



Project Steering Committee

June 12, 2014

# Today's Agenda

- Project Status
- Input Collected to Date
  - Early Scoping – Phase 1 Activities and Outcomes
  - KSU Survey Results
  - ARC Economic Analysis
- Early Scoping – Phase 2 Activities
- Preliminary New Starts Evaluation
- Next Steps
- Q&A

# Project Status



- Re-initiated efforts in Spring of 2014 to:
  - Conduct a second phase of Early Scoping
  - Initiate the preliminary New Starts evaluation
  - Recommend / adopt a Locally Preferred Alternative
  - Begin environmental documentation (DEIS)

# 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 EIS for FTA review.

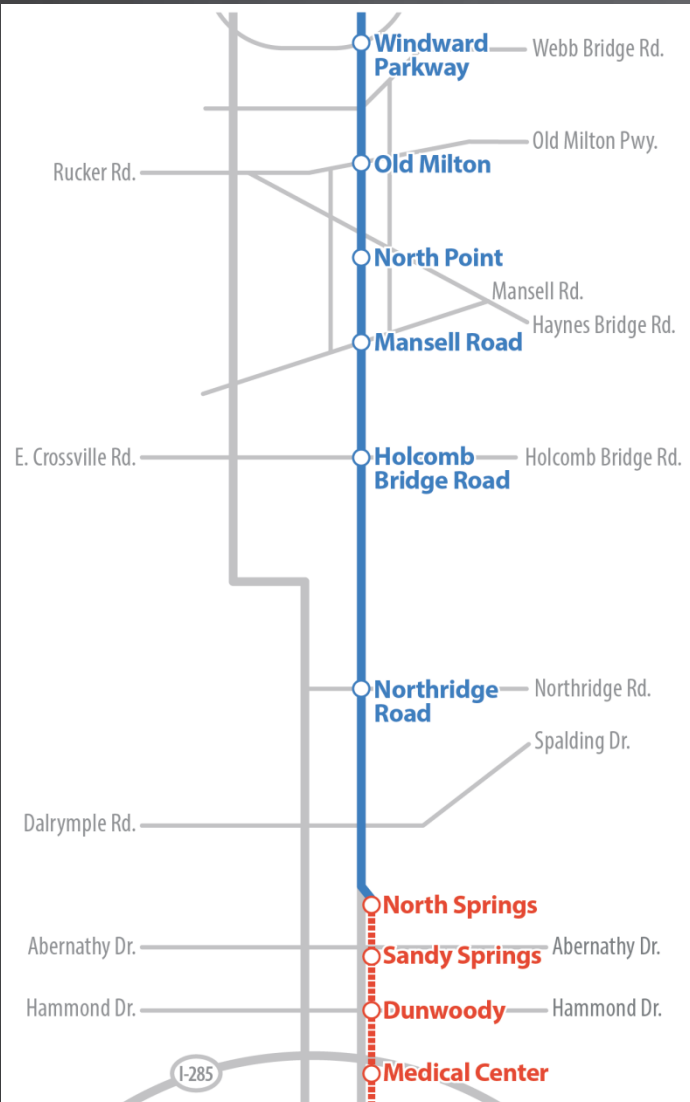
FTA = Federal Transit Administration

NEPA = National Environmental Policy Act

EIS = Environmental Impact Statement



# Overview of Potential Alternatives



## Georgia 400 – 1 (A)

### Alignment

- 11.9 miles Long
- North Springs Station – Windward via GA 400

### Transit Technology

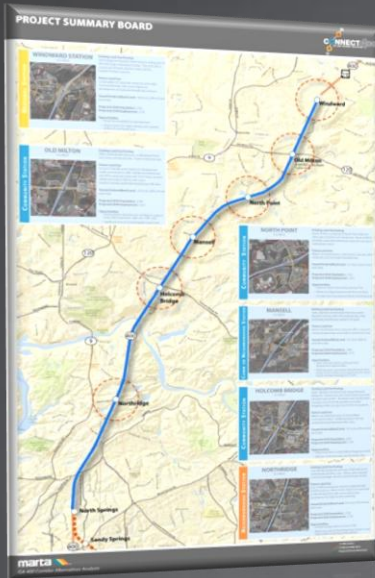
- Bus Rapid Transit
- Light Rail/Streetcar
- Heavy Rail

### Potential Stations

- Northridge
- Holcomb Bridge
- Mansell Road
- North Point
- Old Milton (LRT/BRT only)
- Windward Parkway

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

# Early Scoping Phase 1 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

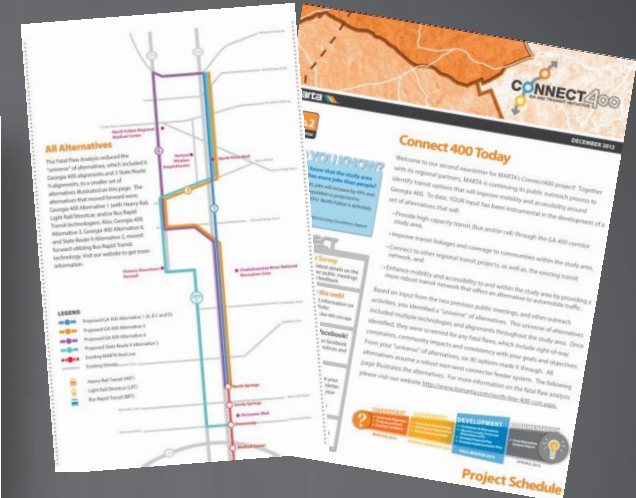
**Contact:** Janide Sidifali, MARTA Project Manager  
[www.tdmarta.com/north-line-400-corr.aspx](http://www.tdmarta.com/north-line-400-corr.aspx)

