



# **ITS in Transit**

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***Georgia Regional Transportation***  
***Authority***

# Overview

- **ITS architecture**
- **Homeland security coordination**
- **Regional progress**
- **On the horizon**



# Transit Market Packages\*

- **Parking management**
- **Regional traffic control and management**
- **Transit management**
- **Multi-modal coordination**
- **Incident management and emergency response**

*\*Source: Atlanta Regional Intelligent Transportation System (ITS) Architecture Volume 1 – Concept of Operations*

# Market Packages Cont.\*

- **Transit fare management and integration**
- **Regional transit traveler information (trip itinerary)**
- **Data collection, archiving and warehousing**
- **Commercial vehicle operations**

*\*Source: Atlanta Regional Intelligent Transportation System (ITS) Architecture Volume 1 – Concept of Operations*

# Transit Management Package Functions\*

- **Managing transit vehicle fleets and coordinating with other modes and transportation services**
- **Providing operations, maintenance, customer information, planning, and management functions for the transit agency**
- **Allowing for communication between transit agencies and with other operating agencies such as emergency response services and traffic management systems**

*\*Source: Atlanta Regional Intelligent Transportation System (ITS) Architecture Volume 1 – Concept of Ops*

# Transit Management Package Functions\* Cont.

- **Receiving special event and real-time incident data from the traffic management systems**
- **Collecting and storing accurate ridership levels and implements corresponding fare structures**
- **Gathering operational and maintenance data from transit vehicles, manages vehicle service histories, and assigns drivers and maintenance personnel to vehicles and routes**

*\*Source: Atlanta Regional Intelligent Transportation System (ITS) Architecture Volume 1 – Concept of Ops*

# Transit Management Package Functions\* Cont.

- **Providing the capability for automated planning and scheduling of public transit operations**
- **Furnishing travelers with real-time travel information, continuously updated schedules, schedule adherence information, transfer options, and transit routes and fares**
- **Monitoring of key transit locations with both video and audio systems is provided with automatic alerting of operators and police of potential incidents including support for traveler activated alarms**

# Atlanta Regional Transit Management Concept\*

- **Multi-modal coordination**
- **Coordinated regional fare management**
- **Transit traveler information**
  - 511
  - Trip planning
- **Regional data management and archiving**

*\*Source: Atlanta Regional Intelligent Transportation System (ITS) Architecture Volume 4 - Implementation Plan*



# **Multi-modal Coordination**



# **Safety and Security**

# FTA Guidance

- **Be proactive**
- **Create safety and security emergency preparedness plans (SSEPP)**
- **Conduct awareness training for all safety sensitive employees**
- **Test**
- **Revise**



# **Regional Transit Safety Working Group**

- **Established under the Georgia Office of Homeland Security**
- **Participants include: GEMA, MARTA, GRTA, GCT, CCT and CTRAN**
- **Meet quarterly**



# **Regional Transit Safety Working Group Work plan**

- **Regional approach to threat and vulnerability assessments, adopted federal standards**
- **Coordinated SSEPP (safety and security emergency preparedness plan regionally)**
- **Conduct regional table top exercises which include local federal and state law enforcement 2006, planned 2009**



