I. Call to Order

II. Approval of the Board Minutes for September 3, 2020

III. Approval of the Agenda for October 1, 2020

IV. Public Comment

V. Committee Reports
   a. Administrative Committee – Chair Earl Ehrhart
      i. Title VI Program Adoption – Action Item
   b. Xpress Operations Committee – Chair Howard Mosby
   c. Regional Transit Planning Committee – Chair Charlie Sutlive
   d. Regional Technology Committee – Chair Andy Macke

VI. ARTP Update – Aileen Daney

VII. Annual Report and Audit (ARA) Preliminary Findings – Aileen Daney

VIII. I-285 Top End Transit Project – Mayor John Ernst, Brookhaven and Eric Bosman, Kimley-Horn

IX. Executive Director’s Report

X. New Business

XI. Call to Adjourn
Title VI Program Adoption – Action Item
Regional Technology Committee Report
AGENDA

► Overview of Schedule
► Interim District Downloads Update
► Document Design
► Next Steps
### Key Milestones

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*WE ARE HERE*
Interim District Downloads Update
## DISTRICT DOWNLOAD SCHEDULE

**SEPTEMBER 19th – OCTOBER 19th**

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Ways to Learn & Participate

**Sept 18 – Oct 19**

- **Opt into text messages (SMS and MMS) to receive information right to your cellphone.**
  - Text "ATLTransit" to 474747

- **3D Virtual Public Open House available through desktop and mobile experiences**
  - [https://atltransit.ga.gov/districtdownloads/](https://atltransit.ga.gov/districtdownloads/)

- **Messaging provided to Transit Operators to display signage promoting participation at high ridership locations**

- **Message distribution thru ATL and Coordinating Agency Social Media sites**
  - #ATLTransitPlan
  - #PublicComment

- **Information shared with newspapers, news stations, and other English and non-English media outlets**

- **Environmental Justice and Community Partners will be provided a Media Tool Kit for message distribution**

- **Environmental Justice and Community Partners will be provided a Media Tool Kit for message distribution**

- **Environmental Justice and Community Partners will be provided a Media Tool Kit for message distribution**
Learn more about the plan via our District Download Live Meetings

Oct. 5, 2020 | 6 p.m. - 7 p.m.
Districts 4 and 8
Dial-in: +1 312 626 6799, ID: 861 6072 2141

Oct. 6, 2020 | 6 p.m. - 7 p.m.
Districts 3 and 5
Dial-in: +1 312 626 6799, ID: 852 4005 0955

Oct. 7, 2020 | 2 p.m. - 3 p.m.
ALL DISTRICTS
Dial-in: +1 312 626 6799, ID: 862 9753 9254

Oct. 8, 2020 | 6 p.m. - 7 p.m.
Districts 6 and 7
Dial-in: +1 312 626 6799, ID: 824 9873 2122

Oct. 13, 2020 | 6 p.m. - 7 p.m.
Districts 1 and 2
Dial-in: +1 312 626 6799, ID: 821 1492 0634

Oct. 14, 2020 | 6 p.m. - 7 p.m.
Districts 9 and 10
Dial-in: +1 312 626 6799, ID: 828 7676 2537

Zoom link for District Downloads available at

https://atltransit.ga.gov/districtdownloads/

Text “ATLTransit” to 474747
Your participation ensures that proposed projects create a connected, reliable, and accessible transit network for all. Type VALUES, RESULT, FUNDING, COMMENT to learn more about different aspects of this year’s plan!

Text “ATLTransit” to 474747
CURRENT ENGAGEMENT STATS

► 4 earned media placements
  ► AJC, Atlanta Intown, Reporter Newspapers (2)
► 500 virtual open house visits
► 17 A-frame locations at high ridership transit stations
► 75 community and regional partners engaged via partner toolkit
► 9 partners posted to their followers on social media
9. Sample Chapter

Overview

This is a sample chapter, demonstrating the general style that the document should adhere to. The title should be bold and lowercase, and the main body text should be in paragraph form, with headings and subheadings used to organize the content.

Header 1

Always use a level 2 header. This header should be used at the beginning of a section to help orient the reader.

This is an example of a level 1 header. This is an example of body text, which is highlighted for emphasis.

Header 2

Always use a level 2 header. This header should be used at the beginning of a subsection to help orient the reader.

This is an example of a level 2 header. This is an example of body text, which is highlighted for emphasis.

