

ATL BOARD MEETING WILL BEGIN MOMENTARILY



ATL BOARD MEETING

February 3, 2022

ATL Board Meeting

February 3, 2022

- I. Call to Order & Roll Call
- II. Approval of the Board Minutes for December 2, 2021
- III. Approval of the Agenda for February 3, 2022
- IV. Approval of the Board Planning Session Minutes for December 20, 2021
- V. Public Comment*
- VI. Committee Reports
 1. Xpress Operations Committee
 - MCI/New Flyer Electric Bus Contract Authorization— **Action Item**
 2. Administrative Committee
 - ATL TIP Solicitation Project Submission — **Action Item**
 3. Marketing & Communications Committee
 - Branding Architecture Recommendation — **Action Item**
 4. Regional Transit Planning Committee
- VI. 2022 Proposed Work Program
- VII. Special Report: Job Access
- VIII. Regional Development Overview: Rowen
- IX. Executive Director's Report
- X. New Business
- XI. Call to Adjourn



Public Comment



Committee Reports

Xpress Operations Committee Report

- MCI/New Flyer Electric Bus Contract Authorization – **Action Item**



Administrative Committee Report

- ATL TIP Solicitation Project Submission – **Action Item**



Marketing & Communications Committee

- Branding Architecture Recommendation – **Action Item**



Regional Transit Planning Committee Report



2022 ATL Planning Work Program

Cain Williamson

February 3, 2022

CORE RESPONSIBILITIES

- Annual Report and Audit
- Complete 2022 ARTP Update
- Priority Investment List
- Local Planning Support



2022 ATL WORK PROGRAM -- PROJECTS

- Regional TOD Strategy
- Zero Emissions Fleet Transition Plan
- Regional ATL Operations Model
- Regional Fare Policy Development – Phase II
- Regional Mode Standards
- Regional Transit Asset Management Plan
- ATL RIDES
- ATL Brand Rollout

2022 ATL WORK PROGRAM -- PROJECTS



Regional TOD Strategy

- Anticipated Cost: \$500K
- Scope Still in development
 - Define/Communicate TOD principles and guidelines
 - Analyze TOD readiness at granular scale

Zero Emissions Fleet Transition Plan

- Anticipated Cost: \$1M
- Scope completed
- Develop cohesive regional approach to collective needs
- Meets a statutory requirement for discretionary funding



2022 ATL WORK PROGRAM -- PROJECTS



Regional ATL Operations Model

- Anticipated Cost: \$1M
- Assess expanding ATL's operations
- Focus on micro-mobility
- Use contracting capacity to support locals
- Consider viable financial models



Regional Fare Policy – Phase II

- Anticipated Cost: \$200K
- Scope in development
- Implementing Phase I Guiding Principles
- Solidify approaches to “low hanging fruit” collective issues

2022 ATL WORK PROGRAM -- PROJECTS

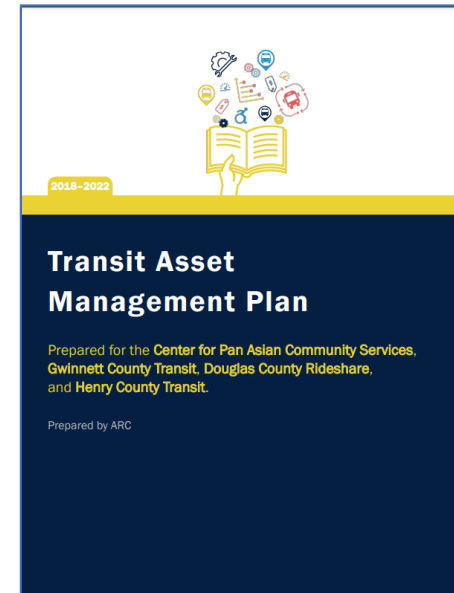
Regional Mode Standards

- Anticipated Cost: \$150K
- Develop universal definitions of various modes
- Enhance ability for riders across jurisdictions to understand and interact with regional system



Regional Transit Asset Management Plan

- Anticipated Cost: \$75K
- FTA requirement
- Previously completed by ARC
- Seek to integrate it with ARA to routinely track asset condition



2022 ATL WORK PROGRAM -- PROJECTS

ATL RIDES

- Initiate public demonstration phase
- Complete expansion to include GTFS Flex and Pathways



ATL Brand Rollout

- Distribute style guides for brand rollout to each operator.
- Support partners in implementing requirements

Branding Architecture Examples



2022 ATL WORK PROGRAM --INITIATIVES

- ▶ Formula Funds Policy Update
- ▶ ARTP Program Development
- ▶ ARA Special Reports Series



DISCUSSION



Special Report

ACCESS TO JOBS:
PRE-COVID AND PEAK-COVID TRENDS
IN THE ATL REGION



JOB ACCESS IN THE ATL REGION

What does job access mean?

- > Job access measures a transit system's ability to help people reach their place of employment or a potential employment opportunity.



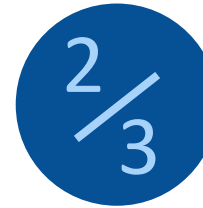
Why measure job access?



- > Measuring access demonstrates the extent to which transit supports rider needs and the regional economy.

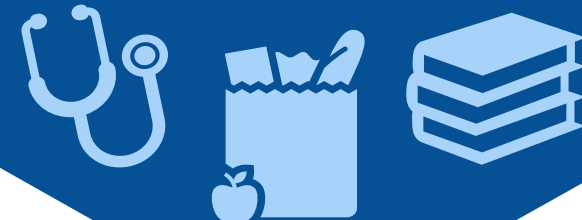
Why is job access via transit so important?

- > Transit provides access for many workers who must be physically present to perform their jobs.



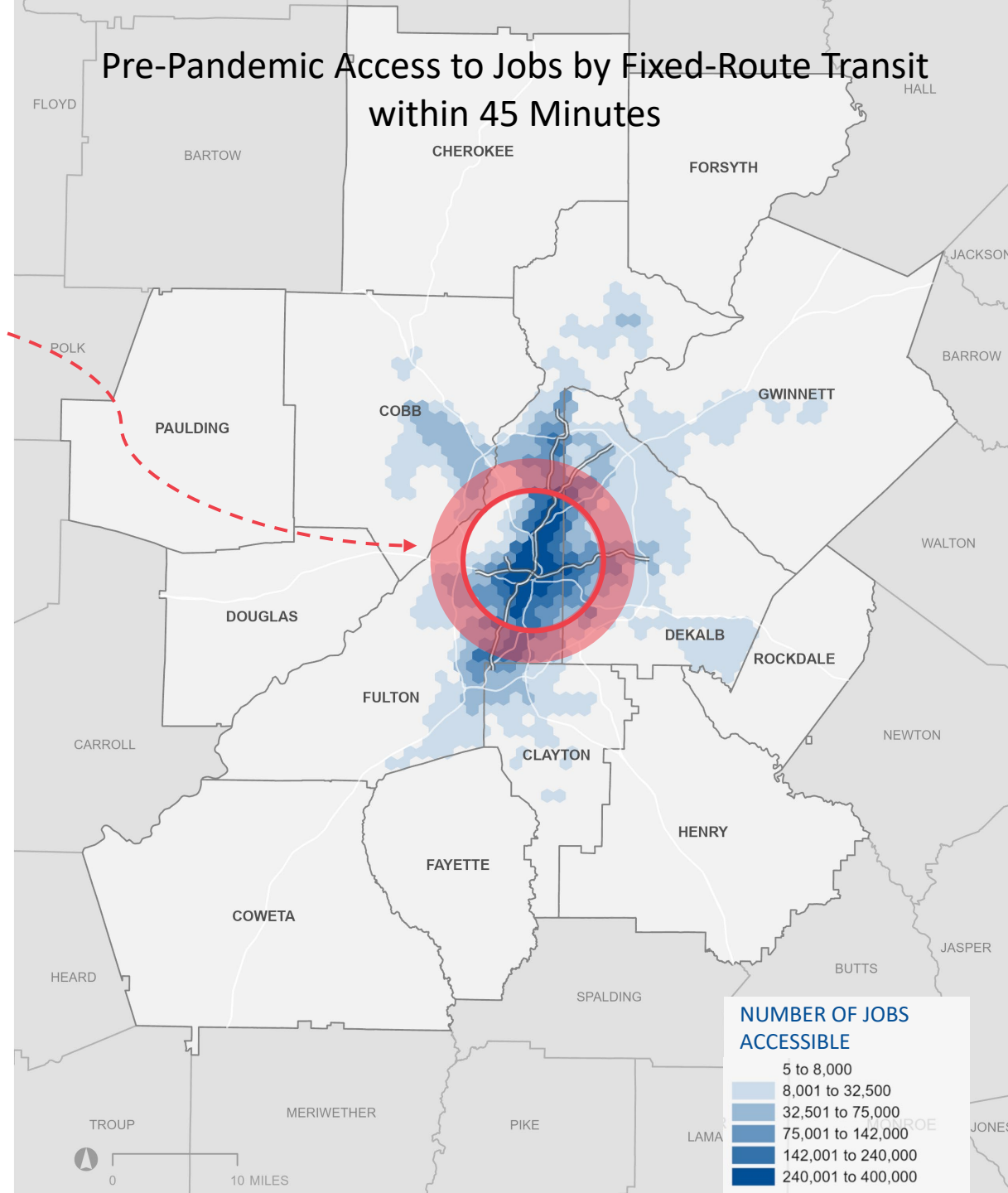
Two-thirds of transit commuters perform essential functions that keep the economy and society going, benefiting the public at large.

Jobs are also a proxy for other economic activities that are relevant to all residents.



Job Access

- > Pre-COVID, access to jobs by transit throughout the region was already limited outside the urban core.
- > People who live in downtown Atlanta and along the major rail lines can access many more jobs in a 45-minute period.
- > In contrast, people who live farther from the center of the region can access fewer jobs by public transit.

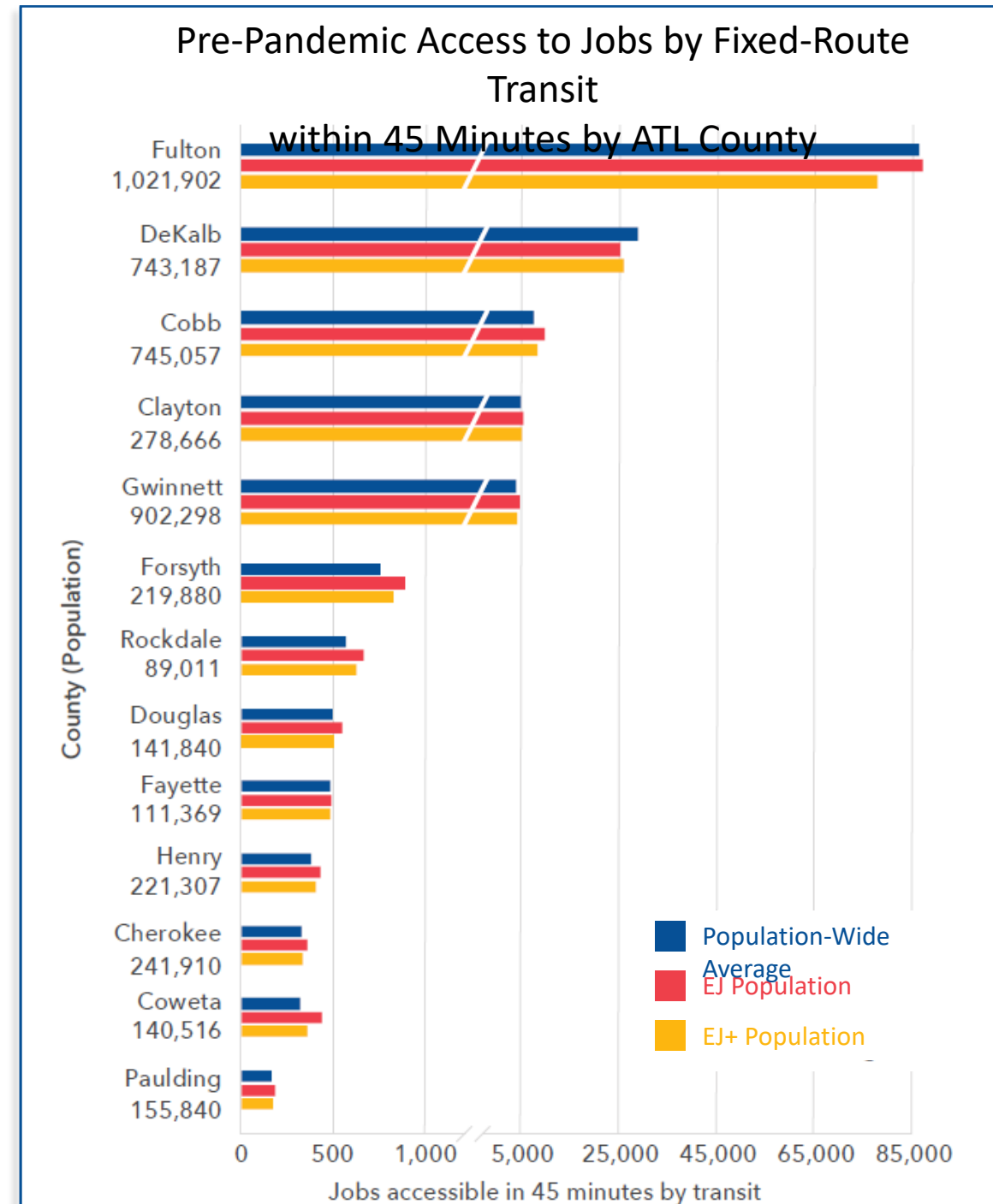


Job Access

- > Outer counties that are more suburban and rural, such as Cherokee, Coweta, Henry, and Paulding, have lower levels of transit access.
- > These suburban and rural counties are also home to a relatively small share of the regional population.

