

ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

June 12, 2014 Meeting Notes

Voting Members Present:

Commissioner Tim Lee, Chair
Commissioner Tom Worthan
Mr. Sonny Deriso
Mayor Kasim Reed
Mayor Bucky Johnson

Non-Voting Members Present:

Mr. Kirk Fjelstul
Mr. Keith Parker
Mr. Doug Hooker
Mr. Dan Moody
Commissioner Steve Brown
Ms. Carol Comer

Voting Members Absent:

Commissioner Buzz Ahrens
Mr. Kerry Armstrong
Mr. Robert Ashe
Commissioner John Eaves
Interim CEO Lee May
Commissioner Charlotte Nash

Non-Voting Members Absent:

Commissioner Richard Oden
Commissioner Pete Amos
Commissioner David Austin
Commissioner Bob Blackburn
Commissioner Keith Ellis
Commissioner Chipper Gardner
Commissioner Pat Graham
Commissioner Kevin Little
Commissioner Tommy Smith
Commissioner Jeff Turner

**No quorum was present;
meeting held for informational purposes only.**

1. Welcome, Chair's comments, Approval of 04/10/14 meeting summary, Public comment period

Chairman Lee welcomed everyone to the Regional Transit Committee meeting and acknowledged that there wasn't quorum in order to be able to take action on the two resolutions before the committee. Meeting was held for informational purposes only. There was no public comment.

2. 2014 RTC Work Priorities (action)

Cain Williamson, ARC, gave an overview of the 2014 work priorities. The priorities will all be very publicly facing things with the intention to capture the riding public's attention. The 2014 work priorities include:

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); and
4. Create a regional transit marketing analysis and strategy plan.

Because there wasn't a quorum, the 2014 RTC Work Priorities will be brought for action before the next RTC meeting, scheduled for August 14, 2014 at 11:15 AM.

No Questions/Comments.

3. Unified Bus Stop Signage Design (action)

Cain Williamson, ARC, reviewed the proposal for the RTC to adopt a unified bus signage design to be piloted in Downtown/Midtown bus stops. The RTC was provided the full final design recommendations for unified bus stop signage at the April 10, 2014 meeting. Mr. Williamson stated that the design package was made to be adaptable, so the lowest tier of signage could be attached to a standard u-pole. The highest tier signage can display up to 36 routes, and could also incorporate LED signage with real time arrival information for vehicles.

Lastly, Mr. Williamson reminded the committee that the Unified Bus Stop Signage Design proposal will be brought up for action again before the next RTC meeting.

Questions/Comments:

Commissioner Steve Brown asked if the signage could be changed when routes are changed as well as what other languages can be displayed on the signage, and Mr. Williamson responded that the signage blades can in fact be changed out and that there is space for other languages, including a brail feature.

Mr. Dan Moody asked if there was a unified numbering system across all operators, and how difficult that might be to implement. Mr. Williamson indicated that the operators are proceeding down that path simultaneously with this project, and that while there are some logistical issues, all operators seem interested. Mr. Kirk Fjelstul added that in terms of effort, it's not daunting, but perhaps easier for non-MARTA operators. Mr. Fjelstul stated that GRTA is currently going through an operations analysis, and reaffirmed that customers like to instantly know that they're in the right spot. Numbering is good, but the feature of telling where the bus is going is the best feature. Mr. Williamson reiterated that the current signage does not offer that type of functionality.

Commissioner Steve Brown asked if the project would only be for intown locations to start with and whether or not it's better to have some outermost bus stops participate as well to have visual uniformity. Mr. Williamson affirmed that intown locations, Downtown/Midtown, are the locations set for the pilot and that the beauty of having designed a family of signage is that is very scalable for future implementations. Mr. Kirk Fjelstul stated that when people are driving along the interstate and looking for quick GRTA signage, that a recognizable brand is needed for those driving by.

Chairman Tim Lee thanked everyone for their input, and that this action item will be considered at the next RTC meeting for adoption.

4. GRTA Comprehensive Operations Analysis Briefing

Chairman Tim Lee introduces Kirk Fjelstul, GRTA.

