

BALTIMORE



BRTB Technical Committee

June 6, 2017



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How is the system serving you today?

What we've heard about our current system:

1. Buses are late
2. Trip takes too long
3. Buses are dirty
4. Operators are rude



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Unreliable by design.

Many reasons for the performance of our current system is because of the design of the system.

- **Long Routes:** We have long routes that are difficult to keep on time.
- **High Congestion:** Buses bottleneck, especially downtown, and start to bunch and get late.
- **Low frequencies:** When you miss the bus, you have to wait a long time for the next one.



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



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How is BaltimoreLink fixing the system?

- ✓ **Shortens** some of our longest routes
- ✓ **Increases frequencies** on key routes
- ✓ **Decongests** the downtown corridors
- ✓ **Invests** in layovers, transfer areas, bus lanes



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The New Structure of Baltimore Transit:

BaltimoreLink is a new kind of “grid and spoke” transit network offering three classes of service that reinforce the existing Metro SubwayLink, Light RailLink, and MARC Train system:



CityLink

These color-coded “BRT ready” routes offer frequent, 24-hour service, form a downtown grid, and radiate out from the City on major streets.



LocalLink

These operate on neighborhood streets between the CityLink buses and form crosstown “rings.”



Express BusLink

These offer limited-stop service between outlying areas and downtown. In Spring 2016 an express beltway “ring” was also created for the first time ever!



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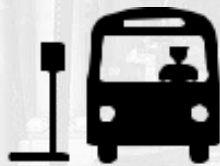
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Why is BaltimoreLink Transformative?



New Network Designed for Connectivity and Reliability

Frequent “grid and spoke” routes are split, realigned, and extended with new runtimes to ensure **connectivity** and **reliability**.



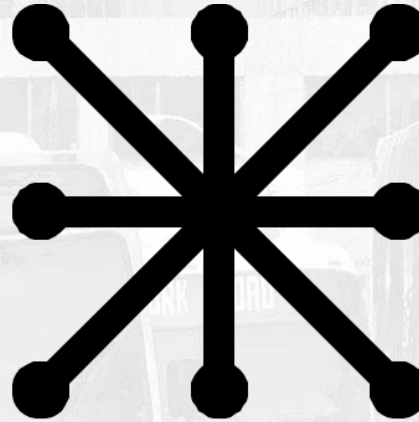
Capital Improvements Reinforce Connectivity and Reliability

Bus lanes support the grid downtown, **signal priority** speeds up the spokes radiating out from that grid, and **transfer facilities, real-time and static signs, and clearer maps** will make connectivity effortless.



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New Network Designed for Connectivity and Reliability



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Connectivity and Reliability:

Building a Frequent Transit Network

Dramatic Expansion in Accessibility

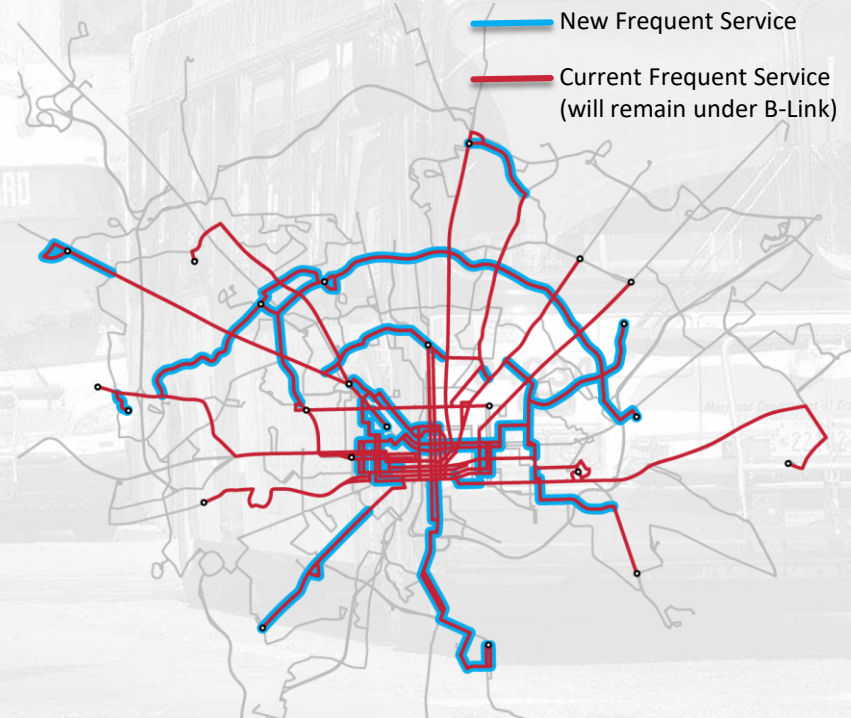
The new network offers frequent service to **30% MORE PEOPLE** across the region.

Forget About Schedules

A frequent network permits passengers to travel freely around the region without building their lives around rigid schedules.

No More Missed Transfers

A frequent network permits passengers to easily transfer from one route to another. If you miss a connection on a frequent route, the next one will be along soon!



