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 JJG
- 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:

- South DeKalb – Lindbergh Corridor Major Investment Study (MARTA)
- I-20 East Corridor Alternatives Analysis (MARTA)
- Concept 3 (Transit Planning Board)
- 2000
- 2002
- 2004
- 2006
- 2008
- 2010
- I-20 East Managed Lanes Corridor Study (Georgia Department of Transportation)
- Envision6 Regional Transportation Plan (Atlanta Regional Commission)
- I-20 East Corridor Transit Feasibility Study (MARTA)
- I-20 East Modified Locally Preferred Alternative Report (MARTA)
- I-20 East Corridor Transit Initiative (MARTA)
Study Overview

- **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

Feasibility Study and Alternatives Analysis
MARTA completed Feasibility Study in 2002 and Alternatives Analysis in 2004.

Detailed Corridor Analysis
This phase will update the Locally Preferred Alternative for approval by the MARTA board and ARC.

Draft Environmental Impact Statement
This phase begins an in-depth environmental analysis mandated by NEPA.

Preliminary Engineering/Final Environmental Impact Statement
This phase will require FTA approval for entry into Preliminary Engineering and complete the NEPA process. Duration: 12-18 Months

Final Design
At this phase local funding must be committed and FTA will evaluate project for Full Funding Grant Agreement. Duration: 2-4 Years

Construction
Full Funding Grant Agreement in place with FTA. This phase could take 2-4 years depending on the type and length of transit investment.

Revenue Operation
## Study Schedule

### I-20 East Transit Initiative Schedule

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<thead>
<tr>
<th>Activity</th>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>Public Outreach/Involvement</td>
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<tr>
<td>Stakeholder Interviews</td>
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<td>Stakeholder Advisory Committee Meetings</td>
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<td>Technical Advisory Committee Meetings</td>
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<td>General Public Meetings</td>
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<td>Data Collection/Baseline Conditions Assessment</td>
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<td>Confirmation of Purpose &amp; Need</td>
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<td>Development of Goals and Evaluation Framework</td>
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<td>Identification/Confirmation of Study Alternatives</td>
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<tr>
<td>Evaluation of Study Alternatives</td>
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<tr>
<td>Selection of Locally Preferred Alternative (LPA)</td>
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<tr>
<td>Concept Engineering and Evaluation For LPA</td>
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<td>Application for FTA New Starts Funding</td>
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<td>Environmental Data Collection/Existing Conditions</td>
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<tr>
<td>Issuance of Notice of Intent to Prepare DEIS</td>
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<tr>
<td>Project Scoping Meetings (Agency &amp; Public)</td>
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<tr>
<td>Evaluation of DEIS Alternatives</td>
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<td>DEIS Preparation</td>
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<tr>
<td>DEIS Public Hearing</td>
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- **Detailed Corridor Analysis**: Blue line
- **Draft Environmental Impact Statement**: Green line
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)
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
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

- Rail would attract riders/development/public support: 18%
- Need improved connectivity/transportation options: 16%
- Need improved/more reliable transit service: 15%
- Congestion in corridor, particularly I-20: 10%
- Rail is the appropriate technology for the corridor: 9%
- Aging population will need mobility options: 6%
- Transit should serve Rockdale County: 5%
- Little opposition expected: 5%
- Need to educate the public about transit: 4%
- Opposition due to fear of crime and NIMBY's: 4%
- Need to avoid historic neighborhoods: 1%
- East Atlanta an appropriate location for station: 1%
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
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
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

<table>
<thead>
<tr>
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<th>2005</th>
<th>2030</th>
<th>Change</th>
<th>Growth</th>
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<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
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<tr>
<td>I-20 East Corridor</td>
<td>449,000</td>
<td>566,000</td>
<td>117,000</td>
<td>26%</td>
</tr>
<tr>
<td>Atlanta Region</td>
<td>4,944,939</td>
<td>7,377,951</td>
<td>2,433,012</td>
<td>49%</td>
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<tr>
<td><strong>Employment</strong></td>
<td></td>
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<tr>
<td>I-20 East Corridor</td>
<td>213,000</td>
<td>312,000</td>
<td>99,000</td>
<td>47%</td>
</tr>
<tr>
<td>Atlanta Region</td>
<td>3,003,487</td>
<td>3,835,118</td>
<td>831,631</td>
<td>28%</td>
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- 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
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
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.

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<th>2005</th>
<th>2030</th>
<th>Change</th>
<th>Growth</th>
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<tbody>
<tr>
<td>Transit Trips</td>
<td>143,700</td>
<td>253,000</td>
<td>109,300</td>
</tr>
<tr>
<td>All Trips</td>
<td>2,585,700</td>
<td>3,515,800</td>
<td>930,100</td>
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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.

<table>
<thead>
<tr>
<th></th>
<th>Households</th>
<th>Zero Car Households</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>I-20 East Corridor</td>
<td>147,311</td>
<td>22,542</td>
<td>15%</td>
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<tr>
<td>Atlanta MSA</td>
<td>1,504,871</td>
<td>110,401</td>
<td>7%</td>
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<tr>
<td>State of Georgia</td>
<td>3,006,369</td>
<td>248,546</td>
<td>8%</td>
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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
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
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