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transit matters

maryland transit administration





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## **governor's** message

*Martin O'Malley*

Maryland has a proud history of investing in transportation to improve the quality of life for its citizens and support its diverse range of businesses. The Maryland Transit Administration is a key element for ensuring that our state's workforce has a way to get to where the jobs are, and for businesses to rely on a labor market that is supported by a dependable, comprehensive and interconnected transportation system. Looking ahead to public transportation's impact on future generations, the goals of reducing air pollution, easing traffic congestion and building a 21st Century transportation network are no less important. The O'Malley Administration is committed to enhancing the scope, quality and efficiency of public transportation as a fundamental tool to create jobs and expand opportunity for all of Maryland's citizens and business community alike.

## secretary's **message**

*Darrell B. Mobley*

This is an exciting time for transportation initiatives in Maryland, and I have been honored to help further the choices that will most effectively meet the needs of our citizens and industries. Transit does indeed matter to the health and well-being of our state, and the O'Malley Administration has been committed to addressing a wide range of vital transportation needs that are so necessary for future growth. These include the Light Rail Purple Line between Bethesda and New Carrollton, the Light Rail Red Line through Baltimore, and the Corridor Cities Transitway in Montgomery County. With a new emphasis on improved connectivity and the enhanced economic development that is the promise of each of these projects and many others, Maryland is poised to maintain its leadership as the "smart, green and growing" state.



## administrator's **message**

*Ralign T. Wells*

The range and depth of achievements you'll read about in the following pages reflect MTA's recognition that public transportation really matters to our customers who use it daily to get to work, school and play. We championed a great many initiatives in 2012 that have and will have a direct effect on the passenger experience that our system and vehicles offer. As a statewide agency however, MTA is equally aware of its role in relieving traffic congestion, promoting a cleaner environment and supporting business and industry. Throughout the year, MTA reaffirmed its commitment to becoming the most comprehensive, performance-driven and customer-service oriented transit system in the nation, while continuing to get the job done for today's transit riders on a daily basis.



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## local bus

*Maryland's favorite "pick-me-up"*

MTA Local Bus service provides nearly a quarter million passenger trips every day – approximately 65 percent of all MTA services utilized. MTA takes seriously its responsibility to our neighbors throughout every community we serve, providing regular service, training and follow-up with its bus operators to ensure a safe and satisfying travel experience for our customers.



## fast fact

MTA transported over 112 million riders – two percent more than in 2011. That's more than 19 times the population of Maryland.



## Doing our best to be a good neighbor

MTA is accountable to its neighbors who happen to live close to one of our many service hubs. For example, MTA broke ground on a state-of-the-art replacement for the Kirk Avenue Bus Facility, set to employ the latest innovations in energy efficiency and green technology. The new \$40 million facility will enable the MTA to perform all bus maintenance work in an enclosed environment in order to better control noise, exhaust fumes and visibility of the buses to the surrounding neighborhood.



## Rolling the right way

The agency's commitment to maximize efficiency through the use of green technology extended to its deployment of nearly all 53 new hybrid diesel electric buses ordered prior to 2012. They use 20 percent less fuel, are up to 50 percent quieter and have proven to be twice as reliable as ordinary diesel buses.



## Serving the community beyond commuters

MTA engages with its customers in unusual ways to remind riders of our ongoing commitment to the community. These include our annual support of the Stuff-A-Bus campaign to benefit the Maryland Food Bank and the Words On Wheels program to encourage the work of budding student poets and artists by displaying it on MTA vehicles throughout the system. Our annual support of Dump the Pump day is another way MTA encourages the use of alternative transportation, particularly bicycles that can be carried on most MTA transit modes.



*I write this note to recognize the selfless and heroic acts of one of MTA's finest bus operators. My dad (who suffers from dementia) was on his bus alone and didn't understand how to get where he was going. Your MTA employee went above and beyond his duties to assist my dad and ensured that he was safe. I would like to give a big THANK YOU for his selflessness. It's nice to know that the MTA has operators who are willing to truly serve the public.*



— Jacqueline



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## light rail

*Keeping the promise*

Much has changed in the 21 years since MTA Light Rail started operating in the Baltimore metropolitan area. New jobs and industries were created, access to employment sites improved, retail, entertainment and dining establishments flourished and neighborhoods didn't seem so isolated anymore. Light Rail has continued to keep its promise of providing convenient, low-cost rail transportation to destinations all over the region.



## fast fact

Light Rail annual ridership – 8,539,996

Weekday average – 27,253

On-time performance – 96.83 percent





## Enhancing downtown Baltimore

In September 2012, MTA completed the refurbishment of Light Rail stops along Howard Street. Enhancements included station painting, shelter glass replacements, lighting replacements, bench replacements, trash can replacements and mirror replacements. Neighborhood maps were installed at Cultural Center, Centre Street, Lexington Market, University Center/Baltimore Street and Convention Center stops that depict landmarks and attractions within a quarter-mile radius of each stop. In addition, all Light Rail stops along Howard Street received new platform-mounted LED displays. This project is part of MTA's plan to install similar equipment at all 33 Light Rail stops. The MTA is continuing to enhance communication with customers and improve safety and security at Light Rail stops. Ultimately, the LED displays will provide real-time information on next train arrivals.



## Improving customer safety

In October 2012, Light Rail Facilities Maintenance began installing intertrack fencing at the Cherry Hill, Lutherville, Timonium Fairgrounds and Nursery Road stops to improve safety in the station area by directing customers to designated crosswalks.



## Extending service life

Where the Light Rail tracks cross Seminary Avenue in Lutherville, MTA crews went to work when regular inspections revealed that the grade crossing infrastructure was nearing the end of its service life. Crews replaced the crossing and its foundation with more durable materials. The MTA will continue to check all grade crossings throughout the system.



