



City of Atlanta 2023 Q3 Update

August 30, 2023

Collie Greenwood
General Manager/CEO

Agenda

Current Service

**More MARTA Atlanta
Program**

Project Updates

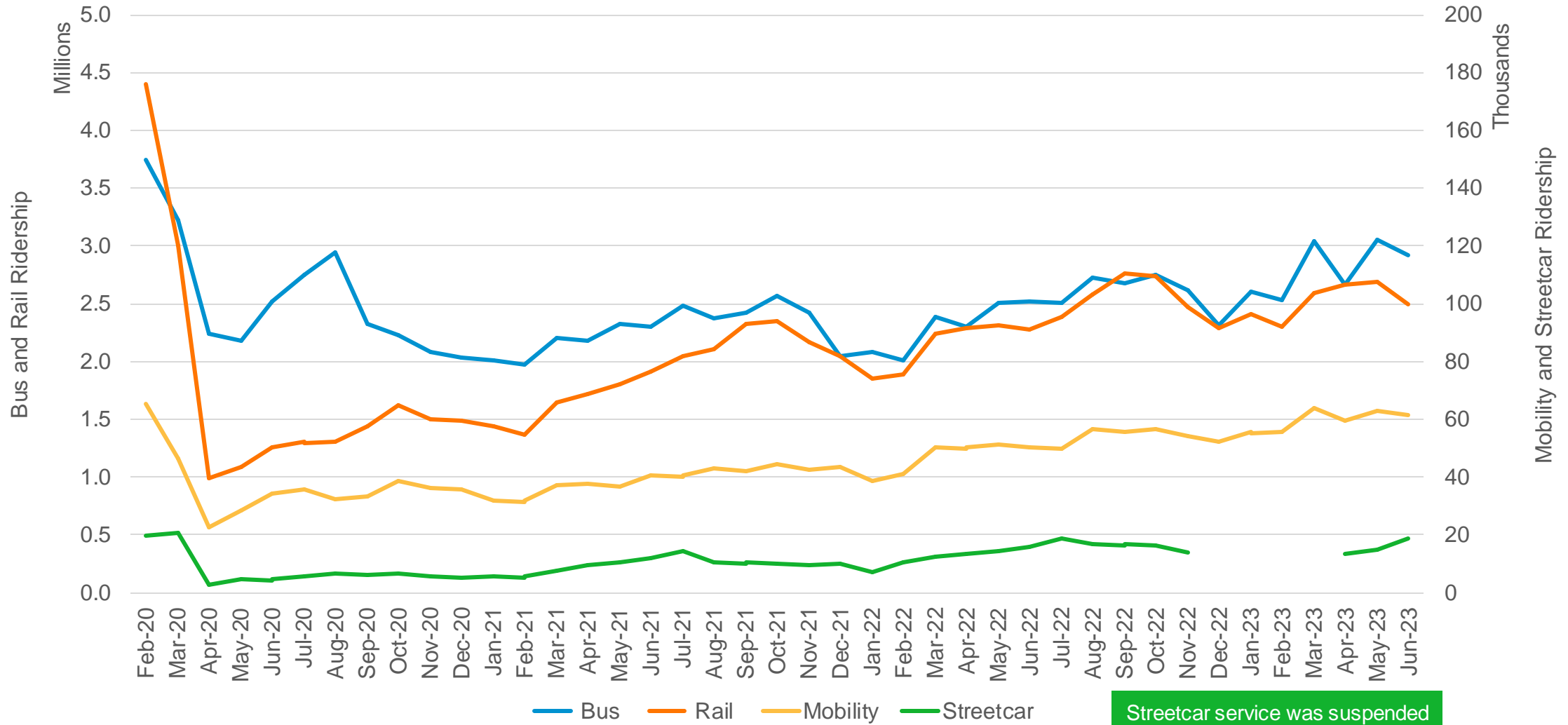
