

RTC: The year behind and the year ahead

Regional Transit Committee

November 10, 2016

ATLtransit.org Marketing Campaign

The Year Behind

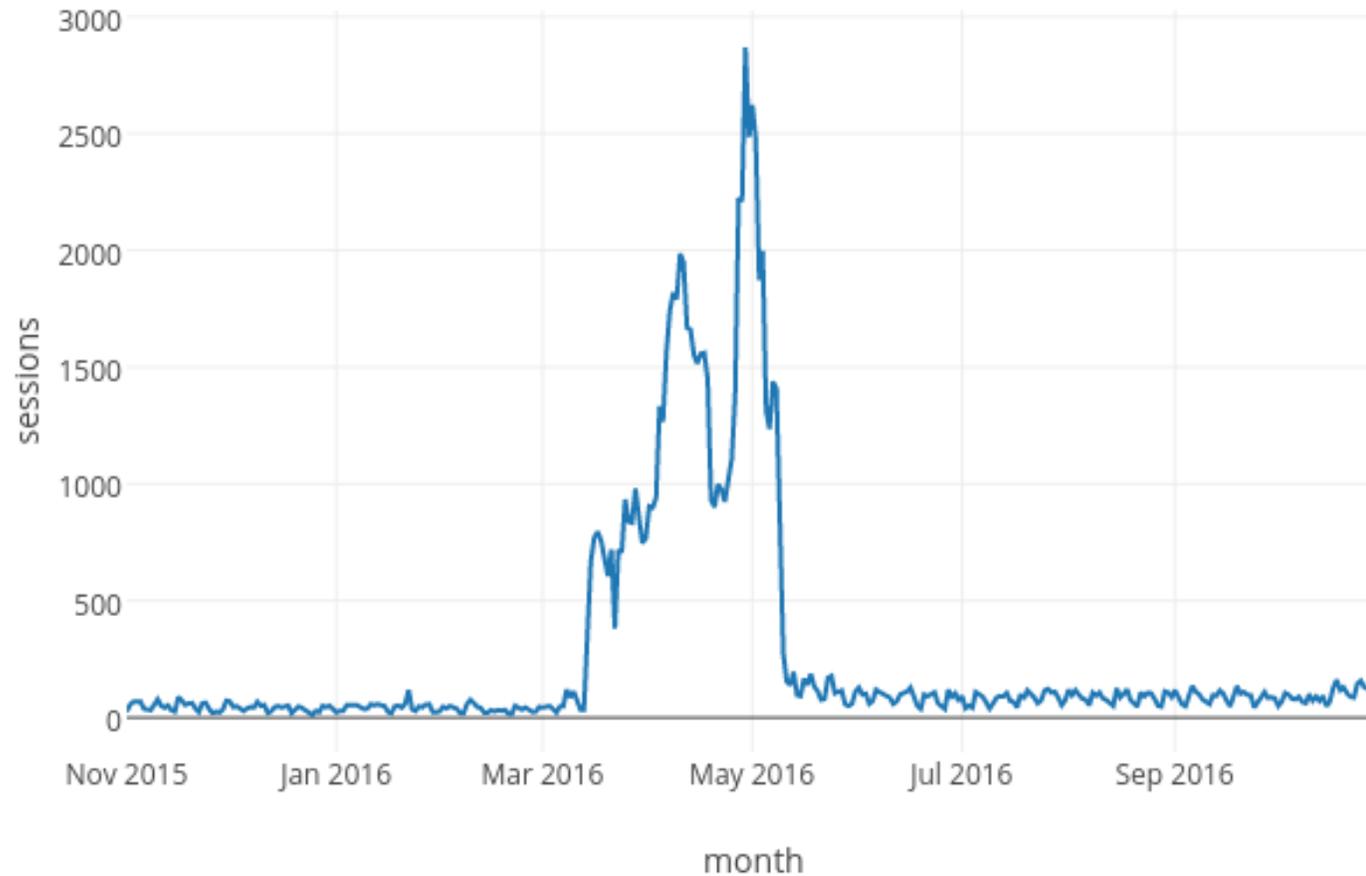
- ▶ Mar. 10 - May 8
- ▶ 13.9M Paid Media Impressions
- ▶ 402K Video Views
- ▶ 41K+ Web Visitors
- ▶ 2,012 Planning Tool Conversions

The Year Ahead

- ▶ Define synergies with Georgia Commute Options
- ▶ Plan and execute second campaign
- ▶ Coordinate with communications about construction projects

ATLtransit.org Marketing Campaign

AtlTransit 11-01-2015 - 10-31-2016 # of Sessions



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 GOTransit 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...

So tired

