

ARC COMMITTEE MEETING FOLLOW-UP

REGIONAL TRANSIT COMMITTEE

November 12, 2015 Meeting Notes

Voting Members Present:

Commissioner Tim Lee, Chair
Commissioner Charlotte Nash
Mr. Sonny Deriso
Interim CEO Lee May
Commissioner Tom Worthan
Commissioner John Eaves
Mr. Clark Boddie

Voting Members Absent:

Mayor Kasim Reed
Commissioner Buzz Ahrens
Mr. Kerry Armstrong
Mr. Fred Daniels
Mr. David Austin

Non-Voting Members Present:

Commissioner Jeff Turner
Mr. Donald Hawbaker
Ms. Carol Comer
Commissioner Richard Oden
Mr. Krik Fjelstul for Chris Tomlinson

Non-Voting Members Absent:

Mr. Keith Parker
Mr. Rudy Bowen
Commissioner Pat Graham
Mr. Doug Hooker
Commissioner Charles Oddo
Commissioner Pete Amos
Commissioner Keith Ellis
Commissioner Kevin Little
Commissioner Tim Lassetter
Commissioner Tommy Smith

The committee held quorum.

Do to time constraints, Chairman Lee requested that the agenda be adjusted so that SRTA presented on the GO Bonds before the committee approved the previous meeting's minutes.

1. SRTA – GO Bond Funds

David Cassell on behalf of SRTA came and presented to the RTC on the \$75,000,000 grant program for transit capital projects. SRTA/GRTA are working together on this program, and GRTA will not apply for funds themselves. The state legislature selected SRTA to administer the grant funds because the agency has long overseen the highway version of the program, the Georgia Transportation Infrastructure Bank (GTIB).

Mr. Cassell highlighted what would make a strong application for the GO Bonds, including that the proposed project would be viewed favorably if it helps move the needle in economic

competitiveness for the state. Additionally, projects that bring in more local dollars that help match potential state dollars will also be more competitive.

SRTA heavily vetted the application in order to make sure that the criteria worked for transit systems state wide. The agency also compared potential projects against the proposed application criteria.

Those interested in reviewing the application and applying can find the application online at www.gatolls.com The deadline for applications is January 31, 2016. Staff will also be presenting at the Georgia Transit Association conference in December at Jekyll Island. Will be presenting at the GTA conference in December.

2. Welcome, Chair's comments, Approval of meeting summary, Public comment period

Chairman Lee welcomed everyone to the Regional Transit Committee meeting and acknowledged that there was quorum. The meeting minutes from the previous RTC meeting held on July 9, 2015 were approved.

Ms. Susan McCoy, attorney at law and resident of Cobb County, gave public comment to the committee. Ms. McCoy expressed concern over how funds are allocated by leaders at ARC, and implored the committee to make the entire region a better place. Ms. McCoy closed her comments with a poem.

3. Unified Bus Stop Signage Application (action)

Mr. Aaron Fowler, Senior Transit Planner at the Atlanta Regional Commission, discussed why the committee was being asked to approve the resolution before them. The resolution provides RTC staff the ability to apply on behalf of the transit agencies in the region for the state's GO Bond funds. The application will be in an effort to secure funds for the regional bus stop signage implementation project. He informed the committee that one positive recent development is that ARC awarded the project \$1.5 million. This will

The resolution was approved unanimously by the committee.

4. Regional Transit Marketing

Ms. Janae Futrell, Senior Principal Planner at the Atlanta Regional Commission, shared with the committee an update on the regional transit marketing project. As a short marketing campaign wasn't feasible, the project has focused on key behavior change elements. Of those behavior change elements, the project team has spent the bulk of the work focusing on the first step of behavior change – making others knowledgeable about transit.

The consultant team first evaluated walk-shed and drive-sheds from transit; this is key to understanding who has the potential to access the product: transit.

Ms. Futrell informed the group that demographically millennials are a significant population group within the walk-shed from transit.

The marketing project has also begun message creation and message testing on a marketing theme. Stress-relief and satire have been the two strongest themes when testing marketing materials for millennials. Largely the marketing campaign pokes fun of driving. There will be three key marketing elements including social media and memes, videos and web banners. The intent is to drive much of this marketing traffic back to www.AtlTransit.org

5. ATLtransit.org

Landon Reed, Transportation Technologist at the Atlanta Regional Commission, updated the committee on ATLTransit.org site improvements that have been made since the site's first launch late last year. One of the primary goals has been to introduce more language that coincides with the marketing messages Ms. Futrell mentioned earlier. The site refresh will be more accessible and in a format that is easier to comprehend.

New features for the site include the introduction of real time arrivals for transit trips and schedule information. The site will allow users to choose any stop across the system to find rider information. This same technology will tie into the passenger information panels on the new regional bus stop signage.

6. Regional Clearinghouse/Fare Collection

Mr. Aaron Fowler, Senior Transit Planner at the Atlanta Regional Commission, provided an overview on the progress made on the review of the Breeze system. He shared with the committee a breakdown of Breeze revenue and ridership for each of the Breeze partners. In total the partner agencies make up about 3% of Breeze ridership and about 1.9% of regional Breeze revenue.

Additionally he shared some preliminary findings from the review, including a growing variance between the transfers between MARTA and each of the operators. Mr. Fowler informed the committee that this increase in transfer variance could be caused by several reason including fair evasion, carpooling during one leg of a trip, as well as users making transit trip decisions based on fare prices.

Lastly Mr. Fowler shared with the committee a decision framework in which the consultant is using to help decide on whether or not a particular cost should be included "in-scope" for the Breeze program. The consultant will be using this decision framework to help judge all costs being evaluated for the Breeze program.

Mr. Cain Williamson reminded the committee that this data and the information gleamed from this study is solely intended for the transit leadership in our region to use as they soon come to the table to renegotiate the Breeze agreements.

7. Updates and Wrap-Up

Chairman Lee thanked the RTC staff for the work and progress that has been made on the RTC work program. Chairman Lee reminded committee members that RTC would issue paperwork and meeting notes out for members that were absent.

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

- 11/12/15 RTC Agenda
- 7/9/15 RTC Meeting Notes and Summary
- Presentations
 - SRTA GO Transit Bond Application
 - Marketing Project Update
 - ATLTransit.org Project Update
 - Breeze Review Project Update
- Handouts
 - Issue Summary and Resolution Proposed – Regional Signage Application
 - RTC Project Update File