



## **ATL Work Activities & ATL Regional Transit Planning Process**

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# ATL KEY ACTIVITIES & NEXT STEPS



REGIONAL  
COORDINATION



REGIONAL  
TRANSIT PLAN,  
POLICIES & STANDARDS



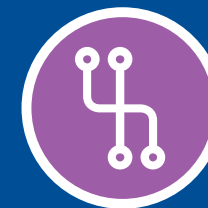
ANNUAL  
REPORT/AUDIT



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: ATL WORKING GROUPS**

# ADOPTED ATL WORKING GROUPS (3/7/2019)

## Transit Executives Working Group



*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	GDOT
Barrow	Gwinnett
Bartow	Hall
Carroll	Henry
Cherokee	Jackson
City of Atlanta	MARTA
Cobb	Newton
Coweta	Paulding
CPACS	Pike
Dawson	Rockdale
Douglas	Spalding
Fayette	SRTA
Forsyth	Walton
FTA	

# Atlanta Regional Commission

# Atlanta-Region Transit Link

BOARD  
LEVEL

## Atlanta Regional Commission Board

*Transportation & Air Quality Committee  
&  
Community Resources Committee*

## Atlanta-Region Transit Link Authority (ATL)

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



EXECUTIVE  
&  
STAFF  
LEVEL

## Transportation Coordinating Committee & Land Use Coordinating Committee

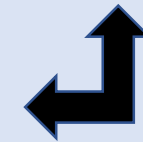
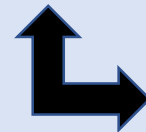
## Transit Executives Working Group

*(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 UNIFIED BRANDING**

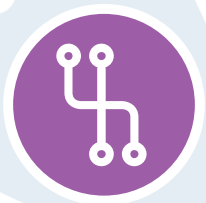
# REGIONAL UNIFIED BRANDING

- ▶ 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
- ▶ Presenting Branding recommendations to GRTA next Week
- ▶ Continuing discussions within Region



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





# **ATL SERVICES & OFFERINGS**



# ATL TRANSIT PLANNING CONSULTING

- ▶ ATL is available to provide consulting and technical support to counties, cities, and other organizations (CIDs, non-profits, etc.) looking to engage in short-term or comprehensive transit planning
- ▶ ATL is able to provide the following support:
  - Transit planning RFP development and FTA compliant procurement support
  - Access to ATL transit consultant contracts and support
  - Technical assistance and project management for county/city transit plans
  - Full development of transit plan leveraged with funding from counties/cities that are able to integrate directly with ATL Regional Transit Plan

## OTHER ATL SERVICES

- ▶ Regional Procurements
  - Ex: Enterprise Asset Management Software RFP
- ▶ Regional Initiatives Funding
- ▶ Grant Opportunities Notification and Coordination
- ▶ FTA Coordination Assistance
- ▶ Site Visit/Scanning Tour Planning/Coordination



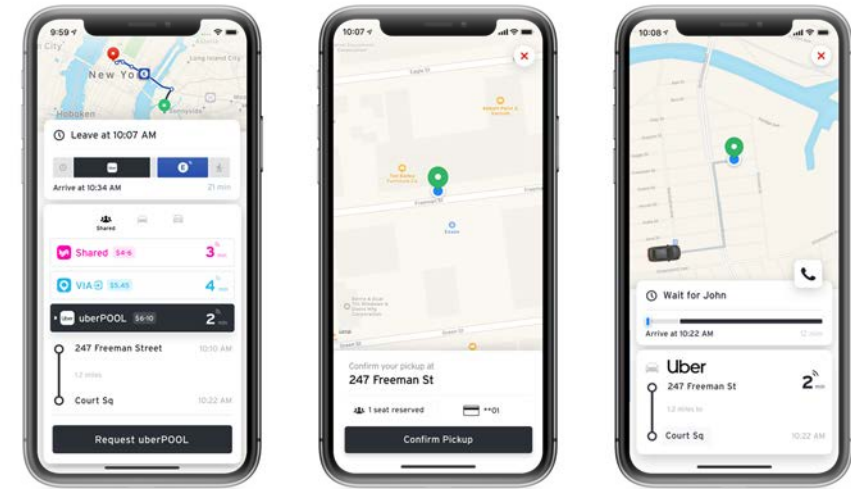
# **REGIONAL TRANSIT POLICIES & STANDARDS**

