



# ARC COMMITTEE MEETING FOLLOW-UP

## TRANSPORTATION COORDINATING COMMITTEE

### March 4, 2016 Meeting Summary

#### TCC Members or Alternates Present:

<i>ARC</i>	John Orr	<i>Forsyth</i>	---
<i>Atlanta</i>	Jonathan Lewis	<i>Fulton</i>	Roussan Francois
<i>Barrow</i>	Guy Herring	<i>GDOT</i>	Matthew Fowler
<i>Bartow</i>	---	<i>GRTA</i>	Jamie Fischer
<i>Cherokee</i>	Geoff Morton	<i>Gwinnett</i>	Alan Chapman
<i>Clayton</i>	Bill Andrews	<i>Henry</i>	Stacey Jordan
<i>Cobb</i>	Eric Meyer	<i>MARTA</i>	Janide Sidifall
<i>Coweta</i>	Tavores Edwards	<i>Newton</i>	---
<i>DeKalb</i>	Patreece Keeter	<i>Paulding</i>	---
<i>Douglas</i>	Randy Hulsey	<i>Rockdale</i>	Miguel Valentin
<i>EPD</i>	Gil Grodzinsky	<i>Spalding</i>	BJ Martin
<i>Fayette</i>	Phil Mallon	<i>Walton</i>	Joe Walter

#### Advisors (Non-voting):

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

#### Other Attendees

Ehren Bingaman, HNTB	Allie Velleca, AECOM
Michelle Wright, Douglasville	Sally Flocks, PEDS
Julia Billings, GDOT	Jonathon Webster, Jacobs
Cristina Pastore, Kimley Horn	John Crocker, City of Roswell
Mark Dana, City of Roswell	Claudia Bilotto, WSP/Parsons Brinkerhoff
Jamie Cochran, GS&P	Henry Green, GDOT
Chris Haggard, City of Johns Creek	Wade Carroll, JRWA
Yvonne Williams, PCIDs	Tommy Engram, Henry County
Megan Weiss, GDOT	Michael Kray, Jacobs
Quinton Spann, GDOT	Shaun Green, ABI
Olen Daelhousen, VHB	Steve Cote, RS&H
Jennifer Harper, PCIDs	Helen Barnes, Southern Environmental Law Ctr
Larry Kaiser, CIS	Kaycee Mertz, GDOT
Erin Thoreson, GSP	Randall Parker, Mulkey

## **1. Welcome, Acceptance of 02/05/16 TCC Meeting Summary, Public Comment Period**

John Orr, ARC, called the meeting to order. Orr asked if there were any comments on the draft 02/05/16 TCC Meeting Summary and hearing none, declared the summary accepted as previously distributed. No public comments were made.

## **2. Issue Summary and DRAFT Resolution Adopting 2015 Atlanta Region Bicycle and Pedestrian Plan (Action Item- First Read)**

Orr stated that this would be the first read with adoption in May, as there would be no ARC Committee meetings in April due to the ARC Board Working Session April 13<sup>th</sup> and 14<sup>th</sup>.

Byron Rushing, ARC, stated that over 80 comments were received during the review process and that they worked to integrate these as much as possible into the plan. An updated plan will be available in April.

## **3. Regional Transit Marketing Project**

Janae Futrell, ARC, provided an overview of the project and implementation plans for the spring of 2016. The regional transit marketing project is a major component of the Regional Transit Committee's (RTC) work program, which is online at [atltransit.org](http://atltransit.org). This is the first major marketing campaign about the 6 transit operators in the Atlanta region and how they work together.

The marketing campaign will launch on March 10<sup>th</sup> at the RTC meeting and will focus on behavior change. They are initially working on informing the public through the website followed by changing their behavior. The campaign is targeted geographically based on where people have access to transit. Millennials stood out significantly in these areas. GRTA has more people driving to transit and their ridership is more Baby Boomers and Gen-X than Millennials, so the Millennials are a new potential ridership.

Various marketing ideas were developed through focus groups, primarily focusing on stress-relief and satire. The focus groups noted that it is important for branding purposes to be sure the program is always referred to as [atltransit.org](http://atltransit.org), ensuring that people don't think that [atltransit](http://atltransit.org) is a 7<sup>th</sup> transit agency. The ad campaign is primarily digital as that reaches Millennials effectively and is more cost effective. It will last from March 10<sup>th</sup> – May 5<sup>th</sup>.

Discussion –

- Randy Hulsey, Douglas County, stated that in terms of the broader regional and drive shed trips, it's important to have communication between ARC and local staff as a lot of people don't know much about the GRTA service, how it works, and its availability. – Futrell will follow-up with Randy on cross promotion.
- Gil Grodzinsky, GA EPD, said that there have been broad brushed attempts at advertising transit in the region, but this is a new and different approach, which is good. He asked if the ads will be managed demographically and geographically. Futrell replied that they will be able to track impressions through social media geographically and then additional

details on the [atltransit.org](http://atltransit.org) website. Grodzinsky asked if they will be able to contrast rail vs. bus. Futrell said that this will likely be done via the geographic breakdown as much as possible.