BaltimoreLink Frequent Transit Network



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Connectivity and Reliability:

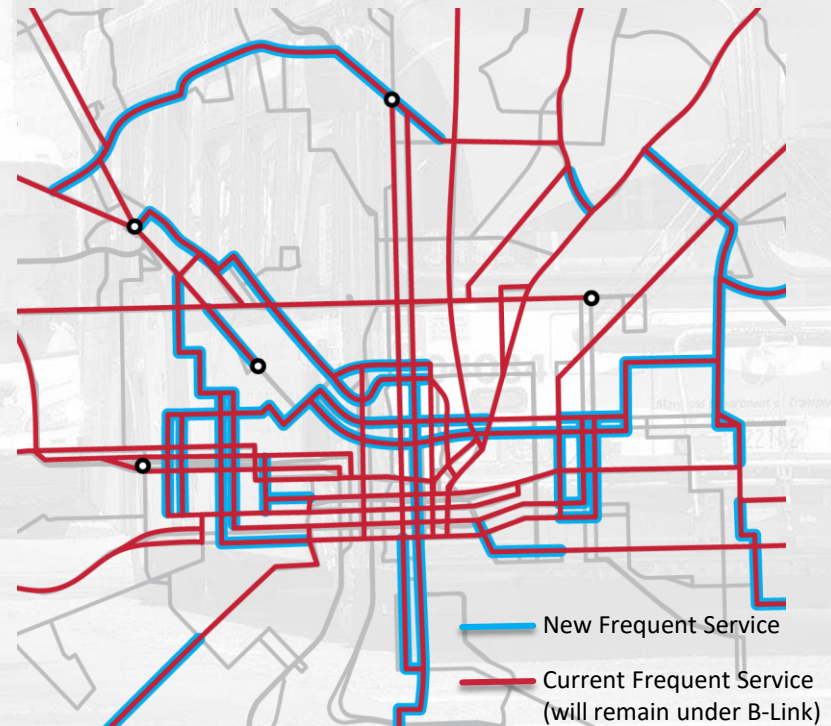
Building a Frequent Transit Network

Dramatic Expansion of Frequent Service in East, West and South Baltimore

Many corridors on the east, west and south sides of the City will see frequent “show up and go” service for the first time, such as Lafayette Avenue, Hanover Street, Preston Street, Eutaw Place, and many more!

Frequent Service Means Getting Ahead

The eastern and western sides of the City have historically faced some of the longest transit commute times in the region, and the new, frequent network finally breaks that historical deficiency, helping people get to more places, more quickly, more often.



BaltimoreLink Frequent Transit Network



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Connectivity and Reliability:

How Was the Frequent Transit Network Created?

The Squeaky Wheel Gets the Grease:

Some routes were radically changed to create the new Frequent Transit Network, while other routes that already worked well within the Frequent Transit Network saw smaller changes:



**Routes That Saw
Large Changes**

**Routes That Saw
Smaller Tweaks**



Large changes...

- Roughly **30%** required realignment to create new corridors and series of connections.
- Roughly **20%** required splitting and/or terminus changes for more reliable service.



Small changes...

- Roughly **30%** kept their current alignments, mostly outlying routes that already worked well within the Frequent Transit Network.
- Roughly **20%** required small, but important, changes such as a change in terminus.



Connectivity and Reliability:

How Will the Frequent Transit Network Affect Us?



=



Twenty Existing Routes Comprise Nearly 75% of MTA Ridership

Almost all of these routes suffer from below average on-time performance. Most of these routes will see large changes under BaltimoreLink and form the Frequent Transit Network.

The Frequent Transit Network is a historic, game-changing introduction to the region.



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Connectivity and Reliability:

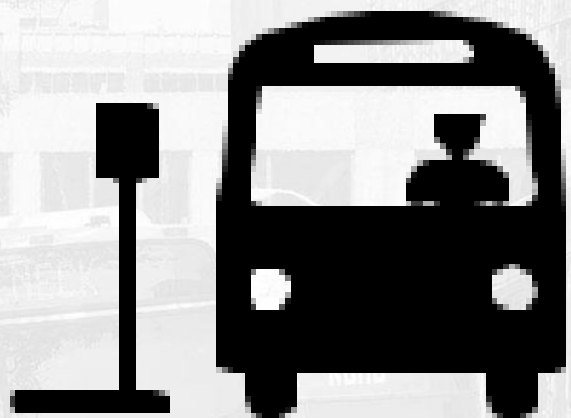
More People Will Reach Major Employment Centers!

Number of Households with <u>New</u> Access to...			
Employment Center	30 Minutes	45 Minutes	60 Minutes
Downtown	+6,032	+26,590	+8,777
Towson	+8,935	+2,642	+10,472
Woodlawn	+4,783	+12,972	+32,035
Amazon	+9,381	+11,803	+34,315
Canton Crossing	+10,885	+7,081	+31,004
Bayview Medical Center	+13,208	+21,952	+68,396



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Capital Improvements Reinforce Connectivity and Reliability



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West Baltimore is a Microcosm of Reinforcing Elements:

Ticket Vending Machines

These permit passengers to buy passes before boarding, speeding up bus routes.

Shelters

These make the transfer experience more comfortable.

Real-Time Signs and Maps

These take the guessing game out of transit.



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Even curbside stops
reinforce the network:

5000+ new signs

Route colors,
destinations, and
frequencies are listed
for the first time ever!

**New shelters and
dedicated bus lanes**

200+ shelters will be
added and downtown is
getting more bus lanes
to speed up buses.



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Downtown Bus Lanes Have a Positive Cascading Effect Across the Whole Network!

Downtown Dedicated Lanes

Dedicated lanes have been added to Pratt and Lombard Streets, and will be added to portions of Baltimore, Fayette, Hillen, Gay, Guilford, Charles, and St. Paul Streets.

Entire Network Benefits

Downtown lanes permit faster operations on **75% of the CityLink network, 30% of the LocalLink network, and 7 Express BusLink routes**, creating efficiencies that ripple out to support the entire BaltimoreLink network!