## POLICIES UNDER DEVELOPMENT NOW

- ▶ Regional Formula Fund Policy Updates
- ▶ General Transit Feed Specification (GTFS)
- ▶ Standards & Definitions for Bus Rapid Transit/Arterial Rapid Transit and Light Rail/Streetcar

## POLICIES AREAS “ON DECK”

- ▶ Regional Fare System & Policies
- ▶ Transit Asset Management (TAM)





# REGIONAL TRANSIT PLANNING PROCESS

# ATL Regional Transit Plan/Process Goals and Objectives

The objective of the ATL Transit Project Prioritization Process is to provide a methodology to **objectively and transparently** evaluate proposed transit projects in serving **the needs of the ATL region.**

The ATL Transit Project Prioritization Process must:

1. Evaluate projects based on standardized criteria and objective data
2. Support ARC/GDOT/GRTA processes for transportation project programming
3. Reflect Federal/State funding and grant requirements
4. Aggregate all transit projects across the region regardless of funding
5. Reflect the ATL's Governing Principles
6. Provide a Regional Plan that will guide the prioritization of limited federal/state transit funding

# Governing Principles for Project Prioritization

## Economic Development and Land Use

Creates or enhances connectivity and access to job centers, activity centers and economic centers in line with the Unified Growth Policy (UGP)

## Environmental Sustainability

Offers new or enhanced services as alternatives to SOV travel, and promoting the use of alternative fuels to build environmentally sustainable communities

## Equity

Provides new or expanded service to and from low and moderate income areas to improve connectivity and focusing on investments that better enable people to meet their day-to-day needs

## Innovation

Uses innovative solutions to improve rider experience, fare collection, cost savings, integration with transit alternatives etc.

