Understanding the New ATL: Atlanta-Region Transit Link Authority

I-75 Central Corridor Coalition
November 15, 2018

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THE ATLANTA-REGION TRANSIT LINK AUTHORITY


Rideshare
Xpress
marta
10
TRANSIT
SYSTEMS
HENRY COUNTY GA
1821
DOUGLAS COUNTY, GEORGIA
1870
CATS
COBB
LINC
FORSYTH
COUNTY, GEORGIA
COWETA COUNTY TRANSIT
+
13
COUNTIES

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

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

HB930 passed the General Assembly on March 29 and Governor Deal signed it into law on May 3, 2018, creating a new regional governance and funding structure called…

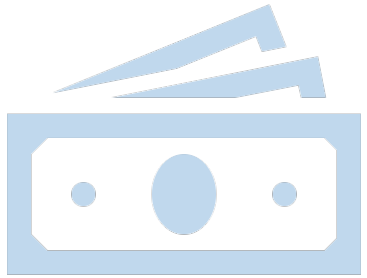


THE ATLANTA-REGION TRANSIT LINK AUTHORITY

A unifying entity for the Atlanta region that ensures coordinated transit planning and funding, and increased transparency



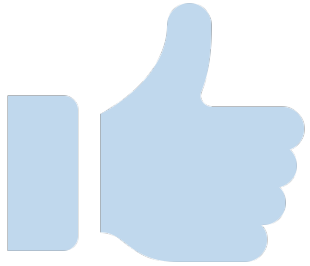
Why Create The ATL?



Support & Increase Economic Development



Focuses on transit needs for growing metro Atlanta population



Positive impact on regional mobility

A unifying entity that ensures coordinated planning and funding of transit

Transit Matters to Economic Development...