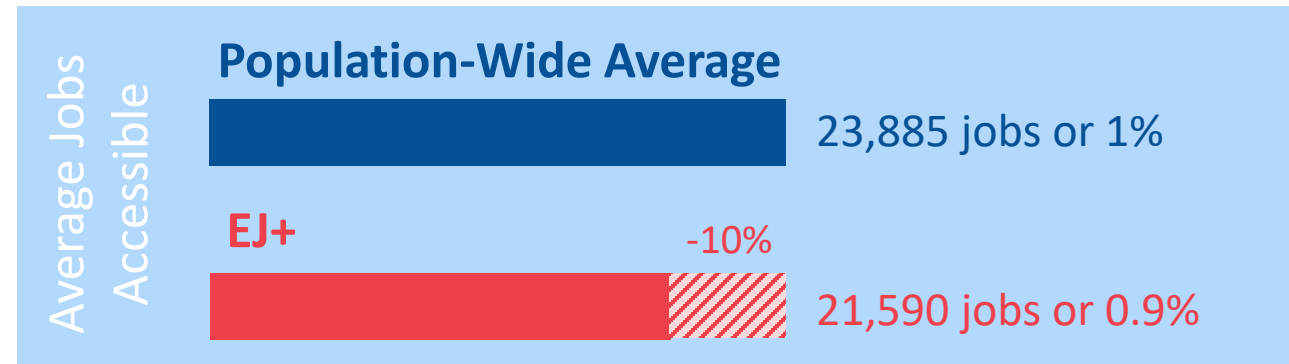
Who makes up Environmental Justice (EJ) and EJ+ Populations?

- EJ includes racial and ethnic minorities, as well as low-income populations.
- EJ+ includes racial and ethnic minorities, low-income, limited English proficiency, older adults, youth, national origin, females, and people with disabilities.



Job Access

- > Access to jobs varies not only by county, but also by demographic group.
- > Places with a high prevalence of racial minority, ethnic minority, and low-income people have better access to jobs via transit compared to the region as a whole.
- > Access to public transit is critical for these communities and the region as frontline workers are likely to be Black and people of Hispanic or Latino origin.
- > When accounting for other population groups such as youth, older adults, or people with disabilities, job accessibility is worse than the region average.
- > These groups may be unable to drive or less likely to have access to a car, meaning that lack of public transit access to jobs can come at a social and economic cost.



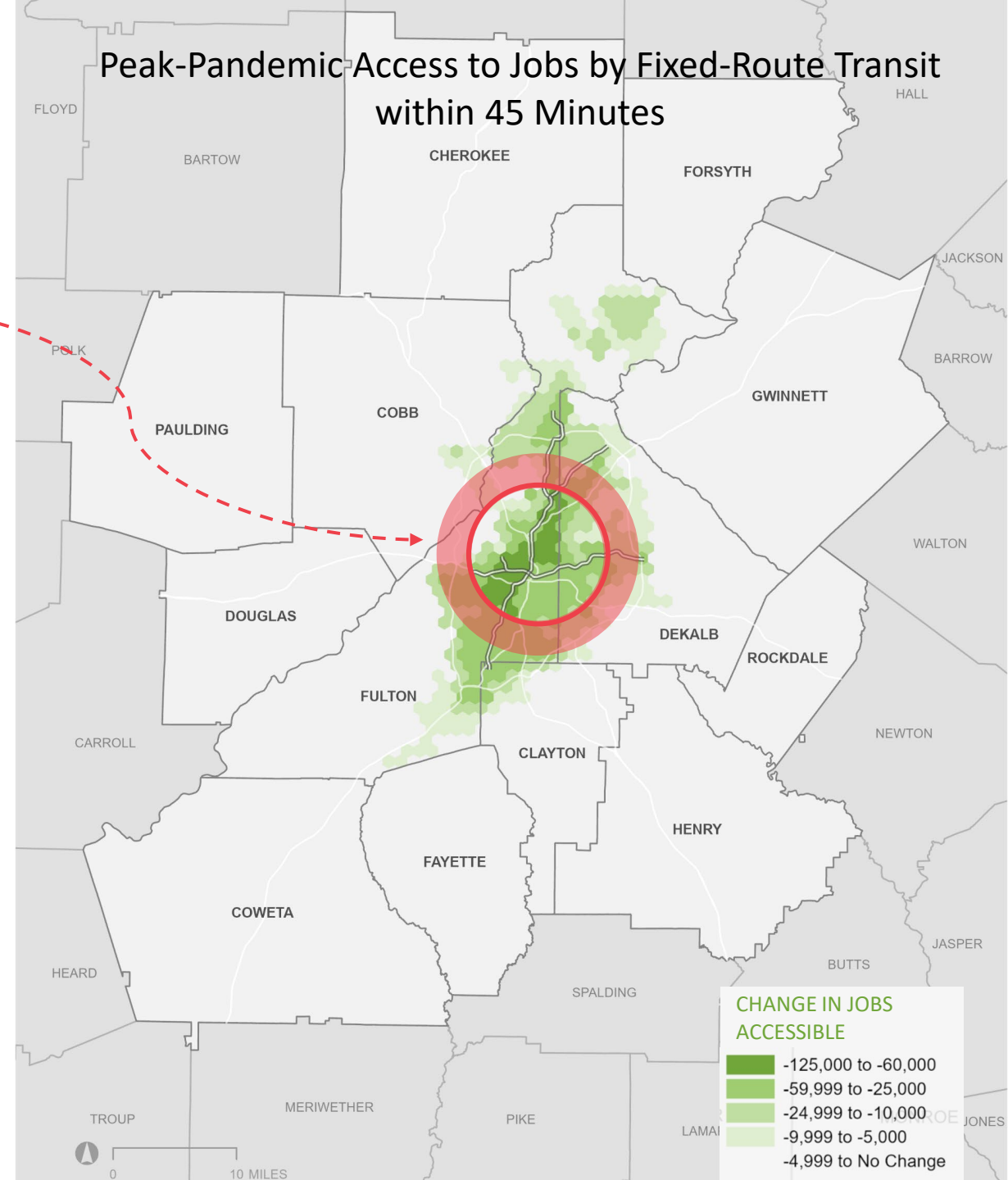
Job Access

- > As expected, transit accessibility decreased overall due to COVID-19 related service cuts.

28%

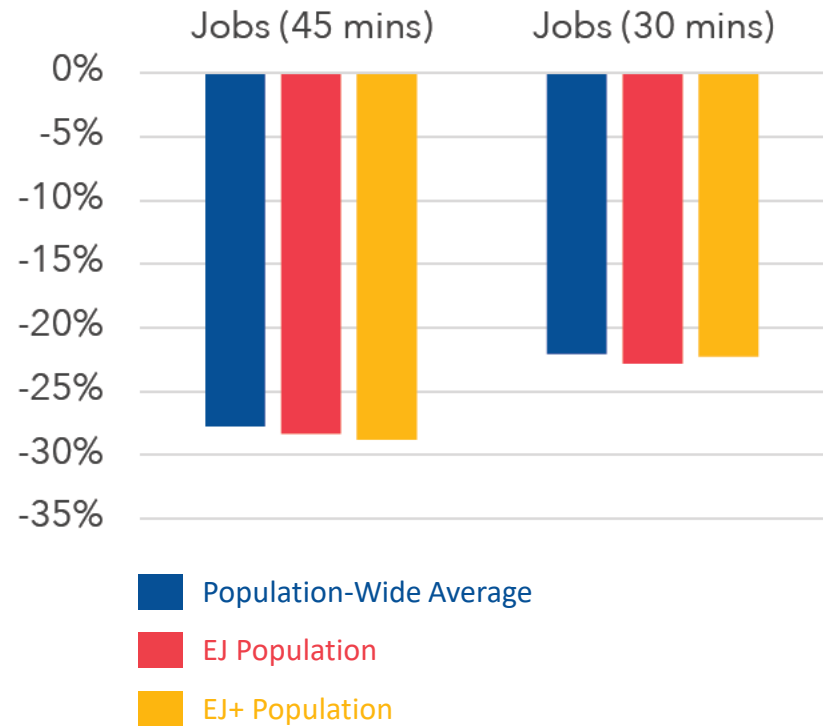
Percent decrease in jobs accessible by transit within 45 minutes during the peak of the pandemic.

- > The largest decreases in job access from Peak-COVID service are concentrated in the urban core.
- > Job access was more stable outside the region's core in areas with fixed-route service, particularly in Cobb, Gwinnett, eastern DeKalb, and central Clayton counties.



Job Access

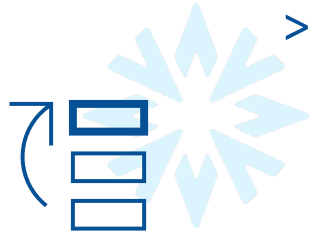
Percent Change in Accessibility by Fixed-Route Transit to Jobs, Comparing Peak-COVID to Pre-COVID Service



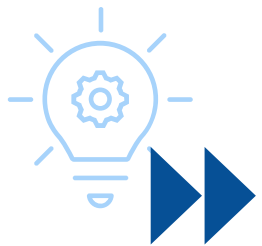
- > Localized access (30 minutes) was less affected by service cuts compared to longer-distance job access (45 minutes).
- > There were minimal differences in jobs access for environmental justice communities when compared to the region's population as a whole.
- > Transit operators made significant efforts to maintain basic access, which limited negative impacts during the initial months of the pandemic. However, even a small decrease in access has significant impacts for those affected.

Job Access

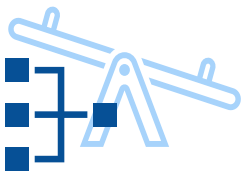
How can the ATL and our partners improve job access?



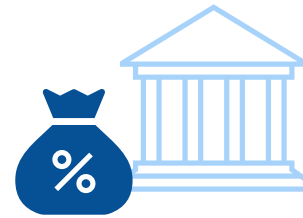
> Prioritize projects in the ATL Regional Transit Plan (ARTP) based on increased access to jobs and key destinations.



> For operators, leverage analyses from the Annual Report and Audit (ARA) and ARTP to improve planned projects or advance projects which are most impactful.



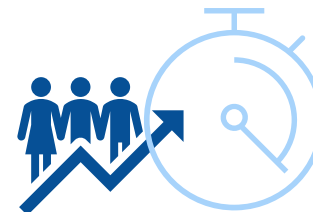
> For ARC, leverage analyses to inform Job Access and Reverse Commute (JARC) project selection.



> Coordinate and prioritize discretionary grant applications with workforce, hazard mitigation, and equity components as these are federal priorities.



> Connect local officials and decision-makers with major employers when developing transit and transportation plans.



> Track project implementation progress which improve job access through ARTP Performance Monitoring Program.



For details on the job access information
cited in this special report, check out the
2021 and 2020 ATL Annual Report and
Audit at

www.ATLtransit.ga.gov/ARA
and the Network Analysis Report from the
ATL Regional Transit Plan at
www.ATLtransit.ga.gov/ARTP



Regional Development Overview: Rowen



*Georgia's Knowledge Community for
Environmental, Agricultural and Medical Innovation*



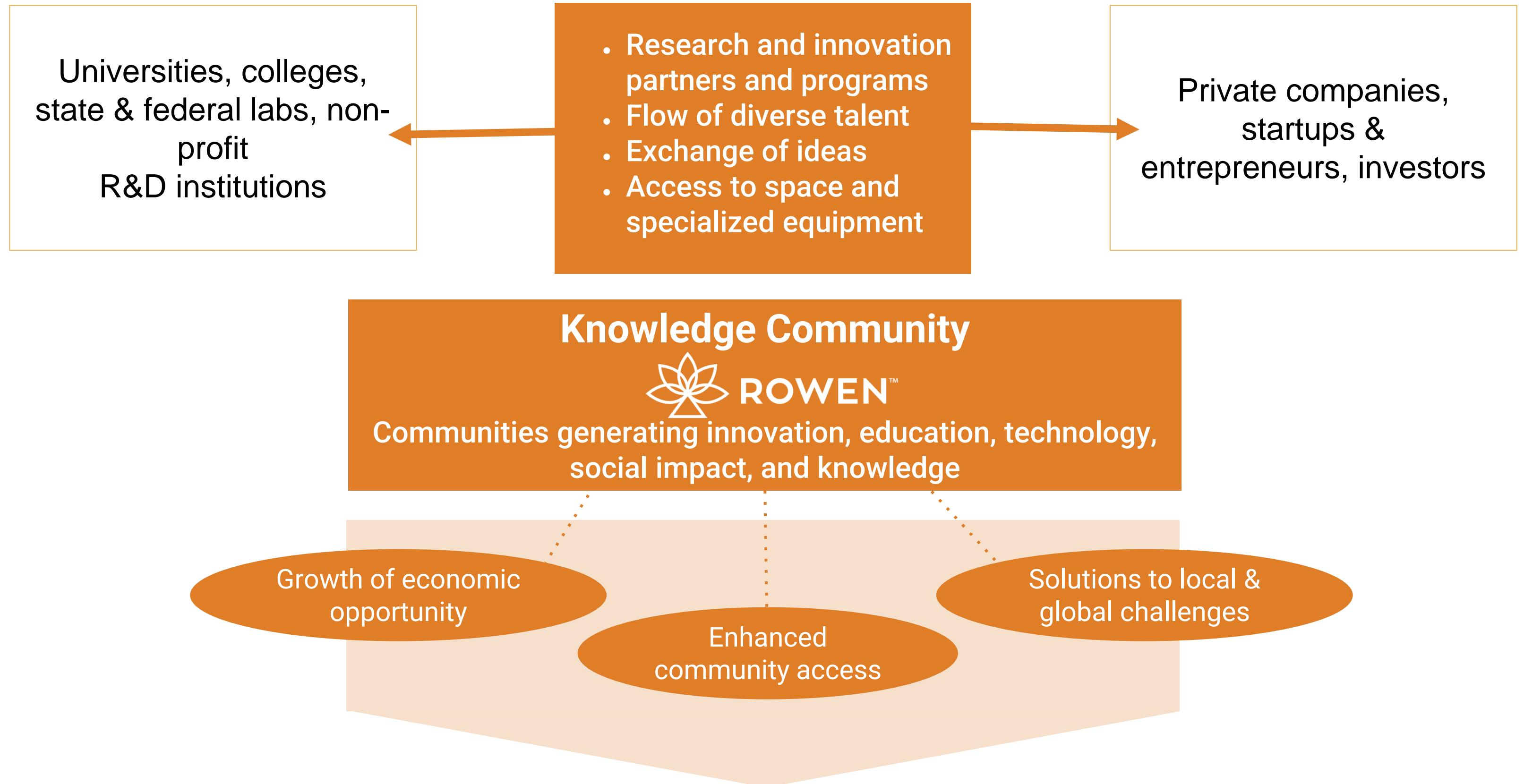
Rowen Foundation

An **independent, mission-driven not-for-profit** dedicated to helping Rowen fulfill its purposeful vision of creating a communal place **where innovation thrives.**

Mission Statement

To be a catalyst for **education, research, innovation and transformation** through the creation of a **global destination** which recognizes stewardship of the land as the cornerstone of **an inspired community.**

Our Organization






Innovation Drivers & Partnerships

Our Programmatic Anchors



Rowen has identified three programmatic drivers based on the history of the site and the strengths of the state’s economy and institutions:




Medicine
Healthcare & Wellness | Pharmaceuticals |
Medical Devices | Biotech | Life Sciences



Agriculture
Food Security | Sustainable Ag | Urban Ag |
Nutrition | Ecology



Environment
Natural Systems | Air & Water Quality |
Climate Change | Built Environment





Health and medicine are **significant drivers of employment in Georgia**, and industrial medical industries are growing. Plus, **Georgia's major institutions** serve as anchors for medical research and innovation activity.

