

ESSENTIAL BUS SERVICE

BUS STOP CLOSURE



Due to impacts related to COVID-19, service at this stop is discontinued until further notice.

Please visit www.itsmarta.com or call 404-848-5000 for details.

marta

Questions? Please contact MARTA Customer Information at custserv@itsmarta.com

ESSENTIAL BUS SERVICE UPDATE

- ✓ Plan to Restore to all 110 Routes April 24
 - ✓ Antimicrobial Air Filtration
 - ✓ Needlepoint Bi-Polar Ionization
 - ✓ Protective Shields for Operators
 - ✓ Regular Cleaning with Electrostatic Sprayers
- ✓ Masks
 - ✓ Federal Requirement
 - ✓ Mask Compliance 99%
 - ✓ Available on all Buses

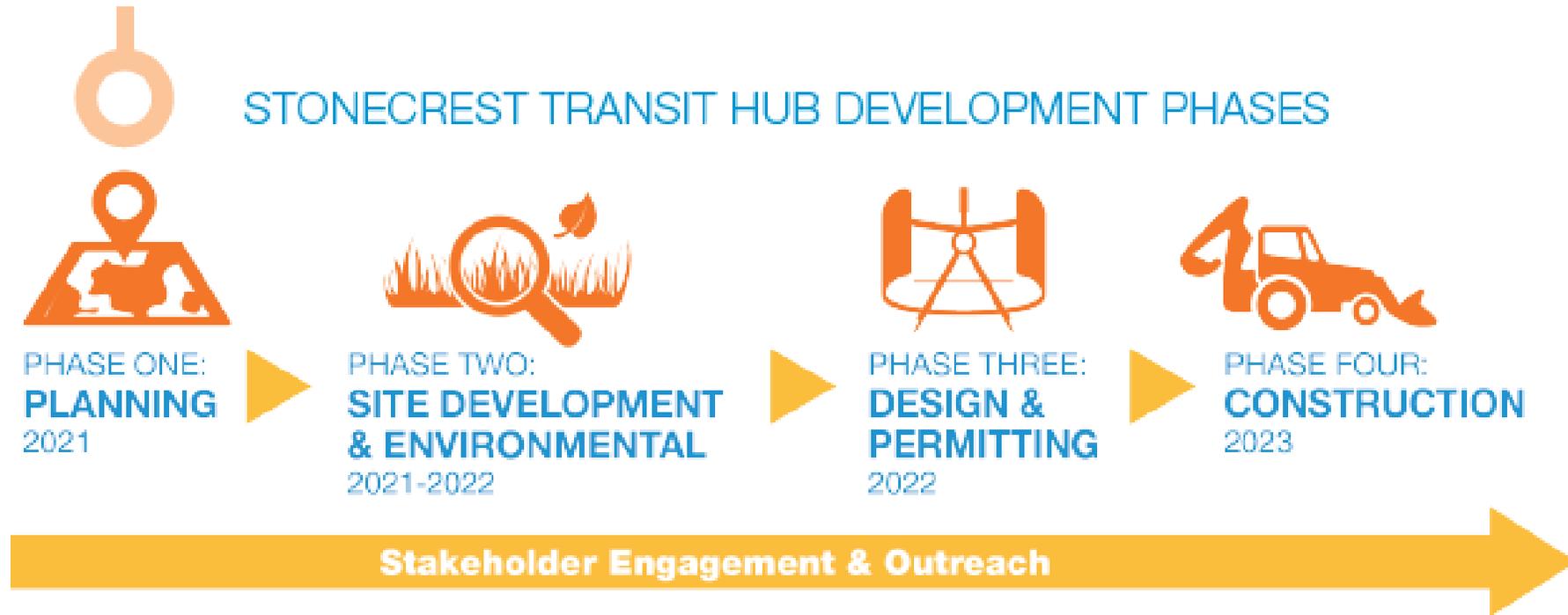


MARTA 2040

TRACK RENOVATION – PHASE IV



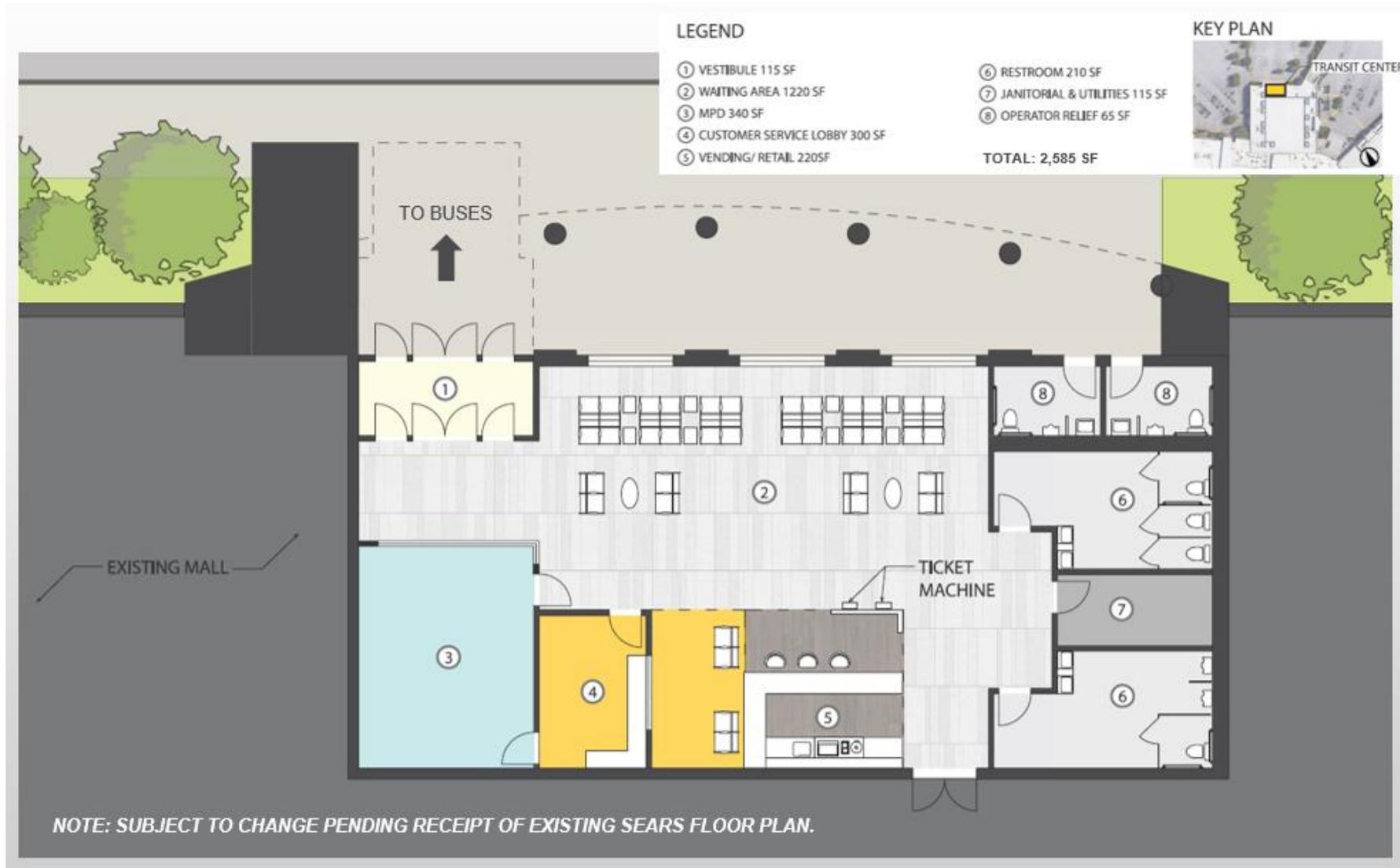
STONECREST TRANSIT HUB UPDATE



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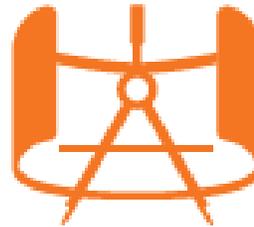


SOUTH DEKALB TRANSIT HUB UPDATE



