Key Recommendations Report

COORDINATED HUMAN SERVICES

TRANSPORTATION PLAN 2025 UPDATE

Prepared for the Atlanta Regional Commission

November **2025**

HNTB

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1. Introduction

This report outlines the top three recommendations for enhancing Human Services Transportation (HST) across the Atlanta region. These recommendations are grounded in findings from Task 3 – Existing Conditions and Inventory, Task 4 – Mobility Access and Needs Assessment, Task 5 – Strategies, Targeted Improvements and Innovative Concepts and Best Practices Research. Throughout the Coordinated Human Services Transportation (CHST) study process, the project team engaged a wide range of stakeholders including members of the Technical Advisory Committee, the ARC Provider Network, the Transit Operator Group, regional transit providers in one-on-one interviews, voucher program administrators and other key stakeholders during 2025 CHST Summit. These interactions served as a feedback loop to shape practical and actionable recommendations for the Atlanta region's CHST Plan update.

Insights from the Rider Survey conducted under Task 2 – Stakeholder Engagement and Outreach, recurring themes from plan reviews documented under Task 3 – Existing Conditions and Inventory, and mobility and service coordination challenges identified during Task 4 – Mobility Access and Needs Assessment all contributed to the development of the initial strategies and targeted improvements for improving HST service and program delivery identified in Task 5 – Strategies, Targeted Improvements and Innovative Pilot Concepts. Together, these elements as shown in Figure 1, formed the framework used to create draft and final recommendations for the CHST Plan.

Figure 1: CHST Recommendations Framework
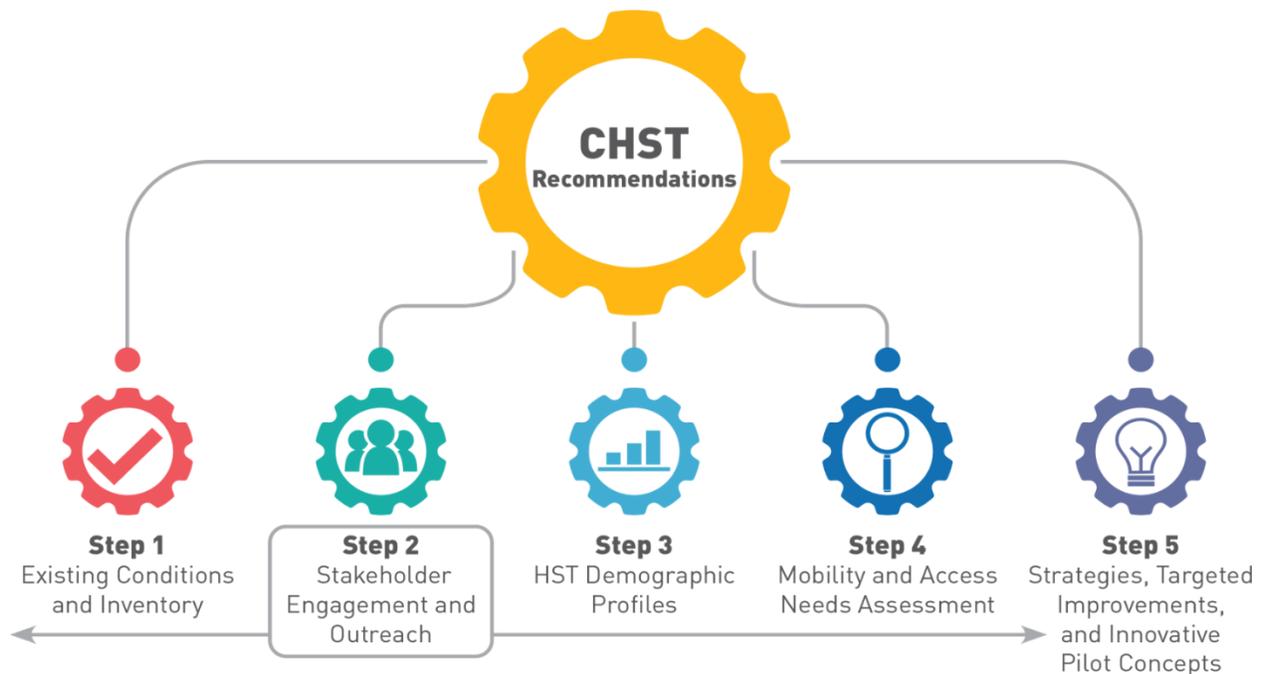
2. Key Findings

