



## REGIONAL TRANSIT PLANNING COMMITTEE

March 4, 2021

Charlie Sutlive, Chair

# **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

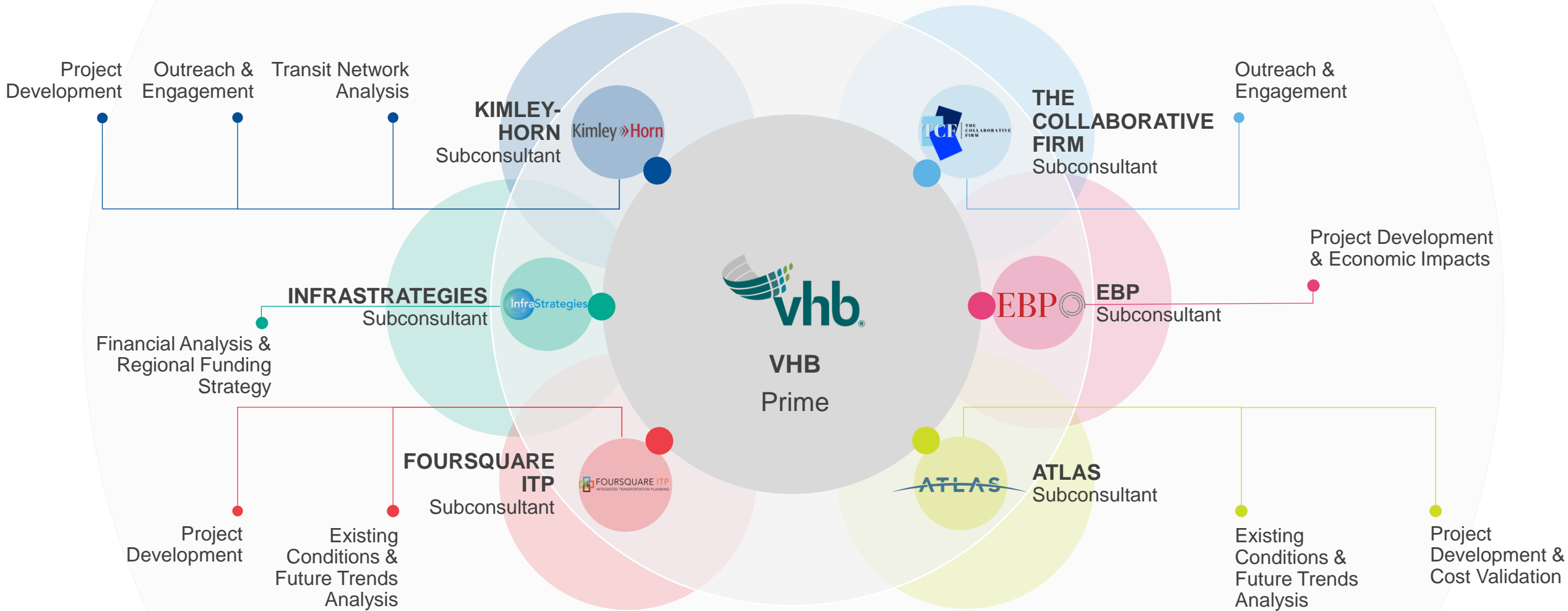
March 4, 2021

## 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**

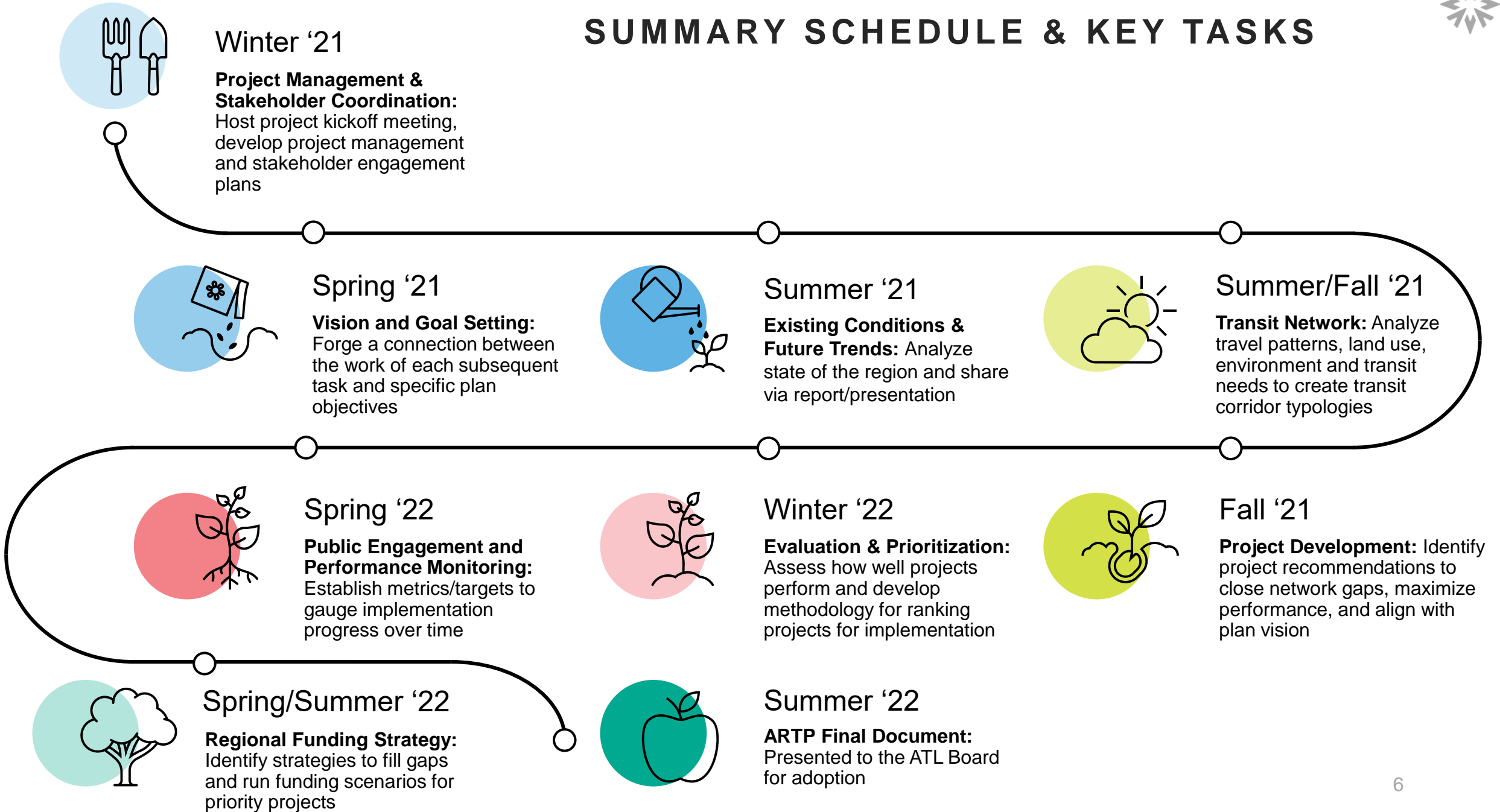


# MEET THE CONSULTANT TEAM



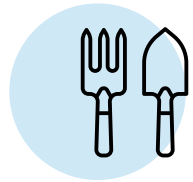


# SUMMARY SCHEDULE & KEY TASKS



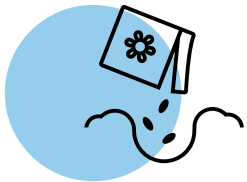


# TO ACCOMPLISH IN THE FIRST FEW MONTHS



Winter '21

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



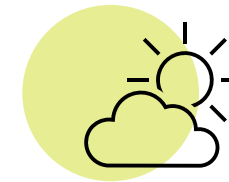
Spring '21

