

City of Norcross

*65 Lawrenceville Street
Norcross, GA 30071*



Meeting Agenda

Monday, February 19, 2024

6:00 PM

2nd Floor Conference Room

Special Called Meeting

Mayor Craig Newton

Mayor Pro Tem Bruce Gaynor

Councilmember Andrew Hixson

Councilmember Josh Bare

Councilmember Matt Myers

Councilmember Marshall Cheek

- A. **Call to Order by Mayor Craig Newton**
PLEASE TURN OFF ALL CELL PHONES AND ELECTRONIC DEVICES
- B. **Roll Call (recorded)**
- C. **Comments by Citizens**
- PH. **Public Hearings**
- E. **Items for Discussion**
 - 1. [24-6932](#) **Norcross Microtransit Discussion**
 - [Agenda Report - Norcross Microtransit Discussion](#)
 - [Norcross - Gateway85-Norcross Microtransit Initiative Briefing](#)
 - [Microtransit Presentation - Bourdeaux](#)
 - [Draft Microtransit Zone Agreement](#)
 - [Proposed - Gateway 85 - Microtransit - w. PIB Holcomb - excludes work layer](#)
- F. **Adjourn to Executive Session for Legal, Personnel, and Real Estate**
- G. **Signed by _____ Mayor Craig Newton**
- H. **Attest _____ Monique Philip, City Clerk**



City of Norcross

Legislation Details (With Details)

65 Lawrenceville Street
Norcross, GA 30071

770-448-2122
770-242-0824

File#:	24-6932	Version:	
Type:	Agenda Item	Status:	Agenda Ready
File Created:	2/13/2024	In Control:	Special Called Meeting
On Agenda:	2/19/2024 6:00 PM	Status:	Submitted
Title:	Norcross Microtransit Discussion		

Sponsors:

Code Sections:

Attachments:

1. [Agenda report - Microtransit Pilot Program](#)
2. [Norcross - Gateway85-Norcross Microtransit Initiative Briefing](#)
3. [Microtransit Presentation - Bourdeaux](#)
4. [Draft Microtransit Zone Agreement](#)
5. [Proposed - Gateway 85 - Microtransit - w. PIB Holcomb - excludes work layer](#)

Title
Norcross Microtransit Discussion

Drafter
Mayor Pro Tem Bruce Gaynor



Mayor: Craig Newton • **Mayor Pro Tem:** Bruce Gaynor • **Councilmember:** Andrew Hixson • **Councilmember:** Josh Bare
Councilmember: Matt Myers • **Councilmember:** Marshall Cheek • **City Manager:** Eric Johnson • **City Clerk:** Monique Phillip

Agenda Report

To: Mayor and Council

From: Bruce Gaynor, Mayor Pro Tem

Meeting Date: February 19, 2024 – Special Called Meeting

Item No.: 24- 6932

Title: Proposed Joint-Funded Microtransit Pilot Program

CC: Eric Johnson, City Manager

Recommendation Approve Agreement between Gwinnett County, The Gateway85 Community Improvement District, and the City of Norcross Regarding a Gateway85/Norcross Pilot Microtransit Zone, and appropriate \$44,768 from the Mayor and Council FY 24 budgeted contingency account for FY 24 costs associated with this pilot project.

Background The Gateway85-Norcross Area microtransit initiative would partner with Gwinnett County to jumpstart microtransit in the Gateway85 CID and Norcross areas, with plans to start on August 14th for two years. Currently, under the County Transit Development Plan (TDP), microtransit would not start in this area until 2027 assuming the TSPLOST initiative passes in the fall of 2024. Microtransit is an on-demand minibus service that operates like UberPool or other ridesharing/ridepooling services within a certain zone (see map) at a low cost to residents (\$3 per ride).

Key points:

- This project will jumpstart microtransit in the Norcross area, starting up the service in 2024 instead of 2027.
- Microtransit has been very popular in other parts of the county. Snellville piloted microtransit several years ago and currently has the service in circulation. Lawrenceville has a service now, and Buford, Sugar Hill and Suwanee are working on initiating a zone as well.
- Better transit will serve residents and employers. The City of Norcross and surrounding areas have communities that are some of the most transit-dependent populations in the metro area.

