PROPOSED AGENDA

<u>Regional Transit Committee</u>
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 period [i]   *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.

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[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

Regional Transit Committee

2014 Highlights

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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

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Regional Transit System & Providers
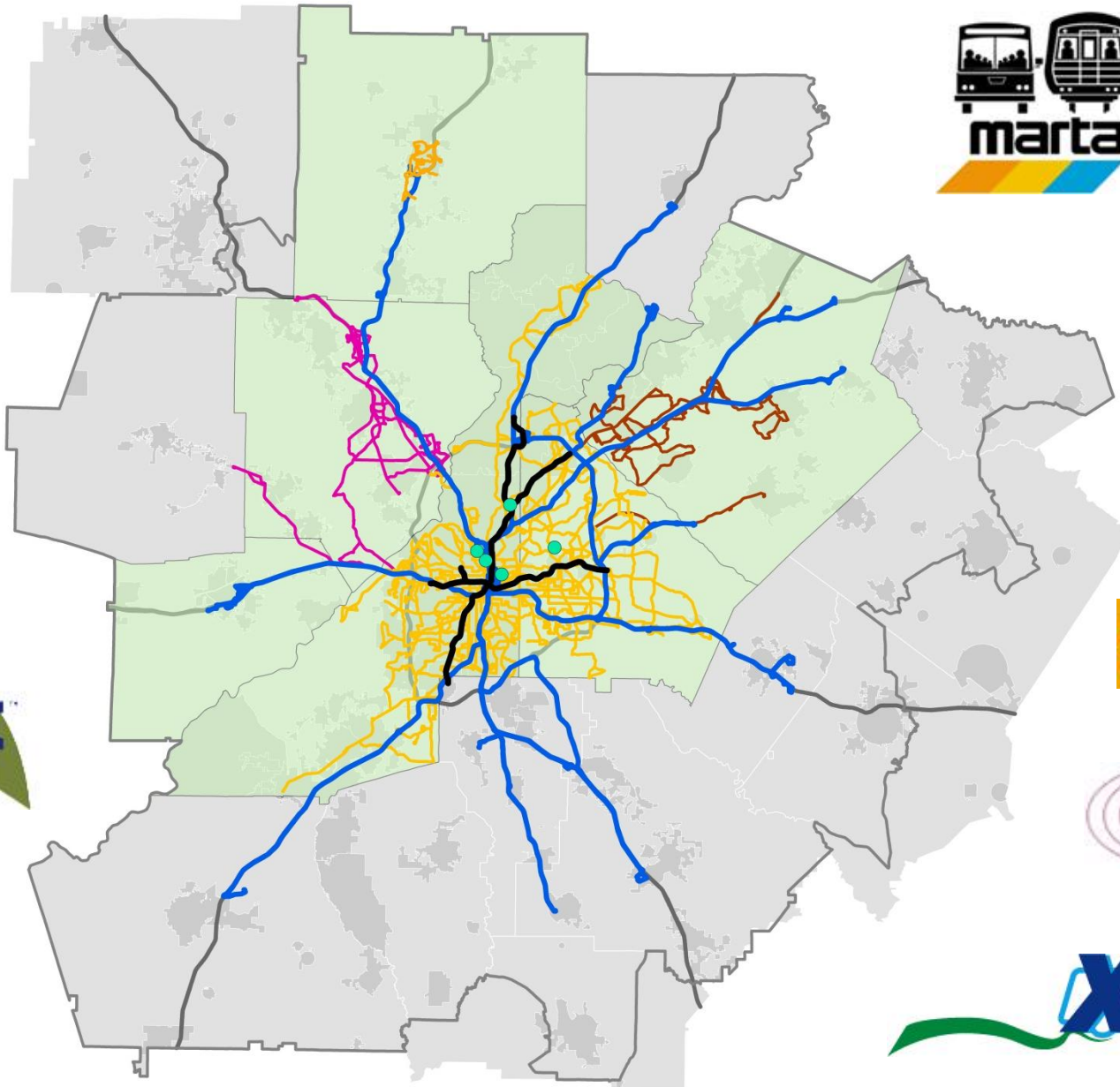
Voting Membership

- In 2012-2013, RTC had 13 voting members
- Voting membership requires financial contribution towards local match needed to draw down FTA funds
  - $1 million proposed budget for 2014 activities requires $200,000 local match
- For 2014, expected to have 10 voting members
  - $195,000 anticipated to be collected
    - $175,000 in local match collected to date
    - Additional $20,000 in process

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2014 Priority Work Activities

- Regional Fare Study recommendations implementation

- Unified Bus Stop Signage implementation

- Regional Transit Marketing Strategy

- MPO Coordination

  – Performance Measures (required by MAP-21)

  – 2016 Regional Transportation Plan

RTC 2014 Meeting Schedule

- February 13th (cancelled due to weather)
- April 10th
- June 12th
- August 14th
- October 9th

RTC meetings begin at 11:15am

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Unified Bus Stop Signage Design Project

Regional Transit Committee
April 10, 2014

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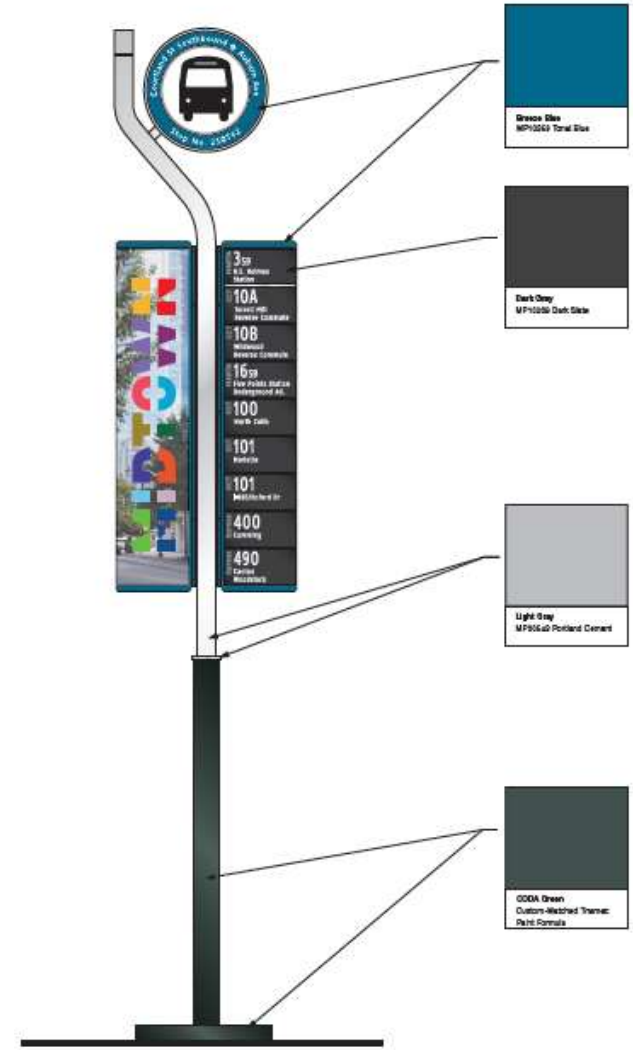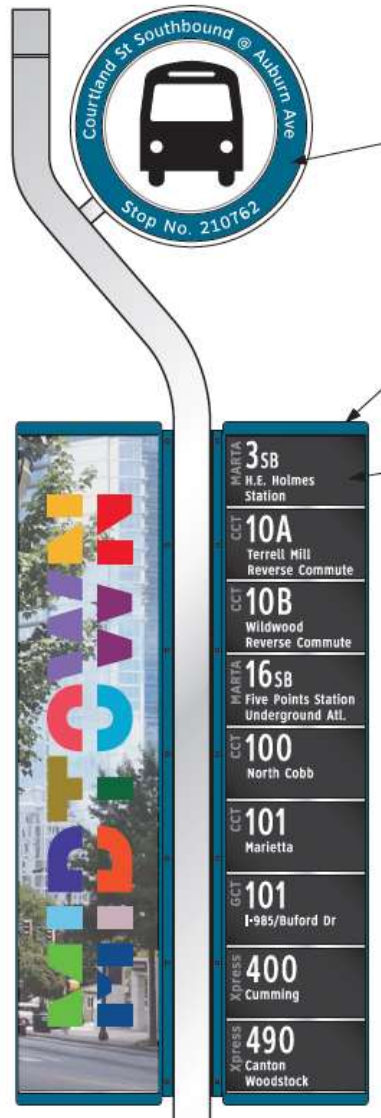
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Color Palette

Family of Tiers
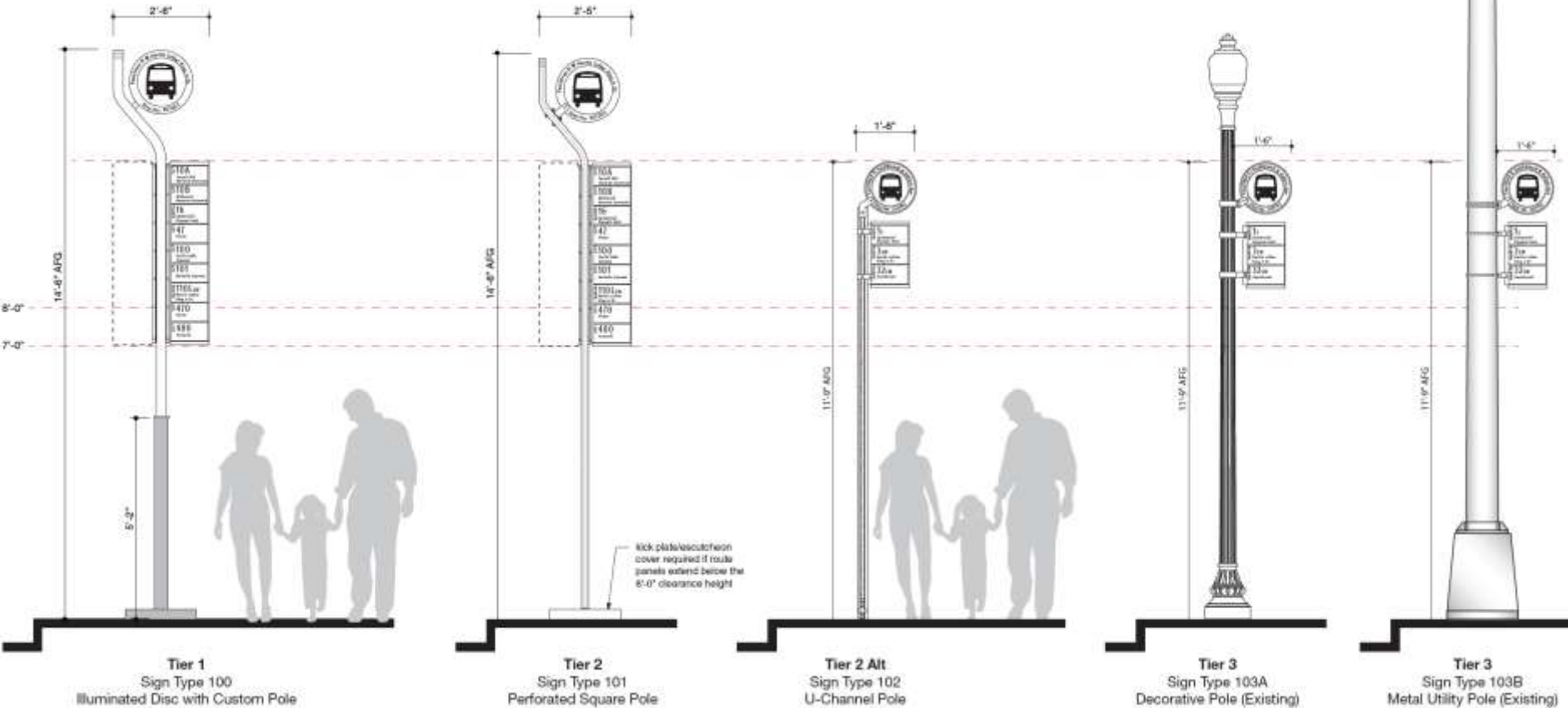
Tier 1
Sign Type 100
Illuminated Disc with Custom Pole

Tier 2
Sign Type 101
Perforated Square Pole

Tier 2 Alt
Sign Type 102
U-Channel Pole

Tier 3
Sign Type 103A
Decorative Pole (Existing)

Tier 3
Sign Type 103B
Metal Utility Pole (Existing)

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Provider Information

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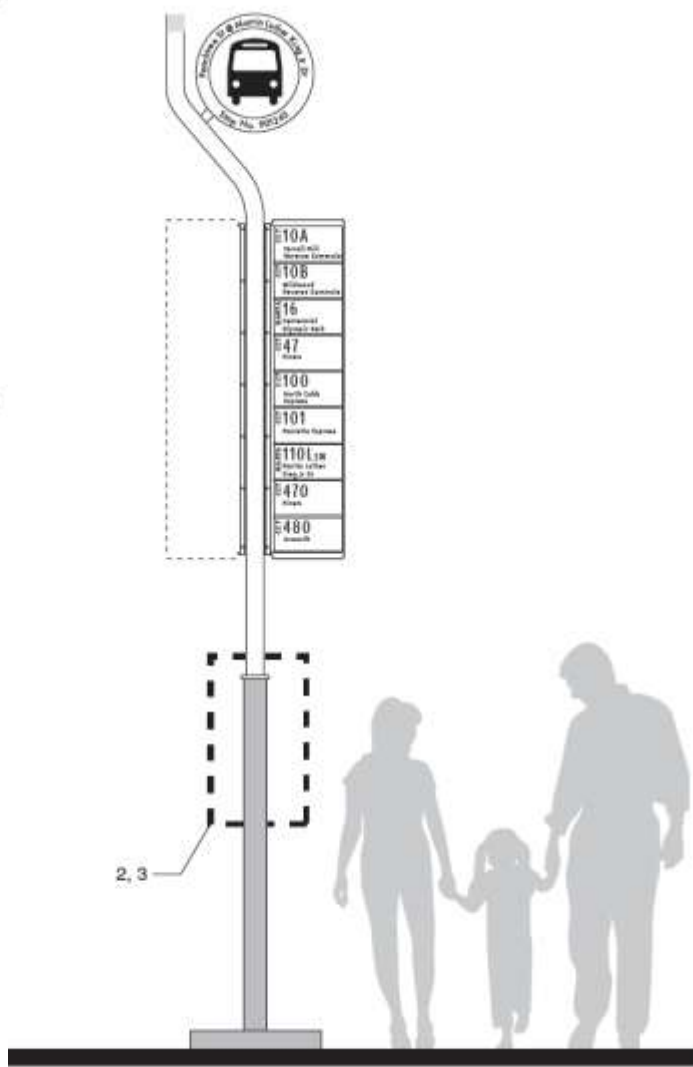
Route Panel Configurations

Single — 12", 1", 1", 8 5/16"
- MARTA 1S Centennial Olympic Park

Small — 12", 1", 1", 1'-8 1/4"
- MARTA 1S Centennial Olympic Park
- MARTA 32SW Bouldcrest
- MARTA 51S Joseph E Boone Blvd

Medium — 12", 1", 3'-2 1/2", 1"
- MARTA 1S Centennial Olympic Park
- MARTA 3SW Martin Luther King Jr Dr
- MARTA 32SW Bouldcrest
- MARTA 51S Joseph E Boone Blvd
- MARTA 55SW Jonesboro Rd
- MARTA 74S Flat Shoals

Large — 12", 1", 4'-8 5/8", 1"
- CCT 10A Terrell Mill Reverse Commute
- CCT 10B Wildwood Reverse Commute
- MARTA 16 Centennial Olympic Park
- CCT 47 Hiram
- CCT 100 North Cobb Express
- CCT 101 Marietta Express
- MARTA 110L SW Martin Luther King Jr Dr
- CCT 470 Hiram
- CCT 480 Acworth

Large-Plus — 12", 1", 4'-8 5/8", 1"
- 418 GCT | 442 XPress
- 416 XPress | 450 XPress
- 420 XPress | 451 XPress
- 422 XPress | 455 XPress
- 424 XPress | 460 XPress
- 425 XPress | 470 CCT
- 430 XPress | 475 CCT
- 432 XPress | 480 CCT
- 440 XPress | 490 XPress

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Route Panel Detail

color to match C3 printed on high-intensity reflective vinyl
white high-intensity reflective vinyl
color to match C1 printed on high-intensity reflective vinyl

