

Baltimore Metropolitan Council

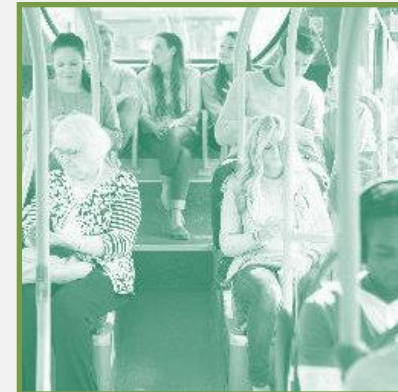
Microtransit Solutions – Enhancement Opportunities

Tech Memo #2

November 22, 2024



Prepared by:



Document Organization



Technical Planning Approach



Technical Analysis



Potential Enhancements



Prioritizing Enhancement Opportunities



Potential Enhancements Focused on
Coordinated Services



Technical Planning Approach

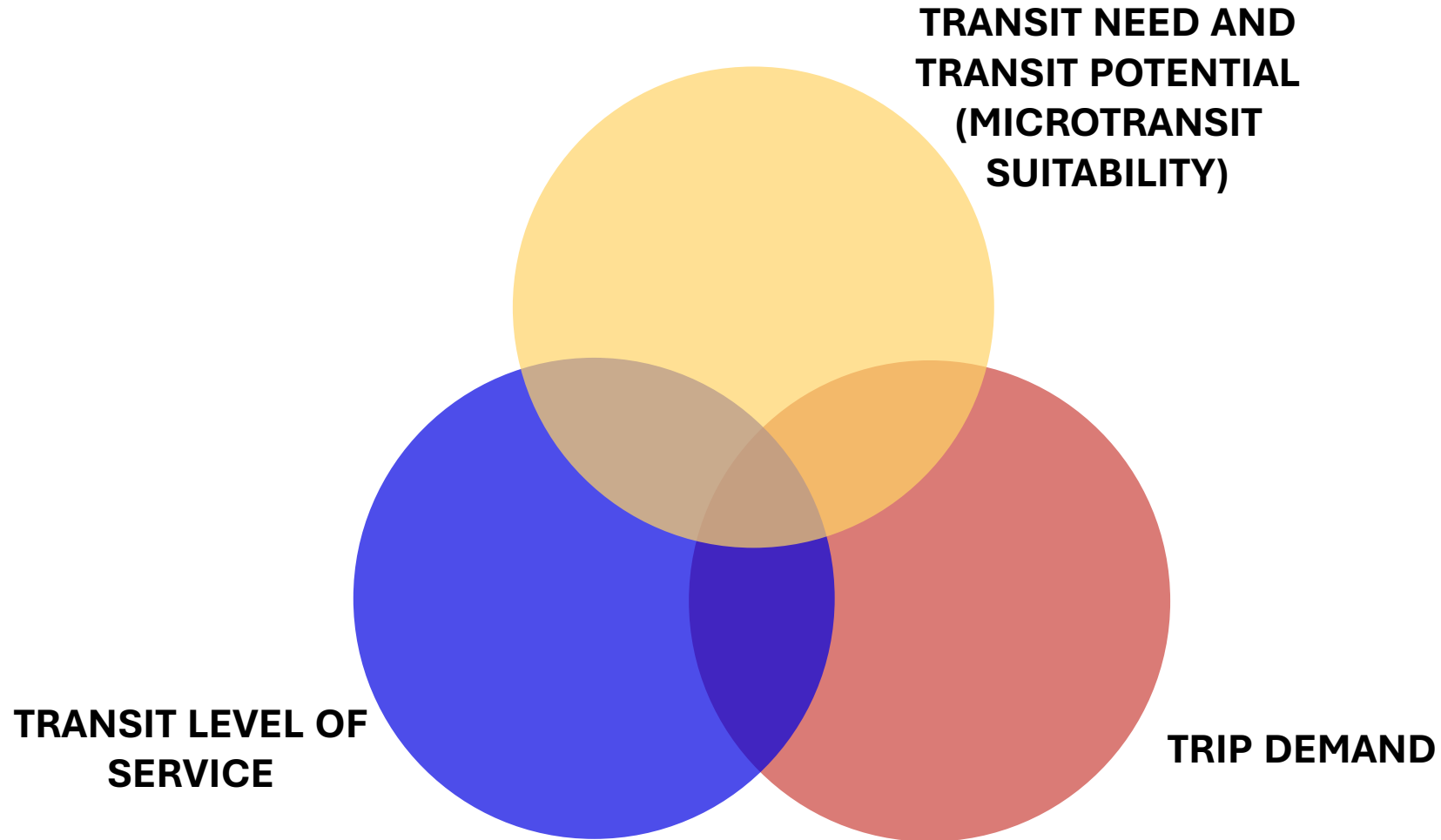
How do we approach identifying enhancement opportunities?

We leverage the **regional microtransit suitability analysis** and layer in other considerations like **existing fixed-route transit productivity** and **trip demand**.

Our analysis addresses questions like:

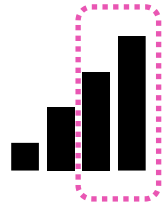
- Where is there a mismatch between studied, planned, or current microtransit service and microtransit suitability?
- Where/when/why are people traveling to and from?
- If there is already transit service in an area, is it productive?

Simply, we look at the data through 3 lenses.



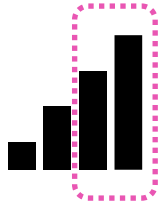
What are we looking for specifically?

■ Transit Need and Transit Potential (Microtransit Suitability)



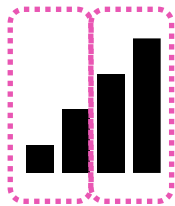
Moderate to high concentrations of microtransit suitability as these areas have the most potential for efficient and effective microtransit service.

■ Trip Demand



Moderate to high concentrations of microtransit trip demand as these areas are more likely to generate trip distances and trip types that would be best served by microtransit service.

■ Existing Transit Level of Service



Low to moderate levels of service for zones designed to serve internal circulation needs since fixed-route service quality may not be sufficient.

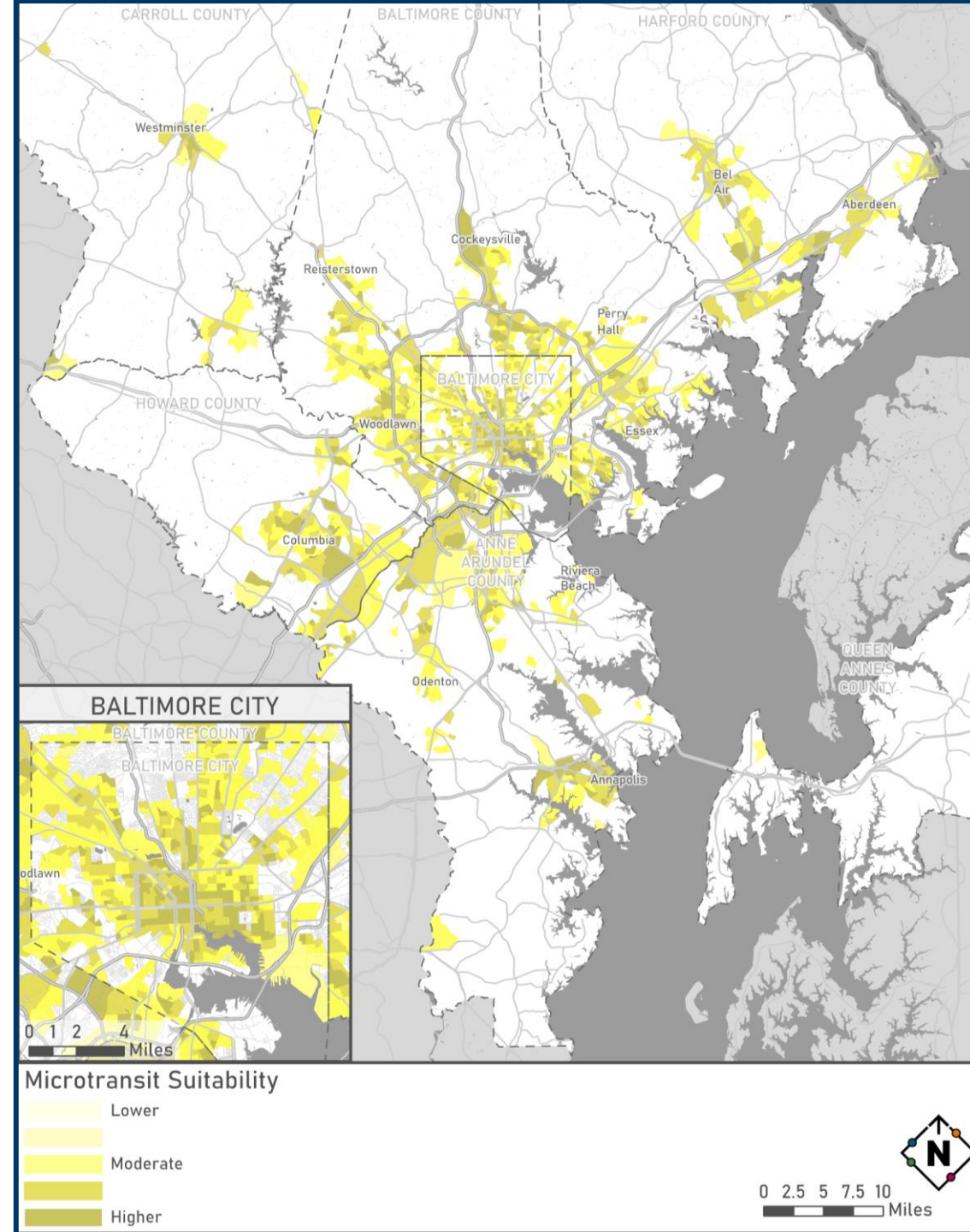
Moderate to high levels of service for zones designed to serve first/last mile needs and close the accessibility gap to productive fixed-route services.

Simply, we look at the data through 3 lenses.

- **Transit Need and Transit Potential (Microtransit Suitability)** – used to identify areas where there are lower concentrations of residents and jobs but higher concentrations of populations most likely to need public transportation.

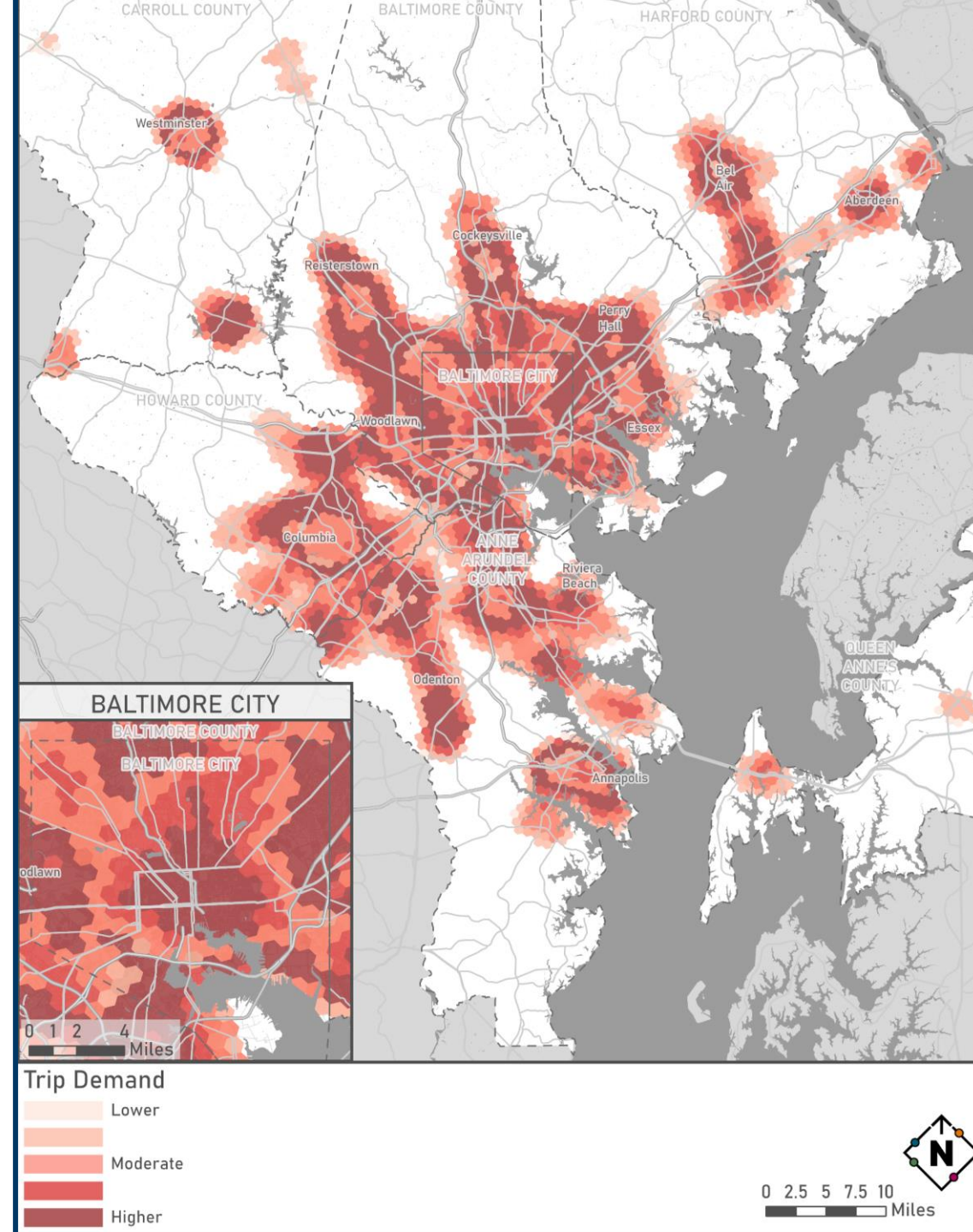


For additional details on the Microtransit Suitability analysis for the Baltimore region, please see Chapter 5 of the **Microtransit Context Report**.



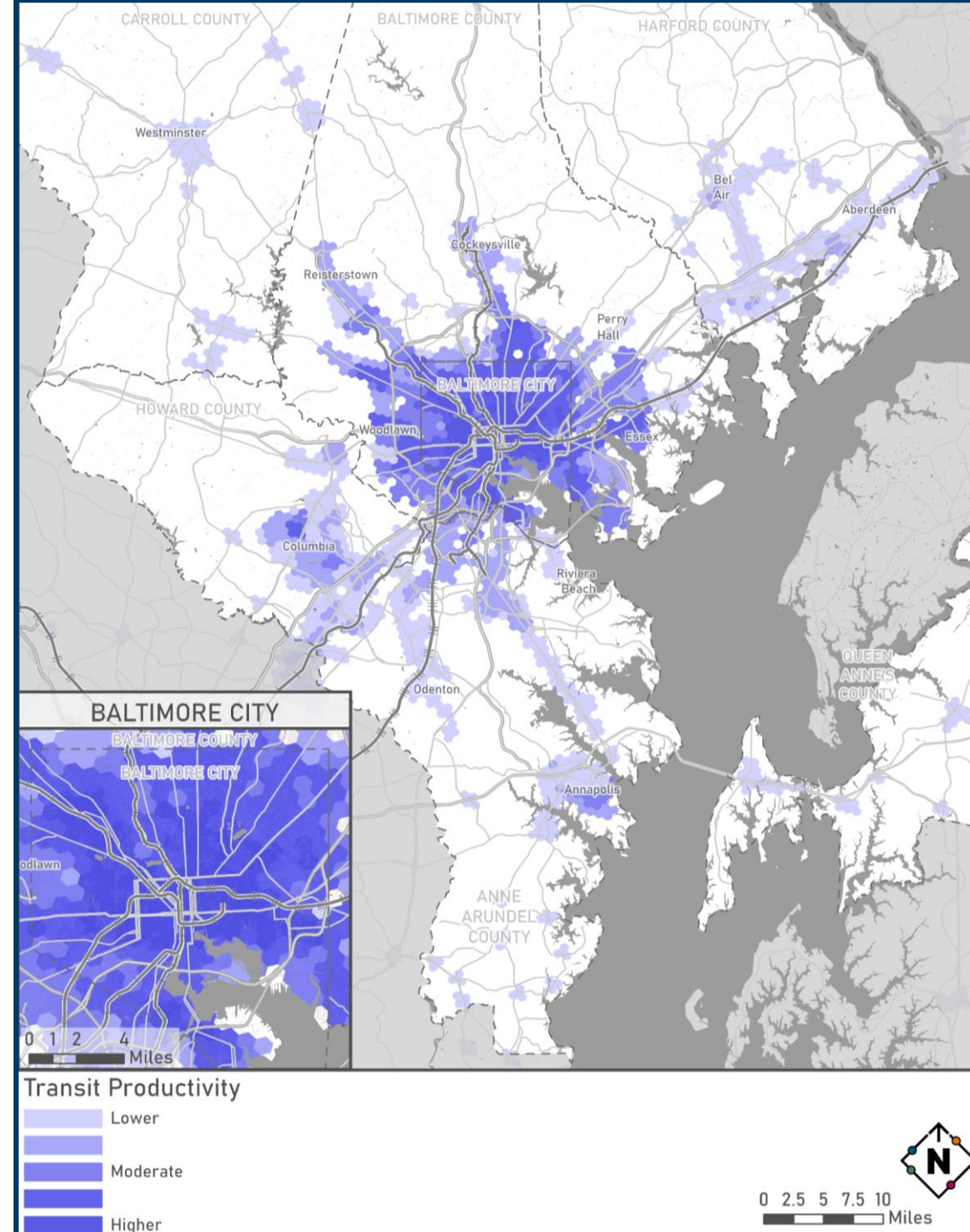
Simply, we look at the data through 3 lenses.

- **Transit Need and Transit Potential (Microtransit Suitability)** – used to identify areas where there are lower concentrations of residents and jobs but higher concentrations of people more likely to need public transportation.
- **Trip Demand** – used to identify areas where travel flows and trip characteristics would contribute to a successful microtransit service.



Simply, we look at the data through 3 lenses.

- **Transit Need and Transit Potential (Microtransit Suitability)** – used to identify areas where there are lower concentrations of residents and jobs but higher concentrations of people more likely to need public transportation.
- **Trip Demand** – used to identify areas where travel flows and trip characteristics would contribute to a successful microtransit service.
- **Existing Transit Level of Service** – where fixed-route services currently operate but with relatively less frequent service.



