



I-20 EAST TRANSIT INITIATIVE

Summary of I-20 East Previous Reports

Prepared for:
Metropolitan Atlanta Rapid Transit Authority

Prepared by:
AECOM/Jacobs-JJG Joint Venture
Atlanta, GA

December 2011

General Planning Consultant Services RFP P5413
Contract No. 200703566
Work Order No. 2009 - 06

Table of Contents

1.0	EXECUTIVE SUMMARY	1
2.0	OVERVIEW AND PURPOSE	1
3.0	I-20 EAST CORRIDOR STUDY	1
	3.1.1 Study Overview	2
	3.1.2 Findings Relevant to the I-20 East Transit Initiative	2
	3.1.3 Public Involvement	3
	3.1.4 I-20 East Corridor Study: EVALUATION METHODOLOGY Report	3
	3.1.5 Study Overview	3
	3.1.6 Findings Relevant to the I-20 East Transit Initiative	3
	3.1.7 I-20 East Corridor Study: PRESCREENING/FATAL FLAW ANALYSIS TECHNICAL MEMORANDUM	4
	3.1.8 Study Overview	4
	3.1.9 Findings Relevant to the I-20 East Transit Initiative	4
3.2	I-20 EAST CORRIDOR STUDY: BASIC SCREENING EVALUATION RESULTS TECHNICAL MEMORANDUM	5
	3.2.1 Study Overview	5
	3.2.2 Findings Relevant to the I-20 East Transit Initiative	5
3.3	I-20 EAST CORRIDOR STUDY: LOCALLY PREFERRED ALTERNATIVE REPORT	6
	3.3.1 Study Overview	6
	3.3.2 Findings Relevant to the I-20 East Transit Initiative	6
	3.3.3 Public Involvement	10
	3.3.4 I-20 East Corridor Study: Operation Plan Details	11
	3.3.5 I-20 East Corridor Study: Public Involvement Details	11
3.4	I-20 EAST CORRIDOR STUDY MODIFIED LPA REPORT	11
	3.4.1 Study Overview	11
	3.4.2 Findings Relevant to the I-20 East Transit Initiative	11
	3.4.3 Public Involvement	12
4.0	I-20 EAST CORRIDOR TRANSIT FACILITY COST	12
	4.1 STUDY OVERVIEW	12
	4.2 FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE	12
	4.3 PUBLIC INVOLVEMENT	12
5.0	ATLANTA MANAGED LANES SYSTEM PLAN	13
	5.1 STUDY OVERVIEW	13
	5.2 FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE	13
	5.3 PUBLIC INVOLVEMENT	14
6.0	MARTA INFILL STATION STUDY	14

6.1	STUDY OVERVIEW	14
6.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	15
6.3	PUBLIC INVOLVEMENT.....	16
7.0	SOUTH DEKALB – LINDBERGH CORRIDOR MAJOR INVESTMENT STUDY.....	16
7.1	STUDY OVERVIEW	16
7.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	16
7.3	PUBLIC INVOLVEMENT.....	17
8.0	<i>ENVISION6</i> REGIONAL TRANSPORTATION PLAN.....	18
8.1	STUDY OVERVIEW	18
8.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	18
8.3	PUBLIC INVOLVEMENT.....	19
9.0	ARC PLAN 2040	21
9.1	STUDY OVERVIEW	21
9.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	22
9.3	PUBLIC INVOLVEMENT.....	22
10.0	TRANSIT PLANNING BOARD’S FINAL REPORT: CONCEPT3.....	24
10.1	STUDY OVERVIEW	24
10.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	24
10.3	PUBLIC INVOLVEMENT.....	25
11.0	GRTA XPRESS FINANCIAL PLAN	26
11.1	STUDY OVERVIEW	26
11.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	26
11.3	PUBLIC INVOLVEMENT.....	26
12.0	MULTI-MODAL PASSENGER TERMINAL PROJECT BUS AND RAIL OPERATIONS REQUIREMENTS.....	27
12.1	STUDY OVERVIEW	27
12.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	27
12.3	PUBLIC INVOLVEMENT.....	27
13.0	GEORGIA TRANSIT CONNECTOR: ATLANTA STREETCAR ENVIRONMENTAL ASSESSMENT	28
13.1	STUDY OVERVIEW	28
13.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	28
13.3	PUBLIC INVOLVEMENT.....	28
13.4	STUDY OVERVIEW	29
13.5	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	29
13.6	PUBLIC INVOLVEMENT.....	30

13.7	RTAP TRANSIT INVENTORY	31
13.7.1	Study Overview	31
13.7.2	Findings Relevant to the I-20 East Transit Initiative	31
14.0	LAND USE AND REDEVELOPMENT PLANS	32
14.1	CANDLER ROAD/FLAT SHOALS PARKWAY LIVABLE CENTERS INITIATIVE..	32
14.1.1	Study Overview	32
14.1.2	Findings Relevant to the I-20 East Transit Initiative	32
14.1.3	Public Involvement	34
14.2	DEKALB COUNTY COMPREHENSIVE TRANSPORTATION PLAN (CTP)	34
14.2.1	Study Overview	34
14.2.2	Findings Relevant to the I-20 East Transit Initiative	35
14.2.3	Public Involvement	35
14.3	CONYERS COMPREHENSIVE PLAN PARTIAL UPDATE.....	36
14.3.1	Study Overview	36
14.3.2	Findings Relevant to the I-20 East Transit Initiative	36
14.3.3	Public Involvement	37
14.4	ASAP: ATLANTA STRATEGIC ACTION PLAN	37
14.4.1	Study Overview	37
14.4.2	Findings Relevant to the I-20 East Transit Initiative	37
14.4.3	Public Involvement	38
14.5	AVONDALE ESTATES COMPREHENSIVE PLAN	39
14.5.1	Study Overview	39
14.5.2	Findings Relevant to the I-20 East Transit Initiative	39
14.5.3	Public Involvement	39
14.6	STONECREST OVERLAY DISTRICT	39
14.6.1	Study Overview	39
14.6.2	Findings Relevant to the I-20 East Transit Initiative	40
14.6.3	Public Involvement	40
14.7	ROCKDALE COUNTY COMPREHENSIVE PLAN	40
14.7.1	Study Overview	40
14.7.2	Findings Relevant to the I-20 East Transit Initiative	40
14.7.3	Public Involvement	41
14.8	ROCKDALE COUNTY COMPREHENSIVE TRANSPORTATION PLAN	42
14.8.1	Study Overview	42
14.8.2	Findings Relevant to the I-20 East Transit Initiative	42
14.8.3	Public Involvement	43
14.9	I-20 OVERLAY DISTRICT	43
14.9.1	Study Overview	43
14.9.2	Findings Relevant to the I-20 East Transit Initiative	44
14.9.3	Public Involvement	44

14.10	MEMORIAL DRIVE – MARTIN LUTHER KING, JR. DRIVE AREA REVITALIZATION STUDY	45
14.10.1	Study Overview	45
14.10.2	Findings Relevant to the I-20 East Transit Initiative	45
14.10.3	Public Involvement	45
14.11	WESLEY CHAPEL LCI	46
14.11.1	Study Overview	46
14.11.2	Findings Relevant to the I-20 East Transit Initiative	46
14.11.3	Public Involvement	47
15.0	ATLANTA BELTLINE TIER ONE DRAFT ENVIRONMENTAL IMPACT STATEMENT	48
15.1	STUDY OVERVIEW	48
15.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	48
15.3	PUBLIC INVOLVEMENT.....	49
16.0	METROPOLITAN ATLANTA PERFORMANCE (MAP) REPORT.....	50
16.1	STUDY OVERVIEW	50
16.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	50
16.3	PUBLIC INVOLVEMENT.....	51
17.0	IMAGINE DOWNTOWN	51
17.1	STUDY OVERVIEW	51
17.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	51
17.3	PUBLIC INVOLVEMENT.....	51
18.0	ATLANTA CONGESTION MANAGEMENT PROCESS DATA COLLECTION AND REPORTING.....	52
18.1	STUDY OVERVIEW	52
18.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	52
18.3	PUBLIC INVOLVEMENT.....	52
19.0	DEKALB COMPREHENSIVE PLAN	52
19.1	STUDY OVERVIEW	52
19.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	53
19.3	PUBLIC INVOLVEMENT.....	53
20.0	CONNECT ATLANTA	55
20.1	STUDY OVERVIEW	55
20.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	55
20.3	PUBLIC INVOLVEMENT.....	55
21.0	ARC REGIONAL COORDINATED HUMAN SERVICES TRANSPORTATION PLAN.....	56
21.1	STUDY OVERVIEW	56
21.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	56

21.3	PUBLIC INVOLVEMENT.....	56
22.0	ATLANTA FREIGHT MOBILITY PLAN	57
22.1	STUDY OVERVIEW	57
22.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	57
22.3	PUBLIC INVOLVEMENT.....	58
23.0	ARC STRATEGIC TRUCK ROUTE MASTER PLAN.....	58
23.1	STUDY OVERVIEW	58
23.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	59
23.3	PUBLIC INVOLVEMENT.....	59
24.0	MARTA INNER CORE TRANSIT FEASIBILITY STUDY (BELTLINE/C-LOOP).....	59
24.1	STUDY OVERVIEW	59
24.2	FINDINGS RELEVANT TO THE I-20 EAST TRANSIT INITIATIVE.....	60
24.3	PUBLIC INVOLVEMENT.....	60
25.0	KEY FINDINGS	60
26.0	PUBLIC INVOLVEMENT SUMMARY	61

1.0 EXECUTIVE SUMMARY

The summary of I-20 East-related studies offers a variety of uses including applicability of recent study findings to the I-20 East Transit Initiative. The study area has been subject to study in the 35 studies summarized in this document; however, the timeliness and applicability of the cited studies are more relevant to ongoing work.

Studies summarized range widely and cover a comprehensive and diverse study area. The overall picture shows a growing, diverse population and business elements in dire need of enhanced transportation. The backbone of transportation in the study area, Interstate 20, has failed to meet current and forecast economic development and connectivity needs of the Atlanta region's southeastern quadrant. Study after study lays a firm foundation documenting the existing and anticipated transportation needs of the sub-region through extensive and comprehensive demographic and transportation analysis coupled with significant public involvement.

From the county comprehensive plans to ARC and MARTA regional evaluations, further connectivity alternatives were explored. Hopefully, this document can be used to justify investment in appropriate and targeted transportation options to prevent deterioration of the local and regional transportation system.

The document can also be used to demonstrate the intensity of public involvement effort exercised and results gained from residents and businesses in the southeast quadrant of metropolitan Atlanta.

Though unanimous in assessing the current and future needs as overwhelming the existing transportation supply, the studies do not agree on the sole solution. Often mentioned throughout the local and regional studies, future premium transit on the I-20 corridor is a popular solution arising from the study review.

2.0 OVERVIEW AND PURPOSE

The purpose of this previous studies review is to provide a summary of past planning work and the relevant findings related to the I-20 East Transit Initiative. This overview provides a context for the I-20 East Transit Initiative so that it can build upon, rather than repeat, findings from previous efforts. Previous studies within the project area were obtained and reviewed for applicability in the alternatives analysis.

3.0 I-20 EAST CORRIDOR STUDY

The purpose of the I-20 East Corridor Study is to plan the development of high-capacity transit service from downtown Atlanta to the Mall at Stonecrest which is currently unavailable in southeastern DeKalb County. In addition, the study will identify associated transportation and environmental impacts. The corridor study results will be designed to enhance economic development along the corridor and throughout the region.

Comprehensive public outreach efforts are underway and opportunities for information and input are varied and easily accessible. Public involvement efforts include a project webpage, newsletters and fact sheets, public meetings, and a Facebook page.

3.1.1 Study Overview

The I-20 East Corridor: Purpose and Need Assessment Report (2002) was the first report in a series of technical deliverables produced during the I-20 East Corridor Study. The report details existing, planned, and anticipated land use and transportation conditions in the corridor. The major findings of the report suggest the corridor would become more transit-supportive over the next 25 years, resulting from changes in land use and travel conditions.

3.1.2 Findings Relevant to the I-20 East Transit Initiative

- Significant population and employment growth was forecast by 2025 (increases of 39% and 47%, respectively).
- Land use was anticipated to change considerably by 2025. It forecasted the supply of undeveloped land will decrease, employment centers will grow, low-density residential growth will continue, and commercial/industrial areas will be redeveloped.
- Atlanta and DeKalb County were making efforts to enact land use regulations conducive to transit supportive environments within the corridor.
- East-west and north-south travel options were limited.
- Traffic congestion was projected to increase significantly within the next 25 years, with travel in congested conditions increasing by 19%.
- By 2025, the total hours of travel delay in the corridor would increase by 106%.
- Transit ridership was projected to increase significantly by 2025 (bus boardings up 50%, rail boardings up 104%, and the transit mode share increasing 32%).
- By 2025, the ability to reach employment within 30 minutes by automobile travel was projected to decrease (30%), while this was expected to increase by transit (26%).

The report concluded with the identification of transportation-related needs. These needs would be used in the study process to develop evaluation criteria to screen transit alternatives. The following needs were documented:

- Improve east-west mobility and access
- Provide an equitable distribution of transit service in the corridor
- Adequately serve underserved transit populations
- Increase employment opportunities through transit supportive development
- Establish strategies to promote redevelopment to maximize investments
- Construct investments before future growth and development make them cost-prohibitive
- Increase transit usage and provide cost-effective options without compromising the existing rail system

- Protect the natural and cultural resources in the corridor, including existing neighborhoods and historical sites
- Improve regional air quality

3.1.3 Public Involvement

Over 100 stakeholder interviews with community leaders, DeKalb County Commissioners, Atlanta City Council members, and business associations were conducted. Presentations were made to numerous community groups to inform them of the study purpose and progression. A Corridor Advisory Group (CAG) was composed of residents and community and business leaders to guide the study by representing stakeholder organizations and the general public. Public meetings were also conducted in three locations in the corridor to help identify and prioritize transportation related needs. At these meetings, community members were presented with nine need statements and were asked to vote for the most critical.

3.1.4 I-20 East Corridor Study: EVALUATION METHODOLOGY Report

3.1.5 Study Overview

The *I-20 East Corridor Evaluation Methodology Technical Memorandum* (2003) details the screening process used by MARTA to evaluate transit alternatives and select its locally preferred alternative (LPA) in the I-20 East Corridor. It builds upon the *I-20 East Corridor Purpose and Need Assessment Report* (2002) by using the needs identified in the previous report to develop goals and objectives. These goals and objectives were in turn used to guide and organize the evaluation framework. Three major goals were identified from the needs report; improve corridor mobility, encourage economic development, and provide an environmentally-friendly transit investment.

3.1.6 Findings Relevant to the I-20 East Transit Initiative

The memorandum describes a three-step screening process through which increasingly detailed and comprehensive measures of effectiveness were applied to a decreasing number of alternatives to arrive at the LPA. Steps included prescreening analysis, basic screening, and detailed screening. Through prescreening analysis appropriate transit technologies were identified and a 'universe of alternatives' was established. Qualitative screening was used to remove alternatives with "fatal flaws". At the end of this step, 10 or fewer alternatives remained.

Within the basic screening phase, no detailed engineering drawings were prepared, but alignments were developed to sufficient detail to make preliminary estimates of capital costs and assess impacted areas. The basic screening step resulted in three alternatives for detailed screening which involved conceptual engineering to provide more precise estimates of costs and impacts.

The basic and detailed screening steps utilized the same evaluation criteria, although the detailed screening would examine some additional performance measures in particular categories. In some cases qualitative measures were used as a proxy in the basic screening for quantitative data used in the detailed screening. The evaluation criteria were organized by major corridor goals and are listed below.