Clear and approachable

Graphically rich

Consistent with ATL brand

Include Executive Summary and Technical Appendices
EXECUTIVE SUMMARY

What is the ATL?
A Demo of Scrolling Map Narrative
By the ATL
MARTA West Line High Capacity Transit

PROJECT # 7 QUADRANT 2: High Impact / High Cost
PROJECT TYPE Expansion

The MARTA Board adopted a Locally Preferred Alternative (LPA), which features a heavy rail extension to the interchange of Martin Luther King, Jr. Drive and I-20S and a Bus Rapid Transit (BRT) segment along I-20 to Fulton Industrial Boulevard. The DEIS was submitted to the FTA for review in March 2005. Three transit stations are included as part of the alternative (two BRT stations and one heavy rail station). The next steps include developing a phasing strategy for the BRT and heavy rail segments. This will involve working with Georgia Department of Transportation to prepare a joint Environmental Impact Statement (EIS).

JURISDICTION Atlanta
DISTRICT 5, 8
COST $283,600,000
6- OR 20-YEAR 20

Governing Principles quantified for each project by sorting against most relevant project-level performance criteria for each Principle and breaking into five equal parts.

(0 = Empty, 1 = ⅕, 2 = ⅓, 3 = ⅔, 4 = Full)
Project ID: #7
MARTA West Line High Capacity Transit

**Project Sponsor:** City of Atlanta  
**Project Type:** Expansion  
**Mode Type:** Heavy Rail/Bus Rapid Transit  
**Capital Cost:** $250,000,000  
**O&M Cost:** $33,600,000  
**District(s):** 5, 8  
**Quadrant:** 2a: High Impact/High Cost  
**Regionally Significant:** Yes  
**Planning Horizon:** Undetermined

**Project Description**

The MARTA Board adopted a Locally Preferred Alternative (LPA), which features a heavy rail extension to the interchange of Martin Luther King, Jr. Drive and I-285 and a Bus Rapid Transit (BRT) segment along I-20 to Fulton Industrial Boulevard. The DEIS was submitted to the FTA for review in March 2005. Three transit stations are included as part of the alternative (two BRT stations and one heavy rail station). The next steps include developing a phasing strategy for the BRT and heavy rail segments. This will involve working with Georgia Department of Transportation to prepare a joint Environmental Impact Statement (EIS). The previous DEIS work completed by MARTA will be incorporated into this effort as necessary.

**Alignment with Governing Principles**

- Return on Investment  
- Mobility and Access  
- Innovation  
- Economic Development and Land Use  
- Environmental  
- Equity

ATL Regional Transit Plan Appendix E: Project Fact Sheets
Next Steps
NOVEMBER 5
Planning Committee Meeting
► Complete Summary of District Downloads
► Draft ARTP 2020 Update Document

DECEMBER 3
Board Meeting
► Final ARTP 2020 Update Document (Action Item)
Preliminary 2020 ARA Findings
KEY TAKEAWAYS

- The COVID-19 pandemic has transformed transportation in the region, reducing travel across all modes.
- Transit ridership experienced major declines, while level of service experienced more modest declines.
  - Fixed-route bus ridership has been most resilient.
  - “Choice”/“commuter” markets have seen sharpest reduction in passengers.
- The pandemic will have lasting impacts on customer priorities and expectations of transit agencies.
- The CARES Act was a lifeline for transit agencies and allowed them to focus their response on safety.
- Regardless of the future of telework, transit will be vital for service frontline workers.
TRAVEL TRENDS DUE TO COVID-19

Vehicle Miles of Travel in Metro Atlanta – January to June 2020

Mode Shift Due to Pandemic

<table>
<thead>
<tr>
<th>Mode</th>
<th>No Change</th>
<th>Stopped or Decreased Use Of</th>
<th>Started or Increased Use Of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>35%</td>
<td>60%</td>
<td>5%</td>
</tr>
<tr>
<td>Taxi and/or Uber, Lyft</td>
<td>80%</td>
<td>19%</td>
<td>1%</td>
</tr>
<tr>
<td>Carpool or Vanpool</td>
<td>84%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>74%</td>
<td>26%</td>
<td>0%</td>
</tr>
<tr>
<td>Walk or Bike</td>
<td>87%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Telework or Work from home</td>
<td>31%</td>
<td>2%</td>
<td>67%</td>
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</tbody>
</table>


Source: StreetLight Data COVID-19 VMT Monitor
COVID-19 IMPACT ON TRANSIT

- Ridership decreased for all modes.
- Level of service decreased much more modestly, but varied by mode and operator.
- As a result, service productivity decreased.
  - Fewer passengers per trip is important for social distancing and safety.

