



Atlanta Streetcar / BeltLine Transit Implementation Strategy *Stakeholder Advisory Committee / Technical Advisory Committee*



Rendering of the Atlanta BeltLine Corridor at Ponce De Leon Avenue

September 23, 2011



Agenda

1. Welcome

2. Update and Progress To-Date

3. Overview of Evaluation Process

4. Review of Quantitative Evaluation Results

5. Qualitative Screening Update

6. Next Steps

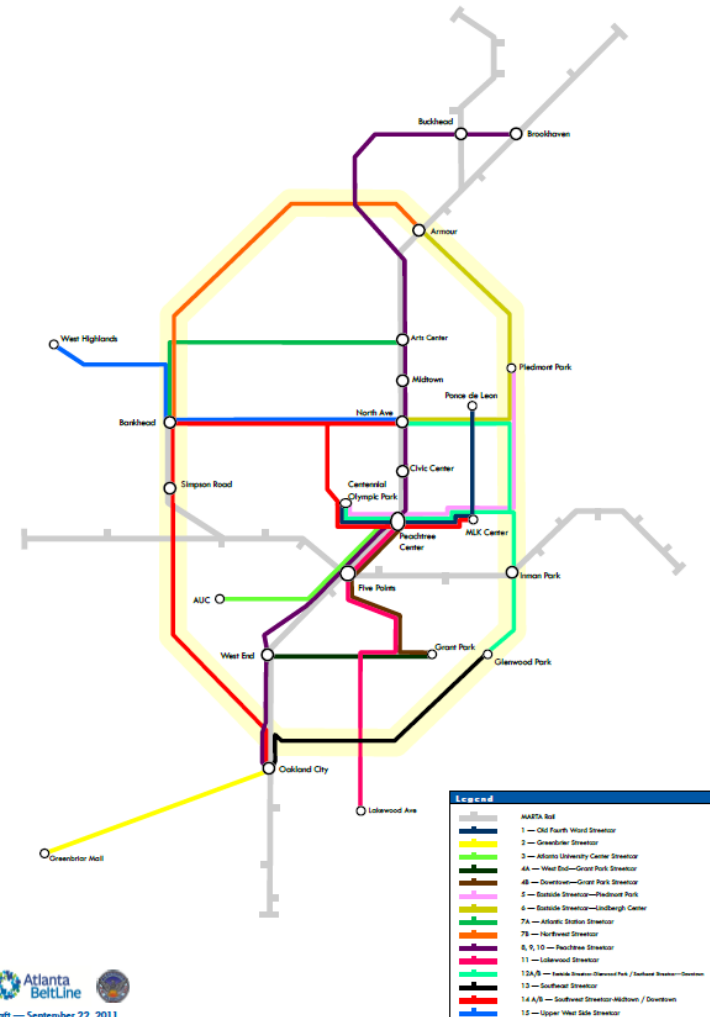
Transit Implementation Strategy

Update and Progress To-Date (Tasks 1, 2, 3 and 4)



- Defined system-wide operational transit segments for Atlanta Beltline and on-street corridors
- Developed a methodology and evaluation process and evaluated system concept corridors
- Identified “near-term” projects for implementation in the 2011 – 2020 time frame
- Prepared a Near Term Concept Plan that describes how near term corridors will operate and integrate into the regional transit system
- Developing Technical Memorandum documenting background research, local/regional context and evaluation process

Transit Implementation Strategy DRAFT Streetcar Concept Plan





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Two-step Quantitative evaluation process

- **Model 4 Preliminary Quantitative Evaluation**

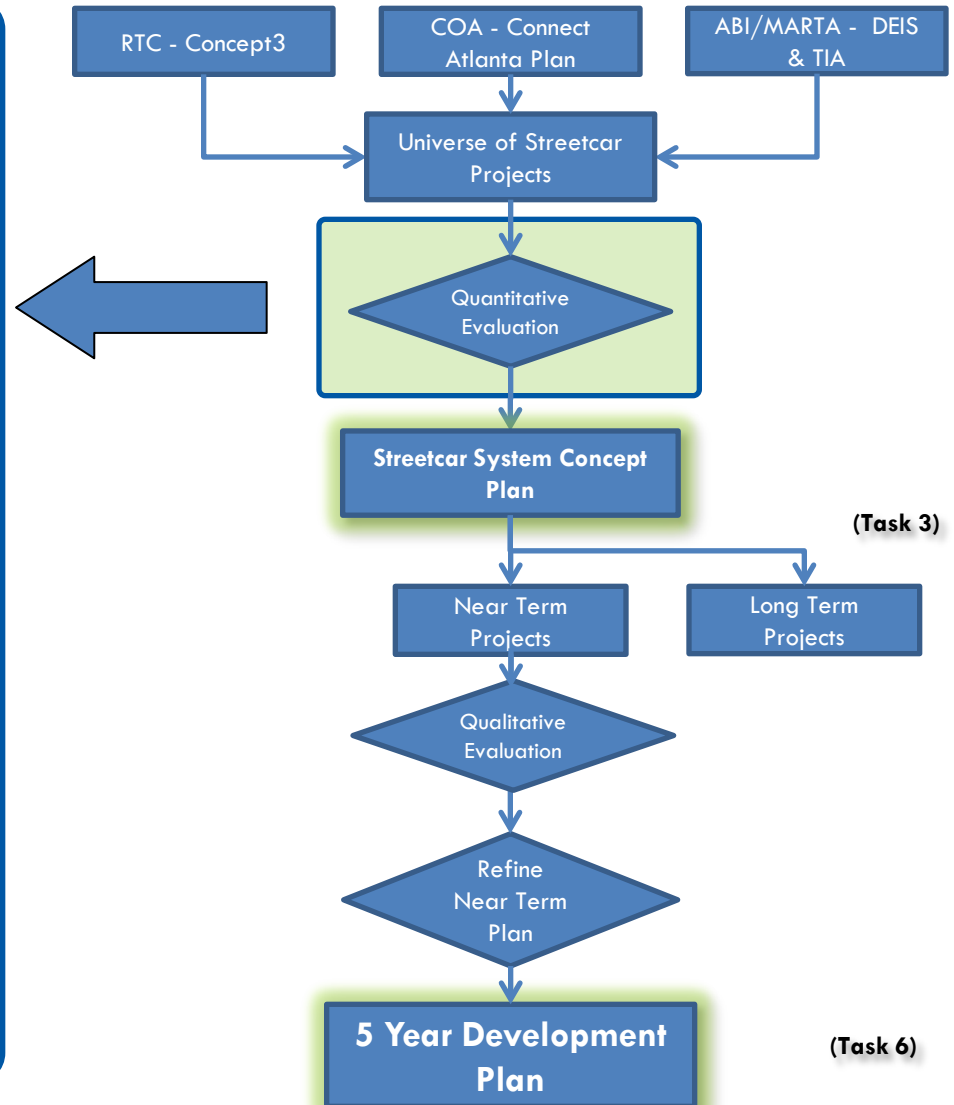
Rigorous technical screening of all streetcar projects based on 5 guiding principles:

- *Project Readiness*
- *Practicality*
- *Equity*
- *Financial Options*
- *Development Impact*

- **Model 5 Final Quantitative Evaluation**

Updated technical screening of all streetcar projects based on refined project definitions

