

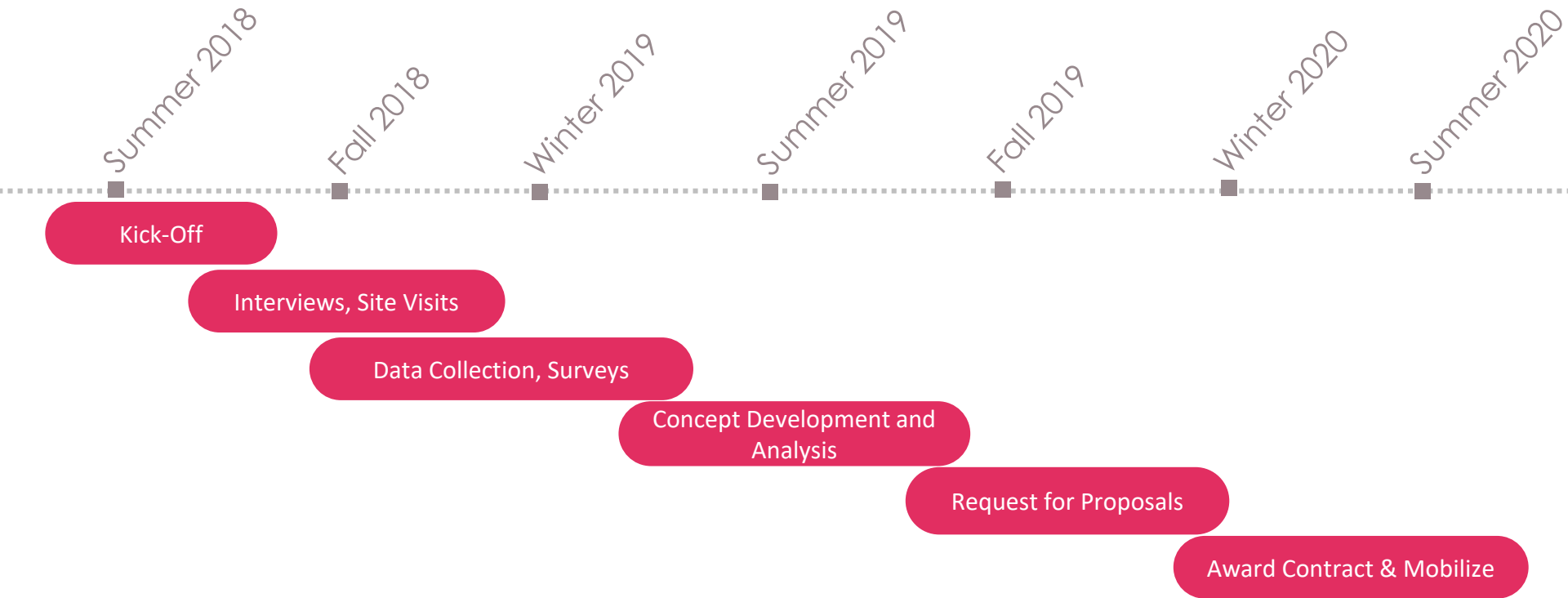


# Access to Opportunity Microtransit Project

June 30, 2020

Lessons Learned from the MOD On-Ramp Program

# Project Overview



# MOD On-Ramp

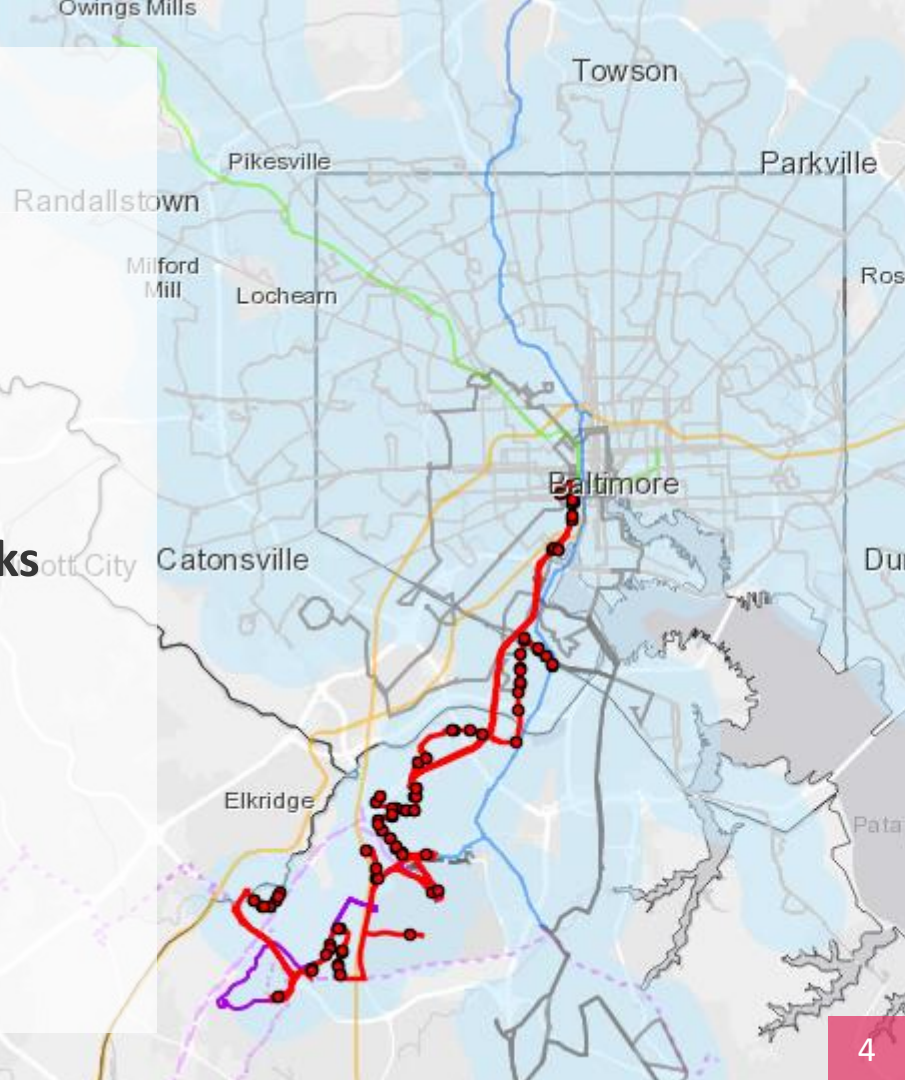
- **2018** - Applied for On-Ramp
  - Previous studies, stakeholder engagement, data
  - Strong case for third shift workers, persistent need
- **Identified opportunities with LocalLink 75.**



LocalLink 75 and nearby employment centers.

# Current Service

- 24/7 service, 56 bus stops
- 30 to 60-minute headways
- 50 to 70-minute travel time
- Connects to rail, bus, local services
- Ad-hoc extensions for industrial parks
- LL75 vs. LocalLink Average
  - Daily ridership: 1,200 vs. 2,100
  - On-time Perf.: 62% vs. 72%
  - Cost per Trip: \$11 vs. \$6
  - Cost per Rev. Hour: \$180 vs. \$146
  - Length in miles: 32 vs. 14