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



## City Council Presentations

## Public Meeting

## PSC Meeting

- Alpharetta City Council  
September 16
- Roswell City Council  
September 30
- Sandy Springs City Council  
October 1
- Milton City Council  
October 14

- September 26, 2013,  
Alpharetta City Hall:  
over 100 attendees

- October 17, 2013



# 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

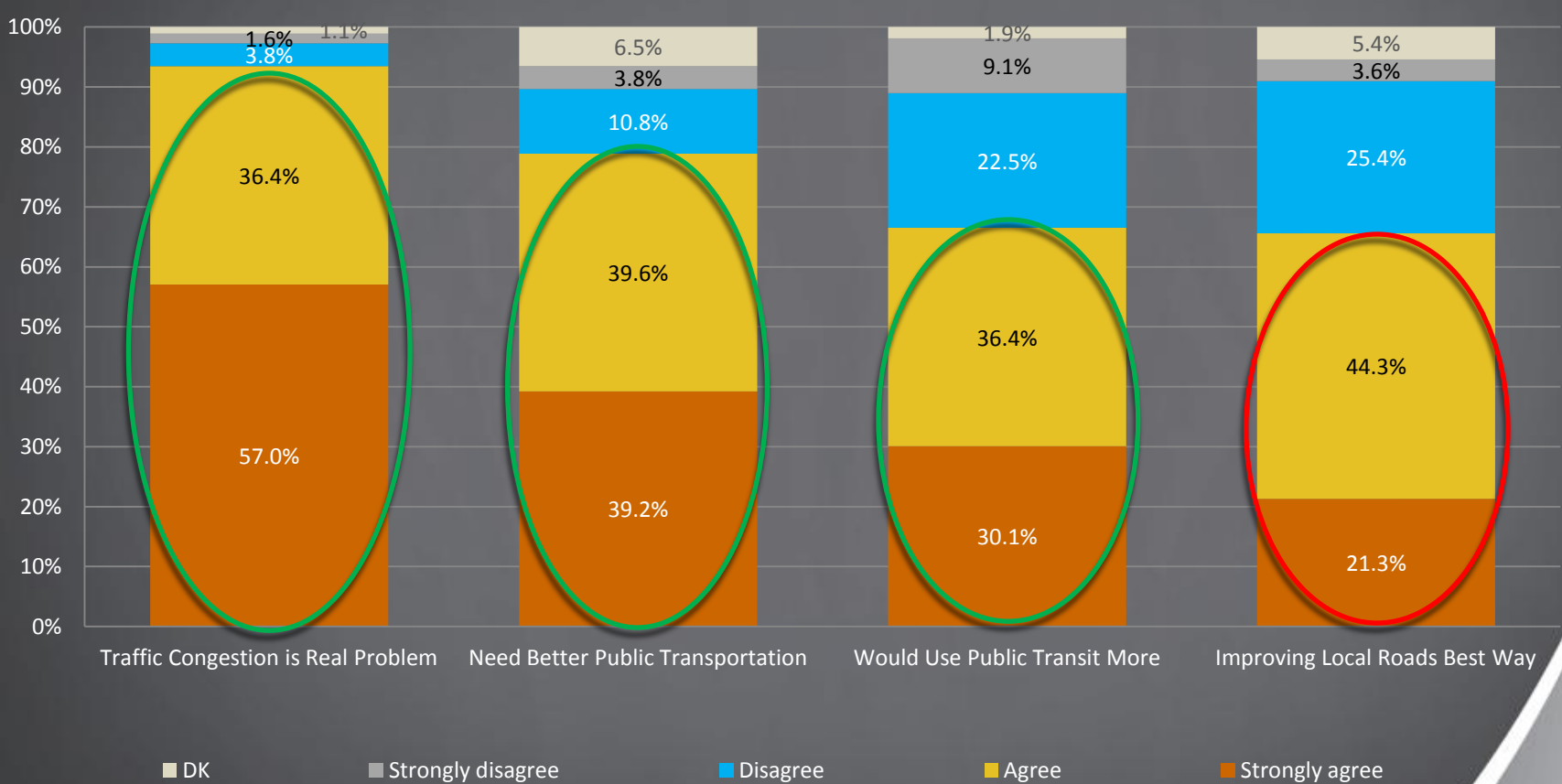


