



I-20 East Transit Initiative

Technical Advisory Committee Meeting

October 7, 2010

9:00am-11:00am



Meeting Agenda

- **Introductions**
- **Project Overview**
- **Technical Advisory Committee (TAC)**
- **Public/Stakeholder Outreach**
- **Initial Study Findings**
- **Corridor Needs/Problems & Project Goals**
- **Upcoming Public Meetings**
- **Adjournment / Question-Answer**



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

Sycamore Consulting

- Jen Price – Public Involvement

Planners for Environmental Quality

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



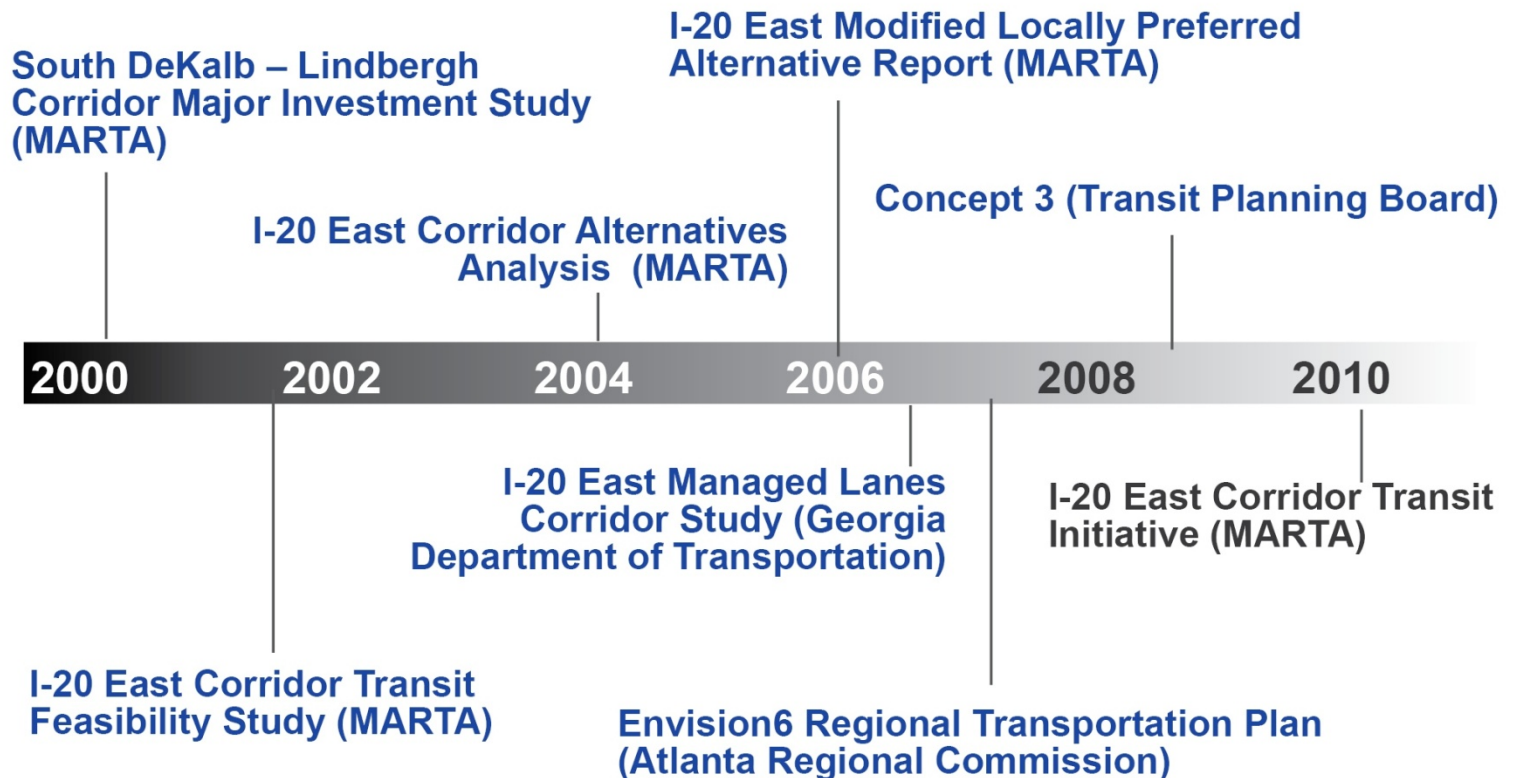
TAC Members

- Atlanta Regional Commission
- City of Atlanta
- DeKalb County Public Works
- DeKalb County Planning
- Fulton County Public Works
- Rockdale County Engineering
- GDOT Office of Innovative Program Delivery
- Georgia DOT Planning
- Georgia DOT Intermodal
- FHWA
- Georgia EPD
- US EPA
- US FTA
- GRTA
- MARTA Engineering
- MARTA Transit Oriented Development
- MARTA Architecture & Design
- MARTA Communications & External Affairs
- MARTA Transit System Planning
- MARTA Rail Operations



