



ATL BOARD OF DIRECTORS MEETING

FEBRUARY 6, 2020



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



Atlanta Regional Commission



PROJECT OVERVIEW



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 & Cobblinc



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*

SIGN PANELS - DECALS



- 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



PASSENGER INFORMATION



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

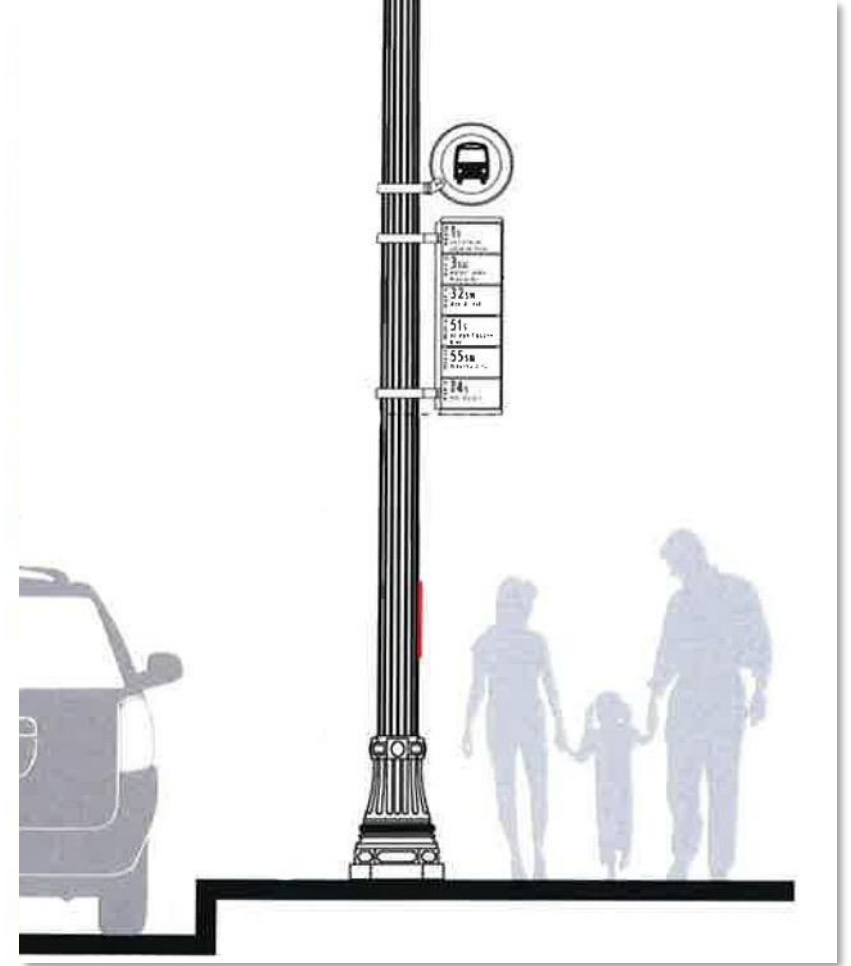
INSTALLATION



EXISTING CONDITIONS



NEW CONDITIONS



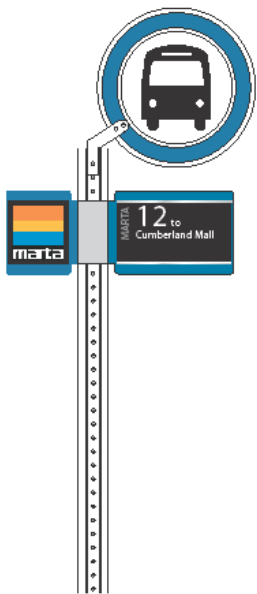
FINAL DESIGN UPDATES

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