5,000

Jobs added by diagnostic laboratories, chemical, pharmaceutical and instruments manufacturers since 2010

143,000

Total statewide employment by general medical and surgical hospitals

\$46.6B

Gross regional product of medical and related industries in Georgia, including \$9.8B for manufacturing, diagnostic and wholesale industries



EMORY
UNIVERSITY



AUGUSTA UNIVERSITY
MEDICAL COLLEGE
OF GEORGIA



MOREHOUSE
SCHOOL OF MEDICINE



UNIVERSITY OF
GEORGIA



GeorgiaState
University



Georgia has a **wealth of agricultural industries** that are relatively concentrated compared with national averages. **Institutions throughout the state** serve as regional anchors for the education of Georgia's agricultural workforce. UGA has invested in Athens and remote campuses throughout the state to realize its vision of becoming **the nation's top agriculture institution**.

33,000

Poultry processing jobs in the state of Georgia - 4.5 times the national average

41%

Of Georgia jobs are related to agriculture

\$4.27B

Gross regional product of agricultural and related industries in Georgia



UNIVERSITY OF
GEORGIA



Abraham Baldwin
Agricultural College



FORT VALLEY
STATE UNIVERSITY
A State and Land-Grant Institution • University System of Georgia



Environmental industries include energy, engineering, professional services and non-profits. **Georgia’s universities, major institutions and municipalities** serve as anchors for environmental research and leaders of best practices for sustainability.

18,000

Jobs in power and natural gas generation and distribution

65,000+

Jobs in renewables and clean energy in Georgia

119

Environment, conservation and wildlife organizations statewide, with total GRP over \$54M



EMORY UNIVERSITY



Spelman College®



UNIVERSITY OF GEORGIA



GEORGIA AQUARIUM

The JOSEPH W. JONES ECOLOGICAL RESEARCH CENTER at Schauway



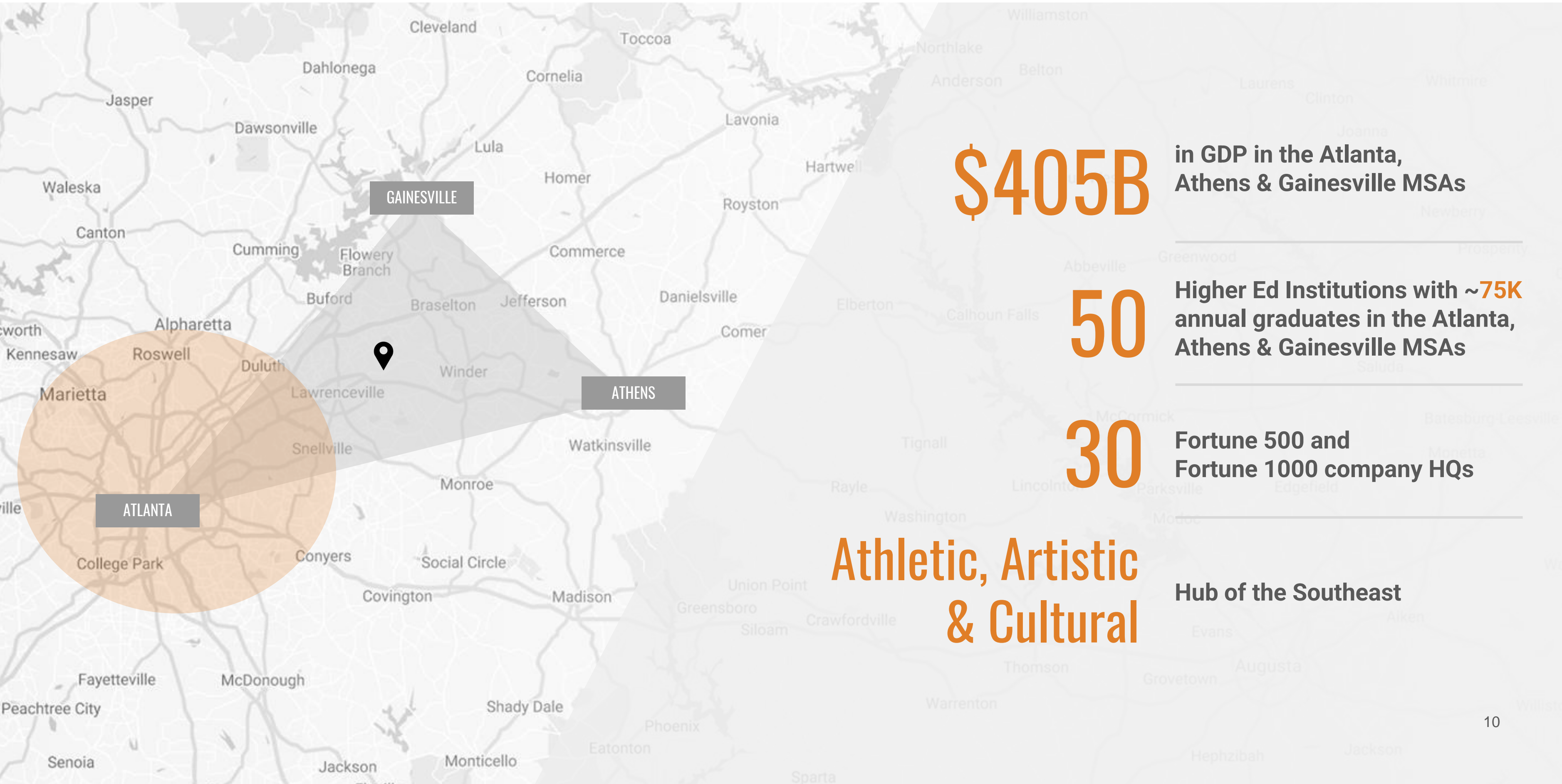
THE WATER TOWER

GLOBAL INNOVATION HUB @ GWINNETT



Regional Context

Reginal Context



\$405B

in GDP in the Atlanta, Athens & Gainesville MSAs

50

Higher Ed Institutions with ~75K annual graduates in the Atlanta, Athens & Gainesville MSAs

30

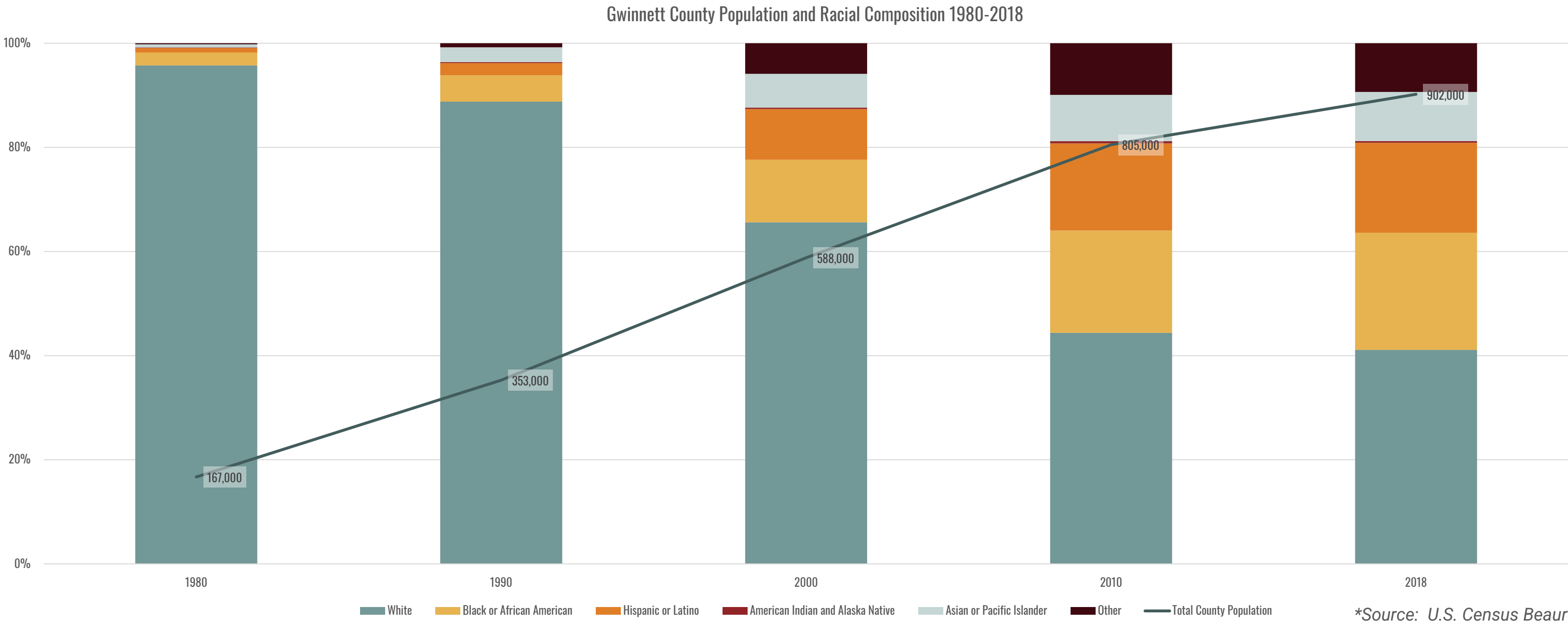
Fortune 500 and Fortune 1000 company HQs

