



Early Scoping Phase 2
Presentation to Sandy Springs City Council –
8/19/14

Agenda

Where we are

What we've heard

What's next

Project Status



- Current study effort started in 2011
- Completed Alternatives Analysis in 2013
- Initiated Early Scoping in Fall 2013
- Continued Early Scoping in Summer 2014 to:
 - Gather more feedback on preferred alignment and community desires
 - Identify preferred technology and station locations
 - Begin environmental documentation

Federal Project Development Process

Project Development: Typically 6 – 12 years



We are Here

Overview of Potential Alternatives



Georgia 400

Alignment

- 11.9 miles Long
- North Springs Station to Windward Parkway via GA 400

Transit Technology

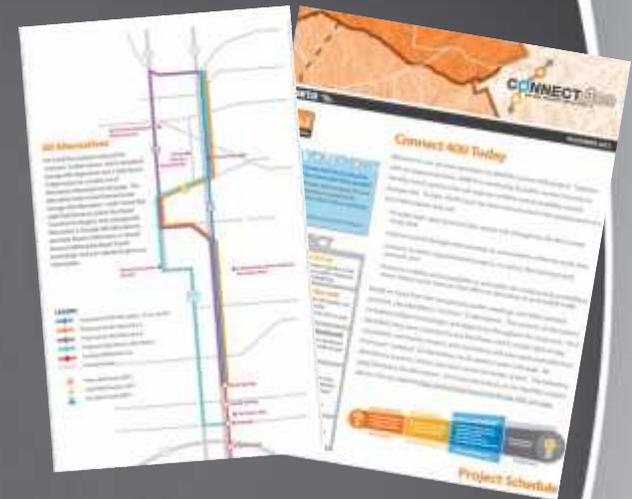
- Bus Rapid Transit
- Light Rail
- Heavy Rail

Potential Stations

- Northridge
- Holcomb Bridge
- Mansell Road
- North Point
- Old Milton
- Windward Parkway

* GDOT ROW availability on GA 400 to be determined based on Managed Lanes Study

Outreach Activities



Stakeholder Meetings

- **Stakeholders:** 30+ Meetings
- **TAC:** December 13, 2011; February 28, 2012, October 25, 2012
- **PSC:** January 18, 2012; March 22, 2012; November 14, 2012; February 26, 2013; May 9, 2013; October, 17, 2014; June 12, 2014

Public Meetings

- **2011:** December 13- Minority and Non-English Speaking Leadership Meeting
- **2012:** January 26; May 22; March 21; August 21-El Banco; August 30- North Fulton Chamber of Commerce Breakfast Forum
- **2013:** March 21; September 26
- **Fall 2013:** City Council Briefings
- **Summer 2014:** Public Meetings

Surveys

- December 12, 2012 to January 17, 2013
 - 136 Respondents
- March 2014 – Scientific Public Opinion Survey
 - 612 Residents
 - 463 Employees



Early Scoping Phase 1 Outcomes

- Established GA 400 as preferred location of project
 - Alignment detail to be refined
- Suggested heavy rail as preferred technology
 - Initial Survey (136 participants)
- Identified the need to further explore the transit desires of area residents and employees
 - Continue community discussions
 - Conduct a statistically valid survey

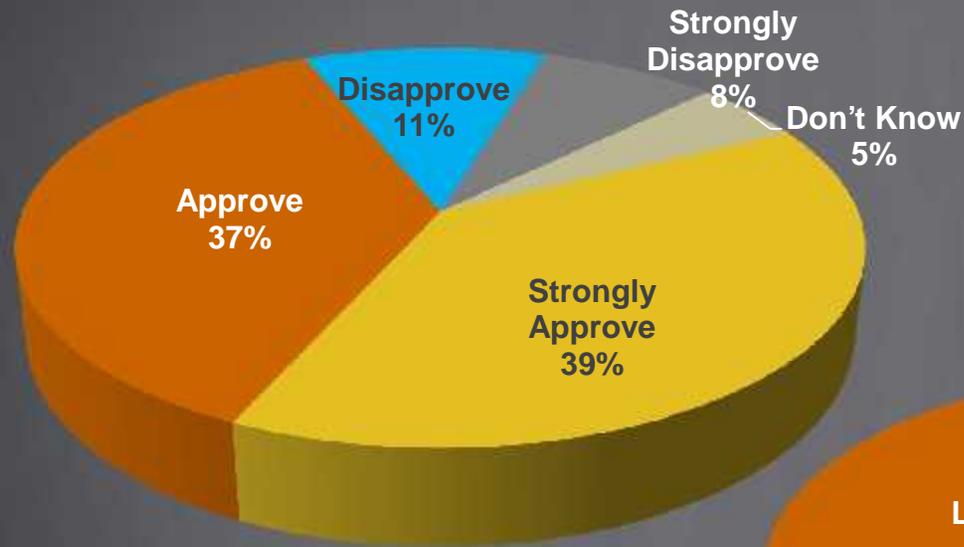


Scientific Survey Background

- Recommended as part of Early Scoping – Phase 1
- Initiated in March 2014 with KSU – A.L. Burruss Institute of Public Service and Research
- 612 North Fulton **RESIDENTS** responded via phone
 - Cellphone (200)
 - Landline (412)
- 463 North Fulton **EMPLOYEES** responded via internet
 - Online survey
 - Employees within 1-mile of GA 400 Corridor
- Resident and employee responses were very similar

