



COMMUNITY FORUM
8/2/18



WHAT IS MORE MARTA ATLANTA?



A partnership between
MARTA and the **City of Atlanta** to invest

\$2.5 billion

in transit expansion and
enhancements in the city





WHAT IS MORE MARTA ATLANTA?



The **largest investment**
in transit in the city
in **four decades**

more
MARTA



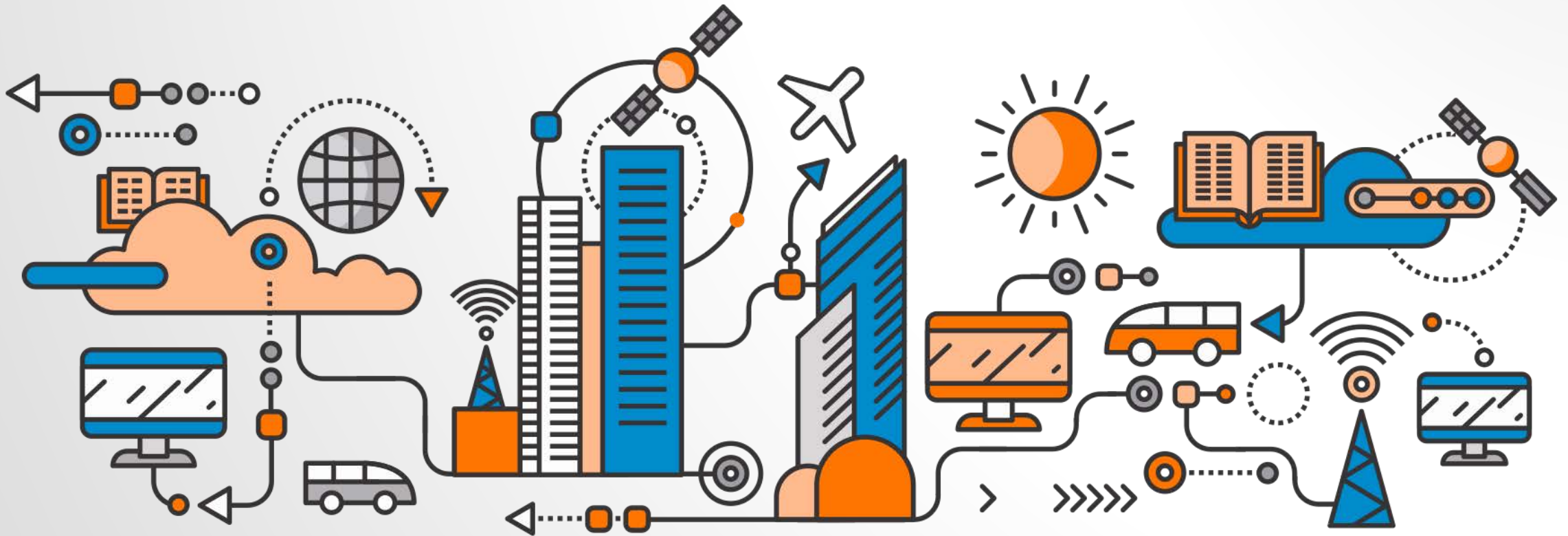
marta

PROGRAM HIGHLIGHTS

- Paid for by a half-penny sales tax passed in 2016
- Implemented over the next 40 years
- Expands and improves MARTA's existing bus service
- Includes new transit stations and improvements to existing stations
- Invests in new proposed services and enhancements

