

MARTA's blueprint for the future



COFFEE AND CONVERSATION
Kyle Keahey, More MARTA Atlanta | Dec. 5, 2018

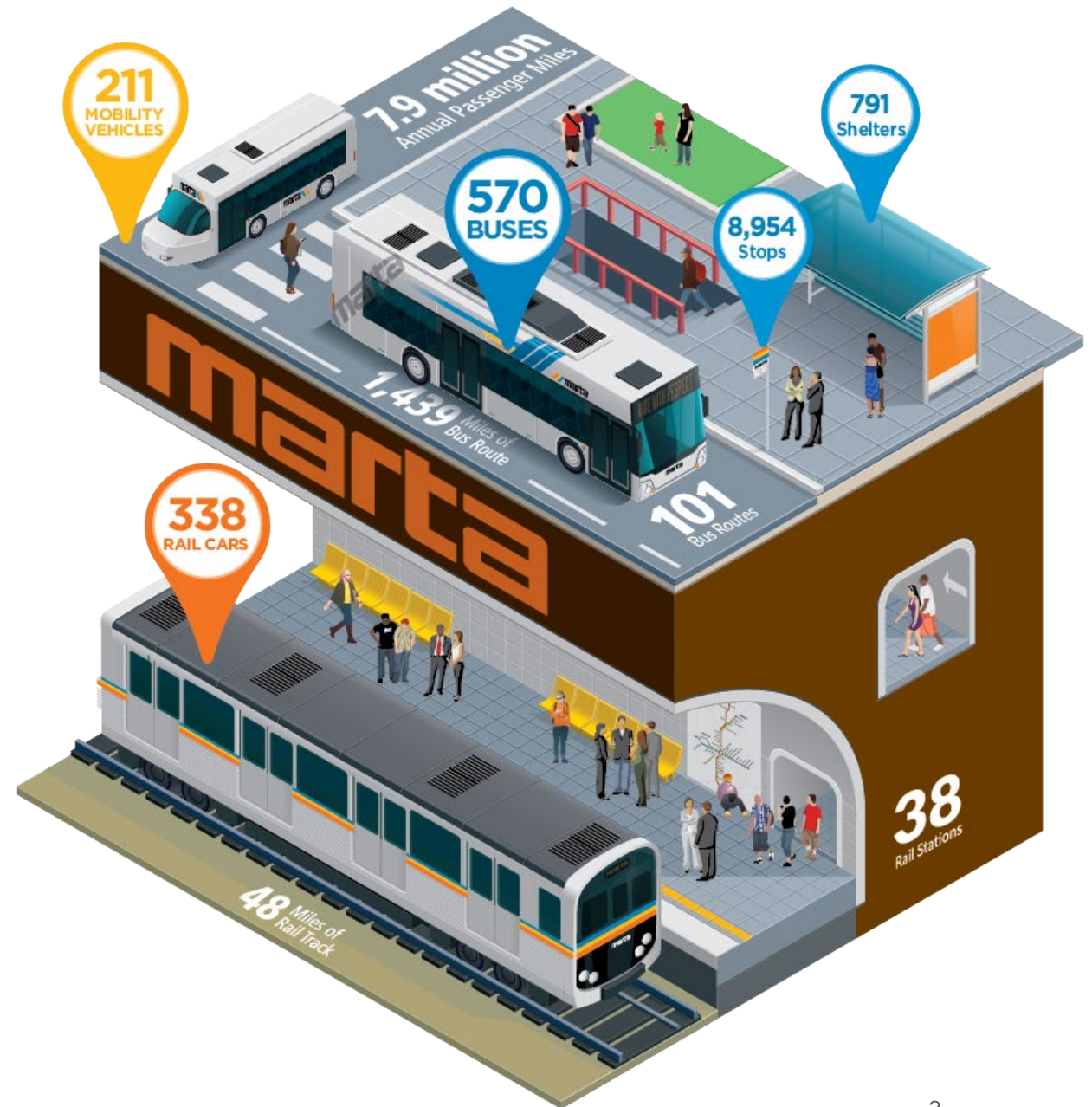
TODAY'S AGENDA

- About MARTA
- Economic development/local impact
- More MARTA Atlanta program
 - Program summary/timeline
 - Historic vote
 - Project maps
 - Program benefits
 - Other initiatives
 - Next steps
- Doing business with MARTA
 - Business opportunities
 - Request for proposals
 - Disadvantaged Business Enterprise
- Questions and answers



ABOUT MARTA

- Formed in 1971 as a bus-only system
- Heavy rail operations began in 1979
- Ninth largest U.S. transit system
 - 38 rail stations
 - 338 rail cars
 - 570 buses
 - 211 Mobility vehicles
 - 450,000 daily riders
 - 7.9 million annual riders
- Serves Fulton, DeKalb and Clayton counties



ADOPTED BUDGET

\$496.5M

FY19 Net Operating Expenses

+

\$485.0M

FY19 Total Capital Expenditures

\$981.5M

Total FY19



ECONOMIC DEVELOPMENT

- Transit, particularly heavy rail, has been key to region's economic prosperity
- Companies are relocating near MARTA stations to put transit service close to employees. These companies include:
 - State Farm
 - Mercedes-Benz
 - NCR
 - WorldPay
 - PulteGroup
 - Interface



MARTA'S LOCAL ECONOMIC IMPACT

\$1.4B

annual economic activity
driven by MARTA

24,864

MARTA jobs supported
by rail and bus service

4.87%

unemployment in MARTA's
service area in 1Q18
(down from 5.71% in 1Q17)

46%

of Class A Atlanta office
inventory is within a half-mile
of a MARTA station

61%

of Atlanta office construction
is within walking distance
of a MARTA station

Source: Cushman & Wakefield



More MARTA Atlanta program



MORE MARTA ATLANTA: A QUICK SUMMARY



What is it?