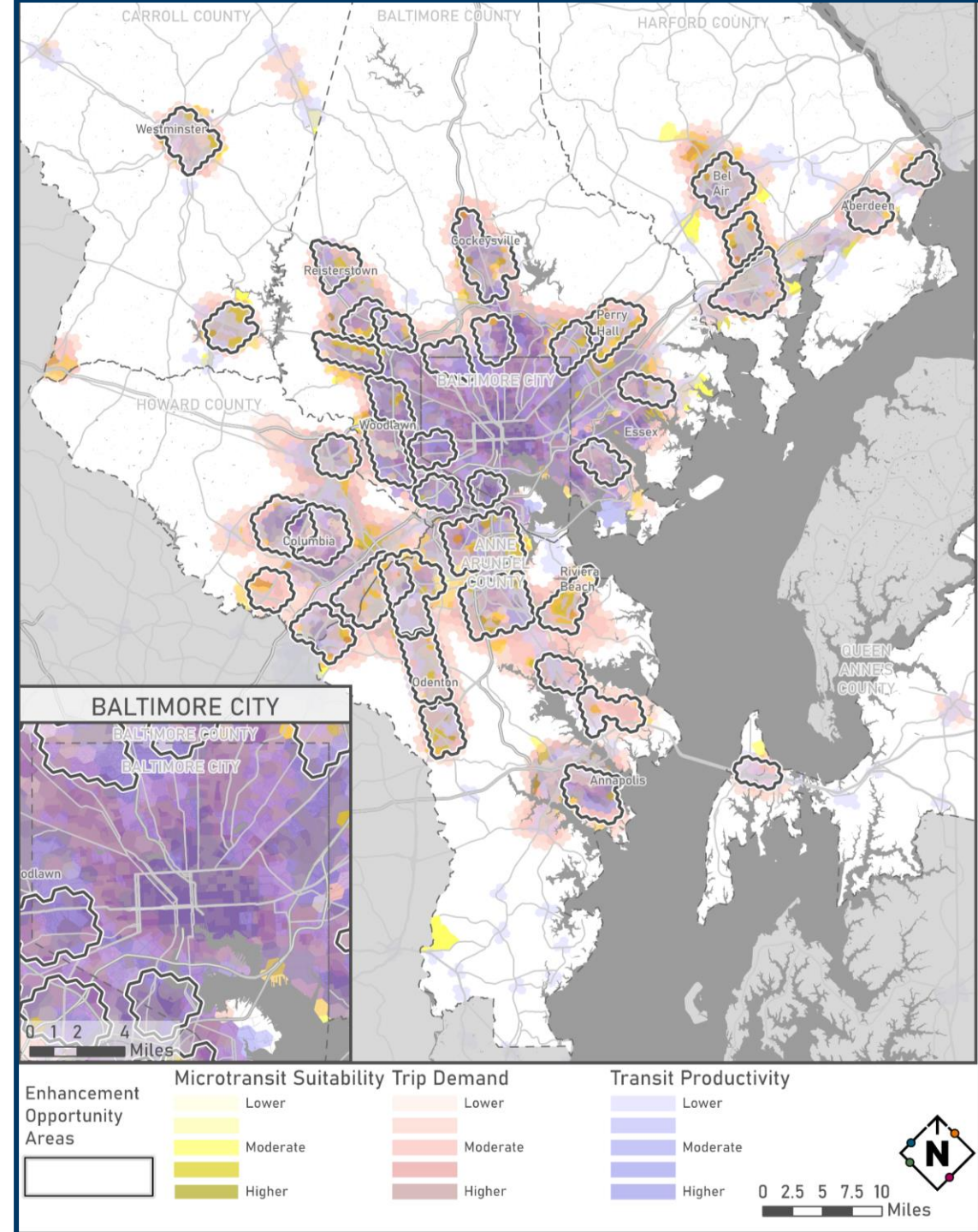
Together, these 3 inputs distill potential enhancement opportunity areas.

Based on the suitability analysis, we identified clusters with overlapping, **high microtransit suitability**, **high trip demand suitability**, and **transit level of service** as enhancement opportunity areas.

These distilled areas are shown as **black outlines** on the map.



Some areas with overlapping low indices were not included in the results of this study. However, these areas have the potential for more detailed studies by their respective jurisdictions.



Technical planning is not everything.

The identified enhancement opportunities can be further refined by understanding and accounting for:

- Steering committee input
- Public input
- Policy considerations
- Funding considerations
- Political will and support
- Feasibility



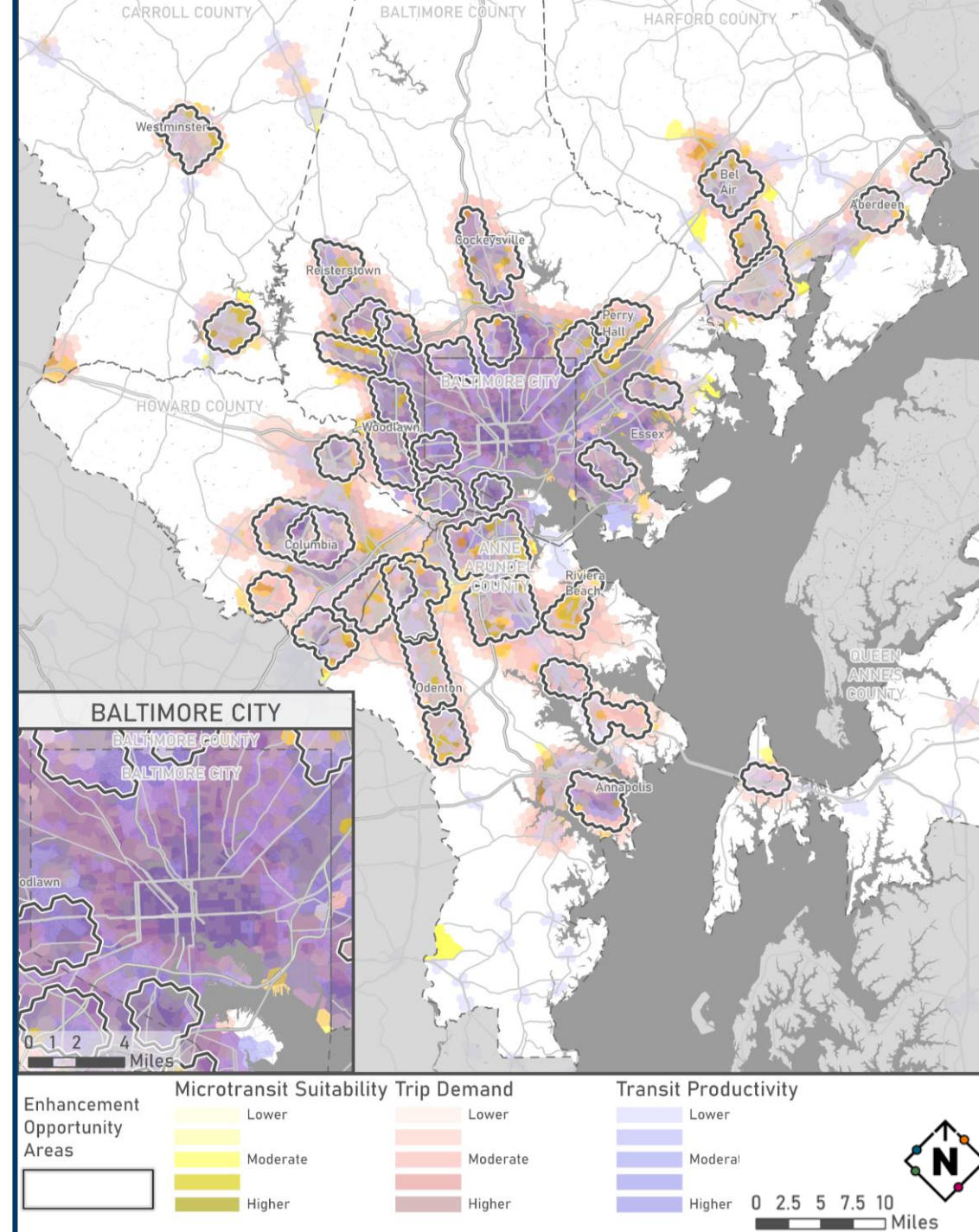
Technical Analysis

Digging Deeper

After identifying **enhancement opportunity areas**, the study team investigated further to find ways to:

- Improve access to existing fixed-route transit,
- Improve existing, planned, or studied demand response or on-demand services, and
- Improve regional coordination.

The following pages showcase the analysis and the preliminary findings related to these three topics.

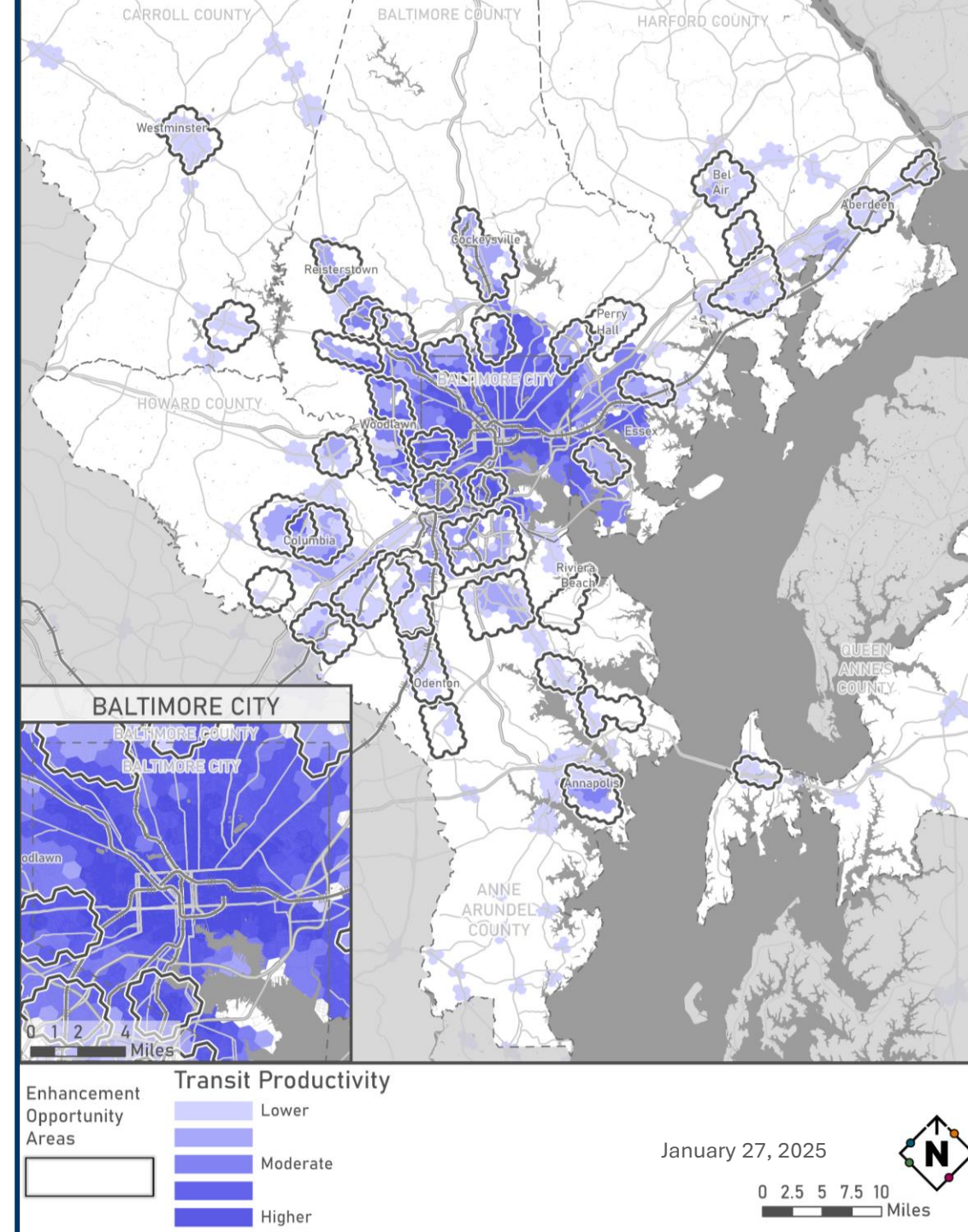


Enhancement Opportunity Areas + Transit Level of Service

Enhancement opportunity areas were overlaid on top of **transit level of service (LOS)** in order to determine which zones are best suited for either internal circulation purposes or as first/last mile transit connections.

Enhancement areas that overlap with moderate lower and lower transit LOS (less than 100 weekday transit trips per hex) are most suitable for **internal circulation**.

Areas that overlay with moderate to higher transit LOS (more than 100 weekday transit trips per hex) are most suitable for **first/last mile transit connections**.



Preliminary Findings: Enhancement Opportunity Areas + Lower Transit LOS

The following areas were identified for their lower LOS or lack of transit service in areas with high microtransit suitability.

Anne Arundel County

- Glen Burnie area
- Odenton and Crofton
- Riviera Beach
- Arnold and Severna Park areas

Baltimore County

- Reisterstown
- Perry Hall
- Parkville
- White Marsh

Carroll County

- Westminster

Eldersberg

Harford County

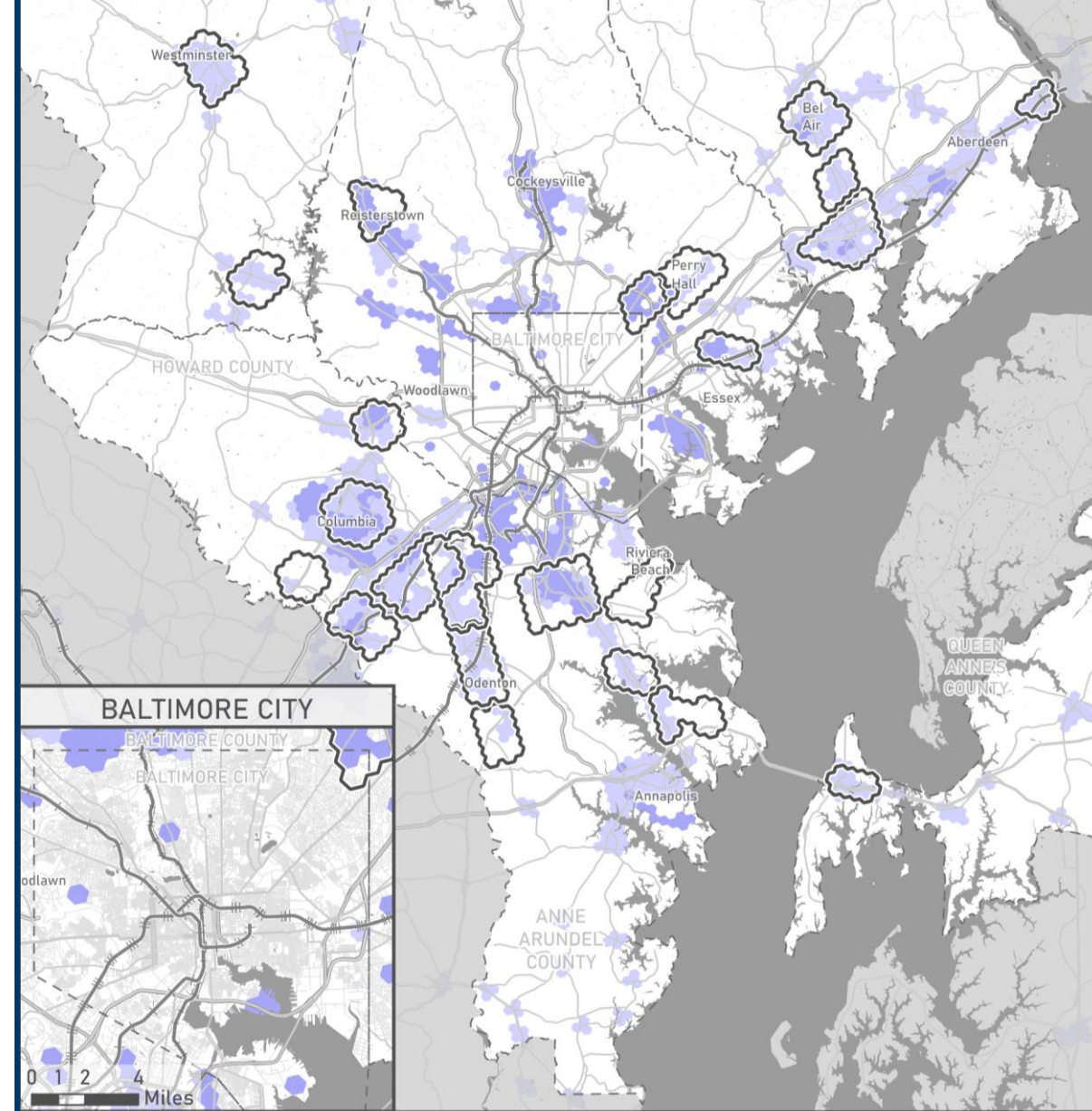
- Bel Air and Bel Air South
- Havre de Grace
- Edgewood

Howard County

- Scaggsville
- Ellicott City
- North Laurel
- Eastern Columbia

Queen Anne's County

- Stevensville



Preliminary Findings: Enhancement Opportunity Areas + Higher Transit LOS

Anne Arundel County

- Opportunities for connection to Light Rail Link near BWI.
- Opportunities for fixed-route connections in Annapolis.

Baltimore City

- Any zone recommendations would likely serve as first/last mile connections due to higher transit productivity citywide.