Improve Corridor Mobility

- Transit Ridership
- Travel Time Savings
- Travel Efficiency/Congestion

- Access to Transit
- Environmental Justice

Encourage Economic Development

- Access to Employment
- Economic Activity/Developable Land
- Transit Supportive Land Use

Provide an Environmentally-Friendly Transit Investment

- Community Impacts/Disruptions
- Noise Impacts
- Natural Resources
- Cultural and Historic Resources
- Air Quality

Cost and Cost-Effectiveness

- Absolute Costs
- Cost Effectiveness

In both the basic and detailed screening phases the same scoring process was used. Each performance measure value was assigned a simple numeric score based upon the following scale, 1 for very desirable, 0 for desirable, or -1 for less desirable. Once this was completed the scores for each performance measure were aggregated to create a single score for each evaluation criterion. The aggregate scores for each alternative were scored again using the same rating scale. Then a composite score for each evaluation criteria was computed by adding the ratings for each performance measure. Again each evaluation criteria was rated using the 1, 0, -1 scale. The scoring process was completed when the composite ratings for each goal area was summed into an aggregate score for each alternative. The resulting score was the basis for comparing alternatives.

In addition to the evaluation methods described in this memo, alternatives entering the detailed screening process were subjected to MARTA's previously established rail segment evaluation process. This process uses a unique set of measures to compare expansions to the heavy rail line. This information was used to supplement, but not supersede, the results of the detailed screening. The additional information was helpful in the selection of the LPA and allowed alternatives involving rail expansion in the corridor to be compared to other expansion priorities throughout the system.

3.1.7 I-20 East Corridor Study: PRESCREENING/FATAL FLAW ANALYSIS TECHNICAL MEMORANDUM

3.1.8 Study Overview

The *I-20 East Corridor Study Prescreening/Fatal Flaw Analysis Technical Memorandum* (2003) detailed the first step in the alternatives screening process. It presented a review of candidate technologies and a selection of the most appropriate technologies for the I-20 East Corridor. It describes the development of a "universe of alternatives", consisting of various alignments and modes, and the screening of that universe to a manageable number for further study.

3.1.9 Findings Relevant to the I-20 East Transit Initiative

The memorandum examines six transit technologies worthy of consideration. They include bus, bus rapid transit (BRT), light rail transit (LRT), heavy rail transit (HRT), monorail, and

automated guideway transit (AGT). Through an initial screening via an evaluation matrix, three technologies were determined to be feasible for further study (BRT, LRT, and HRT). The three technologies were used to develop a “universe of alternatives” on various alignments. Twenty-eight alternatives in total were identified and examined.

The alignments studied were varied but followed three major travel corridors. These include:

- **Corridor A:** East-west routes from downtown Atlanta to the Mall at Stonecrest. Potential alignments include I-20 East, Glenwood Road/Covington Highway, and Memorial Drive.
- **Corridor B:** North-south routes south of I-20, linking destinations such as Decatur, South DeKalb Mall, and Hartsfield-Jackson Airport. Potential alignments include Candler Road, Panthersville Road, and I-285.
- **Corridor C:** North-south routes north of I-20, linking destinations in the vicinity of the Indian Creek/Memorial Drive area (and points further north) to South DeKalb. Potential alignments include I-285, Wesley Chapel, and Flat Shoals Road.

The memorandum describes in detail the 28 alternatives considered and their level of public support or opposition, as gauged through a series of community meetings. During this phase of the process the public was instrumental in determining the screening criteria, identifying transit alternatives, selecting appropriate transit technologies, and evaluating each alternative. Alternatives supported by the public were advanced through prescreening, and alternatives that were rejected were excluded.

A description of the baseline alternative to which all alternatives were compared was provided. The baseline represents the “best that can be done” to the transportation system without major capital investment. This alternative was studied to determine if improvements to the existing infrastructure were sufficient to meet the corridor’s needs alone or if major investment is warranted.

During the prescreening process five qualitative evaluation factors were utilized. These were based upon the study goals. They generally included east-west mobility improvements, service to transit-supportive areas, minimal impacts to neighborhoods, economic development potential, and integration with the existing and planned regional transit system. These factors coupled with public input reduced the number of alternatives from 28 to 8 promising “build” alternatives plus the baseline alternative to advance to the basic screening stage. Alternatives determined to be non-supportive of corridor needs were viewed to constitute a “fatal flaw” and were not advanced.

3.2 I-20 East Corridor Study: BASIC SCREENING Evaluation Results TECHNICAL MEMORANDUM

3.2.1 Study Overview

The *I-20 East Corridor Study Basic Screening Evaluation Results Technical Memorandum* (2003) evaluated the nine build? alternatives resulting from the prescreening analysis, and produced three “build” alternatives for the detailed screening stage and conceptual engineering. The alternatives advanced into this stage included three BRT alternatives, two LRT alternatives, three HRT alternatives, and the baseline alternative. As a component of the analysis, each alternative incorporated varied feeder bus networks.

3.2.2 Findings Relevant to the I-20 East Transit Initiative

During this stage the alternatives were defined to a level sufficient to perform travel demand modeling analyses and produce conceptual costs estimates. The memorandum described in

detail the methodologies used to develop a travel demand model (TDM) to examine the alternatives. The Atlanta Regional Commission's travel demand model was used for modeling. Minor revisions were made to input data and procedure files to conduct the analysis. In addition, socio-economic model data for the study area were reviewed and refined.

Conceptual cost estimates were developed for alternatives that involved major capital investment. Operating and maintenance costs were estimated, in addition to general cost-effectiveness. In the final evaluation, cost and cost-effectiveness were rated on equal footing with the three major corridor goals. The screening and scoring process was described in the summary of the *I-20 East Corridor Evaluation Methodology Technical Memorandum*. The basic screening analysis advanced three "build" alternatives and the baseline alternative to the detailed screening phase. The "build" alternatives include a BRT line, a combined BRT/LRT line, and a combined BRT/HRT line.

3.3 I-20 East Corridor Study: LOCALLY PREFERRED ALTERNATIVE Report

3.3.1 Study Overview

The *I-20 East Corridor Locally Preferred Alternative Report (2004)* documents the Alternatives Analysis phase of the I-20 East Corridor Study. The initial phase of the I-20 East Corridor Study was the Feasibility Analysis, which built consensus for the need for significant transit investment in the I-20 East corridor. The second phase of the study was the Alternatives Analysis which commenced in 2003. Its purpose was to identify a Locally Preferred Alternative (LPA) by evaluating all potential transit improvements for the study area against a set of established goals (i.e., Purpose and Need) and performance measures.

3.3.2 Findings Relevant to the I-20 East Transit Initiative

The Alternative Analysis phase consisted of a three step evaluation process: pre-screening, basic screening, and detailed screening. The *Prescreening/Fatal Flaw Analysis Technical Memorandum* and *Basic Screening Evaluation Results Technical Memorandum* document in detail the first two phases of this process. The *Locally Preferred Alternative Report* provides an overview of the first two phases, then goes on to presents the results of the detailed screening, culminating in the LPA.

As described in previous sections, the study area for the Alternatives Analysis included east-west routes, generally along I-20, from the City of Atlanta to the Mall at Stonecrest in eastern DeKalb County. The study also included north-south routes along I-285 that tie into I-20, linking destinations to the north and south.

The LPA Report described how the project Purpose and Need was developed and explained how, through public and stakeholder involvement, the identified needs were used to develop the project Goals and Objectives. The LPA Report also described the evaluation process, including the alternatives rating methodology, which was detailed in the *Evaluation Methodology Report (2003)*. The LPA report provided a description of the prescreening and basic screening process, alternatives, and results. The development and evaluation of these alternatives was detailed in the *Prescreening/Fatal Flaw Analysis Technical Memorandum* and *Basic Screening Evaluation Results Technical Memorandum*. The prescreening evaluated 28 alternatives which were narrowed to nine alternatives for the basic screening. These nine alternatives evaluated in the basic screening included three BRT alternatives, two LRT alternatives, three HRT alternatives, and a baseline alternative.

The result of the basic screening was the selection of three build alternatives and the baseline alternative. These three alternatives included one alternative for each technology (BRT, LRT, and HRT) and were designed to address east-west travel along I-20 as well as north-south travel along I-285 to the north of I-20. The detailed screening phase included a more detailed evaluation of the three build alternatives including ridership forecasts and more precise estimates of costs and impacts. This process resulted in the creation of several alignment variations and sub-alternatives to the build alternatives. The sub-alternatives evaluated in the LPA Report are described below:

- Two BRT alternatives, one with an exclusive busway serving I-285 to the north (BRT 2) and the other serving I-20 (BRT 3), were split out of the initial combined BRT alternative to evaluate corridor specific results.
- A variation of BRT 3 was developed (BRT 4) which modified the BRT service along I-20 to operate as a trunk and feeder system similar to rail service.
- The light rail line serving I-20 was extended to the Mall at Stonecrest, rather than truncating it just east of I-285 and connecting to BRT service to continue to the mall. To partially offset increased costs associated with a longer rail line and the associated four stations, station locations west of I-285 were reassessed. Rather than the eight stations initially identified, LRT 2 and LRT 3 were revised to include six and three stations west of I-285, respectively.
- The HRT alternative was unchanged. This alternative extended the existing HRT line from the Indian Creek Station south along I-285 then east along I-20 to the Mall at Stonecrest. This alternative included BRT service along I-20 between downtown Atlanta and I-285.

This refinement of the alternatives resulted in the evaluation of six build alternatives. The six build alternatives all have modes, alignments, station locations, and service that differ. The LPA report provides detail regarding the actual alignments, station locations, and service operations for each of the six alternatives.

The LPA Report describes the planning principles utilized for transit station planning and design and provides a description of each proposed station. The principles utilized for transit station and design are:

- **Transit Station Corridor Fit:** How well the station fits into the fabric of the community.
- **Transit Station Functional Requirements:** The ability of the station to meet functional requirements.
- **Transit Station Area Development:** The potential for transit-related developments in the vicinity of the station.

The following twelve transit stations were identified and evaluated in the LPA report:

Stations along the I-20 corridor:

- Turner Field Station
- Moreland Avenue Station
- Glenwood Avenue Station
- Gresham Road Station
- South DeKalb Mall Station
- Wesley Chapel Road Station
- Miller Road Station
- Evans Mill Road Station
- The Mall at Stonecrest Station

Stations along the I-285 corridor:

- Indian Creek Station
- Covington Highway Station
- Snapfinger Road Station

Preliminary station plans with descriptions of each were included in the LPA Report. Material presented for stations include four types of graphics.

- **Forces/Issues Maps.** Forces/issues maps provide general information regarding the transit route alignment, transit station site location, station site size, and feeder bus routes.
- **Concept Plans.** Concept plans were prepared for a selected number of prototypical stations to illustrate, in greater detail, potential station configuration and TOD sites.
- **TOD Plans.** The South DeKalb Mall Station was selected for illustrating, in even greater detail, how transit-oriented developments could be developed around the proposed transit stations.
- **Concept Images.** Aerial image views are provided of two of the proposed station sites to illustrate how the stations might appear and how they would fit into the surrounding urban fabric.

Using the evaluation methodology detailed in the *Evaluation Methodology Report*, the LPA report evaluates all six build alternatives and the baseline alternative based on corridor mobility measures, economic development measures, environmental measures, cost and cost effectiveness, as well as public input. Using the evaluation criteria and rating methodology developed for this project, the alternatives were rated for the following performance measures.

Corridor Mobility Measures

1. Transit Ridership Impacts
 - a. Study Area Transit Mode Split
 - b. Total Transit Ridership within the Study Area
 - c. Number of New Transit Riders on the Regional Transit System
 - d. Ridership for the New Facility
 - e. East Line Ridership
 - f. Transit Ridership Summary
2. Travel Time Savings
 - a. Number of Transfers Induced (Number of Links per Trip)
 - b. Annual Regional Transit Travel Time Savings
 - c. Average Travel Time for Transit Trips from the Study Area
 - d. Average Travel Time for Transit Trips to the Study Area
 - e. Travel Time Savings Summary
3. Travel Efficiency and Congestion
 - a. Vehicle Miles of Travel (VMT) within the Study Area
 - b. Vehicle Hours of Travel (VHT) within the Study Area
 - c. Percent of Vehicle Miles Traveled in Congested Conditions
 - d. Travel Efficiency and Congestion Summary
4. Access to Transit
 - a. Projected Population within ½-Mile of Potential Stations
 - b. Existing Employment within ½-Mile of Potential Stations
 - c. Existing Low-income Households within ½-Mile of Potential Stations
5. Environmental Justice

- a. Distance Traveled by Transit within 45 Minutes
- b. EJ Block Groups within Study Area
- c. Non-EJ Block Groups within Study Area

Economic Development Measures

- 1. Access to Employment
 - a. Total Households within 60-Minutes of The Mall at Stonecrest
 - b. Low-income Households within 60-Minutes of The Mall at Stonecrest
 - c. Total Households within 60-Minutes of S. DeKalb Mall
 - d. Low-income Households within 60-Minutes of S. DeKalb Mall
 - e. Total Households within 60-Minutes of Decatur
 - f. Low-income Households within 60-Minutes of Decatur
 - g. Access to Employment Summary
- 2. Developable Land/Economic Activity
 - a. Acres of Vacant Land
 - b. Economic Development Incentives
 - c. Developable Land/Economic Activity Summary
- 3. Transit Supportive Land Use
 - a. Projected Employment within ½-Mile of Stations
 - b. Projected Population within ½ Mile of Stations
 - c. Zoning Consistency with Transit Supportive Land Uses

Transit Supportive Land Use Summary

Environmental Measures

- 1. Potential Community Impacts
 - a. Residential Structures within 1,000 Feet of Alignment
 - b. Business Structures within 1,000 Feet of Alignment
 - c. Community Facilities/Churches within 1,000 Feet of Alignment
 - d. Potential Community Impacts Employment Summary
- 2. Noise Impacts
- 3. Natural Resources
 - a. Parkland Resources within 1,000 Feet of Alignment
 - b. Wetlands
- 4. Cultural and Historic Resources
 - a. Cemeteries
 - b. Historic Resources
- 5. Air Quality
 - a. Tons of NOx emitted within the Region
 - b. Tons of VOCs emitted within the region

Costs and Cost Effectiveness

- 1. Absolute Costs
 - a. Capital Costs
 - b. Incremental Operating and Maintenance Costs
- 2. Cost-Effectiveness
 - a. Cost per New Rider
 - b. Cost and User Benefit
 - c. Operating Cost per Passenger Mile
 - d. Fare Recovery

As described in the *Evaluation Methodology Report*, each alternative was assigned a rating for each sub-criterion. The performance measures were rated across all alternatives and benchmarked against the Baseline Alternative. These ratings were used to calculate composite ratings (the sum of all performance measure ratings) and an overall score (the sum

of all the composite ratings). These scores indicate how the alternatives compared to one another using the performance criteria.

3.3.3 Public Involvement

The final chapter of the LPA Report provides a comprehensive assessment linking together the evaluation results across all of the evaluation categories. The overall detailed screening evaluation results for all six build alternatives and the baseline alternative are presented for corridor mobility measures, economic development measures, environmental measures, cost and cost effectiveness. The chapter also highlights input received through the study's public and agency involvement program. The results of the public involvement were considered in the development of the recommendation of the Locally Preferred Alternative (LPA). Several key points expressed by the public are:

- Support for fixed-guideway transit applications over bus operations in HOV lanes;
- Desire MARTA heavy rail expansion in the study area to The Mall at Stonecrest;
- Will consider BRT, but want assurance of future capacity upgrades to a rail technology;
- Believe rail technologies will better encourage economic development in the corridor, particularly in station areas; and
- Desire to keep rail alternatives (both HRT and LRT) under consideration.

Based on the evaluation results and public input, three alternatives were advanced for consideration for the Locally Preferred Alternative. An alternative representing each of the three modes (BRT 4, LRT 2 and HRT) was considered. The merits and drawbacks of each alternative are presented in the final chapter of the report. MARTA staff presented the top performing alternatives of each technology to the MARTA Board of Directors. Upon review of the technical findings, including the project's cost-effectiveness, the project's ability to compete regionally and nationally in FTA's New Starts Program, and comments from the public, MARTA staff's recommendation for the LPA for the I-20 East Corridor was the Bus Rapid Transit (BRT 4) Alternative. In December 2004, the MARTA Board of Directors approved the staff recommended alternative. The project was included in the 2030 ARC Regional Transportation Plan.

Public outreach activities conducted during the Alternatives Analysis phase included a Corridor Advisory Group (CAG), stakeholder interviews, public meetings, newsletters, and press releases. The *Public Involvement Details* appendix to the LPA documented the public involvement efforts. Comprised of civic and institutional representatives, business owners, economic development specialists and interested citizens, the CAG met five times and provided input and feedback throughout the project.

