



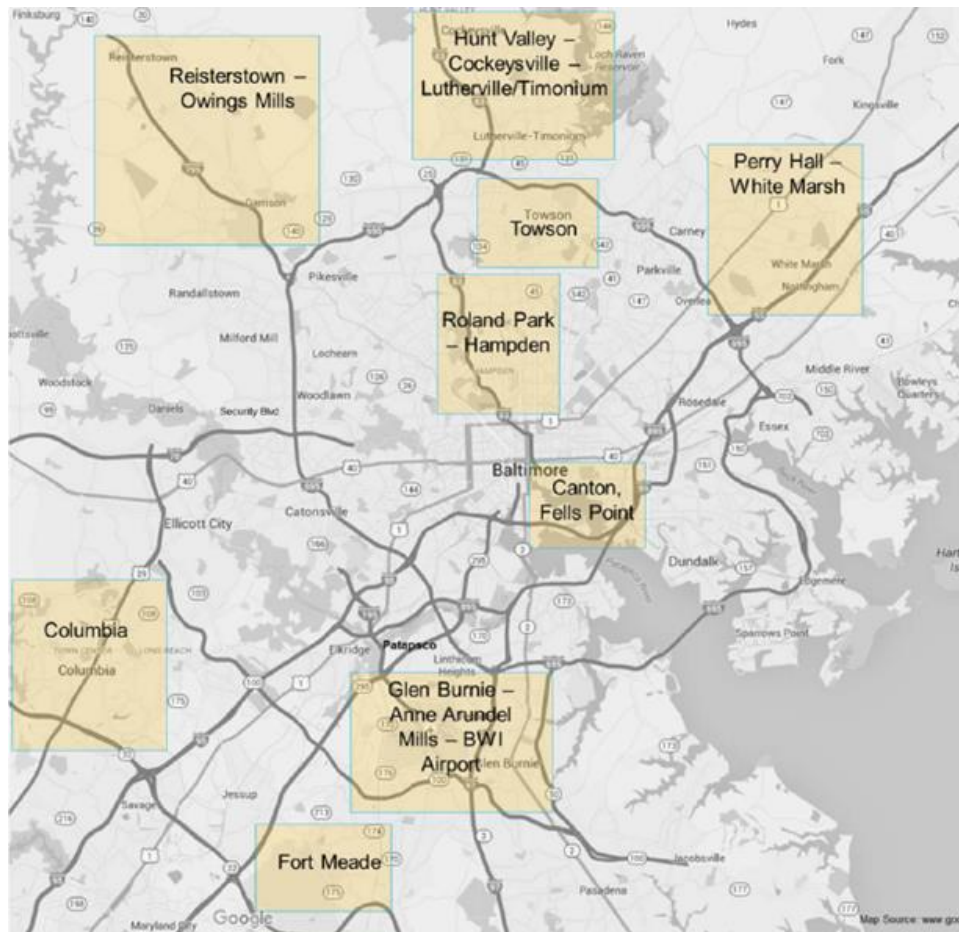
Access to Opportunity Microtransit Project

September 24, 2019

(TPB Regional Public Transportation Subcommittee)

