ARC COMMITTEE MEETING FOLLOW-UP

<u>REGIONAL TRANSIT COMMITTEE</u>

October 10, 2013 Meeting Notes

<u>Voting Members Present:</u>
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

<u>Voting Members Absent:</u>
Commissioner John Eaves
Interim Chief Executive Officer Lee May
Commissioner Tommy Smith

<u>Non-Voting Members Present:</u>
Mr. Keith Parker
Mr. Doug Tollett
Commissioner Jeff Turner

<u>Non-Voting Members Absent:</u>
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

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

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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

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