



Technical Advisory Committee Meeting #1

December 13, 2011
MARTA Headquarters



Meeting Agenda

- Project Purpose
- Project Schedule
- TAC's Roles and Responsibilities
- Study Area
- Previous Studies
- Big Themes from Existing Conditions
- Question and Answer / Breakout Session
- Next Steps

Project Background



Project Purpose

- Purpose of the AA:
 - Identify alternative transit concepts
 - Select an LPA that can be examined through the NEPA process
- Initial activities include:
 - Develop Public Involvement Plan
 - Data collection (Existing Conditions)
 - Problem statement development
 - Identify goals
 - Develop the purpose and need
 - Review and refine travel demand model

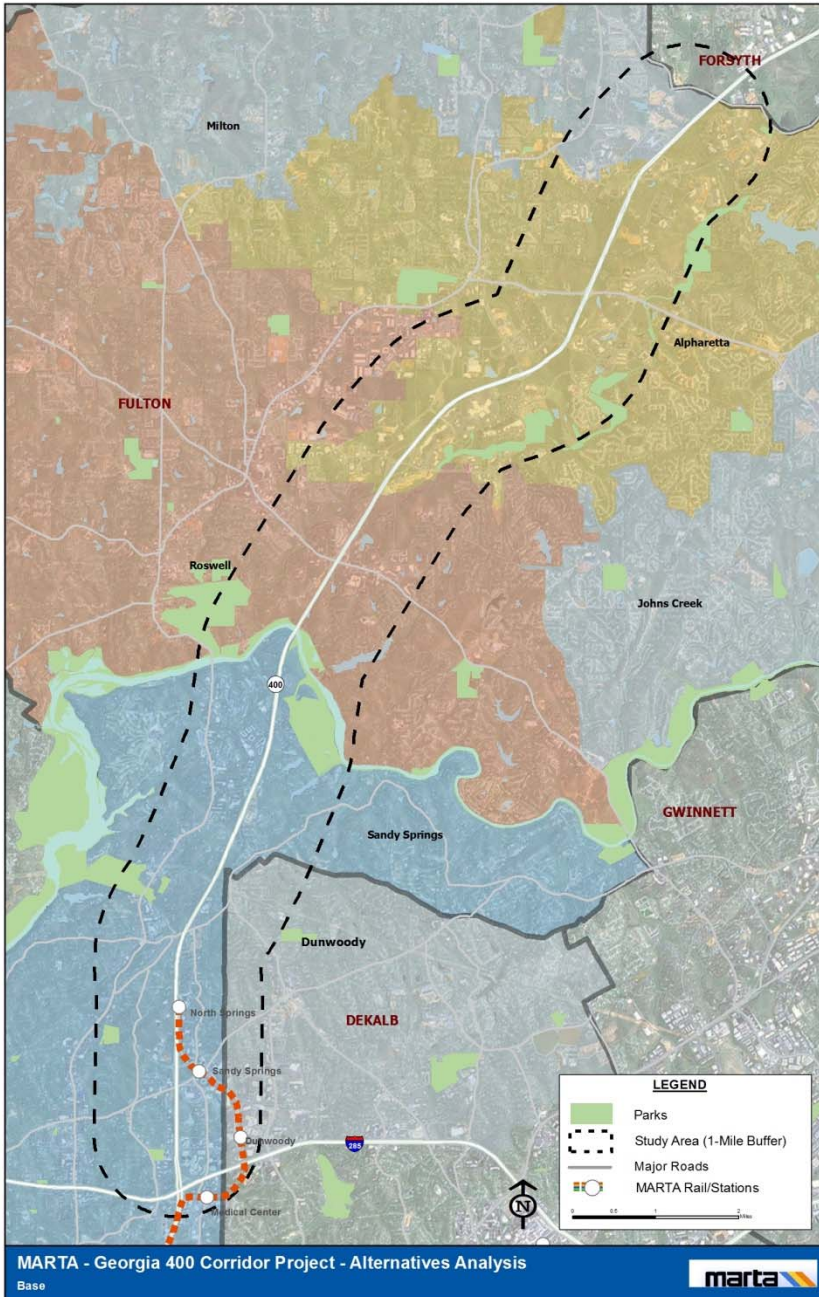
Project Schedule

- 2011
 - Goals and Objectives
 - Purpose and Need
 - Existing Conditions
- Spring 2012
 - Develop alternative evaluation methodology
 - Definition of alternatives
 - Refine ridership model
- Summer – Fall 2012
 - Evaluation of alternatives
 - Identify LPA
- Winter 2013
 - Develop Financial Plan
 - Develop Implementation Plan
- Spring 2013
 - Final AA Report

TAC's Roles and Responsibilities

- To ensure technical proficiency during process
- Review technical data and analysis
- Provide input and guidance to project team





Study Area

- One-mile either side GA 400
- I-285 to McGinnis Ferry Road
- Study Area Jurisdictions:
 - Sandy Springs
 - Dunwoody
 - Roswell
 - Alpharetta
 - Milton
 - Forsyth, DeKalb and Fulton Counties
- Adjacent jurisdictions:
 - Mountain Park
 - Johns Creek
 - Atlanta
 - Gwinnett and Cobb Counties



Previous Transportation Studies

- MARTA Three Corridors Study (1998)
- Regional Transit Action Plan (2003)
- MARTA North Line TOD Study (2006)
- Concept 3 Transit Vision (2008)
- Georgia Statewide Strategic Transportation Plan (2010)
- North Fulton Comprehensive Transportation Plan (2010)
- Plan 2040 Regional Transportation Plan (2011)
- Strategic Regional Thoroughfare Plan (2011)
- Draft ATL Northside Strategy (Ongoing)
- I-285 Alternatives Analysis/ Draft EIS (Ongoing)