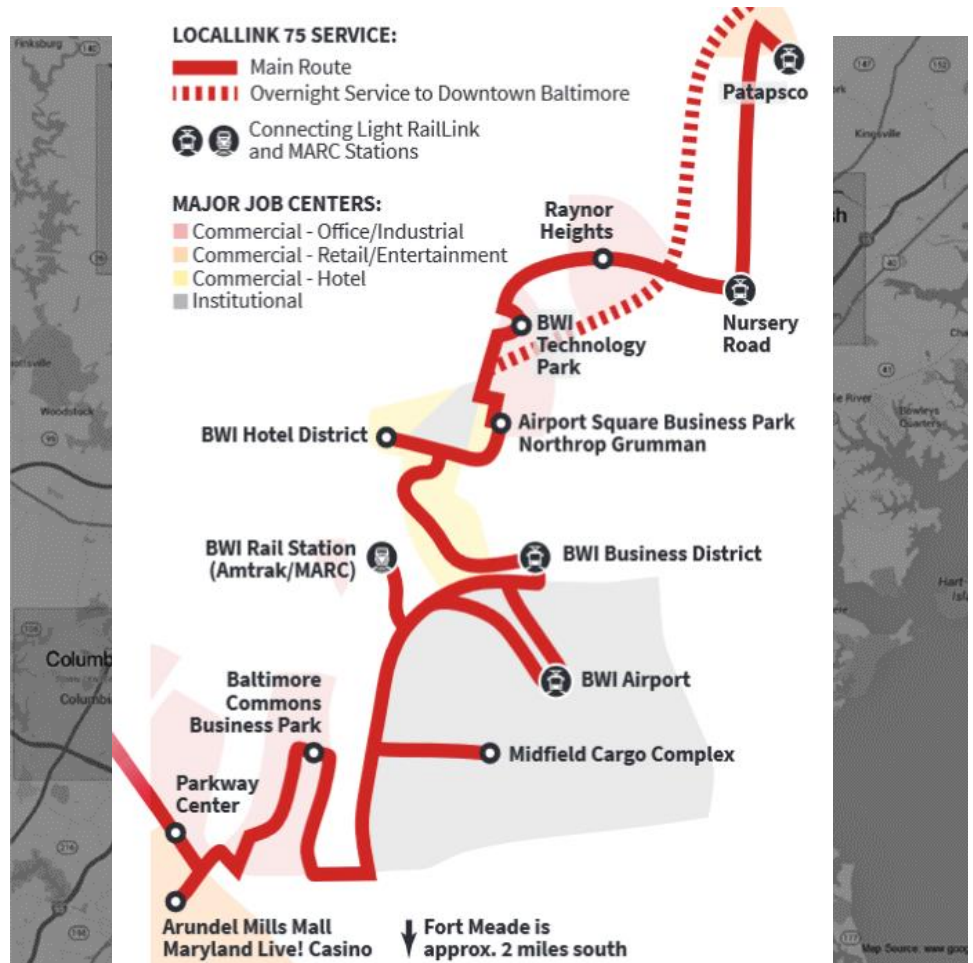
Project History

- **2015** – “pop-up” mobility proposed with BaltimoreLink
- **2016** – Advertised RFI for 9 potential areas, focused on
 - Connections to jobs
 - Connections to fixed-route transit
 - Supplementing fixed-route service hours or frequency



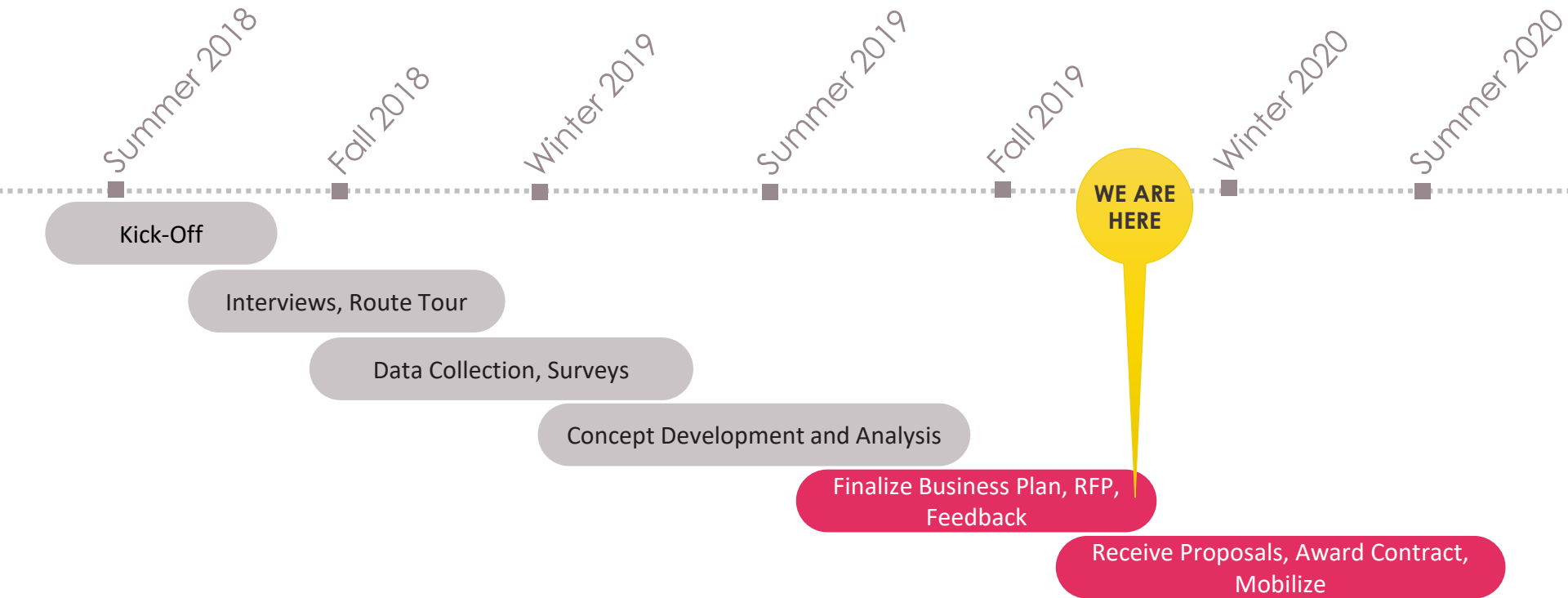
MOD On-Ramp

- **2018** - Applied with narrower focus area
 - Previous studies, stakeholder engagement, data
 - Strong case for third shift workers, persistent need
- Identify opportunities with LocalLink 75.