Stakeholder interviews were conducted to increase the study team's knowledge of public attitudes and perceptions about land use and transportation issues within the corridor. Additionally, interviews reinforced relationships between community leaders and the study team. More than 24 interviews were conducted with community partners, elected officials, and agency staff. Three rounds of public meetings were held at key study milestones to share project information and solicit public input. Each round consisted of three meetings held throughout the study area to allow for maximum public participation. Newsletters were prepared and distributed throughout the study to keep the public informed about important elements of the study.

3.3.4 I-20 East Corridor Study: Operation Plan Details

The Operation Plan Details appendix included charts and lists that show the following detailed information for each alternative:

- Bus route headways
- Summaries of service showing each route's headway and frequency
- Feeder bus routes by station connection

3.3.5 I-20 East Corridor Study: Public Involvement Details

Originally released as an appendix to the *Locally Preferred Alternative Report (2004)*, the *Public Involvement Details* records public participation in the I-20 East Corridor Study. The documentation includes Corridor Advisory Group and Technical Advisory Committee meeting summaries (2003-2004); community partner interview summaries (2003); *Round 1 Public Meetings Summary Report (2003)*; *Round 2 Public Meetings Summary Report (2003)*; and *Round 3 Public Meetings Summary Report (2003)*. These summaries reflect public input into the evaluation of alternatives and the selection of an LPA.

3.4 I-20 East Corridor Study Modified LPA Report

3.4.1 Study Overview

Completed in December 2006, the *I-20 East Corridor Study Modified LPA Report* amended the December 2004 report by relocating a station and modifying the downtown BRT alignment.

3.4.2 Findings Relevant to the I-20 East Transit Initiative

Proposed modifications included relocating the Miller Road Station to Panola Road and moving the downtown BRT alignment. The reasons the original Miller Road Station was proposed to relocate to Panola Road follows:

- GRTA and GDOT were planning a park and ride lot for the Xpress bus at Panola and the synergy of combining the locations would be valuable and more practical
- The Panola Road site offers direct access to I-20 through the existing interchange

The reason for the realignment of the BRT route was that it was subsequently determined that bus travel times may be negatively impacted by inherent street patterns and traffic congestion. Detailed route information follows:

- Original recommendation- between the I-20 East HOV lanes and Five Points Station via Capitol Avenue, MLK, Jr. Drive, Broad Street and returning via Mitchell Street and Capitol Avenue to I-20 East HOV lanes
- Modified recommendation- from the I-20 East HOV lanes via a proposed Martin Street HOV interchange, Martin Street, Fulton Street, Central Avenue, Memorial Drive, Forsyth Street, Trinity Avenue, Pryor Street, Fulton Street, Martin Street, to I-20 HOV lanes. Initial station locations include Turner Field and Garnett MARTA station.

The modified report provided a map of revisions and tables of the revised cost estimates.

3.4.3 Public Involvement

The modification was technical and required no additional public involvement.

4.0 I-20 EAST CORRIDOR TRANSIT FACILITY COST

4.1 Study Overview

Prepared as Section 7 of the 2004 Locally Preferred Alternative Report for the I-20 East Corridor study, the "Evaluation of Costs and Cost Effectiveness" chapter was based on the 2002 GRTA *Transit Facility Capital Cost Methodology & Unit Cost Guidelines* where GRTA provided unit cost guidelines for transit modes such as BRT, LRT, and HRT. The purpose was to offer consistent cost guidelines for transit studies.

To estimate costs of proposed alternatives, the I-20 East Corridor study used conceptual unit costs based on engineering design concept drawings and operation plans of the proposed alternatives.

4.2 Findings Relevant to the I-20 East Transit Initiative

Tables are provided showing capital cost breakdowns for BRT and rail alternatives. Heavy and light rail build alternatives range from \$987 million (LRT) to \$1,099 million (HRT) while BRT costs average around \$470 million.

Operations and maintenance costs forecast for 2030 were based on current operating plans. Revenues vehicle miles and hours were forecast for HRT, LRT, and Bus services. GRTA's Xpress bus system was also incorporated into O&M cost estimates. Upon completion of cost estimate analysis and evaluation, BRT was determined to be most desirable from cost-effectiveness and user benefit perspectives.

4.3 Public Involvement

Several public involvement techniques were used in the I-20 Corridor study. Five Corridor Advisory Group meetings were conducted during the study. During the meetings the group was advised regarding project management, alternative screening, development of alternatives to be pursued, conceptual engineering, station area planning, and operations planning. Minutes were kept.

The study included 24 stakeholder interviews. Results included "commonly expressed themes" such as support for transit alternatives, economic development, preferential modes, cost sharing with jurisdictions, and MARTA as the regional agency for transit enhancements.

Three rounds of public meetings were held during the study. The first provided information on the project. The second offered information on the alternatives and the opportunity to select preferred alternatives. The third round conveyed the results of the screening analysis. Input provided the project team a measure of preferences between the three alternatives.

Newsletters, web page, media advisories, press releases, and presentation materials were offered to the public as well.

Key outcomes of the public involvement process included:

- Project information was conveyed to stakeholders and the public
- Stakeholder interviews revealed support for transit alternatives, economic development, preferential modes, cost sharing among jurisdictions, and support for MARTA as the regional transit agency
- Public meeting input declared preferences for the three alternatives

5.0 ATLANTA MANAGED LANES SYSTEM PLAN

5.1 Study Overview

GDOT completed the Atlanta Managed Lanes System Plan for approval by the GDOT Board on December 10, 2009. The study area included I-20 East from downtown Atlanta to Salem Road as well as other freeway segments in metro Atlanta.

The purpose of the plan was to provide a comprehensive, system-wide blueprint for reducing traffic congestion using managed lanes on freeway segments in metro Atlanta. An innovative mobility solution to managing congestion, managed lanes include High Occupancy Vehicle (HOV), High Occupancy Toll (HOT), Express Toll Lanes (ETL), Truck Only Lanes (TOL) and Truck Only Toll Lanes (TOT). Lanes are managed by applying tools such as pricing, eligibility (occupancy and/or vehicle type) and/or limiting system access.

Managed lane strategies seek to optimize efficiency, performance and throughput by offering travel time savings and reliability through the application of vehicle occupancy and eligibility restrictions, pricing, and access control.

5.2 Findings Relevant to the I-20 East Transit Initiative

Using GDOT's strategic plan entitled Investing in Tomorrow's Transportation Today (IT3), High Occupancy Vehicle (HOV) plan, and Truck Lanes Plan coupled with ARC's managed lane policies, the report prioritized recommendations into three tiers with the most critical elements recommended to be completed first. Recommendations related to I-20 East included:

- Tier 1
 - I-20 East inside the perimeter was recommended for conversion of the existing HOV lane to High Occupancy Toll lanes requiring a toll for vehicles with less than three occupants per vehicle (HOT3+). Under the HOT3+ policy, high-occupancy vehicles with 3 or more occupants are permitted in the managed lanes at no charge, as are motorcycles, alternative fuel vehicles, and emergency vehicles.
 - Add one HOT3+ lane in each direction

- Add the following movements to the I-75/85 connector interchange with I-20
 - Downtown Connector southbound to I-20 eastbound
 - I-20 westbound to the Downtown Connector northbound
- Tier 2 – none
- Tier 3
 - Modifications to the I-285/I-20 east interchange such as:
 - I-20 westbound to I-285 north and southbound
 - I-285 southbound to I-20 eastbound
 - I-285 northbound to I-20 eastbound
- Tier 4
 - Add two elevated reversible lanes from I-285 to Sigman Road
 - Add one elevated reversible lane from Sigman Road to Salem Road
- Tier 5 – none

Travel time with and without the managed lanes was measured. The result of the measured travel time was that managed lanes significantly increased the geographic area with 90 minutes or less travel time when compared to no managed lanes. In other words, travel time was reduced significantly when managed lanes were incorporated. With managed lanes in place, there is a 196% increase in workers within 45 minutes of Downtown by car, for motorists travelling in the managed lanes. In addition, there is a 132% increase in workers within 90 minutes of Downtown by car, for motorists travelling in the managed lanes. Managed lanes provide up to a 40% travel time savings over travelling in the general purpose lanes.

5.3 Public Involvement

Though no public involvement was conducted during the study, it recommended a comprehensive public education program for the general public on the subject and benefits of managed lanes.

6.0 MARTA INFILL STATION STUDY

6.1 Study Overview

Completed on October 22, 2007, this MARTA study evaluated potential new locations for infill heavy rail transit stations to close the “ridership gap” of stations located over one mile apart. Using conceptual and technical criteria, the study identified 40 existing gaps between stations of over one mile, reduced potential station sites to 13 possible locations, and then developed a user-friendly matrix to offer MARTA sufficient

information to choose appropriate locations. The study also explored opportunities for teaming with the private sector to develop potential infill stations. The study also conducted a high-level cost benefit analysis to further assist in prioritizing implementation of potential new infill stations.

6.2 Findings Relevant to the I-20 East Transit Initiative

Findings that are relevant to the I-20 East Transit Initiative include the following:

- The study reviewed station typology including current MARTA station types based on access-foot, bus, or car. Each current station was identified by primary means of access such as foot, bus, car, or combination thereof.
- Infill station identification analysis was conducted to determine which infill stations are justified. The types of analysis conducted included conceptual, technical and comparative.
 - Conceptual analysis-is distance between the proposed infill station and the nearest station one mile or more?
 - Technical analysis-can existing track accommodate slope, width, and curvature requirements?
 - Comparative analysis-high-level assessment of ridership potential, cost estimates, connection opportunities, and financial leverage opportunities.
- Forecasted ridership was estimated using two methodologies, one based on 2006 demographics and the other based on traffic analysis zones which are geographic areas used by travel demand models to estimate trips. Based on these two criteria, potential future ridership was estimated using a 30 percent mode share. Only the traffic analysis zones were used from the travel demand model.

One methodology to determine ridership used 30 percent mode share of the 2006 demographics. The other used 30 percent mode share based on the demographics constituting the travel demand model's traffic analysis zones.

- Station analysis results were shown in Table 3.3. The results of the comparative analysis of the 13 potential stations, based on the following criteria: changes MARTA standard design (Yes or No), a cost-benefit analysis, land development potential, and strategic position (regional position, in-town connection, and agency partners) follow:
 - Of the thirteen potential infill stations, three are on the east line-Hulsey (between King Memorial and Inman Park/Reynoldstown), Pullman (between Edgewood/Candler Park and East Lake), and Old Avondale (between Avondale and Kensington) and are well outside the I-20 east study area.
- The study recommended four infill stations, two on the north line, one on the south line, one on the Proctor Creek line, and none on the east line.
- Study findings demonstrate that proposed station areas will complement future transit-oriented development

- Access enhancements at existing stations were developed in addition to potential infill station sites as an opportunity to increase use of existing stations. Specific access enhancements were developed for thirteen existing stations-nine that are primarily accessed by foot and four that are accessed primarily by car and bus but are beginning to attract greater percentages of riders arriving by foot.

6.3 Public Involvement

The study is a research document dedicated to providing strictly analytical findings based on data collected, field research, and statistical analysis. As a result, no public meetings, surveys or other public involvement activities were employed.

7.0 SOUTH DEKALB – LINDBERGH CORRIDOR MAJOR INVESTMENT STUDY

7.1 Study Overview

Completed in June 2000, the South DeKalb – Lindbergh Corridor MIS was conducted by MARTA staff with funding assistance from Emory University. The study area included the I-20 corridor (within DeKalb County) plus an area inside the I-285 perimeter north of the I-20 corridor including the City of Decatur, the US Centers for Disease Control, and Veterans Administration hospital, and the Clifton corridor, home to Emory University and Medical Center. The northern boundary of the study area was Lindbergh Center and the southern study boundary was the Georgia Perimeter College, Decatur campus.

The purpose of the study was to evaluate transportation opportunities within an area not served by an interstate and not well connected to the regional transit system. Seven concepts were initially included in the study which was expanded to include evaluation of the I-20 Turner Hill alternative. Ranking of alternatives was conducted using criteria such as capital costs, operating costs, air quality, ridership, and travel time savings.

The ARC travel demand model was applied to the alternatives to determine forecasts of transit ridership, travel time, and to quantify changes in congestion, vehicle miles traveled, and other performance measures. Modes considered included transit and roadway.

7.2 Findings Relevant to the I-20 East Transit Initiative

Nine of the eleven initial alternative concepts were developed to enhance connectivity and mobility in the portion of the study area with the least accessibility to the region's interstate roadway network by providing a variety of north-south alternatives between Lindbergh Center and I-20. However, two concepts suggested connections between Candler Road and Downtown Atlanta as follows:

- Via MARTA south rail line – an express bus, light rail transit, or heavy rail transit along Candler Road from South DeKalb County to I-20 to Downtown Atlanta. This concept was dropped during the initial refinement because the following concept was more practical.
- Via MARTA east line – an express bus, light rail transit, or heavy rail transit along Candler Road from South DeKalb County to I-20 then along I-20 to Wilkinson

Street, CSX right-of-way to Downtown Atlanta via the East Line at the Edgewood-Candler Park Station. This alternative was retained as "Concept C south". A potential station location was mentioned at South DeKalb Mall.

Performance attributes were generated for each alternative, however, the impact of the proposed I-20 section was not isolated; therefore, it is difficult to identify benefits, if any, from the recommendations for the I-20 East segment. Since the data used is over a decade old, the study's statistical findings are dated.

The study identified a continuing issue which is the lack of north-south transportation alternatives in the study area. Since I-285 is outside the area, Moreland Avenue, Clairmont Road, and Candler Road were cited as the only continuous north-south connections within the study area.

7.3 Public Involvement

MARTA developed a detailed public involvement program early in the study to ensure an open, collaborative decision-making process using techniques such as a Technical Advisory Committee, Collaborative Task Force (including a list of civic associations), community meetings, speakers' bureau, comment forms, newsletter, cable TV, email, web page, newspapers, and a comprehensive mailing list. Agencies involved included GDOT, City of Atlanta, City of Decatur, ARC, CDC, DeKalb County, Emory University, FHA, FTA, Fulton County, DNR, EPD, and SHPO. Four rounds of public meetings generated almost 3,600 attendees not including attendance at over 50 community meetings.

The study provided excellent lists of civic associations, neighborhoods, sensitive air quality sites, environmental resources, and community facilities that, though out-dated, may be useful for the I-20 East Transit Initiative. The study's mailing list included over 5,000 persons. Of the four zip codes of public comments only one, Northlake 30033, opposed Concept C. The other zip codes supported Concept C, however in total, opposition far outweighed support. Opposition to the modified Concept C, suggested by some groups which included the I-20 corridor to Turner Hill Road, also far outweighed support. The report included MARTA's response to the concerns identified.

Outcomes reported from the public involvement effort included the following:

- There is no strong, broad-based support for the identified improvements recommended for FTA funding.
- Strong support exists along the Clifton Corridor and South DeKalb businesses for rail improvement concepts, in particular the Turner Hill Road modification. However, strong opposition exists as well because the residents did not want their communities (Kirkwood and Edgewood were mentioned) divided, a feeling that continues to prevail.

8.0 ENVISION6 REGIONAL TRANSPORTATION PLAN

8.1 Study Overview

Adopted in September 2007, *Envision6* was the ARC-developed Regional Transportation Plan for the ARC region. The \$67.1 billion, 25-year long range transportation plan was developed by staff, approved by ARC's committees, offered through a comprehensive public involvement plan, and adopted by the ARC Board. The completed product meets SAFETEA-LU requirements and is a policy document that includes not only a specific program of projects, but also the region's land use plan, the Regional Development Plan.

8.2 Findings Relevant to the I-20 East Transit Initiative

The RTP is relevant to the I-20 East Transit Initiative in that it sets planning policy and offers a program of projects, which both directly affect policy or program initiatives arising from the I-20 East Transit Initiative. Any proposed projects must be approved through the RTP process and any proposed policy must be compatible with the region's policy goals established in the RTP. Development goals within the plan encourage transit oriented development at proposed stations.

