



# // Atlanta BeltLine Quarterly Briefing

*Fourth Quarter // December 18, 2012*



- Welcome
- Cycle Atlanta Presentation
- Atlanta BeltLine Partnership 2012 Highlights
- Atlanta BeltLine, Inc. 2012 Highlights
- Implementation Plan Input
- Q & A





# // Cycle Atlanta

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City of Atlanta*



# City of Atlanta Bicycle Transportation Initiatives

Atlanta BeltLine Quarterly Briefing: 4<sup>th</sup> quarter – December 18, 2012



Department of Planning & Community Development  
Office of Planning



# Bicycle Transportation Initiatives Outline



- Recent Efforts
  - Funding
  - Studies
  - Projects
- Moving forward
  - Goals
  - Strategy

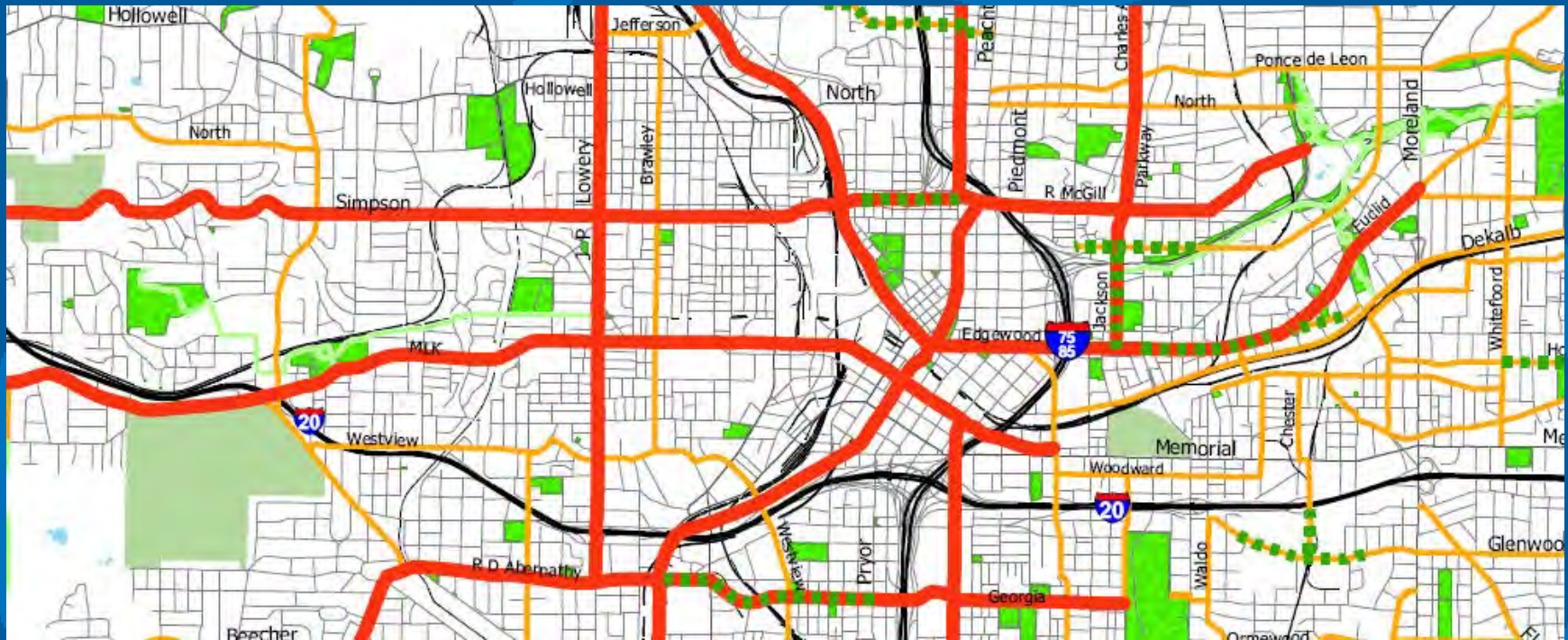


# Bicycle Transportation Initiatives

## Recent Efforts (2009-2010)

### 2009

- Adopted *Connect Atlanta Plan*, the City's first comprehensive transportation plan
- Includes network of Core Bicycle Connection and Secondary Bicycle Connections



