

Baltimore Regional Transportation Board

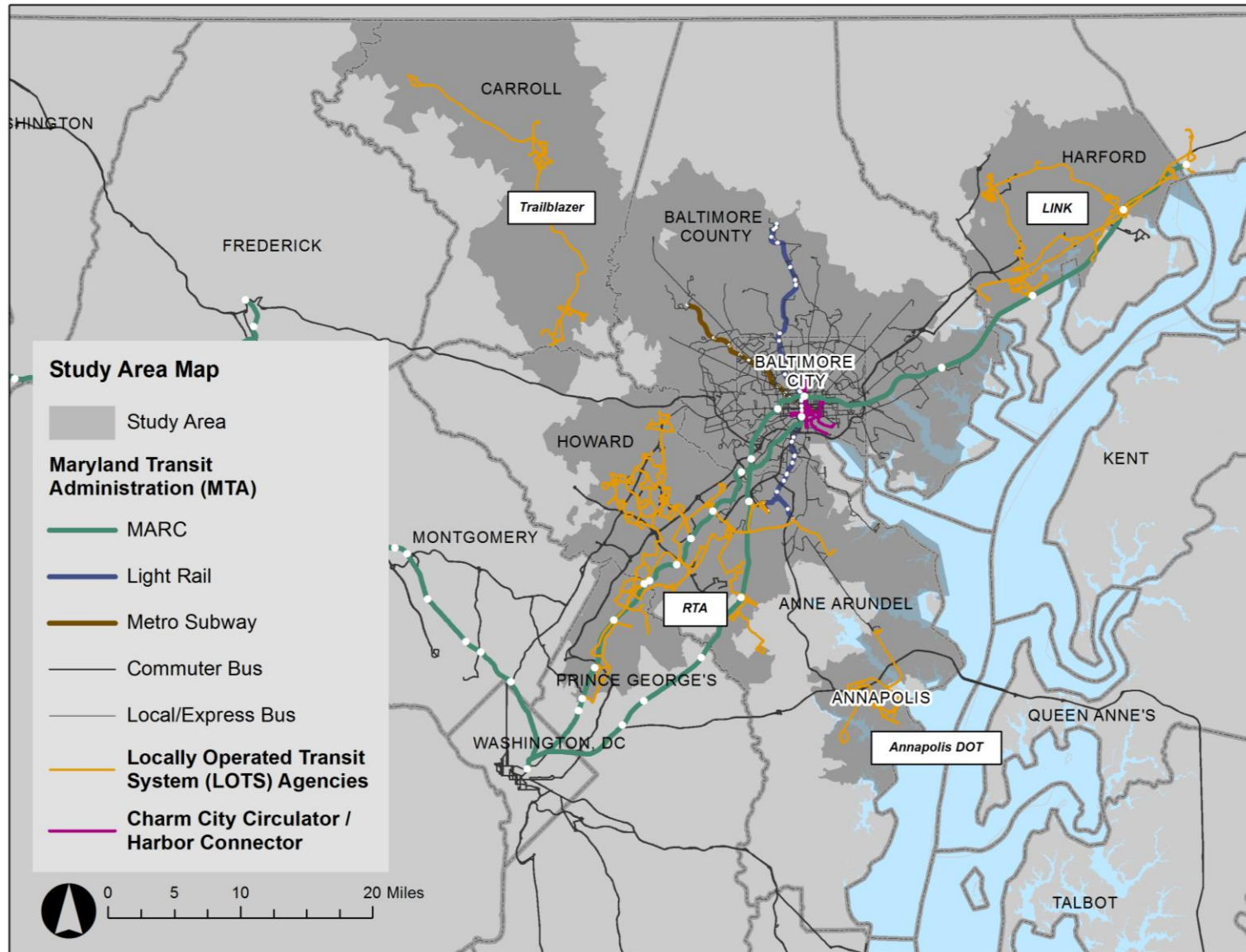
Attitudes & Behavior Study

April 25, 2017

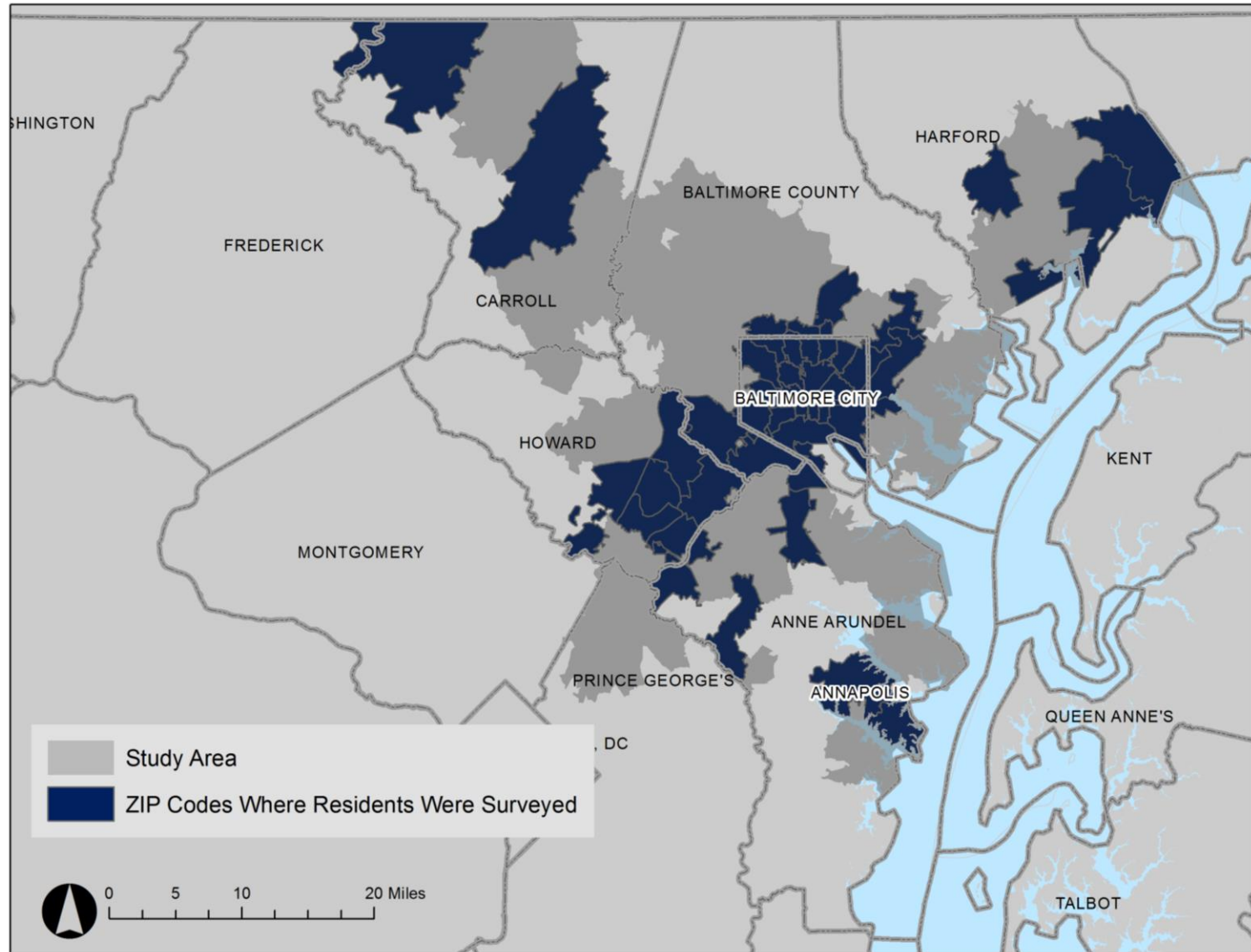


Methodology

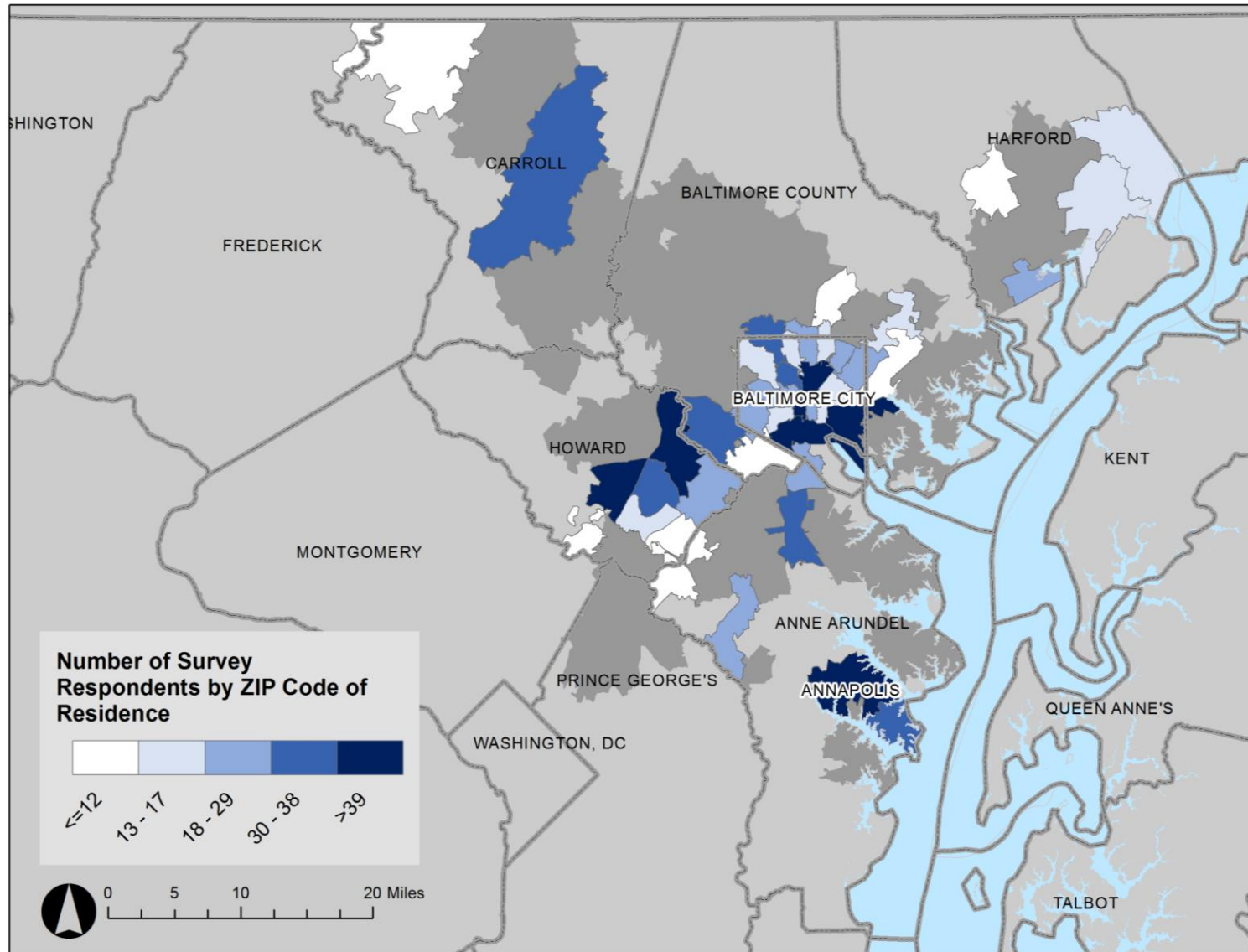
Study Area



Sampling Plan

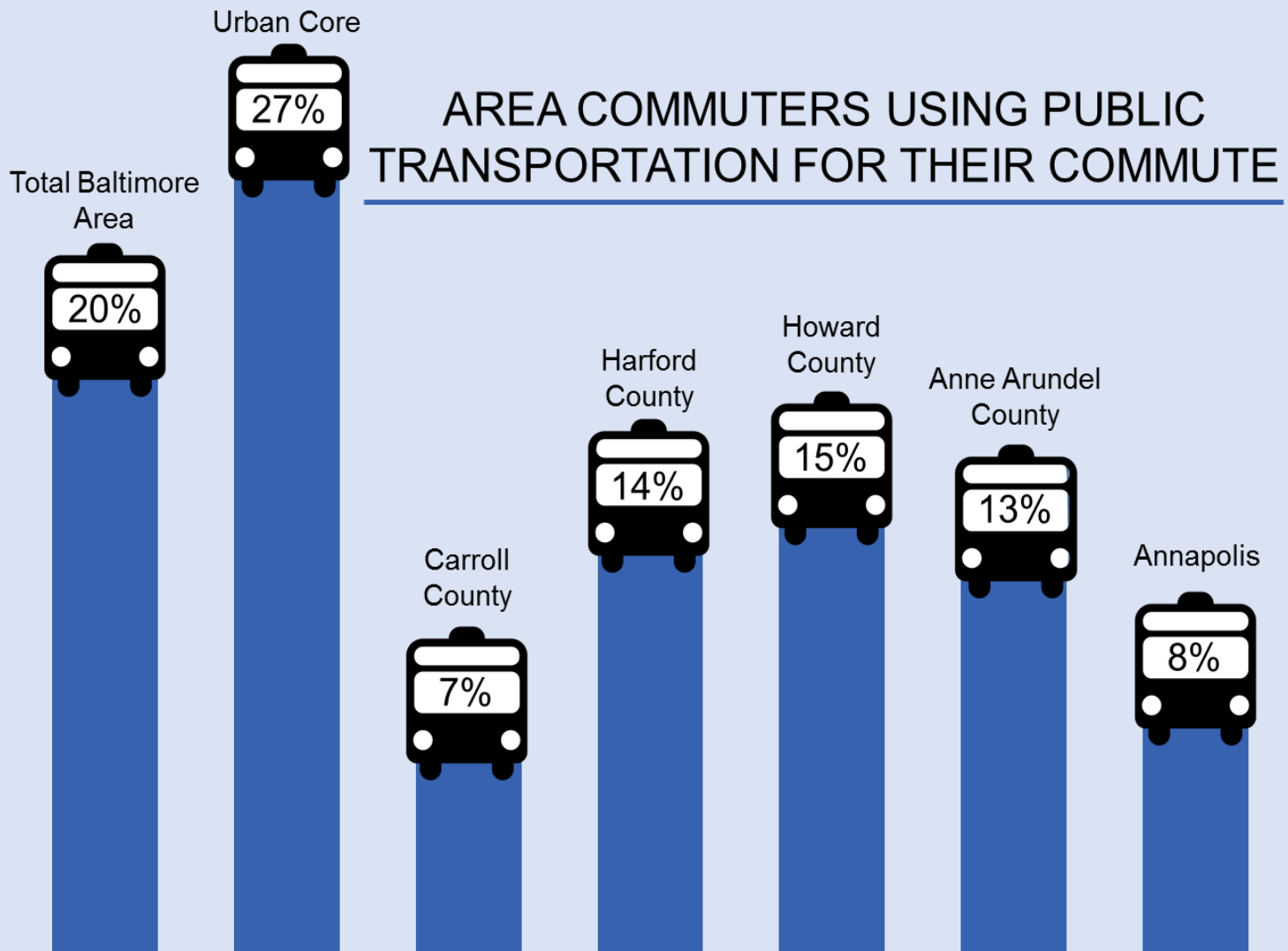


