the Atlanta Regional

Demand Response Implementation Plan

TRANSPORTATION COORDINATING COMMITTEE

MARCH 5, 2021

AGENDA

- HST Background

- Plan Intro

- Key Plan Recommendations & Implementation

- Additional Strategies

- Questions

Human Service Transportation (HST)

- HST focuses on the transportation options available to frequently underserved populations, such as individuals with low incomes, individuals with disabilities, individuals with limited English proficiency, and older adults.

- Typical Options include:

  - Fixed Route/Guideway Transit

  - ADA paratransit

  - Carpool/Vanpool

  - Ride-Hailing / TNCs (Transportation Network Companies)

Managing Mobility in the Atlanta Region

- Coordinated Human Services Transportation Plan (CHSTP)

  - Required by Federal Transit Administration (FTA) to receive funding under Section 5310

  - Atlanta Regional HST Plan adopted by ARC board in March 2017

- Key Goal

  - Develop a menu of local and regional tactics that will work in a coordinated manner to improve mobility in the Atlanta region

Managing Mobility in the Atlanta Region

Main Goals

- Building on the 2017, focus on complementary paratransit (ADA) and county-run demand response transportation

- Compile data and review current policies

- Undertake best practices research to recommend implementation strategies

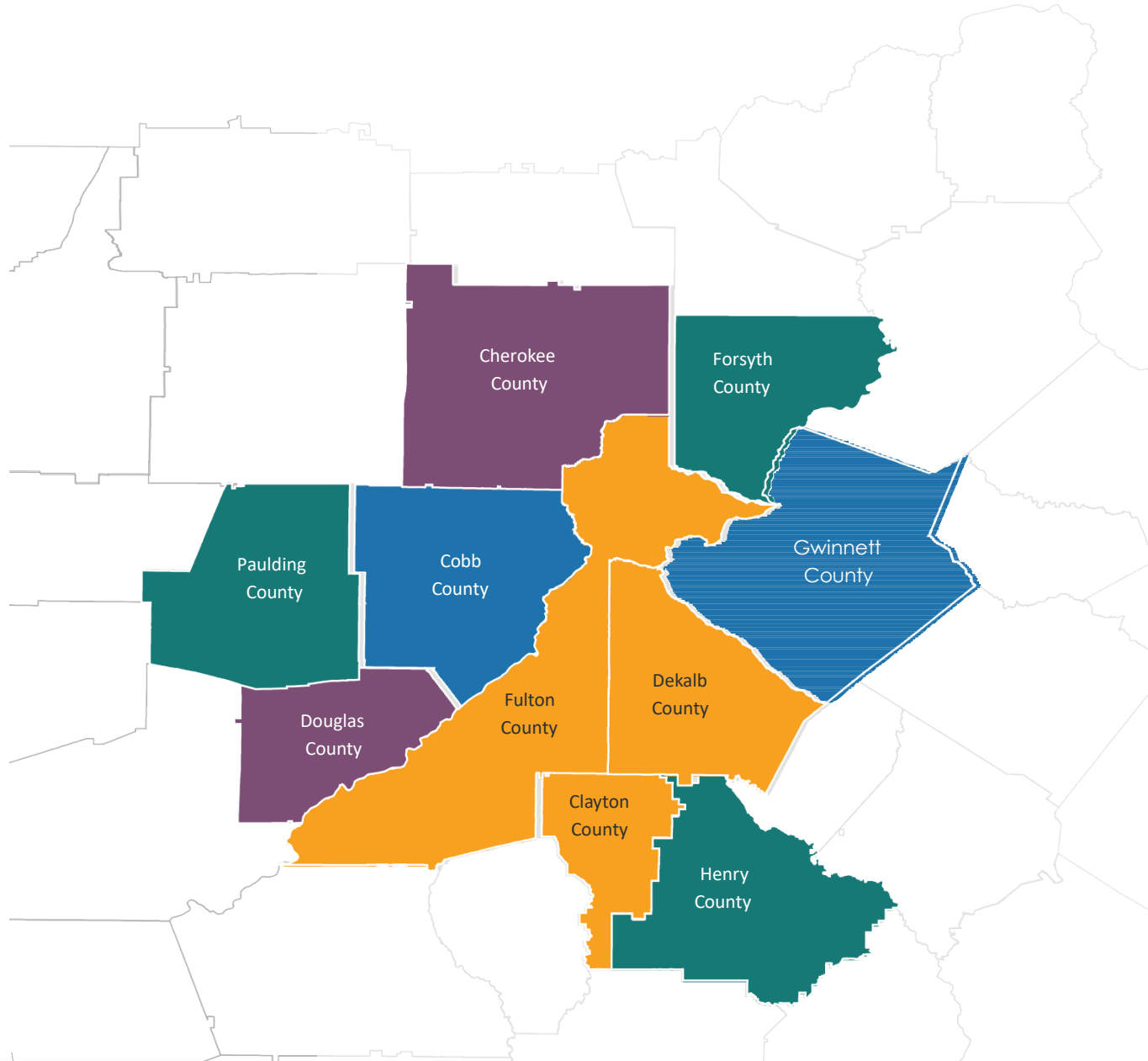Populations in need increasing

Lack of financial resources

Lack of qualified drivers

Lack of opportunities to learn and gain assistance

PLAN ORGANIZATION/PROFILE OF COUNTIES

TIER 1: FULTON, DEKALB, AND CLAYTON COUNTIES

- Substantial fixed route transit options including heavy rail, light rail, and bus with connections to many key destinations

- HST DRT services provide stand-alone trips and feeder trips to connect with fixed route, including connections to Tier 2 and potentially others

