

ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE October 09, 2014 Meeting Notes

Voting Members Present:

Commissioner Tim Lee, Chair
Mr. Kerry Armstrong
Commissioner Buzz Ahrens
Commissioner Tom Worthan

Non-Voting Members Present:

Mr. Keith Parker
Commissioner Jeff Turner
Mr. Dan Moody
Mr. Doug Hooker

Voting Members Absent:

Mr. Sonny Deriso
Mr. Robert Ashe
Commissioner John Eaves
Interim CEO Lee May
Commissioner Charlotte Nash
Mayor Kasim Reed

Non-Voting Members Absent:

Mr. Kirk Fjelstul
Ms. Carol Comer
Mayor Bucky Johnson
Commissioner Richard Oden
Commissioner Pete Amos
Commissioner David Austin
Commissioner Bob Blackburn
Commissioner Steve Brown
Commissioner Keith Ellis
Commissioner Chipper Gardner
Commissioner Pat Graham
Commissioner Kevin Little
Commissioner Tommy Smith

Actions Taken:

A quorum was not present and the meeting was held for informational purposes only.

1. Welcome, Chair's comments, Approval of 08/14/14 meeting summary, Public comment period

Chairman Lee welcomed everyone to the Regional Transit Committee meeting. There was no public comment. Approval of the minutes from the 08/14/14 was postponed until the January 2015 RTC meeting. Cain Williamson filled in for Janae Futrell.

2. 2014-2015 RTC Work Program Status Document

Cain Williamson, ARC, introduced a new tool that RTC staff will be using to keep committee members up to date on RTC projects. The work program status document will be updated on a regular basis and sent out to committee members. The document will allow RTC committee members to stay abreast on all RTC projects in-between committee meetings.

3. Regional Fare Study Update

Aaron Fowler, ARC, updated the committee on the regional fare study. Mr. Fowler reviewed the history of the regional Breeze fare collection system, outlining how the partner agreements and regional participation evolved over time and why the region is now focusing on the clearinghouse audit, cost-sharing methodology and revenue sharing methodology as priorities. In 2009 the initial cost-sharing agreement expired between MARTA and the regional partners, and when a new agreement couldn't be agreed to, the ARC flexed federal funds to help off-set the regional cost of the regional automated fare collection system. That arrangement included \$1 million per year for 5 years to go towards regional Breeze costs, and included two regional transit planning studies, the last of which was this regional fare study. Mr. Fowler stated that RTC staff has received feedback from all the operators on the initial scope of work, and the biggest piece of feedback was that the Clearinghouse Audit should be a separate piece of work from the cost-sharing/revenue-sharing methodologies. The scope of work has been redrafted to first focus on the Clearinghouse data/financial audit, which can then be used to develop cost sharing and revenue sharing agreements in a second phase of work.

Cain Williamson, ARC, reminded the committee that the initial compromise in 2010 in which the ARC flexed federal funds to offset the regional costs of Breeze is set to expire in 2015, and so time is of the essence in resolving some of these outstanding items regarding the regional cost of Breeze.

Chairman Lee stated that just because all the operators aren't present at today's meeting, doesn't mean that they aren't involved in this project. This project is probably the hardest piece of work in this year's work program, and there's a tremendous amount of participation from all parties.

4. Regional Transit Marketing Analysis & Strategy Development

Cain Williamson, ARC, presented on behalf of Janae Futrell, ARC, who is the project lead for the transit marketing analysis and strategy development. Mr. Williamson stated that the scope of the project is to come up with a regional approach to marketing transit. The project will be largely outcome driven, and not for the sake of marketing, but the desired outcomes will set the stage for measuring the success of the work. Additionally there will be multiple levels of collaborators including staff from transit agencies as well as strategic partners such as chamber of commerce, community improvement districts, transportation management associations and bicycle/pedestrian organizations. Of the \$250,000 total

project cost, about \$50,000-100,000 will be held back to conduct actual marketing work once the marketing strategy has been developed. The implementation will track results and guide the project. If a strategy is ineffective, the strategy will be able to pivot to make sure the project is as effective as possible.

5. Evolution of Atltransit.org Website Update

Landon Reed, ARC, updated the committee on the progress made by the AtlTransit.org website. He informed the committee that there has been a regional decision by the transit executives to migrate the oversight of the website to RTC/ARC. GRTA is currently managing this project, but RTC staff will now come up with a transition plan for the project to move to the ARC. Mr. Reed stated that project members are drafting a purpose statement, as well as a list of enhancements and costs. There will be a future work session with transit agencies to finalize the list of enhancements. Finally Mr. Reed previewed a five-year work program for the AtlTransit.org website with initial cost estimates.

6. Unified Bus Stop Signage Design Update

Aaron Fowler, ARC, updated the committee that RTC staff is having conversations with MARTA about partnering with the agency on installing and maintaining the project signage. MARTA is currently evaluating a multi-year replacement of their signage, and a partnership seems possible. RTC staff has recommended that MARTA go after federal funds for their project. Local matching funds would come from regional transit operators and the local community improvement districts. The CIDs have stated that they are interested in having a very robust group of financial partners, and a clear outlook on long-term maintenance before they will back the project financially.

Cain Williamson, ARC, stated that GRTA is currently undergoing an operations evaluation, and some stop locations and routings could change over the next year or two.

Mr. Keith Parker, MARTA, stated that MARTA is currently evaluating whether or not its signage shop would be able to fabricate the project's signage, and this will help determine the potential to partner.

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

- 10/09/2014 RTC Agenda
- 8/14/2014 RTC Meeting Summary
- Presentations
 - Regional Fare Study Recommendations
 - Regional Transit Marketing Analysis & Strategy Development
 - Evolution of Atltransit.org Website Update
- Handouts
 - 2014-2015 RTC Work Program Status Document