

**ATL BOARD MEETING WILL BEGIN MOMENTARILY**



**ATL BOARD MEETING**

8:30 AM

August 5, 2021

# ATL Board Meeting

## August 5, 2021

- I. Call to Order & Roll Call
- II. Approval of the Board Minutes for June 3, 2021
- III. Approval of the Agenda for August 5, 2021
- IV. Public Comment
- V. Committee Reports
  - a. Xpress Operations Committee
    - Recommendation to Adopt Contactless Fare Payment Option – **Action Item**
    - Recommendation to Adopt Proposed Service Changes – **Action Item**
  - b. Administrative Committee
    - ARC-ATL Subgrant Agreement (Rockdale County) – **Action Item**
  - c. Regional Technology Committee
  - d. Regional Transit Planning Committee
- VI. Priority Project Investment List – Cain Williamson – **Action Item**
- VII. ARTP Update – Cain Williamson
- VIII. ATL Branding Update – Kate Brangaccio, ICF Next and Jeff Caporizzo, ICF Next
- IX. Executive Director's Report
- X. New Business
- XI. Call to Adjourn



# **Public Comment**



# **Committee Reports**

# Xpress Operations Committee Report

- Recommendation to Adopt Contactless Fare Payment Option – **Action Item**
- Recommendation to Adopt Proposed Service Changes – **Action Item**



# Administrative Committee Report

- ARC-ATL Subgrant Agreement (Rockdale County) – **Action Item**



# **Regional Technology Committee Report**



# **Regional Transit Planning Committee Report**



## PRIORITY INVESTMENT LIST

Cain Williamson

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

August 5<sup>th</sup>, 2021



# PRIORITY INVESTMENT LIST: DRAFT LIST AT A GLANCE

## CobbLinc

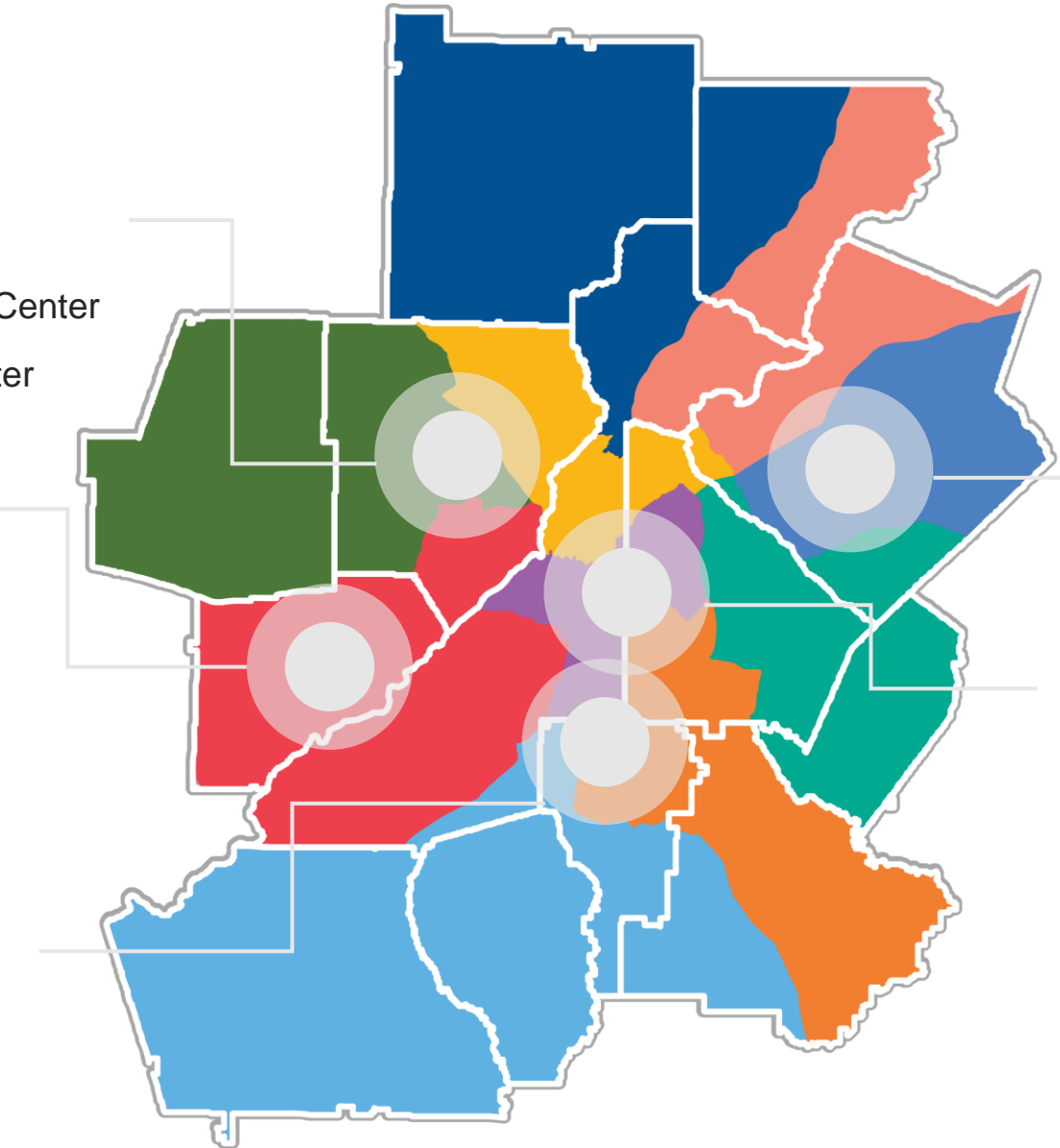
- 1. Cumberland Transfer Center
- 2. Marietta Transfer Center

## Connect Douglas

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

## ATL Airport CID

- 1. Turnkey Micromobility Project



## Gwinnett County Transit (GCT)

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

## MARTA

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

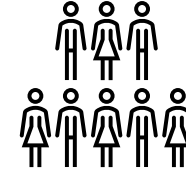


# PRIORITY INVESTMENT LIST: DRAFT LIST AT A GLANCE



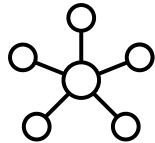
**7**

**Vehicle Purchase  
Projects**



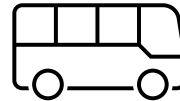
**3**

**High-Capacity  
Projects**



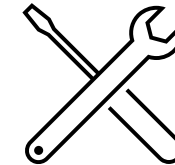
**3**

**Transit Hub/Transfer  
Center Projects**



**3**

**Micromobility  
Projects**



**4**

**State of Good  
Repair Projects**

*Note: Some projects fall in more than one category*



# PRIORITY INVESTMENT LIST: PROJECT PERFORMANCE

Project Name	Project Sponsor	Project Type	Cost to Impact**
Turnkey Micromobility Project	ATL Airport CIDs	Expansion	LI/LC
Cumberland Transfer Center	CobbLinc	Enhancement	HI/LC
Marietta Transfer Center	CobbLinc	Enhancement	HI/LC
Commuter Vanpool Vehicles	Connect Douglas	State of Good Repair	HI/LC
Fixed Route Vehicles	Connect Douglas	Expansion	LI/LC
Paratransit Vehicles	Connect Douglas	State of Good Repair	LI/LC
Bus Shelters and Passenger Amenities	Connect Douglas	Expansion	LI/LC