TIER 2: GWINNETT AND COBB COUNTIES

- Local and commuter bus services including routes connecting to densest areas in each county and to

- HST DRT services provide stand-alone trips generally within the county and provide feeder trips to connect with local bus, some trips continuing to fixed route options in Tier 1

TIER 3: CHEROKEE AND DOUGLAS COUNTIES

- Limited fixed route services; a few routes around local and downtown areas

- HST DRT services provide stand-alone trips and limited feeder trips that connect with Tiers 1 and 2

TIER 4: FORSYTH, HENRY, AND PAULDING COUNTIES

- No fixed route services, only DRT

- HST DRT services provide stand-alone trips with few exceptions

2018 Population Characteristics

29% people with low income

78% household smartphone access

4% zero car households

35 median age

Source: Georgia state transit plan, US Census

Demand Response Transportation Funding

ADA
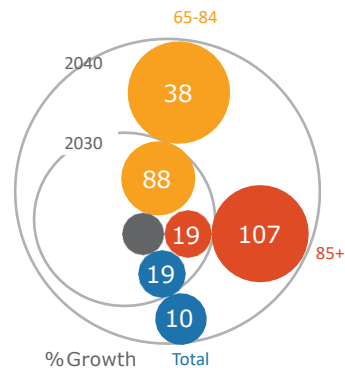
$32.6 million

721,000+ trips

Non-ADA*

$3.2 million

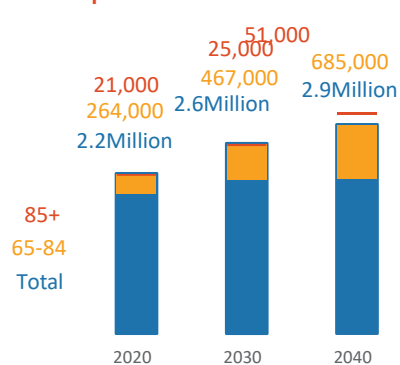**411,000+** trips

*Clayton county funding combined with Fayette and Henry Counties
source: Georgia at a Crossroads, compiled by Georgia State University*

Projected Population Growth

21,000
264,000
2.2Million

25,000
467,000
2.6Million

51,000
685,000
2.9Million

85+
65-84
Total

2020   2030   2040

65-84

2040   **38**

2030   **88**

19   **107**   85+

19

10

%Growth   Total

Source: State of Georga population forcasts

TRANSIT PROPENSITY INDEX

What is Transit Propensity?
Transit propensity is based on the density of people who are 65 and older, people with disabilities, and those who are low-income within each census block group in the counties being studied.

These groups are most likely to use transit.