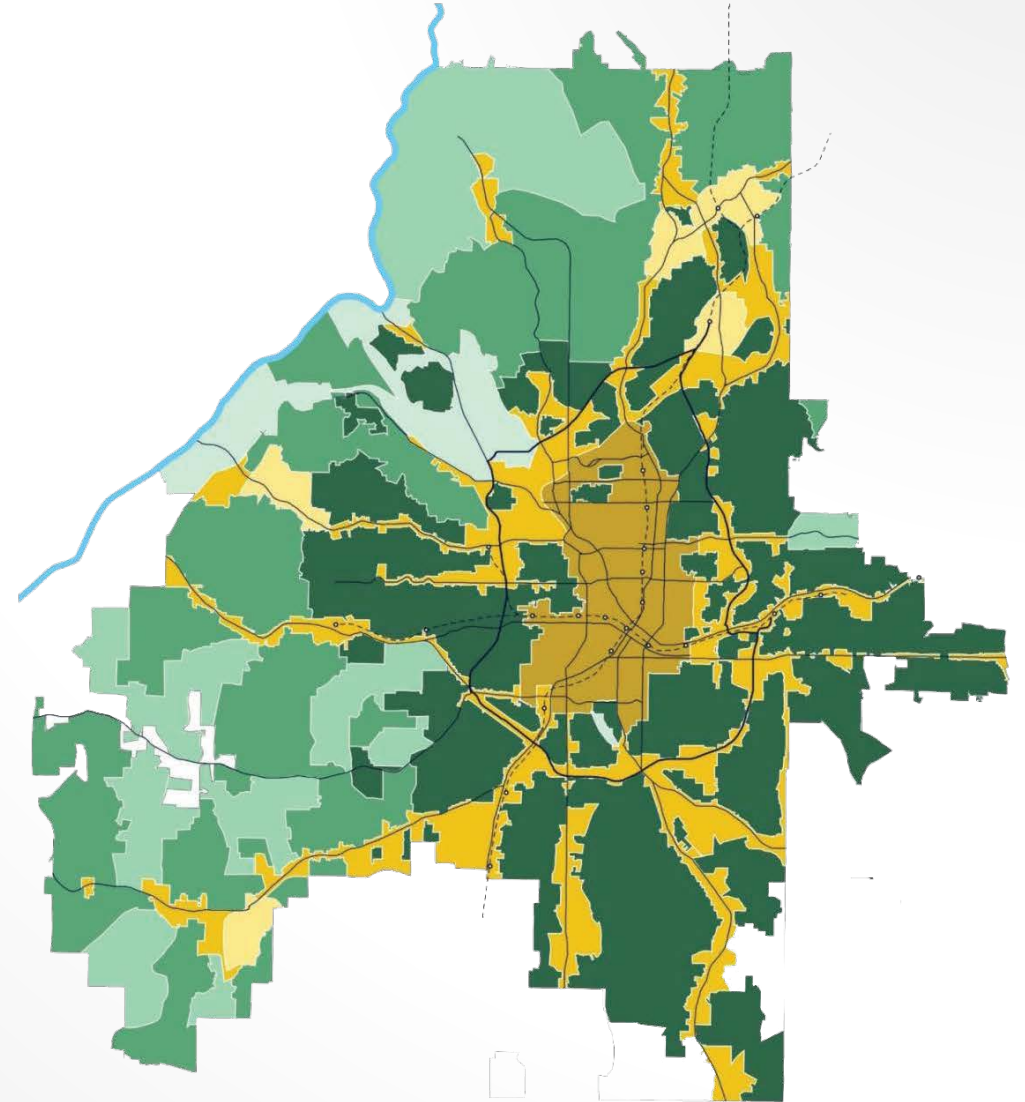


PROGRAM DEVELOPMENT



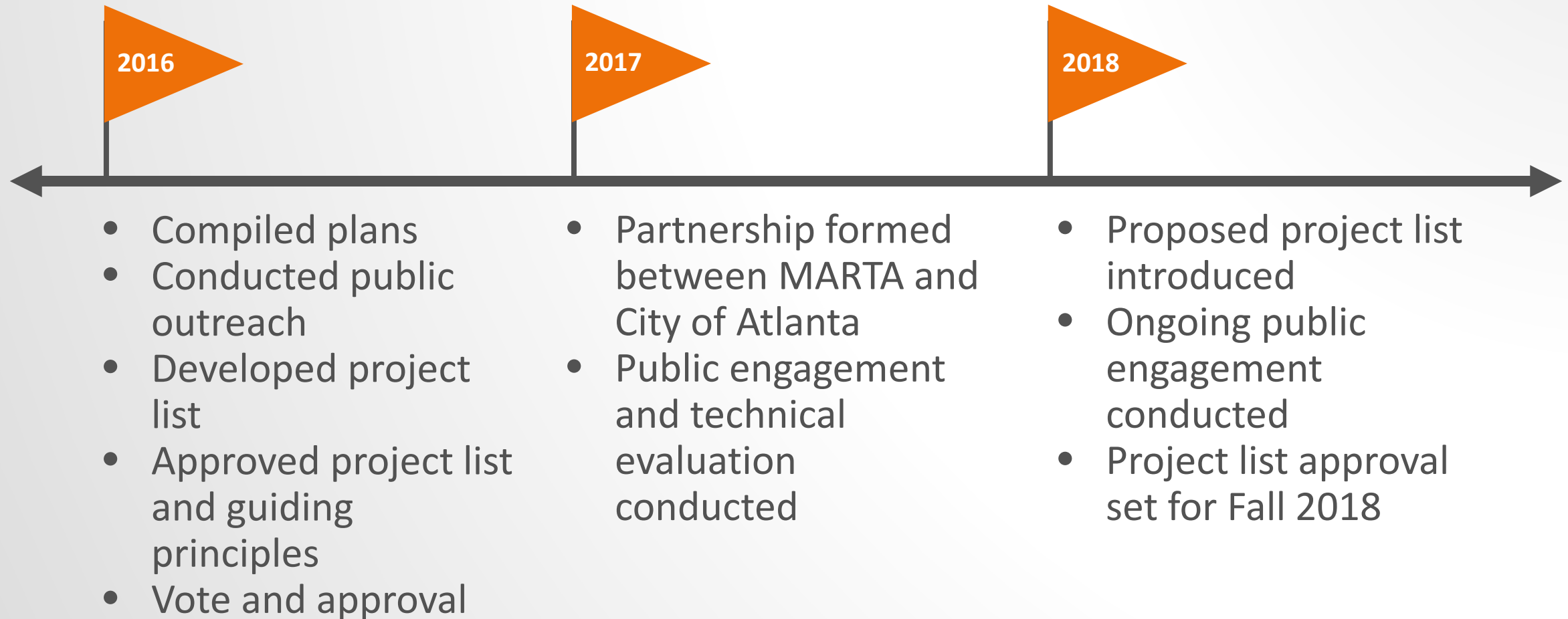
ATLANTA CITY DESIGN COORDINATION

- **Atlanta City Design** is the new framework for the long term growth of the City
- **Atlanta's Transportation Plan** is the access strategy for Atlanta City Design - the blueprint for providing all Atlantans with transportation options to support inclusive growth
- Significant growth is anticipated:
1.3 million residents & 1.2 million jobs





PROGRAM HISTORY: HOW DID WE GET HERE?



GUIDING PRINCIPLES



Balance portfolio of transit projects using multiple transportation modes.



Increase mobility for workers to and from major job centers.