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Transit Signal Priority Also Affects the Whole Network, and Downtown Transit Congestion Will Ease

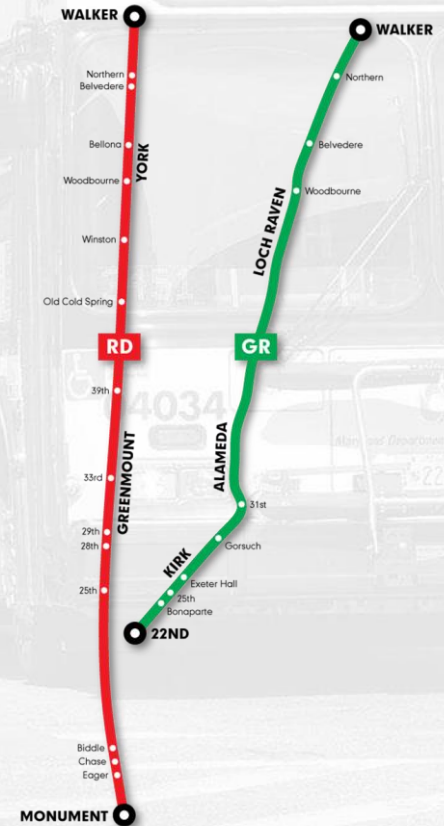
Transit Signal Priority Corridors

All CityLink buses are equipped with TSP controllers, which will be deployed on the initial Greenmount/York and Loch Raven corridors, with more to follow in the future.

Baltimore/Fayette Will No Longer Be a Sluggish “Bus Train”

Some transit trips will shift to Pratt/Lombard and other corridors for a balanced and efficient flow:

Weekday Bus Trips Through Downtown			
Street	Existing System	BaltimoreLink	Change
Baltimore	772	537	-235
Fayette	622	501	-121
Lombard	335	534	+199
Pratt	242	487	+245



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New Bus Stop Signs Show Much More Route Information:

Route Identifier

A two-letter abbreviation for CityLinks or a number for all other routes

Route Destination

A list of terminus points for routes

Route Frequency

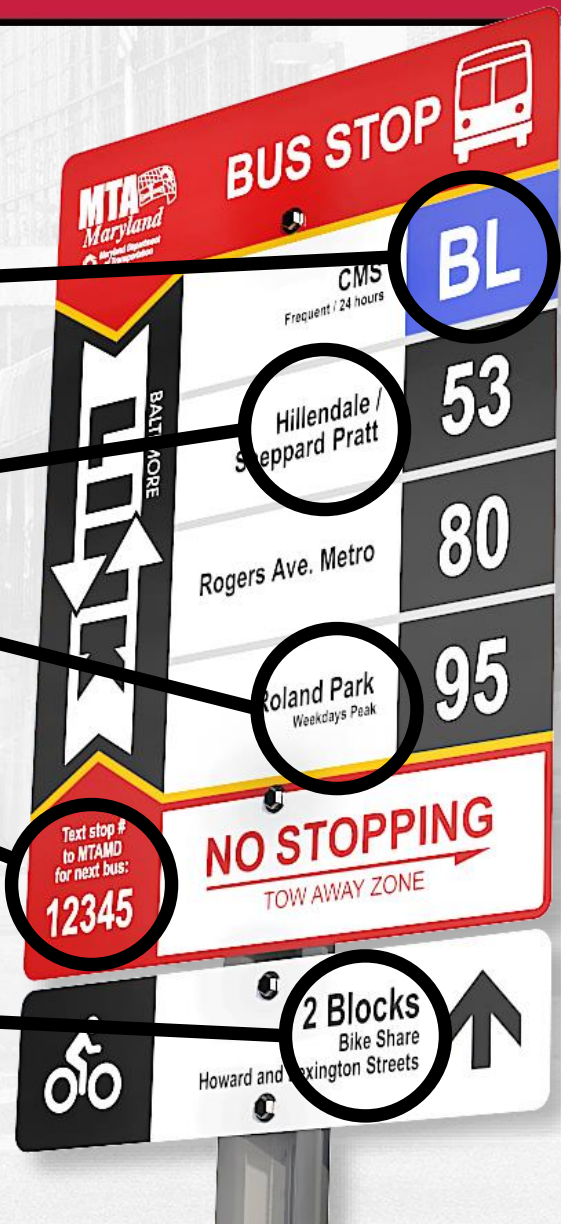
Indicates if routes are frequent (CityLinks) or peak only

