

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

The background features several large, light blue, abstract geometric shapes that resemble stylized arrows or chevrons pointing outwards from a central point. These shapes are arranged in a circular pattern, creating a sunburst or starburst effect. The shapes are semi-transparent and overlap each other.

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

The background features a circular arrangement of light blue, stylized human figures. Each figure is composed of a simple, rounded shape for the head and a slightly wider, rounded shape for the torso, with no limbs or facial features. They are arranged in a ring, creating a sense of community or a group. The figures are semi-transparent, allowing the white background to show through.

Regional Transit Planning Committee Report



PRIORITY INVESTMENT LIST

Cain Williamson

cwilliamson@ATLtransit.ga.gov

August 5th, 2021



PRIORITY INVESTMENT LIST: DRAFT LIST AT A GLANCE

CobbLinc

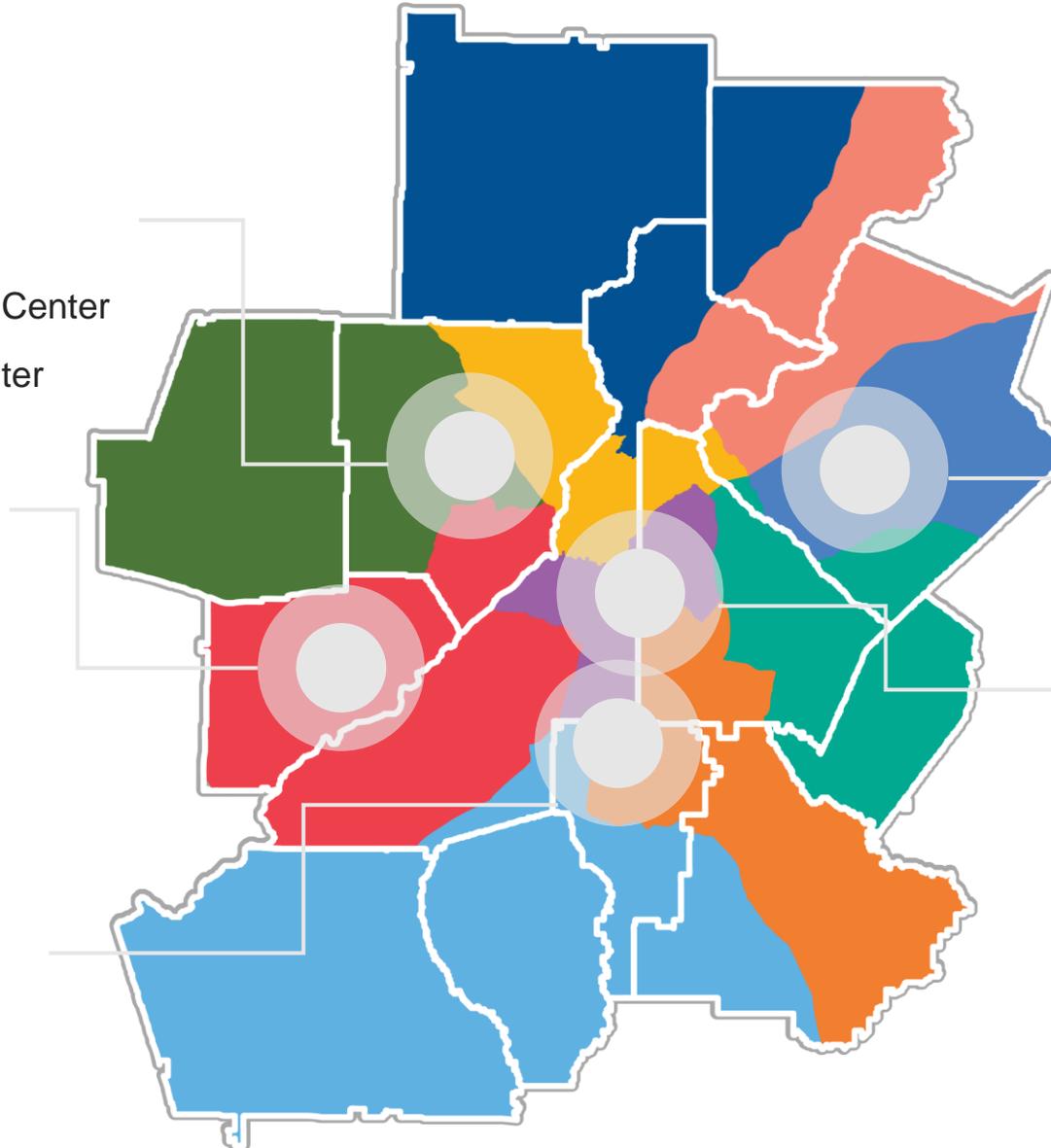
- 1. Cumberland Transfer Center
- 2. Marietta Transfer Center

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

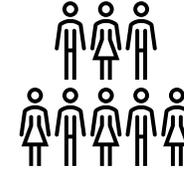


PRIORITY INVESTMENT LIST: DRAFT LIST AT A GLANCE



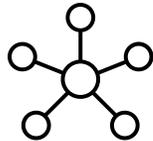
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**Vehicle Purchase
Projects**



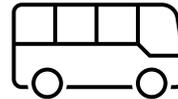
3

**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**
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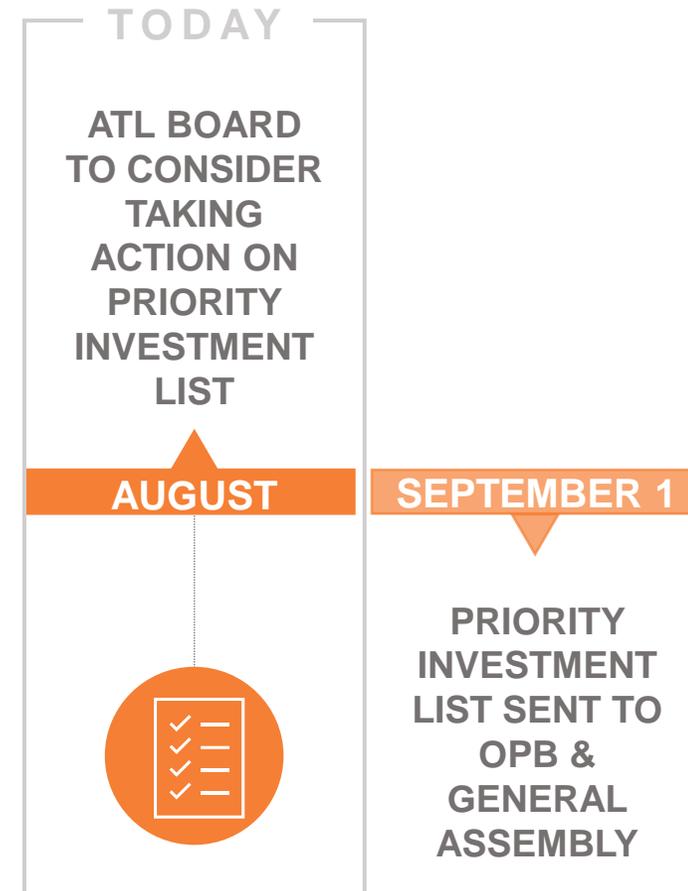
KEY NEXT STEPS

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?

