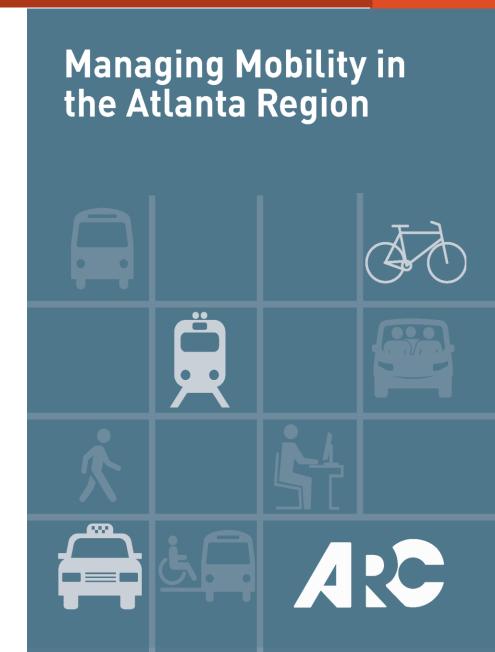


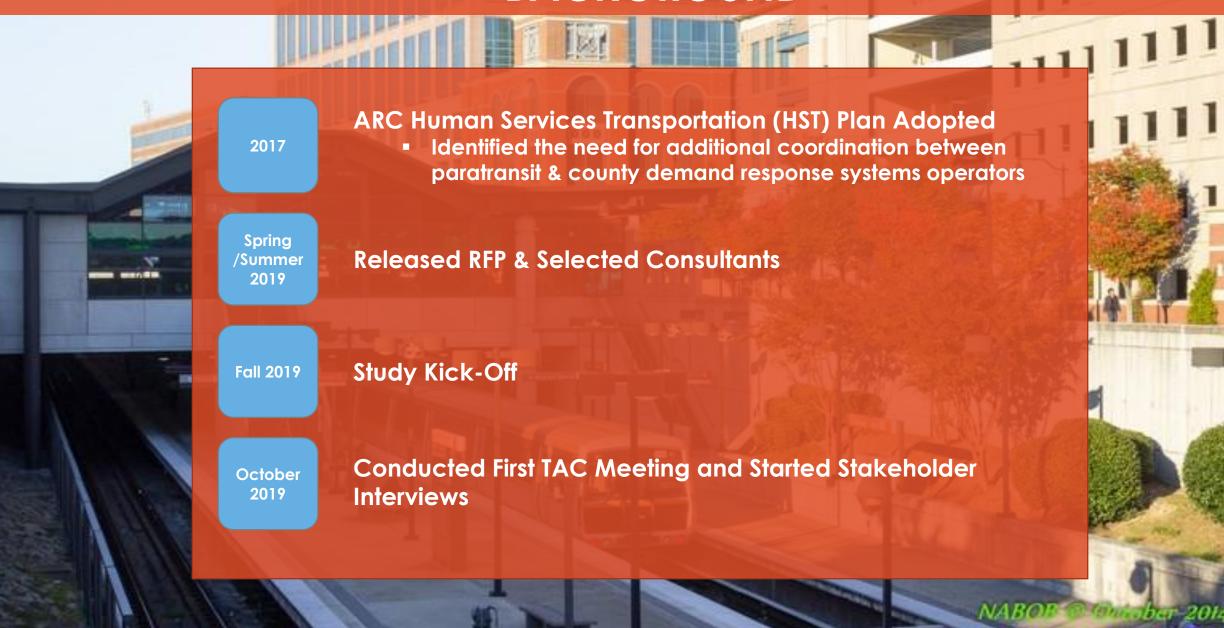
Demand Response Implementation Plan

TAQC PROJECT PROGRESS UPDATE
SEPTEMBER 10, 2020

- Coordinated Human Services
 Transportation Plan (CHSTP)
 - Required by Federal Transit Administration (FTA)
 to receive funding under Section 5310
 - Atlanta Regional HST Plan adopted by ARC board in March 2017
- Key Goal
 - Develop a menu of local and regional tactics that will work in a coordinated manner to improve mobility in the Atlanta region



BACKGROUND



CURRENT HST DEMAND RESPONSE STUDY



Task Overview

- Focus on complementary paratransit (ADA) and county-run demand response transportation
- Look at future models of regional coordination
 - Particularly new mobility paradigms to improve efficiency and the enhance the user experience
- Compile data and review current policies
- Undertake best practices research to recommend implementation strategies

PROJECT PROGRESS



Task	Status	Completion
Stakeholder Engagement	Ongoing	End of project
Data Compilation	Complete	May
Existing Conditions/Regional County Profiles	Drafted	June
Best Practices/Strategies	Drafted	August
Recommendations	Pending	September
Documentation	Pending	October



WHAT WE'VE LEARNED



Populations in need increasing



Lack of financial resources



Lack of qualified drivers



Lack of opportunities to learn and gain assistance









Trip Planning

Regional approach needed for travel options, including HST demand-response, that is maintained and widely used

