

MICA COLLAB TEAM TWO



TRANSIT CHOICES

Peggy Brennan

KT Gregory

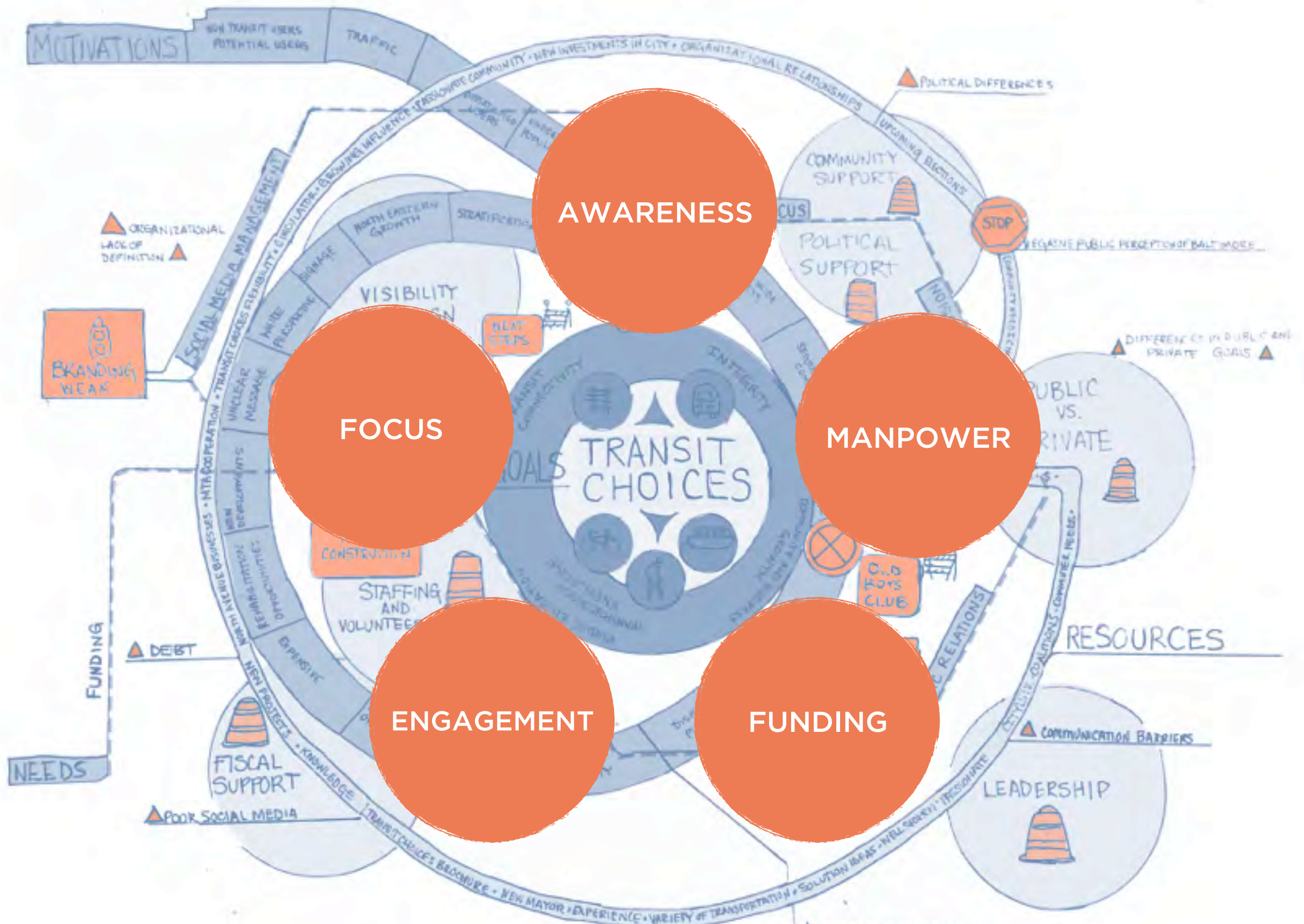
Krystofer Dongjae Kim

Sophia Myers

Jennifer Varat

PREVIOUS FAILURES EXECUTIVE POWER TRANSIT CONNECTIVITY STAGNANT
BUSINESS COALITIONS DIRECTION LACK OF STRUCTURE
UNSAFE ROADS GENERAL TRANSIT KNOWLEDGE CONFUSING APPS
CONFUSION HELPLESS INTEGRITY LEGITIMACY VEHICLE COMMUTERS PUBLIC
RELATIONS BRANDING
INACCESSIBLE NEXT STEPS NORTH AVE BUSINESSES PUBLIC
DISCUSSION PUBLIC VS. PRIVATE
SEGREGATED COMMUNITIES WHITE PERSPECTIVE MINIMAL SUPPORT MTA
COOPERATION RECOGNITION TOP-DOWN AFFECT
NEGATIVE PUBLIC PERCEPTION STRATIFICATION NOT DIVERSE
DOTS CAMPAIGN
WHAT'S THE GOAL? WORLD-CLASS
LARRY HOGAN
BUS REVOLUTION FUNDS FUNDING SOURCE
DISPARATE PLATFORMS NEW CONSTRUCTION TRANSIT CHOICES
FLEXIBILITY ORGANIZATION LACKS DEFINITION SUPPORT DISJOINTED
CIRCULATOR SOCIAL MEDIA
EXPENSIVE PRIORITIES INFRASTRUCTURE
INCONSISTENT GROWING INFLUENCE DIVERSE INPUT
DISSATISFIED COMMUNITY TRANSIT PASSION
DIVERSE TRAFFIC DEVELOPMENT
REHABILITATION UPCOMING ELECTIONS
SAFETY ORGANIZATIONAL RELATIONSHIPS SIGNAGE HIGH LIGHT
RAIL USAGE CITY ORGANIZATIONS TRAIN USAGE
NORTHEAST'S POPULARITY UBER/TAXI USAGE

BOARD OF DIRECTORS





Section 1

AWARENESS

Baltimore City School District



Educators & Administrators



Children & Parents

Grade school students use MTA , but a disjointed, and problematic transportation system impedes attendance which leads to reduced graduation rates.



Sharone Brinkley-Parker

Director of Enrollment and Attendance
for Baltimore City Schools

*“Forty percent of our high school students
miss a month or more of school days a year”*



John Land

Executive Director of City Schools Operations



Section 2

MAN POWER

Universities



Faculty & Staff



Student Body

Universities provide resources such as fundraising opportunities, manpower, and awareness through student internship opportunities & Transit Choices student clubs.



Sammy Hoi

