

South Fulton Parkway Transit Feasibility Study

Stakeholder Committee Meeting #2

June 8, 2009



Metropolitan Atlanta Rapid Transit Authority

Meeting Agenda

- I. Study Purpose and Schedule
- II. Review of Previous Plans and Studies
- III. Transit Propensity and Market Definition
 - A. Demographics and Forecasts
 - B. Travel Trends
 - C. Land Use and Development Trends
 - D. Transportation Conditions
 - E. Stakeholder Input
- IV. Major Findings
- V. Needed Actions
- VI. Next Steps

Study Purpose and Schedule

- As cooperative partner of TPB, study being undertaken by MARTA to investigate transit potential along South Fulton Parkway as part of Concept 3

Project Schedule												
Month	Mar '09		Apr '09		May '09		Jun '09		Jul '09		Aug '09	
Task 1: Assessment of Baseline Conditions												
Task 2: Scoping of Transit Alternative Scenarios												
Task 3: Run and Evaluate Scenarios												
Task 4: Feasibility Recommendations												

Review of Previous Plans and Studies

Regional Initiatives

- Transit Planning Board Concept 3
- ARC Envision6 Regional Transportation Plan
- ARC Regional Development Plan
- Southern Regional Accessibility Study
- Atlanta Regional Freight Mobility Plan

Local Comprehensive Plans

- Fulton County
- City of College Park
- City of Union City
- City of Fairburn
- City of Palmetto
- City of Chattahoochee Hills

LCI Studies

- Union City LCI Study
- Old National Highway LCI Study
- Chattahoochee Hill Country LCI Study
- College Park LCI Study

Other Studies

- South Fulton Parkway Corridor Study
- Parkway South Development Plan
- Union City Urban Redevelopment Plan
- GDOT Access Management Plan



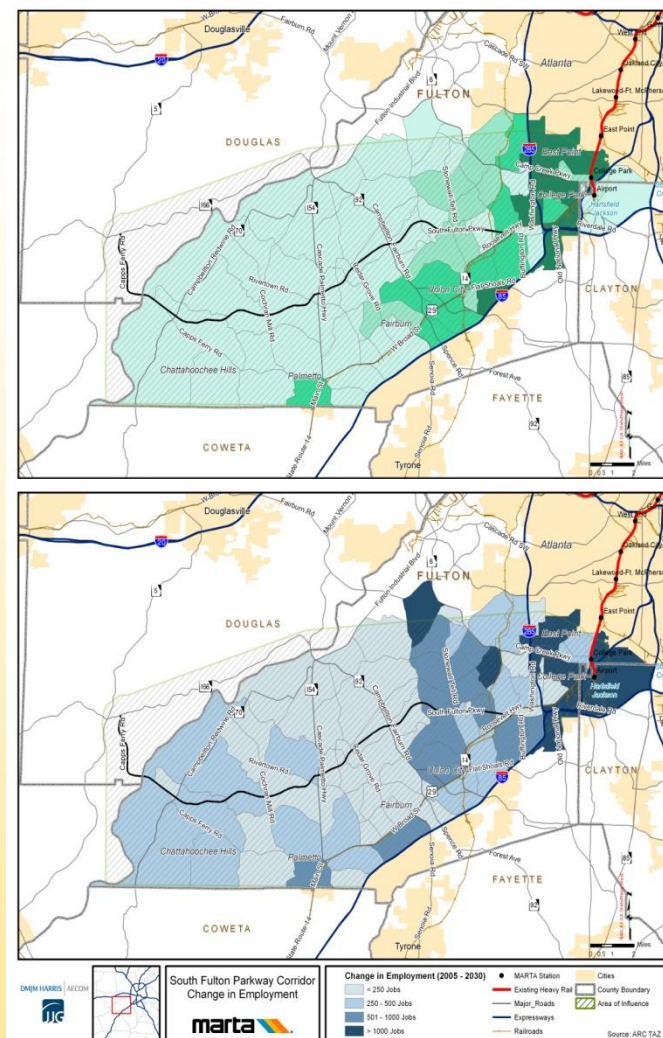
Transit Propensity and Market Definition

The factors that help identify transit propensity and define the transit market in corridor:

- Demographics and Forecasts – US Census, ARC population and employment projections
- Travel Trends – Trip origins and destinations, mode choice
- Land Use and Development Trends – Existing and future land uses, planned development
- Transportation Conditions – Existing and projected LOS, transit services, planned and programmed improvements
- Stakeholder Committee Input – Major themes, different perspectives

