



THE ARTP: OUR REGIONAL TRANSIT VISION

Aileen M. Daney
The ATL

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INTRODUCTIONS



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The ATL
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Director of Smart
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PRESENTATION OUTLINE

- ▶ What is the ATL?
- ▶ What is the ARTP?
- ▶ The 2020 ARTP
 - ▶ Call for Projects
 - ▶ Project and Plan Evaluation Frameworks & Results
 - ▶ District Downloads
- ▶ Next steps for the ARTP
- ▶ Questions



What is the ATL?

About the ATL

The ATL in Brief

- ▶ The ATL is a **regional planning and funding** authority created to provide a seamless transit experience across 13-counties
- ▶ The ATL Board is comprised of 16 members representing a wide range of perspectives but **unified around a common goal of increasing mobility options**

ATL Key Functions & Activities



Coordinate
Regional
Partners



Deliver
Innovative and
Best Practice
Technology



Strengthen
Regional Transit
Planning and
Performance

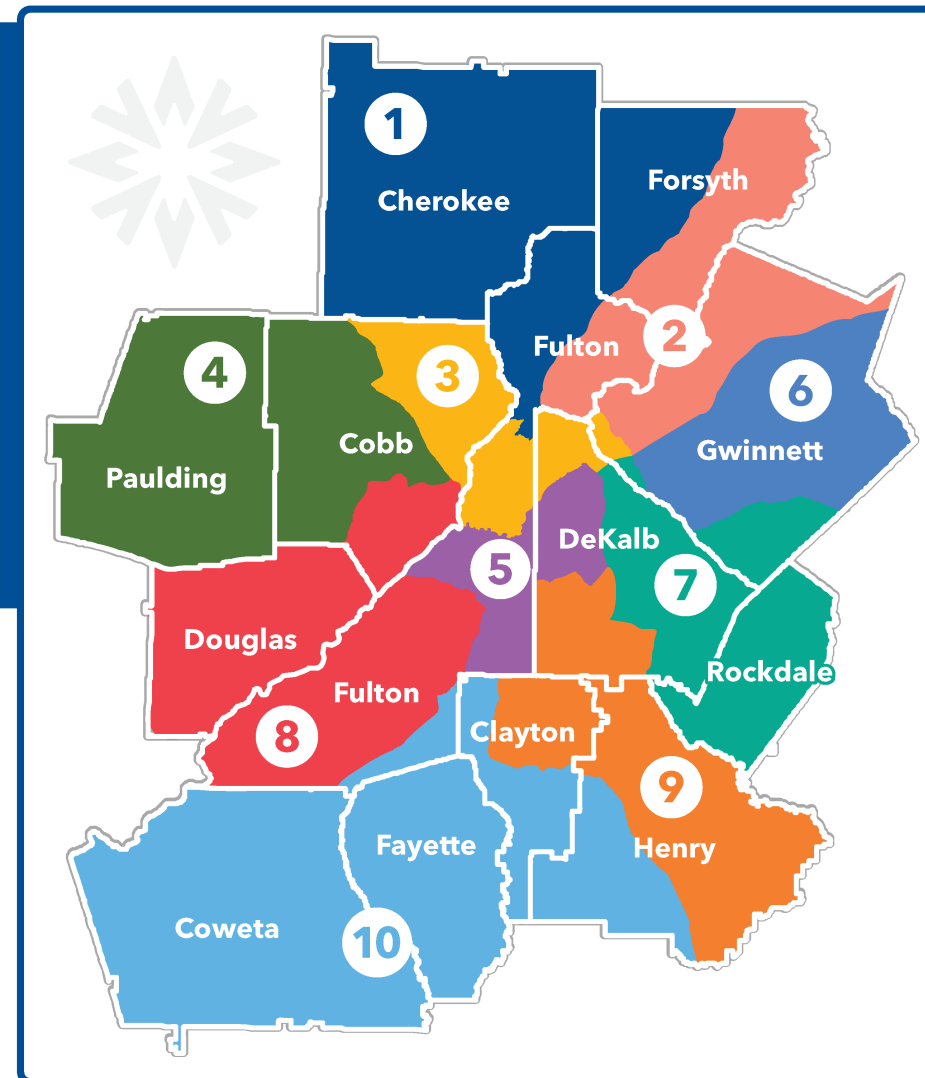


Advance
Strategic
Transit
Investments



Enhance
Customer
Experience

ATL Districts



The ATL's Governing Principles



Economic Development and Land Use

Enhance connectivity and **create access** to employment and activity centers throughout the Atlanta region.



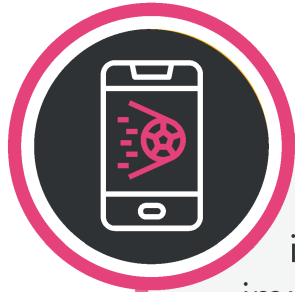
Environmental Sustainability

Offer new and enhanced services as **alternatives to single occupancy vehicle travel** and promote the use of alternative fuels to build **environmentally sustainable communities**.



Equity

Provide services to **improve access and connectivity for low and moderate income communities** and that focus on investments that **better enable day-to-day mobility**.



Innovation

Use technology and innovative solutions to improve **rider experience**, fare collection, **cost savings**, as well as integrate with **emerging transit alternatives** and more.



Mobility and Access

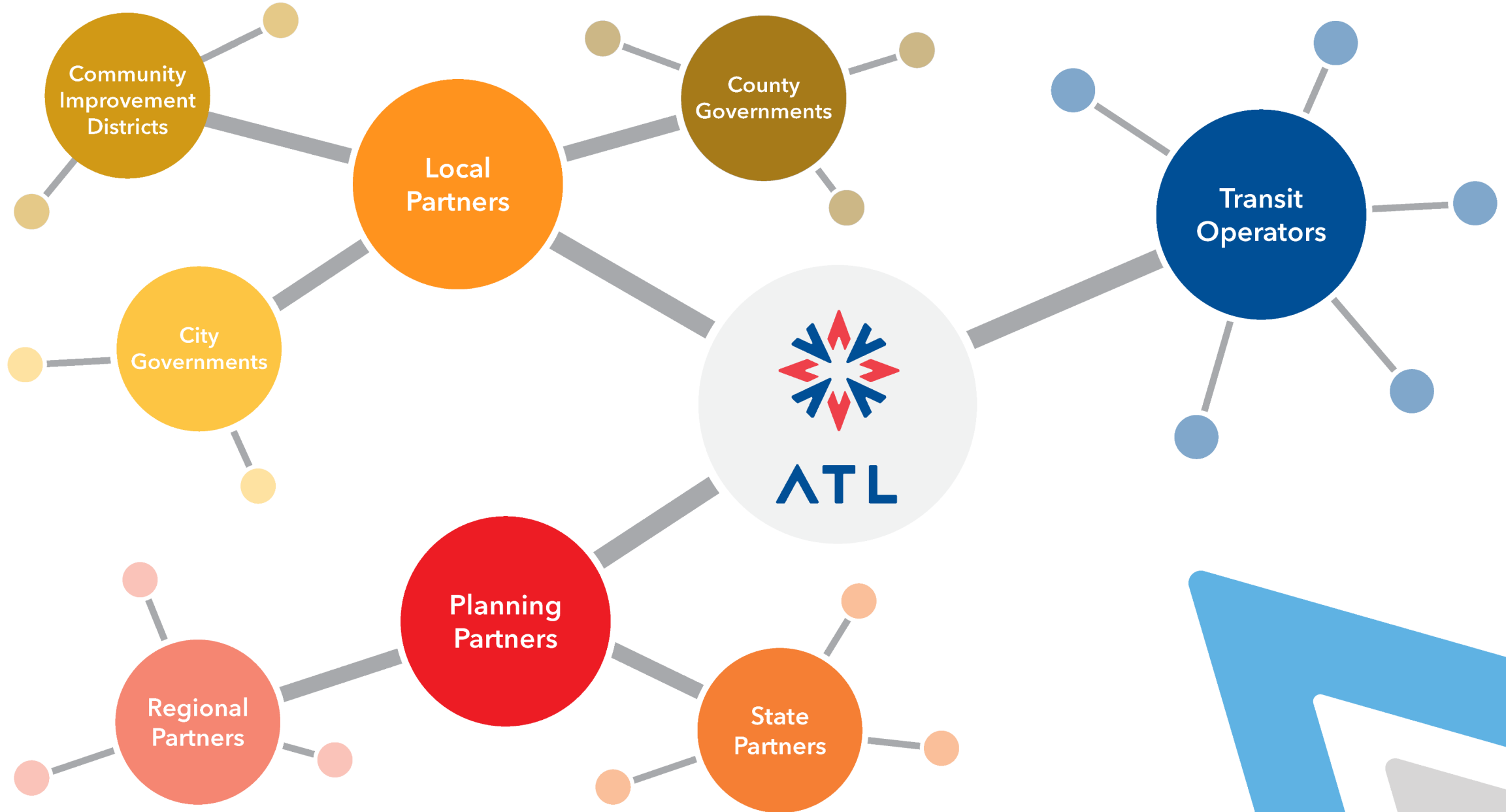
Connect population centers, employment centers, and recreation destinations by using **cross jurisdictional services** to **create regional connectivity**.



