



REGIONAL TRANSIT PLANNING COMMITTEE

September 3, 2020

Regional Transit Planning Committee Meeting

Thursday, September 3, 2020

Proposed Agenda

- I. Call to Order – Charlie Sutlive, Chair
- II. Approval of the Meeting Minutes for July 2, 2020
- III. Approval of the Agenda for September 3, 2020
- IV. ARTP 2020 Update Presentation – Aileen Daney
- V. ARTP District Download (Public Outreach) Plan – Aileen Daney
- VI. ATL FY 2022 Bond List Recommendation – Cain Williamson – **Action Item**
- VII. MARTA Automated Fare Collection (AFC) 2.0 Upgrade Implementation Strategy – Rhonda Allen, MARTA
- VIII. Adjourn



Atlanta Region Transit Plan (ARTP) 2020 Update

Aileen Daney, Senior Transit Planner

September 3, 2020

AGENDA

- ▶ Overview of Schedule
- ▶ Review of Call for Projects
- ▶ Project-Level Preliminary Evaluation Results
- ▶ Plan-Level Preliminary Evaluation Results
- ▶ Next Steps

OVERVIEW OF ARTP 2020 UPDATE SCHEDULE

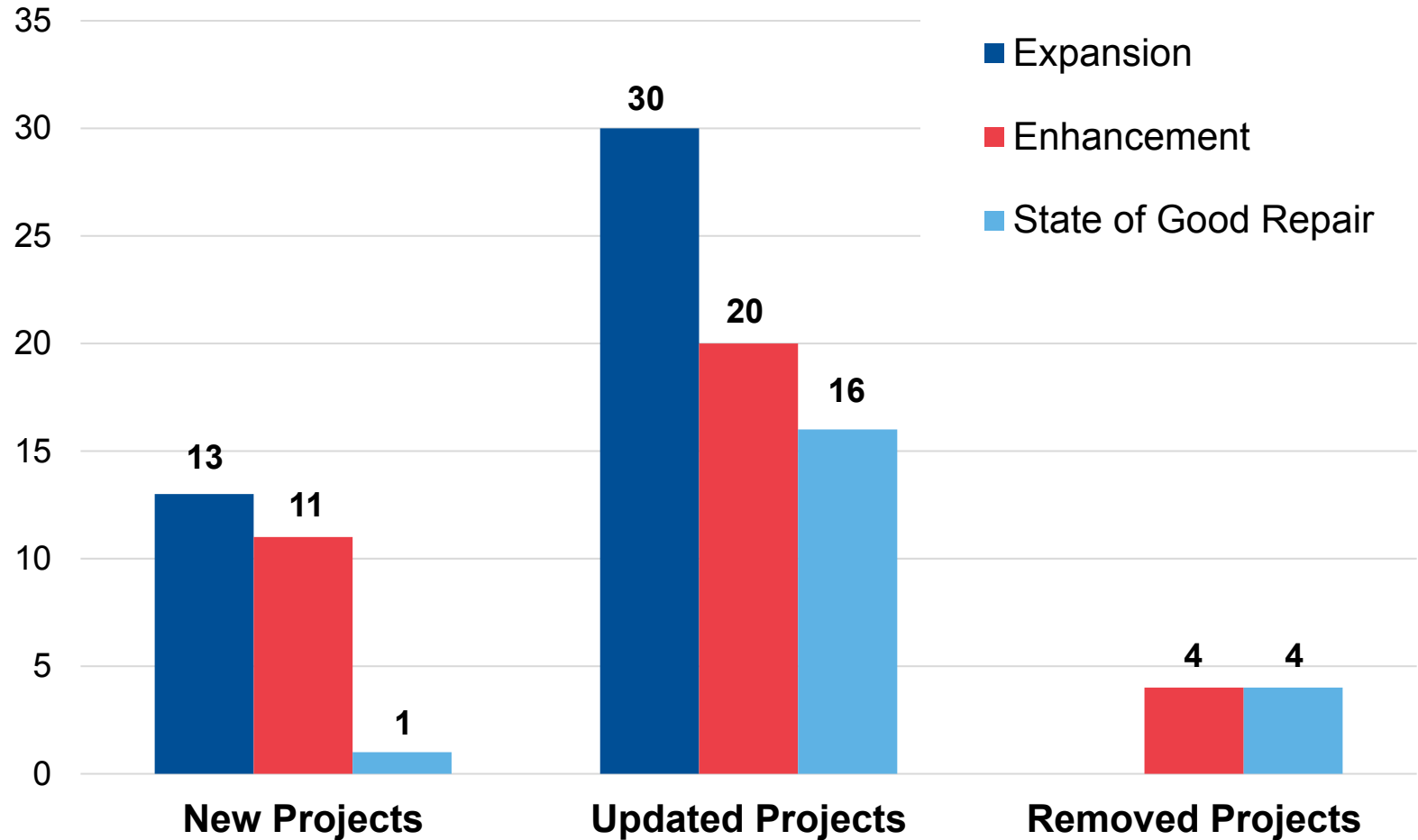
WE ARE
HERE



Key Milestones	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	
Review and Amend Methodologies and Analyses			■										
Hold Call for Projects and Conduct Evaluation Process					■								
Public Outreach									■				
Create Draft & Final 2020 ARTP Update Document									■				

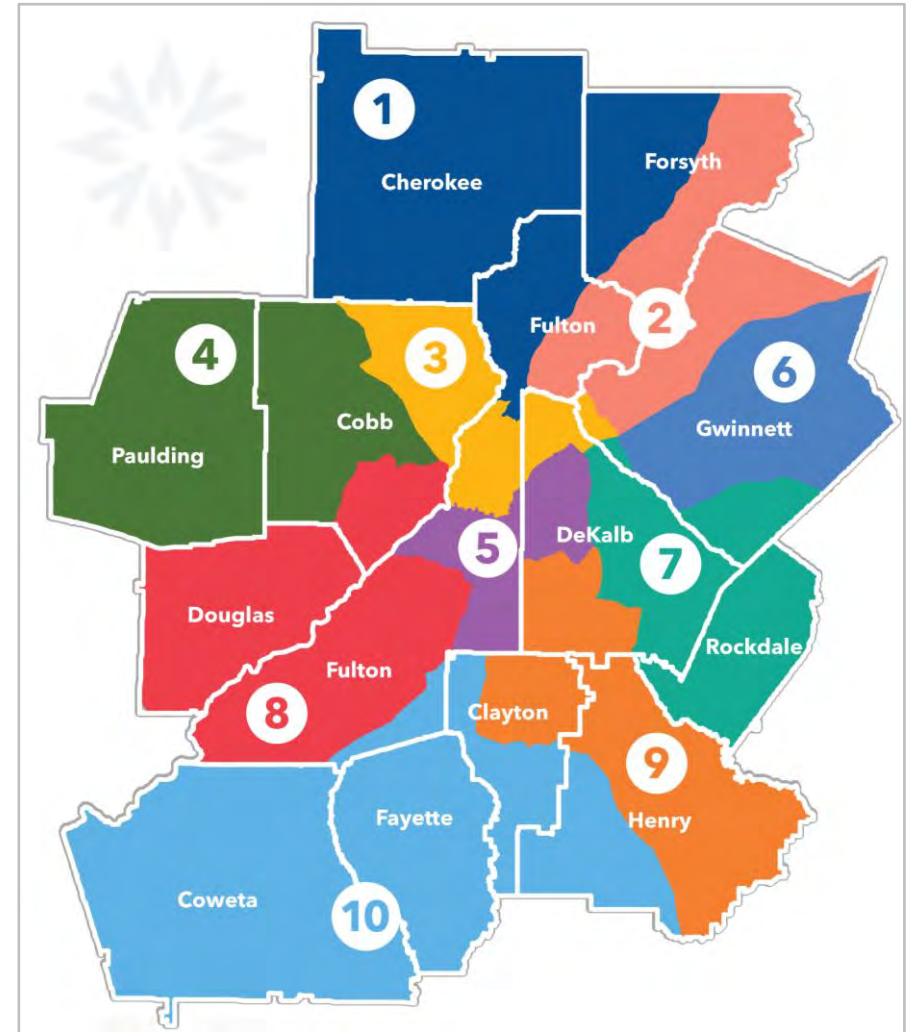
CALL FOR PROJECTS SUMMARY

- ▶ 25 new projects submitted
- ▶ 66 projects significantly updated
- ▶ 8 projects were removed by project sponsors
- ▶ 63% of projects assumed federal or state discretionary funding
- ▶ 246 total projects



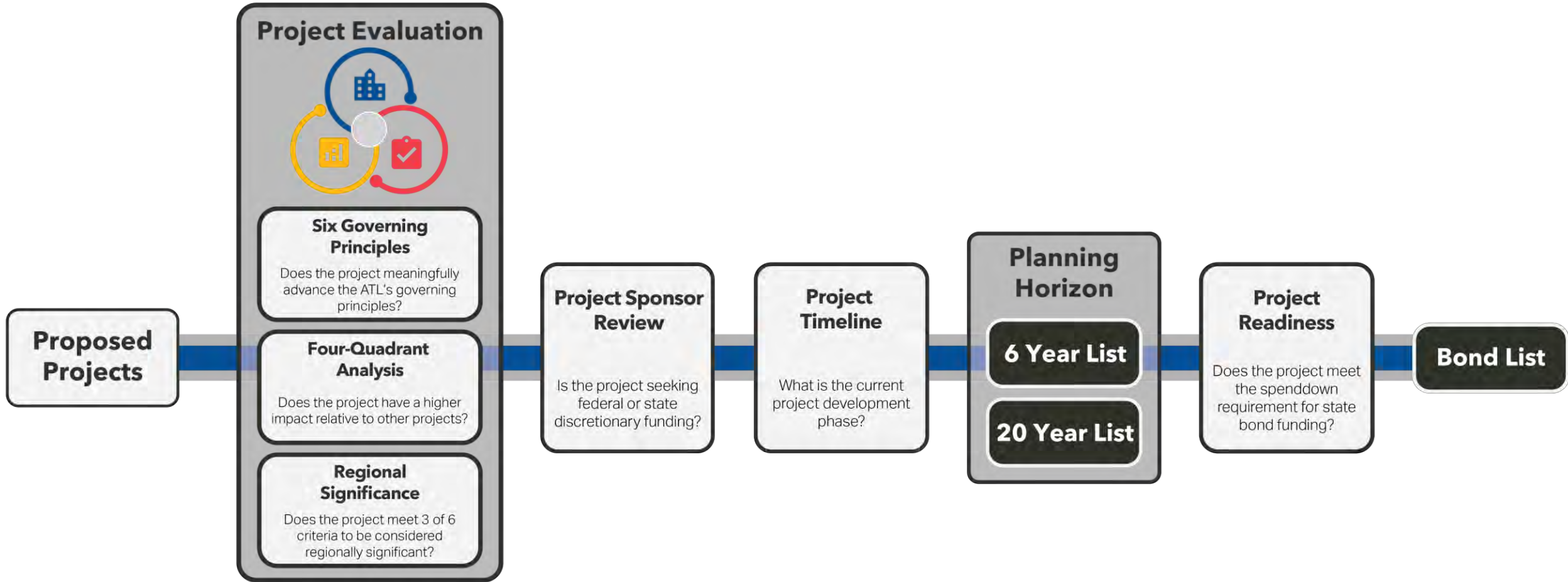
CALL FOR PROJECTS SUMMARY

District	Project Total	New Projects	Updated Projects	Removed Projects
1	44	5	14	2
2	91	4	10	2
3	102	12	22	3
4	23	11	7	1
5	120	15	32	4
6	75	2	5	1
7	85	6	17	2
8	72	11	35	4
9	48	4	25	3
10	40	5	16	3



If a project enters any portion of a district, it is included in the total. Projects can cover multiple districts.