- *Refined Ridership Projections*



Transit Implementation Strategy

Overview of Evaluation Process



Quantitative Evaluation – Preliminary Composite Score Using Model Run 4

Project ID	Project Name	Project Readiness		Practicality / Ridership		Equity		Financial Options		Development Impact		Composite Score
		Consistency with Connect Atlanta	Capital Cost per Mile	Population and Employment Density	Ridership	% Alignment Serving Equitable Target Area	Average Transit Travel Time to Major Employment Center	Annualized Capital Cost per Rider	Potential Capital and Operations Partners	% Alignment Serving Economic Development Priority Area	Median Parcel Utilization	
15	Upper West Side Streetcar	o	++	-	++	++	++	++	+	-	++	0.82
2	Greenbriar Streetcar	++	++	--	o	++	++	+	--	++	++	0.78
11	Lakewood Streetcar	--	++	+	+	+	o	+	++	o	+	0.74
14B	Southwest Streetcar - Downtown	++	-	o	++	+	-	-	++	o	+	0.70
13	Southeast Streetcar	+	++	--	o	+	++	+	--	++	-	0.68
5	Eastside Streetcar - Piedmont Park	++	++	+	o	--	-	++	++	-	-	0.68
3	Atlanta University Center Streetcar	-	++	++	-	o	o	++	++	--	o	0.68
14A	Southwest Streetcar - Midtown	++	-	-	+	++	--	-	o	+	++	0.66
7B	Northwest Streetcar	++	--	--	++	-	++	++	--	++	o	0.66
8	Buckhead Streetcar	o	++	+	++	--	+	+	-	--	--	0.60
10	Fort MacPherson Streetcar	++	++	o	--	++	--	--	-	o	+	0.60
12A	Eastside Streetcar - Glenwood Park	++	--	o	+	-	+	o	-	+	-	0.60
4A	West End - Grant Park Streetcar	--	++	--	--	+	+	--	-	++	++	0.58
4B	Downtown - Grant Park Streetcar	--	++	++	--	o	o	--	+	-	+	0.58
12B	Southeast - Downtown Streetcar	++	--	+	-	o	+	--	+	-	--	0.54
6	Eastside Streetcar - Lindbergh Center	++	--	-	+	--	-	-	-	+	o	0.52
9	Peachtree Streetcar	o	++	++	-	-	--	o	-	--	--	0.50
1	Old Fourth Ward Streetcar	o	-	++	--	-	--	o	+	--	--	0.46
7A	Atlantic Station Streetcar	+	-	-	-	--	-	-	--	+	-	0.44



Quantitative Evaluation – Final Composite Score Using Model Run 5

Project ID	Project Name	Project Readiness		Practicality / Ridership		Equity		Financial Options		Development Impact		Composite Score
		Consistency with Connect Atlanta	Capital Cost per Mile	Population and Employment Density	Ridership	% Alignment Serving Equitable Target Area	Average Transit Travel Time to Major Employment Center	Annualized Capital Cost per Rider	Potential Capital and Operations Partners	% Alignment Serving Economic Development Priority Area	Median Parcel Utilization	
2	Greenbriar Streetcar	++	++	--	+	++	++	++	--	++	++	0.82
15	Upper West Side Streetcar	o	++	-	++	++	++	+	+	-	++	0.80
11	Lakewood Streetcar	--	++	+	++	+	o	++	++	o	+	0.78
14B	Southwest Streetcar - Downtown	++	-	o	++	+	-	o	++	o	+	0.72
5	Eastside Streetcar - Piedmont Park	++	++	+	o	--	-	++	++	-	-	0.68
4B	Downtown - Grant Park Streetcar	--	++	++	-	o	o	+	+	-	+	0.66
14A	Southwest Streetcar - Midtown	++	-	-	+	++	--	-	o	+	++	0.66
3	Atlanta University Center Streetcar	-	++	++	--	o	o	o	++	--	o	0.62
8	Buckhead Streetcar	o	++	+	++	--	+	++	-	--	--	0.62
13	Southeast Streetcar	+	++	--	-	+	++	--	--	++	-	0.60
10	Fort MacPherson Streetcar	++	++	o	--	++	--	--	-	o	+	0.60
4A	West End - Grant Park Streetcar	--	++	--	--	+	+	--	-	++	++	0.58
12A	Eastside Streetcar - Glenwood Park	++	--	o	o	-	+	-	-	+	-	0.56
12B	Southeast - Downtown Streetcar	++	--	+	-	o	+	-	+	-	--	0.56
7B	Northwest Streetcar	++	--	--	o	-	++	--	--	++	o	0.54
9	Peachtree Streetcar	o	++	++	-	-	--	+	-	--	--	0.52
6	Eastside Streetcar - Lindbergh Center	++	--	-	+	--	-	-	-	+	o	0.52
7A	Atlantic Station Streetcar	+	-	-	+	--	-	+	--	+	-	0.52
1	Old Fourth Ward Streetcar	o	-	++	--	-	--	o	+	--	--	0.46

Transit Implementation Strategy

Overview of Evaluation Process



Quantitative Evaluation

Final Composite Score Using Model Run 4		
Project ID	Project Name	Composite Score
15	Upper West Side Streetcar	0.82
2	Greenbriar Streetcar	0.78
11	Lakewood Streetcar	0.74
14B	Southwest Streetcar - Downtown	0.70
13	Southeast Streetcar	0.68
5	Eastside Streetcar - Piedmont Park	0.66
3	Atlanta University Center Streetcar	0.68
14A	Southwest Streetcar - Midtown	0.66
7B	Northwest Streetcar	0.66
8	Buckhead Streetcar	0.60
10	Fort MacPherson Streetcar	0.60
12A	Eastside Streetcar - Glenwood Park	0.60
4A	West End - Grant Park Streetcar	0.58
4B	Downtown - Grant Park Streetcar	0.58
12B	Southeast - Downtown Streetcar	0.54
6	Eastside Streetcar - Lindbergh Center	0.52
9	Peachtree Streetcar	0.50
1	Old Fourth Ward Streetcar	0.46
7A	Atlantic Station Streetcar	0.44

Refine Transit Ridership

Final Composite Score Using Model Run 5		
Project ID	Project Name	Composite Score
2	Greenbriar Streetcar	0.82
15	Upper West Side Streetcar	0.80
11	Lakewood Streetcar	0.78
14B	Southwest Streetcar - Downtown	0.72
5	Eastside Streetcar - Piedmont Park	0.68
4B	Downtown - Grant Park Streetcar	0.66
14A	Southwest Streetcar - Midtown	0.66
3	Atlanta University Center Streetcar	0.62
8	Buckhead Streetcar	0.62
13	Southeast Streetcar	0.60
10	Fort MacPherson Streetcar	0.60
4A	West End - Grant Park Streetcar	0.58
12A	Eastside Streetcar - Glenwood Park	0.56
12B	Southeast - Downtown Streetcar	0.56
7B	Northwest Streetcar	0.54
9	Peachtree Streetcar	0.52
6	Eastside Streetcar - Lindbergh Center	0.52
7A	Atlantic Station Streetcar	0.52
1	Old Fourth Ward Streetcar	0.46

System Concept Near Term Projects (not ranked)

- Eastside Streetcar – Piedmont Park
- Greenbriar Streetcar
- Buckhead Streetcar
- Southwest Streetcar – Midtown/Downtown
- Upper West Side Streetcar
- Atlanta University Center Streetcar*
- Lakewood Streetcar
- Downtown – Grant Park Streetcar

