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

<u>REGIONAL TRANSIT COMMITTEE</u>

February 14, 2013 Meeting Notes

<u>Voting Members Present:</u>	<u>Non-Voting Members Present:</u>
Mr. Fred Daniels	Commissioner Steve Brown
Mayor Bucky Johnson	Commissioner Chipper Gardner
Mr. Tad Leithead	Mr. Doug Hooker
Commissioner Charlotte Nash	Ms. Jannine Miller
Commissioner Richard Oden	Mr. Keith Parker
Commissioner Tom Worthan	Commissioner Jeff Turner

<u>Voting Members Absent:</u>	<u>Non-Voting Members Absent:</u>
Mayor Kasim Reed, Chair	Commissioner David Austin
Commissioner Buzz Ahrens	Commissioner Pete Amos
Mr. Sonny Deriso	Commissioner Bob Blackburn
Chief Executive Officer Burrell Ellis	Mr. Toby Carr
Commissioner John Eaves	Commissioner Keith Ellis
Commissioner Tim Lee	Commissioner Pat Graham
Commissioner Tommy Smith	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	Non-Voting Members
Commissioner Tommy Smith	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.

Leithead 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

Service Coordination

Regional Transit Committee

Governance

Regional Transit Planning

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

2012 Issues

- Reflect local transit planning in regional plans

- Improved transit data & coordination at regional level

- System coordination

- Lack of legislative action on governance

2012 Accomplishments

- Concept 3 Update
- Regional Transit Data Warehouse
- Regional Fleet & Facilities Inventory
- Regional Transit Governance Legal Review
- Breeze System Agreements Facilitation
- Transit expansion planning & NEPA studies
- Monthly transit committee coordination

2013 Issues

- MAP-21 implications

- Breeze system efficiency and next-gen planning

- Improved customer experience

2013 Look-Ahead

- Regional Fare Collection Study
- Coordination on MAP-21 transit performance measures
- Transit Data Warehouse
- PLAN 2040 Update
- Unified Bus Stop Signage Design
- Paratransit & Call Centers Coordination
- Regional Vanpool Program

Service Coordination

Regional Transit Planning

Governance

Regional Multi-Modal Public Transit Automated Fare Collection Study

- Purpose:

  - Short-term improvements to existing Breeze system to improve efficiency & coordination

  - Recommendations for future fare collection & coordination in the Atlanta region

  - Strategic roadmap from existing structure to a regional structure

- February-November 2013

ARC
ATLANTA REGIONAL COMMISSION

Regional Unified Bus Stop Signage Design Project

- Purpose:
  - Recommendation from 2012 Regional Fleet & Facilities Inventory
  - Design location-appropriate bus stop signs that incorporate all regional transit providers
  - Replace temporary signage installed for express bus rerouting in 2012
- Study Area: Downtown & Midtown Atlanta
- Proposed Schedule: March-October 2013

Questions?

Regan Hammond

rhammond@atlantaregional.com

404.463.3269

ARC
ATLANTA REGIONAL COMMISSION

Transit Oriented Development (TOD) Activities

Regional Transit Committee

February 14, 2013

regional impact + local relevance

Overview

- National Context
- Regional Work
- Potential MARTA Sites
- Future Sites
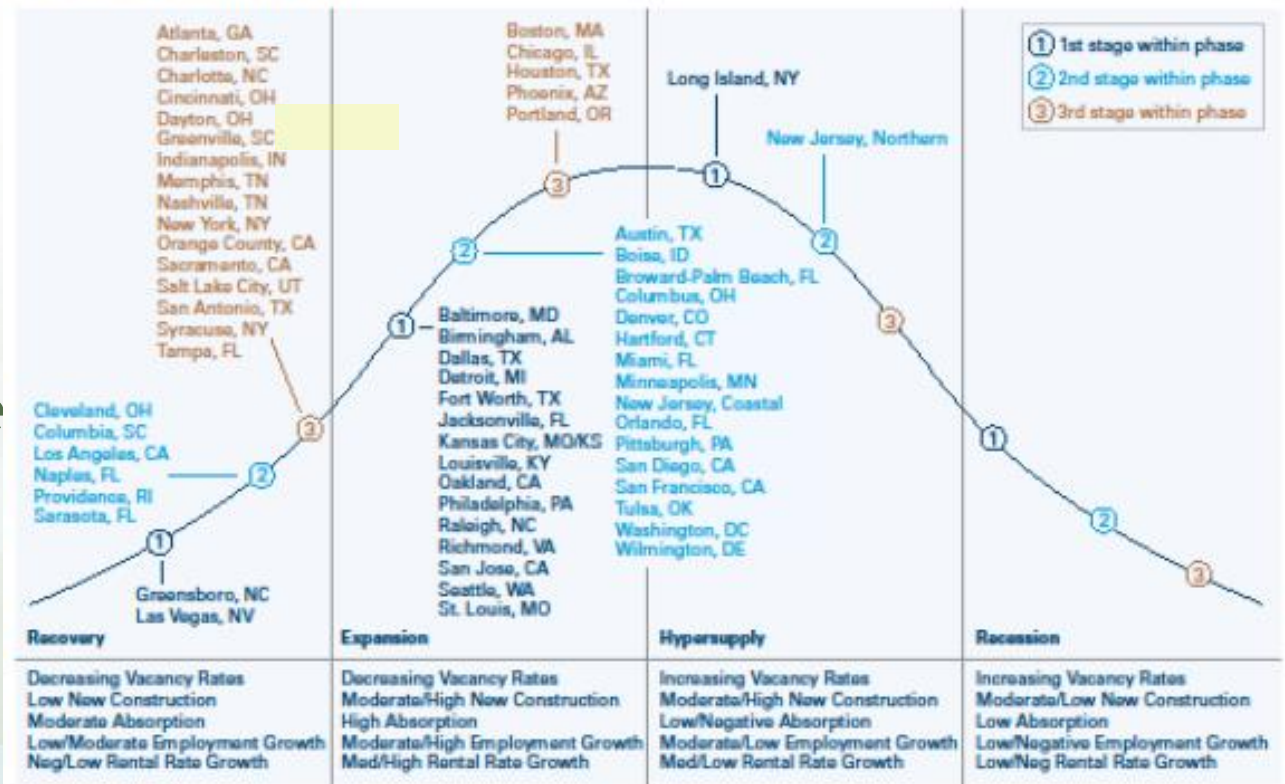- Supporting Initiatives
- Upcoming Events
- Resources

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

National Perspective

- Atlanta is lagging in the recovery (RLCLO, Paige Mueller, "Regional Hotspots of Economic Growth", February 5, 2013)

Apartment Cycle Chart (Fig. 31)

Source: Integra Realty Resources, Bull Realty, Jan 2013

regional impact + local relevance

Market Study Top Level Results
(ARC/Bleakly, 2013)

Existing System

- Combined ½ mile radius of existing rail stations are:
  - 43% of the combined Fulton / DeKalb office space
  - 27% of the combined Fulton / DeKalb retail space
  - 8% of the combined Fulton / DeKalb housing units

Clustering of office and retail is a reality – the next opportunity is in residents (housing)

- Identified potential incentives for specific stations:
  - Those that are Tax Allocation Districts
  - Those that are or eligible for Opportunity Zone

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

Potential MARTA Sites

DRAFT JOINT DEVELOPMENT /TOD WORK PROGRAM (Presented November 2012)				
		POSSIBLE RELEASE TIMEFRAME		
SITE	**EXISTING ZONING**	**FY13**	**FY14-15**	**FY16-18**
Abernathy Park & Ride Property	MIX	**		
Avondale	I			
Brookhaven/Oglethorpe	Brookhaven Overlay			
Edgewood/ Candler Park	I-1 & C-1			
Hamilton E. Holmes	C-1-C, C-2, & C-3			
Kensington	R-75			
King Memorial	SPI-22 TSA			
Lakewood/ Ft. McPherson	I-1, I-2, C-R, & R1-A			
Lindbergh Center	C-3			
Medical Center	O-I			
Oakland City	R-5 & C-2			

- Green Shading = Bleakly Station Area Market Analysis
- ** Sandy Springs serves as a proxy for Abernathy
- *** Additional Bleakly studied stations - Arts Center, Chamblee and East Lake

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

5

Future Existing Stations

- Various corridors / Existing P&R lots
- Are the future stations areas:
  - Zoned appropriately?
    - MARTA Example zoning, Doraville Formed Based Code, SPI-overlays, etc
  - Is infrastructure in place? Sidewalks?
  - Are any desired incentives in place?
    - TAD
    - Opportunity Zone

regional impact + local relevance

Supporting Initiatives

- Last Mile Connectivity Program
  - Funds supporting infrastructure (bike/ped infrastructure)
  - $25 million in FY2014
  - Available to all
- Livable Centers Implementation Funds
  - Identified through planning effort
- Exploration of a Atlanta Land Acquisition Fund (TOD Collaborative)

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

Upcoming Events

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

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

Questions?

- Some Online Resources:
  - Market Study: http://www.atlantaregional.com/land-use/transit-oriented-development/market-study
  - MARTA Station Profiles and TOD Guidelines: http://www.itsmarta.com/TOD-real-estate.aspx
  - TOD Collaborative: http://www.atlantaregional.com/land-use/transit-oriented-development/atlanta-tod-collaborative
  - ULI Atlanta: http://atlanta.uli.org/
  - Center for TOD: http://ctod.org/webinars/index.php

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

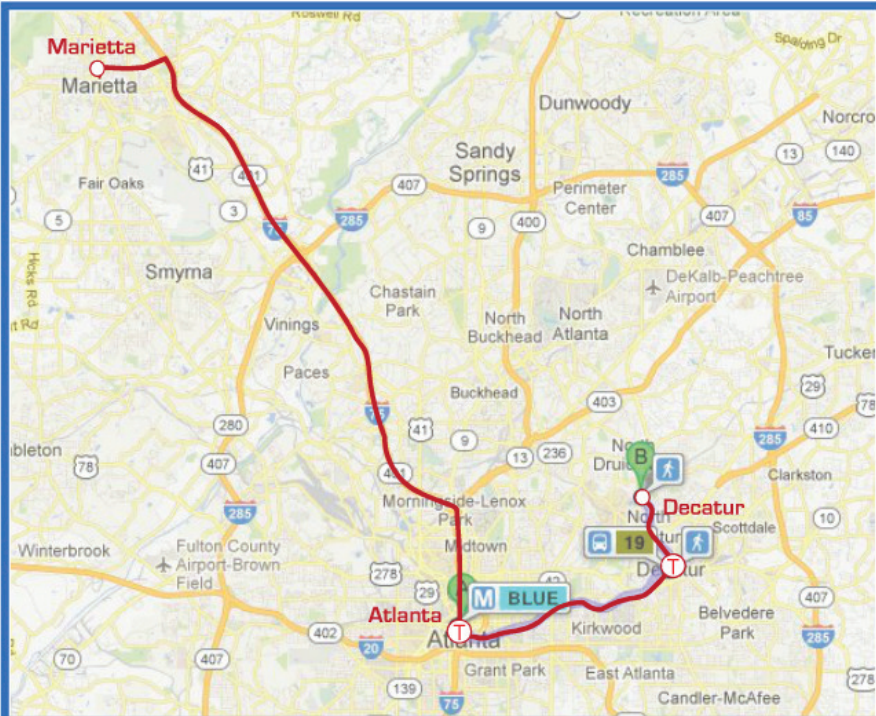# Regional Mobility Management One-Click System (RMM OCS)
Conceptual Development: Web-Based Trip Planning Outputs

Trip and Client Details:

Location: Marietta to the VA Medical Center in North Decatur

Time: 9:30 AM appointment on Tuesday

Client and Trip Profile: 50 year old, veteran, wheelchair-user, medical purpose trip, low income

Trip Options:

Fixed Route: CCT Express Route 101 to Five Points (38 min + 10 min transfer), MARTA rail blue line to Decatur (14 min + 10 min transfer), MARTA bus #19 (11 min) = 1 hour, 23 min

Paratransit: crosses boundaries from Cobb to MARTA service areas (transfer required) 1 hour, 30 min

VA Transportation Service: 1 hour with traffic

> Please call 404.555.5555
> www.vettrans.com
> *Must book 24 hours in advance.

Ride Smart Carpooling (possible to get to Five Points station to replace first leg of fixed route): 1 hour, 35 min

Taxi/Volunteer Driver: 45-55 minutes

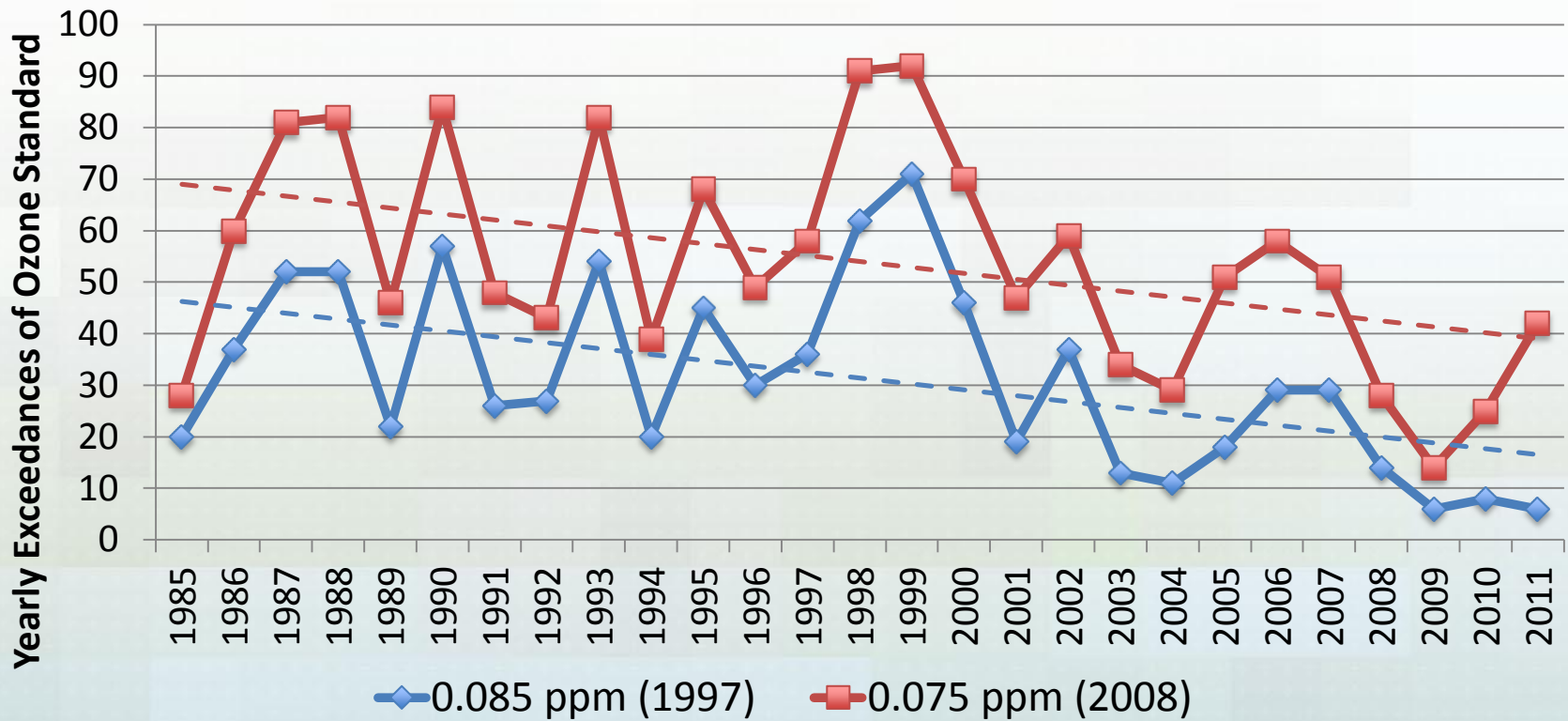**Personal vehicle:** 45-55 minutes with traffic

Atlanta Air Quality Update

Attainment of 1997 Ozone Standard

Atlanta's Air Quality is Improving

Yearly Exceedances of the Federal Ozone Standard in Metropolitan Atlanta for both the 1997 and 2008 Standards

regional impact + local relevance

Federal Action

- On February 4, EPA took action to approve the State's 1997 Ozone Maintenance Plan

- This plan shows that our 20-county region has met the 1997 8-hour Ozone standard and will continue to meet it in the future

1997 Ozone Nonattainment Area

Stricter Standard in Place

- In 2008, EPA advanced a new, stricter, Ozone standard

- A smaller, 15 county, portion of the Atlanta region is currently in nonattainment for this standard

- The region's attainment date is set for 2015

2008 Ozone Nonattainment Area

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

PM2.5 Standard Still in Place

- The entire 20 county area is still in nonattainment for the PM2.5 standard
- EPA will review a Maintenance Plan soon
- A new, stricter, standard was just announced in December and designations will occur in 2014

