



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

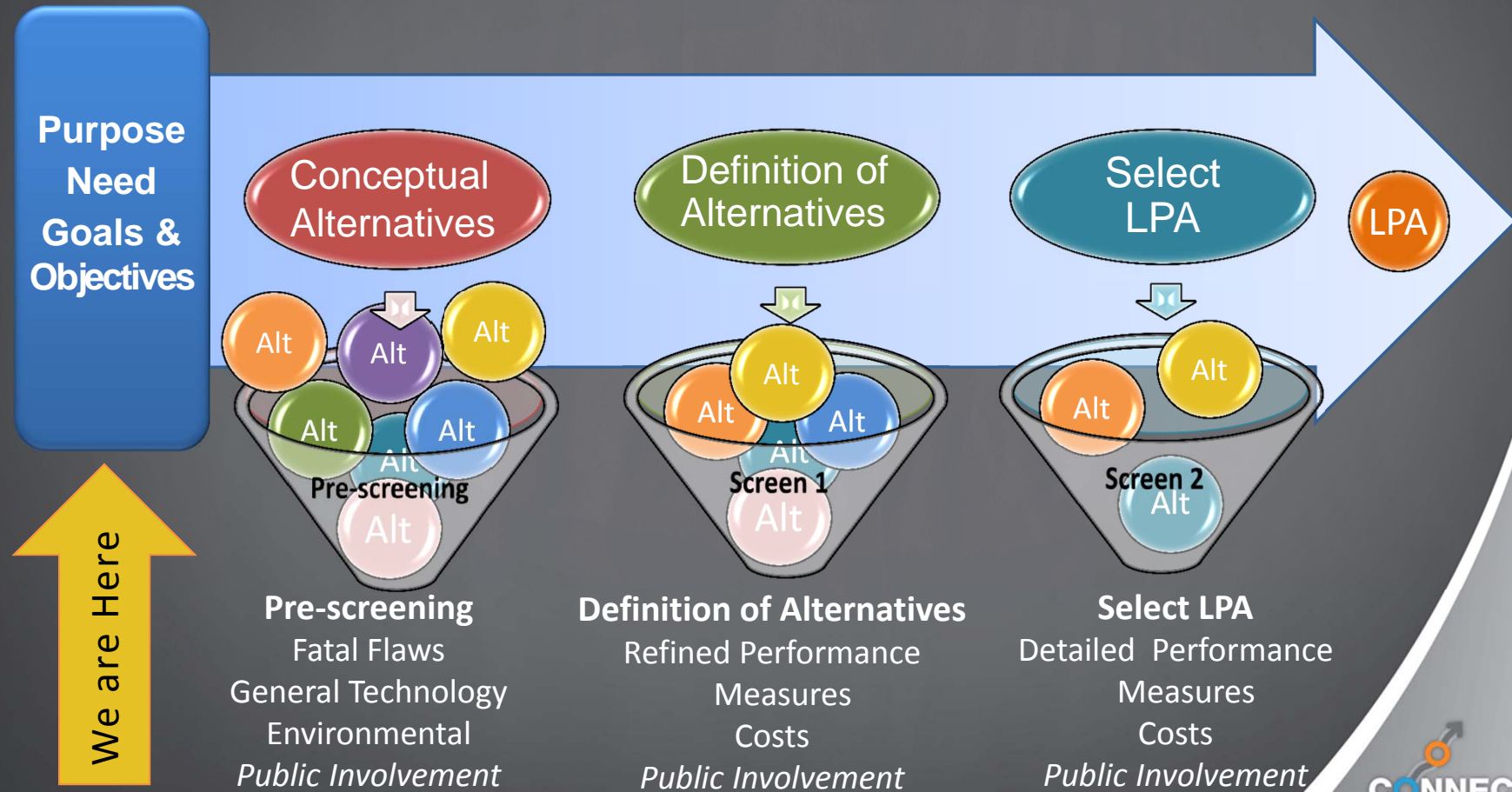
Project Development: Typically 6 – 12 years