**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

- ▶ **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**

Spring/Summer '22

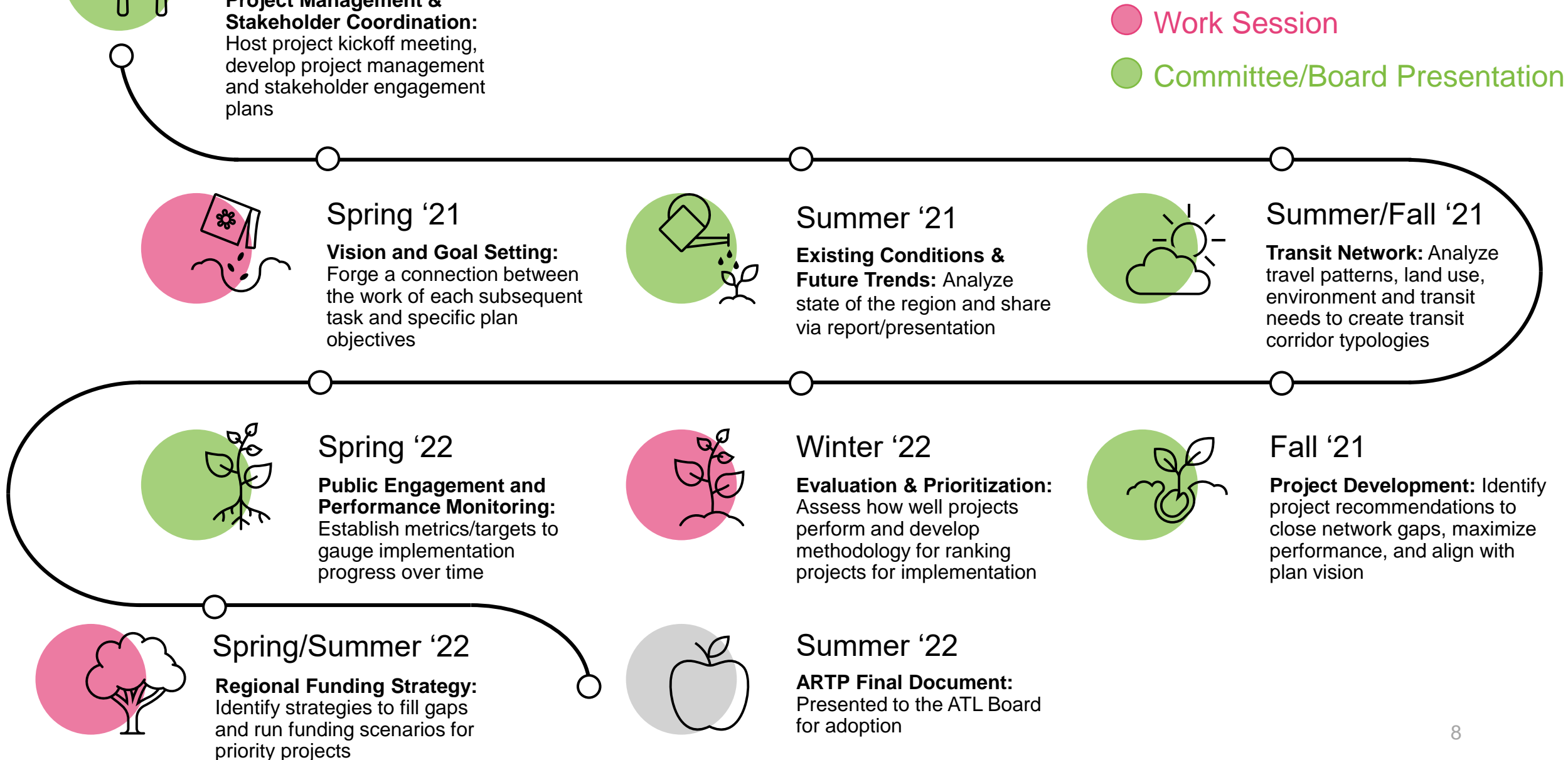
**Regional Funding Strategy:**  
Identify strategies to fill gaps and run funding scenarios for priority projects

Summer '22

**ARTP Final Document:**  
Presented to the ATL Board for adoption



# TOUCHPOINTS WITH ATL BOARD







# Questions

**Aileen M. Daney**

[adaney@ATLtransit.ga.gov](mailto:adaney@ATLtransit.ga.gov)



Cain Williamson

March 4, 2021

FARE POLICY UPDATE

# AGENDA

- ▶ Survey Results
- ▶ Summary of Workshop #2
- ▶ Next Steps
- ▶ Board Engagement

