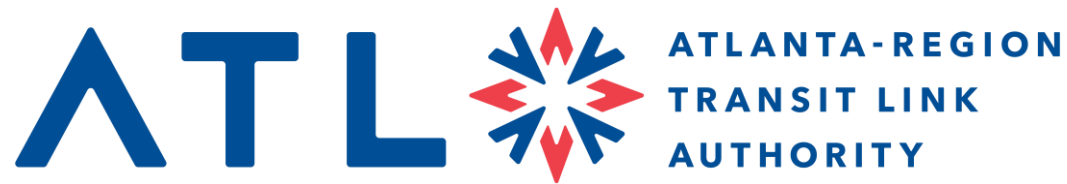


ATL BOARD MEETING WILL BEGIN MOMENTARILY



ATL Board of Directors Meeting

Charlie Sutlive, Chair

October 5, 2023

ATL Board Meeting

Thursday, October 5, 2023

Proposed Agenda

- I. Call to Order
- II. Approval of the Meeting Minutes for August 3, 2023
- III. Approval of the Agenda for October 5, 2023
- IV. Public Comment*
- V. Executive Director's Report
- VI. Committee Reports
 1. Xpress Operations Committee
 - Public Transportation Agency Safety Plan Update – **Action Item**
 2. Administrative Committee
 - Bylaws Update – **Action Item**
 - Title VI Program Update – **Action Item**
 - Resolution Approving the ATL-GDOT Transit Trust Fund Agreement – **Action Item**
 3. Regional Transit Planning Committee
 - FY24 Transit Trust Funds Allocation – **Action Item**
- VII. ATL RIDES Launch – Abby Marinelli
- VIII. New Business
- IX. Adjournment





