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

<table>
<thead>
<tr>
<th>Current</th>
<th>Proposed</th>
<th>Current</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>LocalLink 91, LocalLink 94, CityLink Navy</td>
<td>No. 13</td>
<td>LocalLink 75</td>
</tr>
<tr>
<td>No. 3</td>
<td>LocalLink 93, CityLink Green, CityLink Silver, Express BusLink 103</td>
<td>No. 18</td>
<td>LocalLink 92</td>
</tr>
<tr>
<td>No. 4</td>
<td>LocalLink 62, CityLink Navy</td>
<td>No. 20</td>
<td>LocalLink 78</td>
</tr>
<tr>
<td>No. 5</td>
<td>CityLink Pink, CityLink Yellow</td>
<td>No. 21</td>
<td>Quick Bus 46</td>
</tr>
<tr>
<td>No. 7</td>
<td>LocalLink 65, CityLink Lime</td>
<td>No. 22</td>
<td>LocalLink 22</td>
</tr>
<tr>
<td>No. 8</td>
<td>CityLink Red</td>
<td>No. 23</td>
<td>LocalLink 77, CityLink Orange</td>
</tr>
<tr>
<td>No. 9</td>
<td>LocalLink 93</td>
<td>No. 24</td>
<td>LocalLink 77</td>
</tr>
<tr>
<td>No. 10</td>
<td>CityLink Navy, CityLink Purple, LocalLink 62</td>
<td>No. 26</td>
<td>LocalLink 65, CityLink Blue, CityLink Orange</td>
</tr>
<tr>
<td>No. 11</td>
<td>LocalLink 51</td>
<td>No. 27</td>
<td>LocalLink 31, LocalLink 73, LocalLink 82, LocalLink 94</td>
</tr>
<tr>
<td>No. 12</td>
<td>LocalLink 22, CityLink Gold</td>
<td>No. 29</td>
<td>LocalLink 22</td>
</tr>
<tr>
<td>No. 14</td>
<td>LocalLink 69, LocalLink 70</td>
<td>No. 31</td>
<td>CityLink Gold, CityLink Navy, LocalLink 65</td>
</tr>
<tr>
<td>No. 15</td>
<td>LocalLink 34, LocalLink 79, LocalLink 80, CityLink Brown</td>
<td>No. 33</td>
<td>LocalLink 28</td>
</tr>
<tr>
<td>No. 16</td>
<td>LocalLink 29</td>
<td>No. 35</td>
<td>LocalLink 53, CityLink Yellow</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

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 clockwise around the City.
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.
Connectivity and Reliability: Building a Frequent Transit Network

New Frequent Service
Current Frequent Service (will remain under B-Link)
Connectivity and Reliability: Building a Frequent Transit Network

New Frequent Service
Current Frequent Service (will remain under B-Link)
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.
The Network: High-frequency Transit

Percent of Populations Within ¼ Mile FTN

- 32.0% More Access for All
- 32.6% More Persons with Disabilities
- 31.1% More Seniors
- 30.8% More Youths
- 28.2% More Carless Households
- 32.7% More Single Vehicle Households
- 28.8% More Households with Incomes under $20,000
Bus Infrastructure Improvements

- Dedicated Lanes
- Transit Signal Priority
- Transfer Hubs
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
Dedicated Bus Lanes
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)
Dedicated Bus Lanes

Installation is ongoing

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

<table>
<thead>
<tr>
<th>Street</th>
<th>Existing System</th>
<th>BaltimoreLink</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>772</td>
<td>537</td>
<td>-235</td>
</tr>
<tr>
<td>Fayette</td>
<td>622</td>
<td>501</td>
<td>-121</td>
</tr>
<tr>
<td>Lombard</td>
<td>335</td>
<td>534</td>
<td>+199</td>
</tr>
<tr>
<td>Pratt</td>
<td>242</td>
<td>487</td>
<td>+245</td>
</tr>
</tbody>
</table>
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.
Transit Signal Priority
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)
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.

Other transit providers have expressed interest in consolidating signage.
Bus Stop Optimization

Points of interest
- Hospitals
- Schools
- Shopping centers
- Senior centers
- Apartment buildings
  and so on...

Intersecting bus routes
Maintaining the ability to transfer

Highly utilized stops
Particularly those serving high proportions of seniors and persons with disabilities

Stops with low utilization spaced one block apart

Stops with accessibility and pedestrian safety issues

High-density blocks with close stop spacing
Stop optimization that keeps the above criteria in mind

Low-density blocks with spread-out stop spacing
Little to no stop optimization
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
Bus Stop Optimization Examples

Stop Removals

New Bus Stops
Preparing to Launch
Preparing to Launch

Community Outreach

Rider Guide

Rider Alert
Preparing to Launch
Updating Public Information
Preparing to Launch

Operator Inreach
Preparing to Launch
The Startup Plan

Sunday, June 18, 2017

<table>
<thead>
<tr>
<th>Activity</th>
<th>Start Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinance Checks:</td>
<td>1:30 PM</td>
</tr>
<tr>
<td>- Safety Officers at Bus Docks</td>
<td></td>
</tr>
<tr>
<td>- Safety Officers at Park</td>
<td></td>
</tr>
<tr>
<td>- Safety Officers at Bank</td>
<td></td>
</tr>
<tr>
<td>- Safety Officer at North West</td>
<td></td>
</tr>
<tr>
<td>- Safety Officer at Eastern</td>
<td></td>
</tr>
<tr>
<td>- Street Supervisor at Baltimore</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>- Street Supervisor at Eldora</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>- Gate Checks at Elk Division</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>- Gate Checks at Elk Division</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>- Gate Checks at Northwest Division</td>
<td>9:00 AM</td>
</tr>
</tbody>
</table>

Baltimore City Police (Division Shifts, et al.)

