Transit Implementation Strategy

NE Study Group Meeting

February 9, 2012

The Portland Streetcar Passing Through a Park Near Portland State University

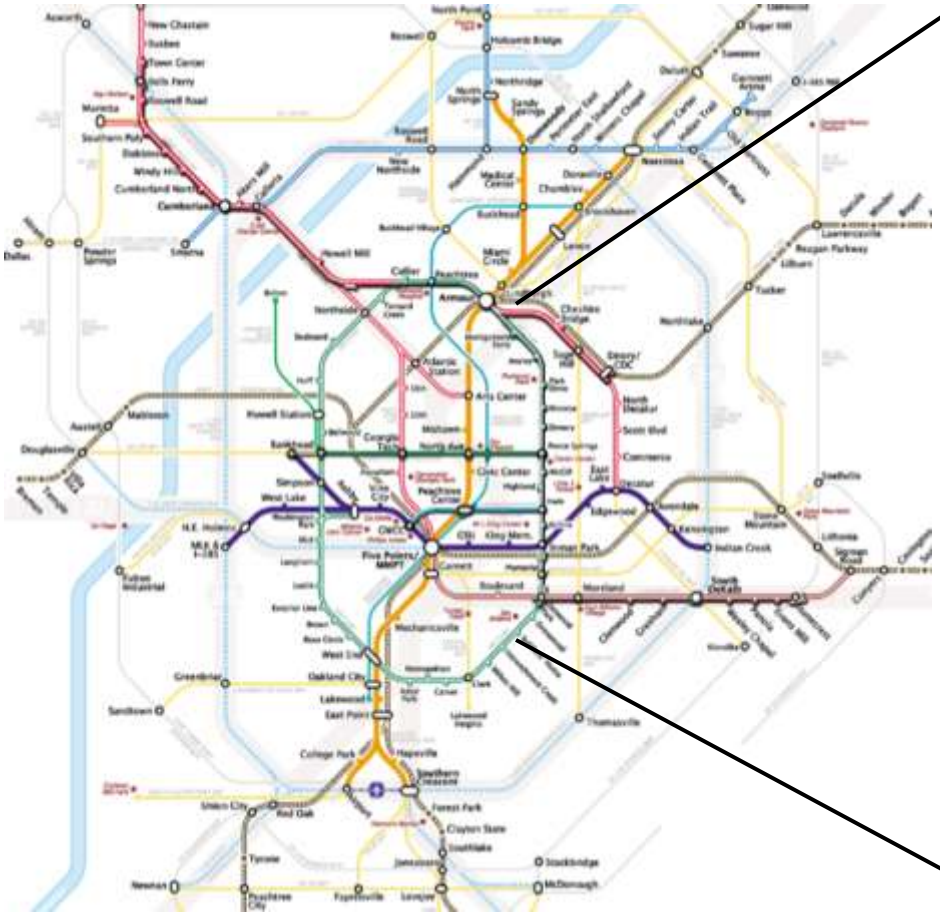
1. TIA Update
2. TIS Process To-Date
3. Corridor Refinement Process
   - Identify
   - Evaluate
   - Define
   - Analyze
   - Prioritize
4. North Ave./10th Street Evaluation
5. Next Steps

Regional Transportation Referendum Projects

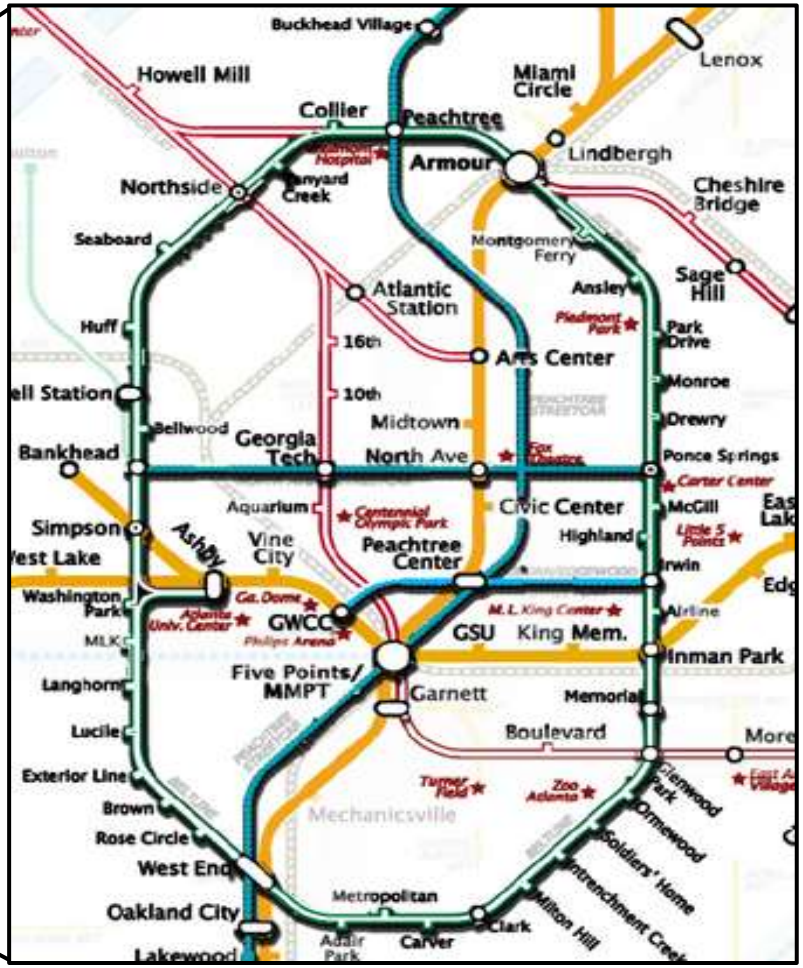
Builds on Regionally & Locally-adopted Transit Plans