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

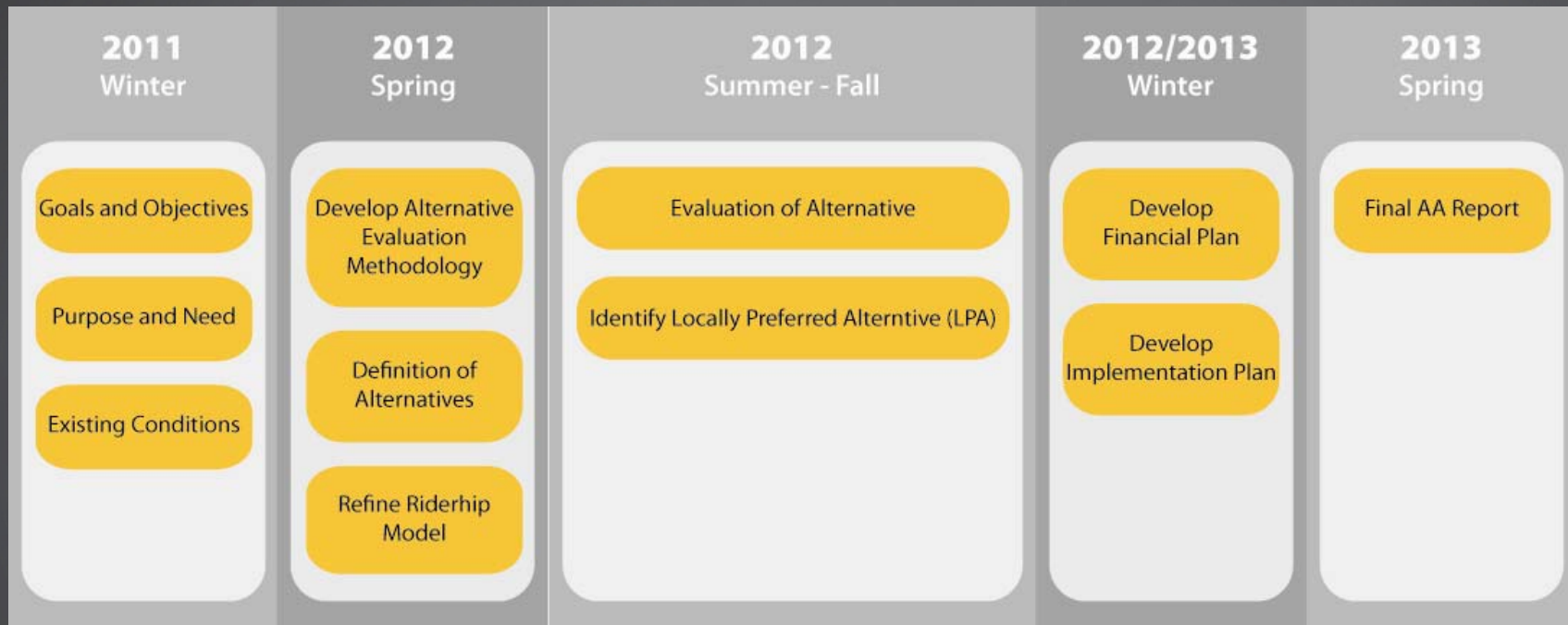
Federal Regulations



- 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**

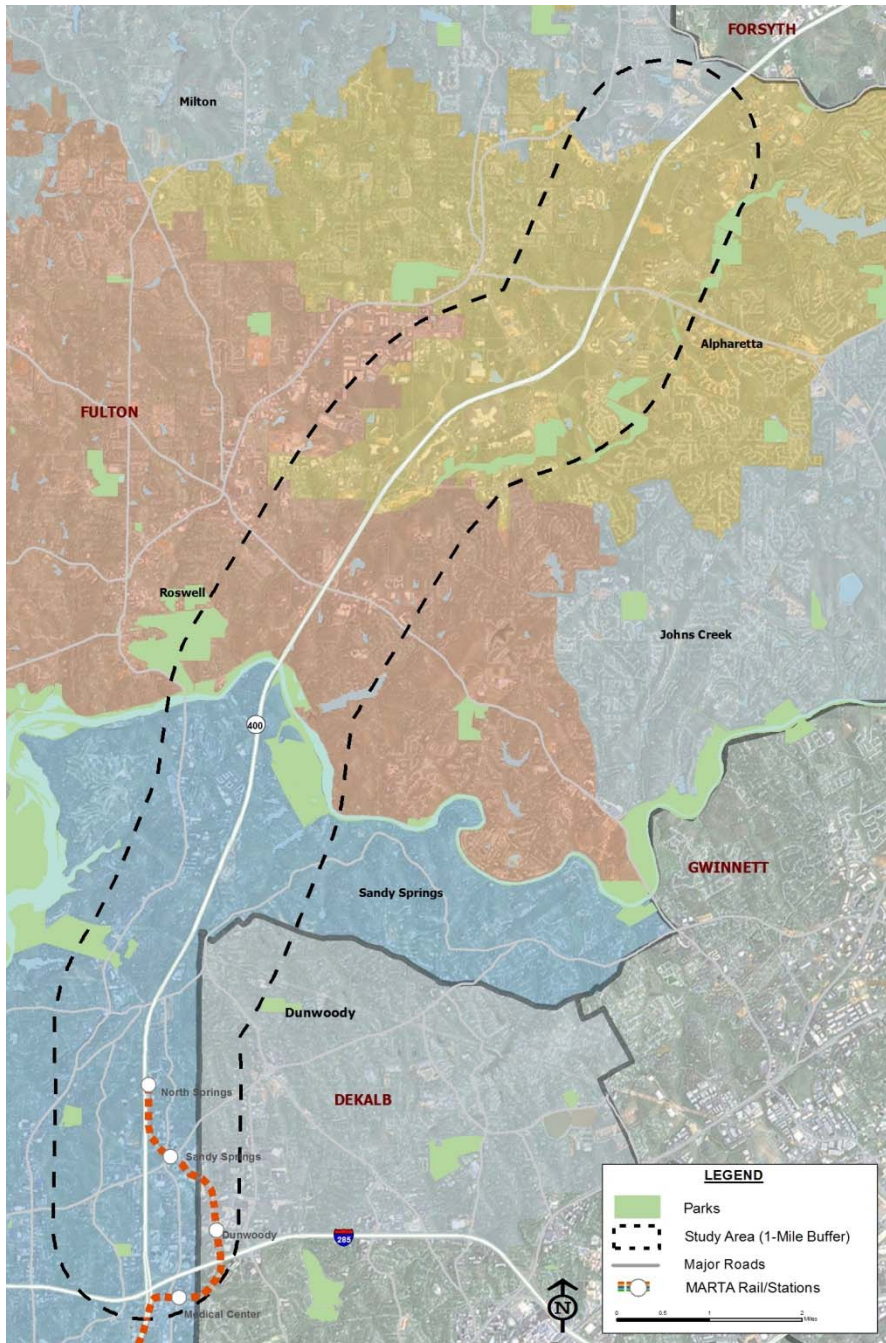
Project Schedule



We are Here

Study Area

- I-285 to McGinnis Ferry
- One-mile either side of GA 400
- Study area of influence:
 - Sandy Springs
 - Dunwoody
 - Roswell
 - Alpharetta
 - Milton
 - Mountain Park
 - Johns Creek
 - Atlanta
 - DeKalb, Fulton, Gwinnett, Forsyth and Cobb Counties