1997 PM2.5 Nonattainment Area
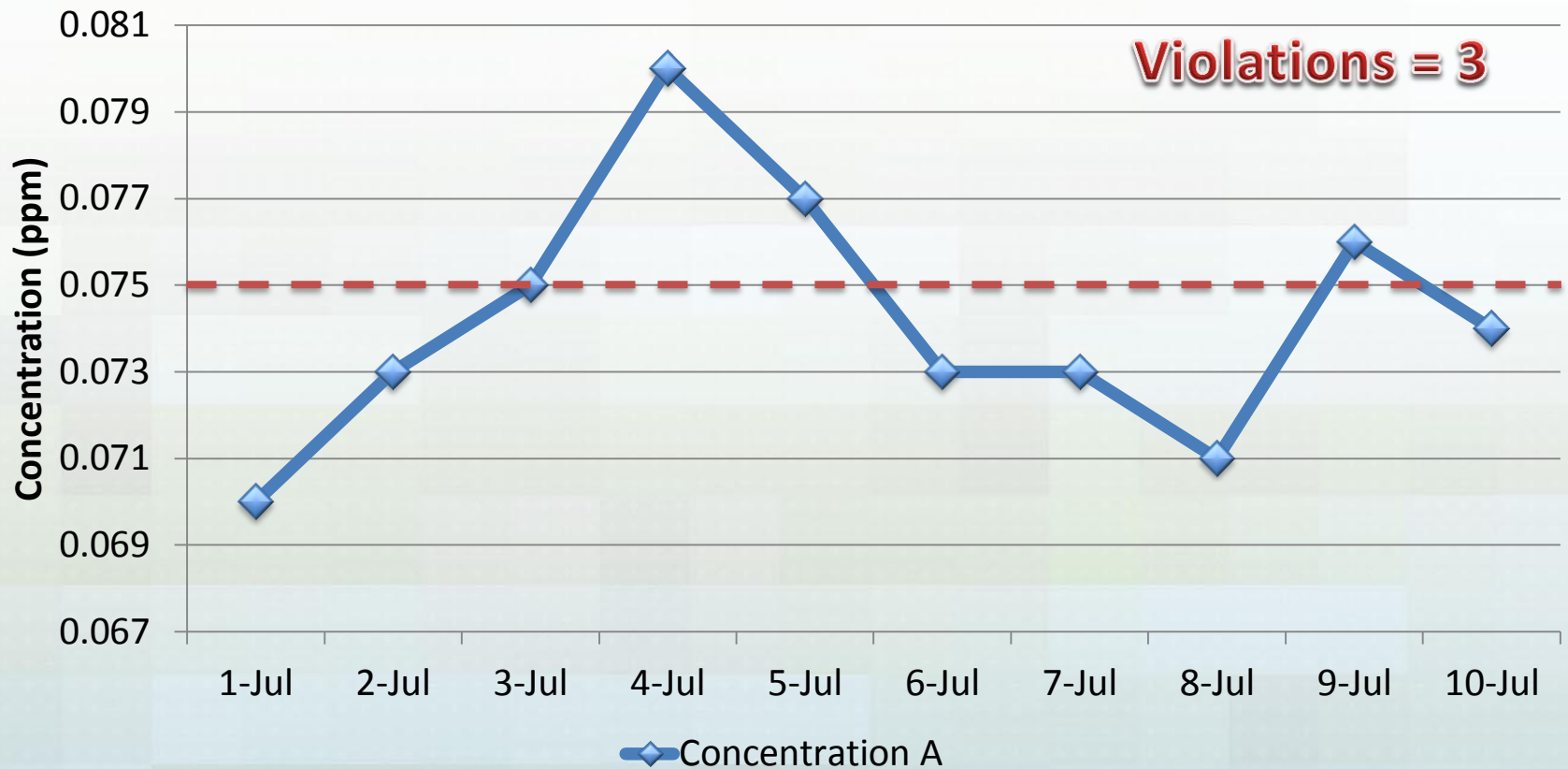
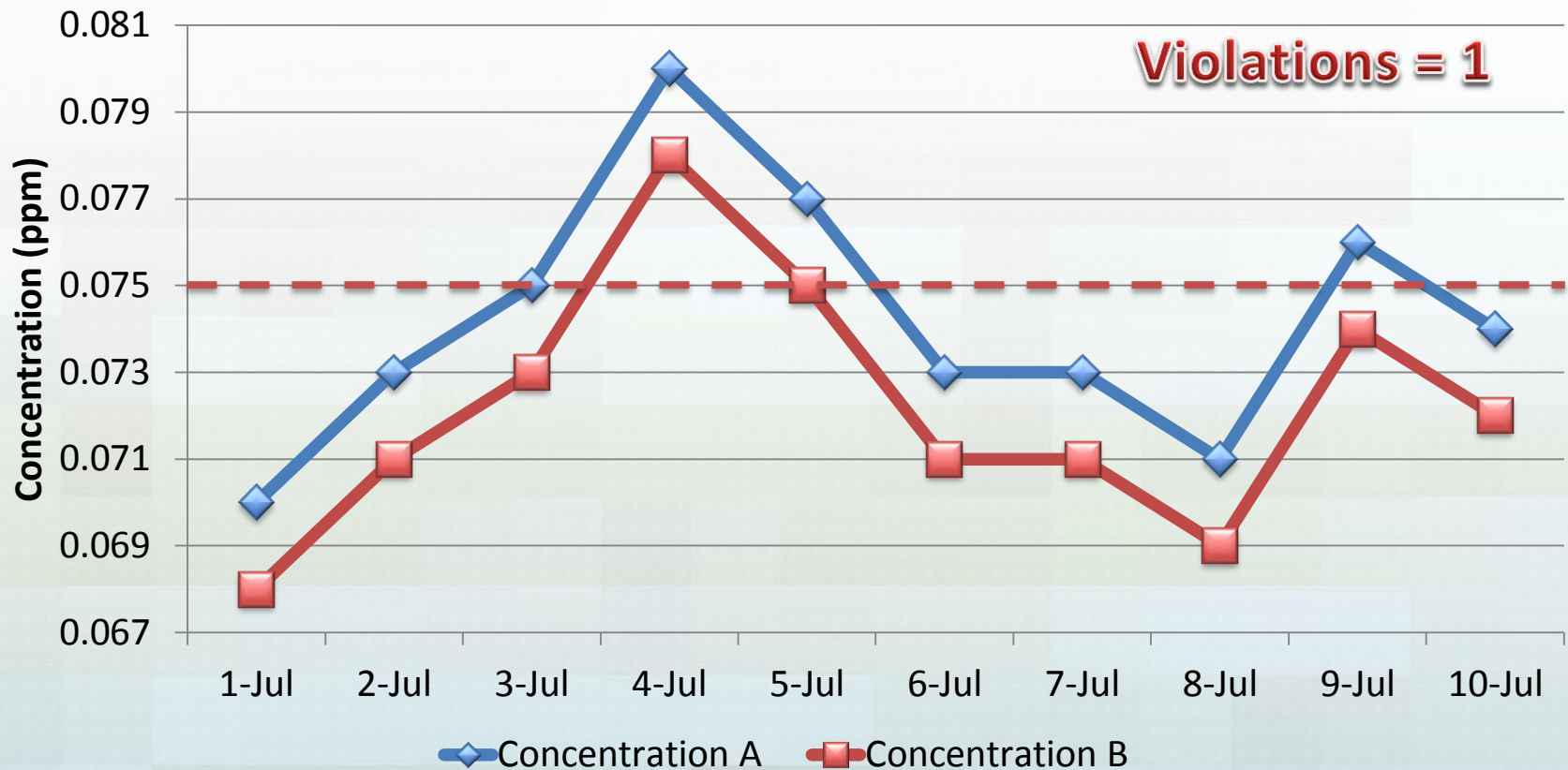# What Can I do to Help Clean the Air?

Help Reduce the Average

Daily 8-HR Ozone Concentration

Violations = 3

Concentration A

regional impact + local relevance

Help Reduce the Average

Daily 8-HR Ozone Concentration

Help Reduce the Average

- Reduce your usage of electricity
  - Turn up the air a few degrees when you aren't at home
  - Don't leave appliances/electronics on when not in use
  - Weatherize your home
- Reduce your usage of gasoline
  - Don't needlessly idle your vehicle
  - Make sure your vehicle is properly maintained
  - Carpool / Walk / Bike / take Transit when logical
  - Telework or participate in Compressed Work Weeks
  - Make smart choices about where you live

regional impact + local relevance
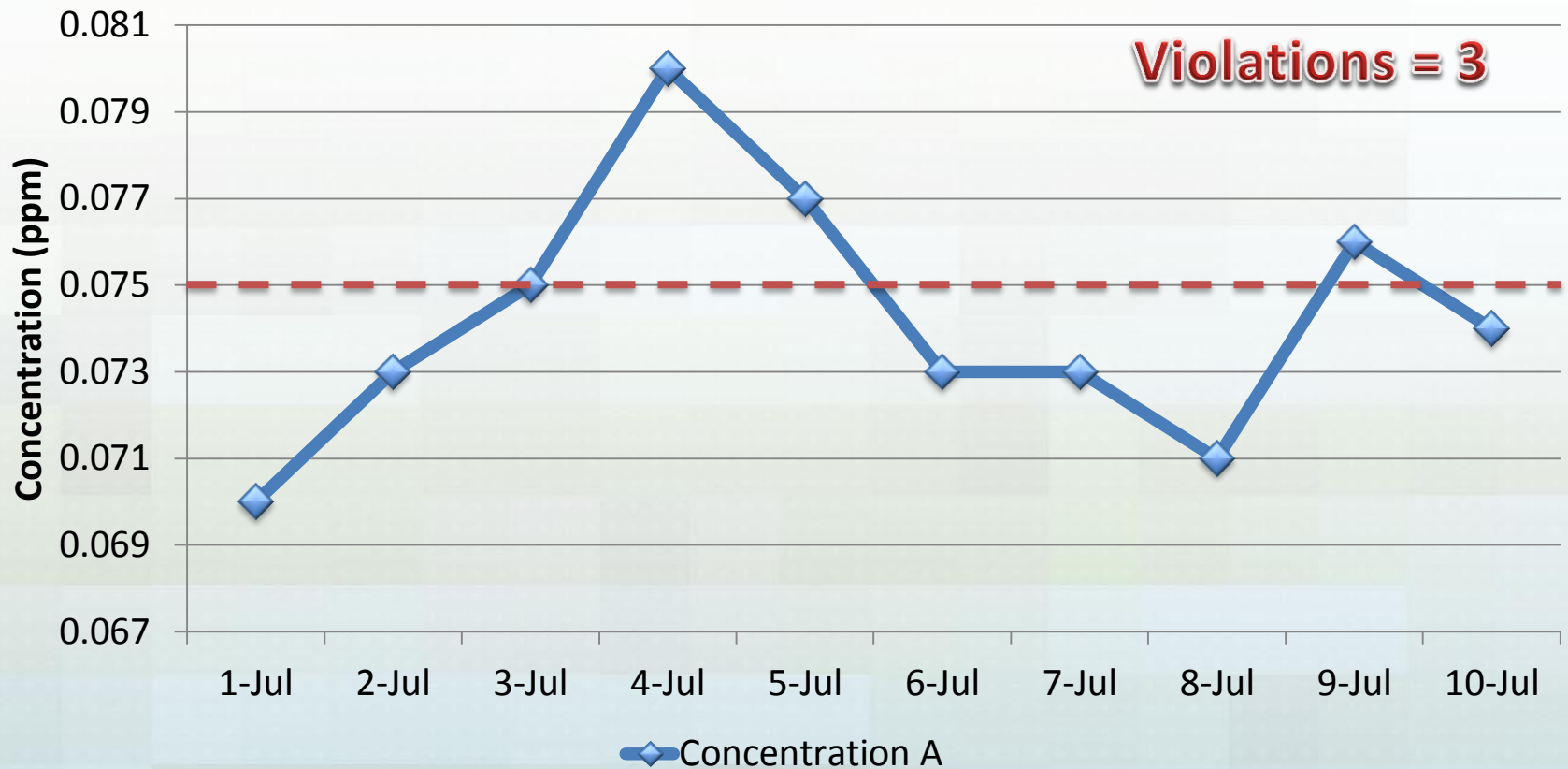
ARC
ATLANTA REGIONAL COMMISSION

Help Reduce the Peaks

Daily 8-HR Ozone Concentration

Violations = 3

Help Reduce the Peaks

Daily 8-HR Ozone Concentration

Violations = 1

Concentration A   Concentration B
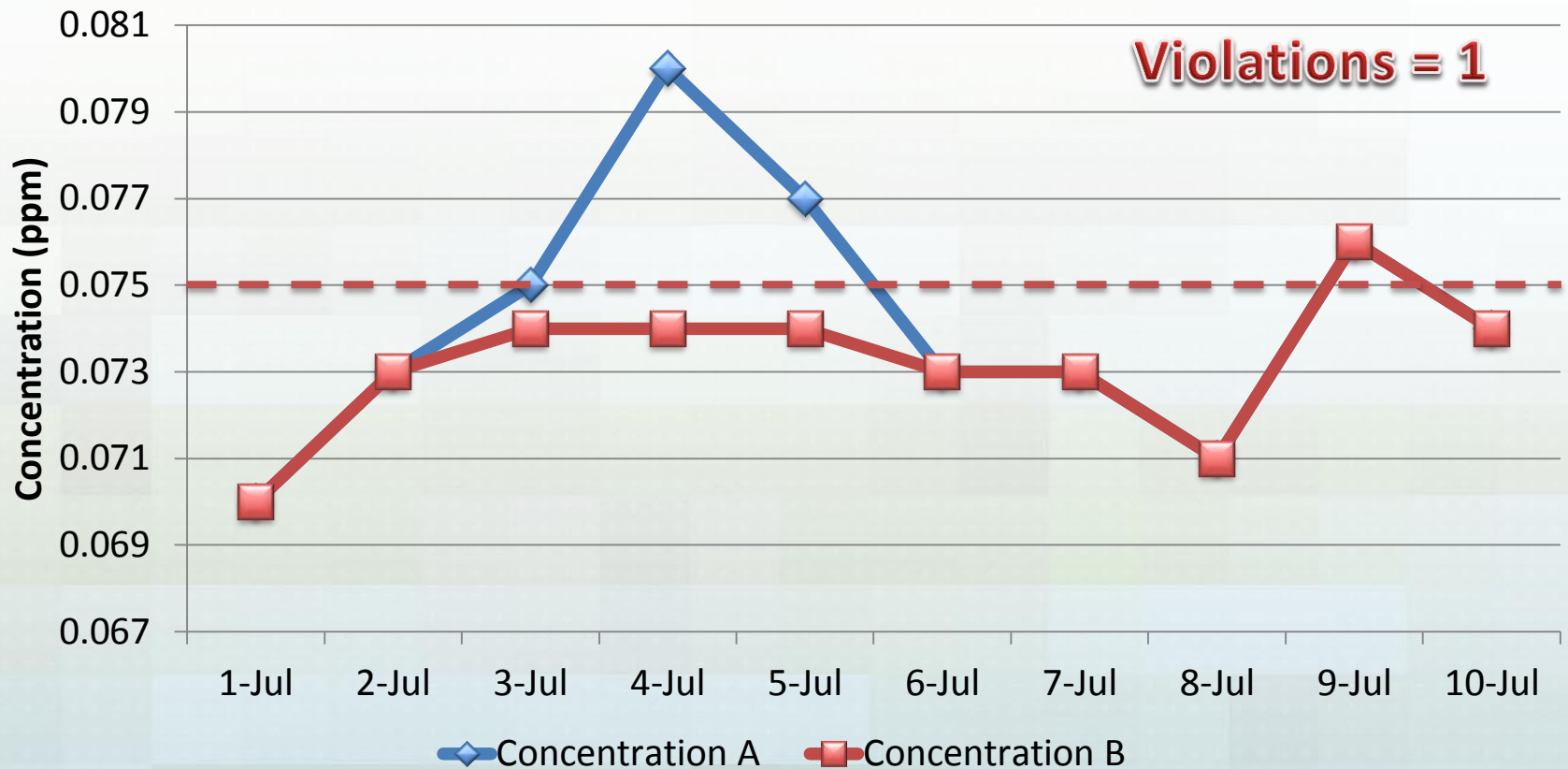
regional impact + local relevance

Help Reduce the Peaks

- Pay Attention to Smog Alert Days
  - Carpool / Take transit / Telework
  - Chain trips
  - Fill up after dark
  - Reduce number and distance of trips as much as possible
  - Pay extra attention to electricity usage

Questions?

