

ATL BOARD MEETING WILL BEGIN MOMENTARILY



ATL BOARD MEETING

August 4, 2022

ATL Board Meeting August 4, 2022

- I. Call to Order
- II. Approval of the Board Minutes for June 2, 2022
- III. Approval of the Agenda for August 4, 2022
- IV. Public Comment*
- V. Priority Investment List Update – Aileen Daney
- VI. ARA Special Report – Sustainability and Innovation – December Weir
- VII. Subrecipient Shared Services Program Update Report – Jon Ravenelle
- VIII. ADID/CAP Grady Hospital TDM Strategies – Stacy Grolimund, CAP/ADID and Lindsay Caulfield, Grady
- IX. Executive Director's Report
- X. New Business
- XI. Call to Adjourn



Public Comment

ATL Priority Investment List

Approach to AFY 23 / FY 24G

**Aileen Daney
Planning Director**



WHAT IS THE PRIORITY INVESTMENT LIST?



The Priority Investment List provides state legislators with a simplified list of federal, state, regional, and local project priorities, reflecting a geographic balance across the region and a variety of project types, to support the strategic use of state resources.



WHAT DOES THE PRIORITY INVESTMENT LIST INCLUDE?




- ▶ **The list includes regionally and state significant projects the ATL is statutorily required to annually submit to the Governor's Office of Planning and Budget (OPB) and General Assembly for potential inclusion in the state bond package**
- ▶ **The list also includes projects recommended to receive the newly created rideshare fees** which provide a dedicated opportunity to fund transit

WHAT DOES THE PRIORITY INVESTMENT LIST INCLUDE?

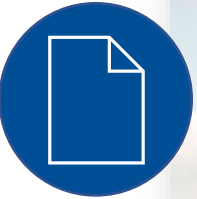
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- ▶ **The list also includes projects recommended to receive the newly created rideshare fees** which provide a dedicated opportunity to fund transit

Goal: Enable legislators to easily understand how projects would advance and what benefits they offer with the State's investment.

HOW ARE PRIORITY PROJECTS SELECTED?

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

ADOPTED PLAN & PROJECT PERFORMANCE FRAMEWORK



Project Evaluation



Regional Significance

Does the project meet 3 of 6 criteria to be considered regionally significant?

Relative Cost-to-Impact

Does the project have a higher impact relative to other projects?

Six Governing Principles

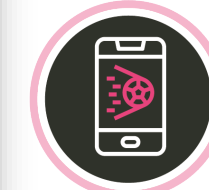
Does the project meaningfully advance the ATL's governing principles?



