

GA 400 Transit Initiative Environmental Review



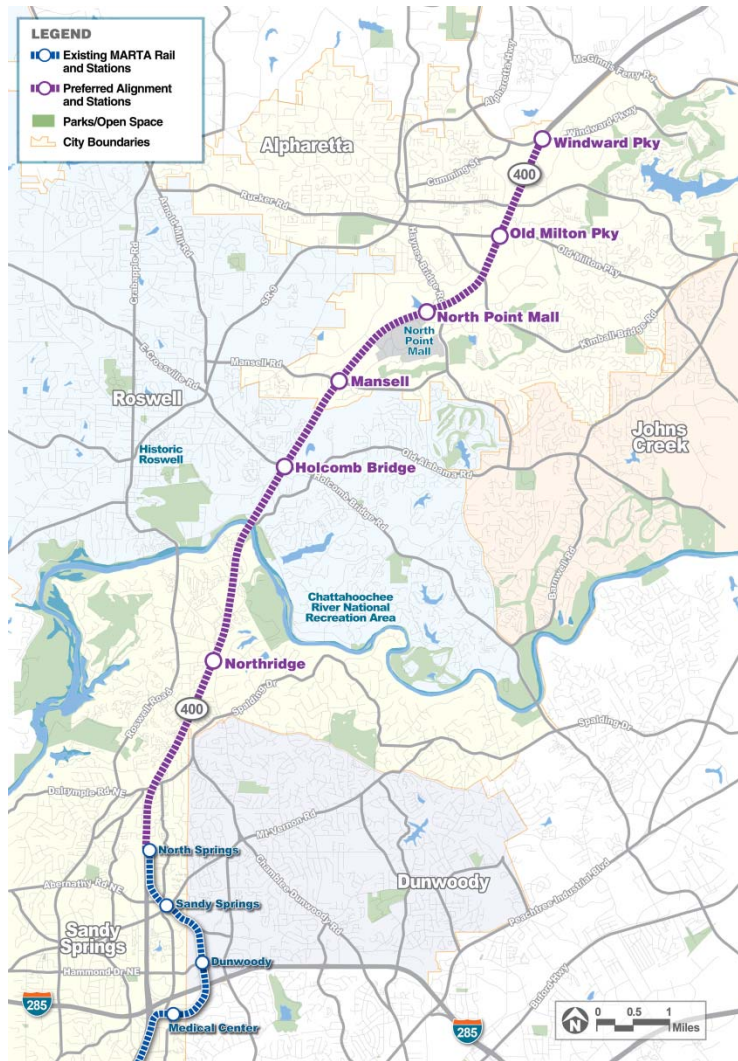
August 7, 2014

Project Status



- Current study effort started in 2011
- Completed Alternatives Analysis in 2013
- Initiated Early Scoping in Fall 2013
- Continued Early Scoping in Summer 2014 to:
 - Gather more feedback on preferred alignment and community desires
 - Identify preferred technology and station locations
 - Begin environmental documentation

Potential Alternatives



Georgia 400

Alignment*

- 11.9 miles Long
- North Springs Station to Windward Parkway via GA 400

Transit Technology

- Bus Rapid Transit
- Light Rail
- Heavy Rail

Potential Stations

- Northridge
- Holcomb Bridge
- Mansell Road
- North Point
- Old Milton
- Windward Parkway

* All alternatives assume a conceptual alignment on the east side for developing cost estimates and ridership forecast. This east side conceptual alignment is **NOT** the final alignment as variations are being considered based on Early Scoping feedback.