Return on Investment

Ensure project financing plans are feasible, sound, and promote **cost-efficient** alternatives for service that enable **regional economic opportunity and growth**.

Our Transit Operator and Community Partners

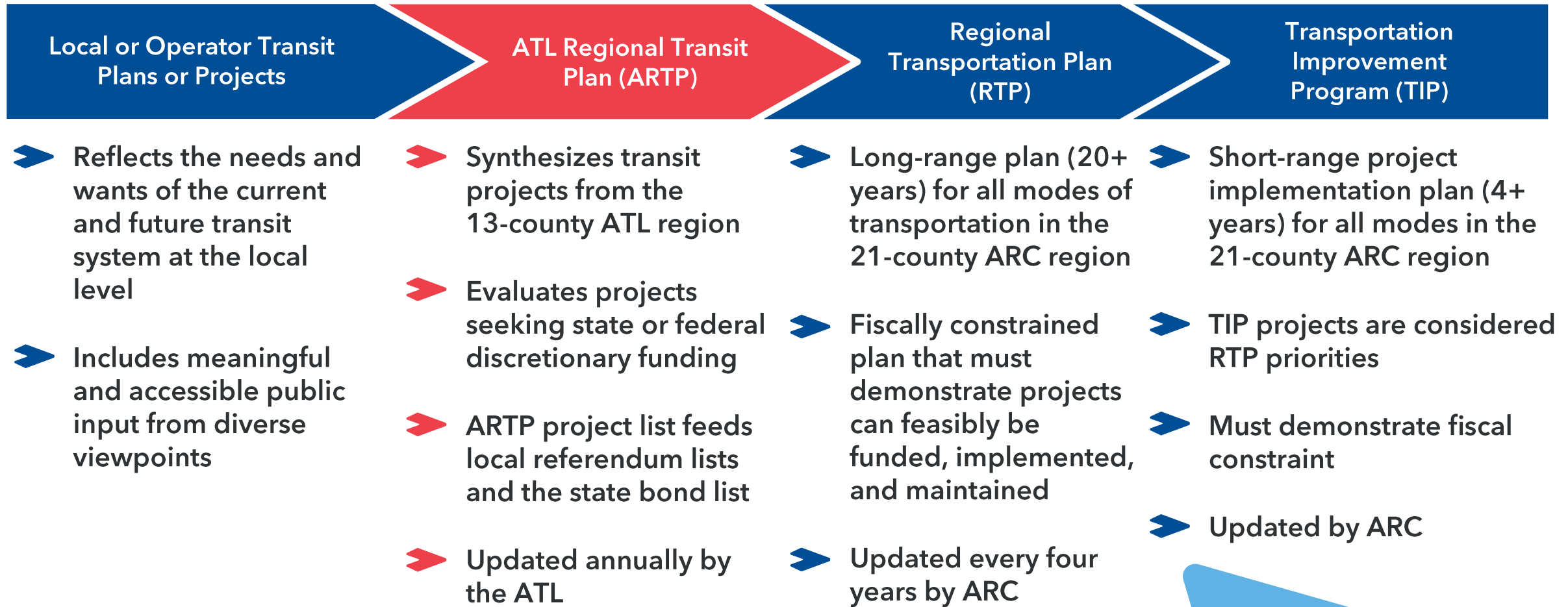


The background features a repeating pattern of stylized, light gray letters: 'A', 'W', and 'R'. These letters are arranged in a circular, sunburst-like pattern, with each letter pointing towards the center. The letters are semi-transparent and overlap each other.

What is the ARTP?

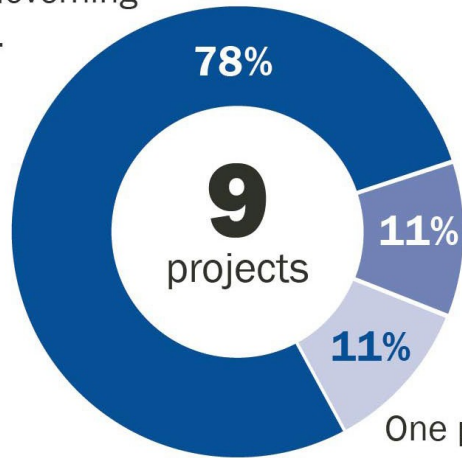
The ATL Regional Transit Plan

The ARTP in the Planning Process



Recommended Bond Project List

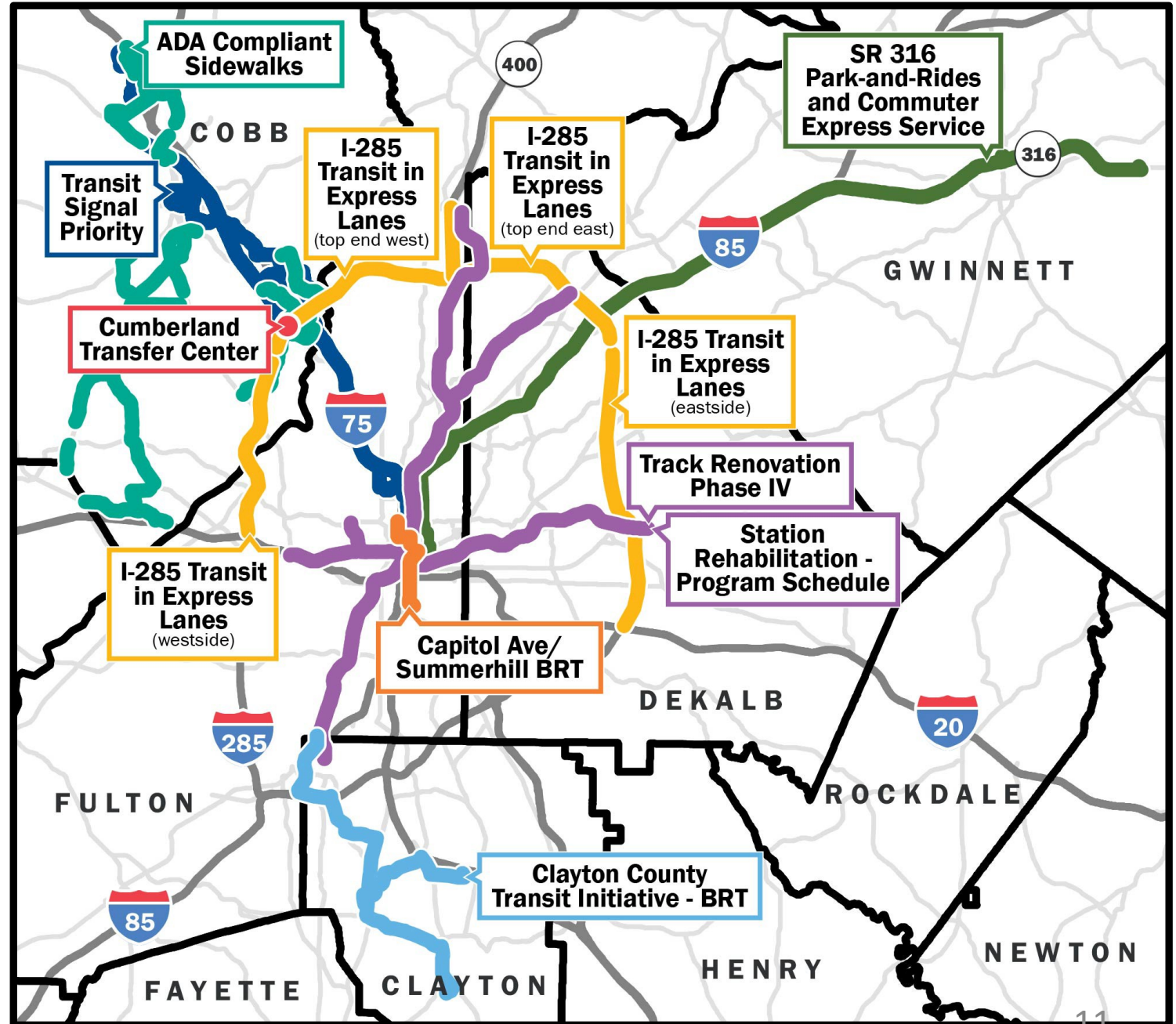
Seven projects are **strongly aligned** with ATL Governing Principles.