Athletic, Artistic & Cultural

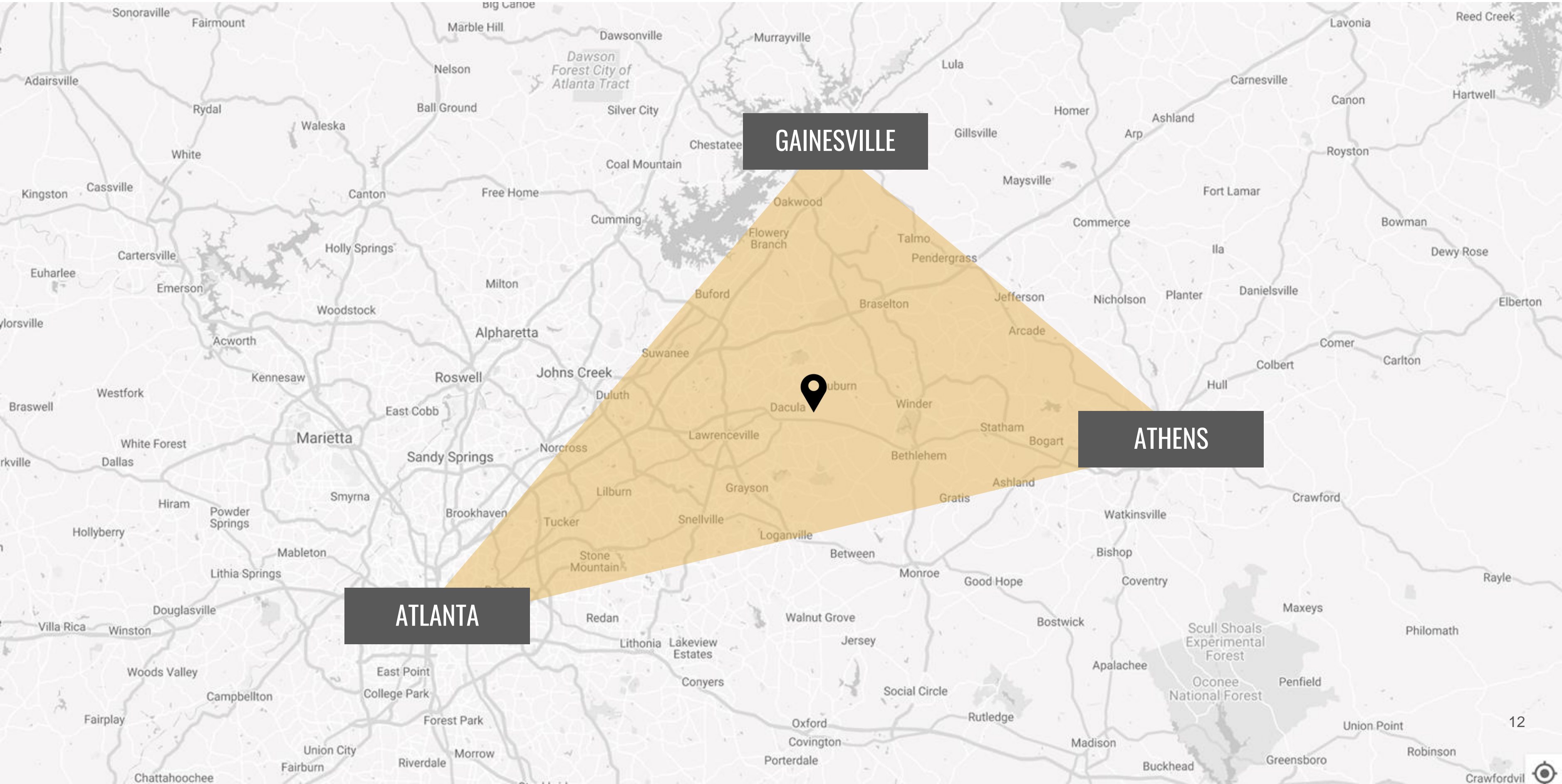
Hub of the Southeast

Location: Diversity, Equity And Inclusion

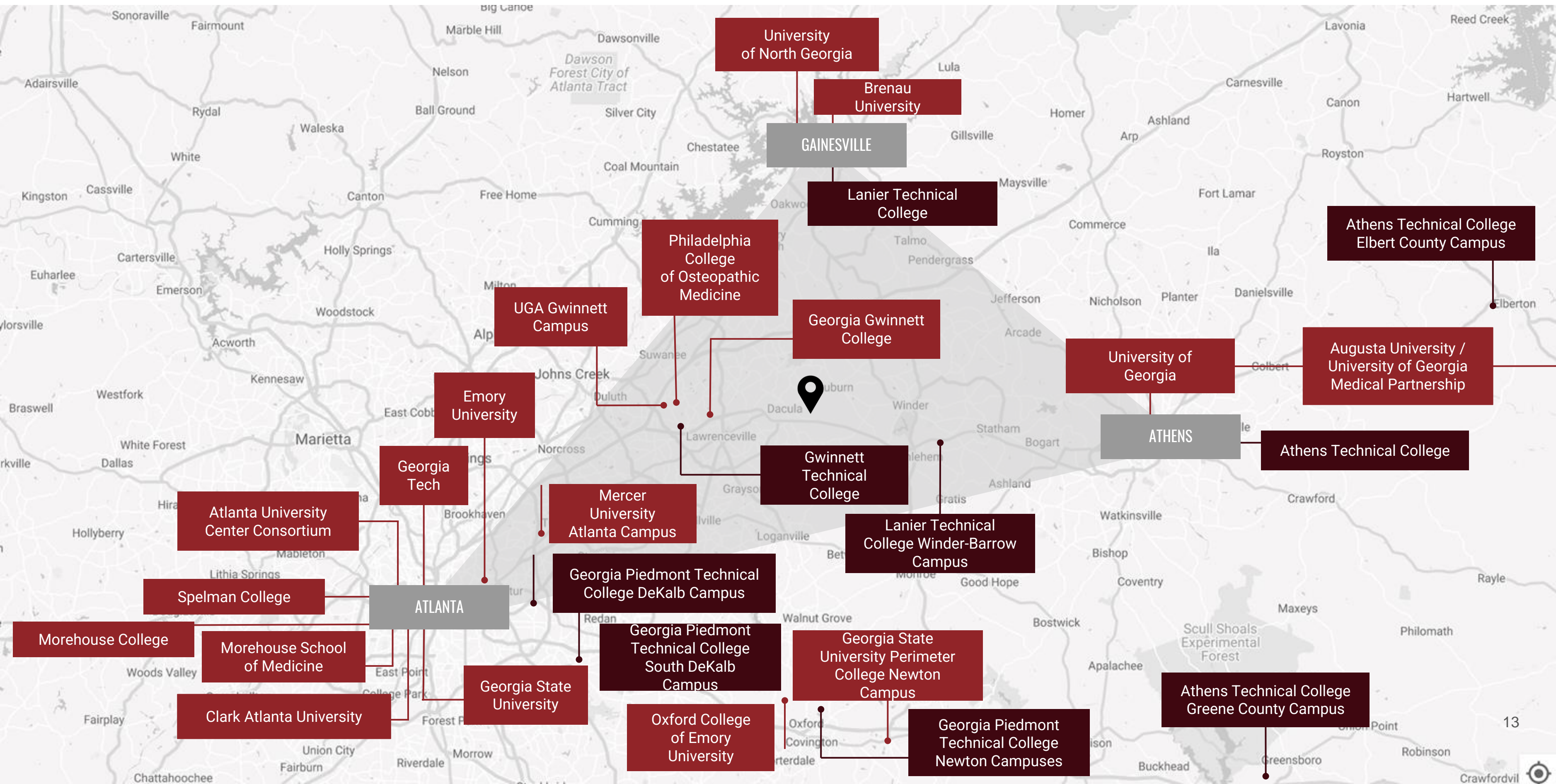
Gwinnett County is among the fastest growing and most diverse counties in the Southeast.



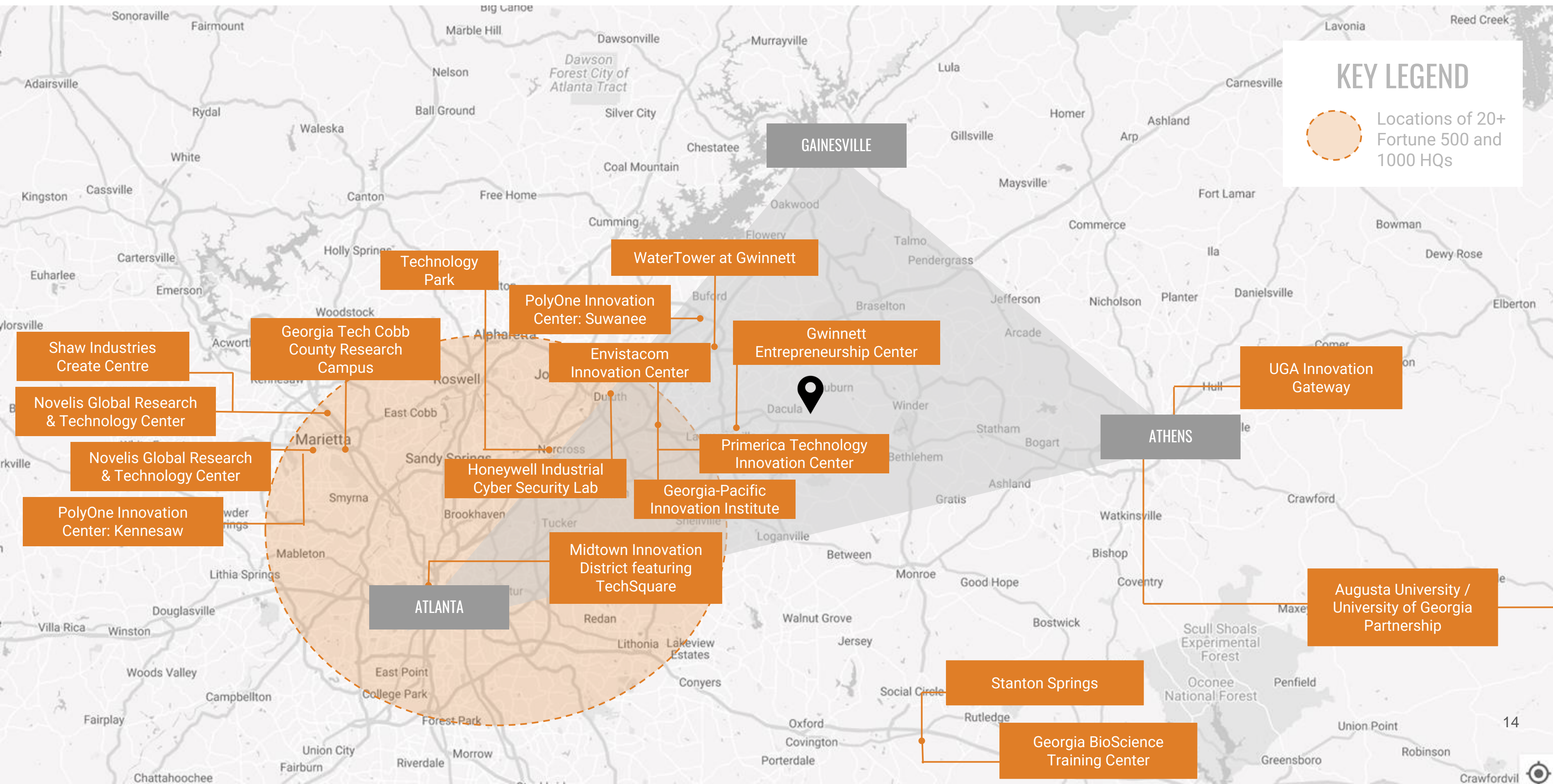
Location



Location: Higher Education Institutions



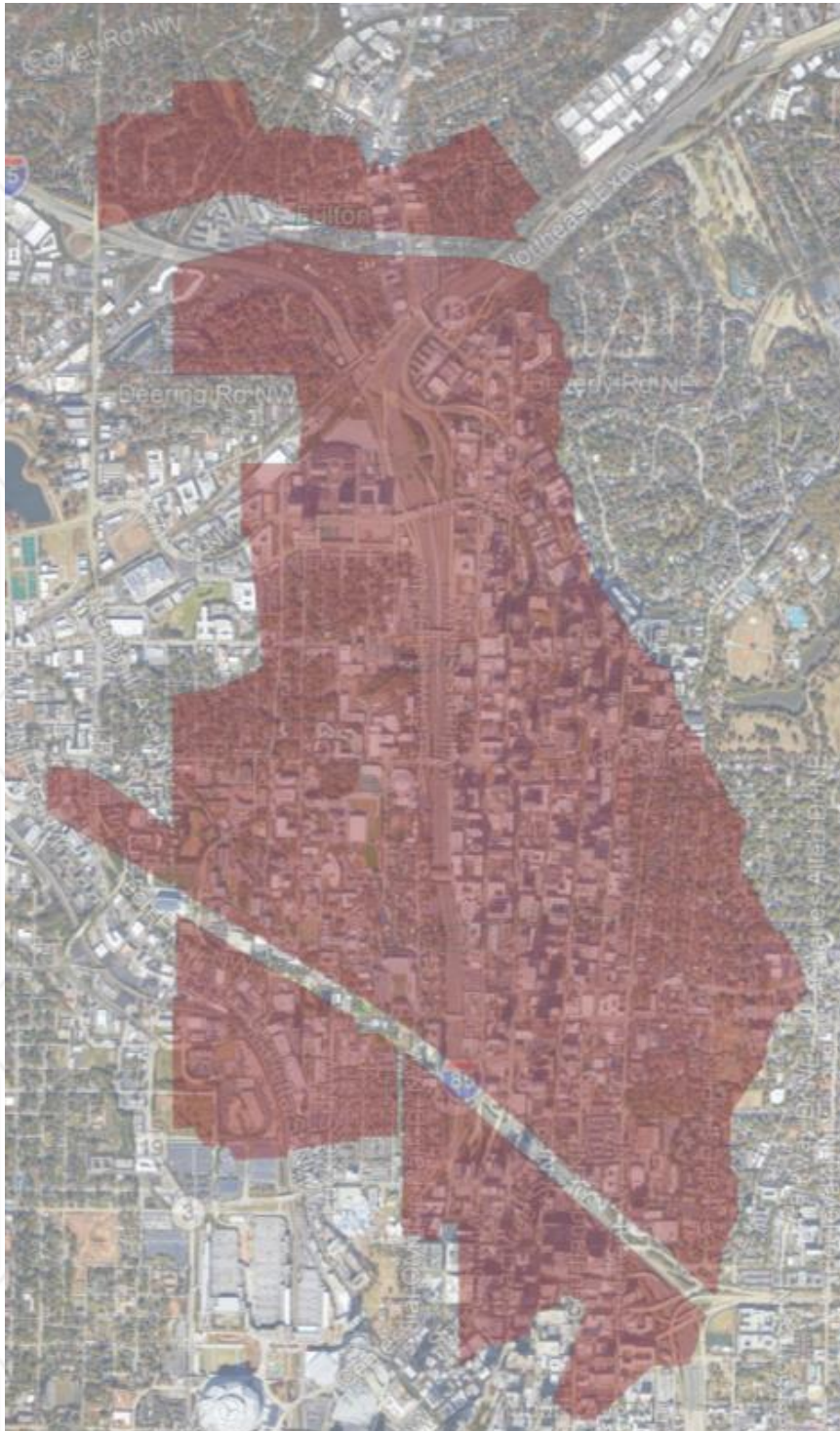
Location: Economic Devolvment And Innovation Assets



