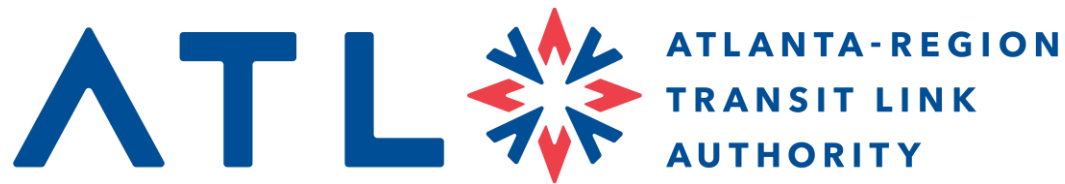


ATL BOARD MEETING WILL BEGIN MOMENTARILY



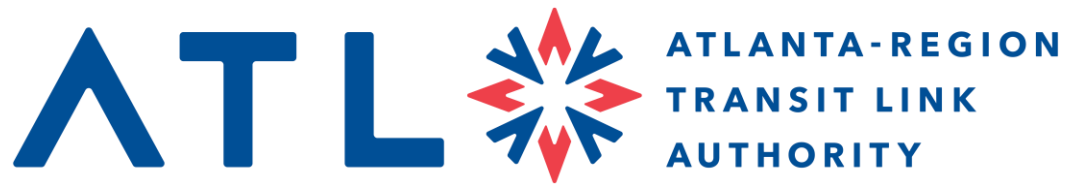
ATL Board of Directors Meeting

Steve Brock, Chair

August 1, 2024

ATL Board Meeting Thursday, August 1, 2024 Proposed Agenda

- I. Call to Order
- II. Approval of the Meeting Minutes for June 6, 2024
- III. Approval of the Agenda for August 1, 2024
- IV. Public Comment*
- V. Executive Director's Report
- VI. Committee Reports
 1. Xpress Operations Committee
 - Redefine the Ride Final Recommendations – **Action Item**
 2. Regional Transit Planning Committee
 - Bond List Final Recommendations – **Action Item**
- VII. I-285 Express Lanes Transit Planning Study - Marcus Arnold, Shelly Peart
- VIII. ATL RIDES Data Tracking & Next Steps – Abby Marinelli
- IX. New Business
- X. Adjournment



Executive Director's Report

Jannine Miller, MBA, MPA

Executive Director

August 1, 2024



Atlanta Regional Commission

City of Atlanta E-Bike Rebate

Atlanta E-Bike Rebate Program



Managed by
ARC
Atlanta Regional Council

In partnership
ROPER
Regional Office of Planning and Economic Research

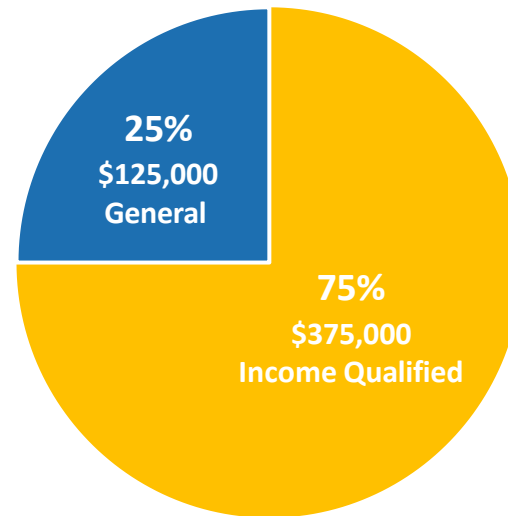


The City of Atlanta approved a \$1 million e-bike rebate program to provide reliable, affordable, and sustainable transportation options to combat climate change and rising transportation costs.

Round 1 Overview

- Applications: 8,888
- Online Application Open
 - June 16 – June 23, 2024
- Eligibility Verification of Rebate Recipients and Rebates Issue

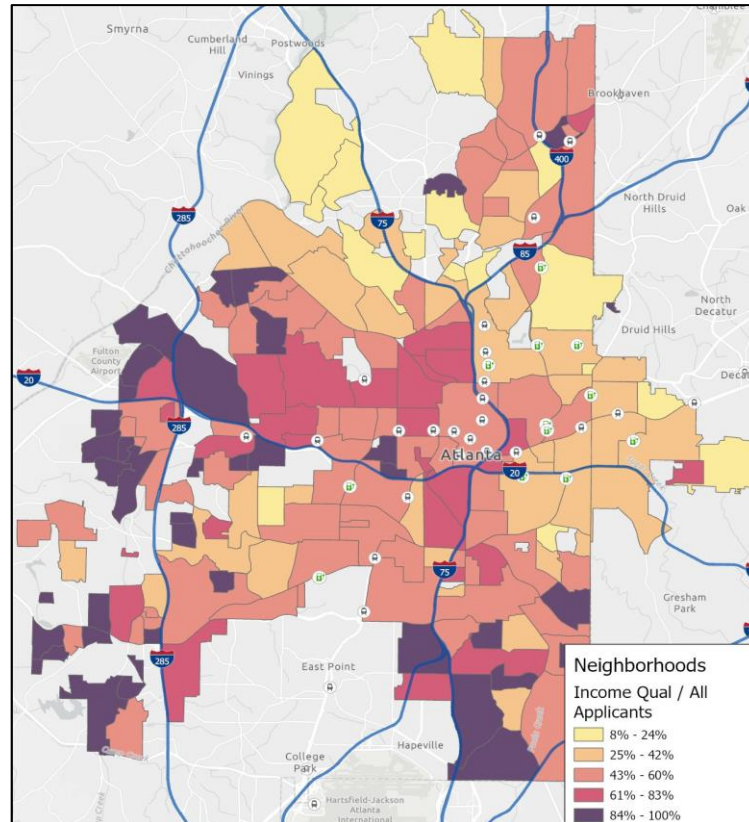
Round 1 Rebate Funds \$500,000 = 413 Rebates



