

Project Updates - November 12, 2015

Regional Transit Committee

Project: Regional Transit Marketing

Manager: Janae Futrell

Project Start Date: 8/1/2014

| Status Update | Next Steps | Timeline | Anticipated | Completed |
|--|---|--|-------------|-----------|
| <p>Stakeholders have agreed to a messaging approach, and for using the ATLTransit brand as the regional transit brand during the campaign.</p> | <p>Staff will be hosting one-on-one meetings with each transit executive, as well as begin key implementation activities.</p> | 1 RFP posted. | | 10/31/14 |
| | | 2 Collaborative work sessions held. | | 12/17/14 |
| | | 3 Proposals received. | | 12/05/14 |
| | | 4 Proposals reviewed. | | 12/19/14 |
| | | 5 Interviews held with short list of candidates. | | 01/08/15 |
| | | 6 Top candidate notified. | | 01/09/15 |
| | | 7 Contract negotiation completed. | | 02/20/15 |
| | | 8 Project kick-off completed. | | 02/27/15 |
| | | 9 Agreement on final work plan and schedule achieved. | | 03/09/15 |
| | | 10 Porter Novelli (PN) delivered project management plan (Task 1) and initial findings from information packet (Task 2). | | 03/27/15 |
| | | 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. | | 04/03/15 |
| | | 12 PN provided teleconference/presentation to group, focus on goals and target audiences. | | 04/15/15 |
| | | 13 Project stakeholders requested more detailed data on the "potential customers" of transit in the region before agreeing on target audiences. | | 04/15/15 |
| | | 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. | | 05/08/15 |
| | | 15 Target audience, millennials (ages 20-34) finalized. | | 05/26/15 |
| | | 16 Focus group questions and format finalized. | | 07/06/15 |
| | | 17 Conduct first round of focus groups with millennials. | | 07/10/15 |
| | | 18 Conduct second round of focus groups with millennials. | | 08/25/15 |
| | | 19 Receive/review focus group report. | | Completed |
| | | 20 PN provides recommendations on messaging approach, creative approach, and implementation timeline. | | 10/09/15 |
| | | 21 Project stakeholders agree on messaging approach, creative approach, and implementation timeline. | | 10/23/15 |
| | | 22 Will hold one-on-one meeting with transit executives to update. | | 11/06/15 |
| | | 23 Implementation activities: producing creative, media buys, etc... | | 12/31/15 |
| | | 24 Marketing materials available for public launch | | Q1 2016 |
| | | 25 Connecting project with "atltransit" as the "regional transit brand." | | Q1 2016 |

Regional Transit Website ATLtransit.org

Manager: Landon Reed

Project Start Date: 12/17/2013

| Status Update | Next Steps | Timeline | Anticipated | Completed |
|---|--|--|-------------|-----------|
| <p>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.</p> | <p>Will refine list of improvements needed for the website and present these to project staff and agency heads for feedback.</p> | 1 Draft budget for improvements needed. | | 10/05/14 |
| | | 2 Transit executives meeting. | | 10/06/14 |
| | | 3 Draft plan for future funding. | | 10/31/14 |
| | | 4 Develop transition memo. | | 11/01/14 |
| | | 5 Distribute transition memo to transit execs. | | 11/24/14 |
| | | 6 Setup website on ARC servers. | | 03/01/15 |
| | | 7 Reconvene stakeholders to determine upgrade priorities. | | 05/21/15 |
| | | 8 2nd Quarterly Stakeholder Meeting (get input on focus group guidelines) | | 10/16/15 |
| | | 9 Finalize guidelines for focus group | | 10/26/15 |
| | | 10 Develop mockup website for focus groups | | 11/15/15 |
| | | 11 Garner public input (focus groups coordinated by MARTA) to inform upgrade priorities. | | 11/21/15 |
| | | 12 Coordinate launch with regional marketing launch | | 01/12/16 |

