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FALL 2013

**2,000+** FLYERS DISTRIBUTED  
**136** SURVEY PARTICIPANTS  
**2** FACT SHEETS  
**11.9** MILES OF PROPOSED TRACK  
**181** "LIKES" ON FACEBOOK  
**4** PUBLIC MEETINGS  
**9** ALTERNATIVES CONSIDERED  
**70** FACEBOOK POSTS  
**30** STAKEHOLDER INTERVIEWS  
**3** NEWSLETTERS

**No.3**  
newsletter

## Connecting to the Future

Welcome to the third newsletter for MARTA's **Connect 400** project! We've had an exciting process and are looking towards moving this transformative project forward.

Your involvement over the last 18 months has been crucial to this project's success. MARTA and our entire project team, have worked with you to refine your goals and develop transit alternatives and technologies that you feel are most beneficial for the Georgia 400 Corridor. To reach a set of alternatives (see pages 2-3) to move forward the team, with your input, went through a detailed screening process:

- **Step 1: Fatal Flaw Analysis**- A review, at a high level, of the project's purpose and need, constructability and generalized technology assessment to determine a universe of alternatives. There were 9 alignments and 3 transit modes along Georgia 400 and State Route 9 screened in this step.
- **Step 2: Screen 1**- Applies quantitative and qualitative criteria to reduce the number of alternatives. This criteria was developed from your purpose and need, and goals and objectives. From your input the alignment along the Georgia 400 corridor was selected with the transit modes of heavy rail, light rail, and bus rapid transit.
- **Step 3: Screen 2**- A more in-depth analysis using additional performance measures. The selected alignment and its transit modes from Screen 1 were further refined (see next page for more details).

**Where do we go from here?** The Federal Transit Administration (FTA) recently updated their process for moving transit projects through the New Starts funding program, including a streamlined environmental review process. MARTA is taking advantage of this change to move Connect 400 forward. MARTA will begin early scoping, a process in which public and agency participation in the planning process can be counted towards the environmental review process. The final public meeting will serve as an early scoping meeting for Connect 400. During early scoping, the selected alignment and its transit modes along with the project's purpose and need and potential environmental issues and opportunities will be reviewed by the public, FTA, and other agencies. Your comments from the early scoping meeting will be compiled and considered during the environmental review process, when MARTA will prepare an Environmental Impact Statement (EIS) for the FTA. The early scoping meeting will be held on September 26th at the City of Alpharetta.

### The Federal Project Development Process



## Public Outreach Summary

Over the course of 18 months, the Project Team worked with you to develop your vision and goals for the transit in North Fulton. The below summarizes the key discussion points for each public outreach activity that occurred between January 2012 and July 2013.

### MEETING #1- JANUARY 26, 2012

- Project Purpose
- Major Existing Conditions Themes + Future Trends
- Draft Purpose + Need

### MEETING #2 -MAY 22, 2012

- Why Transportation + Land Use is Important
- Potential Transit Technologies
- Potential Transit Connections

### SUMMER OUTREACH 2012

Mobile engagement stations were used throughout the summer of 2012 in an effort to continue the dialogue with the community on where transit can be most effective. Outreach efforts were conducted at the following locations:

- El Banco
- North Springs Station
- Dunwoody Station
- Sandy Springs Station
- North Fulton CID Breakfast Forum

### HOLIDAY OUTREACH (MEETING #3)-

**DECEMBER 12, 2012 - JANUARY 17, 2013**

In lieu of a scheduled public meeting a survey was established to:

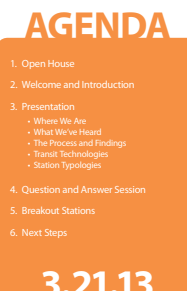
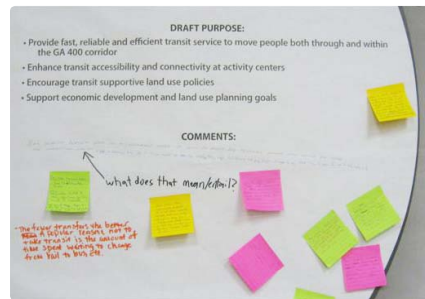
- Obtain feedback on preferred alignment
- Preferred transit technology
- Preferred station location

### MEETING #4- MAY 21, 2013

- Screening Process
- Station Typologies

### MEETING #5- TBD

- Screening Results
- Early Scoping/Next Steps



## CONNECT



### Visit us on the web!

Find additional information on the project website:

<http://www.itsmarta.com/north-line-400-corr.aspx>



### E-mail us!

If you would like to have your name added to the newsletter mailing list, please send your information to us at:

[connect400@itsmarta.com](mailto:connect400@itsmarta.com)



### Follow us on facebook!

Like **Connect 400** on facebook to receive meeting notices and project updates.



# Goals and Objectives

Early on in the project, the project team worked with residents, business owners, government agencies, and municipalities to develop the project need and purpose and supporting goals. Below outlines how the selected alternatives meet the goals the stakeholders developed.