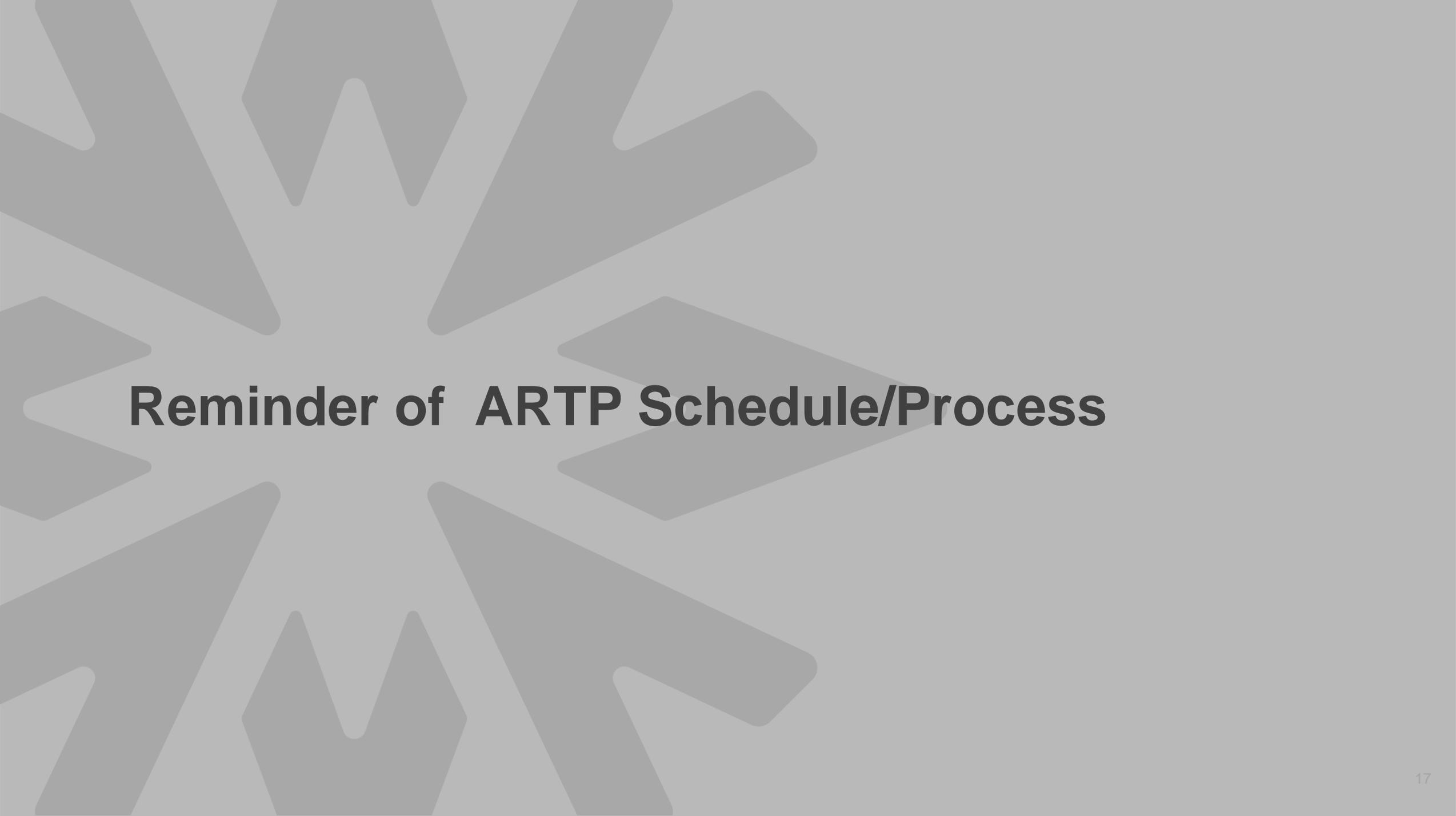


ATL REGIONAL TRANSIT PLAN (2022)

Cain Williamson

cwilliamson@ATLtransit.ga.gov

August 5, 2021



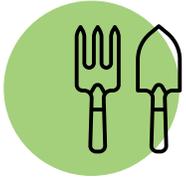
Reminder of ARTP Schedule/Process

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



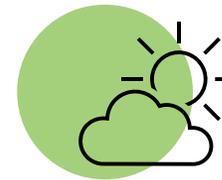
Spring '21

Vision and Goal Setting:
Forge a connection between the work of each subsequent task and specific plan objectives



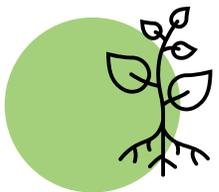
Summer '21

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



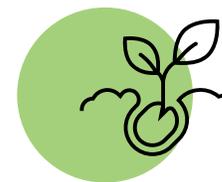
Spring '22

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 & 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