Enhance commute predictability with dedicated and managed lanes, and other technology.



Create a layered, integrated transportation network.



Prioritize city investments while integrating into regional transit networks.



Enhance safety and access to transit centers and MARTA stations.



Enhance ease of use and transfers within the network of transit options.



Create last-mile connectivity via circulators, multi-use paths, and sidewalks.



Partner with neighboring jurisdictions to leverage transit projects.

HOW WAS THE PROJECT LIST DEVELOPED?

Technical Analysis

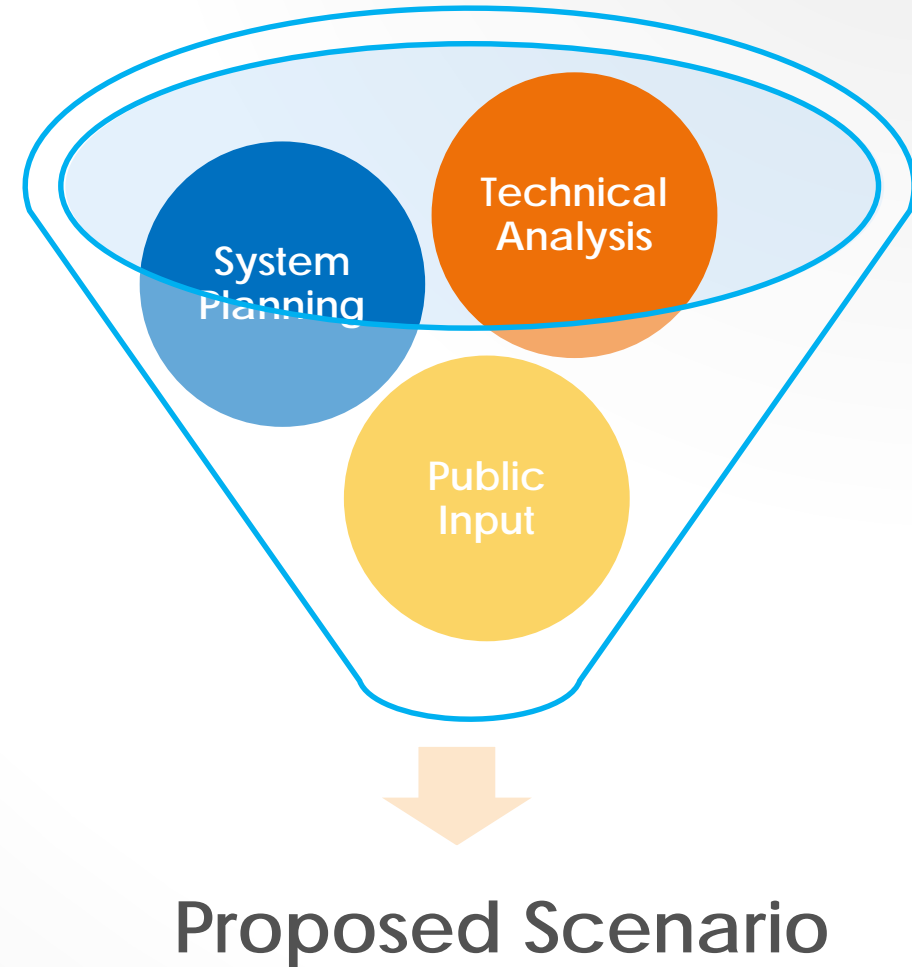
- 14 measures used to evaluate projects
- Evaluated costs/ridership/access to jobs/geographic distribution of projects