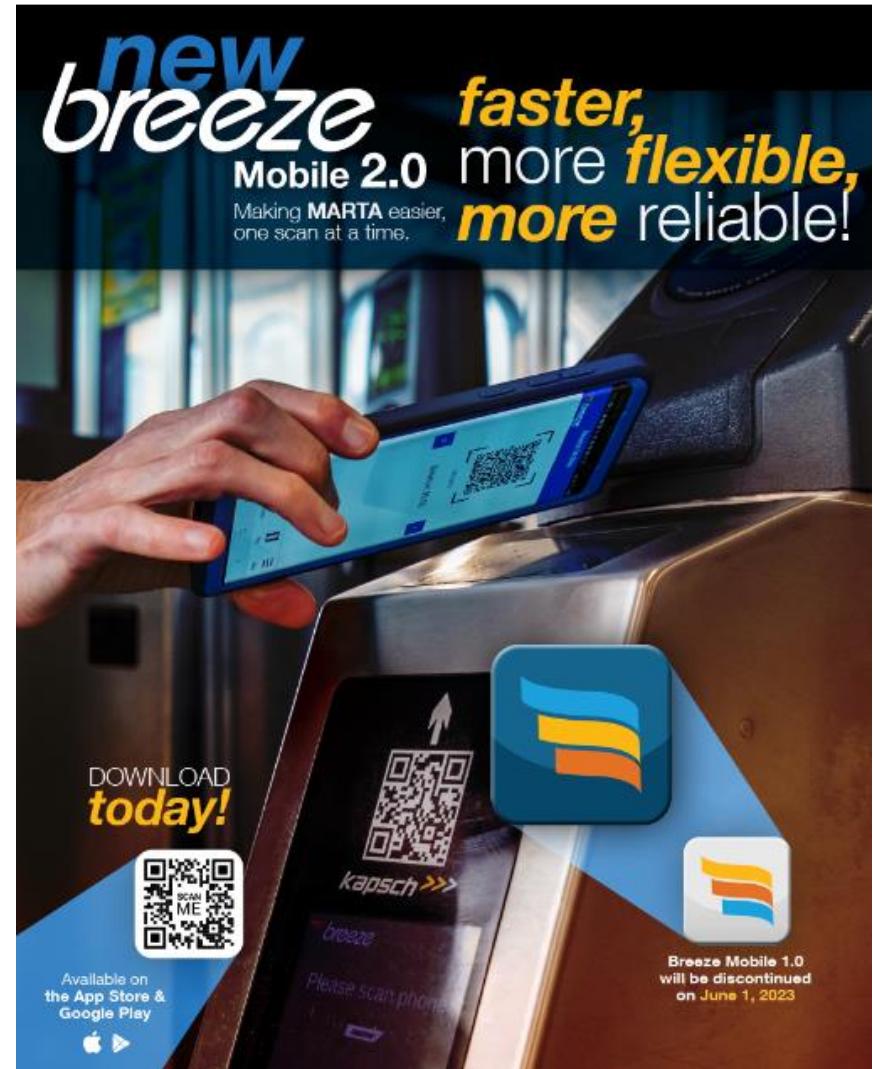
Public Comment



Executive Director's Report

Breeze Mobile 2.0

- ▶ Xpress and RIDE Gwinnett had a soft launch September 5th
- ▶ CobbLinc launched on October 1st
- ▶ Outreach efforts to riders are underway and will continue until early 2024



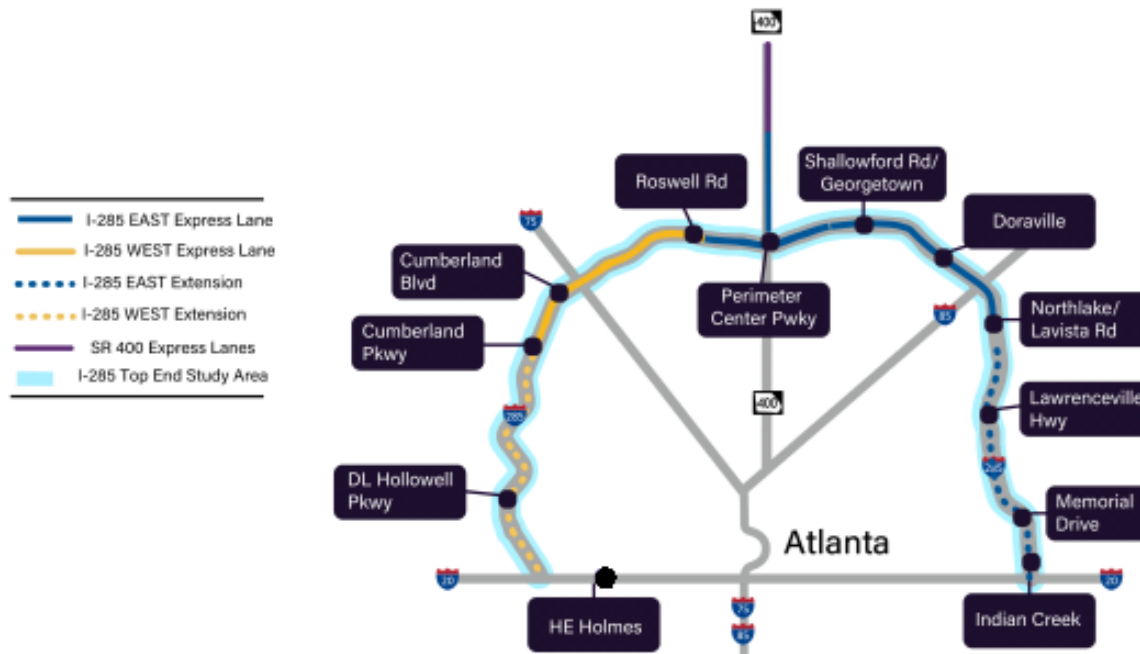
Automated Fare Collection (AFC) 2.0

- ▶ AFC 2.0 is the replacement for MARTA's existing Breeze Card and will be a fare collection system
- ▶ Designed to enhance customer experience, optimize agency operations, and reduce costs



I-285 Express Lanes Transit Project

- ▶ Project has officially kicked off
- ▶ Consultant reviewing work previously completed
- ▶ Technical committee has met once
- ▶ Policy Committee to meet for 3rd time on Oct 6
- ▶ Agency heads to meet with consultant on Oct 19





Committee Reports

Xpress Operations Committee

- Public Transportation Agency Safety Plan Update – **Action Item**



ACTION ITEM

Administrative Committee

- Bylaws Update – **Action Item**
- Title VI Program – **Action Item**
- Resolution Approving the ATL-GDOT Transit Trust Fund Agreement – **Action Item**