*I've been riding Light Rail for 15 years to my job in downtown Baltimore and sometimes to see Orioles games. I think it is a lot cheaper to ride than to drive. Thank you for bringing Light Rail to Glen Burnie all these years. I really love it!*



– Gail



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## metro subway

*On track for safety and reliability*

Safety is a given for Metro Subway riders. For those who deliver the service on a daily basis, it's anything but. In 2012, Metro Subway undertook major system upgrades (including new data recording capabilities and railcar truck assembly overhauls) that are critical to maintaining the highest safety standards and uninterrupted service. Most took place behind the scenes, invisible to even the most vigilant passengers. All upgrades however, were implemented to ensure continuous reliability and maximum safety. Metro Subway's on-time performance record of 98 percent is testament to their efficacy.



## fast fact

Metro Subway serves over 15 million riders annually and in FY 2012 had an on-time performance record of 97 percent.





## Maximizing the life of the fleet

Metro Subway completed the Five Year Truck Assembly Overhaul program to extend the safe and reliable service life of its railcars. The overhaul included a refurbishment and/or replacement of all critical parts, as well as a major overhaul of traction motors, wheel/axle sets, gearboxes and brake equipment. Following testing of all elements against original equipment manufacturer specifications, the reassembled trucks arrived in December 2012, eleven weeks ahead of schedule.



## Refurbishing to smooth the way

The Rogers Avenue Crossover Reconstruction project took on the refurbishment of switches within the Rogers Avenue interlocking area and replacement of ballast and sub-ballast on the bridge over Northern Parkway. While the program was initiated in order to enhance the longevity of the rail and associated components, it also resulted in a welcome improvement that our riders can appreciate – a smoother ride.



## Solving problems before they occur

The Traction Power Substation Repair and Enhancement program replaced outdated components within the substations. Its new data recording capability makes it possible for the Metro Subway Maintenance Department to detect areas of concern before they become a major problem – and expense.



## Safety first, last and always

Third-rail cover boards play a vital role in protecting maintenance personnel who walk the track area. They also protect the third rail itself from inclement weather, an issue that has plagued Metro Subway in the past. Metro Subway replaced all cover boards on both tracks between Reisterstown Plaza Station and Old Court Station in 2012, and will continue to replace cover boards throughout the system until all of them are replaced.



*Just wanted to express my appreciation for the station attendant at Old Court Metro. He is always extremely courteous and friendly every morning. He takes the time to say hello to lots of us regulars and goes out of his way to help people buy tickets at the machines. Thank you for letting him know how much he's appreciated by people like me who could use a lift in the morning.*



– Chris



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## **marc train**

*On a roll with improving customer satisfaction*

MARC Train ridership growth, on-time departures and arrivals and passenger satisfaction continued their steady improvement throughout 2012. New equipment purchases and facilities enhancements demonstrated MTA's commitment to this vital mode. It's no wonder MARC Train ranks ninth nationally in ridership, according to the American Public Transit Association (APTA).



## **fast fact**

Procurement of double-decker MARC cars will increase seating capacity by over 1000.





## New communications systems installed

Using a U.S. Department of Transportation TIGER Grant, the MARC Train Service signed a contract to replace public address and LED sign systems. The new technology is a significant upgrade over the previous systems that were over 20 years old. The PA/LED systems provide the ability to communicate with passengers in real-time as they wait on the platform at stations, alerting them to delays, service modifications and other items of importance. The Brunswick Line was brought fully online in 2012, and several stations on both the Camden and Penn Lines were activated as well.



## Maintaining a safer environment

MARC Train worked aggressively to address backlogged facilities maintenance issues. A new ancillary maintenance contract was secured, and over \$2.9 million was invested in maintenance and upgrades at MARC stations. This included concrete repair (walls and stairs), replacement and upgraded lighting in parking lots and platform repairs.

## Ridership gains

MARC Train saw increases on all three of its routes in 2012. The Penn Line averaged 24,164 daily riders (13.3 percent increase), the Camden Line averaged 4,688 (2.5 percent increase) and the Brunswick Line averaged 7,688 (4.6 percent increase). Passenger ridership continues to rise as customers find MARC to be the smartest alternative to driving on crowded and congested highways.



“

*Tonight I made the colossal mistake of leaving my luggage in DC while I jumped on my train back to Baltimore. When I realized I'd left it behind, I found the MARC conductor and explained my problem. She was a godsend, so kind, and went way beyond anything her job description required to not only coordinate getting me back to DC, but to get my bag picked up from the baggage hold before it closed, and then get both my bag and me back to Baltimore. I'm just plain happy knowing that people like her are out in the world. Thank you, thank you, thank you!*

– Amanda

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## commuter bus

*Going the distance to help customers live more car-free*

Commuter Bus goes the distance weekdays carrying passengers from the Eastern Shore, Annapolis, Anne Arundel, Harford and Howard counties, Southern Maryland, Hagerstown and Frederick to destinations in Baltimore and Washington, DC. Demand for more service is increasing faster than new buses can be deployed. It all works because of a simple formula. Comfortable, safe, economical coach buses beat driving on congested roads and looking for scarce parking spaces every time.



## fast fact

Fuel prices have increased 150 percent since 2000, posing a challenge to minimizing expenses associated with the cost per revenue mile over the same period; however, the cost per revenue mile for Commuter Bus has decreased by about two percent since 2010 (from \$12.57 in FY 2010 to \$11.60 in FY 2012).



## New Park and Ride to serve Montgomery County

MTA ICC Commuter Bus passengers now have access to a new Park and Ride lot in Montgomery County. The new lot is located just west of Georgia Avenue and just south of the ICC in Silver Spring. The new lot will include 202 parking spaces and two bus shelters.



## Expanded options for St. Mary's County

The MTA and St. Mary's County broke ground on a new Park and Ride Commuter Bus lot in Charlotte Hall, MD. The project strengthens public transportation in Southern Maryland by creating 500 new parking spaces for Washington, DC-bound Commuter Bus riders. Construction of the new Park and Ride lot is expected to take one year.



