

Office of Customer Experience Panelists



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Office of Customer Experience

Office of Customer Experience
Michael Helta

**Performance
Management**

**Service
Information**

**Rider
Experience**

Office of Performance Management

Mission: Elevate the MTA customer experience by working within the MTA to improve agency performance.

We achieve this by:

1. Wholistically understanding & documenting **processes** critical to providing quality transit service,
2. Working with **stakeholders** to develop and implement solutions, and,
3. Reporting performance data & providing **insights** on business intelligence questions.



Office of Performance Management

Core Functions:

Data Engineering

- Develop and maintain a well organized data lakehouse that minimizes manual updates.
- Integrate data from information systems across the agency and beyond.

Data Science

- Derive insights from data that inform good policy decisions.

Data Analytics

- Develop and monitor robust set of KPIs.
- Develop analytics tools (dashboards, automated reports) to help agency leaders manage large, complex processes.

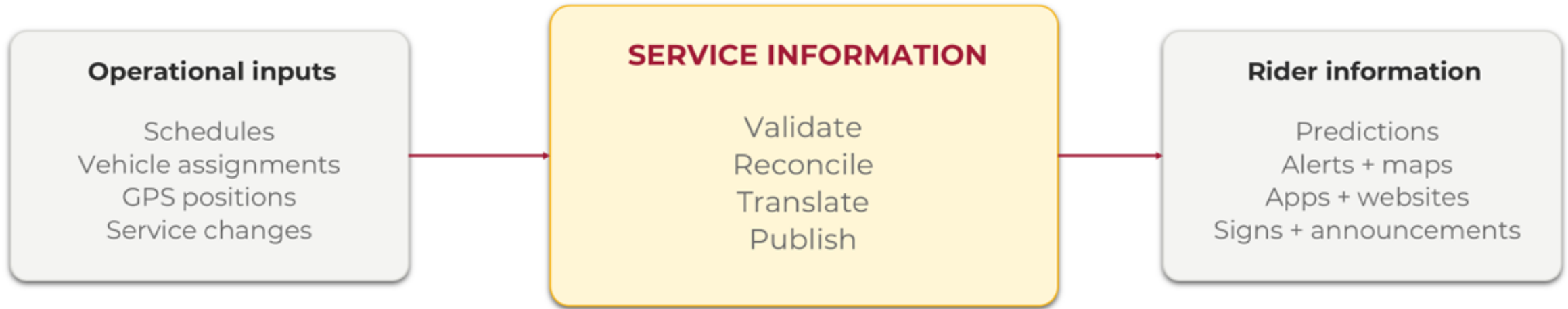
Policy and Procedures

- Understand and document standard processes.
- Use data to monitor performance on processes.

Performance Management

- Pulling all of the above together in a forum with all relevant stakeholders.

Service Information



TWO DISRUPTION-DATA PROBLEMS

CREATE MISSING SERVICE

Rail-replacement shuttles

Temporary buses that do not exist in the published schedule

DERIVE CHANGED SERVICE

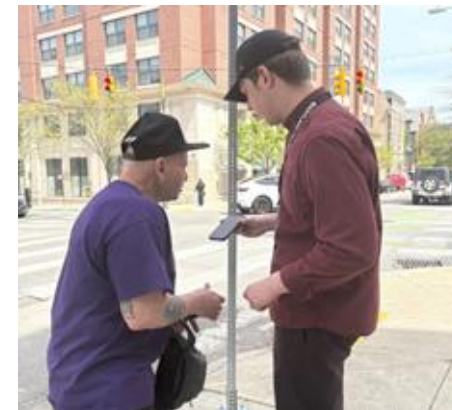
OnRoute Detours & Transit Detected Detours

Observed GPS movement becomes a usable route path

For SI, data is operating material in motion.

Rider Experience Team

Gathering data from riders, staff, and other transit agencies to co-create better transit experiences



Data used by TRex



Qualitative Data		Inspirational Data		Quantitative Data	
• Rider and MTA staff interview data • Workshop data • Observation data • Rider Assistance data		• Transit peer city work • Social media		External	Internal
				• GOAL • ABBG • Rider Happiness • Benchmarking Study (Transit) • Rate my Ride (Transit)	• Customer Calls • SeeSay • Origin Destination Survey • Consumer Satisfaction Survey • OPM Data

- We synthesize the key themes and insights in all the data we collect.

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How MTA is using data to redesign service disruption messages



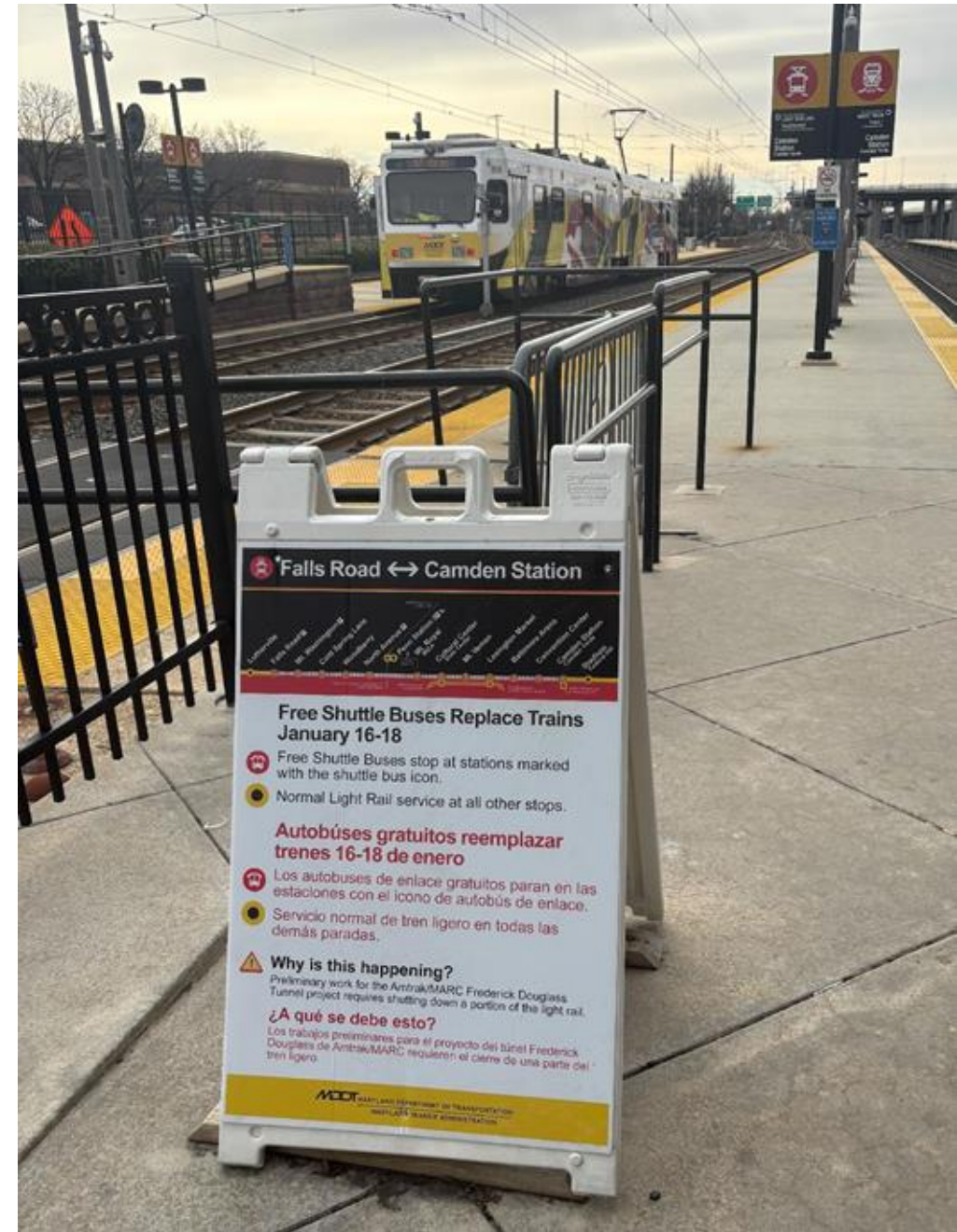
Service Disruption Signs

- Riders report that the “CLOSED” stamp is the first thing they see, and some assume it means all Light Rail service is closed.
- Others read further and see “ALL Light Rail...” which they said confirms their thinking (even though the next text specifies stations!)