# Problems Identified

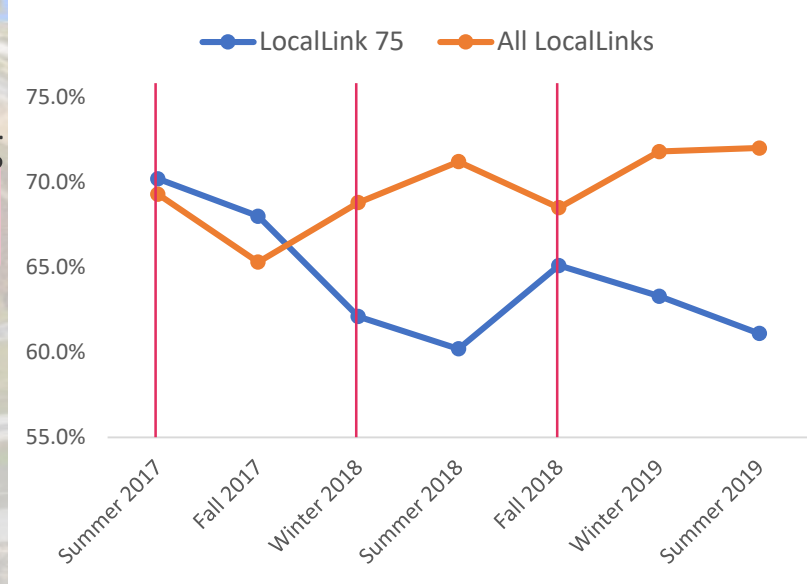
## Rapid Suburban Development

- Employment centers oriented away from existing transit
- On-time performance and frequency falling with each new segment added



Future 24-hour  
Maintenance  
Facility

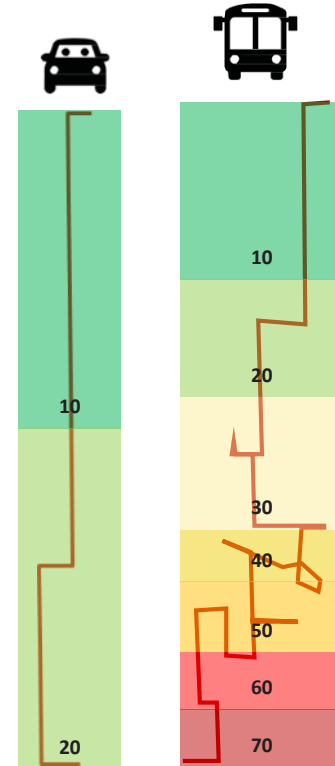
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# Problems Identified

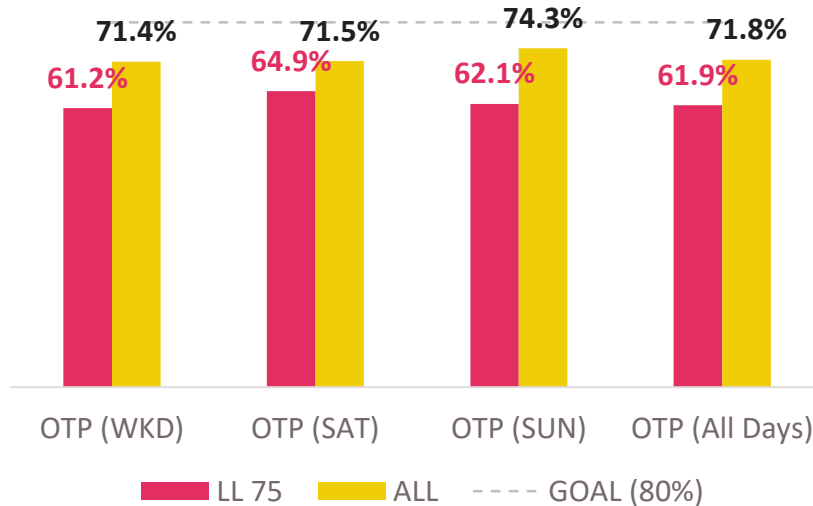
## Transit Travel Time vs. Driving

- 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)

