

BALTIMORE



# Launching the Network Redesign



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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?

- ✓ **Shorten** some of our longest routes
- ✓ **Increase frequencies** on key routes
- ✓ **Decongest** the downtown corridors
- ✓ **Invest** in layovers, transfer areas, bus lanes



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**LocalLink will provide connectivity to local communities. With the support of CityLink high frequency service, LocalLink provides geographic coverage, and completes neighborhood access to the transit network.**



*New Bus Wraps Identify LocalLink Routes*

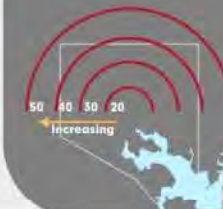
## Proposed New Route Names

Consult the table below to see how service changes under BaltimoreLink. The Public Hearing Proposal Volume 2 contains detailed maps of all proposed routes.

Current	Proposed	Current	Proposed	Current	Proposed	Current	Proposed
No. 1	LocalLink 91, LocalLink 94, CityLink Navy	No. 17	LocalLink 75	No. 38	LocalLink 38	No. 57	LocalLink 34, LocalLink 31
No. 3	LocalLink 53, CityLink Green, CityLink Silver, Express BusLink 103	No. 18	LocalLink 92	Quick Bus 40	CityLink Blue, CityLink Orange	No. 58	LocalLink 33, LocalLink 34, CityLink Brown
No. 4	LocalLink 62, CityLink Navy	No. 20	LocalLink 78	No. 44	LocalLink 30, LocalLink 31	No. 59	LocalLink 89
No. 5	CityLink Pink, CityLink Yellow	No. 21	CityLink Lime	Quick Bus 46	CityLink Pink, CityLink Purple	No. 60	LocalLink 34
No. 7	LocalLink 65, CityLink Lime	No. 22	LocalLink 22	Quick Bus 47	LocalLink 80, CityLink Brown	No. 61	LocalLink 95
No. 8	CityLink Red	No. 23	LocalLink 77, CityLink Orange	Quick Bus 48	CityLink Red	No. 64	LocalLink 67, Express BusLink 164, CityLink Silver
No. 9	LocalLink 93	No. 24	LocalLink 59	No. 50	LocalLink 57	No. 77	LocalLink 37, CityLink Yellow
No. 10	CityLink Navy, CityLink Purple, LocalLink 62	No. 26	LocalLink 65, CityLink Blue, CityLink Orange	No. 51	LocalLink 26, LocalLink 73, LocalLink 82	No. 91	LocalLink 31, LocalLink 80, CityLink Yellow, CityLink Gold
No. 11	LocalLink 51	No. 27	LocalLink 31, LocalLink 73, LocalLink 71, LocalLink 82, LocalLink 94	No. 52	CityLink Lime	No. 97	LocalLink 82
No. 12	LocalLink 22, CityLink Gold	No. 29	LocalLink 71	No. 53	LocalLink 83	No. 98	LocalLink 22
No. 14	LocalLink 69, LocalLink 70	No. 31	CityLink Gold, CityLink Navy, LocalLink 65	No. 54	LocalLink 81, LocalLink 85	No. 99	LocalLink 37, Express BusLink 107
No. 15	LocalLink 34, LocalLink 79, LocalLink 80, CityLink Brown	No. 33	LocalLink 28	No. 55	LocalLink 36	Express Bus 110	CityLink Purple
No. 16	LocalLink 29	No. 35	LocalLink 53, CityLink Yellow	No. 56	LocalLink 36		

## Cross Town Routes

Cross town routes create connections across the City without a trip into the downtown.



Numbered from 20 to 50. Route numbers increase as they get farther from downtown.

## Feeder Routes

Feeder routes connect riders to other transit modes faster, and connect into the downtown.



Numbered from 51 to 99. Route numbers increase as they move clockwise around the City.

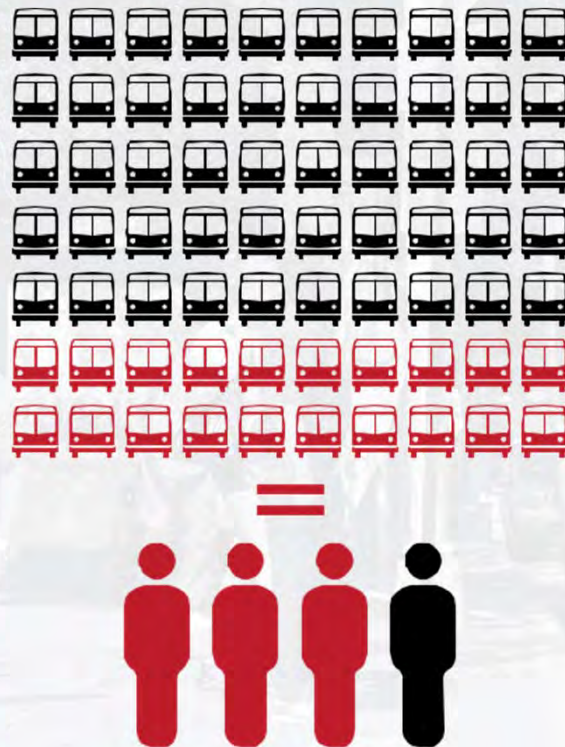


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# Frequent Transit Network Impact



## 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:

## Building a Frequent Transit Network



- New Frequent Service
- Current Frequent Service  
(will remain under B-Link)