Demographics and Forecasts

- Study area primarily void of concentrations of transit dependent populations
- Projected population at densities less than 4 units per acre throughout most of corridor
- Future employment densities low, due to types of employment projected in corridor



Travel Trends

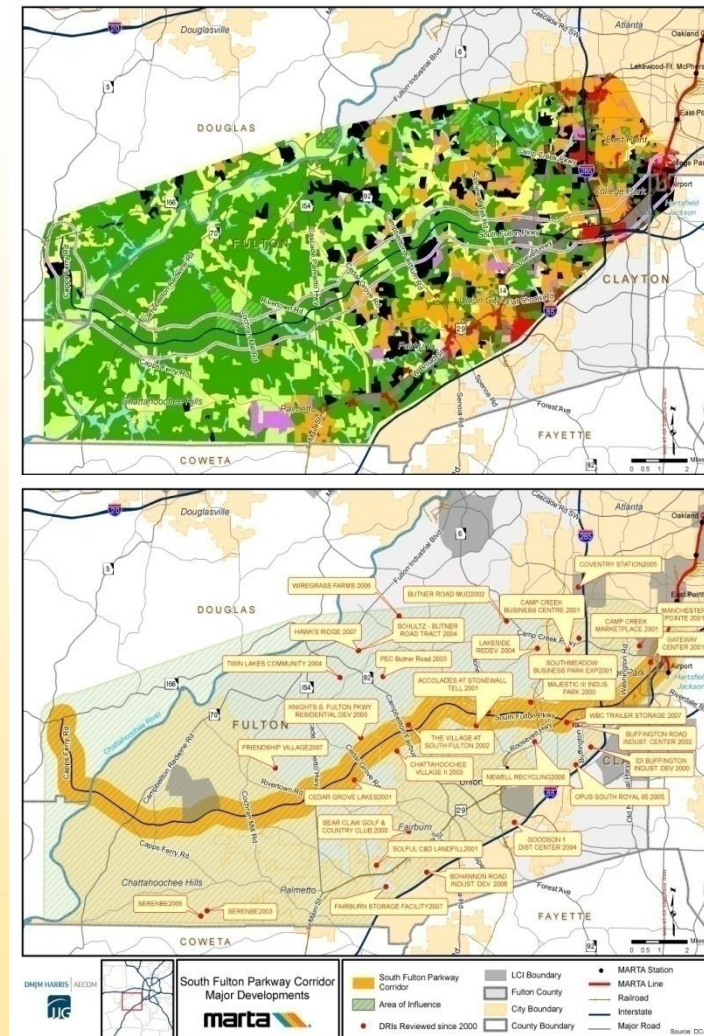
- Most corridor trips external in nature
- Outgoing home-based work (HBW) trips destined for City of Atlanta and H-JAIA;
- HBW to the area from Coweta and Clayton Counties
- Approximately 85% of HBW trips projected to be SOV; transit share <5%

Daily Trips to S Fulton Pkwy Corridor (Attractions)				
	Year 2005	Trip Share	Year 2030	Trip Share
Internal Trips	5,872	17.3%	17,456	22.5%
External Trips				
Clayton	4,502	13.3%	8,313	10.7%
DeKalb	3,014	8.9%	5,026	6.5%
City of Atlanta	3,310	9.7%	7,507	9.7%
Fayette	2,789	8.2%	6,447	8.3%
Coweta	2,759	8.1%	9,156	11.8%
Cobb	2,133	6.3%	3,380	4.4%
Henry & Newton	1,809	5.3%	5,201	6.7%
Rest of S Fulton County	1,710	5.0%	3,304	4.3%
Douglas	1,588	4.7%	4,949	6.4%
Other	4,465	13.2%	6,846	8.8%
Total	33,949	100.0%	77,583	100.0%

Daily Trips from S Fulton Pkwy Corridor (Productions)				
	Year 2005	Trip Share	Year 2030	Trip Share
Internal Trips	5,872	10.9%	17,456	18.6%
External Trips				
City of Atlanta	10,228	19.0%	15,749	16.8%
CBD	5,438	10.1%	7,666	8.2%
Airport within S Fulton Corridor	4,910	9.1%	7,703	8.2%
Clayton	3,884	7.2%	6,245	6.6%
DeKalb	3,879	7.2%	4,419	4.7%
Cobb	3,226	6.0%	5,035	5.4%
FIB	2,648	4.9%	3,736	4.0%
Midtown	2,016	3.7%	2,765	2.9%
Fayette	1,842	3.4%	4,979	5.3%
Rest of S Fulton County	1,170	2.2%	4,864	5.2%
Other	8,837	16.4%	13,304	14.2%
Total	53,948	100.0%	93,921	100.0%

