

Welcome

Virtual Meeting

June 10, 2021

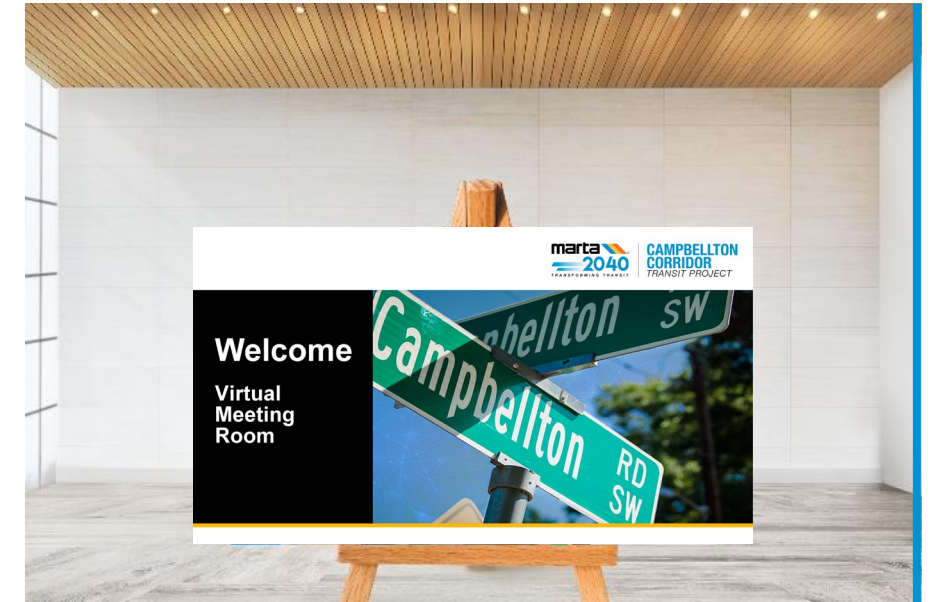


Housekeeping

- ▶ Meeting Purpose
- ▶ Public Meeting Details
 - ▶ This presentation is being recorded and will be uploaded to the project's Virtual Meeting Room (VMR) by June 18, 2021
 - ▶ The project survey is open until June 27, 2020
 - ▶ Send additional questions to marnold-vhb@itsmarta.com or publichearinginfo@itsmarta.com

Agenda

- ▶ Project Overview
- ▶ Engagement Activities to Date
- ▶ Alignments and Modes Evaluated
- ▶ Evaluation Process and Results
 - ▶ Polling questions
- ▶ Stations Planning and Types
- ▶ Next Steps



Campbellton Corridor Overview



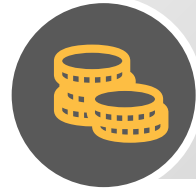
Route 83 Campbellton Road is
2nd busiest of all MARTA bus routes



High demand demonstrates a need for a
faster, more frequent, higher-capacity
transit



Project will increase bicycle
and pedestrian **safety and access**



Project is funded by a **half-penny More**
MARTA sales tax



6-mile corridor
Oakland City MARTA Station to
Barge Road Park & Ride

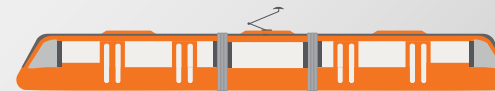


Serves: Oakland City Station,
Fort McPherson, and Greenbriar Mall

Premium modes considered:

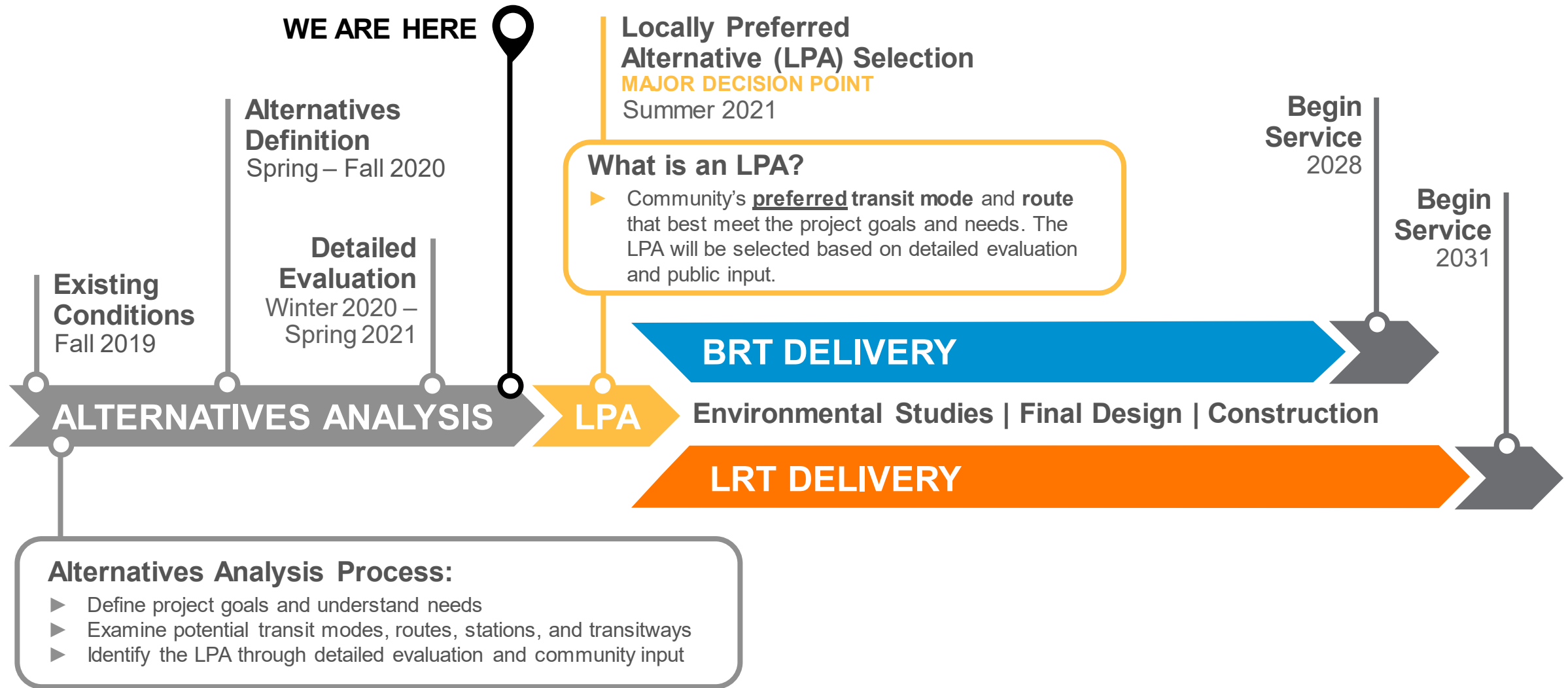


Bus Rapid Transit (BRT)



Light Rail Transit (LRT)

Project Timeline



Who Has Been Engaged?



People Engaged
In-Person in 2019



People Engaged
Virtually in 2020

Key
Stakeholders
Engaged
(To-Date)



City Council
Members

Neighborhood
Planning
Units



Invest
Atlanta

Greenbriar
Mall



Fort Mac

Ongoing public and stakeholder input will be sought as the Campbellton Corridor Transit Project moves forward.

What We Heard From You

Top 3 Project Goals



Improve transit travel times and reliability



Increase access to high-capacity transit



Promote transit-supportive development

Public Input Showed Strong Support For

- ▶ Both BRT and LRT
- ▶ Faster project delivery
- ▶ Transit operating in dedicated lanes
- ▶ Redevelopment and enhanced pedestrian environment
- ▶ Greenbriar, Oakland City, and Delowe are priority station areas
- ▶ Safe transit access for seniors and disabled residents
- ▶ Minimizing impacts and disruptions to residents and businesses



Why Build the Campbellton Corridor Transit Project?

A high-capacity transit investment will help achieve:



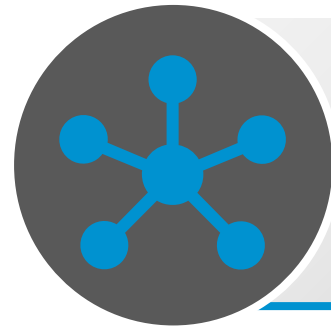
A **faster**, more **reliable** transit option



Growth in **economic development** and jobs



Greater **mobility** for residents to access employment opportunities, education, affordable housing, and other essential services

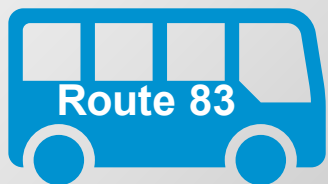


Stronger regional transit **connectivity**

What are the Needs?

High Transit Demand

2nd Highest in
MARTA Ridership



>4,500
Riders per day

Increased Need for Safety and Access

410 Annual
Crashes

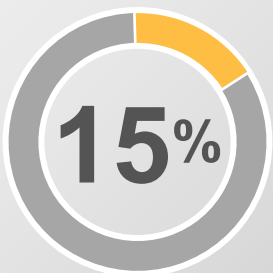
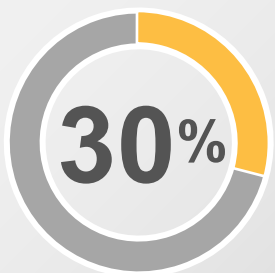
City of Atlanta's
High Injury Network



