

Transportation Coordinating Committee
Friday, January 17th, 2020

TCC Members or Alternates Present:

<i>ARC</i>	Kofi Wakhisi		
<i>Atlanta</i>	---	<i>Fulton</i>	David Clark
<i>Barrow</i>	---	<i>GDOT</i>	Phil Peevy
<i>Cherokee</i>	---	<i>GRTA/SRTA</i>	Jamie Fischer
<i>Clayton</i>	Keith Rohling	<i>Gwinnett</i>	Vince Edwards
<i>Cobb</i>	Eric Meyer	<i>Henry</i>	Sam Baker
<i>Coweta</i>	Tavores Edwards	<i>MARTA</i>	---
<i>DeKalb</i>	Sylvia Smith	<i>Newton</i>	Toney Wright
<i>Douglas</i>	Miguel Valentin	<i>Paulding</i>	---
<i>EPD</i>	Gil Grodzinsky	<i>Rockdale</i>	---
<i>Fayette</i>	Joe Robison	<i>Spalding</i>	---
<i>Forsyth</i>	---	<i>Walton</i>	---
<i>MD-1</i>	---	<i>MD-4</i>	Michelle Wright
<i>MD-2</i>	---	<i>MD-5</i>	---
<i>MD-3</i>	---	<i>MD-6</i>	---

Advisors (Non-voting):

<i>CBMPO</i>	---
<i>GHMPO</i>	---
<i>GDOT I'modal</i>	---
<i>FHWA</i>	Tamara Christion
<i>FTA</i>	---

1. Welcome - Acceptance of December 13, 2019 TACC Meeting Summary; Public Comment period

Kofi Wakhisi, ARC, was acting Chair for the day as John Orr was out. Mr. Wakhisi asked if there were changes to last month's meeting summary. Hearing no additional comments, the summary was accepted as presented.

Mr. Wakhisi asked for public comments. There were no public comments.

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

Mr. Wakhisi 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 financial breakdown of the RTP, and the large roadway capacity and transit projects being planned were presented.

Jamie Fischer, SRTA/GRTA, asked how the \$172.6 billion figure of the RTP was reached. Mr. Haynes responded that any project that met at least one of two requirements was included: Those that used any amount of federal funding, and any state- or locally-funded projects that are regionally significant and would require modeling by the ARC. Mr. Haynes continued that ARC staff has worked diligently to include all types of projects across the region, and that the \$172.6 billion figure considers total project costs, not just the federal portion.

Gil Grodzinsky, EDP, asked how "regional significance" is determined to evaluate projects. Mr. Haynes responded that road capacity and operations projects need to be at least one mile long to be considered. The functional class threshold to be considered is any collector or higher.

Mr. Haynes gave an overview of the over 600 comments received during the public comment period and detailed how the ARC would be responding to the comments within the RTP. The vast majority (530) were focused on the Atlanta Beltline.

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

Ms. Fischer asked what the proportion of Beltline-related comments were form letters versus unique comments. Mr. Haynes responded that roughly 80% were form letters.

Ms. Fischer asked whether the ARC would be using the TIP evaluation process for long-range projects as suggested by a Southern Environmental Law Center letter. Mr. Haynes responded that the TIP process is vary labor- and data-intensive, and is tiered towards smaller, shorter-range projects rather than those that have a 20- or 30-year timeline. Mr. Haynes continued that the TIP and RTP evaluation processes are both being tweaked and improved.

Ms. Fischer commented that the managed lane system being built by GDOT is being develop not just for car traffic, but also purposefully to serve transit – especially commuter buses operated by

GRTA. Improved communication to the public on this point from GDOT, SRTA/GRTA, and ARC would be useful.

3. Regional Transportation Demand Management (TDM) Network

Roz Tucker, ARC, presented on the TDM program that ARC manages which aims 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.

The importance of telework as a mode choice was highlighted as it keeps cars off the road, and currently has more users than transit.

A Transportation Demand Management Coordinating Committee (TDMCC) was set up last year under TCC and TAQC in order to better govern and expand the TDM program.

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

Tavores Edwards, Coweta County, asked if there is a list of employers who offer telework. Ms. Tucker replied that this information is available for those employers who are in the TDM program, and that the list can be shared.

4. 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 for 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.

2019 saw the largest Biketober ever with 54% increase in new riders and 44% of trips used for commute purposes.

Ms. Fischer, SRTA, commented that SRTA would be interested in partnering more with ARC to improve the marketing for SRTA's Try Transit program.

5. Other and Committee Introduced Items

Mr. Wakhisi introduced Professor Steve Dickerson, an ATL Board member, to present on high tech solutions to traffic congestion. Dr. Dickerson commented that smartphones and smartpho

apps can be implemented to improve usage of HOV/HOT lanes throughout the region. Automated vehicle technology could be used very effectively to improve MARTA trains to improve frequency.

6. Announcements

There were no announcements.

Adjourned

Handouts & Presentations:

Agenda: 01/17/2020 TAQC Agenda

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

Presentation: Region's Plan/RTP Update

Presentation: Regional TDM Network

Presentation: BIKETOBER Promotion