### 2010

- First two Atlanta Streets Alive events draws 6,000 attendees



# Bicycle Transportation Initiatives

## Recent Efforts (2011-2012)

### 2011

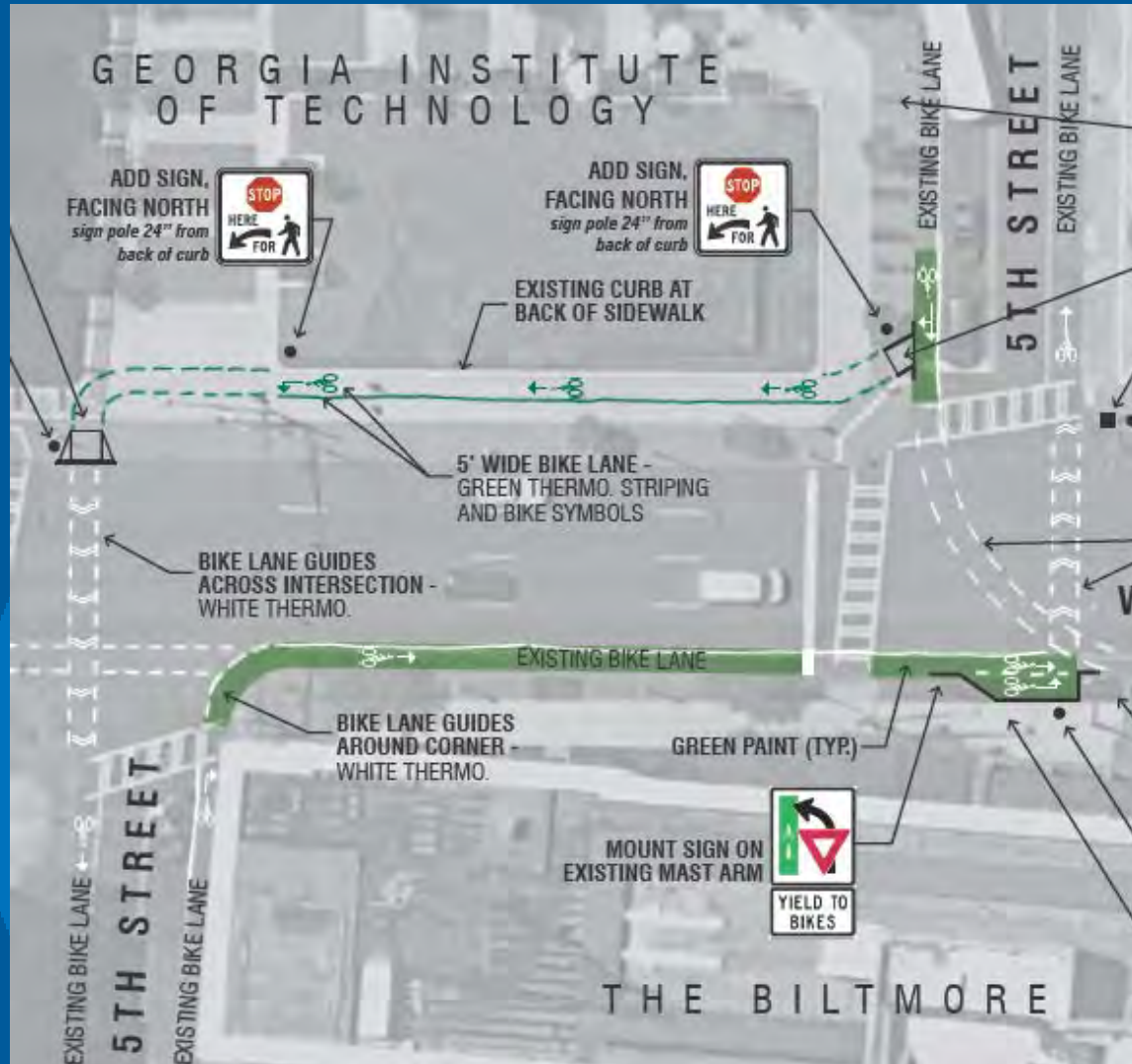
- Awarded **\$10,000** Bikes Belong grant for **innovative treatments** at W Peachtree St and 5<sup>th</sup> St (in partnership with ABC, GA Tech and Midtown Alliance)
- Awarded **\$8,878,278** in Livable Centers Initiative (LCI) funding for **buffered bicycle lanes** and **cycle tracks** on Juniper St, Peachtree Rd and Ponce de Leon Ave
- Awarded **\$4,068,880** in LCI funding for bike/ped facilities along **streetcar corridor**
- Awarded **\$2,087,399** in Transportation Enhancement (TE) funding for shared-use paths in east, west, and northwest Atlanta
- Awarded **\$782,640** in TCSP funding for bike/ped bridge at Ponce City Market
- Officially endorsed the *NACTO Urban Bikeway Design Guide* (**one of few SE cities**)
- DPW policy to consider bike facilities in conjunction with maintenance projects

### 2012

- Fifth Atlanta Streets Alive event records >13,000 people walking and biking
- Awarded \$80,000 in LCI funding to complete *Cycle Atlanta Study: Phase 1.0*
- Completed *Bicycle Sharing Feasibility Study* for Atlanta and Decatur
- Hosted *NACTO Cities for Cycling Road Show* at City Hall
- Drafted *Move Atlanta*, **City's first complete streets design guide**



# 5<sup>th</sup> St at W Peachtree St Project



- Innovative “high-quality” bicycle facilities
- Partnership between City, Midtown Alliance, GA Tech and Atlanta Bicycle Coalition
- Georgia’s first bicycle signal, raised cycle track and two-stage left-turn queue box (Copenhagen left)
- Construction started on September 20 with ribbon cutting on October 12



# Bicycle Transportation Initiatives

## *Bicycle Sharing Feasibility Study*

- Study completed in Sept 2012 concluded that bicycle sharing is feasible within the City of Atlanta's core
- Next step is to determine how to implement
- Study funded by Atlanta Falcons Youth Fund in cooperation with Atlanta Bicycle Coalition and City of Decatur
- Specific Findings:
  - 14.1-mi<sup>2</sup> phase 1 service area with 89,000 residents (18-64) and 223,855 jobs Buckhead, Downtown, Midtown, Old 4<sup>th</sup> Ward, West End, Westside, etc.
  - 57 stations with 570 bikes
  - \$5.7 – 12.9M over six years (capital & operations)



# Bicycle Transportation Initiatives

## *Cycle Atlanta Study: Phase 1.0*



- Funded by \$80,000-LCI grant from ARC and \$20,000 donation from Atlanta Bicycle Coalition
- Joint effort between the City, ABI, Atlanta Bicycle Coalition, ADID, and Midtown Alliance
- Study kick-off on October 12; final study due August 2013
- Components:
  - smart phone app to collect bicycling data
  - analyze 5 Core Bicycle Connections within the Atlanta BeltLine loop
  - Work with business/property owners to develop plan for bicycle facility installation (detailed schematics and cost estimates )
  - Ready for construction funding (ARC has committed \$2M in federal funding)



