

Transit Visioning in Atlanta: Focus on a Regional Vision Plan and its Impacts

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Rail-Volution

Boston, MA

October 31, 2009

(Happy Halloween)

Transit Planning Board – why?

- In 2004 – the MPO (Atlanta Regional Commission) realized it was programming projects that the region’s institutional structure could not deliver:
- Created a public joint Venture of:



TPB Charged Three Requirements

**Robust, Sustainable, Equitable,
Successful Regional Transit System**

**New Regional Transit
Funding Source**



**Regional Transit
Governance**

**Regional Transit
Plan**

Transit Vision Plan Purpose

Develop a regional transit vision plan that:

- Serves commuters, people without autos & visitors
- Provides mobility choice, travel time certainty/reliability &
- Connects local communities with the region through a seamless service network

Concept Development Process

Project Process

1 *Review of Previous Regional Studies*

MARTA System Plan

RTIA

RTAP

RDP

Envision6 & Mobility 2030

2 *TPB Project Assessment*

63 transit projects

Ridership

Land use/density

Congestion mitigation

Cost & cost-benefit

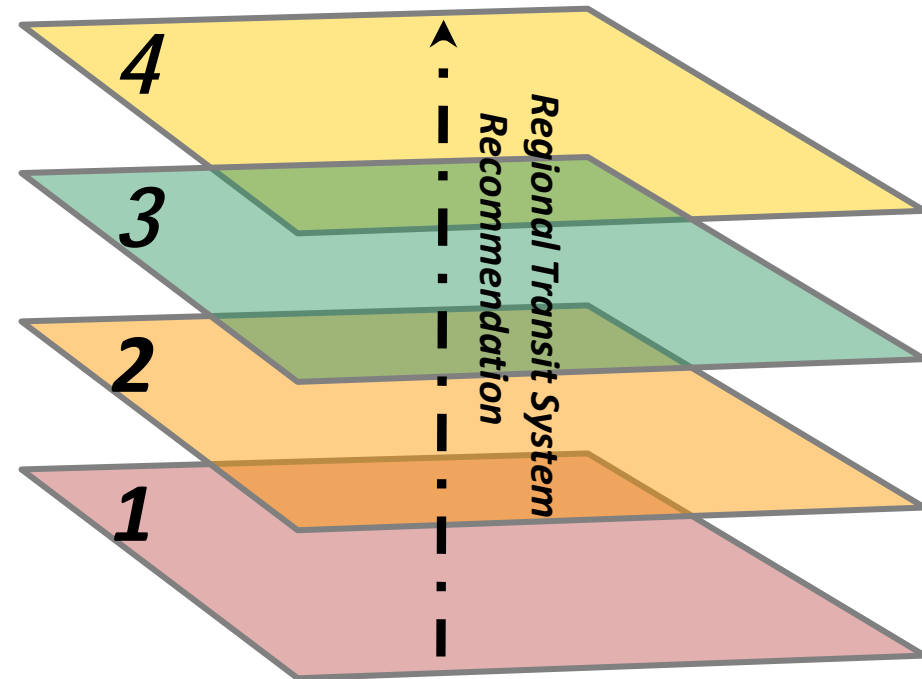
3 *Stakeholder Interviews*

18 interviews conducted

- Regional system

- All areas need transit

- Transit appropriate for area



4 *Regional Coordination*

TPB staff collaboration (TPB, ARC, MARTA, GRTA & GDOT)

Technical Committee input

Counties, Operators, and

Stakeholders

Concept Development Process

5 *System Characteristics*

Activity Center focus
Regional mobility & congestion mitigation
Cost effective & cost-benefit requirements
Customer focus
Land use synergy