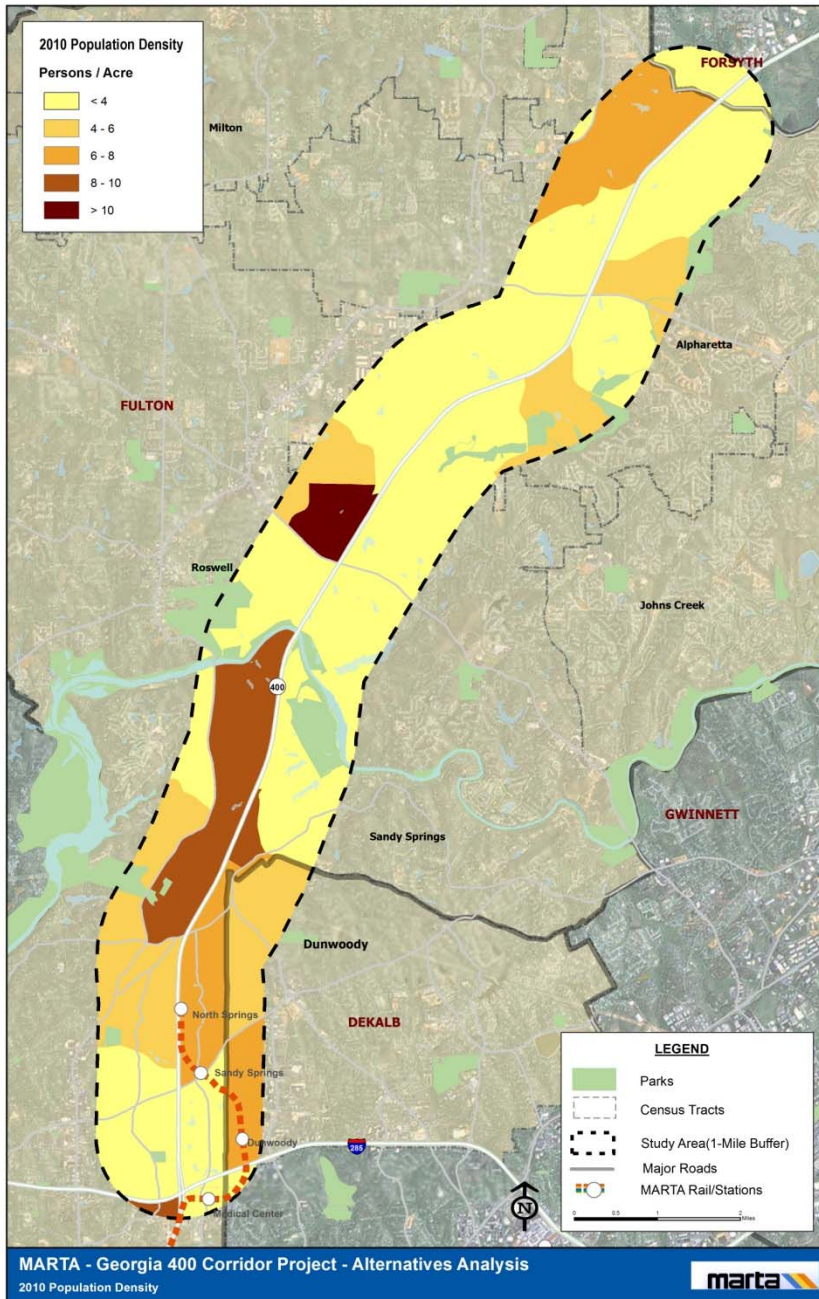
LCI and other Land-use Plans

- Livable Sandy Springs LCI (2001 and update 2006)
- Perimeter Focus: Envisioning a New Atlanta Center LCI (2002)
- Midtown Roswell Redevelopment Plan (2003)
- Sandy Springs MARTA Station Area Plan (2003)
- McFarland Stoney Point LCI (2006)
- North Point Activity Center (2008)
- Roswell Town Square/ Atlanta Street Corridor Study (2008)
- Roswell Road Corridor LCI Study (2008- south of I-285)
- Alpharetta Downtown Master Plan (2010)
- Dunwoody Village Master Plan (2011)
- Plan 2040 Regional Development Guide (ARC 2011)
- Blue Print North Fulton (NFCID 2008)

Local Jurisdiction CDPs and CTPs

- Local CDPs:
 - City of Sandy Springs, Georgia 2027 Comprehensive Plan (2007)
 - City of Dunwoody Comprehensive Plan (2010)
 - Imagine Roswell 2030 Comprehensive Plan (2011)
 - City of Alpharetta Comprehensive Plan 2030 (2011)
 - City of Milton 2030 Comprehensive Plan (2011)
 - City of Johns Creek 2009 – 2030 Comprehensive Plan (2009)
- Local CTPs:
 - Sandy Springs Transportation Master Plan (2008)
 - City of Milton Comprehensive Transportation Plan (2009)
 - Johns Creek Transportation Master Plan (2010)
 - City of Dunwoody Comprehensive Transportation Plan (2011)
 - Roswell Transportation Master Plan (2011)

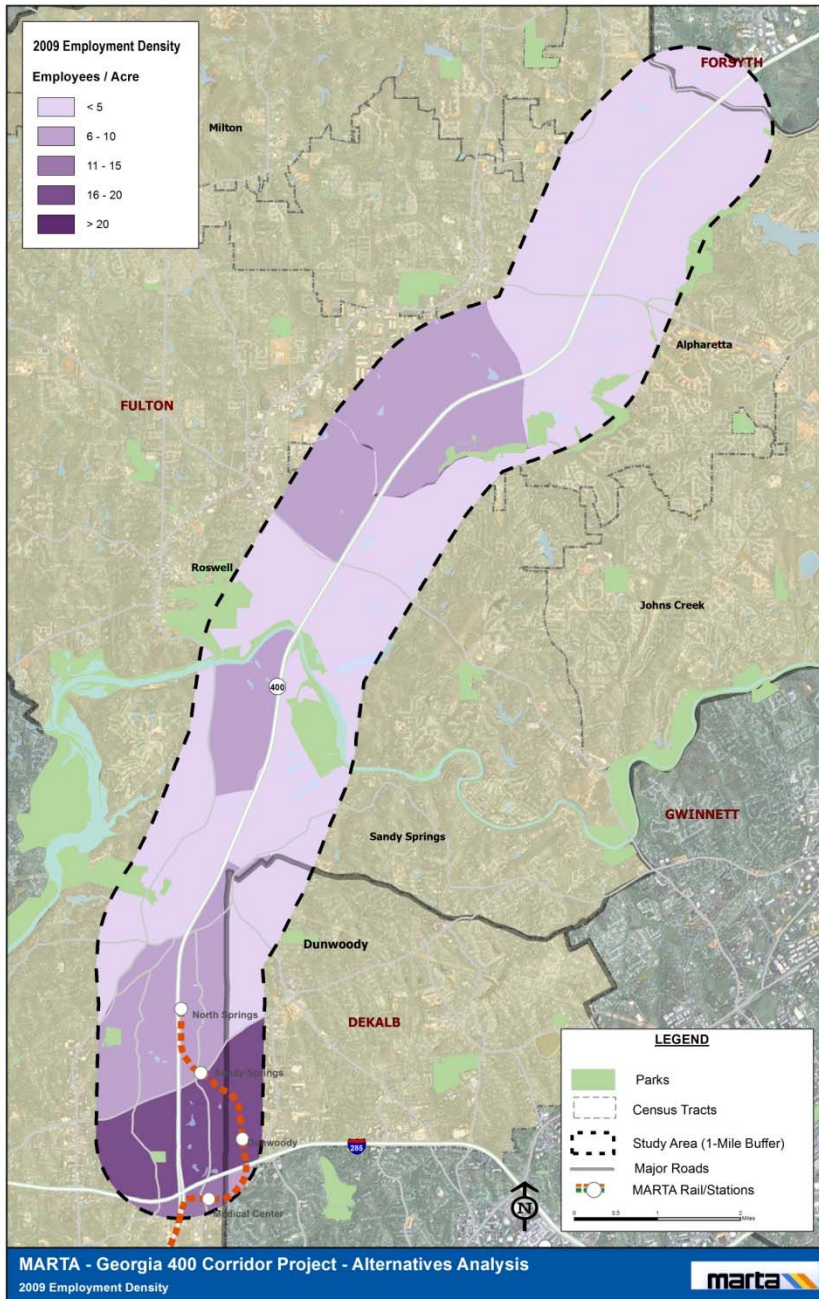
Key Issues



Big Themes from Existing Conditions

Population

- Concentrated near Holcomb Bridge and Sandy Springs along GA 400
- 2000 to 2010 Growth
 - 22% increase
- 2010 to 2040 Forecast
 - 10% increase



