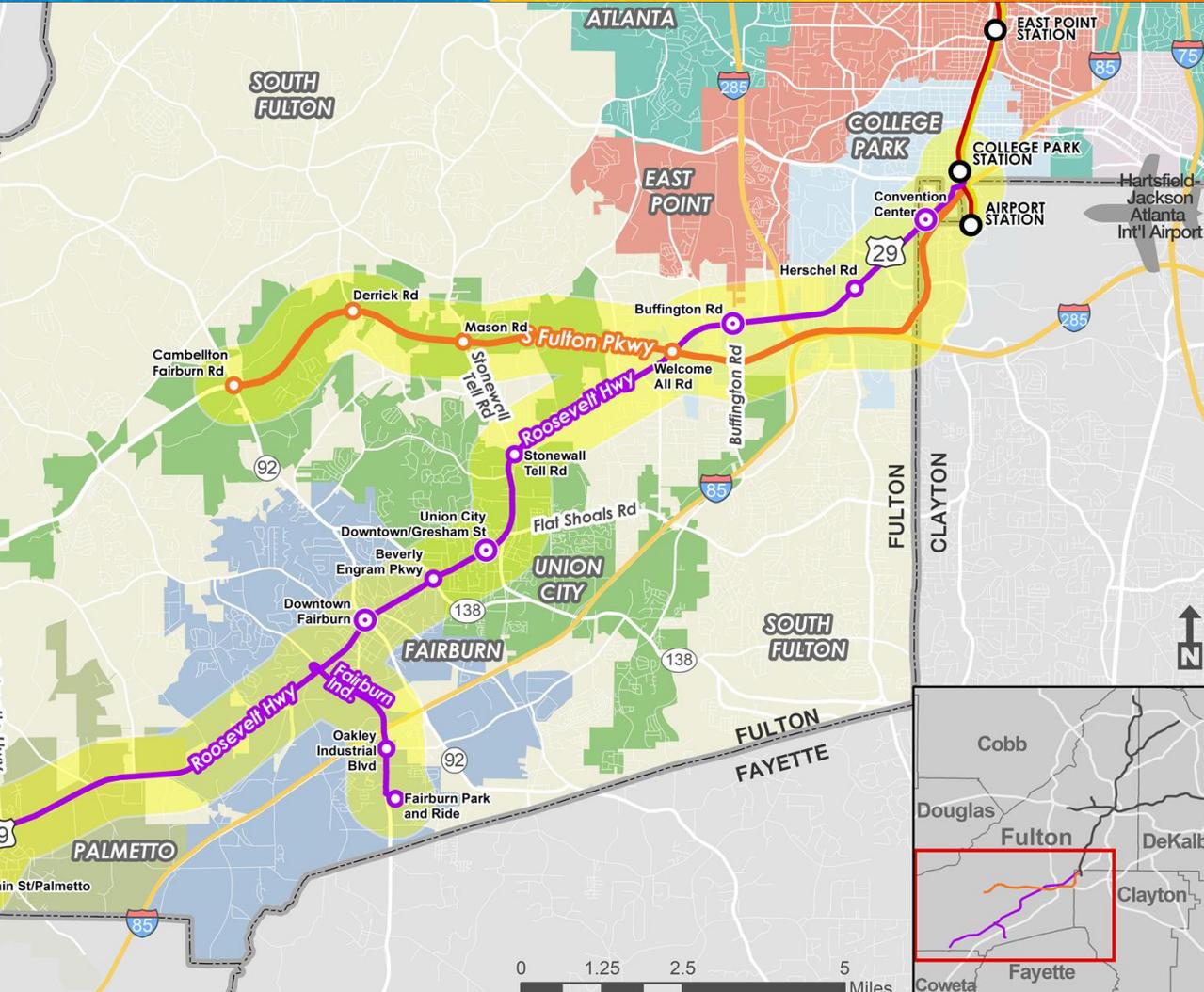




SOUTH FULTON COUNTY TRANSIT INITIATIVE VIRTUAL PUBLIC MEETING

June 23, 2022



Guidelines for Virtual Meeting

- Your audio has been muted to reduce background noise.
- Please use the **Q&A** feature for questions or comments.
- We will address as many questions as time permits. If we don't get to your question due to time constraints, we will respond in writing after the meeting.
- To share additional comments and questions after the meeting or if you are joining by phone, please email: **publichearinginfo@itsmarta.com**
- For general questions related to MARTA service, please email: **custserv@itsmarta.com**



Today's Agenda

- Opening Remarks & Introductions
- Project Focus
- Process, Schedule & Engagement Strategy
- South Fulton Parkway Key Characteristics
- Roosevelt Highway Key Characteristics
- Questions & Answers

