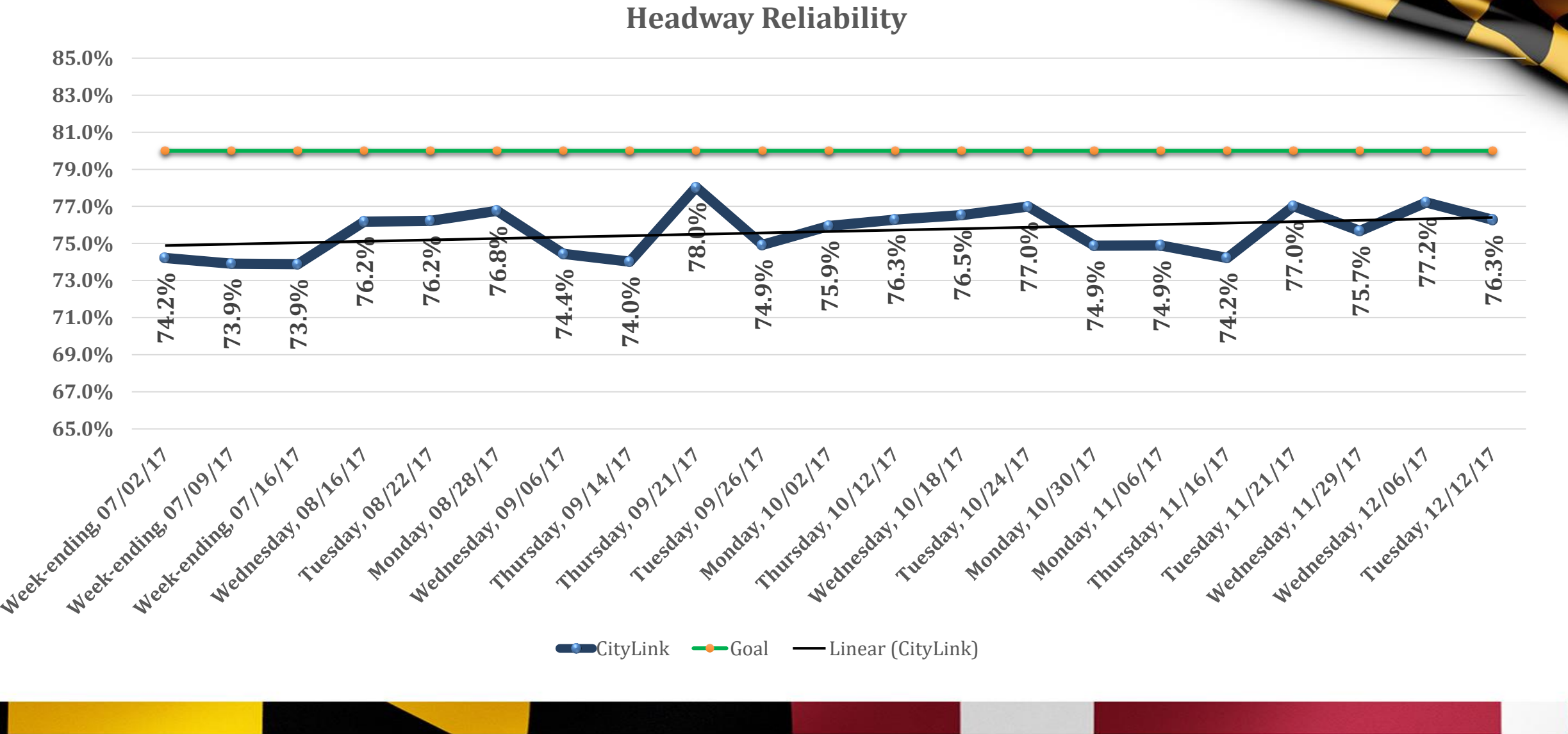
# On-Time Performance: Pre/Post Comparison

