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## Atlanta BeltLine Transit Implementation Strategy

### *Stakeholder Advisory Committee*



*Rendering of the Atlanta BeltLine Corridor at Ponce De Leon Avenue*

June 21, 2011

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## Agenda

- 1. Welcome**
  - 2. Update on the Transportation Investment Act Segments**
  - 3. Transit Implementation Strategy Concept Plan Task**
  - 4. Concept Plan Projects**
  - 5. Evaluation Criteria Methodology and Results**
  - 6. Next Steps for Developing Near-Term Plan**
  - 7. Wrap-up**
-

## Transit Implementation Strategy

### June 21<sup>st</sup> SAC Meeting Objectives

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- Provide details regarding conceptual plan and evaluation process
- Understanding and validating the analysis process
- Determining next steps for identifying projects for detailed analysis
- Receiving your input regarding projects to be advanced

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# HB 277: Transportation Investment Act of 2010

## Project/Program Selection Process



**1 Spring/Summer 2010**  
Planning Director submits recommended criteria for TSPLOST projects



**2 Winter 2010**  
Roundtable amends and approves criteria; elects Executive Committee



**3** Local governments and legislators submit projects consistent with the regional criteria to the Planning Director



## Financially Constrained Project List by October 15, 2011

**4 June, 2011**  
Director compiles an example project list from stakeholder submissions



**Now**  
**5 Aug. 15, 2011**  
Executive Committee works with Director to create a fiscally constrained draft investment list from example list

**6 Oct. 15, 2011**  
After public input, Regional Roundtable amends and approves the final transportation investment list

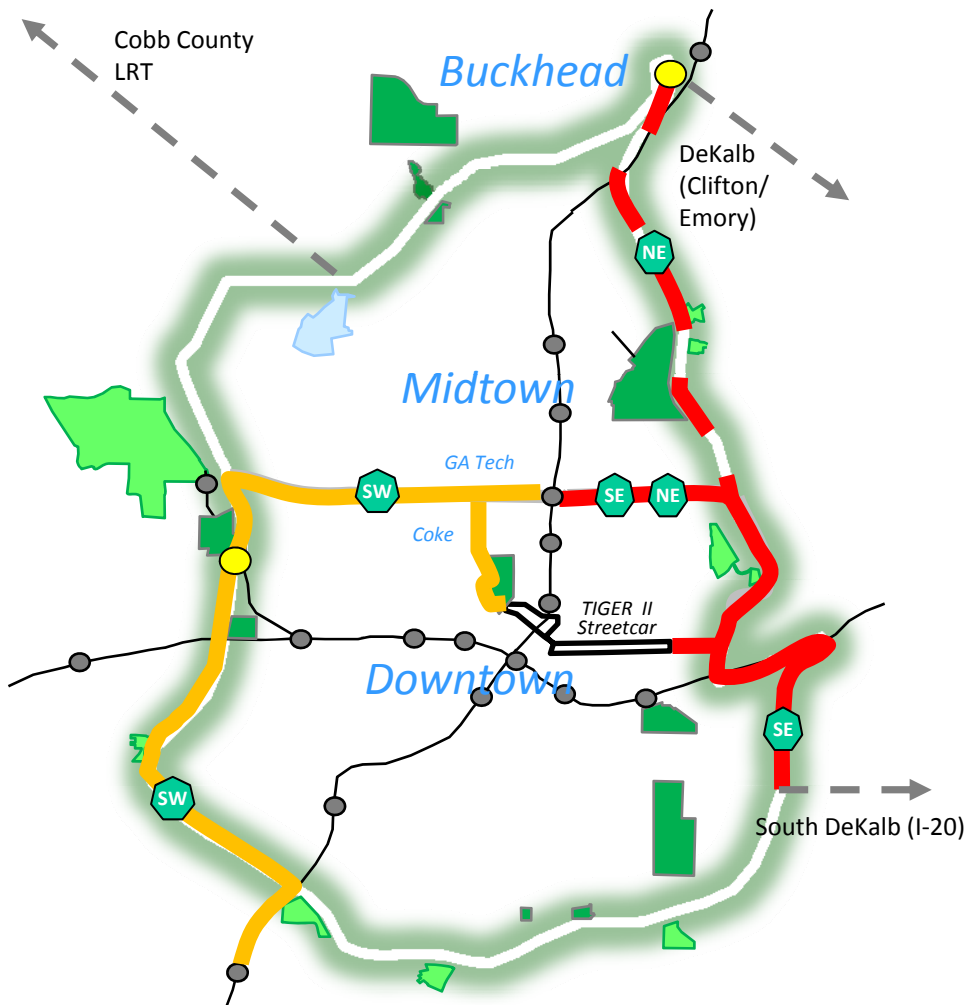


**7 Spring/Summer 2012**  
Election superintendents in each of the 10 counties call for a vote on the transportation investment list and 1% sales tax.



# Transit Update – Regional Funding

## Atlanta BeltLine Projects Competing for TIA Funding



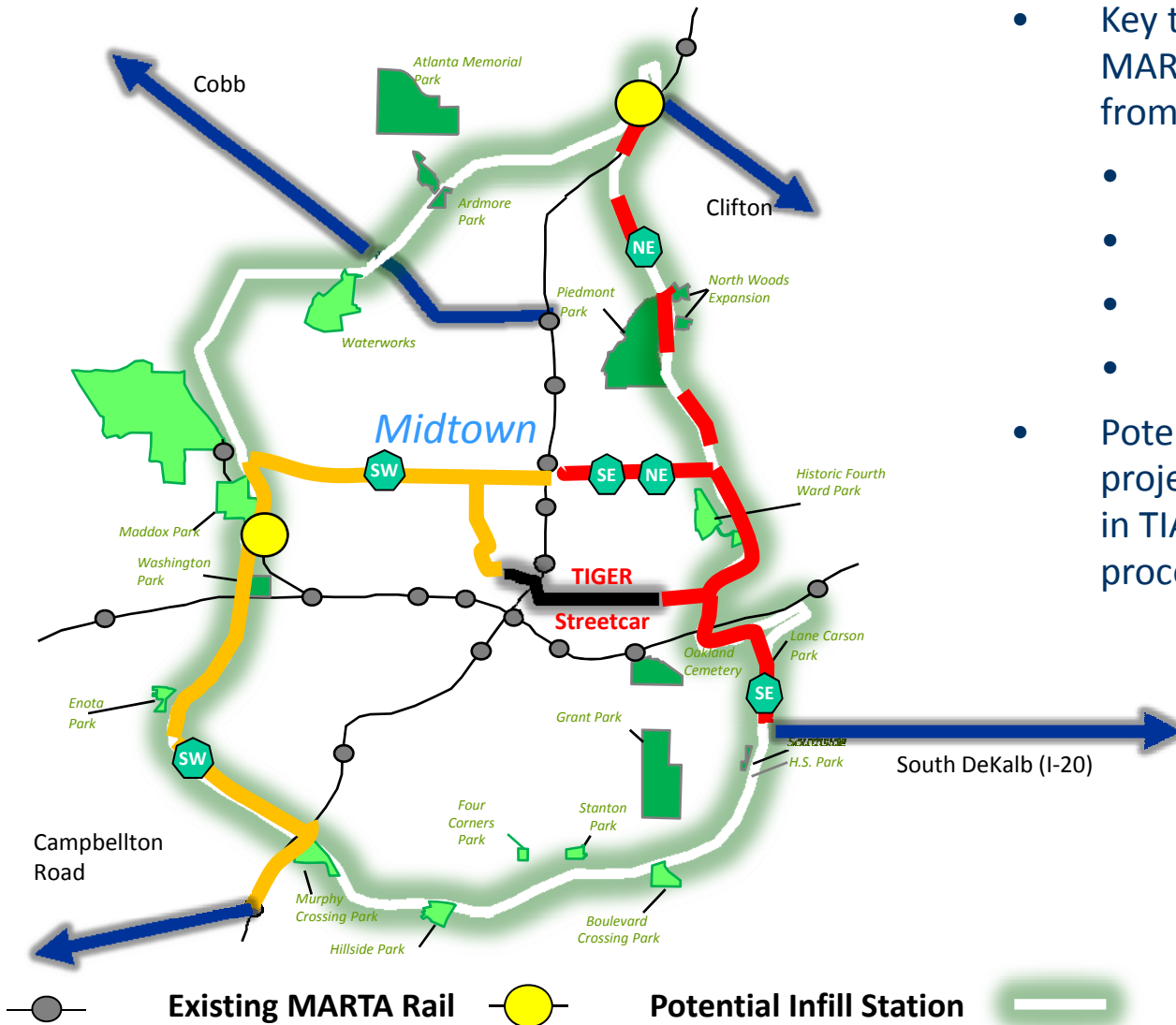
- Projects connect and/or share routes with 3 county led transit expansions
  - DeKalb I-20 East
  - DeKalb Clifton/Emory
  - Cobb I-75 Corridor
- Projects will complement regional projects by providing circulation and mobility within core job centers in the City of Atlanta

Map ID	Segment Description
SW	Southwest Atlanta to Midtown and Downtown
SE	Southeast Atlanta to Midtown and Downtown
NE	Northeast Atlanta to Midtown



# Transit Implementation Strategy

## All Key Atlanta BeltLine Related Transit Segments in TIA Submittals

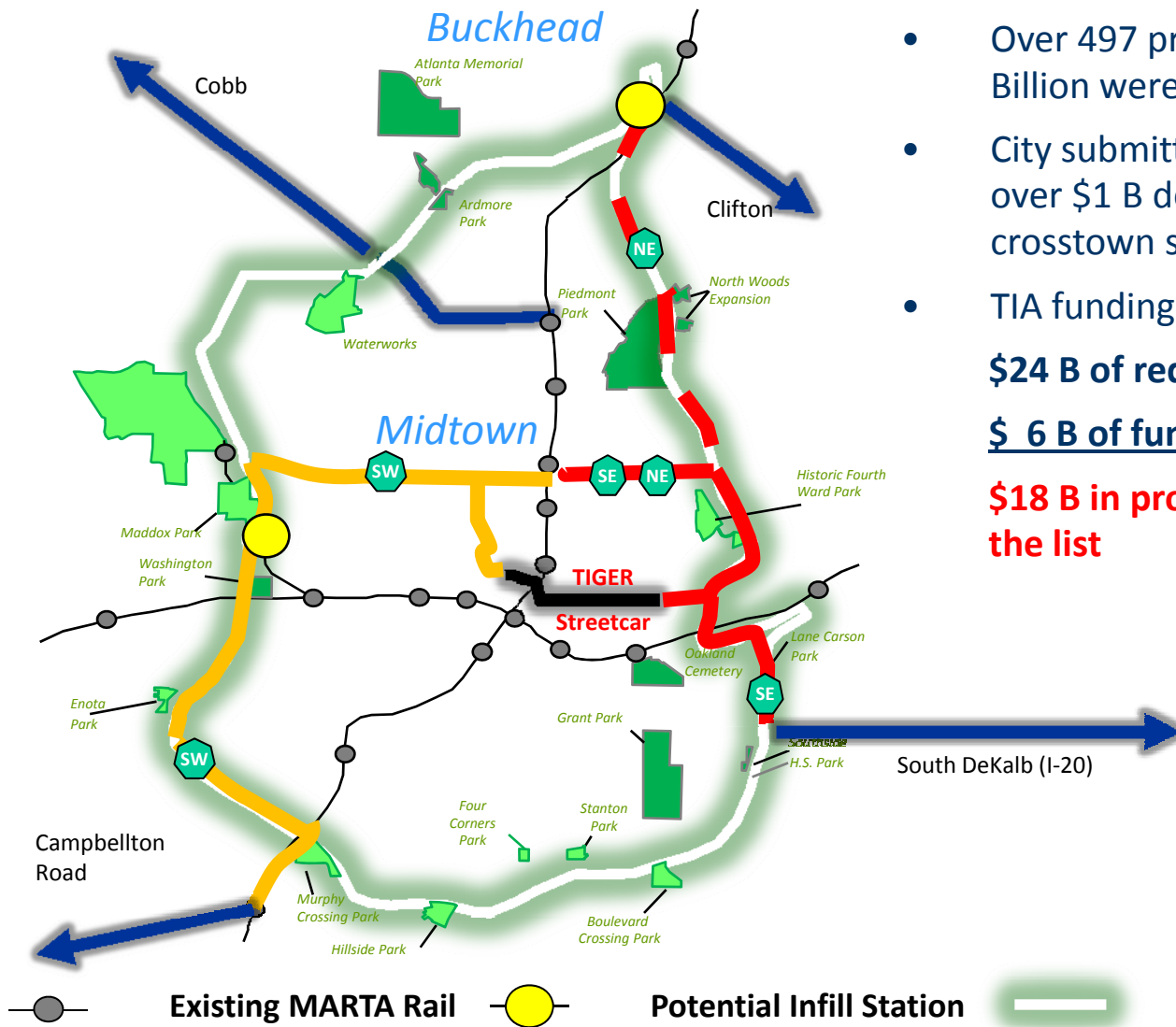


- Key transit projects submitted by MARTA and counties with support from the City
  - South DeKalb I-20 East LRT
  - Clifton Corridor LRT
  - Cobb I-75 LRT
  - Campbellton Road BRT
- Potential to coordinate county projects with Atlanta BeltLine projects in TIA project list development process