Sampling Plan

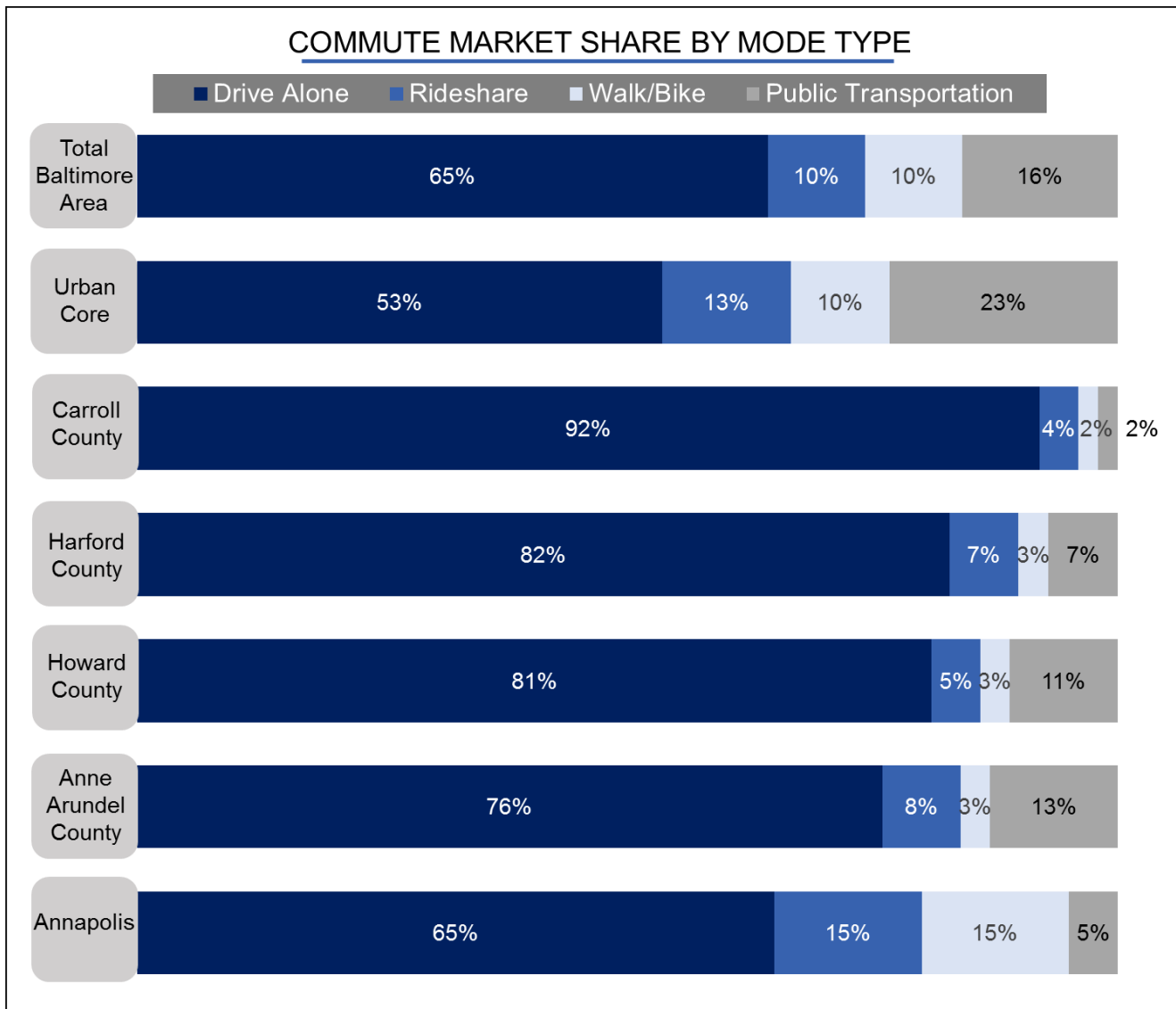


Current Travel and Attitudes

Commute Travel

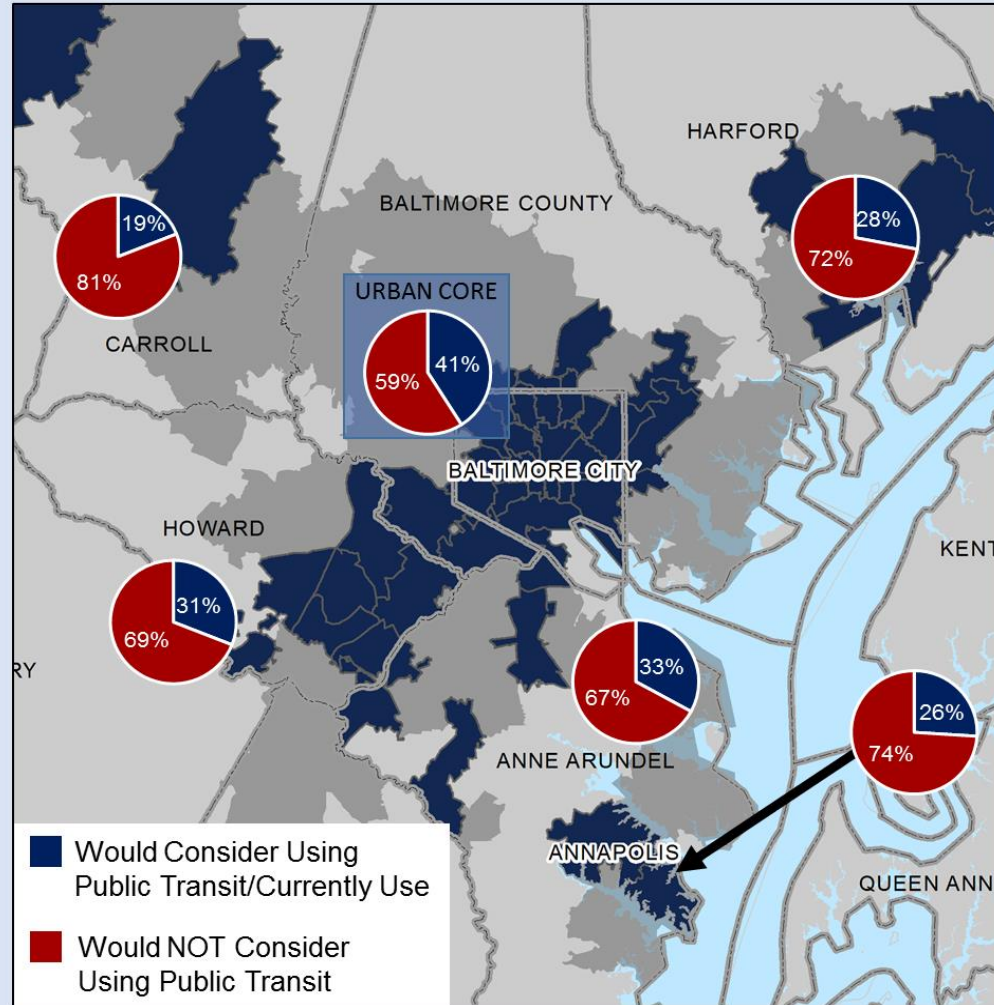


Commute Travel

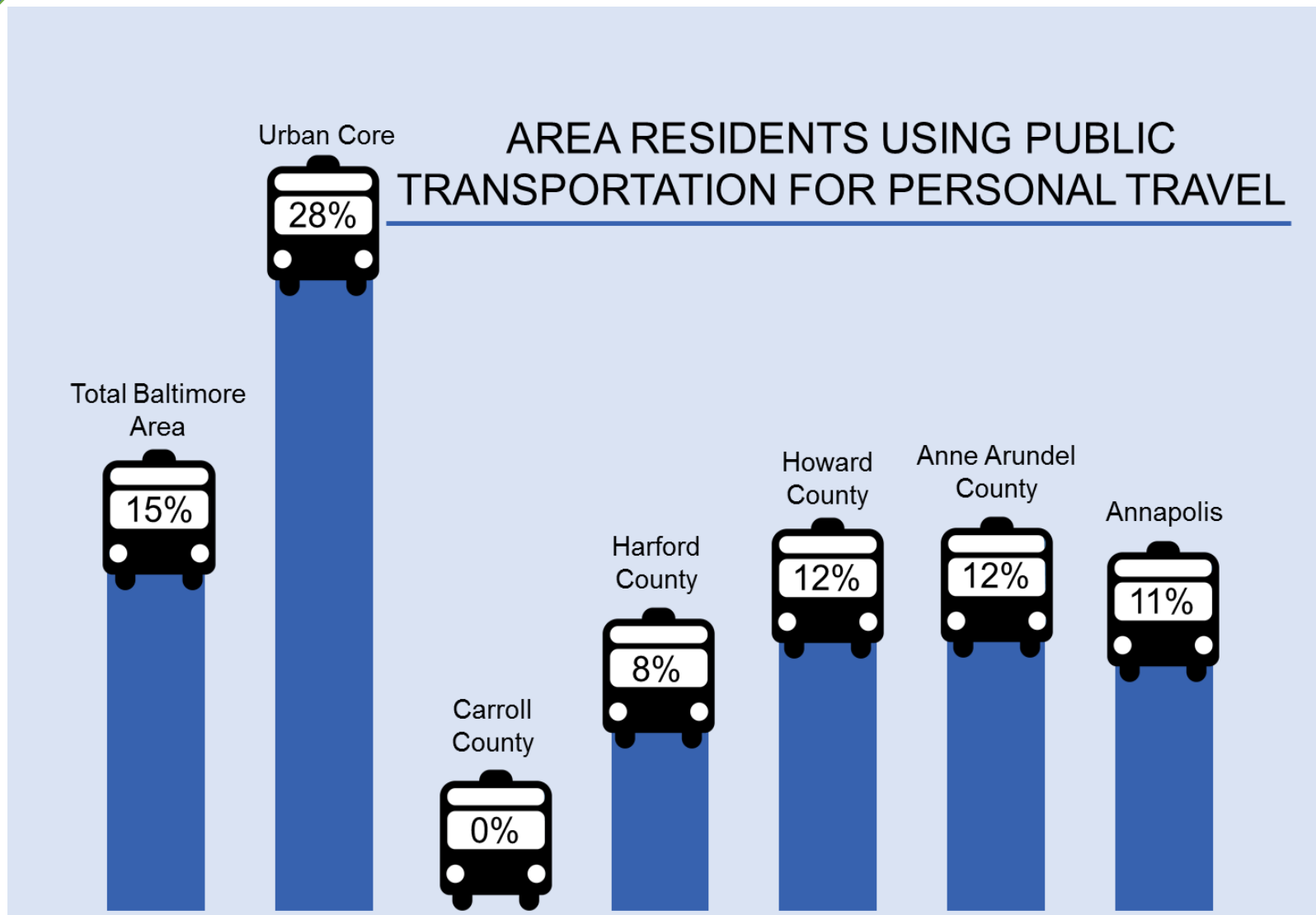


Commute Travel

CONSIDERATION OF PUBLIC TRANSPORTATION FOR COMMUTE IF IT WERE AVAILABLE WHEN NEEDED