Return on Investment



Mobility & Access



Innovation



Equity



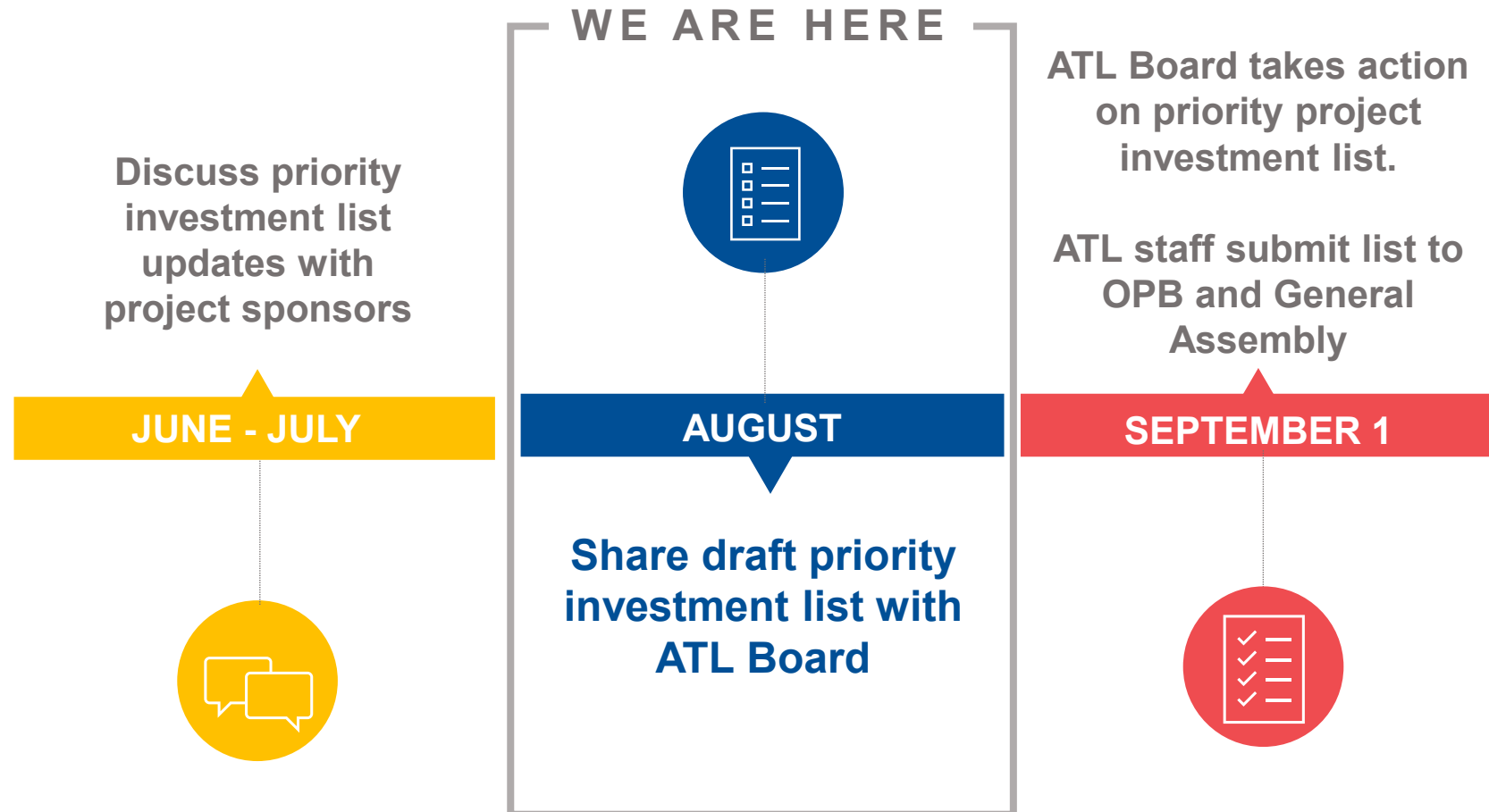
Economic Development & Land Use



Environmental Sustainability



KEY SCHEDULE STEPS





PRIORITY INVESTMENT LIST: DRAFT LIST AT A GLANCE

The ATL

1. Regional Fleet Upgrades and Replacements

CobbLinc

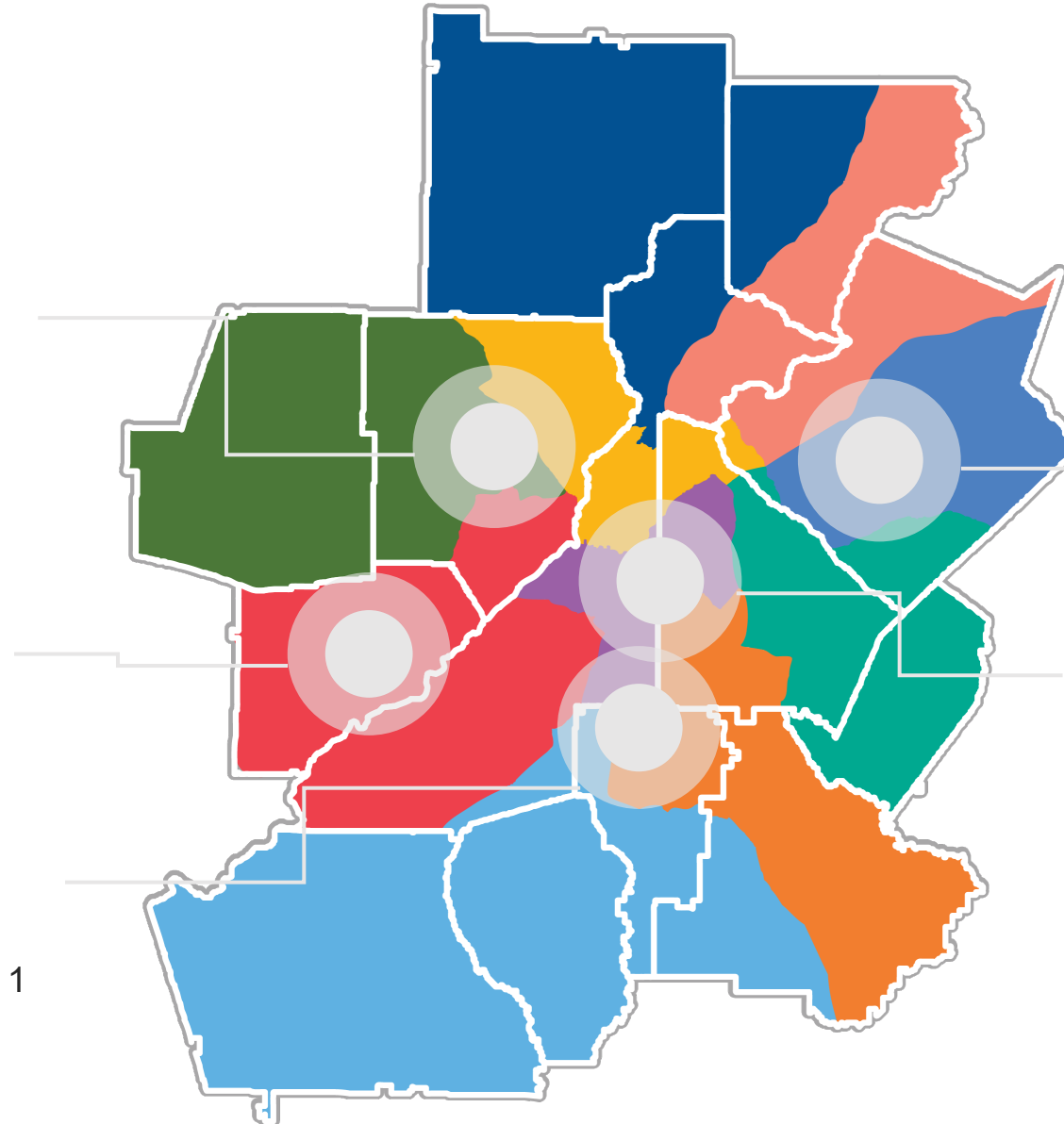
1. Cumberland Transfer Center
2. Marietta Transfer Center
3. South Cobb Transfer Center

Connect Douglas

1. Bus Shelters and Passenger Amenities

ATL Airport CID

1. Corporate Crescent – Phase 1
2. Micromobility Project



Gwinnett County Transit (GCT)

1. Athens Regional Commuter Bus Service
2. Buford/Suwanee Microtransit Zone
3. Dacula/Lawrenceville Microtransit Zone
4. Gwinnett Place Transit Center
5. Lawrenceville Transit Center
6. Lawrenceville to Snellville New Local Bus Service

MARTA

1. Airport Station Rehabilitation
2. Canine Facility
3. Five Points Station Rehabilitation
4. SMART Restrooms
5. Summerhill BRT



OVERVIEW OF CHANGES TO PRIORITY INVESTMENT LIST

Bold text in blue indicates a new project

The ATL

1. **Regional Fleet Upgrades and Replacements**

CobbLinc

1. Cumberland Transfer Center
2. Marietta Transfer Center
3. **South Cobb Transfer Center**

Connect Douglas

1. Bus Shelters and Passenger Amenities

ATL Airport CID

1. **Corporate Crescent – Phase 1**
2. Micromobility Project

Gwinnett County Transit (GCT)

1. Athens Regional Commuter Bus Service
2. Buford/Suwanee Microtransit Zone
3. Dacula/Lawrenceville Microtransit Zone
4. Gwinnett Place Transit Center
5. **Lawrenceville Transit Center**
6. Lawrenceville to Snellville New Local Bus Service

MARTA

1. Airport Station Rehabilitation
2. **Canine Facility**
3. Five Points Station Rehabilitation
4. **SMART Restrooms**
5. **Summerhill BRT**

DRAFT PRIORITY INVESTMENT LIST



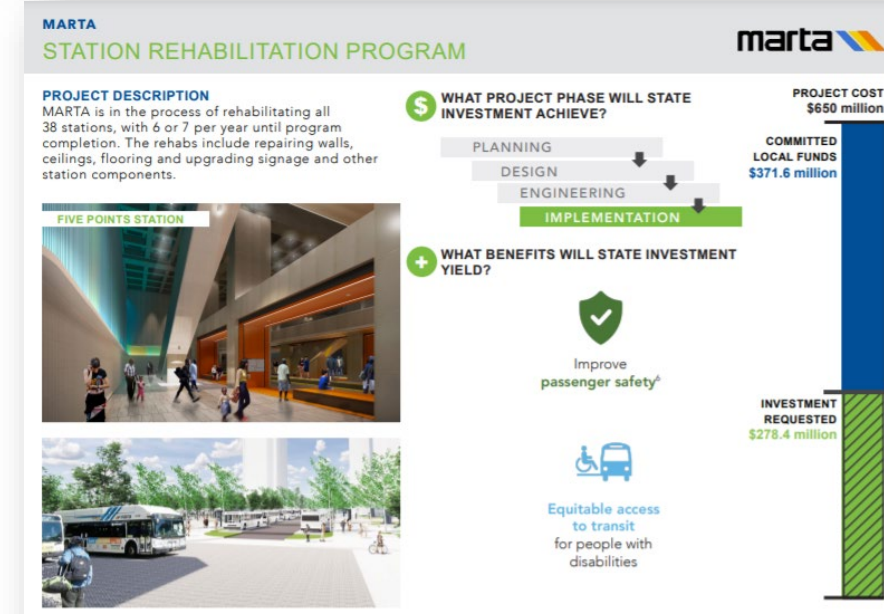
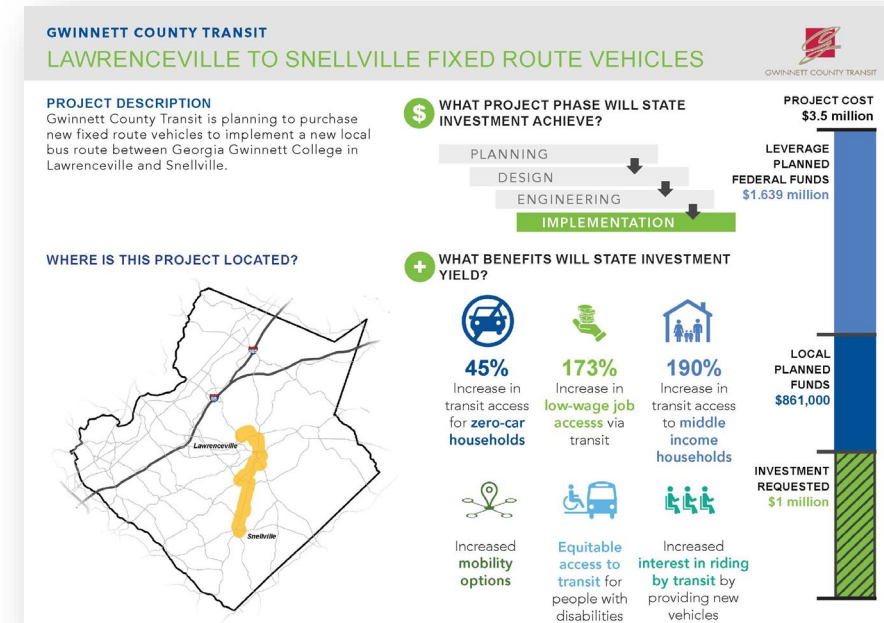
	Project	Total Project Cost	State Investment Requested and Percent of Cost (%)
ATL	Regional Fleet Upgrades and Replacements	\$138,000,000	\$13,800,000 (10%)
Cobb	Cumberland TC	\$50,000,000	\$48,000,000 (96)
Cobb	Marietta TC	\$65,000,000	\$45,000,000 (69)
Cobb	South Cobb TC	\$35,000,000	\$34,500,000 (98.5)
Doug	Bus Shelters and Amenities	\$1,300,000	\$1,300,000 (100)
ACID	Corporate Crescent	\$187,000,000	\$187,000,000 (100)
ACID	Micromobility Project	\$1,300,000	\$1,300,000 (100)
GCT	Athens Commuter Bus Service	\$6,000,000	\$5,000,000 (83)
GCT	Buford/Suwanee Microtransit	\$800,000	\$400,000 (50)