Atlanta BeltLine

Concept 3



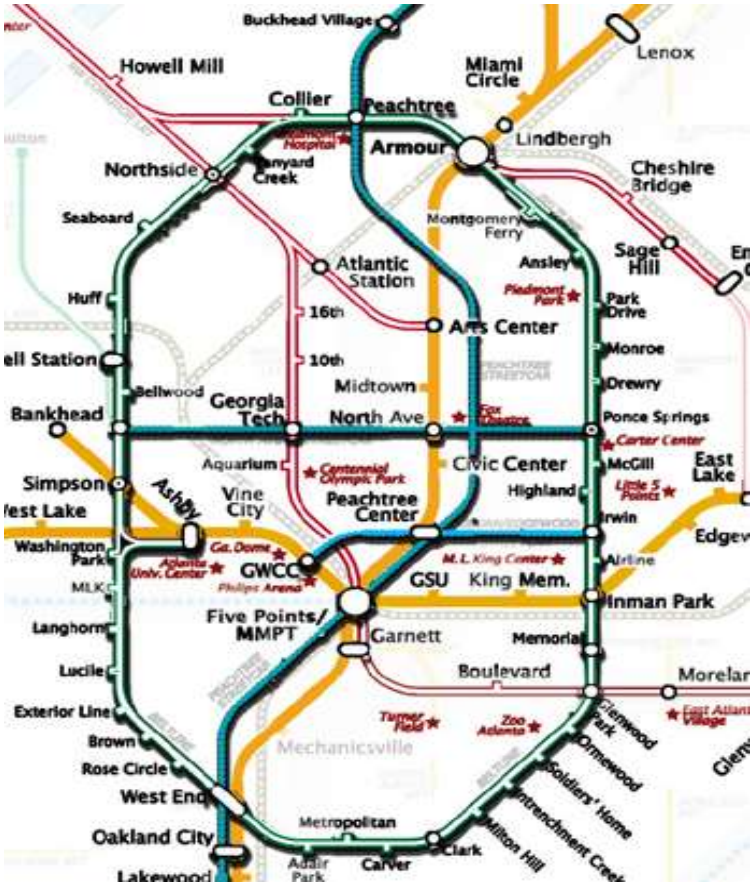
Central City of Atlanta Enlargement



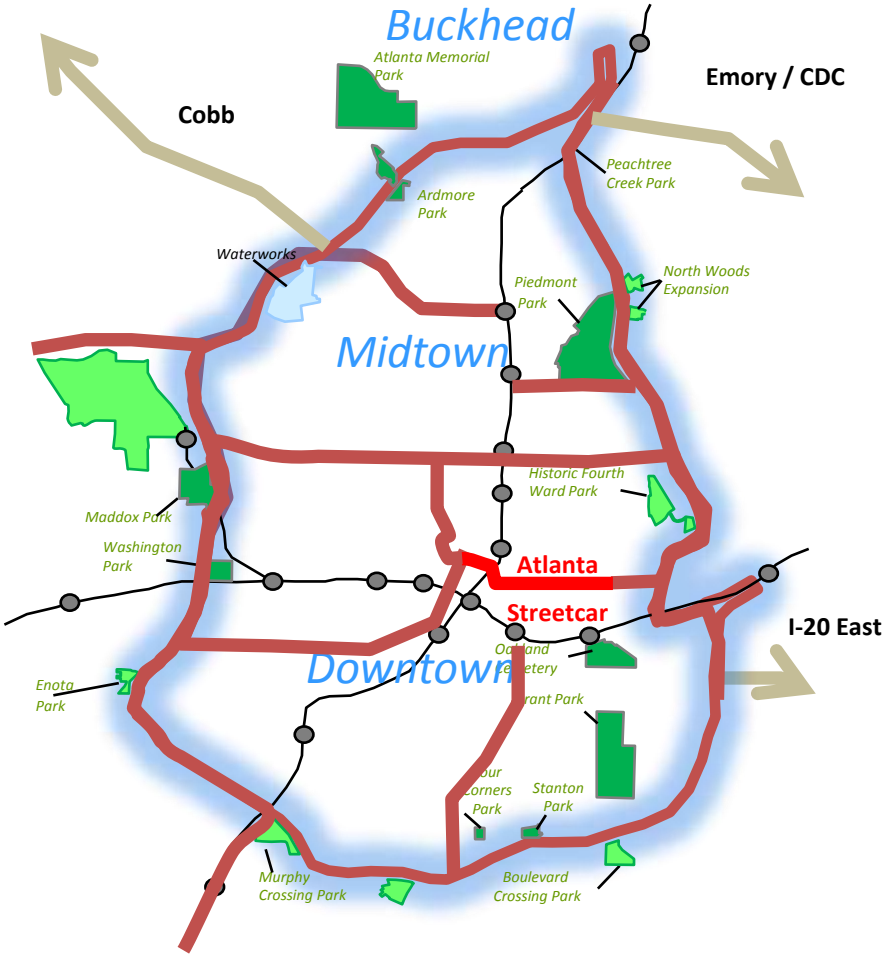
Regional Transportation Referendum Projects