**Not part of Concept3 or Connect Atlanta Transportation Plans*

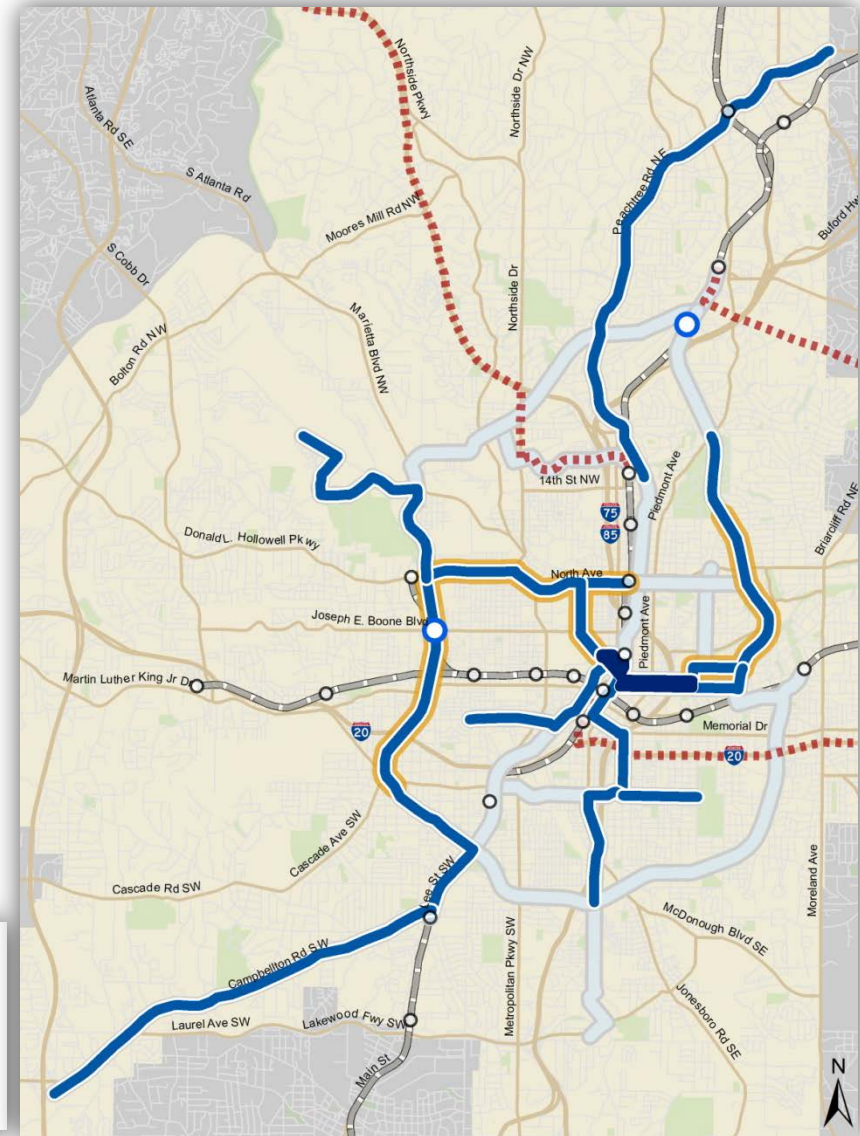


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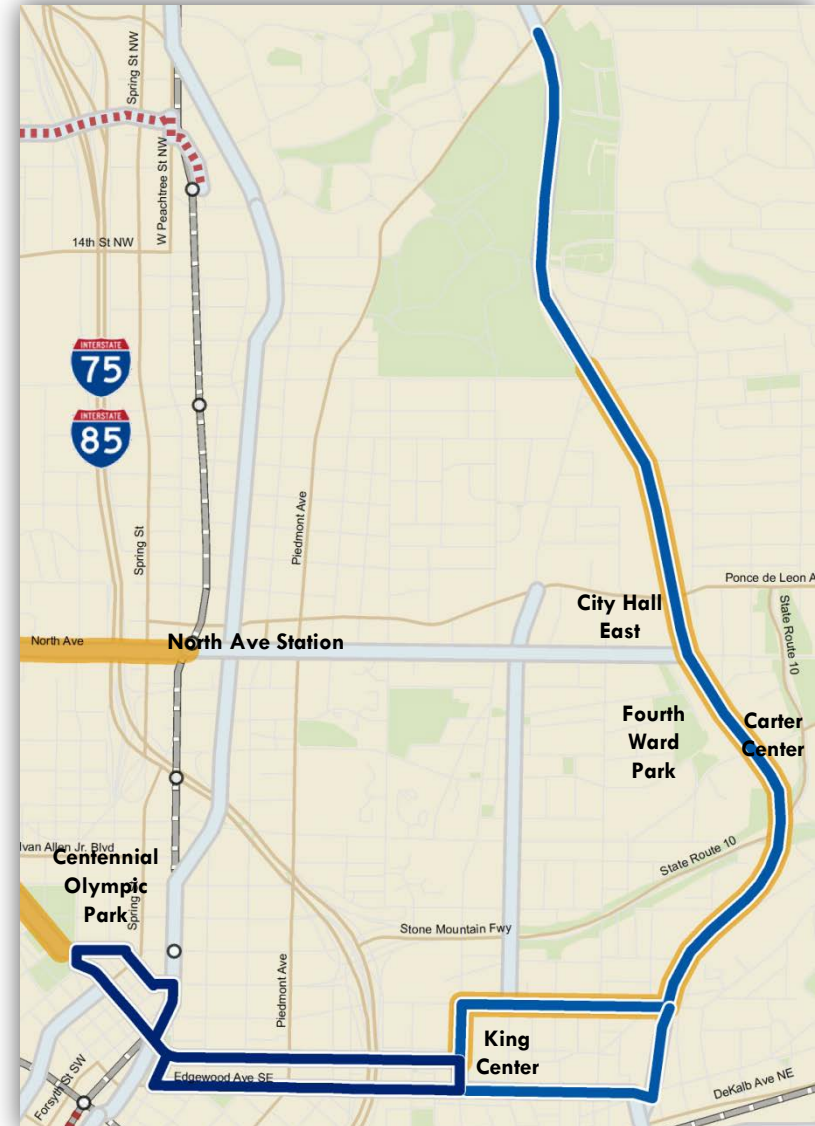
- **Top eight projects**
 - Eastside Streetcar – Piedmont Park
 - Greenbriar Streetcar
 - Buckhead Streetcar
 - Southwest Streetcar – Midtown/Downtown
 - Upper West Side Streetcar
 - Atlanta University Center Streetcar
 - Lakewood Streetcar
 - Downtown – Grant Park Streetcar
- **Estimated capital costs of top eight concept corridors = \$1.5 Billion**
- **Approximately 30 miles in length**





