



REGIONAL TRANSIT PLANNING COMMITTEE

November 5, 2020

Regional Transit Planning Committee Meeting

Thursday, November 5, 2020

Proposed Agenda

- I. Call to Order – Charlie Sutlive, Chair
- II. Approval of the Meeting Minutes for September 3, 2020
- III. Approval of the Agenda for November 5, 2020
- IV. ARC Transportation Air Quality Committee Update – Paul Radford
- V. Draft ATL Regional Transit Plan (ARTP) Update – Aileen Daney
- VI. Final Annual Report and Audit (ARA) Presentation – Aileen Daney
- VII. Planning Work Program for 2021 and 2022 – Cain Williamson
- VIII. Adjourn



ARC Transportation Air Quality Committee Update



2020 ARTP UPDATE

Aileen Daney

November 5, 2020

AGENDA

- ▶ Overview of Schedule
- ▶ District Downloads Summary
- ▶ Draft ARTP Document Content
- ▶ 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												



District Downloads Summary



Environmental Justice and Community Partners will be provided a Media Tool Kit for message distribution

PARTNERS

3D Virtual Public Open House available through desktop and mobile experiences

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



ONLINE

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

Text "ATLTransit" to 474747



TEXT MESSAGE

TRADITIONAL MEDIA

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



SOCIAL MEDIA

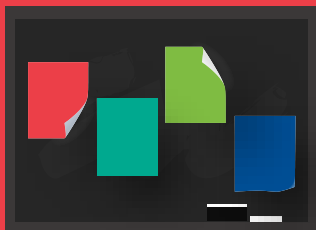
Message distribution thru ATL and Coordinating Agency Social Media sites

#ATLTransitPlan
#PublicComment



Messaging provided to Transit Operators to display signage promoting participation at high ridership locations

TRANSIT SIGNAGE



Ways to Learn & Participate

Sept 18 – Oct 23

DISTRICT DOWNLOADS BY THE NUMBERS

1,523
Virtual Open House visitors



6,100
Reached via paid social media campaign



16,000+
Business leaders reached via partner communications



94 & 21
Public & elected official participants



75
Regional partners engaged via tool kit



31
Comments received



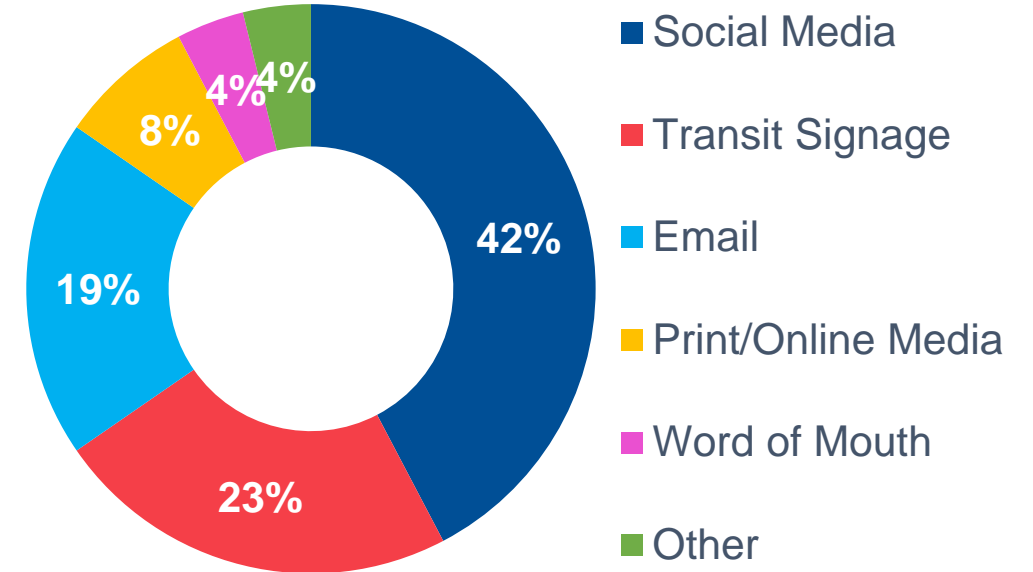
29
Social media mentions by regional partners & local officials



5
Media placements (AJC, Saporta Report)

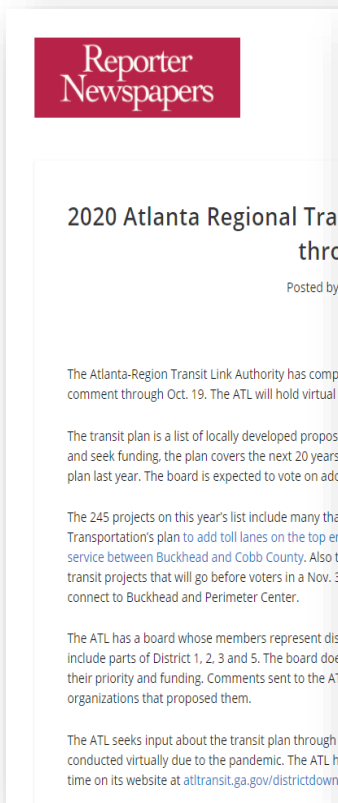


How did you hear about the District Downloads?