Baltimore Frequent Transit Network

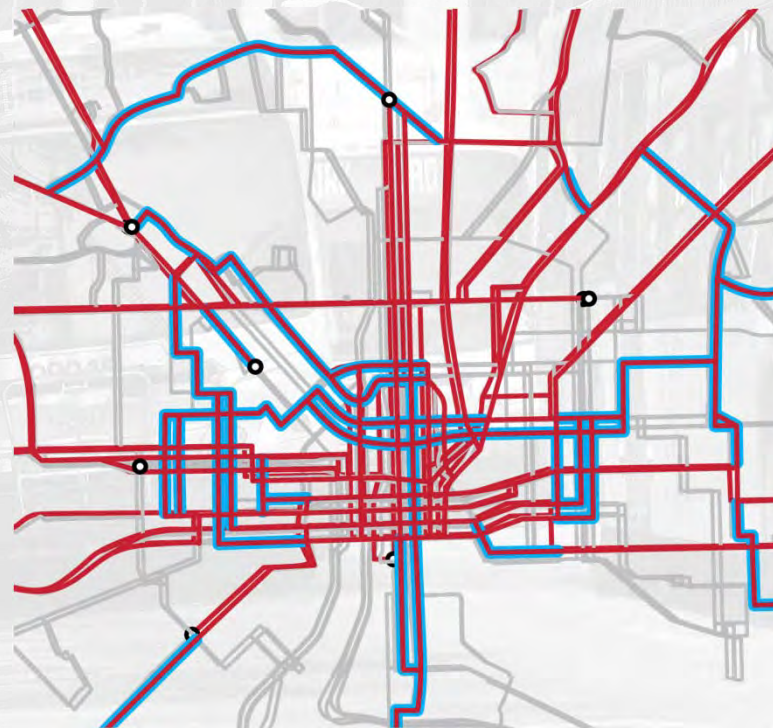


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# Connectivity and Reliability: Building a Frequent Transit Network



- New Frequent Service
- Current Frequent Service  
(will remain under B-Link)

Baltimore Frequent Transit Network



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# The Network: High-frequency Transit

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



## More People with Access to Frequent Transit

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



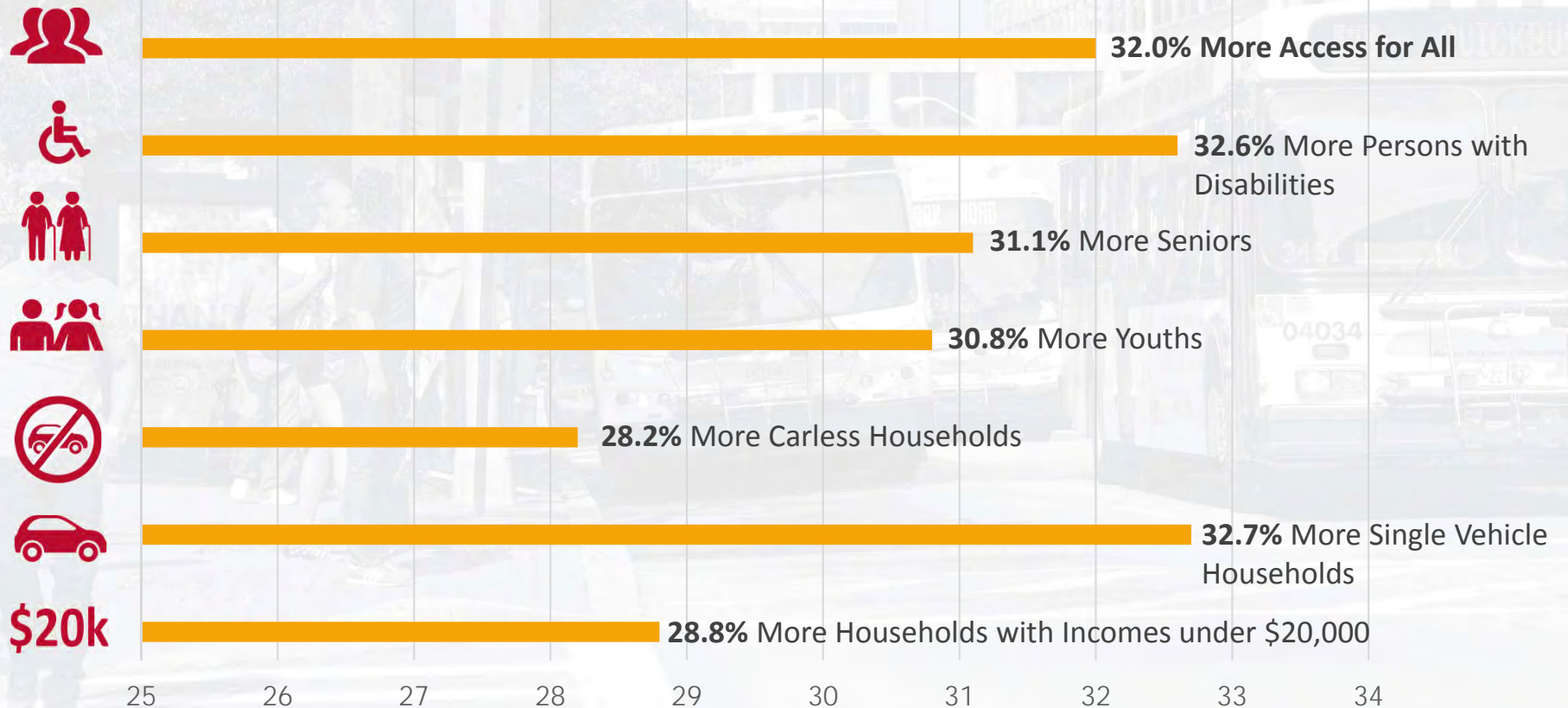
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# The Network: High-frequency Transit

Percent of Populations Within ¼ Mile FTN

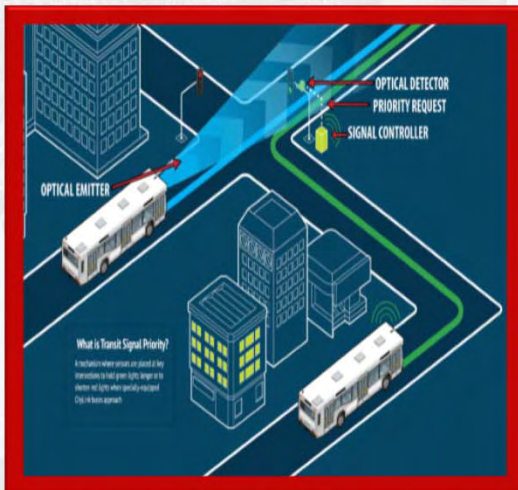


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# Bus Infrastructure Improvements