Share of Income Qualified

Preliminary Findings

- Half of Income Qualified applicants **would not purchase an ebike without the rebate** compared to 32% of general applicants
- 32% of Income Qualified applicants **do not own or lease a car** compared to 7% of general applicants
- 44% of Income Qualified applicants **primarily want an ebike for commute trips** compared to 30% of general applicants





Georgia Transportation Infrastructure Bank (GTIB)

SRTA's Georgia Transportation Infrastructure Bank (GTIB)

- ▶ Purpose: GTIB is a grant and low-interest loan program administered by SRTA that provides strategic state investment in transportation projects that enhance mobility and drive economic development in local communities throughout Georgia
 - Since its inception in 2010, GTIB has awarded \$216 million grants and loans in projects
 - Combined project value exceeds \$1.1 billion of impact to the State and partnerships with local governments and community improvement districts (CIDs)

SRTA's GTIB program website →



GTIB Round 11 Award for FY24

- ▶ June 2024, Governor Kemp and the SRTA Board of Directors announced the approval of \$16.9 million in GTIB awards

Governor Kemp’s press release website



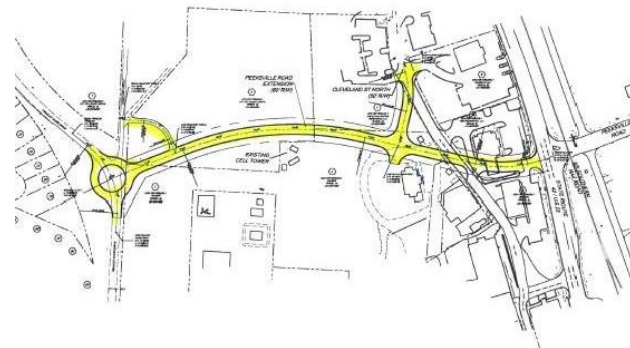
▶ Round 11 GTIB Awards Breakdown

	Applicant Name	Project	Loan Amount	Grant Amount	Total Award	% of Project Costs	% of Requested Funds
Rural	City of Watkinsville	Simonton Bridge Road Pedestrian & Safety Improvements	\$2,225,000	\$1,530,405	\$3,755,405	88%	88%
	Peach County	Lilly Creek Road Project	\$5,600,000	\$1,000,000	\$6,600,000	80%	100%
Metro Atlanta	City of Locust Grove	Peeksville Connector	\$2,000,000	\$2,000,000	\$4,000,000	80%	100%
	City of Sandy Springs	Boylston Drive between Hilderbrand Drive and Hammond Drive	\$850,000	\$650,000	\$1,500,000	27%	75%
	Upper Westside CID	Chattahoochee Avenue Improvements	\$1,000,000	<i>n/a</i>	\$1,000,000	30%	51%
			\$11,675,000	\$5,180,405	\$16,855,405		

GTIB Metro Atlanta Awards

- ▶ City of Locust Grove: Peeksville Connector
- ▶ Project Type: Road Capacity
- ▶ Estimated Completion: 2025
 - Constructs a new two-lane road connecting Peeksville Road at SR 42 to Francis Ward Drive
 - Includes the addition of eastbound turn lanes at SR 42
 - Seeks to reduce congestion in downtown Locust Grove
 - Improves connectivity to the state network

Financials		
Source	Amount	% of Total Project
GTIB Loan	\$2,000,000	40%
GTIB Grant	\$2,000,000	40%
Total Project	\$5,041,500	



GTIB Metro Atlanta Awards

- ▶ City of Sandy Springs: Boylston Drive between Hilderbrand and Hammond Drive
- ▶ Project Type: Operational Improvement
- ▶ Estimated Completion: 2026
 - Realign the existing intersection of Hammond Drive and Boylston Drive/Hamilton Glen
 - Includes installation of new sidewalks at each corner of the realigned intersection
 - Improves traffic flow and safety

Financials		
Source	Amount	% of Total Project
GTIB Loan	\$850,000	16%
GTIB Grant	\$650,000	12%
Total Project	\$5,478,207	



GTIB Metro Atlanta Awards

- ▶ Upper Westside CID: Chattahoochee Avenue Improvement Phase 1
- ▶ Project Type: Operational Improvement
- ▶ Estimated Completion: 2029
 - Convert a westbound turn lane to eastbound at the Howell Mill and Chattahoochee Avenue Intersection
 - Streamlines signal operations at Howell Mill and Defoor Avenue
 - Constructs a multiuse path along Chattahoochee Avenue between Southland Circle NW and Howell Mill Road
 - Improves freight access to I-75 and improve multimodal travel

Financials		
Source	Amount	% of Total Project
GTIB Loan	\$1,000,000	30%
Total Project	\$3,387,127	





Peach Pass Brand Ambassador Campaign 2024

Meet Brand Ambassador Yoshonda S.

