RTC: The year behind and the year ahead

Regional Transit Committee
November 10, 2016
ATLtransit.org Marketing Campaign

**The Year Behind**
- Mar. 10 - May 8
- 13.9M Paid Media Impressions
- 402K Video Views
- 41K+ Web Visitors
- 2,012 Planning Tool Conversions

**The Year Ahead**
- Define synergies with Georgia Commute Options
- Plan and execute second campaign
- Coordinate with communications about construction projects
Regional Transit Vision Update

The Year Behind
- Defined project scope
- Hired consultant team
- Stakeholder interviews underway
- Official kickoff in early December

The Year Ahead
- Needs assessment
- Technology inventory
- Software development
- Plan development
Bike to Ride

**The Year Behind**
- Defined project scope
- Currently procuring consultant team
- Contracting in early December

**The Year Ahead**
- Kickoff early 2017
- Chose focus locations
- Site analysis
- Site specific design solutions
- Wrap in Summer 2017
- Consider funding for implementation
Human Service Transportation Plan

The Year Behind
- Draft plan developed
- Plan vetted and comments incorporated
- Plan to be finalized for presentation committee and board

The Year Ahead
- Plan adoption
- Implementation activities
- Funding policy developed
- Project funding decisions made
Regional Fare Collection

The Year Behind

- Completed financial review
- Submitted recommendations to transit operators
- Operators accepted recommendations
- Breeze agreements currently being renegotiated
- Focus groups conducted on potential for universal regional fare product

The Year Ahead

- Develop consensus on need (or lack thereof) for universal fare product
- Design set of potential products
- Test products with riders
- Develop revenue sharing methodology
- Design implementation plan
Universal Bus Stop Signage

The Year Behind
- Secured funding in TIP
- Awarded GO Transit Bond Funding
- Reviewing SRTA funding agreement
- Working with MARTA, Cobb and GRTA implementation approach

The Year Ahead
- Execute SRTA agreement
- Procure signs
- Coordinate sign delivery with operators
- Support sign installation
Additional Significant Developments

The Year Behind
- Lost three staff members
- Hired two replacement staff
- Absorbed GCO
- Conducted regional Dump the Pump - Try Transit promotion
- Participated in legislative and business community transit study committees
- GRTA COA implementation
- Losing a chairman

The Year Ahead
- New chair orientation
- Support legislative transit study committees during session
- Support planning and implantation of transit projected from new funding sources
- Support transit in new managed lanes
In summary...