



ATL BOARD OF DIRECTORS MEETING

JULY 9, 2020

ATL Board Meeting June 4, 2020 Proposed Agenda

- 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

A large, stylized blue starburst or sunburst graphic is positioned on the left side of the slide, partially behind the text. It consists of several thick, light blue rays radiating from a central point.

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

The background features a repeating pattern of light blue, stylized geometric shapes that resemble interlocking arrows or chevrons, arranged in a radial pattern around the center. The shapes are composed of several triangles and trapezoids, creating a dynamic, star-like effect.

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**



Promote customer ease-of-use through simplification



Identify and mitigate disparate impacts to **EJ and ADA protected communities**



Implement a **revenue reconciliation process**



Examine impacts to **farebox recovery targets**



Consider **launch of one or more regional pass products**

PROJECT OBJECTIVES

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- ▶ **Evaluate** fare structure and technology options based on **weighted criteria developed by regional operator stakeholders**

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- ▶ Gain **consensus among stakeholders on an implementable recommendation** for the Atlanta region

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- ▶ **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

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- ▶ **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

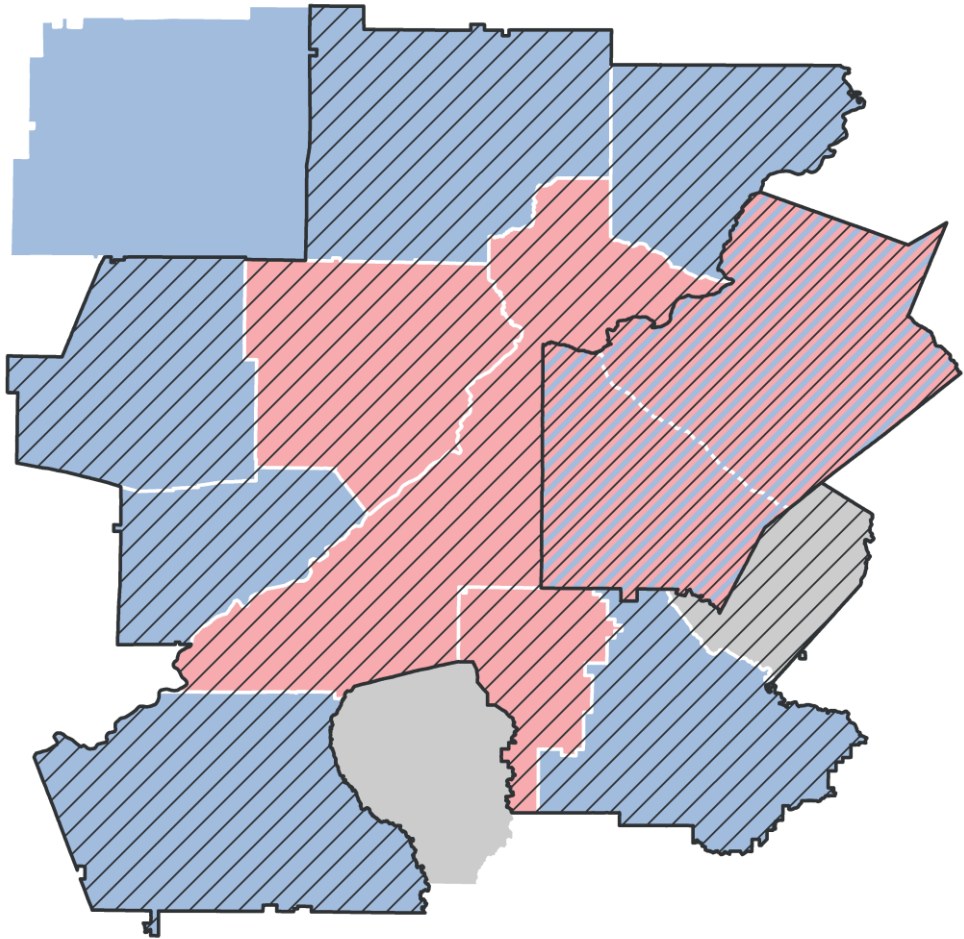
PHASE 2 2021

- ▶ **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

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Summary of Background Research

