Public Meeting

January 26, 2012
Fulton County North Service Center
Today’s Meeting Purpose

- Why is the GA 400 Corridor Project Study Needed?
- Key Themes from Existing Conditions
- Your Input!
  - Draft Purpose and Need
  - Draft Goals and Objectives
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
- Assess land development over past decade
- Consider demographic changes in study area
- Advance planning process from previous studies
Project Process
Federal Project Development Process

Project Development: Typically 6 – 12 years

- Alternatives Analysis: 1 – 2 years
- Preliminary Engineering / Finalize Environmental: 2 – 3 years
- Final Design: 1 - 3 years
- Construction: 2 – 3 years
- Operation

We are Here
Purpose of the Alternative Analysis (AA)

The purpose of the GA 400 AA is to develop, evaluate and select a transit alternative.
Where Do the Purpose and Need, Goals and Objectives Come From?

**Review of Existing Conditions**
- Previous studies
- Environmental review
- Local, regional and state adopted plans
- Corridor tour

**Community Input**
- Technical Advisory Committee (TAC)
- Stakeholder Advisory Committee (SAC)
- Public Involvement

**Federal Regulations**
- Federal Transit Administration
- U.S. Dept. of Transportation Laws
- National Environmental Policy Act
- National Historic Preservation Act
- Executive Orders

Purpose and Need Goals and Objectives
Study Area

• I-285 to McGinnis Ferry
• One-mile either side of GA 400
• Study area of influence:
  o Sandy Springs
  o Dunwoody
  o Roswell
  o Alpharetta
  o Milton
  o Mountain Park
  o Johns Creek
  o Atlanta
  o DeKalb, Fulton, Gwinnett, Forsyth and Cobb Counties
Why is Transportation Important?
Transportation investments are powerful and far-reaching.

Transportation accounts for 18% of spending by the average household in America - as much as for food and health care combined.
Average Household Expenditures

- Shelter 19%
- Transportation 18%
- Food 13.7%
- Insurance & Pensions 9.6%
- Other Household 7.5%
- Utilities 6.8%
- Health Care 5.4%
- Entertainment 5.0%
- Apparel & Services 4.8%
- Education 2.1%
- Misc. 8.2%

Source: Surface Transportation Policy Project: Driven to Spend – The Impact of Sprawl on Transportation Expenditure
Conventional Approach

Land Use

Anticipate

Travel

generates

Forecast

(Based on Speed)

Road Capacity

demands

Accommodate
The Size & Character of Road Influences the Quality of the Built Environment
“Trying to cure traffic congestion with more capacity is like trying to cure obesity by loosening your belt”

- Glen Heimstra, Futurist
Alternative Transportation Planning Approaches

Conventional Approach:
- More Lanes
- More Roads
- System Management
- ITS
- More Pavement
- More Cars
- More Efficiency
- Move People, Not Cars
- Improve Quality of Travel
- Move Less People, Fewer Miles
- Manage, Not “Solve”
- Lane Limits
- Change Standards

Balanced Approach:
- Transit
- Bicycling
- Walking
- HOV/HOT Lanes
- User View and Comfort
- Context-Sensitive Design
- Traffic Calming
- Personal Security
- Mixture of Uses
- Road Network
- Pedestrian-Oriented
- Compact Development
Project Background
Previous Studies

**Transportation studies:**
- MARTA North Line TOD Study (2006)
- North Fulton Comprehensive Transportation Plan (2010)
- Plan 2040 Regional Transportation Plan (2011)
- Holcomb Bridge Road Study (Ongoing)
- Johns Creek Transit Feasibility Assessment

**LCI and other land use studies:**
- North Point Activity Center (2008)
- Blueprint North Fulton (2008)
- Alpharetta Downtown Master Plan (2010)

**Local jurisdiction comprehensive plans:**
- Dunwoody Comprehensive Transportation Plan (2011)
- Roswell Transportation Master Plan (2011)
- North Fulton CTP (2011)
Summary of Key Themes from Existing Conditions

**Population**
- Increase of 22% last decade
- Additional 10% by 2040

**Employment**
- 49% increase by 2040
- 2040 employment outpacing population in real numbers

**Community Diversity**
- Over 40% minority population in the study area
- Concentrations at Holcomb Bridge Intersection and City of Sandy Springs

**Land Use**
- Mostly residential
- Development at key interchanges

**Congestion**
- Worsens by 2040 even with additional capacity

**Travel Patterns**
- Twice as many trips entering than leaving
- Half of trips starting in study area also end in study area

**Existing Transit**
- Rail in south
- Bus and park-and-ride in north

**Environment**
- Chattahoochee River crossing
- Interconnected wetlands / park system
Why Goals and Objectives?

They serve as:

• Response to “Key Themes” of existing conditions analysis and public input
• Guidance in developing project alternatives
• Source to identify measures that objectively evaluate alternatives
• Basis for comparing alternatives
• Means to highlight performance distinctions of alternatives
• Essential component to identify LPA
• Recognition of Federal evaluation criteria
Question and Answer Session
Breakout Session

1. Review Boards
   • Draft Purpose and Need
   • Draft Goals and Objectives

2. What are the area’s challenges and opportunities?

3. What is your vision for the corridor?

Other Input Opportunities
Let us know if....
   • Are there organizations that would benefit from a presentation about this project?
   • Are you a local liaison that would distribute project information to your organization?
Moving Forward
Next Steps

- Next Public Meeting – Early Spring
Connect 400 Contact

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