On-Time Performance Calculated by APC

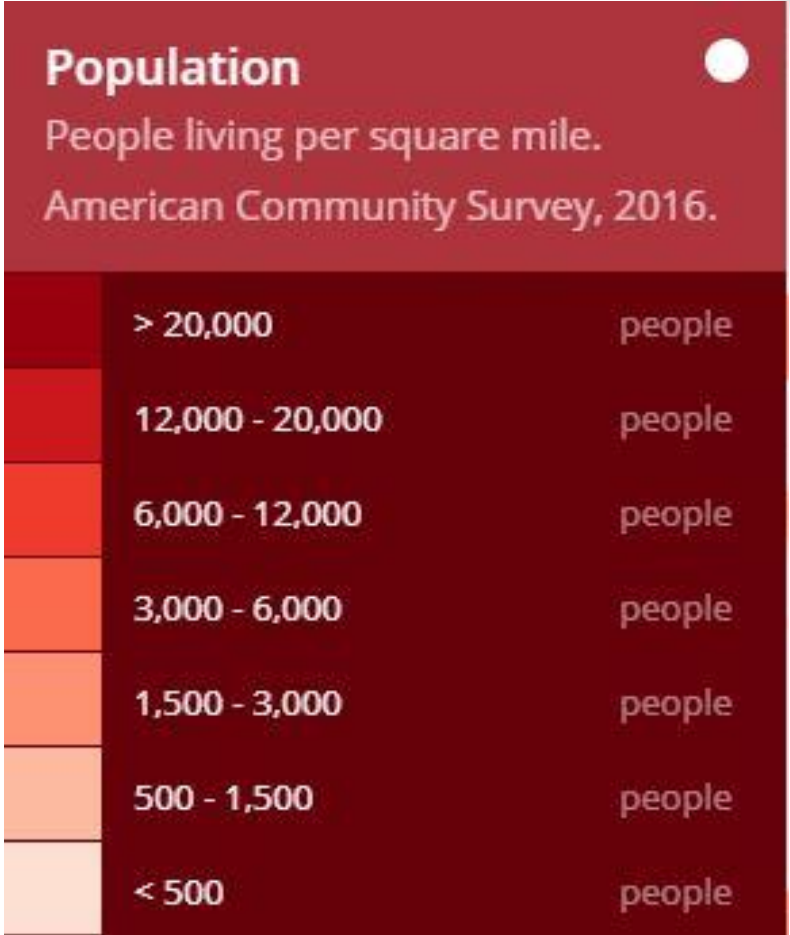
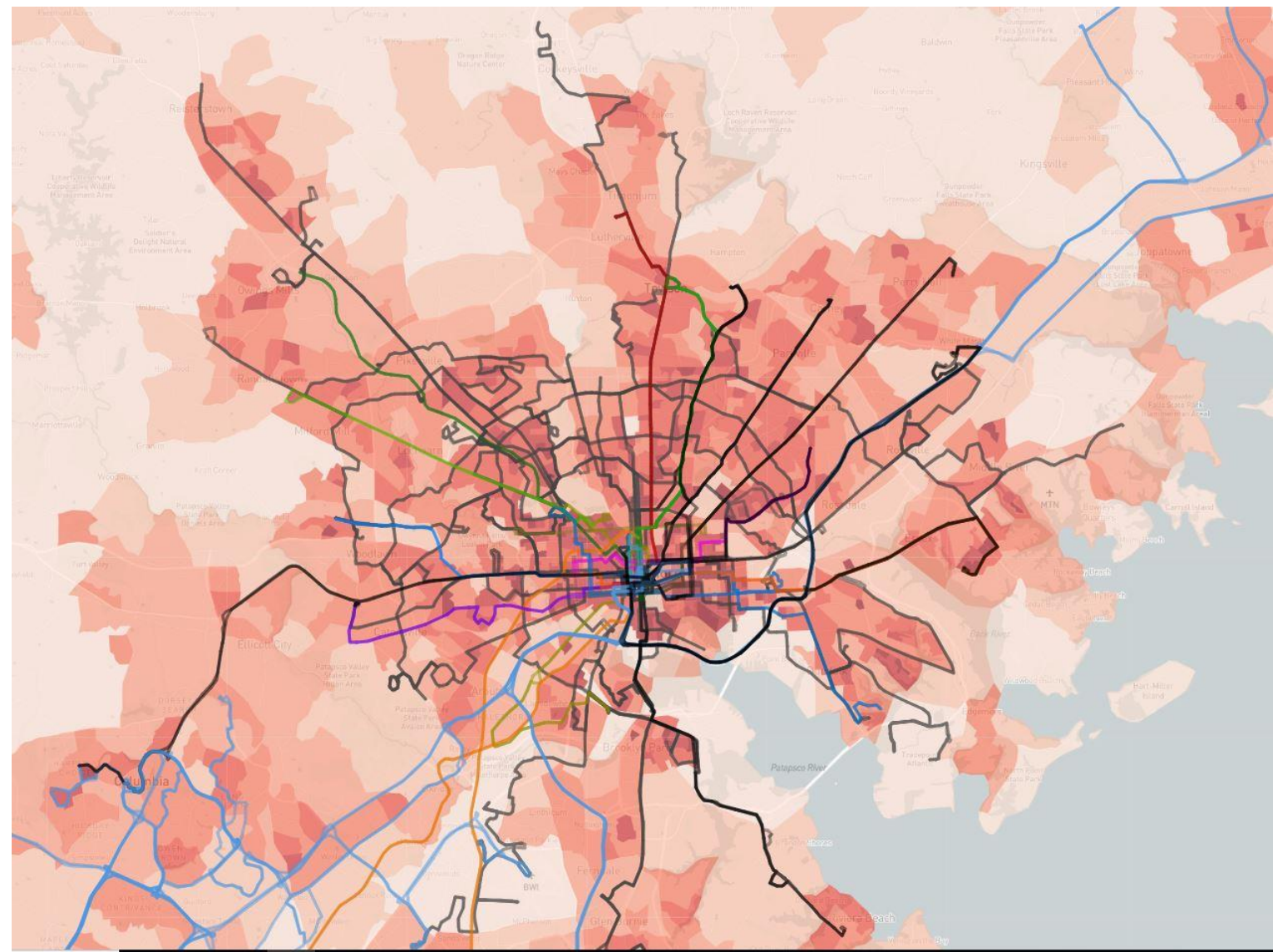