# Scientific Survey Background

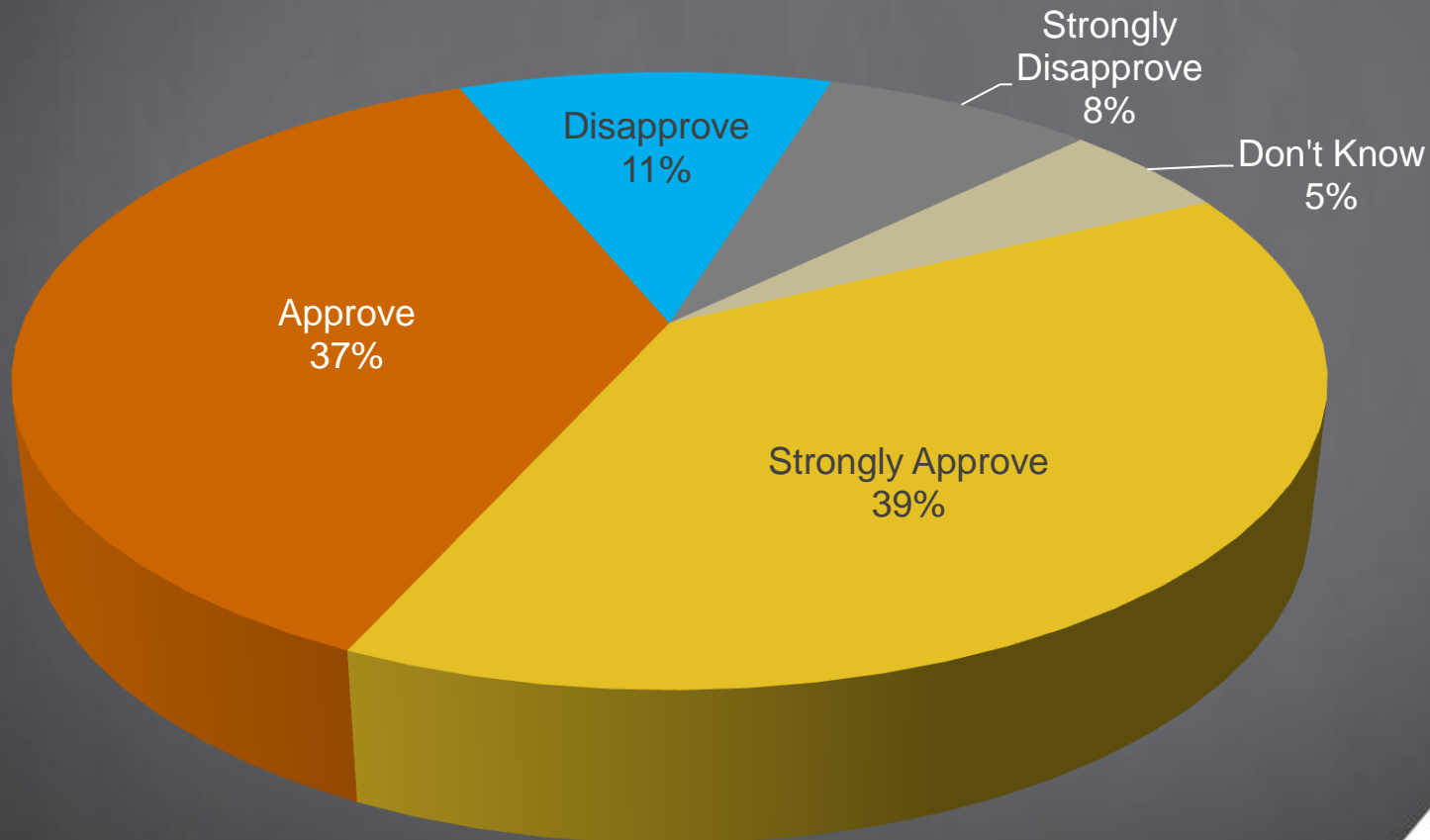
- Recommended as part of Early Scoping – Phase 1
- Initiated in March 2014 with KSU – A.L. Burruss Institute of Public Service and Research
- 612 North Fulton **RESIDENTS** responded via phone
  - Cellphone (200)
  - Landline (412)
- 463 North Fulton **EMPLOYEES** responded via internet
  - Online survey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



