Commuter and Light Rail Systems in the Atlanta Region
Metro Atlanta is changing in meaningful ways.

- Atlanta is a “young city” that wants transit – we are ahead of national averages in Millennial and Generation X populations
- Atlanta ranks 6th in the nation for residents with college degrees
- Between 2010 - 2013, Atlanta ranked as the 7th fastest growing city in the nation
- Over the last year, Atlanta ranked 4th in jobs added
- “Traffic Problems” consistently rank second only to public education as a concern weighing on the entire metro region

Source: Atlanta Regional Commission
Transit Economic Development Catalyst (Future)

Transit Oriented Development (TOD)

- Increase transit ridership
- Improve neighborhoods
- Generate stable revenues

Job Creation

- Transit investment creates short-term and long-term employment
Transit Improves Lives

- Helps Environment – The private vehicle is the largest contribution to a household’s carbon footprint
- Saves Money – Affordable alternative to driving, saving households that use public transit an average of $10,103
- Health Benefits – Train riders lost 6.5 pounds (American Journal of Preventive Medicine)
- If MARTA stopped running, annual traffic delays would increase by more than 10.5 million hours, creating an additional $232.2 million in congestion costs.

Source: American Public Transportation Association
About MARTA

- 9\textsuperscript{th} largest transit system in US, largest in the Southeast
- Bus, rail and paratransit services
- 38 Rail stations
- 48 miles of track
- 570 Buses
- 101 Bus routes
- 200 Mobility vehicles
- 738M Annual passenger miles (all modes)
- 433,064 Average weekday unlinked passenger trips

- 6 Police Precincts - Lindbergh, College Park, Indian Creek, Five Points, Dunwoody, Clayton County, CALEA Certification
- Direct access to the Hartsfield-Jackson Atlanta International Airport
About MARTA

- Funded by 1% sales tax from City of Atlanta, Clayton, DeKalb and Fulton Counties
- FY16 Operating Budget $448.5M and Capital Budget $283.1M and $148.9M debt services for total $432M
- Operates award-winning Transit Oriented Development program, which includes one of the first in the nation Lindbergh City Center.
- 4,490 full-time staff
- $2.6B Economic Impact in the state of Georgia
- Supports directly/indirectly 24,864 jobs annually
Economic Impact of MARTA

- $1 invested in public transportation = $4 economic return to a community
- $5.2B in gross rate point
- $4.2B more personal income
- $116M more in wages
- $3.6B more disposable income
- $1.8B in travel time savings
- 45,000 added jobs

Sources: Carl Vinson Institute of Government at the University of Georgia and American Public Transportation Association (APTA)
Economic Benefits of Investing in Transit

What is the impact of transit on the state’s economy?

- MARTA is the largest transit agency in the state of Georgia and the 9th largest transit agency in the U.S. As Atlanta’s population and employment have grown, the importance of MARTA to the metro area’s economy has increased dramatically over time.

- As businesses look to attract millennials to their work force and create economic mobility for under-and-unemployed, they are specifically looking for proximity to transit as a key feature in location decisions. Within the last two years, recent corporate relocations are bringing jobs and investment to the metro area.
Economic Benefits of Investing in Transit

What is the impact of transit on the state’s economy?

- Proximity to MARTA is a key factor for these corporate location decisions, for example:
  - State Farm’s new corporate headquarters will add 3,000 jobs
  - Mercedes Benz’ relocation of its headquarters will add 1,000 jobs and will invest approximately $100 million in the new headquarters location;
  - Kaiser Permanente’s relocation will add 900 jobs.
MARTA Sales Tax Referendum
MARTA Sales Tax Referendum

Senate Bill 369

- Sales tax for up to 0.50% is allowed in the City of Atlanta for MARTA
- Purpose is to significantly expand MARTA transit service
- Concurrent with existing MARTA tax through 2057
- Receipts projected at $2.5 billion (2016$) over life of the tax
- Referendum in November 2016 or 2017
MARTA Sales Tax Referendum

Guiding Principles

- Deliver equitable service improvements and other benefits to communities across the city
- Support fast, efficient service by prioritizing transit investments in dedicated guideways
- Create a layered, integrated transportation network designed to accomplish specific kinds of trips or tasks
- Focus on investments that will shape future growth to create a more livable Atlanta
- Prioritize service needs and opportunities inside the City of Atlanta while laying a foundation for a more robust regional network
Current Initiatives & Plans

- 2005: Atlanta BeltLine Redevelopment Plan
- 2007: MARTA Inner Core Feasibility Study
- 2008: Connect Atlanta Plan (updated 2015)
- 2008: Concept 3: Atlanta Region’s Long-range Transit Vision
- 2015: Atlanta Transit System Plan
- 2016: MARTA Comprehensive Operations Analysis
- Other additional neighborhood plans and corridor studies
MARTA Sales Tax Referendum

Potential Program Summary
# MARTA Sales Tax Referendum

## Potential MARTA Program Summary

<table>
<thead>
<tr>
<th>Potential Program</th>
<th>Estimated Capital Cost (Base Year $ in Millions)</th>
<th>Estimated O&amp;M Cost (Base Year $ in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Local Share</td>
<td>Federal Share</td>
</tr>
<tr>
<td>High Capacity Improvements</td>
<td>$3,163</td>
<td>$2,874</td>
</tr>
<tr>
<td>Bus Service Improvements</td>
<td>$64</td>
<td>N/A</td>
</tr>
<tr>
<td>Pedestrian Improvements</td>
<td>$12</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total Estimated Cost</strong></td>
<td><strong>$3,239</strong></td>
<td><strong>$2,874</strong></td>
</tr>
</tbody>
</table>
Transit Regional Collaborations
Transit Regional Collaboration
ATLTransit.org
Transit Regional Collaboration
Technology as a Connector to Transit
Other Transit Systems in Atlanta Region
Georgia Regional Transportation Authority

- Created by law in 1999 as a state authority directed to address transportation mobility and air quality in metropolitan Atlanta.

- GRTA focuses on two core businesses:

  1. **Regional Commuter Transit Services**

  2. **Transportation Performance:**
     Governor’s designee for approving the Atlanta Transportation Improvement Program (TIP);
     Governor’s Development Council (GDC) is required by law to evaluate the existing conditions of Rural and Human Services Transportation (RHST) coordination throughout the state and report annually on opportunities to streamline the network.
Cobb Community Transit

- Began operations in 1989.
- Operates 89 Full size buses on 16 bus routes covering approximately 10,734 miles per day.
- Service population is an estimated 730,981
- 2,487,129 passenger trips in 2015
- 751 bus stops including 293 bus shelters
- Paratransit service operates 25 lift-equipped vans and 5 Flex service vans with 58,916 passenger trips in 2015
Gwinnett County Transit

- Formed in 2000 to provide express, local, and paratransit services for the people of Gwinnett County.
- Express bus service operates Monday through Friday and includes six routes using the HOT lane on I-85.
- Park and ride lots at I-985, Sugarloaf Mills (Discover Mills), and Indian Trail have been built or upgraded to provide free and convenient parking for bus riders.
- Local bus service operates five routes Monday through Saturday connecting neighborhoods and businesses to Gwinnett County's many cultural, shopping and educational opportunities.
- Paratransit service for qualifying persons with disabilities operates in conjunction with the local bus service.
Questions?