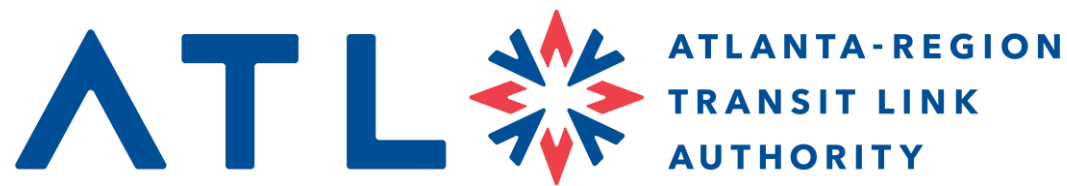


ACTION ITEM

Regional Transit Planning Committee

- FY24 Transit Trust Fund Allocations – **Action Item**





ATL RIDES Launch

Abby Marinelli

October 5, 2023

ATL RIDES

- ▶ **ATL RIDES is the region's first multi-agency trip planning app for fixed route transit that provides real-time arrival information**
- ▶ Demand for a robust, cross-jurisdictional trip planner that included key customer-focused tools like real-time arrival and departure data led to a partnership among the region's fixed route transit agencies

ATL RIDES

- ▶ The ATL RIDES project began in 2019 when ATL applied for an Integrated Mobility Innovations (IMI) grant
 - Federal funds totaled more than \$800,000 with state funding matches totaling approximately \$200,000
 - ATL partnered local fixed route transit agencies and GDOT to develop data for the app
 - ATL RIDES is one of the first IMI projects to enter the demonstration phase
- ▶ The development of regionally-consistent General Transit Feed Specification - Real Time (GTFS-Real Time) feeds was integral to developing ATL RIDES
 - ATL hosted workshops with partner agencies to ensure each agency could produce and maintain GTFS-Real Time feeds over time

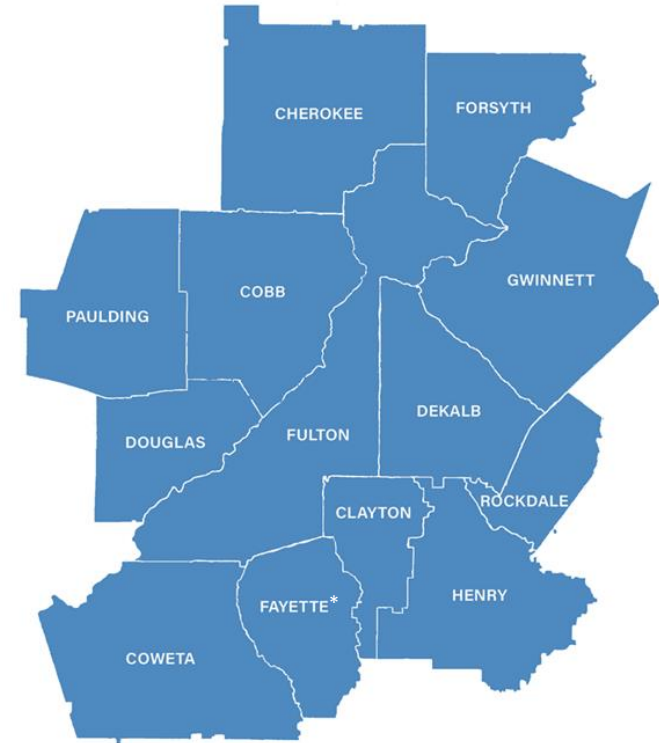
ATL RIDES

	ATL RIDES	Google Maps
Trips across agencies	✓	✓
Multi-modal options	✓	✓
Multiple language support	✓	✓
Automatic fare calculation	✓	✗
Real-time transit reliability information	✓	✗
Potential for demand response bookings	✓	✗
Potential for statewide deployment	✓	✗

- The use of an open-source backend product allows ATL RIDES to be flexible in the future

ATL RIDES Beta Test

- ▶ ATL RIDES opened for beta testing on March 1, 2023
- ▶ Available at atlrides.com and through the Apple App Store and Google Play Store (*by invitation only*)
- ▶ 160+ routes
- ▶ 1,000+ buses and trains
- ▶ 80+ users created accounts
- ▶ 2,500+ trips planned