# Survey Results: Perceptions of RESIDENTS on Transportation Issues

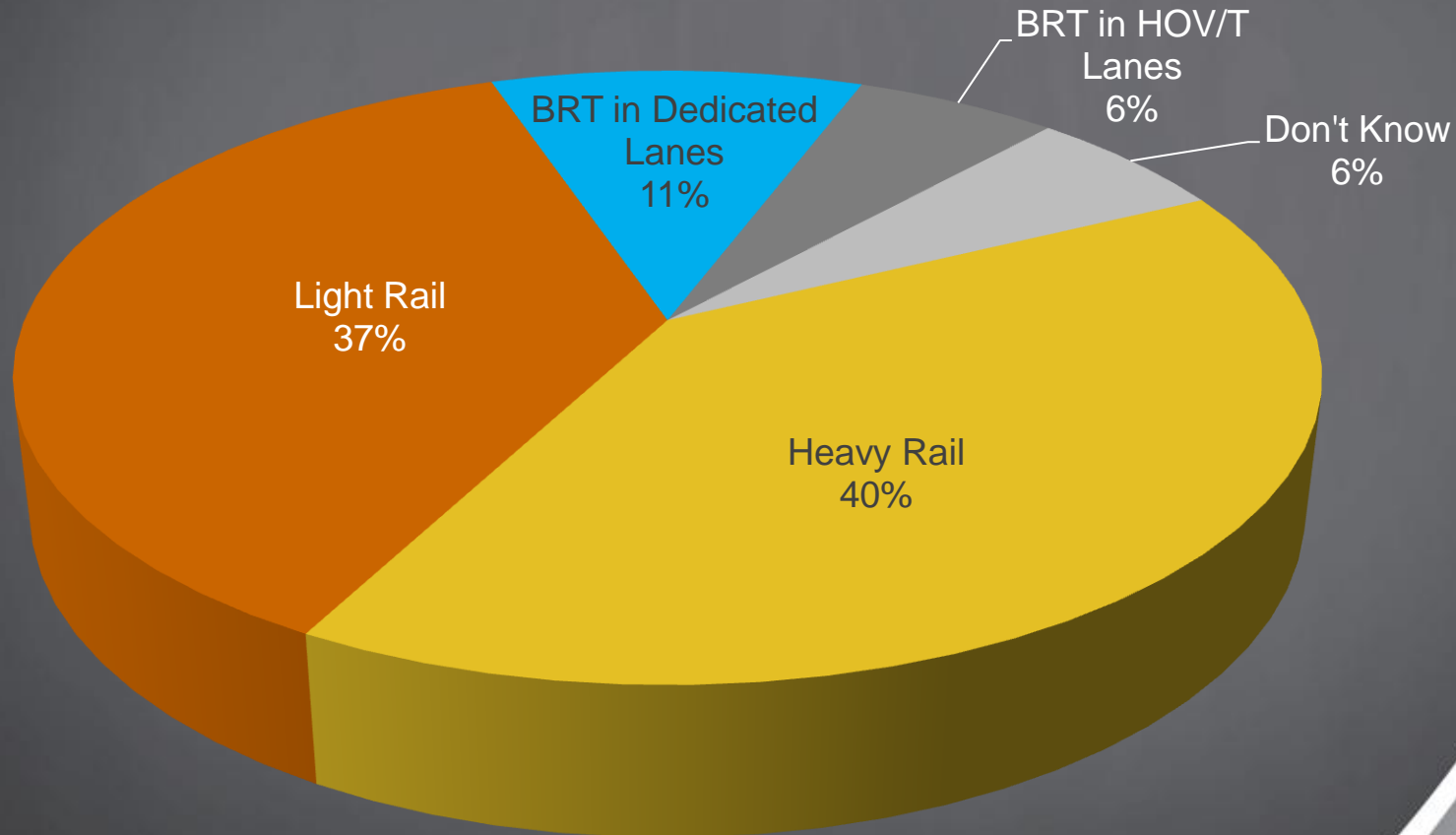


# RESIDENT Survey Results: Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?

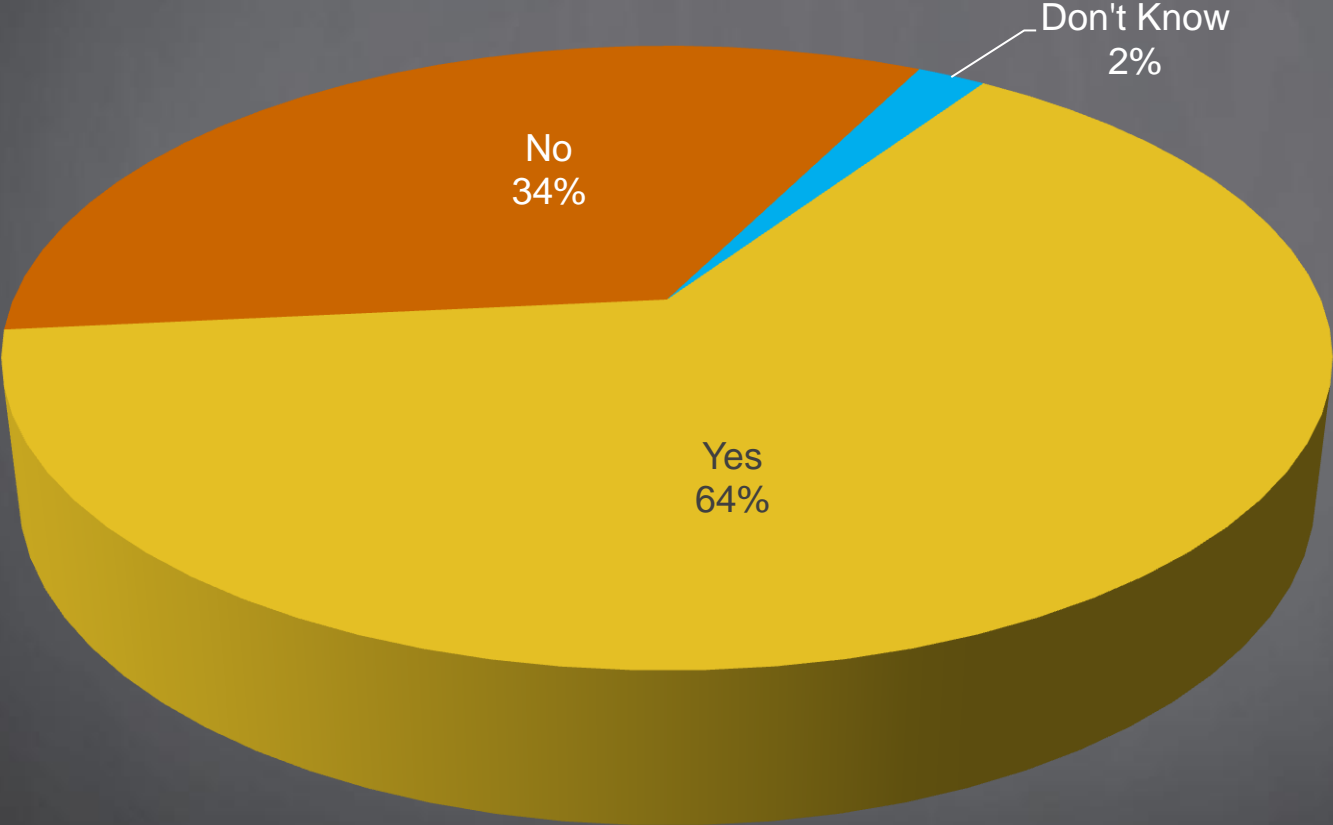