Our Team



Morgan Simmons,
MARTA Project
Manager



Kaycee Mertz,
AICP
WSP



Grady Smith
VHB



Michael Hightower
The Collaborative
Firm



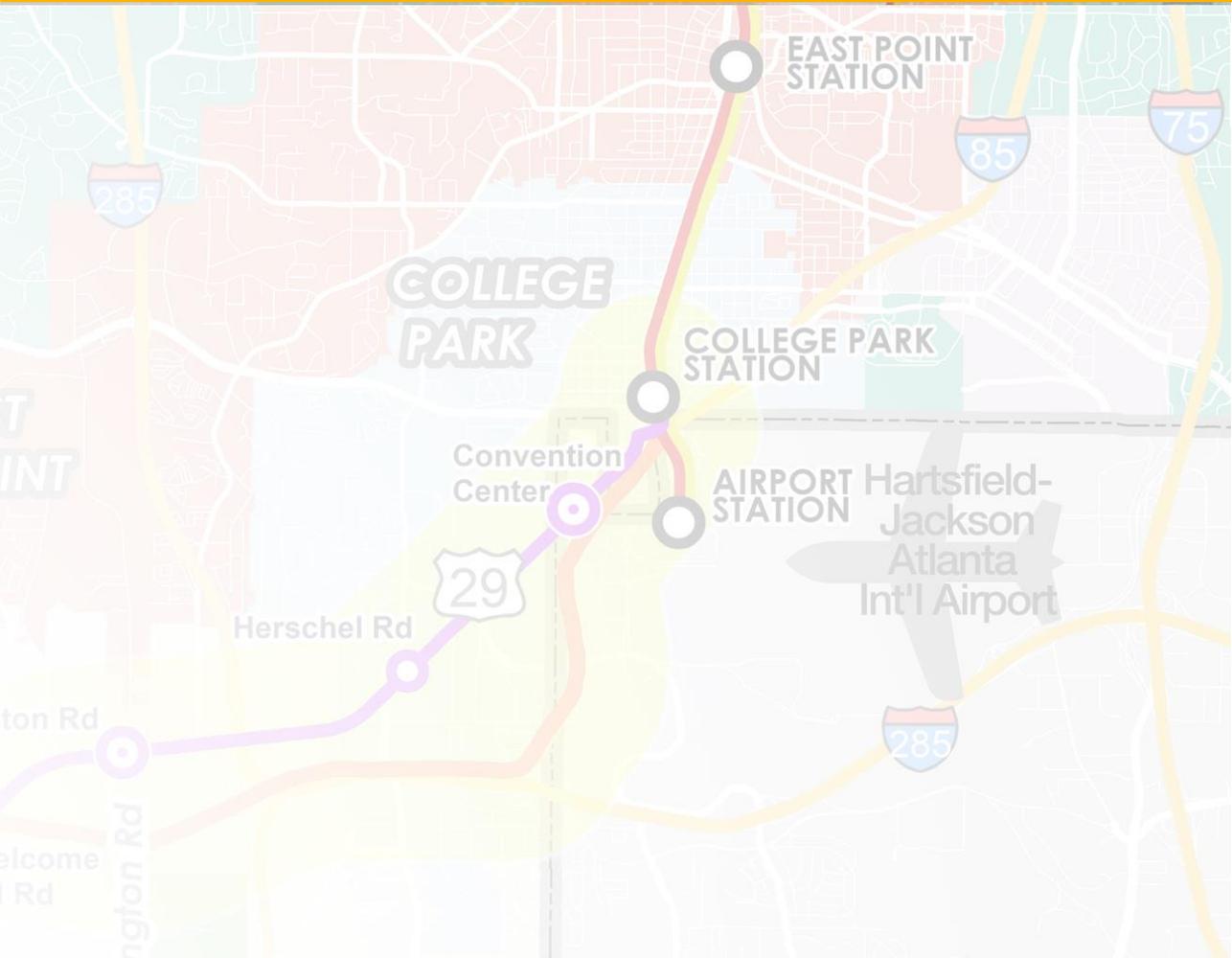
Kathy Warren,
The Collaborative
Firm



Poll Question



Project Focus



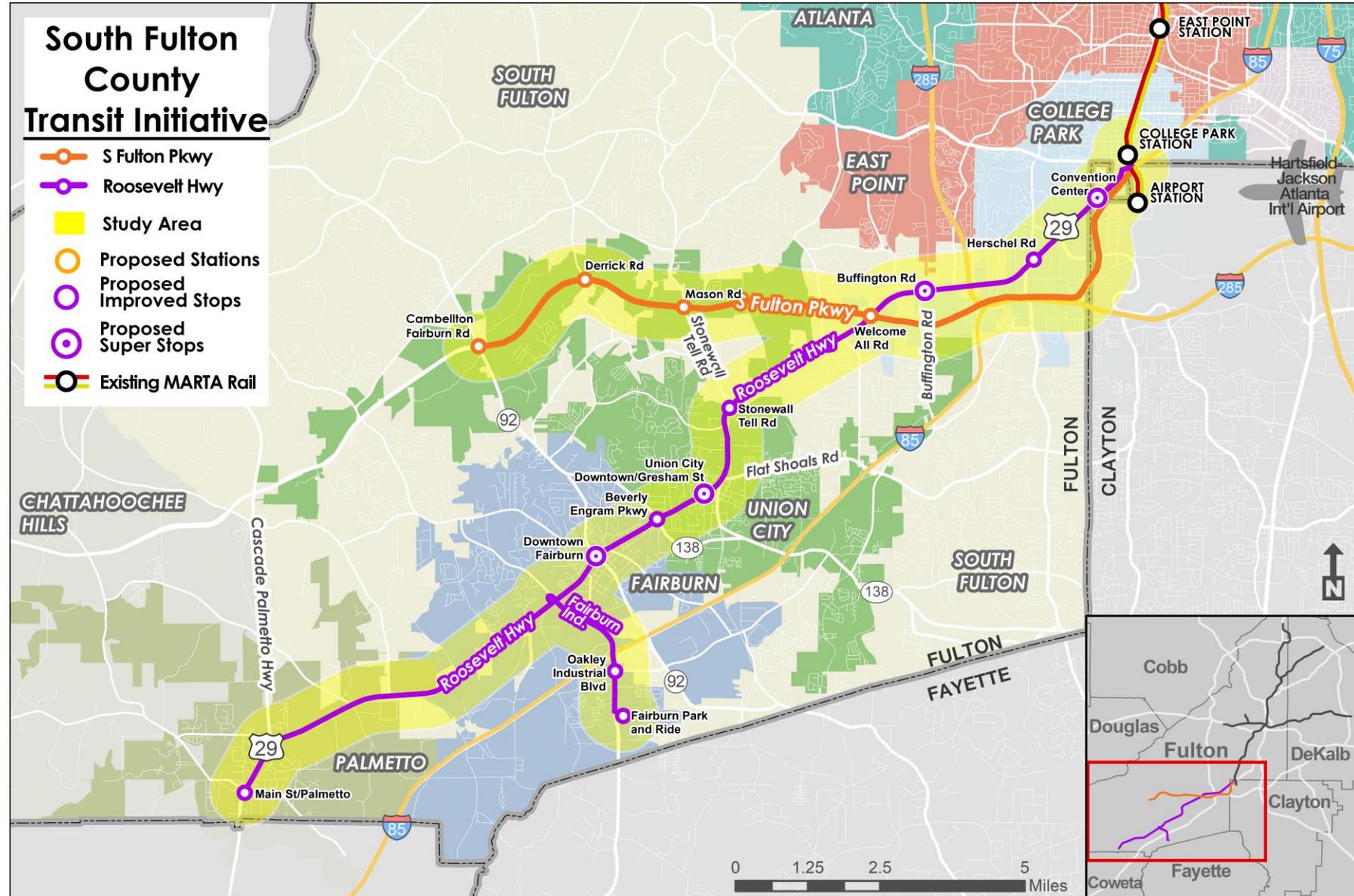
Project Focus

South Fulton Parkway

Bus Rapid Transit (BRT)
Feasibility

Roosevelt Highway (US 29)