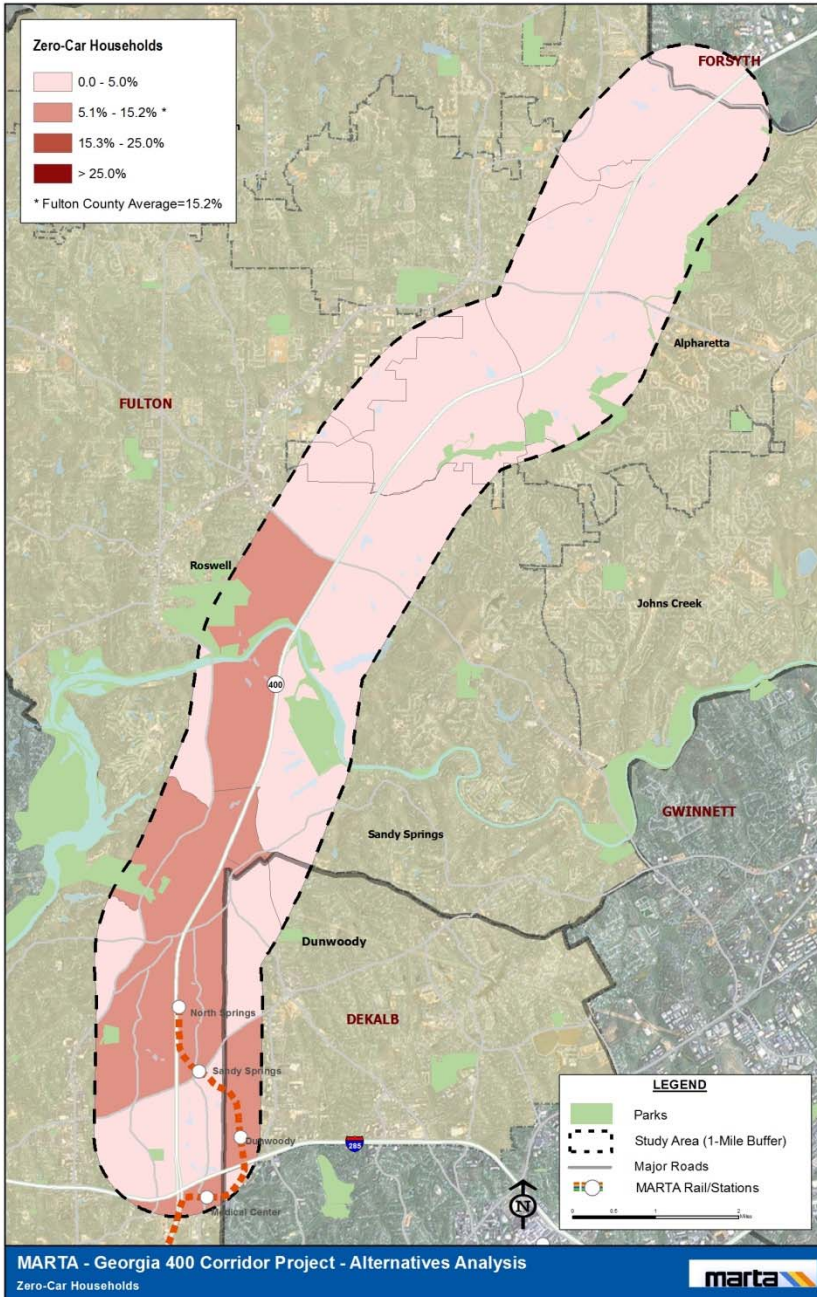
Big Themes from Existing Conditions

Employment

- Concentrated near Perimeter Center
- 2000 to 2009 Growth
 - 1% decrease
- 2010 to 2040 Forecast
 - 49% increase
- Employment growth more rapid than population
 - 10% population vs. 49% employment

