



House Commission on Transit Governance and Funding

Commission Meeting

June 26, 2018

Overview

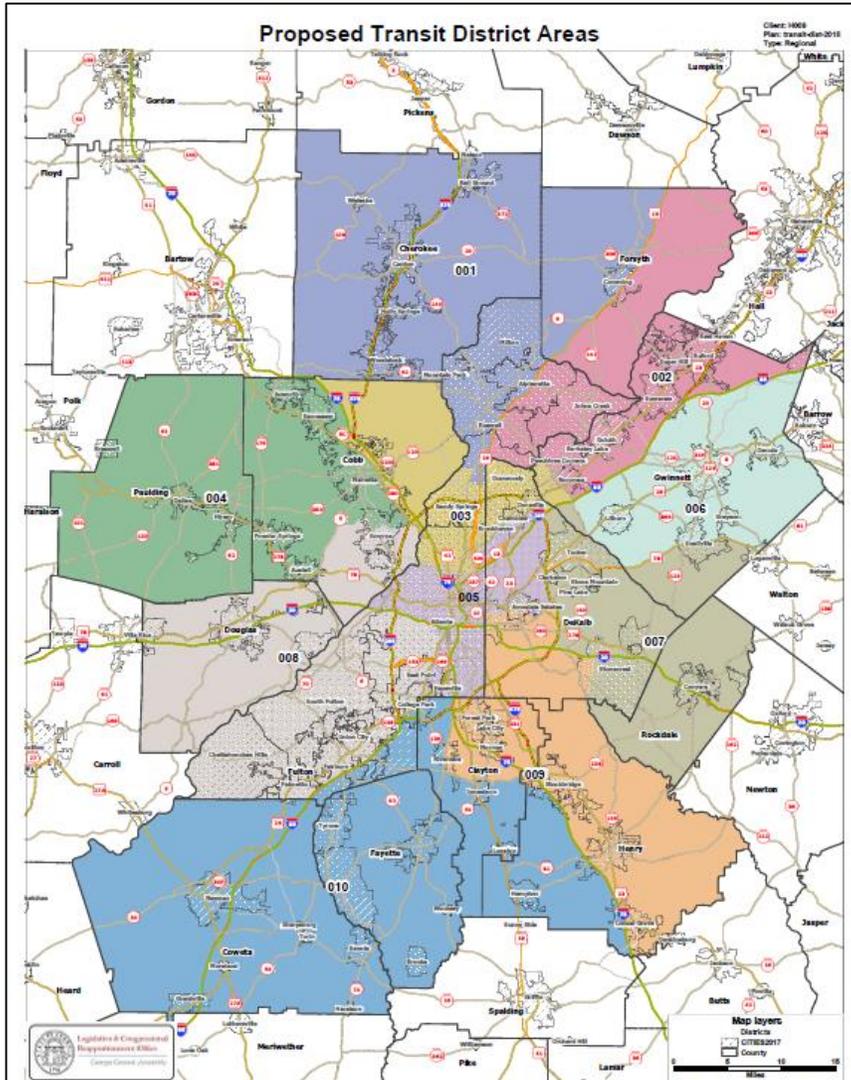
We will cover four topics today

Introduction and HB 930 Recap	Transit Study Update	Stakeholder Outreach	Next Steps
<ul style="list-style-type: none">• Welcoming remarks• Scott Haggard, Atlanta-region Transit Link<ul style="list-style-type: none">– HB 930 summary	<ul style="list-style-type: none">• Refresher of objectives, approach, and activities• Recent accomplishments	<ul style="list-style-type: none">• Lauren Powalisz, Deloitte<ul style="list-style-type: none">– Rural Greenhouse Lab overview and outcomes– Other Metro Greenhouse Lab overview and outcomes• Phillippa Moss, Hall Area Transit• Leigh Ann Trainer, DHS	<ul style="list-style-type: none">• Upcoming in-depth rural analysis objectives and activities• Preview of topics of upcoming Committee meetings• Public comment• Closing remarks

Recap of HB 930

HB 930: Atlanta-region Transit Link Authority (the 'ATL')

Intends to improve coordination, integration, and efficiency of transit in Metro Atlanta



HB930 passed the Legislature on March 29, 2018 creating a new regional governance and funding structure overseen by a new State agency called the ATL.

HB930:

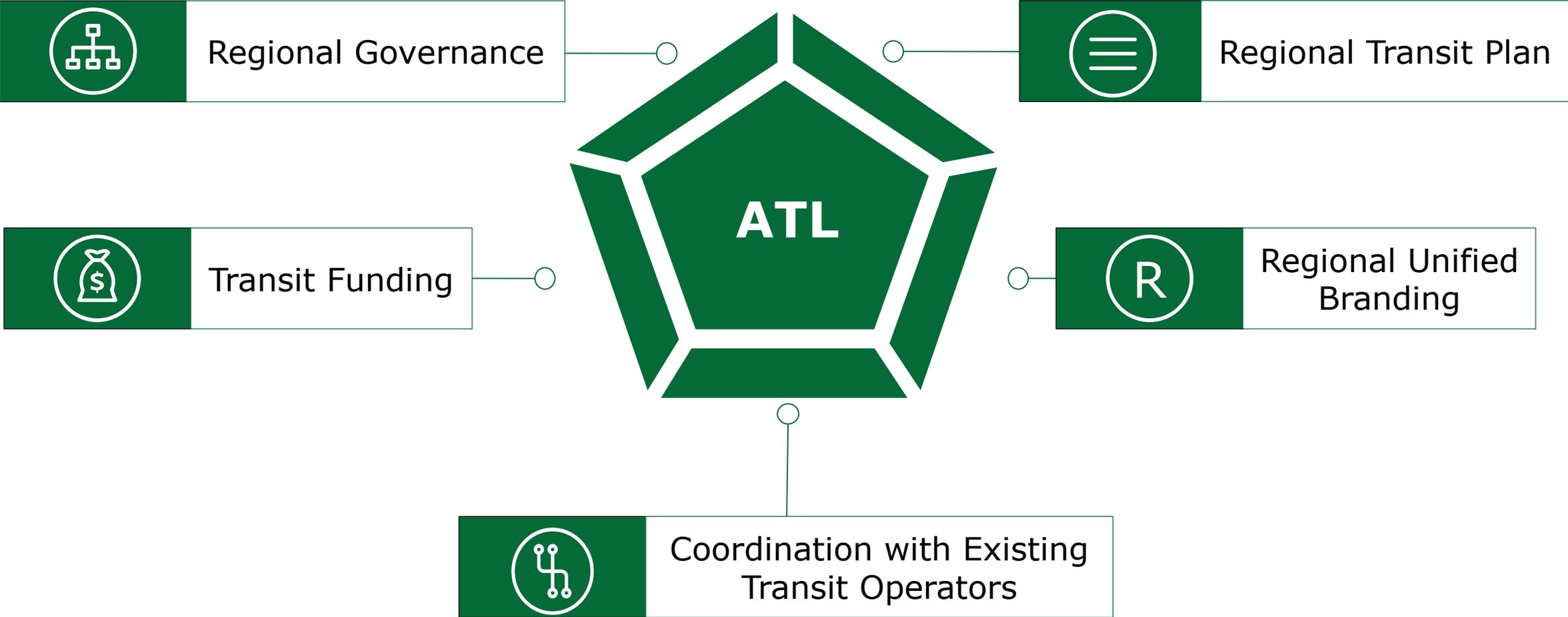
- Defines Metro Atlanta as the 13 county nonattainment area
- Requires the ATL to create a Regional Transit Plan encompassing all transit projects and initiatives across the region
- Creates access to new funding sources for activities within the plan
- Any two or more neighboring counties outside the ATL's jurisdiction can hold a referendum to raise an additional sales tax for transit purposes

ATL

- A unifying entity that ensures coordinated transit planning and funding across Metro Atlanta
- Oversees all transit activity to increase transparency around regional transit planning, funding and operations

Overview of the ATL

A unifying entity that ensures coordinated planning and funding of transit

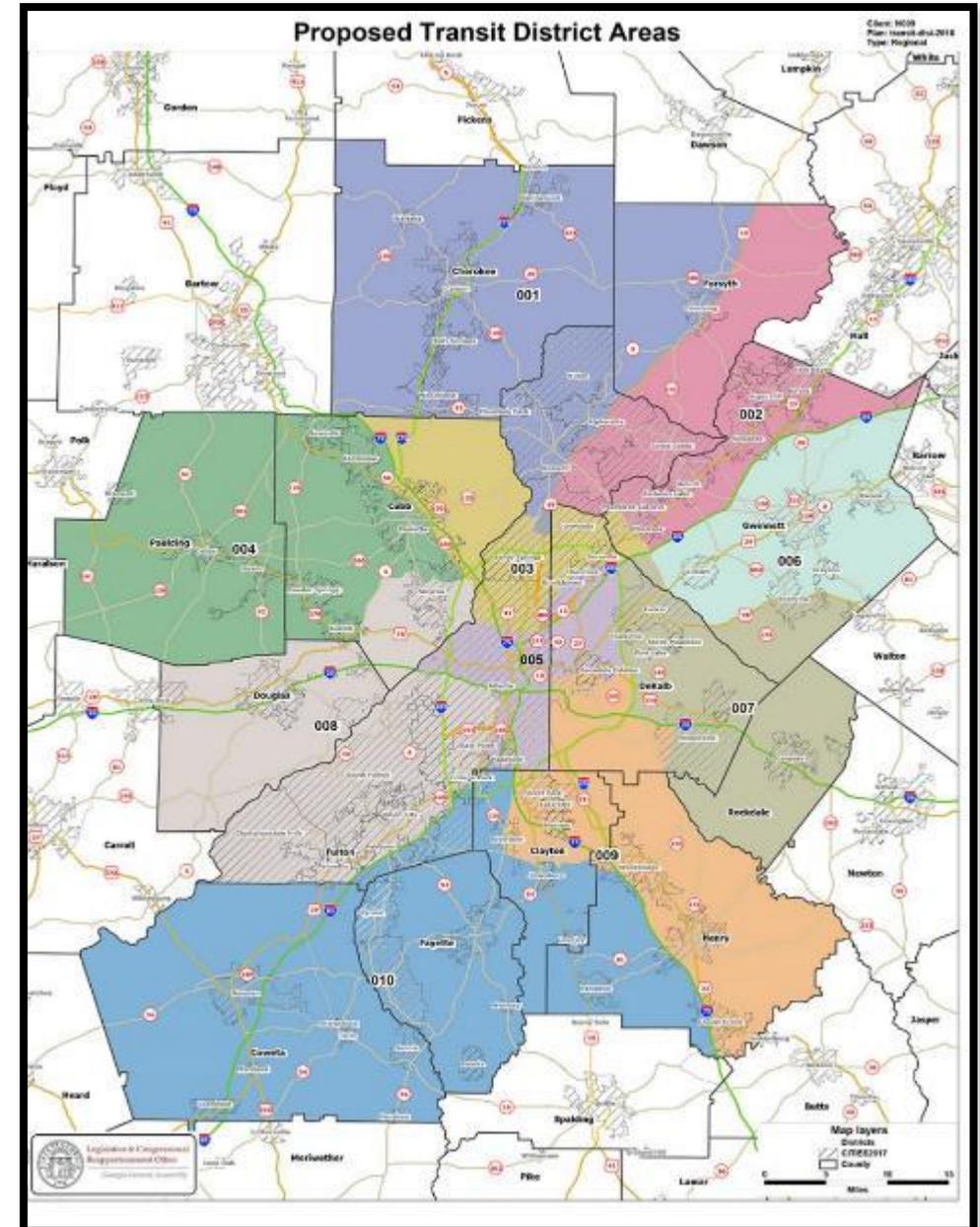




Regional Governance

A State Authority With Local and State Insight

- 16-member board to be named by 12/01/2018
- Members will serve four-year terms
- One citizen representing each of 10 districts drawn within the 13-county region
- Each district board member appointed by caucus of state legislators, county commission chairs and mayors within each district
- Two appointees by Speaker of the House
- Two appointees by Lt. Governor
- One Gubernatorial appointee who serves as Chair
- GDOT Commissioner (non-voting)





Regional Transit Plan (RTP)

1 of 2 Core Activities

- The official multiyear plan for transit services & facilities for 13 county area - Cherokee, Clayton, Coweta, Cobb, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding and Rockdale
- 6-year and 20-year time horizons
- Coordinate existing and future transit service
- Developed in consultation with the region's Metropolitan Planning Organizations (MPOs)
- Regional stakeholders, including local governments, may submit requests to the ATL for additions and amendments to the Plan from time to time based on changing conditions
- After 1/1/2019, referendum transit projects must be in RTP & approved by the ATL





Regional Transit Funds

Management, Allocation, and Generation

- Up to 30 years, Up to 1% transit-specific SPLOST
- Projects must be in Regional Transit Plan & approved by the ATL*
- Counties outside of 13-county region can pair together to use new T-SPLOST authority
- Designated Recipient Role
- ATL's Scope: All Federal & State Transit Funds in region
- \$100M State G.O. Bonds for transit
- ATL can issue its own bonds and work with other state agencies to issue bond



Regional Transit Funds

Special Gwinnett, Cobb & Fulton Provisions

- **Gwinnett County** – can hold TSPLOST referendum on joining MARTA via Contract at any time
- **Cobb County** – can create a special district within Cobb & hold TSPLOST referendum & enter into a contract with MARTA to provide transit services within such special district at any time up to December 1, 2019
- **Cobb & Gwinnett still have same options to join MARTA as existed prior to HB 930**
- **Fulton County** – can hold a referendum for additional 0.2% sales tax for transit





Regional Unified Branding

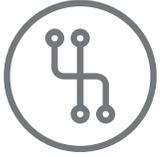
2 of 2 Core Activities

- Regional Transit Plan must include plan for the creation of a unified brand to encompass all transit service providers in 13-county region
- As of Jan. 1, 2019, any new MARTA asset worth more than \$250,000 must display The ATL logo and brand, prominently featuring the acronym "ATL"
- As of Jan. 1, 2023, the ATL logo and brand must be used on any and all MARTA property

At Least 10 Public Transit Agency/Operators

- Metropolitan Atlanta Rapid Transit Authority 
- Cobb County Department of Transportation 
- Douglas County Rideshare 
- State Road & Tollway Authority 
- Gwinnett County Board of Commissioners 
- Cherokee County Board of Commissioners 
- Henry County Transit 
- Forsyth County Public Transportation Dial A Ride 
- Coweta County Dial A Ride 
- vRide and Enterprise Rideshare 





