



Pictured Above: Zipcar has installed four car share spots on campus.

Pictured Below: New bicycle racks are cropping up around campus to encourage bicycling to campus.



Located northeast of downtown Baltimore, Morgan State University (MSU) holds the designation as Maryland's "premier public urban research university." This designation signifies that MSU is heavily engaged in the Baltimore community and leverages the City as an urban laboratory to enrich academic studies and research.

MSU's National Transportation Center (NTC) is a shining example of how the University fulfills this role, engaging in transportation research including demand management. The NTC also plays a role in delivering transportation solutions on and off campus - supporting MSU's transportation demand management (TDM) efforts.

Most recently, the NTC was involved in the planning of the Maryland Department of Transportation (MDOT) Maryland Transit Administration's (MTA) BaltimoreLink Silver Line bus route and terminus. This bus route, for the first time, provides a direct link between downtown Baltimore and the University, as well as connections to residential neighborhoods, connecting people to jobs and higher education opportunities.

"We sat in on several meetings with the MDOT MTA," says NTC Project Planner Anita Jones. "One of our faculty members even walked the entire campus, surveying the landscape to determine the best location for the terminus." Transit isn't the only improvement happening on campus. MSU is now benefitting from four new Zipcars as well as several new bicycle parking racks and showers in new buildings for bicycle commuters.

Sometimes nixing the commute altogether can have positive impacts on employee morale and productivity. Several eligible employees take advantage of MSU's telework policy, including Ms. Jones.

Without the distractions of students, faculty and staff coming in and out of the office throughout the day, productivity increases. "I find I can stay more focused on my tasks when I telework," says Ms. Jones. "These policies benefit both the University and employee," she continued.

MSU continues to enhance its TDM efforts, aiming to improve access for both employees and students. The University understands the important role transportation plays in helping it become an anchor in northeast Baltimore, a mission that guides much of its on and off campus activities.

"When the administration was approached by the MDOT MTA about the Silver Line, they tapped into resources on campus."

-Celeste Chavis

Assistant Professor, Dept. of Transportation & Urban Infrastructure Studies, Morgan State University



EMPLOYER PROFILE

MORGAN STATE UNIVERSITY'S COMMUTE OPTIONS MAKE THE GRADE