Eastside Streetcar – Piedmont Park

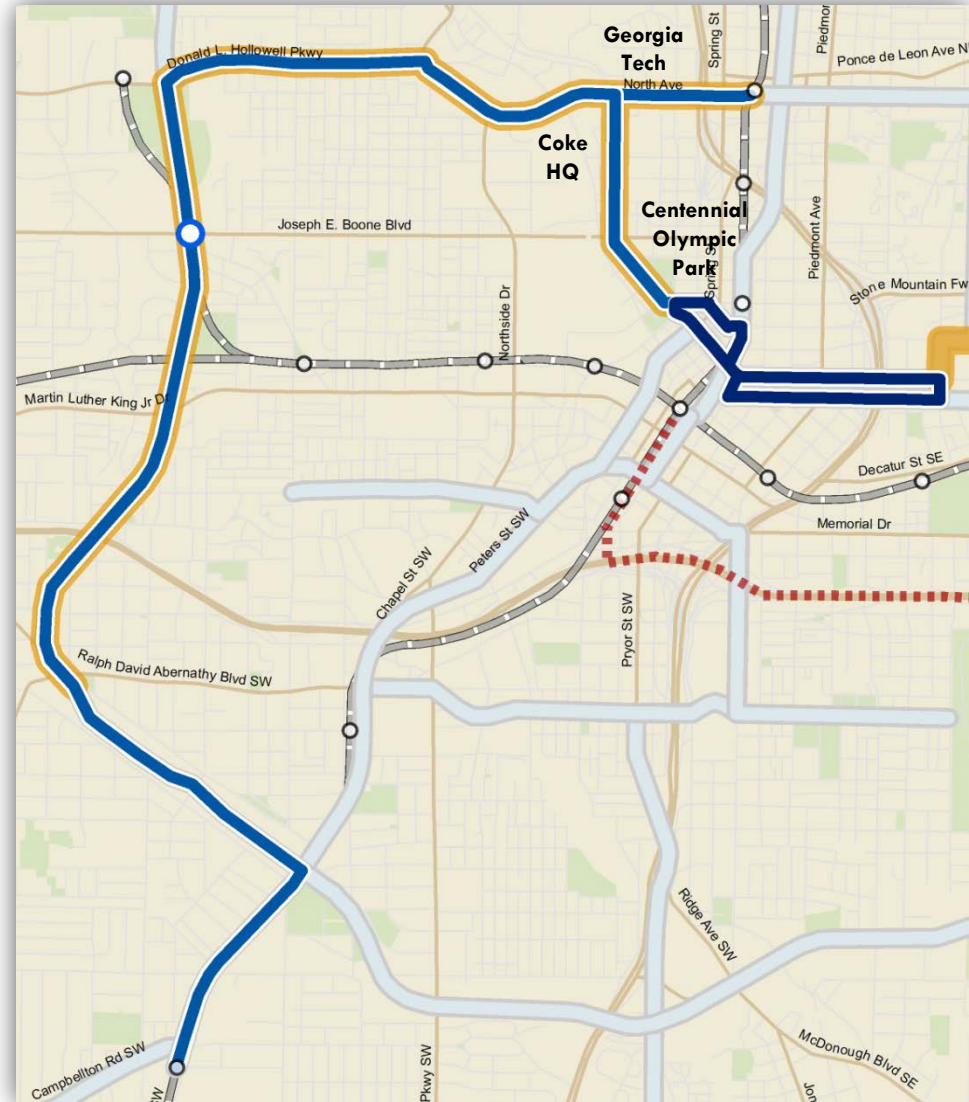
- **Ansley Mall to Downtown via Northeast BeltLine Route Concept**
 - 5.4 route miles
 - 14,600 residents (2010)
 - 82,300 employees (2009)
- **Major destinations include:**
 - **Piedmont Park**
 - **City Hall East**
 - **Historic Fourth Ward Park**
 - **King Center**
 - **Carter Center**
 - **Centennial Olympic Park**
 - **Peachtree Center Station**
 - **Five Points Station**





Southwest Streetcar - Midtown/Downtown

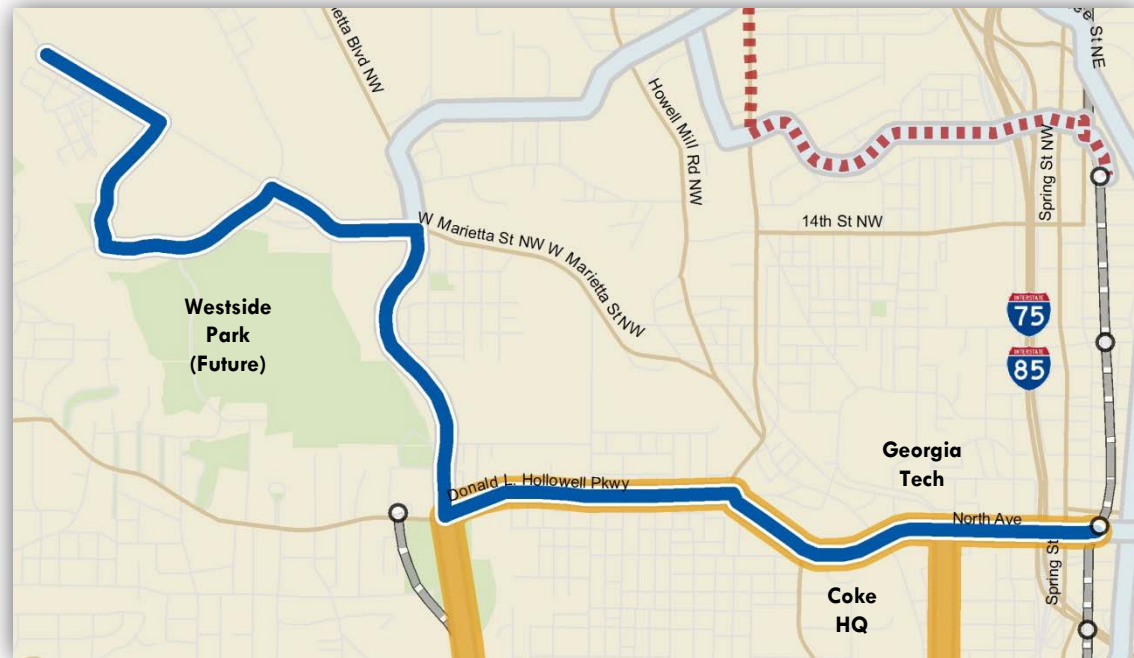
- **Oakland City to Downtown via SW BeltLine Route Concept**
 - 10 route miles
 - 18,700 residents (2010)
 - 96,600 employees (2009)
- **Oakland City to Midtown via SW BeltLine Route Concept**
 - 7 route miles
 - 14,900 residents (2010)
 - 29,500 employees (2009)
- **Major destinations include:**
 - Coca Cola HQ
 - Georgia Tech
 - Centennial Olympic Park
 - 4 MARTA rail stations





Upper West Side Streetcar

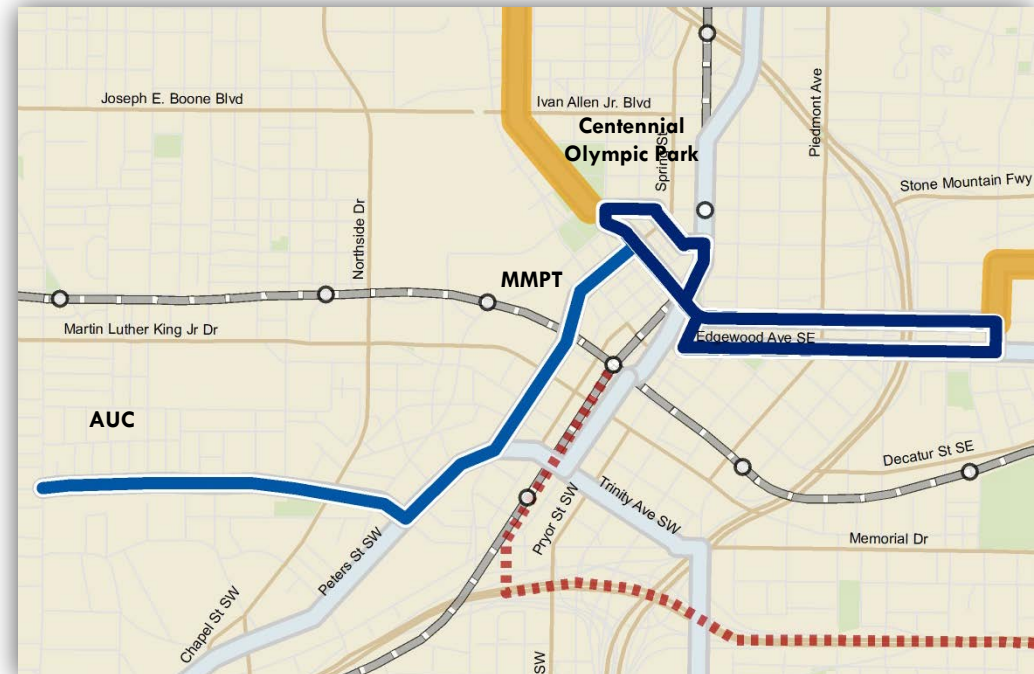
- **West Highlands to Midtown Route Concept**
 - 5.6 route miles
 - 11,000 residents (2010)
 - 28,400 employees (2009)
- **Major destinations include:**
 - Proposed Westside Park
 - Georgia Tech
 - Coca Cola HQ
 - Bankhead MARTA
 - North Ave MARTA





