



MOBILITY SOLUTIONS FOR GEORGIA: A SINGULAR FOCUS

FTA State Programs Annual Meeting

Scott Haggard, Director of Government & External Affairs

May 9, 2019

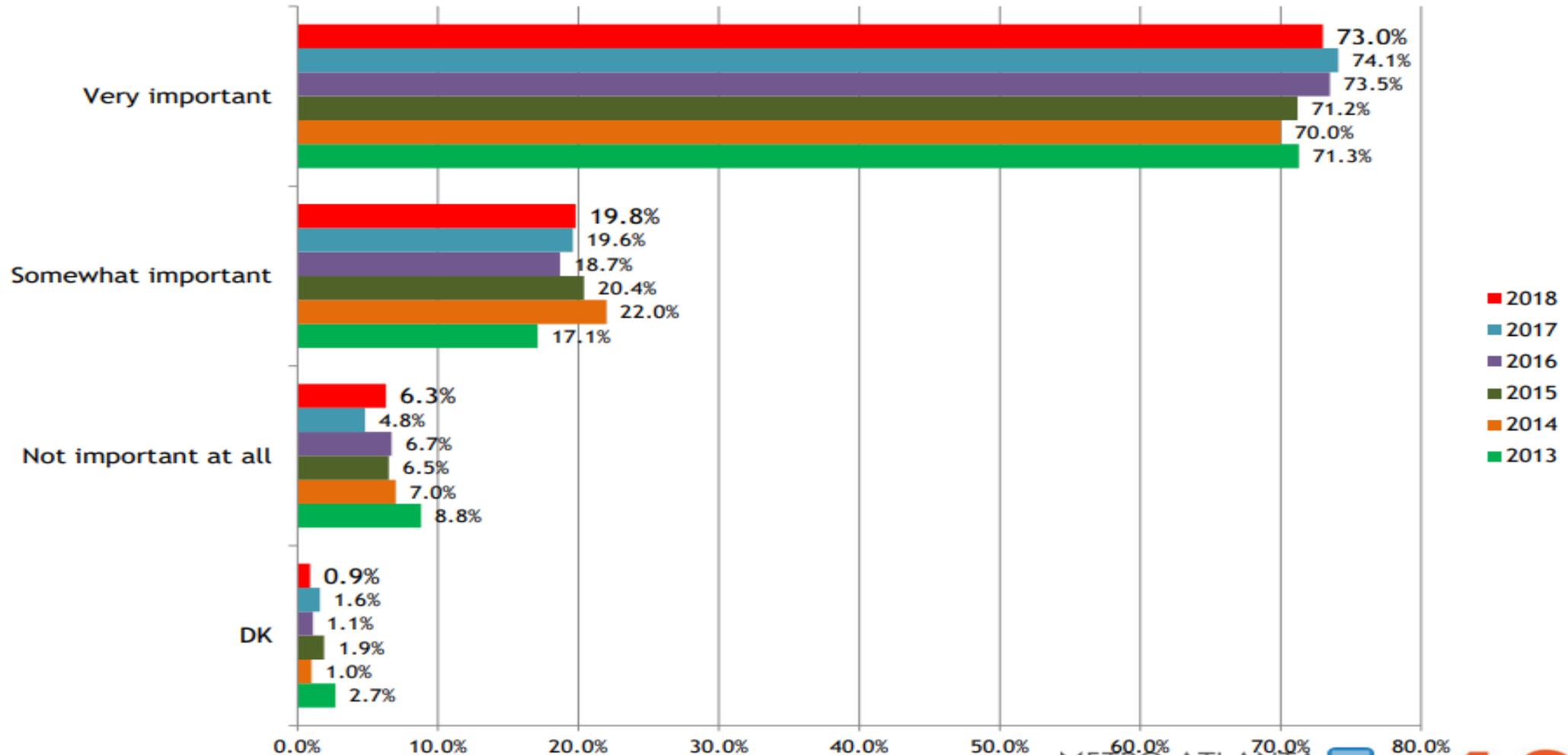
HOW DID WE GET TO THE ATL?

