



Early Scoping Report Appendix

Attachment B-3:

Presentation Materials from Early Scoping Meetings,
July 2014



Early Scoping Phase 2 – Public Meetings

July, 8th, 10th, and 17th, 2014

Tonight's Agenda

- Meeting goals / study purpose
- Where we are
- What we've heard
- What we need from you
- What's next

Meeting Goals / Study Purpose

Meeting Goals

- Explain the purpose of the study and where we are in the process.
- Provide information on analysis completed, and public feedback received to date.
- Gather feedback regarding potential alignment, station locations, and technologies.
- Educate on the trade-off considerations and decisions that must be made in order to advance a successful project.

Purpose and Importance of this Study

- Evaluate **feasibility** of increased transit service
- Identify potential for high-capacity transit project **implementation**

Differentiation Between Past Studies

- Focused investment along GA 400 corridor
- Assessed land development over past decade
- Considered demographic changes in study area
- Advanced planning process from previous studies

Where We Are

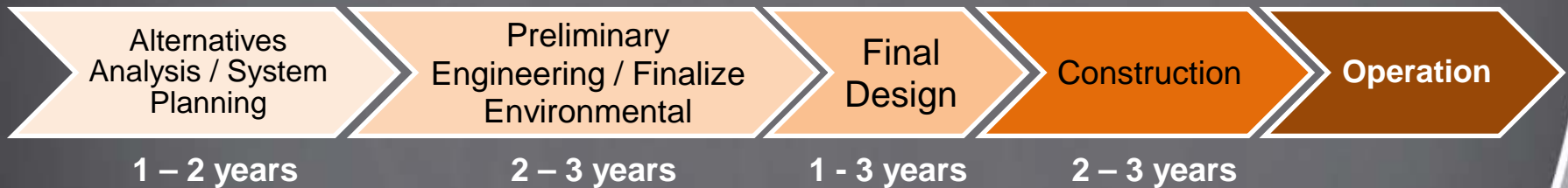
Project Status



- Current study effort started in 2011
- Completed Alternatives Analysis in 2012
- Initiated Early Scoping in Fall 2013
- Continued Early Scoping in Summer 2014 to:
 - Gather more feedback on preferred alignment and community desires
 - Identify preferred technology and station locations
 - Begin environmental documentation

Federal Project Development Process

Project Development: Typically 6 – 12 years



Alternatives Analysis Process



Early Scoping

- FTA recently updated the New Starts funding program, streamlining the environmental review process.
- Early Scoping is an optional community involvement step during the major planning phase of a transit project.
- Input and comments will be considered as part of the Federal NEPA process, should MARTA prepare an environmental document (EIS) for FTA review.