Several themes continually emerged across all task efforts and stakeholder engagement in every phase of the study process with three key findings rising to the top. For this plan update it is acknowledged that funding or the lack there of is always a challenge to fully meet or address any transportation need or concern. With this understanding funding was not included as a key finding. The top three key findings for this CHST Plan update include the following:

1. Leverage technology for trip planning and fare payment

- Incorporate ADA paratransit and demand response services into trip planner
- Reduce administration using technology to perform back-office activities for fare payment
- Provide adequate real-time arrival information to riders
- Evolve voucher programs in the region to be paperless

2. Enhance cross jurisdictional planning efforts and regional service coordination

- Simplify booking and payment process for cross jurisdictional ADA paratransit trips
- Increase agency to agency service coordination at key regional transfer locations
- Enable system transfers across microtransit zones

3. Demand across the region for transit service expansion and facilities improvements

- Expand dial-a-ride, fixed-route, and microtransit services to meet current demand
- Improve transit facilities to enhance safety and accommodate bicyclist and pedestrian

Building on the key findings, tasks results, stakeholder engagement and Best Practices Research efforts outlined above, the project management team identified one new recommendation: the development of regional mobility hubs. This innovative concept aims to centralize access to various transportation services, improving connectivity, and convenience for users across the region. In addition to this new strategy, two key recommendations from the 2020 Demand Response Plan are being carried forward, regional trip planner to include demand response services and a regional fare payment system with a long-term goal of establishing a fully unified system. Together, these three initiatives form a practical list of short and mid-term actions to enhance coordination, access, and efficiency in Human Services Transportation (HST) delivery.

1. Regional Mobility Hubs (New Recommendation)

- Establish centralized locations that connect multiple transportation modes and services.
- Improve access, safety, and convenience for all riders across the region.
- Serve as physical and digital anchors for connectivity and mobility innovation.

2. Regional Trip Planner (Carried Over from 2020 Plan)

- Develop a unified platform for planning trips across different transit providers and services.
- Offer real-time schedules, route options, estimated cost, and ADA compliant features.
- Enhance user experience and reduce barriers to trip planning.

3. Regional Fare Payment System (Carried Over from 2020 Plan)

- Implement a seamless fare system usable across multiple transit agencies.
- Support contactless payments, mobile apps, and reloadable cards.
- Promote ease of use for riders with diverse needs and all communities.

The three CHST Plan recommendations—regional mobility hubs, regional trip planner, and regional fare payment system—are designed to guide coordinated planning and strategic investment decisions by the Atlanta Regional Commission (ARC), the Atlanta-region Transit Link Authority (ATL), and other public transportation providers. These initiatives aim to prioritize funding for Human Services Transportation (HST) projects receiving Section 5310 FTA grant funds and other initiatives that address existing service gaps and respond to increasing demand.

As the Atlanta region continues to experience rapid growth, it is essential for ARC, ATL, regional transit providers and other partners to advance these recommendations. Their implementation would significantly improve mobility and access for HST users, while also enhancing operational efficiency across the broader regional transit network.

Each recommendation is explored in detail in the following sections, including:

- Action items to support implementation
- Agency roles and responsibilities
- Timeline for deployment and integration

3. Recommendations

Despite the wide array of transit service options available throughout the Atlanta region, including fixed-route public transit, ADA paratransit, microtransit, nonemergency medical transportation and rail transit, many HST users continue to face significant challenges when navigating between different providers and modes of transportation. These connectivity gaps can result in longer travel times, missed appointments, and reduced access to essential services such as healthcare, employment, and education. The lack of seamless integration between transit systems can be especially burdensome for individuals who rely on HST services such as seniors, people with disabilities, and low-income populations.

To address these challenges, regional mobility hubs have emerged as a promising solution to help close the connectivity gaps. By strategically locating hubs near high demand areas where a variety of transportation modes operate, hubs can serve as multimodal transfer points that bring together various local and regional transportation services in one accessible and user-friendly location. Regional mobility hubs often feature technology-enabled amenities such as real-time transit information displays, Wi-Fi access, micromobility rentals and digital kiosks for trip planning. These features help streamline the travel experience and empower users to make informed decisions about their trip (s).

