



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.



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**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).