# RESIDENT Survey Results: How Should MARTA Expansion Be Accomplished?\*

\*Asked only of those who approve of expansion

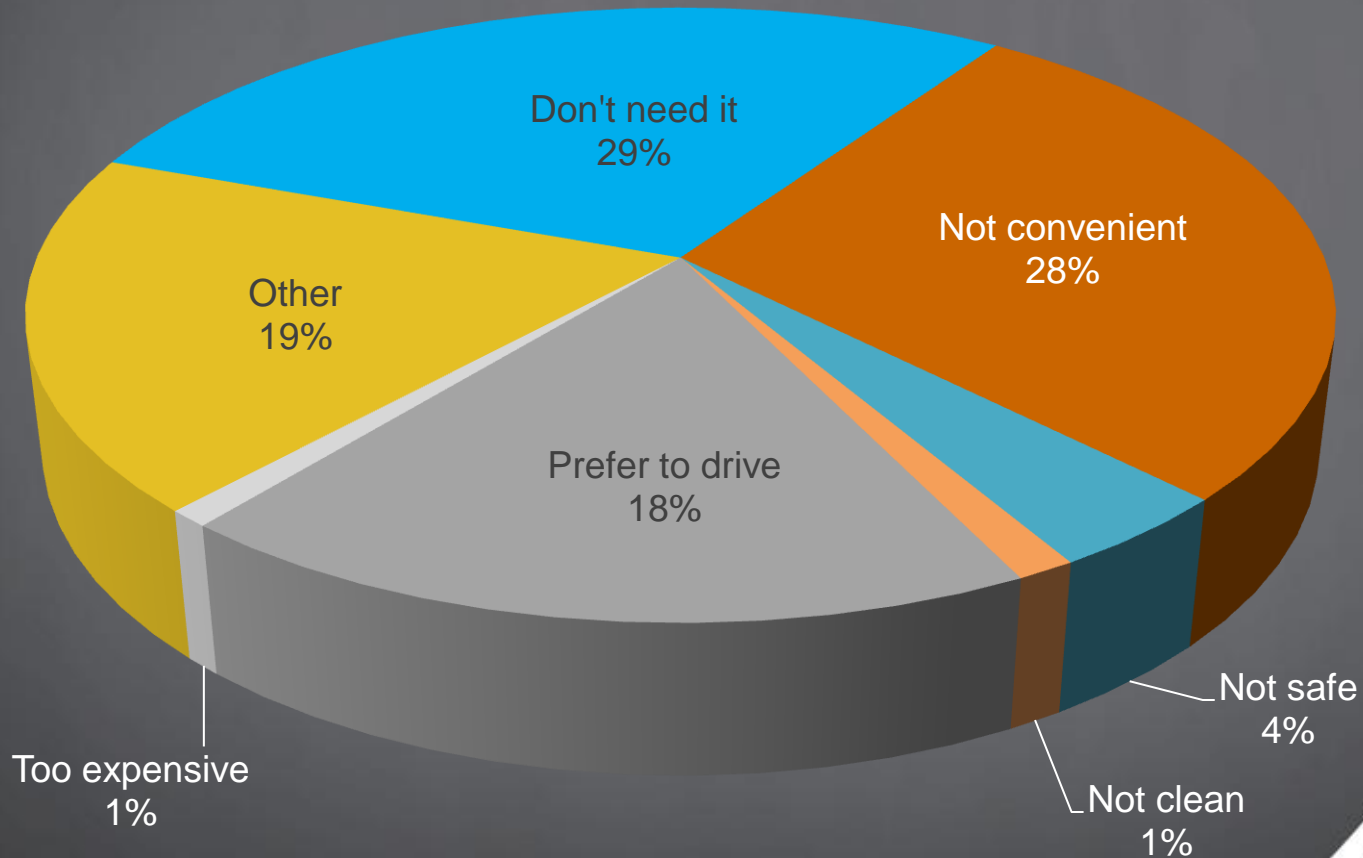


# RESIDENT Survey Results: Would New MARTA Stations Up GA-400 to Forsyth County Line Encourage Respondents to Use MARTA More Often?



