



I-20 East Transit Initiative

Stakeholder Advisory Committee Meeting

September 9, 2010

4:00-6:00 PM



Meeting Agenda

- Introductions
- Project Background
- Study Overview
- Role of the SAC
- Initial Study Findings
- Stakeholder Interviews – What We Heard
- Input on Corridor Issues
- Input on Project Goals
- Upcoming Public Meetings



Study Team

MARTA

- John Crocker, PhD – Project Manager
- Tameka Wimberley, AICP – Deputy Project Manager
- Don Williams – General Planning Consultant Manager

Jacobs JIG

- Pat Smeeton – Consultant Project Manager
- Jonathan Webster, AICP – Project Planner
- Michelle Erste – Public Involvement

Sycamore Consulting

- Jen Price – Public Involvement

Planners for Environmental Quality

- Inga Kennedy – Public Involvement
- James Davis – Public Involvement



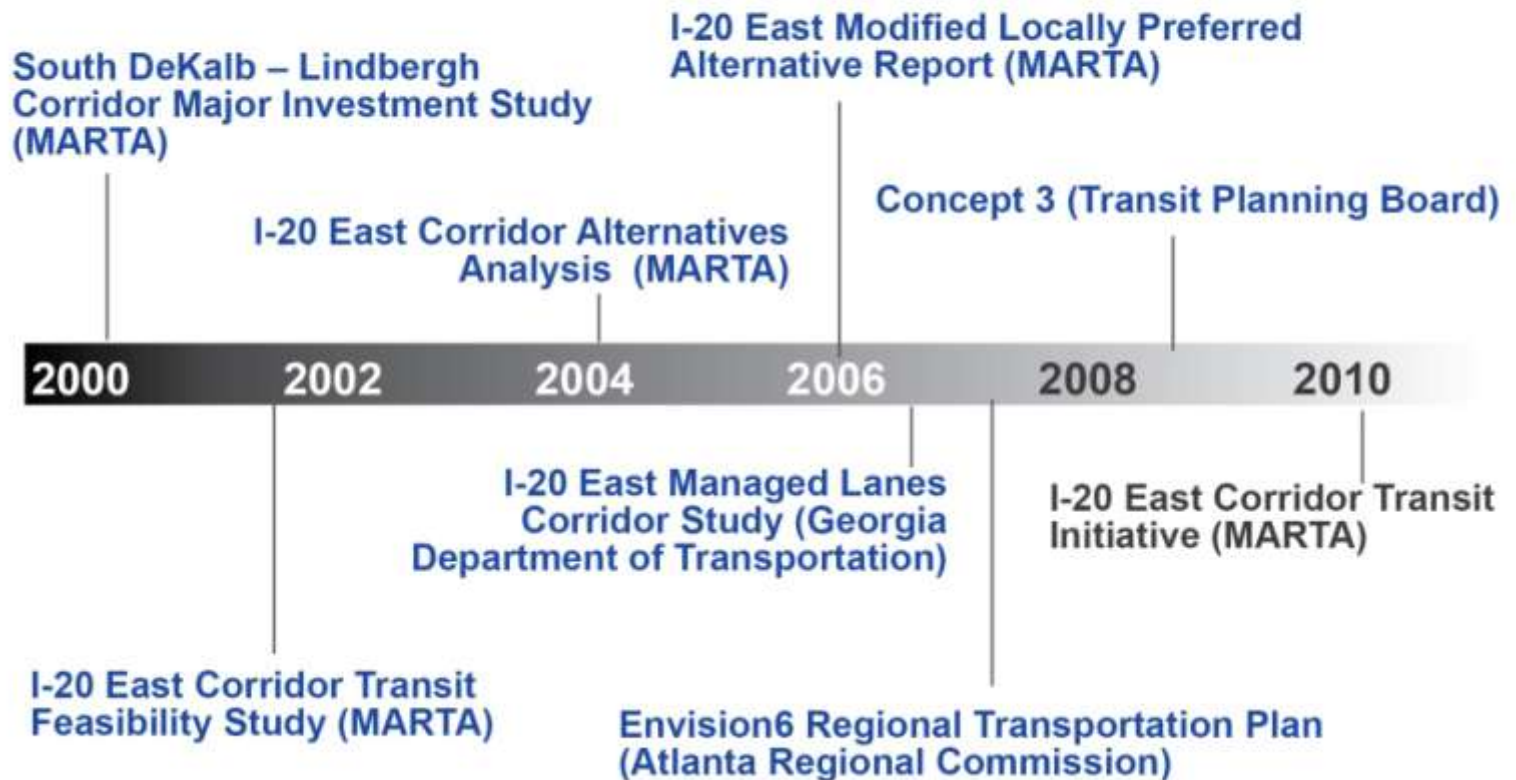
SAC Members

- Federal, State, and Local Elected Officials
- Neighborhood Associations
- Corridor Residents
- Business Leaders
- Civic and Religious Institutions
- Local Government Staff
- Community Groups



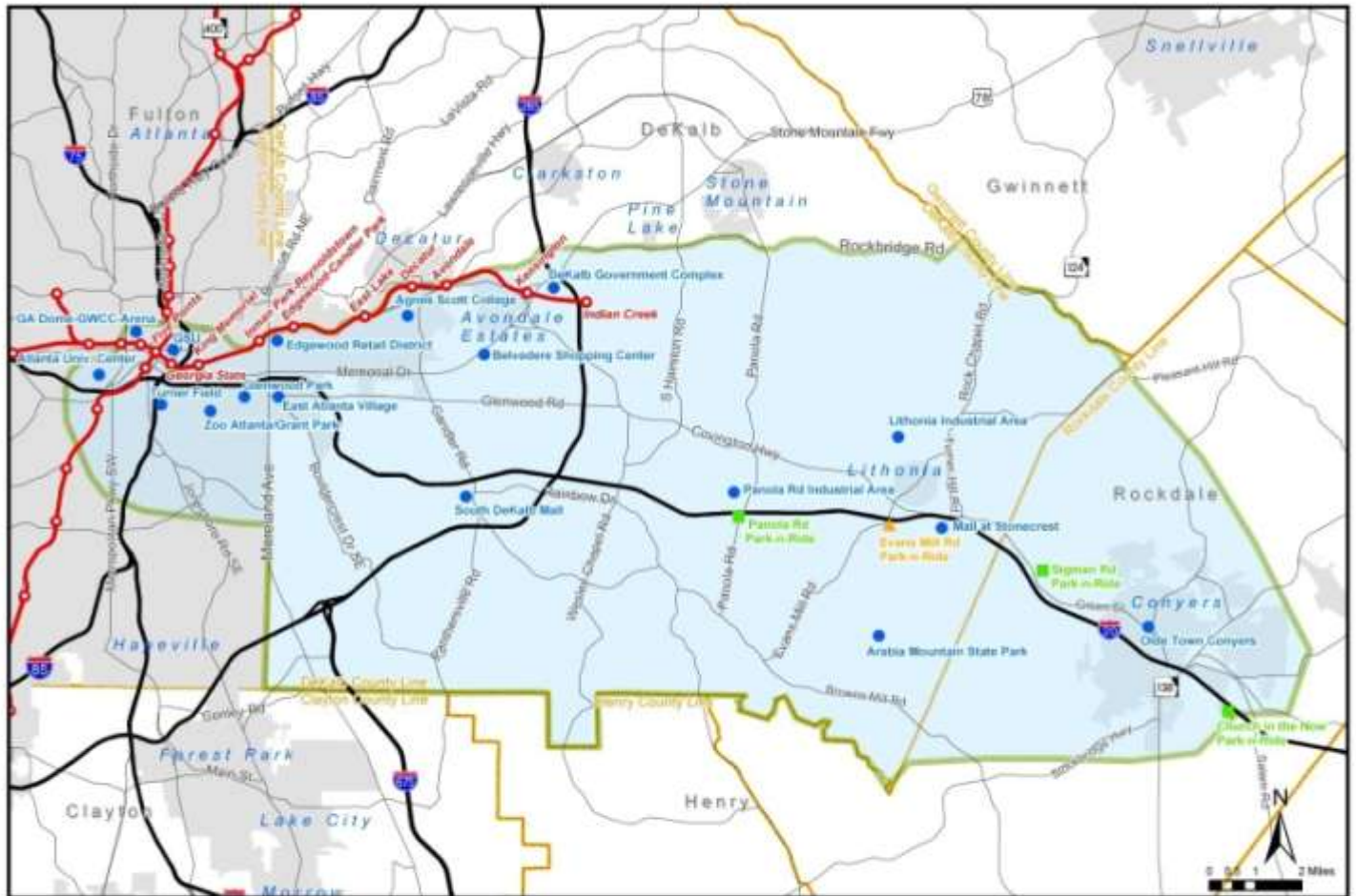
Project Background

Timeline of Previous Studies:





Study Area



Study Area
marta

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



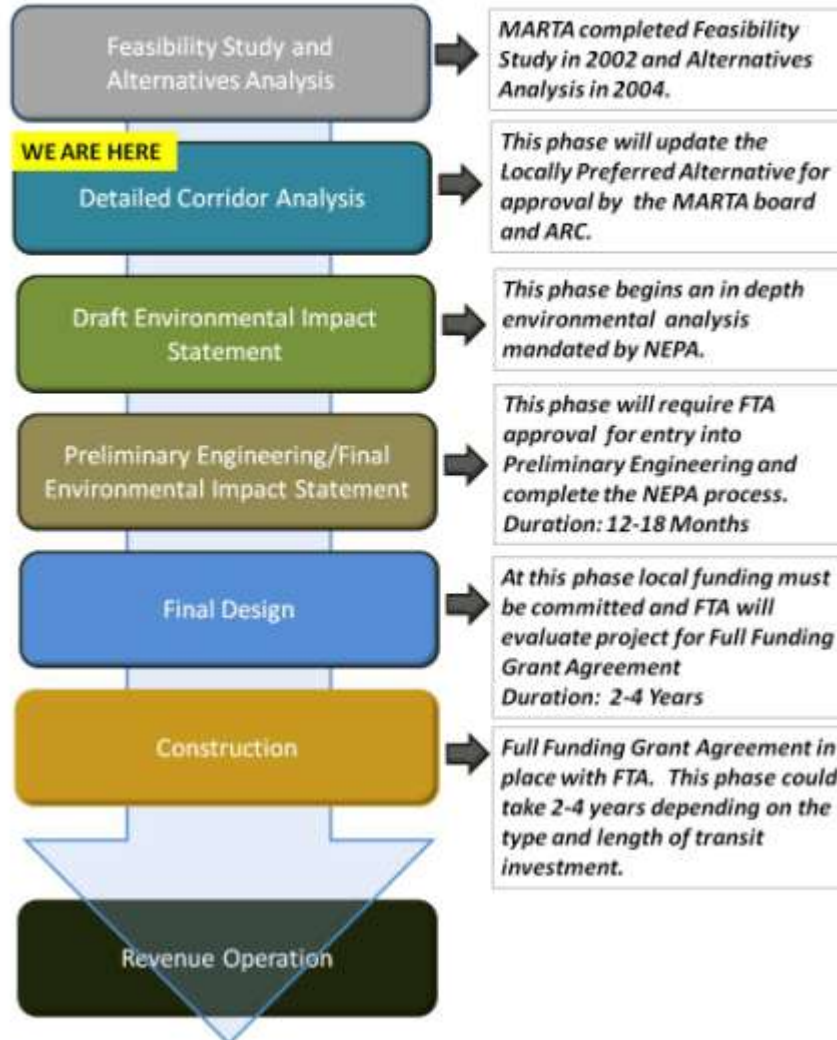
Study Overview

- **Detailed Corridor Analysis (DCA)** - Update the previous planning efforts to reflect changes in travel trends, land use, and demographics. Result of DCA will be an updated Locally Preferred Alternative (LPA).
- **Draft Environmental Impact Statements (DEIS)** - In-depth, environmentally focused study centered on the natural, social, cultural, and physical impacts and benefits of potential transit investments. Required for all federally funded transportation projects.



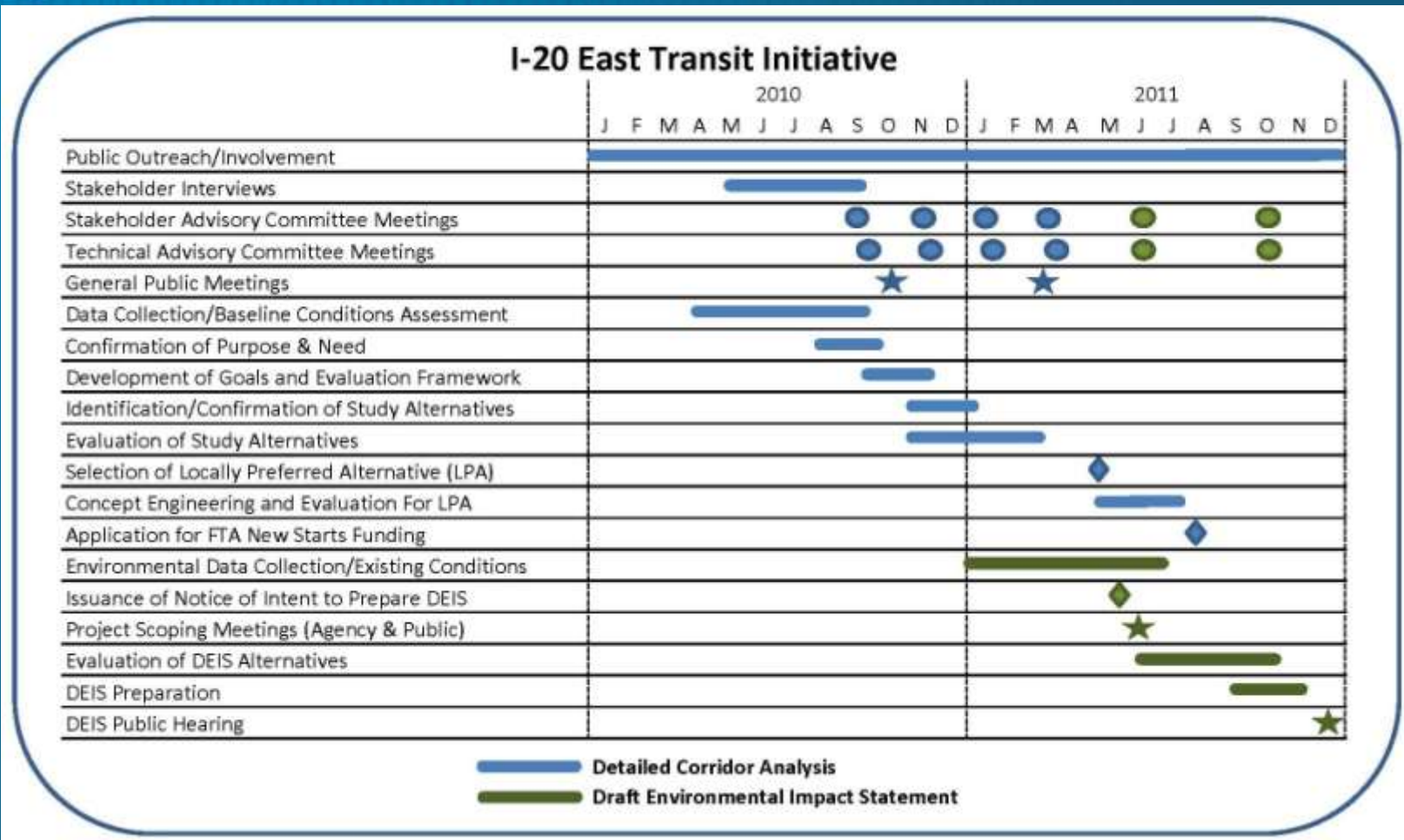
Project Implementation Timeline

I-20 EAST CORRIDOR FTA PROJECT DEVELOPMENT PROCESS





Study Schedule





Public Outreach

Range of outreach techniques to be undertaken, such as:

- Newsletters and Project Fact Sheet
- Community stakeholder interviews
- Public meetings
- Speakers' bureaus
- Web page
(<http://www.itsmarta.com/I20-east-corr.aspx>)
- Facebook page

Project Fact Sheet

Project Description

The Metropolitan Atlanta Rapid Transit Authority (MARTA), in close coordination with DeKalb County, and in cooperation with the Federal Transit Administration (FTA), is undertaking the preparation documentation for the I-20 East Transit Initiative. This initiative will identify and summarize the transportation and environmental impacts associated with the implementation of new east-west transit service from downtown Atlanta to the Mall at Stonecrest, in eastern DeKalb County.

This project seeks to identify transit investments that would improve east-west mobility and accessibility to jobs and housing within the corridor, provide convenient and efficient transit service to accommodate the increasing transit demands within the corridor, and support corridor economic development and revitalization. The initiative is organized in two study phases, the first being a Detailed Corridor Analysis (DCA); and the second, a Draft Environmental Impact Statement (DEIS).

This effort will update the work previously conducted in the corridor and conform to the FTA's New Starts project development process. The New Starts program is the federal government's primary financial resource for supporting major transit investments. This highly competitive program evaluates potential New Starts projects based on mobility improvements, cost effectiveness, transit supportive land uses and policies, local financial commitments, as well as other criteria.