# Transit Implementation Strategy

## Transportation Investment Act (TIA) Unconstrained List

### Preliminary Funding Gap Analysis



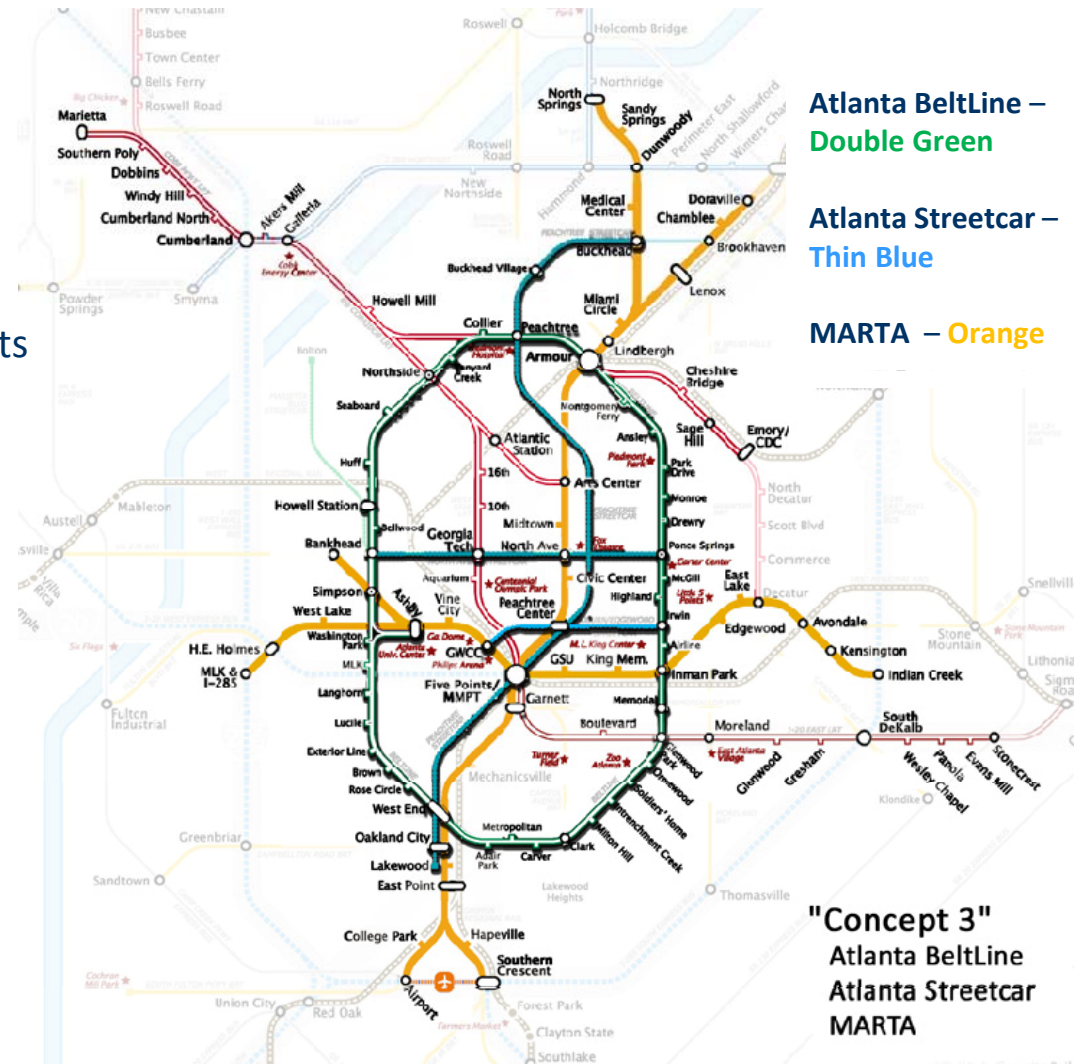
- Over 497 projects worth more than \$24 Billion were submitted regionally
- City submitted over \$3 B in projects including over \$1 B dedicated to Atlanta BeltLine and crosstown streetcar connections
- TIA funding gap analysis:  
**\$24 B of requests**  
\$ 6 B of funding if TIA passes  
**\$18 B in projects will need to be cut from the list**




## Transit Implementation Strategy Transportation Investment Act Process

The Atlanta BeltLine, the Atlanta Streetcar and MARTA should be developed as an integrated transit system for the City and region.

- Reducing competition between projects
- Improving federal fundability
- Accessing regional funding
- Overcoming concerns about transit readiness
- Maximizing opportunities for funding partnerships



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## Purpose of TIS Concept Plan

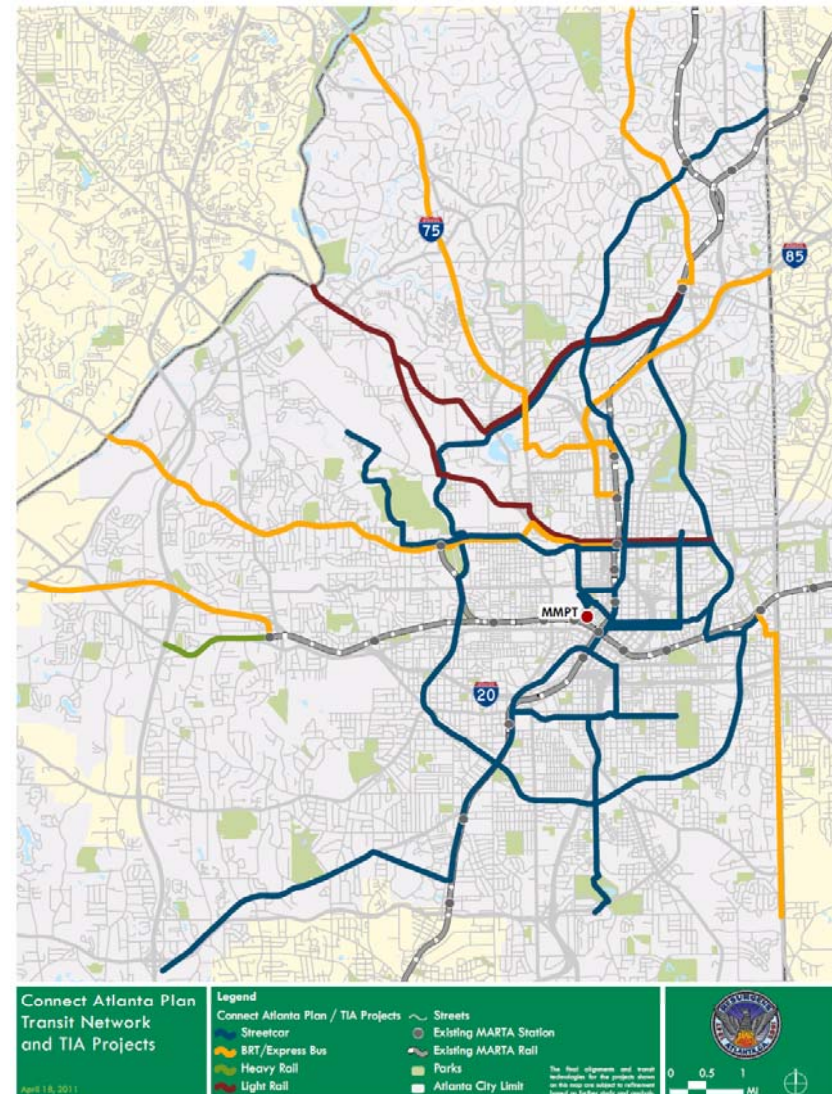
- Integrate network of high-quality transit connecting City neighborhoods, employment and activity centers
- Develop a high-level implementation plan for transit projects identified in the Connect Atlanta Plan
- Identify “high-priority” or “near-term” projects to implement in the 2011 – 2020 time frame





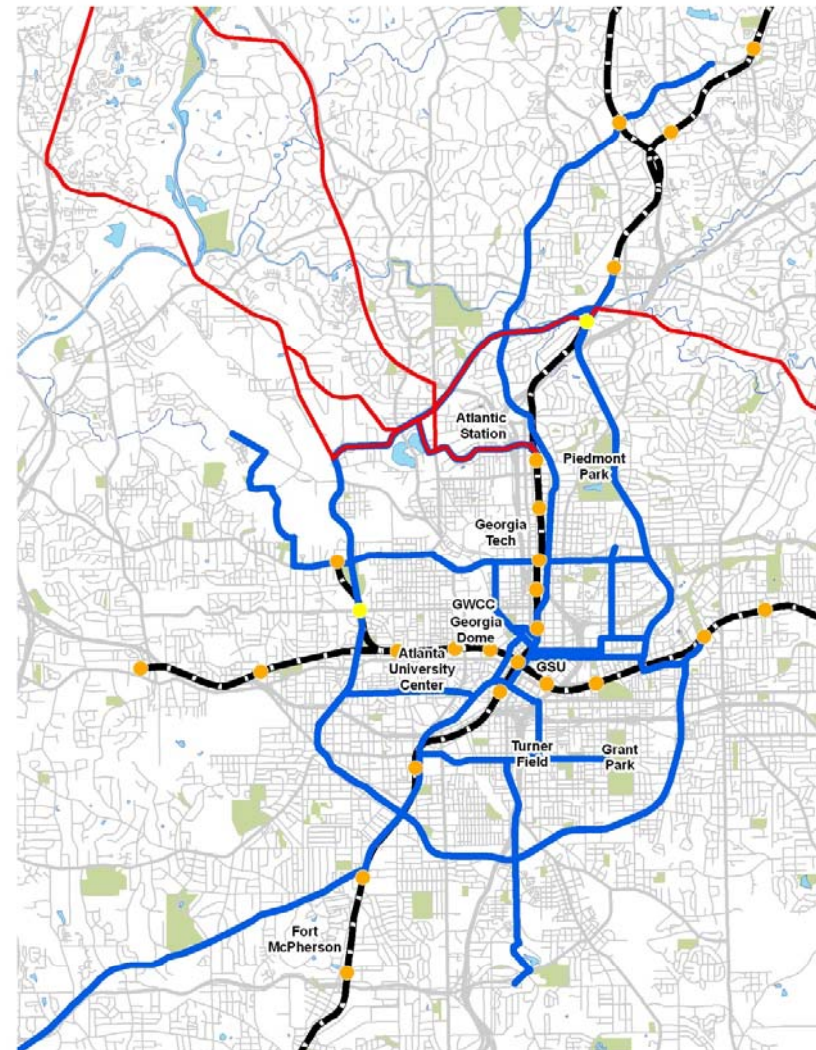
## TIS Concept Plan Objectives

- Develop Connect Atlanta circulator system with connections to the regional transit mobility network
- Prepare a detailed description for transit projects in the Connect Atlanta plan
- Identify funding models to apply to segments of the network based on the experience from other cities
- Perform high-level screening of proposed streetcar and light rail transit lines




## TIS Concept Plan Highlights

- 17 proposed streetcar and LRT projects.
- Projects combined into operating segments for technical analysis; some operating segments use common corridors
- Each project feeds into an existing MARTA rail station to provide connectivity
- Projects may be “City serving” or “City shaping” or both
- Assume a 10-minute peak headways/15-minute off-peak level of service on individual operational segments



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# Transit Implementation Strategy

## List of Projects

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### Streetcar

- |   |  |
|---|--|
| 1) <b>Campbellton Rd</b> (Greenbriar Mall to Oakland City)  | 10A) <b>SW BeltLine</b> (Oakland City to Midtown)              |
| 2) <b>Pryor Rd/Capital Ave</b> (Lakewood to Five Points)    | 10B) <b>SW BeltLine</b> (Oakland City to Downtown)             |
| 3A) <b>Georgia Ave/RDA Blvd</b> (West End to Grant Park)    | 11A) <b>SE BeltLine</b> (Glenwood Park to Midtown)             |
| 3B) <b>Georgia Ave/Capital Ave</b> (Grant Park to 5 Points) | 11B) <b>SE BeltLine</b> (Glenwood Park to Downtown)            |
| 4) <b>Boulevard</b> (Ponce de Leon to Downtown)             | 12) <b>SE BeltLine/Pryor Rd</b> (Glenwood Park to Five Points) |
| 5A) <b>Peachtree St</b> (DeKalb County Line to Arts Center) | 13) <b>NW BeltLine</b> (Bankhead to Arts Center)               |
| 5B) <b>Peachtree St</b> (Arts Center to Five Points)        | 14) <b>BeltLine Loop</b> (22-mile loop)                        |
| 5C) <b>Peachtree St</b> (Five Points to Oakland City)       | 15) <b>NW BeltLine</b> (Bankhead to Lindbergh/Armour)          |
| 6) <b>Atlanta University Center</b> (to Downtown)           | 16) <b>SE BeltLine</b> (Oakland City to Glenwood Park)         |
| 7) <b>West Highlands</b> (to North Avenue Station)          |  |
| 8) <b>NE BeltLine</b> (Ansley to Downtown)                  |  |
| 9) <b>NE BeltLine</b> (South Buckhead to Midtown)           |  |

### Light Rail Transit

- 17) **I-75 LRT** (Cobb County Line to Arts Center & Emory)

# Transit Implementation Strategy

## 1) Campbellton Road

### Route Description

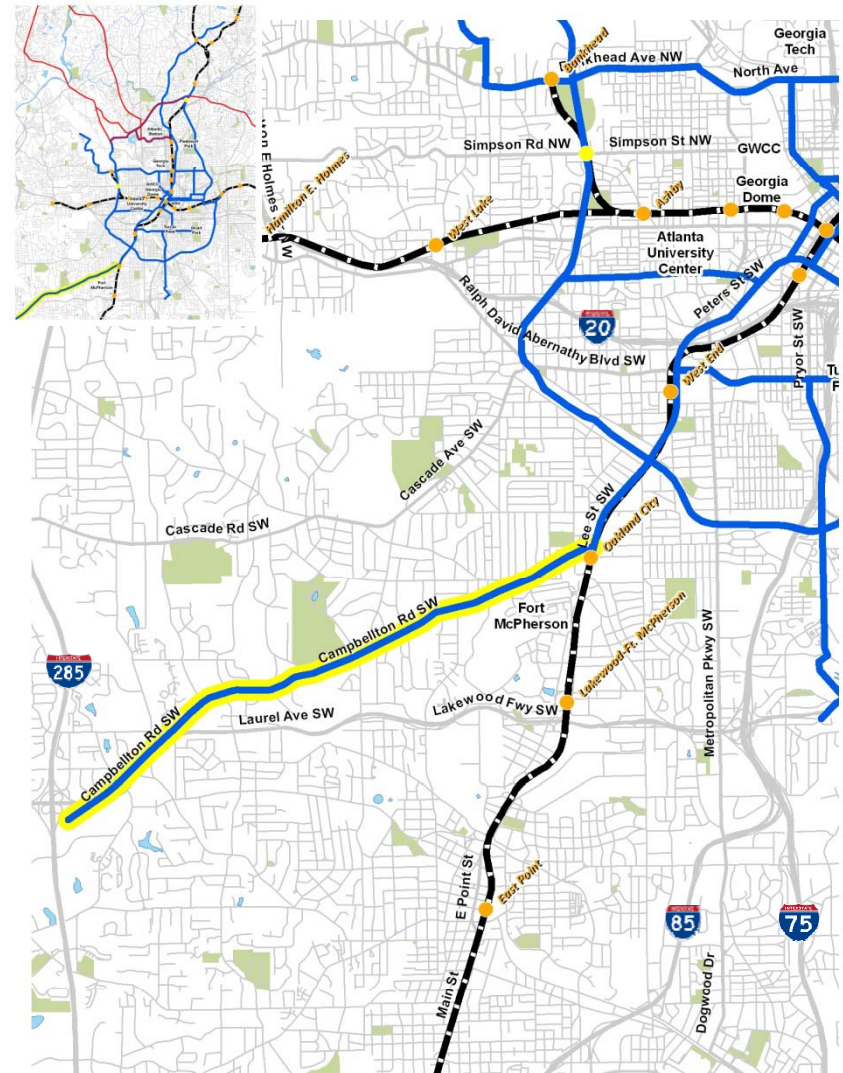
- 5.5-mile line on Campbellton Road from Oakland City Station to Greenbriar Mall.

