



FREQUENTLY ASKED QUESTIONS

2018

  Northbound

What is the More MARTA Atlanta program?

The More MARTA Atlanta program is a collaborative partnership between MARTA and the City of Atlanta to develop and implement a program of transit projects that will create a world-class sustainable transportation system for our growing and evolving city. After months of public input, technical analysis and performance measures, the MARTA Board of Directors on October 4, 2018, officially set in motion the city's largest transit expansion in more than four decades.

What projects are in the More MARTA Atlanta program?

More MARTA Atlanta includes a wide range of transit enhancements and projects designed to improve city-wide connectivity — including light rail expansion, various rapid transit options (Bus Rapid Transit - BRT, Arterial Rapid Transit - ART), new transit centers, new fixed-route bus service and station upgrades.

Do Fulton, DeKalb and Clayton County residents have to pay into the More MARTA Atlanta program?

The More MARTA Atlanta program is funded by a half-cent dedicated sales tax, passed in 2016 within the City of Atlanta. As it is a sales tax, only persons making purchases where sales tax is paid within the City of Atlanta will be contributing to the More MARTA Atlanta program.

How much will the More MARTA Atlanta sales tax generate?

The sales tax is expected to generate approximately \$2.7 billion over the next 40 years.

Will More MARTA Atlanta provide expanded heavy rail options to Clifton Corridor or along I-20?

The More MARTA Atlanta program does not currently include plans for heavy rail. However, light rail transit (LRT), which includes a dedicated transitway and traffic signal pre-emption, is being planned for the Clifton Corridor as well as along the Atlanta BeltLine, Campbellton Road and across downtown Atlanta.

What are LRT, BRT and ART modes?

LRT – Light Rail Transit

LRT is typically an electric railway (like a trolley or streetcar) with a smaller capacity than heavy rail trains. It is characterized by rail cars operating singly (or in short trains) on fixed rails within city street right-of-way, similar to the Atlanta Streetcar, or in a dedicated right-of-way.

BRT – Bus Rapid Transit

BRT is a fixed-route bus mode characterized by bus-only lanes, defined stations and traffic signal priority. These features will help buses bypass congestion and make bus travel faster and more efficient throughout Atlanta.

ART – Arterial Rapid Transit

ART is envisioned as a network of fast and frequent enhanced bus transit routes on existing high-density corridors serving “transit lifestyle” market areas. ART bus service will typically operate in mixed traffic with other vehicles and is characterized by short wait times, traffic signal priority and enhanced stops.

To see examples of LRT, BRT, and ART vehicles, visit: www.itsmarta.com/uploadedFiles/MARTA_101/Why_MARTA_ServiceTypesMatrix.pdf

MORE MARTA ATLANTA FAQ

How long will the More MARTA Atlanta program take to complete?

The recommended project list is planned for implementation over the next 40 years, depending on funding availability, adding major improvements that will give Atlanta a more robust transit network. This network will address Atlanta's growing population, spur economic development and provide more options for first- and last- mile connectivity. The More MARTA Atlanta program will consider innovative and traditional financing options, such as bonding against the sales tax revenue stream, to accelerate the implementation of projects.

How does the ATL affect the More MARTA Atlanta program?

The Atlanta-region Transit Link Authority, also known as “the ATL”, is a regional transit governance and funding structure, that provides opportunities to improve regional transit mobility and collaboration in the 13-county metropolitan Atlanta region. More MARTA Atlanta supports the intent and mission of the ATL, giving both authorities a platform for further collaboration and cooperation. The ATL will be a planning partner, working to bring a seamless multimodal experience to customers, and may bring increased opportunities for transit funding within the city of Atlanta.

What are the benefits of the More MARTA Atlanta program? When will we begin to see its impact?

City of Atlanta residents are already saving time and receiving more transit service from the collection of the More MARTA Atlanta sales tax. Since the More MARTA Atlanta sales tax began collections in early 2017, MARTA has placed 14 new bus routes into operation and expanded the hours of operation on numerous routes. Future benefits include providing enhanced service to 126 city of Atlanta neighborhoods and increasing access to 350,000 jobs throughout the city.

What new technology will be included in the More MARTA Atlanta program?

With the introduction of LRT, BRT and ART, the More MARTA Atlanta program will introduce new technologies throughout the city. Technologies typically deployed in conjunction with these modes include traffic signal prioritization, real-time bus information, state-of-the-art fare collection systems, emergency response and video surveillance systems, and on-board Wi-Fi. As corridor project planning and design is advanced over the next several years, MARTA will consider other emerging technologies, such as autonomous, electric and connected (equipped with Internet access and a wireless local area network) vehicles.

What is an integrated transportation network, and how does that benefit me?

An integrated transportation network means that the various parts of our multimodal transportation system — sidewalks, bikeways, bike share, buses, rails, roadways, rideshare providers, and more — layer and link together. These linkages provide connectivity to allow as many people as possible to make the trips they need to live, work and play.

Will More MARTA Atlanta get me to destinations, such as work or school, any faster?