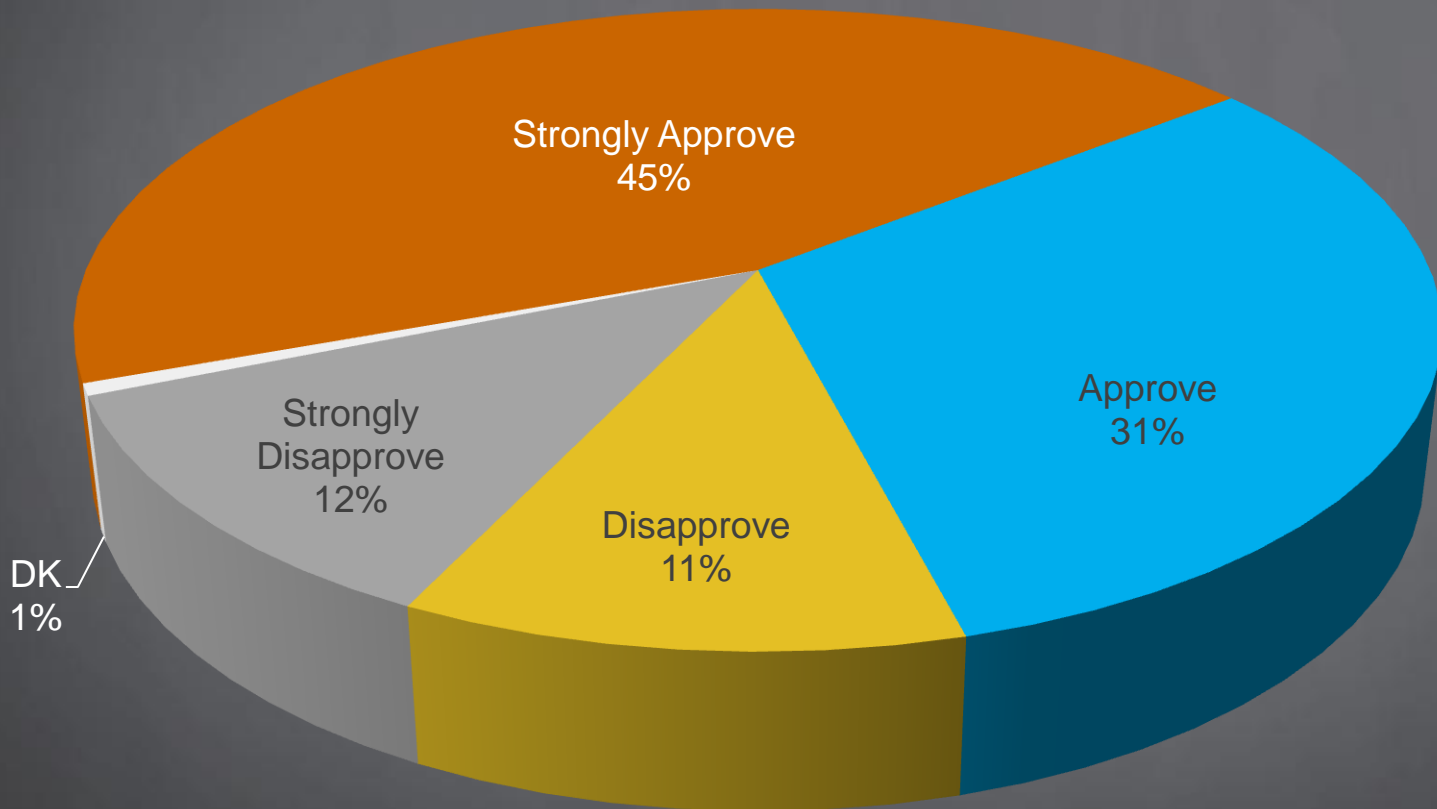
# RESIDENT Survey Results: Why Hasn't Respondent Used MARTA?\*

\*Asked only of those who have not used either bus or train



# EMPLOYEE Survey Results

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



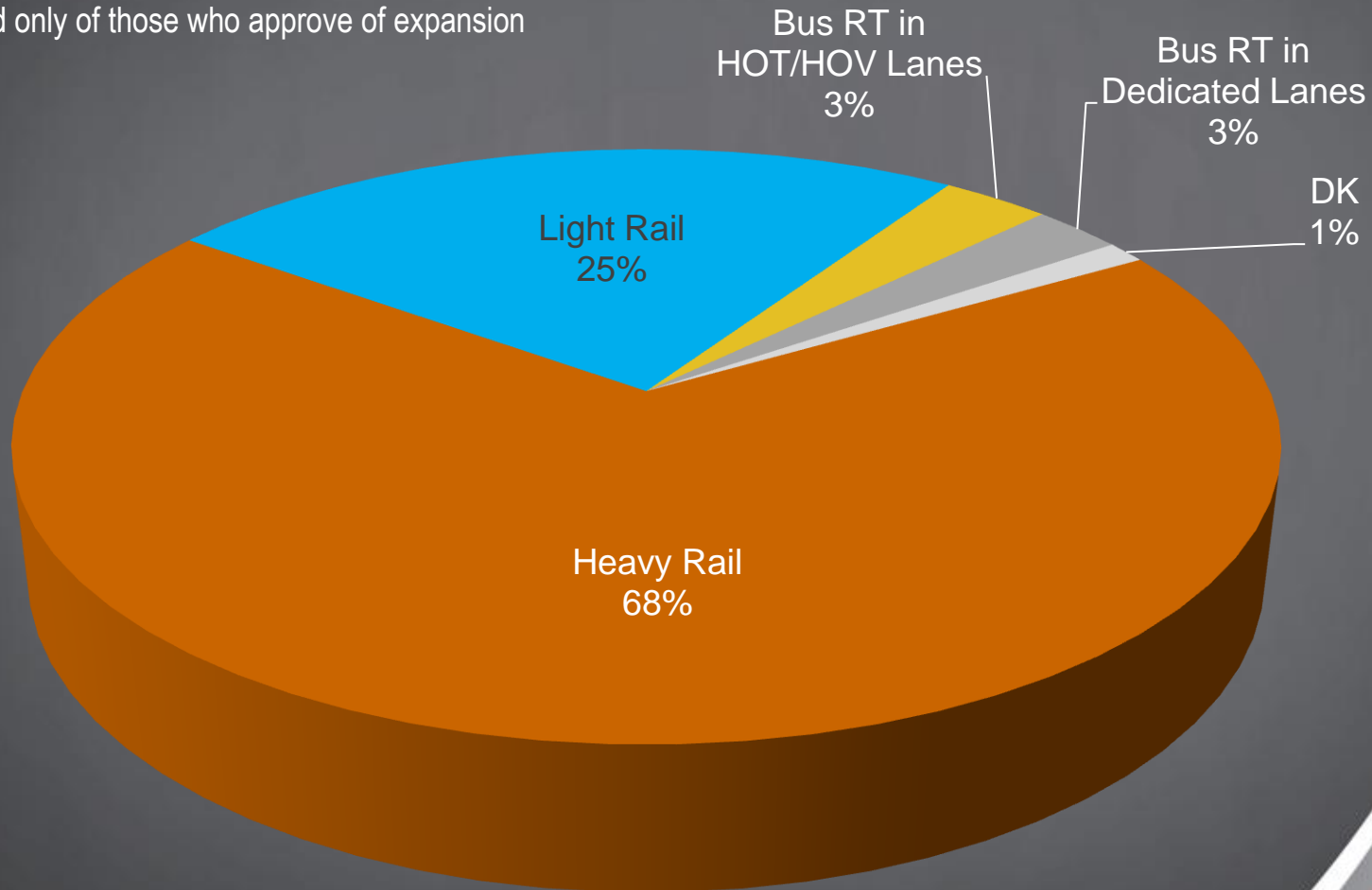
- **RESIDENTS:** 39% Strongly Approve / 37% Approve (Consistent 76% Approval)