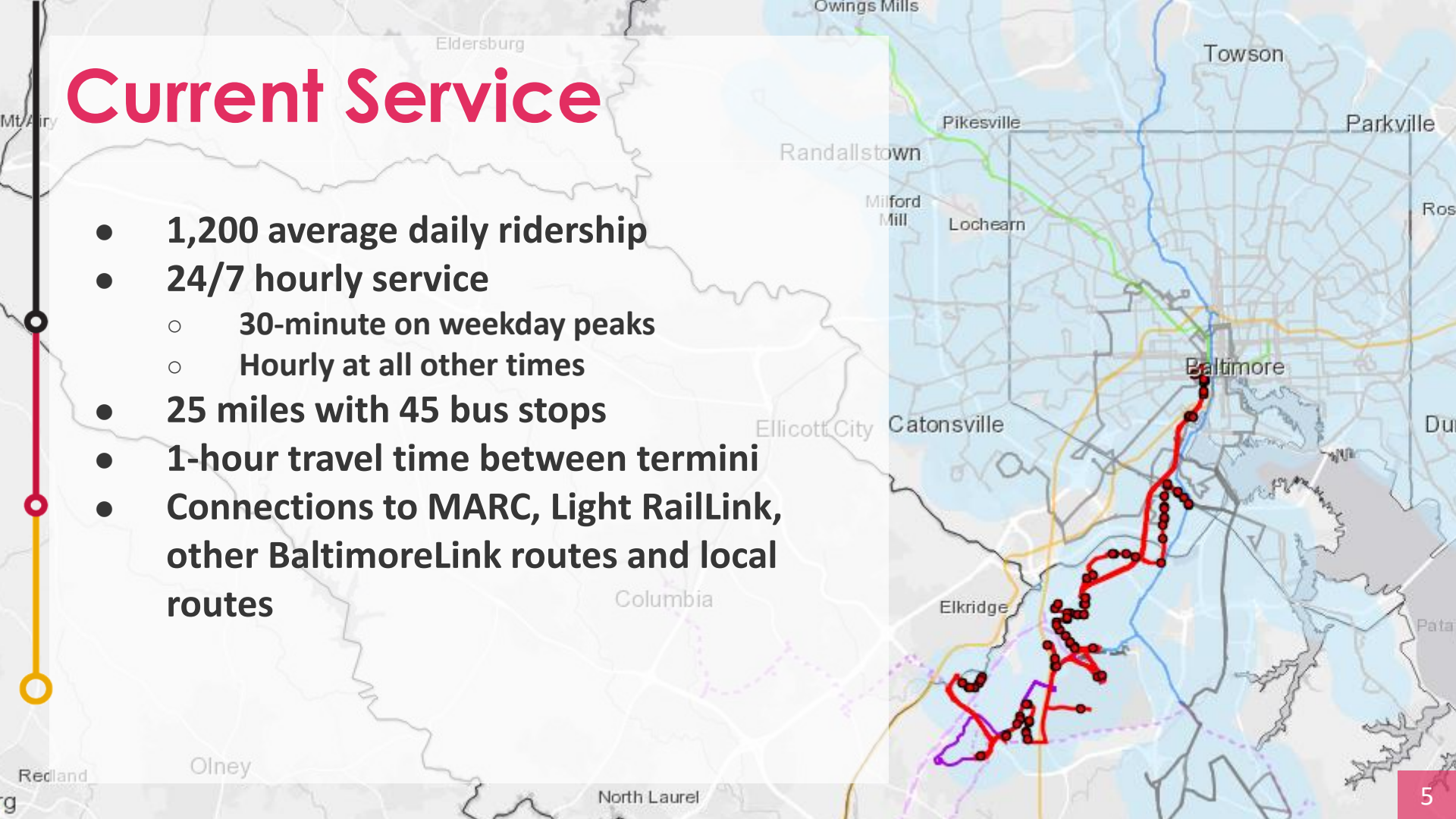
LocalLink 75 and nearby employment centers.

Project Overview

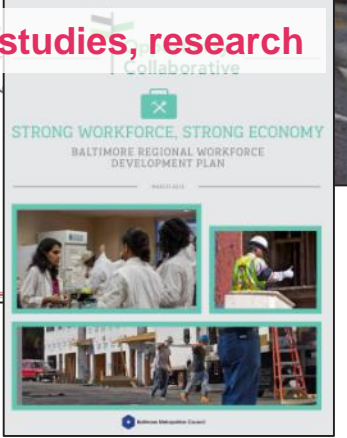
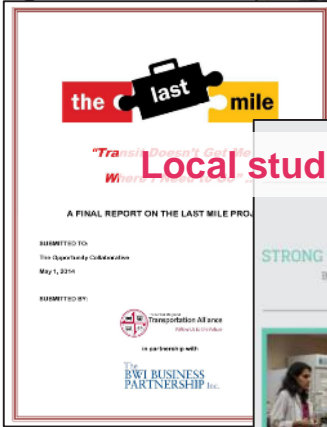


Current Service

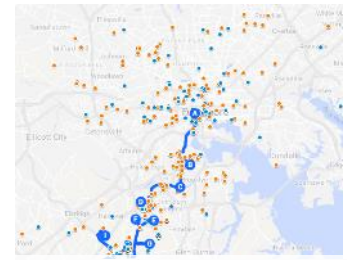
- 1,200 average daily ridership
- 24/7 hourly service
 - 30-minute on weekday peaks
 - Hourly at all other times
- 25 miles with 45 bus stops
- 1-hour travel time between termini
- Connections to MARC, Light RailLink, other BaltimoreLink routes and local routes