- **\$2.7 billion** investment in transit expansion and upgrades over four decades
- A partnership between MARTA and City of Atlanta



What will it do?

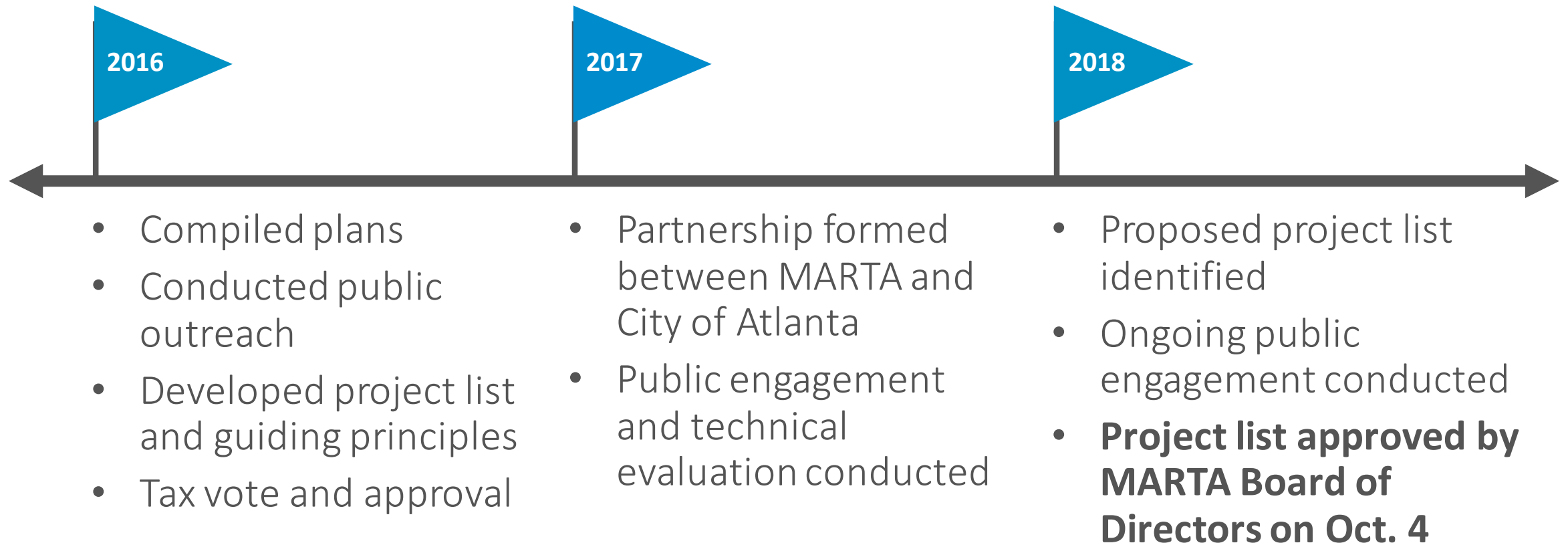
- Expands accessibility, connectivity and mobility
- Supports population growth
- Aligns with City of Atlanta's vision for growth



How will it be funded?

- Paid for by a half-penny sales tax passed in 2016
- Federal and private funds will be sought to advance and expand key projects

MORE MARTA ATLANTA: A BRIEF HISTORY



HISTORIC VOTE: OCT. 4, 2018

- MARTA Board of Directors' unanimous vote based on:
 - Public input
 - Technical data
 - Performance measures
- Program to be implemented over four decades
 - Some services already in effect
- List of projects refined after months of public input
- Program offers room for flexibility



HISTORIC VOTE: REACTIONS

From the public:

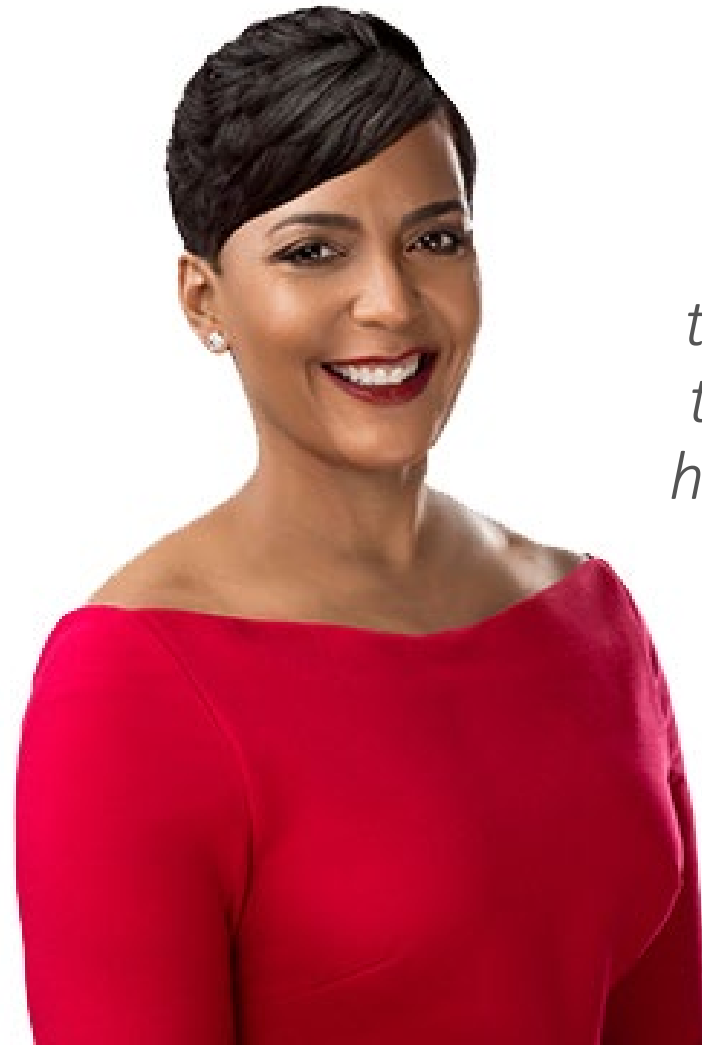
“Excited to see public transit expansion via light rail!!!”