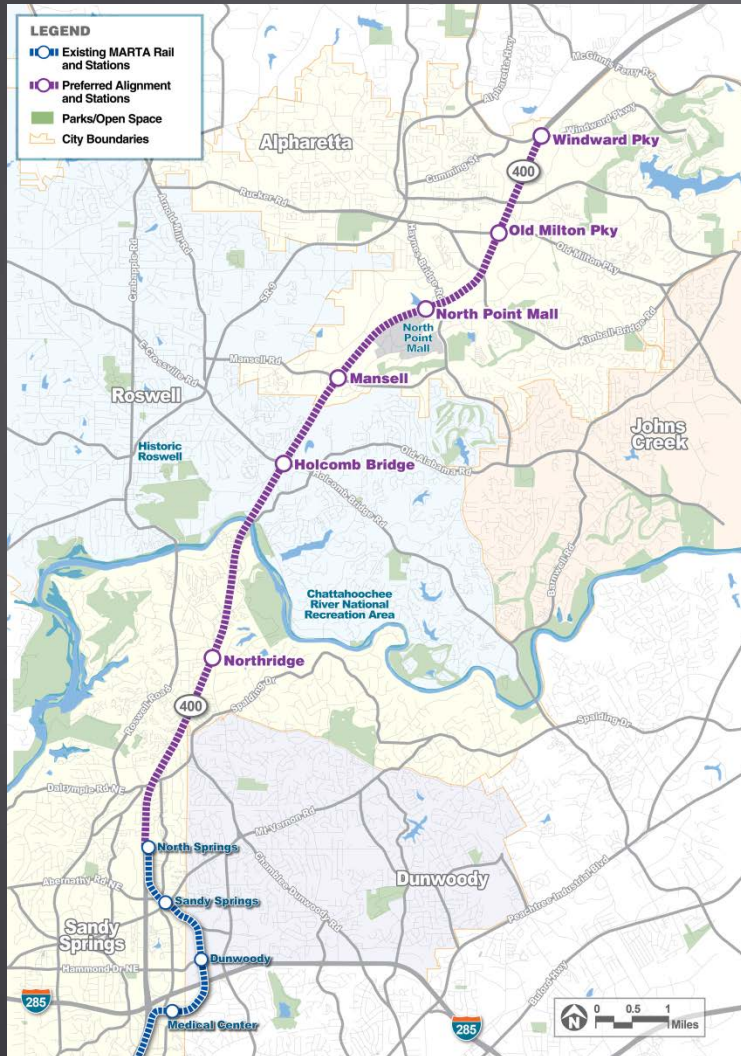
FTA = Federal Transit Administration

NEPA = National Environmental Policy Act

EIS = Environmental Impact Statement



Overview of Potential Alternatives



Georgia 400

Alignment

- 11.9 miles Long
- North Springs Station to Windward Parkway via GA 400

Transit Technology

- Bus Rapid Transit
- Light Rail
- Heavy Rail

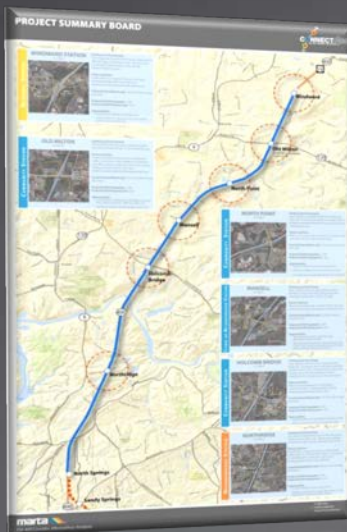
Potential Stations

- Northridge
- Holcomb Bridge
- Mansell Road
- North Point
- Old Milton
- Windward Parkway

* GDOT ROW availability on GA 400 to be determined based on Managed Lanes Study

What We've Heard

Outreach Activities



We need your input!

Thanks for your continued interest in the MARTA Connect 400 Transit Initiative. With significant stakeholder and public input, the study has identified the final alternatives for potential transit improvements in the Georgia 400 Corridor. Please join MARTA and the Connect 400 Team for our September public meeting. This meeting will present the final alternatives, projected ridership, estimated capital costs and next steps.

Date
Thursday, September 26, 2013

Time
6:30-7:30 pm, Open House
7:30-8:30 pm, Presentation & Q/A

Location
Alpharetta City Hall
2 Main Street
Alpharetta, Georgia 30009

Contact: Janice Siskell, MARTA Project Manager
www.marta.com/north-line-400.com.aspx

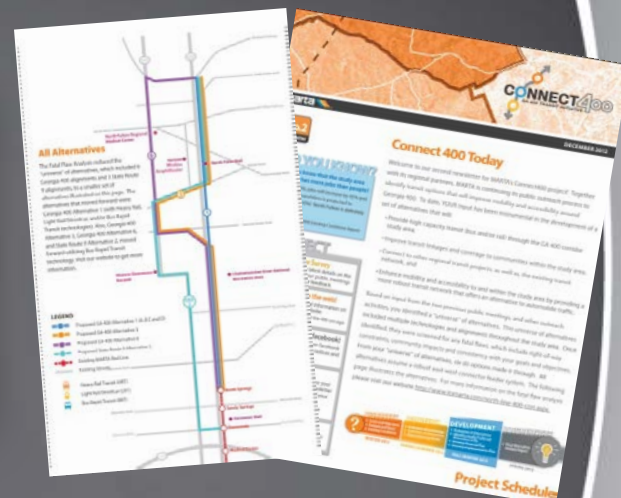
Visit us on the web!
www.marta.com/north-line-400.com.aspx

E-mail us!
connect400@marta.com

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CONNECT400

* The study area is depicted on the reverse side of this flyer.