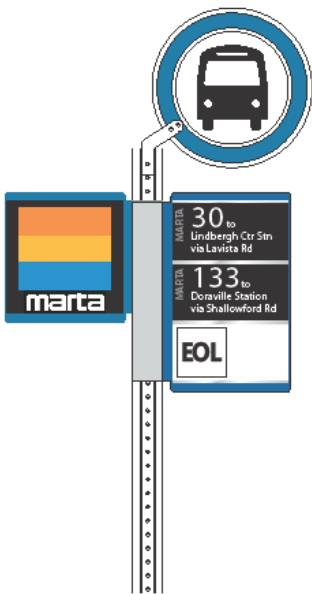
BUS STOP REPLACEMENT/UPGRADE PROJECT

Bus Stop Sign Samples - January 28, 2020

MARTA-Only Bus Stops
Unified Stop Design
with MARTA Branding

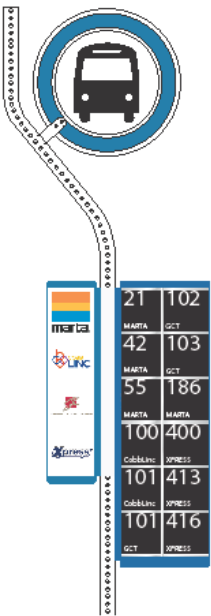


1 route
~80% of MARTA bus stops



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

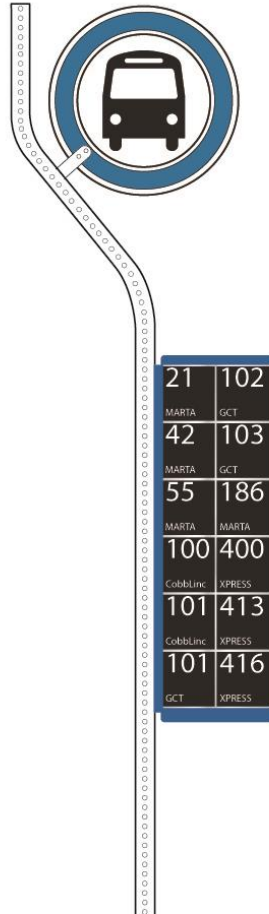
Shared Multi-Agency Bus Stops
Unified Stop Design
with Regional Branding



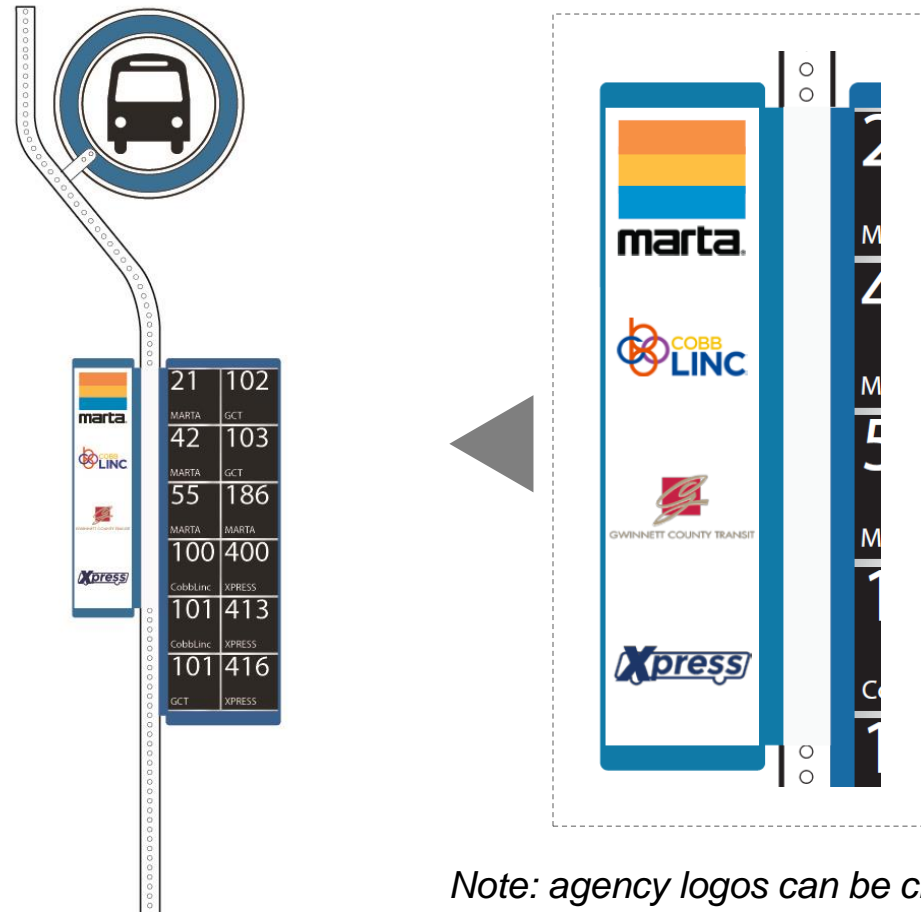
Regional stops served by multiple agencies
>1% of MARTA bus stops

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

AFY 2020 BUDGET

Payments to Atlanta-Region Transit Link (ATL) Authority

Recommended Change
113.1 No Change.

