Administrative Committee
Proposed Agenda
Wednesday, August 19, 2026

I. Call to Order

II. Approval of the Agenda for August 19, 2026

III. Xpress Technology Federal Transit Administration (FTA) Grant Submission - **Action Item**

IV. General Planning Contract Not to Exceed Limit Increase for Innovative Finance and Asset Concession (IFAC) Award - **Action Item**

GTEA GEORGIA TRANSPORTATION EFFICIENCY AUTHORITY

Xpress Technology Federal Transit Administration (FTA) Grant Submission

Austin Dyer

Grant Administrator

August 19, 2026

Xpress Technology Federal Transit Administration (FTA) Grant Submission

Background

1) Most of the 107 buses in the Xpress fleet are equipped with technology systems that were installed in 2016–2017 and have exceeded their useful life
2) ARC allocated $5.86M in Surface Transportation Block Grant funds to the ATL for Xpress during the TIP process starting in 2023-2025
3) In June, the Board approved the FY 2027 capital budget which included Xpress technology replacements and the transfer of unspent “GO! Transit” bond funds that were originally appropriated in 2015

Change

1) Aging technology systems reducing reliability and performance
2) Matching funds had not previously been identified for these Federal funds that enable the necessary technology replacements

Recommendation

✓ Recommend Board action to authorize execution of the grant agreement with the FTA for obligation of the Federal funds

Xpress Technology Project Timeline

Timeframe	Milestone	Status
Fall 2025	Determination of Xpress technology replacements	✔
June 2026	GTEA Board approved the transfer of unspent "GO! Transit" bonds from SRTA	✔
	GTEA Board approved contract with Avail Technologies for Computer-Aided Dispatch and Automatic Vehicle Location (CAD/AVL) replacement	✔
Aug 2026	GTEA Board consideration of $5.86M FTA grant leveraging "GO! Transit" bond match of $1.47M	

Xpress Technology Investment Overview

- Computer-Aided Dispatch and Automatic Vehicle Location (CAD/AVL) enables real-time bus location tracking for customers and Xpress dispatch
- Fully integrated platform boosts reliability and decision-making
- In June, GTEA Board approved Avail Technologies' contract for installation of new CAD/AVL system

- Each bus's camera system monitors the vehicle for safety and security
- High-quality video for improves incident review and remote monitoring capabilities
- Estimated cost to replace $2.4M

COMMITTEE ACTION ITEM

Administrative Committee Action:

Resolution to approve the Xpress Technology Investment grant with the Federal Transit Administration (FTA)

Total of $5,861,216

GTEA GEORGIA TRANSPORTATION EFFICIENCY AUTHORITY

General Planning Contract Not to Exceed Limit Increase for Innovative Finance and Asset Concession (IFAC) Award

Jonathan Ravenelle

Chief of Transportation Analysis, Finance & Program Implementation

August 19, 2026

General Planning Contract Not to Exceed Limit Increase for Innovative Finance and Asset Concession (IFAC) Award

Background

1) During the Redefine the Ride (RtR) effort, underutilized park & ride lot assets were identified
2) In 2025, ATL partnered with a team of firms led by Modern Mobility Partners (MMP) and including Jones Lang Lasalle (JLL), and InfraStrategies (IS), to apply for the United States Department of Transportation (USDOT) grant for $1M in funding to evaluate revenue generating opportunities at state-owned park & ride lots – GTEA was recently notified our application was approved
3) In February 2026, the ATL Board approved five General Planning Contract (GPC) awards that included the MMP team (which included JLL and IS)
4) At the time of adoption, staff had identified planned and potential task orders for up to $2.5M for each contract

Change

1) The IFAC partnership team is ready to execute the grant, however, the contract limit for the MMP contract has reached its funding limit
2) GTEA Board has not yet been briefed

Recommendation

- ✓ Recommend Board action to increase the MMP contract not to exceed limit by $1M to $3.5M to complete the Xpress Park & Ride Asset Revenue Maximization Analysis with consulting partners to develop a strategy for underutilized park & ride assets
- ✓ Identify market-driven opportunities to maximize revenue from underutilized park & ride assets and generate additional funding to support Xpress operations
- ✓ Staff are seeking Board input on the IFAC work
- ✓ If approved, project would begin Oct. 1st and last approximately 18 months

