

# Transit Planning Committee

Howard Mosby, Vice Chair

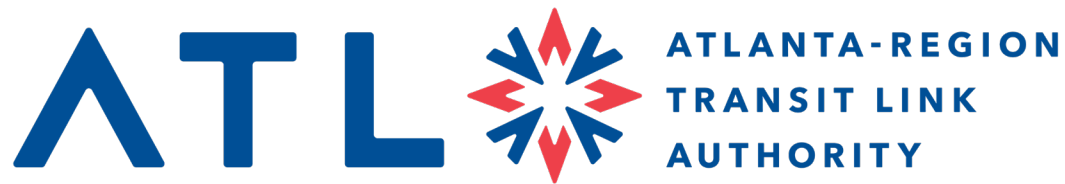
October 3, 2024

# Regional Transit Planning Committee Meeting

## Thursday, October 3, 2024

### Proposed Agenda

- I. Call to Order – Howard Mosby, Board Vice Chair
- II. Approval of the Meeting Minutes for August 1, 2024
- III. Approval of the Agenda for October 3, 2024
- IV. Atlanta Regional Reserve – Abby Marinelli
- V. Transit Trust Fund FY24 – Abby Marinelli – **Action Item**
- VI. Automated Fare Collection 2.0 System (AFC 2.0) – Nipendra Kayastha
- VII. Strategic Blueprint Update – Abby Marinelli
- VIII. Adjournment



# **Atlanta Regional Reserve**

## ***FTA Formula Funds***

Abby Marinelli  
Director Of Planning  
October 3, 2024

# ATL's Role in Federal Funding

- ▶ In 2018, the Governor designated the ATL as the Atlanta urbanized area's "Designated Recipient" ("DR")
  - FTA requires a DR in each urbanized area under the census
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- ▶ DR is responsible for receiving and suballocating the urbanized area's FTA formula funds under 3 programs:
  - 5307: Urbanized Area Formula Program
  - 5337: State of Good Repair Program
  - 5339: Buses and Bus Facilities Program

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  - 5307: Urbanized Area Formula Program
  - 5337: State of Good Repair Program
  - 5339: Buses and Bus Facilities Program
- ▶ In practice, this means that ATL runs the financial models to calculate each's eligible recipient's formula fund amount each year and maintains the official balance sheet for each program
  - ATL is the point of contact for FTA in the region

# ATL-FTA Reconciliation

- ▶ In 2023, ATL and FTA undertook a reconciliation effort
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  - 5307 program was the only program affected

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## 26 Eligible Recipients in the 5307 Program:

ATL Planning	City of Atlanta	Gwinnett County	Paulding County
ATL Xpress	Cobb County	Hall County	Pike County
ARC	Coweta County	Henry County	Rockdale County
Barrow County	Dawson County	Jackson County	Spalding County
Bartow County	Douglas County	MARTA	Three Rivers RC
Carroll County	Fayette County	Newton County	Walton County
Cherokee County	Forsyth County		



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- ▶ ATL and FTA have access to DR records going back to FY13
  - These records were sometimes incomplete
  - Issues were identified with the rolling balances and lapsing funds

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  - 5307 program was the only program affected
- ▶ ATL and FTA have access to DR records going back to FY13
  - These records were sometimes incomplete
  - Issues were identified with the rolling balances and lapsing funds
- ▶ The reconciliation was successful for all but approximately a \$17 million surplus to the Atlanta region
  - FTA records showed a balance for the Atlanta region that was \$17M **higher** than what ATL records showed

# Reconciliation Review

- ▶ ATL hired a third-party accounting firm to review the reconciliation effort
  - Milligan & Co. reviewed the work and the resulting balance sheets and confirmed that there is a \$17M surplus for the Atlanta region
  - Neither ATL, FTA, nor Milligan could identify where the \$17M surplus originated, and, therefore, could not identify where the funds should go