Baltimore County

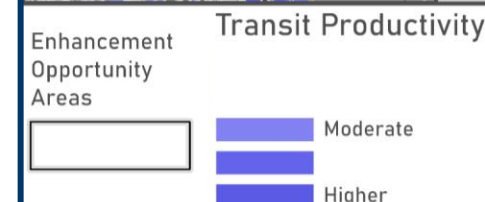
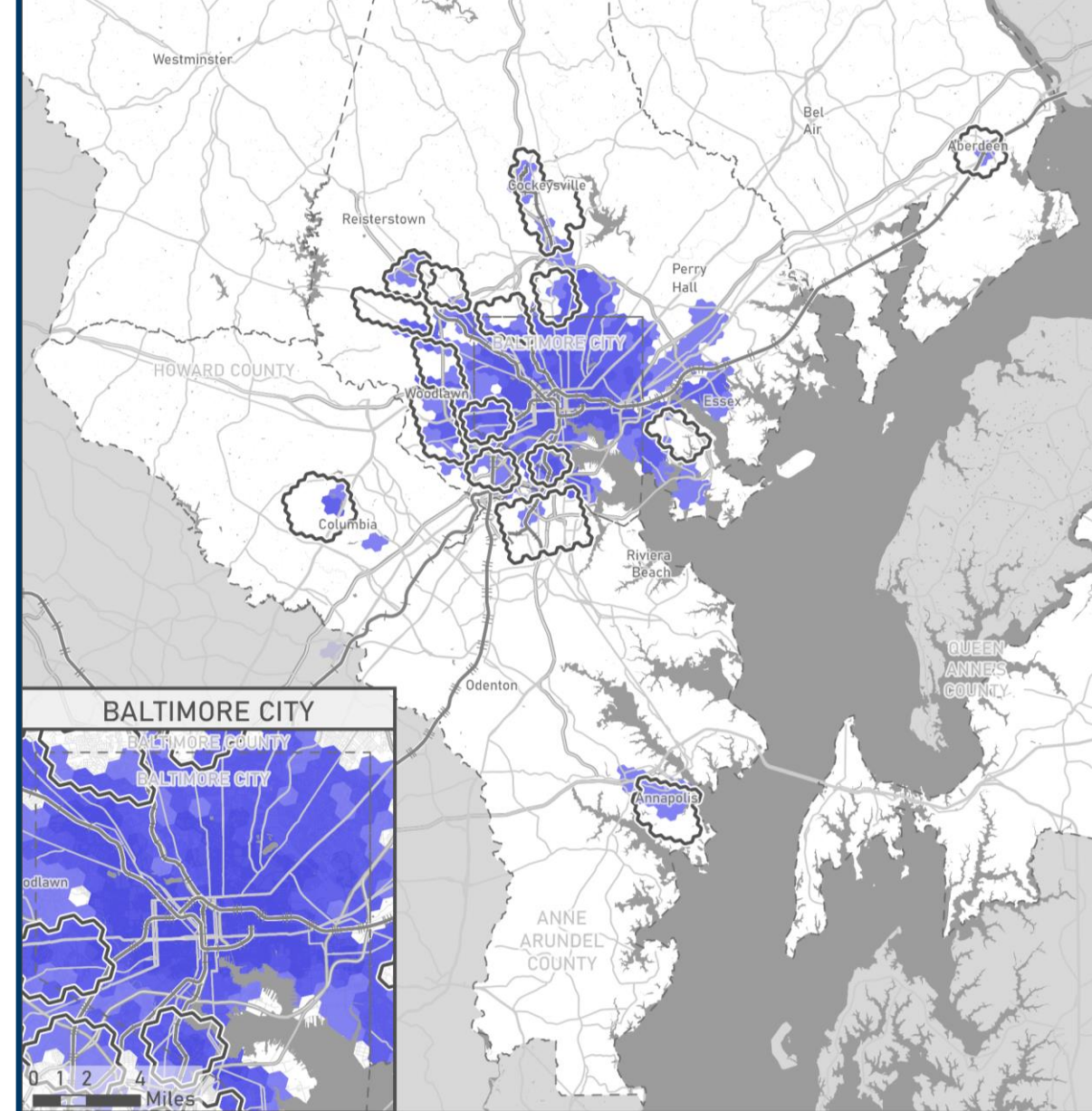
- Opportunities for Light Rail Link connections in Cockeysville and west of Towson.
- Connection to fixed route in Dundalk.
- Connection to fixed route along Reisterstown Road.
- Connections to fixed route in Woodlawn and Catonsville.

Harford County

- Connections to rail in Aberdeen.

Howard County

- Opportunities for connections to regional commuter buses in Downtown Columbia.

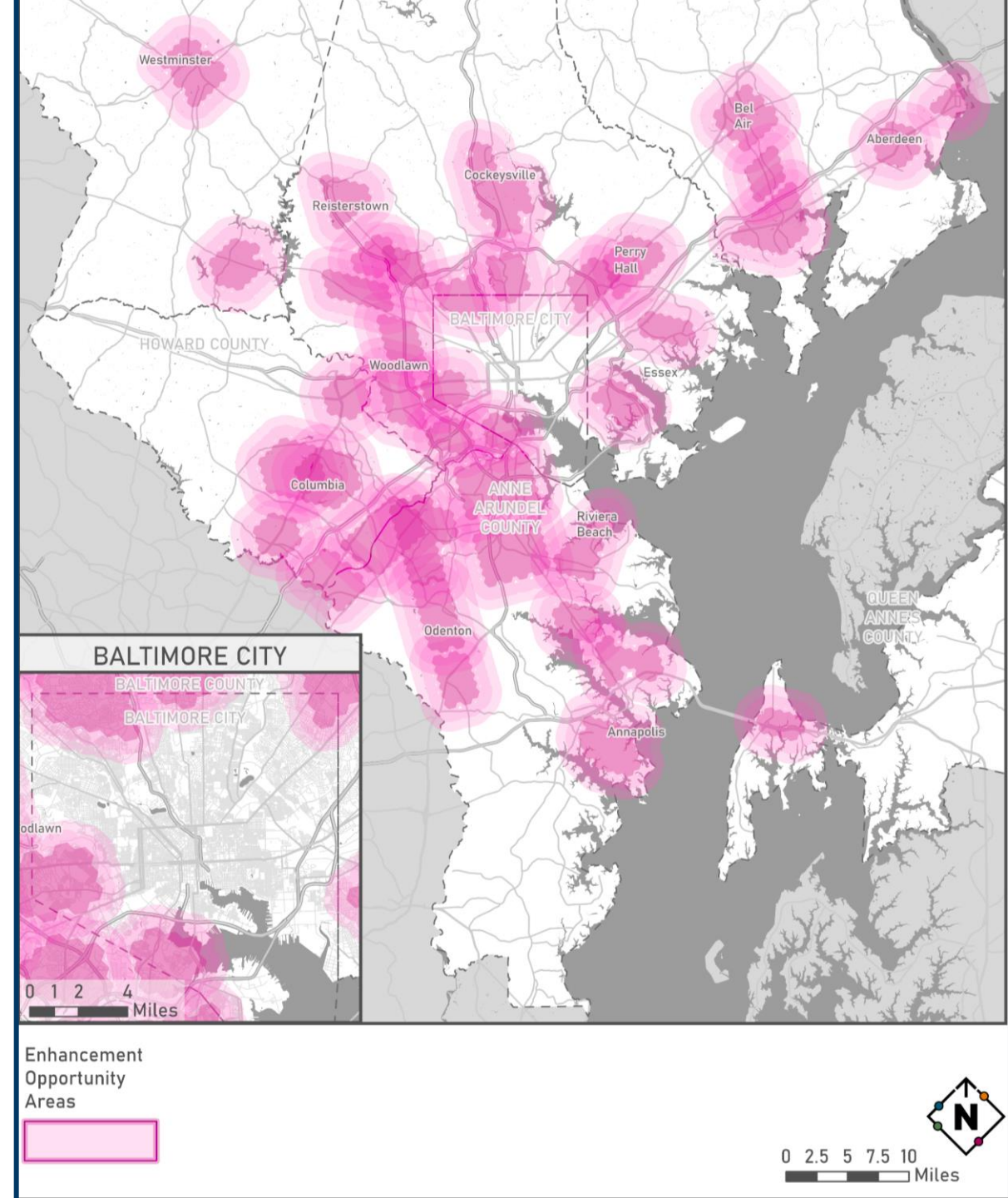


Same Data, Different Look: How to Read This Map



The enhancement opportunity areas previously shown in black outlines are now highlighted in **pink** to account for additional map layers and to retain legibility of the maps.

The boundaries of each enhancement zone are intentionally fuzzy to indicate that, while these areas show high suitability, they are not strictly defined zones.

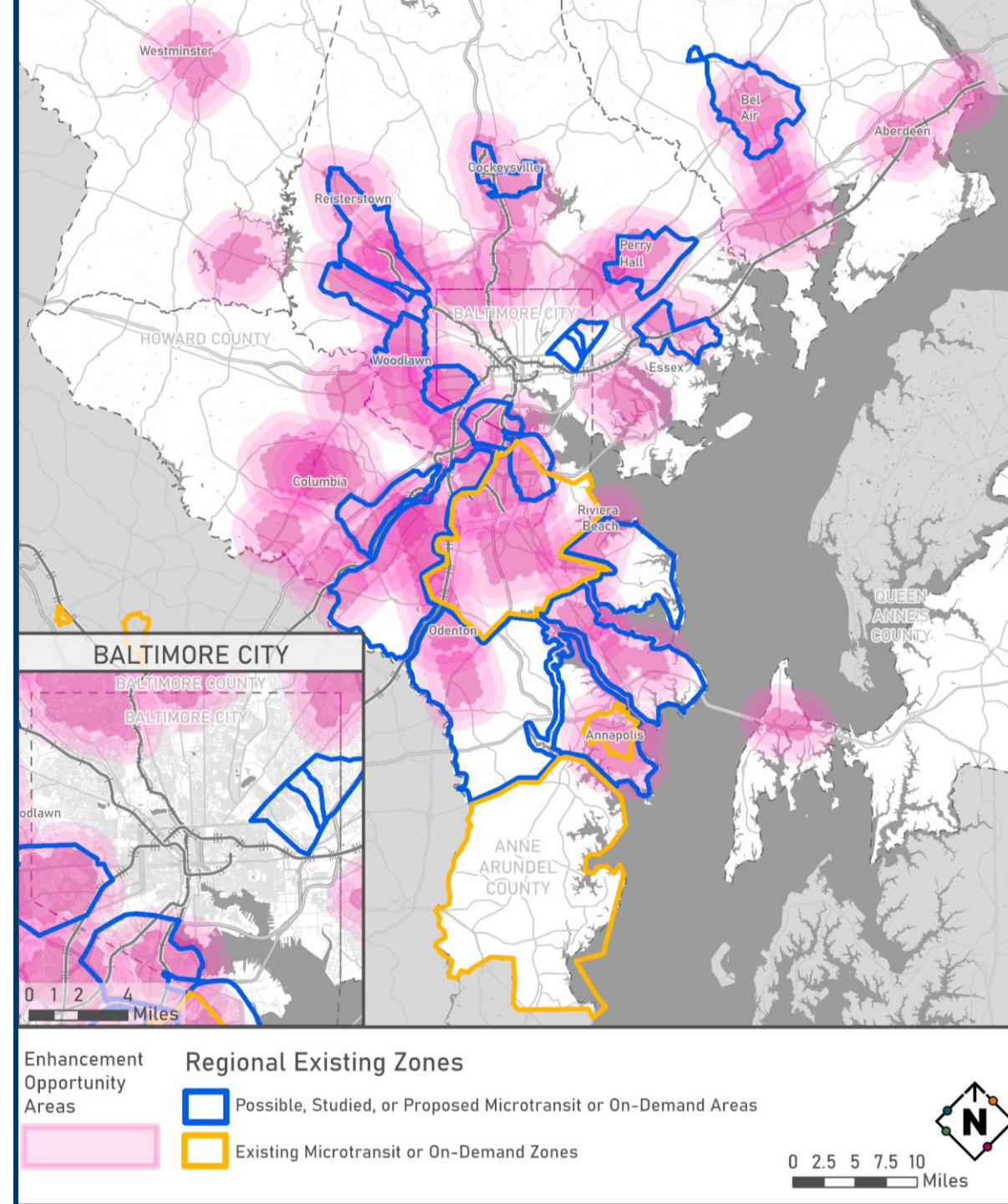


Enhancement Opportunity Areas + Existing Microtransit Zones and Services

Existing on-demand zones and possible, studied, or proposed on-demand areas (including microtransit and Call N' Ride zones) were overlaid onto enhancement opportunity areas to determine whether they capture populations likely to use microtransit service and/or need transit service.

Only existing zone-based on-demand services were analyzed for this portion of the study.

Traditional countywide demand response systems were considered in counties that do not currently have any studies or plans for zone development.



Preliminary Findings: Enhancement Opportunity Areas + Existing Microtransit Zones and Services

Anne Arundel County

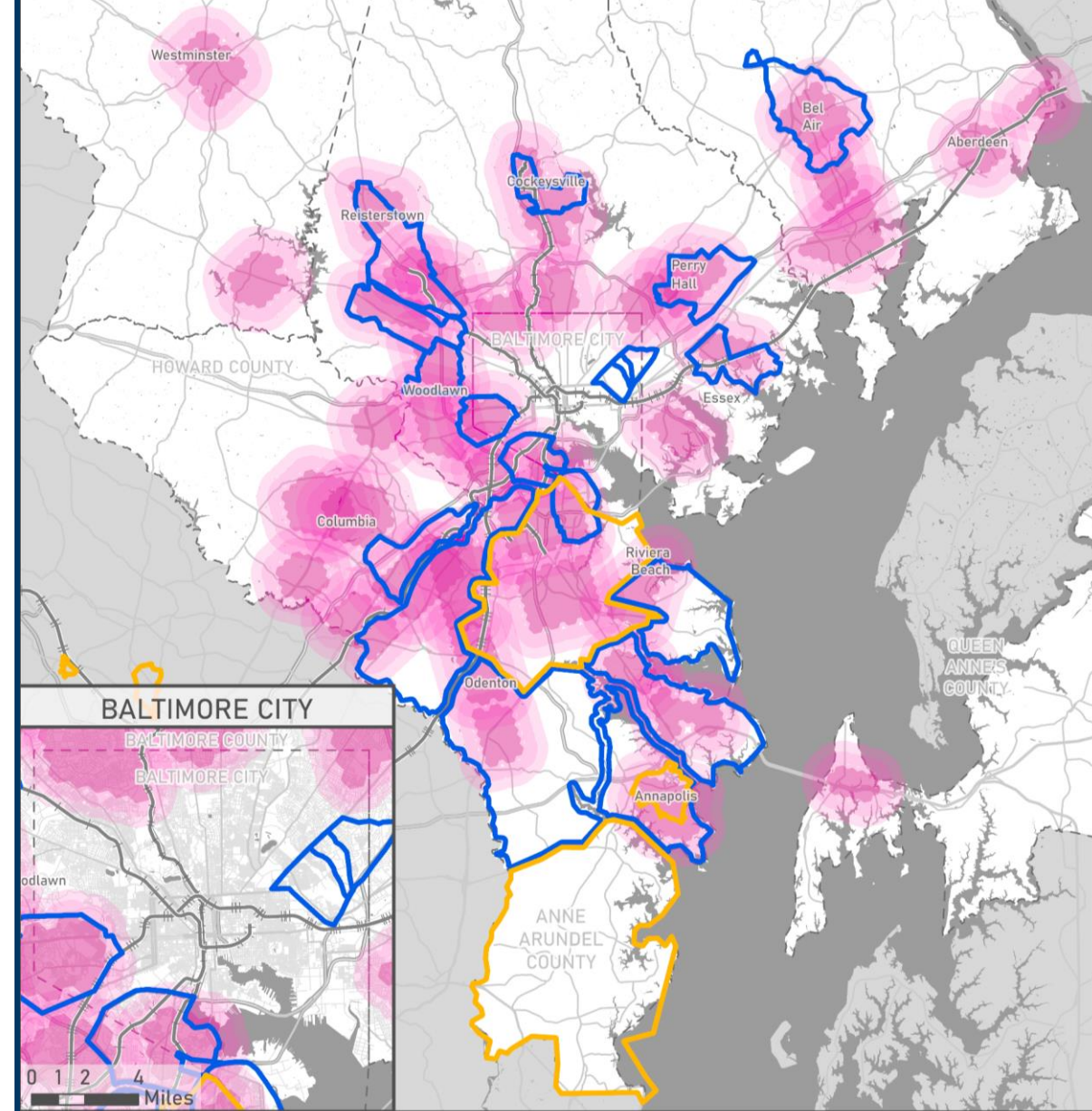
- High overlap with existing Annapolis Go! Time zone operated by Annapolis Transit.
- Overlap with the proposed microtransit zones. Potential for zone shrinking to meet suitability.
- Area around Glen Burnie served by Call N' Ride shows high microtransit suitability
- Opportunities for microtransit zones in Crofton, Odenton, Severn, North Laurel, Annapolis, and Arnold

Baltimore City

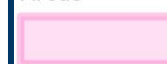
- Overlap along Route 40 and Frederick Road in southwest Baltimore with possible zones from the BMORE Bus Study.
- Opportunities for zone development in the Northwest Baltimore area.
- No current overlap with possible zone in the Frankford and Cedonia area.



The microtransit services/zones identified in Baltimore City and County do not have funding and therefore no timeline for implementation. For additional details on the possible microtransit zones in the City of Baltimore, please see Other Service Improvement Options in the **BMORE BUS Study**.



