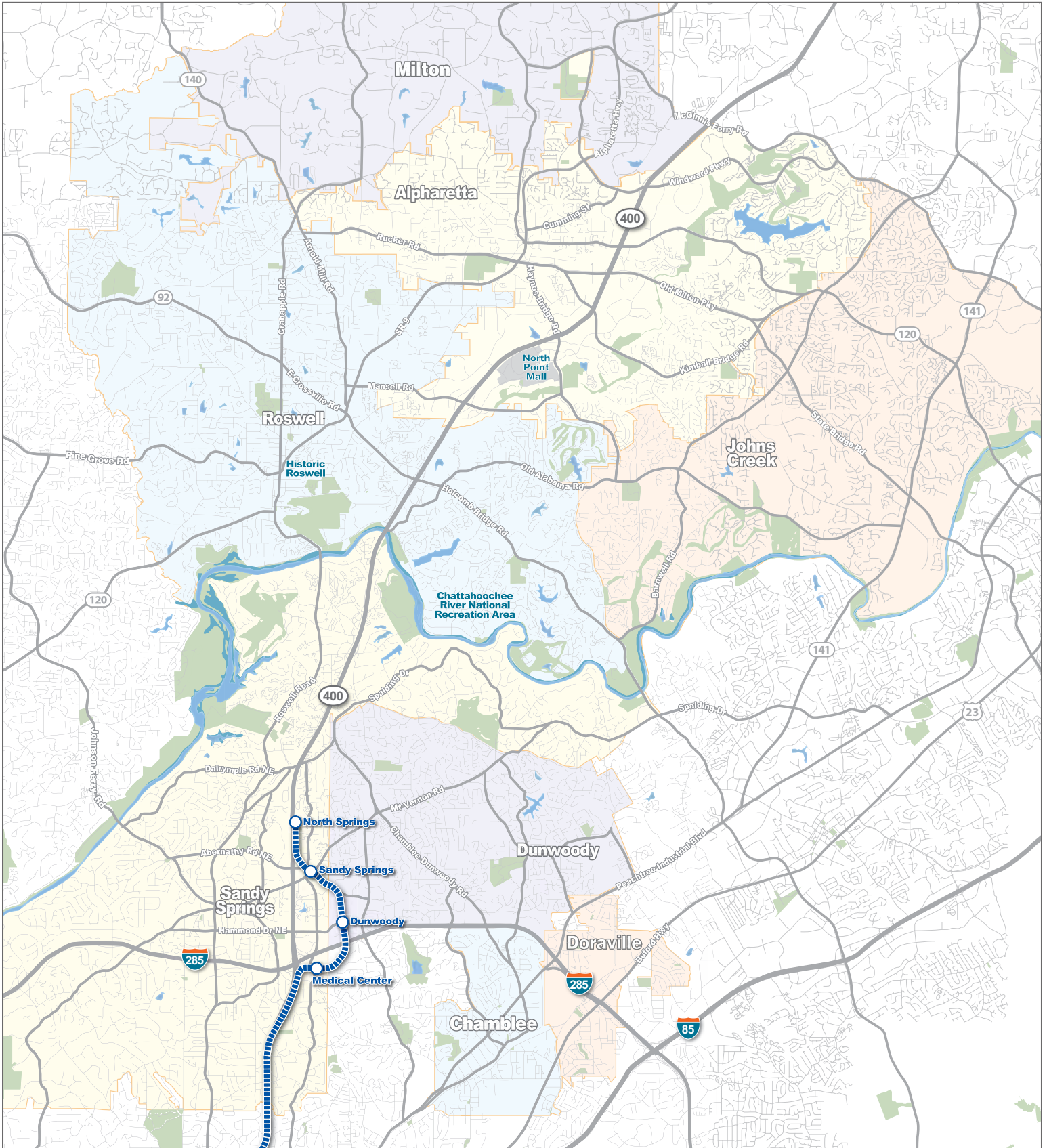


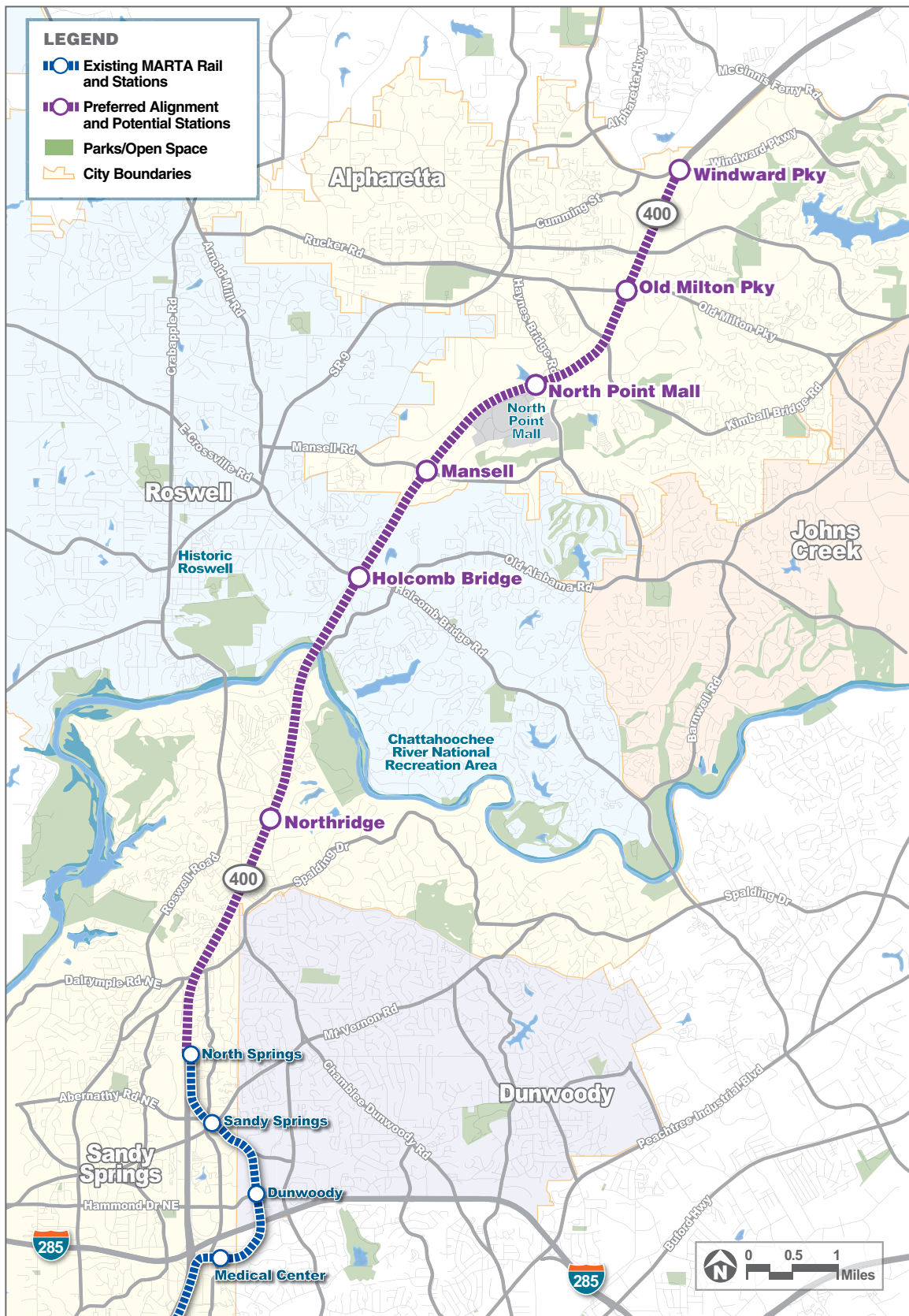
WELCOME
to the
Georgia 400
Transit Initiative
Public Meeting