MARTA 480L SB
Martin Luther King Junior Drive

white high-intensity reflective vinyl

2 Standard Route Single Panel
Scale: HALF

MARTA 480L SB
Martin Luther King Junior Drive

5/32" dia. hole centered vertically and horizontally
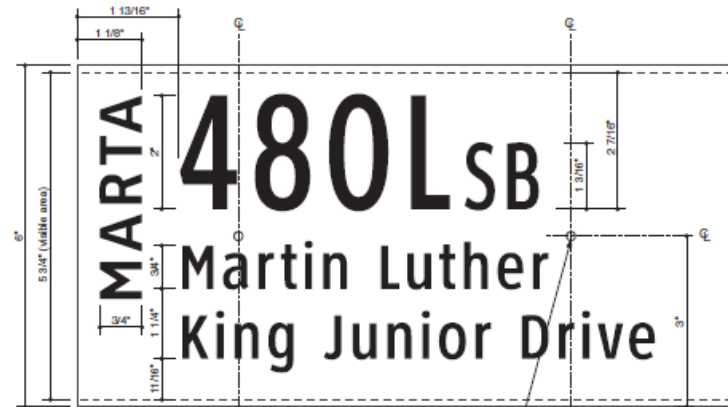
3 Standard Route Panel Details
Scale: HALF

white high-intensity reflective vinyl
color to match C1 printed on high-intensity reflective vinyl
color to match C1 printed on high-intensity reflective vinyl

32 SB MARTA

480L SB MARTA

color to match C3 printed on high-intensity reflective vinyl
color to match C3 printed on high-intensity reflective vinyl

5 Alternate Route Single Panels (Two Panels)
Scale: HALF

32 SB MARTA

480L SB MARTA

5/32" dia. hole centered vertically and horizontally
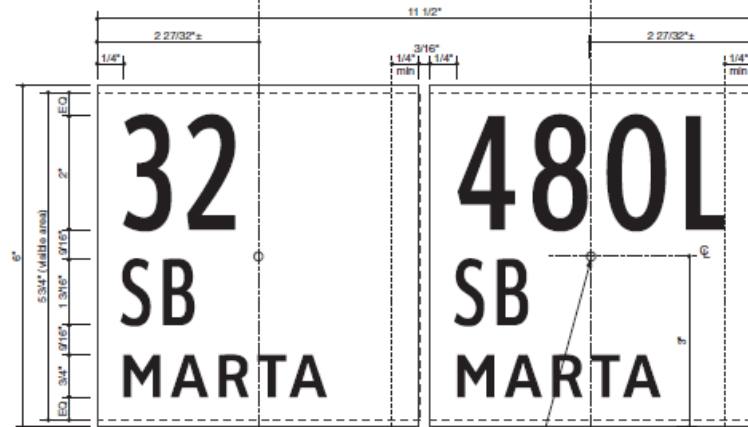
6 Alternate Route Panel Details
Scale: HALF

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Flexible Design
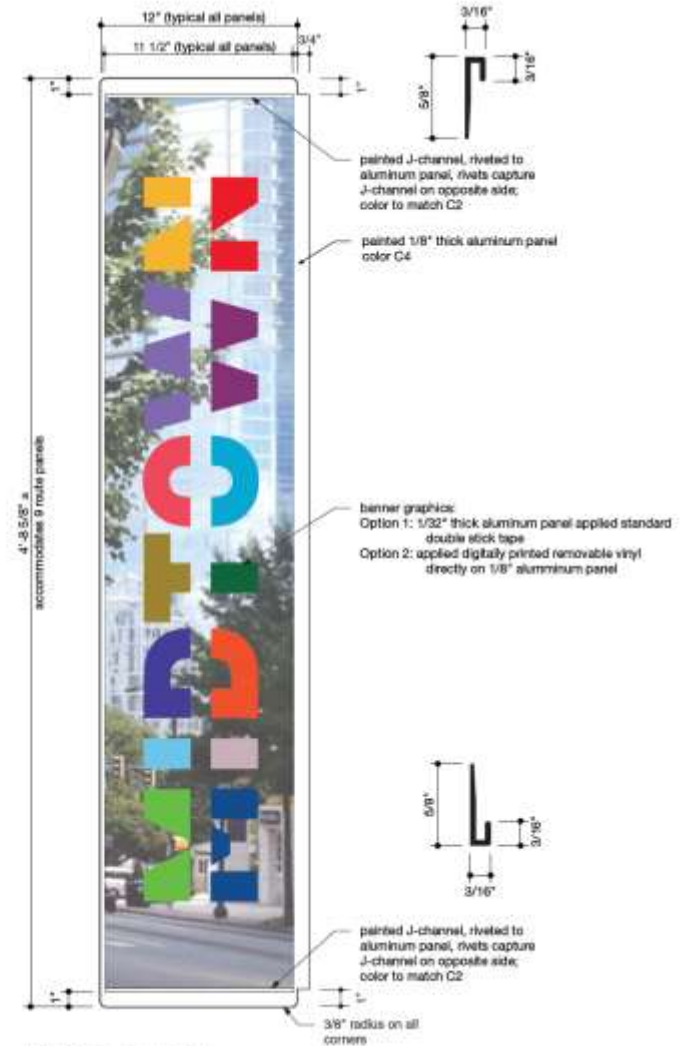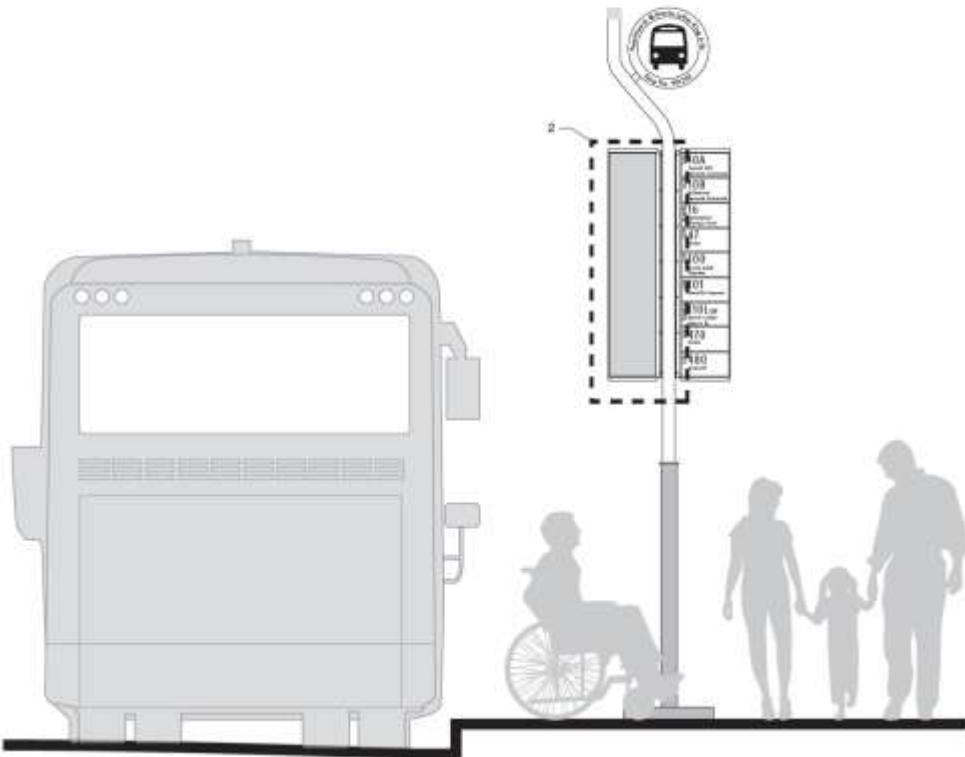
Inventory Summary & Pricing

| Sign Tier	Quantity	Panel Type	Quantity
Tier 1	63 (possibly 73 w/ Arts Center Station)	Large+	8
Tier 2 Alt	0 (possibly 10 w/ Arts Center Station)	Large	25
Tier 3	2	Medium	12
Tier 4 Alt Metal	1	Small	31

Fabrication cost estimate: $240,000 - $505,000

Inventory Data Uses

- Preliminary pricing

- Refining regional bus stop data

- Service planning and coordination for stop relocation, elimination, and consolidation

- Resource for LCI projects

- Future placemaking pilot projects

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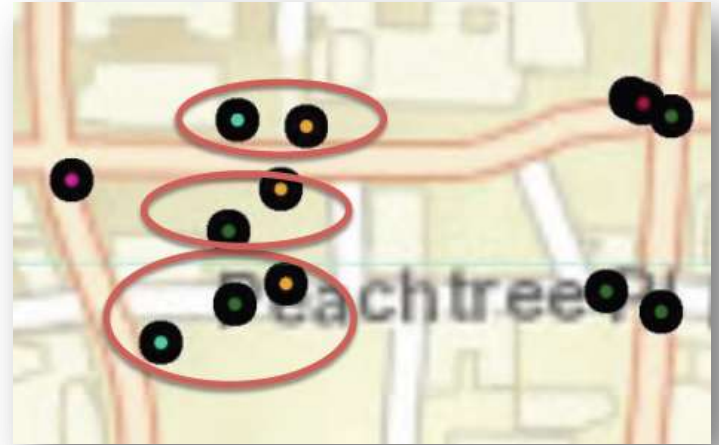
2014 Next Steps

- Pursue unified bus stop IDs

- Identify project sponsor

- Identify funding strategy

- Develop long-term maintenance plan

- Program implementation project in TIP

Questions or Comments

Regan Hammond
rhammond@atlantaregional.com
404.463.3269

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Atlanta Regional Mobility Management "One-Click" System

Janae Futrell, Transportation Mobility Manager
Atlanta Regional Commission
jfutrell@atlantaregional.com

ABILITY

CHOICE

OPTIONS

COMPARISON FACTORS

Greater Atlanta MOVES me.
Discover your trip. Get to your destination.
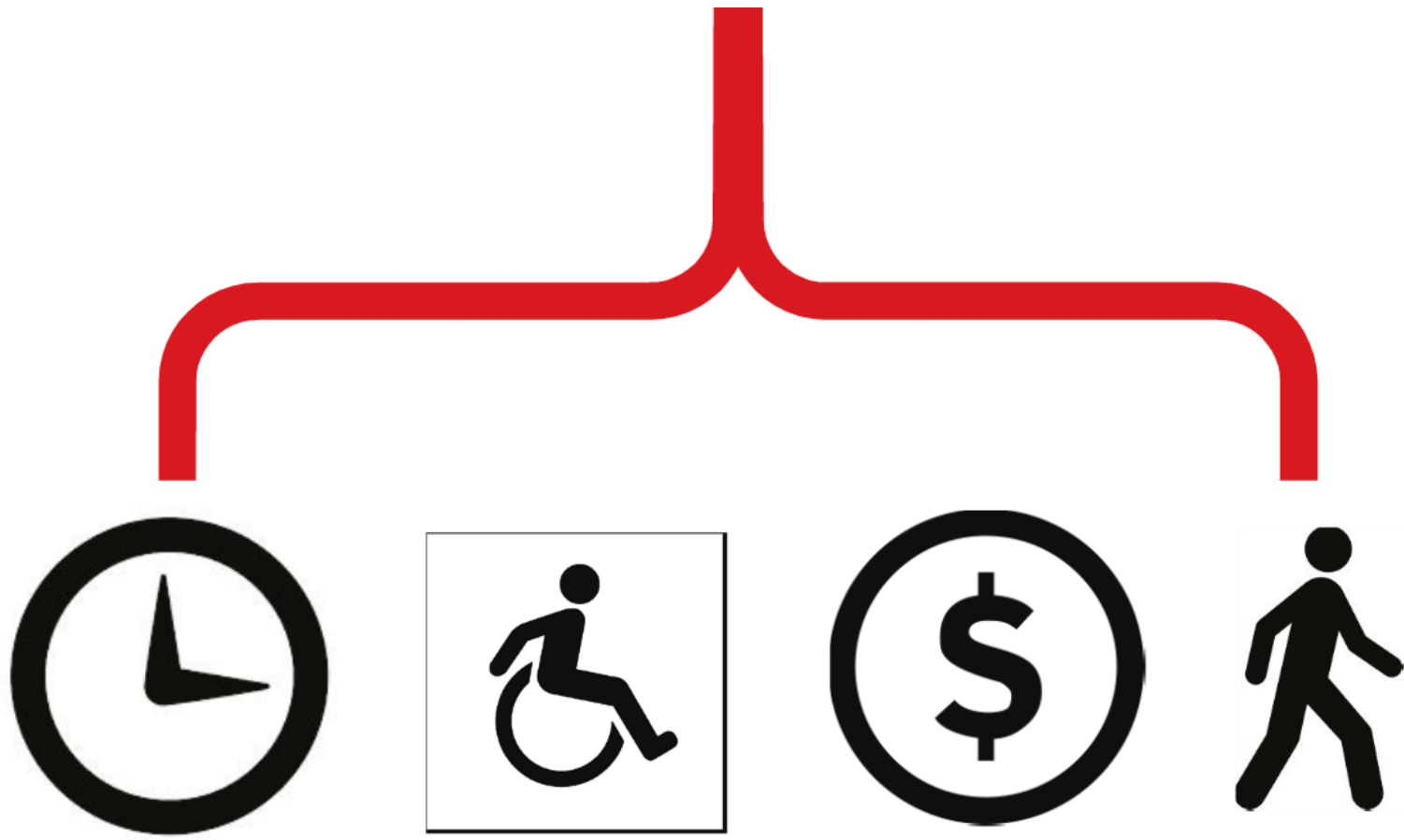
Trip > **Options** > **Review** > **Plan**

◉ Round-trip   ○ One-way

Modes ☑ Public Transit
　　　　　　　☑ Bus
　　　　　　　☑ Train
　　　　　　☑ Rideshare
　　　　　　☑ Specialized Services
　　　　　　☑ Taxi

Trip Purpose | Other | ▼ |

Leaving From | 40 Courtland St SE, Atlanta GA 30303 | 📍 |

Going To | Marietta City Hall | 📍 |

Travellers | 1 | ▼ |

Outbound | Arriving At ▼ | 2/23/2014 | |

Return | Departing At ▼ | 2/23/2014 | |

[Search]

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Home | Aging Resources | Regional Mobility Management

Regional Mobility Management

Mobility Management is a strategic approach for managing and delivering coordinated transportation services to all customers.

ARC with a consortium of it partners is developing a Regional Mobility Management Program with the goal to link accessible and responsive transportation with community needs.

Please visit the individual places below to see what the region already has to offer:

Vision

Welcome, Guest ▼ ?

Trip **Options** **Review** **Plan**

Year of Birth [   ]

Do you own or have access to a personal vehicle? ○ Yes ○ No ⦿ Not Sure

Are you a military veteran? ○ Yes ○ No

Are you low income? ○ Yes ○ No ⦿ Not Sure

Do you currently participate in Medicaid? ○ Yes ○ No ⦿ Not Sure

Do you currently participate in Medicare? ○ Yes ○ No ⦿ Not Sure

Do you currently participate in ADA Paratransit? ○ Yes ○ No ⦿ Not Sure

Do you use a wheelchair, scooter or other assistive device? ○ Yes ○ No ⦿ Not Sure

Do you walk... [Slower than average spe ▼]

How long can you comfortably walk? [Up to 10 minutes ▼]

[**Search**]

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Home | Aging Resources | Regional Mobility Management

Regional Mobility Management

Mobility Management is a strategic approach for managing and delivering coordinated transportation services to all customers.

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Please visit the individual places below to see what the region already has to offer:

Vision

Greater Atlanta MOVES me.
Discover your trip. Get to your destination.

Welcome, Guest ▼   ?