Bus Rapid Transit

Light Rail Transit

Heavy Rail Transit

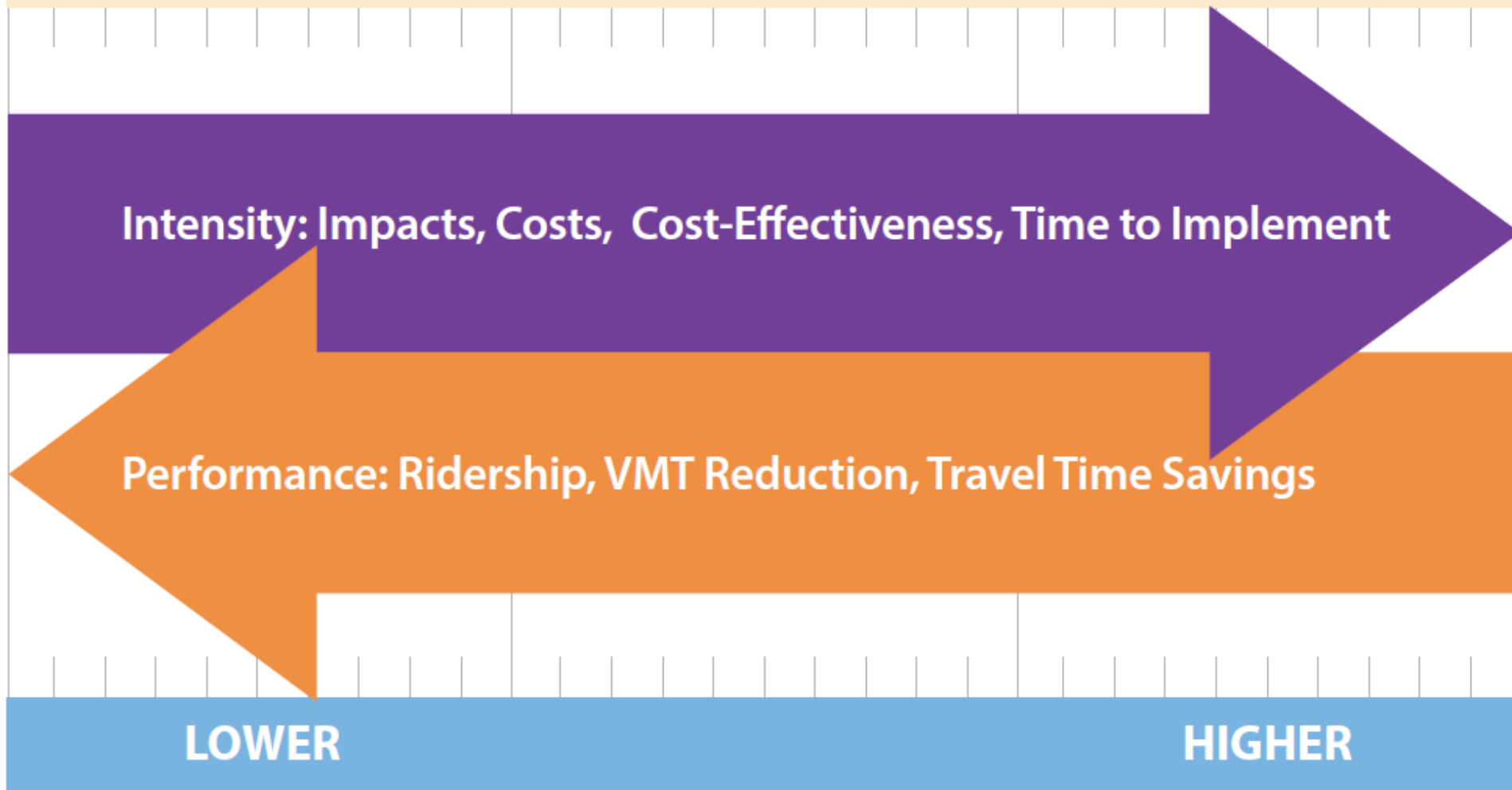
TRADE OFFS AND DECISION MAKING

Intensity: Impacts, Costs, Cost-Effectiveness, Time to Implement

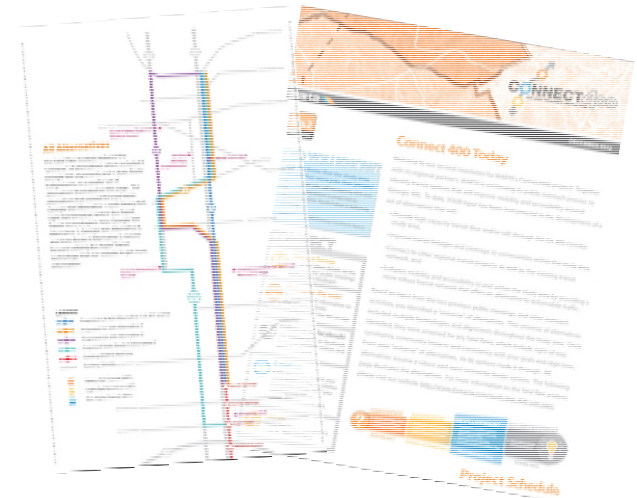
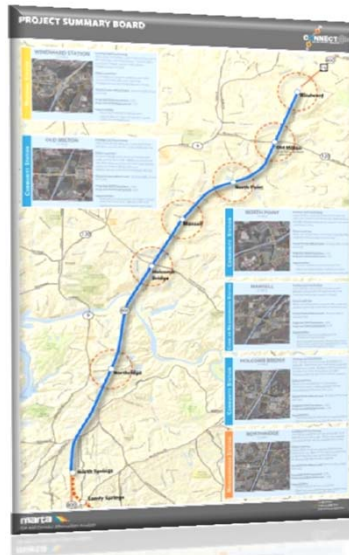
Performance: Ridership, VMT Reduction, Travel Time Savings

LOWER

HIGHER



Outreach Activities



Stakeholder Meetings

- **Stakeholders:** 30+ Meetings
- **TAC:** December 13, 2011; February 28, 2012, October 25, 2012