- Eric Meyer, Cobb County, asked if this campaign also provides information on Commute Options fare reductions. Futrell said that it is focused primarily on transit and not the cross-promotion, but this may be done later.

#### **4. TIP Items**

Kofi Wakhisi, ARC provided an overview on the TIP:

- ARC adopted the Atlanta Region's Plan, including the updated RTP/TIP, at the February Board meeting. GRTA Board approval is expected in March, followed by FHWA approval. Once the approval process is complete, GDOT can begin to assign project managers and PI#s to appropriate projects.
- 2nd Quarter Administration Modification - due April 22, 2016.
- PlanIt will be open today to begin making changes to the new TIP with 2021 phases. 2<sup>nd</sup> Quarter Administrative Modifications will be processed on May 13<sup>th</sup>.
- ARC will send an email out with more info on this and details on the process.
- FAST Act apportionments for 2016 were announced last week. The FAST Act increases STP urban by \$4.5 million in the Atlanta Region, which will need to be allocated in FY 2016.
- It is likely Amendment #1 will be a minor amendment, allocating the additional \$4.5 million from the FAST Act. ARC will not be able to handle any air quality changes as a part of these changes as there will not be enough time to re-run the model.
- Amendment #2 will likely occur in late fall or early winter 2016. This will vary based on ARC board, GRTA board, and other schedules.
- ARC staff will be working with TAQC, the TAQC subcommittee, TCC, and a new TCC subcommittee on an updated project prioritization process, along with staff from GDOT, and GRTA. The ongoing SHRP2 grant work also focuses partly on the project prioritization process.

#### **5. Planning Updates**

Orr gave an overview of several planning activities underway.

- The Atlanta Regional Freight Mobility Plan Update – This plan will be adopted in June. The plan schedule has been extended to integrate changes related to the FAST Act which passed in December 2015.
- Resiliency Planning Activities – ARC has been conducting some analysis in this area and David D'Onofrio, ARC, will present on this work at a future TCC meeting.
- Regional Transit Vision Update – Transportation Access and Mobility is working with Mobility Services on this study. There have been numerous changes to the transit vision since the last transit plan update, which prompted the need for this update. Futrell added that a RFP is tentatively scheduled for release in April, with a pre-bid meeting expected soon after the RFP release.

#### **6. Announcements**

- Jane Hayse Retirement- March 4th. Today will be Jane's last day with ARC.

- Eighth Round of TIGER Funding has begun with a total of \$500 Million available nationally. Applications are due April 29, 2016. ARC is still digesting all of the details of the Notice of Funding Opportunity. Patrick Bradshaw, ARC, said that he would circulate information to TCC members and that he can be contacted with questions.
- The FHWA FASTLANE grant program Notice of Funding Opportunity was released one week ago. Daniel Studdard, ARC said that FHWA expects about \$700 million to be available for large projects with \$76 million available for small projects. The deadline to submit applications is April 14<sup>th</sup>. Studdard will circulate information to TCC members, which is available on the FHWA website.
- Randy Hulse, Douglas County, stated that going forward there is a need for regional collaboration on these grant programs, particularly related to the freight program and FASTLANE.
- The Atlanta Region's Plan/RTP Project Mapping: [rtp.atlantaregional.com](http://rtp.atlantaregional.com) – Mapping is now complete and available online. If TCC members notice discrepancies in the mapping or fact sheets then they should contact their jurisdictional representative.
- Kofi Wakhisi, ARC, said that April 22<sup>nd</sup> is the deadline for 2Q Admin Modifications, which will then be processed on May 13<sup>th</sup>. This is the last one in this fiscal year.
- As Jean Hee Barrett will be out for a period, and a few staff members have left ARC recently, jurisdiction rep responsibilities will be re-arranged. Orr will send an email next week with details.
- Orr recognized Amy Goodwin as new to transportation after shifting over from the Community Development Division.
- Legislative updates – Middle Georgia/Macon area will go for a regional T-SPLOST referendum later this year. Discussions are ongoing related to county T-SPLOST referendums in a number of counties in the Atlanta region.

**Handouts supplied at meeting:**

- None

**Handouts supplied in advance on ARC website ([www.atlantaregional.com/tcc](http://www.atlantaregional.com/tcc))**

- Issue Summary and DRAFT Resolution Adopting 2015 Atlanta Region Bicycle and Pedestrian Plan
- Presentation: Regional Transit Marketing Project