Additional Good News



Current Service

RIDERSHIP UPDATE

MARTA Monthly Ridership by Mode February 2020 - June 2023

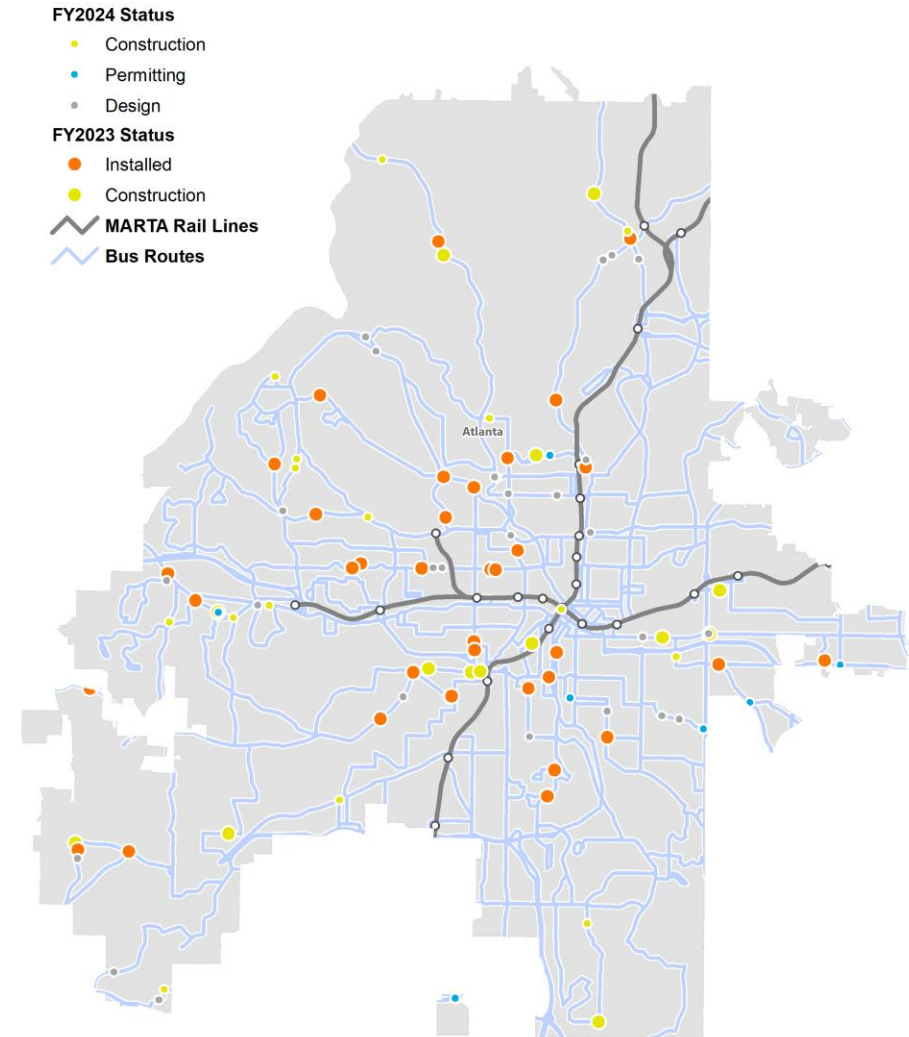


Streetcar service was suspended Dec-22 through Mar-23