3.1 Regional Mobility Hubs

Figure 2: Regional Mobility Hub - Transportation Mode Examples
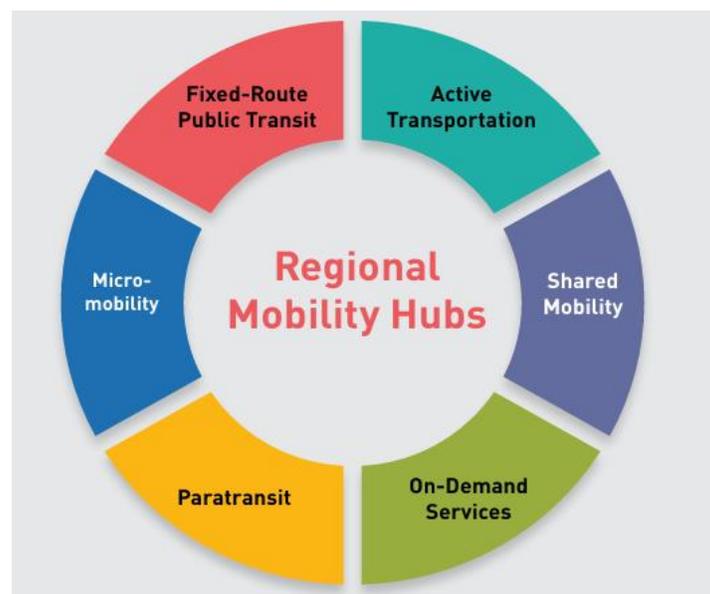
Mobility hubs support a diverse range of transportation options, including:

- **Fixed-Route Public Transit:** local transit services, commuter bus service, and rail systems that operate on scheduled routes and timetables.
- **Active Transportation:** Infrastructure for cyclists and pedestrians, including bike racks, shared bike services, and safe walking paths.
- **Shared Mobility:** Carpool and vanpool programs that reduce single-occupancy vehicle use and promote cost-effective travel.
- **On-demand services:** Microtransit, non-emergency medical transportation, taxis and transportation network companies (TNCs) such as Uber and Lyft, which offer flexible point-to-point travel.
- **Paratransit:** Specialized services for seniors, individuals with disabilities or mobility limitations and seniors, often requiring coordination with other organizations for complete trip coverage.
- **Micromobility:** Electric scooters, e-bikes, and other small-scale vehicles that provide short-distance travel options, often integrated with mobile app-based rental systems.

Regional mobility hubs can facilitate smoother transfers between multiple modes of transportation by reducing waiting times and enhancing overall system efficiency. They also offer essential amenities such as restrooms, seating areas, shelter from the elements, and wayfinding signage, which improve comfort and accessibility for all users. In addition, mobility hubs can be co-located with community resources, such as health clinics, job centers, grocery stores and retail establishments to further support the needs of human services transit users and promote access to opportunity for all communities.

The successful implementation of mobility hubs across the ARC region has the potential to transform the transit landscape by bridging service gaps, fostering collaboration among providers, and creating a more comprehensive and connected transportation network.

3.1.2 Lessons from Case Studies

Developing a regional mobility hub requires an understanding of both the opportunities and challenges presented by existing models. The Sacramento Area Council of Governments (SACOG), San Francisco Bay Area's Metropolitan Transportation Commission (MTC), North Carolina's Centralina Regional Council, Boston's GoHubs!, and San Diego's Association of Government (SANDAG) provide a variety of examples. More details on each case study can be found in Section 2.4 of the Best Practices Report. The case studies were chosen based on its potential regional scalability with the Boston GoHubs! being selected for its local applicability. The common trend across these initiatives is the emphasis on multimodal integration and

shared services into user-friendly spaces. SACOG and MTC both highlight the importance of tailoring hubs to local contexts while maintaining regional consistency. By doing so, hubs can serve as both transportation nodes and community anchors. Furthermore, Centralina's mobility hubs use a tiered framework to stress the need for scalable designs that reflect geographic and demographic diversity, especially in regions that span across urban and rural areas.

