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
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Overview of Evaluation Process

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
Quantitative Evaluation – *Preliminary Composite Score Using Model Run 4*

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## Quantitative Evaluation – *Final Composite Score Using Model Run 5*

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### Transient Implementation Strategy

**Overview of Evaluation Process**

#### Quantitative Evaluation

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**System Concept**

- 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 Concept 3 or Connect Atlanta Transportation Plans*
Agenda

1. Welcome
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Transit Implementation Strategy

Quantitative Evaluation Results

- 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
Transit Implementation Strategy
Quantitative Evaluation Results

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
Transit Implementation Strategy
Near Term Concept Corridor

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
Transit Implementation Strategy

**Near Term Concept Corridor**

**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
Transit Implementation Strategy

Near Term Concept Corridor

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 Appendicies
  • 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