Problem Identification



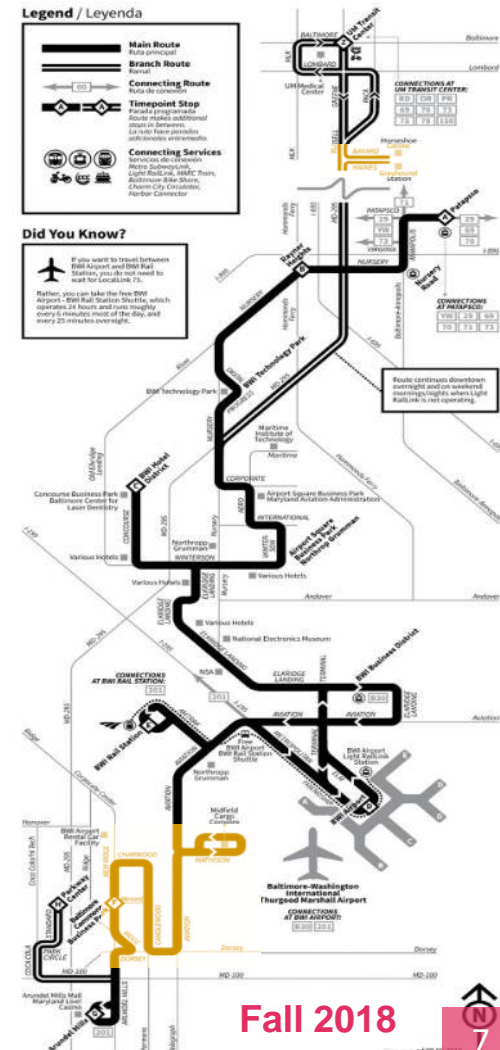
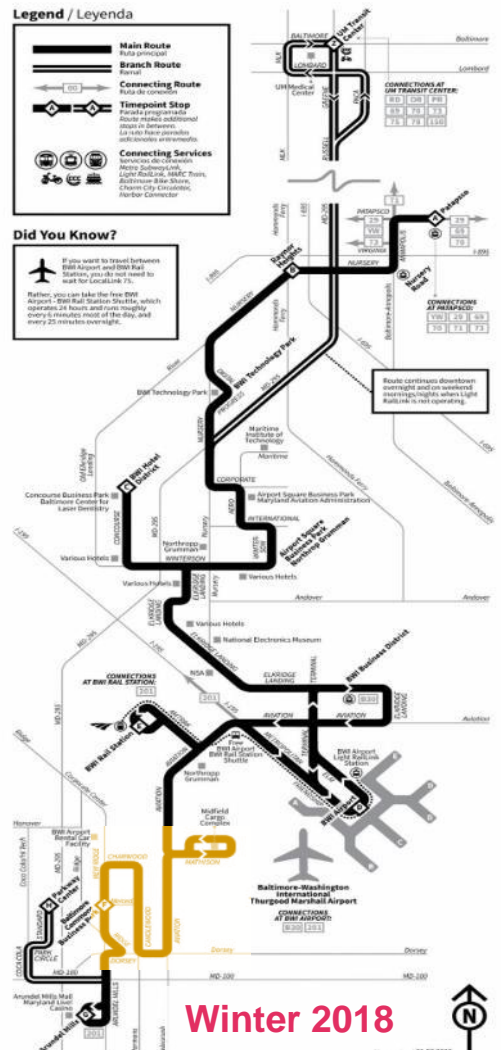
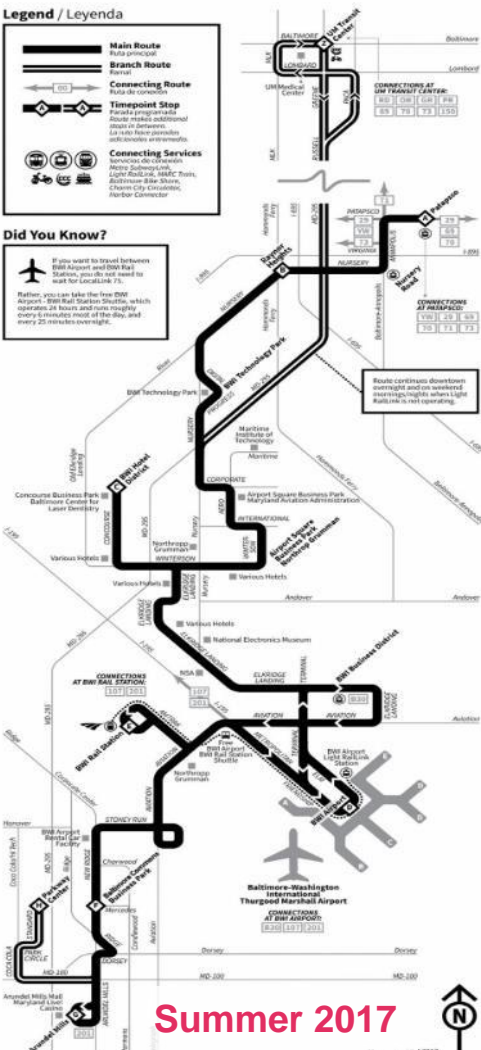
Site visits, route tours,
interviews, rider surveys



