



MARTA EXPANSION: THE FUTURE OF PUBLIC TRANSIT IN ATLANTA

Presented to the Atlanta Business Roundtable

October 17, 2019

Agenda



- ✓ MARTA History & Background
- ✓ Regional Transit Expansion
 - ✓ HB 930 Overview
- ✓ Transit-Oriented Development
- ✓ The Power of Placemaking



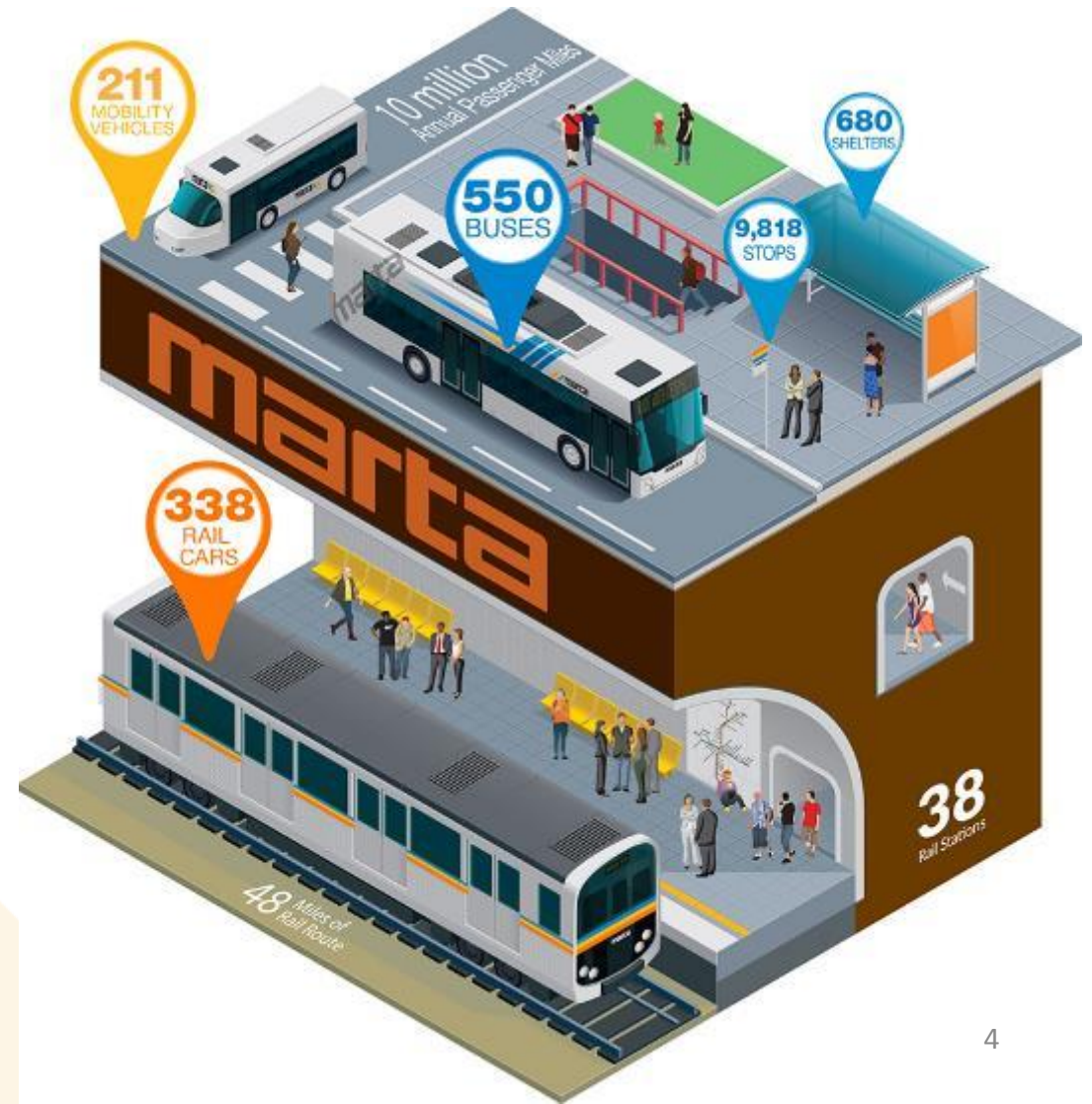


ABOUT MARTA

About MARTA



- ✓ Formed in 1971 as a bus-only system
- ✓ Heavy rail operations began in 1979
- ✓ Ninth largest U.S. transit system
 - ✓ 38 rail stations
 - ✓ 338 rail cars
 - ✓ 570 buses
 - ✓ 211 Mobility vehicles
 - ✓ 2.4 million passenger trips weekly
- ✓ Serves Fulton, DeKalb, and Clayton counties & the City of Atlanta



How MARTA Was Created



MARTA Act of 1965

- ✓ Defines governance structure – Board of Directors
- ✓ Authorizes levy of 1-cent sales tax subject to voter referendum
