

PROPOSED AGENDA

Regional Transit Committee

Tim Lee, Chair

**Thursday, April 10, 2014
11:15 am-12:15 pm
ARC Offices, Amphitheater, Level C**

1. Welcome, Chair's comments, Approval of 10/10/13 meeting summary, Public comment periodⁱ
Tim Lee, Chair
2. 2014 RTC Voting Membership, Work Activities & Meeting Schedule
Cain Williamson, ARC
3. Unified Bus Stop Signage Final Design & Next Steps
Regan Hammond, ARC
4. One-Click Project Update
Janae Futrell, ARC
5. Announcements
 - Transit Legislative Update
 - Regional Multi-Modal Public Transit Automated Fare Collection Study Update

**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 10, 2014 Meeting Notes

(Quorum 6)

Voting Members Present:

Commissioner Tim Lee, Chair
Commissioner Buzz Ahrens
Mr. Kerry Armstrong

Voting Members Absent:

Mr. Robert Ashe
Mr. Sonny Deriso
Commissioner John Eaves
Interim CEO Lee May
Commissioner Charlotte Nash
Mayor Kasim Reed
Commissioner Tom Worthan

Non-Voting Members Present:

Ms. Carol Comer
Mayor Bucky Johnson
Mr. Dan Moody
Commissioner Richard Oden

Non-Voting Members Absent:

Commissioner Pete Amos
Commissioner David Austin
Commissioner Bob Blackburn
Commissioner Steve Brown
Commissioner Keith Ellis
Mr. Kirk Fjelstul
Commissioner Chipper Gardner
Commissioner Pat Graham
Mr. Doug Hooker
Commissioner Kevin Little
Mr. Keith Parker
Commissioner Tommy Smith
Commissioner Jeff Turner

No quorum present; meeting held for informational purposes only.

Actions taken during meeting:

- None

1. Welcome, Chair's comments, Approval of 10/10/13 meeting summary, Public comment period

New RTC Chair Tim Lee welcomed committee members to the first meeting of the RTC in 2014. He recognized Mayor Kasim Reed who chaired the RTC the previous two years and thanked him for his

leadership and service. Chairman Lee noted that the new ARC Board Chair, Kerry Armstrong, asked him to serve as the new RTC Chair in 2014 and expressed his excitement in taking on this new leadership position.

Chairman Lee noted that the 10/10/13 meeting summary had been previously circulated and asked committee members if there were any comments or corrections. There were none.

Chairman Lee called on Melissa Roberts to see if anyone had signed up for public comment. She replied that there were none.

2. 2014 RTC Voting Membership, Work Activities & Meeting Schedule

Cain Williamson, ARC, provided the committee with a high-level overview of the Proposed 2014-2016 RTC Work Program & Budget that was adopted by RTC in October 2013. He called attention to the five core tasks of the work program which include: regional transit planning, regional transit coordination, regional transit data & analysis, regional fare policy & collection coordination, and regional transit marketing analysis & strategy development. He noted the total proposed budget for the 3-year work program is \$3 million.

Williamson, referring to a map in the presentation, noted the reach of fixed route transit service in the Atlanta region and highlighted the large number of transit operators that RTC staff is and will be working with on planning and coordination issues. These operators represent a wide array of transit services such as fixed route rail and bus, demand response and Human Services Transportation, activity center and university shuttles, and vanpools. He then noted which jurisdictions and agencies have already committed in 2014 as dues paying, voting members on RTC.

Williamson reminded the committee that there were 13 RTC voting members in 2012-2013 and that voting membership requires financial contribution towards the local match needed to draw down FTA funds to support the committee's work. The proposed budget for 2014 activities is \$1 million, which requires a \$200,000 match. To date, 10 voting members have committed for 2014 which brings the local match available to \$195,000.

Williamson then highlighted the proposed priority work activities for 2014. These include:

- Implementation of the Regional Fare Study recommendations
- Unified Bus Stop Signage implementation
- Regional transit marketing strategy
- MPO coordination on the 2016 Regional Transportation Plan and performance measures to meet MAP-21 requirements

Lastly, Williamson noted the remaining meeting dates for the RTC in 2014 which are June 12, August 14, and October 9.

Chairman Lee indicated that he will be contacting all voting and non-voting committee members to discuss the proposed priority work tasks for 2014 to seek their input and determine if there is agreement on the priorities. He asked for committee members to review the work activities and provide comments. Those committee members present at the meeting indicated that they were ok with the priorities as presented.