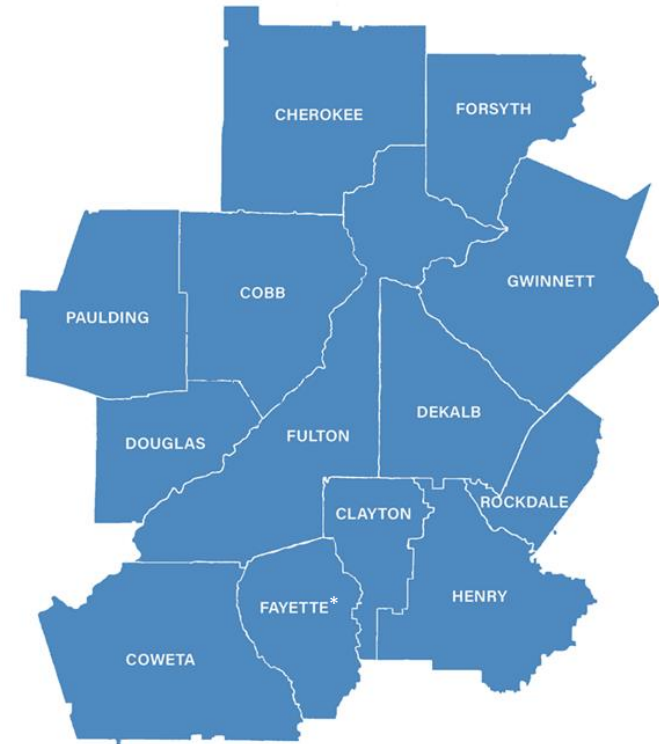
*Fayette does not have fixed route service.



ATL RIDES Beta Test

► User feedback incorporated over a 7-month beta period

- Corrected routes
- Refined stop names
- Enhanced GTFS feeds
 - 30 seconds → as frequent as 5 seconds location updates (signal dependent)



*Fayette does not have fixed route service.



ATL RIDES is live!

► Live as of

October 4, 2023

- Searchable in the Apple App Store and Google Play Store
- Browser version www.atlrides.com

► Deep link to Breeze Mobile 2.0



ATL RIDES is live!

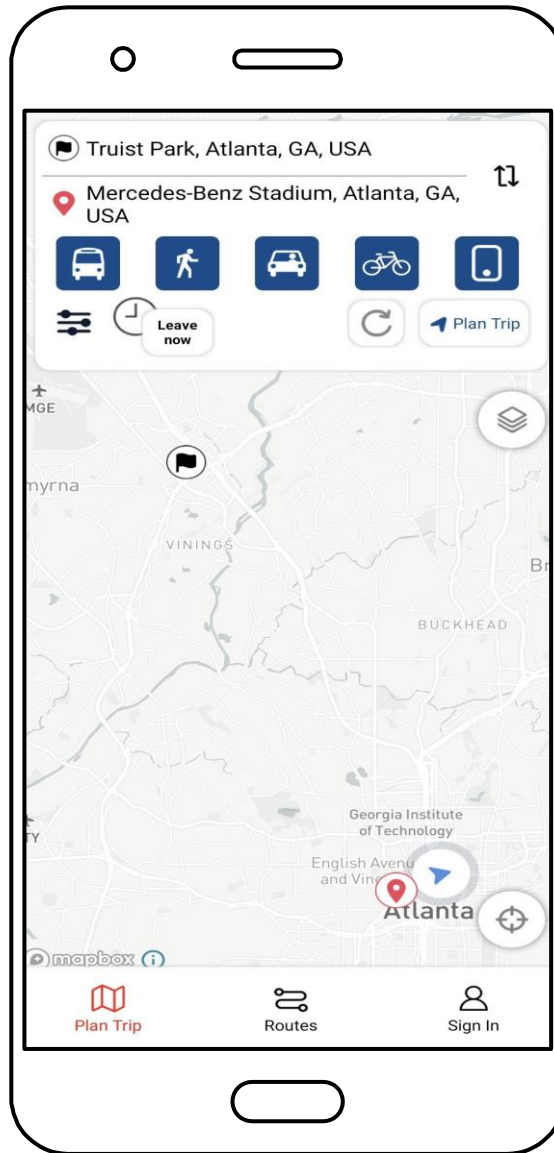
- ▶ Live as of October 4, 2023
- ▶ FAQs and How-To guides
- ▶ Partner agencies have access to digital and printed materials
- ▶ Customized partner logos