### Project Highlights

- Provide premium transportation choices for residents and businesses in SE Atlanta
- Campbellton Road is one of the City of Atlanta's primary economic development priorities
- Transportation investments needed to support development intensity and linked to surrounding neighborhoods
- Anchored by Greenbriar Mall, providing rail transit access to and from the urban shopping mall

### Major Destinations/MARTA Rail Stations

- Greenbriar Mall
- Fort MacPherson
- Oakland City Station







# Transit Implementation Strategy

## 3A) Georgia Avenue/RDA Blvd

### Route Description

- 2.3-mile line along Georgia Avenue/Ralph David Abernathy Boulevard from Grant Park to MARTA's West End Station

### Project Highlights

- Provides important east-west connection in south Atlanta
- Connects the Grant Park, Zoo Atlanta, Turner Field, schools and other community centers to MARTA
- Support economic redevelopment in south Atlanta
- Good potential for increased ridership on connecting transit network

### Major Destinations/MARTA Rail Stations

- Grant Park
- Turner Field
- West End Station



## Transit Implementation Strategy

### 3B) Georgia Avenue/Capital Avenue

#### Route Description

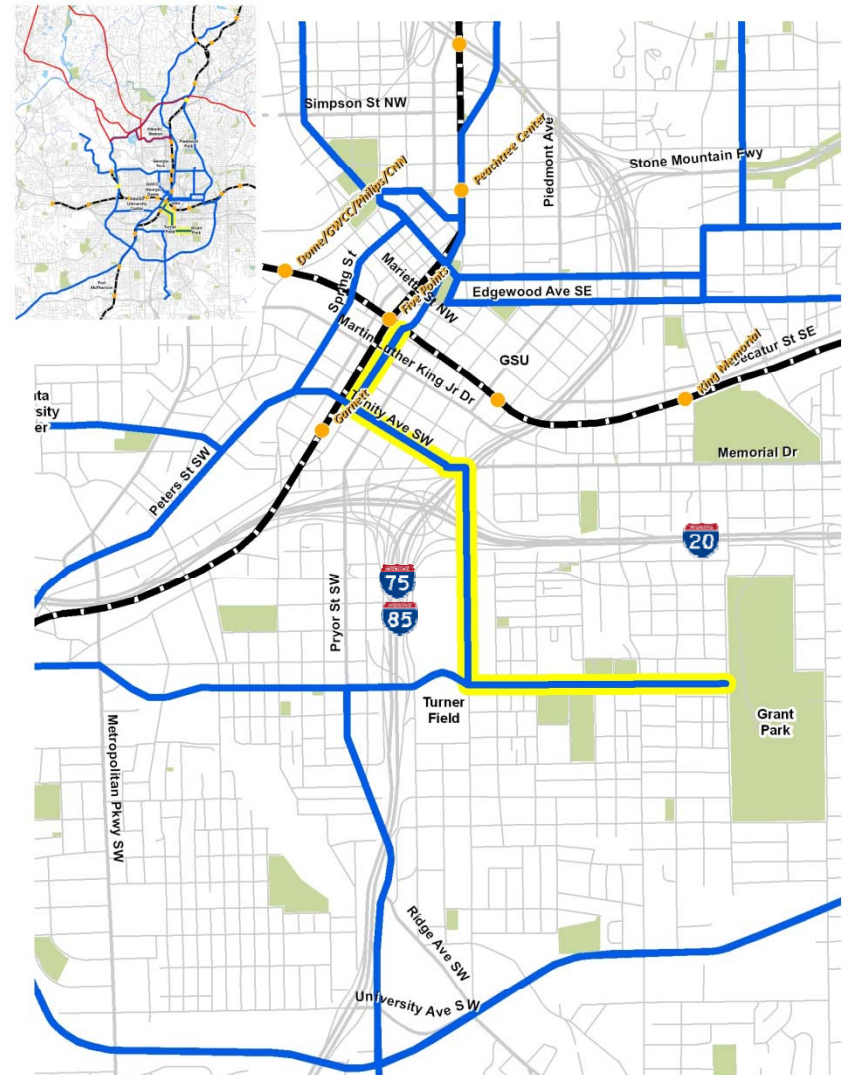
- 2.2-mile line along Georgia Avenue between Grant Park and Five Points

#### Project Highlights

- Connects Grant Park, Zoo Atlanta, schools and other community centers to Downtown
- Enhances activities at Turner Field, Government Offices including the State Capitol and City Hall, Underground Atlanta, various shopping centers, hotels and parks
- Good potential for increased ridership on connecting transit network

#### Major Destinations/MARTA Rail Stations

- Grant Park
- Turner Field
- Five Points Station



# Transit Implementation Strategy

## 4) Boulevard

### Route Description

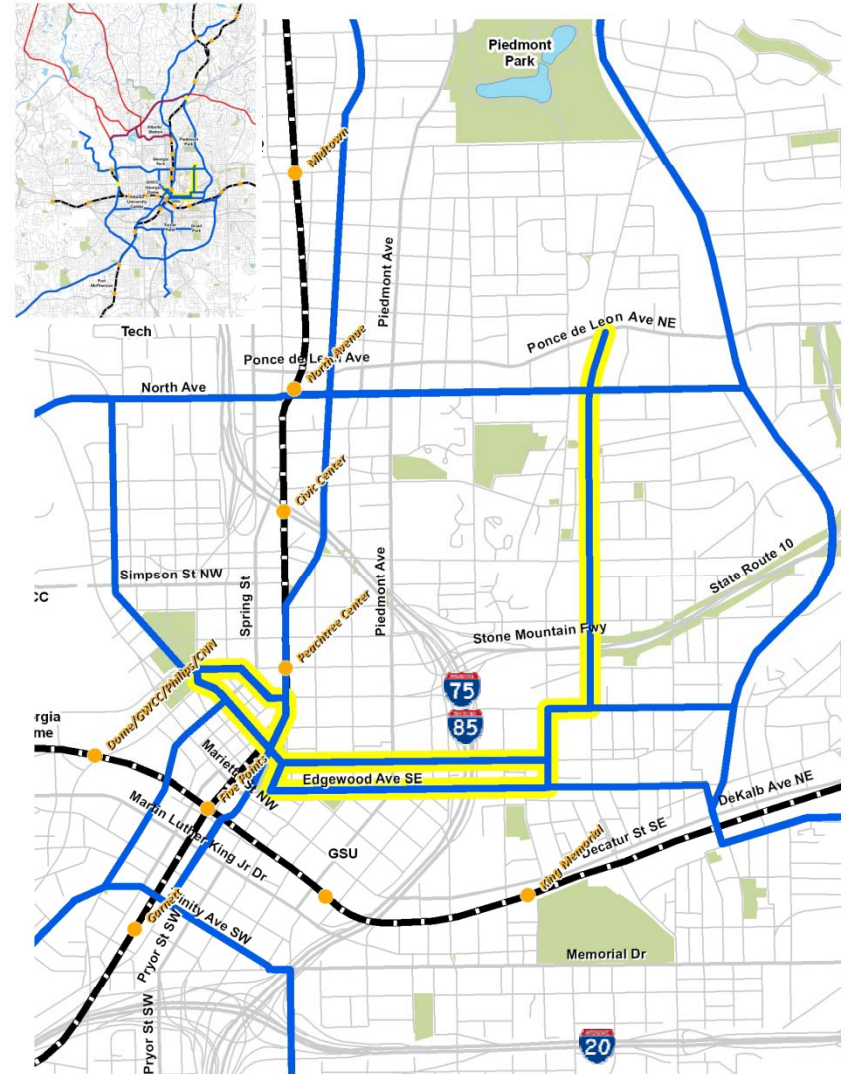
- 2.9-mile line along Boulevard from Ponce de Leon Avenue to Downtown via the Atlanta Streetcar route

### Project Highlights

- Provides premium transit service to Atlanta Medical Center and Old Fourth Ward neighborhood
- Connects major activity centers in the Downtown area: Martin Luther King Jr. National Historic Site, churches, Dobbs Plaza, museums, hospitals, libraries, parks, Centennial Olympic Park, government offices, hotels, conference centers, shops and retail centers.
- Good potential for increased ridership on connecting transit network

### Major Destinations/MARTA Rail Stations

- King Center
- Atlanta Medical Center
- Centennial Olympic Park
- Peachtree Center Station
- Five Points Station





# Transit Implementation Strategy

## 5A) Peachtree Street - North Segment

### Route Description

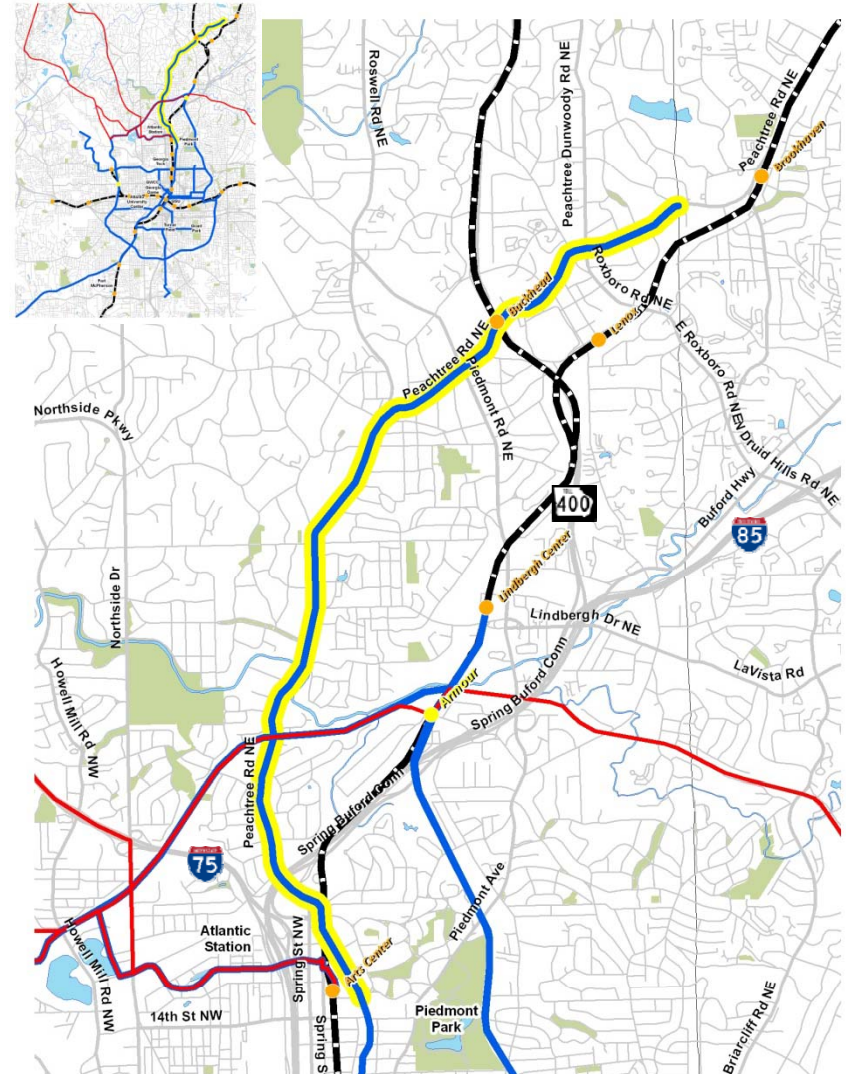
- 6.3-mile line on Peachtree Street between DeKalb County Line to MARTA's Arts Center Station

### Project Highlights

- Improves regional connectivity between Midtown Atlanta and the metro area
- Provides new premium transit service to Piedmont Hospital
- Supports high-density office, residential and commercial redevelopment along Peachtree Street
- Connects northside residential neighborhoods, schools, churches, retail centers and other community centers to transit and key destinations
- Good potential for increased ridership on connecting transit network

### Major Destinations/MARTA Rail Stations

- High Museum
- Piedmont Hospital
- Buckhead
- Lenox Mall/Phipps Plaza
- Arts Center Station
- Buckhead Station