## GOAL 1 Improve Mobility and Access



Heavy Rail Transit (HRT) was the best performing alternative and rated 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 (2040)	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



All three alternatives rated similarly for Goal 2. Light Rail Transit was the best performing alternative and rated high in the following areas:

- Consistency with adopted local/regional plans
- Transit-supportive land use/zoning within 1/2 mile of stations
- Acres of vacant or underutilized land within 1/2 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 rated 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

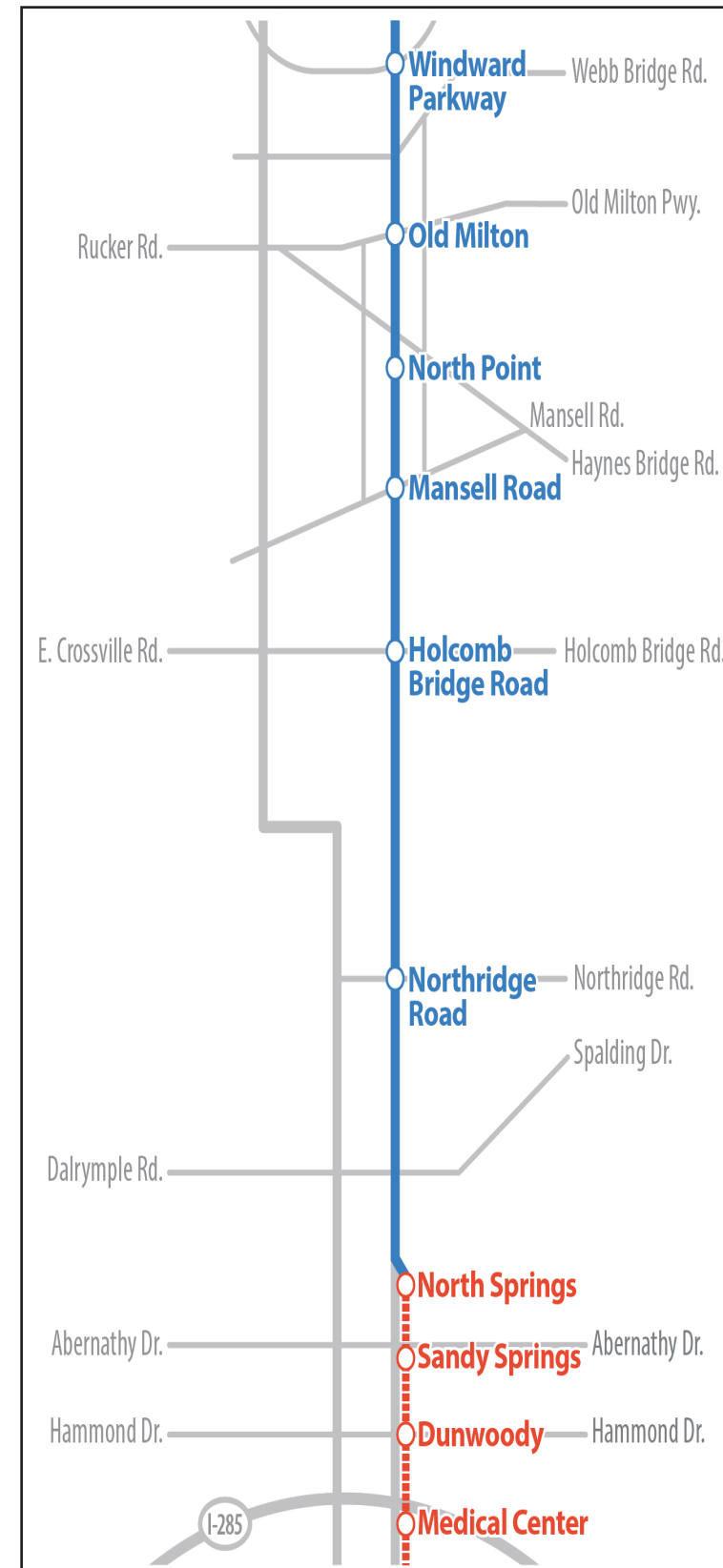
## GOAL 4 Minimize Environmental Impacts



Heavy Rail Transit was the best performing alternative and rated 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)	-48,000	-24,000	-16,000
Reduction in Air Quality Pollutants	Highest	Medium	Low
Noise-sensitive Land Uses	841 acres	250 acres	73 acres



## GA 400-1

TRANSIT TECHNOLOGY TO MOVE FORWARD:



ALIGNMENT DESCRIPTION:

Alternative 1, heavy rail, provides 11.9 miles of service north along the Georgia 400 corridor, within existing right-of-way, from the existing North Springs Station. This option terminates at Windward Parkway.

STATIONS (5):

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

ADVANTAGES:

- Best Ridership Numbers
- Most Travel Time Savings
- Higher Reduction in Vehicle Miles Traveled
- Higher Reduction in Air Quality Pollutants

DISADVANTAGES:

- Higher Capital Costs
- Higher Operating/Maintenance Costs
- Lower Cost-Effectiveness
- Less Stations Served

## GA 400-1A

TRANSIT TECHNOLOGY TO MOVE FORWARD:



ALIGNMENT DESCRIPTION:

Alternative 1A, light rail or bus rapid transit, provides 11.9 miles of service north along the Georgia 400 corridor, within existing right-of-way, from the existing North Springs Station. This option terminates at Windward Parkway.

STATIONS (6):

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

ADVANTAGES:

- Lower Capital Construction Costs
- Lower Operating/Maintenance Costs (BRT)
- More Stations Served
- Better Cost-Effectiveness

DISADVANTAGES:

- Lower Ridership
- Lower Travel Time Savings
- Less Reduction in Vehicle Miles Traveled
- Less Reduction of Air Quality Pollutants

### MAP LEGEND

- Proposed Alignments + Stations
- Existing MARTA Rail + Stations
- Existing Streets/Highways
- Existing/Planned MARTA Bus Routes
- East-West Connector Routes (proposed)
- Station Only in GA400-1A
- East-West Segment Only in GA400-1A