



ATL BOARD OF DIRECTORS MEETING

OCTOBER 1, 2020

ATL Board Meeting October 1, 2020 Proposed Agenda

- 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





Administrative Committee Report

- Title VI Program Adoption – **Action Item**



Xpress Operations Committee Report



Regional Transit Planning Committee Report



Regional Technology Committee Report



ARTP UPDATE

Aileen Daney

October 1, 2020

AGENDA

- ▶ Overview of Schedule
- ▶ Interim District Downloads Update
- ▶ Document Design
- ▶ Next Steps

OVERVIEW OF ARTP 2020 UPDATE SCHEDULE



**WE ARE
HERE**



Key Milestones	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Review and Amend Methodologies and Analyses												
Hold Call for Projects and Conduct Evaluation Process												
Public Outreach												
Create Draft & Final 2020 ARTP Update Document												



Interim District Downloads Update

DISTRICT DOWNLOAD SCHEDULE

SEPTEMBER 19th – OCTOBER 19th

Key Milestones	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Review and Amend Methodologies and Analyses												
Hold Call for Projects and Conduct Evaluation Process												
District Download												
Create Draft & Final 2020 ARTP Update Document												



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

PARTNERS

3D Virtual Public Open House available through desktop and mobile experiences

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



ONLINE

Opt into text messages (SMS and MMS) to receive information right to your cellphone.

Text "ATLTransit" to 474747



TEXT MESSAGE

TRADITIONAL MEDIA

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



SOCIAL MEDIA

Message distribution thru ATL and Coordinating Agency Social Media sites

#ATLTransitPlan
#PublicComment



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

TRANSIT SIGNAGE



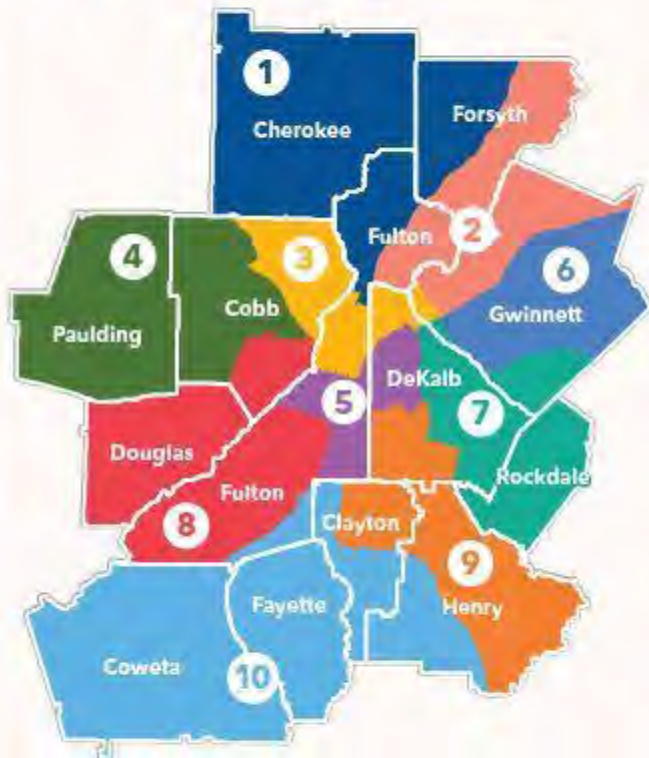
Ways to Learn & Participate

Sept 18 – Oct 19



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.

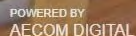
Districts 9 and 10

Dial-in: +1 312 626 6799, ID: 828 7676 2537

Zoom link for District Downloads available at ↕

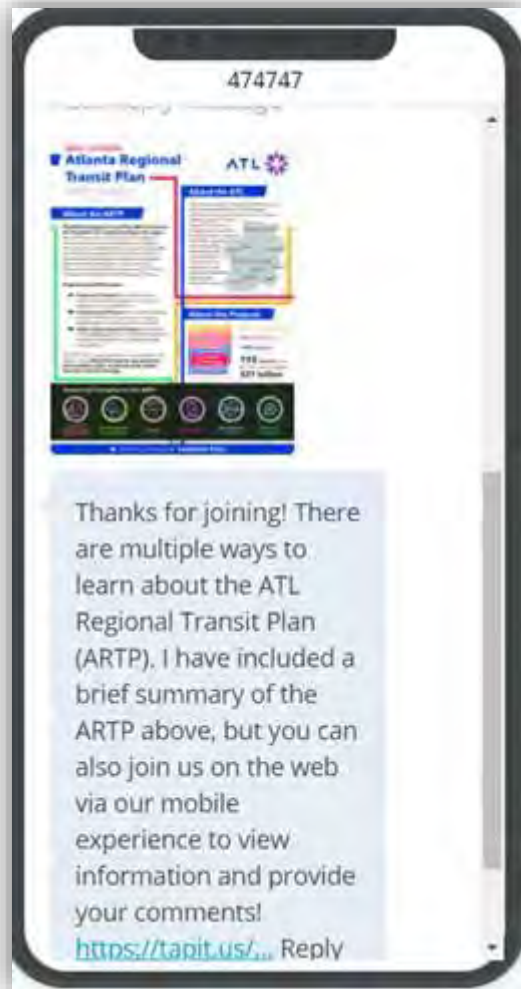
<https://atltransit.ga.gov/districtdownloads/>

