



REGIONAL TRANSIT PLANNING COMMITTEE

Charlie Sutlive, Chair

July 1, 2021

Regional Transit Planning Committee

Thursday, July 1, 2021

Proposed Agenda

- I. Call to Order – Charlie Sutlive, Chair
- II. Approval of Minutes for May 6, 2021
- III. Approval of Agenda for July 1, 2021
- IV. Regional Fare Policy Study Update – Cain Williamson
- V. ATL Regional Transit Plan Update – Aileen Daney
- VI. Funding Opportunity Series – State Resources – Jonathan Ravenelle
- VII. Draft Priority Project Investment List – Aileen Daney
- VIII. Adjournment



REGIONAL FARE POLICY STUDY UPDATE

Cain Williamson, Chief Planning Officer

July 1, 2021



Reminder of Possible Regional Fare Collaboration Standards

Regional Fare Collaboration Standards – 1st DRAFT

Fare Structure/Policy Standard

Seamlessness of fare charges to the regional transit rider will be an objective of every partner, with particular attention to multi-agency trips and transfer connections.

Underlying Fare Structure Principles

- Inform each other of proposed changes
- Multi-agency products available
- Rider classes (age, etc.) standardized
- Transfer rules standardized
- Multi-ride products are shared and standardized
- Time/distance-based charges standardized
- Sub-mode definition standardized



Recent Stakeholder Engagement Activities and Results

Stakeholder Engagement Activities

- ▶ Shared potential Collaboration Standards and provided ample time for review
- ▶ Poll on favorability and concerns related to principles prior to last workshop
 - Rating of principles on 0 to 100 scale
 - Requested suggested rewordings
- ▶ Poll on favorability and concerns for the formation of fare policy committee
- ▶ Stakeholder workshop #4 held on May 13, 2021
 - Reviewed results of poll
 - Discuss concerns about draft principles
 - Began redrafting principles

Fare Collection Principles Survey Results

Most Favored Principles

Partners will standardize time-of-day or distance-based charges.

Partners will standardize definitions of rider classes such as full fare, seniors, people with disabilities, and children.

Partners will notify other partners and provide time for comment on any fare technology procurement solicitation.

Least Favored Principles

Technology will function across systems and interface between systems as efficiently as feasible possible.

Partners will standardize sub-mode definitions (e.g., express, bus types) with distinct fares.

Multi-agency fare products will be provided when feasible.

- Original wording for first draft principles provided above.
- Region is currently actively editing principles.

Primary Concerns with Wording

- ▶ Desire for clarification and simplification of wording
 - What does “feasible” actually mean?
- ▶ Need to acknowledge that changes to fare policy require action of respective operating boards
- ▶ Clarification on how principles are actually implemented
 - How/when should notice of fare changes be delivered to partners
- ▶ Need to acknowledge that one size does not fit all
 - Room must be left for individual operators' internal needs
- ▶ Some general opposition to concepts
 - Time-of-day and distance based fares
 - Standardization of fares across mode types – local bus, commuter bus, etc.



Next Steps

Next Steps

Seek stakeholder feedback on second draft of principles in one-on-one meetings prior to final workshop on July 15

- ▶ Final set of Collaboration Principles
- ▶ Memorialize principles
- ▶ Establish collaboration mechanism
- ▶ Begin Implementation of Principles



Thank you!



ATL REGIONAL TRANSIT PLAN UPDATE

Aileen Daney, Senior Transit Planner

July 1, 2021

SCHEDULE & TOUCHPOINTS WITH ATL BOARD



● Work Session

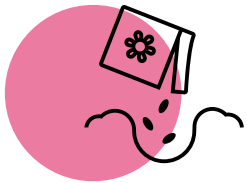
● Committee/Board Presentation



Winter '21

Project Management & Stakeholder Coordination:

Host project kickoff meeting, develop project management and stakeholder engagement plans



Spring '21

Vision and Goal Setting:

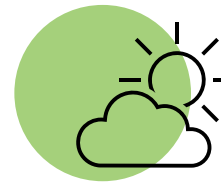
Forge a connection between the work of each subsequent task and specific plan objectives



Summer '21

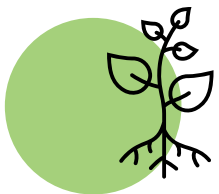
Existing Conditions & Future Trends:

Analyze state of the region and share via report/presentation



Summer/Fall '21

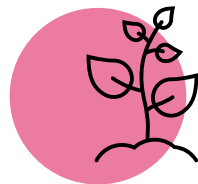
Transit Network: Analyze travel patterns, land use, environment and transit needs to create transit corridor typologies



Spring '22

Public Engagement and Performance Monitoring:

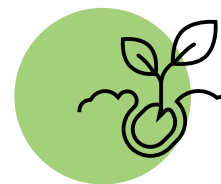
Establish metrics/targets to gauge implementation progress over time



Winter '22

Evaluation & Prioritization:

Assess how well projects perform and develop methodology for ranking projects for implementation



Fall '21

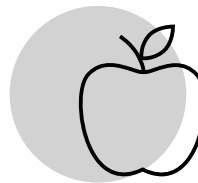
Project Development: Identify project recommendations to close network gaps, maximize performance, and align with plan vision



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



ARTP Vision and Goals

Recognize and build upon previous and concurrent work

2019 - ATL Strategic Planning

Draft Mission Statements

Based on Board Member input, a draft mission statement

Draft Mission Statement (A)	Connecting People, Jobs and Communities through coordinated planning and strategic investments in transit systems and providers.
Draft Mission Statement (B)	To improve regional mobility and connectivity through coordinated planning and strategic investments in transit systems and providers.

Governing Principles

The ATL's six Governing Principles are the foundational values that guide our efforts to bring metro Atlanta closer together through a unified transit system. Projects are evaluated against these governing principles to ensure ARTP projects move transit forward in the Atlanta region.



Economic Development and Land Use

Creates or enhances connectivity and access to job centers, activity centers and economic centers in line with regional development and growth objectives.



Environmental Sustainability

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



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.



Innovation

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



Mobility and Access

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



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.



MISSION

To improve regional mobility and connectivity through coordinated planning and strategic investments in transit.



VISION

Reliably connecting Metro Atlanta residents and visitors to the places that matter to them.



GOALS

- Become a trusted advisor and source of information to establish a regional mindset for transit and mobility
- Improve coordinated planning and service delivery across local governments and transit systems in the region
- Maximize available funding channels and identify and advocate for new and sustained sources of transit funding
- Enhance customer experience and encourage use of multimodal options through integrated consumer facing solutions

Note: Direct input is on pages 28-29. The draft also incorporates concepts described throughout the



ARTP Vision and Goals

Recognize and build upon previous and concurrent work

2021 - Brand Architecture Focus Groups

Opportunities at a glance:

- Foster a seamless customer experience; leverage this goal to induce operator cooperation
- Advocate for and champion transit investment and sustainable transit funding/finance
- Viewed as experts with value to offer local governments and operators

Branding Architecture Examples





ARTP Vision and Goals

Establishing an ATL Regional Transit Plan vision & set of goals informs the rest of the Plan's development



1. How should we use the ARTP to implement broader ATL agency objectives?
2. What will a successful ARTP look like to you?



ATL BOARD CONVERSATIONS: MAIN THEMES

Weeks of May 17 – June 7

- ▶ Build a **unified vision** that acknowledges and **addresses the varied needs of counties**
- ▶ Focus on **regionally coordinated project delivery**
- ▶ Catalyze economic development and **drive transit-supportive land use** patterns
- ▶ Prioritize **customer experience** and **seamlessness**
- ▶ **Demonstrate the value of state investment** to leverage other funding sources, bypass federal processes, and accelerate implementation
- ▶ **Raise enthusiasm and education** regarding existing and planned transit services
- ▶ Measure performance and **celebrate successes**



TRANSIT OPERATORS GROUP (TOG) & CID DISCUSSION: MAIN THEMES

June 11 & June 24

TOG

- ▶ Tells the **story of how important transit is** to the region
- ▶ Brings **more funding** to the table
- ▶ **Provides regional value**; not tied to jurisdictional boundaries
- ▶ **Values critical network linkages**
- ▶ Focuses on **high impact projects**
- ▶ **Actionable**

CIDs

- ▶ **Improve reliability** and door-to-door customer experience to **build trust with our customers** and make their experience **enjoyable**
- ▶ **Strengthen land use and transit connection**
- ▶ **Constant and clear communication** with the public about project delivery and regional importance



NEXT STEPS

- ▶ **Continue stakeholder conversations**
 - ▶ Legislators, counties/sponsors
- ▶ **Finalize and share Existing Conditions & Future Trends Memo**
- ▶ **Begin Transit Network Analysis**
- ▶ **Launch TrackATL & prepare for Call for Projects**

ProjectTracker Dashboard Projects Plans Reports Users Search by ID...