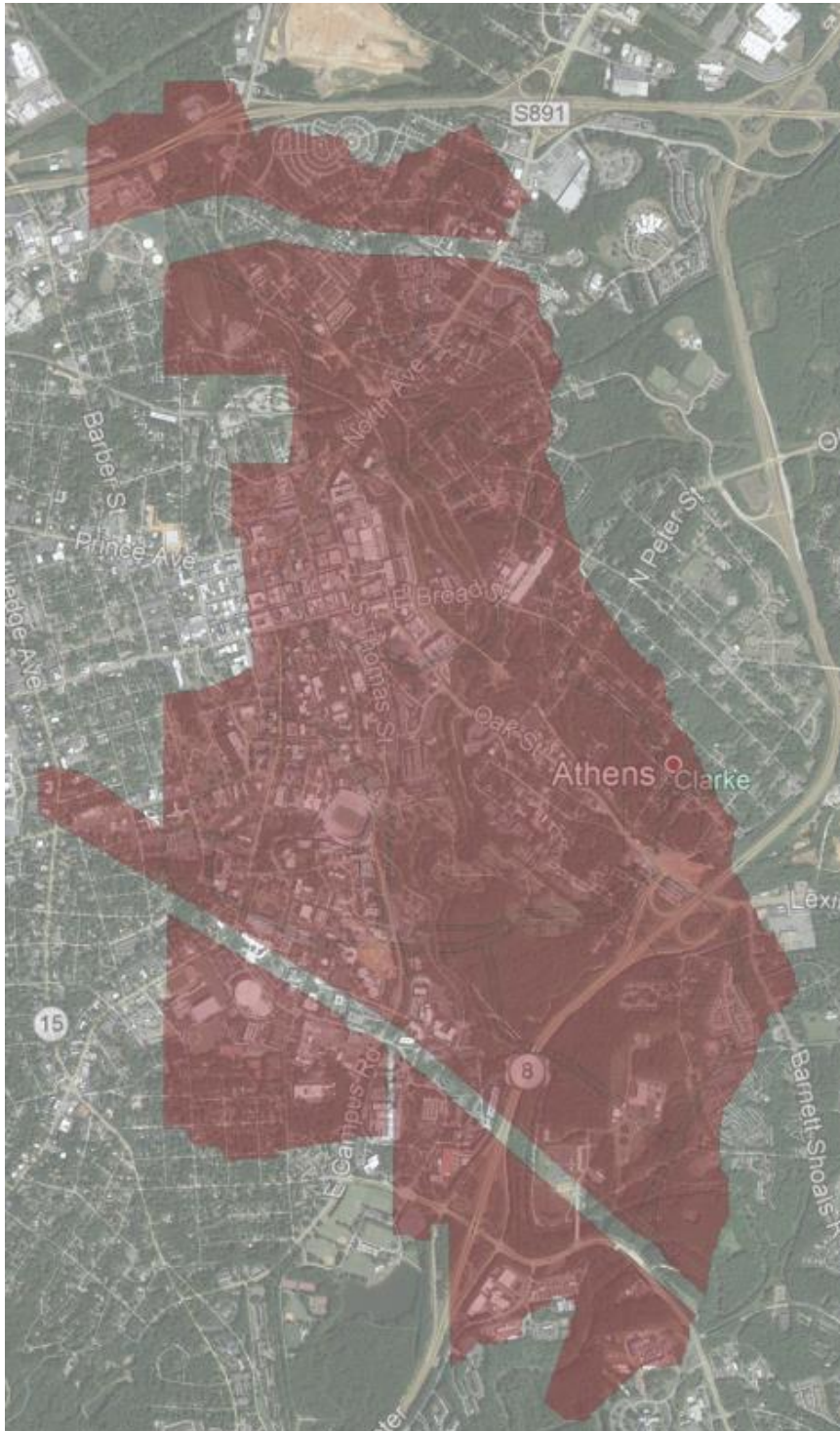
Location: Regional Connectivity



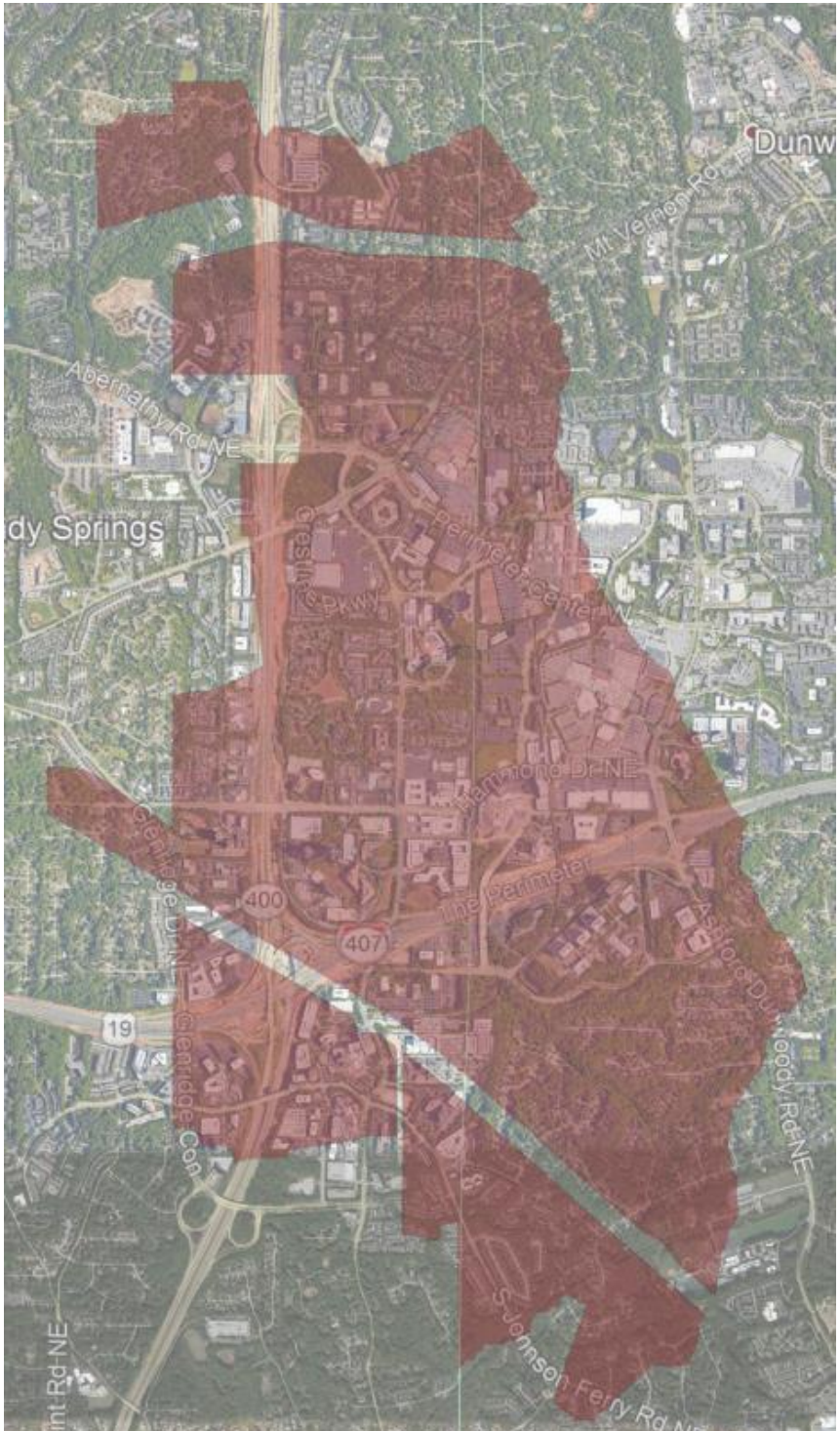
A Multi-generational Effort



Midtown Atlanta, GA



Athens, GA



Perimeter Center, GA



Hartsfield-Jackson Airport

Intentionally Benchmarked





Development & Economic Impacts

Gwinnett Community Advisory Task Force (G-CAT)



Nicole Love-Hendrickson
Chairwoman,
Gwinnett Board of
Commissioners



Jasper Watkins
Gwinnett County
Commissioner,
District 3



Nikki Merritt
Georgia State Senator,
District 9



Chuck Efstration
Georgia State
Representative,
District 104



Sam Park
Georgia State
Representative,
District 101



Marlon Allen
Partner,
Ramp Marketing, LLC



Ethel Anderson
Partner,
Anderson, Tate, & Carr,
P.C.



Major Michelle Anglin
Commander for
Community Affairs
Section,
Gwinnett County
Police Department



Everton Blair, Jr.
District IV
Representative and Chair,
Gwinnett County Board of
Education



Valerie Cadet, PhD
Associate Professor of
Microbiology and
Immunology,
Department of Bio-Medical
Sciences, PCOM - Georgia



Frederick Dawkins
Owner,
Frederick Dawkins, Esq.



Melvin Everson
VP of Economic
Development,
Continuing Education
Department, Gwinnett
Technical College



Ashish Gandhi
Chief Financial Officer
and Treasurer,
OFS Fiber Optics



Doug Jenkins
2021 Chairman, Gwinnett
Chamber of Commerce
and Director Metro North
Region, Georgia Power



Santiago Marquez
Chief Executive Officer,
Latin American
Association



Beverly Paff
President,
Gwinnett Historical Society



Jessica Stewart
Board Chair,
Gwinnett Young
Professionals



Dr. Tyler Yu
Dean, School of Business,
Georgia Gwinnett College

Rowen's Core Values



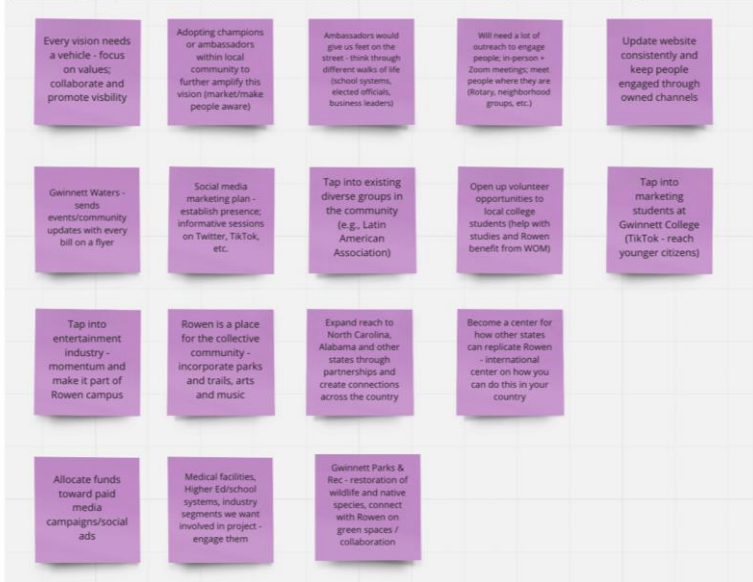
Community Engagement



What We Heard

Collaboration

Community Partnerships, Digital Connectivity, In-Person Connectivity, Educational Collaboration, Research Partnerships, Arts and Culture



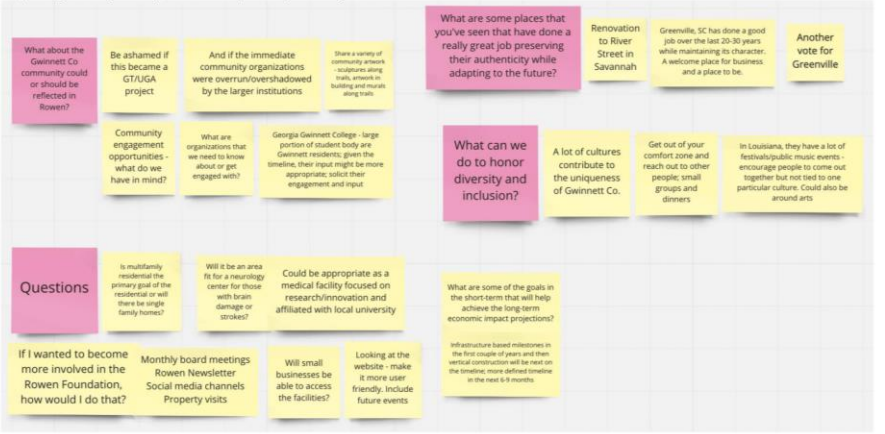
Accessibility and Affordability

Transportation, Economic Development, Built Environment, Green Spaces and Parks



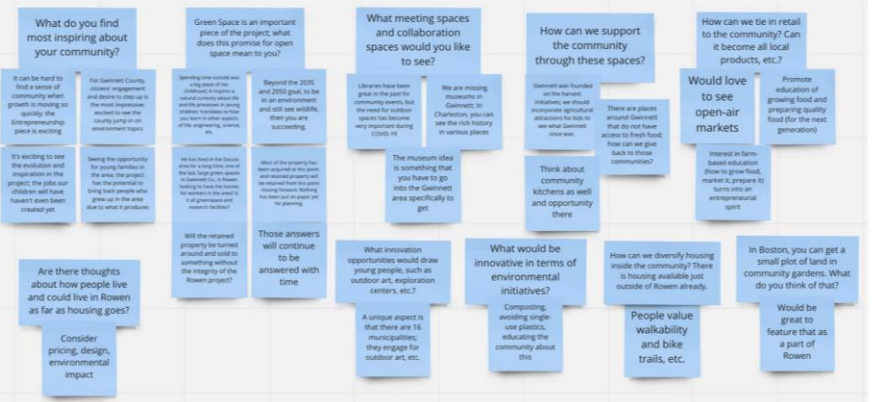
Authenticity

Respecting Existing History, Environment, Assets, and Neighbors



Inspiration

Land Conservation, Economic Development, Built Environment, Green Spaces and Parks