ATL Coordination with Existing Transit Entities (1 of 2)

MARTA

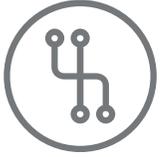
- MARTA still exists and continues to exist
- MARTA has exclusive authority for operating region's existing heavy rail system, including any new heavy rail projects
- MARTA controls its current local funding & federal formula funding
- MARTA's legal contractual obligations unaffected

GRTA

- GRTA still exists and continues to exist
- GRTA's authority over the TIP, DRI, and Governor's Development Council remain intact as they exist today
- The ATL is administratively attached to GRTA
- GRTA's role in regional transit transitions to ATL no later than July 1, 2020

SRTA

- SRTA still exists and continues to exist
- SRTA's tolling, GTIB, and transportation financing roles remain intact
- SRTA's GO! Transit program will be coordinated with the ATL
- SRTA's role in regional transit operations transitions to ATL no later than July 1, 2021



ATL Coordination with Existing Transit Entities (2 of 2)

ARC

- ARC still exists and continues to exist
- ARC & ATL work closely together to revise current regional transit process
- ARC & ATL work closely together to ensure that Regional Transit Plan aligns and integrates with TIP and STP processes and funding

GCT

- GCT still exists and continues to exist
- Gwinnett has many options going forward

CobbLinc

- CobbLinc still exists and continues to exist
- Cobb has many options going forward

CATS

- CATS still exists and continues to exist
- Cherokee has many options going forward

Others

- County Demand-Response Transit Services
- County Vanpool Programs
- University Transit Services

Study Update

Georgia Transit Governance and Funding Study – Focus & Definitions

Our team is working to identify ways to improve transit in Georgia

Study Focus:

This study’s core question is:

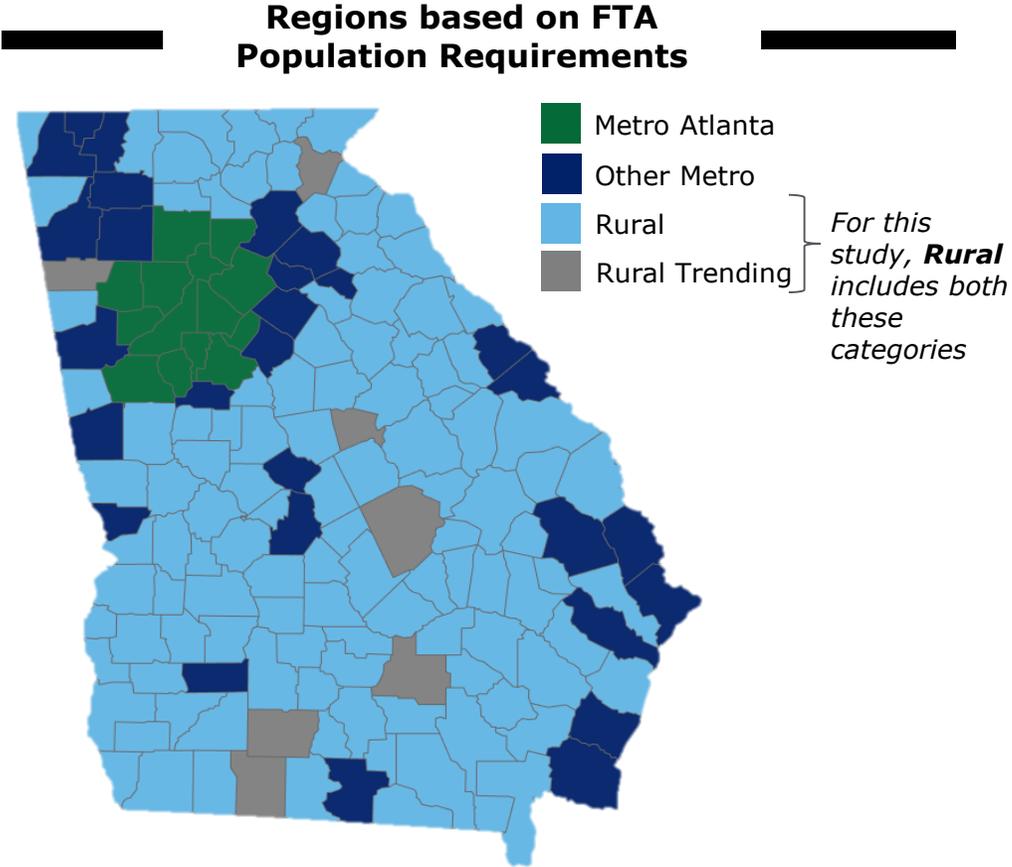
What operational, governance, policy, funding and regulatory changes should be made in order to improve transit in the State of Georgia?

Key Definitions:

Transit	Mobility
<ul style="list-style-type: none">• Continuous shared-ride surface transportation• Open to the public (or specific segments)	<ul style="list-style-type: none">• Incorporates transit and broader modes, services and providers that transport people• Includes taxi, rideshare, bike share, and autonomous vehicles

Georgia Transit Governance and Funding Study – Regional Approach

A regional approach to assessing Georgia’s transit systems based on 2016 population estimates ensures the future needs of each region are considered throughout the study



Metro Atlanta

- 13 Counties as defined by the 13 county non-attainment area

Other Metro

- 28 Counties outside of Metro Atlanta region as defined by the FTA “urbanized area” population requirements (population > 50,000 based on 2016 population estimates)

Rural

- 111 Counties outside Metro Atlanta as defined by FTA’s “rural area” population requirements (population < 50,000 based on 2016 population estimates)

Rural Trending

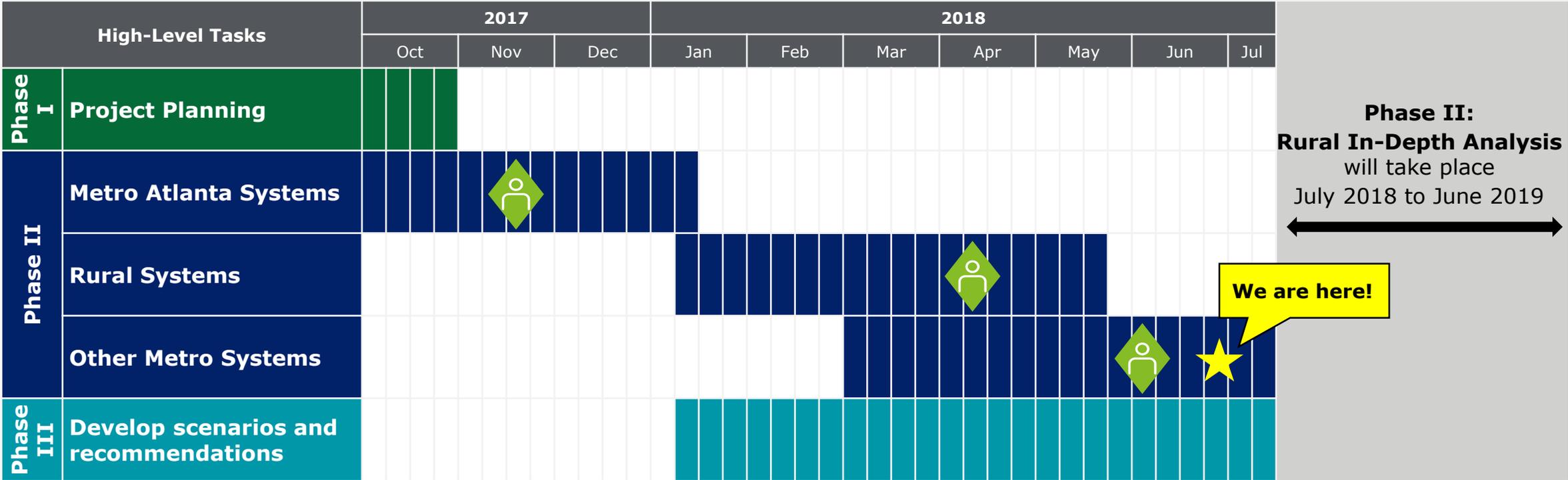
- 7 Counties outside of Metro Atlanta with population sizes approaching FTA’s “urbanized area” population requirements (population 40,000–49,999 based on 2016 population estimates)

Georgia Transit Governance and Funding Study – High Level Timeline

Our team is working to identify ways to improve transit in Georgia



Data collection and analysis served as inputs for *three Greenhouse Labs* which were conducted to *validate our findings and obtain stakeholder feedback* on the ideal future state of transit in Georgia



What Is A Transit Greenhouse Lab

A full-day multi-stakeholder workshop to accelerate development of future-state governance and funding for transit

Core Question

What governance and funding structures will best serve the future of Rural and Other Metro transit systems?

Workshop Structures



**PURPOSE AND
CONTEXT**



**WHERE ARE
WE GOING**



**HOW WILL WE
GET THERE**

Rural Greenhouse Lab

Rural Transit Greenhouse Lab

A full-day lab was hosted to accelerate development of future-state governance and funding for rural transit

Workshop Invitees

Name	Organization
1 BRIAN ANDERSON, PRESIDENT & CEO	<i>COLUMBUMS CHAMBER</i>
2 SUZANNE ANGELL, DEPUTY DIRECTOR	<i>SOUTHWEST GEORGIA RC</i>
3 LEIGH ANN TRAINER, MANAGER	<i>DHS TRANSPORTATION SERVICES</i>
4 LEE BECKMANN*, CHAIR	<i>GA PORTS AUTHORITY</i>
5 NEIL BITTING, ASSISTANT COMMISSIONER	<i>TECHNICAL COLLEGE SYSTEM OF GEORGIA</i>
6 WALTER M. DERISO, JR., CHAIR	<i>GRTA</i>
7 JD DILLARD, TRANSIT COORDINATOR	<i>SOUTHERN RC</i>
8 MAGGIE DOLAN, DIRECTOR OF PLANNING	<i>UNIVERSITY SYSTEM OF GEORGIA</i>
9 JIM DOVE, EXECUTIVE DIRECTOR	<i>NORTHEAST GEORGIA RC</i>
10 BLAKE FULENWIDER, DEPUTY COMMISSIONER	<i>DCH</i>
11 ROBERT HIETT, DEPUTY EXECUTIVE DIRECTOR	<i>THREE RIVERS RC</i>
12 COREY HULL, CHAIR	<i>GAMPO</i>
13 ANDREW JOHNSON, DEPUTY COMMISSIONER	<i>DCH</i>
14 BRETT MANNING, EXECUTIVE DIRECTOR	<i>HEARTH OF GEORGIA ALTAMAHA RC</i>
15 DON MASISAK, TRANSPORTATION DIRECTOR	<i>COASTAL RC</i>
16 LAURA MATHIS, EXECUTIVE DIRECTOR	<i>MIDDLE GEORGIA RC</i>

Name	Organization
17 JARROD MCCARTHY, MOBILITY MANAGER	<i>RIVER VALLEY RC</i>
18 ROBERT MCDANIEL, EXECUTIVE DIRECTOR	<i>SOUTHWEST GEORGIA RC</i>
19 BUTCH MCDUFFIE, DIRECTOR	<i>ATHENS TRANSIT</i>
20 RUSSELL R. MCMURRY, COMMISSIONER	<i>GDOT</i>
21 JADE MOREY, PRESIDENT & CEO	<i>MCDUFFIE FORWARD</i>
22 PHILIPPA MOSS, DIRECTOR	<i>HALL COUNTY TRANSIT & GEORGIA MOUNTAINS RC</i>
23 CHARLOTTE NASH, CHAIRWOMAN	<i>GWINNETT COUNTY</i>
24 KEITH PARKER, CEO	<i>GOODWILL OF NORTH GEORGIA</i>
25 CATHY PERRY, DISTRICT MANAGER	<i>DHS TRANSPORTATION SERVICES</i>
26 KAY PIPPIN, MAYOR	<i>CITY OF JACKSON & GMA</i>
27 JOY SHIRLEY, DIRECTOR	<i>THREE RIVERS RC</i>
28 JIM STIFF, CEO	<i>GOODWILL OF MIDDLE GEORGIA AND CENTRAL SAVANNAH RIVER AREA</i>
29 BRENDA THOMAS, ASSOCIATE VICE PRESIDENT	<i>ADULT LEARNING CENTER</i>
30 CHRIS TOMLINSON, EXECUTIVE DIRECTOR	<i>SRTA/GRTA</i>
31 DAVE WILLS, INTERIM EXECUTIVE DIRECTOR	<i>ACCG</i>
32 JAMES PEEPLES, DIRECTOR OF TRANSPORTATION	<i>DCH</i>

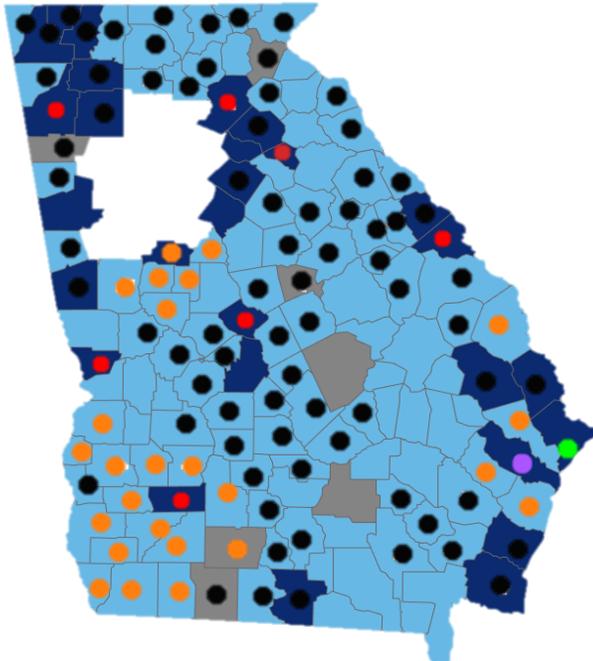
* Indicates invitees not in attendance

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Rural Transit Overview

Participants were provided data depicting the current state of transit in rural Georgia to help provide context and purpose for lab activities

Georgia's population is 10 million and growing. **More than 2 million of Georgia's residents live across 118 rural counties**



