

PROPOSED AGENDA

Regional Transit Committee

Hon. Kasim Reed, Chair

Thursday, February 14, 2013

11:15 a.m.

ARC Board Room / Amphitheater

40 Courtland Street, NE, Level C

Atlanta, GA 30303

GENERAL

1. Welcome *Kasim Reed, Chair*
2. Public Comment Period ⁱ *Cain Williamson, ARC*
3. Introduction of New RTC Members *Chair*
4. Approve November 15, 2012 Meeting Summary *Chair*

PLANNING

5. RTC 2012 Accomplishments & 2013 Look-Ahead *Regan Hammond, ARC*
6. Regional Transit Oriented Development (TOD) Implementation *John Crocker, MARTA*
7. Regional Mobility Management One-Click System *Laura Keyes, ARC*

ANNOUNCEMENTS

8. Human Services Transportation Plan Limited Update *Cain Williamson, ARC*
9. Atlanta Air Quality Update *Jane Hayse, ARC*

**To access presentation materials,
please visit www.atlantaregional.com/rtc.**

ⁱ A 10-minute period for public comments is designated at the beginning of each regular RTC meeting. Each commenter must sign a Request to Speak card before 11:15 AM on the meeting date. Each speaker will be limited to two minutes. If the comment period expires before all citizens have an opportunity to address the Committee, citizens will be invited to provide their comments in writing.



ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

February 14, 2013 Meeting Notes

Voting Members Present:

Mr. Fred Daniels
Mayor Bucky Johnson
Mr. Tad Leithead
Commissioner Charlotte Nash
Commissioner Richard Oden
Commissioner Tom Worthan

Voting Members Absent:

Mayor Kasim Reed, Chair
Commissioner Buzz Ahrens
Mr. Sonny Deriso
Chief Executive Officer Burrell Ellis
Commissioner John Eaves
Commissioner Tim Lee
Commissioner Tommy Smith

Non-Voting Members Present:

Commissioner Steve Brown
Commissioner Chipper Gardner
Mr. Doug Hooker
Ms. Jannine Miller
Mr. Keith Parker
Commissioner Jeff Turner

Non-Voting Members Absent:

Commissioner David Austin
Commissioner Pete Amos
Commissioner Bob Blackburn
Mr. Toby Carr
Commissioner Keith Ellis
Commissioner Pat Graham
Ms. Lara O'Connor Hodgson
Commissioner Kevin Little
Commissioner Richard Mecum
Ms. Pam Sessions
Commissioner Marty Smith
Commissioner Steve Taylor
Mr. Doug Tollett

No quorum present; meeting held for Informational purposes only

Actions taken during meeting

- None



GENERAL

1. Welcome and Chairman's Comments

Tad Leithead called the meeting to order and welcomed attendees.

2. Public Comment Period

No public comment was offered.

3. Introduction of New RTC Members

Tad Leithead introduced the thirteen new RTC members.

Voting Members

Commissioner Tommy Smith

Non-Voting Members

Commissioner Pete Amos

Commissioner Bob Blackburn

Commissioner Steve Brown

Commissioner Keith Ellis

Commissioner Chipper Gardner

Commissioner Pat Graham

Commissioner Richard Mecum

Mr. Keith Parker

Commissioner Marty Smith

Commissioner Steve Taylor

Commissioner Jeff Turner

4. Approval of November 15, 2012 Meeting Summary

No quorum present.

PLANNING

5. RTC 2012 Accomplishments & 2013 Look-Ahead

Regan Hammond reminded the committee of the purpose of the Regional Transit Committee which is service coordination, providing input into the planning process and serving as a mechanism for governance coordination.

She highlighted the key transit issues of 2012 including reflecting local transit planning in regional plans, system coordination and improved transit data and coordination at the regional level in the absence of legislative action. She highlighted some of 2012's accomplishments that tie back to the key issues including an update of Concept 3, maintenance of the Regional Transit Data Warehouse, the Fleet and Facilities Inventory, a governance legal review, the Breeze system agreements facilitation, transit expansion planning work and related NEPA work and monthly transit committee coordination.

Looking ahead to 2013 she identified three key issues that will be of importance to RTC which are the implications of MAP-21, improving the customer experience through data sharing and upgraded customer information systems and Breeze system efficiency and next-generation



planning given that current system will reach the end of its useful life in the next five years. She highlighted work tasks that would support addressing these issues including the Regional Fare Collection Study, the coordination of MAP-21 transit performance measures, the Regional Transit Data Warehouse, the PLAN 2040 update, the Unified Bus Stop Signage Design Project, paratransit and call center coordination and the regional van pool program. She provided additional details including the purposes and timelines for the Regional Fare Collection Study and the Regional Unified Bus Stop Signage Design project.