Commuting



I can attest to approaching the Peach Pass Lane in McDonough and taking it 95 percent of the time!! Without it, I would not make it to work on time. The cost of commuting would truly outweigh the benefits. It gives me more time to spend with my family and get to the things that matter most!



Video Testimonials – Yoshonda S.



THERE WHEN YOU NEED IT MOST

When traffic pops up out of nowhere, Peach Pass helps you stay on time.



Video Link:

<https://vimeo.com/952429298/ea5336d888>

Meet Brand Ambassador Chris K.

Business



One of the reasons I am interested in participating is to share that I have provided the Peach Pass to one of my employees who has a horrible 90-120 min drive down I-85 most days and is typically late for work. I've had a PP for years on my personal car but got him a PP to shorten his commute. His commutes decreased by 35-50% as a result. I look at this as a company benefit now which shortens his commute, improves his attitude at work, increases the amount of time he's at work and at home. It's a huge win all around!



Video Testimonial - Chris K.

AN EXTRA HOUR WITH FAMILY

For small companies, Peach Pass is making a big difference.



Video Link:

<https://vimeo.com/952428973/b901bc8af9>



Engineering

GEORGIA

The Official Magazine of Georgia's Engineering Industry

100 Most Influential Women in Georgia Engineering

Source: <https://www.engineerga.com/march-april-2024-issue-available-now/>

Engineering Georgia March/April 2024 Issue



Source: <https://www.engineeringga.com/march-april-2024-issue-available-now/>

Engineering Georgia March/April 2024 Issue



CHARLOTTE NASH

Director, ATL Board of Directors

Nash has dedicated nearly four decades to serving Gwinnett County, progressing from a staff member to her current role as Chairman of the Board of Commissioners. Throughout her esteemed career, Nash has actively participated in various civic and government organizations at local, regional, and state levels.

Notable roles include serving as a board member for the Atlanta Regional Commission, chairing the Metropolitan North Georgia Water Planning District, and leading as President of the Association of County Commissioners of Georgia (ACCG). Presently, she contributes to the board for the ATL, the regional transit authority.

ANNIE GILLESPIE, PE

Director of Engineering, State Road and Tollway Authority

Gillespie serves as the Chief Engineer for the State Road and Tollway Authority (SRTA), the Georgia Regional Transportation Authority (GRTA), and the Atlanta Regional Transit Link Authority. Leading the Engineering and Delivery Division, she spearheads toll systems engineering, transit facility design, and agency-wide project management. Gillespie also oversees toll, transit, and customer service business intelligence, along with programs such as Developments of Regional Impact and SRTAs Grant and Loan initiatives, cementing her pivotal role in shaping transportation infrastructure across Georgia.



LAUREN CURRY

Chief of Staff, Office of Governor Brian Kemp

Curry has held various key roles in Georgia's government, currently serving as Chief of Staff in the Office of Governor Brian Kemp. With extensive experience in governmental affairs and policy, she's previously served as Deputy Chief of Staff, Chief Operating Officer, and in leadership positions within state agencies such as the Georgia Environmental Protection Division and the Georgia Emergency Management and Homeland Security Agency. Curry's diverse background also includes roles at the Georgia Department of Natural Resources and the Georgia Department of Economic Development.



Engineering Georgia March/April 2024 Issue

ANN HANLON

Executive Director, Perimeter Community Improvement Districts (CIDs)

Hanlon has overseen the organization's daily operations and investments in transportation infrastructure since 2017. The CIDs have an annual operating budget of over \$10 million. Previously, Hanlon was the Executive Director of the North Fulton CID. A native of South Georgia, Ann received a Bachelor of Arts degree with a double major in Government and Computer Science from the University of Notre Dame, and a Master's of Public Administration Degree in Management and Finance from Georgia State University.



STACEY KEY

Board Member - 5th Congressional District, GDOT



Key is the President and CEO of the Georgia Minority Supplier Development Council (GMSDC), Georgia's leading advocacy organization for supplier diversity and small business development. Key is a 25-year veteran with a variety of global brands, including IBM, Bellsouth/AT&T, Schlumberger, and Samsung Telecommunications. She's actively involved in the community and serves on the Board of Directors of GDOT, Emory University Center for Ethics, the College Football Hall of Fame, the Georgia Chamber of Commerce, and the Midtown Alliance.

ANNA ROACH

Executive Director, Atlanta Regional Commission (ARC)



Roach was appointed as the ARC's Executive Director in April 2022. She was previously Chief Operating Officer for Fulton County and, before that, worked as the County's Chief Strategy Officer. Roach is ARC's first female leader. She holds a law degree from St. John's University and a bachelor's degree from the State University of New York, College at Cortland. Earlier in her career, she served as Assistant Deputy General Counsel for the District of Columbia Department of Human Resources, an administrative law judge in New York, and as appellate counsel for the Legal Aid Society of New York.

DANA LEMON

Board Member - 13th Congressional District, GDOT

Lemon is president of her family business, W.D. Lemon & Sons Funeral Home, a 64-year-old family business serving the Southern Crescent. She currently serves on the Trustee Board for Clayton State University in Morrow, Georgia. Lemon is also serving her fifth term as the first woman elected to the Transportation Board of Georgia.

