

local relevance  
+  
regional impact

# **The Evolving Role of MPOs: *Regional Transit Planning & Service Coordination in the Atlanta Region***

AMPO Annual Conference  
October 22, 2014

# Long History of Transit Planning & Service in Atlanta Region

## *Focus on system start-up & expansion*

- **1950s** – recognition of public transportation, including new rail system, importance to growth of region
- **1960s** – focus on proposals for rapid transit systems
- **1970s** – legislative activity and voter referendum
- **1980s & 1990s** – rail & bus expansions beyond MARTA service area
- **2000s** – further regional bus service expansions



GWINNETT COUNTY  
TRANSIT



ATLANTA REGIONAL COMMISSION

# Regional Transit Institutional Analysis (RTIA)

*Direction is evolving and changing...*

*Who would build, operate and maintain a fixed guideway line from Cumberland to Doraville?*

- Key Goal: Examine how Atlanta region currently organized to plan, built, fund and operate transit service and recommend strategies to provide more comprehensive, truly regional transit system
- Challenges
  - Limited service coordination
  - Separate fare and funding structures
  - General lack of funding from all levels of government

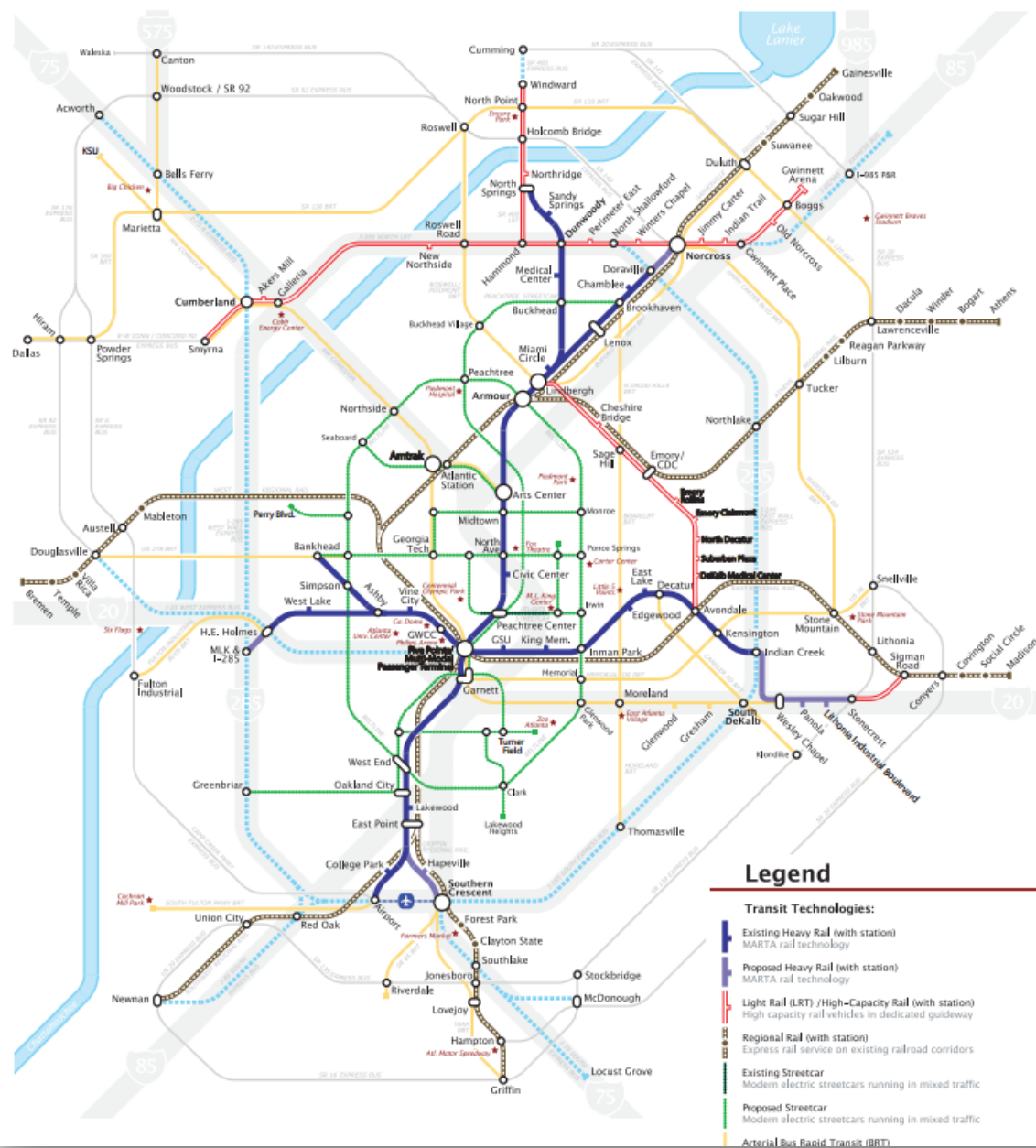


# Stages of Regional Transit Planning & Service Coordination

Iteration	Dates	Products
RTIA	2004-2005	<ul style="list-style-type: none"> <li>• TPB Work Program</li> </ul>
Transit Planning Board (TPB)	2006-2008	<ul style="list-style-type: none"> <li>• Regional Transit Map</li> <li>• Unified Regional Governance Framework Statement</li> <li>• Service Coordination (CCT 10/MARTA 12 &amp; joint bus stops)</li> <li>• Regional Transit Vision (Concept 3)</li> </ul>
Transit Implementation Board (TIB)	2009	<ul style="list-style-type: none"> <li>• Regional Governance Statement</li> <li>• RTC</li> </ul>
Regional Transit Committee (RTC)	2010-present	<ul style="list-style-type: none"> <li>• Regional Transit Data Warehouse &amp; Open Transit Data</li> <li>• Regional Fare Study &amp; Breeze Coordination</li> <li>• Unified Bus Stop Signage Design</li> <li>• Regional Fleet &amp; Facilities Inventory</li> <li>• Updated Regional Transit Map</li> <li>• Concept Regional Transit Governance Legislation</li> <li>• Updated Regional Transit Vision</li> <li>• ATLtransit.org</li> </ul>

