HARFORD COUNTY

COMMUNITY & ECONOMIC DEVELOPMENT

BARRY GLASSMAN, COUNTY EXECUTIVE
LEN PARRISH, DIRECTOR

Welcome!!!

Harford Transit LINK
Connecting you to life's opportunities.
APPOINTMENTS
SCHOOL
SHOPPING
WORK
ENTERTAINMENT
BUY BUS PASSES ON YOUR PHONE WITH TOKEN TRANSIT
TRACK YOUR BUS IN REAL TIME WITH ROUTESHOUT 2.0
1 Bel Air - Aberdeen - Havre de Grace
2 Bel Air - Edgewood - Aberdeen
3 Aberdeen - Edgewood - Joppatowne
4 Aberdeen Circulator
5 Aberdeen - Havre de Grace - Perryville
6 Bel Air Circulator
Six fixed bus routes Monday – Friday
Covenient connections to residential, business and shopping areas
Links to Amtrak, MARC Train and MTA Commuter Bus
Harford and Cecil Connect Route
Extended weekday hours
5:30 a.m. – close to 9:00 p.m.
More frequent service with reduced wait time between buses
Job connections to Perryman, Riverside and Principio employment areas
Bike racks on all buses
Demand Response service
HARFORD COMMUTE SMART
Contact Harford Commute Smart for information on the Guaranteed Ride Home Program and Employer Outreach, including travel and trip training.
harfordcountymd.gov/commuter
harfordtransitLINK.org
BARRY GLASSMAN
County Executive

TRANSIT

Locally Operated Transit System – Harford County, MD

- ✓ Operations are grant funded via Federal, State & Harford County local funds. **$ 4.7 million**
- ✓ Oversight monitoring for operations – MDOT-MTA (Maryland Transit Administration)

Service Area

- ✓ Bel Air, Aberdeen, Havre de Grace, Riverside, Edgewood, Joppatowne (Fixed Route)
- ✓ Perryville, Lidl & Amazon (Fixed Route in Cecil County)
- ✓ Use Harford Transit service to link with MTA's Flyer and MARC train service to Baltimore and Washington D.C., Cecil County and northbound services
- ✓ Operating Hours – 4:00 AM – 9:30 PM – Monday – Friday

Operational Details

- ✓ 56 Employees w/ 42 consisting of Bus Drivers
- ✓ 37 transit vehicles – all wheelchair accessible & bike racks

TRANSIT

Transit Metrics – Annual – FY 2018

- ✓ Passenger Trips – 330,668
- ✓ Miles Traveled in Harford County – 960,504 miles
  - ✓ 2019 estimated miles 1.25 million

Services – Current

- ✓ Operate 12 buses on fixed routes daily – Monday – Friday 5 AM – 9 PM
- ✓ Operate 12 – 14 demand response type vehicles for employment, persons w/disabilities and seniors - Monday – Friday 3:30 AM – 9 PM
- ✓ Harford Transit provides demand response transit service in accordance with the Americans with Disabilities Act of 1990. Vehicles are wheelchair accessible.

TRANSIT

MILESTONES

- ✓ Converted the “Silver Line” pilot Route 8 to the permanent fixed route, Route 3
- ✓ Installed security surveillance cameras on all transit vehicles
- ✓ Finalized “Five-Year” Transit Development Plan, required by grant regulations
- ✓ Completed 4g hardware & software upgrade for Routematch, 8 transit vehicles, 30 additional upgrades in 2020 Capital Requests
- ✓ Upgrade to Transit garage door – 12’ to 16’ clearance
- ✓ RFP procurement process for replacement “Transit Bus Wash” system completion date May 15, 2019
- ✓ MTA Concurrence received for security “Key Card” system for transit operations, currently being installed
- ✓ MTA Concurrence pending for office build-out
  - ✓ Create additional office space & Upgrade training room & front office areas for improved functionality

TRANSIT

MILESTONES

- ✓ Installed 6 transit bus shelters – Aberdeen & Bel Air
- ✓ Upgrade Routematch Routing System
  - ✓ Upgrade of current VLU units (onboard Wi-Fi) to new 4G capacity, current 3G units will be eliminated
  - ✓ Upgrade all tablets to utilize all buses for both fixed and DR routes, current not able
- ✓ Over the past 12 months reduced fleet by eight (8) Transit
  - ✓ Utilized the Harford County disposal policy (public auction) w/MTA approvals
- ✓ Successful Federal Triennial Audit
  - ✓ Two minor infractions – have been corrected and satisfied
  - ✓ Received MDOT letter certifying all requirements were met.

