MARTA’s blueprint for the future
TODAY’S AGENDA

• About MARTA
• Economic development/local impact
• More MARTA Atlanta program
  • Program summary/timeline
  • Historic vote
  • Project maps
  • Program benefits
  • Other initiatives
  • Next steps
• Doing business with MARTA
  • Business opportunities
  • Request for proposals
  • Disadvantaged Business Enterprise
• Questions and answers
ABOUT MARTA

• Formed in 1971 as a bus-only system
• Heavy rail operations began in 1979
• Ninth largest U.S. transit system
  • 38 rail stations
  • 338 rail cars
  • 570 buses
  • 211 Mobility vehicles
  • 450,000 daily riders
  • 7.9 million annual riders
• Serves Fulton, DeKalb and Clayton counties
ADOPTED BUDGET

$496.5M
FY19 Net Operating Expenses

+$

$485.0M
FY19 Total Capital Expenditures

$981.5M
Total FY19
ECONOMIC DEVELOPMENT

• Transit, particularly heavy rail, has been key to region’s economic prosperity
• Companies are relocating near MARTA stations to put transit service close to employees. These companies include:
  • State Farm
  • Mercedes-Benz
  • NCR
  • WorldPay
  • PulteGroup
  • Interface
MARTA’S LOCAL ECONOMIC IMPACT

$1.4B
annual economic activity driven by MARTA

24,864
MARTA jobs supported by rail and bus service

4.87%
unemployment in MARTA’s service area in 1Q18 (down from 5.71% in 1Q17)

46%
of Class A Atlanta office inventory is within a half-mile of a MARTA station

61%
of Atlanta office construction is within walking distance of a MARTA station

Source: Cushman & Wakefield
More MARTA Atlanta program
MORE MARTA ATLANTA: A QUICK SUMMARY

What is it?
- $2.7 billion investment in transit expansion and upgrades over four decades
- A partnership between MARTA and City of Atlanta

What will it do?
- Expands accessibility, connectivity and mobility
- Supports population growth
- Aligns with City of Atlanta’s vision for growth

How will it be funded?
- Paid for by a half-penny sales tax passed in 2016
- Federal and private funds will be sought to advance and expand key projects
MORE MARTA ATLANTA: A BRIEF HISTORY

2016
• Compiled plans
• Conducted public outreach
• Developed project list and guiding principles
• Tax vote and approval

2017
• Partnership formed between MARTA and City of Atlanta
• Public engagement and technical evaluation conducted

2018
• Proposed project list identified
• Ongoing public engagement conducted
• **Project list approved by MARTA Board of Directors on Oct. 4**
HISTORIC VOTE: OCT. 4, 2018

- MARTA Board of Directors’ unanimous vote based on:
  - Public input
  - Technical data
  - Performance measures
- Program to be implemented over four decades
  - Some services already in effect
- List of projects refined after months of public input
- Program offers room for flexibility
HISTORIC VOTE: REACTIONS

From the public:

“Excited to see public transit expansion via light rail!!!”

“MARTA is on the move! I support any and all efforts to make commuting and moving about Atlanta easier.”

“I’m looking forward to seeing these projects succeed and then kicking off the next wave of improvements.”

From Atlanta’s mayor:

“With development plans spanning from Greenbriar in Southwest Atlanta to Emory University, today’s MARTA vote helps move us closer towards becoming One Atlanta.”

Keisha Lance Bottoms
TRANSIT MODES: SOMETHING FOR EVERY RIDER

22 miles of Light rail transit (LRT)
Typically an electric railway with smaller capacity than heavy rail

14 miles of Bus rapid transit (BRT)
Fixed-route service with dedicated bus lanes and traffic signal priority

26 miles of Arterial rapid transit (ART)
Fast, frequent transit routes on existing roads and high-density corridors
CITY DESIGN
COMPLETE SYSTEM
CURRENT RAIL SYSTEM

Atlanta Streetcar
CURRENT RAIL SYSTEM + LIGHT RAIL TRANSIT

Light Rail Transit Projects
- BeltLine NE
- BeltLine SW
- Campbellton Rd.
- Clifton Corridor
- Crosstown Downtown East
- Crosstown Downtown West

Light Rail Transit - Partially Funded
- BeltLine SE
- BeltLine West

Atlanta Streetcar
CURRENT RAIL SYSTEM + BUS RAPID TRANSIT

Bus Rapid Transit Projects
- Capitol Ave.
- North Ave. - Donald L. Hollowell Pkwy.
- Northside Dr.