	Project	Total Project Cost	State Investment Requested and Percent of Cost (%)
GCT	Dacula/Lawrenceville Microtransit	\$800,000	\$400,000 (50)
GCT	Gwinnett Place TC	\$20,000,000	\$1,750,000 (9)
GCT	Lawrenceville TC	\$22,000,000	\$3,750,000 (17)
GCT	Lawrenceville to Snellville Service	\$3,500,000	\$1,000,000 (29)
MARTA	Airport Station Rehab	\$55,000,000	\$5,500,000 (10)
MARTA	Canine Facility	\$5,000,000	\$500,000 (10)
MARTA	Five Points Station Rehab	\$50,000,000	\$5,000,000 (10)
MARTA	SMART Restrooms	\$34,000,000	\$3,400,000 (10)
MARTA	Summerhill BRT	\$100,000,000	\$10,000,00 (10)
Total State Investment Request: \$367,600,000.			

NEXT STEPS

AUGUST – SEPTEMBER 1

- ▶ Finalize priority investment list packet
 - ▶ Stylized project factsheets with robust supporting project information
- ▶ Board action on priority project investment list
- ▶ Submit priority investment list to Office of Planning and Budget and General Assembly





Special Report

SUSTAINABILITY AND INNOVATION

December Weir
Transit and Transportation Planner



SUSTAINABILITY AND INNOVATION IN THE ATL REGION

What makes transit sustainable?

- > It offers a travel option that is more affordable and environmentally sustainable than personal vehicles. It enables more efficient use of roads, increasing efficiency.



What are transit innovations?

- > Solutions to improve rider experience, fare collection, cost savings, environmental quality, and more.



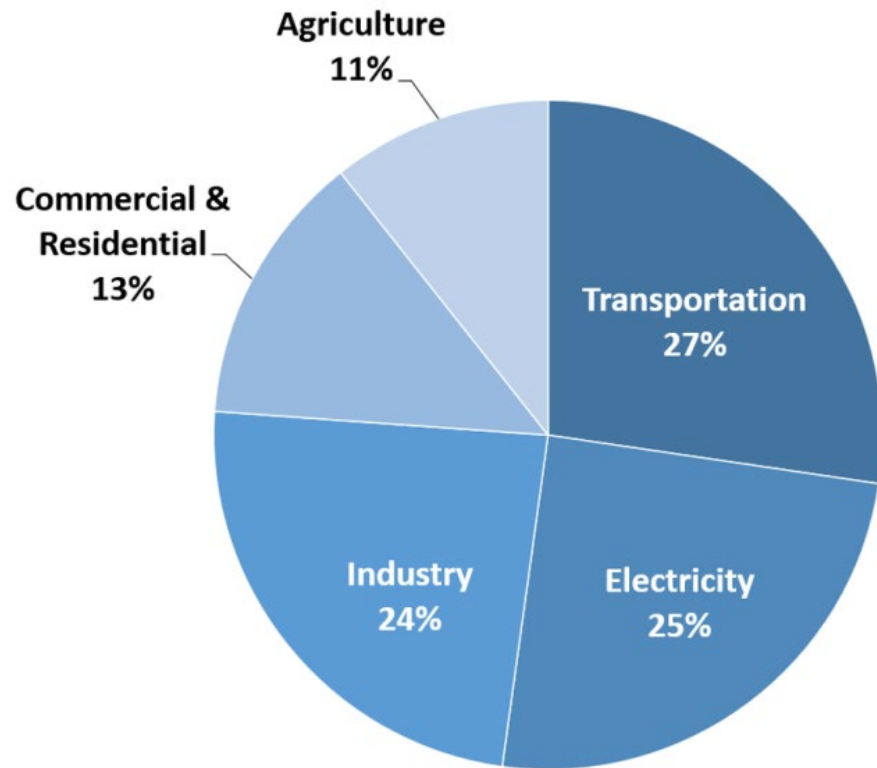
Why are sustainability and innovation so important?

- > Transit produces significantly fewer emissions per passenger mile traveled, benefiting the region's air quality.
- > Innovation contributes to emissions reduction goals as well as efficiency.
- > Minority and low-income populations are disproportionately affected by air pollution and its impact on human health (e.g., asthma, other underlying conditions).

Investing in sustainability creates improvement in equity, public health, environmental degradation, and quality of life



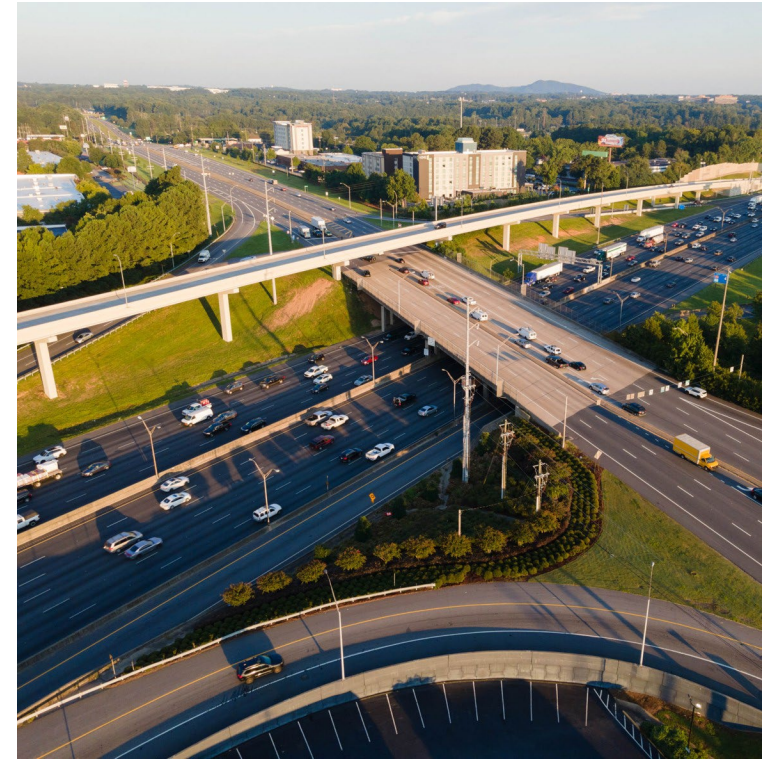
Total U.S. Greenhouse Gas Emissions by Economic Sector in 2020



- > The transportation sector generates the **largest share of pollutants** within the US economy.
- > In response, the federal government has developed emission reduction targets.
 - > **By 2022, Georgia is to reduce volatile organic compounds and nitrogen oxide by 1471 kilograms.**
- > Transit can help reduce transportation emissions by offering sustainable methods of mobility.