PROJECT PERFORMANCE FRAMEWORK



REGIONAL SIGNIFICANCE CRITERIA

Must meet 3 or more of the following criteria:



**Crosses 2+ counties
or connects 2+
transit operators**



**Leverages
regional capacity
improvements**



**Improves transit
reliability**



**Is or connects to
transportation
terminal**

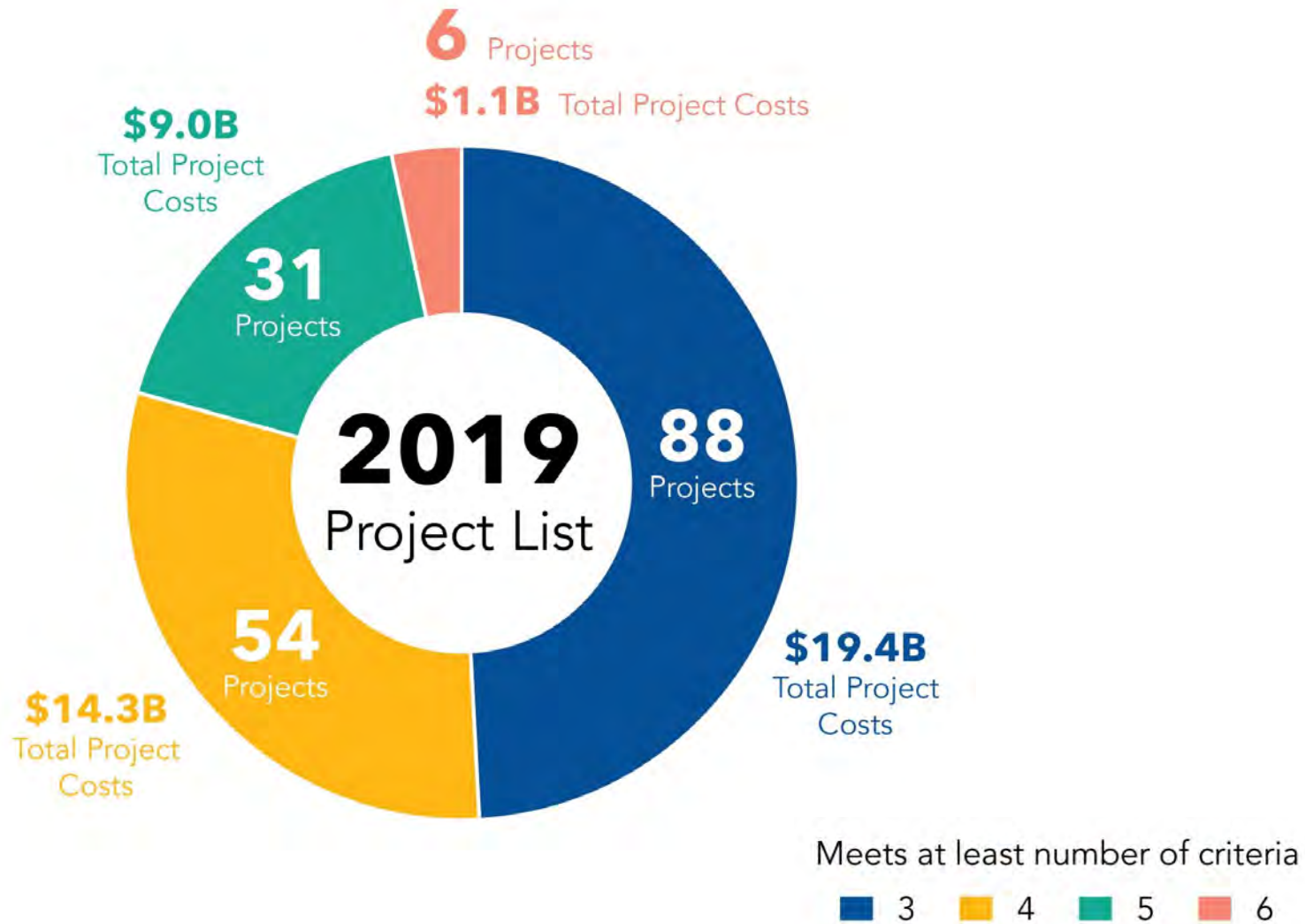


**Connects to 1+
regional activity
centers**

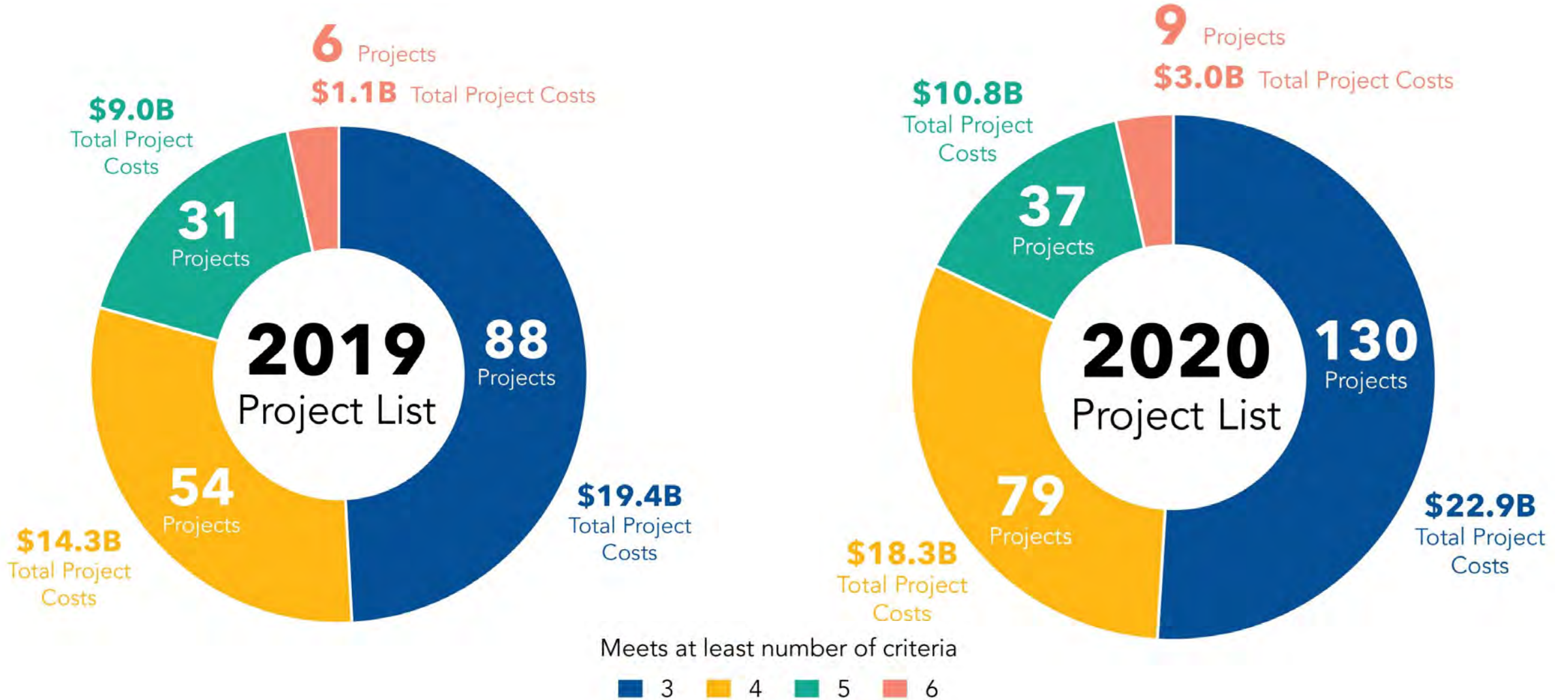


**Provides high capacity,
high frequency or
dedicated facility**

REGIONAL SIGNIFICANCE

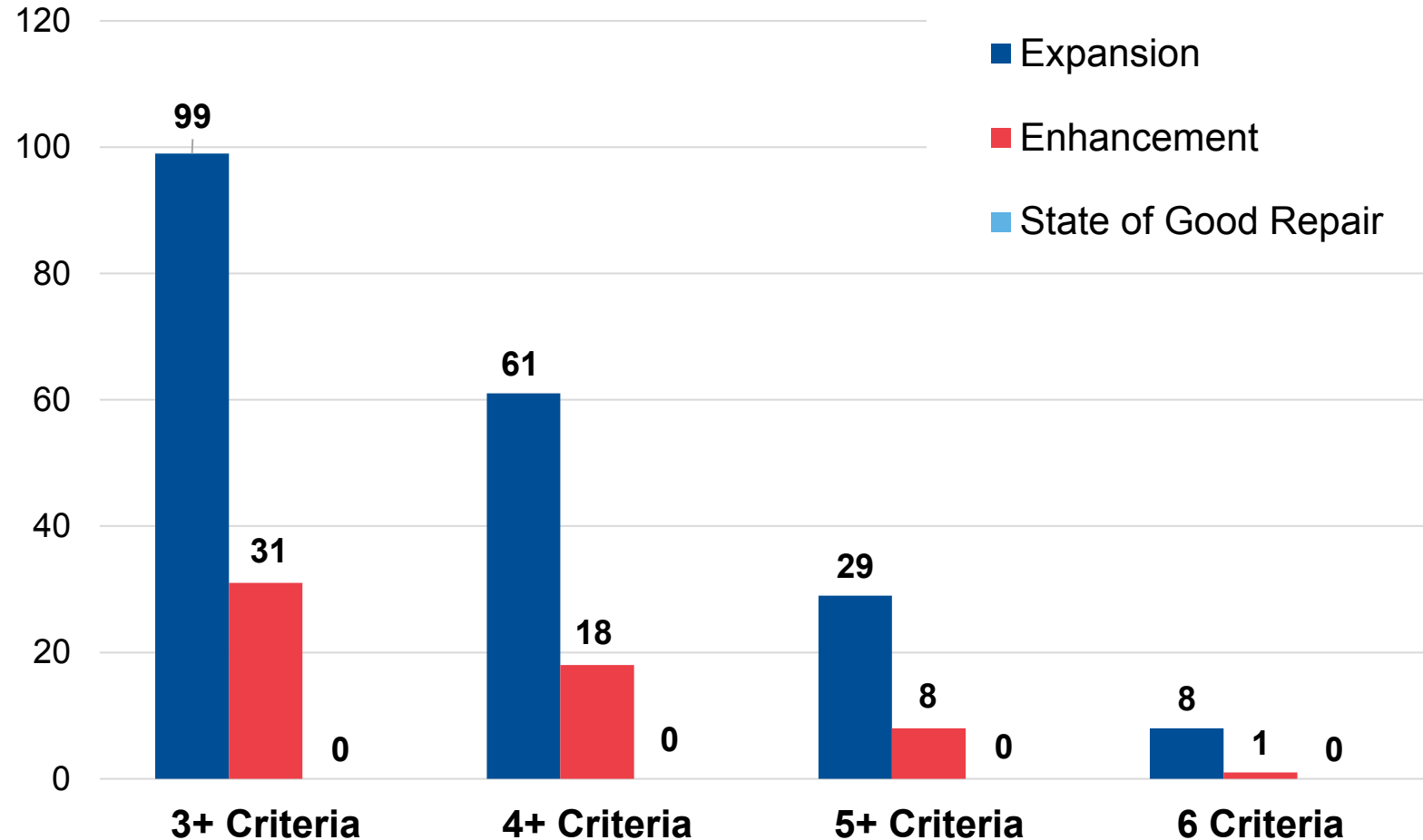


REGIONAL SIGNIFICANCE PRELIMINARY RESULTS



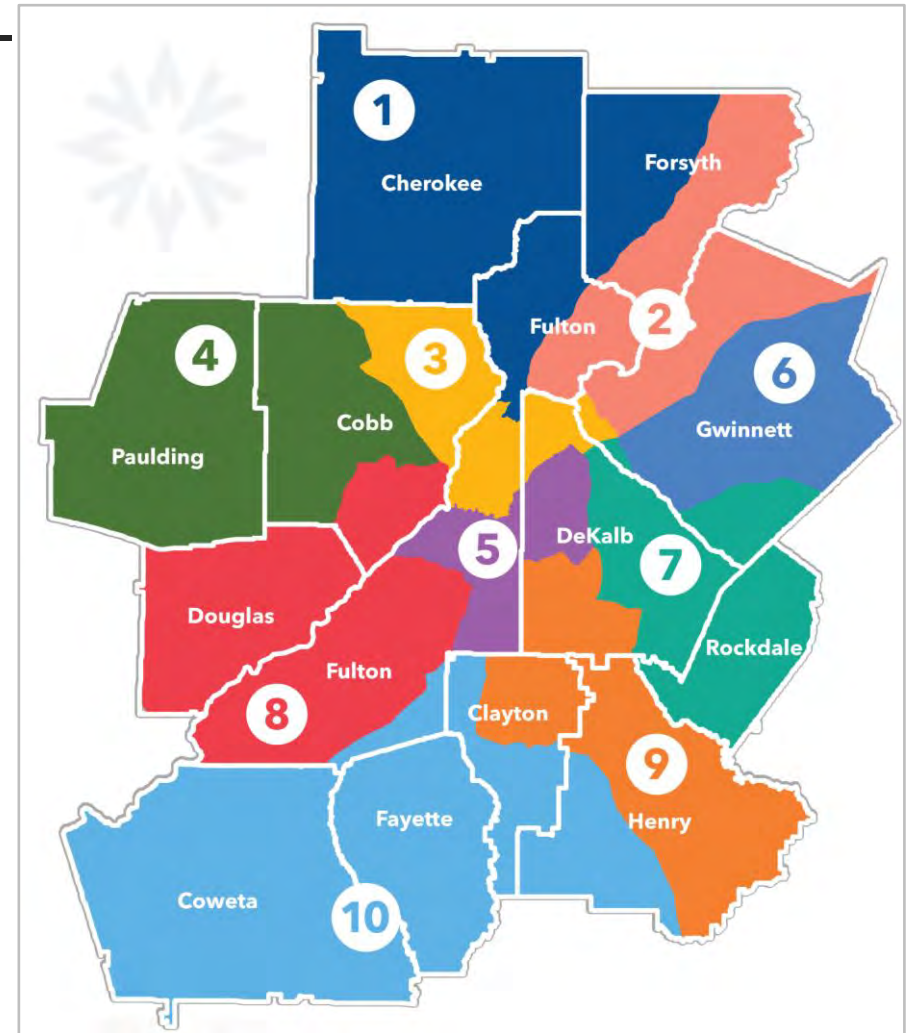
REGIONAL SIGNIFICANCE PRELIMINARY RESULTS