System Planning

- Expanding and enhancing services
- Better connectivity

Public Input

- Surveys (bus service improvements, light rail projects)
- Public meetings, community events, station pop-ups



PROPOSED TRANSIT MODES



Light Rail Transit (LRT)



Bus Rapid Transit (BRT)



Arterial Rapid Transit (ART)



PROGRAM BENEFITS

Service to

126

Atlanta Neighborhoods

Increased access
to more than

350,000

jobs

61%

greater access to transit
for communities with
large minority or
low-income populations

Connects to

77

Medical Facilities

Connects to

115

Schools

Connects to

83

Grocery Stores



PROGRAM IMPLEMENTATION TO DATE

MORE MARTA COSTS AND SERVICE STATISTICS



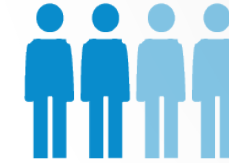
\$10.9
million annualized
costs for bus
operation expansion



\$3.8
million annualized
maintenance costs
for expanded service



5%
increase in Atlanta
weekend ridership



44%
more resilient
ridership in
Atlanta



10
routes improved
frequency during
peak hours



**9 routes +
7 corridors**
have peak headways of
15 minutes or less



4
new fixed routes



6
new community
circulator routes



365 +
additional daily
revenue hours



5,100 +
additional daily
revenue miles



80 +
new operator
positions created
to provide services

PROPOSED PROGRAM LIST





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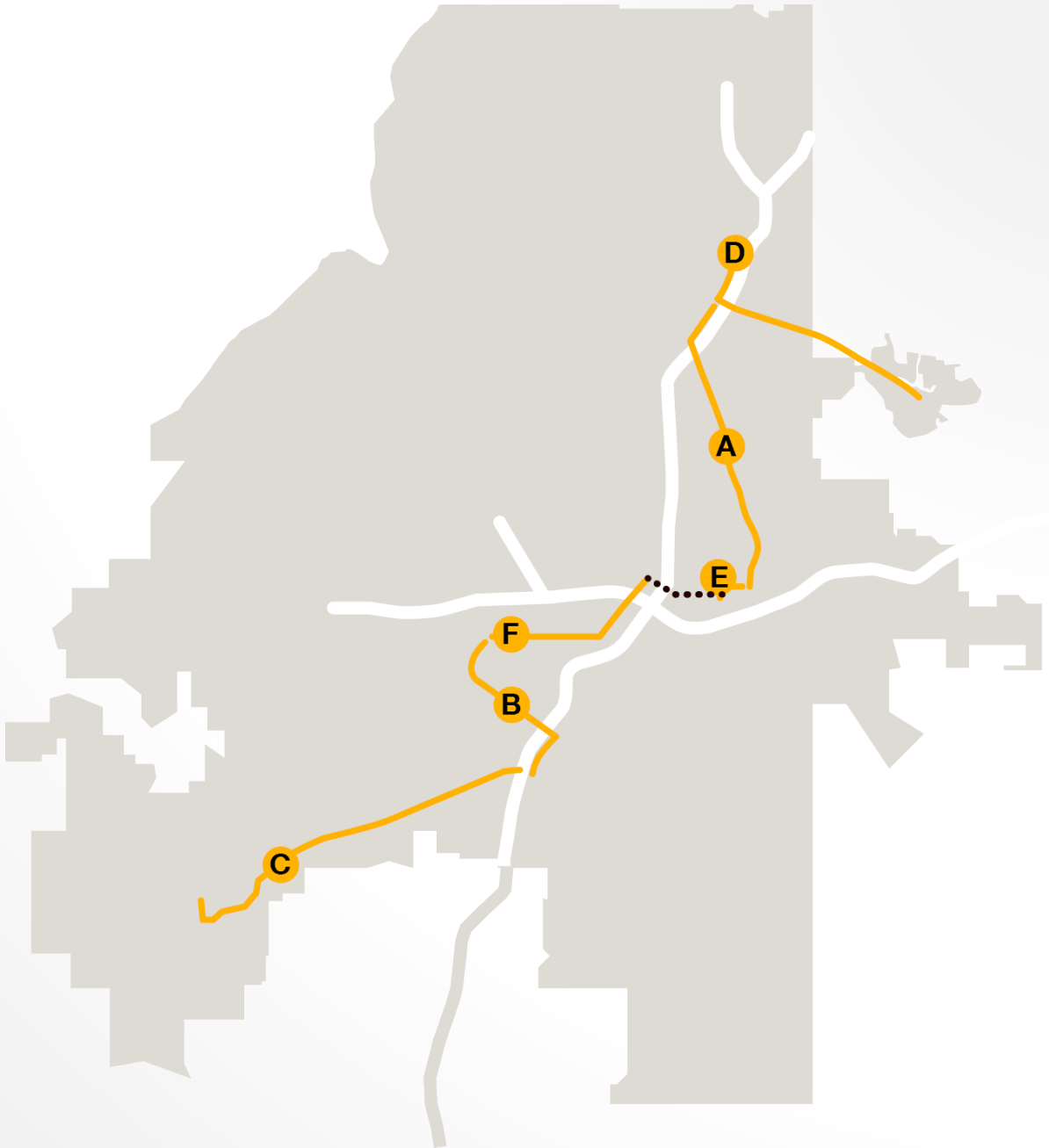
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- B** BeltLine Southwest LRT
- C** Campbellton Rd LRT
- D** Clifton Corridor LRT
- E** Crosstown Downtown - East Extension
- F** Crosstown Downtown - West Extension