Prior to her election, she served on the Davidson College Alumni Association and Henry County Chamber of Commerce. Her life of service was recognized in 2018 by the Georgia Senate and in 2012 by the Georgia House of Representatives, where she received resolutions and commendations for her contributions to the State of Georgia and unselfish and dedicated public service.



MEG PIRKLE, PE

Chief Engineer, GDOT

Pirkle is the Chief Engineer at GDOT, a position she's held since January 2015. As Chief Engineer, she oversees engineering, construction, and project management for the Department's \$2.5 billion statewide capital program. Pirkle also oversees the P3 program, statewide maintenance, traffic operations, and intermodal programs. Pirkle earned a bachelor's degree in civil engineering from Vanderbilt University and a master's degree in civil engineering from Georgia Tech and is a registered Professional Engineer.



HIRAL PATEL, PE

Division of P3, GDOT



Patel, the Division Director of Engineering for the Georgia DOT, began her lifelong career at GDOT as a Construction Project Engineer in the Atlanta, Georgia office. Over the next 25 years, she served in several roles: Area Engineer in the Gainesville District, Senior Project Manager, Assistant State Program Delivery Administrator, and State Environmental Administrator.

Currently, Patel is an active participant on several committees: the Steering Committee of AASHTO Council of Active Transportation, AASHTO Work Zone Subcommittee (Vice Chair), AASHTO Active Transportation Research Subcommittee (Chair), GDOT Consultant Pre-Qualification Committee (Chair), and GPTQ Consultant Relations Committee (Co-Chair).

Source: <https://www.engineeringga.com/march-april-2024-issue-available-now/>



Thank You



Public Comment



Committee Reports

Xpress Operations Committee

- Redefine the Ride Final Recommendations – **Action Item**



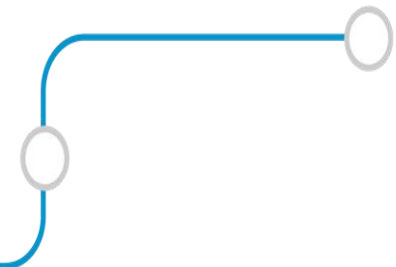
ACTION ITEM

Regional Transit Planning Committee

- Bond List Final Recommendations – **Action Item**




ACTION ITEM



I-285 Express Lanes Transit Planning Study

ATL Board Update

August 1, 2024



I-285 Express Lanes Transit Planning Study Team

- Shelley Peart - Assistant General Manager of Planning & Project Development - MARTA
- Marcus Arnold - Director of Federal Corridors & Hubs – MARTA
- Natavis 'Eric' Harris – Project Manager - MARTA
- Tim Sorenson – Project Manager – CDM Smith
- Darrell Howard – Deputy Project Manager – CDM Smith

I-285 Express Lanes Transit Study Goals

- Develop a plan and preliminary designs for sustainable, equitable, and premium transit service along I-285 between the H.E. Holmes MARTA station and the Indian Creek MARTA station
- Identify opportunities to leverage the proposed express lanes, serve communities and major employment centers
- Position MARTA to seek funding for the implementation of the identified transit solutions