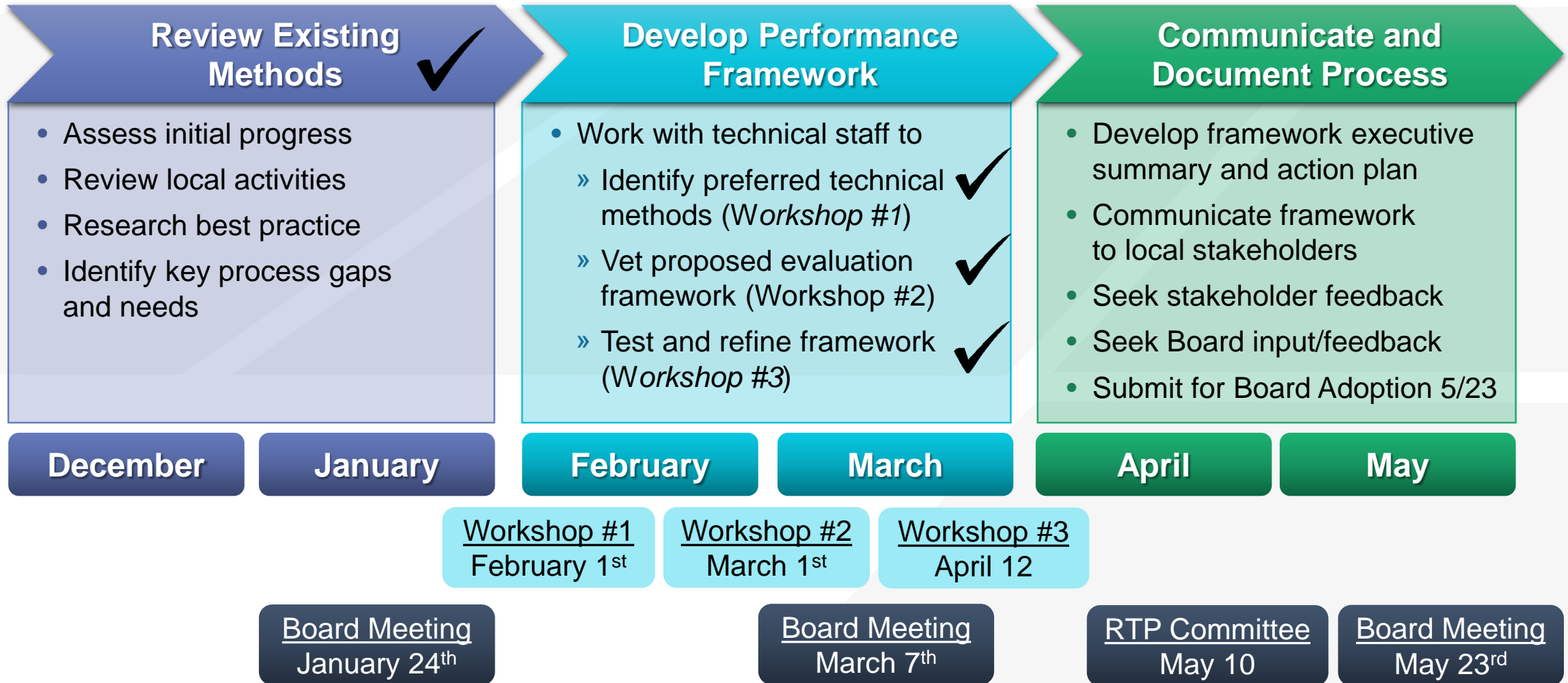
## Mobility and Access

Connects population centers, employment, recreation, using cross-jurisdictional services to create regional connectivity

## Return on Investment

Ensures that project financing plans are feasible and sound and promotes cost-efficient alternatives for new or enhanced service that enable regional economic opportunity and growth

