Regional Transit Planning Committee

Lori Sand, ATL Planning
March 5, 2020
PLANNING COMMITTEE WORK PROGRAM

- 2020 Annual Report and Audit
- 2020 ATL Regional Transit Plan Update
- ATL Roadmap
- Regional Funding and Financing Strategy
- Regional Fare Policy
2020 ARTP TIMELINE

MARCH
Project Kick-off

MAY - JUNE
Project submissions

SEPTEMBER
ATL Regionally Significant Project List

OCT THRU NOV
Public Outreach

DECEMBER
Adoption of 2020 ARTP

APRIL
Review and evaluate any updates to the planning framework

JULY - AUGUST
Project evaluation and prioritization

OCTOBER
Draft 2020 ARTP presented to ATL Board

NOVEMBER
Final Draft 2020 ARTP presented to the ATL Planning Committee
2020 ANNUAL REPORT AND AUDIT TIMELINE

FEBRUARY
Initial operator contact and request for data

APRIL-MAY
Workshops, gathering input

JUNE - AUGUST
Data collection

SEPTEMBER
Draft performance data graphics sent to operators for review

OCTOBER
Draft 2020 ARA presented to ATL

NOVEMBER
Finalize report

DECEMBER
Submitted to legislature
ATL Regional Fare Policy Development Study

Adelee Le Grand
March 5, 2020
What is a Regional Fare Policy?

“To establish guidelines for setting a uniform, fair, and equitable areawide fare structure consistent with revenue-producing requirements and established budgets.”

Board Policy No. 29, San Diego Association of Governments (SANDAG)
WHY DEVELOP A REGIONAL FARE POLICY?

For the Customer
- One card fits all
- Consistent fare structure
- Ease of transfer between providers
- Seamless connections across jurisdictional boundaries

For the Operator
- Unified fare payment system
- Automated trip cost sharing
- Administrative cost savings
- One voice marketing approach

For the ATL Vision
- Develop a seamless regional network
- Ensure legislatively-mandated farebox recovery rate for transit operations
- Enhance regional equity in fare structure and collection

REGIONAL FARE POLICY BENEFITS
FARE POLICY COMPONENTS

Transit Agency Background Reviews

▪ Understand existing fare structures of local agencies and how they interact

▪ Research fare structures of nationwide peer agencies, including best practices

▪ Compile relevant evaluation criteria for potential fare policies

Fare Structure and Technology Evaluation

▪ Brainstorm potential fare structure options and scenarios

▪ Determine customer elasticity within Atlanta region

▪ Develop fare model and run scenarios

▪ Evaluate impacts to ridership and revenue streams
FARE POLICY TYPES

Regional Flat Fare
One flat fare for all trips, similar to MARTA fare structure today

Zone-Based Fare
Similar to distance-based fare, but measures by number of geographic zones crossed

Time-Based Fare
Fixed fare within certain time limit, such as day passes

Fare Capping
Similar to time-based fare, except fares are capped at a certain value per day, week, or month

Distance-Based Fare
Fares based on distance traveled, typically set within ranges

Peak / Off-Peak Fare
Fare for trips during peak periods set higher than same trips during off-peak periods
FARE POLICY COMPONENTS

Regional Fare Policy Study

Title VI Fare Equity Analysis

- Investigate potential impacts and disparate burdens to minority, low-income, and/or Limited English Proficient (LEP) persons
- Recommend measures to mitigate potential disproportionate impacts
- Targeted outreach to these groups

Stakeholder Engagement

- Seek input from local transit operators throughout the evaluation process
- Coordinate with ATL Board and Committees throughout the process
**FARE POLICY STUDY TIMELINE**

**PHASE I**
- **March**: Project Kick-Off
- **April**: Transit Provider Workshops
- **May**: Document existing policy structure
- **June**: Finalize evaluation criteria
- **July**: Fare Concept and Evaluation Memorandum

**PHASE II**
- **September**: Determine customer elasticity values
- **October**: Build scenarios and run fare model
- **November**: Final Recommendations Report
- **December**: Title VI Analysis
- **January**: Final Recommendations Report
- **February**: Final Recommendations Report
- **March**: Final Recommendations Report