BUS STOP AMENITIES

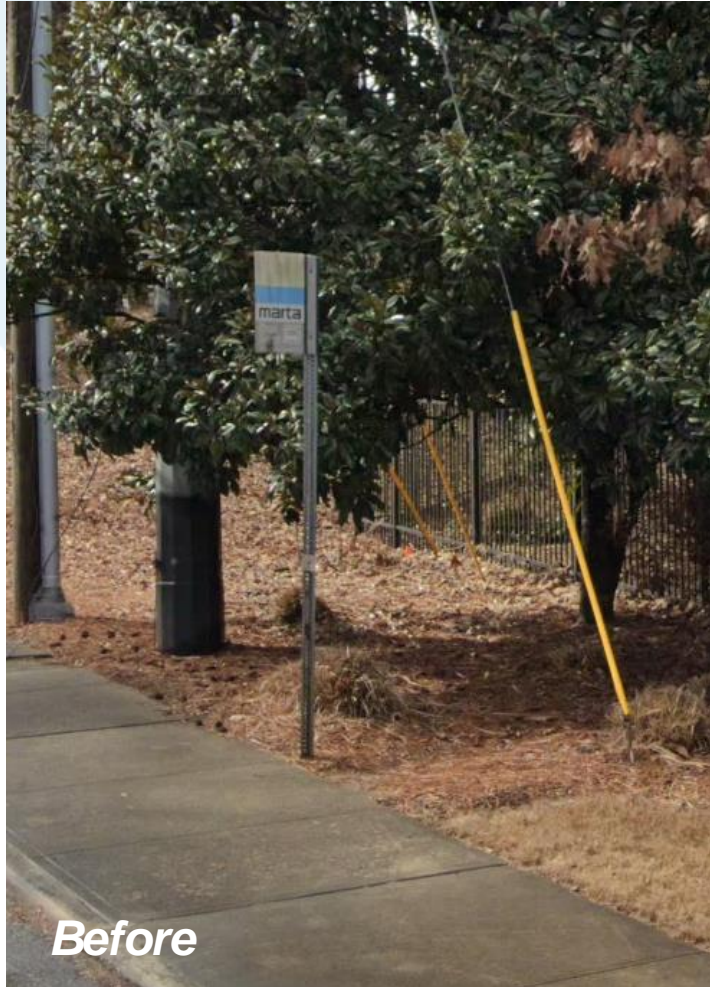
- FY23 Amenities Status
 - 36 amenities installed
 - 14 under construction

- FY24 Amenities Status
 - 15 under construction
 - 8 in permitting
 - 27 in design