Stop ID

Instructions to text the ID to MTAMD for the next arriving bus

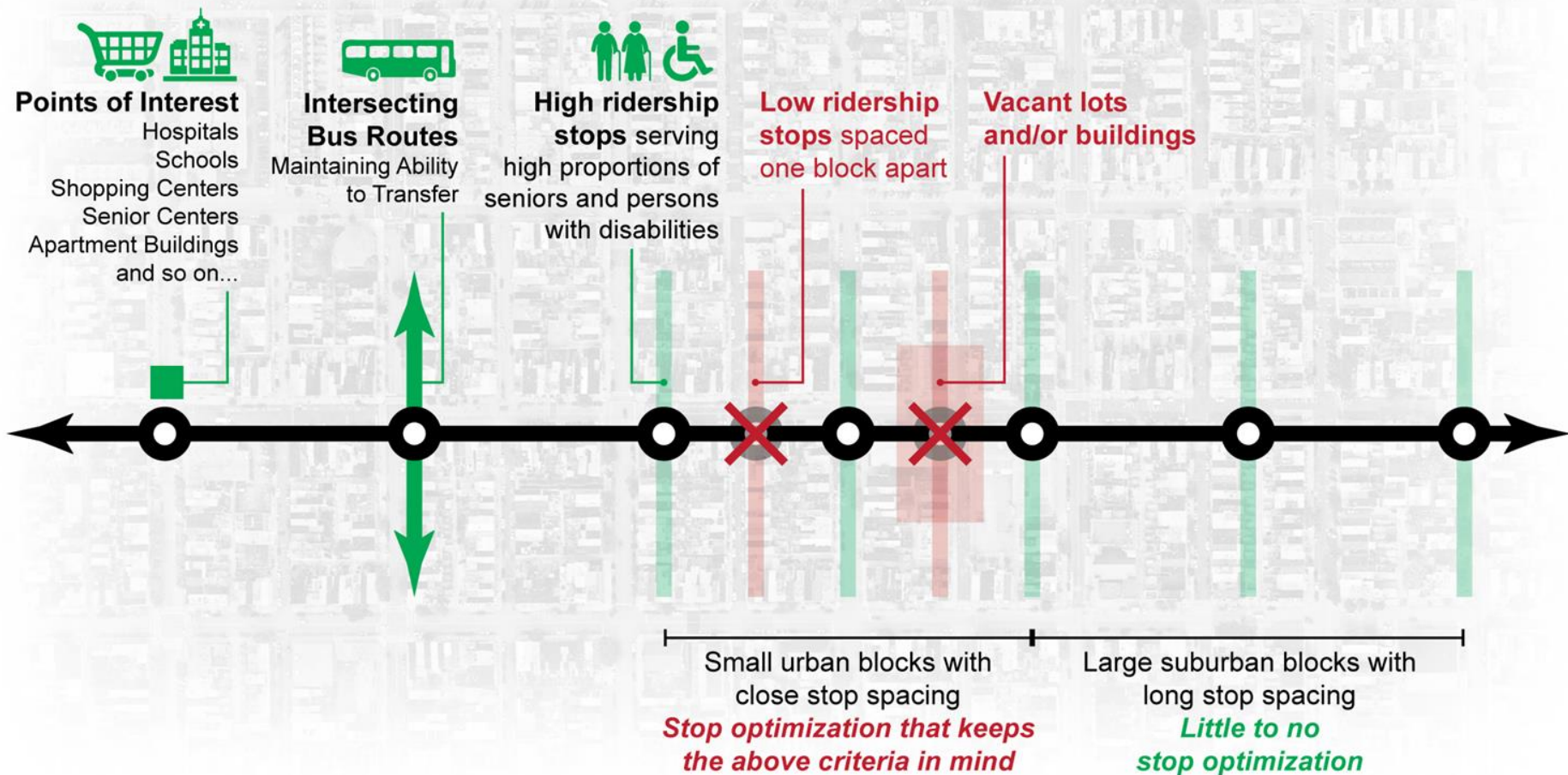
Potential Future Blades

Other transit providers have expressed interest in consolidating signage



Bus Stop Optimization

- 2 Rounds – 900+ stops (20% reduction)



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New Schedules and Maps

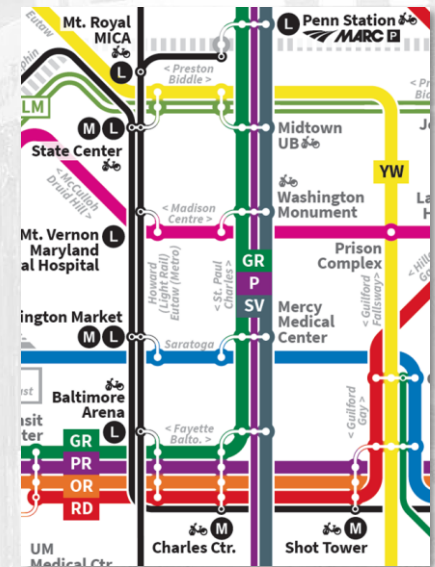
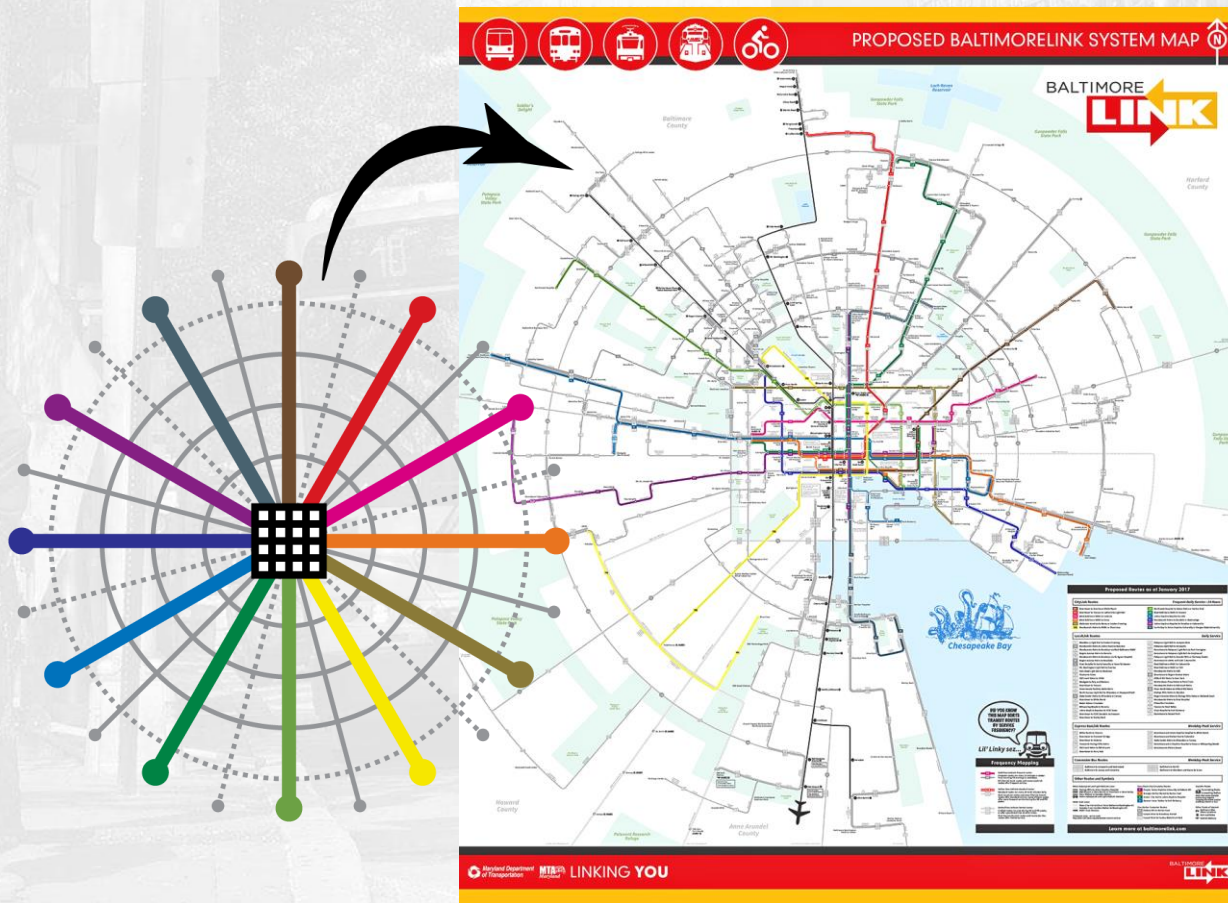


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System Maps Explicitly Communicate the Structure of the New Network



Transfer points are clearly communicated.