Text **"ATLTransit"** to **474747**



<https://districtdownloads.consultation.ai/>

OPT-IN TEXT MESSAGE CAMPAIGN

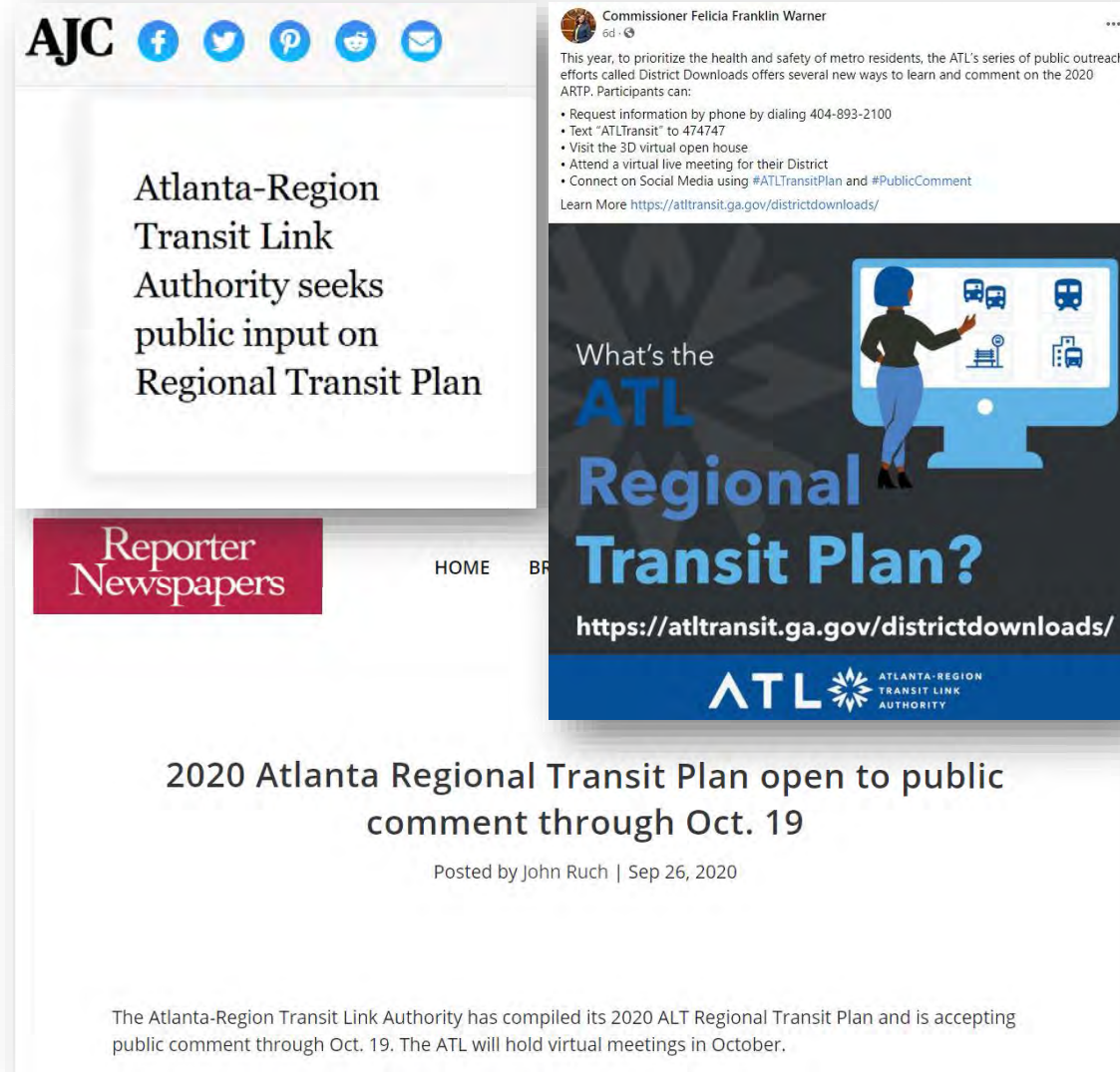


Your participation ensures that proposed projects create a connected, reliable, and accessible transit network for all. **Type VALUES, RESULT, FUNDING, COMMENT to learn more** about different aspects of this year's plan!

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



AJC f t p r e

Atlanta-Region Transit Link Authority seeks public input on Regional Transit Plan

Reporter Newspapers

HOME BR

What's the **ATL** Regional Transit Plan?

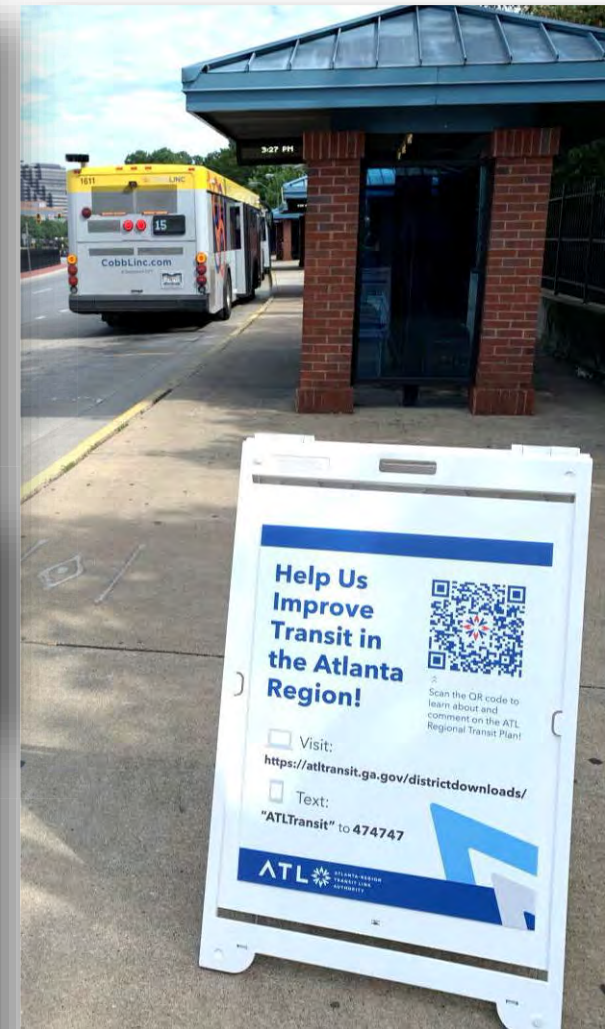
<https://atltransit.ga.gov/districtdownloads/>

ATL ATLANTA-REGION TRANSIT LINK AUTHORITY

2020 Atlanta Regional Transit Plan open to public comment through Oct. 19

Posted by John Ruch | Sep 26, 2020

The Atlanta-Region Transit Link Authority has compiled its 2020 ATL Regional Transit Plan and is accepting public comment through Oct. 19. The ATL will hold virtual meetings in October.





ARTP Document Design

MAIN DOCUMENT



9. Sample Chapter

Overview

The is a sample chapter, demonstrating the general style that this document should adhere to. The style should be bold, yet clean and utilize plenty of white space to increase readability. Each chapter has a primary color associated with it. In general, chapter titles, graphics, headers/footers, and text box backgrounds will match the primary color of the chapter.

The document will be developed to be graphically rich, utilizing photos, maps, infographics, call-out boxes, lists, and tables to supplement written content to break up paragraph text into digestible pieces.

Header 1

Above is an example of a Level 1 header. This header should be used at the beginning of a section to help orient the reader.

This text is an example of body paragraph text. **This is an example of body text, which is highlighted for emphasis.**

Header 2

Above is an example of a Level 2 header. This header should be used at the beginning of a sub-section to help orient the reader.

Style Guide

[Placeholder for image]

This is an example of an image caption. It can be used to explain what the image is depicting, including information such as where it was taken, and what is occurring in the image.

This is an example of a call-out box. When used as part of the chapter title spread, the call-out box should highlight a key theme of that chapter. The backdrop color should match the primary color of the chapter.