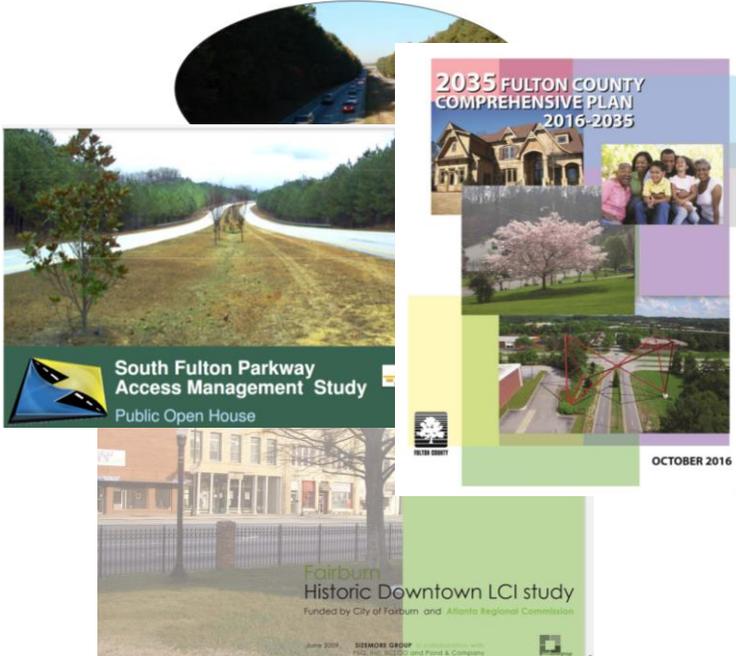
Transit Enhancements for
Existing Service



How did we get here?

prior to 2018

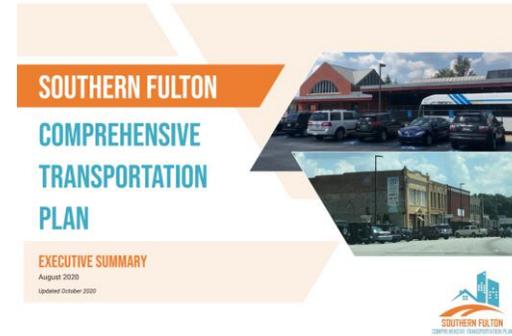
Local Government Handbook
for Transit Along South Fulton Parkway



2018

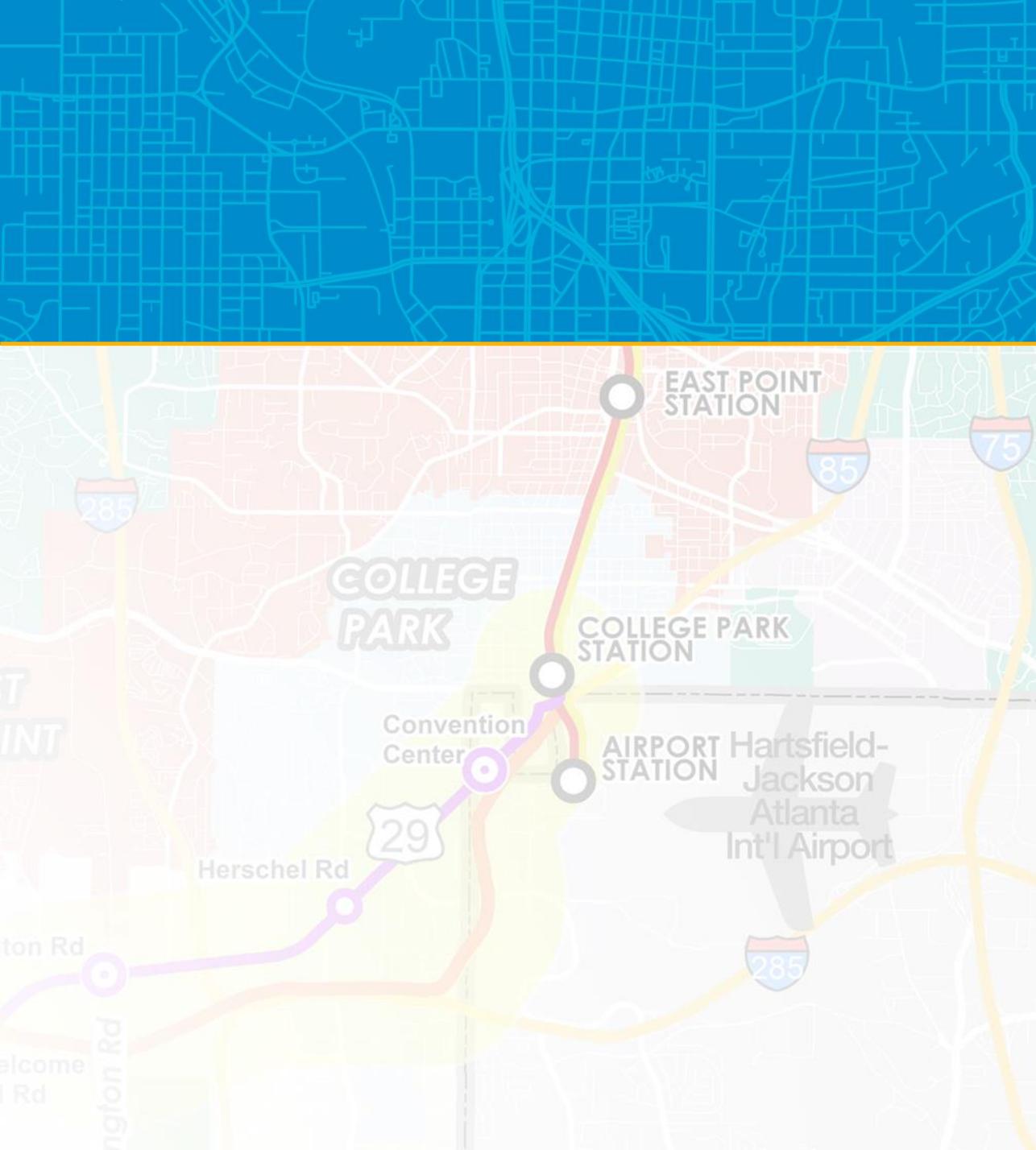


2020



2020





Process, Schedule & Outreach



Schedule

South Fulton Parkway Bus Rapid Transit



Roosevelt Highway Transit Enhancements



Outreach & Engagement 12-Month Outlook

Current Phase

Spring/Summer 2022

Existing Conditions

Project introduction & existing conditions analysis

- ✓ Elected Officials- Mayors (**May 10**)
- ✓ Elected Officials- Councils (**June**)
- ✓ Stakeholder Agencies- Technical Staff (**May 25**)
- ✓ General Public (**June 23**)

