



U.S. Department of Transportation
Federal Highway Administration
Federal Transit Administration

Welcome to *The Planning Exchange*



TRANSPORTATION PLANNING INFORMATION EXCHANGE

REGIONAL TRANSIT COORDINATION IN METRO ATLANTA

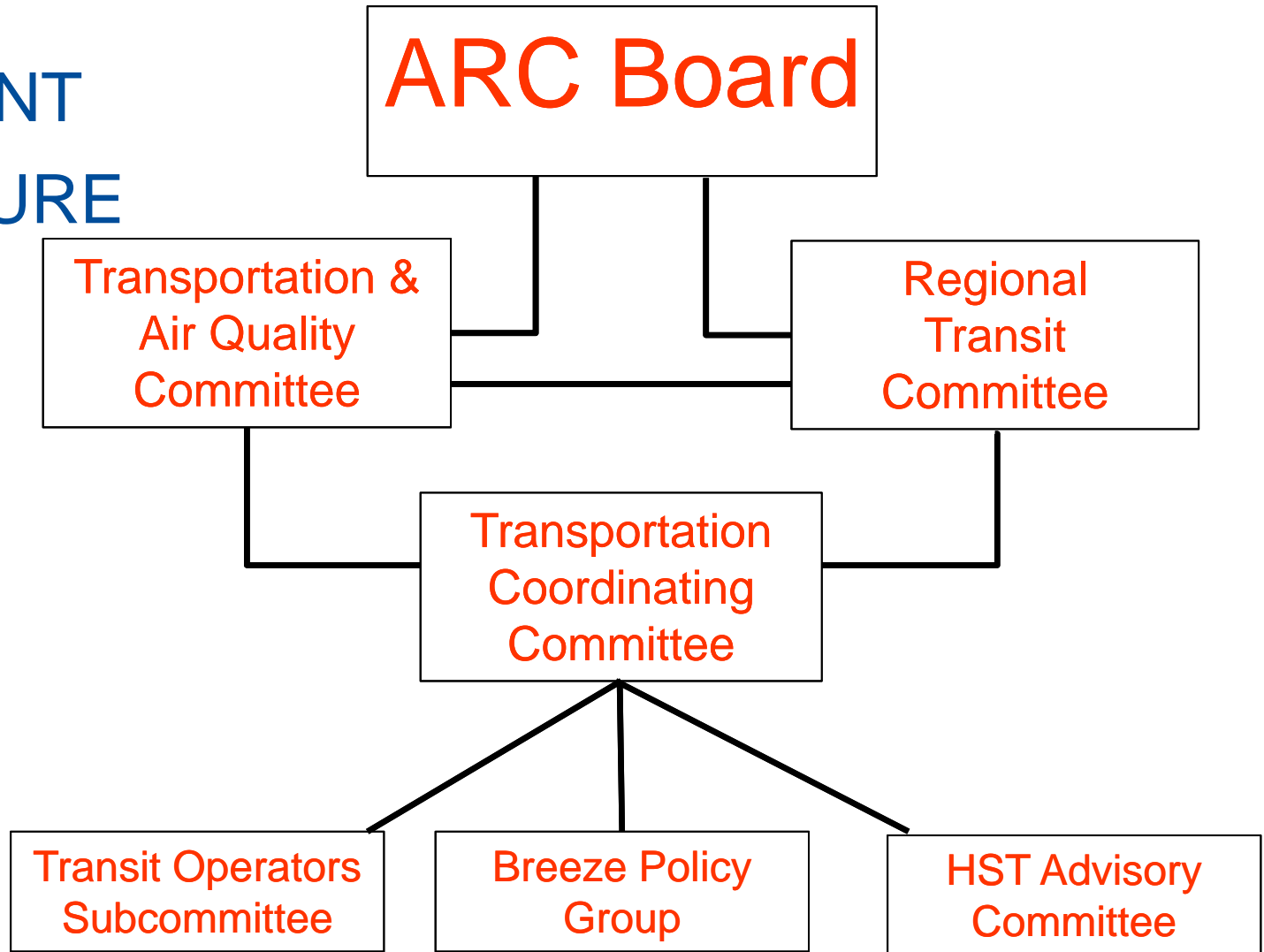


THE PLANNING EXCHANGE

COORDINATION HISTORY

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

CURRENT STRUCTURE



FUNDING OF COORDINATION

Year	Member	Dues	
2010-2011	County Governments City of Atlanta Metro Atlanta Mayor's Assc.	\$10,000	
	GDOT	\$22,500	
	MARTA GRTA	\$150,000 (in-kind services)	
2012-2013	County Governments City of Atlanta Metro Atlanta Mayor's Assc.	\$5,000	
	GDOT	\$10,000	
	MARTA GRTA	\$150,000 (in-kind services)	
Proposed 2014-2016	County Governments City of Atlanta Metro Atlanta Mayor's Assc. GDOT GRTA	<u>Annual</u> \$5,000	<u>3-Year</u> \$15,000
	MARTA	\$150,000 (in-kind services)	\$450,000 (in-kind services)

2014-2016 WORK PROGRAM

TASK	BUDGET
Task 1: Regional Transit Planning <i>Supports continued implementation of the regional transit expansion vision*</i>	\$1,000,000
Task 2: Regional Transit Coordination <i>Fosters reliable, seamless & cost effective transit service</i>	\$300,000
Task 3: Regional Transit Data & Analysis <i>Provides business intelligence & improves service efficiency</i>	\$700,000
Task 4: Regional Fare Policy & Collection Coordination <i>Creates a unified fare payment system that efficiently collects revenue</i>	\$750,000
Task 5: Regional Transit Marketing Analysis & Strategy Development <i>Expands transit use & farebox returns through coordinated messaging & awareness</i>	\$250,000
TOTAL	\$3,000,000



2015 PRIORITIES

- Marketing Strategy
- Fare Study Implementation
- Unified Bus Stop Implementation
- MPO Coordination/Performance Measures
 - Required by MAP-21



CONTACT INFO

Cain Williamson

Manager, Mobility Services Division

Atlanta Regional Commission

(678) 362-0985

cwilliamson@atlantaregional.com