DISTRICT DOWNLOADS IN THE MEDIA

Print/Online Media



Reporter Newspapers

2020 Atlanta Regional Transit Link Authority seeks public input on Regional Transit Plan

Posted by [Name]

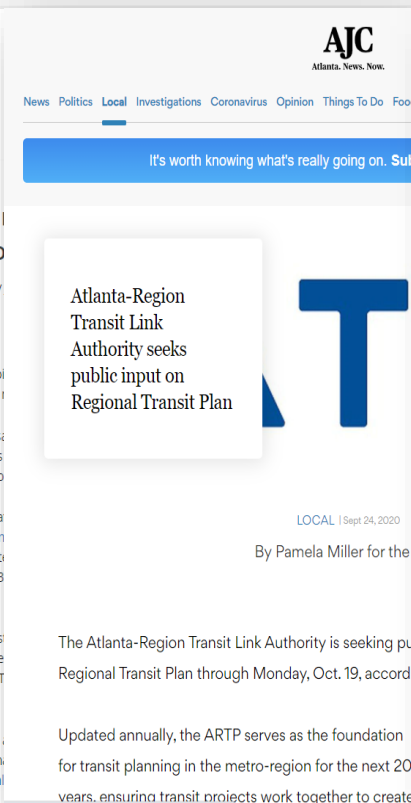
The Atlanta-Region Transit Link Authority has completed its public comment period through Oct. 19. The ATL will hold virtual public hearings to receive feedback on the draft ATL Regional Transit Plan (ARTP) through Oct. 23.

The transit plan is a list of locally developed proposals and seek funding, the plan covers the next 20 years and plan last year. The board is expected to vote on adoption of the plan.

The 245 projects on this year's list include many that are part of the Transportation's plan to add toll lanes on the top end of the service between Buckhead and Cobb County. Also included are transit projects that will go before voters in a Nov. 3 ballot measure to connect to Buckhead and Perimeter Center.

The ATL has a board whose members represent districts include parts of District 1, 2, 3 and 5. The board does not have their priority and funding. Comments sent to the ATL website at atltransit.ga.gov/districtdownloads.

Updated annually, the ARTP serves as the foundation for transit planning in the metro-region for the next 20 years, ensuring transit projects work together to create a comprehensive transit system.



AJC Atlanta News Now

ATL seeks public input on \$29 billion transit wish list

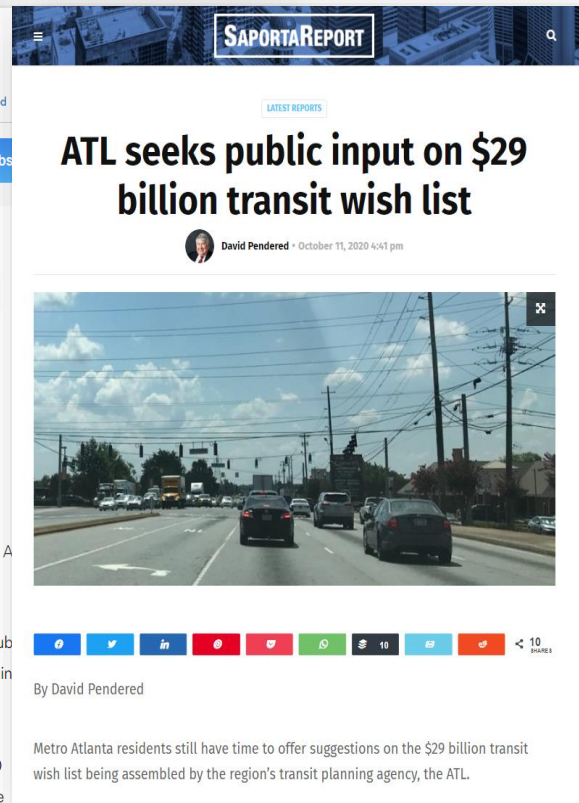
By David Pendered • October 11, 2020 4:41 pm

LOCAL | Sept 24, 2020

By Pamela Miller for the Atlanta Journal-Constitution

The Atlanta-Region Transit Link Authority is seeking public input on its draft 2020 Atlanta Regional Transit Plan (ARTP) through Monday, Oct. 19, according to a statement from the agency.

Updated annually, the ARTP serves as the foundation for transit planning in the metro-region for the next 20 years, ensuring transit projects work together to create a comprehensive transit system.



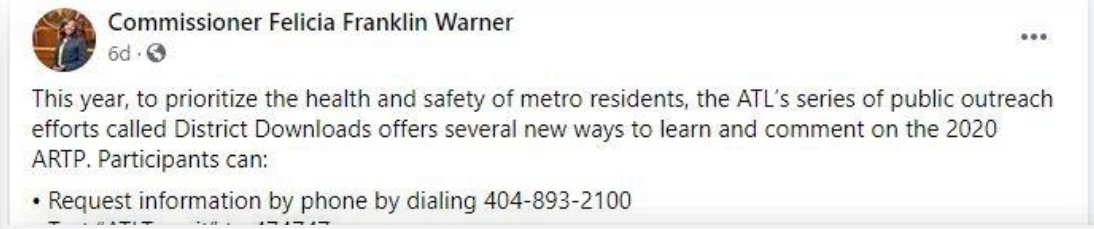
SAPORTAREPORT

ATL seeks public input on \$29 billion transit wish list

By David Pendered • October 11, 2020 4:41 pm

Metro Atlanta residents still have time to offer suggestions on the \$29 billion transit wish list being assembled by the region's transit planning agency, the ATL.

Social Media

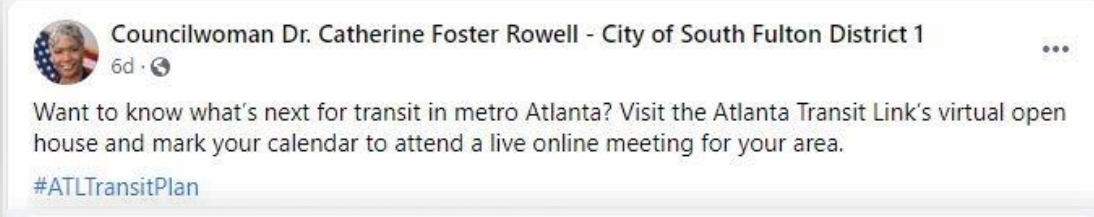


Commissioner Felicia Franklin Warner

6d · 🌐

This year, to prioritize the health and safety of metro residents, the ATL's series of public outreach efforts called District Downloads offers several new ways to learn and comment on the 2020 ARTP. Participants can:

- Request information by phone by dialing 404-893-2100




Councilwoman Dr. Catherine Foster Rowell - City of South Fulton District 1

6d · 🌐

Want to know what's next for transit in metro Atlanta? Visit the Atlanta Transit Link's virtual open house and mark your calendar to attend a live online meeting for your area.