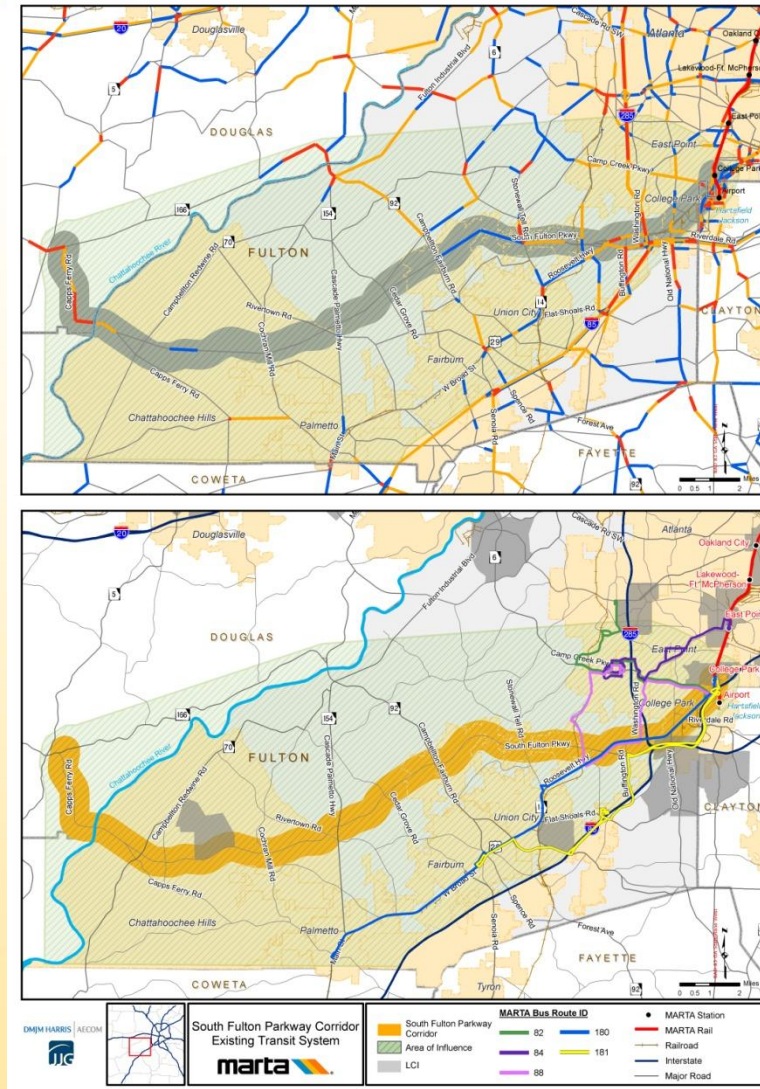
Land Use and Development Trends

- Very rural and/or suburban land use patterns
- Most non-residential uses in eastern portion of study area
- Suburban residential with activity nodes planned for study area
- High levels of ongoing development activity
- Union City portion planned for more intense development patterns (Parkway South)



Transportation Conditions

- Most roadways in study area currently and projected to operate at LOS C or better in 2030
- Most of the study area not serviced by transit; route ridership averages 2,000 per day
- Limited number of roadway improvements within cost-feasible Envision6 RTP



Stakeholder Committee Participants

Regional and State Agencies

- Atlanta Regional Commission*
- Georgia Department of Transportation*
- Georgia Regional Transportation Agency*
- Hartsfield-Jackson International Airport*

Business Groups / Contacts

- South Fulton Chamber of Commerce
- South Fulton Parkway Alliance*
- Old National Merchants Association*
- South Fulton CID/Tri-County Alliance*
- Publix Supermarket (in Study Area)*