Legend

City of Atlanta

Existing Streetcar Route

Note: Assume 50% federal match for major capital projects






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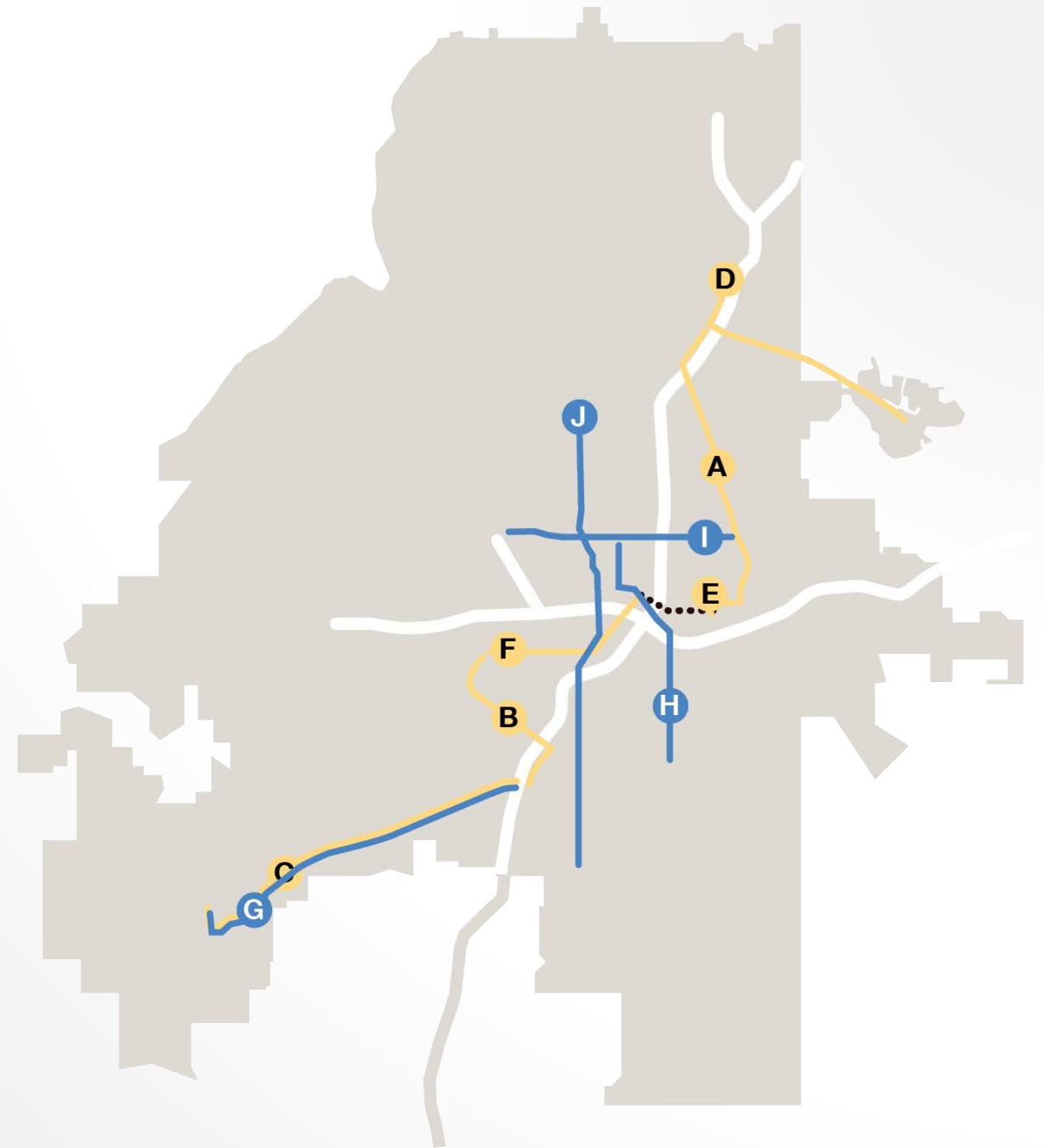
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- G** Campbellton Rd BRT
- H** Capitol Ave BRT
- I** North Ave - Donald L. Hollowell Pkwy BRT
- J** Northside Dr BRT