Atlanta University Center Streetcar

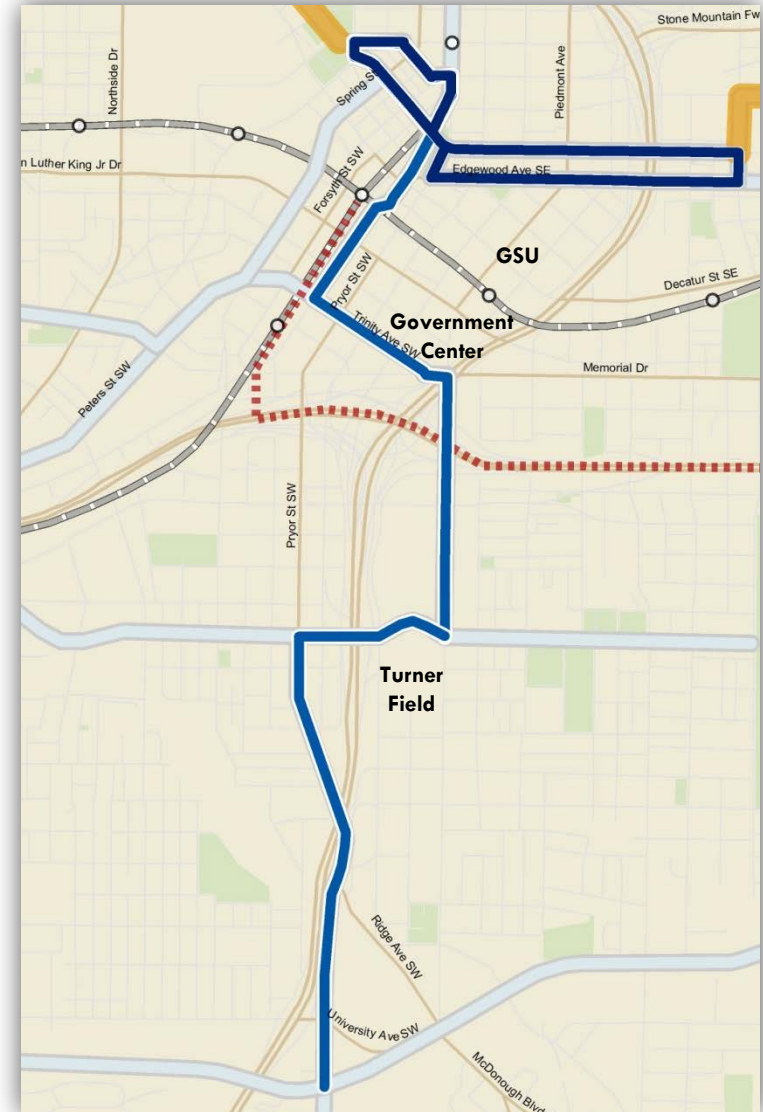
- **Downtown Streetcar to AUC via Fair Street Route Concept**
 - 4.5 route miles
 - 12,800 residents (2010)
 - 84,000 employees (2009)
- **Major destinations include:**
 - Atlanta University Center
 - Proposed MMPT
 - King Center
 - Centennial Olympic Park
 - Peachtree Center MARTA
 - Five Points MARTA





Lakewood Streetcar

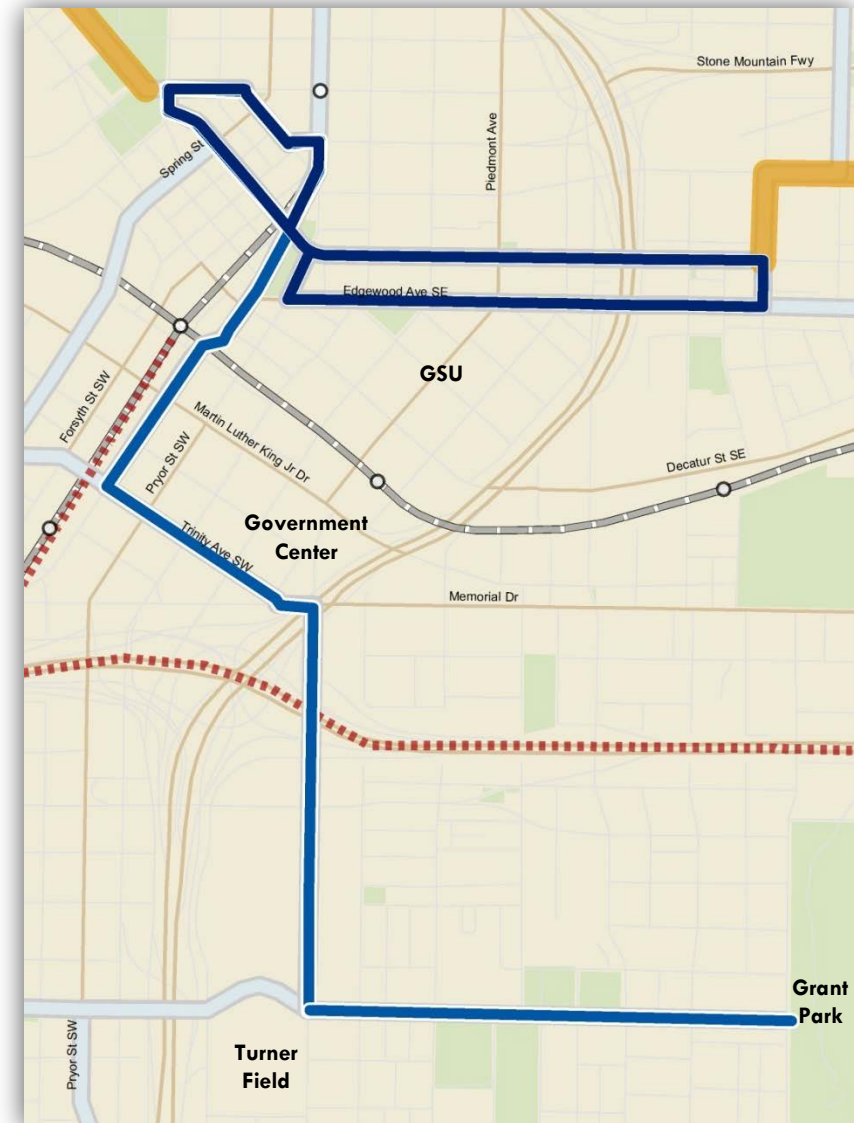
- **Downtown Streetcar to BeltLine via Pryor St. Route Concept**
 - 5.8 route miles
 - 9,400 residents (2010)
 - 91,500 employees (2009)
- **Major destinations include:**
 - Turner Field
 - Five Points MARTA
 - Peachtree Center MARTA
 - State, county, and city government offices