- ✓ Authorizes execution of transportation services contract (bus services only) with any county within five-county region
- ✓ Permits provision of transportation services across state (except rail)
- ✓ Provides for jurisdictions to enter into Rapid Transit Contract



MARTA Act



- ✓ Local legislation
- ✓ More than 40 amendments
- ✓ Also amended by state acts in 2016 and 2018
 - ✓ **2016:** City of Atlanta additional one-half penny
 - ✓ **2018:** HB 930



MARTA Today



- ✓ Rail/bus procurement
- ✓ System infrastructure repair & upgrades
 - ✓ Track
 - ✓ Traction power
 - ✓ Station rehabilitation
 - ✓ Technology
- ✓ Vertical transportation



State of Good Repair



Design and Construction

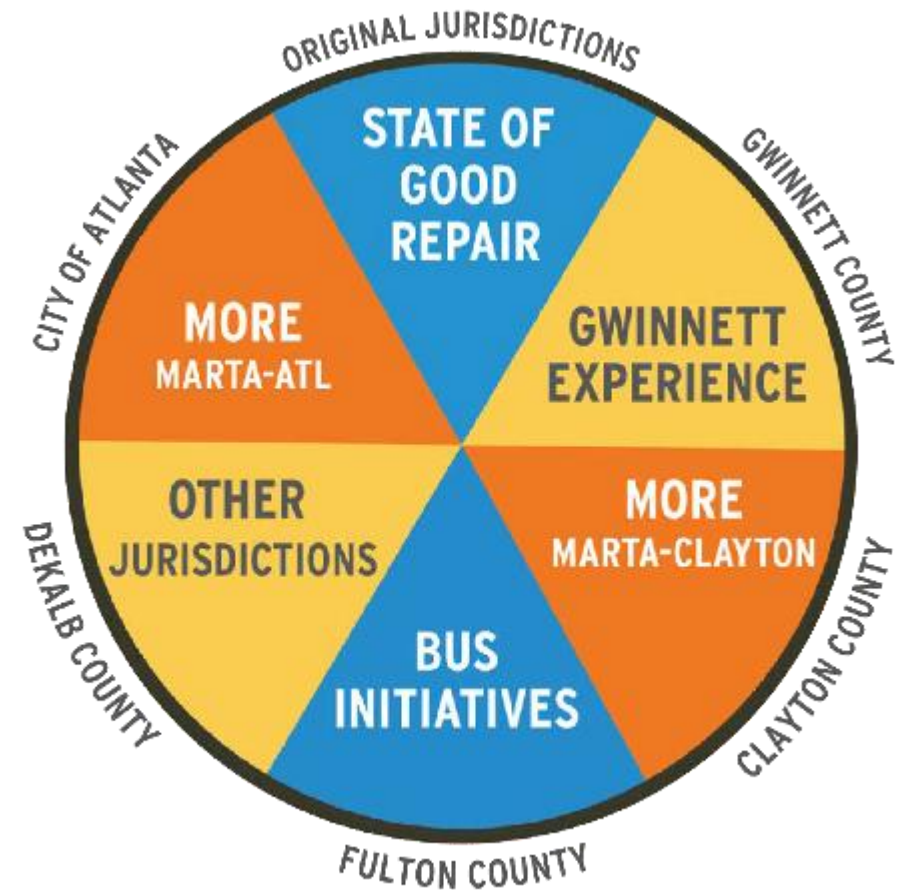
- ✓ Station rehabilitation
- ✓ Bus maintenance facilities
 - ✓ Clayton County
 - ✓ Existing facilities rehabilitation
- ✓ Technology
- ✓ Job Order Contractor (JOC)
- ✓ A/E design
- ✓ Traction power