— | **6:30PM – 8:00PM** | —

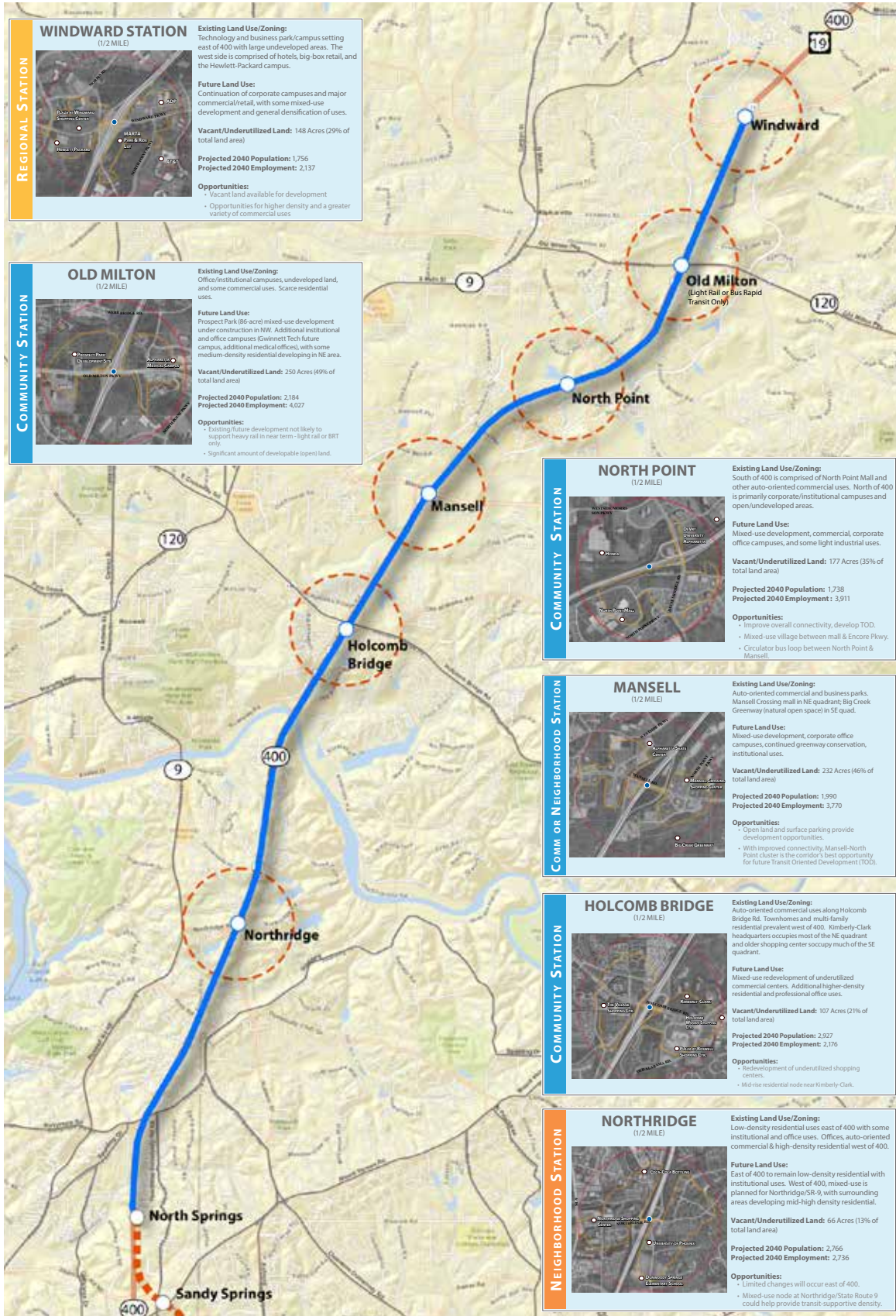
WHERE DO YOU LIVE AND WORK?