Data and spatial analysis



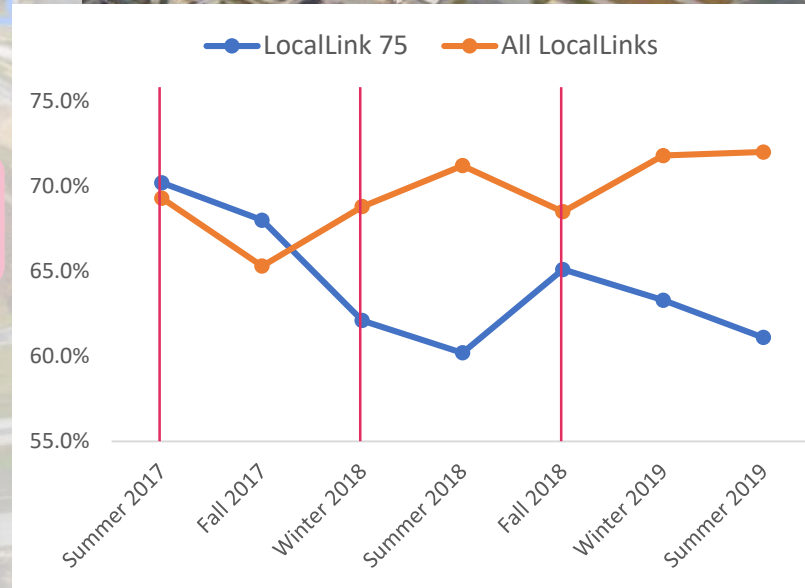
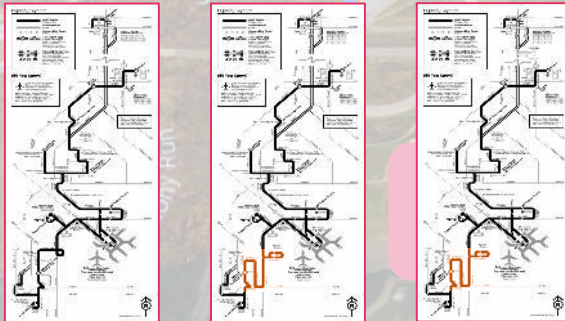
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Problems Identified

Rapid Suburban Development

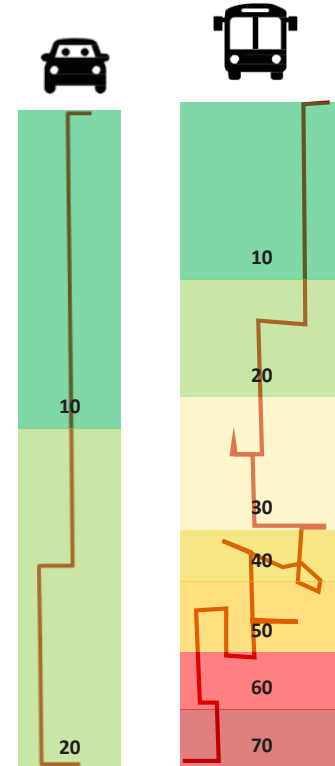
- Employment centers oriented away from transit, new development expected
- OTP has fallen since the initial launch of a more streamlined LL75 in 2017



Problems Identified

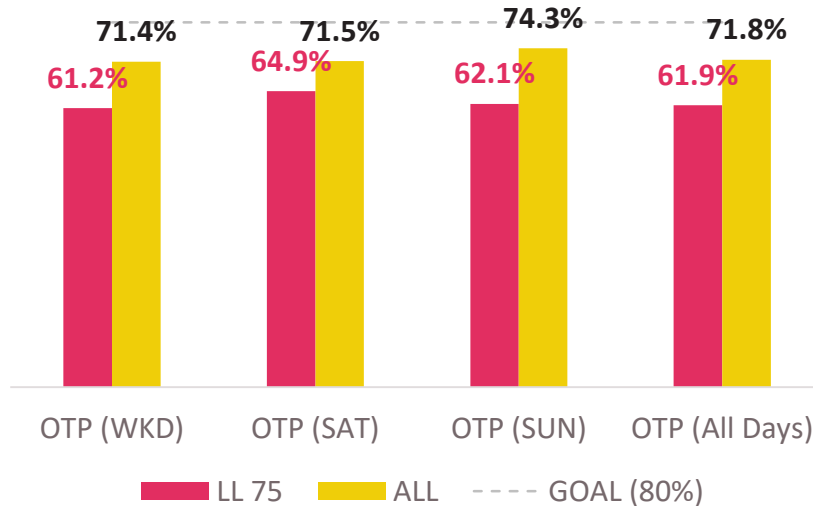
Transit Travel Time vs. Driving

- Expect commute by bus to take about 1.7x longer than driving.
- On LL75, taking the bus is 3.2x longer than driving
 - 1.6x longer from Patapsco to the airport (northern half)
 - 2.6x longer from the airport to the mall/casino (southern half)

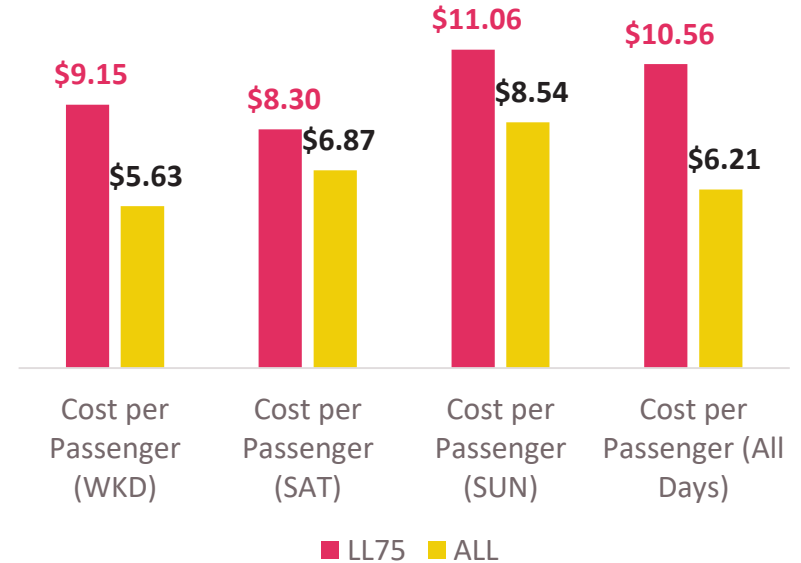


Problems Identified

LL75 has below average on-time performance (2018)