6 *Framework System*

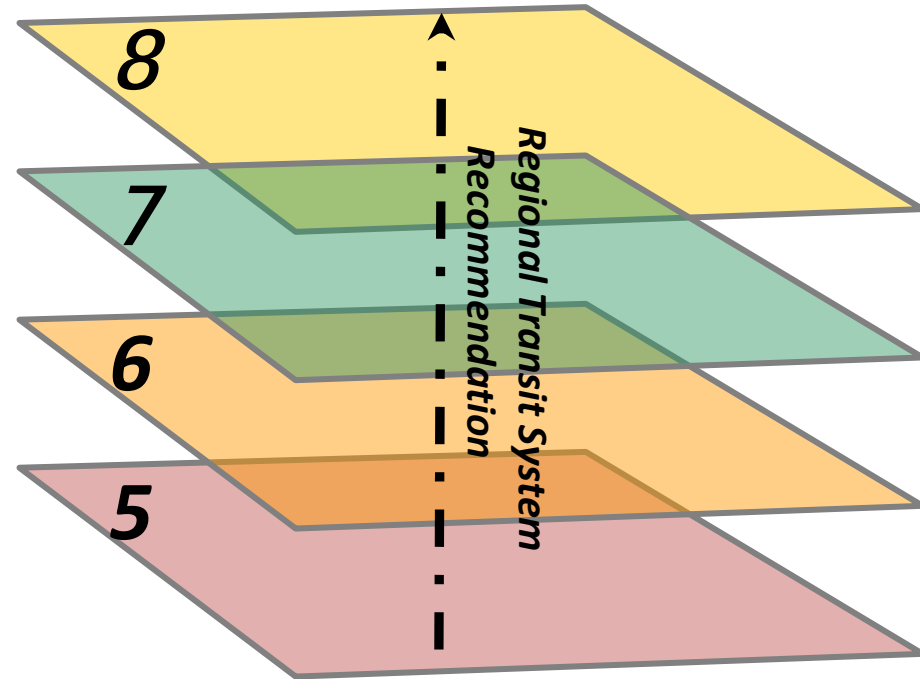
Initial scenarios
Major corridors & needs
Critical regional links

7 *Board Priorities*

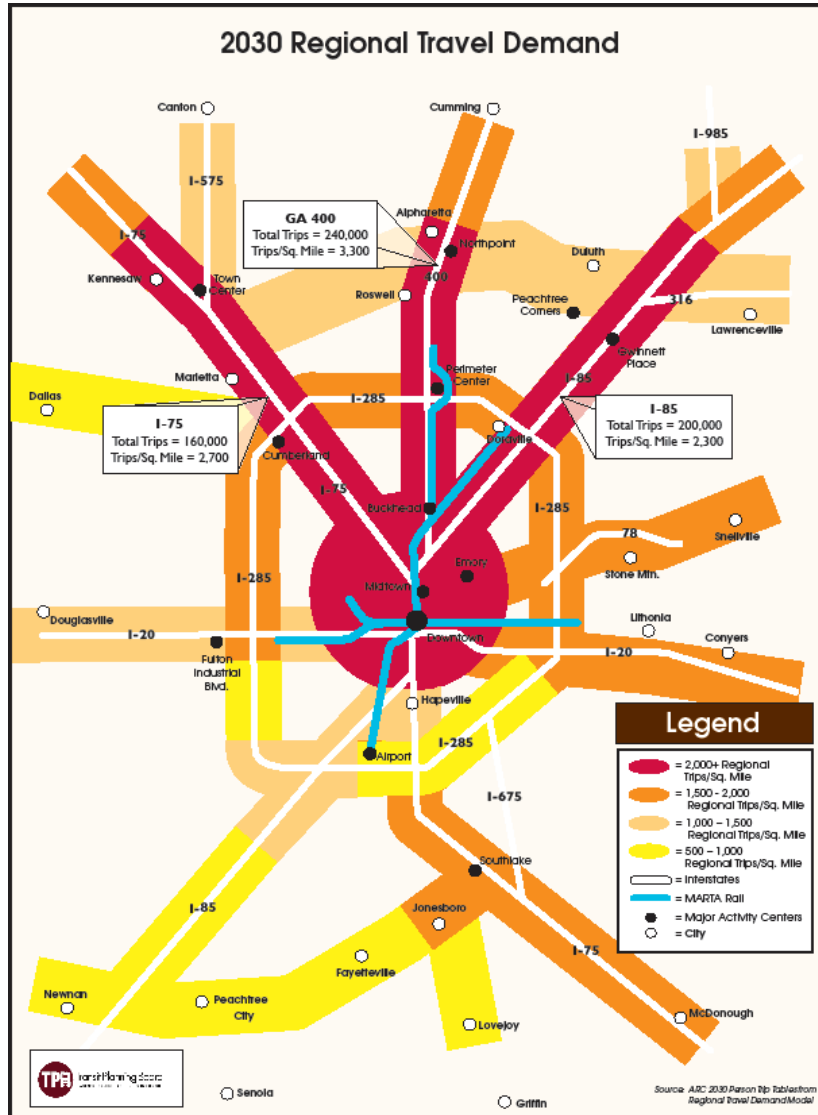
August 07 work session
September 07 retreat
October 07 Revision