2013 Regional Transit Committee Membership

Voting

Kasim Reed* - RTC Chair / City of Atlanta
Buzz Ahrens* - Cherokee County
Fred Daniels - MARTA Board Chair
Sonny Deriso - GRTA Board Chair
Burrell Ellis* - DeKalb County
John Eaves* - Fulton County
Bucky Johnson* - Metro Atlanta Mayors Association
Tim Lee* - Cobb County
Tad Leithead* - ARC Board Chair
Charlotte Nash* - Gwinnett County
Richard Oden* - Rockdale County
Tommy Smith* - Henry County
Tom Worthan* - Douglas County

Non-Voting

David Austin - Paulding County
Pete Amos - Forsyth County
Bob Blackburn - Coweta County
Steve Brown* - Fayette County
Toby Carr - GDOT Planning Director
Keith Ellis - Newton County
Chipper Gardner - Spalding County
Pat Graham - Barrow County
Douglas Hooker - ARC Executive Director
Lara O'Connor Hodgson - Governor's Representative
Kevin Little - Walton County
Jannine Miller - GRTA Executive Director
Richard Mecum - Hall County
Keith Parker - MARTA General Manager
Pam Sessions - Governor's Representative
Marty Smith - Carroll County
Steve Taylor - Bartow County
Doug Tollett - Governor's Representative
Jeff Turner* - Clayton County
TBD - State Transportation Board

*ARC Board Member

Xpress Highlights

Why *Xpress* is a good investment for Georgia

Xpress Facts

33 routes
in 12 metro Atlanta counties

Draws ridership from
nearly 40 counties

Easy commute option
to/from major employment
centers in Downtown,
Midtown, Buckhead, and
Perimeter Center

2.4 million boardings in 2012

Takes 1.5 million cars
off of metro Atlanta's roads
each year

Saves Georgians
5 million gallons of gas
each year

**...commuting made
easy!**

✓ Cost-Effective Transportation Option

Saves commuters on Georgia's Interstates more than $140 million per year through reduced congestion costs (wasted fuel and lost productivity)...a more than 4:1 return-on-investment

Improves capacity of Georgia's most congested highways for all commuters

User fees (fares) directly cover 1/3 of operating costs

Scalable service model that can match demand and funding levels

Provides alternative to paying tolls in managed express lanes

✓ Well-Managed Transit System

Operations are outsourced to the private sector

Strong fiscal controls and financial management

91% customer satisfaction level

✓ Satisfies Commuter Travel Needs

Commuter transit option for all Atlanta suburbs

Serves major employers in Downtown and Midtown Atlanta, such as SunTrust, AT&T, Southern Company, Georgia Pacific, State Capitol and three Federal Centers

Xpress System Map

NORTH CORRIDOR

I-75/I-575 NORTH

Park & Ride	Route & Destination
Canton (Boling Park)	490 to Downtown & Midtown
Woodstock (His Hands Church)	490 to Downtown & Midtown 491 to Midtown
Acworth	480 to Downtown CCT 102 to Midtown
Town Center - Big Shanty	481 to Midtown
Busbee Dr	480 to Downtown CCT 100 to Downtown
Marietta Transfer Center	CCT 101 to Downtown

WEST CORRIDOR

I-20 WEST

Park & Ride	Route & Destination
Hiram	470 to Downtown 477 to Downtown & Midtown
Powder Springs	470 to Downtown 477 to Downtown & Midtown
Douglas Co. Multi-Modal Center	460 to Downtown 461/462 to Downtown & Midtown
Mableton	475 to Downtown
West Douglas	461/462 to Downtown & Midtown

SOUTH CORRIDOR

I-75/I-85 SOUTH & US19/41

Park & Ride	Route & Destination
McDonough	430 to Downtown & Midtown
Stockbridge	431 to Midtown 432 to Downtown
BrandsMart	432 to Downtown
Hampton (Atlanta Motor Speedway)	440 to Downtown
Jonesboro	440 to Downtown 441 to Midtown
Riverdale	442 to Downtown
Union City	455 to Downtown
Newnan	450 to Downtown & Midtown 451 to Midtown

NORTHEAST CORRIDOR

I-85/985 NORTH & GA 400

Park & Ride	Route & Destination
Cumming	400 to North Springs MARTA & Downtown
Buford (I-985 @ GA 20)	GCT 101 to Downtown
Doraville MARTA	408 to Johns Creek & local stops on GA 141
Sugarloaf Mills	410 to Lindbergh 412 to Midtown GCT 103 to Downtown
Indian Trail	410 to Lindbergh GCT 102 to Downtown
Mall of Georgia	411 to Midtown
Dacula (Hebron Baptist Church)	416 to Downtown
Hamilton Mill	411 to Midtown 413 to Downtown

EAST CORRIDOR

I-20 EAST/US 78

Park & Ride	Route & Destination
Snellville (First Baptist Church)	418 to Downtown
Stone Mountain	424 to Downtown
Hewatt Rd	418 to Downtown
East Conyers (Church in the Now)	423 to Midtown 425 to Downtown
West Conyers (Sigman Rd)	420 to Downtown 421 to Midtown 428 to Perimeter Ctr
Panola Rd	422 to Downtown 423 to Midtown 428 to Perimeter Ctr

Legend

P North Corridor P&R	• Cities
P West Corridor P&R	marta Stations
P East Corridor P&R	marta Rail
P South Corridor P&R	Major Roads
P Northeast Corridor P&R	Expressways

October 2012

N
0   5   10 Miles

For specific times and stop locations, please visit www.XpressGa.com or call 404-463-GRTA (4782). For the hearing impaired (TDD) 404-463-8351.

www.XpressGa.com

Map labels: 575, CHEROKEE, Canton, Holly Springs, Cumming, FORSYTH, 400, Milton, FULTON, Alpharetta, Buford, Suwanee, Hamilton Mill, 985, 85, Woodstock, Cartersville, 75, Acworth, Kennesaw, Roswell, Johns Creek, Duluth, Mall of Georgia, Dacula, Lawrenceville, Busbee Dr., Town Center - Big Shanty, Marietta, Sandy Springs, 141, 120, Norcross, GWINNETT, Sugarloaf Mills, COBB, 360, Powder Springs, 5, Smyrna, 285, Doraville MARTA, Indian Trail, 378, Lilburn, Snellville, PAULDING, Hiram, 92, Austell, 278, 78, 6, Douglasville, DOUGLAS, marta, Stone Mt, Stone Mountain Park, Hewatt Rd, 264, 124, West Douglas, Douglas Co. Multi-Modal Center, 20, DEKALB, Lithonia, West Conyers (Sigman Rd), ROCKDALE, Conyers, Panola Rd, 155, East Conyers (Church in the Now), FULTON, CLAYTON, Forest Park, Union City, 29, Riverdale, 85, 138, Stockbridge, BrandsMart, 42, Jonesboro, 41, Fairburn, HENRY, McDonough, COWETA, 14, Newnan, FAYETTE, Fayetteville, Peachtree City, Hampton (Atlanta Motor Speedway), 20, Hampton, 155, Locust Grove, 75

ARC COMMITTEE MEETING FOLLOW-UP

<u>REGIONAL TRANSIT COMMITTEE</u>

November 15, 2012 Meeting Notes

Voting Members Present:
Commissioner BJ Mathis
Mayor Bucky Johnson
Commissioner Buzz Ahrens
Commissioner Charlotte Nash
Mr. Sonny Deriso
Mr. Tad Leithead
Commissioner Tim Lee

Voting Members Absent:
Mayor Kasim Reed, Chair
Chief Executive Officer Burrell Ellis
Commissioner John Eaves
Commissioner Tom Worthan
Mr. Fred Daniels
Commissioner Richard Oden

Non-Voting Members Present:
Dr. Beverly Scott
Mr. Doug Hooker
Commissioner Eddie Freeman
Mr. Brandon Beach
Ms. Jannine Miller

Non-Voting Members Absent:
Commissioner Bill Chappell
Commissioner Clarence Brown
Commissioner Daniel Yearwood
Commissioner David Austin
Mr. Doug Tollett
Commissioner Herb Frady
Commissioner Jim Boff
Commissioner Kathy Morgan
Commissioner Keith Golden
Commissioner Kevin Little
Ms. Lara O'Connor Hodgson
Ms. Pam Sessions
Commissioner Rodney Brooks
Mr. Toby Carr
Commissioner Tom Oliver
Commissioner Eldrin Bell

regional impact + local relevance

GENERAL

1. **Welcome and Chairman's Comments**

Commissioner Tim Lee called the meeting to order and welcomed attendees.

2. **Public Comment Period**

No public comment was offered.

3. **Approval of October 11, 2012 Meeting Summary**

The meeting summary for October 11, 2012 was approved unanimously.

PLANNING

4. **Concept 3 Update**

Cain Williamson presented the Concept 3 update adoption resolution and responded to the committee's request for more detail on the projects by directing them to project specifics included in their packets. He stated that if the resolution was adopted, the updated plan would be forwarded to the MPO for consideration in the PLAN 2040 update. Leithead moved to adopt the resolution and Ahrens seconded it. The motion passed unanimously.

5. **Connect Cobb: Northwest Transit Corridor Locally Preferred Alternative (LPA)**

Faye DiMassimo, Cobb County DOT, introduced the consultant on the project, Jim Croy, and gave a presentation on the Connect Cobb project. The presentation served as a general update and it stepped through the alternatives analysis that led to the locally preferred alternative.   She stated that they were working on an Environmental Assessment that began in August. She showed a map of the corridor and provided the background for the project including past planning studies that had consistently shown that the corridor was a worthwhile investment. She detailed the project's significant public involvement and outreach and mentioned that the four cities in the corridor as well as Cumberland CID and Kennesaw State University (KSU) contributed funding. She stated that they had performed two opinion polls including some post-TIA questions in the second one.

Croy walked the Committee through the Tier I and Tier II process explaining that they took seven alternatives from Tier I through to Tier II and five alternatives came out of Tier II. He showed the committee the 5 potential alignments as well as modes and explained the matrix used to determine the LPA. He went on to describe the LPA which included two components: an express bus alignment on I-75 and an Arterial Bus Rapid Transit alignment on US 41. He stated that they believed they had achieved the objectives of the project. He showed a table of the potential economic impacts concluding that the LPA had positive impacts. He concluded by presenting a summary of the financial plan and potential funding sources.

DiMassimo returned and explained that this was a new type of project for the Atlanta area which explained why they had compared ridership to other regions such as Charlotte and Phoenix as well as roadway projects. She stated the travel times would be very competitive with that of a

single occupancy vehicle traveler.   She stated that the project is included in the Concept 3 update. She finished by stating that they have started the NEPA process which would include refinement of ridership and travel time forecasting and she anticipates to complete that process within the next 18-24 months.

6. **Coordinated Human Services Transportation**

Kenyata Smiley, ARC, provided a briefing on the coordinated Human Services Transportation Plan limited update. She stated the purposes of the update was to incorporate the goals, objectives and principals from PLAN 2040 and other regional and statewide initiatives as well as to incorporate the regional priorities for the fiscal year 2012 JARC and New Freedom call for projects. She presented maps to display the gaps in the periphery between these transit and para-transit services and Equitable Target Areas. She also presented maps that showed the location of where low wage workers live and where low wage paying jobs were which also illustrated transit gaps in the periphery of the region. Then she shared the results of the On-Board Transit Survey including age, income distribution and other activities. She spoke about the plan update's connection to the Statewide HST Plan which called for more coordination. She stated that the recent call for 2012 JARC and New Freedom had closed and that proposals were under review. She stated that as the committee moves forward as a planning body, they need to consider these populations.

7. **Other Business**

Tim Lee indicated that some of the next items were not on the agenda. He stated that he wanted to recognize Eddie Freeman, BJ Mathis, Eldrin Bell and others for their service. He also stated that there were a number of proclamations to present at this time. Proclamations honoring Dr. Beverly Scott for her contributions to the region were presented and read from the City of Atlanta, Tad Leithead, Fulton County and DeKalb County. Dr. Scott accepted the various proclamations and thanked the committee. She stated that it had been a tremendous pleasure and honor working in the region and that the region would enjoy working with Keith Parker moving forward.

Smiley announced an award that was given to ARC from the Center for Pan Asian Community Services for ARC's outstanding contributions to improving mobility and access for the Georgia Immigrants and Refugees in DeKalb County.

Mayor Bucky Johnson of Norcross emphasized that we cannot let the topic of transit governance slip off the agenda for the 2013 legislative session.

Handouts

- November 15, 2012 RTC Agenda
- October 11, 2012 RTC Meeting Summary
- Handout: Issue Summary-Concept 3 Technical Update
- Resolution adopting a technical update to the Concept 3Regional Transit Vision
- Handout: Concept 3 project list and map
- Presentation: Connect Cobb: Northwest Transit Corridor LPA
- Presentation: Coordinated Human Services Transportation Limited Plan Update

ATLANTA REGIONAL COMMISSION

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.

---

[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

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

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

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

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

Regional Multi-Modal Public Transit Automated Fare Collection Study

Regional Transit Committee
April 11, 2013

Background

- System installed & deployed by MARTA in 2005
- GRTA, CCT & GCT joined allowing seamless transfers
  - Individual agreements allow participation in different ways
- Breeze collects data from:
  - Fare gates & vending machines at rail stations
  - Fare boxes on busses (fixed-route & mobility)
  - Retail stores
  - Online purchases
- Central clearinghouse operated by MARTA
- Atlanta Streetcar considerations

Increased use of handheld devices impacts future planning

Partners & Stakeholders

- Atlanta Streetcar
- Cherokee Area Transportation System (CATS)
- Douglas County Rideshare
- Henry County Transit
- Coweta Transit Dial-a-Ride
- Three Rivers Regional Transit System
- Fulton County Dial-A-Ride (DARTS)
- Paulding County Transit
- the buc Shuttle
- Atlantic Station Free Ride
- GA Tech University Stinger & Tech Trolley
- GSU PantherExpress
- Emory University/CCTMA Cliff Shuttles
- AU Center Woodruff Library Shuttle

Need & Purpose

- Breeze system reaching end of useful life

- Renegotiation of Breeze agreements

- System operational cost analysis

- Regional coordination necessary for:
  - Determining common needs across operators
  - Implementation
  - Funding
  - Governance (roles & responsibilities)

- Independent, third party study to look at current best practices & future industry directions

Service Coordination

Regional Transit Committee

Governance

Regional Transit Planning

Key Policy Considerations

- Fare policy

- Management of fare collection system

- Financial implications
  - Federal funding
  - Local commitments
  - Administration costs

- Roadmap from existing structure to regional structure

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Recommendations will include...

- Multiple fare media vs. single universal fare media
- Benefits of regional fare products vs. local products
- Coordination of re-seller networks
- Potential cost savings
- Improvements to reduce/eliminate fare evasion
- Observations on methodology used by regional operators to determine fare levels and structure
- Institutional structure to govern the regional fare collection system
  - Composition
  - Participation by each stakeholder
  - Roles and responsibilities
  - Committee governance criteria
  - Implementation of structure

Schedule & Work Tasks

March – November 2013

1. Regional AFC best practices assessment
   - Evaluation of practices
   - Conduct current fare evasion assessment
2. National review of AFC systems serving multiple regional partners
3. Industry directions in next generation fare collection technology
4. Recommendations document

Next Steps

- Interviews with operators

- Fare evasion & fare loss data gathering

- Reports on:
  - Current fare collection policies & procedures
  - Current & potential fare evasion and fare revenue leakage

Questions

Regan Hammond
rhammond@atlantaregional.com
404.463.3269

Cain Williamson
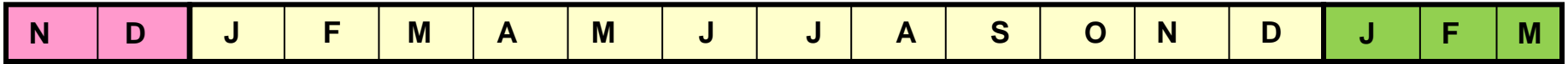cwilliamson@atlantaregional.com
404.463.3281

local relevance

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Plan 2040 RTP Update Schedule

RTP Update Activities

| 2012 | 2013 | 2014 |
| N D | J F M A M J J A S O N D | J F M |

- TCC Subcommittee (Nov-Sept)
- Juris. Staff Consultation on Projects (Feb-May)
- System/Project Evaluations (Feb-June)
- Update System Rec's (June-Aug)
- Stakeholder Feedback/PI Input (Aug)
- Constrain Plan - Draft (Sept)
- Juris. Staff Consultation on Draft Rec's (Oct)
- Modeling (Mid Nov-Mid Dec)
- Official Public Involvement Period (Mid Dec - Jan)
- ARC Approvals (Feb)
- GRTA Review (Mar)
- US DOT Approval – CDR (late Mar)
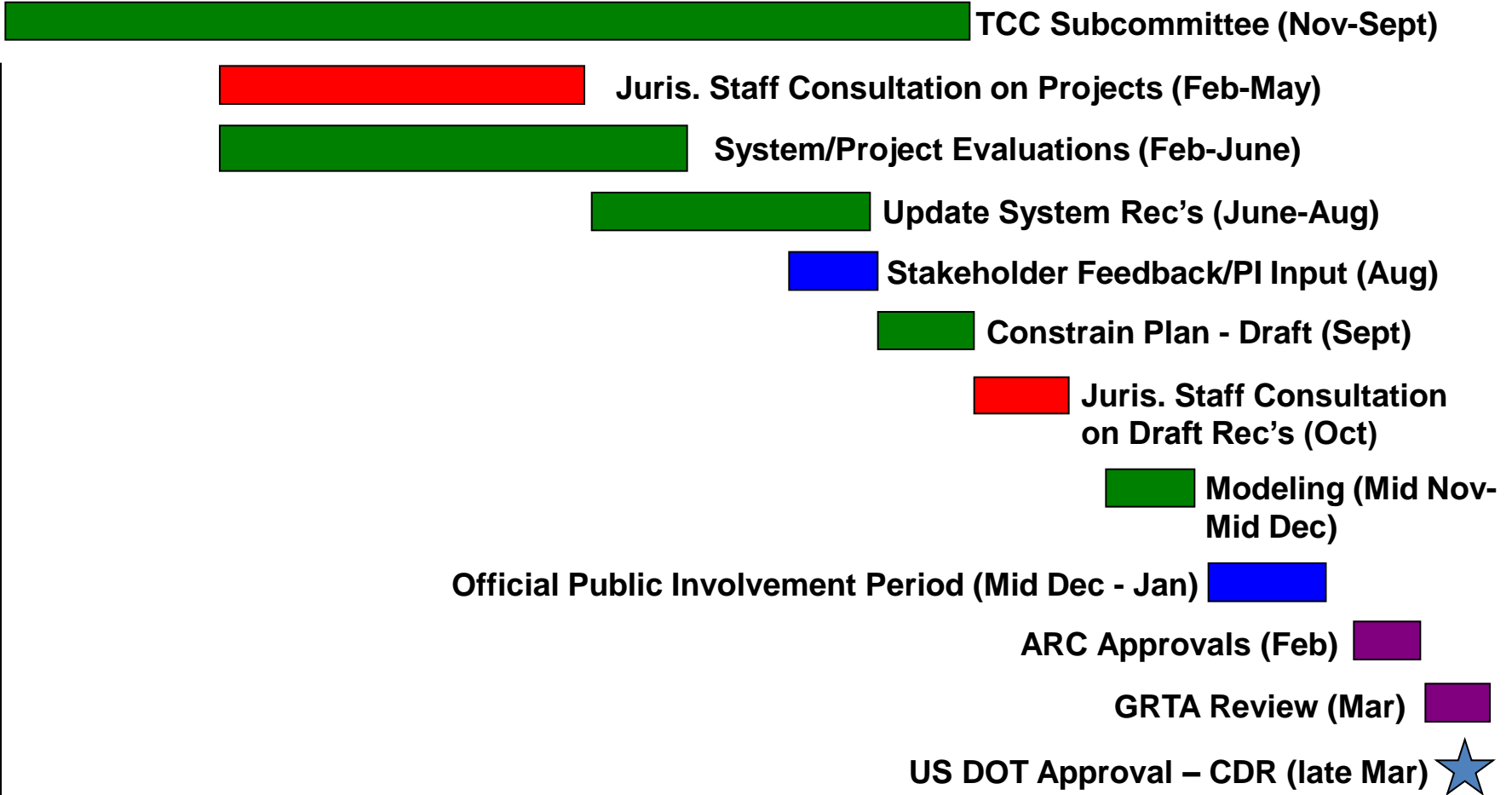
Background and Importance

Costs/Funding Needed	Amount
Latest Project Costs for PLAN 2040 Financially Constrained Element*	$5.8 billion
Forecast New Starts Funding	$2.0 billion
Amount Needed From Other Sources	**$3.8 billion**

*Financially Constrained Element of PLAN 2040 includes Clifton Corridor, I-20 East Corridor, Atlanta Beltline and Atlanta Streetcar, and Multimodal Center.