The *Envision6* process also included an extensive update to the regional travel demand model, which required updated demographic forecasts for the next 25 years. *Envision6* found that the Atlanta regional population will increase to over 7 million by 2030. During the 2000s the region added approximately 100,000 persons per year. Even during the recession-plagued last three years, the region has added 91,000 to its population. Fulton and DeKalb County's population was expected to increase by 2030, 40 percent and 23 percent respectively. Employment in Fulton and DeKalb was also expected to increase through 2030 at a rate of 43.2 percent and 24.2 percent respectively.

The RTP refers to the Transit Planning Board's web site, mission, and potential impact on transit planning in the region. Forthcoming recommendations of the TPB were not ready for inclusion in *Envision6* prior to adoption. Regional Development Plan policies identified in *Envision6* encourage development that enhances the use of public transportation.

Descriptive analysis depicts the travel characteristics of I-20 east of the connector and several points mentioned follow:

- I-20's percentage of truck traffic (15 percent) is the highest of the region's interstates
- The I-20/I-285 interchange in DeKalb County is a regional bottleneck
- I-20 was identified as part of the ARC Regional Strategic Transportation System (RSTS) where transportation funds are recommended to be focused.
- The average trip from Conyers to Loganville in 2005 took 38 minutes. As a result of growth, the revised travel demand model forecasted that the same trip in 2030 with no transportation improvements would take 68 minutes. However, with recommended improvements the 2030 trip time would drop to 47 minutes. Trip time from Lithonia to Downtown for transit riders is expected to be over 110 minutes with no improvements by 2030. With improvements, travel time for transit riders drops to 50 minutes.

- Commuter transit mode share is expected to increase to 30 percent for downtown travelers by 2030 if recommended projects are implemented.

Envision6 recommendations relevant to the I-20 East Transit Study follow:

- *Envision6* incorporated I-20 east and west into the recommended managed lane concept.
- *Envision6* recommended premium transit (High Speed Bus Rapid Transit-BRT) with dedicated bus lanes on I-20 East.
- Project recommendations included:
 - I-20 East Bus Rapid Transit Downtown to Stonecrest Mall in two phases-\$629 million in Long Range, \$320.5 million from federal New Starts program and \$308.5 million from local sources.
 - I-20 East Managed Lanes from Columbia Drive to Evans Mill Road-\$131 million in 2013 federal and GARVEE bond funding.
 - I-20/I-285 interchange improvements \$80 million in federal and state long range funding

8.3 Public Involvement

In October 2006, the required Public Participation Plan was adopted and outlined a process of meetings and surveys designed to collect public views on the future of transportation in the region. The outreach process emphasized the needs of environmental justice populations to ensure all voices were heard. Focus groups, listening sessions, studies and surveys were comprehensively employed to enhance collaboration with low-income and minority populations.

Specific features of the comprehensive outreach process follow:

- Planning Advisory Group to help incorporate stakeholders into each task.
- *Envision6* planning teams were formed including Environmental Justice Planning Team, Public Involvement Advisory Group, Freight Advisory Task Force, Transit Operators Subcommittee, Bicycle and Pedestrian Task Force, Transportation-Air Quality Coordination Team, Managed Lanes Policy Team, and the Finance Planning Team.
- Environmental Justice Planning Team including stakeholders from the Metropolitan Atlanta Transportation Equity Coalition, Atlanta Urban League, Atlanta Housing Authority, Atlanta Neighborhood Development Partnership, Crestwood Community Coalition, Spellman College, Federal Highway Administration, MARTA, GRTA and GDOT.
- Public Involvement Advisory Group, a long-standing ARC group of stakeholders involved in public information.
- ARC published the *Citizen's Guide to Regional Land Use & Transportation Planning*

- ARC formed a speakers' bureau to address local and regional organizations
- Local government outreach – throughout the summer of 2005 ARC representatives met with local governments to discuss issues related to the RTP
- ARC TV Show: The Shape of Things to Come
- *Envision6* Planning Partner Lunch
- *Envision6* Scientific Survey and Web-based Survey
- Stakeholder Interactive Growth Charette
- ARC Board *Envision6* workshop
- Public Workshop
- Citizen Involvement Day
- Twenty-one jurisdiction meetings
- Community conversations in Gwinnett, Cherokee, Cobb, DeKalb, Fulton, Henry and Rockdale Counties.
- Eight Transportation Fairs
- Four Latino *Envision6* listening sessions
- Forty-seven targeted speaking engagements throughout the region
- Podcasts, website, fact sheets, and online public meetings were produced
- ARC Board public hearing was conducted

A count was attempted to determine the total number of participants, however, no exact number was published. It appears that at least 62,000 participated in the process in one manner or another. Comments received varied broadly but increased transit options to reduce congestion were popular responses. Dedicated Bus Rapid Transit was supported.

Outcomes of the public involvement process related to the I-20 East corridor follow:

- Increased transit options are supported, however, there is no clear consensus on the mode
- Dedicated right-of-way for operating BRT garnered the strongest support

9.0 ARC PLAN 2040

9.1 Study Overview

Completed by the ARC staff and adopted July 27, 2011 by the ARC Board, PLAN 2040 is the Regional Transportation Plan for the 18-county ARC MPO region as well as the Regional Agenda for the 10-county ARC Regional Commission study area. PLAN 2040 is a compilation of several key policy and program documents for the region including:

- **Regional Vision** – a required component of the Regional Agenda that includes the Purpose, Values, Objectives and Principles for the 18-county region
- **Regional Findings** – a required component of the Regional Agenda constituting the list of issues and opportunities to be addressed in the plan
- **Regional Development Map** – is the Unified Growth Policy Map (UGPM) included in the Regional Development Guide. The UGPM is comprised of Areas and Places. *Areas* describe predominant land use patterns throughout the region. *Places* reflect concentrated uses that have generally defined boundaries and provide greater detail within Areas.
- **Regional Development Guide** – a required component of the Regional Agenda that elaborates on the UGPM by providing a defining narrative for each regional Area and Place. Includes a written description, pictures, listing of specific land uses desirable in each Area and Place, and identification of Implementation Priorities, which are measures to achieve desired development patterns. The Regional Development Guide also addresses implementation of the Georgia Quality Community Objectives (QCOs) for the Atlanta region.
- **Regional Resource Plan** – a required component under DCA’s regional planning rules. It describes regional policy for Regionally Important Resources (RIRs), such as areas of conservation and recreational value, historic and cultural resources, and areas of agricultural and scenic value.
- **Local Government Plan Implementation** – includes Performance Standards for Local Governments, a required component of the Regional Agenda. The standards are divided into minimum and excellence achievement thresholds.
- **ARC Implementation Plan** – a required component of the Regional Agenda that includes the Regional Sustainable Five Year Work Program, as well as new regional needs and strategies to implement PLAN 2040.
- **Regional Implementation Partners** – a required component of the Regional Agenda that identifies activities that will be undertaken by regional partners to support the implementation of PLAN 2040. Activities of state agencies, quasi-governmental organizations, and non-profit groups are documented through a Five Year Work Program similar to ARC’s Implementation Plan.
- **Regional Transportation Plan (RTP)** – examines the region’s transportation needs through the year 2040 and provides a framework to address anticipated growth through systems and policies. PLAN 2040 provides a comprehensive statement of the regional future transportation needs as identified by local jurisdictions, the State and other stakeholder agencies. It contains strategies

aimed at improving mobility and access, and defines both short- and long-term transportation strategies and investments to improve the region's transportation system.

- **Transportation Improvement Program (TIP)** – the program for funding and implementation of the near-term years of projects in the adopted long-range Regional Transportation Plan. Under SAFETEA-LU requirements, the TIP must cover a minimum of four fiscal years. The Atlanta region's TIP covers six fiscal years, FY 2012 through FY 2017.

The PLAN 2040 framework document identifies and describes the region's accomplishments and includes a comprehensive Glossary of terms.

9.2 Findings Relevant to the I-20 East Transit Initiative

Extensive demographic and transportation data was collected and analyzed. PLAN 2040 is a reference document for historical and forecast transportation information.

Transportation projects were proposed for all modes including \$3.5 billion through 2040 for transit system expansion. Specific findings relevant to the I-20 East Transit Initiative follow:

- I-20 East managed lanes inside the perimeter were included in the constrained plan and TIP but outside the perimeter, managed lanes on I-20 East were included in the aspirations plan.
- I-20 East Corridor from downtown Atlanta to the Stonecrest Mall area in DeKalb County was also included in the constrained plan as were:
 - Alternatives Analysis study for Cobb and Gwinnett transit
 - Multimodal Passenger Terminal in Atlanta
 - Clifton Corridor from Lindbergh to Emory to Decatur
 - Beltline and Streetcar in Atlanta
- I-20 interchanges at I-285 east and Panola Road were included for funding in the TIP

9.3 Public Involvement

The adopted public and stakeholder involvement program was a comprehensive and thorough effort designed to ensure broad input and support for the RTP. The process was open for any participation but it also targeted specific audiences for involvement:

- Policy-making elected/appointed officials from local, regional and state jurisdictions. This also included interaction with federal officials who establish and review rules and regulations in the planning process and public planning partner staffs, which prepare their jurisdictional plans and can provide background information and advise officials.
- State and local private sector leadership and interested people within special interest groups that consistently engage PLAN 2040 issues.

- Individuals or groups that participate in ARC activities based on short-term, issue-driven concerns.

A wide range of specific techniques were applied. Examples follow:

- ARC Board and Committee meetings and mini-retreats
- Workshops
- On-line public meetings
- Neighborhood forums
- Stakeholder group discussions
- Polls/Surveys
- PLAN 2040 website (primary vehicle for information distribution)
- Printed brochures and handouts
- PLAN 2040 Quick Guides
- Broadcast conversations
- Media outreach
- Presentations
- Face to face discussions with staff planners and citizens

Additional effort was made to involve the disadvantaged, environmental justice communities. Specific examples of outreach to those less fortunate included:

- **ARC's Transportation Public Participation Plan** - Identifies goals, policies and procedures as guidance and reflects input from the public, including Environmental Justice groups.
- **ARC's Social Equity Advisory Committee** - Provides advice and guidance and facilitates new relationships; includes members from regional Environmental Justice communities.
- **Focus Groups and Listening Sessions** - Create an understanding of concerns and provide a community perspective on potentially adverse impacts and benefits.
- **Studies and Surveys** - Enhance ARC's understanding of transit dependent populations as well as parameters for the analysis of benefits and burdens.

Outcomes of the comprehensive public outreach are detailed in Appendix F of the Plan 2040 RTP. A summary of the process outcomes follow:

- Maintain existing and expand transit services in the region

- Greater emphasis on promotion of health in development and implementation of plans
- Improve implementation of plan recommendations
- Other more specific comments can be found at the end of Appendix F of the Plan 2040 RTP.

10.0 TRANSIT PLANNING BOARD'S FINAL REPORT: CONCEPT3

10.1 Study Overview

Formed in 2006 as a result of action by the Atlanta Regional Commission, MARTA, and the Georgia Regional Transportation Authority (GRTA), the Transit Planning Board (TPB) developed a recommended concept for regional transit to meet regional transportation goals. The study area included Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding, Rockdale, and Spalding counties. The TPB Board consisted of the Chairpersons of the Commissions of each county, the DeKalb CEO, Mayor of Atlanta, Chairpersons of the Boards from MARTA, GDOT, GRTA, MARTA General Manager/CEO, and three Governor appointees.

The Concept 3 Final Report was published on December 18, 2008 by the TPB to document the impact of major investment in Atlanta's regional transit infrastructure. The transit network used in the document was Concept 3, a network developed by TPB from existing planning efforts. Sixty-three regional transit projects were identified from previous studies. ARC travel demand modeling was applied and results analyzed based on cost effectiveness, performance, land use, environmental considerations, and sponsorship/financial viability.

10.2 Findings Relevant to the I-20 East Transit Initiative

Initial study results revealed that I-20 East transit would provide service outside and inside I-285 based on regional travel demand. I-20 BRT appeared on Concept 1 and Concept 2. The I-20 East Freeway BRT survived analysis and appeared on the adopted Concept 3. Using dedicated right-of-way or HOV lanes, the freeway BRT feature was retained to provide improved travel time, passenger amenities, and frequent service. The BRT option also retains the flexibility to eventually convert to LRT as appropriate.

BRT's were also recommended in Concept 3 for I-20 West, I-285 East, I-285 West, and I-75 south. Heavy rail transit (HRT) was recommended for the west and north line extensions. Light rail transit (LRT)/Streetcar was recommended for I-75 North, I-85 Northeast, I-285 between Smyrna and Doraville, Beltline, Peachtree Street, and Lindbergh to MARTA east line. Commuter rail and Arterial Rapid Bus service was also recommended to serve the region but not the I-20 East corridor specifically.

Recommendations amended in the final report adopted by TPB, MARTA, GRTA, and ARC included:

- I-20 East changed from busway to light rail from downtown to Sigman Road in Lithonia with a connection there to commuter rail east to Madison outside the study area
- Expansion of the originally proposed streetcar network to include Buckhead, east-west connection, and a northwest connection
- Extension of the light rail system to suggest high speed/high capacity rail system capable of serving long distance trips

I-20 East activity centers were not included in the evaluation of the potential impact of Concept 3 on the transportation system. The report focused on activity centers at downtown, Midtown, Buckhead, Cumberland, Perimeter Center, Airport, Peachtree Corners, Southlake, Gwinnett Center, Town Center, Fulton Industrial Boulevard, and North Point. Significant congestion relief savings provided by the transit system were calculated and it was concluded that \$1.37 in congestion relief was provided by every transit trip during the period of 2000-2005. The Concept Plan 3 Regional Transit Vision Map adopted on August 28, 2008 shows Light Rail Transit along the I-20 East corridor.

10.3 Public Involvement

Goals for public involvement included:

- Raise awareness among key stakeholders and the general public about the need for a regional transit system
- Gather feedback in response to the vision for an expanded regional transit network and Concept 3
- Explore the public's willingness to pay for an expansion of the regional transit network

Twelve town hall meetings, special weekend events, 70 stakeholder meetings, and phone surveys were conducted to enhance public involvement. Specific features of the process follow:

- Phone survey polled 4,123 residents of metro Atlanta in March 2008
- Website survey during Spring 2008 generated 889 responses
- Twelve town hall meetings reached 569 of the region's residents
- Weekend events at malls and the Henry County Geranium Festival attracted more participants
- Seventy stakeholder briefings reached 1,566 participants
- TPB staff also briefed legislators and planning partners as part of the process
- The report estimated that over 7,500 persons were engaged in six months through the public involvement process

The outcomes of the public involvement process included:

- Overall strong support for Concept 3 emerged throughout the region during the study period.
- Over 80 percent of surveys received supported Concept 3 and the report maintains that support exists for a one-cent sales tax dedicated for public transportation.

11.0 GRTA XPRESS FINANCIAL PLAN

11.1 Study Overview

Completed in November 2009, the GRTA-sponsored plan documented the financial and business plans for the continued GRTA Xpress expansion of regional commuter bus transit service. The study area included 13 participating counties, Cherokee, Cobb, Fulton, DeKalb, Forsyth, Gwinnett, Henry, Douglas, Rockdale, Clayton, Fayette, Coweta, and Paulding.

At the time of publication, GRTA Xpress buses were carrying 4,100 riders in 82 coaches during peak hours. Expansion is planned to carry 6,500 peak hour riders on 130 coach trips, the equivalent of 3.6 highway lanes by 2015.

Using elements of IT3 and the Interstate Managed Lanes System Plan, the GRTA Xpress study identified chokepoints including I-20 East inside the perimeter. As a result, the GRTA study focused on five interchanges: I-85 North at I-285; I-20 East at I-285; I-75 South at I-285; I-20 West at I-285; and I-75 North at I-285. The study reviewed the current and forecast ridership for the 47 routes and determined that boardings could grow by 53 percent and revenue hours could grow by 52 percent between 2010 and 2015.

11.2 Findings Relevant to the I-20 East Transit Initiative

GRTA's Xpress plan is coordinated with GDOT's plan to extend HOV lanes and MARTA's service plan. Eight routes serve DeKalb, Rockdale, and Newton Counties with expansion to include routes from a new 650-space park and ride lot at Covington/Salem Road to Downtown Atlanta and another route to Midtown Atlanta. MARTA operates their Blue Flyer route from Stonecrest Mall. The existing three park and ride lots along I-20 and their capacities follow:

- Panola Road – 600 spaces
- Sigman Road – 421 spaces
- Church in the Now – 415 spaces

A capital and operating budget for the years 2009-2015 was provided depicting increases required to fund expansion.