*\*All projects align with the ATL Governing Principles*

**\*\*Cost to Impact Key**  
HI/HC = High Impact/High Cost  
HI/LC = High Impact/Low Cost  
LI/LC = Low Impact/Low Cost



## PRIORITY INVESTMENT LIST: PROJECT PERFORMANCE

Project Name	Project Sponsor	Project Type	Cost to Impact
Gwinnett Place Transit Center	Gwinnett County Transit	Enhancement	HI/LC
Local Route 60 Vehicle Funding	Gwinnett County Transit	Expansion	LI/LC
Athens Regional Commuter	Gwinnett County Transit	Expansion	LI/LC
Buford/Suwanee Microtransit Zone	Gwinnett County Transit	Expansion	LI/LC
Dacula/Lawrenceville Microtransit Zone	Gwinnett County Transit	Expansion	LI/LC
Clifton Corridor HCT – Phase 1a	MARTA	Expansion	HI/HC
Campbellton Road HCT	MARTA	Enhancement	HI/HC
Clayton County BRT – Phase 1	MARTA	Expansion	HI/HC
Station Rehab Program	MARTA	State of Good Repair	HI/HC
Roofing Rehabilitation Program	MARTA	State of Good Repair	HI/HC

*\*All projects align with the ATL Governing Principles*

**\*\*Cost to Impact Key**  
HI/HC = High Impact/High Cost  
HI/LC = High Impact/Low Cost  
LI/LC = Low Impact/Low Cost



# KEY NEXT STEPS

## *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





**Thank you. Questions?**



## ATL REGIONAL TRANSIT PLAN (2022)

Cain Williamson

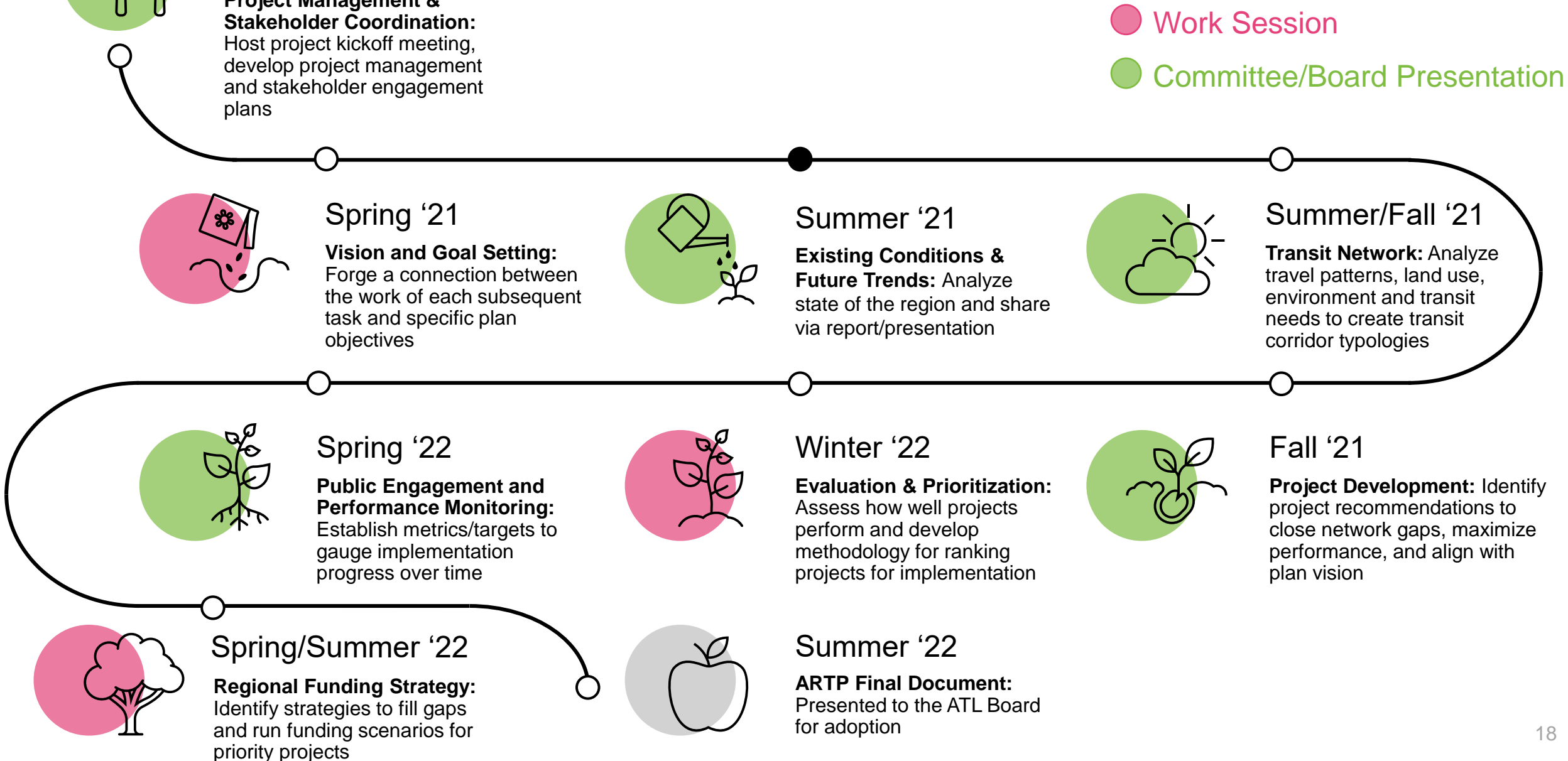
[cwilliamson@ATLtransit.ga.gov](mailto:cwilliamson@ATLtransit.ga.gov)

August 5, 2021



# **Reminder of ARTP Schedule/Process**

# SCHEDULE & TOUCHPOINTS WITH ATL BOARD





# ARTP VISION & GOALS

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





# **Draft ARTP Vision and Goals**

## ARTP VISION & GOALS

---

The 2022 ARTP will lay the foundation for a safe, efficient and resilient transit system that provides seamless connectivity for riders from across the region. This system will promote equity, support the region's economic vitality and provide mobility options to access that vitality while contributing to the preservation and enhancement of the region's built and natural environments.

### **Set Clear Project Priorities**

Prioritize mobility options that build on network strengths, address everyone's needs, and reflect local community context

### **Eliminate Barriers**

Eliminate barriers to seamlessness and create a user-friendly, convenient customer experience

### **Drive Economic Activity**

Leverage transit investments to drive economic activity in supportive markets and enhance placemaking

### **Increase Transit Funding**

Demonstrate the value of transit to federal, state, and local investment partners to maximize funds, close funding gaps, stabilize funding predictability, deliver projects on time, and generate a return on investment.

### **Track Progress**

Regularly measure and report plan implementation progress and performance, celebrating relevant improvements that promote a greater quality of life.