Trip ▸ **Options** ▸ **Review** ▸ **Plan**

Transportation Modes

- ☑ Public Transit
  - ☑ Bus
  - ☑ Train
- ☑ Rideshare
- ☑ Specialized Services
- ☑ Taxi

Number of transfers

0 —————————————— 2

Cost

$0 —————————————— $100

Time

1 minute —————————— 120 minutes

Outbound - 40 Courtland Street NE Atlanta, GA 30308 to Atlanta VA Medical Center

‹ -30 | +30 ›

	9:00am	9:30am	10:00am	10:30am	

marta — $3.50 — **Select**

🚕 — $22.50 — **?**

GRTA — $3.50 — **Select**

🚐 — $25.00 — **?**

Return - Atlanta VA Medical Center to 40 Courtland Street NE Atlanta, GA 30308

‹ -30 | +30 ›

	1:30pm	2:00pm	2:30pm	3:00pm

marta — $3.50 — **Select**

🚐 — $20.00 — **?**

🚕 — $16.00 — **Select**
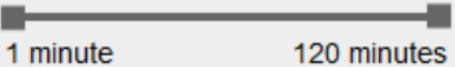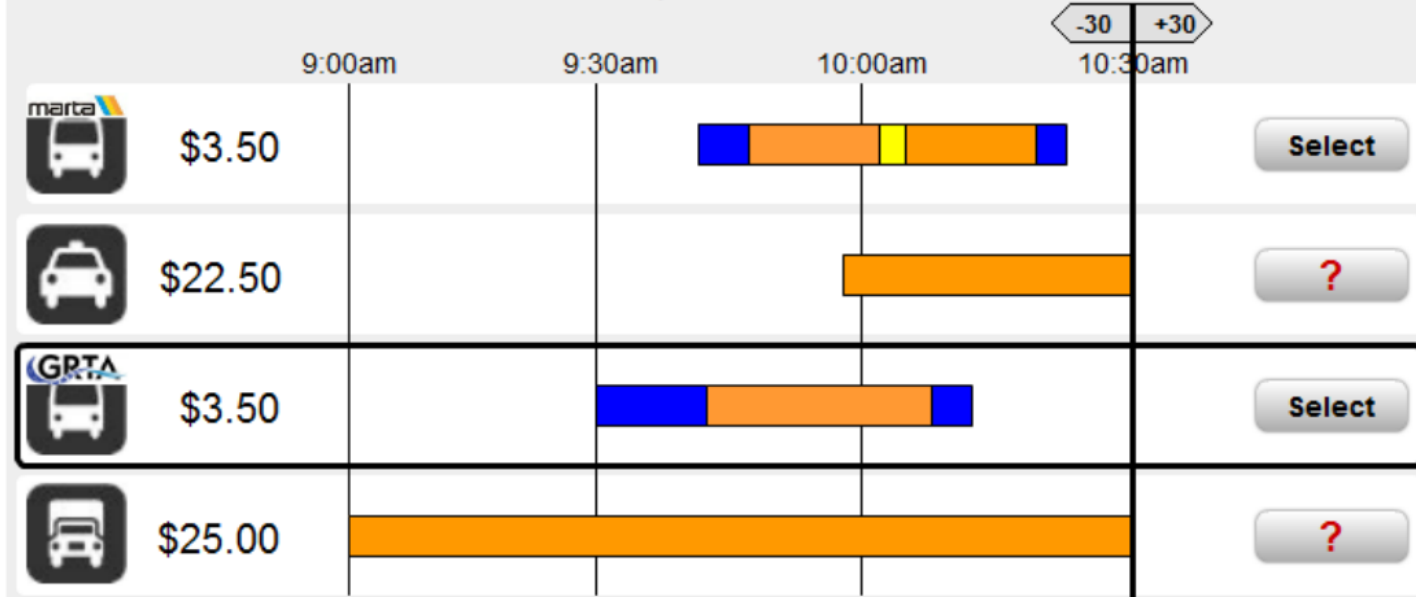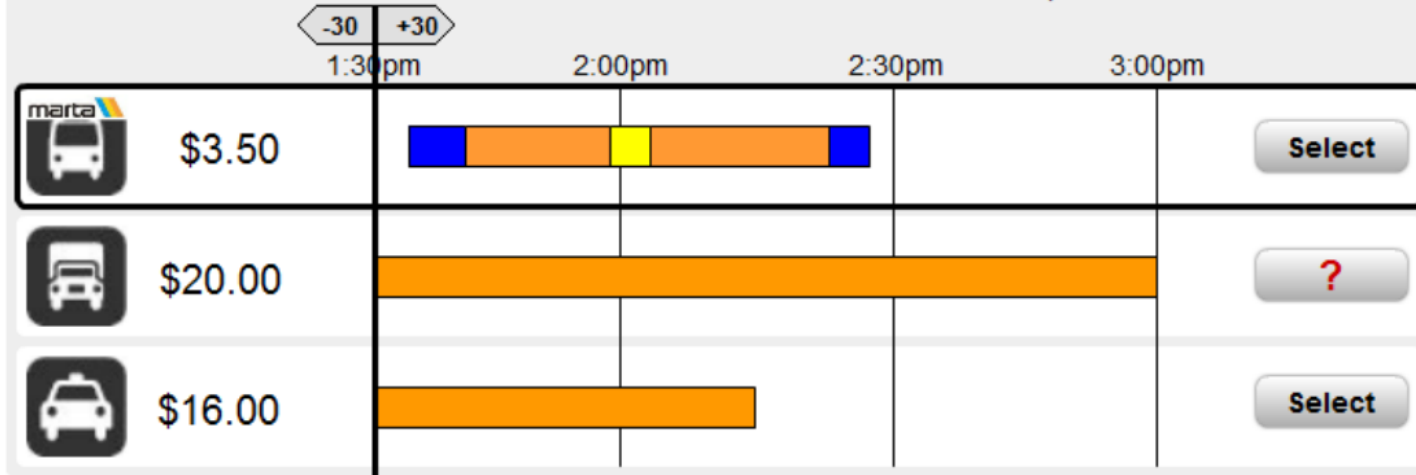
■ Walk   ■ Vehicle   ■ Transfer

Plan

More About This Initiative

Version x.x.x.

Send your Feedback

English | Espanol

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Discover your trip. Get to your destination.

Trip ▶ **Options** ▶ **Review** ▶ **Plan**

Print   Email

Outbound - 40 Courtland Street NE Atlanta, GA 30308 to Atlanta VA Medical Center

🚌   10:03am → 10:57am   5 minute walk   1 transfer $3.50
54 minutes

▶ START: 40 Courtland Street Northeast Atlanta GA 30303
3:12 PM

🚶 WALK To PIEDMONT AVE @ GILMER ST
4 mins

🚌 MARTA BUS 99 To JESSE HILL JR DR SE @ DECATUR ST
3:17 PM To 3:18 PM

🚶 WALK To GEORGIA STATE STATION
1 min

🚆 MARTA SUBWAY BLUE To DECATUR STATION
3:21 PM To 3:34 PM

🚶 WALK To SWANTON WAY@COMMERCE DR
Under 1 min

🚌 MARTA BUS 19 To CLAIRMONT RD@CLAIRMONT LK
3:35 PM To 3:47 PM

🚶 WALK To Clairmont Road
Under 1 min

⬛ ARRIVE: 1670 Clairmont Road Decatur GA 30033
3:47 PM
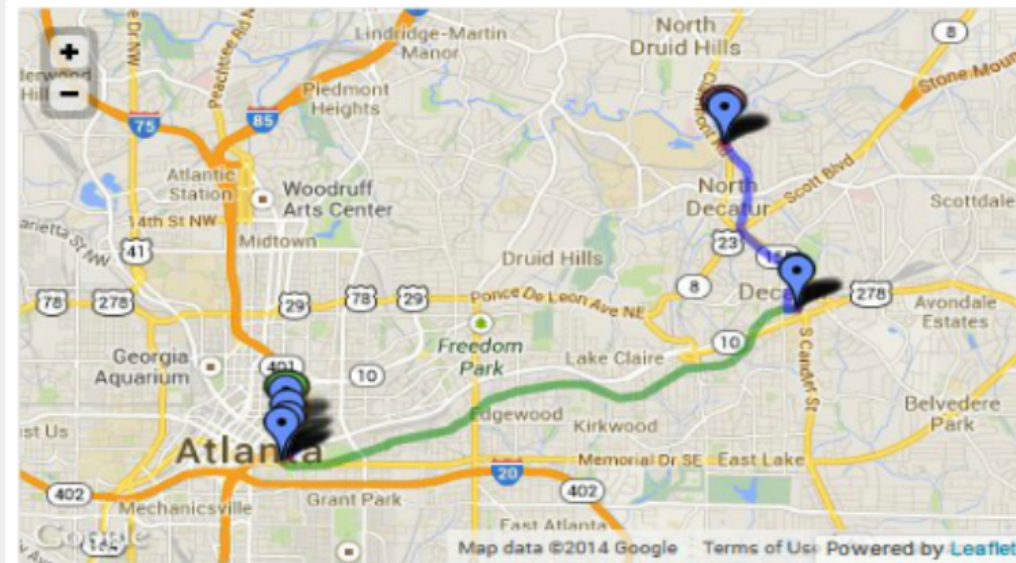
Return - Atlanta VA Medical Center to 40 Courtland Street NE Atlanta, GA 30308

🚕   11:47 → 12:30pm $22.00
43 minutes   (est)

AAA Taxi Service: (770) 926-1600
AAA Yellow Cab: (770) 455-4412
Checker: (404) 351-1111
Crown Taxi: (404) 898-0554

Trips Planned Report

* Report name	Trips Planned	* Date range	All
* Trip purpose	All	* Traveler type	All
* Display type	Summary Chart	* Summary type	Day

✔ Run
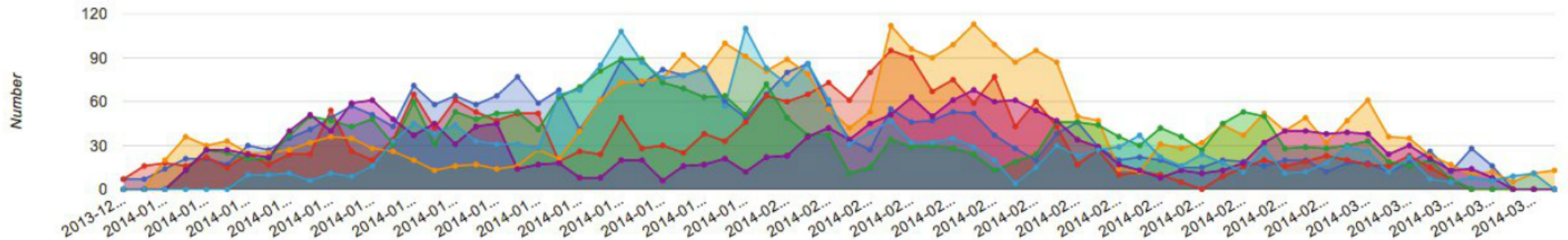
10 ▼ records per page

Trip Date ▲	medicare_eligible	no_trans	nemt_eligible	disabled	veteran	ada_eligible
2013-12-31	7	7				
2014-01-01	7	16				
2014-01-02	14	18	20			
2014-01-03	21	16	36	13	13	
2014-01-04	21	22	30	27	27	
2014-01-05	17	15	33	25	27	

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Locate your bus

Where is your bus?

Let's find out. We provide easy access to real-time transit information for the Atlanta region and beyond.

Our Goal
We want to make it easier to use public transit by providing easy access to schedule and real-time arrival information for the buses you ride every day.

We provide:
- Real-time arrival information for MARTA and other agencies
- Arrival info for every bus stop
- Easy access to information across a variety of devices.

Why? We're riders just like you and we don't like waiting for the bus any more than we have to.

Tools
Our tools are available across a number of interfaces.

Web   Mobile   Android

iPhone   Windows 8

All mobile apps now support the Atlanta region by default!

Research
OneBusAway was started by students at the University of Washington, and it has been deployed in Atlanta by the Urban Transformation Information Lab (UTI) at Georgia Tech. Check out our research page for more information.

Our work is all open source software, so that others may reuse and build upon our efforts. As a result, OneBusAway software has been deployed to many other communities as well.

© University of Washington | Georgia Tech   Contact Us   Privacy Policy   Developer Resources   (BETA version)
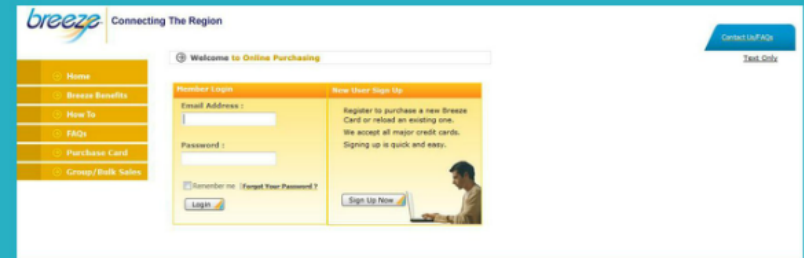
Save my profile!
(we'll save the information you already entered)

More about this initiative   Send your feedback

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Discover your trip. Get to your destination.

Pay for transit

breeze | Connecting The Region

Contact Us/FAQs
Test Only

Welcome to Online Purchasing

Home
Breeze Benefits
How To
FAQs
Purchase Card
Group/Bulk Sales

Member Login
Email Address :

Password :

☐ Remember me   Forgot Your Password ?

Login

New User Sign Up
Register to purchase a new Breeze Card or reload an existing one. We accept all major credit cards. Signing up is quick and easy.

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DATE: April 10, 2014

TO: Regional Transit Committee Members

FROM: Scott Haggard, ARC Government Affairs Manager
shaggard@atlantaregional.com, 678-471-7259

The 2014 session of the Georgia General Assembly adjourned sine die on Thursday, March 20th, having completed its 40-day session. Below is a status of the transit-related bills and resolutions ARC monitored or worked during this two-year General Assembly term. Governor Deal has 40 days after session to sign or veto any legislation, and any bill on which he takes no action automatically becomes law.

PASSED – HB 264/HB 265: Revisions to the MARTA Act/ Rep. Mike Jacobs (R-Brookhaven) and others
The versions of the bills that passed on Day 40 allow the mayors of North Fulton to collectively make two appointments to the MARTA Board of Directors, and the mayors of DeKalb one. The GDOT Commissioner and GRTA Executive Director become non-voting members, and the Governor is allowed to appoint one new voting member. Board changes become effective in 2017. The bills also relax some financial and reporting provisions for MARTA, including a three-year lifting of the "50/50" restriction on MARTA sales tax revenues. Importantly, HB 264 allows MARTA to engage in rail contracting services at the request of a county (in addition to bus service, which is already allowed).

PASSED – HR 1573: Study Committee on Transportation Infrastructure Funding/ Rep. Jay Roberts (R-Ocilla)
This resolution creates a joint study committee to include the respective Senate and House Transportation and Appropriations Committee Chairs, as well as additional representatives from the House and Senate (3 each), the Georgia and Metro Atlanta Chambers of Commerce, ACCG and GMA, and two citizen members appointed by the Speaker and Lt. Governor. The study committee will meet no more than 8 times and conclude its business by December 1, 2014, and is expected to conduct meetings throughout the state this summer. The study committee may make recommendations to the 2015 Assembly in the area of transportation funding for the legislature to consider.

PASSED – HB 1009: Exempting Clayton Co. from Sales Tax Cap for Transit/ Rep. Mike Glanton (D-Clayton Co.)
This bill extends the time frame until 2016 for Clayton County to hold a voter referendum for the purpose of levying a sales tax to fund public transportation. The bill is necessary in that it exempts such a tax from the current sales tax cap for counties, which Clayton is already up against. The Clayton Board of Commissioners is expected to call for a referendum for this purpose, possibly to join MARTA, for November 2014.

FAILED – SR 735: Unified Website for Metro Atlanta Transit Agencies/Sen. Brandon Beach (R-Alpharetta)
This non-binding urging resolution was the result of Sen. Beach's Study Committee on Public Transit, which met three times in late 2013, and calls for GRTA, MARTA, Cobb Community Transit, and Gwinnett County Transit to work together to establish a common website at www.GoATLTransit.com where customers could

plan a trip and pay their fare across the agencies' systems. The resolution places GRTA in charge of the effort, and sets a deadline of July 1, 2014 for the development of the website. The agencies have been meeting regularly, along with ARC, in efforts to meet the request, and despite the fact that the resolution failed to make it through the House, work is expected to continue on this effort.

FAILED – HB 775: Transit Authorities/ Rep. John Carson (R-Cobb)
This bill was part of an effort by several legislators to remove outdated population provisions in the Georgia Code, and removes a population threshold under which no municipality could form its own transit authority. After some discussion with the Georgia Transit Association and MARTA, among others, Rep. Mike Jacobs authored an amendment which would require any municipality forming its own transit authority to enter into an intergovernmental agreement with any existing transit authority prior to formation. The bill failed to move in the Senate after it was amended to include language concerning billboards.

FAILED – HB 153: Fractional Sales Tax for SPLOST/ Rep. John Carson (R-Cobb)
This bill would have allowed counties to ask voters for a fractional percentage for the SPLOST. An intergovernmental agreement between cities and counties would have been required. This bill passed the House, but met resistance in the Senate, where it was opposed by GMA and some influential county commissioners. ACCG was neutral on the bill.

FAILED – HB 195: Changes Definition of Special Districts in TIA Legislation/ Rep. Ed Setzler (R-Cobb)
This bill generated some discussion as a revised method to approach transportation funding post-TIA, allowing new special districts to be formed through intergovernmental agreement between two or more counties or cities, and a sales tax (including fractions) levied for a period of 3 to 10 years. This discussion will now continue in the Joint Study Committee approved by HR 1573.

FAILED – HB 648: "Fourth Penny" to Transportation/ Rep. Brett Harrell (R-Snellville)
Currently, Georgia collects a 4 cent state sales tax, of which 3 cents is reinvested into transportation by Georgia DOT, with the additional cent going into the General Fund. This bill would have established that 1/4 cent will be returned to GDOT beginning in 2016 and ending in 2020 when the full cent is collected. The bill did not advance beyond introduction, and will be part of discussions on transportation moving forward.

