Today’s Agenda

- Project Status
- Early Scoping Phase 2 Activities
- Early Scoping Phase 2 Feedback
- Discussion Items
  - Transit Technology
  - Station Locations
  - Potential Alignments / Phasing
- Next Steps
- Q&A
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 (LPA) *(Starts Today)*
- Begin environmental documentation (DEIS) *(Begins in Winter 2015)*
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 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
Early Scoping Phase 2 Outreach Activities

Public Meetings
- Roswell
- Alpharetta
- Sandy Springs

Neighborhood Outreach
- Northridge HOA
- Northridge Tour

Employer Outreach*
- Northwinds
- Others being planned

On-Board Promotion
- Flyers
- Electronic Ads

Media
- Radio
- TV Coverage
- Print Media

Mailings
- Emails
- Letters

* - Part of post-Early Scoping outreach
# City Council Briefings

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Municipality</th>
<th>Common Themes / Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, July 14th</td>
<td>City of Milton</td>
<td>▪ What role will local funding play?</td>
</tr>
<tr>
<td>Monday, August 4th</td>
<td>City of Johns Creek</td>
<td>▪ Why is LRT more expensive?</td>
</tr>
<tr>
<td>Monday, August 11th</td>
<td>City of Roswell</td>
<td>▪ What is the impact of the potential expansion to Clayton County?</td>
</tr>
<tr>
<td>Tuesday, August 19th</td>
<td>City of Sandy Springs</td>
<td>▪ Concerns over east versus west side of 400</td>
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<tr>
<td>Monday, August 25th</td>
<td>City of Dunwoody</td>
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</table>
Early Scoping Key Themes

- General support for expansion
- Concern regarding east side community impacts near Northridge
- Support for express service and swift implementation
- Need for feeder bus service
Public Priorities

Rankings (1=highest / 9=lowest)

1. Low community impact
   - Most important for attendees at Sandy Springs Meetings
2. Significant travel time savings
   - Most important for attendees at Roswell & Alpharetta Meetings
3. Operating in 5-7 years
4. Reduction in Vehicle Miles Traveled (VMT) – (Reducing Environmental Impacts)
5. Fundability
6. One seat ride (no transfer to existing system)
7. High ridership
8. Low cost to build/operate
9. Development around stations

Sources: Project Comment Forms (105 responses) and Public Meeting Interactive Board (pictured)
Key Considerations for LPA

**Transit Technology**
- Bus Rapid Transit
- Light Rail
- Heavy Rail

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

**Potential Location / Phasing***
- East, West, Center, or Combination
- Crossover Locations
- Phased Implementation

*-PSC will help identify now. May be refined during the DEIS
Preliminary New Starts Evaluation

- Analysis of 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

<table>
<thead>
<tr>
<th>Criteria</th>
<th>BRT</th>
<th>LRT</th>
<th>HRT</th>
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<tbody>
<tr>
<td>Mobility</td>
<td>Medium-Low</td>
<td>Medium-Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Cost effectiveness</td>
<td>Medium-High</td>
<td>Medium-Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Congestion relief</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Environmental benefits</td>
<td>Medium-Low</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Land use</td>
<td>Medium-Low</td>
<td>Medium-Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Economic development</td>
<td>Medium-Low</td>
<td>Medium-Low</td>
<td>Medium-Low</td>
</tr>
<tr>
<td>Project Justification Rating*</td>
<td>Medium</td>
<td>Medium-Low</td>
<td>Medium</td>
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</table>

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

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

- Early Scoping Phase 1 & 2 Feedback
  - Strong HRT Support
  - Some BRT Support
  - Low LRT Support

- Preliminary New Starts Analysis Results
  - HRT and BRT Outperform LRT

- We need your input –
  - Should we advance BRT? HRT? Why?
  - Should we consider a phased approach? BRT first, then HRT? Why or why not?
# Discussion - Station Locations

<table>
<thead>
<tr>
<th>POTENTIAL STATION</th>
<th>STATION TYPE / DEVELOPMENT GUIDELINES</th>
<th>EXAMPLE GRAPHIC</th>
<th>RATING</th>
<th>Additional Comments:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northridge</td>
<td>Neighborhood / Neighborhood Station</td>
<td><img src="image1" alt="Example Graphic" /></td>
<td>Low</td>
<td>Impacts / Proximity</td>
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<tr>
<td>Holcomb Bridge</td>
<td>Community / Commuter Town Center</td>
<td><img src="image2" alt="Example Graphic" /></td>
<td>High</td>
<td></td>
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<tr>
<td>Mansell (Option 1)</td>
<td>Neighborhood / Neighborhood Station</td>
<td><img src="image3" alt="Example Graphic" /></td>
<td>Low</td>
<td>Proximity</td>
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<tr>
<td>Mansell (Option 2)</td>
<td>Community / Commuter Town Center</td>
<td><img src="image4" alt="Example Graphic" /></td>
<td>Low</td>
<td></td>
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<tr>
<td>North Point</td>
<td>Community / Commuter Town Center</td>
<td><img src="image5" alt="Example Graphic" /></td>
<td>High</td>
<td></td>
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<tr>
<td>Old Milton</td>
<td>Community / Commuter Town Center</td>
<td><img src="image6" alt="Example Graphic" /></td>
<td>High</td>
<td>Potential as Terminus</td>
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<tr>
<td>Windward</td>
<td>Regional / Town Center Station</td>
<td><img src="image7" alt="Example Graphic" /></td>
<td>High</td>
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Discussion - Station Locations

- Stations can be moved and/or eliminated based on community input and technical analysis.

- We need your input. Should we:
  - locate a station in the Northridge vicinity? Why / Why not?
  - have a Mansell Station and a North Point Station, or choose one? Why?
  - Consider Old Milton as the terminus station? Why
  - Other station thoughts / ideas?
Discussion - Potential Alignments / Phasing

Breakout Group Discussion:

- Alignment on the East, West, Combination, or in Center (Managed Lanes)
- Crossover Locations, e.g.:
  - Spalding Drive Vicinity
  - North of Chattahoochee River
  - Other?
- Phased implementation of technology and / or operations
- *We need your input – join the group breakout discussion on these considerations*

*The DEIS analysis will further refine the alternatives.*
Next Steps

- Additional impact analysis to inform development of the LPA (September-October 2014)
- Finalize LPA recommendation for MARTA Board with PSC (November 2014)
- Recommend LPA to the MARTA Board (Winter 2015)
- Initiate Draft EIS (Winter 2015)
Questions?

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