PHASE ONE: **PLANNING** 2019-2020

- Transit Hub Site Feasibility Study/Site Concept Definition



PHASE TWO: **DESIGN** 2020-2021

- Site Development
- Environmental Assessments



PHASE THREE: **IMPLEMENTATION** 2021-2023

- Site Acquisition
- Design & Permitting
- Building Facility

Stakeholder Engagement & Outreach

SOUTH DEKALB TRANSIT HUB UPDATE



INDIAN CREEK STATION



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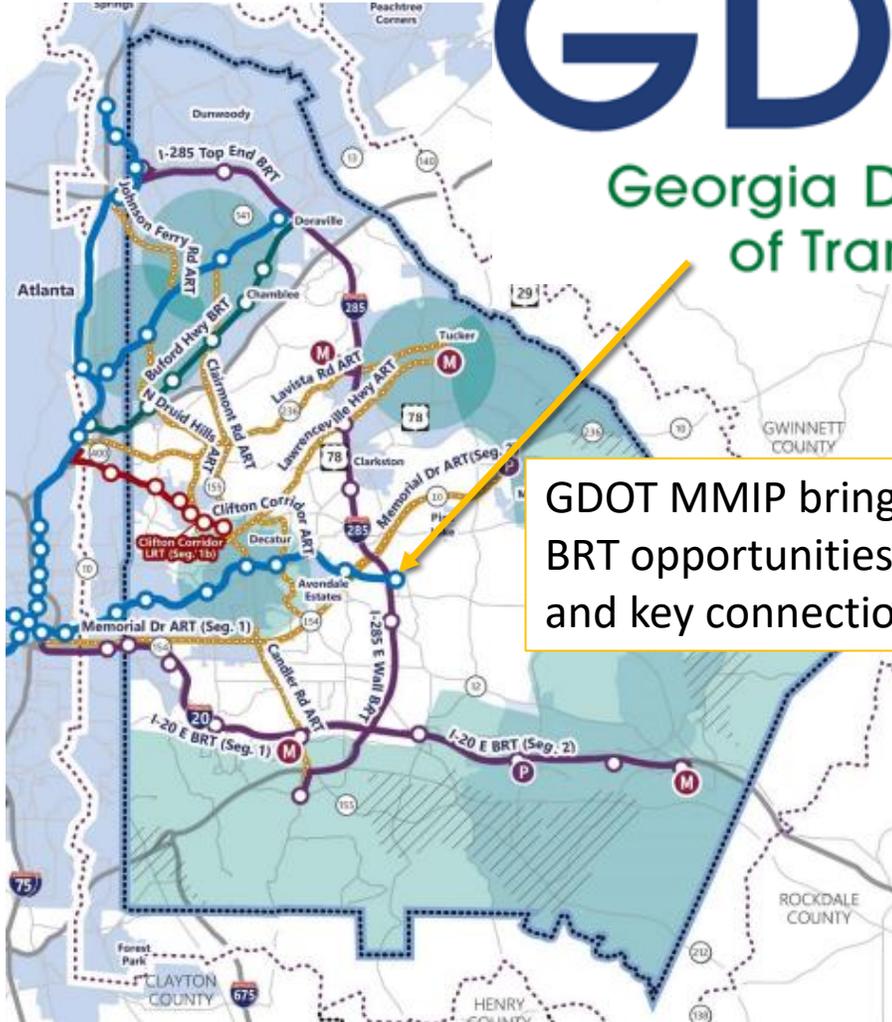
INDIAN CREEK STATION



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Georgia Department of Transportation



GDOT MMIP brings BRT opportunities and key connections

GDOT exclusive MARTA ramp could improve access to area



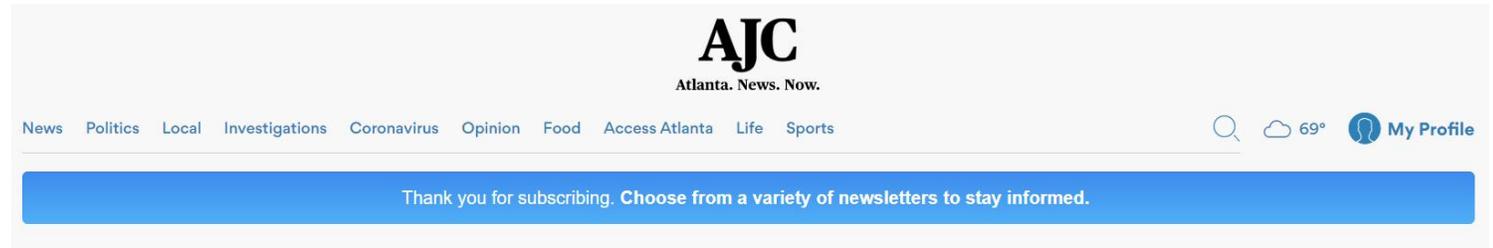
KENSINGTON STATION TOD

- ✓ **Market Study Complete**
- ✓ **Awaiting FTA Approval of \$560K for Master Plan – overall site plan**
- ✓ **Selection of Master Planning Firm After FTA Approval**