Yes. More MARTA Atlanta will expand access to 350,000 jobs, 115 schools, 77 medical facilities and numerous activity centers. The program will improve local bus service by increasing bus frequency and expanding hours of service (including nights and weekends), serving more areas throughout the city. Many of these improvements have already been made! The following More MARTA Atlanta service has implemented:

- 3 new local bus routes
- 1 new express bus route
- 10 new community circulators
- 3 routes timed to align with rail service
- 32 routes with increased service frequencies
- 32 routes with increased spans of service

MORE MARTA ATLANTA FAQ

I recall seeing a long list of projects for More MARTA Atlanta. What happened to that list? Did we vote on the list of all the projects?

Atlanta voters asked for MARTA expansion by approving a half-cent sales tax in 2016, and program partners began with a long list of projects. The team then analyzed project data, performance measures and incorporated public input through a robust public outreach program. With a budget of \$2.7 billion generated by the sales tax, the partners began narrowing the list to projects and enhancements that met the [guiding principles](#) of the program. The projects range from service enhancements and upgrades to expansions and new service opportunities. Public engagement spanned two years. The latest round of public input was solicited from May to August 2018 via email, online surveys, community meetings, face-to-face engagement activities and a dedicated phone line. More than 7,000 completed surveys were collected and that feedback helped shape the recommended project list.

Who provides oversight for the More MARTA Atlanta program?

More MARTA Atlanta is governed by a collaborative partnership between MARTA and the City of Atlanta, with input from the Atlanta BeltLine, Inc. An Intergovernmental Agreement (IGA) between the City of Atlanta and MARTA was approved in early 2017 and establishes the roles and responsibilities of each partner in advancing the More MARTA program.

Will funds collected for More MARTA Atlanta be invested now or in the future?

Since the More MARTA Atlanta sales tax began collections in early 2017, the initial phase of bus service enhancements and expansion have already been implemented. Funds will also be invested in mid- to long-term projects such as new LRT, BRT, and ART modes for future system expansion.

Many things can change over 40 years. How are we addressing the fact that new technology will likely be available during the time the projects are being built?

During the project development phase, trending/developing technologies will be considered during every phase of project development. While MARTA wants to remain on the cutting edge of technology, the agency will implement those that are both innovative and proven in terms of benefits to the customer.

Tell me more about the station enhancements proposed in the More MARTA Atlanta program.

Station enhancements proposed within the program include new elevators, crosswalks, sidewalk extensions, wayfinding signs, messaging boards and overall beautification/improvements for the stations.

What factors went into prioritizing projects to include in the More MARTA Atlanta program?

Prior to the November 2016 referendum vote, projects were identified from existing plans, public input and in concert with a set of adopted guiding principles that were agreed upon by both the Atlanta City Council and the MARTA Board of Directors. Factors that were considered included project costs, ridership potential, access to jobs, geographic distribution of projects and other factors that were based on the adopted set of guiding principles. The universe of projects fell into three primary categories:

- Light Rail Transit (LRT) and Bus Rapid Transit (BRT), as well as station enhancements and in-fill stations;
- Bus service improvements, which consist of Arterial Rapid Transit (ART) and local frequent bus route improvements; and
- Pedestrian improvements, which include wayfinding, cross-block improvements, sidewalk enhancements and other pedestrian-use projects.

Other prioritization factors:

- Used 14 measures to evaluate projects that were based on the adopted guiding principles; and
- Evaluated costs, ridership, access to jobs and geographic distribution of projects.

MORE MARTA ATLANTA FAQ

How do you plan to roll out these projects? What are the schedules? How soon will we see a project up and running?

A specific project implementation program is currently being developed by the More MARTA Atlanta Program Management Office (PMO). Each project will be reviewed for the project type and breadth of project scope. The team will also review technical challenges, potential project schedules and cost. An overall prioritization methodology of projects will be developed and presented to the MARTA Board of Directors by mid-2019.

How will these projects be funded? Will local and/or federal dollars be used?

The initial project cost estimates assume that most high cost capital projects (i.e., LRT and BRT projects) are assumed to be funded with 50% local money and 50% federal money. Most smaller scale projects are assumed to be funded with 100% local money. Federal funding participation is a variable factor dependent upon timing, available congressional funding, project readiness and project performance. These projects are anticipated to be funded based on project type as listed below:

- Light Rail Transit (LRT) projects are split 50% local, 50% federal, except for the Atlanta Streetcar East Extension project, which is expected to be funded locally.
- Bus Rapid Transit (BRT) projects under \$150M are funded locally, while BRT projects above \$150M are split 50% local, 50% federal.
- Arterial Rapid Transit (ART) projects are funded locally.
- All other projects are funded locally.

Where can I find up-to-date information on the More MARTA Atlanta program?

Follow the program online at itsmarta.com/moremarta

If I have additional questions about the More MARTA Atlanta program, who can I call?

You can contact us by email or phone at moremarta_atlanta@itsmarta.com or (404) 848-4135.