Stakeholder Meetings

Public Meetings

Surveys

- **Stakeholders:** 30+ Meetings
- **TAC:** December 13, 2011; February 28, 2012, October 25, 2012
- **PSC:** January 18, 2012; March 22, 2012; November 14, 2012; February 26, 2013; May 9, 2013; October, 17, 2014; June 12, 2014

- **2011:** December 13- Minority and Non-English Speaking Leadership Meeting
- **2012:** January 26; May 22; March 21; August 21-El Banco; August 30- North Fulton Chamber of Commerce Breakfast Forum
- **2013:** March 21; September 26
- **Fall 2013:** City Council Briefings

- December 12, 2012 to January 17, 2013
– 136 Respondents
- March 2014 – Scientific Public Opinion Survey
– 612 Residents
– 463 Employees



Early Scoping Phase 1 Outcomes

- Established GA 400 as preferred location of project
 - Alignment detail to be refined
- Suggested heavy rail as preferred technology
 - Initial Survey (136 participants)
- Identified the need to further explore the transit desires of area residents and employees
 - Continue community discussions
 - Conduct a statistically valid survey

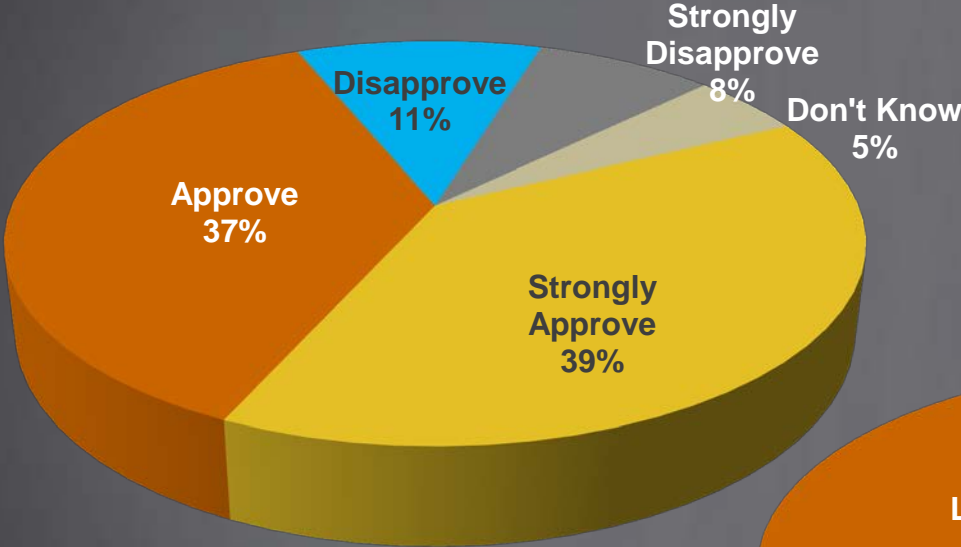


Scientific Survey Background

- Recommended as part of Early Scoping – Phase 1
- Initiated in March 2014 with KSU – A.L. Burruss Institute of Public Service and Research
- 612 North Fulton **RESIDENTS** responded via phone
 - Cellphone (200)
 - Landline (412)
- 463 North Fulton **EMPLOYEES** responded via internet
 - Online survey
 - Employees within 1-mile of GA 400 Corridor
- Resident and employee responses were very similar