- **1871**: First **streetcars** operate in the City of Atlanta
- **1926**: Peak of streetcar passenger service – **96.7 million trips** (city pop. 250K)
- **1947**: Rail lines from Atlanta to **Marietta and Stone Mountain** cease operations
- **1949**: **Final streetcar trip in Atlanta**
- **1961**: ARC report calls for 60 miles of rapid rail costing **\$200 million in 5 counties**
- **1965**: Georgia General Assembly passes act **creating MARTA**
- **1971**: MARTA 1% sales tax referenda pass in **Fulton and DeKalb Counties** only
- **1979**: First MARTA Rail line opens from Georgia State to Avondale
- **1999**: Last MARTA Rail station opens at North Springs

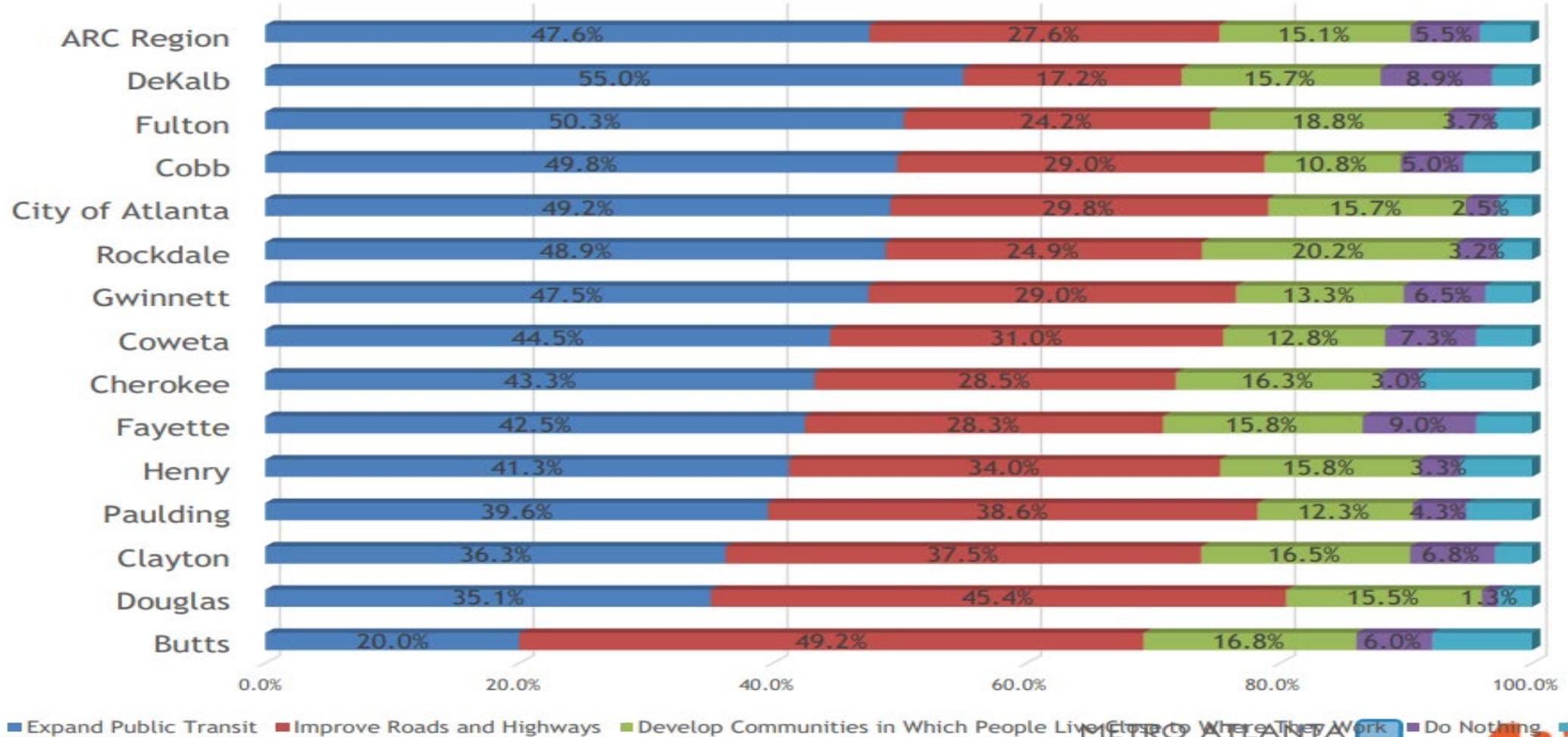
HOW DID WE GET TO THE ATL? – 2000s

- **2005-2012:** Transit Planning Board created, followed by the standing [ARC Regional Transit Committee](#) and the 2012 failed T-SPLIST referendum