“MARTA is on the move! I support any and all efforts to make commuting and moving about Atlanta easier.”

“I’m looking forward to seeing these projects succeed and then kicking off the next wave of improvements.”



From Atlanta’s mayor:



“With development plans spanning from Greenbriar in Southwest Atlanta to Emory University, today’s MARTA vote helps move us closer towards becoming One Atlanta.”

Keisha Lance Bottoms

TRANSIT MODES: SOMETHING FOR EVERY RIDER



22 miles of

Light rail transit (LRT)

Typically an electric railway with smaller capacity than heavy rail



14 miles of

Bus rapid transit (BRT)

Fixed-route service with dedicated bus lanes and traffic signal priority

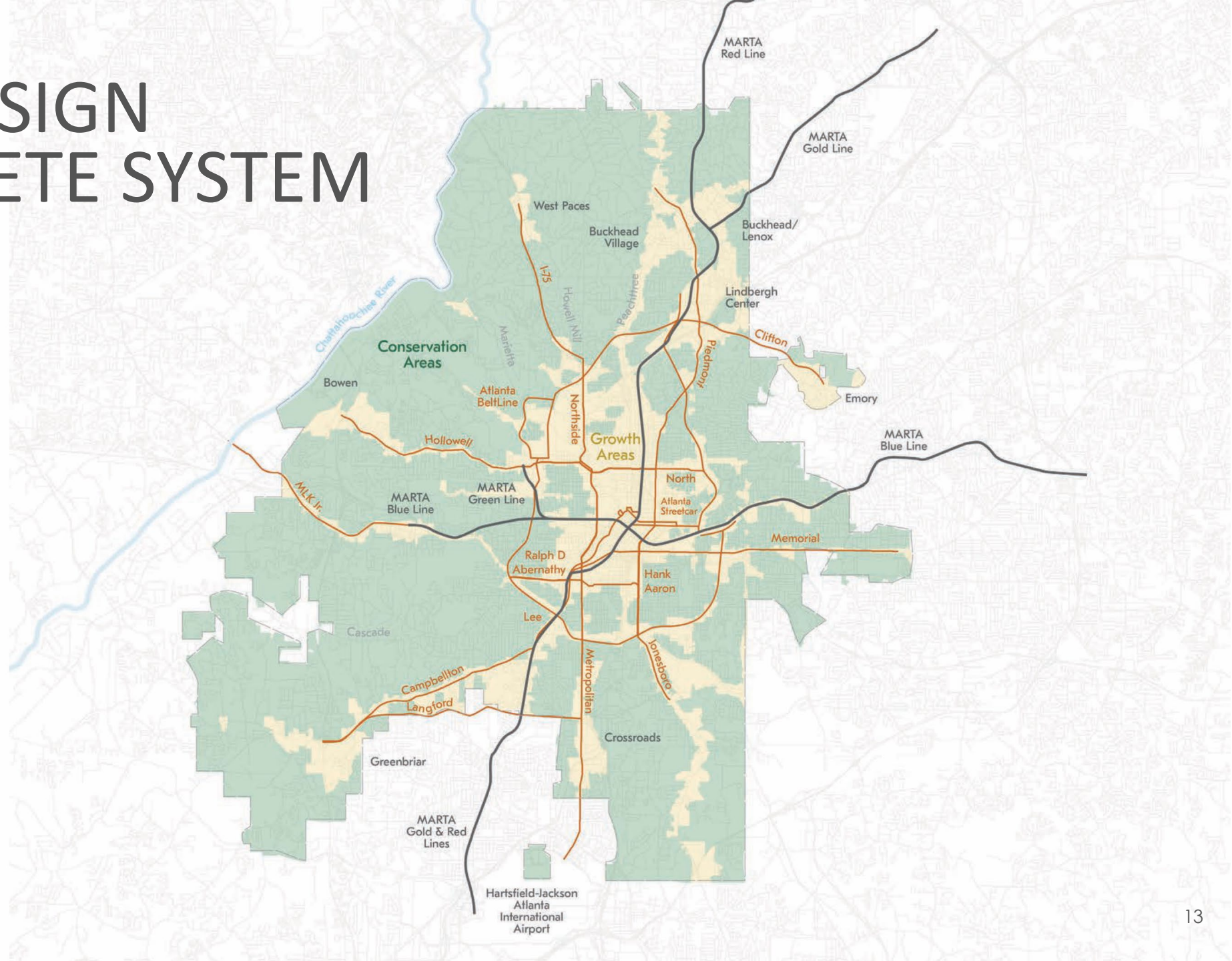


26 miles of

Arterial rapid transit (ART)

