



MTA STAKEHOLDER WORK GROUP



Key Issues and Themes for Improving Transit in the Baltimore Region as Identified by Businesses

On June 24, 2015, the Secretary's Office (TSO) and the Maryland Transit Administration (MTA) from the Maryland Department of Transportation (MDOT) held the first Transit Stakeholder Work Group meeting, which focused on the transit needs and expectations of businesses in the Baltimore Region. Input will help establish a Transit Performance Improvement Plan by October 1, 2015.

Increase Transit Ridership

- Make the transit experience safer and more secure
- Provide a better, more reliable, quality experience
- Keep transit fare rates affordable
- Increase positive user experiences; attract those with alternative sources of transportation to use transit, such as younger people who typically like to take transit
- Consider marketing/branding certain bus lines to promote cool, easily identifying routes, etc.

Need Safe and Secure Transit

- Need more bus shelters and bus shelters with lighting
- Need shuttles for the last mile for business access
- Need more safety on transit and to transit
- Need more police presence on and off transit

Access to Jobs

- Provide connections to work site locations, provide the last mile of access to jobs
- Connect jobs and people in the Baltimore Region, identify gaps in the current transit system
- Provide access to jobs, schools and commerce
- Increase reliability of service
- Connect to Port of Baltimore employers/employees
- Connect to all of the Universities, Hospitals and Larger Employers/Key Activity Centers in the Region, including Fort Meade, Arundel Mills, Sparrows Point, etc.
- Connect Annapolis, as the State Capital, to the Region through transit (bus and rail)
- Need frequent transit headways for the 24/7 businesses (casinos, hotels, hospitals, etc.)
- Need east/west County transit access without having to go through the City of Baltimore
- Link employment centers outside of Baltimore City with workers within the City
- Provide better transit service between the Beltways, where 45% of the employment is located

Ease of Use; Transit Experience

- Integrate and map all of the public and private transit for ease of access and use
- Need a universal fare card or payment as the fares can be confusing
- Consider the use of smaller vehicles for some of the lesser utilized transit services/routes
- Market the bus routes – the Charm City Circulator does well because of good marketing, reliability and public perceptions, it is simple, easy to use, frequent and has next bus information
- Consider using short and longer routes, including circulators
- Make the bus experience “cool” and fun

Flexibility and Efficiency of the Transit System

- Accommodate and adjust transit to the longer peak commute periods and the peak-hour service that is changing with 24-hour needs (hotels, casinos, hospitals, Amazon)
- Consider flex-time to enable better employee access through transit
- Refocus/redesign the transit access in/out of Baltimore City, as travel patterns have changed
- Make transit timely and convenient
- Evaluate the duplication of public/private transit and shuttle bus services

Redesign Bus Routes

- Use a data-driven approach to defining routes
- Ensure that we don't block parts of the City from jobs and opportunities
- Note that public transit cannot get to the door of all businesses
- Redesign the entire system for today/tomorrow rather than adjusting existing routes
- Suggest looking at demographic shifts, needed movement(s), as well as shift changes (especially at the Port of Baltimore employment areas)
- Maximize efficiencies with the number of State and local transit providers
- Assess how to address/link transit to the suburbanization of employment
- Consider that the MTA buses provide bus access to school children in the City of Baltimore
- Consider fewer bus stops (based on use and presence of shelters) for more reliable bus service

Incentivize Transit

- Find opportunities to direct employees to transit options
- Identify programs for employers/employees to incentivize or take advantage of transit
- Promote bicycle/pedestrian access at transit stations/stops
- Promote shuttle bus service into major growth/cities and use transit hubs/transfer centers
- Need transit funding, business partners need to provide funding for transit options
- Large employers/locally operated transit should help with the last mile of travel
- Consider options for Transit Oriented Development especially at light rail stations