- APC (Automatic Passenger Counter) data more accurate and representative of customer experience
- Internal transition to a new and improved reporting system

# Measuring Frequency-Based Reliability: CityLink Routes

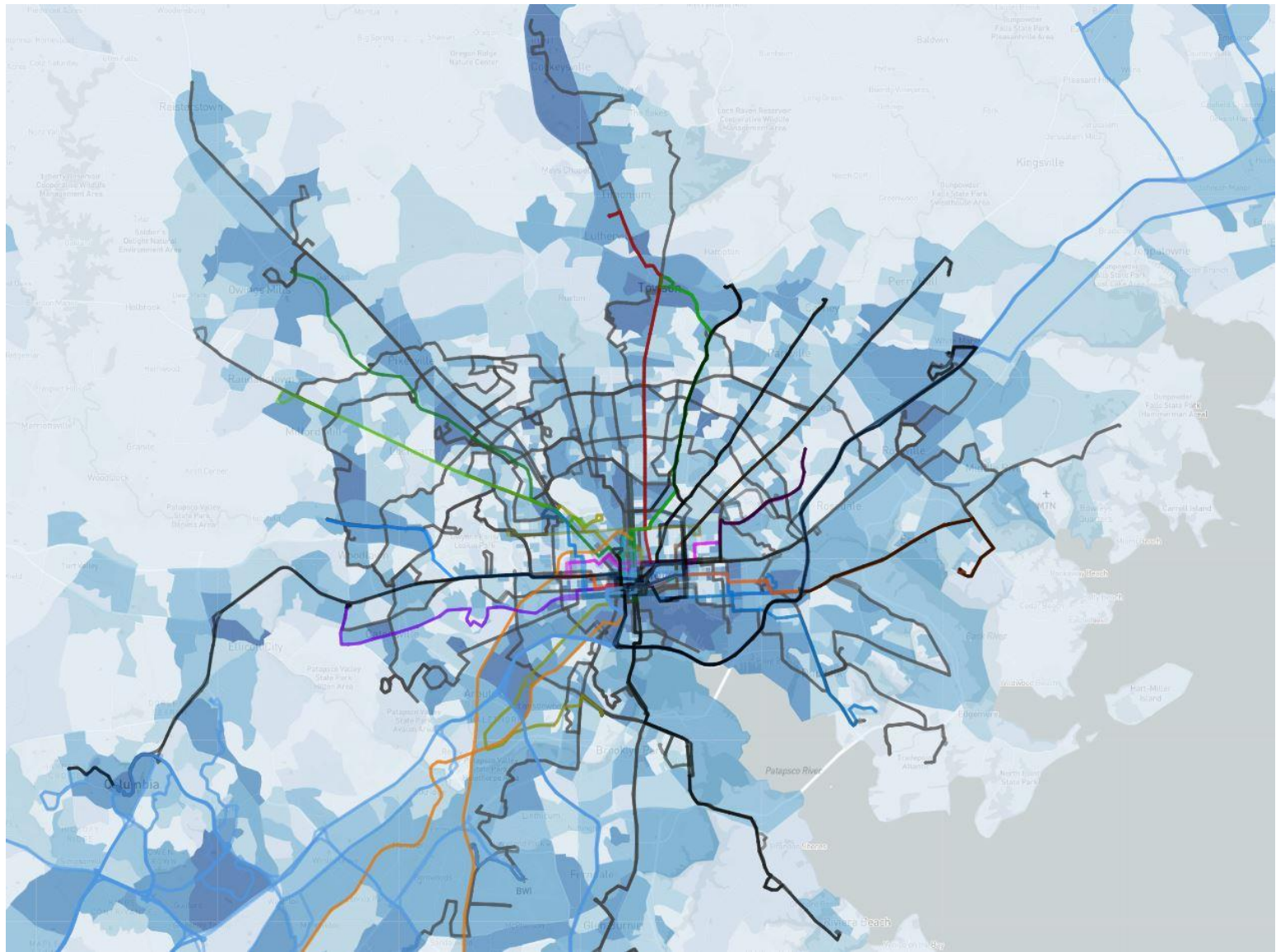


# BaltimoreLink Network – Population



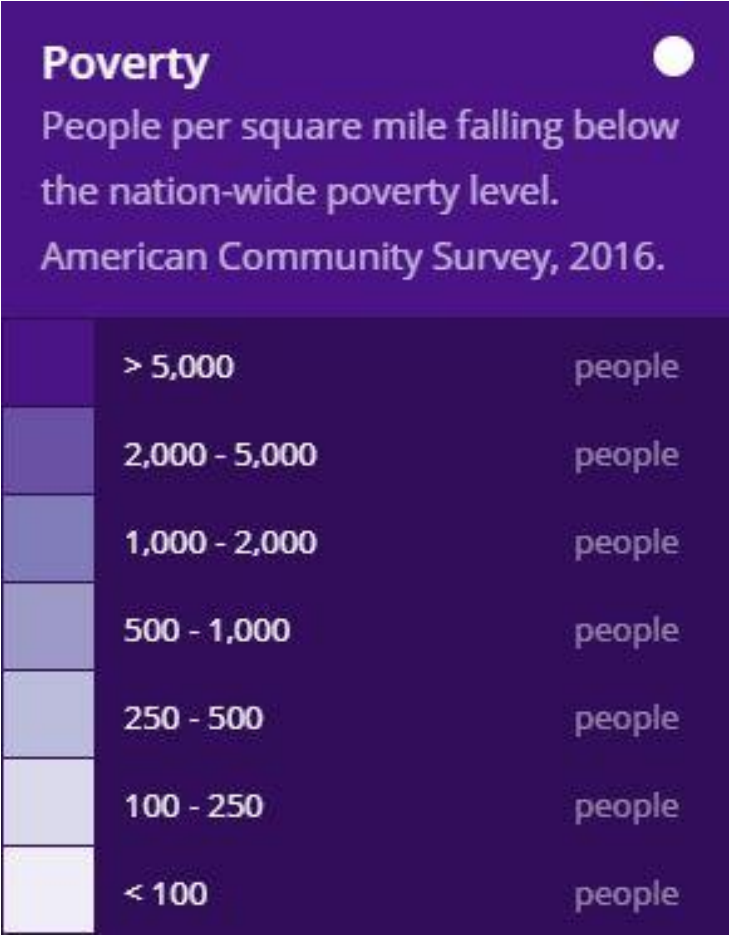
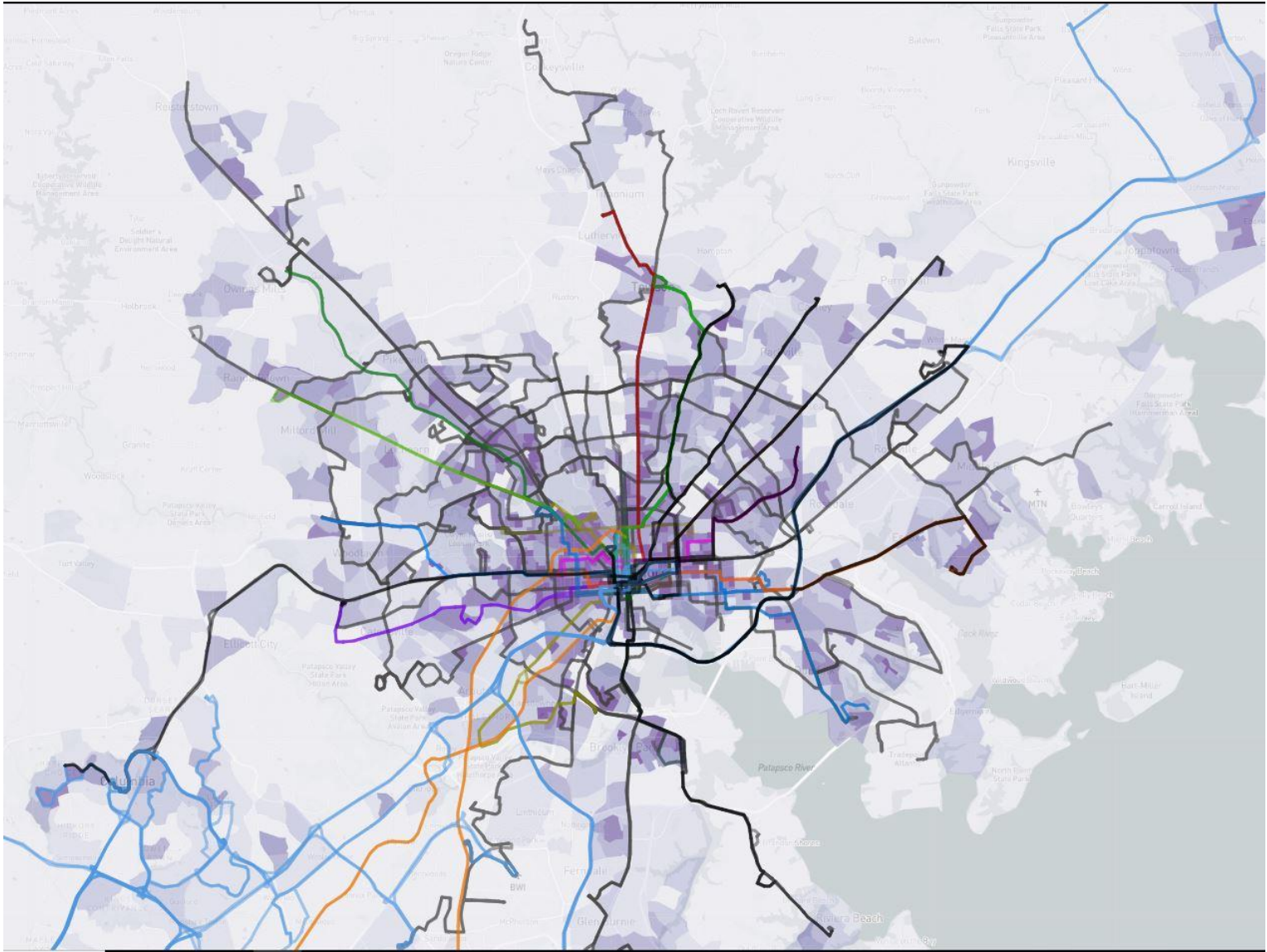