3. Unified Bus Stop Signage Final Design & Next Steps

Regan Hammond, ARC, presented the final design for unified bus stop signage proposed as a pilot project in Downtown and Midtown Atlanta with potential expansion region-wide. This design effort was part of the RTC's 2012-2013 Work Program and was completed in December 2013. The signage is designed for those locations where multiple operators service a single stop. Currently there is temporary signage in place that has limited information for existing and future transit patrons. This new unified signage design would replace the temporary signage and provide the traveling public with critical information needed for making a transit trip. Ms. Hammond called the committee's attention to a prototype of the signage that was on display during the meeting.

Hammond reviewed a series of presentation slides with the committee that included images and highlighted key characteristics of the signage design including size and scale, color palette, design tiers, provider information, route panel configurations, route panel details, and the flexibility of the design. Some key items of note are that the signage was designed in a color palette to complement existing colors in use on existing signs and utility poles in the study area. The design tiers provide an array of complimentary sign types that can include electrification and lighting and can be retrofitted onto existing poles in the field. The provider information is at eye level and includes information for each operator that may stop at a particular location and is also in raised lettering and braille for those who are visually impaired. The route panels include the operator name, route number and destination of the route. The design is flexible to allow for a panel to be added for placemaking signage or the possibility of electronic screens to display real-time arrival information.

Hammond then gave an overview of the inventory conducted in the study area and noted that there are 66 locations where this signage would be installed, most receiving the Tier 1 design type which can be electrified. She noted that estimates were developed for the fabrication cost of the 66 signs which ranges from approximately \$240,000 to \$505,000. There would be an additional cost for installation and RTC staff will be working to obtain estimates on that. The combined total cost will be developed so that the project can be programmed in the Transportation Improvement Program for implementation. She also noted that the data collected during the inventory was very extensive and could provide additional use in determining pricing, refining regional bus stop data, be used for future service planning and coordination, and as a resource for Livable Centers Initiative projects/studies.

Lastly, Hammond noted next steps for the project which include pursuing a unified bus stop ID number scheme for the region since the signage design includes showing the bus stop ID on it and each operator currently has its own independent stop IDs that need to be merged together. Other next steps are to

identify a project sponsor, funding strategy, and long-term maintenance plan before programming the project in the TIP.

Mayor Johnson asked if each of the route panels is separate. Ms. Hammond indicated that they are modular, which allows for easily maintaining/changing out as providers change their service. She also noted that the materials proposed in the design are of a very high quality and are weather resistant.

Keith Melton, FTA, asked for a copy of the presentation for the benefit of FTA staff and commended the work on the project.

4. One-Click Project Update

Janae Futrell, ARC, provided the committee with an update on the Regional Mobility Management “One-Click” System project that has been under development for a year and was funded by FTA’s Veterans Transportation and Community Living Initiative (VTCLI) grant program. She noted that there are approximately 100 VTCLI grant projects under development around the country. She called attention to ARC’s project partners which include the Veterans Administration, Disability Link, Cobb Community Transit, Goodwill, Atlanta Regional Workforce Board, Georgia Commute Options, and Aging & Disability Resource Connection.

The One-Click project is targeted at improving transportation access and mobility for veterans, but also incorporates other groups such as seniors, low income, and persons with disabilities. It is developing a piece of software that will be available via the web and will connect those who do not own a car or cannot drive with transportation providers that can meet their needs and provides them with information on cost, accessibility, time, etc. The One-Click system will allow users to make a more informed decision about transportation.

Futrell displayed screen captures of what the software is starting to look like. She noted that it is in the final states of refinement, making it more user friendly. One component of the software is an enhanced trip planner and she demonstrated how that might work. It shows a comparison of transportation providers in terms of how long that provider’s trip will take and what it will cost. She showed how the enhanced features allow for the user to indicate if they have special needs, such as wheelchair accommodation, and that searched trips can be saved or sent to email for future use. The tool also provides information on how to book a trip if the option is with a Human Services Transportation provider and connect the user to other related information like the One Bus Away transit real-time app/website and Breeze fare website.

The project will be completed this fall with expected rollout to the public sometime in October.

Mayor Johnson asked if the software is being designed for a mobile environment. Futrell indicated that the scope and budget did not allow for a separate mobile app to be developed, but that the website is adaptable for use in the mobile environment.

Chairman Lee noted that this project is directly related to Task 2: Regional Service Coordination of the RTC Work Program.

5. Announcements

- Regan Hammond, ARC, called the committee's attention to the memo provided to them from Scott Haggard, ARC's Government Affairs Manager, which highlights transit related legislation that passed and failed during the 2014 General Assembly session. She noted that there were 3 items of significance that passed:
 - HB264/HB265 – Revisions to the MARTA Act that restructure how appointments are made to the MARTA Board effective in 2017, lifting the "50/50" restriction on MARTA sales tax revenues for three years, allows MARTA to engage in rail contracting services at the request of a county, and allows the General Manager to execute contracts under \$200,000.
 - HR 1573 – Creation of the Study Committee on Transportation Infrastructure Funding
 - HB 1009 – Exempting Clayton County from sales tax cap for transit
- Hammond also gave a brief update on the status of the Regional Fare Study. The consultant work on the study was completed in March and a recommendations document was delivered. RTC staff is now in the process of meeting with executive management at each of the transit properties that are part of the Breeze system to go over the consultant's recommendations and receive input. Staff will come back to RTC once these meetings have been completed to report on what was discussed and propose next steps for moving forward with implementing priority recommendations.