Downtown – Grant Park Streetcar

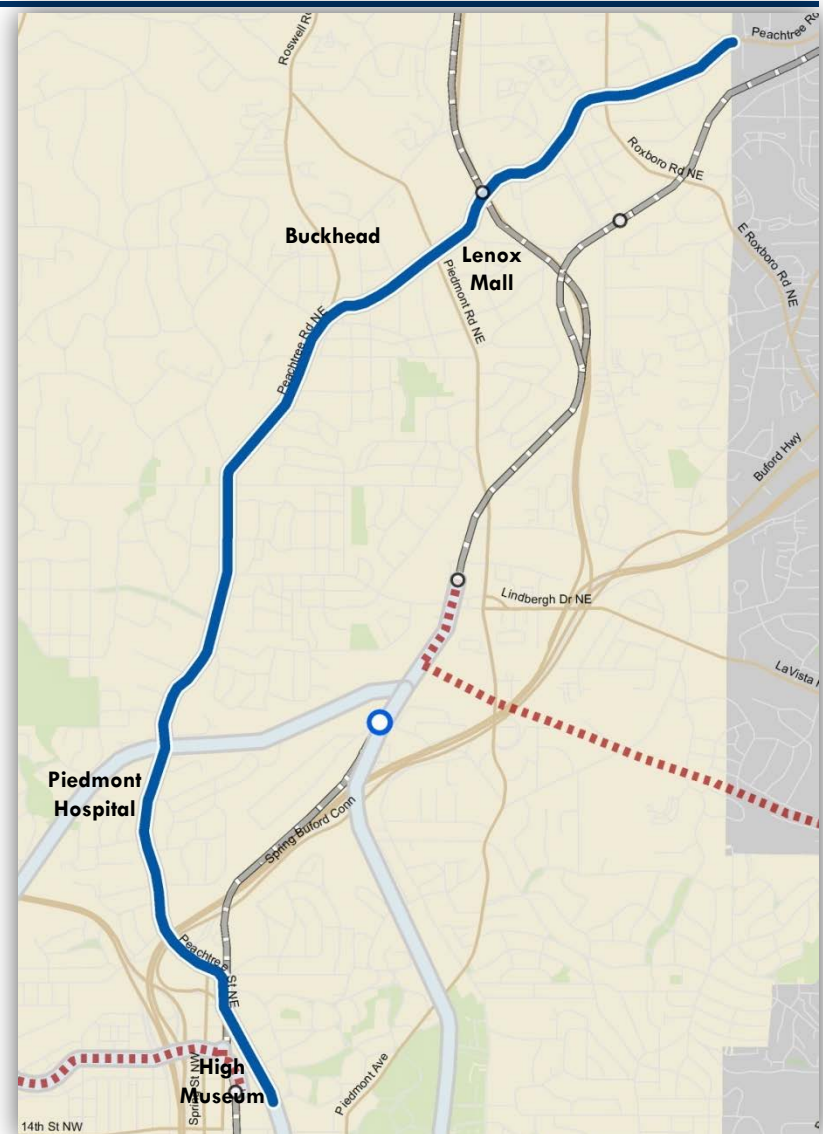
- **Grant Park to Downtown Streetcar Route Concept**
 - 3.3 route miles
 - 5,900 residents (2010)
 - 90,900 employees (2009)
- **Major destinations include:**
 - Turner Field
 - Five Points MARTA
 - Peachtree Center MARTA
 - State, county, and city government offices
 - Grant Park





Buckhead Streetcar

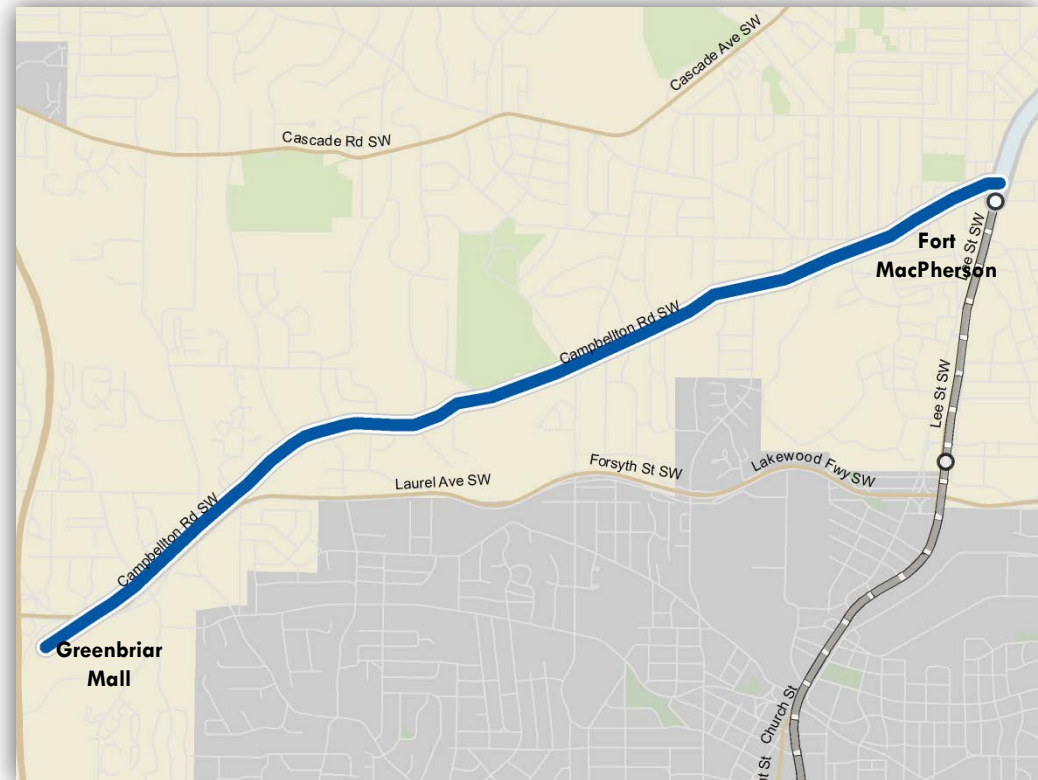
- **City Limits to Arts Center Station via Peachtree Road Route Concept**
 - 6.3 route miles
 - 20,922 residents (2010)
 - 73,318 employees (2009)
- **Major destinations include:**
 - High Museum of Art
 - Piedmont Hospital
 - Buckhead Financial District
 - Lenox Mall / Phipps Plaza
 - Arts Center Station
 - Buckhead Station





Greenbriar Streetcar

- **Oakland City to Greenbriar Mall via Fort MacPherson Route Concept**
 - 5.5 route miles
 - 8,872 residents (2010)
 - 3,103 employees (2009)
- **Major destinations include:**
 - Greenbriar Mall
 - Fort MacPherson
 - Oakland City Station