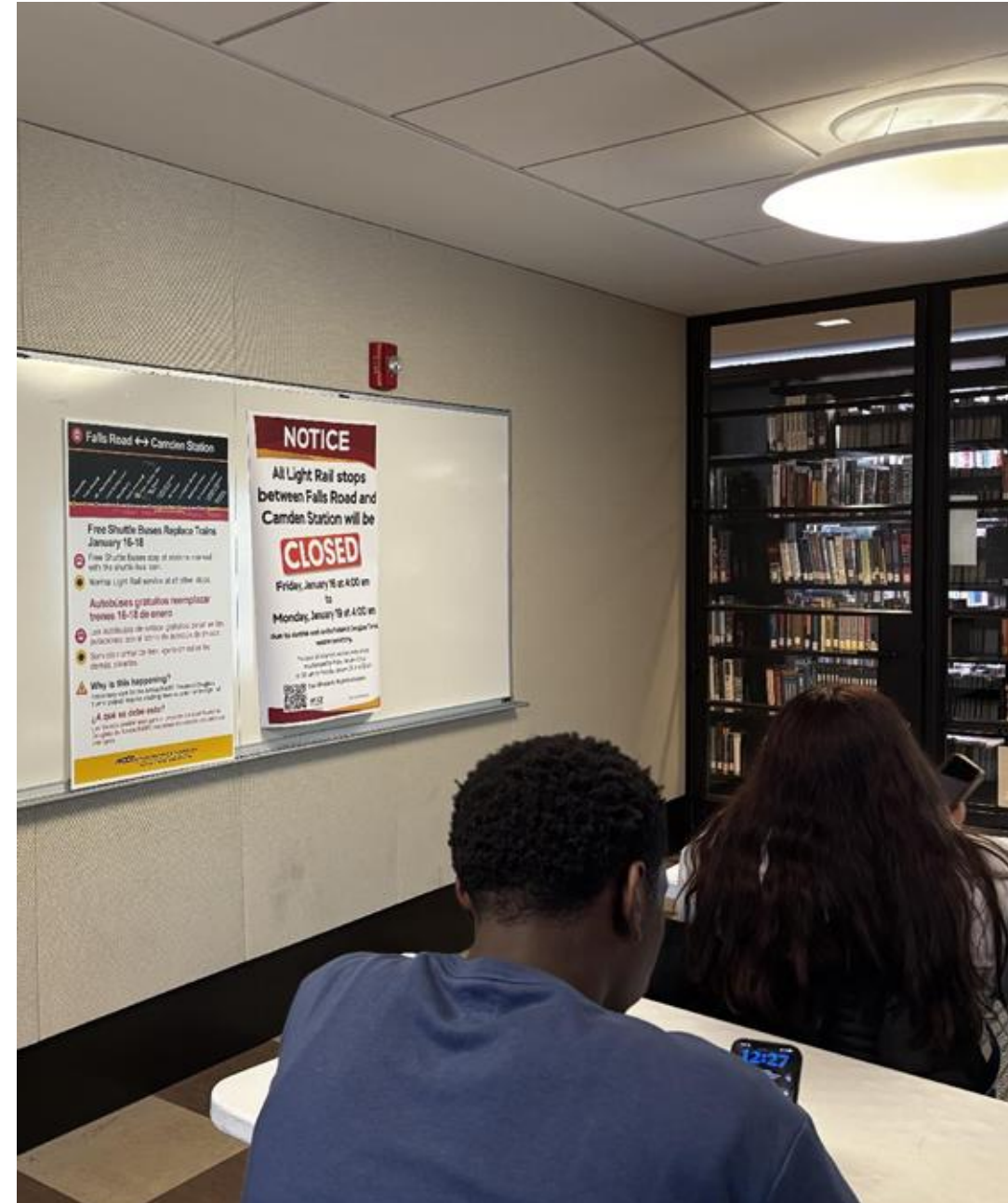
Outreach & Testing New Signage

- Tested at two stations during January 16-18 Light Rail service disruption
- Camden Station & BWI Airport
- 57 riders interviewed
- Majority of riders interviewed preferred the new design, noting that it's much clearer to see exactly which stations are affected
- Ambassadors, Operators, and Field Supervisors interviewed preferred the new poster and handout design



Youth Transit Council January Meeting

- Presented at January 24, 2026 YTC meeting
- Shared [How to Navigate a Service Disruption](#) guide
 - YTC members previously provided feedback on an earlier draft of the guide
 - We discussed how their feedback has been incorporated into the new page
- Group participated in a design charrette to review current and redesigned service disruption posters



Does this poster make it clear how the service disruption will affect your trip?

- 4 - Yes! Definitely
- 4 - Kind of
- 1 - Nope!
- 0 - Idk

NOTICE

**All Light Rail stops
between Falls Road and
Camden Station will be**

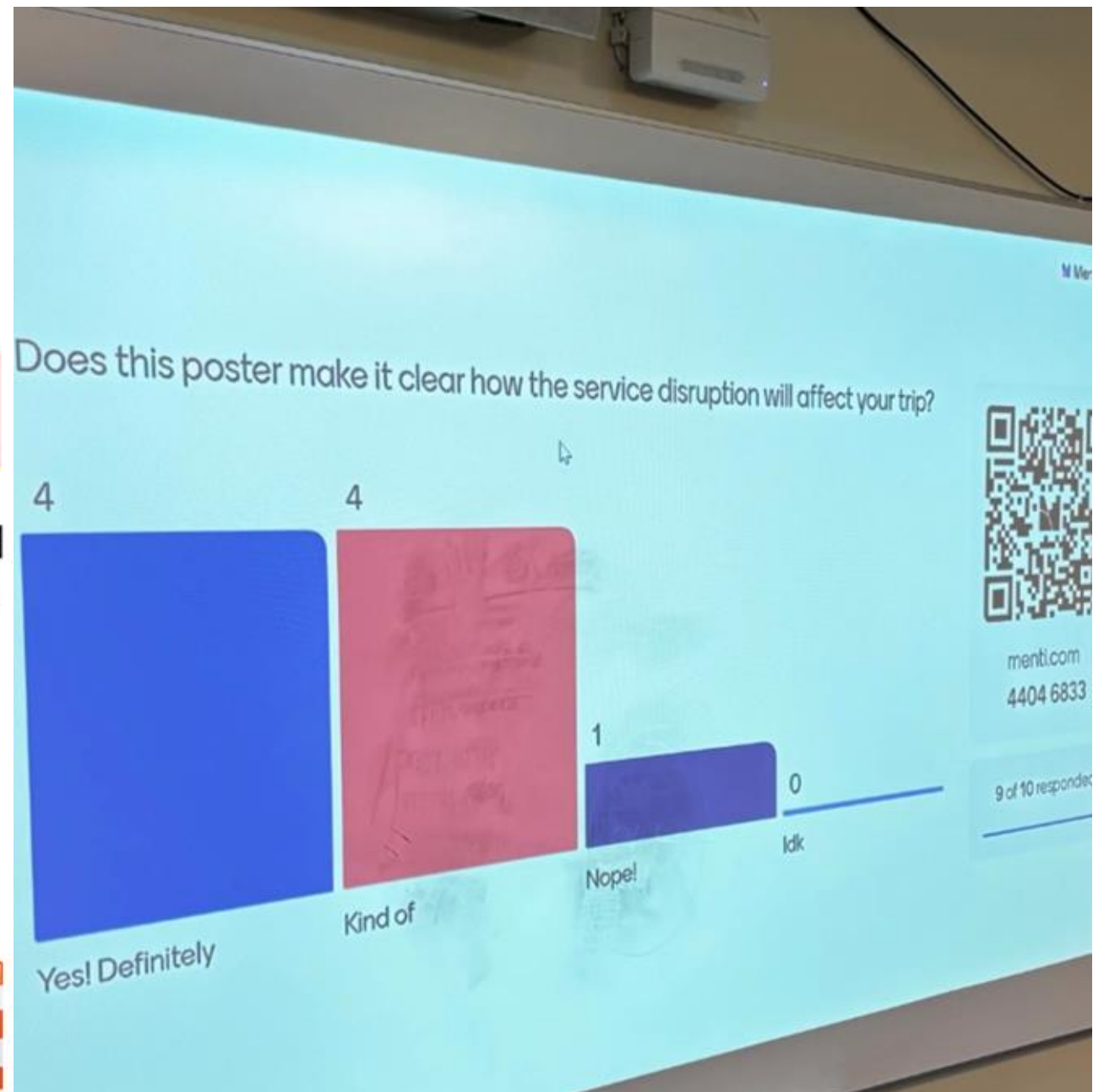
CLOSED

**Friday, January 16 at 4:00 am
to
Monday, January 19 at 4:00 am**
due to Amtrak work on the Frederick Douglass Tunnel,
weather permitting.

