Regional Transit Planning Committee
Thursday, March 4, 2021
Proposed Agenda

I. Call to Order and Roll Call – Charlie Sutlive, Chair
II. Approval of Minutes for January 7, 2021
III. Approval of Agenda for March 4, 2021
IV. TAQC Update – Paul Radford
V. 2022 ARTP Kick-off – Aileen Daney
VI. Fare Policy Update – Cain Williamson
VII. Adjournment
2022 ATL REGIONAL TRANSIT PLAN KICK-OFF
Aileen M. Daney
March 4, 2021
WHY ANOTHER ARTP?

- This 18-month project schedule puts us on a biennial planning track.

- Planning, transportation planning in particular, is a continuous practice.

- Significantly supplemented and advanced the scope of work.
Vision and Goal Setting:
Forge a connection between the work of each subsequent task and specific plan objectives

Project Management & Stakeholder Coordination:
Host project kickoff meeting, develop project management and stakeholder engagement plans

Spring ‘21

Evaluation & Prioritization:
Assess how well projects perform and develop methodology for ranking projects for implementation

Summer ‘21

Regional Funding Strategy:
Identify strategies to fill gaps and run funding scenarios for priority projects

Summer/Fall ‘21

Project Development:
Identify project recommendations to close network gaps, maximize performance, and align with plan vision

Fall ‘21

Establish Project Management Plan and Procedures
Develop Stakeholder Coordination and Engagement Plan
Complete Data Collection
Develop Existing Conditions and Future Trends Approach
Begin Transit Network Analysis

TO ACCOMPLISH IN THE FIRST FEW MONTHS
**Vision and Goal Setting:**
Forge a connection between the work of each subsequent task and specific plan objectives.

**Spring ‘21**
- **Vision and Goal Setting:**
  - Forge a connection between the work of each subsequent task and specific plan objectives.

**Summer ‘21**
- **Existing Conditions & Future Trends:**
  - Analyze state of the region and share via report/presentation.

**Summer/Fall ‘21**
- **Transit Network:**
  - Analyze travel patterns, land use, environment and transit needs to create transit corridor typologies.

**Winter ‘22**
- **Evaluation & Prioritization:**
  - Assess how well projects perform and develop methodology for ranking projects for implementation.

**Spring ‘22**
- **Public Engagement and Performance Monitoring:**
  - Establish metrics/targets to gauge implementation progress over time.

**Fall ‘21**
- **Project Development:**
  - Identify project recommendations to close network gaps, maximize performance, and align with plan vision.

**Spring/Summer ‘22**
- **Regional Funding Strategy:**
  - Identify strategies to fill gaps and run funding scenarios for priority projects.

**Summer ‘22**
- **ARTP Final Document:**
  - Presented to the ATL Board for adoption.
Questions

Aileen M. Daney
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AGENDA

► Survey Results

► Summary of Workshop #2

► Next Steps

► Board Engagement
Survey Results - Overview

- **2160** respondents

- **Purpose:**
  
  *Gather information from riders and non-riders to use as inputs to develop customer price sensitivities (elasticities)*

- **Survey was live from** 12/19/2020 to 01/19/2021

- **Question categories:**
  1. About the Rider
  2. About Transfers
  3. Existing Fare Product Usage
  4. Fare Product Preferences
  5. Fare Scenarios
  6. Demographic Questions (optional)
Survey Results – Respondent Representation

- Participation from all 11 systems
- Largest participant group was from MARTA rider which is consistent with regional ridership patterns
Survey Results – Return to Service Post Covid-19

76% of respondents plan to take transit the same amount as pre-COVID or greater.

- My frequency will return to pre-COVID levels (53%)
- My frequency will be less than pre-COVID levels (24%)
- My frequency will be more than pre-COVID levels (23%)
Survey Results – Cost Structures

38% of respondents prefer distance-based fares

Further analysis of survey results may help determine which options may better serve riders

Further analysis of survey results will develop educational and marketing materials

Distance-Based Fares
(lower fares for short trips, and higher fares for long trips)

Flat Fee Fares
(same fare, regardless on trips time or distance)

A Combination of Distance-Based and Time-Based Fares
(lower fares for short and off-peak trips, and higher fares for long and peak-time trips)

Time-Based Fares
(lower fares for off-peak trips, and higher fares for peak-time trips)
Summary of Workshop #2

► Attendees from all transit operators on the the breeze card system and some not on the breeze card system

► Purpose:
  • Review of existing regional technologies and discuss pros and cons of current solutions
  • Review possible paths for implementing a regional fare improvements
    • Short Term – Layer regional fare policy on BreezeMobile or Token Transit mobile ticketing application
    • Medium Term – Leverage upgrade to BreezeMobile 2.0 (if possible)
    • Long Term – Partners collaborate on procurement of AFC 2.0

► Outcomes:
  • Collaborative development of Fare Principles
  • Collaborative regional engagement in MARTA’s AFC 2.0 RFP development effort
Next steps

Workshop #3  
March 12, 2021

Workshop #4  
May 13, 2021

Workshop #5  
July 15, 2021

Implementation of Regional Fare Collaboration Committee and Principles

2021
MARTA AFC 2.0
RFP Development and Posting

2022
MARTA AFC 2.0
Contract Award

2023
MARTA Breeze Mobile 2.0

ATL
Questions?