Citizens Groups

- Chattahoochee Hills Civic Association*
- Cliftondale Homeowners Association*

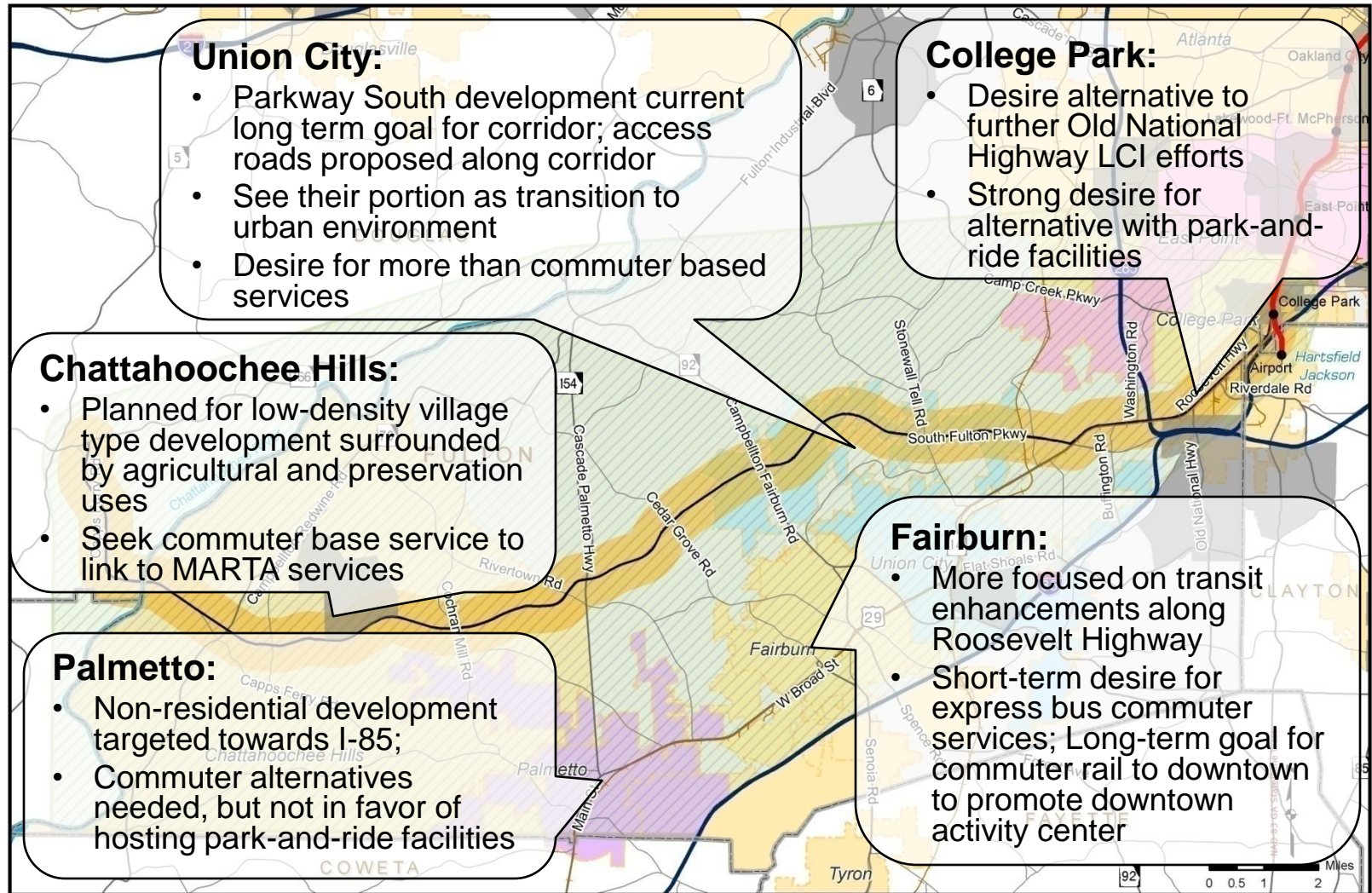
Local Jurisdictions

- Fulton County
 - Board of Commissioners
 - Board of Education*
 - Planning and Zoning*
 - Public Works*
- City of Union City*
- City of College Park*
- City of Fairburn*
- City of Palmetto*
- City of Chattahoochee Hills*

* - Subject to stakeholder interview

** - Targeted for future interview

Stakeholder Input



Major Findings

Demographic Trends

- There are few low-income and zero-vehicle households throughout most of the study area
- The corridor is projected to be characterized by very low densities, with respect to both employment and population, in the year 2030
- The jobs-housing ratio in the study area is very low

Travel Trends

- Majority of current trips both to and from the corridor are external, with high most trips attracted and generated to H-JAIA and employment centers in Atlanta
- Transit mode choice is projected to be very low (<5%)

Major Findings

Land Use and Development Trends

- Very rural and/or suburban development patterns being planned in area
- High level of current development activity in the study area
- Parkway South warrants consideration and monitoring

