I. Call to Order
II. Approval of the Board Minutes for June 4, 2020 – Action Item
III. Approval of the Agenda for July 9, 2020 – Action Item
IV. Public Comment
V. Xpress Operations Committee Report
   a. FY 21 Xpress Contact Assignments – Action Item
VI. Administrative Committee Report
   a. FY 21 Budget Approval – Action Item
   b. FY 21 Contract Approval – Action Item
   c. FY 21 ATL Grant Applications Approval – Action Item
VII. Regional Transit Planning Committee Report
VIII. Gwinnett County Referendum List Consideration – Action Item
IX. Regional Fare Policy Study Update
X. Executive Director’s Report
XI. New Business
XII. Call to Adjourn
Xpress Operations Committee Report

➢ FY 21 Xpress Contact Assignments – Action Item
Administrative Committee Report

- FY 21 Budget Approval – Action Item
- FY 21 Contract Approval – Action Item
- FY 21 ATL Grant Applications Approval – Action Item
Regional Transit Planning Committee Report
Gwinnett County Referendum List Consideration – Action Item
REGIONAL FARE POLICY STUDY UPDATE

Aileen Daney
July 9th, 2020
AGENDA

► Project Overview
  ► Purpose & Benefits
  ► Objectives
  ► Schedule

► Summary of Background Research

► Summary of Stakeholder Workshop #1

► Future Milestones
Project Overview
PROJECT PURPOSE & BENEFITS

To develop an implementable regional fare strategy for, and gain consensus from, Atlanta regional transit operators

- Deliver regional fare policy that works best for the region and its partners
- Identify and mitigate disparate impacts to EJ and ADA protected communities
- Examine impacts to farebox recovery targets
- Promote customer ease-of-use through simplification
- Implement a revenue reconciliation process
- Consider launch of one or more regional pass products
PROJECT OBJECTIVES

► Develop conceptual fare structure and technology options for the Atlanta region based on local and national transit agency background reviews
PROJECT OBJECTIVES

► **Develop conceptual fare structure and technology options** for the Atlanta region based on local and national transit agency background reviews

► **Evaluate** fare structure and technology options based on **weighted** criteria developed by regional operator stakeholders
PROJECT OBJECTIVES

► Develop conceptual fare structure and technology options for the Atlanta region based on local and national transit agency background reviews

► Evaluate fare structure and technology options based on weighted criteria developed by regional operator stakeholders

► Gain consensus among stakeholders on an implementable recommendation for the Atlanta region
PROJECT OBJECTIVES

► Develop conceptual fare structure and technology options for the Atlanta region based on local and national transit agency background reviews

► Evaluate fare structure and technology options based on weighted criteria developed by regional operator stakeholders

► Gain consensus among stakeholders on an implementable recommendation for the Atlanta region

► Conduct a Title VI Fare Equity Analysis to determine the impact of the recommended fare structure and technology option upon minority and low-income populations
PROJECT OBJECTIVES

► Develop conceptual fare structure and technology options for the Atlanta region based on local and national transit agency background reviews

► Evaluate fare structure and technology options based on weighted criteria developed by regional operator stakeholders

► Gain consensus among stakeholders on an implementable recommendation for the Atlanta region

► Conduct a Title VI Fare Equity Analysis to determine the impact of the recommended fare structure and technology option upon minority and low-income populations

► Develop mitigation strategies if disparate impacts are identified
**PROJECT SCHEDULE**

**PHASE 1 2020**
- **March – June:** Conduct local and national agency background reviews
- **June – July:** Develop evaluation criteria to evaluate proposed fare structures and technologies
- **July – October:** Develop conceptual options for improving fare collection

**PHASE 2 2021**
- **October – January:** Build scenarios and calculate customer price sensitivity
- **October – May:** Conduct Title VI analysis
- **January – March:** Develop fare model and recommendations
- **March – April:** Develop final report
Summary of Background Research
LOCAL AGENCY REVIEW: REGIONAL PARTNERS

Breeze Partners (4)
- MARTA
- CobbLinc
- Gwinnett County Transit (GCT)
- Xpress

Non-Breeze Partners (8)
- Connect Douglas
- CATS
- Henry County Transit
- Bartow County Transit*
- Coweta County Transit
- CPACS
- Forsyth County Dial-A-Ride
- Paulding Transit

*Outside ATL Region

4,943,718 ATL REGION POPULATION
LOCAL AGENCY REVIEW: INFORMATION COLLECTED

► Ridership
► Service area
► Commuter characteristics
► EJ and ADA considerations
► Transit modes
► Base fares
► Farebox recovery
► Fare media and products
► Internal and external transfer rules
► Fare collection equipment
NATIONAL AGENCY REVIEW: PEER REGIONS

**SmarTrip** | Washington DC + Baltimore Regions
----|----
Card-based system used by eleven participating agencies in Washington DC, Maryland, and Northern Virginia

**TAP** | Los Angeles Region
----|----
Card-based system used by 25 participating agencies in and around Los Angeles County, California

**Ventra** | Chicago Region
----|----
Account-based system used by three participating agencies in and around Chicago, Illinois
NATIONAL AGENCY REVIEW: INFORMATION COLLECTED

► Ridership
► Service area
► Commuter characteristics
► EJ and ADA considerations
► Transit modes
► Base fares
► Farebox recovery
► Fare media and products
► Internal and external transfer rules
► Fare collection equipment
► Customer experience
► Transit partner experience
Summary of Stakeholder Workshop
SUMMARY OF STAKEHOLDER WORKSHOP #1

 ► Held two virtual stakeholder workshops
   ► Wednesday, June 24th and Thursday, June 25th
 ► Over 25 participants attended representing 11 of the 12 regional partners
 ► GDOT and ARC also participated
WORKSHOP PURPOSE

Present information gathered during
- Local Agency Review
- National Peer Agency Review

Receive feedback on results

Develop evaluation criteria for proposed fare policies
Regional Fare Policy
Potential Evaluation
Criteria

- Financial Sustainability
- Affordability and Equity
- Ridership Impacts
- Customer Experience
- Regional Consistency
- Regional Products
- Flexibility
- More Payment Options

Stakeholder Input
What additional evaluation criteria should be included?

- test (up to 250 characters)
- test
- test
INTERACTIVE POLLING EXERCISE

Go to www.menti.com and use the code 94 70 73

Please rate the evaluation criteria in order of importance

1st: Financial Sustainability
2nd: Fare Affordability (and Equity)
3rd: Ridership Impact
4th: Customer Experience
5th: Regional Consistency
6th: Regional Products
7th: Flexibility in Implementation
8th: More Payment Options
INTERACTIVE POLLING EXERCISE RESULTS

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<td>Trip Availability - Days &amp; Times</td>
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STAKEHOLDER WORKSHOP #2

► Looking to hold second workshop in early August – currently polling availability

► Deeper dive into how the national agencies established their regional fare collection systems

► Present the final list of weighted evaluation criteria and get concurrence from the stakeholders
Future Milestones
FUTURE MILESTONES

AUGUST 2020
► Stakeholder Workshop #2

OCTOBER 2020
► Deliverable: Memo on Evaluation Process, Concept Development Process, and Draft Recommendations

MARCH 2021
► Finalize Fare Policy Recommendation

APRIL 2021
► Deliverable: Final Report

MAY 2021
► Deliverable: Title VI Fare Equity Analysis
Executive Director’s Report