Legend

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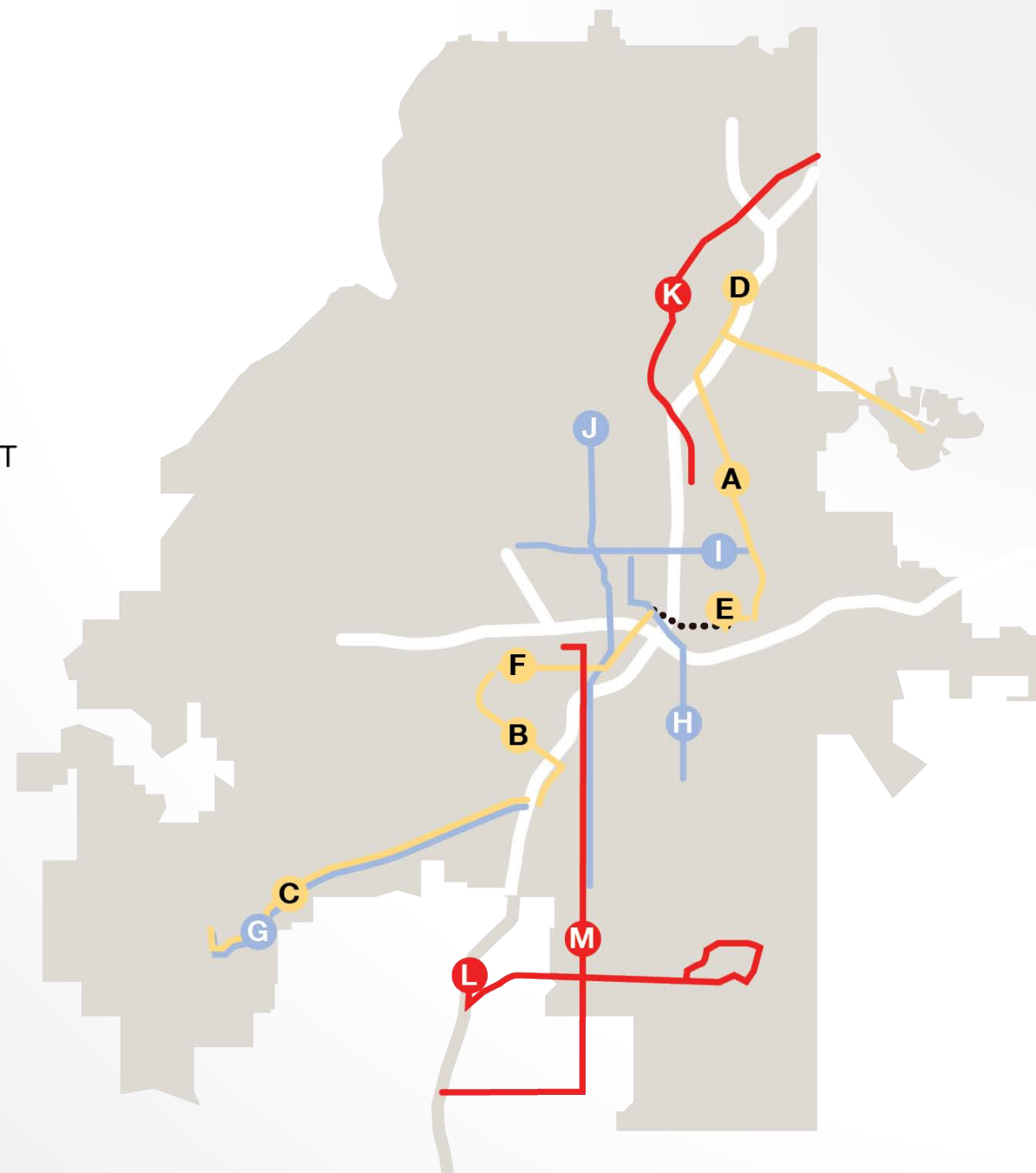
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- J** Northside Dr BRT
- K** Peachtree Rd ART
- L** Cleveland Ave ART
- M** Metropolitan Pkwy ART

