

Baltimore Regional Transportation Board

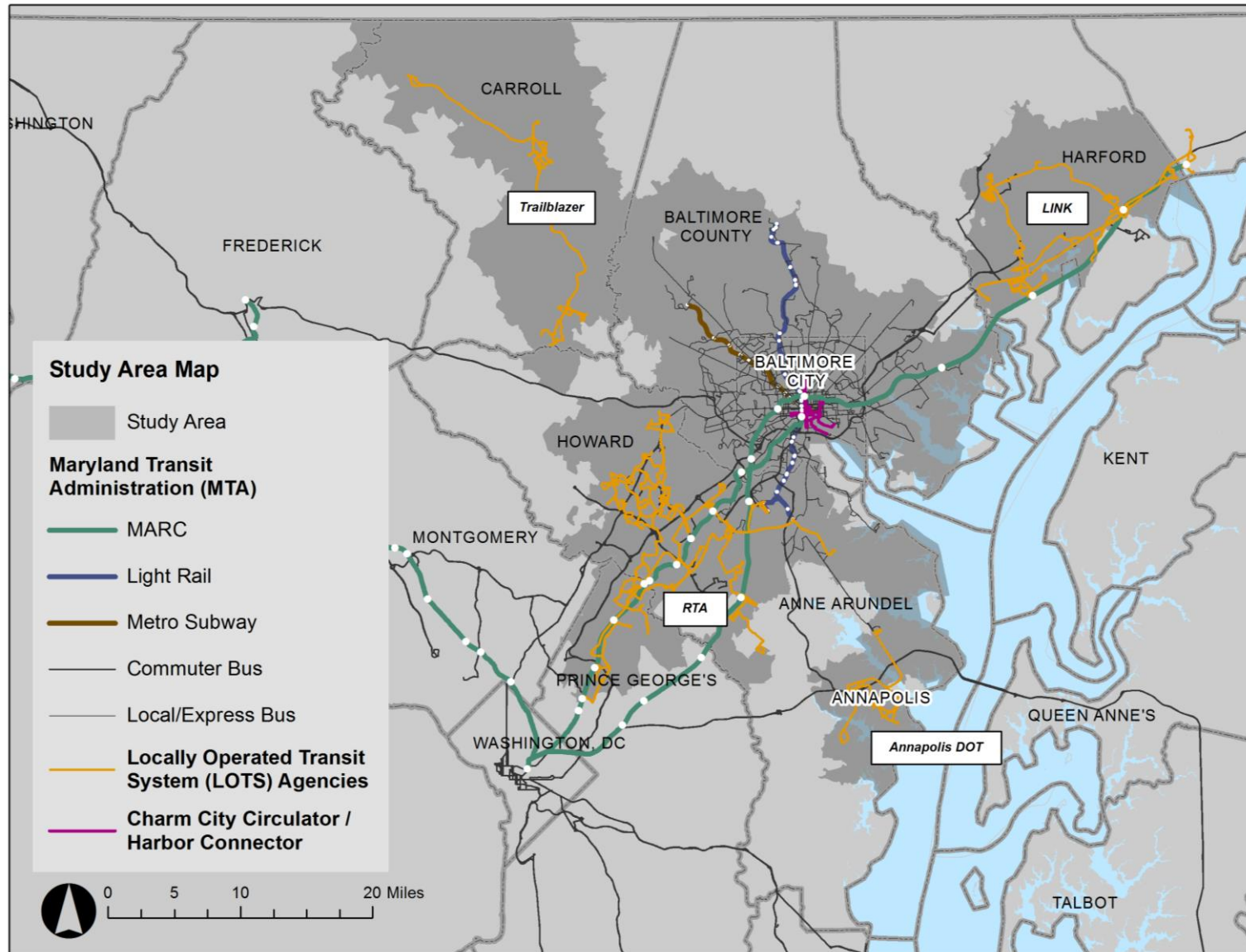
Attitudes & Behavior Study

April 25, 2017

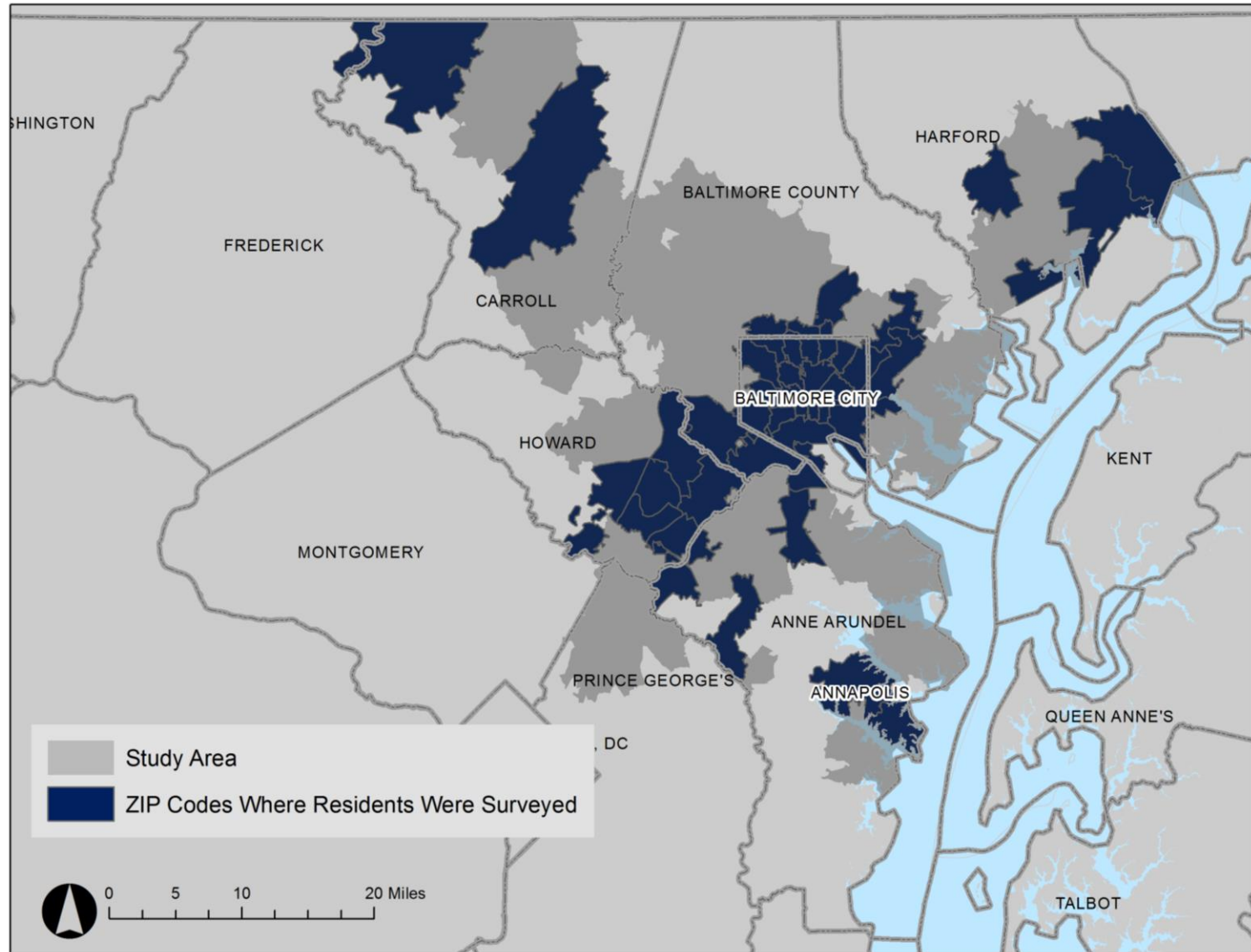


Methodology

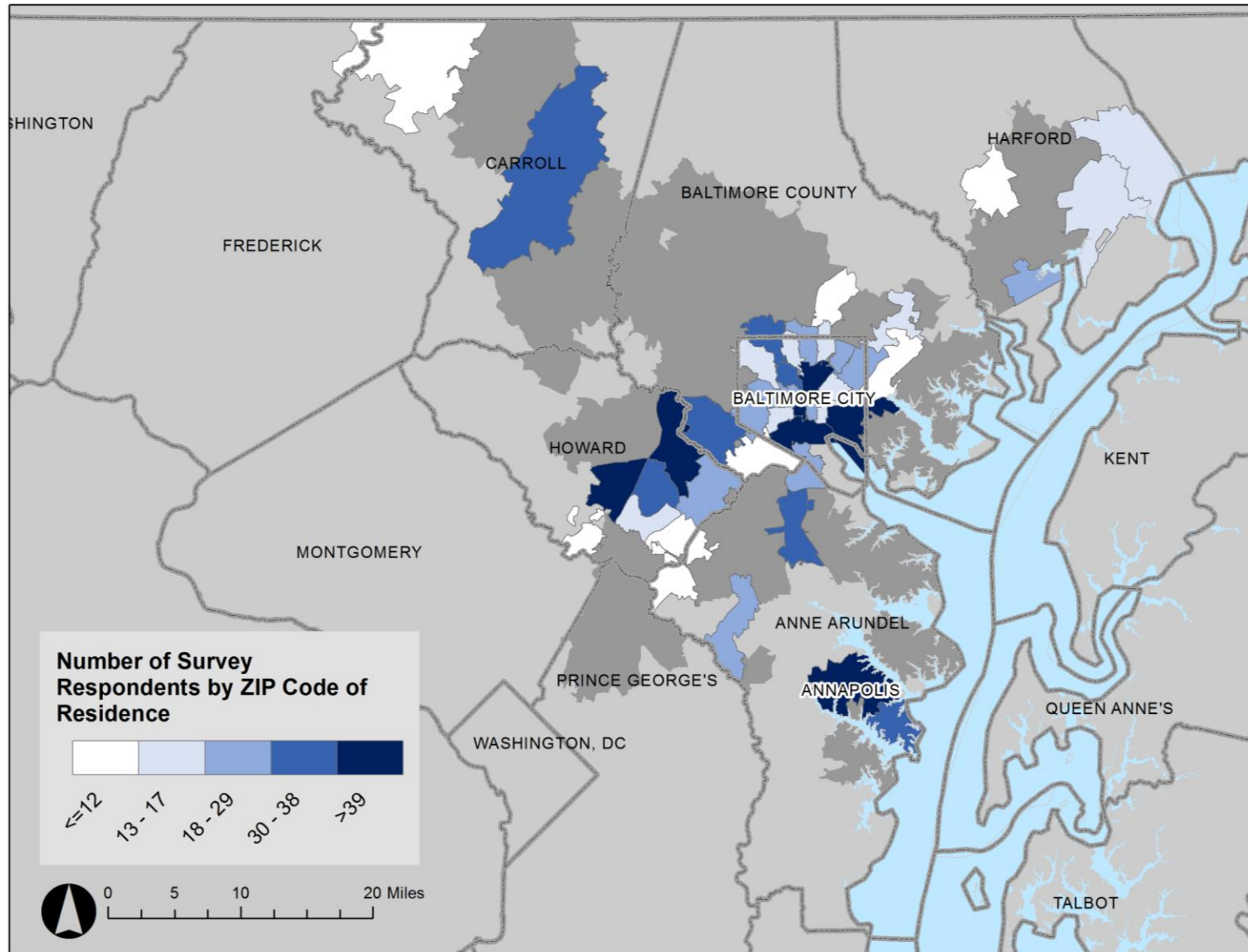