## New ICC Commuter Bus routes launched

MTA Commuter Bus routes began service in January 2012 along the 18.8-mile Intercounty Connector (ICC) toll road. The new routes provide service between I-270/370 in Montgomery County and I-95/Rt. 1 in Prince George's County serving the National Institutes of Health and the National Naval Medical Center in Montgomery County, connecting Howard County to employment centers in Bethesda, and transporting Prince George's County residents to jobs in the I-270 High Technology Corridor in Rockville and Gaithersburg.



*We had been wondering if transit service to areas beyond Baltimore would ever happen. Thank you MTA for introducing the ICC Commuter Bus service.*

– Gwen





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## mobility

*Going where the need is greatest*

The freedom to travel is a gift that most of us take for granted. It's a gift that MTA Mobility paratransit services bring to those who treasure it most – individuals with disabilities and the elderly. Our commitment to this community shows up in a number of ways. By the way MTA maintains and surpasses ADA standards wherever practical. By our continuing adherence to on-time performance requirements despite a 45 percent increase in ridership over the past five years. And by our commitment to focusing on enhancing the travel-independence and self-sufficiency of our customers to the greatest extent possible.



## fast fact

Mobility reduced overtime expenditures by \$33,700 while increasing on-time performance by over seven percent in 2012.



## Enhancing the freedom of our customers

Mobility implemented more stringent conditional certification requirements in 2012 to encourage use of fixed-route transit services wherever possible. Combined with our enhanced travel training program, conditional certification offers many MTA customers a greater sense of freedom when choosing their travel options, and allows for overall resources to be allocated more efficiently as well. The more stringent eligibility requirements resulted in a decrease of 4.4 percent – or nearly 1,000 Mobility customers who now have the option to gain the confidence and training they need to rely on MTA fixed-route services vs. Mobility services alone – to get where they need to go.

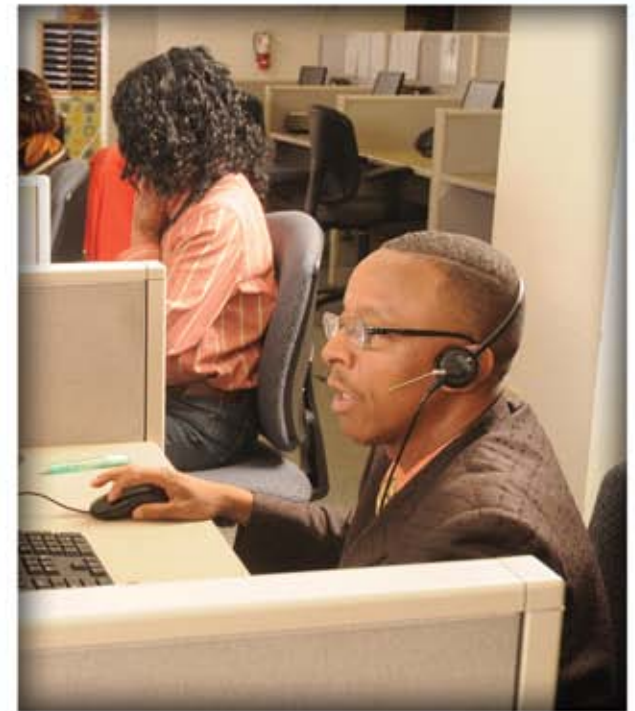


## Doing more with less

Mobility implemented new service area changes in 2012 to maximize efficiencies as well as bring the service into further alignment with ADA standards. In order to assist customers whose travel options would be affected by the change, Mobility implemented the Call-a-Ride service to ensure that their ability to get around didn't miss a beat.

## Resolving issues quickly

While our more than 23,000 Mobility customers can utilize the service for any number of local destinations, medical visits comprise a large percentage of our trips. To augment MTA's emphasis on continuous improvement of our customer service, quality performance and on-time arrivals, Mobility has added a Liaison for Quality Assurance and Customer Service position to assure that issues – particularly those involving critical needs like doctor and clinic visits – are resolved quickly and efficiently.



*Booked my first Mobility trip online, thanks to your new automated options. Fantastic! Easy to work, fast results. Very glad to see this updated technology. Happy Mom's Day to all the wonderful folks at MTA Mobility.*

– Leslie





## locally operated transit systems

*Statewide reach, local service*

MTA provides funding and technical support for Maryland's Locally Operated Transit Systems (LOTS), located in all 23 Maryland counties as well as Baltimore City, Annapolis and Ocean City.