Maximize investment in building express lanes

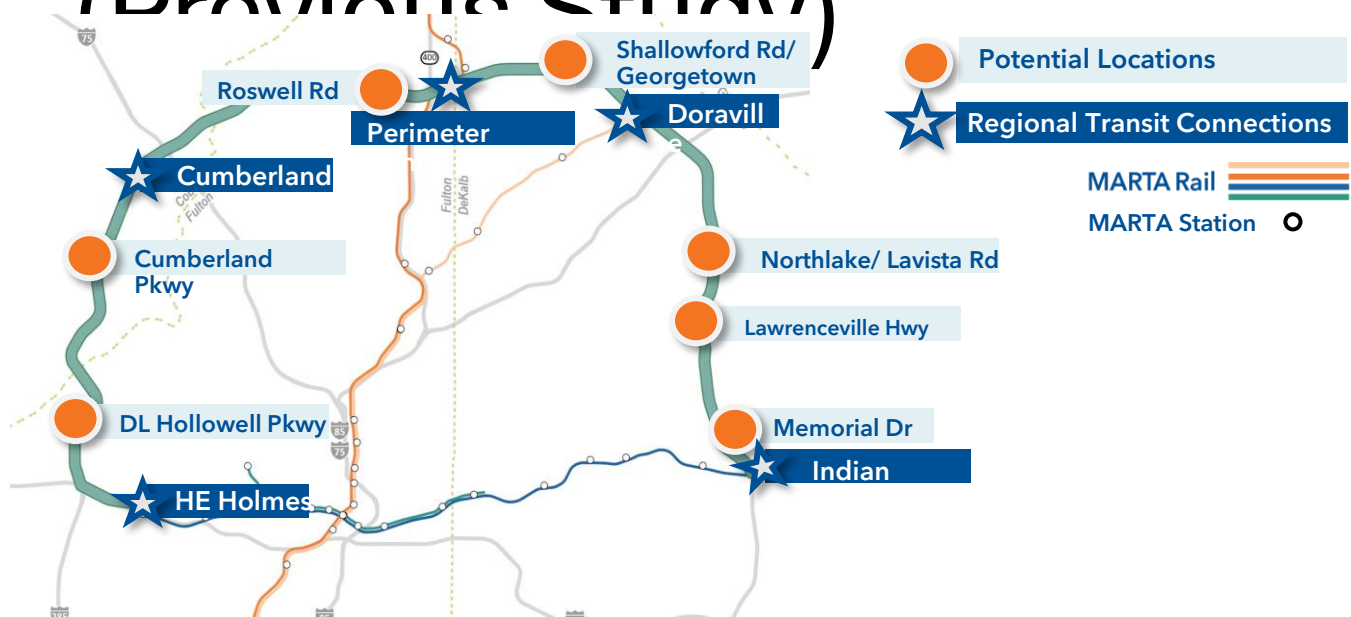


Provide equitable access



Enhance regional connectivity

Proposed I-285 Express Lanes Transit Stations (Previous Study)