18 Atlanta Region Transit Link Authority

Regional Transit F

- Clear and approachable
- Graphically rich
- Consistent with ATL brand
- Include Executive Summary and Technical Appendices

Style Guide

[Placeholder for map]

This is a sample figure title - it goes below the figure

Sample Section Layout

This section provides a sample section layout with filler text.

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Style Guide

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[Placeholder for graphic]

Figure 2: Placeholder graphic

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This is an example call-out box nested within body text.

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EXECUTIVE SUMMARY



What is the ATL?

A Demo of Scrolling Map Narrative

By the ATL

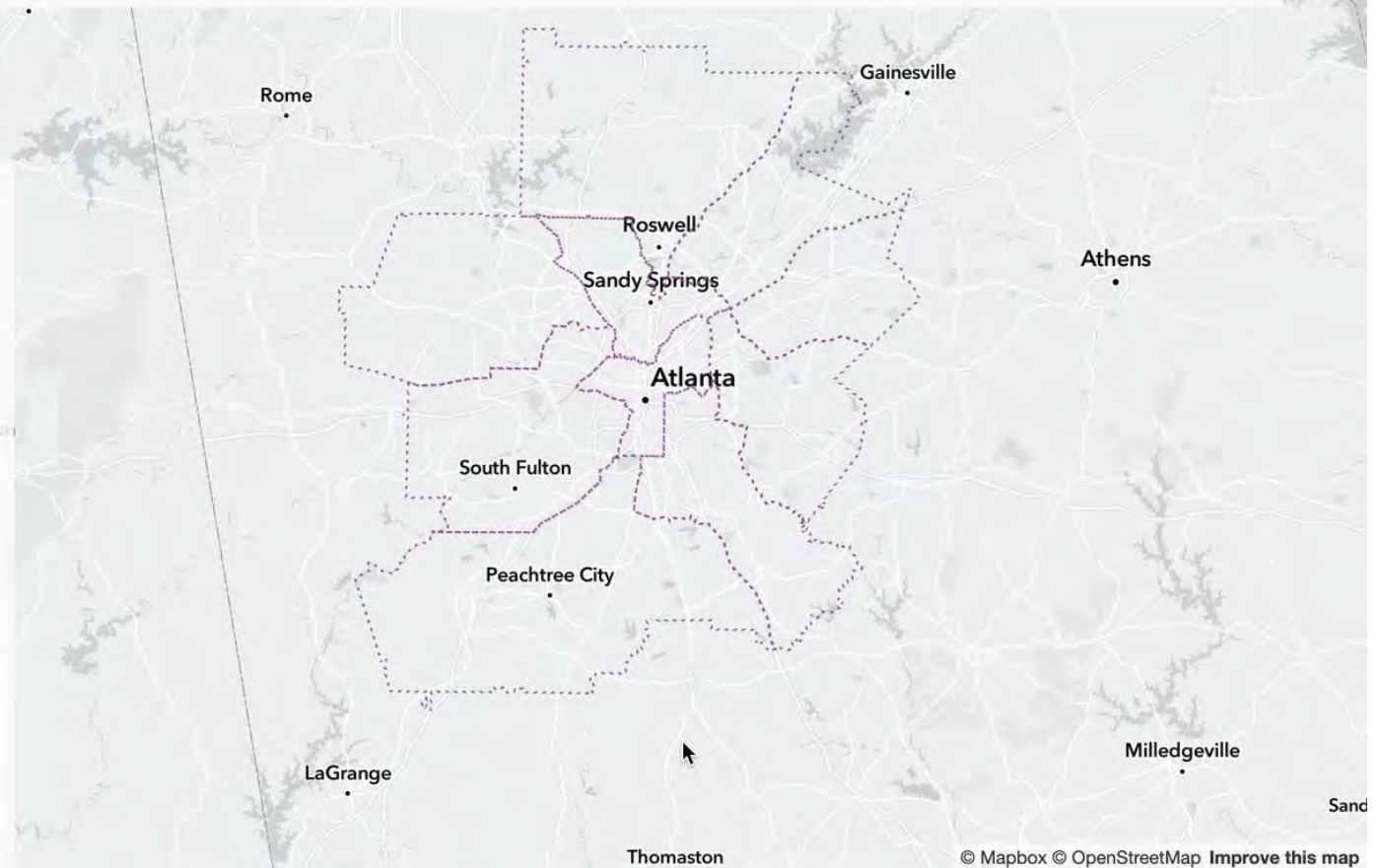
Welcome!



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2019 PROJECT FACTSHEETS



MARTA West Line High Capacity Transit

PROJECT # 7 **QUADRANT 2: High Impact / High Cost**

PROJECT TYPE Expansion

PROJECT DESCRIPTION

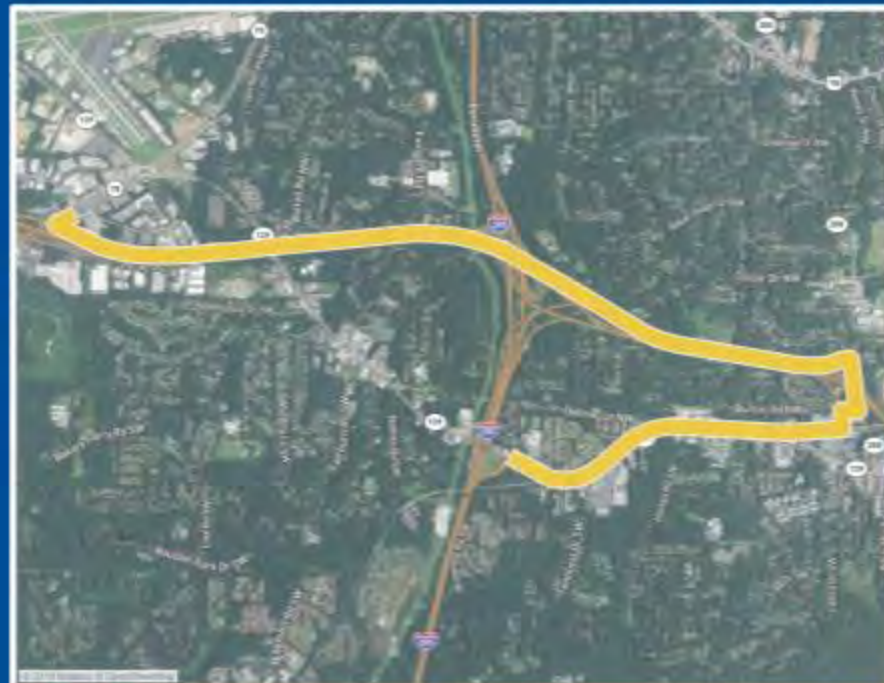
The MARTA Board adopted a Locally Preferred Alternative (LPA), which features a heavy rail extension to the interchange of Martin Luther King, Jr. Drive and I-285 and a Bus Rapid Transit (BRT) segment along I-20 to Fulton Industrial Boulevard. The DEIS was submitted to the FTA for review in March 2005. 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).