Consider how to capture projected employment increase

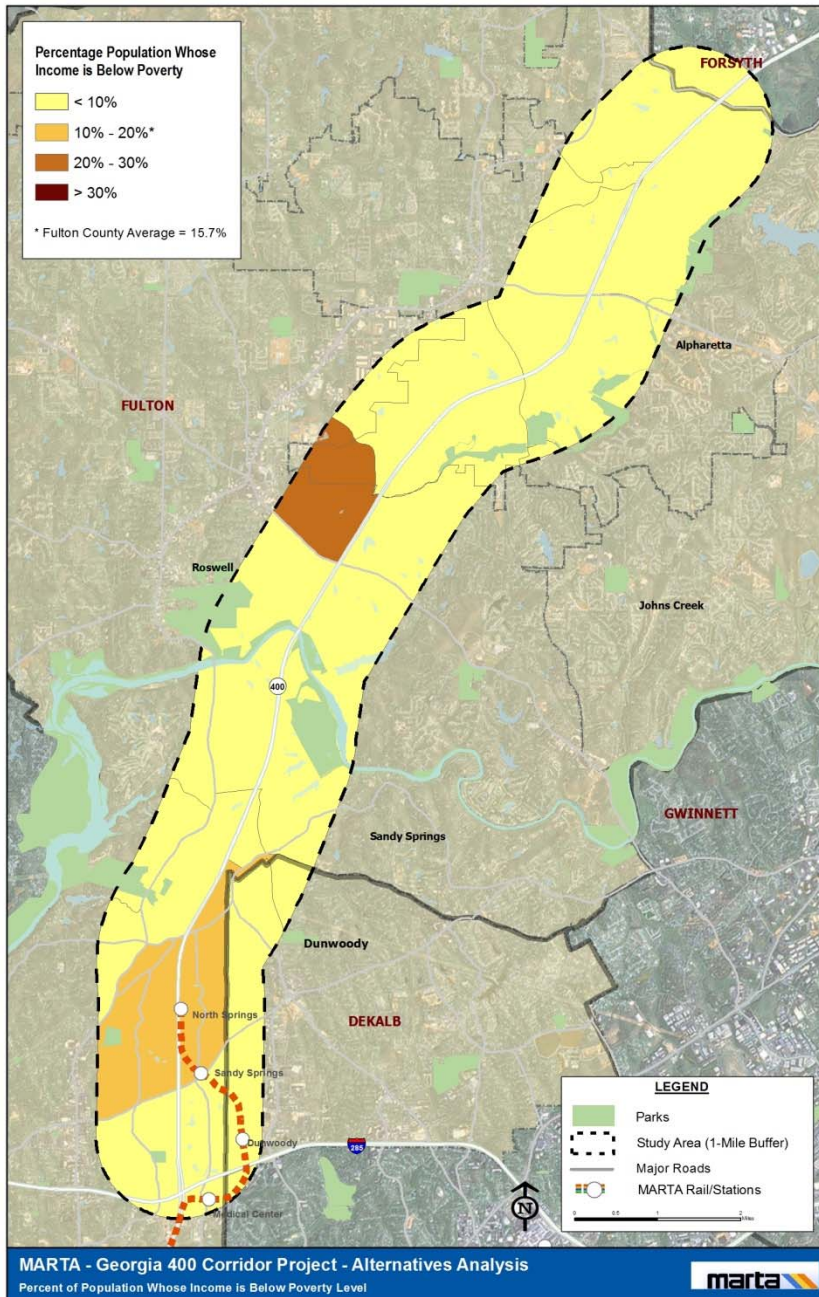




Big Themes from Existing Conditions

Community Diversity

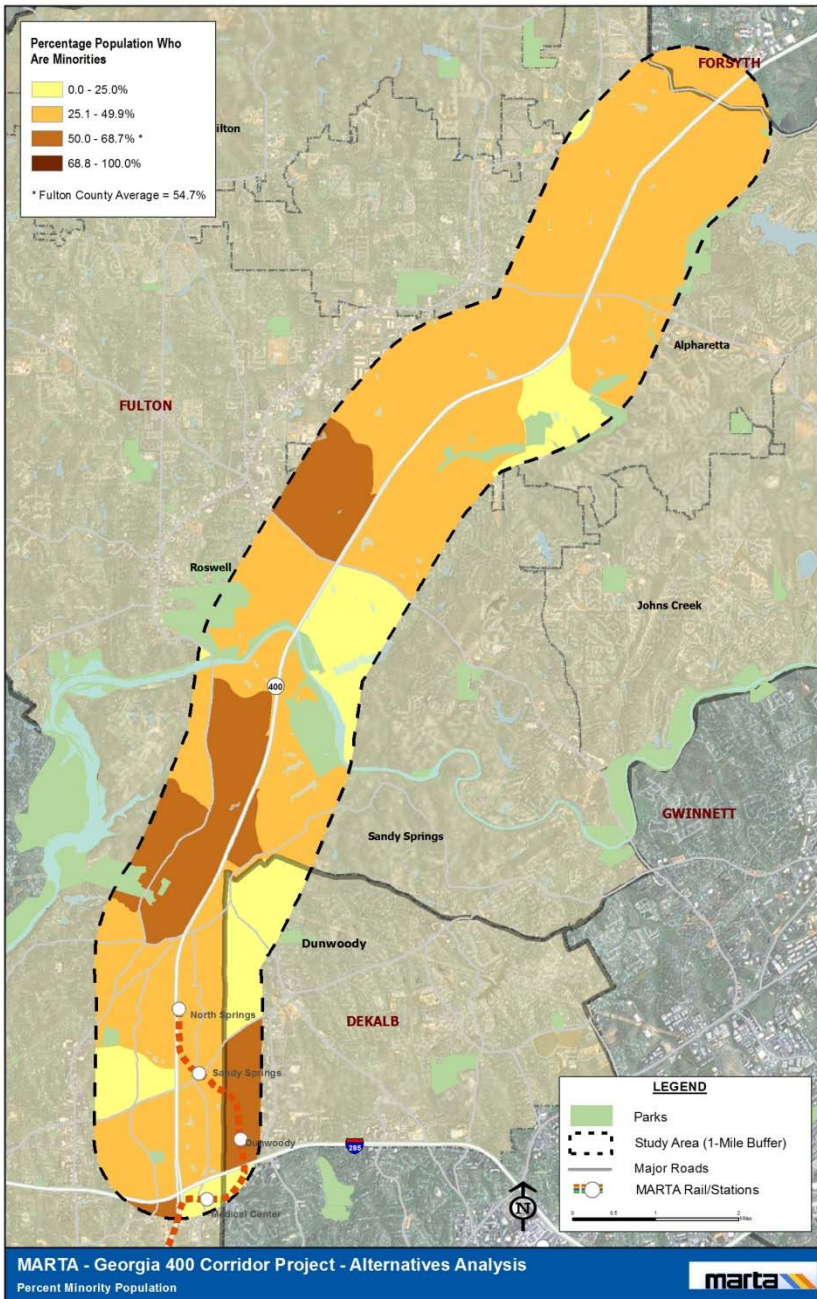
- 4% use transit to get to work
- 2% HH have no car
 - Mostly located in southern half



Big Themes from Existing Conditions

Community Diversity

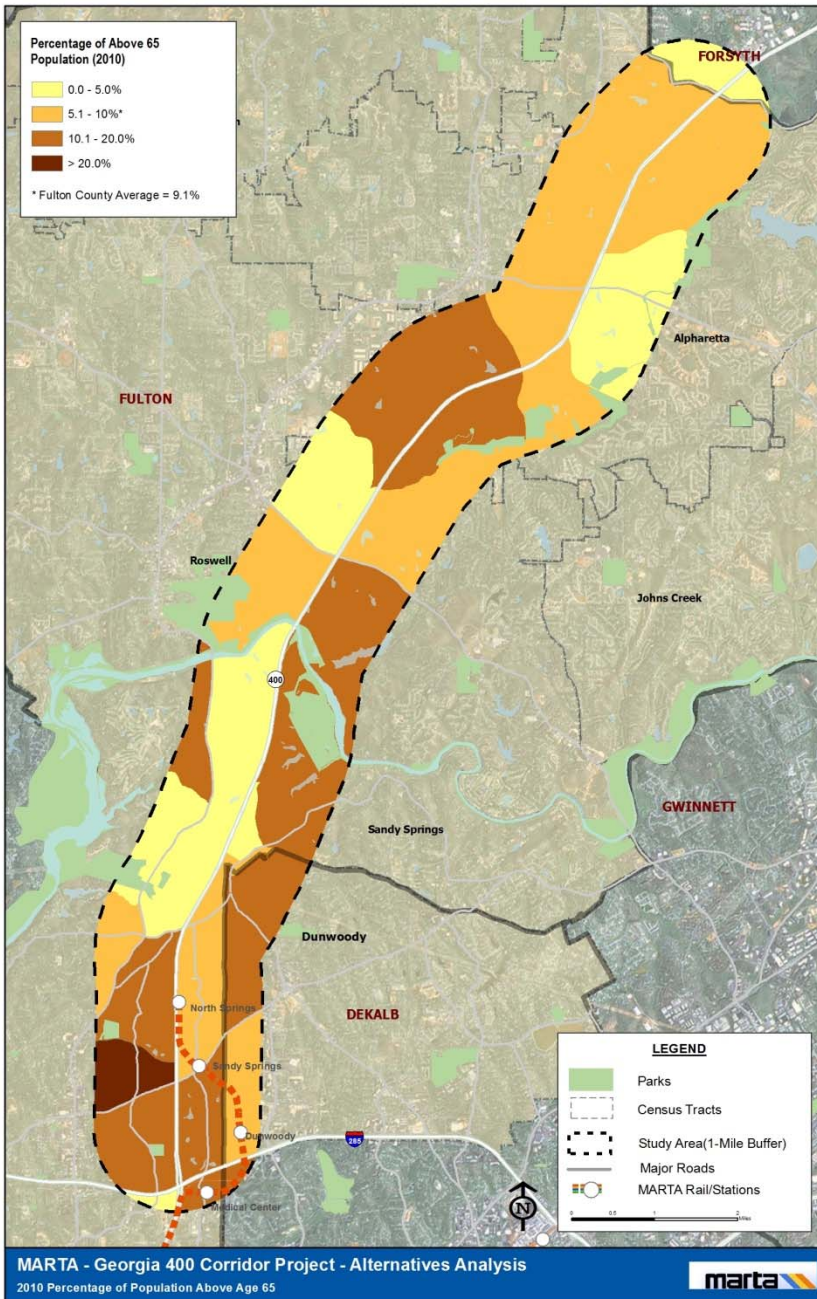
- 4% use transit to get to work
- 2% HH have no car
 - Mostly located in southern half
- 8% below poverty level
 - Concentrated near Holcomb Bridge Exit