Sustainability and Innovation

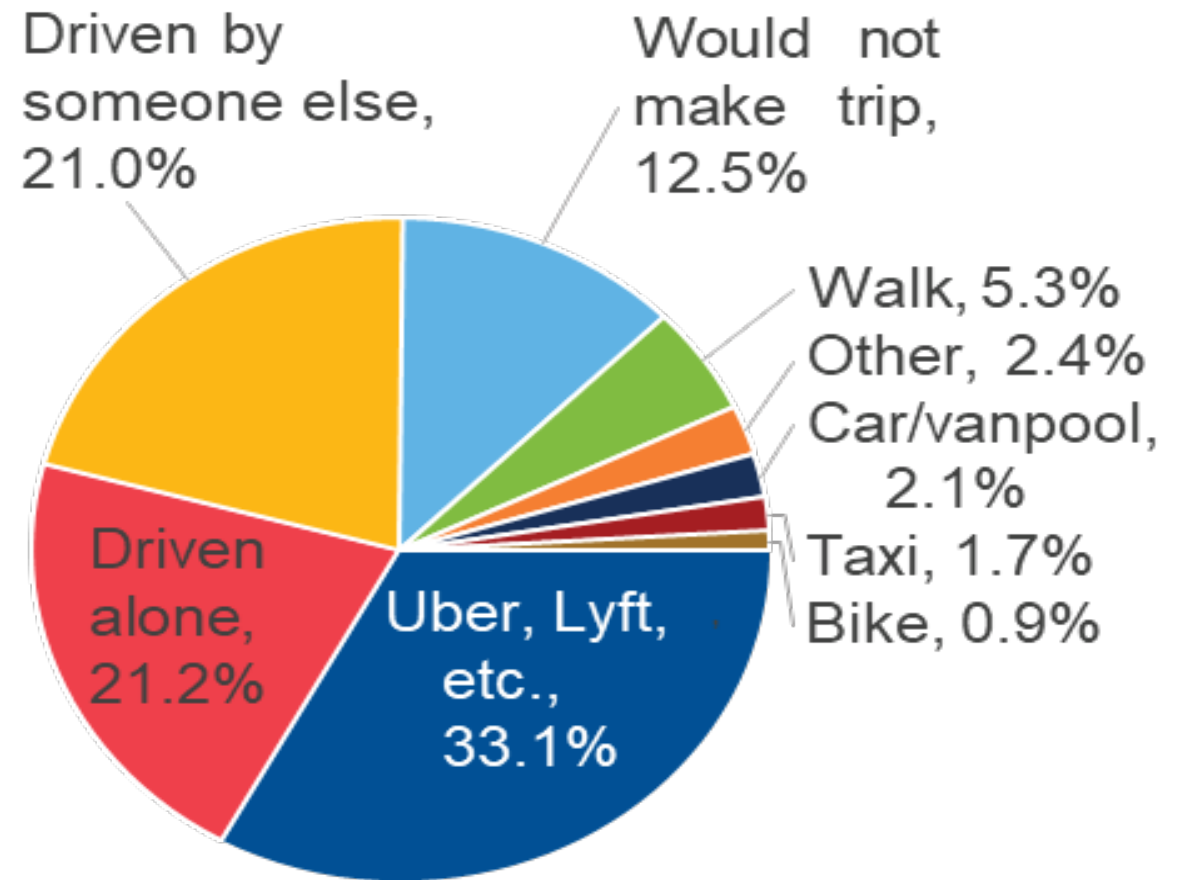
- > Transit riders are often the youth (under 18), older adults (65 or older), people with disabilities, and foreign-born people, in addition to racial minority, ethnic minority, and low-income communities.
- > These communities have limited access to healthcare resources, and they are not responsible for the high concentration of emissions.
- > Transit addresses inequities in the provision of and access to transportation and promotes environmental justice.



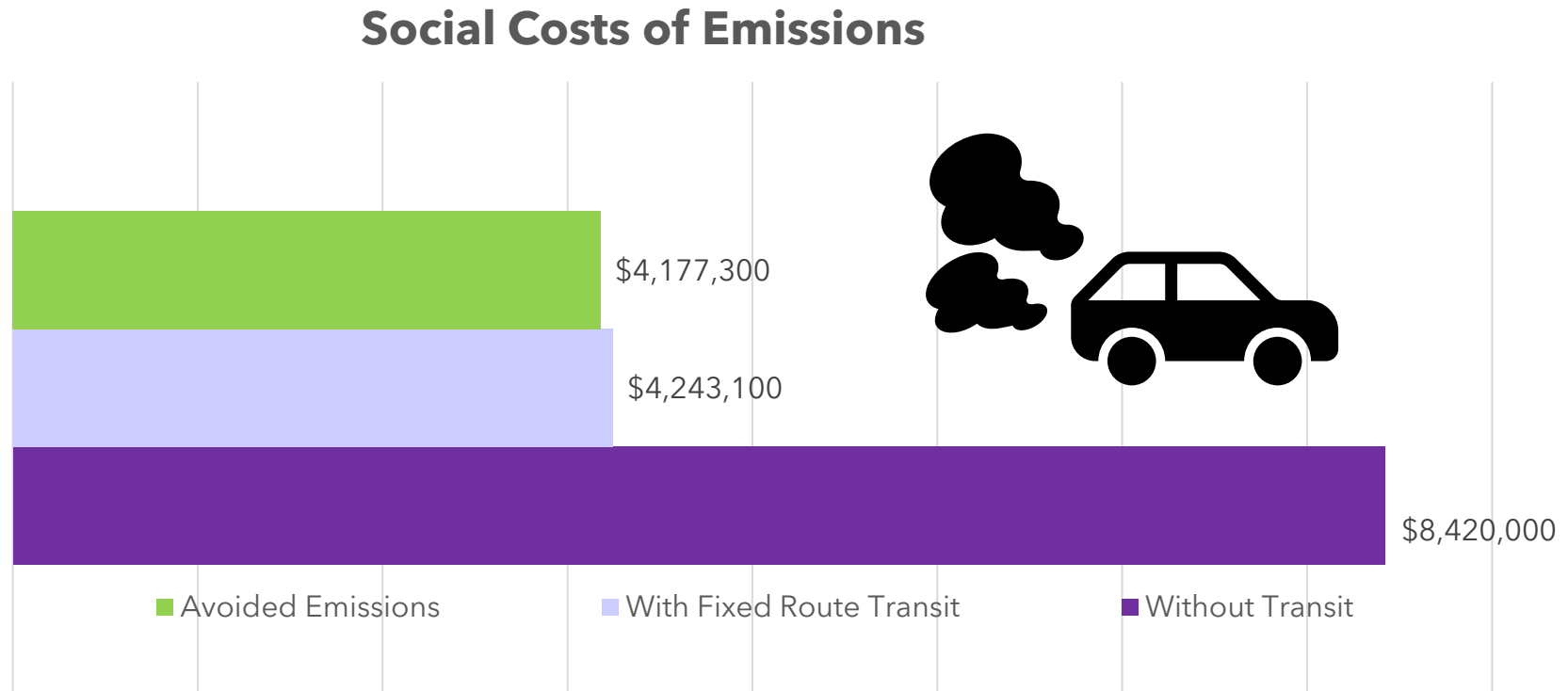
Sustainability and Innovation

- > What would happen if transit riders drove vehicles instead?
 - > **About 75% of all trips would have otherwise been made by a less sustainable mode** - whether its Taxi, drive alone, or driven by someone else).
- > Transit reduces vehicle miles traveled as well as enables access to life's opportunities
 - > This is indicated by the "would not make the trip" category.

How Would You Make the Trip if Transit Were Not Available?



- > **Transit is estimated to save the region \$4.2 million in social costs of emissions, based on avoided greenhouse gases (GHGs) and other hazardous and smog-producing pollutants.**



*The table compares the emissions profile of avoided passenger vehicular travel (131 million VMT) to the emissions profile of fixed-route transit in 2021 based off the 2021 ATL ARA

** Social cost is agricultural productivity, damages caused by sea-level rise, and decline in human health and labor productivity. These are based on USDOT valuation guidance.

Sustainability and Innovation

Regional leaders such as CATS and Xpress are setting the precedent to support environmental sustainability and innovation initiatives.

- > In 2021, Xpress was awarded a **\$5.47 million Federal Lo-No Emissions Grant to support a \$15 million project.**
- > This project will replace 10 of the oldest coach buses in its fleet with **cutting-edge electric coach models**, as well as install charging infrastructure.
- > The project aids the state in efficiently **improving fleet emissions.**
- > This Xpress project would not have been possible without federal funding being matched at the local and state level.