Study Area



Sampling Plan

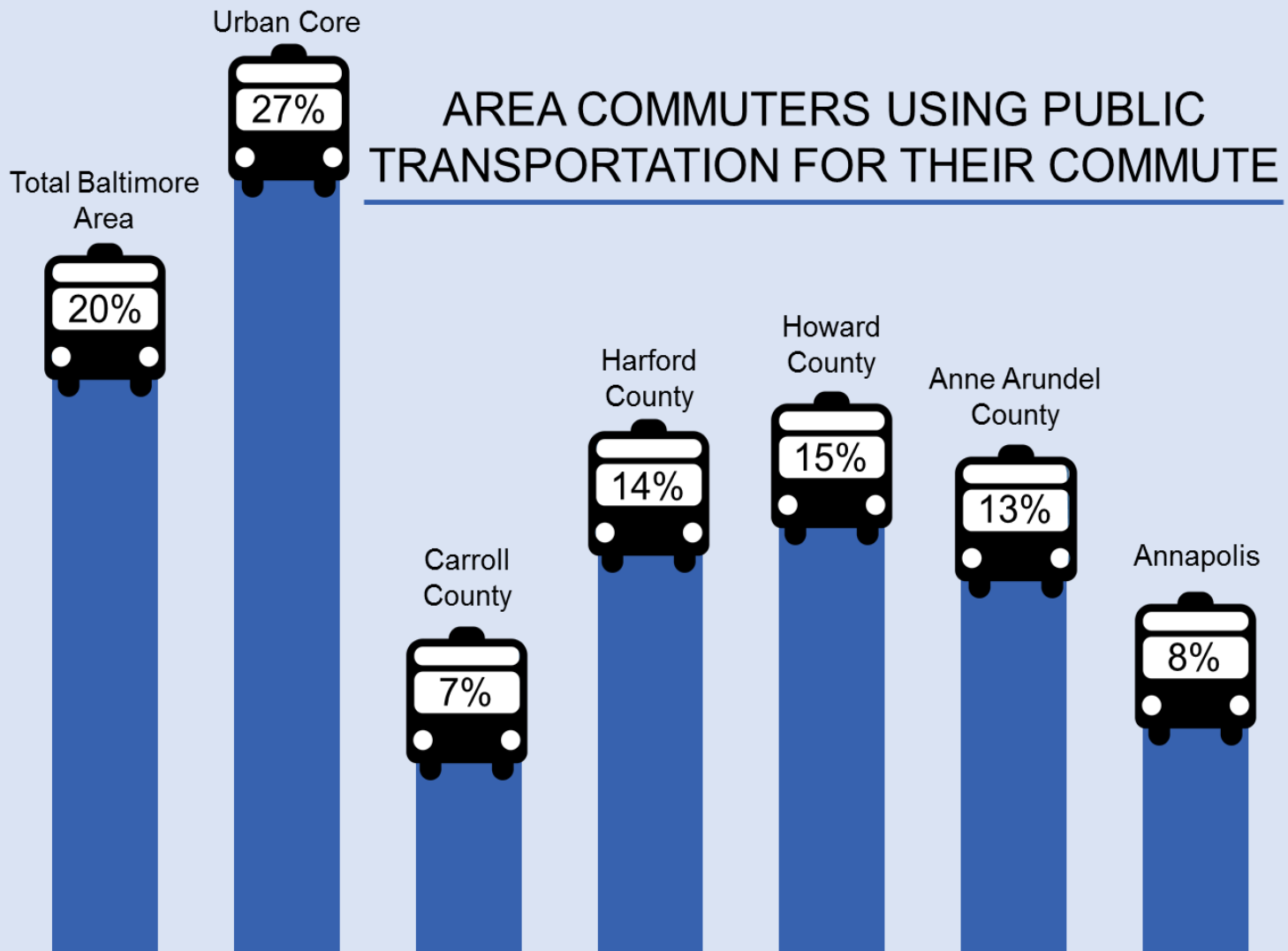


Sampling Plan

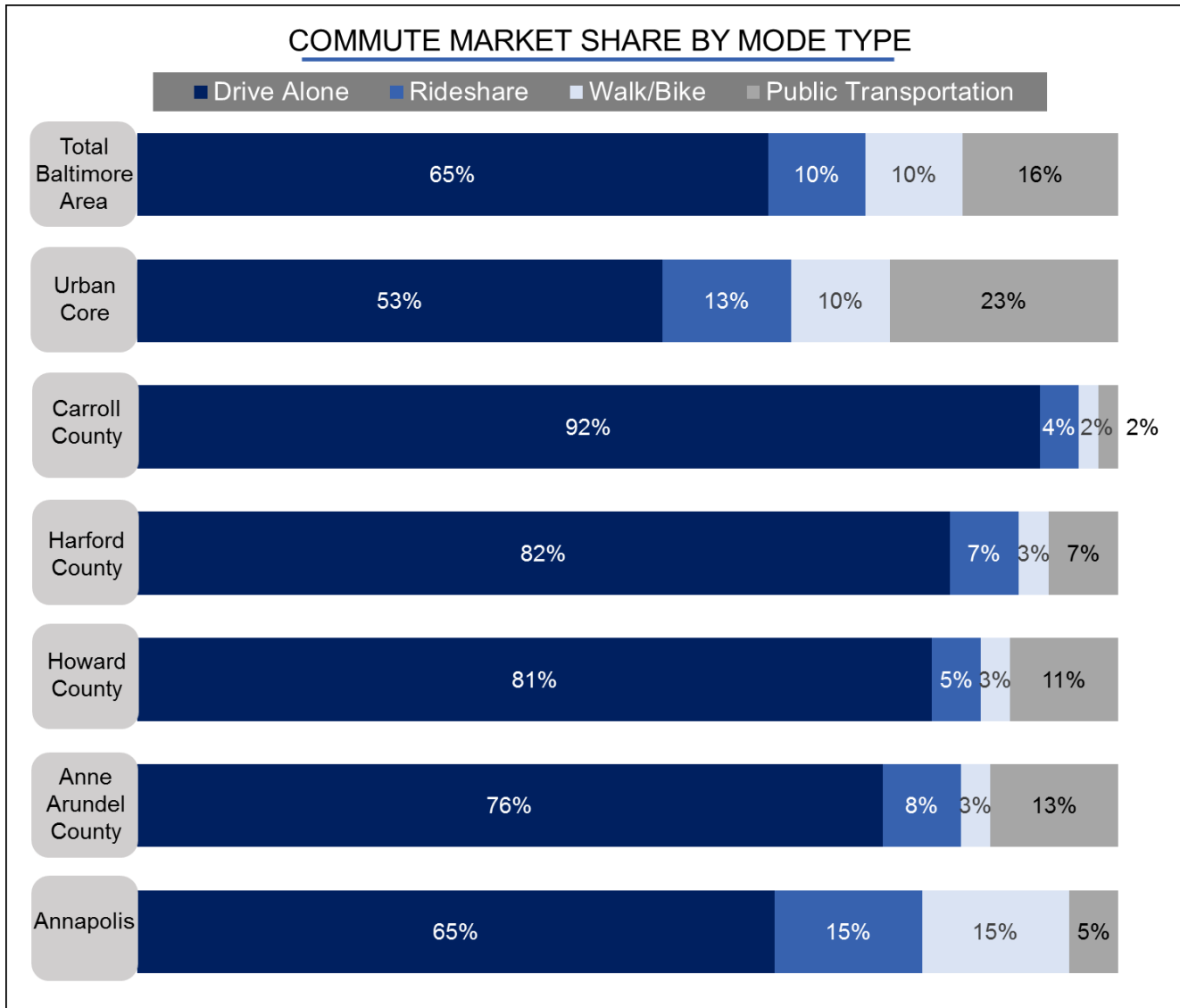


Current Travel and Attitudes

Commute Travel