LOCAL AGENCY REVIEW: REGIONAL PARTNERS



4,943,718 ATL REGION
POPULATION

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*



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 |

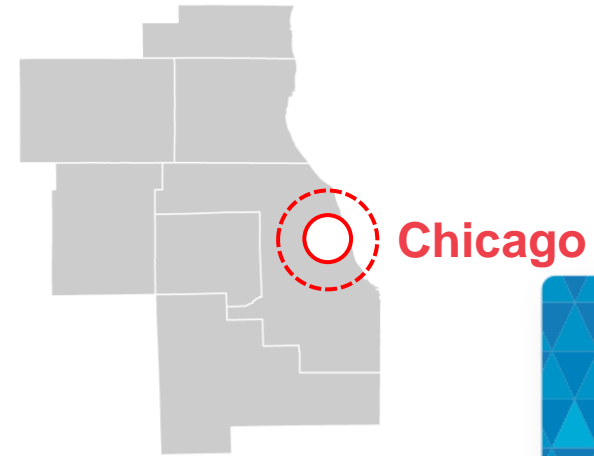
Los Angeles Region



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
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- ▶ 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

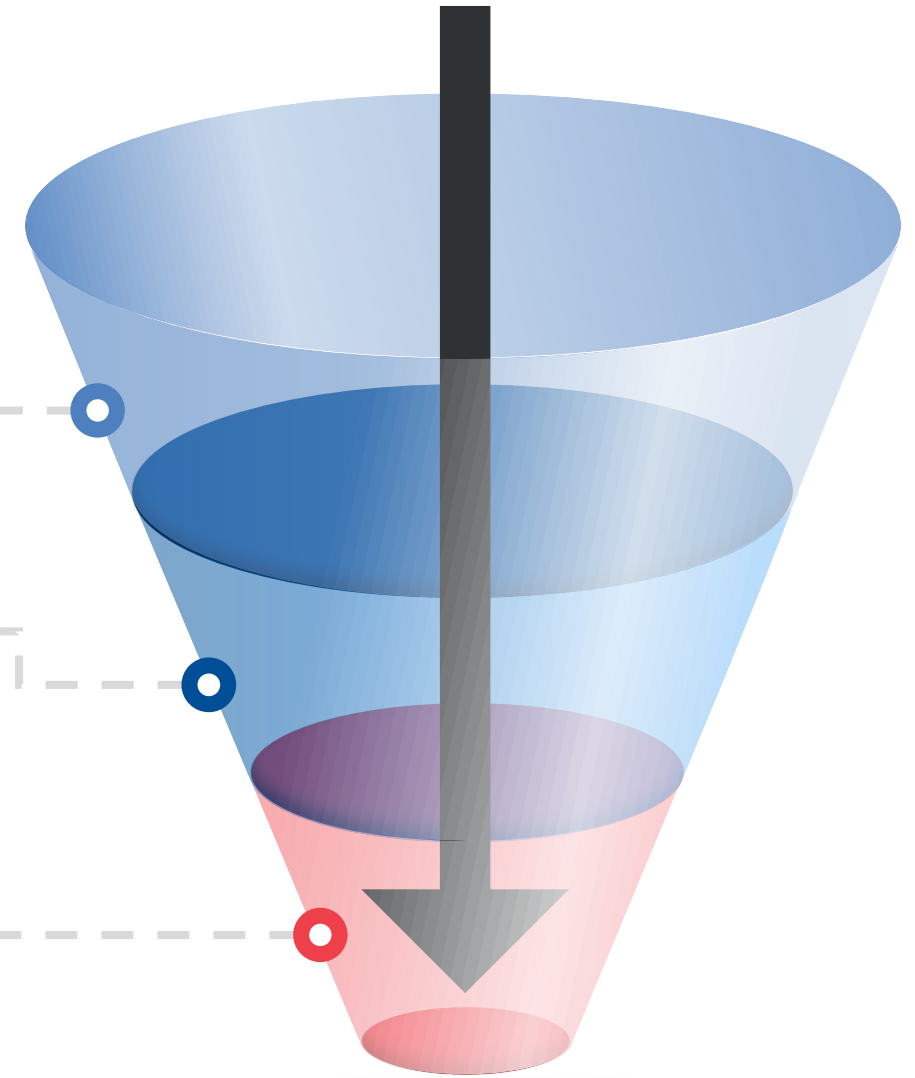
- ▶ Local Agency Review
- ▶ National Peer Agency Review



Receive feedback on results



Develop evaluation criteria for proposed fare policies



**EVALUATION
CRITERIA**

EVALUATION CRITERIA



*Stakeholder
Input*

Regional Fare Policy
**Potential Evaluation
Criteria**



Financial Sustainability



Affordability and Equity



Ridership Impacts



Customer Experience



Regional Consistency



Regional Products



Flexibility



More Payment Options

INTERACTIVE POLLING EXERCISE

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

Mentimeter

What additional evaluation criteria should be included?