- > CATS purchased a new automatic vehicle location (AVL) system combined with dispatch software that will allow CATS to **provide real-time information about bus locations and arrival times** to passengers.
- > The AVL system allows for a **decrease in idling time and cuts back traffic congestion** further ensuring that emission reduction goals are met.
- > Trips can be tracked with the multimodal, multi-agency, regional trip planning phone app, **ATL Rides**.



- > The ATL is working to reduce emissions and enhance environmental quality by supporting various sustainability innovations and initiatives.
- > Climate is a prominent criterion in discretionary funding so the ATL is looking to max points awarded through applications.

Benefits of implementing the ARTP include



99,804

gallons of fuel saved
annually due to reduced
vehicle idling in
congestion



2,046,370 kg

annual reduction of CO₂, or
the equivalent of 33,837 tree
seedlings grown for 10 years

A black and white photograph of a MARTA EV charging station. The station is a tall, white, cylindrical unit with a black top and two black charging cables hanging from it. The background is slightly blurred, showing some trees and a building. A large purple triangle is overlaid on the right side of the image, containing white text.

marta

EV
CHARGING
ONLY



ATLANTA-REGION
TRANSIT LINK
AUTHORITY

For details 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



ATL Subrecipient Shared Services Program Update

Jonathan Ravenelle
Transit Funding Director



DIRECT + ELIGIBLE RECIPIENTS

OVERVIEW

DESIGNATED RECIPIENT OVERVIEW

- **ATL's responsibilities as the Designated Recipient include:**
 - Suballocation of formula funds to eligible recipients in Atlanta UZA in accordance with regional suballocation policies
 - Coordination with ARC as the Metropolitan Planning Organization (MPO) for the Atlanta UZA
 - Communication and coordination with FTA
 - Analysis of federal transit funding
 - **Providing regional technical support to Eligible Recipients**

DIRECT RECIPIENT vs. ELIGIBLE RECIPIENTS

Designated Recipient

- Receives and suballocates formula funding from FTA to eligible and direct recipients
- Can also be a direct recipient

Eligible Recipients

- Receive a suballocation from the Designated Recipient
- Can apply for use of suballocated federal funds **through subrecipient relationship** with Direct Recipient
- Direct Recipient responsible for FTA grant administration, and ensuring proper compliance/management of FTA requirements of subrecipient

Direct Recipients

- Receive a suballocation from the Designated Recipient
- Can apply for use of suballocated federal funds **directly** from FTA
- Responsible directly for FTA grant administration, compliance, and management of FTA requirements



SUBRECIPIENT SHARED SERVICES

PROGRAM OVERVIEW

SUBRECIPIENT SHARED SERVICES PROGRAM

- Eligible Recipients have previously been **unable to directly access their Large Urban 5307 funding** due to the Direct Recipient requirements
- Process to become a Direct Recipient is **complex** and usually **takes at least one to two years**
- Also typically **requires additional administrative staffing support for the County/Agency** to manage/administer FTA grants programs and compliance
- Creates **additional requirements and hurdles for Eligible Recipients to access FTA 5307 Urban funding**, once Direct Recipient Process is completed:
 - Grants Management and Administration Technical Capacity
 - Title VI Compliance
 - Disadvantaged Business Enterprise (DBE) Compliance
 - Drug & Alcohol Compliance
 - Americans with Disabilities (ADA) Act Compliance

SUBRECIPIENT SHARED SERVICES PROGRAM

- ATL as an existing Direct Recipient is **already staffed to manage FTA funding and compliance** for large and complex transit operations
- ATL will leverage these existing resources as it further **implements** Subrecipient Shared Services Program for Forsyth County and TRRC
- By having shared services across multiple Eligible Recipients, it allows for greater **economies of scale** and **efficient utilization of resources** in the region
- As program continues to grow there's potential for future additional operational elements and opportunities for leveraging scaled regionalized efficiencies



NEED FOR SUBRECIPIENT SHARED SERVICES PROGRAM

Three Rivers Regional Commission + Planning Studies

Three Rivers Regional Commission (TRRC)



- The TRRC Rural Transit Program includes 7 counties (Butts, Carroll, Lamar, Meriwether, Pike, Spalding and Upson)
- TRRC assists Coweta County administering their program
- Carroll, Pike, Spalding, and Coweta are all counties within the Atlanta UZA eligible for using 5307 suballocated by ATL
- TRRC providing 5307 eligible trips/service that could be further supported by federal funding suballocated by ATL
- TRRC unable to access funding due to lack of direct recipient status



Three Rivers Regional Commission (TRRC)



- Recommended by staff for ATL and TRRC to enter into subrecipient relationship for 2 year period
- Timing allows TRRC to begin Direct Recipient application with FTA
- TRRC will eventually serve as FTA Direct Recipient for entirety of Regional Commission area
 - Potential for Coweta to work with either ATL or TRRC
- ATL would then suballocate FTA formula funding for TRRC counties directly to TRRC for funding administration



Transit Master Planning Studies

- Rockdale and Douglas Counties to embark on transit master plan studies
- Work will be similar to prior studies coordinated by ATL in Forsyth and Henry Counties.
- ATL will obligate the funding on behalf of each county and hold the contract for the work
 - Minimizes procurement timeline and streamlines FTA compliance
- Study outcomes will be driven by County needs and staff with regional perspectives and connections in mind





SUBRECIPIENT SHARED SERVICES PROGRAM

Next Steps

Next Steps

- **September Admin. Committee Action Items Presentation:**
 - Subgrant Agreement with TRRC for 2 year funding period
 - Grant Amendment to add funding to existing Subrecipient Programs Grant for TRRC, and the Rockdale and Douglas Transit Master Plan studies
- **September Board Action pending favorable committee recommendation**

Thank You.



Jonathan Ravenelle



404.893.3010 (office)



jravenelle@atltransit.ga.gov



www.atltransit.ga.gov







GO GRADY

Grady Hospital Parking and Mobility Strategy

Stacy Grolimund, CAP/ADID

Lindsay Caulfied, Grady

TODAY'S CONVERSATION

-  **GoGrady** Goals
- Grady's Challenge
- Where is Grady Going?
- Alternative Futures
-  **GoGrady** as Part of the Solution



Program Goals (2022 – 2027):

- Reduce parking and traffic demand through strategic commute programs, policies, and pricing
- Minimize additional construction of parking
- Maintain parking and transportation as a self-supported system
- Prioritize user satisfaction and program longevity

