

Implementation Strategy and Program

(organized by Short-Term and Mid-Term Options and Other Implementation Actions)

Project Category

Legend/Key:

Capital Projects
Programming & Management
Modes & Services

Short-Term Options								
Recommendation	Suggested Steps	Responsible Party	Cost Estimate		Timeframe	Potential Funding Sources	Special Approvals, Requirements or Considerations	
			Total Cost Estimate	Douglas County Share				
Enhance Multi-Modal Center and Existing Park-and-Ride Lots	Identify/document/justify equipment needed.	DCDOT/Rideshare	Capital	\$900,000 - \$1.1 million	\$9.5 - \$11.4 million	1-2 years	Local sources	
	Secure funding, procure, and manage engineering design for facility improvements.		O&M	Depends on improvements	\$10,000 - \$30,000			
	Acquire permits as needed.							
	Purchase and install equipment.							
	Connect cameras to Multi-Modal Center.							
Expand Vanpool Program	Advise ARC on intent to increase vanpools; consult ARC on best routes, etc.; survey DC residents on desired new route locations	DCDOT/Rideshare	Capital	\$600,000-\$720,000	\$120,000-\$144,000	1-2 years	Local sources, JARC, FTA 5310, SRTA Go! Transit Program, CMAQ	Consider on-line survey of area workers, students, and commuters to determine interest and partner with County Communications Division Finalize 20% share of costs. Prepare TIP application for new vehicles. Advertise new opportunities for vanpools to new locations.
	Determine number of new vanpools to implement.		O&M	\$140,000-\$170,000	\$84,000-\$102,000			
	Identify funding for local match.							
	Submit TIP application to ARC for vehicles.							
	Purchase new vehicles.							
	Screen and train volunteer drivers.							
	Begin service.							
Report service stats to National Transit Database.								
Create a Volunteer Transportation Program to Supplement Current and Future Services.	Convene a community meeting of faith-based organizations, senior service providers, and other interested parties to discuss the feasibility of the volunteer network.	DCDOT/Rideshare	Capital	\$0	\$0	1-3 years	Local sources, JARC	Need to establish parameters of volunteer driver agreements and responsibilities
	Launch countywide on-line survey to gauge interest from potential users once support is obtained from the service provider organizations.	DCDOT/Rideshare	O&M	\$100,000	\$50,000			
	If decision is made to proceed, convert one part-time position to full-time or substitute one full-time position for a current part-time one.	DCDOT/Rideshare						
	Develop volunteer program participation guidelines.	DCDOT/Rideshare						
	Work with DC Communications Dept. to set up message board on County's website.	Rideshare, Communications & Community Relations						
	Coordinate with partner organizations to identify a process for identifying and screening a pool of eligible drivers.	DCDOT/Rideshare						
	Initiate promotional campaign to recruit volunteers; utilize social media.	DCDOT/Rideshare						
	Monitor development of other similar programs; identify "lessons learned"; connect with local ITNAmerica affiliates in DeKalb County.	DCDOT/Rideshare						

