Committee Report
REGIONAL BUS STOP SIGNAGE

CHRIS TOMLINSON
CURRENT SIGNAGE
SE Corner of Andrew Young International Blvd and Peachtree Center AVE
REGIONAL BUS STOP SIGNAGE PROJECT
2012: Project initiated

Purpose: Develop consistent transit bus stop signage for use throughout region
Install regional bus stop signage for all shared stops in the service area

Project coordinated thru ARC with participation from MARTA, Xpress, GCT & Cobbinc

2013: MARTA & ARC led a sign design process with an outside design firm and participation from all transit agencies; Main Design finalized in 2015
PROJECT OVERVIEW

2016: $3.8M GO! Transit Funding Award in 2016;
2018: Funds allocated to MARTA ($1.7M) Funds allocated to Cobb ($2.1M)

2018: Joint procurement for sign fabrication and installation completed Summer 2018

2019: Xpress and Cobblinc sign contract with selected vendor for sign fabrications of their individual bus stop signs

2020: Xpress installing Xpress-only stop signs
Cobblinc installing Cobb-only stop signs
MARTA installing shared regional stop signs
REGIONALISM, WAYFINDING AND THE CUSTOMER EXPERIENCE

- Unified design – Universal Symbol
- Regional approach
- Significantly improved information for customers
- Regional priority across several partners
- Globally recognizable, operator neutral design
- Collaborative approach
- Operator-specific branding being added to design
● Decals are required for some signs.
● Routes utilize decals.
● Decals are printed on high-intensity reflective vinyl.
PASSENGER PANELS

HOW TO READ THE XPRESS STOP SIGNS – ADA PANEL

A. Stop Identification Number
B. Braille Stop I.D.
C. Real-time Arrival information (See back side.)
D. QR Code (Scan with your smartphone for more info)
E. Transit operators serving this route
PASSENGER INFORMATION

- Carries customer service information
- Unique stop number in raised lettering and braille
- Ways to get next bus information
- Transit Operator logos
**FINAL DESIGN UPDATES**

- Design tweaks underway to increase operator visibility at single operator and shared stops

**BUS STOP REPLACEMENT/UPGRADE PROJECT**

*Bus Stop Sign Samples - January 28, 2020*

- **MARTA-Only Bus Stops**
  - Unified Stop Design with MARTA Branding

- **Shared Multi-Agency Bus Stops**
  - Unified Stop Design with Regional Branding

- 1 route
  - ~80% of MARTA bus stops

- Multiple routes (2 or more)
  - ~20% of MARTA bus stops

- Regional stops served by multiple agencies
  - >1% of MARTA bus stops
Shared Multi-Agency Stops

Original Design

Updated Design w/Branding Sign

Note: agency logos can be changed as needed by each transit operator
Thank You | Discussion
AFY 2020 & FY 2021 GOVERNOR’S BUDGET RECOMMENDATION

MONIQUE SIMMONS AND CHRIS TOMLINSON
Governor's Recommended Budget

<table>
<thead>
<tr>
<th>State General Funds</th>
<th>Total Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,487,122</td>
<td>$2,487,122</td>
</tr>
</tbody>
</table>

Payments to Atlanta-Region Transit Link (ATL) Authority

Recommended Change

113.1 No Change.

Total AFY 2020 Budget

$2,487,122  $2,487,122
Governor's Recommended Budget

<table>
<thead>
<tr>
<th></th>
<th>State General Funds</th>
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<tbody>
<tr>
<td>Payments to Atlanta-Region Transit Link (ATL) Authority</td>
<td>$2,487,122</td>
<td>$2,487,122</td>
</tr>
<tr>
<td>Recommended Change</td>
<td></td>
<td></td>
</tr>
<tr>
<td>117.1 Transfer funds from the Georgia Regional Transportation Authority for Xpress operations per HB 930 (2018 Session).</td>
<td>$15,884,980</td>
<td>$15,884,980</td>
</tr>
<tr>
<td>117.2 Examine Xpress fare recovery ratios.</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total FY 2021 Budget</strong></td>
<td>$18,372,102</td>
<td>$18,372,102</td>
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</tbody>
</table>
## FY 2021 Budget Submission Overview

