



REGIONAL TRANSIT PLANNING COMMITTEE

January 7, 2021

Regional Transit Planning Committee Meeting

Thursday, January 7, 2021

Proposed Agenda

- I. Call to Order – Charlie Sutlive, Chair
- II. Approval of the Meeting Minutes for November 5, 2020
- III. Approval of the Agenda for January 7, 2021
- IV. Regional Fare Policy Project Update – Cain Williamson
- V. 2021 ATL Planning Work Program – Cain Williamson
- VI. ARC On Board Transit Survey – Mike Alexander, ARC
- VII. Adjourn



ATL REGIONAL FARE POLICY PROJECT UPDATE

Cain Williamson

January 7, 2021

FARE POLICY OVERVIEW

What is the goal of a regional fare policy?

“ To establish guidelines for setting a **uniform, fair, and equitable areawide fare structure** consistent with revenue-producing requirements and established budgets. ”

- Board Policy No. 29, San Diego Association of Governments (SANDAG)



Source: WABE

PROJECT PURPOSE AND BENEFITS



4,943,718 ATL REGION
POPULATION



Study potential fare policies to determine **what works best for the region** and its partners



Identify and mitigate disparate impacts of regional fare policy to **EJ and ADA protected communities**



Examine impacts of regional fare policy to varying **farebox recovery targets** of all partner agencies



Promote customer ease-of-use by simplifying fare media offerings and transfer policies between partner agencies



Implement a revenue reconciliation process associated with inter-agency transfers



Consider launch of one or **more regional pass products** for more flexible movement around region

WORKSHOP 1 – JUNE 2020



Local Agency Review

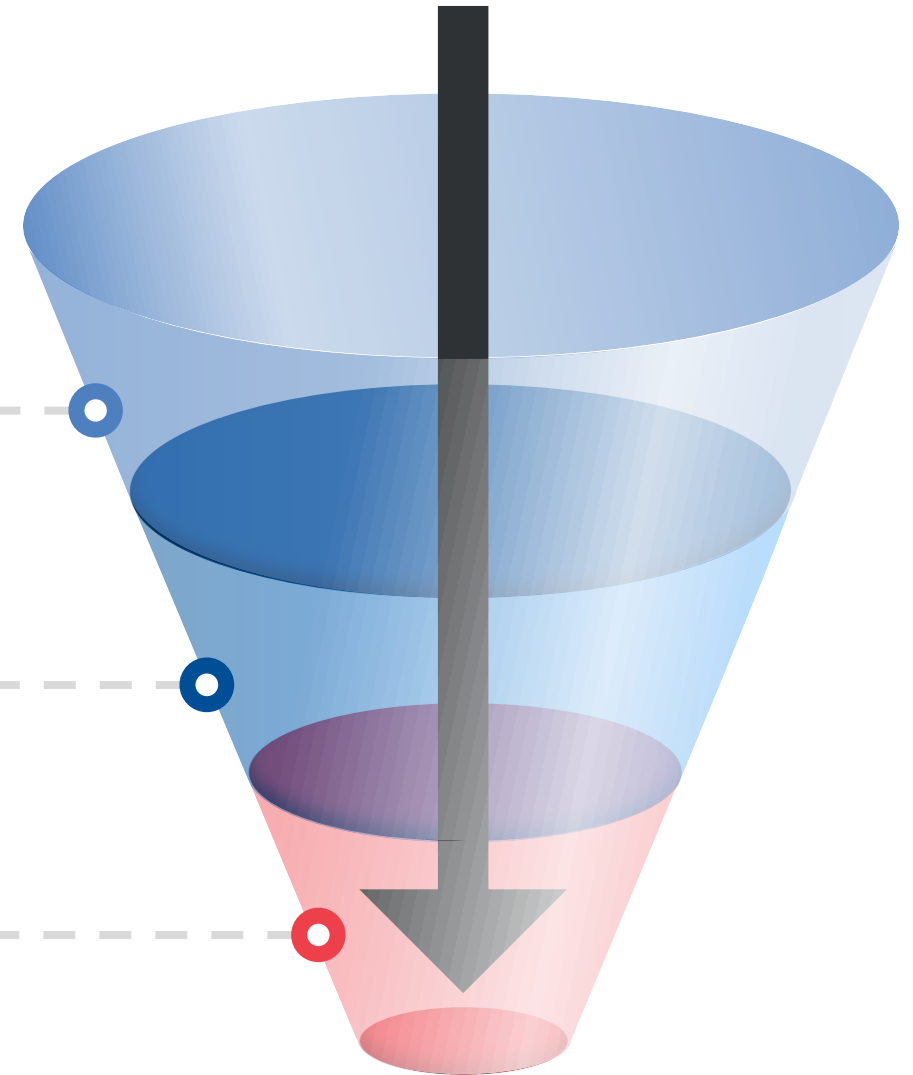
- ▶ Current fare policies
- ▶ Current fare systems and equipment
- ▶ Internal and external transfer rules



National Peer Agency Fare Policy Review



Developed evaluation criteria for use in evaluating fare policy alternatives



WORKSHOP 2 – AUGUST 2020



Presented Detailed Information on National Peer Agency fare policies

- ▶ On-line research results
- ▶ Interviews with peer agency staff



Discussed **key features** from each national peer agency **that could be adapted** for the Atlanta region



Reviewed evaluation criteria weighting results



SmarTrip

Washington DC + Baltimore Regions



TAP

Los Angeles Region



Ventra

Chicago Region



WORKSHOP 3 – NOVEMBER 2020



Reformatted Stakeholder Engagement

- ▶ Introduced idea of biweekly workshops with primary point of contact per agency
 - ▶ Enabling more frequent and more robust discussions, streamlined agency input, consistent agency representation, and continuous decision making
- ▶ Gathered information on approval processes, such as Board approvals, at each agency
 - ▶ Enabling a full understanding of timing around critical decision making

WORKSHOP 4 – DECEMBER 2020



Presented Existing Fare Collection Technology

- ▶ Breeze System
- ▶ MARTA Mobile Ticketing
- ▶ Token Transit Pilot

Presented Pros and Cons of Electronic and Visual Validation



Discussed Technology Options & Possible Paths Forward

- ▶ Shorter-term: Layer fare policy on existing technology
- ▶ Medium-term: Leverage upgrade to Breeze Mobile 2.0
- ▶ Longer-term: Collaborate with MARTA on procurement of AFC 2.0 to create integrated, regional system
- ▶ Hybrid approach: Layer + collaborate simultaneously



Launched Regional Fare Policy Survey to understand travel preferences

- ▶ Survey closes January 15

www.surveymonkey.com/r/ATLFarePolicySurvey



NEXT STEPS

- ▶ Finalize decision regarding technology and path options
- ▶ Utilize fare policy survey results to inform fare policy options
- ▶ Present and finalize revenue reconciliation strategies
- ▶ Present fare structure and fare policy options that align and are compatible with technology options and customer sensitivity
- ▶ Evaluate fare structure and policy options against our stakeholder-driven evaluation criteria
- ▶ Select regional fare policy model
- ▶ Conduct Title VI equity analysis

Thank You.



Cain Williamson



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2021 ATL PLANNING WORK PROGRAM

Cain Williamson

January 2021

2021 ATL WORK PROGRAM

- Annual Report and Audit
- ARTP Project Database
- 2022 ATL Regional Transit Plan Update
- ATL RIDES
- Regional Fare Policy Development
- ATL Brand Rollout
- Regional Transit Financial Modeling
- Local Planning Support

2021 ATL WORK PROGRAM

▶ Annual Report and Audit:

- Update FY 2020 ARA
- Enhance interactive dashboard

▶ ARTP Project Database:

- Develop database
- Populate with existing project data
- Use database to manage:
 - Call for projects
 - Sharing project information w/public
 - Support project evaluation and financial modeling

▶ ATL Regional Transit Plan:

- Initiate 2022 update of the ARTP
- Issue NTP to consultant late Jan or Early Feb

▶ ATL RIDES:

- Complete development of the application and initiate public demonstration phase
- Pursue scope expansion to include GTFS Flex and Pathways

2021 ATL WORK PROGRAM

► Regional Fare Policy:

- Develop consensus-based policy
- Collaborate with MARTA to ensure AFC 2.0 procurement supports policy and fare collection technology

► Regional Transit Financial Modeling Tool:

- Update model with data from 2020 ARTP process
- Analyze 2020 ARTP financial performance

► ATL Brand Rollout:

- Support partners in implementing HB511 requirements
- Develop consensus on ATL brand promise
- Develop style guides for brand rollout for each operator.

► Local Planning Support:

- Forsyth County – complete transit plan
- Henry County – complete transit plan
- CAP & Grady Health Systems – Complete Transportation Demand Management (TDM) plan
- Top End Transit Committee, MARTA, and GDOT – Transit in Express Lanes

Thank You.



Cain Williamson



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Atlanta Regional Transit On-Board Survey



Atlanta Regional Transit On-Board Survey

The Last Pre-COVID19 Travel Survey in the US

A Joint ARC & MARTA Effort
Summary of Findings

Today's Agenda...

- Project Scope & Purpose Reminder
- Major Findings
- Brief QA / QC Overview
- Brief Data Expansion Overview
- Transit On-Board Survey Data Visualization

Transit Systems Surveyed

- Metropolitan Atlanta Rapid Transit Authority (MARTA)
- Cherokee Area Transportation System (CATS)
- Gwinnett County Transit
- Hall Area Transit (Gainesville Connection)
- Cobb Transit Service (CobbLinc)
- State Road and Tollway Authority (SRTA / GRTA / ATL / Xpress)