Upcoming Phases

Fall 2022

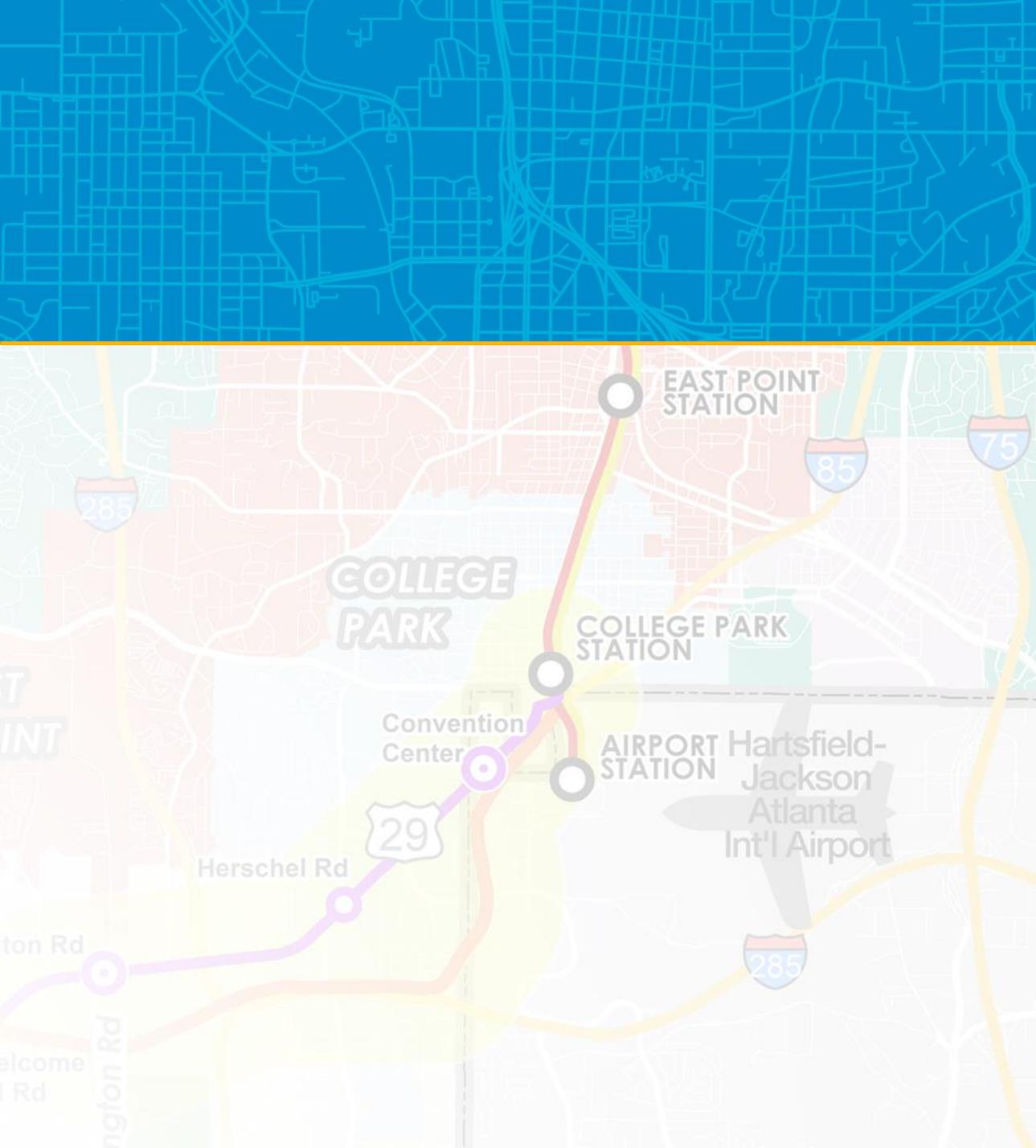
Initial Transit Concepts and Scopes

- Elected Officials
- Stakeholder Agencies
- General Public

Winter 2023

Implementation Plan *Final Deliverables*

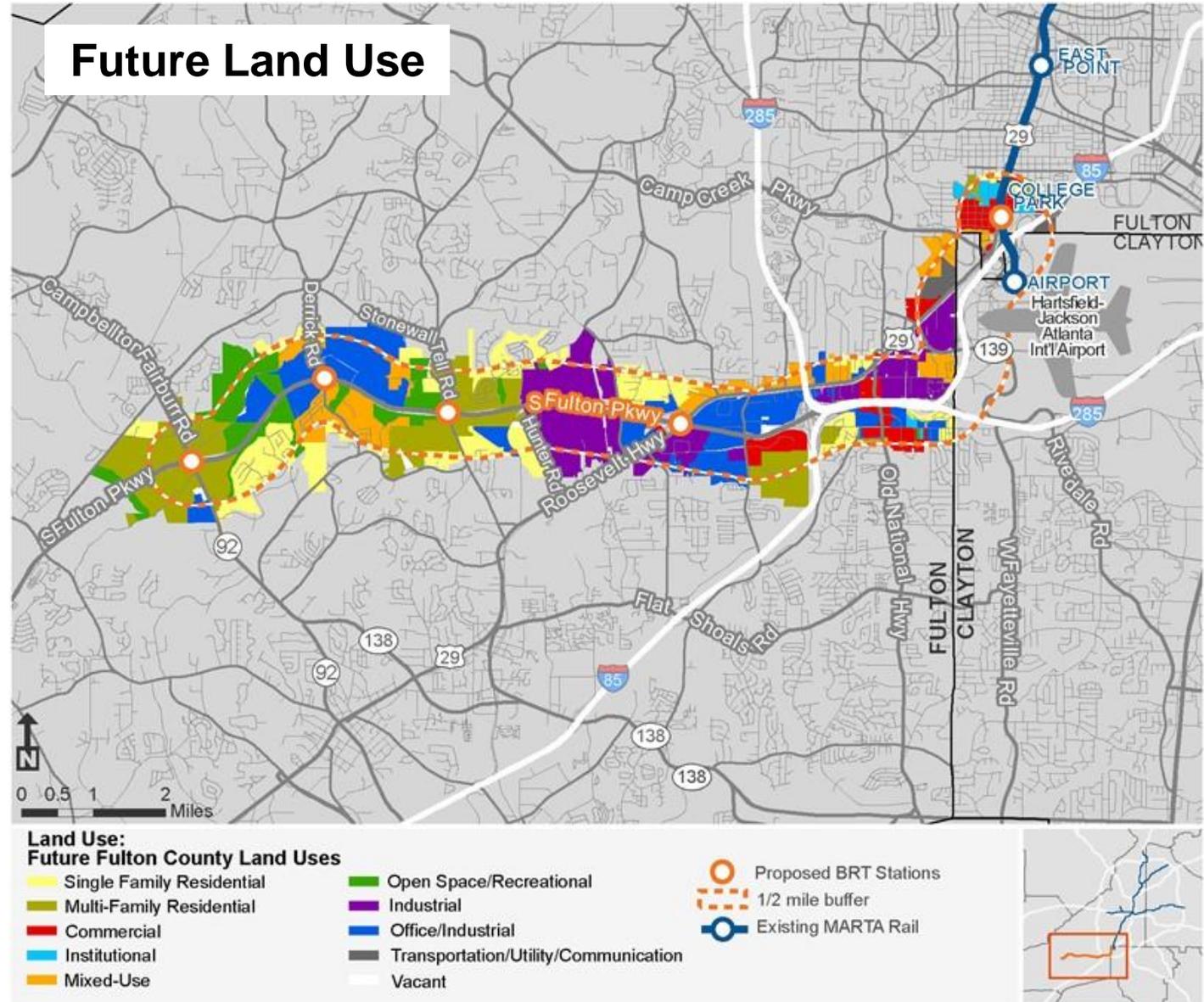
- Elected Officials
- Stakeholder Agencies
- General Public