JURISDICTION Atlanta

DISTRICT 5, 8

COST \$283,600,000

6- OR 20-YEAR 20



**Economic Development
and Land Use**



**Environmental
Sustainability**



Equity



Innovation



Mobility and Access



**Return on
Investment**

*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 = 1/4, 2 = 1/2, 3 = 3/4, 4 = Full)*



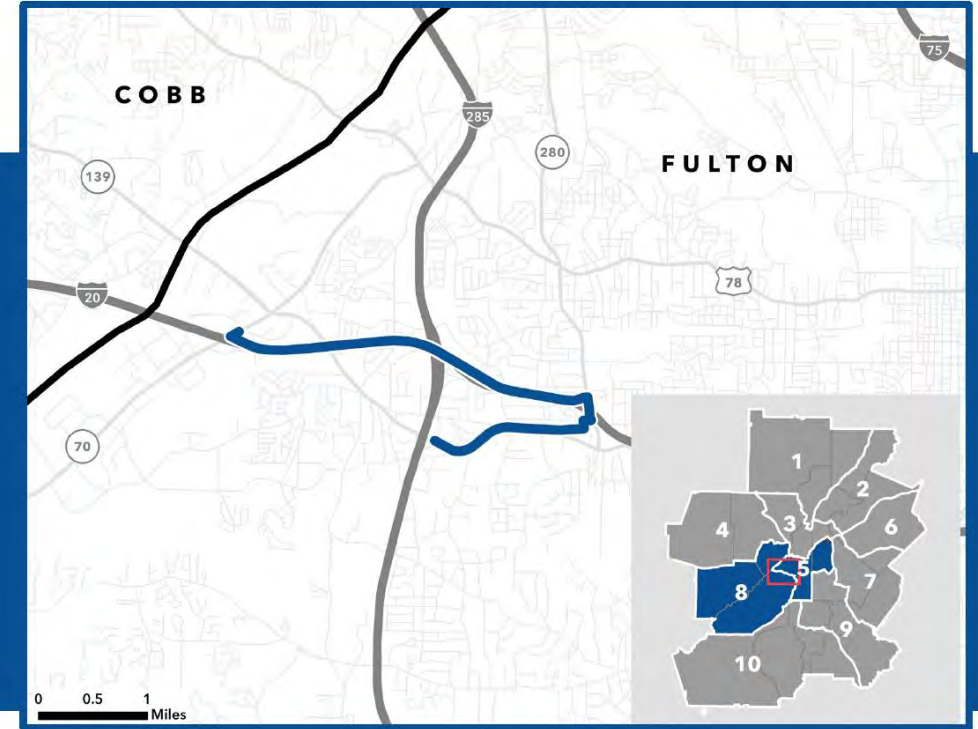
PROJECT FACTSHEETS

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



Next Steps



SCHEDULE OF FUTURE ARTP UPDATES & ACTION ITEMS

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)



ANNUAL REPORT AND AUDIT (ARA)

October 1, 2020

Alanna McKeeman, AICP

Project Manager,

Foursquare ITP

Naomi Stein,

Principal,

EBP



Preliminary 2020 ARA Findings

KEY TAKEAWAYS



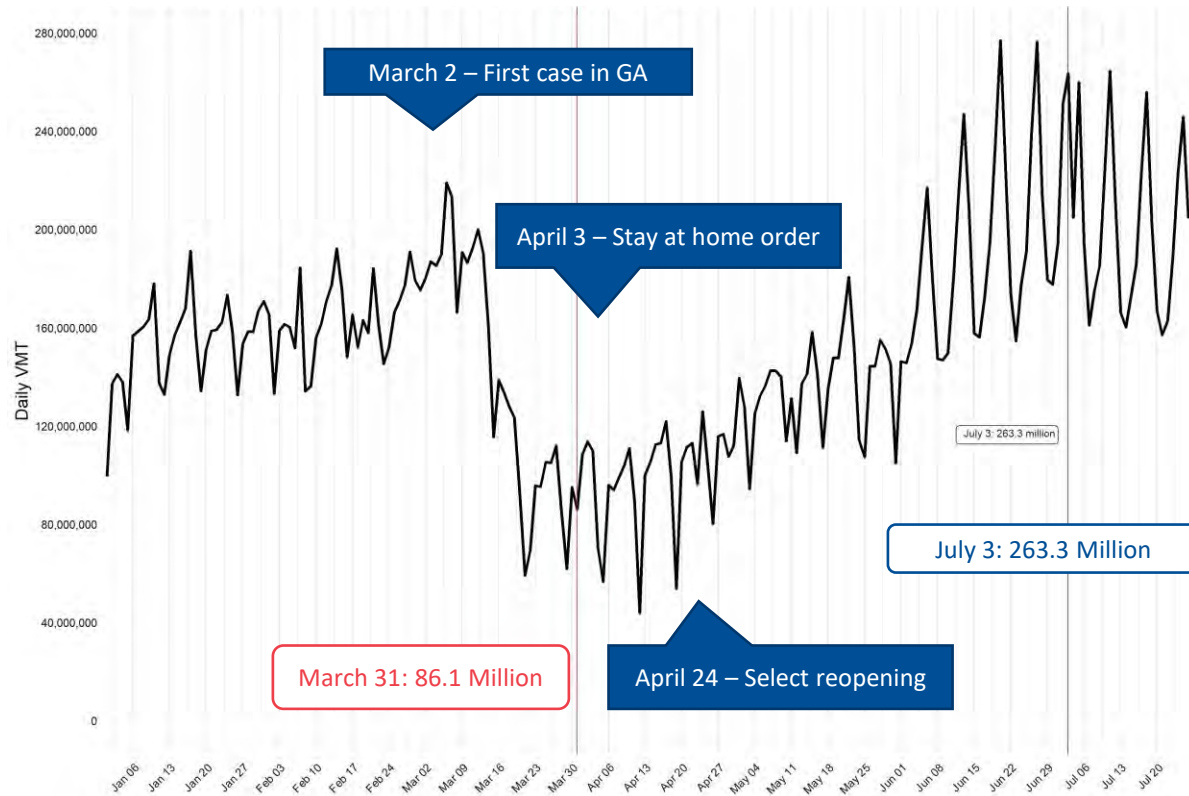
- > The COVID-19 pandemic has transformed transportation in the region, reducing travel across all modes.
- > Transit ridership experienced major declines, while level of service experienced more modest declines.
 - Fixed-route bus ridership has been most resilient.
 - “Choice”/ “commuter” markets have 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