Flexibility and adaptability are essential for the long-term success of regional mobility hubs. MTC's mobility hub implementation playbook demonstrates the importance of having a strategic, community-centered process designed to enhance regional connectivity, reduce greenhouse gas emissions and promote equitable access. Their process begins with identifying mobility needs through public engagement and data analysis, followed by tailoring the features of the hub to local land use, existing transit networks, and community priorities. The playbook uses a phased approach that guides stakeholders from concept to execution through these seven plays:

1. Assigning hub components,
2. Layering amenities over time
3. Enriching the public realm
4. Applying governance and management tools
5. Informing users through wayfinding and digital systems
6. Measuring performance
7. Unlocking funding

Deliberative partnerships and sustainable funding mechanisms are foundational to the establishment of regional mobility hubs. Each of the examples emphasized the importance of collaboration across public agencies, private partners, and community organizations. SANDAG's engagement approach included collaborating with developers to integrate mobility hub elements into private projects. While funding remains a consistent challenge in the development of mobility hubs, leveraging public-private partnerships in addition to traditional forms of transit funding such governmental grant funding and fare revenue, and advertising dollars can help provide the necessary capital for these investments.

Table 1 below summarizes potential agency roles, actions items, and high-level timeline for planning and implementing mobility hubs at the regional scale. As noted in the Best Practices Report, there are existing transit hubs already in the region with several new hubs plan for the future to accommodate growth and demand. This could be an opportunity for the region to leverage existing infrastructure, identify areas for regional pilots, enhance service coordination, and develop design standards.

Table 1: Regional Mobility Hubs - Agency Roles - Actions - Timeline

Recommen dation	Potential Lead Agency				Actions	Timeline
	A R C	A T L	Tran sit Agen cy	City or Cou nty		
Regional Mobility Hubs	X	X	X		Identify existing corridors/locations where mobility hubs are already planned or have been constructed.	Short-term
	X				Create a shared definition and types of a mobility hubs in the region (urban, suburban, rural hubs)	Short-term
	X	X	X		Identify funding sources: Federal and state government, Local funding (ex. Mobility Special Local Option Sales Tax), Foundation/Philanthropic, Public-Private Partnership	Short-term
	X	X	X		Develop public education and outreach strategy	Short-term
	X	X	X		Select site and design of a regional mobility hub pilot project	Medium-term
	X			X	Work with municipalities to identify and update any zoning or land-use policies that discourage establishment of regional mobility hubs	Medium-term
		X	X		Secure funding to support the construction and operation of the pilot project	Medium-term
			X	X	Scale regional mobility hubs across the region at key regional connectivity locations	Long-term
	X	X	X		Develop long-term and sustainable funding mechanisms	Long-term

3.2 Regional Trip Planner

The Regional Trip Planner is a comprehensive online platform that is designed to streamline travel across an area by integrating multiple modes of transportation into a single, cohesive location. This tool empowers users to plan trips that span across jurisdictions, service providers, and types, making it especially valuable in a region with a diverse and fragmented transportation landscape. The ARC's 2017 CHST plan included a similar recommendation to implement a regional technology solution to help passengers better plan their trips and coordinate transfers. This updated recommendation builds on that idea, adding demand response services structure and practical examples.

Within the ARC region, there are currently several trip planners that are already in use by transit service providers including MARTA's trip planner and Atlanta-region Authority Trip Planner (ATL Rides). The development of one all-encompassing regional trip planner would yield several benefits for HST users, including the following:

- Combines various transportation options

- Enables cross jurisdictional regional trips
- Reduces travel times
- Incorporates real-time travel data and user preferences
- Provides accessibility features for individuals with disabilities

A Regional Trip Planner would integrate multiple modes of transportation such as fixed-route transit, commuter rail, walking, biking, and on-demand services into a single, unified platform. This multimodal approach allows users to plan journeys that utilize the most efficient combination of available options. A regional trip planner can also facilitate travel across city and county boundaries. In regions like the ARC area, where multiple transit agencies operate independently, navigating between jurisdictions can be confusing and time-consuming. The planner bridges these gaps by offering a cohesive view of regional transit networks, enabling users to travel from one part of the region to another.