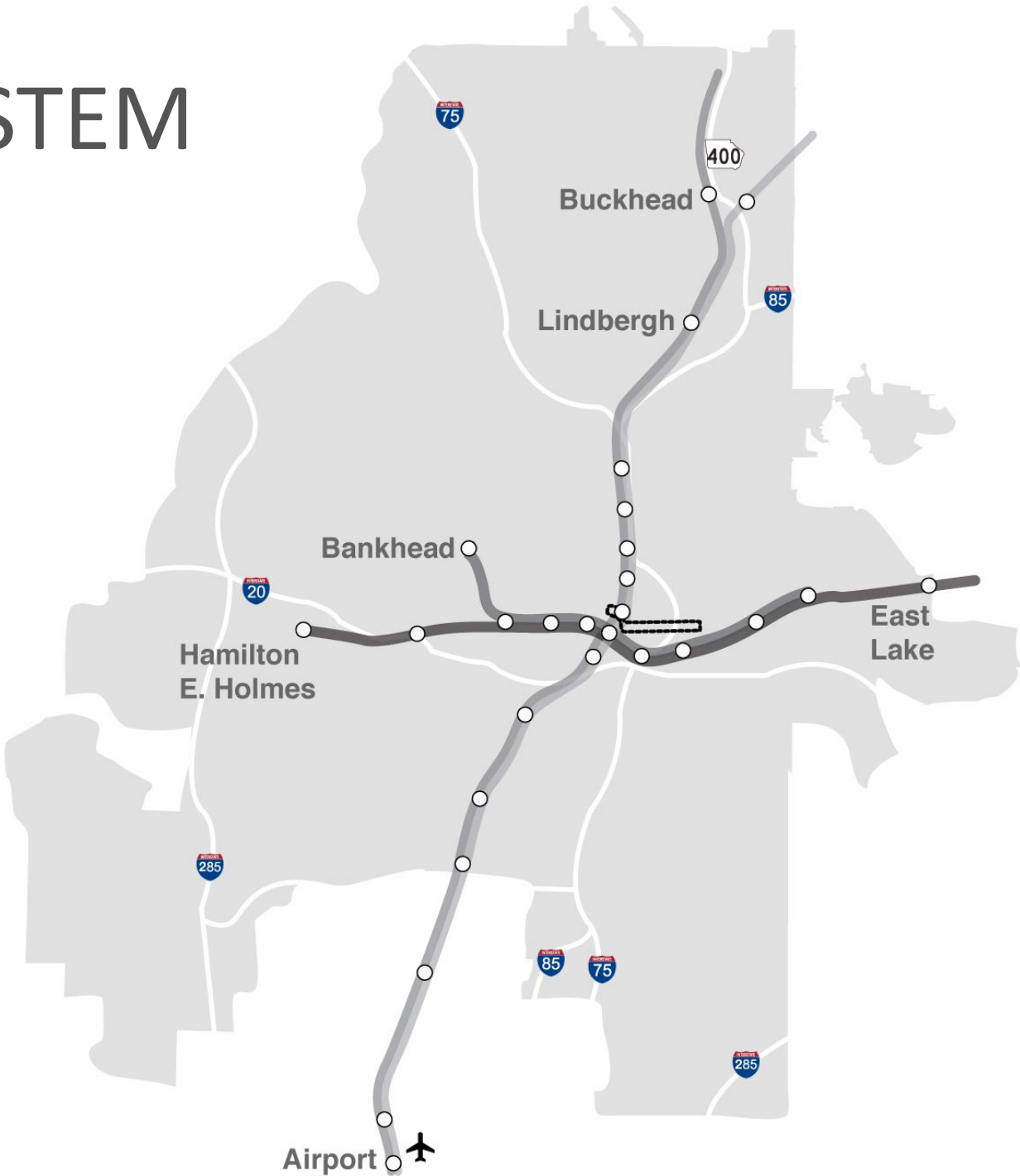
Fast, frequent transit routes on existing roads and high-density corridors