8 *System Concepts*

November 07 Concept 3 for Public Engagement
Funding
Governance



Regional Travel Demand



- Travel demand:
 - Varies by corridor
 - Varies within corridors
- Demand signals appropriate service levels & transit modes for corridors

Concept Development Process

- System Development
 - Two concepts presented at September 2007 retreat
 - Board directed staff to develop and further refined system
- Concept 3 result of close work with Board and partners
- November 2007: Board authorized staff to release Concept 3 for public comment and review

TPB Public Engagement Effort – December 2007 – June 2008

- Goal was to educate and inform regarding transit and receive feedback on Concept 3
- 12-town hall meetings = 569 individuals – including voting machines for direct feedback
- Special Events – Lenox Mall, Geranium Festival
- Stakeholders Briefing = over 1,500 individuals
- Public Opinion Survey (Online and phone)
 - 4,123 on phone
 - 889 online

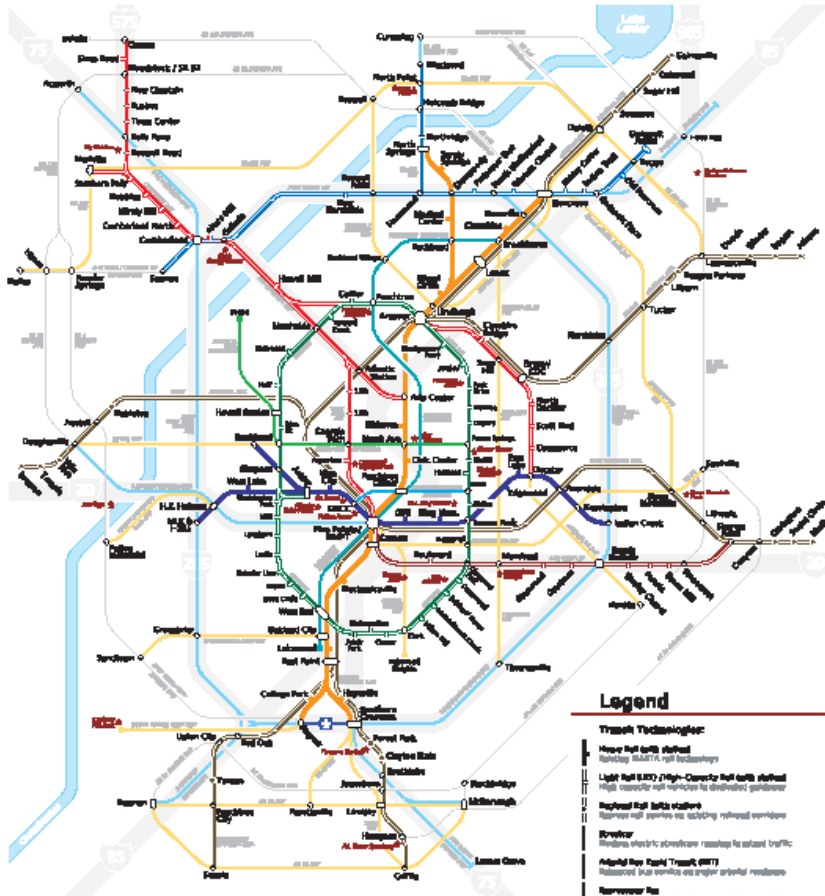
Results

- Received feedback on Concept 3
 - Over 1,400 comments
- Contacted directly over 7,500 individuals over a 7 month period
- Several Changes to the Initial Concept 3 Network
- Adoption of Amended Concept 3

Fall 2008 – Adoption of 2030 Vision Plan

Concept 3

The Atlanta Region's Long-Range Transit Vision



- Network of Rail and Bus Expansion
- \$12 Billion Capital Expansion
- \$26B in O&M for existing system
- \$16B for O&M of New Projects
- Total: \$54B Order of Magnitude est.

What was the impact?

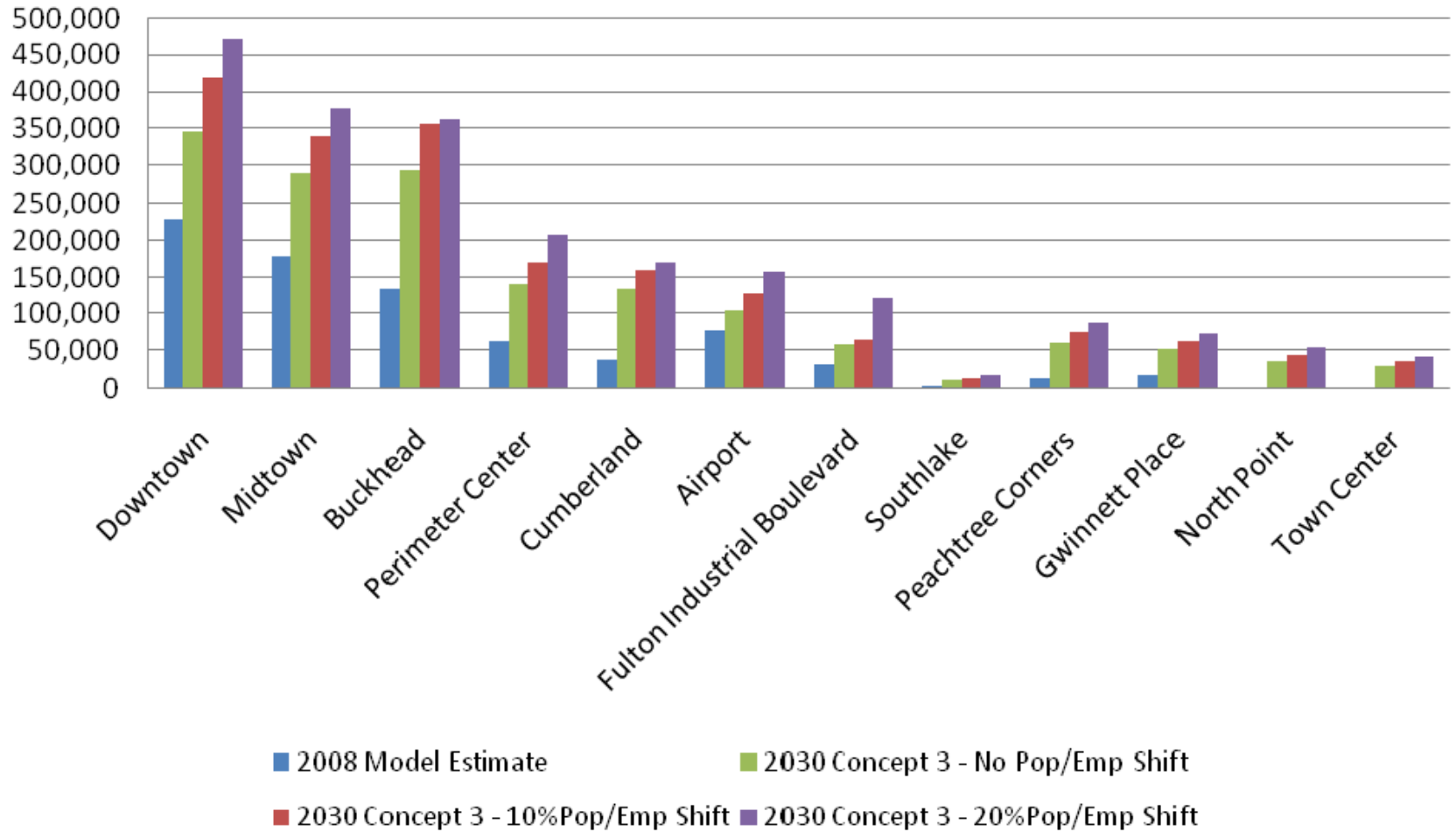
- To estimate the impact – examined three sketch scenarios:
 - Existing projected population and Employment distribution
 - 10% shift in population and employment towards transit investments
 - 20% shift in population and employment towards transit investments