The planner helps users minimize overall travel time by analyzing route options and identifying the most efficient combinations of transit modes. Factors such as transfer wait times, walking distances, and service frequency could be considered to recommend the fastest possible route. This is especially beneficial for time-sensitive trips, such as commuting to work or attending medical appointments, where delays can have significant consequences. The planner can also use real-time data such as traffic conditions, transit delays, and vehicle locations to ensure that users receive up-to-date information when planning their trips. Additionally, it allows users to add personal preferences, such as minimizing walking or selecting the lowest-cost option.

Access for all users is a cornerstone of equitable transportation planning, and the Regional Trip Planner includes features designed to support individuals with disabilities. These may include identifying wheelchair accessible routes, highlighting vehicles with boarding assistance, and filtering out options that require stairs or long walks. The planner helps ensure that all users, regardless of physical ability, can travel independently and confidently because it includes options to prioritize universal design considerations.

Despite the number of benefits and features of regional trip planners, they are not without challenges and shortcomings. First, the high upfront costs of these systems can be a significant investment for regional transit agencies. The planners also require ongoing maintenance and updates to ensure proper operation and usability. Additionally, transit agencies must coordinate and collaborate with their peers and the operating provider on a regular basis. Achieving community adoption and usage requires significant outreach and education to realize the benefits of the trip planner. Training older and less technologically capable users is crucial to successful adoption.

3.1.2 Lessons from Case Studies

A review of regional trip planner case studies across the globe demonstrates that the development of these tools presents both exciting opportunities and complex challenges. Each case study is discussed in more detail in Section 3.2 of the Best Practices Report. Critical lessons from the case studies include:

- Integrate multiple modes of transportation to address first/last mile problems
- Improve accessibility
- Prioritize user-centered design
- Plan for program maintenance and regular updates
- Identify and pursue sustainable funding sources

In 2009, Portland, Oregon's bus, light rail and commuter rail provider, TriMet, received a Federal Transit Administration (FTA) grant and developed its first trip planner, the OpenTripPlanner (OTP) as an open-source project to introduce multiple modes into one trip. OTP has since been updated numerous times and has been adopted by other regional agencies from across the country. OTP was previously highlighted in ARC's 2020 Demand Response Plan as a best practice and offers several lessons. Open application program interfaces (APIs) are essential for seamless integration across services and agencies and the development of truly multimodal trip planners. Therefore, it is appropriate and necessary for cities and other regulatory agencies to require APIs from private mobility providers as a condition of their operation and to ensure interoperability of trip planners.

The use of real-time data and tracking of transit vehicles is a hallmark of highly functional regional trip planners. New York's Metropolitan Transportation Authority (MTA) and New South Wales, Australia (NSW) trip planners emphasize the importance of real-time information that is responsive to the changing conditions of roadways, peak-hour congestions, and service disruptions/advisories. Once a trip is entered both systems provide estimations on the time duration of each route shown and number of transfers. NWS's trip planner takes the functionality to another level by providing an estimation of the cost of fares for each of the route options shown. The transparency of fares is a key feature that facilitates a users' ability to make informed decisions about their route preference based not only on time and convenience but also on cost.

Prioritizing user preferences and experience are critical to the adoption of regional trip planners as a helpful tool for transit users. The regional trip planners of MTA, NSW, TriMet OTP, and Greater Toronto & Hamilton Area (Metrolinx Triplinx) all provide functions that allow users to select the modes they want to use, trip priorities (least walking, fewest transfers etc.), and departure or arrival times. This functionality allows users to customize the trip planner to their preference and improves the usability of the tool for a variety of users. Additional options for accessible or ADA compliant routes are also important for accommodating users of varying physical or cognitive abilities.

Sustainability and collaboration are recurring themes across these examples. Funding models that combine user fares, employer contributions, and government grants can support long-term maintenance and innovation. The MTA uses a payroll mobility tax (PMT) and congestion pricing collections to support the maintenance of its trip planner, while the NSW primarily rely on federal and state grants to fund its trip planner.

Marketing and visibility of these tools are critical to their usage. Best practices include locating the trip planner directly on the home page of a transit agency to increase its visibility. Without continual updates, regional trip planners can quickly become obsolete, and usage can dramatically decrease. For example,

Metrolinx Triplinx recently announced that the trip planner app and website would be shut down after 10 years of service due to declining usage, increased competition, challenges with financing, and organizational changes at the transit agency. Inter-agency collaboration, facilitated by regional planning agencies such as ARC is vital for data sharing, service alignment, and policy development.