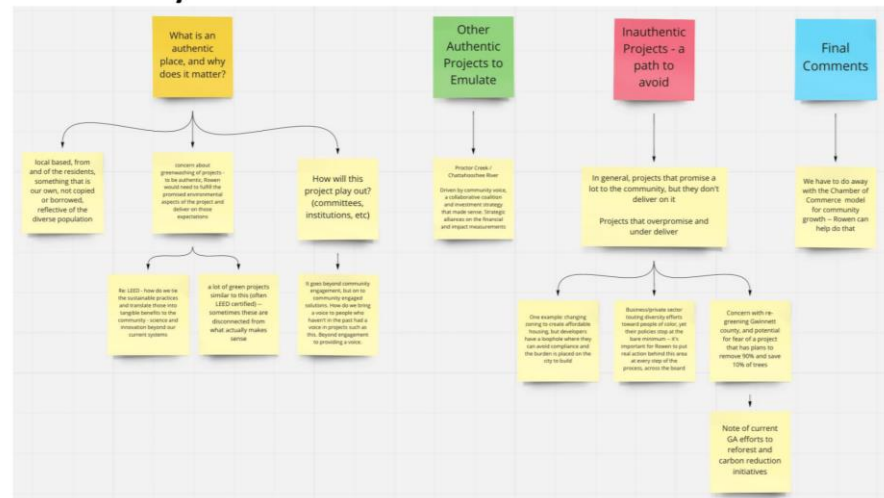
Collaboration cont'd



Accessibility and Affordability cont'd



Authenticity cont'd



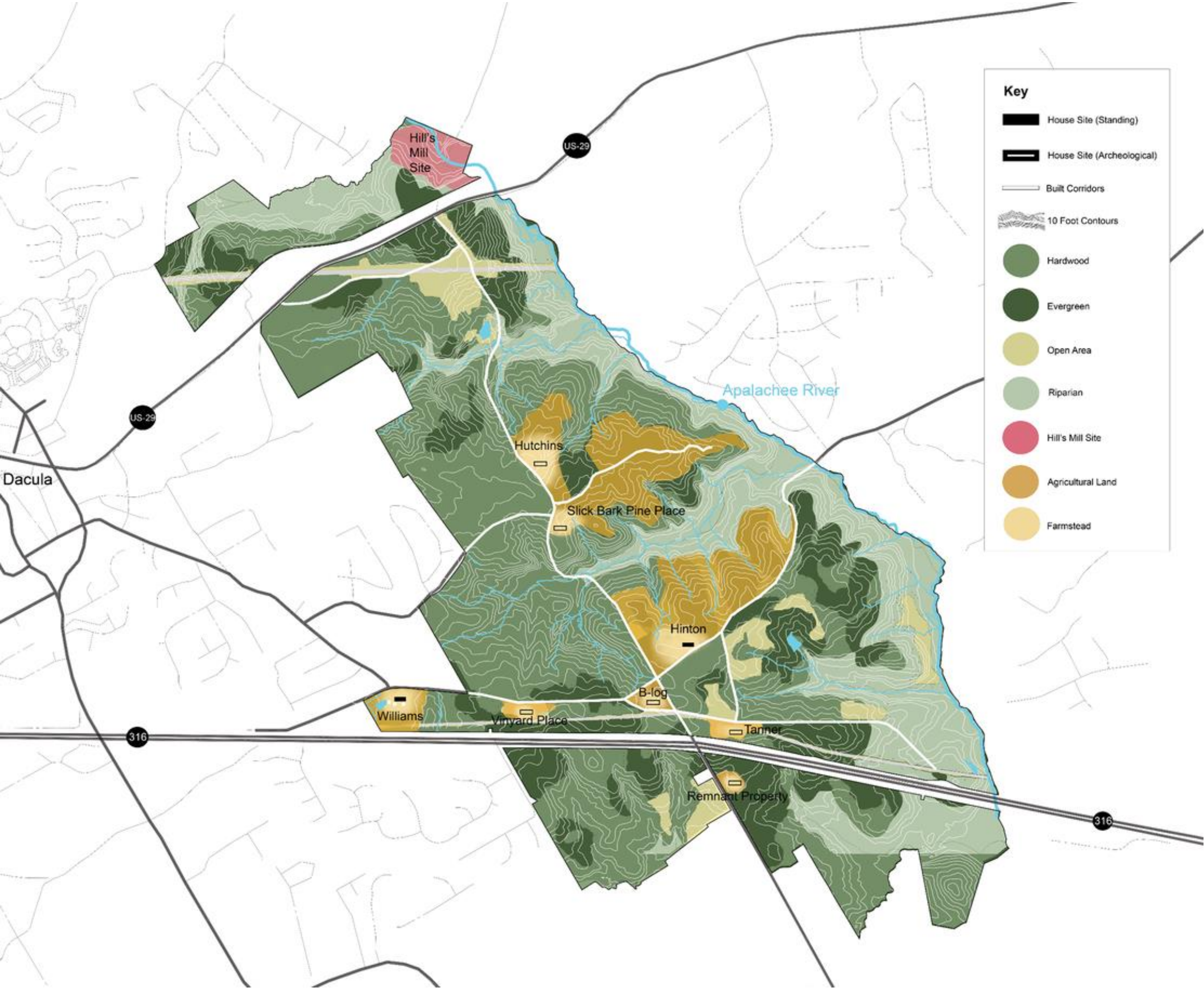
Inspiration cont'd



Priorities in the Planning Process



Cultural Heritage



Conceptual Land Use Map

2,000+

TOTAL PLANNED ACRES

22M

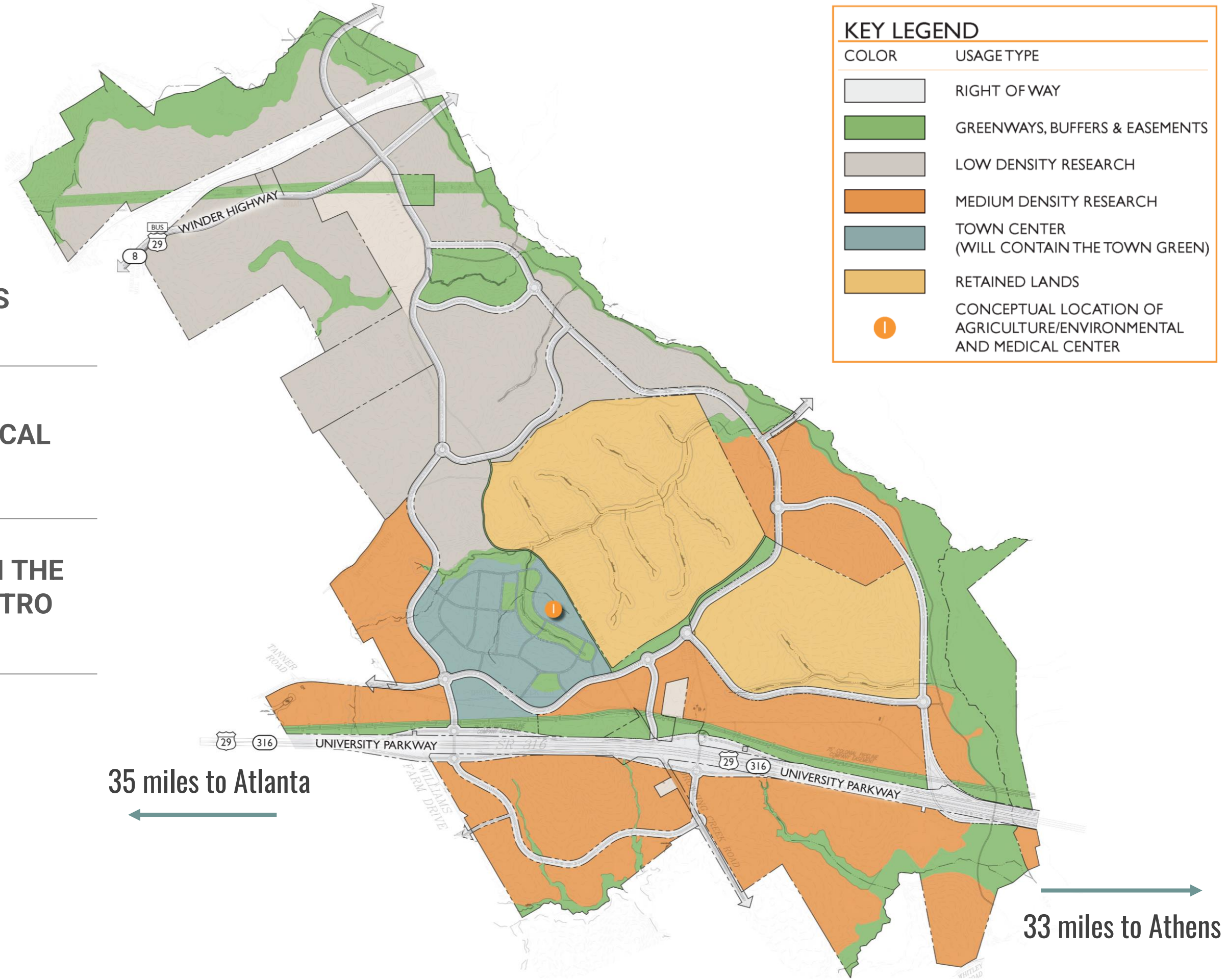
SQUARE FEET OF VERTICAL DEVELOPMENT

1

THE ONLY MEGASITE IN THE CORE FIVE-COUNTY METRO AREA

25K