# Schedule





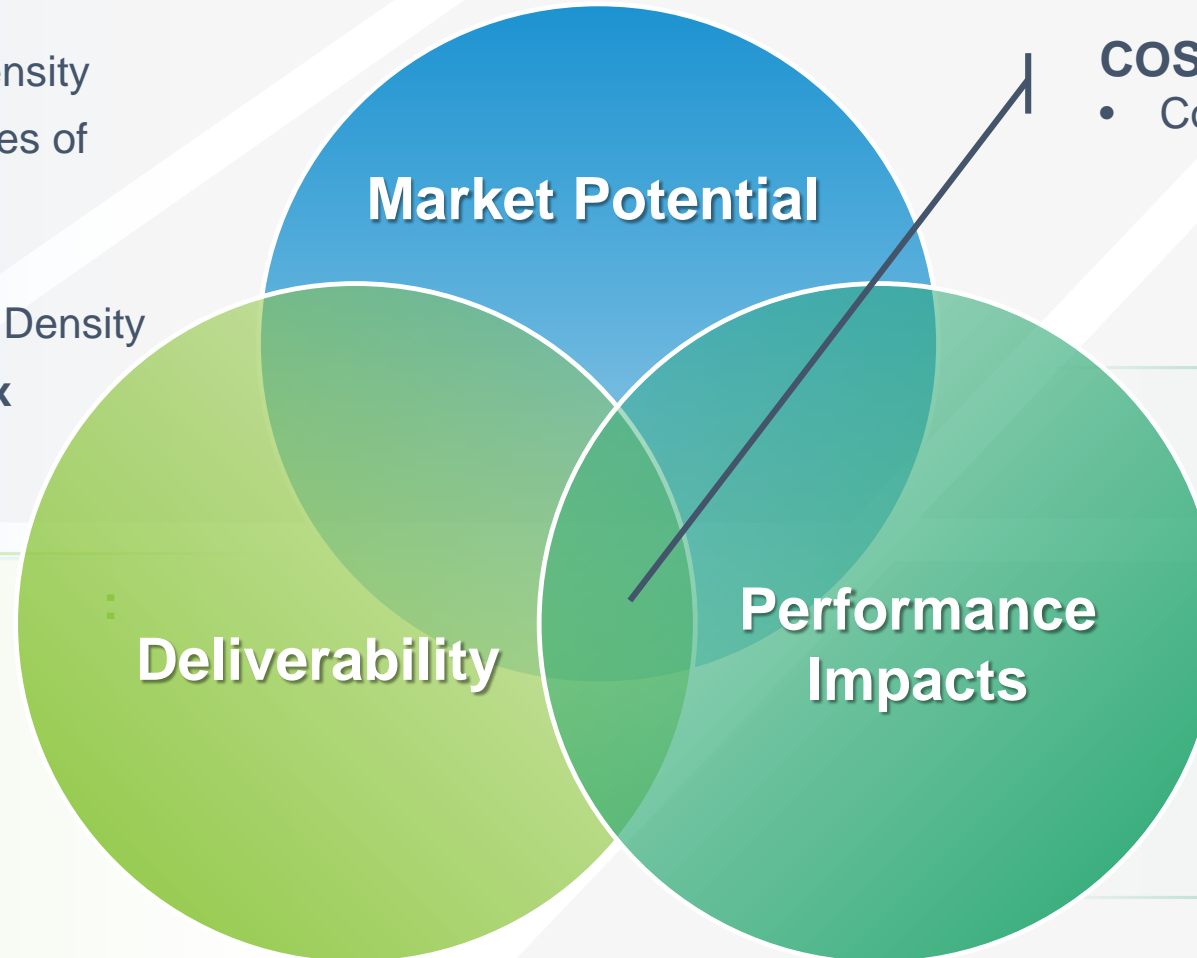
# Multi-Criteria Prioritization Model

## MARKET POTENTIAL:

- Existing/Projected Population Density
- Existing Population – Communities of Interest
- Existing Employment Density
- Existing Low Wage Employment Density
- Existing/Planned Land Use Mix (+/- Community Impacts)
- (Re) Development Potential

## DELIVERABILITY

- **Financial Plan**
- Documented Project Support
- Project Readiness – Schedule, Environmental Impacts
- Regional Integration



## COST EFFECTIVENESS:

- Cost per Point

## PERFORMANCE IMPACTS:

- Transit Trips
- **Transit Reliability**
- Increased Useful Life
- Elements to Improve Safety / Security / Environment

# Proposed Plan-Level Alignment with Governing Principles

Every \$1 Invested = \$ Return (Ecn/LU):