South Fulton Parkway Key Characteristics

South Fulton Parkway Key Characteristics

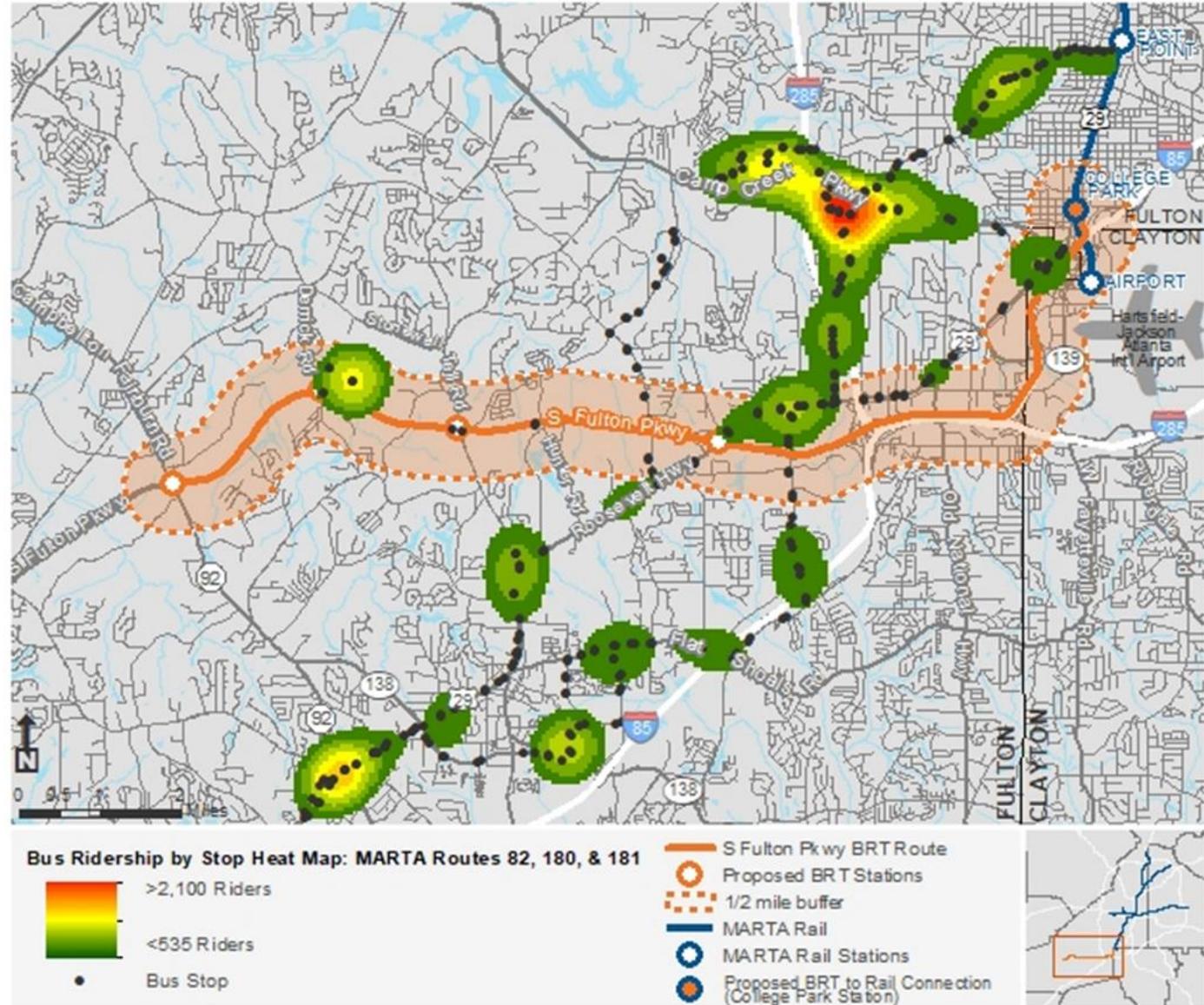
- Ample roadway capacity and growing freight activity
- Large amount of developable land
- Pedestrian and Bike Safety Concerns
- Potential to increase development density, intensity, and mix
- Existing MARTA service area



South Fulton Parkway Current Transit Service

Route 82

- Campbellton-Fairburn Road to College Park Station
- 2,490 Daily Ridership (2019)
- 78.84% On-time Performance



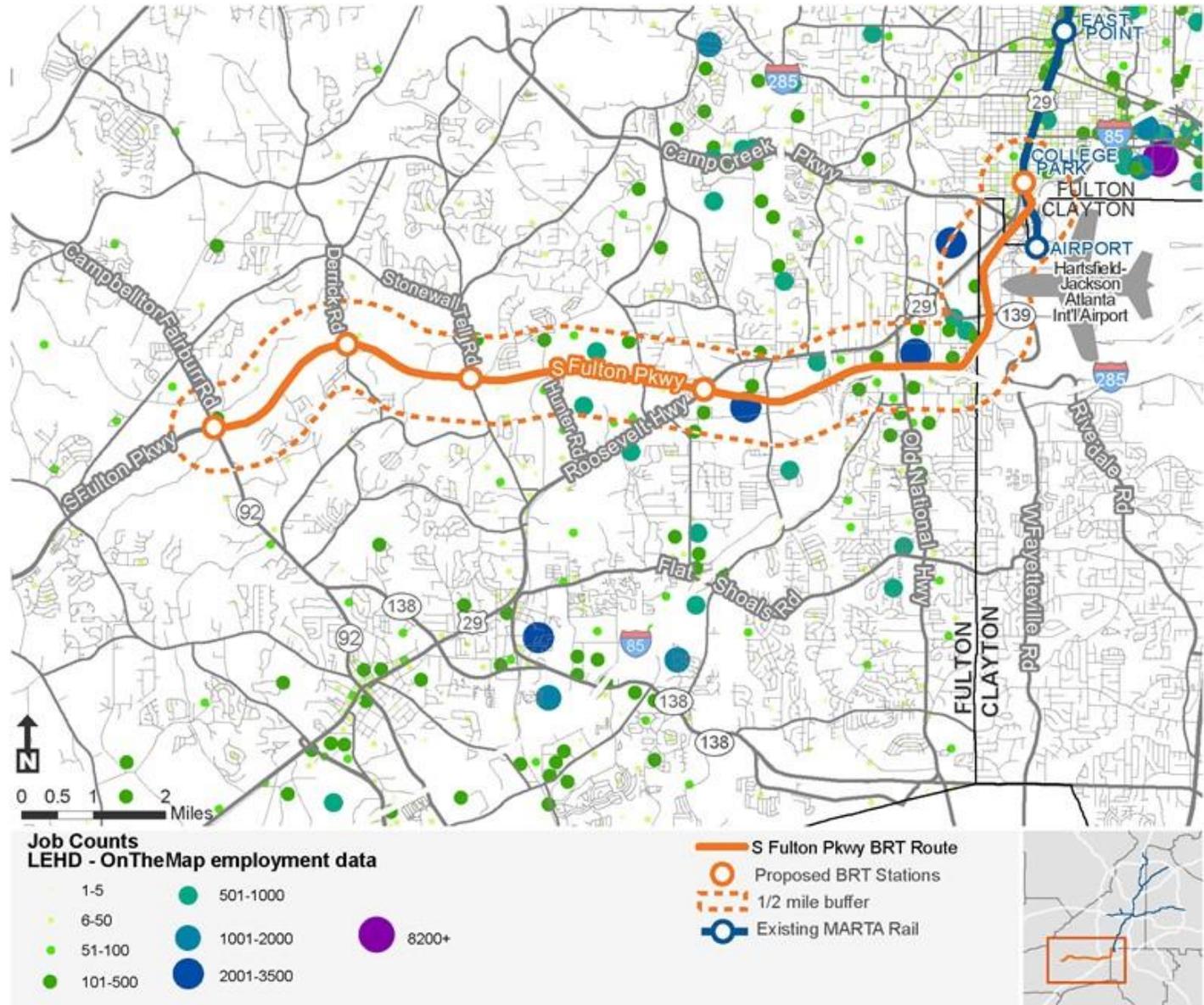
South Fulton Parkway Employment Overview