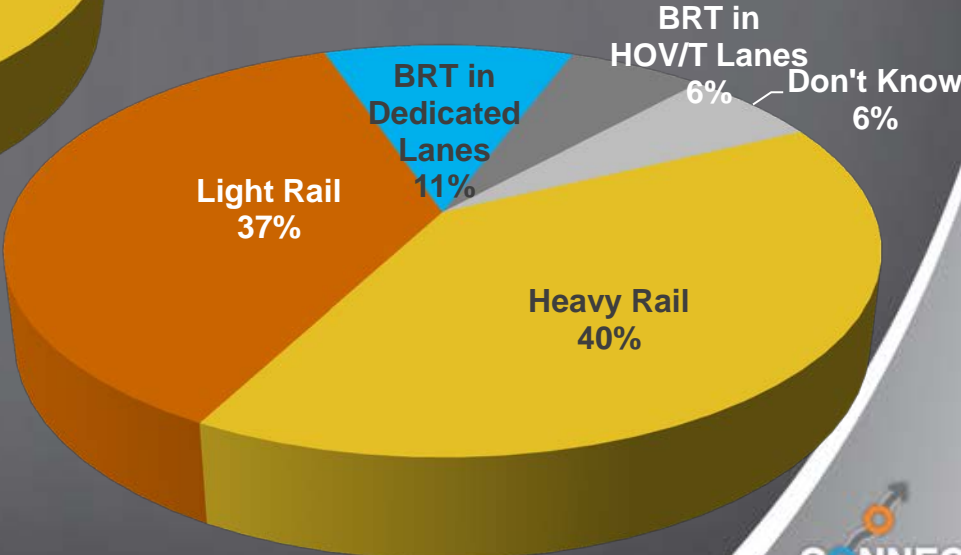
RESIDENT Survey Results Summary

Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?



Employees: 45% Strongly Approve / 31% Approve (Consistent 76% Approval)

How should MARTA expansion be accomplished?



Employees: 68% Heavy Rail / 25% Light Rail / 6% BRT

What's Next?

ARC Economic Analysis



- Study initiated in winter 2014.
- Assesses economic impact of proposed expansion projects (I-20 East, Clifton Corridor and GA 400).
- Utilized PLAN 2040 regional planning assumptions.
- Preliminary results indicate positive influence on economy for all projects.
 - Increases in productivity, population, jobs, GDP, and other factors.
- Results finalized by late July 2014.



Federal Funding Opportunities

- FTA Capital Investment Grant Program
 - Largest federal funding program for major transit fixed guideway projects (\$2 billion per year)
- Typically funds 50% of capital costs
- Three categories of projects:
 - New Starts*
 - Small Starts
 - Core Capacity
- Discretionary program; highly competitive!



* - The GA 400 Alternatives under consideration qualify as New Starts

Preliminary New Starts Evaluation

- Analysis underway to determine project performance with respect to:
 - Mobility improvements
 - Cost effectiveness
 - Congestion relief
 - Environmental benefits
 - Land use
 - Economic development
- Will inform selection of preferred technology as well as overall project approach and timing



Preliminary Ratings of GA 400 Alternatives

Criteria	BRT	LRT	HRT
Mobility	Medium-Low	Medium-Low	Medium
Cost effectiveness	Medium-High	Medium-Low	Medium
Congestion relief	Medium	Medium	Medium
Environmental benefits	Medium-Low	Medium	High
Land use	Medium-Low	Medium-Low	Medium
Economic development	Medium-Low	Medium-Low	Medium-Low
Project Justification Rating*	Medium	Medium-Low	Medium

Note: Projects need *medium* or better rating on criteria to be considered for funding

*- Project ratings will be refined as the study efforts continue

Next Steps

- Identify and adopt a Locally Preferred Alternatives (LPA)
 - Exploring technology trade-offs
 - Gathering as much feedback as possible during Early Scoping Phase 2
- Explore funding opportunities
 - Complete FTA New Starts Analysis
 - Develop a realistic financial plan with local funding commitments / work with partners to identify opportunities
- Initiate the environmental process
 - Expected to begin in late 2014, once an LPA is adopted
 - Public outreach to follow in early 2015

How Can You Help?

- **Provide your feedback!**
 - Tell us your ideas on stations, alignment, and technology
 - Fill out a comment form
 - Join the mailing list and stay involved
- **Tell your friends, neighbors, and colleagues about upcoming public meetings.**
 - **Thursday, July 10, 6:30PM-8PM**
Public Meeting #2 – GSU Alpharetta Center
 - **Thursday, July 17, 6:30PM-8PM**
Public Meeting #3 – Hampton Inn Atlanta / Perimeter

Contact Info

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Email: Connect400@itsmarta.com

Follow us at Connect 400 on Facebook!