Advanced Search Clear All

Plan / Status

Plan Cycle All

Plan Revision All

Project Information

ID Enter ID

Lead Agency All

Project Type All

County All

Title / Description Enter Title / Description

Fiscal Year All

Funding

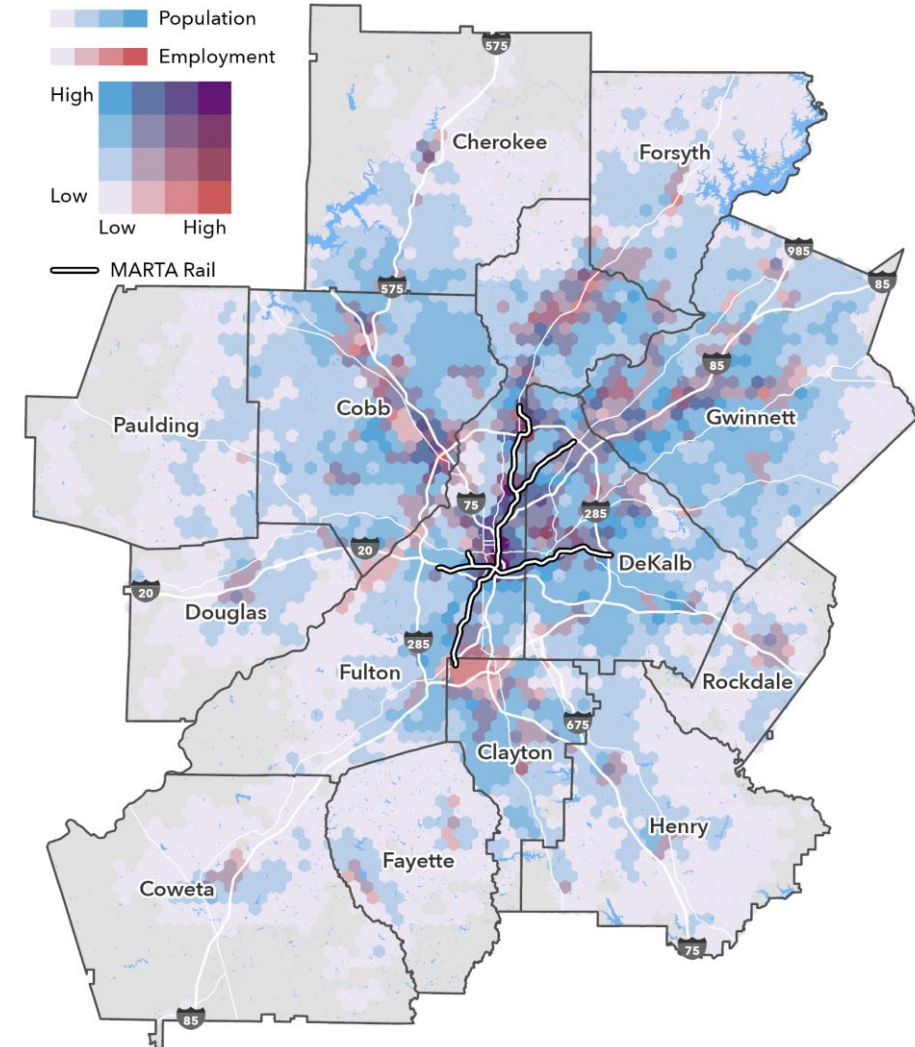
Contact Name Enter Contact Name

Projects

LATEST (279) DRAFT (0) PENDING REVIEW (0) DENIED (0) ACCEPTED (279)