Source: StreetLight Data COVID-19 VMT Monitor

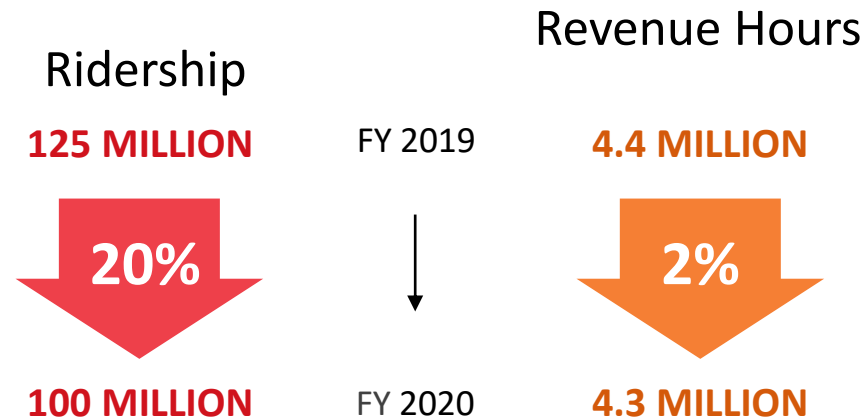
Mode Shift Due to Pandemic

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

Source: ARC. Regional Commuter Survey 2020 COVID-19 Survey. May 7 to May 21, 2020.



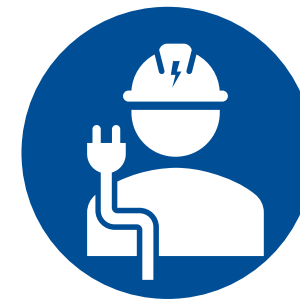
COVID-19 IMPACT ON TRANSIT



Transit Expenditures Generate Direct and Multiplier Economic Impacts



Activity Directly Supported



Supplier Activity (Indirect)



Spending of Worker Income (Induced)

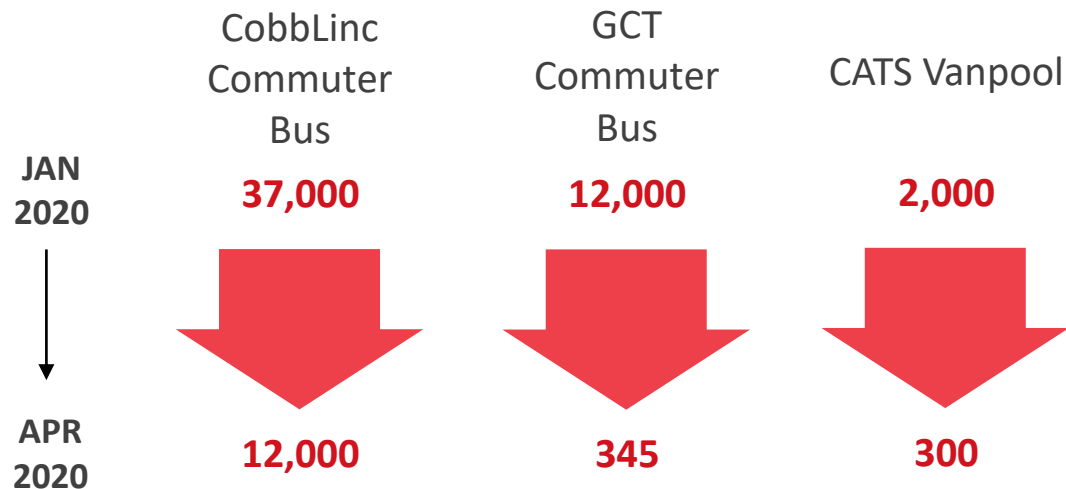
- > Ridership decreased for all modes.
- > Level of service decreased much more modestly, but varied by mode and operator.
- > As a result, service productivity decreased.
 - Fewer passengers per trip is important for social distancing and safety.

- > Over 14,800 jobs FY 2019
- > \$1.25 billion added to the GRP

IMPACTS VARIED SIGNIFICANTLY BY MODE

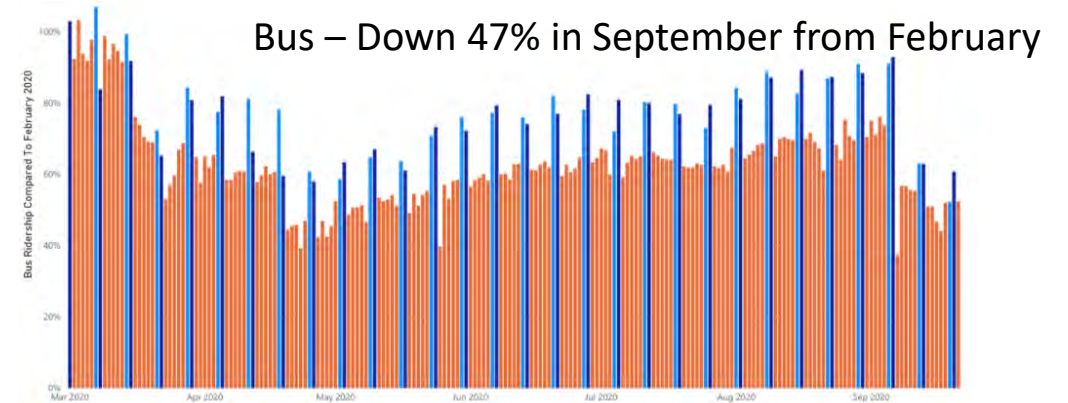
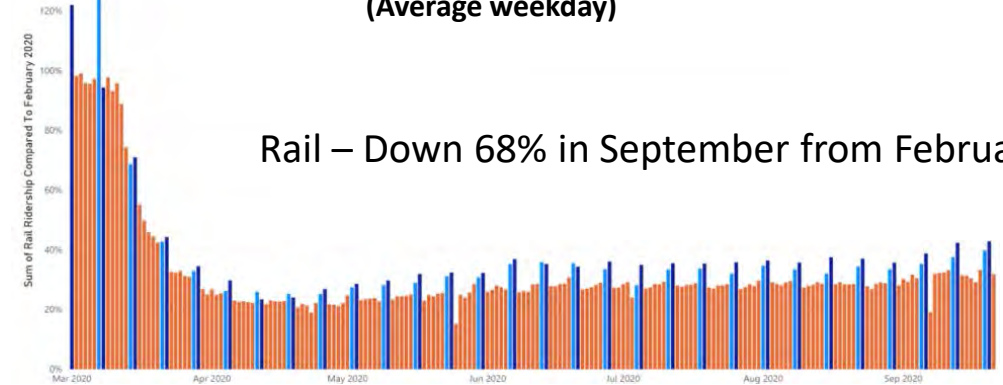
- > Greatest ridership decrease were seen on heavy rail, commuter buses, and vanpools; less on buses.