FAILED – HB 390: DeKalb County Tax Cap/ Rep. Rahn Mayo (D-DeKalb)
This bill would have allowed only DeKalb County the ability to levy a sales tax for transportation purposes for up to 10 years, which the county is currently not able to do since it has both the MARTA tax and a HOST. The bill passed a House committee, and was later added to a Senate bill in hopes of getting it through, to no avail.

PROPOSED AGENDA

<u>Regional Transit Committee</u>
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

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

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[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:
  o 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.
  o HR 1573 – Creation of the Study Committee on Transportation Infrastructure Funding
  o 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
  o 2014 RTC Voting Membership, Work Activities & Meeting Schedule
  o Unified Bus Stop Signage Final Design
  o One-Click Project Update
- Handout
  o Transit Legislative Briefing

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ARC
ATLANTA REGIONAL COMMISSION

ATLANTA REGIONAL COMMISSION

DATE: June 12, 2014

ISSUE SUMMARY: **RESOLUTION ADOPTING A REFINEMENT**
TO THE REGIONAL TRANSIT COMMITTEE
2014-2016 WORK PROGRAM

FROM: Tim Lee, Chair, Regional Transit Committee

IMPORTANCE:

On October 10, 2013 the RTC adopted a three year work program and budget for staff for the calendar years of 2014, 2015 and 2016.

This draft resolution further refines the three year work program through addition of a set of four priority projects for calendar year 2014. The four tasks given to staff are to:

1. Develop, Deploy and Evolve Regional Transit Trip Planner & Associated Website
2. Implement Unified Bus Stop Signage
3. Regional Transit Fare System Upgrades
4. Conduct Regional Transit Marketing Analysis & Strategy Development

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ACTION REQUIRED: RTC Approval of the resolution.

A RESOLUTION BY THE
REGIONAL TRANSIT COMMITTEE
REFINING THE RTC WORK PROGRAM FOR
CALENDAR YEARS 2014-2016

WHEREAS, the Regional Transit Committee (RTC) became effective in January 2010 as a policy committee of the Atlanta Regional Commission (ARC) following a December 2009 amendment of the Quad Party Agreement (*Memorandum of Agreement for Transportation Planning Coordination and Cooperation in the Atlanta Metropolitan Planning Area between the Atlanta Regional Commission, Georgia Department of Transportation, Georgia Regional Transportation Authority, and the Metropolitan Atlanta Rapid Transit Authority*); and

WHEREAS, on October 10, 2013, the RTC adopted a work program and budget for the calendar years 2014-2016; and

WHEREAS, there is a need to refine the RTC's 2014 calendar year work program to capitalize on existing consensus and momentum around priority projects; and

WHEREAS, these adjustments to the 2014 work program will be highly visible, with relatively low costs; and

WHEREAS, the RTC seeks that these refinements will present a cohesive regional identity and cooperation to the public, stakeholders, decision-makers and the state legislature.

NOW, THEREFORE, BE IT RESOLVED, the RTC endorses the attached 2014 Work Program Project List and forwards it to the Atlanta Regional Commission for incorporation into Strategy 2014, the ARC Work Program and Budget, and the 2014 Unified Planning Work Program, as necessary.

2014 WORK PROGRAM PROJECT LIST

1. **Develop, Deploy, and Evolve the Regional Transit Trip Planner & Associated Website**

Support the launch of a site that provides centralized service, trip planning, and fare information for all transit systems in the region. The RTC will provide technical assistance and resources to help ensure the site is implemented in a coordinated and sustainable fashion, with a customer focus and will work to facilitate the expansion of the site to include additional relevant information to the travelling public.

2. **Implement Unified Bus Stop Signage**

Implement RTC designed unified signage for bus stop locations served by multiple operators in Downtown/Midtown Atlanta. This signage is will provide customers with necessary information and increase the visibility of transit services while putting forward a cohesive regional image.

3. **Regional Transit Fare System Upgrades**

The Regional Multi-Modal Public Transit Automated Fare Collection Study recommended that the region: 1) deploy a regional fare pass product(s) for interagency travel; 2) implement mobile ticketing technology; 3) conduct a financial and programmatic review of the regional clearinghouse functions. The RTC will make progress on all three recommendations.

4. **Conduct Regional Transit Marketing Analysis & Strategy Development**

This effort will strive to increase ridership and fare box returns by expanding transit's customer base through coordinated education, information provision, marketing, public relations, and outreach. The effort will raise awareness of transit as a viable and necessary mode of transportation and improve coordination of marketing efforts among the various transit providers.

![ARC - Atlanta Regional Commission logo]

DATE: June 12, 2014

ISSUE SUMMARY: ADOPT A UNIFIED BUS STOP SIGNAGE DESIGN AND IMPLEMENT

FROM: Tim Lee, Chair, Regional Transit Committee

IMPORTANCE:

On April 10, 2014, the Regional Transit Committee was provided the final design recommendation for unified bus stop signage. The signage is designed to provide improved way-finding for those locations where there are multiple operators servicing a single bus stop. The proposed project will start as a pilot project in Downtown and Midtown Atlanta, with potential for expansion region-wide. The design effort was part of the RTC's 2012-2013 Work Program and was completed in December 2013.

RTC approval is requested to establish this as an endorsed, uniform standard in bus stop design. The formal establishment of the unified bus stop signage design will allow ARC to move forward with implementation, including seeking out cost estimates for fabrication, installation and maintenance, as well as finding project sponsors and adding the project to the TIP.

ACTION REQUIRED: RTC Approval of the resolution.

A RESOLUTION BY THE
REGIONAL TRANSIT COMMITTEE
ESTABLISHING UNIFIED BUS STOP SIGNAGE DESIGN

WHEREAS, the Regional Transit Committee (RTC) became effective in January 2010 as a policy committee of the Atlanta Regional Commission (ARC) following a December 2009 amendment of the Quad Party Agreement (*Memorandum of Agreement for Transportation Planning Coordination and Cooperation in the Atlanta Metropolitan Planning Area between the Atlanta Regional Commission, Georgia Department of Transportation, Georgia Regional Transportation Authority, and the Metropolitan Atlanta Rapid Transit Authority*); and

WHEREAS, the RTC is charged with coordinating aspects of the regional transit system that impact multiple transit operators; and

WHEREAS, a Fleet and Facilities Inventory Project completed in February 2012 found that "wayfinding can be difficult at regional transfer points," and that "understanding how to connect to other services is not readily apparent" to the average transit rider; and

WHEREAS, the Unified Bus Stop Signage Design Project that was completed in December 2013 addresses these concerns by creating one design standard for regional bus transfer points; and

WHEREAS, the Unified Bus Stop Signage Design project has concluded with a design recommendation that is supported by the regional transit operators, the City of Atlanta and the midtown and downtown Community Improvement Districts (CIDs); and

WHEREAS, there is currently temporary bus signage in place at regional transfer locations that has limited information for existing and future transit patrons, and that new unified signage design would provide the traveling public with critical information needed for making a transit trip.

NOW, THEREFORE, BE IT RESOLVED, the RTC accepts and endorses the Unified Bus Stop Signage Design recommendations for regional bus transfer locations; and

BE IT FURTHER RESOLVED, the RTC directs staff to take action to estimate installation and maintenance costs for the new signage, to identify a project sponsor(s), and to get the project added to the Transportation Improvement Program (TIP).

Regional Transit Committee
Tim Lee, Chair

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

1. Welcome, Chair's comments, Approval of 6/12/14 meeting summary,
   Public comment period[1]   *Tim Lee, Chair*

2. 2014 RTC Work Priorities (action)   *Janae Futrell, ARC*

3. Unified Bus Stop Signage Design (action)   *Aaron Fowler, ARC*

4. Evolution of Atltransit.org Website   *Landon Reed and Janae Futrell, ARC*

5. Regional Fare Study Update   *Aaron Fowler, ARC*

6. Regional Transit Marketing Analysis & Strategy Development Update   *Janae Futrell, ARC*

7. *Meeting Wrap-up*   *Tim Lee, Chair*

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

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[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.

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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. <u>2014 RTC Work Priorities</u>: A motion to approve was made by Charlotte Nash, seconded by Buzz Ahren, and passed unanimously.

2. <u>Unified Bus Stop Signage Design</u>: 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 platemaking, 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

ATLANTA REGIONAL COMMISSION

DATE: August 14, 2014

ISSUE SUMMARY: 2014-2016 RTC WORK PROGRAM REFINEMENT

FROM: Tim Lee, Regional Transit Committee

IMPORTANCE:

On October 10, 2013 the RTC adopted a three year work program and budget for staff for the calendar years of 2014, 2015 and 2016.

This draft resolution further refines the three year work program to a set of four priority projects for calendar year 2014. The four tasks given to staff are to:
1. Develop, Deploy and Evolve Regional Transit Trip Planner & Associated Website
2. Implement Unified Bus Stop Signage
3. Regional Transit Fare System Upgrades
4. Conduct Regional Transit Marketing Analysis & Strategy Development

ARC

ATLANTA REGIONAL COMMISSION

A RESOLUTION BY THE REGIONAL TRANSIT COMMITTEE REFINING THE RTC WORK PROGRAM 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, on October 10, 2013 the RTC adopted a work program and budget for the calendar years 2014-2016; and

WHEREAS, there is a need to refine the RTC's 2014 calendar year work program to capitalize on existing consensus and momentum around priority projects; and

WHEREAS, these adjustments to the 2014 work program will be highly visible, with relatively low costs; and

WHEREAS, the RTC seeks that these refinements will present a cohesive regional identity and cooperation to the public, stakeholders, decision-makers and the state legislature.

NOW, THEREFORE, BE IT RESOLVED, the RTC endorses the attached RTC work program for calendar year 2014 and forwards it to the ARC for incorporation as necessary in the ARC Work Program and Budget.

2014 WORK PROGRAM PROJECT LIST

<u>Develop, Deploy, and Evolve Regional Transit Trip Planner & Associated Website</u> – Support the launch of a site that provides centralized service, trip planning, and fare information for all transit systems in the region. The RTC will provide technical assistance and resources to help ensure the site is implemented in a coordinated and sustainable fashion, with a customer focus and will work to facilitate the expansion of the site to include additional relevant information to the travelling public.

<u>Implement Unified Bus Stop Signage</u> – RTC designed unified signage for bus stop locations served by multiple operators in Downtown/Midtown Atlanta. This signage is will provide customers with necessary information and increase the visibility of transit services while putting forward a cohesive regional image.

<u>Regional Transit Fare System Upgrades</u> – The Regional Multi-Modal Public Transit Automated Fare Collection Study recommended that the region: 1) deploy a regional fare pass product(s) for interagency travel; 2) implement mobile ticketing technology; 3) conduct a financial and programmatic review of the regional clearinghouse functions. The RTC will make progress on all three recommendations.

<u>Conduct Regional Transit Marketing Analysis & Strategy Development</u> – This effort will strive to increase ridership and fare box returns by expanding transit's customer base through coordinated education, information provision, marketing, public relations, and outreach. The effort will raise awareness of transit as a viable and necessary mode of transportation and improve coordination of marketing efforts among the various transit providers.

Unified Bus Stop Signage Design Project

ARC
ATLANTA REGIONAL COMMISSION

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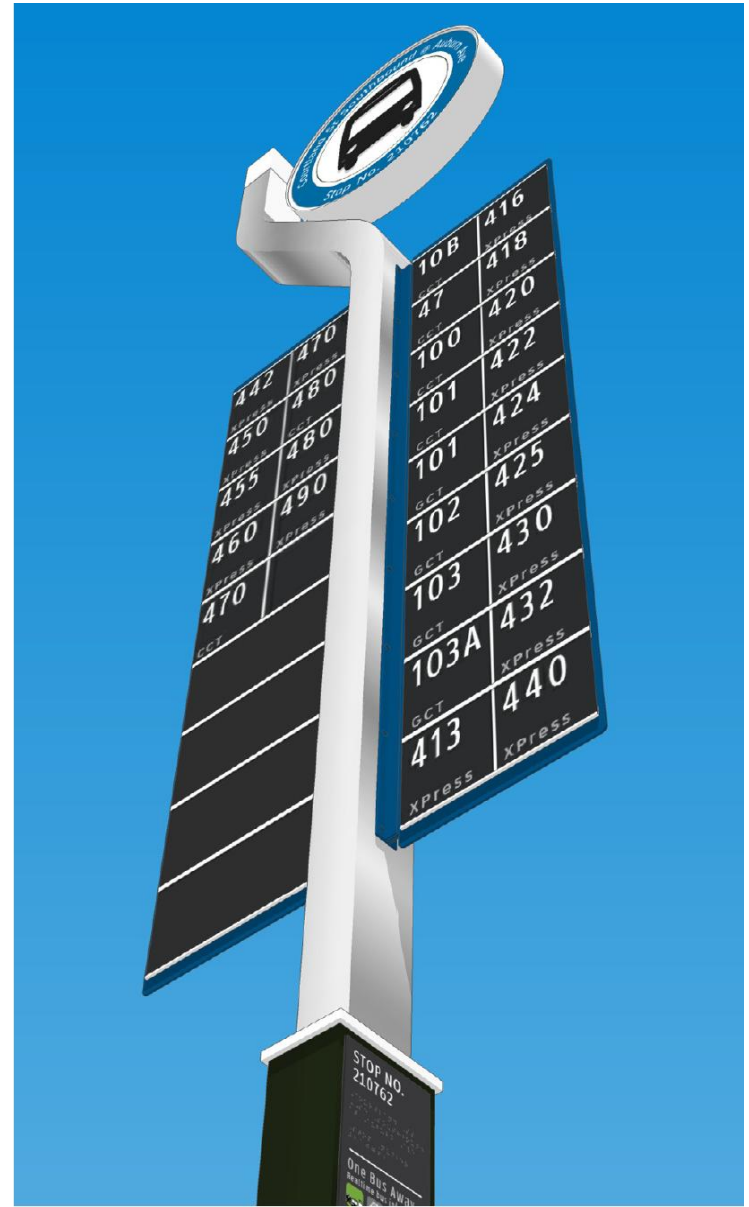
Family of Options
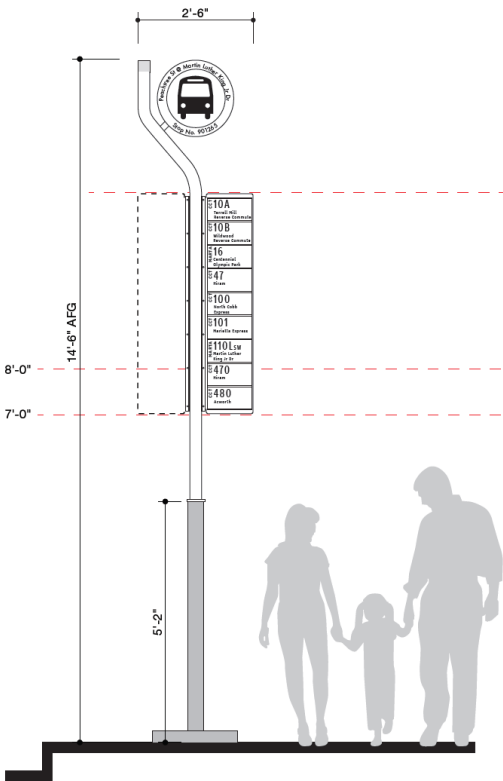
Tier 1
Illuminated Disc with
Custom Pole
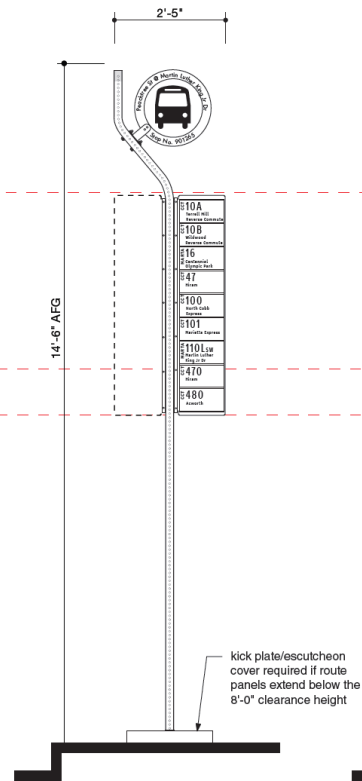
Tier 2
Perforated Square
Pole
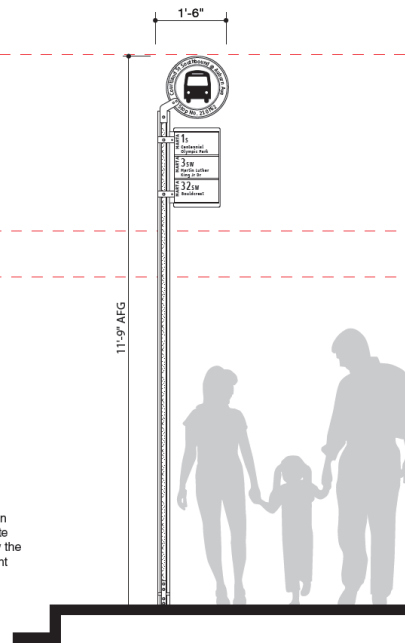
Tier 2 Alt.
U-Channel Pole
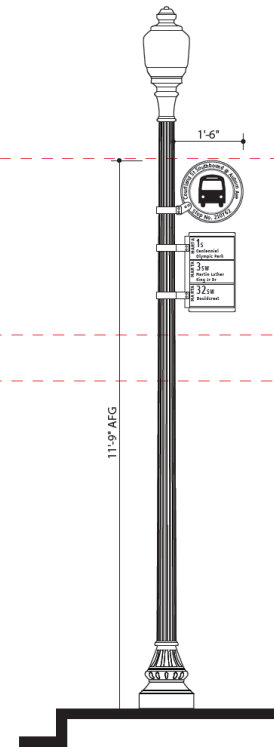
Tier 3
Decorative Pole
(Existing)

Tier 3
Utility Pole
(Existing)

Uniform Design

Bus Arrival Information Opportunity

ARC

ATLANTA REGIONAL COMMISSION

DATE: August 14, 2014

ISSUE SUMMARY: UNIFIED BUS STOP SIGNAGE DESIGN

FROM: Tim Lee, Regional Transit Committee

IMPORTANCE:

On April 10, 2014, ARC staff presented the final design for unified bus stop signage to the RTC. The signage is designed to provide improved way-finding for those locations where there are multiple operators servicing a single bus stop. The proposed project will start as a pilot project in Downtown and Midtown Atlanta, with potential for expansion region-wide. This design effort was part of the RTC's 2012-2013 Work Program and was completed in December 2013.