<table>
<thead>
<tr>
<th>Object Class</th>
<th>FY 2020 Base</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Services</td>
<td>$1,481,023</td>
<td>$1,408,229</td>
</tr>
<tr>
<td>Regular Operating Expenses</td>
<td>64,731</td>
<td>64,731</td>
</tr>
<tr>
<td>IT Expenditures</td>
<td>33,468</td>
<td>33,468</td>
</tr>
<tr>
<td>Real Estate Rentals</td>
<td>260,069</td>
<td>267,144</td>
</tr>
<tr>
<td>Contractual Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shared Services (SRTA Staff)</td>
<td>687,092</td>
<td>687,092</td>
</tr>
<tr>
<td>SAO Agreement (Payroll Shared Services)</td>
<td>2,100</td>
<td>2,100</td>
</tr>
<tr>
<td>Regional Set-aside Projects (80% Federal/20% State)</td>
<td>625,000</td>
<td></td>
</tr>
<tr>
<td>Contracts</td>
<td>2,500,000</td>
<td>1,250,000</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td><strong>$5,028,483</strong></td>
<td><strong>$4,337,764</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Fund Source</th>
<th>FY 2020 Base</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Appropriation</td>
<td>$2,487,122</td>
<td>$2,487,122</td>
</tr>
<tr>
<td>Other Funds (One-time)</td>
<td>941,361</td>
<td>400,000</td>
</tr>
<tr>
<td>Federal Funds</td>
<td>2,000,000</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Total Revenues</td>
<td><strong>$5,428,483</strong></td>
<td><strong>$4,387,122</strong></td>
</tr>
<tr>
<td>Surplus/(Deficit)</td>
<td><strong>$400,000</strong></td>
<td><strong>$49,358</strong></td>
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</tbody>
</table>
What the FY 2021 Budget Submission Accomplishes:

✓ Maintains current state base appropriation of $2,487,122
✓ Supports 9 positions
✓ Supports 15 per diem days
✓ Includes $500,000 in Federal Regional Set-aside funding
✓ Supports a $1,250,000 contract budget

Next Steps:
- Monitor budget during legislative session
- ATL Board approval of FY 2021 budget in June 2020
▪ Xpress operations transitions to ATL in FY 2021.
▪ SRTA shared services model will remain in place.
<table>
<thead>
<tr>
<th><strong>Xpress</strong></th>
<th><strong>Rideshare</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>27</strong> PARK AND RIDE LOTS</td>
<td><strong>$375</strong> MONTHLY SUBSIDY PER VAN</td>
</tr>
<tr>
<td><strong>12</strong> METRO ATLANTA COUNTIES</td>
<td><strong>1504</strong> AVERAGE DAILY RIDERS</td>
</tr>
<tr>
<td><strong>27</strong> ROUTES SERVED</td>
<td><strong>29.5M</strong> PASSENGER MILES (FY18)</td>
</tr>
<tr>
<td><strong>164</strong> COACHES</td>
<td><strong>266</strong> VANS USED ON AVERAGE</td>
</tr>
<tr>
<td><strong>1.8M</strong> PASSENGER BOARDINGS (FY18)</td>
<td><strong>734,148</strong> ANNUAL PASSENGER TRIPS</td>
</tr>
</tbody>
</table>
FLEET INVESTMENTS

- Rehabbed All 2004 Coaches
- Replacing All 2006/2007 Coaches
- Upgraded On-board Technology
- New Fareboxes
- 60% of the Fleet Upgraded
XPRESS-RELATED STRATEGIC INITIATIVES IN PROGRESS

- CAD/AVL 2.0 & Fareboxes
- Regional Mobile Ticketing
- Regional Signage & Bus Stops
- Bus Rehab/Replacement Program
- Park & Ride Expansion Projects
THANK YOU
WHAT IS THE ROADMARP?

20-year strategic plan for regional transit

► Mission why we exist

► Vision what we want to be

► Goals what we need to achieve vision

► Objective intended outcome of goal

► Strategies how we accomplish objectives

► Actions how we implement strategies
WHAT IS THE ROADMAP PROCESS?

**Listening and Learning**
- Understand needs, objectives and measures of success
  - January – February 2020

**Exploring Opportunities**
- Assess strengths, weaknesses, changing mobility demands, emerging innovation and options
  - March 2020

**Visioning**
- Revisit ATL mission, vision and goals; identify strategies to achieve goals
  - April – June 2020

**Evaluating Options**
- Evaluate mobility strategies, assess trade-offs and opportunities
  - July – September 2020

**Developing the Plan**
- Draft plan
  - October – November 2020
LISTENING AND LEARNING
(UNDERSTANDING NEEDS AND DESIRES)

ATL Board of Directors & Staff

ATL Transit Partners

ATL Strategic Partners

(Plus++)
REGIONALLY SIGNIFICANT TRANSIT ROUTES

Available Modes (BRT, HRT, Streetcar, LRT)

Every 10 min. (peak)
Every 15 min. (off-peak)

20-24 hrs per day

Stops every ¼ to ½ mile

Pay before boarding

Extensive use of dedicated roadway space and/or coordinated traffic signals

PLUS...