Geographically accurate pocket system maps and neighborhood maps will be produced.



New Schedules!



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Timetable Features That Respond to Rider Feedback

CityLink NAVY

Weekdays
Eastbound to Dundalk or Watersedge
(Días de la semana / Dirección este a Dundalk o Watersedge)

Weekdays
Westbound to Mondawmin
(Días de la semana / Dirección oeste a Mondawmin)

Saturdays
Eastbound to Dundalk or Watersedge
(Sábados / Dirección este a Dundalk o Watersedge)

Saturdays
Westbound to Mondawmin
(Sábados / Dirección oeste a Mondawmin)

Sundays and Holidays
Eastbound to Dundalk or Watersedge
(Domingos y festivos / Dirección este a Dundalk o Watersedge)

Sundays and Holidays
Westbound to Mondawmin
(Domingos y festivos / Dirección oeste a Mondawmin)

AM PEAK
Then every 10 minutes until
Luego, cada 10 minutos hasta

MID PEAK
Then every 15 minutes until
Luego, cada 15 minutos hasta

**For real time arrivals, get the MTA app or text the stop number in the bottom left corner of the bus stop sign to MTAMD (68263).
Para llegadas en tiempo real, obtenga la aplicación de MTA o envíe un mensaje de texto al número de parada que aparece en la esquina inferior izquierda del letrero de la parada de autobús al MTAMD (68263).**

As noted, timetables will contain frequency abridgements and lettered timepoints so riders spend less time poring over text:

A Point of Interest
Street & Street

B Point of Interest
Street & Street

C Point of Interest
Street & Street

D Point of Interest
Street & Street

E Point of Interest
Street & Street

F Point of Interest
Street & Street



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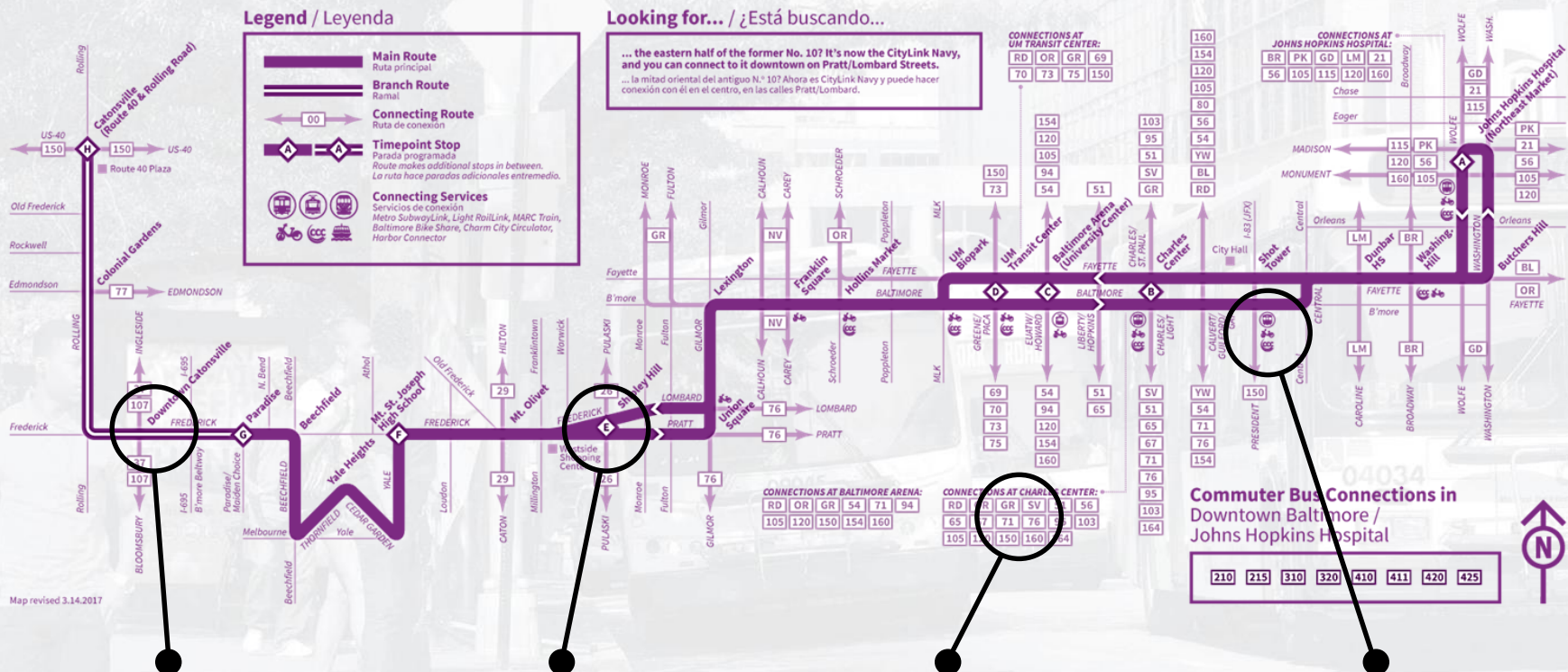
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Map Features That Respond to Rider Feedback