What were range of estimated measurable impacts?

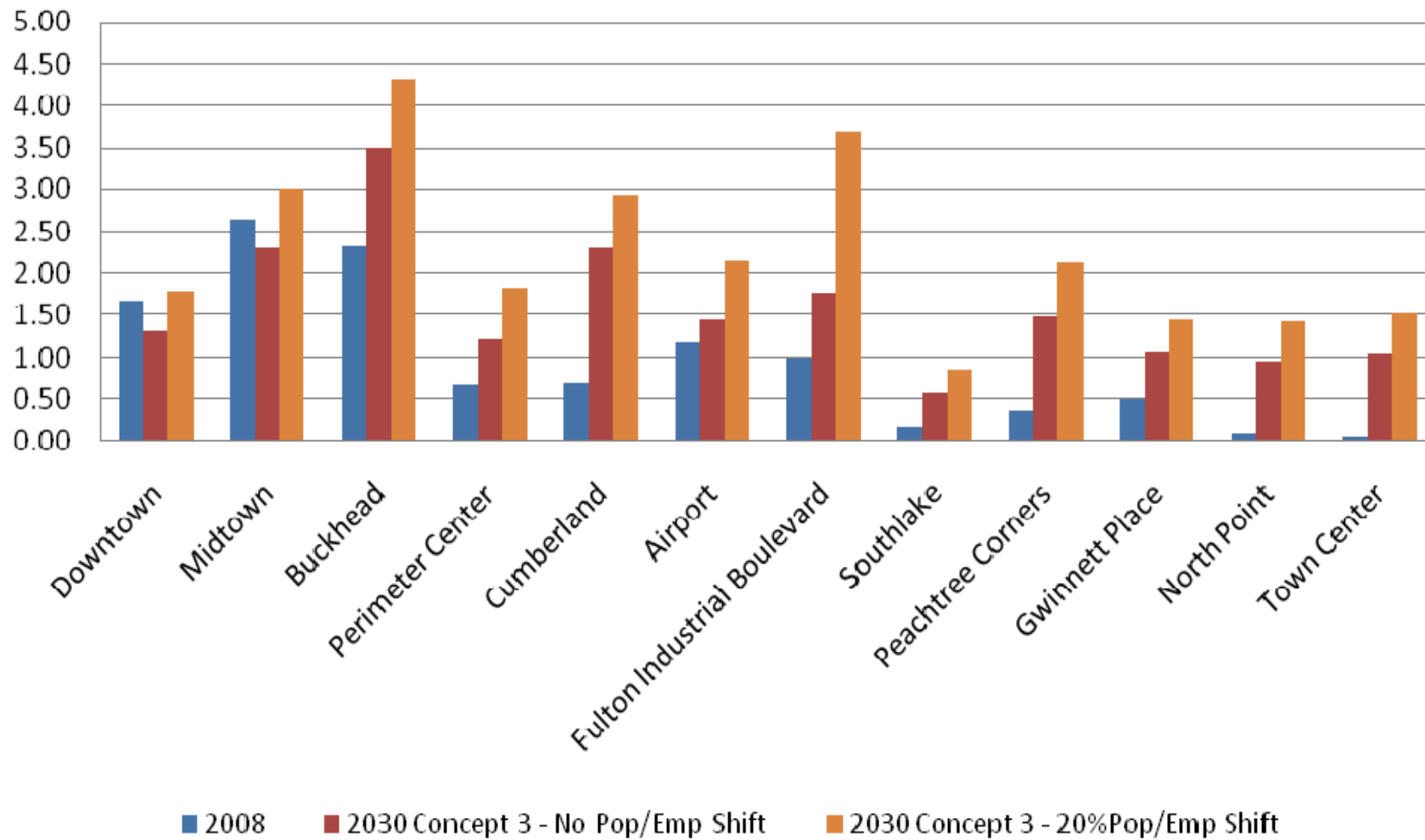
- Daily estimated boardings ranged from 827,000 - 1,750,000
- Annual Passenger Miles (Millions) 1,490 – 3,200
- Increase in Estimated Workers within 30-minutes for major employment centers
- Reduction in Congestion on some parts of regional freeway and arterial network