Note: The Cobb Connect project is not currently in PLAN 2040 financially constrained element and Cobb will seek inclusion in this RTP Update. Total cost is $1.1 billion.

ARC
ATLANTA REGIONAL COMMISSION

Latest New Starts Forecast

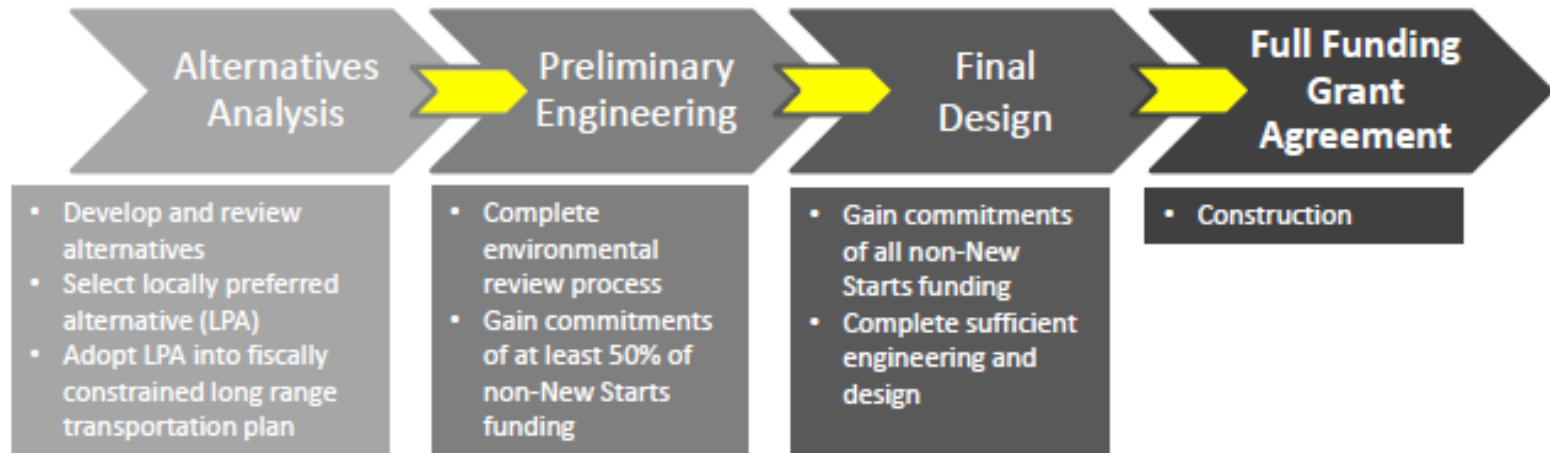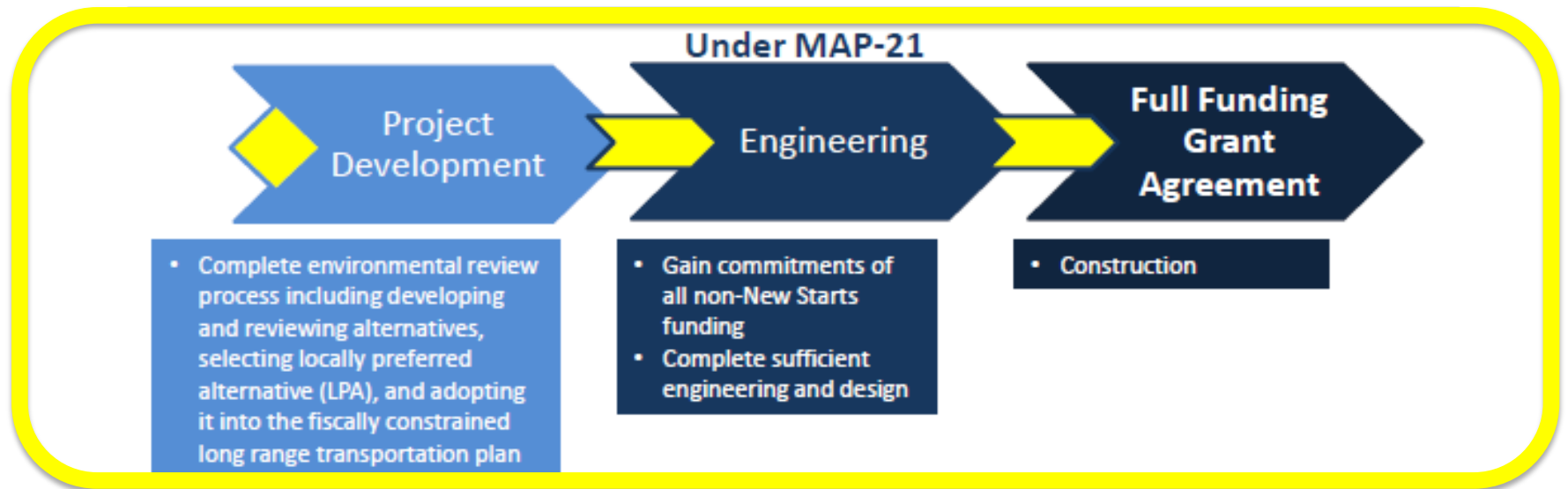| New Starts Forecast	Amount
Latest New Starts Funding Forecast (2013)	$2.0 billion
Prior New Starts Funding Forecast (2011)	$1.58 billion
Increase	**$420 million**

ARC
ATLANTA REGIONAL COMMISSION

New Starts Project Development Process

Under SAFETEA-LU

Alternatives Analysis → **Preliminary Engineering** → **Final Design** → **Full Funding Grant Agreement**

- Develop and review alternatives
- Select locally preferred alternative (LPA)
- Adopt LPA into fiscally constrained long range transportation plan

- Complete environmental review process
- Gain commitments of at least 50% of non-New Starts funding

- Gain commitments of all non-New Starts funding
- Complete sufficient engineering and design

- Construction

Under MAP-21

Project Development → **Engineering** → **Full Funding Grant Agreement**

- Complete environmental review process including developing and reviewing alternatives, selecting locally preferred alternative (LPA), and adopting it into the fiscally constrained long range transportation plan

- Gain commitments of all non-New Starts funding
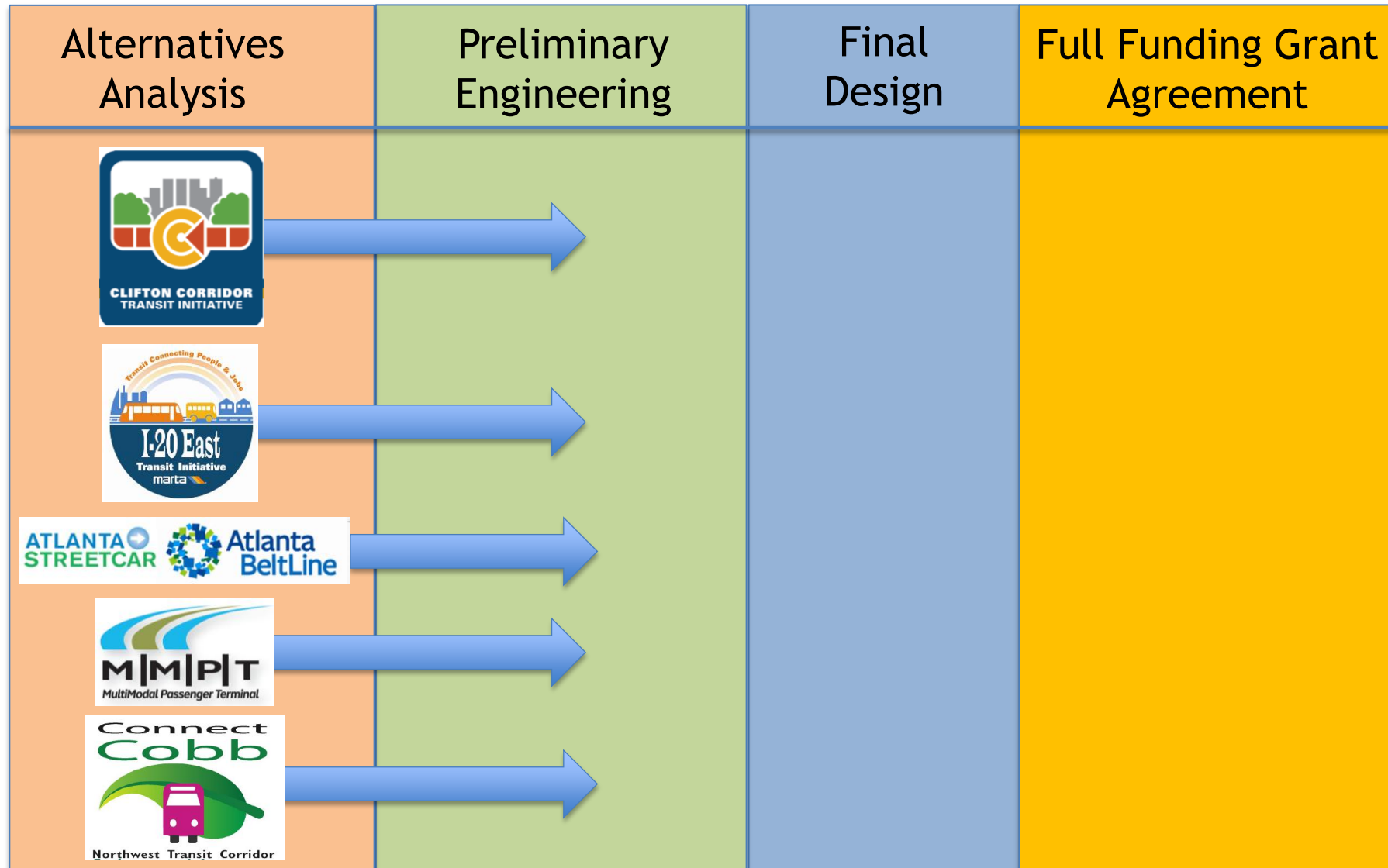- Complete sufficient engineering and design

- Construction

Legend ◇ = FTA approval   ▷ = FTA evaluation, rating, and approval

Pre-MAP 21 Framework
Transit Expansions Advanced to Preliminary Engineering

MAP 21 Framework – No Projects Currently in the "Project Development Process"

Pre-"Project Development"	Project Development Process (2 years maximum)	Engineering	Full Funding Grant Agreement

local relevance

+

regional impact

Key Policy Questions…

- 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?

ARC
ATLANTA REGIONAL COMMISSION

Emphasizing Innovative Financing - Possibilities

- "Piggyback" transit projects on other transportation projects (T-REX Denver)

- Public-Private Partnerships (MMPT)

- Tax Allocation Districts / Community Improvement Districts (Streetcar)

- Other?

ARC
ATLANTA REGIONAL COMMISSION

Next Steps

- Working with Transit Sponsors to Identify Funding Strategies
  - Focus on opportunities to phase projects
  - Identify options for innovative funding
- Follow-up with RTC in June

local relevance

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Questions

John Orr

jorr@atlantaregional.com

404.463.3270

Cain Williamson

cwilliamson@atlantaregional.com

404.463.3281

local relevance

regional impact

ARC
ATLANTA REGIONAL COMMISSION

DATE: April 11, 2013

TO: Members of the Regional Transit Committee

FROM: Catherine Brulet
                 ARC Governmental Affairs Manager

A recap of transit and transportation bills in the 2013 legislative session

Transit bills and resolutions that passed and await the Governor's signature:

SR 618: Senate Study Committee on Public Transportation in Metro Atlanta/ Senator Brandon Beach - Creates a Senate Study Committee made up of 5 Senators selected by the President of the Senate to study the current makeup of public transportation in metro Atlanta.

2013 and 2014 Budget Process; GRTA received $560,000 in the '13 amended budget and $8.1 million in the 2014 budget for their Xpress Bus System.

Transit-related bills that died in session – but may be available in 2014:

HB 264: The MARTA ACT/ Rep Mike Jacobs
This bill passed the House but stalled in the Senate. Before the end of the session Rep Jacobs amended several other moving bills with some of the language in HB 264. However this posture failed to move the issue forward. HB 264:

- Relieves the 50/50 requirement that MARTA spend its revenue equally on operations and capital, for a three year period – ending in 2016.

- Changes the Board MARTA Board: A caucus of North Fulton Mayors would make the appointments of 2, of the 3, Fulton County board spots. The third Fulton member would be elected by a caucus of South Fulton mayors and the county commission. One member from DeKalb County would be elected by a caucus of those mayors. The Governor would now appoint one board member from either DeKalb or Fulton, and both GRTA and GDOT board members would become non-voting.

- Gives the power of eminent domain for MARTA acquisitions to any city in which property to be acquired is located, rather than restricting this power only to counties or the City of Atlanta.

- The number of years for which MARTA may issue a bond is reduced from 40 to 30. The bill also requires that MARTA's bonded debt service not exceed more than 40% of sales tax revenues beginning on July 1, 2016, and reduces that to 35% on or after 2019.

- Contracts amounts for competitive bidding would be increased from $100,000 to $200,000, and all expenditures to a single vendor over $5000 must be listed on an appendix for each Board meeting and listed on the MARTA website.

- Prohibits any new employee from entering a defined benefit pension plan after January 1, 2014.

- By 2018, MARTA must enter into binding contracts with private contractors for the 12 functional areas which were defied in the KPMG audit. MARTA must maintain an operating reserve of 10% of the prior year's sales tax revenue, rather than the prior year's operating budget.

- Streamlines the arbitration process following union negotiations.

SB 92: Revenue to Transit/ Senator Vincent Fort/ Allows the excise tax revenue generated from motor vehicle rentals to be applied to transit.

SB 90: Requires Transit Providers to Report PPP Progress to GRTA/ Senator Steve Gooch
This bill was not heard in Senate Transportation committee to which it was assigned. The bill requires that all state, regional and local governments report annually to the Governor's Development Council (GRTA) on a number of management issues relating to their progress in utilizing public private partnerships**.**

Bills relating to transportation in general that passed and await the Governor's signature:
HB 202: Value Engineering Studies (GDOT)/ Rep Epps - First, the bill adjusts the minimum threshold for requiring value engineering studies from $10M to $50M. Second, it exempts all interstate projects and freight corridor projects, as proposed by the planning director and approved by the state transportation board, from congressional balancing.

SB 70: Design-Build Changes/ Senator Steve Gooch- This is a department bill which changes the procedures for utilizing a design build contract by expanding the selection process to include selection of the best value bidder through weighing of requirements defined by the department.

SB 218: Emergency Tow Truck Permits / Senator Steve Gooch- This bill allows for higher weights limits on emergency commercial tow trucks.

Bills relating to transportation in general that died in session, but may be available for the 2014 session:
SB 99: Fractional Sales Tax for SPLOST/ Senator Judson Hill
This bill allows for one or more fractional SPLOST at any rate of less than 1 percent if the combined rates do not exceed 1 percent. This bill does not require an intergovernmental agreement.

HB 153: Fractional Sales Tax for SPLOST/ **Rep. John Carson**
This bill allows counties to ask voters for a fractional percentage for the SPLOST. An intergovernmental agreement between cities and counties is required.

SB 73: Changes Penalty in TIA legislation/ Senator John Albers
This bill would eliminate the 30% match requirement on projects for those regions in the state that did not pass the July 31, 2012 transportation referendum.

HB 195: Changes Definition of Special Districts in TIA Legislation/ Rep Ed Setzler
This bill changes the definition of a special district beginning in July 2013 for those regions that did not vote in favor of the TIA referendum; Districts that approved the tax would cease to exist after January 1, 2023.   New special districts could be formed through in intergovernmental agreement of two or more counties whose boundaries are contiguous. A referendum could be held for up to 10 years or as little as three years, and a fractional percent could be asked for.

HB 306: Creating the Piedmont Altamaha Rail Authority/ Rep. Keisha Waites
This bill creates the Piedmont Altamaha Rail Authority authorized to acquire, construct, maintain, operate, and own a higher-speed intercity and urban rail and tram system in Clayton, Henry, and Monroe, Bibb and Butts counties. This was a local bill and did not receive the number of required delegation signatures to move forward this session.

PROPOSED AGENDA

<u>Regional Transit Committee</u>
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

**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

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

Regional Transit Committee
Proposed 2014-2016
Work Program & Budget

August 15, 2013

The role of the RTC

- The basic question that led to Regional Transit Institutional Analysis (RTIA) has not been resolved:

  "Who would build, operate and maintain a fixed guideway line from Cumberland to Norcross?"