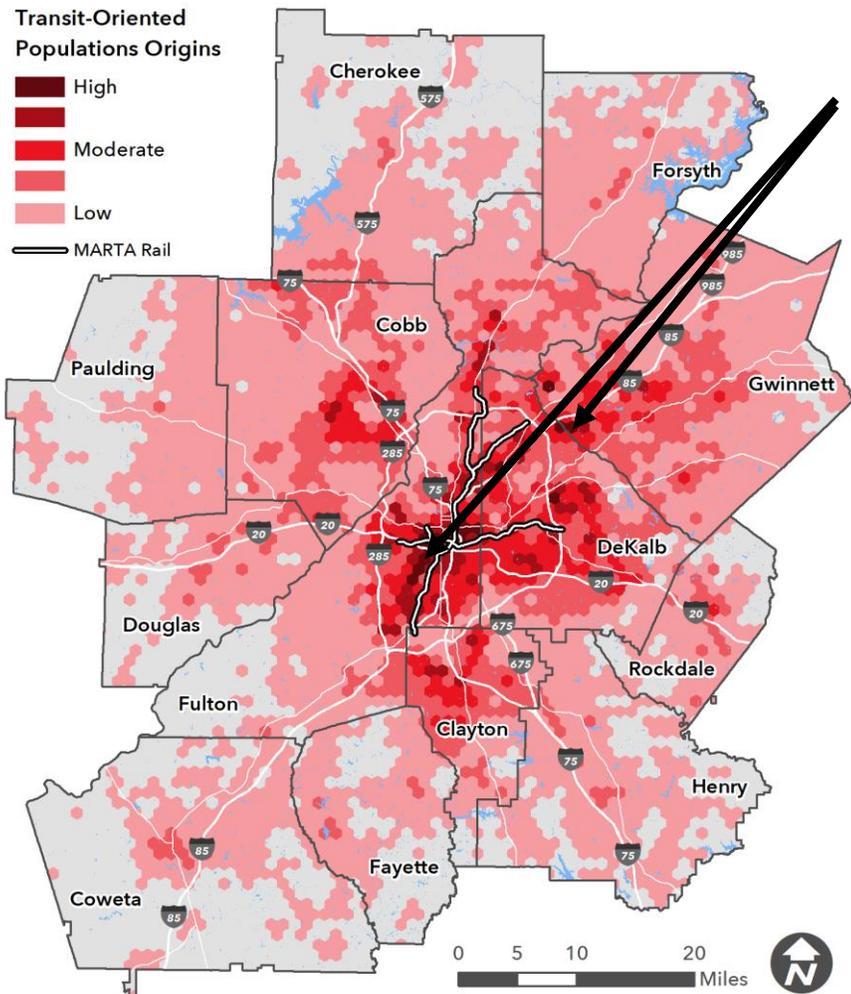
Travel Flows

Key destinations and trip patterns



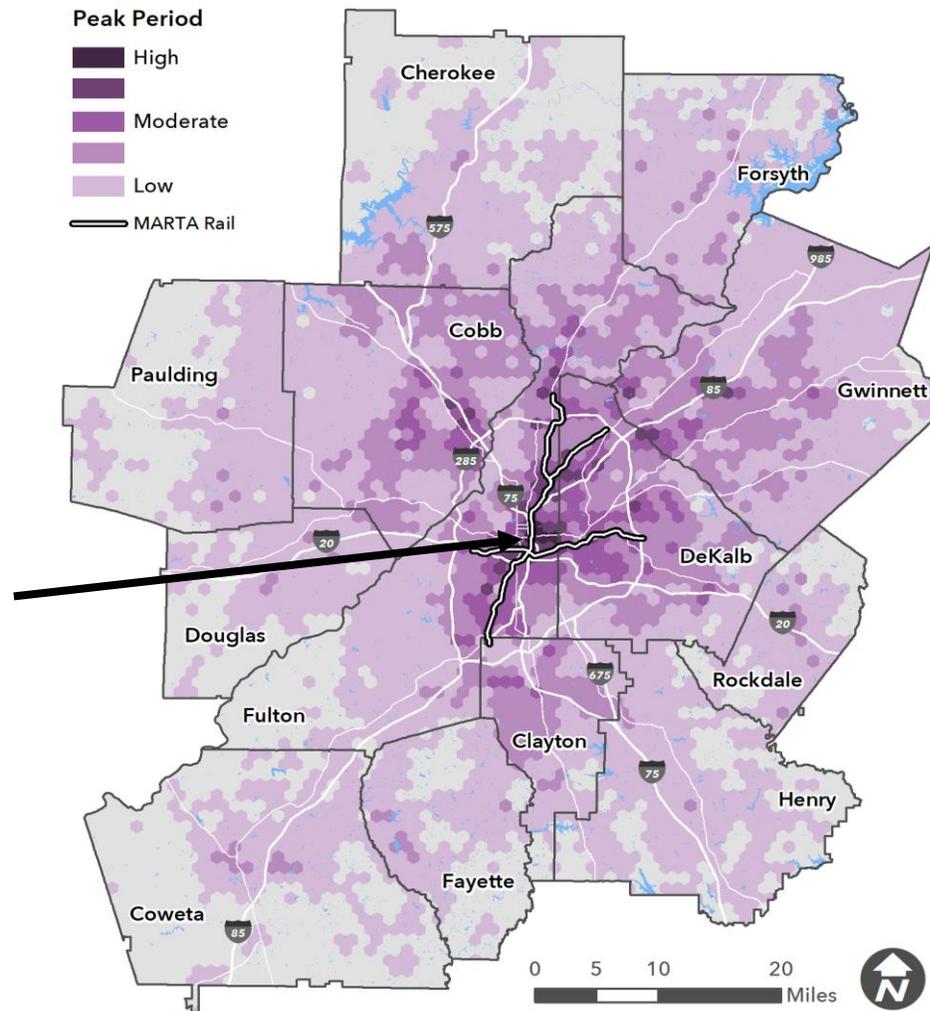
STATE OF THE SYSTEM – WHERE LIKELY TRANSIT USERS LIVE & TRAVEL

Transit-Oriented Populations



Dark red = highest concentrations of people likely to use transit

Peak-Period Propensity

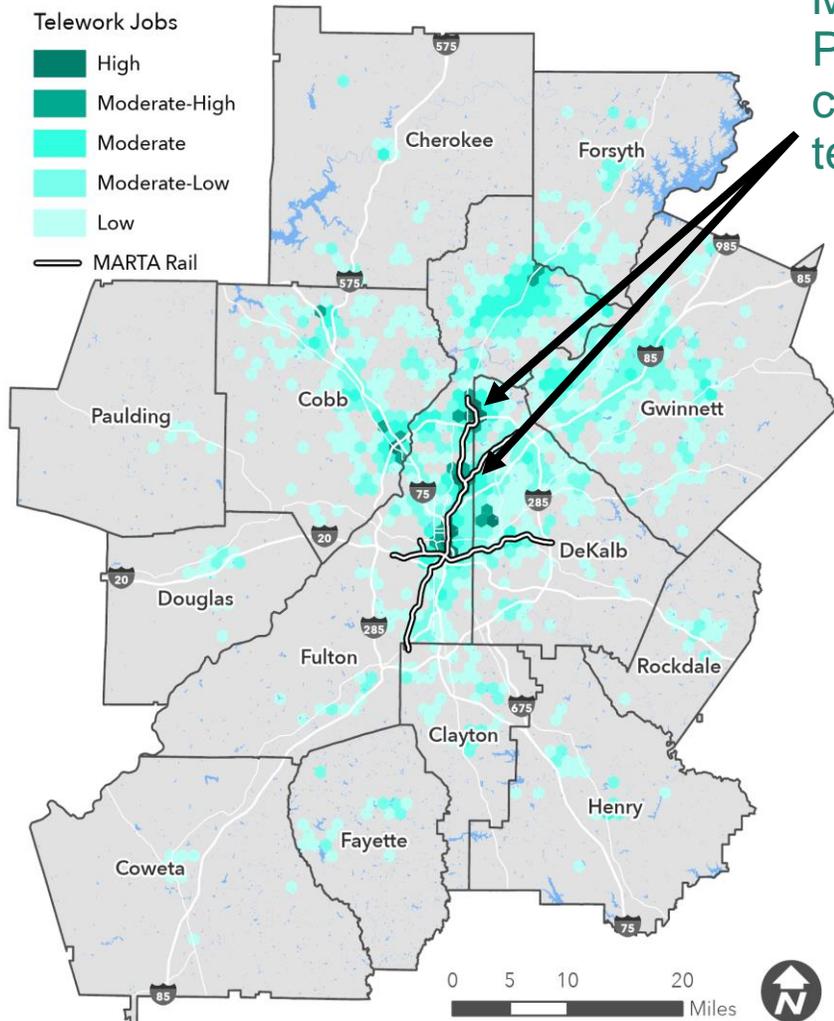


Dark purple = highest concentrations of people with peak period (rush hour) travel needs