## Dedicated Lanes



Transit Signal Priority



Transfer Hubs



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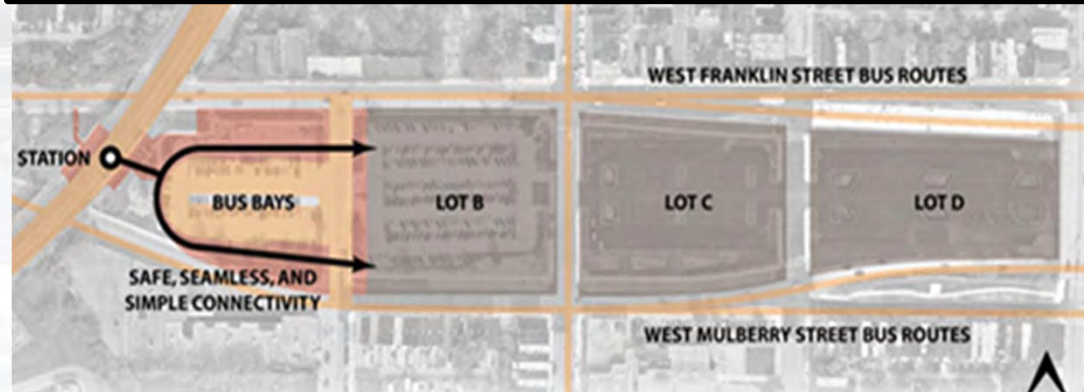
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# West Baltimore

## Amenities:

- 4 bus bays
- 4 layovers
- Operator restroom
- ADA parking
- Ticket Vending Machines
- Real Time Signage
- New Shelters
- New Lighting
- Blue Light Cameras and CCTV to Lot D



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# Dedicated Bus Lanes



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# Dedicated Bus Lanes

- The MTA screened 25 streets and evaluated multiple CityLink route corridors, traffic analysis, and the number of buses per hour
- Implementing roughly 5 ½ miles of dedicated bus lanes
  - Pratt (Greene to Market Place)
  - Lombard (Penn to Market Place)
  - Baltimore (Arch to President)
  - Fayette (Arch to Gay)
  - Charles (Madison to Oliver – PM Peak Only)
  - St. Paul (Franklin to Pratt)
  - Gay (Baltimore to Forrest)
  - Hillen (Forrest to Guilford)
  - Guilford (Pleasant to Baltimore)



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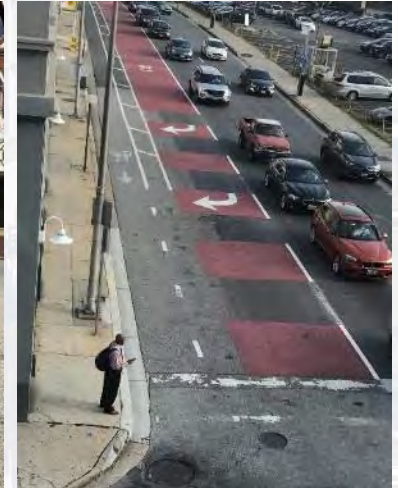
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# Dedicated Bus Lanes

Installation is ongoing

- Complete on  
Baltimore, Pratt, Fayette,  
Gay, Hillen, Guilford, &  
Lombard
- Charles & St. Paul In  
Progress



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



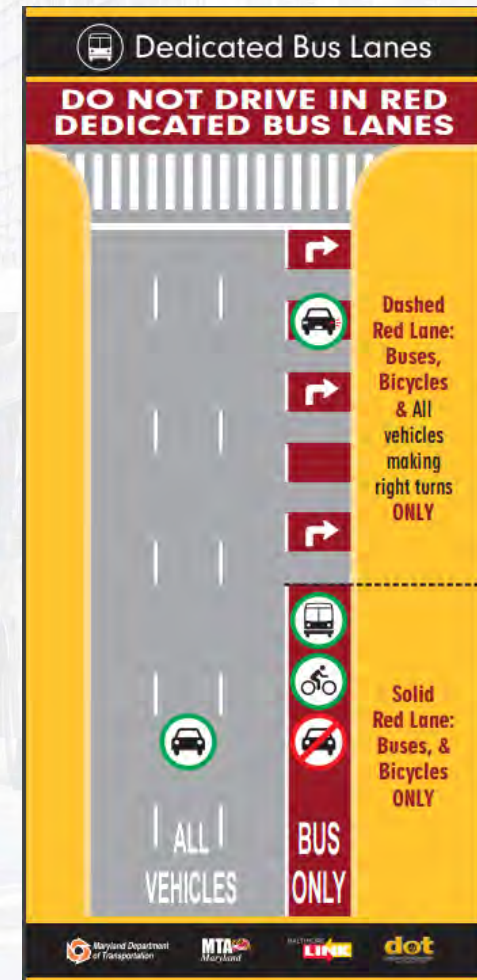
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# Dedicated Bus Lanes

- Dedicated Lanes were already installed on Pratt & Lombard Streets with an education campaign to alert drivers about the Dedicated Bus Lanes.
- Enforcement has begun and will continue to be sporadic, although the majority of vehicles are staying out of the lanes.