LL75 costs more per passenger than other LocalLinks (2018)



Problems Identified

More learned from surveys

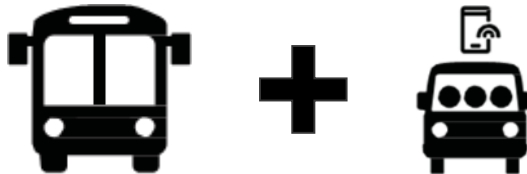
- Total of 310 complete responses
- **70% transfer more than once**, 32% transfer twice to complete their trip
- **93% walk to/from the bus stop.**
 - “long, lonely walk” around/across parking lots, near busy traffic, etc.
- **74% pay cash**, 14% pay cash for one-way fare
- Almost everyone has smartphone, **few have data plans**, and **fewer use credit cards or mobile payment apps**
- Fewer than 25% use Uber or Lyft



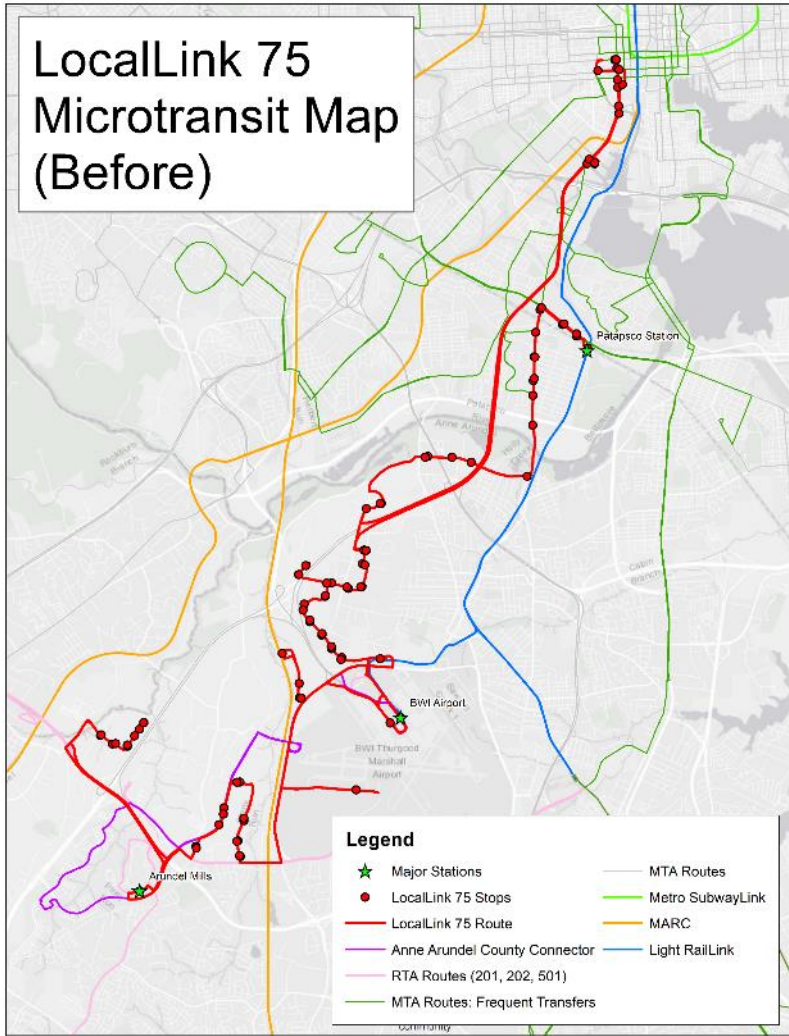
Proposed Solution

Why: Improve the reliability, flexibility, and overall quality of service for existing riders and potential new riders.

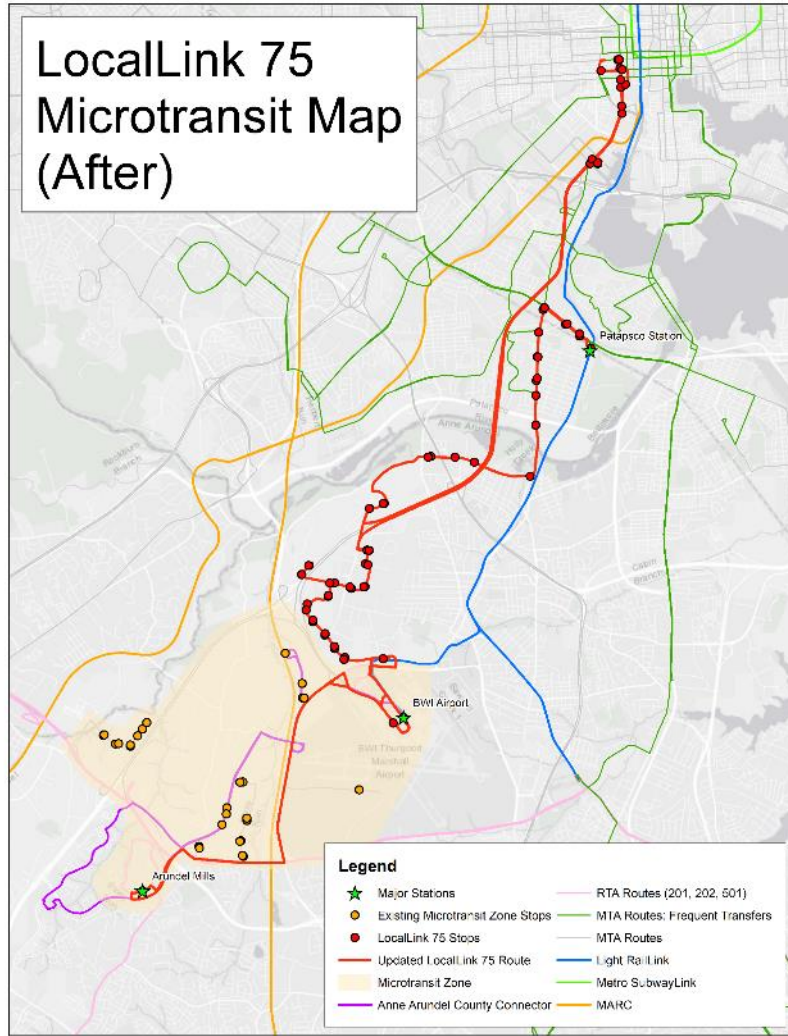
How: Leverage available technology, vehicles, and service models to enable on-demand, right-sized, flexible service.