Xpress Park & Ride Lot Revenue Opportunities

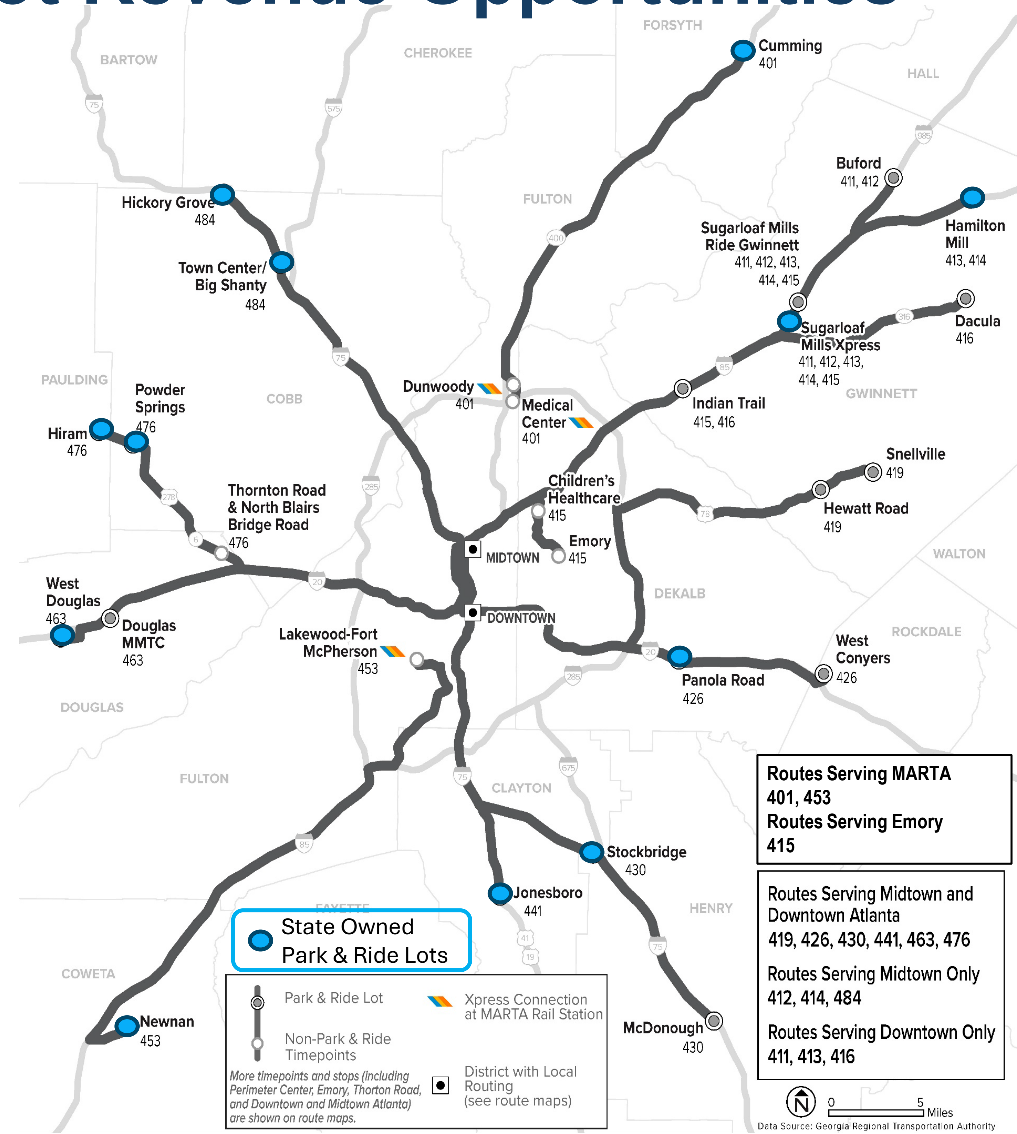
Xpress averaged 3K daily boardings and 49% systemwide utilization in FY26. Despite significant improvement in the system's service, **park & ride lot assets remain underutilized** and **provide opportunities to generate revenue**

12 State-Owned Park & Ride Lots

~24 Total Acreage of State-Owned P&R Lots

Leaving opportunity for improved utilization of. . .

~21 Acres of underutilized real estate



*12 routes connect to MARTA stations in Downtown/Midtown, 2 routes connect at other stations. Xpress routes may serve multiple park-and-ride lots.

Innovative Finance and Asset Concession (IFAC) Program Background

- ✓ IFAC program created by the 2021 Bipartisan Infrastructure Law
- ✓ For evaluation of revenue generating opportunities and potential public-private partnerships

2025 IFAC Grant Program

107 applications submitted nationwide

45 recipients selected for funding

2 awards in the State of Georgia

$1M awarded to GTEA with 100% federal share

GTEA's IFAC Award – Park & Ride Asset Revenue Maximization Analysis

$1M in 100% federal funds for contract support and staff time to develop a business plan around the 12 park & ride revenue opportunities:

Will evaluate…

- Market Demand & Highest-and-Best Use
- Commercial Uses & Tenant Opportunities
- Real Estate & Development Feasibility
- Revenue Potential & Deal Economics

Will develop…

- Site-Specific Development Concepts
- Financial Models & Business Cases
- Revenue & Partnership Structures
- Prioritized Implementation Strategy

Examples of Commercial Real Estate Approaches, Perspectives, and Deliverables in GTEA IFAC Work

- Economic Trends
- Cash Flow
- Tenant Mix
- Site Level Pro Formas
- Portfolio Roadmap
- Risk Adjusted Returns
- Development Intensity
- Phased Activation
- Site Programming

COMMITTEE ACTION ITEM

Administrative Committee Action:

Resolution to approve the contract usage limit increase for Modern Mobility Partners to support the Park & Ride Asset Revenue Maximization Analysis

Total of $3,500,000

Transit Operations Committee
Proposed Agenda
Wednesday, August 19, 2026

I. Call to Order

II. Approval of the Agenda for August 19, 2026

III. Xpress Redefine the Ride (RtR) Year in Review

GTEA GEORGIA TRANSPORTATION EFFICIENCY AUTHORITY

Xpress Redefine the Ride (RtR) Year in Review

Jonathan Ravenelle

Chief of Transportation Analysis, Finance & Program Implementation

August 19, 2026

Xpress Redefine the Ride (RtR) Year in Review

Background

1) Xpress has historically experienced high ridership and customer satisfaction pre-pandemic
2) In June 2025, ATL implemented RtR on a “preliminary” basis, in response to low ridership as well as a reduction in State funds in FY 2025 and expiration of Federal CARES Act funding
3) Post-RtR Xpress customer satisfaction has fallen but remains high based on 2025 customer survey