# BaltimoreLink Network – Jobs



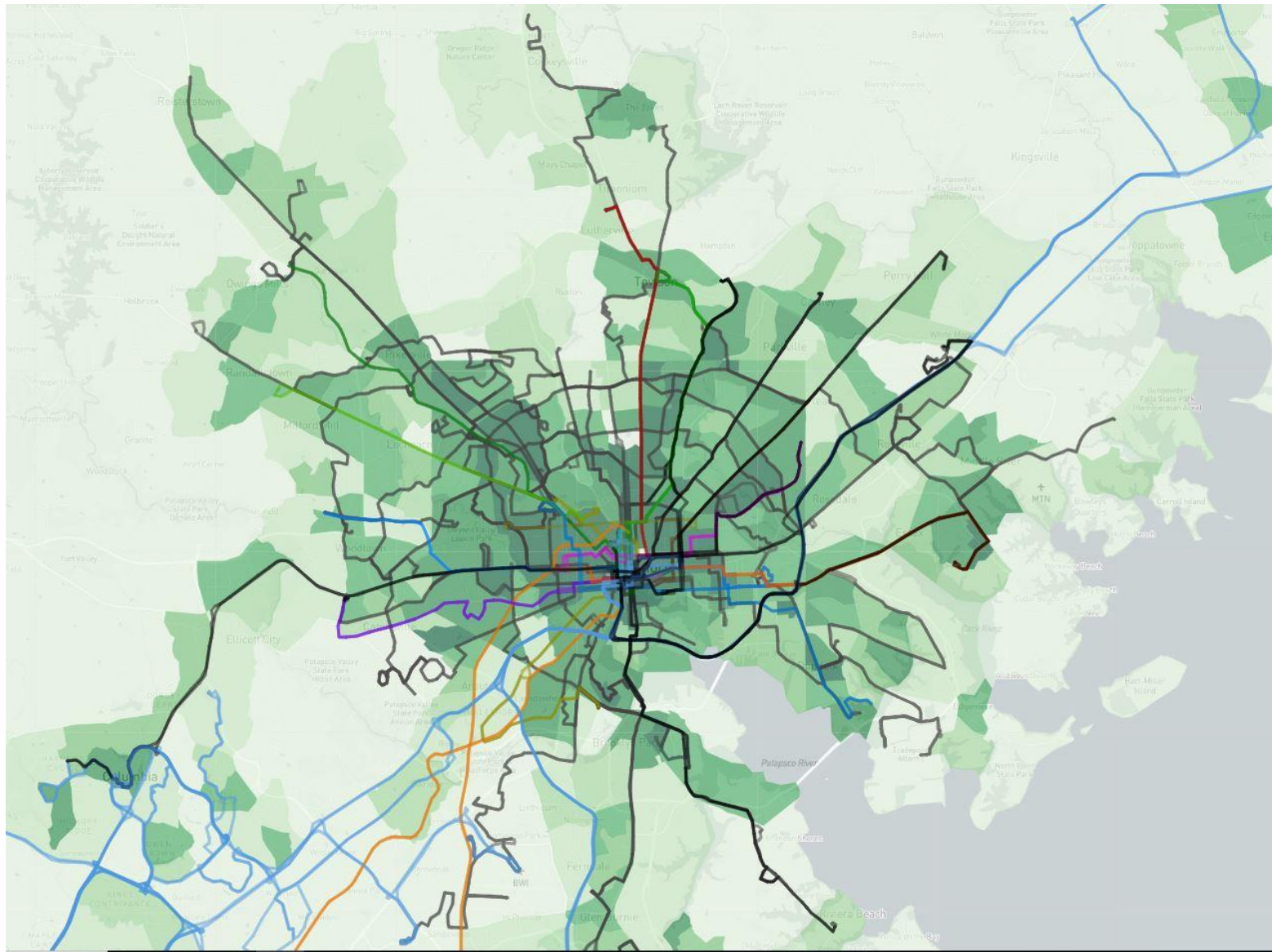


# BaltimoreLink Network – Poverty





# BaltimoreLink Network – Car Free





# Resource Utilization

## Sheppard Pratt - White Marsh PnR Express