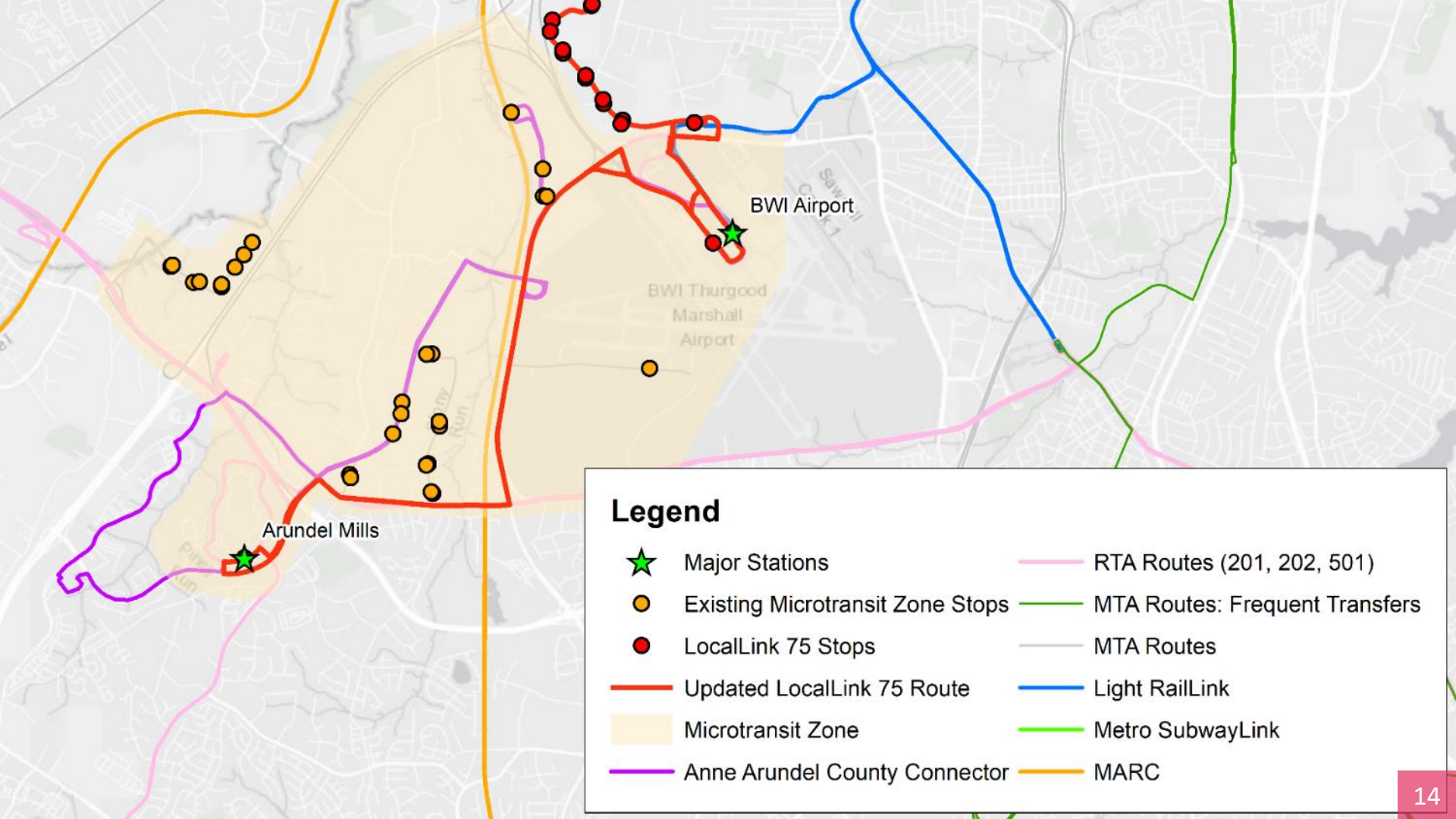


LocalLink 75 Microtransit Map (Before)



LocalLink 75 Microtransit Map (After)