- **PSC:** January 18, 2012; March 22, 2012; November 14, 2012; February 26, 2013; May 9, 2013; October, 17, 2014; June 12, 2014

Public Meetings

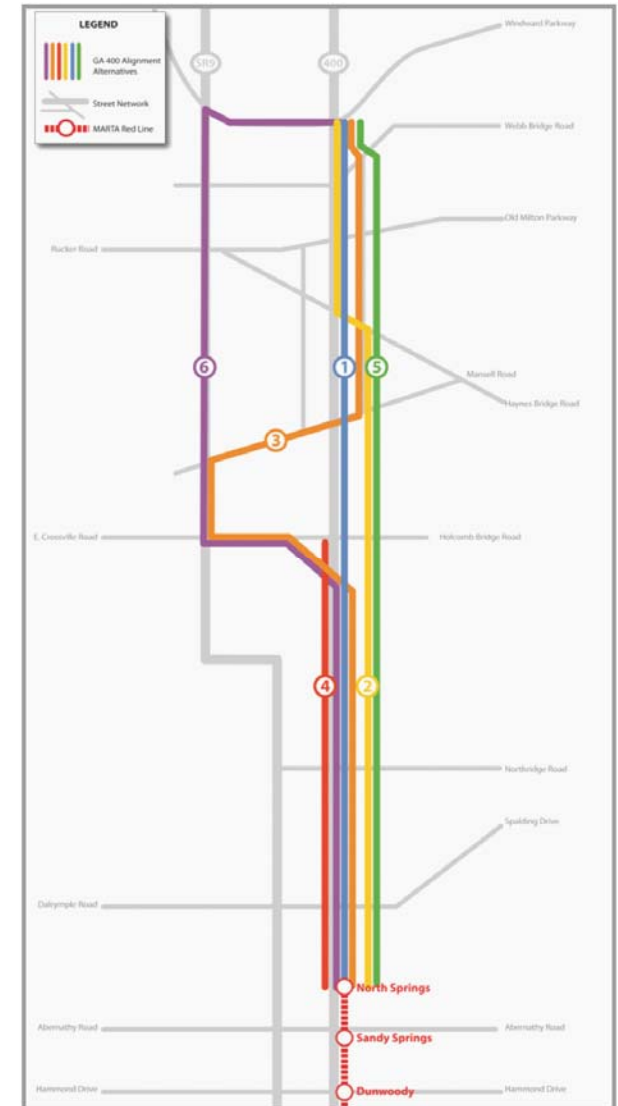
- **2011:** December 13- Minority and Non-English Speaking Leadership Meeting
- **2012:** January 26; May 22; March 21; August 21-El Banco; August 30- North Fulton Chamber of Commerce Breakfast Forum
- **2013:** March 21; September 26
- **Fall 2013:** City Council Briefings

