

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