- ▶ 130 regionally significant projects
 - ▶ That's 53% of all projects submitted this year
- ▶ 67% are high capacity modes
- ▶ 12/14 project sponsors have at least 1 regionally significant project



REGIONAL SIGNIFICANCE PRELIMINARY RESULTS BY DISTRICT

District	3+ Criteria	4+ Criteria	5+ Criteria	6+ Criteria
1	16	8	3	-
2	58	33	14	1
3	60	42	23	6
4	11	8	4	1
5	73	49	25	6
6	45	24	9	1
7	42	20	8	2
8	27	16	8	2
9	17	5	4	3
10	14	8	5	2



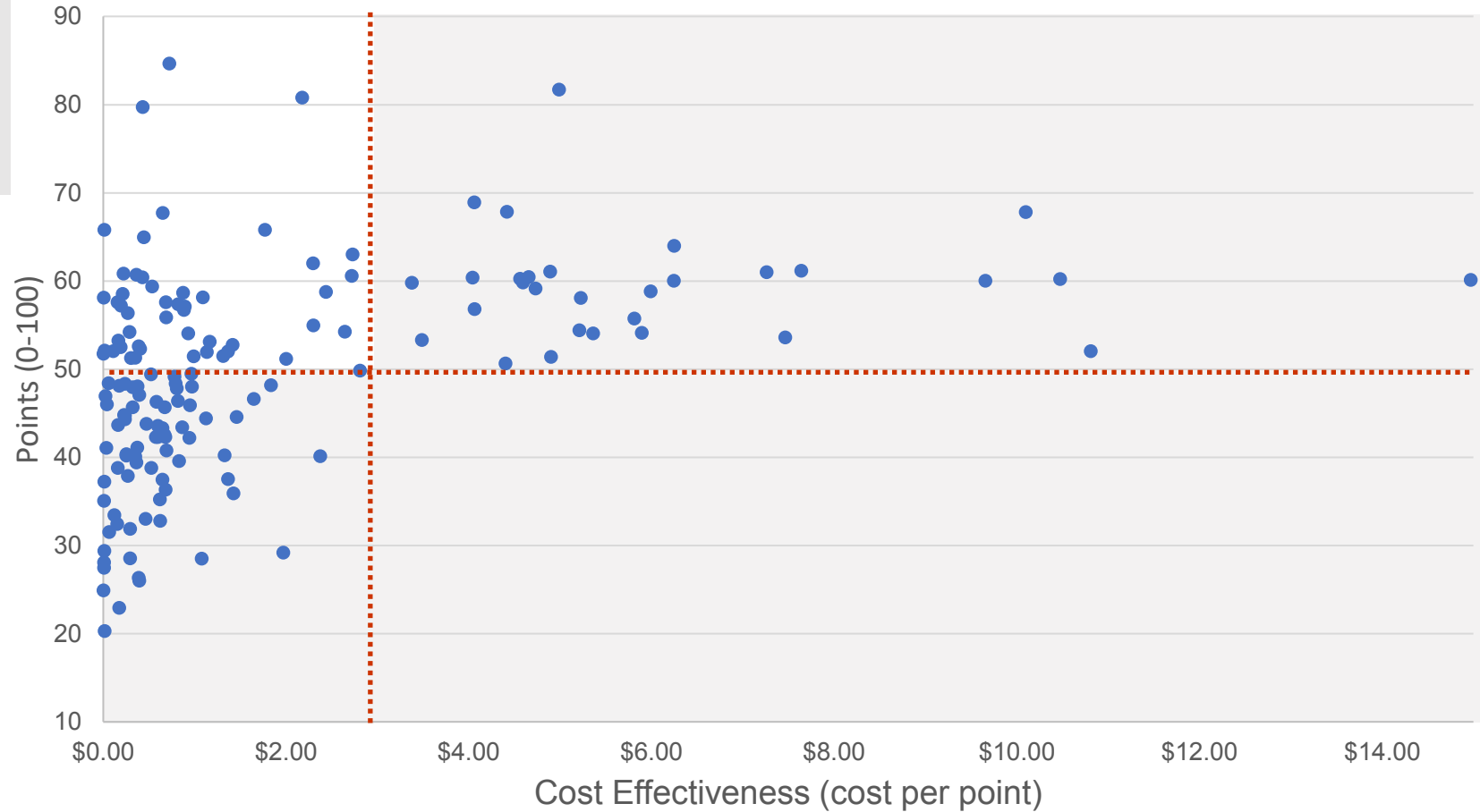
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QUADRANT ANALYSIS PRELIMINARY RESULTS

QUADRANT 1

(Higher Impact/Lower Cost):

- 49 projects
- Project average 58.2 points
- \$2.5 billion (total cost)



QUADRANT ANALYSIS PRELIMINARY RESULTS

QUADRANT 1

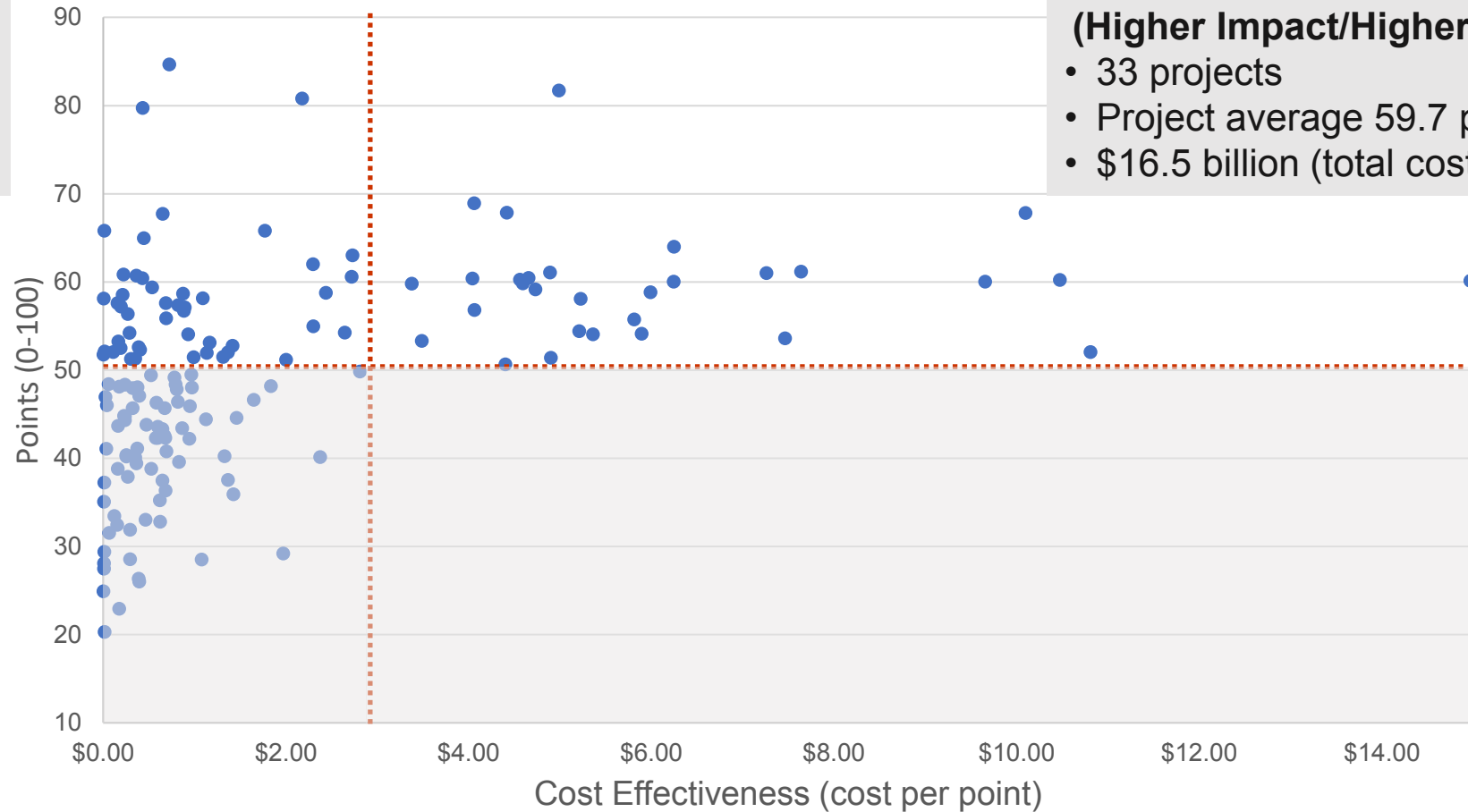
(Higher Impact/Lower Cost):

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QUADRANT 2

(Higher Impact/Higher Cost):

- 33 projects
- Project average 59.7 points
- \$16.5 billion (total cost)



QUADRANT ANALYSIS PRELIMINARY RESULTS

QUADRANT 1

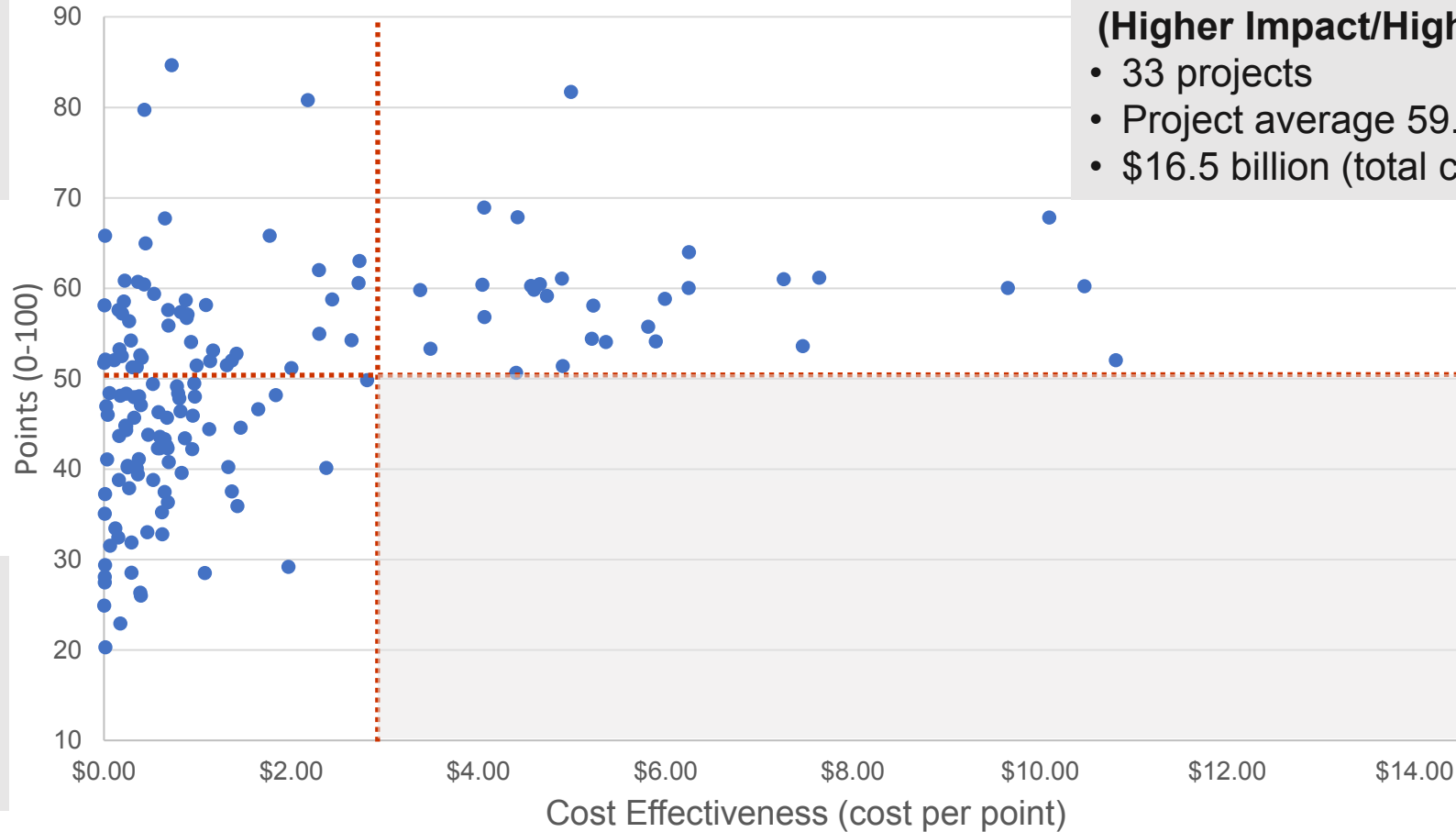
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QUADRANT 2

(Higher Impact/Higher Cost):

- 33 projects
- Project average 59.7 points
- \$16.5 billion (total cost)



QUADRANT 2b

(Lower Impact/Lower Cost):

- 74 projects
- Project average 40.0 points
- \$1.9 billion (total cost)

