



1.0 INTRODUCTION

The Metropolitan Atlanta Rapid Transit Authority (MARTA) is undertaking the I-20 East Transit Initiative. This project seeks to identify transit investments that would increase east-west mobility and accessibility to jobs and housing, provide improved transit service, and support local land use and economic development goals within the corridor.

The study area for the I-20 East Transit Initiative extends from central Atlanta eastward along I-20, through DeKalb County, and into Rockdale County (see **Figure 1-1** on page 1-2). While the study corridor for the proposed transit service follows I-20 from downtown Atlanta to the Mall at Stonecrest in eastern DeKalb County, the area of influence extends well beyond the corridor.

The intention of this report is to identify and detail the purpose and need for transit improvements in the corridor. This report will provide an overview of the stakeholder involvement, the previous studies in the corridor, the existing and planned transportation system and travel trends, as well as the demographics and land uses within the corridor. The information presented will serve to illustrate the need for a transit investment in the I-20 East Corridor.

As documented herein, the Purpose and Need for the I-20 East Transit Initiative was developed through a two-step process:

- Step 1: Identify and engage stakeholders to provide input and feedback into the needs of the I-20 East Corridor and the goals of this project.
- Step 2: Conduct the necessary technical analysis and review of previous studies to confirm and detail these identified needs.

The document that follows primarily describes the characteristics and findings from this process to develop the Purpose and Need for the I-20 East Transit Initiative.

1.1 Report Organization

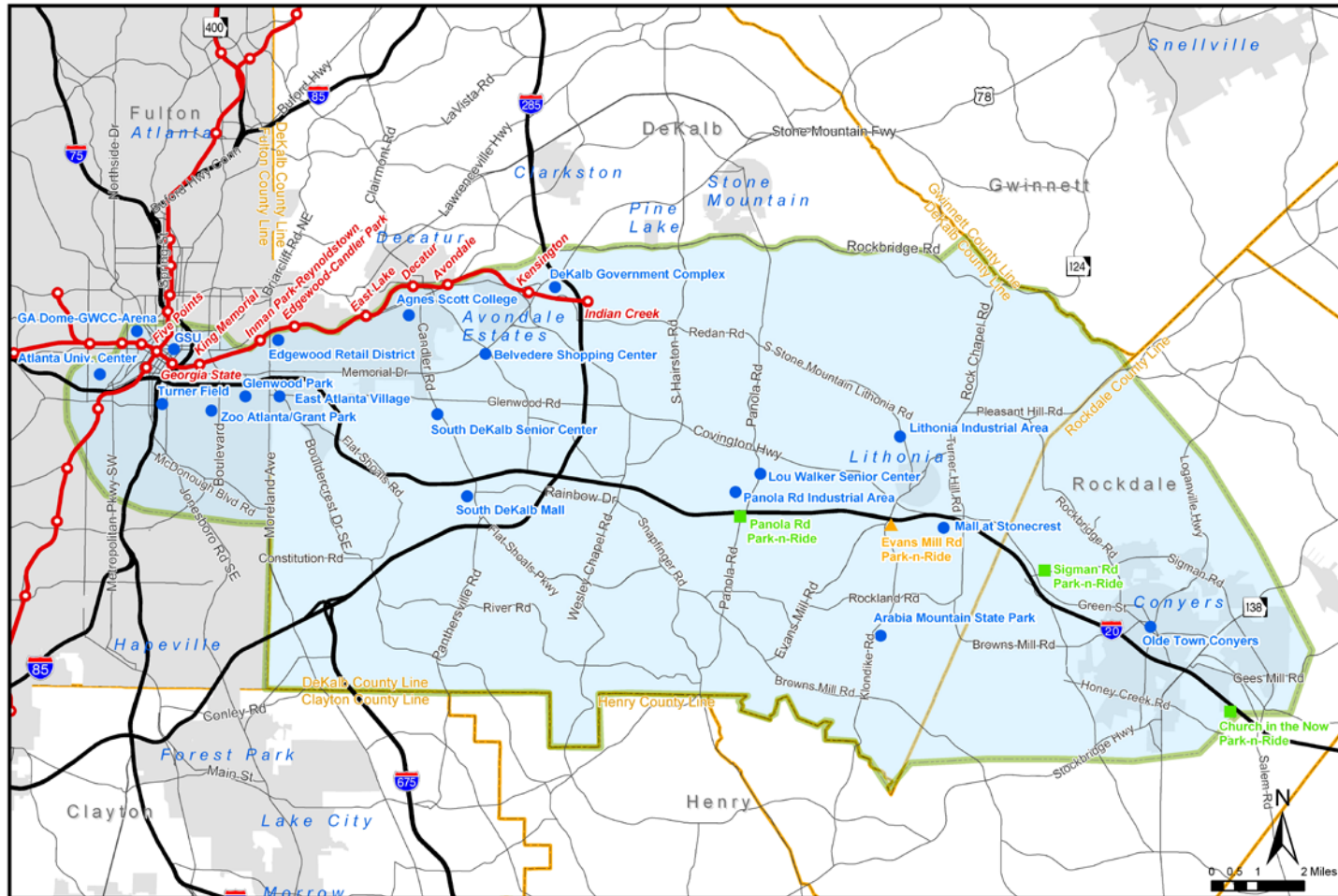
This Purpose and Need Report builds upon the existing conditions, initial data gathering, and stakeholder input in order to assess the factors that may influence the decisions regarding transit investments along the I-20 East Corridor. This report is intended to identify the background and purpose, as well as the rationale or need, for proposed transit improvements, which will serve as a necessary step in the project development process. It will highlight the transportation needs and problems along the corridor and assist in the development of transit solutions and alternatives that will address them.

The remainder of the report is organized as follows:

- **Chapter 2: Stakeholder and Community Input** – This section presents the input received from extensive stakeholder and public outreach regarding the corridor challenges and needs.
- **Chapter 3: Review of Previous Studies** – This section provides an overview of the prior studies and background information available that addressed the issues and problems within the corridor. These studies were reviewed in order to identify the previously identified needs and describe the planning basis for transportation improvements in the corridor.



Figure 1-1: I-20 East Corridor Study Area



Study Area

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| | | |
|--------------------|-------------------|---------------|
| Points of Interest | GRTA Park-n-Ride | MARTA Station |
| Study Area | MARTA Park-n-Ride | MARTA Rail |
| City Boundary | County Boundary | Interstate |
| Major Road | | |



- **Chapter 4: Transportation Facilities and Travel Trends** - This section highlights the existing and projected transportation conditions in the corridor. It includes information regarding existing facilities, travel times, trends, options, etc. in the corridor.
- **Chapter 5: Demographics, Land Use and Market Trends** – This section highlights the factors related to demographics, land use and market trends that warrant consideration during the development of potential alternatives and solutions.
- **Chapter 6: Project Purpose and Need** – This section summarizes the corridor challenges and needs, outlines the Purpose and Need Statement and present the Goals and Objectives of the project.