

**Regional Transit Committee**

*Tim Lee, Chair*

**Thursday, September 15, 2016**

**9:00 – 10:15 AM**

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

1. Welcome, Chair's comments, Approval of 5/12/16 meeting summary,  
Public comment period<sup>1</sup> *Tim Lee, Chair*
  
2. "Do you love traffic" Marketing Campaign Final Report *Anna Okula, Porter Novelli*  
*The "Do you love traffic" transit marketing campaign, which lasted for 2 months, wrapped up in early May 2016. Ms. Okula will report out on the campaign results and options moving forward.*
  
3. Atlanta Bike Share *Dan Murphy, CycleHop*  
*The City of Atlanta started a bike share program in June 2016 called "Relay." Mr. Murphy with CycleHop, a bike share program operator, will share the details of Atlanta's program.*
  
4. MARTA Sales Tax Referendum *Ben Limmer, MARTA*  
*MARTA will hold a sales tax referendum in November 2016 to fund expansion within the City of Atlanta. Mr. Limmer will highlight some key details.*
  
5. Simply Get There (SGT) project update *Renee Ray, ARC*  
*ARC launched the SGT project, available at [SimplyGetThere.org](http://SimplyGetThere.org), in March 2015. Ms. Ray will highlight some of the work ARC is doing to design additional capabilities and show usage figures.*
  
6. Human Services Transportation (HST) Plan Update *Janae Futrell, ARC*  
*ARC recently completed a draft of the HST Plan. Ms. Futrell will share some key concepts of the plan, illustrative data, and next steps.*
  
7. Updates and Meeting Wrap-up

**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.