# EMPLOYEE Survey Results

## How Should MARTA Expansion Be Accomplished?\*

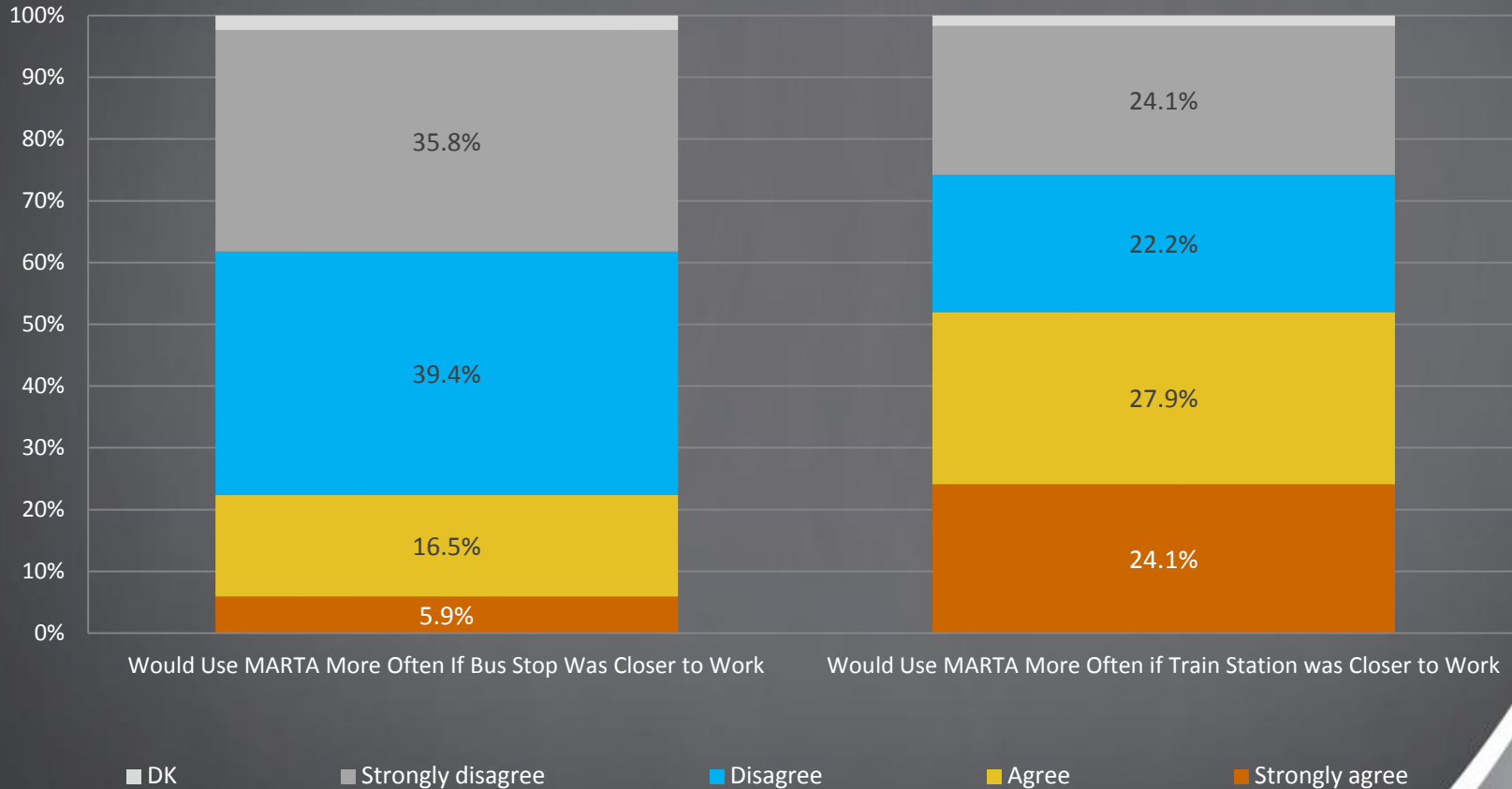
\*Asked only of those who approve of expansion