Atlanta Streetcar
CURRENT RAIL SYSTEM
+ ARTERIAL RAPID TRANSIT

Arterial Rapid Transit Projects
- Peachtree Rd.
- Cleveland Ave.
- Metropolitan Pkwy.

Atlanta Streetcar
CURRENT RAIL SYSTEM + NEW PROGRAM

- Light Rail Transit Projects
- Light Rail Transit - Partially Funded
- Bus Rapid Transit Projects
- Arterial Rapid Transit Projects
- Atlanta Streetcar
- Transit Centers
- Rail Stations
- Station Enhancements
CURRENT RAIL SYSTEM + NEW PROGRAM (INCLUDING FREQUENT LOCAL BUS)

- Light Rail Transit Projects
- Light Rail Transit - Partially Funded
- Bus Rapid Transit Projects
- Arterial Rapid Transit Projects
- Frequent Local Bus Service

- Atlanta Streetcar
- Transit Centers
- Rail Stations
- Station Enhancements
PROGRAM BENEFITS

**Connectivity**
- Connects more neighborhoods, schools, stores and medical centers
- Integrates with existing network and improves last-mile connectivity

**Accessibility**
- Enhances safety and access to transit centers and MARTA stations
- Provides greater access for large minority or low-income communities

**Mobility**
- Boosts mobility for workers to and from job centers
- Increases mobility for seniors and individuals with disabilities
SERVICES ALREADY 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
IMPLEMENTATION TIMELINES:
KICK-OFF TO OPERATIONS*

Up to 4 years  Arterial rapid transit (ART)
Up to 5 years  Station enhancements
Up to 6 years  Transit centers
Up to 7 years  Bus rapid transit (BRT)
Up to 10 years Light rail transit (LRT)

*These benchmarks vary by project and are subject to change. Includes planning, environmental, design, construction and startup activities.
MAJOR PROJECTS: CURRENT DEVELOPMENT STAGE

**BeltLine Corridor:**
- Planning
- We are here
- Environmental Review
- Final Design
- Construction
- Operations

**Campbellton Road:**
- Planning
- We are here
- Environmental Review
- Final Design
- Construction
- Operations

**Clifton Corridor:**
- Planning
- We are here
- Environmental Review
- Final Design
- Construction
- Operations
REGIONWIDE TRANSIT EXPANSION INITIATIVES

**Clayton**
- 1-cent sales tax passed in 2014
- Includes bus service/facilities and high-capacity transit

**Gwinnett**
- Referendum goes to voters in March 2019
- If approved, 1-cent sales tax will fund heavy rail/bus service

**Fulton**
- Referendum possible
- Transit Master Plan completed in 2018
- Focus on bus rapid transit (i.e. GA 400)

**DeKalb**
- Transit Master Plan underway; completion expected in 2019
- Evaluating local transit; high-capacity corridors
• Programming of projects
  • Schedule development
  • Financial plan development

• Continued public outreach and education activities

• Process for intergovernmental cooperation on projects that are in both City of Atlanta and DeKalb County

• Regular reporting to MARTA Board and Atlanta City Council
Doing business with MARTA
BUSINESS OPPORTUNITIES

More MARTA Atlanta contracts
• Project planning services
• Design and environmental analysis
• Engineering services
• Construction services
• Public involvement support
• Program management

What’s next?
• Develop an opportunities matrix
• Schedule contracting workshops
• Schedule possible Industry Day
• Provide early notice to DBE vendors
• Develop contracting calendar
REQUEST FOR PROPOSALS (RFP)

Issuing RFPs
• Before the RFP
• Notifications to business community

Where will RFPs be posted?
• Newspaper
• MARTA website and other sites

What’s the process after RFPs issued?
1. Proposals due in about 6 weeks
2. MARTA evaluates for 6-8 weeks
3. Short-listed teams asked for interview
4. MARTA makes selection
Background
MARTA has a long history of providing contracting opportunities for minority- and women-owned businesses.

General MARTA DBE goals

<table>
<thead>
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<th>FYI 2018-2020 DBE goal</th>
<th>Current DBE attainment</th>
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<tbody>
<tr>
<td>Race conscious: 20%</td>
<td>Race conscious: 23.5%</td>
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<tr>
<td>Race neutral: 2%</td>
<td>Race neutral: 0%</td>
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DBE and More MARTA Atlanta

- MARTA’s current DBE program will expand to account for More MARTA Atlanta
- MARTA will schedule DBE contracting workshops ahead of procurement activities
Thank you!