QUADRANT ANALYSIS PRELIMINARY RESULTS

QUADRANT 1

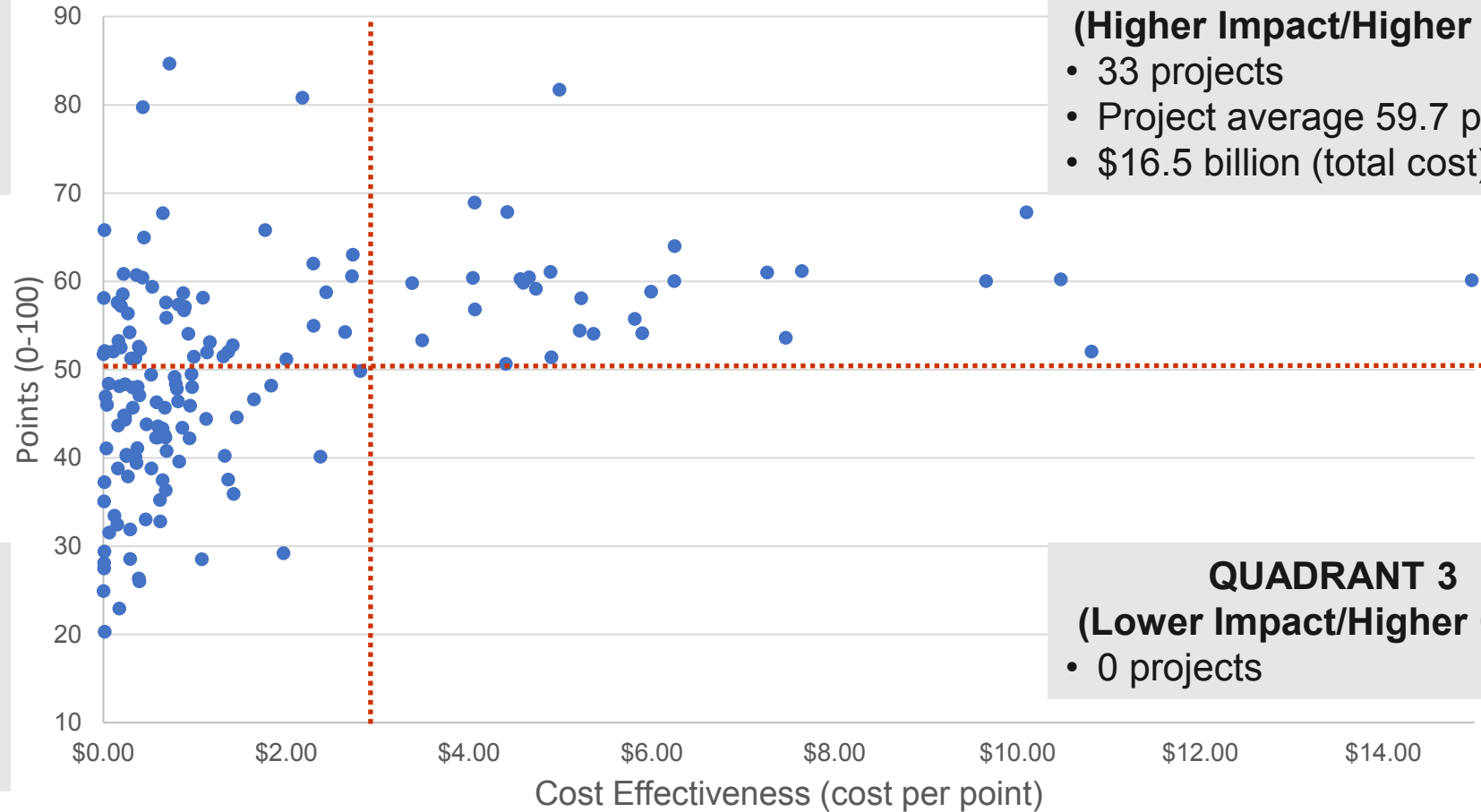
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QUADRANT 2b

(Lower Impact/Lower Cost):

- 74 projects
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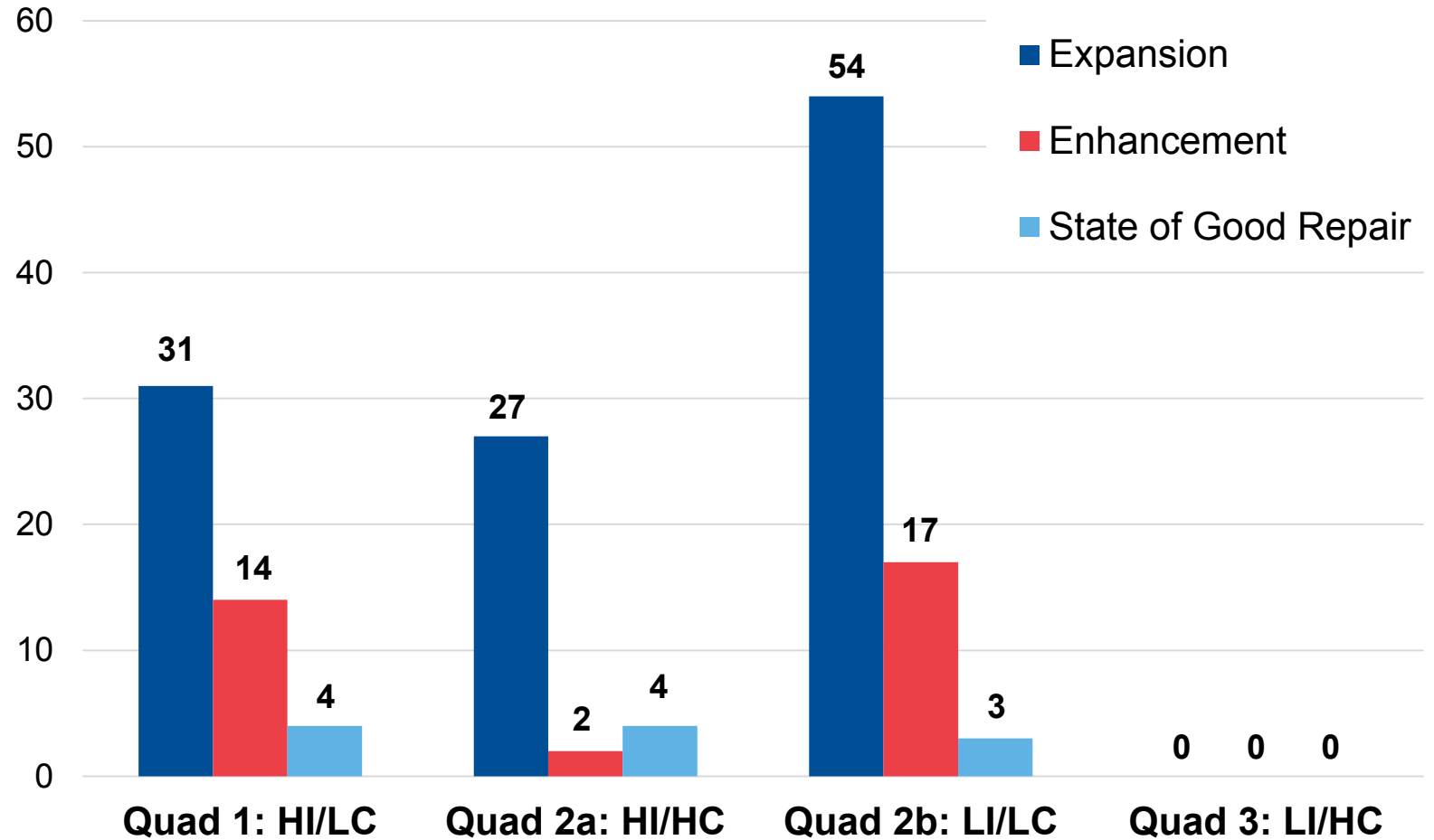
QUADRANT 3

(Lower Impact/Higher Cost):

- 0 projects

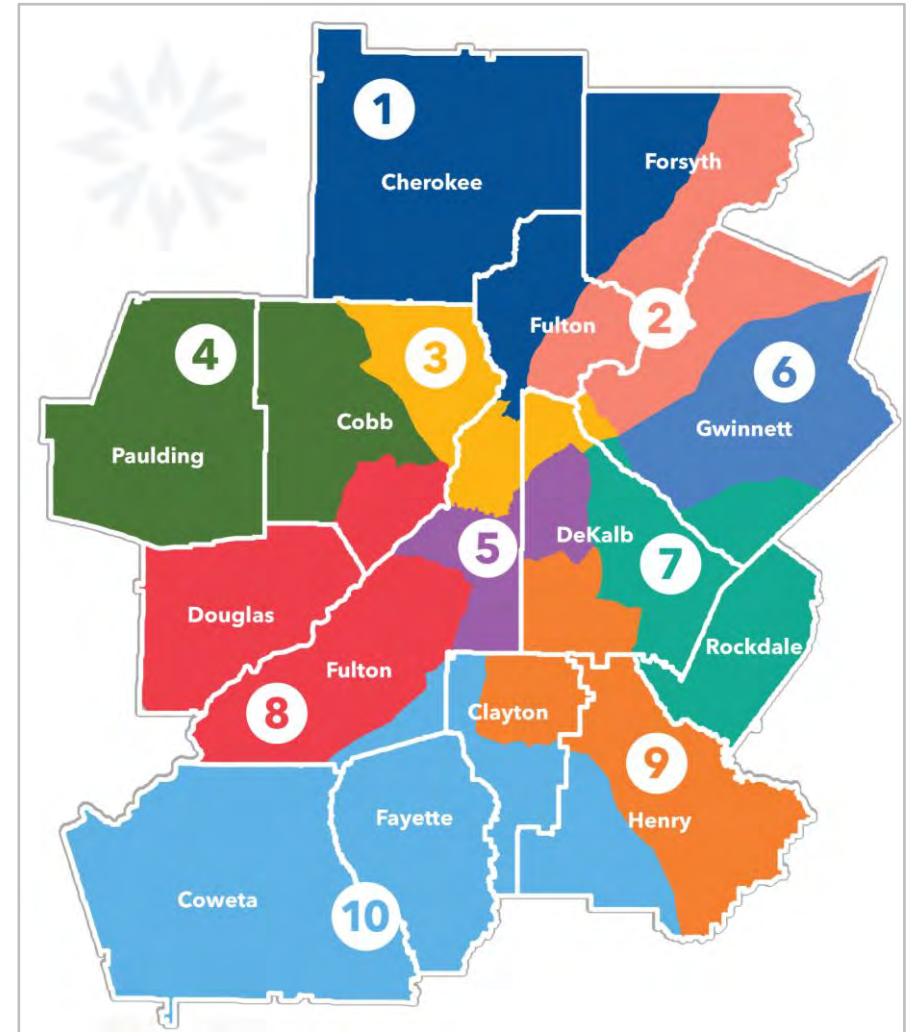
QUADRANT ANALYSIS PRELIMINARY RESULTS

- ▶ 156 prioritized projects
 - ▶ 112 Expansion,
33 Enhancement,
11 SGR
- ▶ 31% of all prioritized projects fall in Quadrant 1
- ▶ 9 sponsors have projects in Quadrant 1
- ▶ Mix of project types and transit modes in Quadrant 1



QUADRANT ANALYSIS PRELIMINARY RESULTS BY DISTRICT

District	Q1: HI/LC	Q2a: HI/HC	Q2b: LI/LC	Q3: LI/HC
1	4	4	3	-
2	30	13	33	-
3	27	15	17	-
4	4	2	5	-
5	19	18	10	-
6	26	11	38	-
7	19	10	19	-
8	7	10	14	-
9	3	6	3	-
10	4	6	2	-



If a project enters any portion of a district, it is included in the total. Projects can cover multiple districts.

