



Early Scoping Phase 2 – Public Meetings

July 8<sup>th</sup>, 10<sup>th</sup>, and 17<sup>th</sup>, 2014

# Tonight's Agenda

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

# 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

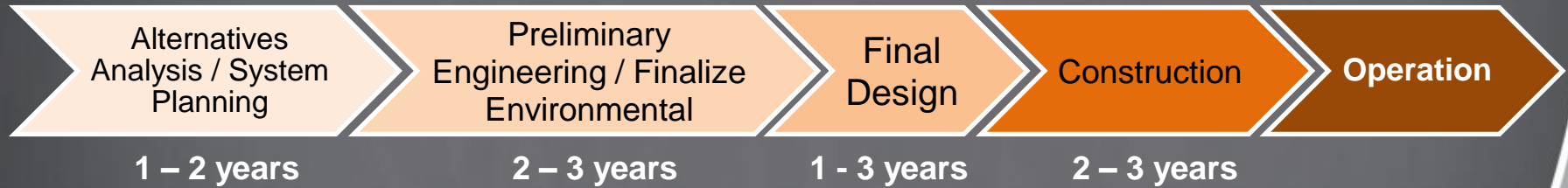
# Project Status



- Current study effort started in 2011
- Completed Alternatives Analysis in 2013
- 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.

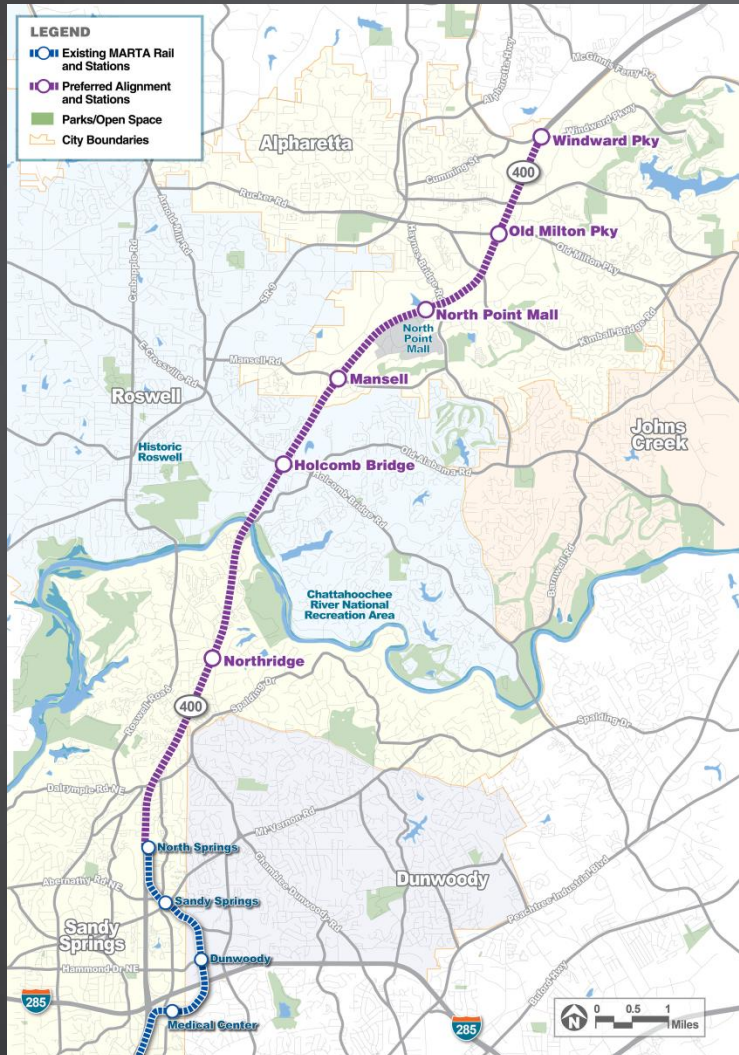
FTA = Federal Transit Administration

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

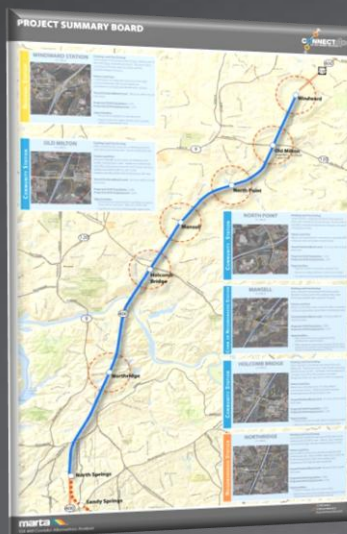
### Potential Stations

- 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!**

**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

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.