ID	AGENCY	STATUS	REVISION	TITLE	TYPE	TOTAL COST
7	City of Atlanta	Accepted	Adoption	MARTA West Line High Capacity Transit	Expansion	\$283,600,000
8	City of Atlanta	Accepted	Adoption	Northwest Regional High Capacity Transit Corridor	Expansion	\$631,000,000
10	Connect Douglas	Accepted	Adoption	Fixed Route Operating Assistance	Expansion	\$4,000,000
11	Connect Douglas	Accepted	Adoption	Commuter Vanpool Replacement Vehicles	State of Good Repair	\$296,000
12	Connect Douglas	Accepted	Adoption	Staff Vehicles	Enhancement	\$54,000
13	Connect Douglas	Accepted	Adoption	Preventive Maintenance	State of Good Repair	\$900,000
15	Connect Douglas	Accepted	Adoption	Fixed Route Vehicles	Expansion	\$1,494,000
16	Connect Douglas	Accepted	Adoption	Vehicles for Paratransit Expansion	Expansion	\$504,000
17	Connect Douglas	Accepted	Adoption	Vehicles for Vanpool Expansion	Expansion	\$370,000
18	Connect Douglas	Accepted	Adoption	Fixed Route, Paratransit Replacement Vehicles	State of Good Repair	\$870,000
19	Connect Douglas	Accepted	Adoption	Bus shelters and passenger amenities	Expansion	\$307,000
20	Connect Douglas	Accepted	Adoption	Hardware/Farebox Upgrades	Enhancement	\$407,000
21	Connect Douglas	Accepted	Adoption	Software	Enhancement	\$315,000
22	Connect Douglas	Accepted	Adoption	Security/Surveillance	Enhancement	\$260,000
23	Connect Douglas	Accepted	Adoption	Land Acquisition	Expansion	\$4,000,000
24	Connect Douglas	Accepted	Adoption	Park and ride lot construction	Expansion	\$5,020,000
25	Connect Douglas	Accepted	Adoption	Fixed Route Service, 2022 - 2026	Expansion	\$15,000,000
26	Connect Douglas	Accepted	Adoption	Demand Response Service	Expansion	\$15,000,000

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Thank you!



REGIONAL TRANSIT FUNDING OPPORTUNITIES SERIES
State Transit Funding Options

Jonathan Ravenelle, Transit Funding Director

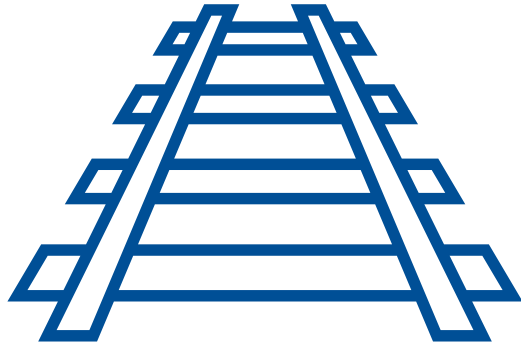
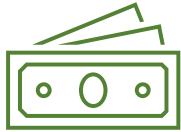
July 1, 2021

Recent History of State Funding for Transit in Georgia

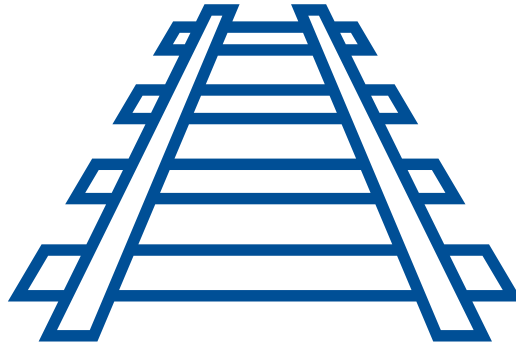
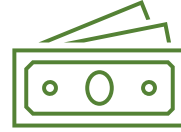
- ▶ \$75M for GO! Transit Program (2015 Session)
- ▶ \$100M for GA-400 ELT (2018 Session)
- ▶ \$7.6M for transit capital projects (2021 Session)
 - \$6M for MARTA Bankhead Station Rehab from ATL's FY22 Priority Project Investment List
 - \$1M for Athens-Clarke Transit
 - \$638k for other transit projects statewide
- ▶ Approx. \$10M annually for Xpress operations with supplemental capital funding in some fiscal years