Enhancement
Opportunity
Areas



Regional Existing Zones



Possible, Studied, or Proposed Microtransit or On-Demand Areas



Existing Microtransit or On-Demand Zones



Preliminary Findings: Enhancement Opportunity Areas + Existing Microtransit Zones and Services

Baltimore County

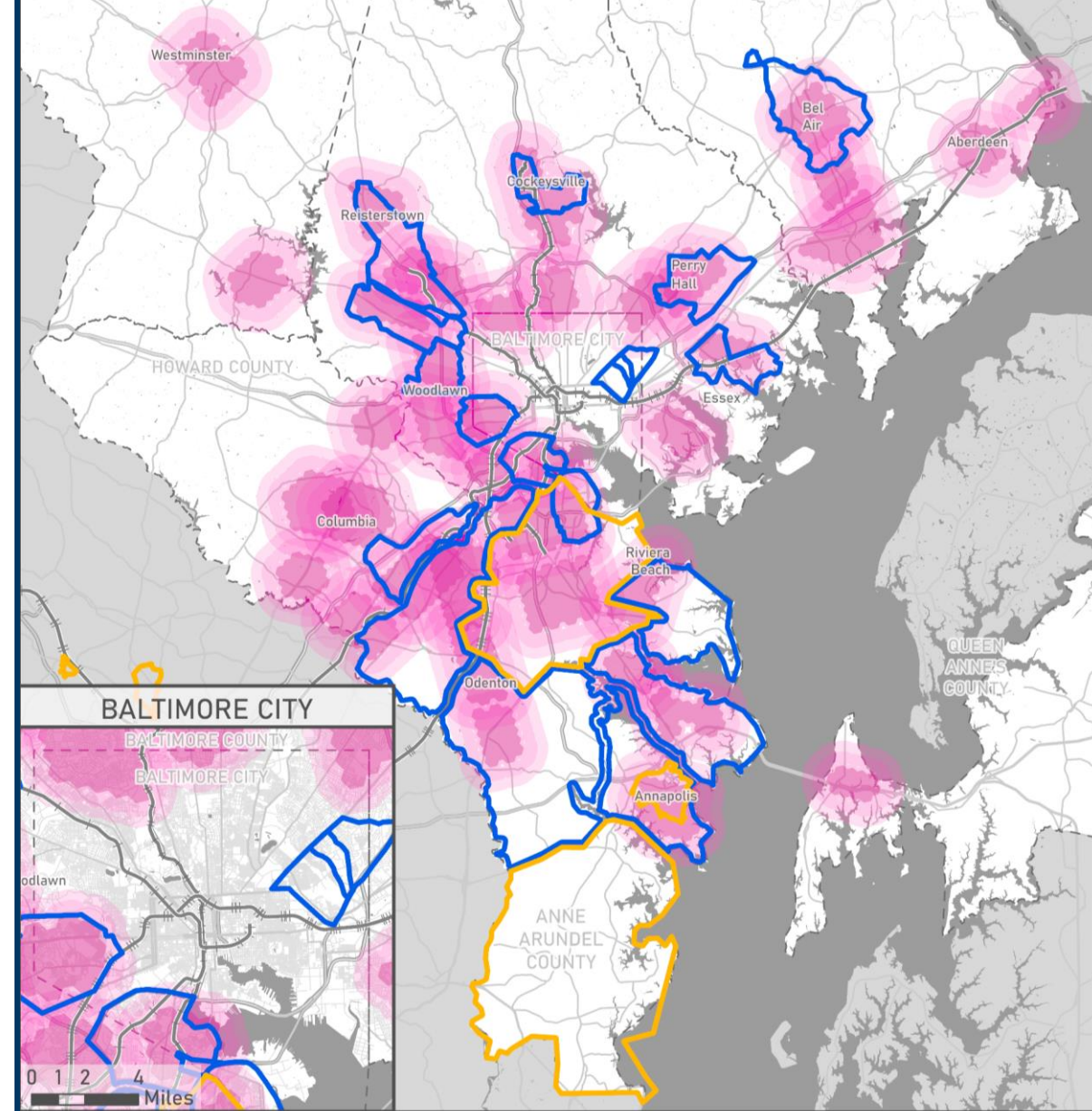
- Overlaps with proposed BMORE Bus Study zones in western Baltimore County, Cockeysville, Perry Hall, and White Marsh/Middle River.
- Opportunities for zone development in Dundalk, Woodlawn, Catonsville, Towson, and Parkville areas.

Harford County

- Strong overlap in Bel Air/Forest Hill.
- Opportunities for productive microtransit zones in Edgewood, Aberdeen, and Havre de Grace.

Howard County

- Limited overlap with US 1 corridor zone.
- Potential opportunities for productive microtransit zones in Ellicott City, Columbia, Scaggsville, and North Laurel.



Enhancement
Opportunity
Areas



Regional Existing Zones



Possible, Studied, or Proposed Microtransit or On-Demand Areas



Existing Microtransit or On-Demand Zones





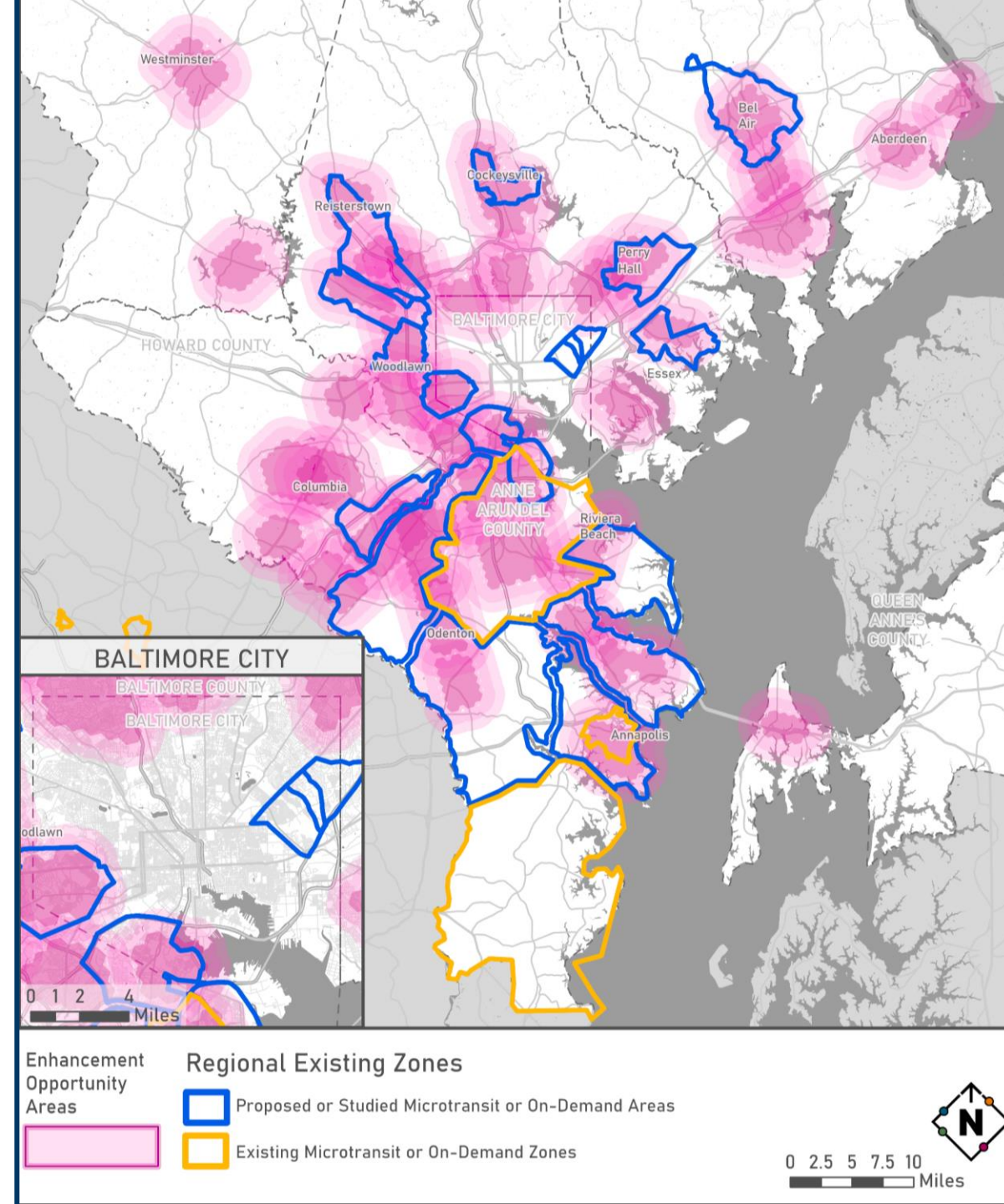
Potential Enhancements: Jurisdiction-Level Recommendations

Potential Enhancements: Jurisdiction-Level Recommendations

The study team proposed enhancements for each jurisdiction based on the technical analysis.

Reminder: **Existing** on-demand zones and **proposed** on-demand areas (including microtransit and Call N' Ride zones) were overlaid onto enhancement areas (highlighted in pink) to determine whether they capture populations likely to use microtransit service or need transit service.

Only existing zone-based on-demand services were analyzed for this portion of the study. Countywide systems were considered in counties that do not currently have any studies or plans for zone development.

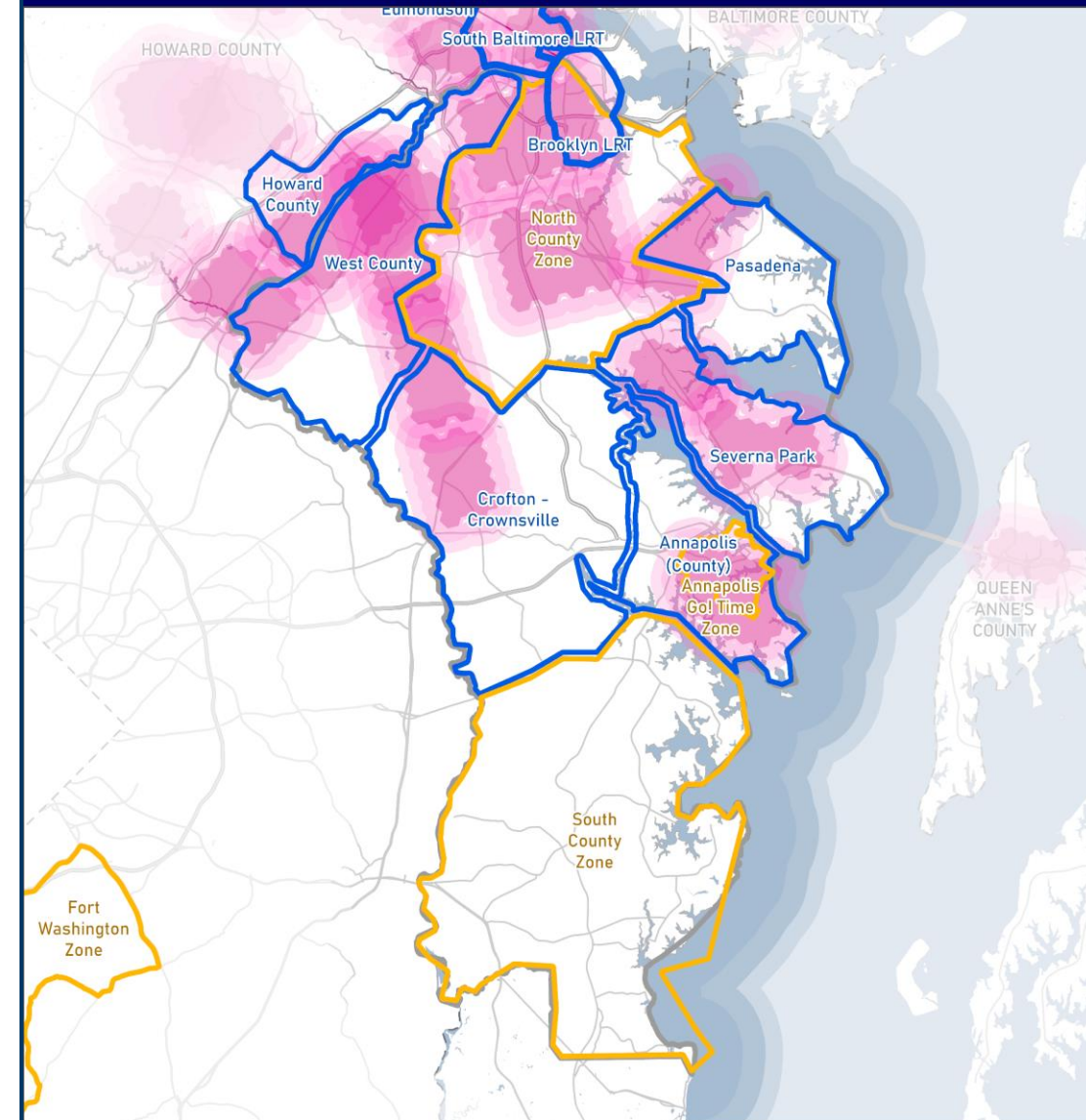


Potential Enhancements: Anne Arundel County

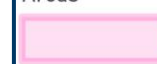
- Consider providing zone-based microtransit service rather than Call N' Ride service in areas with high suitability or more dense population and job centers.
- Consider right-sizing proposed microtransit zones. Right-sizing can mean shrinking or subdividing existing boundaries into multiple zones.
 - ▣ Pasadena: Shrink zone to cover high suitability areas in Riviera Beach.
 - ▣ Severna Park: Subdivide existing boundaries into two zones.
 - ▣ Annapolis: Annapolis Go! Time covers microtransit demand in northern Annapolis. Concentrate service in southern Annapolis where suitability is high but service does not exist.
 - ▣ Crofton-Crownsville: Shrink zone to serve high suitability in Crofton and Odenton.
 - ▣ West County: Shrink zone to cover high suitability areas along BW Parkway and existing MARC Rail Stations. Explore potential expansion to adjacent US 1 zone in coordination with Howard County.
 - ▣ Consider subdividing North County Call N' Ride zone to serve high suitability in South and North Glen Burnie separately.

Coordinate with Baltimore County and City regarding plans for zones in northern Glen Burnie.

ANNE ARUNDEL COUNTY



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Regional Existing Zones

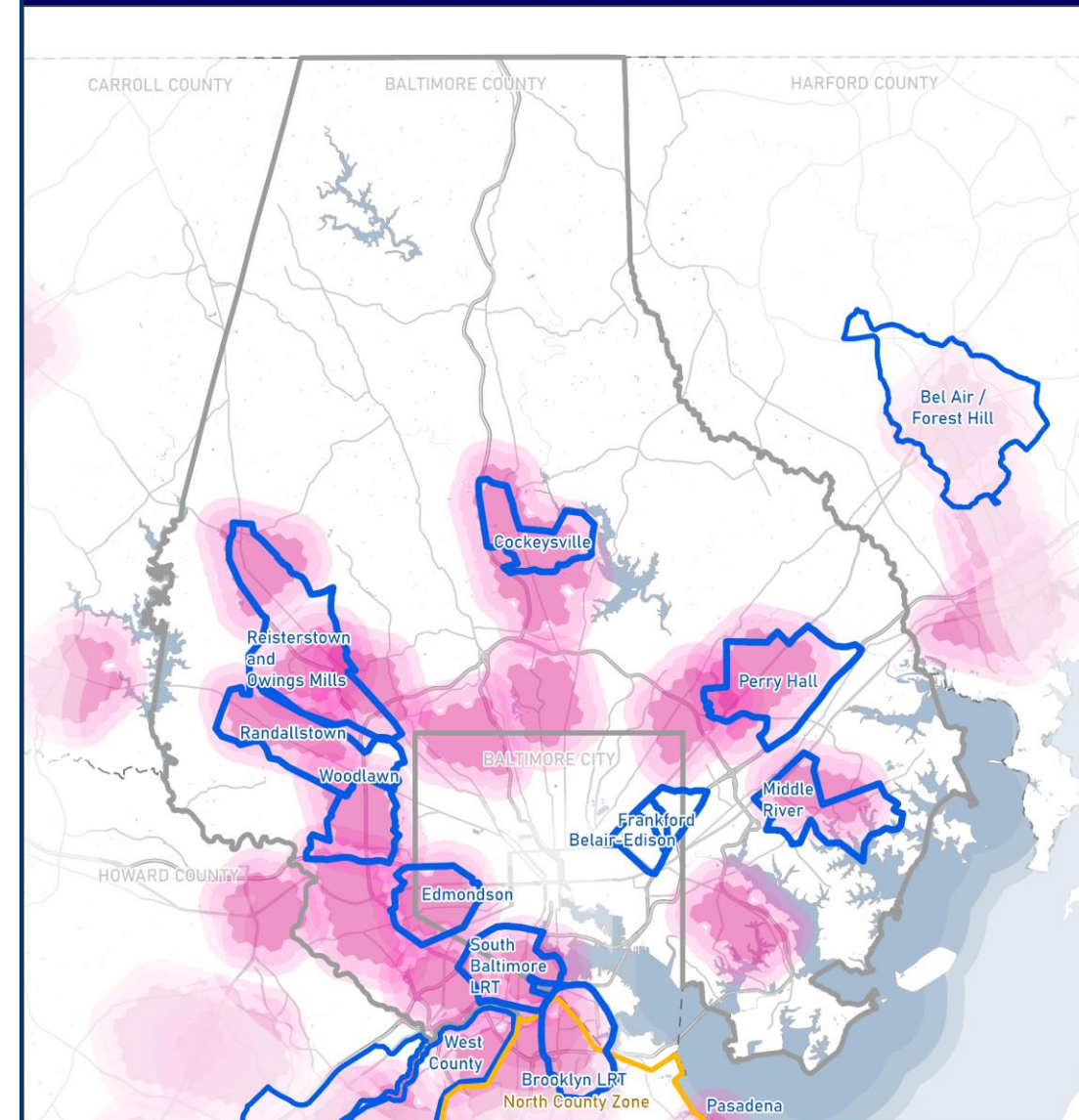
▣ Possible, Studied, or Proposed Microtransit or On-Demand Areas

▣ Existing Microtransit or On-Demand Zones



Potential Enhancements: Baltimore County

- Zones in Baltimore County and City developed for the BMORE BUS Study largely overlap with areas with high suitability. Consider development of new zones in areas such as:
 - ▣ Catonsville
 - ▣ Lutherville-Timonium
 - ▣ Dundalk
- Consider potential cross-jurisdictional coordination with Anne Arundel County to provide better connections to the North and West County Zones in Anne Arundel County.
- Consider regional coordination with MTA and Baltimore city for the development of zones in:
 - ▣ Northwest Baltimore
 - ▣ Towson
 - ▣ Parkville