# Bicycle Transportation Initiatives

## Types of Facilities

Sharrows



Bicycle Lane



Buffered Bicycle Lane\*



One-way Cycle Track\*



Two-way Cycle Track\*



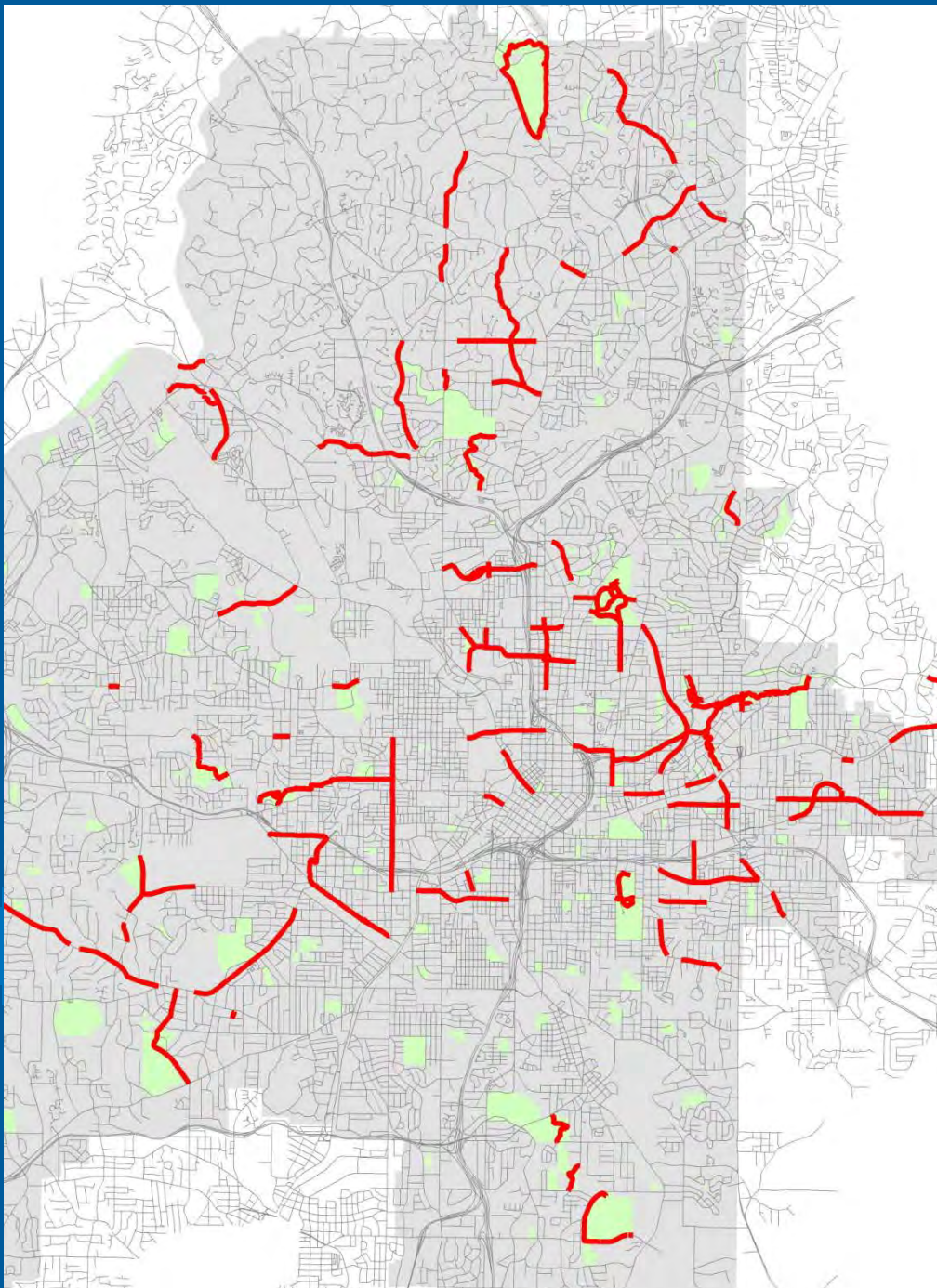
Shared-use Path\*



\*“High-quality” bicycle facilities

# Bicycle Facilities Today (2012)

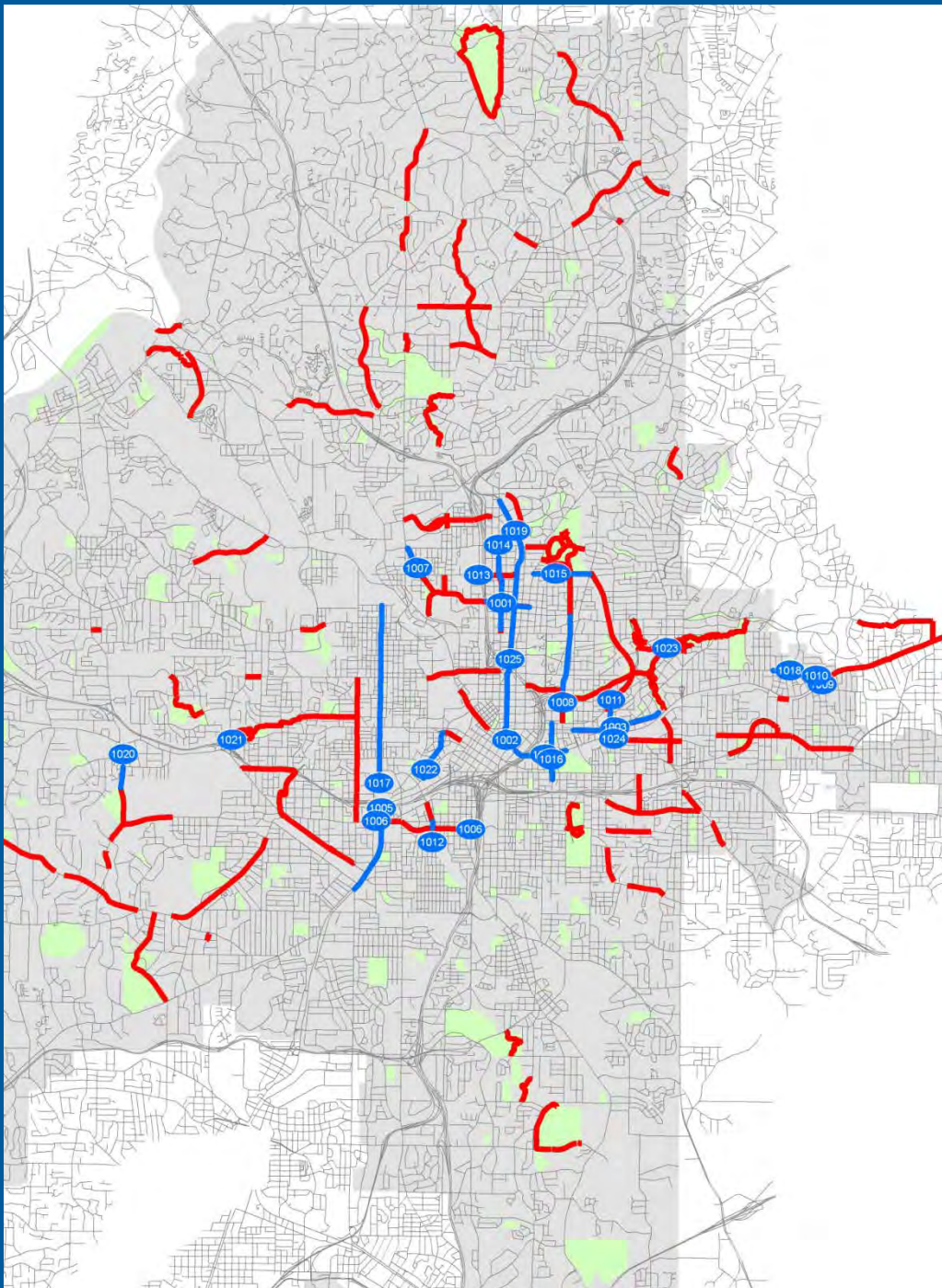
- 69.4 miles of bicycle facilities (mostly standard facilities)
- 29.0 miles of shared-use paths (PATH Foundation)
- 34.3 miles of bicycle lanes
- 6.1 miles of sharrows
- One innovative intersection treatment