Builds on Regionally & Locally-adopted Transit Plans

Central City of Atlanta Enlargement

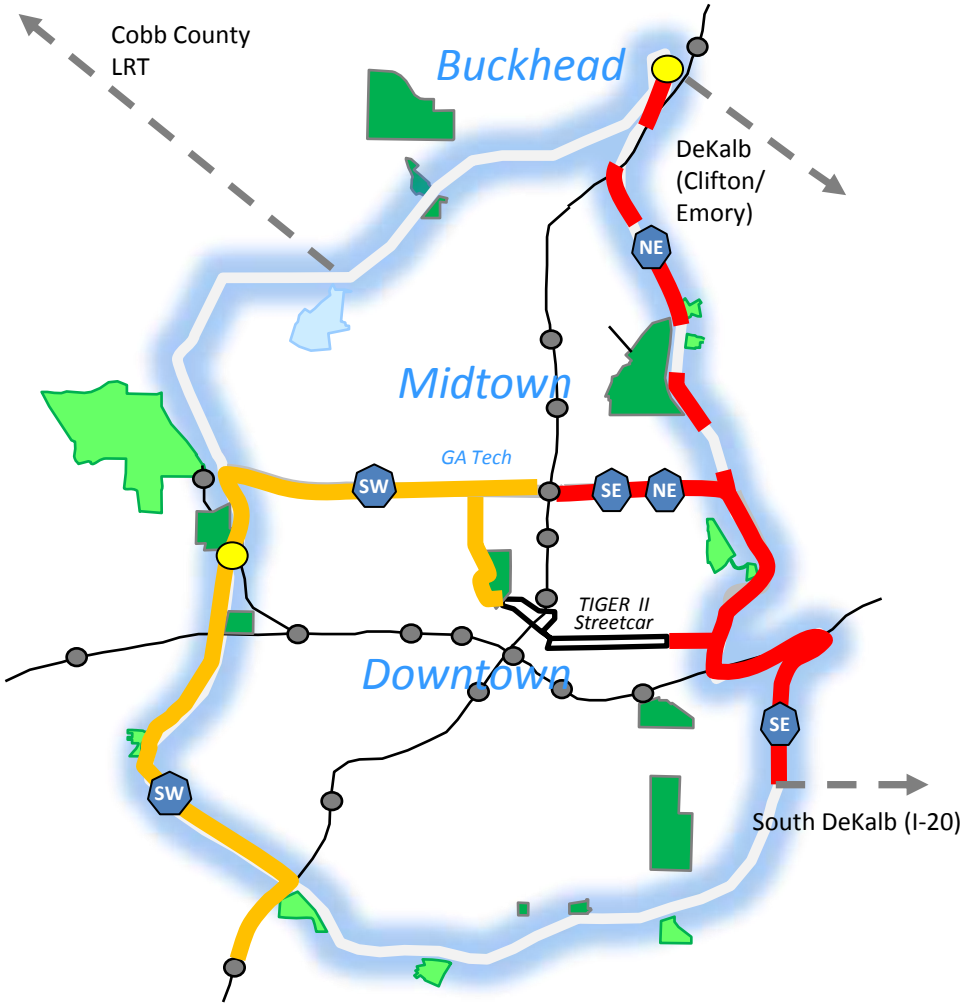


PowerPoint Depiction



Regional Transportation Referendum Projects

Builds on Regionally & Locally-adopted Transit Plans



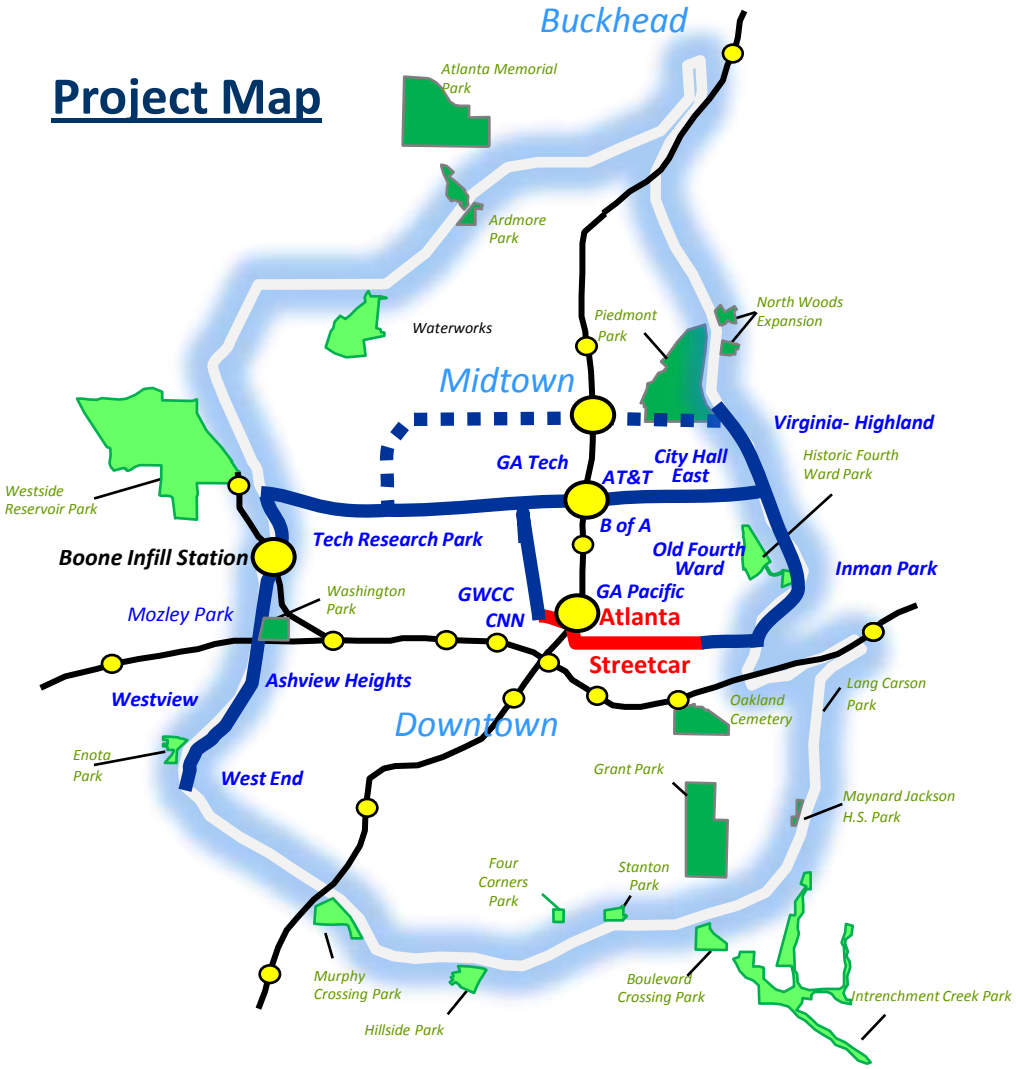
Key Transportation Connections

- 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

COA Regional Transportation Referendum Rail Projects
($602 M TIA and $56 M TAD proposed)

Project Map



Key Transportation Connections

- Downtown Atlanta circulation from MARTA
- Midtown Atlanta circulation from MARTA
- Georgia Tech
- Georgia State
- Piedmont Park
- Carter Center
- MLK Jr. National Historic Site
- Centennial Olympic Park/Georgia Aquarium
- Georgia World Congress Center/Philips Arena

TIA Project | TIA Project MARTA Connections | Existing MARTA Rail | New/Expanded Park | Existing Park

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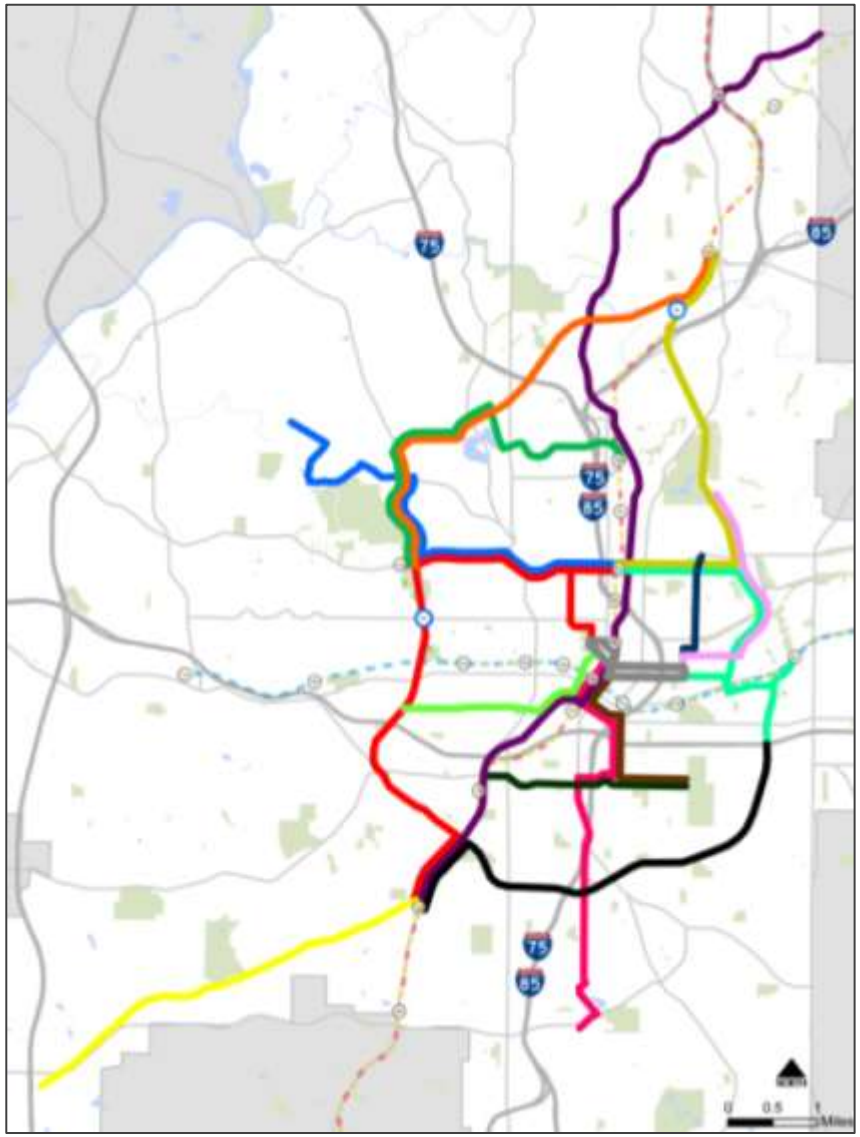
Transit Implementation Strategy
Update and Process To-Date