GOVERNING PRINCIPLE ANALYSIS

Governing Principle	Evaluation Criteria 1	Evaluation Criteria 2	Evaluation Criteria 3	Evaluation Criteria 4	Evaluation Criteria 5	Evaluation Criteria 6	Evaluation Criteria 7
Economic Development and Land Use	Existing Population Density	Proposed Population Density	Existing Employment Density	Existing Land Use	Proposed Land Use	Policy Considerations	Regional Integration
Environmental Sustainability	Transit Trips	Increased Useful Life	Elements to Improve Safety and Security	Elements to Mitigate Environmental Impacts			
Equity	Communities of Interest	Low-Wage Employment Density	Policy Considerations	Redevelopment Potential			
Innovation	Transit Reliability	Elements to Improve Safety and Security	Elements to Mitigate Environmental Impacts				
Mobility and Access	Existing Population Density	Proposed Population Density	Existing Employment Density	Transit Trips	Regional Integration		
Return on Investment	Projected Population Density	Existing Land Use	Proposed Land Use	Policy Considerations	Transit Reliability	Redevelopment Potential	

GOVERNING PRINCIPLE ANALYSIS PRELIMINARY RESULTS

► Number of Projects receiving **Governing Principle Score of 2+** (Preliminary Score = 25%+)



**Return on
Investment**

199



**Mobility
and Access**

232



Innovation

206



**Economic
Development
and Land
Use**

236



**Environmental
Sustainability**

209



Equity

160

GOVERNING PRINCIPLE ANALYSIS PRELIMINARY RESULTS

► Number of Projects receiving **Governing Principle Score of 4** (Preliminary Score = 75%+)



Return on Investment

10



Mobility and Access

39



Innovation

50



Economic Development and Land Use

37



Environmental Sustainability

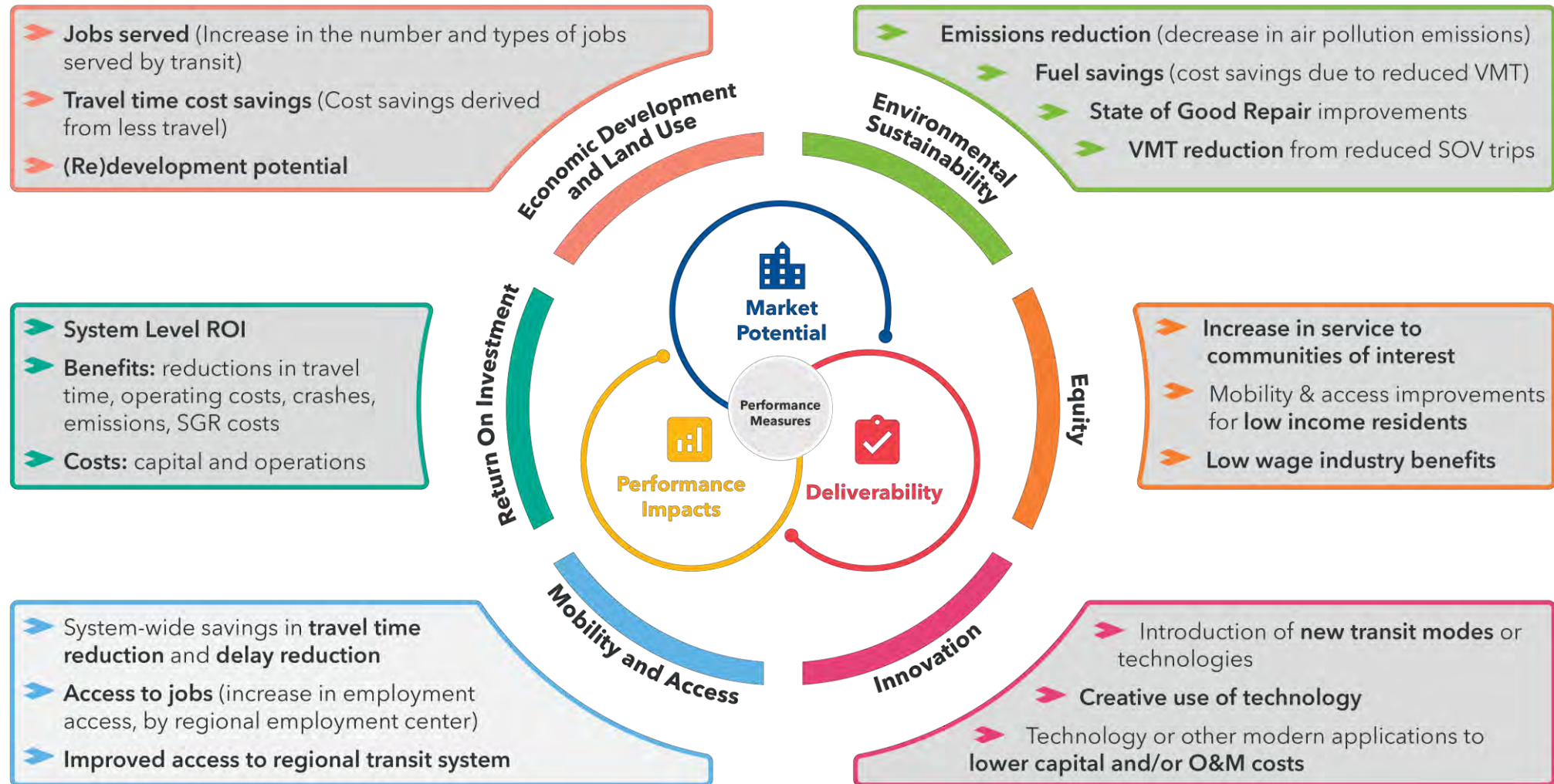
23



Equity

12

PLAN LEVEL EVALUATION PRELIMINARY RESULTS



PLAN LEVEL EVALUATION PRELIMINARY RESULTS



ECONOMIC DEVELOPMENT & LAND USE

▶ **Employment Access:**

- ▶ **31%** increase in transit trips to employment centers
- ▶ **51%** of **jobs** will be within **½ mile of proposed high capacity** transit stops or stations

▶ **(Re)Development Potential Summary:**

- ▶ **100%** of TOD projects are within an existing LCI area
- ▶ **89%** of transit hub projects are within an existing LCI area



ENVIRONMENTAL SUSTAINABILITY

▶ **Emission Reduction (Air Quality):**

- ▶ Annual reduction of **2,046,370 kilograms of CO₂**

▶ **Fuel Savings**

- ▶ **99,804 gallons** of fuel saved annually

▶ **State of Good Repair Improvements**

- ▶ **11%** of all projects propose upgrading to **alternative fuels**

PLAN LEVEL EVALUATION PRELIMINARY RESULTS



EQUITY

► Increase in Service:

- **33%** of **low-income households** will be within **½ mile of proposed high capacity** transit stops or stations
- **27%** of the region's **minority population** will be within **½ mile of proposed high capacity** transit stops or stations

► Low-Wage Industry Benefits:

- **48%** of **low-wage jobs** will be within **½ mile of proposed high capacity** transit stops or stations



INNOVATION

► Introduction of Smart Technology:

- **31%** of projects have a transit signal priority element

► Creative Use of Technology:

- **61%** of projects have a safety element such as hazard detection systems

PLAN LEVEL EVALUATION PRELIMINARY RESULTS



MOBILITY & ACCESS

► Increase in Transit Trips:

- **39%** increase in transit trips for all ATL region residents
- **34%** increase in transit trips by zero-car households

► Improved Access to Transit System:

- **24%** of all projects have a **supportive infrastructure** component such as **sidewalks**



RETURN ON INVESTMENT

► System Level ROI:

- **Cost: \$28.5 billion**
- **ROI: \$142.5 billion**

- **Q1 Cost: \$2.5 billion**
- **Q1 ROI: \$12.5 billion**

SCHEDULE OF FUTURE ARTP UPDATES & ACTION ITEMS



Thank you

Questions



ARTP DISTRICT DOWNLOAD (PUBLIC OUTREACH) UPDATE

Aileen Daney, Senior Transit Planner

September 3, 2020

DISTRICT DOWNLOAD SCHEDULE

SEPTEMBER 15th – OCTOBER 16th

Key Milestones	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Review and Amend Methodologies and Analyses			█									
Hold Call for Projects and Conduct Evaluation Process					█							
District Download									█			
Create Draft & Final 2020 ARTP Update Document									█			

PURPOSE OF DISTRICT DOWNLOAD

“ To **effectively communicate** with residents, businesses, and institutions throughout the ATL’s Districts by providing numerous opportunities to **learn** about, **provide feedback** on, and **shape the ARTP** planning process and outcomes.

”

- ATL ARTP PUBLIC INVOLVEMENT PLAN (PIP)



DISTRICT DOWNLOAD GOALS



**Foster
Inclusivity**



**Build
Partnerships
and Trust**



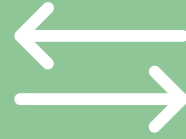
**Exceed
Requirements**

DISTRICT DOWNLOAD AUDIENCE

- ▶ General Public and Transit-Dependent Public
- ▶ Local Governments and CIDs
- ▶ Transit Operators
- ▶ Project Sponsors
- ▶ Neighborhood and Community Organizations
- ▶ Business and Institutional Organizations
- ▶ Essential Workers
- ▶ Historically Marginalized Populations
- ▶ ATL Board
- ▶ Elected Officials
- ▶ Regional, State, and Federal Planning Partners

DISTRICT DOWNLOAD FORMAT IN THE TIME OF COVID-19

Virtual Engagement



Traditional (but adapted) Engagement

- ▶ Open House **Virtual Interactive Room**
 - ▶ **Translated** Boards
- ▶ Open House **Live Meetings**
 - ▶ Recorded, Subtitled, and Translated
- ▶ **Social Media** Text & Graphics Postings
 - ▶ #ATLTransitPlan #PublicComment
- ▶ **ATL Website** - Comment Submission Form

- ▶ **Seat Drop** of ARTP Flyers
- ▶ **A-Frame Boards** at Stations
- ▶ **Press Releases**
- ▶ Media Tool **Kit for Partners**
- ▶ Opt-in **Text Message Campaign**
- ▶ **Voicemail** Public Comment

DISTRICT DOWNLOAD FORMAT CONSIDERATIONS

▶ **5 A's of Technology Access**

- ▶ ADA, reading comprehension, language-accessible

▶ **User-friendliness and user-legibility**

- ▶ Are our tools universally understood without a lot of explanation?

▶ **Balance of low-tech and digital** engagement opportunities

- ▶ Are we bridging the digital divide?
- ▶ What **level of traction and reach** does our message have across various communities and populations?

▶ **Follow up with a personal message and thank** those who took the time to participate

▶ **Hold ourselves accountable** for creating inclusive engagement

Availability

To whom is the technology (un)available

Affordability

To whom is the technology (un)affordable

Awareness

Who is (un)aware of the technology?

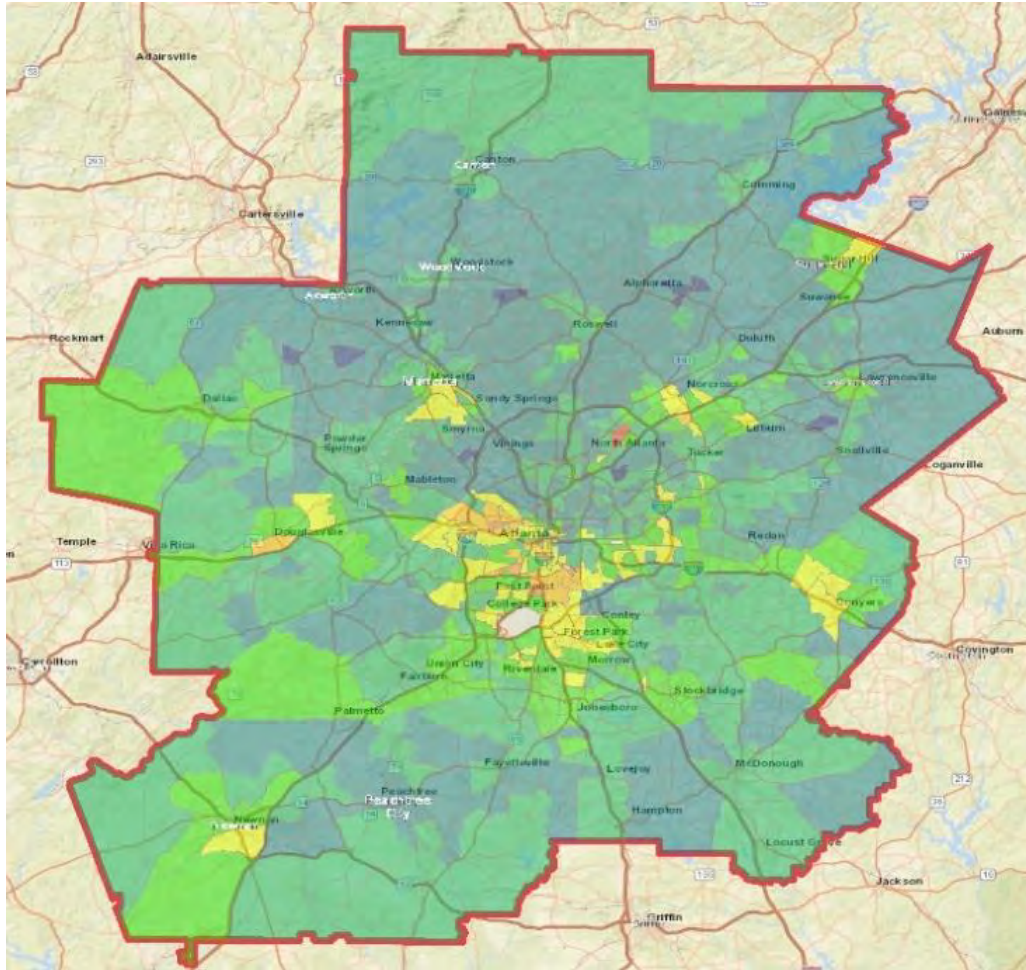
Abilities

Who has the digital literacies to use the technology?