PREFERRED ALIGNMENT AND POTENTIAL STATION LOCATIONS



PROJECT SUMMARY BOARD



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

TECHNOLOGY CONSIDERATIONS

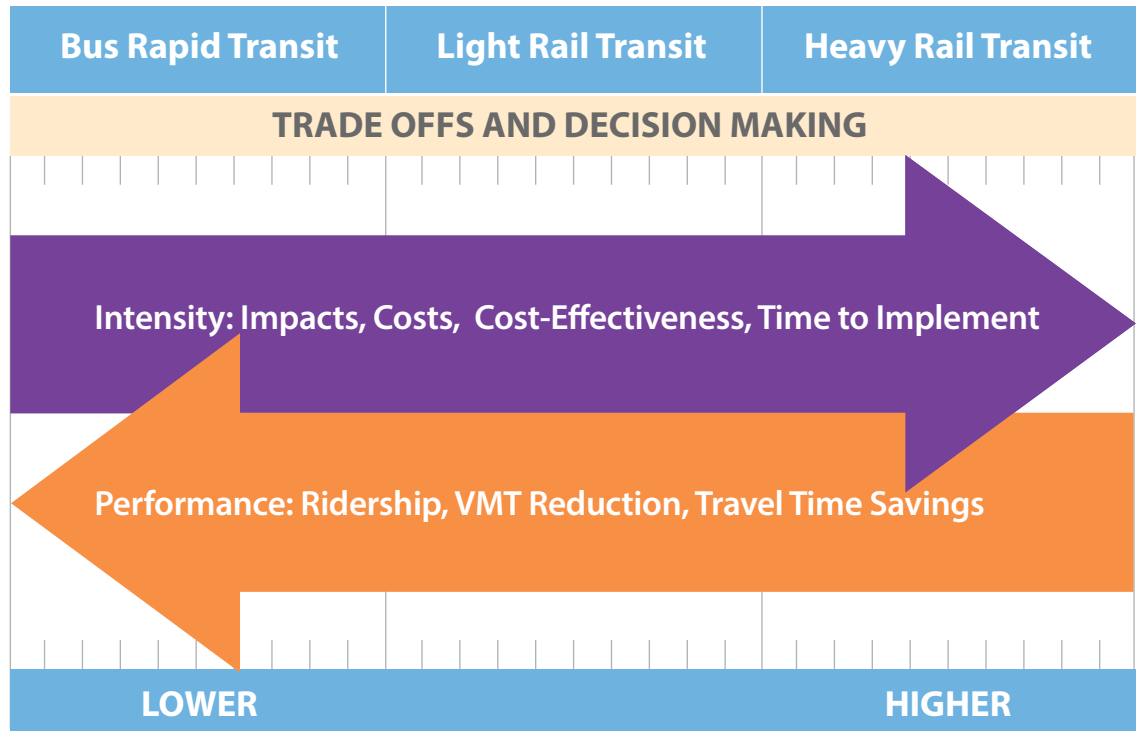


	Bus Rapid Transit	Light Rail Transit	Heavy Rail Transit
			
CAPITAL COST	\$473 Million	\$1.8 B (281% Increase over BRT)	\$1.6 B (238% Increase over BRT)
TIME TO IMPLEMENT	5-8 years	7-12 years+	8-15 years
PHASING POTENTIAL	Technology** and Implementation***	Implementation Only	Implementation Only
FINANCIAL 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	
One seat ride (no transfer to existing MARTA rail)	
Lowest level of impact to communities	
High ridership	
Significant travel time savings	
Development around stations	
Reduction in Vehicle Miles Traveled (VMT)	
Fundability	

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 		

STATION PREFERENCES



POTENTIAL STATION	STATION TYPE / DEVELOPMENT GUIDELINES	EXAMPLE GRAPHIC	RATING
Northridge	Neighborhood / Neighborhood Station		
Holcomb Bridge	Community / Commuter Town Center		
Mansell (Option 1)	Neighborhood / Neighborhood Station		
Mansell (Option 2)	Community / Commuter Town Center		
North Point	Community / Commuter Town Center		
Old Milton	Community / Commuter Town Center		
Windward	Regional / Town Center Station		

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

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; highly competitive!

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.**

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

To read the full survey results, visit the project website:
www.itsmarta.com/north-line-400-corr.aspx