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- ▶ After concurrence with FTA, ATL created a new line item on the regional balance sheet called the “**Atlanta Regional Reserve**” to hold the funds
  - Because the origin of the \$17M was unclear, FTA assigned the majority of the funds to FY21 (some small portion was assigned to FY22)
  - The FY21 funds will lapse in FY26 and the FY22 funds will lapse in FY27

# Balance Example

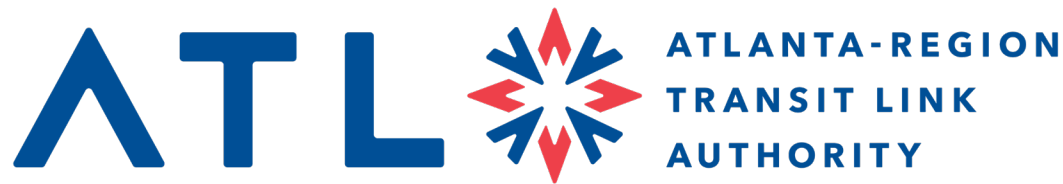
- ▶ The Atlanta Regional Reserve is part of the region's 5307 Program and is shown on the regional 5307 Current Balances table.

- Example:

Recipient	FY21	FY22	FY23
ATL Xpress			
ATL Planning			
Other recipients...			
Atlanta Regional Reserve	\$15.2M	\$2.3M	\$0
<i>Lapse date</i>	<i>FY26</i>	<i>FY27</i>	<i>FY28</i>



**Thank you**  
**Questions?**



# **FY24 Transit Trust Fund Allocation**

Abby Marinelli  
Director Of Planning  
October 3, 2024

# Initial FY24 TTF Allocations

► Initial allocations made by ATL Board in October 2023:

Project Sponsor	Project	NTE FY24 Transit Trust Fund Award
MARTA	Airport Station Rehab	\$5,500,000
Ride Gwinnett	Buford/Sugar Hill/Suwanee Microtransit Pilot Project	\$1,128,450
CobbLinc	South Cobb Microtransit Pilot Project	\$1,035,000
ATL Airport CIDs	Airport Microtransit Pilot	\$1,035,000
ATL	Regional Transit Planning Software Licenses	\$209,258
<b>TOTALS</b>		<b>\$8,907,708</b>

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# Additional TTF FY24 Recommendations

- ▶ **\$3,689,605** remaining in FY24 funds to allocate.
- ▶ ATL staff propose funding ATL RIDES for two additional years
  - 80% funding through FTA formula funds
  - 20% non-federal match required

ATL RIDES (2 years O&M)	\$600,000
80% federal share	(\$480,000)
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<b>20% match to be funded</b>	<b>\$120,000</b>

# Transit Trust Fund FY24

Total FY24 TTF Appropriation	\$23,597,313
Allocated by Trustee to other projects	(\$11,000,000)
Initial allocations by ATL Board (Oct '23)	(\$8,907,708)
ATL RIDES (2 years O&M)	(\$120,000)
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<b>Balance for the Atlanta region</b>	<b>\$3,569,605</b>

► Funds need to be utilized by the end of FY27

# Additional TTF FY24 Recommendations

- ▶ **\$3,569,605** remaining in FY24 funds to allocate.
- ▶ ATL staff propose funding the Regional Implementation of AFC 2.0
  - 80% funding through FTA formula funds
  - 20% non-federal match required

AFC 2.0 (Regional Implementation)	\$5,020,000
80% federal share	(\$4,016,000)
<hr/>	
<b>20% match to be funded</b>	<b>\$1,004,000</b>

# Transit Trust Fund FY24

Total FY24 TTF Appropriation	\$23,597,313
Allocated by Trustee to other projects	(\$11,000,000)
Initial allocations by ATL Board (Oct '23)	(\$8,907,708)
ATL RIDES (2 years O&M)	(\$120,000)
AFC 2.0 (Regional Implementation)	(\$1,004,000)
<b>Balance for the Atlanta region</b>	<b>\$2,565,605</b>