- Metro Bus, Demand Response, & Ferry Boat
- Metro Bus & Demand Response
- Metro Bus
- Demand Response Provided by Regional Commission
- Demand Response
- Other Metro
- Rural trending
- Rural

For this study, **Rural** includes both these categories



Rural Agencies/Operators

- Demand response or non-fixed route service is only mode of service



Transit Planning Organizations

- 11 Regional Commissions
- *5 Metropolitan Planning Organizations

*MPOs are typically centered around an urban center within a single county while portions of bordering counties are included in the MPOs boundaries

Rural Transit Greenhouse Lab

Lab participants provided attributes for the ideal future of transit and jointly developed a high-level vision statement



Draft Vision Statement

Draft New Vision Statement

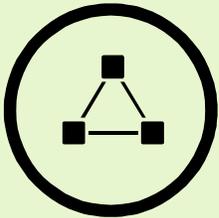
A sustainable transit/mobility network that provides customers reliable access to critical services and opportunity

Attributes that were most frequently mentioned are indicated in green boxes

Rural Transit Design Principles

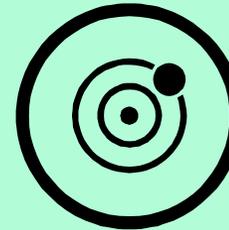
Lab participants provided input to draft design principles that further detail a future state vision and can be used as criteria to make decisions about the future

Be relevant and accessible



Design relevant services using accessible and innovative solutions

Connect to critical needs



Connect communities and citizens to critical destinations and services such as jobs, healthcare, and education

Access for all rural Georgians



Coordinate between federal, state, local, and private sector to increase access to transit services

Innovate to meet funding needs



Design for adequate and sustainable funding from diverse sources

Rural Future Governance Direction

Participants provided input on potential stakeholder roles within a future governance structure

State's Role

- Incentivize regional coordination
- Enable transit services across county and regional lines
- Training and planning support
- Provide a mechanism for blanket purchasing

Regional Commissions' Role

- Inform and educate policy makers
- Coordinate planning across county and regional lines
- Ensure planning addresses local needs
- Operate/contract and market services

Local Governments' Role

- Identify local needs of communities served
- Collaborate with planning entities
- Provide administrative support
- Contract services when no operator exist
- Market and advocate

Shared Roles

- Collaborate to develop high-level policy and strategy
- Planning
- State oversight while services are delivered regionally
- Purchasing
- Informing citizens of their options

Rural Transit Greenhouse Lab

Participants provided input on how to obtain and distribute funding in the future state



Streamlined receipt and distribution of federal funds

- A governance body at the state level that is sponsored by a **new or existing state agency**. The governance body should have:
 - Representation from all agencies with a vested interest in transit
 - Expertise in audit and reporting requirements
 - Authority to allocate funding at the regional level



Flexible funding

- **Greater flexibility** to meet the varying needs of rural transit providers (e.g. operational vs. capital)
- Need predictable and long-term state and local funding
- Broaden the mix of funding using innovative sources (e.g. HUD, VA, and community development bonds)



Leverage local funding

- Allow **local taxes** to be used for **operations**
- The **state should incentivize** local funding contributions
- The state should **incentivize private sector** investments (e.g. large employers and/or universities)

Other Metro Greenhouse Lab

Other Metro Transit Greenhouse Lab Invitees

A full-day lab was hosted to accelerate development of future-state governance and funding for transit in Georgia's small and large urban areas outside of Atlanta

Workshop Invitees

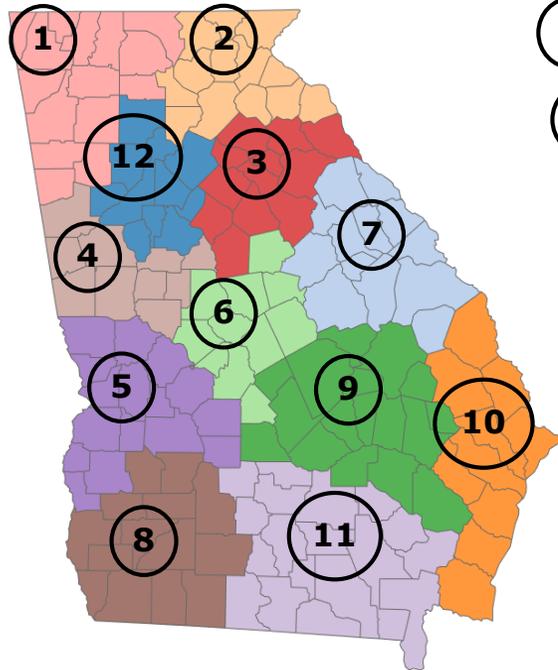
Name	Organization	Name	Organization
1 JASON ANAVITARTE, DIRECTOR OF STATE DEVELOPMENT AND ADVOCACY	CARESOURCE	13 TOMMY JENNINGS, BOARD CHAIR AND PRESIDENT	GCCE
2 LEE BECKMANN*, CHAIR	GA PORTS AUTHORITY	14 ANDREW JOHNSON*, DEPUTY COMMISSIONER	DCH
3 SEAN BRANDON, DIRECTOR MOBILITY & PARKING SERVICES	CITY OF SAVANNAH	15 NICK JULIANO*, PUBLIC AFFAIRS MANAGER SOUTHEAST	UBER
4 WOODY DAHMER, ASST CHIEF OF MANAGED CARE CONTRACTS	DCH	16 BUTCH MCDUFFIE*, DIRECTOR	ATHENS TRANSIT
5 SHARON DOTTERY, TRANSIT CONTRACT MANAGER	AUGUSTA RICHMOND COUNTY TRANSIT	17 JAMES PEOPLES, DIRECTOR NET	DCH
6 KIRK FJELSTUL, EXECUTIVE DIRECTOR	THREE RIVERS REGIONAL COMMISSION	18 MEG PIRKLE, CHIEF ENGINEER	GDOT
7 STEVE FOSTER, SENIOR URBAN ADVISOR	GEORGIA POWER	19 ROBERT REICHERT, MAYOR	CITY OF MACON
8 DAVID HAMILTON*, TRANSPORTATION DIRECTOR	ALBANY TRANSIT	20 ANDREW SAUNDERS, SUSTAINABILITY COORDINATOR	ATHENS-CLARKE COUNTY
9 SCOTT HAGGARD, GOVERNMENT AND EXTERNAL AFFAIRS DIRECTOR	ATLANTA TRANSIT LINK (ATL)	21 GRANT SPARKS, PLANNING MANAGER	CHATHAM AREA TRANSIT
10 LARRY HANSON, EXECUTIVE DIRECTOR	GMA	22 CHRIS TOMLINSON, EXECUTIVE DIRECTOR	SRTA
11 ROBERT HIETT, DEPUTY EXECUTIVE DIRECTOR	THREE RIVERS REGIONAL COMMISSION	23 TERESA TOMLINSON, MAYOR	CITY OF COLUMBUS
12 THEODIS JACKSON*, GENERAL MANAGER	LIBERTY TRANSIT	24 BRIAN WALLACE, DIRECTOR OF STRAGIC INITIATIVES	GMA
		25 DON WALTER, DIRECTOR OF TRANSPORTATION	UNIVERSITY OF GEORGIA

* Indicates invitees not in attendance

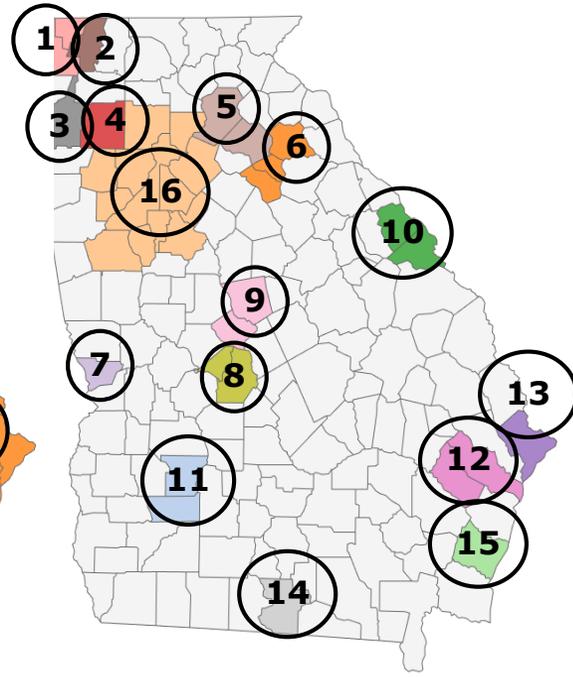
Other Metro Transit Overview

Participants were provided data depicting the current state of transit in small and large urban areas to help provide context and purpose for lab activities

Regional Commissions



Metropolitan Planning Organizations (MPOs)



23

Other Metro Agencies/Operators

- 10 Metro Bus and 13 Demand Response Operators
- 13 Demand Response

25

Transit Planning Organizations

- 10 Regional Commissions
- 15 Metropolitan Planning Organizations



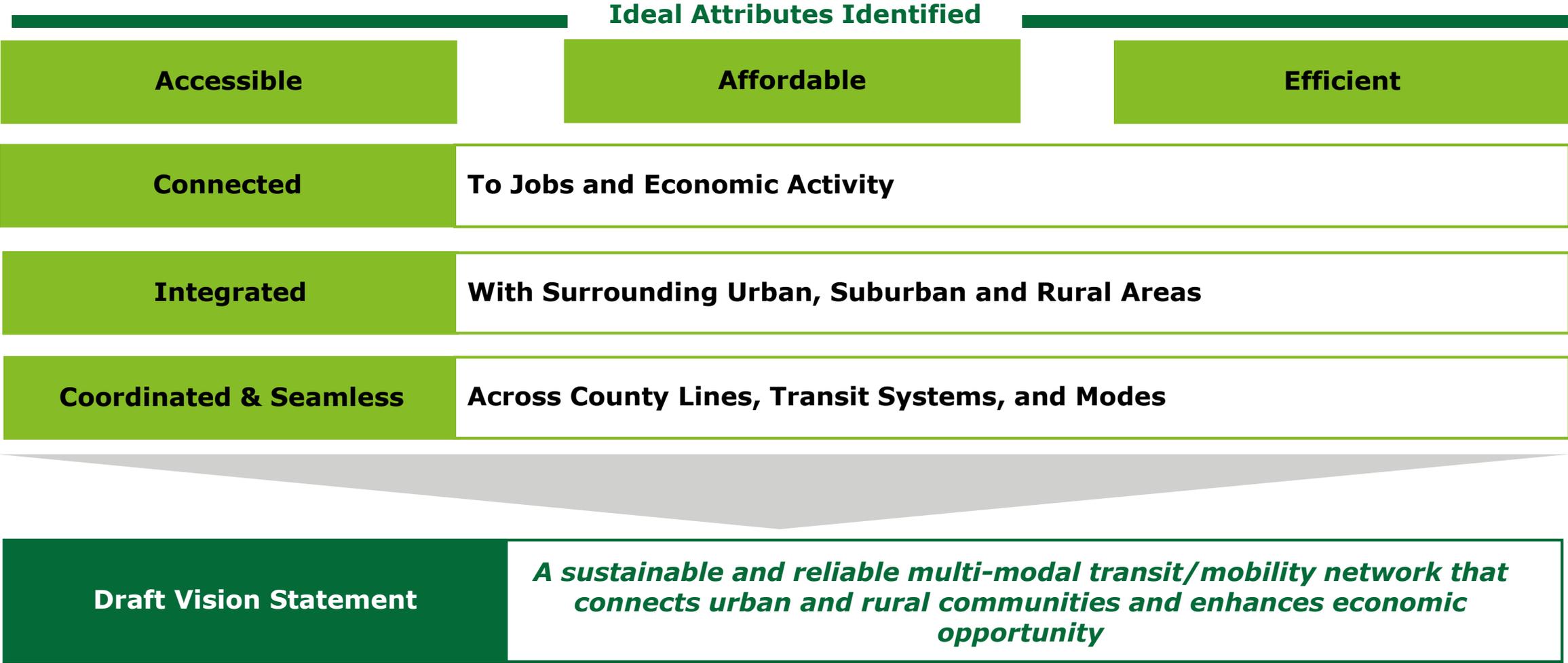
Additional Mobility Options

- Ride Hailing services offered in most counties but limited to urban centers
- Some counties have bike share programs

*Atlanta Regional Commission and Heart of Georgia Altamaha Regional Commission boundaries do not contain any other metro counties

Other Metro Transit Greenhouse Lab

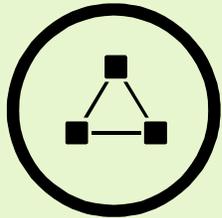
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Other Metro Transit Design Principles

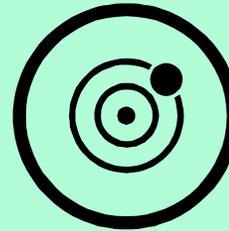
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Connect regions



Connect small and large urban cities with surrounding suburban and rural areas; connect across regions

Tailor and synchronize services



Tailor modes to area population densities, synchronize technologies and services to enable access to centers of economic opportunity

Coordinate governance



Coordinate planning, funding and service delivery across the state to maximize funds and support regional transit planning

Diverse and reliable funding



Establish dedicated federal, state, and local funding; incentivize private sector support

Other Metro Future Governance Direction

Participants provided input on potential stakeholder roles within a future governance structure

State's Role

- High-level planning, strategy, and oversight
- Source of sustainable funding

Regional Commissions' Role

- Planning
- Coordination of services across jurisdictional lines
- Facilitate cooperation among local governments / operators

MPOs' Role

- Consolidate transit planning functions with regional commissions to reduce overlap
- Long range planning at the local and regional levels
- Provide data

Counties' Role

- Local funding sources
- Operations and service levels
- Service routes
- Short-term Planning
- Supplemental transit services

City Governments' Role

- Collaborate with counties and regional commissions to identify local needs
- Partner with operators and planning entities to maximize service delivery

Shared Roles

- Single fare payment system
- Coordination between neighboring urban and rural operators

Other Metro Future Funding Direction

Participants provided input on how to obtain and distribute funding in the future state



Maximize existing federal funds

- Provide state funding to match federal funding
- Designate a single lead state agency to distribute funds
- Allocate funding based on needs and performance criteria
- Enable use of planning and operating funds at the regional level



Gain support for transit-SPLOST

- Transparency and well defined projects that will be funded
- Clearly convey the regional transit improvements and economic development benefits the funds will enable
- Demonstrate successful results from other areas to build support