Jannine Miller, GRTA, clarified that the current bus stop signage in the Downtown and Midtown areas of Atlanta were meant to be temporary and flexible due to the rerouting which is why they include limited information.

Hammond stated that the Bus Stop Signage Design Project is a pilot program that could be applicable at the regional level if there is interest. She stated that it is a design only project and that additional funding would need to be identified to fabricate and install the signs.

Leithead stated that the update of Concept 3 is important because so many things have changed in the last year and that the discussion of the regions vision for transit at ARC is crucial. He also stated that though MAP-21 does expire soon, the focus on performance measurements is here to stay. Finally, he stated that he is not expecting the legislature to work on transit governance and that the RTC can help to make the different transit systems more seamless.

6. Regional Transit Oriented Development (TOD) Implementation

John Crocker, MARTA, stated that from a national perspective Atlanta is lagging behind the country in the economic recovery which provides an opportunity to put in place the policies and procedures to encourage the development the community wants. He provided highlights from the TOD market study that ARC and Bleakly Advisory Group completed. He stated that MARTA stations had attracted jobs but needed to focus on attracting housing. He stated that over the past year MARTA had worked as a property owner to identify sites most suitable for TOD- type development.

In addition to existing MARTA owned sites there is an opportunity to focus on various corridors, park and ride lots and future stations to ensure the proper zoning, infrastructure and incentives are in place to support TOD. He then highlighted supporting initiatives including the last mile connectivity program included in the region's TIP, Livable Centers Implementation funding and the exploration of an Atlanta Land Acquisition Fund. He closed by highlighting the following events:

- March 7: Marta/ARC Development Day
- March 29: CNU Walkable Communities
- April 10-12: Transforming Local Governments Conference

7. Regional Mobility Management One-Click System

Laura Keyes, ARC, showed a concept of what the vision for the Regional Mobility Management One-Click System concept could look like and explained that the purpose of the system was to take a diverse set of transportation services entry points and data resources and centralize them in one accessible place for use by both the public and service providers. She highlighted how



transportation services would be connected. The initial target group is veterans and their families but the intent is to expand the system to everyone.

ANNOUNCEMENTS

8. GRTA Xpress Highlights 2013

Jannine Miller, GRTA, gave a quick overview regarding future funding for the Xpress bus s in the Governor's Budget and reminded RTC about the importance of the system.

9. Human Services Transportation Plan Limited Update

Cain Williamson, ARC, updated the committee on the region's Human Services Transportation Plan Limited update, which was a technical update meant to reflect changes as a result of MAP-21 as well as the work being done with the Regional Mobility Management One-Click System and recent data. He stated that the HST program was evolving at ARC and the plan is meant to keep all of the various elements of the program moving together and moving in the same direction.

Leithhead stated that presentations were intentionally brief due to time constraints but that if there was a desire for more detailed information on any subject matter that staff could get that information to committee members or even come out to communities to do presentations.

10. Atlanta Air Quality Update

Jane Hayse, ARC, stated that last week it was in the news that the Atlanta region had achieved air quality standards. The 20-county region had met the 1997 8-hour Ozone standard and will continue to meet it in the future. There is a new standard which was put in place in 2008 and that a smaller 15-county portion of the Atlanta region is currently in nonattainment for this standard. The attainment date is set for the new standard is 2015.

In addition to the Ozone standards, there is a PM2.5 standard for which the entire 20-county area is still in nonattainment. A new stricter standard was announced in December of 2012 and designations based on this standard will occur in 2014. Hayse then highlighted ways for individuals to keep the air clean and focused in particular on how to reduce the average as well as the peak periods exceedences of the air quality standards.

Hammond stated that this was especially important to the RTC because transit is a great way to help get people out of single occupant vehicles and, therefore, reduce emissions.

Leithhead suggested that an effort be made to get people to ride transit on peak smog days.

Handouts

- Presentation: RTC 2012 Accomplishments & 2013 Look-Ahead
- Presentation: Regional TOD Implementation
- Presentation: Regional Mobility Manager One-Click System
- Handout: Atlanta Air Quality Update
- Handout: RTC 2013 Membership
- Handout: GRTA Xpress Highlights 2013
- Handout: November 15, 2012 Meeting Summary



PROPOSED AGENDA

Regional Transit Committee

Hon. Kasim Reed, Chair

**Thursday, April 11, 2013
11:15 a.m.
ARC Board Room / Amphitheater
40 Courtland Street, NE, Level C
Atlanta, GA 30303**

GENERAL

1. Welcome *Kasim Reed, Chair*
2. Public Comment Period ⁱ *Cain Williamson, ARC*
3. Approve November 15, 2012 & February 14, 2013 Meeting Summaries *Chair*