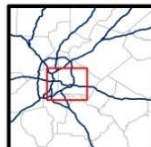
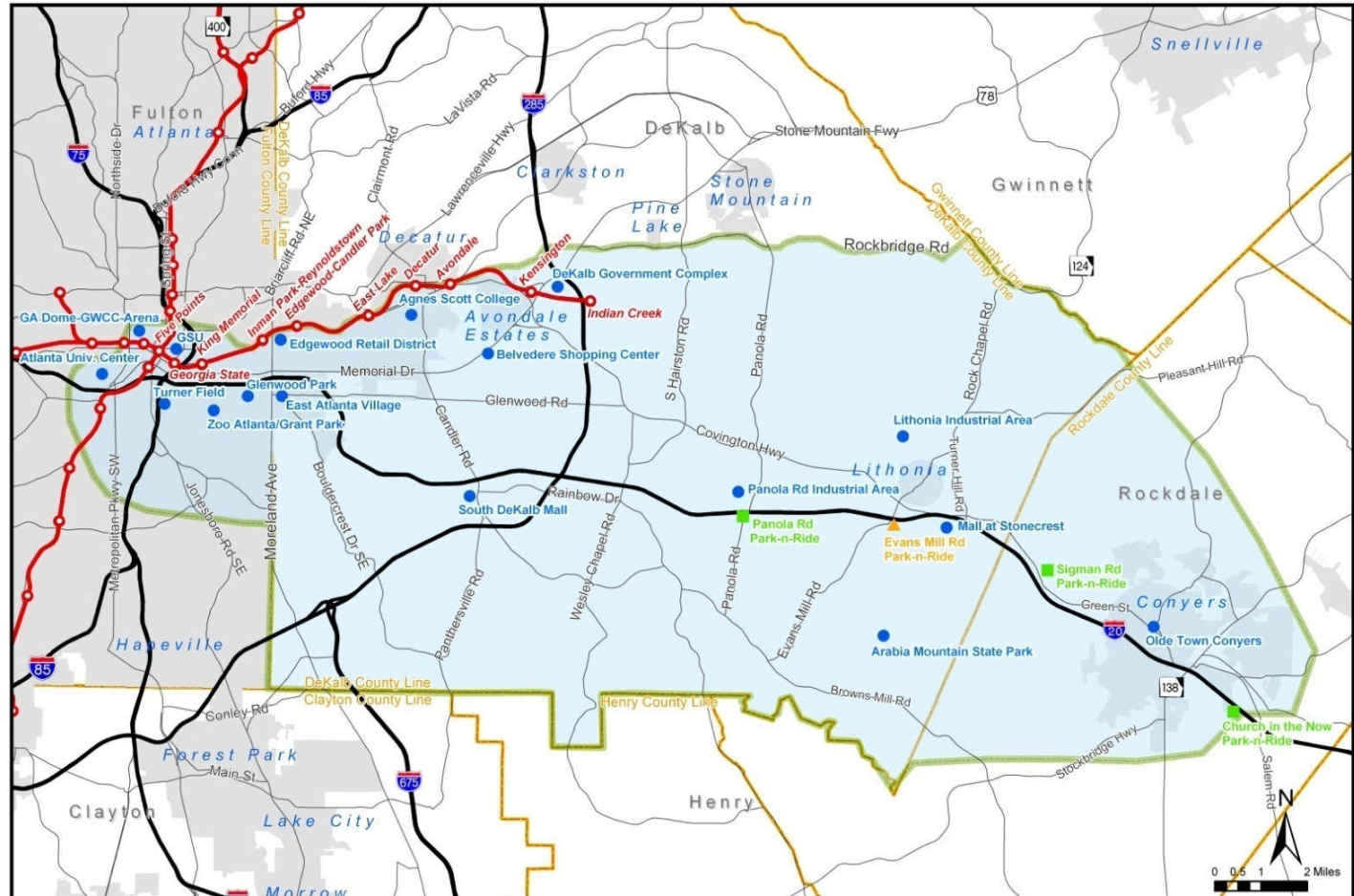
Project Background

Timeline of Previous Studies:





Study Area



Study Area



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



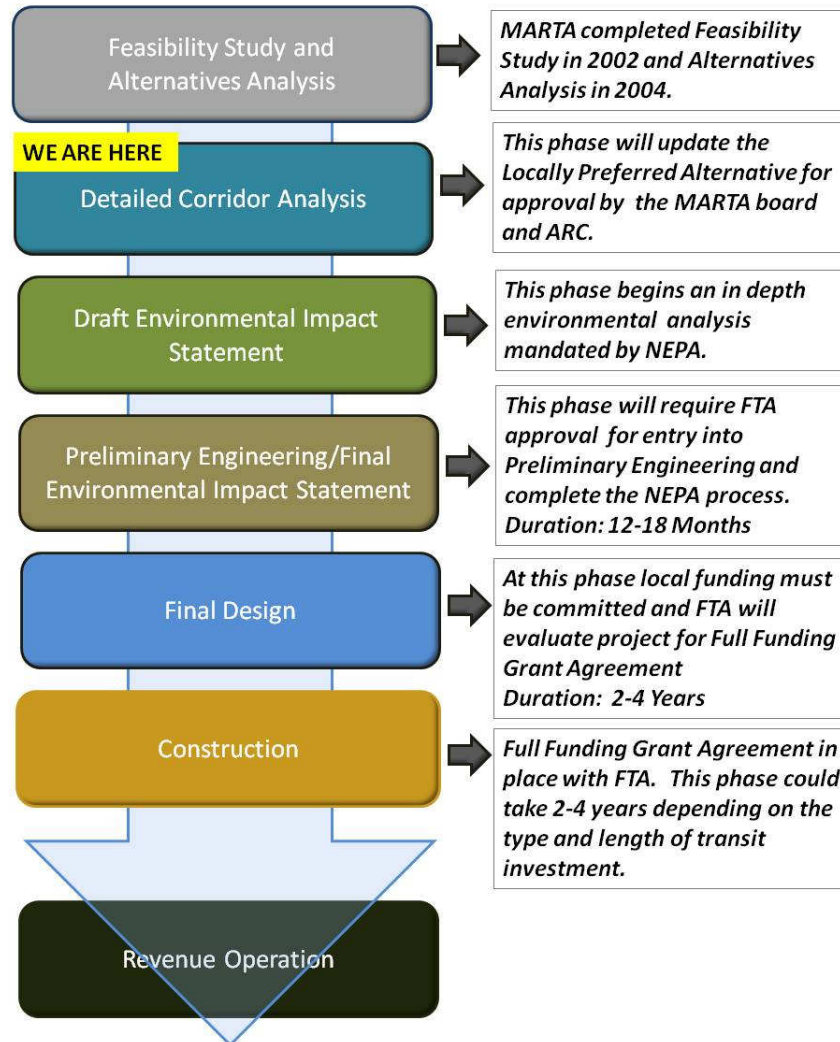
Study Overview

- **Detailed Corridor Analysis (DCA) - Detailed Corridor Analysis (DCA)** - Update the previous planning efforts to reflect changes in travel trends, land use, and demographics. Build upon previous planning efforts regarding alignments, station locations, and modes. 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

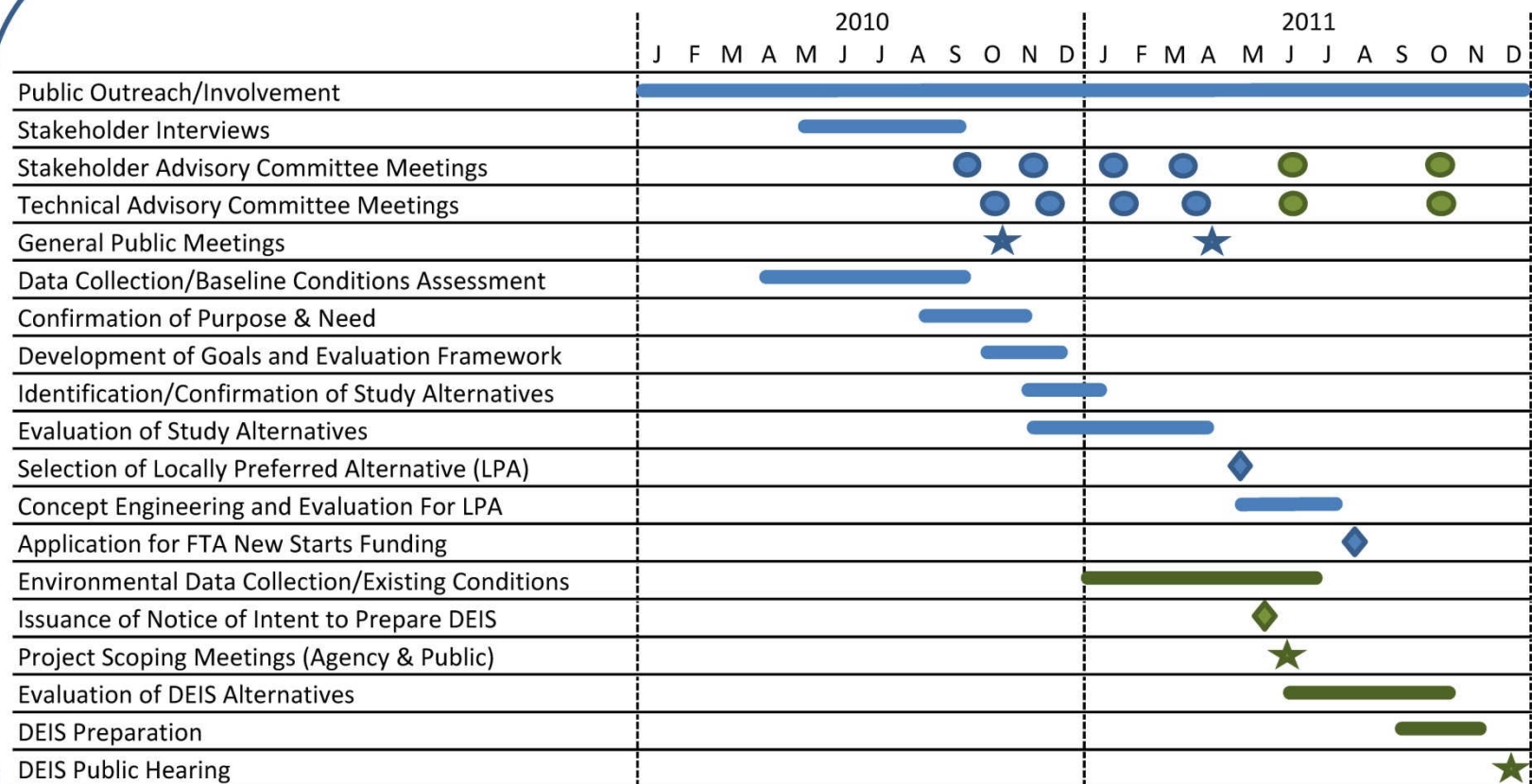
I-20 EAST CORRIDOR FTA PROJECT DEVELOPMENT PROCESS





Study Schedule

I-20 East Transit Initiative Schedule



Detailed Corridor Analysis
 Draft Environmental Impact Statement



Role of the TAC

- Provide input at key project milestones
- Exchange of technical data and resources
- Technical peer review of work program, including study deliverables and products
- Coordinate and ensure consistency with respective agency policies and initiatives
- Promote agency awareness of the I-20 East Transit Initiative



TAC Meetings

DCA Phase:

- TAC Kickoff Meeting (October 2010)
- TAC Meeting #2 (December 2010)
- TAC Meeting #3 (February 2011)
- TAC Meeting #4 (April 2011)

DEIS Phase: Additional TAC Members

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



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.