Change

1) Update newly-formed GTEA Board of ongoing Xpress initiatives, performance, and customer satisfaction
2) GTEA Board will act in October to make permanent the 2025 “preliminary” Xpress service changes

Recommendation

- ✓ Board action on “preliminary” service adjustments to adopt as permanent baseline Xpress service level moving forward
- ✓ Continued service monitoring, ensuring Xpress continues to outperform industry-average utilization

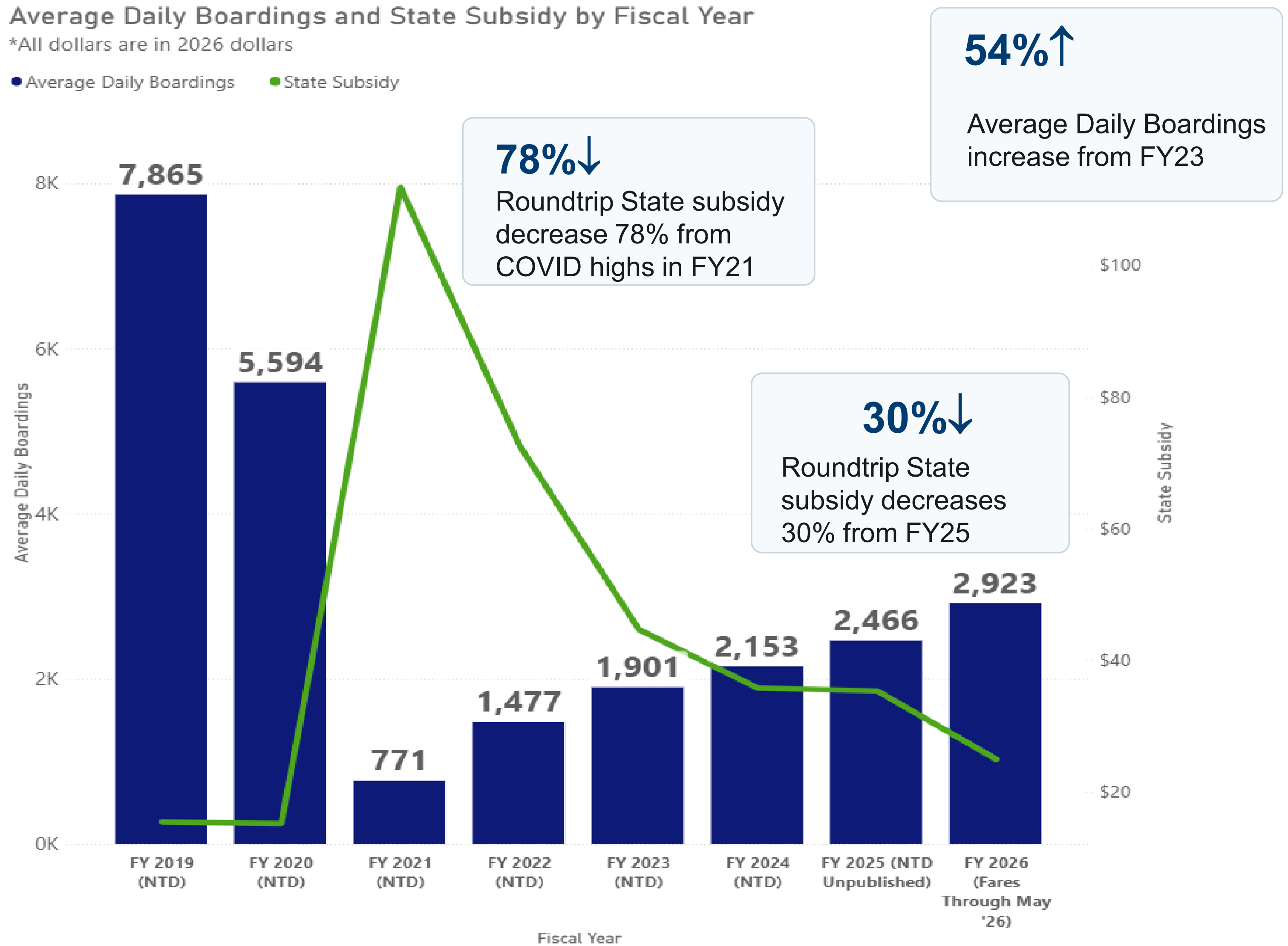
Post-Pandemic Response and Georgia State Appropriations Act (FY 2025)

$4M reduction in State Appropriations for Xpress Service

Directed development of operational plan commensurate with passenger demand

Coordinate with local transit providers to streamline operations

Xpress Round Trip State Subsidy Continues to Improve
(FY 2019 – FY 2026)*



RtR+ System Changes and Results

Pre-RtR (FY25) & FY26 & Percent Change

Total Regional Commuter Bus*

	Pre-RtR (FY25)	FY26	Percent Change
Trips	299	123	-59%
Daily Boardings	3,330	2,915	-12%
Utilization	25%	49%	+97%

