Access to Opportunity Microtransit Project

June 30, 2020

Lessons Learned from the MOD On-Ramp Program
Project Overview

Kick-Off
Interviews, Site Visits
Data Collection, Surveys
Concept Development and Analysis
Request for Proposals
Award Contract & Mobilize
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.**
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
Problem Identification

Local studies, research

Site visits, route tours, interviews, rider surveys

Data and spatial analysis
Problems Identified

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

![Graph showing on-time performance and frequency](image)

55.0% 60.0% 65.0% 70.0% 75.0%

- LocalLink 75
- All LocalLinks

<table>
<thead>
<tr>
<th>Summer 2017</th>
<th>Fall 2017</th>
<th>Winter 2018</th>
<th>Summer 2018</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Summer 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>55.0%</td>
<td>55.0%</td>
<td>55.0%</td>
<td>55.0%</td>
<td>55.0%</td>
<td>55.0%</td>
<td>55.0%</td>
</tr>
</tbody>
</table>
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)

Source: Census Household Travel Survey, Schedule and GTFS data
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
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.
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!

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