



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



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

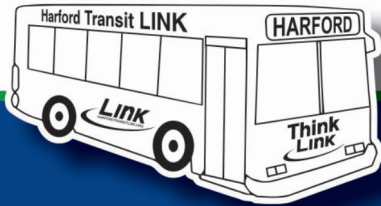
- ✓ Launch Token Transit (pay by smart phone) app
 - ✓ Token Transit Fare Validators will be installed by end of April
 - ✓ Tap & Pay - improve data tracking for transit – reduce potential of counterfeit tickets
- ✓ Held multiple “Public Hearings” (afternoon & evening) for route revitalization
 - ✓ November 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



Harford Transit LINK Seeks Public Input on Proposed Bus Service Improvements

[Click for information](#)

NEW & IMPROVED ROUTES & SCHEDULES
STARTING MONDAY, JANUARY 14, 2019

1 2 3
4 5
6

Click to view the new routes & schedules.

ADDED BUS STOPS

EXTENDED WEEKDAY HOURS

MORE FREQUENT SERVICE

REDUCED NEED TO TRANSFER

EASIER-TO-READ SCHEDULES

BUY **Link** BUS PASSES ON YOUR PHONE

With the app 

TOKEN TRANSIT

1. **BUY PASSES** using app
2. **ACTIVATE PASS** when bus arrives
3. **SHOW DRIVER PASS*** on phone
4. **RELAX and enjoy your ride!** It's that easy!



*Please present proper ID for discounted passes (senior/disabled/student)