Enhancement
Opportunity
Areas



Regional Existing Zones

▣ Possible, Studied, or Proposed Microtransit or On-Demand Areas

▣ Existing Microtransit or On-Demand Zones

0 3 6
Miles



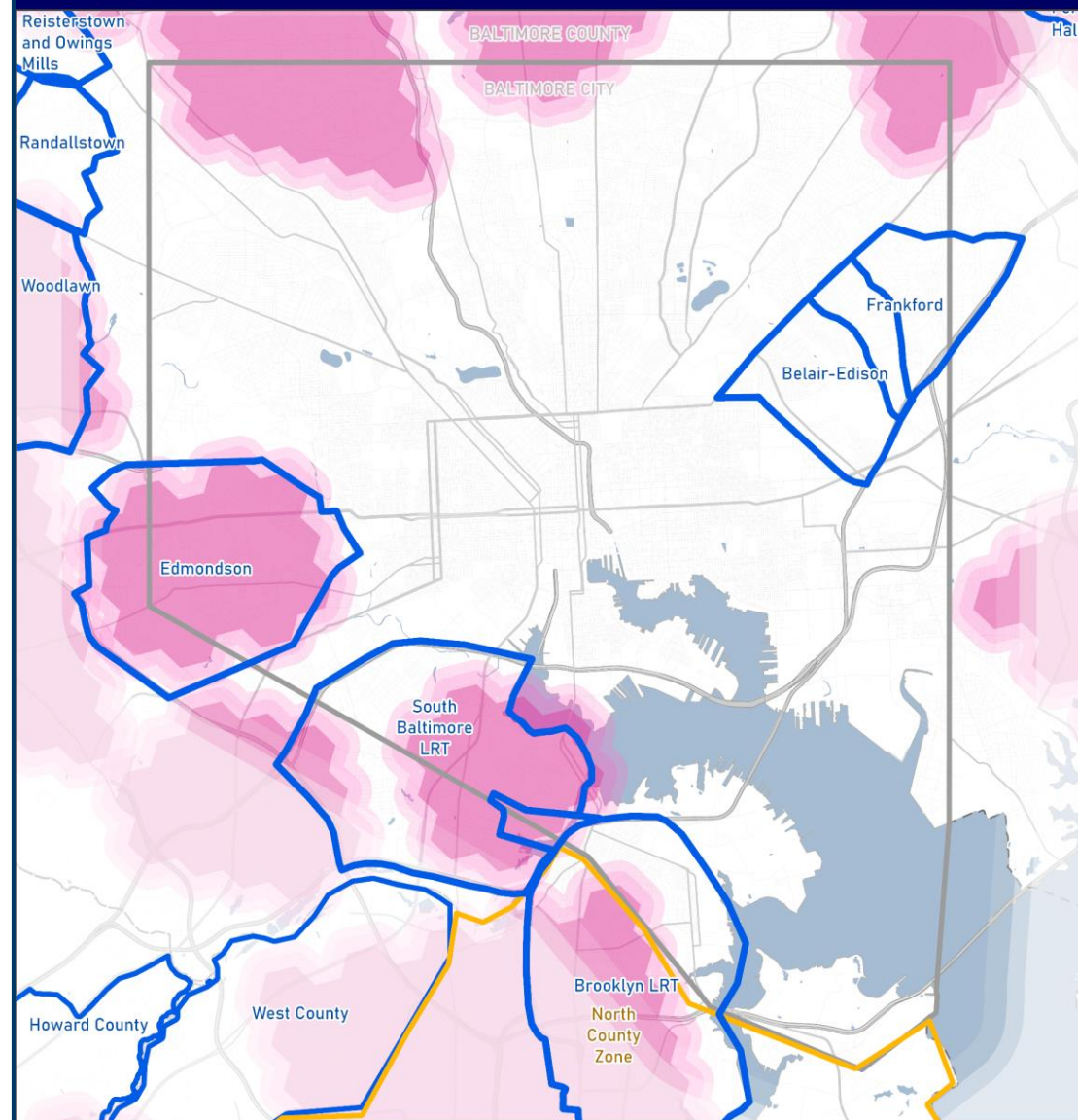
Enhancement Opportunities: Baltimore City

- The enhancement areas identified around Baltimore City largely correspond with the possible BMORE BUS Study zones shown in **blue**.
 - ▣ The two sets of zones do not entirely overlap, however, since this study examined enhancement opportunities at the regional scale and BMORE Bus examined needs at the local scale.

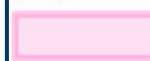


The microtransit services/zones identified in Baltimore City and County do not have funding and therefore no timeline for implementation. For additional details on the possible microtransit zones in the City of Baltimore, please see Other Service Improvement Options in the **BMORE BUS Study**.

BALTIMORE CITY



Enhancement
Opportunity
Areas



Regional Existing Zones

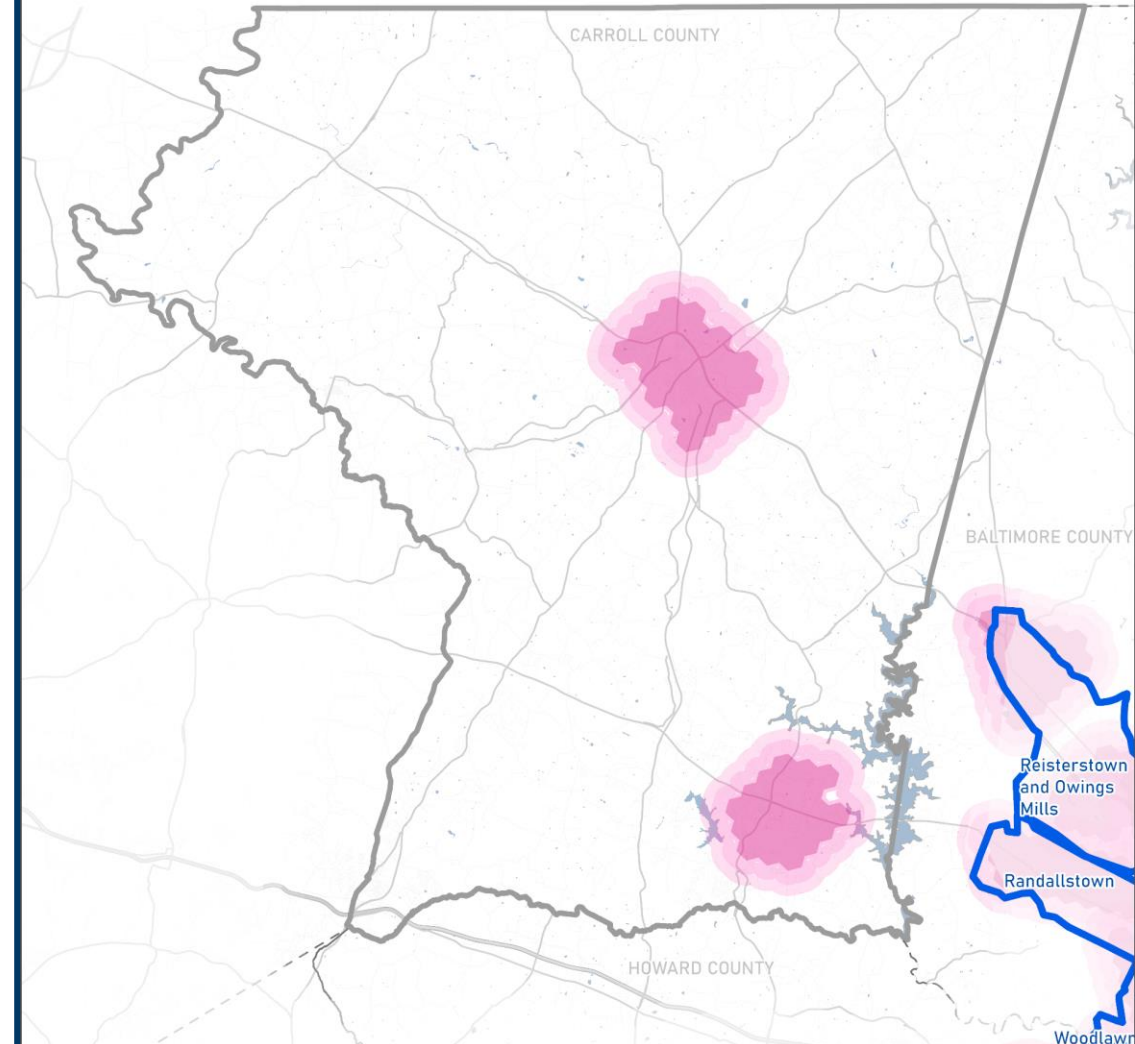
Blue outline: Possible, Studied, or Proposed Microtransit or On-Demand Areas

Yellow outline: Existing Microtransit or On-Demand Zones



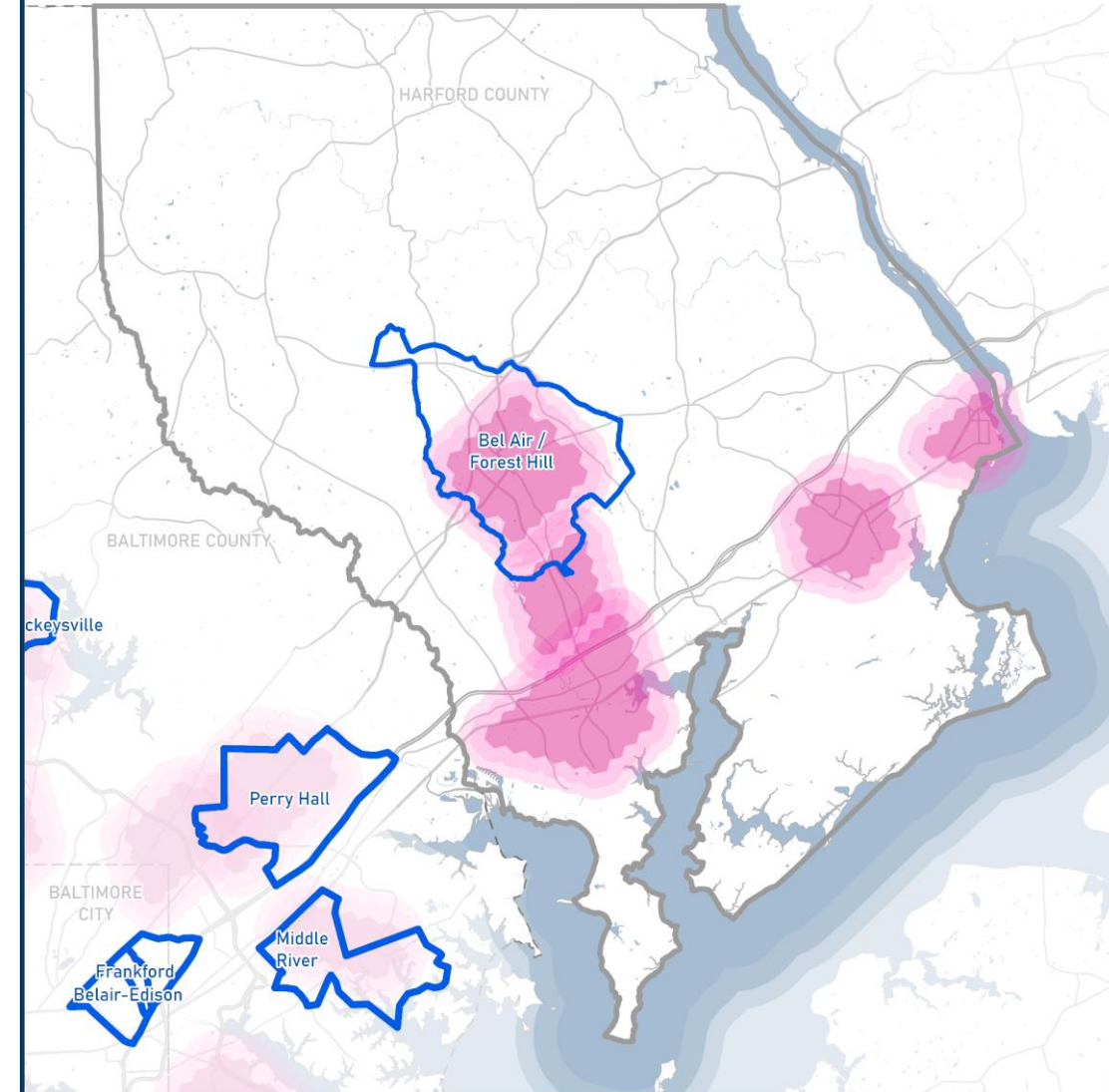
Enhancement Opportunities: Carroll County

- Carroll County currently operates a countywide demand-response system. While the system provides full coverage of the county, it requires pre-booking and does not guarantee a same-day ride in the case that one is needed.
- Consider potential zone development in Eldersburg and Westminster to provide on-demand service that does not require a reservation.

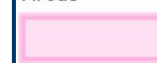


Enhancement Opportunities: Harford County

- Consider compressing boundaries of the Bel Air/Forest Hill zone to focus on the enhancement opportunity area.
 - ▣ The Bel Air/Forest Hill Zone currently covers approximately 27 square miles.
 - ▣ Zone size is context-specific, but a general rule of thumb is to not exceed approximately 10 square miles.
- Consider potential zone overlaps with the development of new zones in South Bel Air and Edgewood while maintaining manageable zone sizes.
- Consider zone development in Aberdeen and Havre De Grace.



Enhancement
Opportunity
Areas



Regional Existing Zones

▣ Possible, Studied, or Proposed Microtransit or On-Demand Areas

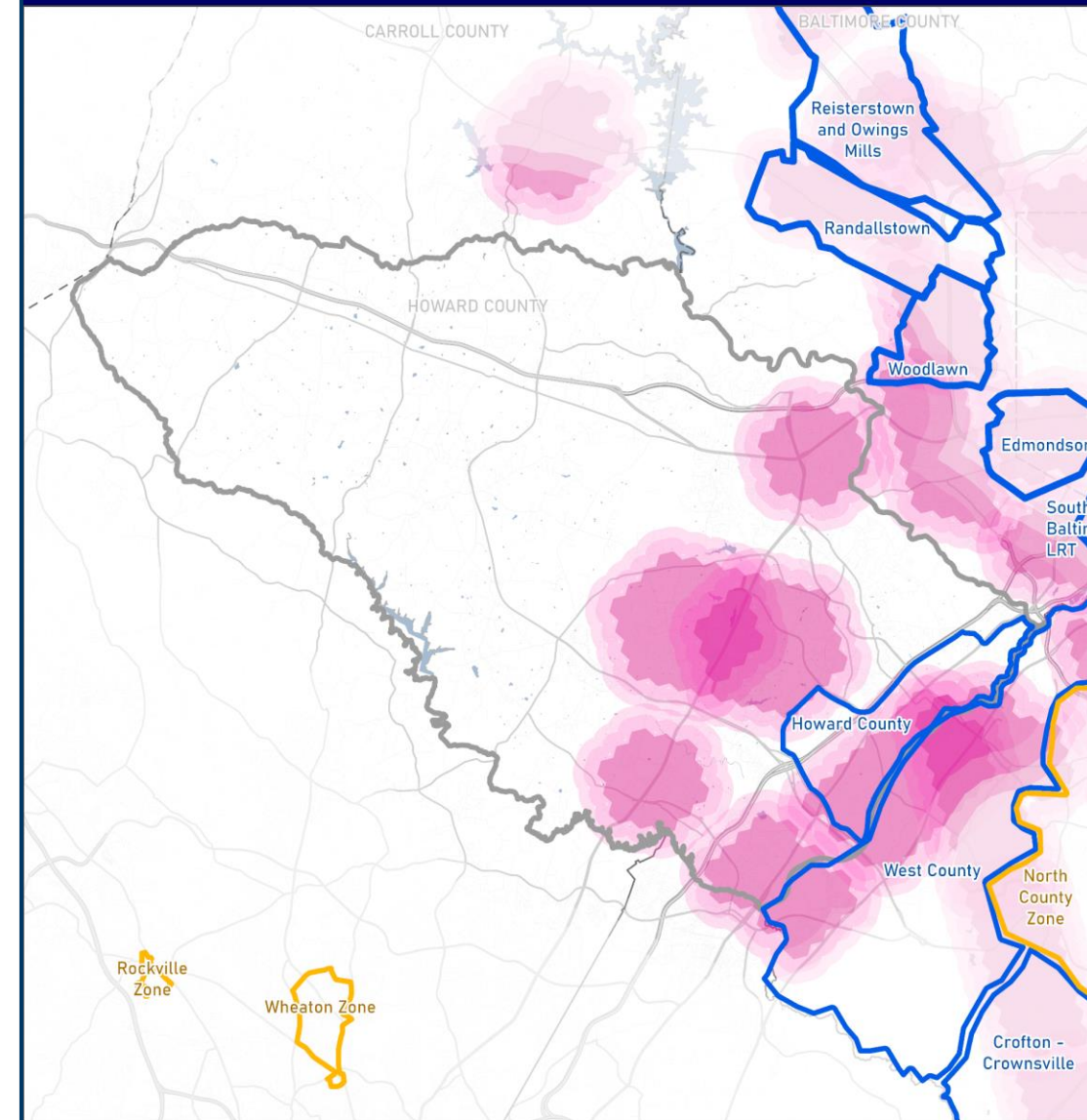
▣ Existing Microtransit or On-Demand Zones

0 3 6 Miles

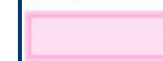


Enhancement Opportunities: Howard County

- Consider revising proposed US 1 corridor zone to capture higher microtransit suitability areas.
- There is potential for a microtransit zone in North Laurel between Prince George's, Anne Arundel, and Howard counties. Many of these high suitability areas are across jurisdictional boundaries in Anne Arundel County, requiring cross-jurisdictional coordination.
- Consider development of zones in Scaggsville, Columbia, and Ellicott City.