Other feasible local funding mechanisms

- Impose taxes on hotels, alcohol / tobacco, or rideshare services
- Tax allocation districts around stations
- Funding from large employers
- Flexibility to use existing SPLOST for transit purposes
- Public Private Partnerships



Incentivize private sector

- Tax credits for employer spending on transit services
- Allow parking requirement reductions for contributions to transit
- Improve transit reliability and offer employer pass programs
- Communicate to employers the benefits of transit

Break

Hall Area Transit

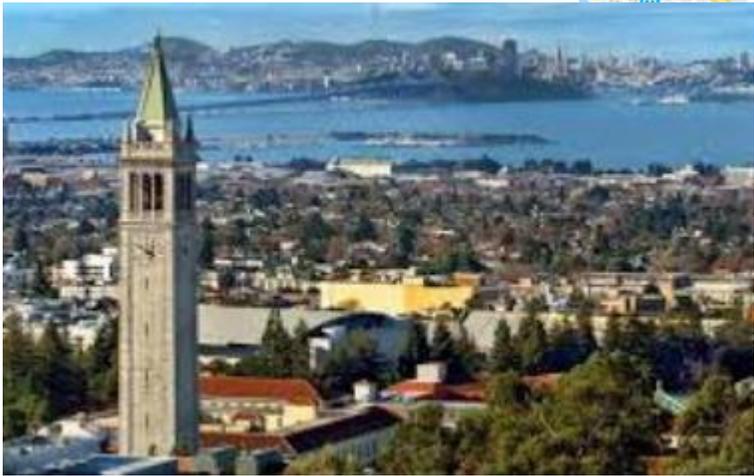
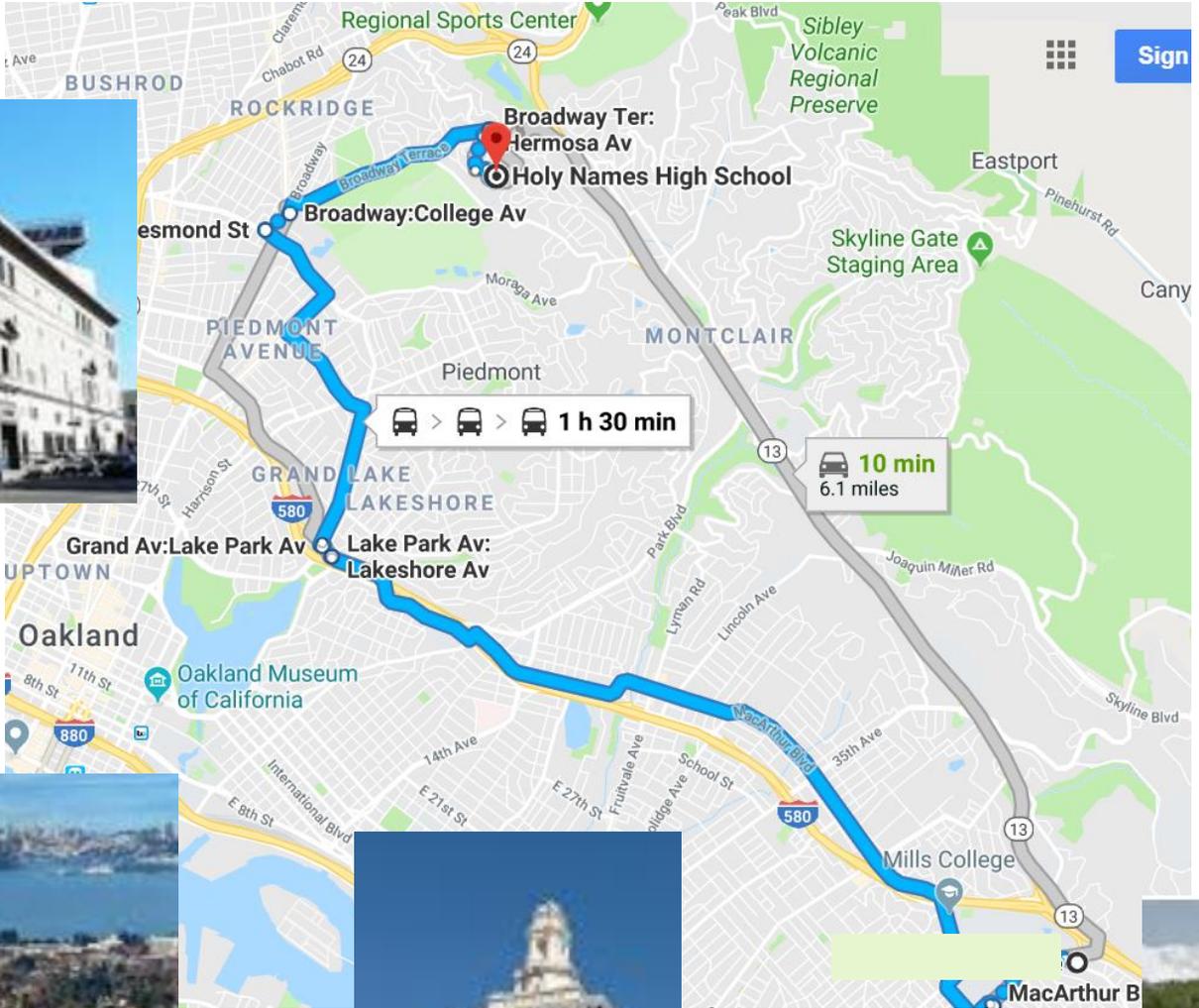
Hall Area Transit

Small Urban Community

Phillippa Lewis Moss
Director, Gainesville-Hall County Community Services
Home to Hall Area Transit
pmoss@gainesville.org
770.503.3340 / 770.503.3350

About Your Speaker....





Community Service Center



430 Prior St. SE



434 Prior St. SE



687 Main St.

**\$1.5M SPLOST VII
PROJECT**

Mission Statement

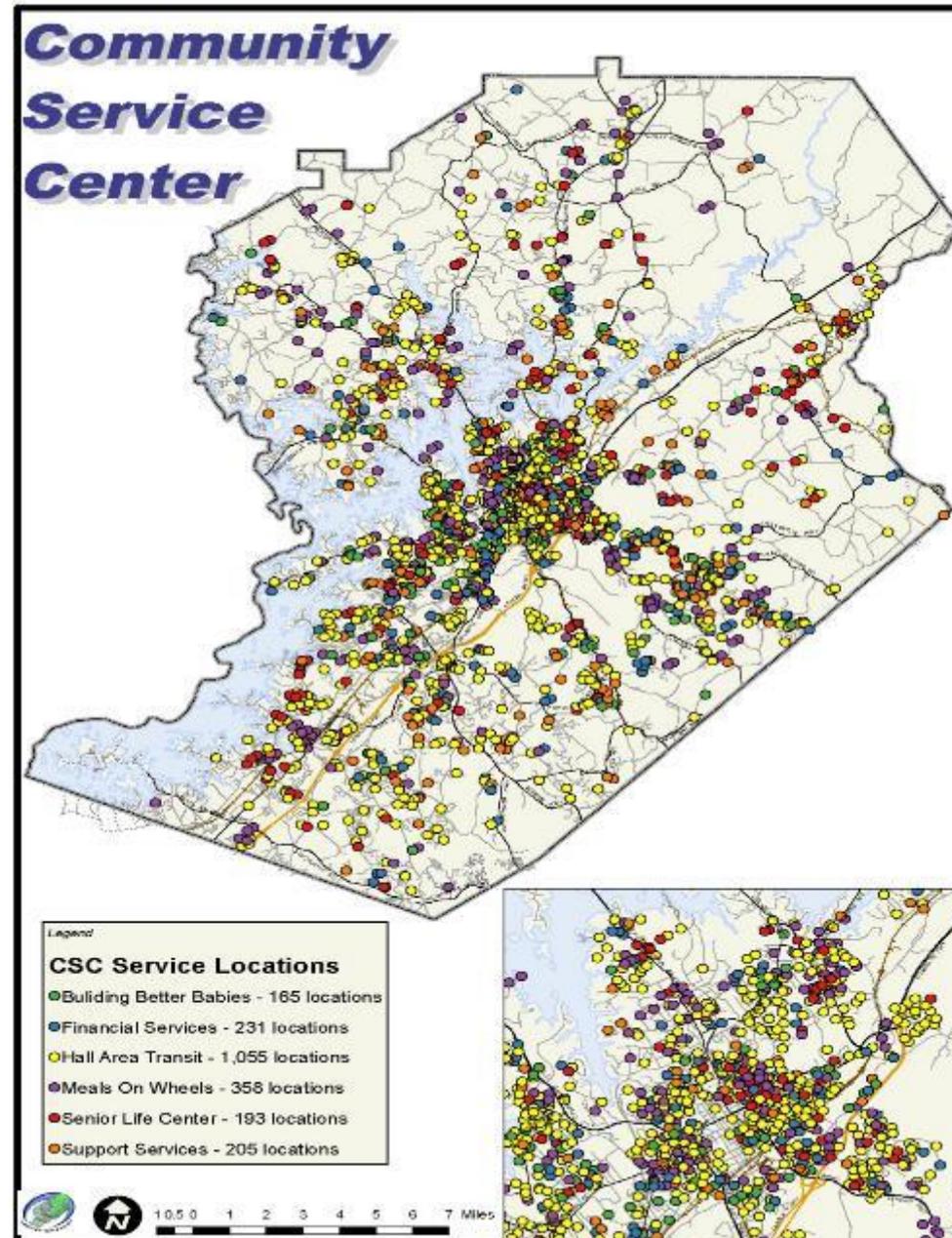
- The Community Service Center assesses present and future human service needs and identifies internal and external resources to best address those needs and restores wellness to the community.

Department Description

The Community Service Center (CSC) is a jointly funded human service agency of the City of Gainesville and Hall County. Since 1973, the Community Service Center has coordinated and/or delivered several services designed to ameliorate specific problems and enhance the quality of life of individuals, families and communities. Today, the agency's resources are directed toward senior health and well-being, family financial management and public transportation.

The department works closely with other local government and nonprofit agencies to create a seamless service delivery system that is easy for individuals and families to navigate and achieve success. Finally, the department uses local dollars to leverage major funds from private, state and federal sources.

CSC Coverage Area





2016/17 Transit Development Plan

Gainesville-Hall County Metropolitan Transit
Organization

Gainesville-Hall County Community Service Center

J.R. Wilburn & Associates

GAINESVILLE CONNECTION

- Fixed Route Bus Service
- 250 Bus Stops in Gainesville and Part of Oakwood
- Six fixed routes
- Weekday Service
- Operating Hours 6AM – 6PM
- One-hour frequency/headway
- 11,800 monthly trips
- 50%:50% Funding by FTA and City of Gainesville



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Hall County DIAL-A-RIDE

- Hall Countywide Demand Response Vanpool
- 429 Square Miles
- Curb-to-Curb / Door-to-Door
- Weekday Service
- Operating Hours 7AM – 5PM
- 2,000 monthly trips
- 50%:50% Funding by FTA and Hall County

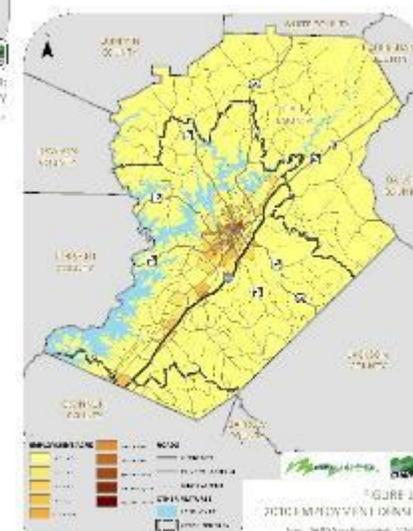
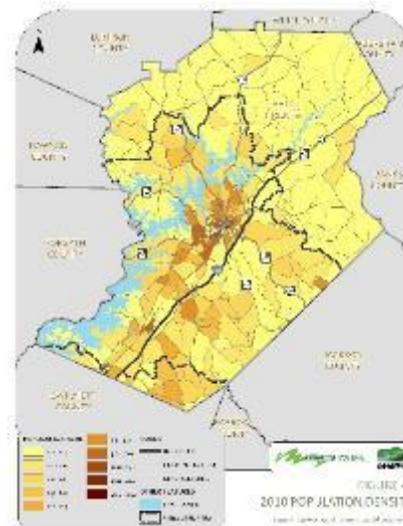


Gainesville Connection Service Area Characteristics

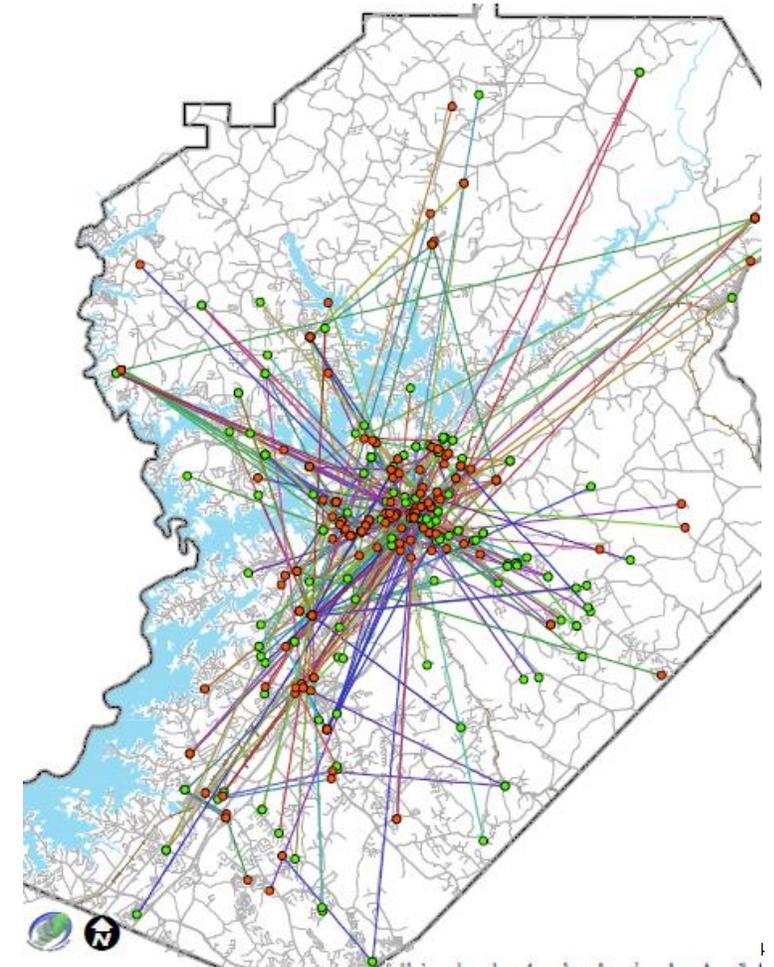
Low density development

- Residential primarily single family and rural
- Employment mostly industry and service related, with very little office or high density