Low Propensity   High Propensity
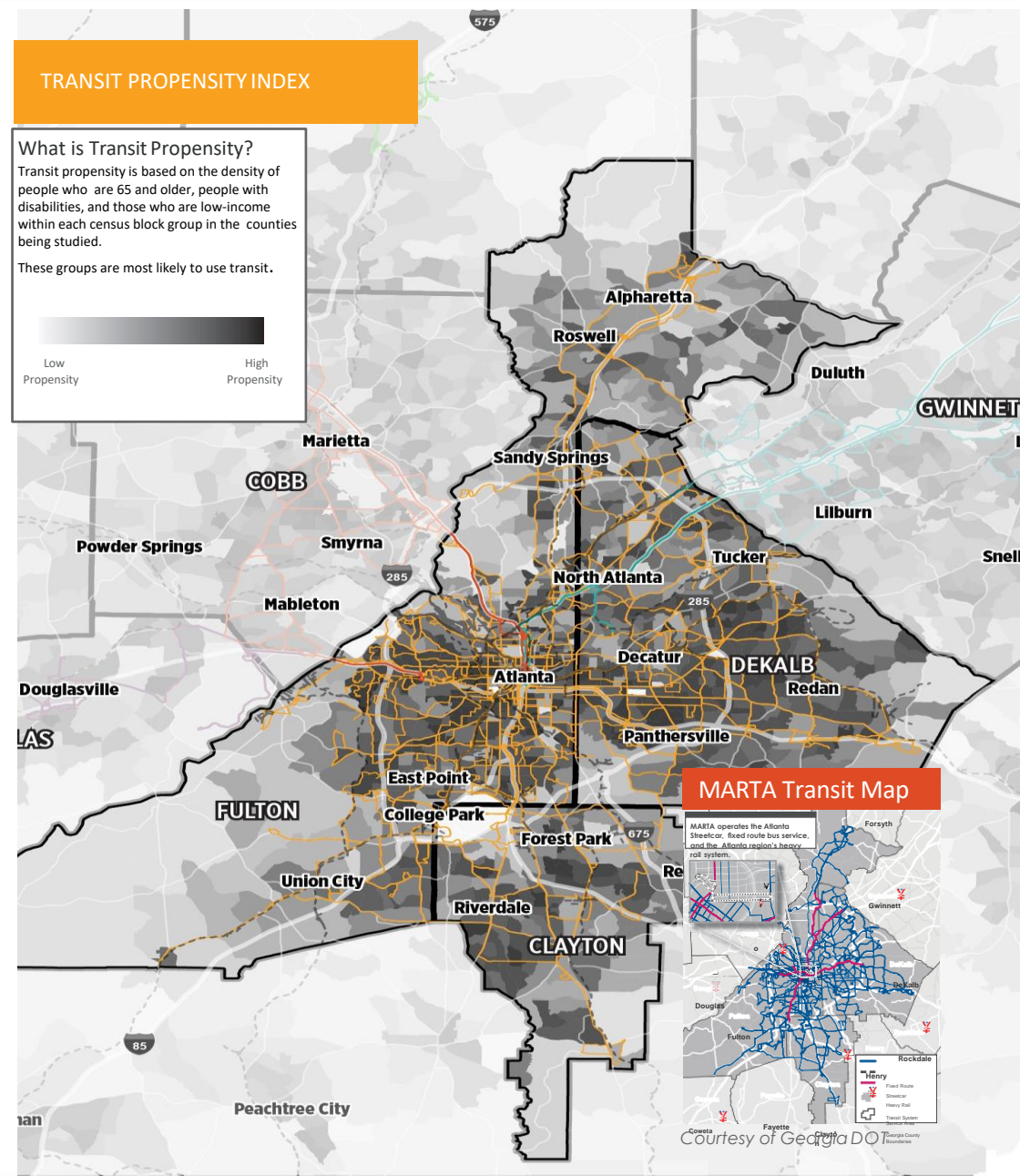
MARTA Transit Map

MARTA operates the Atlanta Streetcar, fixed route bus service, and the Atlanta region's heavy rail system.
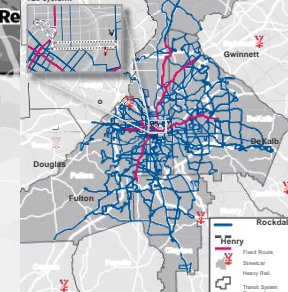
Courtesy of Georgia DOT

Atlanta Regional Commission

2018 POPULATION CHARACTERISTICS

GENERAL CONTEXT

Fulton

40% people with low income

4% zero car households

12% population above 65

Considered the central hub of the Atlanta metropolitan region and as an urbanized county, Fulton County features several transit options to support various mobility needs. This includes the MARTA system (rapid rail, streetcar, and bus, and MARTA Mobility (complementary paratransit). Other non-ADA programs and services are available and connect to MARTA. Services are available throughout the county with a higher concentration of options in more urbanized areas.

