

Regional Transit Committee

Tim Lee, Chair

Thursday, May 12, 2016

9:00 – 10:15 AM

ARC Offices, Cramer Room, Level C

1. Welcome, Chair's comments, Approval of 3/10/16 meeting summary,
Public comment period¹ *Tim Lee, Chair*

2. "Do you love traffic" Marketing Campaign Report *Janae Futrell, ARC*
The "Do you love traffic" transit marketing campaign closes on May 6th. Ms. Futrell will report out on the preliminary results of the campaign and highlight next steps.

3. Bike-to-Ride: Improving Active Transportation Connections to Transit *Aaron Fowler, ARC*
This project will begin a new planning effort by RTC to improve active transportation connections to transit, like biking and walking, in order to increase transit ridership and transit access. Mr. Fowler will outline the project details for the committee.

4. Atlanta Bike Challenge *Casey Sloan, ARC*
ARC leads a bike challenge each year, and Mr. Sloan will report out on the results from 2015. He'll also explain the overall program, its relationship with transit, and plans for its development.

5. Atlanta Region Transit Vision Project *Janae Futrell, ARC*
A request for proposals (RFP) was recently released for this project. Ms. Futrell will explain the project approach and highlight key dates.

6. Cobb Community Transit (CCT) Flex Service *Vida Covington, CCT*
CCT has been operating a "flex," or deviated fixed route, service for the past year. Ms. Covington will share an update on lessons learned.

7. Updates and Meeting Wrap-up
 - a. Report briefing on the Economic Benefits of Investing in Transit commissioned by the Metro Atlanta Chamber of Commerce *Ehren Bingaman, HNTB*
 - b. Status of RTC Projects *Cain Williamson, ARC*

To access presentation materials, please visit www.atlantaregional.com/rtc.

¹ 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.