Role of the SAC

- Provide an assessment of study findings for consistency with community goals and perspectives
- Provide input on:
 - Corridor needs
 - Project goals and objectives
 - Evaluation criteria for alternatives
 - Potential alignments, transit technologies, and station areas
- Committee members will represent their respective constituencies' views
- Promote community awareness of the I-20 East Transit Initiative



SAC Meetings

DCA Phase:

- SAC Kickoff Meeting (September 2010)
- SAC Meeting #2 (November 2010)
- SAC Meeting #3 (January 2011)
- SAC Meeting #4 (March 2011)

DEIS Phase:

- SAC Meeting #5 (June 2011)
- SAC Meeting #6 (October 2011)



Initial Study Findings

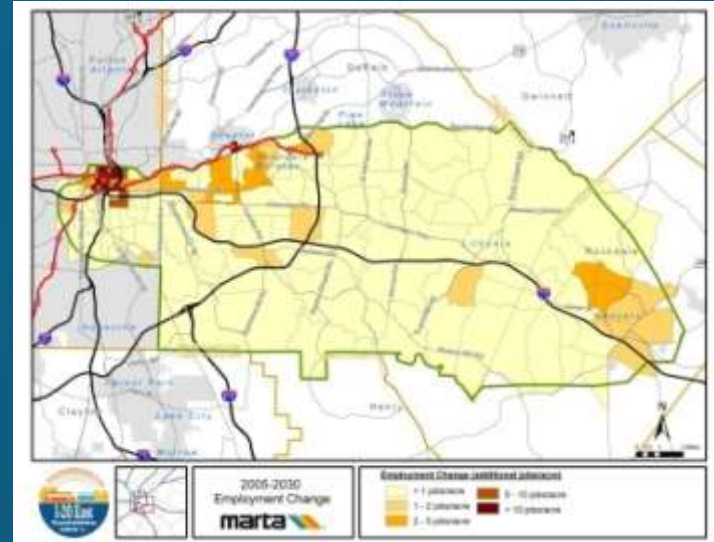
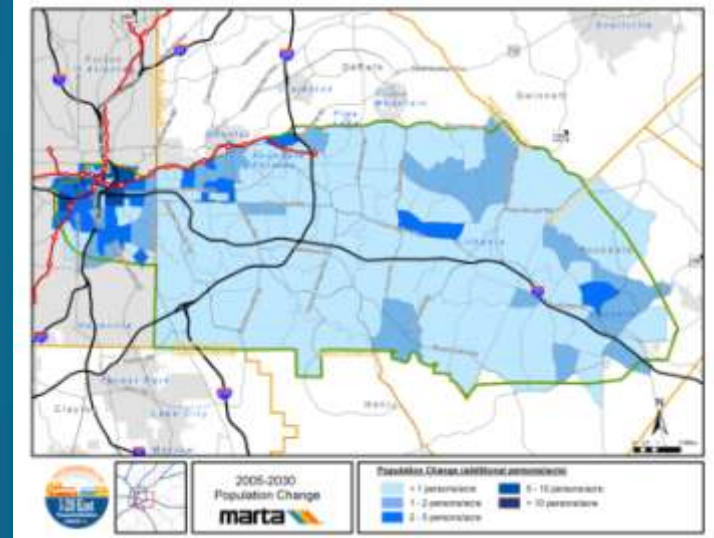
- Population and Employment Growth
- Travel Patterns
- Increasing Transit Demand
- Transit Dependant Populations
- Increasing Congestion Levels



Population and Employment Growth

	2005	2030	Change	Growth
Population				
I-20 East Corridor	449,000	566,000	117,000	26%
Atlanta Region	4,944,939	7,377,951	2,433,012	49%
Employment				
I-20 East Corridor	213,000	312,000	99,000	47%
Atlanta Region	3,003,487	3,835,118	831,631	28%

- 2005 - 2.6 million daily person trips to and from the study area.
- 2030 - up 36% to 3.5 million daily trips.





Increasing Corridor Congestion

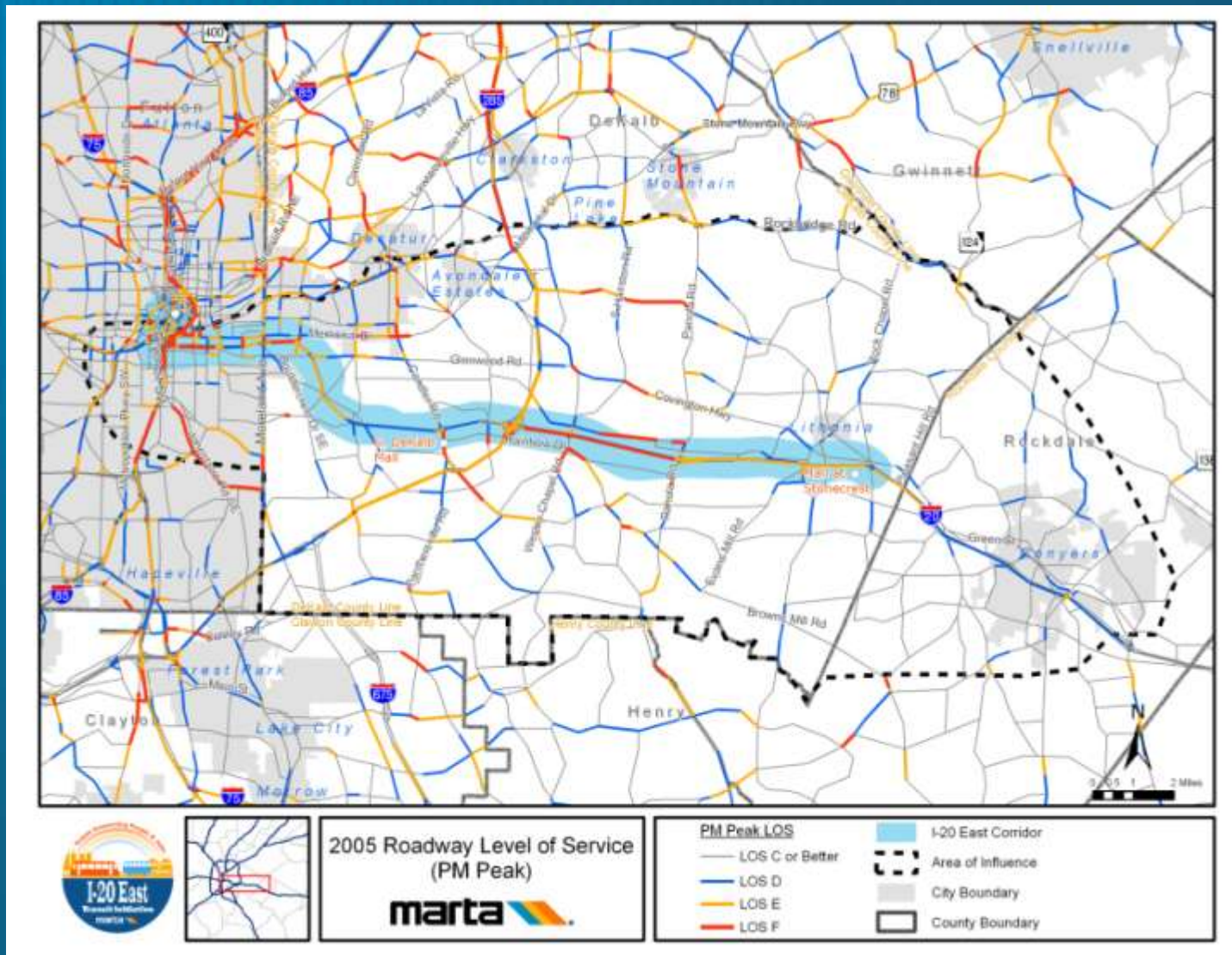
- Between 2005-2030 the percentage of daily travel in congested conditions on major corridor roadways is expected to increase by 63%.
- Congested conditions on I-20 are projected to increase 100%, from 5 to 10 hours per day.
- The average travel speeds on I-20 are expected to decline from 39-31 mph in AM peak and 37-27 mph in PM peak.