O&M FACILITY UPDATE

- ✓ February 9 - FTA Approved
- ✓ March 11 - MARTA Board of Directors Approved Resolution
- ✓ March 15 - City of Forest Park Approved Resolution



MARTA picks location for long-sought Clayton bus maintenance facility



Credit: Emily Haney

O&M FACILITY UPDATE



O&M FACILITY UPDATE

- ✓ Positive future net fiscal impact of about \$174K annually on the City of Forest Park
- ✓ MARTA will employ roughly 4x more workers on site than its current use
- ✓ With a multiplier effect of this investment 733 new permanent jobs could be created in Forest Park
- ✓ Creation of 368 in-county jobs over the construction period
- ✓ A \$110+ million impact on total Clayton County economic output

The facility will support operations of:



31 Regional Bus Routes



250 Buses



50 Paratransit Vehicles

The facility will also include:



MARTA Police Precinct



Administrative Offices

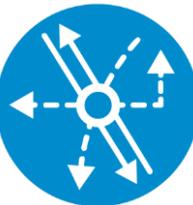
CLAYTON TRANSIT SYSTEM PLAN



30-year transit vision for Clayton County



Creates a list of prioritized transportation projects providing enhanced mobility



Offers a redesigned and improved transit network

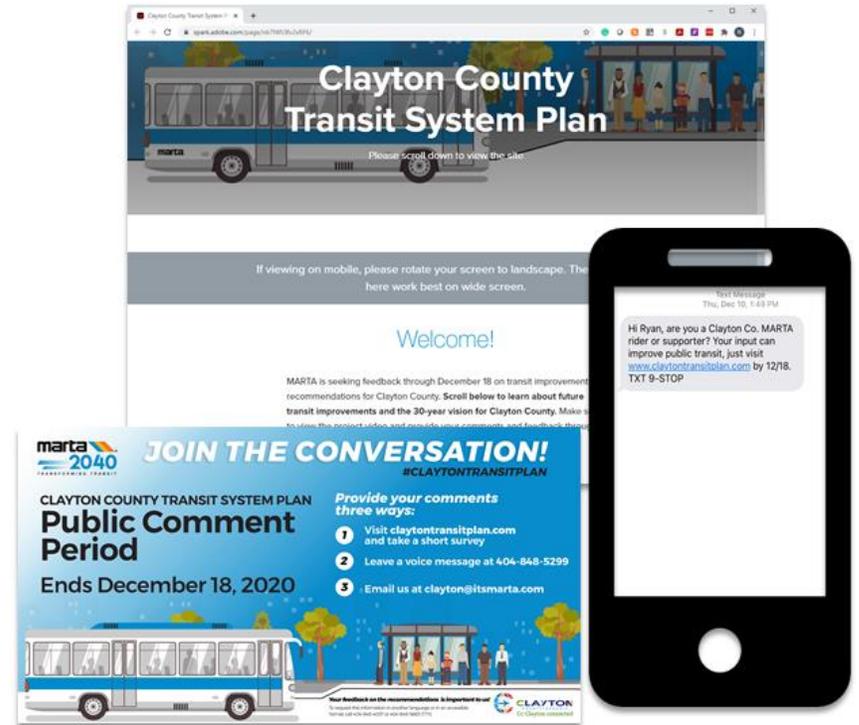


Introduces new transit elements: Mobility Hubs, Arterial Rapid Transit (ART), Bus Rapid Transit (BRT), and additional Park & Ride lots



CLAYTON SYSTEM PLAN ENGAGEMENT SUMMARY

- ✓ **Clayton County Road Show** – Sept. 2020
- ✓ **Public Comment Period** – Nov. 2020 through Dec. 2020
 - ✓ **Project Website**
 - ✓ Over 1,200 page views
 - ✓ Outbound text message campaign
 - ✓ Over 52,000 text messages sent
 - ✓ **Feedback Received**
 - ✓ 59 comments received
 - ✓ **Positive community support**
- ✓ **Next Steps**
 - ✓ Spring 2021 – Finalize implementation strategy
 - ✓ Summer 2021 – MARTA Board adoption
 - ✓ Winter 2022 – Initiate implementation of Phase 1 recommendations as scheduled



COMPLETE PLAN: PHASES 1 & 2

BRT Route

701 – College Park to Southlake via Riverdale

ART Routes

202 – US 41 – East Point to Clayton Justice Center

203 – Riverdale to Justice Center

Proposed High-Capacity Corridor

SR 54 Corridor (Under Analysis)

Local Bus Routes

- | | | |
|--|---|---|
|  191 |  194 |  197 |
|  192 |  195 |  198 |
|  193 |  196 |  199 |