# **Existing Conditions and Future Trends Analysis**



# EXISTING CONDITIONS & FUTURE TRENDS

Documented in series of technical memoranda:

- ▶ **State of the System**
- ▶ **Today's Funding Landscape**
- ▶ **Federal and State Policies, Regulations & Law**
- ▶ **National Case Example Review (Land Use & Funding)**
- ▶ **Relevant Plans and Initiatives**

Available on ATL's website:  
<https://atltransit.ga.gov/artp>

The following slides highlight a sample of State of the System analyses related to:

## **Transit Environment**

Demographic, socioeconomic, commuting, and land use to characterize opportunities and challenges for transit usage in the region

## **Access to Transit**

Access to transit from a variety of perspectives – walking, span and frequency of service, and accessibility to jobs

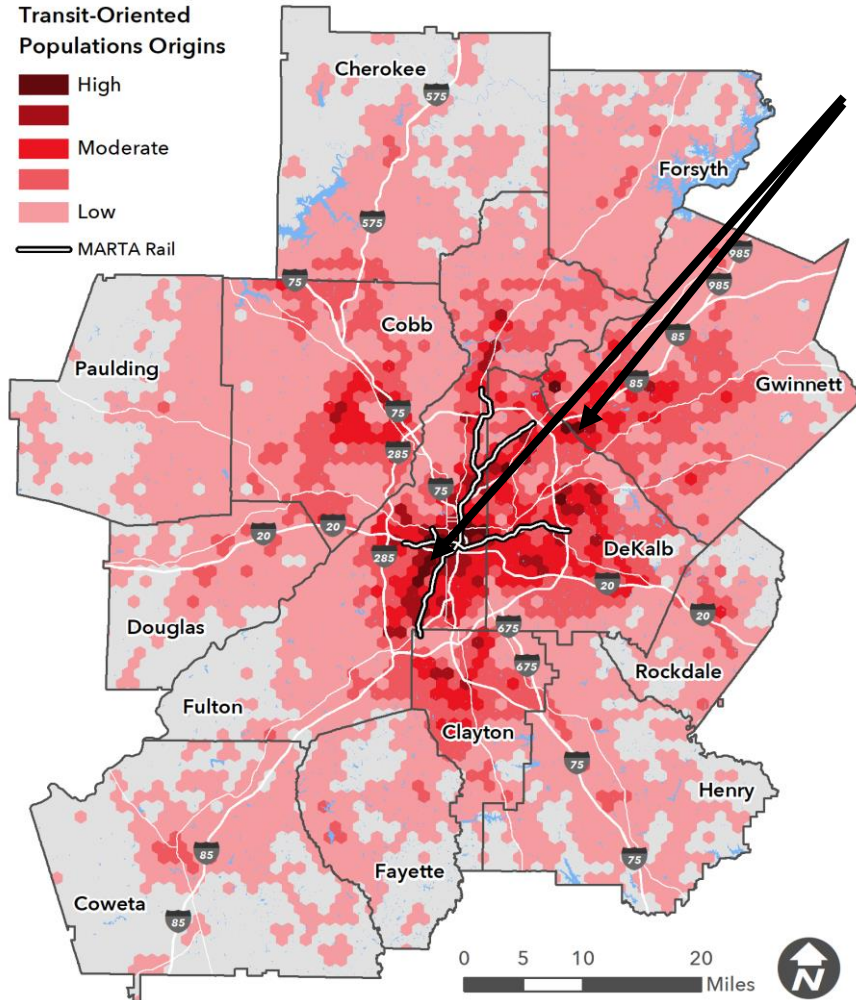
## **Travel Flows**

Key destinations and trip patterns



# STATE OF THE SYSTEM – WHERE LIKELY TRANSIT USERS LIVE & TRAVEL

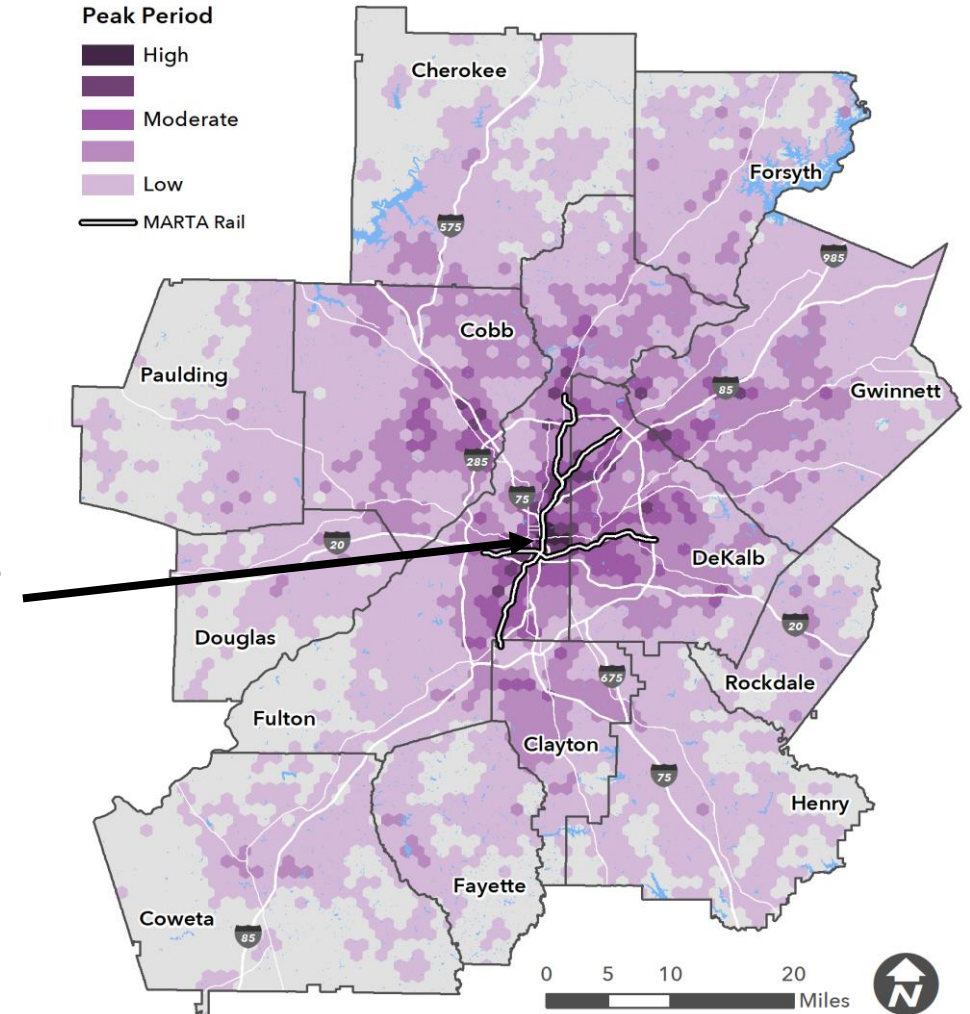
## Transit-Oriented Populations



Dark red =  
highest  
concentrations of  
people likely to  
use transit

Dark purple =  
highest  
concentrations  
of people with  
peak period  
(rush hour)  
travel needs

