



ATL BOARD OF DIRECTORS MEETING

MARCH 7, 2019

Committee Reports

- Regional Technology Committee
- Administrative Committee



Vice Chair Elections



Bylaw Amendments



Contract Authorization

Chris Tomlinson, Interim Executive Director

UPCOMING ATL CONTRACTING PRIORITIES

- ▶ Contracting priorities for remainder of Fiscal Year 2019 include:
 - Annual Report and Audit of Transit Operations in ATL Region
 - Regional Transit Plan Project Evaluation & Prioritization
 - ATL Board Strategic Planning

FISCAL YEAR 2019 CONTRACTS

▶ Annual Report and Audit of Transit Operations:

- Contract for consultant support development of Annual Report and Audit of Transit Operations.
- Contract will focus on conducting the first ATL audit of regional transit operations and producing the final audit report
- Contract will also supplement staff in the assembly of various elements of the ATL annual report

▶ Regional Transit Plan Project Evaluation & Prioritization:

- Contract for consultant support to conduct evaluation and prioritization of projects for creation of the first ATL Regional Transit Plan.
- Contract will supplement ATL planning staff to provide additional resources for the assessment and review of projects including technical analysis and public outreach and coordination components of the planning process.
- Contract will support production of finalized ATL Regional Transit Plan for Board adoption.

FISCAL YEAR 2019 CONTRACTS

- ▶ ATL Board Strategic Planning & Regional Transit Innovation Workshops:
 - Contract for consultant support to engage the ATL Board in Board-level strategic planning activities.
 - Activities include the development of a mission and vision statement, and short, medium, and long term horizon strategic planning for the agency.
 - Conduct 3 mini-“greenhouse” style labs with the ATL Board to:
 - Provide ATL Board information on previous Atlanta-region Greenhouse session to develop ATL Board’s knowledge of strengths, opportunities, weaknesses, and threats in the region
 - Conduct a ½ day innovation workshop and provide materials to raise Board awareness and understanding of transit and mobility issues, technologies, or strategies being used in other regions to enhance regional transit and mobility
 - Conduct a strategic planning workshop with the Board to develop the ATL Authority Mission, Vision and Core Values, as well as board-level Strategic Plan

UPCOMING ATL CONTRACTING PRIORITIES

- ▶ Contracting priorities for Fiscal Year 2020 include:
 - Annual Report and Audit of Transit Operations in ATL Region (Same as FY 2019)
 - Transit Planning Services (General Planning Consultant Contract - Multi-award)
 - Regional Transit Policy Work Program (General Transit Feed Specifications)
 - Technology Projects – Other
 - ATL Brand Rollout/Socialization/ATL Marketing & Communication Services
 - Regional Transit Plan Financial Modeling Tool

FISCAL YEAR 2020 CONTRACTS

▶ Transit Planning Services (Multi-Award):

- Contract for consultant support for additional ATL planning capacity during second fiscal year of operations.
- Contract will provide ATL a vehicle to leverage transit planning resources for ongoing Regional Transit Plan updates/development, to support City/County/Other transit plans, and support transit policy work program planning.
- Contract will provide additional resources for the ongoing assessment and review of projects including technical analysis and public outreach and coordination components of the planning process.

▶ Regional Transit Policy Work Program (General Transit Feed Specification):

- Contract for consultant support to coordinate with regional operators on GTFS feed improvements that provide high-quality real-time GTFS data that is accessible to third-party trip planning app providers.
- Results of this work will include regional policy recommendations for ongoing GTFS standards as well as the post-processing integration of GTFS related data through a software as a service (SaaS) platform.
- Project and funding will allow customers to access real-time information about bus/train arrival and departure, as well as real-time trip planning.

FISCAL YEAR 2020 CONTRACTS (continued)

▶ Technology Projects (Other)

- Contract to support additional ATL technology projects that could include initial regional fare system integration planning, transit signal prioritization planning, or Integrated Technology Systems/Transportation Systems Management & Organization transit related planning.

▶ ATL Brand Rollout/Socialization/Marketing & Communication Services:

- Contract to assist ATL staff with the continued rollout and socialization of the ATL brand throughout the region as it becomes integrated among regional operators.
- Contract will provide additional resources for ongoing marketing and communication efforts as the ATL engages constituents of its 13-county region and has ongoing updates related to implementation of the Regional Transit Plan.

▶ Regional Transit Plan Financial Modeling Tool:

- Contract for consultant with experience in the development of Capital Improvement Grant financial models for FTA.
- Consultant will develop a dynamic financial model that allows ATL staff to develop strategies to target and identify funding for Regional Transit Plan projects through a variety of mechanisms.
- Model will be used to engage regional partners and the FTA in the pursuit of additional Federal, State, and private/innovative funding streams to enhance project delivery.

ATL CONTRACT PRIORITIES

Contract Purpose	Contract Vehicle	Fiscal Year	Estimated State Cost	Estimated Federal Cost	Estimated Total Cost
Annual Report and Audit of Transit Operations in the Region	RFP	FY 2019	50,000	200,000	250,000
Regional Transit Plan Project Evaluation & Prioritization	Existing Contracts	FY 2019	70,000	280,000	350,000
ATL Board Strategic Planning & Regional Innovation Workshops	Existing Contracts	FY 2019	50,000	200,000	250,000
FY 2019 TOTAL			170,000	680,000	850,000
Contract Purpose	Contract Vehicle	Fiscal Year	Estimated State Cost	Estimated Federal Cost	Estimated Total Cost
Annual Report and Audit of Transit Operations in the Region	RFP	FY 2020	50,000	200,000	250,000
Transit Planning Services (GPC - Multi-award)	RFP	FY 2020	200,000	800,000	1,000,000
Regional Transit Policy Work Program (GTFS)	RFP	FY 2020	100,000	400,000	500,000
Technology Projects - Other	RFP	FY 2020	40,000	160,000	200,000
ATL Brand Rollout/Socialization /TBD ATL MarComm Services	Existing Contracts	FY 2020	50,000	200,000	250,000
Regional Transit Plan Financial Modeling Tool	RFP	FY 2020	30,000	120,000	150,000
FY 2020 TOTAL			470,000	1,880,000	2,350,000



ATL Working Group Structure Approval

Jonathan Ravenelle, Transit Funding Director

PROPOSED ATL WORKING GROUPS

Transit Executives Working Group



Transit Operators Working Group

ARC
Barrow
Bartow
Carroll
Cherokee
City of Atlanta
Cobb
Coweta
CPACS
Dawson
Douglas
Fayette
Forsyth
FTA

GDOT
Gwinnett
Hall
Henry
Jackson
MARTA
Newton
Paulding
Pike
Rockdale
Spalding
SRTA
Walton

Atlanta Regional Commission

Atlanta-Region Transit Link

BOARD
LEVEL

Atlanta Regional Commission Board

*Transportation & Air Quality Committee
&
Community Resources Committee*

Atlanta-Region Transit Link Authority (ATL)

*(Bi-Monthly)
Elected and appointed ATL Board members*



EXECUTIVE
&
STAFF
LEVEL

Transportation Coordinating Committee & Land Use Coordinating Committee

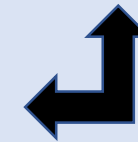
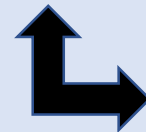
Transit Executives Working Group

*(Quarterly)
Executives of existing Regional Transit Operators*

MANAGER
&
STAFF
LEVEL

Transit Operators Working Group

*(Bi-Monthly)
ATL & ARC Led
Transit staff that report to agency executives*



RECOMMENDATIONS

- ▶ Staff recommends the Board approve and adopt the ATL Working Group structure.



Title VI Plan Approval

Jonathan Ravenelle, Transit Funding Director

TITLE VI PROGRAM UPDATE

- ▶ Title VI prohibits discrimination on the basis of race, color, or national origin per 1964 Civil Rights Act
- ▶ Under FTA Circular 4702.1B and 49 CFR 21.23(f), each recipient of federal funds must comply with the Civil Rights Act
- ▶ ATL is required to adopt a Title VI Program and update it every 3 years as part of its application for FTA Direct Recipient status
- ▶ Public Comment period for ATL's proposed Title VI Program lasted from Jan. 28th through Feb. 26th

TITLE VI OUTREACH METHODS

By Email

- TitleVI@atltransit.ga.gov

In Writing

- ATL Title VI Program
245 Peachtree Center Avenue, NE
Suite 2200
Atlanta, GA 30303

In Person

- February 13, 11AM-2PM and 5PM-8PM

By Website

- <http://atltransit.ga.gov/accessibility-and-civil-rights/>

By Media

- Atlanta Journal Constitution, CrossRoads News, Korea Daily, Atlanta Chinese News, Mundo Hispanico, Atlanta Daily World, and Fulton Daily Report

By Telephone

- (404)-893-2100

RECOMMENDATIONS

- ▶ No comments were received regarding the proposed ATL Title VI Program
- ▶ Staff recommends the Board approve and adopt the 2019 ATL Title VI Program



Air Quality Targets

Jamie Fischer, PhD, Director of Transportation Performance & Innovation

HB 930 REQUIREMENTS

- ▶ The authority shall formulate
 - measurable targets for air quality improvements
 - and standards within the geographic area over which the authority has jurisdiction

- ▶ and annually shall report ... to the Governor, Lieutenant Governor, and Speaker of the House of Representatives
 - such targets
 - together with an assessment of progress toward achieving such targets
 - and measures and timetables for achieving such targets

PROPOSED RESOLUTION FORMULATING AIR QUALITY STANDARDS AND TARGETS FOR 2019

▶ Part I:

Adopt National Ambient Air Quality Standards (NAAQS) established by EPA and recognize the Atlanta region's current nonattainment and maintenance status

▶ Part II:

Concur with state & regional emission reduction targets that were established by GDOT and ARC in 2018 in compliance with federal transportation performance rules

▶ Part III:

Analyze how regional transit policies and practices currently contribute to regional emissions as part of the overall transportation landscape and include these findings in the first annual report

A decorative background consisting of several light blue, stylized, jagged shapes radiating from the center, resembling a sunburst or a snowflake pattern.