DeKalb

16% people with low income

9% zero car households

13% population above 65

DeKalb County if comprised of several suburban communities, with some urbanized areas that are generally closer to Fulton County.

With varying levels of density, transit service is mixed. There are significant fixed route options (MARTA rail, MARTA Mobility, and bus) closer Fulton County and along major corridors. There are transit gaps in the rural areas.

Non-ADA service options are facilitated and funded by county and local govern- ments, and several non-profit organizations.

Clayton

19% people with low income

7% zero car households

9% population above 65

Located in the southern portion of the urban core, Clayton County is primarily subur- ban and rural and is home to Hartsfield-Jackson Atlanta International Airport.

The county has some fixed route transit service provided by MARTA, including bus services and MARTA Mobility, and limited rail access in the north.There are transit deserts in the more rural areas. Limited non-ADA DRT services are available.

Source: American Community Survey
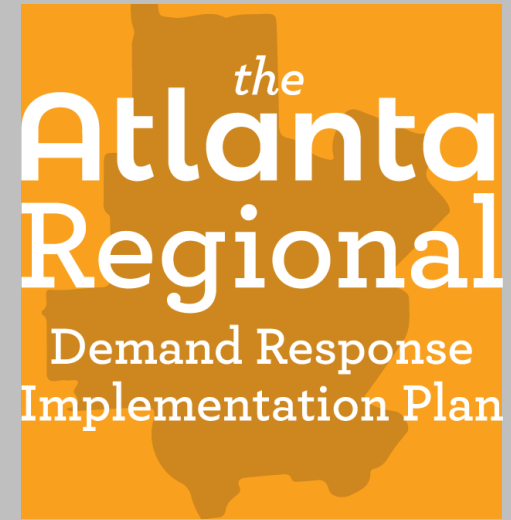
RECOMMENDATIONS & IMPLEMENTATION STRATEGIES

Establish consistent ADA eligibility and rider policies

Better Coordinate ADA transfers

Integrate DRT into regional trip planning

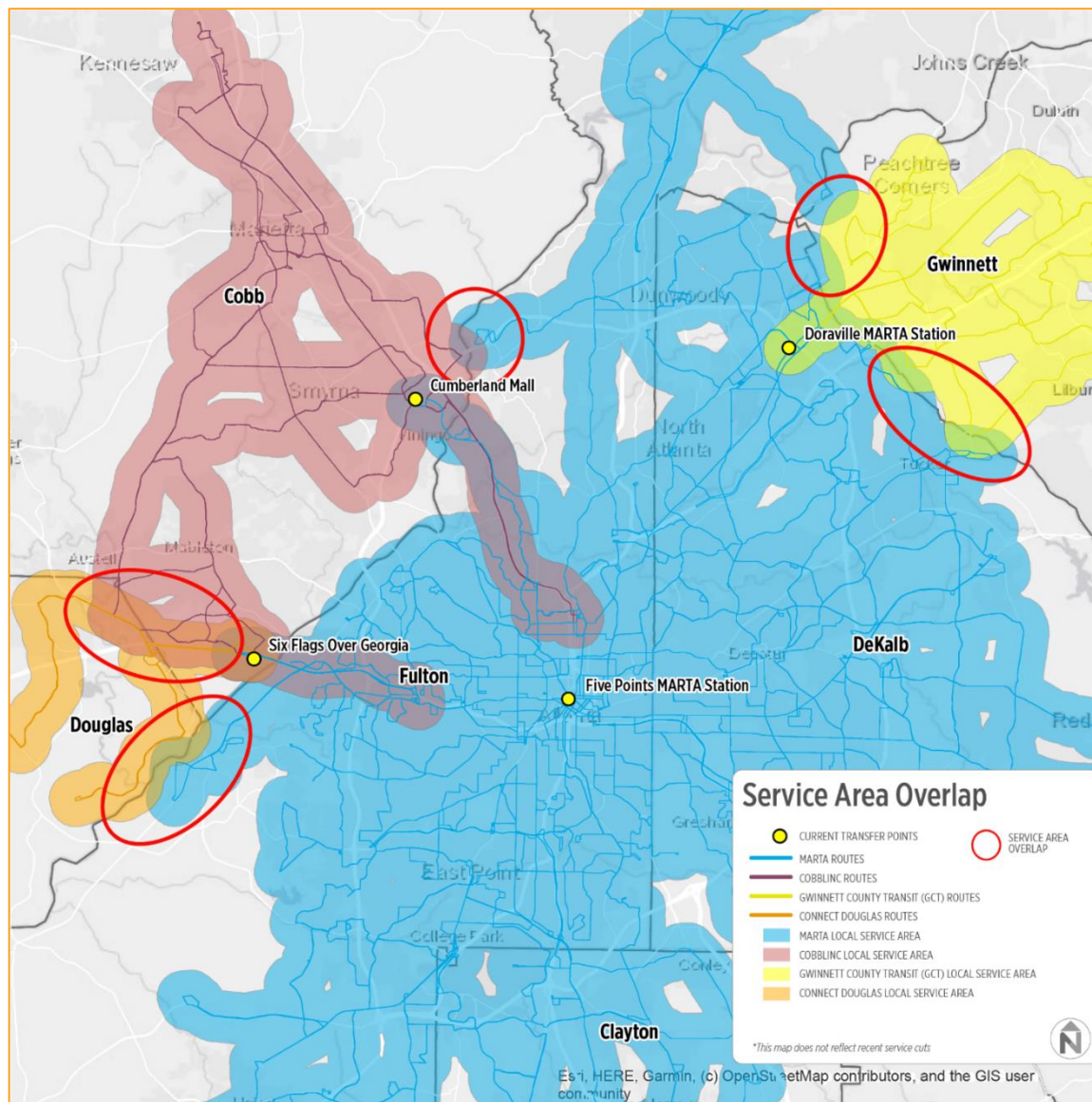Regionally coordinate microtransit services