Monthly Ridership

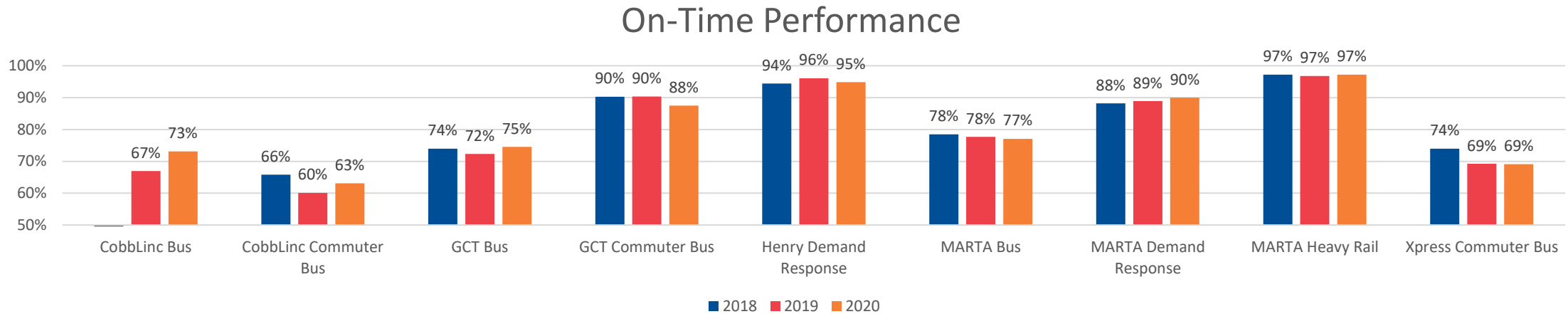


MARTA Ridership

(Average weekday)



ON-TIME PERFORMANCE



- > 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.




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.



COVID-19 ADAPTATION MEASURES



Agency	Extra Cleaning	PPE Supplies	Transporting Goods/ Deliveries	Rear-Door Boarding	Fare Collection Suspension	Social Distancing Practices	Other
CATS	X	X				X	
CobbLinc	X	X		X	X	X	
Connect Douglas	X	X	X			X	
Coweta	X	X				X	
CPACS	X	X	X		X	X	
GCT	X	X		X	X	X	
Henry	X	X			X	X	X (“Hero” pay)
MARTA	X	X	X	X		X	
Xpress	X	X			X	X	X (“Chat with the Chief”)

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.



IN THEIR OWN WORDS

BY THE NUMBERS

2019 Operating Expenditures



2019 Capital Expenditures

\$0.5 million

Number of Staff

X

2020 Service Data

	Demand Response	Fixed-Route Bus
Ridership	50,436	615
Revenue Miles	446,047	20,125
Fleet Size	32	1



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 Salters, 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 Salters, Director, Henry County Transit



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)



TRANSIT MARKETS – RESILIENCE AND RECOVERY



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.

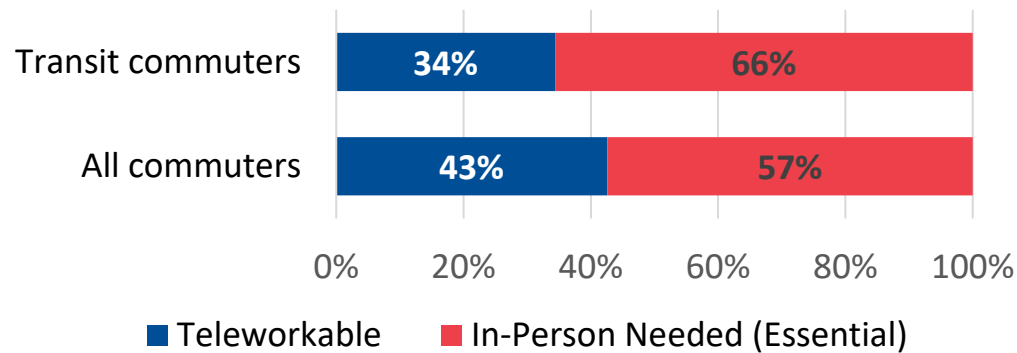


Other Analyses in the 2020 ARA

TRANSIT ACCESS FOR ESSENTIAL WORKERS

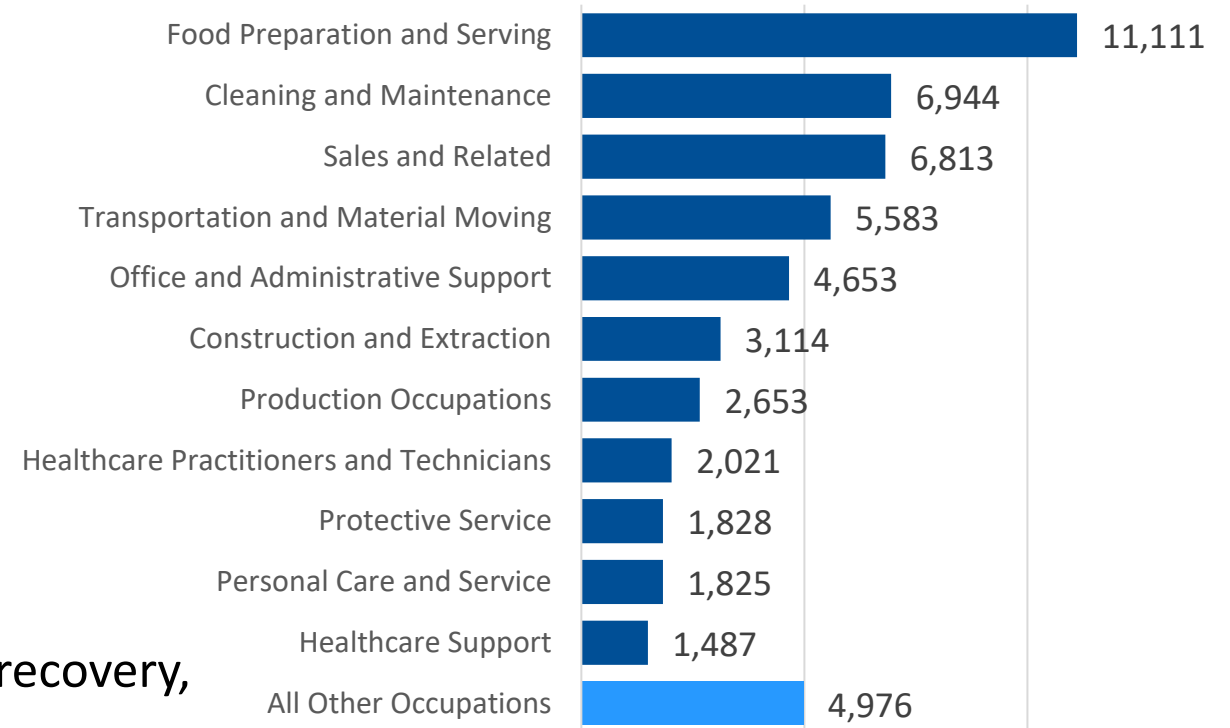
- > Many transit commuters cannot telework