Part I: National Ambient Air Quality Standards

ABOUT THE NATIONAL AMBIENT AIR QUALITY STANDARDS (NAAQS)

- ▶ Required by the Clean Air Act and set by the EPA to protect public health and public welfare
 - Reviewed and potentially updated every 5 years
 - Used to designate “nonattainment” areas, which require transportation conformity to ensure federally funded projects do not impede progress toward attainment

- ▶ Address average concentrations for six criteria pollutants

Ozone (O₃): *(Atlanta includes nonattainment and maintenance areas)*
8-hour average less than 0.070 ppm (70 ppb)

Carbon Monoxide (CO):
8-hour concentrations less than 9 ppm
1-hour concentrations less than 35 ppm

Particle Pollution:

- Fine particulate matter (PM_{2.5}) 1-year average less than 12.0 µg/m³ and 24-hour average less than 35 µg/m³;
- Coarse particulate matter (PM₁₀) 24-hour average less than 150 µg/m³

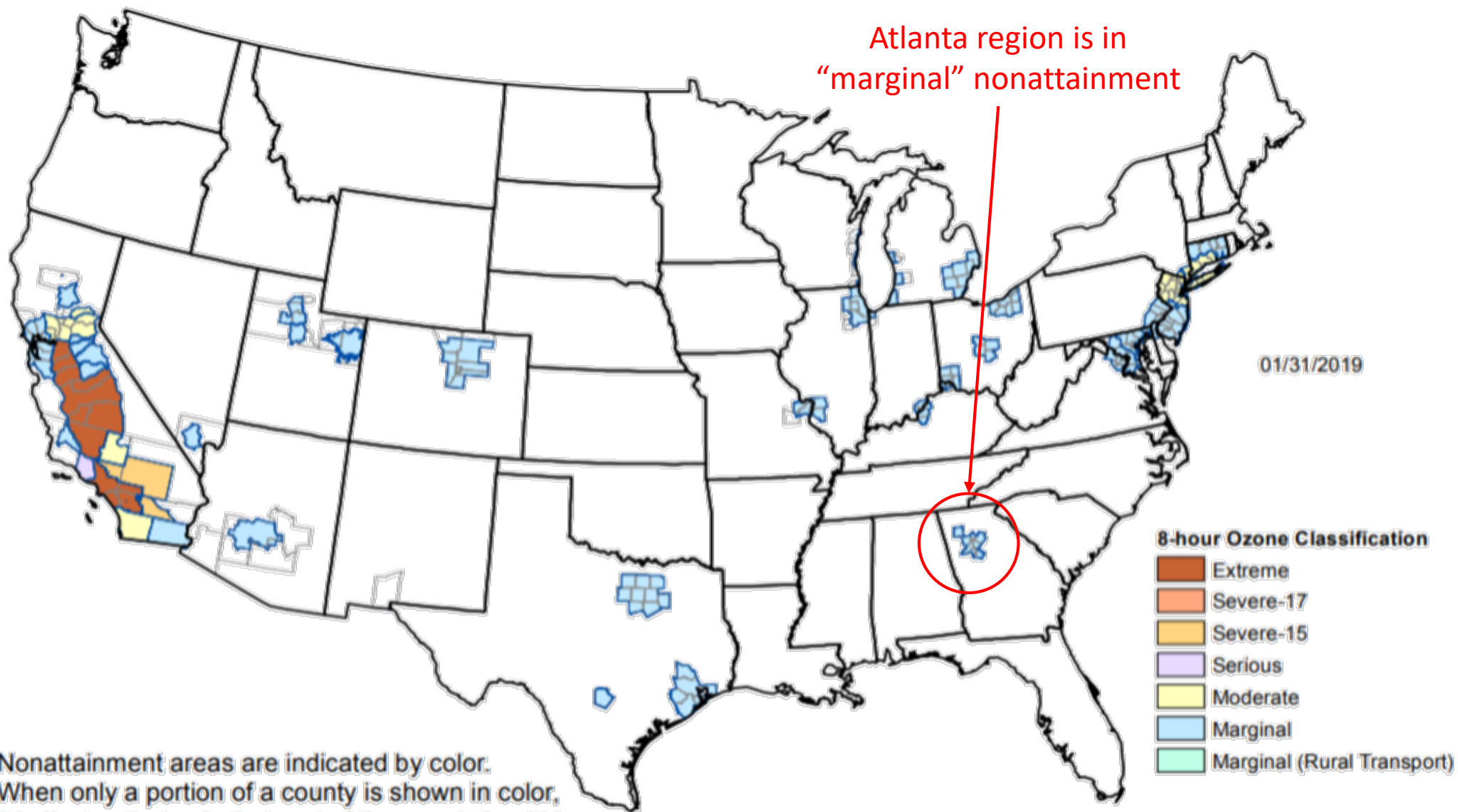
Nitrogen Dioxide (NO₂):
1-hour average less than 100 ppb
1-year average less than 53 ppb

Lead (Pb):
Rolling 3-month average less than 0.15 µg/m³

Sulfur Dioxide (SO₂):
1-hour average less than 75 ppb;
3-hour average less than 0.5 ppm

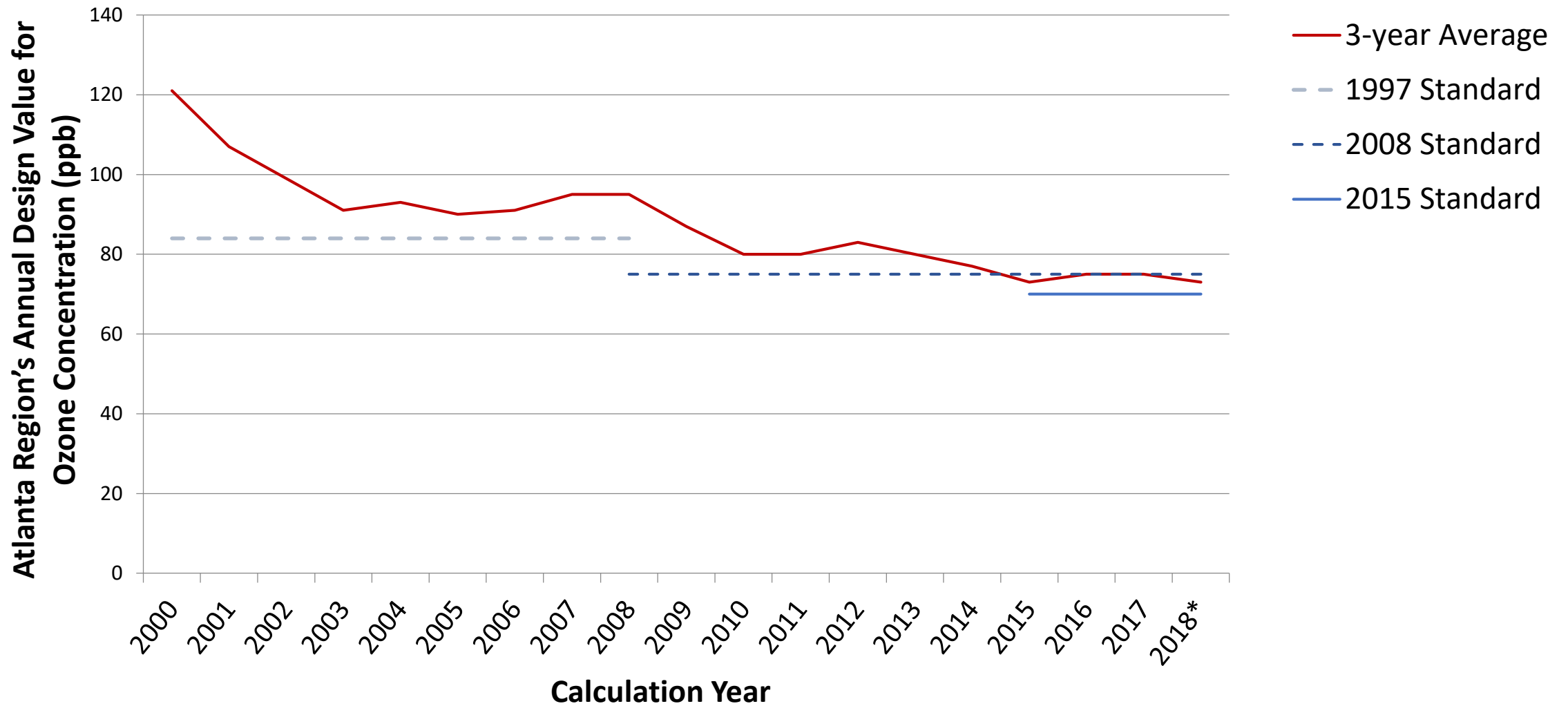


8-HOUR OZONE NONATTAINMENT (2015 STANDARD)



Nonattainment areas are indicated by color. When only a portion of a county is shown in color, it indicates that only that part of the county is within a nonattainment area boundary.