Funding

Grant applications are a major challenge considering timing, staff, and matching funds

Performance Tracking & Reporting

Regional data tracking is inconsistent but important for trip/applicant denials and other purposes

FEBRUARY WORKSHOP







Handling trip scheduling
separately among overlapping
providers is inefficient and
challenging for riders



Fare Payment

Regional fare payment, without
HST demand-response, fosters
confusion among riders and
makes transfers challenging



Microtransit and TNC Partnerships

To fill gaps and provide targeted services, these are becoming more popular regionally



ADA Paratransit Coordination

- Collective agreement this should be a major focus
- Regional application process & eligibility
- Transfers among providers
- Coordinated procurement potential
- Presented to TOG in May





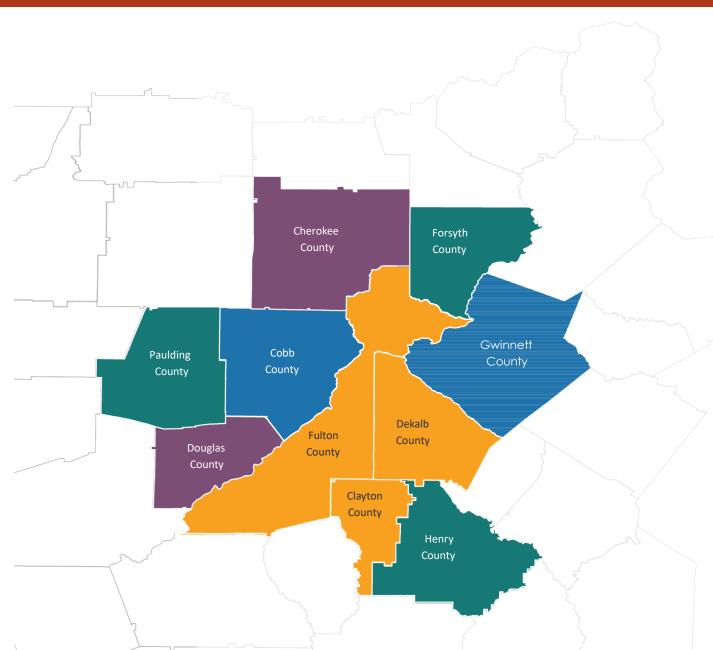
Demand Response Implementation Plan

JUNE WORKSHOP -

REGIONAL COUNTY PROFILES &
IMPLEMENTATION STRATEGY SESSIONS

ORGANIZATION OF COUNTIES





TIER 1: FULTON, DEKALB, AND CLAYTON COUNTIES

- Substantial fixed route transit options including heavy rail, light rail, and bus with connections to many key destinations
- HST DRT services provide stand-alone trips and feeder trips to connect with fixed route, including connections to Tier 2 and potentially others

TIER 2: GWINNETT AND COBB COUNTIES

- Local and commuter bus services including routes connecting to densest areas in each county and to
- HST DRT services provide stand-alone trips generally within the county and provide feeder trips to connect with local bus, some trips continuing to fixed route options in Tier 1

TIER 3: CHEROKEE AND DOUGLAS COUNTIES

- Limited fixed route services; a few routes around local and downtown areas
- HST DRT services provide stand-alone trips and limited feeder trips that connect with Tiers 1 and 2

TIER 4: FORSYTH, HENRY, AND PAULDING COUNTIES

- No fixed route services, only DRT
- -HST DRT services provide stand-alone trips with few exceptions



TIER 1: FULTON, DEKALB, AND CLAYTON COUNTIES



2018 Population Characteristics

29% people with low income

78% household smartphone access

4% zero car household

35 median age

Source: Georgia state transit plan, US Census

Demand Response Transportation Funding

ADA

Non-ADA*

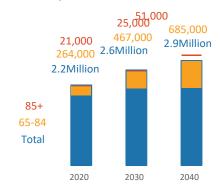
\$32.6 million

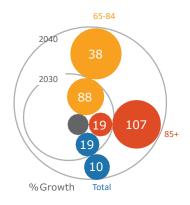
\$3.2 million

721,000+ trips

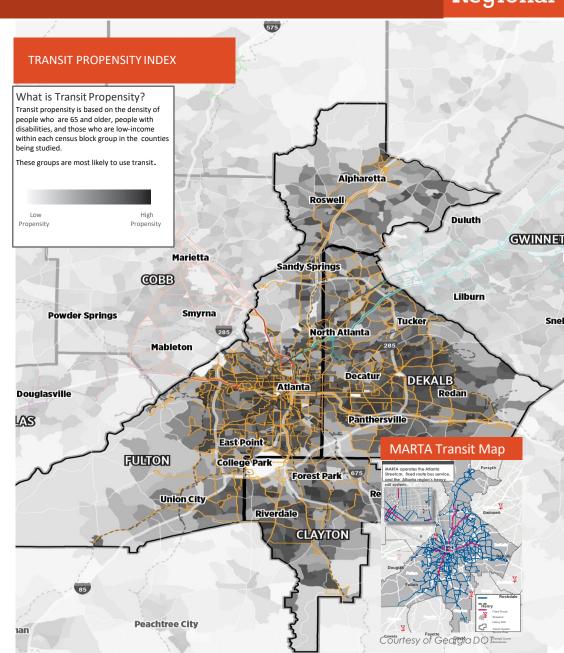
411,000+ trips

Projected Population Growth





Source: State of Georga population forcasts



^{*}Clayton county funding combined with Fayette and Henry Counties source: Georgia at a Crossroads, compiled by Georgia State University