MARTA Tomorrow



- ✓ System expansion
- ✓ Heavy Rail Transit (HRT)
- ✓ Light Rail Transit (LRT)
- ✓ Bus Rapid Transit (BRT)
- ✓ Arterial Rapid Transit (ART)
- ✓ Commuter rail
- ✓ New facilities
- ✓ Facility enhancements



Five Points Transformation

- ✓ The transformation of Five Points Station is to provide several convenient entry points (head houses) into the station.
- ✓ The entry points will increase visibility of access to station and tie in with Transit Oriented Development opportunity
- ✓ Planning underway; construction scheduled for completion in 2025



Other Projects



Railcars

- ✓ Entire fleet, some dating to 1979, will be replaced over next decade with more comfortable cars



Bus Shelters

- ✓ Agency adding shelters with seating at bus stops
- ✓ Up to 1,000 new shelters expected in next 5 years



System Upgrades

- ✓ Tunnel ventilation system
- ✓ Escalator/elevator revamp
- ✓ Public address system
- ✓ Clean diesel/CNG buses



Technology

- ✓ Free Wi-Fi on buses and trains; expansion to rail stations underway
- ✓ Mobile ticketing study

The title "REGIONAL TRANSIT EXPANSION" is centered in the middle of the page. It is written in a large, bold, white, uppercase, sans-serif font. The text is overlaid on a semi-transparent orange diagonal shape that cuts across the image from the top left to the bottom right.

HB 930 Overview



What Is It?

Legislation that created a new regional transit governance structure, referred to as “The Atlanta-Region Transit Link” or “The ATL”



What the ATL Does?

The ATL was created as a regional governance and funding agency to improve coordination, integration, and efficiency of transit in metro Atlanta.

Who Is on the Board?

- ✓ 1 representative per district **(10)**
- ✓ 2 appointees each from the speaker of the House and the lieutenant governor **(4)**
- ✓ An appointee from the governor **(1)** (chair)
- ✓ An appointee from GDOT commissioner **(1)** (ex-officio)

What Are Ongoing ATL Efforts?

- ✓ Regional transit plan
- ✓ Regional transit brand

Atlanta Regional Transit Link (ATL)



- ✓ MARTA retains full autonomy over pursuit of federal funding for expansion
- ✓ The ATL will become the designated recipient for all federal formula funding
- ✓ MARTA is the designated operator of all rail service across 13-county area
- ✓ MARTA and all transit agencies in the region will be required to co-brand with regional ATL

ALSO ...

- ✓ Counties **other than** current MARTA jurisdictions can opt-in to join The ATL through a referendum for up to 1 percent sales tax



Gwinnett County Transit



Referendum on bus and rail expansion into Gwinnett County was held March 19, 2019

VOTED YES

46%

(41,985 cast)

VOTED NO

54%

(49,936 cast)

What's Next

- ✓ New Gwinnett Transit Review Committee; possible 2020 countywide referendum
- ✓ MARTA will continue momentum on transit expansion underway in the City of Atlanta and Clayton County
- ✓ Anticipate future transit referenda in Fulton, DeKalb, and Cobb counties



What Factors Drive Transit Growth?

Regional Population

- ✓ Population in 2000: **4 million**
- ✓ Population today: **6 million**
- ✓ Projected population in 20 years: **8-9 million**

Transit Studies

- ✓ **DeKalb County:** Transit Master Plan completed
- ✓ **Fulton County:** Transit Master Plan completed

Public Support and Funding

- ✓ **City of Atlanta:** Sales tax passed in 2016
- ✓ **Clayton County:** Sales tax passed in 2014





TRANSIT-ORIENTED DEVELOPMENTS

Transit-Oriented Development



What is a TOD?