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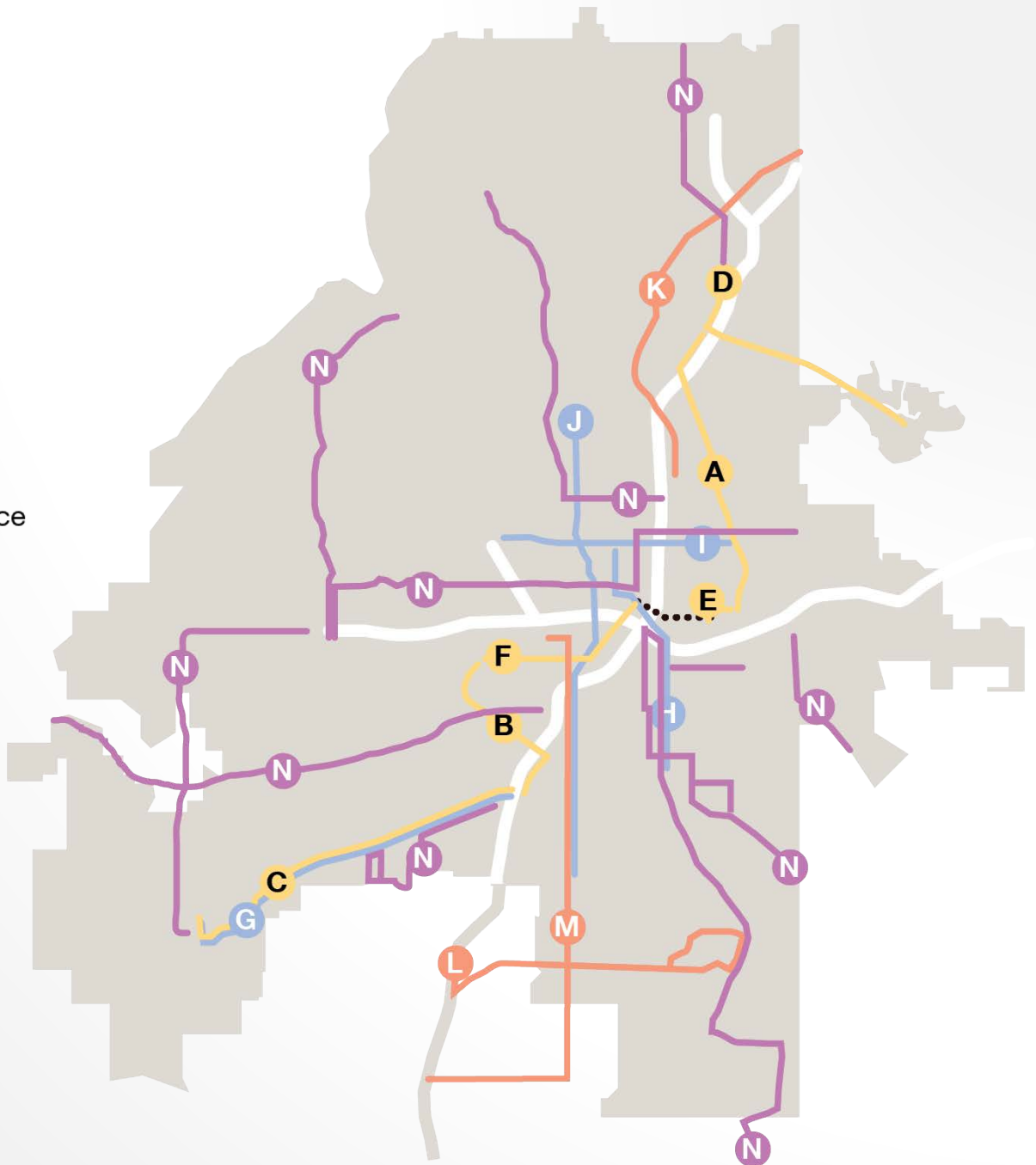
- K** Peachtree Rd ART
- L** Cleveland Ave ART
- M** Metropolitan Pkwy ART
- N** Frequent Local Bus Service