This draft resolution seeks the RTC to establish an endorsed, uniform standard in bus stop design. The formal establishment of the unified bus stop signage design will allow ARC to move forward with implementation, including seeking out cost estimates for fabrication, installation and maintenance, as well as finding project sponsors and adding the project to the TIP.

ATLANTA REGIONAL COMMISSION

A RESOLUTION BY THE REGIONAL TRANSIT COMMITTEE ESTABLISHING UNIFIED BUS STOP SIGNAGE DESIGN

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 RTC is charged with coordinating aspects of the regional transit system that impact multiple transit operators; and

WHEREAS, the Fleet and Facilities Inventory project completed in February 2012 found that "wayfinding can be difficult at regional transfer points," and that "understanding how to connect to other services is not readily apparent" to the average transit rider; and

WHEREAS, the Unified Bus Stop Signage Design project that was completed in December 2013 addresses these concerns by creating one design standard for regional bus transfer points; and

WHEREAS, the Unified Bus Stop Signage Design project has concluded with a design recommendation that is supported by the regional transit operators, the City of Atlanta and the midtown and downtown Community Improvement Districts (CIDs); and

WHEREAS, currently there is temporary bus signage in place at regional transfer locations that has limited information for existing and future transit patrons, and that new unified signage design would provide the traveling public with critical information needed for making a transit trip.

NOW, THEREFORE, BE IT RESOLVED, the RTC accepts and endorses the Unified Bus Stop Signage Design recommendations for regional bus transfer locations; and

BE IT FURTHER RESOLVED, the RTC directs staff to take action to estimate installation and maintenance costs for the new signage, to identify a project sponsor(s), and to get the project added to the Transportation Improvement Program (TIP).

ATLtransit.org Update

Regional Transit Committee

August 14, 2014

Landon Reed – ARC

Charles Fleming – GRTA

Site Overview

- Plan regional transit trips

- Buy fare for multiple operators (via Breeze)

- View transfer procedures

- Access service alerts and other info (e.g. maps)

Demo

http://atltransit.org/plan.html

July 2014 Analytics

- 4,307 visits (29% of visits were via mobile device)
- What visitors did
  - 49% planned a trip
  - 17% sought info on transfers
  - 13% sought info on purchasing a fare
  - 3% visited the Breeze sales site
  - 60 visitors went to *Xpress* pass sales site
- Online survey results
  - 69% of respondents found site well organized and clearly understood
  - 73% experienced some difficulty finding addresses using trip planner
  - In addition to improving the current site, respondents were most interested in seeing a real-time "find my bus" tracking option

GRTA Georgia Regional Transportation Authority

Ongoing Activities

✓ Revise content as needed

✓ Improve Analytics

✓ Update Trip Planner

✓ Get all operators' data into Google Transit

✓ Evaluate cost estimates for on-going site support and begin to explore potential enhancements

Questions?

- Landon Reed – lreed@atlantaregional.com
- Charles Fleming – cfleming@grta.org
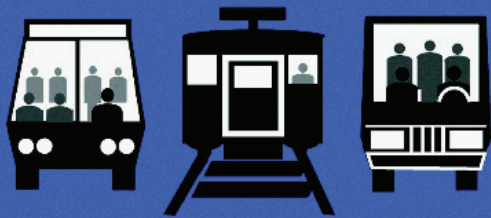
OPTIONS

COMPARISON FACTORS

Trip **Options** **Review** **Plan**

Plan

Trip ⦿ Round trip ○ One-way trip

Modes ☐ Rideshare
☐ Specialized Services
☐ Taxi
☑ Transit
☑ Bus
☑ Rail

Trip Purposes General Purpose ▾

Leaving From 40 Courtland Street Northeast, Atlanta, GA, United States 📍

Going To Marietta City Hall 📍

Outbound Arriving By ▾ 08/12/2014 2:00 pm

Return Departing At ▾ 08/12/2014 4:00 pm

205 Lawrence St, Marietta, Georgia 30060 ✕

SIMPLY GET THERE
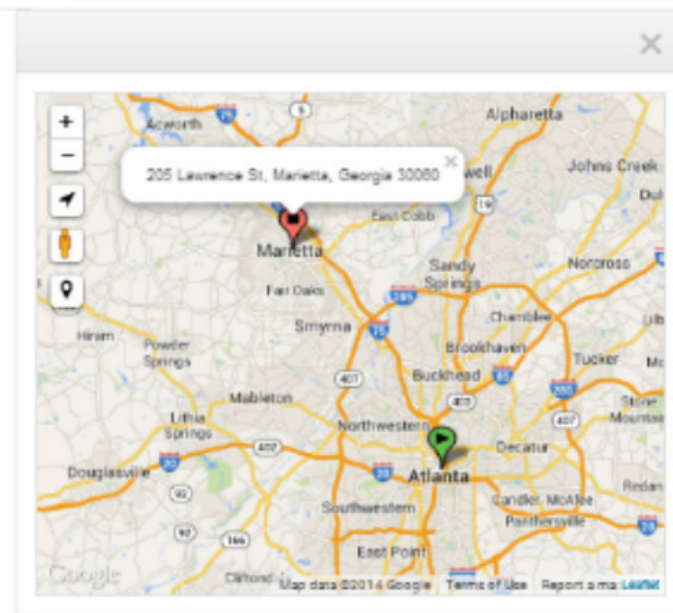
Trip | Options | **Review** | Plan

Feedback | Plan

Bus
Subway
Wait
Walk

Modes
☑ Bus
☑ Rail and Bus

Number of Transfers

0   2

Time

57min   124min

Outbound - 40 Courtland St NE Atlanta, GA 30303 to Marietta City Hall

Sort by: Tuesday, August 12   ◁-30 | +30▷

Arrival Time ▾   11:30 AM   12:00 PM   12:30 PM   1:00 PM   1:30 PM   2:00 PM

marta $7.50   MARTA   Select

marta $7.50   MARTA   Select

Return - Marietta City Hall to 40 Courtland St NE Atlanta, GA 30303

Sort by: ◁-30 | +30▷   Tuesday, August 12

Departure Time ▾   4:00 PM   4:30 PM   5:00 PM   5:30 PM   6:00 PM

$7.50   CCT   Select

$7.50   CCT   Select

$7.50   CCT   Select

More About This Initiative   Send your Feedback

SIMPLY GET THERE

Trip ▸ Options ▸ **Review** ▸ Plan

Feedback | Plan

Trip Details - 40 Courtland St NE Atlanta, GA 30303 to Marietta City Hall

Close

	Fare	Trip Date	Time	Walk Time	Transfers
marta	$7.50	Tuesday, August 12	12:12 PM To 1:37 PM 1 h 24 mins (est.)	15 mins	2

🚶 WALK To PEACHTREE CENTER STATION
12:12 PM To 12:22 PM

🚆 MARTA SUBWAY RED To ARTS CENTER STATION
12:23 PM To 12:29 PM

🚶 WALK To MARTA Arts Center Station
12:29 PM To 12:29 PM

🚌 CCT BUS 10 To Marietta Transfer Center
12:30 PM To 1:20 PM

🚌 CCT BUS 45 To Anderson St & Roswell St
1:25 PM To 1:33 PM

🚶 WALK To Lawrence Street

- Bus
- Subway
- Wait
- Walk

1:30 PM | 2:00 PM
◁30 | +30▷

Select

Select

Modes
☑ Bus
☑ Rail and Bus

Number of Transfers

0   2

5:30 PM | 6:00 PM

Select

Time

57min   124min

Select

Select

Trip | Options | Review | **Plan**

Print   **Email**

Outbound – 40 Courtland St NE Atlanta, GA 30303 to Marietta City Hall

|	Fare	Trip Date	Time	Walk Time	Transfers
marta	$7.50	Tuesday, August 12	12:12 PM To 1:37 PM 1 h 24 mins (est.)	15 mins	2

▶ START: 40 Courtland St NE, Atlanta, GA 30303
12:12 PM

🚶 WALK To PEACHTREE CENTER STATION
12:12 PM To 12:22 PM

🚆 MARTA SUBWAY RED To ARTS CENTER STATION
12:23 PM To 12:29 PM

🚶 WALK To MARTA Arts Center Station
12:29 PM To 12:29 PM

🚌 CCT BUS 10 To Marietta Transfer Center
12:30 PM To 1:20 PM

🚌 CCT BUS 45 To Anderson St & Roswell St
1:25 PM To 1:33 PM

🚶 WALK To Lawrence Street
1:33 PM To 1:37 PM

🟥 ARRIVE: Marietta City Hall
1:37 PM
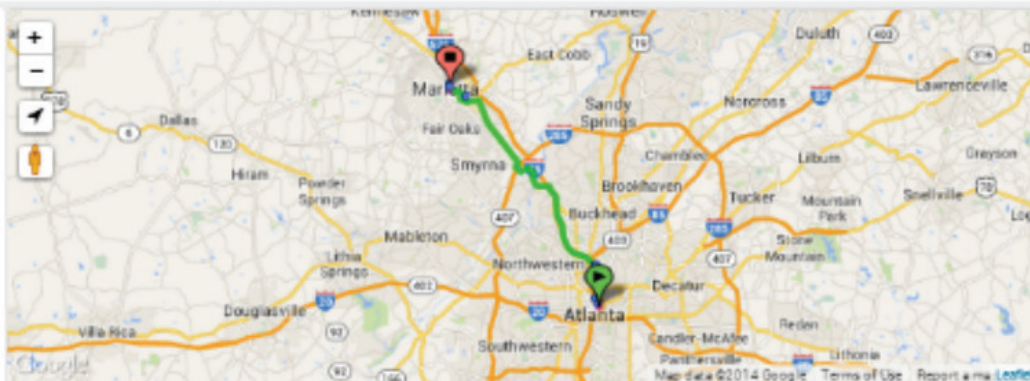
## Return – Marietta City Hall to 40 Courtland St NE Atlanta, GA 30303

	Fare	Trip Date	Time	Walk Time	Transfers
	$7.50	Tuesday, August 12	4:14 PM To 5:11 PM 57 mins (est.)	17 mins	2

▶ START: Marietta City Hall
4:14 PM

🚶 WALK To Roswell St & Anderson St
4:14 PM To 4:17 PM

🚌 CCT BUS 45 To Marietta Transfer Center
4:17 PM To 4:27 PM

🚌 CCT BUS 10C To W Peachtree St & 14th St
4:35 PM To 4:50 PM

🚶 WALK To ARTS CENTER STATION
4:50 PM To 4:54 PM

🚆 MARTA SUBWAY RED To PEACHTREE CENTER STATION
4:56 PM To 5:01 PM

🚶 WALK To Lynch's Alley
5:01 PM To 5:11 PM
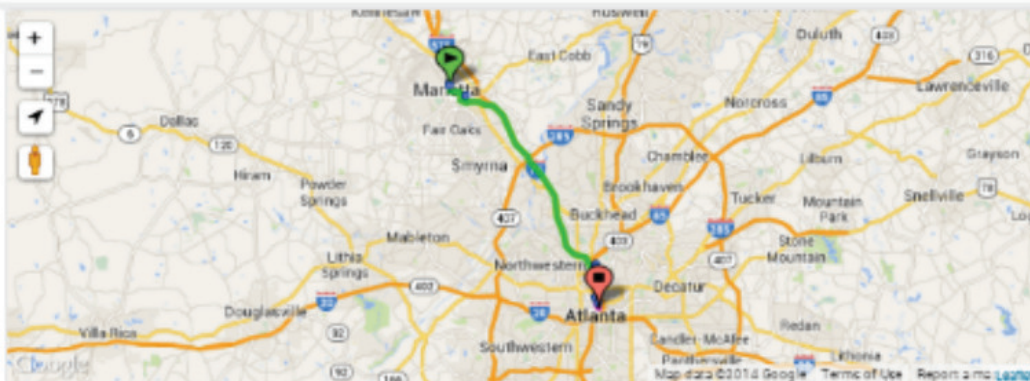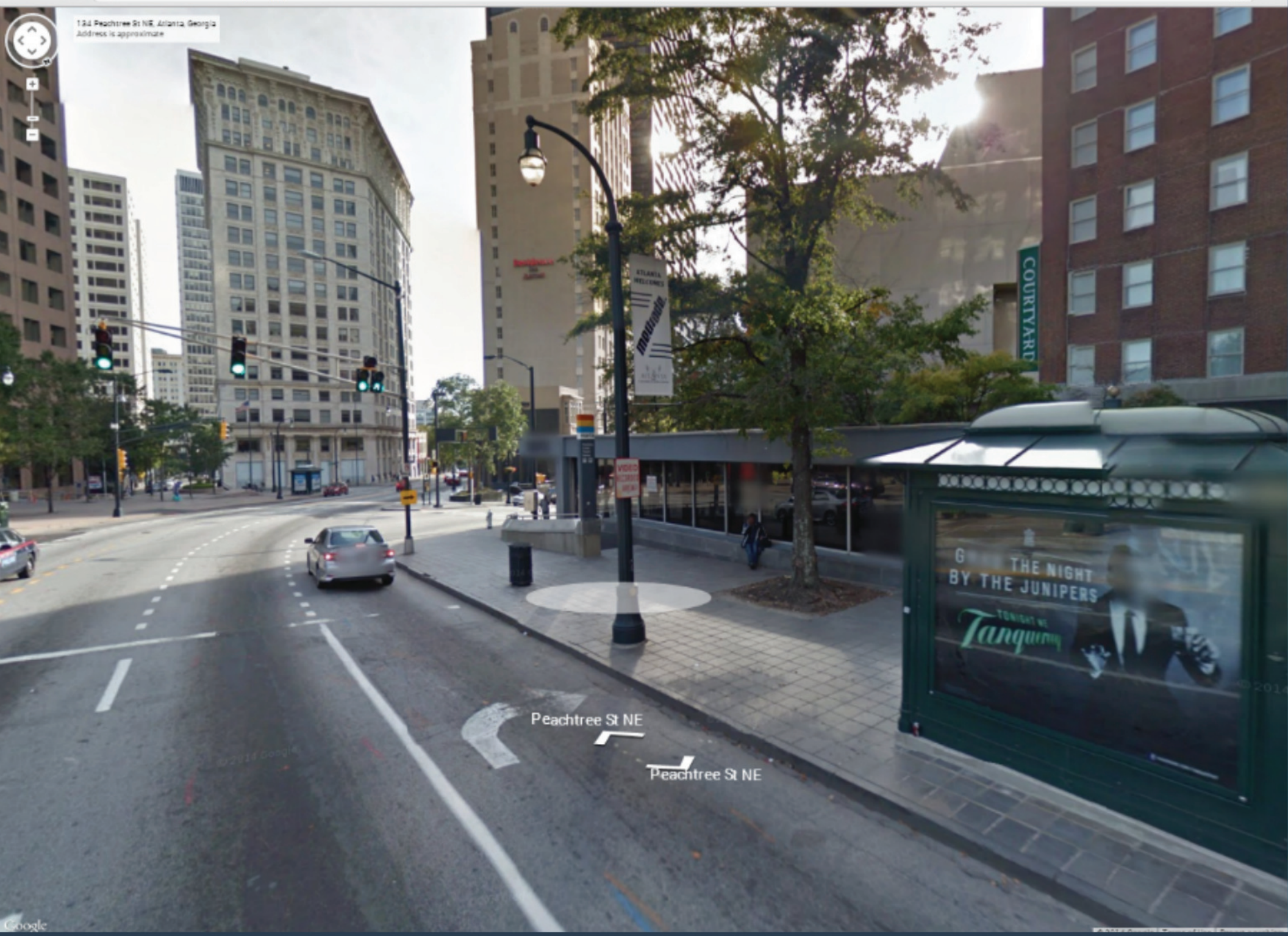
Trip ⟩ Options ⟩ Review ⟩ Plan