Dedicated Tracks to State Funding Opportunities

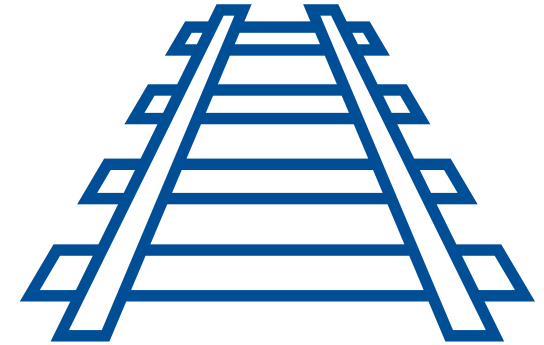
Annual State Bond
Appropriations



GA Transit Trust Fund
Appropriations



Transportation Trust Fund
Appropriations



Annual State Bond Appropriations

- ▶ **Projects submitted annually** by the ATL to Governor, OPB, Lt. Governor, and Speaker **based on ARTP submissions of** project sponsors
- ▶ Projects are **reviewed and evaluated** for regional and state significance based on the results of the **most recently adopted ARTP**
- ▶ **Final Priority Project Investment List** is **adopted by ATL Board annually** for submission
- ▶ Projects will be considered by Governor and Legislature for inclusion in the bond package for the upcoming fiscal year budget
- ▶ First time in state history **regional transit operators** have **annual opportunity** for direct consideration of **State bond funding**

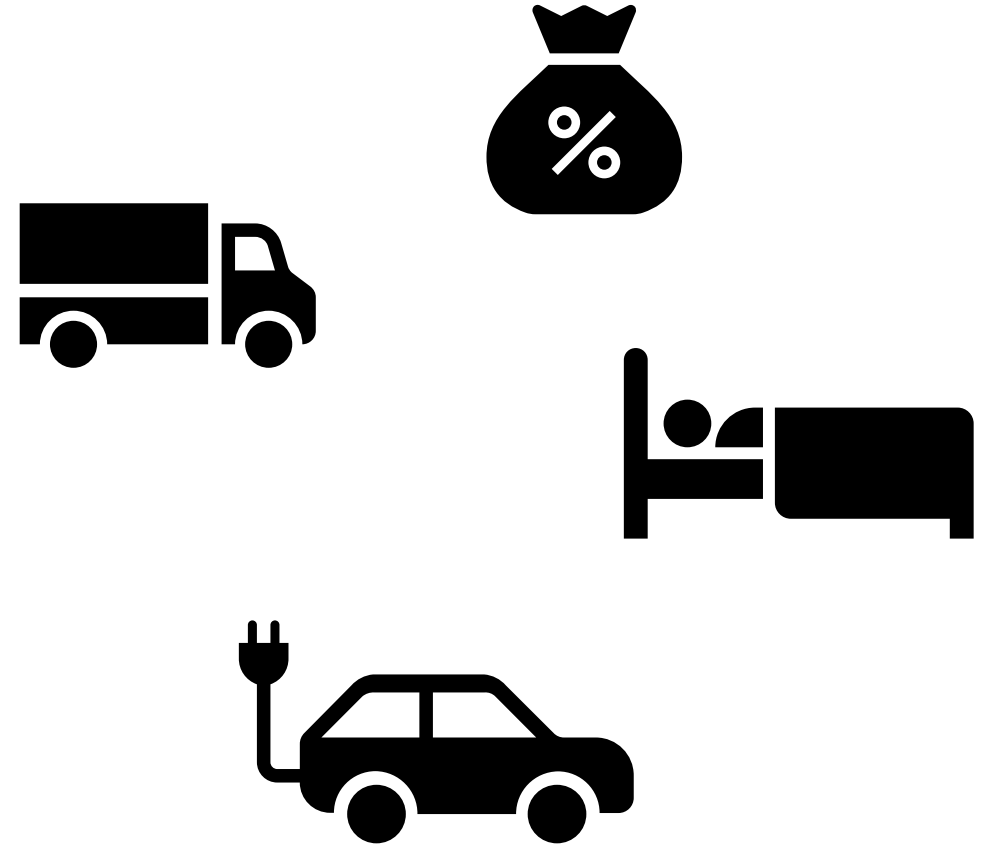
Georgia Transit Trust Fund Appropriations

- ▶ First state revenue source dedicated to transit
- ▶ Rideshare Fee:
 - 50 cent fee on all ride-hailing, taxi & limo trips
 - 25 cents on shared rides
- ▶ **Revenue dedicated to transit capital uses only**
- ▶ Transit Trust Fund takes effect in FY 2023
- ▶ Projected annual revenue (pre-COVID): ~\$40M
- ▶ Projects recommended for Trust funding based on ATL Board adopted Priority Investment List



