



## ATL BOARD OF DIRECTORS MEETING

DECEMBER 3, 2020

# ATL Board Meeting December 3, 2020 Proposed Agenda

- I. Call to Order
- II. Approval of the Board Minutes for October 1, 2020
- III. Approval of the Agenda for December 3, 2020
- IV. Public Comment
- V. Committee Reports
  - a. Regional Technology Committee – Chair Andy Macke
  - b. Marketing & Communications Committee – Chair Mark Toro
  - c. Regional Transit Planning Committee – Chair Charlie Sutlive
  - d. Xpress Operations Committee – Chair Howard Mosby
    - i. Proposed Xpress Service Changes – **Action Item**
- VI. 2020 ARTP Adoption – **Action Item**
- VII. 2021 ATL Board Calendar – **Action Item**
- VIII. Executive Director's Report
- IX. New Business
- X. Call to Adjourn



# **Public Comment**

**From:** [Jereme Sharpe](#)  
**To:** [Chris Tomlinson](#); [ARTP Comments](#); [Title VI](#); [Public ATL](#)  
**Cc:** [Felicia FranklinWarner](#); [howard.mosby@house.ga.gov](mailto:howard.mosby@house.ga.gov); [chuck.warbington](#); [Scott Haggard](#); [tom.weyandt@gmail.com](mailto:tom.weyandt@gmail.com); [Toro, Mark](#); [toddversteeg](#); [ceomichaelthurmond@dekalbcountyga.gov](mailto:ceomichaelthurmond@dekalbcountyga.gov); [teddyr@russelllandscapegroup.com](mailto:teddyr@russelllandscapegroup.com); [Charlotte.Nash](#); [rmcmurry](#); [Macke, Andy](#); [Paul Radford](#); [earl.ehrhart@house.ga.gov](mailto:earl.ehrhart@house.ga.gov); [kbottoms@atlantaga.gov](mailto:kbottoms@atlantaga.gov)  
**Subject:** Re: Atlanta Metropolitan Area - Commuter Bus Network  
**Date:** Wednesday, December 2, 2020 9:55:47 AM

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**CAUTION:** This email originated from outside of SRTA. Maintain caution when opening external links/attachments.

Mr. Tomlinson and The ATL Board,

Good morning. In preparation for the upcoming Board Meeting, I ask that you please hear me out with an open mind.

I'll start by saying, *"In reality, if just 25% of the Suburbans drove to a Park-and-Ride Lot instead of into the City, traffic could be eliminated."*

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Rather you're in Gwinnett, Clayton, Cobb, Fulton, or any of the 13 counties, I believe all Citizens would agree that the Atlanta-Metropolitan Area has a traffic issue. We may even find that **Traffic is the #1 transportation issue for most Citizens.**

**The solution? Our Commuter Bus Network.** —A world class Commuter Bus Network is the largest piece to solving Atlanta's transportation puzzle.

What we do know is Traffic is mostly caused by those commuting to and from the Suburbs. While never pointing fingers to blame, we still must specifically solve for, *"How do we get 'Suburbans' to feel comfortable enough to drive their vehicles to Park-and-Ride Lots and take the Commuter Bus into the City?"*

**Ultimately, this means 1) working with GADOT to create more HOT Lanes, 2) ensure current HOT Lanes remain clear, and 3) converting some City Streets into HOT Lanes.** In addition to working with each County/City to upgrade Park-and-Ride Lots to feel more welcoming and secure. (i.e. Adding Security to the Snellville Park-and-Ride Lot)

While building the infrastructure (HOT Lanes and Park-and-Ride lots) is how we start, it's the **heavy Marketing and PR Education that will bring awareness to the solution (Commuter Bus Network), which is very much needed considering over half of the Citizens don't know and/or have not tried the Commuter Bus Network.**

Now, we could argue that expanding highways is part of the solution to fixing the transportation system. However, without any argument, studies and in-real-life evidence have shown us that when road expansions do occur the traffic usually returns and generally continues.

**So while some highway expansions should most definitely continue it's also smart to simultaneously be implementing transportation alternatives (Commuter Bus Network) that are proven to provide permanent solutions for eliminating traffic and fixing transportation systems.**

I'm confident that it's the lack of education about and experience with our Commuter Bus Network by both our Public Officials and Citizens, causing the low ridership, and ultimately leading to increased traffic.

**So what to do about that? How do we fix everything? What's the play-by-play?:**

**1) Call a Special Meeting about the Commuter Bus Network.**

- Invite All important Stakeholders and Public Officials from each of the 13 Counties and All Cities.
  - i.e. - Councilmembers, CEO's, Deans of Schools, etc.

**2) Start off the Meeting with some education:**

- Educate that Metro Atlanta has 6 Transportation Networks:
  - Road Network (Private Vehicles, Taxis, Buses, and Trucks)
  - Bus Network (Local Buses, Commuter Buses, and National Buses)
  - Rail Network (Innercity Rail, Commuter Rail, and Cargo Rail)
  - Lite Individual Transportation Network (Bikes, Scooters, Skateboards, Rollerblades)
  - Pedestrian Network (Walking, Rolling (ADA Compliance))
  - Airport Network
- **Educate that Traffic is caused by the Suburbans.**
  - However, explain that it's not their fault. But the fact that Traffic is caused by the Suburbans must be acknowledged. For without a general acknowledgment of the core issue, we will not find the right solution.
- **Educate that Metro Atlanta has built an amazing Highway System and a decent Public Transit System.** However, they can be better utilized by all just by making a few changes.