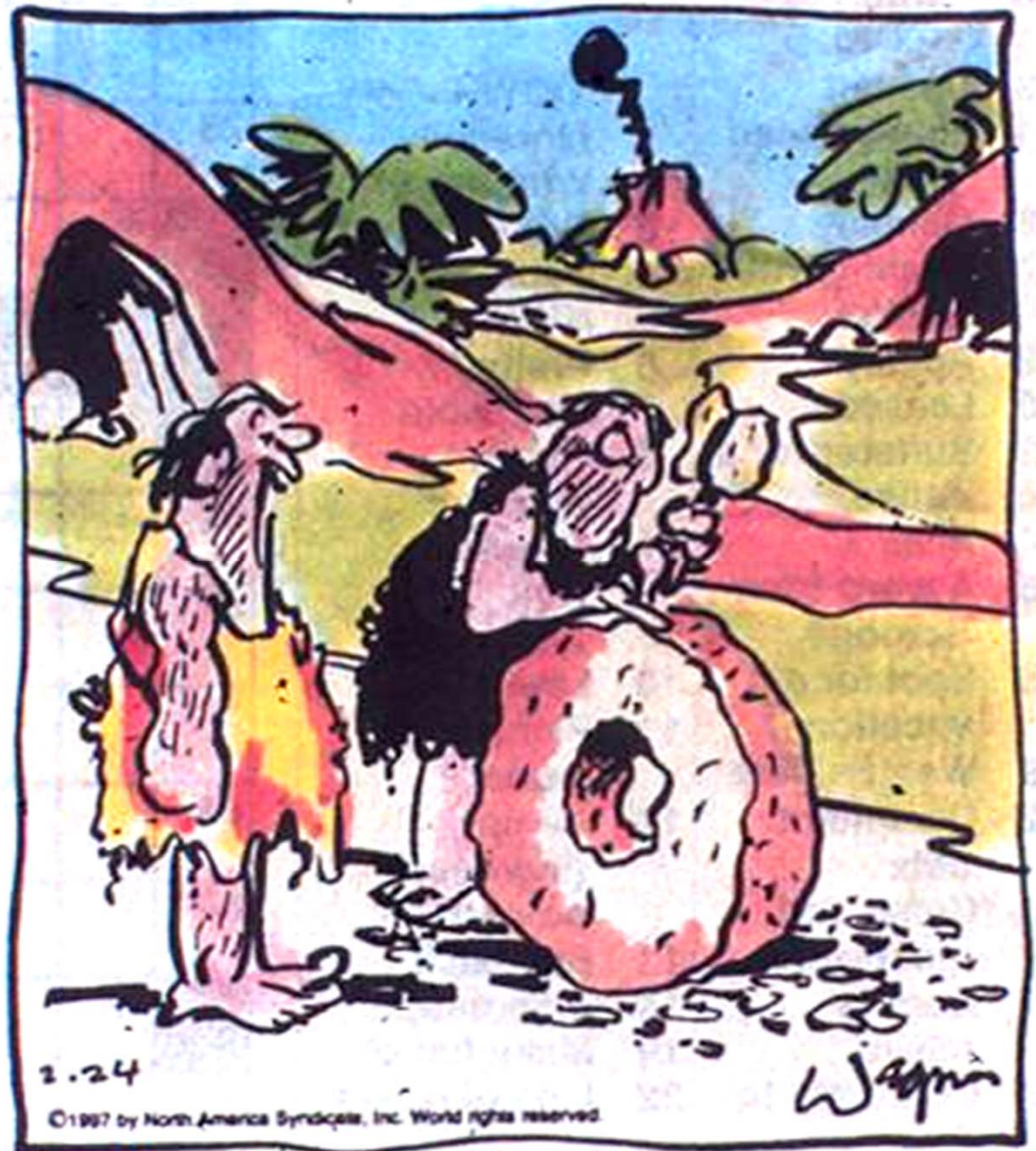
Why is Transportation Important?

Transportation investments are powerful and far-reaching.