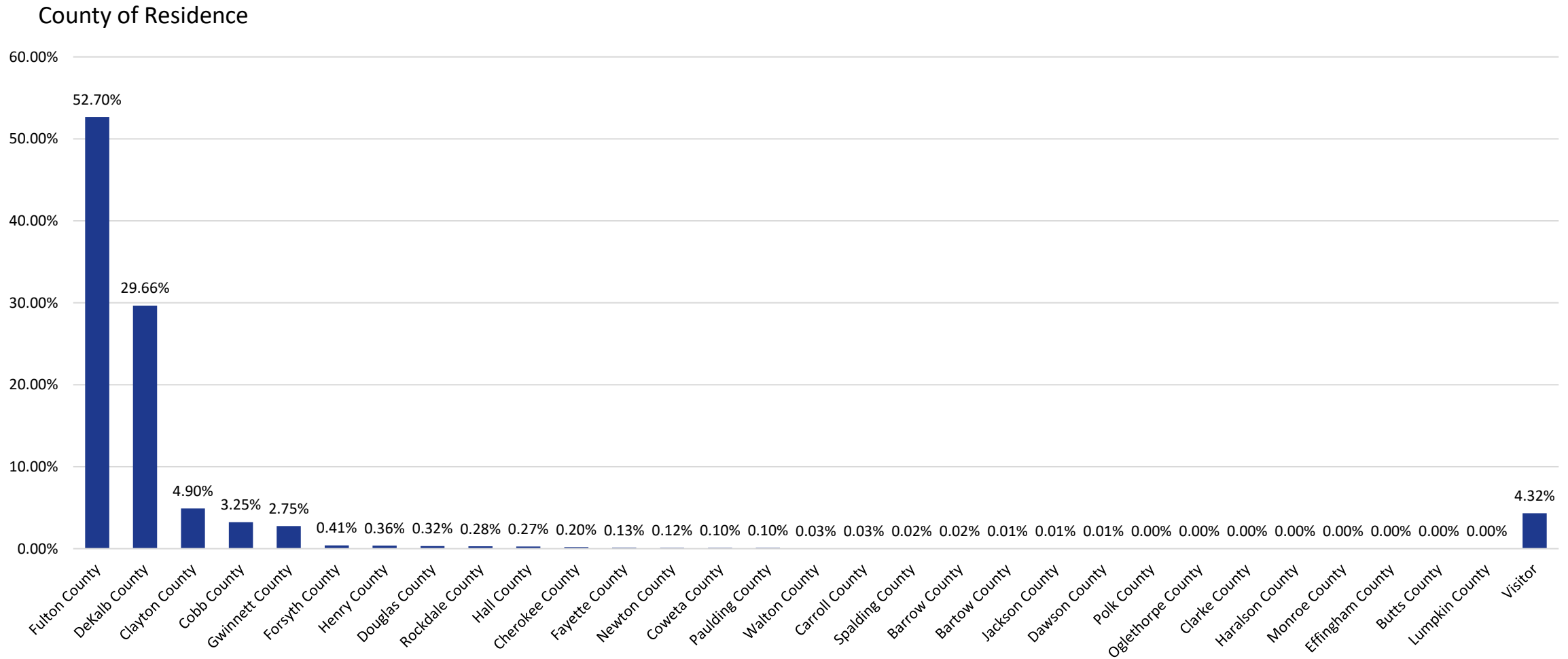
Project Scope and Purpose

- Update ARC's Regional Activity-Based Travel Demand Forecasting Model.
- Provide valuable, current information on travel patterns and demographics for transit riders as well as service characteristics.
- Survey tasks involved developing a sampling plan, designing the survey instrument, conducting a pilot test, processing the data, expanding the data, analyzing the data, and reporting the results.
- The overall goal was to collect a 10% sample on all routes and rail. A total of 43,400 completed questionnaires were collected.

Tasks Accomplished

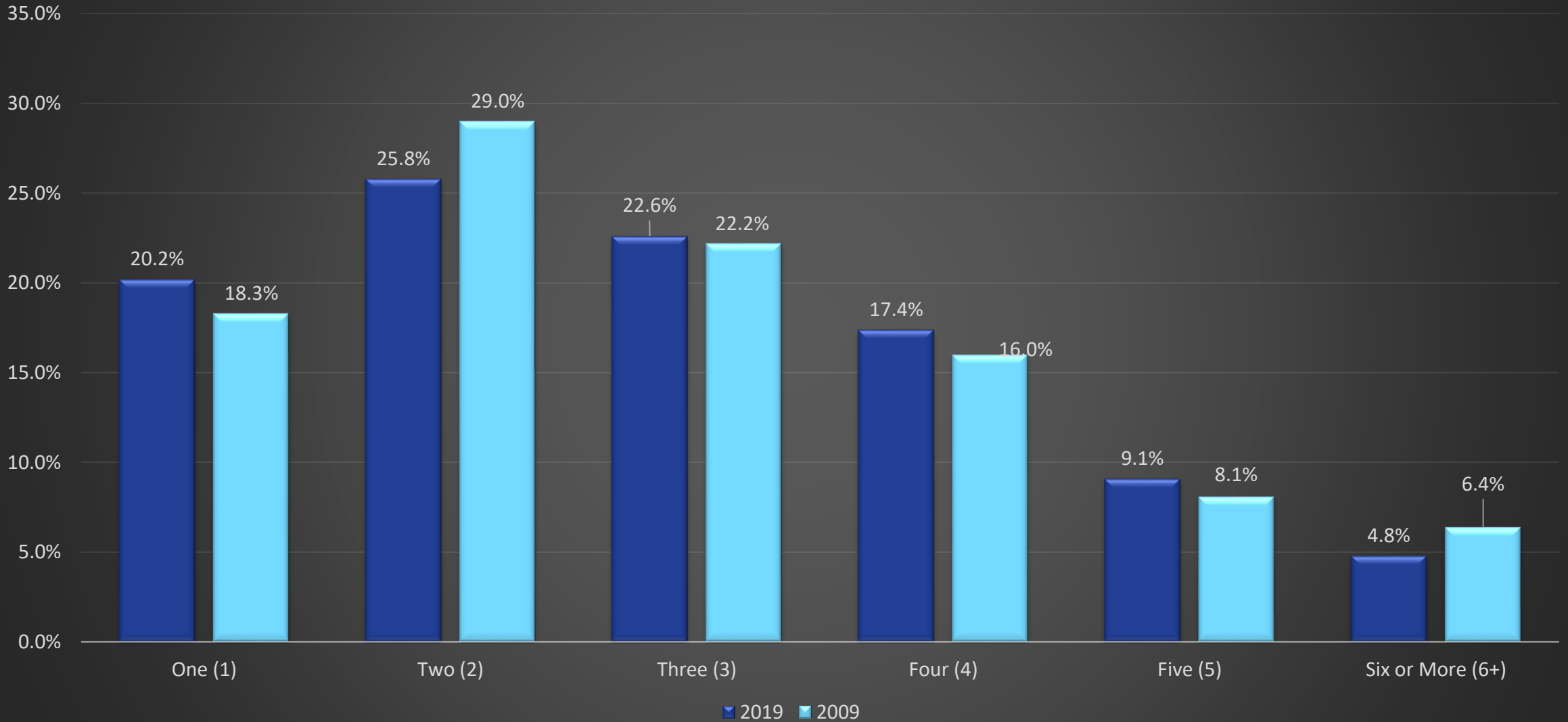
- Survey Training (February 2019 and August 2019)
- Survey Administration (February 2019 - June 2019 and continuation August 2019 - December 2019)
- Data Processing and QA/QC (February 2019 – February 2020)
- Initial Data Expansion (March- April 2020)
- Secondary Data Expansion (April - May 2020)
- Survey Documentation and Final Report (June - July 2020)
- QA/QC and Finalized Dataset (August – September 2020)