### 1. Allegany County

Operating: \$851,247  
Capital: \$282,133

### 2. Annapolis

Operating: \$822,625  
Capital: \$291,700

### 3. Anne Arundel County

Operating: \$245,996  
Capital: --

### 4. Baltimore City

Operating: \$379,335  
Capital: --

### 5. Baltimore County

Operating: \$495,452  
Capital: --

### 6. Calvert County

Operating: \$454,215  
Capital: \$495,878,

### 7. Caroline, Kent, Talbot

Operating: \$678,187  
Capital: \$116,853

### 8. Carroll County

Operating: \$519,338  
Capital: \$230,839

### 9. Cecil County

Operating: \$431,124  
Capital: \$111,240

### 10. Charles County

Operating: \$2,239,905  
Capital: \$243,258

### 11. Central Maryland Regional Transit

Operating: \$2,439,647  
Capital: --

### 12. Dorchester County

Operating: \$546,863  
Capital: \$213,174

### 13. Frederick County

Operating: \$2,686,389  
Capital: \$382,500

### 14. Garrett County

Operating: \$335,016  
Capital: \$332,166

### 15. Harford County

Operating: \$1,273,325  
Capital: \$90,000

### 16. Howard County

Operating: \$1,890,841  
Capital: \$296,100

### 17. Montgomery County

Operating: \$23,361,055  
Capital: \$2,858,537

### 18. Ocean City

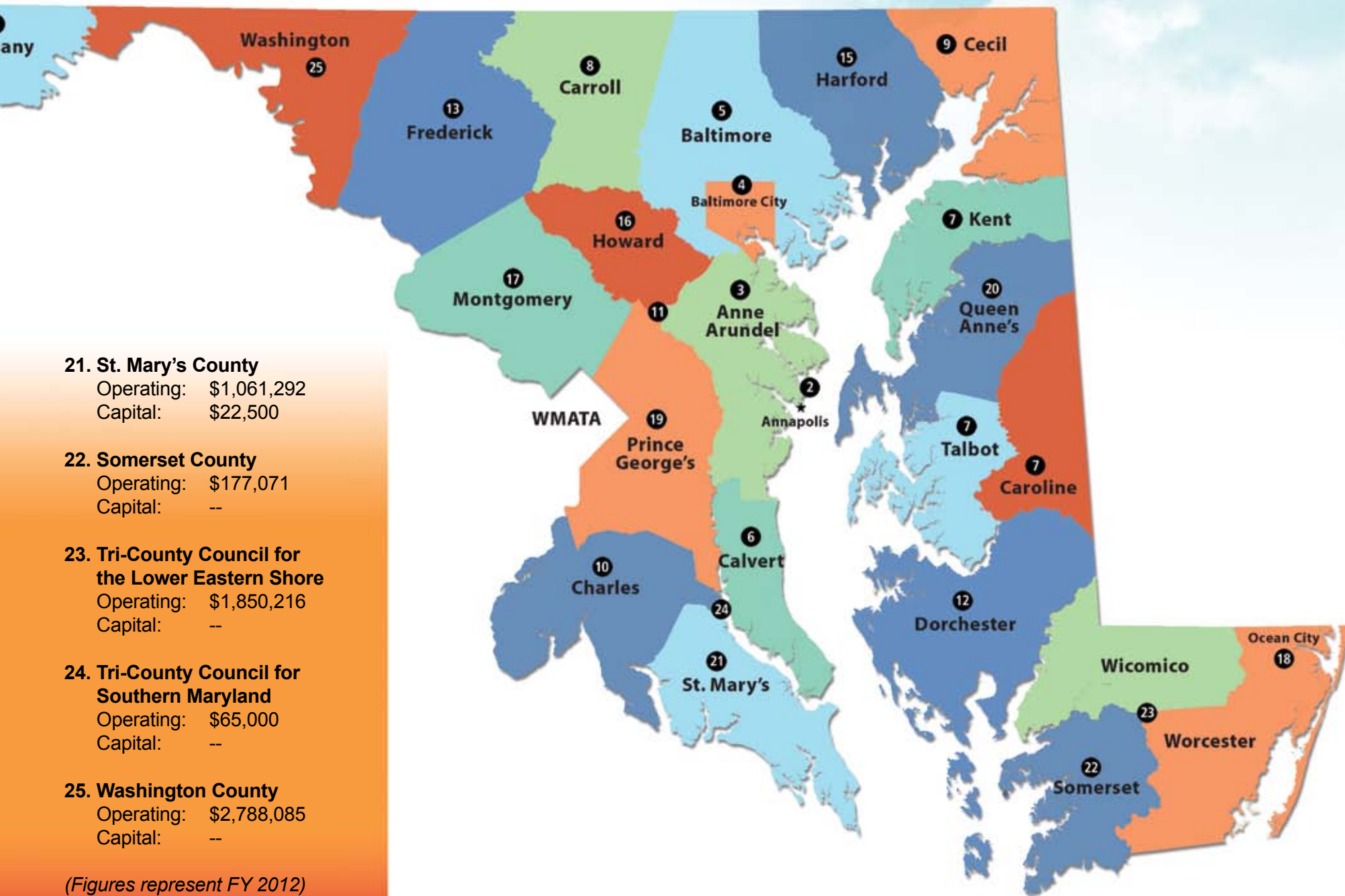
Operating: \$715,782  
Capital: \$2,016,4494

### 19. Prince George's County

Operating: \$8,039,313  
Capital: \$215,078

### 20. Queen Anne's County

Operating: \$344,926  
Capital: \$49,500





## projects and initiatives

### *Maximizing Maryland's connectivity*

Planning to meet the needs of a growing populace and ever-shifting demands for service is a critical element of MTA's approach. In December 2012, the Final Environmental Impact Statement for the Red Line Light Rail project was submitted to the Federal Transit Administration. The Red Line is expected to transport 54,000 daily riders, connecting with all forms of transit routes in Baltimore City. The construction start date is 2015 with project completion scheduled for 2021.



## fast fact

The Waldorf Park and Ride lot utilizes permeable concrete pavement to minimize stormwater runoff and reduce its impact on the environment. Use of this material (instead of constructing a runoff pond) also will allow for the provision of 550 additional parking spaces for Commuter Bus riders in Charles County.



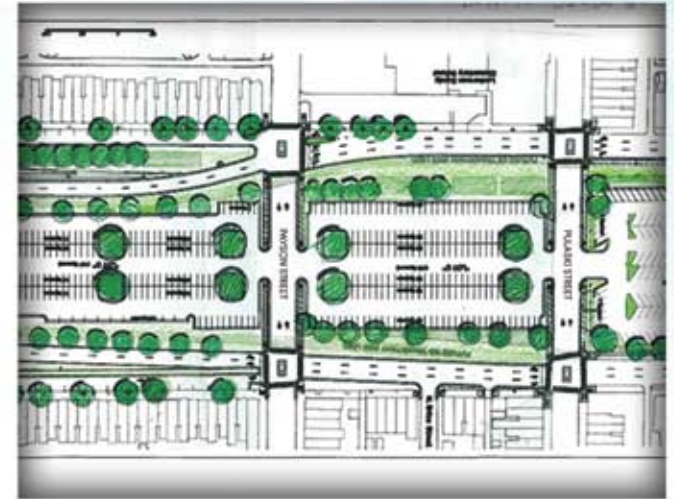


## Purple Line progress rolls on

The Purple Line Light Rail project made progress on preliminary engineering, cost estimate and environmental studies. MTA made a number of adjustments to the alignment, station locations, and layout of maintenance facilities in response to community input and additional engineering. The Purple Line will connect the Washington D.C. suburbs with the D.C. Metro system, all three MARC Train lines, Amtrak and local bus services. Construction is planned to begin in 2015 with project completion scheduled for 2020.