PLANNING

4. PLAN 2040 Update – Transit Element *John Orr, ARC*
5. Regional Multi-Modal Public Transit Automated Fare Collection Study *Cain Williamson, ARC*
6. Legislative Recap *Catherine Brulet, ARC*

ANNOUNCEMENTS

7. MARTA TOD Update *John Crocker, MARTA*
8. 2014 RTC Work Program & Funding Commitments *Cain Williamson, ARC*

**To access presentation materials,
please visit www.atlantaregional.com/rtc.**

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ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

April 11, 2013 Meeting Notes

Voting Members Present:

Mayor Kasim Reed, Chair
Commissioner Buzz Ahrens
Mayor Bucky Johnson
Commissioner Tim Lee
Mr. Tad Leithead
Commissioner Charlotte Nash
Commissioner Richard Oden
Commissioner Tom Worthan

Voting Members Absent:

Mr. Fred Daniels
Mr. Sonny Deriso
Chief Executive Officer Burrell Ellis
Commissioner John Eaves
Commissioner Tommy Smith

Non-Voting Members Present:

Commissioner Steve Brown
Mr. Toby Carr
Ms. Carol Comer
Mr. Doug Hooker
Ms. Jannine Miller
Mr. Dan Moody
Mr. Keith Parker
Mr. Doug Tollett

Non-Voting Members Absent:

Commissioner David Austin
Commissioner Pete Amos
Commissioner Bob Blackburn
Commissioner Keith Ellis
Commissioner Pat Graham
Ms. Lara O'Connor Hodgson
Commissioner Kevin Little
Commissioner Richard Mecum
Ms. Pam Sessions
Commissioner Marty Smith
Commissioner Steve Taylor
Commissioner Jeff Turner

Actions taken during meeting

- 11/15/12 & 2/14/13 Meeting Summaries – Accepted as previously circulated.



GENERAL

1. Welcome and Chairman's Comments

Mayor Reed called the meeting to order and welcomed attendees.

2. Public Comment Period

No public comment was offered.

3. Approval of November 15, 2012 & February 14, 2013 Meeting Summaries

The summaries were accepted as previously circulated.

PLANNING

4. PLAN 2040 Update – Transit Element

John Orr gave an informational presentation meant to lay the ground work for decisions that will need to be made in the fall. He gave a summary of the overall schedule for the PLAN 2040 update and stated that the Board would take action in February of 2014.

He stated that the cost to implement the current projects in the financially constrained plan was \$5.8 billion and that the updated forecast for the New Starts program was \$2 billion. He pointed out that currently the Connect Cobb project which cost \$1.1 billion was not in the financially constrained plan leaving a difference of \$4.9 billion. He also pointed out that the ability to operate the projects must be demonstrated as well. He reminded the Committee that the New Starts program is a nationally competitive program and that depending on how the projects perform there could be more or less money awarded through the program. He mentioned that ARC had been working with FTA to refine the New Starts program financial forecast.

He then explained the New Starts project development process and how that process had significantly changed due to MAP-21. He clarified that although the program had been streamlined, the transit expansion projects in this region were already underway and that the new rules require an important decision point. He explained that under MAP-21 the Alternatives Analysis had been eliminated and that the first key milestone was now Project Development. He made it clear that because the Project Development phase of the process has a two year window, projects should have as much preparation work as possible completed before applying for this phase. He also reminded the Committee that the project must be in the regional transportation plan prior to applying. He pointed out that the region's transit expansion projects had completed the Locally Preferred Alternative phase under the old framework but that none of them had been accepted into project development phase under MAP-21 to start the two year clock.

He stated that the two key policy questions to be answered were:

- What innovative financing, or non-federal funding sources, can be used to support transit expansions?
- Are there opportunities to phase projects so that a segment can be in the financially constrained RTP?



He then highlighted some examples of innovative financing possibilities including piggy backing transit projects onto other transportation projects, public private partnerships, tax allocation districts and community improvement districts. He laid out the next steps which would be to work with the transit sponsors to identify funding strategies including focusing on opportunities to phase projects and identifying options for innovative funding and that he would follow up with the Regional Transit Committee in June.

5. Regional Multi-Modal Public Transit Automated Fare Collection Study

Cain Williamson explained that the Breeze system was implemented by MARTA in 2005 and that the other operators (GRTA, CCT, GCT) implemented the system in varying degrees through various agreements. He mentioned that the Breeze system replaced MARTA's previous token system which had reached the end of its useful life. He stated that MARTA operates a central clearinghouse which they use to reconcile the funds and that the other operators pay MARTA to operate the system but after analyzing the cost, the payments made by the various operators did not cover the cost.