One project is **well aligned** with ATL Governing Principles.

One project is **aligned** with ATL Governing Principles.

- Tier 1: Strongly Aligned
- Tier 2: Well Aligned
- Tier 3: Aligned



OVERVIEW OF ARTP 2020 UPDATE SCHEDULE

WE ARE
HERE



Key Milestones	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Review and Amend Methodologies and Analyses			■									
Hold Call for Projects and Conduct Evaluation Process					■							
Public Outreach									■			
Create Draft & Final 2020 ARTP Update Document									■			



The ARTP 2020 Update
Call for Projects

TIMELINE

March/April 2020

Spreadsheets Prepared

May 2020

Pre-web-form Survey

Mid-June 2020

Virtual Info Sessions



May 2020

New Staff

June 8, 2020

Launch Call for Projects

July 10, 2020

Close Call for Projects

PRE-WEB FORM SURVEY

Xpress 2019 Submitted Projects

- ▶ 12 – 2019 Projects Sponsors
- ▶ 191 – 2019 Projects
- ▶ Survey responses were used to customize web-forms for returning sponsors

Project Title	Project Description & Details	Project Elements	Activities Completed to Date	Financial Information	Do you plan on removing any existing projects? If so, which project(s)?
Commuter Bus Vehicle Replacement (Electric) and Charging Infrastructure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hickory Grove Park and Ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mt. Carmel Park and Ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sugarloaf Park and Ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Center/Big Shanty Park and Ride Expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Xpress Mobile Ticketing App	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WHAT DID IT LOOK LIKE



ATL Regional Transit Plan (ARTP): TEST

Welcome to the 2020 Call for Projects! We're excited to work with you. Below you'll find a table of the 2019 projects you identified as requiring updates base your completed project checklist survey.

Updating Project Information

Project Survey Based Updates

Name of Project Project Category

1 - 4 / 4

Update	Add New Project	Name of Project	Project Description	Project Category
UPDATE	Add New Project	Best Bus Route Ever	Best bus route ever.	Expansion
UPDATE	Add New Project	Second Best Bus Route Ever	Second Best Bus Route Ever	State of Good Repair
UPDATE	Add New Project	Third Second Best Bus Route Ever	Third Second Best Bus Route Ever	Expansion
UPDATE	Add New Project	Bus Stop Upgrades	Upgrade all bus stop amenities	State of Good Repair

1 - 4 / 4

2020 ARTP - Pawnee Transit Project Update

Please complete this form for each new project to be added to the 2020 ARTP Project List. If you would like to modify an existing project, please email Aileen Daney (adaney@srta.ga.gov).

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not leslie.langley@aecom.com? [Switch account](#)