- RTC is the interim forum to resolve the policy & operational issues that arise from operating an existing multi-agency & multi-jurisdictional transit system:
  - Federal Issues (implementation of MAP-21)
  - Service Coordination
  - Fare Policy
  - Regional Planning Priorities (regional transit vision; recommend federal transit resource allocation to MPO)

Four stages of RTC

Iteration	Dates	Products
RTIA	2004-2005	• TPB Work Program
Transit Planning Board (TPB)	2006-2008	• Regional Transit Map • Unified Regional Governance Framework Statement • Service Coordination (CCT 10/MARTA 12, joint bus stops) • Regional Transit Vision (Concept 3)
Transit Implementation Board (TIB)	2009	• Regional Governance Statement • RTC
RTC	2010 – Present	• **Regional Transit Data Warehouse & Open Transit Data** • **Regional Fare Study & Breeze Coordination** • **Unified Bus Stop Signage Design** • **Regional Fleet & Facilities Inventory** • **Updated Regional Transit Map** • **Concept Regional Transit Governance Legislation** • **Updated Regional Transit Vision**

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Proposed 2014-2016 Work Program & Budget

TASK	BUDGET
Task 1: Regional Transit Planning *Supports continued implementation of the regional transit expansion vision**	$1,000,000
Task 2: Regional Transit Coordination *Fosters reliable, seamless & cost effective transit service*	$300,000
Task 3: Regional Transit Data & Analysis *Provides business intelligence & improves service efficiency*	$700,000
Task 4: Regional Fare Policy & Collection Coordination *Creates a unified fare payment system that efficiently collects revenue*	$750,000
Task 5: Regional Transit Marketing Analysis & Strategy Development *Expands transit use & farebox returns through coordinated messaging & awareness*	$250,000
TOTAL	**$3,000,000**

* Task 1 also includes administrative support to the Committee

local relevance

\+

regional impact

ARC

ATLANTA REGIONAL COMMISSION

RTC Dues Structure

Year	Member	Dues	
2010-2011	County Governments City of Atlanta Metro Atlanta Mayor's Assc.	$10,000	
	GDOT	$22,500	
	MARTA GRTA	$150,000 (in-kind services)	
2012-2013	County Governments City of Atlanta Metro Atlanta Mayor's Assc.	$5,000	
	GDOT	$10,000	
	MARTA GRTA	$150,000 (in-kind services)	
Proposed 2014-2016		**Annual**	**3-Year**
	County Governments City of Atlanta Metro Atlanta Mayor's Assoc. GDOT GRTA	**$5,000**	**$15,000**
	MARTA	**$150,000 (in-kind services)**	**$450,000 (in-kind services)**

local relevance

regional impact

ARC
ATLANTA REGIONAL COMMISSION

RTC Membership

County/City/Agency	2010-2011	2012-2013
ARC	🟩	🟩
City of Atlanta	🟩	🟩
Barrow County		
Bartow County		
Cherokee County	🟩	🟩
Clayton County		
Cobb County	🟩	🟩
Coweta County		
DeKalb County	🟩	🟩
Douglas County		🟩
Fayette County		
Forsyth County		
Fulton County	🟩	🟩
GDOT	🟩	
GRTA	🟩	🟩
Governor's Rep		
Gwinnett County	🟩	🟩
Henry County		🟩
MAMA	🟩	🟩
MARTA	🟩	🟩
Newton County	🟩	
Paulding County		
Rockdale County	🟩	🟩
Spalding County	🟩	
Walton County		

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Next Steps

August-September: Briefings with RTC members

October: Action on Proposed 2014-2016 Work Program & Budget

October-December: Member agreements & dues commitments

January 2014:   Submit FTA grant & begin work

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Regional Multi-Modal Public Transit Automated Fare Collection Study

Project Status Update

Regional Transit Committee
August 15, 2013

Purpose

Move forward in making policy & funding decisions for enhancement, coordination, and future replacement of region's existing fare collection systems...

➢ What does Atlanta region need to do today to ensure its existing fare collection system operates at maximum efficiency?

➢ How does region begin to transition to next generation of fare collection and what are the enhancements?

➢ What are region's goals for next generation of fare collection and what will that look like?
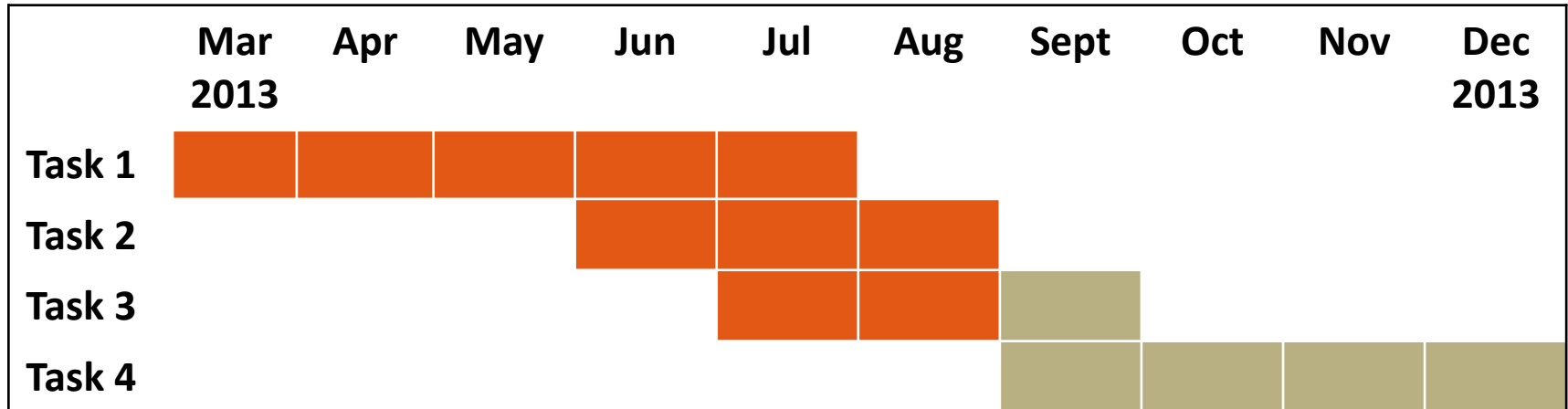
ARC
ATLANTA REGIONAL COMMISSION

Project Status

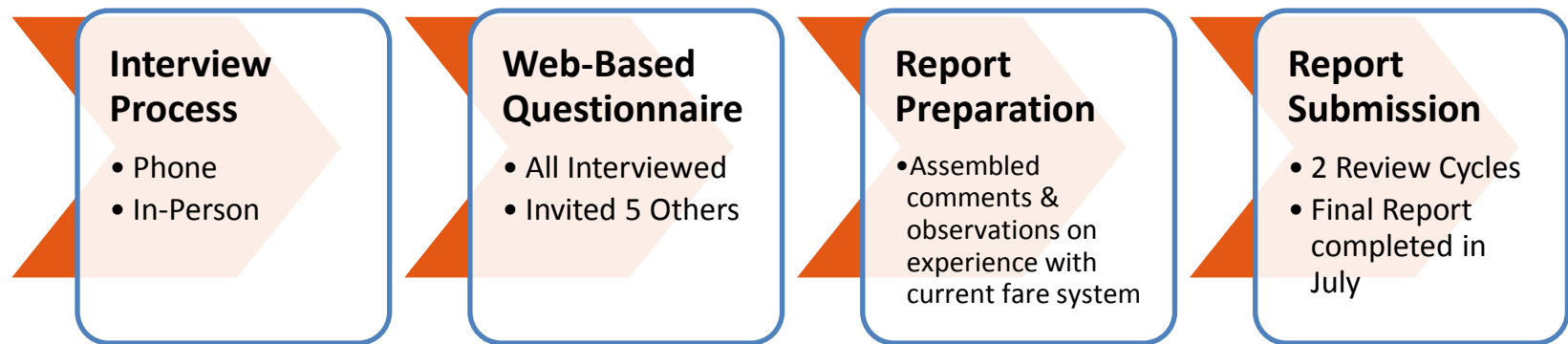|	Mar 2013	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec 2013
Task 1	■	■	■	■	■					
Task 2				■	■	■				
Task 3					■	■	■			
Task 4							■	■	■	■

Task 1:   Regional Best Practices Assessment

Task 2:   National Review of Systems Serving Multiple Regional Partners

Task 3:   Industry Directions in Next Generation Fare Collection Technology

Task 4:   Recommendations Document

local relevance

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Task 1 Overview & Findings

Regional Automated Fare Collection Baseline Assessment

Interview Process	Web-Based Questionnaire	Report Preparation	Report Submission
• Phone • In-Person	• All Interviewed • Invited 5 Others	• Assembled comments & observations on experience with current fare system	• 2 Review Cycles • Final Report completed in July

- General Views on Study
- Breeze Comments
- System Integration
- Governance
- Revenue Leakage

Task 2 Overview

National Review of Systems Serving Multiple Regional Partners

- Inform Atlanta region on approaches & lessons learned by peer regional fare systems
  - Governance
  - System Administration
  - Procurement
  - Regional Fare Policy
- Enable region to make informed decisions by understanding peer regions' experiences of benefits & disadvantages

Peer Regional Systems

Name/Location	Type	Agencies	Notes/Distinguishing Characteristics
SmarTrip Wash, DC	Card-Based Closed Loop to be replaced with Account-Based Open Payments (award planned Q3 2013)	WMATA DASH, Ride On Fairfax Connector ART, CUE, TheBus Loudoun County Omniride DC Circulator MTA (Baltimore, MD)	• Regional closed-loop system currently being replaced with Acct-based, Open Payments; proposal evaluation phase • SmarTrip is proprietary, using non-standard Go Card fare cards (which are no longer produced and in limited supply) • Procured initially for WMATA and subsequently extended to other transit service providers in the region
Clipper SF Bay Area	Card-Based Closed Loop	SFMTA (Muni) BART AC Transit Caltrain Golden Gate Transit Samtrans SCVTA WETA (ferry)	• Regional closed-loop system procured/overseen by central MPO • New installations managed as change orders to MTC procurement contract • MTC worked under state mandate to implement regional fare system • Contractor ERG (now Vix) installed initial system & subsequently assigned contract for new installations & ongoing system administration and maintenance to Cubic • Clipper system is approaching limits of scalability & life cycle obsolescence
TAP Los Angeles	Card-Based Closed Loop	LACMTA Santa Clarita Culver City AVTA Foothill Transit Norwalk Montebello	• Regional closed-loop system procured & managed by county transit agency/MPO • Piloted reloadable joint transit/bank debit card • Each agency contracts directly with Cubic, referencing hardware prices quoted in LACMTA contract

Peer Regional Systems

Name/Location	Type	Agencies	Notes/Distinguishing Characteristics
ORCA Seattle	Card-Based Closed Loop	King County Metro Sound Transit Pierce Transit Community Transit WS Ferry Kitsap Transit Everett Transit	• Regional closed-loop system procured and overseen by an organized consortium of participating transit agencies • Regional agreements on fare policy & financial settlement in advance of ORCA implementation simplified ORCA system & drove customer ease-of-use and convenience • System was fully tested prior to roll-out (no phase-in of products)
GoTo Card Minneapolis/St.Paul	Card-Based Closed Loop	Metro Transit Northstar Maple Grove Minnesota Valley Plymouth Metrolink Shakopee SouthWest Campus Connector Ramsey Star Express	• Strong central governmental agency, responsible for establishing fare policy & service levels of transit service providers in region, procured & manages closed-loop smart card system • 14 service providers participate in regional system
Connect Sacramento	Card-Based Closed Loop designed for future Open Payments (roll-out planned for Q1 2014)	Regional Transit (RT) Elk Grove e-tran Yolobus El Dorado Transit Folsom Stage Line Yuba-Sutter Transit Roseville Transit	• Regional closed-loop can migrate to account-based open payments when agencies invest in upgraded data communications & opt to implement • Governance by consortium has been effective in advancing project • Some coordination of fare policy, but most regionalization of policy & processes will follow implementation

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Peer Regional Systems

Name/Location	Type	Agencies	Notes/Distinguishing Characteristics
EasyCard South Florida	Card-Based Closed Loop	Miami-Dade Transit SFRTA/Tri-Rail Hialeah Transit Conchita Transit	• First system to utilize APTA Contactless Fare Media Standard for data formatting and security
PRESTO Ontario, CAN	Card-Based Closed Loop testing Account-based Open Payments	GO Transit Burlington Transit Durham Reg Transit Mississauga Transit Oakville Transit Hamilton Street Rwy Toronto Transit Com York Region Transit OC Transpo	• First system to contract for central system development & system integration • PRESTO org owns central system • Open system technology enables devices from several suppliers to function on the system • Phase 2 envisions addition of account-based open payments, with pilot test recently completed

➤ *EasyCard replaced Boston's Charlie Card based on technical committee feedback*

local relevance

＋

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Task 3 Overview

Industry Directions in Next Generation Fare Collection Technology

- Fare Media
- Fare Policies
- Fare Collection Equipment
- Open Payments & Architectures
- Payment Methods

- Central Data Systems
- e-Commerce & Web Portals
- Outsourced Services
- Multi-Modal Integration
- Regional Systems

Next Steps

- October – Briefing on Tasks 2 &3 findings
- December – Study complete
- Early 2014 – Discussions on recommendations

Questions?

Regan Hammond

rhammond@atlantaregional.com

404.463.3269

ARC
ATLANTA REGIONAL COMMISSION

PLAN 2040 Update Transit Element

Regional Transit Committee
August 15, 2013

Background & Importance

- ## Updated New Starts Forecast

Latest New Starts Funding Forecast (2013)	$2.0 billion
Prior New Starts Funding Forecast (2011)	$1.58 billion
Increase	**$420 million**

- ## Updated project scopes → Increased costs

Latest Project Costs for PLAN 2040 Financially Constrained RTP	$5.8 billion
Forecast New Starts Funding	$2.0 billion
Amount Needed From Other Sources	**$3.8 billion**

Current PLAN 2040 Transit Expansion Projects

- 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

- MMPT

Legend:
- Existing MARTA Rail
- Existing Atlanta Streetcar
- Atlanta BeltLine Streetcar Midtown Circulator
- BeltLine Corridor Transit
- Clifton Corridor High Capacity Rail
- East Corridor High Capacity Rail
- I-285 North Corridor High Capacity Rail (ROW)
- MMPT

regional impact + local relevance
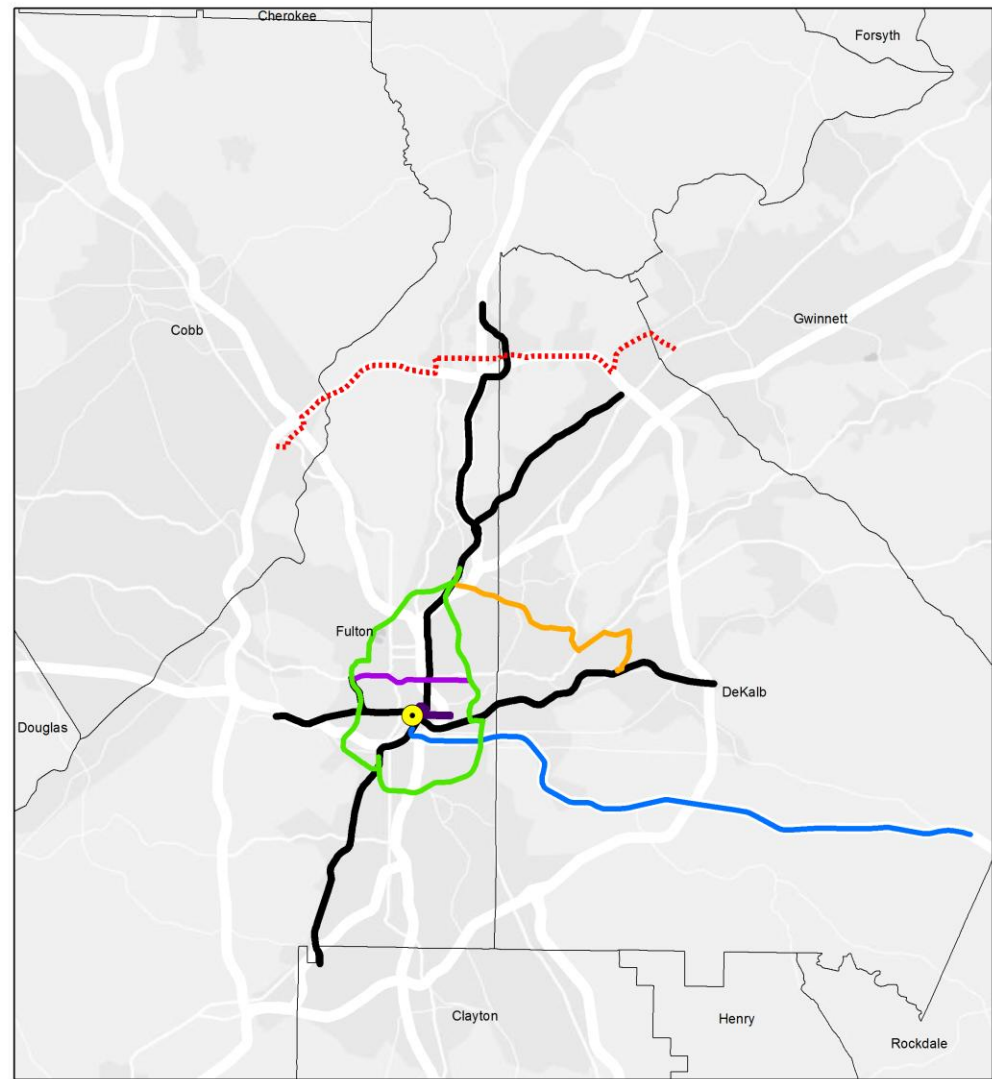
PLAN 2040 Update – Projects Submitted for Consideration