# Concept 3

## The Atlanta Region's Long-Range Transit Vision

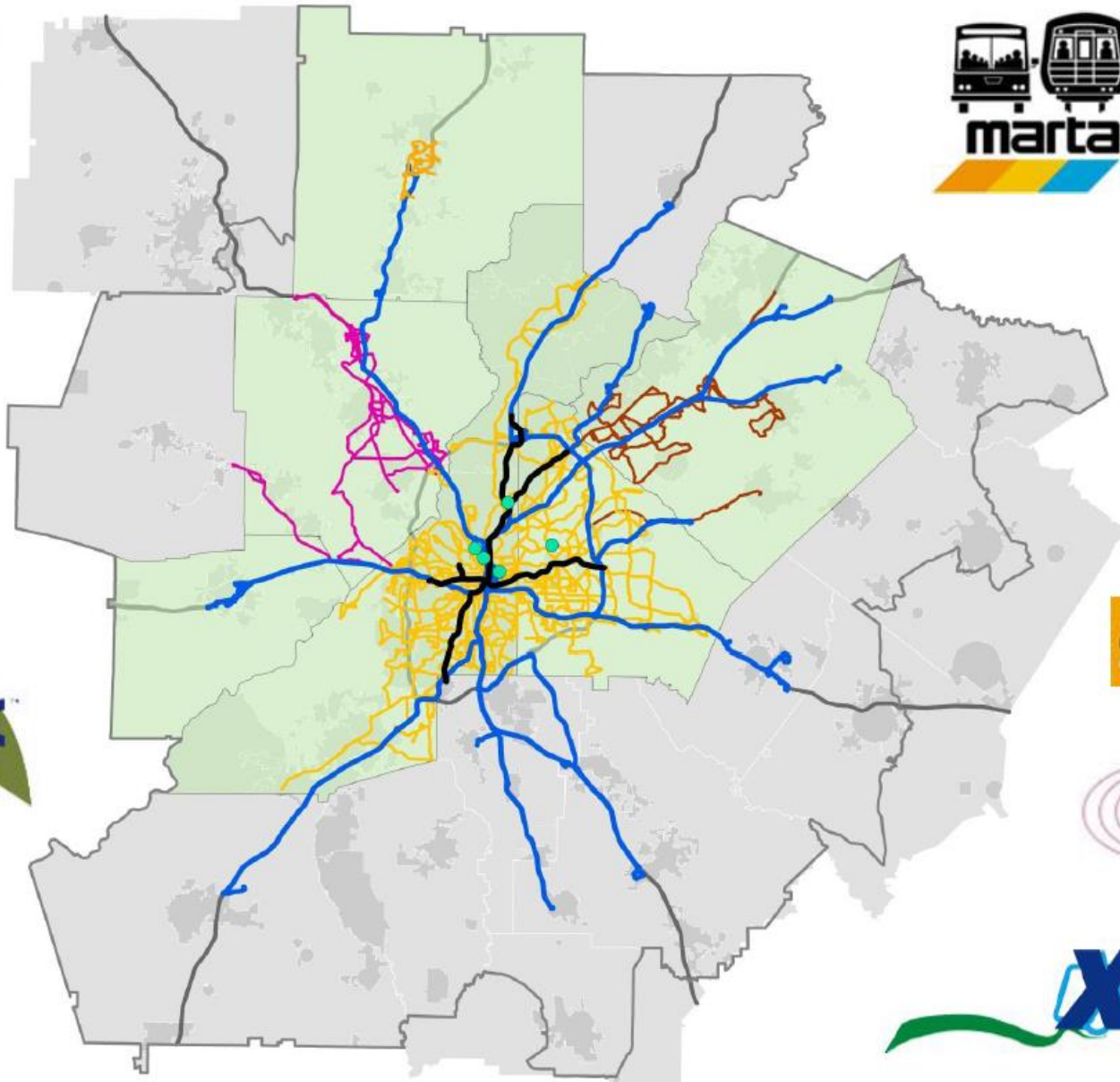




# Transit in Atlanta Today



FREE RIDE



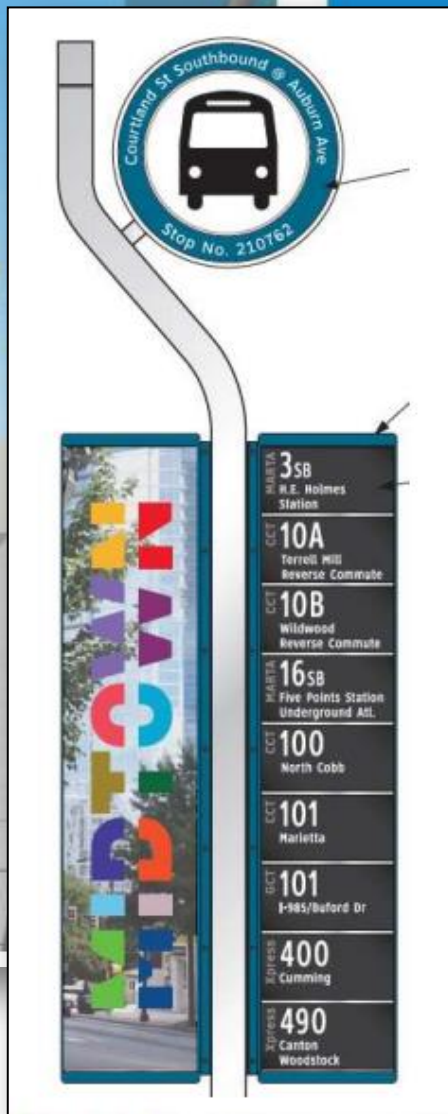
# Current Focus

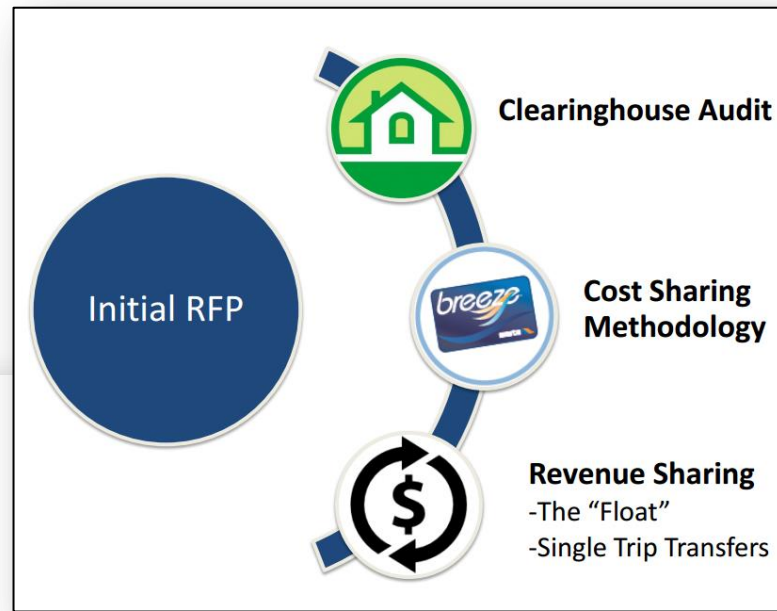
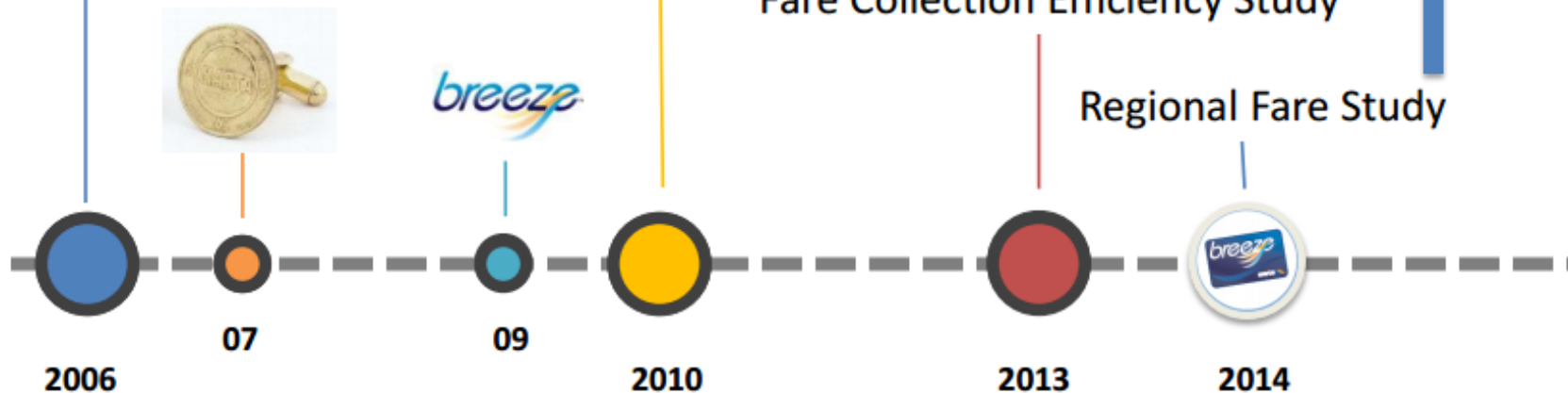
## *Service coordination & innovation*

- Develop, Deploy and Evolve Regional Transit Trip Planner & Associated Website
- Implement Unified Bus Stop Signage
- Regional Transit Fare System Upgrades
- Conduct Regional Transit Marketing Analysis & Strategy Development









# Project Scope

**LEVERAGE**  
Existing  
Marketing  
Collateral

**TAILOR**  
Transit  
Specific  
Tactics

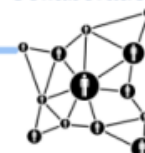
**CONNECT**  
Complementary  
Modes

## Outcomes



Credit: Process to Start and End the Project

## Collaboration



Credit: Network to Start and End the Project

## Parallel Tasks

### Consultant



Credit: Consultant to Start and End the Project



### RTC Staff



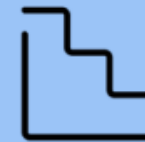
Credit: Staff to Start and End the Project

## Implementation Design

### Testing



Credit: Testing to Start and End the Project



Credit: Design to Start and End the Project

### Pivoting



Credit: Pivoting to Start and End the Project

## Implementation



Credit: Design to Start and End the Project

# More Information?

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