Handouts supplied in advance on the ARC website: (www.atlantaregional.com/rtc)

- 4/10/14 RTC Agenda
- 10/10/13 RTC Meeting Summary
- Presentations
 - 2014 RTC Voting Membership, Work Activities & Meeting Schedule
 - Unified Bus Stop Signage Final Design
 - One-Click Project Update
- Handout
 - Transit Legislative Briefing

PROPOSED AGENDA

Regional Transit Committee

Tim Lee, Chair

**Thursday, June 12, 2014
11:15 am-12:15 pm
ARC Offices, Amphitheater, Level C**

1. Welcome, Chair's comments, Approval of 4/10/14 meeting summary, Public comment period ⁱ
Tim Lee, Chair
2. 2014 RTC Work Priorities (action) *Cain Williamson, ARC*
3. Unified Bus Stop Signage Design (action) *Cain Williamson, ARC*
4. GRTA Comprehensive Operations Analysis Briefing *Kirk Fjelstul, GRTA*
5. Regional Fare Study Recommendations *Cain Williamson, ARC*
6. Regional Transit Marketing Analysis & Strategy Development *Cain Williamson, ARC*
7. Announcements

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

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ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

June 12, 2014 Meeting Notes

Voting Members Present:

Commissioner Tim Lee, Chair
Commissioner Tom Worthan
Mr. Sonny Deriso
Mayor Kasim Reed
Mayor Bucky Johnson

Non-Voting Members Present:

Mr. Kirk Fjelstul
Mr. Keith Parker
Mr. Doug Hooker
Mr. Dan Moody
Commissioner Steve Brown
Ms. Carol Comer

Voting Members Absent:

Commissioner Buzz Ahrens
Mr. Kerry Armstrong
Mr. Robert Ashe
Commissioner John Eaves
Interim CEO Lee May
Commissioner Charlotte Nash

Non-Voting Members Absent:

Commissioner Richard Oden
Commissioner Pete Amos
Commissioner David Austin
Commissioner Bob Blackburn
Commissioner Keith Ellis
Commissioner Chipper Gardner
Commissioner Pat Graham
Commissioner Kevin Little
Commissioner Tommy Smith
Commissioner Jeff Turner

**No quorum was present;
meeting held for informational purposes only.**

1. Welcome, Chair's comments, Approval of 04/10/14 meeting summary, Public comment period

Chairman Lee welcomed everyone to the Regional Transit Committee meeting and acknowledged that there wasn't quorum in order to be able to take action on the two resolutions before the committee. Meeting was held for informational purposes only. There was no public comment.

2. 2014 RTC Work Priorities (action)

Cain Williamson, ARC, gave an overview of the 2014 work priorities. The priorities will all be very publicly facing things with the intention to capture the riding public's attention. The 2014 work priorities include:

1. Deploy regional trip planner;
2. Implement Unified Bus Stop Signage;
3. Regional Transit Fare System Upgrades (regional fare pass product, mobile ticketing, financial and programmatic review of regional clearinghouse); and
4. Create a regional transit marketing analysis and strategy plan.

Because there wasn't a quorum, the 2014 RTC Work Priorities will be brought for action before the next RTC meeting, scheduled for August 14, 2014 at 11:15 AM.

No Questions/Comments.

3. Unified Bus Stop Signage Design (action)

Cain Williamson, ARC, reviewed the proposal for the RTC to adopt a unified bus signage design to be piloted in Downtown/Midtown bus stops. The RTC was provided the full final design recommendations for unified bus stop signage at the April 10, 2014 meeting. Mr. Williamson stated that the design package was made to be adaptable, so the lowest tier of signage could be attached to a standard u-pole. The highest tier signage can display up to 36 routes, and could also incorporate LED signage with real time arrival information for vehicles.

Lastly, Mr. Williamson reminded the committee that the Unified Bus Stop Signage Design proposal will be brought up for action again before the next RTC meeting.

Questions/Comments:

Commissioner Steve Brown asked if the signage could be changed when routes are changed as well as what other languages can be displayed on the signage, and Mr. Williamson responded that the signage blades can in fact be changed out and that there is space for other languages, including a brail feature.