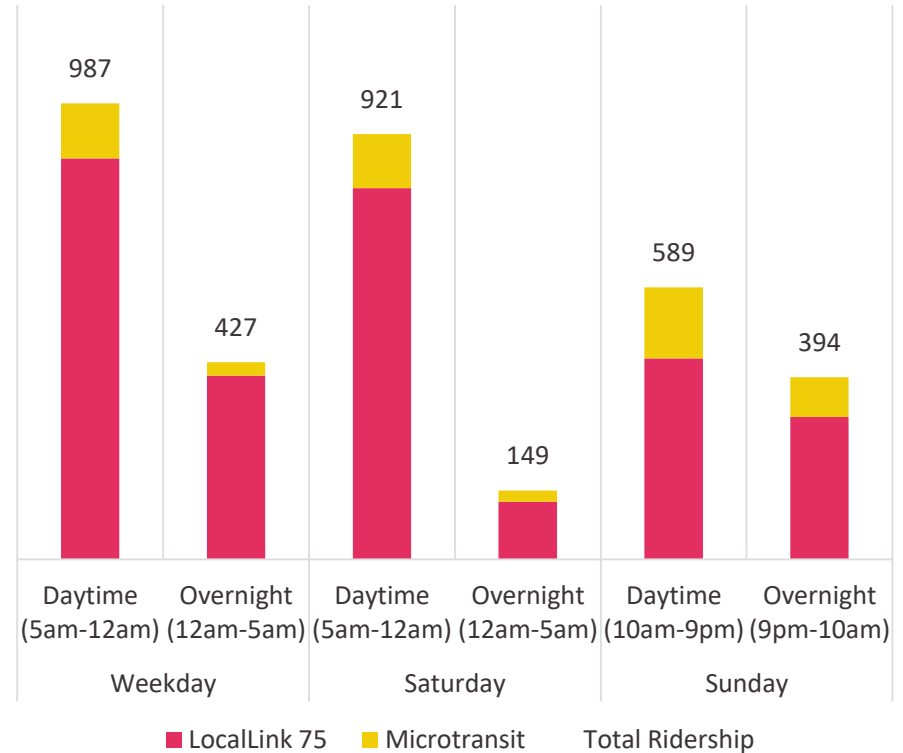


Legend

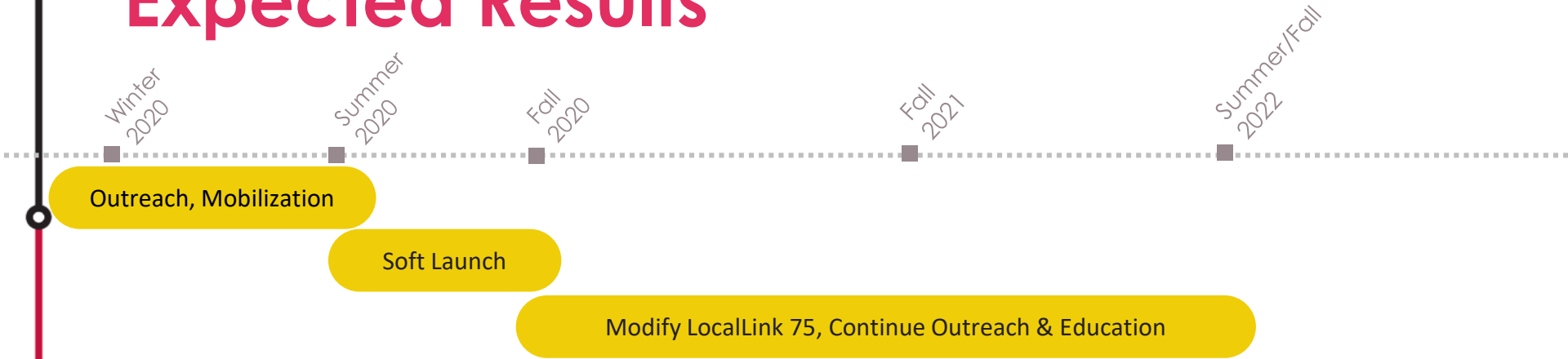
- ★ Major Stations
- Existing Microtransit Zone Stops
- LocalLink 75 Stops
- Updated LocalLink 75 Route
- Microtransit Zone
- Anne Arundel County Connector
- RTA Routes (201, 202, 501)
- MTA Routes: Frequent Transfers
- MTA Routes
- Light RailLink
- Metro SubwayLink
- MARC

Expected Results

- Majority of existing LL75 riders will
 - Complete their trips on the modified LL75
 - Experience higher on-time performance and shorter travel time
- Riders on microtransit will
 - Experience shorter wait and travel time
 - No increase in cost if transferring from MDOT MTA service



Expected Results



Outreach, Mobilization

Soft Launch

Modify LocalLink 75, Continue Outreach & Education

The agency will

- Work with local stakeholders and contractor to refine and mobilize the pilot.
- Engage and educate riders and employers on how to use the service.
- Learn from and evaluate the pilot for financial sustainability, as well as replicability and scalability.



Next steps

- Award a two-year contract
- Re-engage local partners, businesses, and riders
- Implement pilot in summer 2020
- Modify LocalLink 75 in fall 2020
- Evaluate and report out on pilot phases, including expected performance improvements on LocalLink75

Thank you!



MARYLAND DEPARTMENT
OF TRANSPORTATION

MARYLAND TRANSIT
ADMINISTRATION

K. Jade Clayton
Office of Planning and Programming
jclayton@mdot.maryland.gov
410-767-7771

