

### STRATEGIES FOR INCREASING TRANSIT RIDERSHIP

#### TRANSIT DEVELOPMENT PLAN SERVICE IMPROVEMENTS PHASE 1 (FY2019 - FY2020)

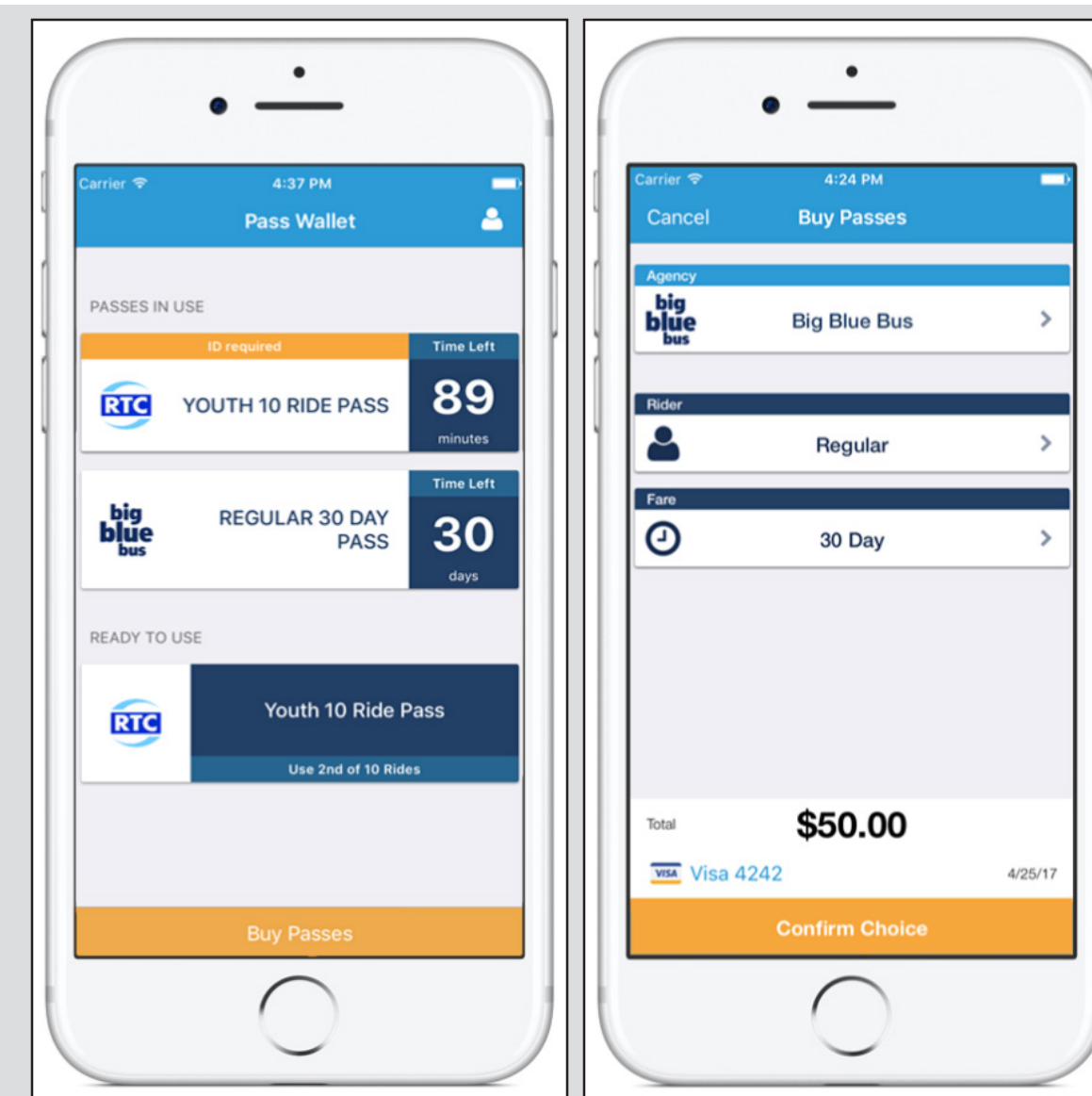
**Objective: Increase transit usage by providing more frequent and weekend service**