AIR QUALITY HAS IMPROVED AS STANDARDS HAVE TIGHTENED





Linking Standards To Targets

MORE ABOUT OZONE (O₃) POLLUTION

- ▶ Secondary pollutant (not directly emitted)
 - Forms in the presence of heat and light
 - “Ozone Season” is March 1 - October 31
- ▶ Primary component of smog affects visibility (wellbeing) and health
- ▶ Health Effects:
 - Asthma
 - Emphysema
 - Wheezing and shortness of breath
 - Inflamed airways
 - Scarred lung tissue

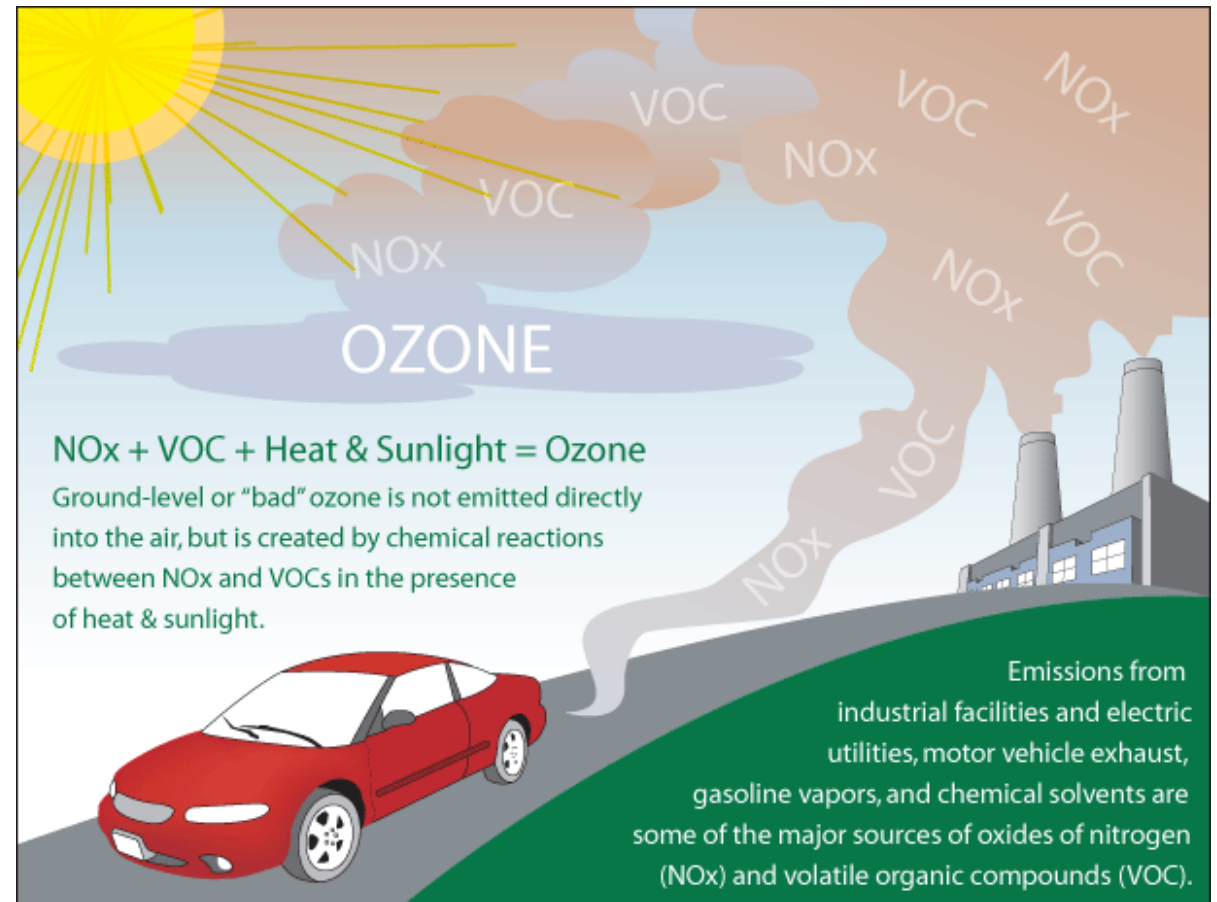


Image source: U.S. Environmental Protection Agency
<http://www.airnow.gov/>

The background features several large, light blue, abstract geometric shapes that resemble stylized arrows or chevrons pointing outwards from the center. These shapes are layered and partially overlap each other, creating a sense of depth and movement. The overall aesthetic is clean and modern.

Part II: Emission Reduction Targets

ABOUT NATIONAL TRANSPORTATION PERFORMANCE MEASURES

- ▶ First required by federal MAP-21 legislation and affirmed by the FAST Act
- ▶ Defined by USDOT in lengthy rulemaking process 2014-2019
 - Federal Highway Administration Performance Measures
 - PM1: Highway Safety
 - PM2: Pavement and Bridge Condition
 - PM3: System Performance & CMAQ
 - Percent of person-miles traveled on the interstate that are reliable
 - Percent of person-miles traveled on the non-interstate national highway system that are reliable
 - Truck travel time reliability index
 - Annual hours of peak hour excessive delay per capita
 - CMAQ** ○ Percent of non-single occupancy vehicle travel
 - Total emissions reduction for (NOx and VOCs)
 - Federal Transit Administration Performance Measures
 - Transit State of Good Repair
 - Transit Safety

ATLANTA REGION EMISSIONS REDUCTION TARGETS

- ▶ Analysis completed by GDOT and ARC staff
- ▶ GDOT adopted in May 2018
- ▶ ARC concurred in November 2018

Pollutant	2-year Target Reductions	4-year Target
Volatile organic compounds (VOC) emissions	Reduce by 205.7 kg/day or greater by 2020	Reduce by 386.6 kg/day or greater by 2022
Nitrogen Oxides (NOx) emissions	Reduce by 563.3 kg/day or greater by 2020	Reduce by 1085.0 kg/day or greater by 2022



Part III: Analyze and Report

TRANSIT-FOCUSED ANALYSIS AND STRATEGIES

► **Analyze:**

Staff will analyze how regional transit policies and practices in the Atlanta region...

- currently contribute to VOC and NOx emissions as a part of the overall transportation landscape
- could accelerate emissions reductions and broader congestion mitigation through ATL action

► **Report:**

Findings will be included in the first annual report to the Governor, Lieutenant Governor, and Speaker of the House of Representatives

PROPOSED RESOLUTION FORMULATING AIR QUALITY STANDARDS AND TARGETS FOR 2019 - ACTION ITEM

► Part I:

Adopt National Ambient Air Quality Standards (NAAQS) established by EPA and recognize the Atlanta region's current nonattainment and maintenance status:

- Ozone (O₃) - *Atlanta in nonattainment and maintenance*
- Particle Pollution (PM_{2.5} and PM₁₀)
- Lead (Pb)
- Carbon Monoxide (CO)
- Nitrogen Dioxide (NO₂)
- Sulfur Dioxide (SO₂)

► Part II:

Concur with state & regional emission reduction targets that were established by GDOT and ARC in 2018 in compliance with federal transportation performance rules

- Total VOC emissions reductions ≥ 205.7 kg/day by 2020 and ≥ 386.6 kg/day by 2022
- Total NOx emissions reductions ≥ 563.3 kg/day by 2020 and ≥ 1085.0 kg/day by 2022

► Part III:

Analyze how regional transit policies and practices currently contribute to regional emissions as part of the overall transportation landscape and include these findings in the first annual report



Regional Transit Plan Governing Principles Approval

Chris Tomlinson, Interim Executive Director

Governing Principles for ATL Prioritization

Economic Development and Land Use

Creates or enhances connectivity and access to job centers, activity centers and economic centers in line with the Unified Growth Policy (UGP)

Mobility and Access

Connects population centers, employment, recreation, using cross-jurisdictional services to create regional connectivity

Return on Investment

Ensures that project financing plans are feasible and sound and promotes cost-efficient alternatives for new or enhanced service that enable regional economic opportunity and growth

Environmental Sustainability

Offers new or enhanced services as alternatives to SOV travel, and promoting the use of alternative fuels to build environmentally sustainable communities

Innovation

Uses innovative solutions to improve rider experience, fare collection, cost savings, integration with transit alternatives etc.

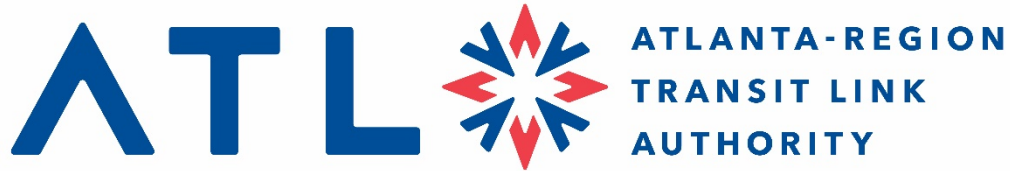
Equity

Provides new or expanded service to and from low and moderate income areas to improve connectivity and focusing on investments that better enable people to meet their day-to-day needs



Regional Transit Planning Update

Tracy Selin, Cambridge Systematics

A graphic element consisting of three overlapping, slanted rectangular shapes in shades of green, blue, and purple, positioned above the Cambridge Systematics logo.