Stakeholder Input

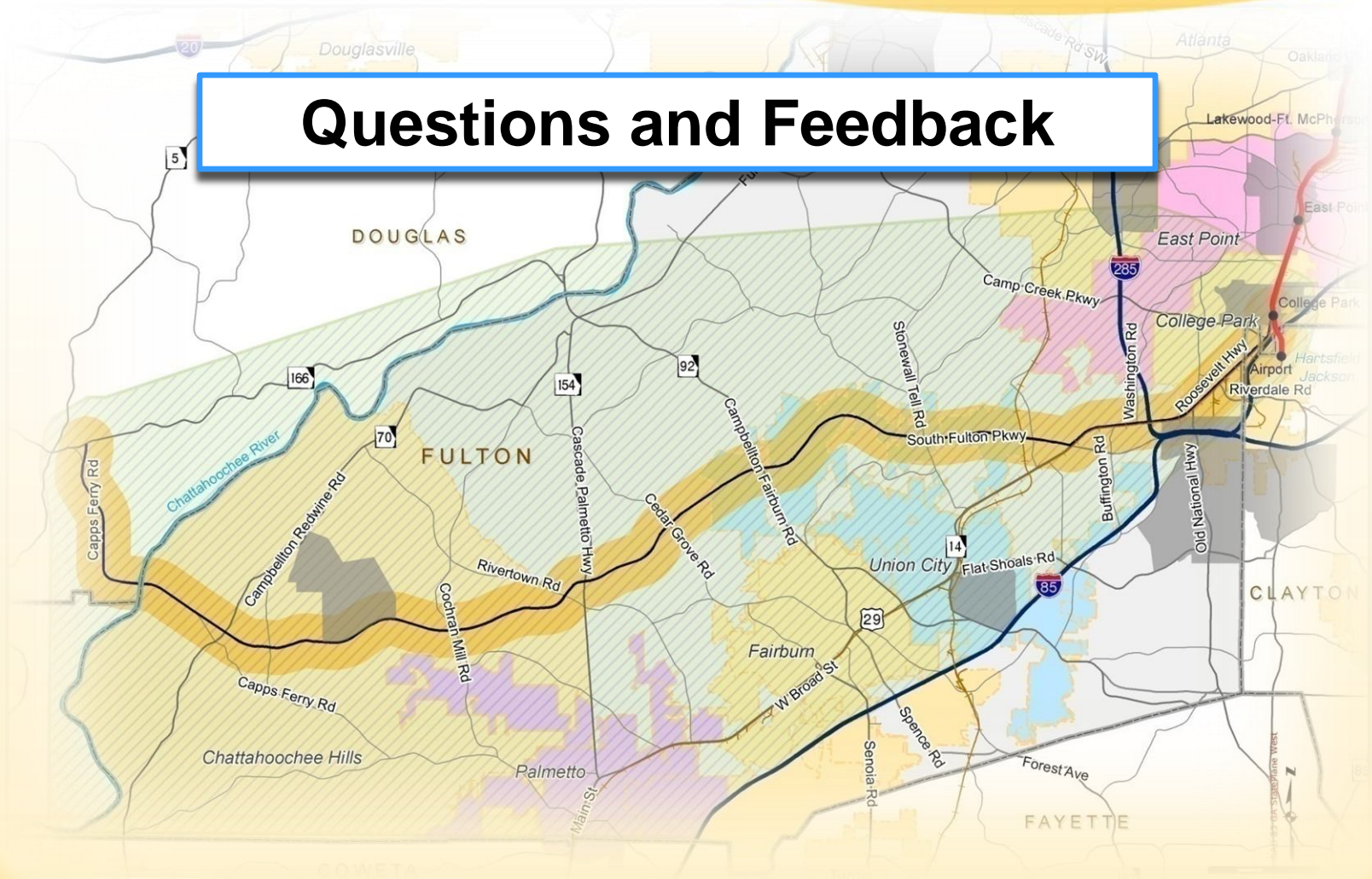
- Desire to maintain rural character of the area
- General preference for commuter-based services
- Corridor preservation and access management are objectives that should be prioritized

Major Findings

The transit and land use will be developed and tested that incorporates the following assumptions based on the major findings:

- Commuter-based service is needed and preferred
- Rail technology is not supported by current policy nor sentiment; however, it should not be eliminated for long-term consideration
- Routing flexibility is critical
- Local, frequent stop bus service is not appropriate along South Fulton Parkway
- The typical rider of the alternative will not be transit-dependent