# Top 25 High-Priority Bicycle Projects

- 15 miles of high quality bicycle facilities
- +6 miles of buffered bicycle lanes, bicycle boulevards and protected /raised cycle tracks
- +30 innovative intersection treatments
- Constructed between Jan 2013 and Dec 2013
- Estimated cost of \$2.5 million (under consideration by Council)



# Top 25 High-Priority Bicycle Projects

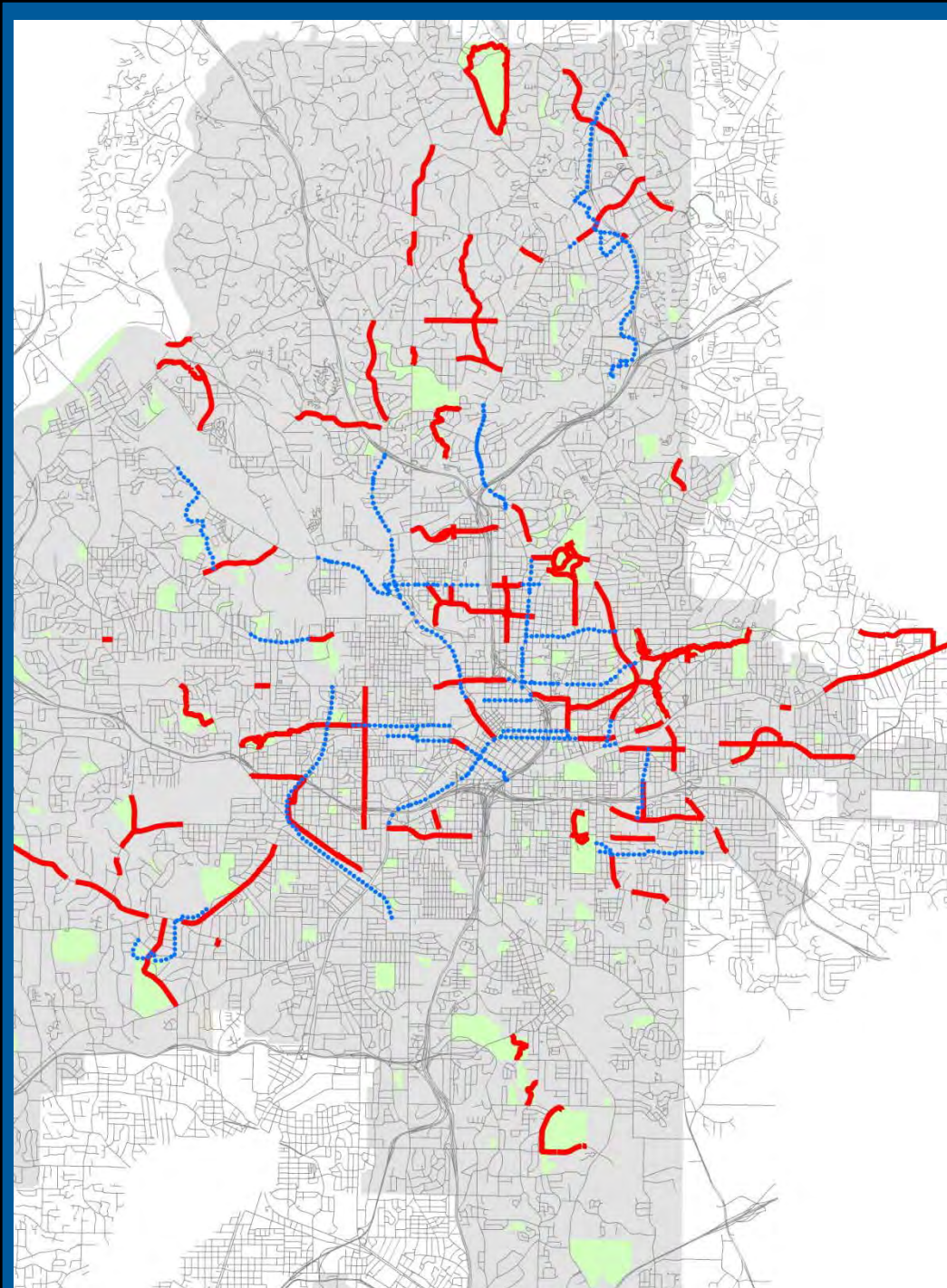
## Examples:

- Atlanta's first bicycle boulevard/neighborhood greenway along JP Brawley Dr connecting English Avenue with Atlanta University Center
- Two-way cycle tracks on 10<sup>th</sup> St, C Allen Dr/Parkway/Jackson St, Mangum St/Walker St and Peachtree Center Ave corridors
- Complete Street retrofits on Decatur St, Hemphill Ave and Peachtree St at I-75/85 to add bicycle lanes
- Resurfacing and installation of sharrows on Howard Cir, Grant St, Krog St and other key connections
- Upgrade existing bicycle lanes along 5<sup>th</sup> St, Edgewood Ave, RD Abernathy Blvd, and W Peachtree St
- Several intersection treatments to include bike boxes, two-stage left-turn queue boxes, raised cycle tracks and bicycle-oriented traffic signals



# High-Quality Bicycle Projects Funded for 2014

- +34.0 miles of high quality bicycle facilities
- +16.5 miles of buffered bicycle lanes, bicycle boulevards and protected /raised cycle tracks
- +9.5 miles of shared-use paths (PATH Foundation)
- Federal funding identified; City's match of ~\$100,000 not yet identified