Higher densities in Gainesville



Hall County Dial-A-Ride Service Area Chara



429 Square Miles: 54th largest county in landmass

Trip pattern very random

Trip Origins vary

Trip Destinations focus on Gainesville

Gainesville Connection Most Frequented Sites



35% Aging/Nutrition



4% Activities



17% Employment



8% Shopping



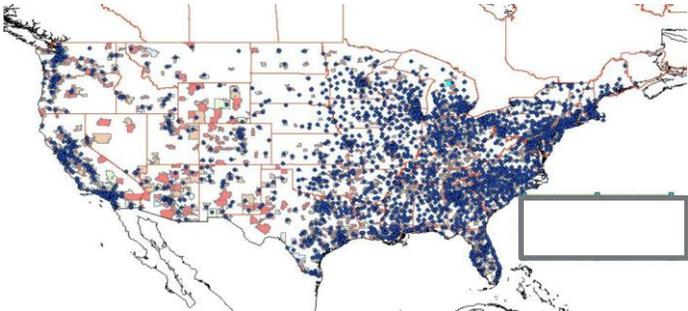
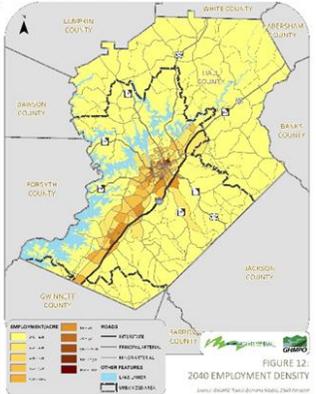
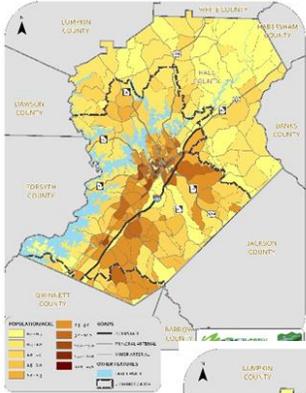
30% Medical



6% Education

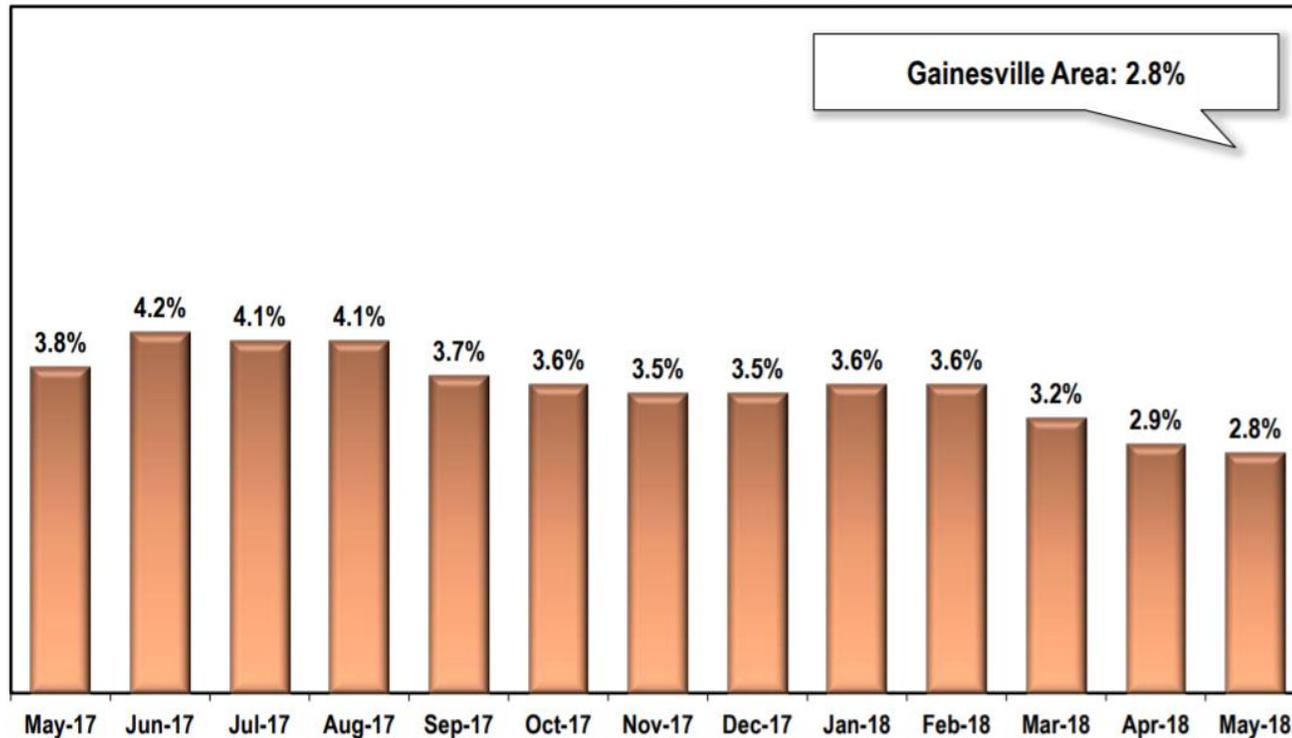
Growing Demand for Transit

129 Corridor Into Jackson County
 985 Corridor Into Oakwood, Braselton, Flowery Branch, VA
 365 Corridor To Sites for Lanier Tech, YMCA, Other
 South Hall – Increasing # of Underserved Senior Populations



Gainesville Connection Service Area Characteristics

Gainesville Area Unemployment Rate (Not Seasonally Adjusted)



Note: Gainesville Area includes Hall County.

Source: Georgia Department of Labor – Mark Butler, Commissioner

4.5%
GA unemployment
rate

The Times


SUNDAY
FEBRUARY 21, 2016

Your news. Your Times.  gainesvilletimes.com

\$1.50
GAINESVILLE, GEORGIA

More drivers clog dense I-985

Hall County traffic has doubled in past 20 years

BY JEFF GILL
jgill@gainesvilletimes.com

Some 30 years ago, Fred Moses couldn't wait to escape Atlanta traffic to travel to his Hall County farm.

"When I'd get off I-85 and hit I-985, I might not see a car until I'd get to Gainesville," he said.

That has certainly changed in the years since Moses set up his tire store, Fred's Treads, off Mundy Mill Road at Interstate 985 in Oakwood in 1989.



Moses

"This is a very, very thriving community now," he said.

The Hall County area's growth has turned I-985 into a bustling roadway over the years, particularly in South Hall, where traffic counts have nearly doubled in the past 20 years.

An average of 61,000 vehicles per day traveled on I-985 south of Wade Orr Road in 2014 — the latest available data — compared to 53,710 in 2004 and 33,600 in 1994, according to the Georgia Department of

I-985 traffic counts	
South of Wade Orr Road	
1994:	33,600
2004:	53,710
2014:	61,000
North of Exit 17	
1994:	34,100
2004:	51,850
2014:	54,400

Transportation.

Farther north, just past Oakwood's Exit 17, the traffic numbers

■ Please see **TRAFFIC, 4A**



SCOTT ROGERS 17

Interstate 985 traffic, like the area's population, has increased significantly over the years, particularly in South Hall, where counts have nearly doubled in the past 20 years.





TDP: Recommendations

Improve Gainesville Connection Service

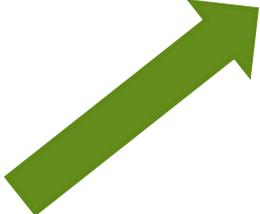
1. Extend operating hours from 12 hrs (6am-6pm) to 16 hour (4am-8pm)
2. Decrease headway to 30 minutes during peak hours
3. Extend Routes 10 and 50 and add new Route 60 (along SR 60)
4. Provide Saturday Service
5. Improve Customer Amenities
6. Make use of Technology
7. Establish Downtown Circular/Shuttle
8. Establish Commuter Service



TDP: Barrier To Recommendations

Work With Local Businesses To Draw Down More Federal Funds

Year	FIA Section 5307 Apportionments for Hall Area Transit	Section 5307 Local Match Provided	Section 5307 Unused Funding
2004	\$ 704,205	\$ 237,250	\$ 466,955
2005	\$ 737,998	\$ 300,541	\$ 437,458
2006	\$ 770,821	\$ 269,514	\$ 501,308
2007	\$ 805,000	\$ 284,201	\$ 520,800
2008	\$ 873,913	\$ 320,896	\$ 553,018
2009	\$ 375,057	\$ 293,682	\$ 81,375
2010	\$ 383,486	\$ 316,767	\$ 66,720
2011	\$ 392,602	\$ 376,666	\$ 15,937
2012	\$ 926,832	\$ 371,002	\$ 555,830
2013	\$ 1,482,376	\$ 389,067	\$ 1,093,309
2014	\$ 1,534,619	\$ 368,476	\$ 1,166,143
2015	\$ 1,531,289	\$ 367,713	\$ 1,163,576
2016			
TOTAL	\$10,518,198	\$ 3,895,772	\$ 6,622,426



Gainesville-Hall County Designation Changed from Rural to Small Urban



Money Left On The Table



TDP: Public-Private Partnership Solution Identified

Your Business Is Our Business.

Private Partnerships for Public Transit

Mincey Marble

minceymarble
Cast Marble Bath Products for
The Commercial Industry

Home | Contact Us | FAQ's

Wed Sep 27 2017 :: 9:44 am

Search Products

PRODUCTS | HOTEL BRAND SPECS | ABOUT US | NEW BUILDING

Hospitality

Since 1994 we have been a specified supplier to all major and independent hospitality brands throughout the U.S., Canada, Mexico, Puerto Rico & the Virgin Islands.

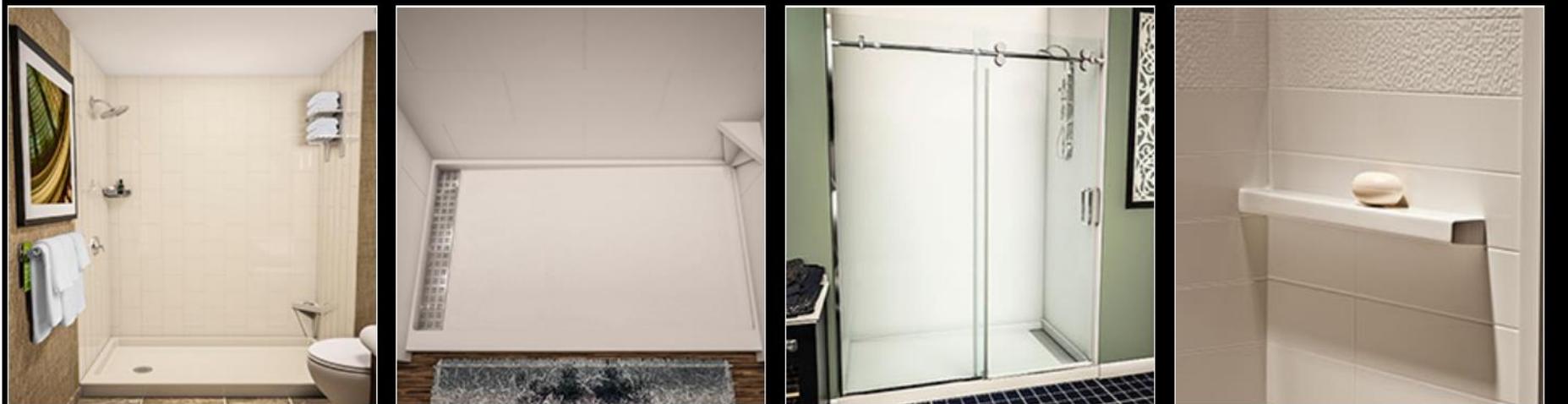
[Learn More](#)

Hospitality | Healthcare | Multi-Family | Military Housing

Mincey Marble Product Development

PRODUCTS

Hospitality Brands ▶



Panel Systems Shower Pans Shower Enclosures Accessories

The image displays four categories of bathroom products. 'Panel Systems' shows a shower area with large, light-colored panels. 'Shower Pans' shows a white shower pan with a glass block window. 'Shower Enclosures' shows a glass shower enclosure with a chrome bar. 'Accessories' shows a white soap dish with a bar of soap.



Mincey Marble Office Building & Warehouse

Mincey purchased 80 acres in the Gainesville Business Park, Gainesville, GA, 10 miles north of its current Browns Bridge location.

The new site will house a 350,000 sq. ft., state of the art manufacturing facility along with a 30,000 sq. ft. Corporate Offices and a Design Center.

Gainesville Connection: Service Expansion Strategy

1. Survey It
2. Map It
3. Design It
4. Customize It
5. Teach & Ride It

SURVEY

Survey employees to check management assumptions

EMPLOYEE TRANSPORTATION SURVEY



Mincey Marble Employees -

Mincey Marble is working with staff of Gainesville Connection with the hopes of creating new bus routes and service hours that will help you get to work and back home each day in a safe, comfortable and inexpensive manner. To help us better understand your transportation needs please complete and return this brief survey.