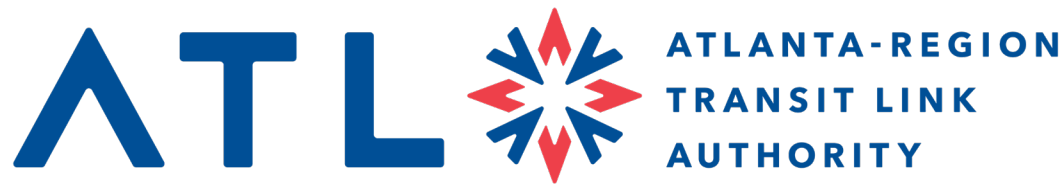
► Funds need to be utilized by the end of FY27

# TTF FY24 Next Steps

- ▶ **At the ATL Board meeting today**, staff will request Board approval of \$120,000 of FY24 TTF for ATL RIDES
- ▶ **At the December ATL Board meeting**, staff will request Board approval of \$1,004,000 of FY24 TTF for AFC2.0



**Thank you**  
**Questions?**



# **Automated Fare Collection System 2.0**

Regional Fare Collection Solution

Nipendra Kayastha

Sr. Project Manager

October 3, 2024



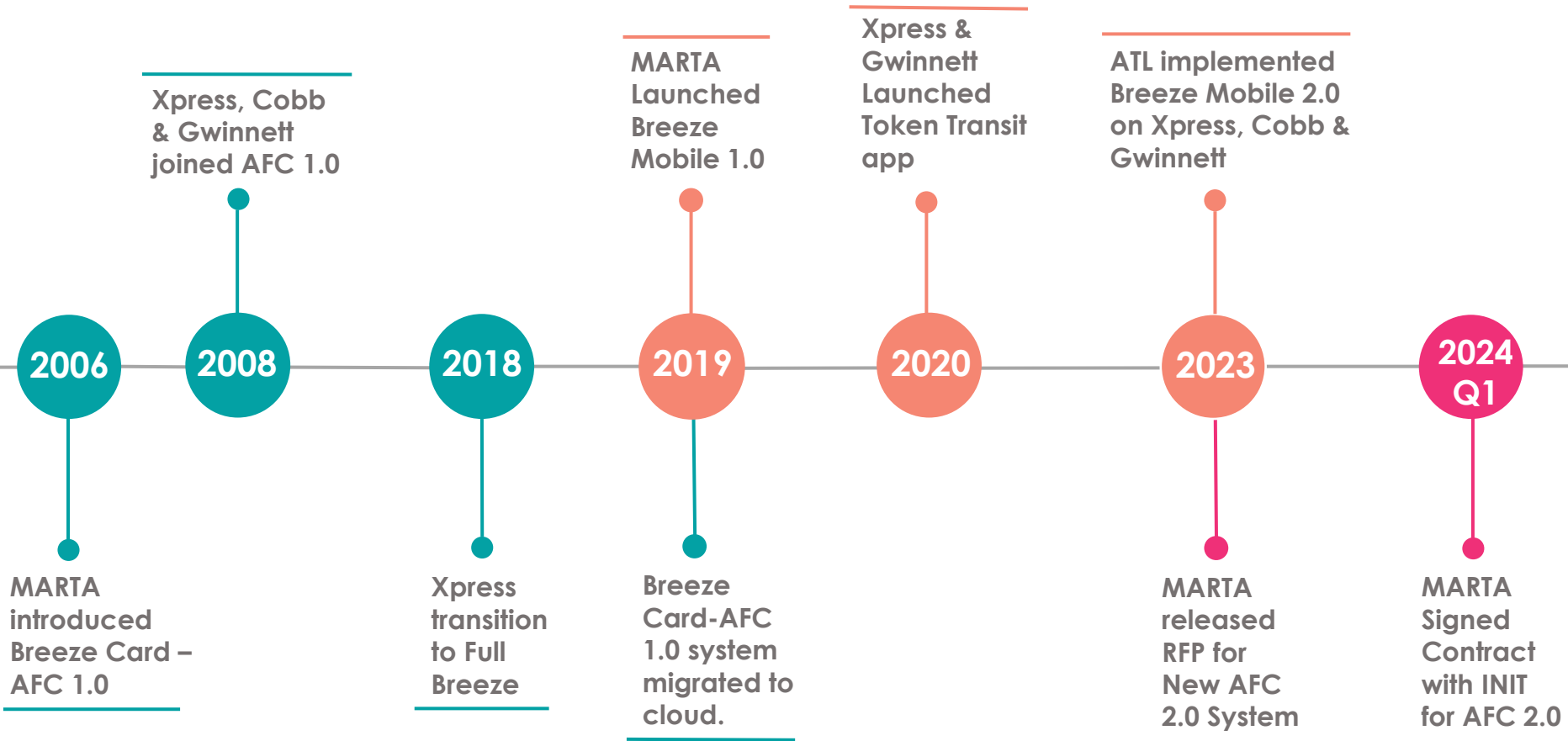
## **AGENDA**

1. Regional Automated Fare Collection History
2. Automated Fare Collection 2.0 (AFC 2.0)
3. AFC 2.0 Implementation
4. Proposed Project Timeline

## **PRESENTATION PURPOSE**

1. Prepare board for contract approval request
2. Prepare board for Transit Trust Fund allocation request

# Regional Automated Fare Collection History



# Automated Fare Collection 2.0 (AFC 2.0) – Main Features

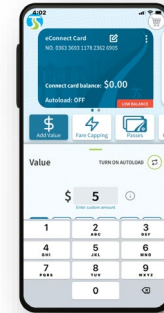
## ► Regional Ready

- ✓ Supports different regional fare structures and transfer
- ✓ Can support development of Regional Fare Product
- ✓ Enhanced back-office, website and mobile app
- ✓ Comprehensive reporting and operation tools



## ► Account Based System with Open Payment

- ✓ Single User Account to manage fare payment
- ✓ Allows Contactless open payments using Credit/Debit cards, Apple Pay and Google Pay