#ATLTransitPlan



Gateway85 Gwinnett CID

October 6 at 3:00 PM · 🌐

The ATL is seeking public input on the 2020 ATL Regional Transit Plan



PEDS

Yesterday at 7:20 AM · 🌐

The Atlanta-Region Transit Link Authority (ATL) has been receiving public comment on its 2020 draft ATL Regional Transit Plan (ARTP) for the last few weeks and has now extended the deadline for comments to this Friday, October 23rd.

The ARTP serves as the foundation for all transit plans in Atlanta and our community's engagement early in the process ensures a regionally connected transit system that connects all of metro Atlanta.



DISTRICT DOWNLOADS COMMENTS – ELECTED OFFICIALS



“ The ATL board means so much to me, to make sure that every member of our community has the means to get around, to apply for jobs, to find housing. **So the work you guys are doing is incredibly important.** And thank you for keeping an eye on that while the world is changing so rapidly.

– ***State Rep. Beth Moore***



This is all about connectivity, and what the entire ATL team is doing along with the leadership is simply amazing.

– ***Vince Williams,
Mayor of Union City***



As we think about the metropolitan transportation framework, I'm just **really excited to be part of this conversation** and have the public have an opportunity to weigh in on regional transit plans.

– ***Amir Farokhi,
Atlanta City Council Member***





- General
- Mode-Specific
- Supportive of Transit
- Plan Process
- Project-Specific
- Supportive of ARTP





Draft ARTP Document Content

ARTP 2020 DOCUMENT OUTLINE – Part 1



Governing Principles



Return on Investment

Ensures that project financing plans are feasible, sound, and promotes cost-efficient alternative for new or enhanced service that enable regional economic opportunity and growth.



Mobility and Access

Connects population centers, employment, and recreation, using cross-jurisdictional services to create regional connectivity.



Innovation

Uses technology and innovative solutions to improve rider experience, fare collection, cost savings, and integration with transit alternatives.



Equity

Provides new or expanded service between low- and moderate-income areas to improve connectivity and focus on investments that better enable people to meet their day-to-day needs.



Environmental Sustainability

Offers new or enhanced services as alternatives to single occupancy vehicle personal vehicles and promoting the use of alternative fuels to build environmentally sustainable communities.



Economic Development and Land Use

Regional development and growth objectives. Enhances connectivity and creates access to employment and activity centers throughout the Atlanta region.

DRAFT

About the ATL

Governing Structure and Board Makeup

The ATL was created in 2018 by the Georgia General Assembly to serve as the primary transit planning, funding, and policy oversight body for the Atlanta region. The ATL planning area covers the thirteen-county Atlanta region and is comprised of ten transit districts. District boundaries were intentionally drawn to extend across county boundaries to foster proactive transit planning and coordination activities that advance a more seamless, regional transit network.

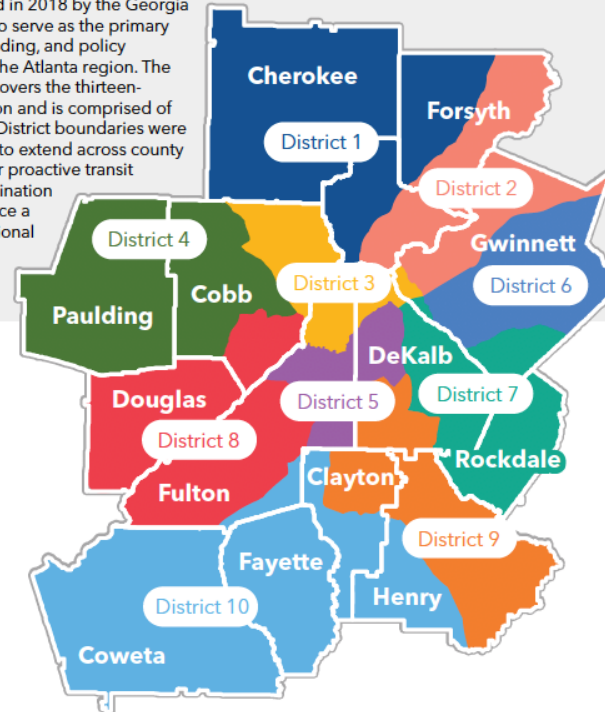


Figure 1: ATL Districts Map

► Welcome Letter

► Preface

Transit Planning in the Atlanta Region

► About the ATL

What does the ATL do? Who makes up the ATL?

► Introduction

What is the ARTP?

ARTP 2020 DOCUMENT OUTLINE – Part 2



Innovation

Uses innovative solutions to improve rider experience, fare collection, cost savings, integration with transit alternatives and more.

Investment in the 245 proposed projects result in...



34%

projects with advanced transit design such as dedicated lanes, partnerships with managed lanes, or design centered around transit access



61%

projects with technological elements such as hazard detection systems or on-board cameras to enhance passenger safety



57%

projects with technology enhancements such as real time location and arrival times

27%



projects with a transit signal priority element, allowing buses to move more quickly and reliably through traffic

DRAFT



- Plan Development and Evaluation Processes
- Project-Level Evaluation Results
- Plan-Level Evaluation Results



ARTP 2020 DOCUMENT OUTLINE – Part 3

Summary of Public Outreach

The project team sought input and provided opportunities to participate in the ARTP planning process through engagement with the general public, community groups, essential workers, transit-dependent users, and other interested parties.

Outreach strategies were designed with the Centers for Disease Control (CDC) guidelines in mind due to the COVID-19 pandemic.