BUS STOP AMENITIES

901549 - James Jackson Pkwy & Northwest Dr



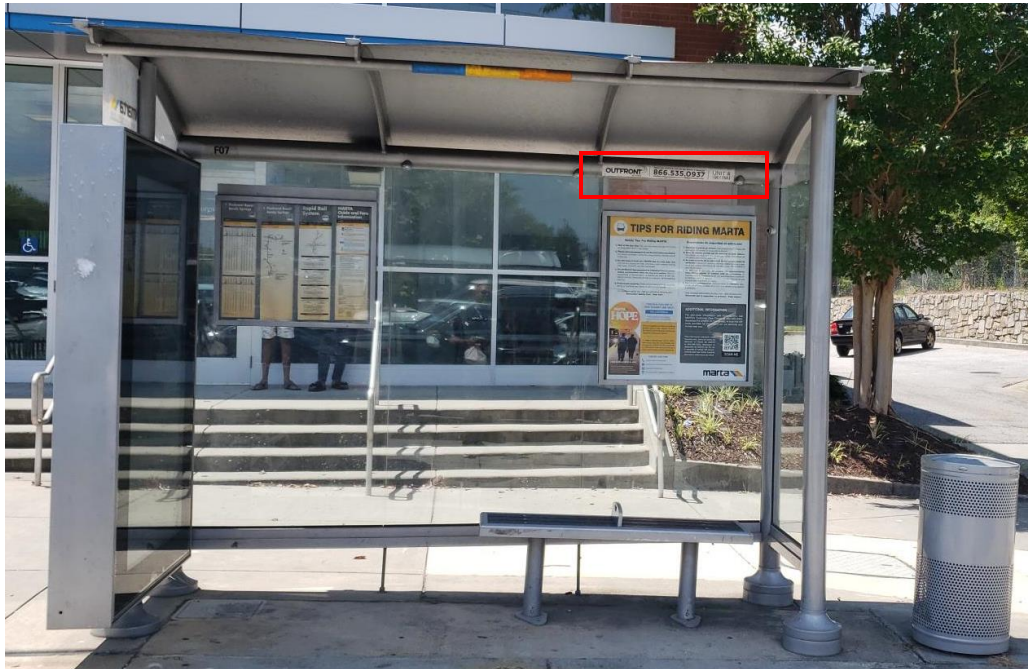
  **10** Weekday Boardings

Serves:
C.S. King Academy,
12th & James Apartments

Routes:
153-James Jackson
Parkway

BUS STOP AMENITIES

Reporting Trash & Litter at MARTA Bus Stops in the City of Atlanta



All stops with a MARTA installed shelter or bench, are serviced by our contractor Outfront Media on a regular basis.

You can report issues to Outfront Media's 24-hour hotline by calling 866-535-0937.

The number is displayed on all MARTA-installed amenities as highlighted in red above.



Littering concerns at stops without an amenity, should be reported to Atlanta 311. Dial 311 or visit atl311.org and search for "MARTA Stop or City of Atlanta Community Trash Bin That Needs to be Serviced" for the form.

ROUTE 183 NISKEY LAKE ROAD – UPDATE

- ✓ Coordinated activity between MARTA and ATLDOT
 - ✓ ATLDOT has provided concept treatments to improve safety and road conditions
 - ✓ MARTA identified potential routing adjustments on County Line Rd and Niskey Lake Rd that could provide improved operational safety alongside concept treatments
- ✓ MARTA conducted a test run of potential routing on Tuesday, August 15 but narrow spots continue to be a challenge and the route cannot safely be restored at this time
- ✓ We will continue to work together on potential solutions



A test of potential routing adjustments was completed on County Line Rd and Niskey Lake Rd on August 15.



More MARTA Atlanta Program

ENHANCED BUS SERVICE

ROUTE

2 Ponce de Leon Ave / Druid Hills



Route Description

This route operates East-West between East Lake Station and North Ave. Station along Ponce De Leon Ave. and East Lake Rd.

Neighborhoods Served

Atkins Park, Druid Hills, Kirkwood, Midtown, Old Fourth Ward, Poncey-Highland, Virginia Highland.

Points of Interest

Ponce City Market, Midtown Place, Briarcliff Plaza, and Fernbank Museum of Natural History.

Atlanta City Council Districts Served

2, 5, 6

More MARTA Atlanta Enhancements (2017-2018)

Increased Frequency

Trips at Earlier/Later Times

In February 2017, the weekday midday service frequency was improved to 30 minutes from 40. Saturday and Sunday service frequency was improved to 30 minutes all day from 40 on Saturday and 60 on Sunday. Night frequency was improved to 30 minutes from 60. This route was intentionally trunked with Route 102 to provide a 15-minute frequent local level of service along Ponce de Leon Ave. As part of MARTA's "Fast Track" improvements, this enhancement was implemented prior to the start of More MARTA tax collections.

+143
Trips
per week

+6,412
Annualized
revenue hours

The data above displays the point in time between 2017-2018 where revenue hours were the highest.