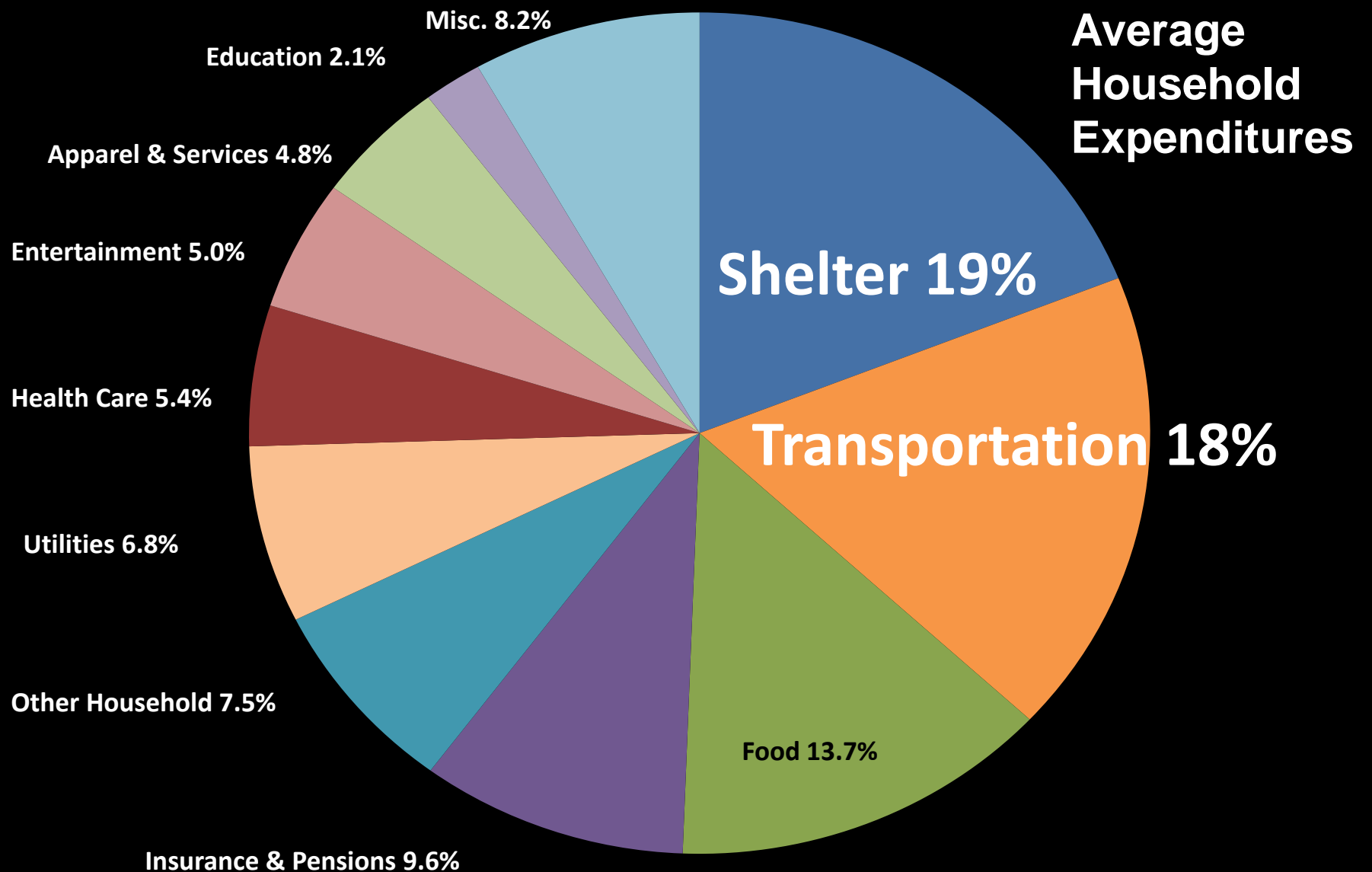
Transportation accounts for **18%** of spending by the average household in America - as much as for food and health care combined.

Grin & Bear It

By Fred Wagner

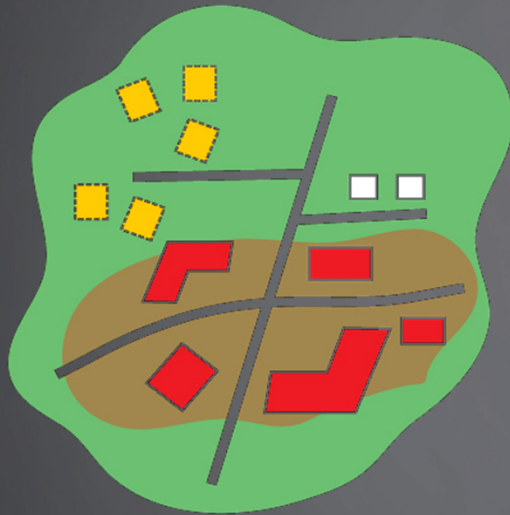


"We're gonna need roads...lots of 'em!"



Conventional Approach

Land Use

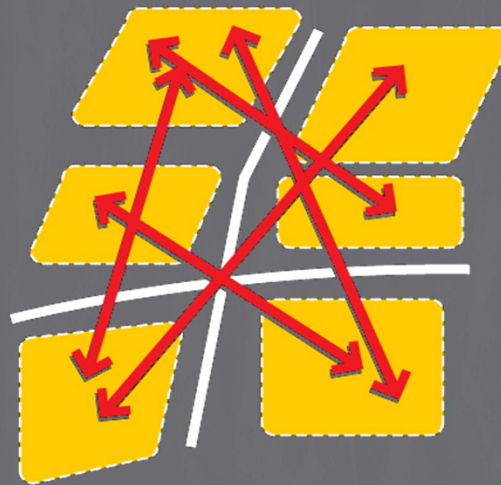


Anticipate

Travel

generates

demands



Forecast
(Based on Speed)