CAMBRIDGE
SYSTEMATICS

Think  Forward

The ATL Transit Project Prioritization Process

Status Update

presented to

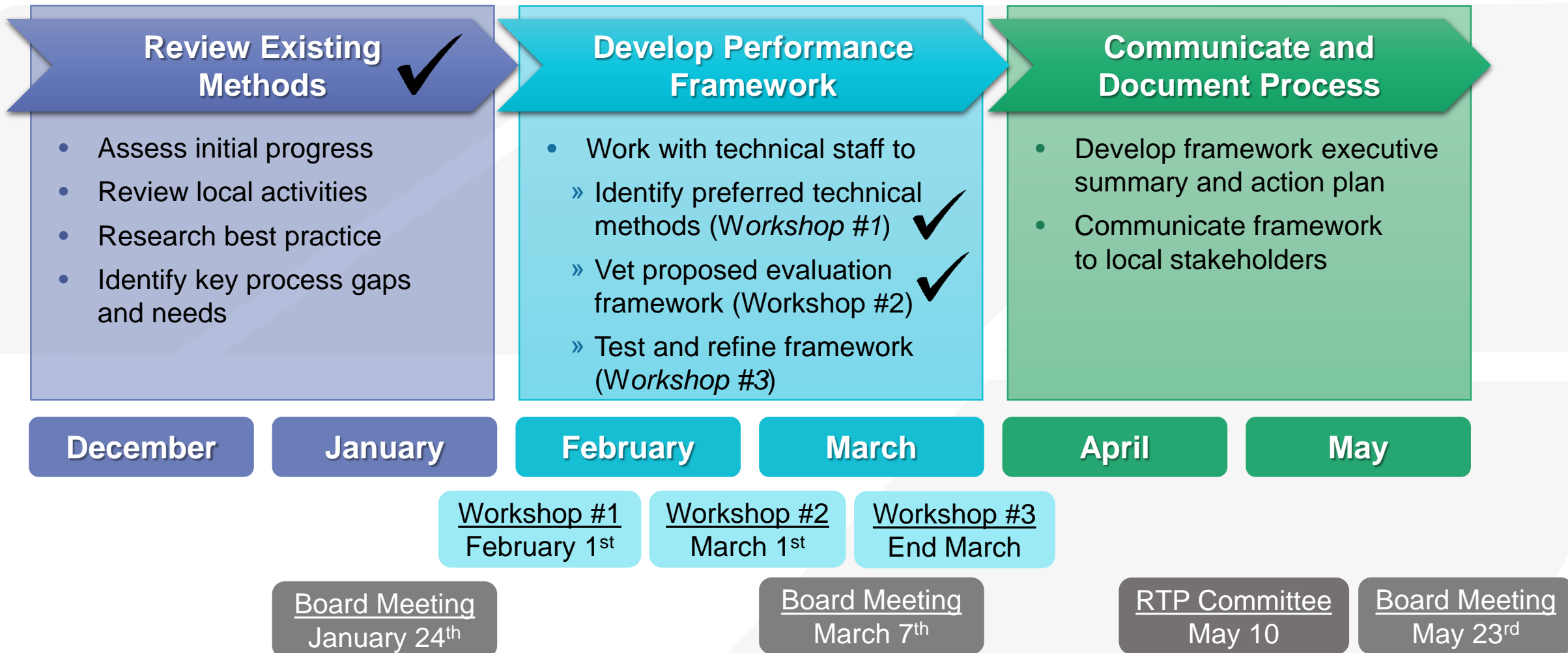
The ATL Board of Directors

presented by

Cambridge Systematics, Inc.

March 7, 2019

Schedule



Governing Principles for ATL Prioritization

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Equity

Provides new or expanded service to and from low and moderate income areas to improve connectivity and focusing on investments that better enable people to meet their day-to-day needs

Governing Principles Define the “Bounds” of Transit Prioritization

- Align WELL with most common transit performance metrics, particularly across **Mobility/Access**, **Economic Development**, **Environmental**, and **Equity** considerations
- There is NOT a lot in practice as it relates to integrated **ROI** as part of technical evaluation
- There is NOT a lot in practice as it relates to **Innovation** as part of technical evaluation
- There is MORE in practice as it relates to Deliverability
- There is VERY LITTLE anywhere as it relates to integrated asset management considerations; function of being new to the industry as it relates to prioritization

Performance Framework (conceptual)

TO OPERATIONALIZE GOVERNING PRINCIPLES:

- Build framework around: Market Potential, Performance, Deliverability
- Market, Performance, Deliverability allow ATL to:
 - Reflect best practice performance criteria that can be measured at project level
 - Evolve process to integrate criteria that support positive return on investment
- Intersection of Market, Performance, Deliverability will support prioritization of most cost-effective projects and an investment portfolio with greatest potential return



Technical Working Group Goals and Objectives

The objective of the ATL Transit Project Prioritization Framework is to provide a methodology to **objectively and transparently** evaluate proposed transit projects in serving **the needs of the ATL region.**

The ATL Transit Project Prioritization Framework must

- Evaluate projects based on standardized criteria and objective data
- Support ARC/GDOT processes for transportation project programming
- Reflect Federal and state funding and grant requirements
- Aggregate all transit projects across the region regardless of funding
- Reflect the ATL's governing principles

Technical Working Group

Key Considerations for Evaluation/Prioritization

- Reflect different **project types** (e.g., state of good repair vs expansion)
- Reflect different **project sizes** (e.g., time to deliver, costs, etc)
- Apply different **weights** to reflect project need and purpose
- Consider varying **geographies** with different priorities
- Include method for **connecting projects** / analyzing the overall proposed transit system
- Consider **resources** at urban vs rural areas for planning, project development
- Overall, look at how to **normalize** prioritization process across the region
- Ensure **equity** considerations are clearly communicated in process
- Avoid too much complexity in scoring, which can keep stakeholders from seeing the **bigger picture** and fight for narrow interests

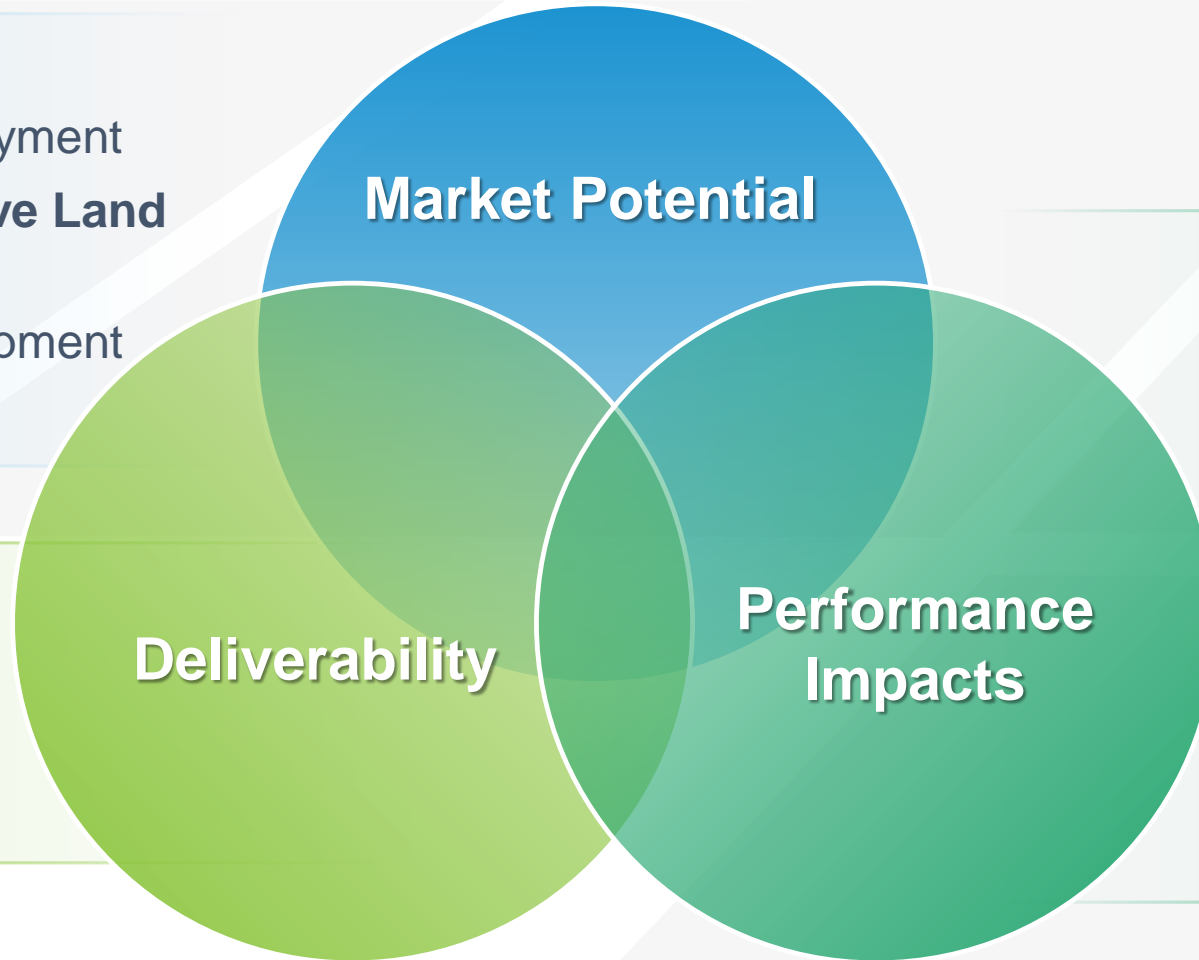
Technical Working Group Priority Evaluation Categories

KEY CRITERIA:

- Population/Employment
- **Transit Supportive Land Use**
- Economic Development
- Labor Access

KEY CRITERIA:

- **Financial**
- Political
- Physical



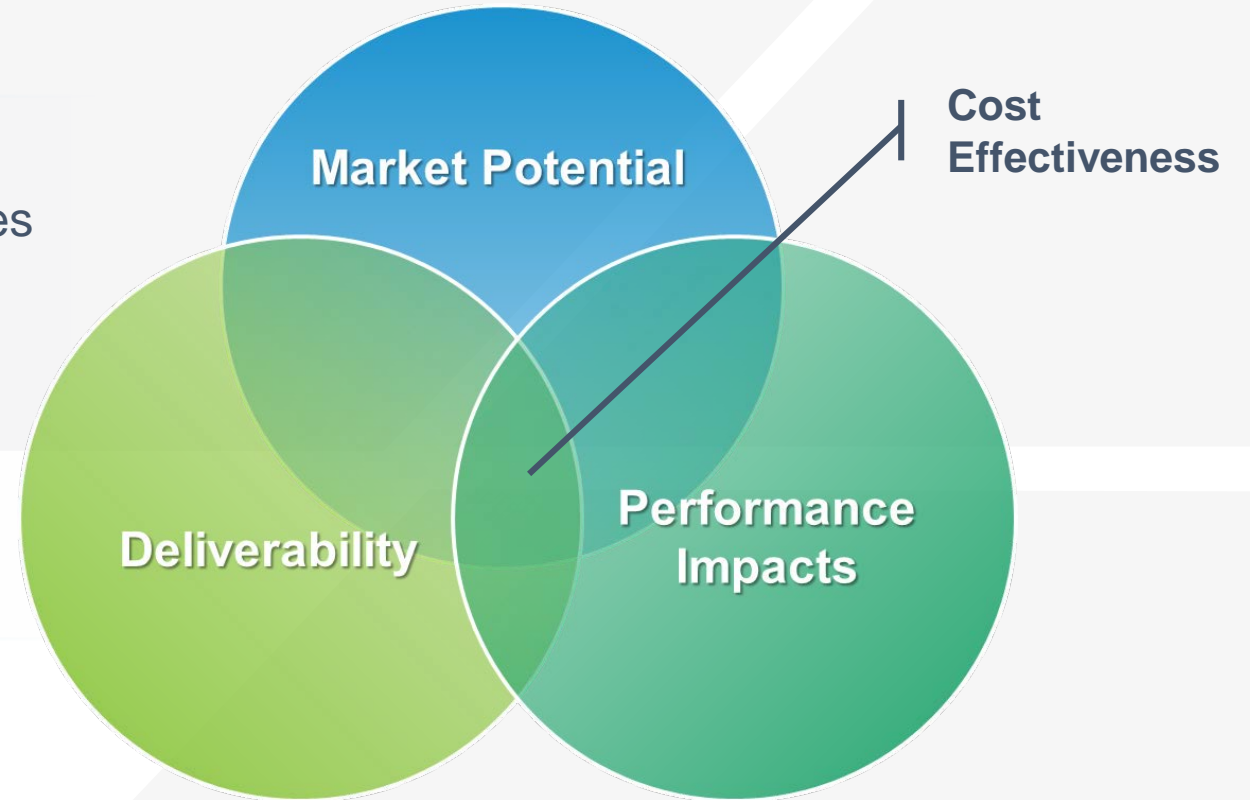
KEY CRITERIA:

- Productivity
- Reliability
- Roadway Impact
- Asset Management
- Safety
- Environment
- Resiliency
- **Efficiency**

Technical Working Group Performance Metrics & Weights

PERFORMANCE FRAMEWORK DETAILS:

- 20+ metrics across key evaluation categories
- Data sources and calculation methods
- Weights (H/M/L) by project type
- Economic evaluation:
 - Project-level cost-effectiveness
 - Systems-level ROI



Technical Working Group Deliverability Metrics

Financial

- » Financial Plan
 - Remaining project cost
 - Percent local match
 - Commitment of local match
 - Identified non-local funding
 - Ongoing operations funding source
 - Ongoing maintenance funding source

Political

- » Project Support
 - Public
 - Business
 - Supported by local/regional plan
 - Supported by District

Physical

- » Project Readiness
 - Schedule for Opening
 - Constructability / environmental / community constraints
- » Connectivity/Integration with Existing System (Transit or Highway)

Technical Working Group

Economic Analysis

Cost-Effectiveness

- **Project-Level Analysis**
 - Best for comparing across alternative investments
 - Allows user to define what benefits are included
 - Growing use in Least Cost Planning

Return on Investment

- **Systems-Level Analysis**
 - Traditional private sector measure focused on private returns; terminology widely adopted in public sector
 - Allows discretion for user to define how measured – e.g., combination of broader public returns, development opportunities, tax base expansion

Technical Working Group Proposed Measures Cross-Walk

Metric		ARC Criteria	FTA Criteria	Governing Principles					
				ECN/LU	MOB/AC	ROI	ENV	INN	EQU
Market Potential	Existing/Projected Population Density	●	●	●	●	●			●
	Employment Density	●	●	●	●	●			●
	Existing/Planned Land Use Mix	●	●	●	●	●			
	Transit-Supportive Policies	●	●	●	●	●	●		●
	Access to Resources			●	●	●			●
	Re/Development Potential		●	●		●			●
	Population by Labor Force Age			●	●	●			
	Number of Jobs Accessible	●		●	●	●			
Performance Impacts	Increased Person Throughput	●			●	●			
	Change in Average Vehicle Occupancy				●		●		
	Improved Transit Reliability	●			●			●	
	Increased Age/Useful Life	●		●				●	
	Increased Mean Distance Between Failures	●						●	
	Crash Reduction	●	●		●	●			
	Safety & Security Elements	●						●	
	Environmental Mitigation Elements	●	●				●	●	
Increased Redundancy/Reduced Risk Elements	●		●	●	●	●	●		
Deliverability	Financial Plan	●	●	●		●		●	
	Project Support	●		●		●			●
	Project Readiness	●		●		●	●		●
	Integration with Existing System (Hwy or Transit)	●			●	●		●	
CE	Reduced Life Cycle Cost per Rider	●	●	●		●		●	

Next Steps

- Refine universe of projects to test evaluation framework
- Build data platform to support project evaluation, collect data
- Test evaluation framework and vet outcomes at third technical workshop



Bus Rapid Transit (BRT) 101



The Basics of Bus Rapid Transit

Why Bus Rapid Transit?



Flexible





Comfortable

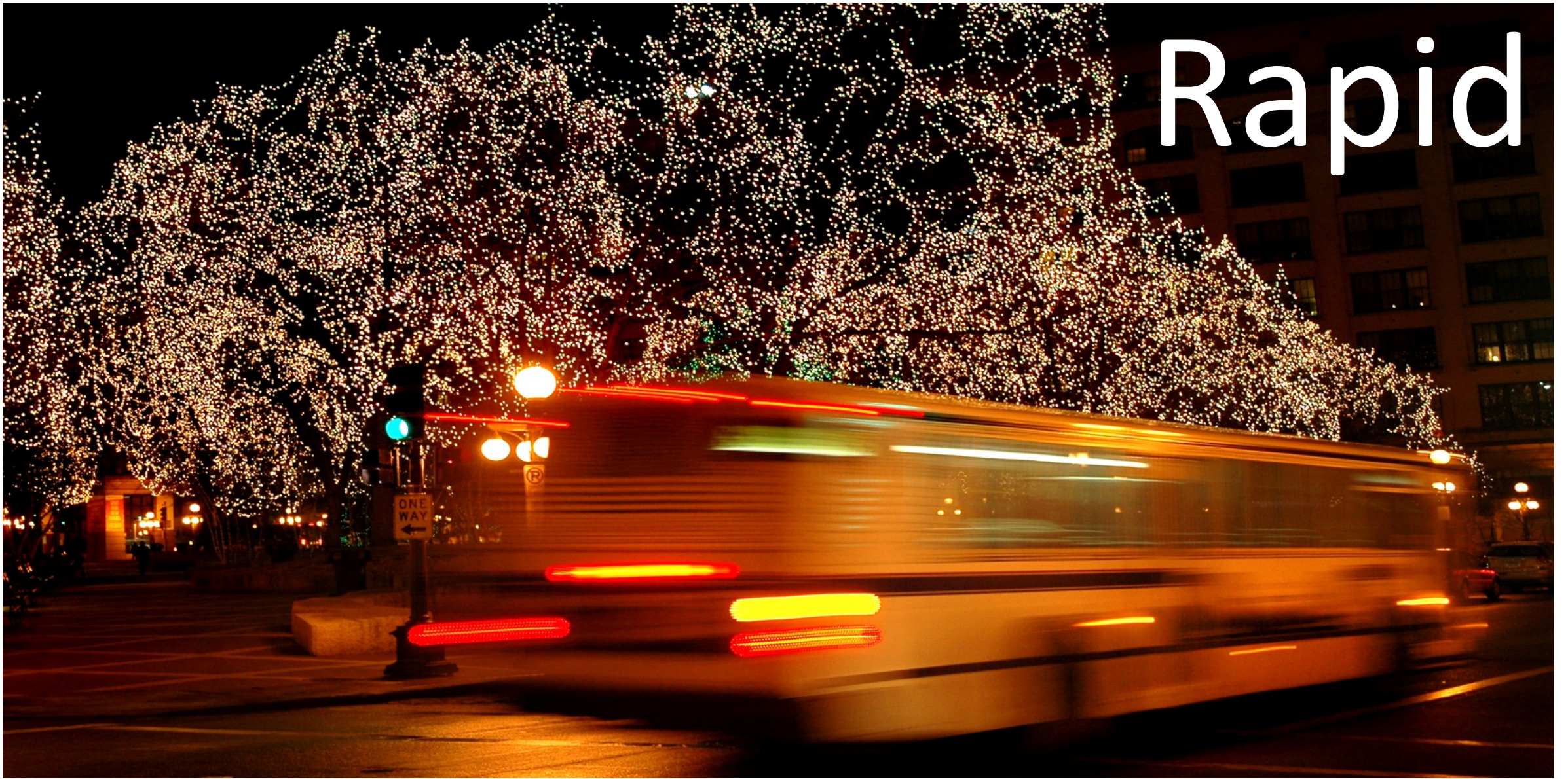


Reliable

Convenient



Rapid



What is BRT?

High capacity

Fast and reliable

High quality

Cost-effective

Public transit system

Customer oriented



Key BRT Characteristics

Operations

- 5-10 minute frequency during peak
- Running speeds = or > cars operating in the same corridor during peak
- Dedicated guideway
- Transit signal priority
- Level boarding and precision boarding

Presentation

- Distinctive vehicles
- Distinctive station design and location
- Unique branding

Technology

- Off-board fare payment
- Real time arrival information

Connectivity

- Supportive connections to other transit service modes such as bikeshare or rideshare



