I-20 East Transit Initiative

Public Meetings

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

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

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

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

Jacobs JJG
• Pat Smeeton – Consultant Project Manager
• Jonathan Webster, AICP – Project Planner

Sycamore Consulting
• Jen Price – Public Involvement

Planners for Environmental Quality
• Inga Kennedy – Public Involvement
• James Davis – Public Involvement
Project Background

Timeline of Previous Studies:

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

• Detailed Corridor Analysis (DCA) - Detailed Corridor Analysis (DCA) - Update the previous planning efforts to reflect changes in travel trends, land use, and demographics. Build upon previous planning efforts regarding alignments, station locations, and modes. Result of DCA will be an updated Locally Preferred Alternative (LPA).

• Draft Environmental Impact Statements (DEIS) - In-depth, environmentally focused study centered on the natural, social, cultural, and physical impacts and benefits of potential transit investments. Required for all federally funded transportation projects.
Project Implementation Timeline

I-20 EAST CORRIDOR
FTA PROJECT DEVELOPMENT PROCESS

1. Feasibility Study and Alternatives Analysis

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

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

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

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

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

7. Revenue Operation
I-20 East Transit Initiative Schedule

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

Range of outreach techniques to be undertaken, such as:

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

- Federal, State, and Local Elected Officials
- Neighborhood Associations
- Corridor Residents
- Business Leaders
- Civic and Religious Institutions
- Local Government Staff
- Community Groups
Stakeholder Interviews: What We Heard

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

- Population and Employment Growth
- Travel Patterns
- Increasing Transit Demand
- Transit Dependant Populations
- Increasing Congestion Levels
<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2030</th>
<th>Change</th>
<th>Growth</th>
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<tbody>
<tr>
<td><strong>Population</strong></td>
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<tr>
<td>I-20 East Corridor</td>
<td>449,000</td>
<td>566,000</td>
<td>117,000</td>
<td>26%</td>
</tr>
<tr>
<td>Atlanta Region</td>
<td>4,944,939</td>
<td>7,377,951</td>
<td>2,433,012</td>
<td>49%</td>
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<tr>
<td><strong>Employment</strong></td>
<td></td>
<td></td>
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<tr>
<td>I-20 East Corridor</td>
<td>213,000</td>
<td>312,000</td>
<td>99,000</td>
<td>47%</td>
</tr>
<tr>
<td>Atlanta Region</td>
<td>3,003,487</td>
<td>3,835,118</td>
<td>831,631</td>
<td>28%</td>
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- 2005 - 2.6 million daily person trips to and from the study area.
- 2030 - up 36% to 3.5 million daily trips.

Source: Atlanta Regional Commission, Travel Demand Model
<table>
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<tr>
<th>AM Westbound Congestion</th>
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- Between 2005-2030 the percentage of daily travel in congested conditions on major corridor roadways is expected to increase by 63%.
- Congested conditions on I-20 are projected to increase 100%, from 5 to 10 hours per day.
- The average travel speeds on I-20 are expected to decline from 39-31 mph in AM peak and 37-27 mph in PM peak.
Increasing Corridor Congestion

2005 Congested Roadways
Increasing Corridor Congestion

2030 Congested Roadways
• Majority of persons utilizing I-20, travel to and from Downtown/Midtown Atlanta in the peak hours.
• The Downtown and Midtown Business Districts represent the most concentrated employment destination for commuters who live in the corridor.
• Employment destinations in north DeKalb County (Emory-CDC, Perimeter) and north Fulton County (Buckhead, Perimeter, GA 400) are also major draws for corridor residents.
Increasing Transit Demand

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

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<tr>
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<th>2005</th>
<th>2030</th>
<th>Change</th>
<th>Growth</th>
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<tr>
<td>Transit Trips</td>
<td>143,700</td>
<td>253,000</td>
<td>109,300</td>
<td>76%</td>
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<tr>
<td>All Trips</td>
<td>2,585,700</td>
<td>3,515,800</td>
<td>930,100</td>
<td>36%</td>
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Sources: Atlanta Regional Commission, Travel Demand Model; MARTA; GRTA; I-20 East Corridor Study (2001)
Transit Dependent Populations

• Percentage of zero-car households in the corridor is more than twice the regional average.

• High concentrations can be found adjacent to I-20 East surrounding the Atlanta CBD, in Reynoldstown, Edgewood, and East Atlanta neighborhoods.