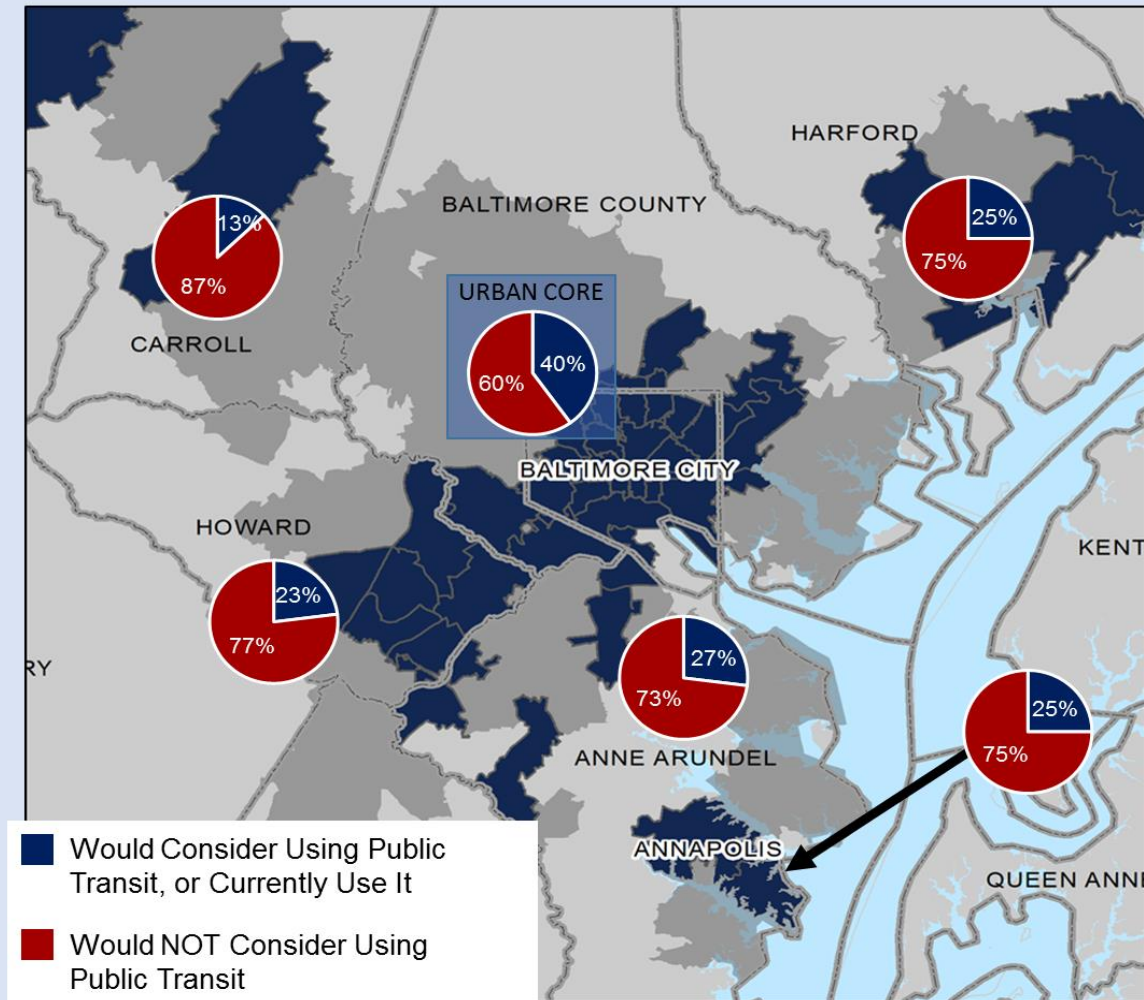


Personal Travel



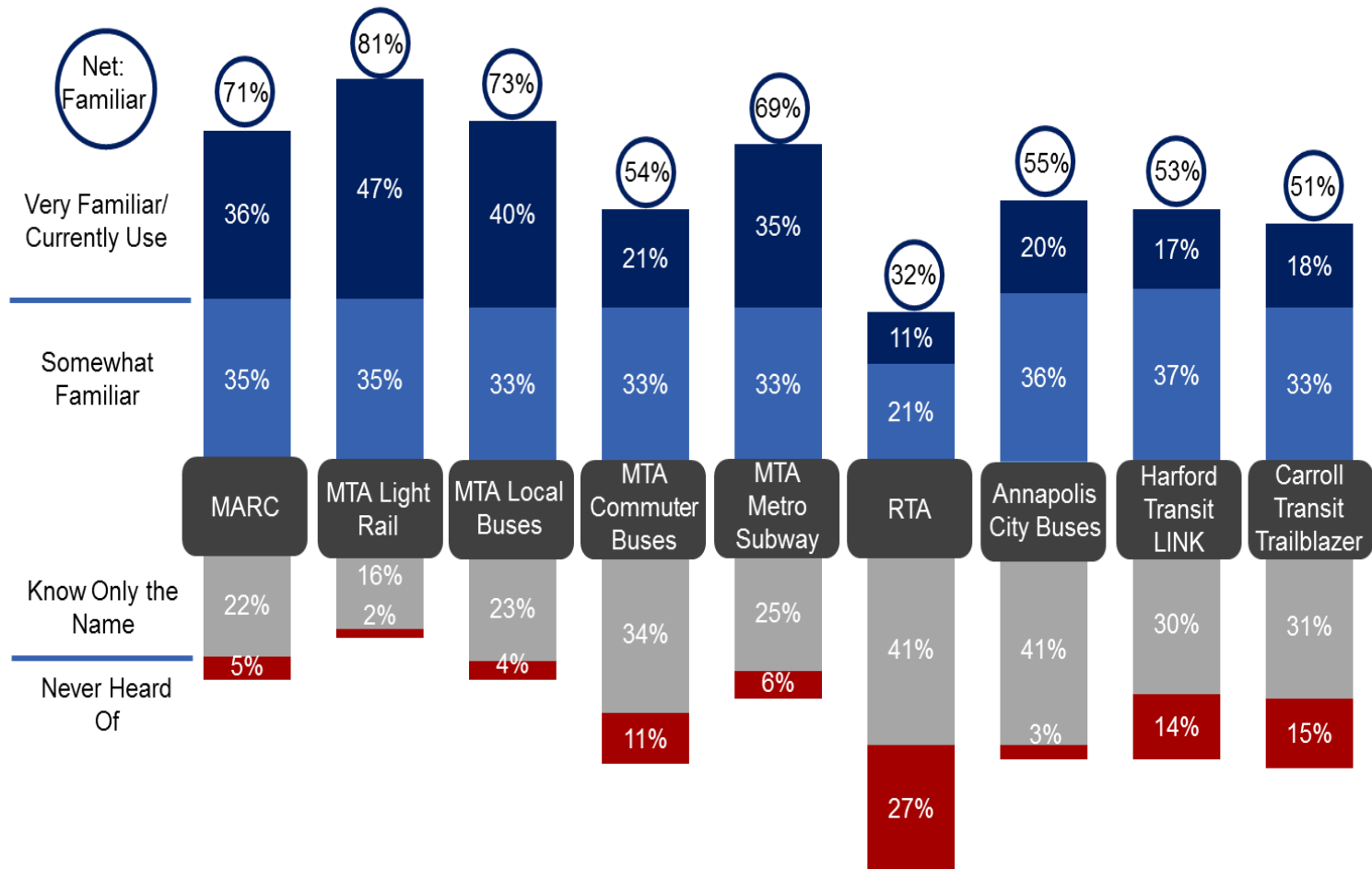
Personal Travel

CONSIDERATION OF PUBLIC TRANSPORTATION FOR PERSONAL TRIPS IF IT WERE AVAILABLE WHEN NEEDED



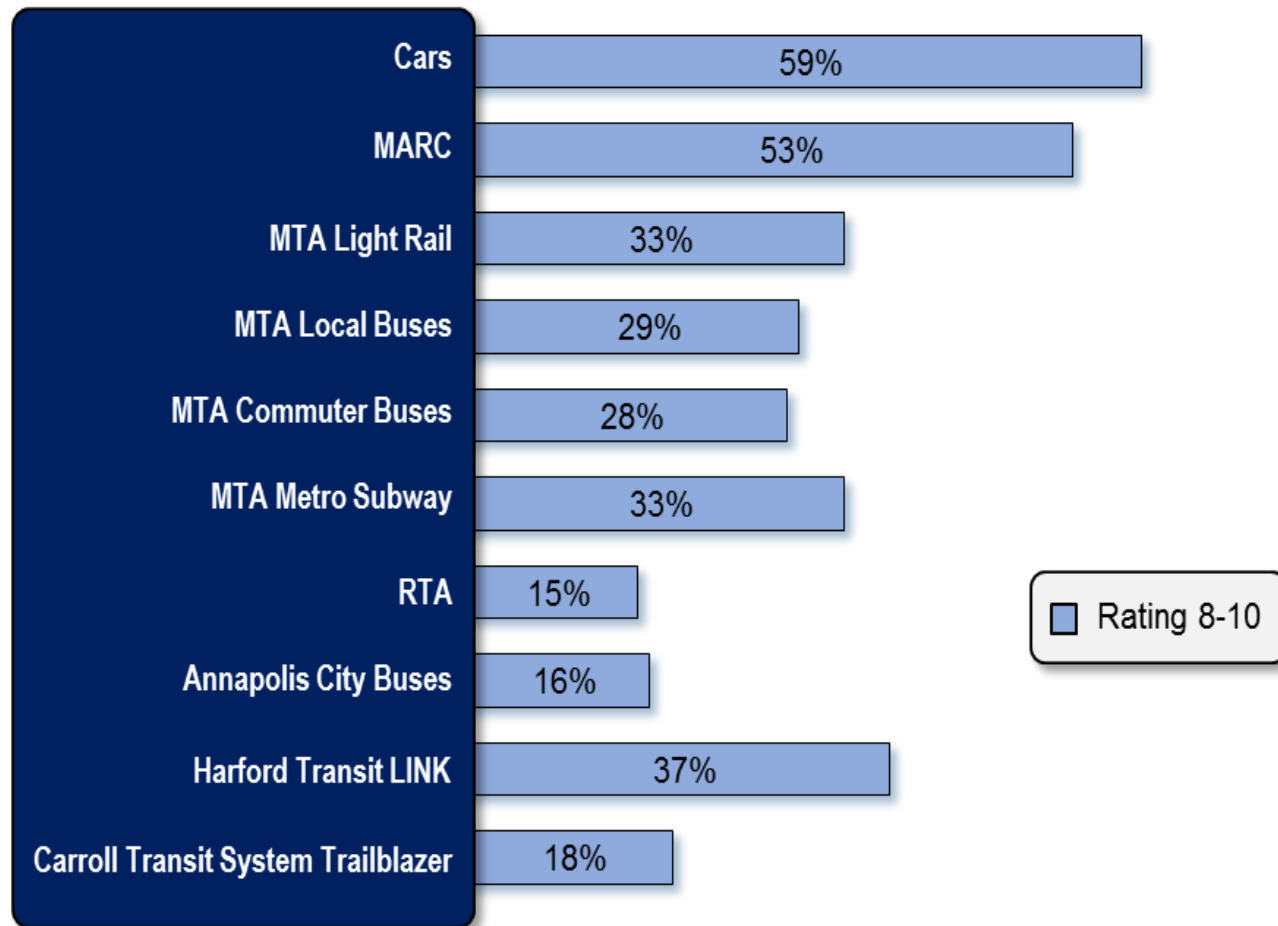
Ratings of Public Transit Modes