**3) Meeting with the Leaders of each Transportation Agency:**

- MARTA CEO, GCT, ATLDOT Commissioner, GDOT, USDOT, ARC, etc.
- Expressing the importance of a new primary focus being on the Commuter Bus Network and BRT Network.

**4) Testing Period: For one week, have Public Officials and Stakeholders test out the current Commuter Bus Network during Rush Hours. Seeing firsthand how it works, what's good and what's bad.**

5) Marketing Time: **Through a large announcement, reveal to the General Public a new and improved “Commuter Bus Network”**. Remembering that, it's a lack of awareness and education about the Commuter Bus Network that we must change.

- Present - Current Commuter Bus Network
- Present - Future Commuter Bus Network
- Announce - “Free Transit Wednesdays”
- Influencer Marketing Campaign
  - Public Official Photo Ops
- Advertisement Campaign
  - Billboards
  - Streaming Service Ads
  - Social Media Ads

***Ultimately and at the end of the day, we need to all be on the same page regarding the Commuter Bus Network being the primary solution and savior for our transportation system in the Metropolitan-Atlanta Area.***

By proving the Commuter Bus Network as a solution for eliminating traffic, we'll instill confidence in the Public Transportation System as a whole. And with this confidence and new support from the General Public, more and larger projects can be done and financed via public-private partnerships when requested.

I'll end with, *“In reality, if just 25% of the Suburbans drove to a Park-and-Ride Lot, traffic could be eliminated.”*

P.S. - Atlanta-Metropolitan Area Transit Authority (AMATA) would have played off the MARTA name and been better for overall branding versus The ATL, a word/acronym that means too many things, to far too many people. But we can work on that later.

Thank y'all for the time. I do look forward to a response and swift action taken in the near future towards fixing the transportation system by implementing/upgrading our world-class Commuter Bus Network.

Please feel free to reach out to me directly.

Regards,

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# **Regional Technology Committee Report**



# **Marketing & Communications Committee Report**





# **Regional Transit Planning Committee Report**



# Xpress Operations Committee Report

➤ Proposed Xpress Service Changes – **Action Item**



## 2020 ARTP ADOPTION

Charlie Sutlive, Chair



# ATL REGIONAL TRANSIT PLAN – 2020 UPDATE



- ▶ Contains 245 proposed expansion, enhancement, and state of good repair projects at a total cost of \$28.5 billion
- ▶ Proposed projects were submitted by 14 different sponsors
- ▶ Robust stakeholder and public outreach activities conducted in mid-September through November garnered thousands of engagements
- ▶ 156 proposed projects were evaluated using the ATL's Project Performance Framework
- ▶ We will use project evaluation results to make state bond funding recommendations next year



# ATL REGIONAL TRANSIT PLAN – 2020 UPDATE

## 3. ARTP Development Process

The ARTP development process is best described as components, noted in Figure 4.

Each step of the process was guided by the six goals of the ATL Board to shape development of the region: Development/Land Use, Environmental Sustainability, Access, and Return on Investment.



Figure 4: ARTP Development and Evaluation Process



### Return on Investment

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

Investment in the 245 proposed projects results in...



**\$144.8B**

Return on investment for the total plan cost of \$28.5 billion



**\$115.7B**

Return on investment for the \$23.1 billion spent on high capacity projects

### Step 1: Project Identification

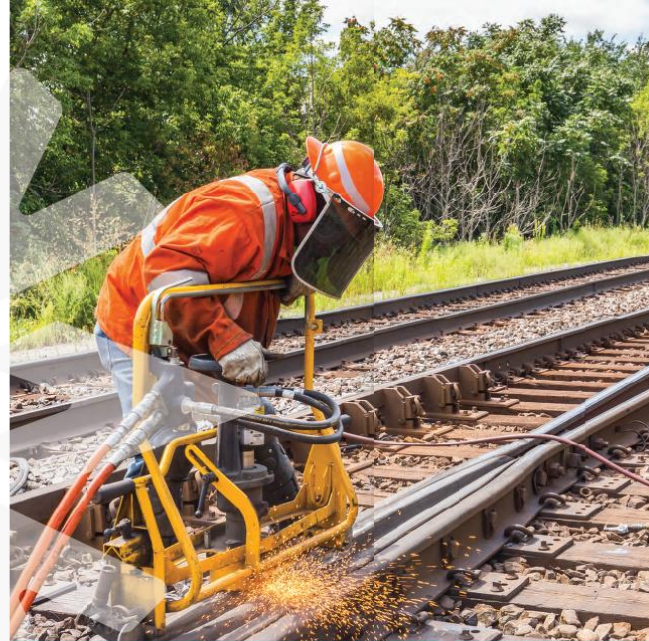
#### Overview

In order to reflect the most current transit needs in the project list, the ATL held a call for projects from mid-June to mid-July.

