

Transportation and Air Quality Committee
Charlotte Nash, Chair

Thursday, January 9th, 2020
10:30 a.m. – 12:00 p.m.
ARC Harry West Room

Members Present	Members Absent
Commissioner Charlotte Nash	Commissioner Romona Jackson
Commissioner Harry Johnston	Mayor Eric Clarkson
Commissioner Robb Pitts	Commissioner Jeff Turner
Mr. Mark Mathews	Mayor Keisha Lance Bottoms
Mr. Mike Houchard	Mr. Kerry Armstrong
Commissioner Mike Boyce	CEO Michael Thurmond
Commissioner June Wood	Ms. Liane Levetan
Mayor Eric Dial	Mayor Nancy Harris
Mayor Clark Boddie	Commissioner Oz Nesbitt
Commissioner Paul Poole	Mr. Tread Davis
Mr. Paul Tanner	Mayor Rochelle Robinson
Mr. Jim Durrett	Ms. Donna Sheldon
Ms. Martha Martin	Commissioner Dave Carmichael
Commissioner Pat Graham	Mr. Jeff Lewis
Commissioner Laura Semanson	Commissioner Donald Hawbaker
Mr. Rich McDonald	Commissioner Marcello Banes
Mr. Paul Tanner	

1. Welcome - Acceptance of November 14, 2019 TAQC Meeting Summary; Public Comment period

Charlotte Nash, TAQC Chair, asked if there were changes to the meeting summary. Hearing no additional comments, the summary was accepted as presented. Chairman Nash asked for public comments. There was no public comment.

2. *FIRST READ - Issue Summary and Resolution for the Atlanta Region's Plan/RTP Update*

John Orr, ARC, introduced discussion to the Atlanta Region's Transportation Plan (RTP) Update, and then handed the discussion off to David Haynes, ARC, to present on the RTP and the Transportation Improvement Program (TIP) update.

Mr. Haynes discussed that the RTP must be updated every four years, and that there have been seven amendments to the last 2016 RTP update. The plan is not static, and ARC has been working to incrementally update it. The 2020 update has extended the timeline horizon of the RTP from 2040 to 2050, and there has been an increased emphasis on equity, safety, resilience, and performance targets in this update.

Mr. Orr commended GDOT for improving its partnerships with local governments and said that a web map with project extents and description will be sent out to TAQC members.

Mr. Haynes gave an overview of the response received during the public comment period and detailed how the ARC would be responding to the comments within the RTP.

The timeline for the rest of the RTP approval was laid out, and it was mentioned that the GRTA Board has already conditionally approved the TIP projects, which they do on behalf of the Governor.

A question was asked regarding the origin of the public comments and the manner in which they would be responded to. Mr. Haynes and Melissa Roberts, ARC, responded that the bulk of the comments came from supporters of the Beltline Rail Now! group, but that comments were also received from the Southern Environmental Law Center, PEDS, the EPA, and many comments came from individuals from around the region. Comments that cover similar themes or project areas will receive a combined response. Unique questions or comments will receive individual responses, though.

A question was asked regarding whether the RTP planned funding for the 30-year horizon out to 2050. Mr. Haynes responded that ARC works with other agencies and stakeholders to develop reasonable revenue projections, and staff do their best to include federal, state, and local funding sources that are likely to continue over the 30-year horizon – local SPLOST taxes that have been traditionally reapproved by voters are assumed to continue. ARC will update the plan as necessary as funding changes occur.

A question was asked on what the margin of error is on the \$172.6 billion figure. Mr. Haynes and Mr. Orr responded that this is a new number as ARC has recently begun tracking all state

and local projects. The biggest funding source over the years that could change is the federal funding source.

A question was asked on whether Georgia is getting back all the federal money it is sending in gas taxes. Paul Tanner, GDOT, responded that Georgia is receiving more money from the federal government than it historically has, and that special grants to cities, counties, and transit agencies add up to a significant amount.

3. Regional Transportation Demand Management (TDM) Network

Roz Tucker, ARC, presented on the TDM program that ARC manages to reduce traffic congestion and provide incentives for carpooling, transit use, and mode shifts during regular work commutes. Ms. Tucker emphasized the benefits of the Guaranteed Ride Home program for transit users, the work with over 700 employers in the region, and the new website and mobile app that were developed for the Georgia Commutes Options program.

ARC and its partners will be developing a new evaluation framework during 2020 to measure and report the results of the TDM program

4. Regional Commuter Survey

Ms. Tucker reviewed the process and goals of the Regional Commuter Survey that is conducted every 3-5 years. A 19-county region was surveyed, and 5,100 surveys were returned (5,000 was the goal). This will help ARC and its partners understand the origins and destinations of trips around region, and the mode choices being made.

5. BIKETOBER Modal Promotion

Bennett Foster and Joel Washer, ARC, presented on the BIKETOBER program that encouraged cycling throughout the month of October 2019. The initial registration survey helped identify barriers to commuters cycling more whether these were infrastructure, safety, or social reasons. Promotion through social media, gameification, prizes, and connecting friends and their commutes were applied to the program, and ad targeting through Facebook and Instagram was utilized to optimize registration, marketing, participation, and ad dollars. Events that involved rides with local mayors and group rides to movies helped promote the program in some communities. Early adopters to the program were concentrated in the urban core of the region, but users were spread all over the region by the end of October.

Question and Answer

Q: Has there been lasting results from the challenge?

A: This was a record-breaking Biketober by ridership and miles pedaled. There are follow up surveys sent out to participants after 5-weeks and 3-months to see if and how behavior changed after the challenge.

Q: How do you handle clothing when it rains?

A: We have resources to suggest best practices for new riders, and part of our TDM program is encouraging employers to provide access to lockers and showers

6. Other and Committee Introduced Items

None.

7. Announcements

Mr. Orr announced the Connect ATL 2020 summit that will be occurring on March 31st and encouraged registration and attendance.

Adjourned

Handouts & Presentations:

Agenda: 01/09/2020 TAQC Agenda

Resolution and Issue Summary: Atlanta Region's Plan/RTP Update

Resolution and Issue Summary: Issue Summary and Resolution: Atlanta Region's Plan/RTP Update

Presentation: Regional TDM Network

Presentation: BIKETOBER Promotion