2 to 5 lanes
varying roadway
geometry

Mobility Needs of Transit Dependent Populations

Poverty Level



Senior Population

HALF of households
spend more
than **30%**
of income on housing



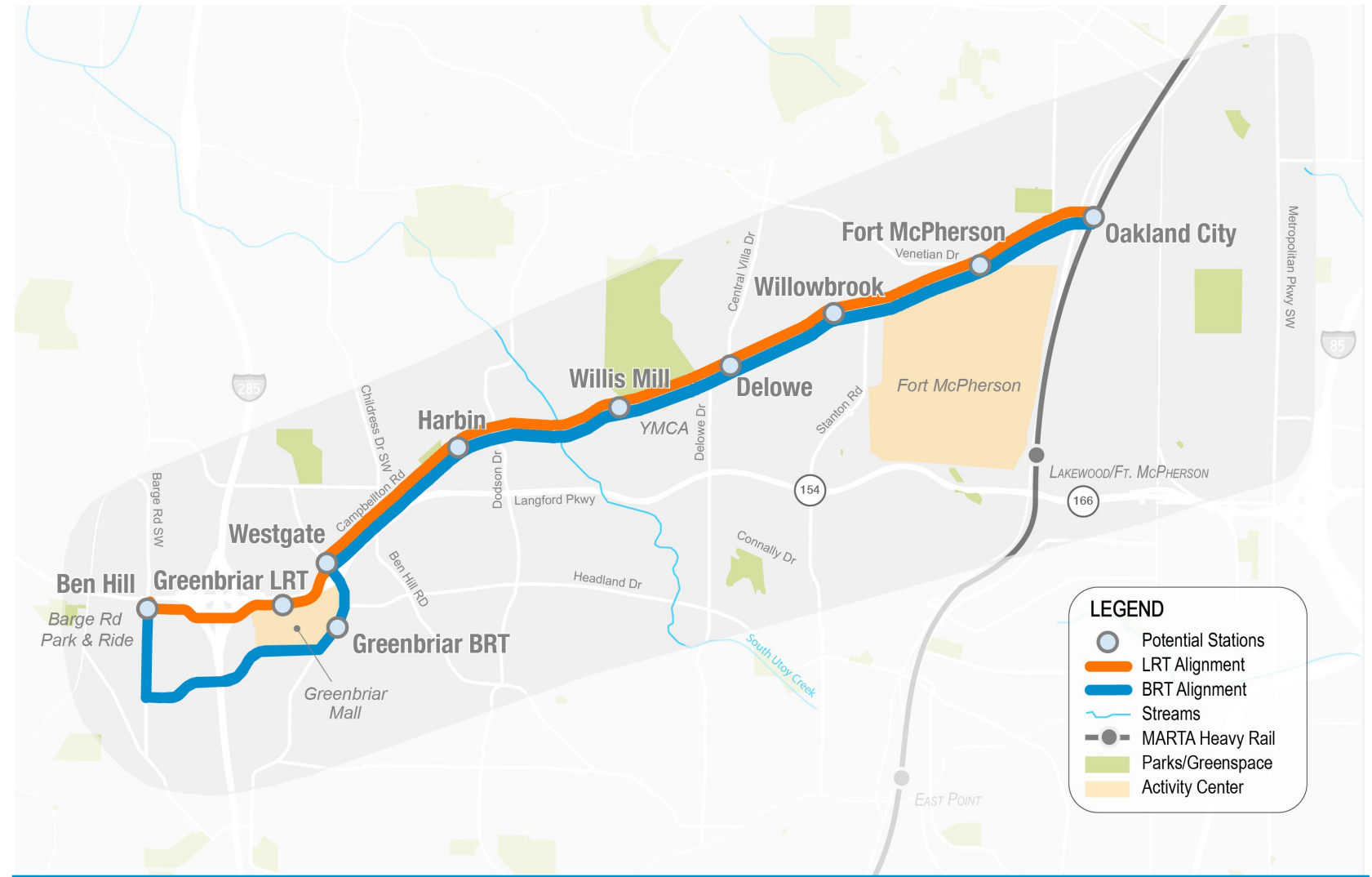
Opportunities for Economic Growth



1 out of **4** commercial
properties
are vacant or
underutilized

Proposed Alignments and Stations

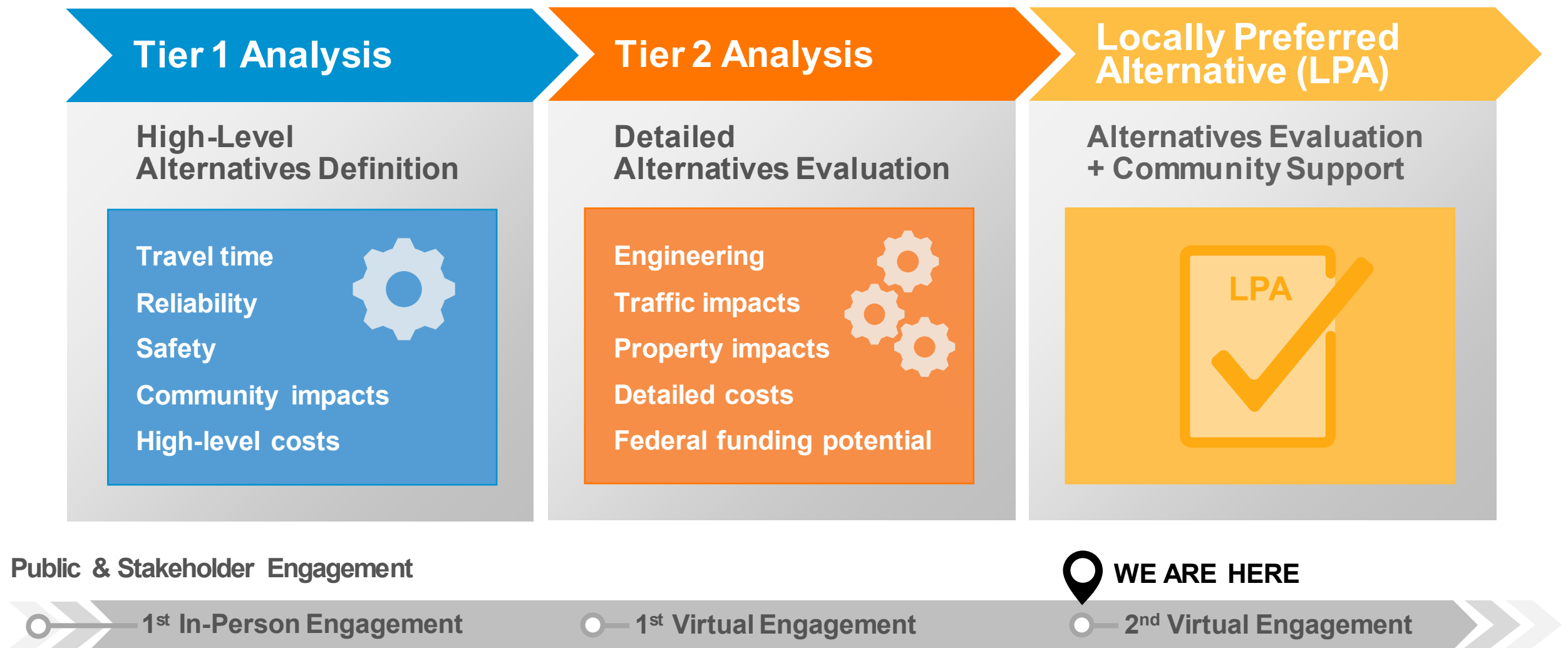
- ▶ Oakland City Station to Westgate area via Campbellton Road
- ▶ Western segment proposed to Ben Hill/ Barge Road Park & Ride:
 - ▶ BRT via Greenbriar Parkway
 - ▶ LRT via new, exclusive transitway over Langford Parkway and I-285
- ▶ Nine proposed stations with two options for Greenbriar Mall