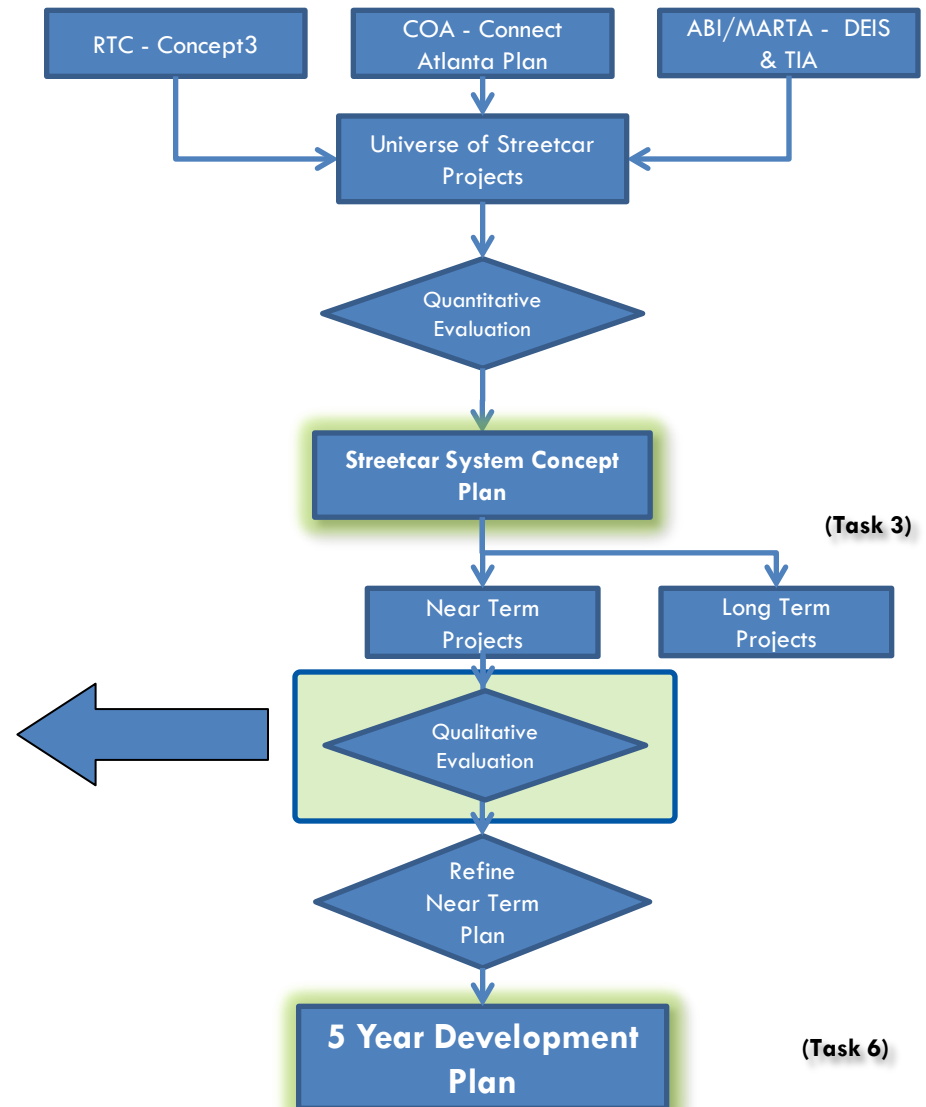
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Qualitative evaluation process (ongoing – update today)

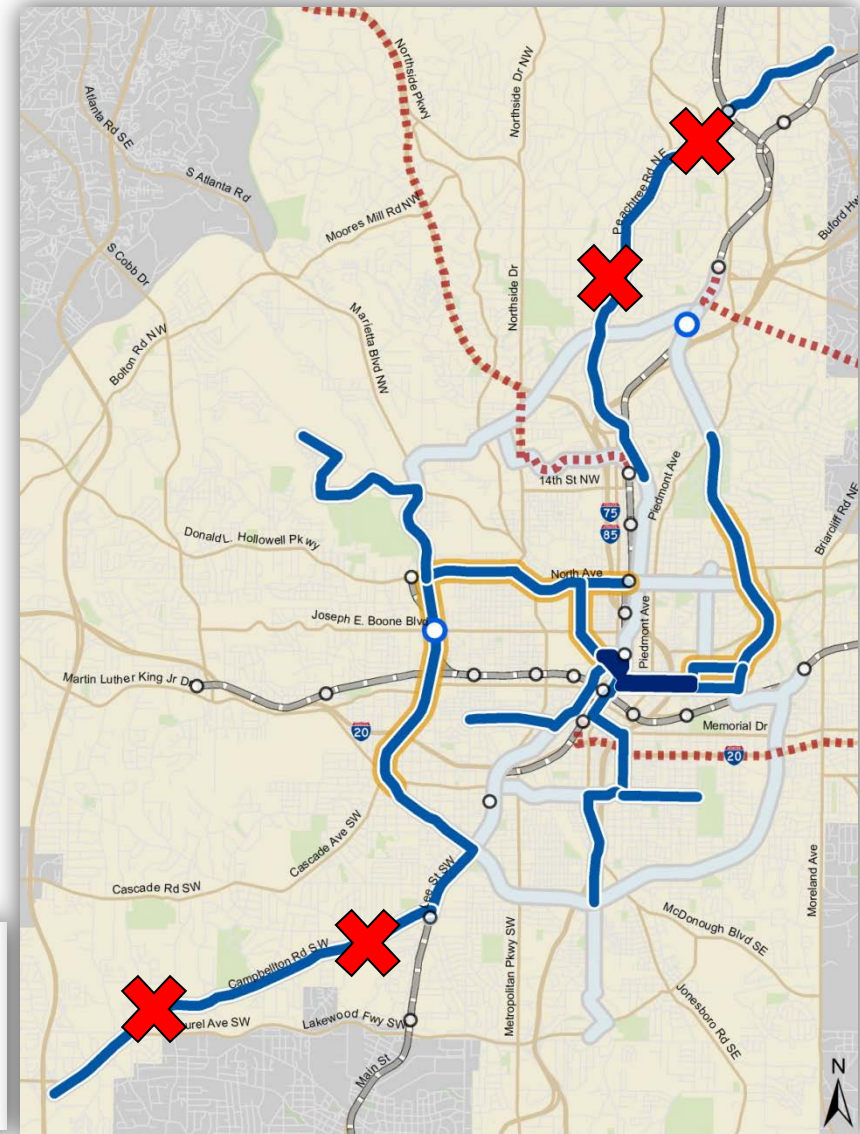
- *Leveraged Transit Infrastructure Investments*
- *Proximity to Population and Employment Centers*
- *Financial Right-Sizing*
- *Connection to Downtown Streetcar*
- *Connections to Regional Projects*





Two top scoring projects screened out of Near Term priorities:

- **Buckhead Streetcar**
 - Lack of connection to streetcar system
 - Lack of support in Buckhead
- **Greenbriar Streetcar**
 - Lack of existing population and employment densities
 - Connectivity to streetcar system dependent on several other projects being constructed first