- Prepared a conceptual network of 19 interconnected streetcar corridors
- Identified candidate corridors for implementation in the 2012 – 2022 time frame
- Continuous community engagement
  - Citywide Conversation, *2/17/11*
  - Study Groups, *3/7-28/11*
  - Peak Democracy Online Survey, *3/2011*
  - SAC/TAC Meeting, *4/15/11*
  - SAC/TAC Meeting, *6/15/11*
  - Citywide Conversation, *6/30/11*
  - SAC/TAC Meeting, *9/23/11*
  - Citywide Conversation, *12/1/11*
  - **NE Study Group, *2/9/12***
  - **Westside Study Group, *2/28/12***



General public support for streetcar corridors that **connect to job centers and serve the Atlanta BeltLine**

General public support for the following streetcar routes:

- East west crosstown route on **North Avenue**
- Routes serving the southwest and west sides of the Atlanta BeltLine

General public support for using the streetcar system to:

- Serve existing riders and increase transit ridership
- Address equity issues concerning the location and accessibility of jobs, economic development and rail transit services

A view along North Avenue from Ponce City Market and Historic Forth Ward Park to Downtown and Midtown

General public support for the following connections:

- Downtown and Midtown
- Universities
- Current Downtown Streetcar Project
- Grant Park/Turner Field
- Northwest Corridor to Cobb County
- I-20 East Corridor to DeKalb County
- Atlantic Station
- Piedmont Park
- MARTA Stations
- Connections to where there are gaps in the current MARTA rail network

A streetcar passing through the Portland State University Campus

Stakeholder support for:

- Evaluation of east west streetcar connection on 10th Street
- Streetcar serving the Atlanta University Center
- Reconsideration of streetcar thru Centennial Park
- Ideas for other alignment alternatives
  - Ivan Allen – Boone East West
  - Marietta Street North South

Stakeholder concerns:

- Economic development on North Avenue may take a long time
- Visual impacts of streetcar wires
- Traffic congestion on North Avenue at the Downtown Connector could make streetcar ineffective for commuters

The North Avenue Corridor Looking West from Midtown

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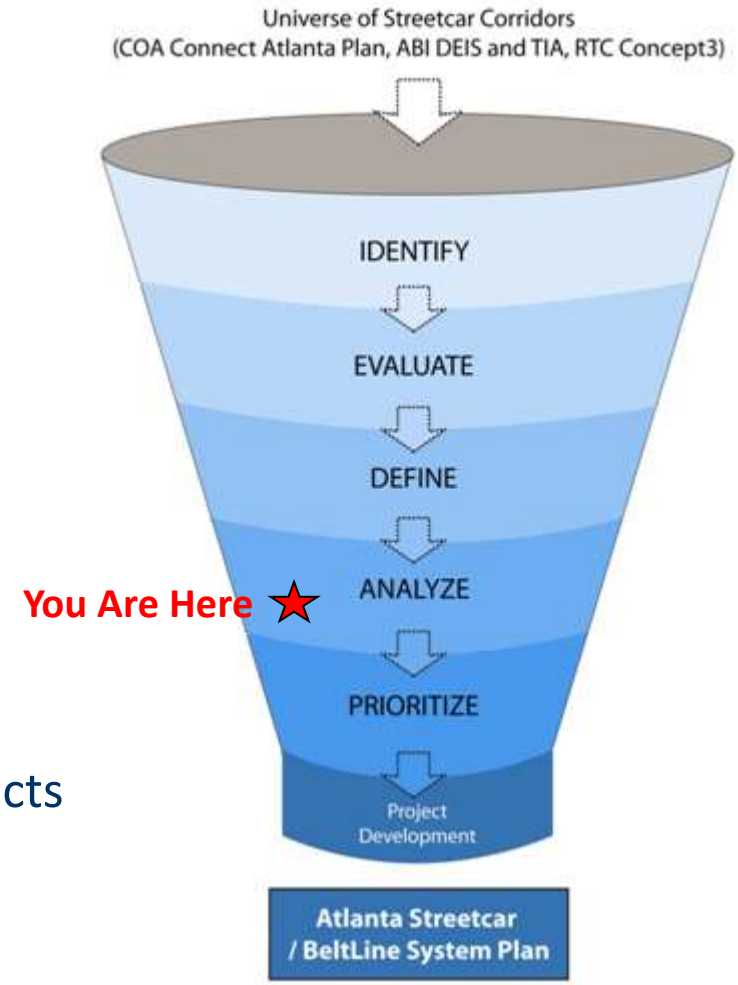
- **EVALUATE** Transit Corridors
- **ANALYZE** Corridor Segments
- **PRIORITIZE** Constructible Projects



CORRIDORS

↓

SEGMENTS

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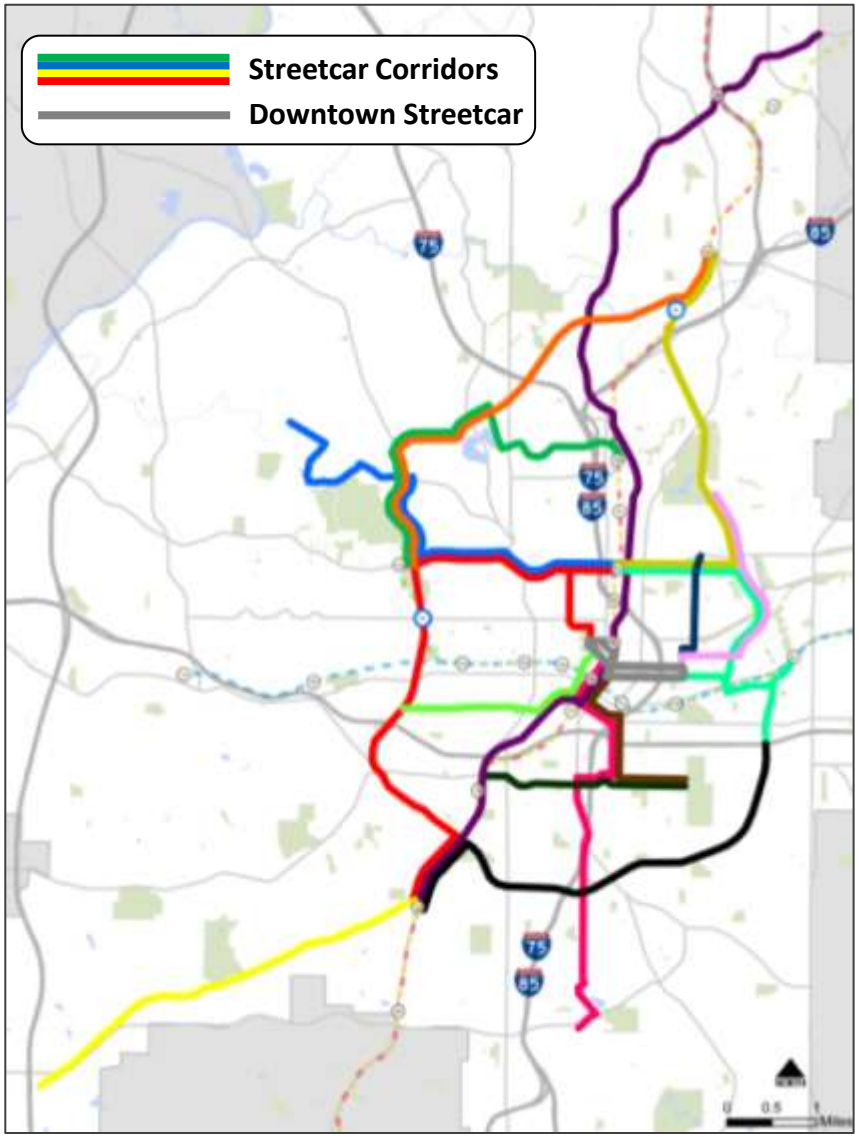
PROJECTS