SR 400

	Pre-RtR (FY25)	FY26	Percent Change
Trips	8	6	-25%
Daily Boardings	85	59	-31%
Utilization	21%	20%	-5%

I-75 N/I-575*

	Pre-RtR (FY25)	FY26	Percent Change
Trips	49	13	-73%
Daily Boardings	282	281	0%
Utilization	12%	43%	258%

I-85 N*

	Pre-RtR (FY25)	FY26	Percent Change
Trips	116	46	-61%
Daily Boardings	1,324	1,217	-8%
Utilization	27%	54%	100%

US 78

	Pre-RtR (FY25)	FY26	Percent Change
Trips	14	8	-43%
Daily Boardings	204	189	-7%
Utilization	29%	48%	66%

I-20 W/SR 6

	Pre-RtR (FY25)	FY26	Percent Change
Trips	22	12	-45%
Daily Boardings	333	305	-8%
Utilization	30%	53%	74%

I-20 E

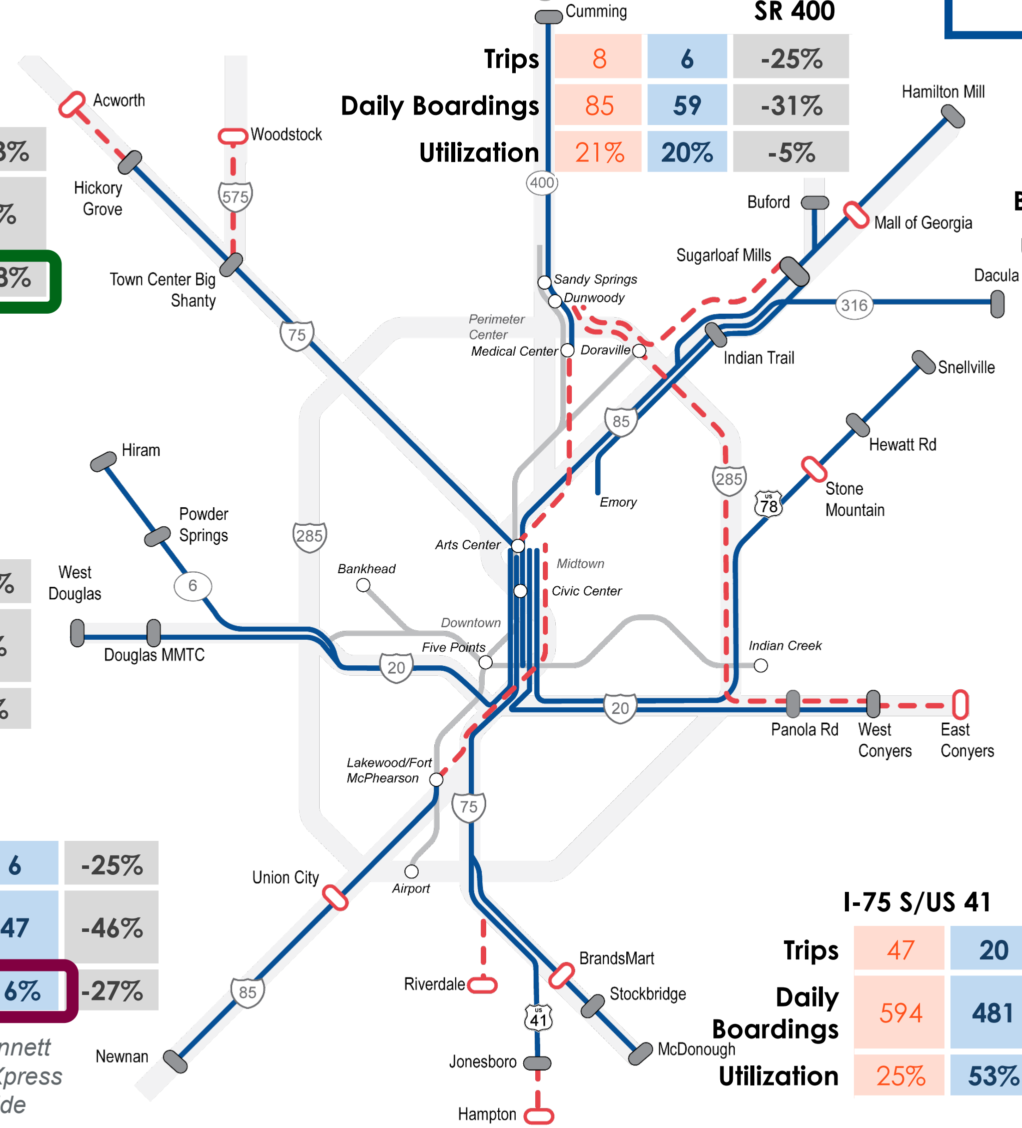
	Pre-RtR (FY25)	FY26	Percent Change
Trips	35	12	-68%
Daily Boardings	423	337	-20%
Utilization	24%	59%	146%

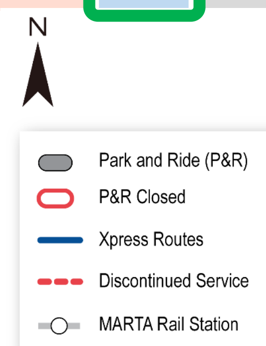
I-85 S

	Pre-RtR (FY25)	FY26	Percent Change
Trips	8	6	-25%
Daily Boardings	87	47	-46%
Utilization	22%	16%	-27%