Mr. Dan Moody asked if there was a unified numbering system across all operators, and how difficult that might be to implement. Mr. Williamson indicated that the operators are proceeding down that path simultaneously with this project, and that while there are some logistical issues, all operators seem interested. Mr. Kirk Fjelstul added that in terms of effort, it's not daunting, but perhaps easier for non-MARTA operators. Mr. Fjelstul stated that GRTA is currently going through an operations analysis, and reaffirmed that customers like to instantly know that they're in the right spot. Numbering is good, but the feature of telling where the bus is going is the best feature. Mr. Williamson reiterated that the current signage does not offer that type of functionality.

Commissioner Steve Brown asked if the project would only be for intown locations to start with and whether or not it's better to have some outermost bus stops participate as well to have visual uniformity. Mr. Williamson affirmed that intown locations, Downtown/Midtown, are the locations set for the pilot and that the beauty of having designed a family of signage is that is very scalable for future implementations. Mr. Kirk Fjelstul stated that when people are driving along the interstate and looking for quick GRTA signage, that a recognizable brand is needed for those driving by.

Chairman Tim Lee thanked everyone for their input, and that this action item will be considered at the next RTC meeting for adoption.

4. GRTA Comprehensive Operations Analysis Briefing

Chairman Tim Lee introduces Kirk Fjelstul, GRTA.

Kirk Fjelstul, GRTA, wanted to make the RTC aware of the work Xpress is doing and discussed the operations analysis currently taking place at GRTA. Xpress core function is to deliver folks from suburban areas and major job centers along interstate. Xpress has done well and is experiencing an anniversary this year, but a lot has changed since inception. Xpress was originally supported financially by local governments. Mr. Fjelstul stated that they are currently evaluating GRTA's operations from top to bottom. The Comprehensive Operations Analysis is called Direct Xpress. At completion, GRTA will have an operations playbook for Xpress that everyone can understand. Xpress currently operates in 12 counties, with 30 park and rides and 5 different operating contracts. The study period will continue for 12 more months, with on-board surveys and surveys for non-riders to see where new markets are. Some of the questions GRTA will be asking include:

- Does a potential passenger fit in Xpress service core or another agency's?
- What markets is GRTA missing that there is demand for?
- Are there ways in which GRTA could improve its reverse commute options?
- Are there East/West route opportunities?

Mr. Fjelstul confirmed that GRTA is currently more efficient with the five contracts, but they will continue to find more efficiency. Mr. Fjelstul is interested in coming back to the RTC as GRTA get the study results back.

Questions/Comments:

Cain Williamson stated that MARTA is also in the midst of completing an operations analysis, and Mr. Keith Parker agreed to come back to present an update on that study at a later RTC meeting.

5. Regional Fare Study Recommendations

Cain Williamson, ARC, provided an update on the Regional Fare Study Recommendations. For the past 18 months staff has been analyzing regional payment structures through an exhaustive

study of best examples from across the country. The study produced recommendations that are currently being vetted by operators, but the study resulted in a narrowed immediate focus of three recommendations.

1. Regional fare pass product that would sit alongside other fare pass products that could be used on any system with unlimited rides with no cost to transfer.
2. Implementing mobile ticketing system technology. MARTA is well down the line in investigating mobile ticketing, and all operators are interested in participating in developing this further.
3. Conduct a financial and programmatic review of clearinghouse system that MARTA hosts for region. A review was a part of initial Breeze agreement with three non-MARTA operators when those agreements were signed, but this will be the first review conducted. Will move forward with starting review later this calendar year.

Questions/Comments:

Keith Parker, MARTA, thanked Cain and his team for the work they've done.

Commissioner Steve Brown asked if there would be a blending of each of the current passes so that there is just one entity and to make it easier for billing. Mr. Williamson stated that it was worth considering, but that staff would need to take the first three main issues and then look at that particular possibility. Mr. Williamson also mentioned that the PeachPass is looking to join forces with Florida and other states so that the PeachPass can be used in all those states with partner agreements.

6. Regional Transit Marketing Analysis & Strategy Development

Cain Williamson, ARC, presented to the committee that there is a desire to create a regional marketing strategy for transit, similar to the concept of marketing all milk producers with the "Got Milk" campaign. This regional transit marketing campaign would market transit use in general, not one particular operator. All other items are front facing items, but marketing and communications work lays the groundwork for interacting in a unified way with transit customers. This project will also interact with the website GRTA is launching. Mr. Williamson affirmed that there would still need to be some thought into how the PeachPass, Georgia Commute Options, and the 511 brands interact with this new transit brand so that it's not confusing to customers. Staff is currently vetting with all operators before bringing to RTC for comment.

Mr. Kirk Fjelstul stated that from GRTA's view, this project is a really great effort. Along what Mr. Parker said, we need to take the amount of time required to create a positive message. Mr. Williamson responded that staff will take the time to get the scoping correct for this project.