*In case of inclement weather, work will be
rescheduled for Friday, January 23 at
4:00 am to Monday, January 26 at 4:00 am.

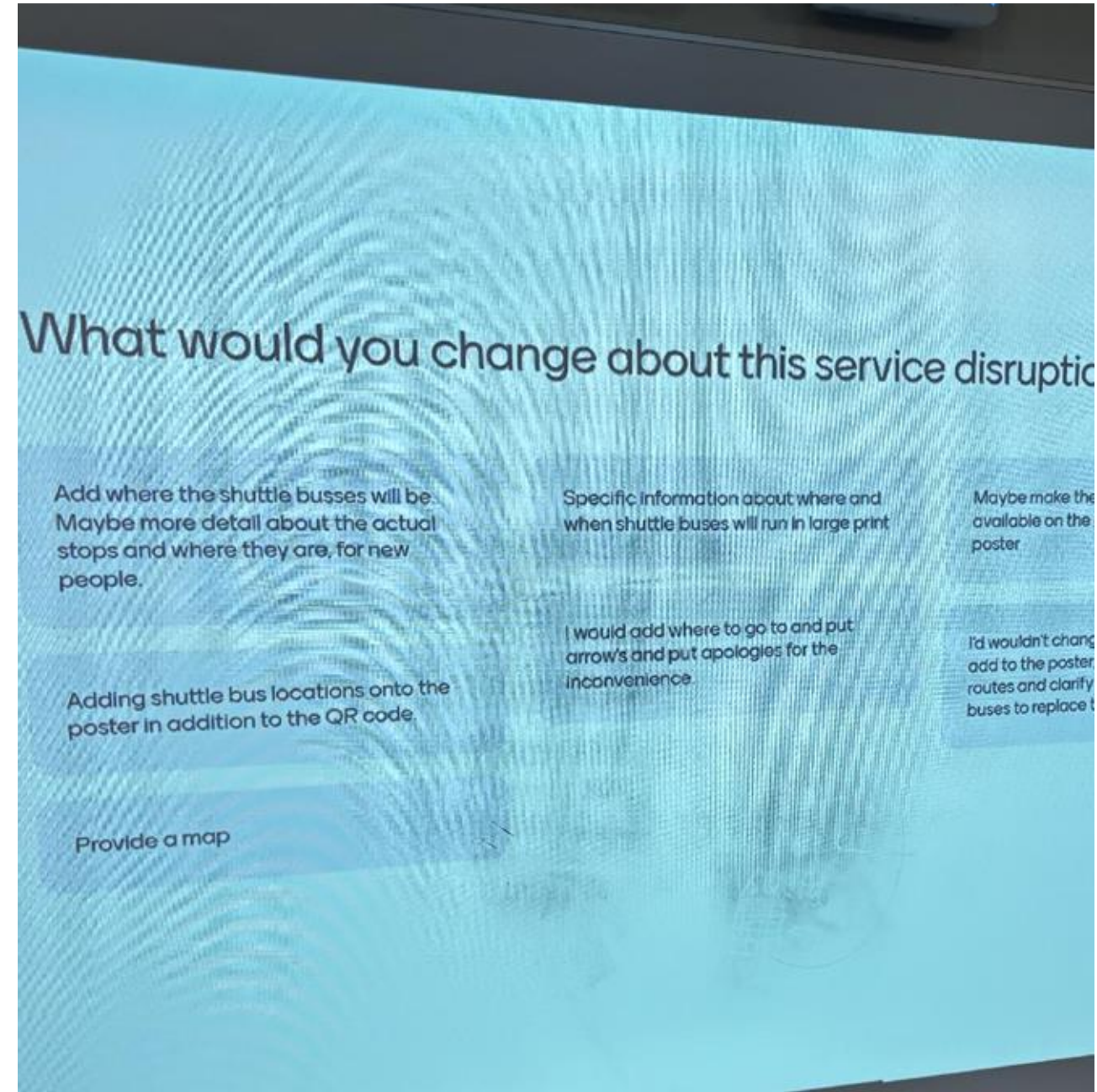
Scan QR code for Shuttle bus locations.

 mta.maryland.gov



What would you change about this service disruption poster?

- Specific information about where and when **shuttle buses** will run
- **Map of the system** to show where the closing would be
- **Highlighting station names** to instantly see which stations will be out of service
- **Clearer directions**, not just “Light rail Operations will not function from this time to this time” (paraphrasing)



Does this poster make it clear how the service disruption will affect your trip?

- 6 - Yes! Definitely
- 2 - Kind of
- 1 - Nope!
- 0 - Idk

Falls Road ↔ Camden Station



Free Shuttle Buses Replace Trains January 16-18

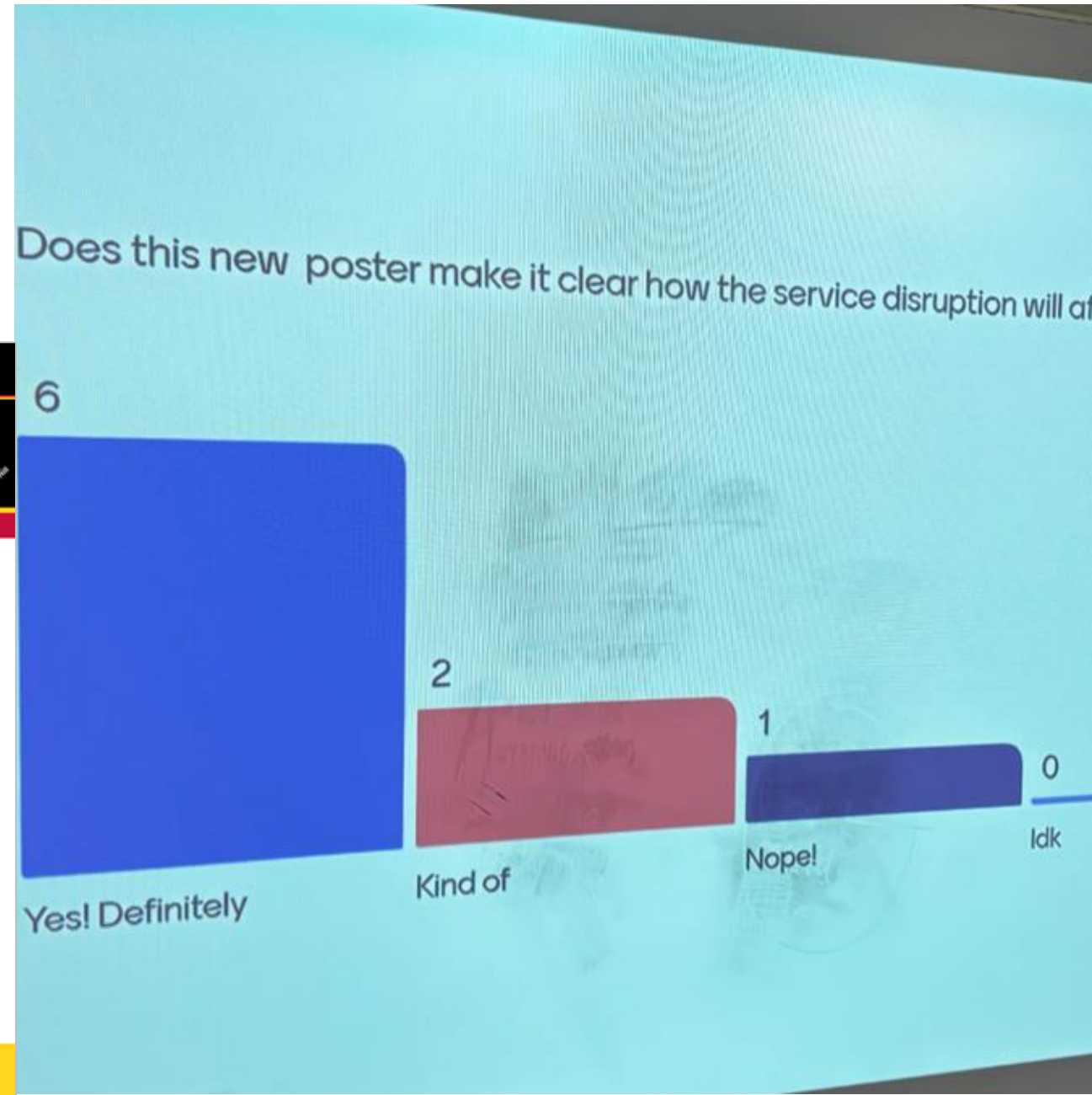
- Free Shuttle Buses stop at stations marked with the shuttle bus icon.
- Normal Light Rail service at all other stops.