I-75 S/US 41

	Pre-RtR (FY25)	FY26	Percent Change
Trips	47	20	-62%
Daily Boardings	594	481	-19%
Utilization	25%	53%	110%

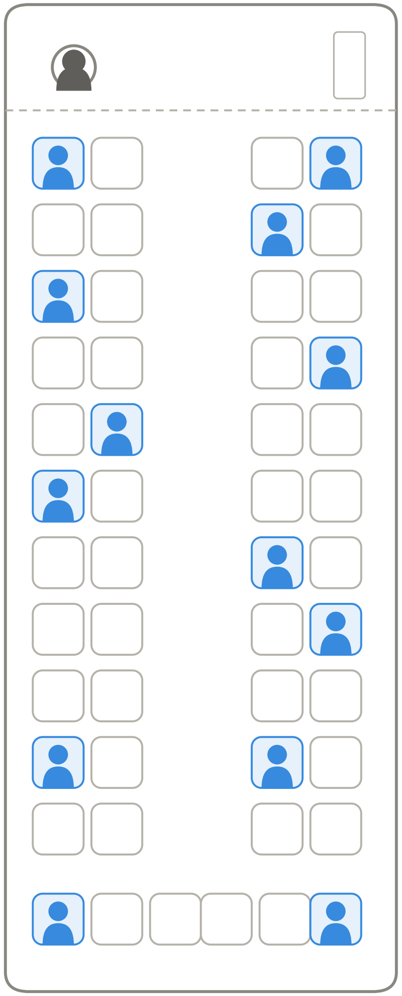




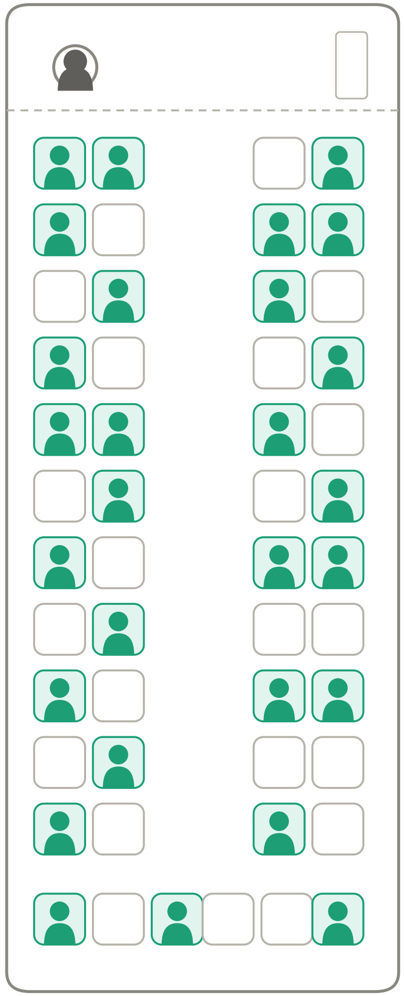
** FY 2025 values include Ride Gwinnett and CobbLinc Service. Additional Xpress service funded by CobbLinc and Ride Gwinnett after the RtR.*