Questions and Feedback



Transit Scenarios – Express Bus – Phase 1

SR 92: DOUGLAS

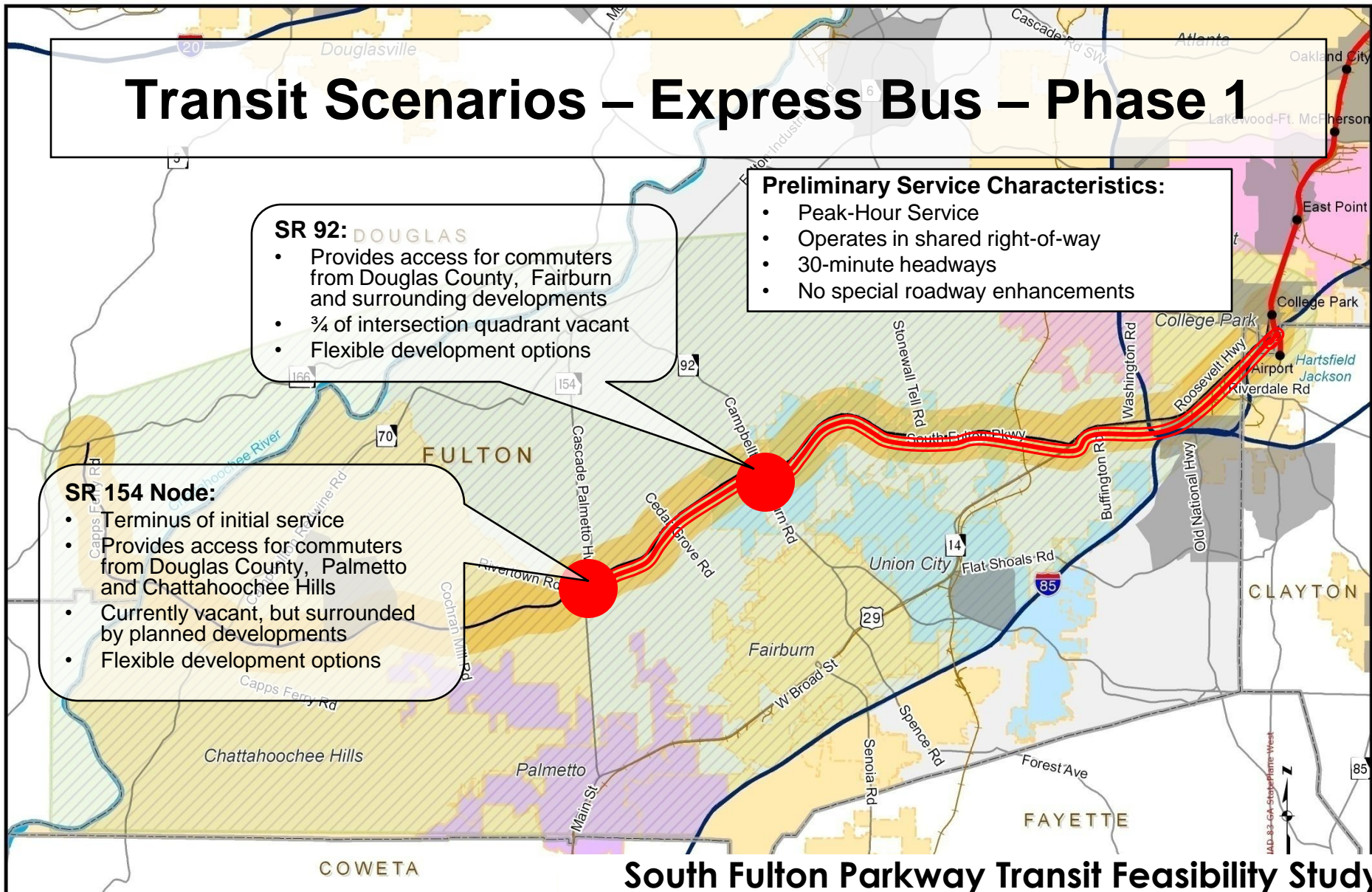
- Provides access for commuters from Douglas County, Fairburn and surrounding developments
- $\frac{3}{4}$ of intersection quadrant vacant
- Flexible development options

Preliminary Service Characteristics:

- Peak-Hour Service
- Operates in shared right-of-way
- 30-minute headways
- No special roadway enhancements