Surveys

- December 12, 2012 to January 17, 2013
 - 136 Respondents
- March 2014 – Scientific Public Opinion Survey
 - 612 Residents
 - 463 Employees

Early Scoping Phase 1 Outcomes

- August 2013 – October 2013
- Established GA 400 as preferred location of project
 - Alignment detail to be refined
- Suggested heavy rail as preferred technology
- Identified the need to further explore the transit desires of area residents and employees
 - Continue community discussions
 - Conduct a statistically valid survey



Early Scoping Phase 2 Activities

- June 2014 – August 2014
- Project Steering Committee Meeting – June 12
- Northridge Community Association Meeting – June 12
 - **Preference for an alignment on the west side of GA 400**
- **Three Public Meetings**
 - July 8 in Roswell
 - July 10 in Alpharetta
 - July 17 in Sandy Springs / Dunwoody
- Northridge Community Tour – July 26
- Community Bus Outreach – August 16
- **Elected Official Briefings**
 - North Fulton County Commissioner Liz Hausmann - June 30
 - Milton City Council, July 14, 2014
 - Johns Creek City Council – August 4
 - Roswell City Council - August 11
 - Sandy Springs Council – August 19
 - Dunwoody City Council, August 25



Media Coverage

- Mostly informative and positive coverage
- Television
 - Channel 2 Action News
 - Fox 5 Atlanta
- Newspapers
 - 8 Headlining Stories
 - Atlanta Journal Constitution, Reporter Newspapers, Neighbor Newspapers, Appen Newspapers
- Radio
 - WABE 90.1 – Atlanta NPR
 - WYAY 106.7 – News Radio



Survey Background

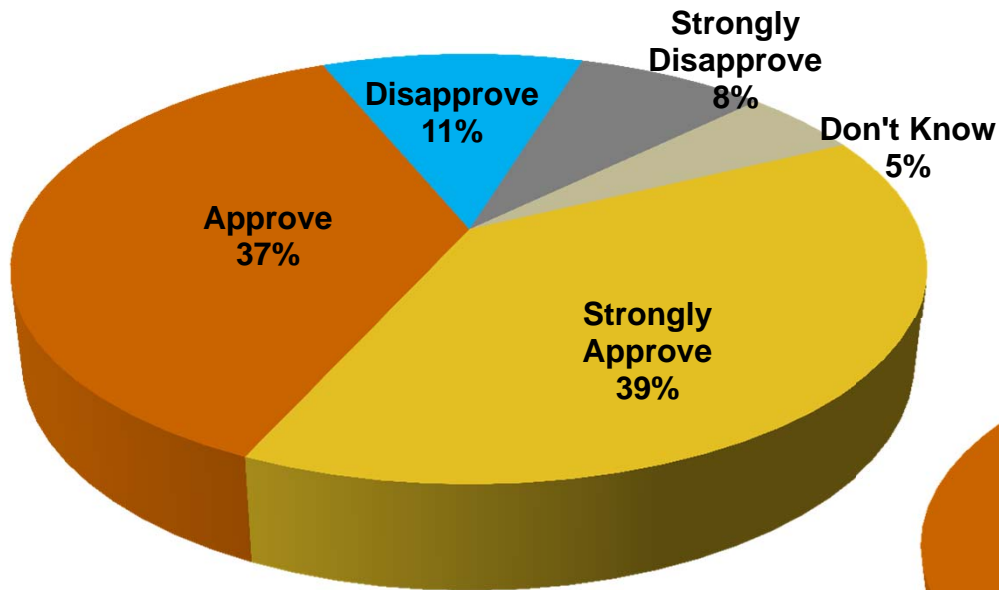
- Recommended as part of Early Scoping – Phase 1
- Initiated in March 2014 with KSU – A.L. Burruss Institute of Public Service and Research
- Statistically valid; 1,000+ Sample Size, Margin of Error +/- 4%
- **612 RESIDENT** respondents via phone
 - Cellphone (200)
 - Landline (412)
- **463 EMPLOYEE** respondents via internet
 - Online survey
 - Employees within 1-mile of GA 400 Corridor
- Survey release to public following today's presentation