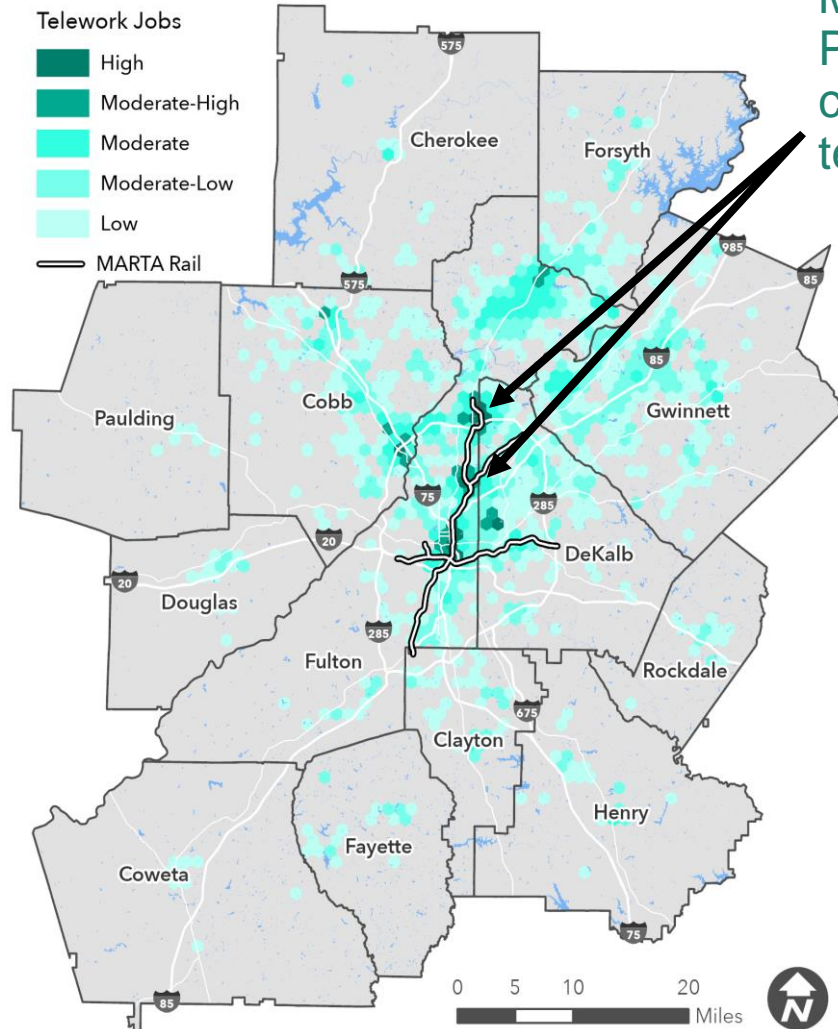
## Peak-Period Propensity



# STATE OF THE SYSTEM – TELEWORK AND IN-PERSON JOBS

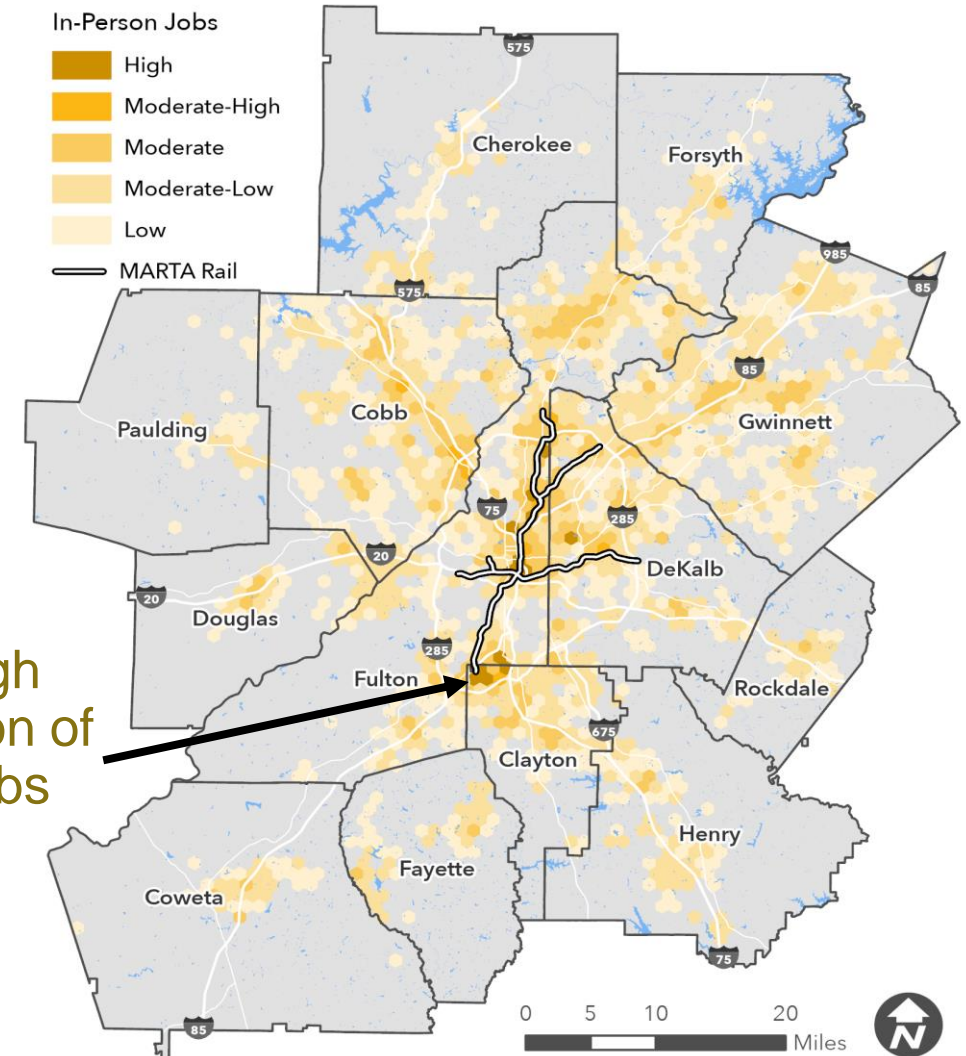


## Telework Jobs



Midtown &  
Perimeter – High  
concentrations of  
telework jobs

## In-Person Jobs

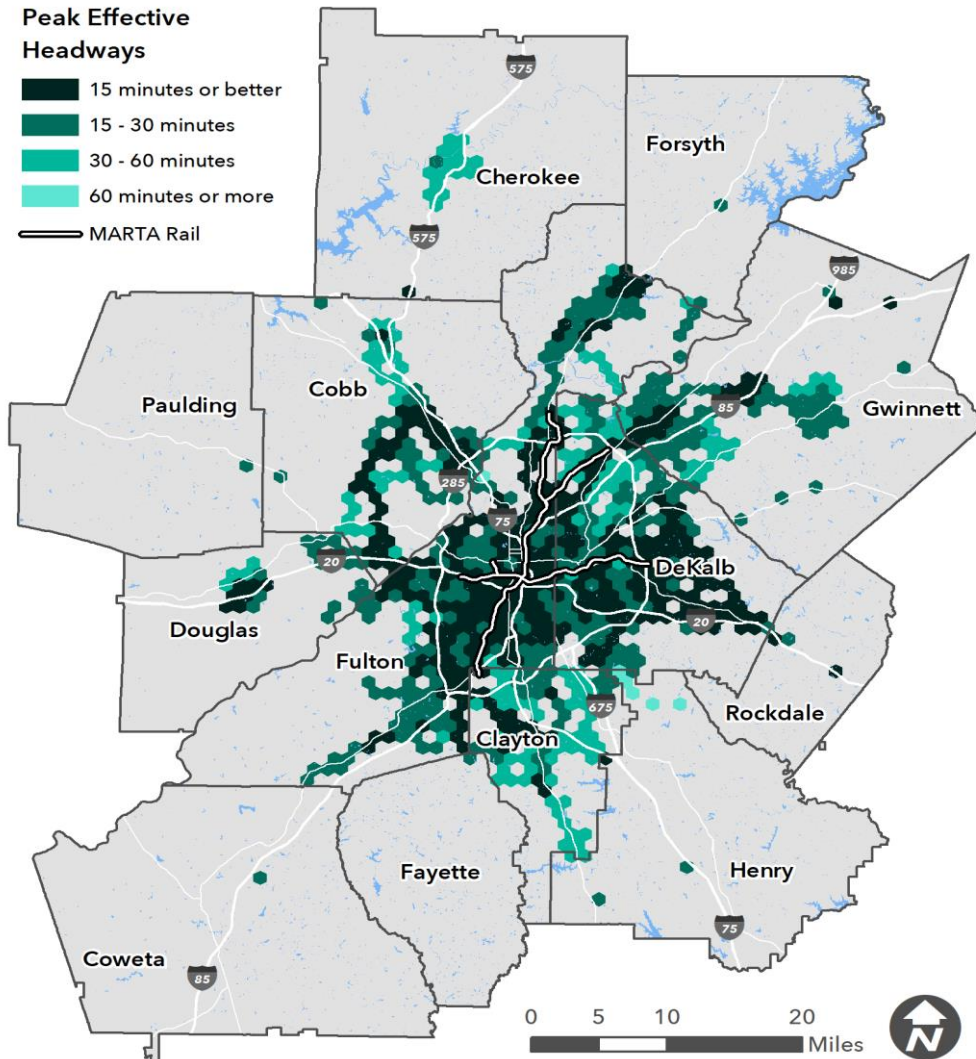


Airport – High  
concentration of  