BRT/LRT Comparison

Mode Characteristics	 Bus Rapid Transit (BRT)	 Light Rail Transit (LRT)
General Description	Rubber-tire vehicles operating on dedicated transit lanes for faster and more reliable service than regular bus	Steel-wheel vehicles operating on tracks embedded within roadway and powered by overhead electric cable
Capacity	 Up to 120 people can fit on each BRT bus	 Up to 200 people can fit on each LRT train
Shared Characteristics		
Frequency	 Every 10 Minutes	
Station Spacing	 Every Half Mile on Average	
Station Amenities	 Enhanced Shelter & Amenities  Off-Board Fare Collection  Real-Time Arrival Information  ADA Accessible Raised Platforms	

Transit Alternatives Evaluation Process



Overview of Tier 1 and Tier 2 Activities

WE ARE HERE

Tier 1

High-Level
Alternatives Definition

Where and how will transit operate?

- ▶ Dedicated Lanes vs. Shared Lanes
- ▶ Center Running vs. Curb Running

Transitway Alternatives

Alt 1

Alt 2

Alt 3

Alt 4

Conclusions

- ▶ A combination of dedicated and shared lanes best balance benefits and impacts
- ▶ Center and curb running are both feasible

Which mode works best with each transitway?

Bus Rapid Transit (BRT)



Light Rail Transit (LRT)



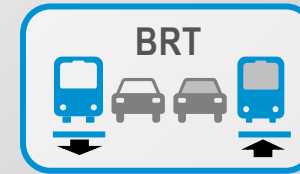
Tier 2

Detailed
Alternatives Evaluation

To understand tradeoffs between travel times, community impacts, and costs

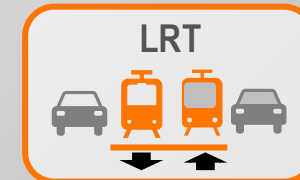
BRT Alternative

- ▶ Curb running dedicated lanes along most of Campbellton Road*
- ▶ Dedicated lanes on Greenbriar Parkway



LRT Alternative

- ▶ Center running dedicated lanes along most of Campbellton Road
- ▶ Exclusive transitway via new bridge over Langford Parkway and I-285

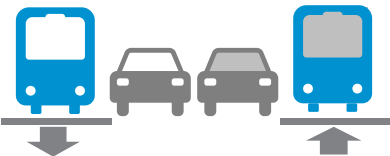


LPA

Public input necessary to select the Locally Preferred Alternative (LPA)

**Allows right turns to access businesses*

BRT Alternative *at a glance*



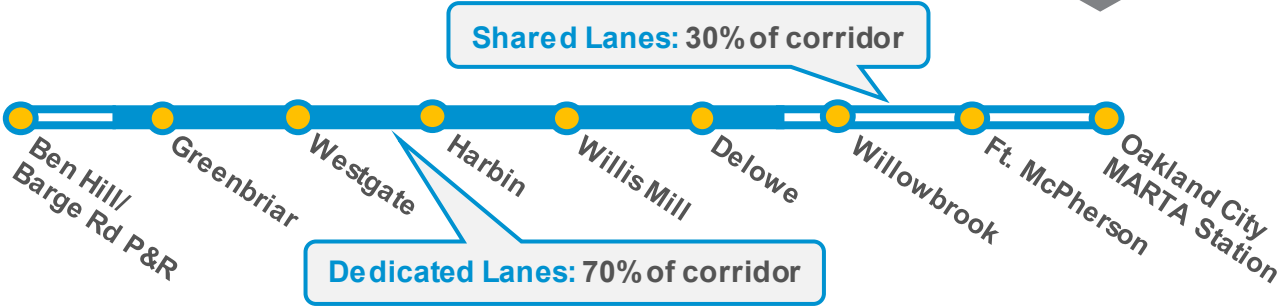
Bus Rapid Transit

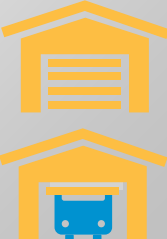
Transitway: Curb Dedicated Lanes

Alignment: 6 miles and 9 stations

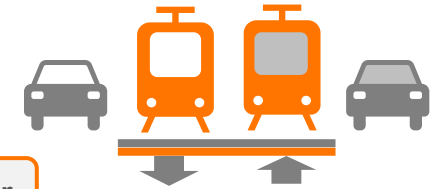
Service: Every 10 minutes weekdays

Vehicle: Battery Electric Articulated Bus



Travel Time & Reliability	Property Impacts	Roadway Access Impacts	Safety	Cost & Timeline
19 MINS From Oakland City Station to Barge Road P&R 33% Faster than current times on Route 83	2 ACRES Needed for dedicated lanes and stations Existing MARTA Garage used to store and maintain buses 	20 Restricted Driveways* 21 Driveway Closures*  *Impacts mostly Greenbriar Pkwy	8% Reduction in auto speed Enhanced bicycle/pedestrian environment 	Construction Cost 100 MILLION 5 MILLION Annual Operating Costs Time to Deliver  5 to 7 YEARS