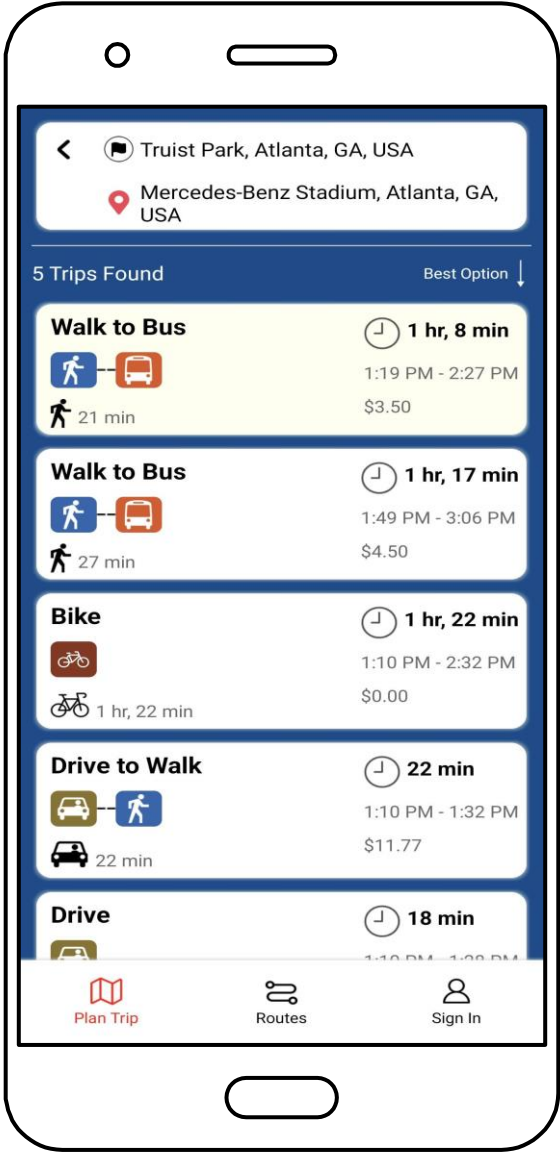
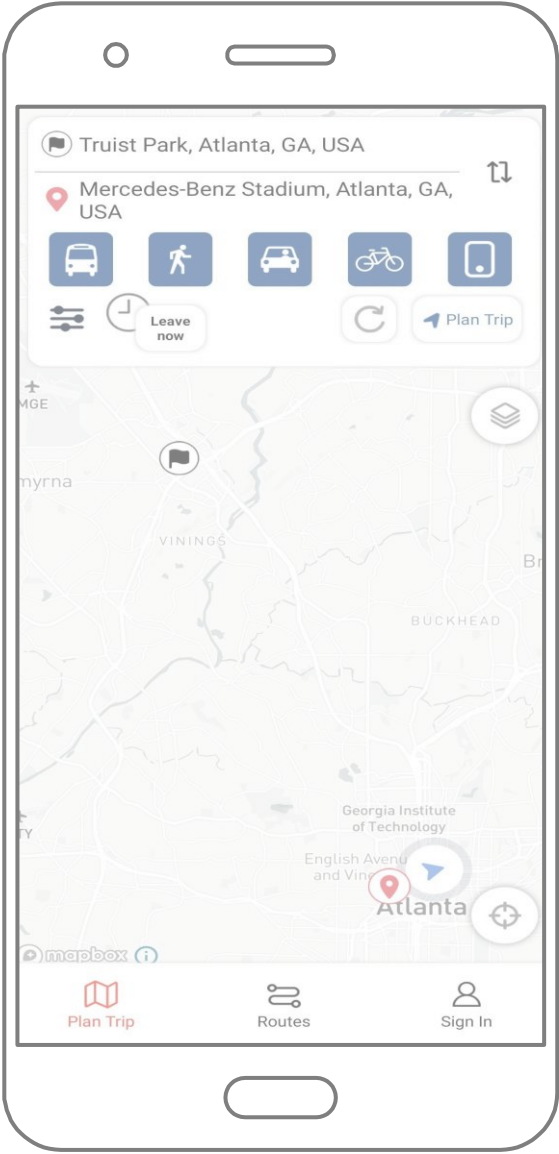
ATL RIDES is live!



