Early Scoping Phase 2 – Public Meetings

July 8th, 10th, and 17th, 2014
Tonight’s Agenda

- Meeting goals / study purpose
- Where we are
- What we’ve heard
- What’s next
- What we need from you
Meeting Goals / Study Purpose
Meeting Goals

- Explain the purpose of the study and where we are in the process.
- Provide information on analysis completed, and public feedback received to date.
- Gather feedback regarding potential alignment, station locations, and technologies.
- Educate on the trade-off considerations and decisions that must be made in order to advance a successful project.
Purpose and 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
• Assessed land development over past decade
• Considered demographic changes in study area
• Advanced planning process from previous studies
Where We Are
Current study effort started in 2011
- Completed Alternatives Analysis in 2013
- Initiated Early Scoping in Fall 2013
- Continued Early Scoping in Summer 2014 to:
  - Gather more feedback on preferred alignment and community desires
  - Identify preferred technology and station locations
  - Begin environmental documentation
Federal Project Development Process

Project Development: Typically 6 – 12 years

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

We are Here
Alternatives Analysis Process

Fatal Flaw Analysis

Screen 1 Analysis

Screen 2 Analysis/
Alternatives Refinement

Early Scoping
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 environmental document (EIS) for FTA review.

FTA = Federal Transit Administration
NEPA = National Environmental Policy Act
EIS = Environmental Impact Statement
Overview of Potential Alternatives

Georgia 400

Alignment
- 11.9 miles Long
- North Springs Station to Windward Parkway via GA 400

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

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

* GDOT ROW availability on GA 400 to be determined based on Managed Lanes Study
What We’ve Heard
Outreach Activities

Stakeholder Meetings
- **Stakeholders:** 30+ Meetings
- **TAC:** December 13, 2011; February 28, 2012; October 25, 2012
- **PSC:** January 18, 2012; March 22, 2012; November 14, 2012; February 26, 2013; May 9, 2013; October 17, 2014; June 12, 2014

Public Meetings
- **2011:** December 13- Minority and Non-English Speaking Leadership Meeting
- **2012:** January 26; May 22; March 21; August 21-El Banco; August 30- North Fulton Chamber of Commerce Breakfast Forum
- **2013:** March 21; September 26
- **Fall 2013:** City Council Briefings

Surveys
- **December 12, 2012 to January 17, 2013**
  - 136 Respondents
- **March 2014 – Scientific Public Opinion Survey**
  - 612 Residents
  - 463 Employees
Early Scoping Phase 1 Outcomes

- Established GA 400 as preferred location of project
  - Alignment detail to be refined

- Suggested heavy rail as preferred technology
  - Initial Survey (136 participants)

- Identified the need to further explore the transit desires of area residents and employees
  - Continue community discussions
  - Conduct a statistically valid survey
Scientific Survey Background

- Recommended as part of Early Scoping – Phase 1
- Initiated in March 2014 with KSU – A.L. Burruss Institute of Public Service and Research
- 612 North Fulton RESIDENTS responded via phone
  - Cellphone (200)
  - Landline (412)
- 463 North Fulton EMPLOYEES responded via internet
  - Online survey
  - Employees within 1-mile of GA 400 Corridor
- Resident and employee responses were very similar
RESIDENT Survey Results Summary

Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?

- **Strongly Approve**: 39%
- **Approve**: 37%
- **Disapprove**: 11%
- **Strongly Disapprove**: 8%
- **Don’t Know**: 5%

How should MARTA expansion be accomplished?

- **Heavy Rail**: 40%
- **Light Rail**: 37%
- **BRT in Dedicated Lanes**: 11%
- **BRT in HOV/T Lanes**: 6%
- **Don’t Know**: 6%

*Employees*: 45% Strongly Approve / 31% Approve (Consistent 76% Approval)

*Employees*: 68% Heavy Rail / 25% Light Rail / 6% BRT
What’s Next?
ARC Economic Analysis

- Study initiated in winter 2014.
- Assesses economic impact of proposed expansion projects (I-20 East, Clifton Corridor and GA 400).
- Utilized PLAN 2040 regional planning assumptions.
- Preliminary results indicate positive influence on economy for all projects.
  - Increases in productivity, population, jobs, GDP, and other factors.
- Results finalized by late July 2014.
Federal Funding Opportunities

- FTA Capital Investment Grant Program
  - Largest federal funding program for major transit fixed guideway projects ($2 billion per year)

- Typically funds 50% of capital costs

- Three categories of projects:
  - New Starts*
  - Small Starts
  - Core Capacity

- Discretionary program; highly competitive!

* - The GA 400 Alternatives under consideration qualify as New Starts
Preliminary New Starts Evaluation

- Analysis underway to determine 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

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<td>Economic development</td>
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**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*
Next Steps

- Identify and adopt a Locally Preferred Alternatives (LPA)
  - Exploring technology trade-offs
  - Gathering as much feedback as possible during Early Scoping Phase 2

- Explore funding opportunities
  - Complete FTA New Starts Analysis
  - Develop a realistic financial plan with local funding commitments / work with partners to identify opportunities

- Initiate the environmental process
  - Expected to begin in late 2014, once an LPA is adopted
  - Public outreach to follow in early 2015
How Can You Help?

- Provide your feedback!
  - Tell us your ideas on stations, alignment, and technology
  - Fill out a comment form
  - Join the mailing list and stay involved

- Tell your friends, neighbors, and colleagues about upcoming public meetings.
  - Thursday, July 10, 6:30PM-8PM
    Public Meeting #2 – GSU Alpharetta Center
  - Thursday, July 17, 6:30PM-8PM
    Public Meeting #3 – Hampton Inn Atlanta / Perimeter
Contact Info

Mark Eatman, PE
MARTA Project Manager
404-848-4494
mreatman@itsmarta.com

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

Email: Connect400@itsmarta.com

Follow us at Connect 400 on Facebook!