# High-Quality Bicycle Projects Funded for 2014

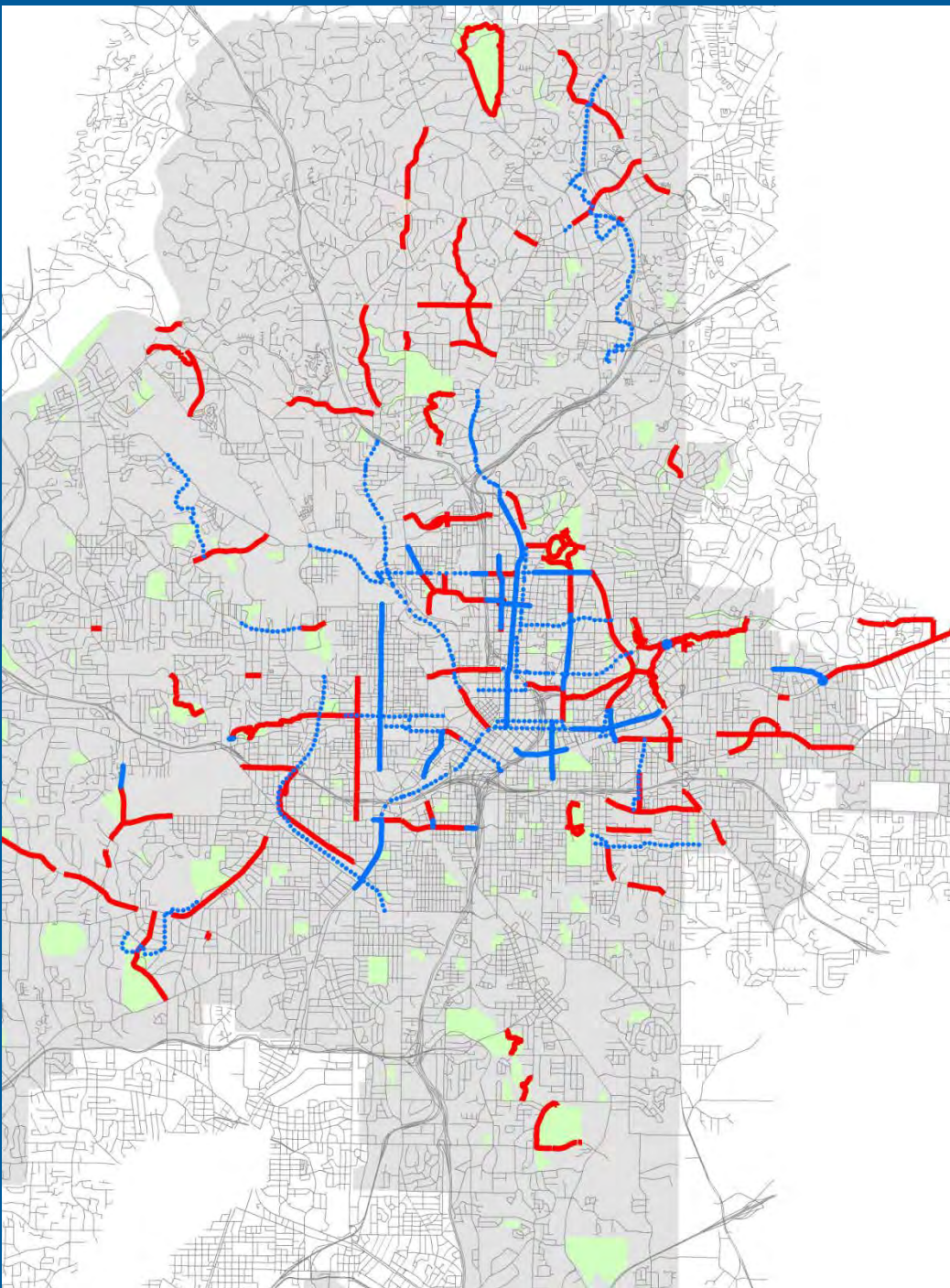
## Examples:

- Shared-use paths connecting Atlanta BeltLine Westside Trail to Centennial Olympic Park, John White Park and Adams Park
- Buffered bicycle lanes on Ponce de Leon Ave between Piedmont Ave and Atlanta BeltLine Eastside Trail
- Bicycle lanes along Auburn Ave/Edgewood Ave (Woodruff Pk to Boulevard) and along ML King Jr Dr /Mitchell St (Atlanta University Center and Downtown)
- Protected one-way cycle track on Juniper St (14<sup>th</sup> St to North Ave)
- \$2.0M for facilities recommended by *Cycle Atlanta: Phase 1.0 Study* (likely along JE Boone Blvd/R McGill Blvd, Lee St/Murphy Ave and Howell Mill Rd/Marietta St corridors)
- Segments of the Buckhead 400 Trail connecting the Atlanta BeltLine corridor to Buckhead business district and points north



# Bicycle Network with All Projects (c. 2016)

- 120 miles of high quality bicycle facilities
- 60 miles of buffered bicycle lanes, bicycle boulevards and protected /raised cycle tracks
- 60 miles of shared-use paths
- Hundreds of innovative intersection treatments



# Bicycle Transportation Initiatives Moving Forward (Goals)

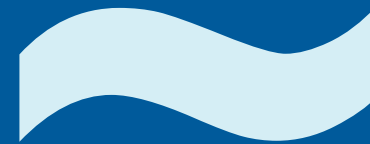
	Atlanta 2012	Atlanta 2016 (Goal)	Charlotte 2012	Austin 2012	Seattle 2012
<b>Bicycle Commute to Work Mode Share</b>	<b>1.1%</b>	<b>2.2%</b>	0.1%	1.9%	3.5%
<b>Miles of Bicycle Lanes and Cycle Tracks</b>	<b>34</b>	<b>60</b>	111	168	55
<b>Miles of Shared-use Paths</b>	<b>29</b>	<b>60</b>	39	194	46
<b>Total Miles of Bicycle Facilities (not including sharrows)</b>	<b>63</b>	<b>120</b>	150	362	101
<b>Miles per Square Mile</b>	<b>0.6</b>	<b>1.2</b>	0.6	4.5	2.8
<b>Bicycle Sharing (year introduced)</b>	<b>2013-2014</b>		2012	2014	2013



# Bicycle Transportation Initiatives Moving Forward (Goals)

- Double bicycle commute to work mode share to 2.2% by 2016
- Become top ten city in US for cycling to work (#23 in 2012)
- Become top ten city for cycling safety (#17 in 2012)
- Double miles of high-quality bicycle lanes/cycle tracks to 60
- Double miles of high-quality linked shared-use paths to 60
- Secure Silver or Gold *Bicycle Friendly Community* status
- Introduce bicycle sharing program that supports local economy
- Address several strategies in *Power to Change*, the City's long term sustainability plan, including: air quality, community health/vitality, jobs and competitiveness and transportation