IDENTIFY

Identify Nineteen (19) transit concept corridors based on:

- Corridors established as part of Connect Atlanta Plan, Concept3, Atlanta BeltLine DEIS
- Known origins, destinations, and travel patterns



EVALUATE

Evaluate concept corridors based on 5 guiding principles:

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

Practicality / Ridership
- Employment served
- Population served
- Projected ridership

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

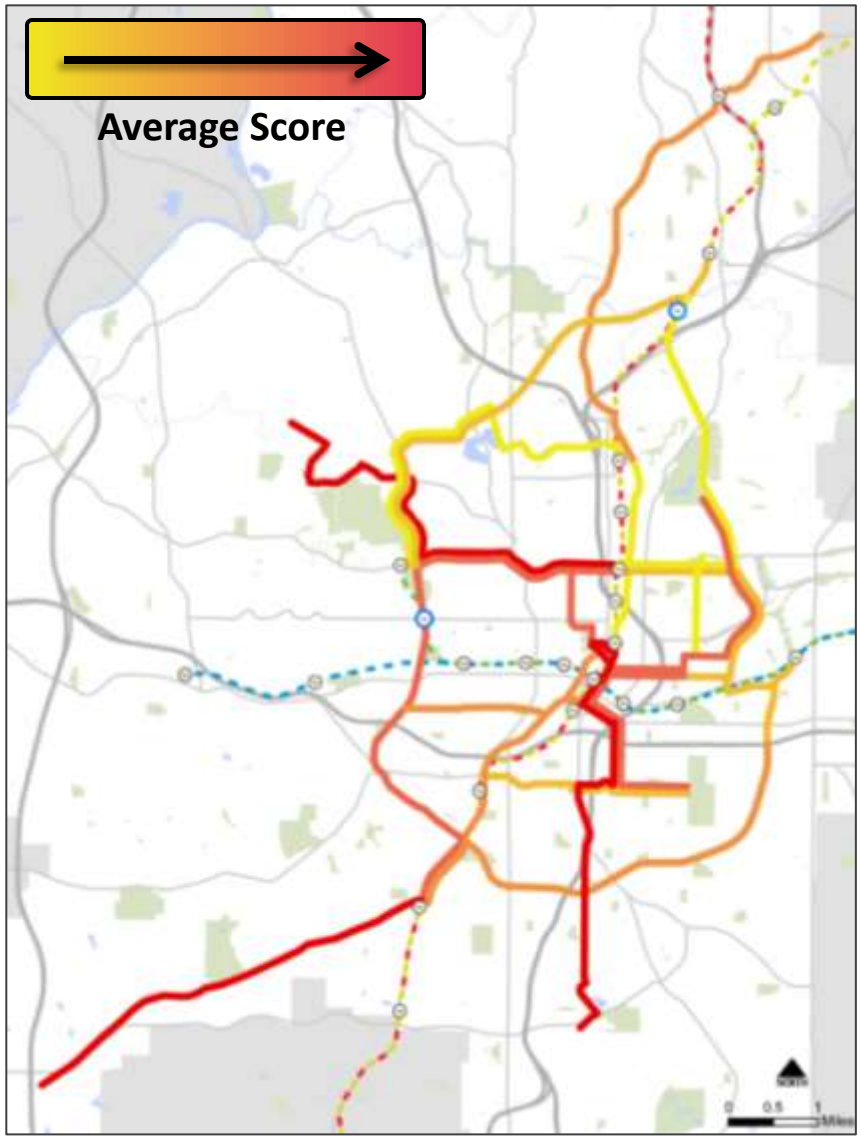
Financial Leverage
- Federal funding opportunities based on cost per rider
- Potential capital and operations partners (universities, major businesses, CIDs, replacing existing bus or shuttle service)

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

EVALUATE

Evaluate concept corridors based on 5 guiding principles:

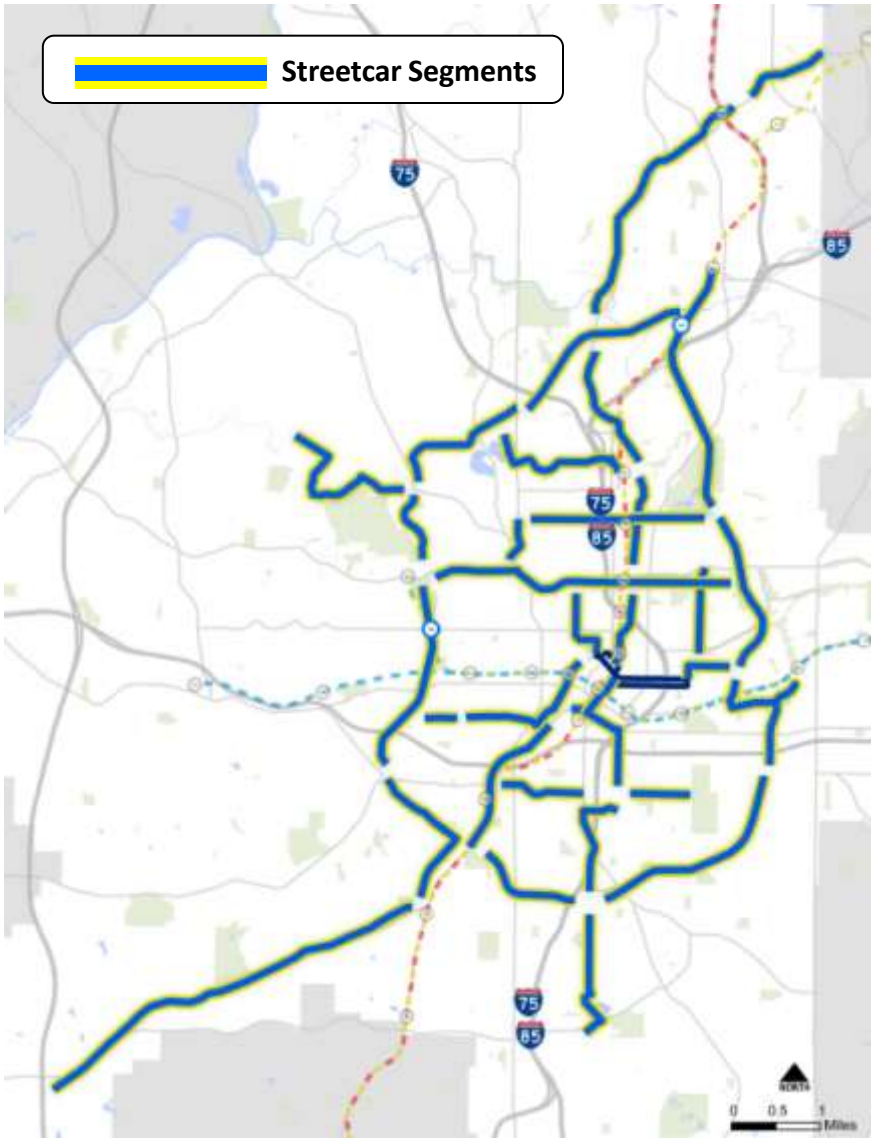
- Project Readiness
- Practicality/Ridership
- Equity
- Financial Leverage
- Development Impact



