



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



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

Develop, Deploy, and Evolve 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.

Implement Unified Bus Stop Signage – 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.

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.

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.