Big Themes from Existing Conditions

Community Diversity

- 4% use transit to get to work
- 2% HH have no car
 - Mostly located in southern half
- 8% below poverty level
 - Concentrated near Holcomb Bridge Exit
- 41% are minority
 - More evenly distributed



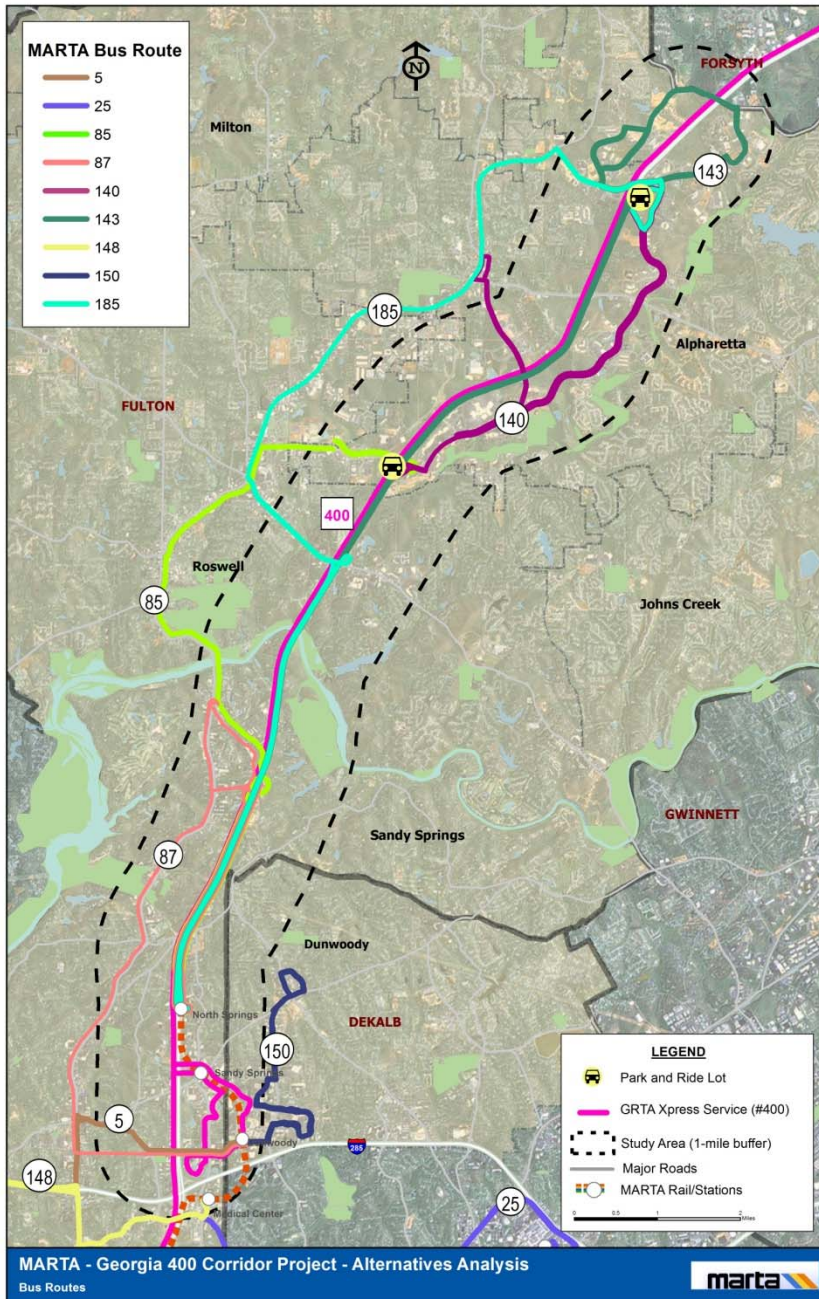
Big Themes from Existing Conditions

Community Diversity

- 4% use transit to get to work
- 2% HH have no car
 - Mostly located in southern half
- 8% below poverty level
 - Concentrated near Holcomb Bridge Exit
- 41% are Minority
- 8% are 65 and older
 - More evenly distributed