DEFINE

DEFINE segments for detailed analysis based on:

- Results of corridor evaluation
- Analysis of corridor segments
  - Public support and input
  - Funding opportunities
  - Leveraged transit infrastructure investments
  - Connectivity to downtown streetcar and potential maintenance and storage facility sites



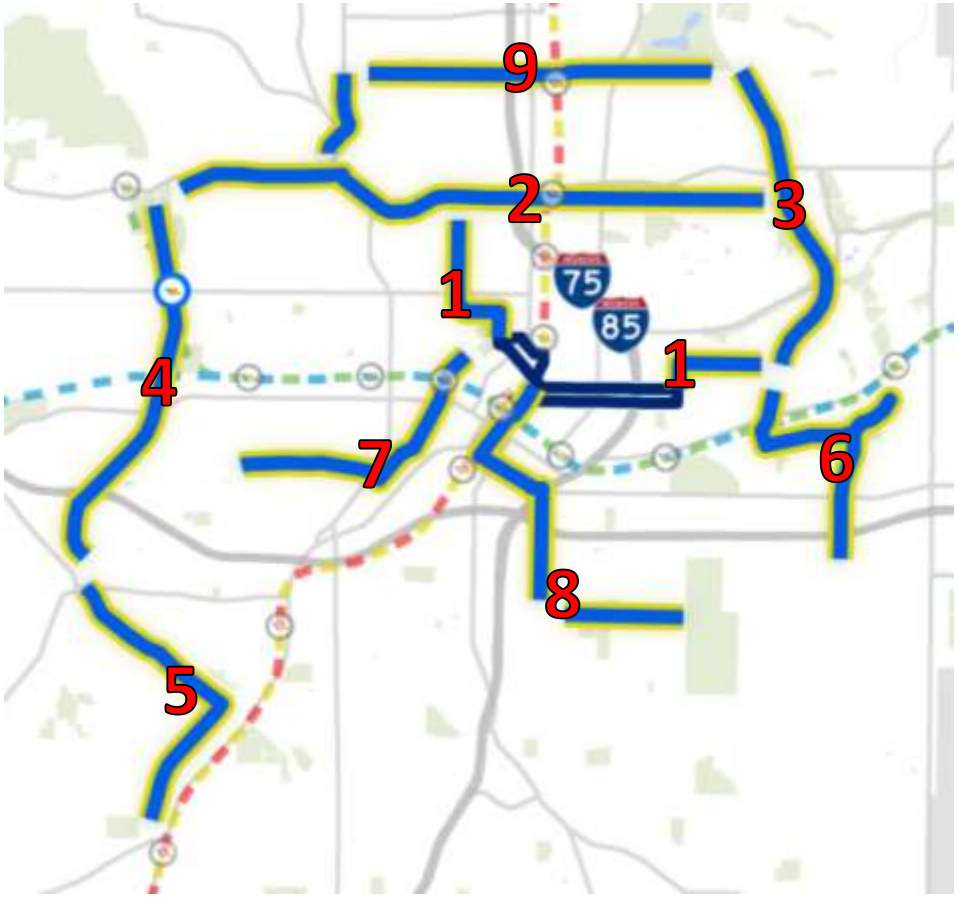
ANALYZE ★ We Are Here

Analyze segments to define scope of Near Term Projects based on:

- Financial Analysis
- Ridership Estimates
- Conceptual Engineering
- Fatal Flaws Analysis

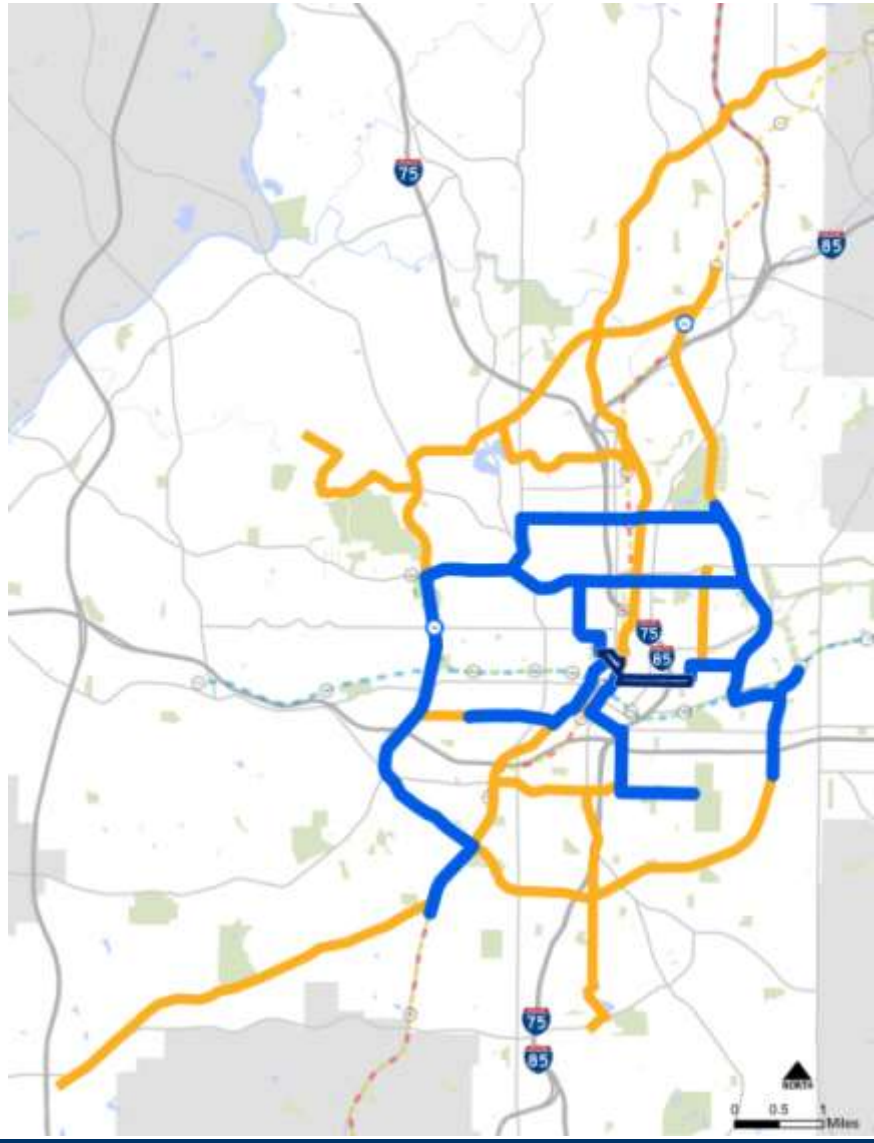
Segments for Detailed Analysis

1. Luckie / Irwin
2. North Ave / Hollowell
3. Eastside - Piedmont Park
4. Southwest – RDA
5. Southwest – Oakland City
6. Eastside – Glenwood Park
7. Fair Street
8. Pryor Road / Capital Avenue / Georgia Ave
9. 10th Street