Attachment: Agenda report - Microtransit Pilot Program (24-6932 : Norcross Microtransit Discussion)

- A census tract served in this microtransit zone has over 20% of its population living at or below the poverty level.
- The communities along I-85 are over 85% minority with a significant immigrant Hispanic population and score over 85% on a social vulnerability index.
- The zone selected includes major high traffic destinations for Norcross residents as well as key employers in the general Norcross area. Including:
 - Downtown Norcross, Dick's Sporting Goods, Publix, Target, Walmart, the Global Mall, Carter Oak Plaza, Hong Kong Supermarket, the Indian Trail Park and Ride, the Georgia Department of Labor, and Department of Driver Services. Employers include Eagle Rock Distributors, Amazon Distribution Center, Ole Foods, and Epi Bakery among many others.
- The zone will cover almost all of Norcross and the City will make up 40% of the overall microtransit zone in terms of both square miles and population served.
- The City's share of the total financing for the microtransit service is 25%.
- The City is paying for 38% of the non-County share of the service and Gateway85 is picking up the remaining 62%.
- If/when TSPLOST passes, the costs of the project will be covered entirely by these revenues, so this does not represent a long-term commitment by the City.

Financial Impact The City's share of this pilot program would be spread over three fiscal years, as shown below, with a total commitment of \$636,993.04. As this is intended to last two years, it can be considered a non-recurring commitment of that amount and the FY 25 and FY 26 costs could be funded with a drawdown of General Fund fund balance.

Calendar Year Cost		CY2024	CY2025	CY2026
Gwinnett	34%	\$182,649.85	\$457,179.34	\$226,481.34
CID	41%	\$220,254.23	\$551,304.50	\$273,109.86
Norcross	25%	\$134,301.36	\$336,161.28	\$166,530.40
		\$537,205.44	\$1,344,645.12	\$666,121.60
Pro-rated to match the Norcross Fiscal Year				
(Note these are estimates, ex/ costs may be lower during start up)				
Norcross FY		FY24	FY25	FY26
		\$44,767.12	\$313,641.76	\$278,584.16
		2 months	12 months	10 months

Consistent with Comprehensive Plan? Increases Opportunities for Travel via Different Modes within and Outside the Community.

Next Steps

Secure approval of proposal and funding by each agency.

Attachments

- Agreement between Gwinnett County, The Gateway85 Community Improvement District, and the City of Norcross Regarding a Gateway85/Norcross Pilot Microtransit Zone.
- Map of proposed service area.
- Gateway85 Presentation
- Background on the Gateway85-Norcross Area Microtransit Initiative.

Update

February 9, 2024

Background on the Gateway85-Norcross Area Microtransit Initiative:

Proposal: The Gateway85-Norcross area microtransit initiative would partner with Gwinnett County to jumpstart microtransit in the Gateway85 CID and Norcross areas, with plans to start on August 14th for two years. Currently, under the County Transit Development Plan (TDP), microtransit wouldn't start in this area until 2027 assuming the TSPLOST initiative passes in the fall of 2024.

Microtransit is an on-demand minibus service that operates like UberPool or other ridesharing/ridepooling services within a certain zone (see maps) at a low cost to residents (\$3 per ride).

Key points:

- This project will jumpstart microtransit in the Norcross area, starting up the service in 2024 instead of 2027.
- Microtransit has been very popular in other parts of the county. Snellville piloted microtransit several years ago and currently has the service in circulation. Lawrenceville has a service now and Buford, Sugar Hill and Suwanee are working on initiating a zone as well.
- Better transit will serve residents and employers. The City of Norcross and surrounding areas have communities that are some of the most transit dependent populations in the metro area.
 - The census tracts being served in this microtransit zone has over 20% of its population living at or below the poverty level.
 - The communities along I-85 are over 85% minority with a significant immigrant Hispanic population and score over 85% on a social vulnerability index.
- The zone selected includes major high traffic destinations for Norcross residents as well as key employers in the general Norcross area. Including:
 - Downtown Norcross, Dick's Sporting Goods, Publix, Target, Walmart, the Global Mall, Carter Oak Plaza, Hong Kong Supermarket, the Indian Trail Park and Ride, the Georgia Department of Labor, and Department of Driver Services. Employers include Eagle Rock Distributors, Amazon Distribution Center, Ole Foods, and Epi Bakery among many others.
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- The City's share of the total financing for the microtransit service is 25%.
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February 9, 2024