Utilization Pre and Post RtR

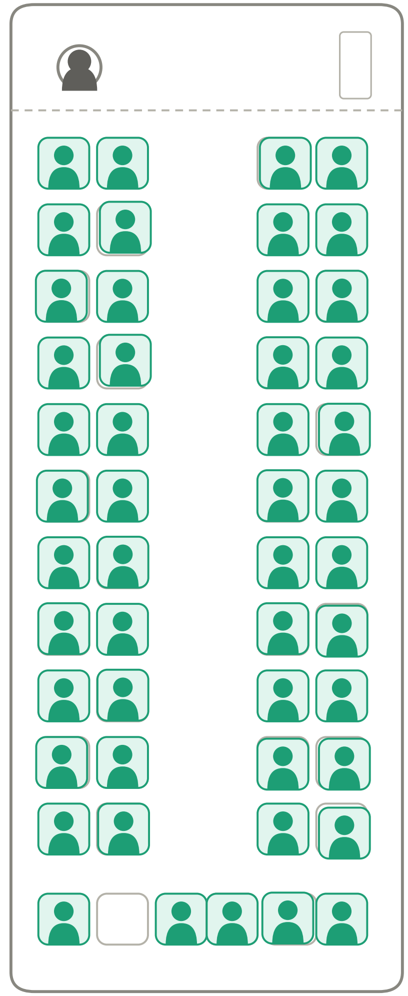
Systemwide Average
Pre-RtR 25%



Systemwide Average
Post-RtR 49%



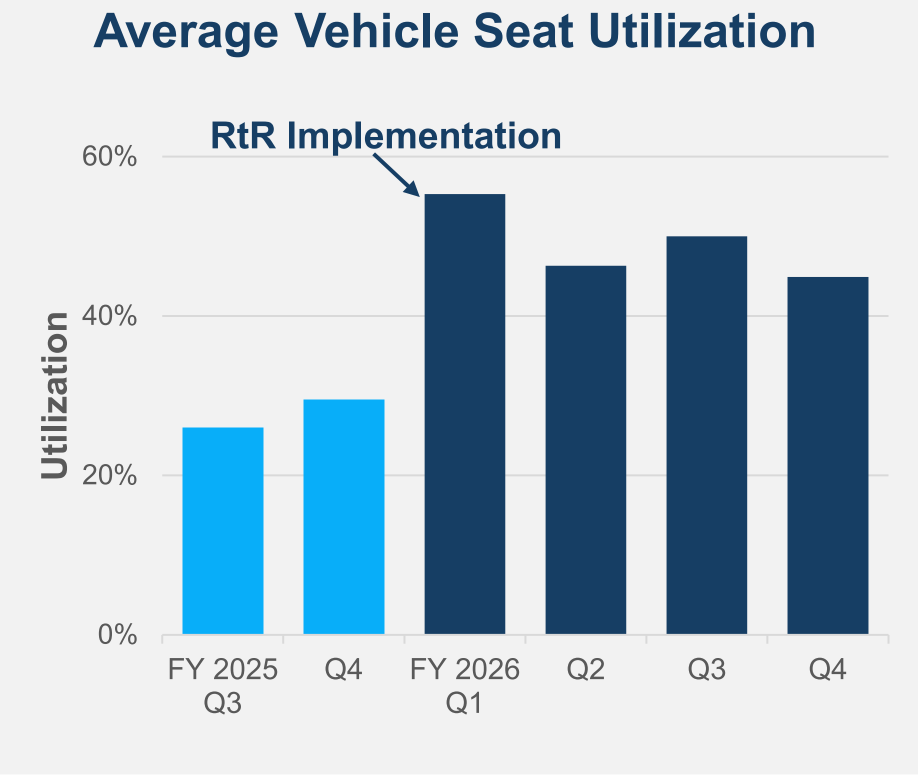
I-85 North's Route 430, 3:00PM
Average Utilization 98%



Xpress Performance Year in Review
(FY 2026)

3,000 Average Daily Boardings

49% Vehicle Utilization



Xpress outperforms historical nationwide average on utilization

	2019	2024	FY 2026
Industry Average	28%	21%	*
Xpress Service	39%	19%	49%

*2025 (FY 2026) Federal Transit Administration data not available.

Xpress Customer Survey (Fall 2025)

- Routine survey regularly conducted every 1-3 years
- First customer survey conducted since RtR implementation