CITY DESIGN COMPLETE SYSTEM






CURRENT RAIL SYSTEM

----- Atlanta Streetcar





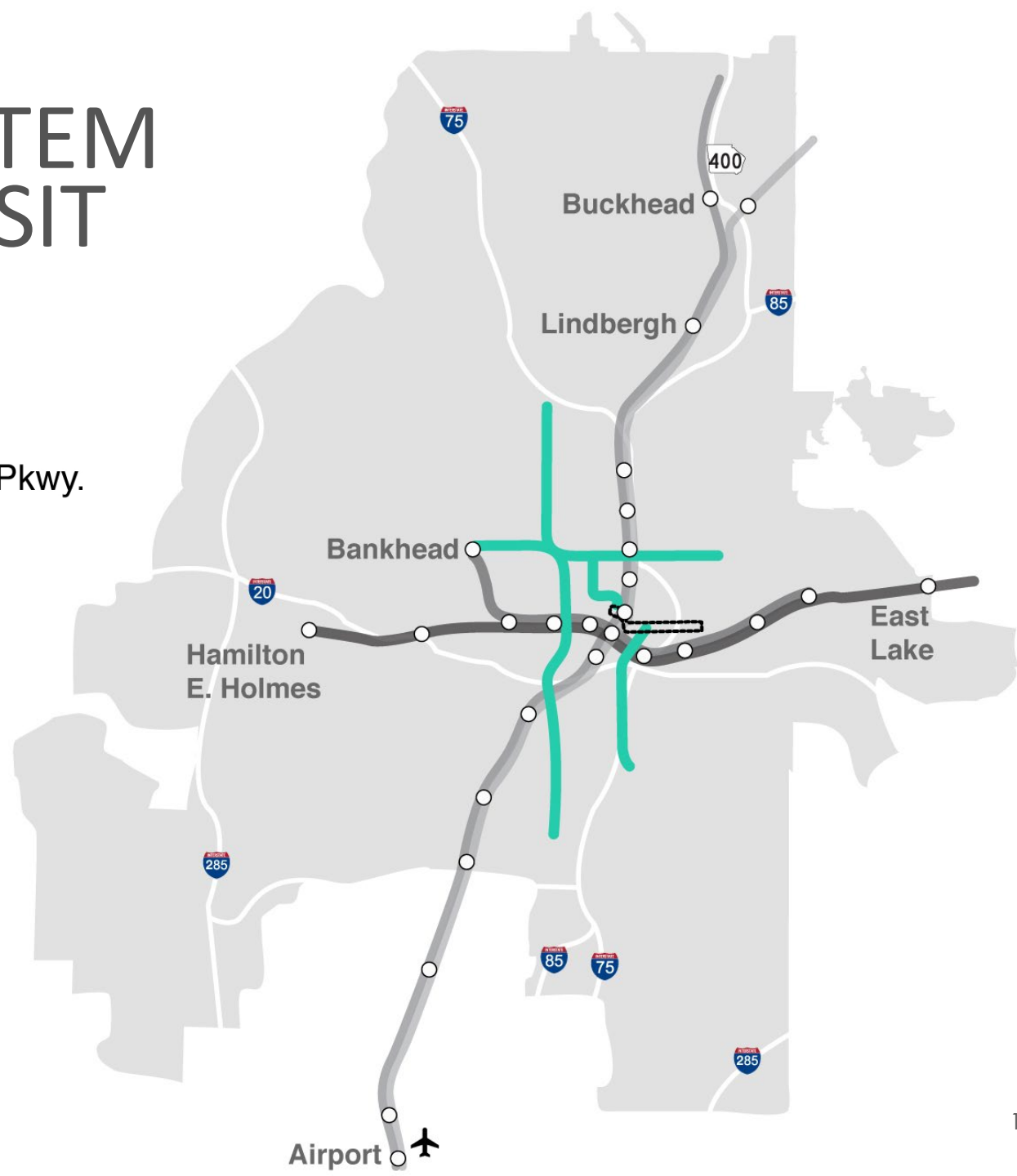
CURRENT RAIL SYSTEM + LIGHT RAIL TRANSIT

-  Light Rail Transit Projects
 - BeltLine NE
 - BeltLine SW
 - Campbellton Rd.
 - Clifton Corridor
 - Crosstown Downtown East
 - Crosstown Downtown West
-  Light Rail Transit - Partially Funded
 - BeltLine SE
 - BeltLine West
-  Atlanta Streetcar