AWARENESS AND USAGE OF TRANSIT MODES



Ratings of Public Transit Modes

Overall Impression of Mode

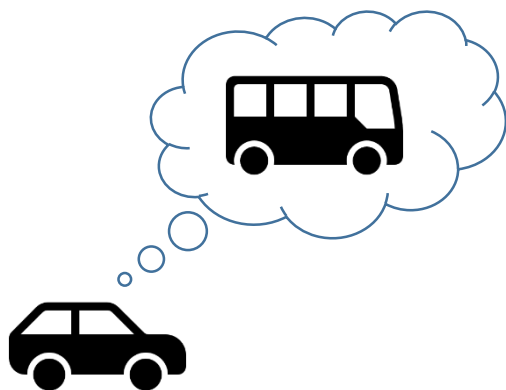


Segmentation Analysis

Road Worriers

Road Worriers

19% of area residents



Counties

31% of Howard County residents
28% of Anne Arundel County residents

Mode Usage

32% use public transit
59% of commutation trips SOV, 21% by public transit
Average commute is 44 minutes
50% of personal trips by SOV, 4% by public transit

Transit Friendly Attitudes

- **78% would consider commuting by public transit**
- **62% would consider public transit for personal travel**
- 84% consider driving during rush hour to be very stressful
- 74% have regularly used public transit at some point in their lives
- 62% say leaving driving to someone else is desirable to them
- 91% are likely to support increased funding for public transportation


Barriers to Transit Use

- 79% say they choose to travel by car because their time is very valuable to them.
- 75% often do errands during lunchtime or on the way home from work
- 52% often make trips to pick-up or drop-off children or other family members
- 47% say their work schedule is unpredictable