Mayor Kasim Reed requested to see several other options for the signage, and was interested in seeing how advertising could be further incorporated into the signage. Mr. Reed mentioned that many municipalities bring in significant revenue from transit advertising and that there are lots of potential to do the same with this project. Mr. Williamson responded that the portion of the proposed signage with the Midtown Alliance brand could be repurposed as advertising.

7. Announcements

Cain Williamson: There have been a lot of staff changes in Mobility Services. Regan Hammond left for the private sector a few weeks ago, and you'll remember that Nathan Soldat previously left for the Atlanta Beltline. Replacing Mr. Soldat as our new Senior Transit Planner is Aaron Fowler.

Chairman Tim Lee: Thank you Mayor Reed for serving as the previous RTC chair.

Handouts supplied in advance on the ARC website: (www.atlantaregional.com/rtc)

- 6/13/14 RTC Agenda
- 4/10/14 RTC Meeting Summary
- Presentations
 - Unified Bus Stop Signage Design and 2014 RTC Work Priorities
 - GRTA Comprehensive Operations Analysis Briefing
- Handouts
 - Issue Summary and Resolution Proposed 2014 RTC Work Priorities
 - Issue Summary and Resolution Proposed Unified Bus Stop Signage Design

Regional Transit Committee

Tim Lee, Chair

**Thursday, August 14, 2014
11:15 am-12:15 pm
ARC Offices, Amphitheater, Level C**

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|----|---|---|
| 1. | Welcome, Chair's comments, Approval of 6/12/14 meeting summary,
Public comment period ¹ | <i>Tim Lee, Chair</i> |
| 2. | 2014 RTC Work Priorities (action) | <i>Janae Futrell, ARC</i> |
| 3. | Unified Bus Stop Signage Design (action) | <i>Aaron Fowler, ARC</i> |
| 4. | Evolution of Atltransit.org Website | <i>Landon Reed and Janae Futrell, ARC</i> |
| 5. | Regional Fare Study Update | <i>Aaron Fowler, ARC</i> |
| 6. | Regional Transit Marketing Analysis & Strategy Development Update | <i>Janae Futrell, ARC</i> |
| 7. | Meeting Wrap-up | <i>Tim Lee, Chair</i> |

To access presentation materials, please visit:

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ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

August 14, 2014 Meeting Notes

Voting Members Present:

Commissioner Tim Lee, Chair
Mayor Bucky Johnson
Commissioner Charlotte Nash
Commissioner Buzz Ahrens
Commissioner John Eaves
Commissioner David Austin
Commissioner Tom Worthan
Mr. Sonny Deriso
Interim CEO Lee May

Voting Members Absent:

Mayor Kasim Reed
Mr. Kerry Armstrong
Mr. Robert Ashe

Non-Voting Members Present:

Mr. Dan Moody
Mr. Doug Hooker
Mr. Kirk Fjelstul
Mr. Keith Parker

Non-Voting Members Absent:

Commissioner Steve Brown
Ms. Carol Comer
Commissioner Richard Oden
Commissioner Pete Amos
Commissioner Bob Blackburn
Commissioner Keith Ellis
Commissioner Chipper Gardner
Commissioner Pat Graham
Commissioner Kevin Little
Commissioner Tommy Smith
Commissioner Jeff Turner

Action Taken:

1. 2014 RTC Work Priorities: A motion to approve was made by Charlotte Nash, seconded by Buzz Ahren, and passed unanimously.
2. Unified Bus Stop Signage Design: A motion to approve was made by Sonny Deriso motioned to approve resolution, second by John Eaves and passed unanimously

1. Welcome, Chair's comments, Approval of 06/14/14 meeting summary, public comment period

Chairman Lee welcomed everyone to the Regional Transit Committee meeting and welcomed Commissioner David Austin as a new RTC member. Today is important, thankful for quorum to move things forward. Chairman Lee noted that no comments were received on the 6/12/2014 RTC meeting. He asked if there were any comments and, hearing none stated meeting notes approved as written. Chairman Lee also introduced Janae Futrell as ARC/Mobility Services Division new Principle Transportation Planner who is an AICP certified planner with a degree in architecture.

2. Action Items

• 2014 RTC Work Priorities

Janae Futrell, ARC, gave an overview of the 2014 work priorities. The goal is to further refine the work program for the remaining year.

The 2014 work priorities for the remainder of the year will be:

1. Deploy Regional Trip Planner;
2. Implement Unified Bus Stop Signage;
3. Regional Transit Fare System Upgrades (*regional fare pass product, mobile ticketing, financial and programmatic review of regional clearinghouse*);
4. Create a regional transit marketing analysis and strategy plan.

Chairman Lee stated, more information will, be provided on each of these as we move forward.

The motion to approve passed unanimously.