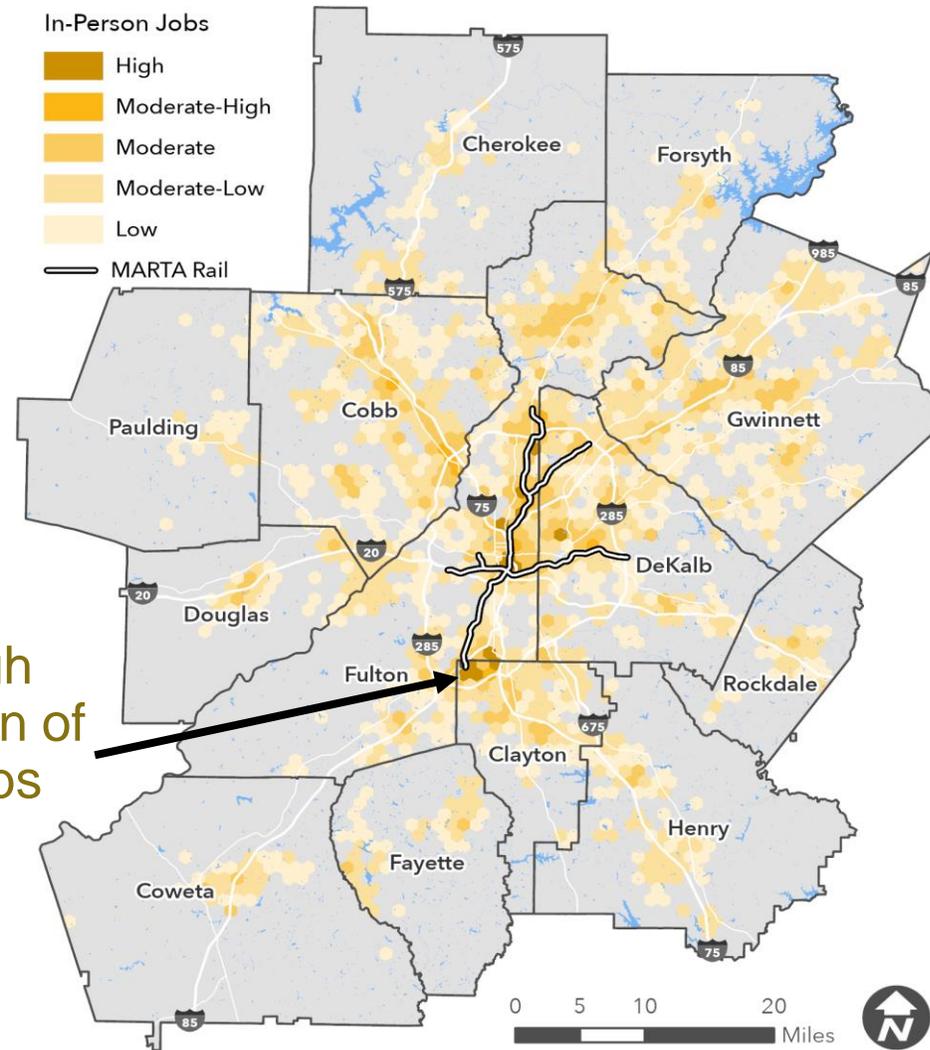
STATE OF THE SYSTEM – TELEWORK AND IN-PERSON JOBS