Plan

Trip ◉ Round trip ○ One-way trip

Modes ☑ Rideshare
☑ Specialized Services
☑ Taxi
☑ Transit
☑ Bus
☑ Rail

Trip Purposes | General Purpose ▼

Leaving From | 40 Courtland Street Northeast, Atlanta, GA, United States | 📍

Going To | Marietta City Hall | 📍

Outbound | Arriving By ▼ | 08/12/2014 | 3:00 pm

Return | Departing At ▼ | 08/12/2014 | 5:00 pm

205 Lawrence St, Marietta, Georgia 30060
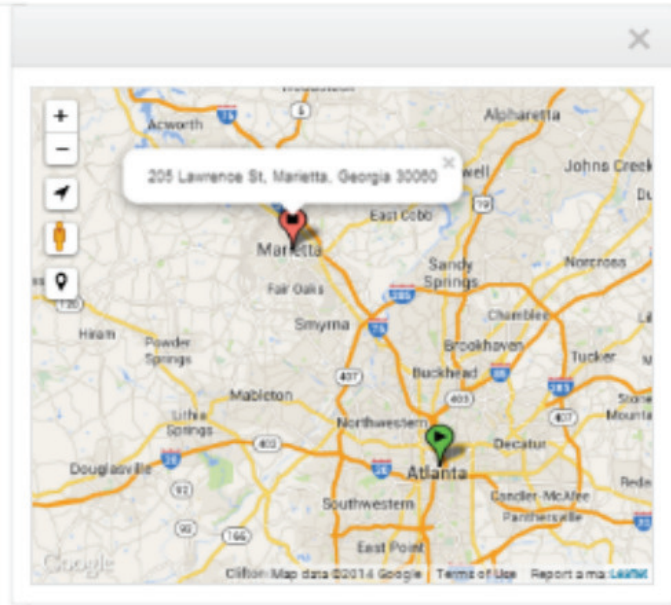
Trip | **Options** | Review | Plan

Plan

	Do you have a permanent or temporary disability?	Yes	No	**Not sure**
	Do you own or have access to a personal vehicle?	Yes	No	**Not sure**
	Are you eligible for Medicaid?	Yes	No	**Not sure**
	What is your birth year?			
	Are you eligible for ADA paratransit?	Yes	No	**Not sure**
	Do you need a vehicle that has space for a folding wheelchair?	Yes	No	**Not sure**
	Do you need a vehicle than has space for a motorized wheelchair?	Yes	No	**Not sure**
	Do you need a vehicle with a lift?	Yes	No	**Not sure**
	Do you need assistance getting to your front door?	Yes	No	**Not sure**
	Do you need delivery to the curb in front of your home?	Yes	No	**Not sure**
	Do you need a vehicle that can accommodate a stretcher?	Yes	No	**Not sure**

SIMPLY GET THERE

Welcome, Visitor ▾

Trip | Options | **Review** | Plan

Feedback | Plan

Legend:
- 🟩 Bus
- 🟩 Rideshare
- 🟧 Specialized Services
- 🟦 Subway
- 🟨 Taxi
- ⬜ Wait
- 🟪 Walk

Modes
- ☑ Bus
- ☑ Rail and Bus
- ☑ Rideshare
- ☑ Specialized Services
- ☑ Taxi

Number of Transfers
0 — 2

Fare
$7 — $52

Time
23min — 124min

Outbound - 40 Courtland St NE, Atlanta, GA 30303 to Marietta City Hall

Sort by: Fare ▾

Tuesday, August 12   ‹-30 | +30›

11:30 AM | 12:00 PM | 12:30 PM | 1:00 PM | 1:30 PM | 2:00 PM

	Fare	Provider	
marta	$7.50	MARTA	Select
marta	$7.50	MARTA	Select
🚐	$14.00	Alterman/JETS Transportation Program	?
🚐	$40.00	Present Help Services	Select
🚐	$45.00	Shop and Drop LLC	Select
🚕	$52.00*	Taxi services	Select
🚐	*	Georgia Commute Options	Select
🚐	*	ADA Paratransit - Cobb Community Transit	Select
🚐	*	Total Care Transportation Services LLC	Select
🚐	*	Advanced Care Transportation	Select
🚐	*	Health Plus Trans, LLC	Select

Return - Marietta City Hall to 40 Courtland St NE, Atlanta, GA 30303

Sort by: Fare ▾

‹-30 | +30›   Tuesday, August 12

4:00 PM | 4:30 PM | 5:00 PM | 5:30 PM | 6:00 PM

	Fare	Provider	
🚌	$7.50	CCT	Select
🚌	$7.50	CCT	Select
🚌	$7.50	CCT	Select
🚐	$14.00	Alterman/JETS Transportation Program	?
🚐	$40.00	Present Help Services	Select
🚐	$45.00	Shop and Drop LLC	Select
🚕	$52.00*	Taxi services	Select

Trip | Options | **Review** | Plan

Feedback | Plan

Legend:
- Bus (green)
- Rideshare (light green)
- Specialized Services (tan)
- Subway (blue)
- Taxi (yellow)
- Wait (gray)
- Walk (purple)

Modes
- ☑ Bus
- ☑ Rail and Bus
- ☑ Rideshare
- ☑ Specialized Services
- ☑ Taxi

Number of Transfers

0   2

Fare

$7 $52

Time

23min   124min

Trip Details - 40 Courtland St NE, Atlanta, GA 30303 to Marietta City Hall

Close

	Fare	Trip Date	Time	Walk Time	Transfers
🚐	See below	Tuesday, August 12	12:30 PM To 2:00 PM	n/a	None

Visit Georgia Commute Options to view 56 possible rideshares.

1:30 PM   2:00 PM

	$7.50	MARTA	Select
	$7.50	MARTA	Select
	$14.00	Alterman/JETS Transportation Program	?
	$40.00	Present Help Services	Select
	$45.00	Shop and Drop LLC	Select
	$52.00*	Taxi services	Select
	*	Georgia Commute Options	Select
	*	ADA Paratransit - Cobb Community Transit	Select
	*	Total Care Transportation Services LLC	Select
	*	Advanced Care Transportation	Select
	*	Health Plus Trans, LLC	Select

Return - Marietta City Hall to 40 Courtland St NE, Atlanta, GA 30303

Sort by: Fare ▾   Tuesday, August 12

4:00 PM   4:30 PM   5:00 PM   5:30 PM   6:00 PM

	$7.50	CCT	Select
	$7.50	CCT	Select
	$7.50	CCT	Select
	$14.00	Alterman/JETS Transportation Program	?
	$40.00	Present Help Services	Select
	$45.00	Shop and Drop LLC	Select
	$52.00*	Taxi services	Select

Search ▷   **LOG YOUR COMMUTE**   **SIGN IN**   **CONTACT**

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* Indicates a required field.

From   40 Courtland St NE, Atlanta, GA 30303, U

To   205 Lawrence St, Marietta, Georgia 3006

* Arrival   8/12/2014 2:00 PM

Search for trips within 3   hours ▼ of this date/time.

You've got matches!
To contact the folks below you'll first need to sign in (or sign up) so you can save your trip.
Don't worry, it's fast and FREE!
SIGN IN / SIGN UP

Search

Matches   **Directions**

Displaying 1 to 10 out of 56 total results
Page:
1 2 3 4 5 Next Last

Sort: Best Match   Trip Date   Trip Name   Orig.   Dest.

1 1 **From** Work, 230 Peachtree St, Atlanta, GA 30303
To Home, Marietta, GA 30060
8/12/2014 3:30 PM
I'm willing to drive.
This is the person's regular commute.

2 2 **From** Work, 675 W Peachtree Street NW, Atlanta, GA 30308
To Home, Marietta, GA 30067
8/12/2014 3:00 PM
This is the person's regular commute.

3 3 **From** Work, 400 10th St, Atlanta, GA 30318
To Home, Marietta, GA 30068
8/12/2014 4:00 PM
I'm willing to drive.
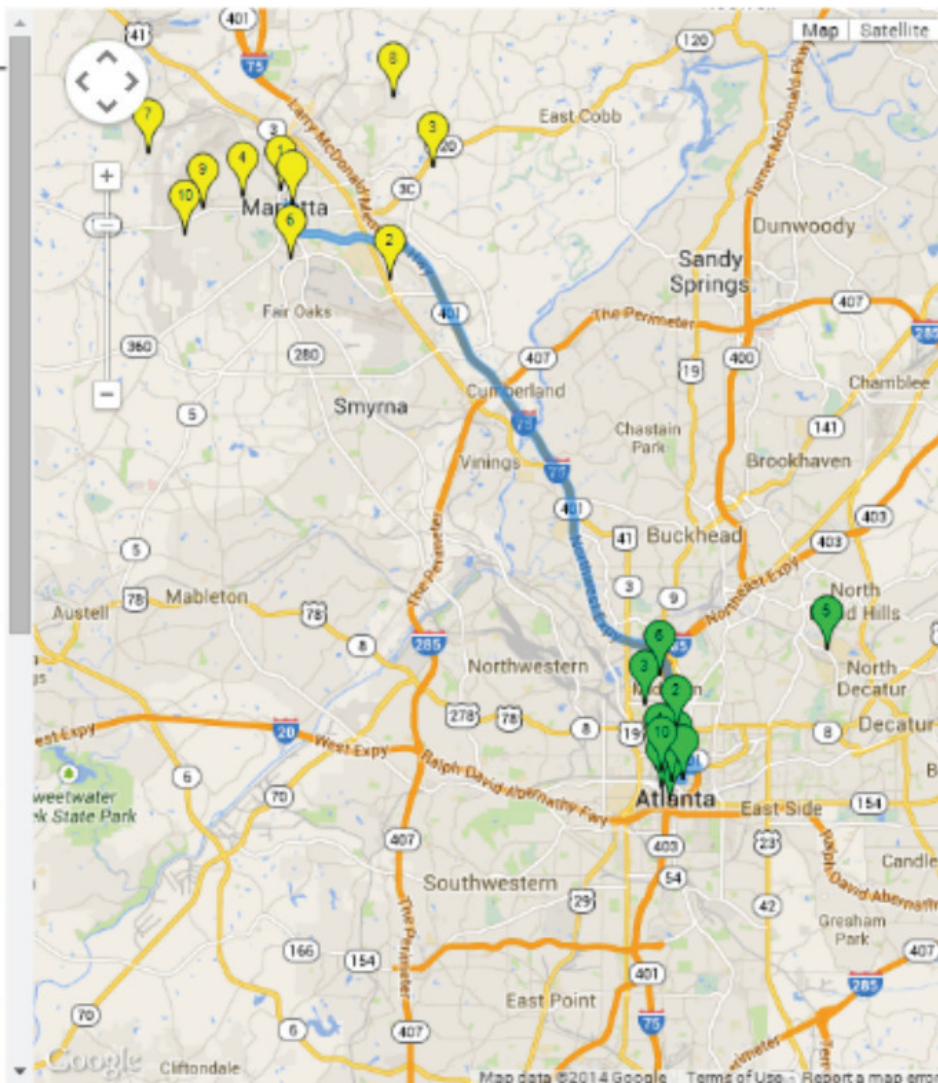
Privacy Policy | Contact | For ridematching and Guaranteed Ride Home, contact 1-877-433-3463 or 404-656-4270
For Georgia Commute Options, contact 1-877-9GA-OPTIONS (1-877-942-6784)

Trip ▸ Options ▸ Review ▸ **Plan**

| Print | Email |

Outbound - 40 Courtland St NE, Atlanta, GA 30303 to Marietta City Hall

	Fare	Trip Date	Time	Walk Time	Transfers
🚐	See below	Tuesday, August 12	12:00 PM To 2:00 PM	Under 1 min	None

Cost Details

Senior fare is $4.00 per ride on CCT bus. Paratransit riders are eligible for curb to curb paratransit service is provided to individuals who cannot use the regular CCT bus. Passengers must be certified to use paratransit service. The determining factor in deciding whether the passenger qualifies for ADA Paratransit is whether the passenger can functionally ride or access the bus. It is not a medical determination; it is a functional ability analysis. Eligibility is good for four (4) years, unless temporary eligibility is given. Temporary eligibility is based on a temporary functional need. The eligibility date will be noted in the eligibility letter. CCT Paratransit is a curb-to curb service centered along the local fixed (big) bus routes in Cobb County and limited areas in Fulton County, extending three quarters of a mile on either side of each of the routes. Eligible passengers are not required to live inside the service area; however, passengers must board and exit the paratransit vehicle inside of the service area at a safe transfer location. Paratransit services are provided in Cobb County and limited areas in Fulton County, Monday through Saturday, the same as the local fixed (big) bus route service hours. Paratransit Manager 770-428-1218

📅 This trip must be booked 1 hour in advance.

(770) 427-2222

Name:	ADA Paratransit - Cobb Community Transit
Provided by:	Cobb Community Transit - CCT
Phone:	(770) 427-2222
Email:	
URL:	http://dot.cobbcountyga.gov/cct/maps-guides-Paratransit.htm
Accommodations	Curb-to-curb
	Traveler Companion Permitted
	Wheelchair lift equipped vehicle.

Return - Marietta City Hall to 40 Courtland St NE, Atlanta, GA 30303

	Fare	Trip Date	Time	Walk Time	Transfers
🚗	See below	Tuesday, August 12	4:00 PM To 5:30 PM	n/a	None

Visit Georgia Commute Options to view 34 possible rideshares.
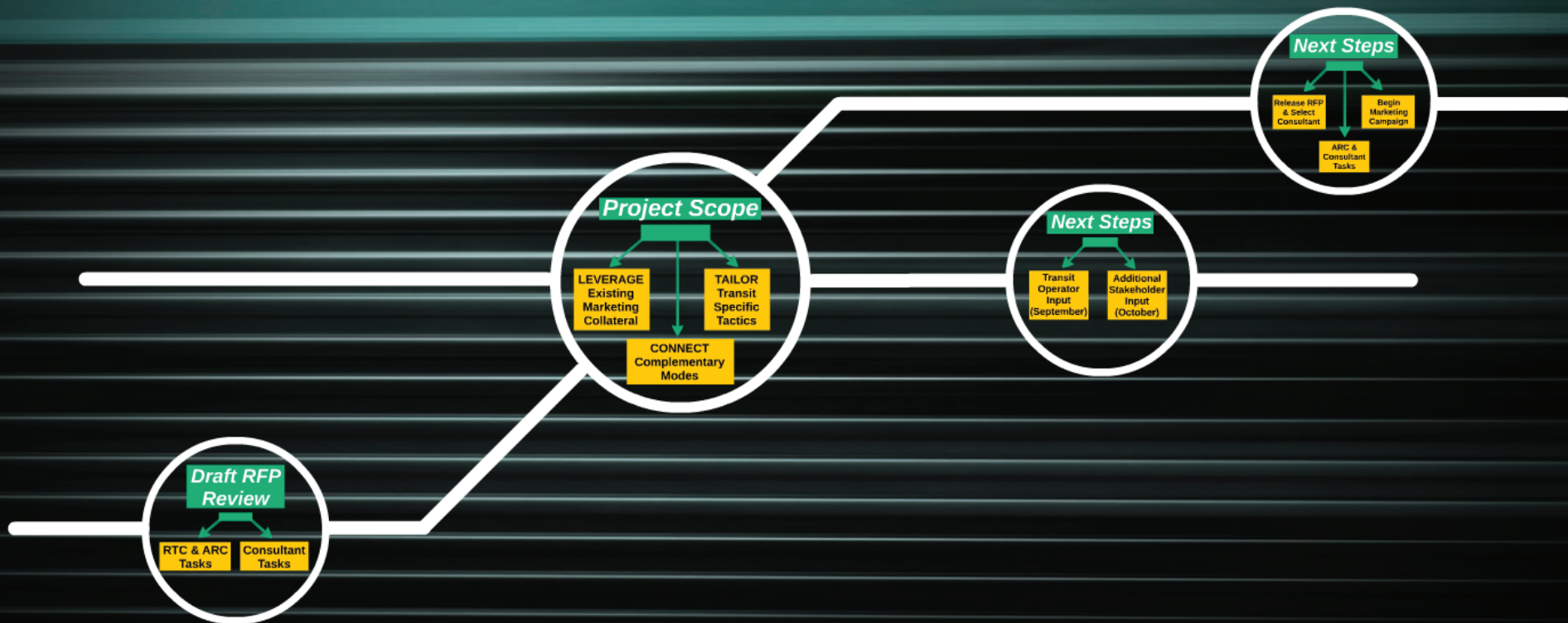
Regional Transit Fare

