

**Regional Transit Committee**

*Tim Lee, Chair*

**Thursday, March 10, 2016**

**9:00 – 10:15 AM**

**ARC Offices, Cramer Room, Level C**

1. Welcome, Chair's comments, Approval of 01/14/16 meeting summary, Public comment period<sup>1</sup>

*Tim Lee, Chair*
2. Regional Transit Marketing Campaign

*Janae Futrell, ARC*

*The "Do you love traffic" transit marketing campaign launches on March 10<sup>th</sup>. Ms. Futrell will share the videos, web banner ads, and posters with the committee. She will explain how partnerships have been leveraged, how the campaign will be monitored and evaluated, and how these both pave the way for potential additional phases of the campaign.*
3. Regional Bicycle and Pedestrian Plan

*Byron Rushing, ARC*

*The "Walk. Bike. Thrive!" plan outlines ways that cycling and walking can be better integrated at both regional and local scales. Mr. Rushing will tell the committee about learning outcomes with a focus on how the interconnectivity between cycling, walking, and public transit can improve.*
4. Regional Travel Training

*Renee Ray, ARC*

*Ms. Ray will provide information on initiatives at ARC and regional agencies to increase the usage of public transit through "travel training." She will also invite the region's transit operators to leverage ARC's travel training resources locally within their transit system.*
5. Regional Clearinghouse/Fare Collection Project

*Aaron Fowler, ARC*

*Mr. Fowler will share outcomes of the report (completed December 2015), current action items, and next steps for the project.*
6. Updates and Meeting Wrap-up
  - a. Update on legislation impacting public transit

*Scott Haggard, ARC*
  - b. Update on GO! Transit Capital Program

*Chris Tomlinson, GRTA & SRTA*
  - c. Closing comments

*Tim Lee, Chair*

**To access presentation materials, please visit [www.atlantaregional.com/rtc](http://www.atlantaregional.com/rtc).**

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<sup>1</sup> A 10-minute period for public comments is designated at the beginning of each regular RTC meeting. Each commenter must sign up before 9:00 AM on the meeting date. Each speaker will be limited to two minutes. If the comment period expires before all citizens have an opportunity to address the Committee, citizens will be invited to provide their comments in writing.