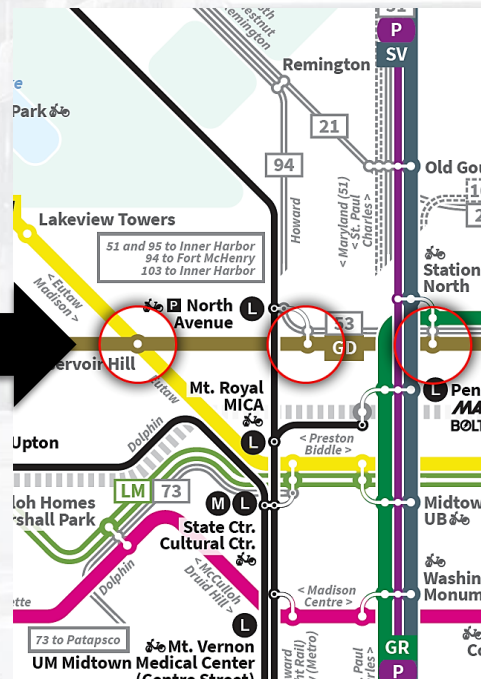
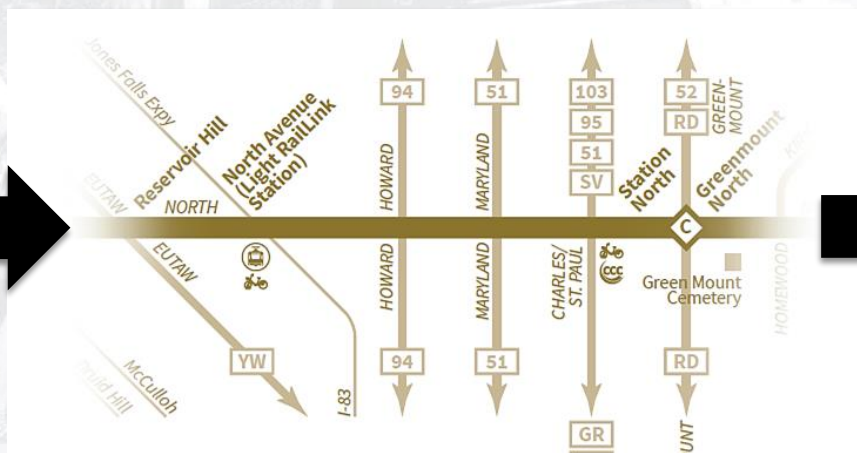
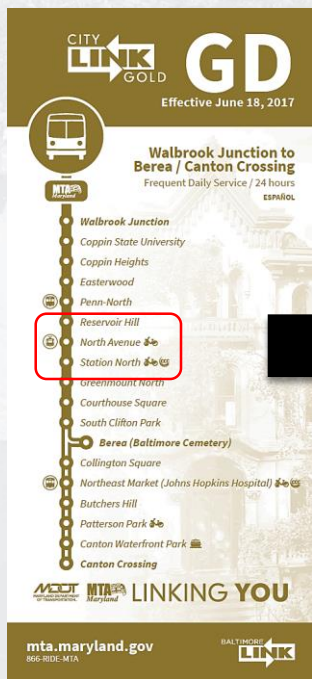


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Another Cool Feature!

Schedule covers will contain line diagrams of the routes. The points of interest on these diagrams will match the points of interest on the inside maps *and* the points of interest on the system maps! Some of these “station” points, like West Baltimore and Penn Station, will see immediate infrastructure improvements, and in the future we can expand to more “station” points.



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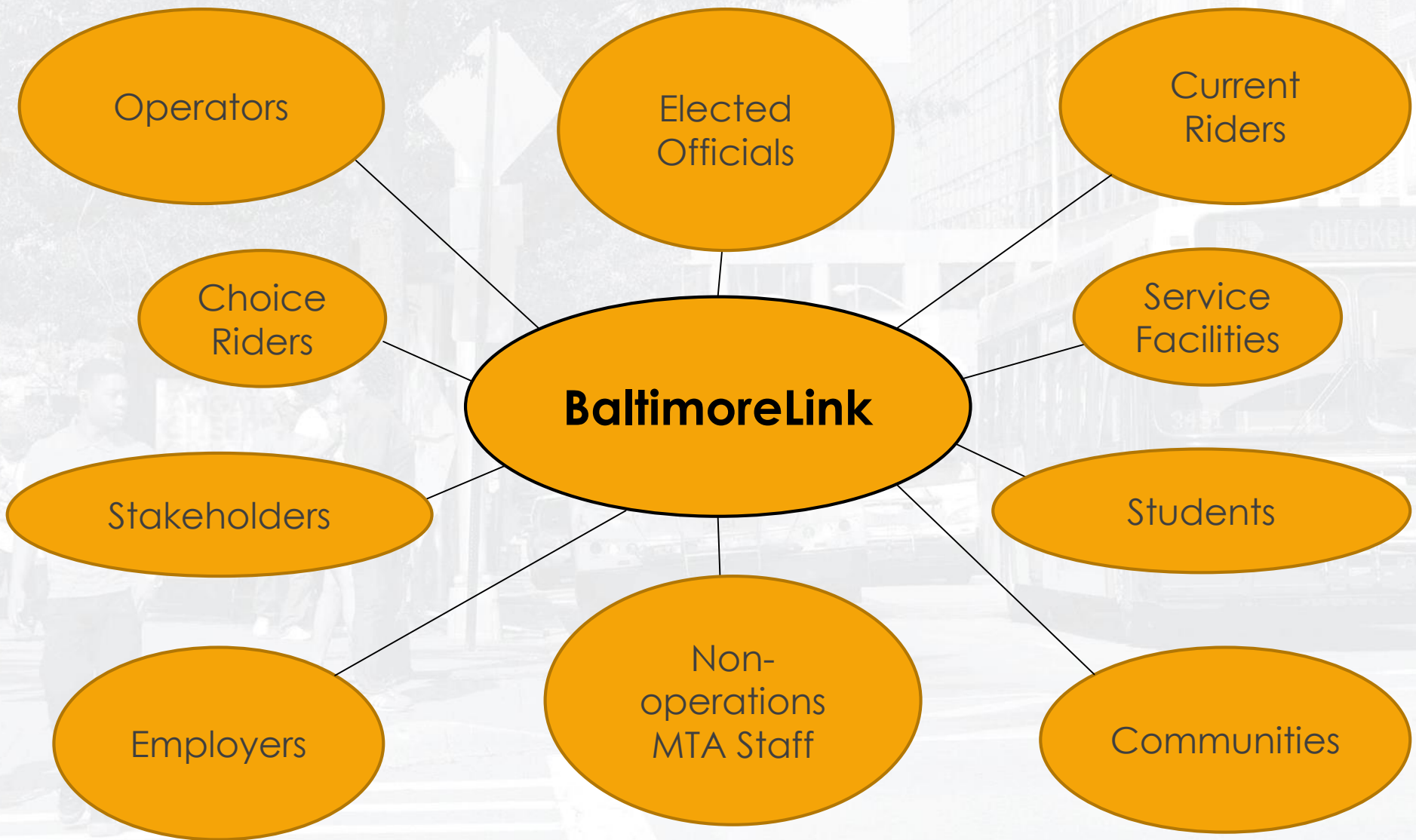
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BaltimoreLink Education