• Unified Bus Stop Signage Design

Aaron Fowler, ARC, reviewed the proposal to adopt a unified bus signage design to be piloted in Downtown/Midtown/Atlantic Station bus stops. Members were provided full final design recommendations for unified bus stop signage at the April 10, 2014 meeting. Mr. Fowler states that this project is another solution that provides regional coordination to our network of transit options. Project shows that we are a coordinated system of transit operators. Signage will provide platemarking, route information, and a recognizable icon for bus stops. Signage will be implemented in a manner that can support any future sponsorship that MARTA, City of Atlanta, or other operators may want/need.

Questions/Comments:

Chairman Lee stated, staff is working on the projects with the advice and input of all operators and no decisions are being made in a vacuum. Project will be moving forward with many meetings that include all operators. We will be now seeking out funds to implement this project, and will look to include this in the next TIP amendment.

John Eaves asked could these stops provide real-time bus arrival information. Kirk Fjelstul, GRTA, responded and noted this ability is evolving and do depend on the operator. Keith Parker, MARTA, also stated MARTA currently provides this ability through their App. Mr. Fowler, ARC, suggested the goal would be to provide customers information at the bus stop on where to find this real-time information. Additionally, if the stops were ever outfitted with any display screens, a ticker could be added on the screens, which displays this information.

The motion to approve passed unanimously.

3. Evolution of the Atltransit.org Website

Chairman Lee introduced Landon Reed, ARC, to speak about the recently launched regional trip planner, atltransit.org. The idea behind this project originally came about with Senator Brandon Beach traveled from Gwinnett to Cobb by transit. The original proposed deadline for implementation was July 1, 2014. The site's main function is to plan regional transit trips. One of the other goals of the legislation was to have regional fare coordination, which is currently being done through the Breeze Card.

Mr. Reed showed an example trip from Kennesaw State University to the Gwinnett Arena. The website gives a rider all the different itinerary options and lets them decide which trip options makes the most sense for them. A page dedicated to passenger transfer information offers all the details about how to make transfers between multiple transit agencies. The resources page provides information about transit alerts and critical rider information.

Since the launch of the website in July, there have been 4,307 visits, with 29% of those coming from mobile devices and 49% of users have planned a trip. Ongoing activities will include revising the web content, improving the analytics of the website, updating the trip planner for improved accuracy, uploading all of our operators' data into Google Transit, and determining future costs for on-going site support and enhancements.

Questions/Comments:

Chairman Lee stated, this project is a regional, group effort, we plan to get this done without worrying about who gets it done or how it gets done, but the important thing is that it moves forward. This project is low hanging fruit and a success that we can grasp onto. All committee members are encouraged to report back with any feedback they hear from their communities about the project.

Kirk Fjelstul, GRTA, noted that he feels GRTA may be receiving too much of the credit and that it was an impressive group effort. While the project started at GRTA because of the proposed legislation, everyone was involved and helped to get this done. This project was accomplished within six months and had no dedicated budget. Some of the feedback we received were expected, but we knew some of these comments might happen because of our use of open source platforms. When we have shown the site to people, they have been impressed. We have now been asked for a budget that provides a menu of options of how we can improve the site.

Keith Parker, MARTA, noted MARTA hosted many meetings at MARTA but Mr. Fjelstul has done a lot of the heavy lifting. This site is very important when tourists visit and the effort shows that we are working closely together.

4. Janae Futrell, ARC, OneClick project launch update.

The core software between the OneClick and the regional trip planner is mostly the same. The purpose of this project is to give people information on all the mobility options they have in the region. OneClick incorporates Google Street View so that a user can evaluate the sidewalk conditions of their desired destination, as not every part of Atlanta is conducive to pedestrian trips and this feature helps you verify there are sidewalk facilities. OneClick provides information on a host of mobility options including ride-share, specialized services, taxis, transit, and pedestrian options.

If users, selects “Specialized Services,” a list of questions come up that, the user must answer that is geared towards these types of trips. Once the trip options come up, you can sort the trips by various factors, including trip cost. The final result is that the user can see a full range of mobility options in a one-stop shop.

Questions/Comments:

Chairman Lee stated, we will continue to have ongoing conversations about how to blend these two products together.

Kirk Fjelstul, GRTA, asked one of the things we learned during the atltransit.org project is there are many people that would want to use their mobile devices to access this information; will we be able to have a mobile platform of OneClick?

Ms. Futrell, ARC, responded, there will be a mobile version launched for OneClick, and we are currently reaching out to the transit operators to show a detailed demo and garner feedback.

David Austin asked if you were a visitor, would you be able to find major tourist sites. Ms. Futrell responded, we are looking to adding an enhanced feature that will pull information from Google Maps and autocomplete what you are typing in.