11.3 Public Involvement

There was no effort dedicated to public outreach or involvement for this study.

12.0 MULTI-MODAL PASSENGER TERMINAL PROJECT BUS AND RAIL OPERATIONS REQUIREMENTS

12.1 Study Overview

Prepared by MARTA in cooperation with GDOT, City of Atlanta, GRTA, ARC and Central Atlanta Progress, the study was completed in July 2010. The study was intended to help procure a Master Developer for the Multi-Modal Passenger Terminal in downtown Atlanta to serve as a hub for existing MARTA heavy rail service; planned passenger rail operations; planned streetcar operations; intercity, local, and express bus operations; and new private development to stimulate economic growth in the vicinity.

The purpose of the technical memorandum was to document potential operator requirements and facility needs such as passenger rail, bus operations and vehicles for hire. Circulation plans including pedestrian, bicycle, and automobile access were also included. The MMPT should be designed to ultimately accommodate existing and future intercity express and local bus services, while providing spaces for taxicab, shuttle, and car-sharing operations. Also, future commuter rail, high-speed rail (HSR), light rail, and streetcar services would be located at the MMPT.

The study area is bounded by Peachtree Street on the east, Marietta Street on the north, Centennial Olympic Park Drive on the west, and Trinity Avenue and Peters Street on the south. The study area includes the MARTA Five Points Station.

12.2 Findings Relevant to the I-20 East Transit Initiative

The relevance to the I-20 East Transit Initiative is that the MMPT could serve as the western terminus of the study and possible connection point to other local and regional travel modes. Descriptions of the physical and structural requirements of each mode such as freight rail, commuter and intercity rail, streetcar/light rail, AMTRAK and high speed passenger rail, local bus, express bus, intercity bus, taxicab, shuttle, car rental, car sharing (Zipcar) were provided. Also provided were the terminal spatial requirements including public amenities, ticketing, offices, meeting space, retail space, custodial space, security and parking, all interesting information but not specifically relevant to I-20 East transit.

12.3 Public Involvement

There was no effort dedicated to or needed for public outreach or involvement for this study. Appendix A of the document provides a list of stakeholders involved in the study.

13.0 GEORGIA TRANSIT CONNECTOR: ATLANTA STREETCAR ENVIRONMENTAL ASSESSMENT

13.1 Study Overview

The Environmental Assessment (EA) was prepared by MARTA and the City of Atlanta for submission to FTA. It was completed in November 2010 to meet FTA, SAFETEA-LU, NHPA, and NEPA requirements. The study area is the Streetcar corridor, east-west between the King Center and Centennial Olympic Park and north-south between Arts Center and Five Points MARTA rail stations.

The east-west streetcar route alignment follows Auburn Avenue to Peachtree Street, then along Ellis and Carnegie Streets to International Boulevard and Centennial Olympic Park Drive. The east-west alignment continues along Luckie Street, Park Place, and Edgewood Avenue to Jackson Street and the King Center providing connection to Centennial Olympic Park, King Center, Georgia Aquarium, and Atlanta's CBD. The north-south alignment connects high density employment centers and offers extensive further connections at the midtown and downtown local and express service hubs, Arts Center and Civic Center.

13.2 Findings Relevant to the I-20 East Transit Initiative

The study area incorporates the site for the new Multi-Modal Passenger Terminal which could be the western terminus of the I-20 East Transit service. As a result, the impact of the streetcar study is relevant. The streetcar would provide convenient and effective connectivity to major tourism and business destinations in downtown and midtown for passengers using the I-20 East transit facility. According to the EA, the Streetcar will provide environmentally sustainable transportation services that will enhance downtown Atlanta's livability and offer economic development opportunities, all of which will help sustain the I-20 East Transit Initiative.

The assessment identified and listed potential environmental impacts for both the build and no-build alternatives. No adverse impact was identified to water resources, endangered and threatened species, hazardous materials, historic properties, archaeological resources, parklands, and environmental justice. Positive impacts were anticipated to air quality, energy, safety and security, visual/aesthetics, neighborhoods/community facilities, socioeconomics/economic development, and cumulative impacts.

Study area demographic analysis indicated a significant percentage of transit dependent population. Annual ridership is forecast to be almost 200,000 in 2015 and 380,000 in 2030.

13.3 Public Involvement

Public involvement for the Atlanta Streetcar project was comprehensive and on-going since 2007. Features of the public involvement program generally included the following:

- Fourteen Peachtree Corridor Task Force public meetings
- Two surveys and one web-based survey to collect public comment
- Fifty one-on-one interviews with major property owners and community leaders

- News media coverage
- Dedicated website
- Inclusion in five major planning efforts and their public participation process
- 2010 Outreach Meetings that included project briefings and discussion
- Two public hearings in December 2010 with 30-day open comment period

As part of the Tiger application, the project collected over 30 letters of support from influential Atlanta businesses, as well as economic development, environmental, and transportation agencies. Other outcomes of public involvement from Appendix I follow:

- Project information was provided to stakeholders and the public
- Bicycle design was added to the RFP
- Concerns expressed about ADA requirements
- Support for project including Downtown Loop
- Regional Transit Action Plan

13.4 Study Overview

The intent of the study is to create a blueprint for future transit in the metropolitan Atlanta region. The two-year study recommended the foundation for a seamless, integrated public transportation network based on work guided by a Project Advisory Committee consisting of providers, ARC and GDOT.

13.5 Findings Relevant to the I-20 East Transit Initiative

As part of its recommended concept plan, RTAP includes high-speed BRT on the I-20 East corridor from either downtown or MARTA's Indian Creek station to Rockdale County. Other recommendations not as directly relevant were:

- Preservation and maintenance of existing facilities and services
- Expand bus service to underserved counties in the region
- Other high-speed and arterial BRT services
- Renewed focus on customer service
- Promotion of transit oriented development
- Enhanced travel demand management

Benefits and costs were assigned to each recommendation. I-20 East was one of seven recommended high-speed BRT corridors distinguished from the 18 recommended arterial corridors where BRT would operate in bus only lanes on right-of-way adjacent to general traffic lanes. High-speed BRT was estimated to cost \$3.2 billion in 2002 dollars. The new 261-mile arterial BRT routes were estimated to cost \$1.2 billion in 2002 dollars.

13.6 Public Involvement

An exhaustive public involvement program including application of a set of tools plus significant interagency coordination was conducted in order to ensure a successful concept. In addition to the core group, the Project Advisory Committee, technical subcommittees included Express Bus, Public Involvement, Sketch Planning, ITS, Alternatives Development and Finance. Other techniques applied were:

- Three phases of Open Houses, 39 total, attended by over 600 participants
- Day-long Regional Transit Forum
- Over 50 stakeholder interviews
- Website, hotline and video

Results of the process included:

- Express Bus Subcommittee provided implementation support by recommending routing, service levels, and park and ride facilities for regional express bus service
- Sketch Plan Subcommittee identified travel patterns and needs to estimate ridership and model potential projects
- ITS Subcommittee researched and recommended regional ITS system
- Finance Subcommittee developed fiscal model for RTAP
- 1,200 households were surveyed by telephone and found:
 - A majority identify traffic as the most important regional problem
 - Less than half have heard of the express bus system
- 600 participants attended public open houses. The following is a summary of participant comments:
 - Create a dependable and seamless regional transit system
 - Address traffic congestion problems
 - Develop multimodal transit options
 - Coordinate land use and transportation
 - Promote the benefits of transit
 - Consider a creative and comprehensive range of funding options without increasing fares
 - Explore alternative fuels to improve air quality

13.7 RTAP Transit Inventory

Technical Memorandum number two is the inventory section of the previously summarized RTAP study. As stated, RTAP identified the need for public transit infrastructure, provided analytic tools to improve transit development, and created a comprehensive plan with specific actions to implement improvements through 2030.

13.7.1 Study Overview

Completed April 30, 2002, the RTAP inventory memorandum was developed by GRTA. In support of the ARC RTP, GRTA recognized the need to offer public transit throughout the study area, the 13-county non-attainment area consisting of Cobb, Cherokee, Forsyth, Coweta, Paulding, Fulton, DeKalb, Gwinnett, Rockdale, Henry, Fayette, Clayton, and Douglas Counties. As a result, it began developing the RTAP, beginning with an inventory of transit services.

13.7.2 Findings Relevant to the I-20 East Transit Initiative

The technical memorandum described operations, ridership, fares, facilities, vehicles, budgets, funding, and future service plans for public transit agencies and services offered throughout the 13 counties. Services described and inventoried included the following:

- MARTA
- Cobb Community Transit
- Gwinnett County Transit
- Clayton Transit
- Quicklink (precursor to Xpress Bus Service)
- City of Canton
- Commute Connections
- Douglas Rideshare
- Transportation Management Associations
- Metro VanPool-VPSI vanpools serving 25 counties in the region

Though somewhat dated, the inventory offers a snapshot of regional transit services in 2002. Its value to the I-20 East Transit initiative is limited; however, a baseline of transit ridership and agency budgets from the early 2000's may be somewhat useful for historical comparison purposes. Ridership data provided is shown on the following table.

RTAP Ridership Information (2002)

Service	Ridership	Annual Operating Budget
MARTA	Rail-39,140 daily Bus-39,000 daily	\$379.3 million
CCT	9,000 daily	\$10.4 million
Gwinnett	1,000 daily	\$34.2 million for 6 year plan
Clayton	1,450 daily	\$30.7 million for 3 year capital and operating costs
Quicklink	45 daily (4 buses)	\$725,000 for 2 years
City of Canton	70 daily	No information provided
Douglas Rideshare	200 trips per day	\$144,700

14.0 LAND USE AND REDEVELOPMENT PLANS

14.1 Candler Road/Flat Shoals Parkway Livable Centers Initiative

14.1.1 Study Overview

The Candler Road/Flat Shoals Parkway Livable Centers Initiative (LCI) study was sponsored by the DeKalb County Commission through the Planning Department and was completed on April 24, 2007. The study area is approximately 1,900 acres located in the vicinity of South DeKalb Mall at the I-20/Candler Road interchange. Study area boundaries are I-20 on the north, Doless and Doolittle Creeks on the west, Columbia Drive and Shoals Creek on the east, and the South River on the south. The purpose of the study was to plan the long-range development of a town center.

The study area featured the Gallery at South DeKalb Mall, Exchange Park, Columbia Middle School, and Georgia Perimeter College, Decatur campus. Planned improvements included the DeKalb Center for Performing Arts and the South River trail.

14.1.2 Findings Relevant to the I-20 East Transit Initiative

The study's review of land use and development policy indicated that DeKalb was emphasizing sustainability and livability in guiding future growth. The availability of transportation modes that do not rely upon single occupancy automobiles was prioritized. Emphasis on "walkable" communities is indicated throughout the County's Comprehensive Plan. Though 80 percent built-out, the County is seeking to promote redevelopment with increased walkability to ensure sustained quality of life.

The LCI planned for a BRT station for I-20 East transit by encouraging transit oriented development in the station area. The advantage of a station location contributed significantly to the viability of the LCI.

A SWOT analysis offered some insight into the community context for the I-20 East Transit Initiative.

- **Strengths**-location (inside the perimeter) and access (I-20, I-285, Candler Road, and Columbia Drive); housing affordability (median sale-\$129,000); and, retail and services (South DeKalb Mall, Candler Road/Flat Shoals Parkway, City of Decatur)
- **Weaknesses**-aging housing stock (only 30 percent built since the 1980's); and, lack of aesthetics
- **Opportunities**-potential town center; increasing incomes and urban lifestyles; and, educational cluster (high school and Georgia Perimeter College)
- **Threats**-unchecked urbanization; leapfrog development patterns; and, lack of diversity

Travel characteristics were summarized for study area residents. Characteristics of resident travel follow:

- Almost half work in DeKalb County
- 63 percent drove alone to work versus 77 percent region-wide
- 22 percent carpooled to work versus 14 percent region-wide
- 12 percent used public transportation versus 4 percent region-wide
- 3 percent biked to work or worked at home versus 6 percent region-wide

Major existing transportation elements were identified:

- Interstates 20 and 285
- SR 155 and Panthersville Road – minor arterials
- Clifton Springs, Columbia Drive, Flat Shoals Road and Rainbow Drive – collectors
- Four MARTA bus routes with a high percentage of riders
- Bike and pedestrian facilities are scarce

Planned future projects included:

- Reconstruction of I-285/SR 155 interchange
- Panthersville Road and Columbia Drive widening and pedestrian improvements
- Park and Ride lot expansion at the Gallery at South DeKalb Mall
- Multiuse trails along South River and Shoal Creek
- BRT service along I-20 with a transit center at the Gallery at South DeKalb Mall

Based on measures of prosperity and growth, the study area ranks high or average among market area/nodes in the south metropolitan area. The LCI found a strong market

for business and new residential development in the area. As a result the master plan reflected potential development that would take advantage of and build upon the market's strengths. With high density mixed use included in its future land use plan, the LCI complements transit oriented development in the area of the Candler Road Station.

14.1.3 Public Involvement

Outreach tools included the following:

- 1,500 flyers advertising upcoming meetings were distributed to residents and businesses
- Press releases advertising meetings were placed in local newspapers
- A page on the County's website was created for the LCI study
- A project briefing meeting with 16 pastors of churches in the vicinity of the study area was held to solicit feedback and encourage congregation participation
- Three public meetings were held
- Four meetings of the Core Team of stakeholders were held
- DeKalb Board of Commissioners meetings were used to gain input and support for the project

The outcomes of the public participation process were significant. The report says "At every stage in the Candler Road/Flat Shoals Parkway LCI study, community input shaped the recommendations made by the Planning Team to ensure the community vision was represented correctly." Outcomes of the public design workshop and community preference survey follow:

- Participants identified responses to the following for the study area
 - Things to preserve – residential, churches, employment, Galleria
 - Things to change – strip clubs, pawn shops, check cashers, and synchronize signals
 - Things to create – streetscaping, dormitories for Georgia Perimeter, town center close to mall
 - Things to connect – Fairlake to Columbia, return access to I-20 at Candler, bike trails

14.2 DeKalb County Comprehensive Transportation Plan (CTP)

14.2.1 Study Overview

Completed in May 2007, the DeKalb County Comprehensive Transportation Plan was conducted by the DeKalb County Department of Planning and Development. The study area was the entirety of DeKalb County plus a three mile area of influence outside the county boundary. Balancing technical analysis with comprehensive public and stakeholder involvement, the study analyzed transportation needs and potential solutions to meet the County's needs through 2030.

The focus of the study was on the relationship between transportation and land use and their impact on quality of life. It reflected the growing desire in DeKalb County toward creating walkable and sustainable communities as well as the focus on corridor and center transportation/land use planning. A major element was the working relationship between the many institutions involved in local and regional transportation decision-making.

14.2.2 Findings Relevant to the I-20 East Transit Initiative

Roadway functional classifications are listed for each road classified as collector or higher. Other products of the study included:

- A program of short, mid, and long range multi-modal transportation improvement projects. BRT on I-20 East is included in the short range (2006-2011) recommendations.
- A set of transportation/land use policies designed to enhance and sustain livability
 - Multi-use trails
 - LCIs
 - Greenspace
 - Senior adult accommodations including increased public transportation options
 - Transit oriented development in station areas
- Recommendations to enhance coordination among the many statewide, regional, and local institutions impacting transportation and land use in DeKalb County

14.2.3 Public Involvement

The study incorporated a comprehensive public involvement program designed to impact as many DeKalb County residents and businesses as possible. Features included:

- Public involvement workshop to customize program to the specific needs of the County including specific strategies and audiences
- Shared agenda forum to involve stakeholders in study scoping to identify issues they would like addressed.
- Public involvement plan to identify strategies and goals, stakeholders, techniques, and evaluation
- Transportation Summits were held in each county quadrant early in the study
- Four open houses, one in each quadrant, were conducted to display transportation needs and potential solutions
- Individual interviews were conducted with 50 stakeholders

- Media outreach included news releases to all DeKalb and regional outlets including multi-lingual newspapers
- Comprehensive, statistically reliable survey
- Project website
- Consulting and County staff attendance and participation at community events and shopping malls
- Focus groups
- Speakers' bureau

Evaluation measures were used to determine the effectiveness of the public involvement effort. A list of measures is available on-line at the CTP website. Comprehensive notes of public and stakeholder meetings are available including an extensive list of stakeholders and media outlets that may be useful for the I-20 East Transit Initiative.