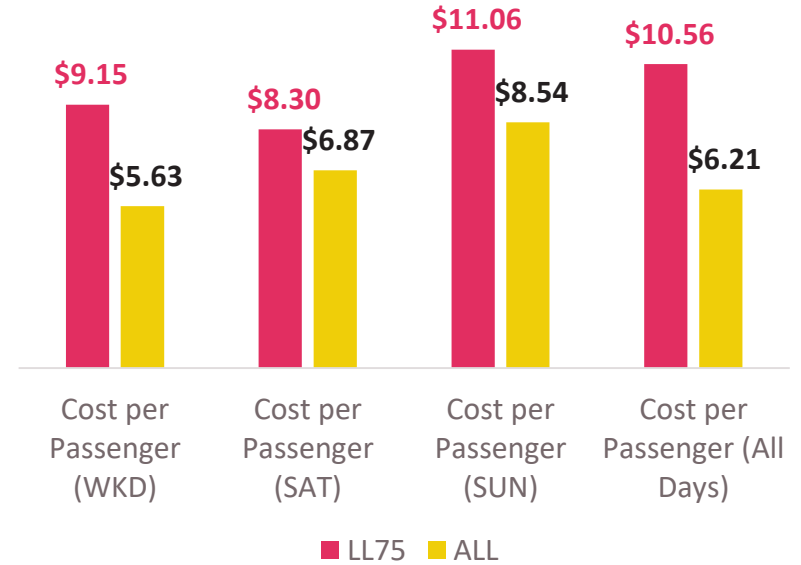


# Problems Identified

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
- Few riders **have data plans**, and **fewer use credit cards or mobile payment apps**
- Fewer than 25% use Uber or Lyft

Unsignalized  
Entrance

MTA Light Rail

CSX Rail

Desire Line

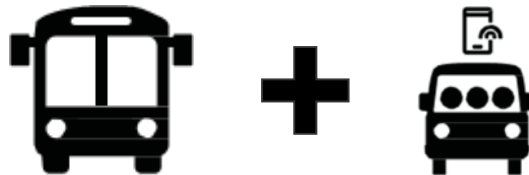
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Start