in-person jobs

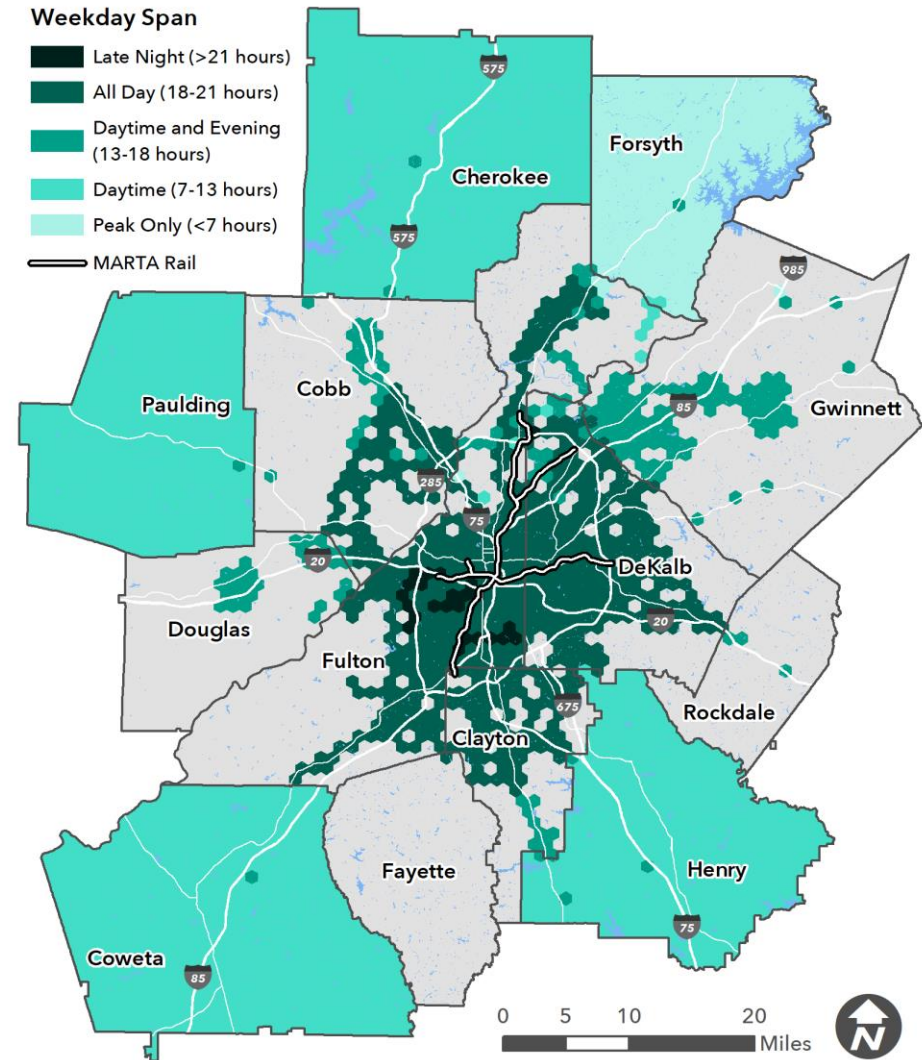
# STATE OF THE SYSTEM – SERVICE FREQUENCY & SPAN



## Weekday Peak Effective Headways



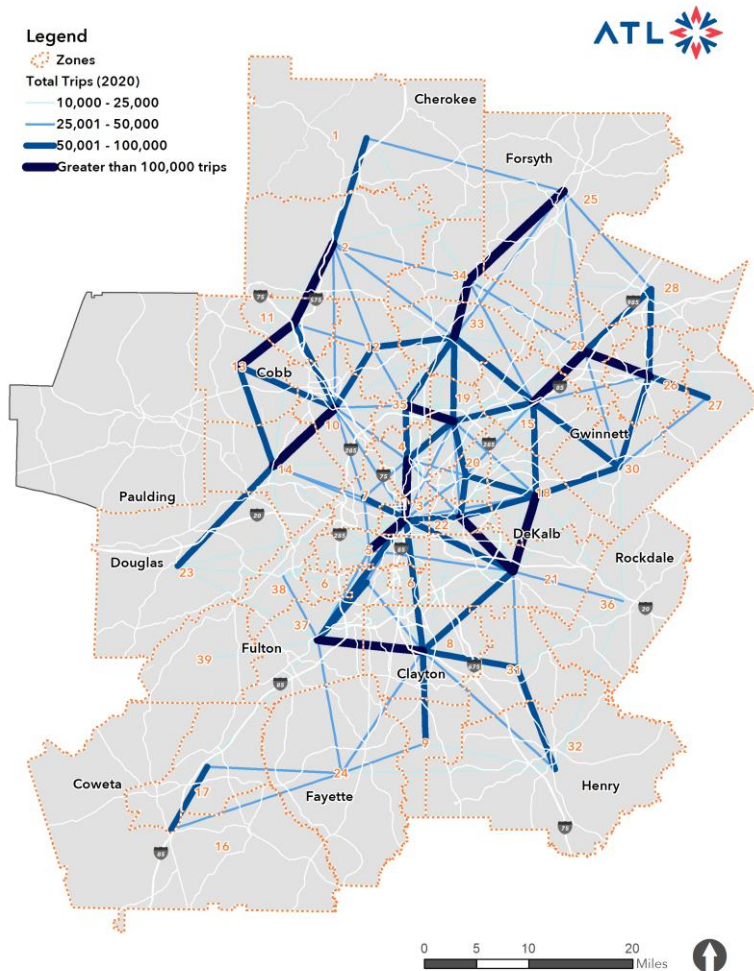
## Weekday Span of Service (Any Transit Type)



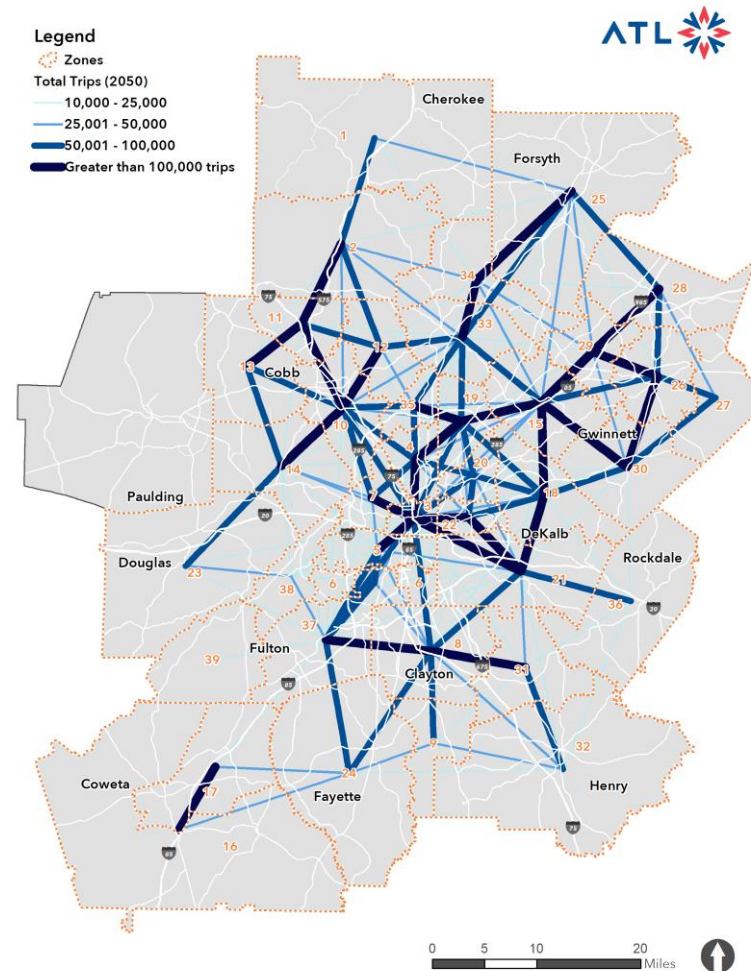
# STATE OF THE SYSTEM – WHERE PEOPLE ARE TRAVELING