## Moving forward with the Corridor Cities Transitway (CCT)

The CCT is a planned nine-mile Bus Rapid Transit system that operates on an exclusive, dedicated transitway and combines the features of both a bus system and a light rail system. With the selection in 2012 of the preferred mode and route alignment between Rockville and Gaithersburg, the project is moving forward with an environmental analysis for the length of this corridor.



## Rebuilding communities with transit oriented development

Work was begun in June 2012 to reunify the West Baltimore communities that had been separated by the infamous "Highway to Nowhere" in the 1970s as well as encourage transit oriented development in the area. MTA is set to follow through with planned improvements to the West Baltimore MARC Station and the construction of two new parking lots adjacent to the station that will nearly double the number of available spaces to 660.



*I want to compliment and thank the three bus drivers that assisted my daughter and me during our recent visit to Baltimore when we had gotten lost. It was their outstanding kindness and understanding that enabled us to make it to the Preakness in plenty of time. Thanks again!*



– Greg and Megan



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## employee training

*Moving forward, well prepared*

Capital investment is critical to the success of any transportation system. MTA's investment in human capital is no less vital to our ability to serve the citizens of Maryland. Our administrative and operations training programs focus on – and are measured by – the agency's continuous improvement in achieving a wide variety of business and service goals. Each program is evaluated by its capacity to improve the quality of job-related functions, and to ensure that all our employees have the knowledge, skills and abilities to succeed.



## fast fact

Nearly one-third of all MTA employees undertook some form of operational or administrative training in 2012.



## Investing in human capital

In 2012, MTA provided the first agency-wide training program for managers with the *Managing Your Human Capital* initiative. At least 250 managers were trained, with the remainder set to be trained in 2013. In another first, MTA launched the first agency-wide *Training Needs Assessment* for all MTA employees to improve the selection and evaluation process and outcomes for promotions and entry-level jobs.

## Improving today and tomorrow

MTA Operations Training committed to the Kirkpatrick Model of training evaluation and measurement in 2012, which focuses on the monitoring and evaluation of training results and the adjustment of content and its presentation in order to maximize training effectiveness. The ultimate goal of this model is to measure the impact that each training program has on meeting business goals versus training goals alone. The enhanced reporting capabilities that this model affords have already enabled MTA Operations Training to incorporate significant improvements into its training approach, with additional promise for future improvements as well.



## Certifying excellence

More than 600 administrative employees took advantage of the opportunity to advance their skills through a wide variety of classes and certification programs. These included computer training, business writing, leadership development, driver improvement, customer service, safety and security, community Spanish language training and many others. In addition, MTA provided tuition reimbursement to at least 67 employees, enabling them to improve their skills in their current positions as well as advance in their careers within the agency.





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## safety and security

*Safety is our most important responsibility*

Safety and security are at the heart of everything we do at the MTA. It takes planning, training and attention to detail to achieve success on an ongoing basis in safeguarding customers, employees and equipment. Numerous departments across MTA share responsibility on a daily basis to maintain that outstanding record.



## fast fact

The MTA achieved a 42 percent reduction in preventable bus accidents (403 in 2012 vs. 696 in 2011)



## Two new safety programs introduced

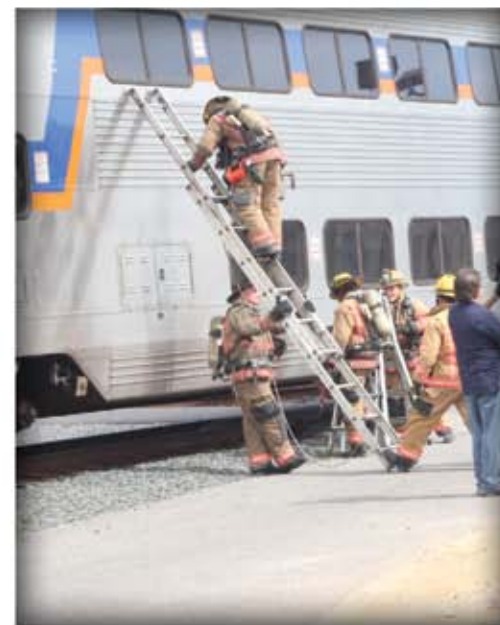
The MTA Office of Safety, Quality Assurance and Risk Management introduced two new safety programs for mode operators. The New Systems Safety Program Plan helps to guide and manage the overall safety of the MTA. The Bus Operations Safety and Security program was developed to minimize the risk of an incident or injury while operating a transit vehicle. Both programs were initiated to enhance the readiness of operators to respond in case of emergencies.

## ***If you see something, say something* message reaches new audiences**

Based on the success of MTA's regional project management of the *If you see something, say something* campaign, MTA applied for and was granted an additional \$2.5 million to expand media support for the campaign to increase transit security awareness among transit riders, transit employees and the general public. Working in collaboration with the Transportation Security Administration, the Federal Emergency Management Agency, the Greater National Capital Region Transit Security Grant Program and the Washington Metropolitan Area Transit Authority, MTA continues to lead the way in the development and implementation of this innovative transit security awareness campaign.

## **Mass transit emergency coordination exercise**

On September 27, 2012, a one-day mass transit emergency coordination simulation exercise was organized by MTA Police and held at their headquarters in Baltimore. The exercise consisted of two modules related to intelligence and information-sharing between law enforcement agencies and industry stakeholders, and the actions to secure the MTA in response to a credible threat. The exercise afforded valuable opportunities to better understand the role that MTA Police, MARC Train management and other security partners play in both preventing a mass transit security incident and supporting better outcomes in the event of its occurrence.



*Thanks, MTA for sending out a cleanup crew so fast to the Edgewood Station. By the time I returned home that night, the trash (and the rest of that mess) was gone. Much appreciated!*

– Charles





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## mta police

*Protecting customers and employees through advanced technology*

The mission of the Maryland Transit Administration Police Force is to enforce the law professionally, and protect its transit community, employees and facilities with dignity and respect. The work that the MTA Police Force performs on a daily basis and their ongoing outreach efforts in the community are at the heart of MTA's mission to provide safe, convenient, affordable and accessible transportation for the citizens of Maryland and its visitors.