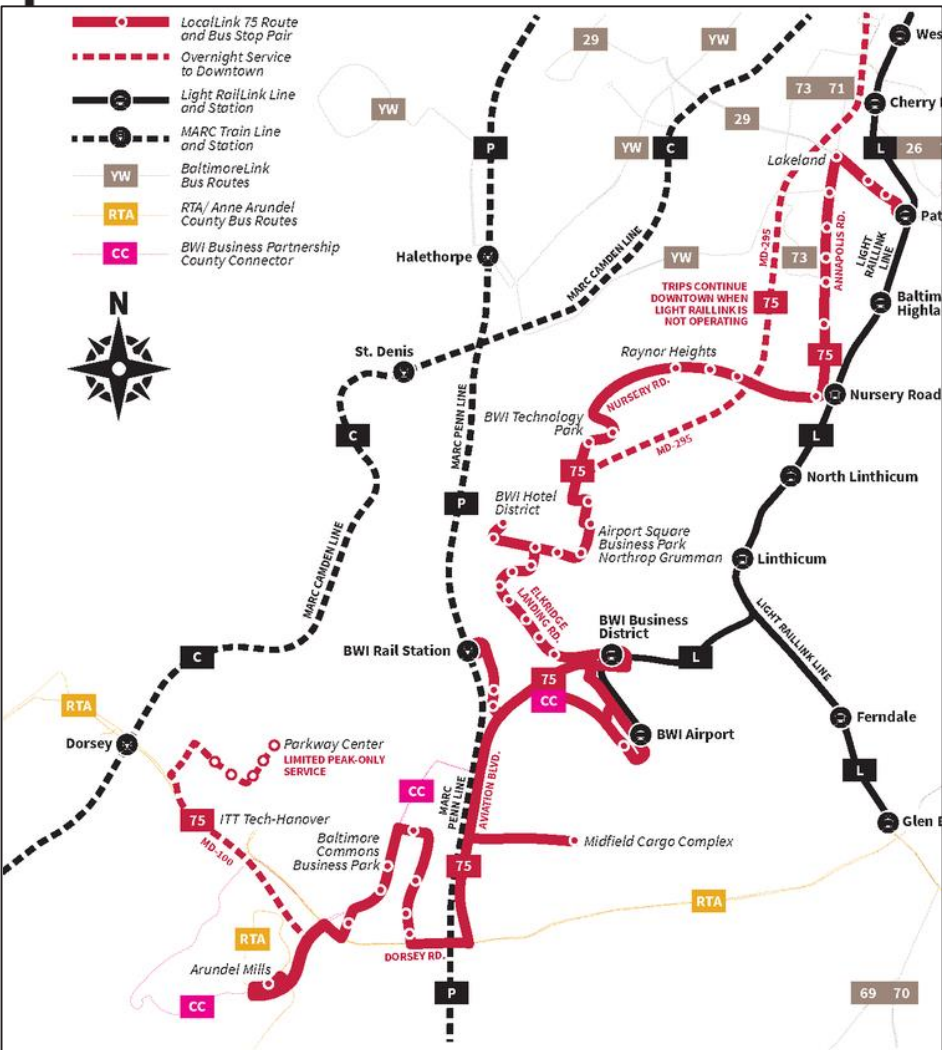
# Proposed Solution

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

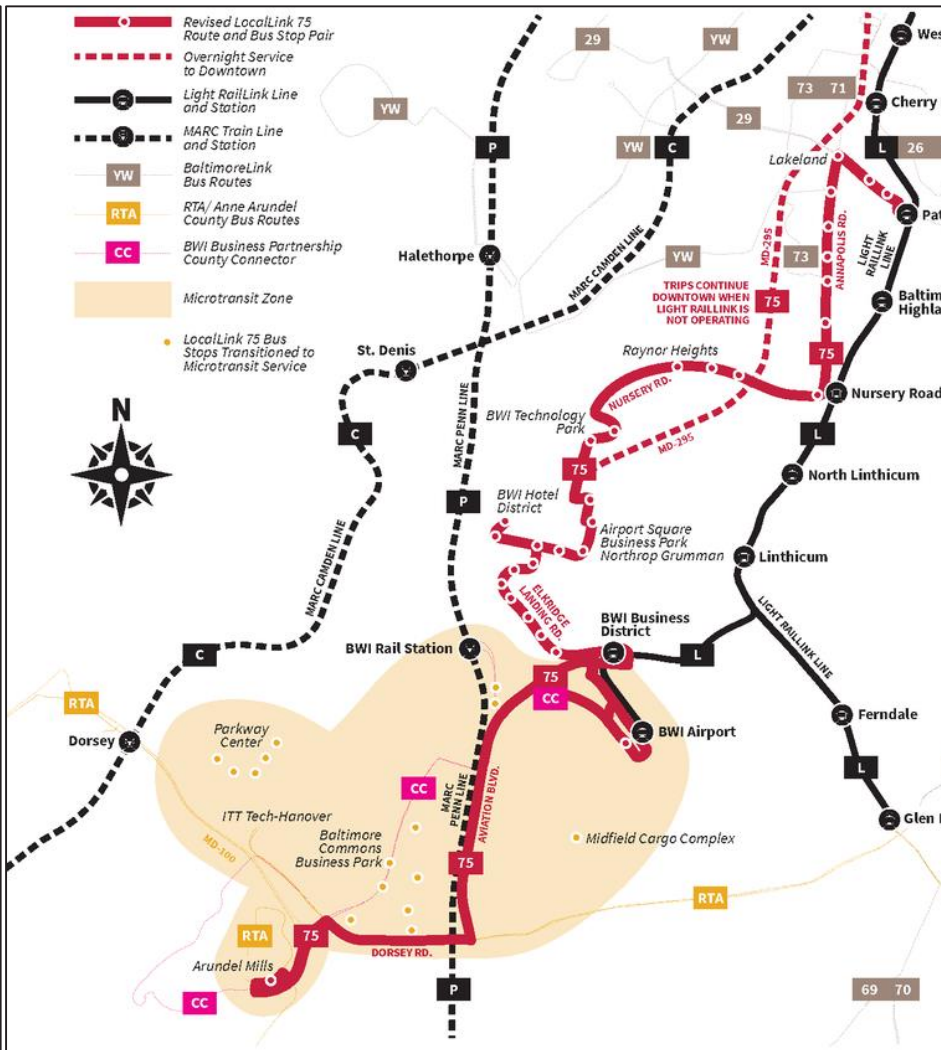
**How:** Leverage available technology, vehicles, and service models to enable on-demand, right-sized, flexible service.