# Transit Implementation Strategy

## 5B) Peachtree Street – Central Segment

### Route Description

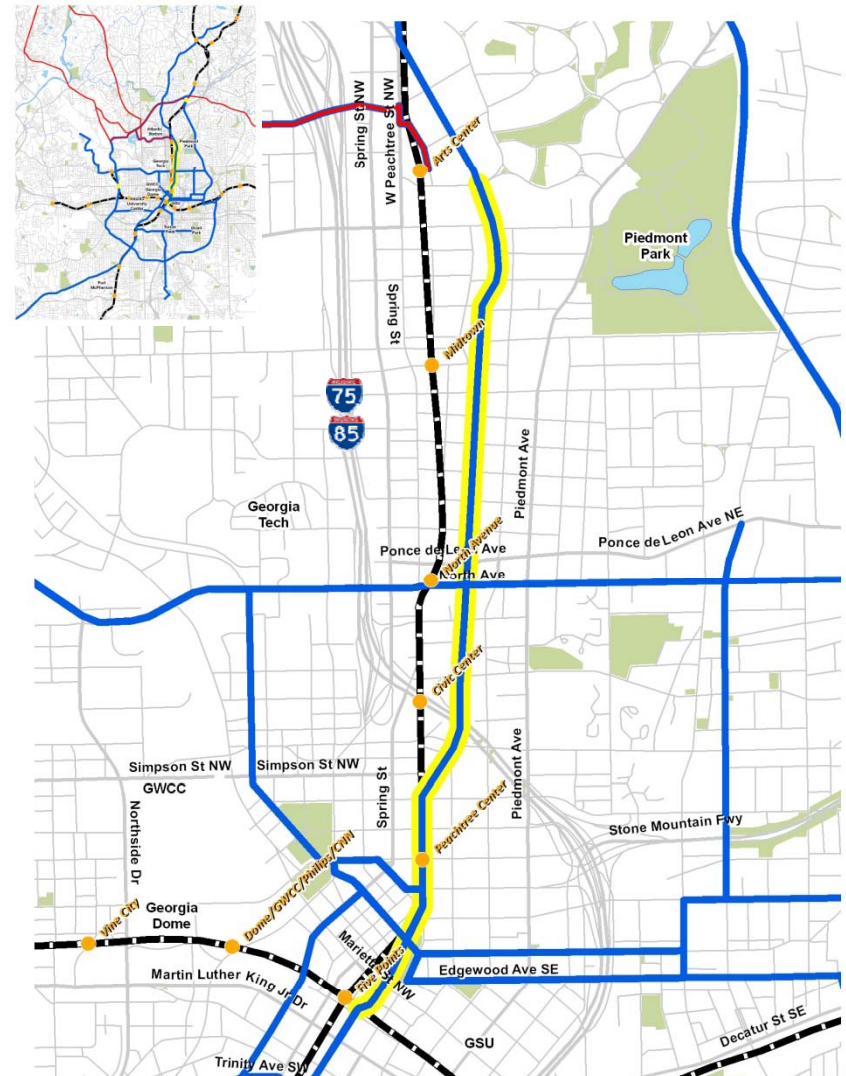
- 2.6-mile line Peachtree Street between MARTA’s Arts Center Station and Five Points Station

### Project Highlights

- Provides access to MARTA rail system
- Serves high-density residential, office and commercial activities in Midtown
- Connects the BeltLine Streetcar system and the Atlanta Streetcar Loop
- Provides connections to major destination centers such as Underground Atlanta, hotels, galleries, art museums, offices, residential developments and shopping center
- Potential for increased ridership on connecting transit network

### Major Destinations/MARTA Rail Stations

- High Museum
- Fox Theater
- Arts Center Station
- Midtown Station
- North Ave Station
- Peachtree Center Station
- Five Points Station



# Transit Implementation Strategy

## 5C) Peachtree Street - South Segment

### Route Description

- 3.5-mile line on Peachtree Street, Peters Street and Lee Street between MARTA's Oakland City and Five Points Stations

### Project Highlights

- Connects the BeltLine Streetcar and MARTA rail stations
- Provides important connection to Ft. Mac redevelopment
- Part of the north / south Peachtree Street Streetcar corridor that connects neighborhoods and activities within and outside the BeltLine corridor
- Supports redevelopment along Peters and Lee Streets
- Potential for increased ridership on connecting transit network

### Major Destinations/MARTA Rail Stations

- Five Points Station
- West End Station
- Oakland City Station
- Fort Mac redevelopment





# Transit Implementation Strategy

## 6) Atlanta University Center

### Route Description

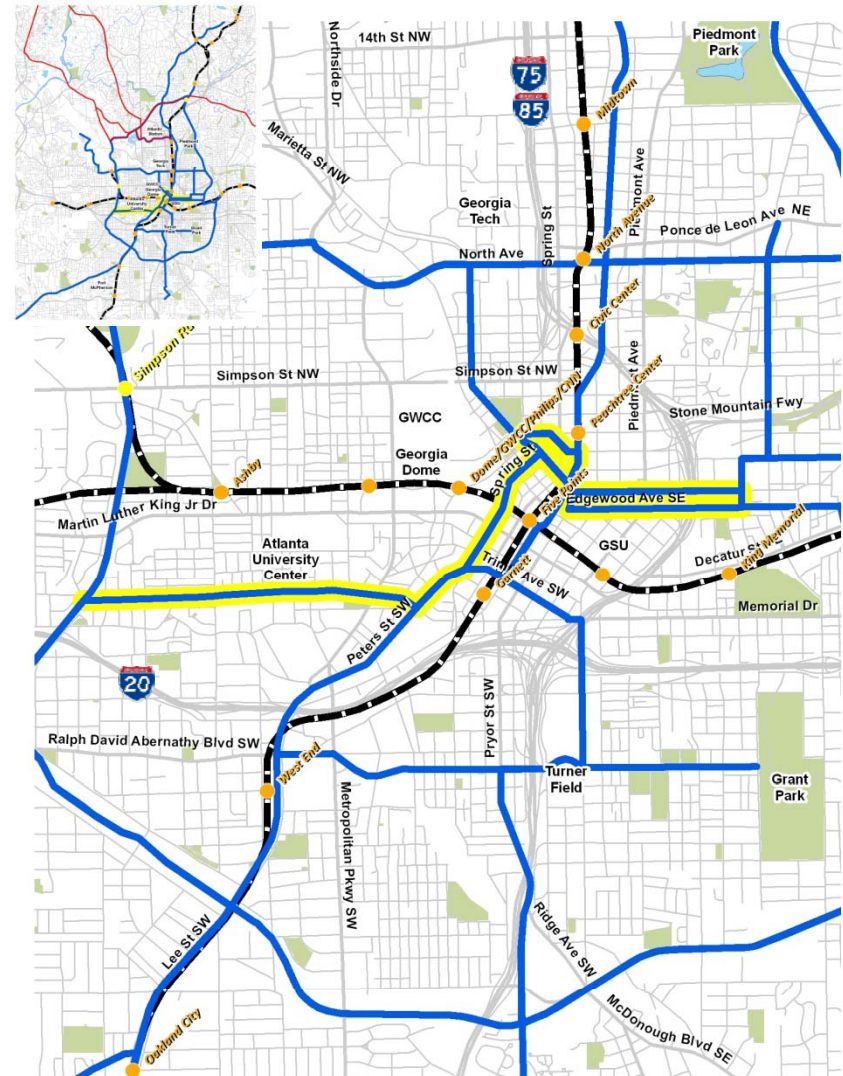
- 4.1-mile line on Fair Street and Spring Street between the AUC , Atlanta’s Multi Modal Passenger Terminal (MMPT) and Downtown with connections to the Atlanta Streetcar route

### Project Highlights

- Provides new premium transit service to Atlanta University Center campuses
- Connects the BeltLine Streetcar system and the Atlanta Streetcar route
- Connects to the proposed Atlanta MMPT that will serve as the hub for existing and proposed transportation networks serving metro-Atlanta
- Good potential for increased ridership

### Major Destinations/MARTA Rail Stations

- Atlanta University Center
- Proposed MMPT
- King Center
- Centennial Olympic Park
- Peachtree Center Station
- Five Points Station



# Transit Implementation Strategy

## 7) West Highlands

### Route Description

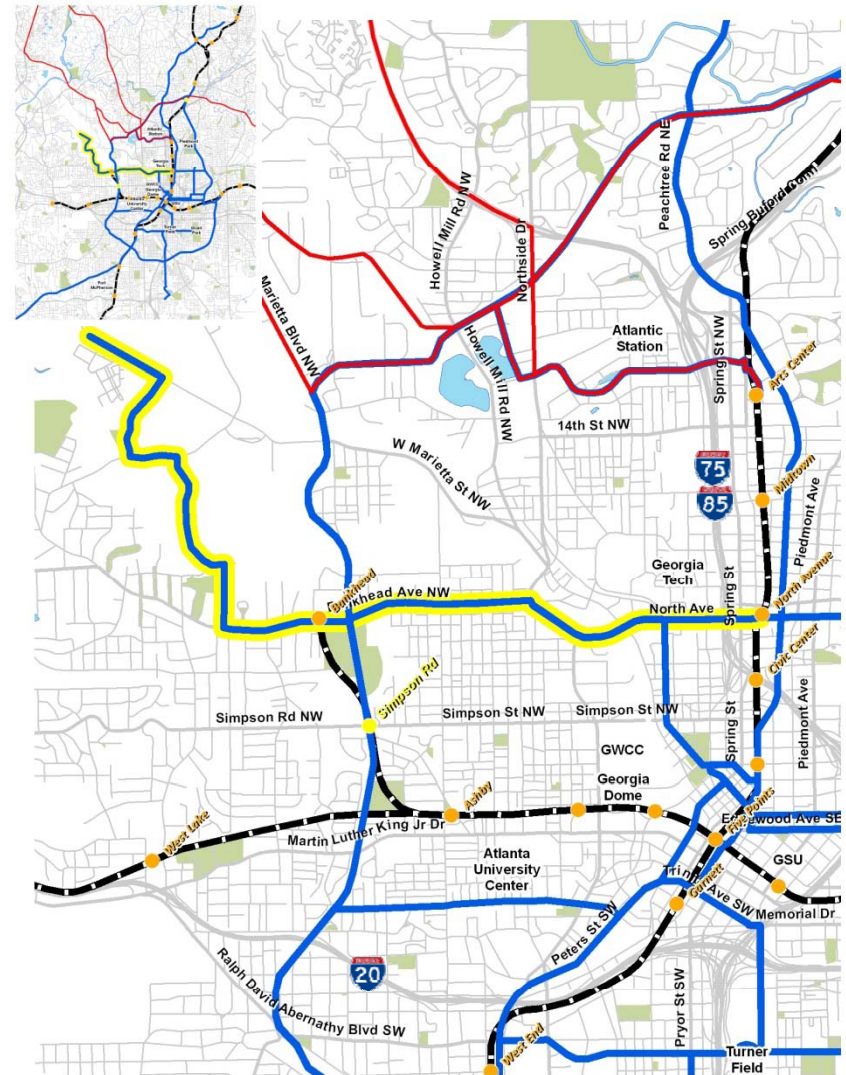
- 5.4-mile line along D.L. Hollowell Parkway and North Avenue between West Highlands and MARTA's North Avenue Station

### Project Highlights

- Connects residential neighborhoods and employment centers outside and inside the BeltLine corridor. With connections to North Avenue line, provides excellent connections to Coca Cola, Georgia Tech and Midtown neighborhood
- Supports redevelopment of West Highlands neighborhood
- Good potential for new transit riders

### Major Destinations/MARTA Rail Stations

- West Highlands
- Proposed Westside Park
- Coca Cola HQ
- Georgia Tech
- Bankhead Station
- North Ave Station





# Transit Implementation Strategy

## 8) NE BeltLine (Piedmont Park to Downtown)

### Route Description

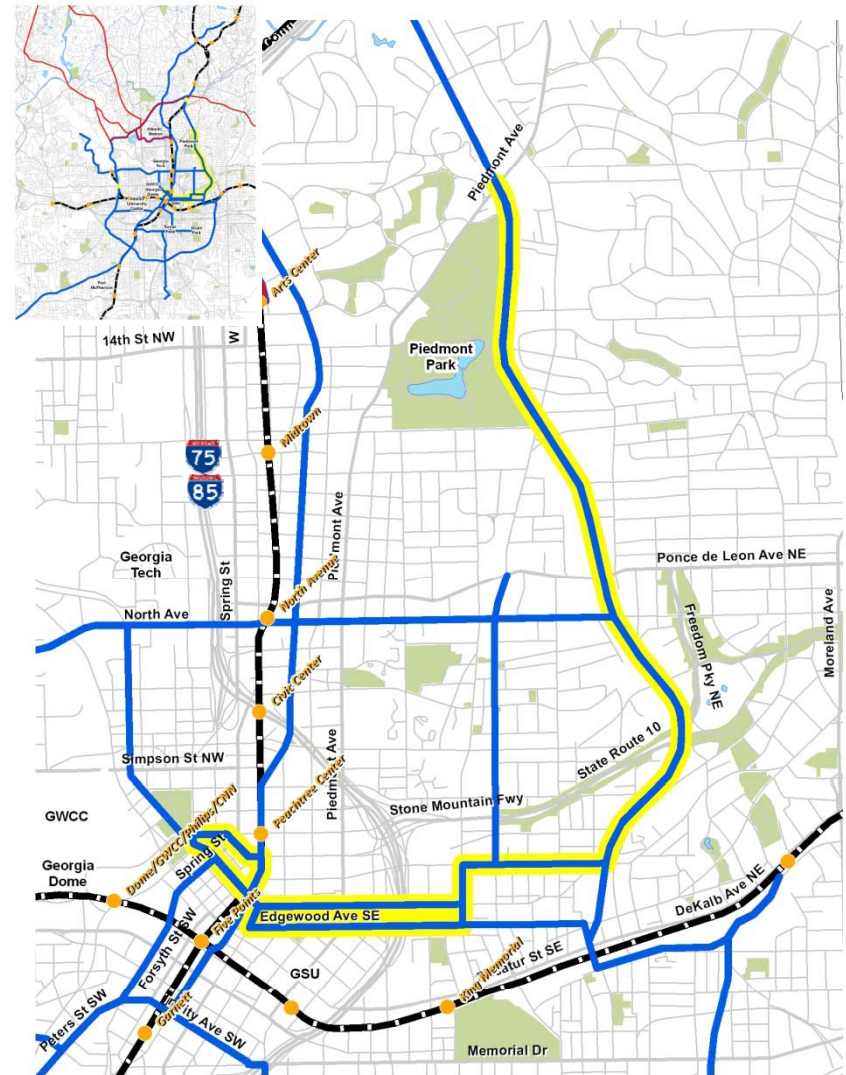
- 5.1-mile line on NE BeltLine from Piedmont Park to Downtown via the Atlanta Streetcar route