5. Regional Fare Study Recommendations Update

Aaron Fowler, ARC, provided an update on the Regional Fare Study Recommendations. What we learned out of the regional fare study is that in order for us to be able to implement a regional fare pass product, we have three main items that we need to first resolve. We first, must conduct an audit on the regional clearinghouse function. We will also be looking for the consultant to determine how often this audit needs to take place, whether that is every three years or every year. The consultant will evaluate best practices in this area so that we can plan to incorporate this into future RTC work programs. The next item this scope of work will address is coming up with a methodology for how to cost-share the financial burden of the clearinghouse functions. This will determine an equitable way to split the cost between the multiple of Breeze partners. Finally, the future consultant will evaluate ways to improve revenue sharing between the operators, particularly addressing the “float” that is tied to the clearinghouse and how fares are split when a passenger transfers. We believe that a solution to these three areas will lead to the creation of a regional fare product.

Questions/Comments:

Keith Parker, MARTA stated we are coordinating with the multiple transit operators on these items. MARTA is also working on mobile ticketing/payment options.

6. Regional Transit Marketing Analysis & Strategy Development Update

Janae Futrell, ARC, presented to the committee on this topic. We are not looking to reinvent the wheel about transit, but we do want an umbrella marketing campaign that addresses transit on a regional level. The question will be how we leverage last mile connectivity option, and how we can tailor the marketing strategy to transit specific tactics. We will likely find that a regional trip planner is even more helpful than a billboard.

Next steps will include garnering feedback from the transit operators and getting input from stakeholders.

They were no questions or comments.

7. Announcements

Chairman Lee thanked members on approving the work plan and the unified bus stop design resolutions. RTC next meeting is scheduled for October 9, 2014. Chairman Lee also stated, a lot can happen in two months therefore, RTC staff plans to take each of these projects and map out a time-line of next steps and due dates which he will be sending out to the group for review. When we get to our meeting in October, you will hopefully be updated and ready to take action. We want to make sure we are doing what we are committed to doing and making these projects a reality. If you hear anything from your community please let us know.

Buzz Ahrens asked what RTC's involvement is in state committee meeting on transportation funding. Chairman Lee responded we, will send out an update to the committee on when and where the next meetings will take place.

Handouts supplied in advance on the ARC website: (www.atlantaregional.com/rtc)

- 8/14/14 RTC Agenda
- 6/12/14 RTC Meeting Summary Notes
- Presentations
 - o Unified Bus Stop Signage Design
 - o Atltransit.org and OneClick Project Updates
 - o Regional Fare Study Update
 - o Regional Transit Marketing Analysis and Strategy Development Update
- Handouts
 - o Issue Summary and Resolution Proposed 2014 RTC Work Priorities
 - o Issue Summary and Resolution Proposed Unified Bus Stop Signage Design

PROPOSED AGENDA (Draft Version)

Regional Transit Committee

Tim Lee, Chair

**Thursday, October 9, 2014
11:15 am-12:15 pm
ARC Offices, Amphitheater, Level C**

- | | |
|---|-----------------------------|
| 1. Welcome, Chair's comments, Approval of 8/14/14 meeting summary, Public comment period ¹ | <i>Tim Lee, Chair</i> |
| 2. 2014-2015 RTC Work Program Status Document | <i>Cain Williamson, ARC</i> |
| 3. Regional Fare Study | <i>Aaron Fowler, ARC</i> |
| 4. Regional Transit Marketing Analysis & Strategy Development | <i>Cain Williamson, ARC</i> |
| 5. Evolution of Atltransit.org Website Update | <i>Landon Reed, ARC</i> |
| 6. Unified Bus Stop Signage Design Update | <i>Aaron Fowler, ARC</i> |

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

¹ 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 09, 2014 Meeting Notes

Voting Members Present:

Commissioner Tim Lee, Chair
Mr. Kerry Armstrong
Commissioner Buzz Ahrens
Commissioner Tom Worthan

Non-Voting Members Present:

Mr. Keith Parker
Commissioner Jeff Turner
Mr. Dan Moody
Mr. Doug Hooker

Voting Members Absent:

Mr. Sonny Deriso
Mr. Robert Ashe
Commissioner John Eaves
Interim CEO Lee May
Commissioner Charlotte Nash
Mayor Kasim Reed

Non-Voting Members Absent:

Mr. Kirk Fjelstul
Ms. Carol Comer
Mayor Bucky Johnson
Commissioner Richard Oden
Commissioner Pete Amos
Commissioner David Austin
Commissioner Bob Blackburn
Commissioner Steve Brown
Commissioner Keith Ellis
Commissioner Chipper Gardner
Commissioner Pat Graham
Commissioner Kevin Little
Commissioner Tommy Smith

Actions Taken:

A quorum was not present and the meeting was held for informational purposes only.