Increasing Corridor Congestion

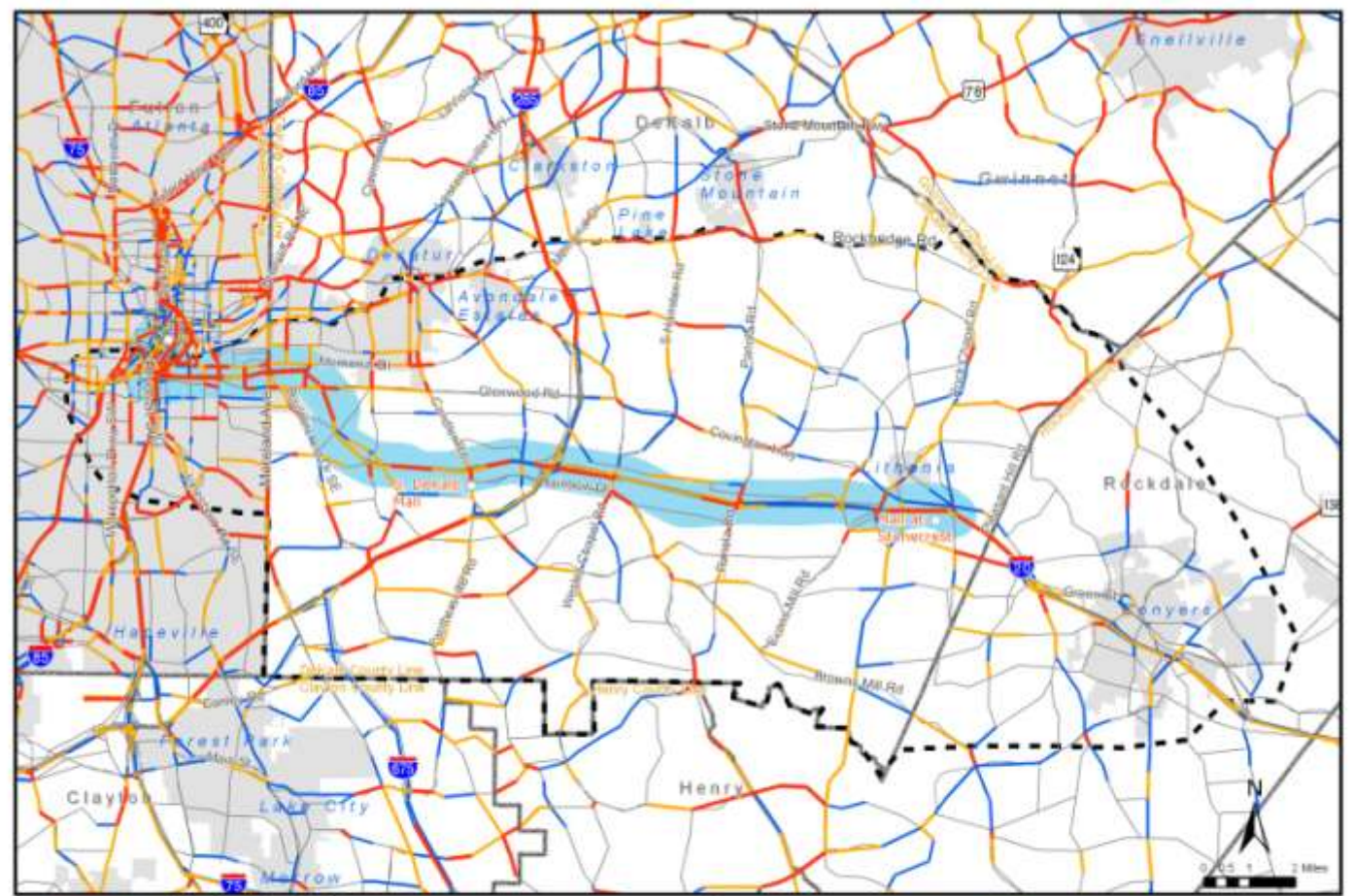
2005
Congested
Roadways





Increasing Corridor Congestion

2030
Congested
Roadways



2030 Roadway Level of Service (PM Peak)

PM Peak LOS		I-20 East Corridor	
—	LOS C or Better	■	Area of Influence
—	LOS D	■	City Boundary
—	LOS E	■	County Boundary
—	LOS F		



Travel Patterns

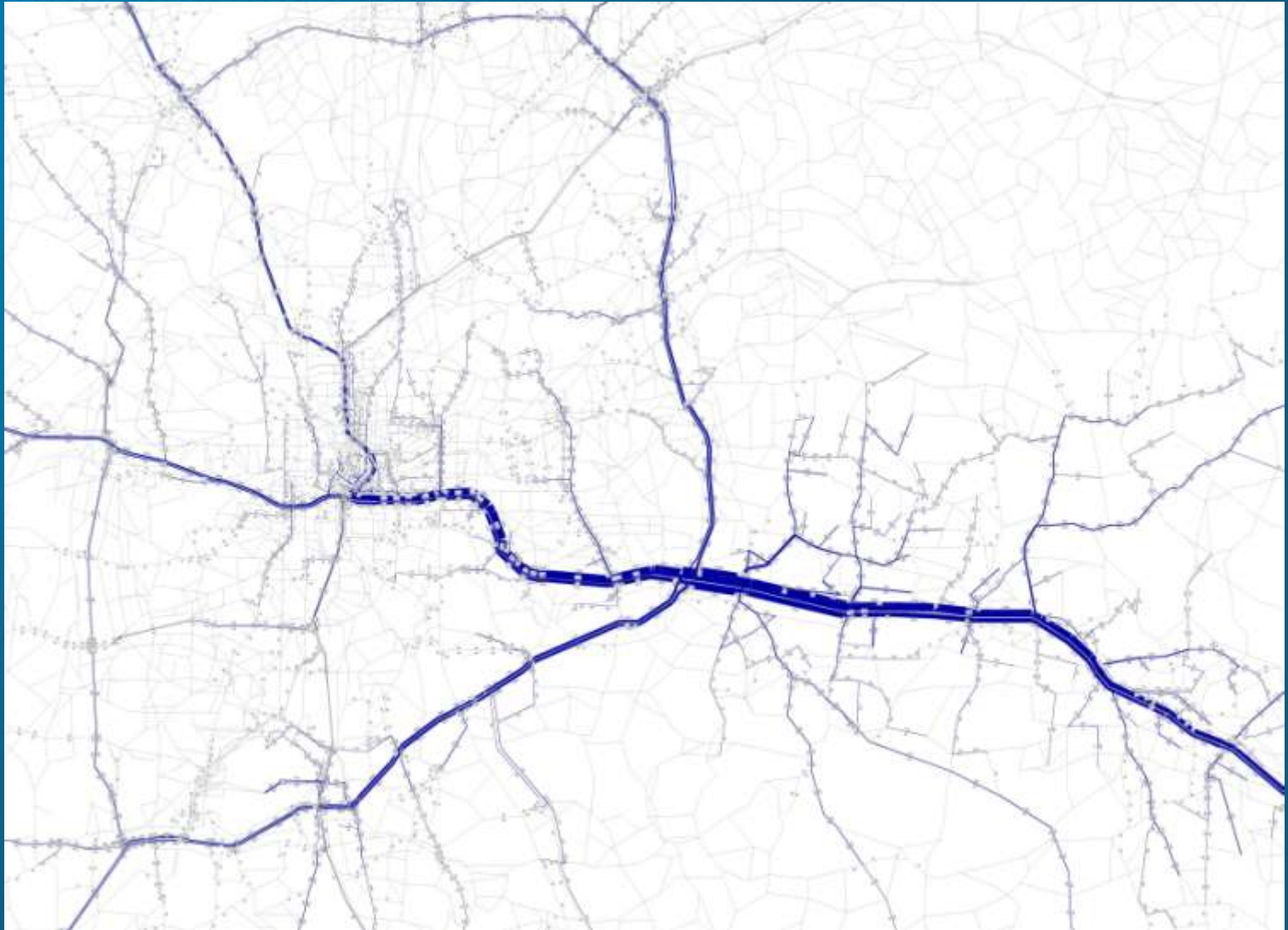
- Majority of persons utilizing I-20, travel to and from Downtown/Midtown Atlanta in the peak hours.
- The Downtown and Midtown Business Districts represent the most concentrated employment destination for commuters who live in the corridor.
- Employment destinations in north DeKalb County (Emory-CDC, Perimeter) and north Fulton County (Buckhead, Perimeter, GA 400) are also major draws for corridor residents.





Travel Patterns

Peak Hour
Interstate
Travel





Increasing Transit Demand

- MARTA rail boardings at eastern Blue Line stations up 9% from 2001-2008.
- GRTA express bus ridership up 118% from 2006-2008.
- MARTA bus boardings for study area routes up 12% from 2006-2009.

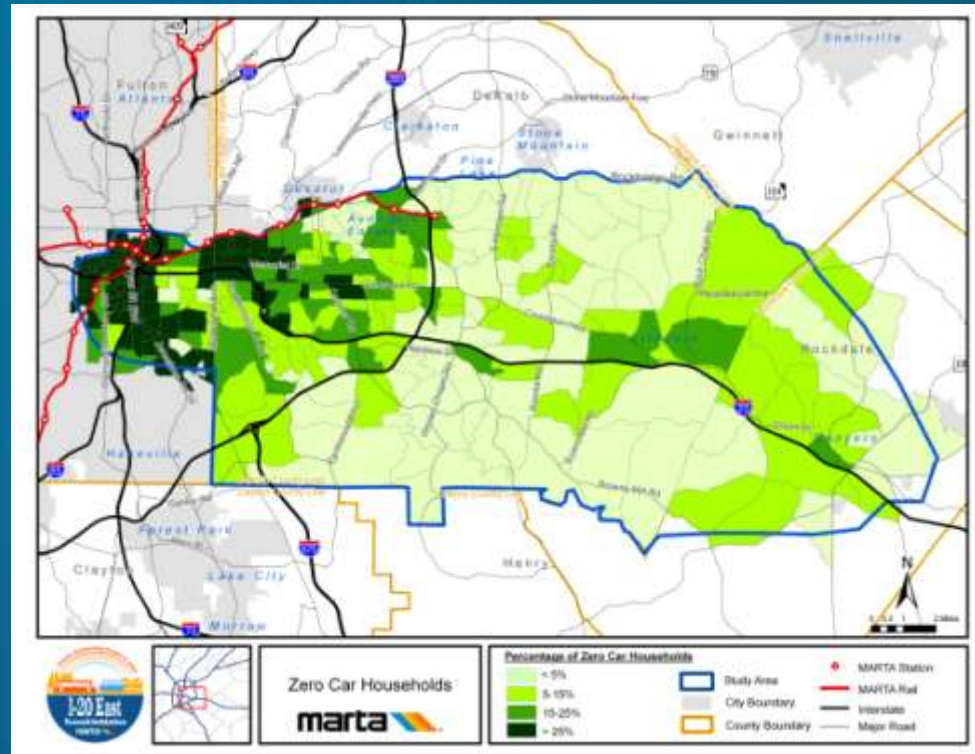
	2005	2030	Change	Growth
Transit Trips	143,700	253,000	109,300	76%
All Trips	2,585,700	3,515,800	930,100	36%





Transit Dependent Populations

- Percentage of zero-car households in the corridor is more than twice the regional average.
- High concentrations can be found adjacent to I-20 East surrounding the Atlanta CBD, in Reynoldstown, Edgewood, and East Atlanta neighborhoods
- Outside the perimeter concentrations can be found adjacent to I-20 along Wesley Chapel Road, and in the Lithonia and Conyers areas.