Sustain regional coordination and collaboration

## Appendices A1 & A2 – policy comparisons

Service Name	MARTA Mobility	GCT Paratransit	CobbLinc Paratransit	Connect Douglas	CATS Paratransit	Best Practices
ADA Application Form and Process						
No. of disability and mobility self-assessment questions	10	38 Same as CATS	14	24	38 Same as GCT	Limit number of questions to those required to register applicant and determine initial eligibility; tailor to type of disability

Appendixes: microtransit basics & microtransit platform considerations
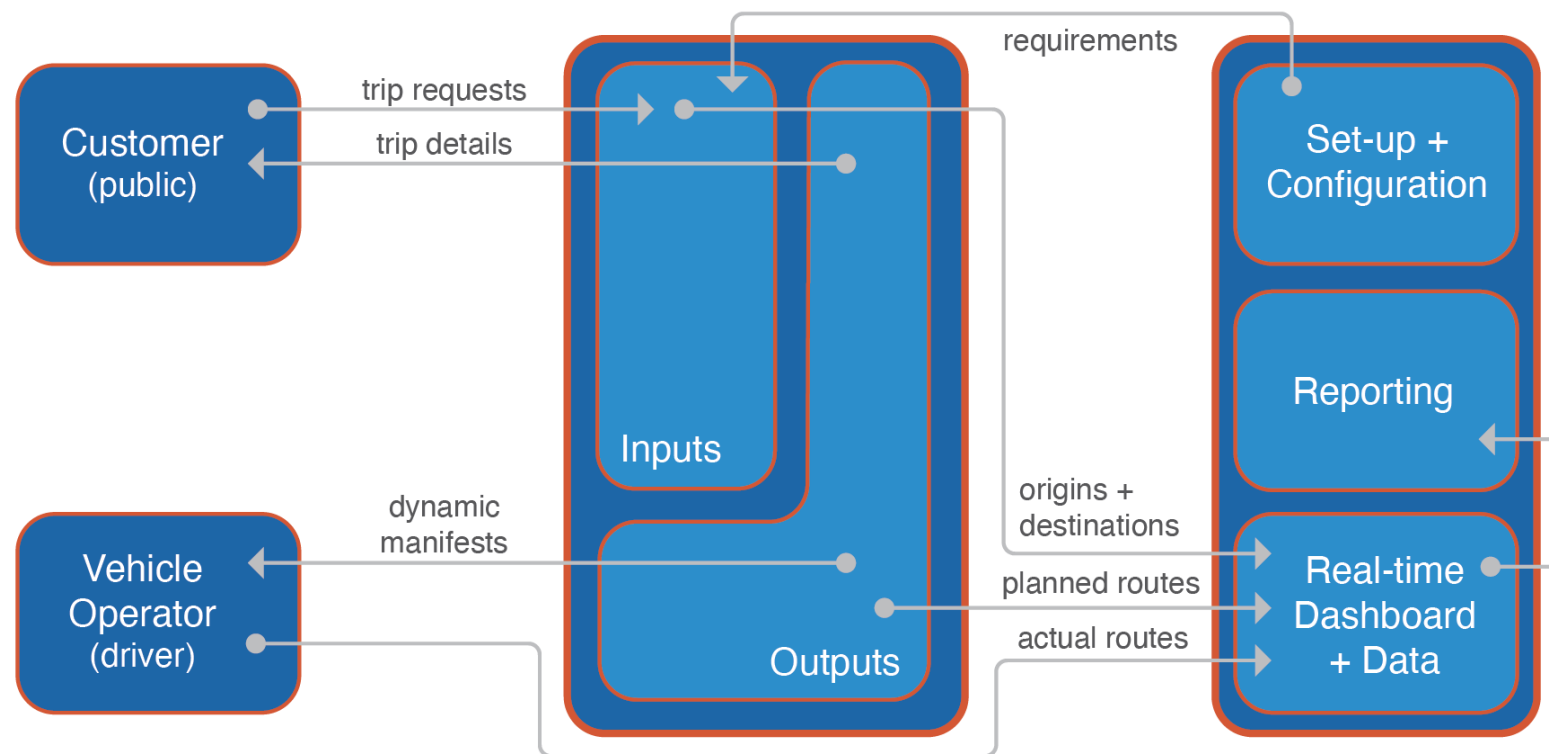
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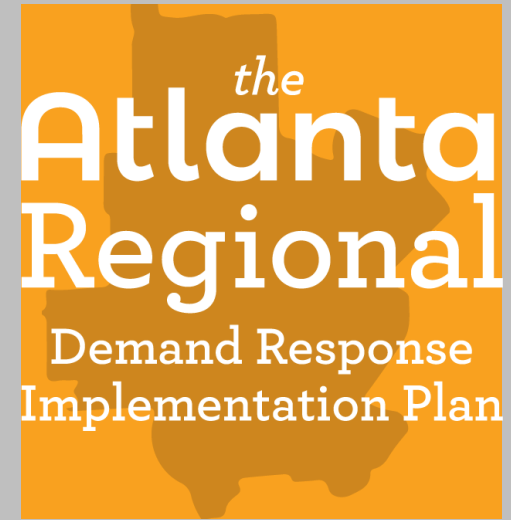
