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
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 Suburbs drove to a Park-and-Ride Lot instead of into the City, traffic could be eliminated.”

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
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
Summary of Public & Board Feedback (October 29th – November 27th):

- 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://sltransport.ca.gov as times may be subject to change where necessary. Meetings will be held virtually until otherwise noted.
Executive Director’s Report
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 1st
• 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:
  o *Mayoral caucuses*: early to mid-January
  o *Board elections*: late January to mid-February
  o “Electors” will include legislators and county officials elected in Nov. 2020

• Districts requiring a 2021 election:
  o 1 (Andy Macke)
  o 3 (Steve Dickerson)
  o 5 (Tom Weyandt)
  o 7 (Michael Thurmond)
  o 9 (Howard Mosby)
Thank You.
Happy Holidays

KEEP CALM
CAUSE
NEW YEAR
IS COMING