- ✓ Supports linking various fare media such as smart cards, open payment bank cards, smart phones and wearable devices





















## ► Better Retail Network

- ✓ More network of retail location to reload transit account (for unbanked customers)



# Automated Fare Collection 2.0 (AFC 2.0) – Feature Comparisons

Features	AFC 1.0*	Breeze Mobile 2.0	AFC 2.0*
Supports smartcards for paying fares			
Account based system			
Separate regional fare systems and fare configuration			
Supports smartphones and QR codes for paying fares			
Fare reader ready to accept contactless bank cards			
Reload transit account at network of Retail location			

\* AFC 1.0 – Automated Fare Collection 1.0 | \*AFC 2.0 – Automated Fare Collection 2.0

# AFC 2.0 Implementation – MARTA's Role

- ▶ MARTA released AFC 2.0 RFP on March 9, 2023, and 5 vendor responded
- ▶ ATL staff participated in technical review of AFC 2.0 proposals.
- ▶ Based on the technical reviews, MARTA board awarded the contract to INIT Innovations in Transportation Inc on Oct 12, 2023
- ▶ INIT Innovation in Transportation, Inc
  - ✓ Highest technical rating
  - ✓ Lowest-priced proposal
  - ✓ Excellent Experience
    - 30+ years of Transit AFC experience
    - 50+ transit agencies worldwide
    - Deployed similar solutions in the last 5 years in Portland, San Diego, Seattle and Tampa
  - ✓ Good Presence
    - North America Headquarter: Chesapeake, Virginia
    - Offices: Seattle, Los Angeles and Montreal