LRT Alternative *at a glance*



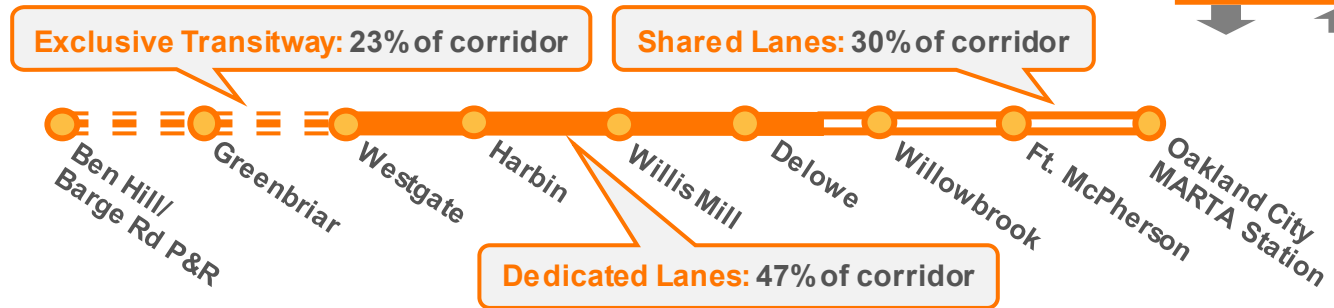
Light Rail Transit

Transitway: Center Dedicated Lanes

Alignment: 5.5 miles and 9 stations

Service: Every 10 minutes weekdays

Vehicle: 80-foot train like Atlanta Streetcar



Travel Time & Reliability	Property Impacts	Roadway Access Impacts	Safety	Cost & Timeline
16 From Oakland City Station to Barge Road P&R 44% Faster than current times on Route 83	12 Needed for dedicated lanes and stations New rail facility needed to store and maintain trains	144 Restricted Driveways 12 Driveway Closures	29% Reduction in auto speed Enhanced bicycle/pedestrian environment	Construction Cost 340 MILLION 13 MILLION Annual Operating Costs Time to Deliver 8 to 10 YEARS

Driveway Access Impacts

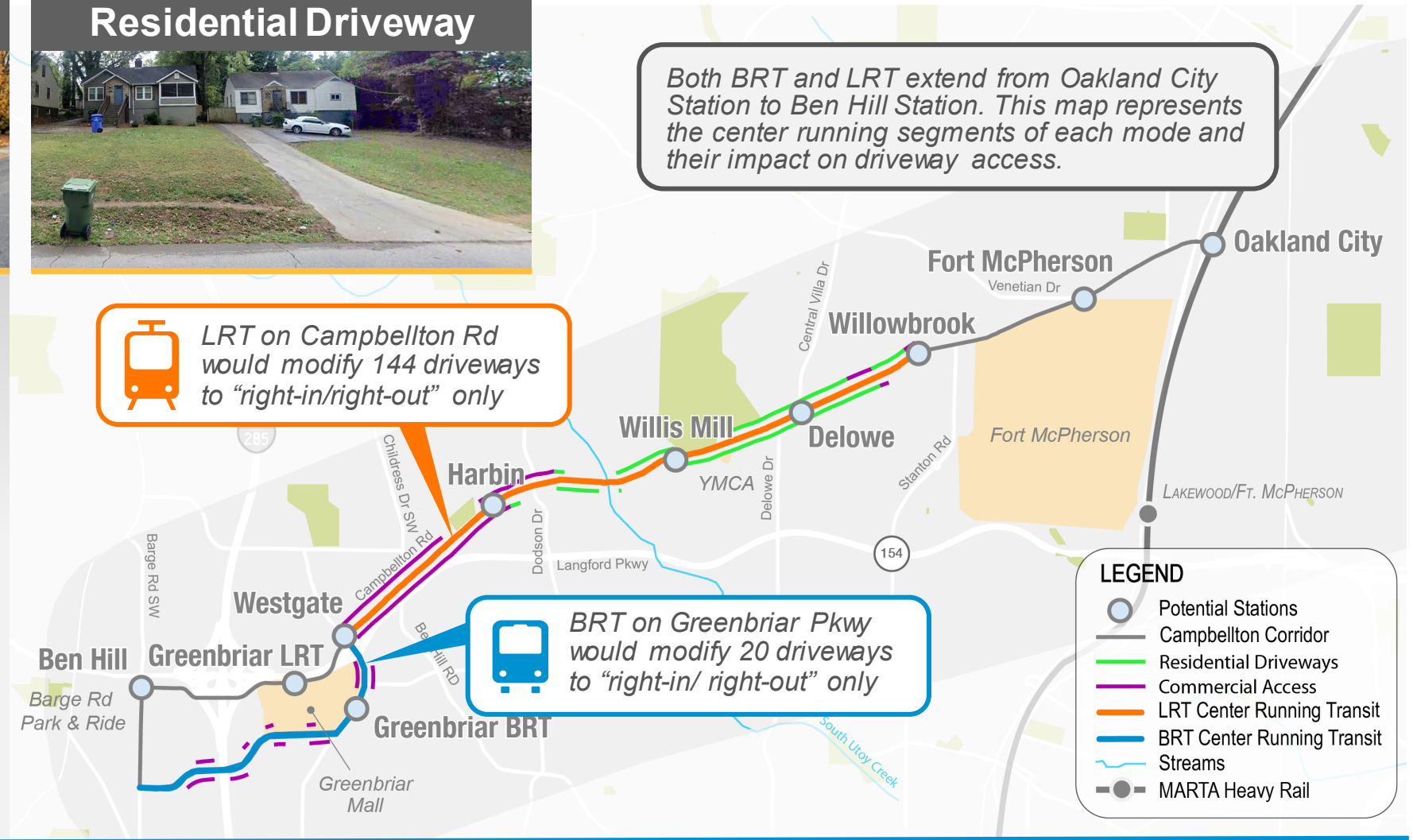
Commercial Driveway



Residential Driveway



- ▶ Center running transit modifies how vehicles access and operate along the corridor
- ▶ Medians restrict driveway access to “right-in/right-out” only
- ▶ Left turns cannot be made except at signalized intersections