How Do You Get To Work Most Days? <small>Circle as many items as you wish</small>						
Taxi	I drive my own car	I carpool with family/friends	I walk	Other _____		
How Long Does It Take You To Get To Work Each Day? <small>Circle as many items as you wish</small>						
< 15 minutes	15-30 minutes	30-45 minutes	45-60 minutes	60+ minutes		
How Much Do You Typically Spend Each Day Getting To And From Work? <small>Circle one</small>						
\$0.00 FREE	\$1 to \$2	\$3 - \$4	\$5 - \$6	\$7- \$8	\$9 -\$10	\$10 or more
What Places Would You Most Like To Visit Using The Bus? <small>Circle as many items as you wish</small>						
Work		Medical / Dental Appointment		Shopping		
School		Recreational		Restaurant		
Daycare		Government Office		Visit family and friends		
What Is Your Experience With The Gainesville Connection Bus? <small>Circle as many items as you wish</small>						
I have never seen the bus	I have seen the bus around town	I have used the bus once	I have used the bus more than once	I have family or friends that use bus		
What Are The Top Five Most Important Features of The Bus Service? <small>Circle your top five choices</small>						
The drivers are nice		The drivers are helpful		The drivers speak Spanish		
The buses arrive on schedule		The buses are clean		The buses are comfortable		
				The drivers handle the bus well		
				The buses are safe		
Please describe yourself <small>Circle the boxes that best describe you</small>						
Male	Female	18-29 years old	30-39 years old	40-54 years old	55 or older	
Married	Single	Speak English	Write English	Speak Spanish	Write Spanish	
Hispanic / Latino	White/ Caucasian	Black/ African American	Asian	Other: _____		

MAP

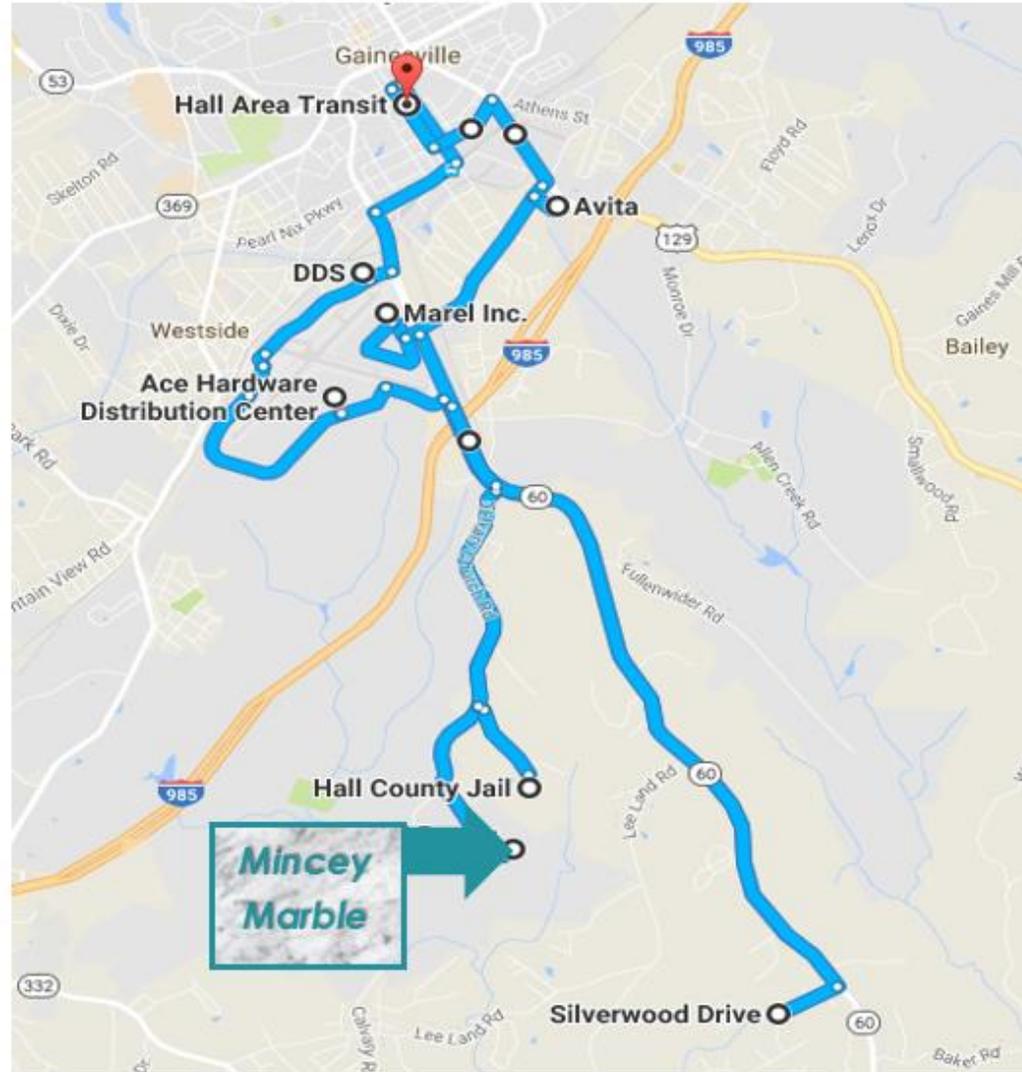
Map Employee Addresses
onto Existing Bus Routes
To Determine Overlap



ROUTE DESIGN

Design Bus Routes to Business Parks, Retail Centers, Government Facilities & High Density Residential Neighborhoods

Gainesville Connection Route 60



Gainesville Connection	:20
Jay-Lou's Industrial Blvd	:22
John Soules Foods Aviation Blvd	:25
ZF - KIK - Mugele - IMS Gear LaserCraft - ACE - Louver Shop	:28
Shasta Cola Palmer Dr	:29
Hulsey - Transerve	:33
Mincey Marble - ZF Wind	:37
Wurth - Chicopee Ag Center Hall County Jail Bus Shelter	:39
Almark Foods Calvary Church	:41
Candler East Park Candler Rd	:46
Silverwood Candler Rd	:47
Cottrell Inc. Candler Rd	:49
Lanier Storage - Perdue - KIK	:54
Ga. Mt. Commission - Marel	:56
Mulberry Farms - CelloFoam	:56
Victory Foods - Fastco Boehringer Ingelheim	:57
CWT Farms - Mansfield Oil	:58
Builders Source - RaceTrac	:59
Handcock & Ga. Ave at W Ridge Rd	:59
Macedonia Church W Ridge Rd	:00
Avita - Interstate Ridge	:02
Esperanza Bakery - The Way	:06
Gainesville Connection	:09

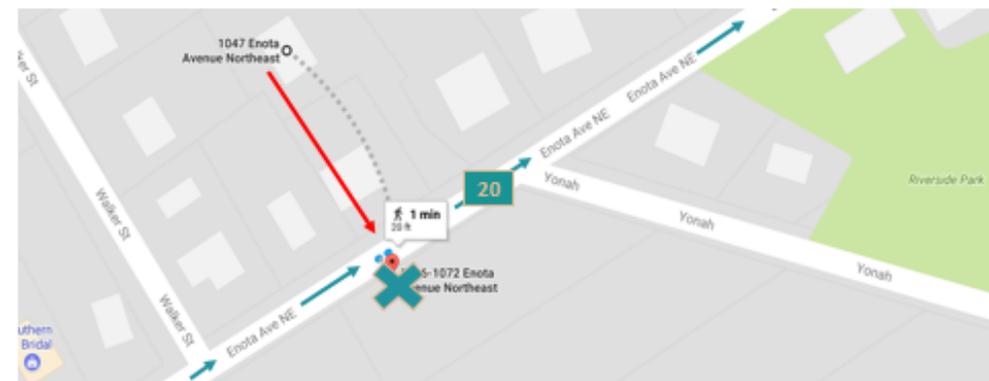
CUSTOMIZATION

Create detailed bus riding instructions for each employee



Leon Alvarez

1047 Enota Ave NE



Route 20 – Enota Ave NE Bus Stop **4:55am**

Transfer at Gainesville Connection Bus Station from 5:10 – 5:20

Route 60 - Mincey Marble Bus Stop **5:38am**

Route 60 - Mincey Marble Bus Stop **2:38pm**

Transfer at Gainesville Connection Bus Station from 3:10 – 3:20

Route 20 - Dorsey Street Bus Stop **3:55pm**

TEACH & RIDE

Provide Employee
Engagement
Opportunities to Become
Familiar with Transit
Service



Are You Ready To Connect?





OLD, BUT DISRUPTIVE
INFORMATION

2nd Barrier to Recommendations



American Planning Association
Georgia Chapter

Making Great Communities Happen

2018 Spring Conference

Gainesville Civic Center
Gainesville, GA

March 28, 2018

Prediction & Implications of Large Urban Status

- Prediction:
 - By 2020 Census, Hall County, will have reached a population of 200,000+
 - The Office of Management & Budget will designate Gainesville-Hall County as a “Large Urban Area”.
- Implications:
 - The allocation of federal funds to Hall County will increase significantly for many programs/services
 - Reporting for federal funds will shift from state agencies to Gainesville & Hall County as they become direct recipients
 - Transit Operation Funds Go from 50% match to 0% match



Issues & Suggestions for Governance & Funding

Other Issues From Rural & Small Urban Areas

Some transit systems are operating in multiple counties w/ rural and small urban designations w/different & conflicting rules

As rural areas become more urbanized, they begin to draw down less on Section 5311 funds and more on limited Section 5307 funds where there's more competition

Only limited types of buses purchased under section 5311 via GDOT DOAS contract. One size does not fit all.

Dispatching Systems require customization w/o complimentary funds

Policy conflicts between GDOT Demand Response program and DHS Coordinated Transportation program

Other Issues From Rural & Small Urban Areas

Increase demand from employer and medical centers

Increase demand from active aging communities w/national standards

Increase in demand from millennials with different transit expectations

No preparation/training or transition period for communities transitioning from rural to small urban to large urban

GDOT uses a *compliance/regulatory* model compared to other DOTs like Virginia, Florida, NC, Tennessee that use *economic development catalyst* model

- Note: Rural communities, Small Urban communities, DOT and DHS tend to have limited staff with specialized training in public transit

Suggestions Regarding Transit Governance & Funding

LOCAL GOVERNMENT

- Advertisement Sales
- Fares
- Public-Private Partnerships
- General Fund
- TSPLOST

STATE

- Go Transit!

- Limitation: Capital Must Have a 10-year Life

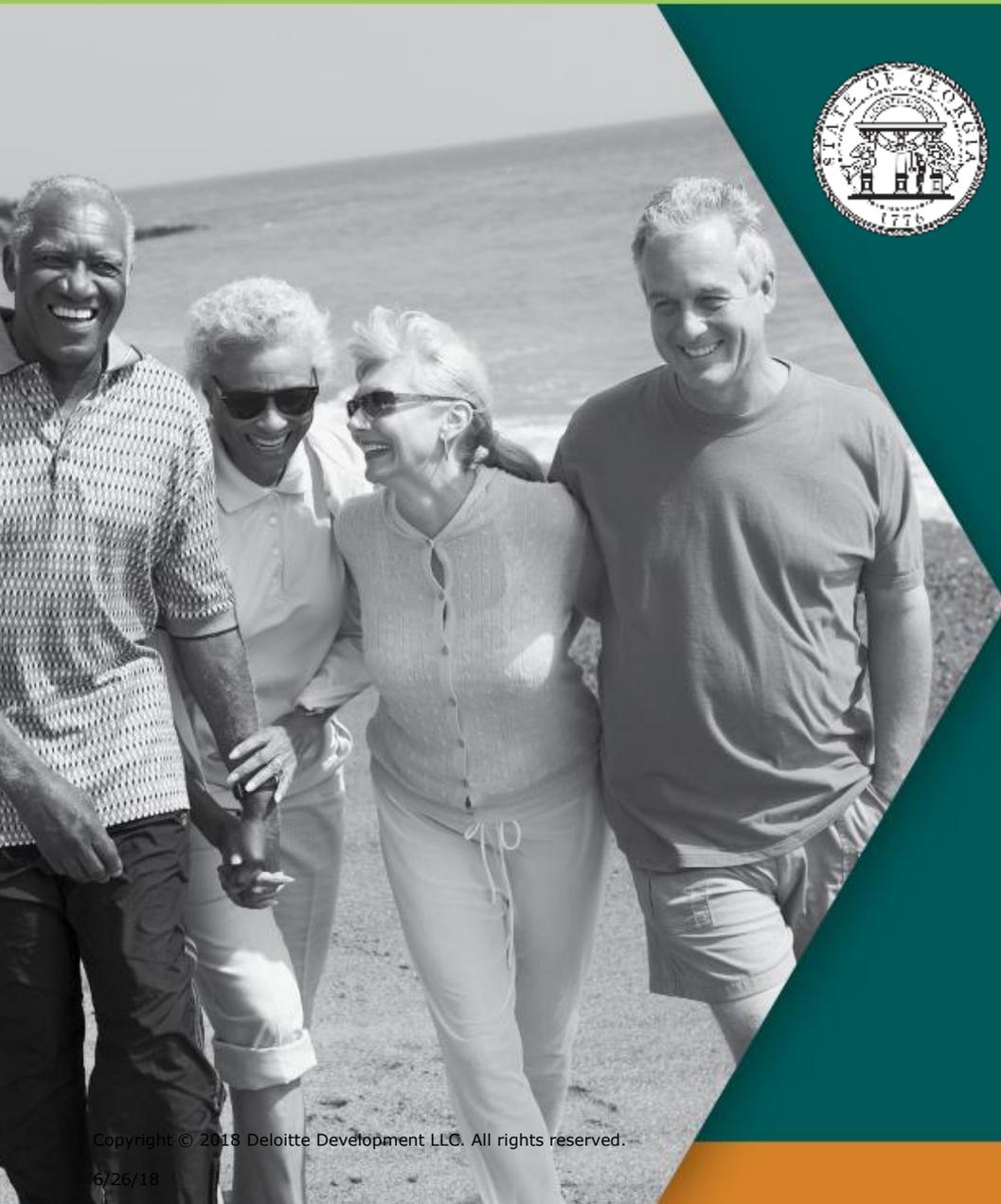
• HB 390: *The ATL*

- Limitation: Largest focus on metro area
- Counties outside of the "non-attainment" area may join together for a two-county sales tax to finance transit/TSPLOST. Many counties resistant to new "tax".
- Consolidate fixed route, demand response and coordinated transportation funding under one entity with highly experienced transit practitioners who can address regulatory and operating issues equally.

Questions?

Phillippa Lewis Moss
Director, Gainesville-Hall County Community Services
Home to Hall Area Transit
pmoss@gainesville.org
770.503.3340 / 770.503.3350

Georgia Department of Human Services



Georgia Department of Human Services
Office of Facilities and Support Services

Coordinated Transportation

Presentation to the House Transit Governance and Funding Committee

Leigh Ann Trainer

Transportation Services Manager



stronger families

FOR A STRONGER GEORGIA



What is DHS Coordinated Transportation?