# AFC 2.0 Implementation – ATL Proposed Role



## ▶ ATL assessed the readiness of regional transit partners to join AFC 2.0

- ✓ Fare collection infrastructure
- ✓ Onboard vehicle equipment
- ✓ Regional fixed route service connection

## ▶ ATL to lead Regional implementation of AFC 2.0 for partner partners

- ✓ Execute master contact with INIT for regional implementation
- ✓ Execute separate MOUs with partner agencies

## ▶ Initial Implementation

- ✓ Xpress
- ✓ CobbLinc
- ✓ Ride Gwinnett
- ✓ Connect Douglas

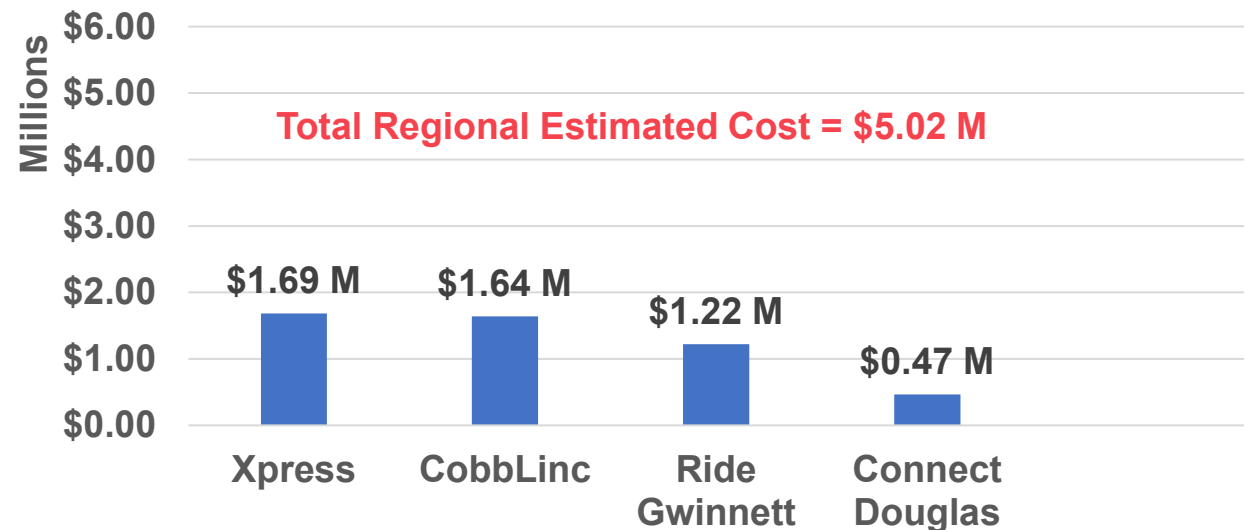


# AFC 2.0 implementation – Estimated Costs

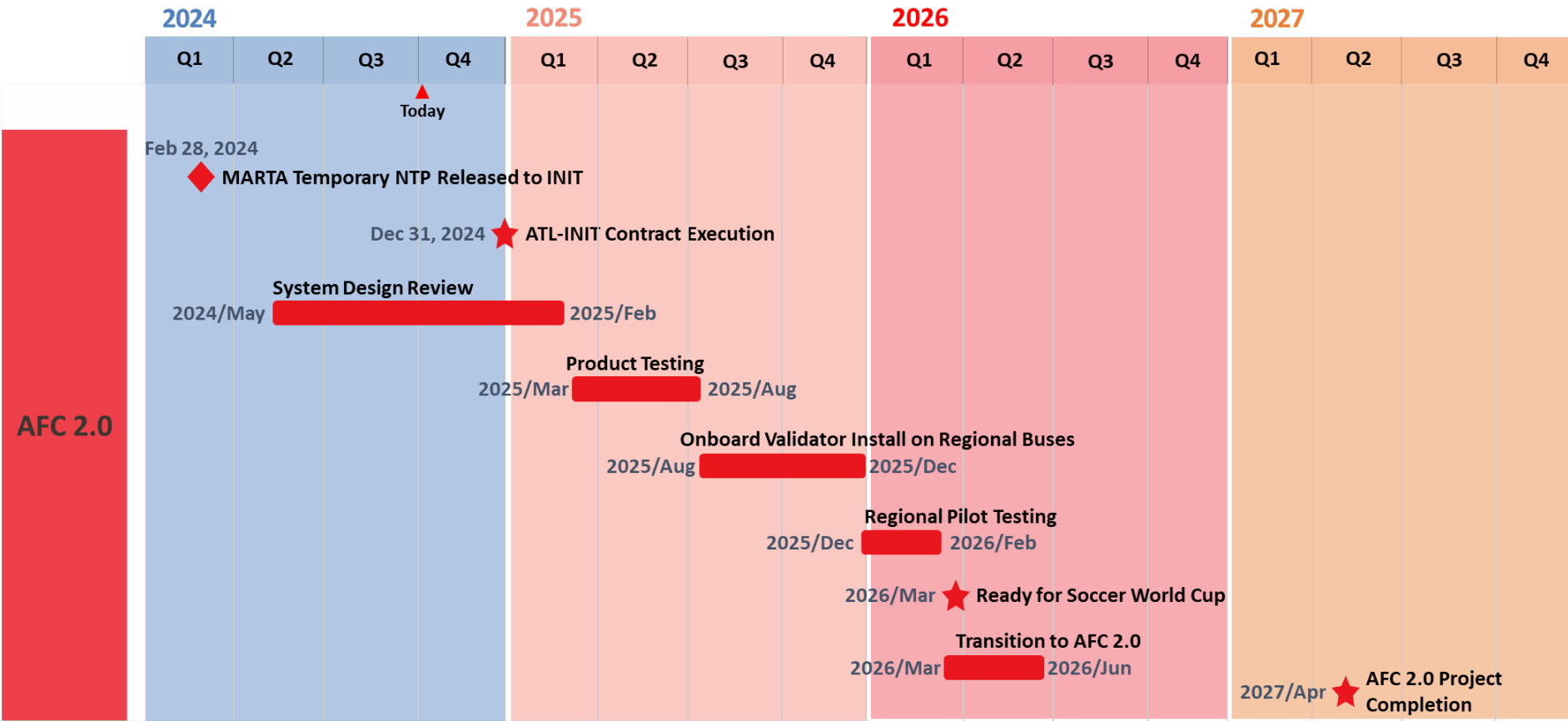


- ▶ MARTA's Capital cost for implementation is around \$119 M for Clayton, DeKalb, Fulton, and Atlanta
- ▶ ATL's proposed funding for implementation of AFC 2.0 for other transit operators in the region