# Questions & Discussion



Department of Planning & Community Development  
Office of Planning



# // Where is the Atlanta BeltLine?

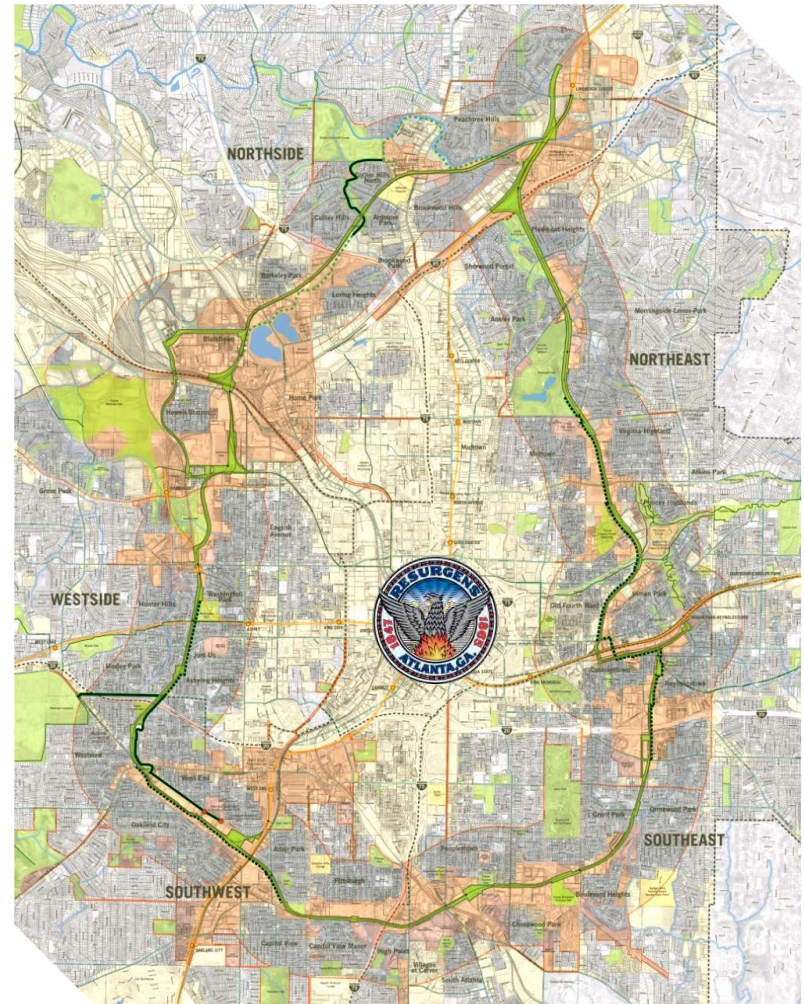


- In the heart of the Atlanta region
- Connects many of Atlanta's cultural destinations
- Utilizes historic freight rail rights of way around the center of town





- Connects 45 neighborhoods
- 22% of City of Atlanta population lives in the Atlanta BeltLine planning area
- 19% of the City's land mass is inside the Atlanta BeltLine planning area
- 40% increase in Atlanta's parkland
- 6,500 acre TAD





# // The Atlanta BeltLine: Key Elements



**Parks and Arboretum**



**Trails**



**Transit & Transportation Infrastructure**



**Jobs & Economic Development**



**Affordable Workforce Housing**



**Streetscapes & Public Art**



**Historic Preservation**



**Environmental Clean-up**





## 2012 Running Series (Run.BeltLine.org):

- Title Sponsor: Internal Data Resources
- Eastside 10K: SOLD OUT - 1,500+ participants
- Southwest 5K: SOLD OUT – 700+ participants
- Northside 5K – 600+ participants
- Monthly Run Clubs – 50-100 participants



## Adopt-the-Atlanta BeltLine (Adopt.BeltLine.org):

- 48+ organizations
- 1,600+ volunteers
- 6,600+ volunteer hours in 2012



Atlanta  
BeltLine





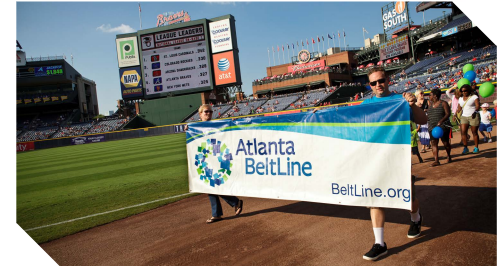


## Atlanta BeltLine Partner Events

- Atlanta BeltLine Night at the Braves
- Atlanta BeltLine Night with the Hawks
- Atlanta BeltLine Bike Tour
- The Great Atlanta Beer Festival
- Beats for the BeltLine

## Atlanta BeltLine Tours ([Tours.BeltLine.org](http://Tours.BeltLine.org)):

- Grant funding from the Arthur M. Blank Family Foundation
- 2,300+ participants in 2012 totaling over 14,000 since 2007
- Tours seats continued to book within hours of reservations opening each month





## Website Traffic

- 106,500 visits to Beltline.org
  - an 8% increase in traffic over Q3 2012
  - an 84% increase in traffic over one year previous: Q4 2011

## Facebook

- 12,400+ fans
  - a 9% increase over Q3 2012
  - a 49% increase over one year previous: Q4 2011
- 1,700+ fans for Art on the Atlanta BeltLine fan page
  - a 14% increase over Q3 2012
  - a 131% increase over Q4 2011
- 1,200+ fans for Atlanta BeltLine Running series page
  - a 35% increase over Q3 2012
  - a 379% increase over Q4 2011

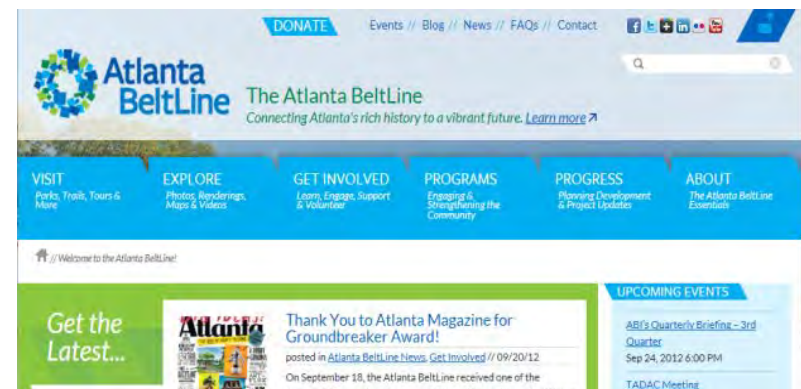


## Twitter

- 7,800 followers, a 16% increase over Q3 2012

## eNews

- 16,500 recipients of email newsletters
  - a 6% increase over Q3 2012







## Addressing Social Impacts

- Atlanta Land Trust Collaborative continues to focus on creating permanently affordable housing around the Atlanta BeltLine
- Atlanta BeltLine Partnership is working with partners and pursuing funding to achieve health outcomes via the Atlanta BeltLine
- Atlanta BeltLine Partnership is pursuing funding with partners to create better employment pipelines to private sector jobs around the Atlanta BeltLine



## Atlanta BeltLine Partnership Capital Campaign

- \$41+ million raised from 110+ donors
  - \$3M Donation from Woodruff and others
- \$37.1 million spent or committed to parks, trails, and Partnership programs