Available on the App Store

GET IT ON Google play



NOW HIRING CDL DRIVERS

FULL & PART-TIME
APPLY ONLINE

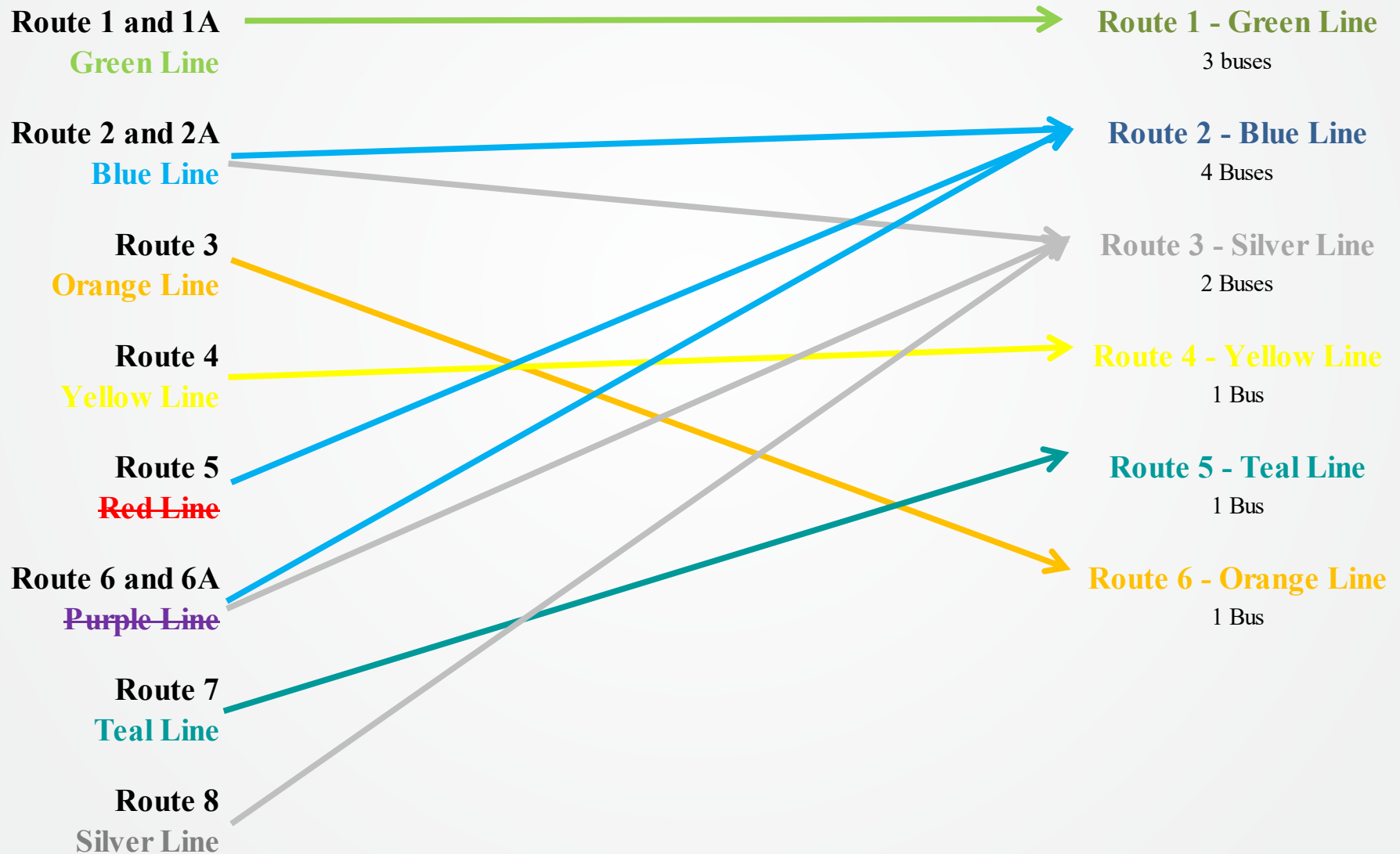
HARFORDCOUNTYMD.GOV/EMPLOYMENT



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



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 transferring



Making schedules easier to navigate



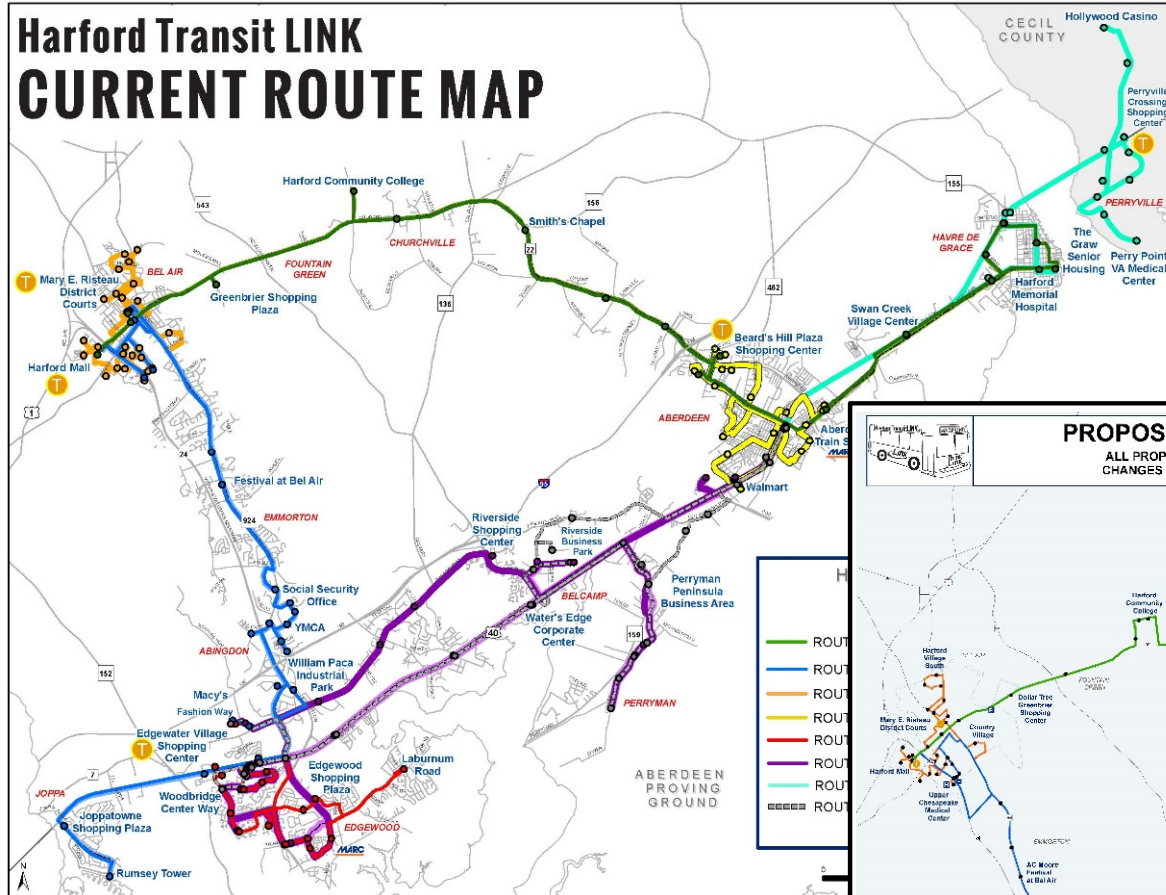
No stops have been eliminated



TRANSIT

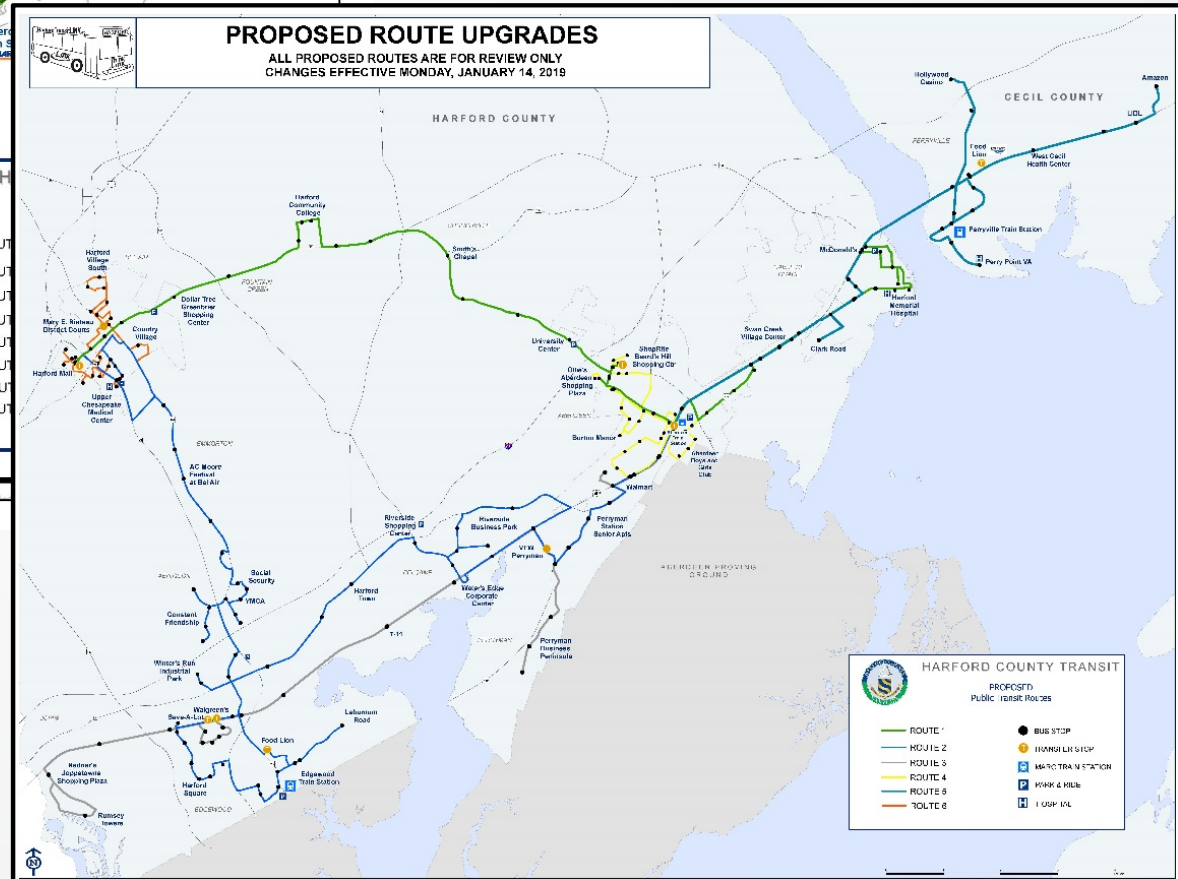
ROUTE UPGRADES

Harford Transit LINK CURRENT ROUTE MAP



PROPOSED ROUTE UPGRADES

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





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

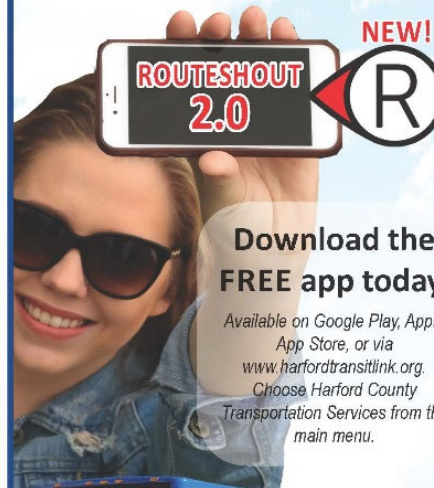
Dump the Pump Day

- ✓ 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