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MTA Inreach

- Operations Staff

- Operator Inreach Program

- Brief bus operators each month and collect comments (over 1,100)
 - Staff in each bus division weekly now until launch
 - Scheduled sessions with Light Rail and Metro operations

- Bus Operator Training

- 50% of bus operators have been trained on BaltimoreLink routes so far
 - MTA Police Training every week

- Non-Operations Staff

- Focus Groups

- Meetings with back-office departments (Procurement, Finance, IT)
 - Brief on BaltimoreLink
 - Collect non-technical information – “What are we missing?”

- MTA BaltimoreLink Video



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Active Rider Outreach

- BaltimoreLink Info Bus
 - Will ride every route from final network release until launch day
 - Will pick up riders for free
 - Hand out “Rider Alert” brochures detailing the changes to that specific route



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Active Rider Outreach

- Street Teams
 - Deployment of 30 BaltimoreLink Ambassadors to high-ridership bus stops and on high-ridership buses
 - One-on-one training on BaltimoreLink routes and distribution of informational Rider Alerts for each current route
 - 8 week deployment from May to July



Active Rider Outreach

- Pop-up Events
 - Tents at highest ridership stops throughout the City
 - BaltimoreLink ambassadors will hand out Rider Alert notices of route changes and answer questions
 - Will deploy 2-3 events per week in April and May, and 5 per week in all of June



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Community Outreach

- BaltimoreLink Stakeholders
 - Transit Choices
 - The Downtown Partnership of Baltimore
 - City DOT & Planning
 - MTA Citizens Advisory Committee
 - MTA Citizens Advisory Committee for Accessible Transportation
 - Baltimore Regional Transportation Board
 - Greater Baltimore Committee
 - Baltimore Development Corporation
 - BWI Business Partnership
 - Central Maryland Transportation Alliance



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Community Outreach

- Neighborhood Associations
 - Neighborhoods that are impacted by changes from existing service to BaltimoreLink service
 - Distributing information to their membership



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Community Outreach

- Travel Training

- Facilitated by Center for Mobility Equity (formerly CMRT)
- Empowers riders to use the new system with ease and confidence
- Hosting up to 2 community travel trainings per week leading up to launch
- Attendees can sign up for post-launch train-the-trainer or one-on-one training with CME

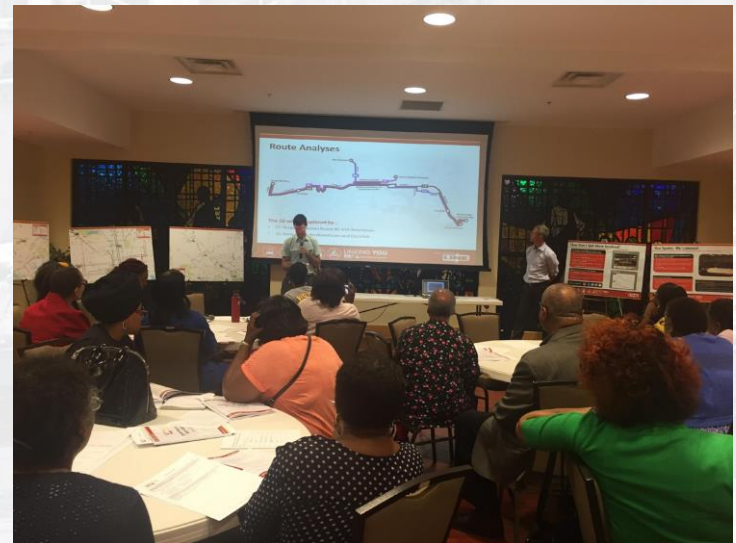


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Community Outreach

- Calling and distributing BaltimoreLink brochure, guides and schedules to education, community and health providers
 - Hospitals
 - Dialysis Centers
 - Senior Centers
 - Community Centers
 - Libraries
 - College & Universities
 - Correctional Facilities
 - Churches
 - Welcome Centers
 - Hotels
 - Convention Center
 - BWI Airport



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Community Outreach

- Business Outreach
 - Proactive outreach with businesses/employers to provide materials explaining BaltimoreLink
 - Brief Chambers of Commerce and reach their membership
 - Utilize relationships with Orioles and Ravens to promote BaltimoreLink



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Community Outreach

- Baltimore City Public Schools
 - Continued 'Pop-Up' Sessions in schools across the district
 - Hiring Baltimore City teenagers over the summer through YouthWorks to assist with public education
 - Mayor's Back to School Day (Summer 2017)
 - BaltimoreLink booth at the annual event location at the Convention Center to provide information and walk through the trip planner