He also indicated that mobile technology has become ubiquitous which was causing the industry to rethink the way in which it needs to collect transit fares. He explained that the Breeze system has a 12-15 year useful life and that the region needed to start thinking about the next generation as well as renegotiate the existing agreements. He told the Committee that the study is designed to identify common needs as well as how to fund and govern the new system. He explained to the Committee that the study uses an independent third party to examine these issues and that the key policy considerations for decisions were:

- Fare policy
- Management of fare collection system
- Financial implications
- Roadmap from existing structure to regional structure

He then provided a list of what the recommendations would include and covered the schedule and work tasks. He pointed out the next steps which were interviews with the operators, fare evasion and fare loss data gathering and reports on current fare collection policies and procedures and current and potential fare evasion and fare revenue leakage. He mentioned that throughout the study, he would come back to the committee to make sure that everyone was in lock step together and that the project would be complete in November of 2013.

Mayor Reed asked how much it had cost to implement the Breeze system.

Dave Brown responded that it had cost 109 million dollars.

6. Legislative Recap

Catherine Brulet gave a legislative update. She indicated that there was a dearth of transportation bills because of a lack of political will to deal with transportation issues in 2013. She stated that Senate Resolution 618 was a bill introduced by Brandon Beach to



create a study committee dealing with transit in the metro Atlanta region and possibly addressing regional transit governance. She also congratulated GRTA for getting funding in the general budget. She referenced House Bill 264 which was introduced by Mike Jacobs to restructure MARTA passed in the house but wasn't addressed in the Senate. She reminded the committee that any bill that didn't pass was still alive for next session. She highlighted Vincent Fort's Senate Bill 90 which almost made it out of the Senate and would have allowed the excise tax on rental vehicles to be spent on transit. She mentioned that House Bill 202 introduced by Bubber Epps passed and had to do with value engineering and embedded in it was the issue of congressional balancing. She mentioned that some of the bills that did not move but were available for the 2014 session were Senate Bills 73 and 99 and House Bills 153, 195 and 306.

Mayor Reed asked Doug Hooker if there was a process in place for monitoring regions who voted in favor of the Transportation Referendum.

Mr. Hooker responded that that the Georgia Department of Transportation was monitoring those regions and that ARC could provide a report summarizing the findings.

ANNOUNCEMENTS

7. MARTA TOD Update

John Crocker stated that MARTA held its joint development day on March 7th. He stated that 250 people attended and that the materials were on the MARTA website.

8. 2014 RTC Work Program & Funding Commitments

Cain Williamson reminded the Committee that the RTC work program is funded through local commitments by the committee to match federal dollars. He explained that these local commitments had been asked for twice in the past and have been stretched farther than initially planned. He also stated that the second time the local commitment was asked for, the amount was half as much. He told the Committee that he would come back in June to present a work program and request a third local commitment.

Mayor Reed recognized Carol Comer as GDOT's new representative and Dan Moody as a new GDOT board member.

Tim Lee congratulated the City of Atlanta on the stadium deal and a successful NCAA tournament weekend.

Handouts (Supplied in advance at www.atlantaregional.com/rtc)

- Presentation: PLAN 2040 Update - Transit Element
- Presentation: Regional Multi-Modal Public Transit Automated Fare Collection Study
- Handout: Legislative Recap



PROPOSED AGENDA

Regional Transit Committee

Hon. Kasim Reed, Chair

Thursday, August 15, 2013

11:15 a.m.

ARC Board Room / Amphitheater

40 Courtland Street, NE, Level C

Atlanta, GA 30303

GENERAL

1. Welcome *Kasim Reed, Chair*
2. Public Comment Period ⁱ *Melissa Roberts, ARC*
3. Approve April 11, 2013 Meeting Summary *Chair*

PLANNING

4. Proposed 2014-2016 RTC Work Program & Budget *Cain Williamson, ARC*
5. Regional Multi-Modal Public Transit Automated Fare Collection Efficiency Study Briefing *Regan Hammond, ARC*
6. PLAN 2040 Update – Transit Element *Regan Hammond, ARC*

ANNOUNCEMENTS

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please visit www.atlantaregional.com/rtc.**

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ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

August 15, 2013 Meeting Notes

Voting Members Present:

Mayor Kasim Reed, Chair
Commissioner Buzz Ahrens
Mr. Fred Daniels
Mr. Sonny Deriso
Mayor Bucky Johnson
Commissioner Tim Lee
Interim Chief Executive Officer Lee May
Commissioner Charlotte Nash
Commissioner Tom Worthan

