

ARC COMMITTEE MEETING FOLLOW-UP

Transportation & Air Quality Committee (TAQC)

Tom Worthan, Chair

March 10, 2016 Meeting Summary

Members Present:

Commissioner Tom Worthan, Chair
Commissioner Charlotte Nash, Vice Chair
Commissioner Buzz Ahrens
Mr. Kerry Armstrong, ARC Chair
Mayor Clark Boddie
Mr. Rudy Bowen
Mr. Tread Davis
Commissioner Pat Graham
Mayor Nancy Harris
Commissioner Donald Hawbaker
Ms. Liane Levetan
Ms. Martha Martin
Mr. Mark Mathews
Mr. Rich McDonald
Commissioner Charles Oddo
Commissioner Richard Oden
Ms. Donna Sheldon

Members Absent:

Commissioner Pete Amos
Commissioner David Austin
Mayor Eric Clarkson
Mr. Fred Daniels
Commissioner John Eaves
Commissioner Keith Ellis
Mr. Mike Houchard
Mr. Tim Lassetter
Commissioner Tim Lee
Commissioner Kevin Little
Executive Officer Lee May
Mayor Kasim Reed
Mr. Jay Roberts
Mayor Rochelle Robinson
Commissioner Tommy Smith
Commissioner Jeff Turner

1. Welcome, Public comment period

Commissioner Tom Worthan, Chair, called the meeting to order. He asked if there were any comments or questions and hearing none, stated the meeting summary was accepted as previously distributed.

There was no public comment.

Commissioner Worthan announced that the 2016-2021 TIP was approved yesterday by the GRTA board.

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

John Orr, ARC, said that this was the First Read for the Issue Summary and draft Resolution Adopting the 2015 Atlanta Region Bicycle and Pedestrian

Byron Rushing, ARC, said that ARC received a number of comments on the draft document which have been incorporated into the final document. ARC staff and the consultant team, led by Alta Planning, conducted a large amount of public outreach. This included intercept interviews near MARTA stations, on major roadways like Buford Highways, and other locations to determine where bike/ped activities were most prevalent, has the most impact on people's lives, and where needs are greatest. The plan focuses primarily on safety, mobility, economic competitiveness, and regional trails.

Recommendations focus on a large regional network and where federal funding can result in the most impact. The plan also includes a local toolkit for walk and bike friendly communities that local governments can use for code updates and transportation planning. ARC will also develop a local assistance program to work with local governments. ARC is continuing to work with the consultant team this year to look at project cost estimates, health impacts, and other issues.

Tread Davis complimented Rushing and staff for putting together the regional bike plan. He added that this is positive step since these projects can be developed relatively quickly, and many local governments are also working on bike/ped improvements. About 48 miles of trails are missing from the regional trail network, and Davis would like to have a program to get these completed in 5 years using a mix of federal, state, local, and PATH funding. Davis asked Chairman Worthan to appoint an ad hoc committee to focus on this implementation. Chairman Worthan asked Tread Davis to serve on this committee which he agreed to do. Chairman Worthan also asked other TAQC members to contact him to volunteer.

John Orr, ARC, added that this is a great idea as this could result in a world class trail system that could have a significant impact on our region. He added that we also need to focus more on the south side of the region as there are a number of trails in these counties but they are disconnected from the regional trails.

3. TIP Items

John Orr, ARC, said that the GRTA Board approved the 2016-2021 TIP yesterday. He added that ARC is working on TIP updates for this year. There will be some additional federal STP funds for this year due to the passage of the FAST Act. Projects that are behind schedule will also be accommodated via the TIP updates.

Kofi Wakhisi, ARC presented the following information:

- The federal FAST Act and state Transportation Funding Act of 2015 (TFA) will change funding for the region and will impact the TIP.
- FY 2016-2021 TIP Admin modifications are ongoing this year and consist of minor project changes
- FY 2016-2021, TIP Amendment #1 – These will be a minor amendment, allocating the additional \$4.5M from the FAST Act apportionments under STP urban for SY 2106. Expect to adopt this TIP amendment in May.
- TIP Amendment #2 – These consist of more significant changes, including projects that potentially require air quality analysis. This will focus on the outer years of the TIP and incorporate TFA funding. Expect to adopt towards the end of 2016,
- ARC staff will be working with TAQC, TAQC subcommittee, TCC, and a new TCC subcommittee, along with staff from GDOT and GRTA, on an updated project prioritization process.

Orr noted that this is detailed information but is presented to provide plenty of transparency. ARC wants to be sure that no funding is left on the table.

Chairman Worthan asked if the recovering economy will cause project costs to increase. Wakhisi replied that ROW and construction costs have been increasing, leaving project sponsors to figure out how to make up the cost discrepancies. ARC expects to see higher costs going forward.

4. Sharpening our Focus- SHRP2 Implementation Assistance Program

Haley Berry, ARC, provided information on the SHRP2 grant program, project schedule, and the Delphi panel process on drivers/disruptors of change. ARC has completed phase 1 and is now working on creating scenarios for phase 2. This scenario planning approach takes a lesson from corporate America so that ARC can be agile and adjust to the changing future.

ARC has conducted a national and international Delphi Panel survey process to determine likely change drivers in the future on a national level. The panel consisted on experts from diverse backgrounds, expertise, and experience. The identified drivers of change included social and demographic, technology, economic, environment and energy, and policy and government issues. Responses identified spatial, racial, and economic inequality as well as technology as some of the primary drivers of change nationally in the future. Staff will work with a stakeholder group locally as well as with the ARC Board and committees to determine the impact of the drivers of change on the regional level.

Vice Chair Nash said that it's important to have contrary opinions with scenario planning. She asked how the Delphi process will provide a way to have these contrary opinions. Berry responded that the survey allows respondents to write in their own answers, allowing flexibility in the process. Berry also noted that opinions will vary as the regional impact of the drivers is examined. Orr added that there is a diverse set of opinions in the survey results. These details will be shared as part of the study process.

5. 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 an RTC project, which is online at 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 launches today 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. Three video ads were developed for online advertising with a satirical focus and were introduced today at the RTC meeting, and were also shown here. The focus groups noted that it is important for branding purposes to be sure the program is always referred to as atltransit.org to be sure that people don't think that atltransit.org is a 7th transit agency. The ad campaign is primarily digital as that reaches millennials effectively and is more cost effective. It will last from March 10th – May 5th. Next steps include monitoring and evaluating the analytics of the advertising data and making changes as needed. Potential future phases will be more specific to using transit rather than the behavioral approach of this ad campaign. ARC staff and consultants worked with MARTA and other transportation organizations as well as outside groups to develop this campaign. These groups will also help with promotion to their groups.

Chairman Worthan noted this is a great product and it's good to see these results from the RTC.

6. Planning Updates

John Orr, ARC

- 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, passed in December 2015.
- 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 study. This will be a major work item over the next 18 months.

7. Announcements

Chairman Worthan

- April 14th TAQC meeting will be cancelled due to the Board Working Session in Columbus, GA on April 13-14th.
- 2nd Quarter Administration Modification- due April 22, 2016
- Eighth Round of TIGER Funding- \$500 Million. Applications due April 29, 2016
- FASTLANE Grant Program- Applications due April 14, 2016
- The Atlanta Region's Plan/RTP Project Mapping: rtp.atlantaregional.com

Handouts supplied at meeting:

- None

Handouts supplied in advance on ARC website (<http://www.atlantaregional.com/taqc>)

- Agenda + Presentations