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Recommendation	Suggested Steps	Responsible Party	Cost Estimate		Timeframe	Potential Funding Sources	Special Approvals, Requirements or Considerations	
			Total Cost Estimate	Douglas County Share				
Initiate a Marketing and Promotional Campaign for the Multi-Modal/Rideshare Program	Obtain approval from the Board of County Commissioners to proceed and agree upon process for developing brand and related materials (coordination with DC Communications, etc.)	DCDOT/Rideshare	Capital	\$200,000-\$300,000	\$200,000-\$300,000	1-2 years	Local sources, JARC, ARC, misc. federal and/or state grants	
	Agree upon a fresh brand name for the transportation services offered.		O&M	\$50,000-\$75,000	\$50,000-\$75,000			
	Refine mission statement for division that reflects the full range of services provided.	DCDOT/Rideshare, Commission						
	Engage local partner agencies and proactively coordinate the launch of the new branding activities with the group.	DCDOT/Rideshare						
	Develop and issue RFP for marketing/branding consultant services and procure professional services.	DCDOT/Rideshare						Should include assessment, recommendations, original materials, and development of an action plan
	Work with consultant to develop and identify channels for distributing information and maintaining customer connections.	Consultant/DCDOT/Rideshare						Should include, but not be limited to: recommended color scheme, logo, electronic formats, concepts for billboards, brochures, online ads, flyers, etc.
Implement Electronic Asset Management System	Identify funding source(s)	DCDOT/Rideshare	Capital	\$10,000	\$10,000	1-2 years	Local sources, JARC, ARC, misc. federal and/or state grants	Reference: https://www.fhwa.dot.gov/asset/training.cfm
	Determine if in-house system will be developed or "off the shelf" program.		O&M	\$5,000	\$5,000			
	If in-house system is developed, inventory assets, collect asset data, geocode location of asset, and develop decision-making rules/framework for asset maintenance and replacement.							
	If off-the-shelf system is desired, develop specifications and procure hardware and software needed to operate system.	DCDOT/Rideshare						
	Assign in-house resources to support the effort and train staff on use of the system, including software (if any).	DCDOT/Rideshare						
	Implement active management of all assets and prepare management reports.	DCDOT/Rideshare						
Improve and Upgrade Multi-Modal/Rideshare Website	Identify desired features and types of information to make available on site.	DCDOT/Rideshare, Communications & Community Relations	Capital	\$5,000	\$5,000	1-2 years	Local sources, misc. federal and state grants	Cost will depend on desired features, such as interactive parts, feedback forms, route-planning, etc. and new static information, such as maps.
	Work with Department of Communications & Community Relations to redesign website.		O&M	\$5,000-\$30,000	\$5,000 - \$30,000			Potential new features may include schedules, payment/fare information, system maps, real-time information, commute cost calculator, online ride-request system, etc.
	Launch "beta" version of site to test; make adjustments as needed.							Consider purchasing and installing a portable information kiosk that is connected to the County website via Wi-Fi that can be set up at events to promote programs and services. It can help reach and encourage potential riders who either may have limited access to the internet or are otherwise unaware of existing services.
	Launch and promote newly redesigned site and special features, including a highlighted link from the County's primary webpage to the MM/R webpage.							
	Establish protocol for periodic updates to site.							
	Identify funding source and procure portable information kiosk for use at various locations.							

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Recommendation	Suggested Steps	Responsible Party	Cost Estimate		Timeframe	Potential Funding Sources	Special Approvals, Requirements or Considerations	
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Deploy use of Real-Time Information and Develop Mobile Application	Determine approach to mobile application: work with local partners, hire developer to create custom app, or use third party open data. Identify funding source, if appropriate.	DCDOT/Rideshare	Capital	\$50,000-\$100,000	\$25,000-\$50,000	2-3 years	Local sources, JARC, ARC, misc. federal and/or state grants	Partner with the County's IT department and Communications division. Consider partnering with local colleges and universities to support app development.
	Finalize arrangements with app developer and partner in its development, including identification of features for potential users.		O&M	\$6,000-\$14,000	\$6,000-\$14,000			
	Install GPS devices and make real-time information operational for vanpool fleet.							
	Test app during pilot phase with subset of vanpool customers and make adjustments as needed.							
	Monitor and assess use of real-time information over period of several months to gauge performance.							
	Promote availability of application to transportation customers and DC residents using County's website, electronic newsletter, and e-blasts to transportation stakeholders; solicit feedback about usefulness of app and ease of use.							
	Periodically upgrade the application as the need for new features materialize.							

Mid-Term Options								
Encourage Expansion of Private On-Demand Ride-Hailing Service	Assign staff to research and monitor development of partnerships and agreements between transportation agencies and private on-demand service providers.	DCDOT/Rideshare	Capital	\$0	\$0	1-2 years	Allocation of time by in-house staff	Service is growing nearly constantly across the U.S.-DC staff will need to monitor progress in the Metro Atlanta region and in/near DC. Staff should look for research and case studies, including "lessons learned" from other transportation organizations.
	Identify local contacts at private on-demand ride-hailing companies; meet to discuss potential partnerships.	DCDOT/Rideshare	O&M	\$20,000-\$75,000	\$20,000-\$75,000			MARTA and others are already doing this - can learn from their experiences.
	Develop guidelines and operational plan for short-term pilot project.	DCDOT/Rideshare						
	Establish partnership agreements or Memos of Understanding (MOUs) as needed and notify DC residents of the available services.	DCDOT/Rideshare, Private Partners						
	Launch service and evaluate success of pilot; make service adjustments as needed.	DCDOT/Rideshare, Private Partners						
	Once trouble-shooting from the pilot project is conducted, launch full-scale county-wide program.	DCDOT/Rideshare, Private Partners						Contingent upon success of pilot project.