### Project Highlights

- Provides new premium service to Old Fourth Ward, Poncey Highlands, Virginia Highlands and Morningside neighborhoods
- Connects Central Atlanta, King Historic Site and Carter Center
- The linkage with the Atlanta Streetcar facilitates connection with major activity centers in the Downtown area, Martin Luther King Jr. National Historic Site, Dobbs Plaza, City Hall East redevelopment and Piedmont Park

### Major Destinations/MARTA Rail Stations

- Piedmont Park
- City Hall East
- Historic Fourth Ward Park
- King Center
- Carter Center
- Centennial Olympic Park
- Peachtree Center Station
- Five Points Station





# Transit Implementation Strategy

## 9) NE BeltLine (South Buckhead to Midtown)

### Route Description

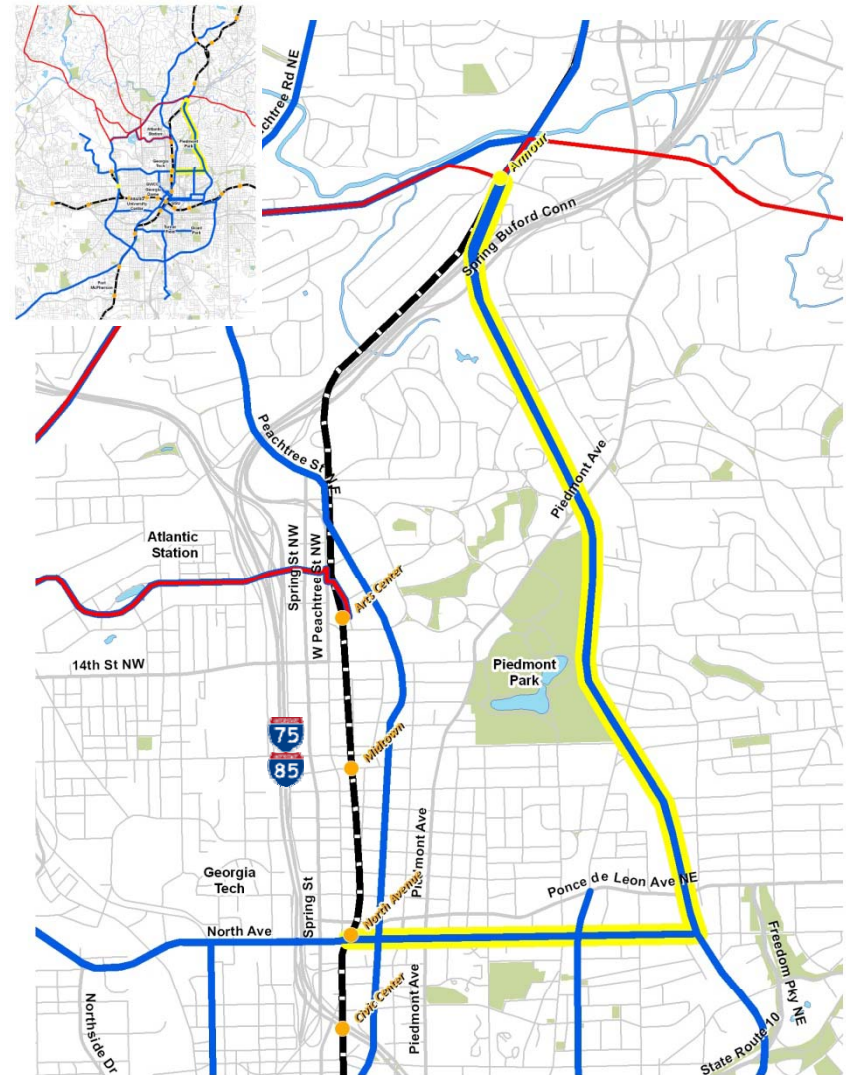
- 4.6-mile line along NE BeltLine from South Buckhead/Armour Yard area to the North Avenue Station

### Project Highlights

- Provides new premium service to Old Fourth Ward, Poncey Highlands, Virginia Highlands and Morningside neighborhoods
- Direct service to Georgia Tech, hotels, community centers and residential areas in Midtown Atlanta
- Connects to MARTA's North Avenue and Armour (new, infill) stations
- Potential for increased ridership on connecting transit network

### Major Destinations/MARTA Rail Stations

- Armour Station (infill)
- Piedmont Park
- City Hall East
- North Avenue Station



# Transit Implementation Strategy

## 10A) SW BeltLine (Oakland City to Midtown)

### Route Description

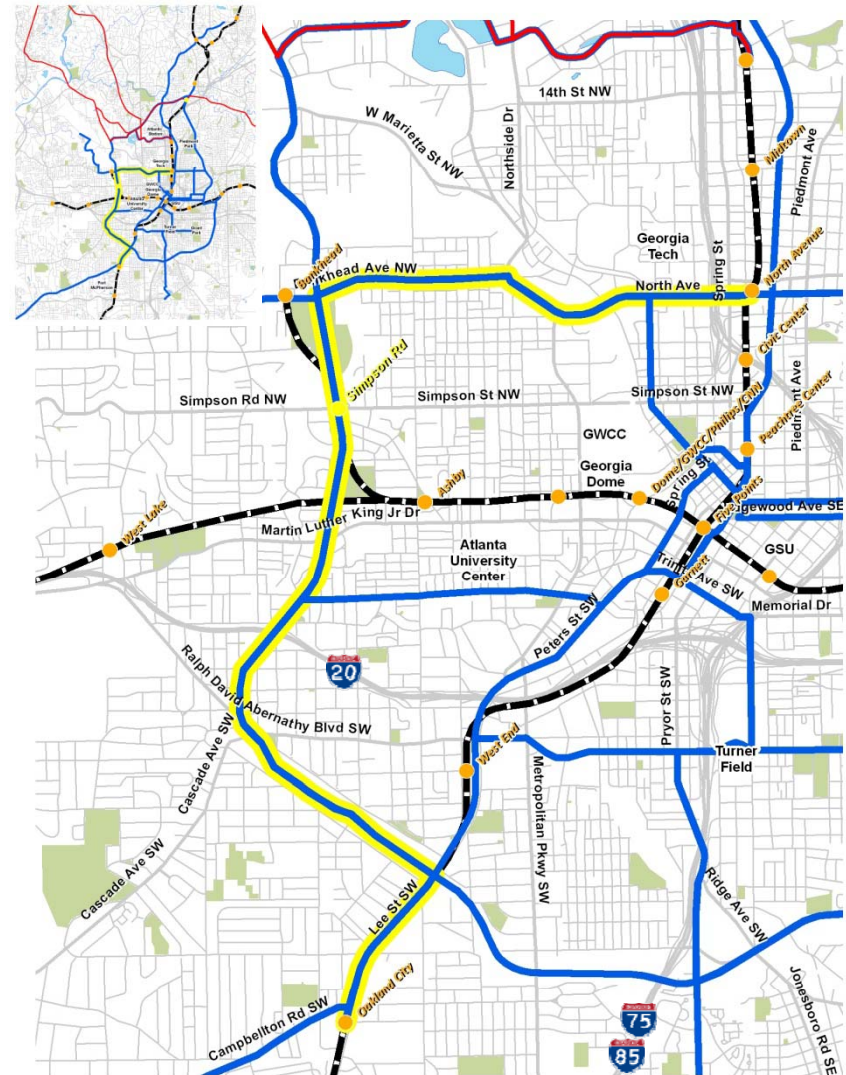
- 6.9-mile line along SW BeltLine and North Avenue between Oakland City and Midtown; includes new MARTA infill station at Boone Blvd.

### Project Highlights

- The alternative creates opportunities to reuse abandoned and underutilized rail line
- Provides new premium transit to south and west side neighborhoods
- Creates opportunities for residential/commercial redevelopment in south and west side neighborhoods
- Good potential for increased ridership

### Major Destinations/MARTA Rail Stations

- Coca Cola HQ
- Georgia Tech
- Midtown Atlanta
- Oakland City Station
- North Ave Station
- Proposed Boone Blvd. Infill Station





# Transit Implementation Strategy

## 10B) SW BeltLine (Oakland City to Downtown)

### Route Description

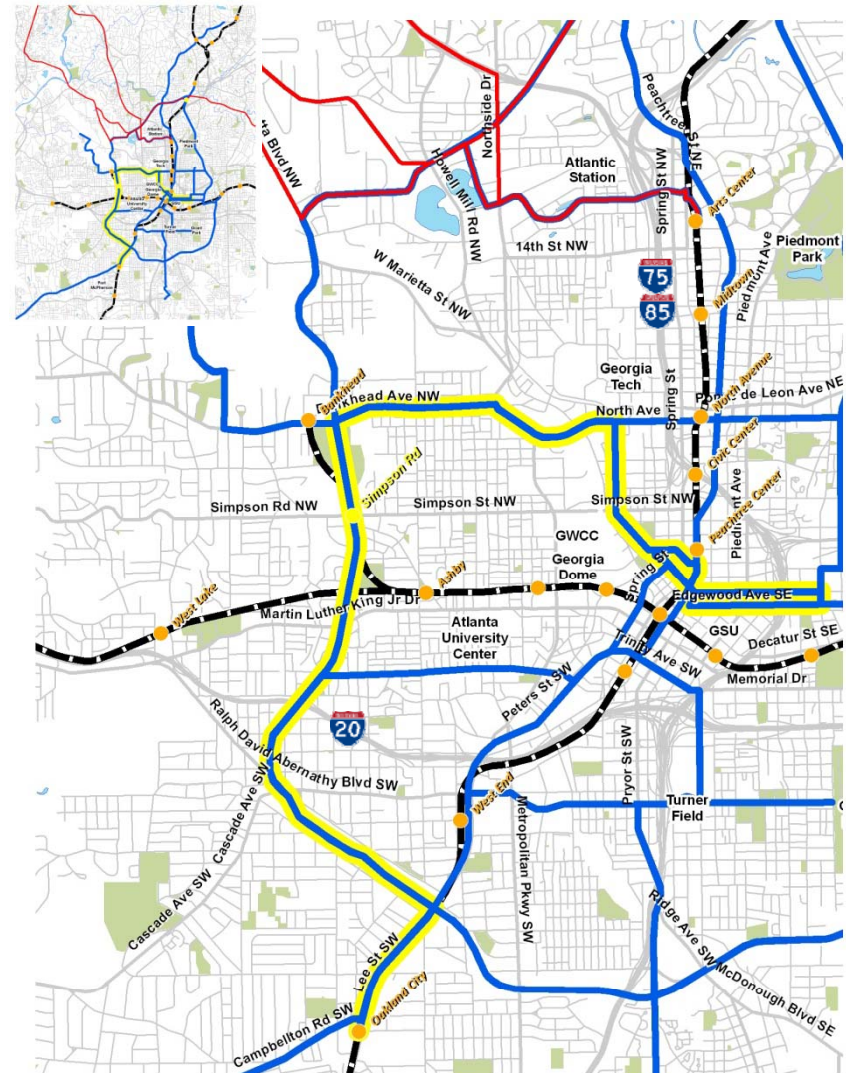
- 9-mile line on SW BeltLine from Oakland City to Downtown via Luckie Spur and ATL Streetcar

### Project Highlights

- The alternative creates opportunities to reuse abandoned and underutilized rail line
- Provides new premium transit to south and west side neighborhoods
- Creates opportunities for residential/commercial redevelopment in south and west side neighborhoods
- Linkage with the Atlanta Streetcar facilitates connection with major activity centers in the Downtown area: Martin Luther King Jr. National Historic Site, Centennial Olympic Park, government offices, hotels, shops and retail centers.