Regional planning agencies such as ARC desiring to support the further development of a regional trip planner must do so holistically. Trip planners are valuable tools that help increase transit ridership by guiding users through various transportation modes and providers to complete their trips efficiently. Although technological integration and user-centered design are critical elements for the success of this tool, other equally essential factors include strategic partnerships, sustainable funding and collaboration between public and private transit service and other HST service providers.

Table 2 below summarizes potential agency roles, actions items, and high-level timeline for evolving the existing regional trip planner into a more robust platform to include demand response transportation, with the goal of providing more convenience and independence for the user.

Table 2: Regional Trip Planner - Agency Roles - Actions - Timeline

Recommendation	Potential Lead Agency				Actions	Timeline
	ARC	ATL	Transit Agency	City or County		
Regional Trip Planner	X	X	X		Review current regional planner (ATL RIDES) to understand its pros, cons, and how lessons can be learned for a future system	Short-term
	X				Determine the geographic area the trip planner would cover, transportation modes (bus, rail, bike, etc.) and user preferences that should be included in the planner	Short-term
	X	X	X		Specify features (real-time information, multimodal routing, fare calculations accessibility filters)	Short-term
	X	X	X	X	Identify and secure funding (see Regional Mobility Hub funding sources)	Medium-term
	X	X	X		Select the outside vendor or in-house agency who will build the web and mobile platform	Medium-term
	X		X	X	Integrate transit data including micromobility and paratransit providers	Medium-term

Recommendation	Potential Lead Agency				Actions	Timeline
	ARC	ATL	Transit Agency	City or County		
		X	X		Test beta version of to a limited user group and use feedback to refine features	Medium-term
			X	X	Ensure ADA compliance and multilingual compatibility	Medium-term
	X	X	X		Market the planner through regional campaigns and placement on transit agency websites	Medium-term
					Add other transportation modes (bike-share, ride-share, etc.)	Long-term
					Evaluate the tool to identify necessary updates and refinements	Long-term
					Integrate links to fare payment systems and other resources	Long-term
					Ensure ongoing management, funding, and technical support	Long-term

3.3 Regional Payment Product

A regional fare payment structure, first recommended in ARC's 2017 CHST Plan, remains a priority in this update. Such a structure allows riders to purchase one single fare without having to select a specific provider, simplifying the purchasing process for cross jurisdictional trips.

Currently, the Breeze card is the most widely used in the region, serving MARTA, CobbLinc, Ride Gwinnett, and Xpress. Breeze users can load fares for each provider or stored value using a Breeze Vending Machine or online. Breeze currently supports smartcards and QR codes for paying fares, however the card can't be reloaded at network or retail locations Breeze also functions as a clearinghouse, distributing revenue among partner agencies. Expanding Breeze across the 13-County ATL region and developing a fully regional fare product would deliver the following key benefits:

- **Improved connectivity** for seamless transfers and cross jurisdictional trips

- **Straightforward fare payment** reducing confusion and streamlining purchase options

- **Increased efficiency** optimizing services and enhancing the customer experience

As noted in the Best Practices Report, MARTA is in the process of launching AFC 2.0, which modernizes the existing Breeze system to include the following features:

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- **Regional Ready:** The system is designed to support multiple regional fare structures and transfers, while providing advanced tools such as enhanced back-office systems, a modern website, mobile app, and comprehensive reporting capabilities to enable development of a regional fare product.

- **Account-Based System with Open Payment:** Riders can manage fares through a single account and use flexible payment options, including contactless credit/debit cards, Apple Pay, Google Pay, smart cards, smartphones, and wearable devices, ensuring convenience and modern accessibility.

- **Better Retail Network:** An expanded network of retail locations makes it easier for riders, especially unbanked customers, to reload transit accounts, improving access and equity across the region.

With a regional fair payment product, users will be able to pay for one trip that traverses multiple jurisdictions in the ARC region without having to purchase multiple tickets or fare cards. A regional fair payment product can reduce the wait times for purchasing tickets that sometimes form at customer service booths and vending machines, especially during peak travel periods by including contactless and mobile ticketing. Additional benefits include the reduction of boarding times and the facilitation of all-door boarding, which will become more important as bus rapid transit and other high-capacity transit is implanted in the region together can make the total travel time for a trip shorter. All-door boarding will become extremely important for fare collection and service efficiency as bus rapid transit and other high-capacity transit services are implemented in the region.