Transportation Trust Fund Appropriations

- ▶ Additional transportation funding generated from:
 - Fee on Alternative Fuel Vehicles
 - Highway Impact Fees for heavy vehicles
 - Hotel/Motel Fees
- ▶ Funding available for capital, operations, and planning
- ▶ Not more than 10% of Transportation Trust Funds can be used for transit
- ▶ Funding is currently used to support existing state transit programs including Xpress operations



Opportunities Ahead for State Transit Funding

- ▶ **Dedicated** avenues for **investment of State funding** into transit statewide
- ▶ Upcoming opportunities **for ATL to recommend and support strategies** for funding regionally significant and critical projects in Atlanta region:
 - AFY22/FY23 ATL Project Priority Investment List
 - 2022 ATL Regional Transit Plan (ARTP) process
- ▶ Potential for State transit funding to:
 - **Create better ROI with federal transit** funding
 - State funds providing firm match on discretionary federal transit and transportation funding opportunities
 - **Provide gap funding** and **help expedite project delivery**
 - Supplement or remove CIG process **expanding pipeline of major capital projects** able to be delivered in Atlanta region

Thank You.



Jonathan Ravenelle



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DRAFT PRIORITY PROJECT INVESTMENT LIST

Aileen Daney, Senior Transit Planner

July 1, 2021

HOW ARE PROJECTS SELECTED?

- 1**  Project **meets administrative requirements**
- 2**  Project is **included in adopted ATL Regional Transit Plan (ARTP)**
- 3**  Project **performed well in the ARTP Project Performance Framework**
- 4**  Project reflects **local, regional, state, or federal priority**



JUNE – CONVERSATIONS WITH PROJECT SPONSORS



Shared list of projects that met eligibility criteria
(previous slide) **and asked:**

- ▶ What are your agency's project priorities?
- ▶ What is the current status or phase of your agency's project(s)?
- ▶ What level of funding would be helpful?
- ▶ How would funding advance implementation?



PRIORITY INVESTMENT LIST: DRAFT LIST AT A GLANCE

CobbLinc

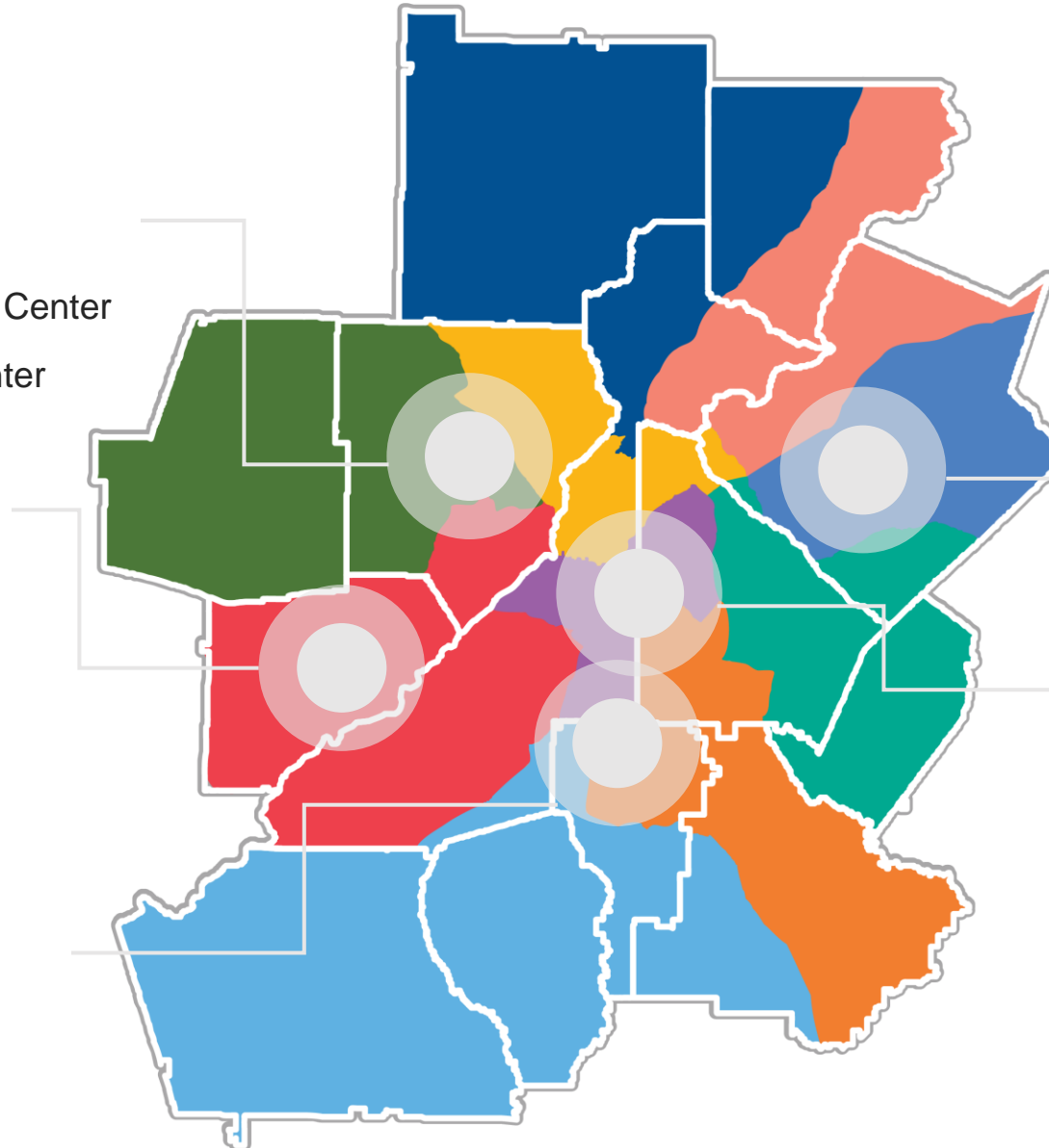
1. Cumberland Transfer Center
2. Marietta Transfer Center

