

## Talking Points

- MTA had three main phases of public outreach for BaltimoreLink (prior to education)
  - Phase 1: Oct 2015-Feb 2016 with 67 events and over 1,200 comments
  - Phase 2: July 2016-Sep 2016 with 103 events and over 1,000 comments
  - Phase 3: Dec 2016-Feb 2017 with 14 public hearings and over 1,000 comments (does not include the 1,100 comments from bus operators during this same period)
  
- Public education phase began on April 3<sup>rd</sup> with the release of the final network design
  - Resources include [www.baltimorelink.com](http://www.baltimorelink.com), BaltimoreLink Rider Guide, BaltimoreLink Rider Alerts, Polar System Map, and pocket maps
  - We recognize that members of the public get their news in many different ways, so we developed a comprehensive strategy to reach as many people as possible
  - **Direct Rider Contact – how we reached out to the riders ON our system**
    - BaltimoreLink Info Bus – Reached nearly 12,000 riders
    - Bus Cards – were installed on all 750 buses
    - Audio Announcements – played through clever device and alerted of BaltimoreLink (before and after launch)
    - Property Advertisements – bus stop shelter maps were replaced, 680 Info Boxes replaced, updated signage at Metro & Light Rail
    - Pop-Up Tents – Reached over 26,000 people
    - Street Teams – Teams deployed throughout the system reached nearly 80,000 people
    - BaltimoreLink Info Station – In the lobby of 6 St. Paul had over 4,200 visitors
  - **Community Outreach – how we reached out to communities & stakeholders**
    - Community Travel Trainings – hosted 20 workshops in the region and CME completed 7 travel trainings on their own
    - Stakeholder & Community Meetings – MTA attended 74 meetings
    - Collateral Distribution – Contacted over 400 organizations in the region to distribute Rider Guides to
    - Business Outreach – had over 20 outreach events to major employers
    - Elected Official Outreach – open houses & personal briefings (9), email blasts
    - Baltimore City Public Schools – attended dozens of events in schools and worked with school system to send info to students, parents, teachers & staff

Phase	Meetings	Comments
Phase One - Outreach	67	1,200
Phase Two - Outreach	103	1,000
Phase Three -Public Hearings	14	1,100 & 1,100 operators
Phase Four – Public Education	150	N/A
<b>TOTAL</b>	<b>334*</b>	<b>4,400**</b>

\*Does not include many of the meetings held outside of these phases, the ones that continue to be scheduled, or active outreach components

\*\*Does not include the feedback that MTA always accepts outside of comment periods and continues to accept