Voting Members Absent:

Commissioner John Eaves
Mr. Tad Leithead
Commissioner Richard Oden
Commissioner Tommy Smith

Non-Voting Members Present:

Commissioner Steve Brown
Ms. Carol Comer
Commissioner Chip Gardner
Mr. Doug Hooker
Ms. Jannine Miller
Mr. Keith Parker
Mr. Doug Tollett
Commissioner Jeff Turner

Non-Voting Members Absent:

Commissioner Pete Amos
Commissioner David Austin
Commissioner Bob Blackburn
Mr. Toby Carr
Commissioner Keith Ellis
Commissioner Pat Graham
Ms. Lara O'Connor Hodgson
Commissioner Kevin Little
Commissioner Richard Mecum
Mr. Dan Moody
Ms. Pam Sessions
Commissioner Marty Smith
Commissioner Steve Taylor

Actions taken during meeting

- 4/11/13 Meeting Summary – Accepted as previously circulated.



GENERAL

1. Welcome and Chairman's Comments

Mayor Reed called the meeting to order and welcomed Interim Chief Executive Officer of DeKalb County Lee May. He also announced Scott Haggard as ARC's new Governmental Affairs Division Manager.

2. Public Comment Period

No public comment was offered.

3. Approval of April 11, 2013 Meeting Summary

The summary was accepted as previously circulated.

PLANNING

4. Proposed 2014-2016 RTC Work Program & Budget

Cain Williamson, ARC, provided an overview of the proposed 2014-2016 Regional Transit Committee (RTC) Work Program and Budget. He provided a brief background and history of how and why RTC was created. He described RTC's focus on service coordination in a region with many operators serving multiple jurisdictions. He provided the history of the Regional Transit Institutional Analysis (RTIA), the Transit Planning Board (TPB) and the Transit Implementation Board (TIB) which all led to the creation of the RTC. He highlighted some of the accomplishments of the RTC since 2010 such as the Regional Transit Data Warehouse, Regional Fare Study & Breeze Coordination, Unified Bus Stop Signage Design Project, Fleet and Facilities Inventory, as well as several other projects.

Williamson then presented a three year program proposal and budget which was broken into five tasks:

- Task 1: Regional Transit Planning - Supports continued implementation of the regional transit expansion vision including administrative support to the committee
- Task 2: Regional Transit Coordination - Fosters reliable, seamless & cost effective transit service
- Task 3: Regional Transit Data & Analysis - Provides business intelligence & improves service efficiency
- Task 4: Regional Fare Policy & Collection Coordination - Creates a unified fare payment system that efficiently collects revenue
- Task 5: Regional Transit Marketing Analysis & Strategy Development - Expands transit use & farebox returns through coordinated messaging and awareness

Following the breakdown of tasks, he covered the proposed dues structure which also included a history of previous dues structures dating back to 2010. He also presented the 2010-2011 and 2012-2013 RTC membership lists.



closed by listing out the next steps, which are:

- Briefings with RTC members through September
- Action on the proposed 2014-2016 Work Program and Budget in October
- Member agreements and dues from October through December
- Submission of the FTA Grant and begin work in January of 2014

Mayor Johnson asked if many of the tasks would be outsourced. Cain replied that no new staff would be added and that some of the work would be done with consultants. Regan Hammond directed the committee to a handout with additional details on the work program.

Mayor Reed requested further information that would describe what group of individuals would actually work on each task, what actions would be required for each task, and what would be achieved by each task. He stated that he wanted the work program to be transparent so that the committee would know the purpose. Williamson responded that staff would provide the requested information.

Mayor Johnson voiced concern that assembling a work plan and budget was premature when there was not a formal implementation agency in place. Williamson reminded the committee that this approach was not new and was continuation of the work that the RTC had been doing for several years. Mayor Reed asked ARC's Executive Director, Doug Hooker, to respond. Mr. Hooker replied that the RTC was created as a temporary bridge to a permanent organization provided by the legislature, which had not yet occurred.

Mayor Reed said that staff needed to provide clarity on what was being done with the funding and explore whether this is still the appropriate structure to deliver this work. He reminded staff that this is a three year commitment which warranted additional due diligence.

Mayor Johnson asked that the issue of permanent structure be part of the discussion. Doug Hooker responded that they would do so.

Chairperson Nash asked what the source of funding would be. Williamson clarified that the federal funds would be FTA Section 5307 and 5340 that would be matched by local contributions and in-kind staff support. He stated that local contributions would be split equally and those who chose to contribute would have a seat at the table as well as a vote while those who did not contribute would be welcome to participate without a vote.