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# Transit Signal Priority



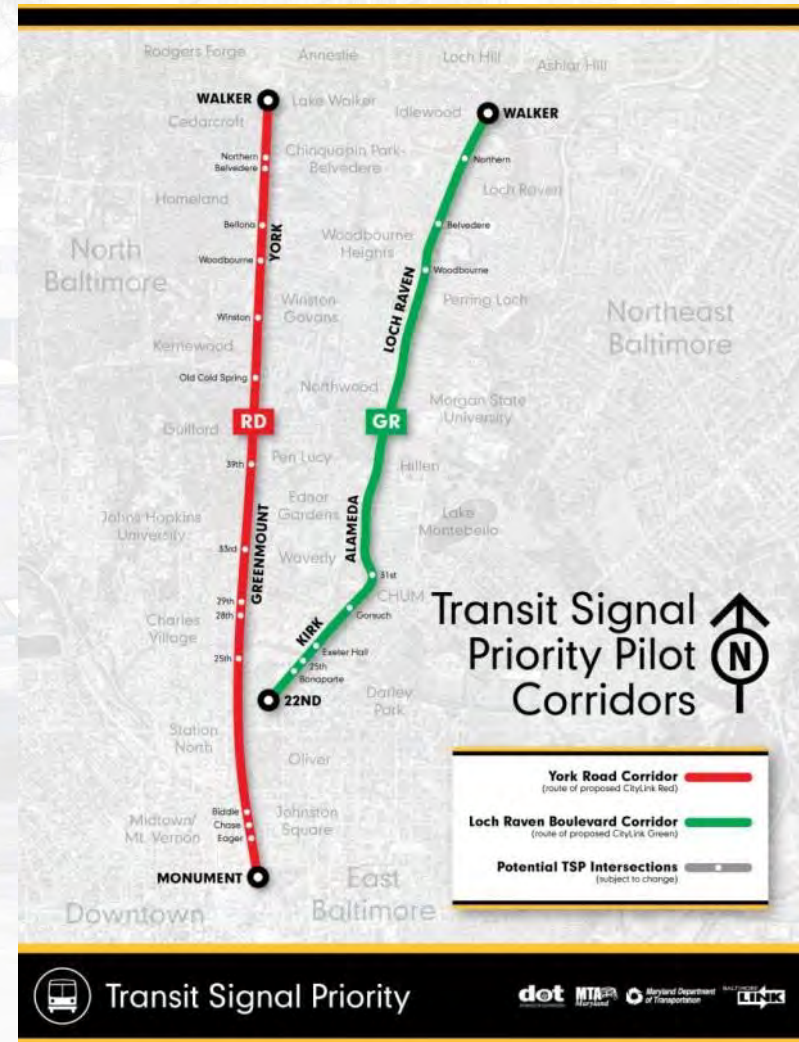
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# TSP Pilot Corridors

- The MTA screened 700 traffic signals around the region for TSP piloting
- Pilot corridors in operation on Loch Raven Blvd and York/Greenmount
- TSP bus equipment was procured and installed on 250 buses (all CityLink wrapped buses)
- Monitoring the two pilot corridors and hoping to work with City on future corridors (North Ave. TSP is part of the TIGER project)



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# Bus Stops



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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

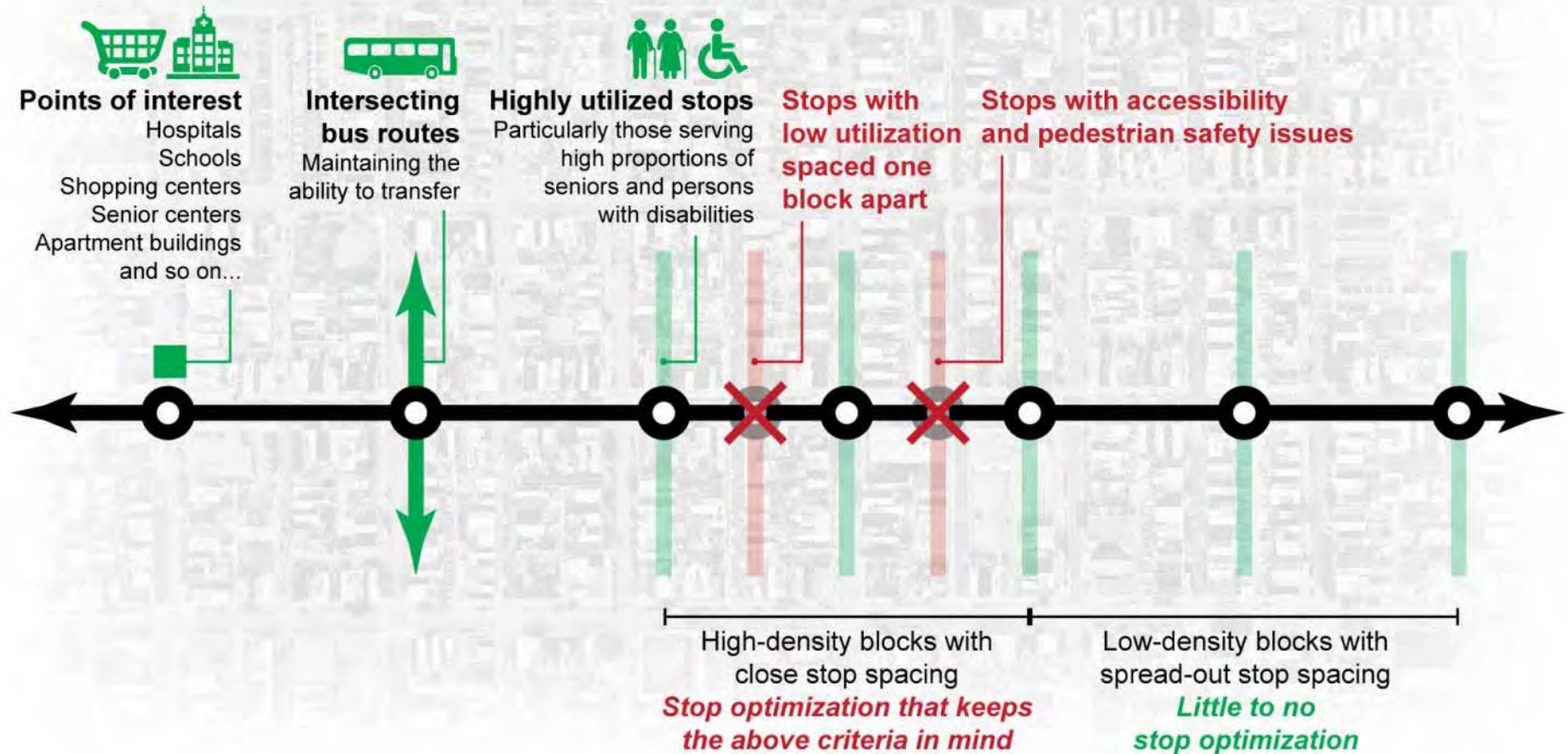
Other transit providers have expressed interest in consolidating signage