- **2014:** MARTA sales tax referendum passes for expansion to [Clayton County](#) with 74% of the vote; bus service started 2015 and commuter rail to come
- **2015:** Georgia General Assembly includes [\\$75 million](#) for transit projects statewide as part of HB 170 transportation funding deal (“GO! Transit”)
- **2016:** General Assembly passes SB 369, allowing the [City of Atlanta](#) to vote on a ½% sales tax increase for additional MARTA expansion projects (“More MARTA”)
- **2017:** Georgia House creates [Commission on Transit Governance and Funding](#), which recommends new regional framework and state investment

Importance of Public Transit: MAS Responses 2013-2018

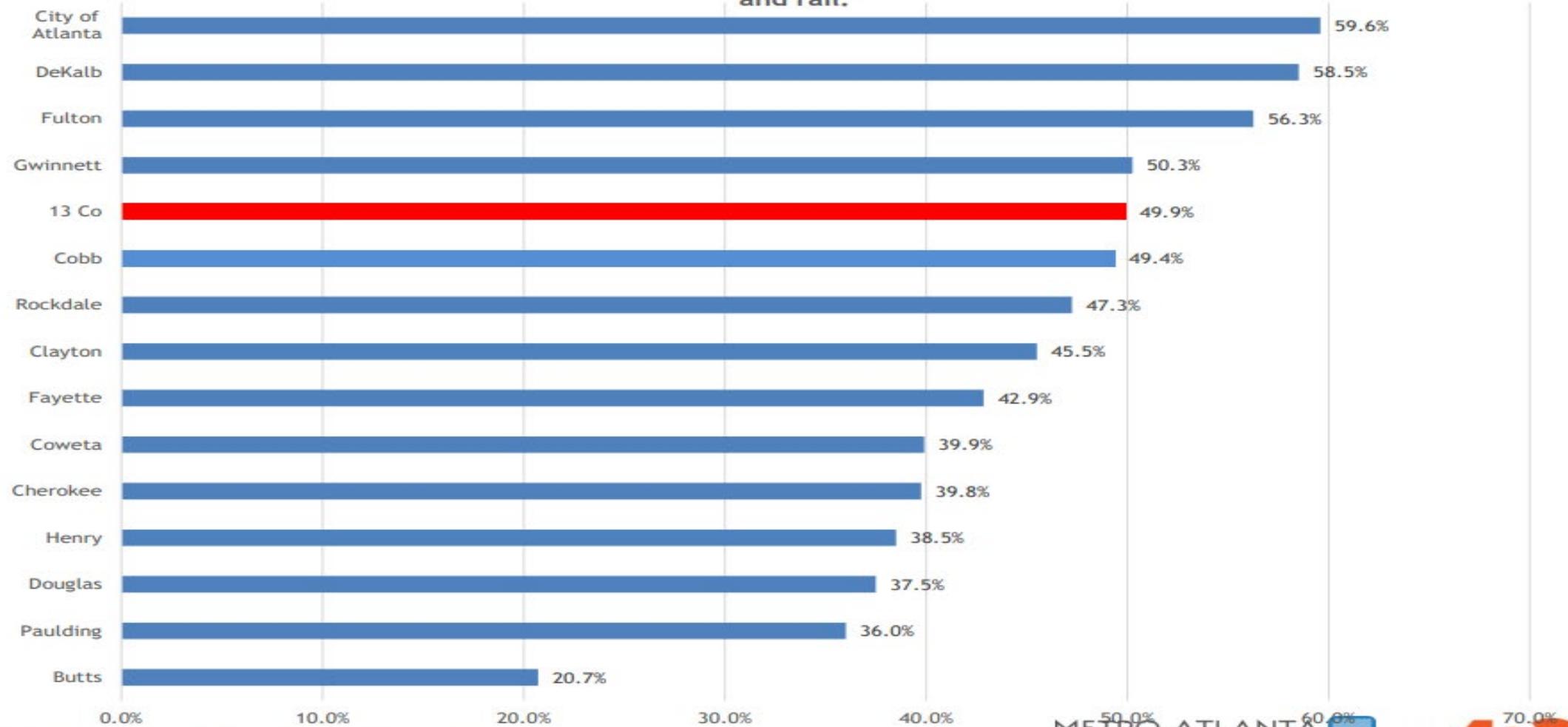


Best Long-Term Solution to Traffic?: MAS 2018



+ regional impact + local relevance

Share Agreeing or Strongly Agreeing 2018:
"I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail."