Service Planning Approach

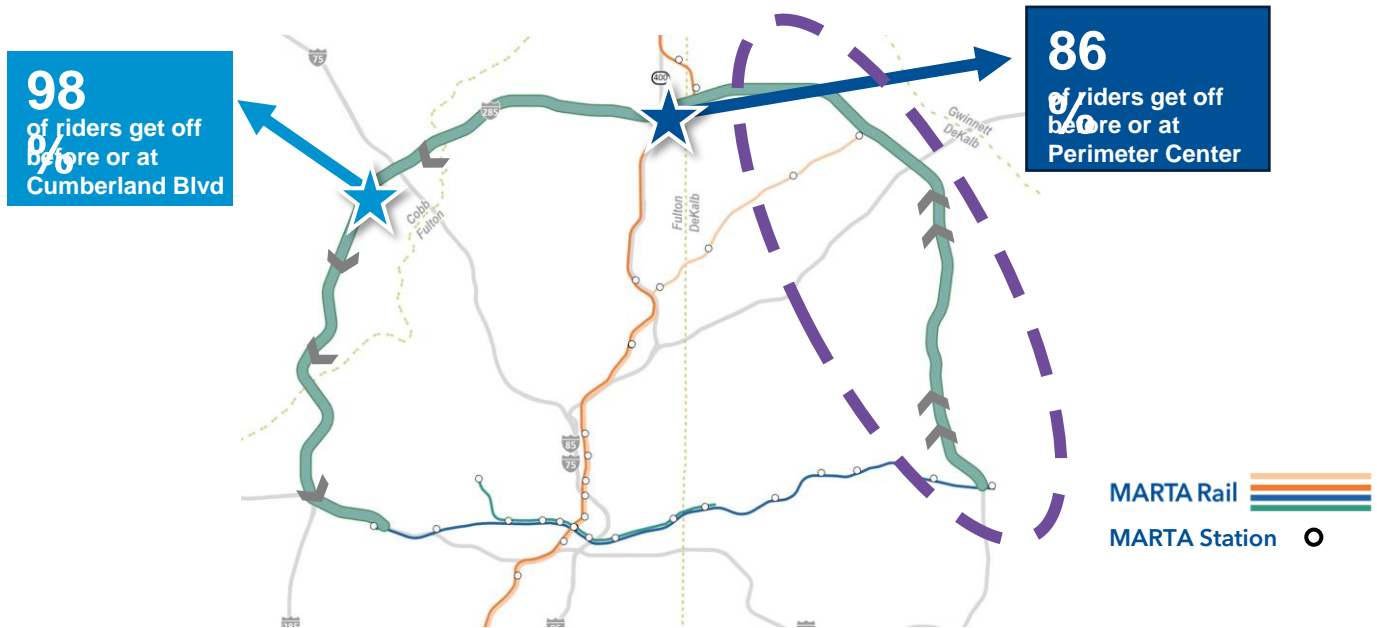


Informs
Infrastructure
Investments

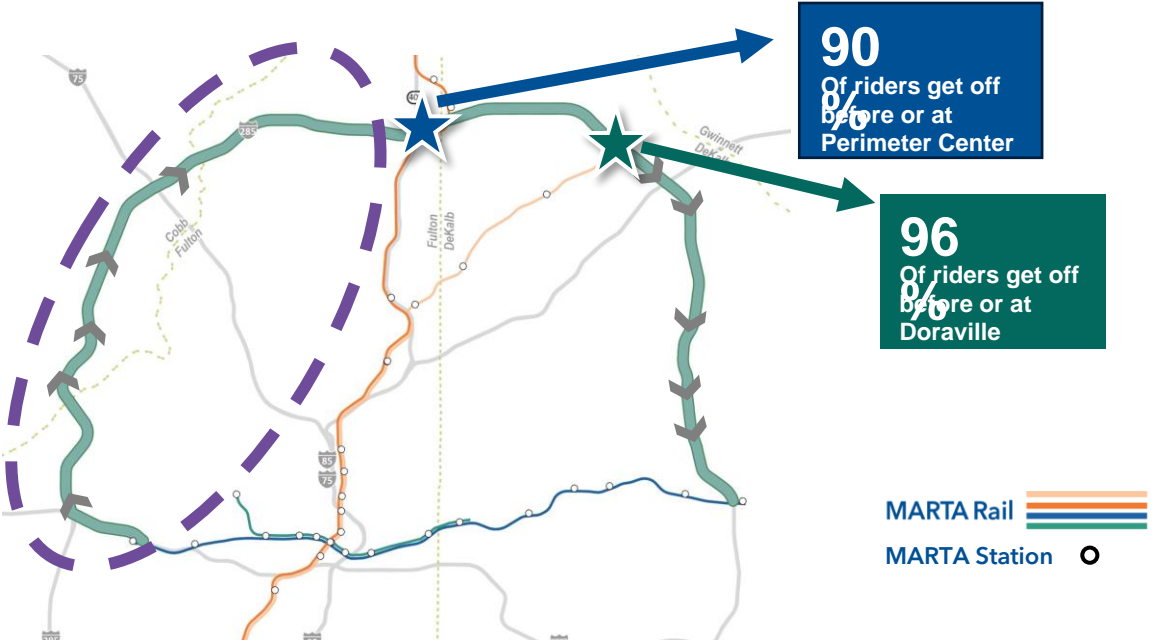


Drives
Design
Decisions

Service Planning - Westbound Travel Patterns

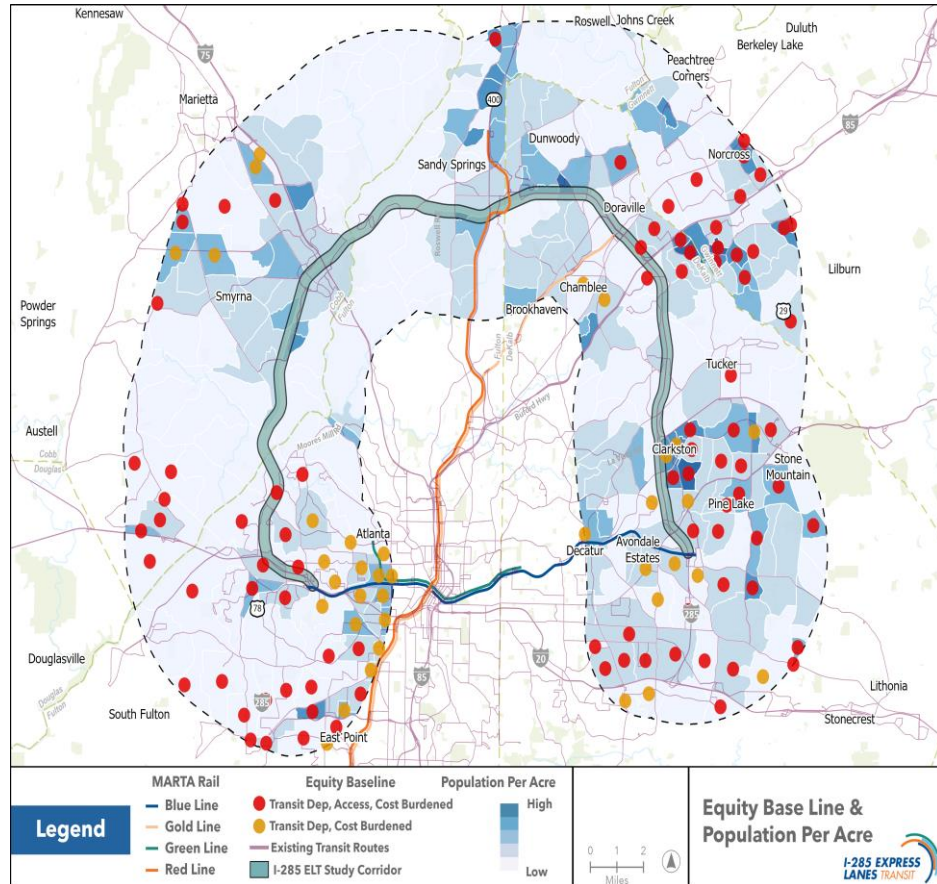


Service Planning - Eastbound Travel Patterns



Service Design

Essential Riders



Service Planning Approach – Three Service Plans

Stop to Stop Service

- 12 Stops along I-285
- Assumes infrastructure optimizes travel time
- Per recommendations from previous study