BusLink 102

Eliminated service on February 2, 2018

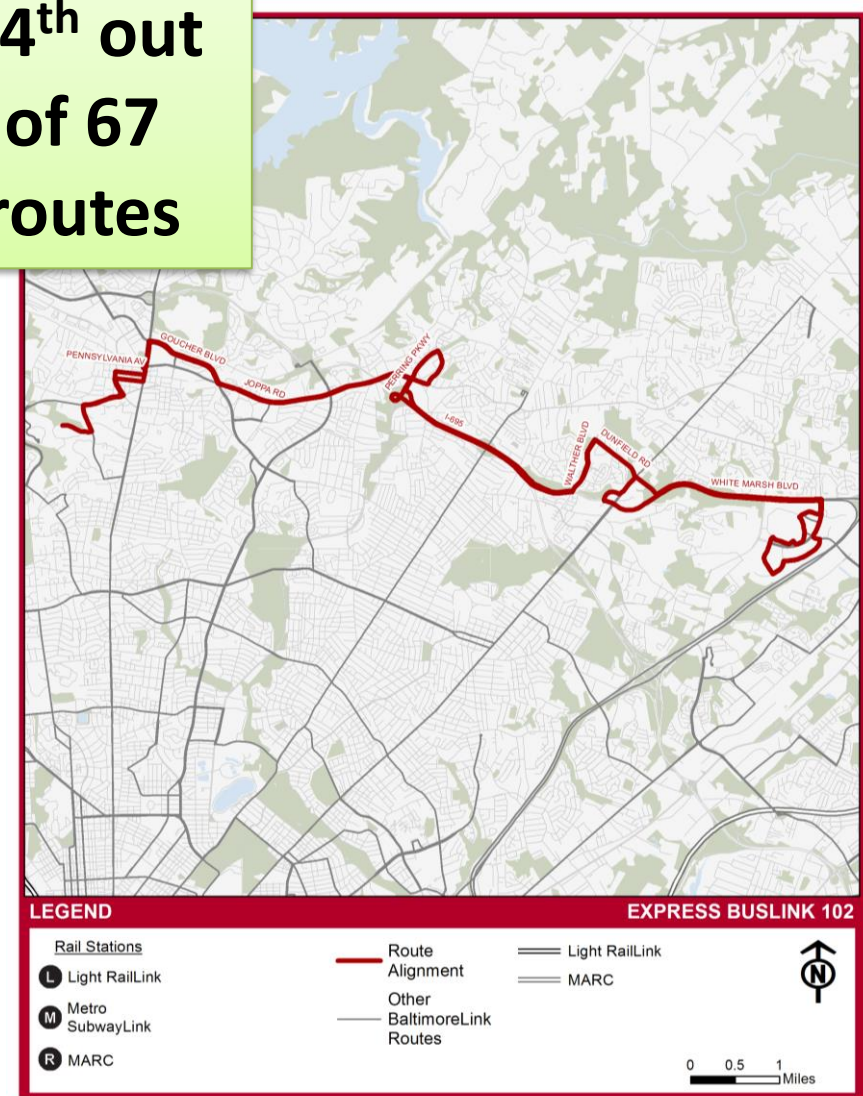
Reasons underperforming:

- Trip/connection can be made using other services
- Limited number of trips

Alternative Services:

- LocalLink 53; CityLink Brown

Ranked  
64<sup>th</sup> out  
of 67  
routes



# Resource Utilization

## Sheppard Pratt - Owings Mills Express BusLink 106

Eliminated service on February 2, 2018

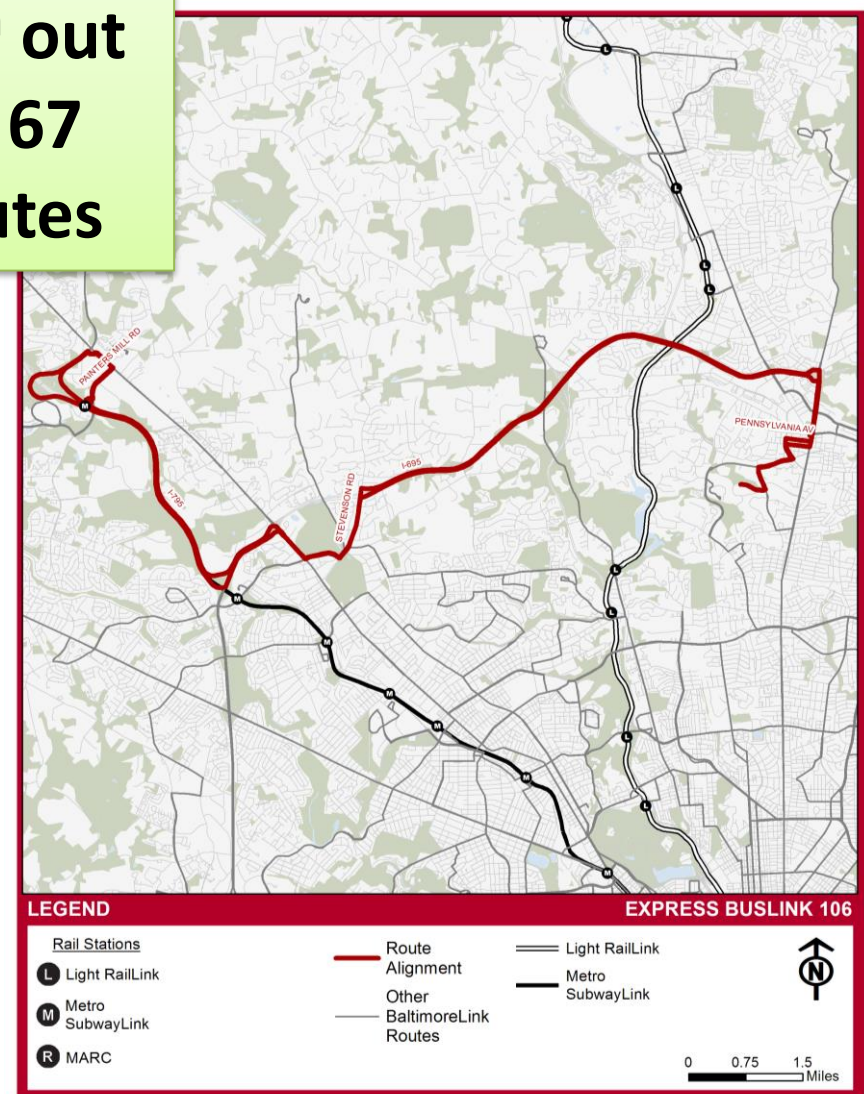
Reasons underperforming:

- Trip/connection can be made using other services
- Limited number of trips

Alternative Services:

- Metro SubwayLink; various crosstowns; CityLink Red

Ranked  
66<sup>th</sup> out  
of 67  
routes





# Resource Utilization

## BWI Airport - Old Court Metro Express BusLink 107

Eliminated service on February 2, 2018

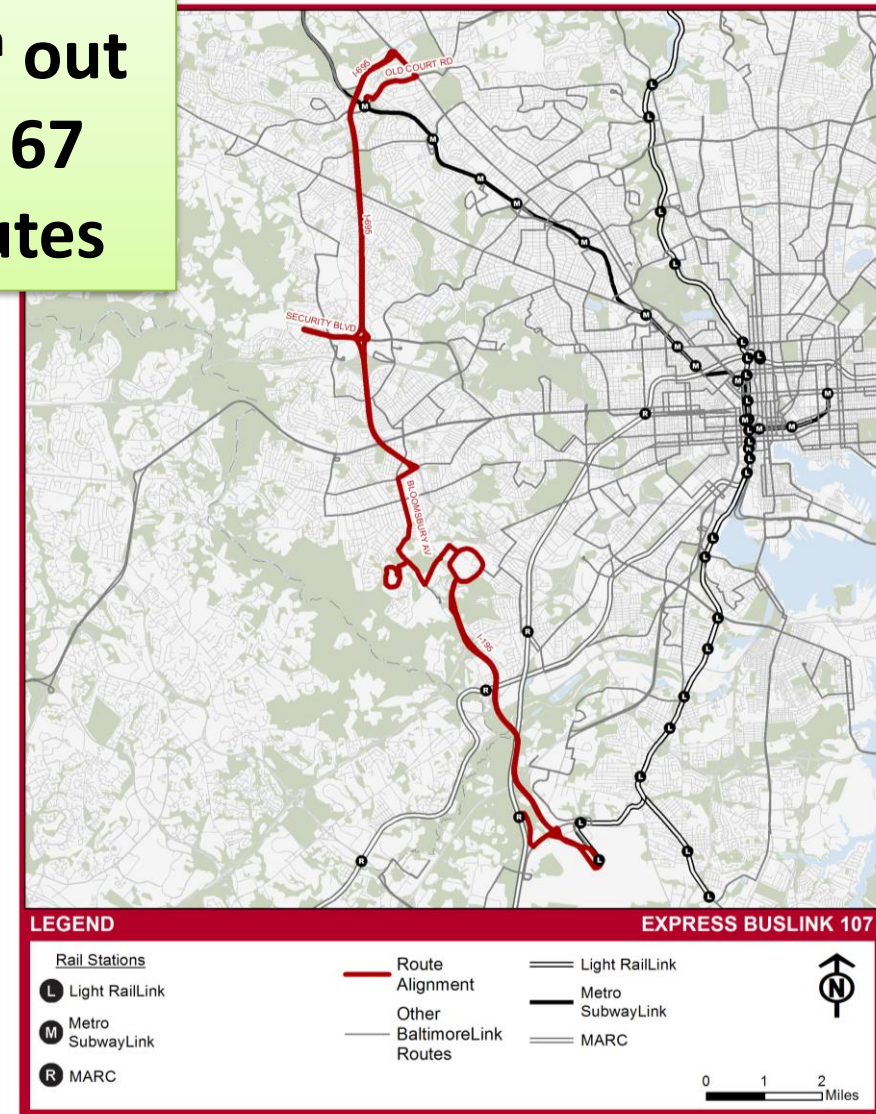
### Reasons underperforming:

- Trip/connection can be made using other services
- Long cycle-time
- Limited number of trips
- Few trip generators served

### Alternative Services:

- Depending on origin/destination, all locations are access via other service, but would require a transfer.