regional impact + local relevance

METRO ATLANTA
SPEAKS

ARC
ATLANTA REGIONAL COMMISSION
regional impact + local relevance

WHY TRANSIT MATTERS: ECONOMIC DEVELOPMENT





AN OVERVIEW OF THE ATL

For two decades since the creation of the Georgia Regional Transportation Authority (GRTA) in 1999, the state and region discussed how to solve the challenge of cross-jurisdictional and multi-agency coordination of transit planning and funding, until 2018...



A UNIFYING ENTITY FOR THE ATLANTA REGION THAT
ENSURES COORDINATED TRANSIT PLANNING AND FUNDING,
AND INCREASED TRANSPARENCY



With the creation of the ATL, coupled with SRTA & GRTA, the State of Georgia has an entity that is focused on connecting people, jobs and communities through preferred mobility options and innovative solutions.

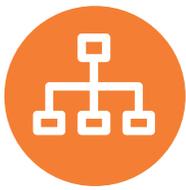


GEORGIA: CONNECTING THE VISION

By combining the talent and resources of SRTA, GRTA and ATL, we have reduced the footprint of state government into a streamlined entity that is travel-mode agnostic and purpose built to examine any method that may work to move people around the region.

- Xpress Operations transferred from GRTA to SRTA on July 1, 2017
- GRTA Board of Directors also serves as a transit advisory board to SRTA regarding the Xpress Commuter Coach Service
- Both our Xpress Commuter Service and state-registered vanpools have total access to all the Express Lanes, so all riders can use these transit services without having to pay the tolling costs
- The ATL is attached to the Georgia Regional Transportation Authority (GRTA) for shared administrative resources
- SRTA, GRTA, and the ATL Boards will explore current and future modes/technologies that will best meet the needs of the region in a cost-effective manner





ATL BOARD OF DIRECTORS



Charlie Sutlive, Chairman



Felicia Franklin Warner, Vice-Chair



Earl Ehrhart



Russell R. McMurry, P.E.



Charlotte Nash



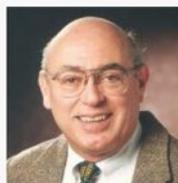
Teddy Russell



Mark Toro



Keisha Lance Bottoms



Steve Dickerson, Sc. D.



Andy Macke



Howard A. Mosby, CPA



Todd Ver Steeg



Michael L. Thurmond



Chuck Warbington



Tom Weyandt



ATL KEY ACTIVITIES



**REGIONAL
COORDINATION**



**REGIONAL
TRANSIT PLAN,
POLICIES & STANDARDS**



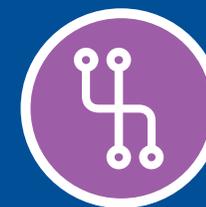
**ANNUAL
REPORT/AUDIT**



**TRANSIT TECH &
INNOVATION**



**REGIONAL
UNIFIED BRANDING**



**TRANSIT PLANNING
SERVICES**

The ATL's primary mission is focused on regional transit planning and funding governance –
not operations, project management or construction



REGIONAL COORDINATION

Transit Executives Working Group



Gwinnett



Note: Fulton, DeKalb, and Clayton counties are not specifically listed due to their membership in MARTA, their fixed route operator, but representatives from those jurisdictions are welcome to participate in both groups.