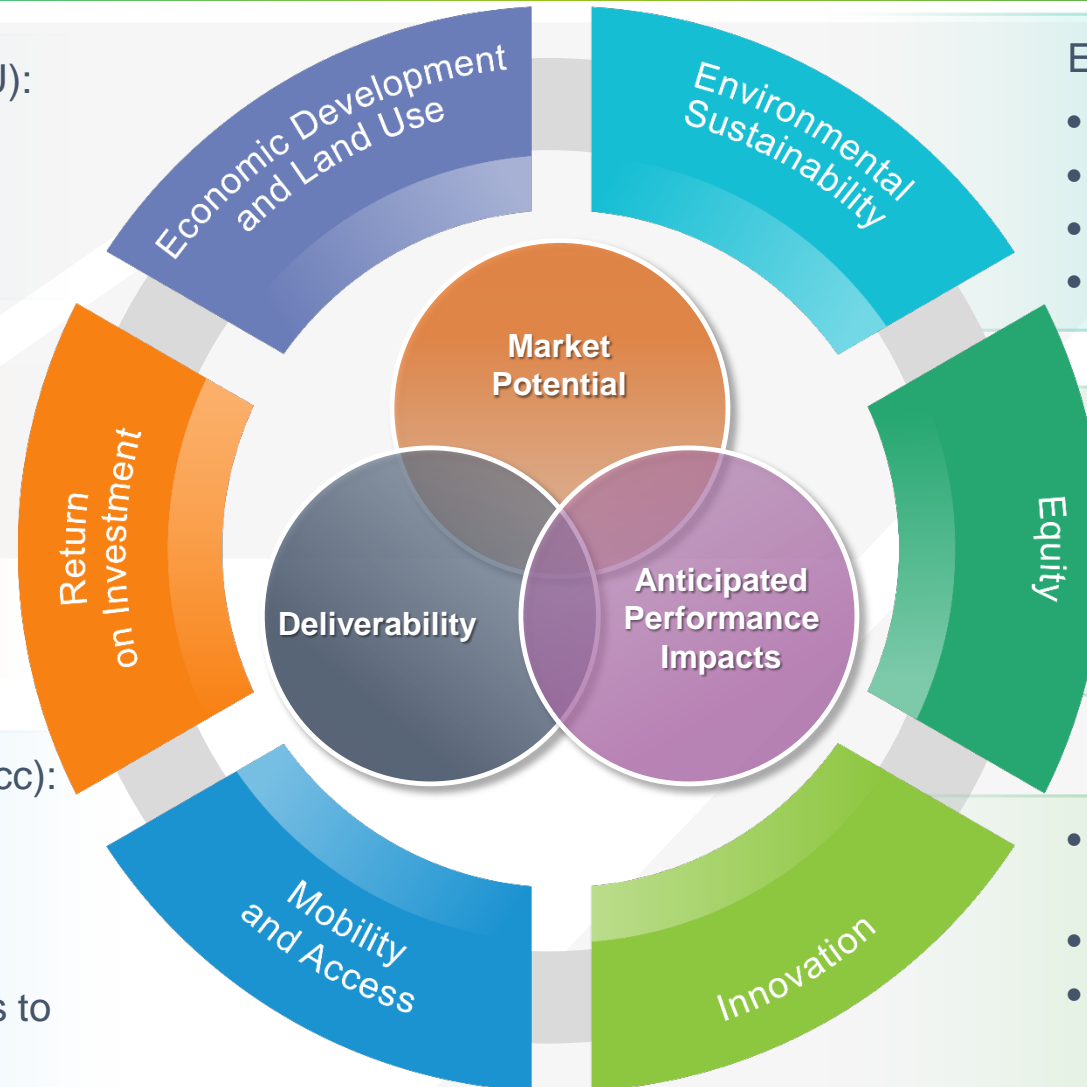
- Jobs served
- Travel time cost savings
- (Re)development potential

Systems Level ROI:

- Benefits: reduction in travel time, vehicle operating costs, crashes, emissions, SGR
- Costs: capital and operations

Every \$1 Invested = \$ Return (Mob/Acc):

- Travel time savings
- System-wide delay reduction
- Access to jobs
- Geographic distribution and access to regional system



Every \$1 Invested = \$ Return (Env)