Ridership:
- **125 MILLION** FY 2019
- **100 MILLION** FY 2020
  - 20% decrease

Revenue Hours:
- **4.4 MILLION** FY 2019
- **4.3 MILLION** FY 2020
  - 2% decrease

Transit Expenditures Generate Direct and Multiplier Economic Impacts:
- Over 14,800 jobs FY 2019
- $1.25 billion added to the GRP

Activity Directly Supported
Supplier Activity (Indirect)
Spending of Worker Income (Induced)
IMPACTS VARIED SIGNIFICANTLY BY MODE

> Greatest ridership decrease were seen on heavy rail, commuter buses, and vanpools; less on buses.

**Monthly Ridership**

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<tr>
<th>Service</th>
<th>JAN 2020</th>
<th>APR 2020</th>
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<tr>
<td>CobbLinc Commuter Bus</td>
<td>37,000</td>
<td>12,000</td>
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<tr>
<td>GCT Commuter Bus</td>
<td></td>
<td>345</td>
</tr>
<tr>
<td>CATS Vanpool</td>
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<td>300</td>
</tr>
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</table>

**MARTA Ridership**

(Average weekday)

- Rail – Down 68% in September from February
- Bus – Down 47% in September from February

*Note: Data are still undergoing review by agencies.*
On-time performance (OTP) changes varied in FY 2020.

Some agencies struggled with operator attendance due to COVID; missed trips are not always recorded as part of OTP.

Considerations in planning for improved OTP going forward:

- Schedules are designed based on slower-moving pre-COVID conditions.
- Buses running ahead of schedule (instead of behind) is especially detrimental to OTP.

Note: Data are still undergoing review by agencies.
CUSTOMER EXPERIENCE CHANGES

> In 2020, 85 percent of riders were satisfied with MARTA, up from 76 percent in 2019.

> Reliability and safety trends varied by mode:
  – Safety incidents (relative to service levels) decreased for fixed-route and commuter bus but increased for rail.
  – Reliability improvements were seen for commuter and MARTA fixed-route buses and demand-response service.

> Customer priorities and expectations in the future are likely to evolve.

Note: Data are still undergoing review by agencies.
<table>
<thead>
<tr>
<th>Agency</th>
<th>Extra Cleaning</th>
<th>PPE Supplies</th>
<th>Transporting Goods/ Deliveries</th>
<th>Rear-Door Boarding</th>
<th>Fare Collection Suspension</th>
<th>Social Distancing Practices</th>
<th>Other</th>
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<tr>
<td>CATS</td>
<td>X</td>
<td>X</td>
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<td>Henry</td>
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<td>X</td>
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<td>X (“Hero” pay)</td>
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<td>MARTA</td>
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<td>X</td>
<td>X (“Chat with the Chief”)</td>
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Note: Data are still undergoing review by agencies.
TELLING THE REGION’S TRANSIT STORY

Henry County Transit is a small agency providing demand-response service throughout the county.
Service Area: Henry County
ATL Districts: [ATL will provide]

MISSION
Our mission is to provide safe, courteous, dependable, and reliable world-class transportation to ensure adequate mobility options for all Henry County residents.

NEW PROJECT, POLICY, PROGRAM OR OTHER AGENCY HIGHLIGHT

"In partnership with the ATL, we have just started a project to complete a Transit Master Plan. The purpose of this plan is to assist Henry County with recommendations and guidance on the future direction for transit in Henry County. This project should take about a year to complete."
—Tye Salter, Director, Henry County Transit

BENEFITS THAT TRANSIT BRINGS TO THE COMMUNITY

"COVID-19 has brought us through uncharted waters. Throughout these unprecedented times, with continued support from Henry County’s leaders, we have been committed to providing transit to residents throughout the County. We will continue to find ways to provide uninterrupted and safe service to all residents."
—Tye Salter, Director, Henry County Transit

Note: Profiles are still undergoing review by agencies.
Interview Findings
TRANSIT INDUSTRY RESPONSE

People-First Response

> Keeping workers and riders safe
> Addressing community needs (deliveries)
> Pride in collective response
> CARES Act as a lifeline – enabling primary focus on safety

Cooperative Innovation in Challenging Times

> Supply chain partnerships
  — Local vendor building driver barriers (GCT)
  — Help from Delta acquiring electrostatic sprayers (MARTA)

> Technology advancement
  — Paratransit application and customer complaint form now online (CobbLinc)
  — Pilot mobile ticketing (Xpress)
COVID-19 has differential impacts across users, but many will continue to rely on transit.