Commuters by Telework Potential, Based on Detailed Occupational Mix



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

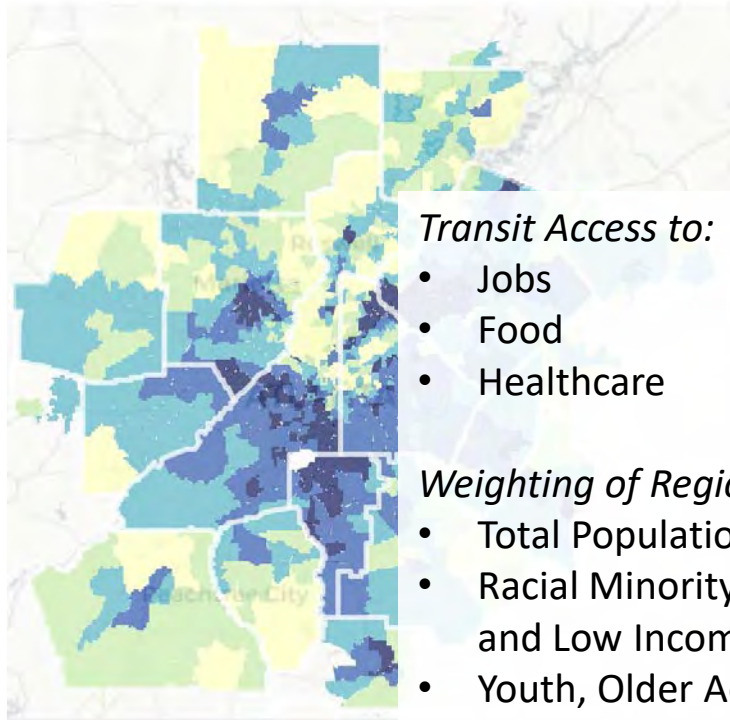
Occupations of Transit Commuters Who Cannot Telework



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.

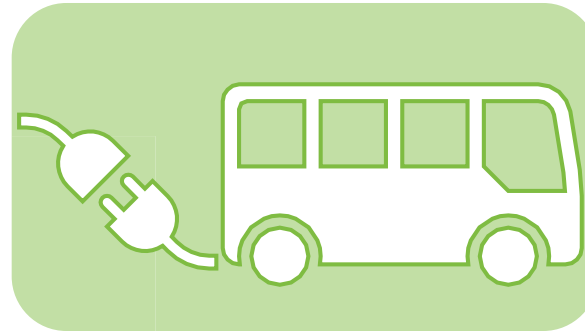
ADDITIONAL ANALYSES FOR THIS YEAR'S ARA

Access & Equity

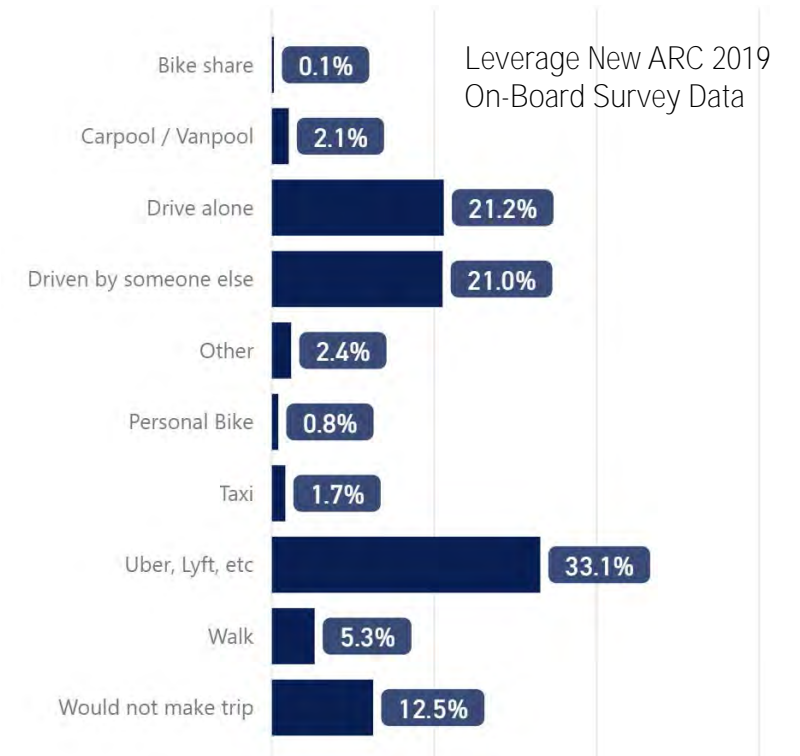


Source: ARC Interactive Equity Analysis Tool and Data

Emissions Benefits of Vehicle Electrification



Value of Choice: Transit and Alternative Modes





Discussion

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

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(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