Project: Regional Bus Stop Signage Implementation

Manager: Aaron Fowler

Project Start Date: 8/1/2014

| Status Update | Next Steps | Timeline | Anticipated | Completed |
|---|--|--|-------------|--------------|
| <p>Awarded STP Urban Funds of \$1-1.5 Million. Made design updates to signage construction document, preparing it for submission to a procurement contractor.</p> | <p>Draft application for GO Transit Bond application. Assist MARTA on the drafting of a signage procurement RFP.</p> | 1 RTC Approval of Design. | | 08/14/14 |
| | | 2 Outreach to CID Stakeholders. | | 08/14/14 |
| | | 3 Meeting with MARTA staff to discuss project. | | 11/05/14 |
| | | 4 Confirm project implementation partner. | | 12/30/14 |
| | | 5 Confirm regional matching funds. | | 02/28/15 |
| | | 6 Repurpose ARC's leftover 5307 funds. | | 03/15/15 |
| | | 7 MARTA & CCT submit grant application for TAP. | | 04/06/15 |
| | | 8 Meeting at MARTA HQ with grants and planning to discuss MARTA's future role in regional signage application. | | 08/26/15 |
| | | 9 Meeting with SRTA staff to discuss future GO Transit Bond Application | | 09/21/15 |
| | | 10 Updated graphics and signage design changes to construction document. | | 10/01/15 |
| | | 9 Follow up meeting to confirm procurement and installation planning strategy with MARTA. | | 10/14/15 |
| | | 10 Confirmation on the award of STP Urban funds for regional signage project. | | 10/29/15 |
| | | 11 GO Transit Bond Application Opens | | 10/30/15 |
| | | 12 Coordinate with all operators on joint application for GO Transit Bond | | 10/30 - 1/31 |
| | | 13 Assist MARTA in the drafting of signage procurement RFP | | 10/30 - 1/31 |
| 14 Submit regional application for GO Transit Bond funds. | | 01/15/16 | | |
| 15 Implementation process begins: signage fabrication RFP, installation, etc... | | 09/01/16 | | |

Project: Regional Bus Stop Numbering

Managers: Landon Reed & Aaron Fowler

Project Start Date: 8/1/2014

| Status Update | Next Steps | Timeline | Anticipated | Completed |
|--|--|---|-------------|--------------|
| MARTA confirmed the reservation of regional numbers in GTFS stop codes. Began the conversion of GRTA stop codes to regional stop code range. | Launch new GRTA regional stop codes, and begin process of converting Cobb and Gwinnett stop code ranges. | 1 Analyzed operators Bus Stop Numbering Systems. | | 09/15/14 |
| | | 2 Hosted meetings with MARTA to demo. | | 11/04/14 |
| | | 3 Met with all operators to demo. | | 01/15/15 |
| | | 4 Drafted numbering guidebook for operators to use. | | 02/20/15 |
| | | 5 Received feedback on guidebook from operators. | | 04/30/15 |
| | | 6 Beta Tested in OneBusAway. | | 03/15/15 |
| | | 7 Launched official OneBusAway instance. | | 05/28/15 |
| | | 8 Confirm with MARTA the reservation of number ranges for transit agencies. | | 09/21/15 |
| | | 9 Work with GRTA on making adjustments to their GTFS feed to reflect regional stop codes. | | 10/9 - 11/16 |
| | | 10 Work with agencies to amends GTFS to reflect new numbering scheme. | | 01/29/16 |

Project: Breeze Financial Review

Manager: Aaron Fowler

Project Start Date: 7/1/2014

| Status Update | Next Steps | Timeline | Anticipated | Completed |
|---|---|--|-------------|--------------|
| Held status update meeting with project stakeholders on the Breeze revenue and ridership. Worked with consultant on reviewing the draft cost model. | Hold status update meeting with project stakeholders on the Breeze cost model, and report findings. Coordinate with agencies on next steps and changes for an updated Breeze agreement. | 1 First Draft of RFP Sent to Operators. | | 09/01/14 |
| | | 2 Feedback from Operators Received. | | 09/24/14 |
| | | 3 Transit Executives Meeting. | | 10/06/14 |
| | | 4 Transit Executives Finalize Scope. | | 11/06/14 |
| | | 5 Update RFP based on Feedback. | | 11/30/14 |
| | | 6 Review final draft at Transit Execs meeting. | | 12/15/14 |
| | | 7 Release RFP. | | 02/11/15 |
| | | 8 Proposals Due. | | 03/18/15 |
| | | 9 Contract Negotiation/Award. | | 04/20/15 |
| | | 10 Consultant's work begins. | | 06/15/15 |
| | | 11 Consultant completes a project management work plan. | | 06/29/15 |
| | | 12 Consultant develops Decision Flow Matrix for In-Scope Costs | | 08/11/15 |
| | | 13 Consultant verifies ridership data. | | 09/03/15 |
| | | 14 Consultant verifies revenue data. | | 10/16/15 |
| | | 15 Consultant provides draft costs of the regional clearinghouse & fare collection system. | | 10/22/15 |
| | | 16 Consultant evaluates revenue of non-Breeze fare media types. | | 09/03/15 |
| | | 17 Hold stakeholder update for Breeze revenue and ridership. | | 10/16/15 |
| | | 18 Hold stakeholder update for Breeze cost model. | | 11/13/15 |
| | | 19 Hold stakeholder update for Breeze findings and recommendations. | | 11/13 -11/20 |
| | | 20 Hold one-on-one meeting with transit executives | | 11/9-11/18 |
| | | 21 Present to transit executive committee on project deliverables | | 11/19/15 |
| | | 22 Consultant provides final report and all deliverables. | | 11/30/15 |