SR 154 Node:

- Terminus of initial service
- Provides access for commuters from Douglas County, Palmetto and Chattahoochee Hills
- Currently vacant, but surrounded by planned developments
- Flexible development options



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Transit Scenarios – Express Bus – Phase 2

SR 92: DOUGLAS

- Provides access for commuters from Douglas County, Fairburn and surrounding developments
- $\frac{3}{4}$ of intersection quadrant vacant
- Flexible development options

Preliminary Service Characteristics:

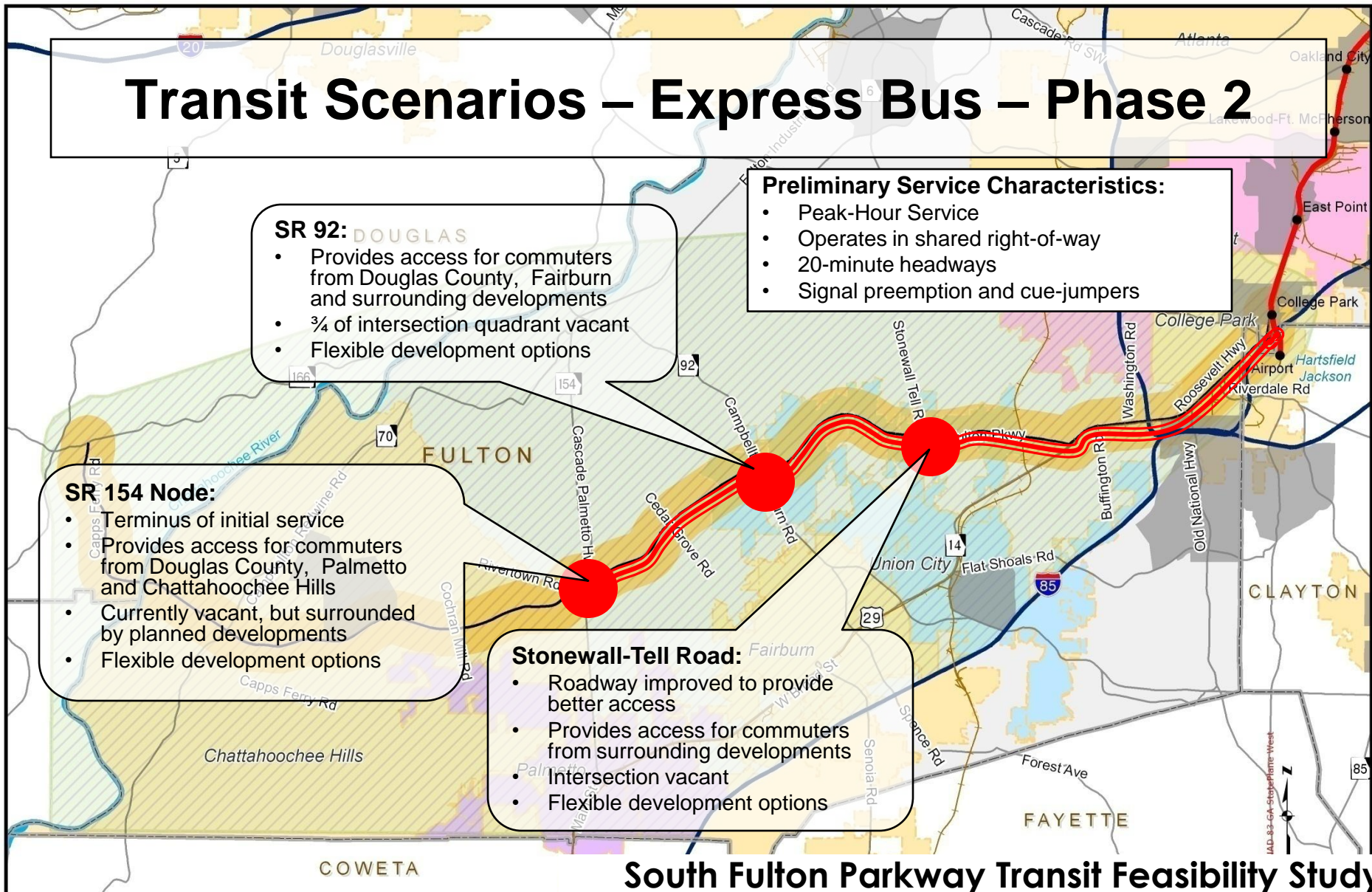
- Peak-Hour Service
- Operates in shared right-of-way
- 20-minute headways
- Signal preemption and cue-jumpers