### Major Destinations/MARTA Rail Stations

- Coca Cola HQ
- Georgia Tech
- King Center
- Centennial Olympic Park
- Five Points Station



# Transit Implementation Strategy

## 11A) SE BeltLine (Glenwood Park to Midtown)

### Route Description

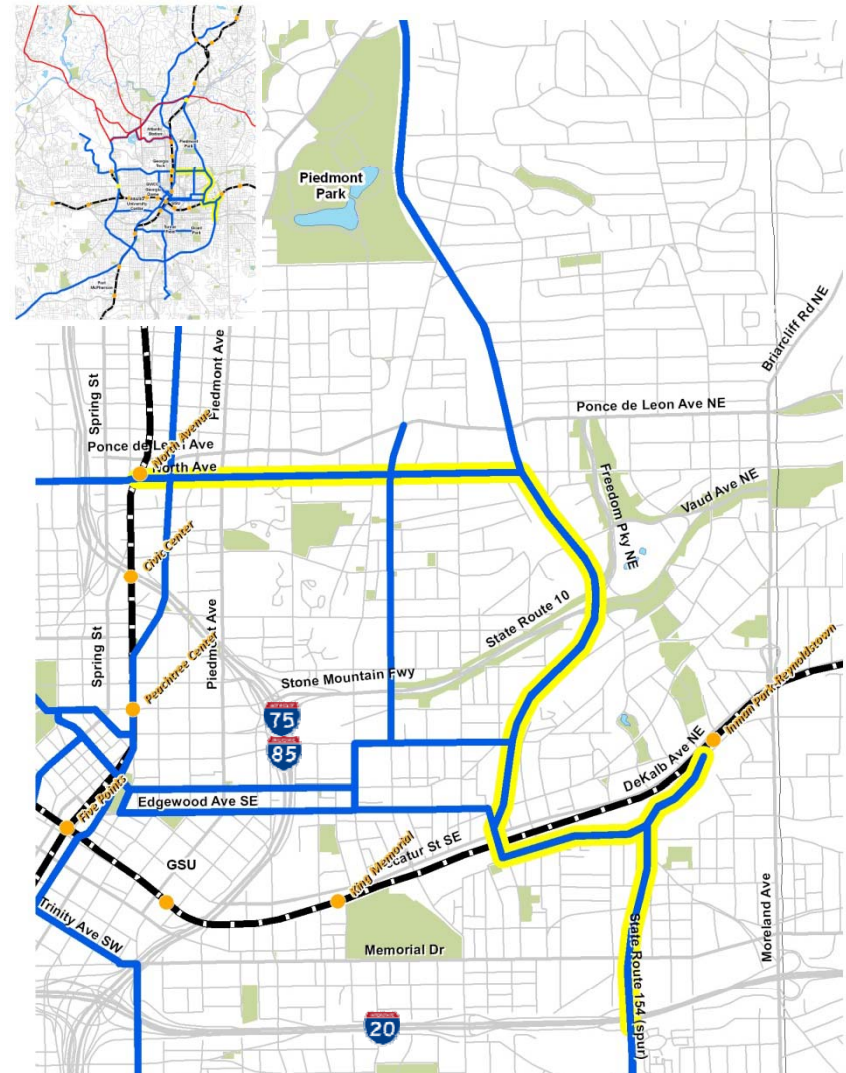
- 4-mile line on SE BeltLine from Glenwood Park to North Avenue Station

### Project Highlights

- Provides new premium transit to Glenwood Park neighborhood
- Supports redevelopment of Glenwood Park, Cabbagetown and Old Fourth Ward neighborhoods
- Provides link between Atlanta Streetcar and BeltLine Streetcar

### Major Destinations/MARTA Rail Stations

- Carter Center
- City Hall East
- Inman Park/Reynoldstown Station
- North Avenue Station



# Transit Implementation Strategy

## 11B) SE BeltLine (Glenwood Park to Downtown)

### Route Description

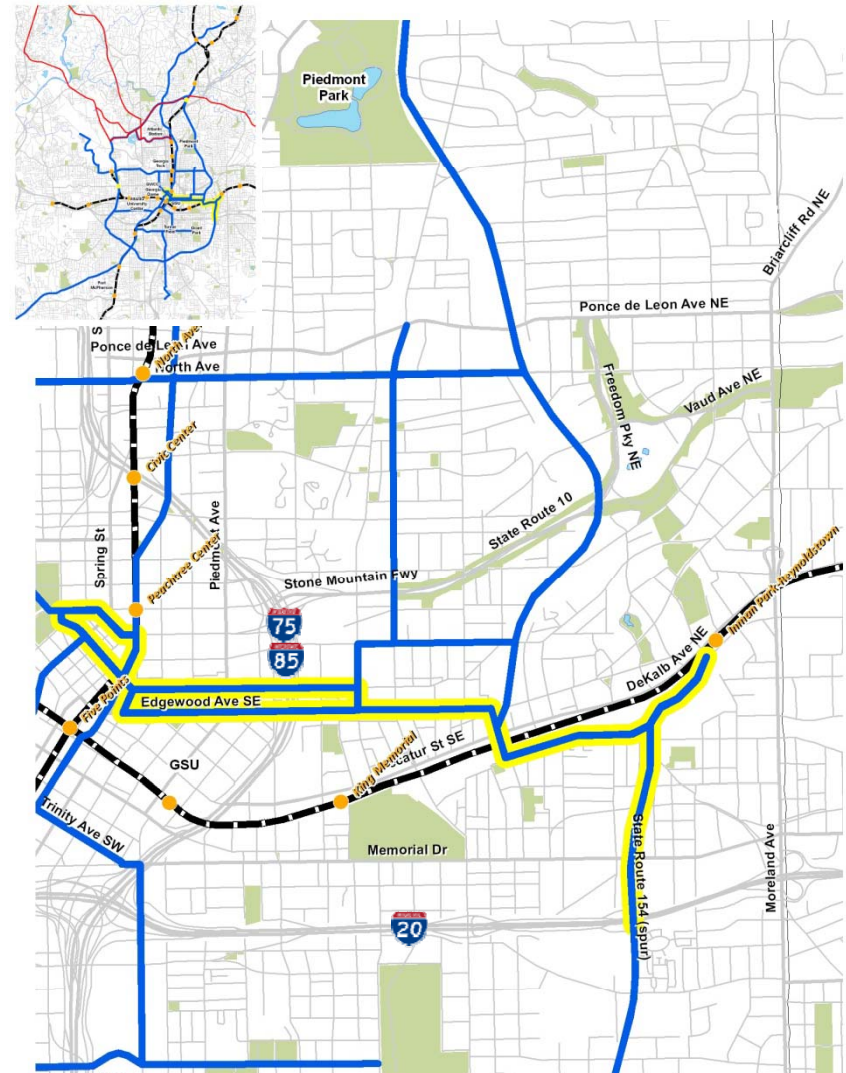
- 3.6-mile line on SE BeltLine from Glenwood Park to Downtown via the Atlanta Streetcar route

### Project Highlights

- Provides new premium transit to Glenwood Park neighborhood
- Supports redevelopment of Glenwood Park and Cabbagetown neighborhoods
- Provides link between Atlanta Streetcar and BeltLine Streetcar

### Major Destinations/MARTA Rail Stations

- King Center
- Centennial Olympic Park
- City Hall East
- Inman Park/Reynoldstown Station
- North Avenue Station
- Peachtree Center Station
- Five Points Station





# Transit Implementation Strategy

## 12) SE BeltLine/Pryor Road (Glenwood Park to Five Points)

### Route Description

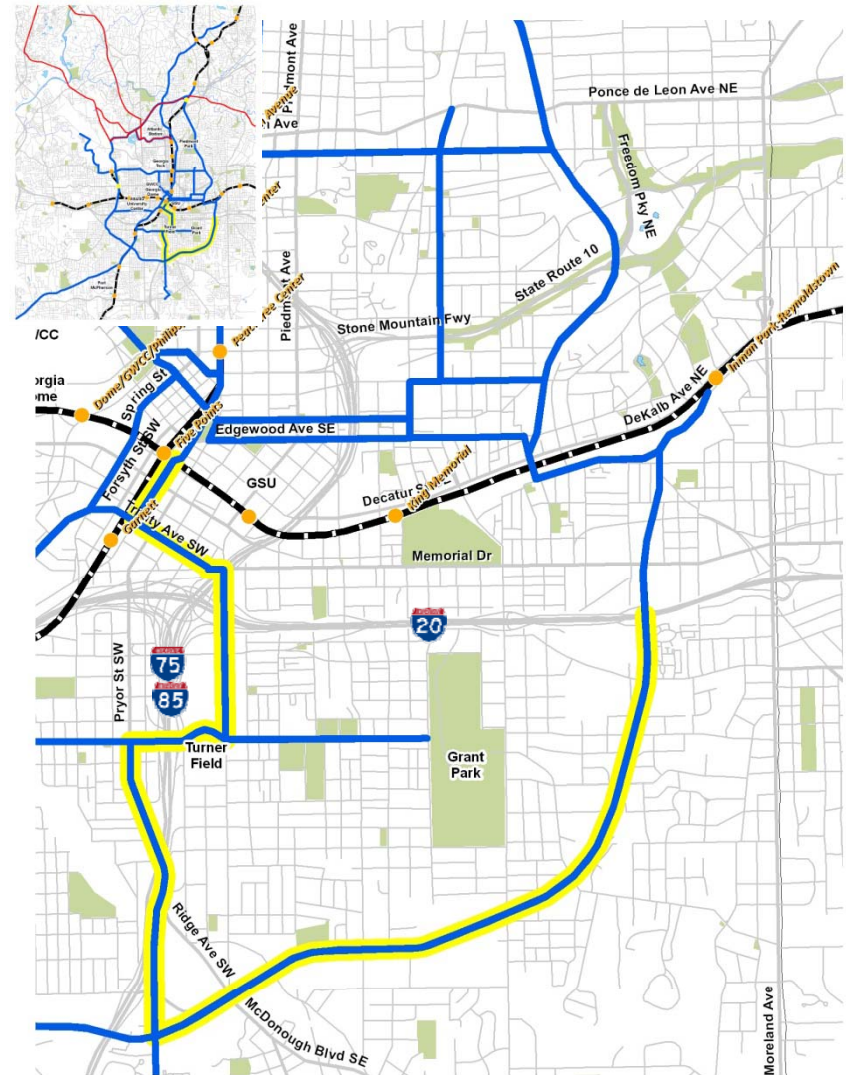
- 6-mile line on SE BeltLine, Pryor Road and Capital Avenue between Glenwood Park and Five Points Station

### Project Highlights

- Provides new premium transit service in South and Southeast Atlanta
- Supports economic redevelopment in South and Southeast Atlanta
- Connects South and Southeast Atlanta neighborhoods with Turner Field, State Capitol, City Hall, Underground Atlanta, shopping centers, hotels and parks
- Good potential for increased ridership

### Major Destinations/MARTA Rail Stations

- Grant Park
- Turner Field
- Five Points Station





# Transit Implementation Strategy

## 13) NW BeltLine (Bankhead to Arts Center)

### Route Description

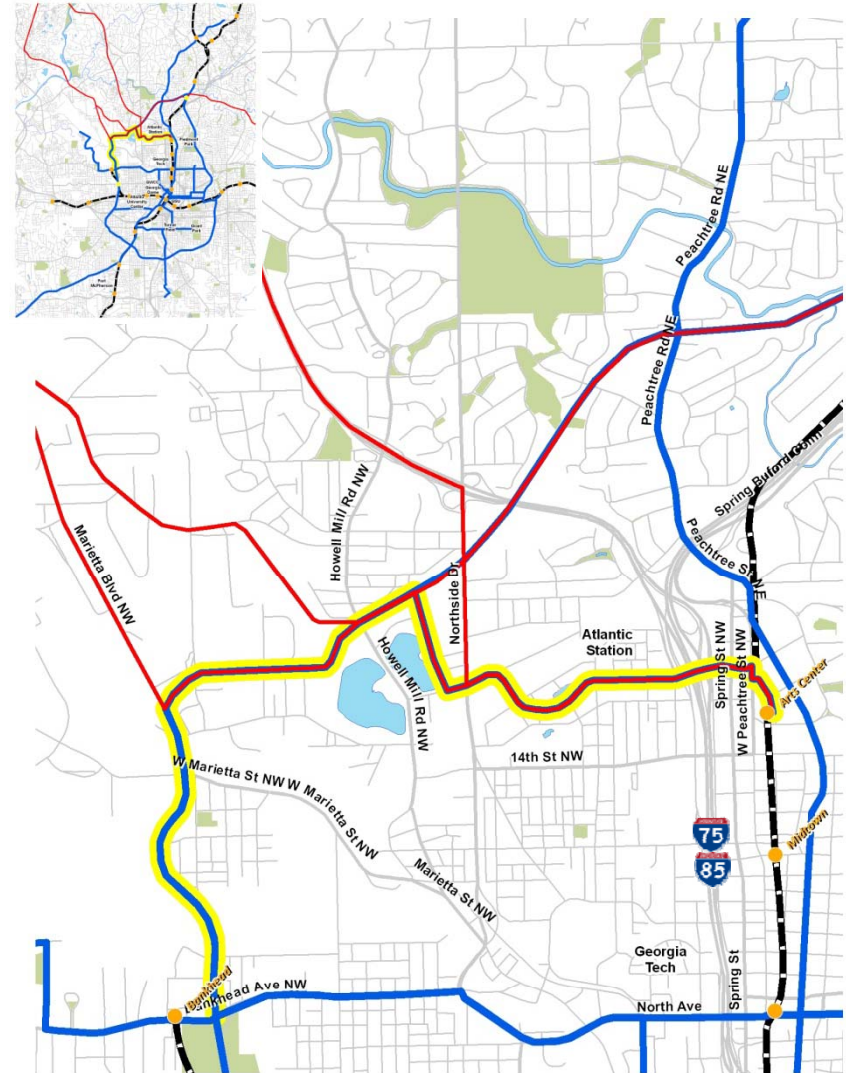
- 4.5-mile line on NW BeltLine and 17<sup>th</sup> Street between Bankhead Station and Arts Center Station

### Project Highlights

- Enhances connection to the proposed West Town mixed-use development
- The proposed alignment is adjacent to the Atlantic Station mixed use development thus providing transit access to 10,000 residents, employees and shoppers
- Provides convenient access for residents of the area to the Midtown Atlanta
- Good potential for increased ridership

