

# ARC COMMITTEE MEETING FOLLOW-UP

## REGIONAL TRANSIT COMMITTEE

August 14, 2014 Meeting Notes

### **Voting Members Present:**

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

### **Voting Members Absent:**

Mayor Kasim Reed  
Mr. Kerry Armstrong  
Mr. Robert Ashe

### **Non-Voting Members Present:**

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

### **Non-Voting Members Absent:**

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

### ***Action Taken:***

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

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

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

## **2. Action Items**

- **2014 RTC Work Priorities**

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

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

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

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

The motion to approve passed unanimously.

- **Unified Bus Stop Signage Design**

Aaron Fowler, ARC, reviewed the proposal to adopt a unified bus signage design to be piloted in Downtown/Midtown/Atlantic Station bus stops. Members were provided full final design recommendations for unified bus stop signage at the April 10, 2014 meeting. Mr. Fowler states that this project is another solution that provides regional coordination to our network of transit options. Project shows that we are a coordinated system of transit operators. Signage will provide 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](http://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](http://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](http://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