ADDITIONAL STRATEGY
PRIMERS

- Information and ideas discussed throughout the study

- From best practices work or HST Plan

- Can be advanced through RCC

- Resource documents

FTA Section 5310 program

Post-2020 Census planning
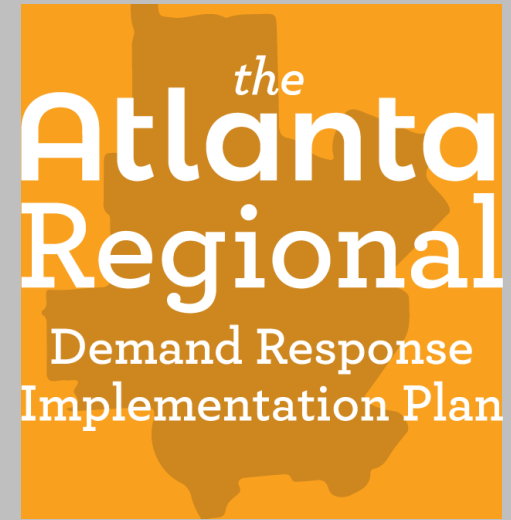
Fare payment

TNC trip booking assistance

Volunteer driver programs

Co-mingling riders

Non-emergency medical transportation (NEMT) brokerage

- Demand Response Implementation Plan Adoption

- Formally establish regional coordination and collaboration

- Coordinated Human Services Transportation Plan (CHSTP) Update

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QUESTIONS