- Contact Division B, as needed to plan responses to potential issues.
- Gate checks: Ensure that all gates are open and ready for distribution of dividends and tickets.
- Attend Safety Officers at Bus Docks.
- Attend Safety Officers at Park.
- Attend Safety Officers at Bank.
- Attend Safety Officer at North West.
- Attend Safety Officer at Eastern.
- Attend Street Supervisor at Baltimore.
- Attend Street Supervisor at Eldora.
- Attend Gate Checks at Elk Division.
- Attend Gate Checks at Elk Division.
- Attend Gate Checks at Northwest Division.

Conference Call #8

- Attend Conference Call #8.
- Attend Conference Call #8.
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- Attend Conference Call #8.
- Attend Conference Call #8.

All managers: Provide performance reports to Kevin Quinn.
Preparing to Launch
BaltimoreLink Advance & Tabletop Exercise
Countdown to Launch
Tuesday, June 6, 2017 – 4:59PM

Change in Leadership
Thur, June 8 – Mon, June 12

Hosted the APTA International Rail Rodeo & Conference
Tuesday, June 13 – 3 PM

The Day before the Kick-off
West Baltimore MARC Station – Police Chase and Car Fire
Wednesday, June 14 – 3:00 PM

Kick-off Event with Governor Hogan
Friday, June 16, 2017 – 9:00AM

Senior Staff Meeting & Pep Rally
Friday, June 16, 2017 – 4:00PM

Transition Conference Call # 1
New Bus Stop Signage

Old Sign

New Sign

MTA Maryland

BUS STOP

Overlea / White Marsh
Frequent / 24 hours

Towson / Lutherville LR
Frequent / 24 hours

Cedonia
Frequent / 24 hours

Essex
Frequent / 24 hours

NO STOPPING
TOW AWAY ZONE

MTA Maryland

BALTIMORE LINK

MARYLAND DEPARTMENT OF TRANSPORTATION
Saturday, June 17, 2017 – 8:00PM

Bus Stop Sign Bag Removal Commences
Website Changes Go Live
Sunday, June 18, 2017 – 12:05AM

Call Center System Transition Begins
Sunday, June 18, 2017 – 3:10AM

Bus Stop Sign Bag Removal Concludes
Sunday, June 18, 2017 – 3:11AM

First BaltimoreLink Run Pull-out
Transition Conference Call # 5
Sunday, June 18, 2017 – 11:00AM

Street Closures for Parade – Bus Diversions
Sunday, June 18, 2017 – All Day

Building Excitement & Supporting our Operators
Sunday, June 18, 2017 – 1:35PM

O's Game
Monday, June 19, 2017 – 4:00AM

Launch for Weekday Service
Monday, June 19, 2017 – All Day

Building Excitement & Supporting our Operators
Monday, June 19, 2017 – 7:00AM

Transition Conference Call # 10
Tuesday, June 20, 2017 – 6:00PM

A PM Peak Explosion & Road Closure
After Launch
Operational Tweaks
After Launch
Schedule Tweaks

CITY LINK
OR
Effective June 18, 2017
West Baltimore to Essex (Fox Ridge)
Frequent Daily Service / 24 hours

CITY LINK
BL
Effective June 18, 2017
Johns Hopkins Bayview to Westgate / CMS
Frequent Daily Service / 24 hours

CITY LINK
PK
Effective June 18, 2017
West Baltimore to Cedonia
Frequent Daily Service / 24 hours
In-reach/Outreach: Operator Feedback

1,019 operators were surveyed between June 18th and June 23rd.

- 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.
In-reach/Outreach: Community Education

- Street Teams
- Pop-ups
- Community Travel Trainings
- Info Bus
- Information Station/BaltimoreLink HQ
## In-reach/Outreach: Community Education

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Total Interactions</th>
<th>Average Interactions per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Launch (May 8(^{th}) to June 17(^{th}))</td>
<td>60,330 interactions</td>
<td>794 interactions</td>
</tr>
<tr>
<td>Launch Week (June 18(^{th}) to June 24(^{th}))</td>
<td>24,395 interactions</td>
<td>3,485 interactions</td>
</tr>
<tr>
<td>Post-Launch Week (June 25(^{th}) to present)</td>
<td>Over 7,300 interactions</td>
<td>Approximately 1,800 interactions per day</td>
</tr>
<tr>
<td><strong>Cumulative Total</strong></td>
<td><strong>Over 90,000 interactions since April 3(^{rd})</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Interactions include various methods such as in-person, phone, email, and social media engagements.
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.**
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
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 18th.

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

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.
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**
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