- Resilient ridership, particularly on core / local bus routes
  - Frontline workers (e.g., the CDC, food manufacturing)
  - Access to food, health care
  - Some ridership drops attributable to maintaining social distancing

- “Choice” / “Commuter” markets the most affected (work from home)

The post-pandemic recovery will require a renewed focus on what users need and want.

- Attracting back riders – need reassurance of safety
- Unlikely to be a simple return to pre-pandemic normal
- Opportunity to reconsider marketing, pricing, etc.
Other Analyses in the 2020 ARA
TRANSIT ACCESS FOR ESSENTIAL WORKERS

> Many transit commuters cannot telework

Commuters by Telework Potential, Based on Detailed Occupational Mix

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<thead>
<tr>
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<th>Teleworkable</th>
<th>In-Person Needed (Essential)</th>
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<tbody>
<tr>
<td>Transit commuters</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>All commuters</td>
<td>43%</td>
<td>57%</td>
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</table>

> Regardless of how telecommuting plays out in the recovery, transit must continue to serve frontline workers.

Occupations of Transit Commuters Who Cannot Telework

- Food Preparation and Serving: 11,111
- Cleaning and Maintenance: 6,944
- Sales and Related: 6,813
- Transportation and Material Moving: 5,583
- Office and Administrative Support: 4,653
- Construction and Extraction: 3,114
- Production Occupations: 2,653
- Healthcare Practitioners and Technicians: 2,021
- Protective Service: 1,828
- Personal Care and Service: 1,825
- Healthcare Support: 1,487
- All Other Occupations: 4,976

Source: Research team analysis using ACS data for the Atlanta Region and research from Dingel, J. I., & Neiman, B. (2020), University of Chicago, defining telework potential.
ADDITIONAL ANALYSES FOR THIS YEAR’S ARA

Access & Equity

Transit Access to:
- Jobs
- Food
- Healthcare

Weighting of Regional Metrics:
- Total Population
- Racial Minority, Ethnic Minority, and Low Income (EJ)
- Youth, Older Adults, Foreign-Born, People with Disabilities (EJ+)

Emissions Benefits of Vehicle Electrification

Value of Choice: Transit and Alternative Modes

Source: ARC Interactive Equity Analysis Tool and Data
DISCUSSION

> Questions, comments, reactions?
> Which of the preliminary findings was surprising? Impactful?
> We could emphasize various findings from the data collection and analysis:
  — Operators’ adaptations to the pandemic
  — Operators’ roles in their communities in getting people to essential destinations
  — The likely support (financial or otherwise) operators will need to continue to serve the public
  — What the future might look like in terms of adapting to changing needs of riders
> Are there other angles or emphases we should think about as we finalize the 2020 ARA?
NEXT STEPS

> Present on Draft Final ARA at November Board Meeting

> Submit ARA to the Legislature by December 1
THANK YOU

Alanna McKeeman,  
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amckeeman@foursquareitp.com  
(301) 637-0280

Naomi Stein,  
EBP  
naomi.stein@ebp-us.com  
(617) 338 6775, x218
I-285 TOP END TRANSIT FEASIBILITY STUDY

October 2020 Update
STUDY PARTNERS

Partner Organizations:
- City of Brookhaven
- City of Chamblee
- City of Doraville
- City of Dunwoody
- City of Sandy Springs
- City of Smyrna
- City of Tucker
- Perimeter CIDs
- Cumberland CID
- Tucker-Northlake CID
- Chamblee Doraville CID

Additional Coordination With:
- GDOT
- MARTA
- DeKalb County Transit Study Team
- Fulton County
- Cobb County DOT
- ARC
- ATL/SRTA/GRTA
PROCESS OVERVIEW

Phase 1: 2018 Transit Feasibility Study
- Rail-based system versus rubber-wheel based system feasibility
- Evaluation of local special service districts and revenue

Phase 2: 2019 Pre-Project Development Study
- Travel time analysis
- Ridership forecasting
- Updated project costs
Top End Rapid Transit Study Area
# Travel Time Analysis

