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