Fulton County (Atlanta, GA) Context

• Southeastern U.S. region with existing transit limited to heavy rail and local bus
• Suburban context with opposing transit needs and perceptions
• 14 cities outside of the City of Atlanta- 6 in North Fulton, 8 in South Fulton
• Four decades of political disagreement and limited history of collaboration
• Building from the foundation of a 2016 ¾-cent Transportation Sales Tax
• Needed a countywide vision to inform pending state transit legislation
South Fulton County
Master Plan Engagement Process

850+ PUBLIC PARTICIPANTS
- 30 Public Meetings (across all 14 cities)
- 12 Special Population Meetings
- 5 Community Events

TECHNICAL COMMITTEE
- Representatives from each city, Fulton County, MARTA, ARC, SRTA
- 3 Meetings

FINANCIAL TASKFORCE
- 7 business community and city financial officers
- 3 Meetings

40+ STAKEHOLDER INTERVIEWS

3 Rounds with over 2,400 Online Survey Participants
Master Plan Engagement Process
North Fulton represents approximately 66% of Fulton County’s population outside of the City of Atlanta.

2015 Population= 384,406
North Fulton Concentration of Likely Riders

TRANSPORT LIKELY SCORE
- HIGH
- MEDIUM
- LOW

DATA SOURCE: ARC 2015
North Fulton Priority Corridors

Transit Mapping Results
North Fulton County

Georgia 400/SR-19
I-285
Holcomb Bridge Road/Highway 92
Old Milton Parkway
Highway 141
Windward Parkway
Segments of Highway 9
Johnson Ferry/Abernathy Roads
South Fulton represents approximately 33% of Fulton County’s population outside of the City of Atlanta.

2015 Population = 193,788
South Fulton Concentration of Likely Riders

TRANSLIT LIKELY SCORE
- HIGH
- LOW

DATA SOURCE: ARC 2015
South Fulton Priority Corridors

Transit Mapping Results
South Fulton County

I-85
Roosevelt Highway/Highway 29
South Fulton Parkway
Hapeville Connection
Fulton Industrial Boulevard
Camp Creek Parkway
Float Shoals Road
Highway 74
## Prioritized Guiding Principles

<table>
<thead>
<tr>
<th>NORTH FULTON</th>
<th>SOUTH FULTON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faster, <strong>more reliable mobility</strong></td>
<td>Provide <strong>greater access to employment</strong></td>
</tr>
<tr>
<td>Provide <strong>greater access to employment</strong></td>
<td>Faster, <strong>more reliable mobility</strong></td>
</tr>
<tr>
<td>Enhance <strong>transportation options and access</strong></td>
<td>Catalyze <strong>economic development</strong></td>
</tr>
<tr>
<td>Catalyze <strong>economic development</strong></td>
<td>Enhance <strong>transportation options and access</strong></td>
</tr>
<tr>
<td>Greater <strong>regional connectivity</strong></td>
<td>Greater <strong>regional connectivity</strong></td>
</tr>
<tr>
<td>Return of investment</td>
<td>Return of investment</td>
</tr>
</tbody>
</table>

- **1.** Faster, more reliable mobility
- **2.** Provide greater access to employment
- **3.** Enhance transportation options and access
- **4.** Catalyze economic development
- **5.** Greater regional connectivity
- **6.** Return of investment
Fulton County Transit - Evaluation Criteria

CRITERIA 1
Current/projected needs of each corridor
- Transit Propensity Score
- Activity Centers
- Population Density
- Employment Density
- Congestion Levels

CRITERIA 2
Feasibility for modes on each corridor
- Available Right-of-Way
- Costs per Mile: Capital/Operating
- Years to Implement
- Logical Termini
- Existing Transit Connections
- Land Use Policies

CRITERIA 3
How well does each mode support guiding principles along each subject corridor
- Enhance Access to Employment Centers/Key Destinations
- Catalyze Economic Development
- Provide Faster, More Reliable Mobility
- Mitigate Congestion
- Enhance Transportation Options/Access
- Maximize Return on Investment
- Establish Regional Connectivity Framework
### Fulton County Transit - Preliminary Alternatives

<table>
<thead>
<tr>
<th>North Fulton Corridors</th>
<th>Heavy Rail</th>
<th>Light Rail</th>
<th>BRT</th>
<th>Frequent Local Bus</th>
<th>Local Bus</th>
<th>Flex Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>GA400/SR-19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I-285</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holcomb Bridge Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Old Milton Parkway</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highway 141</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highway 9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abernathy/Johnson Ferry Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Windward Parkway</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Fulton County Transit - Preliminary Alternatives

<table>
<thead>
<tr>
<th>South Fulton Corridors</th>
<th>Heavy Rail</th>
<th>Light Rail</th>
<th>BRT</th>
<th>Frequent Local Bus</th>
<th>Local Bus</th>
<th>Flex Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>I-85</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roosevelt Highway/Highway 29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Fulton Parkway</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hapeville Connection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulton Industrial Boulevard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camp Creek Parkway</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flat Shoals Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highway 74</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Public and Elected Official Meetings

### Phase 1- Vision
- Interviews with each City/Mayor
  - College Park: June 21
  - Mountain Park: June 26
  - Chattahoochee Hills: June 28
  - Roswell: June 29
  - Union City: July 11
  - Milton: July 12
  - Hapeville: July 25
  - Fairburn: July 25
  - Alpharetta: July 26
  - Sandy Springs: July 26
  - South Fulton: August 1
  - East Point: August 3

### Phase 2- Scenario Development
- Roswell: August 22
- Alpharetta: August 23
- Johns Creek: August 24
- Milton: August 28
- Sandy Springs: August 29
- Union City: September 25
- East Point: September 26
- College Park: September 27
- Fairburn: September 28
- Palmetto: September 28
- South Fulton: October 2
- Hapeville: October 2
- Chattahoochee Hills: October 3
- Mountain Park: October 23

### Mid-August State Delegation

### Phase 3- Master Plan Refinement
- Roswell: January 10
- South Fulton: January 22
- Alpharetta: January 23
- College Park: January 24

### January 29- County Commission

### December 14- County Commission
Market Based Vision

**Heavy Rail**
GA 400 to Holcomb Bridge
Norfolk Southern Railroad
I-20 Extension

**Light Rail**
I-285

**Bus Rapid Transit**
GA 400 Holcomb Bridge to Windward
Holcomb Bridge Road
Highway 141
Highway 29
South Fulton Parkway to Chatt Hills

**Arterial Rapid Transit**
Roswell Road
Old Milton Parkway
Camp Creek Parkway
Fulton Industrial Boulevard

**Frequent Local Bus**
Johnson Ferry Road
Preferred BRT/ART Scenario

**Bus Rapid Transit**
- GA 400
- South Fulton Parkway to Highway 92
- Holcomb Bridge Road
- Highway 29

**Arterial Rapid Transit**
- Roswell Road
- Old Milton Parkway
- Highway 141
- Fulton Industrial Boulevard
- Camp Creek Parkway
Local Funding Buckets

**LAST MILE CONNECTIVITY PROGRAM ($25M)**
- Delivered by Cities
- Used to connect sidewalk/bike infrastructure

**BUS STOP PROGRAM ($25M)**
- Potentially delivered by Cities
- To provide shelters, benches, trash receptacles, and lighting

**RAIL STATION PROGRAM ($30M)**
- To update amenities and provide connectivity to surrounding neighborhoods
Transit Master Plan documents and materials can be found at:

www.fultoncountyga.gov

Eric Bosman, AICP- eric.bosman@kimley-horn.com