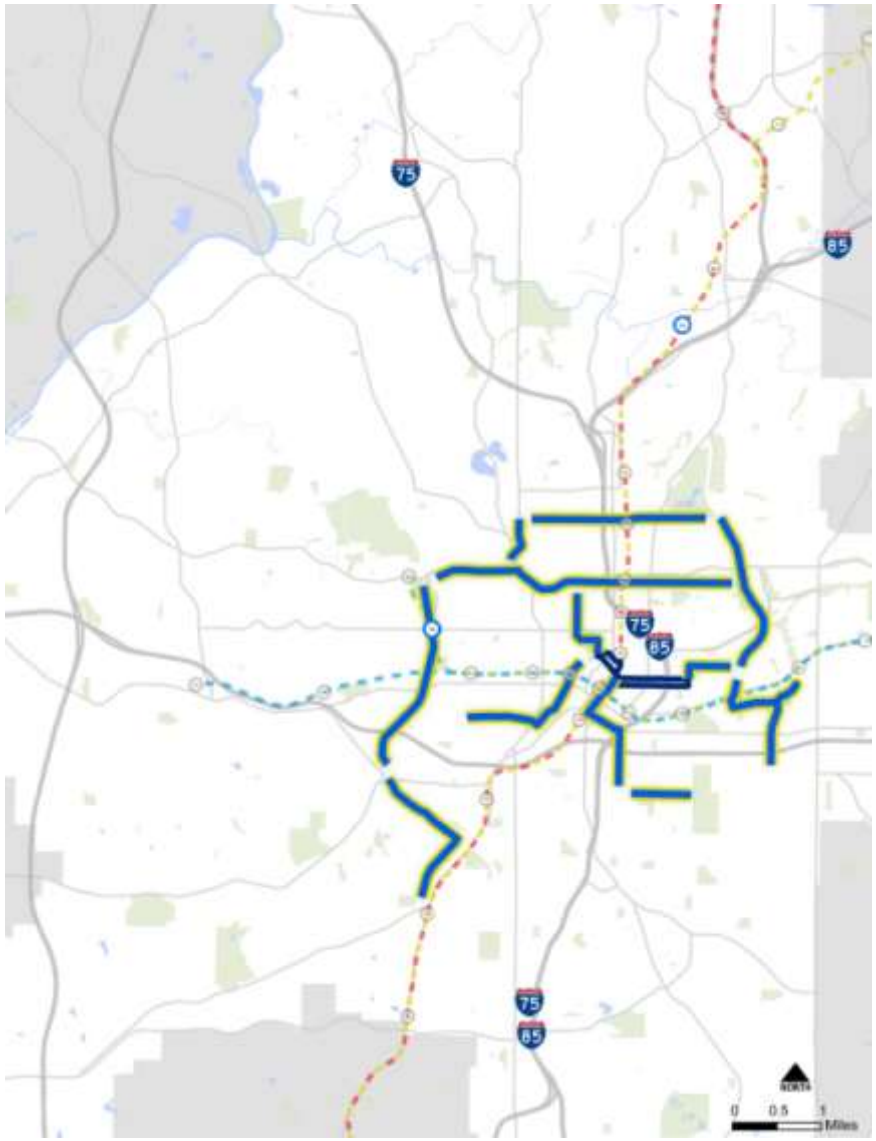
Rationale for Selecting Segments for Detailed Analysis

- Supported by public input
- Serve many of the highest-rated corridors according to evaluation based on guiding principles
- Allows for an optimized, logical expansion of Downtown Streetcar that leverages investments over time
- Allows for development of maintenance and storage facility



Recap of Corridor Refinement Process

1. Concept corridors identified
2. Concept corridors evaluated
3. Corridors analyzed by segment
4. Information gained from corridor evaluation, segment analysis, and public input result in definition of **Segments** for detailed analysis



PRIORITIZE ★ Winter 2012

Prioritize Near Term Projects for implementation in 5 years based on:

- Public / Political Input
- Funding Capacity
- Analysis of Near Term Segments

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5. TIA Update/Wrap Up

General public support for the following streetcar routes:

- East west crosstown route on North Avenue

Stakeholder support for:

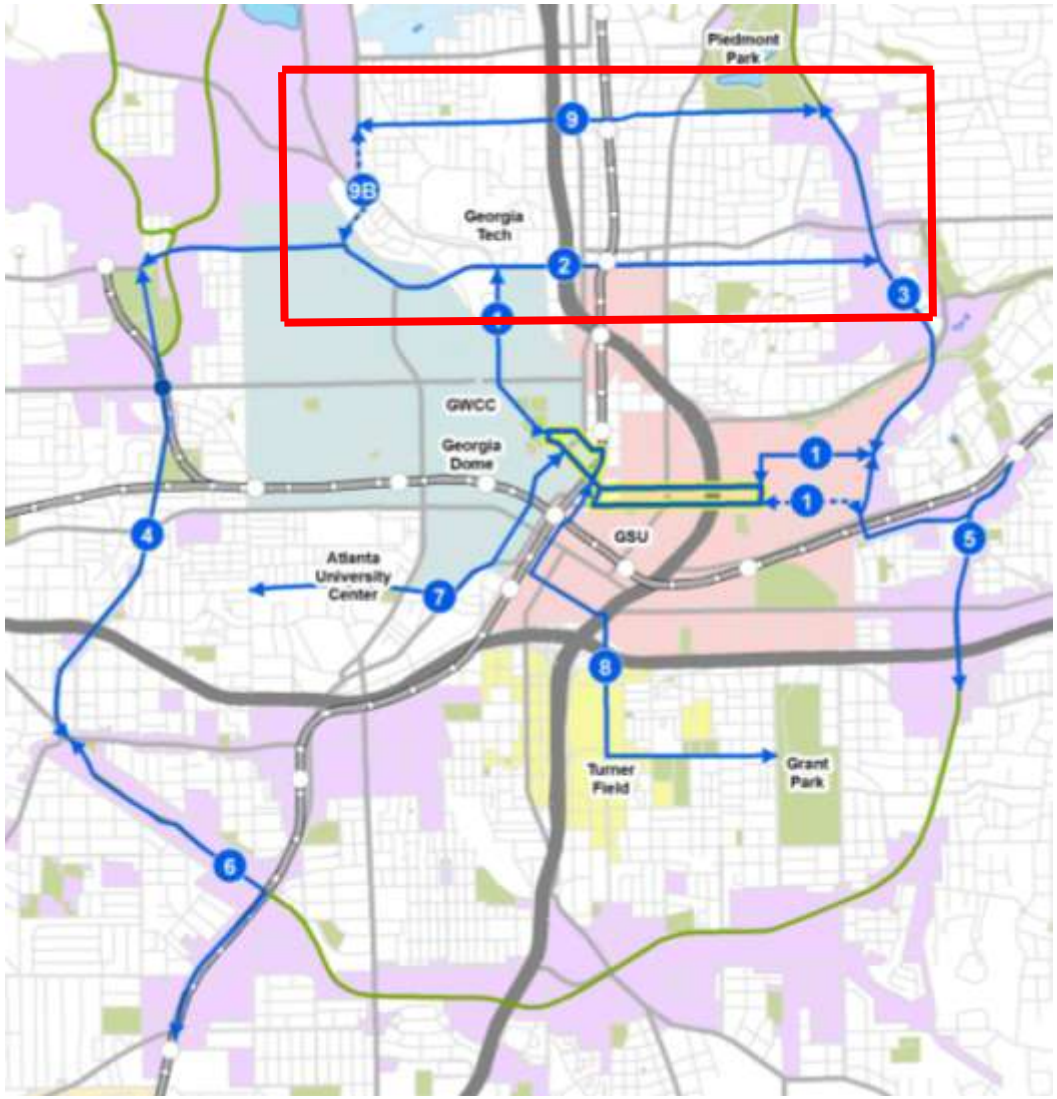
- East west streetcar connection on 10th Street