Objectives

Satisfaction & Benchmarking

Compliance & Planning

Amenity Demand

Operational Insights

Key Topics

Rider Profiles

Travel Behavior

Service Satisfaction

Future Preferences

Survey Timeline and Response

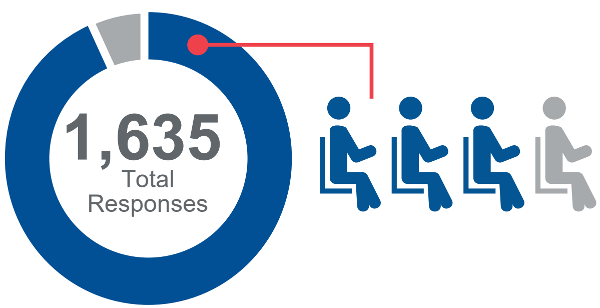
Jun 2025
RtR Implementation

Sept 2025
Service Adjustments

Oct 2025
Survey Open to Public

Nov 2025
Rider Engagement

Dec 2025
Survey Closed



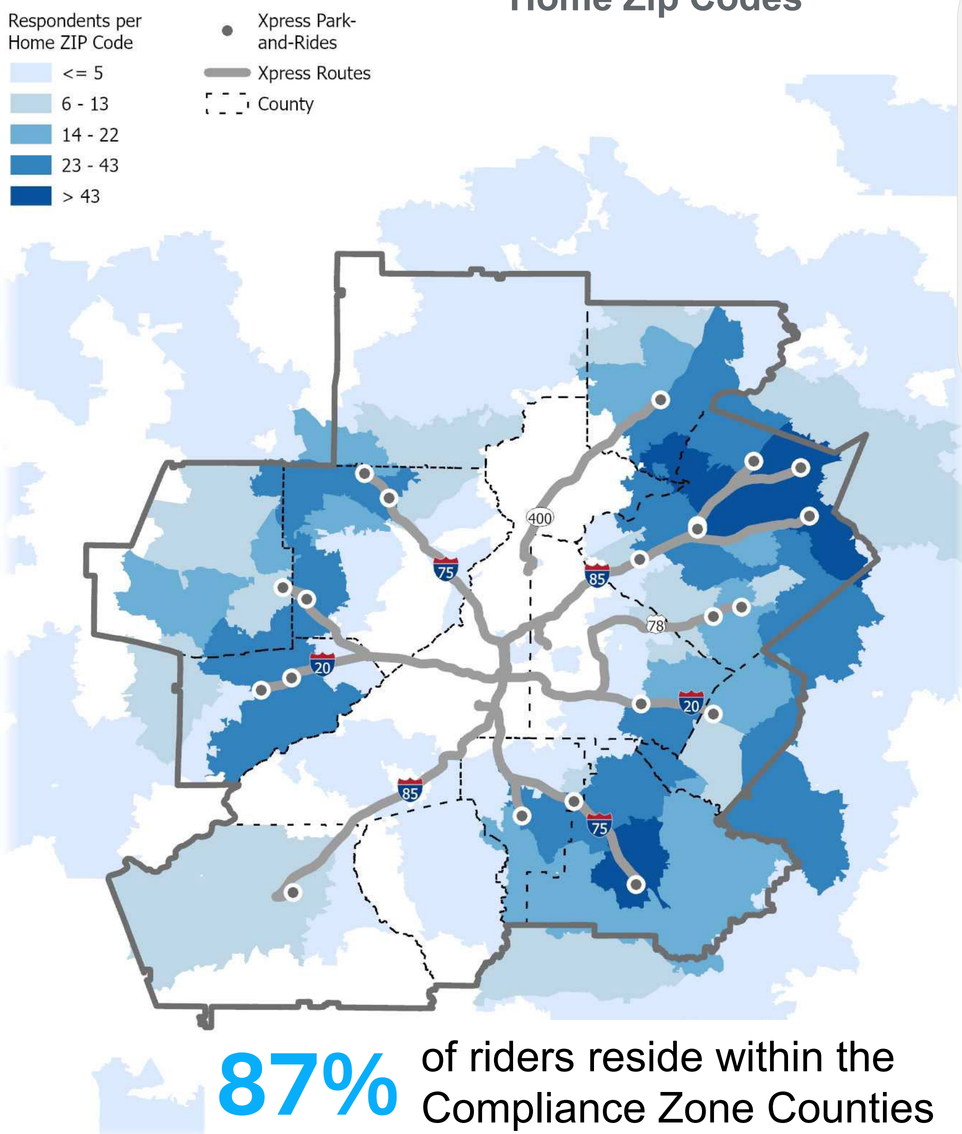
75%
of estimated unique riders captured

To achieve high participation, the survey was publicized through:

- **20** park & ride visits
- **1,700+** rider interactions
- Social Media, Email, Mobile App and Website, Flyers, A-Frame Displays