  - ✓ Regional reserve FTA formula funds (80%)
  - ✓ Transit Trust Fund dollars (20%)

Initial Implementation Estimated Capital Cost



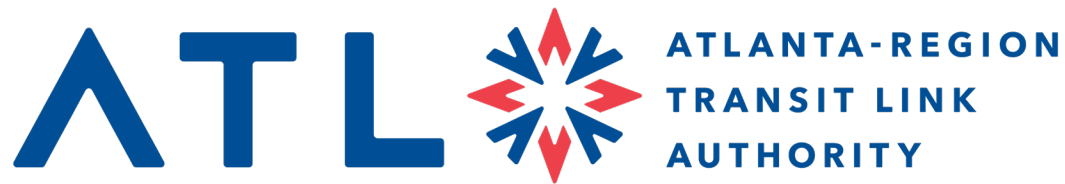
# Proposed Project Timeline







**Thank you  
Questions?**



# Strategic Blueprint Update

Abby Marinelli

Director Of Planning

October 3, 2024

# Strategic Blueprint Deliverables

## ► In-progress and Completed deliverables include:

- Vision
- Three Pillars
  - Definitions
  - Supporting Data
- Stakeholder Interviews
- Rider Profiles
- Funding Scenarios

# Vision for the Long-Range Plan

## ► DRAFT Vision

Metro Atlanta offers regionwide affordable, reliable, seamless, and safe transit options for residents and visitors that are responsive to customers' travel demand to and from addressable markets and that facilitate the region's continued economic prosperity.