## fast fact

Crime against persons on MTA vehicles or property is down 34 percent compared to 2011.





## Embracing enhanced technology

The MTA Police Force utilizes the latest technology to ensure the security of the transportation infrastructure, in keeping with Governor O'Malley's core goals. These technologies include the use of license plate readers, analytical video surveillance and modern crime data mapping for the most accurate deployment of police resources.

## Reducing crime to an absolute minimum

The mobile command center and Skywatch elevated watch tower augment the effectiveness of the explosive-detection K-9 teams, tactical teams and patrol officers in deterring terrorists and fighting crime. Using this special equipment has helped MTA Police reduce crime in six of nine crime categories, and a reduction of crimes against persons by 67 percent comparing 2012 to 2007. The men and women of the MTA Police are proud of their crime reduction efforts under the direction of Colonel John E. Gavrilis, Chief of Police.



## Consolidating efforts

The state-of-the-art Police Monitoring Facility in northwest Baltimore is capable of viewing over 1,300 different cameras which are used as a force multiplier. The MTA Police used the facility's advanced capabilities to make arrests in 54 cases in 2012. The use of advanced training facilities has helped to improve the effectiveness of their efforts, and is at least partially responsible for an overall reduction of part 1 crime by 29 percent over the last five years (from 2007-2012).



*Thank you for your participation in the Adopt-a-Family Christmas Drive. We were one of the families selected to receive food and gifts for the kids. We are grateful to you for your very warm gesture, and we feel especially blessed by your generosity.*





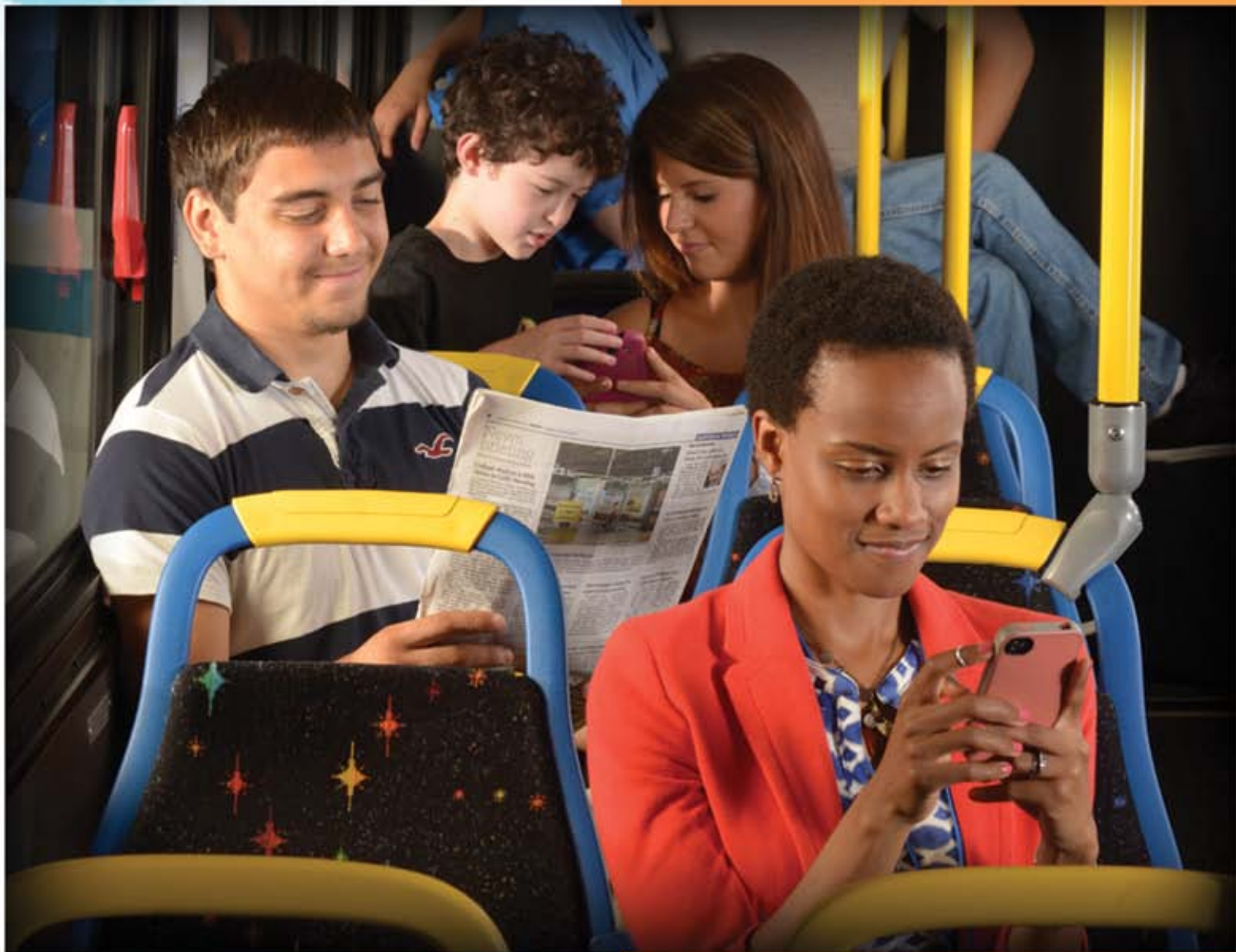
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## community relations

### *Customer and community relations*

Maintaining consistent customer communications while fostering community partnerships is crucial to the development of brand loyalty and strong working relationships with the public. During calendar year 2012, the MTA Office of Customer and Community Relations demonstrated its continuing commitment to effective customer engagement and strong community partnerships in a wide variety of ways.



## fast fact

MTA provides passenger services 24/7 and operates more than 1350 vehicles during peak periods.