## Engaging the Community in 2013

- SW Connector Groundbreaking: Saturday, Jan. 12
- Atlanta BeltLine Night with the Hawks: Wednesday, Feb. 6
- Atlanta BeltLine Earth Day Activities: Saturday, April 20
- Atlanta BeltLine Northside 5K: Saturday, April 27
- Monthly Run Clubs



## Volunteer Opportunities

- Festivals: Ongoing opportunities
- Ambassadors: Recruiting lead volunteers and distribution officers (**Ambassadors.BeltLine.org**)
- Adopt-the-Atlanta BeltLine: Spaces Available
- **Volunteer Training:** 2<sup>nd</sup> Wednesday @ 5:30 p.m. and 3<sup>rd</sup> Friday at noon



# // 2012 Highlights: Business Opportunity Forums



- February & March 2012: Forums took place at AGL Headquarters
- Over 200 MBE/FBE/DBE design & construction firms participated
- Doug Hooker, Executive Director of the Atlanta Regional Commission, provided an overview of the 150+ Atlanta Region projects
- A panel provided information on DBE certification and procurement for their respective jurisdictions
- Partnered with the Greater Atlanta Economic Alliance, Atlanta Business League, Urban League of Greater Atlanta, Greater Women's Business Council, and the Georgia Minority Supplier Development Council



# // 2012 Highlights: Organic Land Care Symposium

- March 2012: second annual event
- More than 140 students, educators, and professionals attended a day-long event at the Atlanta Botanical Garden
- Goal is to discuss how we take care of public and private spaces





## // 2012 Highlights: Perkerson Park Splashpad

- May 2012: Perkerson Park Splashpad in southwest Atlanta opened
- Designed for three age groups of kids
- Local artist designed fountain centerpiece
- Funded by a generous donation from the Arthur M. Blank Family Foundation





# // 2012 Highlights: Environmental Justice Policy

- August 2012:  
Environmental Justice  
Policy adopted
- Explains the Atlanta  
BeltLine's commitment  
to the fair treatment of  
all people
- Explains how they shall  
all be fully considered  
as the Atlanta BeltLine  
progresses
- Involved community  
meetings and input

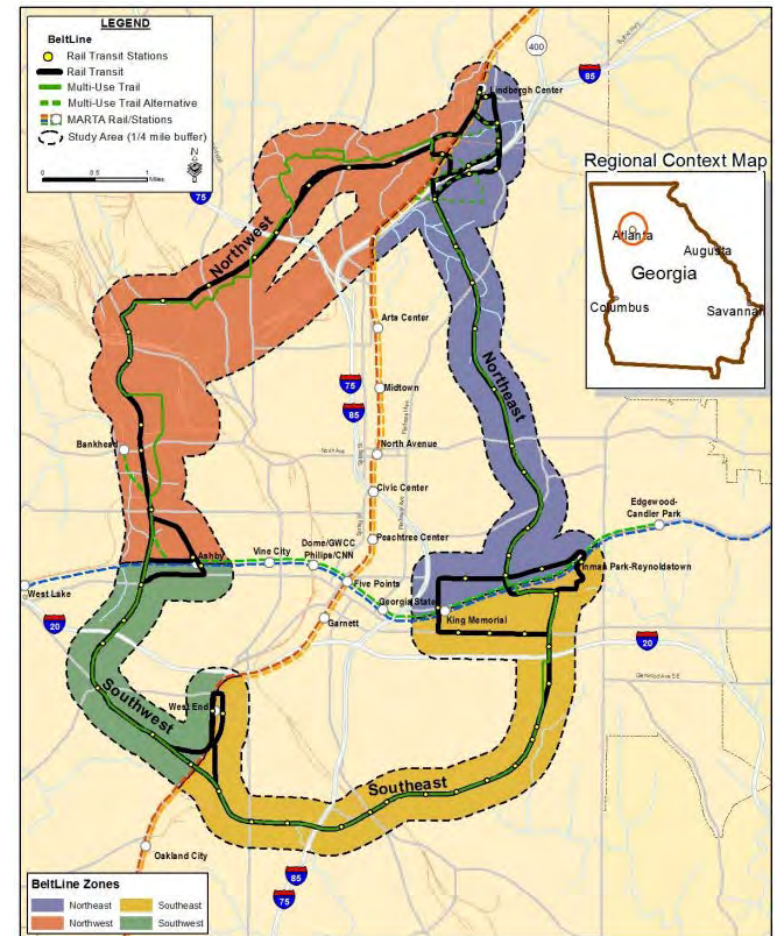




## September 2012: Tier I Environmental Impact Statement Record of Decision issued, determining:

- Selection of Modern Streetcar technology
- Determination of alignment of transit and trails
- Establishment of the ROW needs

ABI worked with the City to advance the Atlanta Streetcar Expansion Strategy (ASES)





# // 2012 Highlights: Art on the Atlanta BeltLine



- Sept – Nov 2012
- Along 9 miles of the corridor
- 76 exhibiting performing and visual art projects





# // 2012 Highlights: Art on the Atlanta BeltLine



- Photos and videos: [art.beltline.org](http://art.beltline.org)
- Twitter & instagram: [#beltlineart](https://twitter.com/beltlineart)



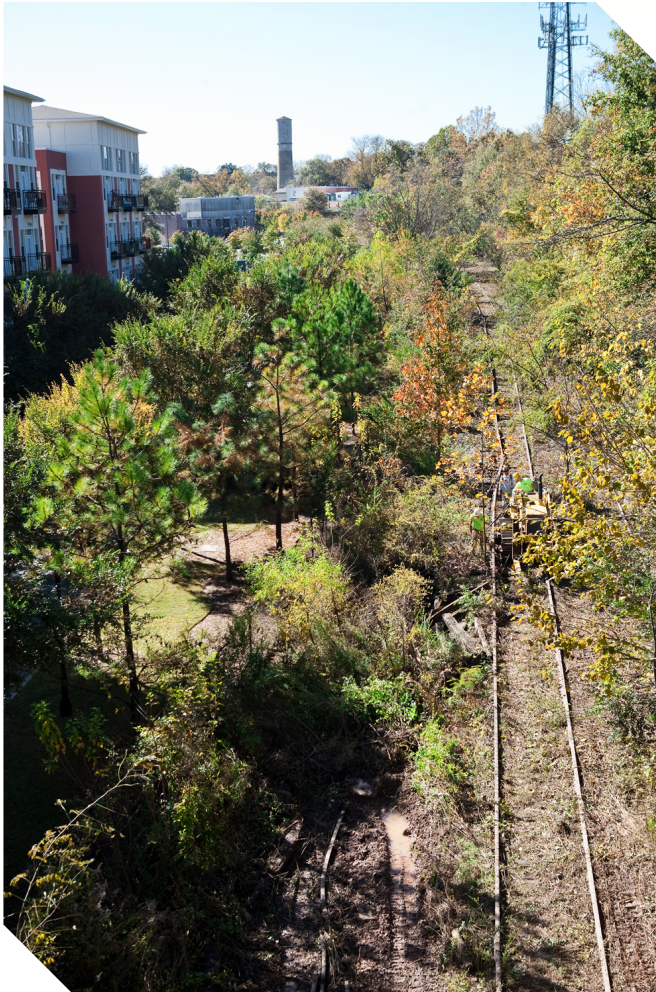
# // 2012 Highlights: Eastside Trail Dedication