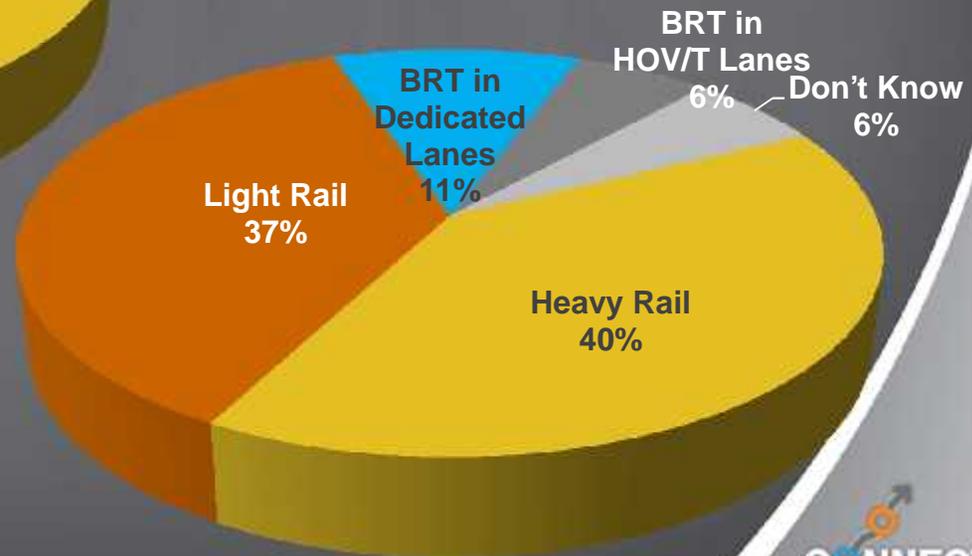
RESIDENT Survey Results Summary

Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?



Employees: 45% Strongly Approve / 31% Approve
(Consistent 76% Approval)

How should MARTA expansion be accomplished?



Employees: 68% Heavy Rail / 25% Light Rail / 6% BRT

Federal Funding Opportunities

- FTA Capital Investment Grant Program
 - Largest federal funding program for major transit fixed guideway projects (\$2 billion per year)
- Typically funds 50% of capital costs
- Three categories of projects:
 - New Starts*
 - Small Starts
 - Core Capacity
- Discretionary program; highly competitive!



* - The GA 400 Alternatives under consideration qualify as New Starts



Preliminary New Starts Evaluation

- Analysis underway to determine project performance with respect to:
 - Mobility improvements
 - Cost effectiveness
 - Congestion relief
 - Environmental benefits
 - Land use
 - Economic development
- Will inform selection of preferred technology as well as overall project approach and timing



Preliminary Ratings of GA 400 Alternatives

Criteria	BRT	LRT	HRT
Mobility	Medium-Low	Medium-Low	Medium
Cost effectiveness	Medium-High	Medium-Low	Medium
Congestion relief	Medium	Medium	Medium
Environmental benefits	Medium-Low	Medium	High
Land use	Medium-Low	Medium-Low	Medium
Economic development	Medium-Low	Medium-Low	Medium-Low
Project Justification Rating*	Medium	Medium-Low	Medium

Note: Projects need *medium* or better rating on criteria to be considered for funding

*- Project ratings will be refined as the study efforts continue



ARC Economic Analysis



- Study initiated in winter 2014.
- Assesses economic impact of proposed expansion projects (I-20 East, Clifton Corridor and GA 400).
- Utilized PLAN 2040 regional planning assumptions.
- Preliminary results indicate positive influence on economy for all projects.
 - Increases in productivity, population, jobs, GDP, and other factors.
- Results finalized by late summer 2014.



Early Scoping Phase 2 Activities

- Goal is to gather additional feedback on alignment, technology, potential station locations, and phasing.
- Outreach efforts:
 - Project Steering Committee - June 12
 - Northridge Homeowners Association – June 12
 - Public Meetings - July 8th, 10th, and 17th
 - City Council Presentations
 - Northridge Community Tour – July 26th
 - Community Events – August 21st, others pending



Next Steps

- Identify and adopt a Locally Preferred Alternatives (LPA)
 - Exploring technology trade-offs
 - Gathering as much feedback as possible during Early Scoping Phase 2
- Explore funding opportunities
 - Complete FTA New Starts Analysis
 - Develop a realistic financial plan with local funding commitments / work with partners to identify opportunities
- Initiate the environmental process
 - Expected to begin in late 2014, once an LPA is adopted
 - Public outreach to follow in early 2015

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