TRANSIT

MILESTONES

- ✓ Launch Token Transit (pay by smart phone) app
  - ✓ Token Transit Fare Validators will be installed by end of April
    - ✓ Tap & Pay - improve data tracking for transit – reduce potential of counterfeit tickets
- ✓ Held multiple "Public Hearings" (afternoon & evening) for route revitalization
  - ✓ November 19 & 20, 2019
  - ✓ Notice released by Cindy Mumby - Director of Governmental & Community Relations on November 7th
  - ✓ It was released to multiple media outlets and Harford County's media E-mail distribution list
  - ✓ Three (3) different locations
  - ✓ Bus service available for those interested in attending

TRANSIT

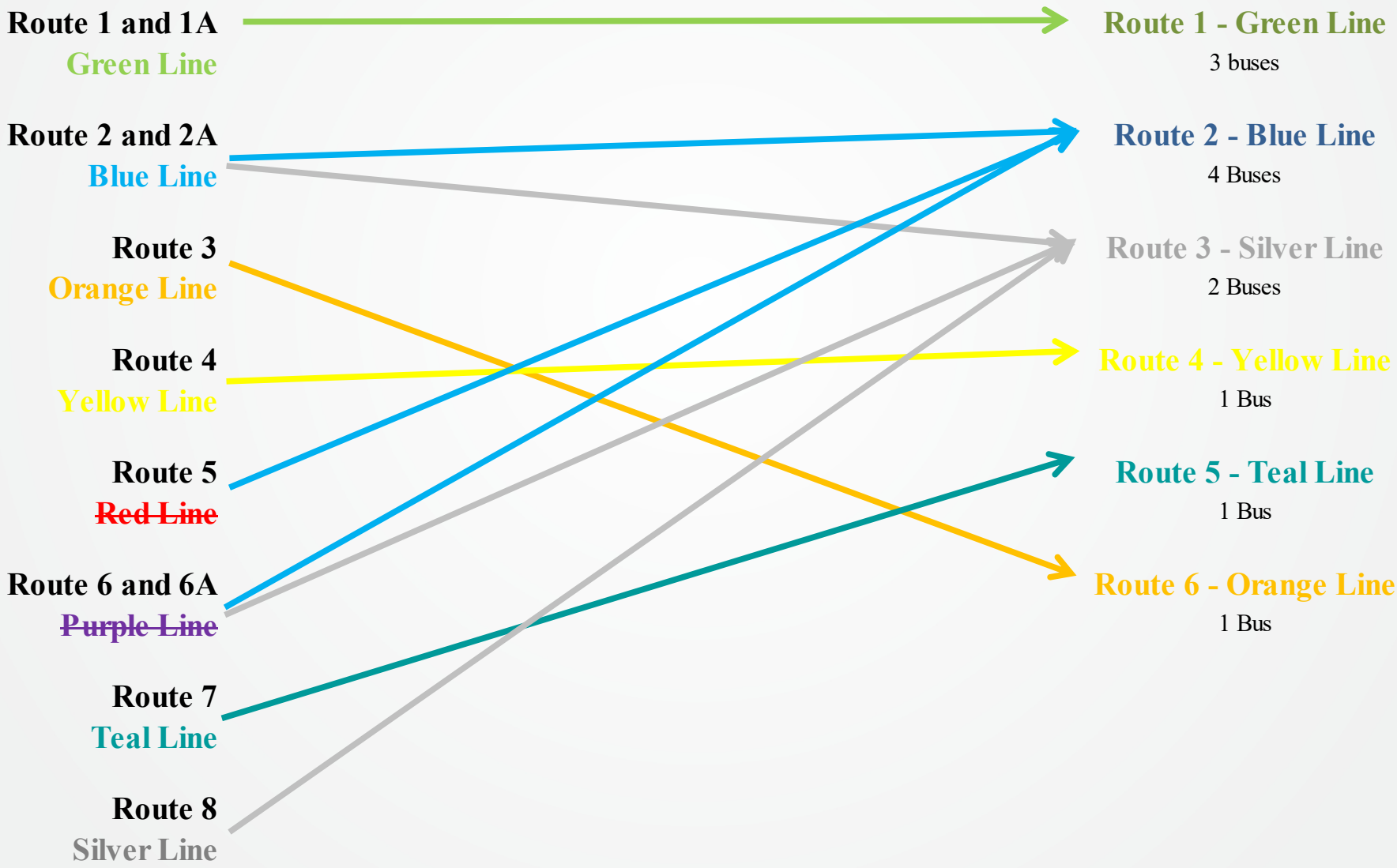
WEBSITE POSTINGS

[Harford Transit LINK Video]

TRANSIT

ROUTE UPGRADES

Here is what we did. . .