Total AFY 2020 Budget

Governor's Recommended Budget	
<u>State General Funds</u>	<u>Total Funds</u>
\$2,487,122	\$2,487,122
<hr/> \$0	<hr/> \$0
\$2,487,122	\$2,487,122

FY 2021 BUDGET

Payments to Atlanta-Region Transit Link (ATL) Authority

Recommended Change

117.1 Transfer funds from the Georgia Regional Transportation Authority for Xpress operations per HB 930 (2018 Session).

117.2 Examine Xpress fare recovery ratios.

Total FY 2021 Budget

Governor's Recommended Budget

<u>State General Funds</u>	<u>Total Funds</u>
\$2,487,122	\$2,487,122
\$15,884,980	\$15,884,980
\$0	\$0
<hr/>	<hr/>
\$18,372,102	\$18,372,102

FY 2021 BUDGET SUBMISSION OVERVIEW

Object Class	FY 2020 Base	FY 2021
Personal Services	\$1,481,023	\$1,408,229
Regular Operating Expenses	64,731	64,731
IT Expenditures	33,468	33,468
Real Estate Rentals	260,069	267,144
Contractual Services		
Shared Services (SRTA Staff)	687,092	687,092
SAO Agreement (Payroll Shared Services)	2,100	2,100
Regional Set-aside Projects (80% Federal/20% State)		625,000
Contracts	2,500,000	1,250,000
Total Expenditures	\$5,028,483	\$4,337,764
Fund Source	FY 2020 Base	FY 2021
State Appropriation	\$2,487,122	\$2,487,122
Other Funds (One-time)	941,361	400,000
Federal Funds	2,000,000	1,500,000
Total Revenues	\$5,428,483	\$4,387,122
Surplus/(Deficit)	\$400,000	\$49,358

FY 2021 BUDGET SUBMISSION OVERVIEW

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



ATL INTERACTION WITH SRTA AND GRTA FOR FY 2021

- Xpress operations transitions to ATL in FY 2021.
- SRTA shared services model will remain in place.





27

PARK AND RIDE LOTS

12

METRO ATLANTA COUNTIES

27

ROUTES SERVED

164

COACHES

1.8M

PASSENGER BOARDINGS (FY18)



\$375

MONTHLY SUBSIDY PER VAN

1504

AVERAGE DAILY RIDERS

29.5M

PASSENGER MILES (FY18)