Regional Express Connections
- Commuter Bus
- Limited stops

Downtown Mobility Improvements
- Service type TBD
- Looping around high demand travel areas

Pilot Programs
- Microtransit
- On-Demand connections
- Autonomous vehicles

EXPLORING OPPORTUNITIES (EMERGING INNOVATIONS AND OPTIONS)
EXPLORING OPPORTUNITIES
(ASSESSING STRENGTHS AND WEAKNESSES)

<table>
<thead>
<tr>
<th>MODE</th>
<th>RIGHT OF WAY</th>
<th>VEHICLE CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS RAPID TRANSIT</td>
<td>DEDICATED</td>
<td>60 SEATED 95-105 TOTAL</td>
</tr>
<tr>
<td>STREETCAR</td>
<td>DEDICATED</td>
<td>30-50 SEATED 120 TOTAL</td>
</tr>
</tbody>
</table>

| REGIONAL EXPRESS SERVICE | DEDICATED | 60-70 SEATED 150 TOTAL / PER CAR |

<table>
<thead>
<tr>
<th>MODE</th>
<th>RIGHT OF WAY</th>
<th>VEHICLE CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy Rail</td>
<td>DEDICATED</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SHARED</td>
<td></td>
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</tbody>
</table>

|                      |              |                          |
|                      | 40-60 TOTAL  |                          |
EXPLORING OPPORTUNITIES
(CHANGING MOBILITY DEMANDS)

<table>
<thead>
<tr>
<th>MODE</th>
<th>RIGHT OF WAY</th>
<th>VEHICLE CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIKE SHARE</td>
<td>DEDICATED</td>
<td>1 TOTAL</td>
</tr>
<tr>
<td></td>
<td>SHARED</td>
<td></td>
</tr>
<tr>
<td>CAR SHARE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SHARED</td>
<td>1-4 TOTAL</td>
</tr>
<tr>
<td>RIDE HAILING</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SHARED</td>
<td>1-4 TOTAL</td>
</tr>
</tbody>
</table>

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<tr>
<th>MODE</th>
<th>RIGHT OF WAY</th>
<th>VEHICLE CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICROTRANSIT</td>
<td>SHARED</td>
<td>20 TOTAL</td>
</tr>
<tr>
<td>AUTONOMOUS VEHICLES</td>
<td>DEDICATED</td>
<td>1 TOTAL</td>
</tr>
<tr>
<td></td>
<td>SHARED</td>
<td></td>
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About the ATL

Officially we’re the Atlanta-Region Transit Link Authority, but you’ll know us as the ATL. From Cherokee to Coweta, our goal is to better connect transit options across the 13-county region of Atlanta. With the support of our partners, we’ll get metro Atlanta where it needs to go.
VISIONING
(VISION – WHAT WE WANT TO BE)

**Land Use + Economic Development**
Create or enhance connectivity and access to job centers, activity centers, and economic centers in line with the region of Atlanta’s Unified Growth Policy.

**Environmental Sustainability**
Offer new or enhanced services as alternatives to SOV travel, and promote the use of alternative fuels to build environmentally sustainable communities.

**Return on Investment**
Ensure that project financing plans are feasible and promote cost efficient alternatives for new or enhanced service that enable regional economic opportunity and growth.

**Innovation**
Use innovative solutions to improve rider experience, fare collection, cost savings, integration with transit alternatives, and more.

**Equity**
Provide new or expanded service to and from low- and moderate-income areas to improve connectivity and focus on investments that better enable people to meet their day-to-day needs.

**Mobility + Access**
Using cross-jurisdictional services to create regional connectivity for population centers, recreation and employment.
VISIONING
(GOALS – WHAT WE NEED TO DO TO ACHIEVE THE VISION)

Streamline Transit Planning

The ATL is working to get our region moving in the same direction—toward a plan for better connecting transit systems to a more unified network of mobility options throughout the public and private sectors.

Improve Rider Experience

The ATL is collaborating with local transit authorities to optimize the transit experience, saving riders time, reducing the stress of daily commutes and improving the overall customer experience.

Drive Economic Development

The ATL is accelerating opportunities for economic growth by making it easier for our talented workforce to access jobs across the region and attract new business.
EVALUATING OPTIONS
(MOBILITY STRATEGIES, ASSESS TRADE-OFFS AND OPPORTUNITIES)

Streamline Transit Planning
- Regionally significant projects
- Funding strategy
- Regional Asset Management

Improve Rider Experience
- Regional Fare Policy
- Mobility APP
- Bus Stop Signage

Drive Economic Development
- Transit Park&Ride Policy
- Regional Transfer Centers
- Strategic Partnerships
DEVELOPING THE PLAN
(OBJECTIVES, STRATEGIES, ACTIONS)

OUTCOMES

► ATL Roadmap
► Six-year horizon
► 20-year horizon
► 2020 ARTP
► 2020 Annual Report