Today’s Meeting Purpose

• Where We Are
• What We’ve Heard
• The Screening Process
• Q&A
• Where Do We Go From Here?
Purpose and Importance of this Study

- Evaluate feasibility of increased transit service
- Identify potential for high-capacity transit project implementation

Differentiation Between Past Studies

- Focused investment along GA 400 corridor
- Assessed land development over past decade
- Considered demographic changes in study area
- Advanced planning process from previous studies
Early Scoping

- FTA recently updated the New Starts funding program, streamlining the environmental review process.
- Early Scoping is an optional community involvement step during the major planning phase of a transit project.
- Input and comments tonight will be considered as part of the Federal NEPA process, should MARTA prepare an EIS for FTA review.

FTA = Federal Transit Administration
NEPA = National Environmental Policy Act
EIS = Environmental Impact Statement
Where We Are
Re-initiated efforts in Spring of 2014 to:

- Conduct a second phase of Early Scoping
- Initiate the preliminary New Starts evaluation
- Recommend / adopt a Locally Preferred Alternative
Federal Project Development Process

Project Development: Typically 6 – 12 years
What We’ve Heard
Outreach

Stakeholder Interviews
Technical Advisory Committee
Project Steering Committee

• **Stakeholder:** 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 - Public Opinion Survey
  • 612 Residents
  • 463 Employees
General Themes

- Lack of transportation funding
- Need for ‘last mile’ circulation
- Need feeder system to 400 transit
- Need for transit-oriented development around the stations
- Desire to preserve visual aesthetics, including river buffers and tree buffers
- Phase transit improvements to build market/ridership
- There is no ‘reverse commute’ on 400, both directions bad during peak hours
- Need to improve existing MARTA bus routes and add more
- Georgia 400 corridor is preferred alignment
- Community support for Heavy Rail Transit
Public Opinion Survey Highlights

- Majority of residents believe traffic congestion is a real problem
- Almost 80% of respondents agreed that a better public transportation system is needed
- Over 60% of all respondents indicated they would use public transportation more often if it could get them to places they need to go
- Ironically, almost 60% of respondents generally agreed that improving the local roadways is the best way to solve the area's traffic problems
- Almost 80% of respondents indicated they either strongly approve or approve of expansion of MARTA up GA-400 to the Forsyth County line
- Heavy rail preferred by 40% of respondents
- Light rail is preferred by 37%
- BRT in HOT/HOV preferred by 11%; fixed guideway by 6%
The Screening Process
The Screening Process

**Fatal Flaw Analysis** considers at a high level:
- Purpose & Need
- Constructability & right-of-way impacts
- Generalized Technology Assessment

Defined alternatives (combinations of alignment & transit technology) for Screen 1

**Screen 1** applies both quantitative & qualitative evaluation criteria to reduce the number of alternatives

Smaller set of alternatives advance into Screen 2

**Screen 2** involves a more in-depth analysis using additional performance measures

Screen 2 refines the alternatives

Recommendation to MARTA Board

Fatal Flaw Analysis

Screen 1 Analysis

Screen 2 Analysis/Alternatives Refinement

Early Scoping
Overview of Potential Alternatives
Georgia 400 – 1 (A)

Alignment
• 11.9 miles Long
• North Springs Station – Windward via GA 400

Transit Technology
• Bus Rapid Transit
• Light Rail/Streetcar
• Heavy Rail

Potential Stations
• Northridge
• Holcomb Bridge
• Mansell Road
• North Point
• North Point
• Old Milton (LRT/BRT only)
• Windward Parkway

* GDOT ROW availability on GA 400 to be determined based on Managed Lanes Study
Northridge vs. Pitts Locations

- **Station Type** – Regardless of location, the Northridge/Pitts location was preferred to be a *community* station

- **What we’ve heard from the public:**
  - **Public Outreach Meeting 5/22/12** – A majority of respondents stated that the Pitts Road access point should be relocated to Northridge Road
  - **Public Outreach Meeting 3/21/13** – Pitts Station should be eliminated and Northridge Station preferred
Northridge Area

- **Existing Land Use/Zoning** – Low-density residential east of GA -400 with some institutional and office uses; Office, auto-oriented commercial, high-density residential west of 400

- **Future Land Use** – East of 400 to remain low-density residential with institutional uses. West of 400, mixed-use is planned for Northridge/SR-9, with surrounding areas developing mid-high density residential

- **Vacant/Underutilized Land** – 66 Acres (13% of total land area)

- **Projected 2040 Population** – 2,766
- **Projected 2040 Employment** – 2,736
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<tr>
<th>Goal 1: Mobility &amp; Access</th>
<th>Heavy Rail (HRT)</th>
<th>Light Rail (LRT)</th>
<th>Bus Rapid Transit (BRT)</th>
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<td>New Riders by 2040</td>
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<td>Daily Travel Time Savings</td>
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<td>Annual Corridor Crash Reductions</td>
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<th>Goal 2: Land Use and Economic Development</th>
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<th>Light Rail (LRT)</th>
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<td>Consistency with adopted local/regional plans/development potential</td>
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<tr>
<th>Goal 3: Cost-Effective Transit Service</th>
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<td>Construction Capital Costs</td>
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<td>Cost per Trip</td>
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<tr>
<td>Change in VMT</td>
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<td>Reduction in Air Quality Pollutants</td>
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<td>Medium</td>
<td>Low</td>
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<td>Noise Sensitive Land Uses</td>
<td>Low</td>
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Benefits & Challenges

Benefits

• Reduction in commute times
• Reduction in vehicle miles traveled (VMT) and air pollutant emissions
• Reduction in vehicular crashes
• Increased employment
• Increased property values around station areas
• Reduced impact to environmental and community resources because the alignment utilizes GA 400 right of way

Challenges

• Encouraging higher density, less auto-oriented development
• Funding challenges for capital costs & system operations/maintenance
Where do we go from Here?
Next Steps

Early Scoping Phases 1 & 2 Preliminary New Starts Evaluation

Identification / Adoption of Locally Preferred Alternative

Initiate NEPA Scoping

Prepare Draft Environmental Impact Statement

Request to Enter FTA Project Development

Prepare Final Environmental Impact Statement / Record of Decision (ROD)

FTA Signs ROD

Fall 2013 – Summer 2014

September 2014

November 2014

Winter 2015 – Spring 2016

May 2016

Summer / Fall 2016

February 2017
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
Upcoming Community Meetings

- **Tuesday, July 8, 6:30PM-8PM**
  Public Meeting #1 – Johns Creek Environmental Campus

- **Thursday, July 10, 6:30PM-8PM**
  Public Meeting #2 – GSU Alpharetta Center

- **Thursday, July 17, 6:30PM-8PM**
  Public Meeting #3 – Hampton Inn Atlanta / Perimeter
Questions or Feedback?
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