Autobuses gratuitos reemplazar trenes 16-18 de enero

- Los autobuses de enlace gratuitos paran en las estaciones con el icono de autobús de enlace.
- Servicio normal de tren ligero en todas las demás paradas.

Why is this happening?
Preliminary work for the Amtrak/MARC Frederick Douglass Tunnel project requires shutting down a portion of the light rail.

¿A qué se debe esto?
Los trabajos preliminares para el proyecto del túnel Frederick Douglass de Amtrak/MARC requieren el cierre de una parte del tren ligero.



Service Alert Sign Redesign



Falls Road ↔ Camden Station

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MDOT MARYLAND DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

Light Rail Service Change

April 17-19
Trains use a single track between North Avenue and Camden Yards.

We're replacing rail and performing maintenance.

Friday 9PM - Closing
Saturday 4:30AM - 7AM

Questions?

Scan this QR code or visit mta.maryland.gov/disruptions

- Tips to navigate disruptions
- Free shuttle bus information
- Frequently asked questions

For more information, or to request this information in an alternate format or translated into another language: Para mayor información o para solicitar este información en un formato alternativo o traducido a otro idioma.

410-539-5000 • TTY 7-1-1
6AM-7PM Monday-Friday

MDOT MARYLAND DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

Service Alert

Friday May 15 at 9pm through Sunday, May 17 at 10pm

North Ave ↔ Camden

Board all trains on the Northbound Track (Track 2)

Trains will use one track from these stations. We're replacing rail and performing maintenance.

410-539-5000 • TTY 7-1-1
6am-7pm Monday-Friday

Scan this code with your phone for help navigating disruptions, and information about free shuttle buses.

MDOT MARYLAND DEPARTMENT OF TRANSPORTATION
MARYLAND TRANSIT ADMINISTRATION

Service Alert Sign Redesign

- Service Alert
 - Event-specific
 - Planned Disruptions for maintenance, repairs, improvements
- Alternate Routes
 - Available at all times
 - Gives customers info to navigate a planned or unplanned disruption

 **Service Alert**

**Friday May 15 at 9pm
through
Sunday, May 17 at 10pm**

North Ave <> Camden

**Board all trains on the
Northbound Track (Track 2)**



**Trains will use one track from these
stations. We're replacing rail and
performing maintenance.**

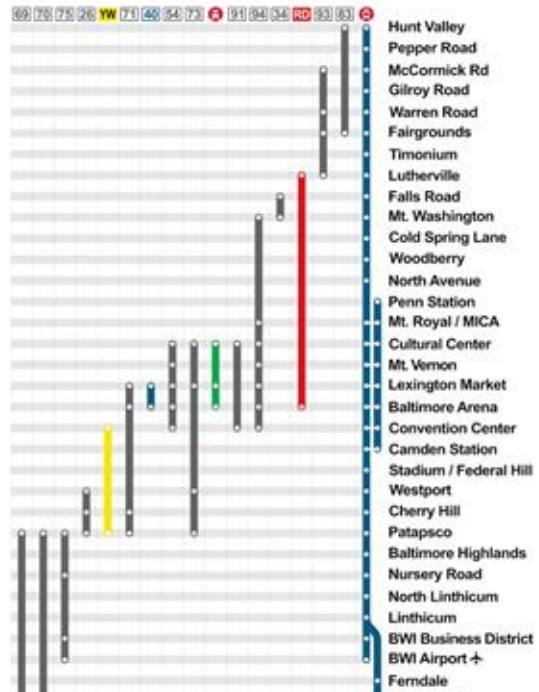
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6am-7pm Monday-Friday

Scan this code with your phone for help navigating disruptions, and information about free shuttle buses.

 **MARYLAND DEPARTMENT OF TRANSPORTATION**
MARYLAND TRANSIT ADMINISTRATION



 **Alternate Routes**



Hunt Valley
Pepper Road
McCormick Rd
Gilroy Road
Warren Road
Fairgrounds
Timonium
Lutherville
Falls Road
Mt. Washington
Cold Spring Lane
Woodberry
North Avenue
Penn Station
Mt. Royal / MICA
Cultural Center
Mt. Vernon
Lexington Market
Baltimore Arena
Convention Center
Camden Station
Stadium / Federal Hill
Westport
Cherry Hill
Patapsco
Baltimore Highlands
Nursery Road
North Linthicum
Linthicum
BWI Business District
BWI Airport +
Ferndale
Glen Burnie

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 **MARYLAND DEPARTMENT OF TRANSPORTATION**
MARYLAND TRANSIT ADMINISTRATION

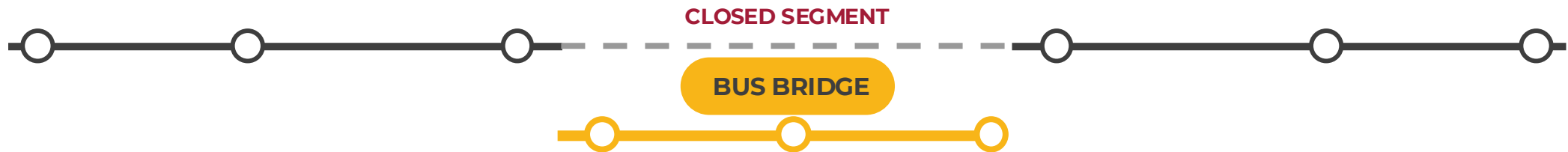


Key Takeaways

- **Tell the same story across channels** - Customers expect to see consistent information in push notifications, text messages, website, station signs, and vehicles.
- **Start with *what/where/when*** - Put these three pieces of information at the beginning of alert syntax to help customers make quick, confident decisions.
- **Follow with the *why*** - Explain why a disruption is happening after sharing the what/where/when that customers need for decision-making. If they've

Rail disruptions create two information jobs

The published schedule no longer describes the complete trip.