Transit Operators Working Group

ARC
Barrow
Bartow
Carroll
Cherokee
City of Atlanta
Cobb
Coweta
CPACS
Dawson
Douglas
Fayette
Forsyth
FTA

GDOT
Gwinnett
Hall
Henry
Jackson
MARTA
Newton
Paulding
Pike
Rockdale
Spalding
SRTA
Walton



Atlanta Regional Commission

Atlanta-Region Transit Link

BOARD
LEVEL

Atlanta Regional Commission Board

*Transportation & Air Quality Committee (MPO)
&
Community Resources Committee*

Atlanta-Region Transit Link Authority

*(Bi-Monthly)
Elected and appointed ATL Board members*



EXECUTIVE
&
STAFF
LEVEL

Transportation Coordinating Committee & Land Use Coordinating Committee

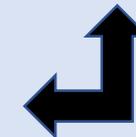
Transit Executives Working Group

*(Quarterly)
Executives of existing Regional Transit Operators*

MANAGER
&
STAFF
LEVEL

Transit Operators Working Group

*Bi-Monthly
ATL & ARC Led
Transit staff that report to agency executives*





REGIONAL COORDINATION - HOLISTIC FOCUS ON MOBILITY



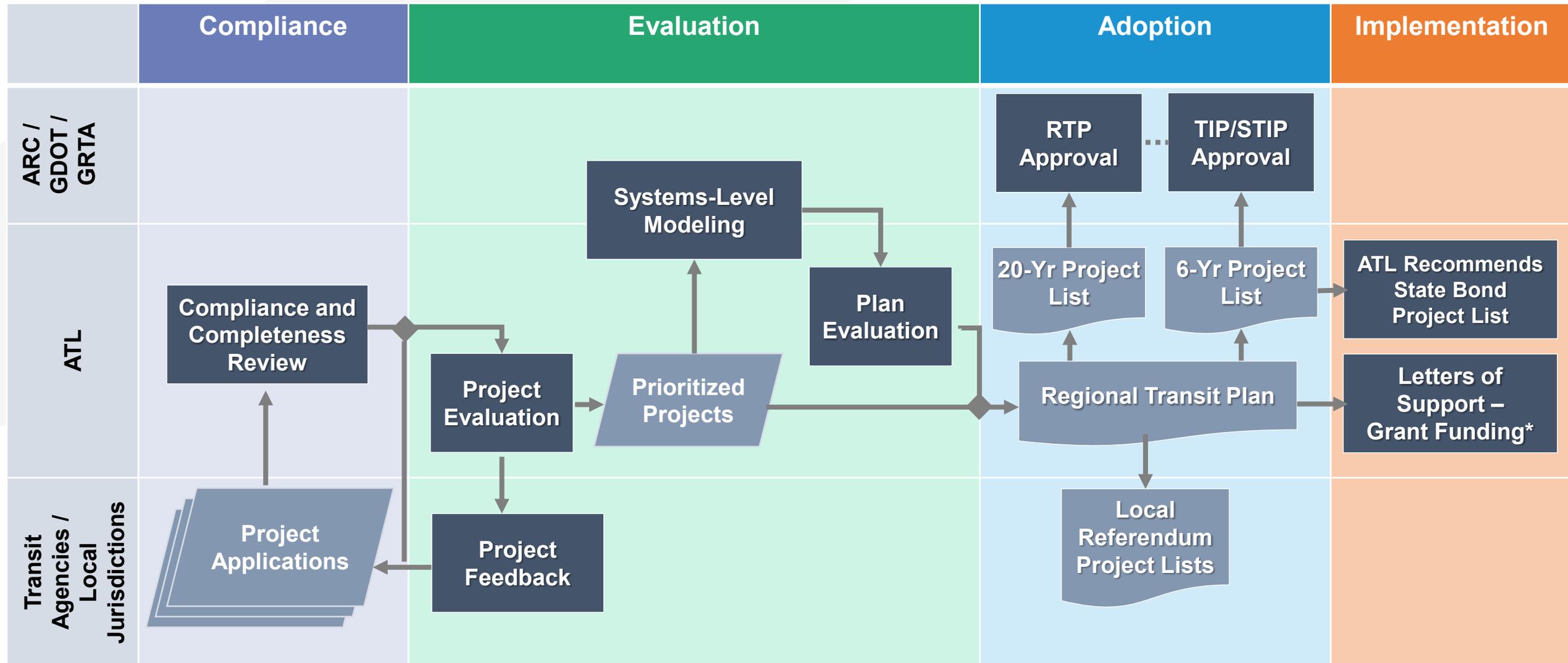
REGIONAL TECHNOLOGY COORDINATION

- REAL TIME AUTOMATIC VEHICLE LOCATION DATA FEEDS (GTFS)
- MOBILE APP APIs for Trip Planning and Scheduling
- AUTONOMOUS VEHICLE PILOT PROGRAMS and STUDIES