- VMT reduction
- Emissions reduction
- State of Good Repair
- Fuel savings

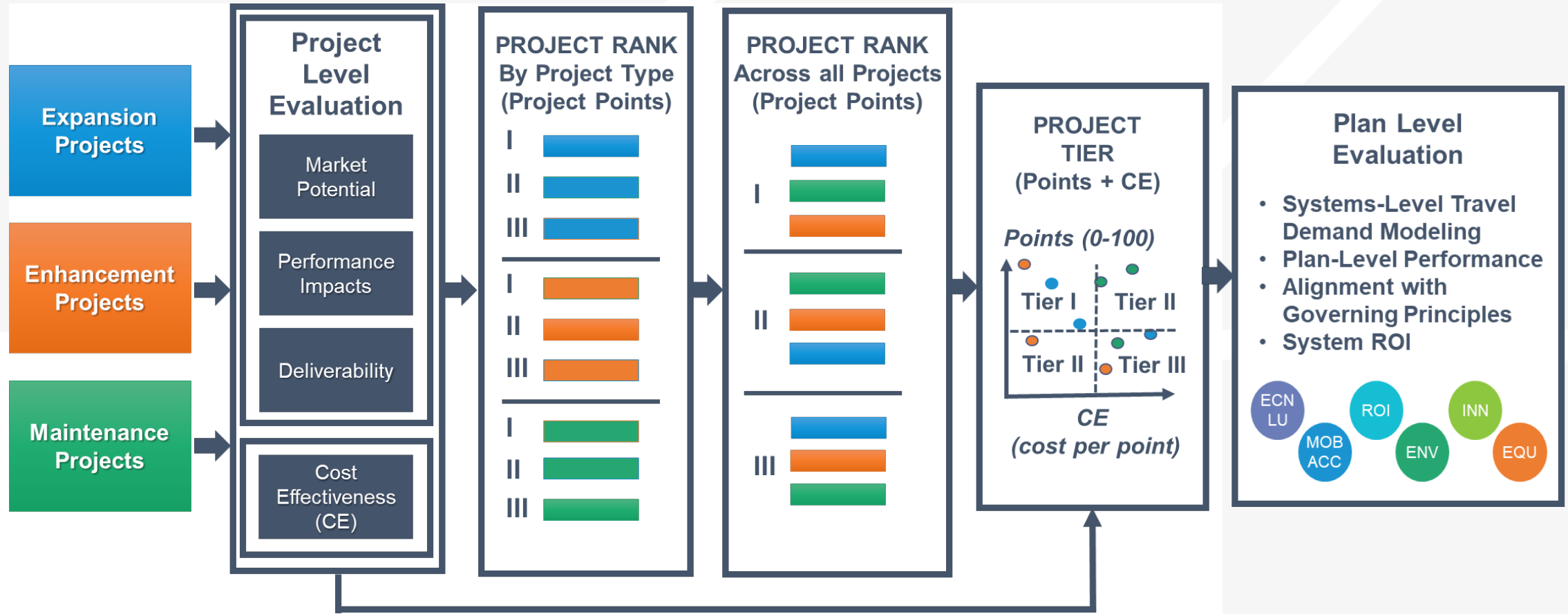
Every \$1 Invested = \$ Return (Equ)

- Percentage population served – communities of interest
- Affordable mobility benefits
- Low-wage industry benefits

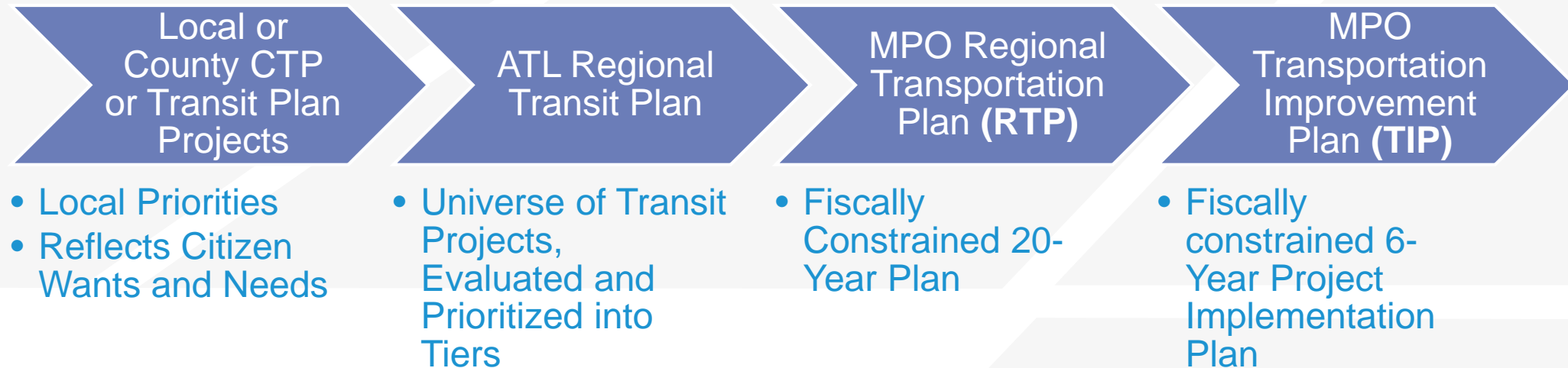
- Introduction of new transit mode or technology
- Creative use of technology
- Technology or other modern applications to lower project capital and/or O&M costs