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# Bus Stop Optimization



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# Bus Stop Optimization Examples

## Spacing Example – Stop #57, Baltimore St. & Schroeder St. (EB)



- Corridor provides high frequency transit (CityLink Purple and Green)
- Stop activity of 113 persons (+73, -40)
- Sidewalks and curb ramps along the corridor
- No major trip generators at stop



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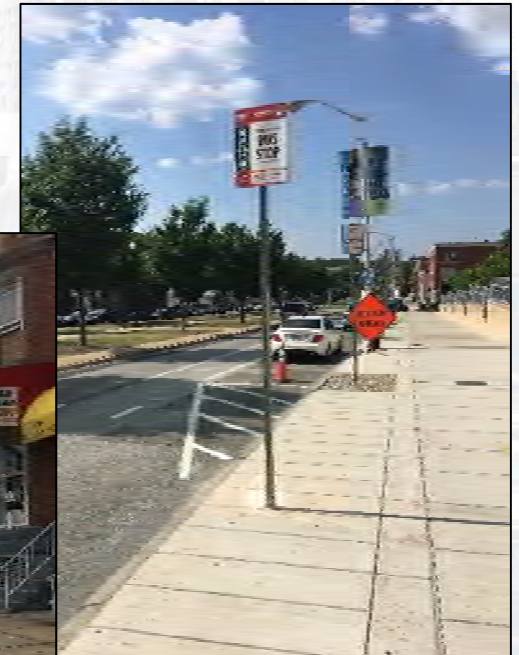


# Bus Stop Optimization Examples

## Stop Removals



## New Bus Stops



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# Preparing to Launch



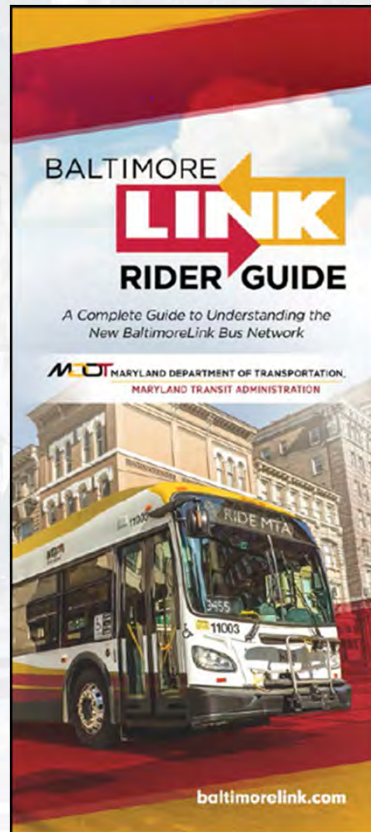
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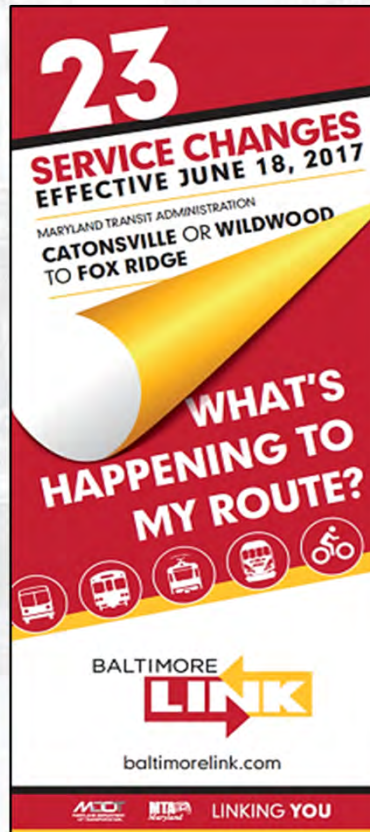


# Preparing to Launch

## Community Outreach



Rider Guide



Rider Alert



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## Updating Public Information