Demographics

55% White / 32% Black/African-American
61% female
53% have post-graduate work/degree
34% Millennials

Car Commandos

Car Commandos		17% of area residents
	Counties	29% of Carroll County residents
	Mode Usage	<p>6% use public transit</p> <p>84% of commutation trips SOV, 3% by public transit</p> <p>Average commute is 27 minutes</p> <p>52% of personal trips by SOV, <1% by public transit</p>
	Transit Friendly Attitudes	<ul style="list-style-type: none"> None that are notable for this segment
	Barriers to Transit Use	<ul style="list-style-type: none"> 31% would consider commuting by public transit 13% would consider public transit for personal travel 96% say cars fit into their lifestyle 94% choose to travel by car because their time is very valuable to them 86% need to have a car available to them during the workday in case of emergencies 75% say that having privacy when traveling is important 57% often do errands on their way to or from work or at lunchtime 30% make trips to pick-up or drop off children or other family members Few would ride transit more even if it went where they needed to go (25%) or if free parking were not available at their destination (16%). Not willing to spend extra time traveling if the trips will cost less (14% are willing). Wouldn't ride transit more if it ran more frequently (14% would). Wouldn't ride transit more if service were available later in the evening (only 5% would) or on weekends (13% would). Leaving the driving to someone else is <u>not</u> desirable (7% find it desirable).
	Demographics	<p>65% White / 19% Black/African-American</p> <p>52% female</p> <p>46% have post-graduate work/degree</p> <p>59% 44 or younger / 39% Millennials</p>

Urban Trippers

Urban Trippers

19% of area residents



Counties

17% of Baltimore City residents
15% of Harford County residents
15% of Annapolis residents

Mode Usage

34% use public transit
55% of commutation trips SOV, 22% by public transit, 16% walk or bike
Average commute is 29 minutes
51% of personal trips by SOV, 10% by public transit, 5% walk or bike

Transit Friendly Attitudes

- **70% would consider commuting by public transit**
- **75% would consider public transit for personal travel**
- 81% say driving during rush hour to be very stressful
- Only 42% say they travel by car because their time is valuable to them
- Only a small portion do errands on their way home from work or at lunchtime (24% do)
- Work schedules are predictable (15% have unpredictable schedules)
- Privacy when they travel is not important to them (14% feel privacy is important)
- Rarely make trips to pick-up or drop off children or other family members (7%)
- 90% are likely to support increased funding for public transportation

Barriers to Transit Use

- None that are notable for this segment

Demographics

82% White / 4% Black/African-American
56% female
55% have post-graduate work/degree
66% 44 or younger / 41% Millennials

Carmudgeons

Carmudgeons

14% of area residents



Counties 20% of Annapolis residents

Mode Usage
 14% use public transit
 86% of commutation trips SOV, 7% by public transit
 Average commute is 29 minutes
 76% of personal trips by SOV, 1% by public transit

Transit Friendly Attitudes

- Few describe cars as:
 - Being a relaxing and stress-free way to travel (34%)
 - Being cost effective (26%)
 - Being safe from accidents (25%)
- 58% are likely to support increased funding for public transportation

Barriers to Transit Use

- 45% *would consider commuting by public transit*
- 27% *would consider public transit for personal travel*
- 77% say cars are available when they need them
- 73% say cars fit into their lifestyle
- 70% say cars are easy to use
- 70% say cars are reliable
- Few describe public transit as:
 - Being available when they need it
 - Being a fast way to travel
 - Fitting into their lifestyle

Demographics
 80% White / 14% Black/African-American
 53% male
 84% have college degree
 54% 45 or older / 37% Millennials
 Wealthiest segment (\$110,000 median income)

Retired but Ready

Retired but Ready

32% of area residents



Counties 43% of Carroll County residents

Mode Usage 23% use public transit
48% of personal trips by SOV

Transit Friendly Attitudes

- **59% would consider public transit for personal travel**
- 64% consider driving during rush hour to be very stressful
- 62% used public transit at some point
- 54% would leave driving to others
- Only 51% consider traveling by car cost effective
- 72% are likely to support increased funding for public transportation

Barriers to Transit Use

- 63% travel by car because their time is valuable
- 51% consider privacy important when traveling

Demographics

None are employed, 73% retired
62% White / 31% Black/African-American
56% female
53% do not have college degree
Average age 62 years old, 50% 65 or older
Low income segment (\$56,000 median income), 35% have incomes below \$25,000

Recommendations

BMC Recommendations



Baltimore
Metropolitan
Council

- Engage in regional educational initiatives to promote **existence and availability** of transit
- Launch **targeted marketing campaigns** to promote transit as a viable option for all residents of the region
- Investigate the potential of **flexible or demand responsive feeder service**

LOTS Recommendations: Overall



- Continually perform **outreach** to promote systems; **educate** on how to use the system
- Engage in **targeted marketing or outreach**
- Consider **technological investments**, especially real-time information

LOTS Agency Recommendations



Annapolis DOT

Evaluate increasing frequency; extending service hours; and expanding the service area



Carroll Transit System

Evaluate route deviation zone; evening and weekend flex service; increased frequencies; public education; and O-D studies



Harford Transit LINK

Evaluate cost of providing demand responsive weekend service



Regional Transportation Agency

Commence public education campaign; consider O-D study; assess peak hour demand; and evaluate increasing frequency

MTA Recommendations



Local Bus

Evaluate crime at and around stations and on board vehicles



Commuter Bus

Engage in a public education campaign as part of BaltimoreLink service changes to Commuter Bus



Light Rail

Improve accessibility at Light Rail stations



Metro Subway

Assess customer opinions; evaluate station safety; and consider accessibility improvements



MARC

Survey customers to determine where future MARC station locations may be warranted



Q & A