SR 154 Node:

- Terminus of initial service
- Provides access for commuters from Douglas County, Palmetto and Chattahoochee Hills
- Currently vacant, but surrounded by planned developments
- Flexible development options

Stonewall-Tell Road:

- Roadway improved to provide better access
- Provides access for commuters from surrounding developments
- Intersection vacant
- Flexible development options



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Transit Scenarios – Enhanced Bus

SR 92: DOUGLAS

- Provides access for commuters from Douglas County, Fairburn and surrounding developments
- $\frac{3}{4}$ of intersection quadrant vacant
- Flexible development options

Preliminary Service Characteristics:

- All day service
- Operates in exclusive right-of-way portions
- 15-minute peak hour headways, 20 minute non-peak
- At-grade signal preemption and queue jumpers

SR 154 Node:

- Terminus of initial service
- Provides access for commuters from Douglas County, Palmetto and Chattahoochee Hills
- Currently vacant, but surrounded by planned developments
- Flexible development options

Stonewall-Tell Road:

- Roadway improved to provide better access to park and ride facility
- Provides access for commuters from surrounding developments
- Intersection vacant
- Flexible development options

Old National Highway:

- New TOD node to provide access off of major north-south facility after extension to Camp Creek Parkway
- Further LCI initiatives
- Flexible development options

South Fulton Parkway Transit Feasibility Study

Transit Scenarios – Bus Rapid Transit

SR 92: DOUGLAS

- Provides access for commuters from Douglas County, Fairburn and surrounding developments
- $\frac{3}{4}$ of intersection quadrant vacant
- Flexible development options

Preliminary Service Characteristics:

- All day service
- Operates in exclusive right-of-way except at station locations
- 15-minute peak hour headways, 20 minute non-peak
- Grade-separated intersections

SR 154 Node:

- Terminus of initial service
- Provides access for commuters from Douglas County, Palmetto and Chattahoochee Hills
- Currently vacant, but surrounded by planned developments
- Flexible development options

Stonewall-Tell Road:

- Roadway improved to provide better access to park and ride facility
- Provides access for commuters from surrounding developments
- Intersection vacant
- Flexible development options

Old National Highway:

- New TOD node to provide access off of major north-south facility after extension to Camp Creek Parkway
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South Fulton Parkway Transit Feasibility Study

BRT Characteristics



General Characteristics

- Limited-stop service
- Can operate on exclusive rights of way or in shared rights of way
- Combines ITS technology, priority for transit, and rapid and convenient fare collection

Operating Characteristics

- 40-80 persons per vehicle (one bus)
- 120-4,800 persons per hour
- 45-70 miles per hour

Costs

- \$354,000-\$584,000 per vehicle
- \$85-\$180 million per mile to construct
- \$3.40-\$9 per revenue mile to operate



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Metropolitan Atlanta Rapid Transit Authority

Land Use Scenarios

There will be two land use scenarios tested as part of the :

- **Trend Scenario** – a land use pattern based on the current development trends with commercial development nodes at the following intersections:
 - Cascade-Palmetto Highway (SR 154)
 - Campbellton-Fairburn Road (SR 92)
 - Stonewall Tell Road
- **Intensified Development Scenario** – The trend scenarios complemented with the Parkway South Economic Development Plan and intensified development at Old National Highway node

Land Use Scenarios

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What Needs to Occur – Trend Scenario

- **Establish a consistent vision among the local jurisdictions for the corridor**
- **Maintain access management along the corridor between commercial nodes**
- **Maintain corridor ROW for potential enhancement needed for queue jumping lanes**
- **Coordination with private sector to promote transit-oriented development**
- **Maintain coordination activities with GRTA to promote needed service**

What Needs to Occur – Intensified Development Scenario

- Establish a consistent vision among the local jurisdictions for the corridor
- Maintain access management **and dedicated ROW for BRT service** along the corridor between commercial nodes
- Maintain corridor ROW for potential enhancement needed for queue jumping lanes and
- Coordination with private sector to promote transit-oriented development
- Maintain coordination activities with GRTA and MARTA to promote needed service

Next Steps

- **Finalize specific population and employment densities for land use scenarios**
- **Test both land use scenarios in the regional travel demand model for express bus and BRT scenario**
- **Develop final transit service recommendations based on travel demand results and stakeholder input**
- **Develop recommendations for local governments to promote TOD activities necessary to support transit service recommendations**