Enhancement Levels As of March 11, 2023

+143
Trips
per week

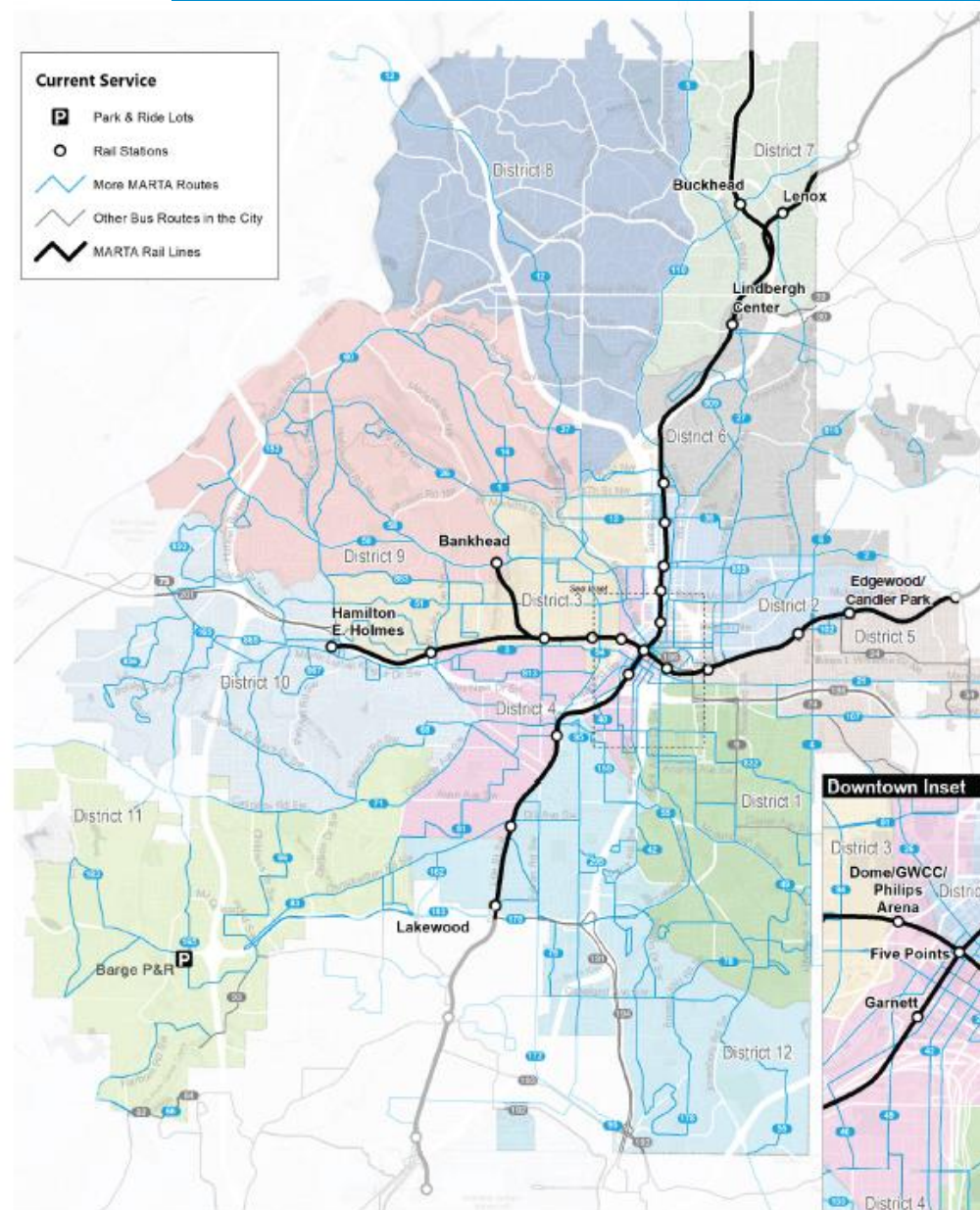
+6,260
Annualized
revenue hours

Average Weekly Boardings

Fall 2016 **6,443**

Fall 2019 **6,557**

Fall 2022 **5,180**



RIDERSHIP FORECASTING

FTA Small Starts Funded Projects	Daily Linked Trips
Tempe Streetcar (Tempe, AZ)**	800
Wave Streetcar (Fort Lauderdale, FL)**	1,460
Prospect MAX (Kansas City, MO)*	7,400
Laker Line BRT (Grand Rapids, MI)*	3,500
First Coast Flyer East Corridor (Jacksonville, FL)**	3,700
Swift II BRT (Everett, WA)**	3,600
IndyGo Red Line Rapid Transit (Indianapolis, IN)**	7,400