Telework Jobs



Midtown & Perimeter – High concentrations of telework jobs

In-Person Jobs

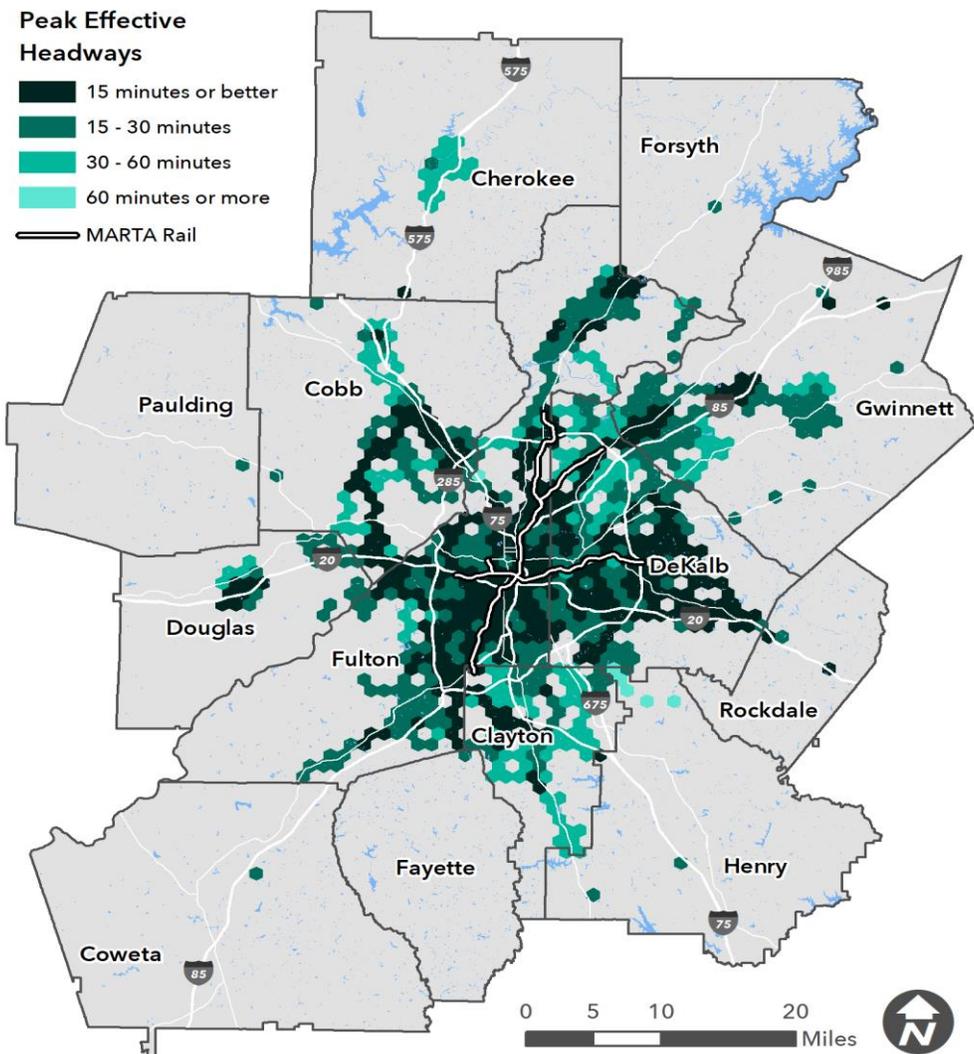


Airport – High concentration of in-person jobs

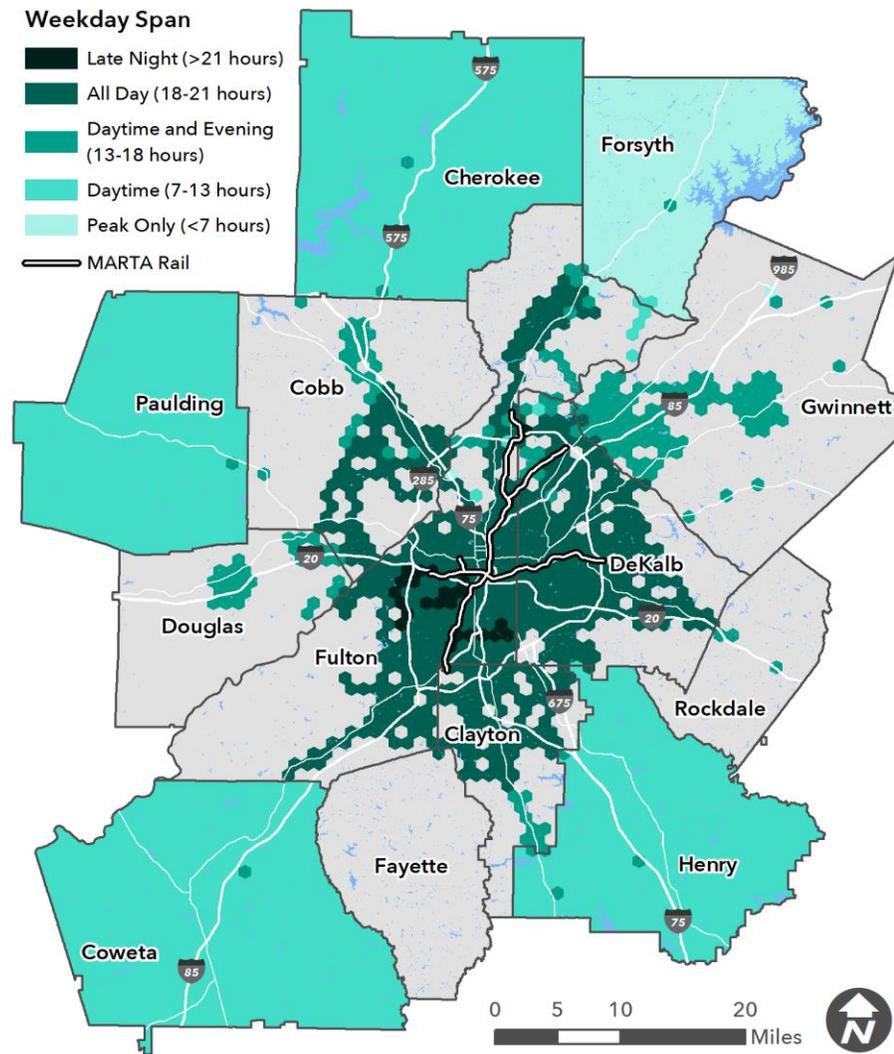


STATE OF THE SYSTEM – SERVICE FREQUENCY & SPAN

Weekday Peak Effective Headways



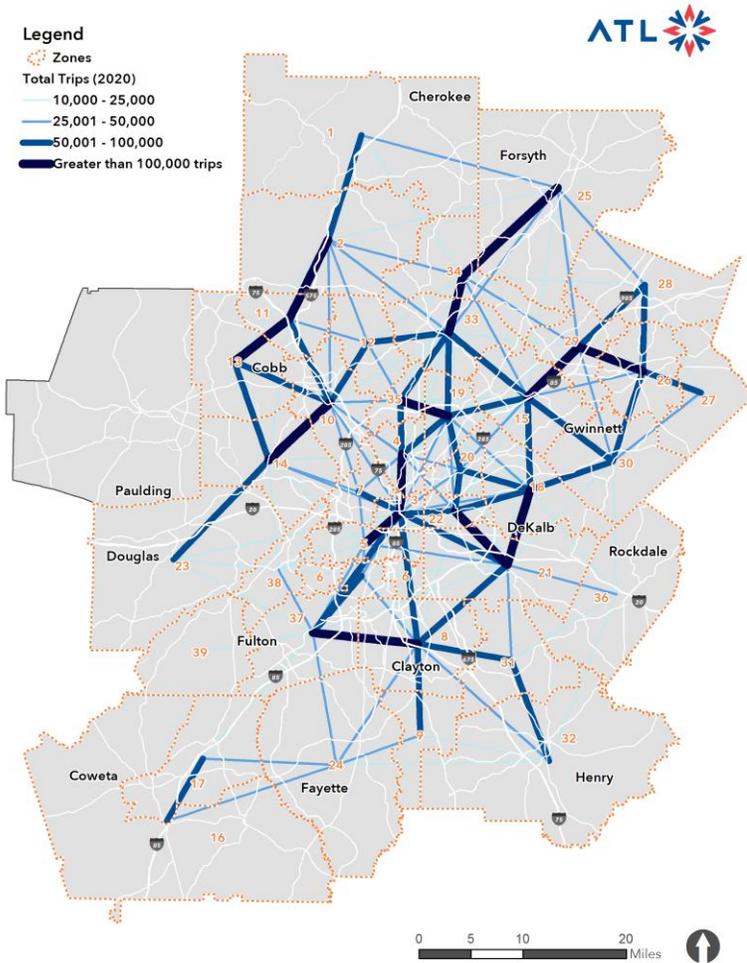
Weekday Span of Service (Any Transit Type)



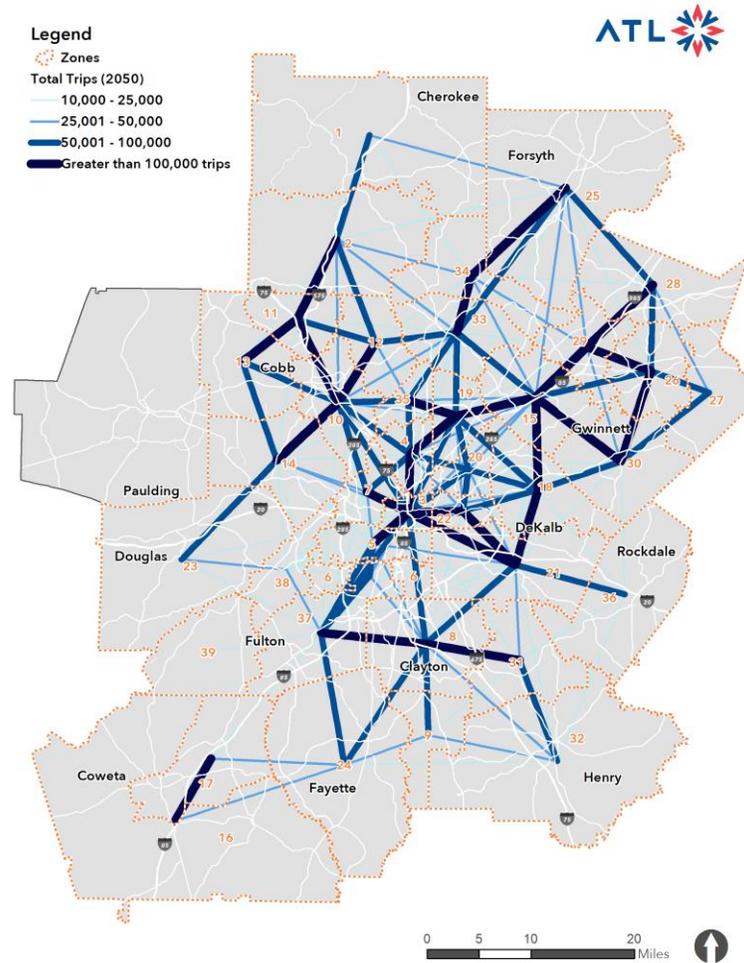
STATE OF THE SYSTEM – WHERE PEOPLE ARE TRAVELING