Regional Transit Plan in Context of Other Regional Planning Documents

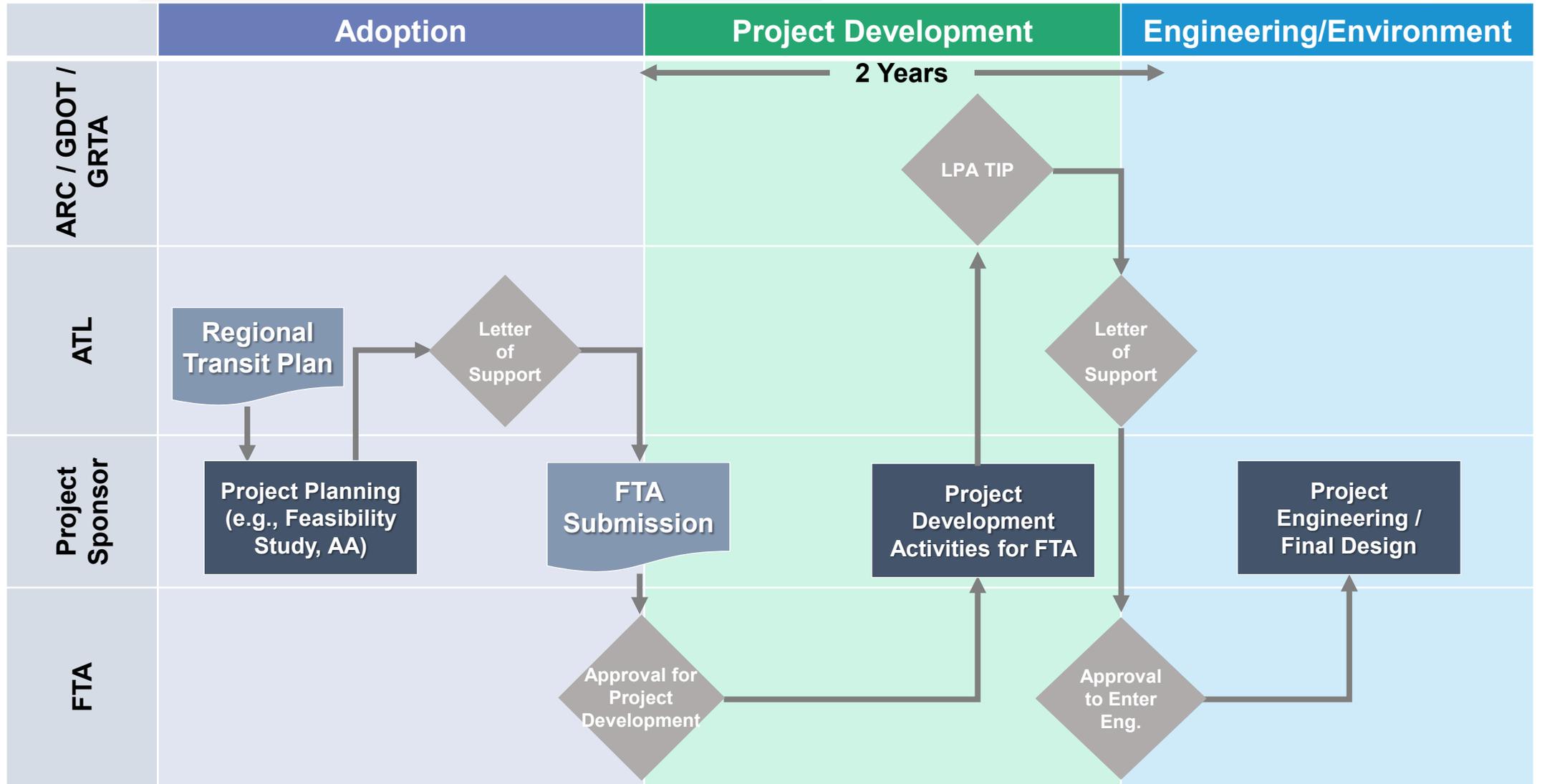


Regional Transit Plan Process Flow



*Implementation phase and Letter of Support process/timing differs for CIG Projects