TRACK YOUR HARFORD TRANSIT **Link** BUS IN REAL TIME

New & Improved ROUTESHOUT 2.0

- Know when your bus is on its way
- Plan your journey
- Reduce your wait time
- Stay alerted to bus schedule or route changes
- View bus routes and stops
- Choose and save your favorite stops



Download the
FREE app today.

Available on Google Play, Apple
App Store, or via
www.harfordtransitlink.org.
Choose Harford County
Transportation Services from the
main menu.



BARRY GLASSMAN
Harford County Executive
Len Parrish, Director
Community & Economic Development

Harford Transit LINK
www.harfordtransitlink.org
410-612-1620



Eleven fixed bus routes
Monday – Friday



Convenient connections to jobs
and residential, business and
shopping areas



Silver Line supports multiple
work shifts in e-commerce
hubs



Links to Amtrak, MARC Train
and MTA Commuter Bus



Connections to Joppatowne,
Bel Air, Aberdeen, Havre de
Grace, Perryman, Perryville and
points in between



Harford and Cecil Connect
Route



Aberdeen, Bel Air and
Edgewood Circulators



Bike racks on all buses



Demand Response service

Track Harford Transit LINK Bus in real time!



ROUTESHOUT 2.0
Download the
FREE app today.



Choose Harford County
Transportation Services
from the main menu.



INITIATIVES

Token Transit

Bus Passes On Your Phone

Get the Token Transit App 



Text "TOKEN" to 41411
for a download link



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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.



