Xpress Operations Committee Meeting
Thursday, September 3, 2020
Proposed Agenda

I. Call to Order – Howard Mosby, Chair
II. Approval of the Meeting Minutes for July 2, 2020
III. Approval of the Agenda for September 3, 2020
IV. Xpress Performance Report – Jamie Fischer
V. Xpress Transit Operations RFP Overview – Gail Franklin
VI. Xpress Fare Changes – Dionne Kirksey
VII. Title VI – Fixed Route Requirements Overview – Parker Martin
VIII. Adjourn
XPRESS SYSTEM PERFORMANCE

► Ridership Productivity
  • COVID Monitoring Detail

► System Reliability
  • On Time Performance Update

► Recent Customer Feedback
  • Comments and Complaints
XPRESS RIDERSHIP| COVID-19

Average Daily Boardings by Month

- CY 2019
- CY 2020

Percent of Normal by Week
COVID Monitoring Period

Average Daily Boardings by Month

- Jan: 7,954
- Feb: 4,034
- Mar: 475
- Apr: 683

Percent of Normal by Week

- 9-Mar: 90%
- 16-Mar: 25%
- 6-Apr: 6%
- 11-May: 7%
- 15-Jun: 8%
- 20-Jul: 9%
► Changes to travel behavior have varied across the Atlanta region.

► Routes and trip times with the highest ridership are currently in the East and South.

► Maximum capacity is currently set at 26 passengers.
The most common reason customers give for riding Xpress is “to avoid traffic.”

On-time performance is best…

- In the morning, when traffic is more consistent
- At the first point pick-up stop (contractors held to 85%)
- For routes that can use the Georgia Express Lanes
XPRESS CUSTOMER FEEDBACK

Recent Feedback
► Fewer than 3 complaints per 1,000 boardings July 2020
  • Includes complaints from customers and observers

► Grateful customers who can still get to work during COVID-19.

► Questions about COVID precautions and differing opinions regarding mask wearing.

► Most Common Complaints in July:
  • On time performance
  • Operator behavior & driving
Thank You!
Questions?
Xpress Transit Operations Request for Proposal (RFP)

ATL Operations Committee
Gail Franklin
September 3, 2020
The Atlanta-region Transit Link Authority (ATL) along with the Gwinnett County Board of Commissioners will request competitive sealed proposals from qualified firms to provide Transit System Operations and Maintenance Services.

- **ATL Xpress System**
  - 25 commuter fixed routes
  - North and South Ops Facilities

- **The Gwinnett County Transit System**
  - 4 commuter fixed routes,
  - 1 reverse commute fixed route,
  - 7 Fixed Route Local routes with complimentary ADA Paratransit service
  - Future micro transit service
  - North Ops Facility
  - Park and Ride Lots
**TYPE AND TERM OF CONTRACT**

► Joint Procurement, but Individual Contracts with the Successful Proposer for a Turnkey contract

- The Contract is for an initial term of three (3) years with the option of renewing the Contract for up to two (2), one-year renewal periods.

- The initial price proposal submitted in response to this solicitation will remain in effect in the event ATL and the County exercise any renewal options.

- Any Contract renewals shall be at the sole discretion of ATL and the County and shall be made in writing and executed by both parties.

► Federal Participation

- Financed in part by funds from the United States Department of Transportation (USDOT) as awarded through programs of its operating administrations, including the Federal Transit Administration (FTA).

- FTA requirements governing the use of federal funds are in effect.

► The ATL’s Agency Disadvantage Business Enterprise Participation goal of 9.62% is stated in the Contract.

► Estimated Annual Contract Expenditure Amount: $13,000,000
## SCOPE OF WORK

<table>
<thead>
<tr>
<th></th>
<th>Operations Contract</th>
<th>ATL</th>
<th>Other Contract(s)</th>
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<tbody>
<tr>
<td>Labor</td>
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<tr>
<td>Maintenance</td>
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<tr>
<td>Parts</td>
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<tr>
<td>South Ops Facility Maint/Management*</td>
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<td>X</td>
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<tr>
<td>Technology*</td>
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<td>Tools</td>
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<td>Cleaning</td>
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<tr>
<td>Safety*</td>
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<tr>
<td>Construction*</td>
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<tr>
<td>P&amp;R Lots (Utilities, Landscape, Maintenance)</td>
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<td>X</td>
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<tr>
<td>QA/QC*</td>
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<tr>
<td>Shelters and Signage</td>
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<td>Performance Reporting</td>
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<tr>
<td>Compliance*</td>
<td>X</td>
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<td>Education and Marketing</td>
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<tr>
<td>Drug and Alcohol*</td>
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<tr>
<td>Customer Service</td>
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* Denotes shared responsibility
Key Solicitation Schedule Dates

► Issue date | September 1, 2020
► Proposal due date | November 16, 2020 (2:00 PM)
► Anticipated Notice of intent to award | December 2020
► Anticipated contract award | January 2021
► Anticipated service start date | July 1, 2021
Questions
A Regional Transit Operator within the ATL

XPRESS FARE CHANGES

Dionne Kirksey
September 3, 2020
PURPOSE OF XPRESS FARE CHANGE

► To migrate the fare structure for Cobb County operated Xpress routes, from CobbLinc fare structure to Xpress blue zone fare structure (Routes 476 and 480)

► To address the discrepancies in Green/Blue Zone assignments for another route in NWC (Route 483)

► To standardize fare zones for routes operated out of the same Park and Ride Lot (Route 480 & 483)

► With these changes, the Xpress fare structure in Cobb County will mirror the current Xpress fare structure in Gwinnett County.