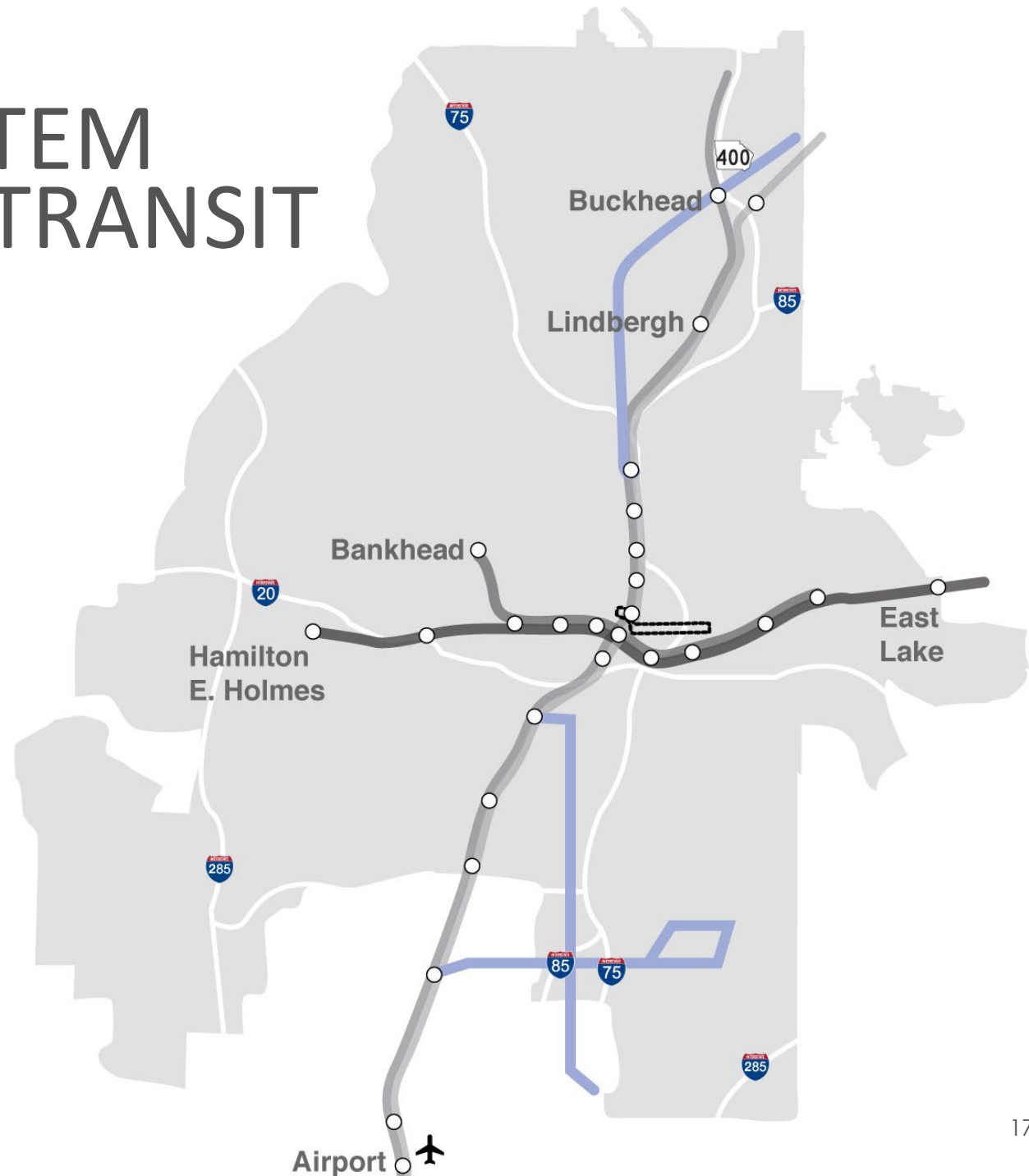
CURRENT RAIL SYSTEM + BUS RAPID TRANSIT

-  Bus Rapid Transit Projects
 - Capitol Ave.
 - North Ave. - Donald L. Hollowell Pkwy.
 - Northside Dr.
-  Atlanta Streetcar



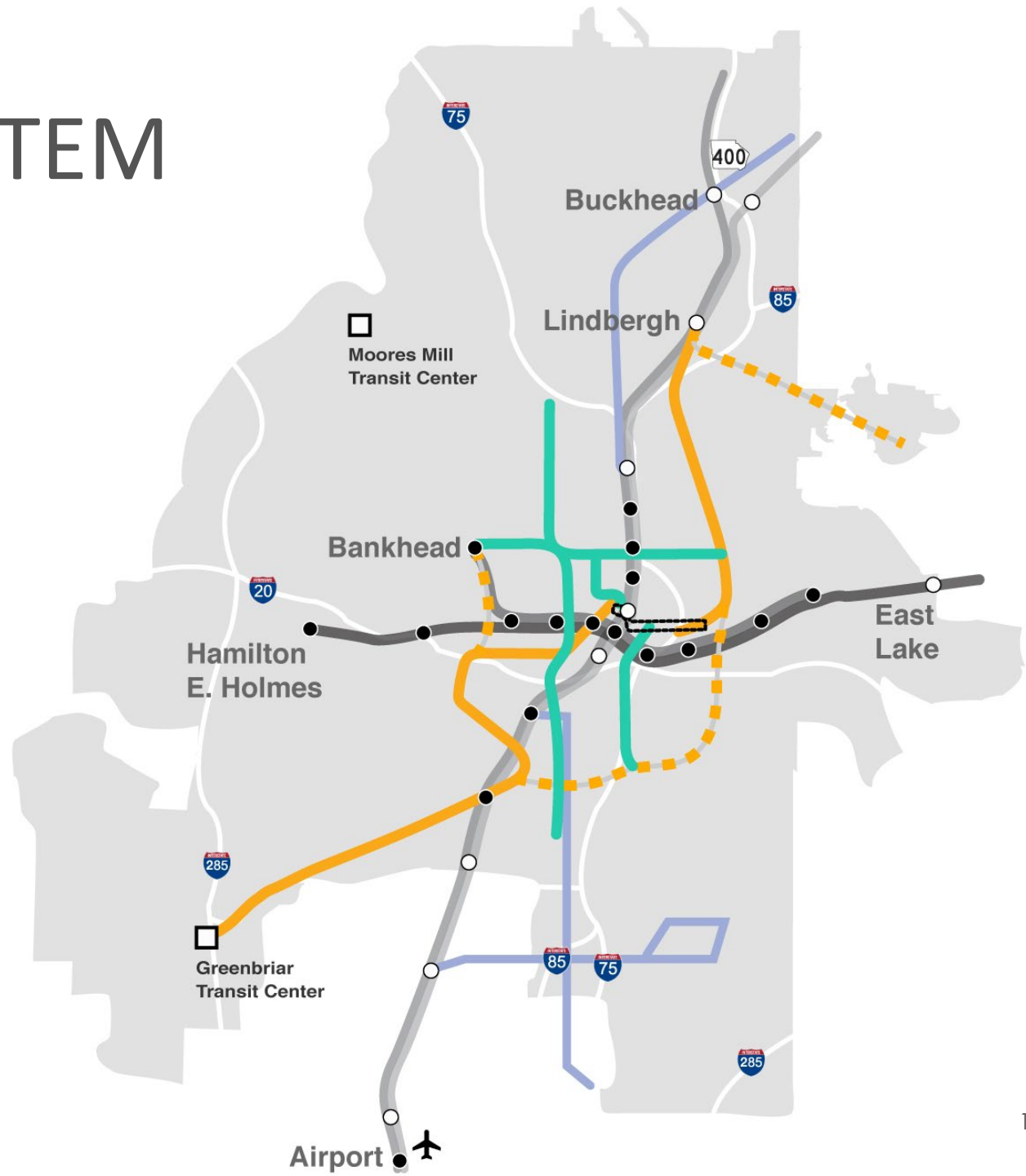
CURRENT RAIL SYSTEM + ARTERIAL RAPID TRANSIT

