

MARTA RAPID SR 54

Project Overview and Background

MARTA's new bus rapid transit (BRT) service, called 'Rapid,' is designed to offer a premium, high-capacity transit service along the SR 54 corridor. Expect fewer stops, enhanced amenities, and dedicated transit lanes to ensure quicker and more reliable travel.

MARTA Rapid SR 54, spanning an approximate 25-mile route, will enhance north-south mobility within Clayton County and improve connectivity to regional destinations, such as:

MARTA East Point Station

Clayton State University

Atlanta Airport (Int'l Terminal)

Southlake Mall

Hapeville

Jonesboro

Forest Park + Fort Gillem

Lovejoy

Project Purpose and Need

MARTA Rapid SR 54 project will explore solutions to **improve access to jobs**, **enhance north-south mobility**, **accommodate growing demand for transit**, and **support land use and economic development plans**. Each of these objectives is crucial towards achieving more connectivity and access for residents and businesses in Clayton County.



What is MARTA Rapid?

MARTA Rapid is BRT, which is a fast, efficient, and frequent all-day service operating in mixed traffic and dedicated lanes. BRT systems are designed to provide users with a premium service with a faster and more reliable travel experience. Typical characteristics of BRT include:



A bus every 15 minutes or less

Signal technology to prioritize buses at intersections

Unique Vehicle Branding



Dedicated Bus Lanes

Station Amenities



Project Update

MARTA is conducting a comprehensive planning study to evaluate potential BRT options along the SR 54 corridor. Given the corridor's length and complexity, MARTA is exploring potential phasing and funding scenarios for project delivery. This includes identifying the most viable segments to prioritize based on ridership, cost, and constructability.

Key questions to answer include:

- What segment(s) has the **best chance of receiving federal funding**?
- How will the project **integrate with Rapid Southlake**?
- What project elements can be **initiated now**?
- Where are opportunities for **transit-oriented development**?

SR 54 Planning Process to Adopt a Locally Preferred Alternative

BRT Planning & Evaluation

- Develop BRT routing, stations, and service plans
- Analyze costs, ridership, and impacts with emphasis on federal funding readiness

Winter - Summer 2024

Phasing Analysis & Recommendations

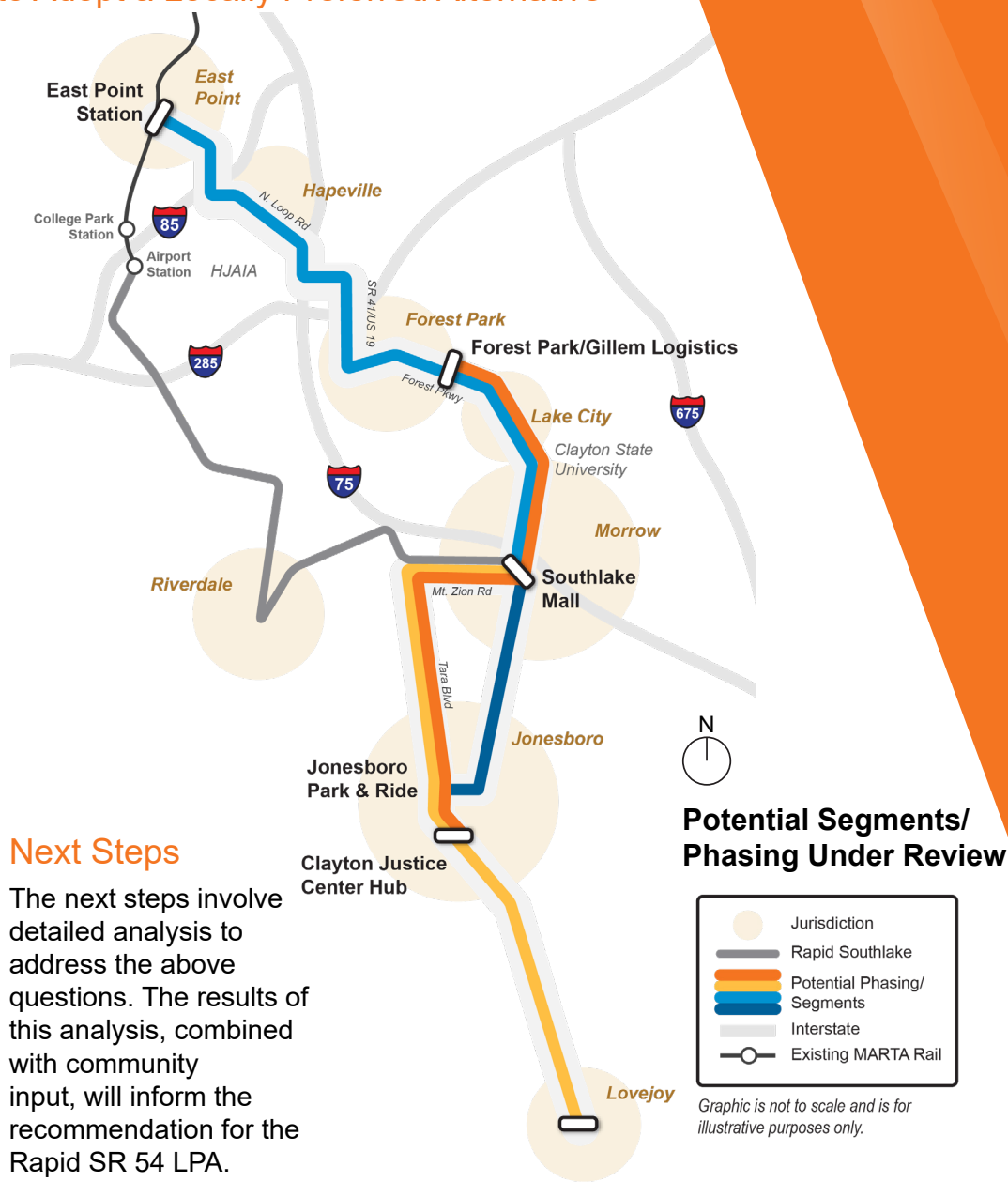
- Evaluate segments to prioritize for federal funding
- Explore early improvements and incremental implementation of BRT
- Identify short- and long-term timelines and funding sources

Fall 2024 - Winter 2025

Locally Preferred Alternative (LPA)

- Based on evaluation results and community input, identify the LPA and funding strategy for adoption by the MARTA Board

Spring 2025



To request this information in another language or in an accessible format, call 404-848-4037 or 404-848-5665 (TTY).

To learn more and provide feedback, visit ConnectClayton.com.