Connect Douglas

1. Bus Shelters and Passenger Amenities
2. Fixed Route Vehicles
3. Paratransit Vehicles
4. Commuter Vanpool Vehicles

ATL Airport CID

1. Microtransit Pilot Program



Gwinnett County Transit (GCT)

1. Gwinnett Place Transit Center
2. Athens Commuter Route
3. Buford/Suwanee Microtransit Zone
4. Local Route 60 Vehicle funding
5. Dacula/Lawrenceville Microtransit Zone

MARTA

1. Campbellton Road HCT
2. Clayton County BRT
3. Clifton Corridor HCT – Phase 1a
4. Roofing Rehabilitation Program
5. Station Rehabilitation Program

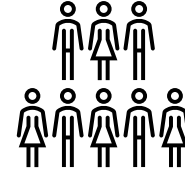


PRIORITY INVESTMENT LIST: DRAFT LIST AT A GLANCE



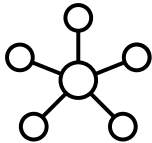
7

**Vehicle Purchase
Projects**



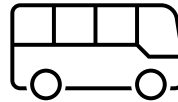
3

**High-Capacity
Projects**



3

**Transit Hub/Transfer
Center Projects**



3

**Micromobility
Projects**



4

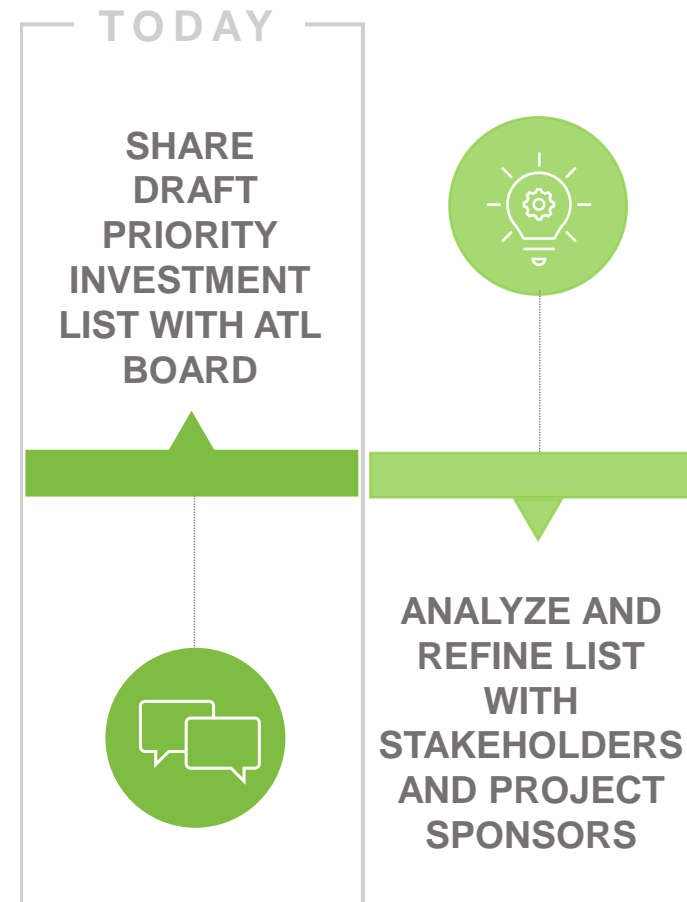
**State of Good
Repair Projects**



KEY NEXT STEPS

JULY

- ▶ Align project **costs with budgeting potential**
- ▶ **Analyze** draft project list
- ▶ Review analysis **results with project sponsors**
- ▶ Package analysis results and project information into draft **stylized project factsheets**





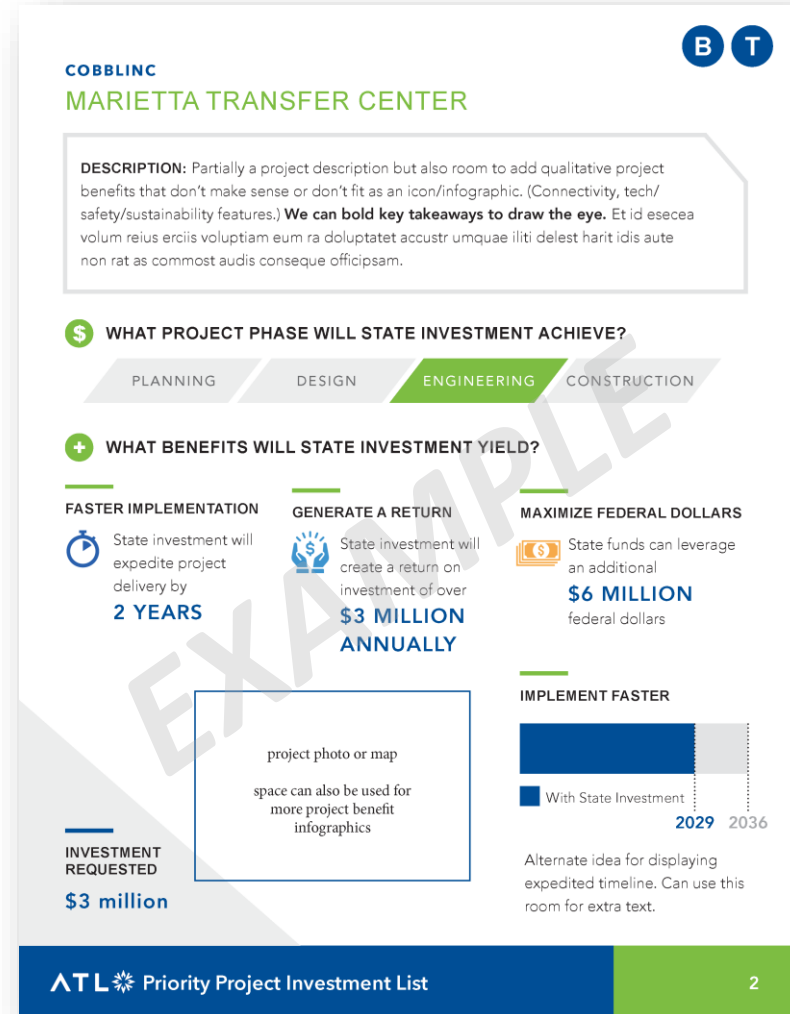
KEY NEXT STEPS (Con't)

AUGUST

- Share draft stylized project factsheets and priority investment list with ATL Board
- Make final tweaks and edits

SEPTEMBER 1

- Submit to OPB and General Assembly



ATL BOARD
TO CONSIDER
TAKING
ACTION ON
PRIORITY
INVESTMENT
LIST

AUGUST

SEPTEMBER 1



PRIORITY
INVESTMENT
LIST SENT TO
OPB &
GENERAL
ASSEMBLY



Thank you!