- Arterial Rapid Transit Projects
 - Peachtree Rd.
 - Cleveland Ave.
 - Metropolitan Pkwy.
- Atlanta Streetcar












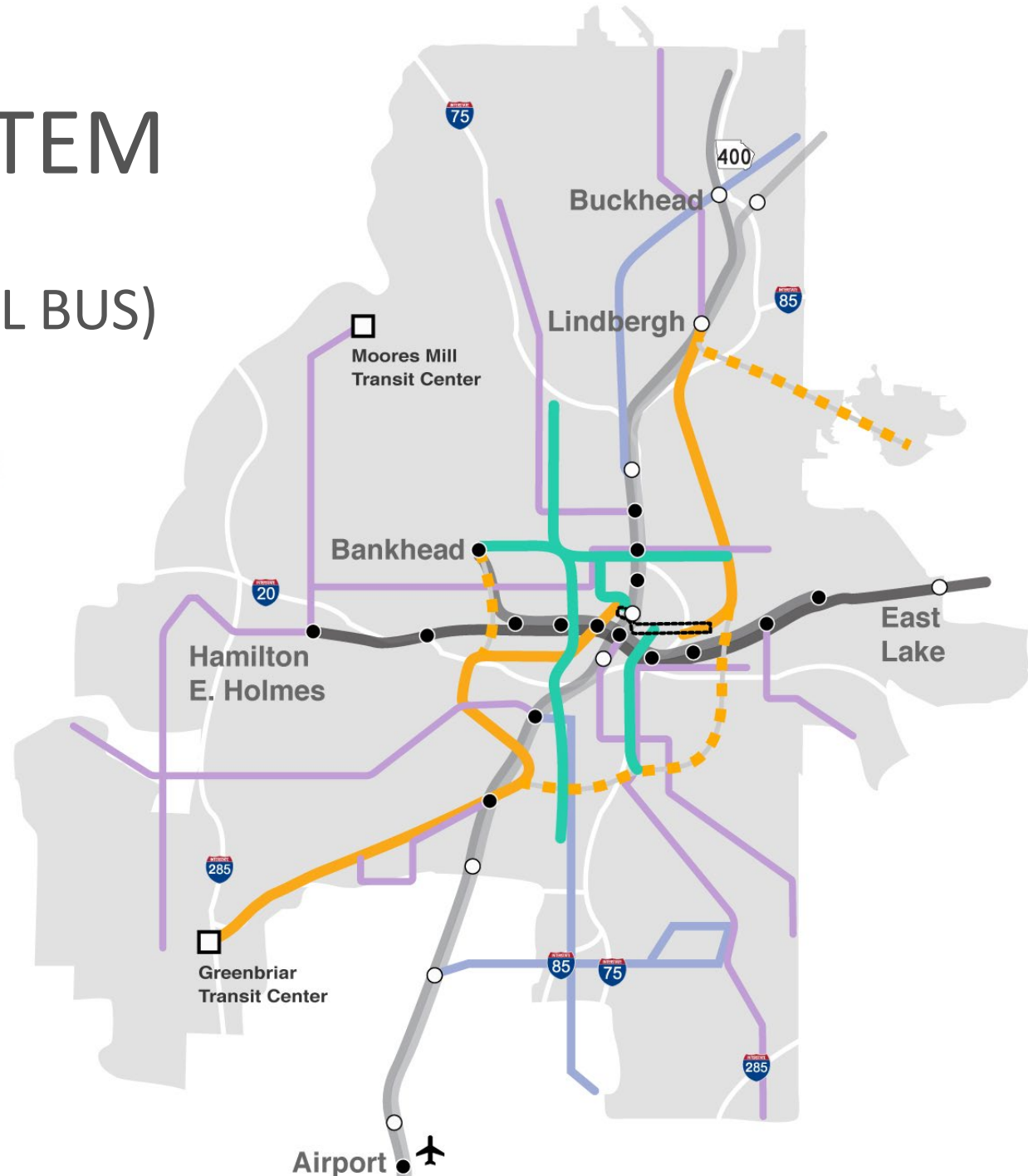
CURRENT RAIL SYSTEM + NEW PROGRAM

- Light Rail Transit Projects
- Light Rail Transit - Partially Funded
- Bus Rapid Transit Projects
- Arterial Rapid Transit Projects
- Atlanta Streetcar
- Transit Centers
- Rail Stations
- Station Enhancements



CURRENT RAIL SYSTEM + NEW PROGRAM (INCLUDING FREQUENT LOCAL BUS)