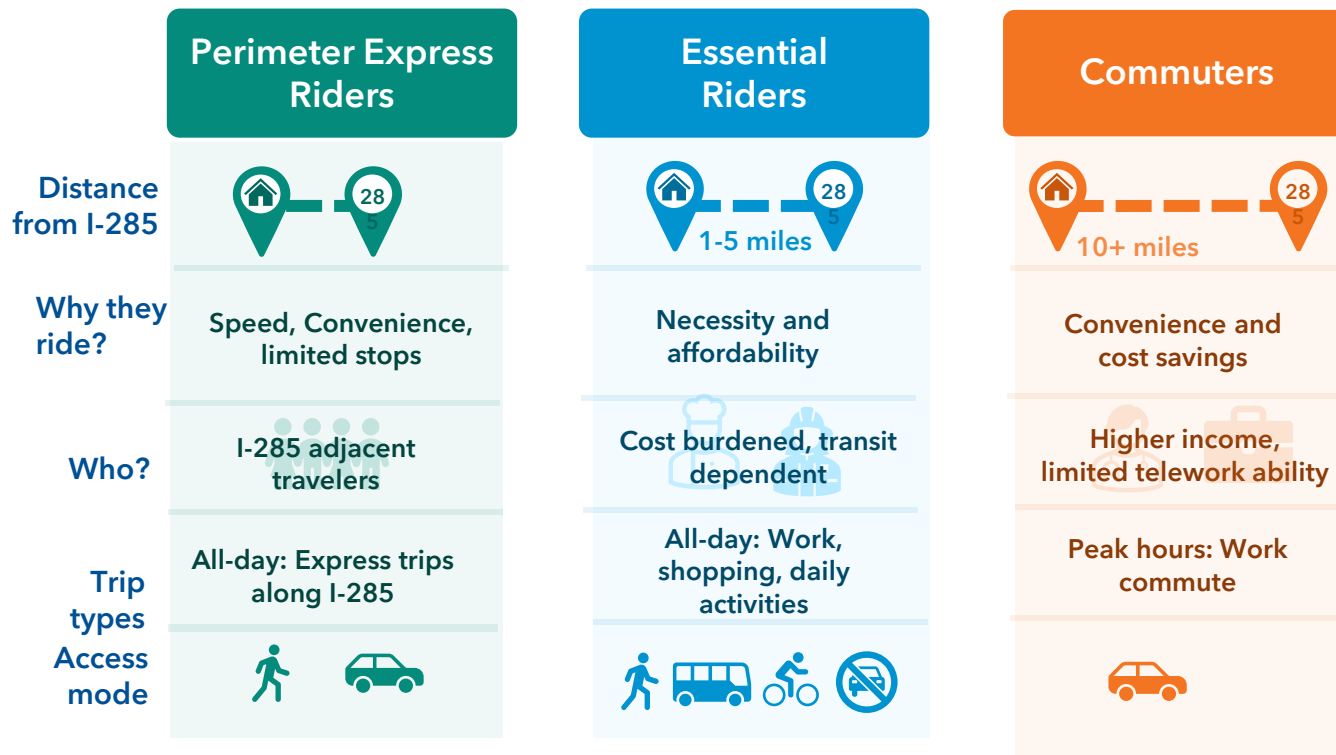
Essential Riders

- Serves areas with the greatest need to provide access to jobs
- Considers traditional transit propensity and cost burdens
- Low telework ability

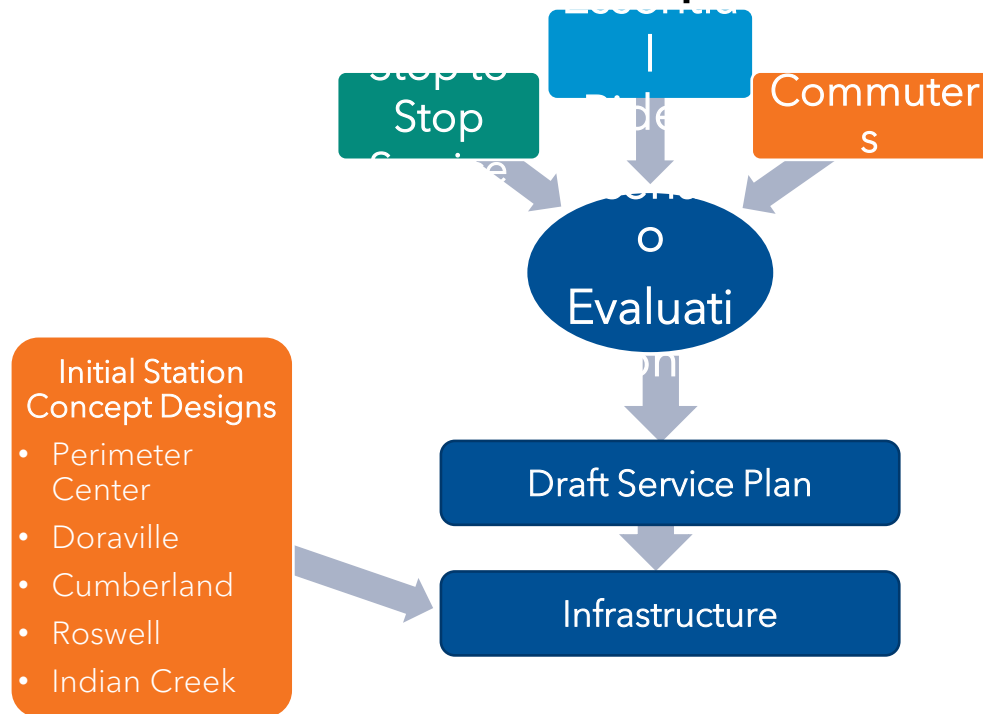
Commuters

- Traditional Transit Commuters
- Longer distance commute
- Limited telework ability