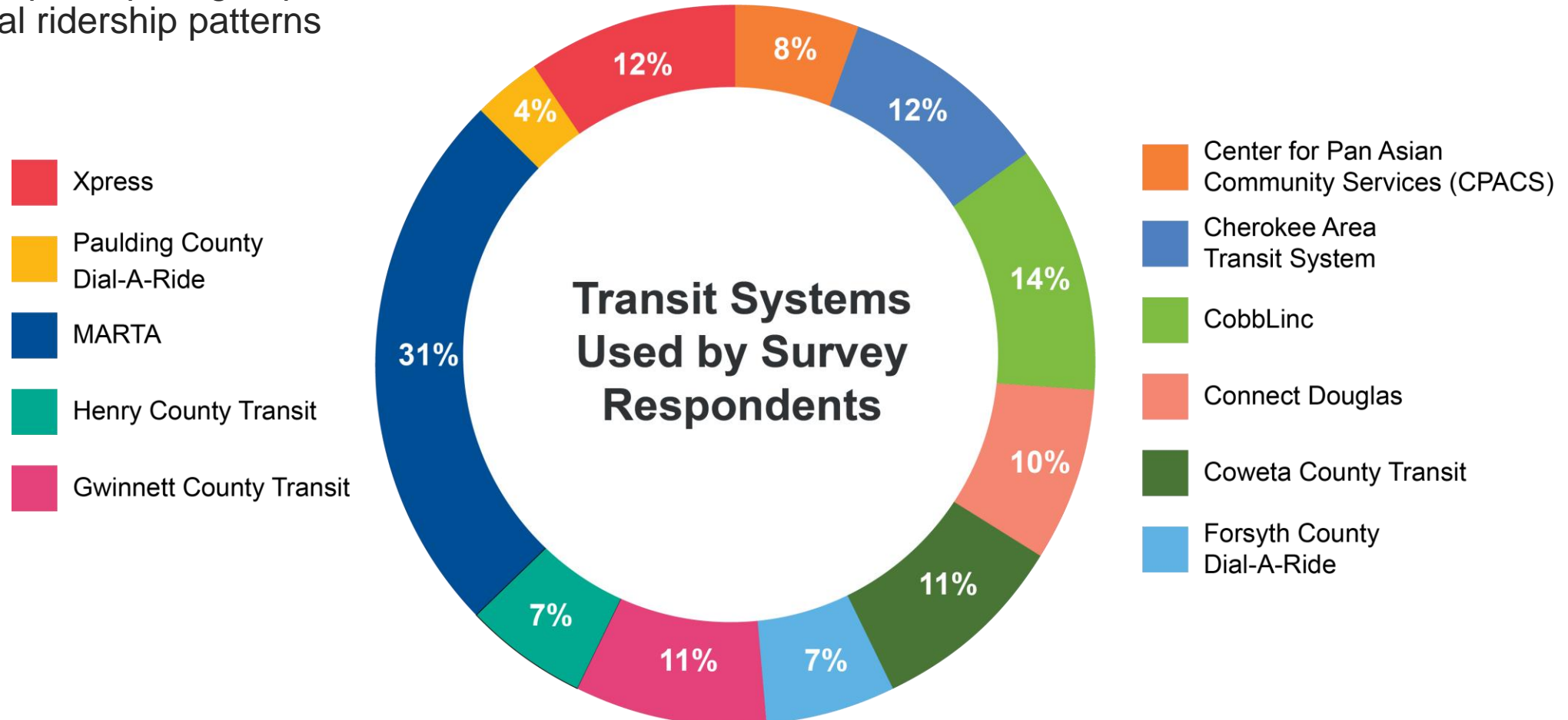
# Survey Results- Overview

- ▶ **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)