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## Operator Inreach



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# Preparing to Launch

## The Startup Plan



Sunday, June 18, 2017		
Activity	Lead	Target Time
<b>Orioles Game</b>		<b>1:35 PM</b>
<input type="checkbox"/> Extra schedules present at gate-checks to provide to Operators as needed during pull-out	Bob Bennett	1:45 PM
<input type="checkbox"/> Safety Officers at Bus divisions	Phil Thomas	2:00 PM
<input type="checkbox"/> Safety Officer at Kirk	T. Robb, D. Griffin	
<input type="checkbox"/> Safety Officer at Bush	G. Lynott, M. Morgan	
<input type="checkbox"/> Safety Officer at Northwest	R. Frazier, G. Chapman	
<input type="checkbox"/> Safety Officer at Eastern	F. Freeman, B. Johnson	
<input type="checkbox"/> Street Supervision shift debriefing	Inmar Lizama	2:00 PM
<input type="checkbox"/> Street Supervision at divisions for gate checks	Inmar Lizama	2:00 PM
<input type="checkbox"/> Gate checks at Kirk Division	Jacquela Davis	
<input type="checkbox"/> Gate checks at Bush Division	Howard Nelson	
<input type="checkbox"/> Gate checks at Eastern Division	Benny Causar	
<input type="checkbox"/> Gate checks at Northwest Division	Nita Rhinehart	
<b>Baltimore Pride Parade (Charles Street run-ups)</b>		<b>3:00 PM</b>
<input type="checkbox"/> Cancel diversion that was in place due to Pride Parade and Block Party	James Newton	3:00 PM
<input type="checkbox"/> Bulletins re: sign un-bagging and relief points ready for distribution at divisions and gate check staff reminded to notify Operators to complete new BaltimoreLink route regardless of any signs that are still bagged	Bob Bennett	3:00 PM
<input type="checkbox"/> PM Street Teams meet at Tindale Oliver to prep for deployment	Zach Chissell	3:00 PM
<input type="checkbox"/> Conference Call #8	Transition Management Team	3:00 PM
<input type="checkbox"/> Follow-Up Call with OGA, OCM, and	Jim Knighten	3:30 PM
<input type="checkbox"/> PM Street Teams arrive at assigned locations	Zach Chissell	4:00 PM
<input type="checkbox"/> Street Supervision Superintendent/Division Superintendent phone check-ins	Inmar Lizama	5:00 PM
<input type="checkbox"/> Check-in at Kirk Division	Stacey Hill	
<input type="checkbox"/> Check-in at Bush Division	Danilo Soto	
<input type="checkbox"/> Check-in at Eastern Division	James Smith	
<input type="checkbox"/> Check-in at Northwest Division	Danilo Soto	
<input type="checkbox"/> Street Supervision Superintendent/Division Superintendent phone check-ins	Inmar Lizama	6:00 PM
<input type="checkbox"/> Check-in at Kirk Division	Stacey Hill	
<input type="checkbox"/> Check-in at Bush Division	Danilo Soto	
<input type="checkbox"/> Check-in at Eastern Division	James Smith	
<input type="checkbox"/> Check-in at Northwest Division	Stacey Hill	
<input type="checkbox"/> All managers email performance reports to Kevin Quinn	Kevin Quinn	7:00 PM

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# Preparing to Launch

## BaltimoreLink Advance & Tabletop Exercise



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# Countdown to Launch



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# Tuesday, June 6, 2017 – 4:59PM

**Kevin B. Quinn, Jr., AICP**  
Acting Administrator and CEO



**O** 410-767-3943  
**F** 410-333-3279

6 St. Paul Street  
Baltimore, Maryland 21202  
[mta.maryland.gov](http://mta.maryland.gov)

**@** KQuinn@mta.maryland.gov

## Change in Leadership



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**Thur, June 8 – Mon, June 12**



**Hosted the APTA  
International Rail  
Rodeo & Conference**



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# Tuesday, June 13 – 3 PM



**The Day before the Kick-off**  
**West Baltimore MARC Station – Police Chase and Car Fire**



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**Wednesday, June 14 – 3:00 PM**



**Kick-off Event with  
Governor Hogan**



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**Friday, June 16, 2017 – 9:00AM**



**Senior Staff Meeting & Pep Rally**



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**Friday, June 16, 2017 – 4:00PM**



**Transition Conference Call # 1**



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# New Bus Stop Signage

Old Sign



New Sign



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**Saturday, June 17, 2017 – 8:00PM**



**Bus Stop Sign Bag Removal Commences**



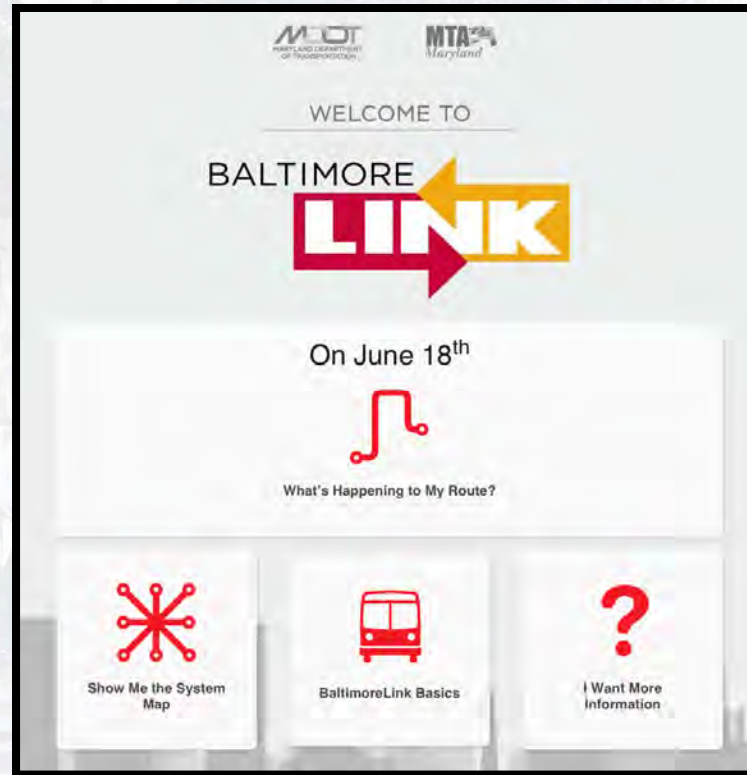
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# Sunday, June 18, 2017 – 12:01AM



## Website Changes Go Live



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**Sunday, June 18, 2017 – 12:05AM**



**Call Center System Transition Begins**



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# Sunday, June 18, 2017 – 3:10AM



## Bus Stop Sign Bag Removal Concludes



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**Sunday, June 18, 2017 – 3:11AM**



**First BaltimoreLink Run Pull-out**



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**Sunday, June 18, 2017 – 5:00AM**



**Transition Conference Call # 5**



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**Sunday, June 18, 2017 – 11:00AM**

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PRIDE 2017

JUNE 17 & 18, 2017

**Street Closures for Parade – Bus Diversions**



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# Sunday, June 18, 2017 – All Day