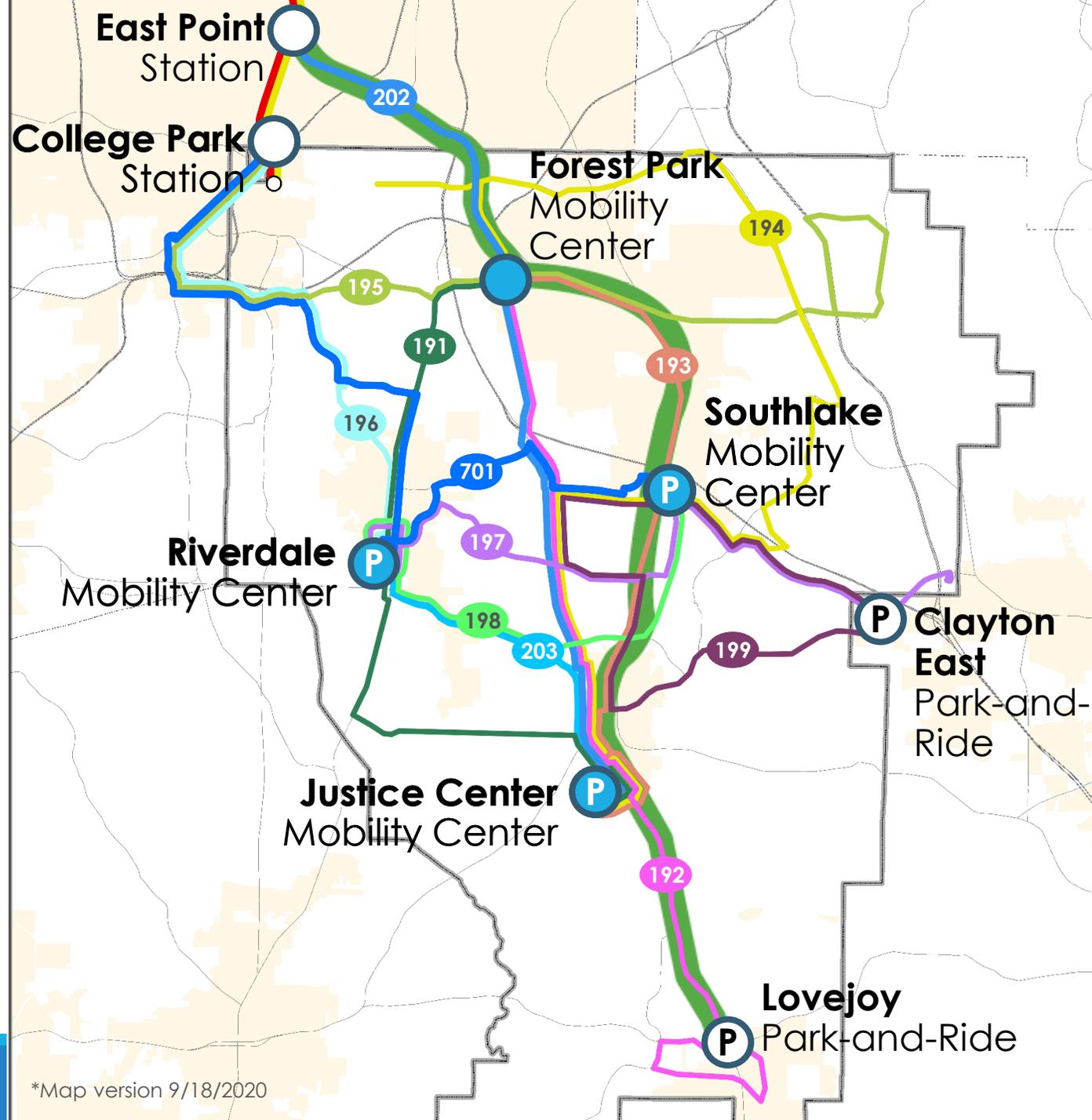
Transit Facilities

Park-n-Rides:

-  Lovejoy
-  Clayton East

Mobility Hubs:

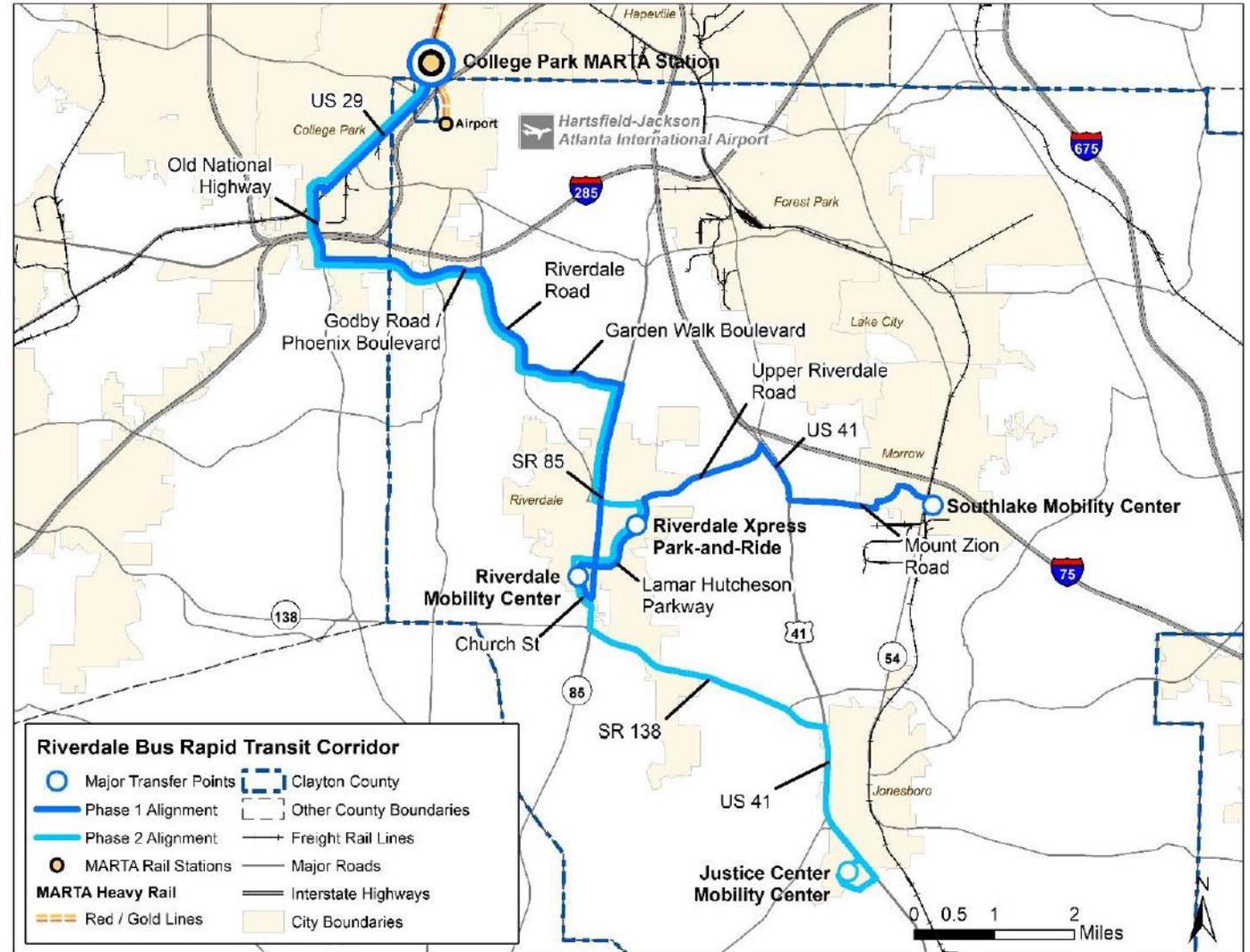
-  Forest Park
-  Southlake
-  Justice Center
-  Riverdale



*Map version 9/18/2020

RIVERDALE BUS RAPID TRANSIT UPDATE

- ✓ **Alignment selected for BRT**
 - ✓ Phase 1: College Park to Southlake
 - ✓ 17 miles with 15 stations
 - ✓ 7,200 forecasted daily riders
 - ✓ Phase 2: College Park to Jonesboro Justice Center
 - ✓ 7 miles with 4 stations
 - ✓ 3,600 forecasted daily riders
- ✓ **Public engagement is scheduled for April 2021**
- ✓ **Anticipated to enter environmental phase in Summer 2021**



VACCINATION SITES

- ✓ Doraville Station opened February 19th
- ✓ Indian Creek Station target start date March 22nd





BUS NETWORK REDESIGN

JARRETT
WALKER
+ ASSOCIATES

Let's think about transit

We foster clear
conversations about transit,
leading to confident
decisions.