266

VANS USED ON AVERAGE

734,148

ANNUAL PASSENGER TRIPS



- 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





ATL ROADMAP

ADELEE LE GRAND, AICP

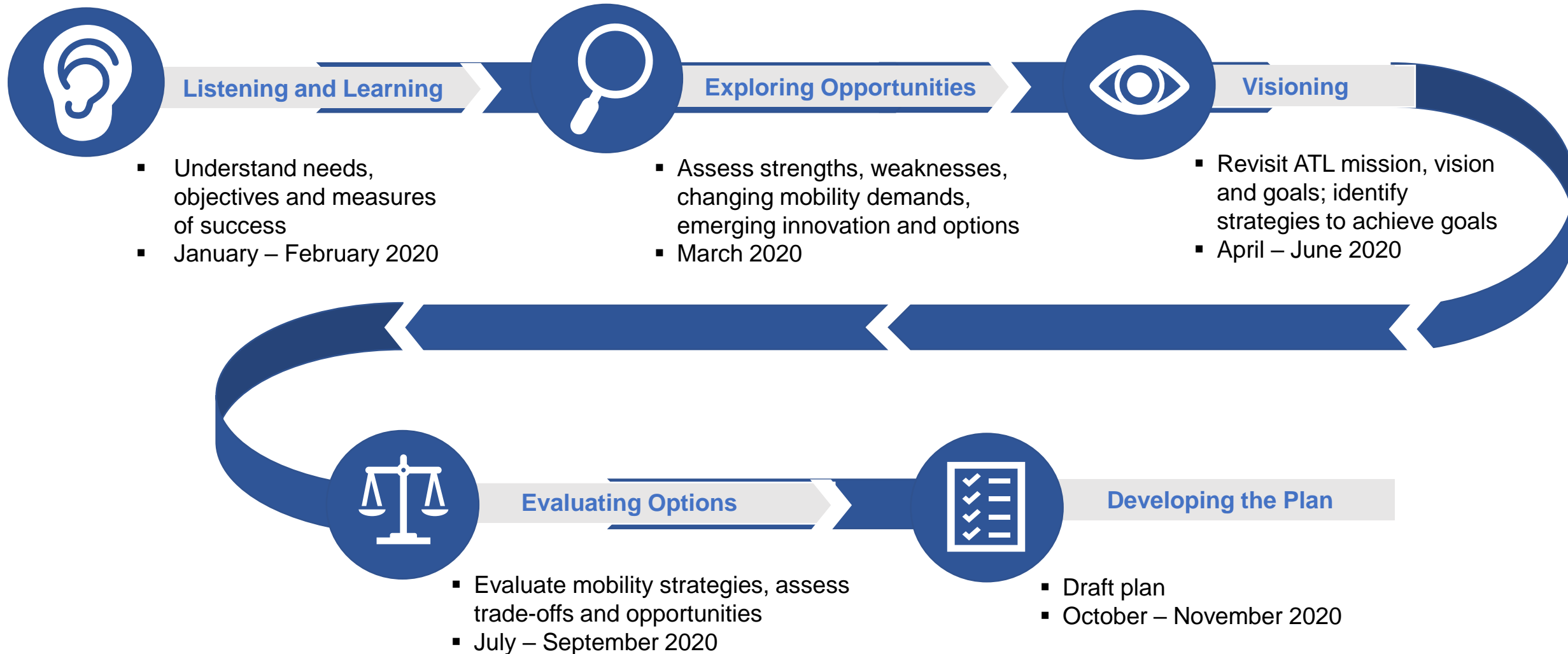
WHAT IS THE ROADMAP?

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**
(UNDERSTANDING NEEDS AND DESIRES)

**ATL Board
of Directors
& Staff**



**ATL Transit
Partners**



**ATL
Strategic
Partners**



EXPLORING OPPORTUNITIES (EMERGING INNOVATIONS AND OPTIONS)

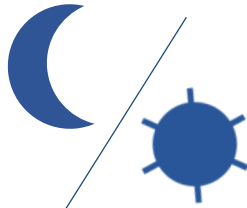
REGIONALLY SIGNIFICANT TRANSIT ROUTES



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 (ASSESSING STRENGTHS AND WEAKNESSES)

MODE	RIGHT OF WAY	VEHICLE CAPACITY	MODE	RIGHT OF WAY	VEHICLE CAPACITY
 BUS RAPID TRANSIT	  DEDICATED SHARED	 60 SEATED 95-105 TOTAL	 Heavy Rail	 DEDICATED	 60-70 SEATED 150 TOTAL / PER CAR
 STREETCAR	  DEDICATED SHARED	 30-50 SEATED 120 TOTAL	 REGIONAL EXPRESS SERVICE	 SHARED	 40-60 TOTAL

EXPLORING OPPORTUNITIES (CHANGING MOBILITY DEMANDS)

MODE	RIGHT OF WAY	VEHICLE CAPACITY	MODE	RIGHT OF WAY	VEHICLE CAPACITY
 BIKE SHARE	  DEDICATED SHARED	 1 TOTAL	 MICROTRANSIT	 SHARED	 20 TOTAL
 CAR SHARE	 SHARED	 1-4 TOTAL	 AUTONOMOUS VEHICLES	 DEDICATED SHARED	 1 TOTAL
 RIDE HAILING	 SHARED	 1-4 TOTAL			



VISIONING (MISSION- WHY WE EXIST)



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



Thank You

Discussion



EXECUTIVE DIRECTOR'S REPORT

CHRIS TOMLINSON



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