Summary of Tier 2 Analysis



Tier 2 Analysis		BRT Curb Running 	LRT Center Running 
Travel Times and Reliability			
	Which provides a faster trip? (one-way)	 19 minutes	 16 minutes
	Which is more reliable?	 High reliability (near term)	 Higher reliability (near term and long term)
Changes to the Corridor			
	Which will slow down speeding drivers more?	 8% reduction (to 24 mph)	 29% reduction (to 19 mph)
	How will this affect access to businesses?	 20 driveway restrictions	 144 driveway restrictions
	How much of adjacent properties will be impacted?	 2 acres	 12 acres
Resources Required			
	How much will it cost to build? (2021\$)	 \$100 million	 \$340 million
	How much will it cost to operate? (2021\$)	 \$5 million annually	 \$13 million annually
	How long will it take to deliver?	 5-7 years	 8-10 years

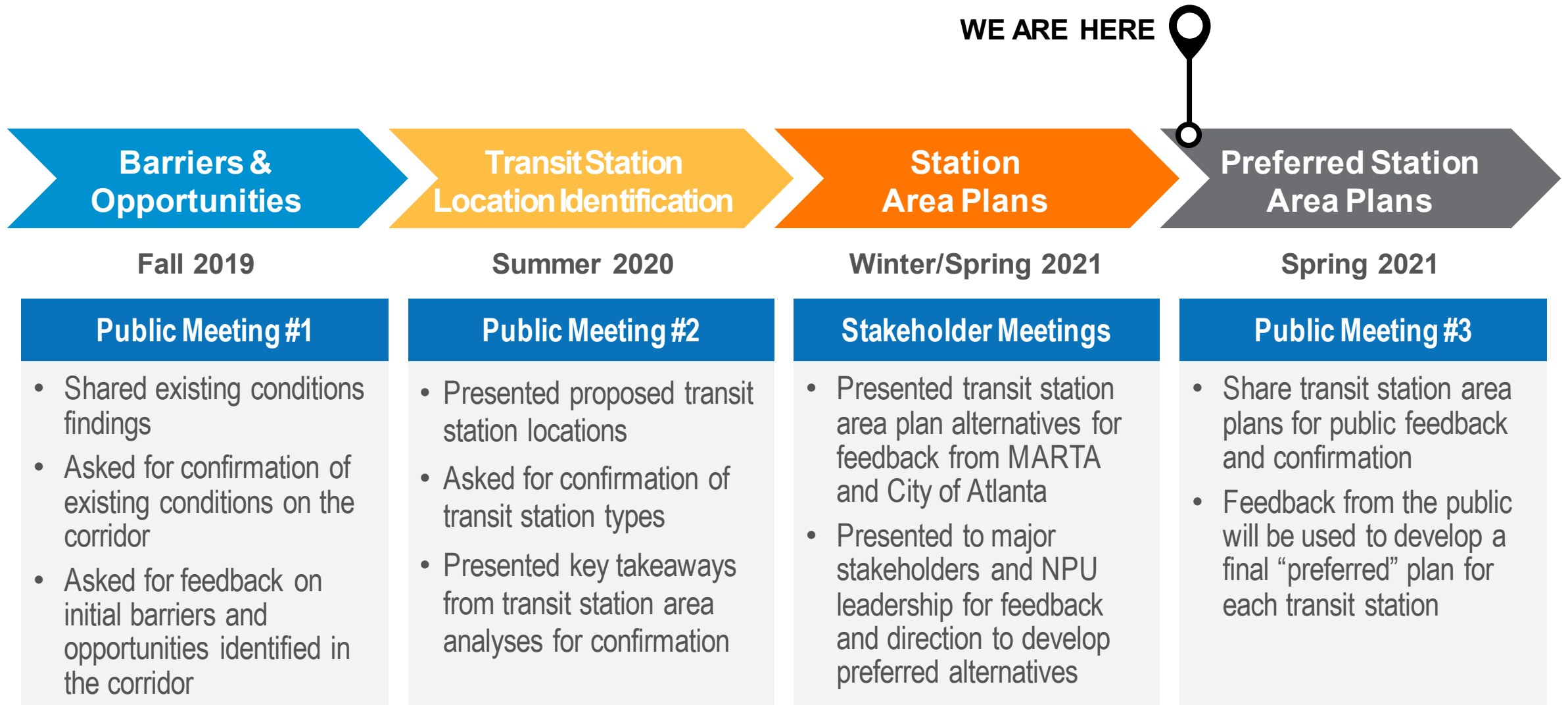
Delowe BRT Curbside Station



Delowe LRT Center Station



Transit Station Area Plan Overview



What We've Heard From The Community

Key Takeaways

- ▶ Love that rapid transit will **enhance connectivity**
- ▶ **Wider, safer sidewalks** are a priority
- ▶ Implement rapid transit as **fast as possible**
- ▶ Stakeholders want to see the **Livable Centers Initiative (LCI) plan visions** come to fruition. Projects should help **build neighborhoods**
- ▶ Many stakeholders in the area are **open to redevelopment**
- ▶ There should be a **range of policy options** and **collaborative partners**
- ▶ The community is **excited** and **optimistic** about transit

How were Transit Station Locations Identified?