Major Employers headquartered nearest the study area include:

- Chick-Fil-A,
- National Credit Systems, Inc., and
- Halpern’s Purveyors of Steak & Seafood

Major employment centers along the corridor include:

- Del Monte Foods,
- Kellogg,
- GE Energy Parts Inc., and
- Walmart Fulfilment Center



Transit Mode Definitions

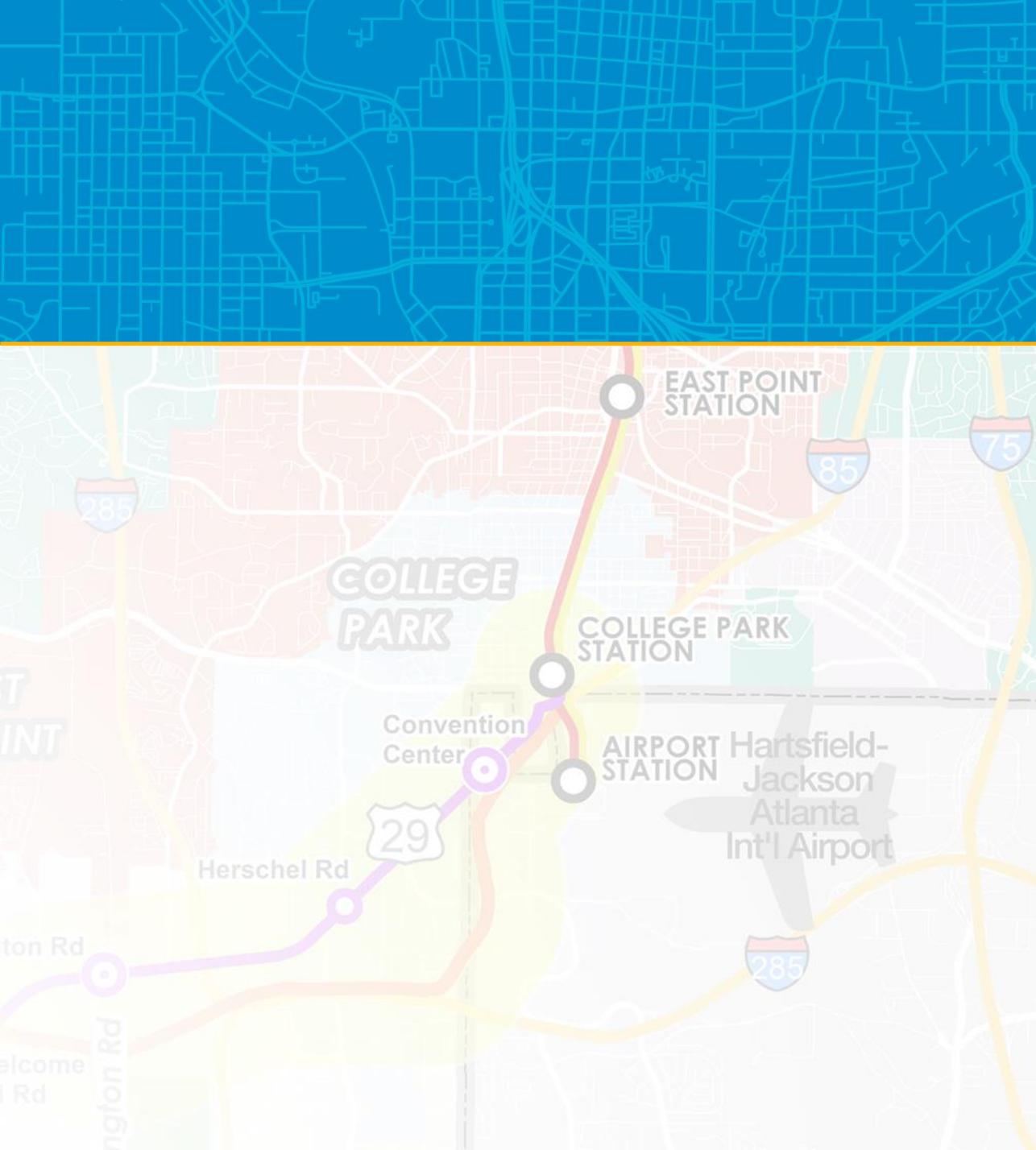
	Local Bus	Arterial Rapid Transit (ART)	Bus Rapid Transit (BRT)
Stop/Station Spacing	800-1,200 feet	¼ to ½ mile	Every ½ mile or more
Typical Frequency	30-60 minutes	15 minutes or better	10 minutes or better
Span	16-21 hours of service	20-21 hours of service	20-21 hours of service
Capacity	50-100 riders per hour	Up to 250 riders per hour	250-500 riders per hour
Cost to Implement	\$	\$\$	\$\$-\$\$\$
Planning & Construction Time	0.5 -1 year	3-5 years	5-7 years
Stop/Station Amenities	Signage; shelter and benches at some stops	Local amenities, plus: ADA-accessible station shelters, wayfinding, real-time information	ART amenities, plus: raised platforms, off-board fare payment, first/last mile connections