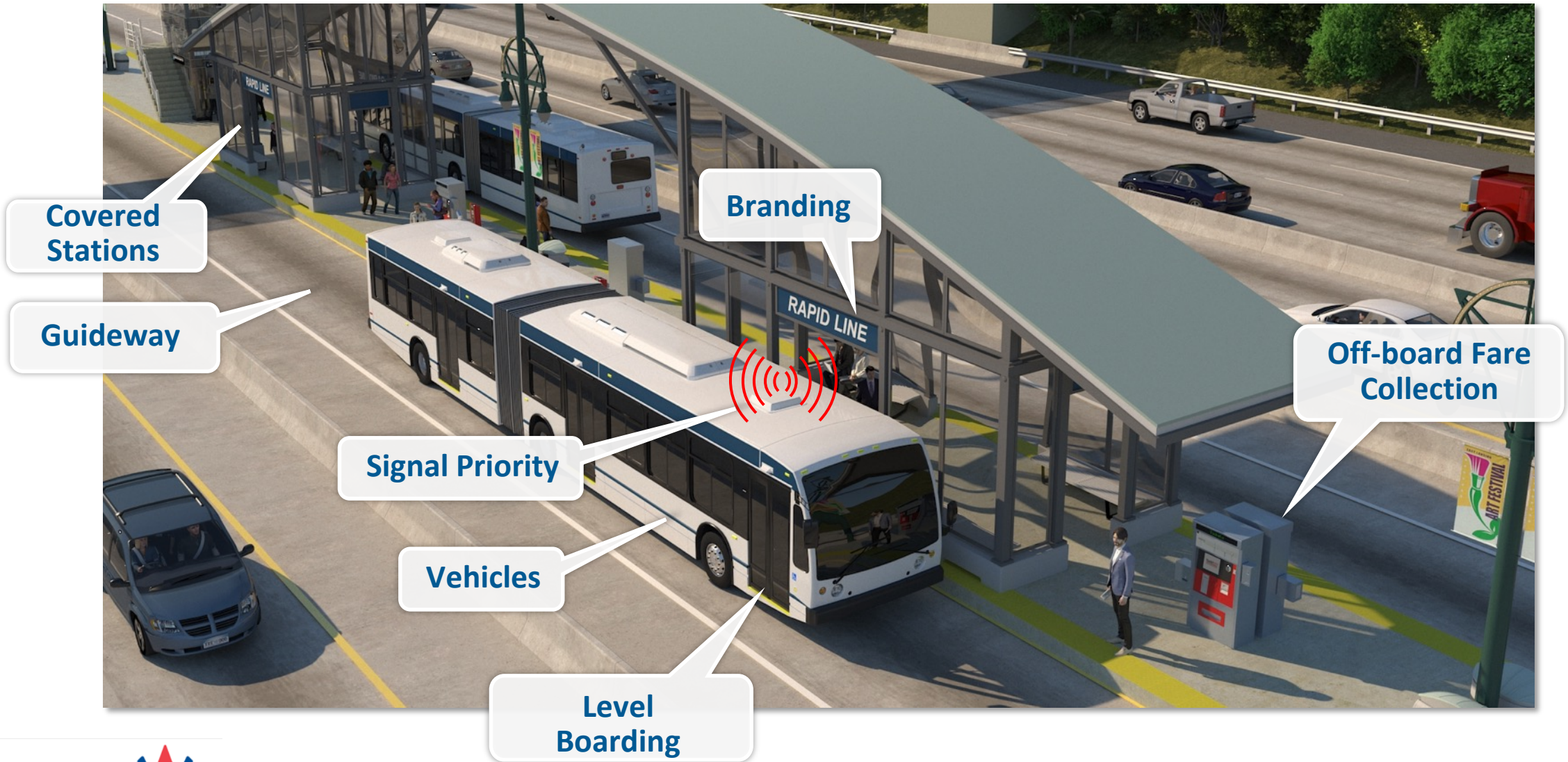
Indios Verdes BRT terminal, Mexico City



BRT Core Elements



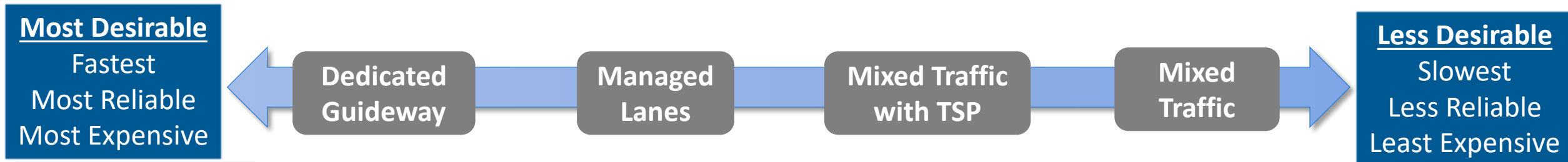
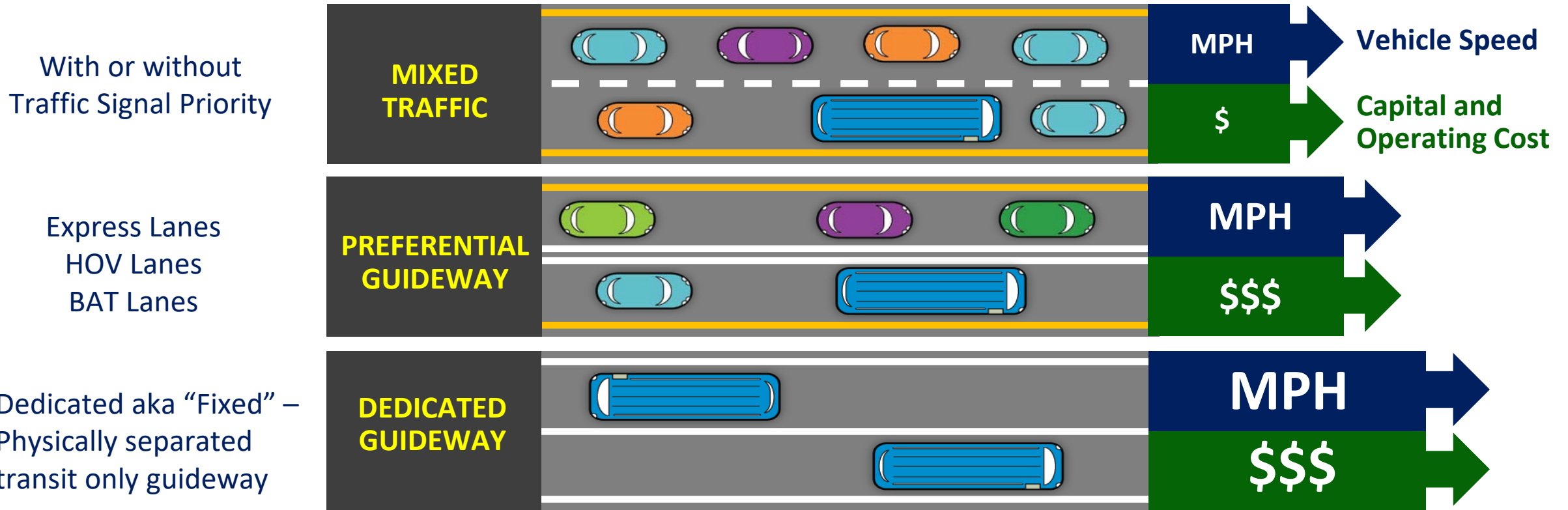
BRT Core Elements



BRT Guideways



Guideways: Can be one or a combination of...



BRT Stations



BRT Station Inclusions

- Real time travel information
- Off-board ticket machine
- Pedestrian accessibility
 - Raised curb
 - Level boarding
 - Station ramps
 - Crosswalks
- Weather protection
- Safety and security
- Public art
- Iconic or context-sensitive architecture
- Placemaking