County of Residence

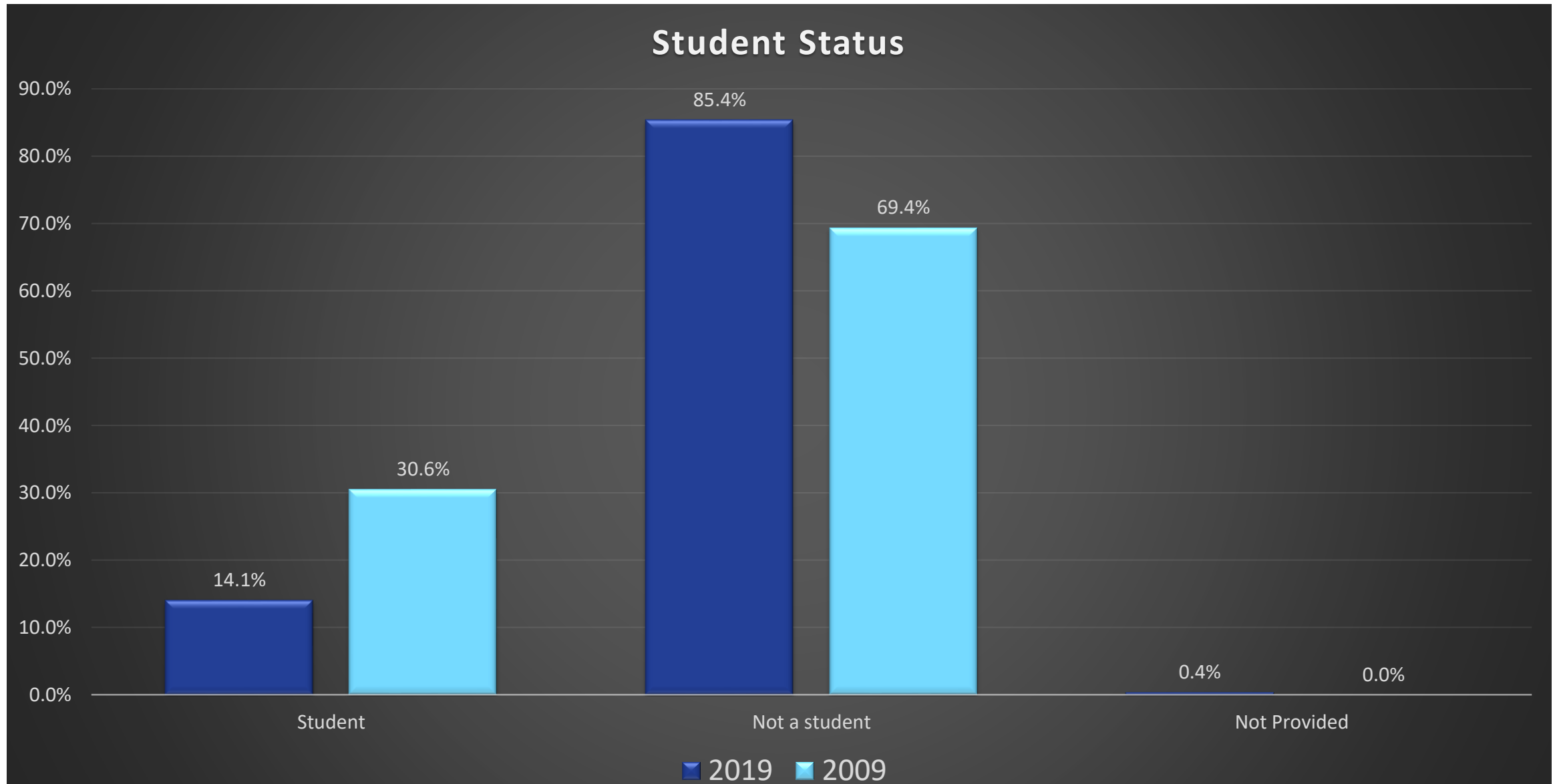


Household Size 2009-2019

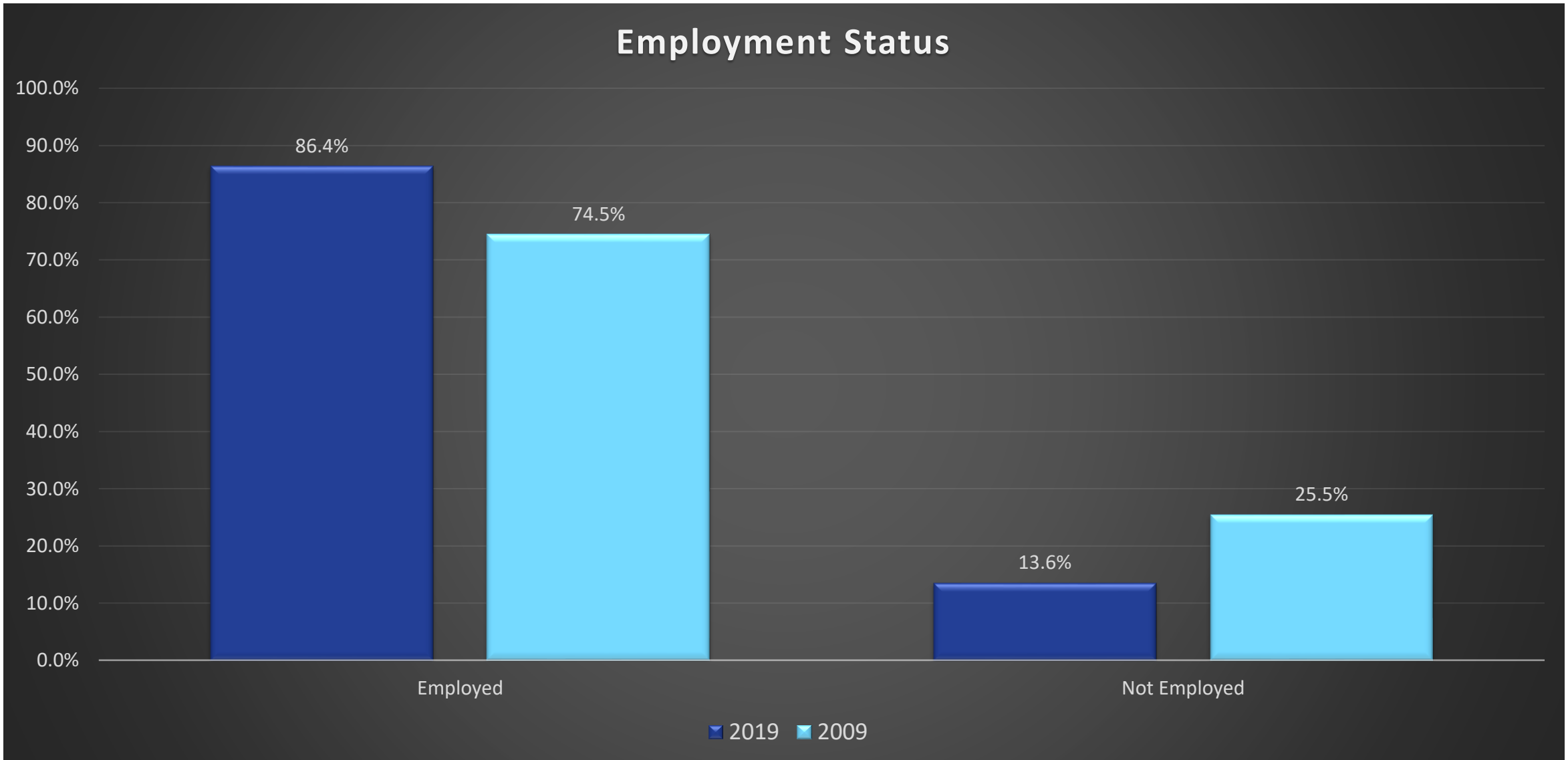
Household Size



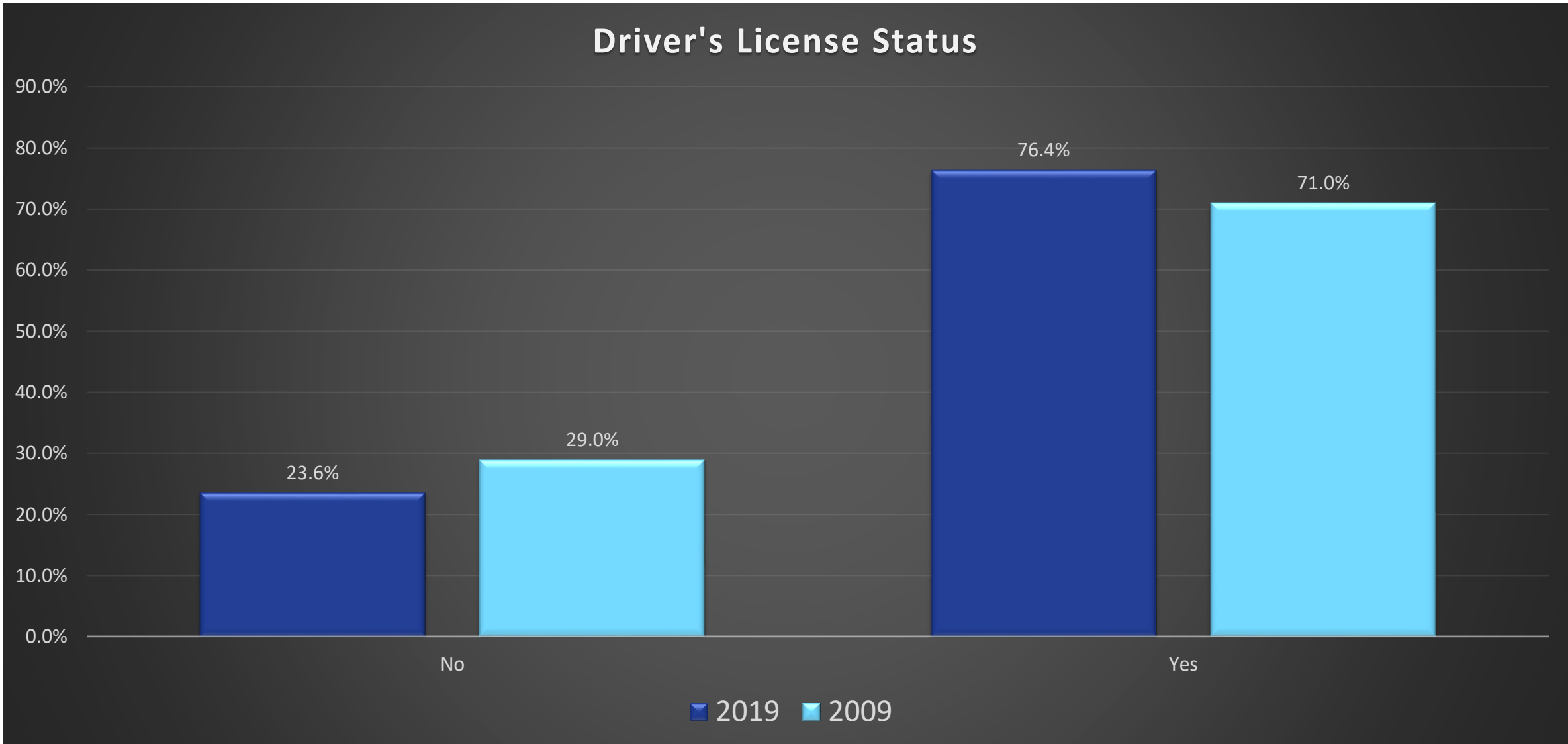
Student Status 2009-2019



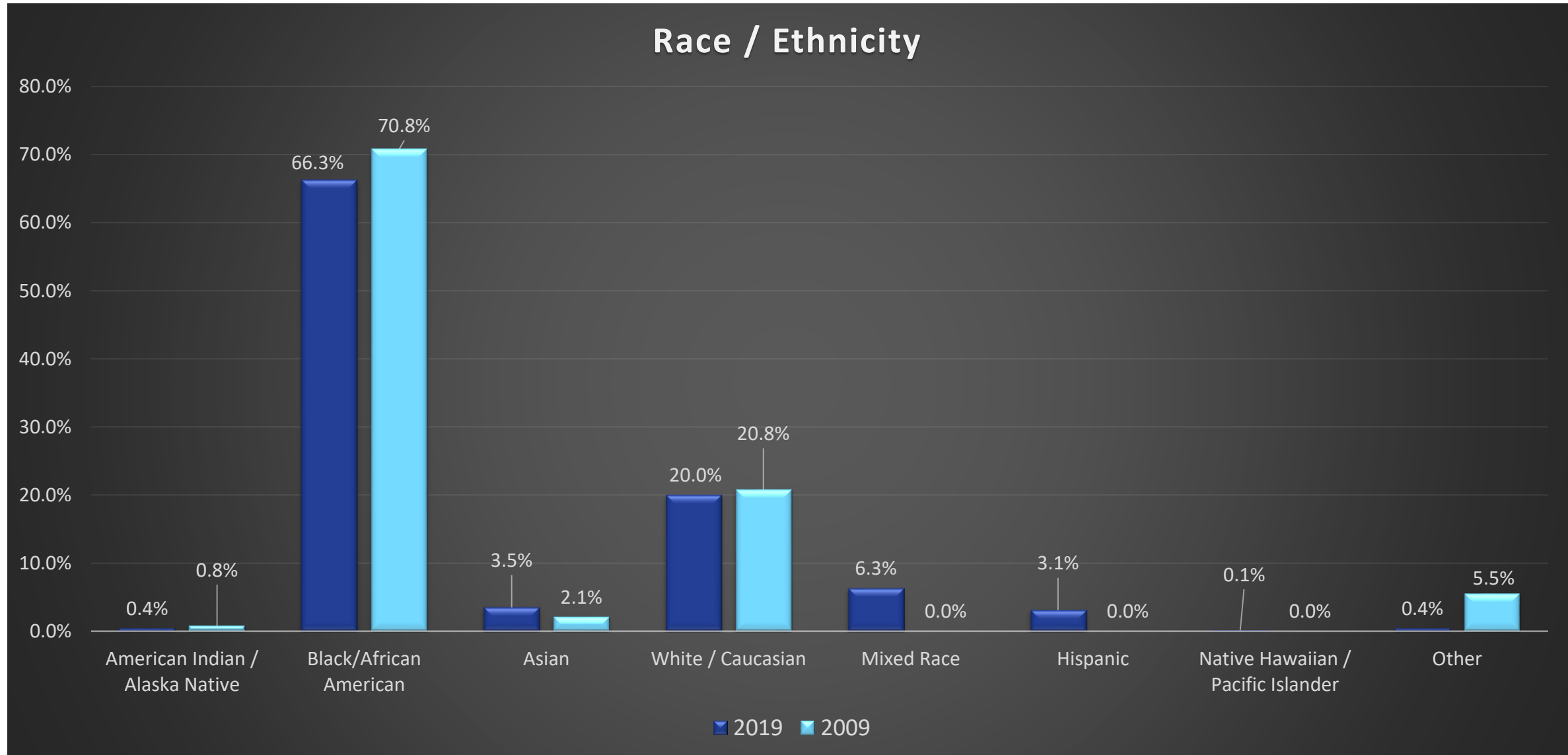
Employment Status 2009-2019



Driver's License Status 2009-2019

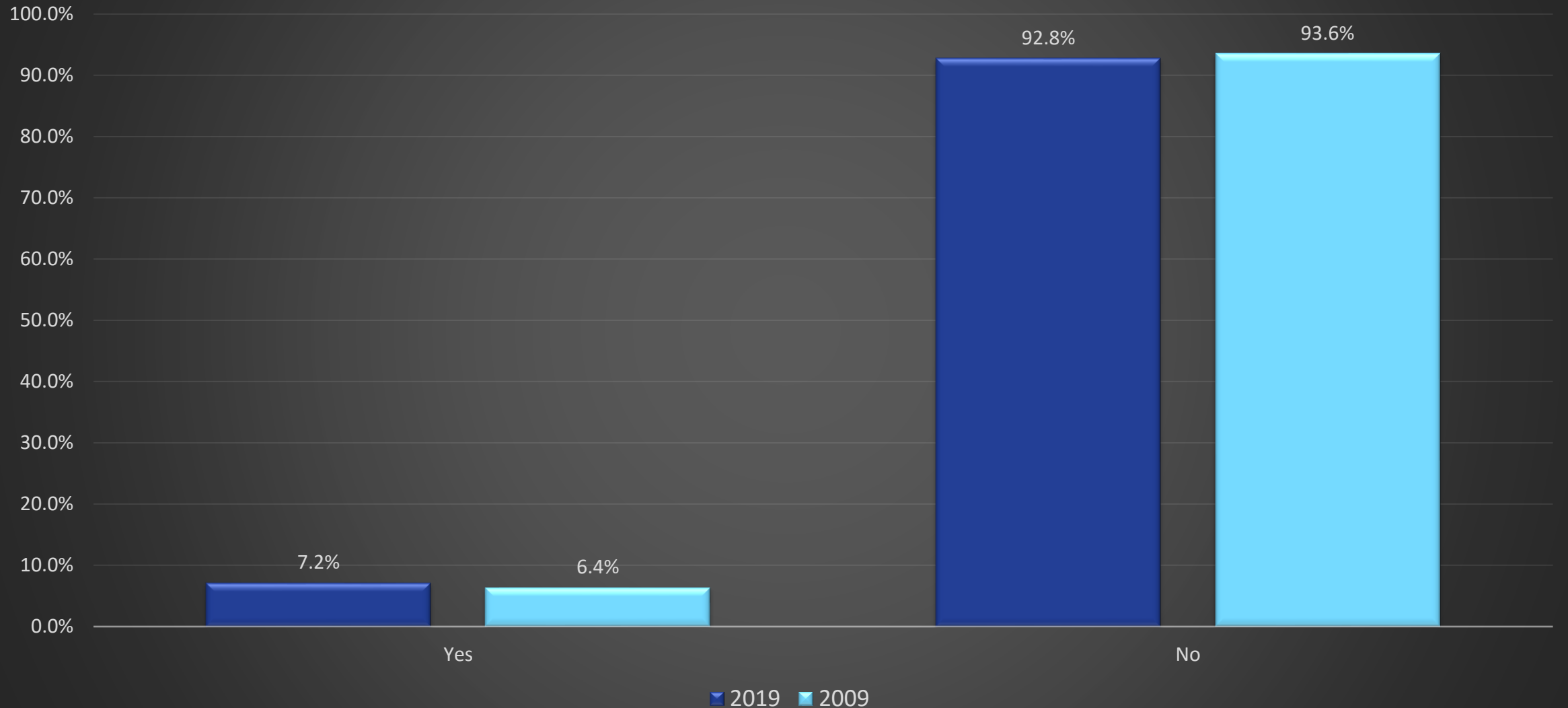


Race / Ethnicity 2009-2019