Estimated Proposed Costs/Funding

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		2 months	12 months	10 months

The proposal is as follows:

- Microtransit services will be provided as part of a partnership between Gateway85, Gwinnett County and the City of Norcross.
- 3 buses with 1 in reserve (4 total)
- 6:00am to 8:00pm, Monday through Saturday (14 hour service)
- Service area of 37,000 people (15,000 in City of Norcross)
- Curb to curb service but may optimize to have “virtual stops” (like Uber directing people to walk a few blocks to a common pickup point)
- Cost per ride is \$3 and is accessed via an app/option to call and request a ride for those without smartphones.
- Each bus carries between 9 and 12 riders at a time; 9 is for buses that have mobility devices to allow wheelchair accessibility.
- 2-year contract that will run from July 2024-June 2026
- TransDev is the contract provider.
- Farebox revenue will be taken off of the top and will reduce the obligation of all entities proportionately. Each entity will be billed on a monthly basis for a 2-year period. Monthly bills will include the app, lease, operations and maintenance and fuel.

(See attached map)



GATEWAY85

Gateway85-Norcross Microtransit Proposal

October 24, 2023

Microtransit Service Pilot Model

- Zone-based On-demand transit
- App-based - RideGwinnett
- Microtransit supports destinations anywhere within the zone:
 - Businesses
 - Shopping Centers
 - Recreation (Parks)
 - Libraries