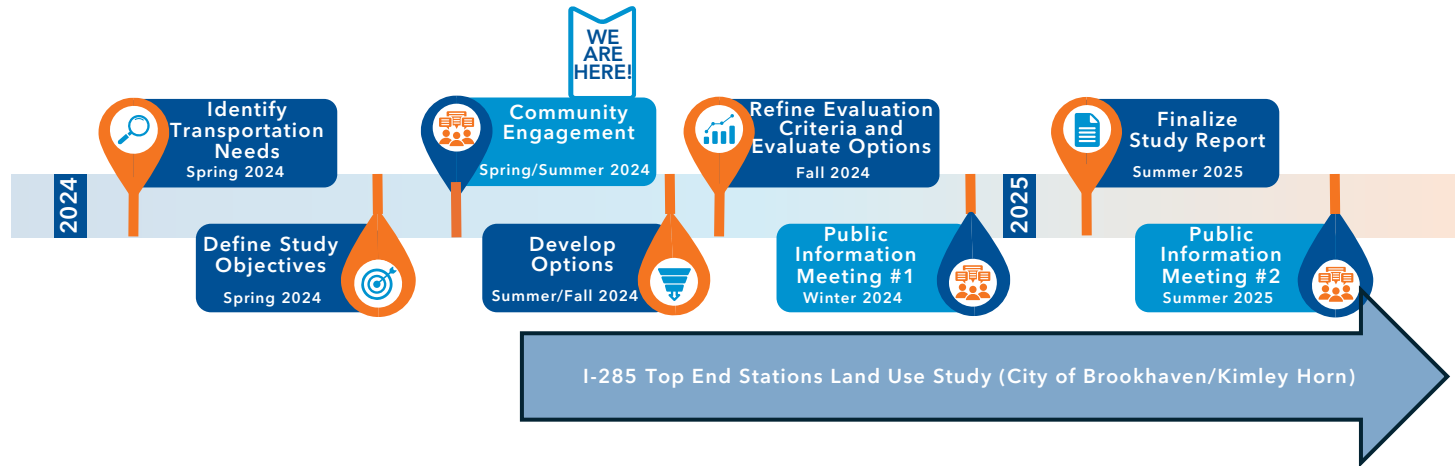
Service Planning Approach – Three Service Plans



Scenario Development



Schedule



Schedule



Work

Completed/Underway

- Project Purpose and Need, Goals and Objectives
- Equity Baseline Assessment
- Transit Market Demographic and Socioeconomic Conditions
- Existing Conditions Data and Analysis
- Sensitivity Analysis, Travel Patterns, Pre-Pandemic/Post-Pandemic Comparison Analysis
- Preliminary Draft Station Concepts
- Public and Stakeholder Outreach Plan, Branding, Materials and Approach
- Project Website Launched i285ExpressLanesTransit.com
- Participated in GDOT's I-285 Top End Public Hearing Open Houses

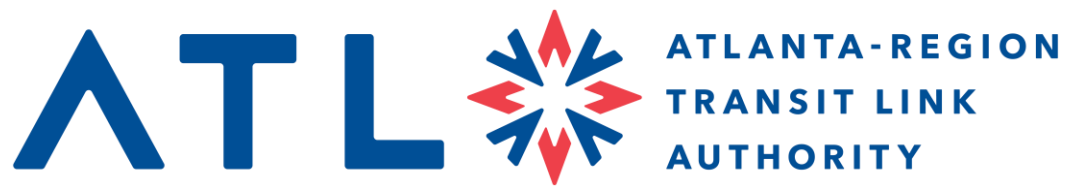
Upcoming Activities

- Continue summer community pop-up events
- Continue coordination with GDOT, ATL, counties, cities and CIDs
- Conduct Technical and Policy Working Groups meetings
- Continue developing station concepts along I-285 East and West
- Continue developing and testing service scenario concepts and hybrid alternatives
- Evaluate alternatives



Thank You





ATL RIDES Update and Next Steps

Abby Marinelli

August 1, 2024

ATL RIDES

ATL RIDES is the region's first multi-agency trip planning app for fixed route transit that provides real-time arrival information

	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	✓	✗
Trip data available for planning use	✓	✗

ATL RIDES Progress Report

- ▶ ATL RIDES went live on October 4, 2023
- ▶ Monitoring metrics such as count of app downloads, use rates, star rating in the app store, app up time

Number of app downloads and website visits	550+ downloads 5,000+ trips planned
Number of average monthly users	~190 website users
App store rating is at least 4/5 stars by the end of the demonstration period	<i>Measured at the end of the demonstration period</i>
Increasing trend of trips planned that incorporate services between at least 2 modes and/or transit providers	Tentative yes

ATL RIDES Next Steps

- ▶ ATL is 10 months into the FTA's required 1-year performance period.
 - No major app changes are allowed during this period.
- ▶ After October 4, 2024, we will be allowed to update, modify, or redevelop the ATL RIDES.
 - FTA's active oversight in the project will be complete.
 - All future modifications and funding for the ATL RIDES project will come from sources other than the initial FTA discretionary award.
 - Customers have suggested upgrades such as integrating fare payment, trip tracking, and advanced safety features.

ATL RIDES Next Steps

- ▶ The short list of Transit Trust Fund projects presented today includes funding for ATL RIDES for two additional years.
 - TTF funding will provide the 20% non-federal matching funds for the 80% FTA formula funding.
- ▶ Two years of funding will enable ATL RIDES to continue through major upcoming events such as the 2025 MLB All Star Game and the 2026 World Cup.
 - Discussion with potential partners such as the Falcons and Mercedes Benz Stadium are ongoing.
 - MARTA has multiple apps undergoing redevelopment for the next several years and ATL RIDES can be relied on as the source of real-time information directly to customers.



Questions?

Thank you



New Business



ADJOURN