Enhancement
Opportunity
Areas



Regional Existing Zones

Blue outline: Possible, Studied, or Proposed Microtransit or On-Demand Areas

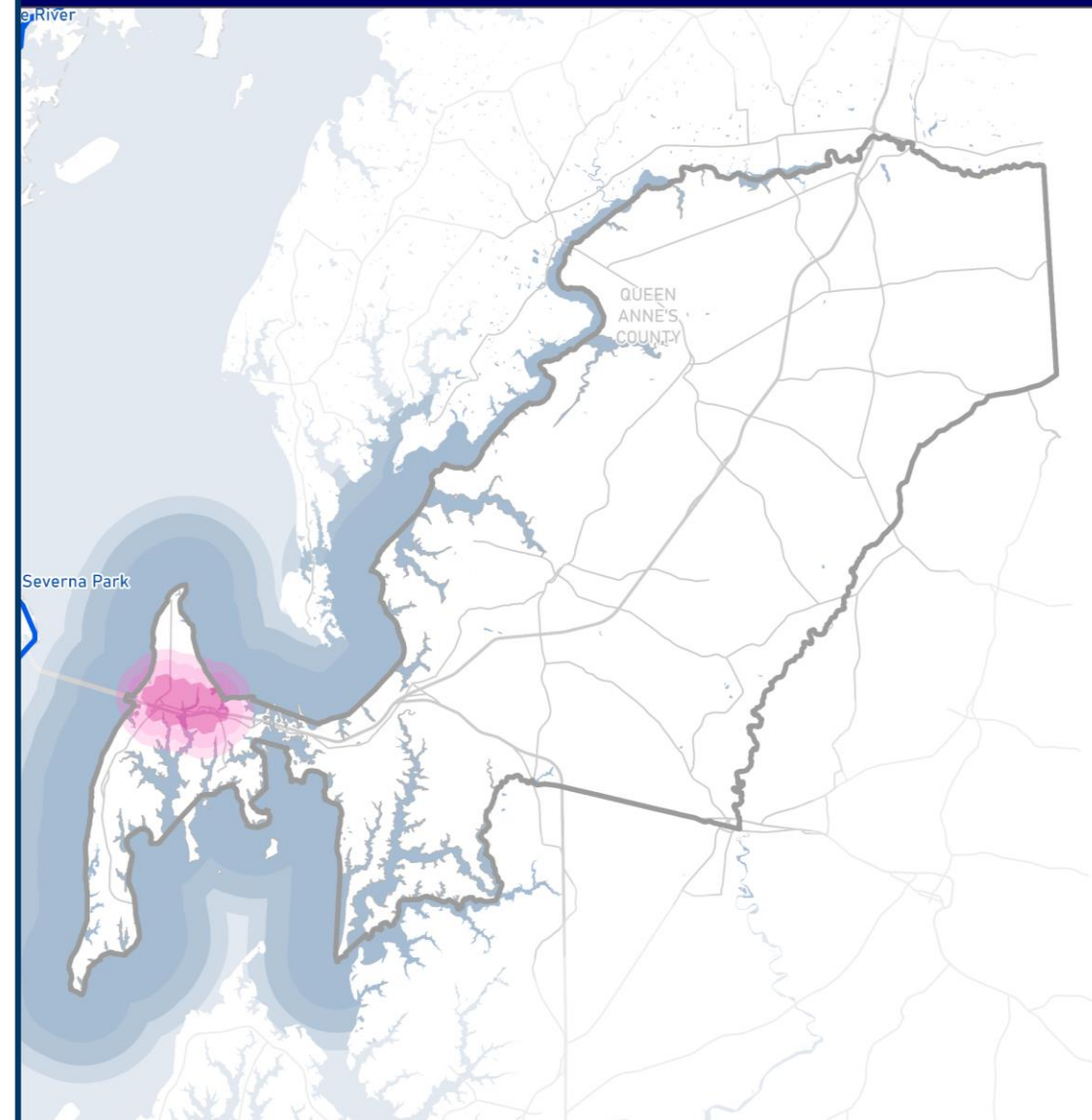
Yellow outline: Existing Microtransit or On-Demand Zones

0 3 6 Miles

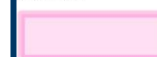


Enhancement Opportunities: Queen Anne's County

- Queen Anne's County currently operates a countywide demand-response system. While the system provides full coverage of the county, it requires pre-booking and does not guarantee a same-day ride in the case that one is needed.
- Consider potential zone development in Stevensville to provide on-demand service that does not require a reservation for microtransit suitable populations.



Enhancement
Opportunity
Areas



Regional Existing Zones

- Possible, Studied, or Proposed Microtransit or On-Demand Areas
- Existing Microtransit or On-Demand Zones

January 27, 2025

0 3 6 Miles





Potential Enhancements: Jurisdiction-Level Use Cases

Potential Enhancements: Jurisdiction-Level Use Cases

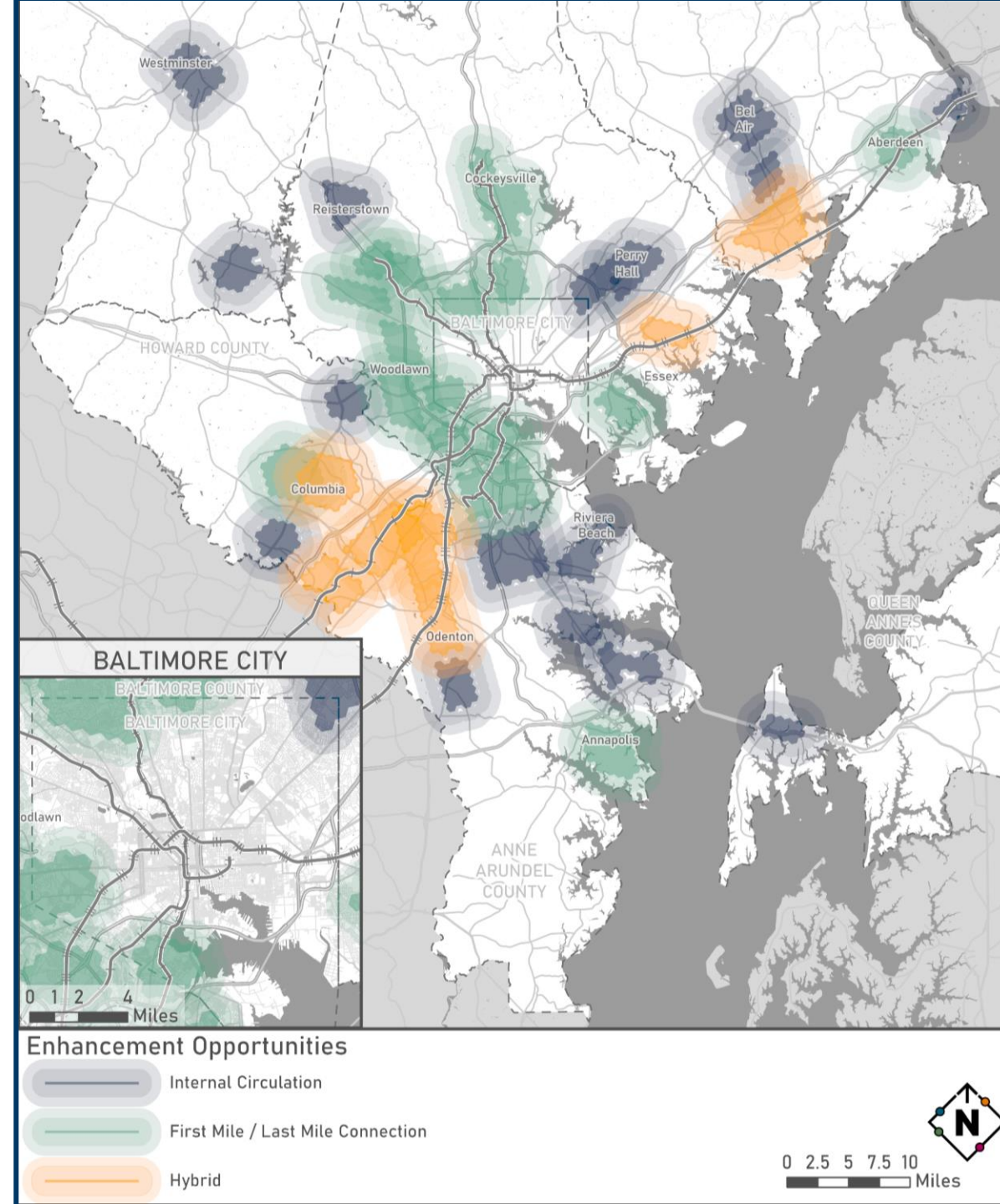
Areas identified in pink in the earlier map were then categorized into three main use cases based on their interaction with transit service. Categories include:

Internal Circulation: Areas that intersect with lower transit LOS or no existing regional transit service, as well as serve local points of interest such as retail, medical, and major employment destinations, are identified in dark blue.

First / Last Mile Connection: Areas that intersected higher transit LOS, providing important connections to transit, are identified in green.

Hybrid: Areas that may have exhibited moderate to low transit LOS but still provide important connections to regional rail or bus service, are identified in yellow.

Additionally, areas for **potential regional coordination** were highlighted for each county. These are areas where suitability is present regardless of jurisdictional boundaries.



Use Cases: Anne Arundel County

First/Last Mile Connection

- **North Glen Burnie:** Consider right-sizing existing On-Demand zone in north Anne Arundel/Glen Burnie area to meet demand. North Glen Burnie zone can provide connections to Light Rail Link Stations and BWI Airport.
- **Annapolis:** Study development of first/last mile connection zone in southern Annapolis where current microtransit service is unavailable.

Internal Circulation

Consider studying zones for internal circulation in:

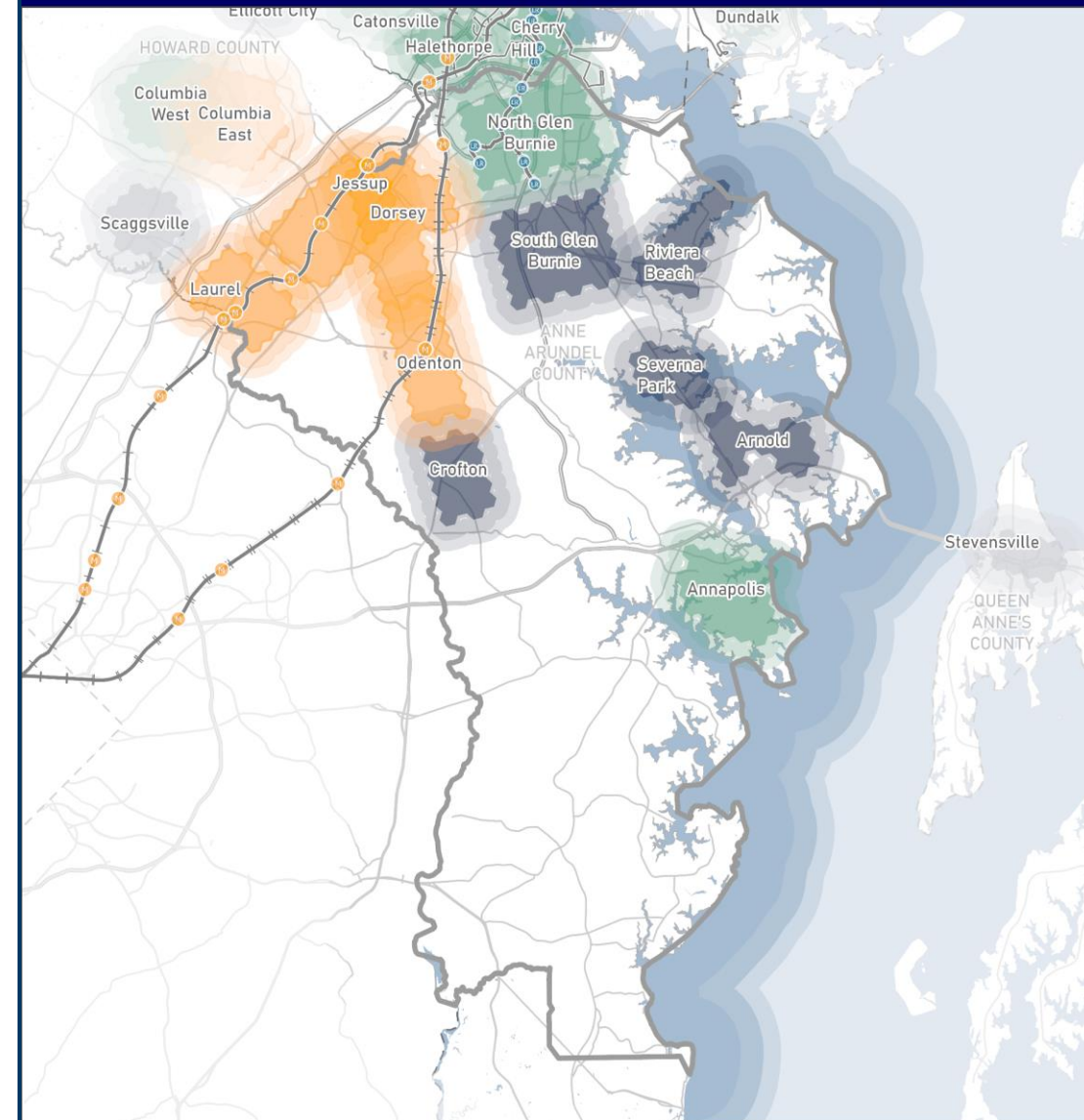
- **Crofton:** Provides connection to grocery and retail stores along Crain Highway.
- **South Glen Burnie:** Provides connection to UM Baltimore Medical Center and retail/grocery stores along I-97
- **Riviera Beach:** Provides connections to retail, commerce, and schools along Fort Smallwood Road.
- **Severna Park:** Provides connections to retail and grocery stores along Governor Ritchie Highway.
- **Arnold:** Provide connections to Anne Arundel Community College, and retail and grocery stores along Governor Ritchie Highway and College Parkway.

Hybrid

- Study potential first/last mile connections to rail stations using microtransit in the **Odenton, Dorsey, Laurel, and Jessup** areas. Stations for potential connections include Laurel, Laurel Park, Savage, Jessup, Dorsey, and Odenton Stations.

Regional Coordination

- Potential for cross-jurisdictional zones in Jessup, Dorsey, and Laurel.



Enhancement Opportunities

- Internal Circulation
- First Mile / Last Mile Connection
- Hybrid

Transit

- MARC Stations
- Metro SubwayLink Stations
- RailLink Stations
- MTA CityLink Lines
- Rail Lines

0 3 6 Miles

Use Cases: Baltimore City

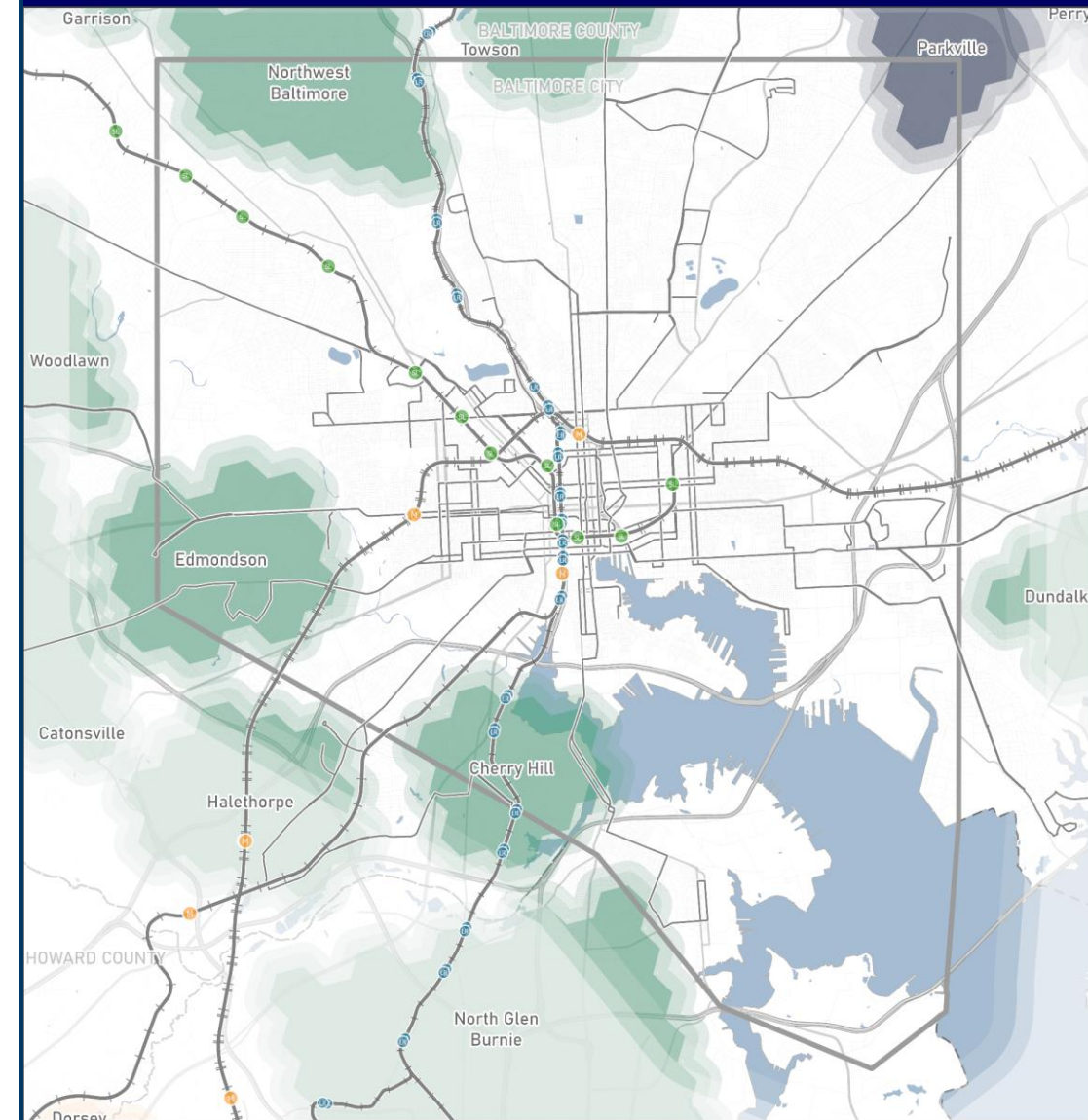
First/Last Mile Connection

Consider development of First/Last Mile Connection zones to connect to higher transit LOS in:

- **Cherry Hill:** Connection to LightRail Link and CityLink high frequency bus service.
- **Edmondson:** Connection to CityLink high frequency bus service.
- **Northwest Baltimore:** Connection to LightRail Link and CityLink high frequency bus service.

Regional Coordination

- Consider potential coordination with Baltimore County for the development of zones in **Parkville, Towson, Northwest Baltimore, Catonsville, and Cherry Hill areas.**
- Consider potential regional coordination with Anne Arundel County in the **North Glen Burnie** area.