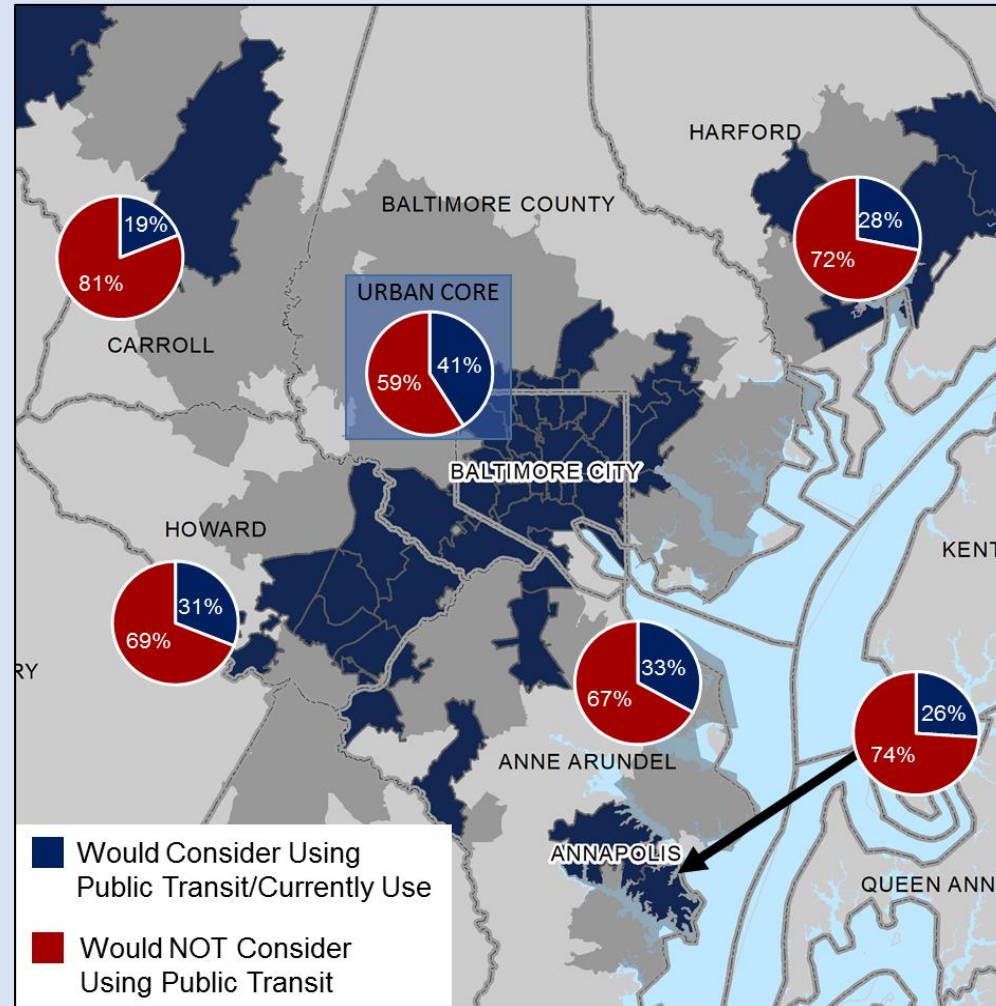


Commute Travel

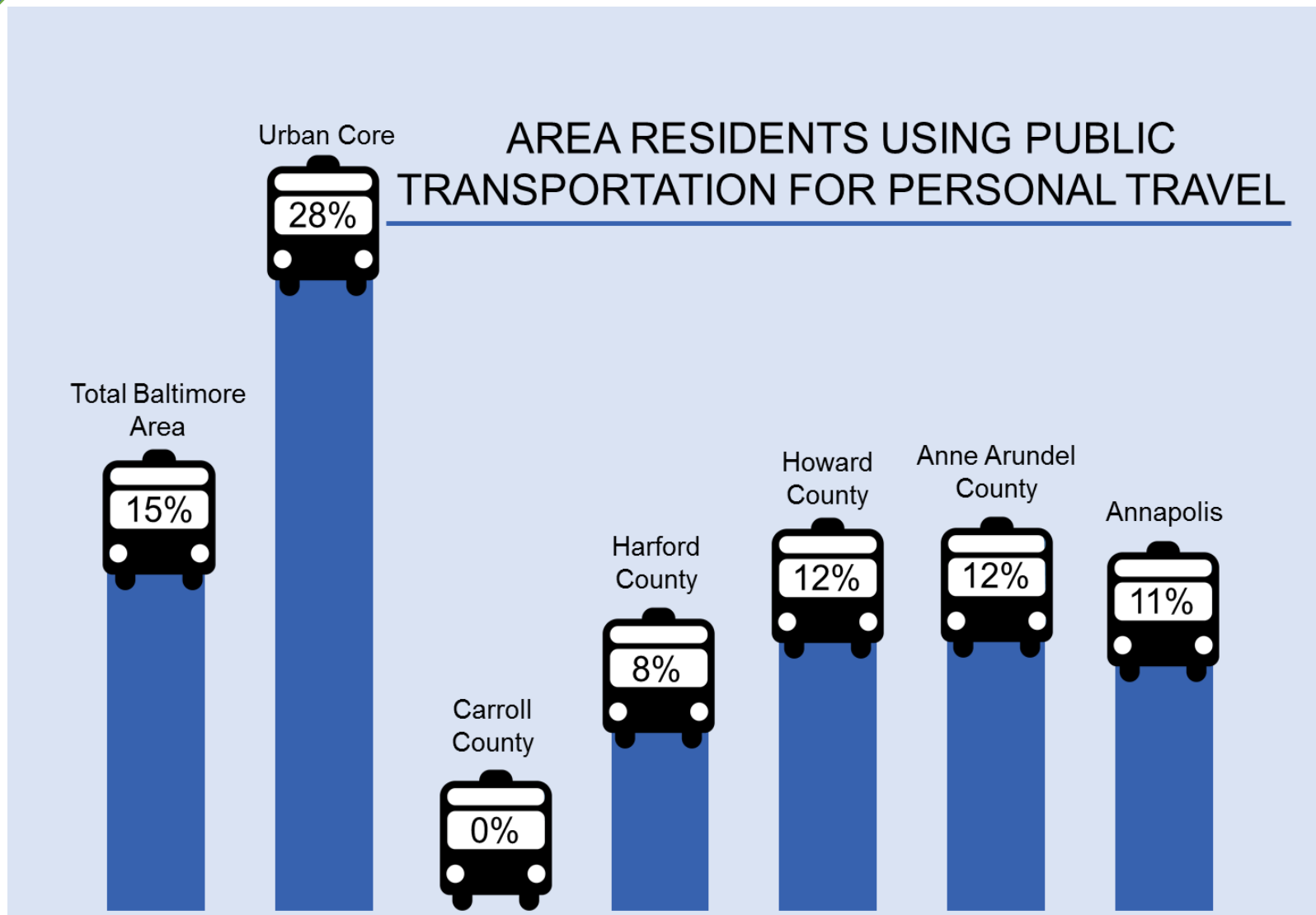


Commute Travel

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

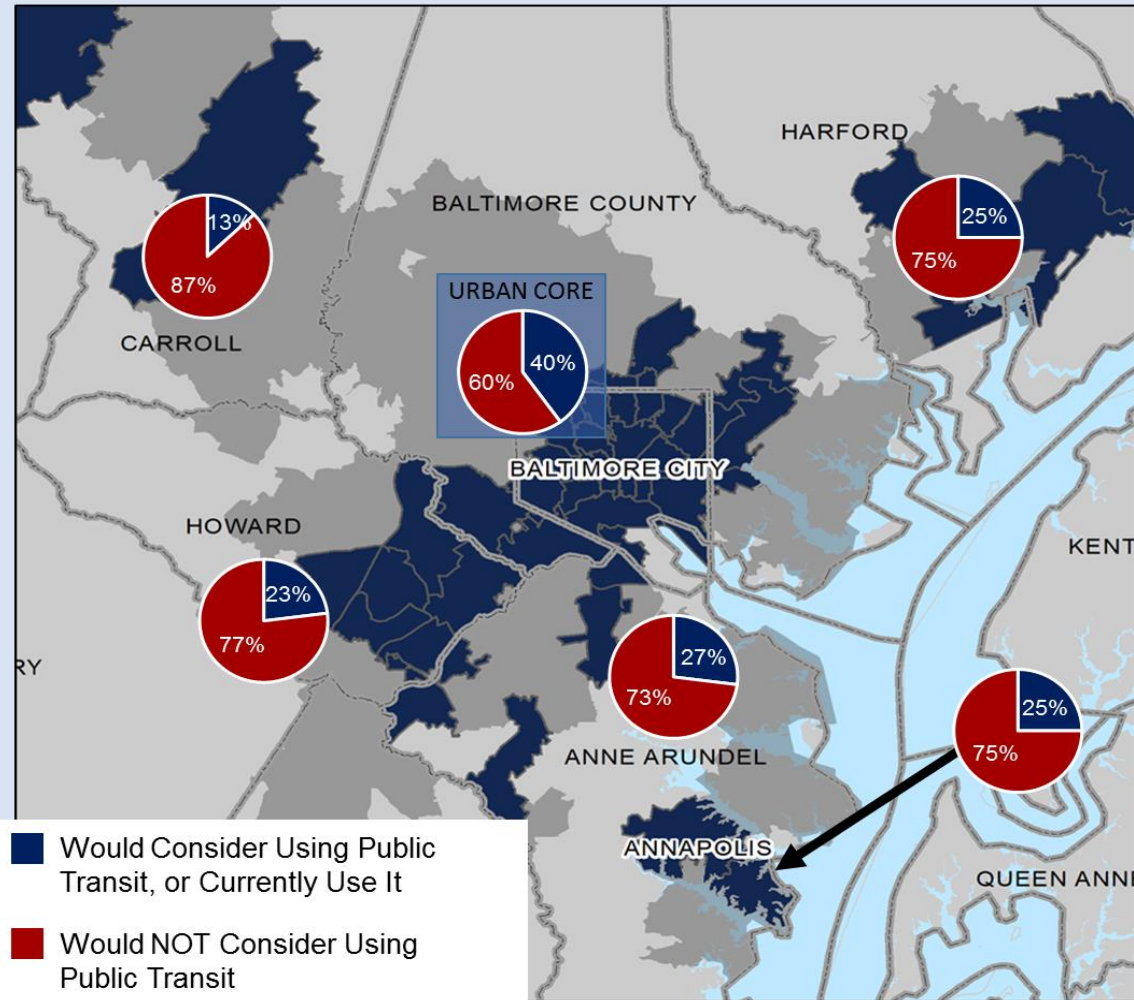