As a first step in the process, existing project sponsors were sent a project checklist survey

#### Summary of Project Submissions

Based on the call for projects, the 2020 ARTP includes 245 transit projects. These projects cover all 10 ATL districts and total \$28.5 billion, inclusive of both capital and operations and




## Summary of Public & Board Feedback (October 29<sup>th</sup> – November 27<sup>th</sup>):

- Minor text edits to correct spelling and labeling errors
- Resolve role of ATL's ARTP versus GDOT's Statewide Transit Plan (SWTRP)
- Clarify short-term (6-year) and long-term (20-year) project lists are not prioritized beyond designating these two planning horizons
- Add verbatim public comments to Appendix F

**Thank You.**





# 2021 ATL Board Calendar – Action Item

## 2021 ATL Board Meeting Calendar

Thursday, January 7, 2021 – Hold for Committee Day

Thursday, February 4, 2021 – Board Meeting

Thursday, March 4, 2021 – Hold for Committee Day

Thursday, April 1, 2021 – Board Meeting

Thursday, May 6, 2021 – Hold for Committee Day

Thursday, June 3, 2021 Board Meeting

Thursday, July 1, 2021 – Hold for Committee Day

Thursday, August 5, 2021 – Board Meeting

Thursday, September 2, 2021 – Hold for Committee Day

Thursday, October 7, 2021 – Board Meeting

Thursday, November 4, 2021 – Hold for Committee Day

Thursday, December 2, 2021 – Board Meeting

All regular Board meetings are tentatively scheduled at 8:30 AM. Please consult <https://atltransit.ca.gov> as times may be subject to change where necessary.

Meetings will be held virtually until otherwise noted.



# **Executive Director's Report**



- ATL Agency DBE Goal
- COVID-19 Update
- Legislative Committee – January Meeting
- Annual Report and Audit
- ATL Board Election Process

# ANNUAL REPORT AND AUDIT



- ▶ Report covers transit planning, funding, and operations within the 13-county ATL region
  - ▶ Special emphasis on COVID-19 impact from March – June this year
- ▶ Summary of findings presented to ATL Board and Planning Committee in October and November meetings
- ▶ Final report was transmitted to the State Senate and House of Representatives Transportation Committees and local governing authorities of counties within the ATL jurisdiction on December 1<sup>st</sup>



Annual Report and Audit 2020

Figure 14: Transit Ridership by Mode and Agency

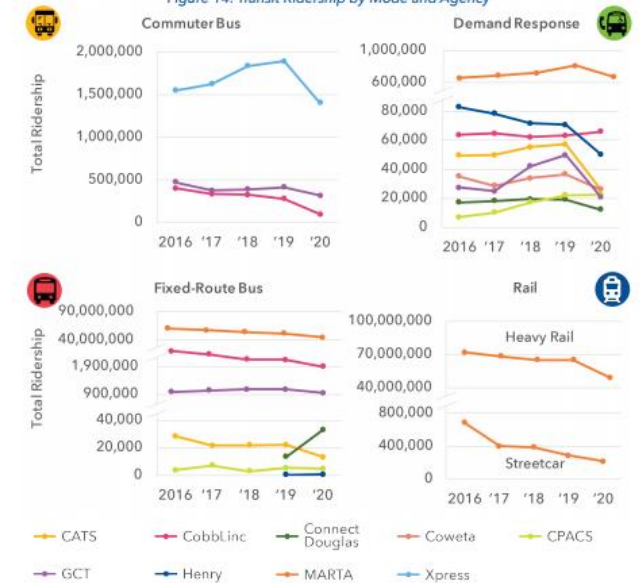


Figure 14 shows ridership by mode for each operator in the region. While the region experienced a decline in transit ridership over the five-year period, not all modes followed the same ridership patterns. While commuter bus experienced a decline in ridership between 2016 and 2020, Xpress experienced ridership increases up until the COVID-19 pandemic, when many commuter bus passengers likely shifted to telework and the level of service on commuter bus decreased. GCT and Xpress experienced ridership declines of about 25 percent, while CobbLinc experienced a ridership decline of about 64 percent. GCT maintained commuter bus service to the Centers for

# ATL BOARD ELECTION PROCESS



- Original state law: Initial two-year terms for odd-numbered ATL board districts
- HB 511 (2020) extended two-year terms to April 15, 2021
- HB 511 also required elections to occur at Capitol during legislative session
- Anticipated 2021 election date ranges:
  - *Mayoral caucuses*: early to mid-January
  - *Board elections*: late January to mid-February
  - “Electors” will include legislators and county officials elected in Nov. 2020
- Districts requiring a 2021 election:
  - 1 (Andy Macke)
  - 3 (Steve Dickerson)
  - 5 (Tom Weyandt)
  - 7 (Michael Thurmond)
  - 9 (Howard Mosby)

**Thank You.**

Happy  
Holidays





## ATL BOARD OF DIRECTORS MEETING

DECEMBER 3, 2020