	Households	Zero Car Households	Percentage
I-20 East Corridor	147,311	22,542	15%
Atlanta MSA	1,504,871	110,401	7%
State of Georgia	3,006,369	248,546	8%

Source: U.S. Census 2000



Stakeholder Input: What We Heard

- Congestion in corridor, particularly I-20 10%
- Rail is the appropriate technology for the corridor 9%
- Aging population will need mobility options 6%
- Need improved connectivity within the corridor 6%
- Rail would attract economic development 6%
- Rail would attract more riders 6%
- Rail transit needed in corridor 5%
- Don't expect much opposition to project 5%



Stakeholder Input: What We Heard

- Need improved transit system connectivity 5%
- Transit should serve Rockdale County 5%
- Need improved connectivity to downtown Atlanta 4%
- Existing express bus service at capacity 4%
- Fear of crime could provide opposition to project 4%
- Need more reliable/efficient service 4%
- Newsletter a good way to educate the public 3%
- East Atlanta appropriate for station and TOD 1%



Stakeholder Input: What We Heard

- Historic neighborhoods are an alignment constraint 1%
- Need better weekend service at Mall at Stonecrest 1%
- Need for dedicated transit lanes on roadways 1%
- Need on-board surveys 1%
- Need to educate public about transit 1%
- Opposition -'Not in my back yard (NIMBY)' residents 1%
- Rail transit would receive more public support 1%
- There is a lack of east-west transportation options 1%



Preliminary Purpose and Need

- Provide transportation options to improve east-west mobility in the corridor
- Improve accessibility to downtown Atlanta and other activity centers
- Support plans for economic development, transit-oriented development, and community revitalization



SAC Input on Corridor Issues

SAC Feedback Exercise



Identified Corridor Issues

- Inadequate access to downtown and other employment centers
- Limited east-west roadways: I-20 is the only real choice
- Limited transportation options: car is only option for many
- Insufficient transit service for a growing demand
- Traffic congestion: delay and slow travel times
- Express buses operates in normal traffic
- Limited planned projects in corridor to accommodate growth
- Areas of corridor are in need of revitalization
- Limited transportation options for transit dependent and elderly populations
- Other?



SAC Input on Corridor Issues

- Rank each corridor issue
- Scale of 1 – 5
 - 1: Not Important
 - 2: Minor Concern
 - 3: Important
 - 4: Major Concern
 - 5: Critical



Keypad Voting

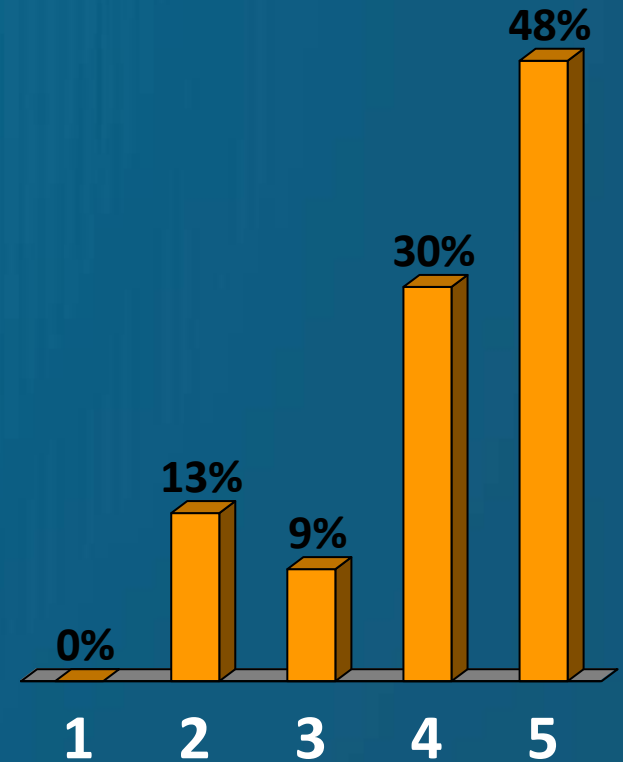
- You will use this keypad to select your response
- Please press numbers 1-5 only for this exercise
- These are not magic remotes they will not work on anything else... Please leave here – Thank you!!





Inadequate Access to Downtown and Other Employment Centers

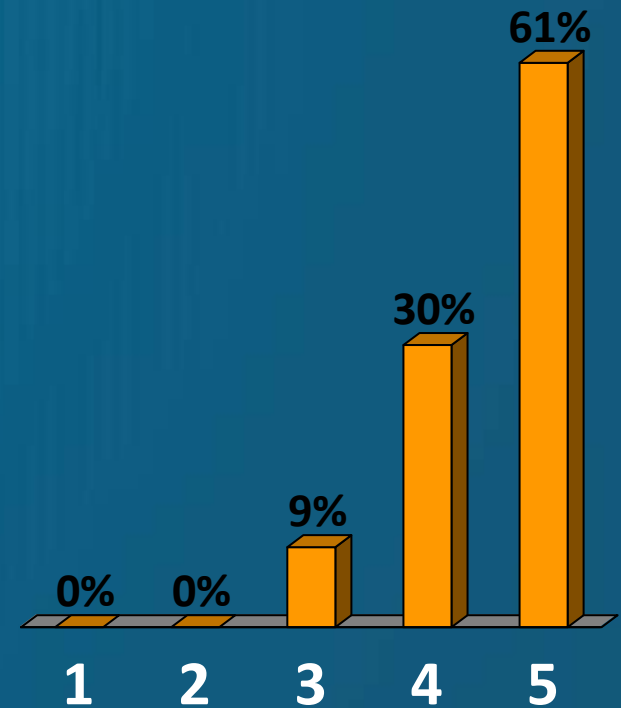
1. Not Important
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5. Critical





Limited East-West Roadways: I-20 is the Only Real Choice

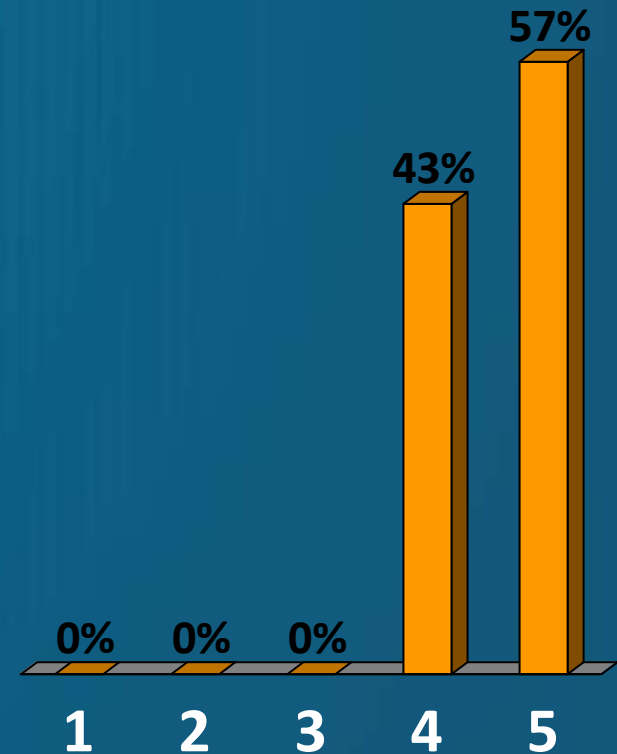
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Limited Transportation Options: Car is the Only Option for Many

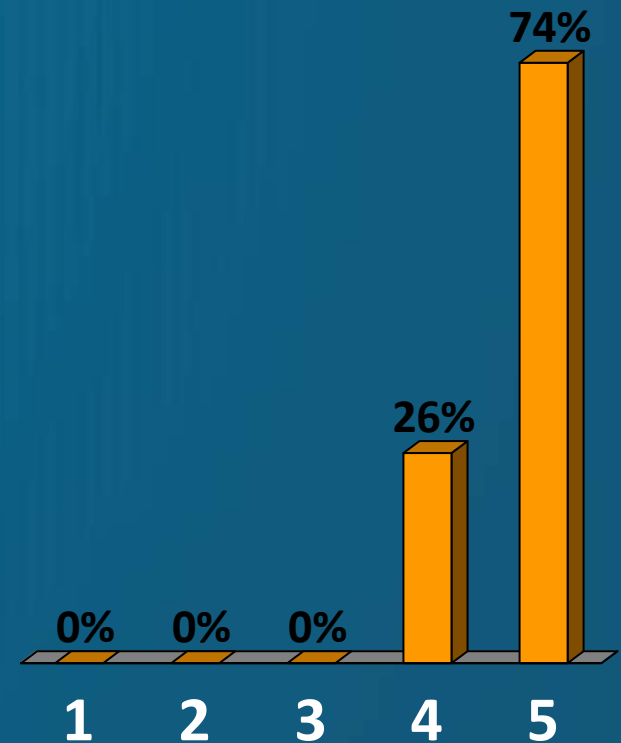
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Insufficient Transit Service for a Growing Demand