PROJECTED JOBS AT 50% BUILDOUT



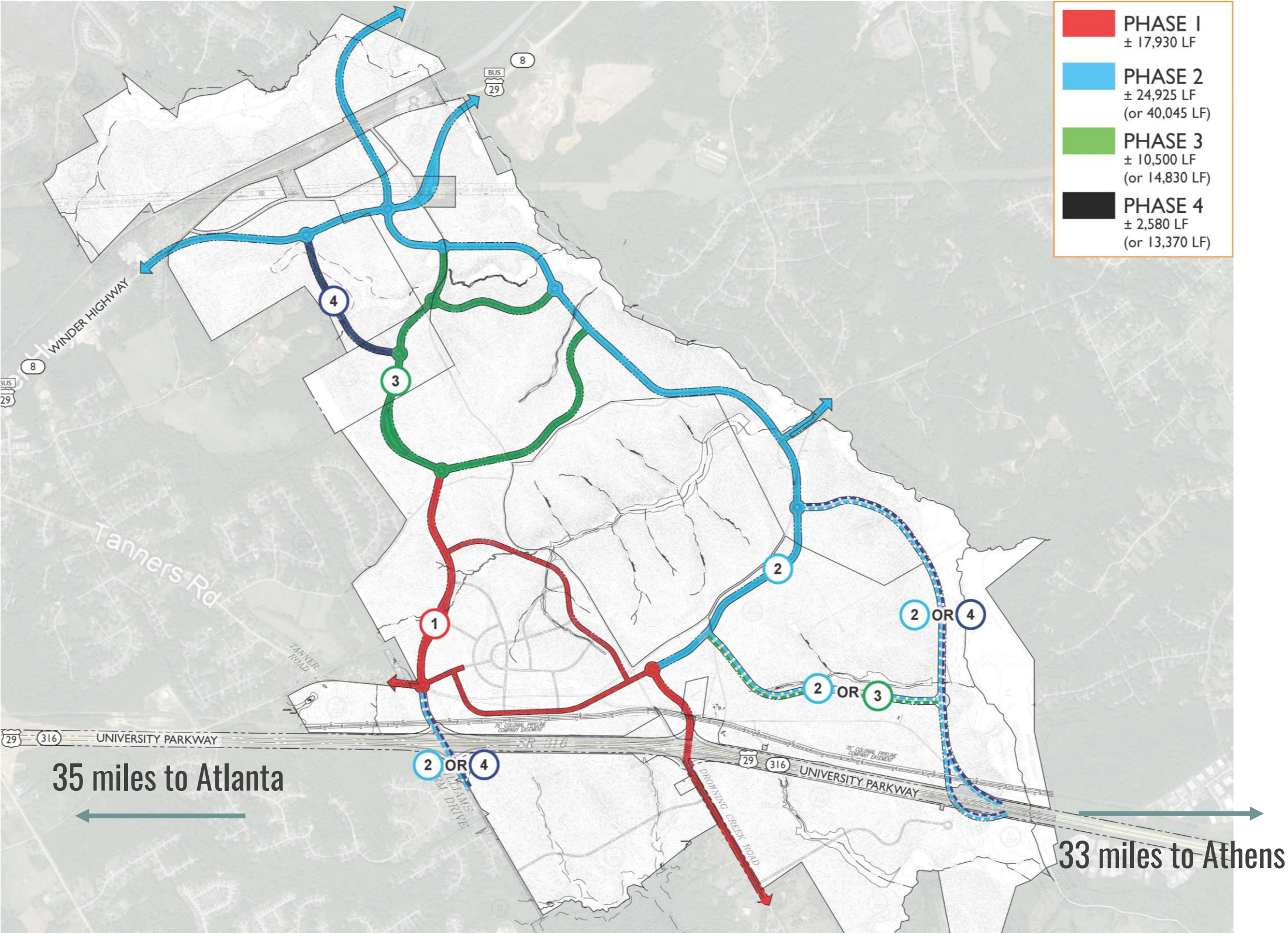
Phase I
DRI
ENERGY
SITES

INFRASTRUCTURE
GROUNDBREAKING Q2 2022

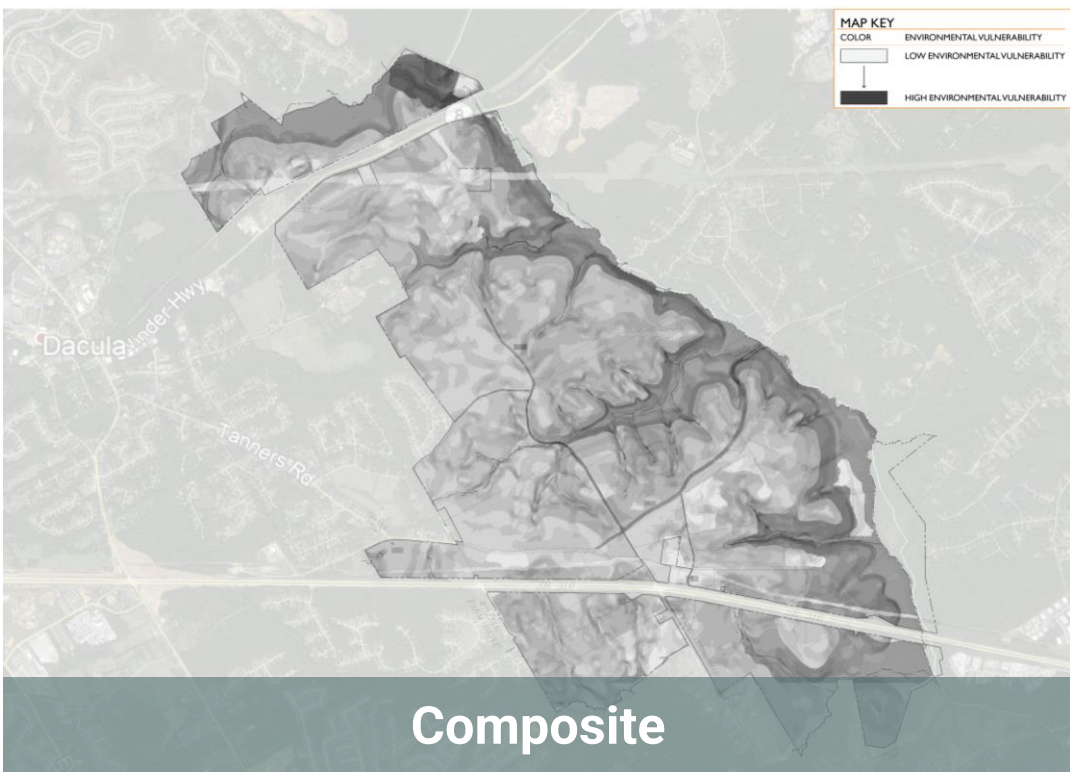
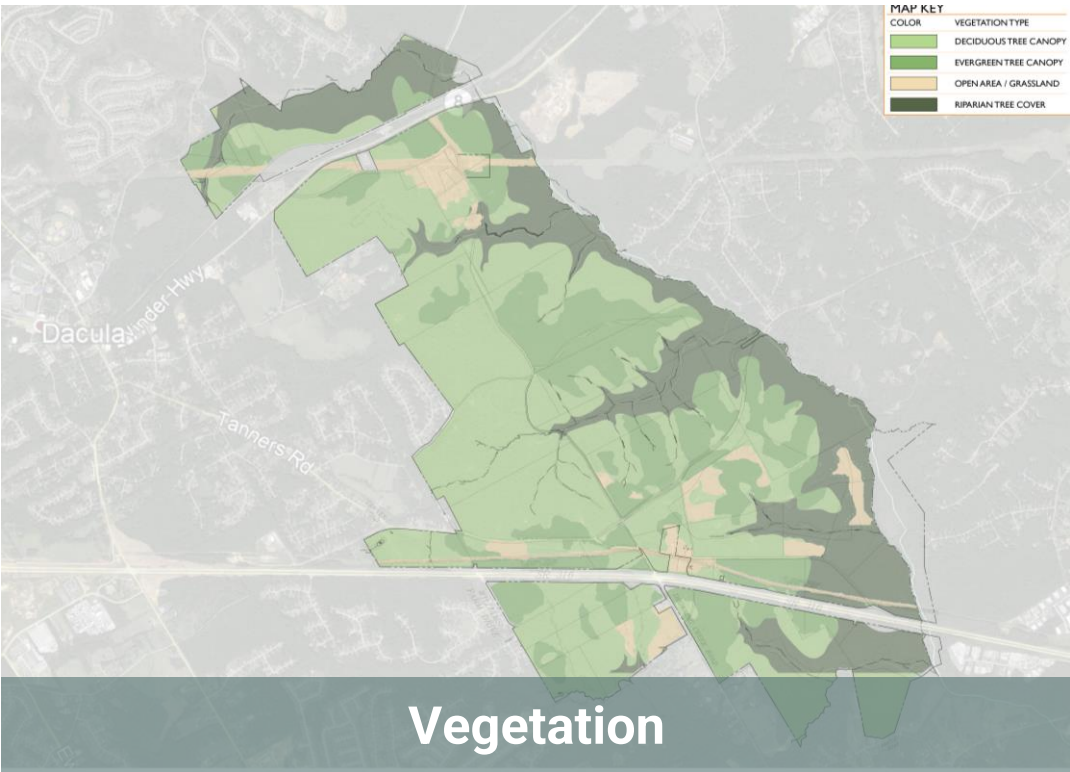
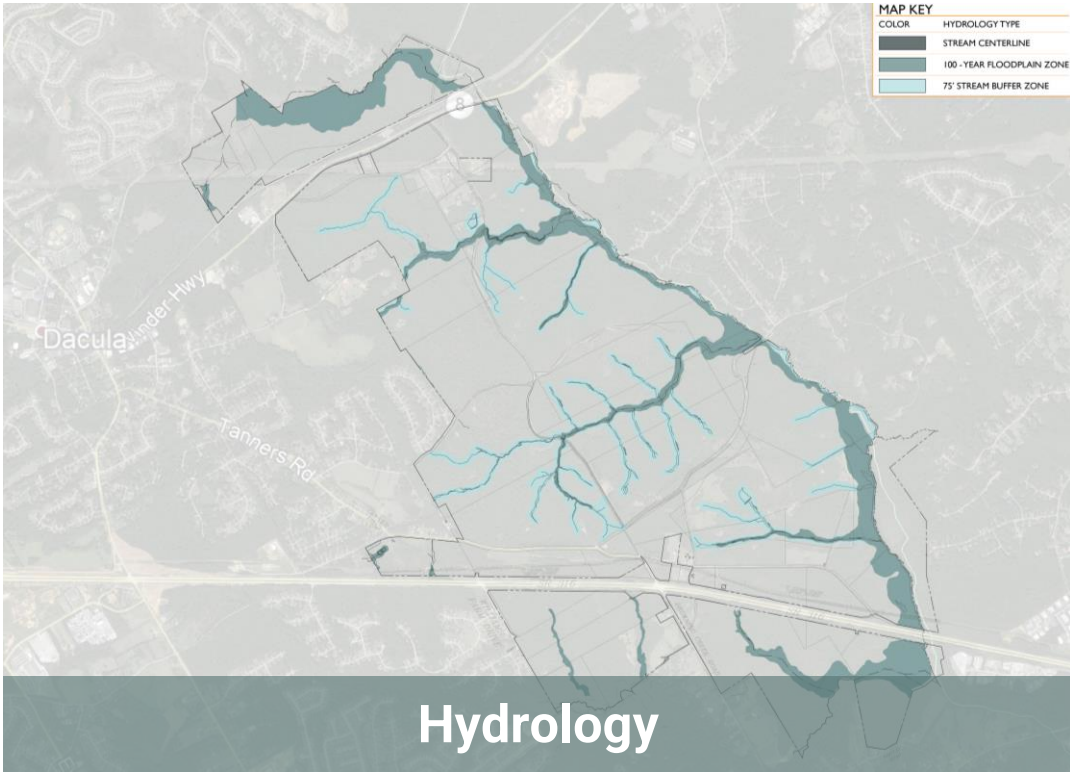
DEVELOPMENTS OF REGIONAL
IMPACT (DRI) COMPLETE

100% GREEN ENERGY TARGET
ACROSS DEVELOPMENT

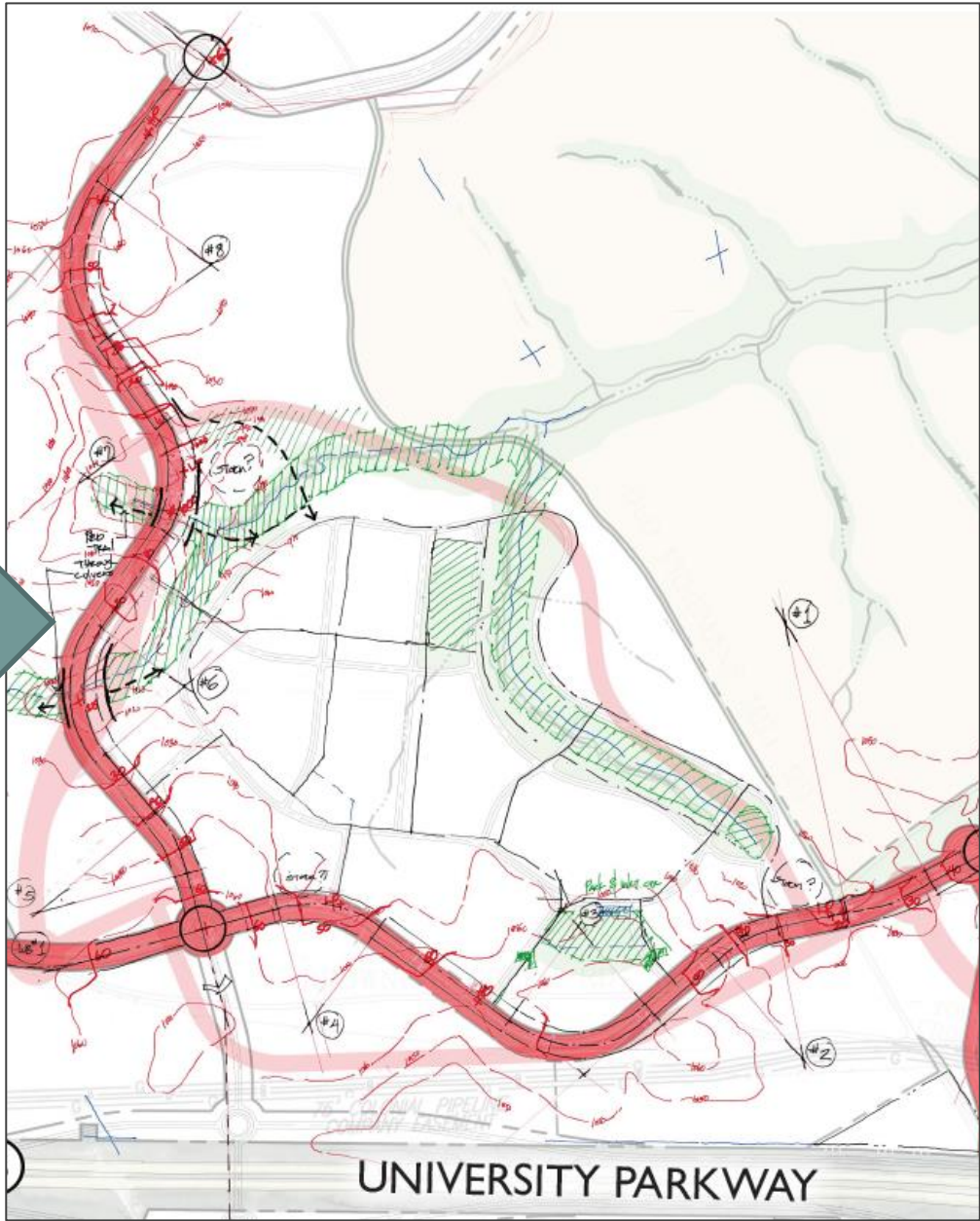
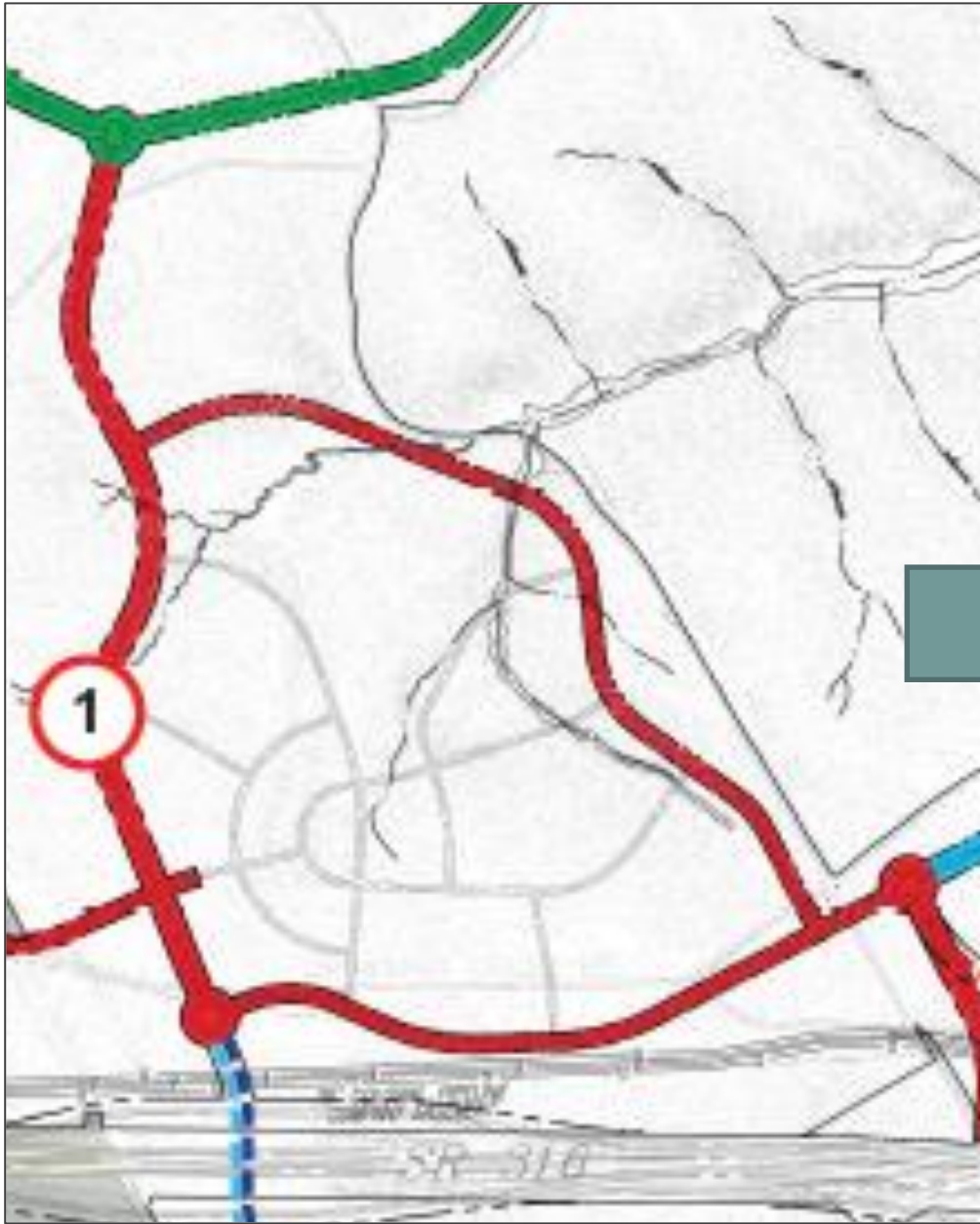
USGBC SITES
CERTIFICATION DESIGN