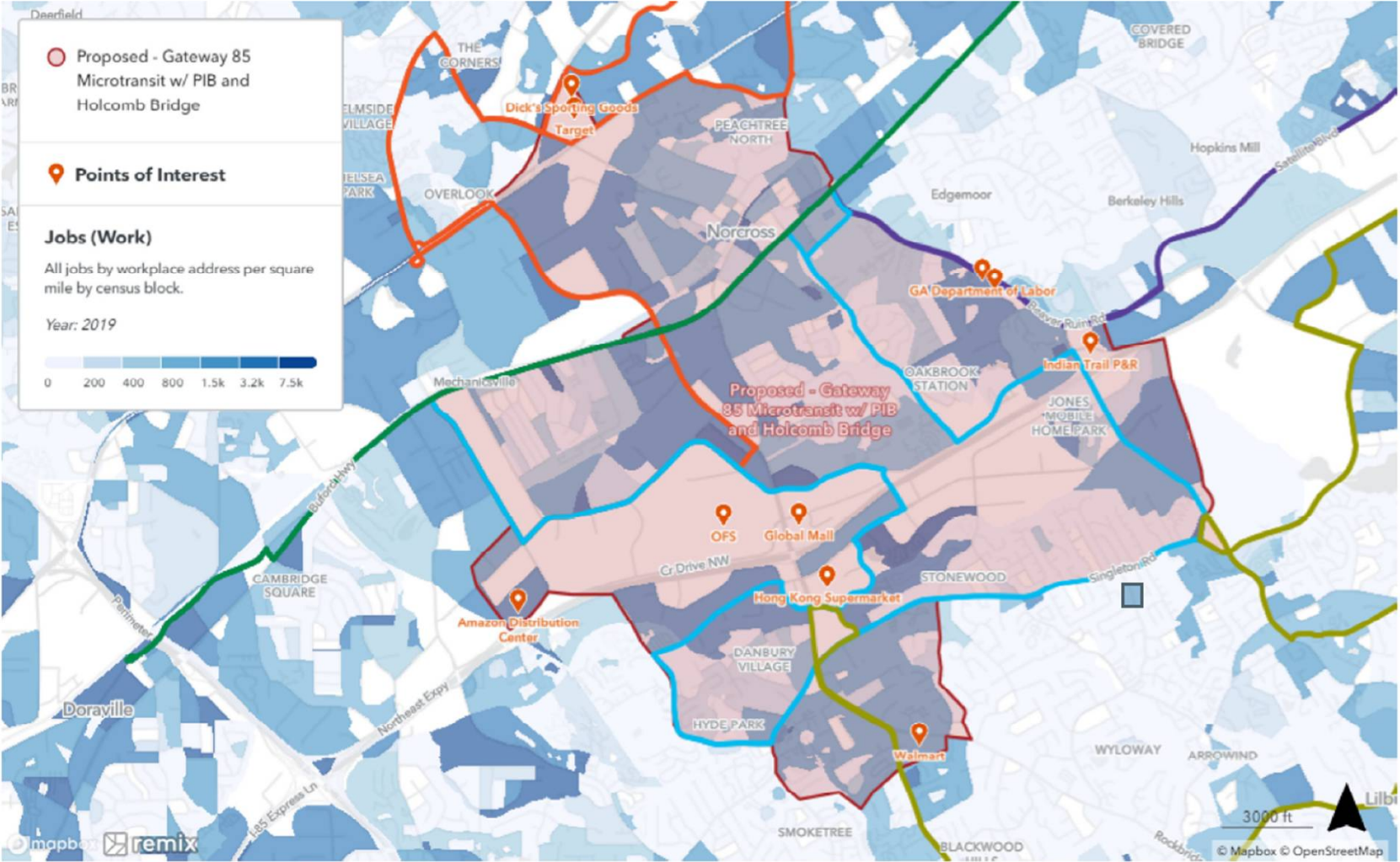


Microtransit Pilot

- Service area: 10 square miles
- Local service support: Routes 10A/10B, 20, 30, 35
- Hours of Operations: 14 hours (6am-8pm)
- Fare Structure: Pilot Fare
 - Fare Cost: \$3.00
- Vehicle capacity: Up to 9 passengers w/ 2 mobility devices or 12 passengers without mobility devices
- Current Operator: TransDev

Gateway85 Key Destinations

- Jimmy Carter - strip mall
- Downtown Norcross
- Global Mall
- Oakbrook Parkway area (jobs)
- Walmart
- Hong Kong



Estimated Proposed Costs/Funding

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Meeting!!!

- Norcross City Hall, City Council Working Group Meeting
- February 19th, 6:30-8:00
- Speak in support if you want this!

AGREEMENT BETWEEN GWINNETT COUNTY, THE GATEWAY85 COMMUNITY IMPROVEMENT DISTRICT, AND THE CITY OF NORCROSS REGARDING A GATEWAY 85/NORCROSS PILOT MICROTRANSIT ZONE

This Agreement (hereinafter referred to as "Agreement"), made by and between the Gateway85 Community Improvement District, a self-taxing district authorized by the Gwinnett County Board of Commissioners and headquartered at 6305 Crescent Drive, Norcross, Georgia (hereinafter referred to as "CID"), the City of Norcross, a municipal corporation chartered by the State of Georgia and headquartered at 65 Lawrenceville Street, Norcross, GA 30071 (herein referred to as "CITY") and Gwinnett County, Georgia, a political subdivision of the State of Georgia headquartered at 75 Langley Drive, Lawrenceville, Georgia 30046 (hereinafter referred to as "COUNTY") (both CID, CITY, and COUNTY collectively referred to as "parties") each of whom has been duly authorized to enter into this Agreement.

WITNESSETH

WHEREAS, the parties to this Agreement are duly authorized by law to enter into this Agreement; and

WHEREAS, both the CID, the CITY, and the COUNTY have certain funds allocated for use in connection with the Gateway 85/Norcross Pilot Microtransit Zone transportation project within the boundaries of the CID (hereinafter referred to as "Transit Zone") and the CITY as shown on "Exhibit A", attached hereto and incorporated herein by reference; and

WHEREAS, the parties believe that it would be in the best interest of the health, safety and welfare of the citizens of Gwinnett County to combine their resources and efforts to provide for the designation and operation of said Transit Zone to provide microtransit services within the CID and CITY boundaries.