Personal Travel



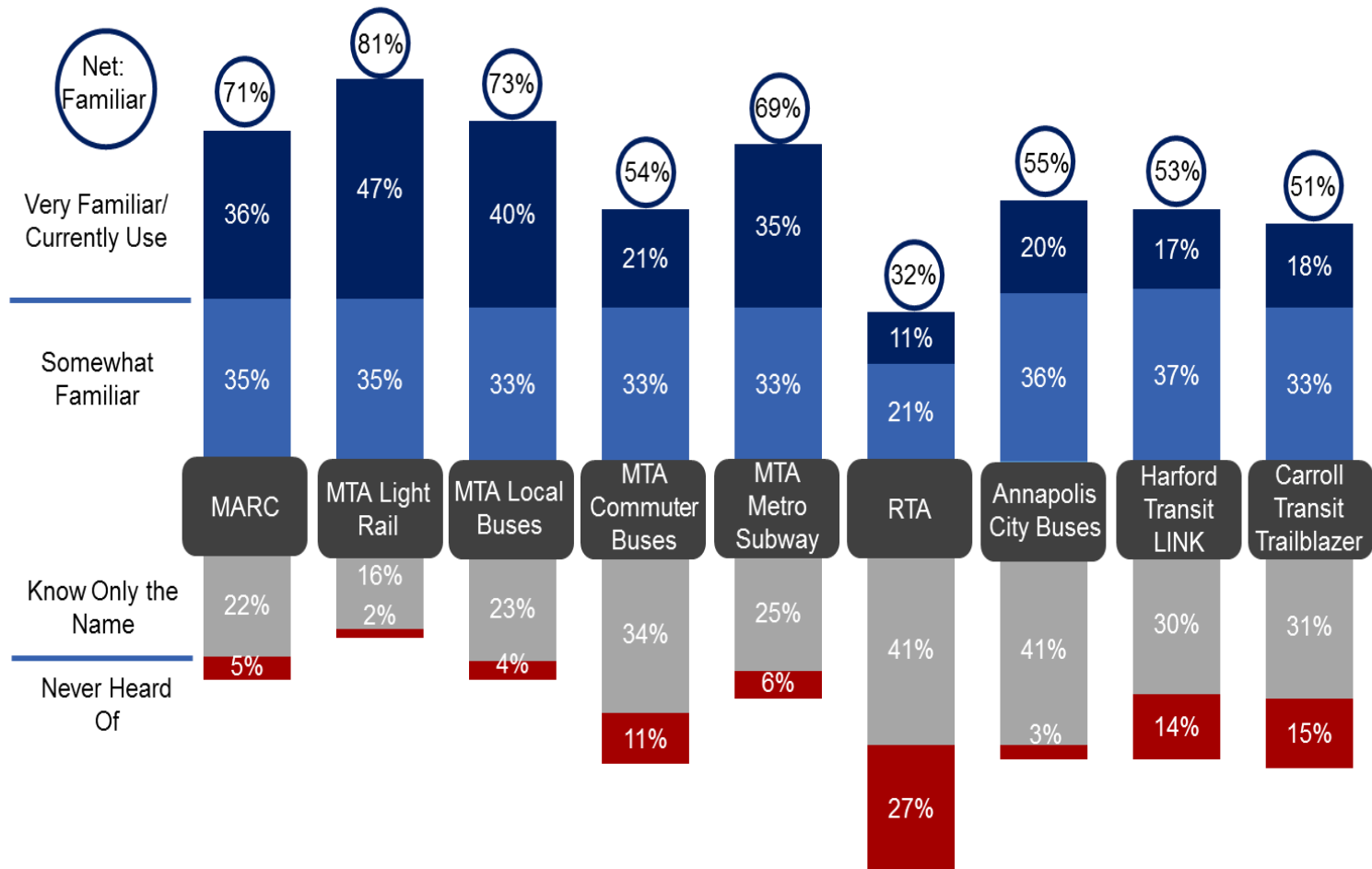
Personal Travel

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



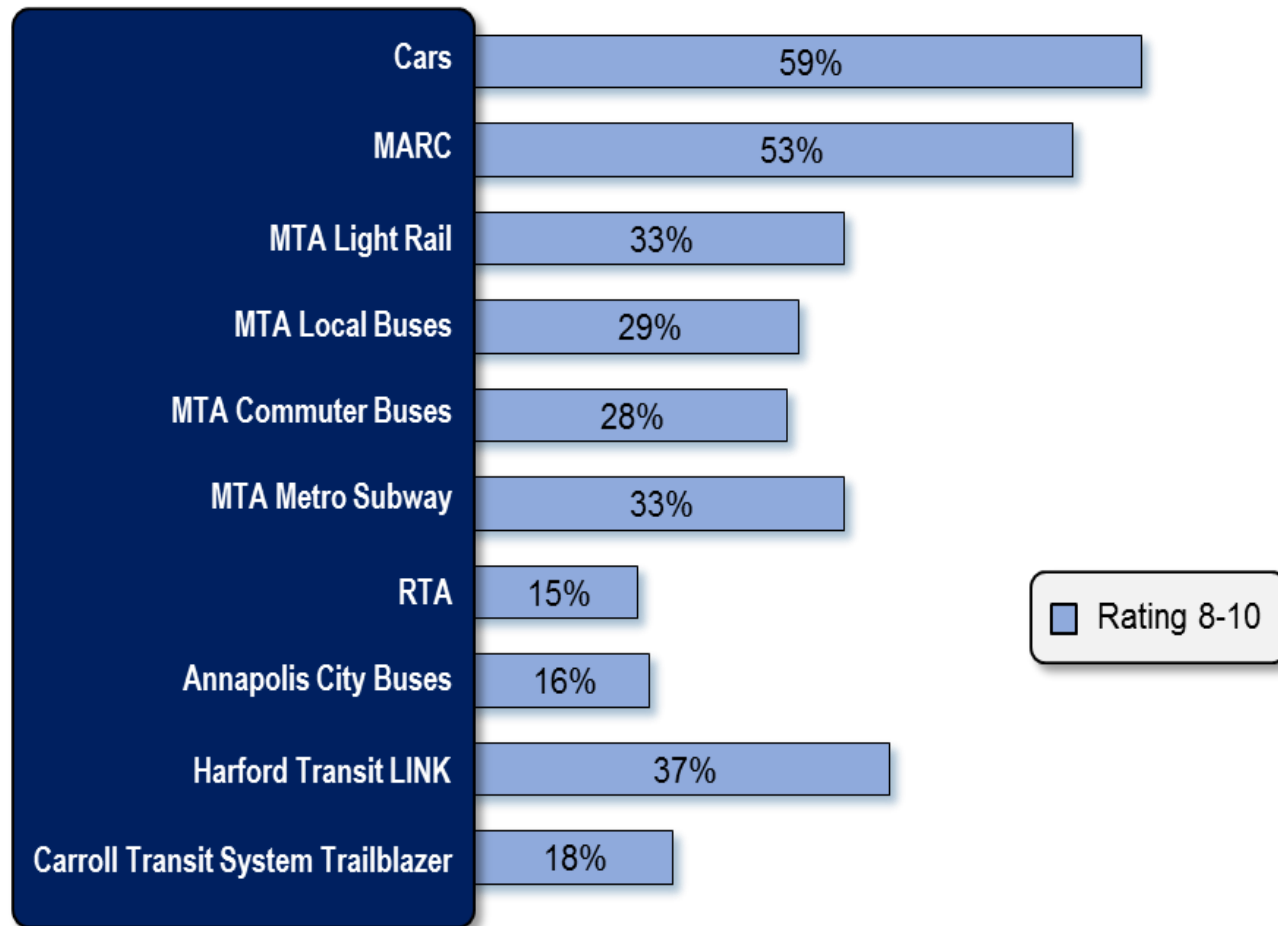
Ratings of Public Transit Modes