## Expanding our approach to community involvement

Customer and Community Relations fostered more than 100 business and community partnerships during 2012. MTA's heightened visibility with community associations and individuals, chambers of commerce, businesses and local representatives to present, trouble-shoot and communicate ongoing transportation projects, initiatives and programs is invaluable in helping to build ridership within Maryland.



## Social media grows in value

MTA social media solidified its position as a primary transit news source for customers and media outlets alike. During Hurricane Sandy, social media staff offered updates and answered questions in near real-time – standard operating procedure during weather emergencies, no matter when they occur. As a result of this kind of dedication, MTA “followers” on Facebook and Twitter nearly doubled, from 4,300 in 2011 to nearly 8,000 in 2012. Page views of the MTA website grew nearly nine percent, from 2.5 million to 2.8 million.

## Really listening to our customers

The MTA Transit Information Contact Center began installation of a new enhanced phone system for capturing incoming transit inquiries and comments from customers. The new telephone system features:

- Speech-enabled Interactive Voice Response (IVR) capability allowing customers to speak their requests instead of relying on touch-tone actions
- Bilingual IVR (English and Spanish)



@mtamaryland is VERY responsive to tweets! I ride MARC daily and have nothing but positive things to say. #Approved



– Bruce



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## investing in our future

*Developing future customers  
and advocates for public transit*

MTA recognizes that the success of public transportation and use by future customers depends at least partly on its acceptance by today's young people as a smart choice. Through a variety of outreach and other educational efforts, MTA is solidifying the value of public transit as a choice that makes sense for young people now and for decades to come. Our efforts in that direction continued and expanded in 2012.



## fast fact

Two-thirds of all MTA customers primarily ride Local Bus as part of their usual MTA service usage.





## Partnering with Baltimore City Public Schools

MTA serves over 17,000 students in the Baltimore City Public School System (BCPSS) every day, making the school system MTA's largest single client. While transporting students safely and efficiently is our primary task, MTA takes a wider view of its responsibility – to help maintain and increase student attendance. To that end, MTA stepped up its collaboration efforts with the BCPSS to coordinate dismissal times that allow for a more balanced impact on the system and other riders. The agency also increased MTA Safety Officer visits to schools to remind students of their own responsibilities as MTA riders, and expanded internship opportunities to give select students an inside view of the MTA and enhance their perception of the value of public transportation.



## Continuing student outreach

MTA Bus Operations worked with Wide Angle Youth Media, a non-profit organization that provides Baltimore youth with the resources to tell their stories through new media. Following a visit to MTA's Kirk Avenue bus facility, the group returned to share their new-found appreciation of bus operators, presenting them with thank-you letters and locker magnets.



## Making transportation easier with the Student S-Pass

After rigorous testing, MTA introduced the new Student S-Pass, a credit card-sized plastic fare card for use by Baltimore City students. In addition to being a major step forward in the integration of green technology – making it faster and easier to use the service – the S-Pass is equipped with a magnetic strip that protects the user in the event of its loss or theft.



*The driver of route #7 during the morning hours is always extremely courteous and friendly every morning. He operates the bus in a safe manner and makes sure that everyone is comfortable. The city needs more bus drivers like him. Thank you!*