Road Capacity



Accommodate

The Size & Character of Road Influences the Quality of the Built Environment

14

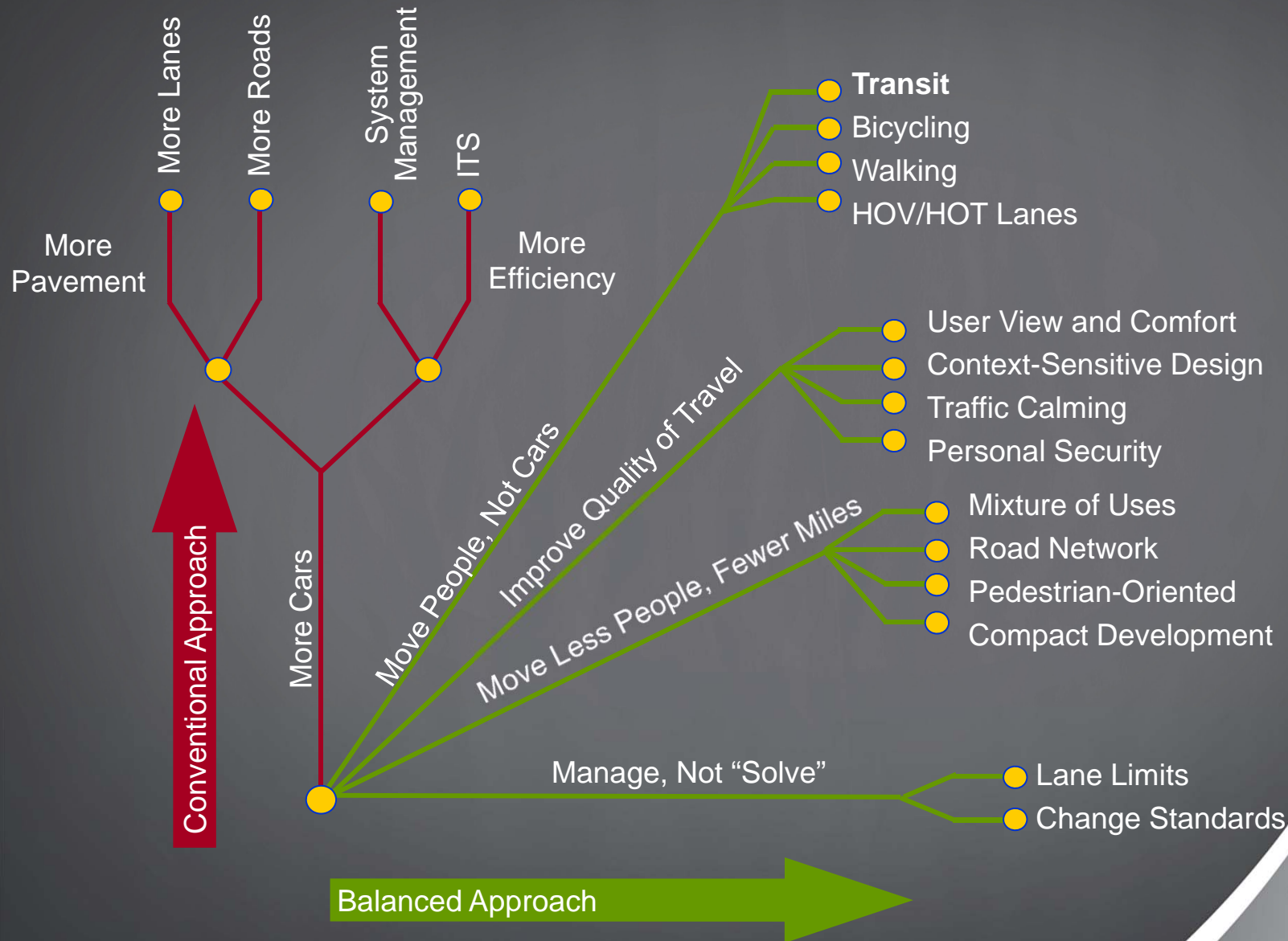


**“Trying to cure traffic congestion
with more capacity is like trying
to cure obesity by loosening your
belt”**

- Glen Heimstra, Futurist



Alternative Transportation Planning Approaches



Project Background

Previous Studies

• Transportation studies:

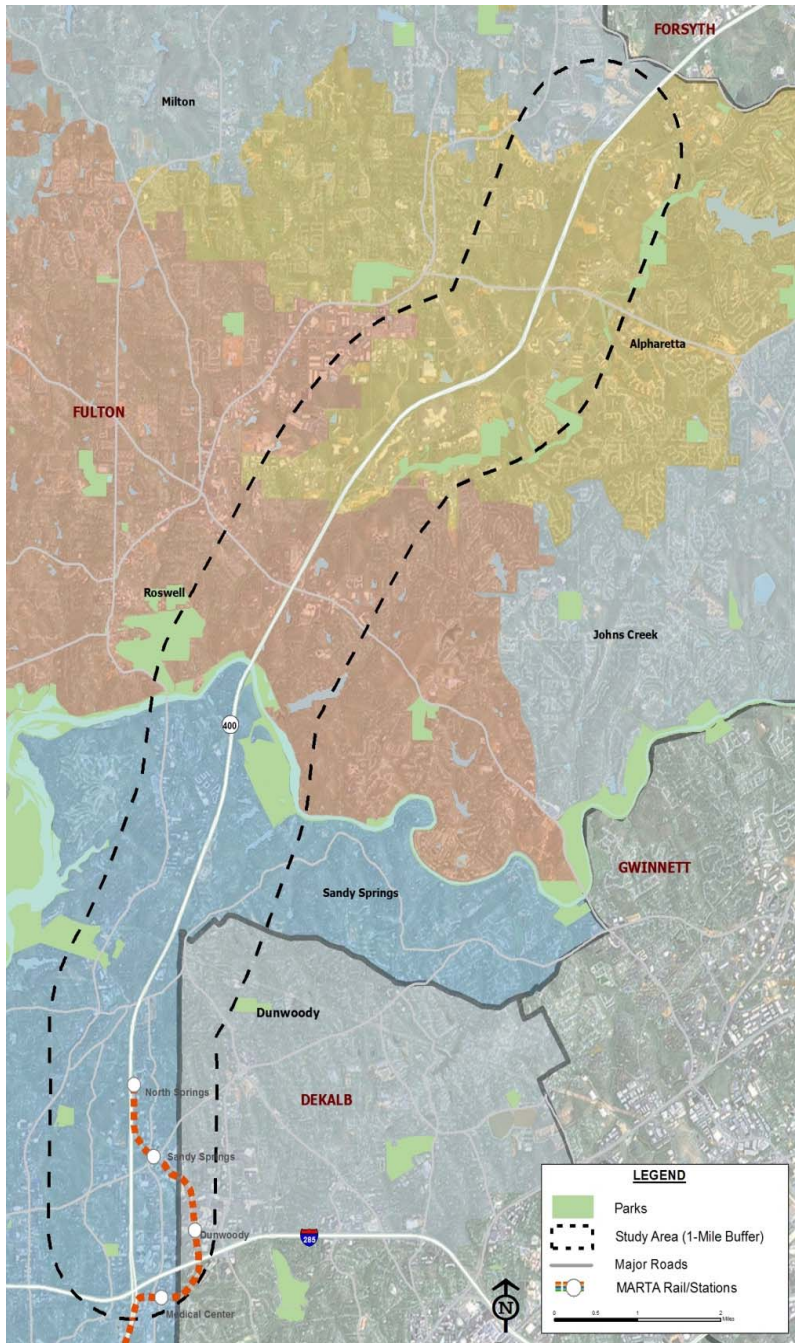
- MARTA North Line TOD Study (2006)
- North Fulton Comprehensive Transportation Plan (2010)
- Plan 2040 Regional Transportation Plan (2011)
- Holcomb Bridge Road Study (Ongoing)
- Johns Creek Transit Feasibility Assessment

• 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

Jason Morgan, MARTA Project Manager

Connect400@itsmarta.com

Follow us at Connect 400 on facebook

www.itsmarta.com/north-line-400-corr.aspx