TRANSIT

ROUTE UPGRADES

ALL PROPOSED ROUTES ARE FOR REVIEW ONLY
CHANGES EFFECTIVE MONDAY, JANUARY 14, 2019

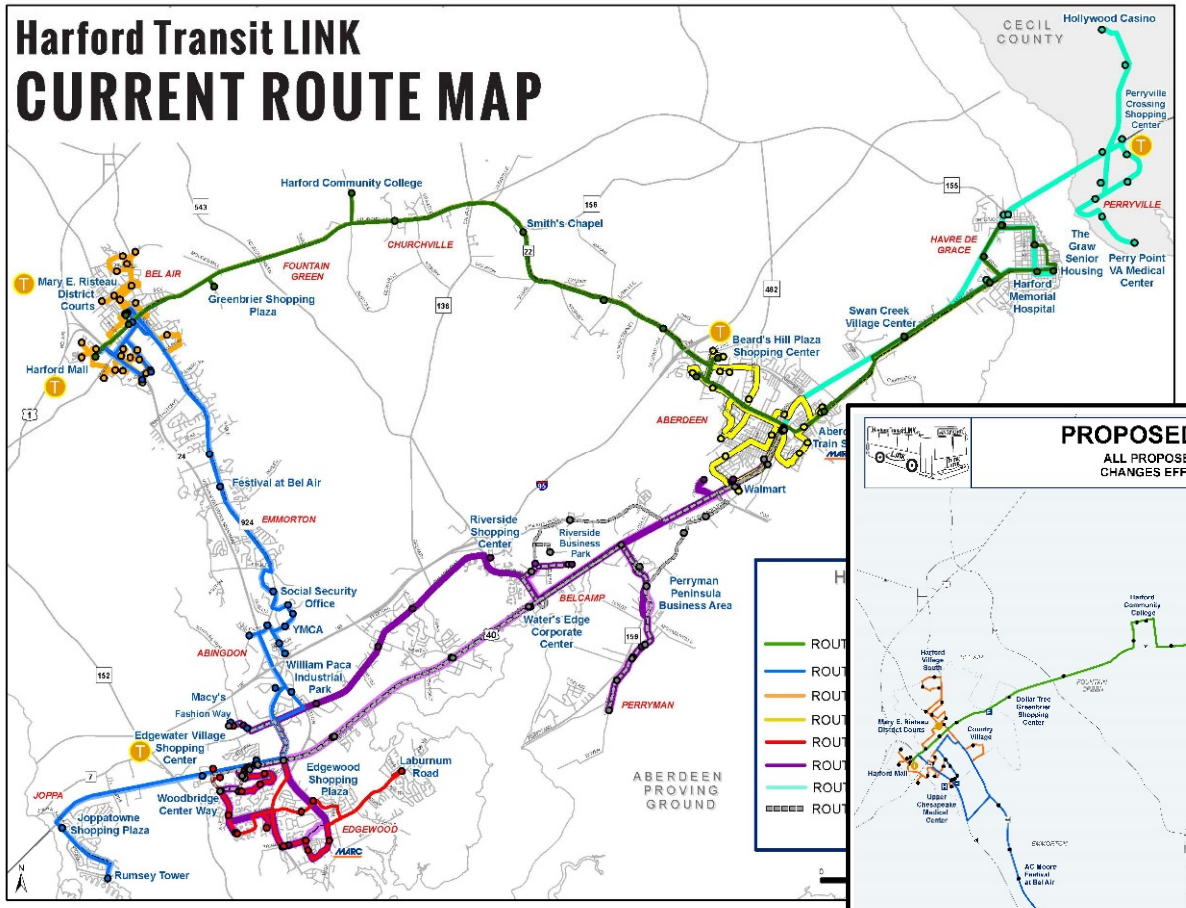