Stakeholder concerns:

- Economic development on North Avenue may take a long time
- Visual impacts of streetcar wires
- Traffic congestion on North Avenue at the Downtown Connector could make streetcar ineffective for commuters
- Potential conflicts with existing land uses, parking, utilities

Task 5 Analysis

- Ridership Modeling, Equity and Environmental Justice
- Market Analysis
- Development Capacity Analysis
- Conceptual Engineering
- Operations and Maintenance Analysis
- Cost Estimates
- Risk Analysis
- Funding Analysis



NE Study Group Input

What issues should we be aware of as the analysis moves forward?

What do you think?

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Transit Implementation Strategy

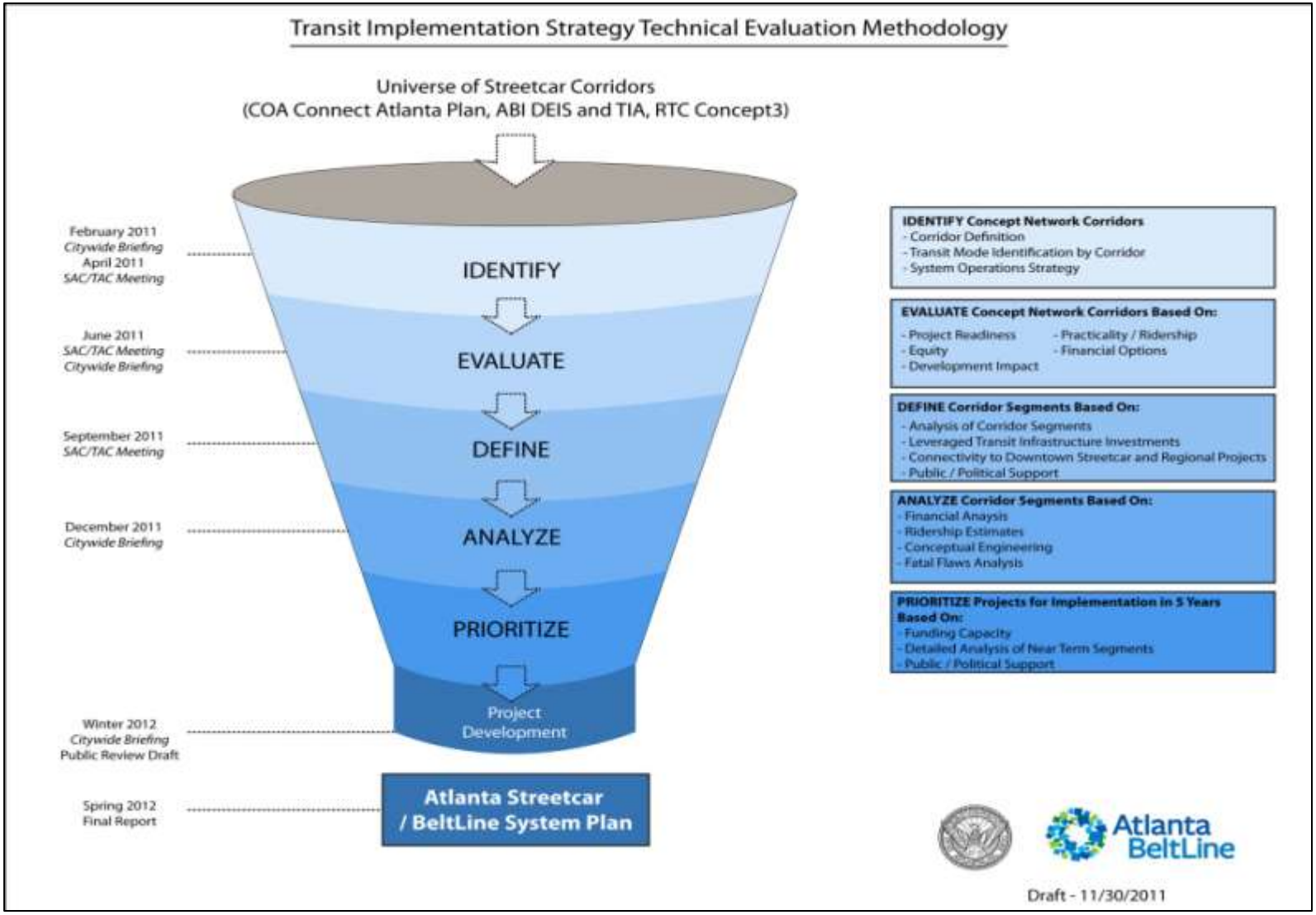
Next Steps

- Finish Analyzing Segments
- Prioritize Projects
- Complete Community Engagement
  - *Winter 2012 Citywide Update*
- Develop Public Review Draft
- City of Atlanta Review, Approval and Adoption Process

APPENDIX

Transit Implementation Strategy

Corridor Refinement Process



Segments for Detailed Analysis Related to Concept Corridors

1. Southwest Streetcar
2. Eastside Streetcar – Piedmont Park
3. Eastside Streetcar – Glenwood Park
4. Atlanta University Center Streetcar
5. Downtown – Grant Park Streetcar

What was presented at June Citywide Conversation…

- Presented the Purpose and Objectives of the TIS Concept Plan
- Presented Draft Concept Corridors
- Presented the methodology for evaluating Concept Corridors, including a review of evaluation criteria
- Received input on methodology, guiding principles and specific projects
- Presented status of Transportation Investment Act (TIA) and overview of City TIA projects