The following stakeholder and public involvement activities were conducted:



Online Presence
including website and social media

Virtual Public Information Open House

To provide inclusive and ample opportunity for stakeholders and the general public to participate in the 2020 ARTP, the project team developed a virtual public information open house environment, replicating an in-person meeting experience. The online experience allowed participants to view and interact with informative displays, guiding a person's view through the ARTP process and outcomes, and provide an opportunity to leave a formal public comment. Virtual displays and visuals were developed with consideration to those with limited sight and reading comprehension levels. Additionally, all materials were available outside of the virtual experience on the ATL's website to ensure web browser readability in compliance with ADA guidelines. A copy of project collateral utilized to advertise and within the virtual open house are available in Appendix XX.

The Virtual public Information Open House was viewed 1,055 times during the engagement period. Additionally, 19 comments were electronically submitted via website and corresponding text message campaign.

Virtual Meetings

An online meeting platform was utilized to further provide a comparable experience as an in-person open house experience; meetings provided an opportunity for members of the public to receive information in an easy-to-understand format. The six virtual meetings allowed participants to learn about the ARTP, understand projects in their area, ask staff questions, and provide feedback. An audio-only version of the meeting was also made available for those with limited internet access to participate. Additionally, a recorded meeting was translated and made available on the ATL's website to view upon conclusion of the meeting series.

Public Notifications

Notification for the virtual open house and online meetings was comprehensive in scope and included project notifications distribution through the ATL's existing website and social media channels, press releases, transit station signage, as well as through communication efforts by partnering agencies and community organizations. Formal announcements also included invitations to local officials and members of the ATL's Board, as well as posts in the local newspapers.

DRAFT

Stakeholder Outreach



Figure 31: Image of Virtual Room

Text Messaging

The public was provided an opportunity to participate in the ARTP Open House and comment period by sending a keyword text message to an advertised phone number. Through this opt-in messaging campaign, individuals were able to view project visuals and descriptions of the ARTP via cellular text messaging. Participants were also able to leave a public comment on the ARTP.

Providing a texting messaging option created the opportunity to garner additional participation from the general public and provided a channel for those without access to internet or broadband service. Additionally, utilizing the accessibility features native to cell phone devices will allow individuals who may be blind, with low vision, or are hearing-impaired to participate equally in the open house.

Social Media

The project team utilized the ATL's existing social media tools such as Facebook and Twitter to garner interest in the District Downloads. The project team created social posts and paid advertisements to disperse project information. Content included notification of virtual meetings, virtual displays, and availability of documents. Comments left by the public on social media were considered an official comment through the use of specially promoted hashtags: #PublicComment; #ATLTransitPlan. Additionally, a media kit was provided to partner and community organizations, providing sample social media content for dissemination.



Figure 32: Social Media Post

- Funding Portfolio
- Stakeholder Outreach
- Moving Forward

ARTP 2020 DOCUMENT OUTLINE – Part 4



Project ID: #7

MARTA West Line High Capacity Transit

Project Sponsor: City of Atlanta

Project Type: Expansion

Mode Type: Heavy Rail/Bus Rapid Transit

Capital Cost: \$250,000,000

O&M Cost: \$33,600,000

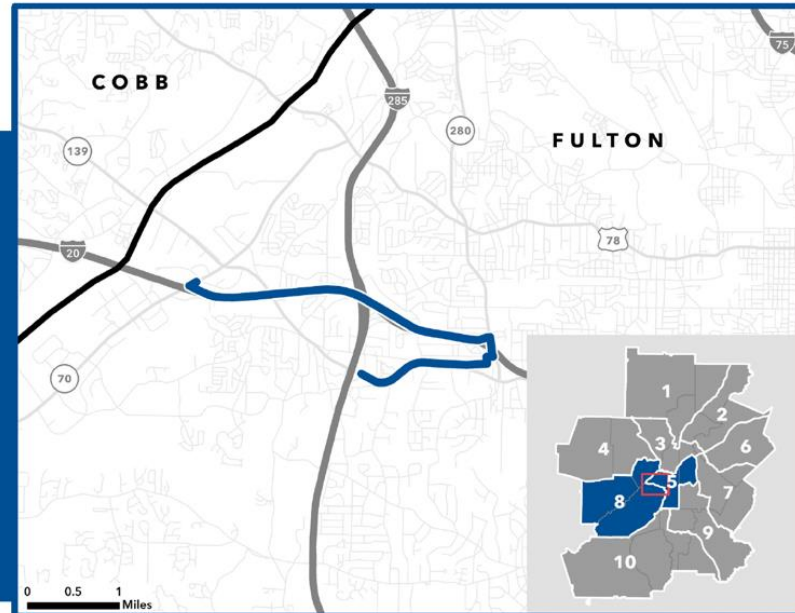
District(s): 5,8

Quadrant: 2a: High Impact/High Cost

Regionally Significant: Yes

Planning Horizon: Undetermined

DRAFT



Project Description

The MARTA Board adopted a Locally Preferred Alternative (LPA), which features a heavy rail extension to the interchange of Martin Luther King, Jr. Drive and I-285 and a Bus Rapid Transit (BRT) segment along I-20 to Fulton Industrial Boulevard. The DEIS was submitted to the FTA for review in March 2005. Three transit stations are included as part of the alternative (two BRT stations and one heavy rail station). The next steps include developing a phasing strategy for the BRT and heavy rail segments. This will involve working with Georgia Department of Transportation to prepare a joint Environmental Impact Statement (EIS). The previous DEIS work completed by MARTA will be incorporated into this effort as necessary.