### Major Destinations/MARTA Rail Stations

- Atlantic Station
- Bankhead Station
- Arts Center Station



# Transit Implementation Strategy

## 14) BeltLine Loop

### Route Description

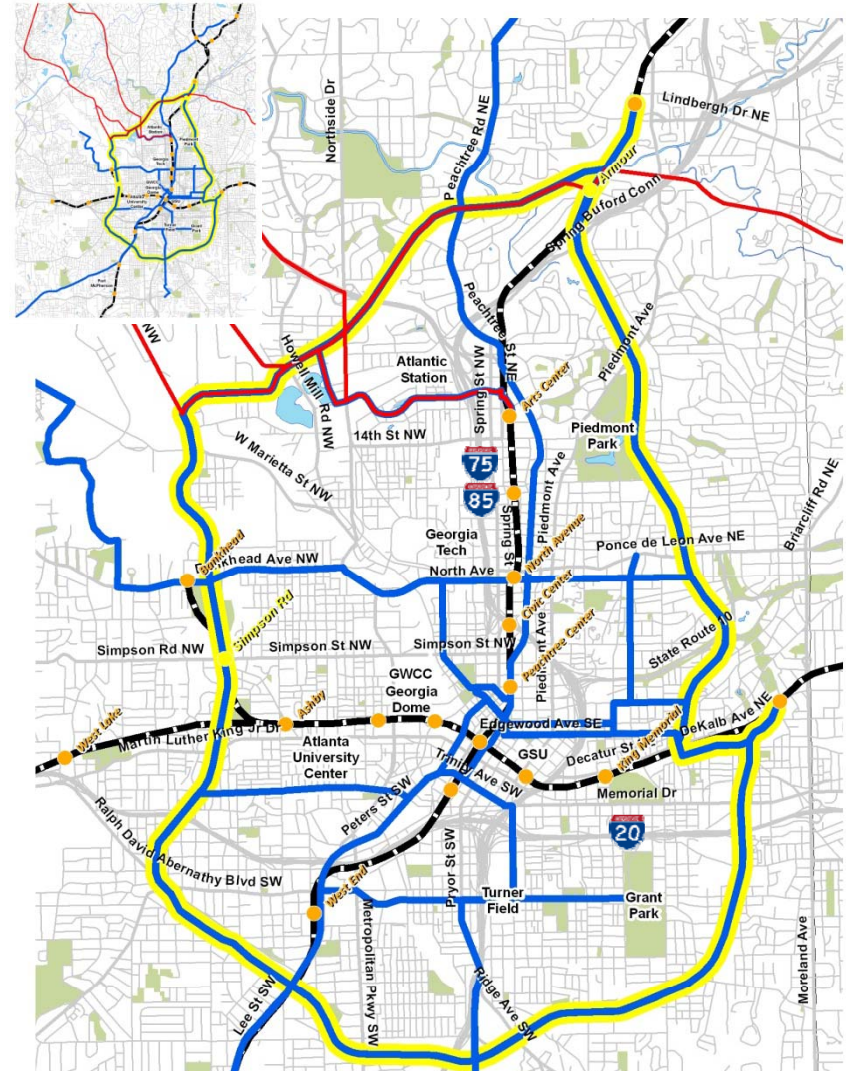
- 22-mile loop to operate on the entire BeltLine corridor

### Project Highlights

- 22 miles of pedestrian-friendly, streetcar system connecting Atlanta neighborhoods and economic development centers.
- Approximately 50% right of way preserved for implementation
- Will be implemented in distinct, operable phases
- Connects with existing MARTA system at several stations and major activity centers such as Piedmont Hospital, Zoo Atlanta, GSU

### Major Destinations/MARTA Rail Stations

- Lindbergh Station or proposed Armour Infill Station
- Inman Park/Reynoldstown Station
- Bankhead Station
- Proposed Simpson Infill Station





# Transit Implementation Strategy

## 15) NW BeltLine (Bankhead to Lindbergh/Armour)

### Route Description

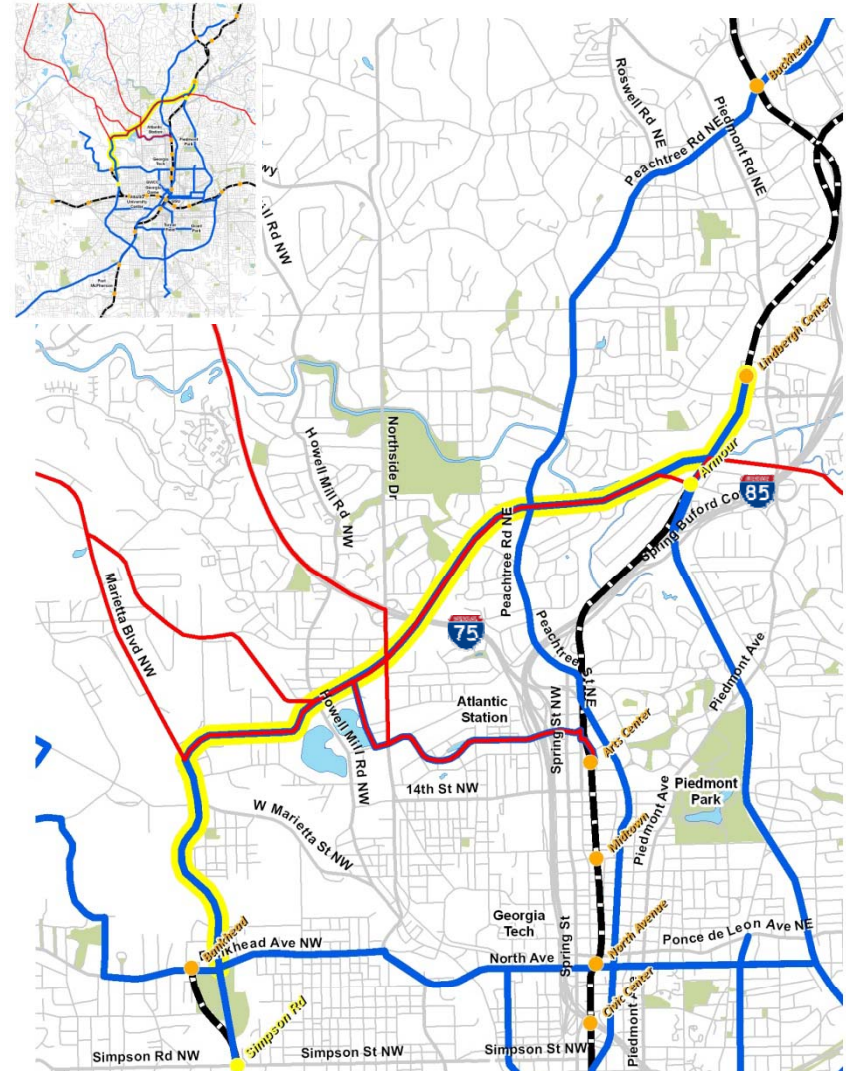
- 5.8-mile line on NW BeltLine between Bankhead Station and Lindbergh Station

### Project Highlights

- New premium transit service to west side neighborhoods and Piedmont Hospital
- Enhances connection to the proposed West Town mixed-use development
- Provides convenient access for residents of the area to the Lindbergh area

### Major Destinations/MARTA Rail Stations

- Piedmont Hospital
- Bankhead Station
- Lindbergh Station
- Proposed Armour Infill Station



# Transit Implementation Strategy

## 16) SE BeltLine (Oakland City to Glenwood Park)

### Route Description

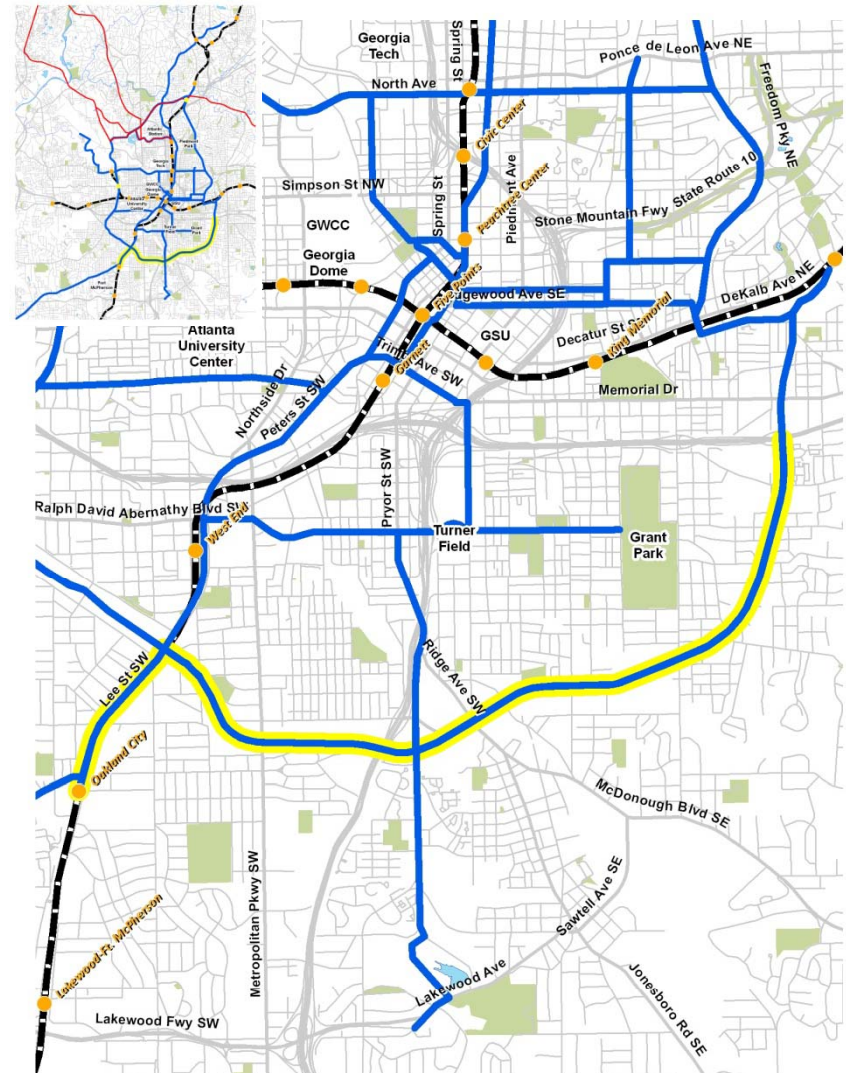
- 5.5-miles line on SE BeltLine from Oakland City to Glenwood Park

### Project Highlights

- Uses existing MARTA system to provide linkage between the corridor and the region
- Provides direction from southeast communities to MARTA for travel to/from Central Atlanta and Airport
- Good potential for increased ridership on connecting transit network

### Major Destinations/MARTA Rail Stations

- Oakland City Station





# Transit Implementation Strategy

## 17) I-75 Light Rail Transit

### Route Description

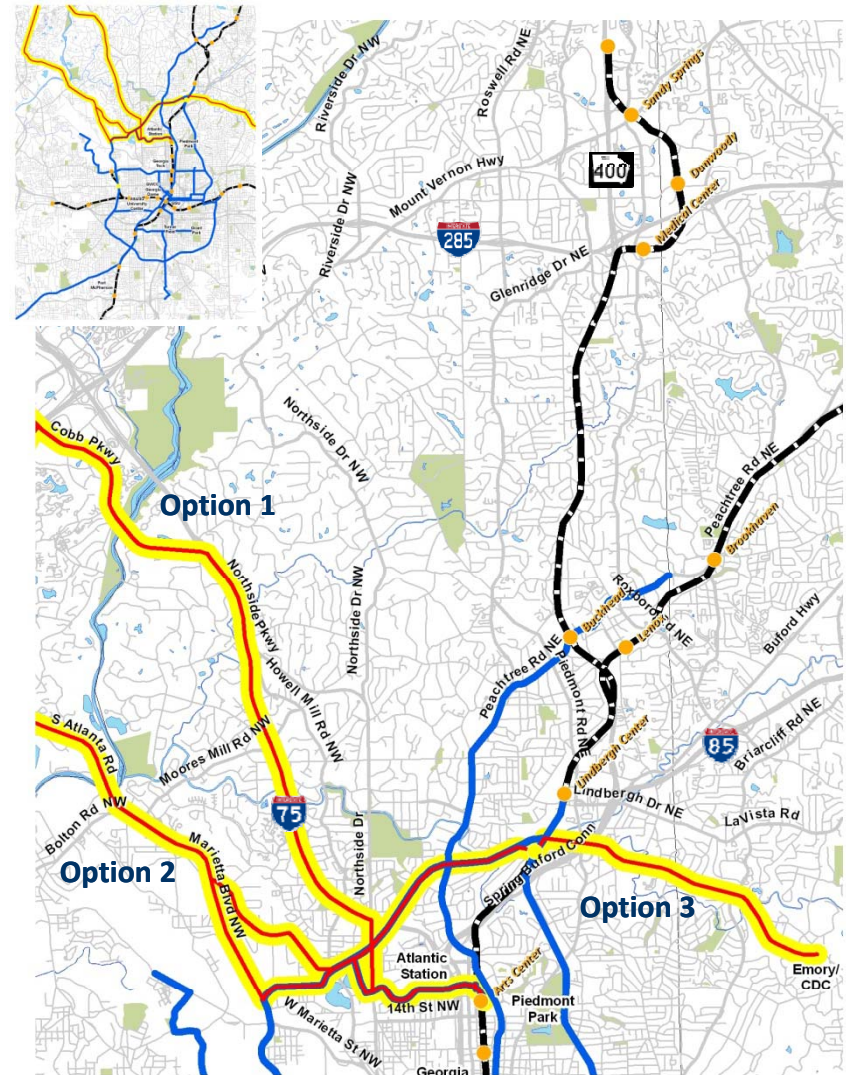
- Light rail line planned with several potential alignments to implemented in phases:
  - Phase 1 - connects to the Arts Center Station to the Cumberland Galleria area
  - Phase 2 - Cumberland Galleria area and extends to the City of Acworth.

### Project Highlights


- Connects to MARTA system, major activity and employment centers in the City of Atlanta, Cobb County and region
- Option 1 – via I-75, Northside Dr. and 17<sup>th</sup> Street
- Option 2 – via Marietta St., NE BeltLine and 17<sup>th</sup> Street
- Option 3 – via Marietta St., NE BeltLine and Clifton Corridor

### Major Destinations/MARTA Rail Stations

- Atlantic Station (Options 1 and 2)
- Arts Center Station (Options 1 and 2)
- Emory University/CDC (Option 3)
- Proposed Armour Infill Station (Option 3)



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- 

## Transit Implementation Strategy

### Methodology for Evaluating TIS Projects

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1. Streetcar projects placed into tiers based on overall technical performance rankings (Today):
  - Tier 1 – Projects that rank in the top 50%
  
  - Tier 2 – Projects that rank in the bottom 50%
  
2. Stakeholder and public input to identify 4-6 projects to take into detailed analysis (June 2011)
  - Funding considerations such as TIA and other local sources
  - Feedback from project proponents
  - Consideration of existing city priorities and investments
  - Other?
  