PROPOSED ROUTE UPGRADES

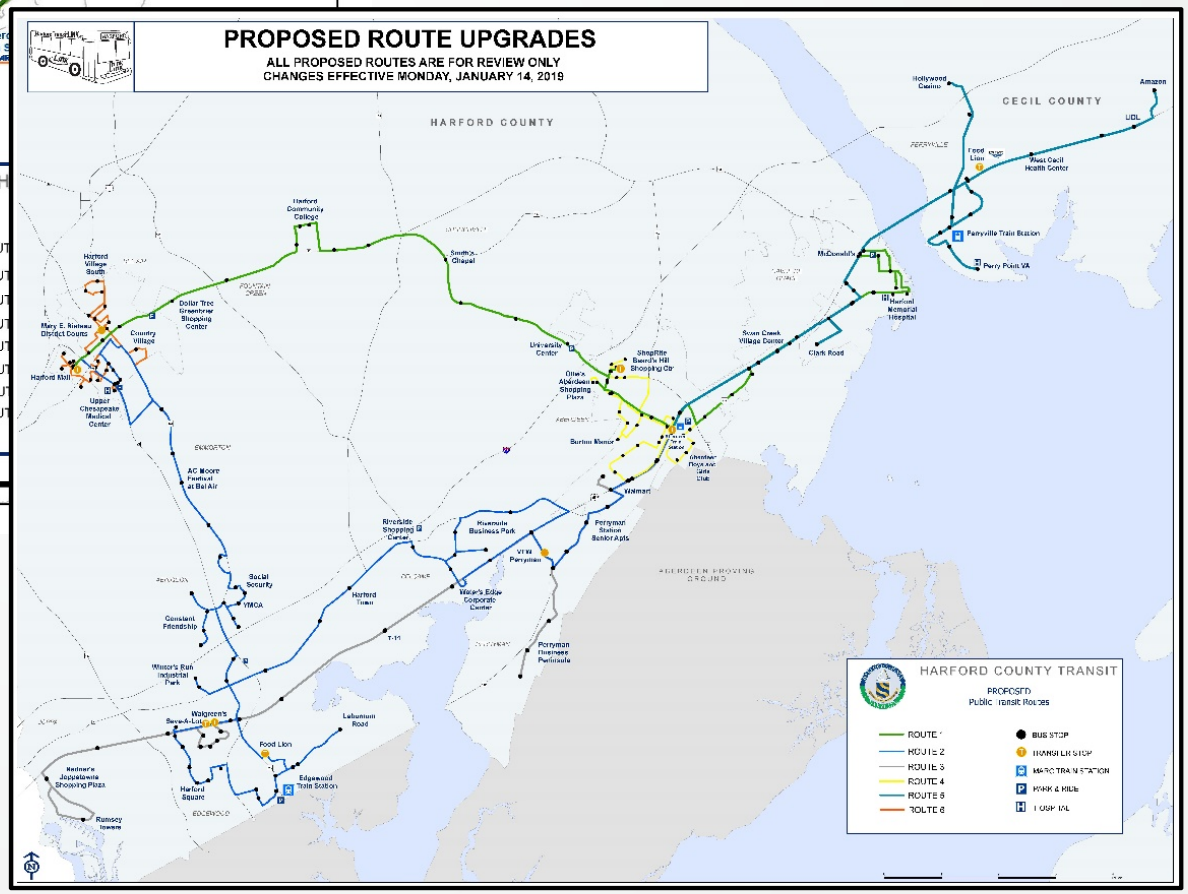
ROUTE 1 | ROUTE 2 | ROUTE 3 | ROUTE 4 | ROUTE 5 | ROUTE 6

