

Project Updates - January 14, 2016

Regional Transit Committee

Project: Regional Transit Marketing

Manager: Janae Futrell

Project Start Date: 8/1/2014

Status Update	Next Steps	Timeline	Anticipated	Completed
<p>Transit agencies reviewed the nearly final creative materials on 1/8/16. These include 3 videos (2 at 30 seconds, 1 at 15 seconds), 4 animated banner ads, 3 posters, and many different social media memes. They are providing comments by 1/12/16 to finalize the creative materials.</p>	<p>Steps for video production will begin on 1/18. This includes approving the site, actors, and final script. Efforts to grow "online transit promoters" and "cross-promotional partners" will be ongoing in January and February.</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 draft creative, media buys, etc...		12/31/15
		24 Connecting project with "atlransit" as the "regional transit brand."		12/31/15
		25 Present final draft of creative materials to transit agency staff		01/08/16
		26 Present final draft of creative materials to transit executives		01/21/16
		27 Finalize creative materials		01/29/16
		28 Finalize group of "online transit promoters" to post digital material		02/26/16
		29 Finalize group of "cross-promotional partners" to use materials in their networks/campaigns		02/26/16
		30 Produce all creative materials		03/04/16
		31 Launch campaign		03/11/16
		32 Test progress, change as needed (ongoing)		05/06/16
		33 End campaign (8 weeks total, phase 1 of potential additional phases)		05/06/16

Regional Transit Website ATLtransit.org

Manager: Landon Reed

Project Start Date: 12/17/2013

Status Update	Next Steps	Timeline	Anticipated	Completed
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 to project staff and agency heads for feedback.	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 Soft launch of website at ATLtransit with press release		01/14/16
		13 Continued updates during beta period		03/15/16
		14 Coordinate launch with regional marketing launch		03/15/16

Project: Regional Bus Stop Signage Implementation

Manager: Aaron Fowler

Project Start Date: 8/1/2014

Status Update	Next Steps	Timeline	Anticipated	Completed
Continued making minor updates and improved signage fabrication specifications in the 100% construction document w/ assistance from MARTA bus stop planning staff. Coordinated with MARTA on drafting of GO Bond grant application. Coordinated with regional operators on participation in application.	Complete application and submit before deadline.	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 Assist MARTA in the drafting of signage procurement RFP		12/28/15
		13 Coordinate with all operators on joint application for GO Transit Bond		01/07/16
14 Submit regional application for GO Transit Bond funds.		01/31/16		
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
Working with GRTA on beginning to transition their current numbering system to the new regional numbering system.	Waiting for commuter bus operational changes to be fully implemented before rolling out the new public facing regional bus stop numbers.	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 Wait for GRTA Comprehensive Operations Analysis to be implemented with new stop locations		Spring 2016
		10 Work with agencies to amends GTFS to reflect new numbering scheme.		Late Spring 2016

Project: Breeze Financial Review

Manager: Aaron Fowler

Project Start Date: 7/1/2014

Status Update	Next Steps	Timeline	Anticipated	Completed
Held stakeholder meeting on the cost-share model, and held individual one-on-one meetings with transit executives to review the results of the entire project. Incorporated comments and revisions to the draft report from Breeze staff. Received final report from consultant.	This project has been completed, but ongoing meetings and conversations will be held to work towards negotiating new Breeze agreements between MARTA and the regional partners.	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.		11/24/15
		20 Hold one-on-one meeting with transit executives		11/18/15
		21 Present to transit executive committee on project deliverables		11/19/15
		22 Consultant provides final report and all deliverables.		12/30/15