5. Regional Multi-Modal Public Transit Automated Fare Collection Efficiency Study Briefing

Regan Hammond, ARC, reminded the committee that the purpose of the study was to provide a foundation for the future of the regional fare collection system. She told the committee that the study would examine what types of short term improvements need to be made to keep the current system functional, how to begin to transition to a new system and what would be the goals for the next generation of fare collection in the region, as well as how it what it would look.

Hammond went over the four tasks for the study which included a regional best practices assessment, a national review of systems serving multiple regional partners, a look at industry directions in the next generation fare collection technology and a recommendations document.



Hammond then went into greater detail with regards to Task 1 results. She stated that the team had conducted interviews with the region's fixed route, shuttle, and HST providers. She went over some of the results including the re-evaluation of the reciprocal agreement. She said that there was a concern regarding the future of the clearinghouse costs as it currently stands for MARTA and the partners participating in Breeze. She also mentioned that the Breeze participation agreements need to be re-evaluated and that consideration should be given on how best to govern the system in the future. She explained that some of the issues are due to the fact that fare policies are set up independently which requires changes to the Breeze business rules.

Mayor Reed asked what the cost of the clearinghouse was and Hammond responded approximately \$8 million per year. She went on to say that the team had talked to rural transit providers who were going to be using a system developed by RouteMatch which they would like to be compatible with the Breeze system. She said that all of the agencies were interested in mobile based payments. Finally, she mentioned that the current operating rules lead to revenue leakage for individual agencies due to an inability to recover certain fares on their systems.

Next Hammond covered the scope for Task 2 which focused on a national review of systems with multiple operators in major metropolitan systems worthy of emulation. She stated that Task 3 would consider the systems in Task 2 and any other agency that uses leading edge fare collection technology. She told the committee that Tasks 2 and 3 would be complete by the end of the year and that that committee would be briefed in early 2014 to discuss the recommendations included in Task 4.

Mayor Johnson asked if it was possible to get real time arrival information for the current operators. Hammond responded that the baseline work of the Regional Transit Data Warehouse was crucial to providing this information and that ARC is currently coordinating with Georgia Tech to help populate such a tool called OneBusAway. She stated that OneBusAway will provide real time arrival information for most of the operators in the region.

6. PLAN 2040 Update – Transit Element

Regan Hammond, ARC, provided the committee with a briefing on the transit expansion element of the PLAN 2040 RTP Update that is currently underway. She gave an overview of the updated New Starts forecast showing a projection of \$2 billion dollars. Next, she explained that the latest planning work undertaken by sponsors of transit expansion projects has led to increased costs leading to a gap of \$3.8 billion in the financially constrained regional transportation plan.

Hammond went over the projects that are in the current constrained PLAN2040 RTP including I-285 North Corridor High Capacity Rail (ROW), Clifton Corridor High Capacity Rail, East Corridor High Capacity Rail, BeltLine Corridor Transit, Atlanta BeltLine Streetcar Midtown Circulator and the MMPT.

Hammond stated that as part of the plan update, the sponsors were asked to provide revised concepts and associated costs. She went over the revised projects that were submitted to ARC including Clifton Corridor LRT, I-20 East HRT & BRT, Atlanta Streetcar Expansion, Connect Cobb/Northwest Corridor BRT, MMPT and Connect 400 (ROW). She showed a map that highlighted how the submittals related to the adopted regional transit vision, Concept 3. She concluded with the technical schedule for moving forward with the projects.



Handouts (Supplied in advance at www.atlantaregional.com/rtc)

- Presentation: 2014-2016 Work Program
- Presentation: Fare Study Briefing
- Presentation: PLAN 2040 Update - Transit
- Handout: Proposed 2014-2016 RTC Work Program and Budget



PROPOSED AGENDA

Regional Transit Committee

Hon. Kasim Reed, Chair

Thursday, October 10, 2013

11:15 a.m.

ARC Board Room / Amphitheater

40 Courtland Street, NE, Level C

Atlanta, GA 30303

GENERAL

1. Welcome *Kasim Reed, Chair*
2. Public Comment Period ⁱ *Melissa Roberts, ARC*
3. Approve August 15, 2013 Meeting Summary *Chair*

PLANNING

4. Proposed 2014-2016 RTC Work Program & Budget (*action*) *Cain Williamson, ARC*
5. Regional Multi-Modal Public Transit Automated Fare Collection Efficiency Study: Tasks 2 & 3 Findings *Regan Hammond, ARC*
6. Unified Bus Stop Signage Design Project *Nathan Soldat, ARC*
7. One-Click Project Update *Janae Futrell, ARC*

ANNOUNCEMENTS

- Senate Study Committee on Public Transit in the Metropolitan Atlanta Region
- MARTOC Presentation on Regional Fare Study