* Required

Email address *

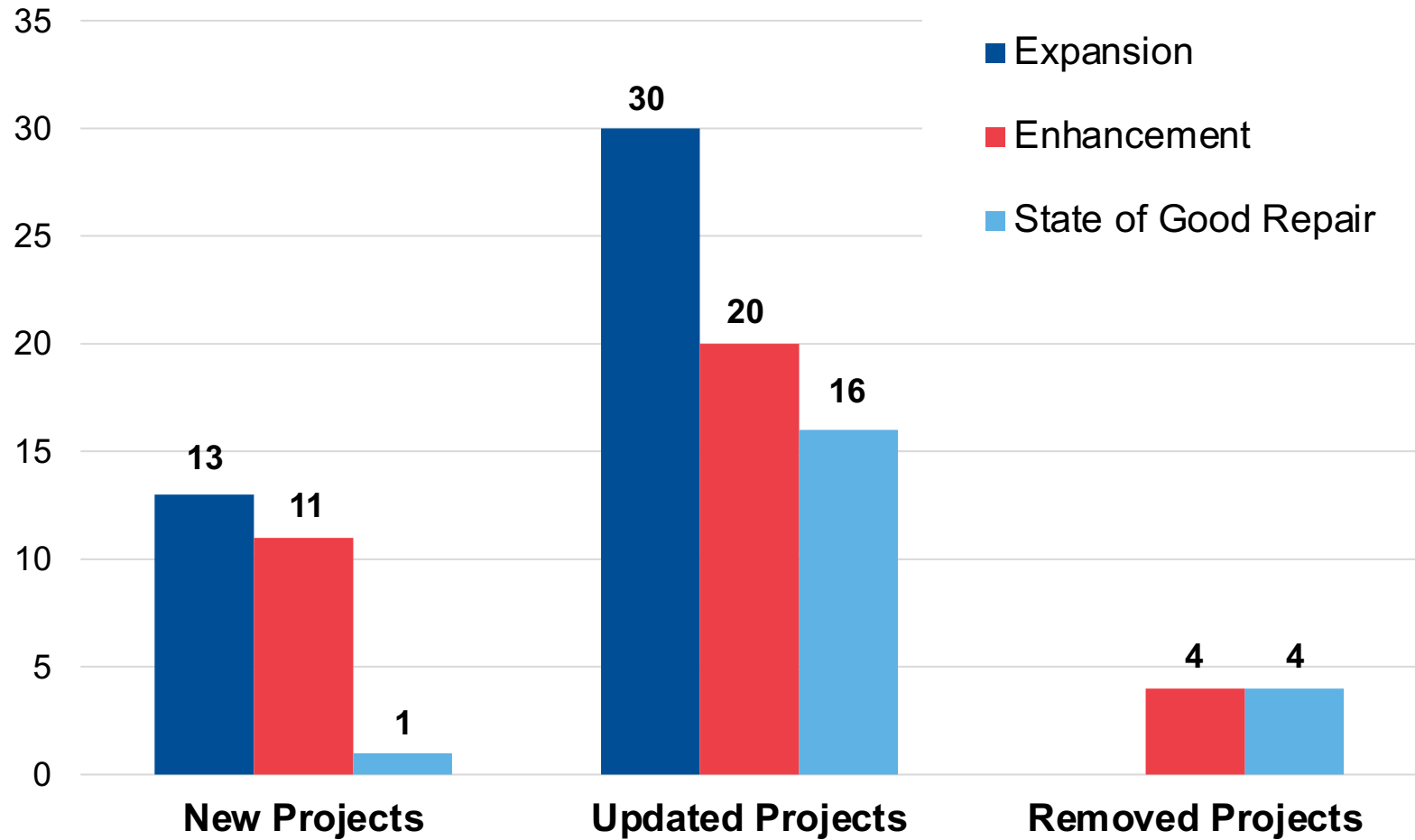
Sponsor ID *

First Name *



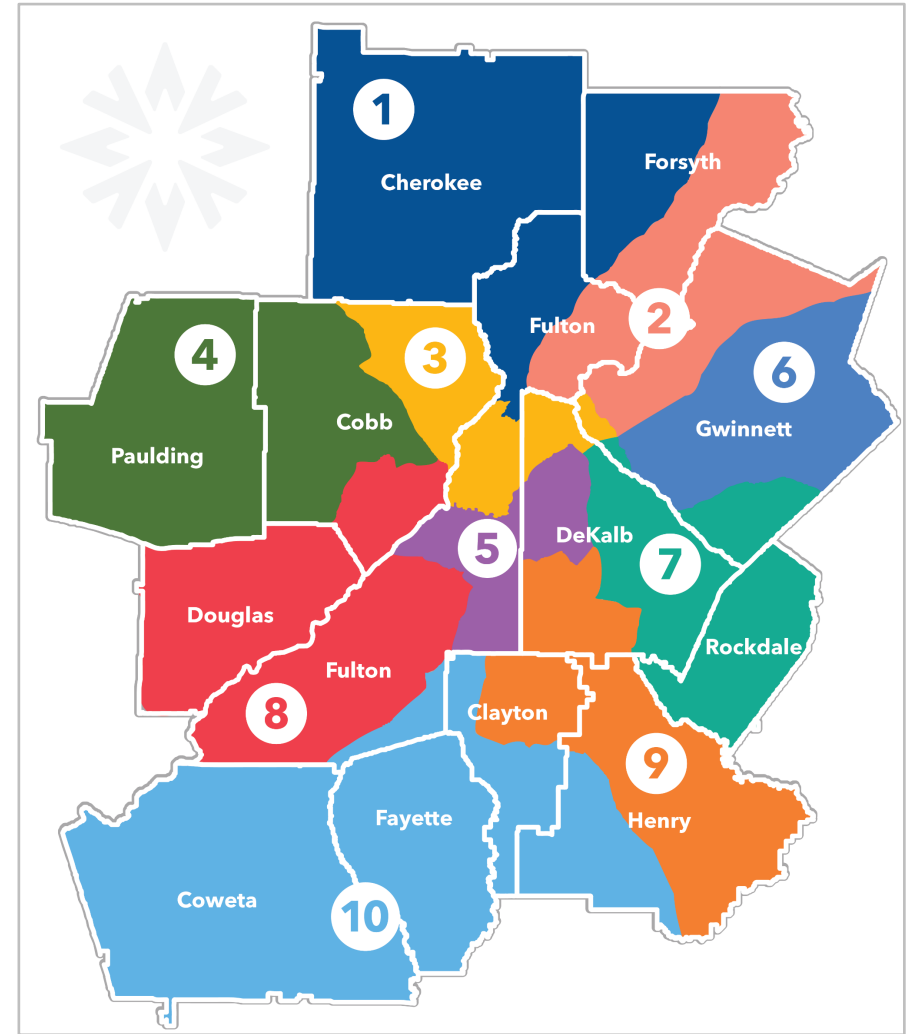
CALL FOR PROJECTS SUMMARY

- ▶ 25 new projects submitted
- ▶ 66 projects significantly updated
- ▶ 8 projects were removed by project sponsors
- ▶ 63% of projects seek federal or state discretionary funding
- ▶ 245 total projects



CALL FOR PROJECTS SUMMARY

District	Project Total	New Projects	Updated Projects	Removed Projects
1	44	5	14	2
2	91	4	10	2
3	102	12	22	3
4	23	11	7	1
5	120	15	32	4
6	75	2	5	1
7	85	6	17	2
8	72	11	35	4
9	48	4	25	3
10	40	5	16	3



If a project enters any portion of a district, it is included in the total. Projects can cover multiple districts.



The ARTP 2020 Update
Evaluation Frameworks & Results

PROJECT PERFORMANCE FRAMEWORK

Project Evaluation

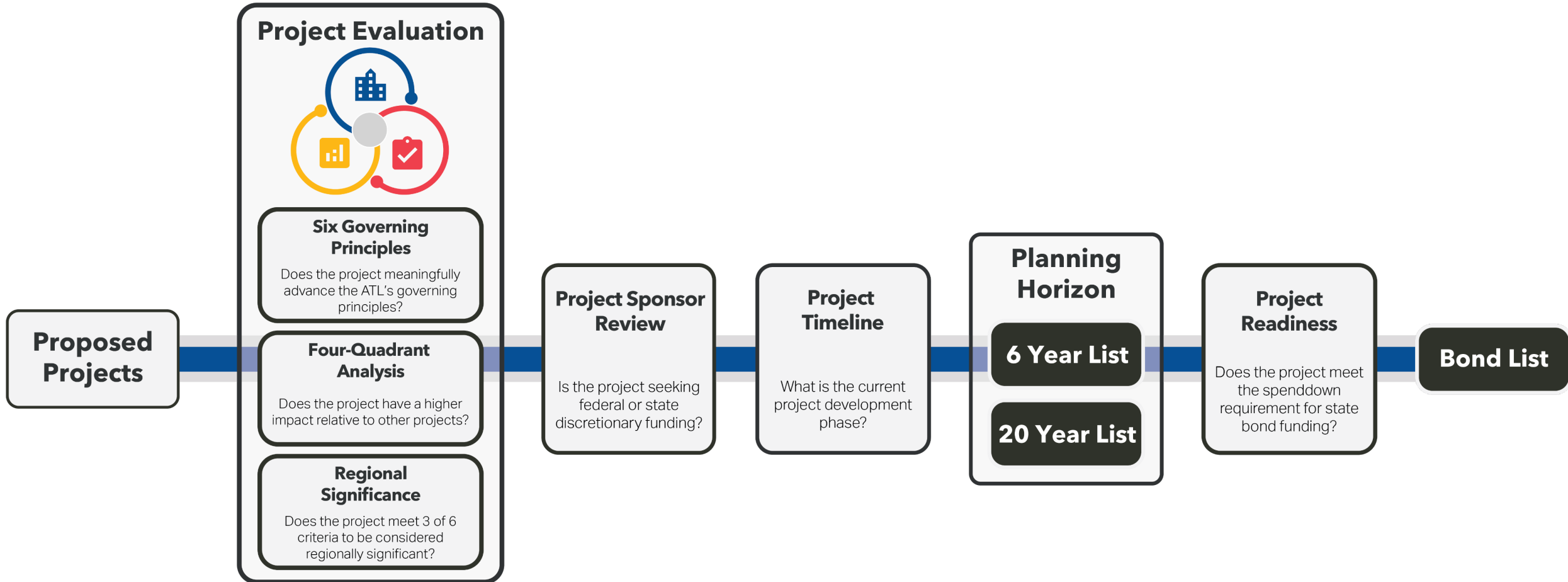
A **project evaluation** helps us understand how each project performs under a series of project performance measures related to market potential, deliverability, and performance impacts. The results inform project funding and implementation priorities.

ARTP
Projects

Plan Evaluation

A **plan evaluation** looks at the system of transit projects - in this case all 245 projects - to understand how they work together and create collective benefits for the region. The evaluation measures used to understand benefits of all 245 projects are derived from a subset of the project evaluation measures and connect to the ATL's six governing principles.

