

RTC Project Status Updates - May 14, 2015

Topic	Date Started	Status Update	Next Steps	Responsible Party	Timeline
Regional Transit Marketing Project	8/1/14	Tasks 1-3 are nearly complete (reference: RFP), final target audiences for the project are currently under consideration.	With the help of a data set generated by ARC's Research and Analytics staff, the project stakeholders will review updated recommendations from the consultants by 5/22.	Janae Futrell	<ul style="list-style-type: none"> ✓1. RFP posted - 10/31 ✓2. Collaborative work sessions - 11/19, 12/17 ✓3. Proposals received -12/5 ✓4. Proposals reviewed - 12/5-12/19 ✓5. Interviews held with short list of candidates - 1/8 ✓6. Top candidate notified - 1/9 ✓7. Contract negotiation completed - 2/20 ✓8. Project kick-off - 2/27 ✓9. Agree on final work plan and schedule - 3/9 ✓10. Porter Novelli (PN) to deliver project management plan (Task 1) and initial findings from information packet (Task 2) - 3/27 ✓11. PN found no new research/info collection necessary, shifted funds from Task 3 - Information Collection (\$10,000) to Task 9 - Implementation Task completion (now \$137,255, 55% of total \$250,000 budget), tasks 1-3 complete - 4/3 ✓12. PN to provide teleconference/presentation to group, focus on goals and target audiences - 4/15 ✓13. Project stakeholders requested more detailed data on the "potential customers" of transit in the region before agreeing on target audiences. - 4/15 ✓14. ARC Research and Analytics staff created GIS data set on 1) walking access to regional transit at 10, 20, and 30 minutes and 2) driving access to regional transit at 3, 6, and 10 minutes. They then collected demographic data within these parameters and provided a report. - 5/8 15. ARC project staff working with consultant and project stakeholders on new proposed target audiences - 5/22 16. Once target audiences are agreed upon, move to Task 4 - Messaging Strategy. - 5/29

Regional Transit Website ATLtransit.org	12/17/13	Project partners discussed the future of the website, including hosting, funding, and list of future updates. Discussed the need to determine how we connect customers to trip planning resources once Google Transit, the One-Click and OpenTripPlanner are in full production.	Will refine list of improvements needed for the website and present these both to the project staff and agency heads for feedback.	Landon Reed	<ul style="list-style-type: none"> ✓1. Draft budget for improvements needed. 10/5/2014 ✓2. Transit executives meeting. 10/6/2014 ✓3. Draft plan for future funding. 10/31/2014 ✓4. Develop transition memo. 11/1/2014 ✓5. Distribute transition memo to transit execs. 11/24/2014 ✓6. Setup website on ARC servers. March 2015 7. Reconvene stakeholders to determine upgrade priorities. May 2015
Regional Bus Stop Signage Implementation	6/1/14	Worked with MARTA to submit TIP application for regional signage. MARTA included CCT's request for 477 regional signs. MAP-21 expires on May 31 and this requires Congress to 1) pass an extension and 2) allocate additional funds to the Highway Trust Fund to pay for the extension. Potential funding for this project is likely on hold until Congressional action	Work with partner transit agencies on determining best method for splitting regional signage costs, and weight alternative funding options.	Aaron Fowler	<ul style="list-style-type: none"> ✓1. RTC Approval of Design. 08/14/2014 ✓2. Outreach to CID Stakeholders. 8/14/2014 ✓3. Meeting with MARTA staff to discuss project. 11/5/14 ✓4. Confirm project implementation partner. Dec 2014 ✓5. Confirm regional matching funds. Jan/Feb 2015 ✓6. Repurpose ARC's leftover 5307 funds. March 2015 ✓7. MARTA submit grant application for signs. April 6, 2015 8. Work with transit agencies on cost-sharing agreement. 8/1/15 9. Assist in the implementation process. 2015/2016/2017
Regional Bus Stop Numbering System	8/1/14	Completed first draft of stop numbering guidebook and presented to the Regional Technology Committee.	Will continue to discuss and garner feedback from operators in May and June.	Landon Reed Aaron Fowler	<ul style="list-style-type: none"> ✓1. Analyze operators Bus Stop Numbering Systems. 9/15/14 ✓2. Meetings with MARTA to demo – 11/4/14 ✓3. Meet with all operators to demo – Dec 2014/Jan 2015 ✓4. Draft numbering guidebook for operators to use. – 2/20/15 5. Receive feedback on guidebook from operators - April 2015 ✓6. Beta Testing in OneBusAway. – March 2015 7. Finalize and "adopt" guidebook by each agency. - July 2015 8. Launch official OneBusAway instance - May 2015 9. Add regional numbering to GTFS. – August 2015
Clearinghouse - Regional Fare	7/1/14	Selected a consultant to conduct work. Currently in contract negotiations.	Expect to begin work in late May, 2015.	Aaron Fowler	<ul style="list-style-type: none"> ✓1. First Draft of RFP Sent to Operators – 9/1/2014 ✓2. Feedback from Operators Received – 9/24/2014 ✓3. Transit Executives Meeting – 10/6/2014 ✓4. Transit Executives Finalize Scope – 11/6/14 ✓5. Update RFP based on Feedback – Late November ✓6. Review final draft at Transit Execs meeting – Dec 2014 ✓7. Release RFP – February 11, 2015 ✓8. Proposals Due – March 18, 2015 ✓9. Contract Negotiation/Award – April 2015 10. Work begins in Late April/Early May 2015