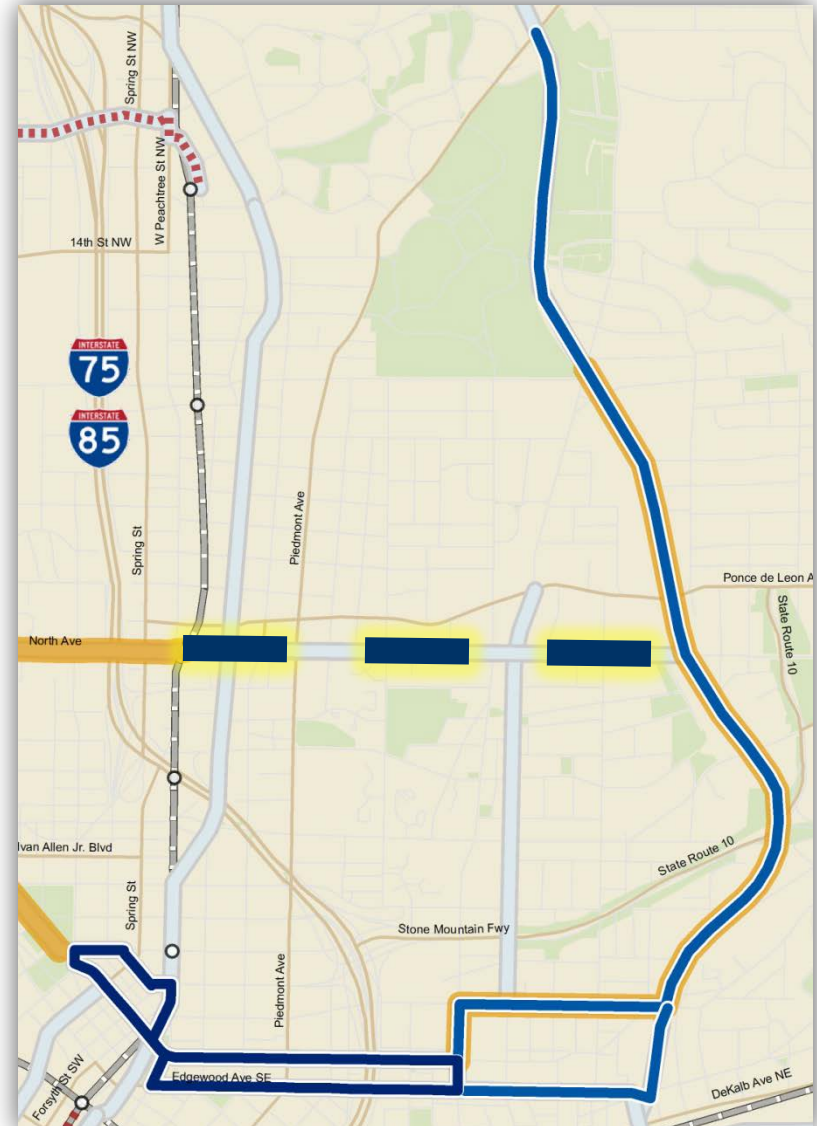
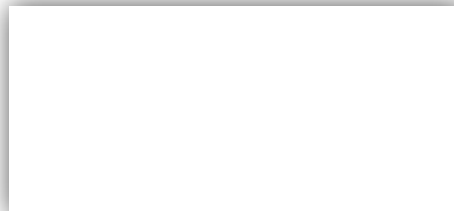


Determine financial capacity to build projects

- Top eight corridors cost ~\$1.5 B
- Some corridors have existing funding sources
- Leveraging potential TIA and Federal Funds
- Leveraging local partners

Consider where incremental additions to near term projects could have benefit

- Sharing tracks
- System connectivity





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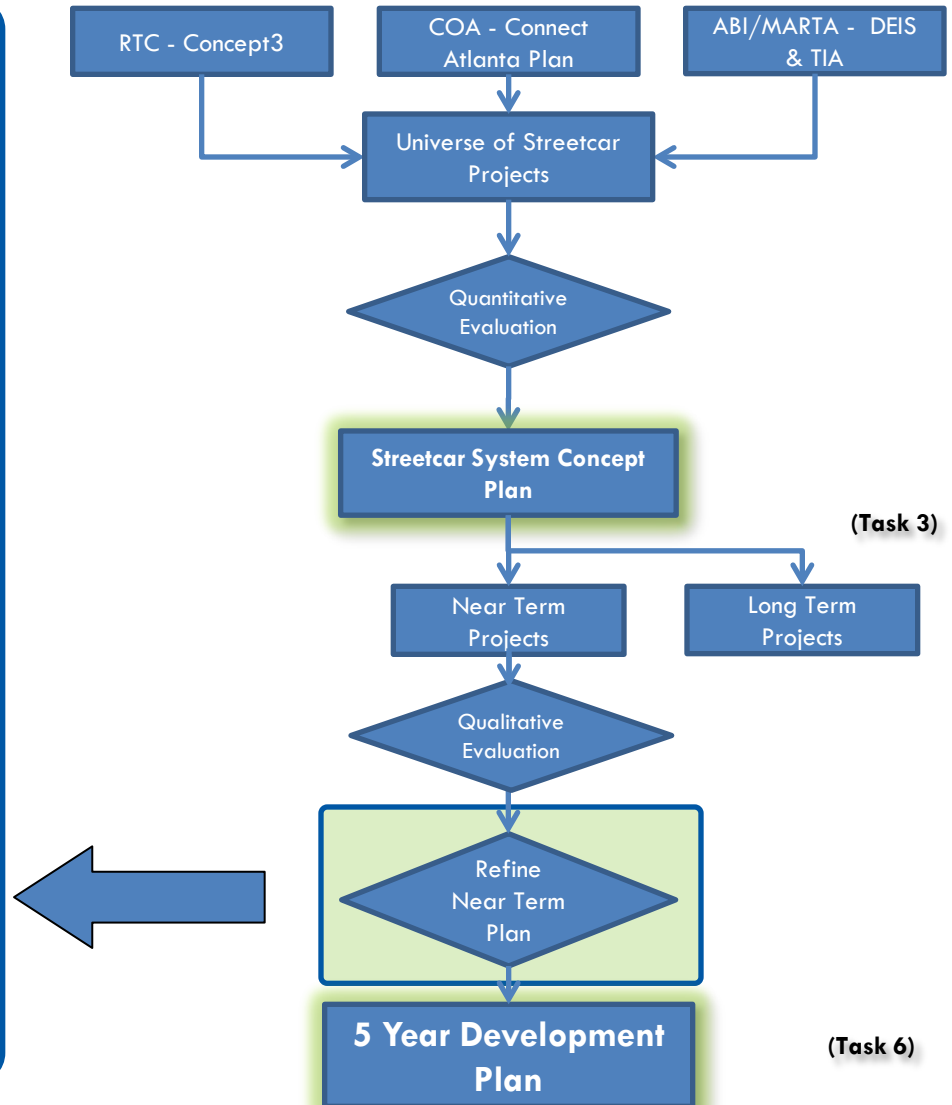


Transit Implementation Strategy

Near Term Plan Refinement (Tasks 4, 5 and 6)

Near Term Segment Refinement

- *Operations*
- *Cost Estimates*
- *Financing*
- *Conceptual Design*
- *Equity*
- *Phasing*



- Develop operating plans, O&M and capital cost estimates
- Prepare a financial plan
 - Generate TAD and operating revenue forecasts
 - Identify local, regional and Federal revenue sources
 - Develop a cash flow model based on anticipated revenues and expenses
- Produce conceptual design plans that will identify typical cross-sections, horizontal alignment plans, and any design issues that may affect implementation
- Conduct more detailed ridership modeling, equity and environmental justice evaluation
- Conduct market analysis and development capacity analysis to develop phased implementation strategy
- Develop project management and procurement plans that meet FTA standards
- Develop Draft Final Report and Technical Appendices
 - Atlanta Streetcar System Plan
 - Atlanta Streetcar System 5-Year Development Plan



- Complete Task 3, initiate Tasks 4, 5, and 6
- Citywide Briefing
- Targeted Public Involvement
- Complete Tasks 4, 5 and 6 and develop DRAFT Final Report
- Present to City of Atlanta Approval and Adoption Process