**Contact:** Janice Sidfall, MARTA Project Manager

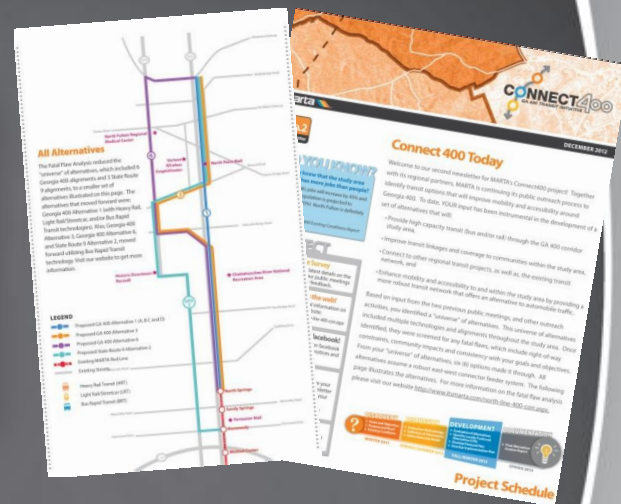
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GA 400 TRANSIT INITIATIVE

\* 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

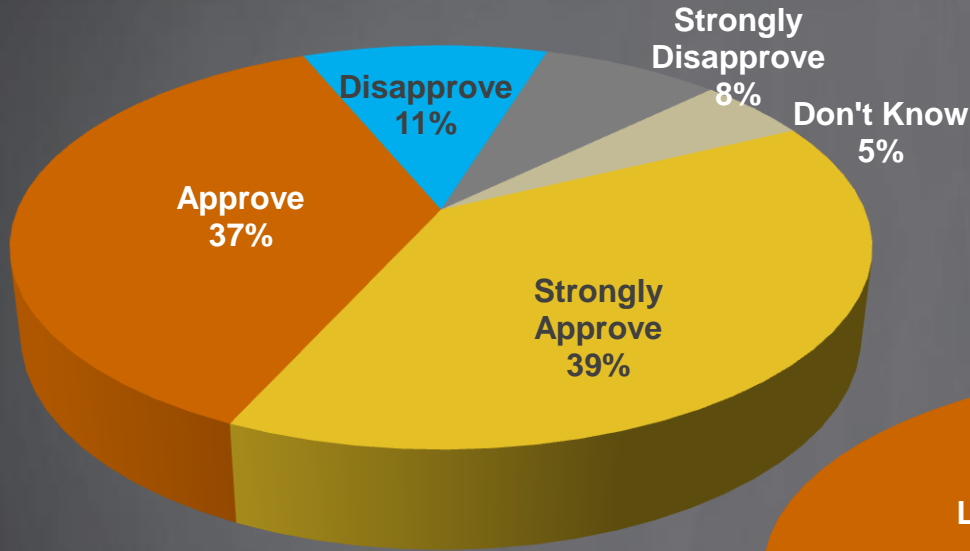


# Scientific Survey Background

- 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

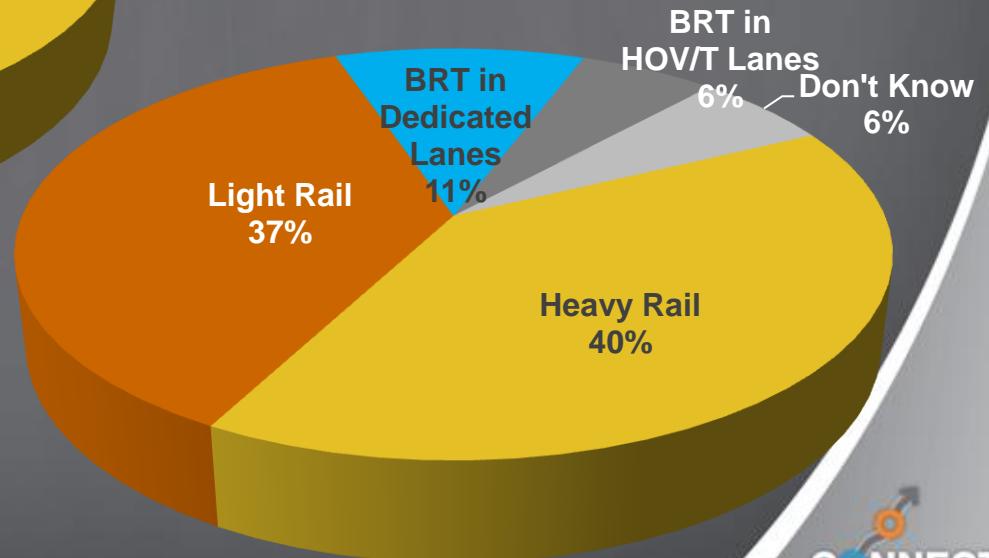
# RESIDENT Survey Results Summary

## 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
<b>Project Justification Rating*</b>	<b>Medium</b>	<b>Medium-Low</b>	<b>Medium</b>

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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