- Reducing time between buses from 1.5 hours to 1 hour on proposed Routes 1, 2 and 3
- Extending weekday service hours until close to 9 p.m. on most routes
- Converting high volume "flag stops" to standard bus stops
- Reducing the need for transfering
- Making schedules easier to navigate
- No stops have been eliminated

TRANSIT

ROUTE UPGRADES





Benefits of the Change

- ✓ Improve on-time performance
- ✓ Passenger wait time for the next bus reduced 33%
- ✓ Converting higher volume "flag stops" to regular bus stops
  - ✓ **All Fixed Route vehicles will only stop at regular bus stops**
  - ✓ **Flag stop requests will not be honored starting January 14th**
- ✓ Schedules are easier to use and read
- ✓ The redesigned route network reduces transfers
- ✓ Expanded weekday evening service to 9:00 PM
- ✓ Reduced and made transferring easier utilizing timed transfer points
  - ✓ At major transfer points, 2-5 buses arrived and departed within 10 minutes to reduce transit rider delay times at transfer points

TRANSIT

ROUTE UPGRADES

"Fixed Route" Transit Review Team:

- ✓ Mark A
- ✓ Wilma B
- ✓ Trish D
- ✓ Dave H
- ✓ Robin R
- ✓ Ashley B
- ✓ Alan D
- ✓ Jodi G
- ✓ Doug T

Associate Buy-in. . .

Super Job ! ! !

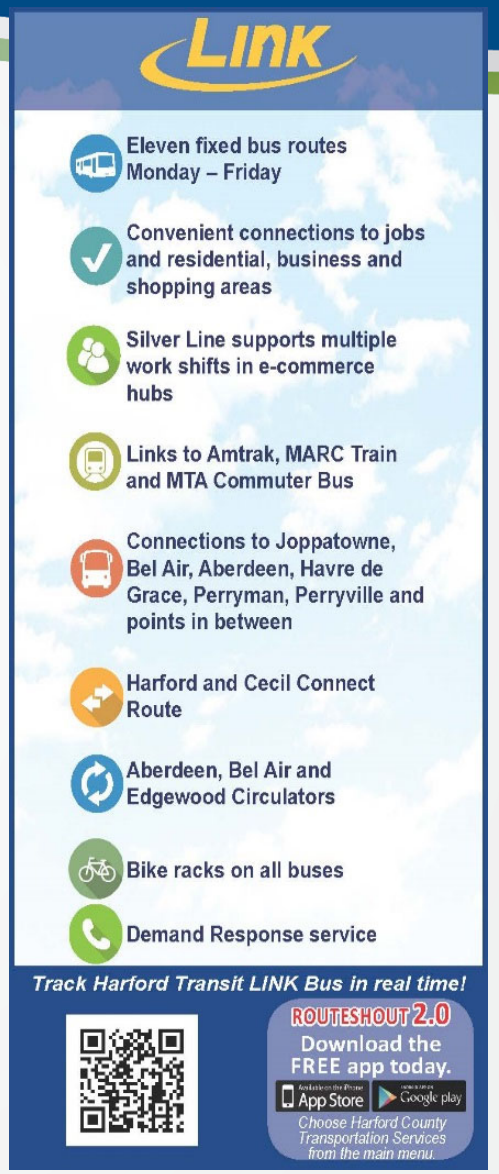
INITIATIVES

RouteShout 2.0

- ✓ App for smart phone
- ✓ Apple Store & Play Store – Free

Dump the Pump Day

- ✓ Occurred on Wednesday, June 20, 2018 (3rd Thursday in June - 13th annual nationwide)
- ✓ Plan to complete additional survey September when Harford Community College is back in session
- ✓ 1,150 passengers
- ✓ 500 surveys completed



INITIATIVES

Token Transit

In Mid-November started. . .
Token Transit

INITIATIVES

Token Transit

What is Token Transit?

