

Project Updates - September 15, 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 project's first phase of work is now complete. The summary documents have all been created to inform the incoming project manager for the second phase.</p>	<p>Hiring of the marketing manager is in process, and options will be selected for the next phase once they are on board.</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 Collected feedback from transit operators on plans for additional phases		5/27/2016
		7 Interpreted data and extracted insights from the effectiveness of the first phase of the campaign		5/27/2016
		8 Identified clear set of options for additional phases		6/17/2016
		9 Awaiting marketing staff hire for project hand-off		7/29/2016
		10 Update RTC on plans for additional phases, begin/document new timeline		9/15/2016

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
Proposals have been delivered in response to the RFP. They are currently under review by the selection committee.	Select consultant and begin contract negotiation.	1 Present project to RTC.		05/12/16
		2 Receive feedback from stakeholders on final scope.		06/22/16
		3 Release RFP		07/12/16
		4 Consultant Selection	Mid-September	
		5 Consultant work begins	Late September	
		6 Consultant completes work and provides final deliverables	03/31/17	

Project: Regional Bus Stop Signage & Amenity Implementation

Managers: Aaron Fowler

Project Start Date: 8/1/2014

Status Update	Next Steps	Timeline	Anticipated	Completed
Received \$3.8 Million in GO Bond funds from SRTA.	Begin coordinating with the transit partners on beginning the implementation: procuring signage and installation.	1 Submit regional application for GO Transit Bond funds.		01/31/16
		2 GO Transit Bond Funds Awarded		06/22/16
		3 STP Urban Funds Become Available		07/04/16
		4 Draft RFP for signage procurement with MARTA and Cobb	10/19/16	
		5 RFP for signage released by MARTA	11/12/16	
		6 Vendor Award	01/07/17	
		7 Work with agencies to amends GTFS to reflect new numbering scheme.	02/28/17	
		8 Signage & Amenity Fabrication Begins	02/28/17	
		9 Installation of Signage & Amenities Begins	08/01/17	
		10 Installation of Signage & Amenities Complete	12/31/18	

Project: Breeze Regional Fare Payment System

Manager: Aaron Fowler

Project Start Date: 7/1/2014

Status Update	Next Steps	Timeline	Anticipated	Completed
MARTA staff is working on drafting up new cost-sharing agreements that are based on the recommendations that came from the Grant Thornton review. MARTA is also working with Cubic to address regional transfers, and implementing an up-charge for any higher priced transit fares.	Transit partners adopt new Breeze agreements. ARC will be presenting some recommendations to begin conversations on how to implemenent a regional fare product.	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	09/23/16	
		7 Transit Boards & Governments ratify/adopt new cost-sharing agreements.	12/01/16	
		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	12/01/16	
		4 Evaluate the effects of solution	2/1/17	
		Implement Regional Fare Product		
		1 Present regional fare product recommendations at RTG & Transit Execs Meeting		7/21/16
		2 Finalize specifics on mechanics of regional fare product	12/1/16	
		3 Roll-out of new regional fare product(s)	6/30/17	

Regional Transit Website ATLtransit.org

Manager: Leslie Caceda

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 -- closed 82 issue tickets	06/13/16	06/05/16
		3 Close out 27 new issue tickets	11/01/16	
		4 Investigate adding traffic delay into trip planner	01/01/17	

Regional Transportation Technology Policy Document

Manager: Leslie Caceda

Project Start Date: 07/01/2016

Status Update	Next Steps	Timeline	Anticipated	Completed
Project is ongoing through December 2016	We've completed tasks 1 & 2 and are currently working on task 3 - Trends Analysis.	1 Advisory Committee Kick of Meeting	07/15/16	07/15/16
		2 Advisory Committee #2 of 4	09/09/16	09/09/16
		3 Approve Literature Review	08/12/16	08/12/16
		4 Aprove Expert Interviews (12 total) summaries	09/16/16	
		5 Approve Trends Analysis Framework	11/04/16	