3.3.1 Lessons from Case Studies

The evolution of regional fare payment systems across North America and beyond offer valuable insights as ARC explores the MPO's role to further support transit providers across the region in developing a regional fare policy and collection system. The systems evaluated in the case studies below demonstrate that regional fare payment across multiple transit agencies and jurisdictions enhance rider convenience, boost ridership, and support access for all communities. However, achieving an integrated and region-wide system is challenged by fragmented fare structures, data-sharing concerns, and struggles to incorporate unbanked or less tech-savvy individuals.

Ensuring access for all communities are at the core of regional fare payment systems. Programs such as Puget Sound's ORCA, Dallas Fort-Worth's GoPass, San Diego's PRONTO, and New York's OMNY show how targeted fare discounts and comprehensive payment options can reduce barriers for low-income riders, seniors, youth, and individuals with disabilities. Some of these systems support both mobile and physical fare cards to ensure flexibility for riders with varying levels of digital access. Each system is discussed in more detail in Section 4. 4 of the Best Practices Report.

In 2021, San Diego Association of Governments (SANDAG), in partnership with Metropolitan Transit System (MTS), and the North County Transit District (NCTD), launched PRONTO, a modern regional fare payment system that introduced an account-based fare platform that supports both reloadable smart cards and a mobile app to give flexibility to riders. Similarly, in 2022, the Puget Sound region rolled out its update to the ORCA system, a unified fare payment system across seven major transit agencies. The update

introduced a suite of digital tools in its new mobile app and website while also providing more locations to purchase reloadable cards including paying with cash to add money to the cards. Other features like fare capping, real-time account management, and mobile wallet compatibility not only improve affordability but also encourage frequent transit use.

Multi-source funding models, as seen in London's Oyster Card and Washington Metropolitan Area's SmarTrip, highlight the benefits of combining fare revenue, government grants, employer-sponsored programs and innovative mechanisms like congestion charges to provide financial resilience. Transport for London's (TfL) Oyster Card is a regional transit fare payment system that was introduced in 2003. Currently it operates as a physical smartcard that riders can preload with funds at kiosks or via the TfL Go App. To fund the maintenance and operation of the Oyster Card, TfL leverages a variety of funding sources including fare revenue, governmental capital grants, local business taxes, congestion charges for private vehicles, and third-party sponsorships.

SmarTrip is a reloadable transit fare payment product used by the Washington Metropolitan Area Transit Authority (Metro). The payment product supports contactless payments through a mobile wallet enabled smartphone or wearable devices such as a smartwatch. SmarTrip was created with federal Funding through programs such as the Intelligent Transportation Systems (ITS) Integration Program and a key funding source for its continued operation is the SmartBenefits program. The Smart Benefits program allows employers to pay for their employees' transit usage either as direct employee benefit, pre-tax deduction, or a combination of both. Innovative and diverse funding systems like this support system maintenance and enable agencies to invest in future upgrades.

Building upon AFC 2.0, after full implementation anticipated for April 2026, Table 3 below reflects additional steps for further advancing a regional fare product across the 13-County ATL region. The long-term goal for this recommendation would be to have a regional fare product that incorporates all HST providers operating with the 19-MPO boundary area.

Table 3: Regional Fare Payment - Agency Roles - Actions – Timeline

Recommendation	Potential Lead Agency				Actions	Timeline
	ARC	ATL	MARTA	Other Transit Agencies		
Regional Fare Product	X	X	X		Establish strategic goals, define objectives, identify agency champion (s)	Short-term
	X	X	X		Conduct Fare Study and existing conditions analysis incorporating remaining 8 service providers not part of AFC 2.0 in the 13- County ATL region, establish cost and funding mechanism	Short-term
	X	X	X		Develop and adopt regional fare policy and fare structure	Short-term