President of MICA

"I look to Baltimore as more coherent, cohesive environment where we can make concrete action together"





Section 3

FUNDING

Baltimore Businesses



Engaged Employees



Consumers

Businesses in Baltimore will advertise Transit Choices as a brand and solicit donations to the organization through their products or channels, gaining more consumers for each business and financing for Transit Choices.



ZipCar

Car Sharing Company

“Our members inspire us to reach out into the community and make a difference. We’re proud to be working with organizations that are setting examples around the globe.”





Section 4

ENGAGEMENT

Community Ambassadors



Neighborhood Engagement



Mobilized Individuals

Community engagement recognizes existing leaders and brings the voices of diverse neighborhoods together in order to build momentum through existing, trusted, networks.



Amelia Rambissoon
Station North Organization



Interested in joining a non-profit board

Section 5

FOCUS

Specific Coalitions



Define Projects



Project Engagement

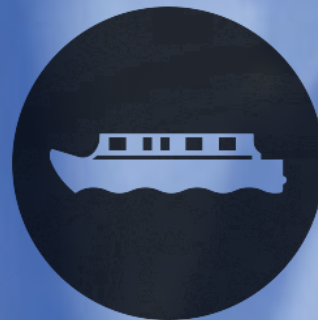
Transit Choices will facilitate a platform to mobilize and execute actionable projects. Coalitions will help define areas of focus and act as subject matter experts.



Central Baltimore
Partnership



B'More Mobile



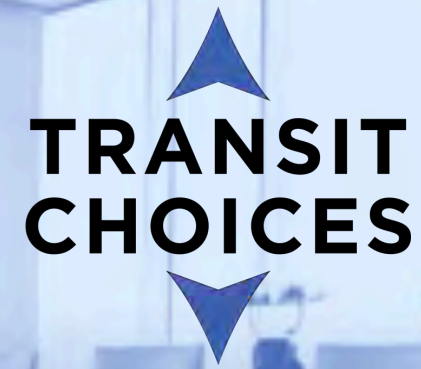
Waterfront Partnership



Bikemore



Citizens Planning &
Housing Association



How the Board Gains Visibility

**Board Member
Commitments**



Events

Meetings

Updates

Annual report


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graph TD; A((JIMMY ROUSE & ROBIN BUDISH)) --- B((FOCUS)); A --- C((AWARENESS)); A --- D((ENGAGEMENT)); A --- E((MANPOWER)); A --- F((FUNDING));
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JIMMY ROUSE
&
ROBIN BUDISH

FOCUS

AWARENESS

ENGAGEMENT

MANPOWER

FUNDING

*Each director helps to leverage
personal and professional experience
across communities*