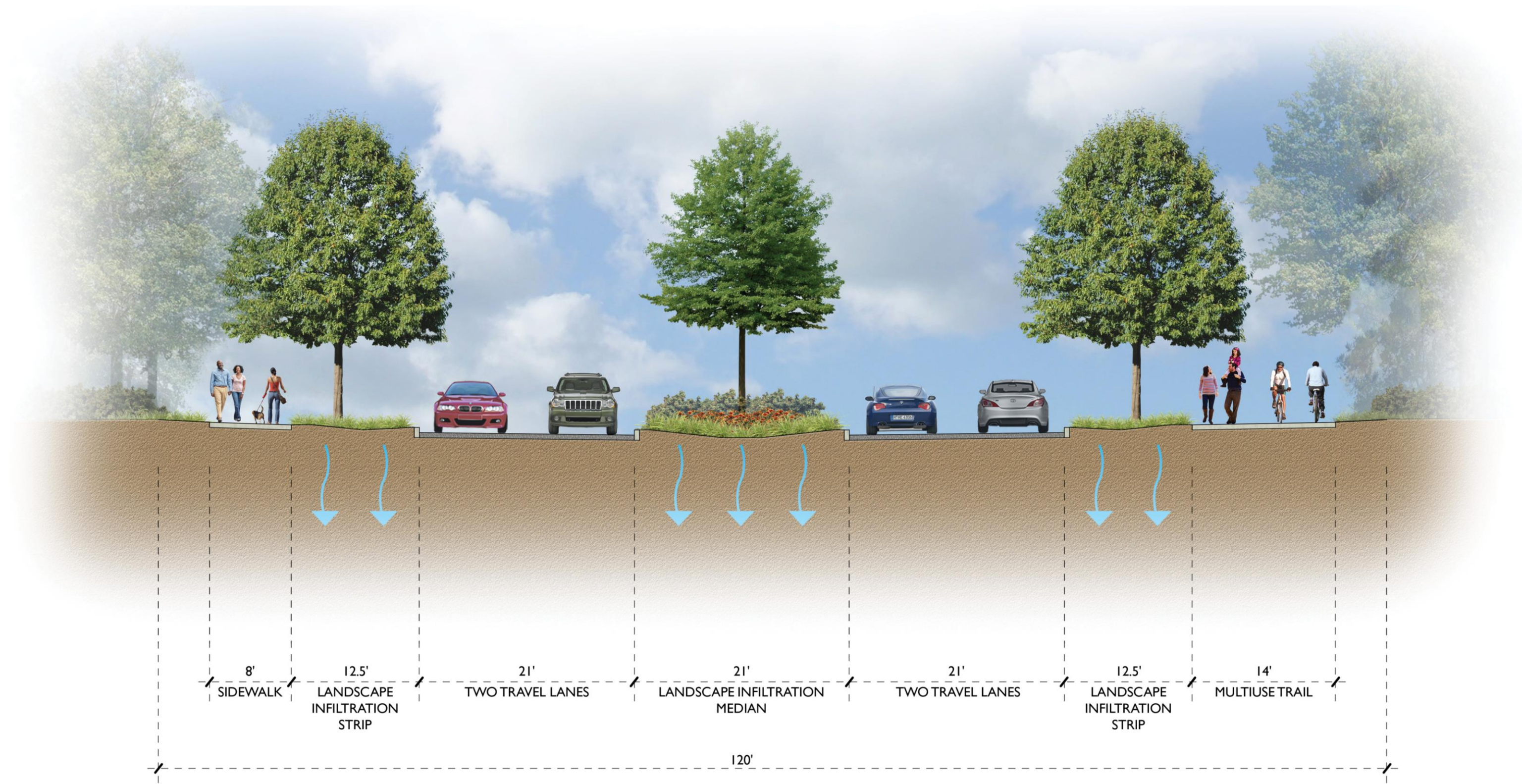
Environment & Public Realm



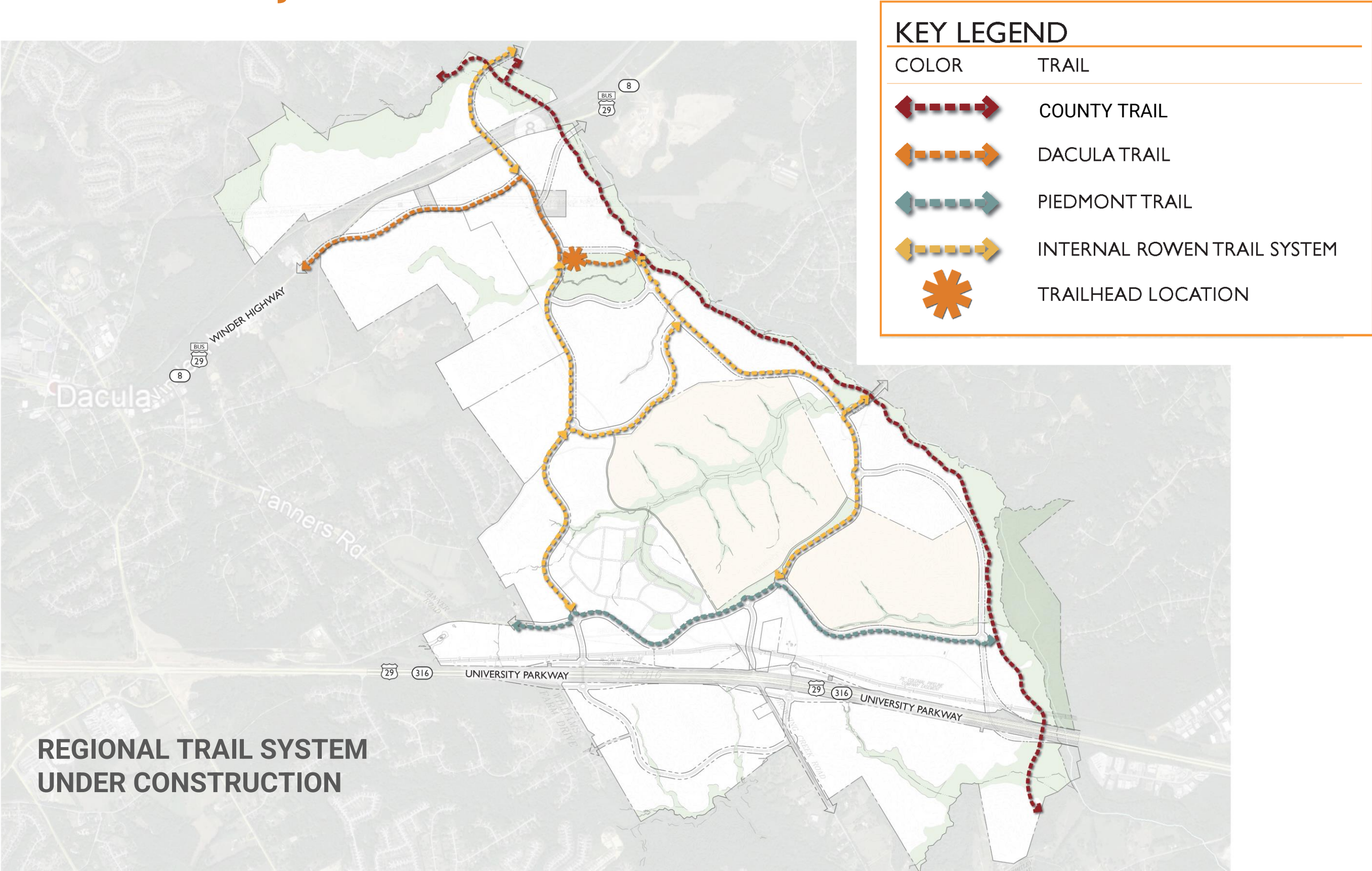
Transportation & Connectivity



Transportation & Connectivity



Trails





**Hartsfield-Jackson
International Airport**



Atlanta Beltline



**The Georgia Ports
(Savannah & Brunswick)**



**KIA Motors
Manufacturing GA**



**Centers for Disease
Control and Prevention**



Film Industry

Economic Opportunity

Ongoing Economic Impact – State of Georgia*

	By 2035	By 2050 Direct Economic Impact – 50% Build-Out	Full Build-Out Potential**
Economic Activity	\$3.8 Billion	\$6.6 Billion	\$11.3 Billion
Construction Value	\$1.1 Billion	\$3.4 Billion	\$6.9 Billion
Ongoing Jobs Supported	18,500 Jobs	55,000 Jobs	80,000 to 100,000 Jobs
Ongoing Labor Income	\$1.7 Billion	\$5.0 Billion	\$8.0 - \$10.0 Billion

Source: HGOR, Rowen

*Source: Rowen Preliminary Economic Impact Analysis, HR&A, March 2020.

**Since the multipliers underlying the economic impact analysis would change fairly substantially over the time period between now and full build-out (roughly 60+ years), the figures for full build-out potential are order of magnitude estimates.

Access to Opportunity

ROWEN DEVELOPMENT TIMELINE			
Pre-Development	Construction of Infrastructure	Real Estate Development	Ongoing Operations
Q1 2021 – Q3 2022	Q3 2022 – Q3 2023	Q1 2022 – Ongoing	Q3 2023 – Ongoing
POTENTIAL CONTRACTING OPPORTUNITIES *			
<ul style="list-style-type: none">• Designers, Planners, Architects• Project Managers• Land Surveyors and Other Specialists• Environmental Consultants	<ul style="list-style-type: none">• Infrastructure Construction Subcontractors• Clearing and Grading• Paving• Concrete• Landscaping• Construction Material Suppliers	<ul style="list-style-type: none">• Real Estate Brokers• Developers• Vertical Construction Contractors – All Trades• Construction Materials Suppliers• Designers• Project Managers	<ul style="list-style-type: none">• Site Maintenance and Services• Building Services• Catering• Business Operations Support and Other Professional Services

The Rowen Foundation has set a minimum goal of 30% for small, minority and women-owned business enterprise (SMWBE) participation, based on total contract amount, in all procurement contracts with vendors and contractors involved with the Rowen project.

* This list of “contracting opportunities” is not exhaustive and intended to be illustrative of the types of services that may be procured by Rowen.



We create the future, together.

www.Rowenlife.com



Mason Ailstock
President + CEO Rowen Foundation
mason@rowenfoundation.org

The background features a repeating pattern of light blue, stylized geometric shapes that resemble arrows or chevrons pointing outwards from the center. These shapes are arranged in a radial pattern, creating a sense of movement and direction. The shapes are composed of several segments, some of which are solid blue, while others are white with blue outlines, giving the pattern a layered, three-dimensional appearance.

Executive Director's Report

I-285 Top End Express Lanes Transit

Regional Preliminary Engineering Initiative

- ▶ **MOU details funding and collaboration** between ATL, regional operators of MARTA, Gwinnett, and Cobb, as well as critical project partners at GDOT and ARC
- ▶ **MOU will be signed electronically** by all parties
- ▶ **Signatories** include ATL, MARTA, Gwinnett, Cobb, GDOT, ARC, Fulton, and DeKalb
- ▶ Expect to invite media to the first meeting of the **Policy Working Group**



MARTA Final Train Design and Timing



FIVE POINTS

marta

marta ATL





marta



ATL REGIONAL TRANSIT PLAN: CALL FOR PROJECTS

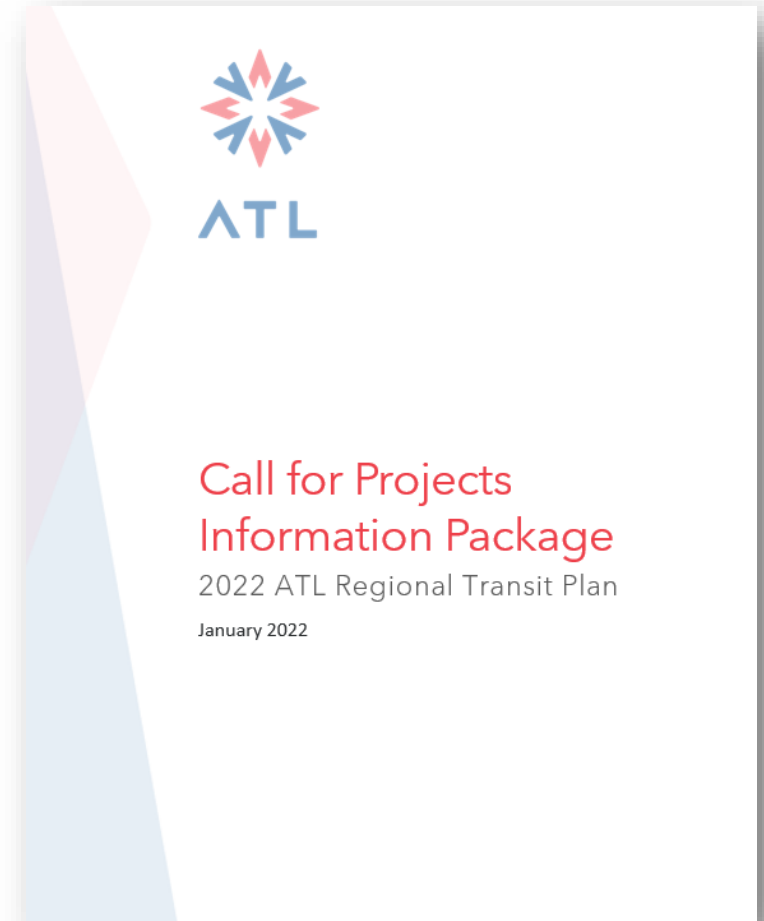


► Call for Projects window is open now through March 4

- Eligible project sponsors – transit operators, local governments, and CIDs – can submit projects for inclusion in the Plan
- Projects are submitted via TrackATL at <https://portal.TrackATL.econinteractive.com>
- More information on TrackATL and the project submittal process is available on the ARTP website at www.ATLtransit.ga.gov/ARTP

► After March 4

- ATL will assess projects according to the project evaluation framework and
- Re-engage ATL Board, local government partners, transit operators, CIDs, state and regional-level partners, and the public to develop prioritized recommendations



STATE LEGISLATIVE UPDATE

- Session scheduled to end on Mon. April 4th
- Crossover Day scheduled for Tues. March 15th
- Governor's Budget includes rideshare fee revenue (Transit Trust Fund \$) as discussed with GDOT
- No significant transit-related legislation yet
- Main session topics: education, mental health, election reform, public safety
- Primary election currently scheduled for May 24th




RAISE Program – Federal FY 2022 NOFO Released

Funding Amount:	\$1.5 billion in FY2022 (50% increase from FY2021)
Program Purpose:	Support capital investments in surface transportation projects that will have a significant local or regional impact
Funding Eligibility:	Funding split 50/50 between urban and rural areas Applications due April 14, 2022 @ 5PM EST
Awards:	\$5 - \$25 million awards. 80% maximum federal share. Highly competitive with ~7% national applicant success rate.
FY 2021 Award Trends	2021 awards shifted significantly in favor of multimodal/transit projects as compared to prior years. 30 of 63 projects included transit components, totaling \$447.4M and averaging \$14.9M per award. Four multimodal transit hubs received \$10M-\$15M awards. Generally, most projects were multimodal and multifaceted (i.e. project combined transit with bike/ped with ADA enhancements). Road widenings unsuccessful.
ATL Next Steps	ATL staff is reaching out to partner project sponsors to engage in discussions on which projects from the 2021 Priority Investment List may be best suited for RAISE grant applications this year.



New Business

The background of the slide features a repeating pattern of light blue, stylized geometric shapes that resemble arrows or chevrons pointing outwards from the center. These shapes are arranged in a radial pattern, creating a sense of movement and direction.

Board Planning Session Minutes December 20, 2021 – Action Item



ADJOURN