Technical Advisory Committee Meeting #1

December 13, 2011
MARTA Headquarters
Meeting Agenda

- Project Purpose
- Project Schedule
- TAC’s Roles and Responsibilities
- Study Area
- Previous Studies
- Big Themes from Existing Conditions
- Question and Answer / Breakout Session
- Next Steps
Project Background
Project Purpose

• Purpose of the AA:
  o Identify alternative transit concepts
  o Select an LPA that can be examined through the NEPA process
• Initial activities include:
  o Develop Public Involvement Plan
  o Data collection (Existing Conditions)
  o Problem statement development
  o Identify goals
  o Develop the purpose and need
  o Review and refine travel demand model
Project Schedule

- **2011**
  - Goals and Objectives
  - Purpose and Need
  - Existing Conditions
- **Spring 2012**
  - Develop alternative evaluation methodology
  - Definition of alternatives
  - Refine ridership model
- **Summer – Fall 2012**
  - Evaluation of alternatives
  - Identify LPA
- **Winter 2013**
  - Develop Financial Plan
  - Develop Implementation Plan
- **Spring 2013**
  - Final AA Report
TAC’s Roles and Responsibilities

• To ensure technical proficiency during process
• Review technical data and analysis
• Provide input and guidance to project team
Study Area

- One-mile either side GA 400
- I-285 to McGinnis Ferry Road
- Study Area Jurisdictions:
  - Sandy Springs
  - Dunwoody
  - Roswell
  - Alpharetta
  - Milton
  - Forsyth, DeKalb and Fulton Counties
- Adjacent jurisdictions:
  - Mountain Park
  - Johns Creek
  - Atlanta
  - Gwinnett and Cobb Counties
Previous Transportation Studies

- MARTA Three Corridors Study (1998)
- MARTA North Line TOD Study (2006)
- Concept 3 Transit Vision (2008)
- Georgia Statewide Strategic Transportation Plan (2010)
- North Fulton Comprehensive Transportation Plan (2010)
- Plan 2040 Regional Transportation Plan (2011)
- Strategic Regional Thoroughfare Plan (2011)
- Draft ATL Northside Strategy (Ongoing)
- I-285 Alternatives Analysis/ Draft EIS (Ongoing)
LCI and other Land-use Plans

- Livable Sandy Springs LCI (2001 and update 2006)
- Perimeter Focus: Envisioning a New Atlanta Center LCI (2002)
- Sandy Springs MARTA Station Area Plan (2003)
- McFarland Stoney Point LCI (2006)
- North Point Activity Center (2008)
- Roswell Town Square/ Atlanta Street Corridor Study (2008)
- Roswell Road Corridor LCI Study (2008- south of I-285)
- Alpharetta Downtown Master Plan (2010)
- Dunwoody Village Master Plan (2011)
- Plan 2040 Regional Development Guide (ARC 2011)
- Blue Print North Fulton (NFCID 2008)
Local Jurisdiction CDPs and CTPs

• Local CDPs:
  o City of Sandy Springs, Georgia 2027 Comprehensive Plan (2007)
  o City of Dunwoody Comprehensive Plan (2010)
  o Imagine Roswell 2030 Comprehensive Plan (2011)
  o City of Alpharetta Comprehensive Plan 2030 (2011)
  o City of Milton 2030 Comprehensive Plan (2011)
  o City of Johns Creek 2009 – 2030 Comprehensive Plan (2009)

• Local CTPs:
  o Sandy Springs Transportation Master Plan (2008)
  o City of Milton Comprehensive Transportation Plan (2009)
  o Johns Creek Transportation Master Plan (2010)
  o City of Dunwoody Comprehensive Transportation Plan (2011)
  o Roswell Transportation Master Plan (2011)
Key Issues
Big Themes from Existing Conditions

Population

- Concentrated near Holcomb Bridge and Sandy Springs along GA 400
- 2000 to 2010 Growth
  - 22% increase
- 2010 to 2040 Forecast
  - 10% increase
Big Themes from Existing Conditions

Employment

- Concentrated near Perimeter Center
- 2000 to 2009 Growth
  - 1% decrease
- 2010 to 2040 Forecast
  - 49% increase
- Employment growth more rapid than population
  - 10% population vs. 49% employment

Consider how to capture projected employment increase
Big Themes from Existing Conditions

Community Diversity
- 4% use transit to get to work
- 2% HH have no car
  - Mostly located in southern half
Big Themes from Existing Conditions

Community Diversity
- 4% use transit to get to work
- 2% HH have no car
  - Mostly located in southern half
- 8% below poverty level
  - Concentrated near Holcomb Bridge Exit
Big Themes from Existing Conditions

**Community Diversity**

- 4% use transit to get to work
- 2% HH have no car
  - Mostly located in southern half
- 8% below poverty level
  - Concentrated near Holcomb Bridge Exit
- 41% are minority
  - More evenly distributed
Big Themes from Existing Conditions

Community Diversity
- 4% use transit to get to work
- 2% HH have no car
  - Mostly located in southern half
- 8% below poverty level
  - Concentrated near Holcomb Bridge Exit
- 41% are Minority
- 8% are 65 and older
  - More evenly distributed

Efforts must be made to attract non-transit dependent riders
Big Themes from Existing Conditions

Transmission Conditions

- Transit service
  - MARTA bus and rail in south
  - Bus and P&R only in north
  - Transit travel time not competitive with automobile
Big Themes from Existing Conditions

**Transportation Conditions**

- Limited north-south travel corridors
- LOS F in 2010 on GA 400
- LOS F remains in 2040, even with additional capacity
Big Themes from Existing Conditions

Travel Trends

• 2010
  o Trips to study area: 600k
  o Trips from study area: 314k
  o Internal trips: 302k
  o Strong suburb to suburb travel
Big Themes from Existing Conditions

Travel Trends

• 2040
  - Trips to study area: 877k
  - Trips from study area: 409k
  - Internal trips: 430K

• Travel growth
  - To: 46%
  - From: 30%
  - Forsyth trips to study area: 112% growth

Potential for reverse commute, plus east and west trends indicate potential connections to stations.
Big Themes from Existing Conditions

**Land Use and Development**

- **Top Uses:**
  - 42% Residential
  - 26% Commercial
  - 16% Open space
Big Themes from Existing Conditions

**Land Use and Development**

- DRIs located in south and north
- Future land use plans add mixed-use and higher density at key locations
  - Similar to North Line TOD Clusters

**Potential station considerations:**
existing DRIs, development potential, land use policies
Big Themes from Existing Conditions

Environmental Features
- Large preserved areas for parks
  - Mostly along natural areas and water resources
- Community support for parks in local plans
- Desire for physical continuity and community access

Alignment crossing of Chattahoochee River and floodplains are main environmental concerns
Moving Forward
Question and Answer Session
Breakout Groups
Next Steps

• Stakeholder interviews – December & January 2012
• SAC meetings – January 2012
• Public meetings – January 2012
• TAC meetings – January 2012
  o Existing Conditions Report
  o Purpose and Need