WELCOME
to the
Georgia 400
Transit Initiative
Public Meeting

— | 6:30PM – 8:00PM | —




STATION DESIGN CONSIDERATIONS



	MARTA TRANSIT ORIENTED DEVELOPMENT GUIDELINES	SAMPLE LAND USE PLAN	EXAMPLE PHOTOS
REGIONAL STATION	<p>Town Center Station</p> <ul style="list-style-type: none"> • Major Uses Nearby: Major intersections and existing mixed-use, primarily commercial • Patrons: All • Buildings: High-rise & Mid-rise • Station Elements: Park-and-ride decks hidden by ground floor retail • Height and use intensity transition down with distance from station • Existing Station: Five Points (large) or Decatur (small) 		
COMMUNITY STATION	<p>Commuter Town Center</p> <ul style="list-style-type: none"> • Major Uses Nearby: Offices & Civic • Patrons: Commuters • Land Uses: Housing, retail, and office activity and common spaces • Buildings: Low-rise & Mid-rise • Station Elements: Park-and-ride decks • Existing Station: Lindbergh Center 		
NEIGHBORHOOD STATION	<p>Neighborhood Station</p> <ul style="list-style-type: none"> • Major Uses Nearby: Residential • Patrons: Nearby residents • Land Uses: Some mixed-use and housing, can include local amenities • Buildings: Low-rise & Mid-rise • Station Elements: Potentially small park-and-ride or bus turn-around • Existing Station: Ashby 		

TECHNOLOGY CONSIDERATIONS

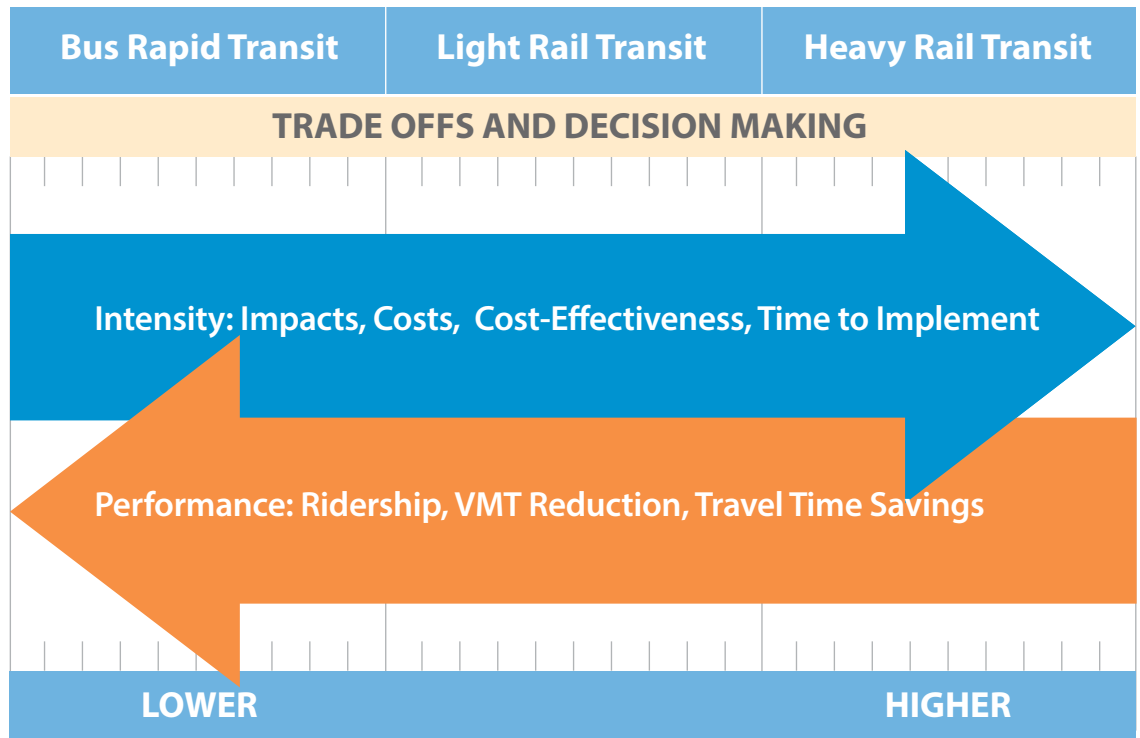


	Bus Rapid Transit	Light Rail Transit	Heavy Rail Transit
			
CAPITAL COST	\$473 Million	\$1.8 B (281% Increase)	\$1.6 B (238% Increase)
TIME TO IMPLEMENT	5-8 years	7-12 years+	8-15 years
PHASING POTENTIAL	Technology** and Implementation***	Implementation Only	Implementation Only
FINANCIAL FEASIBILITY*	Best Case	Challenging	Challenging

* Funding opportunities will be identified during the environmental process

** Technology (potential to upgrade from BRT to LRT or HRT)

*** Implementation (implement project in segments, i.e. North Springs to Holcomb Bridge, Holcomb Bridge to North Point, North Point to Windward)



WHAT IS MOST IMPORTANT TO YOU?