HUMAN TRANSIT

How Clearer
Thinking

about Public Transit

Can Enrich Our
Communities
and Our Lives

Jarrett Walker

WHAT IS ACCESS?

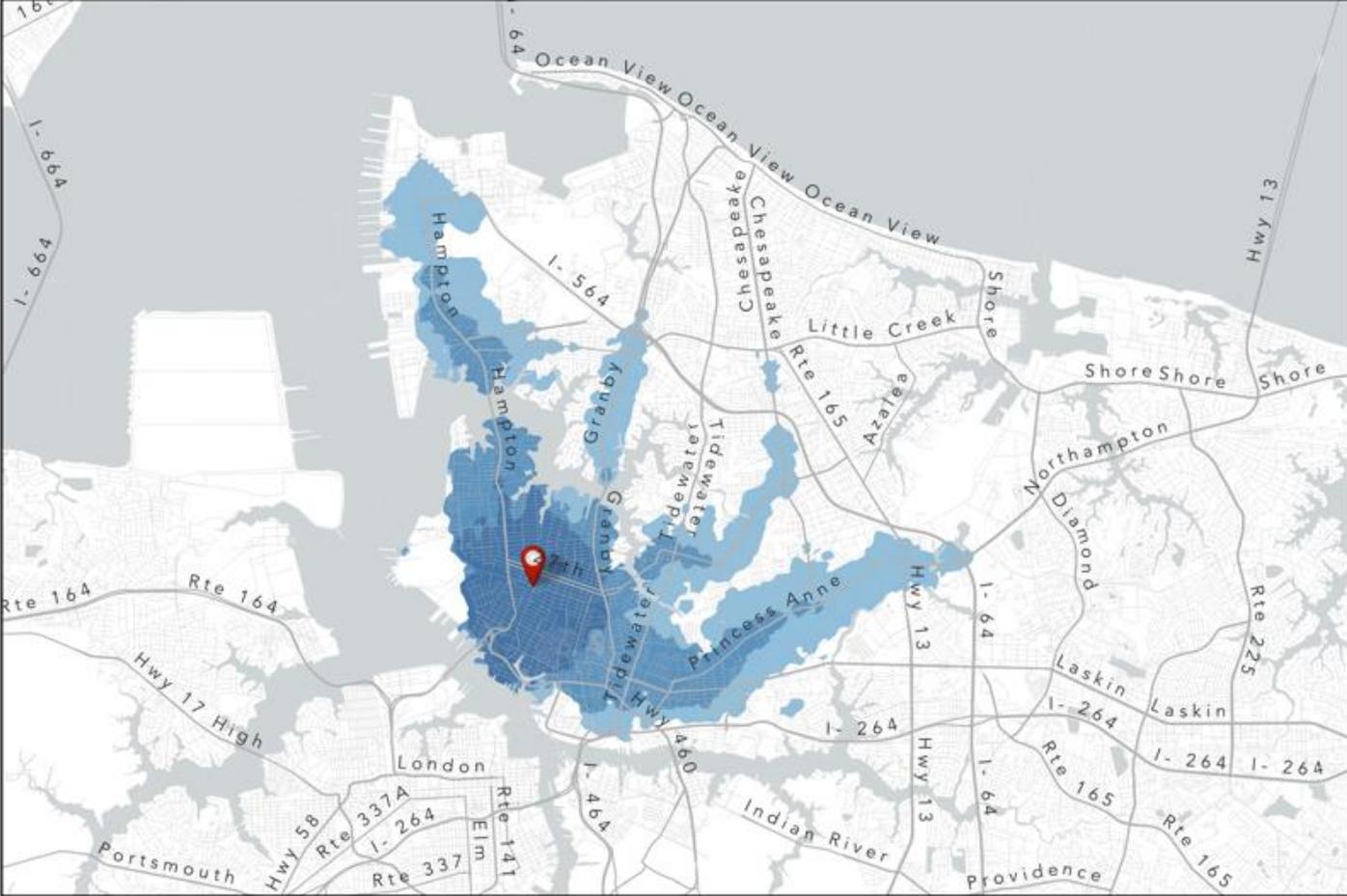
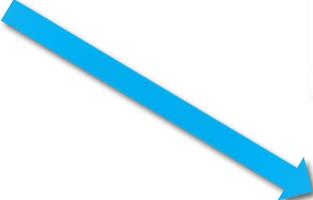
Her **access to jobs** is the **number of jobs** in that area.

You can also look at **access to education, shopping, etc.**

VISUALIZING ACCESS

Access from a particular spot in Norfolk, VA

The number of jobs reachable is a measure of access.

