STRATEGIES FOR INCREASING TRANSIT RIDERSHIP

TRANSIT DEVELOPMENT PLAN SERVICE IMPROVEMENTS
PHASE 1 (FY2019 - FY2020)
Objective: Increase transit usage by providing more frequent and weekend service
- Implemented in May 2019
- Eliminated fixed route fares for seniors and individuals with disabilities
- Added over 5,600 service hours
- Improved connections to jobs
- Increased frequency of service to 30 minutes and 1 hour to give riders more service options
- Added 3 new routes to provide more direct connections
- Implemented NEW or EXPANDED Sunday service on 6 routes
- Added new stops to provide more access
- Adjusted routes and schedules to improve on-time performance
- Established partnership with the Howard County Public School System

MOBILE PAYMENT OPTIONS (2020)
Objective: Improve the ease and convenience of purchasing and paying transit fare on RTA
- Removes the need for passengers to carry cash
- Keeps tickets organized and easily accessible
- Allows easy purchase of tickets online for others
- Increases speed of passenger boarding
- Reduces the cost of fare collection

TRANSIT DEVELOPMENT PLAN SERVICE IMPROVEMENTS
PHASE 2 (FY2021 - FY2024)
Objective: Increase transit usage by expanding service to unserved and under-served areas and connecting to MTA, Ride-On, and Metro services

- Access to employment and shopping at Waverly Woods Village Center, Turf Valley Town Square
- Service to Centennial High School and Goodwill
- Access to Board of Education, Homewood Center, and the Applications and Research Laboratory (ARL)
- Access to employment and shopping at Maple Lawn
- Service to Applied Physics Lab (APL)
- Connect to Montgomery County’s FLASH
- Provide northbound service to Howard County
- Direct connection to Elkridge for employment and shopping
- Regional route to Catonsville in Baltimore Co.
- Access to employment along Route 40
- Connect to MTA Routes 150,77 and the CityLink Purple

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