-  Light Rail Transit Projects
-  Light Rail Transit - Partially Funded
-  Bus Rapid Transit Projects
-  Arterial Rapid Transit Projects
-  Frequent Local Bus Service
-  Atlanta Streetcar
-  Transit Centers
-  Rail Stations
-  Station Enhancements





PROGRAM BENEFITS

Connectivity

- Connects more neighborhoods, schools, stores and medical centers
- Integrates with existing network and improves last-mile connectivity

Accessibility

- Enhances safety and access to transit centers and MARTA stations
- Provides greater access for large minority or low-income communities

Mobility

- Boosts mobility for workers to and from job centers
- Increases mobility for seniors and individuals with disabilities

SERVICES ALREADY IMPLEMENTED

3 new local bus routes

1 new express bus route

10 new community circulators

3 routes timed to align with rail service

32 routes with increased service frequencies

32 routes with increased spans of service



IMPLEMENTATION TIMELINES: KICK-OFF TO OPERATIONS*

Up to 4 years Arterial rapid transit (ART)

Up to 5 years Station enhancements

Up to 6 years Transit centers

Up to 7 years Bus rapid transit (BRT)

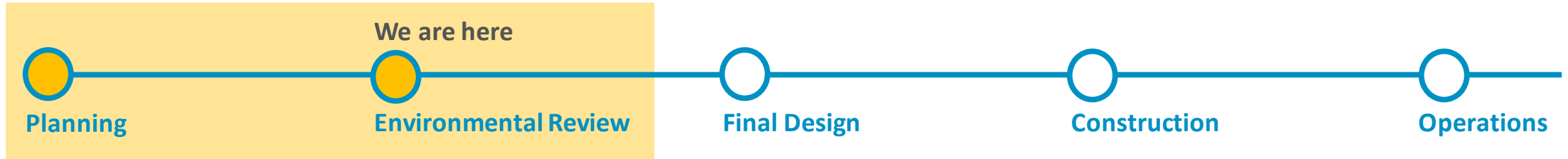
Up to 10 years Light rail transit (LRT)

**These benchmarks vary by project and are subject to change. Includes planning, environmental, design, construction and startup activities.*



MAJOR PROJECTS: CURRENT DEVELOPMENT STAGE

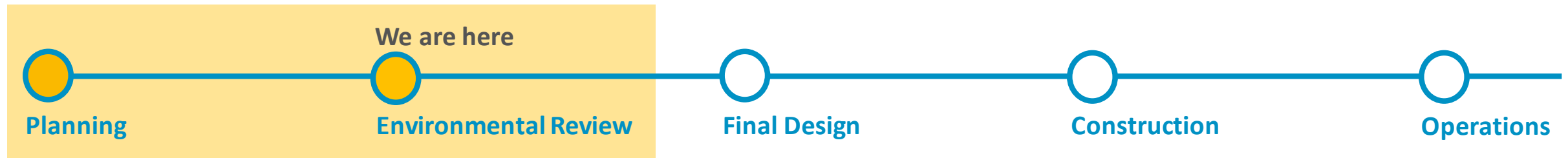
BeltLine Corridor:



Campbellton Road:



Clifton Corridor:





REGIONWIDE TRANSIT EXPANSION INITIATIVES

Clayton

- 1-cent sales tax passed in 2014
- Includes bus service/facilities and high-capacity transit

Gwinnett

- Referendum goes to voters in March 2019
- If approved, 1-cent sales tax will fund heavy rail/bus service

Fulton

- Referendum possible
- Transit Master Plan completed in 2018
- Focus on bus rapid transit (i.e. GA 400)

DeKalb

- Transit Master Plan underway; completion expected in 2019
- Evaluating local transit; high-capacity corridors

NEXT STEPS ON MORE MARTA ATLANTA

- Programming of projects
 - Schedule development
 - Financial plan development
- Continued public outreach and education activities
- Process for intergovernmental cooperation on projects that are in both City of Atlanta and DeKalb County
- Regular reporting to MARTA Board and Atlanta City Council



Doing business with MARTA



BUSINESS OPPORTUNITIES

More MARTA Atlanta contracts

- Project planning services
- Design and environmental analysis
- Engineering services
- Construction services
- Public involvement support
- Program management

What's next?

- Develop an opportunities matrix
- Schedule contracting workshops
- Schedule possible Industry Day
- Provide early notice to DBE vendors
- Develop contracting calendar



REQUEST FOR PROPOSALS (RFP)

Issuing RFPs

- Before the RFP
- Notifications to business community

Where will RFPs be posted?

- Newspaper
- MARTA website and other sites

What's the process after RFPs issued?

1. Proposals due in about **6 weeks**
2. MARTA evaluates for **6-8 weeks**
3. Short-listed teams asked for interview
4. MARTA makes selection



DISADVANTAGED BUSINESS ENTERPRISE

Background

MARTA has a long history of providing contracting opportunities for minority- and women-owned businesses

General MARTA DBE goals

FYI 2018-2020 DBE goal	Current DBE attainment
Race conscious: 20%	Race conscious: 23.5%
Race neutral: 2%	Race neutral: 0%

DBE and More MARTA Atlanta

- MARTA's current DBE program will expand to account for More MARTA Atlanta
- MARTA will schedule DBE contracting workshops ahead of procurement activities



Thank you!



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