PROJECT PERFORMANCE FRAMEWORK



GOVERNING PRINCIPLE ANALYSIS

Governing Principle	Evaluation Criteria 1	Evaluation Criteria 2	Evaluation Criteria 3	Evaluation Criteria 4	Evaluation Criteria 5	Evaluation Criteria 6	Evaluation Criteria 7
Economic Development and Land Use	Existing Population Density	Proposed Population Density	Existing Employment Density	Existing Land Use	Proposed Land Use	Policy Considerations	Regional Integration
Environmental Sustainability	Transit Trips	Increased Useful Life	Elements to Improve Safety and Security	Elements to Mitigate Environmental Impacts			
Equity	Communities of Interest	Low-Wage Employment Density	Policy Considerations	Redevelopment Potential			
Innovation	Transit Reliability	Elements to Improve Safety and Security	Elements to Mitigate Environmental Impacts				
Mobility and Access	Existing Population Density	Proposed Population Density	Existing Employment Density	Transit Trips	Regional Integration		
Return on Investment	Projected Population Density	Existing Land Use	Proposed Land Use	Policy Considerations	Transit Reliability	Redevelopment Potential	

GOVERNING PRINCIPLE ANALYSIS

► Number of Projects receiving **Governing Principle Score of 2+** (Preliminary Score = 25%+)



**Return on
Investment**

199



**Mobility
and Access**

232



Innovation

206



**Economic
Development
and Land
Use**

236



**Environmental
Sustainability**

209



Equity

160

QUADRANT ANALYSIS

QUADRANT 1

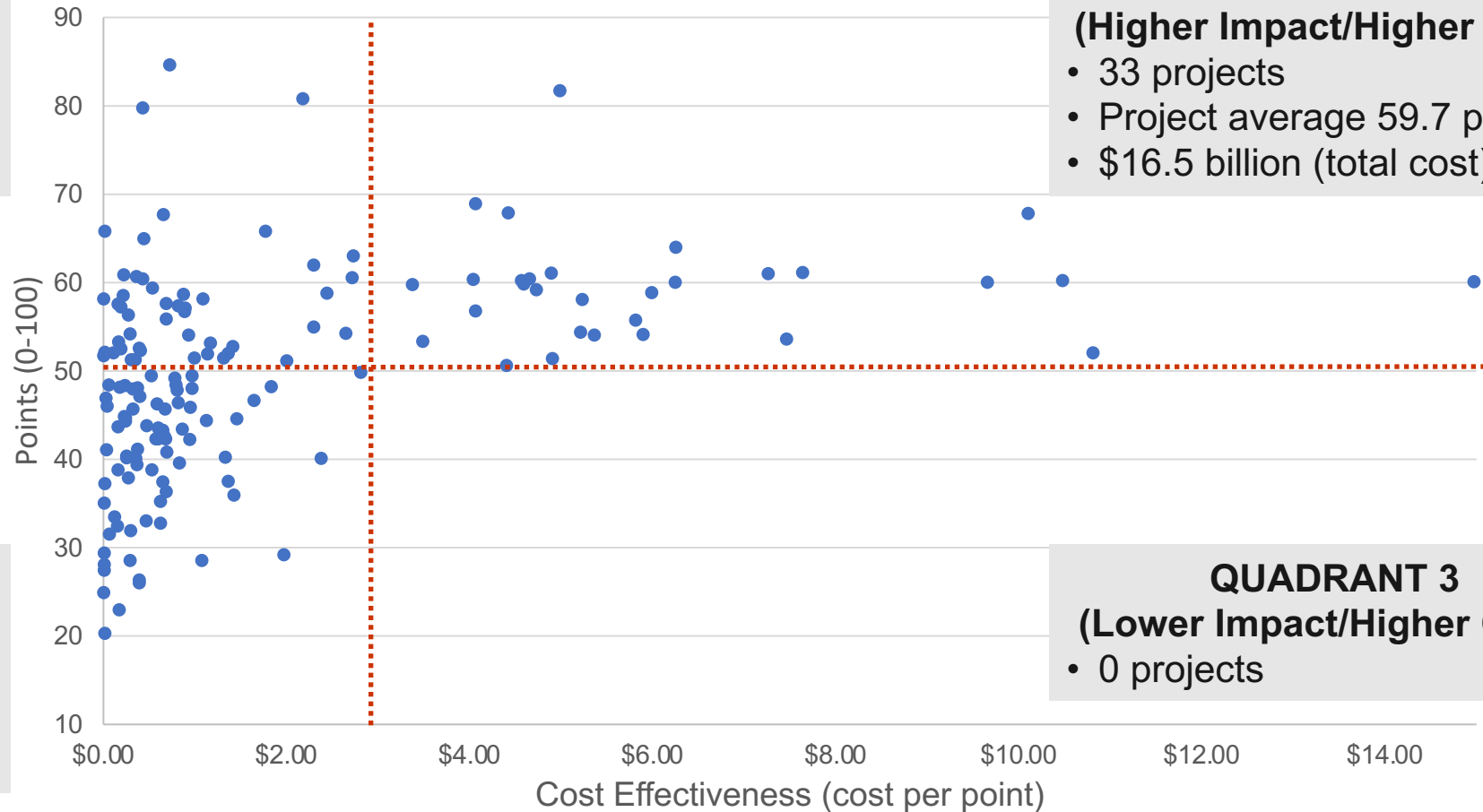
(Higher Impact/Lower Cost):

- 49 projects
- Project average 58.2 points
- \$2.5 billion (total cost)

QUADRANT 2

(Higher Impact/Higher Cost):

- 33 projects
- Project average 59.7 points
- \$16.5 billion (total cost)



QUADRANT 2b

(Lower Impact/Lower Cost):

- 74 projects
- Project average 40.0 points
- \$1.9 billion (total cost)