- ✓ Token Transit is a mobile ticketing app that lets passengers pay for and ride public transit using their phone or iPad. It is Apple (iOS) and Android compatible.
- ✓ All of the passes are stored in the cloud and retrievable on any mobile device or iPad.

How it works…

- ✓ Passengers download the app onto their mobile device and set up their account using their cell number. Token Transit uses the device's GPS to select the nearest transit agency when passengers open the app. After going "live", Harford Transit will appear first on any passenger's list in this area. Tickets are then purchased using the app.

- ✓ To board the bus, the passenger brings up the digital ticket on their phone, which has a specific image of the day, special color and the fare type (i.e., Senior, Senior Disabled, General, etc.). The driver verifies fare type and records this accordingly. Valid ticket will show time count-down and other movement.

(Note: The ticket expires 15 minutes after the passenger activates it on their mobile device or when the passenger boards the bus and taps their phone on the TT ticket validator.

INITIATIVES

Token Transit

Actual Cell Phone Screen Shot

Pass Color & Picture Changes Daily

General 1 Ride

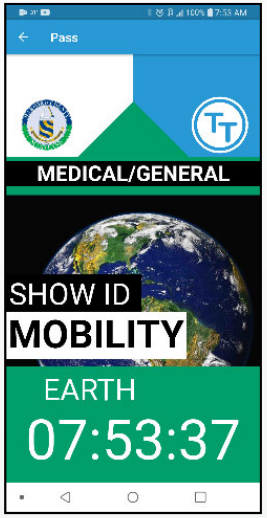
Disabled 1 Ride

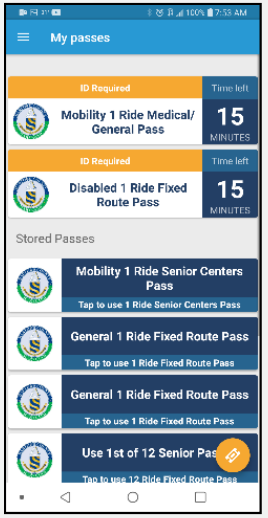
Senior 1 Ride

General 12-Ride

Disabled 12-Ride

Senior 12-Ride





INITIATIVES

Token Transit

What hasn't changed…

- ✓ Cash payment is still accepted.
- ✓ Passengers still need to provide proof of age, disability, etc., for discounted/special fares.
- ✓ Handling of transfers and vouchers remains the same.

Other facts…

- ✓ Multiple passengers can board using a single device, which utilizes the Token Transit app.
- ✓ In order to board with multiple people, the individual would activate multiple passes.
- ✓ There is no limit to the number of passes a passenger can have at one time in the app, but all tokens would need to be activated and presented to the driver for verification.

Choose Civility

Harford County

INITIATIVES

2020. . . and beyond

- ✓ Complete procurements for the following:
  - ✓ Thirteen (13) transit vehicles
    - ✓ 8 cut-a-ways 20 passenger – 4 WC position transit vehicles
    - ✓ 5 medium 30 passenger – 3 WC position transit vehicles
  - ✓ Capital Grant for Facilities Feasibility Study
    - ✓ Potential future location or upgrade of existing transit facility
    - ✓ As example, currently 36 associate parking spaces short. . .
  - ✓ 2 Electronic Depot Display Signs
  - ✓ Bus stop Benches
- ✓ Applied for grant funding through the Volkswagen settlement
  - ✓ Replace fixed route vehicles with CNG powered mid-size transit vehicles

INITIATIVES

2020. . . and beyond

- ✓ Start groundwork for Saturday “Fixed Route” Service
- ✓ Become the “Benchmark” Locally Operated Transit System in the State of Maryland
- ✓ Develop a Coordination Transportation Plan with community partners
- ✓ Build Harford Transit succession plans for successful associate progression for our growing and award winning organization
- ✓ Research, plan and develop software upgrades for Demand Response service for improved customer experience from 2-7 day advanced reservation to “Same-Day!”
- ✓ Develop, maintain and implement all federally required plans and programs as required by the grant as final rulings are posted

encouraged risk taking
What if We...

Thank You . . . for your time today!

Questions ? ? ?