Est. Workers within 30-min Walk to Transit

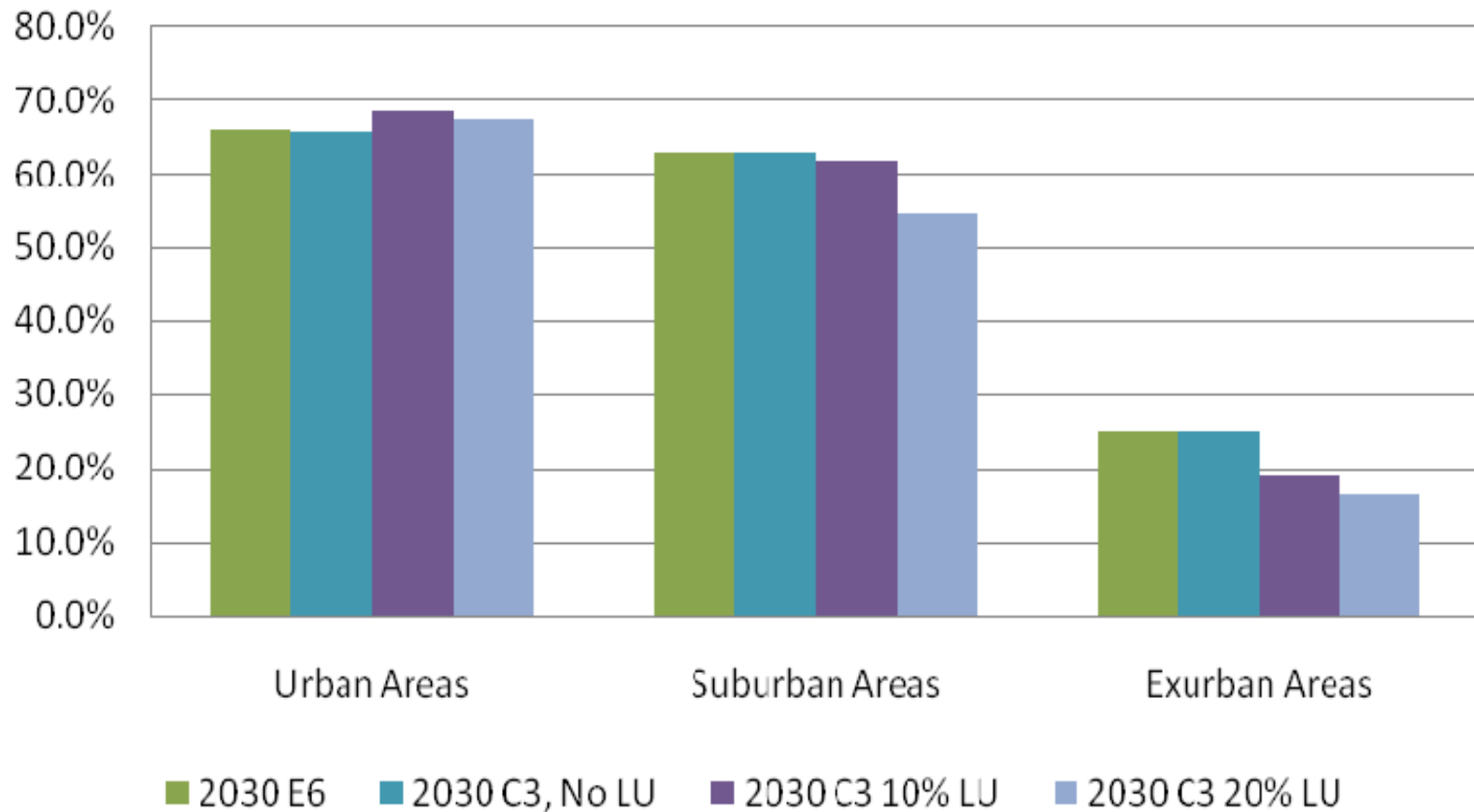
Transit