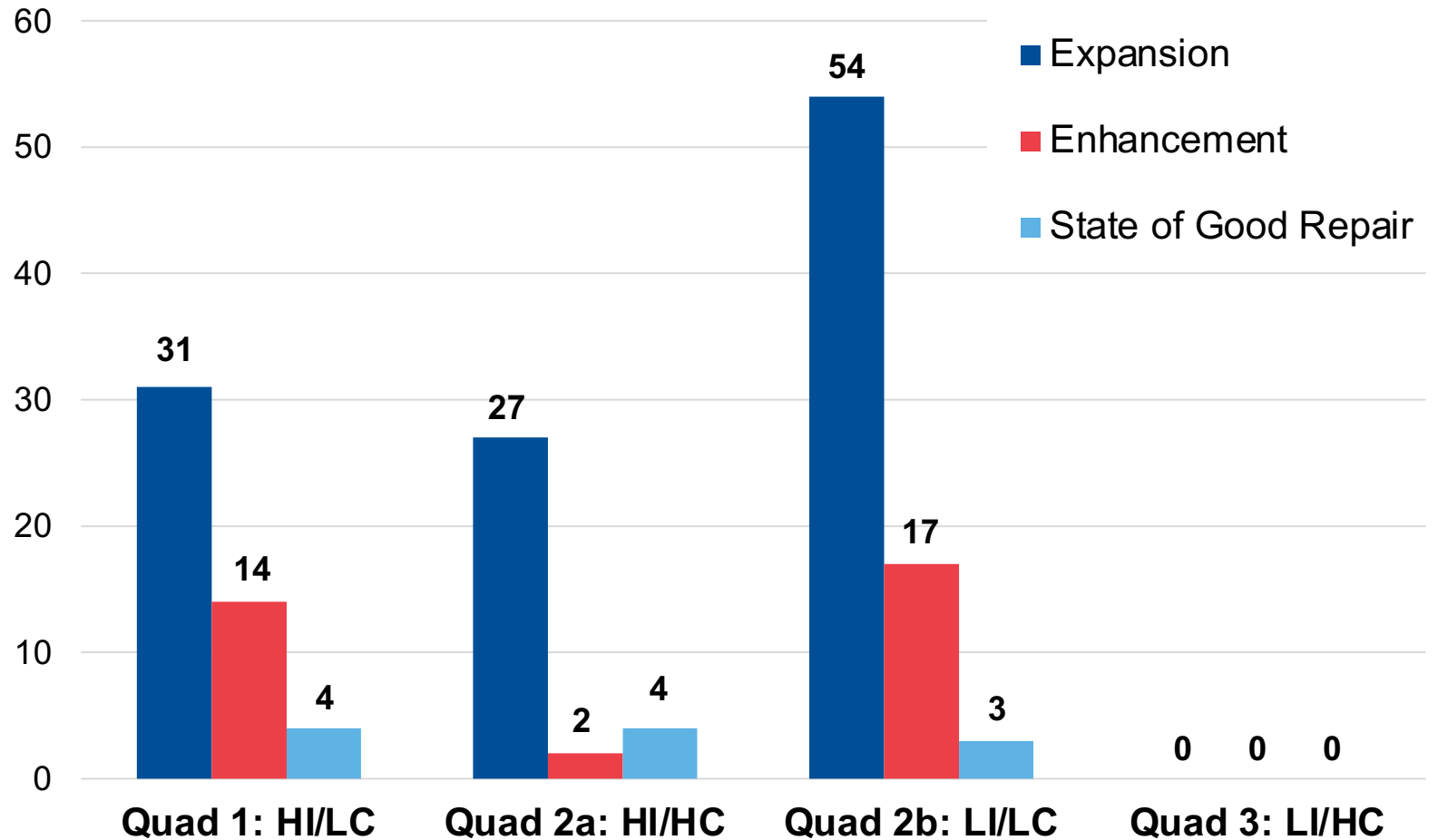
QUADRANT 3

(Lower Impact/Higher Cost):

- 0 projects

QUADRANT ANALYSIS

- ▶ 156 prioritized projects
 - ▶ 112 Expansion,
 - ▶ 33 Enhancement,
 - ▶ 11 SGR
- ▶ 31% of all prioritized projects fall in Quadrant 1
- ▶ 9 sponsors have projects in Quadrant 1
- ▶ Mix of project types and transit modes in Quadrant 1



REGIONAL SIGNIFICANCE CRITERIA

Must meet 3 or more of the following criteria:



**Crosses 2+ counties
or connects 2+
transit operators**



**Leverages
regional capacity
improvements**



**Improves transit
reliability**



**Is or connects to
transportation
terminal**



**Connects to 1+
regional activity
centers**



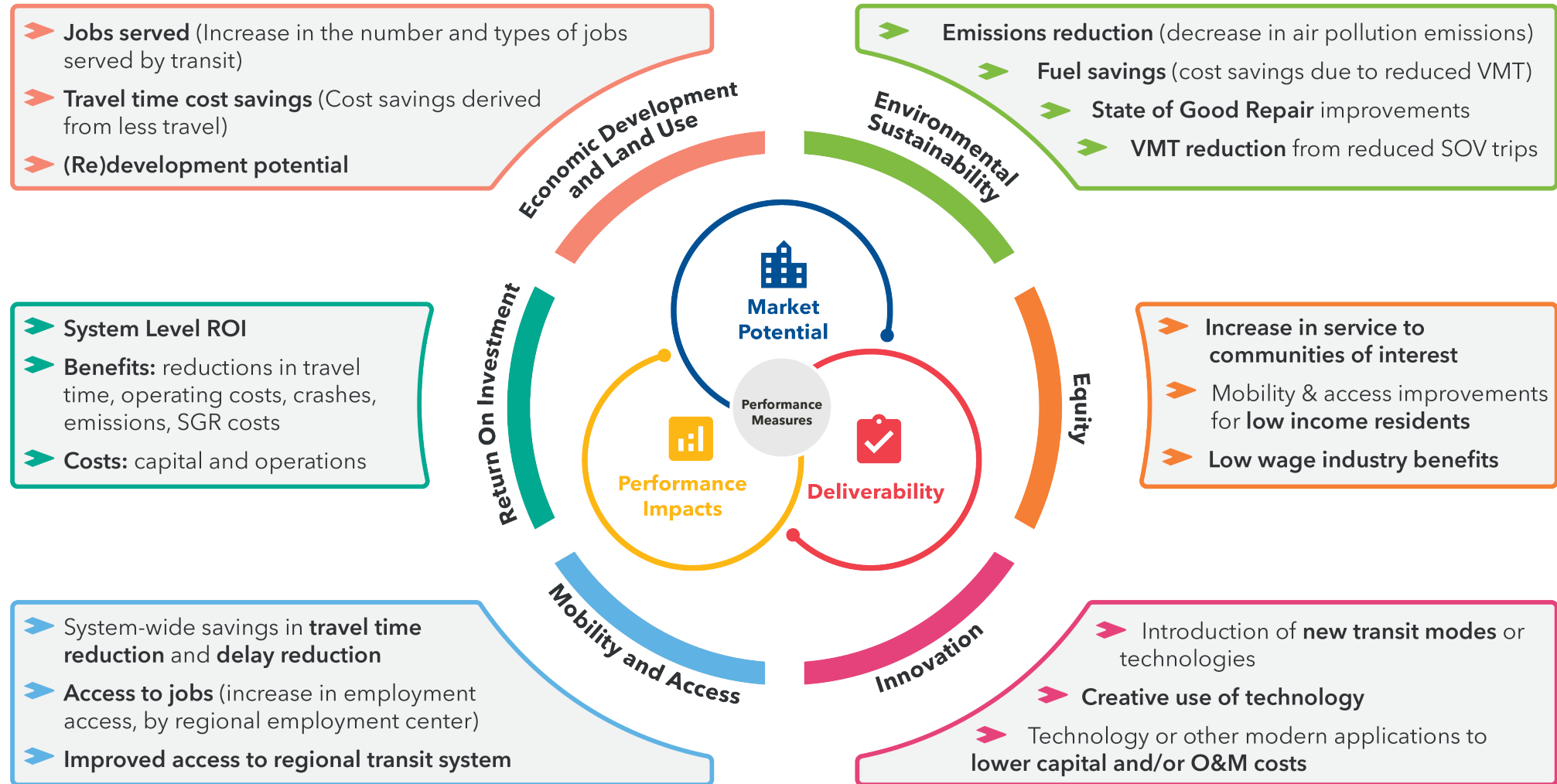
**Provides high capacity,
high frequency or
dedicated facility**

REGIONAL SIGNIFICANCE



- ▶ 129 regionally significant projects
 - ▶ That's 51% of all projects submitted this year
- ▶ 67% are high capacity modes
- ▶ 12/14 project sponsors have at least 1 regionally significant project

PLAN LEVEL EVALUATION



PLAN LEVEL EVALUATION



ECONOMIC DEVELOPMENT & LAND USE

- ▶ **Employment Access:**
 - ▶ **31%** increase in transit trips to employment centers
 - ▶ **51%** of **jobs** will be within **½ mile of proposed high capacity** transit stops or stations
- ▶ **(Re)Development Potential Summary:**
 - ▶ **100%** of TOD projects are within an existing LCI area
 - ▶ **89%** of transit hub projects are within an existing LCI area



ENVIRONMENTAL SUSTAINABILITY

- ▶ **Emission Reduction (Air Quality):**
 - ▶ Annual reduction of **2,046,370 kilograms of CO₂**
- ▶ **Fuel Savings**
 - ▶ **99,804 gallons** of fuel saved annually
- ▶ **State of Good Repair Improvements**
 - ▶ **11%** of all projects propose upgrading to **alternative fuels**

PLAN LEVEL EVALUATION



EQUITY

- ▶ **Increase in Service:**
 - ▶ **33% of low-income households** will be within **½ mile of proposed high capacity** transit stops or stations
 - ▶ **27% of the region's minority population** will be within **½ mile of proposed high capacity** transit stops or stations
- ▶ **Low-Wage Industry Benefits:**
 - ▶ **48% of low-wage jobs** will be within **½ mile of proposed high capacity** transit stops or stations