Transit Plan Process Flow *continued* – CIG Projects



ATL LETTERS OF SUPPORT FOR DIRECT RECIPIENT GRANT APPLICATIONS

1. Project Sponsors submit Projects to ATL
2. ATL Prioritizes Projects into ATL Regional Transit Plan
3. Project Sponsor continues to advance project until they are ready to submit CIG Grant application
4. ATL issues Letters of Support for grant applications that align with regional priorities in terms of project sequence and timing of funding request
5. Letter of Support = ATL endorsement of project application to FTA



**Federal Transit
Administration**



ATL

ATL Regional Transit Planning Process

Next Steps

- ➔ **Feb – May:** Develop planning & project submittal process with regional input
- ➔ **Apr – May:** Refine/review planning & project submittal process with stakeholders
- ➔ **May 10:** ATL Planning Committee reviews the planning process
- ➔ **May 23:** ATL Board adoption of planning process framework
- ➔ **Apr – Jun:** Develop on-line project submittal portal
- ➔ **Jun – Jul:** **CALL FOR PROJECTS APPLICATION WINDOW OPEN**
- ➔ **Jul – Sept:** ATL Regional Transit Plan development
- ➔ **Oct – Nov:** Public and stakeholder review and comment
- ➔ **December:** ATL Board adoption of ATL Regional Transit Plan



ATL ANNUAL REPORT/AUDIT

- Annual Review of the State of Regional Transit Services and Operations
- Performance and Financial Overview
- Regional as well as System by System View
- Audit Period: July 1 to June 30
- Trend Analysis
- Comparative Analysis to other Regions in US
- HB930 Requirement -- Due Dec 1 of each Year



R REGIONAL UNIFIED BRANDING

- ▶ Regional Transit Plan must include plan for the creation of a unified brand to encompass all transit service providers in 13-county region
- ▶ As of January 1, 2019, any new MARTA asset worth more than \$250,000 must display the ATL logo and brand, prominently featuring the acronym “ATL”
- ▶ As of January 1, 2023, the ATL logo and brand must be used on any and all MARTA property
- ▶ 77 new Xpress buses on order will feature ATL logo
- ▶ Continuing discussions within Region on Branding



Note: The above is a conceptual mockup meant only to show the ATL logo in context and how co-branding could be implemented.





REGIONAL TRANSIT FUNDING

- ▶ 13 counties in region have the option for a transit-specific SPLOST, for up to 30 years and up to 1%
- ▶ Projects must be in Regional Transit Plan & approved by ATL
- ▶ ATL will work with jurisdictions on local transit plans
- ▶ ATL is Designated Recipient of Federal Funds (10/1/18)
- ▶ ATL's scope includes all Federal/State transit funds in region
- ▶ ATL required to provide list of projects of regional significance to Governor & Gen. Assembly by 9/1 of each year for possible state bond funding





ATL SERVICES & OFFERINGS

- Transit Planning Consulting Services
- Transit Planning RFP Drafting & Process Guidance
- Regional Procurements
- Grant Opportunities Notification and Coordination
- Transit Technology Reviews & Implementation Assistance
- FTA Coordination Assistance
- Site Visit/Scanning Tour Planning/Coordination





ATL PRIORITIES & KEY DATES SUMMARY

- ▶ First ATL Transit Executives Working Group Meeting – May 8th
- ▶ ATL and Planning Process Overview Presentation to MARTA & MPO (ARC) –May 9th
- ▶ Regional Transit Plan Project Prioritization Process Approval – May 23rd
- ▶ **Regional Transit Plan Call for Projects – June/July**
- ▶ ATL Annual Report & Audit (RFP released; Audit due by Dec. 1st)
- ▶ First Regional Transit Plan Adopted by December 2019

ONGOING WORK

- ▶ ATL assistance on local transit initiatives (county/city transit plans, federal grants)
- ▶ Forsyth County; City of Smyrna. Talks underway with Others
- ▶ Creation of Regional Transit Policies (GTFS, Mode Definitions & Standards, Fare Policies)
- ▶ Continued work on ATL Branding in Region (*Xpress* branding next)
- ▶ ATL Technology Pilot Demonstration Project

Thank You.



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