- Clifton Corridor LRT

- I-20 East HRT & BRT

- Atlanta Streetcar Expansion

- Connect Cobb/Northwest Corridor BRT

- MMPT

- Connect 400 (ROW)

Legend:
- Existing MARTA Rail
- Existing Atlanta Streetcar
- Atlanta Streetcar Expansion
- Clifton Corridor LRT
- I-20 East BRT and HRT
- Connect Cobb/Northwest Corridor BRT
- Connect 400 (ROW)
- MMPT

regional impact + local relevance
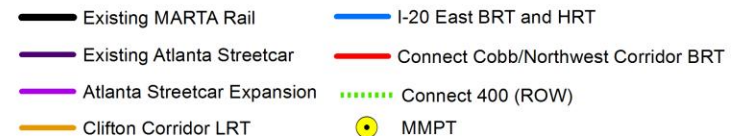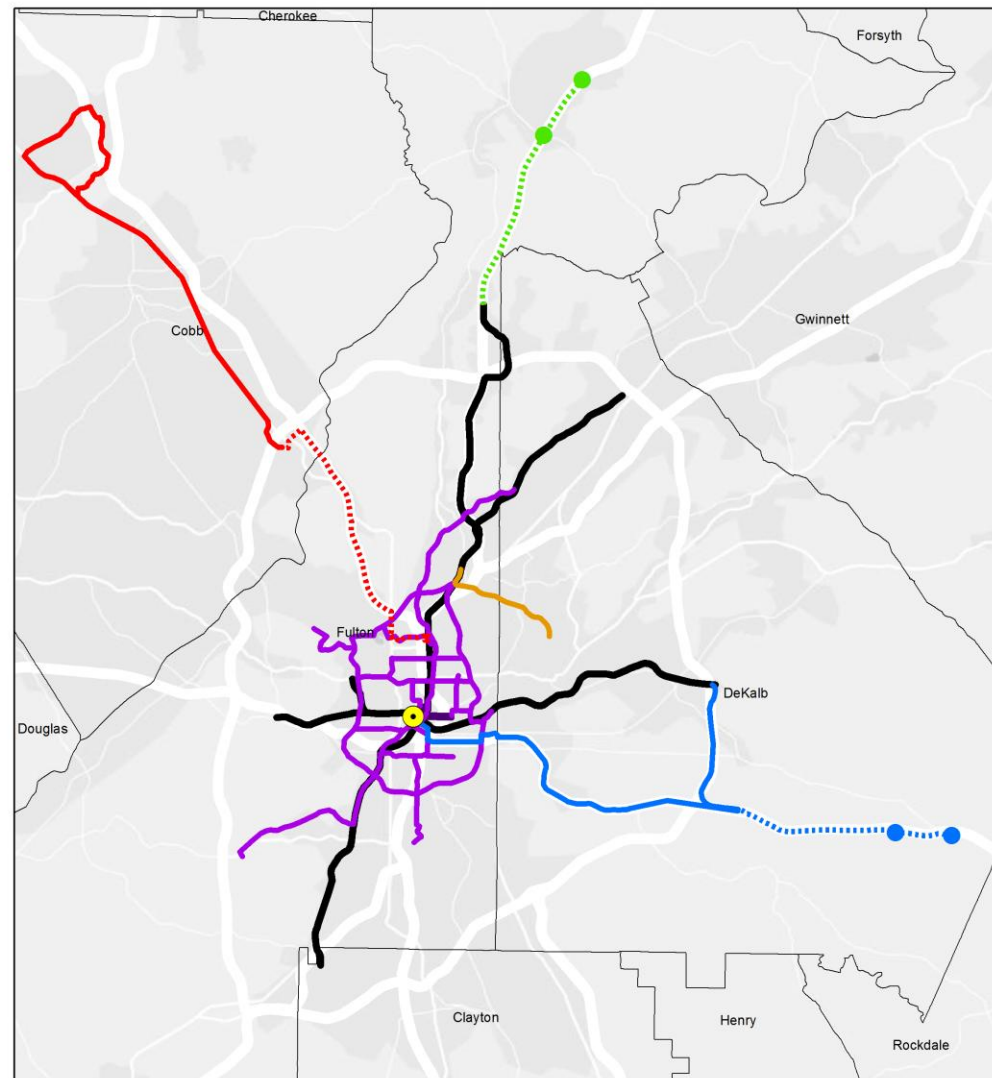
Projects Submitted in relation to Concept 3
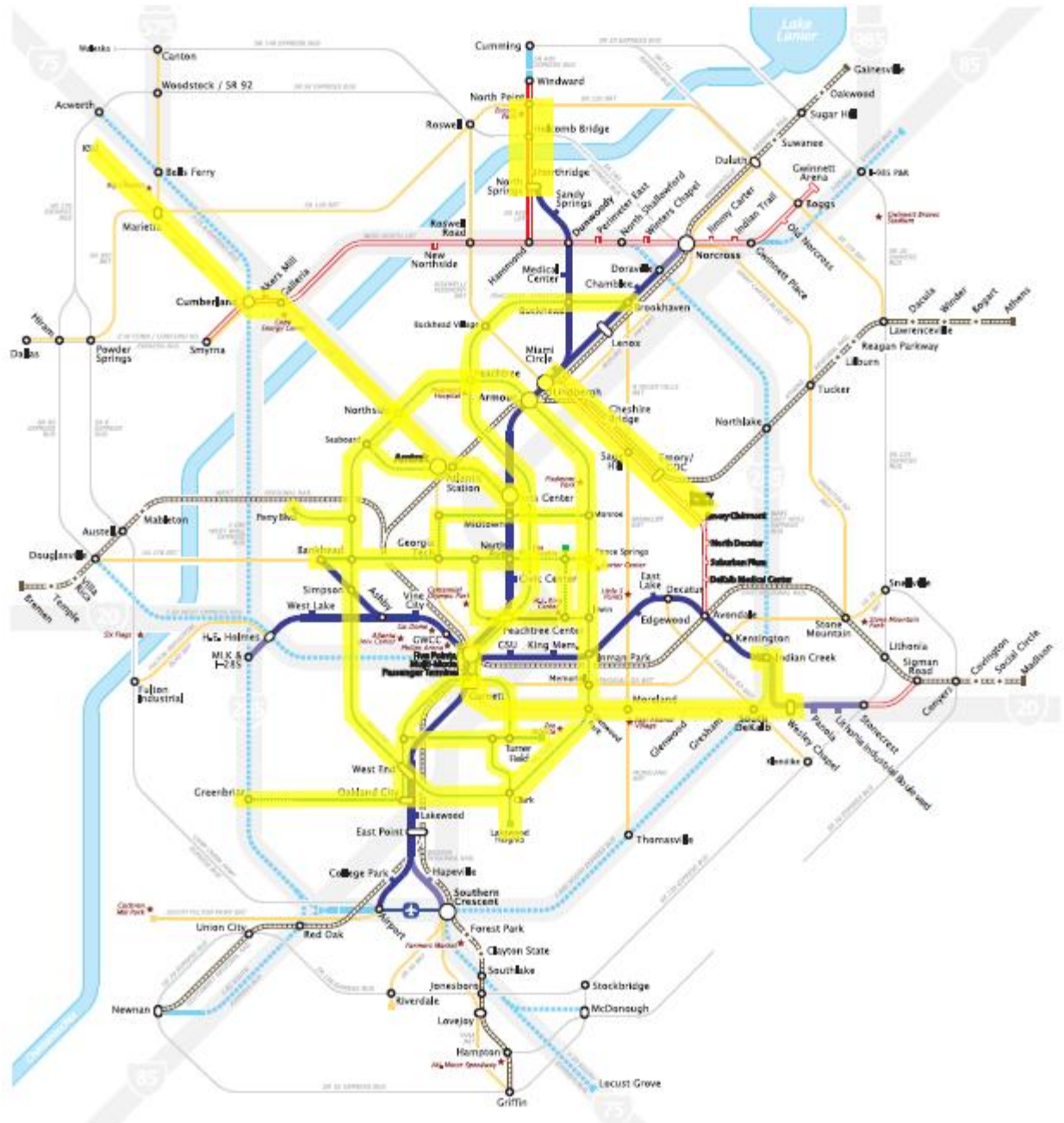
regional impact + local relevance

PLAN 2040 RTP Update Schedule

RTP Update Activities

2012		2013												2014		
N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M

TCC Subcommittee (Nov-Sept)

Juris. Staff Consultation on Projects (Feb-June)

System/Project Evaluations (Feb – mid Aug)

Updates to System Concepts (June-Aug)

Stakeholder Feedback/PI Input (Sept)

Constrain Plan - Draft (Oct)

Juris. Staff Consultation on Draft Rec's (Oct-Nov)

Modeling (Late Oct-Nov)

Official Public Involvement Period (Dec - Jan)

ARC Approvals (Feb)

GRTA Review (Mar)

US DOT Approval – CDR (late Mar)

regional impact + local relevance

Regional Transit Committee
Proposed 2014-2016 Work Program & Budget
August 15, 2013

Background

In 2005, ARC completed the Regional Transit Institutional Analysis (RTIA) which examined how the region should be organized to plan, build, fund, and operate public transit service in a way that is seamless and convenient for the customer. Out of the RTIA, the Transit Planning Board (TPB) was formed in 2006 to develop a vision for an integrated transit system and then transitioned into the Transit Implementation Board (TIB) in 2009 to guide the implementation of the regional transit vision, Concept 3. In 2010, the region asked ARC to take on the functions of and build upon the work of TPB and TIB and the Regional Transit Committee (RTC) became a committee of the ARC Board.

The RTC was intended to be a short-term, temporary solution to the region's need for more coordinated multi-jurisdictional transit governance. The organizational goal for the RTC was that the region would work with the Governor and the General Assembly in the 2011 and 2012 sessions to enact legislation that would create a permanent solution to the region's transit governance needs. As the legislature failed to act, a need exists for the RTC to continue in its mission to support transit coordination and planning.

Proposed 2014-2016 Work Program

There are five tasks that compose the proposed 2014-2016 work program. Table 1 below provides estimated costs for each of the proposed tasks. The costs represent a combination of estimated ARC and MARTA staff time, contracted work, and other general expenses.

Table 1: Proposed 2014-2016 Work Program Expenditures	
Task	**Budget**
Task 1 – Regional Transit Planning *Supports continued implementation of the regional transit expansion vision*	$1,000,000
Task 2 – Regional Transit Coordination *Fosters reliable, seamless & cost effective transit service*	$300,000
Task 3 – Regional Transit Data & Analysis *Provides business intelligence & improves service efficiency*	$700,000
Task 4 – Regional Fare Policy & Collection Coordination *To create a seamless system for the customer & efficiently collect revenue*	$750,000
Task 5 – Regional Transit Marketing Analysis & Strategy Development *Expands transit use & farebox returns through coordinated messaging & awareness*	$250,000
TOTAL	**$3,000,000**

Task 1: Regional Transit Planning

RTC staff will continue **coordinating regional transit planning to support implementation of the regional transit vision**, Concept 3, and to ensure that overall transportation planning is consistent with that vision. Key outcomes focus on delivering value-added services to the region's policymakers:

- Undertake a **major update to the Coordinated Human Services Transportation Plan** to establish a framework for coordination in the Atlanta region to improve mobility for older adults, low income, and disabled populations. This Coordinated Human Services Transportation Plan update will identify opportunities to provide services in a well-planned, cost-effective manner.
- Complete a region-wide **Priority Bus Corridors Improvements Study** that will explore opportunities to improve major bus corridors through specific, implementable improvements that are capable of being incorporated into the RTP/TIP. The study outcomes support regional goals to identify lower-cost and high-benefit solutions. The study will develop a framework to objectively define priority bus corridors. This framework will then be applied to identify projects that improve these priority bus corridors using existing service plans, data, and physical constraints. The study will propose, for MPO consideration, a regional funding policy framework that directs federally supported investments to support the identified projects.
- The regional transit vision will require ongoing maintenance to keep it current with the latest transit planning and environmental studies. Staff will participate in and provide input to these studies, updates to PLAN 2040, and in the development of future regional and state transportation plans.

RTC staff will examine **options for the future structure and administration of the Committee** to ensure an effective transit coordination structure. This effort will draw upon the legal review conducted in 2012 of ARC's powers and authorities along with the RTC Concept Regional Transit Governance Legislation that was adopted in 2011.

RTC staff will provide **administrative support to the Committee**. Staff will set meeting agendas, keep the chair informed, prepare meeting summaries, develop necessary resolutions, and maintain communications with RTC members as well as their support staffs.

Task 2: Regional Transit Coordination

The Atlanta region is served by multiple transit operators that offer a wide array of transit modes and services transporting residents and visitors to employment, education, medical, shopping, and recreation. Coordination of and among these operators, modes, and services is critical to seamless and cost-effective operations, potentially yielding operational savings to regional transit operators. RTC staff will continue leading and facilitating **coordination efforts amongst the region's transit operators** to include, but not limited to:

- Develop and deploy a **regional trip planner and real-time information** to provide customers with the information needed to effectively utilize transit. This product will improve customer service to transit riders by increasing knowledge of real-time operational schedules.

- Pursue implementation of the **Unified Bus Stop Signage** designed as part of the 2012 work program. This project coordinates signage for multiple operators serving co-located stops and reduces frustrations of transit patrons by providing more and clearer information on transit serving those stops.
- Coordinate regional **transit asset management** and procurement. Potential cost-efficiencies exist through coordinated asset management and procurement.
- Investigate and pursue a **unified bus stop and bus route numbering** scheme for the region.
- Explore opportunities and facilitate **enhanced coordination of paratransit and HST service delivery** in the region.

Task 3: Regional Transit Data & Analysis

The **collection and analysis of data** is critical to improving and enhancing transit planning and service delivery. Transit data and analysis provides businesses intelligence to regional transit operators, providing the potential for increased cost efficiencies and customer responsiveness. MAP-21 places new emphasis and requirements for performance measurement and performance-based planning. RTC staff will build off of the region-wide transit data collection and standardization efforts initiated as part of the Transit Data Warehouse project in 2011.

- Ongoing hosting and maintenance work will be necessary throughout 2016 to ensure that the warehouse reflects any changes to the region's transit services, performance, and assets.
- Enhancements to these products may also be warranted to improve the performance and asset data components and better incorporate related program elements such as the region's HST and travel demand management programs.

Task 4: Regional Fare Policy & Collection Coordination

Building off of the recommendations from Regional Multi-Modal Public Transit Automated Fare Collection Study that will be completed in December 2013, RTC staff will continue work to **better integrate the fare collection policies, processes, technology, and fare products** across the multiple operators and modes in the region. Successful implementation of this task has the potential to reduce fare evasion and lead to increase farebox returns for transit operators. This will include setting the foundation for increased coordination among transit operators by identifying options to improve regional fare policies and collection:

- Development of a regional fare policy
- Development of a universal fare product
- Further investigation of next generation fare collection technologies
- Renegotiation of transfer agreements
- Any other activities necessary to the smooth function and integration of the region's fare collection system.

Task 5: Regional Transit Marketing Analysis & Strategy Development

Transit in the Atlanta region is not currently well marketed. This task provides the potential for transit operators to increase ridership and improve farebox returns by expanding transit's customer base. RTC staff will undertake a region-wide inventory and analysis of existing transit marketing efforts to include those of individual transit agencies and operators, Transportation Demand Management community, advocacy organizations, and other stakeholders. Transit marketing efforts of region's across the country and internationally will be examined in order to understand best practices and benchmark existing efforts in the Atlanta region. Based on the inventory, best practices review, and analysis, a strategy for coordinated regional transit marketing will be developed. The outcome of this strategy will be to **raise the awareness of transit as a viable and necessary mode of transportation** in the Atlanta region and to **improve its overall image**.

Proposed 2014-2016 RTC Dues Structure

The proposed work program will require additional funds from members to match federal funding grants to implement the work program. In past years RTC work programs and budgets have been developed on an annual basis and there has been an annual solicitation for voting membership. This approach has not allowed for multi-year strategic planning for RTC. See Table 2 below for detail on the proposed dues structure.

Table 2: Proposed 2014-2016 RTC Dues Structure		
Member	**Annual Dues Amount**	**3-Year Dues Amount**
County Government / City of Atlanta / Metro Atlanta Mayor's Association / GDOT / GRTA	$5,000	$15,000
MARTA	$150,000 (in-kind services)	$450,000 (in-kind services)

PROPOSED AGENDA

<u>Regional Transit Committee</u>
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

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

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.

regional impact + local relevance

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.

regional impact + local relevance

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.