The statewide Department of Human Services (DHS) Coordinated Transportation System provides access to human services for eligible consumers served by:

- DHS: Division of Aging Services (DAS) & Division of Family and Children Services (DFCS)
- Georgia Vocational Rehabilitation Agency (GVRA)
- Georgia Department of Behavioral Health & Developmental Disabilities (DBHDD)

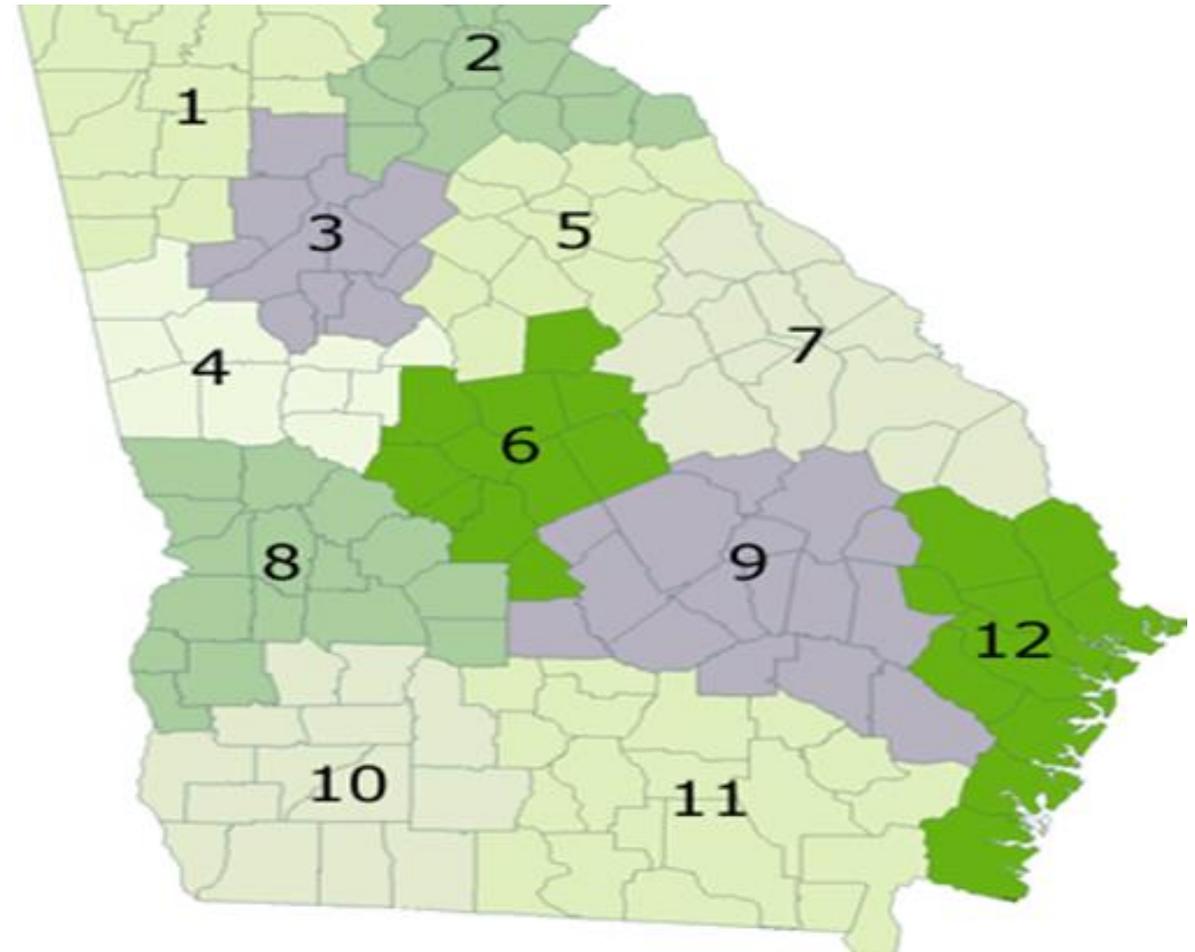
Benefits:

- Provides increased efficiency in operations
- Eliminates duplication of programs, staff, services, and vehicles

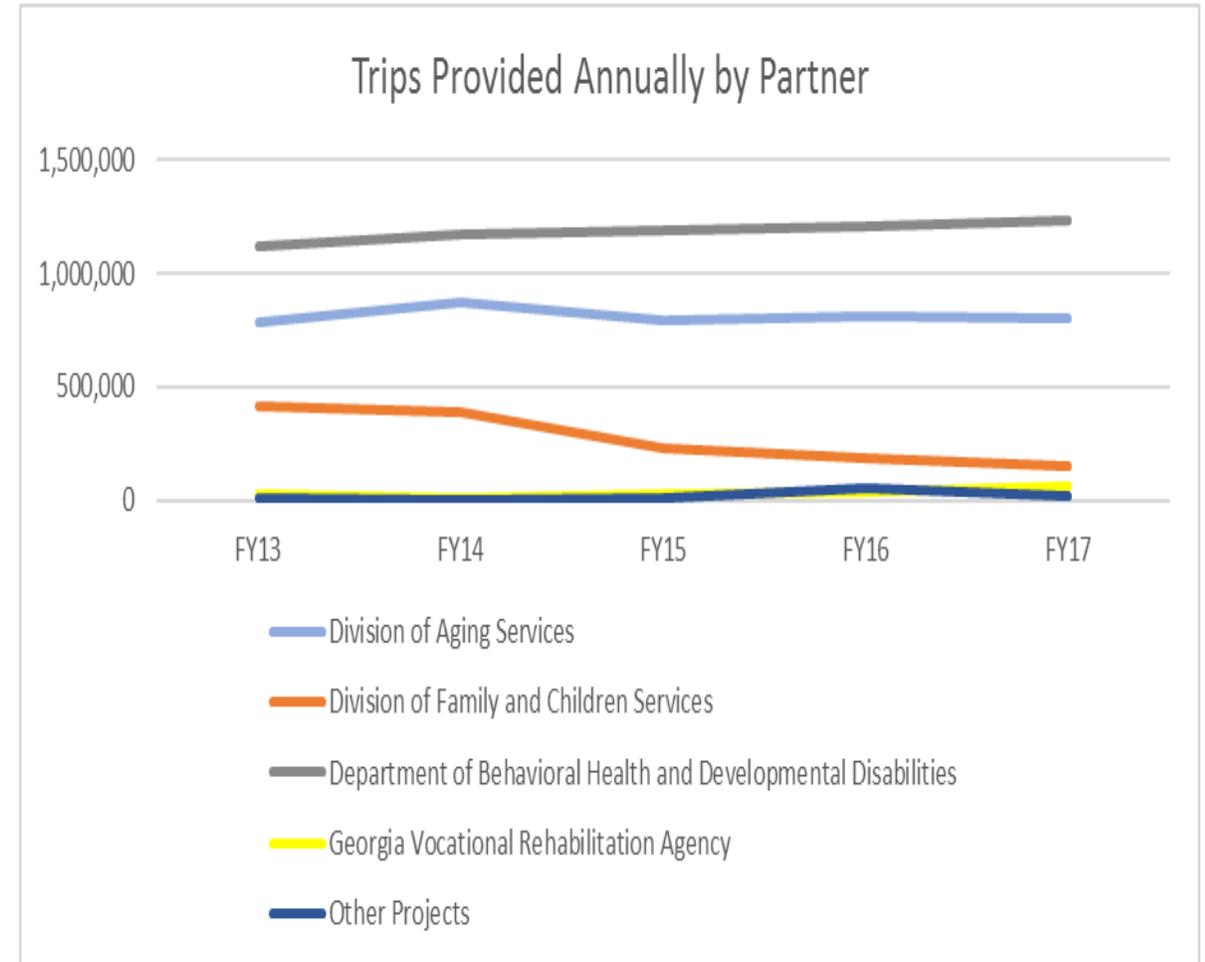
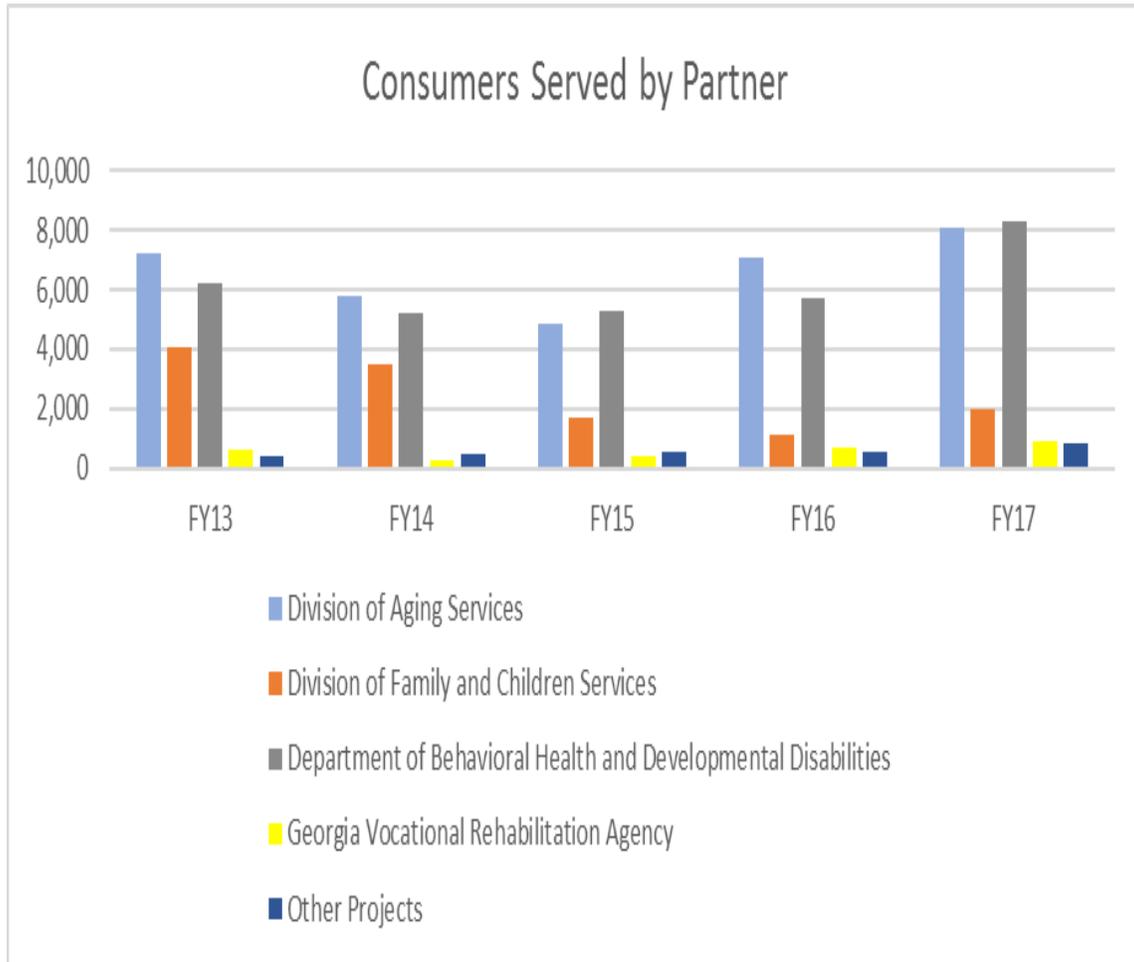


DHS Regions & Service Provision

- Coordinated Transportation operates via purchase of service contracts within each DHS region.
- Providers are a mix of governmental entities, for-profit entities, and private non-profit organizations.
- Contractors are reimbursed for services provided using a fee for service methodology in the form of one way trip rates.
- All consumer groups are not served in every county, but some services are provided in each of the 159 counties.
- Regional Transportation Offices (RTOs) are staffed in each of the 12 DHS regions. Transportation services are designed, coordinated, and monitored through the RTO staff assigned to each DHS region.