TIER 1: FULTON, DEKALB, AND CLAYTON COUNTIES



2018 POPULATION CHARACTERISTICS



people with low income

zero car households

12% populatio above 65

GENERAL CONTEXT

Considered the central hub of the Atlanta metropolitan region and as an urbanized county, Fulton County features several transit options to support various mobility needs. This includes the MARTA system (rapid rail, streetcar, and bus, and MARTA Mobility (complementary paratransit). Other non-ADA programs and services are available and connect to MARTA. Services are available throughout the county with a higher concentration of options in more urbanized areas.



DeKalb

16% people with low income

9% zero car households

13% population

DeKalb County if comprised of several suburban communities, with some urbanized areas that are generally closer to Fulton County.

With varying levels of density, transit service is mixed. There are significant fixed route options (MARTA rail, MARTA Mobility, and bus) closer Fulton County and along major corridors. There are transit gaps in the rural areas.

Non-ADA service options are facilitated and funded by county and local govern- ments, and several non-profit organizations.



19% people with low income

zero car household

9% population above 65

Located in the southern portion of the urban core, Clayton County is primarily suburban and rural and is home to Hartsfield-Jackson Atlanta International Airport.

The county has some fixed route transit service provided by MARTA, including bus services and MARTA Mobility, and limited rail access in the north. There are transit deserts in the more rural areas. Limited non-ADA DRT services are available.



TIER 2: GWINNETT AND COBB COUNTIES

2018 Population Characteristics

10% people with

83% household smartphone access

36 median

Source: Georgia state transit plan, US Census

Demand Response Transportation Funding

Non-ADA*

\$6.5 million

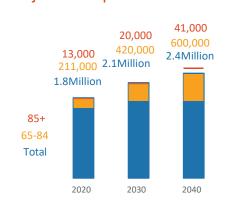
\$1.8 million

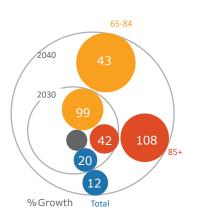
104,000+ trips

207,000+ trips

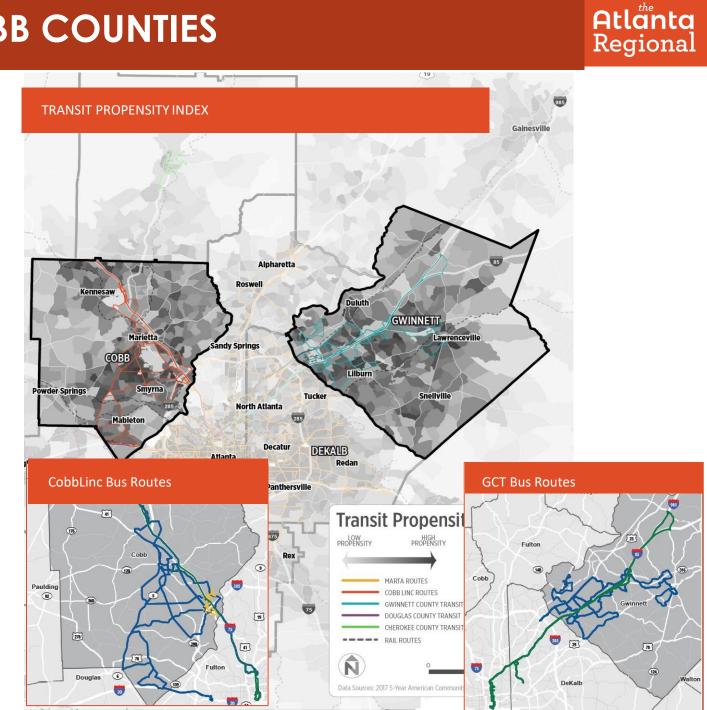
*Cobb County Non-ADA transit funding is paired with Cherokee County in Tier 3 source: Georgia at a Crossroads, compiled by Georgia State University

Projected Population Growth





Source: State of Georga population for casts



JUNE WORKSHOP - IMPLEMENTATION STRATEGY SESSIONS



Session	Date	Participants
Funding and Fares	July 22	14
Sustainable Coordination	July 21	6
COVID	July 22	8
Microtransit	July 28	7
Trip Planning	July 29	10





Demand Response Implementation Plan

QUESTIONS?