Kirk Fjelstul, GRTA, wanted to make the RTC aware of the work Xpress is doing and discussed the operations analysis currently taking place at GRTA. Xpress core function is to deliver folks from suburban areas and major job centers along interstate. Xpress has done well and is experiencing an anniversary this year, but a lot has changed since inception. Xpress was originally supported financially by local governments. Mr. Fjelstul stated that they are currently evaluating GRTA's operations from top to bottom. The Comprehensive Operations Analysis is called Direct Xpress. At completion, GRTA will have an operations playbook for Xpress that everyone can understand. Xpress currently operates in 12 counties, with 30 park and rides and 5 different operating contracts. The study period will continue for 12 more months, with on-board surveys and surveys for non-riders to see where new markets are. Some of the questions GRTA will be asking include:

- Does a potential passenger fit in Xpress service core or another agency's?
- What markets is GRTA missing that there is demand for?
- Are there ways in which GRTA could improve its reverse commute options?
- Are there East/West route opportunities?

Mr. Fjelstul confirmed that GRTA is currently more efficient with the five contracts, but they will continue to find more efficiency. Mr. Fjelstul is interested in coming back to the RTC as GRTA get the study results back.

Questions/Comments:

Cain Williamson stated that MARTA is also in the midst of completing an operations analysis, and Mr. Keith Parker agreed to come back to present an update on that study at a later RTC meeting.

5. Regional Fare Study Recommendations

Cain Williamson, ARC, provided an update on the Regional Fare Study Recommendations. For the past 18 months staff has been analyzing regional payment structures through an exhaustive

study of best examples from across the country. The study produced recommendations that are currently being vetted by operators, but the study resulted in a narrowed immediate focus of three recommendations.

1. Regional fare pass product that would sit alongside other fare pass products that could be used on any system with unlimited rides with no cost to transfer.
2. Implementing mobile ticketing system technology. MARTA is well down the line in investigating mobile ticketing, and all operators are interested in participating in developing this further.
3. Conduct a financial and programmatic review of clearinghouse system that MARTA hosts for region. A review was a part of initial Breeze agreement with three non-MARTA operators when those agreements were signed, but this will be the first review conducted. Will move forward with starting review later this calendar year.

Questions/Comments:

Keith Parker, MARTA, thanked Cain and his team for the work they've done.

Commissioner Steve Brown asked if there would be a blending of each of the current passes so that there is just one entity and to make it easier for billing. Mr. Williamson stated that it was worth considering, but that staff would need to take the first three main issues and then look at that particular possibility. Mr. Williamson also mentioned that the PeachPass is looking to join forces with Florida and other states so that the PeachPass can be used in all those states with partner agreements.

6. Regional Transit Marketing Analysis & Strategy Development

Cain Williamson, ARC, presented to the committee that there is a desire to create a regional marketing strategy for transit, similar to the concept of marketing all milk producers with the "Got Milk" campaign. This regional transit marketing campaign would market transit use in general, not one particular operator. All other items are front facing items, but marketing and communications work lays the groundwork for interacting in a unified way with transit customers. This project will also interact with the website GRTA is launching. Mr. Williamson affirmed that there would still need to be some thought into how the PeachPass, Georgia Commute Options, and the 511 brands interact with this new transit brand so that it's not confusing to customers. Staff is currently vetting with all operators before bringing to RTC for comment.

Mr. Kirk Fjelstul stated that from GRTA's view, this project is a really great effort. Along what Mr. Parker said, we need to take the amount of time required to create a positive message. Mr. Williamson responded that staff will take the time to get the scoping correct for this project.

Mayor Kasim Reed requested to see several other options for the signage, and was interested in seeing how advertising could be further incorporated into the signage. Mr. Reed mentioned that many municipalities bring in significant revenue from transit advertising and that there are lots of potential to do the same with this project. Mr. Williamson responded that the portion of the proposed signage with the Midtown Alliance brand could be repurposed as advertising.

7. Announcements

Cain Williamson: There have been a lot of staff changes in Mobility Services. Regan Hammond left for the private sector a few weeks ago, and you'll remember that Nathan Soldat previously left for the Atlanta Beltline. Replacing Mr. Soldat as our new Senior Transit Planner is Aaron Fowler.

Chairman Tim Lee: Thank you Mayor Reed for serving as the previous RTC chair.

Handouts supplied in advance on the ARC website: (www.atlantaregional.com/rtc)

- 6/13/14 RTC Agenda
- 4/10/14 RTC Meeting Summary
- Presentations
 - Unified Bus Stop Signage Design and 2014 RTC Work Priorities
 - GRTA Comprehensive Operations Analysis Briefing
- Handouts
 - Issue Summary and Resolution Proposed 2014 RTC Work Priorities
 - Issue Summary and Resolution Proposed Unified Bus Stop Signage Design