



Project Steering Committee
September 10, 2014

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

Project Status



- 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

Meeting Date	Municipality	Common Themes / Questions
Monday, July 14 th	City of Milton	<ul style="list-style-type: none">▪ What role will local funding play?▪ Why is LRT more expensive?▪ What is the impact of the potential expansion to Clayton County?▪ Concerns over east versus west side of 400
Monday, August 4 th	City of Johns Creek	
Monday, August 11 th	City of Roswell	
Tuesday, August 19 th	City of Sandy Springs	
Monday, August 25 th	City of Dunwoody	

Early Scoping Key Themes

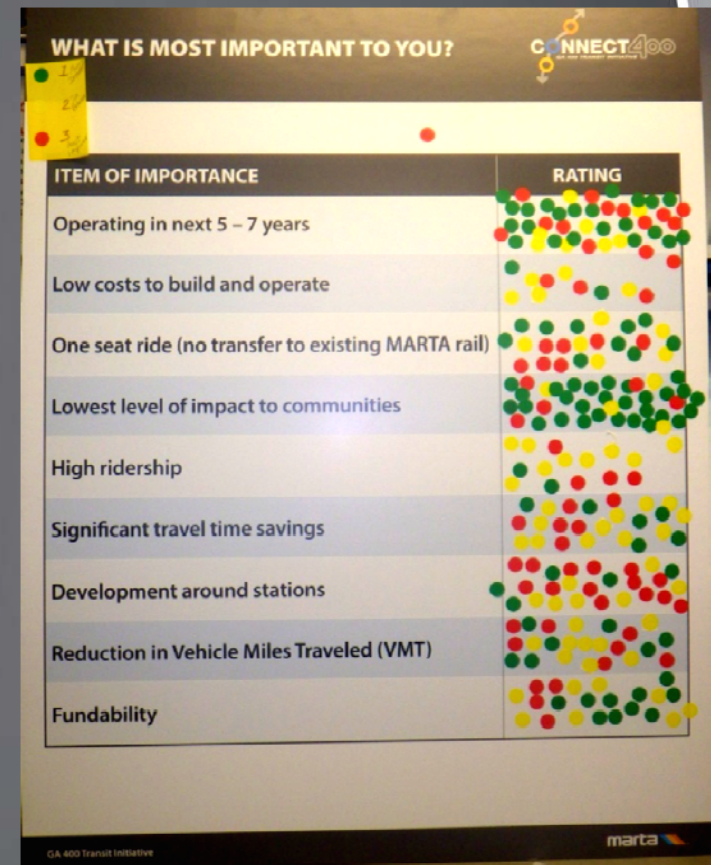
- General support for expansion
- Concern regarding east side community impacts near Northridge
- Support for express service and swift implementation
- Need for feeder bus service



Public Priorities

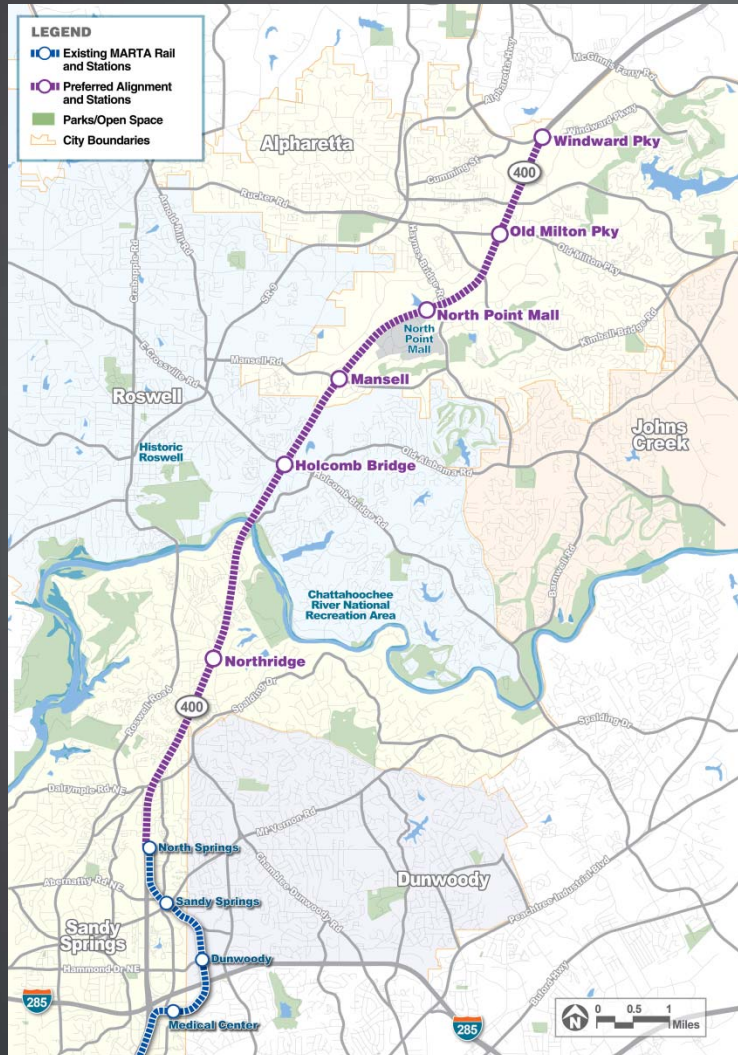
Rankings (1=highest / 9=lowest)

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

Criteria	BRT	LRT	HRT
Mobility	Medium-Low	Medium-Low	Medium
Cost effectiveness	Medium-High	Medium-Low	Medium
Congestion relief	Medium	Medium	Medium
Environmental benefits	Medium-Low	Medium	High
Land use	Medium-Low	Medium-Low	Medium
Economic development	Medium-Low	Medium-Low	Medium-Low
Project Justification Rating*	Medium	Medium-Low	Medium

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

POTENTIAL STATION	STATION TYPE / DEVELOPMENT GUIDELINES	EXAMPLE GRAPHIC	RATING	Additional Comments:
Northridge	Neighborhood / Neighborhood Station		Low	Impacts / Proximity
Holcomb Bridge	Community / Commuter Town Center		High	Proximity
Mansell (Option 1)	Neighborhood / Neighborhood Station		Low	
Mansell (Option 2)	Community / Commuter Town Center		Low	Potential as Terminus
North Point	Community / Commuter Town Center		High	
Old Milton	Community / Commuter Town Center		High	Potential as Terminus
Windward	Regional / Town Center Station		High	

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?*

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North Point	Community / Commuter Town Center		
Old Milton	Community / Commuter Town Center		
Windward	Regional / Town Center Station		

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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