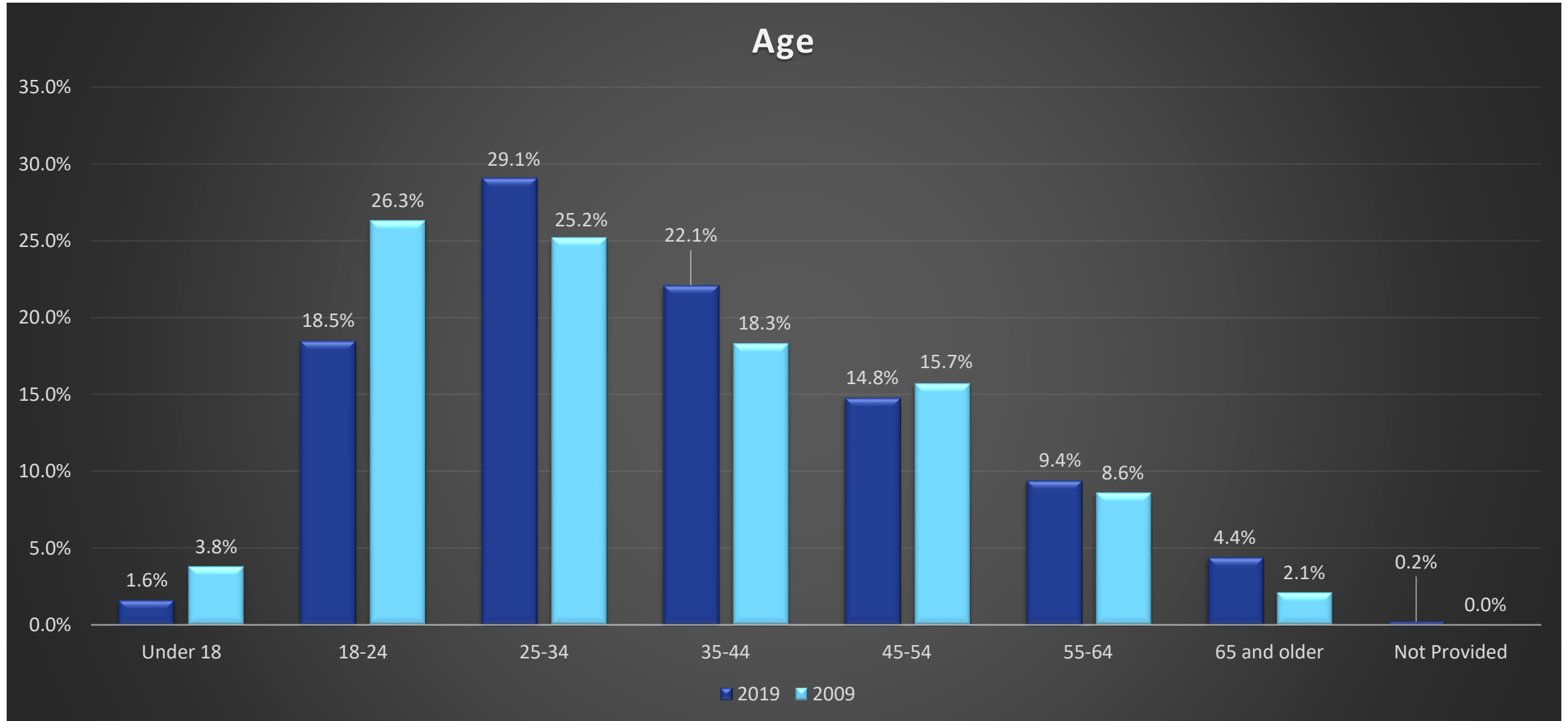


Hispanic Latino Descent 2009-2019

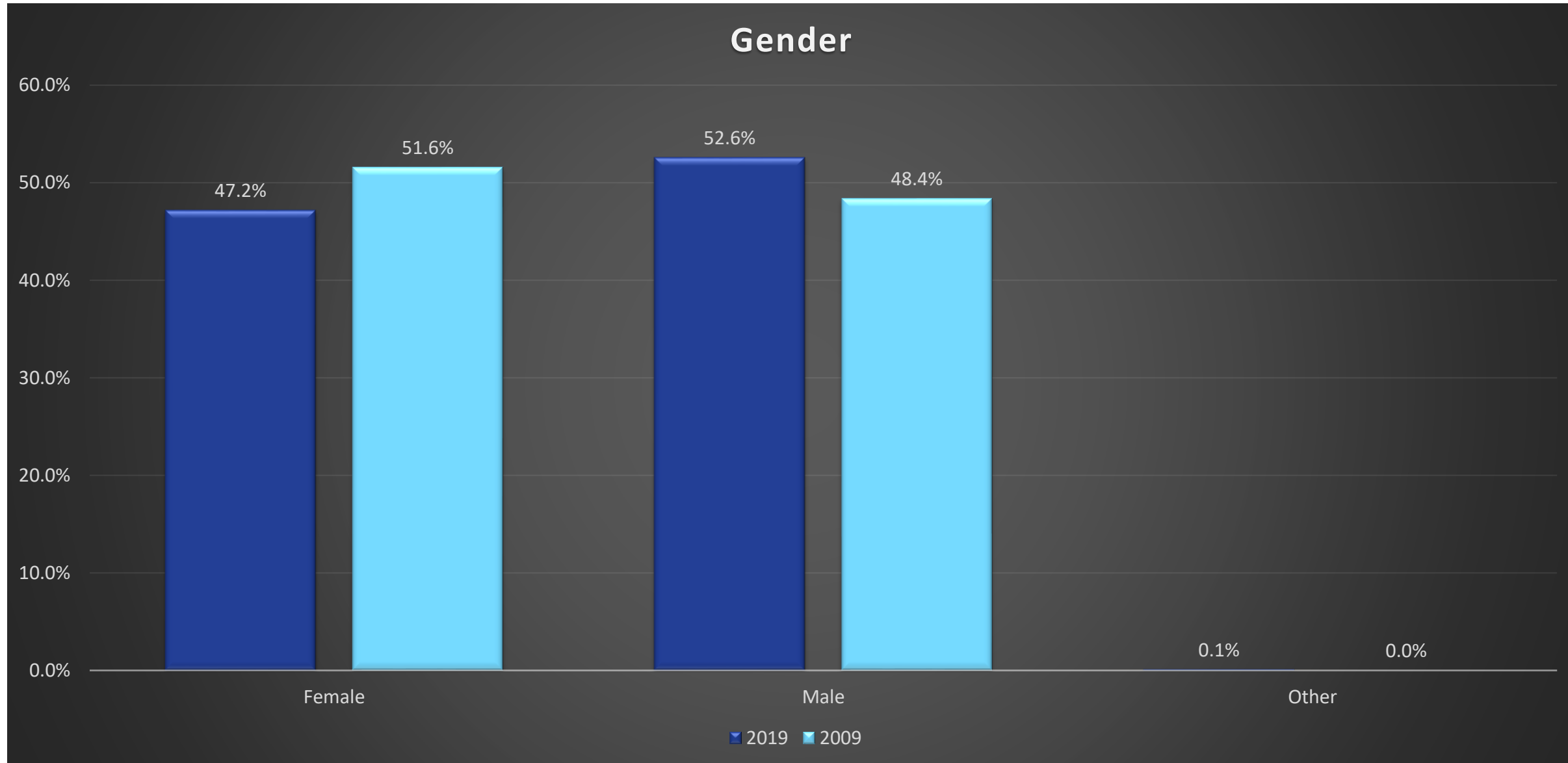
Hispanic Latino Including MIXED Race



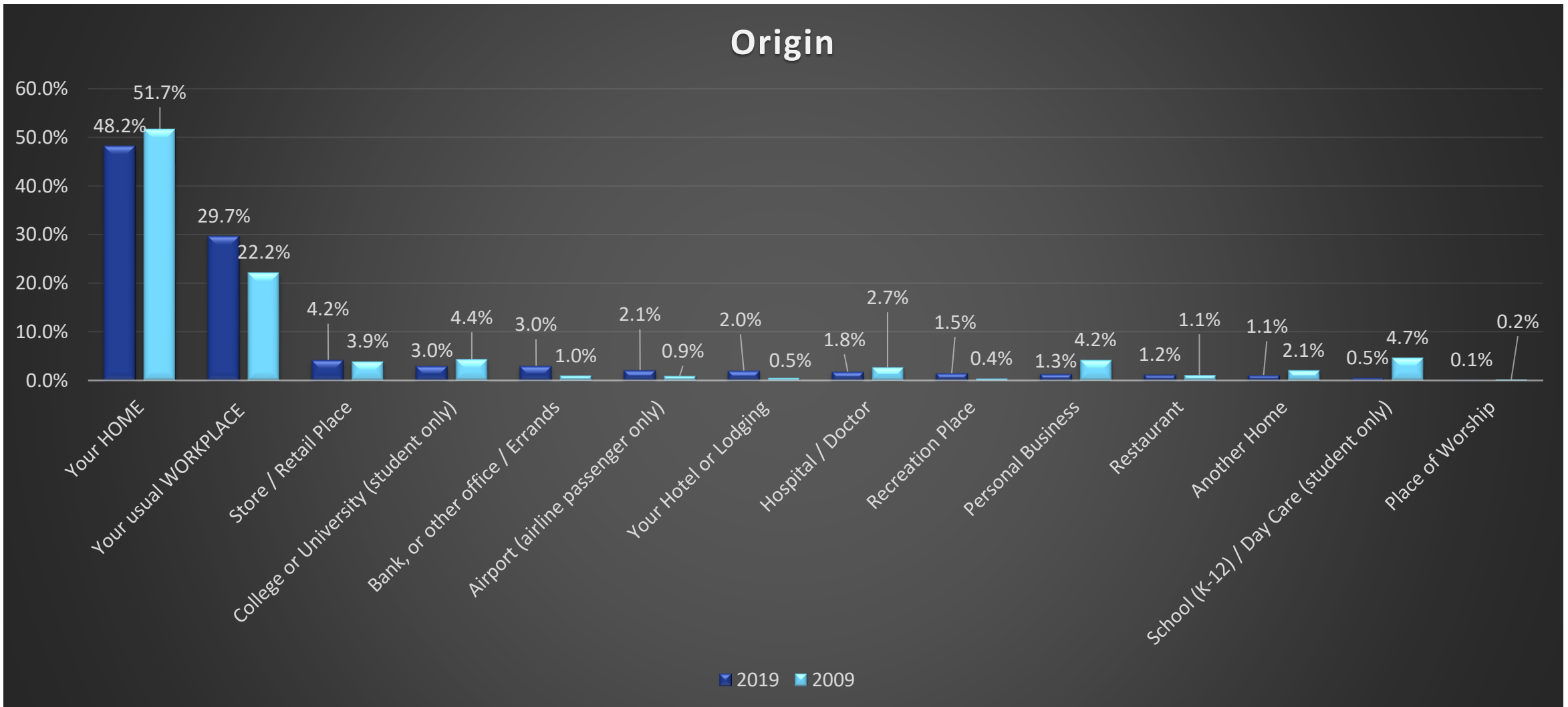
Age 2009-2019



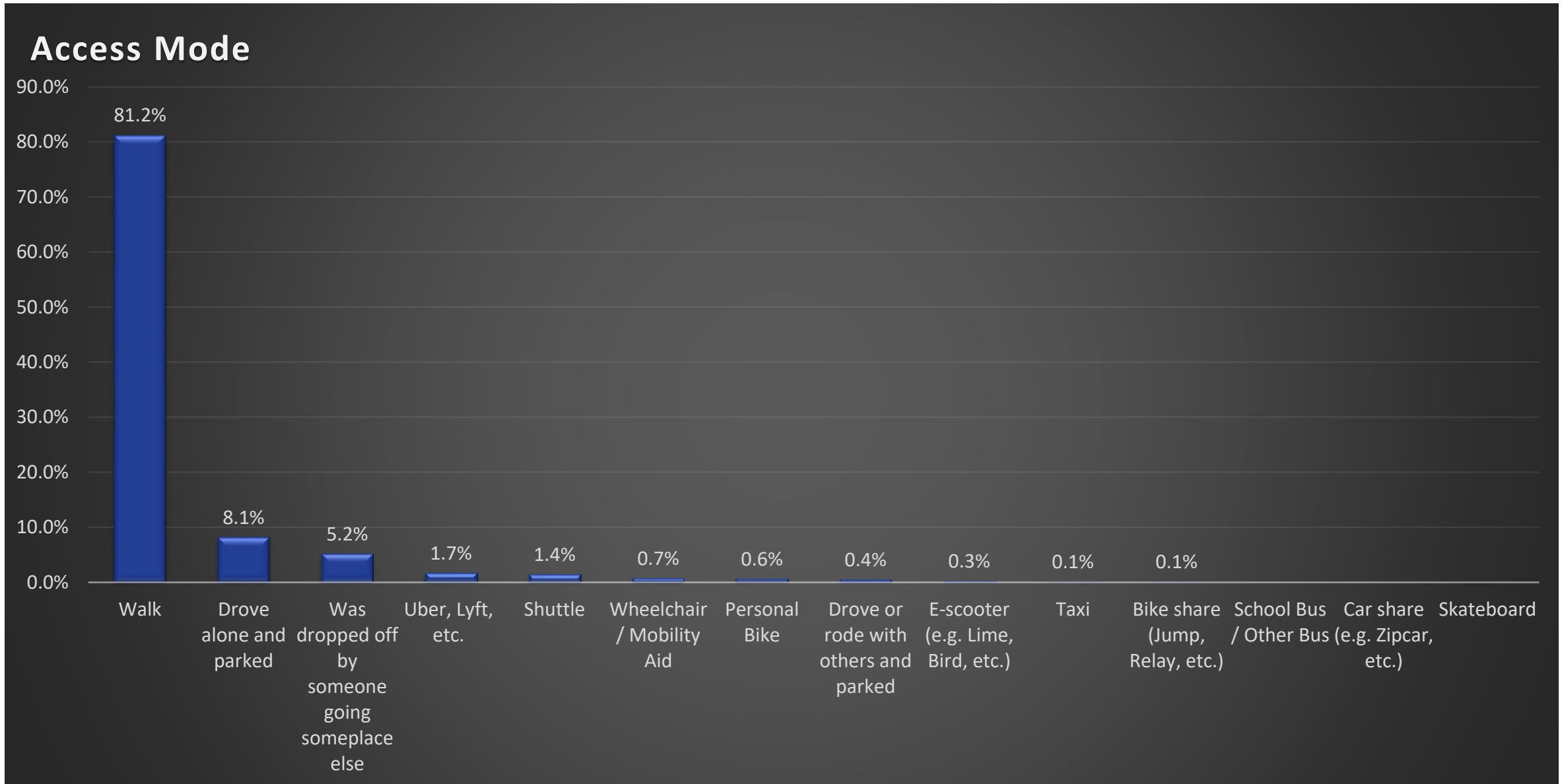
Gender 2009-2019



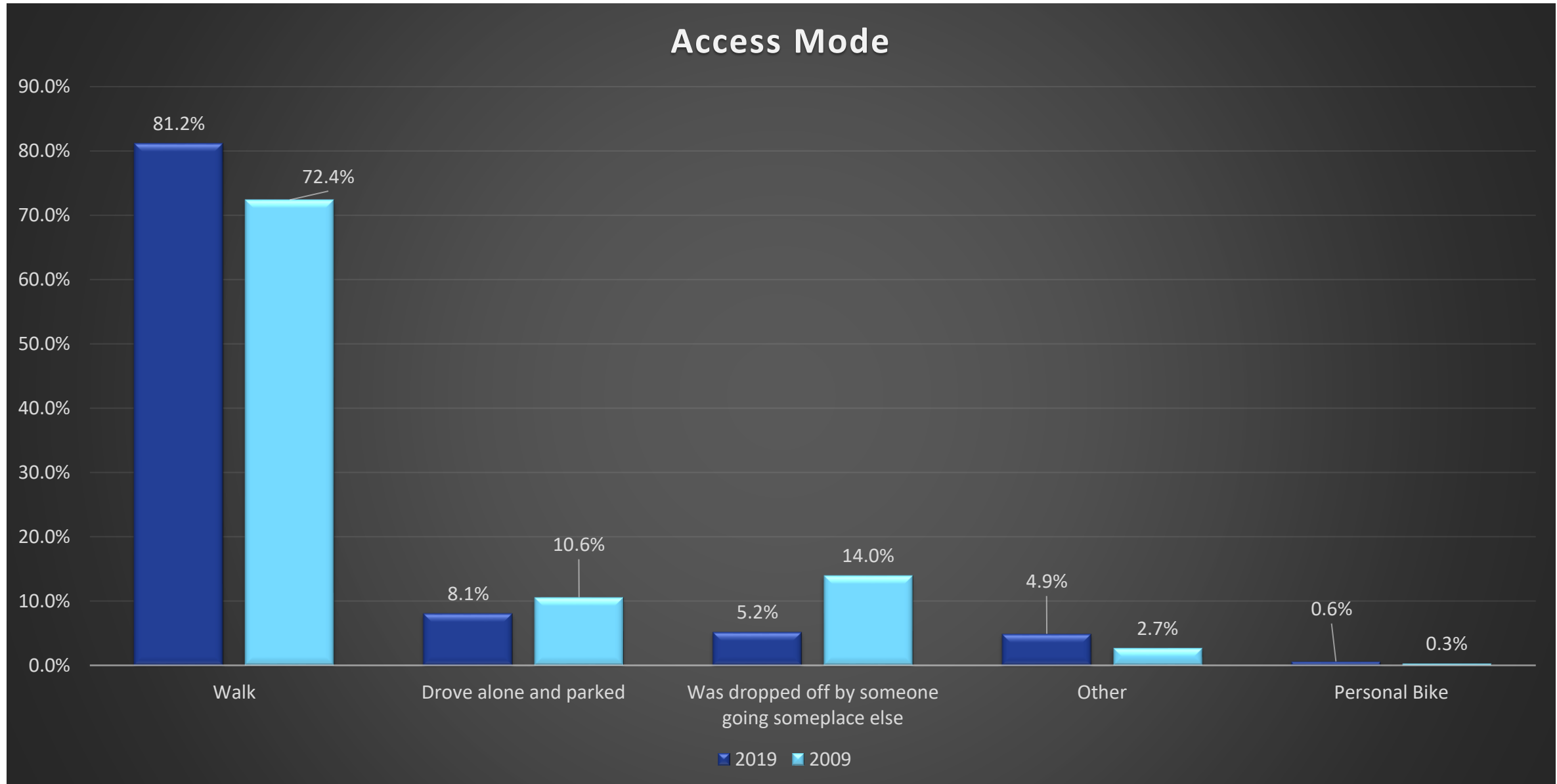
Origin Place Types 2009-2019



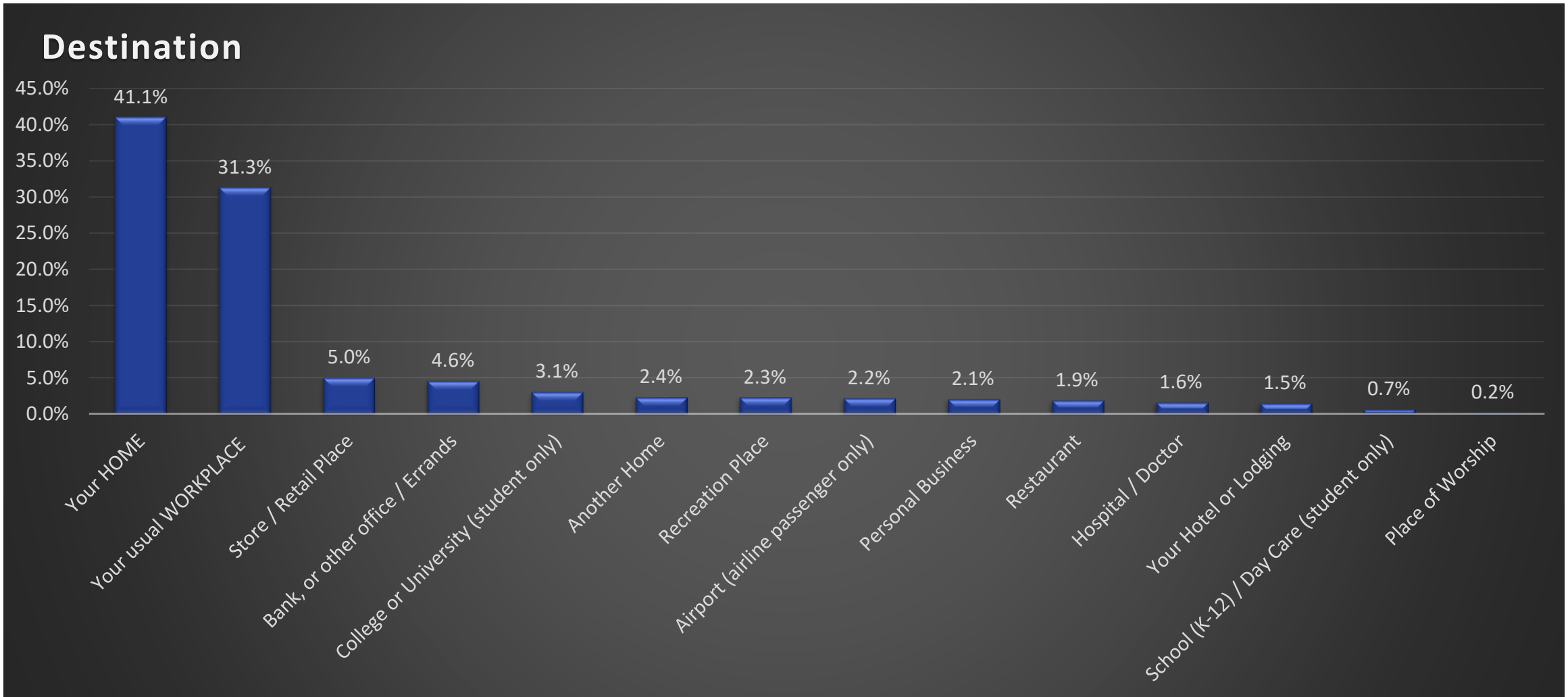
Access Mode