ITEM OF IMPORTANCE	RATING
Operating in next 5 – 7 years	
Low costs to build and operate	
Low cost per rider	
Lowest level of impact to communities	
High ridership	
Significant travel time savings	
Availability of transit	
Reduction in Vehicle Miles Traveled (VMT)	
Likelihood of implementation	

GOALS AND OBJECTIVES



GOAL 1 Improve Mobility and Access



Heavy Rail Transit (HRT) was the best performing alternative and scored high in the following areas:

- Daily projected transit boardings
- New transit riders
- Annual corridor crash reductions
- Projected 2040 population and employment within a 10-minute drive
- Low-income residents within a 10-minute walk
- Interface with existing future transit (including Concept 3)

	HRT	LRT	BRT
Daily Transit Boardings (20-40)	23,700	15,800	13,300
New Transit Riders	10,900	7,000	5,400
Annual Crash Reductions	44	14	9
Daily Travel Time Savings (Hours of User Benefits)	9,300	6,200	4,500

GOAL 2 Support Land Use and Economic Development Planning



Light Rail Transit was the best performing alternative and scored high in the following areas:

- Consistency with adopted local/regional plans
- Transit-supportive land use/zoning within ½ mile of stations
- Acres of vacant or underutilized land within ½ of stations

	HRT	LRT	BRT
Consistency w/ Local and Regional Plans	High	High	Medium
Vacant/Underutilized Land per Station Area	141 acres	159 acres	159 acres
Transit-supportive Zoning/Future Land Use per Station	24 acres	33 acres	33 acres

GOAL 3 Provide Cost-Effective Transit Service



Bus Rapid Transit was the best performing alternative and scored high in the following areas:

- Annual Operating and Maintenance (O&M) Costs
- Construction Capital Costs

	HRT	LRT	BRT
Annual O&M Costs	\$19 Million	\$20 Million	\$10 Million
Construction Capital Costs	\$1.6 Billion	\$1.8 Billion	\$473 Million
Cost per Transit Trip	\$14	\$22	\$8

GOAL 4 Minimize Environmental Impacts



Heavy Rail Transit was the best performing alternative and scored high in the following areas:

- Ability to reduce vehicle miles traveled and air quality pollutants
- Low impact to water resources, historic resources and vibration sensitive locations

	HRT	LRT	BRT
Change in Vehicle Miles Traveled (VMT)	-18,000	-24,000	-16,000
Reduction in Air Quality Pollutants	Highest	Medium	Low
Impacted Noise-sensitive Land Uses	841 acres	250 acres	73 acres

FUNDING OPPORTUNITIES



	SOURCE	DESCRIPTION	ACTION PLAN
FEDERAL	FTA New Starts	Competitive national program for approximately 50% of capital project costs	<ul style="list-style-type: none"> - Complete environmental review - Refine project to ensure it is competitive at the National Level - Support transit supportive policies around stations
PRIVATE	Private Funding Sources	e.g., Community Improvement Districts (CIDs), private investment, concessions and station development	<ul style="list-style-type: none"> - Work with private sector partners to encourage investment
LOCAL	Local Funding Sources	e.g., Sales tax revenue, bond revenue	<ul style="list-style-type: none"> - Work with public sector partners regarding opportunities to allocate funding and/or generate revenue for investment