Alignment with Governing Principles



Return on Investment



Mobility and Access



Innovation



Economic Development and Land Use



Environmental



Equity

► Appendices

- A. Project Level Analysis Methodology
- B. Plan Level Analysis Methodology
- C. District Level Maps
- D. Project Lists by Project Sponsor
- E. Project Fact Sheets
- F. Stakeholder Outreach Communications Materials
- G. ATL Branding

EXECUTIVE SUMMARY UPDATE

- ▶ **Goal:** To create a graphics forward and succinct scrolling story that guides readers through key components of the 2020 ARTP
- ▶ **Key Content**
 1. Introduction to the ATL & the ARTP
 2. Snapshot of Submitted Projects
 3. Summary of Regional Significance and Relative Cost to Impact Evaluation Results
 4. Summary of Plan-Level Evaluation Results
 5. Overview of Funding the Plan
 6. Snapshot of District Downloads
 7. Moving Forward





Next Steps



SCHEDULE OF FUTURE ARTP UPDATES & ACTION ITEMS

NOVEMBER 23



- ▶ ATL staff shares ARTP Document with ATL Board

DECEMBER 3

Board Meeting



- ▶ Present final 2020 ARTP Update Document (Action Item)



ANNUAL REPORT AND AUDIT UPDATE

Aileen Daney

November 5, 2020

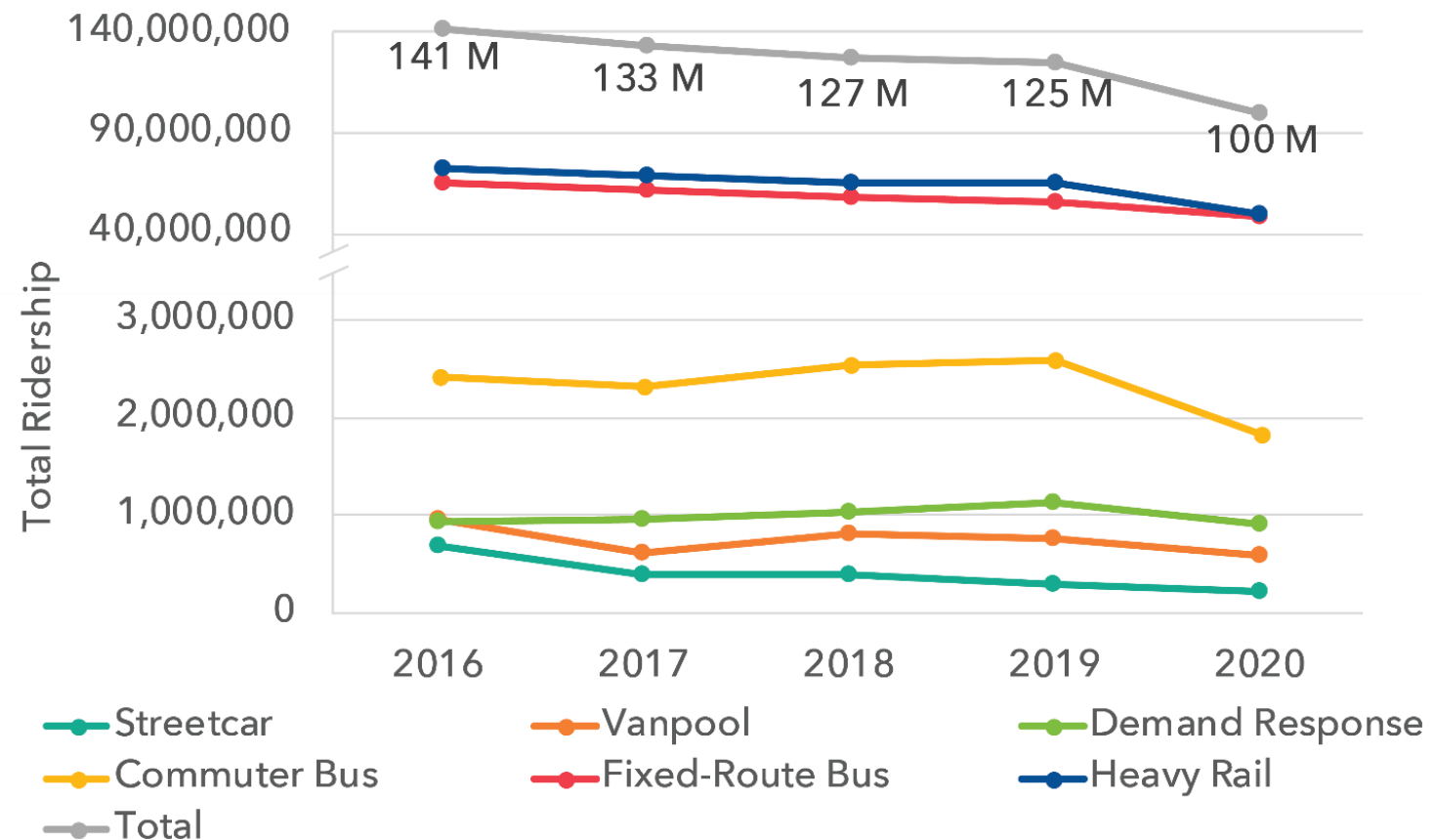
AGENDA

- ▶ Review of Key Performance Indicator (KPI) Findings
- ▶ Additional Content in the ARA
- ▶ Looking Ahead

COVID KEY PERFORMANCE INDICATOR FINDINGS

NOTE: COVID REPRESENTS 25% OF REPORT TIME PERIOD

- > Total transit **ridership declined 29%** from 2016 – 2020
- > Ridership declined across all modes largely between 2019 and 2020 **due to the pandemic**
- > **Fixed-route bus ridership was the steadiest**, with a decline of only about 13 percent



COVID KEY PERFORMANCE INDICATOR FINDINGS

- > Transit provides access for workers that must be **physically present** to perform their jobs
- > Many transit commuters perform **essential functions that keep the economy and society going**. Transit continued to provide access for these frontline workers to make sure they can reach their jobs safely, benefitting the public at large.

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- > Regardless of how telecommuting plays out in the recovery, **transit continues to serve frontline workers** who need to be physically present to perform their jobs
- > Providing safe and affordable transit access to frontline workers is also a **matter of equity and racial justice**.