# Coordinated Regional Fare Management



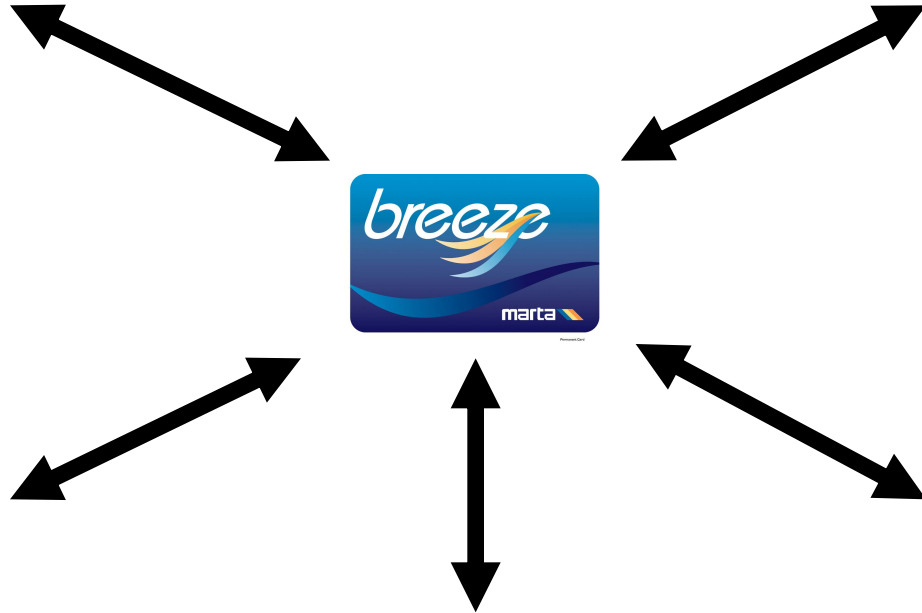
Permanent Card



# Regional Partnerships



Georgia Rail Project



# Coordinated Regional Fare Management

## Breeze Status

<b>MARTA</b>	<b>Operational</b>
<b>GCT</b>	<b>Equipment installed, go live later this Summer</b>
<b>CCT</b>	<b>Operational</b>
<b>CTRAN</b>	<b>Equipment ordered</b>
<b>GRTA</b>	<b>Equipment installed, pilot underway</b>



# Transit Traveler Information

- **WEB sites**
- **list servers, SMS**
- **Twitter**
- **CMS**
- **Regional trip planning**
- **511**





MARTA - Metropolitan Atlanta Rapid Transit Authority - Windows Internet Explorer

http://www.itsmarta.com/

File Edit View Favorites Tools Help

MARTA - Metropolitan Atlanta Rapid Transi...

**marta**  
Metropolitan Atlanta Rapid Transit Authority

Route Links: Schedules

GETTING THERE USING MARTA EXPLORING ATLANTA PRESS CENTER ABOUT MARTA CONTACT MARTA

**MyCommute**  
Trip Planner  
From:   
To:   
Date: 06-23  
Time: 12 pm

**Fare Information**  
How to use MARTA  
Special Fare Programs  
Hours of Operation  
Parking Information  
MARTA Accessibility  
Frequently Asked Questions  
Bikes on MARTA  
Safety on MARTA  
Links to Area Transit Providers  
New Rider Guide  
Commute Calculator

**GDOT construction**  
You down.

**TA...Save Time!**

June 23 & 24 for a community Share Meeting. **More...**

**Latest Headlines & Other News**  
▶ **Single Tracking Information**  
▶ **Service/Rider Alert:** Bus Reroutes  
▶ **Service/Rider Alert:** Roof Construction  
▶ MARTA Prepares Customers for Implementation of Georgia's New Gun Law on July 1st  
▶ MARTA Board Approves FY09 Capital and Operating Budget  
▶ New Ride Guide available in **English and Spanish** (PDF, 3 MB)  
▶ Take MARTA to concerts at Lakewood Amphitheater this year!  
▶ Take MARTA to Cheer on the Braves  
▶ View [www.breezecard.com](http://www.breezecard.com) for Information about Breeze  
[Other Headlines](#)

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**FACT-** Take your bike for a ride on MARTA - all buses equipped with bike racks.

MARTA has your ride to...

**WE CARE ABOUT YOUR SAFETY**

**Braves ATLANTA DREAM**

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Select a language:

http://www.itsmarta.com/howto/othertrans.htm


Internet 100%

# Transit Traveler Information

- **Agreements signed with GRTA, pending for GCT, CCT and CTRAN.**
- **GIS database built, adding regional data**
- **Integrate regional data**
- **Test**



# Google Transit



Google Maps - Windows Internet Explorer

http://www.google.com/maps?ie=UTF8&dirfg=r&ll=33.751177,-84.378433&spn=0.456161,1.082153