Previous Planning Efforts



Studied **Previous Plans** & studies along the corridor



Analyzed **Community Feedback**

Existing Conditions along the Corridor

Analyzed Existing & future



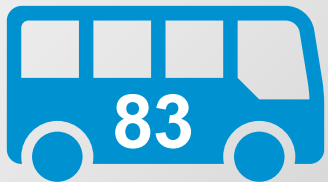
Zoning

Land use & **Activity** centers



Connectivity and Mobility Needs in the Corridor

2nd highest MARTA ridership



Focus on stops with **High** ridership



Opportunities for Investment



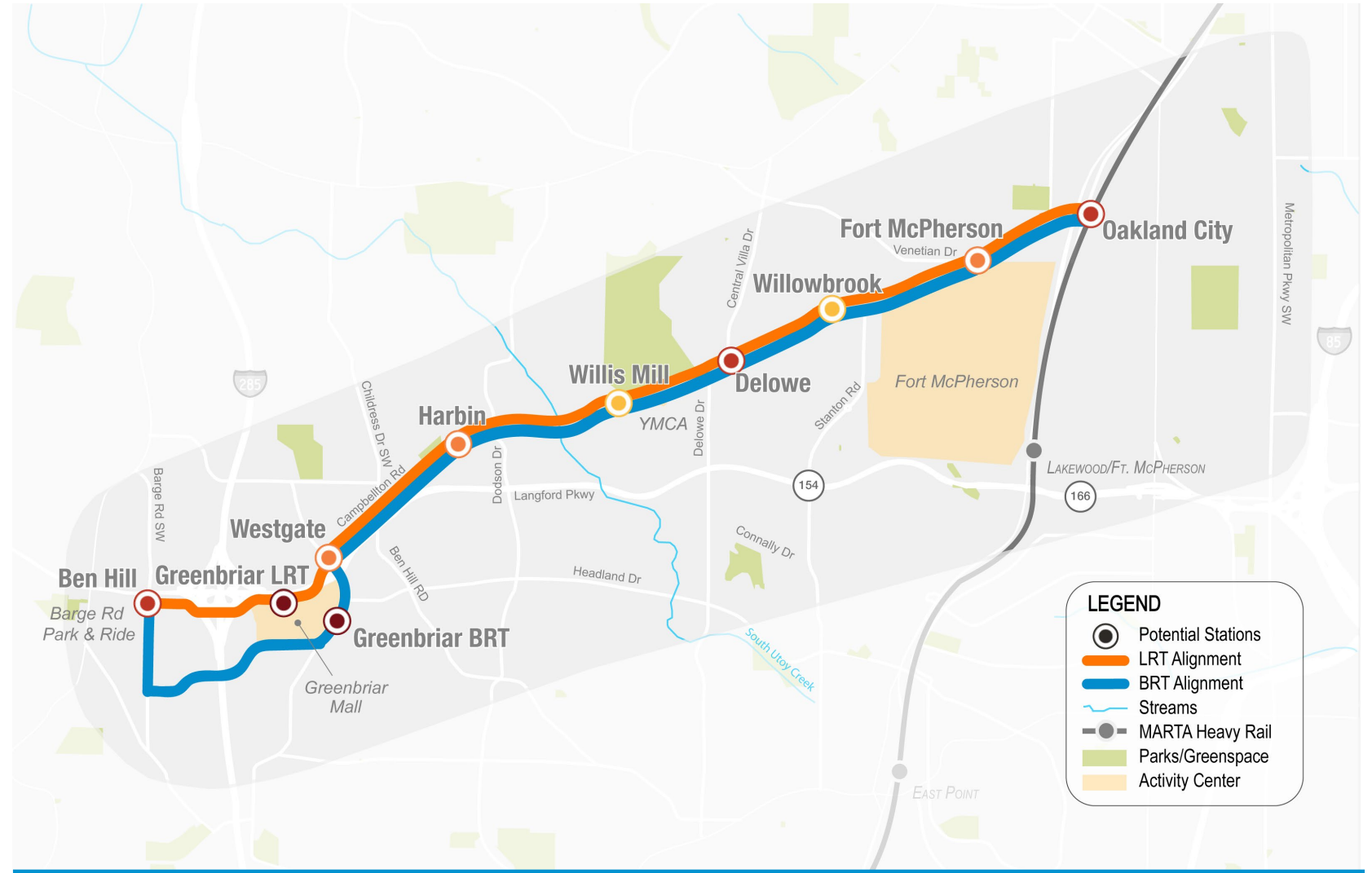
Underutilized and vacant properties can support new investment in **TOD**

Transit Station Area Types

9 Potential Station Locations

- ▶ Stations are located approximately every half mile, with a unique mix of land uses, activity, and development
- ▶ Stations have been grouped into four “station types,” with similar planned levels of density, land uses, and transit station amenities
- ▶ These station types were shared and confirmed with the public in June of 2020:

- *Neighborhood Residential*
- *Neighborhood Activity Center*
- *Community Activity Center*
- *Regional Activity Center*



What is Transit-Oriented Development (TOD)?