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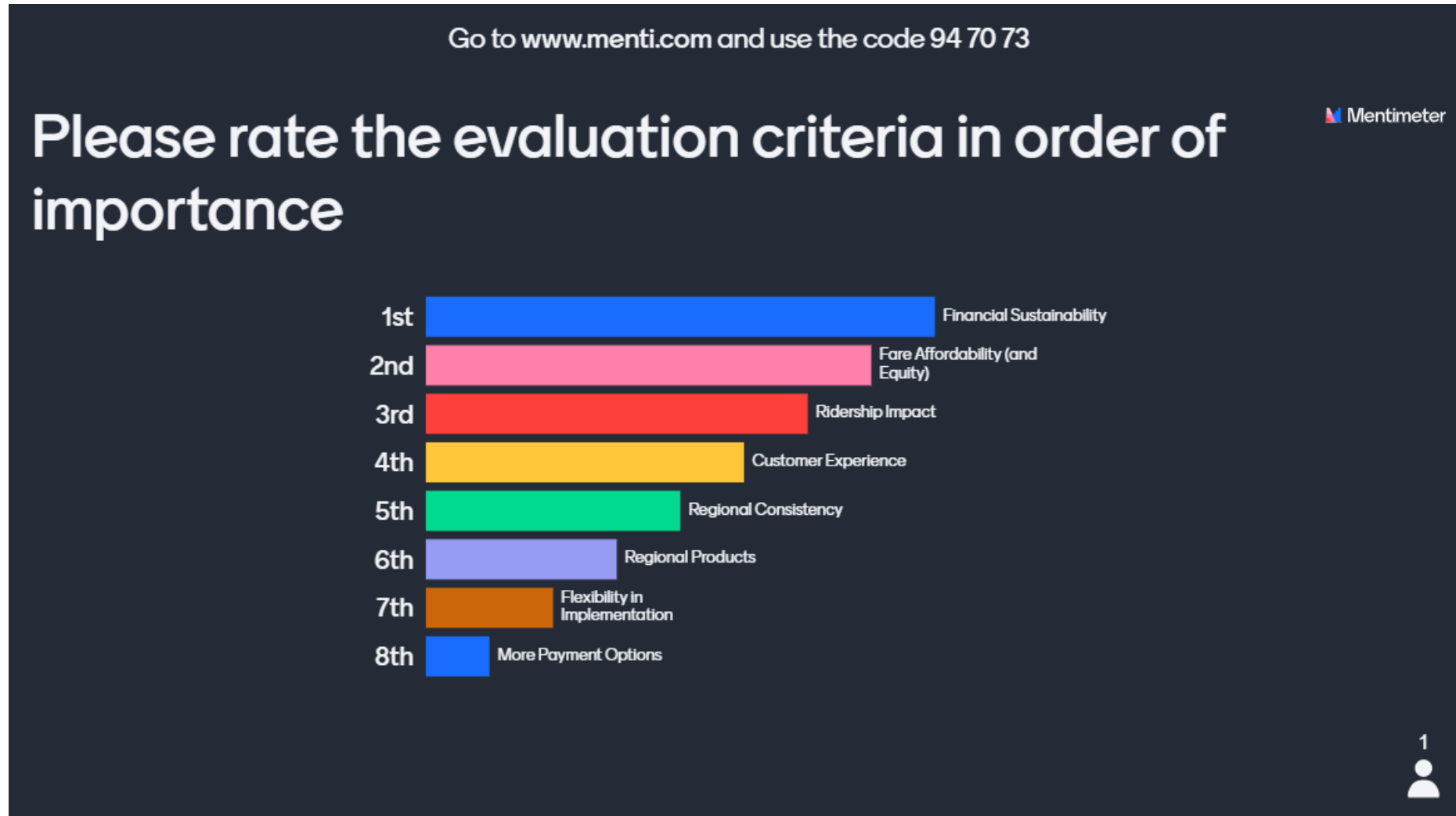
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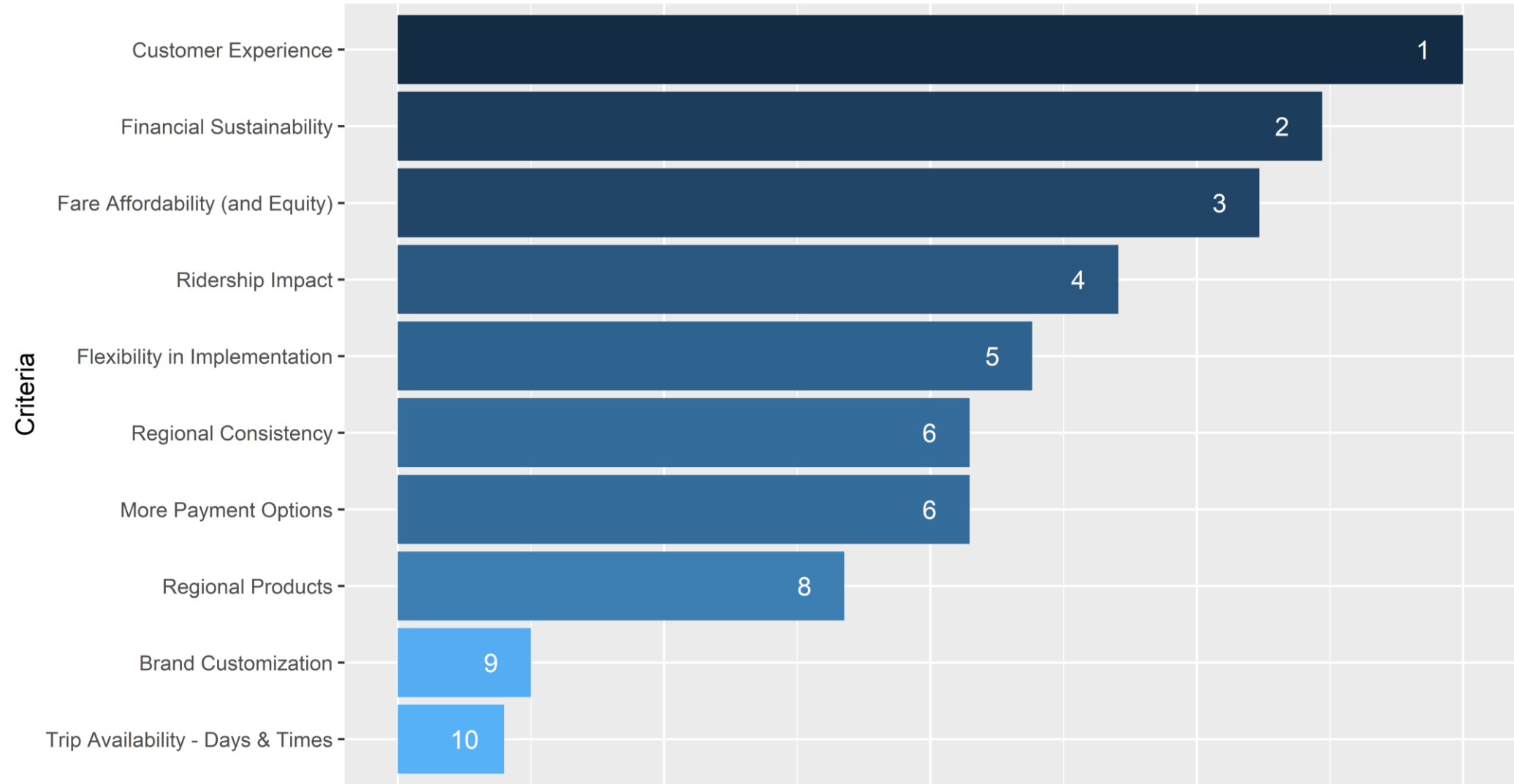
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INTERACTIVE POLLING EXERCISE



INTERACTIVE POLLING EXERCISE RESULTS



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**



Thank you | Questions



Executive Director's Report



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