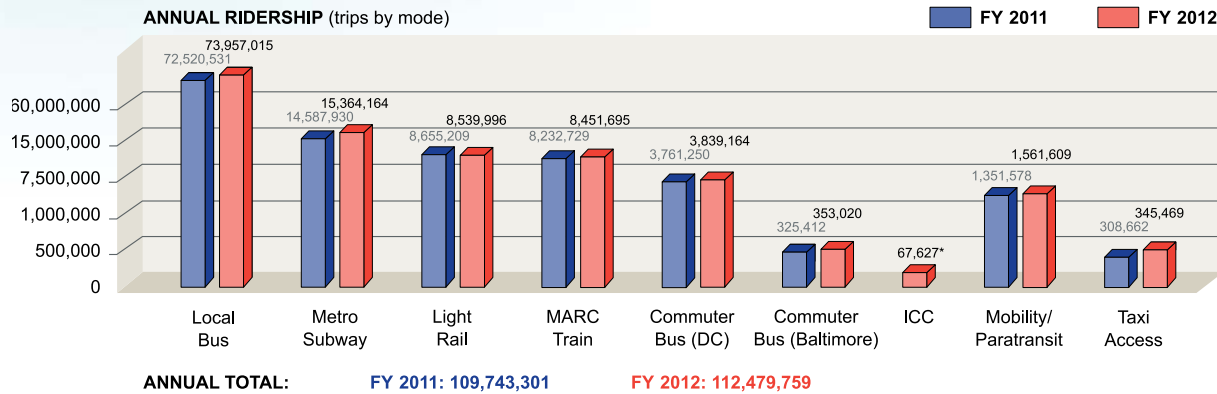


– Thomas

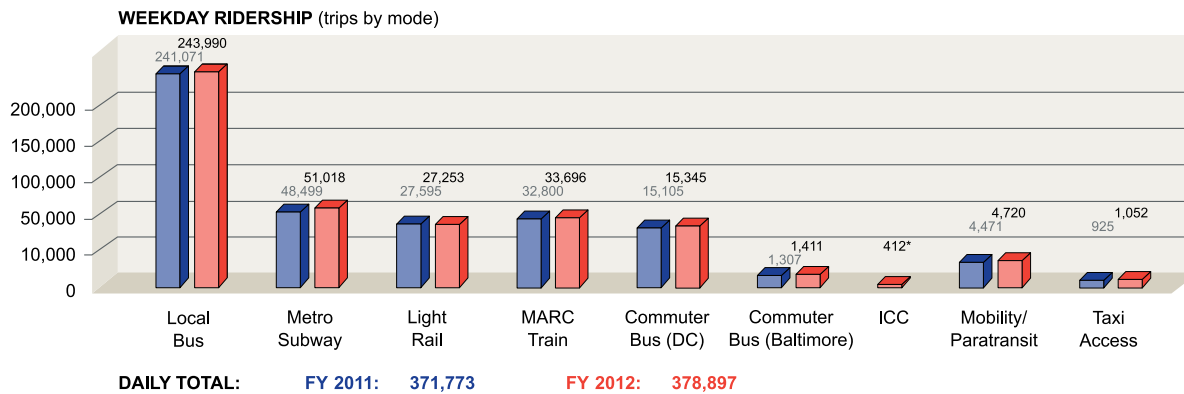


# performance measures

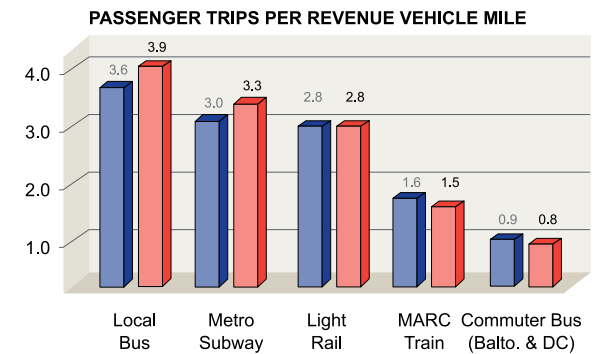
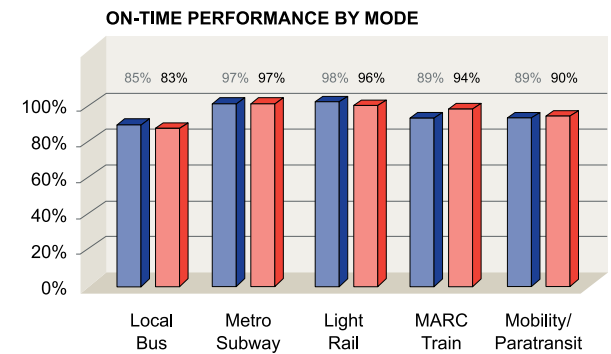
Progress by the numbers

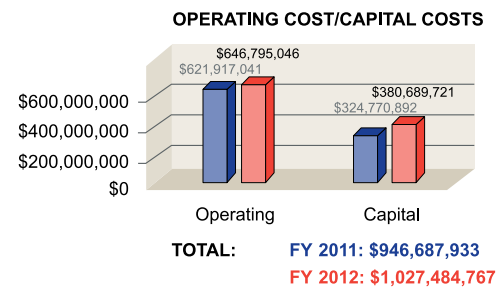
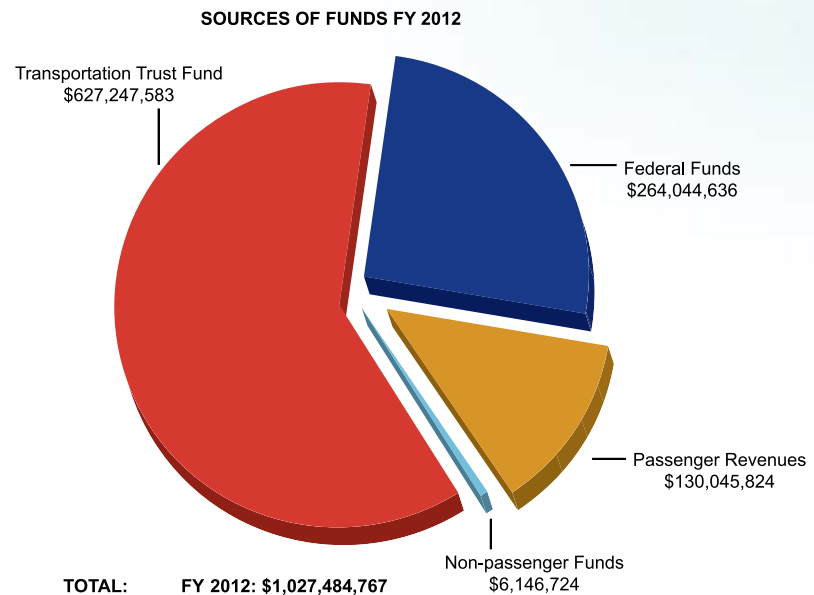
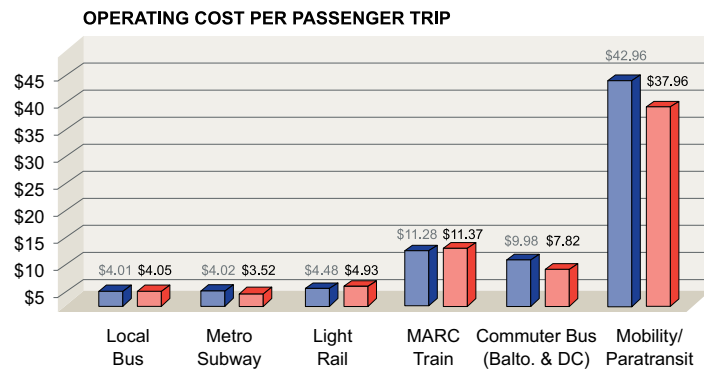
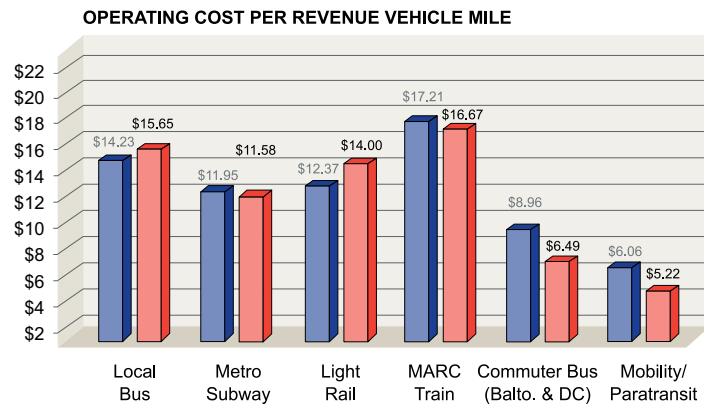


\*(Six-month total only through June 30, 2012 when Routes 201-205 were all in service)



\*(Average based on six months through June 30, 2012 when Routes 201-205 were all in service)









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