## Building Excitement & Supporting our Operators

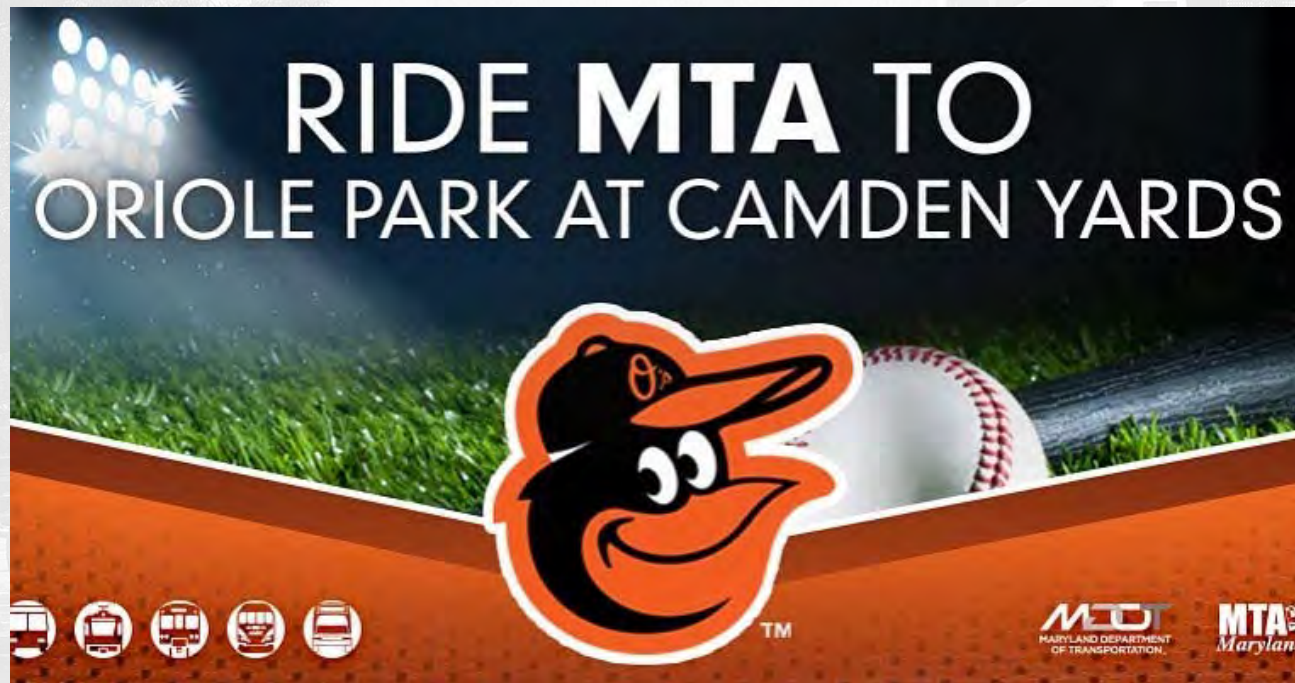


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**Sunday, June 18, 2017 – 1:35PM**



**O's Game**



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# Monday, June 19, 2017 – 4:00AM



## Launch for Weekday Service



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# Monday, June 19, 2017 – All Day



## Building Excitement & Supporting our Operators



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**Monday, June 19, 2017 – 7:00AM**



**Transition Conference Call # 10**



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**Tuesday, June 20, 2017 – 6:00PM**



## **A PM Peak Explosion & Road Closure**



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After Launch



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# After Launch

## Operational Tweaks



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# After Launch

## Schedule Tweaks

 <b>OR</b> Effective June 18, 2017	 <b>BL</b> Effective June 18, 2017	 <b>PK</b> Effective June 18, 2017
  <b>West Baltimore to Essex (Fox Ridge)</b> Frequent Daily Service / 24 hours ESPAÑOL	  <b>Johns Hopkins Bayview to Westgate / CMS</b> Frequent Daily Service / 24 hours ESPAÑOL	  <b>West Baltimore to Cedonia</b> Frequent Daily Service / 24 hours ESPAÑOL



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# In-reach/Outreach: Operator Feedback

1,019 operators were surveyed between June 18<sup>th</sup> and June 23<sup>rd</sup>.

- **73%** of operators surveyed responded **OK, Good, or Great!** when asked “How’s it going out there?”
- **67%** of operators surveyed reported feeling **Somewhat or Well Supported.**
- **62%** of operators surveyed reported hearing mostly **positive, split, or neutral comments/questions** from the public.



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# In-reach/Outreach: Community Education

Street Teams

Pop-ups

Community Travel Trainings

Info Bus

Information  
Station/BaltimoreLink HQ



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# In-reach/Outreach: Community Education

Pre-Launch  
(May 8<sup>th</sup> to June 17<sup>th</sup>)

- Total of **60,330** interactions
- Average of **794** interactions per day

Launch Week  
(June 18<sup>th</sup> to June 24<sup>th</sup>)

- Total of **24,395** interactions
- Average of **3,485** interactions per day

Post-Launch Week  
(June 25<sup>th</sup> to present)

- Over **7,300** interactions
- Average of approximately **1,800** interactions per day