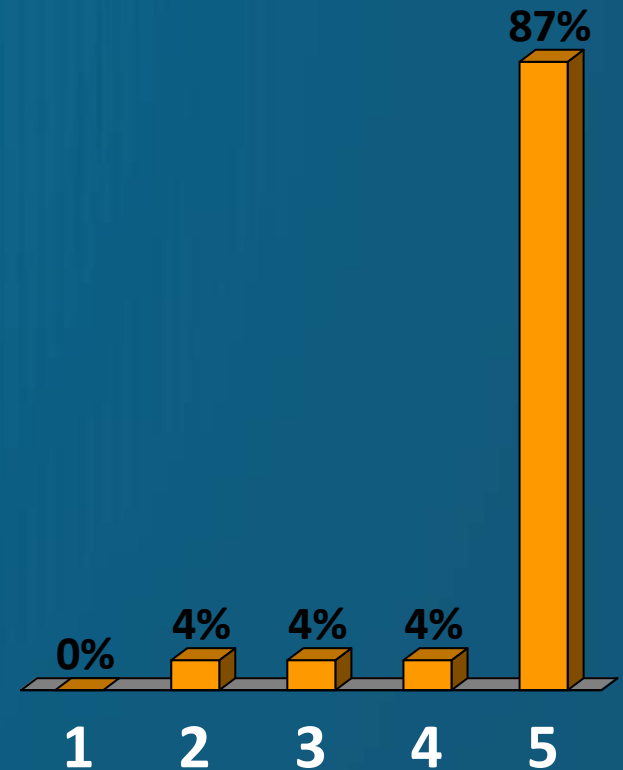
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Traffic Congestion: Delay and Slow Travel Times

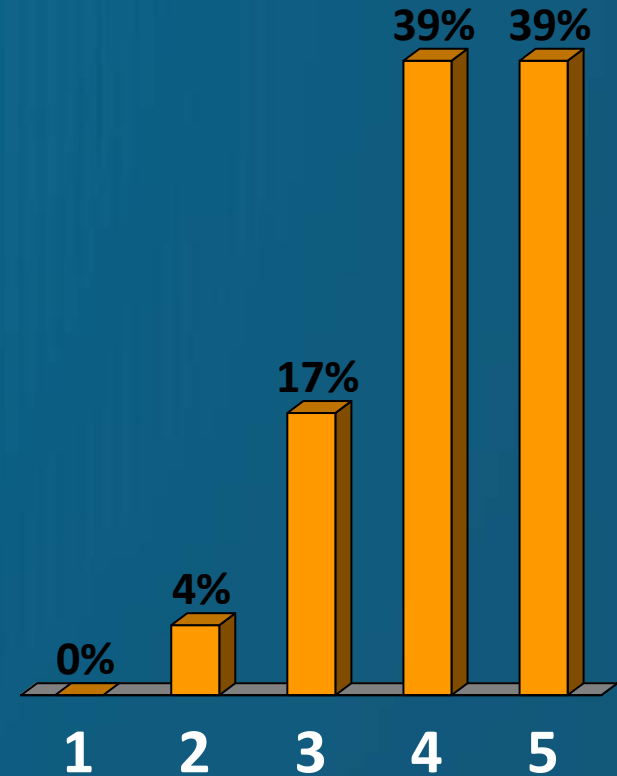
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Express Buses Operate on Congested Roadways

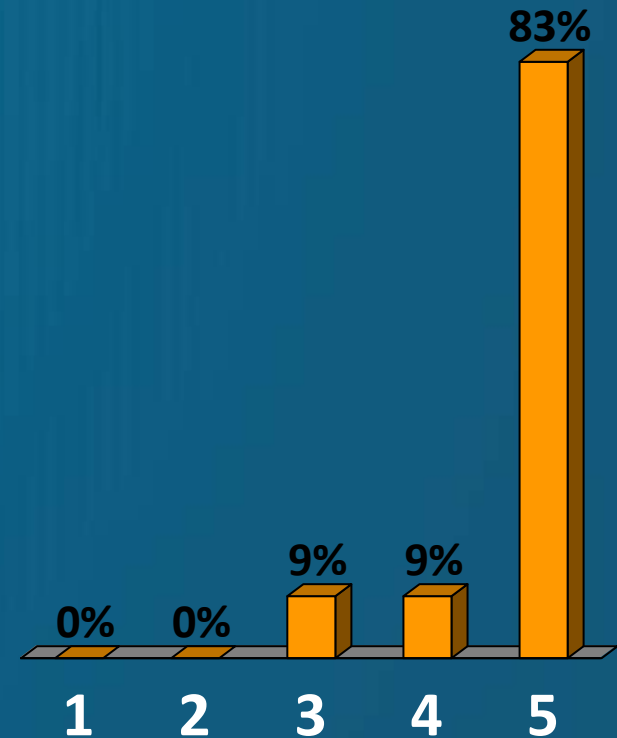
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Limited Planned Projects in Corridor to Accommodate Growth

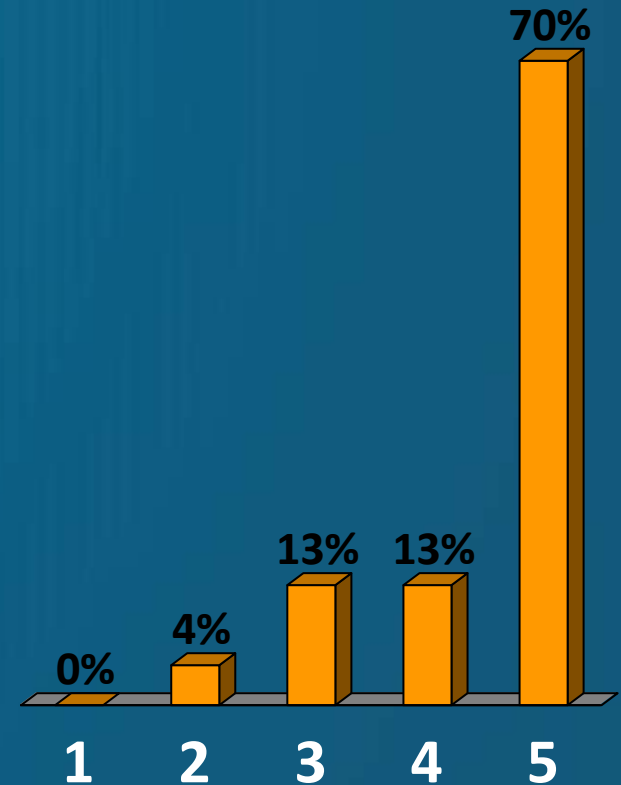
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Areas of Corridor Are in Need of Revitalization

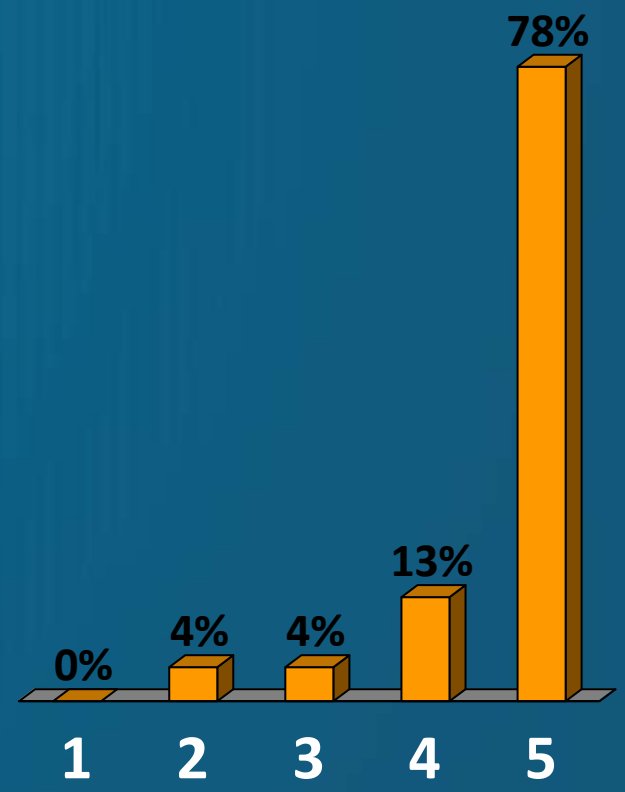
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Limited Transportation Options for Transit Dependent and Elderly Populations

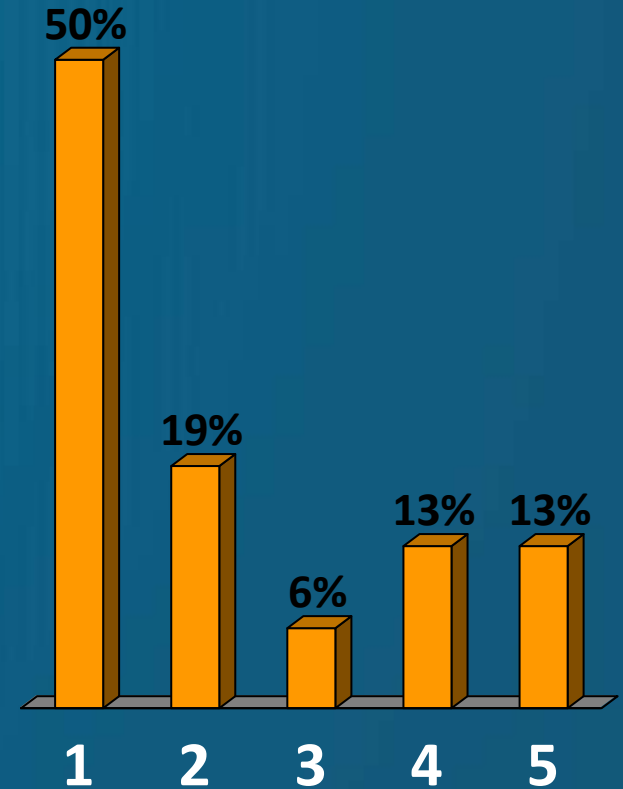
1. Not Important
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3. Important
4. Major Concern
5. Critical





Other?