Enhancement Opportunities

- Internal Circulation
- First Mile / Last Mile Connection
- Hybrid

Transit

- MARC Stations
- Metro SubwayLink Stations
- RailLink Stations
- MTA CityLink Lines
- Rail Lines

0 3 6 Miles

Use Cases: Baltimore County

First/Last Mile Connection

Consider microtransit zones for first/last mile connections in areas with high transit LOS in:

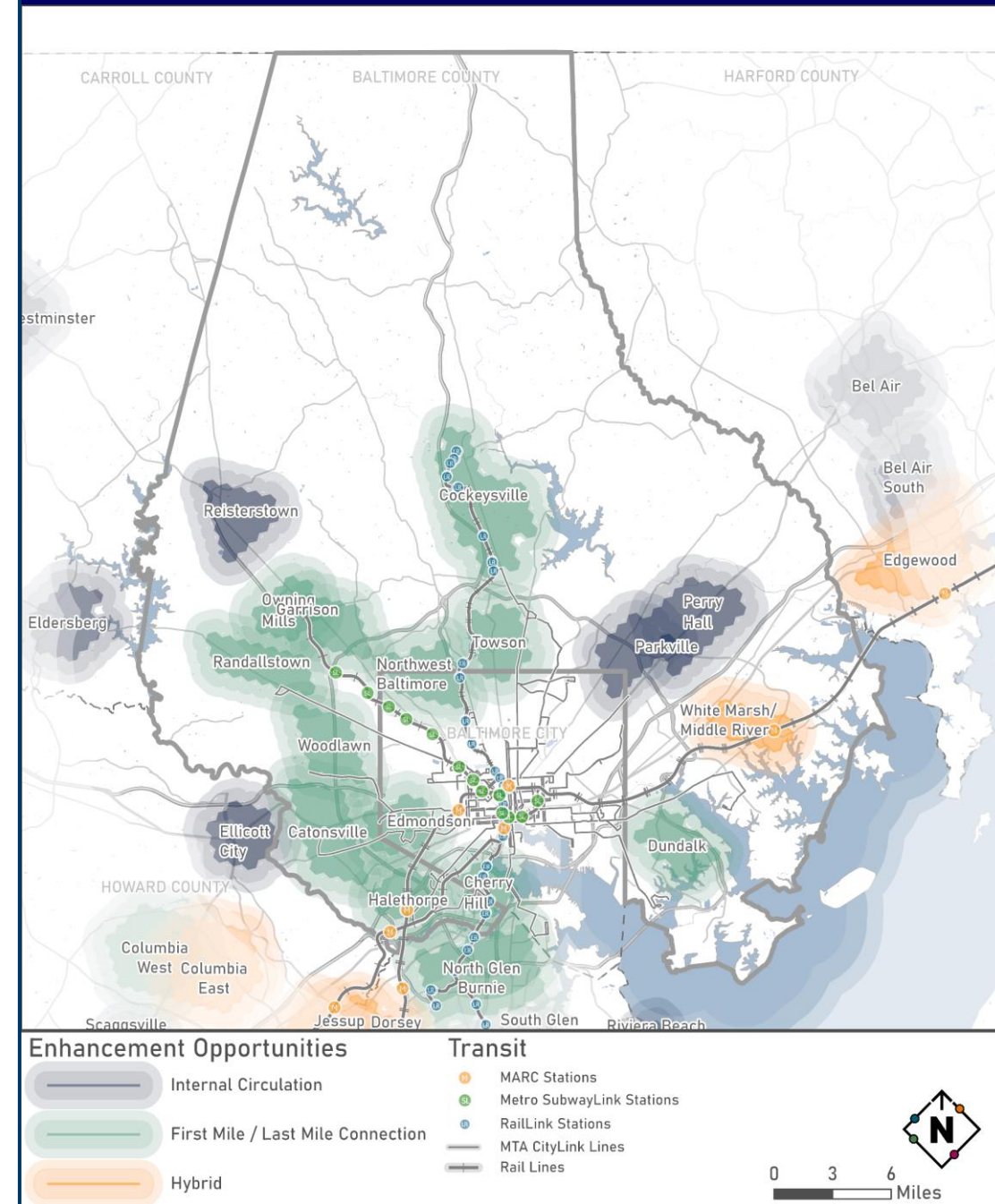
- **Owning Mills:** Connection to Metro SubwayLink service.
- **Garrison:** Connection to LocalLink Service and Metro SubwayLink Service.
- **Randallstown, Catonsville, Woodlawn, Dundalk :** Connection to CityLink high frequency bus service.
- **Northwest Baltimore:** Connection to Metro SubwayLink service and LightRailLink service.
- **Halethorpe:** Connection to LightRailLink and MARC service.
- **Towson and Cockeysville :** Connection to LightRailLink and CityLink high frequency bus service.

Internal Circulation

Consider the development of zones for internal circulation in:

- **Reisterstown:** Provides connection to retail and grocery stores along Reisterstown Road and Main Street.
- **Parkville:** Provides connection to retail and grocery stores along Harford Road.
- **Perry Hall:** Provides connection to retail and grocery stores along Bel Air Road.

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Use Cases: Baltimore County

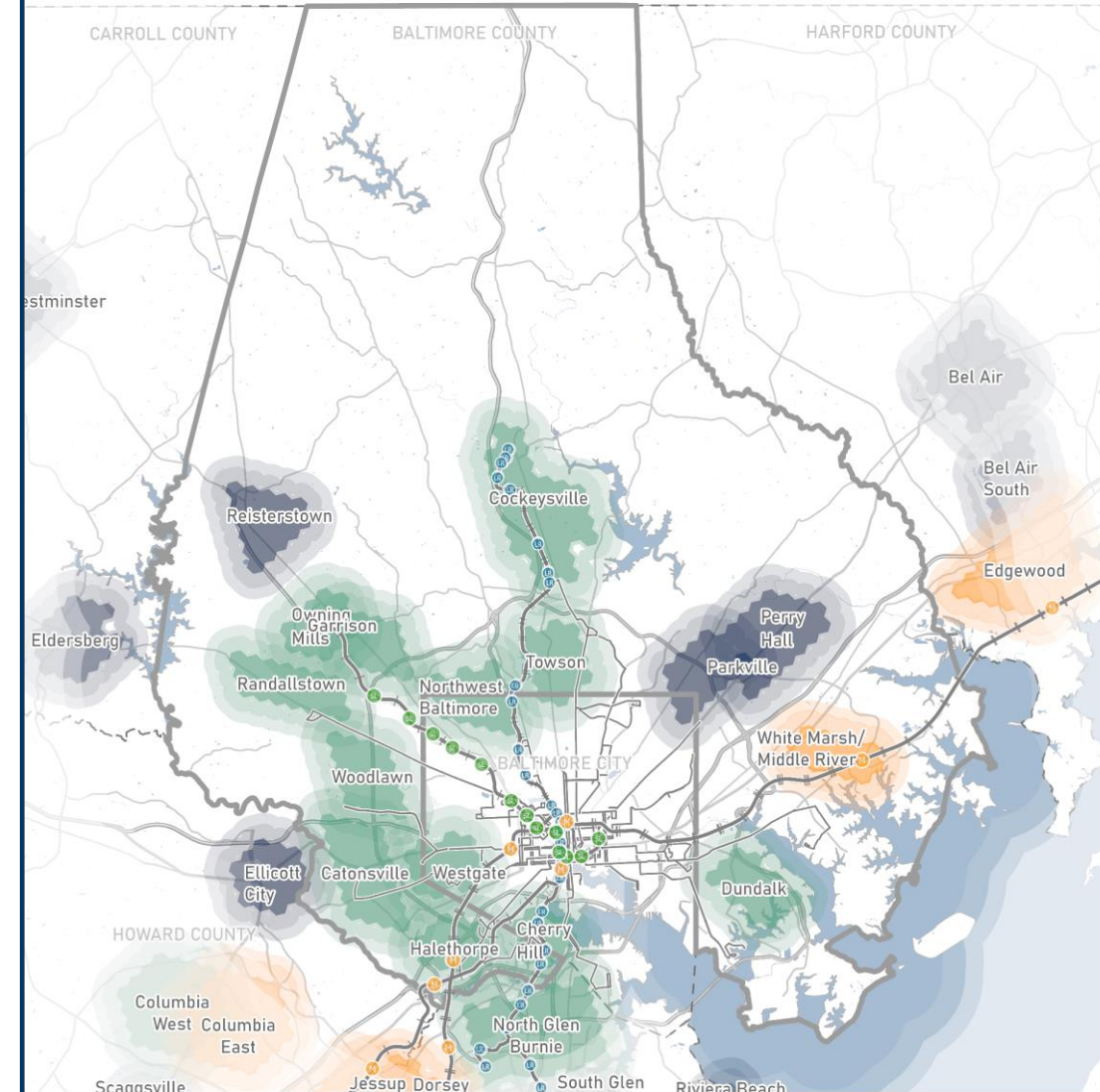
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Hybrid

- Consider connection to Martin State Airport Station in the **White Marsh/Middle River Area** and other points of interest including White Marsh Mall and Franklin Square Medical Center.

Regional Coordination

- Consider potential cross-jurisdictional coordination with Baltimore City in **Cherry Hill** and **Northwest Baltimore**. Consider potential cross-jurisdictional coordination with Howard County in **Ellicott City** and **North Glen Burnie**.



Enhancement Opportunities

- Internal Circulation
- First Mile / Last Mile Connection
- Hybrid

Transit

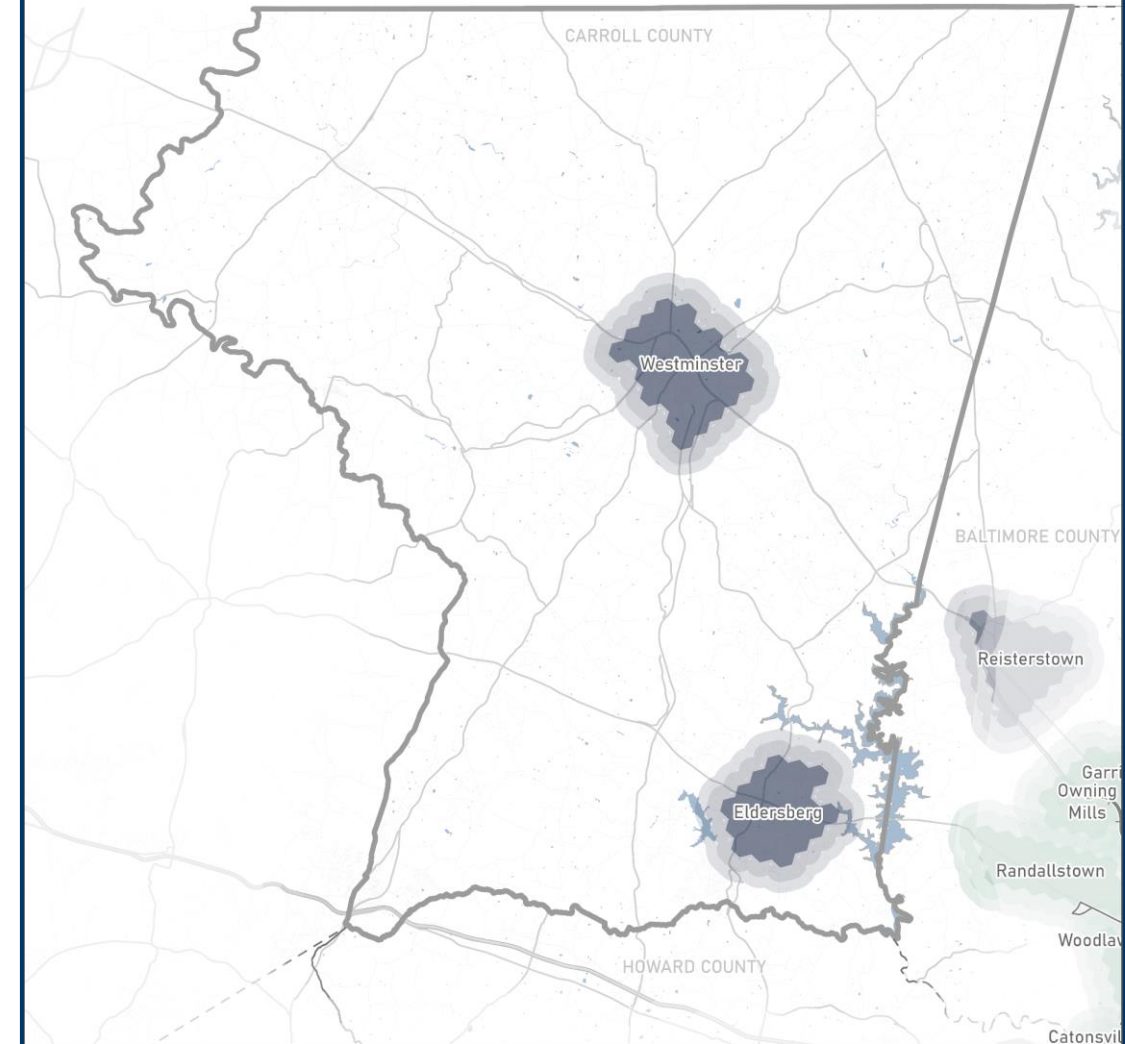
- MARC Stations
- Metro SubwayLink Stations
- RailLink Stations
- MTA CityLink Lines
- Rail Lines

0 3 6 Miles

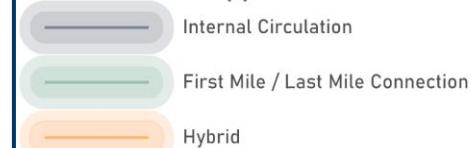
Use Cases: Carroll County

Internal Circulation

- Potential for development of zones primarily for internal circulation in the following areas:
 - ▣ **Westminster:** Would provide connections to points of interest in downtown Westminster.
 - ▣ **Eldersberg:** Would provide connections to retail and grocery stores along Sykesville and Liberty Roads.
- Potential for comingling with Carroll County's Demand Response Service.



Enhancement Opportunities



Transit



Use Cases: Harford County

First/Last Mile Connection

- **Aberdeen:** Consider zones for first/last mile connections to Aberdeen's Amtrak/MARC Station.

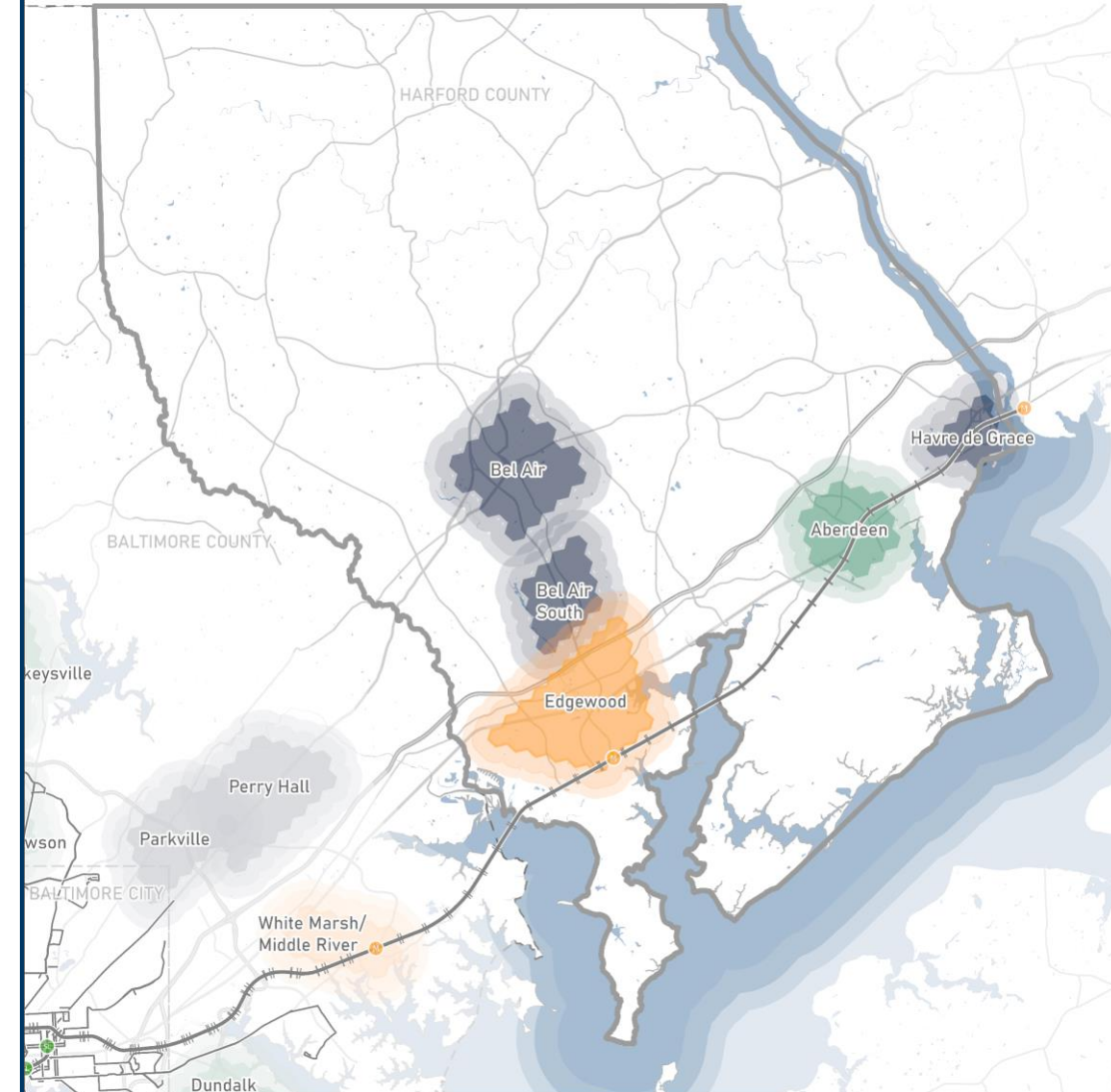
Internal Circulation

Areas identified for lower transit LOS or a lack of transit service with high microtransit suitability include

- **Bel Air:** Provides internal connection to commerce and points of interest in downtown Bel Air and at the Intersection of Baltimore Pike and State Route 24.
- **Bel Air South:** Provides internal connection to commerce and points of interest along Emmorton Road.
- **Havre de Grace:** Provides connection to downtown Havre de Grace and grocery/retail along Pulaski Highway.

Hybrid

- **Edgewood:** Provides connection to MARC's Edgewood Station and internal connections to shopping along Pulaski Highway.

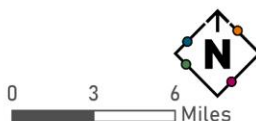


Enhancement Opportunities

- Internal Circulation
- First Mile / Last Mile Connection
- Hybrid

Transit

- MARC Stations
- Metro SubwayLink Stations
- RailLink Stations
- MTA CityLink Lines
- Rail Lines



Use Cases: Howard County

First/Last Mile Connection

Consider the development of zones for first/last mile connections in:

- **Western Columbia:** Provides connection to regional commuter routes in Downtown Columbia.