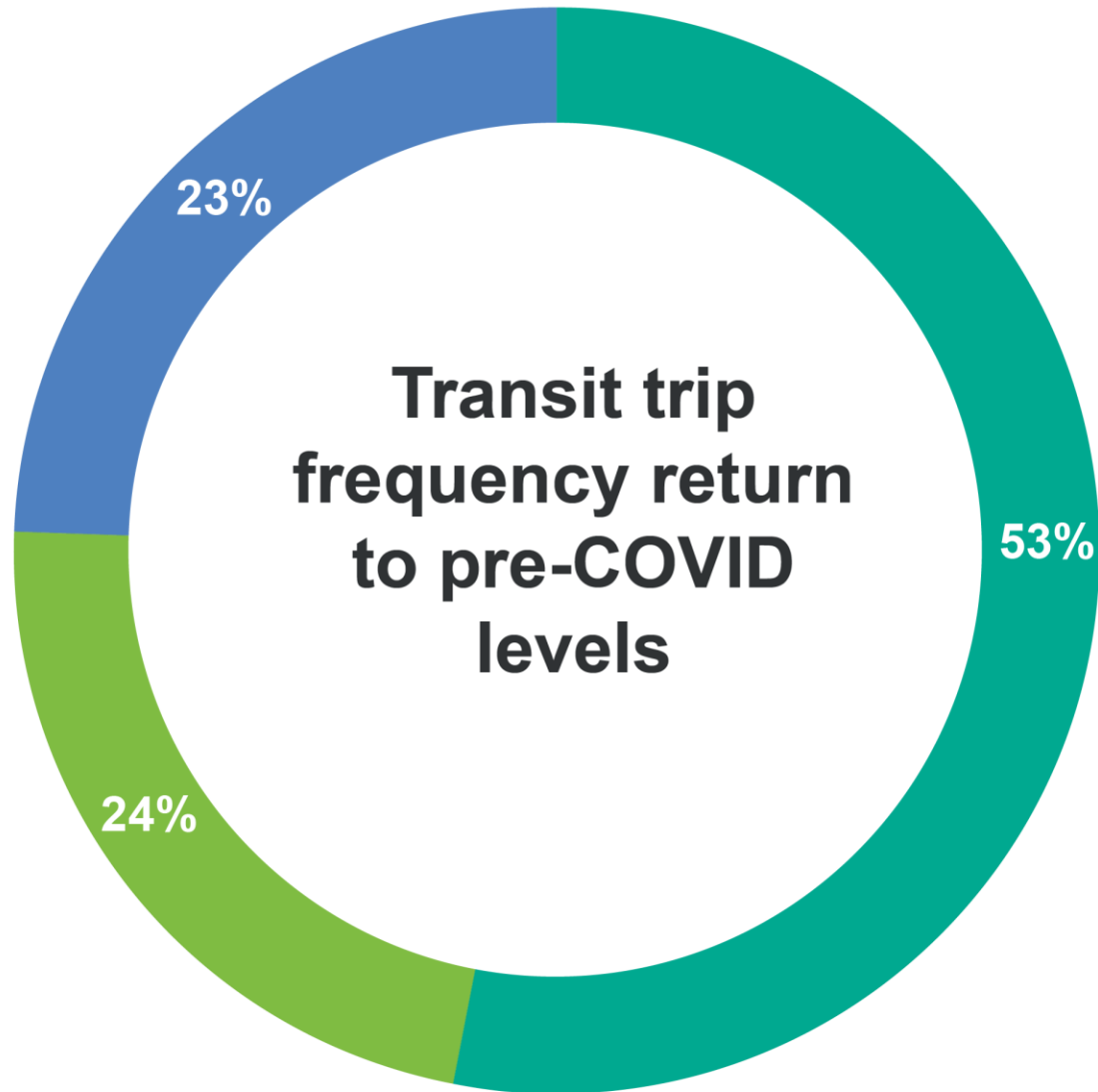


## Survey Results – Respondent Representation




- ▶ 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