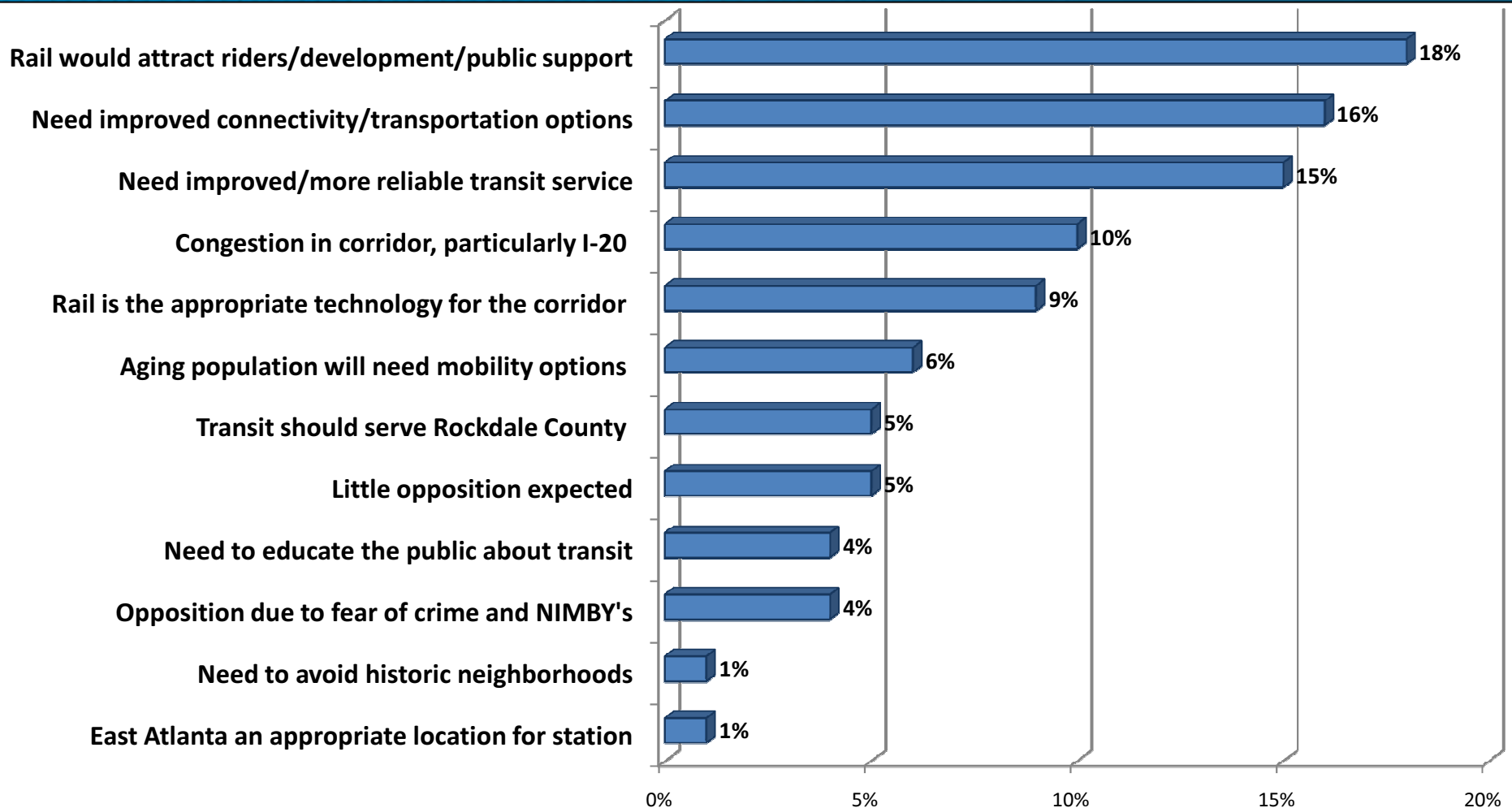


Stakeholder Outreach/Interviews

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



Stakeholder Interviews: What We Heard





Stakeholder Advisory Committee

- Provides an assessment of study findings for consistency with community goals and perspectives
- Provides 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
- Promotes community awareness of the I-20 East Transit Initiative



SAC Members

Elected Officials

- Hank Johnson – US Congressman
- Stacy Abrams – State Representative
- Rahn Mayo - State Representative
- Larry Johnson – DeKalb County Commissioner
- Lee May – DeKalb County Commissioner
- Stan Watson – DeKalb County Commissioner Elect
- Connie Stokes – DeKalb County Commissioner
- Carla Smith – Atlanta Councilmember
- Kwanza Hall– Atlanta Councilmember
- Natalyn Archibong– Atlanta Councilmember
- Tonya Peterson – City of Lithonia Mayor



SAC Members

Neighborhood Associations/Residents

DeKalb County

- Spring Valley Neighborhood HOA
- Rainbow Creek HOA
- Windsor-Meade HOA
- Hidden Hills Civic Association HOA
- Emerald North HOA
- Fairington Commons HOA
- Lithonia Neighborhood Coalition

City of Atlanta

- Grant Park Neighborhood Association
- East Atlanta Community Association
- Glenwood Park Community Association