- **RESIDENTS:** 40% Heavy Rail / 37% Light Rail / 17% total Bus Rapid Transit

# EMPLOYEE Survey Results

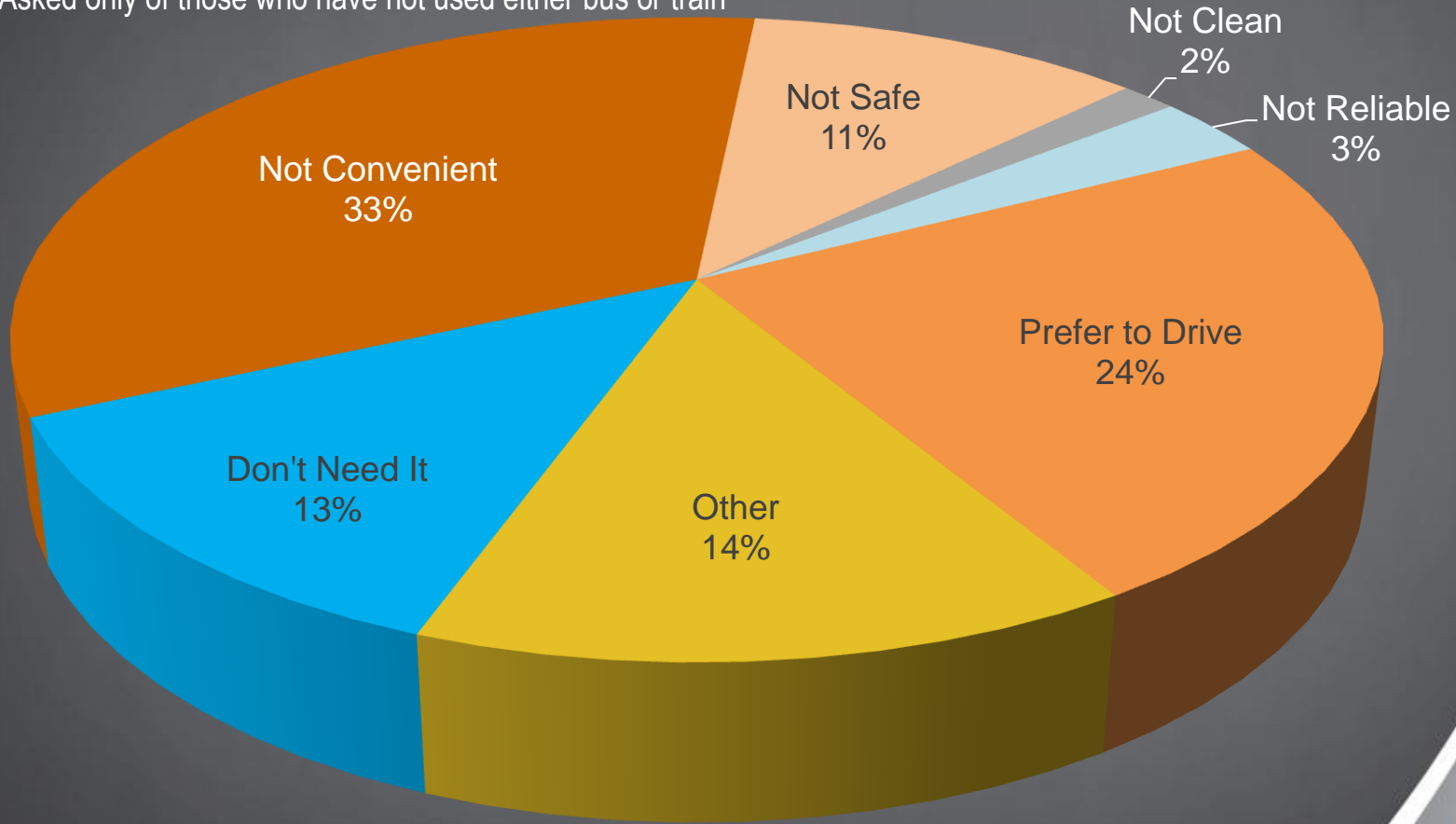
## Would New MARTA Stations Up GA 400 to Forsyth County Line Encourage Respondents to Use MARTA More Often?



# EMPLOYEE Survey Results

## Why Hasn't Respondent Used MARTA?\*

\*Asked only of those who have not used either bus or train



- **RESIDENTS:** Convenience 28% / Driving 18% / Don't Need 29% / Not Safe 4%

# 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 June 2014.



# Early Scoping Phase 2 - Activities

- Conduct preliminary New Starts evaluation
- Engage elected officials, businesses, and residents, with an increased focus on community groups
  - Share survey results for consideration
  - Present completed and ongoing technical analysis
    - Preliminary New Starts Evaluation
    - ARC Economic Impact Analysis

Both steps will inform the identification of a preferred technology

# 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





# Upcoming Community Meetings

- **Thursday, June 12, 7PM-8:30PM**  
Presentation to Northridge Homeowners Association  
Dunwoody Community Church
- **Tuesday, July 8, 6:30PM-8PM**  
Public Meeting #1 – Johns Creek Environmental Campus
- **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

# Next Steps

- Complete preliminary New Starts evaluation (Summer 2014)
- Conduct Early Scoping Phase 2 (Summer 2014)
- Identify preferred technology and recommend Locally Preferred Alternative to the MARTA Board (Fall 2014)
- Initiate Draft Environmental Impact Statement (Fall 2014)

# Questions?

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