Access Mode 2009-2019

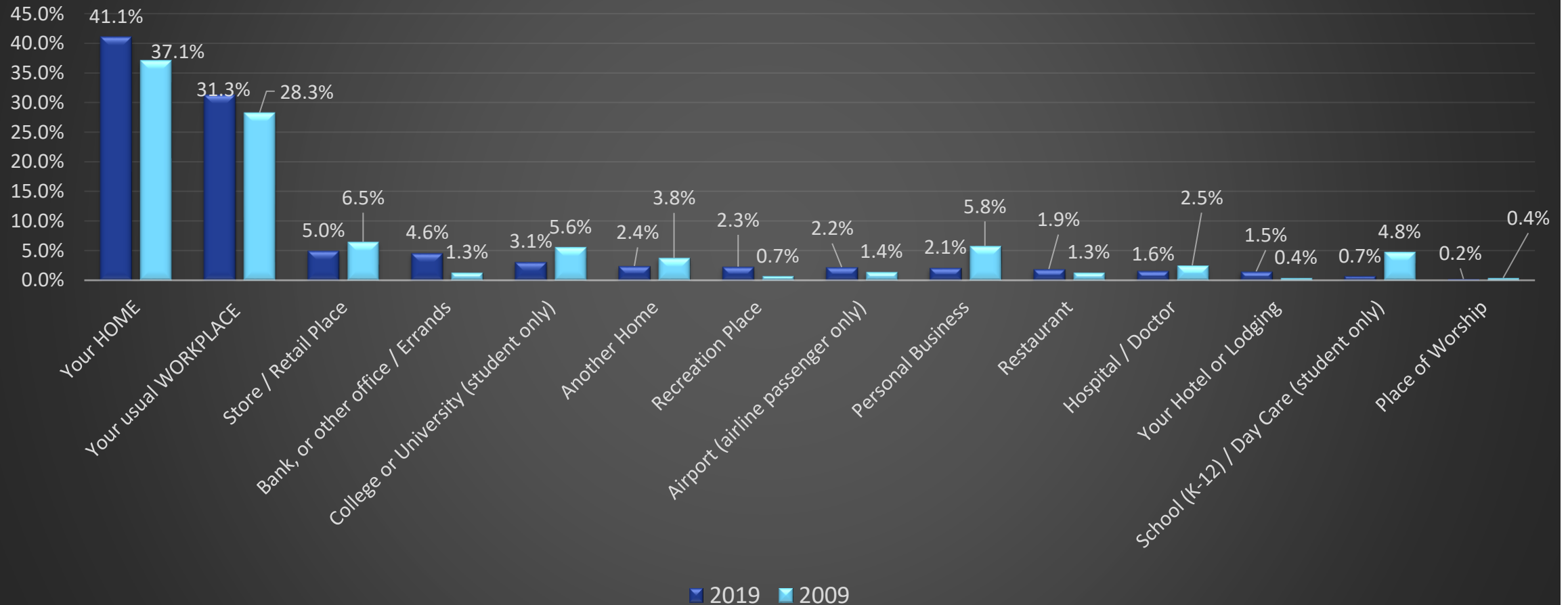


Destination Place Types



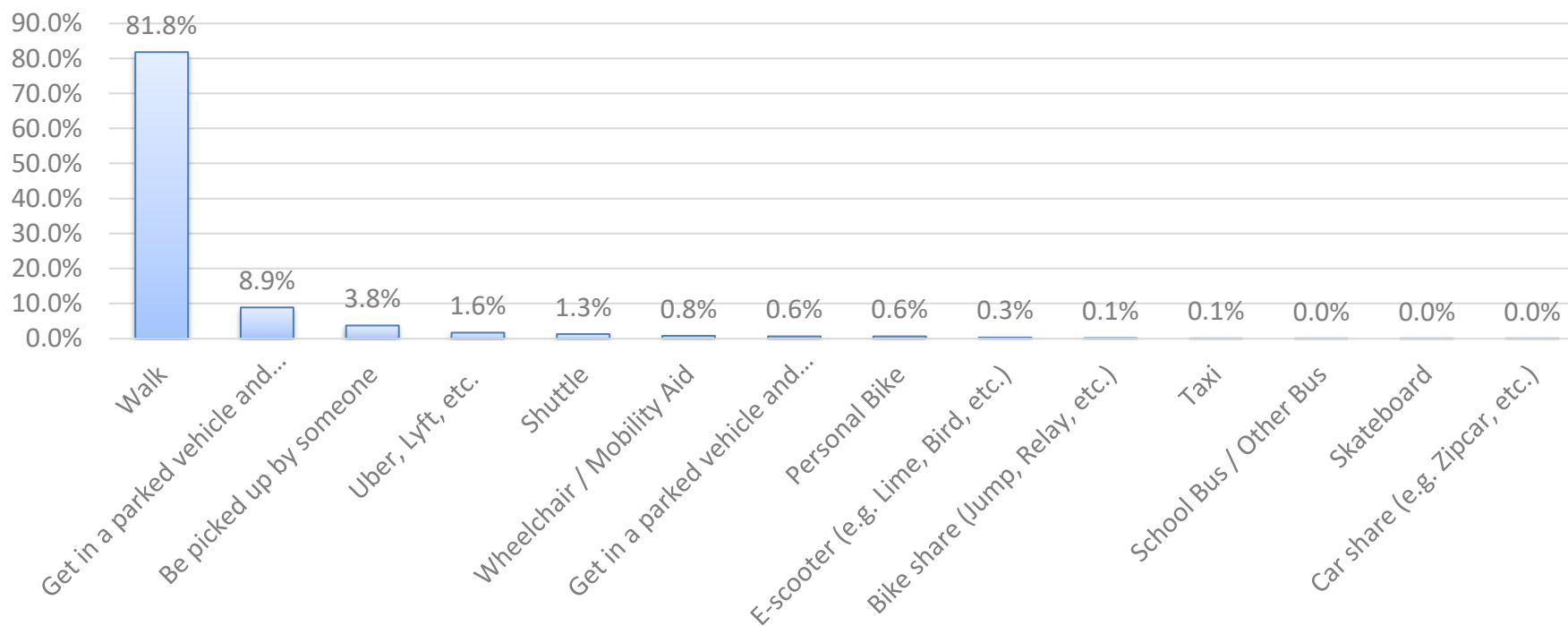
Destination Place Types 2009-2019

Destination

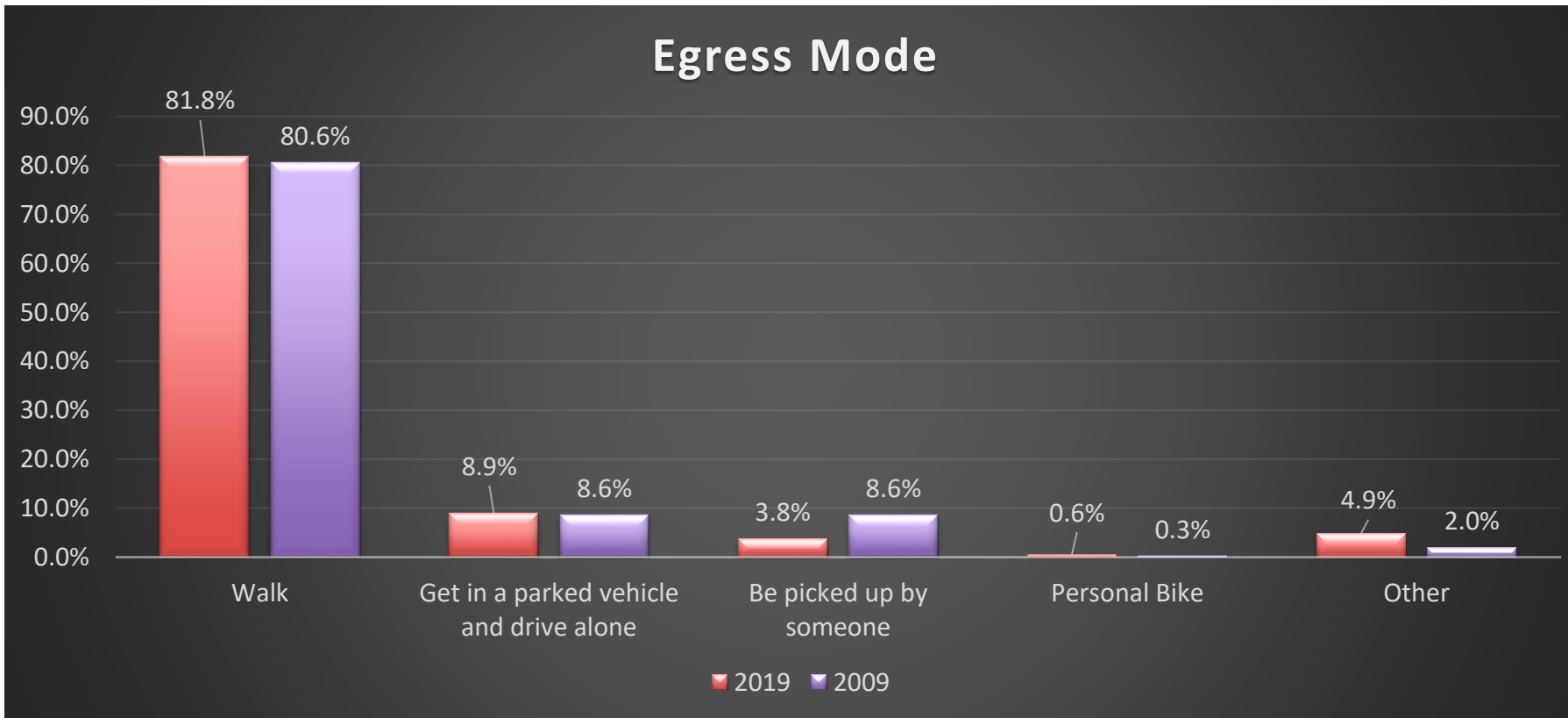


Egress Mode

Egress Mode

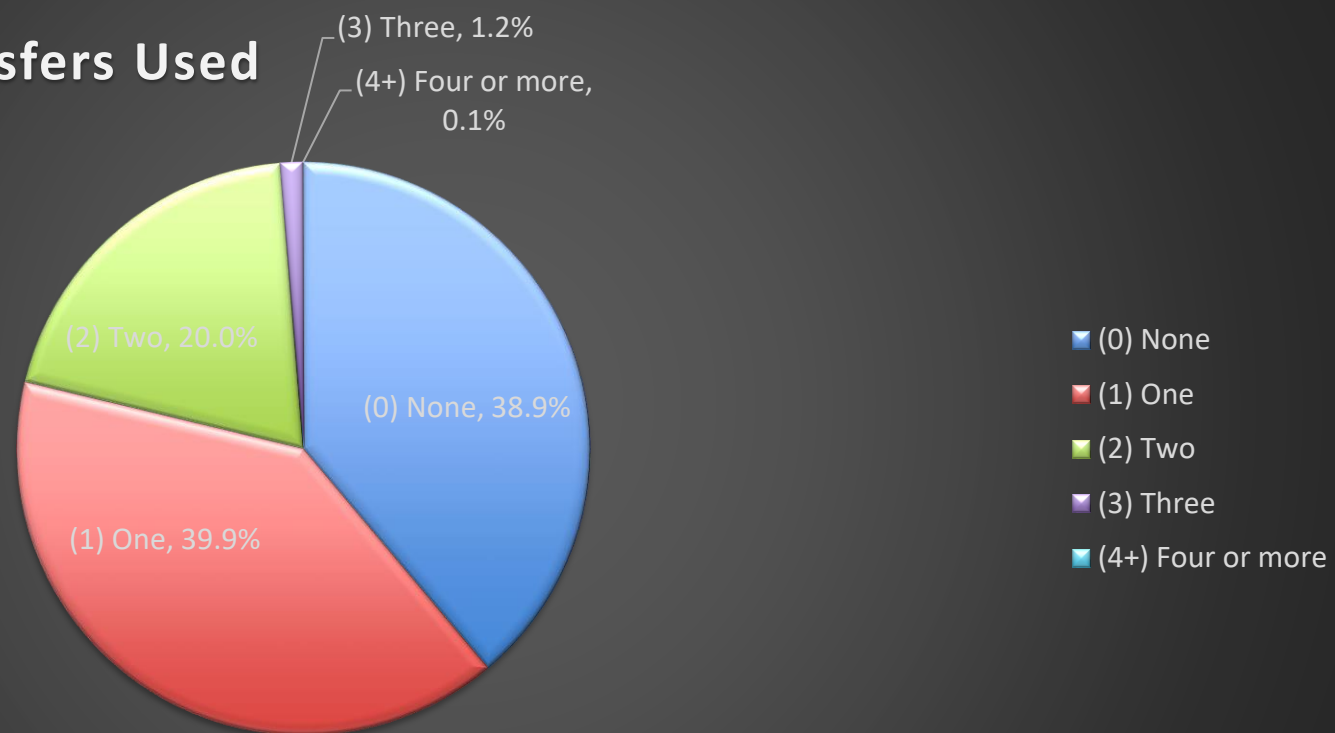


Egress Mode 2009-2019



Total Transfers

Number of Transfers Used

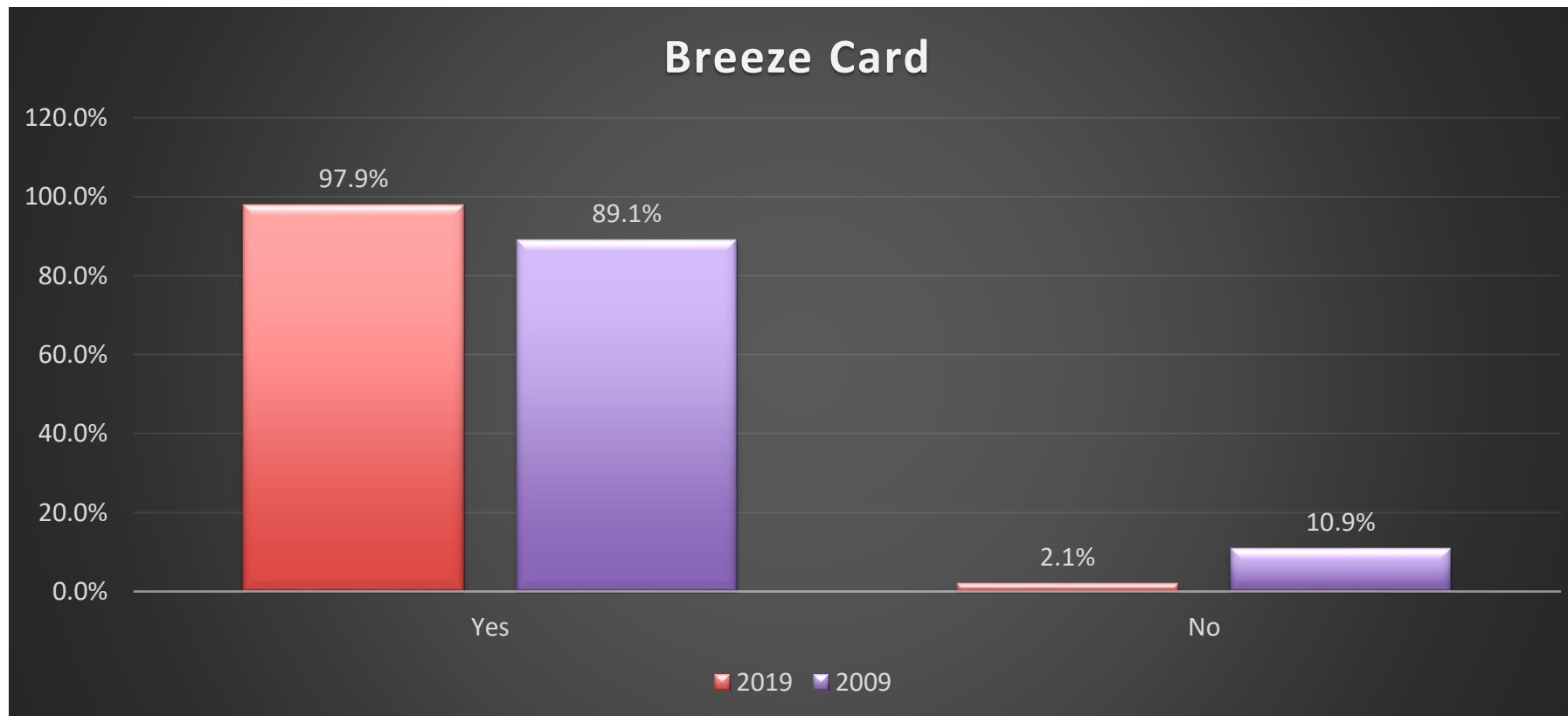