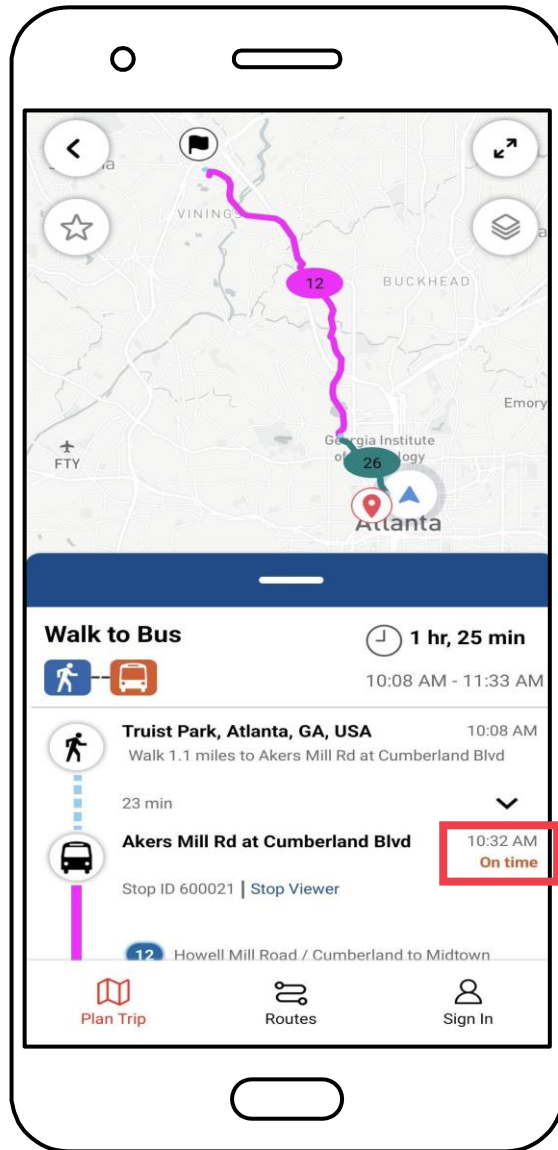
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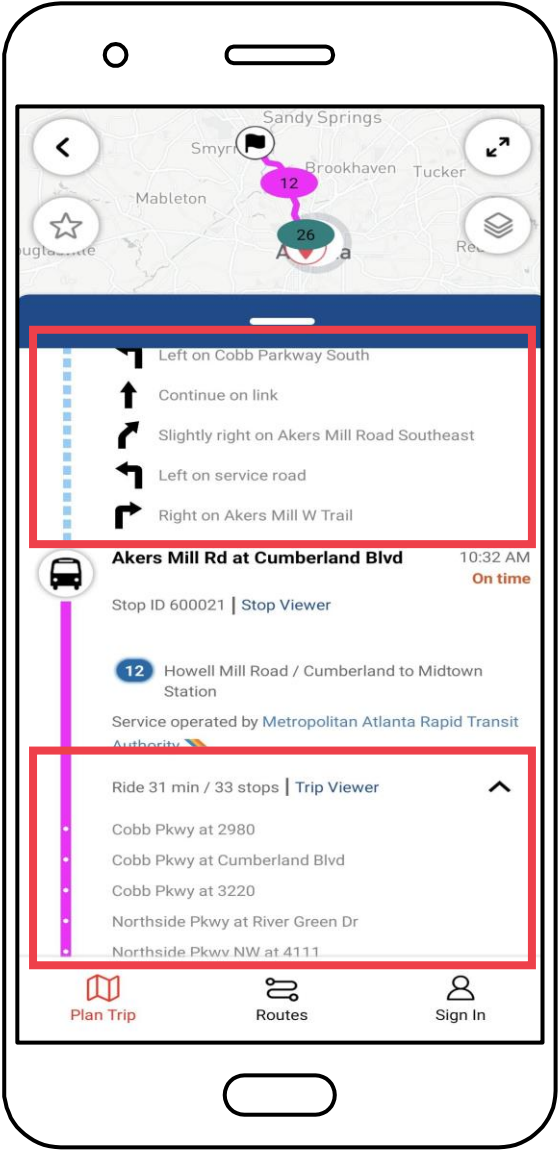
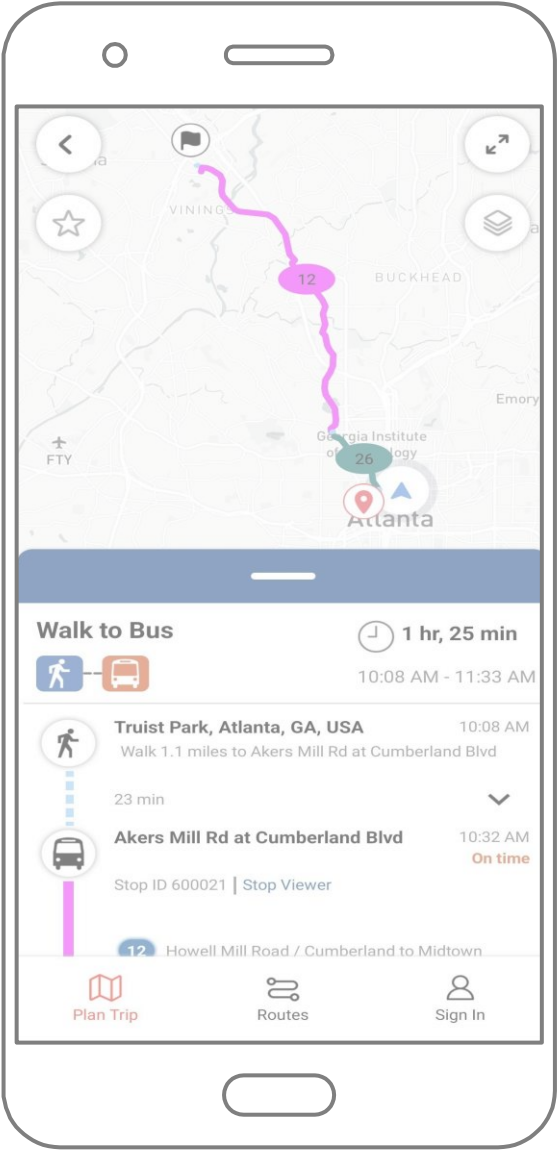
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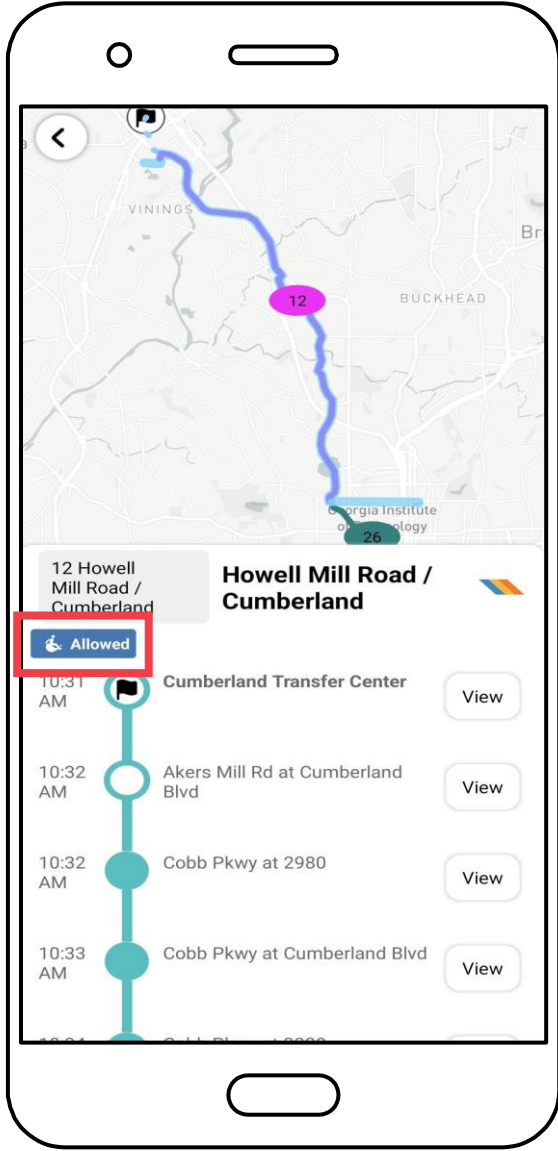
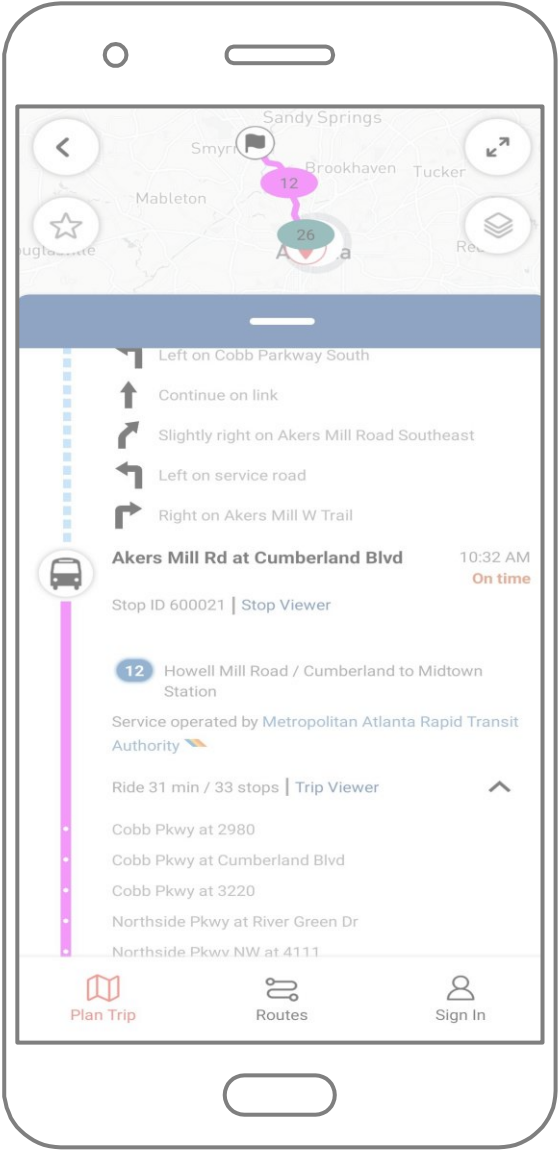