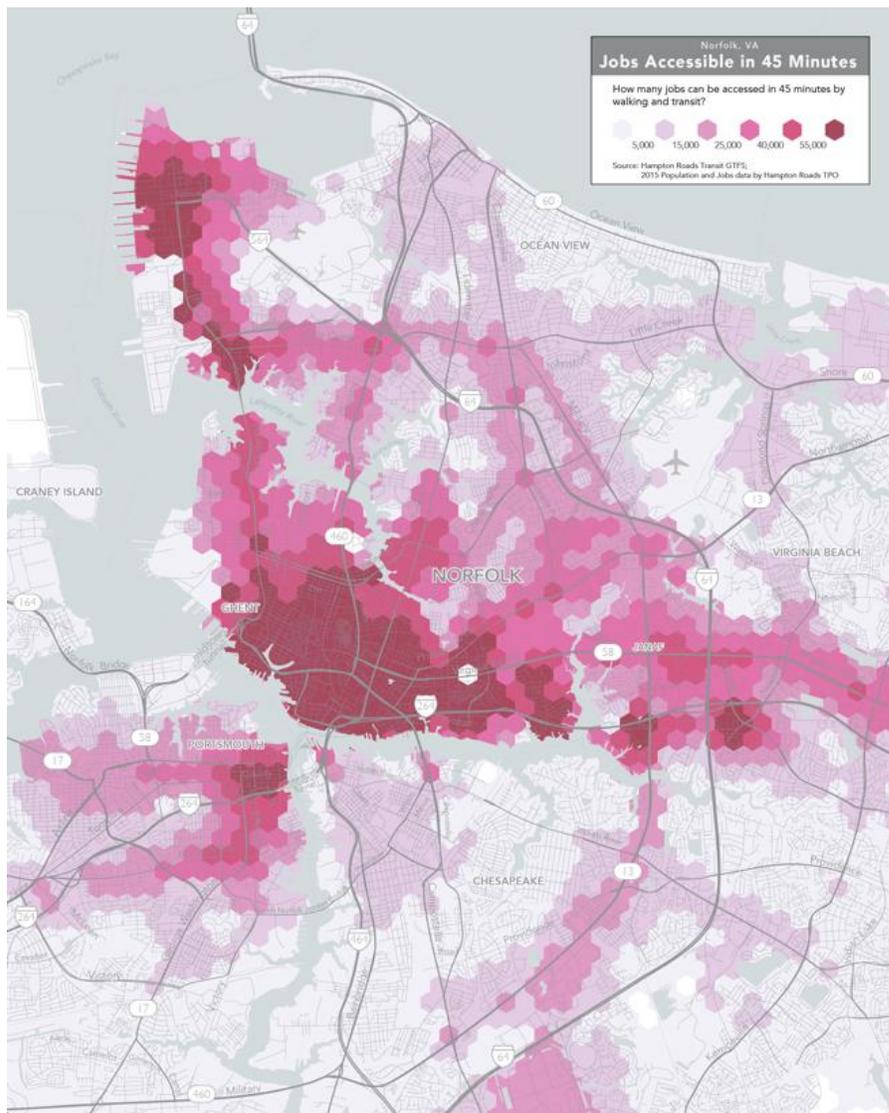


	in 30 minutes	in 45 minutes	in 60 minutes
Population Accessible	40,070	69,280	109,860
Jobs Accessible	26,670	47,190	91,130



Estimates based on 2015 TAZ population and jobs data

ACCESS ACROSS AN AREA



Each point is colored by the number of jobs reachable from there.

Now we can say:
The average Norfolk resident can reach 30,000 jobs in 45 minutes.

Can we grow that number? *Should we?*

ACCESS IS HOW NETWORK DESIGN AFFECTS RIDERSHIP

- ✓ When a transit network maximizes access, it increases the likelihood that the service is useful for any particular trip.
- ✓ Maximizing access by transit also improves:
 - ✓ Access to economic opportunity.
 - ✓ Personal freedom.
 - ✓ Value of investments in a walkable community.
 - ✓ Functionality of the city.

HOW TRANSIT EXPANDS ACCESS

The most efficient access-expanding service is

- **Frequent**
- Reasonably fast and reliable.
- Available when you need it (span of service)

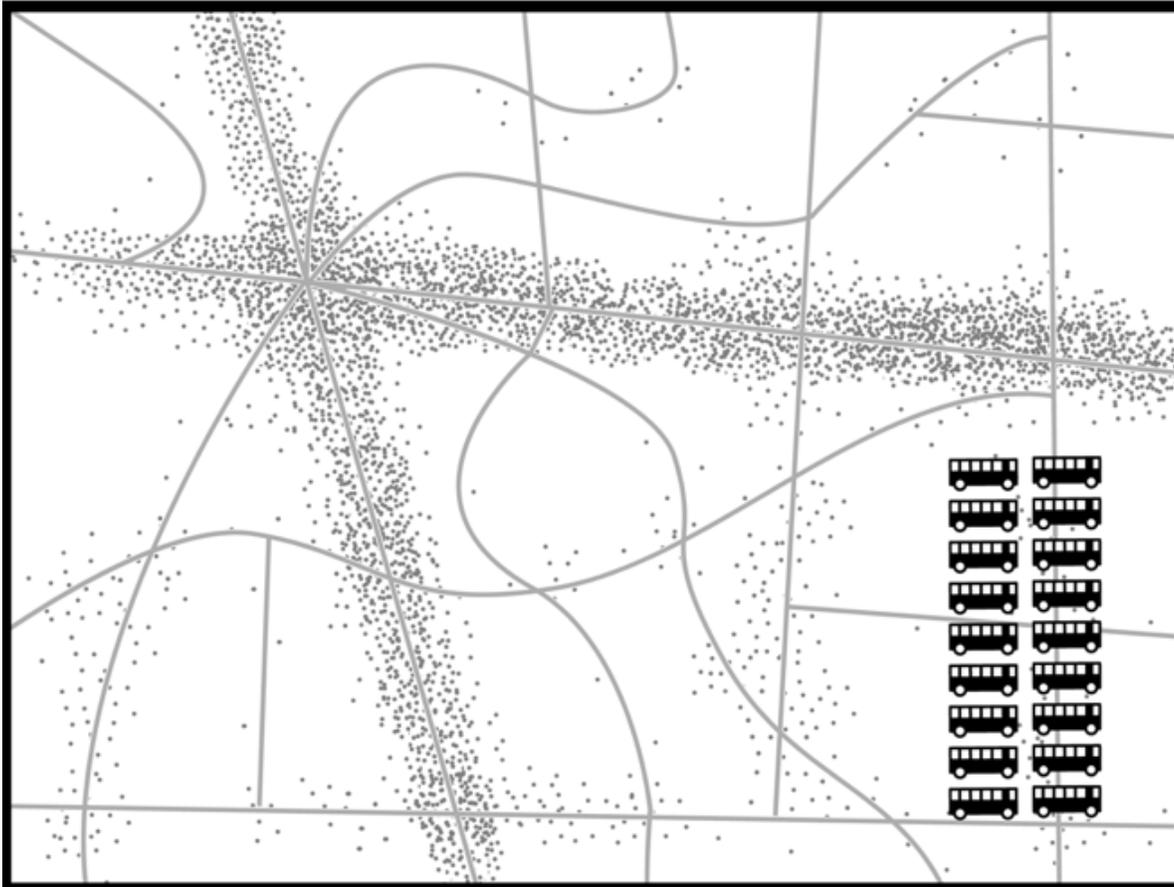
...and **focused where there are many people and activities that can benefit.**

DENSITY

DENSITY *How many people, jobs, and activities are near each potential transit stop?*