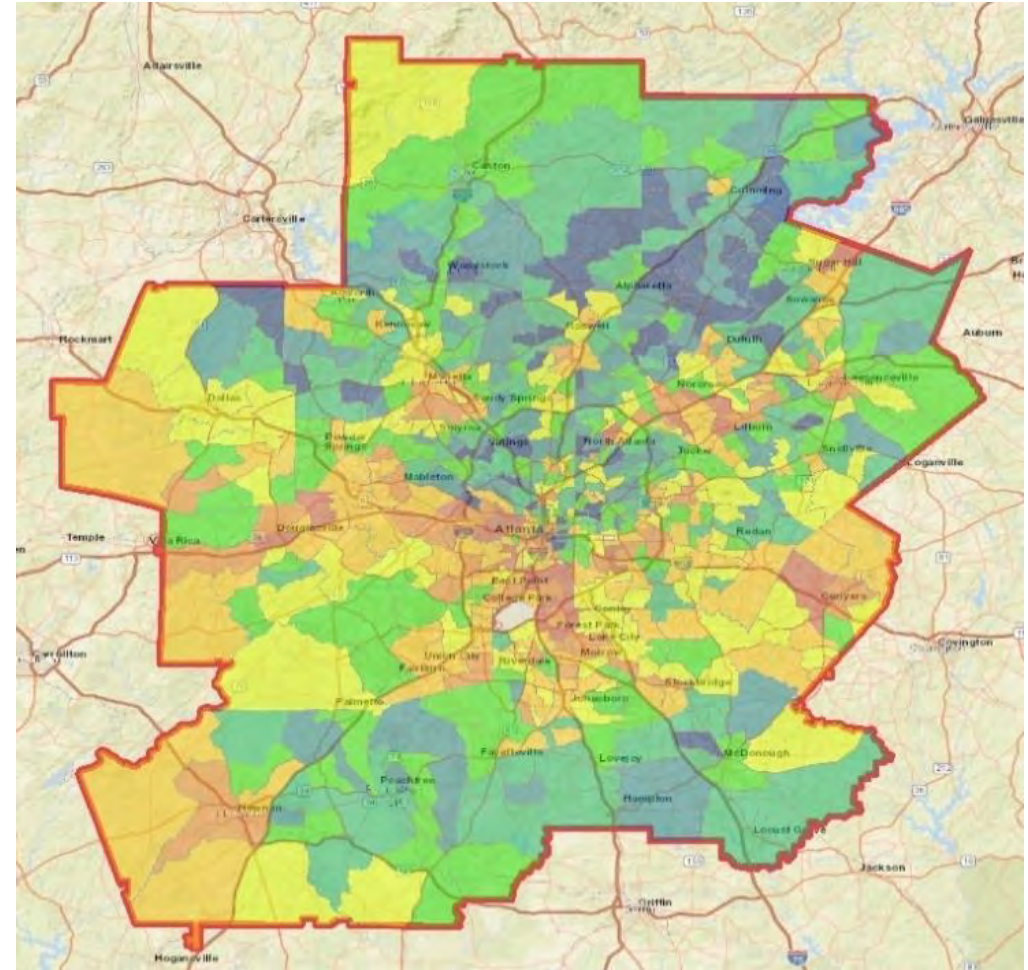
Agency

Who has the self-efficacy to make use of the technology?

DISTRICT DOWNLOAD FORMAT CONSIDERATIONS

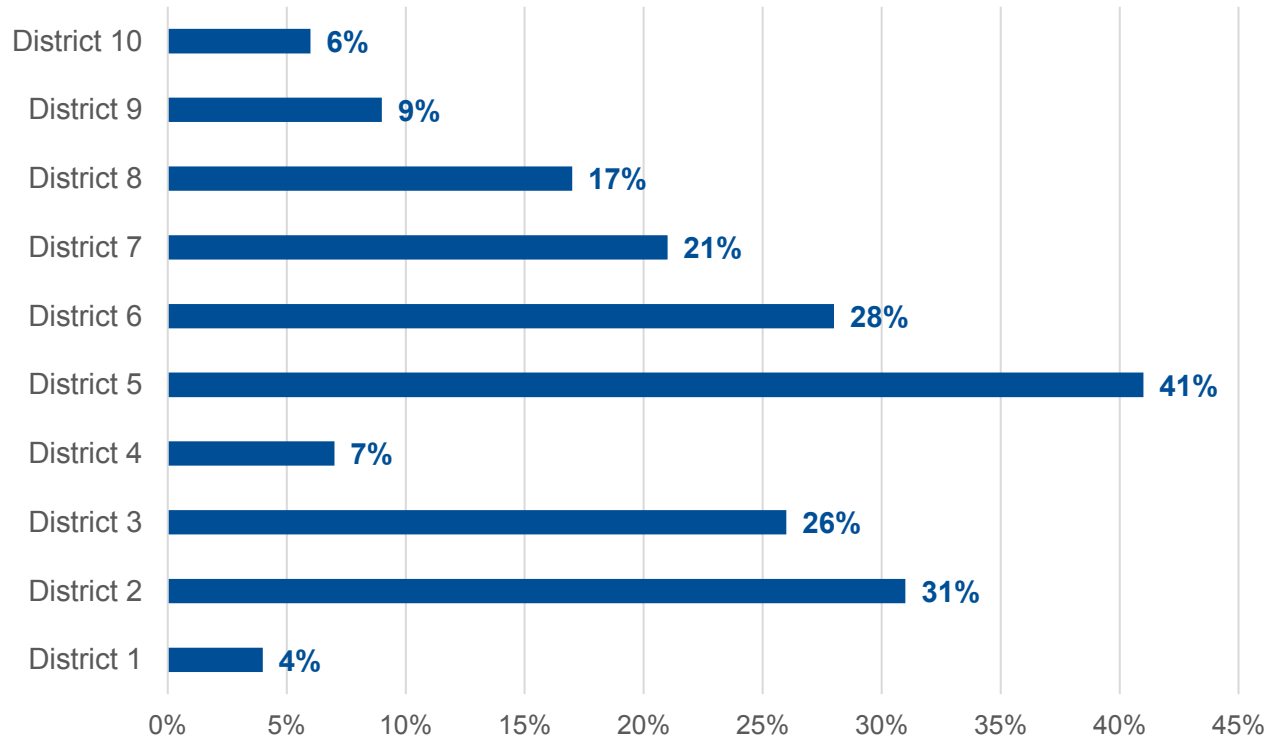


BROADBAND ACCESS



CELLULAR DATA PLANS

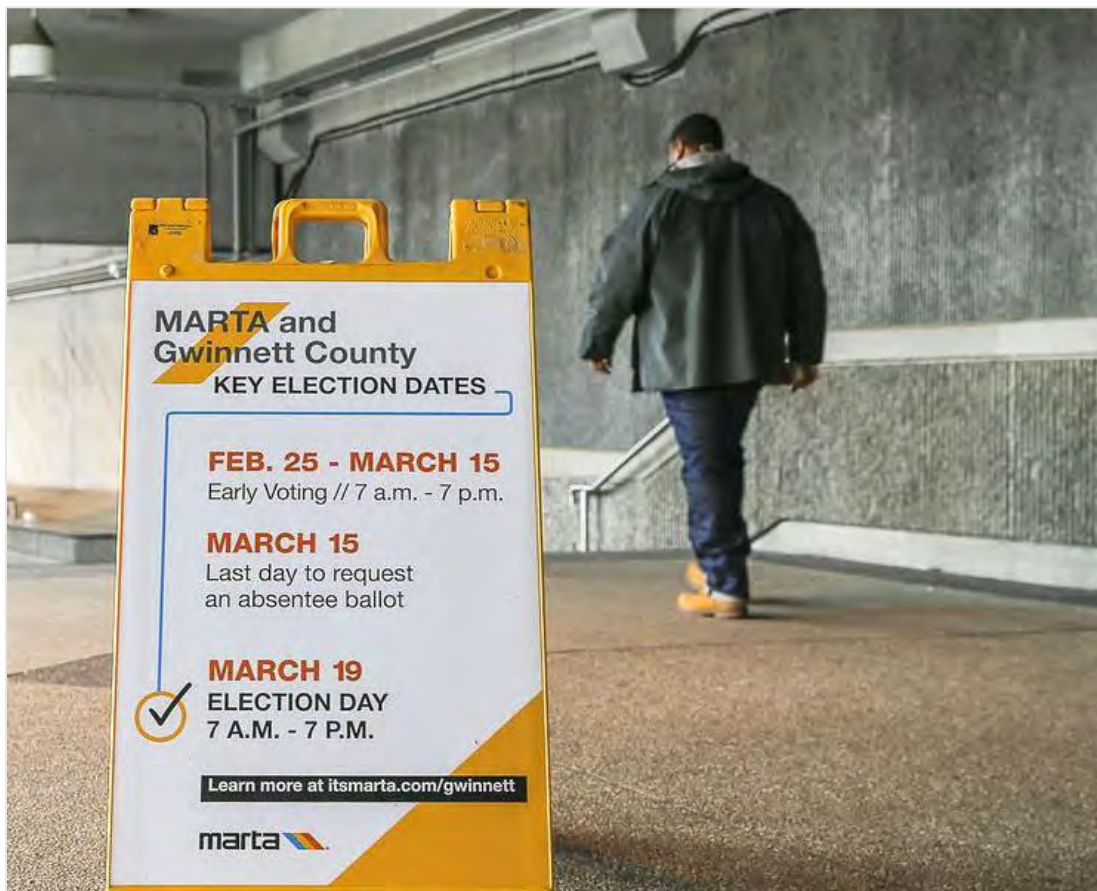
PERCENT OF PROJECTS SUBMITTED BY DISTRICT



- ▶ **Scaled approach** based on density of projects across the region and barriers to digital engagement opportunities
- ▶ **6 open house live meetings** with brief presentation and staff available to answer questions
 - ▶ 2 ATL districts per meeting
- ▶ Mix of afternoon and evening sessions to **encourage maximum participation**



A-FRAME EXAMPLE




[To be translated in Spanish]

Ayúdanos a mejorar el tránsito en la Región de Atlanta

Visit: <https://atltransit.ga.gov>

Text: "ATLTransit" to 474747

Help Us Improve Transit in the Atlanta Region!



Scan the QR code to learn about and comment on the ATL Regional Transit Plan!

Visit: <https://atltransit.ga.gov/districtdownloads/>

Text: "ATLTransit" to 474747

ATL ATLANTA-REGION TRANSIT LINK AUTHORITY

FLYER EXAMPLE



Help Us Improve Transit in the Atlanta Region!



Scan the QR code to learn and comment on the ATL Regional Transit Plan!



Every year the ATL updates a regional transit plan and we need your input.

Connect and provide your input via:



Dial-in



Text to Learn more



Virtual Open House



Virtual Live Meetings



Social Media
#ATLTransitPlan
#PublicComment

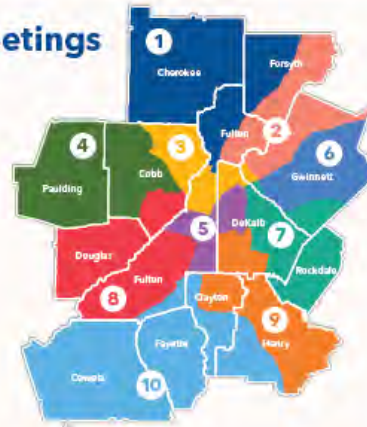
Learn more about the plan via our District Download Live Meetings

District X and X
Month Date, 2020 | XXX p.m. - XXX p.m.
Link: [website]
Dial-in: ###-###-####

District X and X
Month Date, 2020 | XXX p.m. - XXX p.m.
Link: [website]
Dial-in: ###-###-####

District X and X
Month Date, 2020 | XXX p.m. - XXX p.m.
Link: [website]
Dial-in: ###-###-####

District X and X
Month Date, 2020 | XXX p.m. - XXX p.m.
Link: [website]
Dial-in: ###-###-####



District X and X
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Link: [website]
Dial-in: ###-###-####

<https://atltransit.ga.gov/districtdownloads/>
Text "ATLTransit" to 474747

What's in the ATL Regional Transit Plan?

The ATL Regional Transit Plan (ARTP) serves as the foundation for future transit planning in the region. Your participation ensures that proposed projects create a connected, reliable, and accessible transit network for all.

About the ATL

The Atlanta-region Transit Link Authority (the ATL) was established in 2018 to better connect transit options across the 13-county Atlanta region. With the support of regional transportation partners, the ATL works to advance a strategic regional transit plan that will help ensure metro Atlantans remain mobile, and connected, across the region.

About the Projects



*Each dot represents one project

30 State of Good Repair

+ **58 Enhancement**

+ **104 Expansion**

= **192 projects** across all 10 ATL districts totaling **\$27 billion**

Measuring Project Benefits

ATL studies each project based on criteria such as regional significance and relative cost to impact.