ECONOMIC IMPACT OF TRANSIT AGENCY EXPENDITURES



Activity Directly Supported

Transit agencies employ workers, pay them wages, and invest in equipment and supplies

- > Majority (61%) of operating expenditures cover costs allocated to **worker salaries, wages, and benefits**



Supplier Activity (Indirect)

Transit agencies purchase goods and services from companies who in turn employ and pay workers

- > Transit supported nearly **15,000 jobs**



Spending of Worker Income (Induced)

Transit agency and supplier employees spend their income, generating additional activity within the regional economy

- > Transit contributed more than **\$1.25 billion** to the gross regional product in 2019

OPERATING EXPENDITURE & REVENUE FINDINGS

- > **2020 operating budgets totaled over \$580 million**, indicating a significant increase in operating funds anticipated to be expended



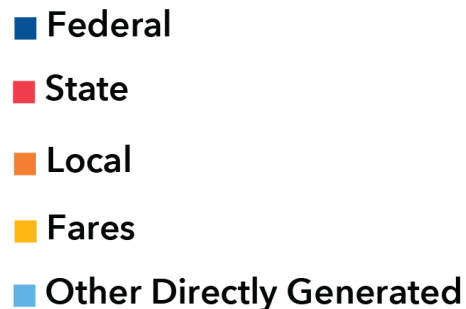
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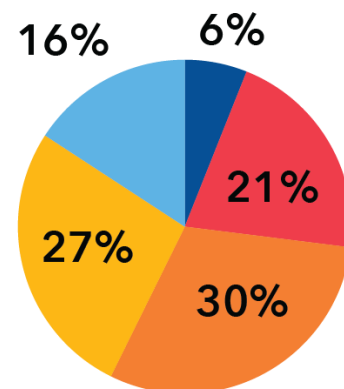
Relative to national averages:

- > **State funding, local funding, and fares** make up **smaller portions of operating revenues** in the Atlanta region for transit
- > **Directly generated** operating revenues make up a **larger portion of all operating revenues** in the Atlanta region

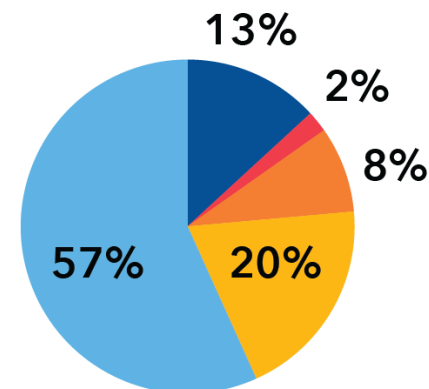
Operating Revenue By Source



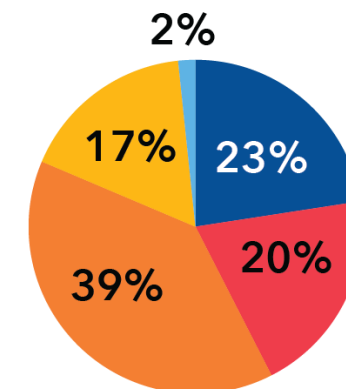
National Average



ATL



ATL Excluding MARTA





CAPITAL EXPENDITURE & REVENUE FINDINGS

- > Capital expenditures **averaged approximately \$243 million per year** between 2016 and 2019
- > Expected to double between 2019 and 2020
- > Largely tied to maintenance and upgrade of systemwide projects and fleet investments



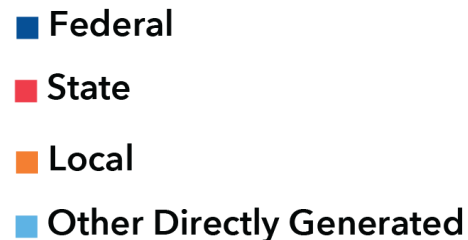
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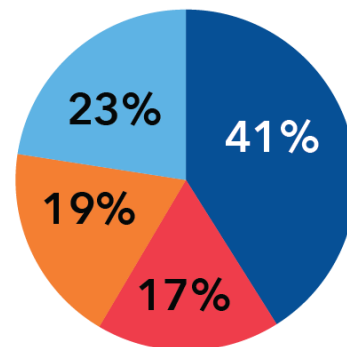
Relative to national averages:

- > **Federal funding** makes up a **smaller portion of capital revenues** in the Atlanta region for all transit providers. The reverse is true when excluding MARTA
- > **Sales taxes and fees** levied by MARTA covered the **majority of capital expenditures** in the region

