



ATLANTA REGIONAL COMMISSION

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).