Efforts must be made to attract non-transit dependent riders

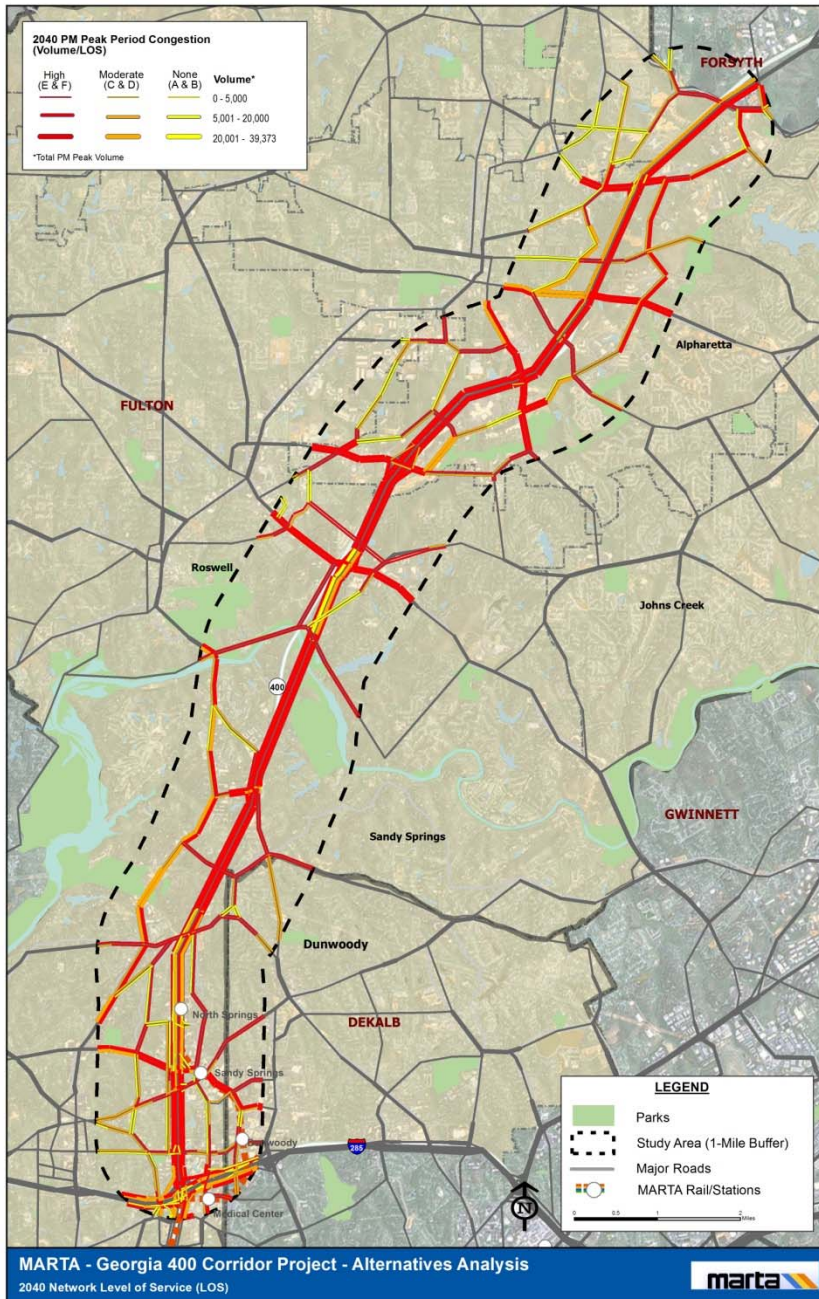




Big Themes from Existing Conditions

Transportation Conditions

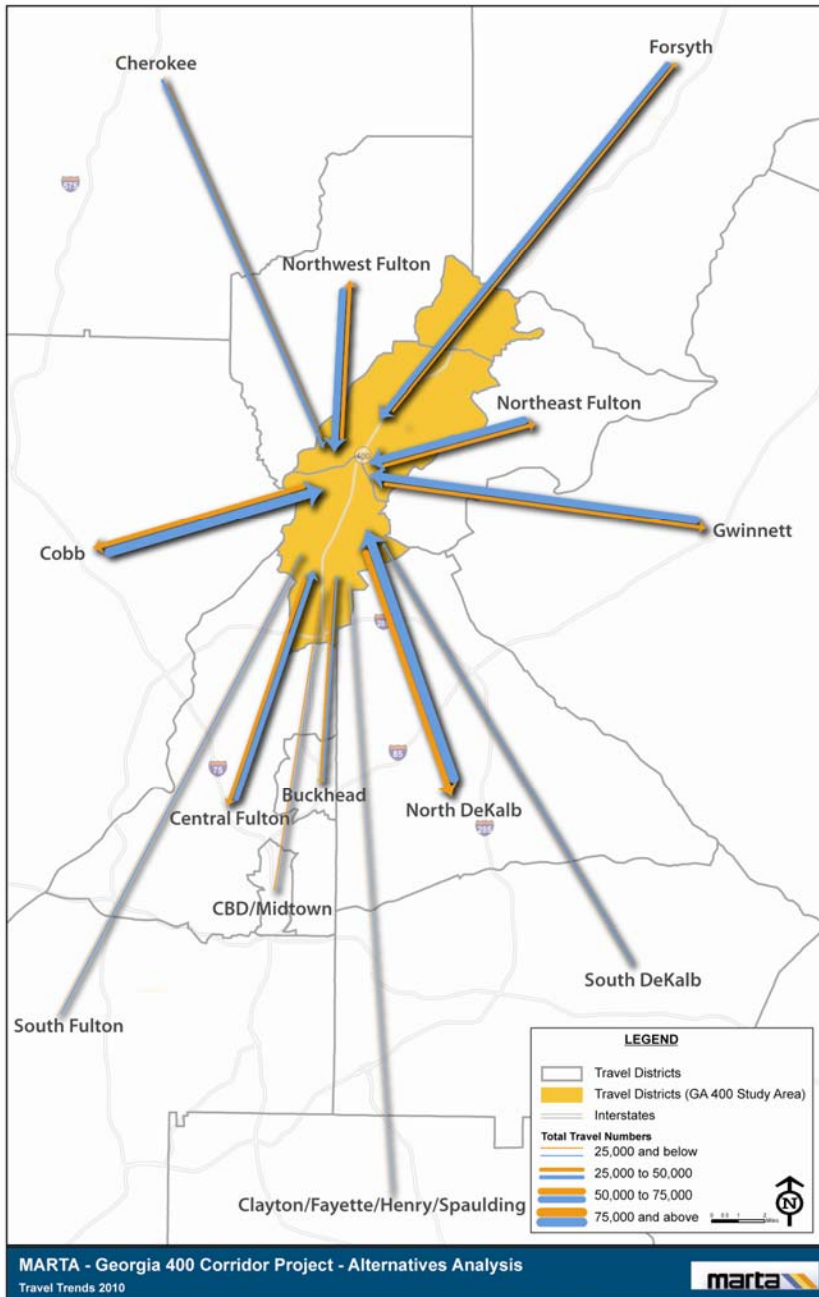
- Transit service
 - MARTA bus and rail in south
 - Bus and P&R only in north
 - Transit travel time not competitive with automobile



Big Themes from Existing Conditions

Transportation Conditions

- Limited north-south travel corridors
- LOS F in 2010 on GA 400
- LOS F remains in 2040, even with additional capacity