Travel Behaviors

Home Zip Codes

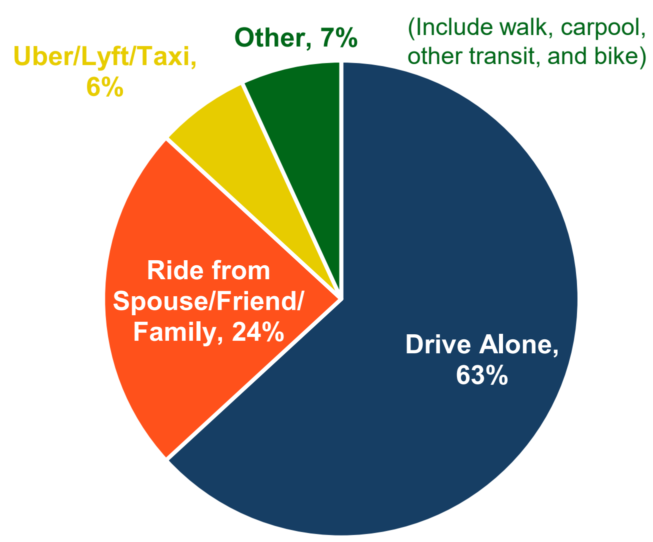


87% of riders reside within the Compliance Zone Counties

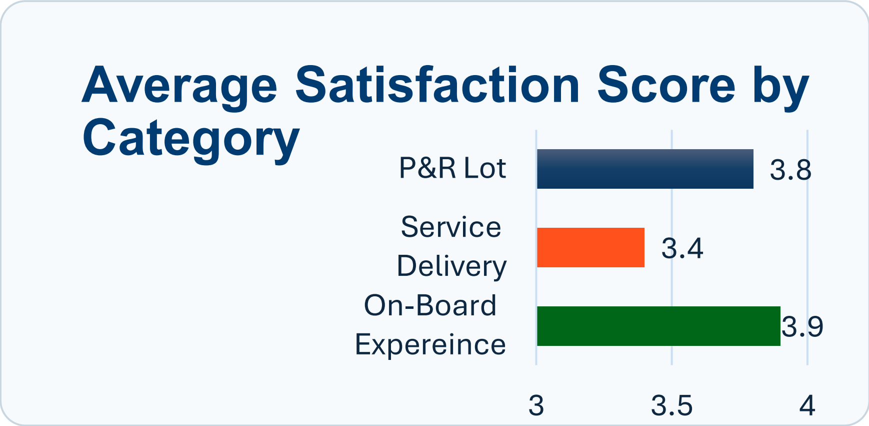
Top Reasons for Riding Xpress

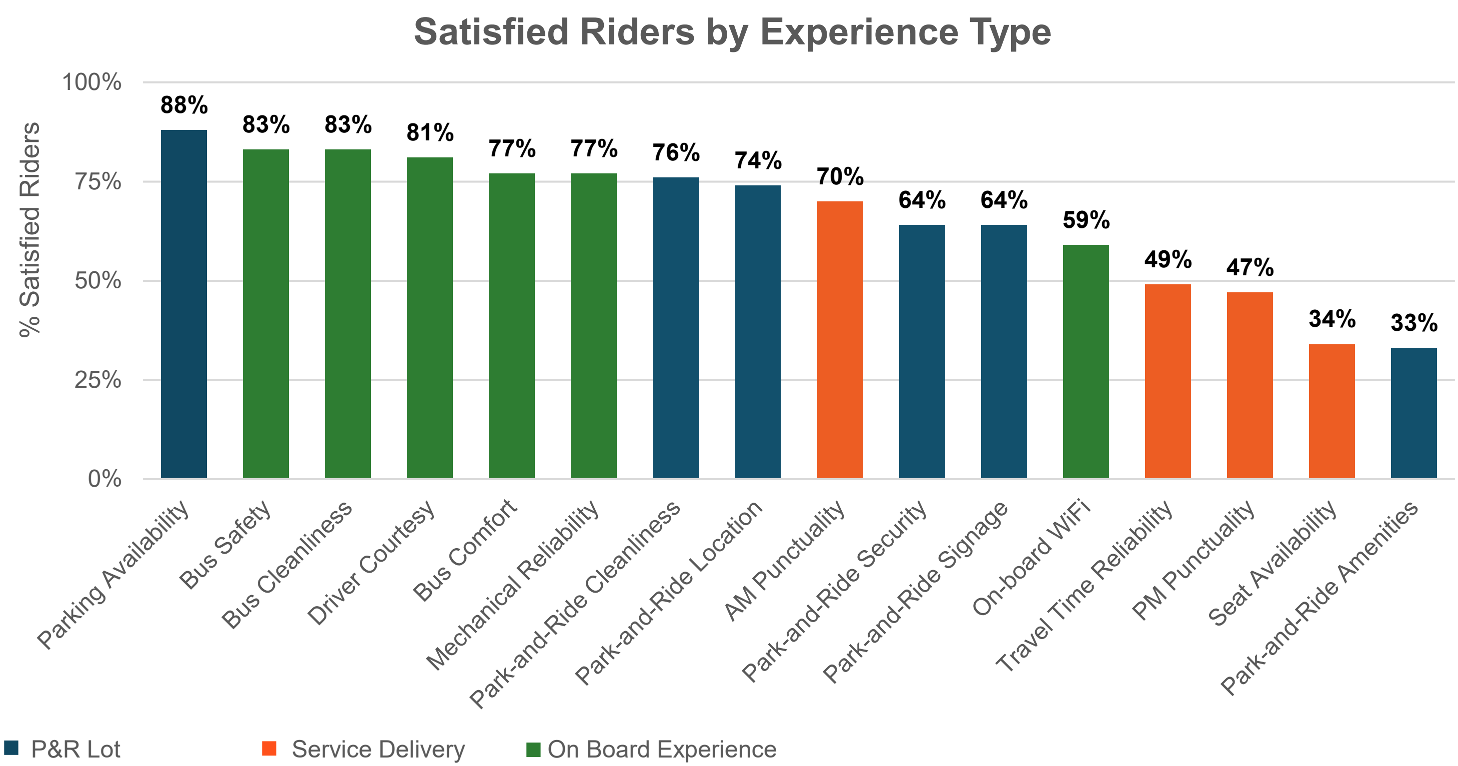
- Avoid traffic
- Read/rest/work during commute
- Save money

Systemwide Park & Ride Access



Service Satisfaction



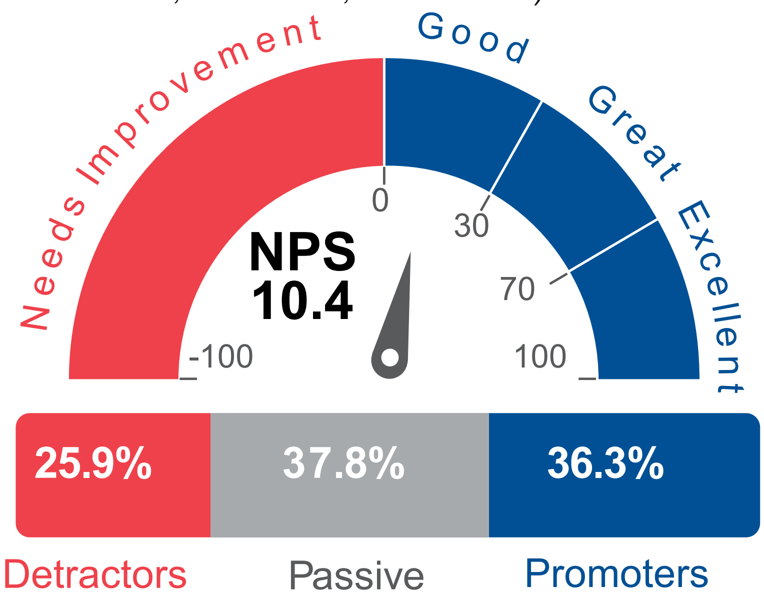


Service Satisfaction: Xpress Net Promoter Score

Based on the survey question “How likely are you to recommend Xpress to a friend or colleague?” (0-10 Scale)

Commonly used customer loyalty metric, calculated by subtracting % Detractors from % Promoters.

(Detractors: <7, Passive: 7-8, Promoters: >8)



> *Utilizing the Xpress bus service allows me to commute to and from work and arrive at my destination* ***stress-free and well-rested****, which provides me with more energy for work and when I return home.*

Company	NPS
Delta	43
Uber	23
U.S. Company Average	10
Lyft	-52

Scores from Comparably.com

Xpress NPS in Summer 2024: 48.2

FY 2027 Xpress Outlook

- At the October 2026 GTEA Meeting, Board action will be requested on 2025's "preliminary" service supply levels
- Enables alignment of published schedules with current actual trip times (set clear expectations for customers travel time)
  - FTA requires board adoption of RtR+ service adjustments from 2025 to make them permanent
- Continued service monitoring and reporting
- Conduct 2026 Customer Survey to refresh customer experience data