Rockdale County

- Rockdale County Residents



SAC Members

Business/Community Organizations

- South DeKalb Business Association
- DeKalb County Chamber of Commerce
- Wesley Chapel Overlay Coalition
- DeKalb Medical Center at Hillandale
- South DeKalb Senior Center
- Lou Walker Senior Center
- DeKalb County Board of Education
- South DeKalb Mall
- Stonecrest Mall
- Atlanta NPU-O
- Atlanta NPU-W
- Atlanta BeltLine, Inc.
- Central Atlanta Progress
- Rockdale County SPLOST



SAC Members

Churches

- New Piney Grove Church
- Green Forest Church
- Greater Piney Grove Church
- New Birth Baptist Church
- Ray of Hope Christian Church



Initial Study Findings

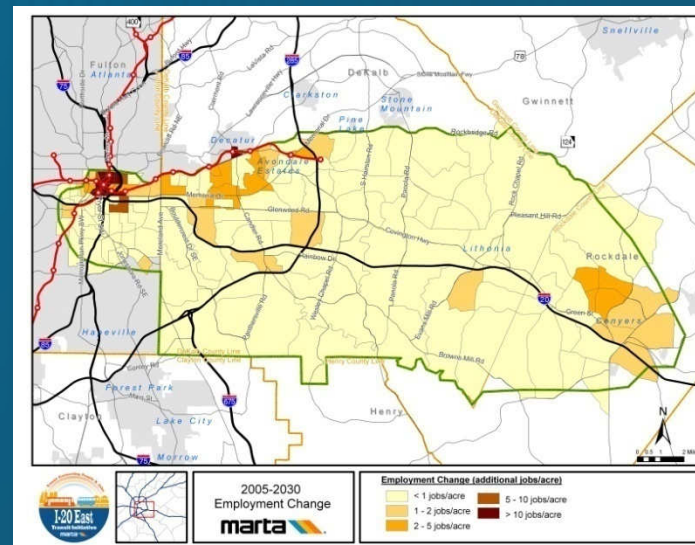
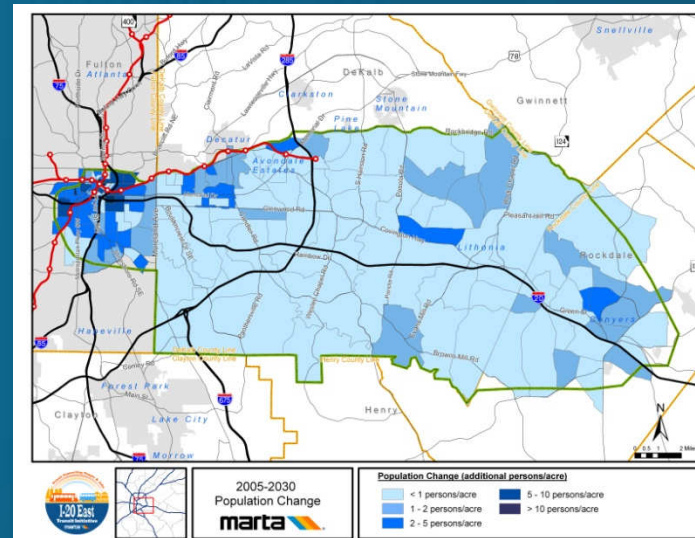
- Population and Employment Growth
- Travel Patterns
- Increasing Transit Demand
- Transit Dependant Populations
- Increasing Congestion Levels



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.



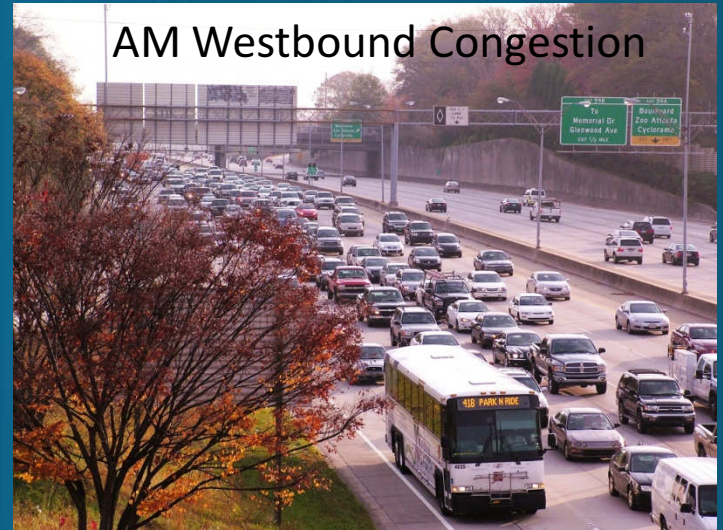
Source: Atlanta Regional Commission, Travel Demand Model



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.