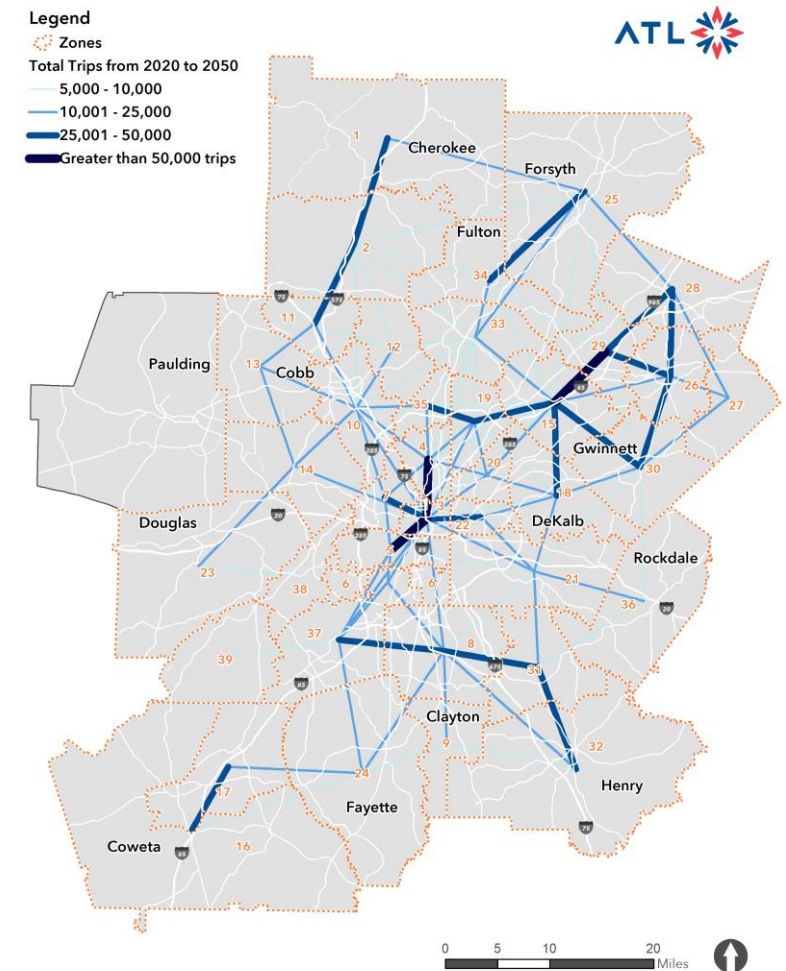
## 2020



## 2050



## Change 2020 to 2050

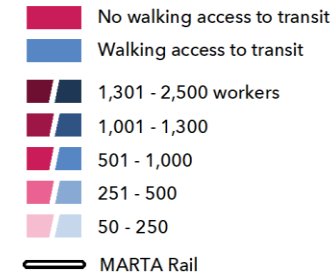


# USING THESE DATA TO IDENTIFY TRANSIT NEEDS

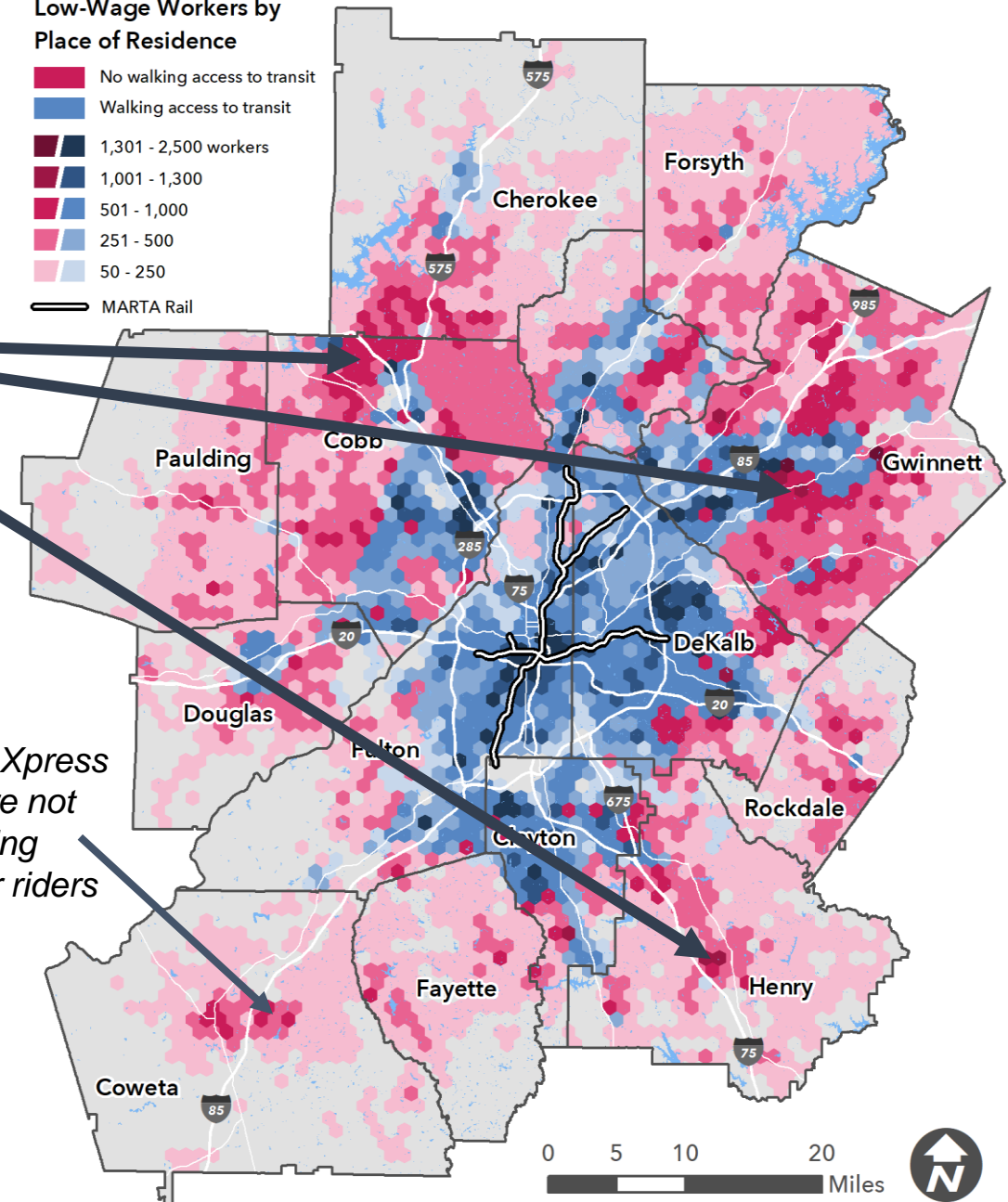
Example locations of many low-wage workers without walking distance access to (fixed-route) transit