The outcomes of the public involvement process are too numerous to list; however, summary points are listed below:

- Overall, the public identified improved transit availability as the number one transportation issue
- Transit was followed in order by roadway congestion and lack of bicycle facilities as number two and three identified transportation issues
- Transportation should improve quality of life, preserve greenspace and environment, balance with land use, should be multimodal, enhance economic development without compromising the environment, and improve mobility

14.3 Conyers Comprehensive Plan Partial Update

14.3.1 Study Overview

Adopted November 5, 2008, the update was prepared by the City of Conyers to ensure the City's Comprehensive Plan met Department of Community Affairs' requirements. The study area was the corporate limits of the City of Conyers.

According to the adopted plan, Conyers would like to maintain the traditional values and character of a small town while continuing to grow and prosper. It appears to be meeting this goal as it grew from 11,383 in 2000 to 12,529 in 2006 and is expected to grow to 16,386 in 2020 while it implements its LCI and revitalizes downtown. Sufficient water and sewer infrastructure is available to accommodate the growth. Seventy percent of the population commutes to work outside the City and only 11 percent of the total employment in the City was filled by City residents.

14.3.2 Findings Relevant to the I-20 East Transit Initiative

GRTA Xpress bus routes are listed as alternatives to single occupancy travel on I-20. Commuter rail is also mentioned as a future possibility but no mention of potential I-20 BRT service was included in the plan update.

Policy recommendations were provided for the City's consideration for the following elements: natural resources, historic resources, economic development, housing and community development, land use, community facilities and services, urban design and beautification, and intergovernmental coordination.

Transportation policy recommendations relevant to the I-20 East Transit initiative supported in the short-term work program included:

- Provide some transportation alternatives including transit
- Coordinate with Rockdale County Comprehensive Transportation Plan
- Require recreational amenities and walking trails for workers from all new business and industrial parks
- Expand express bus service
- Participate in efforts to bring commuter rail to Conyers
- Implement pedestrian-friendly transportation infrastructure
- Connect pedestrian and bicycle facilities
- Encourage car-pooling, van pooling, and transit use

No proposed stations for the I-20 East Transit Initiative are located within Rockdale County; however, the future land use map allows mixed use and intense land use appropriate for transit oriented development along I-20.

14.3.3 Public Involvement

No public involvement was mentioned other than the adoption by Council that occurred in public session.

14.4 ASAP: Atlanta Strategic Action Plan

14.4.1 Study Overview

Prepared by the Bureau of Planning in the City Department of Planning and Community Development, the plan was adopted by the Mayor and City Council on April 21, 2008. The purposes of the plan were to meet state requirements under the Georgia Planning Act of 1989 plus the charter of the City of Atlanta which requires an update to the comprehensive plan every three to five years. The comprehensive development plan is to identify present resources and guide future development for the City as its foundation for growth management. Current concerns are rapid population growth, economic development, environmental protection, affordable housing, lack of open space, transportation, and quality of life.

The area within the corporate limits of the City of Atlanta constituted the study area for the ASAP.

14.4.2 Findings Relevant to the I-20 East Transit Initiative

One of the plan's development objectives set the foundation for enhancement of the I-20 East transit corridor. It reads, "*Alternatives to transportation by automobile, including*

mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.” The Plan mentions the Beltline and streetcar transit options under development but offers MARTA as its most important transportation asset, stating the City’s commitment to the sales tax for the next 36 years.

Largely, the plan is a comprehensive planning policy document with a community agenda, community assessment, and community participation elements. The validity of the 25 NPUs was preserved and enhanced while the need for regional cooperation was emphasized. The only listed area requiring priority attention that impacts the I-20 East transit corridor is a parallel corridor, Memorial Drive. Overall growth is expected to continue through 2040 including census tracts along I-20 East. Policy guidance includes focused development intensity on development nodes including expressway interchanges.

The Community Assessment offers an overall inventory of road network, transit and other modes of transportation in Atlanta and the I-20 East BRT line is shown as Planned Transit Service. The Assessment also refers to the I-20 East corridor study as one of four ongoing MARTA corridor planning studies; however, the City’s top transportation priorities are commuter rail and the BeltLine.

Future land use designations for proposed station areas demonstrate compatibility with transit oriented development as follows:

- Turner Field Station area is designated as High Density Commercial in the future land use plan
- Glenwood Park/BeltLine Station area is designated as mixed use in the future land use plan

14.4.3 Public Involvement

The first round of community meetings was held in the spring of 2007 to brief the public on the new comprehensive plan process as well as to solicit community feedback. Two charettes were conducted to encourage planning discussions at the Neighborhood Planning Unit (NPU) level. Of the 70 requests to amend the Land Use map received, 44 were recommended for adoption by staff, and 39 were ultimately approved by City Council.

The second round of community meetings were held in July 2007 and attendees were asked to review and submit comments on a draft document. In addition, the draft plan was posted for comments on the Bureau of Planning website. A citywide public hearing was held on July 30, 2007 to offer the public another opportunity to comment on the draft plan. In September 2007, the revised document was submitted to ARC and the Georgia Department of Community Affairs. The DCA and ARC review was completed at the end of November 2007 and City Council adopted the ASAP in April 2008.

Outcomes of community meetings follow:

- Public was briefed on study process and progress
- Concerns were expressed about transportation, park space, affordable housing, natural and historic resources, and economic development efforts.

- Two charettes brought forth 70 requests for land use map changes. 44 of the 70 were recommended by staff for approval and 34 were approved by Council

14.5 Avondale Estates Comprehensive Plan

14.5.1 Study Overview

Completed on November 2, 2007 by the City of Avondale Estates, the Avondale Estates Comprehensive Plan included a vision of the study area, the city limits, through 2027, a twenty-year plan horizon. Its purpose was to meet requirements of the Georgia Planning Act of 1989 and the DCA rules effective May 1, 2005. The Plan included Community Assessment, Community Participation, and Community Agenda elements designed to reflect the community's opinion of future development including a vision of Avondale Estates by 2027.

14.5.2 Findings Relevant to the I-20 East Transit Initiative

Avondale Estates is a small city (population approximately 2,400) in central DeKalb County adjacent to the City of Decatur and is served by the MARTA East Line. Its southern corporate limit, SR 154, is north of I-20 but close enough to serve as a future customer base for I-20 East Transit alternatives. The community is a well-planned largely residential city that is considering bicycle and pedestrian improvements to enhance the City's livability. Currently, only 3.8% of the City's residents use public transportation to get to work. No I-20 East proposed station areas are within the study area and nothing in the plan prohibits or discourages transit oriented development.

14.5.3 Public Involvement

The Community Participation Program included intense involvement activities for a diverse set of stakeholders and members of the general public. The stakeholder list included fourteen community groups/HOAs, five local elementary, middle and high schools, three churches, the Downtown Development Authority, Avondale Estates Business Association, Chamber of Commerce, and American Legion. Results of the participation were not provided.

14.6 Stonecrest Overlay District

14.6.1 Study Overview

Adopted July 22, 2008, by the DeKalb County Board of Commissioners, the Stonecrest Compatible Use Overlay amendment proscribed appropriate mixed use incentives for the Stonecrest Mall study area by amending the County's Zoning Ordinance. The purpose was to ensure that development in the vicinity of the mall balances existing retail use with future multi-family residential, office, and commercial uses while preserving and promoting public open space, passive and active recreation areas. The specific study area included Klondike, Rockland and Plunkett Roads, adjacent to the Arabia Mountain Preserve.

Legislation included High, Mid, and Low Rise Mixed Use Zones, Transitional Mixed Use Zone, Cluster/Village Mixed Use Zone, and design guidelines for the Overlay. The restrictions adopted should promote clean and effective economic development while increasing origins and destinations for potential I-20 East Transit ridership.

14.6.2 Findings Relevant to the I-20 East Transit Initiative

As the eastern terminus of the I-20 East Transit Initiative, Stonecrest Mall is an activity center worthy of protection, preservation, and support. A large employer, the Mall offers an economic development foundation for the eastern end of the planned BRT line. The adopted and amended Overlay District encourages and preserves sustainable mixed use development envisioned for the study area by local policy-makers and regional planners.

The Zoning Ordinance amendment was designed to protect the interests of the property owners and ensure health, safety and welfare for DeKalb County citizens. Consistent design guidelines promote the Mall's identity and integrity and advance the public purpose of securing a high quality of life and promoting the economic health of the County.

Reasonable expectation of implementation of the guidelines should prove beneficial and help justify the need for premium transit in the I-20 East corridor. Not only public infrastructure but also development on private property will be attractive and well-maintained if adherence and enforcement remains consistent.

Future land use discussed in the overlay will accommodate and encourage transit oriented development adjacent to the proposed station area.

14.6.3 Public Involvement

The amendment to the Zoning Ordinance was adopted in open session of the Board of Commissioners after an open meeting vote by the Planning Commission. Only two speakers were present at the Board meeting and they spoke in favor of adoption. The meeting was advertised in advance and conducted in open session with media present. No further public involvement was documented.

14.7 Rockdale County Comprehensive Plan

14.7.1 Study Overview

Adopted by the Board of Commissioners on December 30, 2003, the Rockdale County Comprehensive Plan provides a blueprint for growth over the next two decades. Prepared by Rockdale County for the study area that included all the unincorporated area in the Rockdale County, the plan followed three steps, inventory and assessment, goals and policy, and implementation strategy. Elements included population, economic development, natural and historic resources, community facilities, transportation, housing, and land use.

14.7.2 Findings Relevant to the I-20 East Transit Initiative

Very little discussion is included in the plan related to transit on I-20 with the exception of a mention of potential express bus and commuter rail services. Development recommendations in the Stonecrest Mall area offer recommendations designed to enhance sustainability of the development by increasing access and connectivity.

Orderly and sustainable development at the eastern end of the corridor will enhance the anticipated ridership and continued viability of future transit services in the I-20 East corridor. No station areas proposed in the I-20 East Transit Initiative are within Rockdale County.

14.7.3 Public Involvement

In addition to the two public hearings required by DCA regulations, the County created six subcommittees of over 50 people total. Subcommittees and summary of outcomes (recommendations) follow:

- Population and Housing
 - Allow mixed use development
 - Manage residential development including protecting county from small lot, low – quality subdivisions
 - Incorporate life-cycle housing at the neighborhood level
- Transportation
 - Promote nodal development
 - Encourage pedestrian friendly corridors
 - Adopt ITE standards for street trees and sidewalks
- Stonecrest and Neighboring Counties
 - Protect Honey Creek in the Stonecrest area
- Economic Base and Revitalization
 - Allow overlays in targeted districts
 - Promote balance between residential and commercial/industrial uses including high tech industry
 - Develop incentives for “quality” buildings
- Facilities
 - Cluster public facilities including cooperation with City of Conyers
 - Identify funding for future fire stations and facilities for youth and elderly
- Infrastructure
 - Encourage natural treatment of wastewater
 - Future development should capture and reuse storm water
 - Establish planning and design standards
 - Promote and integrate walking paths into existing development

In addition to the two public hearings and six subcommittees, the county conducted two small area studies for the Salem Road and Stonecrest Mall areas.

14.8 Rockdale County Comprehensive Transportation Plan

14.8.1 Study Overview

Completed in December 2009, the Rockdale CTP's study area includes Rockdale County and the City of Conyers. The sponsoring agencies were ARC, Rockdale County and the City of Conyers. The Plan's purpose was to assess needs and identify multi-modal transportation improvement opportunities to help the County address transportation issues through the plan's 2030 horizon year.

14.8.2 Findings Relevant to the I-20 East Transit Initiative

Comprehensive Transportation Plans (CTPs) offer transportation and land use program and policy guidance that meet identified current and future transportation needs within the county. ARC requires that CTPs are comprehensive and identify demand and recommend strategies for all transportation modes. As it relates to transit, the Rockdale CTP reported that 34 percent of the County's population is transit dependent, i.e. elderly, disabled, low income, or without private transportation. The CTP forecasted that the transit dependent population will continue to grow, creating additional demand for transit services.

Land use strategies being developed and implemented in Rockdale County were also reported to be conducive to future transit. Nodes planned to intensify include two potential station areas, Stonecrest Mall, and the SR 138/I-20 interchange. By encouraging density in these sub-areas, the County is also encouraging transit oriented development, an element designed to increase the probability for success of I-20 East Transit Initiatives.

The CTP discussed community transit and the elements required to consider local transit including:

- Proof of local desire through demand surveying and feasibility evaluation based on 2010 Census
- Development of additional senior programs
- Feasibility study through a coordinated City/County effort
- Working relationship between GRTA, MARTA, and local officials to evaluate viability

The CTP also discussed commuter options including:

- GRTA Xpress bus
- Concept 3's regional north/south suburban bus route along SR 138/SR 20 which crosses the I-20 corridor in Conyers
- Commuter and intercity rail

The CTP's public transportation recommendations follow:

- Continue to encourage expansion of the GRTA Xpress bus program within Rockdale County.

- Coordinate with regional transit policy-makers regarding opportunities related to Transit Concept 3.
- Incorporate the intercity rail program between Atlanta and Madison into County and City transit planning initiatives. Provide methods to facilitate transportation (via the Regional Coordinated Transportation System, buses, shuttles, etc.) between points of origin in Rockdale County with the designated rail station in Conyers, when/if the program is implemented.

14.8.3 Public Involvement

Comprehensive public involvement is essential to transportation planning. CTP's require significant effort to ensure the local citizens and regional stakeholders have sufficient opportunity to guide long range planning. Specific features of the Rockdale CTP public involvement program follow:

- Stakeholder Advisory Committee was composed of eleven citizens and representatives from the County Planning Department, Senior Citizens Services, County Parks and Recreation, County Public Schools, the Conyers-Rockdale Economic Development Council, and the City of Conyers. The Committee met at five key milestones throughout 2009.
- Reflecting the regional/local partnership, the Technical Advisory Committee had eleven members from the following nine agencies: GRTA, MARTA, City of Conyers Planning, SPLOST transportation subcommittee, ARC, County Engineering Services, County Commission, City Public Works and Transportation, and GDOT Office of Planning. The Committee met three times throughout 2009.
- Public notification was provided through flyers advertising the three workshops and the ARC Public Involvement Advisory Group.

Public open-house style workshops were conducted in June 2009, September 2009, and November 2009. Outcomes of the public meetings follow:

- Attendees emphasized priority for transit, pedestrian, and intersection projects.
- Interest was also expressed for premium transit on I-20 East.
- Many comments were received requesting roadway capacity improvements for Sigman Road, Parker Road, Stonecrest Mall connections, and Old Covington Road.
- Interstate overpasses were also requested.

14.9 I-20 Overlay District

14.9.1 Study Overview

On January 8, 2008, the DeKalb Board of Commissioners unanimously adopted an amendment to the Zoning Ordinance to create the I-20 Overlay District. The purpose of the District was to promote compatible use economic development on the Panola Road, Snapfinger Woods Drive, Wesley Chapel Road, the I-20/I-285 interchange, and Gresham Road areas. Compatible with the Comprehensive Plan's objective to create sustainable

communities, the I-20 Overlay District was anticipated to preserve and enhance open space networks; encourage mixed-use developments that meet smart growth concepts; allow flexibility in development standards to encourage innovative developments with high standards for landscaping, green space and urban design; further the formation of a well-designed, pedestrian-friendly, high-density commercial/residential activity centers which will support alternative modes of transportation; and promote a visually aesthetic and uniform quality to the I-20 Overlay District.

The study area boundaries were the following six areas centered along the roadways that intersect with Interstate 20: the Panola Road Area; the Snapfinger Woods Area; the Wesley Chapel Road Area; the I-20/I-285 Interchange Area, the Candler Road Corridor and the Gresham Road Area.