Sample BRT Features





Poll Questions



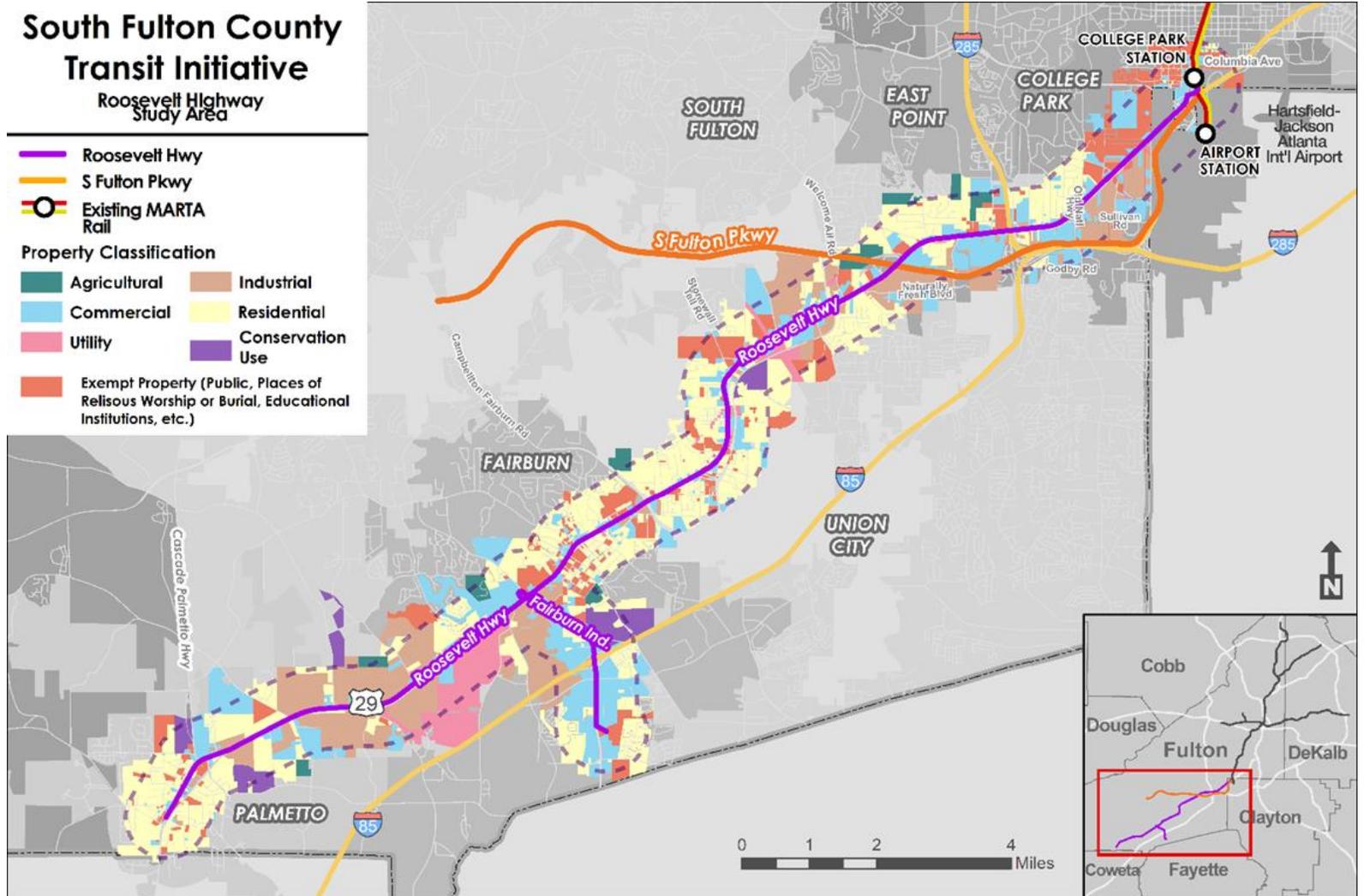
Roosevelt Highway/US 29 Key Characteristics

Roosevelt Highway Key Characteristics

- Low population & employment density
- Transit supportive land use policies and zoning codes
- Gaps in pedestrian and bike facilities
- Upward and clustered trend in crashes
- Potential to increase development density, intensity, and mix

South Fulton County Transit Initiative
Roosevelt Highway Study Area

Roosevelt Hwy	S Fulton Pkwy	Existing MARTA Rail
Property Classification		
Agricultural	Industrial	Residential
Commercial	Conservation Use	
Utility	Exempt Property (Public, Places of Religious Worship or Burial, Educational Institutions, etc.)	



Roosevelt Highway Evaluation at Each Stop

For each **proposed** station or stop area the project evaluates:

- Current Infrastructure
- Utilities
- Parking
- Lighting
- Land use and zoning
- Current MARTA ridership