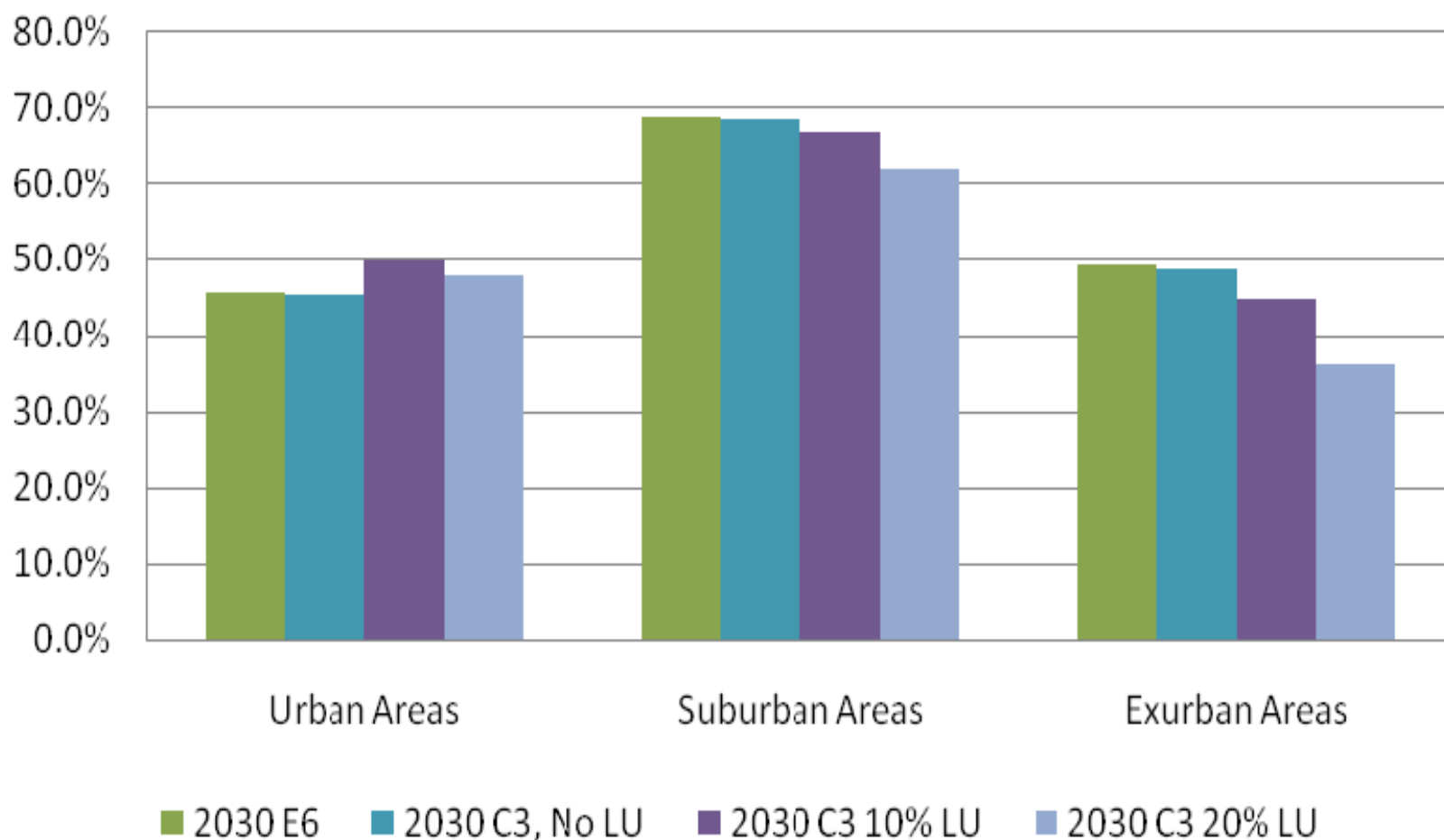
Ratio of Est. Workers with 30-minutes by Walk to Transit to Estimated Employment