14.9.2 Findings Relevant to the I-20 East Transit Initiative

The Overlay District included three tiers:

- Tier 1 - High Intensity area focused around four activity centers, Panola, Wesley Chapel, Candler, and Gresham Road areas. The purpose of this tier is to allow the most intense mixed-use development including redevelopment of the oversized parking areas with new buildings including retail, office, and residential on one parcel to decrease the need for vehicular trips. The maximum height and density shall be 20 stories and 60 dwelling units/acre.
- Tier 2 - Medium Intensity area wrapped around the high intensity area or at the locations of Snapfinger Woods and I-20/I285 intersections. The purpose of this tier is to allow medium density development in a mixed-use development with a maximum height of eight stories and up to 40 dwelling units per acre.
- Tier 3 - Low Intensity area which provided for a transition from the higher intensity areas and more compatibility to the single-family neighborhoods adjacent to the Overlay boundaries. Tier 3 allowed up to four stories and up to 40 dwelling units per acre.

Specific types of uses allowed in addition to those allowed by the underlying zone were listed with the intent to encourage a vibrant mix of retail, commercial and office uses. Specific prohibitions were also listed.

Illustrations of the types of quality, sustainable development including sufficient employment uses were provided. The Overlay District was intended to encourage the success of the I-20 corridor from an economic development and quality growth perspective. If successful, the District will enhance customer demand for premium transit along I-20 East. Design guidelines were also provided to ensure quality architecture and streetscaping.

14.9.3 Public Involvement

The amendment to the Zoning Ordinance was adopted in open session of the Board of Commissioners after an open meeting vote by the Planning Commission. No speakers were present at the Board meeting. The meeting was advertised in advance and conducted in open session with media present. No further public involvement was documented.

14.10 Memorial Drive – Martin Luther King, Jr. Drive Area Revitalization Study

14.10.1 Study Overview

Prepared in coordination with the city of Atlanta for the ARC Livable Centers Initiative, the Memorial Drive-Martin Luther King, Jr. Drive area revitalization study was submitted in December 2003. The Memorial Drive Corridor study area is comprised of the Georgia State and King Memorial MARTA stations, a portion of the State of Georgia's governmental center, significant historic landmarks including the Oakland Cemetery, the Reynoldstown Industrial area and surrounding single-family neighborhoods. The overall study area boundary line is defined as:

- **East** – Capitol Avenue from the MARTA/CSX rail line to I-20, Hill Street from I-20 to Georgia Avenue
- **West** – Moreland Avenue
- **South** – I-20 and Georgia Avenue from Hill Street to Cherokee Avenue
- **North** – MARTA/CSX rail line.

This area was determined by the Atlanta Empowerment Zone Corporation (AEZC) and the City of Atlanta, Department of Planning, Development and Neighborhood Conservation Memorial Drive/MLK Drive Corridor Study.

14.10.2 Findings Relevant to the I-20 East Transit Initiative

The revitalization plan was confined to the study area; therefore, the impact on I-20 East Transit was limited. The focus was on urban design. Access to the interstate and arterial roadway systems was listed as an asset for the community's sustainability.

Specific neighborhood land use and urban design studies are not particularly relevant to the I-20 East Transit initiative; however, recommended improvements, if implemented, will contribute positively to overall demand for premium transit service along I-20 East and will accommodate transit oriented development. The employment, shopping, and entertainment opportunities enhanced by local area planning contribute vibrant origins and destinations for the I-20 East transit riders. Recommended pedestrian improvements in the LCI study also remove some accessibility and connectivity concerns affecting transit service along I-20 East near its western terminus.

14.10.3 Public Involvement

Over the two year study period, comprehensive public information efforts were applied. Techniques used to inform the public and collect information about the corridor follow:

- **City of Atlanta Coordinators** – The City of Atlanta Coordinator Team was created to guide the overall planning effort. The Coordinators consisted of neighborhood organizations, government/service providers, business groups and church/institutional representatives.
- **The Community Advisory Committee** – The Community Advisory Committee included representatives from community institutions and businesses as well as local and regional government agencies with a vested interest in the study area.

The Committee met regularly with the planning team to receive updates and to provide input.

- **Stakeholder Interviews** – One-on-one interviews were conducted with constituents and stakeholders in the study area representing residential, business, institutional and governmental interests. Interviews provided information for the planning process including opinions and perceptions of the areas’ respective strengths and weaknesses.
- **Field Assessments** – Field surveys were conducted to document land uses, property ownership, existing transportation and circulation issues, topography, and urban design issues.
- **Review of Existing Resources** – The team reviewed existing documents including City of Atlanta land use and zoning maps, previous neighborhood studies, Fulton County property tax data, transportation and market information, historical maps and records, and aerial photographs.
- **Public Outreach** – Public outreach efforts totaled more than thirty community planning meetings and forums. Each phase of the planning process involved a sequence of meetings that began with an Advisory Committee meeting, followed by an intensive Public Workshop, and a review session with the City Coordinators.

Accessible study documentation (Memorial Drive/Martin Luther King, Jr. Drive Area Revitalization Study) did not describe any outcomes from the public involvement process.

14.11 Wesley Chapel LCI

14.11.1 Study Overview

DeKalb County is completing the LCI in compliance with the ARC Livable Communities Initiative program. The study area was published on a concept map dated June 6, 2011 and is in the northeast quadrant of the I-20 East/I-285 interchange. The purpose of the study is to prepare a redevelopment plan for the area to stimulate economic development.

14.11.2 Findings Relevant to the I-20 East Transit Initiative

The concept map designates the overall study area to be a corridor along Wesley Chapel Road from Covington Highway on the north, S. Hairston Road on the east, I-20 and Autumn Lake Lane on the south, and Kelley Chapel Road on the west. The concept map also designated an area for transit oriented development bounded by Wesley Chapel Road on the East, Snapfinger Woods Drive on the North, I-20 on the South and on the West by a new four lane roadway that parallels Kelly Chapel Road just to the east.

Additional features of the concept map include:

- Proposed transit along I-20 and I-285
- Planned land use options
 - TOD site

14.11.3 Public Involvement

A major feature of the public involvement program is the Core Team which met four times during the study process helping guide the planning process. The Core Team was comprised of key stakeholders, including DeKalb County Staff, appropriate State personnel, Atlanta Regional Commission (ARC), DeKalb County Chamber of Commerce, churches, schools, representatives of the business community, and major investors and property owners in the area.

Other planned or previously conducted public involvement events include:

- Community Kickoff Meeting on March 24, 2011
- Community Design Workshop/Charette on May 14, 2001
- Draft Plan Presentation Meeting on June 16, 2011
- Open House on August 1, 2011
- Business focus group meeting to held in the future
- Flyers were produced and distributed for each event

Outcomes of the public involvement effort were that participants offered a variety of information useful to the study such as:

- What needs to be preserved?
 - Family-oriented community that accommodates seniors
 - Greenspace, tax base, trees, and MARTA
 - Buffer between land uses
 - Churches and institutions of higher learning
- What has to change?
 - Traffic and roads in disrepair
 - Signal synchronization or lack thereof
 - Code enforcement
 - Appearance of parking lots
 - Wesley Chapel streetscape
- What would you like to see created?
 - Parks
 - Pedestrian-friendly town center
 - Live/work/play community

- Beautiful gateway
- Pedestrian-friendly walkways and other transportation alternatives including bike trails
- Shared parking

15.0 ATLANTA BELTLINE TIER ONE DRAFT ENVIRONMENTAL IMPACT STATEMENT

15.1 Study Overview

In cooperation with MARTA, FTA prepared the Tier 1 Draft EIS which was approved in June 2011 to meet NEPA requirements. In addition to meeting requirements, the purpose of the BeltLine study was to provide decision makers with the information needed to determine preliminary right-of-way needs, identify a preferred alignment, and to select a preferred rail technology. The study area is one-half mile wide, centered on the existing BeltLine alignment corridor and contains residential neighborhoods, employment centers, a majority of the open green space in the City of Atlanta, plus major attractions, points of interest, and activity centers. Ten Transit Build Alternatives were described and evaluated. The alternatives were created from five alignments and two technology modes. For the most part, the proposed alignments of the Trail Build Alternatives, of which there are three alternatives, are adjacent to and in the same ROW as the Transit Build Alternatives. The No-Build Alternative is a baseline alternative that provides a basis of comparison with the Build Alternatives.

15.2 Findings Relevant to the I-20 East Transit Initiative

The BeltLine crosses I-20 East just west of Moreland Avenue. A BeltLine station, Glenwood-Memorial, is proposed adjacent to I-20 East's Glenwood Park proposed station. The location of the BeltLine and its proposed station encourages opportunities for transit oriented development in the vicinity.

Major findings of the study follow:

- The context of the plan was a series of studies performed by the City of Atlanta and MARTA which resulted in recommended alignment, mode preferences, compatible land use preferences, trails and green space, multi-modal connectivity, and public support.
- Need for the project was determined by overall population and employment growth and growth of transit dependent populations.
- The BeltLine was determined to be compatible with and supportive of Atlanta's planned development.
- Activity centers connected by the BeltLine that may be relevant to producing origins and destinations for I-20 East Transit were identified as Pryor and University, Boulevard Crossing, and Memorial/Bill Kennedy Way.
- The I-20 East project was referred to as part of the ARC adopted TIP for 2008-13

- Documentation of transit service and roadway congestion in Downtown Atlanta including a designation of I-20 as operating at LOS F.
- Additional sections included recreational opportunities, multi-use trails, and the project's goals and objectives.

15.3 Public Involvement

Over the past five years there has been significant public information and involvement on the BeltLine project including tours of the corridor on weekends and many public and stakeholder meetings. Two major components included the City of Atlanta's Community Engagement Plan (CEP) and MARTA's Public Participation Plan. The CEP met NEPA requirements and provided the following activities designed to educate and solicit information.

- Five public workshops attracting over 500 participants were conducted in Spring 2009. A summary of comments was prepared.
- Six public meetings were conducted in 2009 and 2010 showing potential modes and alignments.
- Agency coordination activities were conducted including a Technical Advisory Committee coupled with individual meetings. Agencies assisted in developing and evaluating alignments alternatives.
- Study public involvement activities also included website, hotline, seven newsletters, custom business card, bilingual comment cards and proactive media relations.

Public input affected each of the alternatives presented. Other outcomes of the public involvement included:

- During the scoping element comments received were used to shape the Purpose and Need, goals and objectives, transit and trail alternatives, and evaluation process
- The conceptual transit and trails alignments and transit technologies included in the Tier 1 DEIS reflect the comments received during the formal comment period
- Consensus was reached that the correct evaluation criteria and performance measures were used.
- Discussion topics included: study purpose and need; goals and objectives of the project; existing conditions in the corridor; a study update; and, the evaluation criteria and outcomes

16.0 METROPOLITAN ATLANTA PERFORMANCE (MAP) REPORT

16.1 Study Overview

The 2010 Metropolitan Atlanta Performance Report, completed by GRTA in 2010, updates the annual MAP report which tracks Atlanta's transportation system performance. Initiated by the region's transportation agencies in 2003, the MAP measures annual mobility, transit accessibility, air quality, safety, customer satisfaction, and transportation system performance. Among others, travel time index and buffer time index were used to measure performance related to congestion. The report provided useful statistics reporting performance for certain interstate segments in metropolitan Atlanta.

The study area is not precise but appears to cover much of the ARC 13-county region. Interestingly, measurement of I-20 East outside the perimeter transportation facilities is not included. An effective element of the study is the comparison of performance measures with similarly sized metropolitan areas across the country, Charlotte, Dallas, San Diego, Chicago, and Seattle. Though Atlanta's lack of density may skew some measures, the ARC region rates low-to-middle in performance when compared to these cities.

16.2 Findings Relevant to the I-20 East Transit Initiative

General findings include:

- Pavement condition continues to worsen
- Freeway congestion improved for the third consecutive year
- Daily VMT decreased again, continuing a trend from 1998
- Crash clearance dropped to 32 minutes for tractor trailers and 18 minutes for other vehicles
- MARTA revenue service increased for the third consecutive year. Passenger trips per transit service hour, a measure of transit efficiency, increased to 46 for MARTA, and decreased to 16 for the other transit providers
- C-TRAN, Cobb Community Transit (CCT), Douglas County Rideshare (DCR), GRTA, Gwinnett Transit, and VPSI posted increases in transit passenger miles traveled and the transit passenger boardings
- Vehicle emissions were cut in half since 2000
- The number and rate of crashes dropped but pedestrian fatalities increased
- Approximately two-thirds of Atlanta's residents rated roadway conditions, traffic flow, and safety "excellent" or "good". GRTA Xpress customers appeared highly satisfied with service performance

Relevance to the I-20 East transit initiative is limited. The study area limited the evaluation of I-20 East to the segment inside the I-285 perimeter where congestion is

much less of an issue than for the segment outside the perimeter, which was not included in performance evaluation. As a result, the segment of I-20 East inside the perimeter performs well in comparison with other interstate segments in the region.

Because the study only measures existing facilities and services, the I-20 East Transit Initiative is not mentioned.

16.3 Public Involvement

The study did not include a comprehensive public involvement effort; however, the study referred to the results of a survey of public satisfaction conducted for GDOT by Georgia State University in 2008. Additionally, the report was posted for public review on the GRTA website.

17.0 IMAGINE DOWNTOWN

17.1 Study Overview

Prepared by Central Atlanta Progress and the Atlanta Downtown Improvement District in 2009, Imagine Atlanta is an update of a 2004 documented vision for redevelopment within the study area which covers four square miles of the center city and comprises multiple neighborhoods. Plan boundaries include North Avenue on the North, I-20 on the South, Northside Drive on the West and Boulevard on the East.

17.2 Findings Relevant to the I-20 East Transit Initiative

Though not specifically mentioned in the study, the land use/transportation planning and economic development efforts will complement and promote transit oriented development in downtown and including the potential station area for I-20 East Transit at Turner Field Station. The MARTA network as a whole could benefit from livability and sustainability enhancements in Downtown such as promoted through Imagine Atlanta. In addition, mobility improvements recommended in the plan may directly increase ridership as a whole and indirectly the I-20 East Transit.

17.3 Public Involvement

The public involvement process featured Core Team meetings (approximately 50 key stakeholders), twenty one-on-one stakeholder interviews, and a public forum workshop (80 participants). In total, the Imagine plan collected information from 1,900 online survey participants, 150 Core Team leaders and over 500 stakeholders who participated in Focus Area workshops. The workshops were three-day long planning charrettes that assessed existing conditions were assessed and planning exercises were overlaid to develop the final plan. The five selected Focus Areas were Jones/Simpson/Alexander (JSA)–McGill Corridor, Eastside/Auburn Avenue, Peachtree Corridor, Terminus, and the South Central Business District (CBD).

The Public Forum was held in November 2008 and was attended by 80 participants. It included facilitated activities covering growth and development, mobility, and livability/attractions.

Outcomes of the public involvement process included:

- Project information conveyed to Core Team, stakeholders and the public
- One of the outcomes of the public workshops was the selection of focus areas

The outcomes of the Public Forum were consensus on the study vision, mission, and principles, strategic development issues, and projects with four levels of priority.

18.0 ATLANTA CONGESTION MANAGEMENT PROCESS DATA COLLECTION AND REPORTING

18.1 Study Overview

Completed by ARC in Spring 2009, the CMS technical memorandum documented collection of extensive traffic count data. The study collected travel speed data on two hundred (200) centerline miles of 57 specific non-interstate/non-freeway roadway corridors using GPS-equipped vehicles.

18.2 Findings Relevant to the I-20 East Transit Initiative

The study was specifically limited to non-interstate corridors; therefore, the relevance to the I-20 East Transit Initiative is limited. It has been consistently demonstrated that I-20 East is heavily congested during peak periods and that any transit initiative beyond the current GRTA Xpress Bus routes will help enhance LOS. The map shows what appears to be Memorial Drive as having a 1.31 to 1.42 Travel Time Index (LOS C) and a Rockdale County corridor (SR 138) having a 1.31 to 1.36 TTI (LOS C). Other corridors near or within the I-20 East study area were not studied.

18.3 Public Involvement

This is an intensive, data-oriented analytic study designed to identify specific high congestion roadway segments and intersections in the Atlanta region. As a result, no public involvement was required or documented.