# Draft Definitions of the Three Pillars

▶ Competitiveness

▶ Customer Focus

▶ Cross-County Service

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## ► Competitiveness

- A system that facilitates the attraction of business to the Atlanta region by investing in projects that connect the growing workforce to employment activity centers, while optimizing public funding and other sources.

## ► Customer Focus

## ► Cross-County Service

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- Delivering adoption-worthy transit experience that integrates with the unique, evolving lives of customers. We will continually evaluate the transportation decision making behaviors of current and emerging customers in order to offer affordable, reliable, seamless, and safe transportation between relevant destinations.

## ► Cross-County Service

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## ► Cross-County Service

- Service that seamlessly facilitates multi-modal travel across jurisdictional boundaries by integrating regional services with local networks. It focuses on trend responsive investments in service, infrastructure, and technology that simplify and expedite movement between the region's addressable markets.



# Competitiveness

- ▶ The Strategic Blueprint has evaluated our Competitor Regions to identify key financial criteria that describes transit programs

<b>Metro</b>	<b>Population (in millions)</b>	<b>GDP 2022 (in billions)</b>	<b>Annual Program Size (in millions)</b>
Dallas	7.9	\$ 689	\$ 415
Houston	7.4	\$ 633	\$ 375
Atlanta	5.2	\$ 455	\$ 392
Phoenix	5.0	\$ 362	\$ 900
Charlotte	2.8	\$ 229	\$ 675
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Program size refers to the amount of money to be spent on capital projects in the region's long-range plan.

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Dallas	7.9	\$ 689	\$ 415	0.06%	\$ 53
Houston	7.4	\$ 633	\$ 375	0.06%	\$ 51
Atlanta	5.2	\$ 455	\$ 392	0.09%	\$ 76
Phoenix	5.0	\$ 362	\$ 900	0.25%	\$ 180
Charlotte	2.8	\$ 229	\$ 675	0.29%	\$ 241
Austin	2.4	\$ 222	\$ 917	0.41%	\$ 382

