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

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District Downloads Summary
Ways to Learn & Participate
Sept 18 – Oct 23

1. **Text Message**
   - Opt into text messages (SMS and MMS) to receive information right to your cellphone.
   - Text “ATLTransit” to 474747

2. **3D Virtual Public Open House**
   - Available through desktop and mobile experiences
   - [https://atltransit.ga.gov/districtdownloads/](https://atltransit.ga.gov/districtdownloads/)

3. **Message Distribution**
   - Environmental Justice and Community Partners will be provided a Media Tool Kit for message distribution

4. **Social Media**
   - Messaging provided to Transit Operators to display signage promoting participation at high ridership locations
   - Message distribution thru ATL and Coordinating Agency Social Media sites
   - #ATLTransitPlan #PublicComment

5. **Traditional Media**
   - Information shared with newspapers, news stations, and other English and non-English media outlets

6. **Environmental Justice and Community Partners**
   - Provided a Media Tool Kit for message distribution

7. **Partners**
   - Partnerships are established to support message distribution

8. **Online**
   - 3D Virtual Public Open House available through desktop and mobile experiences
   - [https://atltransit.ga.gov/districtdownloads/](https://atltransit.ga.gov/districtdownloads/)
**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)

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**How did you hear about the District Downloads?**

- **42%** Social Media
- **23%** Email
- **19%** Transit Signage
- **8%** Print/Online Media
- **4%** Word of Mouth
- **4%** Other

---

**29**
Media placements (AJC, Saporta Report)
DISTRICT DOWNLOADS IN THE MEDIA

Print/Online Media

AJC

ATL seeks public input on $29 billion transit wish list

SaportaReport

Social Media

Commissioner Felicia Franklin Warner

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

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

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

PEDS

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.
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

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
Comment Themes
- General
- Mode-Specific
- Supportive of Transit
- Plan Process
- Project-Specific
- Supportive of ARTP
Draft ARTP Document Content
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?
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.

► Plan Development and Evaluation Processes

► Project-Level Evaluation Results

► Plan-Level Evaluation Results
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.

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 experience, replicating an in-person meeting environment. 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 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 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.

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 option, message 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.

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 disseminate 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.

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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
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

Note: Covid represents 25% of report time period.*
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.
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, benefiting the public at large.

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
> 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.
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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Largely tied to maintenance and upgrade of systemwide projects and fleet investments.

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**

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<th>Source</th>
<th>National Average</th>
<th>ATL</th>
<th>ATL Excluding MARTA</th>
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<tbody>
<tr>
<td>Federal</td>
<td>23%</td>
<td>18%</td>
<td>17%</td>
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<tr>
<td>State</td>
<td>41%</td>
<td>3%</td>
<td>7%</td>
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<tr>
<td>Local</td>
<td>19%</td>
<td>78%</td>
<td>&lt;1 %</td>
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<tr>
<td>Other Directly Generated</td>
<td>17%</td>
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<td>75%</td>
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HIGHLIGHTS OF OTHER HIGH-LEVEL FINDINGS

> Customer service: surveys found that customers are generally satisfied
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- Transit use avoided 272 million miles traveled, saving $10 million in social costs of emissions.
HIGHLIGHTS OF OTHER HIGH-LEVEL FINDINGS

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- Transit use avoided 272 million miles traveled, saving $10 million in social costs of emissions

- Transit vehicle travel speeds were not impacted by the pandemic despite a temporary reduction in congestion

- 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

![Figure 30: Passenger Trips per Revenue Hour by Mode](chart.png)
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)
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

**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

- All three requirements are currently developed on annual cycles
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

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<th>Minor Update</th>
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| Project Development        | • Sets/revises Regional Priority Transit Network  
• Gap analysis            | • No Changes                                                                 |
| Call for Projects          | • Sets/revises project questionnaire  
• Add, update, remove projects | • No Changes  
• Add, update, remove projects |
| Project & Plan Evaluation  | • Sets/revises Evaluation Methodology  
• Travel demand modeling     | • Minor or No Changes  
• Avoids modeling if possible |
| Financial Modeling         | • Conduct financial modeling  
• Develop funding/financing approach for plan | • Holds financial schema constant but enables project modifications. |
| Plan Documentation         | • Redraft of ARTP document  
• Sets/revises project fact sheet format | • 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

2020
Adopt ARTP Update

2021
Assess status & amend 2020 plan IF needed
Initiate major update planning process for 2022 ARTP

2022
ARTP Major Update
Adopt ARTP in late summer

2023
Assess status & amend 2022 plan IF needed

2024
ARTP Minor Update
Questions?
REGIONAL TRANSIT PLANNING COMMITTEE

November 5, 2020