- 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)

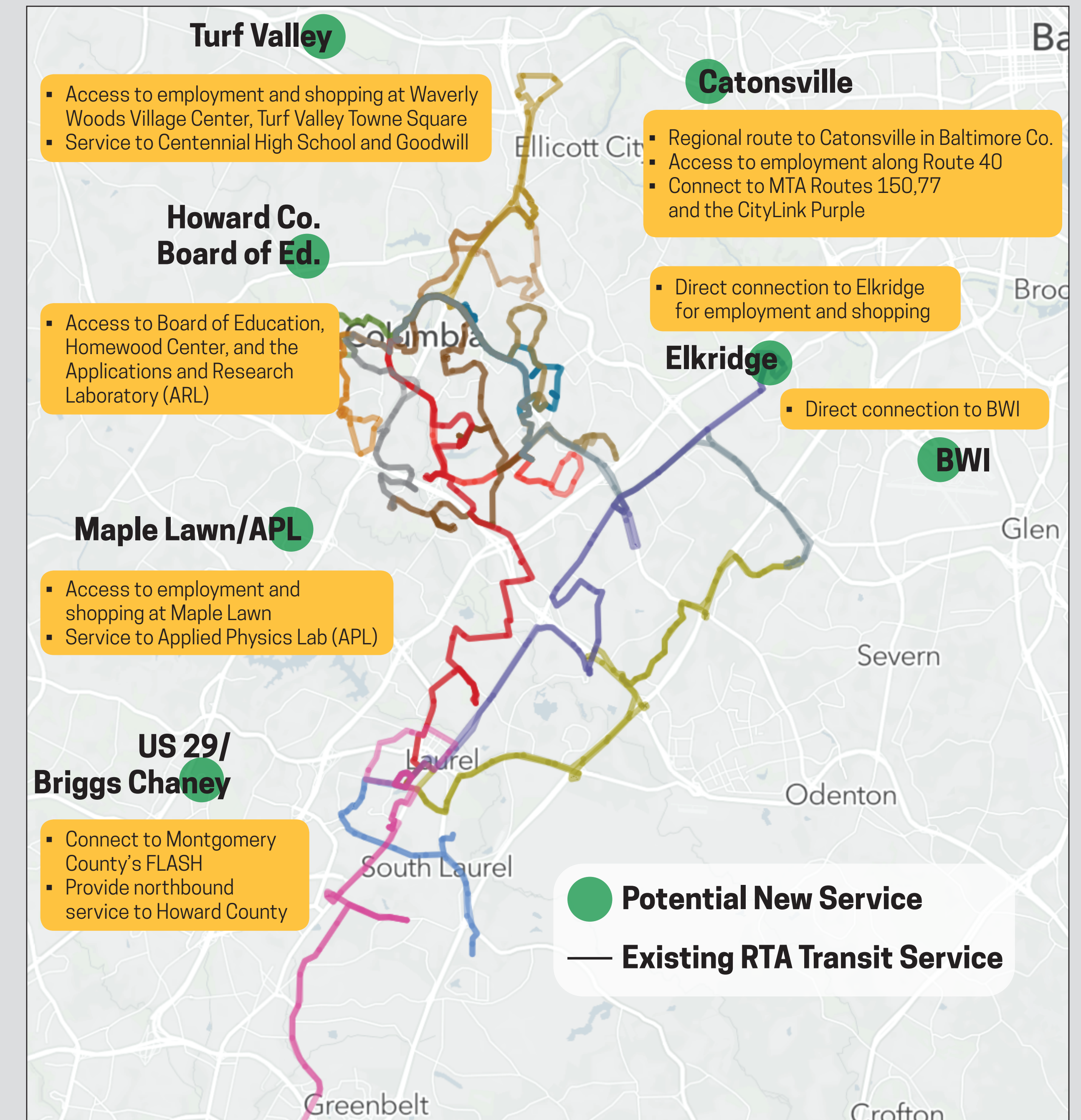
**Objective: Improve the ease and convenience of purchasing and paying transit fare on RTA**

- 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**



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