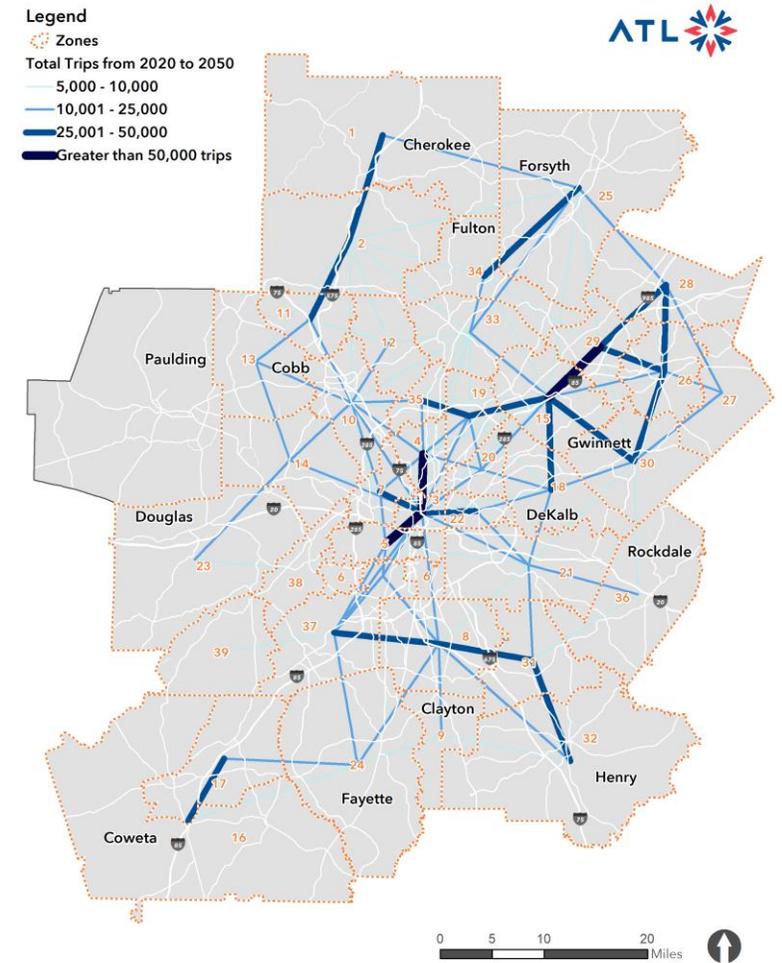
2020



2050



Change 2020 to 2050

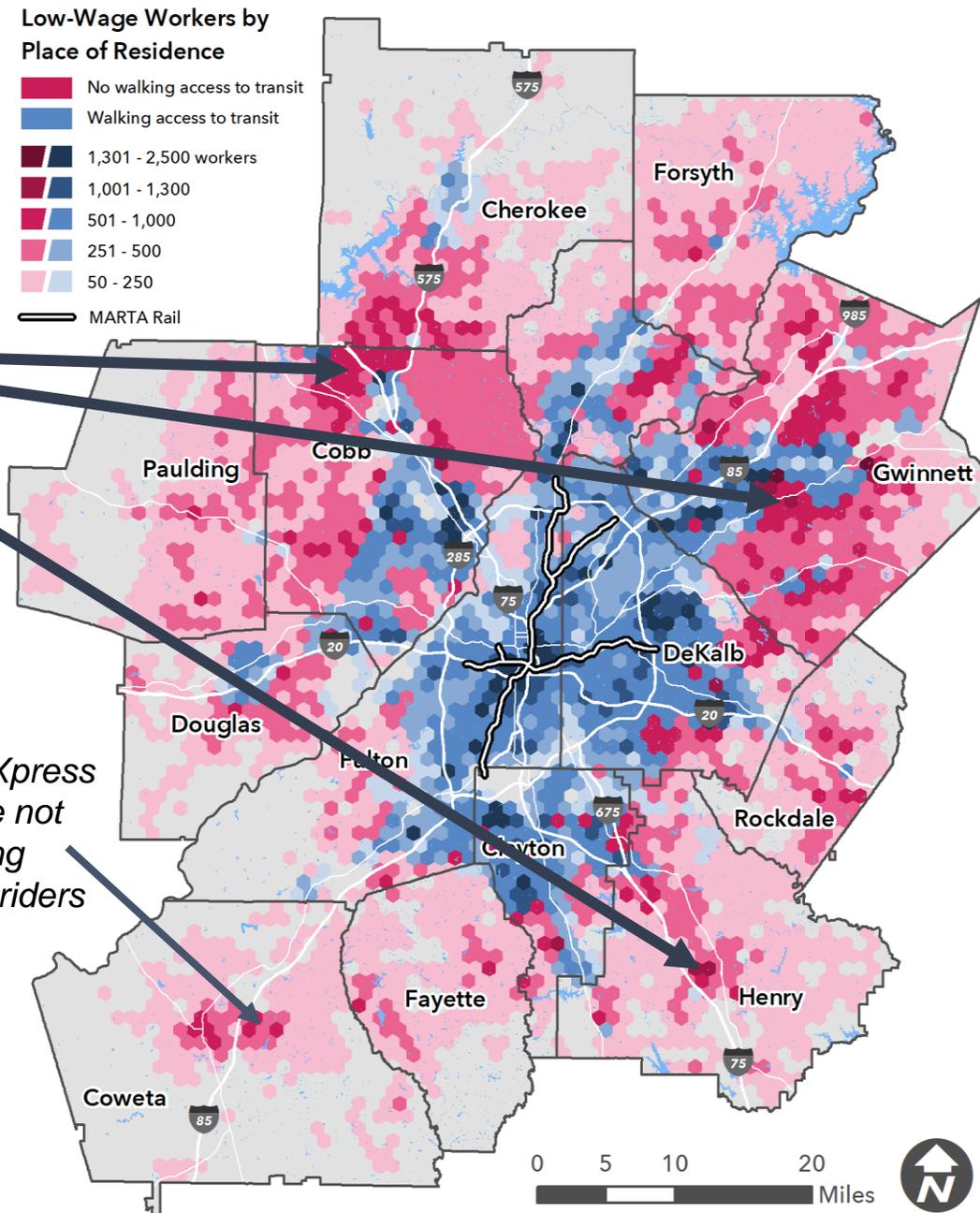




USING THESE DATA TO IDENTIFY TRANSIT NEEDS

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





NEXT STEPS

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