- ✓ A high-density, pedestrian-friendly community integrated with public transit systems

What Are the Benefits?

- ✓ Provide a convenient option to households to reduce their transportation costs
- ✓ Offer an ideal location for affordable housing
- ✓ Create more efficient use of transit infrastructure and create community around transit stations
- ✓ Enable employers to bring jobs that are easily accessible to a larger segment of workforce
- ✓ Reduce air pollution by reducing vehicle dependence



TOD Projects



- ✓ **H.E. Holmes**

iVillage @ MLK opened Aug. 27

- ✓ **Edgewood Candler**

Vertical financing will close in September allowing construction to move forward on “Link”, a 208-unit multifamily project with 53 affordable workforce units

- ✓ **King Memorial**

Following financing negotiations and FTA approval, vertical construction will commence on a 305-unit multifamily project with 98 affordable workforce units

- ✓ **Arts Center**

In negotiation on a term sheet for the initial office phase of a mixed-use project



TOD Projects



- ✓ **North Avenue**
RFP issued August 27. Proposals due on December 3 for proposed mixed-use development
- ✓ **Peachtree Center**
In negotiation on a term sheet for a proposed hotel
- ✓ **Lindbergh City Center**
 - ✓ Pending FTA concurrence and transaction closing, Rubenstein Partners will own the office buildings formerly occupied by AT&T and ground floor retail
 - ✓ The new owner will invest significant capital into the refresh/redevelopment of LCC
 - ✓ MARTA will maintain ground lease





MARTA PLACEMAKING

Artbound

- ✓ Initiative launched in 2017
- ✓ Partnership with local artists to paint murals at select stations
- ✓ Goals of the program
 - ✓ Improve the rider experience
 - ✓ Engage with customers in a bold way
 - ✓ Reflect the community through art
- ✓ 2019 C4 Atlanta Spark Award, Local Artist Champion of the Year



New Mural on PATH400

- ✓ MARTA Artbound and Livable Buckhead are seeking art for newest section of PATH400
 - ✓ Multiuse trail is slated to open this fall
- ✓ Atlanta-based artist sought to paint a mural on this prominent wall on MARTA property
- ✓ The artwork will be showcased during an Oct. 20 event called Party on the PATH



Plaza Enhancements



ARTS CENTER STATION



Plaza transformation:

- ✓ Color and unique lighting
- ✓ New seating
- ✓ Landscaping

Project: Phase two

- ✓ Rotating displays of temporary artwork in innovative media

Partnership with:

- ✓ Midtown Alliance
- ✓ Dashboard, locally based curatorial group
- ✓ Sylvatica, local landscape architecture firm

Fresh MARTA Markets



- ✓ Launched fifth season April 2019
- ✓ Partnership with Community Farmers Markets, GA Food Oasis-Atlanta, Organix Matters, and Atlanta Community Food Bank
- ✓ Provides access to locally grown, fresh produce for consumers at five MARTA stations:
 - ✓ Five Points
 - ✓ West End
 - ✓ College Park
 - ✓ H.E. Holmes
 - ✓ Bankhead



Station Soccer



- ✓ Station Soccer pitches now at Five Points, West End & East Point stations
- ✓ World's first soccer fields at transit stations
- ✓ Partnership with Atlanta United/Blank Foundation & Soccer In The Streets
- ✓ Benefits
 - ✓ Gives at-risk youth a safe, convenient place to play
 - ✓ Builds stronger communities with deeper social connections
 - ✓ Attracts more people to transit



A photograph of a MARTA station platform. The word "marta" is written in blue lowercase letters on the concrete structure above the platform. A train is blurred in motion on the tracks to the right. The platform has a glass railing and a staircase in the background. A large blue diagonal graphic is overlaid on the left side of the image.

marta

THANK YOU!

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