<table>
<thead>
<tr>
<th>Fare Product</th>
<th>Blue Zone</th>
<th>Green Zone</th>
<th>CobbLinc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Trip</td>
<td>$ 4.00</td>
<td>$ 3.00</td>
<td>$ 5.00</td>
</tr>
<tr>
<td>Return Trip</td>
<td>$ 7.00</td>
<td>$ 5.00</td>
<td>$ 10.00</td>
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<tr>
<td>10 Trip</td>
<td>$ 35.00</td>
<td>$ 25.00</td>
<td>$ 32.50*</td>
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<tr>
<td>Monthly Pass</td>
<td>$ 125.00</td>
<td>$ 100.00</td>
<td>$ 125.00</td>
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</table>

*Normalized from Cobb 20 trip fare
CURRENT FARE STRUCTURE

Pink - CobbLinc fare structure

Blue - Xpress Blue Zone fare structure

Green - Xpress Green Zone fare
NEW FARE STRUCTURE

Blue - Xpress Blue Zone fare structure
RESULTS

Fare Change Equity Analysis

► Based on the demographic analysis of riders who will be impacted by the proposed fare change, the results do not indicate that there will be a disparate impact to minority riders, nor will the proposed changes disproportionately burden low-income riders.

Public Comment Period

► The 30-day public comment period yielded 24 comments:
  - 22 via the online form
  - 1 comment at the public hearing
  - 1 comment via email
CONCLUSION

► The SRTA Board approved the Xpress Fare Changes on June 23, 2020.

- Changing the Cobb-operated routes 476 and 480 from CobbLinc fares to the Xpress Blue Zone fares

- Changing routes 483 and 490 that are operated from the Woodstock Park and Ride lot from Xpress Green Zone fare to the Xpress Blue Zone fare

► Implementation has been delayed due to COVID-19

► Fare changes will be effective January 1, 2021
Title VI Overview

- Title VI prohibits discrimination on the basis of race, color, or national origin per Civil Rights Act of 1964

- Fixed-Route transit providers required to approve and adopt additional components of Title VI Program:
  - Service Standards and Policies
  - Title VI Thresholds for determining impacts to minority and low-income riders
  - Major Service Change and Fare Change Policies
Service Standards and Policies

- Service Availability
- Distribution of Transit Amenities
- Vehicle Assignment
- On-Time Performance
- Route and Trip Productivity
  - Passengers per Trip
  - Farebox Recovery
  - Maximum Vehicle Load
- Vehicle Headways
Title VI Thresholds, Defined by and for Xpress

• **Minority Route**
  • Any route that has a percentage of minority riders at least 15 percentage points greater than the percent minority ridership for all of Xpress

• **Low Income Route**
  • Any route in which the percentage of low-income riders is at least 3 percentage points greater than the percent of low-income ridership for all of Xpress

<table>
<thead>
<tr>
<th>Minority Routes</th>
<th>Low Income Routes</th>
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</thead>
<tbody>
<tr>
<td>408</td>
<td>408</td>
</tr>
<tr>
<td>423</td>
<td>419</td>
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<td>426</td>
<td>426</td>
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<td>428</td>
<td>442</td>
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<td>441</td>
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*Based on results of Xpress Onboard Survey conducted in Spring 2018*
Major Service Change and Fare Change Policies

**Major Service Change**
- Addition of a new route
- Deletion of existing route
- Change to route that increases/decreases revenue hours by at least 25%

**Fare Change**
- Any change to fares, fare policy, and fare media

**Proposed changes require public comment period, equity analysis, and Board approval**

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<table>
<thead>
<tr>
<th>Product</th>
<th>Xpress Green Zone</th>
<th>Xpress Blue Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Way</td>
<td>$3</td>
<td>$4</td>
</tr>
<tr>
<td>Round-Trip</td>
<td>$5</td>
<td>$7</td>
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<td>10-Trip</td>
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<td>$35</td>
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<tr>
<td>31-Day</td>
<td>$100</td>
<td>$125</td>
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Required Board and Committee Actions

► Approve and adopt Title VI Program, at least once every three years; and any changes to Title VI policies (action by administrative committee)

► Approve proposed major service changes

► Approve proposed fare changes

► Approve results of service standards monitoring, at least once every three years
QUESTIONS?