

Proposed 3-Year RTC Work Program Details

TASK	PROJECT	EXPECTED DELIVERABLES	EXPECTED OUTCOMES	WHO	3-YEAR COST
1 - Regional Transit Planning	Administrative Support to Committee	Meeting agendas & summaries Coordination with Chair Communications with Committee members & their staffs Resolutions	Effectively run Committee meetings Exchange of information and ideas	Staff	\$1,000,000 (\$800,000 federal/ \$200,000 local)
	Options for Future Structure & Administration of Committee	Proposed structure for RTC membership & funding	Effective transit coordination structure for Atlanta region	Staff	
	Coordinated Human Services Transportation (HST) Plan Update	Updated Coordinated HST Plan	Strategy for public transit operators, human service agencies, private providers, and nonprofit agencies to deliver mobility services to transportation disadvantaged populations including persons with disabilities, older adults, and persons with lower incomes.	Consultant	
	Priority Bus Corridors Improvements Study	Identification of priority bus corridors network Recommendations for infrastructure & operational improvements to network	More reliable and efficient bus service in regionally significant corridors	Consultant	
	Regional Transit Vision Maintenance & Implementation Support	Updated Regional Transit Vision Input into RTP/TIP development Study deliverables review & feedback Cross-project coordination Legislative strategy	Regional transit vision that reflects current project planning efforts; Ensures overall transportation planning is consistent with regional transit vision	Staff	
2 - Regional Transit Coordination	Develop & Deploy Regional Trip Planner & Real-Time Information	Regional trip planning application Coordinated real-time transit information	Easy access to transit route location, schedule, and real-time arrival information	Consultant	\$300,000 (\$240,000 federal/ \$60,000 local)
	Unified Bus Stop Signage Implementation	Procurement and installation of Unified Bus Stop Signage in Downtown & Midtown Atlanta	Clearer information for existing and new transit riders utilizing express and local buses in Downtown and Midtown Atlanta, with potentially applicability region-wide Increased transit usage	Staff & Consultant	
	Transit Asset Management	Identification of opportunities for shared transit assets	Potential cost savings to transit operators by working together to maximize the use of transit assets (fleet, passenger facilities, maintenance facilities)	Staff & Consultant	
	Unified Bus Stop & Bus Route Numbering	Unified bus stop numbering scheme for the Atlanta region Unified bus route numbering scheme across all fixed-route transit operators in the Atlanta region	Consistency across the region's fixed-route transit providers in the numbering of bus routes and stops Provision of clear and accurate route information to riders More seamless integration with trip planning and other mobility applications.	Staff	
	Enhanced Coordination of Paratransit & HST Service Delivery	Develop a framework for regional paratransit eligibility, fare media, coordination and service delivery	A streamlined approach to determining and establishing customer eligibility Improved coordination of paratransit services for cross-jurisdictional trips Improved customer experience	Staff	

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3 - Regional Transit Data & Analysis	Transit Data Warehouse (TDW) Hosting & Maintenance	In-house hosting of TDW Technical assistance to support continued operations of TDW Up-to-date data in the TDW	Accurate and reliable transit data for use by app developers and others to create tools to enhance the customer experience	Staff & Consultant	\$700,000 (\$560,000 federal/ \$140,000 local)
	Transit Data Warehouse (TDW) Enhancements	Identification of necessary enhancements needed to TDW to support efficient data entry, maintenance, and reporting RFP development Creation and deployment of TDW "2.0"	Accurate and reliable transit data for use by app developers and others to create tools to enhance the customer experience Regional transit data to be used for regional transit planning, operations, asset management, HST, and TDM	Staff & Consultant	
	Transit Data Performance Measurement & Analysis	Annual regional transit system performance report Updated regional fleet & facilities inventory Other reports and statistics as needed	Better understanding of regional transit performance trends Regional-scale asset management strategy	Staff	
4 - Regional Fare Policy & Collection Coordination	Implementation of Recommendations from Regional Fare Study	Regional fare policy Universal fare product Identification of appropriate fare collection technologies for Atlanta region Facilitate renegotiation of transfer agreements Facilitate renegotiation of Breeze participation agreements	Seamless regional fare collection system that better integrates fare collection policies, processes, technology, and fare products Increased coordination among transit operators Reduction in fare evasion Increased farebox returns Improved customer experience	Staff & Consultant	\$750,000 (\$600,000 federal/ \$150,000 local)
5 - Regional Transit Marketing Analysis & Strategy Development	Regional Transit Marketing Analysis & Strategy Development	Inventory of current transit marketing efforts in the Atlanta region Best practices assessment of transit marketing efforts of region's across the country & internationally Benchmarking of existing Atlanta region efforts against best practices Strategy for coordinated regional transit marketing	Raise awareness of transit as a viable and necessary mode of transportation and improve the coordination of marketing efforts and messages among the various providers.	Consultant	\$250,000 (\$200,000 federal/ \$50,000 local)