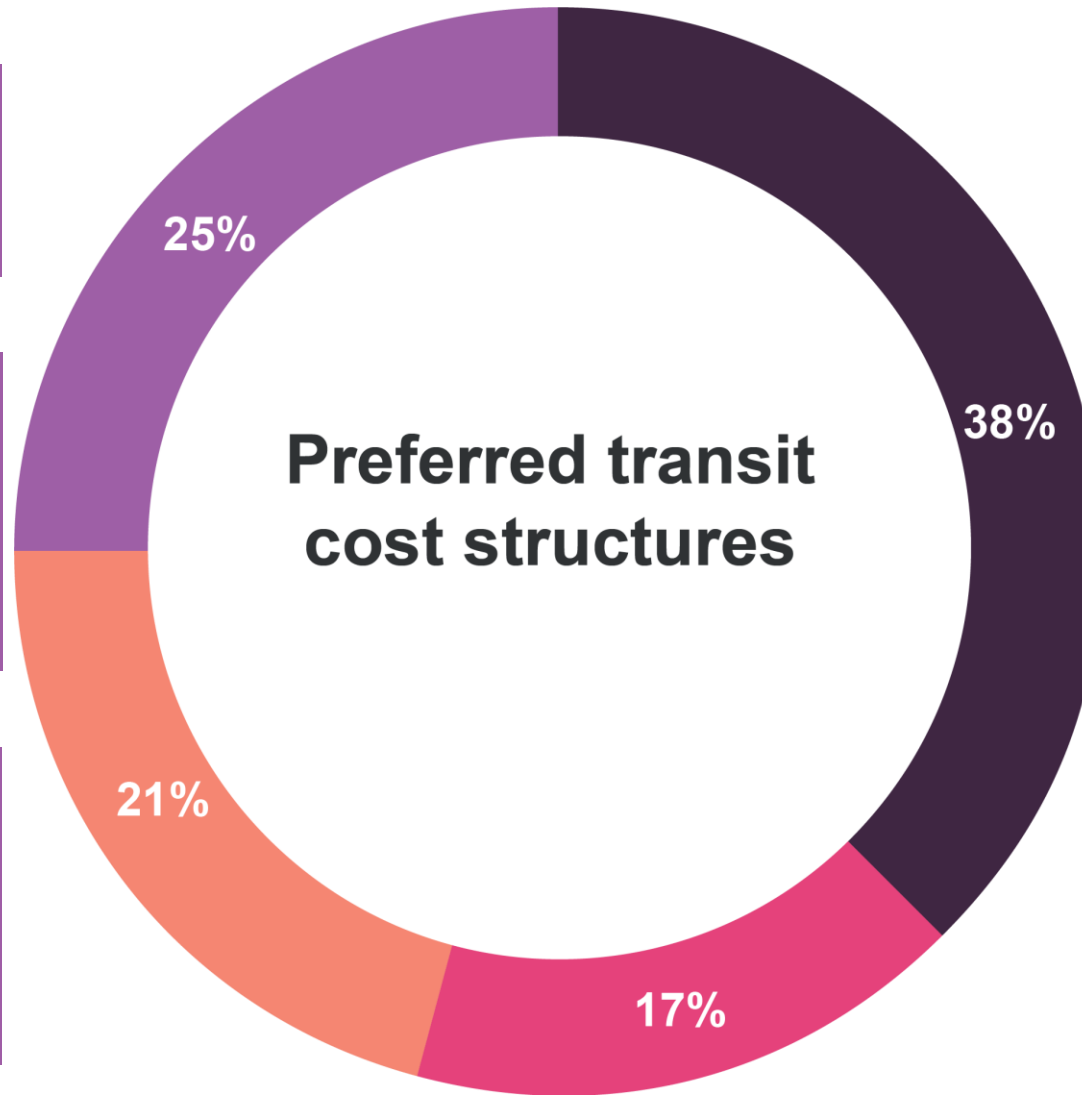
-  My frequency will return to pre-COVID levels
-  My frequency will be less than pre-COVID levels
-  My frequency will be more than pre-COVID levels