Clearinghouse Audit - Triennial

Cost Sharing Methodology

Revenue Sharing
-The "Float"
-Single Trip Transfers

Regional Transit Marketing Project
Current Process & Next Steps

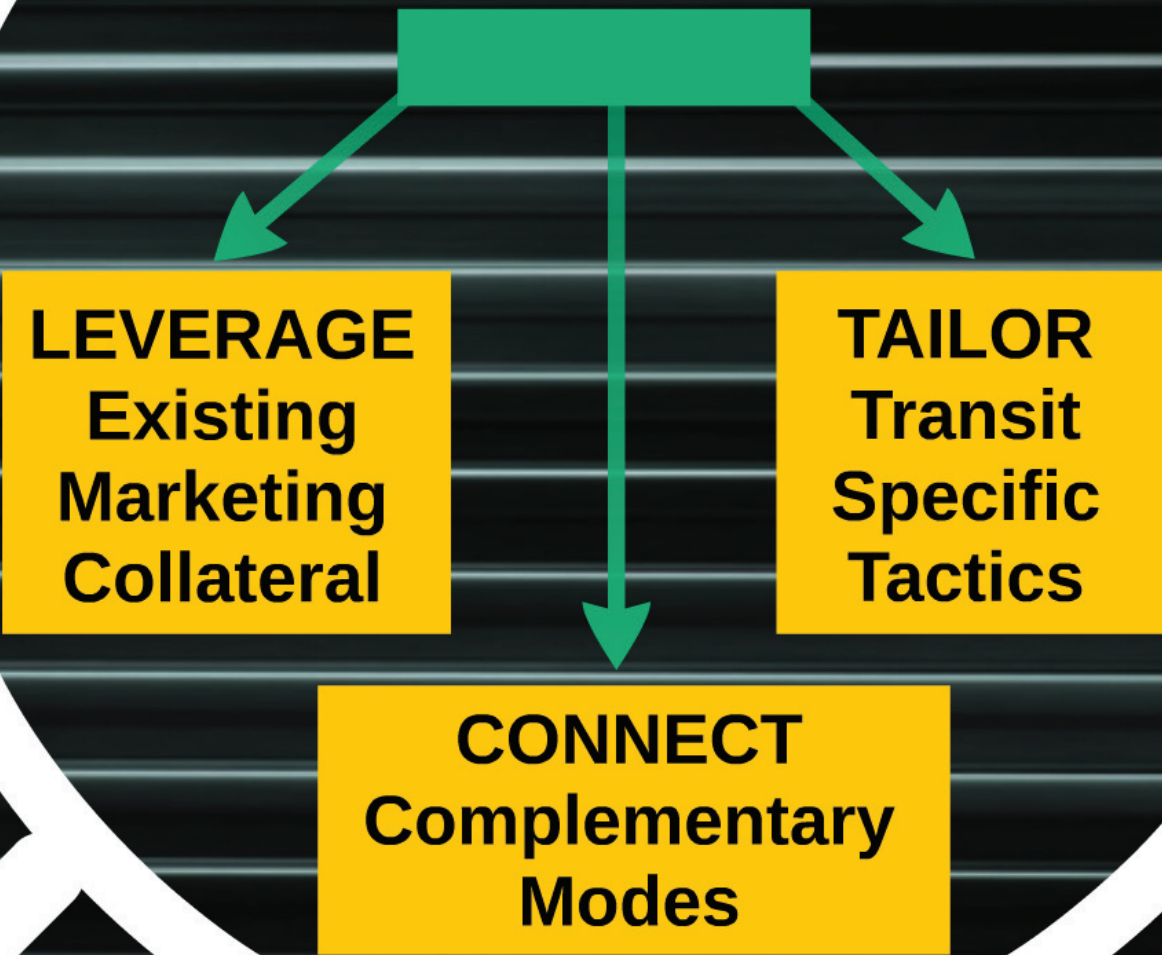Janae Futrell, Atlanta Regional Commission - jfutrell@atlantaregional.com

Next Steps

Release RFP & Select Consultant → Begin Marketing Campaign

ARC & Consultant Tasks
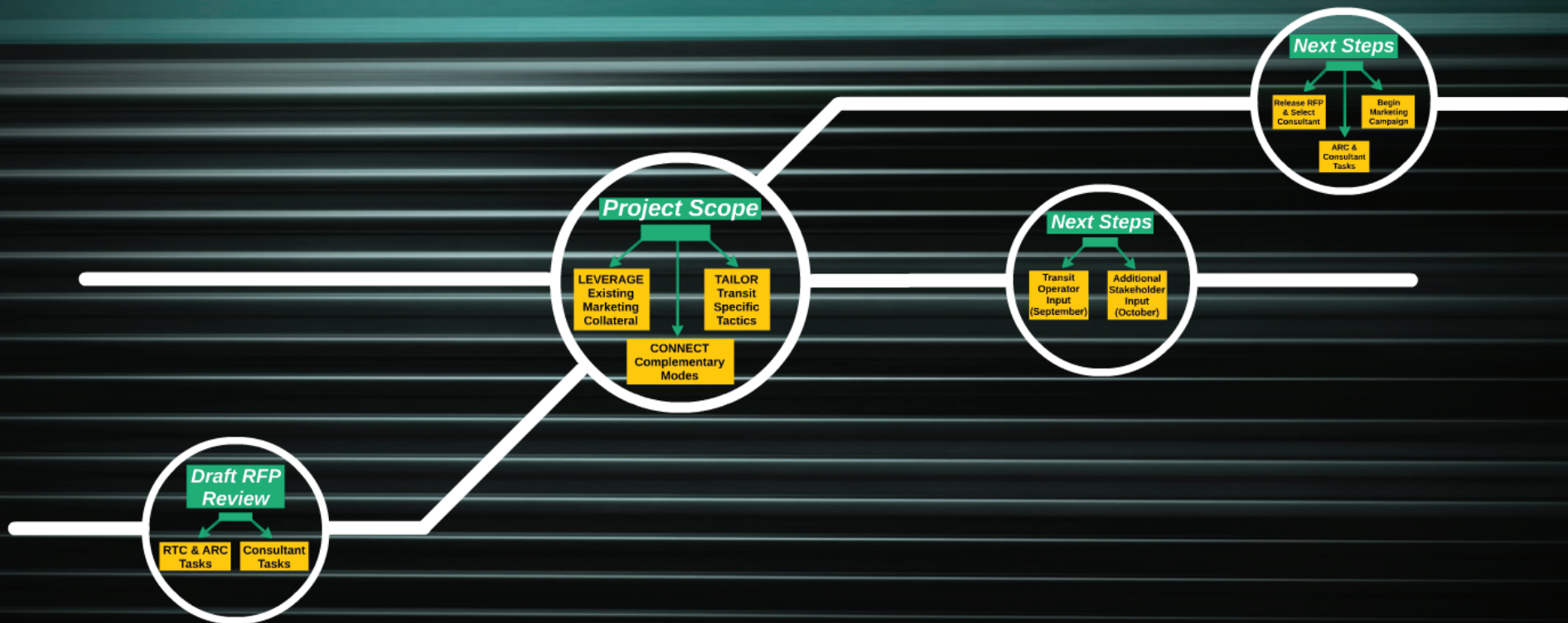
Project Scope

LEVERAGE Existing Marketing Collateral → TAILOR Transit Specific Tactics

CONNECT Complementary Modes

Next Steps

Transit Operator Input (September) → Additional Stakeholder Input (October)

Draft RFP Review

RTC & ARC Tasks → Consultant Tasks

Regional Transit Marketing Project
Current Process & Next Steps

Janae Futrell, Atlanta Regional Commission - jfutrell@atlantaregional.com

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]   *Tim Lee, Chair*

2. 2014-2015 RTC Work Program Status Document   *Cain Williamson, ARC*

3. Regional Fare Study   *Aaron Fowler, ARC*

4. Regional Transit Marketing Analysis & Strategy Development   *Cain Williamson, ARC*

5. Evolution of Atltransit.org Website Update   *Landon Reed, ARC*

6. Unified Bus Stop Signage Design Update   *Aaron Fowler, ARC*

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

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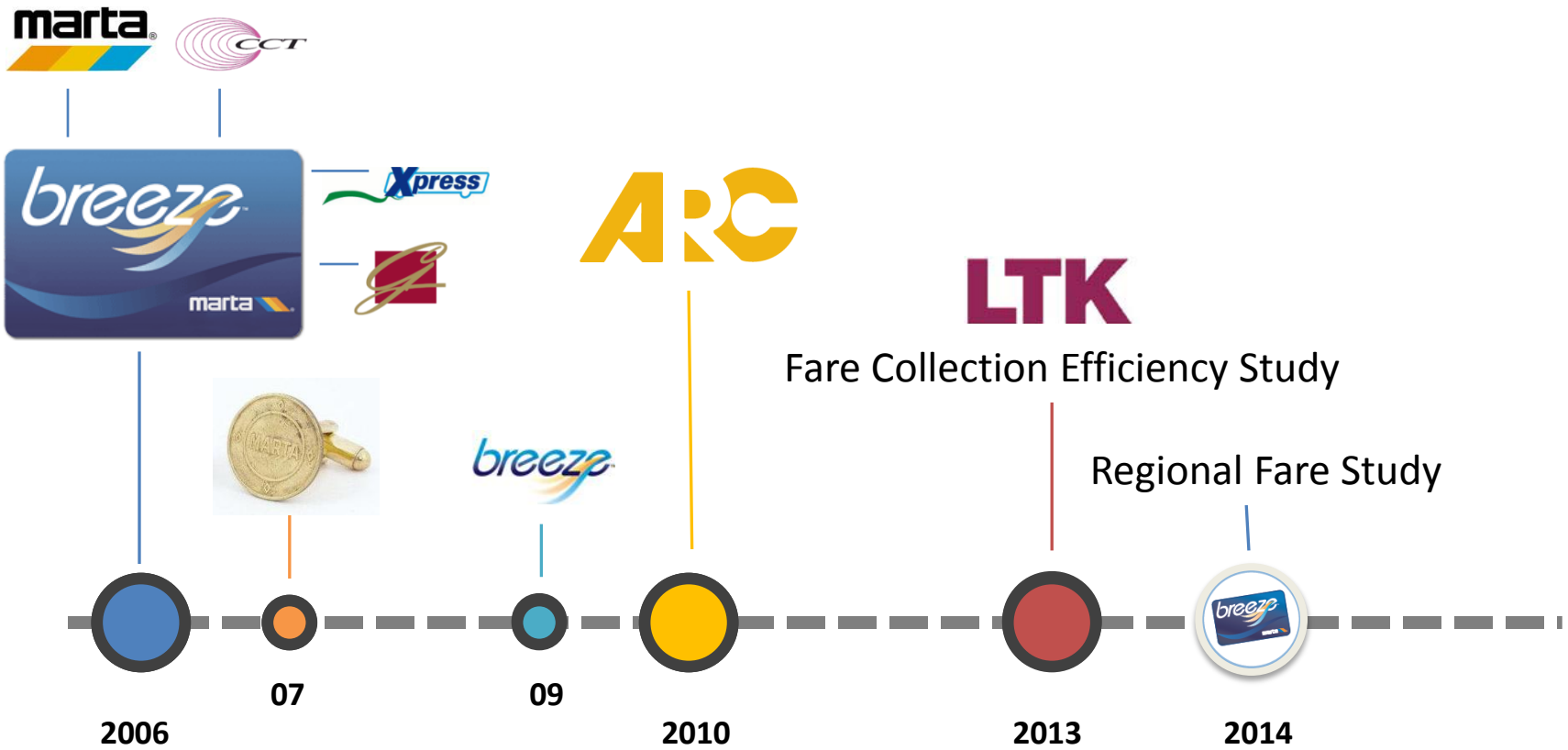
Mr. Keith Parker, MARTA, stated that MARTA is currently evaluating whether or not its signage shop would be able to fabricate the project's signage, and this will help determine the potential to partner.

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

Date Started	Topic	Status Update	Next Steps	Responsible Party	Timeline
6/1/2014	Regional Bus Stop Signage Implementation	Currently reviewing project with MARTA staff as a possible inclusion in their upcoming work program of replacing 9,000 MARTA bus stop signs.	Meeting with MARTA staff to discuss further.	Aaron Fowler (ARC)	1. RTC Approval of Design. 08/14/2014 2. Outreach to CID Stakeholders. 8/14/2014 3. Meeting with MARTA staff to discuss project. Sept/Oct 4. Confirm project implementation partner. Nov 2014 5. Incorporate project into TIP. January 2015 6. Confirm matching funds from operators and CIDs. Jan 2015 7. Assist in the implementation process. Jan-Dec 2015
8/1/2014	Regional Bus Stop Numbering System	Have researched and found a potential method of creating a unified bus stop numbering system for the region. This numbering would be used on the unified bus stop signage.	Currently testing proposed method of numbering.	Landon Reed (ARC) and Aaron Fowler (ARC)	1. Analyze MARTA, CCT, GCT and GRTA's Bus Stop Numbering Systems. 9/15/2014 2. Testing of ARC's proposed Numbering Solution. 10/31/2014 3. Meetings with transit agencies to demo - Late November
7/1/2014	Clearinghouse - Regional Fare	Scheduling a meeting with all the operators to finalize the scope of work for the RFP and how to conduct the audit of the clearinghouse.	Operators will convene together to place defintions around what counts as a "regional cost," "operator cost"	Aaron Fowler (ARC)	1.First Draft of RFP Sent to Operators – 9/1/2014 2.Feedback from Operators Received – 9/24/2014 3.Transit Executives Meeting – 10/6/2014 4.Transit Executives Finalize Scope – Late October 5.Release RFP – Early November 6.Proposals Due – Mid December 7.Contract Negotiation/Award – Late January 2015 8.Work begins in February 2015
12/17/2013	Regional Transit Website (ATLtransit.org)	Project partners discussed the future of the website, including hosting, funding, and list of future updates. Discussed the need to determine how we connect customers to trip planning resources once Google Transit, the One-Click and OpenTripPlanner are in full production.	Will refine list of improvements needed for the website and present these both to the project staff and agency heads for feedback.	Charles Fleming (GRTA), Landon Reed (ARC)	1. Draft budget for improvements needed. 10/5/2014 2. Transit executives meeting. 10/6/2014 3. Draft plan for future funding. 10/31/2014
8/1/2014	Regional Transit Marketing Project	RFP sent to transit operators for review on 9/19.	RTC staff to meet with Chairman Lee on 9/24 to discuss the RFP. Janae will be out for annual leave during October 1-10. Cain will lead discussion during transit executives meeting on 10/6 and the RTC presentation on 10/9.	Janae Futrell (ARC)	1. RFP discussion with Chairman Lee - 9/24 2. Transit executives meeting - 10/6 3. RFP posted - Mid/Late October 4. Review proposals - Early December 5. Final selection - Mid January 6. Consultant work begins, project kick-off - Late January

Regional Fare Timeline

Regional Fare Recommendations

Category	Task 1 – As Is	Task 2 – Peers
Fare Policies, Fare Structures and Fare Products	A regional fare policy for Atlanta Region does not currently exist. All fare products are agency specific and are not accepted for boarding services of other agencies. One exception: riders may transfer at no extra charge from the service of another agency, regardless of service type (local, express, etc.)	Most peer agencies maintain their individual fare structures and the regional system is able to handle the individual fare policies. Some peer agencies have simplified their fare policies (e.g. reduced fare eligibility) to make the regional systems less complex overall, more convenient for customers and to promote regional/cross agency transit usage. Some regional agencies have introduced regional fare products.
	Address regional revenue leakage, Agencies are reluctant to discontinue use of magnetic/paper media and fully commit to Breeze until concerns regarding revenue leakage and allocated costs are resolved.	Robust transfer policies and agreements have been used by peer agencies to address Interagency agreements. Most regional systems have individual agreements between the participating agencies.