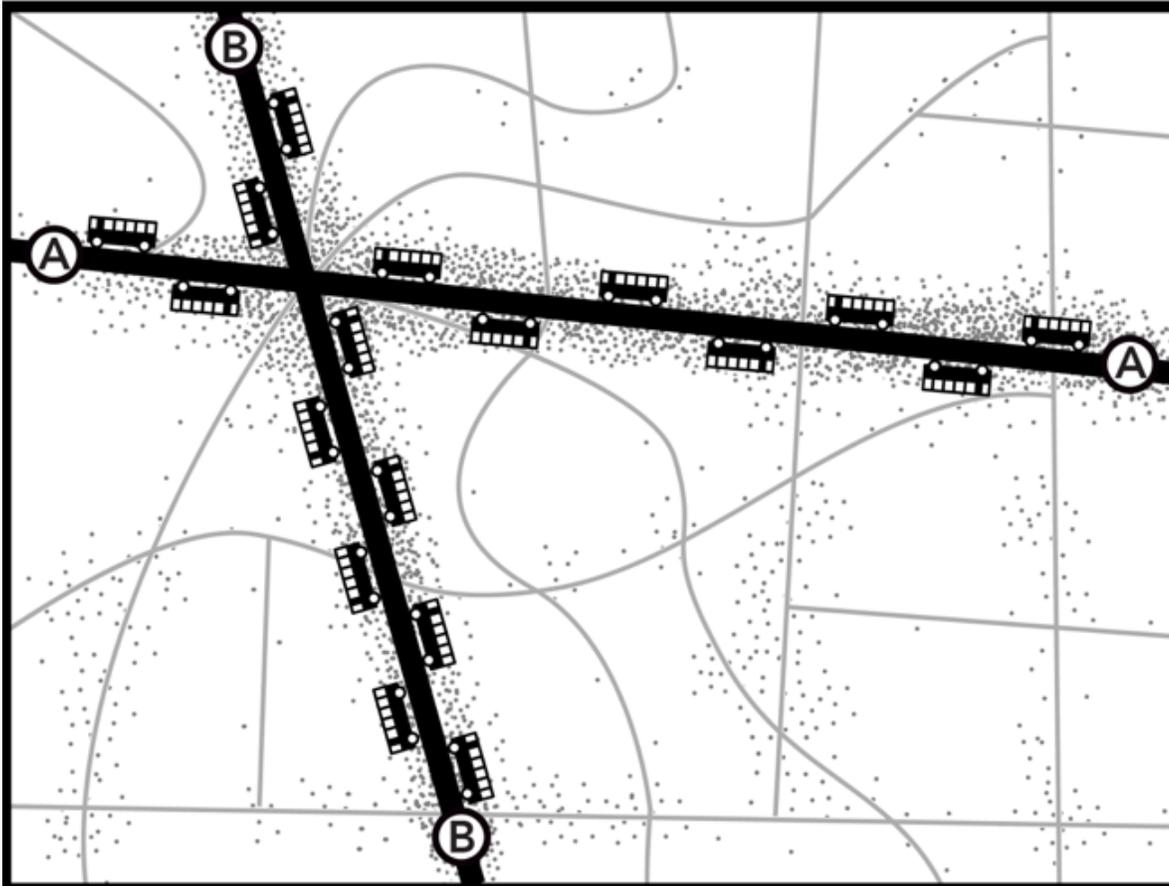
DIFFERENT GOALS, DIFFERENT SERVICE



Imagine you had 18 buses to serve this fictional town.

Dots are the locations of residents and jobs

RIDERSHIP GOAL



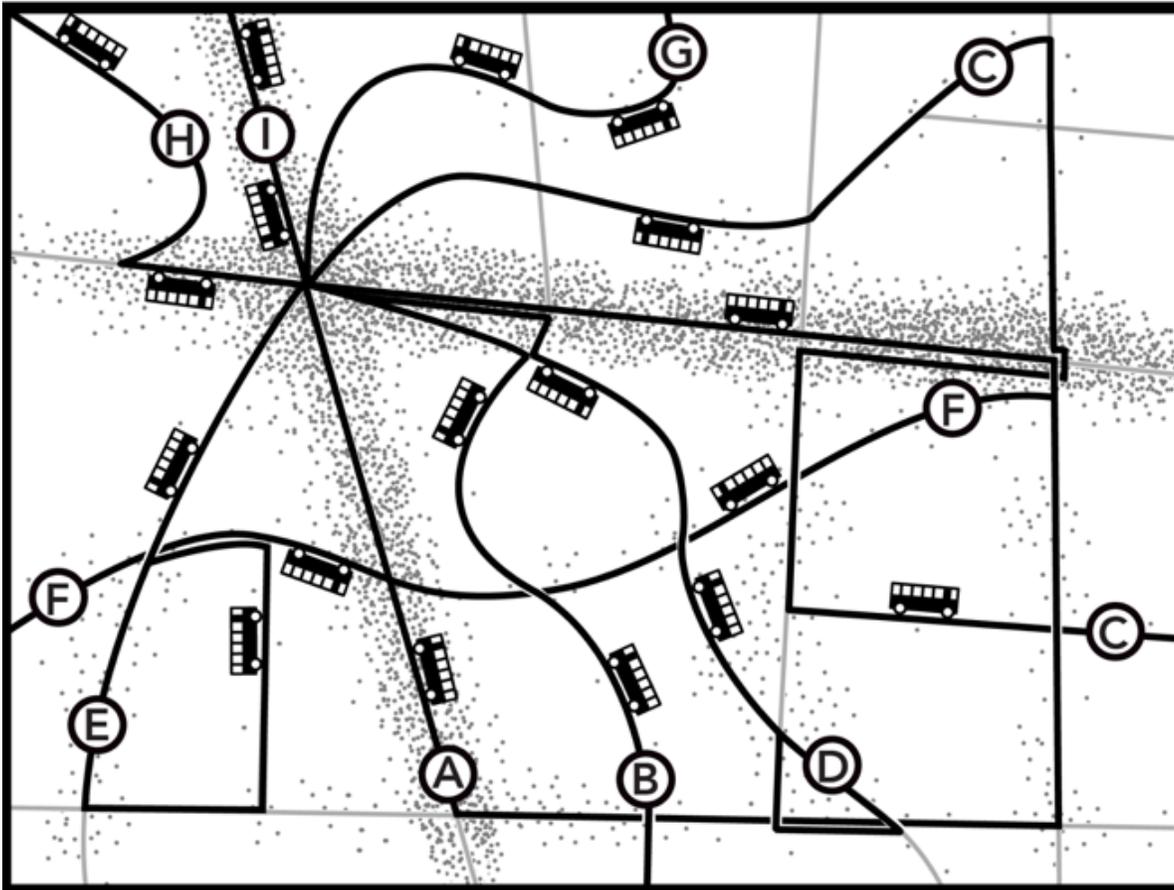
The Ridership Goal

Maximum access for the greatest possible number of people

But:

- *not available for everyone*
- *not necessarily available to all the people who need it most.*

COVERAGE GOAL

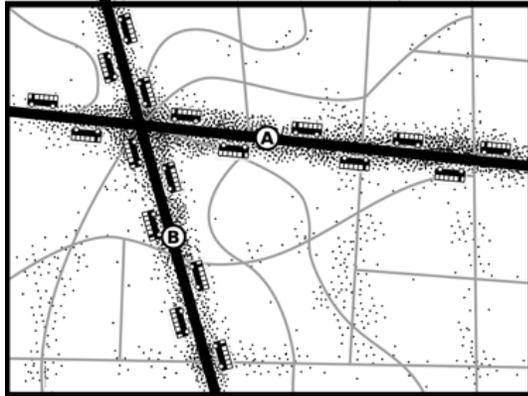


The Coverage Goal

Some service near everyone, a baseline level of access everywhere.