Legend

City of Atlanta

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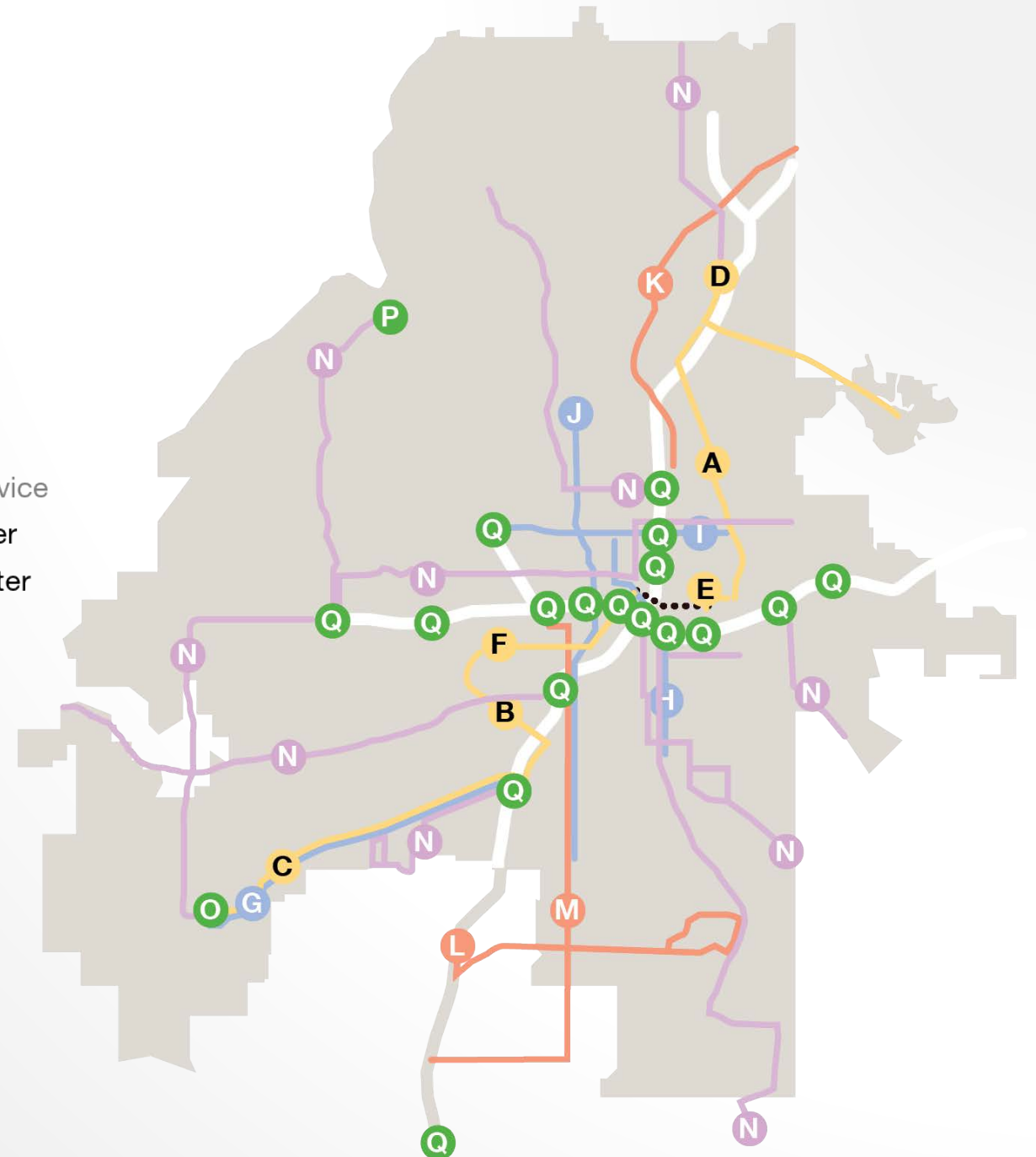
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- L** Cleveland Ave ART
- M** Metropolitan Pkwy ART
- N** Frequent Local Bus Service
- O** Greenbriar Transit Center
- P** Moores Mill Transit Center
- Q** Station Improvements

Legend

-  City of Atlanta
-  Existing Streetcar Route

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PUBLIC INPUT





WE WANT TO HEAR FROM YOU

Your input has helped us develop the More MARTA Atlanta program from the beginning. Now we need your feedback on the proposed project list.

Visit itsmarta.com/moremarta to:

- Take the survey
- Learn more about the program and projects
- Check out the outreach calendar and visit us at an upcoming event





MORE MARTA OUTREACH TO DATE



COMMUNITY
EVENTS



1,400+
SURVEYS
COMPLETED



STAKEHOLDER
MEETINGS



LIBRARY
OUTREACH



NEIGHBORHOOD
PLANNING UNITS

UPCOMING MORE MARTA OUTREACH



STAKEHOLDER
MEETINGS



COMMUNITY
EVENTS



COMMUNITY
FORUMS



NEIGHBORHOOD
PLANNING UNITS



STATION & BUS
ROUTE OUTREACH

PROGRAM NEXT STEPS

- Program approval in fall
- Prioritize projects
- Initiate project development
- Prepare funding plan
- Community education throughout program



STAY CONNECTED

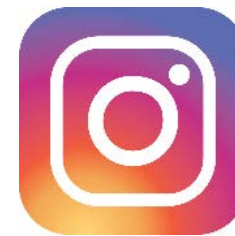
Follow us on social media:



@MARTASERVICE



/MARTAtransit



@marta_explorer

- Invite us to your event or speaking engagement
- Email us at MoreMARTA_Atlanta@itsmarta.com
- Call **404-848-4135**

COMMUNITY FORUM STATIONS

- Program Overview
- Modes of Transportation
- General MARTA Information
- Public Input



More MARTA Atlanta Proposed Program

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Legend

City of Atlanta Existing Streetcar Route

(LRT) Light Rail Transit (ART) Arterial Rapid Transit (BRT) Bus Rapid Transit
 Note: Assume 50% federal match for major capital projects
 Project schedules and funding plans will be developed following approval of the final list by the MARTA Board in Fall 2018.