Overview of the ATL

A unifying entity that ensures coordinated planning and funding of transit

Regional Governance

Regional Transit Plan

Transit Funding

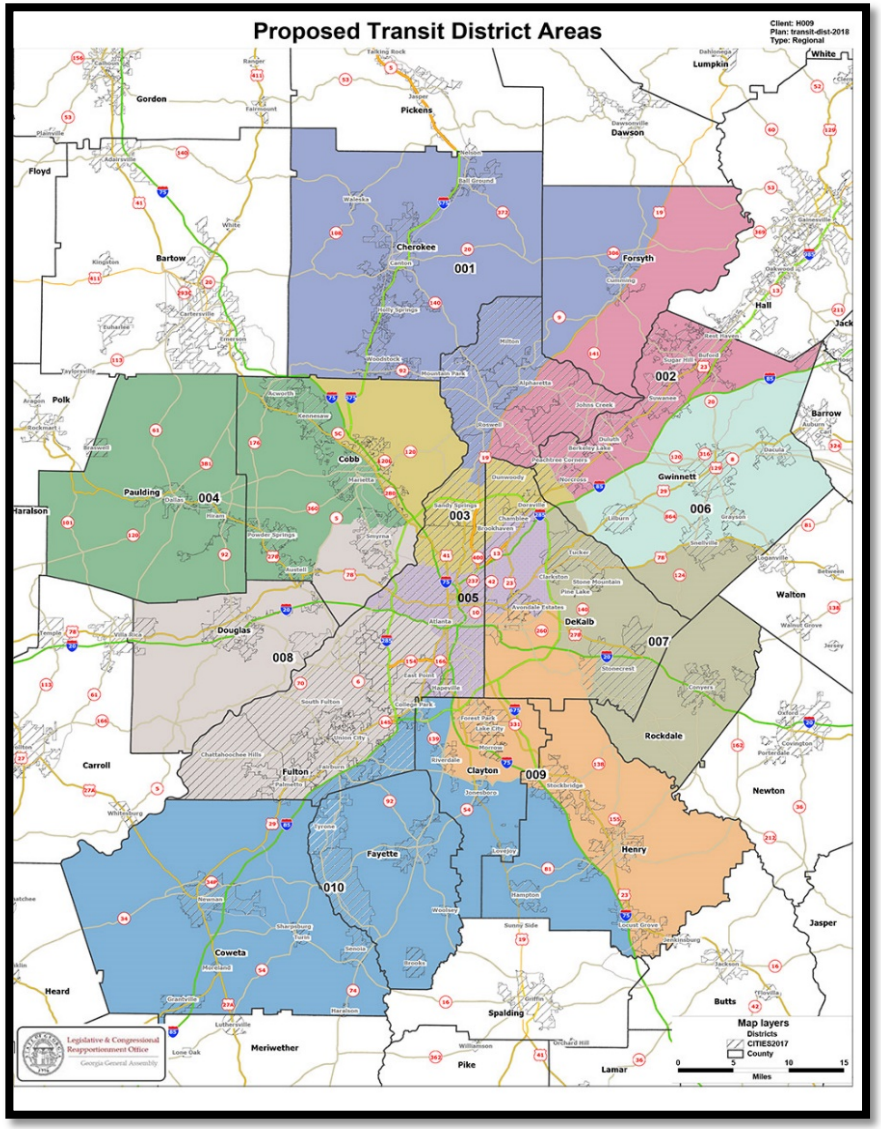
Regional Unified Branding

Interaction with Existing Transit Operators

Regional Governance/ ATL Board Structure

16 members, 4 year terms – Designed for regional thought & approach

State Level	Appointees
Governor	**1** *(Chair)*
Lt. Governor	**2**
Speaker	**2**
GDOT Commissioner	*(Non-voting)**
TOTAL	5* *(one third)*
Local Level	**Appointees**
Caucus of Legislators, County Commission Chairs & Mayors within Districts	10
TOTAL	10 *(two thirds)*



Regional Governance/ ATL Board Eligibility and Criteria

16 members, 4 year terms – Designed for regional thought & approach

Each ATL board member shall:

- **(if district-based) be a resident of the authority district which he or she represents**
- **Possess significant experience or expertise in a field that would be beneficial to the accomplishment of the function and purpose of The ATL**
- **Other than GDOT commissioner, no person holding any other "office of profit or trust under the state" shall serve on the board**
- **Be appointed no later than December 1, 2018**



ATL Board Thus Far

Via State Appointment and District Election

APPOINTED BY GOVERNOR NATHAN DEAL:

- ***CHAIR:*** **Charlie Sutlive, Director of Corporate Communication, Georgia Power**

APPOINTED BY LT. GOVERNOR CASEY CAGLE:

- **Mark Toro, Founder, North American Properties Atlanta office**
- **Teddy Russell, President, Russell Landscape Group**

APPOINTED BY SPEAKER DAVID RALSTON:

- **Charlotte J. Nash, Chair, Gwinnett County Board of Commissioners**
- **Rep. Earl Ehrhart, Cobb County (retiring; effective January 14, 2019)**

EX OFFICIO NON-VOTING MEMBER:

GDOT Commissioner Russell McMurry

ELECTED BOARD MEMBERS:

Marsha Anderson Bomar, District 2

Steve Dickerson, Sc. D., District 3

Todd Ver Steeg, District 4

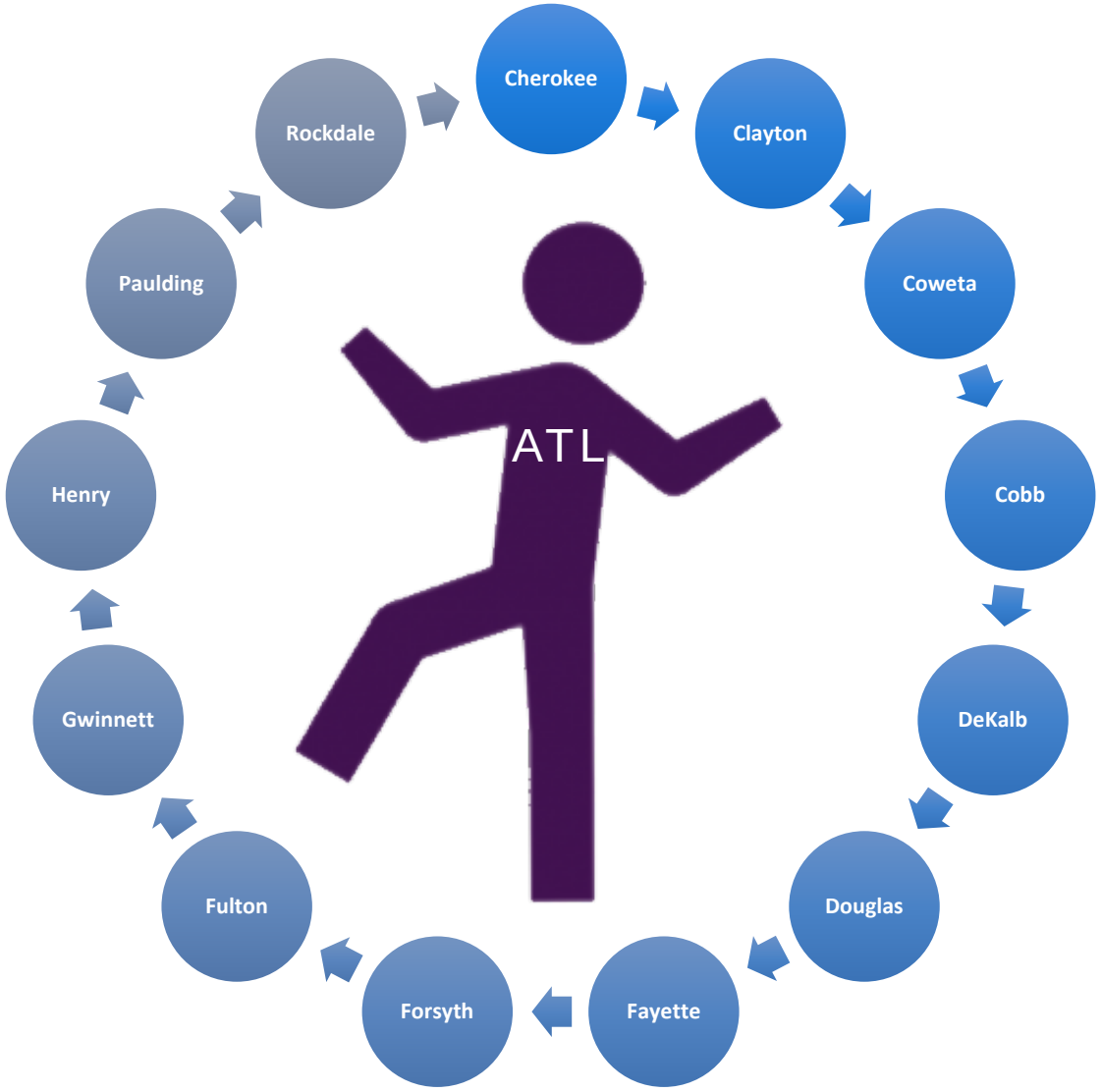
Chuck Warbington, District 6

Howard Mosby, CPA, District 9

Regional Transit Plan

1 of 2 Core Activities

- 6-year and 20-year time horizons
- Developed in consultation with the region's Metropolitan Planning Organizations (MPO): ARC
- Coordinate existing and future transit service
- After 1/1/2019, referendum transit projects must be in RTP & approved by the ATL



Regional Transit Funds

2nd Core Activity: Management, Allocation & Generation



- **Designated Recipient Role**
- **ATL's Scope: All Federal & State Transit Funds in region**
- **ATL can issue its own bonds and work with other state agencies to issue bonds**
- **Up to 30 year, Up to 1% transit-specific SPLOST**

Regional Unified Branding

Intent – a seamless customer experience

- **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**
- **ATL issued RFP & selected Branding Consultant**

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
- Enterprise Rideshare



The ATL: Regional Opportunities...

...Flow from a Regional Outlook



Visit Our New ATL Website:

atltransit.ga.gov

THANK YOU!



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