Background

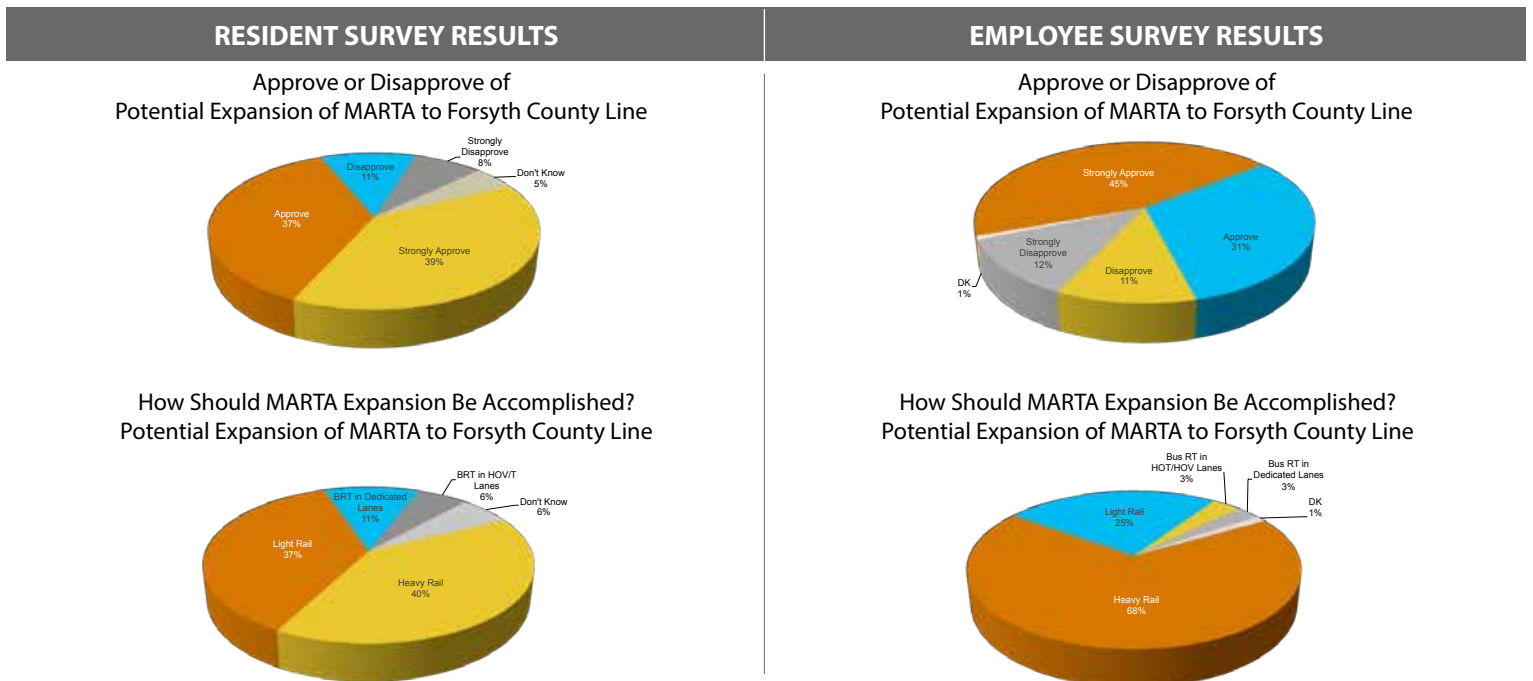
- Scientific survey recommended during fall 2013 outreach
- Initiated in March 2014 with Kennesaw State University – A.L. Burruss Institute of Public Service and Research
- Respondent characteristics:

	Cellphone	Landline	Internet	TOTAL
North Fulton Residents	200	412	NA	612
North Fulton Employees*	NA	NA	463	463

* Within 1-Mile of GA400 Corridor

Results Summary

- Strong support for extension to county line
- Preference for rail transit



What is the Federal Transit Administration (FTA) New Starts Program?

- Federal funding source for major transit fixed guideway projects
- Typically funds 50% of capital costs
- Discretionary program; highly competitive!

What project justification criteria are considered?

- Mobility improvements - annual number of riders
- Cost effectiveness - cost per rider
- Congestion relief - all projects currently rated medium by FTA
- Environmental benefits - changes to Vehicle Miles Traveled (VMT)
- Land use - population and employment, affordable housing around stations
- Economic development - transit supportive development plans and policies

How do the Georgia 400 Alternatives perform?

Preliminary Ratings of GA 400 Alternatives

CRITERIA	Bus Rapid Transit	Light Rail Transit	Heavy Rail Transit
Mobility	Medium-Low	Medium-Low	Medium
Cost Effectiveness	Medium-High	Medium-Low	Medium
Congestion Relief	Medium	Medium	Medium
Environmental Benefits	High	Medium-High	High
Land Use	Medium-Low	Medium-Low	Medium
Economic Development	Low	Low	Low
Project Justification Rating	Medium	Medium-Low	Medium

NOTE: Projects need medium or better rating to be considered for funding. Project ratings will be refined as the study efforts continue.

WHERE DO YOU LIVE AND WORK?