Most Common Fare Method

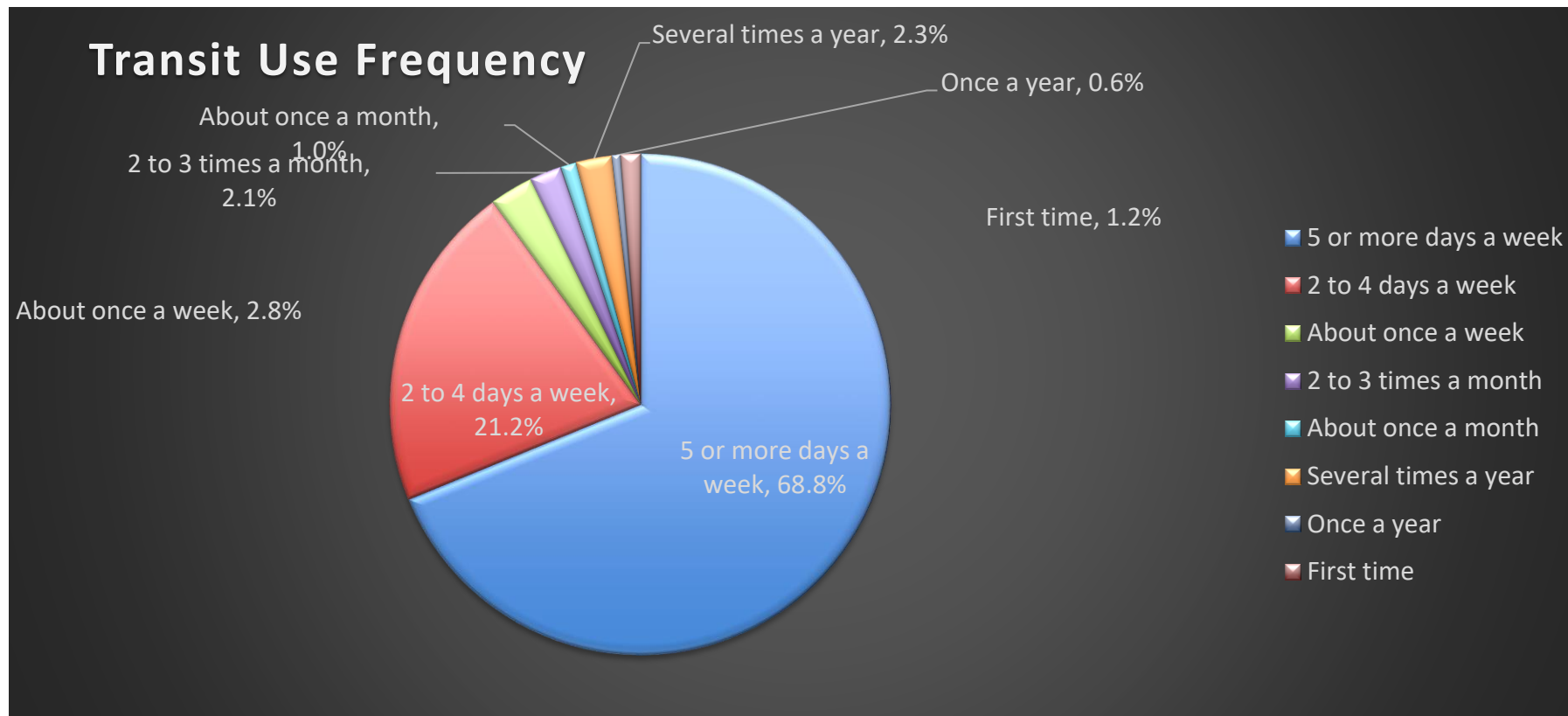
Top Five

- One-Way Trip 30.9%
- Seven-Day Pass 27.6%
- Thirty-Day Pass 19%
- Employer Partnership Program 7%
- One-Day Pass 6.6%

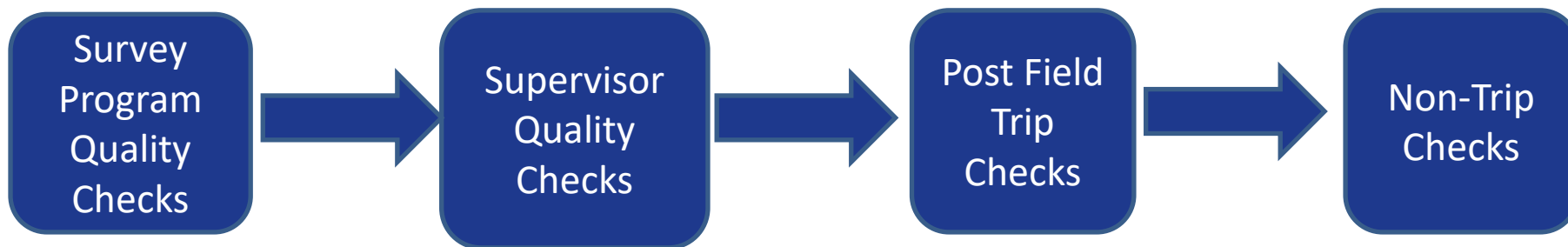
Breeze Card Use 2009-2019



Transit Use Frequency



QA / QC Overview



The first quality checks are conducted by ETC's survey program allowing the surveyor to validate the trip path. The tablets that were used to collect the Origin Destination (OD) survey data contained an on-screen mapping feature that allowed for real-time geocoding of locations using either address, intersection, or place searches. The respondents then confirmed the geocoded location based on the on-screen map that showed the searched address/location via a Google Map indicator icon.