## Route Map

![Route Map](image)

## Table: AM Peak vs. PM Peak

<table>
<thead>
<tr>
<th>Station 1</th>
<th>Station 2</th>
<th>AM Peak</th>
<th>PM Peak</th>
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<tbody>
<tr>
<td>Northlake</td>
<td>Cumberland Parkway</td>
<td></td>
<td></td>
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<tr>
<td>Northlake</td>
<td>Perimeter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perimeter</td>
<td>Cumberland Parkway</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doraville</td>
<td>Cumberland Boulevard</td>
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<td></td>
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</tbody>
</table>

- **Top End Rapid Transit travel time faster than automobile planning time**
- **Top End Rapid Transit travel faster than automobile average travel time**
Two ridership forecasts were prepared using FTA’s Simplified Trips on Project Software (STOPS).

Despite the software’s limitations to recognize future improvements, special facilities, and non-regular circumstances the model shows strong ridership potential within the corridor.

The model also indicates that as many as 70% of the forecasted trips would be new transit trips. This further illustrates the need for and value of a Top End east-west connection.
**MMIP Schedule**

### Interchange Reconciliation:
- D6: I-16/I-95
- DBF: I-285/I-20 East
- DDF: I-285/I-20 West

### Interstate Widening:
- DB: I-85 Phase 1 (I-85 to I-95)
- DB: I-85 Phase 2 (I-95 to I-20)
- DB: I-16

### I-285 Advanced Improvement Projects:
- DB: I-285 Westbound Collector-Distributor Lanes
- DB: I-285/Peachtree Industrial Boulevard Interchange Improvements
- DB: I-285 Westside Railroad Crossings
- DB: I-285 Westside Bridge Replacements
- DB: I-285 Eastside Bridge Replacements
- DB: I-285 Westbound Auxiliary Lane Extension

### Express Lanes:
- D6FM: SR 400
  - DBFM: I-285 Top End East
    - Phase one: SR 400 to I-285
    - Phase two: I-285 to Dekalb Springs Road
  - DBFM: I-285 Eastside
  - DBFM: I-285 Top End West
    - Phase one: SR 400 to I-285

### Commercial Vehicle Lanes:
- DBFM: I-75

---

*Information and schedule are subject to change.*

[10/15/2019] Days represented are calendar years | Schedules are subject to change or refinement.
SUMMARY OF UPDATED PROJECT COSTS

- Estimated Capital Construction Costs = ~$200 M per phase (East/West*)
- Estimated Vehicle Capital Costs by Phase = ~$5-6 M per Phase (East/West)
- Estimated Operating Costs = ~$7 M annually

* assumes one station in Sandy Springs/Fulton County
CONCLUSIONS

- High capacity transit on the Top End has competitive travel times on non-incident travel days and superior travel times on days with traffic incidents.

- Forecasted ridership is strong and can be significantly enhanced through additional connections, improved walkability, and transit supportive measures.

- Next steps will need to resolve connectivity to the MARTA Red Line (Perimeter Area Stations at Dunwoody and/or Medical Center).

- The updated GDOT Express Lane schedule necessitates two phases of implementation—east and west.

- Updated cost projections estimate each phase to be under $200M in station capital costs.
Next Steps/Phase 3

- Continued project development and coordination with local, regional, and state partners
- Preliminary station plans and additional project development
- Increased focus on potential redevelopment activity in station areas and linkages to local multimodal transportation system
- Cost estimate and funding refinements
Executive Director’s Report:

Select Regional Partner/ATL Collaboration Updates

October 1, 2020
Regional Partner Collaborations

► Link Forsyth – Public Transportation Master Plan
  • Consultant -- Kimley Horn
  • Project began in January 2020
  • Project team conducted stakeholder outreach including with the county commissioners, riders, and local interest groups
  • Consultant is currently in the process of developing short, medium, and long term recommendation options, as well as financial assumptions for the plan

► Henry County Transit Master Plan
  • Consultant -- VHB
  • Project Kickoff scheduled for Monday, October 5th
  • Project Scope: Development of a countywide master transit plan that:
    • Focuses on identifying Henry County’s Transit needs and right sizing it’s service
    • Analysis of Microtransit and its applicability to Henry County
THANK YOU
&
BEST WISHES IN RETIREMENT GARY!
Thank You.
ATL BOARD OF DIRECTORS MEETING

OCTOBER 1, 2020