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
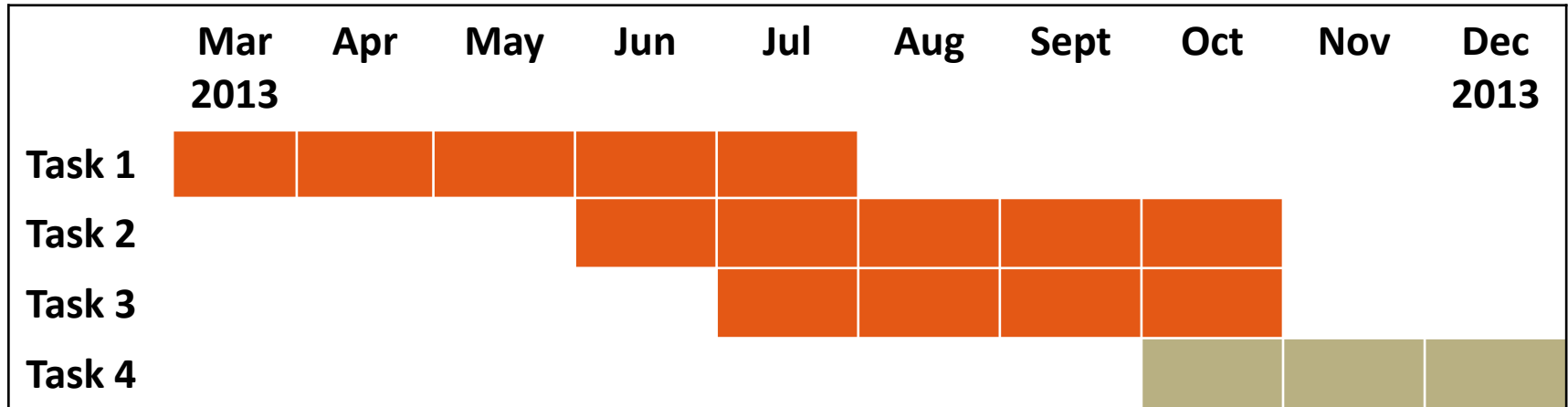- Handout: Proposed 2014-2016 RTC Work Program Details

Regional Multi-Modal Public Transit Automated Fare Collection Study

Tasks 2 & 3 Findings

Regional Transit Committee
October 10, 2013

local relevance

regional impact

LTK
LTK Engineering Services

ARC
ATLANTA REGIONAL COMMISSION

Project Status

	Mar 2013	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec 2013
Task 1	■	■	■	■	■					
Task 2				■	■	■	■	■		
Task 3					■	■	■	■		
Task 4									■	■

Task 1:   Regional Best Practices Assessment

Task 2:   National Review of Systems Serving Multiple Regional Partners

Task 3:   Industry Directions in Next Generation Fare Collection Technology

Task 4:   Recommendations Document

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Task 2 Overview

National Review of Systems Serving Multiple Regional Partners

- Inform ARC & partner transit agencies on approaches and lessons learned by peer regional fare systems
  - ➢ Governance
  - ➢ Procurement Approach
  - ➢ Fare Policy Coordination
  - ➢ Roll-out Strategy
  - ➢ System Administration

ARC
ATLANTA REGIONAL COMMISSION

Task 2: Peer Regional Fare Systems

Name	Region	Partner Agencies
SmarTrip	Washington, DC	WMATA | DASH, Ride On | Fairfax Connector | ART, CUE, TheBus | Loudoun County | Omniride | DC Circulator | MTA (Baltimore, MD)
Clipper	San Francisco Bay Area	SFMTA (Muni) | BART | AC Transit | Caltrain | Golden Gate Transit | Samtrans | SCVTA | WETA (ferry)
TAP	Los Angeles	LACMTA | Santa Clarita | Culver City | AVTA | Foothill Transit | Norwalk | Montebello
ORCA	Seattle	King County Metro | Sound Transit | Pierce Transit | Community Transit | WS Ferry | Kitsap Transit | Everett Transit
GoTo Card	Minneapolis/St. Paul	Metro Transit | Northstar | Maple Grove | Minnesota Valley | Plymouth Metrolink | Shakopee | SouthWest | Campus Connector | Ramsey Star Express
Connect	Sacramento	Regional Transit (RT) | Elk Grove e-tran | Yolobus | El Dorado Transit | Folsom Stage Line | Yuba-Sutter Transit | Roseville Transit
EasyCard	South Florida	Miami-Dade Transit | SFRTA/Tri-Rail | Hialeah Transit | Conchita Transit
PRESTO	Ontario, CAN	GO Transit | Burlington Transit | Durham Reg Transit | Mississauga Transit | Oakville Transit | Hamilton St Rwy | Toronto Transit Com | York Region Transit | OC Transpo

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Task 2: Governance

Model	Peer Systems
Interlocal Cooperation	Seattle (ORCA)
Federated Governance Model	Ontario/Toronto (PRESTO)
Memorandum of Understanding (MOU)	San Francisco Bay Area (Clipper) Sacramento (Connect) Los Angeles (TAP)
Ad-hoc Interagency Cooperation	Washington, DC (SmarTrip) Minneapolis-St. Paul (GoTo Card)

Task 2: Procurement Approaches

Approach	Peer Systems
Large agency procures/deploys; other follow	Los Angeles (TAP) Washington, DC (SmarTrip) South Florida/Miami (EasyCard)
Agencies organize consortium effort	Seattle (ORCA)
MPO organizes/leads	Sacramento (Connect) San Francisco Bay Area (Clipper) Ontario/Toronto (PRESTO) Minneapolis-St. Paul (GoTo Card)

local relevance

+

regional impact

ARC
ATLANTA REGIONAL COMMISSION

Task 2: Fare Policy Coordination

- Agencies retain control of their fares
- Regional monthly passes set in advance
  - Seattle: Puget Pass
  - Los Angeles: EZ Transit Pass
  - Washington, DC: Regional bus pass
- Interagency agreements continue in place
  - Transfers, joint passes

ARC
ATLANTA REGIONAL COMMISSION

Task 2: Public Acceptance

Market Penetration	
San Francisco Bay Area (Clipper)	~45%
Sacramento (Connect)	<test phase>
South Florida (EasyCard)	Bus: 26% Rail: 100%
Minneapolis-St. Paul (GoTo Card)	52%
Seattle (ORCA)	66%
Ontario, CA (PRESTO)	80%
Washington, DC (SmarTrip)	92%
Los Angeles (TAP)	Bus: 70% Rail: 100%

- Lower penetration on local bus services
- Higher penetration on rail & ferry
- Some barrier rail systems use card exclusively

local relevance

+

regional impact

LTK
LTK Engineering Services

ARC
ATLANTA REGIONAL COMMISSION

Task 3 Overview

Industry Directions in Next Generation Fare Collection Technology

- Covers system, operational & business practices, such as:

  - Fare Media
  - Fare Policies
  - Fare Collection Equipment
  - Open Payments & Architectures
  - Payment Methods

  - Central Data Systems
  - e-Commerce & Web Portals
  - Outsourced Services
  - Multi-Modal Integration
  - Regional Systems

- Not limited to 8 peer fare systems looked at in Task 2

LTK
LTK Engineering Services

ARC
ATLANTA REGIONAL COMMISSION

Task 3: Fare Technologies

Category	Discussion
Fare Media	• Various types of contactless smart cards in use • Several agencies moving toward acceptance of gift cards & bank cards for fare payment at fare gates/fareboxes • Mobile phones on horizon, but approaches still evolving • *Agencies include: Philadelphia, Utah*
Fare Policies	• Regional associations have implemented widely different balances between regional & local emphases • For U.S. regional programs, objective has been to allow each operator to keep own fare structure & basic fare policies • However, in some programs, operators have sought to coordinate certain aspects of fare policies • *Agencies include: Seattle region, San Francisco region*
Fare Collection Equipment	• Fare equipment continues to evolve, especially to meet requirements of emerging payment methods • Hardware certified to meet newer credit/debit requirements becoming more prevalent

local relevance

+

regional impact

LTK
LTK Engineering Services

ARC
ATLANTA REGIONAL COMMISSION

Task 3: Fare Technologies

Category	Discussion
Architectures	• Card-based, account-based & open payments approaches all being utilized • Some agencies seeking Systems Integrator approach • Agencies seeking control over key interfaces for future flexibility • *Agencies include: Utah, Ontario*
Payment Methods	• Key methods continue to include: credit & debit cards, retail sales programs, student programs, transit benefit programs & vouchers • Cash continues to be accepted • New business models for retail sales programs emerging • *Agencies include: Denver, Washington*
Central Data Systems	• Collect transaction & sales data, manage fare media • Transparency (or lack thereof) of data is often critical issue among agencies in a region • *Agencies include: Minneapolis, Chicago, Seattle region*

local relevance

+

regional impact

LTK
LTK Engineering Services

ARC
ATLANTA REGIONAL COMMISSION

Task 3: Fare Technologies

Category	Discussion
Outsourced Services	• Most common outsourcing involves Customer Service (call center, order fulfillment, and related functions) • Maintenance & Revenue Collection Services also outsourced • *Agencies include: Philadelphia*
Multi-Modal Integration	• Challenges often driven by different fare structures (support flat *and* distance-based fares) • Also affected by different fare inspection approaches (e.g. fareboxes *and* Proof of Payment) • *Agencies include: San Francisco region, Washington DC, Seattle region*
Regional Systems	• Regardless of formal governance, success requires buy-in from all agencies • Disputes regarding fare policies & fare collection approaches can lead to cost & time impacts • *Agencies include: Los Angeles, San Francisco region, Seattle region*

local relevance

+

regional impact

LTK
LTK Engineering Services

ARC
ATLANTA REGIONAL COMMISSION

Task 4 Overview

Recommendations Document

- October – December 2013
- Synthesize analysis and recommendations from Tasks 1-3
- Will develop recommendations for:
  - Short-term improvements to existing Breeze system
  - Identify goals for next generation of fare collection in the Atlanta region
  - Strategic roadmap to implement recommendations
- Discussion on efficiencies and return on investments

LTK
LTK Engineering Services

ARC
ATLANTA REGIONAL COMMISSION

local relevance

regional impact

Unified Bus Stop Signage Design Project

Regional Transit Committee
October 10, 2013

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

Unified Bus Stop Signage Design Project
Current Signage

ARC
ATLANTA REGIONAL COMMISSION

Unified Bus Stop Signage Design Project
Bus Stop Inventory

78 Bus Stops in Total

- **20% have shade**

- **16% have shelter**

- **42% have a trash bin**

- **13% have a place to sit**

- **88% have overhead lighting**

- **66% have a sidewalk width > 6 ft.**

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION
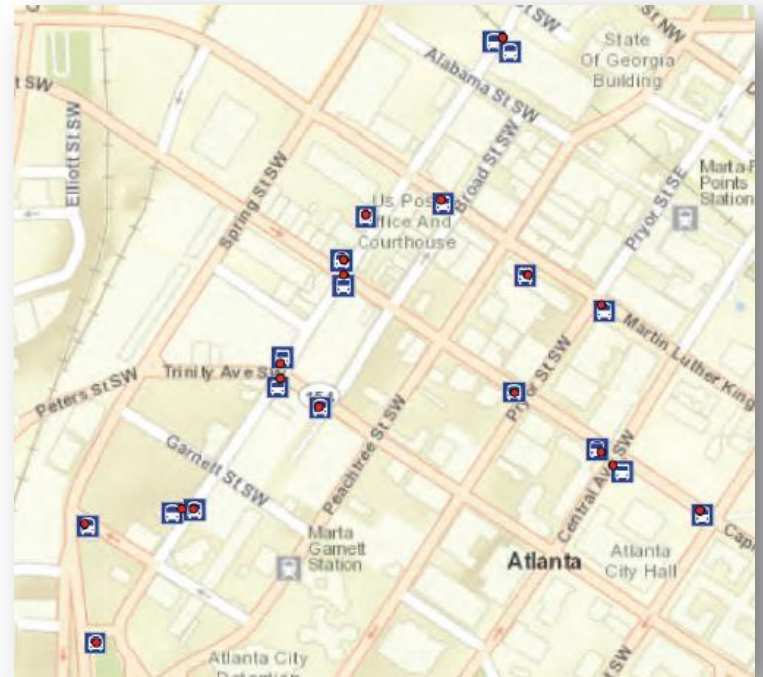
Unified Bus Stop Signage Design Project
Experience Audit

ARC
ATLANTA REGIONAL COMMISSION

Unified Bus Stop Signage Design Project
Conclusions

| Placemaking delivers Confidence | Specific information provides Control | Visuals generate Awareness & Demand | Riders travel by Routes Not Brands | Existing Infrastructure must be considered for Pricing New Signage |

Unified Bus Stop Signage Design Project
Sign Tiers

Tier 1
Rectangular Pole
Electrical & Data

Tier 2
ULTI-Mate Pole
No Electrical
No Data

Tier 2 Alt
U-Channel Pole
No Electrical
No Data

Tier 3
On Exisiting
Decorative Pole
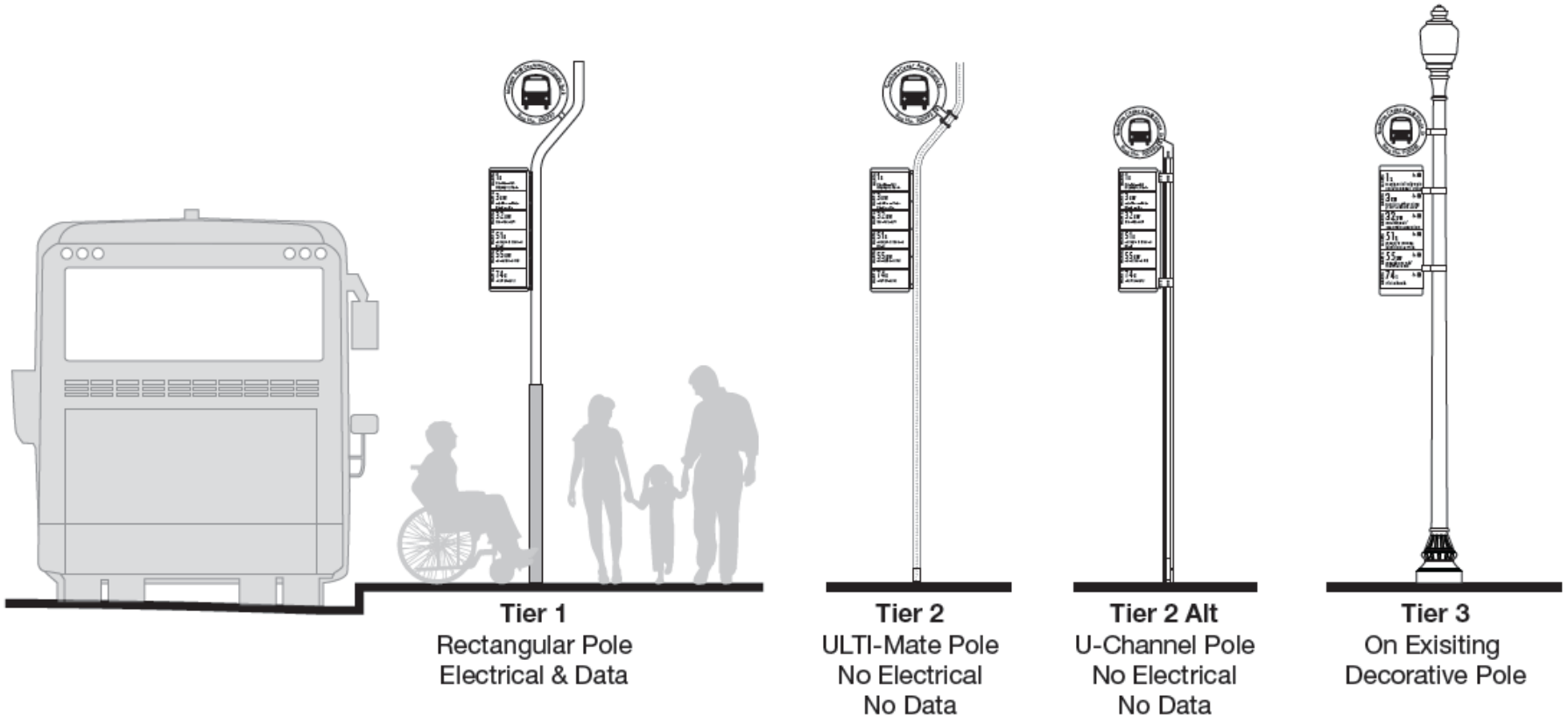
Unified Bus Stop Signage Design Project
Sign Panels
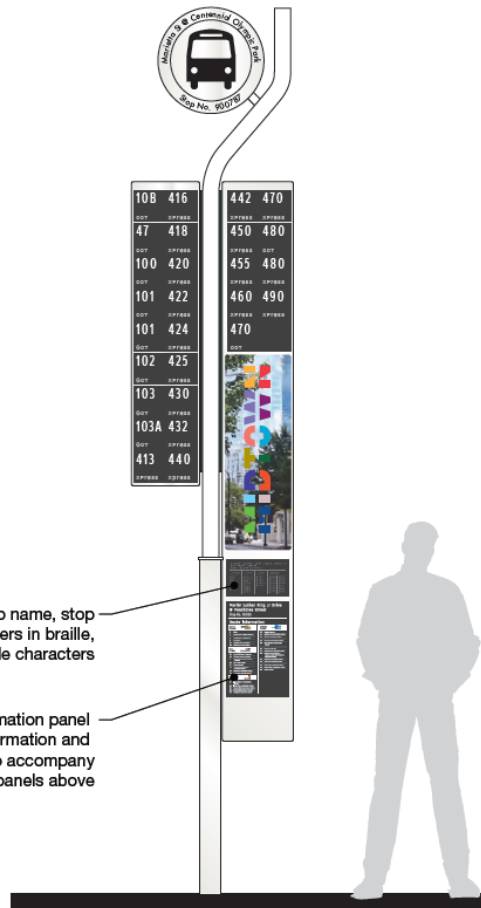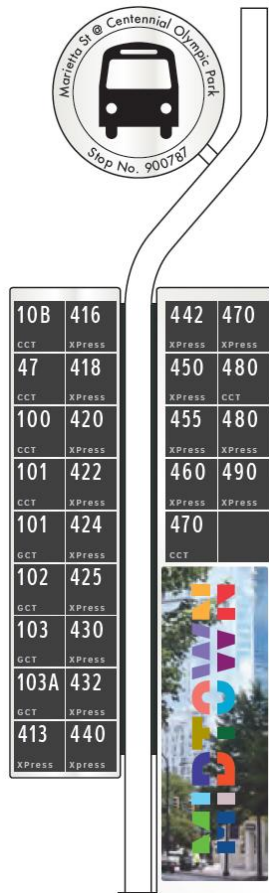
ADA Panel with stop name, stop ID, and route numbers in braille, without 5/8" tactile characters

additional information panel with provider information and route names to accompany smaller route panels above

ARC
ATLANTA REGIONAL COMMISSION

Unified Bus Stop Signage Design Project
Context

Unified Bus Stop Signage Design Project
Next Steps

- Design project completion by the end of 2013

- Assistance to advance implementation included in Proposed 2014-2016 RTC Work Program & Budget

Questions?
Nathan Soldat
nsoldat@atlantaregional.com
404-463-3306

regional impact + local relevance

ARC
ATLANTA REGIONAL COMMISSION

Why is the One-Click needed in the Atlanta region?
(And why were these projects funded across the nation?)