1 KEEP OPEN RAIL PREDICTABLE

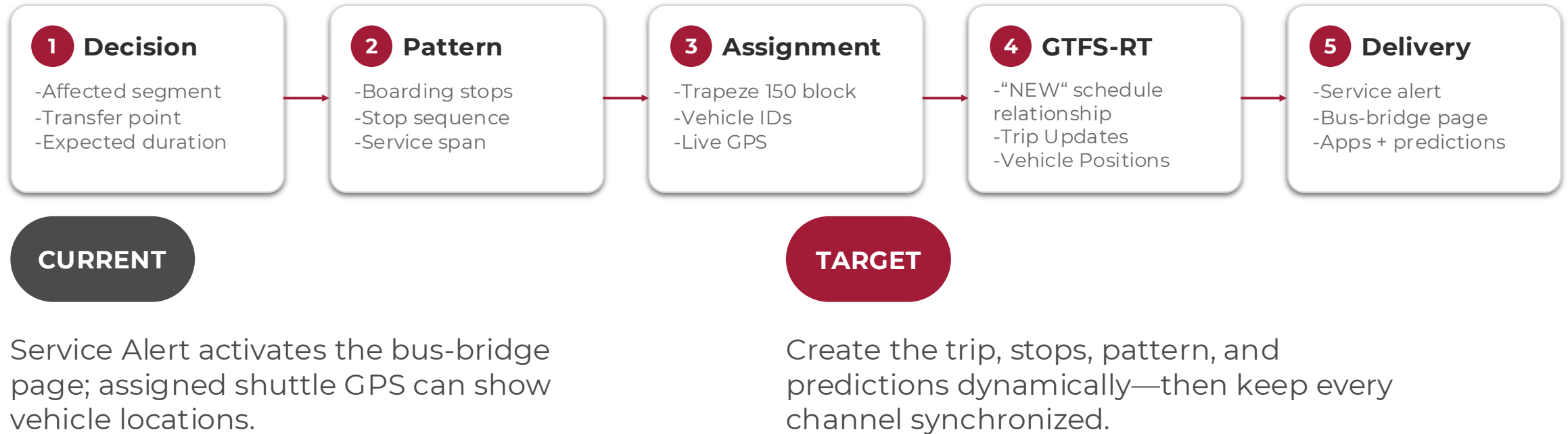
Headsign defines the active destination
Interstation travel times build downstream arrivals
Predictions remain useful at open stations

2 MAKE THE SHUTTLE RECOGNIZABLE

Assignments and GPS locate temporary buses
A NEW trip adds the path, stops, and destination
Vehicle and trip updates support rider predictions

One disruption. Two real-time information jobs.

Shuttles: creating real-time service that did not exist in the schedule

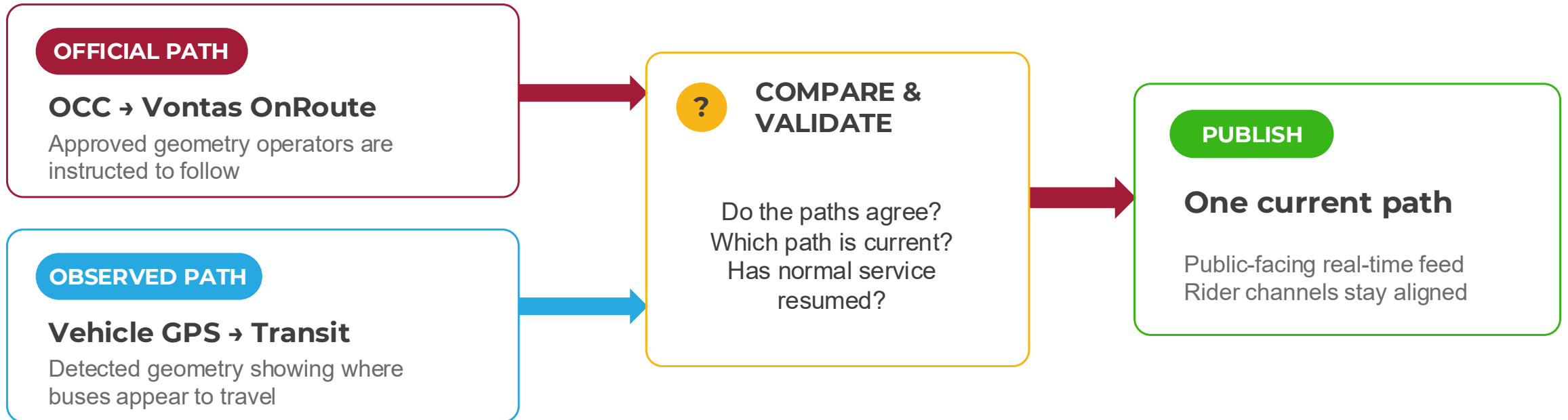


GPS gives us a moving dot. GTFS and GTFS-realtime give that dot meaning: where it is going, where it stops, and when it may arrive.

MEASURE • decision → alert | activation → visible vehicle | valid GPS | predictions | cross-channel agreement

Detours have official and observed paths

Service Information reconciles declared operating intent with measured vehicle movement.

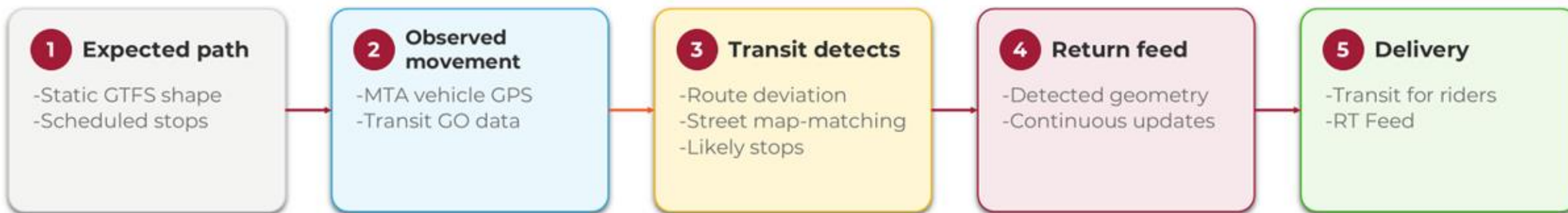


ACTIVATE → RECONCILE → UPDATE → EXPIRE

A disagreement is a validation trigger—not permission to guess.

Detours: reconstructing the route from where buses actually travel

Transit compares the scheduled route with repeated GPS deviations, derives a path, and returns usable geometry to MTA.