Four Primary Principles



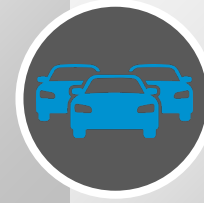
Station area development is compact and dense relative to its surroundings



A rich mix of land uses



A great public realm



A new approach to parking

Strong Support For

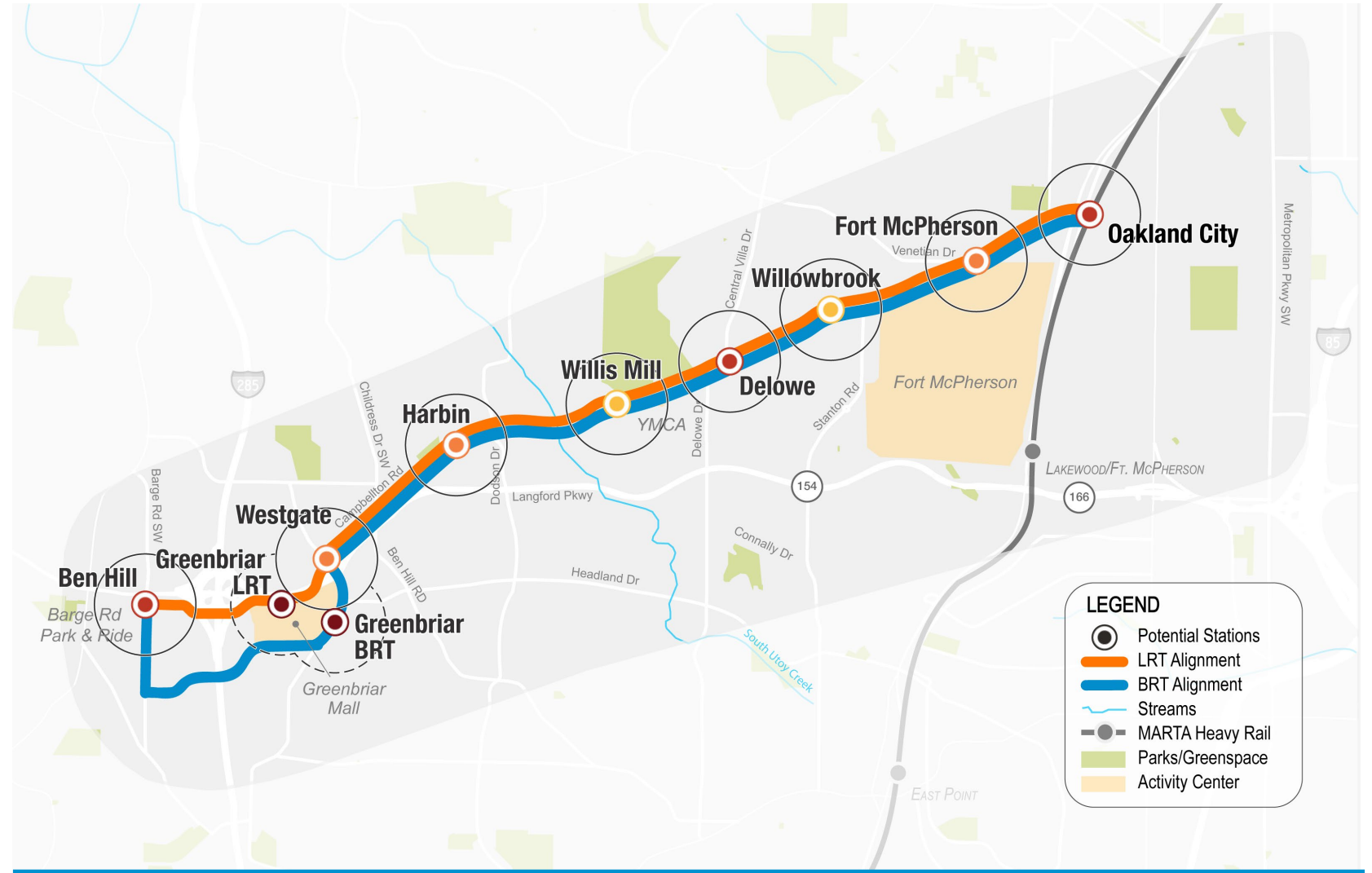
- ▶ Transit-oriented development, or “TOD,” means development around transit stations that is compact, vibrant, pedestrian-friendly, and seamlessly integrated with transit.
- ▶ TOD seeks greater density so that more people can live, work, shop, or go to school within walking distance of a station.
- ▶ Livable places with a mix of land uses, housing, and affordability levels
- ▶ Walkability, with sidewalks, amenities, and a grid of streets
- ▶ Transit does not mean “no cars,” but it does require less parking than similar development in non-transit-oriented locations



Transit Station Area Plans

Why do we need a Station plan?

- ▶ Area within a **¼ mile radius** is considered the “Station Area”
- ▶ A Station Area Plan sets a **long-term vision** for the area around a transit station
- ▶ The Station Area Plans will be **used to create clear recommendations** for land use, placemaking, transportation infrastructure, and economic development
- ▶ Implementation Strategies will be created to **achieve the community's vision** for each station area



What's Next

- ▶ **Select LPA** and preferred **Station Area Plans** based on public input
- ▶ MARTA Board to **adopt the LPA in summer 2021**
- ▶ Begin the next stage of project development (e.g., engineering)
- ▶ Develop strategies to implement the preferred Station Area Plans
- ▶ **Ongoing coordination** with the City, stakeholders, and the community as the project continues towards implementation

Stay Engaged



- ▶ Check out virtual meeting room:
<http://campbellton.scoutfeedback.com>
- ▶ E-mail questions directly to: marnold-vhb@itsmarta.com or
publichearinginfo@itsmarta.com
- ▶ Join us at a future community/virtual meeting
- ▶ Share the news with your friends and neighbors

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