File Edit View Favorites Tools Help

Web Images Maps News Shopping Gmail more

Search Maps Show search options

Search Results My Maps

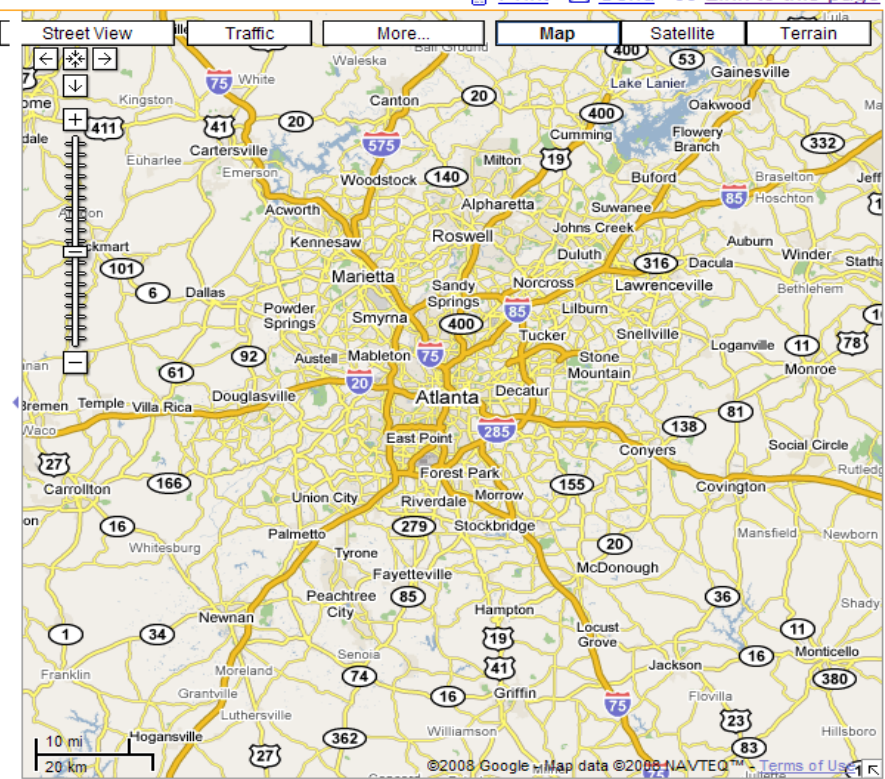
Google Transit can plan trips on the following agencies in this area:  
[MARTA - www.itsmarta.com](http://www.itsmarta.com)

Example searches:

Leave now  
[Bobby Jones Golf Course, Atlanta GA to Decatur, GA](#)  
[160 Roberts Dr, Riverdale, GA to Peachtree Rd NE and N](#)  
[Druid Hills Rd NE, Atlanta GA](#)

Choose a specific time  
[Bobby Jones Golf Course, Atlanta GA to Decatur, GA at 7pm](#)  
[Chappell Rd NW and Simpson Rd NW Atlanta GA to Myrtle St and Virginia Ave, Atlanta GA by 8pm](#)

[Discuss](#) - [Terms of Use](#) - [Send Us Feedback](#)



Street View Traffic More... Map Satellite Terrain

10 mi 20 km

©2008 Google, Map data ©2008 NAVTEQ

Internet 100%

# Regional Data Management and Archiving

- **Increased Data Sharing**
- **NTD/HOV Coordination**
- **Transit GIS**
- **Breeze**





# Regional Progress

# MARTA

- **Breeze - operational**
- **Trip Planning – operational**
- **CCTV (drive Cam) – considering**
- **dispatch upgrade**
- **Memorial Drive BRT**
- **AVL, APC, CMS, Audio  
Announce – operational**
- **511**



# CCT

- **Breeze – operational**
- **Drive cam – operational**
- **RFP under development for**
  - **AVL APC real-time CMS**
- **Smart corridor project – adaptive signal control and signal priority.**



# GCT

- **Breeze – equipment installed**
- **Drive cam – operational**
- **Planning computer aided dispatching, trip itinerary planning, transit security, automatic vehicle tracking, signal priority and integration of transit components with TCC's**



# **GRTA Xpress**

- **Breeze – Equipment Installed**
- **Planning implementation of additional technologies**
- **Park and Ride ITS (CCTV, CMS Emergency Response)**
- **511**



# CCTV – Panola Rd.



# CMS – Panola Rd.



# Emergency Call Box (Pavilion) – Panola Rd.



# Emergency Call Box – Panola Rd.



# On the Horizon

- **Regional fare policy**
- **ITS Transit package standards**
- **Regional ITS Architecture Update  
2010-2011**
- **Traveler Information**
- **511**



# Questions?

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