NOW, THEREFORE, in consideration of the mutual promises, covenants, and undertakings set forth herein and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties hereto do consent and agree as follows:

1. At the CID's and the CITY's request, the COUNTY designates the boundaries of the CID and the CITY as shown on Exhibit A as the Gateway85/Norcross Pilot Microtransit Zone.
2. Service within the Transit Zone is scheduled to begin operation in August 2024 and will be provided for a 14-hour period daily throughout the term of this Agreement from Monday through Saturday, excluding holidays in "Exhibit B". Unless terminated earlier as provided herein, this Agreement will remain in effect through July 1, 2024 to June 20, 2026.
3. The COUNTY shall be responsible for securing all vendor(s) necessary to provide four vehicles to be utilized within the Transit Zone and to manage the operation of the Transit Zone.
4. The COUNTY shall be responsible for the payment August invoices from the selected vendor(s). Upon payment of invoices, the COUNTY will then invoice the CID and the CITY for its agreed upon share of the Transit Zone's cost on a monthly basis for reimbursement.

5. The CID shall be responsible for 41% of the total cost of providing the resources and services specified herein. Should the CID request additional resources or services, the CID shall be responsible for the full cost of any such additional resources or services.
6. The CITY shall be responsible for 25% of the total cost of providing the resources and services specified herein. Should the CITY request additional resources or services, the CITY shall be responsible for the full cost of any such additional resources or services.
7. The COUNTY shall be responsible for 34% of the total cost of providing the resources and services specified herein. In addition, the COUNTY shall provide staff to oversee the vendor(s), and the costs of COUNTY staff will be borne solely by the COUNTY. Should the COUNTY choose to modify, expand, or extend the resources or services provided beyond the scope specified herein, the COUNTY will be fully responsible for all such additional costs.
8. If any party wishes to terminate this Agreement, then the terminating party shall provide sixty (60) days advance written notice to the other parties. The parties agree to pay any and all remaining costs associated with this Agreement up to the date of termination in accordance with the terms of this Agreement. In addition, the terminating party agrees to pay for any additional operating costs associated with the Agreement that may accrue after the date of termination.

The parties agree that neither the COUNTY, the CITY nor the CID shall indemnify or hold harmless the other party, its agents, inspectors, servants and employees, past and present for any matters arising out of this Agreement. The COUNTY, the CITY and the CID shall assume and defend at their own cost, any suit, action or other legal proceeding arising therefrom.

All notices pursuant to this Agreement shall be served as follows: As to the COUNTY, Chairwoman, Gwinnett County Board of Commissioners, 75 Langley Drive, Lawrenceville, Georgia 30046, with a copy to the County Attorney at the same address. As to the CID, Executive Director, 6305 Crescent Drive, Norcross, Georgia 30093. As to the CITY, City Manager, 65 Lawrenceville Street, Norcross, GA 30071.

This Agreement constitutes the entire written agreement between the parties hereto as to all matters contained herein. All subsequent changes to this Agreement must be in writing and signed by all parties. This Agreement is for the benefit of the parties hereto only and is not intended to benefit any third party or to give rise to any duty or causes of action for any third party, and no provisions contained within this Agreement are intended to nor shall they in any way be construed to relieve any contractor performing services in connection with the Transit Zone of any liability or of the obligation to complete the work in a good, substantial, and workmanlike manner. No provision in this Agreement is intended to nor shall it be construed to in any way waive immunities or protections provided to the COUNTY, the CITY, or the CID by the Constitution and laws of the State of Georgia. The Agreement shall be governed by the laws of the State of Georgia.

IN WITNESS WHEREOF, the parties hereto acting through their duly authorized agents have caused this agreement to be signed and delivered on the date set forth below.

This _____ day of _____, 2024.