- Dedicated on October 15, 2012 by Mayor Reed
- First section of trail in the railroad corridor
- 2.25 miles in length
- “Fix It Line” for maintenance issues





# // 2012 Highlights: Eastside Trail Dedication



**November 2009**



**Eastside 10k in December 2012**



# // Edgewood Avenue Bridge

- Atlanta BeltLine, Inc. to replace bridge
- Construction will begin in early 2013 and run through spring 2014
- Detour routes available at [construction.beltline.org](http://construction.beltline.org)





- 20 year strategic plan in five year increments
- Centered around:
  - Transit
  - Trails
  - Parks
  - Economic development
  - Affordable housing
  - Public Art
- Currently wrapping up Phase 2 and in Phase 3



Phase 1:  
Situation  
Review

Phase 2:  
Stakeholder  
Advisory  
and  
Citywide

Phase 3:  
Funding  
Analysis

Phase 4:  
Priorities  
Matrix

Phase 5:  
Stakeholder  
Advisory  
and  
Citywide

Phase 6:  
Finalize  
Plan

Phase 7:  
Publicize  
Plan





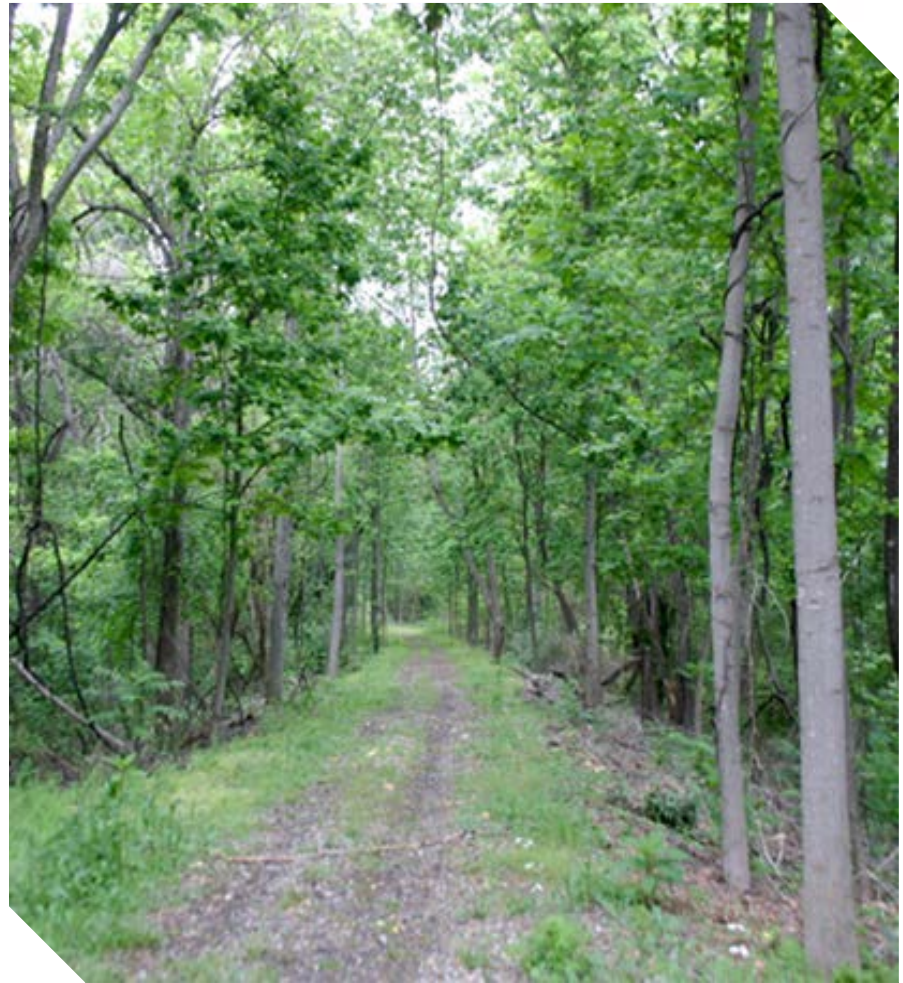
# // Criteria Prioritization Activity

*// Implementation Plan*



We need your help!

- Share what criteria have been selected to prioritize projects in the implementation plan
- Obtain your input on the project criteria and have you rank your priorities
- Discuss and understand your priorities





# // Implementation Plan Approach

## Phase 4 –Transit Priorities Matrix

- Project Readiness
- Practicality/Ridership
- Equity
- Financial Options
- Development Impact



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# // Implementation Plan Approach

## Phase 4 – Draft Parks Priorities Matrix



- **Project Readiness**
  - Property under ABI control
  - Consistency with adopted plans
  - Project complexity/cost
- **Development Impact**
  - Ability to serve identified economic development priority areas
  - Development/Redevelopment potential
- **Equity**
  - Ability to serve disinvested communities
  - Balanced development around the Atlanta BeltLine
- **Consistent with City goals**
  - Number of residents within ½ mile
- **Financial Options**
  - Options to finance project and potential to leverage private funds

**Phase 1:  
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**Phase 2:  
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**Phase 6:  
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# // Implementation Plan Approach

## Phase 4 – Draft Trails Priorities Matrix



- **Project Readiness**
  - Property under ABI control
  - Consistency with adopted plans
  - Project complexity/cost
- **Development Impact**
  - Ability to serve identified economic development priority areas
  - Development/Redevelopment potential
- **Leverages Existing Greenspace**
- **Equity**
  - Ability to serve disinvested communities
  - Balanced development around the Atlanta BeltLine
  - Proximity to schools, shopping centers, health centers
- **Financial Options**
  - Options to finance project and potential to leverage private and federal funds

**Phase 1:  
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# // Question / Answer

*December 18, 2012 // Quarterly Briefing*