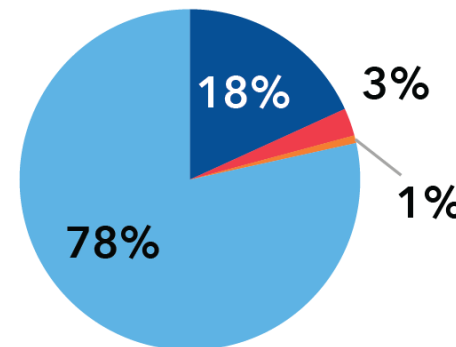
*Capital Revenue
By Source*



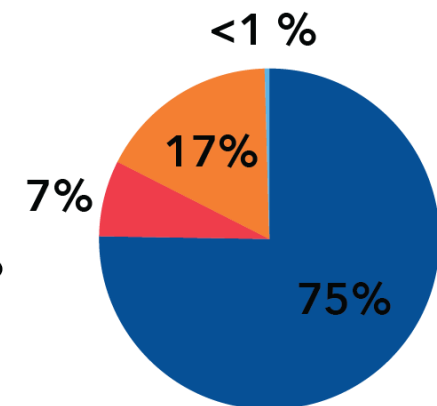
National Average



ATL



ATL Excluding MARTA



HIGHLIGHTS OF OTHER HIGH-LEVEL FINDINGS

- > Customer service: surveys found that **customers are generally satisfied**



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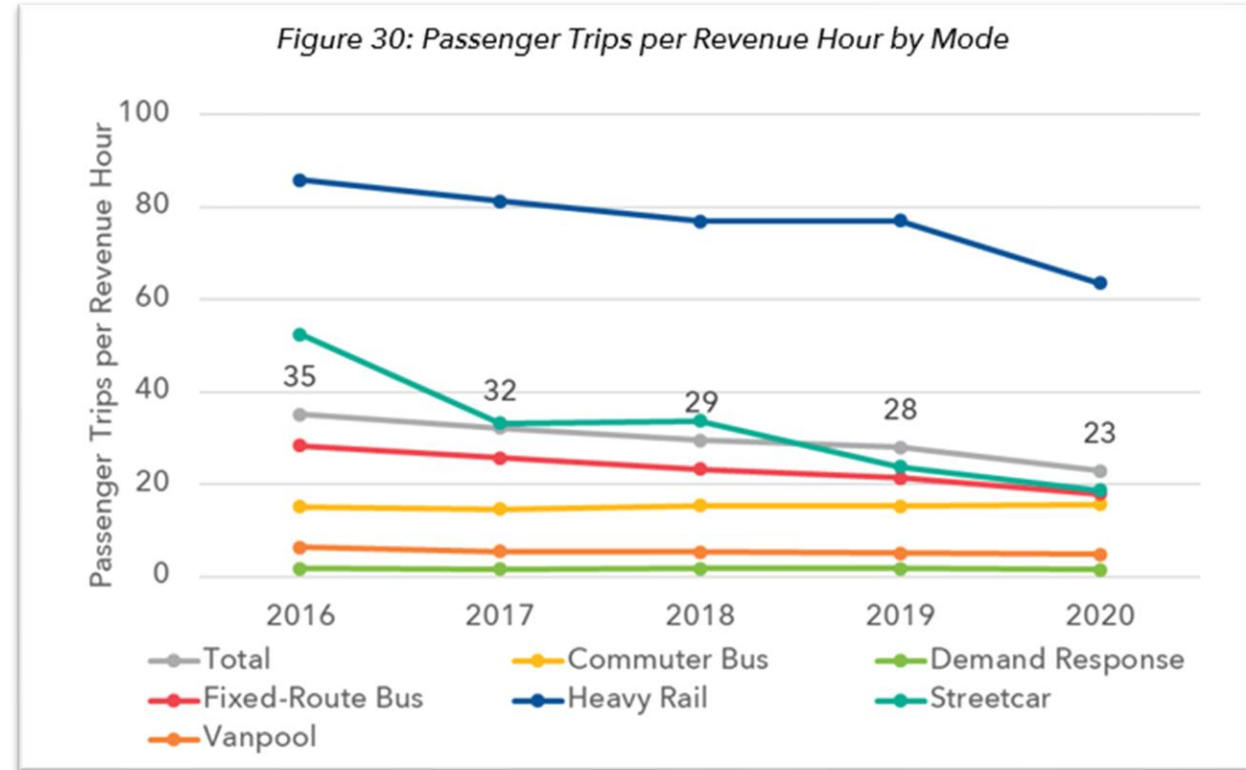
- > **Only 3% of all active revenue vehicles exceed their useful life benchmark (ULB)**
 - > A 5% decrease from 2019



ADDITIONAL CONTENT IN THE ARA

► Figures by **mode and agency**, including:

- Ridership
- Capital/Operating Revenues/Expenditures
- Revenue Hour/Miles
- Passenger Trips per Revenue Hour/Mile
- Operating Cost per Revenue Hour/Mile
- Useful Life Benchmark
- On-Time Performance
- Safety Incidents
- Fare Structure
- DBE Participation
- Technologies Used
- Customer Satisfaction



HOW DO WE PUT THESE FINDINGS INTO PRACTICE?

- ▶ The ARA helps us combat “data rich and information poor syndrome”
- ▶ Communicate findings and the value of transit to legislators and general public
- ▶ Supports local technical assistance efforts with operators
- ▶ Informs other planning work such as the DRI Process and the ATL Regional Transit Plan (ARTP)

KEY DATES



DECEMBER 1



- ▶ ATL staff present 2020 ARA to the ATL Board and to the **Senate and House Transportation Committees** and **local governing authorities** of counties within the ATL

Thank you

Questions



APPROACH FOR UPDATING THE ATL REGIONAL TRANSIT PLAN (ARTP)

Cain Williamson

November 5, 2020

ATL ANNUAL REQUIREMENTS

► ATL Region Transit Plan Update (ARTP)

*OCGA 50-39-12(a) In consultation with the metropolitan planning organization...the authority shall develop, **annually review**, and amend, **as necessary**, a regional transit plan...*

► Bond List Submission

OCGA 50-39-4(k) The authority shall annually submit a report of projects of regional and state significance from the regional transit plan to the Office of Planning and Budget, the Governor, the Lieutenant Governor, and the Speaker of the House of Representatives for consideration...for inclusion in the bond package for the upcoming fiscal year budget.

► Annual Report and Audit (ARA)

OCGA 50-39-13(b) ...The authority shall formulate an annual report and audit of all transit planning, funding, and operations within the jurisdiction... by December 1 of each year...