3. Detailed analysis of Tier 1 projects including financial planning and conceptual engineering (July – September)

## Transit Implementation Strategy

### Methodology for Evaluating TIS Projects

- Streetcar circulator projects included in evaluation
- Develop evaluation measures based on Atlanta BeltLine and Connect Atlanta guiding principals
- Evaluate utilizing an established set of criteria
  - Project Readiness
  - Practicality/Ridership
  - Equity
  - Financial Leverage
  - Development Impact
- Each criteria assigned a weight based on meeting certain thresholds:

Rank	Symbol
High	●
Medium-High	◐
Medium	◑
Medium-Low	◒
Low	○



## Transit Implementation Strategy

### Evaluation Criteria for Screening TIS Projects

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#### Project Readiness

- Consistency with Connect Atlanta goals based on project ranking tiers
- Capital cost per route mile

#### Practicality / Ridership

- Employment per route mile
- Population per route mile
- Ridership - total boardings
- Level of congestion along route

#### Equity

- Serves transit dependant population
- Average current transit travel time from corridor to major employment centers

#### Financial Leverage

- Federal funding opportunities based on cost per rider
- Potential capital and operations partners (universities, major businesses, CIDs, replacing existing bus or shuttle service)

#### Development Impact

- Percent of alignment in economic development area
- Redevelopment potential based on parcel utilization

## Transit Implementation Strategy

### Evaluation Comparison Based on Weighting Scenarios

<u>Evaluation Criteria</u>	<u>Proposed Screening Weights</u>	<u>Original TIA Screening Weights</u>	<u>Alternate Distributed Weights</u>
Project Readiness	20%	25%	15%
Practicality/Ridership	20%	25%	20%
Equity	20%	25%	25%
Financial Leverage	20%	15%	20%
Development Impact	20%	10%	20%

- Sensitivity tests were performed to see how different criteria weights affected the ranking of projects
- Results concluded that projects rank generally rank same tiers regardless of weights

# Transit Implementation Strategy

## Evaluation Matrix (Proposed Screening Weights)

PROJECT ID	PROJECT NAME	Project Readiness 20%	Practicality / Ridership 20%	Equity 20%	Financial Options 20%	Development Impact 20%	COMPOSITE SCORE
1	<b>Campbellton Road</b> <i>(Oakland City Station to Greenbriar Mall)</i>	●	◐	●	◐	●	●
2	<b>Pryor Road/Capital Avenue</b> <i>(Lakewood Park to Five Points Station)</i>	◐	◐	◐	◐	◐	◐
3A	<b>Georgia Avenue/RDA Boulevard</b> <i>(West End Station to Grant Park)</i>	◐	◐	◐	◐	●	◐
3B	<b>Georgia Avenue/Capital Avenue</b> <i>(Grant Park to Five Points Station)</i>	◐	◐	◐	◐	◐	○
4	<b>Boulevard</b> <i>(Ponce de Leon Ave to Downtown via ATL Streetcar)</i>	◐	◐	◐	◐	◐	○
5A	<b>Peachtree Streetcar</b> <i>(North Segment 1 - DeKalb County Line to Arts Center Station)</i>	◐	●	◐	◐	○	◐
5B	<b>Peachtree Streetcar</b> <i>(North Segment 2 - Arts Center Station to Five Points Station)</i>	◐	◐	◐	◐	○	○
5C	<b>Peachtree Streetcar</b> <i>(South Segment – Oakland City Station to Five Points Station)</i>	◐	◐	◐	◐	◐	◐

Evaluation last performed on 6/20/11

# Transit Implementation Strategy

## Evaluation Matrix (Proposed Screening Weights)



PROJECT ID	PROJECT NAME	Project Readiness 20%	Practicality / Ridership 20%	Equity 20%	Financial Options 20%	Development Impact 20%	COMPOSITE SCORE
6	<b>AUC Streetcar</b> <i>(AUC to MMPT to Downtown via ATL Streetcar)</i>						
7	<b>West Highlands</b> <i>(to North Avenue Station)</i>						
8	<b>NE BeltLine</b> <i>(Ansley to Downtown via ATL Streetcar)</i>						
9	<b>NE BeltLine</b> <i>(South Buckhead/Armour Yard to Midtown)</i>						
10A/B	<b>SW BeltLine</b> <i>(Oakland City MARTA to Midtown/Downtown)</i>						
11 A/B	<b>SE BeltLine</b> <i>(Glenwood Park to Midtown/Downtown)</i>						
12	<b>SE BeltLine/Pryor Road</b> <i>(Glenwood Park to Downtown)</i>						
13	<b>NW BeltLine</b> <i>(Bankhead Station to Arts Center)</i>						
15	<b>NW BeltLine</b> <i>(Bankhead to Lindbergh/Armour)</i>						
16	<b>SE BeltLine</b> <i>(Oakland City to Glenwood Park)</i>						
17	<b>NW BeltLine</b> <i>(I-75 LRT via Northside)</i>						

Evaluation last performed on 6/20/11



# Transit Implementation Strategy

## Evaluation Results

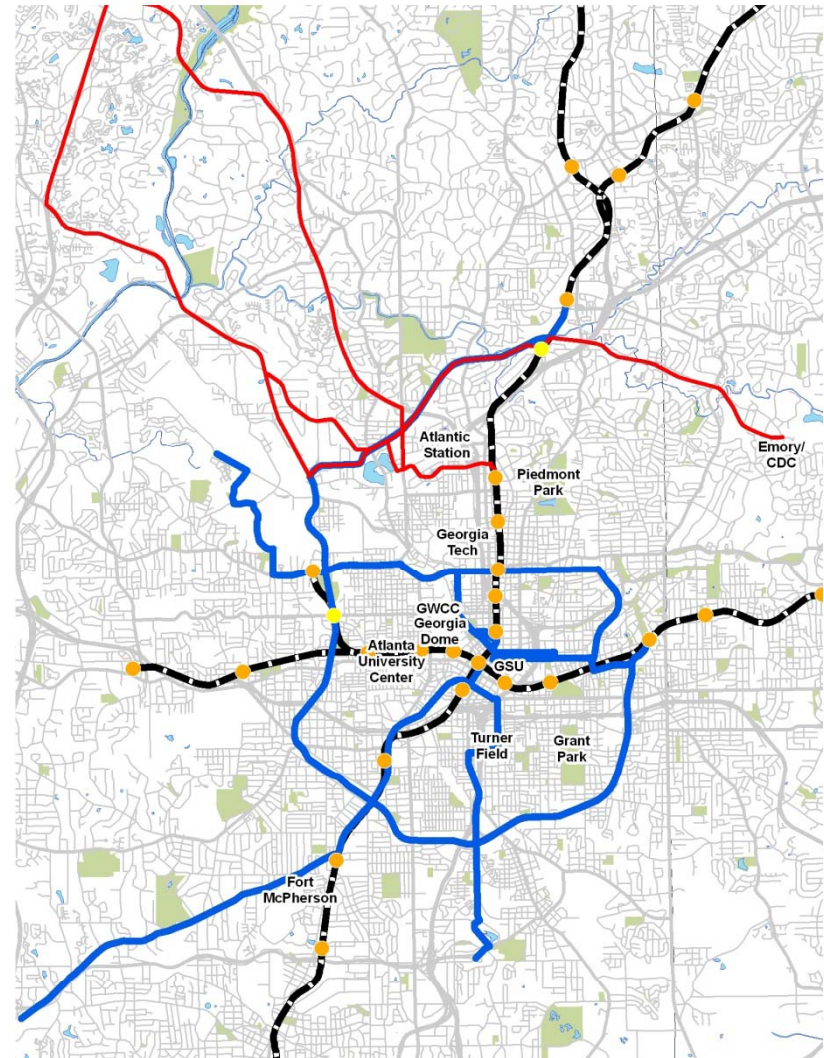


Project ID	Project Description	% RANK
7	<b>West Highlands</b> (North Avenue MARTA to West Highlands)	100%
1	<b>Campbellton Road</b> (Oakland City MARTA to Greenbriar Mall)	94%
10 A/B	<b>SW BeltLine</b> (Oakland City MARTA to Midtown/Downtown)	89%
11 A/B	<b>SE BeltLine</b> (Glenwood Park to Midtown/Downtown)	83%
16	<b>SE BeltLine</b> (Oakland City MARTA to Glenwood Park)	72%
12	<b>SE BeltLine / Pryor Road</b> (Glenwood Park to Downtown via Pryor)	72%
15	<b>NW BeltLine</b> (Bankhead MARTA to Armour)	67%
2	<b>Pryor Road/Capital Avenue</b> (Lakewood Park to Five Points)	61%
5C	<b>Peachtree Streetcar</b> (Five Points to Oakland City MARTA)	56%
8	<b>NE BeltLine</b> (Ansley Mall to Downtown)	44%
3A	<b>Georgia Avenue/RDA Boulevard</b> (West End MARTA to Grant Park)	44%
6	<b>AUC Streetcar</b> (AUC to MMPT to Downtown)	39%
5A	<b>Peachtree Streetcar</b> (Brookhaven MARTA to Arts Center MARTA)	33%
4	<b>Boulevard</b> (Ponce de Leon Ave to Downtown)	28%
3B	<b>Georgia Avenue/Capital Avenue</b> (Grant Park to Five Points)	22%
9	<b>NE BeltLine</b> (Armour to Midtown)	11%
5B	<b>Peachtree Streetcar</b> (Arts Center MARTA to Five Points)	11%
13	<b>NW BeltLine</b> (Bankhead MARTA to Arts Center MARTA)	6%
17	<b>I-75 LRT</b> (Kennesaw to Arts Center MARTA via Northside)	0%

## Transit Implementation Strategy

### Initial Evaluation Conclusions

- Integrates BeltLine Streetcar segments with on-street segments to create a circulator network that connects Central Atlanta, neighborhoods and activity centers
- Circulator network connects to and distributes trips from regional transit system
- Provides a near-term system that serves all quadrants of the City and BeltLine
- Projects included are “City serving” or “City shaping”
- Supports economic redevelopment opportunities throughout the City
- LRT serve regional initiatives with support by Connect Atlanta plan



## Agenda

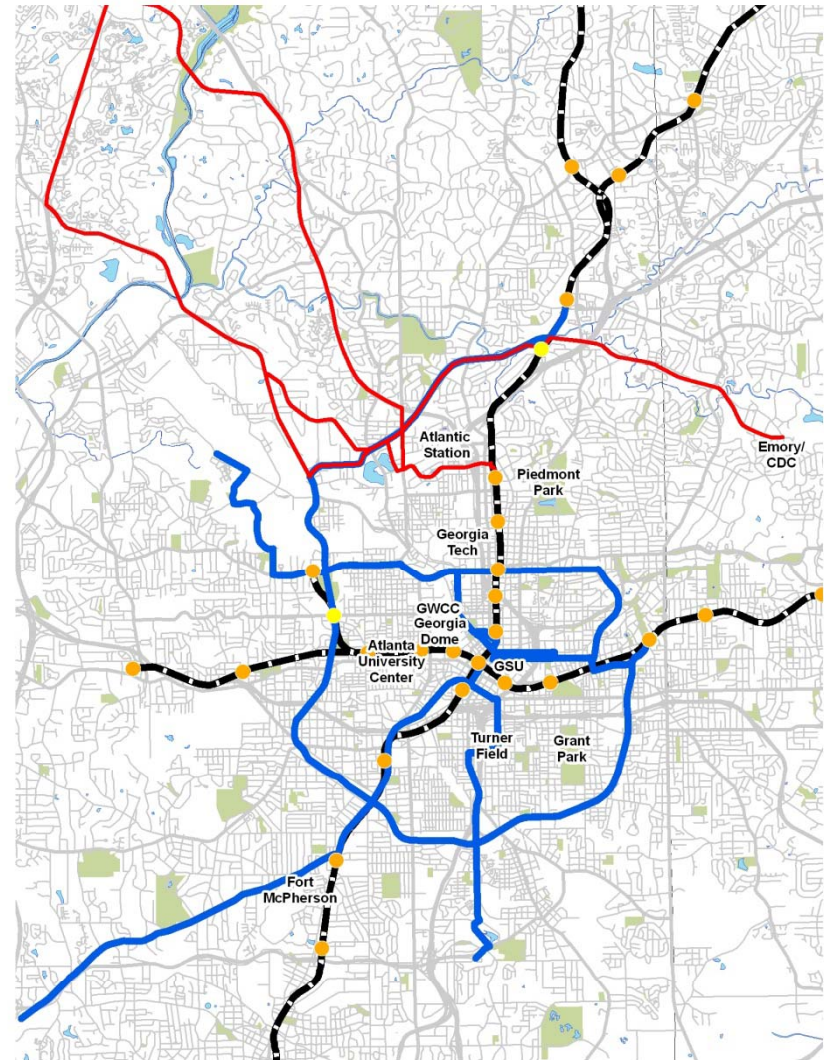
1. Welcome
  2. Update on the Transportation Investment Act Segments
  3. Transit Implementation Strategy Concept Plan Task
  4. Concept Plan Projects
  5. Evaluation Criteria Methodology and Results
  6. Next Steps for Developing Near-Term Plan
  7. Wrap-up
- 



## Transit Implementation Strategy

### Near-Term Plan Activities

- Develop conceptual operating plans and O&M cost estimates
- Prepare conceptual design plans that will identify typical cross-sections, horizontal alignment plans, and any design issues that may affect implementation
- Conduct ridership modeling, equity and environmental justice evaluation
- Market analysis and development capacity analysis
- Project management and procurement plans to FTA standards
- Segment level project finance and implementation plans



## Transit Implementation Strategy

### Approval Process/Adoption of Plan

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- Approval by City of Atlanta at the end of TIS process during late summer/early fall 2011
- Present to City of Atlanta Transportation Committee
- Present to Atlanta City Council for approval
- Include in update of Connect Atlanta Plan for adoption



## Agenda

1. Welcome
2. Update on the Transportation Investment Act Segments
3. Transit Implementation Strategy Concept Plan Task
4. Concept Plan Projects
5. Evaluation Criteria Methodology and Results
6. Next Steps for Developing Near-Term Plan
7. Wrap-up