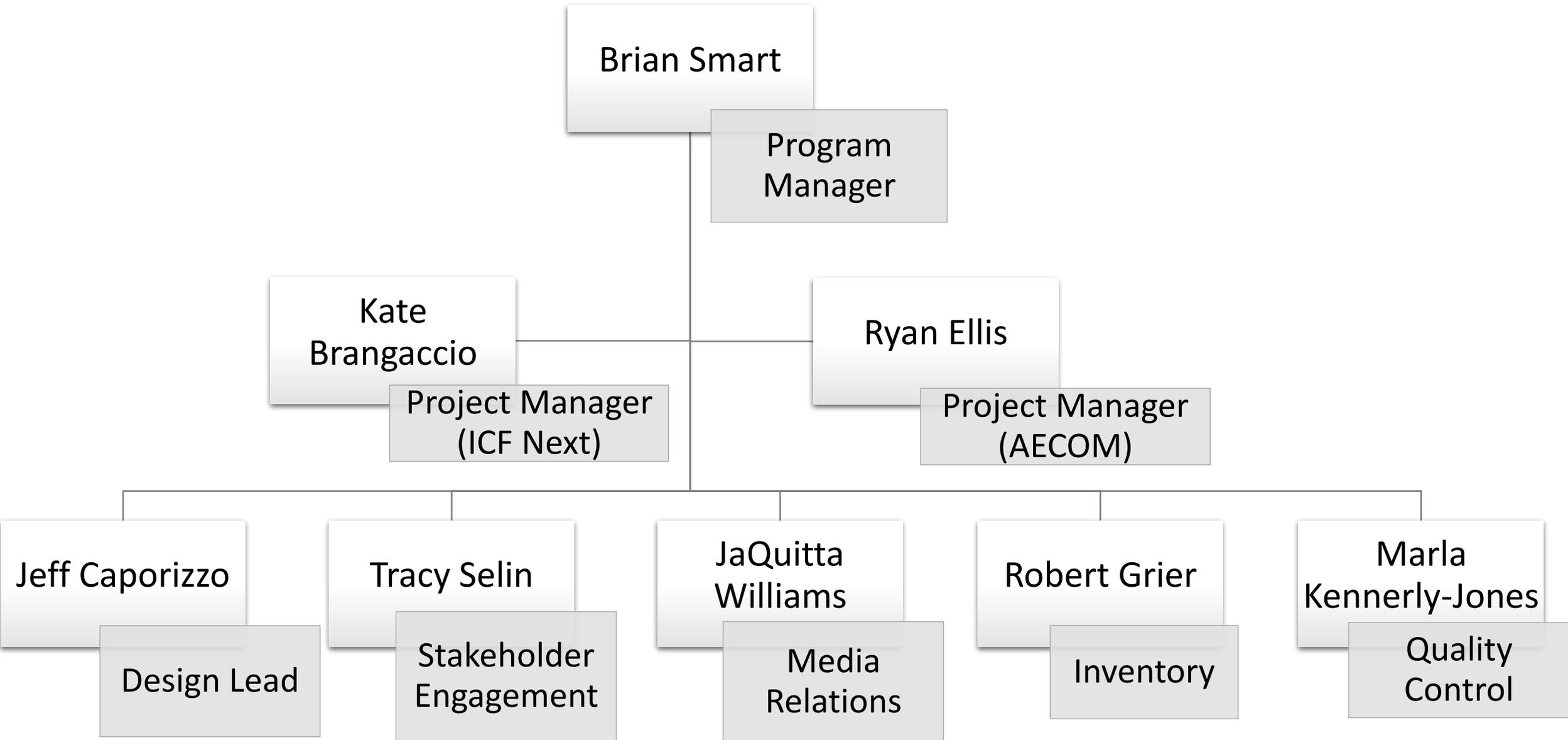
Thank you. Questions?



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

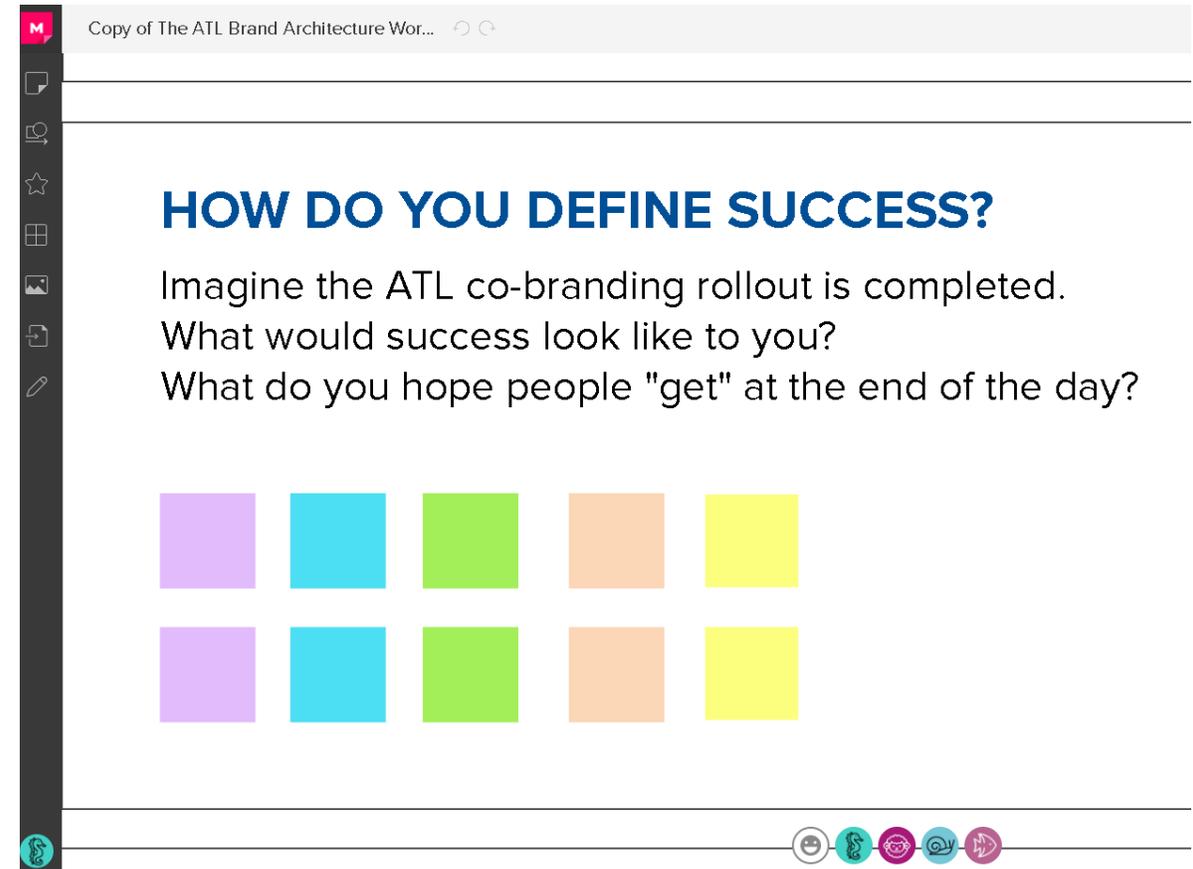


QUESTIONS COVERED IN FOCUS GROUPS

- ▶ 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...