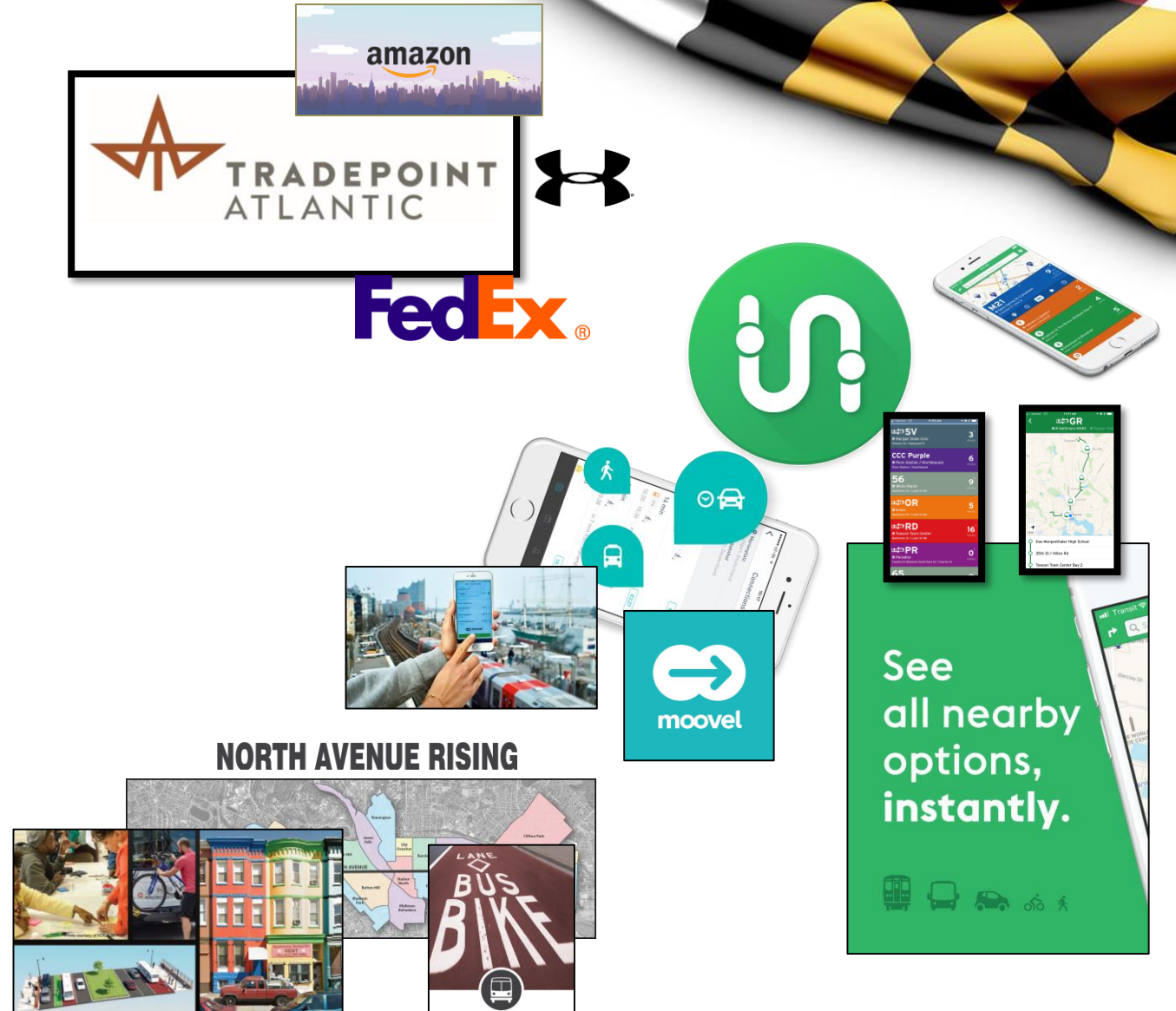
**Ranks  
67<sup>th</sup> out  
of 67  
routes**





# What's Next in 2018?

- Living system
  - Operational and schedule tweaks
  - Listening to our operators and riders
- Summer 2018 – Real-time launch
- Late summer 2018 – Mobile ticketing
- North Avenue Rising



# The Work is Not Yet Done (2018 and Beyond)

- Laid the foundation for additional improvements
  - Service
  - Infrastructure
- Bus Stop Accessibility Assessments and Plan
- Transfer Analysis Study (BMC)
- Feasibility Analysis for Additional Service Types





Thank you!

## Questions/Comments/Discussion