GRADY'S CHALLENGE



7,500 EMPLOYEES

Commute Mode*

94%

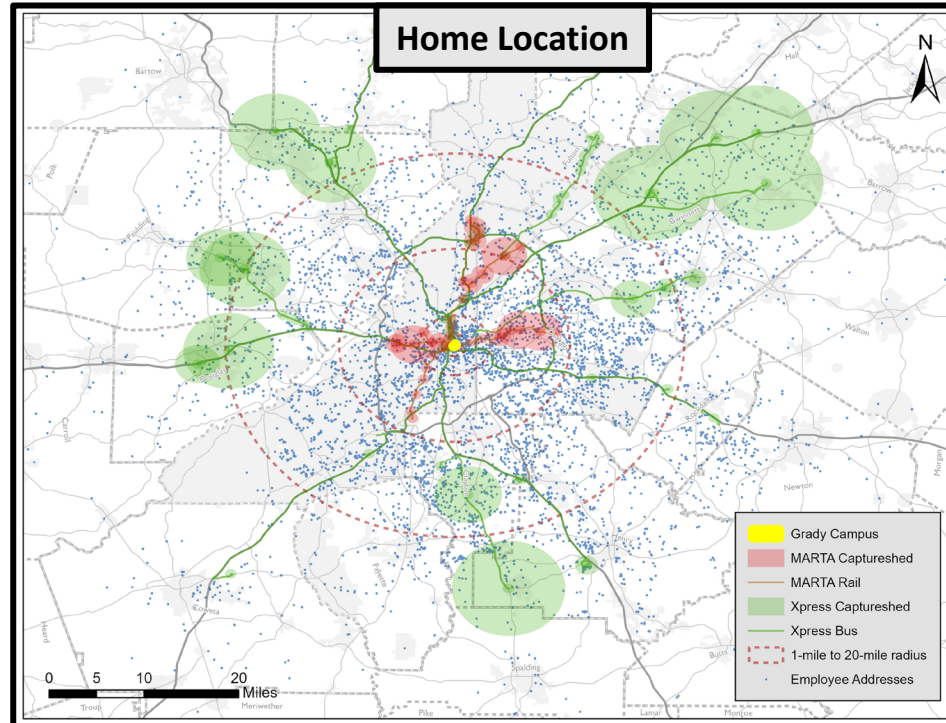
Atlanta Avg. = 69%

1%

1%

1%

3%



Home Location

Takeaways

Grady employees **drive to work 25% more** than other Atlanta commuters

74% of employees **live 10+ miles** from Grady

21% of employees live close to walk/bike/transit

Commute Distance

< 1 Mile:
1%

1-3 Miles:
5%

3-10 Miles:
20%

10-20 Miles:
31%

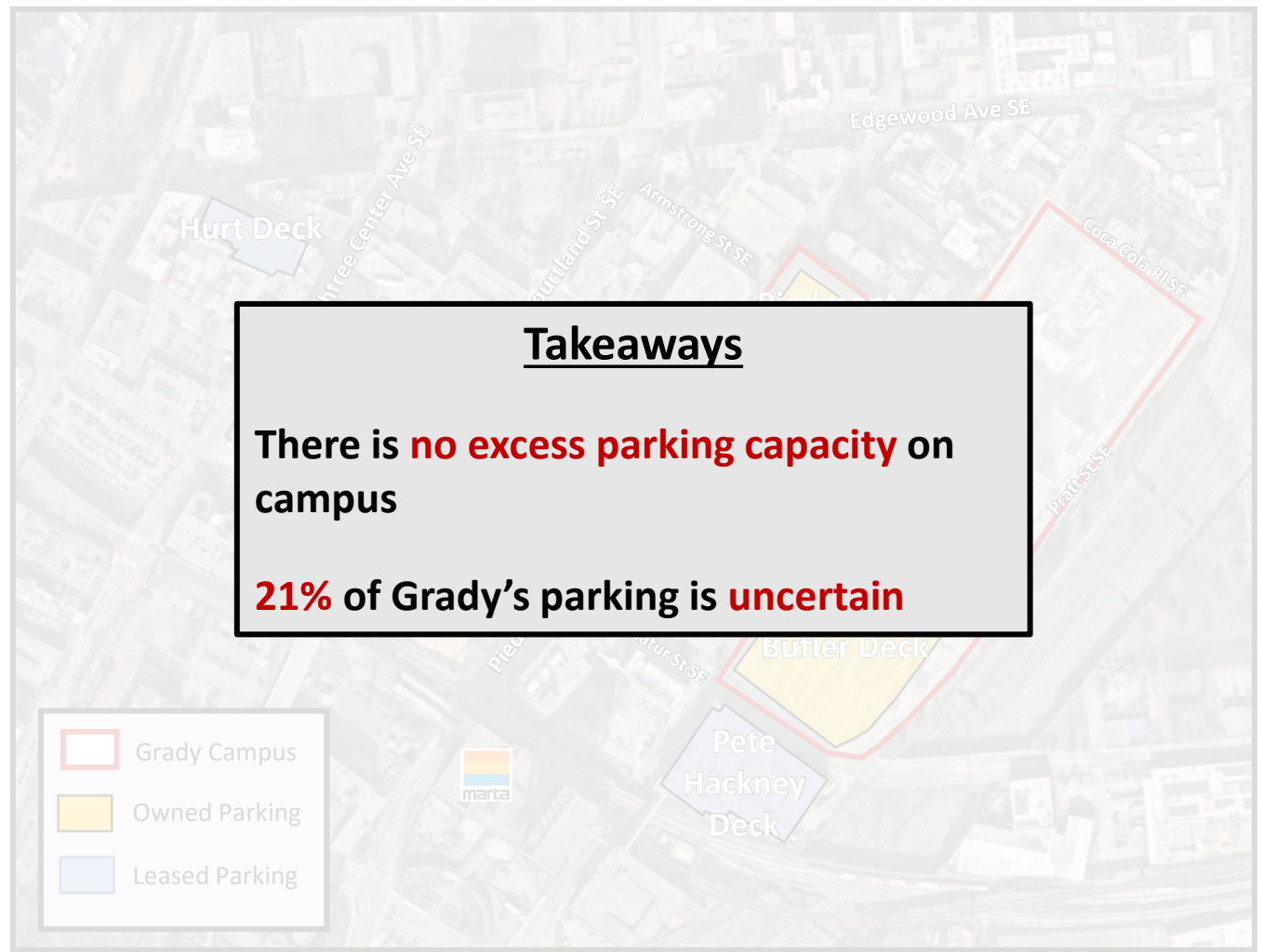
20+ Miles:
43%



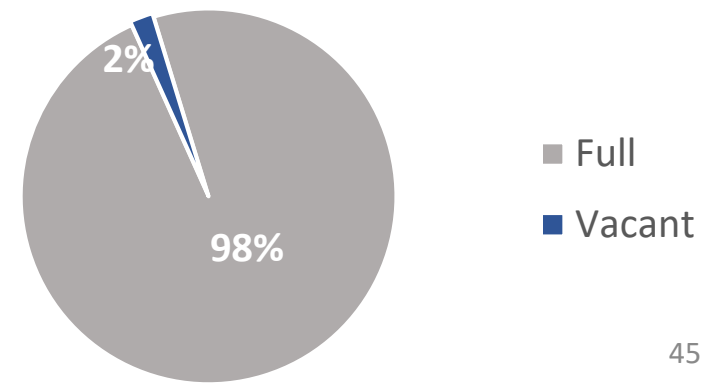
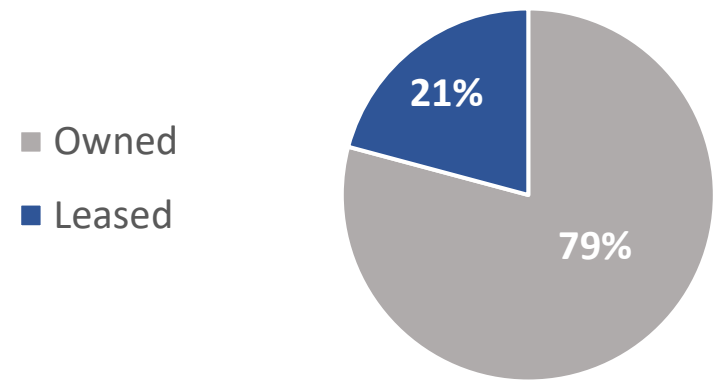
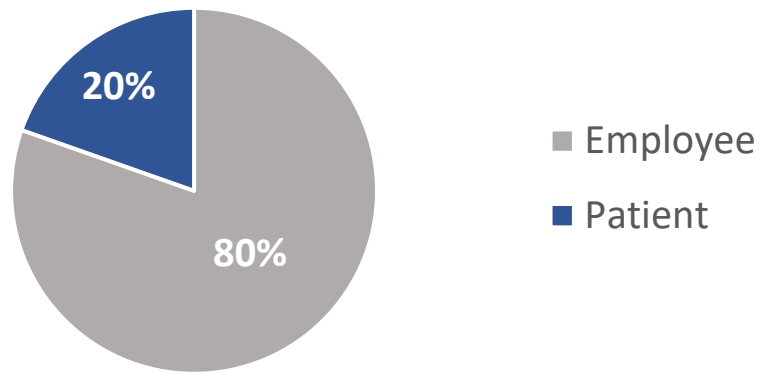
* From 361 commuter survey responses



4,080 PARKING SPACES



4,080 parking spaces



* Does not include Turner Field spaces

WHERE IS GRADY GOING?