• Outside the perimeter concentrations can be found adjacent to I-20 along Wesley Chapel Road, and in the Lithonia and Conyers areas.

<table>
<thead>
<tr>
<th></th>
<th>Households</th>
<th>Zero Car Households</th>
<th>Percentage</th>
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<tr>
<td>I-20 East Corridor</td>
<td>147,311</td>
<td>22,542</td>
<td>15%</td>
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<tr>
<td>Atlanta MSA</td>
<td>1,504,871</td>
<td>110,401</td>
<td>7%</td>
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<tr>
<td>State of Georgia</td>
<td>3,006,369</td>
<td>248,546</td>
<td>8%</td>
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Source: U.S. Census 2000
The purpose of the I-20 East Transit Initiative is to provide transit investments that enhance east-west mobility and improve accessibility to residential areas and employment centers within the corridor. This regionally significant transportation corridor is characterized by limited travel options and high levels of delay and congestion.
Keypad Voting Exercise

• You will use this keypad to select your response
• The last number you press will be recorded
• You cannot vote multiple times
• These are not magic remotes they will not work on anything else... Please leave here – Thank you!!
Identified Corridor Issues

Which corridor issue is the most critical to you?

**Public Voting Results in Red**

1. Increasing traffic congestion in corridor  (22.6%)

2. Limited travel choices - I-20 is the only real corridor that provides east-west mobility between downtown Atlanta and Mall at Stonecrest  (33.9%)

3. Lack of travel time competitive transit service in corridor  (24.2%)

4. Areas of the corridor are in need of revitalization  (11.3%)

5. There are high levels of traditionally underserved populations  (8.1%)
## Project Goals

Which project goal is the most important to you?

**Public Voting Results in Red**

| 1. | Improve East-West Mobility (19.0%) |
| 2. | Improve Travel Options in Corridor (19.0%) |
| 3. | Improve Accessibility to Jobs and Housing (14.3%) |
| 4. | Improve Transit Service for Underserved Populations (4.8%) |
| 5. | Promote Economic Development/Revitalization (22.2%) |
| 6. | Encourage Transit Supportive Land Use and Development Patterns (9.5%) |
| 7. | Minimize Impact to Social and Natural Resources (1.6%) |
| 8. | Promote Cost Effective Transit Investments (0.0%) |
| 9. | Enhance Regional Transit Connectivity (9.5%) |
# Reasons for Riding Transit

What is the primary reason you would ride a new transit service in the I-20 Corridor?

*Public Voting Results in Red*

1. Work *(40%)*
2. Shopping *(9.2%)*
3. Airport *(3.1%)*
4. Sporting/cultural events *(16.9%)*
5. Education *(6.2%)*
6. Religious services *(1.5%)*
7. Social/recreational *(12.3%)*
8. Other *(10.8%)*
Transit Technologies to be Studied in the I-20 Transit Initiative
Bus Rapid Transit (BRT)

- Limited stop service
- Rivals rail speeds
- Operates in exclusive or shared Rights-of-Way
- Less expensive to construct and operate than rail, but lower capacity
- Usually features dedicated stations
**Light Rail Transit (LRT)**

- Powered by overhead catenary wires
- Usually in exclusive Rights-of-Way, but can operate in mixed traffic
- Lower capacity than HRT, but less expensive to construct
- Higher capacity than BRT, but more expensive to construct and operate
Heavy Rail Transit (HRT)

- High speed, very high capacity
- Grade-separated Rights-of-Way
- Electric railway and/or overhead catenary wires
- High-platform loading
- More expensive to construct than LRT, BRT
- Potential to be obtrusive in neighborhoods and limit connectivity
Transit Technologies

Which transit technology is the most appropriate for the I-20 Corridor?

Public Voting Results in Red

1. Bus Rapid Transit  (22.7%)

2. Light Rail Transit  (50.0%)

3. Heavy Rail Transit  (27.3%)
Questions/Comments
## Contacts

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<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Office Address</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
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<td>MARTA Project Manager</td>
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<td>404-848-8292</td>
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<td>Consultant Project Manager</td>
<td>400 Colony Square</td>
<td>678-333-0450</td>
<td><a href="mailto:pat.smeeton@jacobs.com">pat.smeeton@jacobs.com</a></td>
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<td>1201 Peachtree St, Ste 1905</td>
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<td>Atlanta GA 30361</td>
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