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please visit www.atlantaregional.com/rtc.**

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ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

October 10, 2013 Meeting Notes

Voting Members Present:

Mayor Kasim Reed, Chair
Commissioner Buzz Ahrens
Mr. Fred Daniels
Mr. Sonny Deriso
Mayor Bucky Johnson
Commissioner Tim Lee
Mr. Tad Leithead
Commissioner Charlotte Nash
Commissioner Richard Oden
Commissioner Tom Worthan

Voting Members Absent:

Commissioner John Eaves
Interim Chief Executive Officer Lee May
Commissioner Tommy Smith

Non-Voting Members Present:

Mr. Keith Parker
Mr. Doug Tollett
Commissioner Jeff Turner

Non-Voting Members Absent:

Commissioner Pete Amos
Commissioner David Austin
Commissioner Bob Blackburn
Commissioner Steve Brown
Mr. Toby Carr
Ms. Carol Comer
Commissioner Keith Ellis
Commissioner Chip Gardner
Commissioner Pat Graham
Ms. Lara O'Connor Hodgson
Mr. Doug Hooker
Commissioner Kevin Little
Commissioner Richard Mecum
Ms. Jannine Miller
Mr. Dan Moody
Ms. Pam Sessions
Commissioner Marty Smith
Commissioner Steve Taylor

Actions taken during meeting

- 8/15/13 Meeting Summary – Accepted as previously circulated.
- 2014-2016 RTC Work Program & Budget – Accepted as previously circulated.



GENERAL

1. Welcome and Chairman's Comments

Mayor Reed called the meeting to order and welcomed the Committee.

2. Public Comment Period

No public comment was offered.

3. Approval of August 15, 2013 Meeting Summary

The summary was accepted as previously circulated.

PLANNING

4. Proposed 2014-2016 RTC Work Program & Budget (*action*)

Regan Hammond, ARC, stated that in August the committee had been presented with the draft Proposed 2014-2016 RTC Work Program & Budget and dues structure. She went over the 5 core tasks of the work program which included Regional Transit Planning, Regional Transit Coordination, Regional Transit Data & Analysis, Regional Fare Policy & Collection Coordination, and Regional Transit Marketing Analysis & Strategy Development.

She reminded the committee that they had tasked RTC staff for more detail on expected deliverables, outcomes, and the identification of the who would be responsible for conducting each task and that staff had since done so. She also told the committee that the approval of the work program and budget would allow the region to leverage \$600,000 in cash/in-kind match to secure an additional \$2.4 million in federal funding.

She explained that pending approval; staff would negotiate agreements and dues from local government voting members and then apply for the federal grant which would result in a continuous flow in the work program.

John Orr, ARC, said since the August RTC meeting, staff had presented to both MARTOC and the Senate Public Transportation Subcommittee chaired by Senator Beach with positive responses.

Commissioner Lee asked if the Priority Bus Corridors Improvements Study was specific to bus and Hammond responded that the range of bus transit modes would be explored from shuttles and circulators to Bus Rapid Transit.

Mr. Deriso asked if the committee was voting on the August attachment or updated wording in which Hammond apologized that the wrong handout had been provided. She then clarified the minor changes to the updated document.



5. Regional Multi-Modal Public Transit Automated Fare Collection Efficiency Study: Tasks 2 & 3 Findings

Hammond reminded the committee that she had presented an overview of the study purpose and the findings of the Task 1-Regional Best Practices Assessment in August. She stated that this presentation would cover the work completed under Task 2-National Review of Systems Serving Multiple Regional Partners and Task 3-Industry Directions in Next Generation Fare Collection Technology.

She explained that the purpose of the national review was to inform ARC and its partner transit agencies on approaches and lessons learned by peer regional fare systems with regards to governance, procurement approaches, fare policy coordination, strategies for roll-out, and system administration. She then highlighted the 8 peer regions which included Washington, DC, The San Francisco Bay Area, Los Angeles, Seattle, Minneapolis-St. Paul, Sacramento, South Florida, and Ontario, CAN. She mentioned that all of the peer regions selected were similar in size, complexity and all served multiple transit operators.

She identified the different models of governance found in the peer regions which included inter-local cooperation, federated governance model, memorandum of understanding (MOU), and ad-hoc interagency cooperation. She summarized how each model works and linked each peer region with its corresponding governance model. She also mentioned that the Atlanta Region was most like the MOU model.