Survey Demographics

- Residents
 - Approximately 50% Female to 50% Male split
 - 18+ Surveyed Only
 - Majority in the 35 – 54 year old range
 - 69% of Respondents White
 - 12% Black
 - 10% Asian
 - 8% Latino
 - 1% Other
 - Good survey coverage across all of Northern Fulton County
 - Respondent rate by city correlates to municipal population
- Employees
 - 66% Male vs. 31% Female
 - 3% didn't respond
 - 18+ Surveyed Only
 - Majority in the 45 – 64 year old range
 - 87% of Respondents White
 - 4% Black
 - 3% Asian
 - 2% Latino
 - 4% Other
 - 50% of employees live outside of the northern Fulton County area
 - Remaining 50% correspond to a similar per capita split as residents

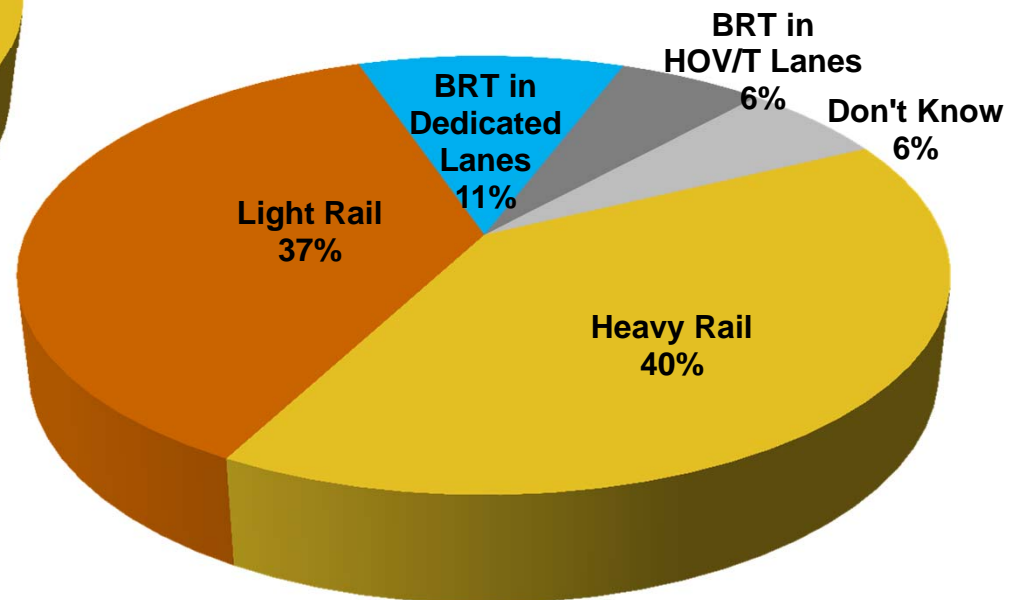
Survey Result Highlights

Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?