Cumulative Total

- over **90,000** interactions since April 3<sup>rd</sup>



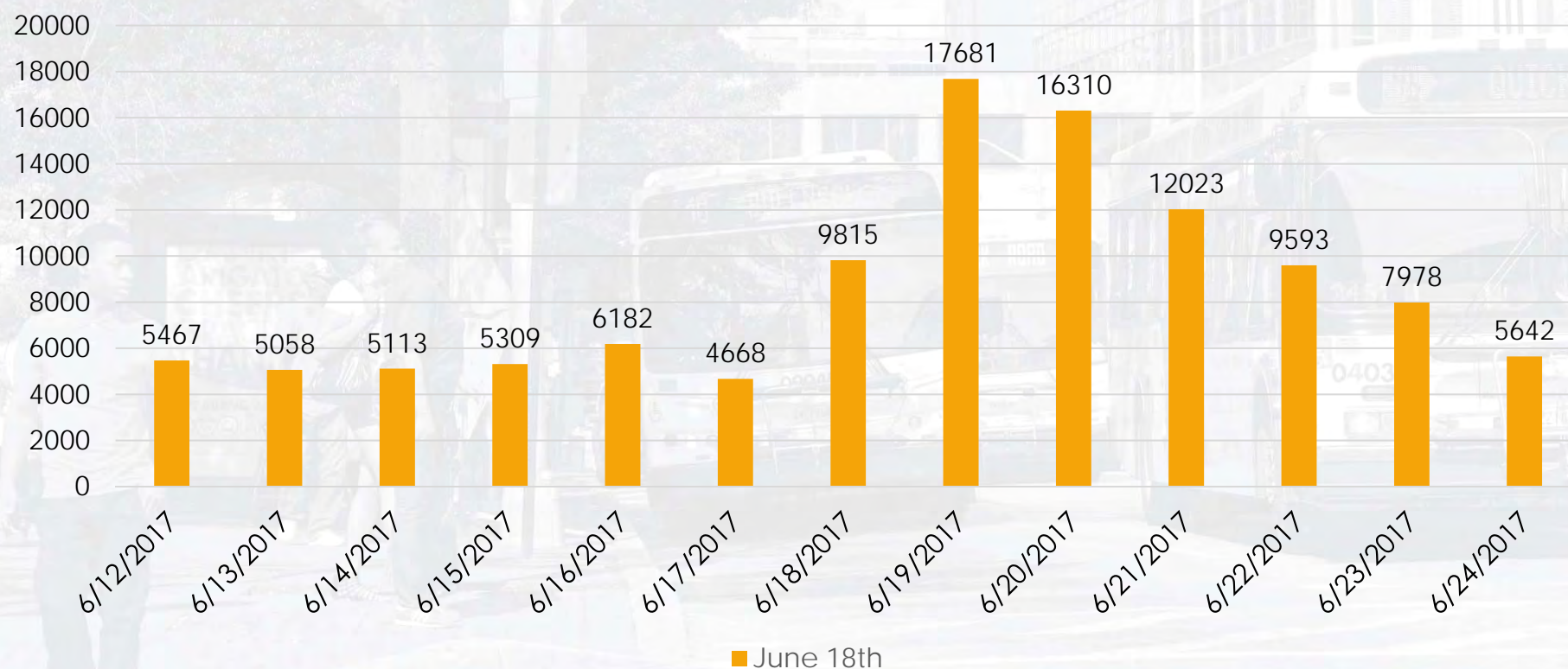
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# In-reach/Outreach: Customer Service

Total Number of Calls



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# In-reach/Outreach: Customer Service

Over the  
two-week  
period,  
**112,851**  
calls  
were  
received.

**336 calls**  
were  
answered  
per hour.

The IVR  
system  
answered  
**65% of**  
calls.

TICC  
Agents  
answered  
**54% of**  
calls.



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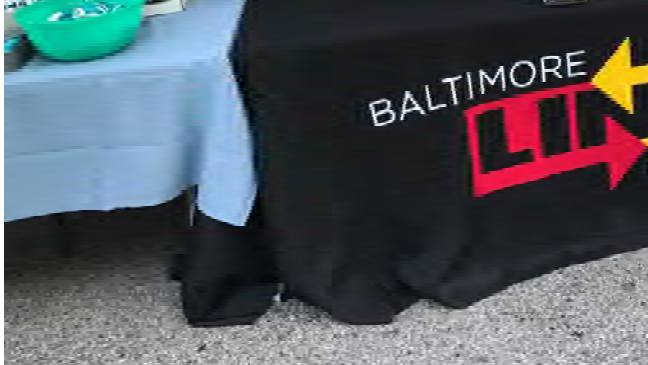




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# Supplemental Service – Public Education Materials



Both digital and print media have been prepared for the BaltimoreLink Back to Schools Effort:

- Flyers
- Student Rider Guides
- Supplemental Service Brochures
- Maps
- Website & social media content
- Student Outreach Report



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## OUTREACH BY THE NUMBERS

 **12**  
Social Media Platforms

 **100**  
Events with Students,  
Families, and/or Staff

 **150**  
Transit Ambassadors

 **200**  
Supplemental  
Service Trips

 **500**  
Promotional Posters

 **1,600**  
Students Engaged at  
School and Summer  
Programs

 **25,000**  
Student Rider Guides

 **29,000**  
Direct Mailings to  
Households

MDOT MTA has reached students, families, and communities through the use of various social media platforms.

MDOT MTA has attended school-specific events, BCPS system-wide events, community events, fairs, block parties, the Mayor's Back to School Rally, and more since June 18<sup>th</sup>.

Staff from across MDOT will be providing world-class customer service on the street and in the community on Tuesday, September 5<sup>th</sup> and Wednesday, September 6<sup>th</sup>.

For the first time, supplemental service is being presented in clear, easy-to-use brochures that assist students and their families in finding their buses.

Collaboration with Baltimore City Public Schools includes the distribution of collateral at schools and recreation centers, and training on how to use the materials was provided.

MDOT MTA built an outreach strategy for youth and families during the Summer of 2017 with input from summer program providers, education advocates, and funders of summer programs.

This portable piece of literature outlines how to use transit to attend all of Baltimore City's public schools. Within the guide, every school is listed in alphabetical order with the nearby routes and any Supplemental Service that may serve that school.

In an effort to reach every family, a direct mail campaign was coordinated with the support of Baltimore City Schools and was sent to approximately 29,000 households across the City.



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# Major Comments/Critiques

- Overall Philosophy
  - Route numbering scheme
  - Bus stop optimization
  - Transfers and reliability
- Alignments
  - CityLink Yellow on Eutaw Place
  - CityLink Pink through Mt. Vernon
- Operations
  - Continued bunching
  - Headway management
- Some reductions/shifts in service



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# Changes We're Making

- Fall service change
  - Early morning service
  - Adjusting runtimes
  - CityLink Yellow to Patapsco Light Rail
  - Bus Stop Optimization
- Winter service change proposals
  - Tradepoint Atlantic service
  - Realignment/extensions of select routes
  - Service reductions in order to offset changes



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