Today’s Agenda

- Project Status
- Input Collected to Date
  - Early Scoping – Phase 1 Activities and Outcomes
  - KSU Survey Results
  - ARC Economic Analysis
- Early Scoping – Phase 2 Activities
- Preliminary New Starts Evaluation
- 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
- Begin environmental documentation (DEIS)
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
Overview of Potential Alternatives

**Georgia 400 – 1 (A)**

**Alignment**
- 11.9 miles Long
- North Springs Station – Windward via GA 400

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

**Potential Stations**
- Northridge
- Holcomb Bridge
- Mansell Road
- North Point
- Old Milton (LRT/BRT only)
- Windward Parkway

* GDOT ROW availability on GA 400 to be determined based on Managed Lanes Study
Early Scoping Phase 1 Activities

City Council Presentations
- Alpharetta City Council
  September 16
- Roswell City Council
  September 30
- Sandy Springs City Council
  October 1
- Milton City Council
  October 14

Public Meeting
- September 26, 2013, Alpharetta City Hall: over 100 attendees

PSC Meeting
- October 17, 2013
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
Survey Results: Perceptions of RESIDENTS on Transportation Issues

- Traffic Congestion is Real Problem: 57.0%
  - Strongly agree: 3.8%
  - Agree: 6.5%
  - Strongly disagree: 1.6%
- Need Better Public Transportation: 39.2%
  - Disagree: 3.8%
  - Agree: 10.8%
  - Strongly disagree: 6.5%
- Would Use Public Transit More: 39.6%
  - Disagree: 22.5%
  - Agree: 36.4%
  - Strongly disagree: 9.1%
- Improving Local Roads Best Way: 44.3%
  - Disagree: 5.4%
  - Agree: 25.4%
  - Strongly disagree: 3.6%
RESIDENT Survey Results:
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%
RESIDENT Survey Results:
How Should MARTA Expansion Be Accomplished?*

*Asked only of those who approve of expansion

- **Heavy Rail**: 40%
- **Light Rail**: 37%
- **BRT in Dedicated Lanes**: 11%
- **BRT in HOV/T Lanes**: 6%
- **Don’t Know**: 6%
RESIDENT Survey Results:
Would New MARTA Stations Up GA-400 to Forsyth County Line Encourage Respondents to Use MARTA More Often?

- Yes: 64%
- No: 34%
- Don’t Know: 2%
RESIDENT Survey Results:
Why Hasn't Respondent Used MARTA?*

*Asked only of those who have not used either bus or train

- Don't need it: 29%
- Not convenient: 28%
- Not safe: 4%
- Not clean: 1%
- Prefer to drive: 18%
- Other: 19%
- Too expensive: 1%
EMPLOYEE Survey Results
Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?

- Strongly Approve: 45%
- Approve: 31%
- Disapprove: 11%
- Strongly Disapprove: 12%
- DK: 1%

**RESIDENTS:** 39% Strongly Approve / 37% Approve (Consistent 76% Approval)
EMPLOYEE Survey Results
How Should MARTA Expansion Be Accomplished?*

*Asked only of those who approve of expansion

- **Heavy Rail**: 68%
- **Light Rail**: 25%
- **Bus RT in HOT/HOV Lanes**: 3%
- **Bus RT in Dedicated Lanes**: 3%
- **DK**: 1%

- **RESIDENTS**: 40% Heavy Rail / 37% Light Rail / 17% total Bus Rapid Transit
EMPLOYEE Survey Results

Would New MARTA Stations Up GA 400 to Forsyth County Line Encourage Respondents to Use MARTA More Often?

Would Use MARTA More Often If Bus Stop Was Closer to Work

- Strongly disagree: 5.9%
- Disagree: 16.5%
- Agree: 39.4%
- Strongly agree: 35.8%
- DK: 0%

Would Use MARTA More Often If Train Station was Closer to Work

- Strongly disagree: 22.2%
- Disagree: 24.1%
- Agree: 27.9%
- Strongly agree: 24.1%
- DK: 0%
EMPLOYEE Survey Results
Why Hasn't Respondent Used MARTA?*

*Asked only of those who have not used either bus or train

- Not Convenient: 33%
- Prefer to Drive: 24%
- Don't Need It: 13%
- Other: 14%
- Not Safe: 11%
- Not Clean: 2%
- Not Reliable: 3%

**RESIDENTS:** Convenience 28% / Driving 18% / Don’t Need 29% / Not Safe 4%
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 June 2014.
Early Scoping Phase 2 - Activities

- Conduct preliminary New Starts evaluation

- Engage elected officials, businesses, and residents, with an increased focus on community groups
  - Share survey results for consideration
  - Present completed and ongoing technical analysis
    - Preliminary New Starts Evaluation
    - ARC Economic Impact Analysis

Both steps will inform the identification of a preferred technology
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
Upcoming Community Meetings

- **Thursday, June 12, 7PM-8:30PM**
  Presentation to Northridge Homeowners Association
  Dunwoody Community Church

- **Tuesday, July 8, 6:30PM-8PM**
  Public Meeting #1 – Johns Creek Environmental Campus

- **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
Next Steps

- Complete preliminary New Starts evaluation (Summer 2014)
- Conduct Early Scoping Phase 2 (Summer 2014)
- Identify preferred technology and recommend Locally Preferred Alternative to the MARTA Board (Fall 2014)
- Initiate Draft Environmental Impact Statement (Fall 2014)
Questions?

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

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