19.0 DEKALB COMPREHENSIVE PLAN

19.1 Study Overview

The 2005-2025 update of the 1996 DeKalb County Comprehensive Plan was completed in 2005 and met DCA requirements by providing a Community Assessment, Community Participation Plan, and a Community Agenda for the study area, DeKalb County.

The Community Assessment:

- Identified the county's potential issues and opportunities
- Analyzed development patterns by creating an existing land use map, identifying areas requiring attention, and recommending character areas
- Determined consistency with quality community objectives

- Provided supporting data and information

The Community Agenda:

- Measured and forecasted historic and future demographic trends
- Identified geographic features that impact development
- Noted existing complex intergovernmental coordination efforts
- Assessed multimodal transportation system
- Presented existing land use and development patterns
- Identified and described areas requiring special attention as well as character areas
- Developed a consensus-built vision for the future of DeKalb County
- Offered a future development concept and implementation program

19.2 Findings Relevant to the I-20 East Transit Initiative

The DeKalb Comprehensive Plan provided supportive demographic data by showing existing and future growth trends in the I-20 East corridor. Existing land use and development patterns were provided. Areas requiring special attention were identified in the I-20 East study area.

The Plan resulted in a vision that supports the I-20 East Transit Initiative:

By 2025, DeKalb County will consist of walkable communities connected to recreational and greenspace areas by trails and sidewalks. The County will develop with less sprawl and include a full range of affordable housing opportunities with neighborhoods protected and enhanced with compatible development. DeKalb County will have seen the redevelopment of declining neighborhoods with stable, established residential neighborhoods maintained at the densities upon which they were originally developed. The County will have a strong economic base, including job and training opportunities. DeKalb County will protect the environment, resulting in cleaner air and water; along with an effective transportation system that results in less congestion and increased use of alternative modes of travel. Overall, the County will have strong citizen involvement, which fully participates in the planning and development process to improve the quality of life for all residents.

The Plan provided a future development map that showed land use objectives compatible to I-20 East Transit Initiatives. The Plan also gave a comprehensive view of public support for quality growth objectives.

19.3 Public Involvement

DCA requires the preparation and implementation of a Community Participation Plan. The DeKalb County Participation Plan:

- Identified stakeholders

- Developed effective techniques for soliciting participation and input
- Scheduled the development of the Community Agenda

Using the slogan “*Bringing residents together to address the needs of tomorrow,*” the study team employed the following public involvement techniques:

- Community Council – presenting to existing organization, the Community Councils, the team benefited from an informed audience gathered to enhance the needs of the DeKalb communities.
- Regular press releases from the County’s Communications Department to inform about upcoming meetings and the plan milestones
- Public Service Announcements – utilized existing public service announcement infrastructure
- Newspaper Advertisements – in commonly read newspaper sections to satisfy legal requirements for meetings and to inform the public about meeting locations and times
- Website - in addition the traditional approach of mail outs, emails and post cards, information was also posted on the County webpage

Outcomes of the public participation process enhanced the final product. Public responses to selected questions follow:

Community Change

- Improve traffic congestion on major roads
- Increase greenspace
- More recycling areas

Community Preservation

- State and National Parks
- Historic and cultural sites and buildings
- Stable single family neighborhoods
- Greenspace connectivity
- Existing nature preserves
- Historic architectural character of residential neighborhoods

Community meetings were held in each commission district and were designed to increase public awareness, present State mandated requirements, and record public comments and reactions to the current plans

20.0 CONNECT ATLANTA

20.1 Study Overview

To meet identified future needs, the City of Atlanta developed and adopted a Comprehensive Transportation Plan (CTP) in 2009 to ensure mobility, continued economic growth, and desired quality of life for citizens and visitors. Connect Atlanta (the city's first CTP), was prepared to ensure that Atlanta continues to lead the region in efficient, effective and affordable transportation.

The six chapters in the final plan include the Transportation Action Plan, Challenges and Needs, Community Outreach, Candidate Project Concepts, Project Evaluation, and Implementation.

20.2 Findings Relevant to the I-20 East Transit Initiative

There was little work documented on the I-20 corridor. The rapid transit map does not include I-20. There is mention of the I-20 East BRT from MARTA's Garnett Station to Southwest DeKalb County among project in RTP relevant to the City.

Public involvement results suggest that transit should be highest transportation priority for City. The survey revealed that 80% believe rail transit should be highest priority.

20.3 Public Involvement

Public involvement techniques employed during the study included one-on-one stakeholder interviews, focus groups, website, online survey, technical committee, stakeholder committee, visioning meetings, concept and design workshops, district prioritization work sessions, open houses, council work sessions, plus efforts to piggyback on other organizations.

A sample of outcomes of the extensive public involvement included:

- Transit reliability and bus stops
- Feeder systems
- Last mile connectivity
- Shorter headways
- Roundabouts
- Pedestrian improvements including mid-block crossings
- Too many one-way streets
- Route freight around Atlanta
- Charge trucks
- Rail transit should be top priority

21.0 ARC REGIONAL COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

21.1 Study Overview

ARC completed the Human Services Transportation Plan in 2007. The Federal Transit Administration (FTA) defines a coordinated plan as a unified, comprehensive strategy for public transportation service delivery that identifies the transportation needs of individuals with disabilities, older adults, individuals with limited incomes, prepares strategies for meeting these needs, and prioritizes services. Coordination of services enhances transportation access, minimizes duplication of services, and facilitates the most appropriate cost-effective transportation services. The study area was the 18-county ARC region.

The study identified and quantified the federal funding sources and the legal fund recipients. Demographic data was presented and assessed with a focus on transit dependency. Coordinating agencies were listed. Existing transit service in the region was inventoried and mapped. An interesting map was the buffered map showing transit service with accompanying service area (3/4 mile around the service).

21.2 Findings Relevant to the I-20 East Transit Initiative

The I-20 corridor is shown in the plan's regional maps depicting demographic analysis. The goal to "maximize the resources available for regional Human Services Transportation through coordination in planning, service delivery, and reporting" and accompanying objectives framed ongoing relationships between service providers.

Proposed projects are to meet proposed goals and objectives. Recommended projects do not appear to impact the I-20 East corridor.

21.3 Public Involvement

The public involvement process included public information meetings, speaking engagements and presentations to HST stakeholder groups, a website and publication in the regional transportation newsletter.

A Steering Committee comprised of public, private, and nonprofit providers was used to create goals and objectives and further advise the study team in plan development.

Outcomes of the public involvement process included the following public input

- A sample of study priorities requested by the public follow:
 - Central/consolidated resources for access to services
 - Education of availability of services
 - Service improvement in services
 - Elimination of jurisdictional barriers as limitations to service
 - Make HST transportation more affordable
 - Use providers that understand the population they are serving

- Utilize ITS
- Public perceived barriers to be overcome
 - Availability of appropriate services
 - Administrative/bureaucratic process of applying for services
 - Costs of services is a barrier to working poor for those not eligible for social programs
 - Long headways/wait times
 - Language
 - Underserved areas
- Comments about regional providers
 - Not enough
 - No grants for start-up businesses
 - Need to compile local destination inventory to obtain 5310 funds
 - Insurance is expensive
 - Exchange customers at MARTA stations
 - Coordination of schedules
 - Share vehicles to utilize excess capacity
 - No door-to-door service

22.0 ATLANTA FREIGHT MOBILITY PLAN

22.1 Study Overview

This is a 2008 data-driven study of the impact of freight movement on Atlanta's transportation system. The emphasis was on the truck, rail and air modes of goods movement across the arterial roadway system, railroads, and airport. The study area was the 18 county ARC region.

22.2 Findings Relevant to the I-20 East Transit Initiative

Mondays through Wednesdays were noted as the region's heaviest truck movement days in the week. Bottlenecks were identified but none on I-20 despite the I-20/I-285 issues. The top three bottlenecks were shown to be I-75/I-285 north, I-85/SR 316 (prior to the opening of the latest improvements), and I-85/I-285 north (Spaghetti Junction). A recommendation pertinent to I-20 is that through truck traffic should be allowed on off-peak hours.

A map showing the priority network facilities for freight movement was developed based on data collected. As with all interstates, I-20 is on the map along with north-south intersecting routes such as SR 11, SR 138, SR 20, SR 124, I-285, SR 155, and the I-75/I-85 connector.

Freight movement historically, currently and in the future is essential to preserving and furthering the region's economy. As a result, coordination between transportation, land use, and commodity flow will continue to be essential in regional decision-making.

22.3 Public Involvement

Public involvement consisted of O/D surveys, bottleneck mapping exercise, stakeholder surveys and interviews, ARC Freight Task Force, technical advisory committee and steering committee.

An extensive effort to involve the private sector freight community in data collection and decision-making secured ARC's positive relationship with the private railroad and trucking companies actively moving goods in the region. The relationship further developed during the truck route plan and continues as ARC seeks to properly assign available funding for freight movement purposes.

The data collection effort was able to identify and track movement throughout the region. Actual drivers were interviewed and others surveyed to paint the picture of commodity flow in the region. As a result, bottlenecks were identified and mapped and solutions were recommended.

Outcomes of the public involvement process included:

- Project information was offered to participants
- Collected private sector freight information
- Successfully initiated long-term private sector involvement from shippers, truckers, and railroads in the region
- Identified freight-related bottlenecks from public and private sectors
- Proposed recommended solutions

23.0 ARC STRATEGIC TRUCK ROUTE MASTER PLAN

23.1 Study Overview

The 2009 ASTRoMaP study was designed to focus the Atlanta Freight Mobility Plan on roadways and trucks to pinpoint where specific roadway improvements can encourage drivers to travel on roads built to accommodate trucks. The study tried to avoid truck prohibitions and focus on implementable enhancements. The study area is the 18 county ARC region.

A specific percentage of project programming will be reserved by ARC for improving freight movement.

23.2 Findings Relevant to the I-20 East Transit Initiative

A continued effort to reach out to trucking companies was augmented. The final ASTRoMaP system was developed in cooperation with truckers and included all interstates plus SR 11, SR 81, SR 20 and SR 155 in the I-20 East corridor. ASTRoMaP will be publicized and encouraged for use by truckers and dispatchers. In addition, projects on the system will be included in future RTPs and TIPs. Three projects were recommended in the I-20 East corridor-SR 20/I-20 and two projects on Wesley Chapel/Hairston Road.

23.3 Public Involvement

Five public meetings were conducted in freight-sensitive areas including Duluth, Bolton Road (Atlanta), north Fulton, Douglasville, and Rex in Clayton County. Public input was widely varied and included several recommended specific truck prohibitions in their area.

Other valuable outcomes of the public involvement process included:

- Publicize the truck route map and include on GPS/MapQuest to encourage truckers to use appropriate roadways.
- Encourage alternative technologies
- Find ways to allow residential and business communities to coexist with trucking (land use and road improvements).
- Prepare for the increasing truck traffic from expanding Port of Savannah and improved Panama Canal
- Consider roadway aesthetics
- Increased relationship building between ARC and the private sector trucking companies was achieved by one-on-one interviews and regular, time-sensitive meetings of the ARC Freight Task Force.

24.0 MARTA INNER CORE TRANSIT FEASIBILITY STUDY (BELTLINE/C-LOOP)

24.1 Study Overview

The Inner-Core Concept is a combination of the Beltline and the C-Loop transit corridors proposed for connecting residential neighborhoods, urban villages and activity centers. The study area established as the Inner-Core is 29,115 acres in central Atlanta that included the heart of historic Downtown Atlanta, Midtown, and the surrounding residential neighborhoods. Approximately 75 percent of the study area is located within the incorporated limits of the City of Atlanta with the remainder in unincorporated DeKalb County.

This 2005 study described the two studies and assessed transit needs within the inner core of Atlanta. It also identified appropriate transit investments to meet those needs, including expanded use of the existing transit system.

24.2 Findings Relevant to the I-20 East Transit Initiative

The study divided the study area into eleven zones. One zone was labeled Zone 4, which overlapped two other zones and included I-20 east, Moreland Avenue, Memorial Drive, and Candler Road.

Common among all project scenarios developed was BRT service in Zone 4, specifically the I-20 East Corridor. Additionally transit oriented development was discussed for all station areas.

24.3 Public Involvement

The study's community involvement and public agency involvement plan was entitled *The Community and Agency Participation Plan*. The Plan:

- Established the Stakeholder Advisory (SAC) and Technical Advisory Committees (TAC) to provide direction and guidance
- Required four rounds of public meetings
- Identified community issues and interests through public outreach activities
- Clarified the project purpose and need and definition of goals and objectives
- Identified study area resources and defined plans and concepts.

Outcomes of the public meetings:

- Public support for the BeltLine
- Other potential projects were identified
- Questions were answered about the process including right-of-way acquisition

25.0 KEY FINDINGS

Throughout the study review, key findings relevant to the I-20 East Transit Initiative were listed in each specific study description. This section summarizes key findings generated from the study of metropolitan Atlanta's southeast area.

Described in more detail below, the unprecedented public involvement effort throughout the past decade in southeast metropolitan Atlanta, produced a wide variety of results but consistently, the population expressed consensus that transit is a viable and accepted transportation solution.

Other key findings include:

- Costs of transit alternative solutions for I-20 East were estimated at \$987 million for LRT, \$1.1 billion for HRT, and \$470 million for BRT
- HOT lanes should be considered for I-20 inside the perimeter coupled with interchange improvements at I-20/I-285 east. That interchange was identified as a regional bottleneck. The interchange improvements and HOT lanes are in the long range RTP
- Three East Line infill stations should be considered (Hulsey, Pullman, and Old Avondale)
- I-20 East has the highest percentage of truck traffic (15%) in the region
- Partial funding for the I-20 East BRT is in the RTP and TIP. It is also included in Concept 3
- Park and ride lots were recommended on I-20-Panola Road, Sigman Road, and Church in the Now
- The new MMPT would serve as the I-20 East western terminus and offer connectivity with other transportation modes including proposed streetcar, commuter rail, MARTA rail and bus, CCT, and GRTA Xpress.
- Local and regional land use plans encourage transit oriented development along the I-20 East corridor.
- Pedestrian and bicycle connectivity was encouraged by local and regional plans to enhance access to transit

26.0 PUBLIC INVOLVEMENT SUMMARY

A major conclusion after summarizing the 35 studies conducted in metro Atlanta's southeast quadrant related to the I-20 East corridor is that thousands of residents and businesses have been significantly involved in one or more transportation study over the past decade. Determining the success of public involvement programs is difficult but the cumulative effort and subsequent participation of residents, providers, and users was remarkable. Though difficult to quantify, the results of comprehensive involvement are successful and accepted plans and subsequent needed projects.

A review of the studies' cumulative public involvement reveals that transit services are a popular mobility solution to existing and future transportation, land use, and development issues even outside the perimeter. Consistently, more than a majority of participants support more transit. The Connect Atlanta study revealed that 80% of respondents suggest that transit should be the City's number one transportation priority. After that the consensus breaks down as various modes of transit are evaluated but support for BRT outside the perimeter remains consistent.

If required by future study and if resources are available, a comprehensive database of study participants (stakeholders, policy-makers, staff, residents and businesses) could be built from the 35 studies because it appears that most studies included a list of participants in their Appendices. A comprehensive database of those interested in

transportation and land use studies in metropolitan Atlanta's southeast quadrant could be useful in future study.

Consistent transportation themes rendered from the selected studies follow:

- Techniques employed seem consistent throughout the studies. Advisory Committees and stakeholders with local knowledge were heavily relied upon to help steer studies. WebPages were also predominant as were media and agency relations and public open houses.
- Several studies were technical in nature and only staff, consultants, and policy-makers were involved.
- Strong support for transit alternatives was generally consistent throughout, though the South DeKalb Lindbergh Corridor MIS mentioned some NIMBY opposition to rail improvements
- Significant effort was made to include populations previously uninvolved such as environmental justice communities. Special interest stakeholders, clergy, minority news outlets, and other focused sources were tapped to collect input from those previously underrepresented.
- When asked, participants were consistently supportive of investing additional funding in transportation alternatives.
- Day long focus groups and charrette-type workshops, when employed, were successful in generating input and enthusiasm for the study. Positive contributions by participants demonstrate not only the success of the techniques but also the community support for public transportation improvements.
- Though most of the public involvement was designed more to distribute information than to collect, generally, the public consistently supported controlled growth (including TOD) and alternative transportation solutions.