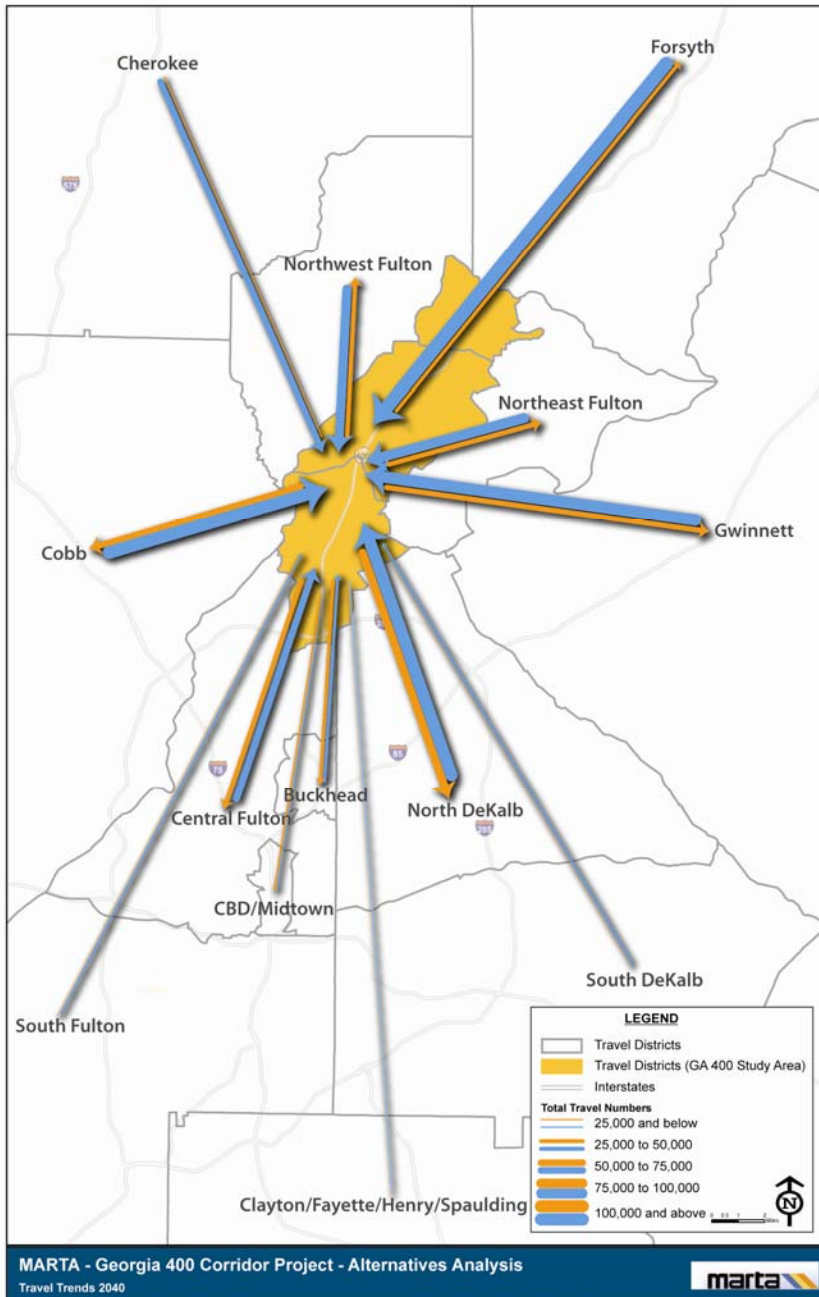


Big Themes from Existing Conditions

Travel Trends

- 2010
 - Trips to study area: 600k
 - Trips from study area: 314k
 - **Internal** trips: 302k
 - Strong suburb to suburb travel





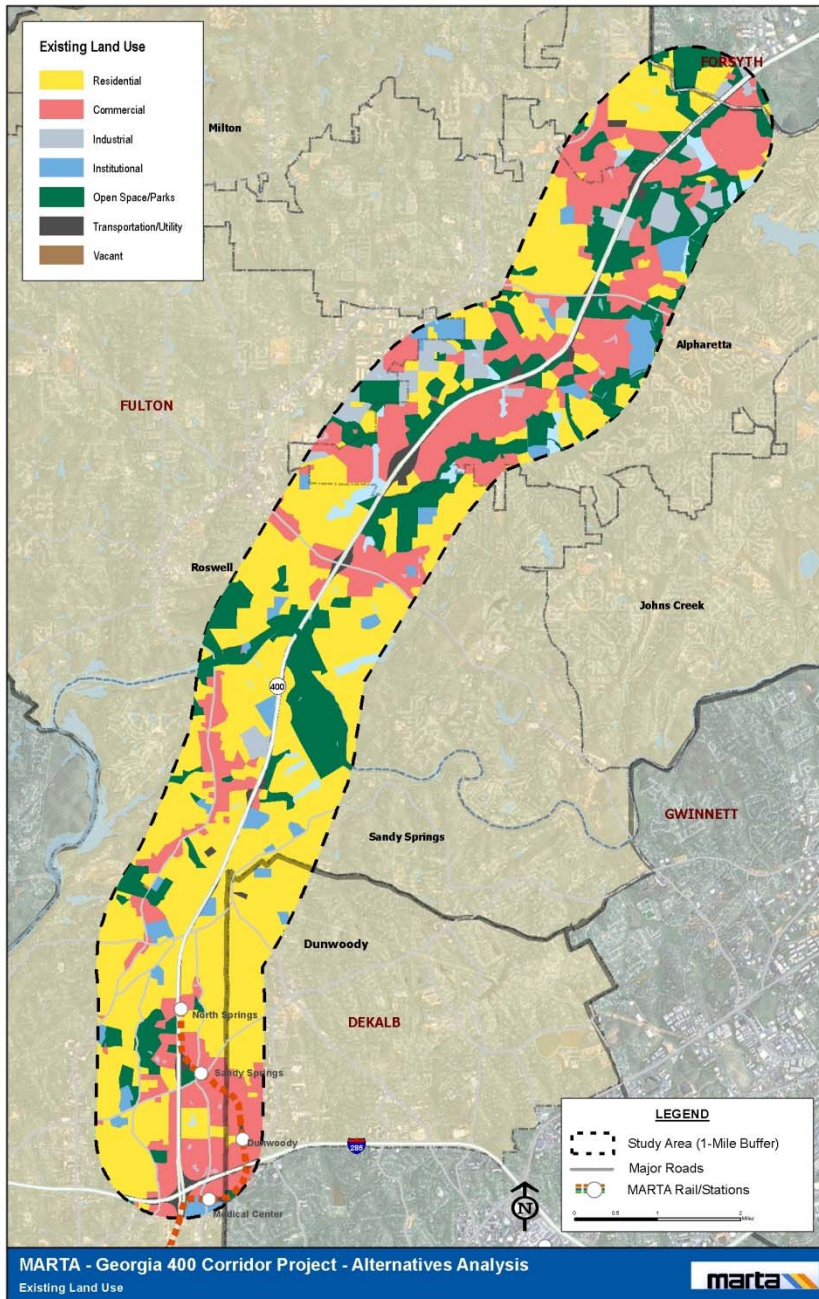
Big Themes from Existing Conditions

Travel Trends

- 2040
 - Trips to study area: 877k
 - Trips from study area: 409k
 - Internal trips: 430K
- Travel growth
 - To: 46%
 - From: 30%
 - Forsyth trips to study area: 112% growth

Potential for reverse commute, plus east and west trends indicate potential connections to stations.