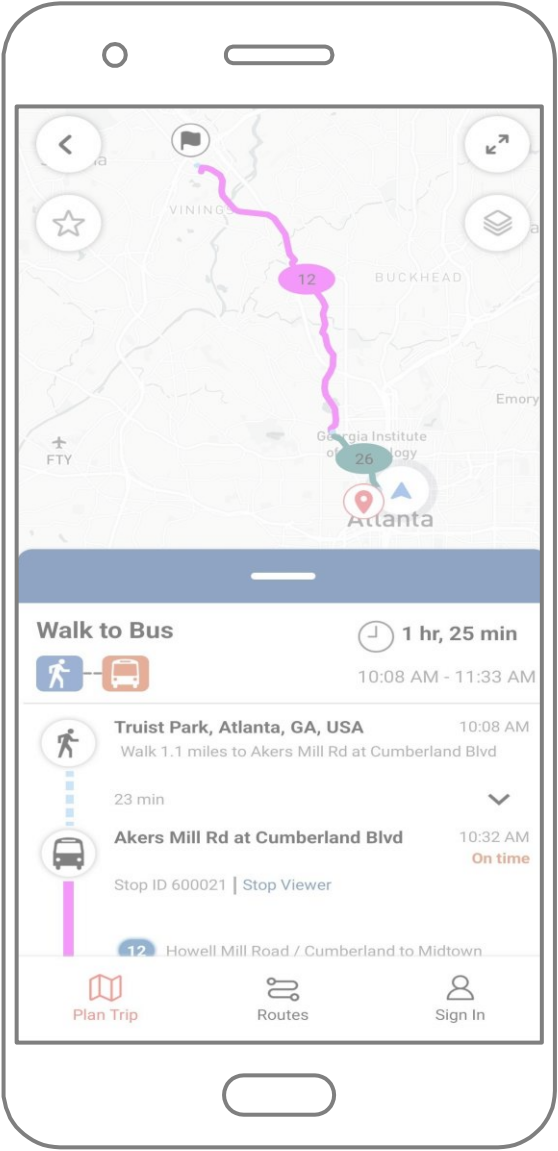
ATL RIDES is live!



ATL RIDES is live!



ATL RIDES is live!



Next Steps for ATL RIDES

- ▶ Rollout of customer education campaign
 - Digital and print materials
 - Partner agencies have access to customized materials
- ▶ Customer feedback will be incorporated throughout the one-year FTA-required demonstration period
 - Ongoing service and maintenance cost of \$20,000/month
- ▶ Monitoring metrics such as count of app downloads, use rates, star rating in the app store, app up time
- ▶ Incorporating GTFS-Flex data feeds to support demand response and potentially microtransit



THANK YOU!

Questions?



New Business



ADJOURN