## 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:

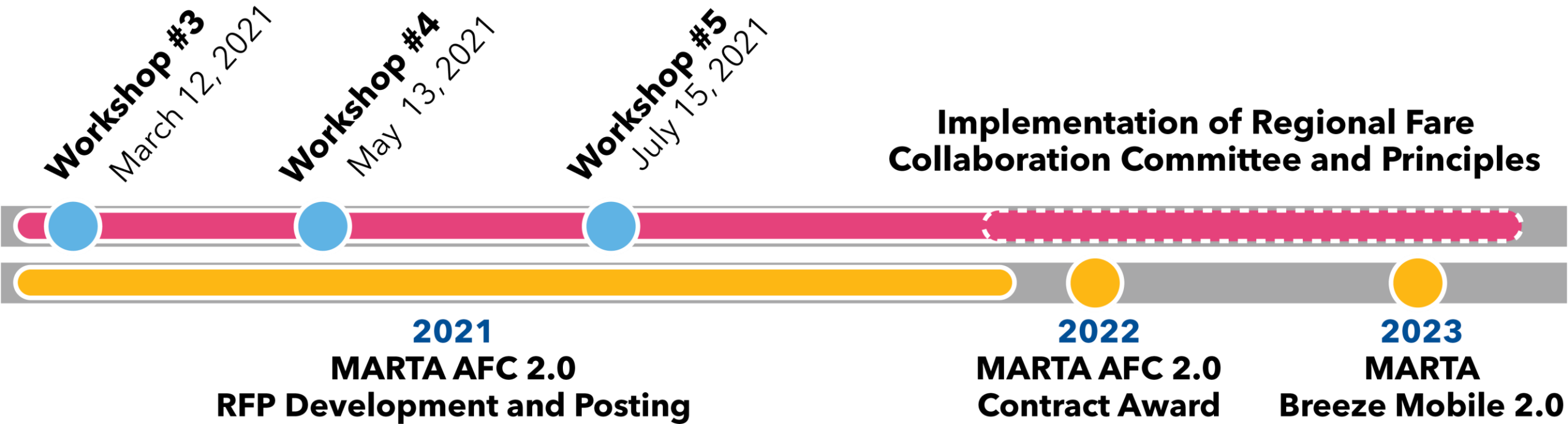
- Review of existing regional technologies and discuss pros and cons of current solutions
- Review possible paths for implementing a regional fare improvements
  - Short Term – Layer regional fare policy on BreezeMobile or Token Transit mobile ticketing application
  - Medium Term – Leverage upgrade 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



**Questions?**