INNOVATION

- ▶ **Introduction of Smart Technology:**
 - ▶ **31% of projects** have a transit signal priority element
- ▶ **Creative Use of Technology:**
 - ▶ **61% of projects** have a safety element such as hazard detection systems

PLAN LEVEL EVALUATION



MOBILITY & ACCESS

- ▶ **Increase in Transit Trips:**
 - ▶ **39%** increase in transit trips for all ATL region residents
 - ▶ **34%** increase in transit trips by zero-car households
- ▶ **Improved Access to Transit System:**
 - ▶ **24%** of all projects have a **supportive infrastructure** component such as **sidewalks**



RETURN ON INVESTMENT

- ▶ **System Level ROI:**
 - ▶ **Cost: \$28.5 billion**
 - ▶ **ROI: \$142.5 billion**

 - ▶ **Q1 Cost: \$2.5 billion**
 - ▶ **Q1 ROI: \$12.5 billion**



The ARTP 2020 Update
District Downloads

DISTRICT DOWNLOADS SCHEDULE

SEPTEMBER 18th – OCTOBER 19th

atltransit.ga.gov

Key Milestones	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Review and Amend Methodologies and Analyses			█									
Hold Call for Projects and Conduct Evaluation Process					█							
District Download									█			
Create Draft & Final 2020 ARTP Update Document									█			

PURPOSE AND GOALS OF DISTRICT DOWNLOADS

“ To **effectively communicate** with residents, businesses, and institutions throughout the ATL’s Districts by providing numerous opportunities to **learn** about, **provide feedback** on, and **shape the ARTP** planning process and outcomes.

”

- ATL ARTP PUBLIC INVOLVEMENT PLAN (PIP)



**Foster
Inclusivity**



**Build
Partnerships
and Trust**



**Exceed
Requirements**



Community Partners provided a Media Tool Kit for message distribution

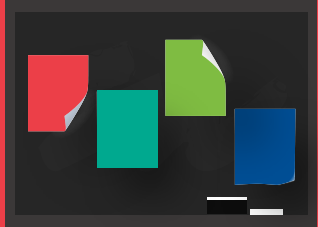
PARTNERS

Virtual public open house and live meetings available through desktop and mobile experiences



ONLINE

Messaging provided to transit operators to display signage promoting participation at high ridership locations



TRANSIT SIGNAGE

Opt into text messages (SMS and MMS) to receive information right on your cellphone



TEXT MESSAGE

Ways to Learn & Participate

SOCIAL MEDIA

Message distribution through ATL and partner agency's social media

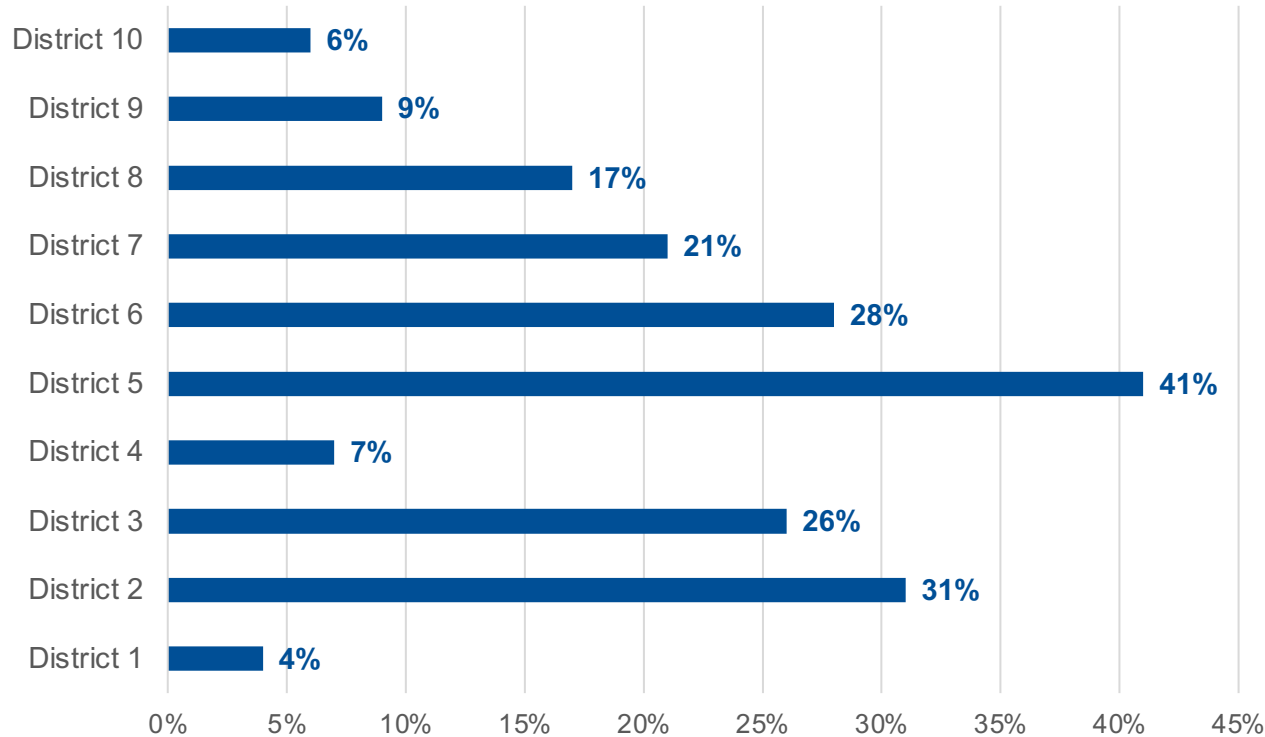


TRADITIONAL MEDIA

Information shared with newspapers, news stations, and other English and non-English media outlets



PERCENT OF PROJECTS SUBMITTED BY DISTRICT



- ▶ **Scaled approach** based on density of projects across the region and barriers to digital engagement opportunities
- ▶ **6 open house live virtual meetings** with brief presentation and staff available to answer questions
 - ▶ 2 ATL districts per meeting
 - ▶ 1 all districts meeting
- ▶ Mix of afternoon and evening sessions to **encourage maximum participation**

A-FRAME EXAMPLE



¡Ayúdenos
a mejorar
el tránsito
en la región
de Atlanta

Help Us
Improve
Transit
in the
Atlanta
Region!



Scan the QR code
to learn about and
comment on the
ATL Regional
Transit Plan!

Visite:
<https://atltransit.ga.gov/>

Envíe el mensaje
de texto:
"ATLTransit" al 474747

Visit:
<https://atltransit.ga.gov/districtdownloads/>

Text:
"ATLTransit" to 474747

ARTP FLYER



Help Us Improve Transit in the Atlanta Region!

Every year the ATL updates a regional transit plan and we need your input.

Connect and provide your input via:



Dial-in



Text to Learn more



Virtual Open House



Virtual Live Meetings



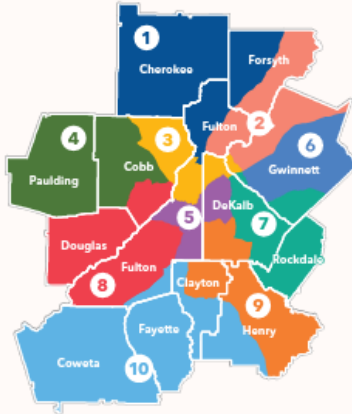
Social Media
#ATLTransitPlan
#PublicComment



Scan the QR code to learn about and comment on the ATL Regional Transit Plan!



Learn more about the plan via our District Download Live Meetings



Oct. 5, 2020 | 6 p.m. - 7 p.m.

Districts 4 and 8
Dial-in: +1 312 626 6799, ID: 861 6072 2141

Oct. 6, 2020 | 6 p.m. - 7 p.m.

Districts 3 and 5
Dial-in: +1 312 626 6799, ID: 852 4005 0955

Oct. 7, 2020 | 2 p.m. - 3 p.m.