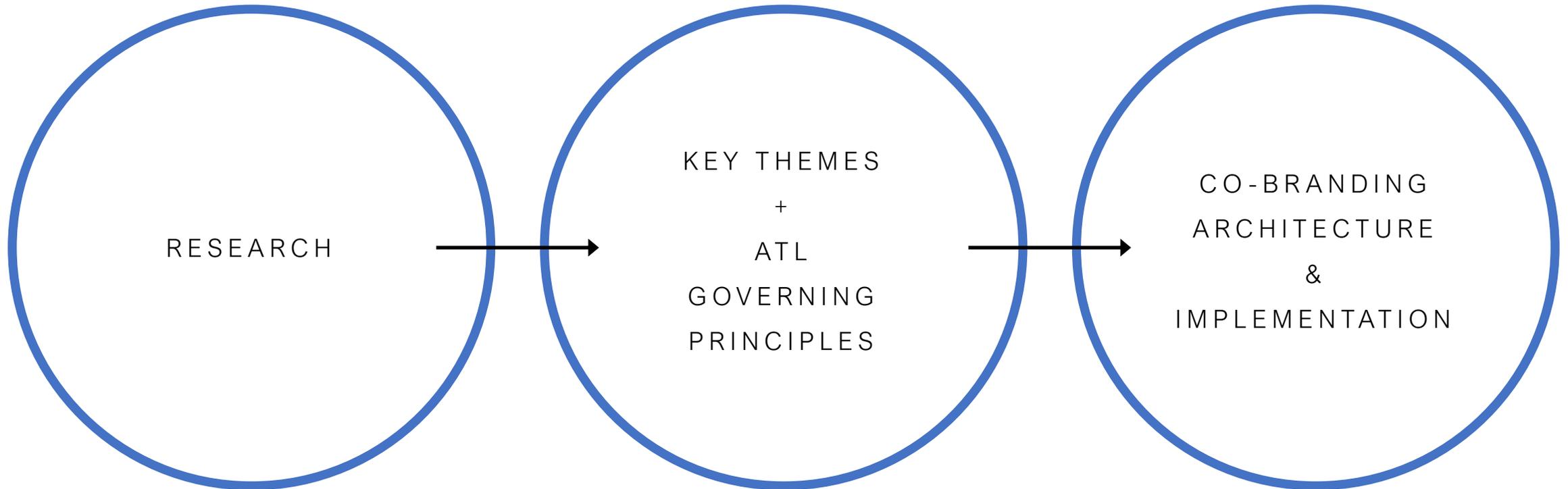
HOW DO YOU DEFINE SUCCESS?

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?

Five rows of five colored squares (purple, cyan, green, orange, yellow) arranged in a grid.

Navigation icons: back, forward, search, refresh, and other controls.

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.**
- ▶ **Mobility and Access is a big deal.**
- ▶ **A Funding Champion is Needed.**
- ▶ **Take the lead with legislators.**
- ▶ **A perspective greater than the parts.**
- ▶ **MARTA brand is a big player.**
- ▶ **Selling a “unified system”.**
- ▶ **“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.



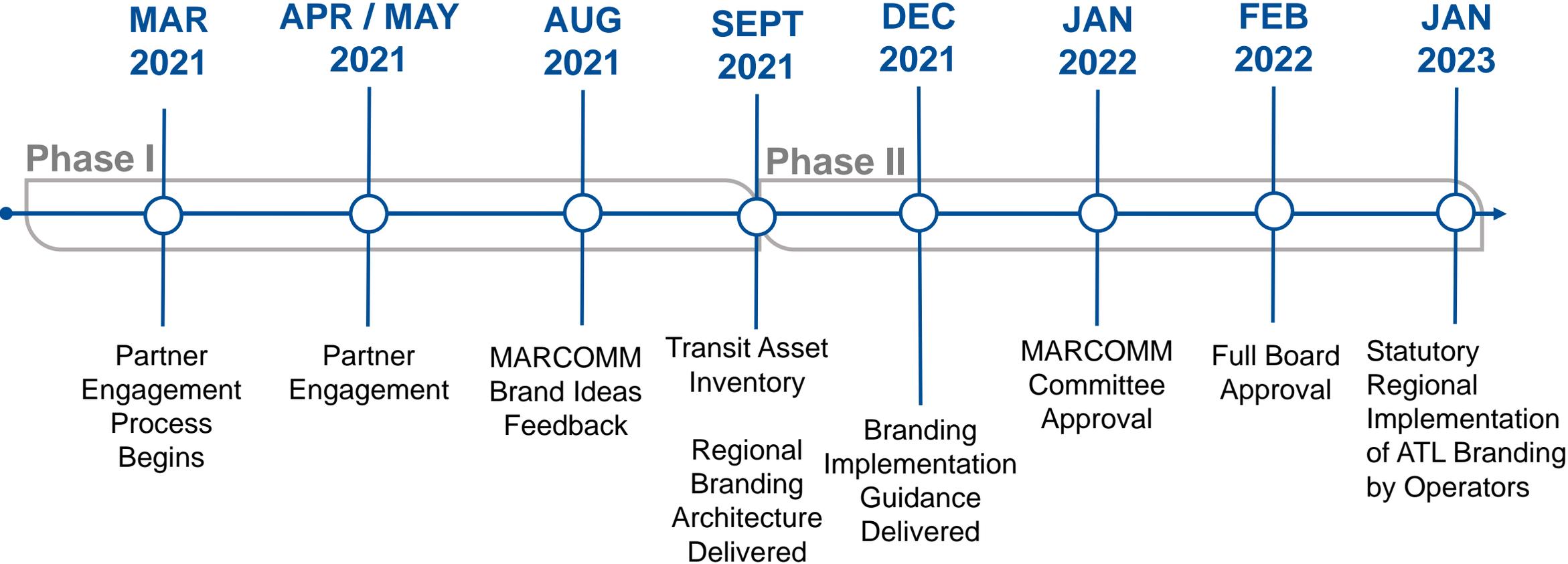
BRAND IDEA 01: THE CHANGE AGENT

- ▶ 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?



Executive Director's Report



New Business



ADJOURN