- LocalLink 75 Route and Bus Stop Pair
- Overnight Service to Downtown
- Light RailLink Line and Station
- MARC Train Line and Station
- BaltimoreLink Bus Routes
- RTA/ Anne Arundel County Bus Routes
- BWI Business Partnership County Connector

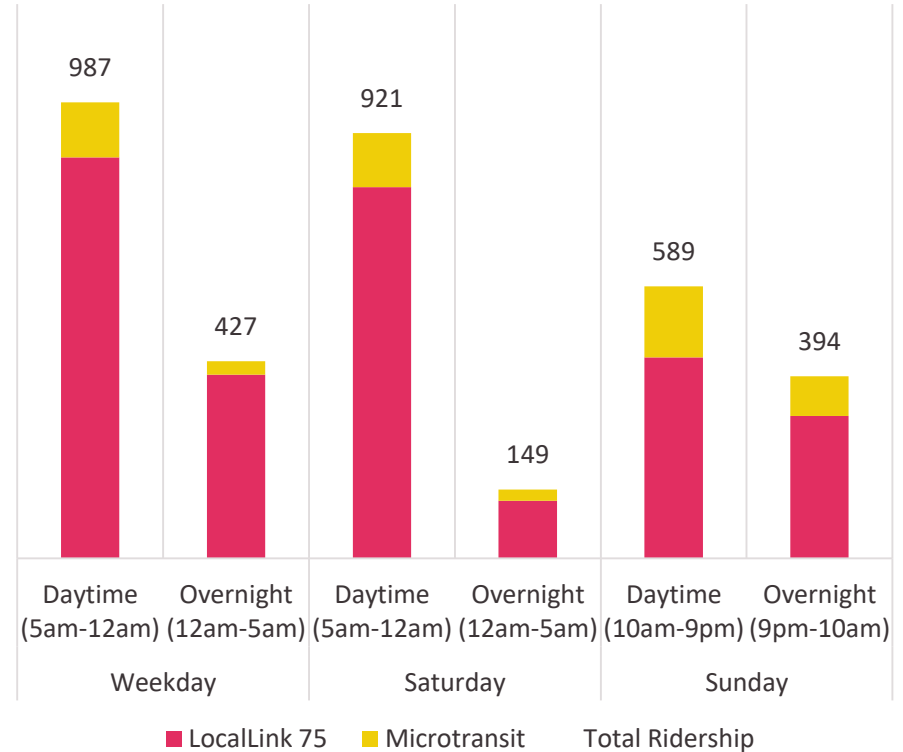


- Revised LocalLink 75 Route and Bus Stop Pair
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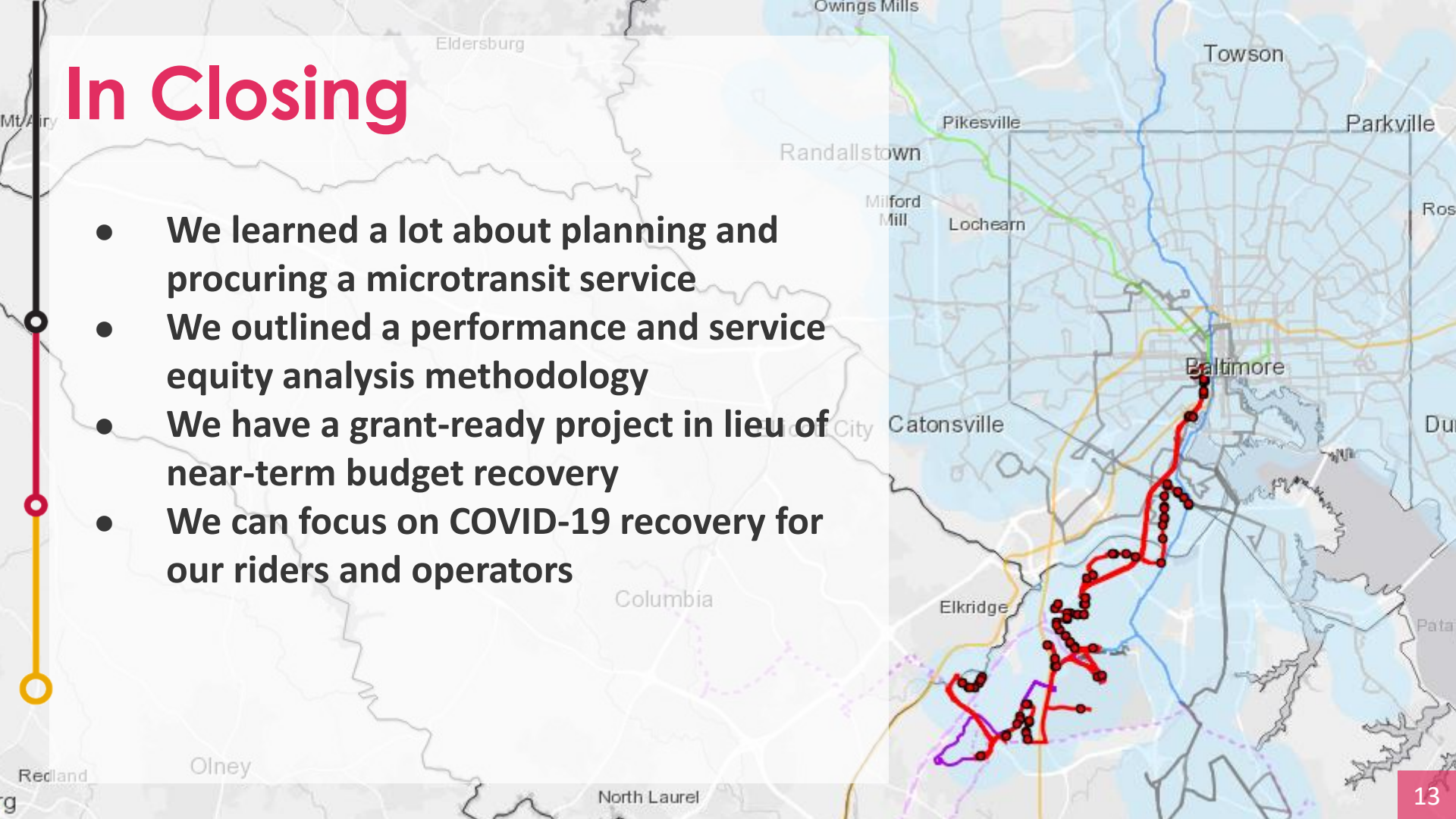
# Impact on Riders

- LL75 riders will experience
  - higher on-time performance
  - shorter travel time
- Riders on microtransit will experience
  - shorter wait time and travel time
  - additional transfer for some
- LL75 improvements may attract new riders to core service



# In Closing

- We learned a lot about planning and procuring a microtransit service
- We outlined a performance and service equity analysis methodology
- We have a grant-ready project in lieu of near-term budget recovery
- We can focus on COVID-19 recovery for our riders and operators



# Thank you!



MARYLAND DEPARTMENT  
OF TRANSPORTATION

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ADMINISTRATION

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