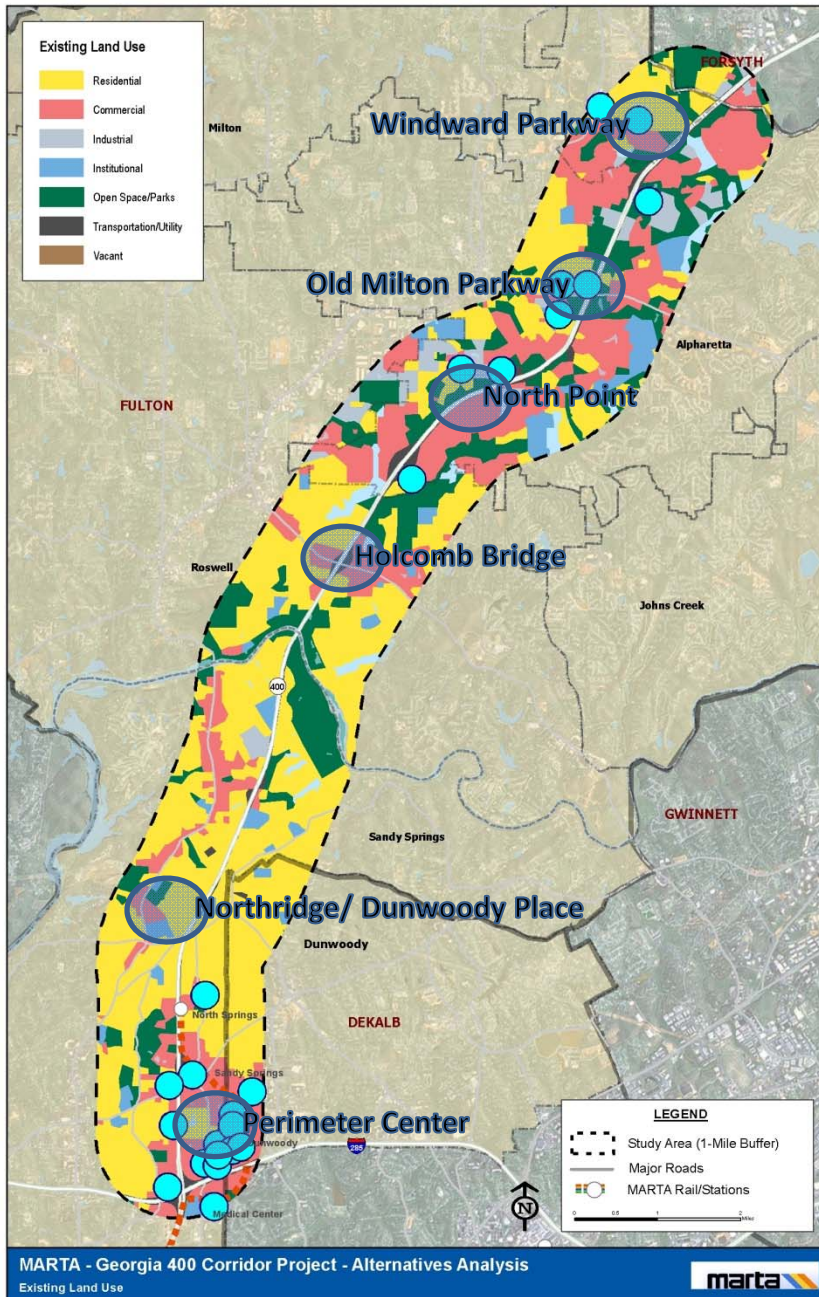




Big Themes from Existing Conditions

Land Use and Development

- Top Uses:
 - 42% Residential
 - 26% Commercial
 - 16% Open space

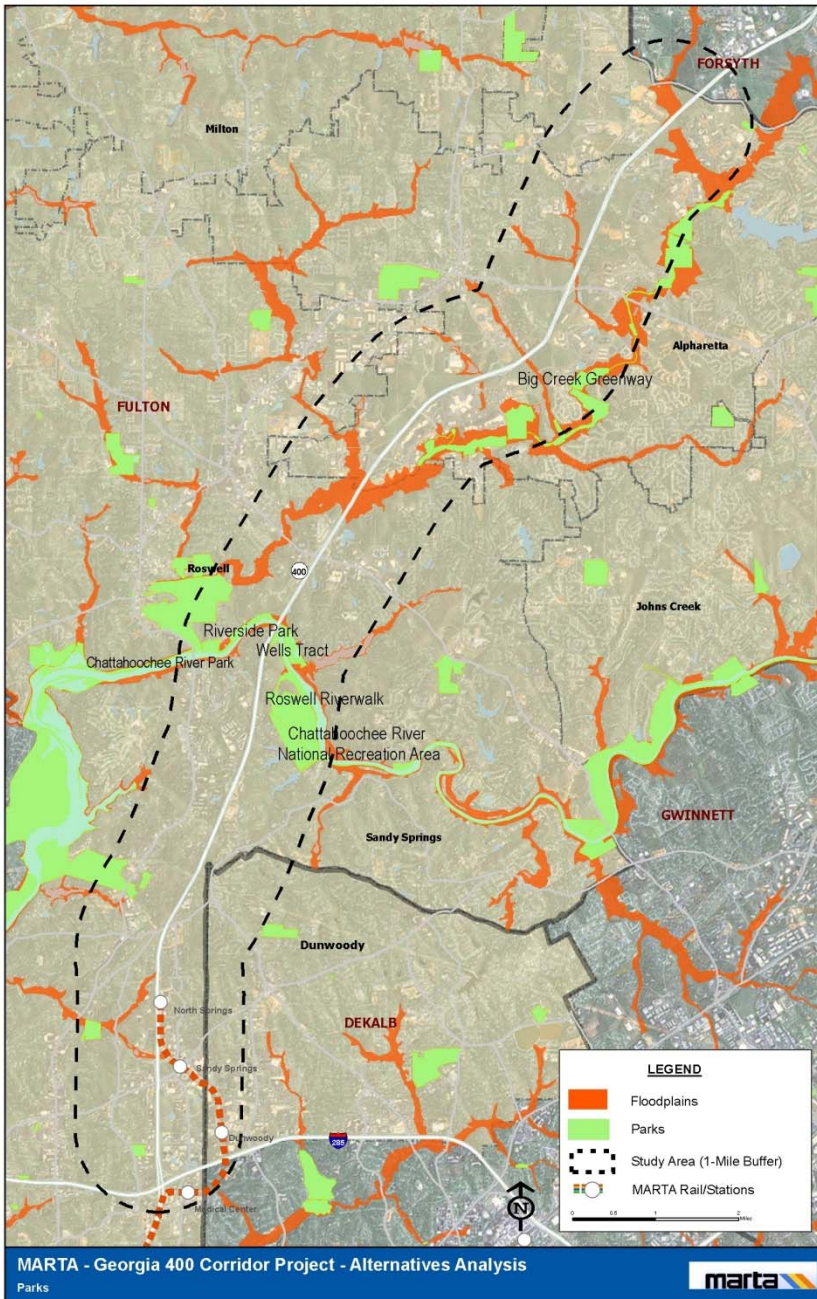


Big Themes from Existing Conditions

Land Use and Development

- DRIs located in south and north
- Future land use plans add mixed-use and higher density at key locations
 - Similar to North Line TOD Clusters

*Potential station considerations:
existing DRIs, development potential,
land use policies*



Big Themes from Existing Conditions

Environmental Features

- Large preserved areas for parks
 - Mostly along natural areas and water resources
- Community support for parks in local plans
- Desire for physical continuity and community access

Alignment crossing of Chattahoochee River and floodplains are main environmental concerns



Moving Forward



Question and Answer Session



Breakout Groups

Next Steps

- Stakeholder interviews – December & January 2012
- SAC meetings – January 2012
- Public meetings – January 2012
- TAC meetings – January 2012
 - Existing Conditions Report
 - Purpose and Need