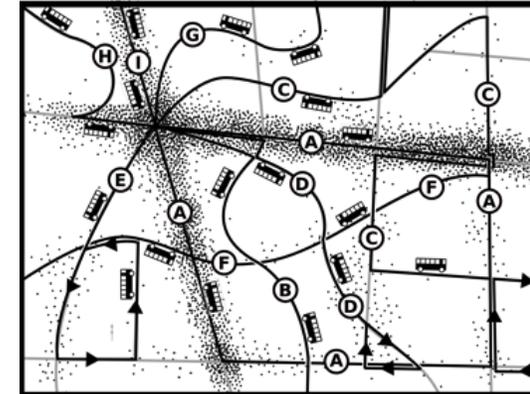
But it's unlikely to be useful for many people and trips.

WHY BOTH GOALS MATTER



Ridership Goal

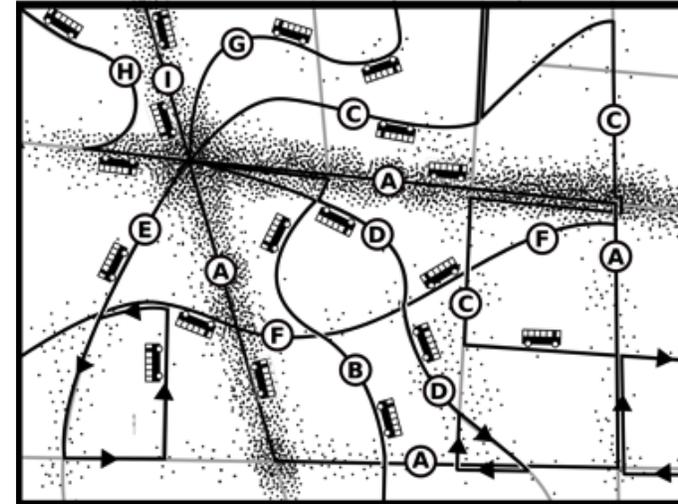
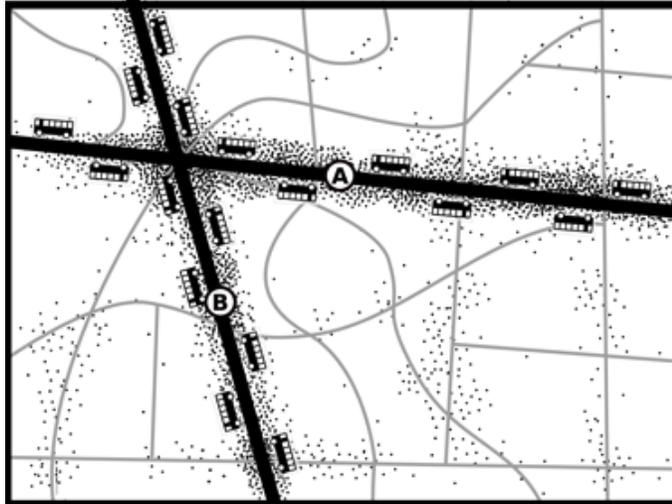
- Maximum average access to opportunity.
- Lowest subsidy per passenger.
- Support dense and walkable development.
- Emissions reduction.
- Reduction in vehicle miles traveled.



Coverage Goal

- Some service near every home and job.
- Baseline level of access available everywhere.
- Service to every member city or electoral district.

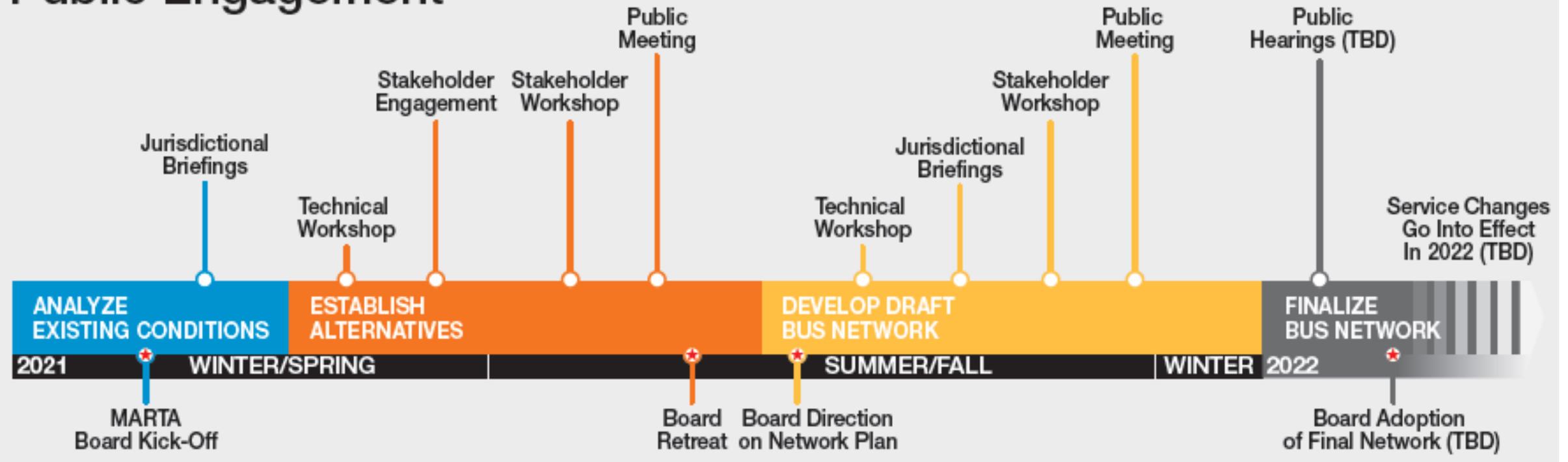
THE TRADEOFFS ARE UNAVOIDABLE



But you CAN choose a deliberate balance point on the spectrum. (“Devote ___% of our resources to the ridership goal and ___% to the coverage goal.”)

TIMELINE

Public Engagement



THANK YOU