GWINNETT COUNTY, GEORGIA

GATEWAY85 COMMUNITY IMPROVEMENT DISTRICT

By: _____
NICOLE L. HENDRICKSON

By: _____

Title: CHAIRWOMAN

Title: _____

ATTEST:

ATTEST:

By: _____

By: _____

Title: County Clerk/Deputy County Clerk (SEAL) Title: _____ (SEAL)

APPROVED AS TO FORM:

CITY OF NORCROSS

Gwinnett County Staff Attorney

By: _____

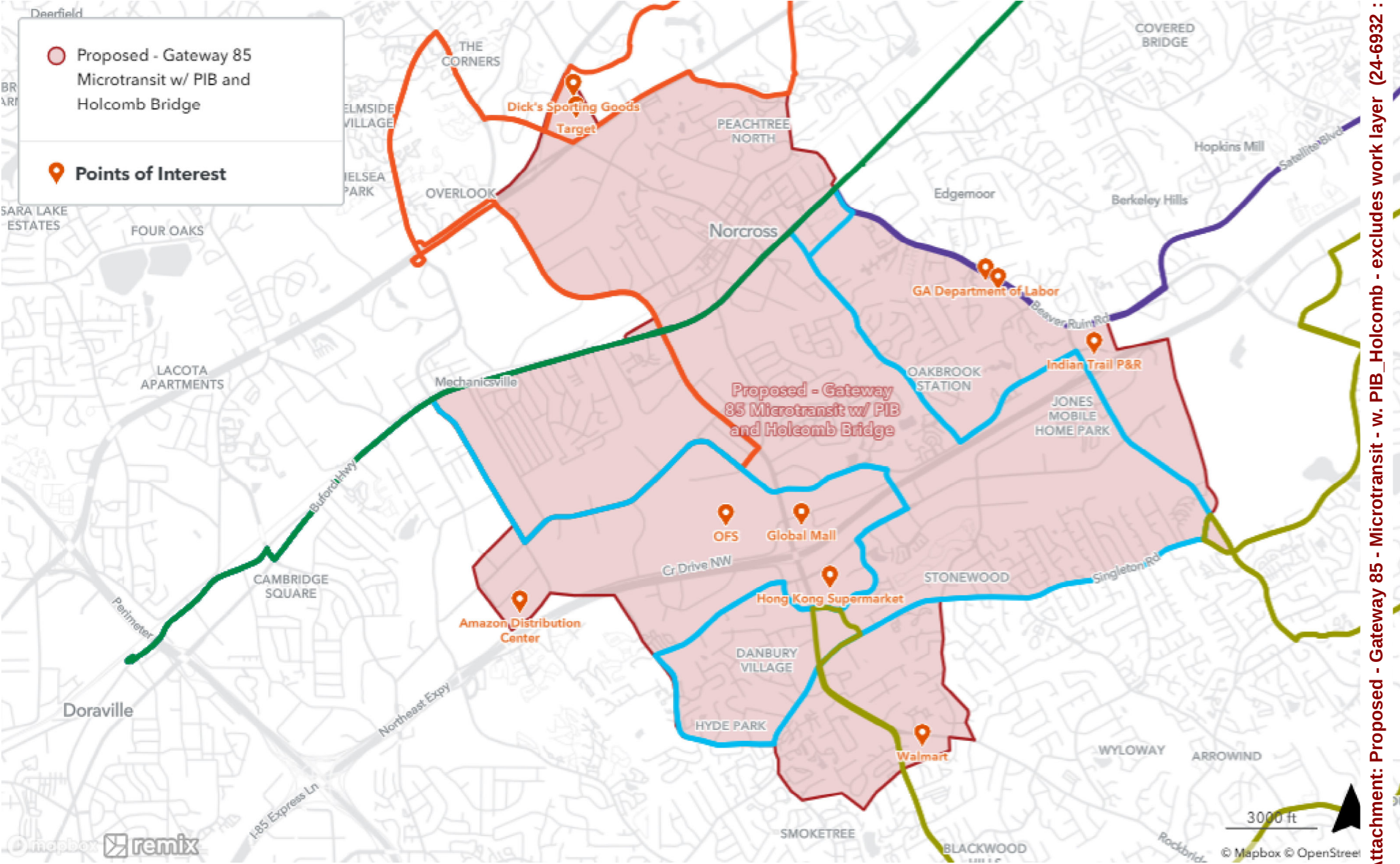
Title: _____

ATTEST:

By: _____

Title: _____ (SEAL)

Attachment: Draft Microtransit Zone Agreement (24-6932 : Norcross Microtransit Discussion)



Attachment: Proposed - Gateway 85 - Microtransit - w. PIB_Holcomb - excludes work layer (24-6932 :