	X	X	X		Develop regional fare product and revenue model including administrative cost allocation	Medium-term
	X	X	X	X	Launch rider education and outreach	Medium-term
		X	X	X	Pilot and launch regional fare product including testing and initial evaluation	Medium-term
		X	X	X	Full implementation across the region	Long-term
	X	X	X	X	Establish independent and regional evaluation and monitoring mechanisms	Long-term

3.4 HST Data Framework and Analysis

As part of the plan update efforts, the project team experienced challenges with collecting data during the needs assessment phase especially for gathering origin and destination data and ADA paratransit trip denials. To mitigate this issue for future planning efforts, it's recommended that a systematic approach for collecting and analyzing HST data at the regional level be developed. This framework and analysis should focus on HST travel patterns, cross-jurisdictional trips and transfer points, service reliability, operational cost, and customer satisfaction to help inform future coordination efforts for improved service delivery and investments for projects and program expansion. As ARC is planning the next regional, on-board transit survey and household travel survey for 2026, a data framework and analysis for HST should also be considered. Having a better understanding of where HST populations need and want to go would help inform the other key recommendations above for trip planning, mobility hub locations, and regional fare policy.

Table 4: HST Data Framework and Analysis-Agency Roles-Actions-Timeline

Recommendation	Potential Lead Agency			Actions	Timeline
	ARC	ATL	Transit Agencies		
HST Data Framework and Analysis	X	X	X	Define Goals	Short-term
	X	X		Inventory Existing Data	Short-term
	X	X	X	Establish Data Governance	Short-term
	X	X		Develop Data Standards	Short-term
	X	X	X	Identify Technology Platform for Clearinghouse	Medium-term

				Test data integration platform and use feedback to refine standards	Medium-term
		X	X	Review and Analyze Data including Service, Ridership & Demand, Performance, and Asset	Medium-term
		X	X	Propose regional projects for service efficiency and connectivity	Medium-term

3.5 HST Integration ARC Planning Programs

To truly shift the region into providing mobility for all and as a service, considerations for HST should be integrated into all ARC planning programs including the following. This provides an opportunity for a more proactive and comprehensive approach to identifying innovative mobility solutions for creating a more resilient transportation system to meet the needs of all road users in the region now and in the future.

- **Comprehensive Transportation Plans (CTPs)**
  Embedding HST needs in local CTPs ensures the needs of older adults, persons with disabilities, individuals with low-income, veterans, and others are addressed as part of long-range planning and project prioritization at the local level. This approach supports regional funding decisions and promotes mobility solutions for all communities.

- **Livable Centers Initiative (LCI)**
  Incorporating HST needs into LCI Studies ensures that as local jurisdictions re-envision their communities the mobility options recommended provide improved access to jobs and services for all including HST populations.

- **Transportation Demand Management (TDM)**
  Continue strengthening TDM strategies to include HST populations and nontraditional shift workers. Identify partnerships and programs to close service gaps and improve amenities that support HST users. HST was a part of the existing 2023 TDM plan update.

- **Metropolitan Transportation Plan (MTP)**
  HST investments are currently incorporated in Volume I of the Atlanta region's 2024 MTP. It's recommended that investments and strategies for HST continue to be considered and reflected in the plan going forward, especially as the region is anticipated to add 1.8 million more residents by 2050 with one in four being older adults. Also, the majority of residents in the region work outside of the county they live in, and mobility across counties within metro Atlanta is critical for ensuring a reliable and resilient transportation network.

Table 5: Integration ARC Planning Programs- Agency Roles- Actions-Timeline

Recommendation	Potential Lead Agency		Actions	Timeline
	ARC	County or Jurisdiction		
HST Integration ARC Planning Programs	X	X	Include HST in CTP work scope and identified projects in the MTP project list	Short-term
	X	X	Incorporate strategies for HST in Catalytic LCI Studies and infrastructure improvements in Tactical LCI Studies	Short-term
	X		Identify more programs for HST users as part of the Regional Transportation Demand Management Plan	Medium-term
	X		Identify more funding opportunities for implementing regional HST projects including mobility hubs	Medium-term

4. Conclusion

In conclusion, these recommendations based on the best practices research and support from broad stakeholder engagement, including ARC's 2025 CHS Summit will be incorporated in the final 2025 plan update document. These key recommendations are intended to help guide the work plans of ARC, ATL and other regional transit providers to help prioritize future projects and investments for HST in the region.