AM Westbound Congestion



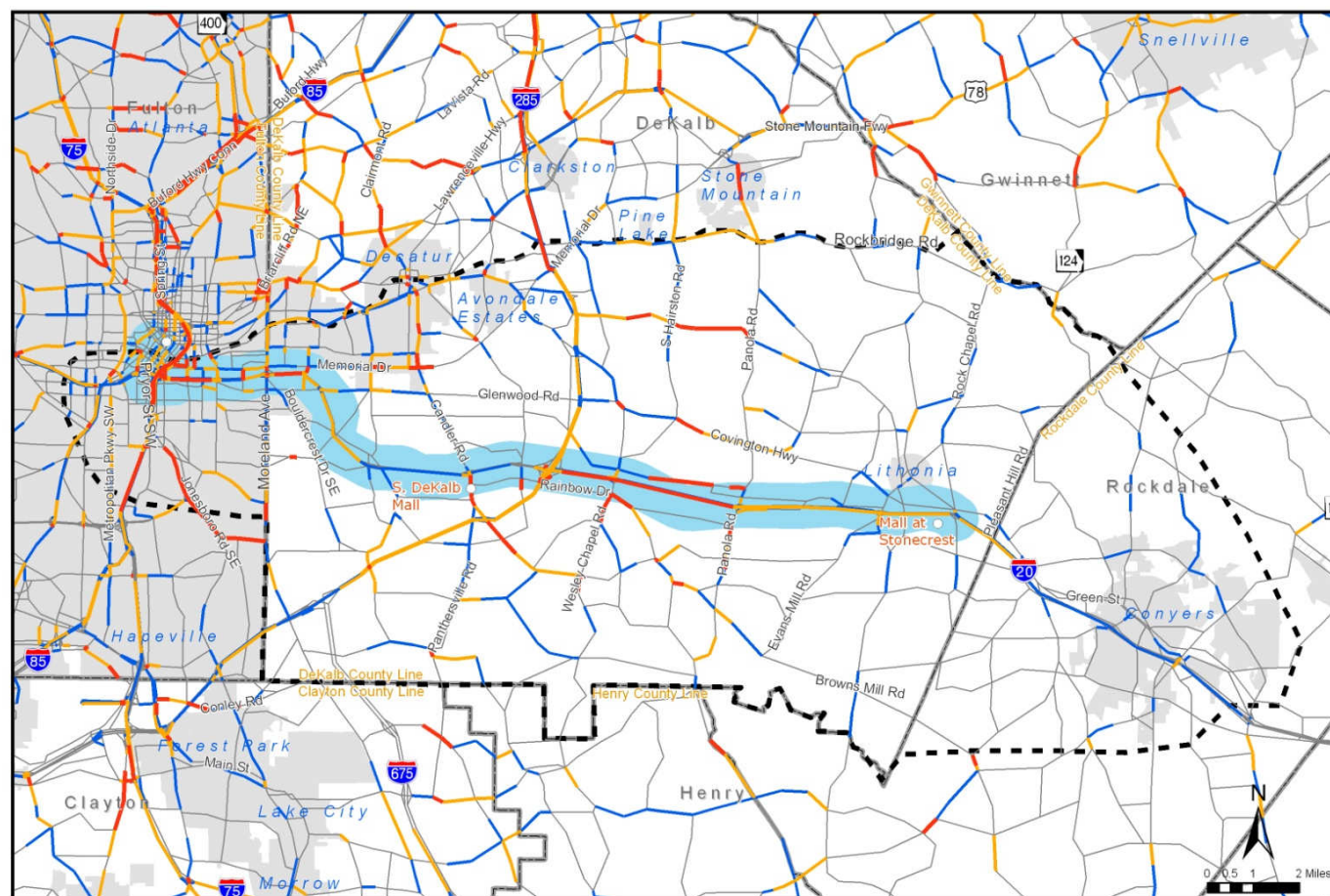
AM Westbound Congestion





Increasing Corridor Congestion

2005
Congested
Roadways



2005 Roadway Level of Service
(PM Peak)



PM Peak LOS

- LOS C or Better
- LOS D
- LOS E
- LOS F

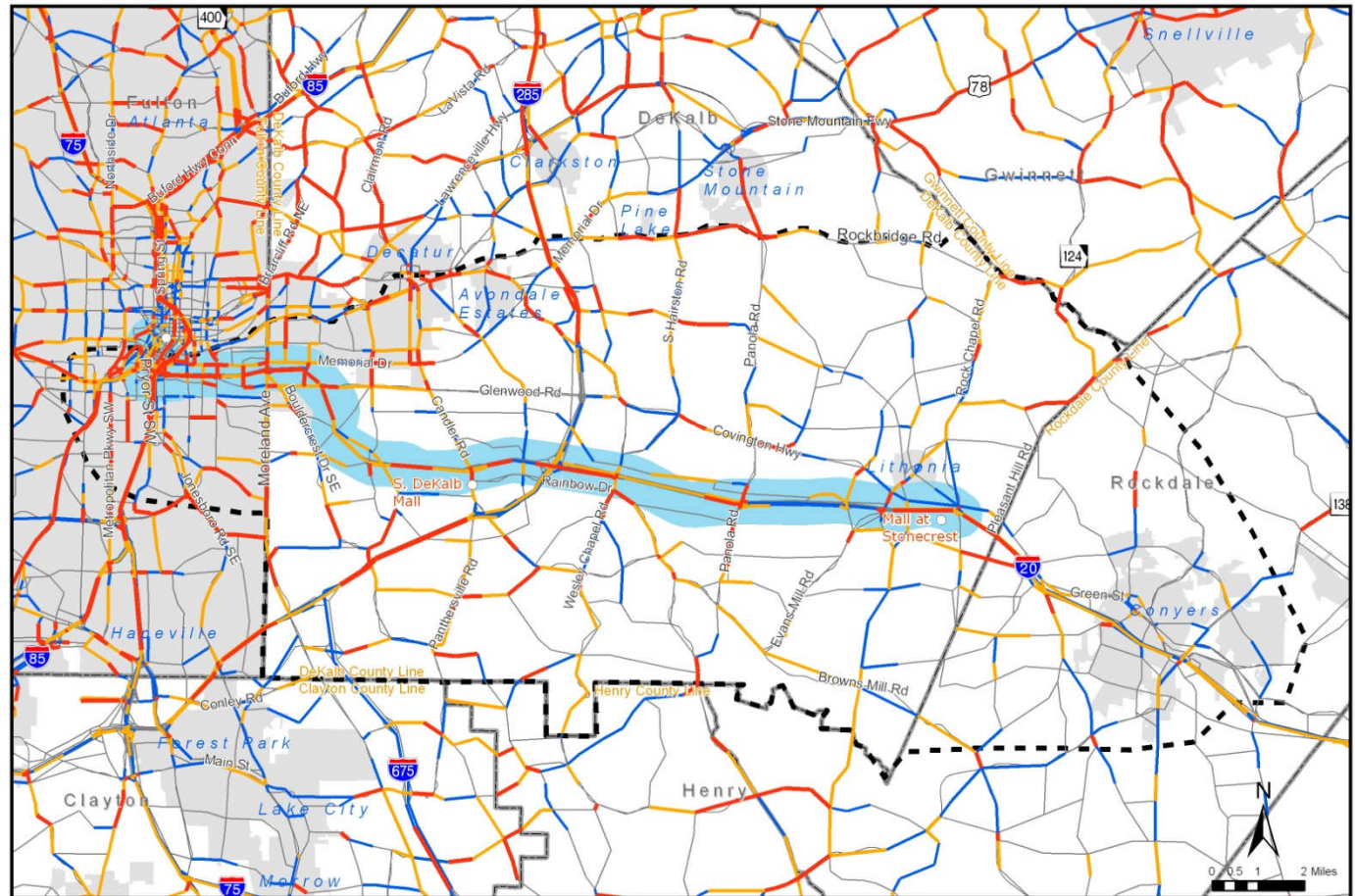
I-20 East Corridor

- - - Area of Influence
- City Boundary
- County Boundary



Increasing Corridor Congestion

2030
Congested
Roadways



2030 Roadway Level of Service
(PM Peak)



PM Peak LOS

— LOS C or Better