1. Welcome, Chair's comments, Approval of 08/14/14 meeting summary, Public comment period

Chairman Lee welcomed everyone to the Regional Transit Committee meeting. There was no public comment. Approval of the minutes from the 08/14/14 was postponed until the January 2015 RTC meeting. Cain Williamson filled in for Janae Futrell.

2. 2014-2015 RTC Work Program Status Document

Cain Williamson, ARC, introduced a new tool that RTC staff will be using to keep committee members up to date on RTC projects. The work program status document will be updated on a regular basis and sent out to committee members. The document will allow RTC committee members to stay abreast on all RTC projects in-between committee meetings.

3. Regional Fare Study Update

Aaron Fowler, ARC, updated the committee on the regional fare study. Mr. Fowler reviewed the history of the regional Breeze fare collection system, outlining how the partner agreements and regional participation evolved over time and why the region is now focusing on the clearinghouse audit, cost-sharing methodology and revenue sharing methodology as priorities. In 2009 the initial cost-sharing agreement expired between MARTA and the regional partners, and when a new agreement couldn't be agreed to, the ARC flexed federal funds to help off-set the regional cost of the regional automated fare collection system. That arrangement included \$1 million per year for 5 years to go towards regional Breeze costs, and included two regional transit planning studies, the last of which was this regional fare study. Mr. Fowler stated that RTC staff has received feedback from all the operators on the initial scope of work, and the biggest piece of feedback was that the Clearinghouse Audit should be a separate piece of work from the cost-sharing/revenue-sharing methodologies. The scope of work has been redrafted to first focus on the Clearinghouse data/financial audit, which can then be used to develop cost sharing and revenue sharing agreements in a second phase of work.

Cain Williamson, ARC, reminded the committee that the initial compromise in 2010 in which the ARC flexed federal funds to offset the regional costs of Breeze is set to expire in 2015, and so time is of the essence in resolving some of these outstanding items regarding the regional cost of Breeze.

Chairman Lee stated that just because all the operators aren't present at today's meeting, doesn't mean that they aren't involved in this project. This project is probably the hardest piece of work in this year's work program, and there's a tremendous amount of participation from all parties.

4. Regional Transit Marketing Analysis & Strategy Development

Cain Williamson, ARC, presented on behalf of Janae Futrell, ARC, who is the project lead for the transit marketing analysis and strategy development. Mr. Williamson stated that the scope of the project is to come up with a regional approach to marketing transit. The project will be largely outcome driven, and not for the sake of marketing, but the desired outcomes will set the stage for measuring the success of the work. Additionally there will be multiple levels of collaborators including staff from transit agencies as well as strategic partners such as chamber of commerce, community improvement districts, transportation management associations and bicycle/pedestrian organizations. Of the \$250,000 total

project cost, about \$50,000-100,000 will be held back to conduct actual marketing work once the marketing strategy has been developed. The implementation will track results and guide the project. If a strategy is ineffective, the strategy will be able to pivot to make sure the project is as effective as possible.

5. Evolution of Atltransit.org Website Update

Landon Reed, ARC, updated the committee on the progress made by the AtlTransit.org website. He informed the committee that there has been a regional decision by the transit executives to migrate the oversight of the website to RTC/ARC. GRTA is currently managing this project, but RTC staff will now come up with a transition plan for the project to move to the ARC. Mr. Reed stated that project members are drafting a purpose statement, as well as a list of enhancements and costs. There will be a future work session with transit agencies to finalize the list of enhancements. Finally Mr. Reed previewed a five-year work program for the AtlTransit.org website with initial cost estimates.

6. Unified Bus Stop Signage Design Update

Aaron Fowler, ARC, updated the committee that RTC staff is having conversations with MARTA about partnering with the agency on installing and maintaining the project signage. MARTA is currently evaluating a multi-year replacement of their signage, and a partnership seems possible. RTC staff has recommended that MARTA go after federal funds for their project. Local matching funds would come from regional transit operators and the local community improvement districts. The CIDs have stated that they are interested in having a very robust group of financial partners, and a clear outlook on long-term maintenance before they will back the project financially.

Cain Williamson, ARC, stated that GRTA is currently undergoing an operations evaluation, and some stop locations and routings could change over the next year or two.

Mr. Keith Parker, MARTA, stated that MARTA is currently evaluating whether or not its signage shop would be able to fabricate the project's signage, and this will help determine the potential to partner.

Handouts supplied in advance on the ARC website: (www.atlantaregional.com/rtc)

- 10/09/2014 RTC Agenda
- 8/14/2014 RTC Meeting Summary
- Presentations
 - Regional Fare Study Recommendations
 - Regional Transit Marketing Analysis & Strategy Development
 - Evolution of Atltransit.org Website Update
- Handouts
 - 2014-2015 RTC Work Program Status Document