**Transit Network Analysis**  
will layer State of the System  
analyses to identify needs and  
inform project development,  
evaluation and prioritization

## Low-Wage Workers by Place of Residence



Note: Most Xpress P&R lots are not within walking distance for riders





## NEXT STEPS

- ▶ **Continue stakeholder conversations**
  - Counties/sponsors, legislators
- ▶ Continue and complete **Transit Network Analysis**
- ▶ Prepare for **Call for Projects** utilizing **TrackATL**



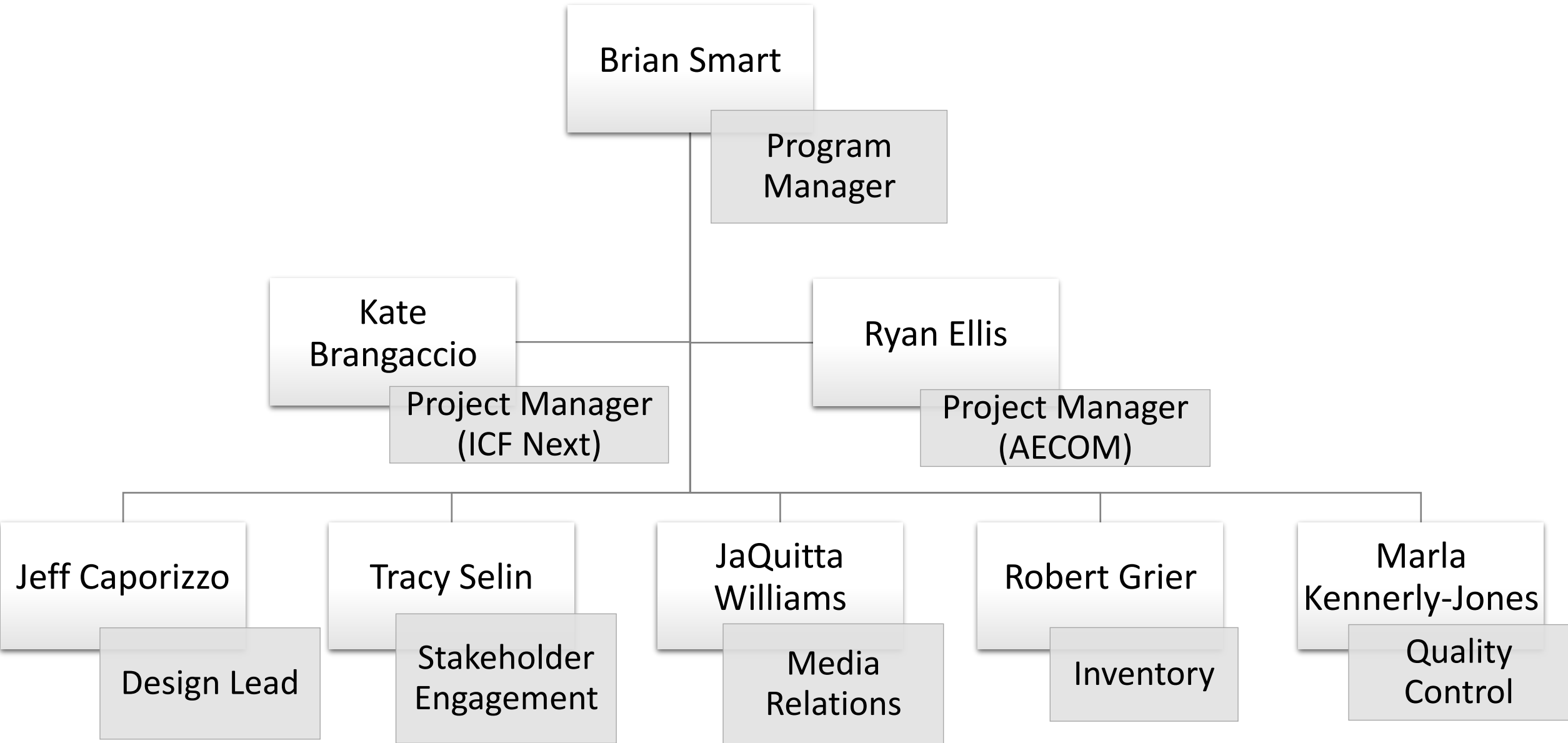
**Thank you. Questions?**



## **MARKETING & COMMUNICATIONS COMMITTEE UPDATE ON BRANDING**

Brian Smart, Kate Brangaccio & Jeff Caporizzo & Tracy Selin

August 5th, 2021



# ATL BRANDING KEY STEPS

- ✓ Engage Partners
- ✓ Identify Brand Benefits & Strategy
- ✓ Determine the Regional Branding Architecture
- ✓ Develop Regional Branding Architecture Implementation Guidance
- ✓ Full Board Approval
- ✓ Publish Updated ATL Brand Guide
- ✓ Brand Rollout

# BRANDING INITIATIVE: PHASE 1

## PARTNER ENGAGEMENT

- ▶ Inclusive, thoughtful discussions with ATL Board Members as well as ATL staff, and Operators
- ▶ Create unified branding strategy that communicates benefits identified in partner discussions
- ▶ **Deliverables:**
  - Documentation of the ATL Board discussion of findings - **COMPLETE**
  - One-Page Branding Architecture Statement Memo



## QUESTIONS COVERED IN FOCUS GROUPS

- ▶ Imagine the ATL co-branding rollout is completed. What would success look like to you? What do you hope people "get" at the end of the day?
- ▶ What benefits does the ATL offer to Operators?
- ▶ How does the ATL help riders? What is your key benefit statement to the end user/customer in the region?
- ▶ What are the biggest communication challenges for your agency, the ATL and the Transit Operators' community overall?

# FOCUS GROUPS

- ▶ Transit Operators Subcommittee Group
  - ▶ TOG Brand Workshop held on April 19
    - ▶ 90-minute facilitated discussion
- ▶ Marketing & Communications Working Group
  - ▶ Workshop held on April 22
    - ▶ 90-minute facilitated discussion
- ▶ ATL small group board workshops (April/May)
- ▶ ATL Staff Interviews (April/May)
  - ▶ Planning & Government Relations
  - ▶ Executive Leadership
  - ▶ Communications and Xpress Operations