# Customer Focus

► KEY DEMOGRAPHICS for the AVERAGE ATLANTA TRANSIT RIDER

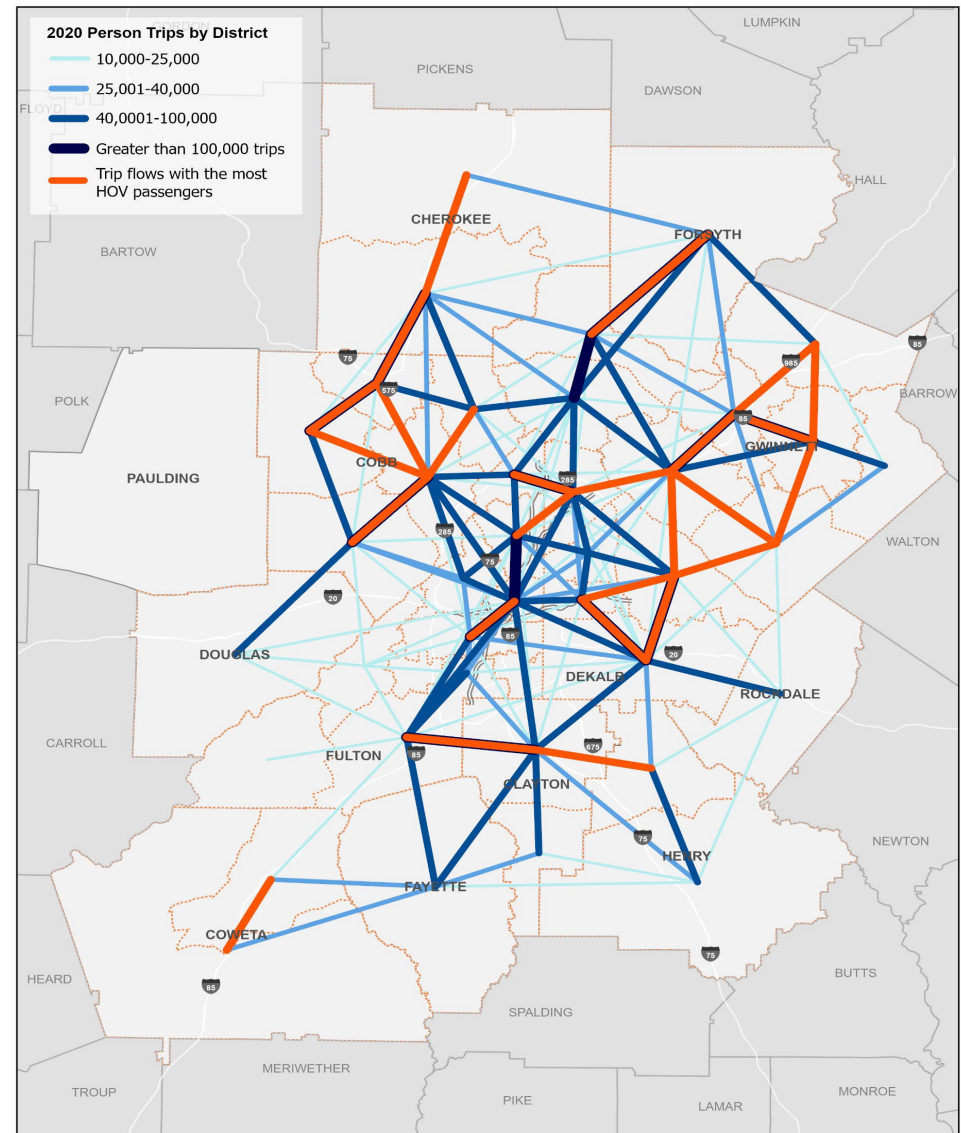


## Household Income



# Cross-County Service

- Analysis focuses on geospatial data that captures key drivers of transportation demand such as in-person employment centers and other activity centers.



# Public Official and Business Leader Interviews

- ▶ We have interviewed 24 public officials and members of the business community to understand their perception of transit in the Atlanta region and ATL's role in the region.

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## **Connecting the Three Pillars with a single strategy**

Holistically delivering on the interrelated priorities of cross-county service, customer focus, and economic competitiveness requires a data-informed strategy that prioritizes regional-scale investments that are responsive to demand.

## **Evolving Attitudes**

Preconceived notions, meet shifting expectations. Diminished ridership and state of repair have helped to drive attitudes at the state level about the cost of operating high-capacity transit— in conflict with the expectations of the region's newest residents.

## **Education, Outreach, and Optics**

The state's legislators, businesses, and residents share concerns about the region's mobility issues, and are looking to the ATL to better understand the cost and impact of connecting their communities with transit options.

## **Understanding transit habits and preferences**

Ridership has faltered because the strategy has not evolved with the new, post-pandemic imperatives of riders. Understanding these new preferences is critical to jump starting adoption of existing services, and understanding where to place new investments.

## **Driving Competition by refocusing on Customers**

Strategic investments in assets, technology and infrastructure that build access and capacity in the right places will align the experience of transit to the expectations of business and residents moving to the region.



# Strategic Blueprint Next Steps

- ▶ Wrap up Strategic Blueprint scope of work
- ▶ Present key takeaways to the Board
  - Vision
  - Three Pillars
  - Rider profiles for the Atlanta region
  - Funding scenarios
- ▶ Hand off to the ARTP long-range planning team





**Thank you.**

**Questions?**



**ADJOURN**

**The ATL Board Meeting Will Begin Momentarily**