1. Not Important
2. Minor Concern
3. Important
4. Major Concern
5. Critical





Project Goals

Break/Refreshments



Corridor Issues Results

Issue	Average
Insufficient transit service for a growing demand	4.74
Limited planned projects in corridor to accommodate growth	4.74
Traffic congestion: delay and slow travel times	4.74
Limited transportation options for transit dependent and elderly populations	4.65
Limited transportation options: car is only option for many	4.57
Limited east-west roadways: I-20 is the only real choice	4.52
Areas of corridor are in need of revitalization	4.48
Inadequate access to downtown and other employment centers	4.13
Express buses operates in normal traffic	4.13
Other?	2.19



Project Goals

- Improve East-West Mobility
- Improve Travel Options in Corridor
- Improve Accessibility to Jobs and Housing
- Improve Transit Service for Underserved Populations
- Promote Economic Development/Revitalization/Job Growth
- Encourage Transit Supportive Land Use and Development Patterns
- Minimize Impact to Social and Natural Resources
- Promote Cost Effective Transit Investments
- Enhance Regional Transit Connectivity



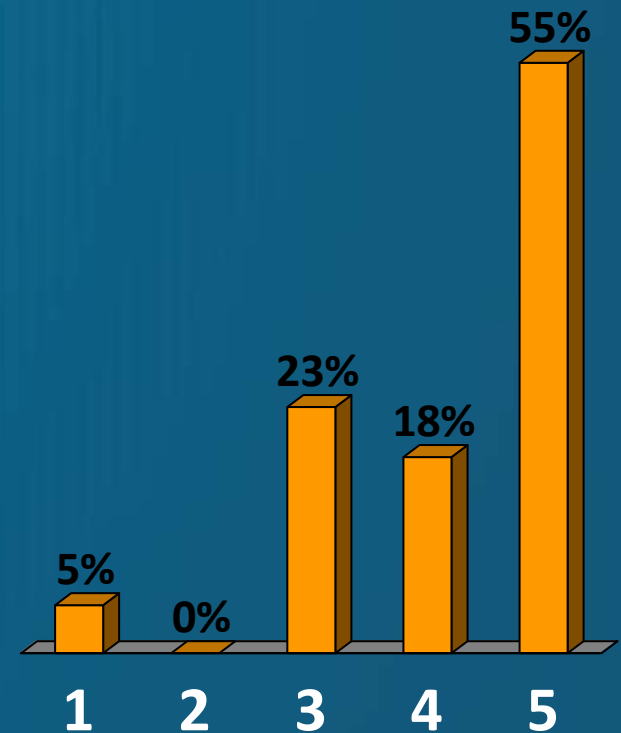
SAC Input on Project Goals

- Rank each corridor goal
- Scale of 1 – 5
 - 1: Not Important
 - 2: Somewhat Important
 - 3: Important
 - 4: Very Important
 - 5: Critical



Improve East-West Mobility

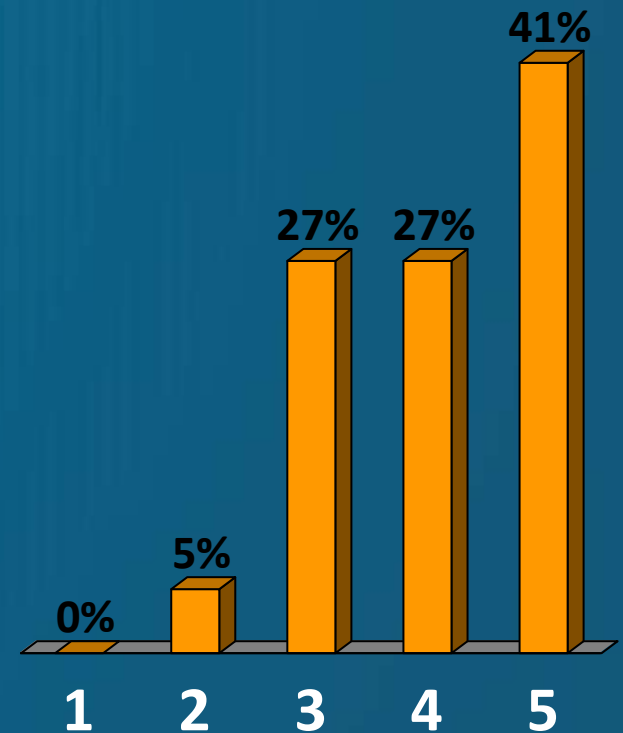
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Improve Travel Options in Corridor

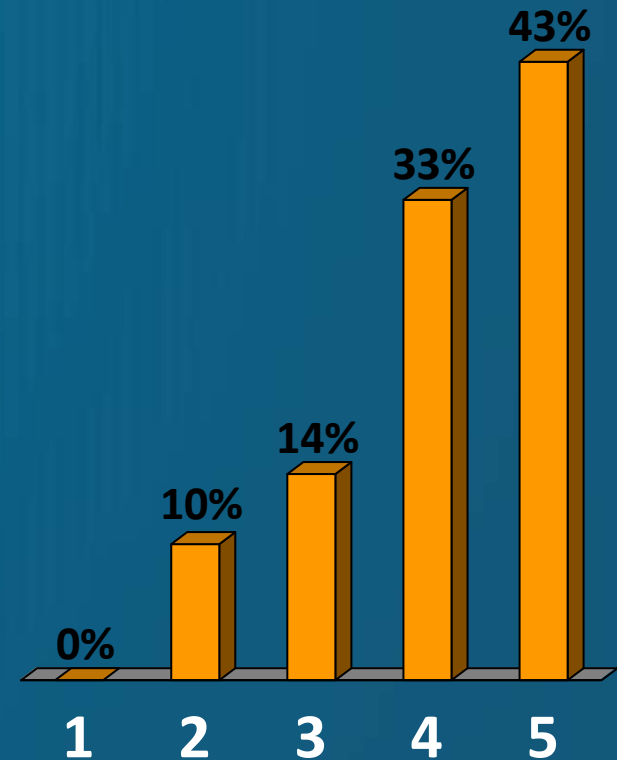
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Improve Accessibility to Jobs and Housing

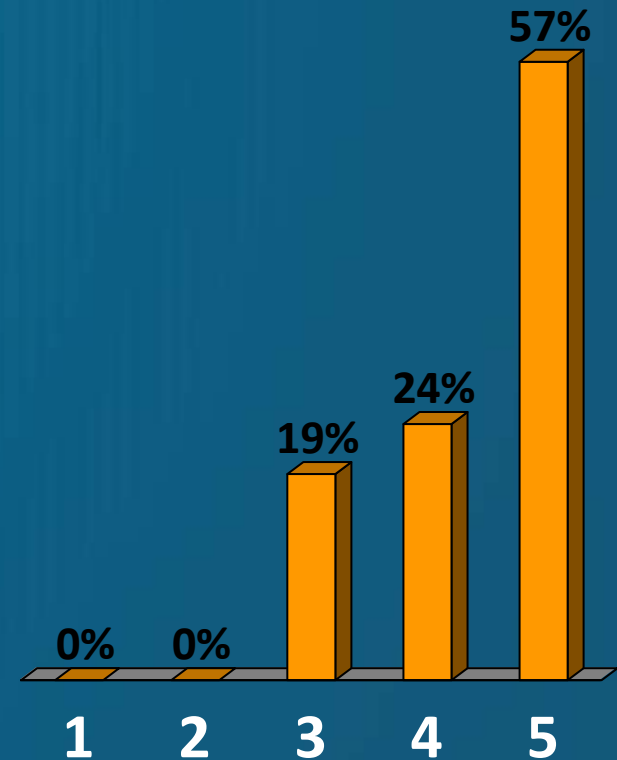
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Improve Transit Service for Underserved Populations