130 projects are regionally significant



Crosses 2+ counties or connects 2+ transit operators



Is or connects to transportation terminal



Leverages regional capacity improvements



Connects to 1+ regional activity centers



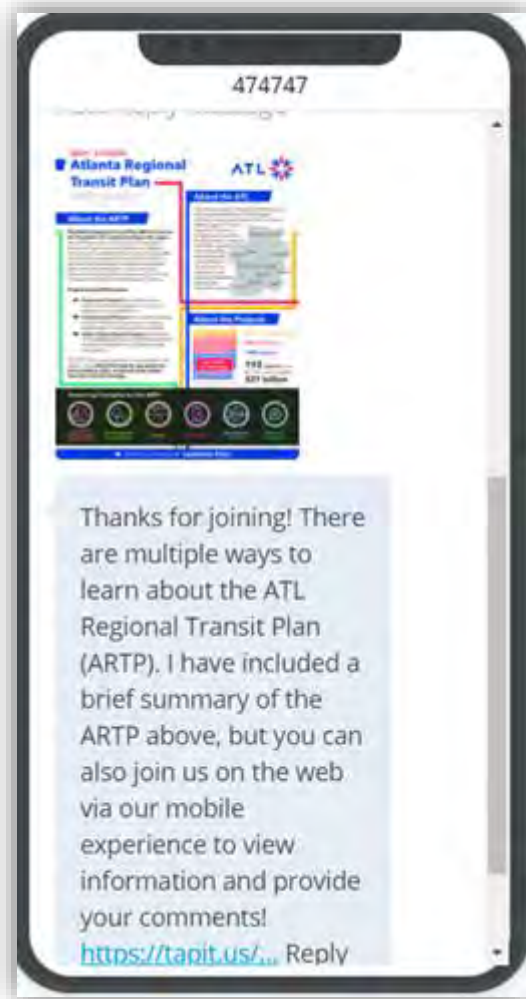
Improves transit reliability



Provides high capacity, high frequency or dedicated facility

Contact Us: Scott Haggard
(404)-893-2055
shaggard@srta.ga.gov

OPT-IN TEXT MESSAGE CAMPAIGN EXAMPLE



Your participation ensures that proposed projects create a connected, reliable, and accessible transit network for all. **Type VALUES, RESULTS, FUNDING** to learn **more** about different aspects of this year's plan!



SOCIAL MEDIA COMMUNICATIONS EXAMPLES

What's the
ATL
Regional
Transit Plan?



<https://atltransit.ga.gov/districtdownloads/>

ATL  ATLANTA-REGION
TRANSIT LINK
AUTHORITY

Learn about the
2020 ATL Regional Transit Plan
via our



District
Downloads

<https://atltransit.ga.gov/districtdownloads/>

ATL  ATLANTA-REGION
TRANSIT LINK
AUTHORITY

VIRTUAL PUBLIC OPEN HOUSE EXAMPLE



FAQs

Project
Fact Sheet



VIRTUAL OPEN HOUSE CONTENT

▶ Welcome

- ▶ Introduction video with voiceover
- ▶ FAQ Board

▶ What is the ATL?

▶ What is the ARTP?

- ▶ How Does the ARTP Fit in to Other Planning Efforts?

▶ Plan Schedule & Development

▶ Project Evaluation

- ▶ Framework & Results

▶ Plan Evaluation

- ▶ Framework & Results

▶ Funding

▶ Public Comment Station

VIRTUAL PUBLIC OPEN HOUSE EXAMPLE

01

Welcome to this virtual exhibition on plans for a below ground electricity substation on 'Zone L' of the Canada Water Masterplan.

British Land and UK Power Networks (UKPN) are bringing forward plans to deliver a new below ground electricity substation in Canada Water. The new substation is being introduced to meet the future electrical needs of the Masterplan, the wider local area, and to reinforce the electricity supply in other areas of the Borough.

A Reserved Matters Planning Application is being prepared for the substation within an area known as 'Zone L' of the Canada Water Masterplan and before we submit the application to Southwark Council we want to share the plans with you.

In this room you will find details of the proposals. We recommend that you start at board 2 to your right, and then follow the arrows around the room.

On the central table we also invite you to sign-in to receive project updates and to share your demographic details to ensure that we are reaching a representative cross-section of the local community. You can also view a comprehensive project Frequently Asked Questions booklet, send a comment or ask a question directly to the project team.

You can also find more information about the Canada Water Masterplan on our website, www.canadawatermasterplan.com

CANADA WATER
MASTERPLAN

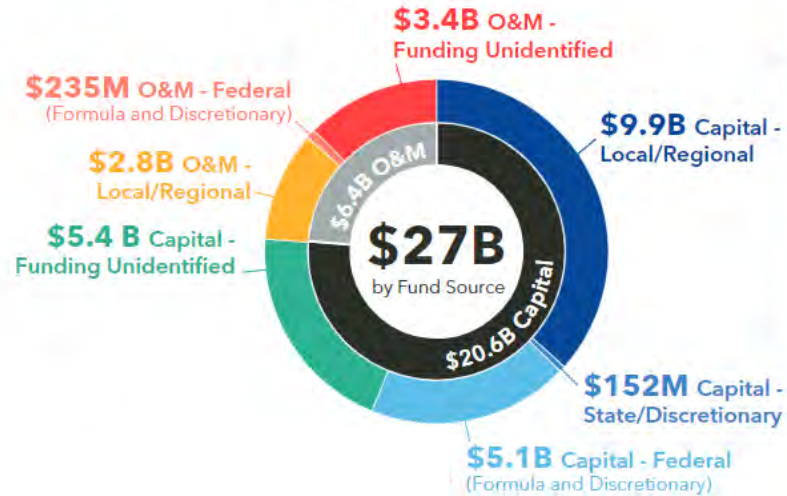


1. WELCOME TO THIS VIRTUAL EXHIBITION

VIRTUAL PUBLIC OPEN HOUSE EXAMPLE

ARTP Funding

Total Project Costs by Fund Source



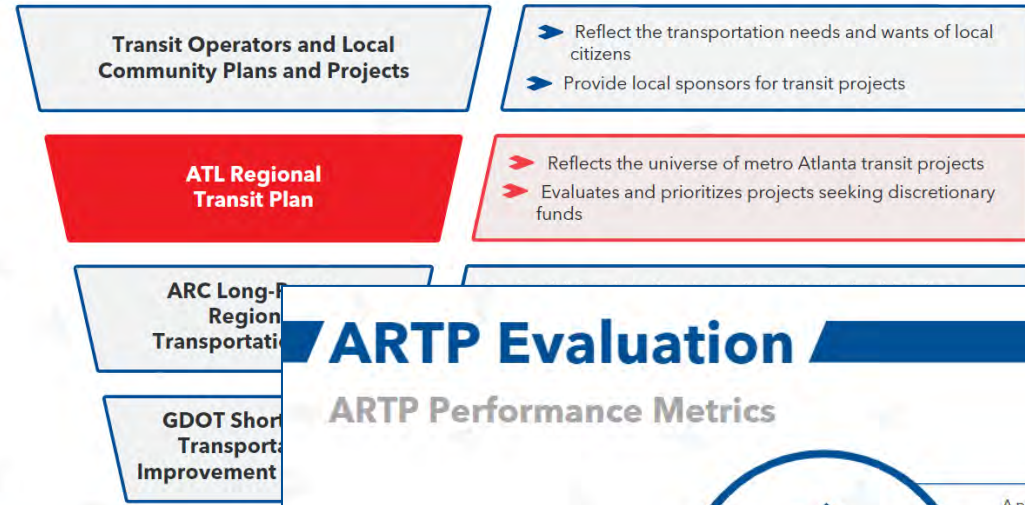
Summary following funding assumptions:

- > Federal Formula/Discretionary funding
- > State Formula/Discretionary funding
- > Local/regional funding
- > Funding unidentified

The ATL Regional Transit Plan

DRAFT - 8/19/2020

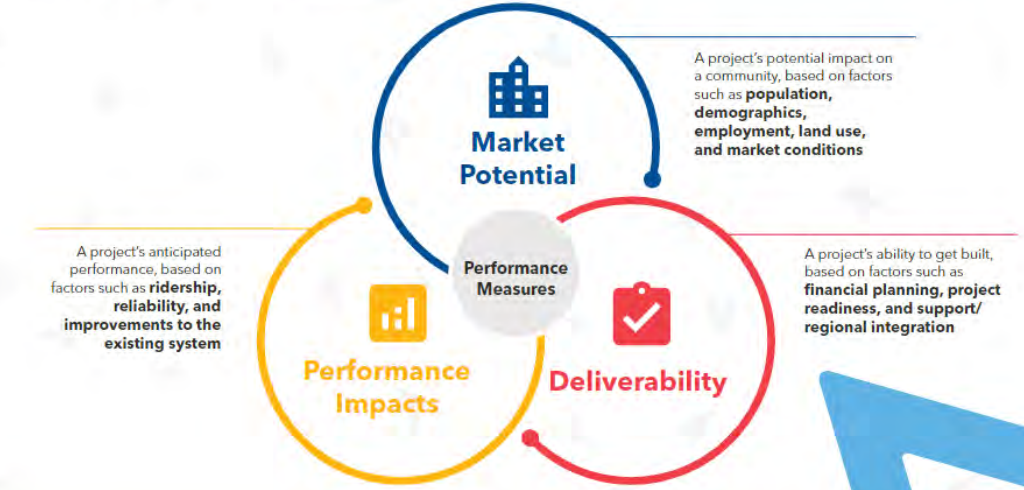
How Does the ARTP Connect Regional Planning Efforts?



ARTP Evaluation

DRAFT - 8/19/2020

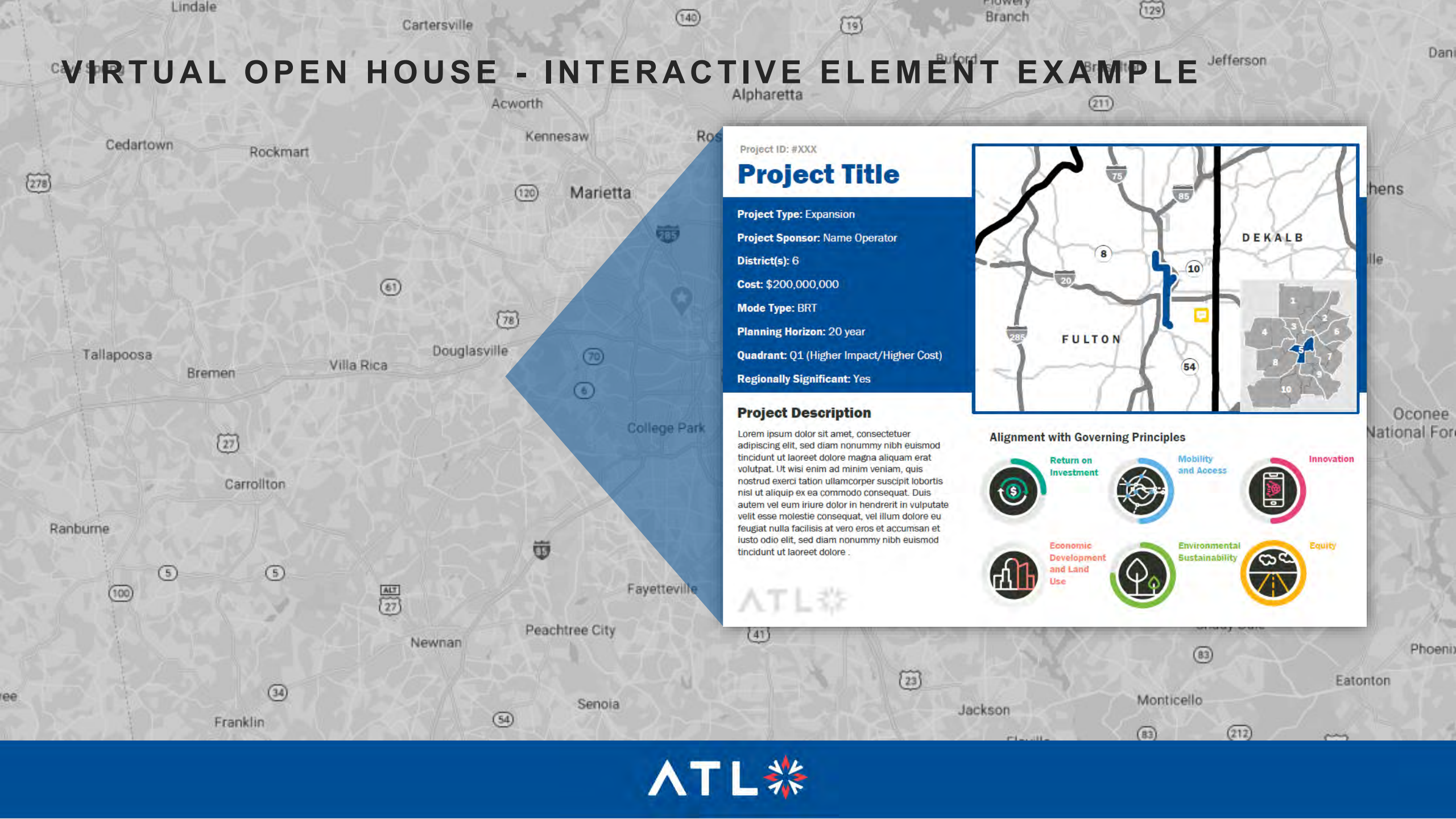
ARTP Performance Metrics



1. WELCOME TO THIS VIRTUAL EXHIBITION



VIRTUAL OPEN HOUSE - INTERACTIVE ELEMENT EXAMPLE



Project ID: #XXX

Project Title

Project Type: Expansion

Project Sponsor: Name Operator

District(s): 6

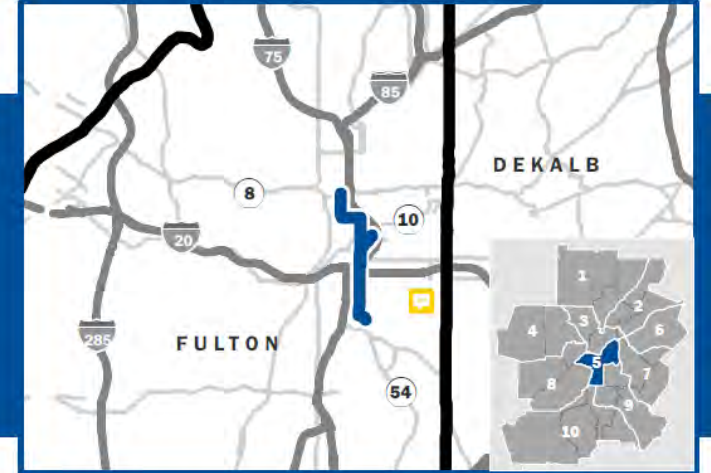
Cost: \$200,000,000

Mode Type: BRT

Planning Horizon: 20 year

Quadrant: Q1 (Higher Impact/Higher Cost)

Regionally Significant: Yes



Project Description

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Alignment with Governing Principles





Community Partners provided a Media Tool Kit for message distribution

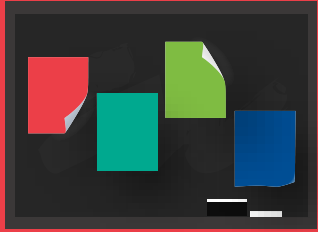
PARTNERS

Virtual public open house available through desktop and mobile experiences



ONLINE

Messaging provided to transit operators to display signage promoting participation at high ridership locations



TRANSIT SIGNAGE

Opt into text messages (SMS and MMS) to receive information right on your cellphone



TEXT MESSAGE

Ways to Learn & Participate

SOCIAL MEDIA

Message distribution through ATL and partner agency's social media



TRADITIONAL MEDIA

Information shared with newspapers, news stations, and other English and non-English media outlets



HOW ARE WE MEASURING ENGAGEMENT SUCCESS?