Employees: 45% Strongly Approve / 31% Approve
(Consistent 76% Approval)

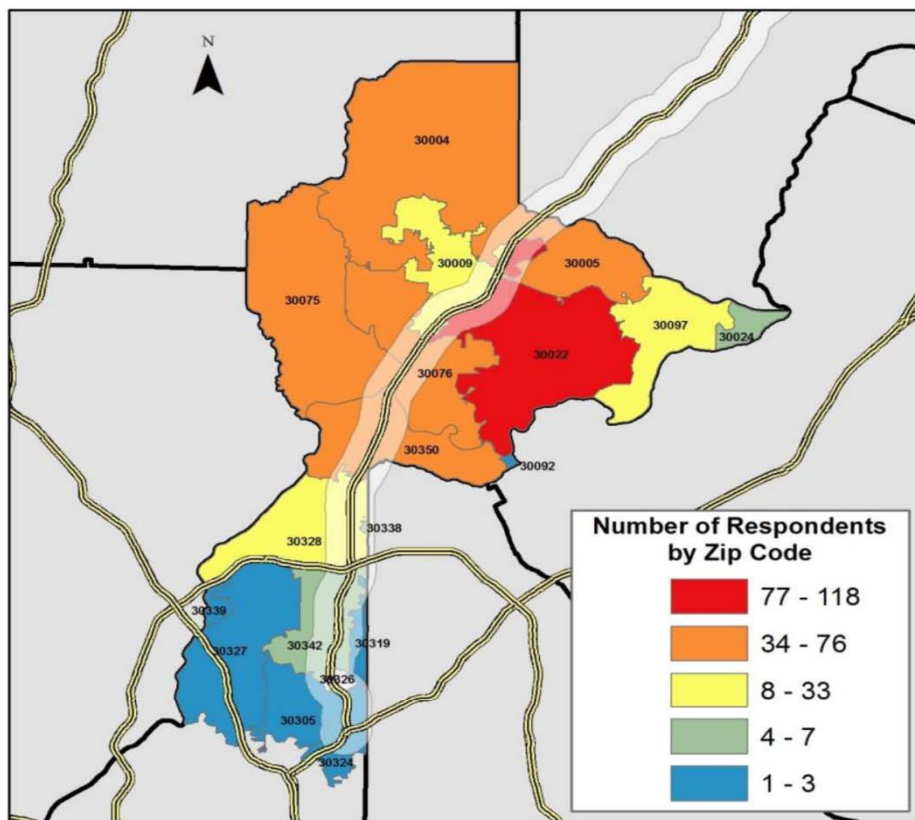
How should MARTA expansion be accomplished?



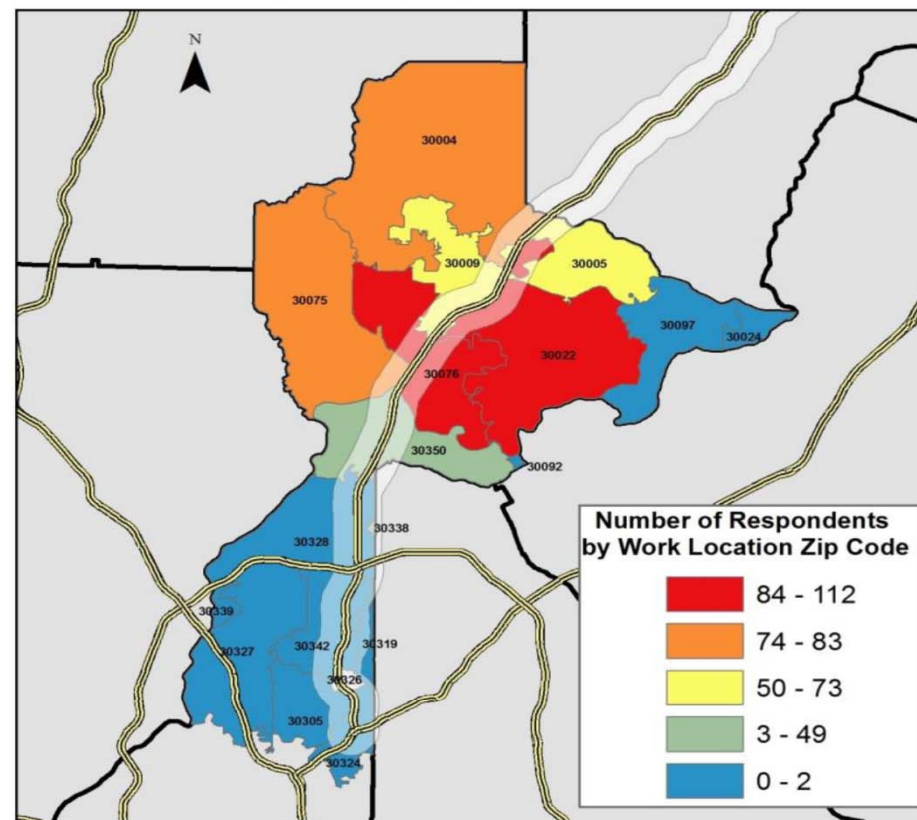
Employees: 68% Heavy Rail / 25% Light Rail / 6% BRT