Disability (9%)

Low Income (24%) Job Seekers

Veterans (5%)

REGIONAL MOBILITY MANAGEMENT ONE - CLICK SYSTEM (RMM OCS)

Pilot Partners

Older Adults (9%)

30 - 40%
Total Regional Population
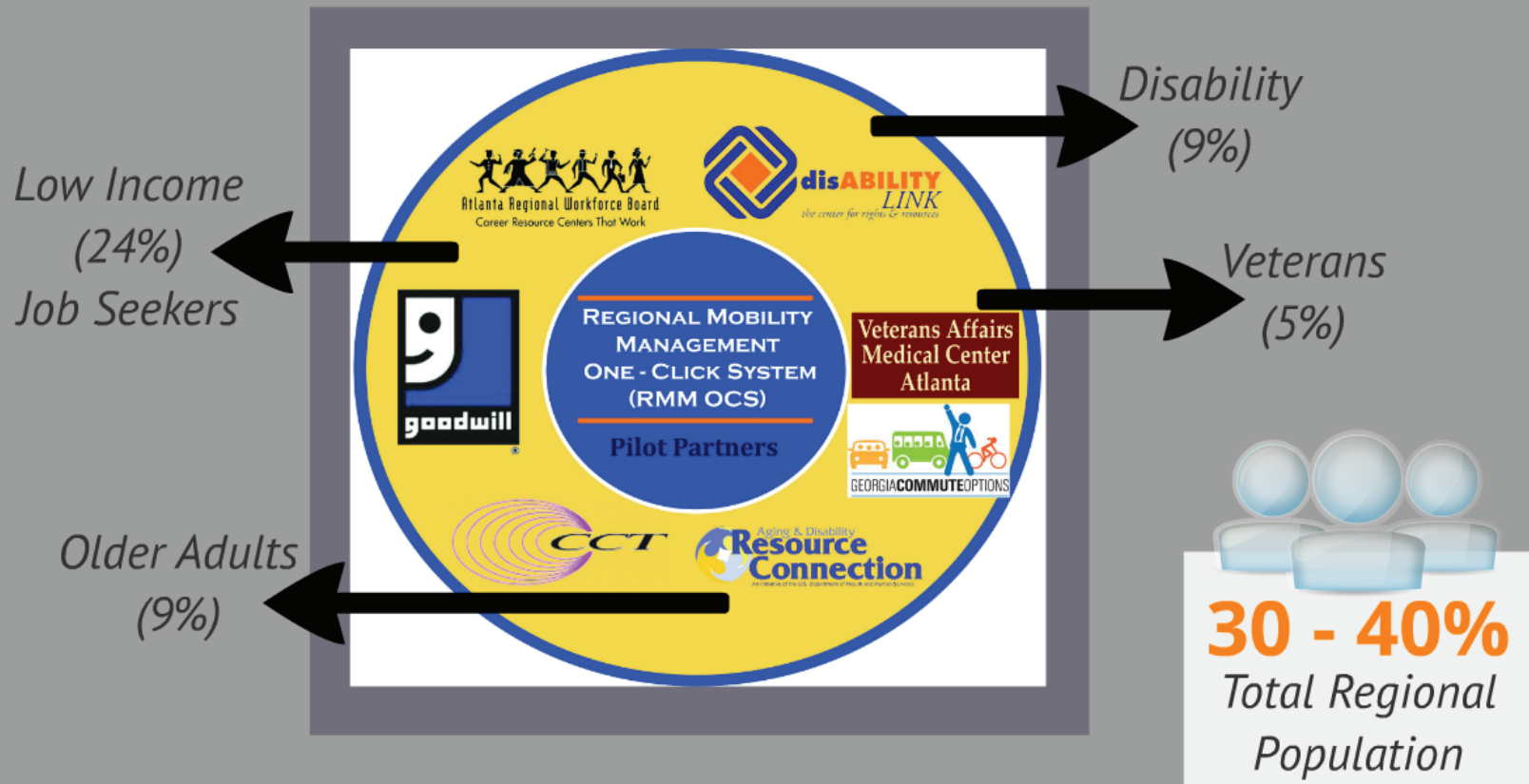
Diversity of Transportation Needs
18-County Atlanta Region
Sources: Atlanta Regional Commission, Metro Atlanta Veterans Services Report 2012

What is the **role of ARC**?

Coordinate stakeholder-driven process of development

Employ multi/inter-modal & comprehensive approach

Leverage regional assets

Public Transit

Commuting Rideshare

Specialized/ Human Services Transportation

Transit Data Warehouse

Georgia Commute Options

Aging and Disability Resource Connection

One-Click System

What will the One-Click system do?

**Enhanced
Online
Trip Planning**

Atlanta Regional Mobility Management "One-Click" System

Veterans Transportation and Community Living Initiative (VTCLI)

ARC — ATLANTA REGIONAL COMMISSION

Regional Mobility Management One - Click System (RMM OCS) — Pilot Partners

Janae Futrell, Transportation Mobility Manager, ARC
JFutrell@atlantaregional.com

1. Why is the One-Click *needed* in the Atlanta region?
2. What is the *role of ARC*?
3. What will the One-Click *system do*?
4. What is the *project timeline*?

ARC

ATLANTA REGIONAL COMMISSION

DATE: October 10, 2013

ISSUE SUMMARY: **RTC MEMBER DUES, WORK PROGRAM AND BUDGET FOR CALENDAR YEARS 2014-2016**

FROM: Kasim Reed, Regional Transit Committee
IMPORTANCE: The Regional Transit Committee (RTC) became effective as a formal policy committee of the ARC on January 1, 2010, in accordance with a request made by its predecessor, the Transit Implementation Board (TIB), which sunset on December 31, 2009. A January 4, 2010 resolution of the RTC established a dues structure of cash or in-kind staff time for all eligible RTC members for calendar year 2011. A September 15, 2011 resolution of the RTC re-established the dues structure for eligible RTC member for calendar year 2012. This draft resolution continues the dues structure that was established for 2012, modifying the dues amount based on the proposed work program and budget for calendar years 2014-2016. The formal establishment of these 2014-2016 dues by the RTC will allow ARC to move forward with negotiations with the individual eligible RTC members regarding their participation in the RTC in 2014-2016. RTC member contributions of $600,000 will allow ARC to leverage $2,400,000 in federal funds for the 3-year work program. These specific dues levels are being proposed for calendar year 2014-2016 only. The issue will be revisited by the RTC for future years of operation.
ACTION REQUIRED: RTC approval of the resolution

ATLANTA REGIONAL COMMISSION

**A RESOLUTION BY THE REGIONAL TRANSIT COMMITTEE
ESTABLISHING RTC MEMBER DUES, WORK PROGRAM AND BUDGET FOR
CALENDAR YEARS 2014-2016**

WHEREAS, the Regional Transit Committee (RTC) became effective January 1, 2010 as a policy committee of the Atlanta Regional Commission (ARC) following the successful amendment of the quad-party transportation planning agreement between ARC, the Georgia Department of Transportation (GDOT), the Georgia Regional Transportation Authority (GRTA), and the Metropolitan Atlanta Rapid Transit Authority (MARTA); and

WHEREAS, the Transit Implementation Board (TIB), the predecessor of the RTC, adopted in September 2009 a policy establishing membership and voting protocols for the RTC, including the requirement that voting members contribute financially to the operation of the Committee; and

WHEREAS, the RTC staff has prepared a proposed work program and budget for calendar years 2014-2016 and has based proposed RTC member dues on that work program and budget; and

WHEREAS, ongoing negotiations between ARC and the eligible members regarding full participation in the RTC are contingent upon the formal establishment of dues by the RTC.

NOW, THEREFORE, BE IT RESOLVED that the RTC dues for calendar years 2014-2016 be set at $5,000 for all eligible local government entities and state agencies, consisting of the City of Atlanta; the Metro Atlanta Mayors Association; Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Fulton, Forsyth, Gwinnett, Hall, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties; GRTA; GDOT; and the Office of the Governor of Georgia; and

BE IT FURTHER RESOLVED that the RTC dues for calendar years 2014-2016 be set at one full time equivalent of in-kind staff time for the eligible staffing agencies, consisting of MARTA; and

BE IT FURTHER RESOLVED that the RTC endorses the attached RTC work program and budget for calendar years 2014-2016 and forwards it to the ARC for incorporation into the 2014, 2015, and 2016 ARC Work Program and Budget.

Regional Transit Committee
Proposed 2014-2016 Work Program & Budget
October 10, 2013

Background

In 2005, ARC completed the Regional Transit Institutional Analysis (RTIA) which examined how the region should be organized to plan, build, fund, and operate public transit service in a way that is seamless and convenient for the customer. Out of the RTIA, the Transit Planning Board (TPB) was formed in 2006 to develop a vision for an integrated transit system and then transitioned into the Transit Implementation Board (TIB) in 2009 to guide the implementation of the regional transit vision, Concept 3. In 2010, the region asked ARC to take on the functions of and build upon the work of TPB and TIB and the Regional Transit Committee (RTC) became a committee of the ARC Board.

The RTC was intended to be a short-term, temporary solution to the region's need for more coordinated multi-jurisdictional transit governance. The organizational goal for the RTC was that the region would work with the Governor and the General Assembly in the 2011 and 2012 sessions to enact legislation that would create a permanent solution to the region's transit governance needs. As the legislature failed to act, a need exists for the RTC to continue in its mission to support transit coordination and planning.

Proposed 2014-2016 RTC Dues Structure

The proposed 3-year work program will require additional funds from members to match federal funding grants to implement the work program. The total 3-year proposed budget is $3,000,000. **RTC member contributions of $600,000 will allow ARC to leverage $2,400,000 in federal funds** for the 3-year work program. In past years RTC work programs and budgets have been developed on an annual basis and there has been an annual solicitation for voting membership. This approach has not allowed for multi-year strategic planning for RTC. See Table 2 below for detail on the proposed dues structure.

Table 2: Proposed 2014-2016 RTC Dues Structure		
Member	Annual Dues Amount	3-Year Dues Amount
County Government / City of Atlanta / Metro Atlanta Mayor's Association / GDOT / GRTA	$5,000	$15,000
MARTA	$150,000 (in-kind services)	$450,000 (in-kind services)

regional impact + local relevance

Proposed 2014-2016 Work Program

There are five tasks that compose the proposed 2014-2016 work program. Table 1 below provides estimated costs for each of the proposed tasks. The costs represent a combination of estimated ARC and MARTA staff time, contracted work, and other general expenses.

Table 1: Proposed 2014-2016 Work Program Expenditures	
Task	**3-Year Budget**
Task 1 – Regional Transit Planning *Supports continued implementation of the regional transit expansion vision*	$1,000,000
Task 2 – Regional Transit Coordination *Fosters reliable, seamless & cost effective transit service*	$300,000
Task 3 – Regional Transit Data & Analysis *Provides business intelligence & improves service efficiency*	$700,000
Task 4 – Regional Fare Policy & Collection Coordination *To create a seamless system for the customer & efficiently collect revenue*	$750,000
Task 5 – Regional Transit Marketing Analysis & Strategy Development *Expands transit use & farebox returns through coordinated messaging & awareness*	$250,000
TOTAL	**$3,000,000**

Task 1: Regional Transit Planning

RTC staff will continue **coordinating regional transit planning to support implementation of the regional transit vision**, Concept 3, and to ensure that overall transportation planning is consistent with that vision. Key outcomes focus on delivering value-added services to the region's policymakers:

- The **regional transit vision will require ongoing maintenance** to keep it current with the latest transit planning and environmental studies. These currently include the Atlanta Streetcar Implementation Strategy, Connect 400, I-20 East Transit Corridor, Clifton Corridor, Connect Cobb, and Georgia Multimodal Passenger Terminal. Staff will participate in and provide input to these studies, updates to PLAN 2040, and in the development of future regional and state transportation plans to make sure the studies are done in a way to maximize the projects' success in competing for federal funding.

- Complete a region-wide **Priority Bus Corridors Improvements Study** that will explore opportunities to improve major bus corridors through specific, implementable improvements that are capable of being incorporated into the RTP/TIP. The study outcomes support regional goals to identify lower-cost and high-benefit solutions. The study will develop a framework to objectively define priority bus corridors. This framework will then be applied to identify projects that improve these priority bus corridors using existing service plans, data, and physical constraints. The study will propose, for MPO consideration, a regional funding policy framework that directs federally supported investments to support the identified projects.

- Undertake a **major update to the Coordinated Human Services Transportation Plan** to establish a framework for coordination in the Atlanta region to improve mobility for older adults, low income, and disabled populations. Key findings and recommendations from the Regional Multi-Modal Public Transit Automated Fare Collection Study, One-Click Project and One-Click Implementation Plan will be incorporated. This HST Plan update will identify opportunities to provide transportation services to older adults, persons with disabilities, low income individuals and others in a well-planned, cost-effective manner, what strategies the region can utilize to address the growing demand for HST services and answer if a regional paratransit service delivery model is appropriate.

RTC staff will examine **options for the future structure and administration of the Committee** to ensure an effective transit coordination structure. This effort will draw upon the legal review conducted in 2012 of ARC's powers and authorities along with the RTC Concept Regional Transit Governance Legislation that was adopted in 2011. Additionally, a regional **legislative strategy** for transit will be developed.

RTC staff will provide **administrative support to the Committee**. Staff will set meeting agendas, keep the chair informed, prepare meeting summaries, develop necessary resolutions, and maintain communications with RTC members as well as their support staffs.

Task 2: Regional Transit Coordination

The Atlanta region is served by multiple transit operators that offer a wide array of transit modes and services transporting residents and visitors to employment, education, medical, shopping, and recreation. Coordination of and among these operators, modes, and services is critical to seamless and cost-effective operations, potentially yielding operational savings to regional transit operators. Examples of previous successful coordination activities include development of a Unified Bus Stop Signage Design for Downtown and Midtown Atlanta, MARTA 10/CCT 12 route coordination and the Regional Fleet & Facilities Inventory. RTC staff will continue leading and facilitating **coordination efforts amongst the region's transit operators** to include, but not limited to:

- Develop and deploy a **regional trip planner and real-time information** to provide customers with the information needed to effectively utilize transit. This product will improve customer service to transit riders by increasing knowledge of real-time operational schedules.
- Pursue implementation of the **Unified Bus Stop Signage** designed as part of the 2012 work program. This project coordinates signage for multiple operators serving co-located stops and reduces frustrations of transit patrons by providing more and clearer information on transit serving those stops.
- Coordinate regional **transit asset management** and procurement. Potential cost-efficiencies exist through coordinated asset management and procurement.
- Investigate and pursue a **unified bus stop and bus route numbering** scheme for the region.
- Explore opportunities and facilitate **enhanced coordination of paratransit and HST service delivery** in the region. Recommendations from the Coordinated HST Plan update will be integrated into the regional service coordination and delivery.

Task 3: Regional Transit Data & Analysis

The **collection and analysis of data** is critical to improving and enhancing transit planning and service delivery. Transit data and analysis provides information regional transit operators, providing the potential for increased cost efficiencies and customer responsiveness. MAP-21 places new emphasis and requirements for performance measurement and performance-based planning. RTC staff will build off of the region-wide transit data collection and standardization efforts initiated as part of the Transit Data Warehouse project in 2011.

- Ongoing hosting and maintenance work will be necessary throughout 2016 to ensure that the warehouse reflects any changes to the region's transit services, performance, and assets.
- Enhancements to these products are warranted to improve the performance and asset data components and better incorporate related program elements such as the region's HST and travel demand management programs.

Task 4: Regional Fare Policy & Collection Coordination

Building off of the recommendations from Regional Multi-Modal Public Transit Automated Fare Collection Study that will be completed in December 2013, RTC staff will continue work to **better integrate the fare collection policies, processes, technology, and fare products** across the multiple operators and modes in the region. These operators include MARTA, GRTA Xpress, Cobb Community Transit, Gwinnett County Transit and the future new service provided by the Atlanta Streetcar. Successful implementation of this task has the potential to reduce fare evasion and lead to increase farebox returns for transit operators. This will include setting the foundation for increased coordination among transit operators by identifying options to improve regional fare policies and collection:

- Development of a regional fare policy
- Development of a universal fare product
- Further investigation of next generation fare collection technologies
- Facilitate renegotiation of transfer agreements
- Any other activities necessary to smooth function and integration of region's fare collection system.

Task 5: Regional Transit Marketing Analysis & Strategy Development

Transit in the Atlanta region is currently marketed individually by transit operators with minimal coordination. This task provides the potential for transit operators to increase ridership and improve farebox returns by expanding transit's customer base through coordinated education and marketing. RTC staff will undertake a region-wide inventory and analysis of existing transit marketing efforts to include those of individual transit agencies/operators, TDM community, advocacy organizations, and other stakeholders. Transit marketing efforts of region's across the country and internationally will be examined to understand best practices and benchmark existing efforts in the Atlanta region. Based on the inventory, best practices review, and analysis, a strategy for coordinated regional transit marketing will be developed. The outcome of this strategy will be to **raise the awareness of transit as a viable and necessary mode of transportation** in the Atlanta region and to **improve coordination of marketing efforts and messages among the various transit providers**.

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	

Proposed 3-Year RTC Work Program Details

TASK	PROJECT	EXPECTED DELIVERABLES	EXPECTED OUTCOMES	WHO	3-YEAR COST
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)