# Regional Transit Plan Performance Framework

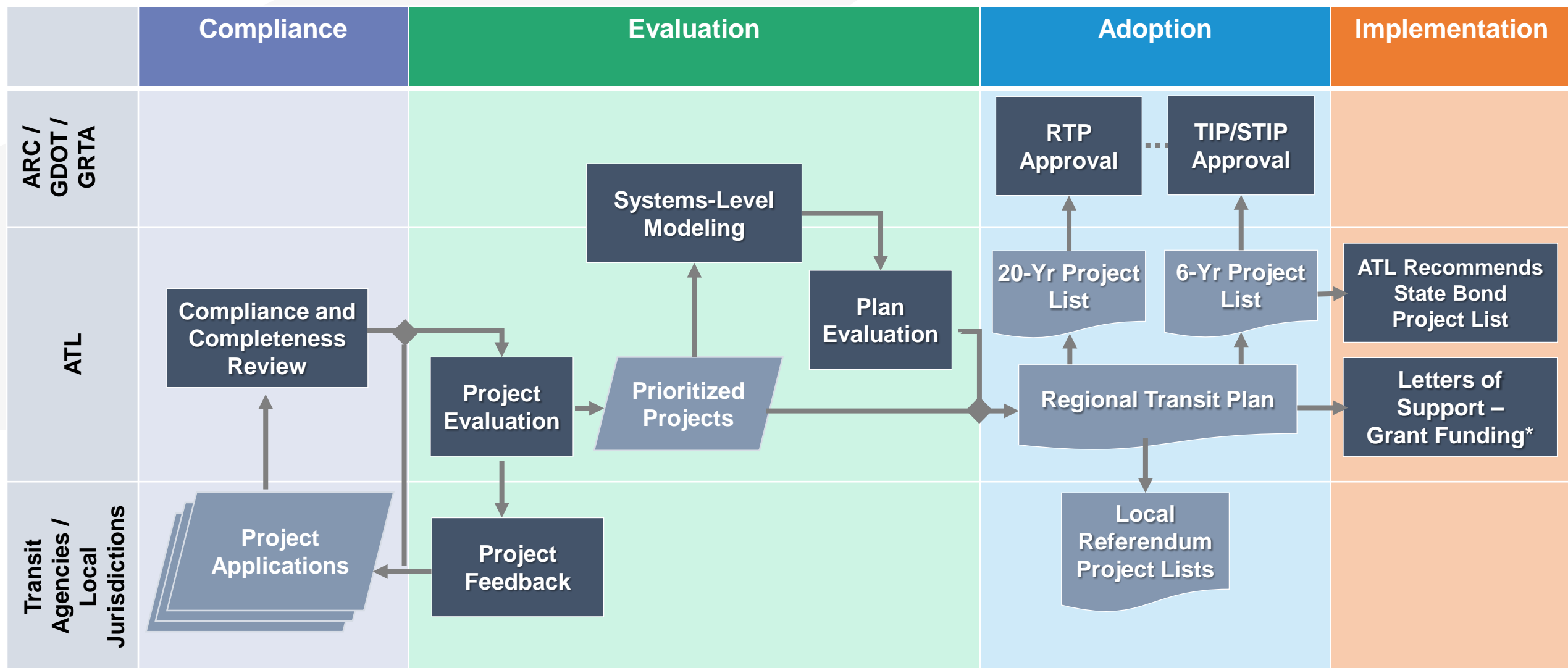
## *Project-Level Prioritization Nested within Plan-Level Evaluation*