Next she covered the three approaches found in the peer systems which were procurement and deployment by a large agency followed by smaller agencies, a consortium effort organized by the agencies, and the lead being taken by the MPO. She followed this by reviewing the types of fare policy coordination found in the peer regions including control being over fair retained by individual agencies, regional monthly passes being set in advance, and interagency agreements continuing in place. She wrapped up the Task 2 findings by highlighting the market penetration of the regional smart card for each region before moving on to the Task 3 findings.

She explained that in this task, the team was not constrained to 8 regions which allowed them to do a national and international scan and stated that specific policies and the type of governance in place directly impacts the cost to employ technologies in the future. She provided significant discussion points around the topics of fare media, fare policies, fare collection equipment, architectures, payment methods, central data systems, outsourced services, multi-modal integration, and regional systems.

She closed by saying that the work of tasks 1-3 would be used to inform and create a recommendations document which covers short-term improvements to the existing Breeze system, the identification of goals for the next generation of fare collection in the Atlanta region, and a strategic roadmap to implement the recommendations.

Mayor Reed asked which approach would be best for the Atlanta region and Hammond responded that the study was not to that point yet but that she expected it could include bits and pieces from many the regions.



Mr. Tollett asked what percentage of fare revenues go towards collection and Hammond responded that they would have to look into that. Lenora Brooks with LTK Engineering Services further explained that it depends on if portions of the system were being outsourced.

6. Unified Bus Stop Signage Design Project

Nathan Soldat, ARC, stated that the project was born out of a recommendation from the Regional Fleet & Facilities Inventory that was completed as part of the 2011 work program in which improved passenger information was recommended. He explained that though the pilot project was being designed for Downtown and Midtown, it was meant to be regionally scalable. He identified the design consultant as fd2s, the sub consultant as Urban Trans tasked with the GIS inventory, and the Project Advisory Team consisting of membership from MARTA, CCT, GCT, GRTA, City of Atlanta, Central Atlanta Progress, Midtown Alliance, and the Georgia Department of Transportation.

He covered the goals of the GIS inventory which included the identification of multi-service stops, operators and routes serving those stops, surrounding infrastructure, photos and stop conditions that would be used to help inform the design and implement the project. He also mentioned that the consultant had participated in an experience audit in which they navigated the collective transit system in an effort to understand it from the customer's perspective. He shared the major conclusions resulting from these two tasks including the idea that riders travel by route not brand and that existing infrastructure must be considered for pricing new signage.

Mayor Reed asked what the difference in price was for a Tier 1 versus Tier 3 sign. Soldat responded that those details would be available within a few weeks. Mayor Reed asked for the price associated with providing a Tier 1 sign at each location so that every customer would have the best possible experience. Hammond responded that the project would determine what that cost will be.

Mr. Daniels asked how the signage would address route changes. Soldat responded that the signage included blades in which individual route panels were attached to. He also explained that the identification of who would maintain the sign would need to be determined during the implementation plan.

Commissioner Lee asked if the project was engaging the regional transit operators so that it could be regionally scalable and Soldat responded that the operators were serving the Project Advisory Team.

Mr. Daniels asked how many locations there were and Soldat responded that the team had identified 78 at this time but that number was being refined.

Hammond emphasized that the project was a great example of something that is tangible, real and could be put on the ground.

Mayor Reed asked for a status update on real time arrival information in which Hammond responded the Transit Data Warehouse project managed by RTC staff had laid the ground work for this type of tool. Keith Parker stated that MARTA was having great success with their real time smart phone application.



7. One-Click Project Update

Janae Futrell, ARC, stated that she would cover why One-Click was needed in the Atlanta Region, the role of ARC, what the One-Click system would do, and the project timeline. She explained that the projects target populations which included low income job seekers, older adults, the disability community, and veterans comprised 30-40% of the total regional population. She then listed the projects partners which included the Atlanta Regional Workforce Board, Goodwill, CCT, Aging and Disability Resource Connection, the Veterans Affairs Medical Center of Atlanta, and Disability Link.

She detailed ARC's role in leveraging regional assets, coordinating a stakeholder-driven process of development and employing a multi/inter-modal & comprehensive approach to the project. She showed how the One-Click system provided a truly robust and seamless trip planning tool that allowed for personalization based individual needs. She closed by covering the projects timeline culminating in a public release during the summer of 2013.

Handouts (Supplied in advance at www.atlantaregional.com/rtc)

- Presentation: Regional Multi-Modal Public Transit Automated Fare Collection Efficiency Study: Tasks 2 & 3 Findings
- Presentation: Unified Bus Stop Signage Design Project
- Presentation: One-Click Project Update
- Handout: Issue Summary and Resolution Proposed 2014-2016 RTC Work Program and Budget
- Handout: Proposed 2014-2016 RTC Work Program and Budget
- Handout: Proposed 2014-2016 RTC Work Program Details