- ✔ ▶ Range of **advertising methods**
- ✔ ▶ **Geographic diversity** of informational materials
- ✔ ▶ Instances of **translating** materials
- ✔ ▶ Number of **interactions** with website, virtual open house, text campaign, voicemail box, and social media posts
- ✔ ▶ **Level of project support** noted through virtual open house comments, text campaign comments, voicemail box, and social media responses

SCHEDULE OF FUTURE ARTP UPDATES & ACTION ITEMS



Thank you

Questions



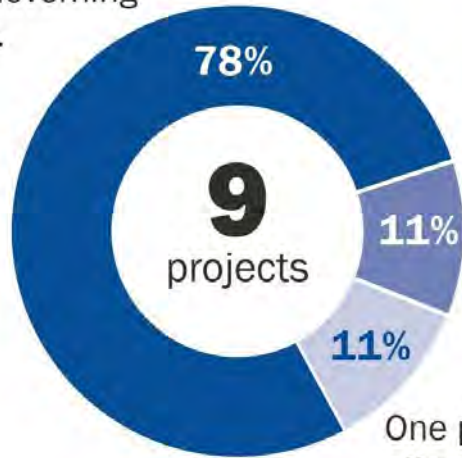
ATL FY 2022 BOND LIST RECOMMENDATION

Cain Williamson

September 3, 2020

Recommended Project List

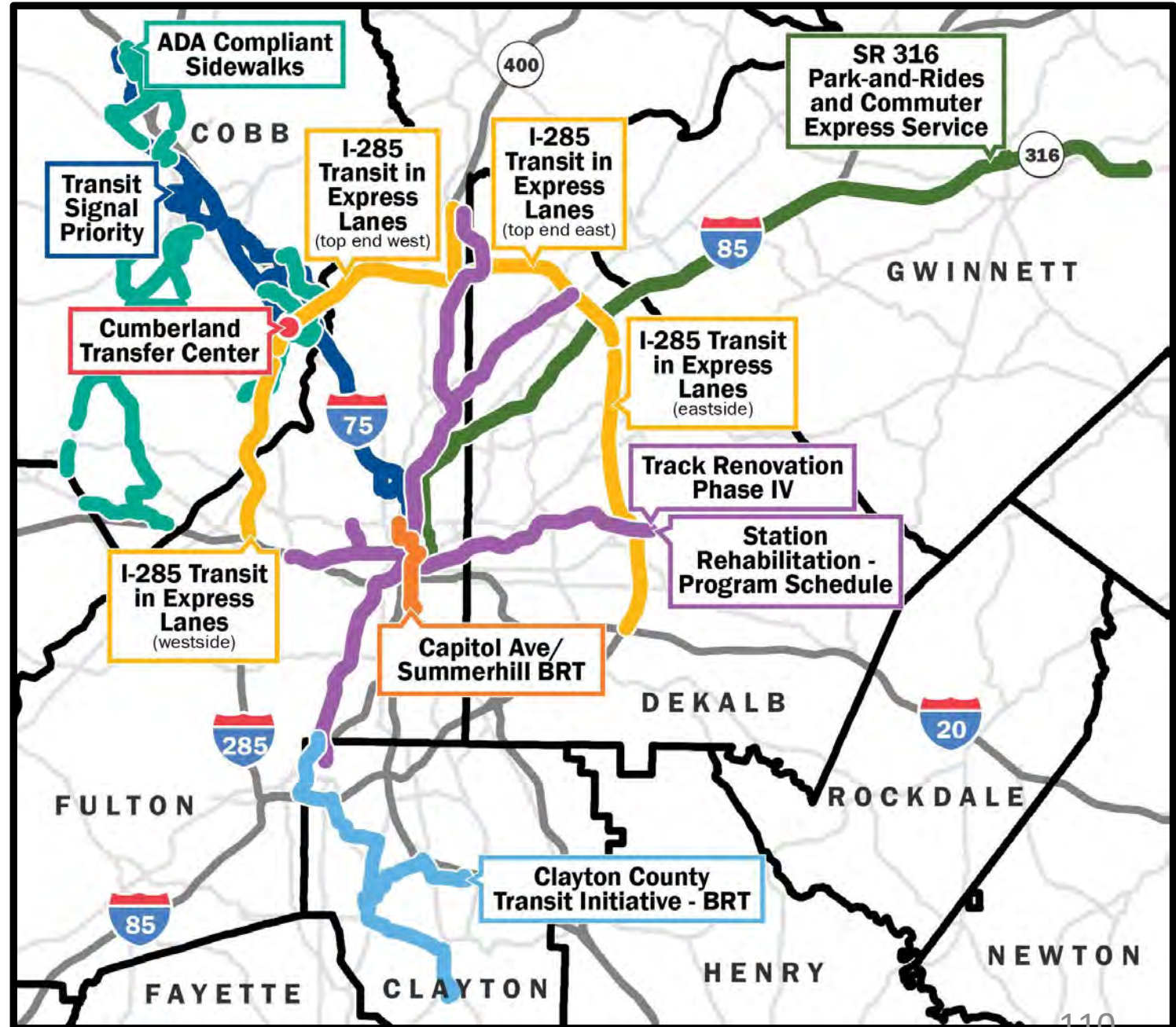
Seven projects are **strongly aligned** with ATL Governing Principles.



One project is **well aligned** with ATL Governing Principles.

One project is **aligned** with ATL Governing Principles.

- █ Tier 1: Strongly Aligned
- █ Tier 2: Well Aligned
- █ Tier 3: Aligned



ATL Bond Funding – Recommended Project List

Project Name	Sponsor	Description	Project Type	Quadrant	Total Capital Cost	Funding Phase	Est. Construction Start Date	Est. Project Completion Date
Capitol Ave/ Summerhill BRT	MARTA	BRT service from the Atlanta BeltLine on the south to the downtown core in the north.	Expansion	Q1: HI/LC	\$96M	Implementation	Q1 FY23	FY25
Clayton County Transit Initiative – BRT	MARTA	BRT along routes 191 and 196 connecting Hartsfield-Jackson Atlanta International Airport to Clayton County Justice Center.	Expansion	Q2a: HI/HC	\$375M	Design/ Engineering	Q3 FY23	FY27
I-285 Transit in Express Lanes	Various	High capacity transit from I-20 in DeKalb County, along the Top End of I-285 to I-20 in Cobb County with stations in Fulton County. Four segments correspond to the GDOT Express Lanes program.	Expansion	Q2a: HI/HC ¹	\$660M ¹	Design	Q3 FY23 ²	FY32 ³
Transit Signal Priority	CobbLinc	Transit signal priority on routes from City of Marietta to Cumberland CID/Town Center CID.	Enhancement	Q1: HI/LC	\$500K	Implementation	Q2 FY22	FY23
State Route 316 Park-and-Rides and Commuter Express Service	GCT	Expansion of commuter service to SR 316, with two new park-and-rides and new route.	Expansion	Q1: HI/LC	\$35.875M	Implementation	Q1 FY22	FY27
Cumberland Transfer Center	CobbLinc	Development of new Cumberland Mall Transfer Center.	Enhancement	Q1: HI/LC	\$50M	ROW/Design/ Potential P3	Q2 FY25	FY29
Track Renovation Phase IV	MARTA	Fourth phase of MARTA’s rail restoration efforts in restoring heavy rail lines as part of the Authority’s ongoing State of Good Repair work and systemwide upgrades.	State of Good Repair	Q1: HI/LC	\$205M	Implementation	Ongoing	FY27
Station Rehabilitation – Program Schedule	MARTA	Rehabilitation for all 38 stations, staged six or seven a year until complete.	State of Good Repair	Q2a: HI/HC	\$685M	Implementation	Ongoing	FY32
ADA Compliant Sidewalks	CobbLinc	Sidewalks, curbs, ramps, and crosswalk in compliance with the ADA, along CobbLinc local bus routes within unincorporated Cobb County.	State of Good Repair	Q2b: LI/LC	\$6.25M	Implementation	Q2 FY22	FY28

¹Does not include westside segment; ²Date aligns with planned GDOT I-285 Top End East construction start date. All other project segments construction dates follow I-285 Top End East segment.; ³Based on GDOT’s I-285 Express Lanes Schedule.

Thank you

Questions

AFC UPGRADE IMPLEMENTATION STRATEGY

Strategic Approach and Path Forward

Agenda



- AFC 2.0 Program Update
- Foundation Requirements
- High Level Roadmap



Automated Fare Collection (AFC) 2.0

A modern, state-of-the-art fare collection system to enhance customer experience, optimize agency operations and reduce costs.

AFC 2.0 Program Update

- ✓ Established Steering Committee
- ✓ Developed Guiding Principles
- ✓ Researched Industry Trends
- ✓ Investigated Transit Agency Trends
- ✓ Created Draft Five Year Roadmap
- ✓ Partner on ATL Regional Fare Policy & Mobile Trip Planning App



8 Guiding Principles



1. Maintain or improve the farebox recovery ratio
2. Create an equitable fare policy through system design
3. Enhance the customer experience through system design
4. Fare system that supports rail and bus operational efficiencies
5. Reduce the capital, operations and maintenance costs of the fare collection system
6. Support and encourage regional trips through system design
7. Interoperable with regional partners and transportation network companies
8. Consider and prepare for MARTA's future (e.g. new modes of service)

Foundation Requirements - Customers



- ✓ Account-based system
- ✓ Customer self-service
- ✓ Open payment acceptance
- ✓ Fare capping
- ✓ Virtual Breeze card
- ✓ Retail network integration



Foundation Requirements - Operations



- ✓ Integration with other MARTA systems (i.e. parking)
- ✓ Integration with current and potential regional partners
- ✓ Integrated Transit Management Association functions

Foundation Requirements – Costs



- ✓ Offboard fare payments and all door validators
- ✓ Proof of Payment systems
- ✓ Reduce and simplify TVMs
- ✓ Reduce cash while providing equity to all customers
- ✓ Upgrade faregates rather than replacing



AFC 2.0 Roadmap



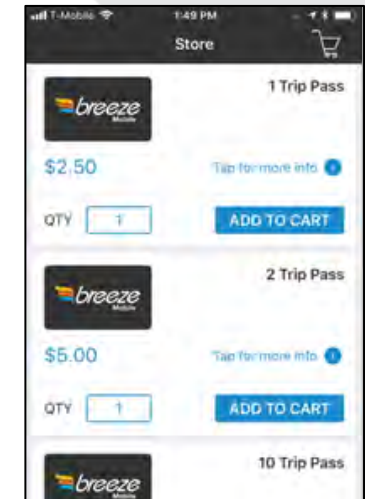
- Breeze Mobile 1.0
- RFP for AFC 2.0
- Business Process Review
- Review / upgrade network communications



- Virtual Breeze Card
- Open Payments Accepted
- Breeze Mobile 2.0



- Summerhill Bus Rapid Transit Begins
- Replace fareboxes
- Launch TMA business website
- Remaining customer migration



- Award AFC 2.0 contract
- Design review for new system
- Upgrade faregates for SOGR
- Adjust fare policy



- Account based system available
- New hardware installation
- Retail network available
- Breeze Card 2.0



- AFC 2.0 Revenue service acceptance
- Prepare for BRT/LRT expansions
 - Platform validators
 - Rear Door boarding

marta

DISCUSSION





REGIONAL TRANSIT PLANNING COMMITTEE

September 3, 2020