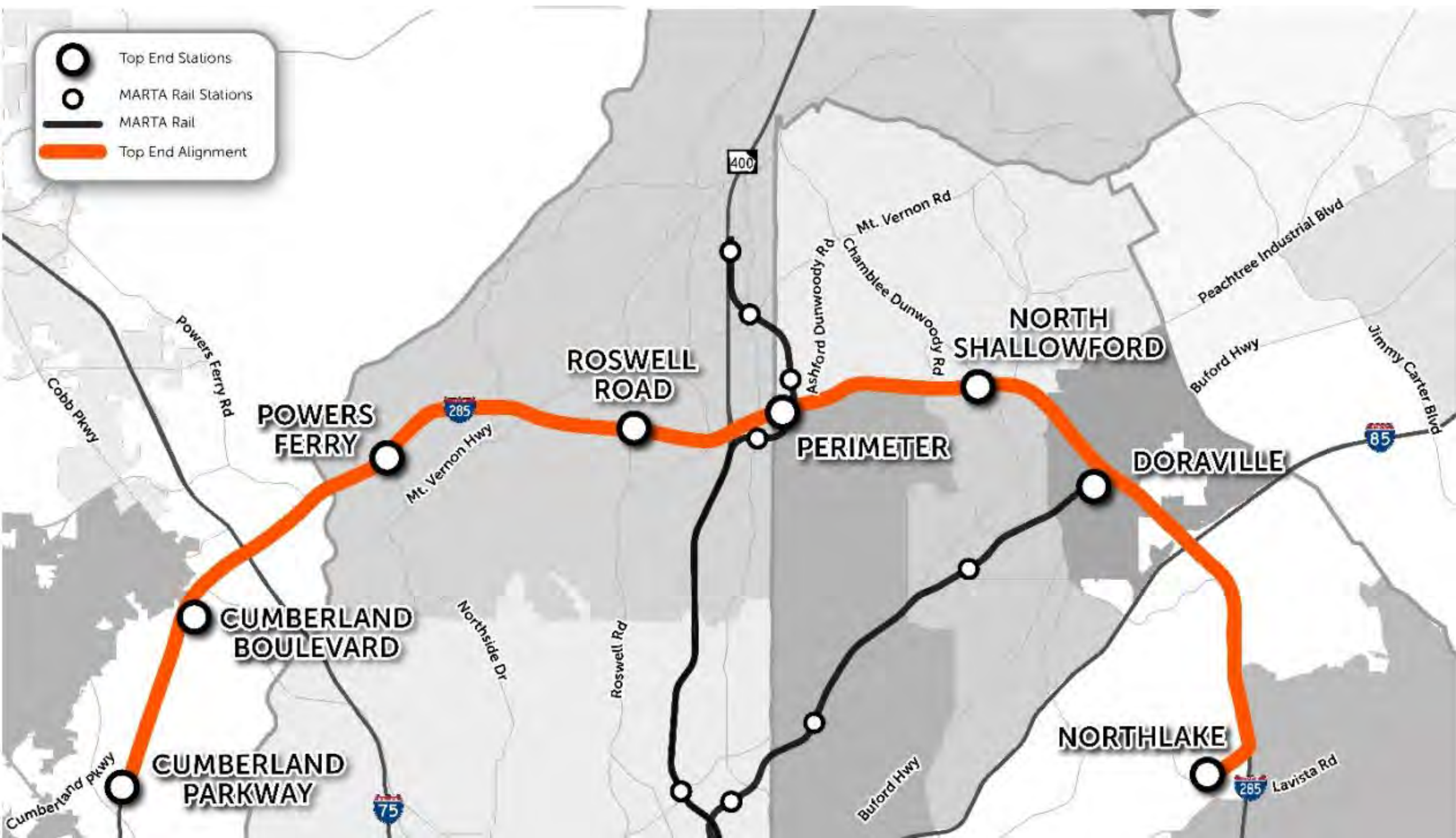
Phase 1: 2018 Transit Feasibility Study

- Rail-based system versus rubber-wheel based system feasibility
- Evaluation of local special service districts and revenue

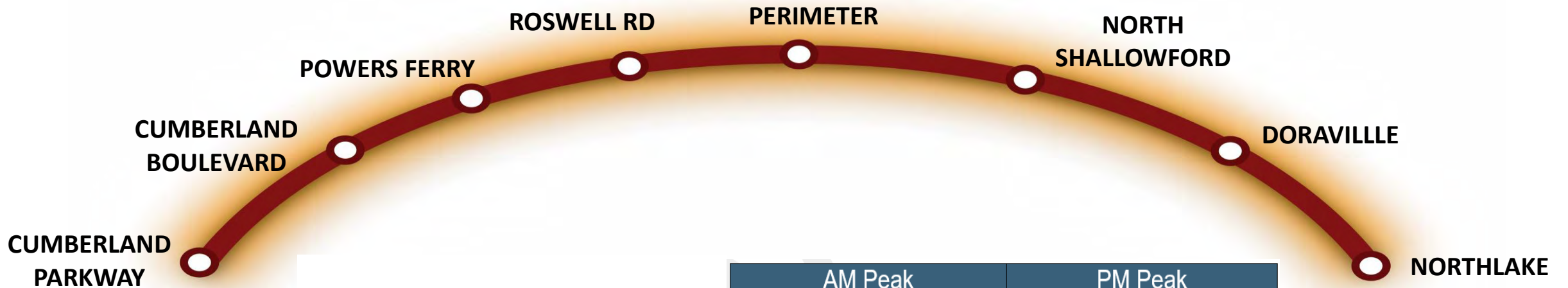
Phase 2: 2019 Pre-Project Development Study

- Travel time analysis
- Ridership forecasting
- Updated project costs

Top End Rapid Transit Study Area



TRAVEL TIME ANALYSIS



Station 1	Station 2	AM Peak		PM Peak	
		Eastbound	Westbound	Eastbound	Westbound
Northlake	Cumberland Parkway				
Northlake	Perimeter				
Perimeter	Cumberland Parkway				
Doraville	Cumberland Boulevard				

Top End Rapid Transit travel time faster than automobile planning time

Top End Rapid Transit travel faster than automobile average travel time

RIDERSHIP FORECASTING

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 Reconstruction:

DB I-16/I-95

DBF I-285/I-20 East

DBF I-285/I-20 West

Interstate Widening:

DB I-85 Phase 1

I-85 to SR 53

DB I-85 Phase 2

SR 53 to US 129

DB I-16

I-95 to I-516

I-285 Advanced Improvement Projects:

DB I-285 Westbound Collector-Distributor Lanes

Ashford Dunwoody Rd to Chamblee Dunwoody Rd

DB I-285/Peachtree Industrial Boulevard
Interchange Improvements

DB I-285 Westside Railroad Crossings

Widening I-285 over CSX and I-285 over Norfolk Southern

DB I-285 Westside Bridge Replacements

South Cobb Dr over I-285, Bolton Rd over I-285,
and D.L. Hollowell Pkwy over I-285

DB I-285 Eastside Bridge Replacements

Covington Hwy over I-285, Redwing Cir over I-285,
and Glenwood Rd over I-285

DB I-285 Westbound Auxiliary Lane Extension

Extending auxiliary lane from Roswell Rd to Riverside Dr
and replacing the Mount Vernon Hwy bridge over I-285

Express Lanes:

DBFM SR 400

DBFM I-285 Top End East

I-285: SR 400 to Henderson Rd
SR 400: I-285 to North Springs MARTA Station

DBF I-285 Eastside

DBFM I-285 Top End West

Paces Ferry Rd to SR 400

DBF I-285 Westside

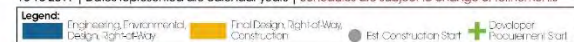
I-20 to Paces Ferry Rd

Commercial Vehicle Lanes:

DBFM I-75

SR 155 to I-475

10-15-2019 | Dates represented are calendar years | Schedules are subject to change or refinements



The Design Build process compresses project schedules by overlapping activities in the design and construction phases.

~2028

~2032

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