Internal Circulation

Consider development of zones for internal circulation in:

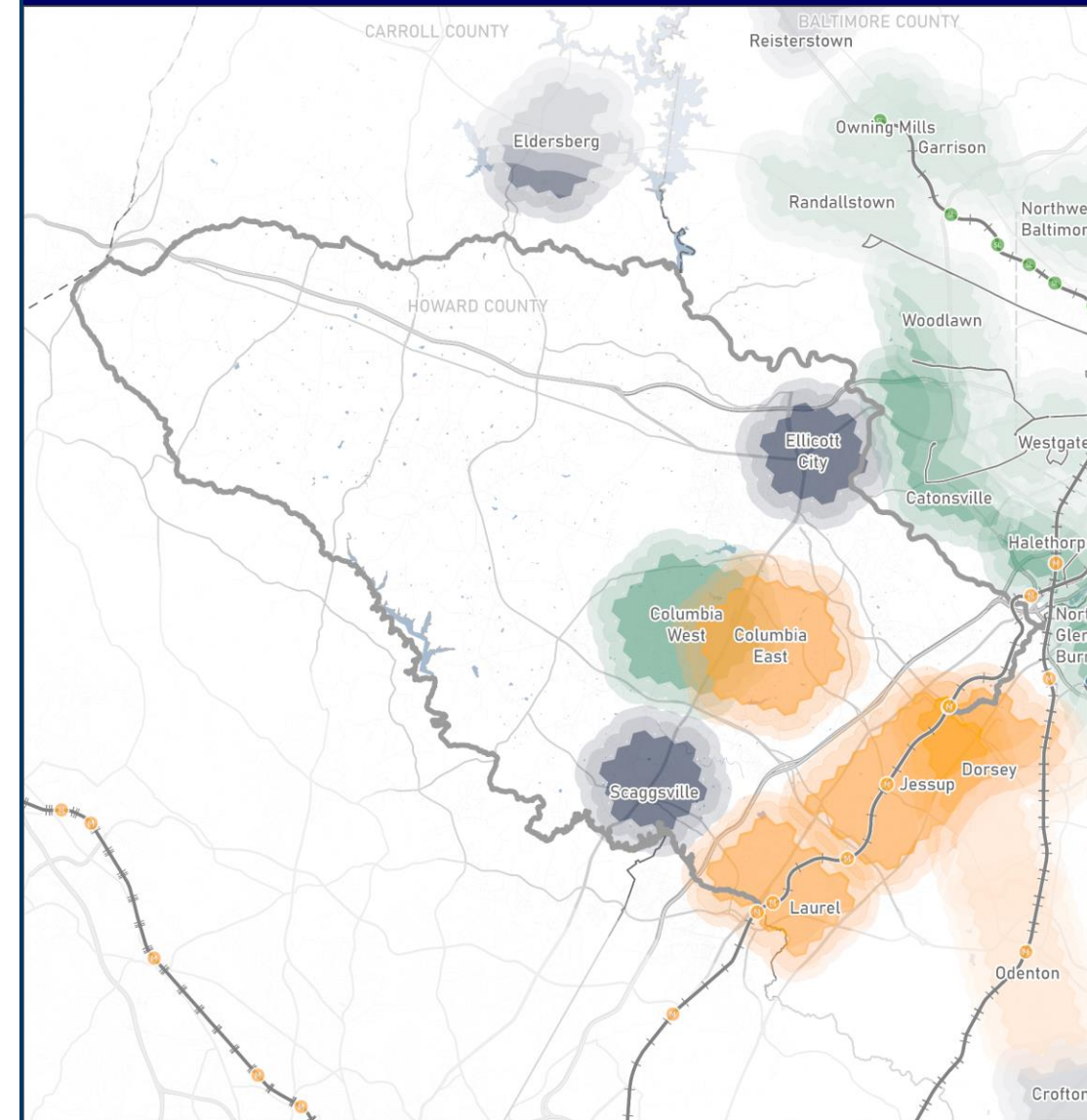
- **Ellicott City:** Provides connection to retail and grocery stores along US Route 40.
- **Scaggsville:** Provides connection to retail and grocery stores along Scaggsville Road.

Hybrid

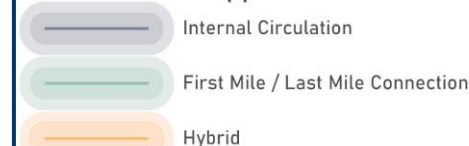
- **Columbia East:** Provides connection to MTA Commuter Routes and retail and grocery stores in Columbia Crossing.
- Study potential first/last mile connections to rail stations using microtransit in the **Dorsey, Laurel, and Jessup** areas. Stations for potential connections include Laurel, Laurel Park, Savage, Jessup, and Dorsey. Microtransit in these areas could also provide connectivity to retail and grocery stores along Washington Boulevard.

Regional Coordination

- Potential for cross-jurisdictional zones in Jessup, Dorsey, Laurel, and Ellicott City.



Enhancement Opportunities



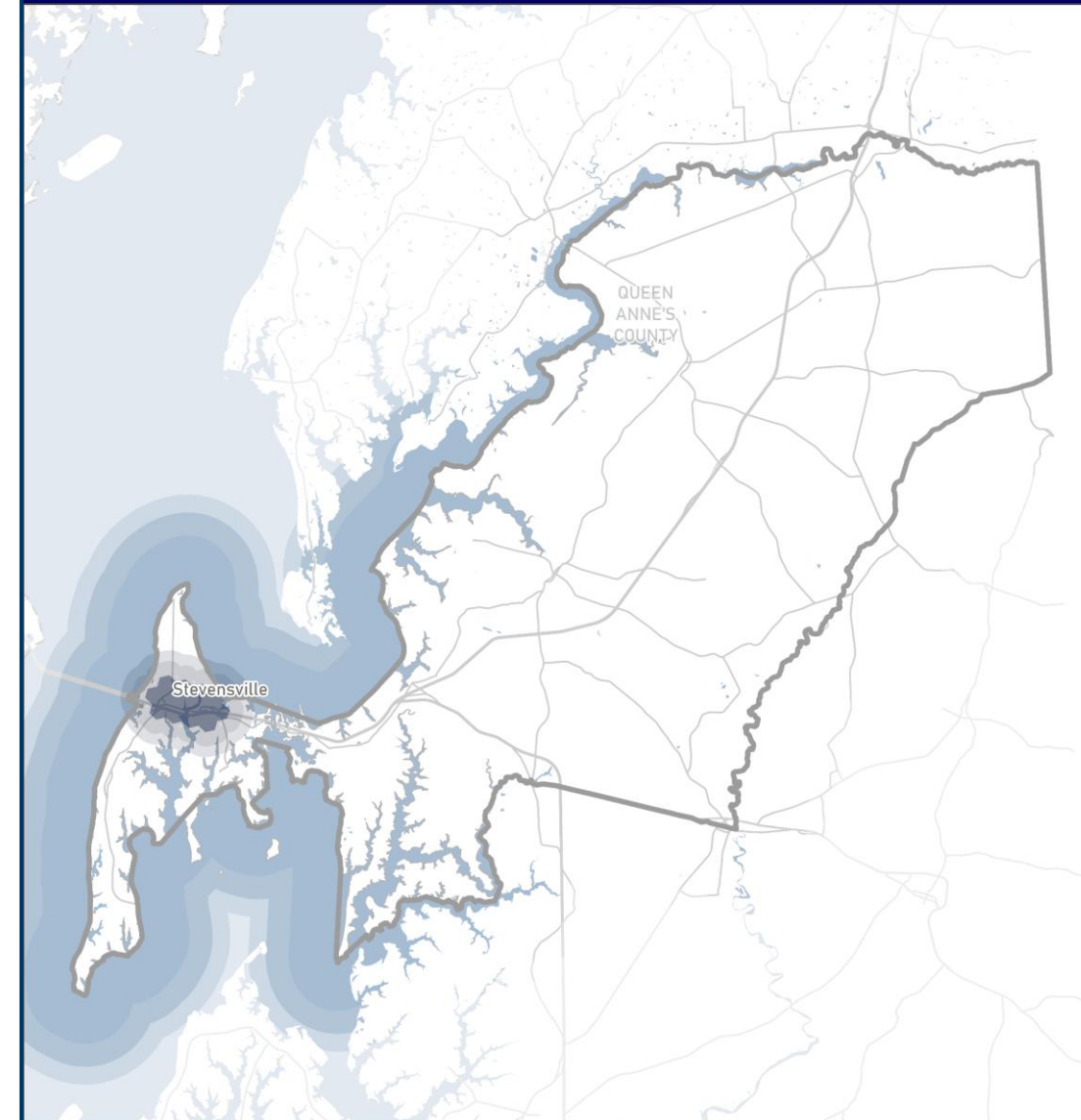
Transit



Use Cases: Queen Anne's County

Internal Circulation

- Potential for development of zones primarily for internal circulation in the **Stevensville area**.
- Potential for commingling of Queen Anne's County Ride paratransit and microtransit service.

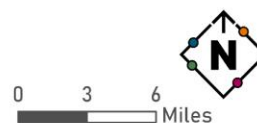


Enhancement Opportunities

- Internal Circulation
- First Mile / Last Mile Connection
- Hybrid

Transit

- MARC Stations
- Metro SubwayLink Stations
- RailLink Stations
- MTA CityLink Lines
- Rail Lines





Prioritizing Enhancement Opportunities

Why Prioritize Enhancement Opportunities?

- Not all proposed enhancement opportunities can be implemented at once.
- Data-driven prioritization criteria helps us understand which projects will have the most impact in the region.
- Balancing data-driven criteria with policy criteria, such as public support, ensures prioritization results reflect not only the potential impact but also the local will and need.
- Prioritization results are not set in stone and should be considered as guidance. Agencies should remain flexible and opportunistic as funding and staff capacity allows.

Project Prioritization Framework

BRTB: EXISTING LONG-RANGE TRANSPORTATION PLAN, *RESILIENCE 2050*, METHODOLOGY



Two-pronged approach:

- Policy scoring
- Technical scoring



For additional details on project evaluation and scoring, please see Appendix B of **Resilience 2050**.

Project Prioritization Framework

EXISTING LONG-RANGE TRANSPORTATION PLAN, *RESILIENCE 2050*, METHODOLOGY



■ Policy Scores (40 points max):

- ❑ Project Priority – High (30 pts), Medium (20 pts), Low (10 pts)
- ❑ Demonstrated Financial Support (10 pts)

■ Technical Scores (55 points max):

- ❑ Safety (10 pts)
- ❑ Accessibility (15 pts)
- ❑ Mobility (10 pts)
- ❑ Environmental Conservation (10 pts)
- ❑ Security (5 pts)
- ❑ Economic Prosperity (5 pts)

Project Prioritization Framework

PROPOSED METHODOLOGY FOR MICROTRANSIT ENHANCEMENT OPPORTUNITIES

■ Policy Scores (40 points max):

- ❑ Project Priority – High (30 pts), Medium (20 pts), Low (10 pts)
- ❑ Demonstrated Financial Support (10 pts)

Modified scores and new criteria are highlighted in **orange**. The accessibility score decreased due to the removal of “project supports Complete Streets” component (up to 4 pts). The safety and security criteria were removed as the proposed enhancements do not align with discernibly improving safety or serving evacuation routes.

■ Technical Score (51 points max):

- ❑ Accessibility (11 pts)
- ❑ Mobility (10 pts)
- ❑ Environmental Conservation (10 pts)
- ❑ Economic Prosperity (5 pts)
- ❑ Cross-Jurisdictional Service (10 pts)
- ❑ Geographic Equity (5 pts)

Project Prioritization Framework

PROPOSED METHODOLOGY FOR MICROTRANSIT ENHANCEMENT OPPORTUNITIES

■ Technical Score (same as *Resilience 2050*):

- Accessibility (11 pts)
 - Complete Streets: Proximity to EJ areas as determined by ½ mile buffer (1 pt)
 - Access to Jobs: Improved job access within 45 minutes (up to 8 pts) and improved job access for EJ workers within 45 minutes (up to 2 pts)
- Mobility (10 pts)
 - Transit Mobility: Transit options (up to 3 pts), transit ridership (up to 5 pts), and transit connectivity (2 pts)
- Environmental Conservation (10 pts)
 - Sensitive Lands and Culturally Significant Resources: Located near sensitive lands and culturally significant properties (up to +/- 5 pts), and impacts to EJ populations (+/- 1 pt)
 - Greenhouse Gas Emission Reduction: Reduce greenhouse gas emissions (up to 5 pts)
- Economic Prosperity (5 pts)
 - Transit: Leverages or otherwise supports assets and programs to revitalize and improve (up to 5 pts)

■ Technical Score (*new*):

- Cross-Jurisdictional Service (10 pts)
 - Project designed to specifically address cross-county trip making need = 10 pts.
 - Project designed to connect to regional transit service such as MARC stations or CityLink service = 5 pts.
 - Project has no cross-jurisdictional service component = 0 pts.
- Geographic Equity (5 pts)
 - Project serves an area of the region that may otherwise have lower levels of investment and transit expansion capabilities = 5 pts.
 - Project supports distribution of investment across the region = 3 pts.
 - Project has no geographic equity component = 0 pts.



Enhancement Opportunities Focused on Coordinated Services

Potential Enhancements



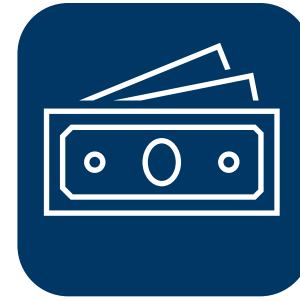
Policy



Training



**Data Collection
& Reporting**



Funding



**Procurement &
Service Delivery**



Policy Enhancements

Consider consistent eligibility requirements and policies for a consistent customer experience, especially for cross-jurisdictional service.



Age requirements currently vary. **Consider universalizing age requirements to promote connectivity across systems regardless of age.**



Fares also vary currently from: free fares, flat fares of \$2, mirroring RTA's fixed-route fares (e.g., mobility/paratransit is \$2.20), and distance-based fares of \$4 minimum to \$9 maximum. **Consider regional fare integration to improve cross-jurisdictional travel using microtransit.**



Training

Consider leveraging BMC's contribution to LOTS training to include microtransit operator training as a part of the curriculum. Trainings can also be developed integrating union considerations.

Given the customer service-oriented nature of microtransit, operator training can cover topics such as:



Introducing microtransit



Assisting passengers with disabilities



Customer service



Conflict de-escalation tactics



Data Collection & Reporting

Establish regional guidance or standards for microtransit data collection and reporting.

Data that can be shared across jurisdictional boundaries can include, but is not limited to:



Trip information such as daily and monthly trips, anonymized origins and destinations, trip distance and duration, and fare media.



Customer feedback such as complaints and satisfaction levels.

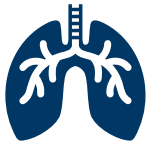


Performance such as wait times and subsidy per trip.



Funding

Repurpose existing funding streams to create “new” microtransit funding sources. One potential idea is to:



Program FHWA formula funds, specifically metropolitan planning (PL) funds, to create a regional microtransit program. The Congestion Mitigation and Air Quality (CMAQ) program and the Carbon Reduction Program (CRP) are two options within PL funds that MPOs can leverage to fund microtransit as both are designed to improve air quality and reduce carbon emissions.

Unlike most other federal funding programs, CMAQ and CRP funds can be used for both capital and operating expenses.

Operating expenses sources: CMAQ [https://www.fhwa.dot.gov/bipartisan-infrastructure-law/cmaq.cfm#:~:text=The%20BIL%20allows%20CMAQ%20funds,149\(m\)\(2\)%5D](https://www.fhwa.dot.gov/bipartisan-infrastructure-law/cmaq.cfm#:~:text=The%20BIL%20allows%20CMAQ%20funds,149(m)(2)%5D) and CRP https://www.fhwa.dot.gov/bipartisan-infrastructure-law/crp_fact_sheet.cfm



Funding

Repurpose existing funding streams to create “new” microtransit funding sources. One other idea is to:



Coordinate with MTA to revise the existing suballocation policy to create a regional set-aside program for Central Maryland LOTS. The regional set-aside can be used to fund high-priority, high-impact cross-jurisdictional projects.

Reserving funds for this use creates an incentive for local jurisdictions to provide service outside their respective boundaries and formalizes coordinated funding decision-making across agencies. A regional set-aside program which leverages existing FTA formula funding can also help the region implement priority projects not funded through the Consolidated Transportation Program (CTP).



Funding

The Bipartisan Infrastructure Law authorizes the largest federal investment in public transportation in the nation's history. The Baltimore region can work together to pursue these federal discretionary grant opportunities.



By coordinating discretionary or competitive grant applications on a regional level, jurisdictions compete against others across the country instead of between each other. The region also benefits from a strategic use of grant application resources and promotion of a cohesive set of regional priorities.

Specific discretionary grant opportunities for microtransit to consider include but are not limited to: [Advanced Transportation Technology and Innovation](#) (ATTAIN) program, [Enhancing Mobility Innovation](#), and [Rural Surface Transportation Program](#). Each program's eligibility requirements mentions tenets of on-demand mobility services.



Procurement & Service Delivery

Organize a shared or consolidated procurement between interested local jurisdictions. The procurement should be led by a regional entity such as BMC.



Local jurisdictions with piloted services or with interest in starting turnkey microtransit elect to join the consolidated service agreement.

Each participating entity outlines preferred software features and specifications to include in the procurement.

The regional entity releases the agreed upon RFP and may choose to leverage the participating entities as the selection committee to choose a vendor.

Agencies not interested in turnkey could still pursue a different service model and procurement.



Procurement & Service Delivery

Regional procurement of microtransit services provide an economies of scale, saving local operators direct costs as well as freeing up staff capacity and agency resources.



Leverage the Baltimore Regional Cooperative Purchasing Committee to procure an on-demand software provider for interested jurisdictions across the region.

Apply FTA's Capital Cost of Contracting policy to cover a portion of microtransit capital costs with formula funds.



FTA provides up to 40% of capital costs for urban areas such as the BMC region enabling operators to be more strategic with their funding resources.