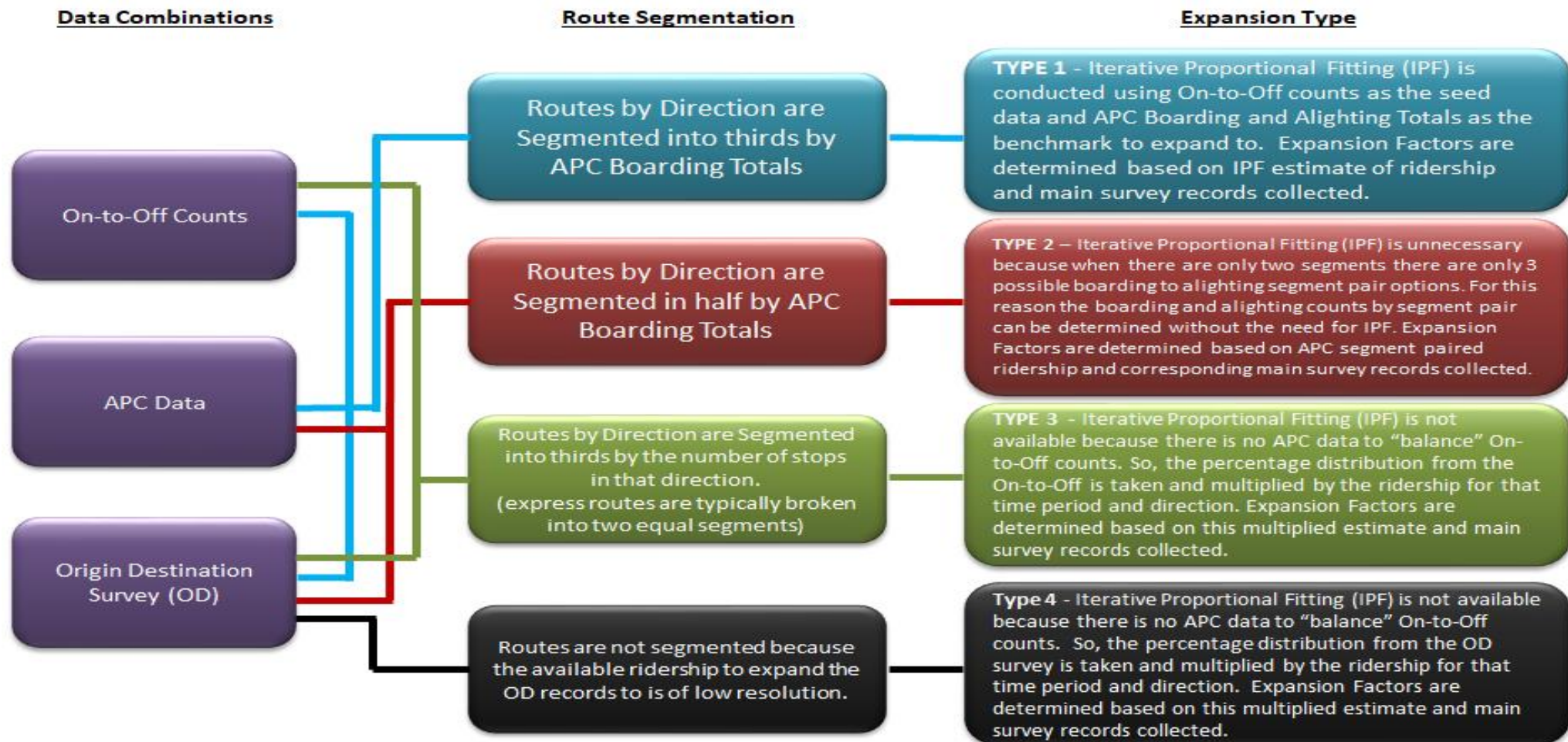
Online Visual Review

- ETC Institute created an online visual review tool that allows for the review of all completed records within the database. This tool shows all components of each individual trip as well as a series of preprogrammed distance and ratio checks. Field Supervisors reviewed all survey records using this tool in real time and a secondary office review occurred to finalize the record.

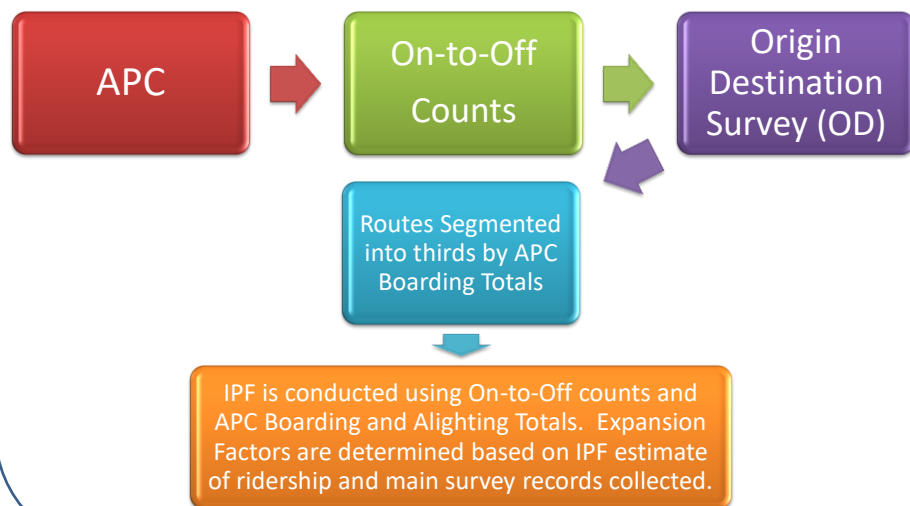
The screenshot displays the 'Online Visual Review' tool interface. At the top, a series of callout boxes identify key components: 'Route Code', 'Date', 'Interviewer Initials', 'Distances between various trip points', 'Distance and Ratio Check Flag', and 'Official Route Map and Stops'. The main interface is divided into a left sidebar and a central map area. The sidebar contains a 'ROUTE CODE' dropdown (set to 'W Line Light Rail W Line (2018)'), a 'Date' field (2015-11-19 19:29:11), and a 'T: NA' field. Below these are 'SELECT POINT' buttons (H, O, B, A, D) and an 'ORIGIN LOCATION' section with fields for 'Location Search', 'PLACE TYPE', 'PLACE NAME', and 'ORIGIN ADDRESS'. The central map area shows a route with stops marked by colored letters (H, O, B, A, D) and a 'Remark' field at the bottom. At the bottom of the interface, a row of callout boxes identifies the navigation tabs: 'Home Information Tab', 'Origin Information Tab', 'Boarding, Access Mode and Previous Transfers Tab', 'Alighting, Egress Mode and Next Transfers Tab', and 'Destination Information Tab'.

Data Expansion Overview

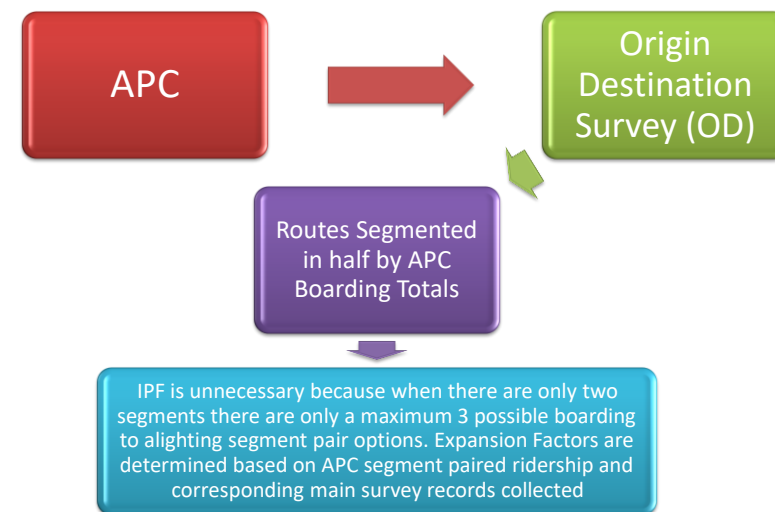
ARC interviews were expanded by route, direction, time-of-day, and by segments containing the boarding and corresponding alighting location of the passenger. Stop/station-level expansion was used for rail lines as passengers more typically remember the stop they got on and off the rail.



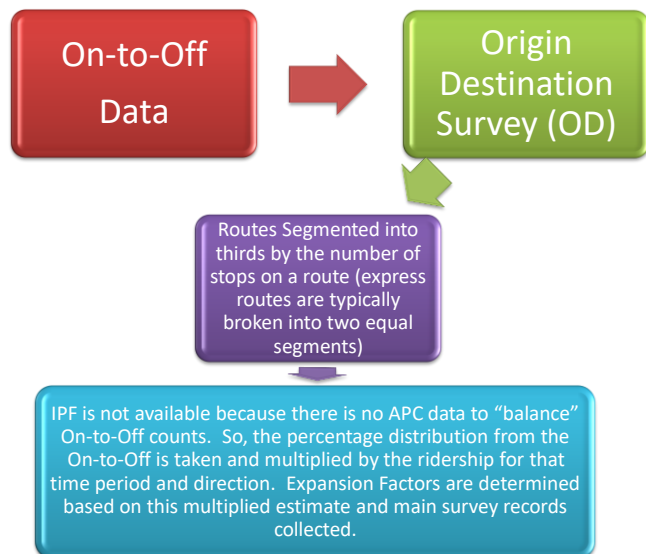
Type 1 Expansion



Type 2 Expansion



Type 3 Expansion



Type 4 Expansion

Type 4 expansion occurs when routes have OD survey data and ridership is only available at the route level.

Questions?



<http://www.atlantaregional.org/>



<http://www.neighborhoodnexus.org/>



<http://33n.atlantaregional.com/>

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