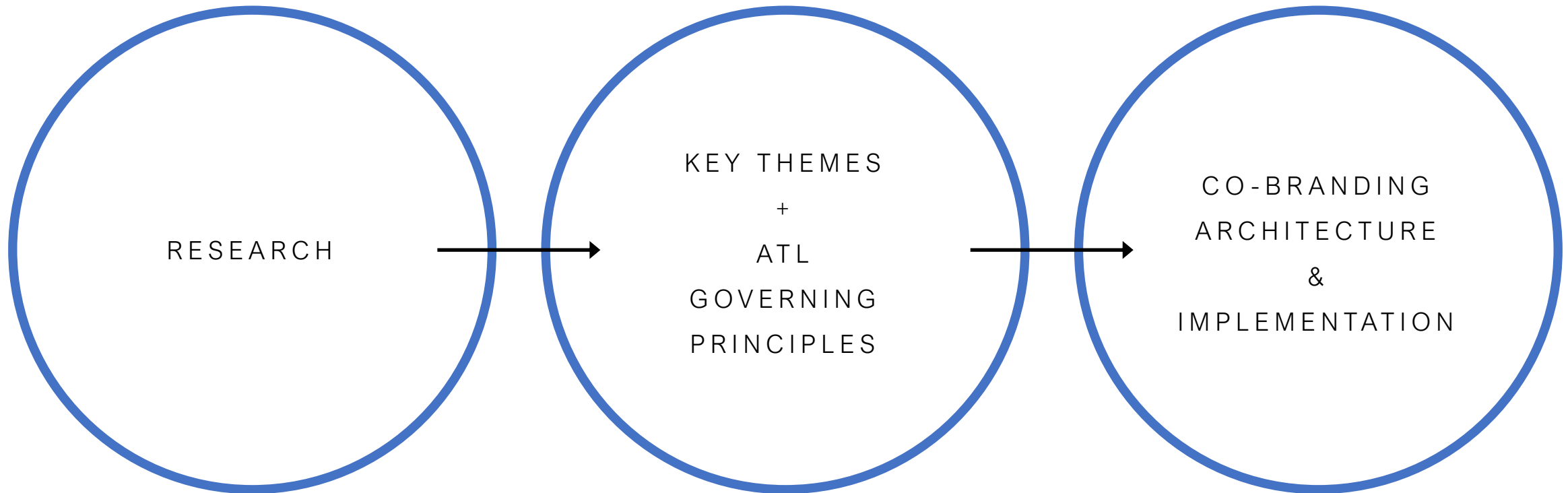
Copy of The ATL Brand Architecture Wor...

## HOW DO YOU DEFINE SUCCESS?

Imagine the ATL co-branding rollout is completed.  
What would success look like to you?  
What do you hope people "get" at the end of the day?


The screenshot shows a presentation slide with a title bar at the top that reads "Copy of The ATL Brand Architecture Wor...". The main content area has a heading "HOW DO YOU DEFINE SUCCESS?" in blue. Below the heading is a paragraph: "Imagine the ATL co-branding rollout is completed. What would success look like to you? What do you hope people 'get' at the end of the day?". At the bottom of the slide, there is a grid of ten colored squares arranged in two rows of five. The colors are purple, cyan, green, orange, and yellow. The slide is part of a presentation, as indicated by the navigation icons on the left and bottom.

# BRAND DEVELOPMENT PROCESS



- Interactive Mural Sessions
- Guided Focus Group Discussions
- Operator Survey Research Data

- Audience Insight
- Brand Ideas
- Co-branding Design Concepts

- Brand Guidance for Operators
- Comms/Awareness & Rollout Plan

## WORKSHOP THEMES: WHAT WE HEARD

- ▶ **Operator Brands are a two-sided coin.**
- ▶ **A perspective greater than the parts.**
- ▶ **Mobility and Access is a big deal.**
- ▶ **MARTA brand is a big player.**
- ▶ **A Funding Champion is Needed.**
- ▶ **Selling a “unified system”.**
- ▶ **Take the lead with legislators.**
- ▶ **“Show not tell” for the ATL.**

# GETTING TO THE ATL “BRAND IDEA”

- ▶ At the heart of every **brand** is an **idea**. Short, simple, and easy to understand, yet powerful.
  - ▶ **Apple’s** idea was “**the Great Innovator**”
  - ▶ **Nike’s** idea was “**Turning ordinary people into athletes.**”
- ▶ **Focus group themes + the ATL Governing Principles fuel the brand ideas.**
  - ▶ Brand ideas provide a north star for marketing deliverables
  - ▶ A strong conceptual thread that connects copy, visuals, and internal and external audiences so that everything works in concert.



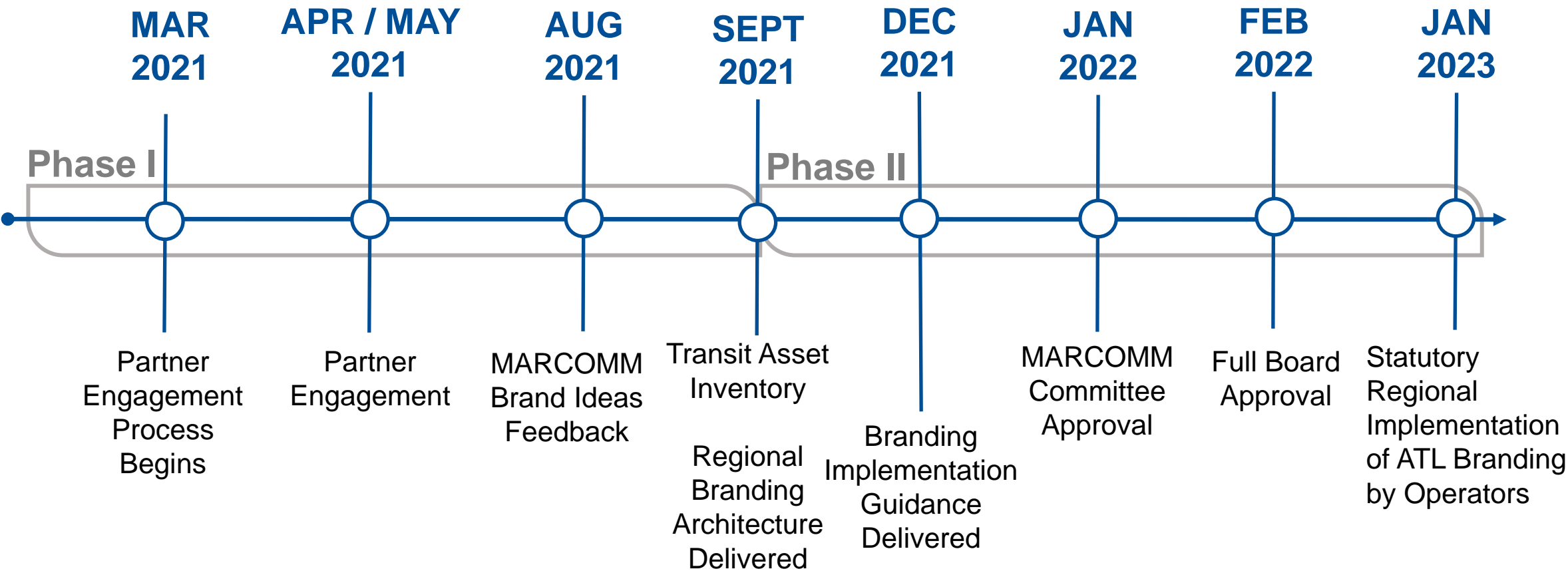
## BRAND IDEA 01: THE CHANGE AGENT

- ▶ The ATL can serve as a positive catalyst for change and progress in the region
  - ▶ Focusing on its role as a change agent will tell that story as well as where the ATL fits in and what it's asking of its disparate audiences.
  - ▶ This idea will underline the dynamic nature of both the ATL and its mission and could be delivered in a bold and exciting way.

## BRAND IDEA 02: THE CONNECTOR TO THE REGION'S FUTURE

- ▶ Converting the Atlanta region's transit system from a collection of several independent operators to a connected, cohesive system describes not only a vision for the region but a necessary change for its future prosperity and growth.
  - ▶ The ATL can hold that future vision of the region, represent it, promote it.
  - ▶ The delivery of this brand idea will always be positive and forward-looking and flexible enough to touch the many areas of the transit conversation.

# PROJECT TIMELINE





**Thank you. Questions?**

The background of the slide features a series of light blue, stylized geometric shapes that resemble arrows or chevrons. These shapes are arranged in a circular pattern, pointing outwards from the center, creating a sunburst or star-like effect. The shapes are semi-transparent and overlap each other.

# **Executive Director's Report**



# **New Business**



ADJOURN