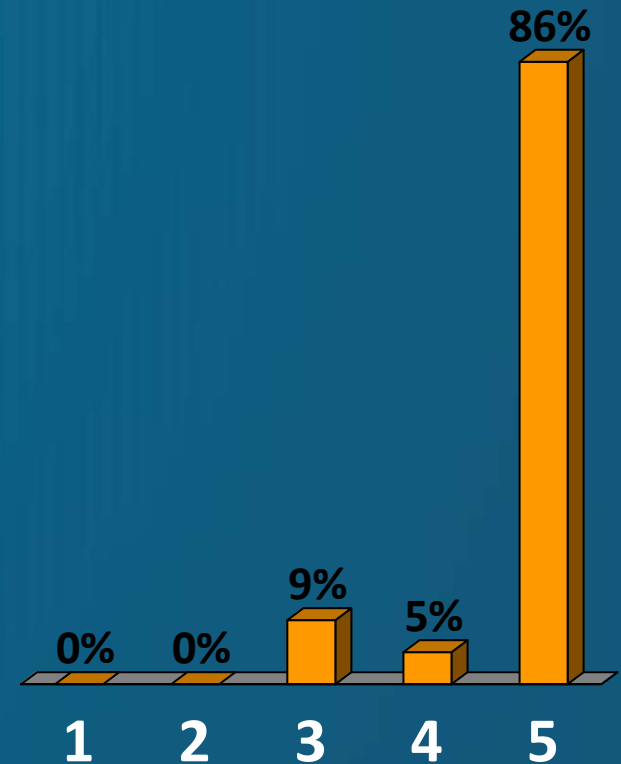
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Promote Economic Development/ Revitalization/ Job Growth

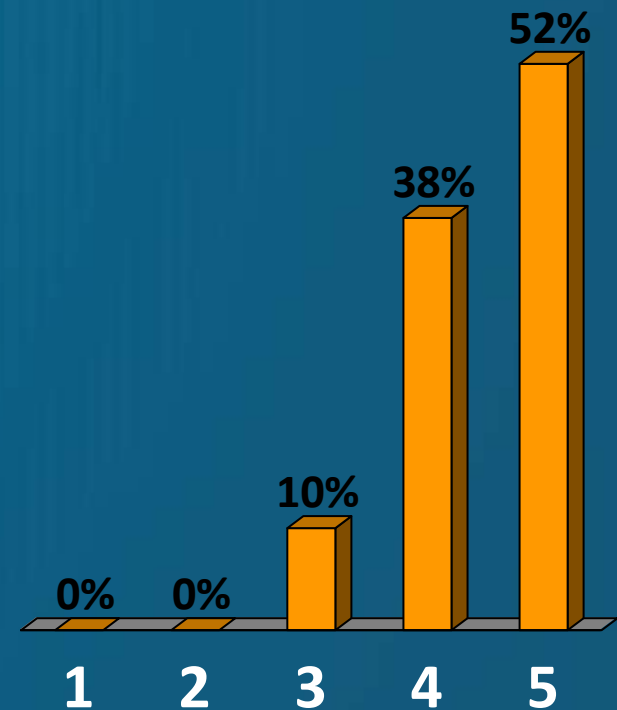
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Encourage Transit Supportive Land use and Development Patterns

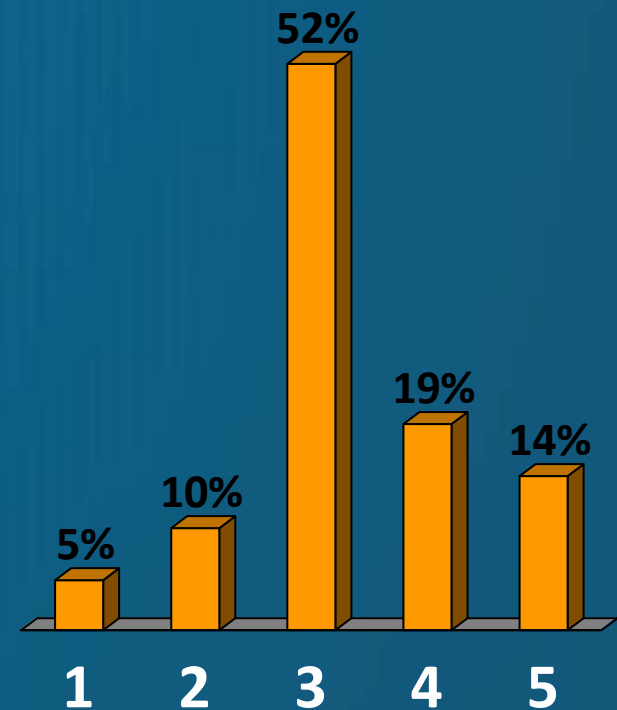
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Minimize Impact to Social and Natural Resources

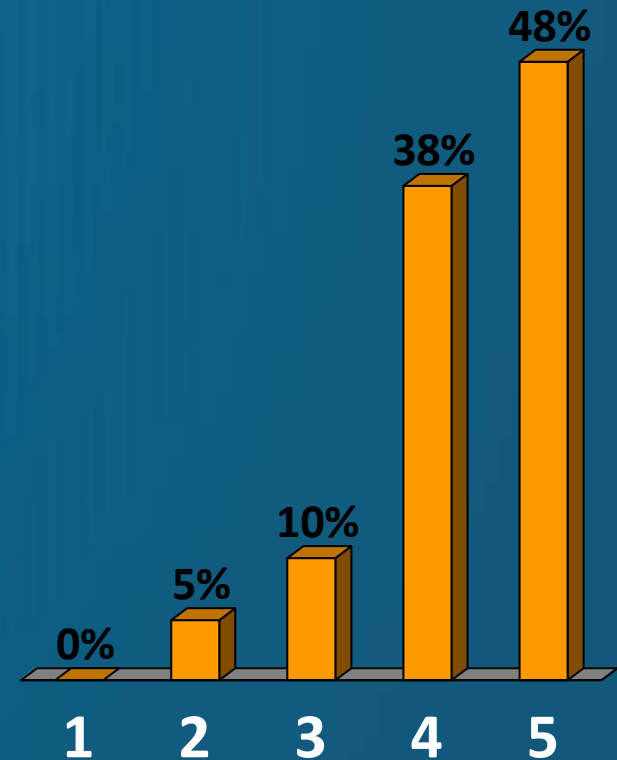
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Promote Cost Effective Transit Investments

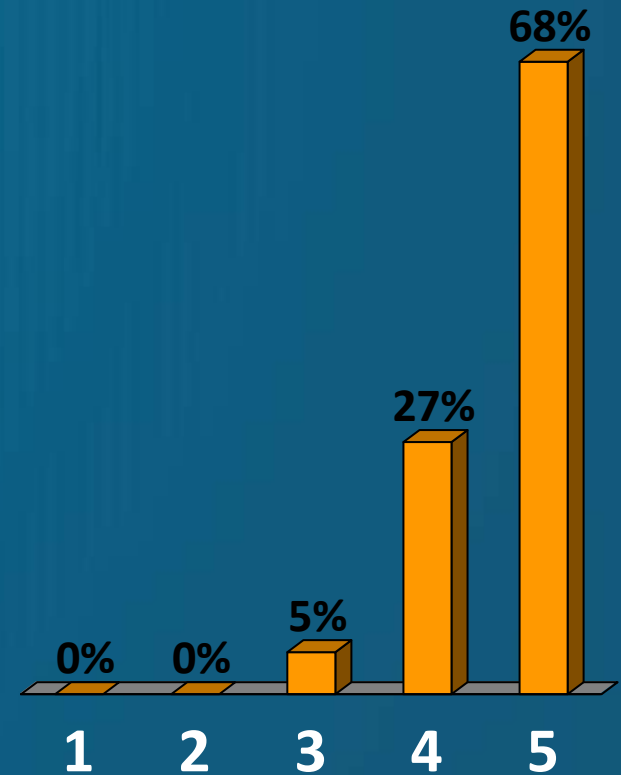
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Enhance Regional Transit Connectivity

1. Not Important
2. Minor Concern
3. Important
4. Major Concern
5. Critical





Project Goals

Issue	Average
Promote Economic Development/Revitalization/Job Growth	4.77
Enhance Regional Transit Connectivity	4.64
Encourage Transit Supportive Land Use and Development Patterns	4.43
Improve Transit Service for Underserved Populations	4.38
Promote Cost Effective Transit Investments	4.29
Improve East-West Mobility	4.18
Improve Accessibility to Jobs and Housing	4.1
Improve Travel Options in Corridor	4.05
Minimize Impact to Social and Natural Resources	3.29



Upcoming Public Meetings

- Public kick-off meetings will be held in 3 different locations along the corridor
- Purpose of meeting:
 - Introduce the study
 - Present initial study findings
 - Solicit input on the corridor needs
 - Present initial project Purpose and Need
 - Solicit feedback on study goals
 - Present previously identified alignments
- We need your help informing the public about these meetings!



Questions & Feedback

John Crocker, PhD

MARTA Project Manager

2424 Piedmont Road NE

Atlanta GA 30324

404-848-8292

jtcrocker@itsmarta.com

Pat Smeeton

Consultant Project Manager

400 Colony Square

1201 Peachtree St, Ste 1905

Atlanta GA 30361

678-333-0450

pat.smeeton@jacobs.com