— LOS D
— LOS E
— LOS F

I-20 East Corridor

Area of Influence

City Boundary

County Boundary



Travel Patterns

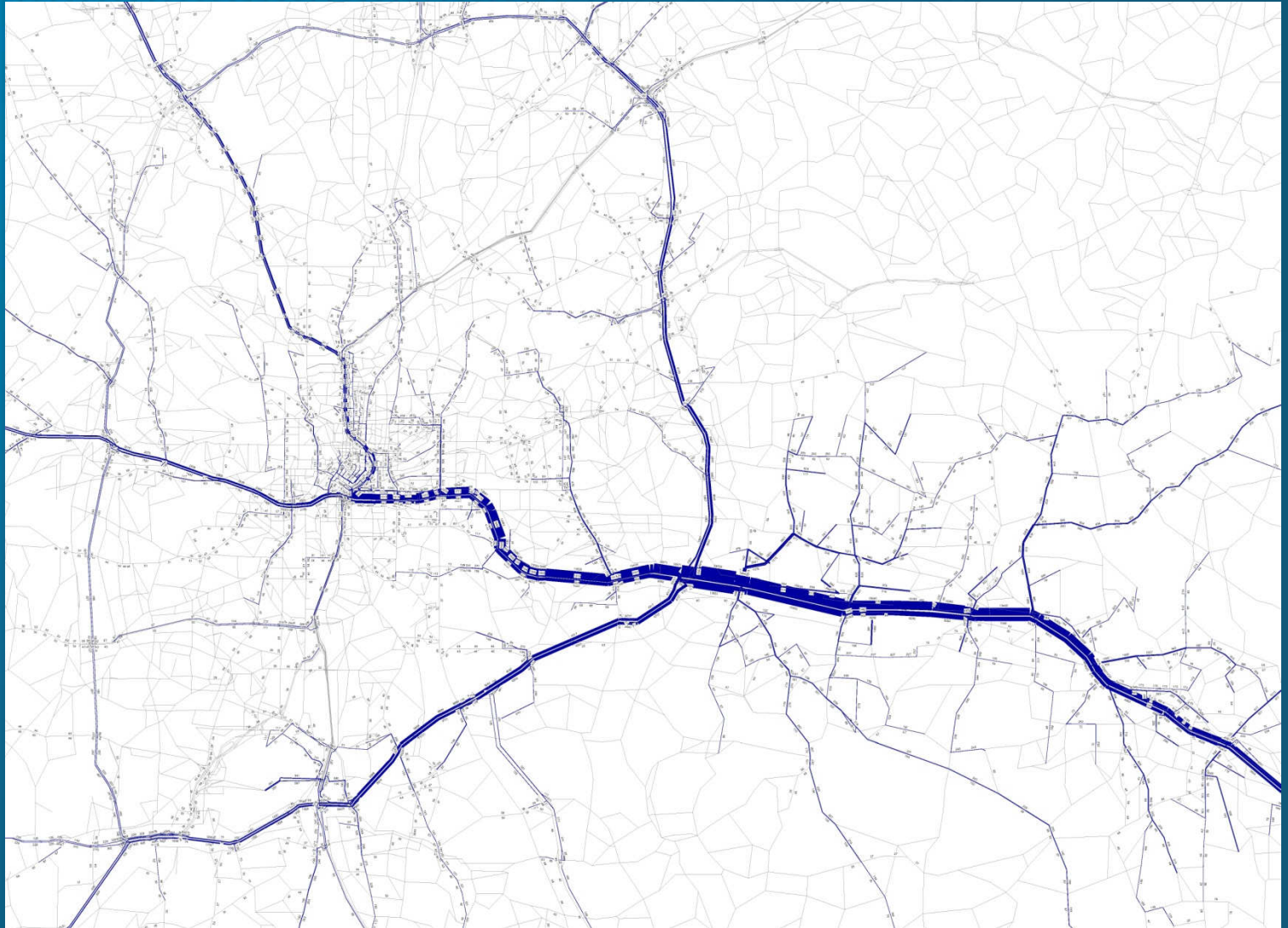
- Majority of persons utilizing I-20, travel to and from Downtown/Midtown Atlanta in the peak hours.
- The Downtown and Midtown Business Districts represent the most concentrated employment destination for commuters who live in the corridor.
- Employment destinations in north DeKalb County (Emory-CDC, 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% |