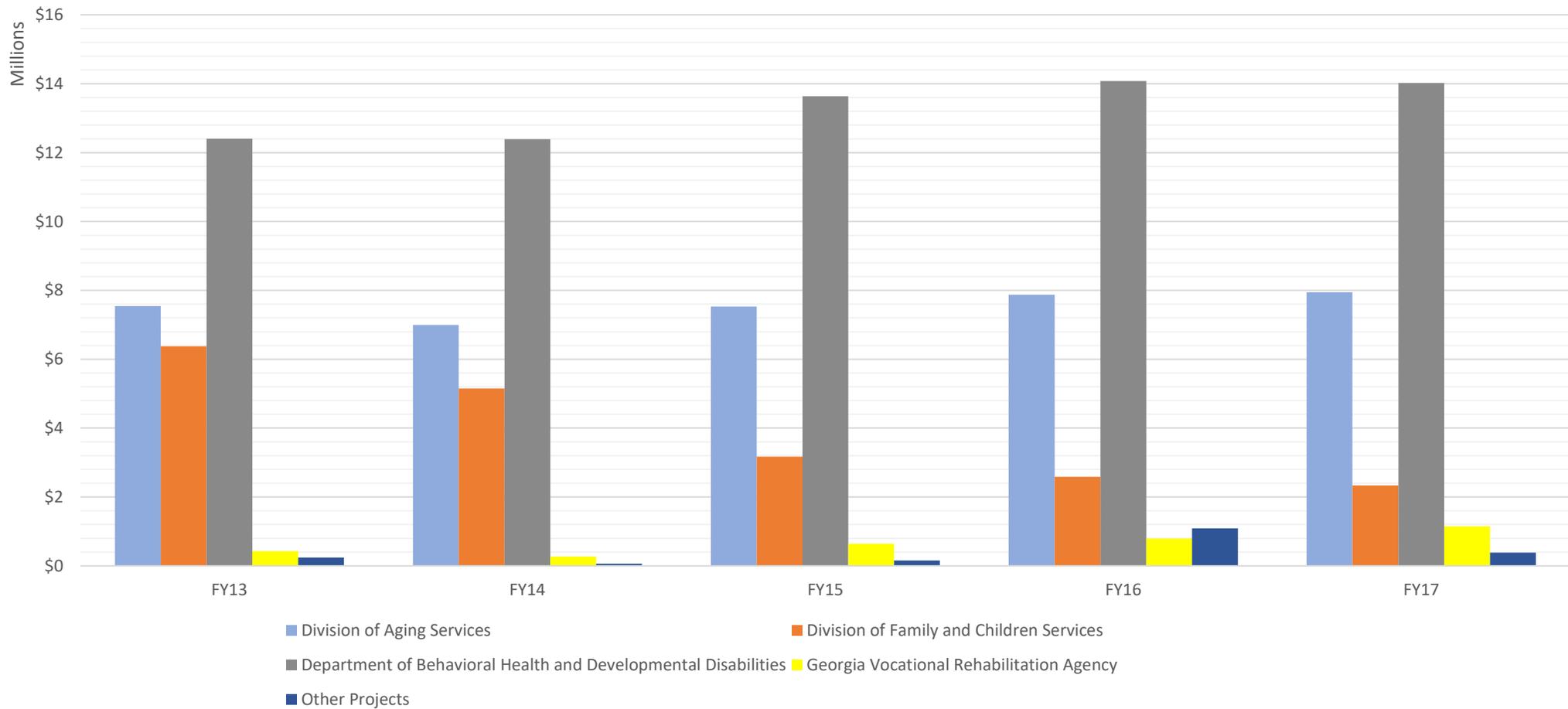


Trips Provided by Consumer Group



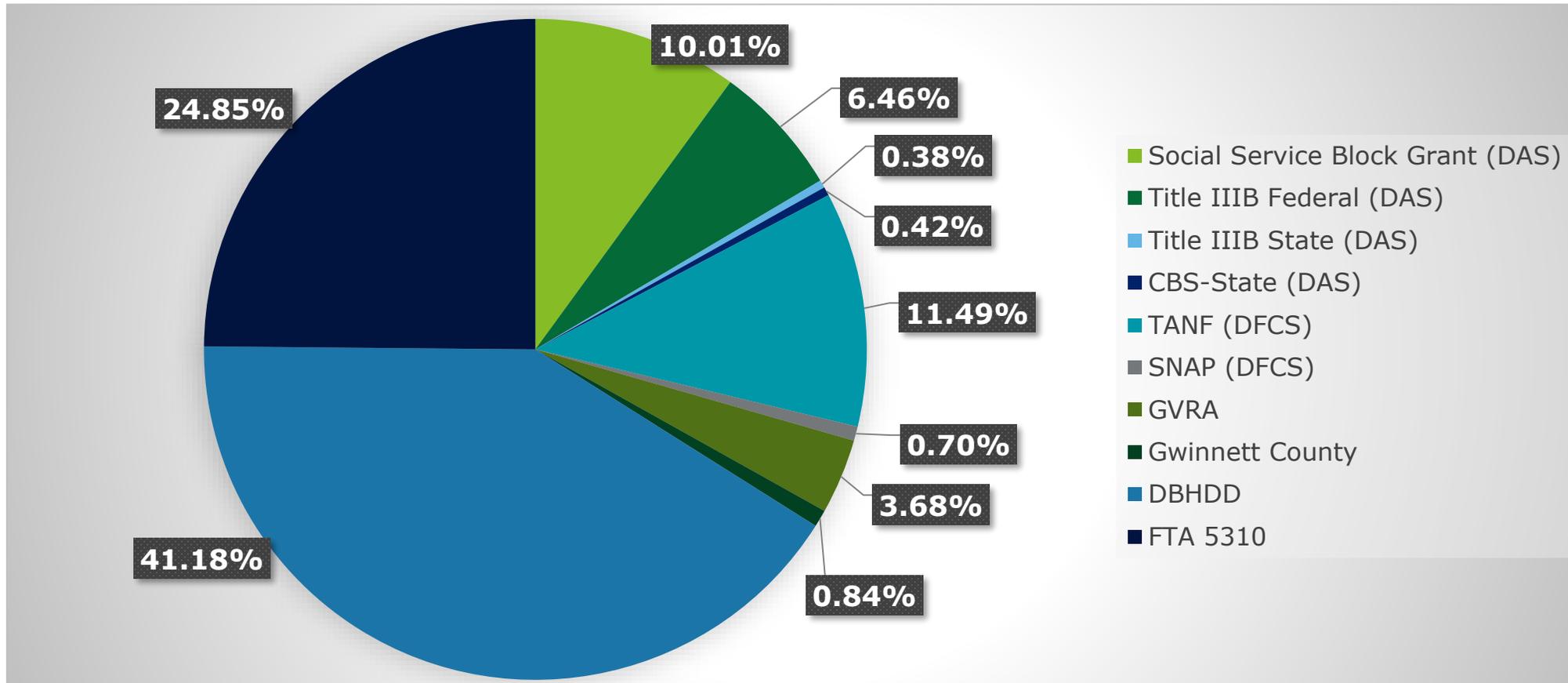
Historical Funding

Funds Expended by Partner



Funding

The system is funded by DHS and partners who purchase services from the system.



Coordination with Other State Agencies

Georgia Department of Transportation (GDOT) Rural Public Transit System (5311)

- In two regions of the state, the same contractor is used for both the DHS Coordinated Transportation System and the GDOT Rural Public Transit System (5311)
 - Increases efficiency:
 - DHS purchases services from 5311 operators
 - GDOT provides capital equipment and maintenance support
 - Enables DHS to provide transportation to more consumers
 - Decreases duplication of services



Challenges in Transportation

Federal funding has declined due to federal grant modifications, constraining our ability to serve those who qualify. Eligible consumers are served based on priorities determined by the funding entity.

In rural areas, consumers often live considerable distances from services. Transportation providers travel long distances between trip origination and destination.

- For example, in Savannah, individuals live an average of 10 miles from the senior center and have an average trip time of 20 minutes. In the rural area of Effingham County, individuals live an average of 20 miles from the senior center and have an average trip time of up to an hour.



Challenges in Transportation

According to Savannahnow.com (June 2018), the decline in federal funds dispersed by GDOT will constrain the ability of the transportation system in Coastal Georgia to serve eligible low income, elderly, and disabled citizens.

Coastal Regional Commission, the entity responsible for management of the system, does not know the impact the reduction of approximately \$400,000 will have on services.

The nine coastal counties currently contribute over \$405,000 to the system, but are unable to make up the \$400,000 decrease in federal funds.

According to the article, “Just how many of the 62 buses operated by the Coastal Regional Commission will be cut has not yet been determined, but there will be some impact on people who pay \$3 each way to visit a doctor in their own county, according to Allen Burns, executive director of the commission.”

Sixty-five percent of the riders come from DHS, while the public makes up the balance of riders. For example, individuals served by EmployAbility utilize the transit system to commute to work.

The challenge facing all is how to maintain transportation services.



Current Initiatives to Improve Transportation

Implement transportation projects identified in coordination with partners to increase transportation options and allow access to needed services within local communities.

- “Senior Shuttle” projects are planned for implementation in Vidalia and Waycross. The shuttles will operate one day per week for approximately 6 hours, making the same stops each hour. Seniors are involved in determining the shuttle “stops”. Current plans include stops at the pharmacy, post office, library, utility company, and Walmart.
- The feasibility of implementing a pilot project with Lyft is in the beginning planning stages.

Additional proposed initiatives for rural areas:

- Implement volunteer driver programs in areas where the need exceeds available funds.
- Implement voucher programs that reimburse non-family members to transport a consumer to services.



Questions?

For additional information, please contact:

Leigh Ann Trainer

Transportation Services Manager

404.657.6211

leighann.trainer@dhs.ga.gov



Lunch

Next Steps

Project Objectives

The objectives for the next phase of the project establish the design and legislative support for a new governance and funding model for rural transit in Georgia



1 Design a new governance model for rural transit for better service delivery that meets future needs of people across the state



2 Create an innovative funding approach for rural transit that effectively utilizes all possible public funding sources (State, Local, and Federal) and encourages private sector investment using new technologies (e.g., ride sharing/hailing, EV, AV, etc.)



3 Support the legislative process through stakeholder outreach and communications to promote the implementation of the desired governance and funding models



Do these objectives seem like the right ones for the next phase of the transit study?

High Level Project Approach

Key Activities	Description	Deliverables
Conduct detailed analysis of current rural transit system	Analyze detailed data from agencies/providers to evaluate current transit structures, service levels, and funding receipt and distribution across transit programs and regions. Define specific metrics and criteria by which to evaluate alternative models.	<ul style="list-style-type: none"> • Detailed Rural Transit Assessment
Assess rural transit innovations & best practices	Conduct interviews & deep dive assessment of leading practice alternatives used by 2-3 other states with high performing rural transit. Research options for integrating new modes and tech pilots (e.g., ride share, connected & autonomous vehicles, etc.) for rural delivery & private sector partnership.	<ul style="list-style-type: none"> • Rural Transit Innovation & Best Practices Report
Develop rural transit strategy & alternatives for governance & funding	Evaluate governance options and define alternative structures for rural transit, including specific roles and responsibilities at the local, regional, and state levels. Define funding model alternatives and evaluate new sources for rural transit, including opportunities to pilot new private sector solutions to complement public transit.	<ul style="list-style-type: none"> • Recommended Governance & Funding Model Design
Support legislative activities for new governance & funding model	Work with State leadership to determine scope of policy recommendations and implementation approach for the proposed governance and funding model changes. Create and execute stakeholder engagement plan, including communications.	<ul style="list-style-type: none"> • House Commission Meeting Materials • Outreach & engagement plan • Communications materials • Rural governance & funding model implementation plan

Next Steps

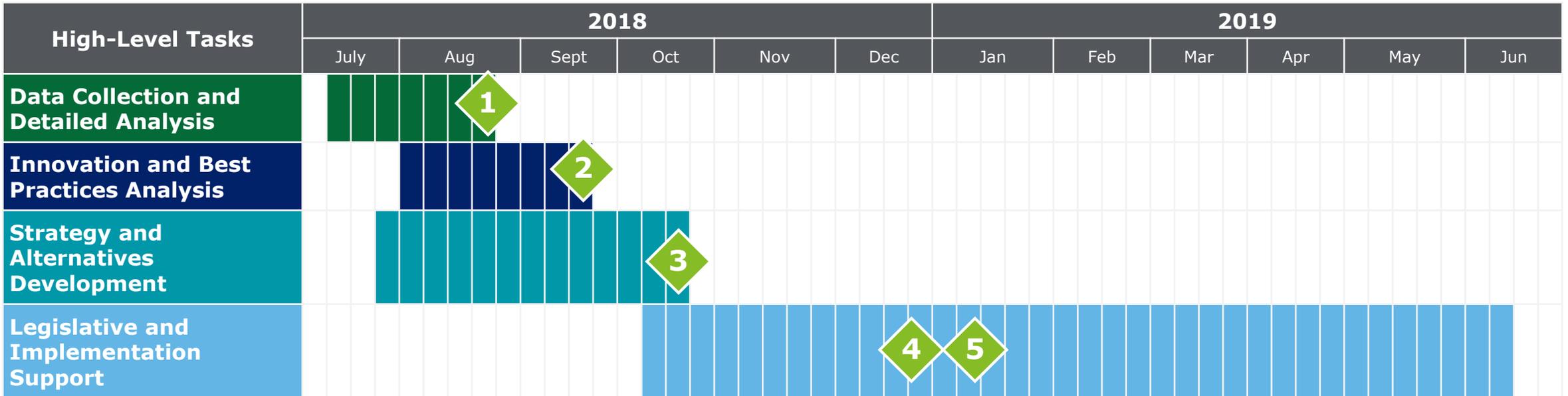
Rural transit will be the focus for near term activities



There will be five major milestones prior to 2019 legislative session

- 1) August 2018 – Rural in-depth evaluation and criteria for future alternatives
- 2) September 2018 – Rural transit innovation and best practices report
- 3) October 2018 – Recommendations for a future rural transit governance and funding model
- 4) December 2018 – Identify processes to engage stakeholders during 2019 legislative session
- 5) December 2018 / January 2019 – Commission report

**In-Depth Rural Study
High Level Timeline**



Commission Meeting Schedule and Topics

The Commission meeting schedule will provide members an opportunity to review findings and provide input into the Phase II Rural Study leading up to 2019 I

August 2018

- Update on rural current state and best practice in-depth analysis findings

October 2018

- Highlight recommendations and summary of Commission report

December 2018

- Path forward for 2019 legislative session

June 2019

- Goals and objectives for 2020

Rural Transit Stakeholder Outreach Approach

Our team will conduct outreach and engage stakeholders to find solutions, solicit input, and validate recommendations

Target Audiences

1. Transit operators, planners, and leaders

- Agencies, including State entities like GDOT, DCH, DHS, DBHDD, and local regulators
- Transit operators like local providers (e.g., Athens Transit) and private providers of transport and car/bike sharing
- Planners including MPOs, Regional Commissions, and local planning entities

2. Transit beneficiaries

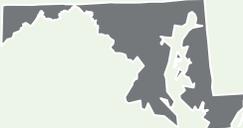
- Business community like Chambers of Commerce, Workforce Leadership Association, major employers

3. Transit users

- Regular commuters like workers and college students
- Transit dependent groups including aged, blind, disabled, unemployed, and underemployed

Rural Transit Best Practice Analysis

The following states exhibit transit governance best practices that were favorable to Greenhouse lab participants and will be further examined during the in-depth analysis

Primary States To Consider			
	Population Similar to GA	Significant State Funding	Significant Transit Coordination
Massachusetts (MA) 	6.86 million	Operating – 50% Capital – 36%	<ul style="list-style-type: none"> MassDOT provides liaisons and state matching funds to all of the state’s 13 regional planning agencies (RPAs) to implement transportation planning
Maryland (MD) 	6.05 million	Operating - 61% Capital - 53%	<ul style="list-style-type: none"> The state provides Offices of Local Transit Support (OLTS) to provide a variety of technical assistance services to the Local Operating Transit Systems (LOTS) operating in the state. These include: federal and state regulatory compliance, operations, management, planning, and training
Kansas (KS) 	2.9 million	Operating – 14% Capital - ~0%	<ul style="list-style-type: none"> The state has created 10 transit districts and incentivizes consolidation across agencies The state designed unique regional routes, coordinated schedules, mobility management technology, regional governance structures, and consistent branding

*Minnesota, Colorado, and Illinois were also noted as states that exhibit best practices in transit governance relevant to Georgia’s rural environment

**The listed states may be subject to change based upon subsequent findings

Questions?

1

What are the most important considerations when we look at opportunities to improve rural transit, or connect rural to other metro areas?

2

What are the most critical challenges for rural transit from your perspectives?