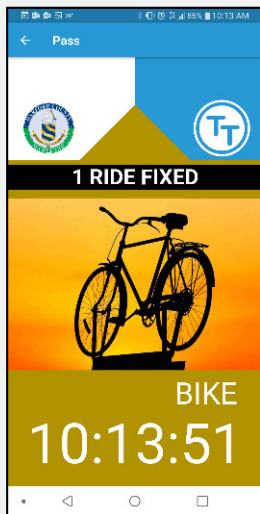
INITIATIVES

Token Transit

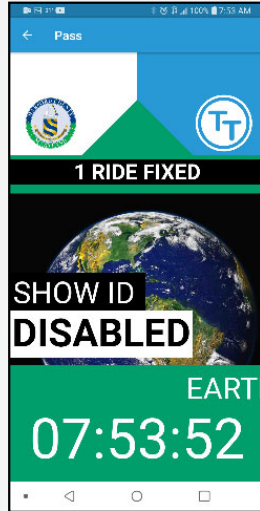
Actual
Cell Phone
Screen
Shot

Pass Color
&
Picture
Changes Daily

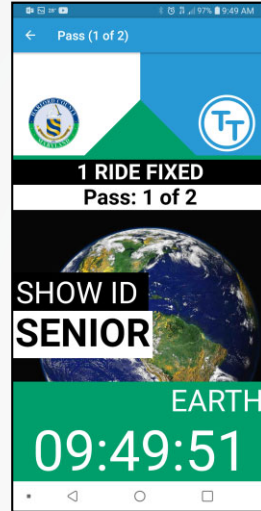
General 1 Ride



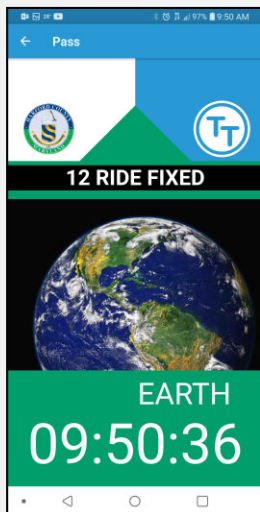
Disabled 1 Ride



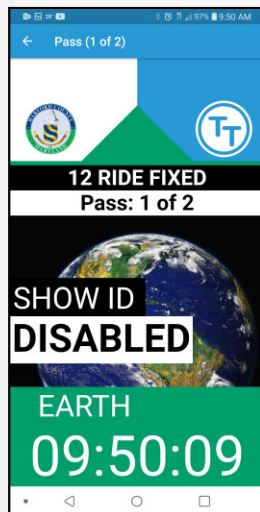
Senior 1 Ride



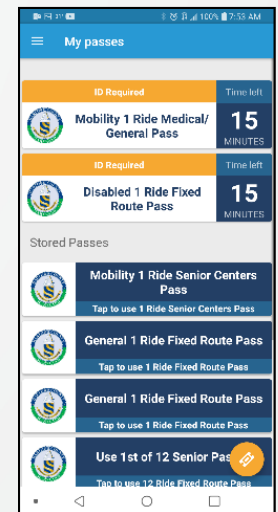
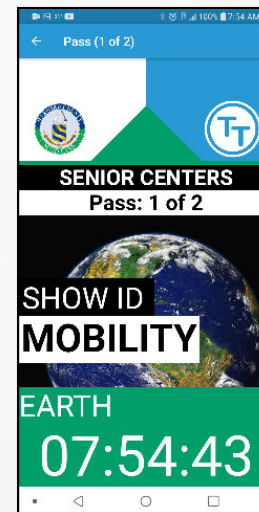
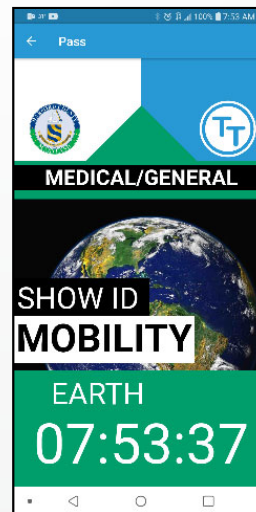
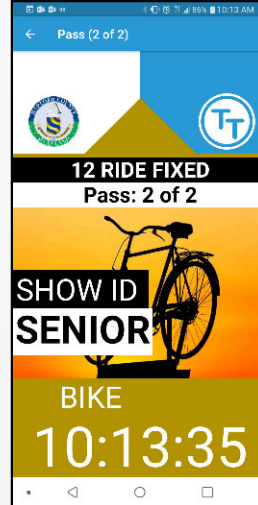
General 12-Ride



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.

A vertical rectangular graphic with a dark blue background and a white diagonal stripe on the left side. At the top, it says "Get the App" in yellow and "TOKEN TRANSIT" in blue, with a circular logo containing "TT" to the right. Below this, it says "Sign up today!" in white cursive. In the center, there is an illustration of a smartphone displaying the app interface, which says "BUY BUS PASSES ON YOUR PHONE" and features the "TT" logo. To the right of the phone are logos for "Google play" and "App Store". At the bottom, it says "3 easy steps:" in white cursive, followed by a numbered list: "1. BUY PASSES using TT app", "2. ACTIVATE PASS when bus arrives", and "3. SHOW DRIVER TICKET on phone".

Get the App 
TOKEN TRANSIT

Sign up today!



3 easy steps:

- 1. BUY PASSES**
using  app
- 2. ACTIVATE PASS**
when bus arrives
- 3. SHOW DRIVER TICKET**
on phone



Choose Civility

Harford County



Choose Civility

HARFORD COUNTY, MD

what

Promoting respect, empathy and tolerance everywhere in Harford County - especially on the internet!

why

Civility reduces stress, anger and the potential for violence; civility makes life better by improving our social interactions.

who

Individuals, businesses and community organizations are welcome.

how

- Participate in activities & events
- Like us on Facebook; invite your friends
- Display our FREE car magnet
- Register for free as an alliance partner
- Become a sponsor!



LEARN MORE:

 HCPLonline.org/choosecivility

 [Choose Civility Harford County](https://www.facebook.com/ChooseCivilityHarfordCounty)

 Choosecivility@hcplonline.org

15

PRINCIPLES OF CIVILITY

pay attention	take responsibility; don't blame	speak kindly
	actively listen	assume the best
respect others' opinions	respect others' time & space	be inclusive
be a considerate guest	acknowledge others	
apologize earnestly	accept and give praise	assert yourself
accept / give constructive criticism		refrain from idle complaints



Harford County
Public Library



HARFORD
COUNTY, MARYLAND





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...



HARTFORD TRANSIT LINK

Thank You . . . for your time today!



Questions ? ? ?