AWARENESS AND USAGE OF TRANSIT MODES



Ratings of Public Transit Modes

Overall Impression of Mode



Segmentation Analysis

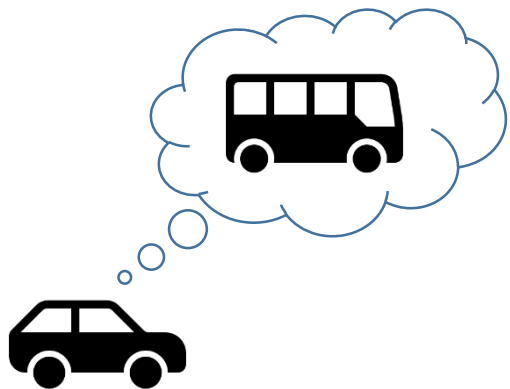
Road Worriers

Road Worriers

19% of area residents

Counties

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



Car Commandos

Car Commandos

17% of area residents

Counties 29% of Carroll County residents



Urban Trippers

Urban Trippers

19% of area residents

Counties

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



Carmudgeons

Carmudgeons

14% of area residents

Counties 20% of Annapolis residents

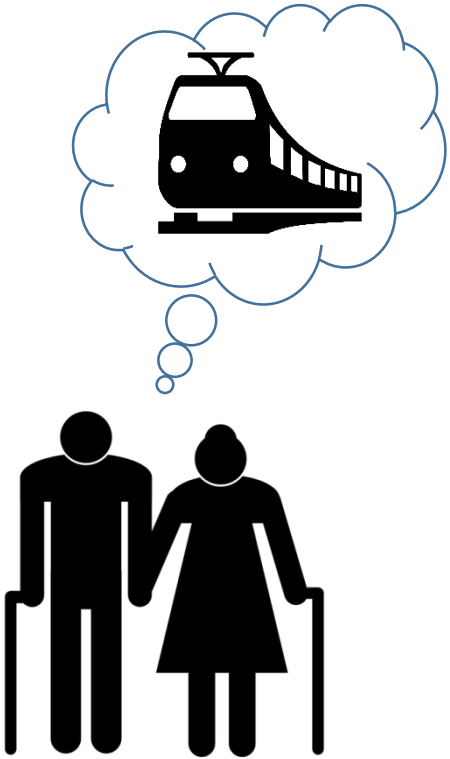


Retired but Ready

Retired but Ready

32% of area residents

Counties 43% of Carroll County residents



Recommendations

BMC Recommendations



- 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