BRT Rendering, Vientiane, Laos



LA MTA, LA Orange Line, Los Angeles, CA

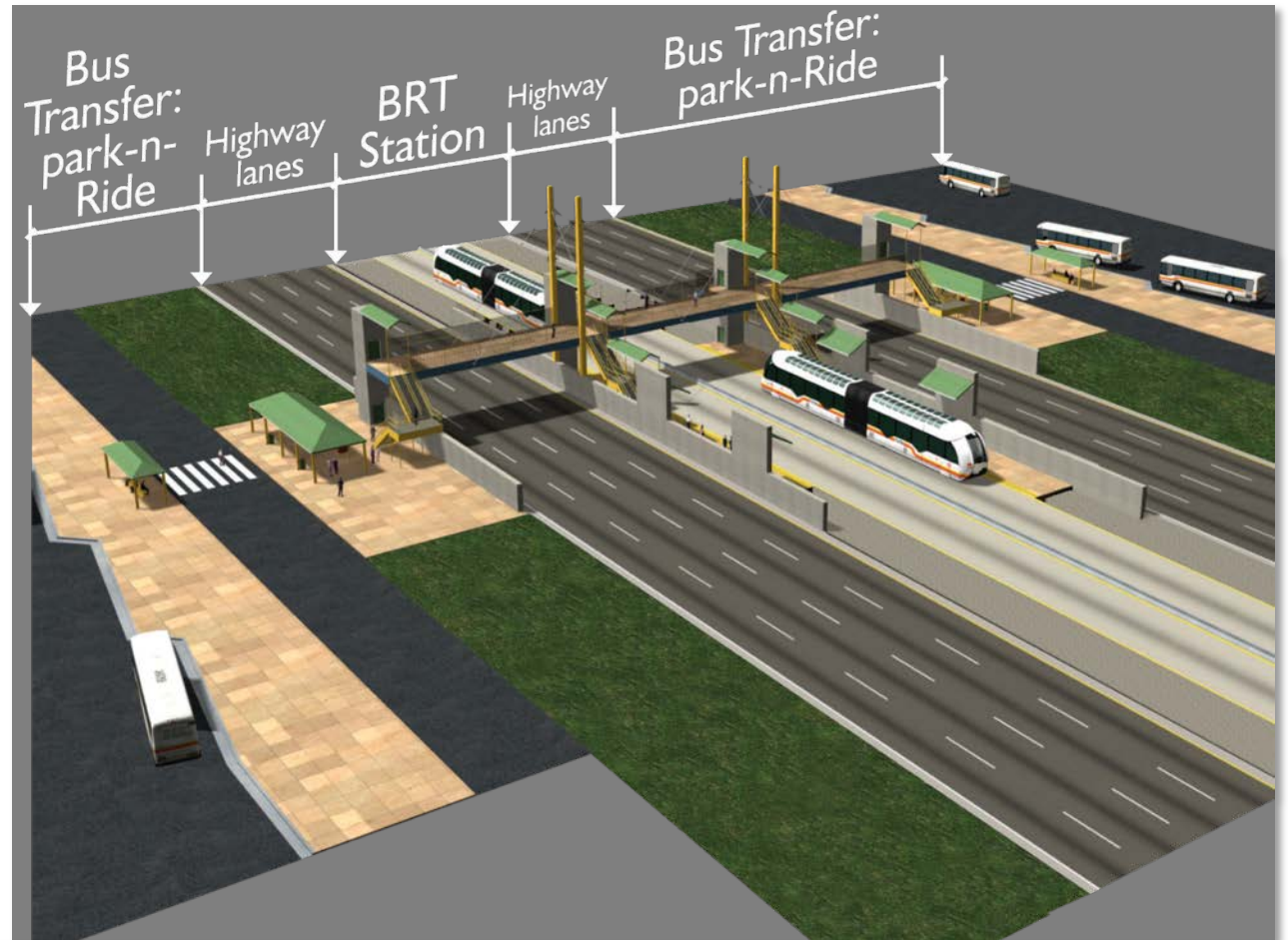
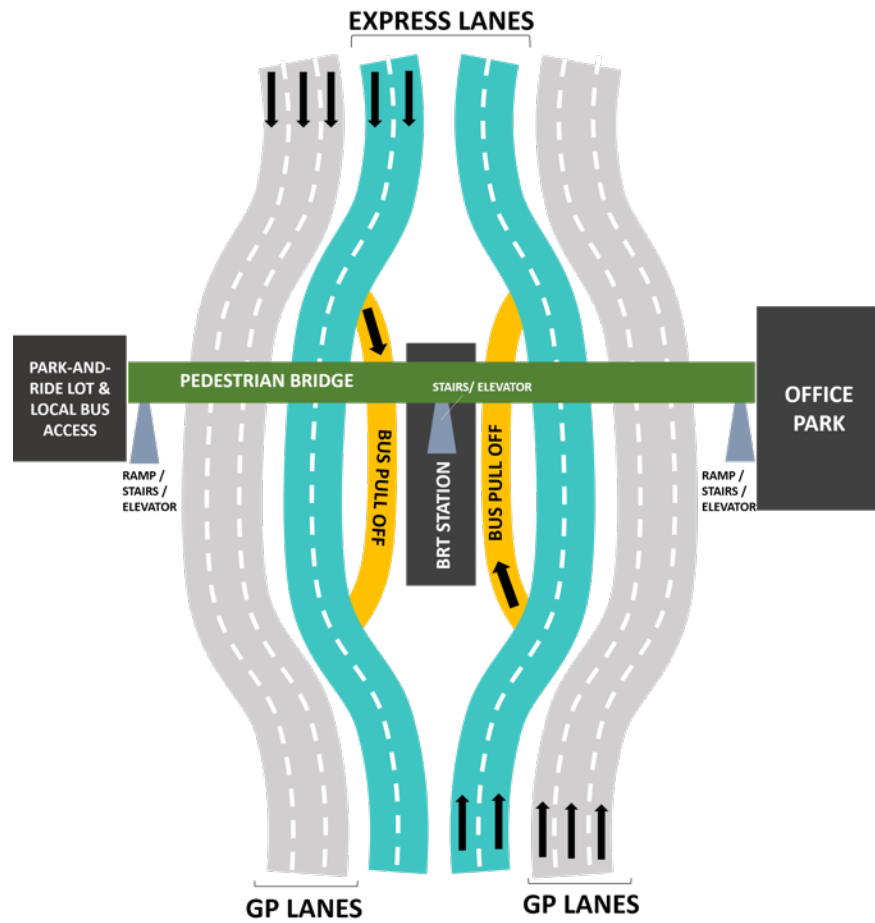


Healthline, Cleveland

Station Type: Full BRT and Enhanced

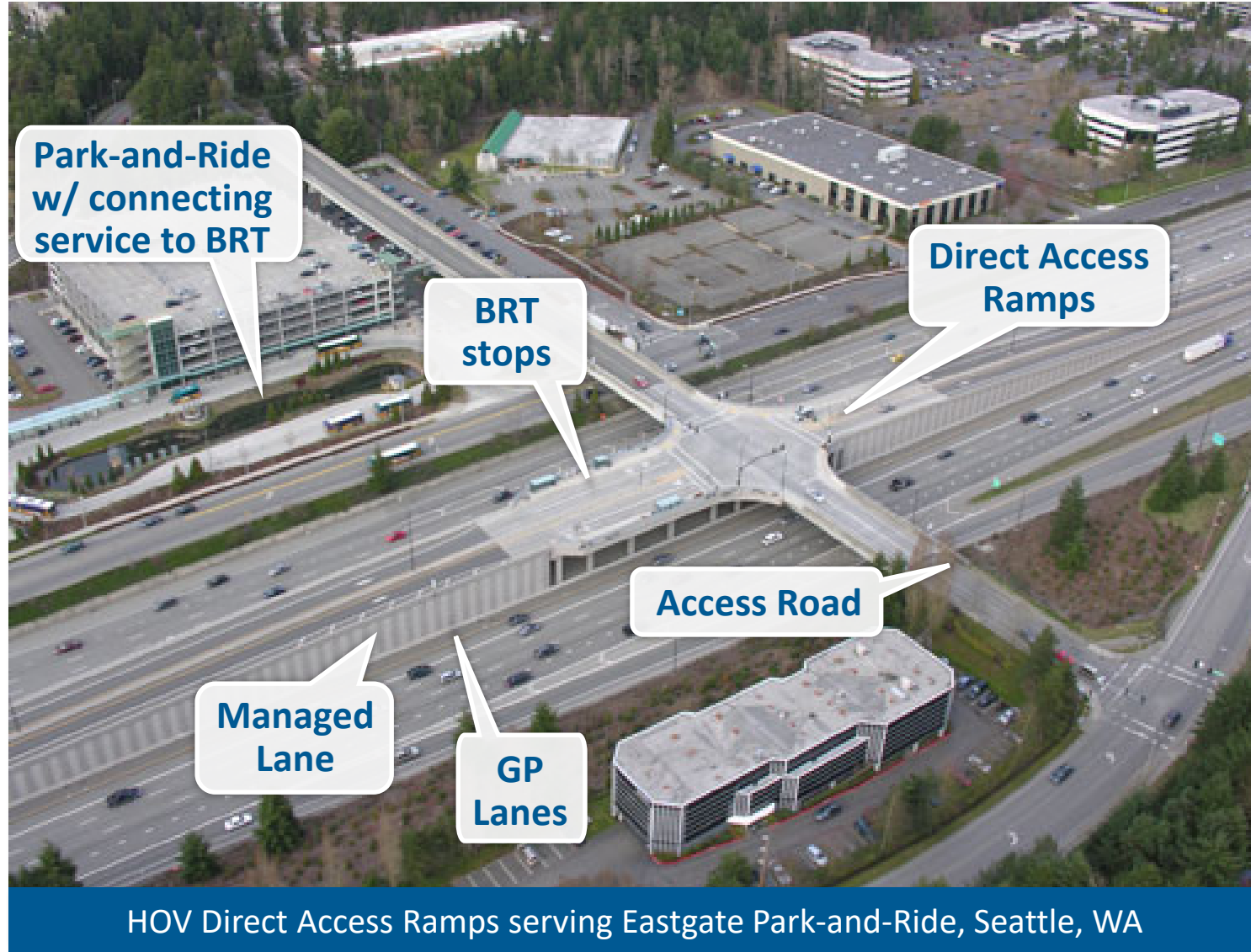


Station Access: Inline Station



Managed Lanes with inline, at-grade BRT station and pedestrian bridge access to surrounding areas