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Recommendation	Suggested Steps	Responsible Party	Cost Estimate		Timeframe	Potential Funding Sources	Special Approvals, Requirements or Considerations	
				Total Estimate				Douglas County Share
Hire Additional Transportation Operations Staff	Prepare justification for additional position (or conversion of part-time position to full-time), including job description; identify potential funding source; and request approval from the Board of County Commission.	DCDOT/Rideshare	Capital	\$0	\$0	2-3 years	Local sources, JARC	Allocate one FTE to coordinate and manage proposed, expanded vanpool program, coordinate partnerships with private ride-hailing companies, coordinate with local partners, assist with app development, etc.
	Hire staff person or modify current job responsibilities, as appropriate.		O&M	\$75,000-\$100,000	\$75,000-\$100,000			
Explore Expansion of GRTA Xpress Service	Conduct market research within Douglas County and adjacent counties who might benefit from expanded GRTA service to identify new routes and estimate demand.	DCDOT/Rideshare, GRTA	Capital	\$650,000	\$130,000	2-3 years		Consider survey of area workers, students, and commuters to determine interest in Douglas County and neighborhooding areas (i.e. Carroll County, Carrollton, etc.)
	Engage GRTA and explore possibility of expanded service identified in prior step.	DCDOT/Rideshare	O&M	\$125,000	\$125,000			
	If applicable, develop Memo of Understanding with GRTA and/or adjacent jurisdictions, as applicable, that specifies responsibility for costs, vehicles, maintenance, drivers, fares, etc.	DCDOT/Rideshare, GRTA						
	Coordinate with GRTA to submit TIP application to ARC for vehicles and other service costs.	DCDOT/Rideshare						
	Coordinate with GRTA on the purchase vehicles and hiring of drivers Advertise/promote service and launch it.	GRTA GRTA						
Establish Demand-Response or Dial-a-Ride Service that is Open to Anyone in the County	Obtain concurrence from Board of Commissioners to plan, develop, and implement the service, including identification of funding sources.	DCDOT/Rideshare	Capital	\$420,000-\$500,000	\$84,000-\$100,000	2-3 years	SRTA GO! Transit Capital Program, ARC, CMAQ, FTA 5310	TIP applications for vehicles and operations.
	Refine service operational plans, including provisions for pilot program, protocols for scheduling, dispatching, and routing vehicles; contracting service, if needed; operational and management policies and procedures; procurement of vehicles; scheduling service launch; and promotion service.		O&M	\$1.4 million	\$700,000			
	Acquire support services (consultant assistance) for detailed service planning and submit application for TIP funding (STP, FTA, or other funds for vehicles and other capital costs and CMAQ funds for service operations).							
	Procure vehicles and hire and train drivers.							
	Promote service to DC residents using County communications outlets.							
	Begin pilot program services (time-limited)							
	Conduct evaluation of pilot service, make adjustments as needed, and make go/no go decision on launch of countywide services.							
	Implement county-wide service.							
	Discuss performance of pilot project with project partners.							
	Report service statistics to NTD.							