% of Freeway Vehicle Hours Traveled Under Congested Conditions (PM Peak)



% of Arterial Vehicle Hours Traveled Under Congested Conditions (PM Peak)



Other Benefits

- Estimated Range of Safety Benefits between 15-30 reduced fatalities (based on Passenger Mile estimates and crash rates by mode)
- Economic Impact is highest due to labor force mobility – Georgia Economic Modeling Study (next slide)

Historic Estimated Economic Impact

	2001	2002	2003	2004	2005	2006
Estimated Economic Impact of MARTA (Millions \$)	\$1,333	\$1,563	\$1,571	\$1,543	\$1,589	\$1,630
Total Annual Operating Costs for the Atlanta Regional Transit System (Millions \$)	\$344	\$313	\$337	\$332	\$338	\$334
Total Annual Capital Costs for the Atlanta Regional Transit System (Millions \$)	\$268	\$248	\$255	\$220	\$183	\$221
Total Annual Capital and Operating Costs for the Atlanta Regional Transit System (Millions \$)	\$612	\$561	\$592	\$552	\$521	\$555
Ratio of Estimated Economic Impact and Total Costs	2.2	2.9	2.7	2.8	3.0	2.9

¹ Tanner, Thomas C. and Adams Jones. The Economic Impact of the Metropolitan Atlanta Rapid Transit Authority: An analysis of the impact of MARTA Operations on and around the service delivery region. Georgia Economic Modeling System, Carl Vinson Institute of Government, The University of Georgia. Athens, GA. May, 2007.

² Source: NTD 2006 for MARTA, GRTA, CCT, GCT, City of Canton compiled by the Transit Planning Board

³ Source: NTD 2006 for MARTA, GRTA, CCT, GCT, City of Canton compiled by the Transit Planning Board

What did we learn?

- Public Engagement
 - Online is a great complement to existing public engagement techniques – allows a wider audience and more free form comments
- Impact
 - Congestion Impacts vary, but are measurable
 - Greatest impact is on labor force mobility
- Population / Employment shifts (land use) dramatically change the impact of investments

What we learned (ct'd)

- Trust building between members was key to reaching consensus
 - Lunch before meetings provided informal time for discussion
 - Difficult issues – work sessions or smaller groups meeting around a single table facing each other

Thank You!!

Questions?

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www.tpb.ga.gov (Historical Archived Website including Final Reports)