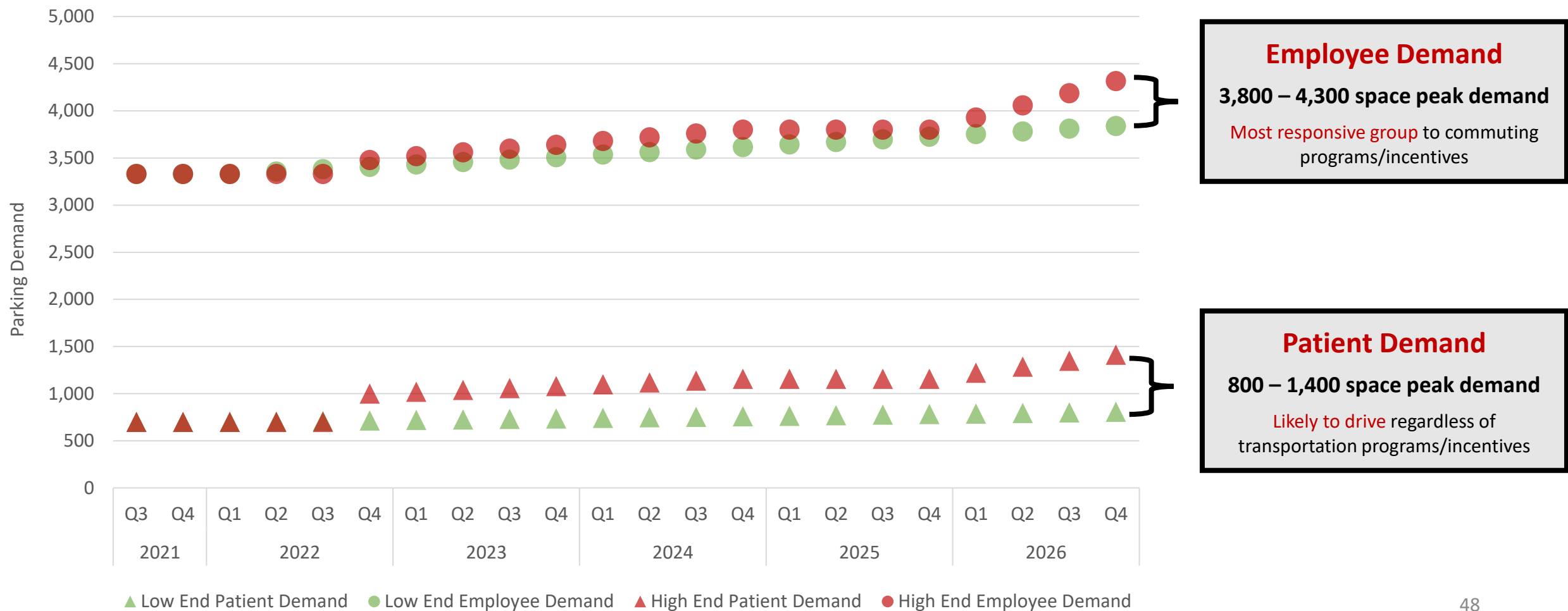
R W

The image shows the text 'WHERE IS GRADY GOING?' in a bold, white, sans-serif font against a dark gray background. Above the word 'GOING?', the letters 'R' and 'W' are positioned. Two red arrows point from the 'R' and 'W' down to the 'G' and 'O' in 'GOING?' respectively.

FUTURE PARKING NEEDS



USER GROUP DEMAND



ALTERNATIVE FUTURES

ALTERNATIVE FUTURES

No Action

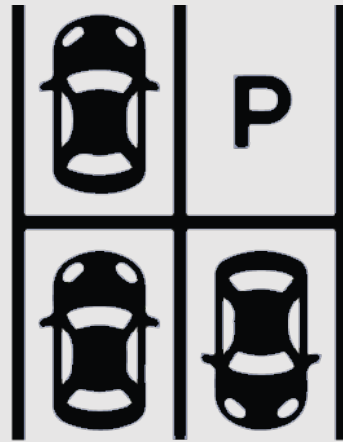
Eventual **termination of parking permits** for new employees

Cancellation of some existing employee permits

Limited recruitment/retention

Add Parking

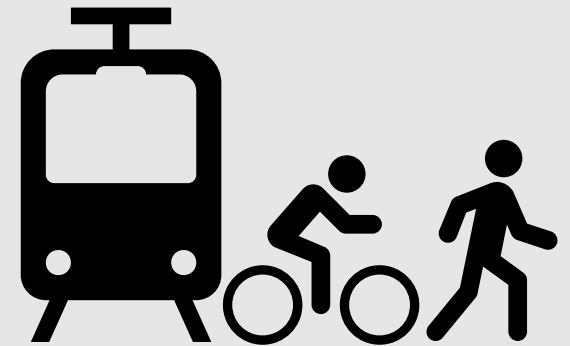
1,400 additional employee spaces



Significant cost to Grady

Reduce Demand

2,400 (32%) employees not parking



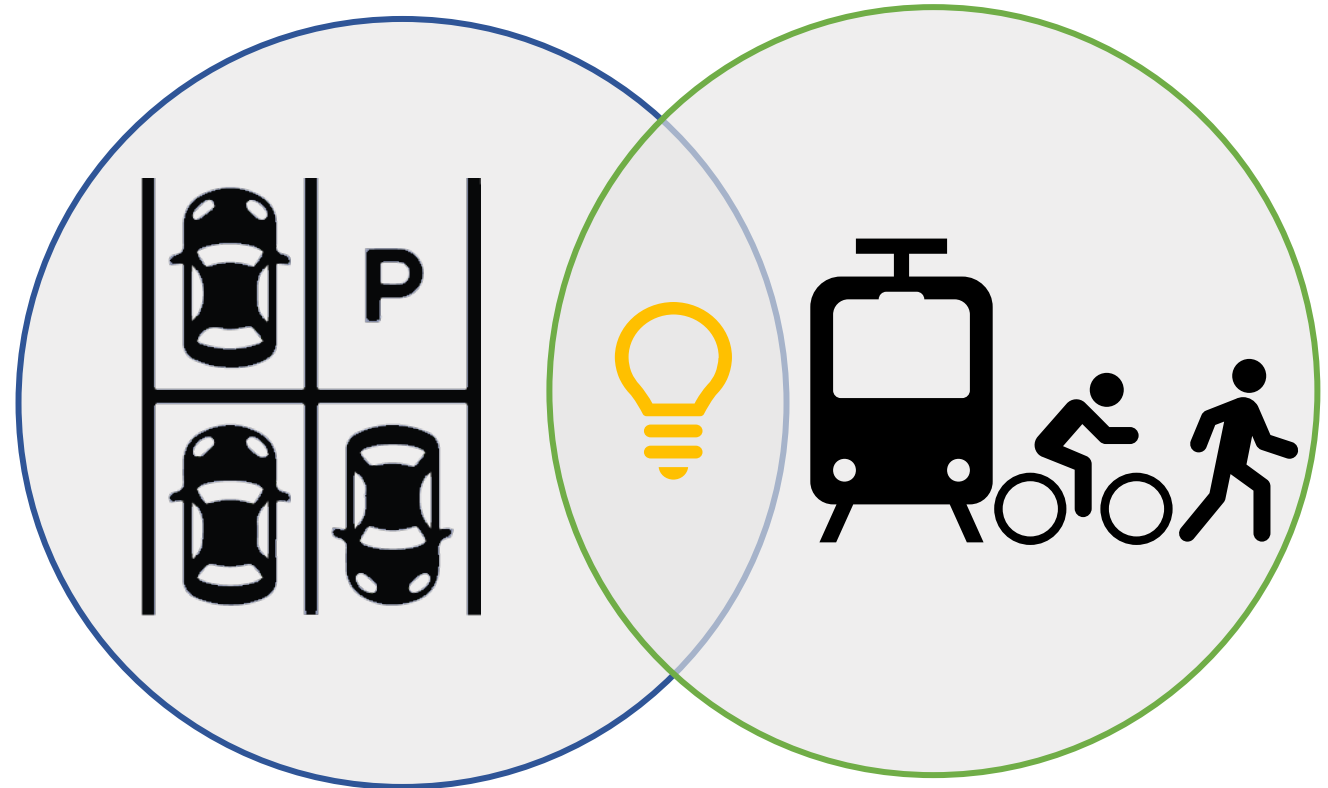
Significant culture change

ALTERNATIVE FUTURES

No Action

Eventual **termination of parking permits** for new employees

Cancellation of some existing employee permits



5-Year Goal:

600

New employee spaces



1,400 (18%)

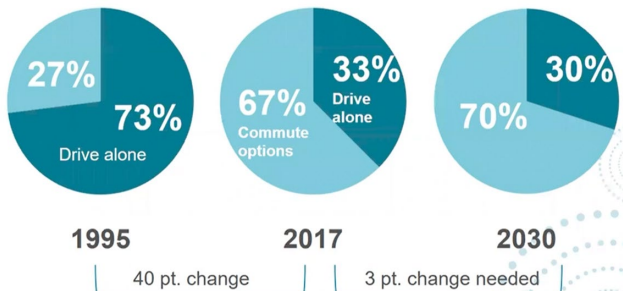
New Go Grady participants

HOW DO YOU EAT AN ELEPHANT?



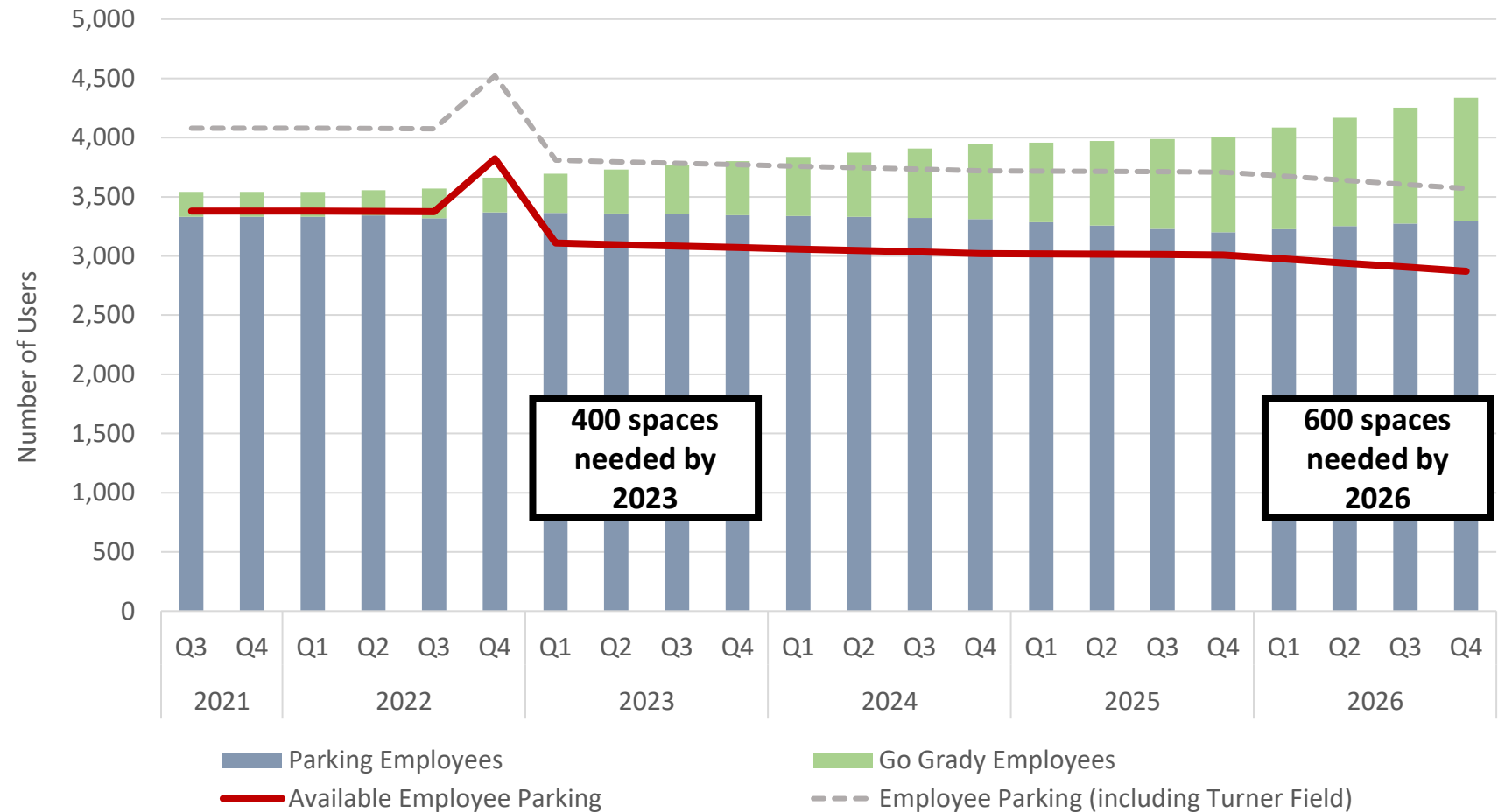
~75 new employees
enrolled in Go Grady
every quarter

Best Practice: Seattle Children's Hospital



Source: Luum

Daily Employees at Grady by Commute Type



**GO GRADY AS PART OF THE
SOLUTION**

5 KEYS TO GO GRADY SUCCESS



Dedicate Grady **leadership**



Use effective branding to increase **awareness**



Leverage **pricing** to influence mode choice



Increase flexibility through **daily decision**



Appeal to desire for **convenience**

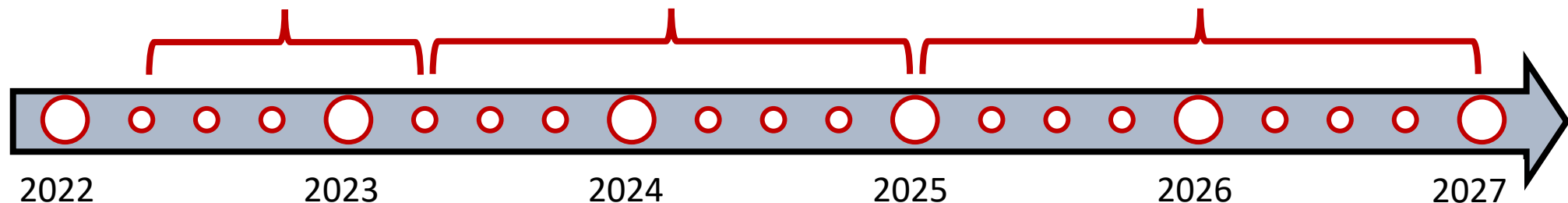
GO GRADY PHASED ACTIONS

- Hire Mobility Coordinator
- Prepare and initiate Go Grady marketing campaign
- Procure parking technology
- Change Emory Shuttle
- Revisit leased parking contracts – secure 400 spaces total
- Shift from monthly to daily permits
- Increase employee daily parking price to \$3/day
- Provide transit “try-it” passes at NEO and a flexible 100% transit subsidy for employees
- Engage TNC’s for a partnership (rideshare credits or Guaranteed Ride Home)
- Strategic messaging to temp workers (travel nurses)
- Increase employee daily parking price to \$5/day
- Secure 200 additional spaces of leased parking
- Track program success with Mobility Coordinator and KPI’s – toggle program as needed

Phase 1 Program Preparation

Phase 2 Go Grady Release

Phase 3 Program Growth & Management



Executive Director's Report

- Triennial Review
- Customer Satisfaction Survey – Xpress
- Fast Forward
- TAM Plan Update
- Year End Update
- ATL Board Progress Update on Branding Compliance



New Business



ADJOURN