A. Gresham Street; B. Hershel Road; C. Buffington Road

Roosevelt Highway Sites Under Consideration



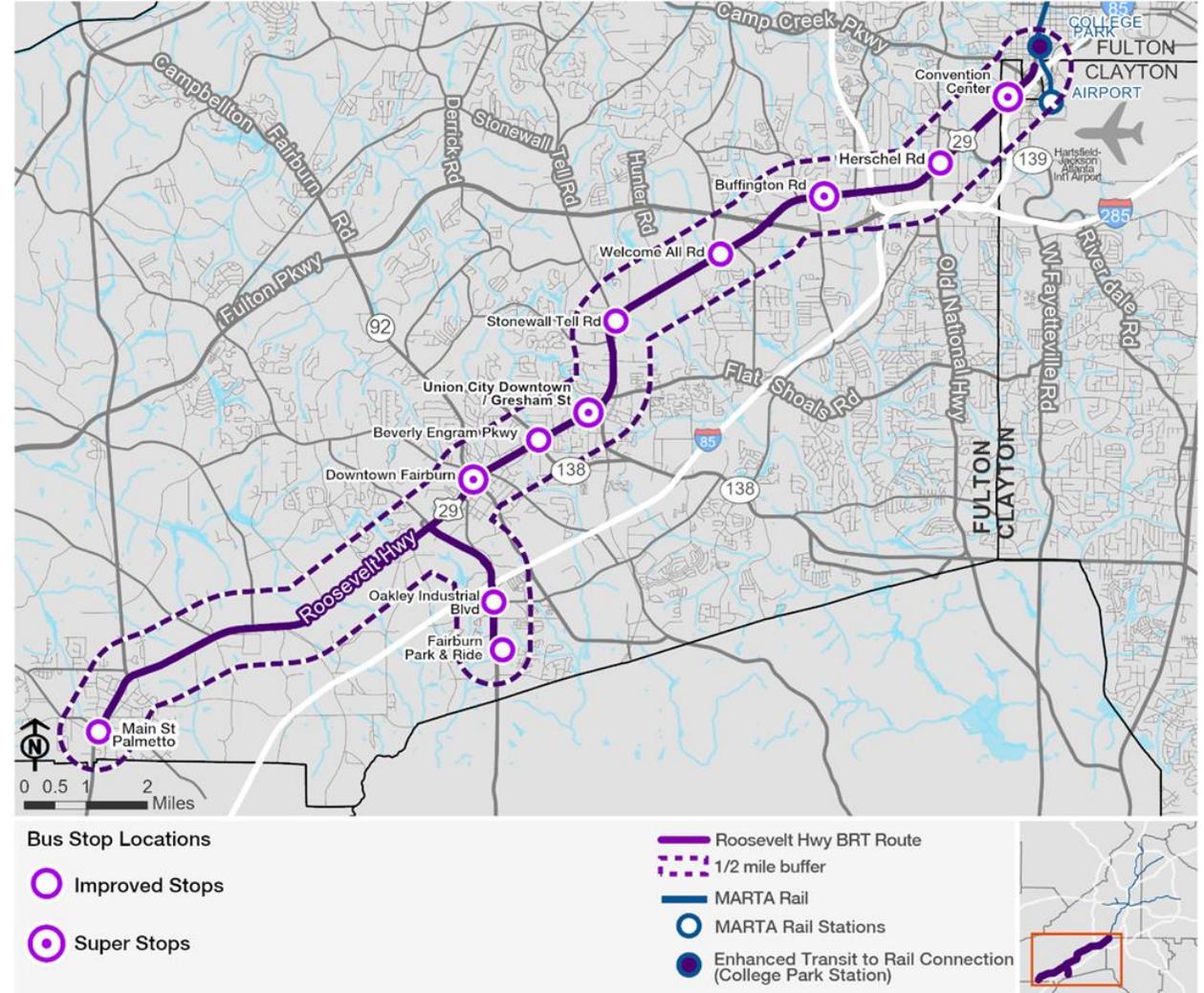
Improved Stops:

- ✓ Passenger amenities
(shelters, seating, bike parking, etc.)
- ✓ Vertical marker for bus operations



Super Stops:

- ✓ [same as 'Improved Stop']
- ✓ Enhanced amenities
(larger shelters, ticket-vending machine, real-time arrival information, etc.)
- ✓ Level boarding area
- ✓ ADA-accessible ramp
- ✓ Tactile warning strips.



Roosevelt Highway Sites Under Consideration

Improved Stops:

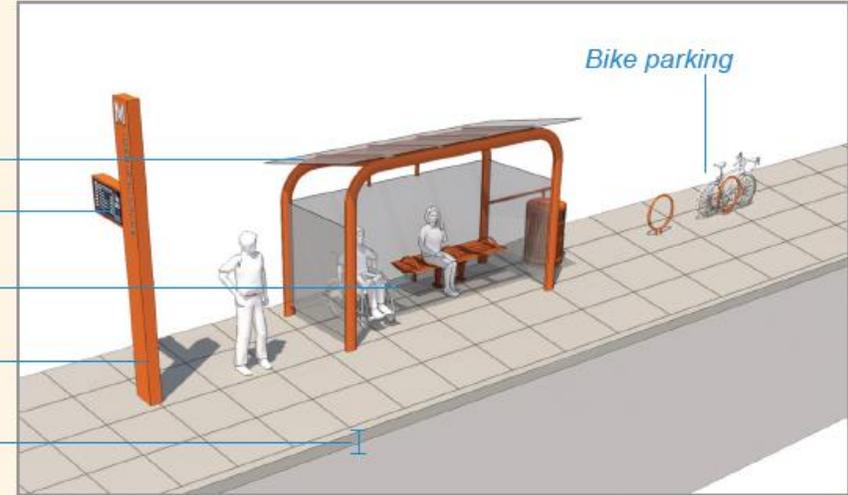
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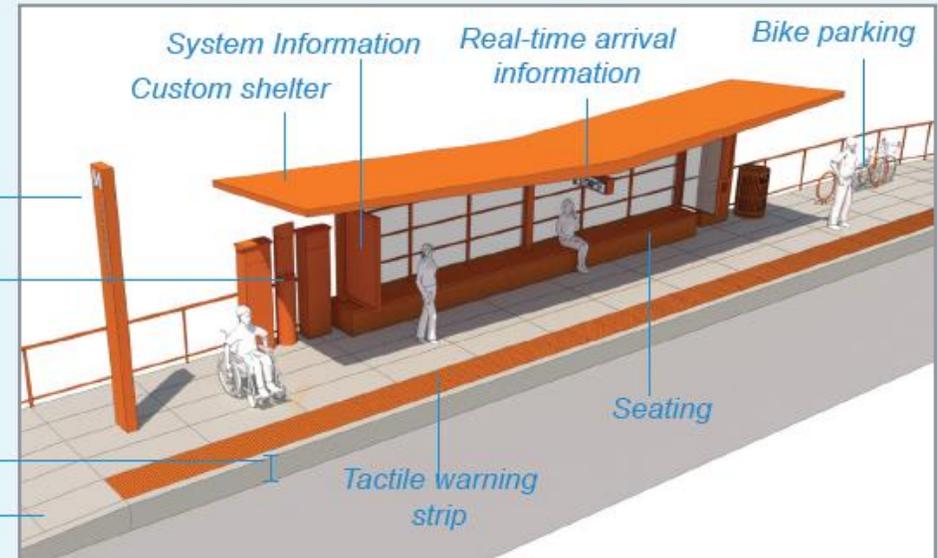
Improved Stop

- Modular shelter
- Real-time arrival information
- Seating
- Vertical marker
- 6-inch Curb



Super Stop

- Vertical marker
- Ticket vending machine
- Level Boarding
- Accessibility ramp





Poll Question

Outreach Takeaways

- Relationship between BRT and timing of development on South Fulton Pkwy
- Importance of complete streets and covered shelters
- Safe pedestrian crossings at roadways and railroads
- Coordination with other roadway projects
- Information about proposed developments
- Access to jobs

Elected
Officials

Cities

Regional
Agencies

GDOT

Fulton
County

CIDs

The
Public



Next Steps

Under the 'Assessment Phase' (2021- 2023)



How to Participate and Stay Engaged

- ❑ Stay in touch with the project website: <https://www.itsmarta.com/south-fulton-county-transit-initiative.aspx>
- ❑ E-mail questions directly to: publichearinginfo@itsmarta.com
- ❑ Join us at a future community/virtual meeting
- ❑ Share the news with your friends and neighbors

Questions & Answers

Use the Q&A tool to submit questions or comments.



Thank You

MARTA Project Manager
Morgan L. Simmons
mlsimmons@itsmarta.com