Initial RFP

Clearinghouse Audit

Cost Sharing Methodology

Revenue Sharing
-The "Float"
-Single Trip Transfers

Regional Fare Study - Update

1. First Draft of RFP Sent to Operators – 9/1/2014
2. Feedback from Operators Received – 9/24/2014
3. Transit Executives Meeting – 10/6/2014
4. Transit Executives Finalize Scope – Late October
5. Release RFP – Early November
6. Proposals Due – Mid December
7. Contract Negotiation/Award – Late January 2015
8. Work begins in February 2015

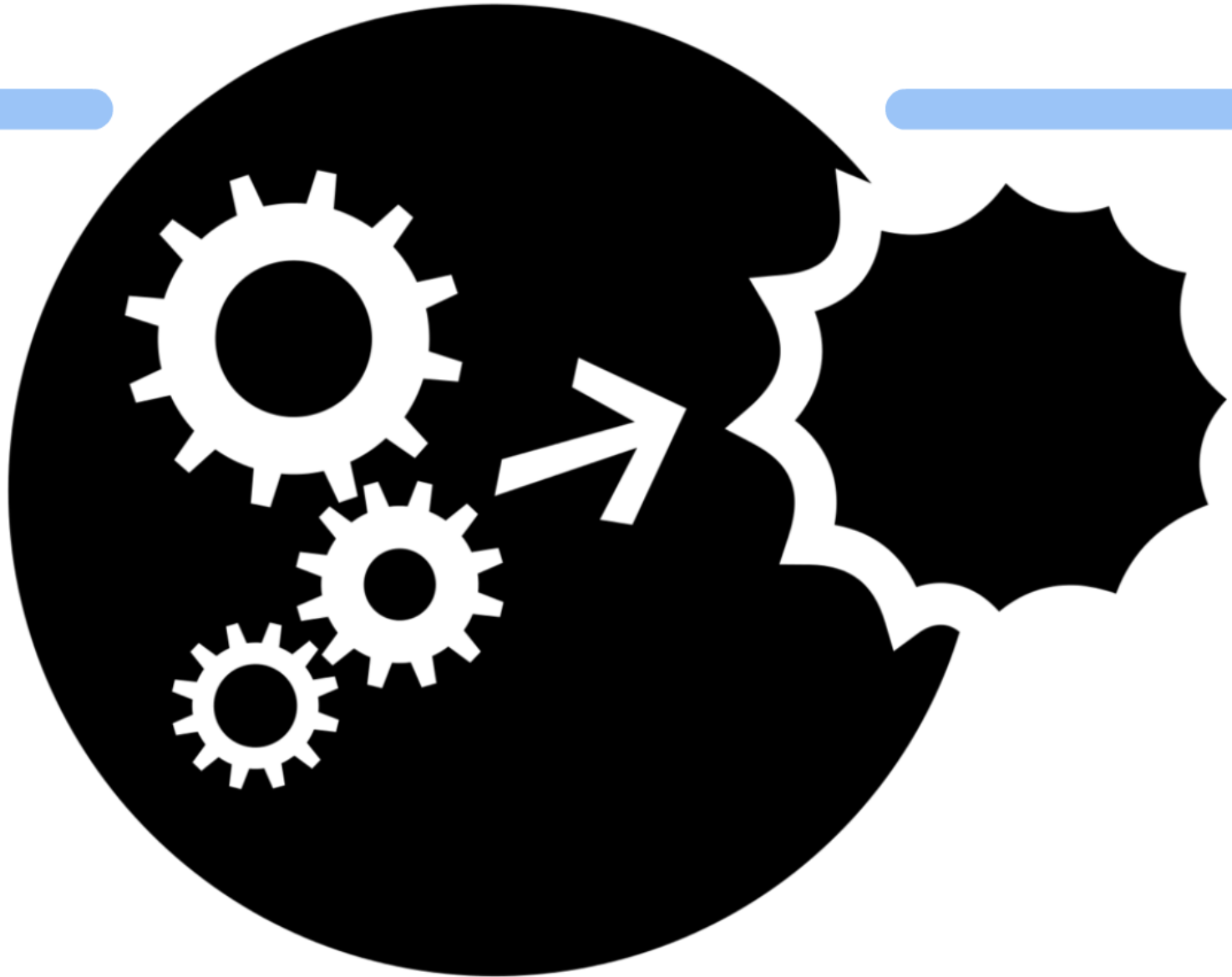# Regional Transit Marketing Project

Cain Williamson, ARC

Key Project Dates

1. RFP Posted - late October 2014
2. RTC Working Sessions with Collaborators - November-December 2014
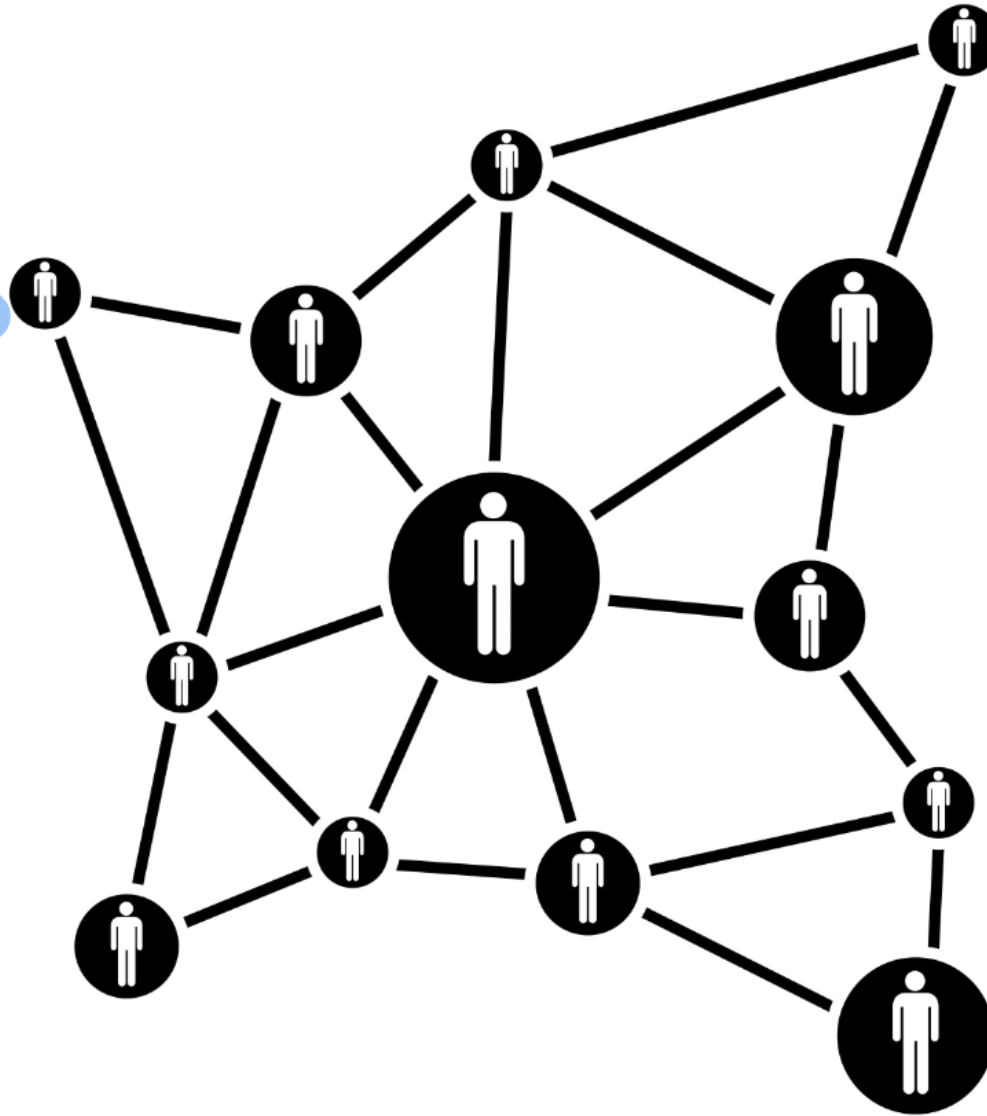3. Consultant selected - January 2015
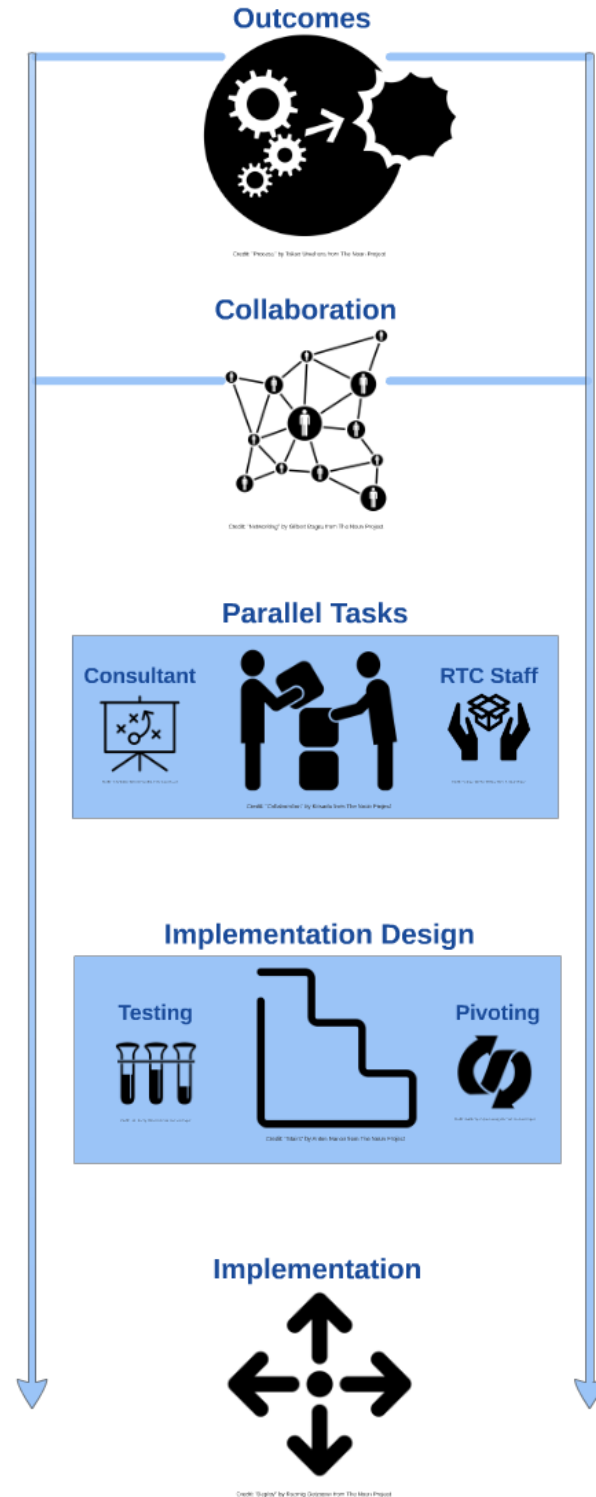
Outcomes

Credit: "Process" by Takao Umehara from The Noun Project

Collaboration

Credit: "Networking" by Gilbert Bages from The Noun Project

Parallel Tasks

Consultant

RTC Staff

Credit: "Presentation" by Garrett Knoll from The Noun Project

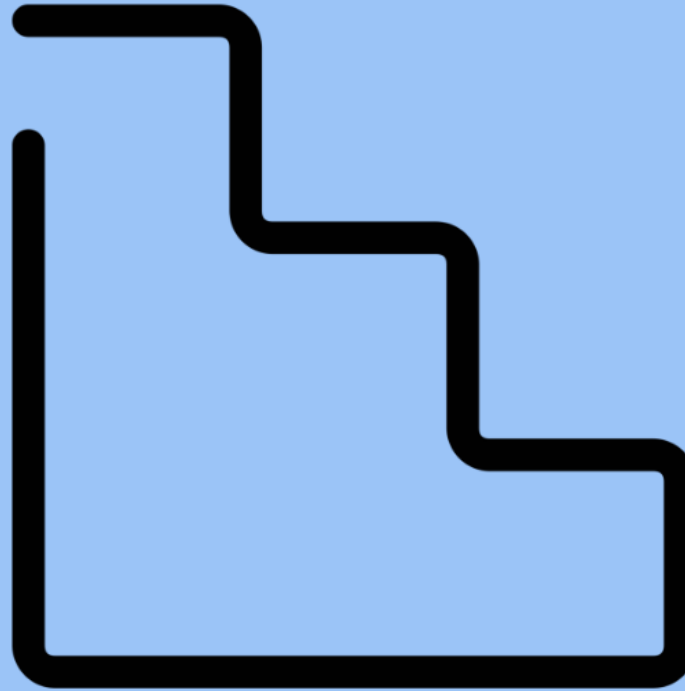Credit: "Collaboration" by Krisada from The Noun Project

Credit: "Package" by Ema Dimitrova from The Noun Project

Implementation Design

Testing

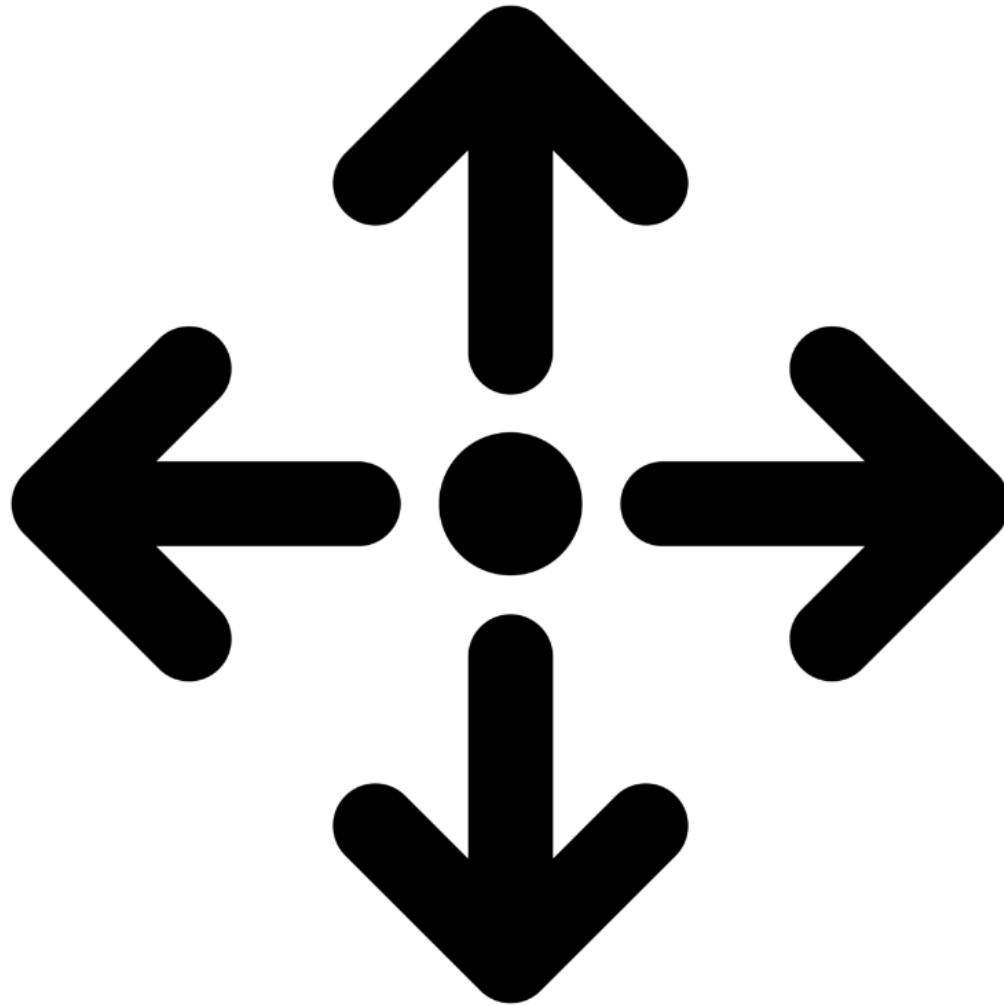Credit:"Test Tube" by Olivier Guin from The Noun Project

Credit: "Stairs" by Anton Ivanov from The Noun Project

Pivoting

Credit: "Flexible" by Stephen Borengasser from The Noun Project

Implementation

Credit: "Deploy" by Razmig Getzoyan from The Noun Project

ATLtransit.org Project Update

Regional Transit Committee

October 9, 2014

Landon Reed

regional impact + local relevance

ATLANTA REGIONAL COMMISSION

ATLtransit.org Update

- Transit execs. met to discuss future of website
  - Decision to migrate website to ARC
- Currently refining list of site enhancements
  - Project staff will meet shortly to finalize this list

regional impact + local relevance

Potential Enhancements [WIP]

Year 1

- Account for multi-agency **fare calculation**
- Introduce **realtime data** (MARTA)
- Improve **address search**
- Consider redesign alternatives and strategic marketing

Year 2

- Integration with mobile payments/mobile app
- Full realtime integration

Cost estimates to come later…

regional impact + local relevance

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Questions?

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- 404-463-3291

regional impact + local relevance

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