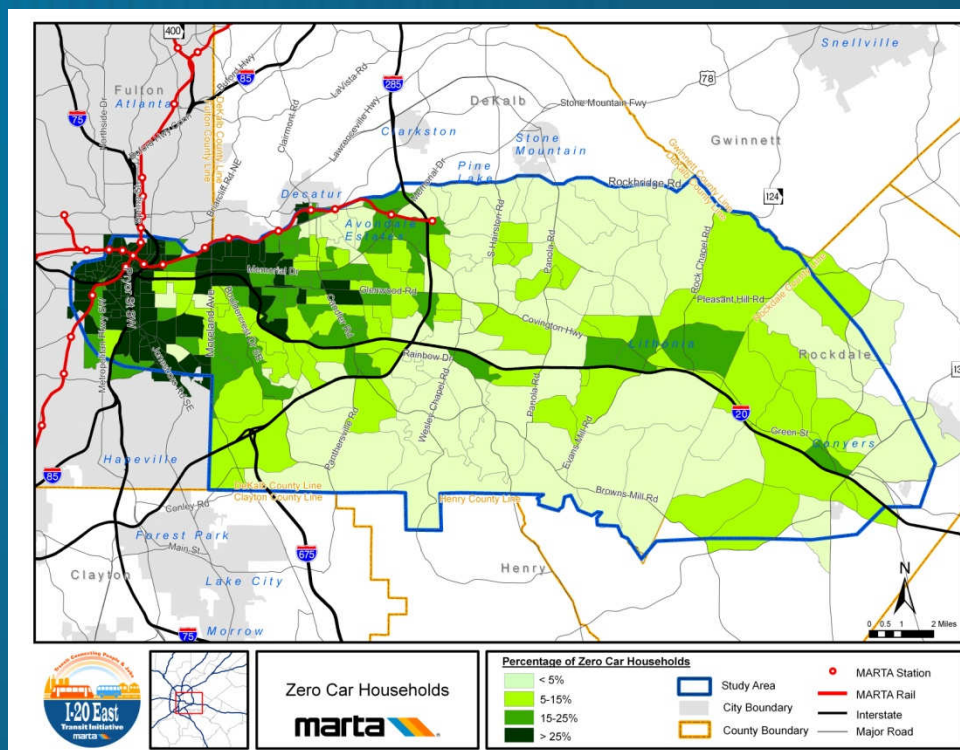


Sources: Atlanta Regional Commission, Travel Demand Model ; MARTA; GRTA; I-20 East Corridor Study (2001)



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



Identified Corridor Issues/Problems

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



Primary Corridor Issues

1. Increasing Traffic Congestion in Corridor
2. Limited travel choices - I-20 is the only real corridor that provides east-west mobility between downtown Atlanta and Mall at Stonecrest
3. Lack of travel time competitive transit service in corridor
4. Areas of the corridor are in need of revitalization
5. There are high levels of traditionally underserved populations



Purpose and Need Statement

The purpose of the I-20 East Transit Initiative is to provide transit investments that enhance east-west mobility and improve accessibility to residential areas and employment centers within the corridor. This regionally significant transportation corridor is characterized by limited travel options and high levels of delay and congestion.



Preliminary 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
- Encourage Transit Supportive Land Use and Development Patterns
- Minimize Impact to Social and Natural Resources
- Promote Cost Effective Transit Investments
- Enhance Regional Transit Connectivity



TAC Input/Feedback

Group Discussion

Corridor Issues/Problems/Purpose & Need

- Agree/Disagree/Comments
- Additional Issues/Problems

Preliminary Project Goals

- Agree/Disagree/Comments
- Additional Goals



Upcoming Public Meetings

- Public kick-off meetings will be held in 3 different locations along the 20+ mile corridor

Western

Wednesday, October 27
East Lake YMCA – Community
Room
275 East Lake Boulevard
Atlanta, GA 30317
6:00pm – 8:00pm

Middle

Thursday, October 28
South DeKalb Mall –
Community Room
2801 Candler Road
Decatur, GA 30034
6:00pm – 8:00pm

Eastern

Tuesday, October 26
DeKalb Medical Center
Hillandale – Community Room
2801 DeKalb Medical Parkway
Lithonia, GA 30058
6:00pm – 8:00pm



Upcoming Public Meetings

- Purpose of 1st round of Public Meetings:
 - Introduce the study
 - Provide project background
 - Present initial study findings
 - Solicit public input on the corridor needs
 - Solicit feedback and input on
 - Project Purpose and Need
 - Project Goals
 - Present previously identified alignments, station locations, and modes



Questions & Feedback

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