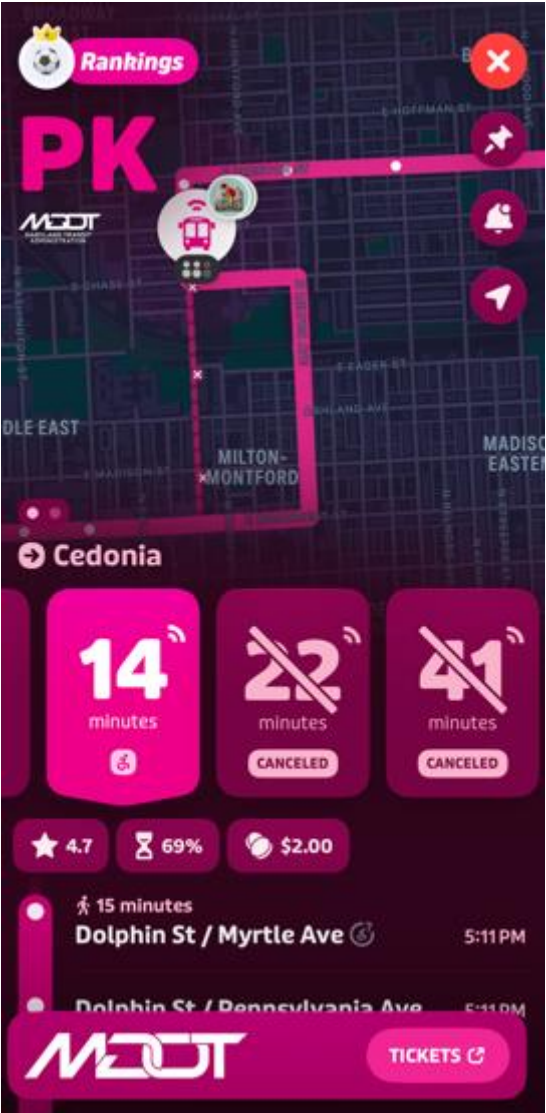
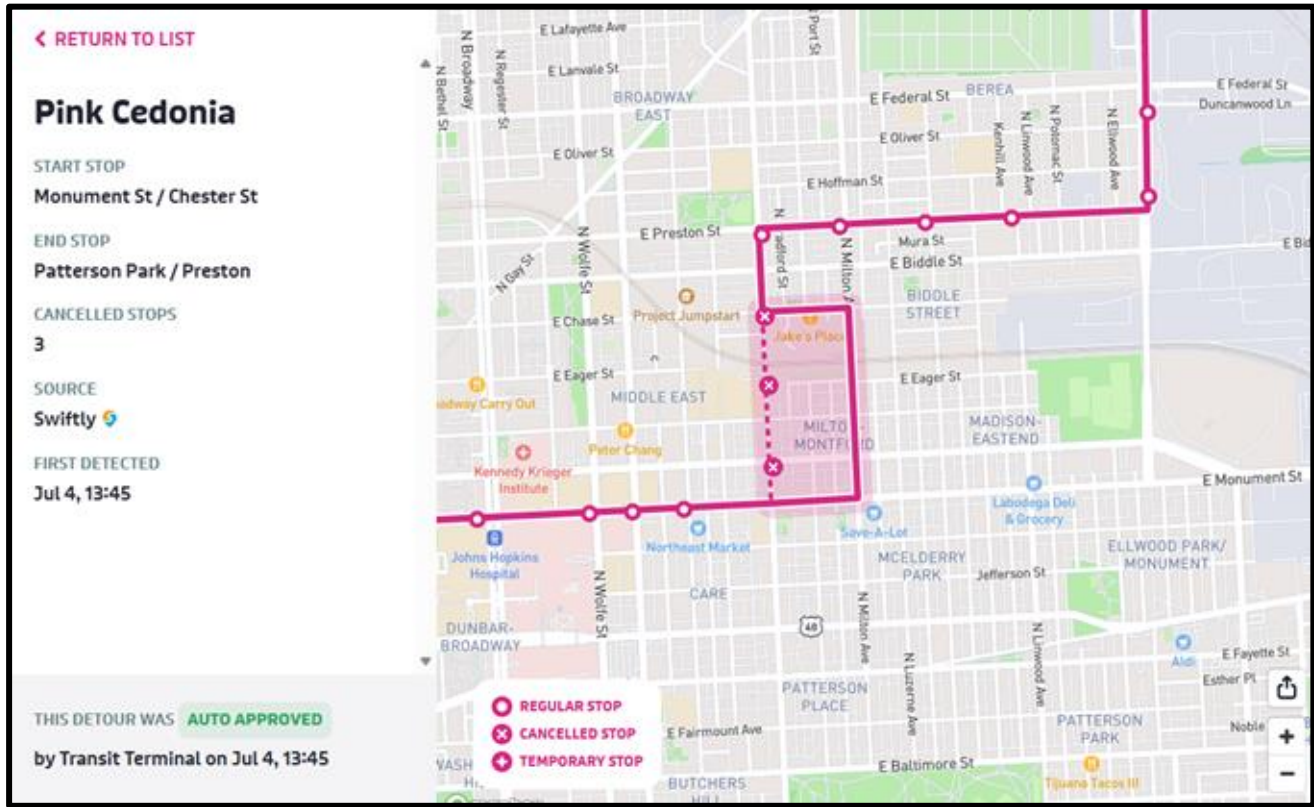


OPERATING LIFECYCLE



Detection is only half the job. If the path remains active after normal service resumes, a useful data product becomes stale guidance.

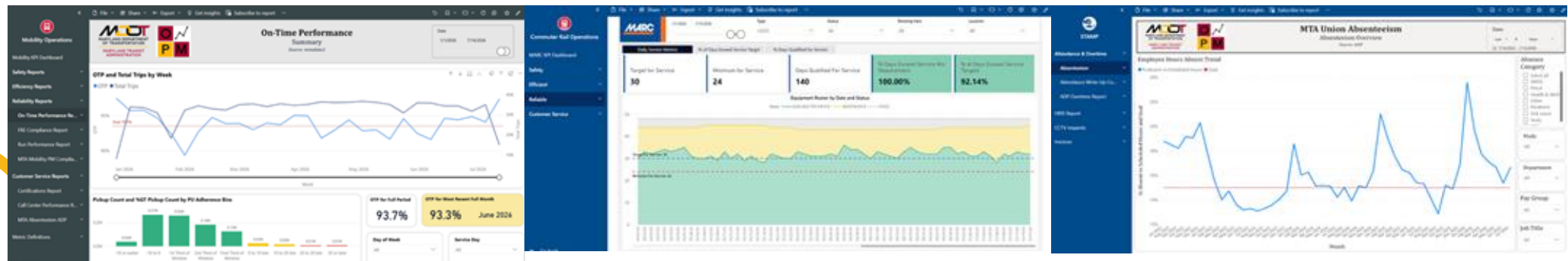
Source: Transit, "Transit can now detect where your bus has been detoured" (2023)



KPIs and Monthly Performance Review Highlights

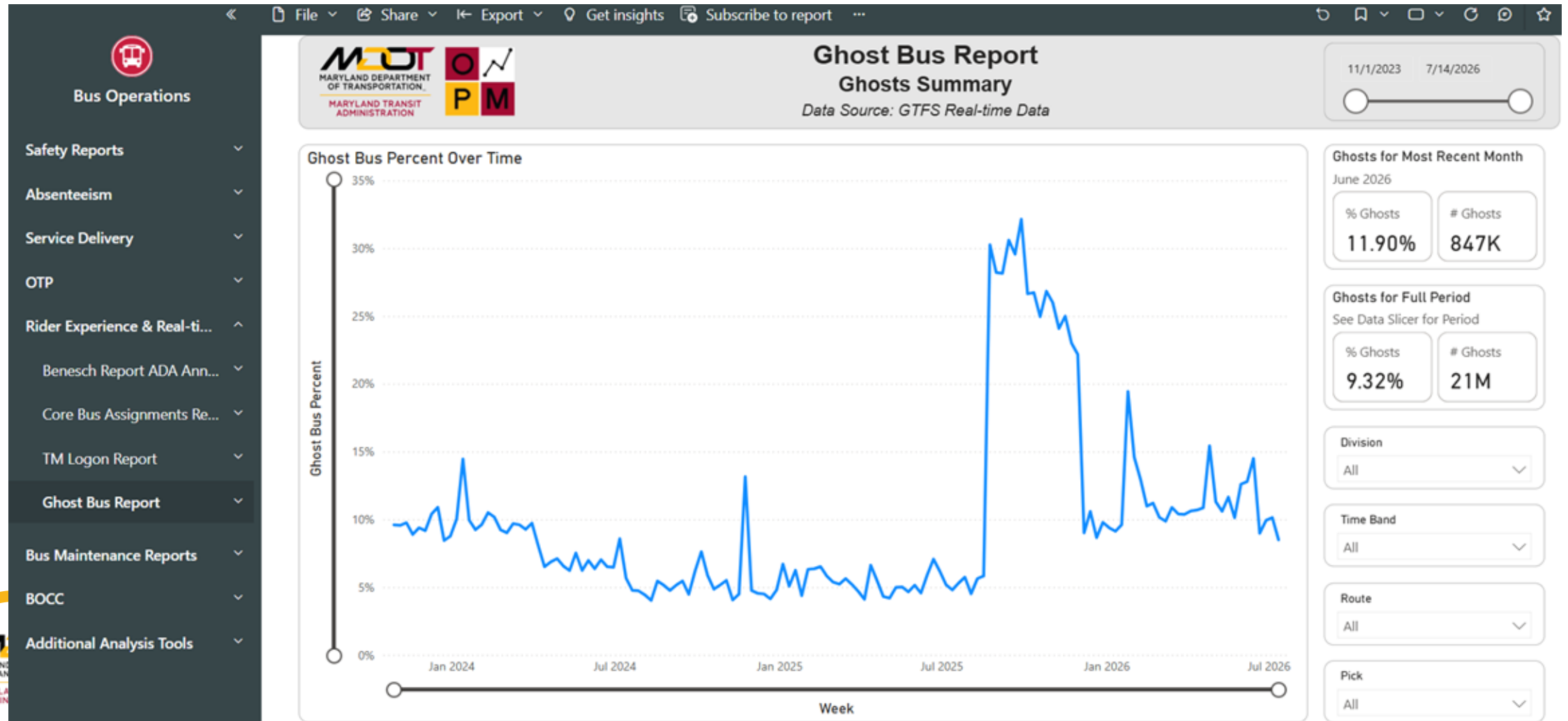
- Monthly Performance Review Programs:

- Bus
- Light Rail and Metro
- Mobility
- Commuter Bus and MARC
- Administrative Functions



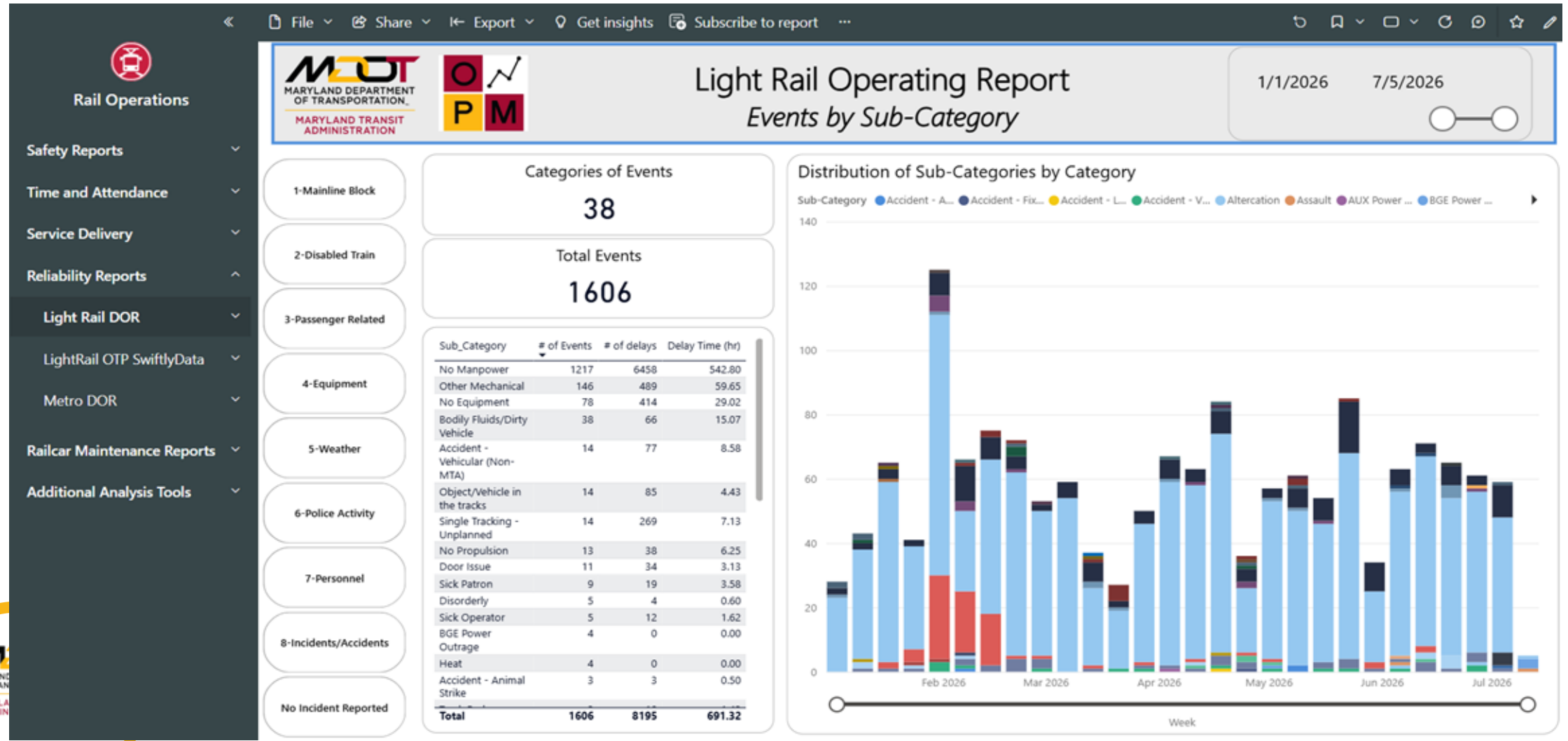
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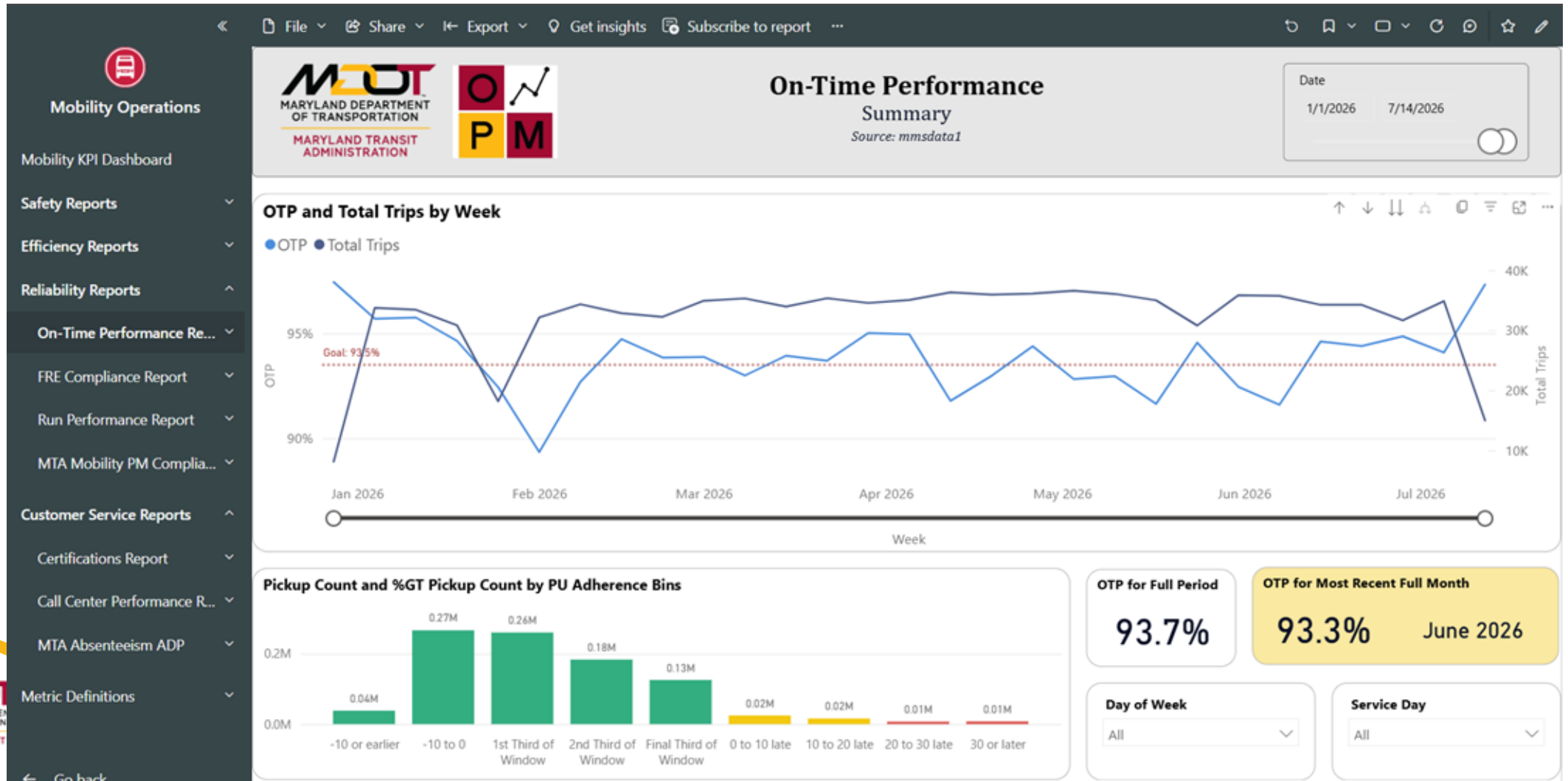
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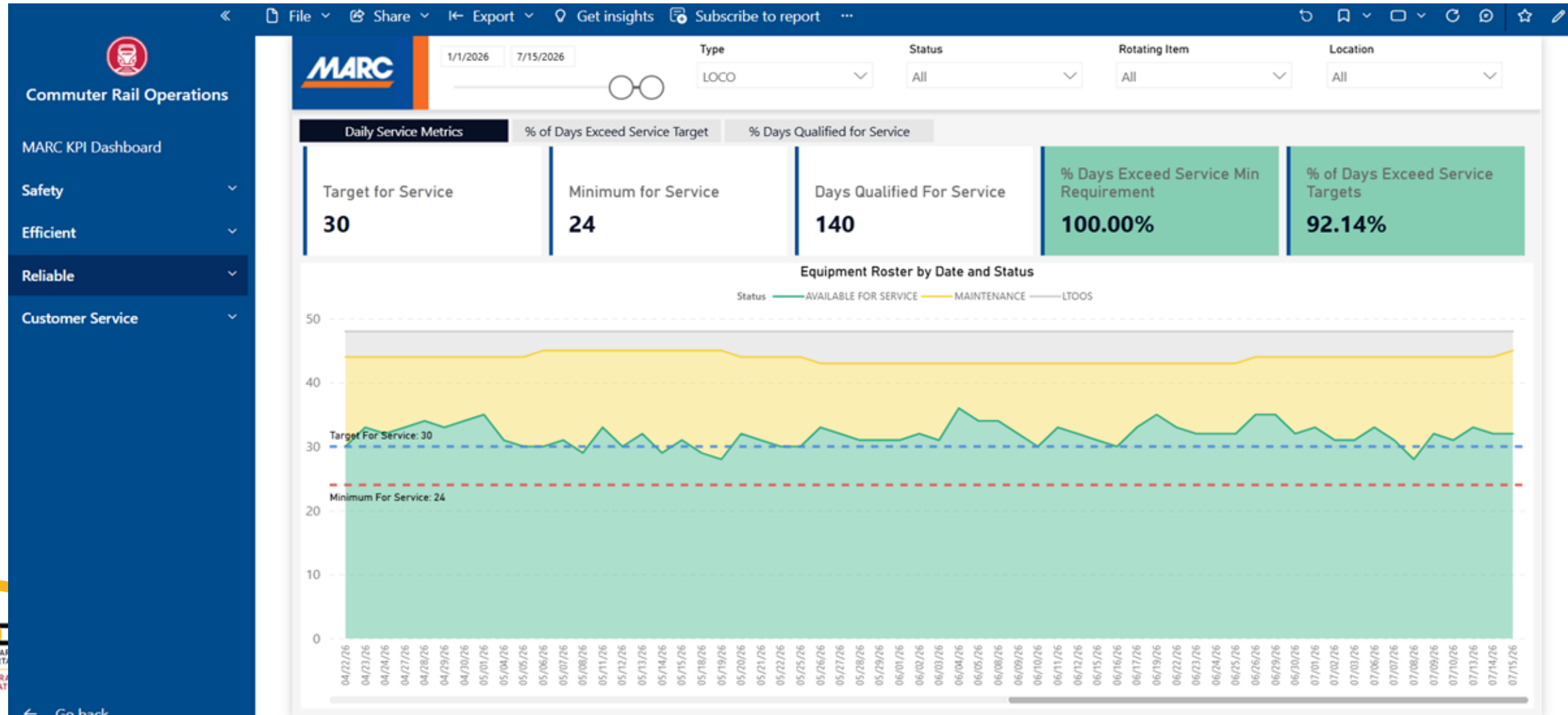
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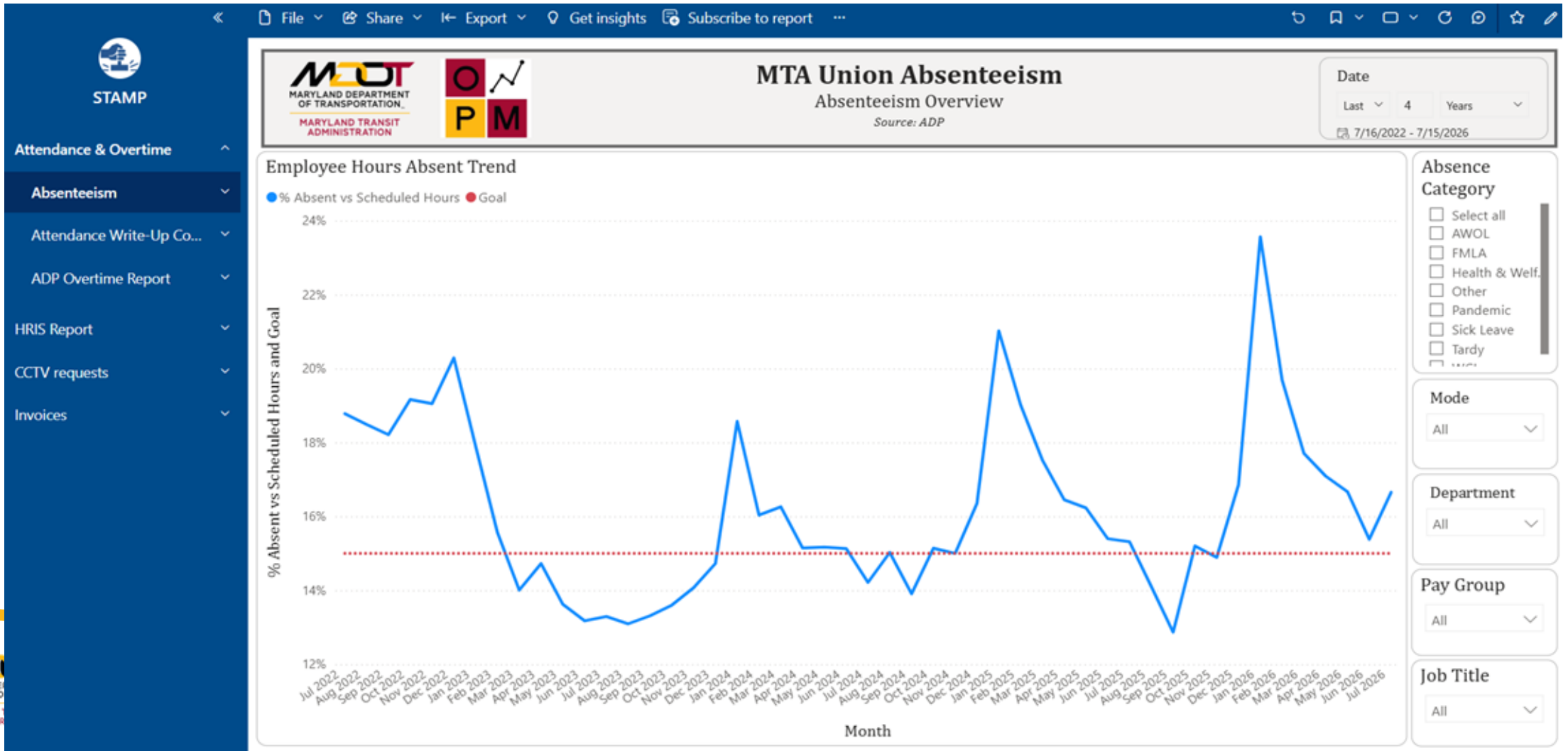
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Questions?



Thank you!



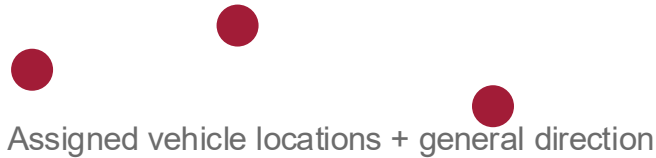
Appendix



A moving dot is not yet rider information

CURRENT

Vehicle location is visible



Still missing: structured trip • stop sequence • timetable

Service alert → server page → GPS dots



TARGET



Structured service—not anonymous GPS.