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
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

<table>
<thead>
<tr>
<th>Iteration</th>
<th>Dates</th>
<th>Products</th>
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<tr>
<td>RTIA</td>
<td>2004-2005</td>
<td>• TPB Work Program</td>
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<td>Transit Planning Board (TPB)</td>
<td>2006-2008</td>
<td>• Regional Transit Map</td>
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<td>• Unified Regional Governance Framework Statement</td>
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<td>• Service Coordination (CCT 10/MARTA 12 &amp; joint bus stops)</td>
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<td>• Regional Transit Vision (Concept 3)</td>
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<td>Transit Implementation Board (TIB)</td>
<td>2009</td>
<td>• Regional Governance Statement</td>
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<td>• RTC</td>
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<td>Regional Transit Committee (RTC)</td>
<td>2010-</td>
<td>• Regional Transit Data Warehouse &amp; Open Transit Data</td>
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<td>present</td>
<td>• Regional Fare Study &amp; Breeze Coordination</td>
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<td>• Unified Bus Stop Signage Design</td>
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<td>• Regional Fleet &amp; Facilities Inventory</td>
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<td>• Updated Regional Transit Map</td>
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<td>• Concept Regional Transit Governance Legislation</td>
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<td>• Updated Regional Transit Vision</td>
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<td>• ATLtransit.org</td>
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Transit in Atlanta Today
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
Welcome to the ATLtransit Pilot Project, metro Atlanta’s hub for information on how transit works together to connect the region.

**Year 1**
- Account for multi-agency fare calculation
- Introduce real time data (MARTA)
- Improve address search
- Consider redesign alternatives & strategic marketing

**Year 2**
- Integration with mobile payments/mobile app
- Full real time integration
More Information?

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