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Elected Official Outreach

- Briefings to Anne Arundel County, Baltimore County, and Baltimore City Delegations
- Additional elected official briefings in the core service area
- Distribute informational materials and tools to educate elected officials and their constituents, including district specific maps and posts for social media
- Hosted a BaltimoreLink Educational Breakfast during the 2017 Session



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Advertising

- BaltimoreLink website
- Audio Announcements on Bus, Metro, and Light Rail
- Platform advertisements
- Cards on Bus, Metro, and Light Rail
- Bus Shelter advertisements
- Info Box advertisements



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Media

- TV – Broadcast and Cable
 - WBAL, WJZ, BET, ESPN, etc
- Radio – Broadcast and Internet
 - WERQ, WJZ, WLIF, WPOC, etc
- Print Advertising
 - Baltimore Sun, Baltimore City Paper, Afro News, etc.
- Social and Digital / Mobile



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June 18, 2017

BaltimoreLink Launch



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Internal Preparation



MTA Senior Leadership develops and tests an hour-by-hour start-up plan

- Training
- Operator Inreach and Information
- Operator Tools
- Preparing the Vehicles
- InfoBus and Brochure Distribution
- Bus Operations
- Operations Control Center
- Police Coordination
- Bus Stop Signage and Facilities
- Updating Stop/Station Information
- Street Supervision
- Transit Information Contact Center
- Website Changes

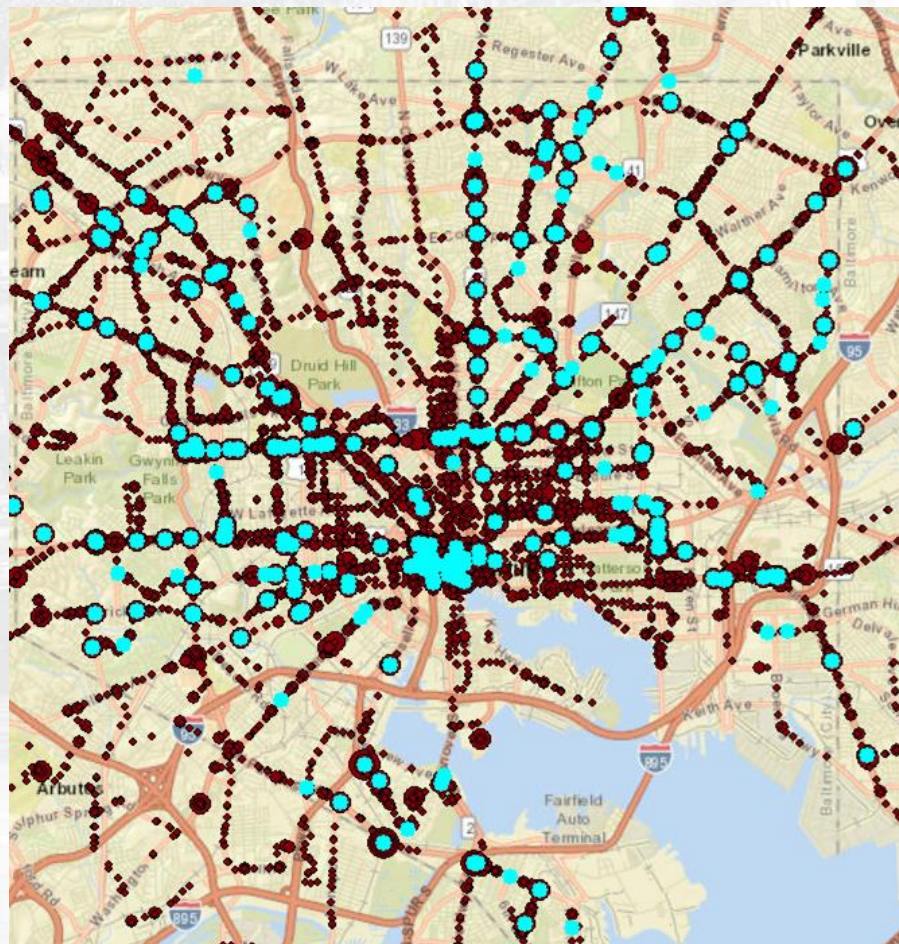


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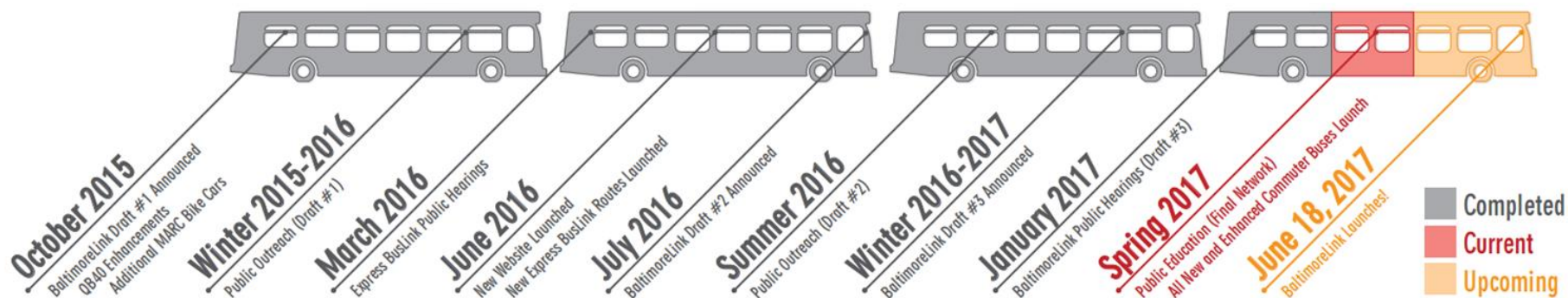
Launch Day Outreach – “Blanket the City”

- Street Teams
- Pop-Up Crews
- MTA Transit Advisors
- Customer Service Hotline



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Any Questions?



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