EXISTING PLANNING PROCESS

► ARTP

- Inaugural plan adopted in 2019
- 2019 plan amended in 2020
- 2020 plan soon to be adopted
- Contemplating schedule for next plan

► Bond List Submission

- Inaugural list adopted in 2020
- To be adopted annually going forward

► ARA

- Inaugural report completed in 2019
- 2020 report soon to be completed
- Will initiate 3rd report cycle in early 2021

- All three requirements are currently developed on annual cycles

RELATED CONCERNS

- Annual ARTP updates reduces capacity for deep system analysis or strategic system planning
- Absence of strategic system plan makes funding decisions more difficult
- Annual plan updates are time & resource intensive for ATL staff, regional partners, and project sponsors
- Overlapping ARTP and ARA data requests to operators are taxing



RECOMMENDED PLANNING PROCESS

- ▶ **ARA and Bond List remain on annual update cycles**
- ▶ **ARTP moves to Biennial updates** -- alternating major and minor updates
 - ▶ **Major update:**
 - Minimum every 4 years
 - Larger, more resource intensive
 - Existing condition & system analysis
 - Strategic regional system plan
 - ▶ **Minor update:**
 - Occurs between Major Updates
 - More streamlined process
 - Less resource intensive
 - Keeps the plan current

RELATED BENEFITS

- ▶ Allows for more thorough assessment of existing and future conditions as well as system analysis and strategic planning
- ▶ Adopted on a cycle that enables ARC to easily feed results into RTP process
- ▶ Frees up time and resources for implementation and other planning work
- ▶ Overall approach staggers annual data request burden on partners and reduces total data requests
- ▶ Being clear about multi-year ARTP update cycle provides consistency and flexibility to local governments as they plan for local transit referenda



MAJOR & MINOR PLANNING PROCESS DIFFERENCES

Topic	Major Update	Minor Update
Plan Vision and Goals	<ul style="list-style-type: none">• Sets/revises vision and goals	<ul style="list-style-type: none">• No Changes
Project Development	<ul style="list-style-type: none">• Sets/revises Regional Priority Transit Network• Gap analysis	<ul style="list-style-type: none">• No Changes
Call for Projects	<ul style="list-style-type: none">• Sets/revises project questionnaire• Add, update, remove projects	<ul style="list-style-type: none">• No Changes• Add, update, remove projects
Project & Plan Evaluation	<ul style="list-style-type: none">• Sets/revises Evaluation Methodology• Travel demand modeling	<ul style="list-style-type: none">• Minor or No Changes• Avoids modeling if possible
Financial Modeling	<ul style="list-style-type: none">• Conduct financial modeling• Develop funding/financing approach for plan	<ul style="list-style-type: none">• Holds financial schema constant but enables project modifications.
Plan Documentation	<ul style="list-style-type: none">• Redraft of ARTP document• Sets/revises project fact sheet format	<ul style="list-style-type: none">• Updates existing plan docs• Updates project fact sheets



REGIONAL TRANSIT PRIORITY NETWORK

- ▶ Layered approach to development of regional network
 - Existing conditions and gap analysis
 - Local plans and priorities
 - Regional travel demand and policy

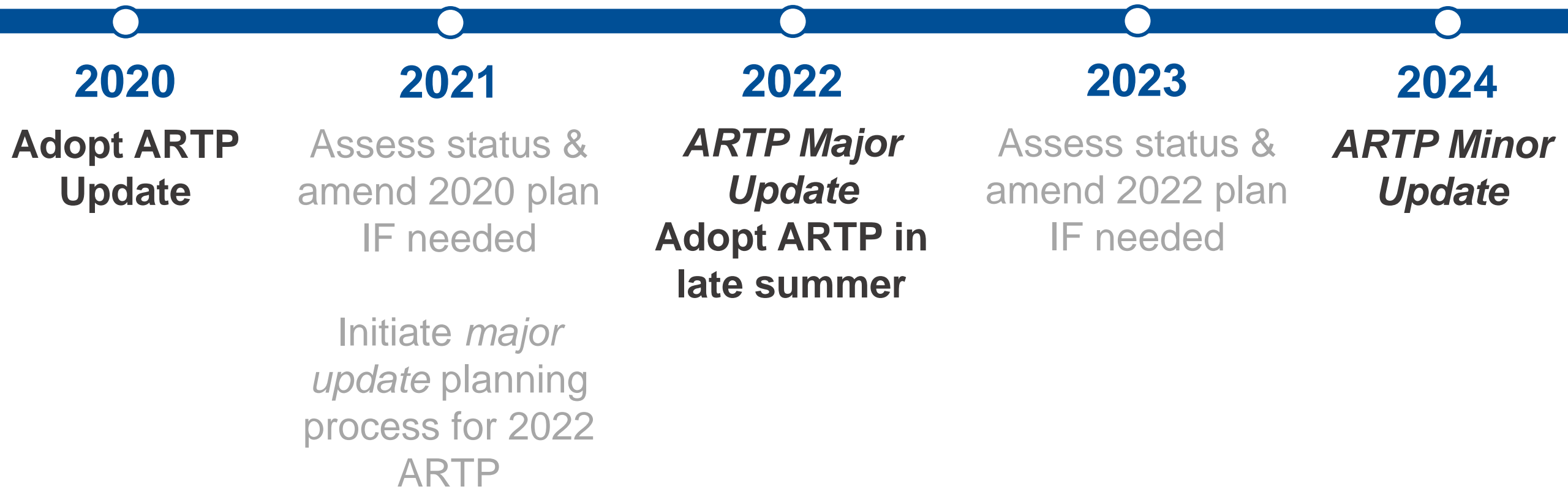
- ▶ Map of regional corridors for continued development
 - Sets foundation for project requests and evaluation
 - Focus of additional planning and project development
 - Priority for funding recommendations



ARTP AMENDMENTS

- ▶ Differ for major and minor updates
- ▶ **Time-sensitive and driven by ATL staff** conclusion that proposed revisions cannot or should not wait for biennial update cycle
- ▶ Likely **driven by off cycle needs** to add, change or delete projects from ARTP in support of upcoming public referenda
- ▶ Analysis **limited to project sponsor's project list**
- ▶ Analysis may **not comprehensively address plan-level impact**
- ▶ **Amended projects subject to further reviews** during biennial update cycles

TIMELINE BASED ON RECOMMENDED PROCESS





Questions?



REGIONAL TRANSIT PLANNING COMMITTEE

November 5, 2020