ALL DISTRICTS
Dial-in: +1 312 626 6799, ID: 862 9753 9254

Oct. 8, 2020 | 6 p.m. - 7 p.m.

Districts 6 and 7
Dial-in: +1 312 626 6799, ID: 824 9873 2122

Oct. 13, 2020 | 6 p.m. - 7 p.m.

Districts 1 and 2
Dial-in: +1 312 626 6799, ID: 821 1492 0634

Oct. 14, 2020 | 6 p.m. - 7 p.m.

Districts 9 and 10
Dial-in: +1 312 626 6799, ID: 828 7676 2537

Zoom link for District Downloads available at [▼](#)

<https://atltransit.ga.gov/districtdownloads/>

Text "ATLTransit" to 474747

What's in the ATL Regional Transit Plan?

The ATL Regional Transit Plan (ARTP) serves as the foundation for future transit planning in the region. Your participation ensures that proposed projects create a connected, reliable, and accessible transit network for all.

About the ATL

The Atlanta-region Transit Link Authority (the ATL) was established in 2018 to better connect transit options across the 13-county Atlanta region. With the support of regional transportation partners, the ATL works to advance a strategic regional transit plan that will help ensure metro Atlantans remain mobile, and connected, across the region.

About the Projects



*Each dot represents one project

26 State of Good Repair

+ **71 Enhancement**

+ **148 Expansion**

= **245 projects** across all 10 ATL districts totaling **\$29 billion**

Measuring Project Benefits

ATL studies each project based on criteria such as regional significance and relative cost to impact.

129 projects are regionally significant



Crosses 2+ counties or connects 2+ transit operators



Is or connects to transportation terminal



Leverages regional capacity improvements



Connects to 1+ regional activity centers



Improves transit reliability



Provides high capacity, high frequency or dedicated facility



For more information, contact us at: (404)-893-2100

OPT-IN TEXT MESSAGE



Your participation ensures that proposed projects create a connected, reliable, and accessible transit network for all. Type **VALUES, RESULT, FUNDING, COMMENT** to learn more about different aspects of this year's plan!

Text **“ATLTransit”** to **474747**



SOCIAL MEDIA COMMUNICATIONS EXAMPLES

What's the
ATL
Regional
Transit Plan?



<https://atltransit.ga.gov/districtdownloads/>

ATL  ATLANTA-REGION
TRANSIT LINK
AUTHORITY

Learn about the
2020 ATL Regional Transit Plan
via our

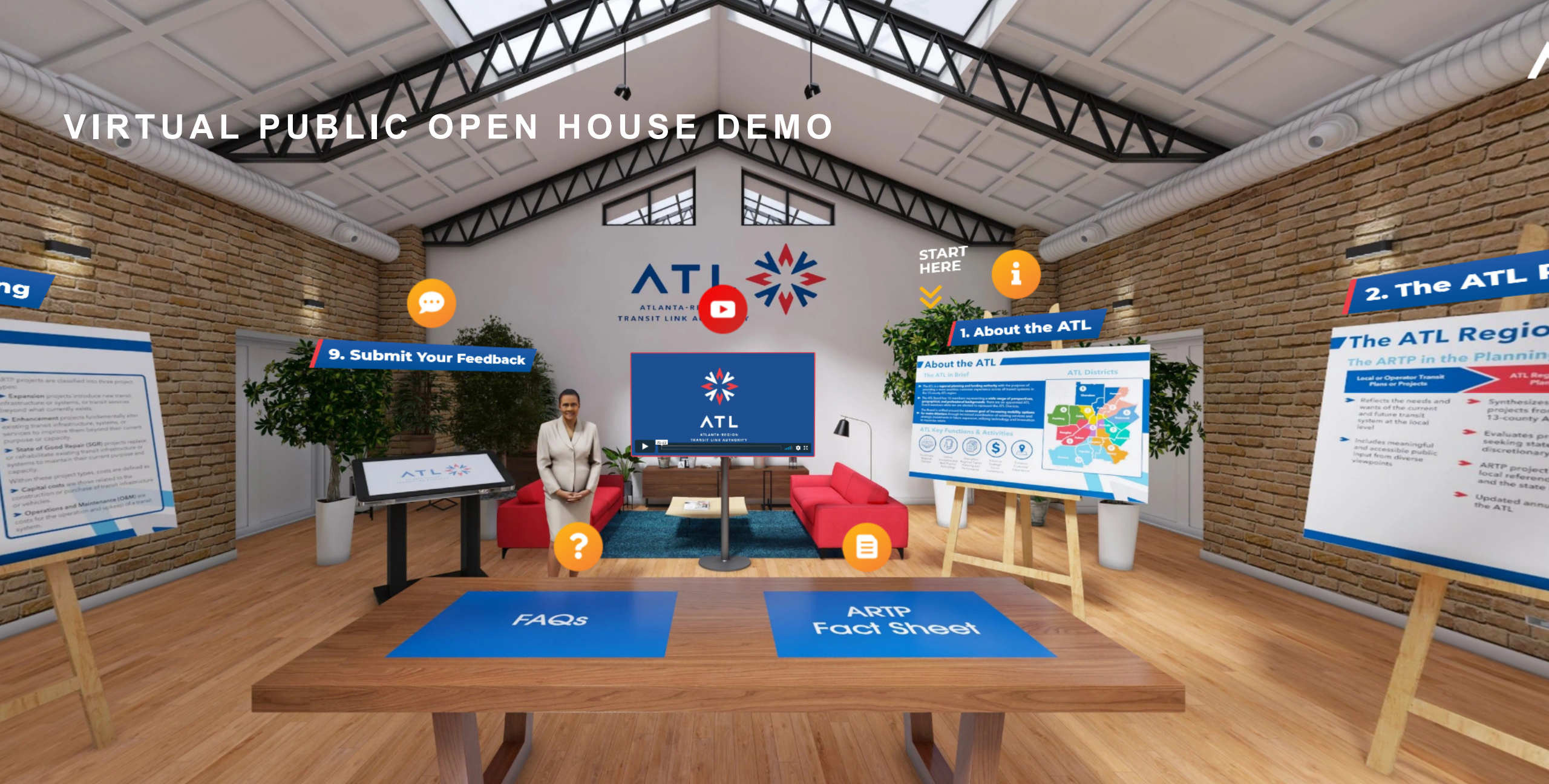


District
Downloads

<https://atltransit.ga.gov/districtdownloads/>

ATL  ATLANTA-REGION
TRANSIT LINK
AUTHORITY

VIRTUAL PUBLIC OPEN HOUSE DEMO



9. Submit Your Feedback

1. About the ATL

FAQs

ARTP Fact Sheet

2. The ATL Region

The ATL Region
The ARTP in the Planning

- Local or Operator Transit Plans or Projects
- ATL Regional Plan
- Reflects the needs and wants of the current and future transit system at the local level
- Synthesizes projects from 13-county area
- Includes meaningful and accessible public input from diverse viewpoints
- Evaluates and seeks state discretionary
- ARTP project local referend and the state
- Updated annually the ATL



Next Steps for the ARTP

Learn more about the plan via our
**District Download
Live Meetings**



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SCHEDULE OF FUTURE ARTP UPDATES & ACTION ITEMS



October 1

- ▶ Interim District Download Update
- ▶ Formal Public Comment Period (10/29 – 11/27)
- ▶ Draft Project Fact Sheet Template and Document Template

November 5

- ▶ Full Summary of District Downloads
- ▶ Formal Public Comment Period (10/29 – 11/27)
- ▶ Draft ARTP 2020 Document

December 3

- ▶ Final ARTP 2020 Document (Action Item for ATL Board)

CONSIDERATIONS FOR THE FUTURE

- ▶ How can we better align with ARC's RTP?
- ▶ How can we create a true planning process?
- ▶ How can we reduce burden on project sponsors?



THANK YOU!
Questions

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Leslie Langley

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