

Project Updates - May 12, 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>The first phase of the campaign has reached its end. The primary activity is collecting relevant data and communicating it to groups such as the transit operators and RTC.</p>	<p>The remainder of May will be devoted to interpreting the data and extracting insight from the effectiveness of the first phase of the campaign. This also helps inform the strategy of potential additional phases.</p>	1 Produce all creative materials		03/04/16
		2 Launch campaign		03/10/16
		3 Test progress, change as needed		5/6/2016
		4 End campaign (8 weeks total, phase 1 of potential additional phases)		5/6/2016
		5 Report out on campaign to RTC		05/12/16
		6 Collect feedback from transit operators on plans for additional phases	5/27/2016	
		7 Interpret data and extract insights from the effectiveness of the first phase of the campaign	5/27/2016	
		8 Decide on strategy for additional phases	6/17/2016	
		9 Begin work with other ARC staff on additional phases	7/1/2016	
		10 Update RTC on plans for additional phases, begin/document new timeline	7/14/2016	

Bike-to-Ride: Active Transportation Connections to Regional Transit

Manager: Aaron Fowler

Project Start Date: 5/12/2016

Status Update	Next Steps	Timeline	Anticipated	Completed
Developed draft project scope for project.	Coordinate with transit partners and local governments on final project scope and interest. Release RFP for consultant work.	1 Present project to RTC.	05/12/16	
		2 Receive feedback from stakeholders on final scope.	06/03/16	
		3 Release RFP	Mid-July	
		4 Consultant Selection	Mid-September	
		5 Consultant work begins	Late September	
		6 Consultant completes work and provides final deliverables	03/01/17	

Project: Regional Bus Stop Signage & Amenity Implementation

Manager: Aaron Fowler

Project Start Date: 8/1/2014

Status Update	Next Steps	Timeline	Anticipated	Completed
RTC staff have been coordinating with SRTA staff on answering questions about the GO Transit Bond application.	Begin prepparing an RFP for release by MARTA for the procurement of the regional signage. Continue working with transit operators on the transition to the new regional bus stop numbering system.	1 Submit regional application for GO Transit Bond funds.		01/31/16
		2 GO Transit Bond Funds Awarded	06/13/16	
		3 STP Urban Funds Become Available	07/04/16	
		4 Draft RFP for signage procurement with MARTA and Cobb	07/04/16	
		5 RFP for signage released by MARTA	07/11/16	
		6 Vendor Award	10/17/16	
		7 Work with agencies to amends GTFS to reflect new numbering scheme.	11/07/16	
		8 Signage & Amenity Fabrication Begins	11/07/16	
		9 Installation of Signage & Amenities Begins	02/06/17	
		10 Installation of Signage & Amenities Complete	02/01/18	

Project: Breeze Regional Fare Payment System

Manager: Aaron Fowler

Project Start Date: 7/1/2014

Status Update	Next Steps	Timeline	Anticipated	Completed
Worked with MARTA staff on refining Breeze card replacement policies for TMAs. Coordinated with transit agencies on developing a new cost-sharing agreement for Breeze costs. Researched feasible regional product models for the Atlanta region.	Finalize a new cost-sharing agreement. Develop new Breeze Agreements and have boards ratify them. Finalize a regional fare product offering. Address transfer fare evasion through revised transferring policies in the Breeze system.	Cost Share Agreements		
		1 Consultant provides final report and all deliverables.		12/30/15
		2 Agencies provided report & feedback requested on cost-sharing proposal		01/04/16
		3 MARTA reviews & provides counter-offer to Grant Thornton Recommendation		02/19/16
		4 Discuss MARTA's counter-proposal at Transit Executives Meeting		03/24/16
		5 Reach regional agreement on new Breeze cost-sharing	05/20/16	
		6 MARTA drafts new Breeze Agreements	07/18/16	
		7 Transit Boards & Governments ratify/adopt new cost-sharing agreements.	11/01/16	
		Addressing Reciprocal Transfer Variances & Fare Evasion		
		1 Discuss fare evasion recommendations at Regional Technology Group meeting		03/16/16
		2 MARTA holds meeting to determine best method to address evasion		04/25/16
		3 Implement fare evasion solution with Cubic	08/01/16	
		4 Evaluate the effects of solution after 6 months	2/1/17	
		Implement Regional Fare Product		
		1 Present regional fare product recommendations at Regional Technology Group	6/1/16	
2 Finalize specifics on mechanics of regional fare product	12/1/16			
3 Roll-out of new regional fare product(s)	4/29/16			

Regional Transit Website ATLtransit.org

Interim Manager: Aaron Fowler

Project Start Date: 12/17/2013

Status Update	Next Steps	Timeline	Anticipated	Completed
ATLtransit.org's relaunch was a success, and went live 3/10/2016	Continuing to make minor updates and improvements, including feedback from operators and users.	1 Coordinate launch with regional marketing launch		03/10/16
		2 Ongoing site improvements and maintenance	06/13/16	
		3		
		4		