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Recommendation	Suggested Steps	Responsible Party	Cost Estimate		Timeframe	Potential Funding Sources	Special Approvals, Requirements or Considerations	
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Establish Flexible Zone-Based Circulator Service	Obtain concurrence from the Board of County Commissioners to advance the service, including identification of funding source(s), procurement of consultant assistance to conduct detailed operational planning, coordination with CCT, operational policies, vehicle procurement, timing of service launch, preparation of grant applications, etc.	DCDOT/Rideshare	Capital	\$3.9 - \$4.3 million	\$784,000-\$860,000	3-5 years	Local sources, JARC, FTA 5310, SRTA Go! Transit Program, CMAQ	Consider survey of area workers, students, and commuters to determine interest.
	Apply for Go! Capital Transit Program for vehicles and capital facilities and equipment.		O&M	\$2.2-\$2.6 million	\$1.1 - \$1.3 million			
	Submit requests for TIP funding (STP, FTA, CMAQ, Go!Transit, or other sources).							
	Finalize detailed operations plan in consultation with project partners, including risk management, communications, routes, stop locations, passenger amenities, such as lighting, sidewalks, shelters, etc.							
	Hire one addition staff person							
	Develop vehicle specifications and procure vehicles and hire and train drivers.							
	Test service operations prior to public opening.							
	Announce/promote service start-up, including information for potential users (i.e. locations of zones, destinations served, time of services, methods for accessing it, etc.							
	Initiate service.							
Monitor service performance and report service stats to NTD.								
Plan for, Design, and Construct up to Two New Park-and-Ride Lots	Obtain concurrence from Board of Commissioners, including budgeting for land acquisition, construction, and engineering design support.	DCDOT/Rideshare, DC Planning & Zoning	Capital	\$1.15 - \$7 million	\$230,000 - \$1.4 million	2-3 years	SRTA GO! Transit Capital Program, STP, local sources	Costs will vary depending on location, size, and land acquisition costs.
	Confirm availability of surplus lands in public right-of-way and appropriately-sized available parcels in suitable locations.	DCDOT/Rideshare	O&M	\$20,000 - \$80,000	\$20,000 - \$80,000			Suitability criteria for consideration were provided in earlier phase of study.
	Acquire land, if needed, or make arrangements to lease or otherwise acquire rights to the property.	DCDOT/Rideshare, Commissioners						Suggested locations include Thornton Rd. corridor on the east, west of Post Rd. in the vicinity of Liberty Rd., and potentially in the southeast portion of the County (near SR 92/Hwy. 166).
	Secure necessary permits.	DCDOT/Rideshare						
	Design and construct lot(s) and open for service.	DCDOT/Rideshare						
Improve Bicycle & Pedestrian Amenities	Identify priority locations for repair of existing and construction of new sidewalks near existing and proposed transportation services.	DCDOT/Rideshare, DC Planning & Zoning	Capital	\$47.3 - \$56.8 million	\$9.5 - \$11.4 million	2-5+ years	CMAQ, STP, TAP	Potential sources of funding will depend on specific projects selected.
	Evaluate or assess need for sidewalks, crosswalks, and pedestrian amenities within close proximity of schools and college campuses.	DCDOT/Rideshare	O&M	\$300,000-\$360,000	\$300,000-\$360,000			
	Undertake engineering and design of facilities; acquire right-of-way if needed; secure necessary permits; and construct improvements.	DCDOT/Rideshare						Long Term Recommendation: Follow action steps to design and construct 16 miles of multi-use paths to connect areas near proposed flexible circulator stops to nearby parks and recreational trails and other appropriate locations that Douglas County residents would like to access.
	Assess future programmed projects to identify opportunities to connect existing sidewalks and facilities to parks and trails and other appropriate locations, where feasible.	DCDOT/Rideshare		(future costs to be determined)	(future costs to be determined)			

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			Total Estimate	Douglas County Share			
Other Implementation Actions							
Expand Voucher Program	Seek to expand current voucher program by partnering with local agencies and community groups to spread the word about services. Consider recruiting new transportation providers.	DCDOT/Rideshare	Capital	\$0	\$0	1-2 years	Could be considered part of marketing and branding efforts.
			O&M	\$5,000 - \$10,000	\$5,000 - \$10,000		
Advocate for Funding from ARC	Advocate for funding from ARC to offset costs of commuter services that help reduce air pollution in the region.	DCDOT/Rideshare	Capital	N/A	N/A	Ongoing	
			O&M	N/A	N/A		
Increase Institutional Support for Transportation Services	Establish a Transportation Services Task Force that meets twice a year to discuss status of services, make recommendations, and advocate for the services.	DCDOT/Rideshare, Department of Communications and Community Relations, Board of Commissioners	Capital			Ongoing	
	Initiate periodic regular briefings of the County Board of Commissioners. Twice per year DCDOT should brief the Commissioners on status and performance of transportation services and solicit feedback and input.		O&M				
Develop Short-, Mid-, and Long-term Strategy for Communications Related to Transportation Services	Develop and execute a communications strategy to inform Douglas County citizens about available services and promote transportation services to potential new customers.	DCDOT/Rideshare, Department of Communications and Community Relations, Board of Commissioners	Capital O&M	N/A	N/A	Ongoing	Should include regular features in Douglas County Happenings, a strong web presence, social media, and occasional publication of other information about transportation services.
Meet Periodically with Potential Partners	Set up periodic meetings with representatives of the Cities within Douglas County and neighboring communities to discuss opportunities for partnership and expanded services.		Capital	N/A	N/A	Ongoing	
			O&M	N/A	N/A		
Work with School System to Identify Mutually Beneficial Service Arrangements	Douglas County Schools are facing a shortage of drivers and anticipate possible cuts to bus routes in the next five or so years. If local flexible circulator or demand-response service is implemented, students of the County's school system may be able to utilize the service, thereby reducing costs to the school system. Mutually beneficial arrangements on service delivery should be explored over the next couple of years.	DCDOT/Rideshare, School System	Capital	N/A	N/A	2-5 years	
			O&M	N/A	N/A		