# Regional Transit Plan in Context of Other Regional Planning Documents

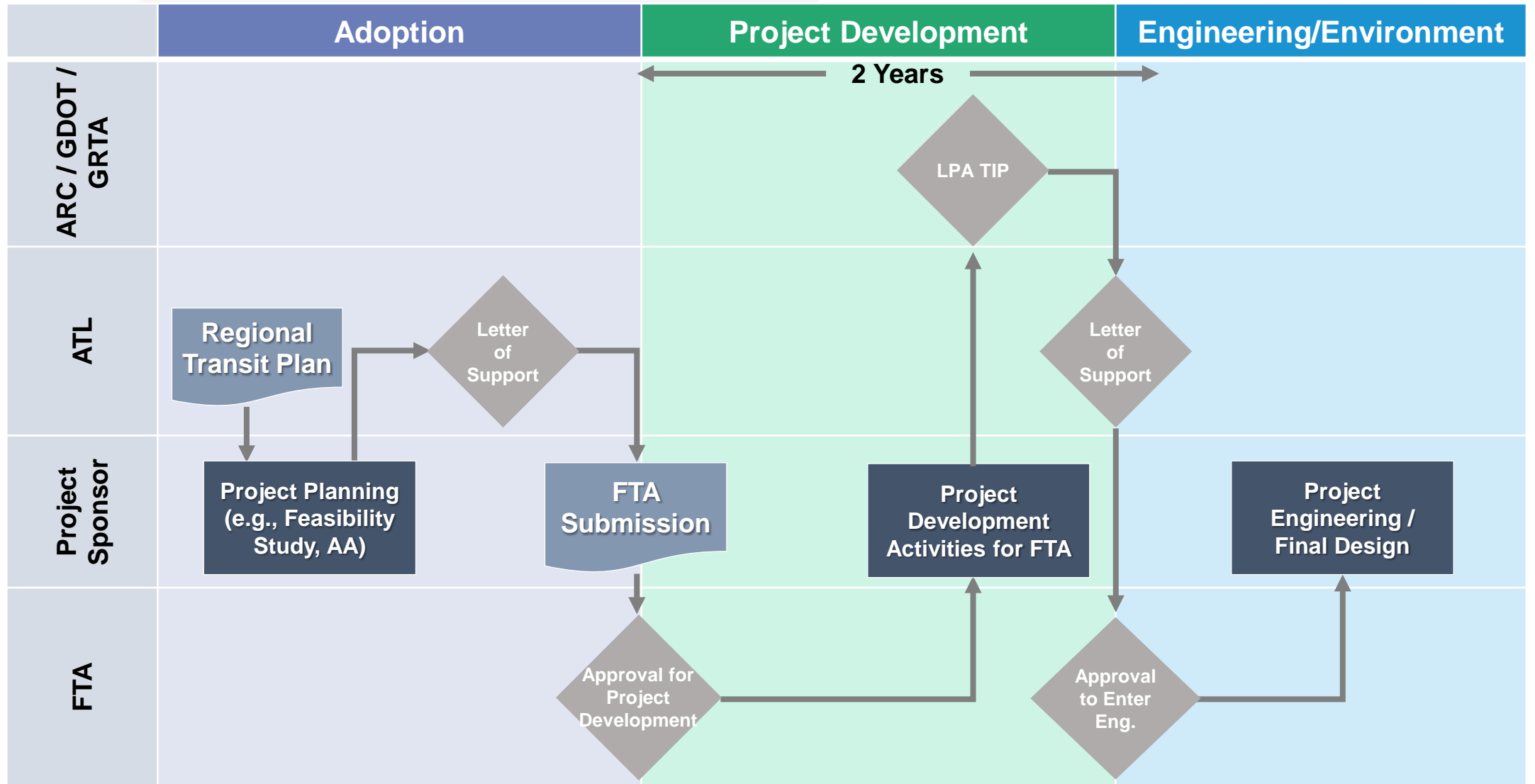


# Regional Transit Plan Process Flow



\*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 Grant application (additional steps for CIG Projects)
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 Regional Transit Planning Process

## Next Steps

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- ➔ **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





# **SUMMARY OF ACTIVITIES**



## UPCOMING ATL PRIORITIES & KEY DATES SUMMARY

- ▶ First ATL Transit Executives Working Group Meeting – May 8<sup>th</sup>
- ▶ ATL and Planning Process Overview Presentation to MARTA –May 9<sup>th</sup>
- ▶ Regional Transit Plan Project Prioritization Process Approval – May 23<sup>rd</sup>
- ▶ **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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