Station Access: Direct Access Ramps



HOV Direct Access Ramps serving Eastgate Park-and-Ride, Seattle, WA

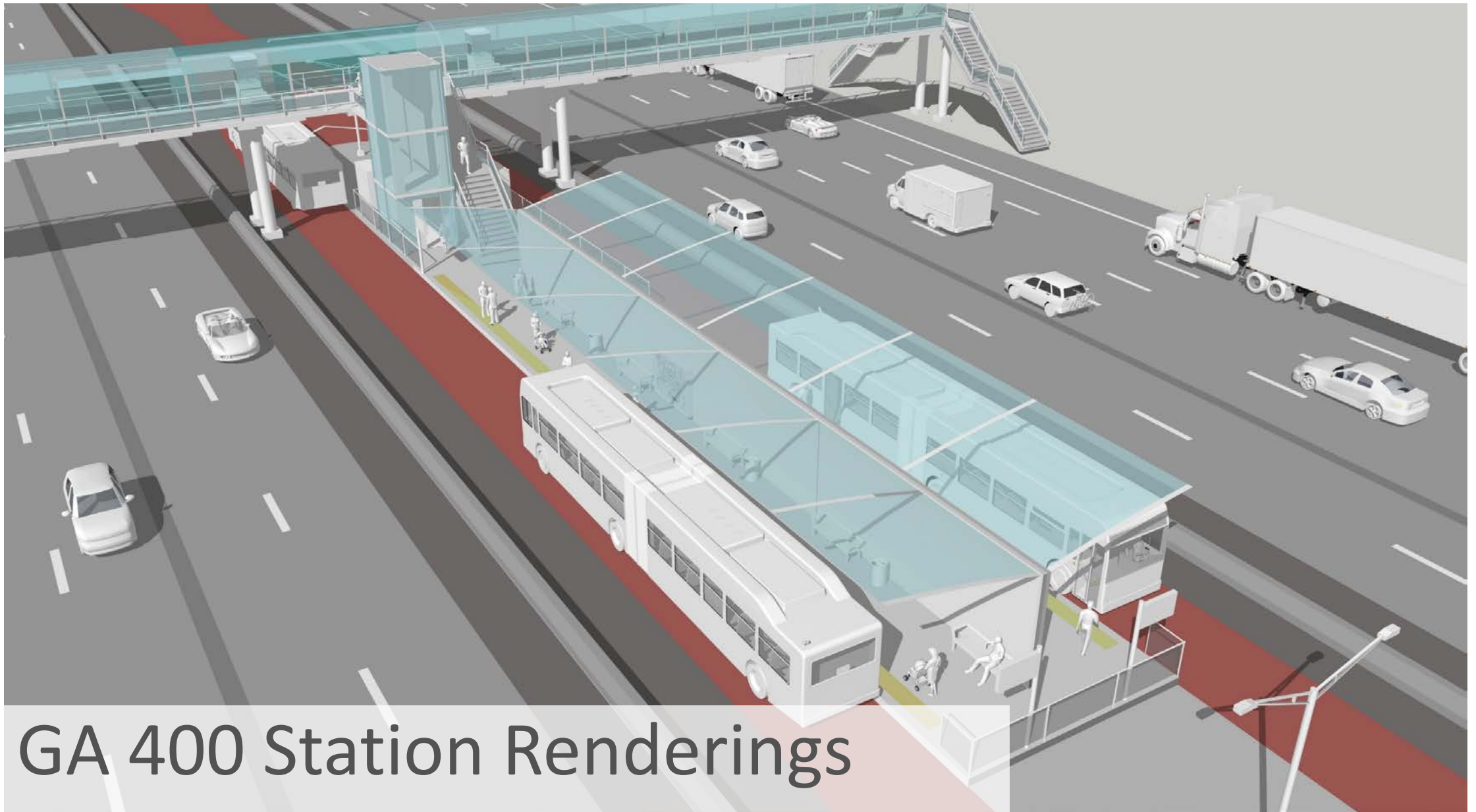
Station Access: Arterial



HealthLine, Cleveland, OH



LTD, EmX, Eugene, OR



GA 400 Station Renderings

BRT Service Planning



Service Plan: Frequency & Reliability

- Frequency
 - Peak = 5-10 minutes
 - Off-peak = 10-20 minutes
- Service Hours
 - Weekdays = 21 hours
 - Weekends = 19 -21 hours
- Faster Service
 - Off-board fare collection
 - Use multiple doors
 - Infrastructure improvements
- Connectivity to other transit services & last mile destinations

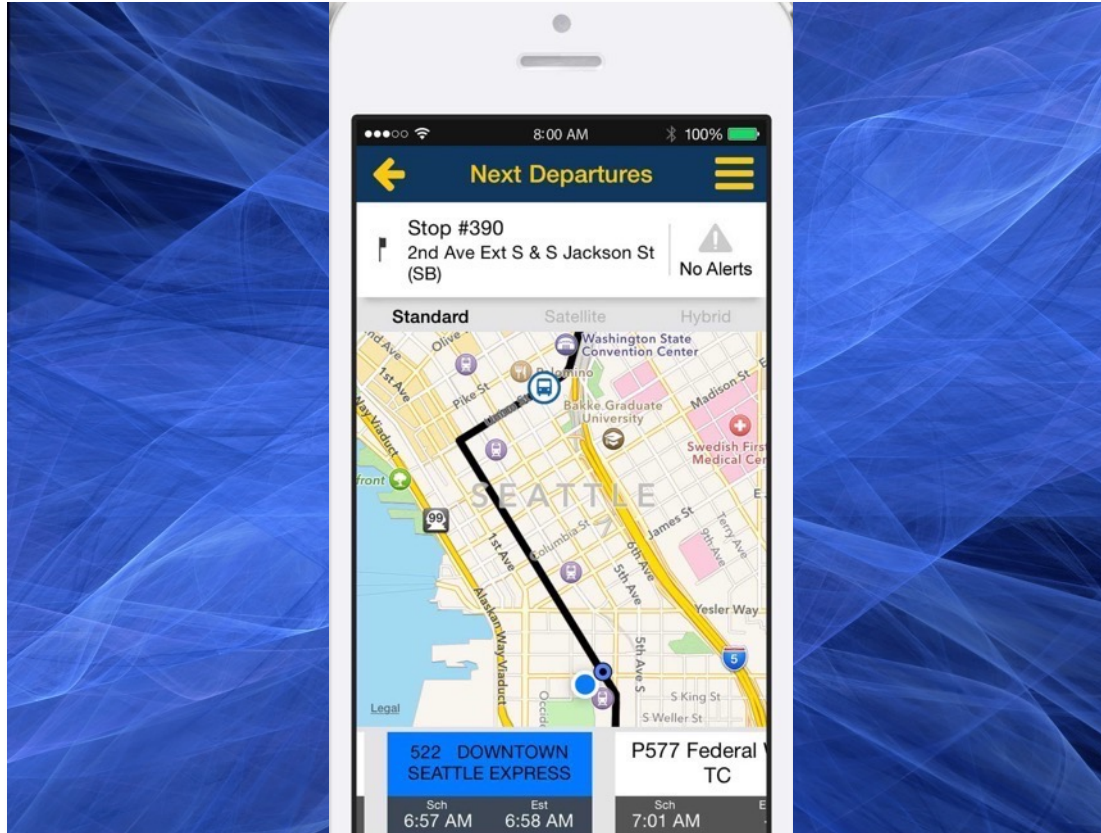


BRT Intelligent Transportation Systems (ITS)



Intelligent Transportation Systems

Real Time Information



Real time information mobile applications



Real time information at Stations or Stops

BRT Vehicles

Vehicles: Premium



CT, Swift BRT, Snohomish County, WA



LTD, EmX, Eugene, OR



GRTC, Pulse, Richmond, VA

- Comfortable & premier seating
- Low floor boarding
- Standard (40') or Articulated (60') Bus
- Open standing areas
- Doors on both sides
- Environmentally friendly fuel sources
- Amenities
 - Bike racks, WiFi, wheelchair accommodations

BRT Branding



Branding: Systemwide

Example: King County Metro, RapidRide, Seattle, WA



RapidRide Bus Station



RapidRide Bus Shelter



RapidRide Bus

BRT Federal Funding

Federal Transit Administration (FTA) Capital Improvement Grant (CIG) Funding

Small Starts

Corridor-based or Fixed Guideway BRT

Capital Cost < \$300 M

AND

Seeking < \$100 M in funding

80% Max Fed share for Small Starts

New Starts

Dedicated Fixed Guideway BRT

Capital Cost \geq \$300 M

OR

Seeking \geq \$100 M in funding

60% Max Fed share for New Starts

Historically 50% Federal Match
Recently 30 – 35% Federal Match

Federal Transit Administration (FTA) BRT Definitions

	Corridor-Based BRT	Fixed Guideway BRT
Dedicated Right-of-Way	Not required	>50% of corridor
Substantial investment in a specific corridor	Yes	Yes, on a single route
Defined stations	Yes	Yes
Traffic signal priority	Yes	Yes
Short headway times	Yes	Yes
Bidirectional services	Yes, for a substantial part of weekdays	Yes, for a substantial part of weekdays and weekends

BRT Case Studies & Planned Projects

BRT System Variations vs. Local Bus

	BRT	Highway BRT	ART	Local Bus
Guideway	Dedicated	Dedicated or Managed	Dedicated or Preferential	Local Street
Station Type	Station	Station	Enhanced Bus Stop	Pole or Stop
Frequency	5-10 minutes	5-10 minutes	5-15 minutes	15-30 minutes
Off-Board Fare Collection	Yes	Yes	Depends	No
Level Boarding	Yes	Yes	Possible	No
Signal Priority	Yes	Yes	Yes	No
Branding	Yes	Yes	Yes	No
Cost per mile	\$25-50 M	\$10-35+ M	\$4-8 M	\$600K per vehicle

Case Studies: Existing Operations

	Pittsburgh East Busway	Cleveland Healthline	San Diego Rapid
Guideway	Dedicated	Dedicated, Curb and Median running	Dedicated
Vehicle	Articulated	Articulated, Floor aligns with platforms (at some stations)	Articulated
Stations / Average Spacing	9/0.97 mi	37/0.50 mi	61
System Connections	Amtrak, Greyhound	RTA Rapid Transit Bus and Trolley	SuperLoop Rapid
Frequency	2 min. peak, 15-20 min. off-peak	10-15 min. peak, 30 min. off-peak	15 min. peak, 30 min. off-peak
Economic Development	\$740 Million along East Busway corridor	\$4.3 Billion along corridor	Around stations and corridor
Branding	Same as local service	HealthLine	Rapid

Case Studies: MARTA Planned Projects

	GA 400 BRT	Summerhill BRT	Roosevelt Highway BRT
Guideway	Express Lanes	A mix of general purpose lane, dedicated lane and signal priority	A mix of general purpose lane, dedicated lane and signal priority
Vehicle	Articulated with platform level boarding	Articulated with level boarding	Articulated with level boarding
Stations	5 stations (3 inline, 2 end of the line)	30 enhanced stops	Mix of enhanced stops and stations
System Connections	MARTA Red line, potential BRT/ART routes, local bus	MARTA Rail, Streetcar, regional express bus, local bus	MARTA Rail, potential BRT/ART routes, local bus
Frequency	5 min. peak; 12-20 min. off-peak	5-10 min peak, 12-20 min off peak	5-10 min peak, 12-20 min off peak
Economic Development	TOD opportunities at station locations	Anticipated redevelopment of stadium area	Some TOD opportunities along the corridor
Branding	TBD	TBD	TBD

Potential Economic Benefits of BRT

“The HealthLine delivered more than \$4.3 billion in economic development along the Euclid Corridor -- a staggering \$114 gained for every dollar spent on creating and launching the new service.”

-Greater Cleveland Regional Transit Authority:
riderta.com

“the BRT system may have a resiliency effect. Where the Eugene-Springfield metropolitan area as a whole lost jobs between 2004 and 2010, jobs were actually added within 0.25 miles of BRTs stations. “

-Journal of Public Transportation, Vol. 16, No. 3, 2013: Bus Rapid Transit and Economic Development: Case Study of the Eugene-Springfield BRT System

Open Regional BRT Questions

- What are the minimum requirements for a project to be considered BRT?
- How should regional standards be applied?
- How will station designs be standardized for cohesiveness while allowing flexibility?



Executive Director's Report

Chris Tomlinson, Interim Executive Director

The background features a repeating pattern of large, stylized, overlapping letters in various shades of gray. The letters are abstract and geometric, resembling a mix of 'A', 'W', 'R', and 'S' shapes. They are arranged in a way that creates a sense of depth and movement, with some letters appearing to be in front of others.

ADJOURN