Location of Sample Respondents 2014 MARTA Expansion Survey North Fulton County, GA




Telephone Survey of North Fulton County Adults

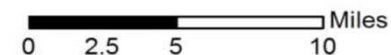


Online Survey of Employees in GA 400 Corridor



Burruss Institute of Public Service and Research
June 27, 2014
Data Source: 2014 MARTA Expansion Survey;
U.S. Census Tiger Files; Atlanta Regional Commission
Projection: NAD 1983 State Plane Georgia West

 GA400 One Mile Buffer
 Expressways
 Counties

 Miles
0 2.5 5 10

Other Key Findings

- Very few utilize MARTA currently for commuting to work (In the past, approximately 10% of residents have used MARTA and <1% of employees currently use MARTA)
 - 79% of employed residents drive to work
 - 85% of employees drive to work
- Most respondents use MARTA less than once a month
 - When they do use MARTA it is usually to get to entertainment locations (approximately 60% of residents and 65% of employees).
- Majority of employee respondents would use MARTA more if a rail station was closer to their homes and/or jobs (52%)

Economic Analysis

- Study initiated in winter 2014
- Assesses economic impact of proposed expansion projects (I-20 East, Clifton Corridor and GA 400)
- Utilized PLAN 2040 regional planning assumptions
- Preliminary results indicate positive influence on economy from all projects
 - Increases in productivity, population, jobs, GDP, and other factors
- Results finalized by late summer 2014

Preliminary New Starts Evaluation

- Analysis underway to determine project performance with respect to:
 - Mobility improvements
 - Cost effectiveness
 - Congestion relief
 - Environmental benefits
 - Land use
 - Economic development
- Will inform selection of preferred technology as well as overall project approach and timing



Preliminary Ratings of GA 400 Alternatives

Criteria	BRT	LRT	HRT
Mobility	Medium-Low	Medium-Low	Medium
Cost effectiveness	Medium-High	Medium-Low	Medium
Congestion relief	Medium	Medium	Medium
Environmental benefits	Medium-Low	Medium	High
Land use	Medium-Low	Medium-Low	Medium
Economic development	Medium-Low	Medium-Low	Medium-Low
Project Justification Rating*	Medium	Medium-Low	Medium

Note: Projects need *medium* or better rating on criteria to be considered for funding

*- Project ratings will be refined as the study efforts continue

Next Steps

- Complete Early Scoping Phase Two - Summer 2014
- Conduct conceptual environmental and engineering study – Fall 2014
- Identify LPA with stakeholders – Winter 2015
- MARTA Board approval of LPA – Winter 2015
- Initiate preparation of Draft Environmental Impact Statement (DEIS) – Spring 2015