*FTA Capital Investment Grant (CIG) Rating: Medium-High

**FTA Capital Investment Grant (CIG) Rating: Medium

More MARTA Atlanta Tier 1 Projects	Average Daily Boardings 2019 - 2021 ¹⁾	Average Daily Boardings June 2023 ²⁾
Streetcar East Ext LRT	4,000	
Campbellton Rd BRT	8,800	
Clifton Corridor BRT	20,708	9,406 (MOS) 13,666 (Full Build)
Summerhill BRT	4,450	
Cleveland Ave ART	6,814 ³⁾	
Metropolitan Pkwy ART	4,270 ³⁾	

- 1) Based on Atlanta Regional Commission (ARC) Activity-Based Model runs performed between 2019-2021
- 2) Based on a corridor-level STOPS model run, after model updates
- 3) Based on existing ridership in 2019. Forecasts were not performed due to limitations of the ABM model. Based on a 2016 systemwide comprehensive operations analysis, an average daily ridership annual growth rate of 3.6% is assumed.

MORE MARTA PROGRAM SPENDING

More MARTA Atlanta Program Capital Expenditures to Date

Project	Expenditure Type	Capital Expenditures through 6/30/2023					Total
		FY2019	FY2020	FY2021	FY2022	FY2023	
Bankhead Platform Extension	Planning Phase		\$440,265	\$1,112,103	\$1,591,802	\$1,428,918	\$4,573,089
Beltline NE	Planning Phase			\$8,512	\$206,374	\$265,801	\$480,688
Beltline SE	Planning Phase			\$8,512	\$206,374	\$27,273	\$242,159
Beltline SW	Planning Phase		\$27,106	\$11,841	\$44,183	\$54,259	\$137,389
Campbellton CIC BRT	Planning Phase		\$1,008,548	\$1,908,602	\$1,139,495	\$3,033,075	\$7,089,719
Cleveland Ave/Metropolitan Pkway ART	Planning Phase		\$184,917	\$617,206	\$794,216	\$62,983	\$1,659,322
	Design Phase					\$963,947	\$963,947
	Right-Of-Way					\$861,161	\$861,161
Clifton Corridor BRT	Planning Phase		\$362,936	\$842,950	\$602,498	\$2,907,999	\$4,716,383
Five Points Transformation	Planning Phase		\$715,270	\$1,014,599	\$1,396,358	\$1,985,441	\$5,111,668
	Design Phase					\$3,228,188	\$3,228,188
Greenbriar Transit Center	Planning Phase				\$12,326		\$12,326
North Avenue Phase I	Planning Phase		\$132,005	\$347,346	\$258,769	\$232,821	\$970,942
Streetcar East	Planning Phase		\$539,804	\$1,983,311	\$3,094,728	\$2,036,887	\$7,654,731
Streetcar West	Planning Phase		\$46,154	\$47,582	\$82,399	\$62,887	\$239,021
Summerhill BRT	Planning Phase	\$208,320	\$632,219	\$853,708	\$155,555	\$118,946	\$1,968,749
	Design Phase			\$443,477	\$4,217,700	\$2,928,488	\$7,589,664
	Right-Of-Way				\$27,500	\$1,000,154	\$1,027,654
More MARTA Program	Program	\$2,355,807	\$3,839,135	\$1,368,681	\$828,499	\$220,500	\$8,612,621
CPMO - More MARTA	Program		\$1,029,417	\$2,188,772	\$3,607,708	\$3,145,594	\$9,971,490
Communications	Program		\$305,387	\$253,569	\$543,048	\$640,146	\$1,742,150
Grand Total		\$2,564,127	\$9,263,162	\$13,010,771	\$18,809,534	\$25,205,467	\$68,853,061



Project Updates

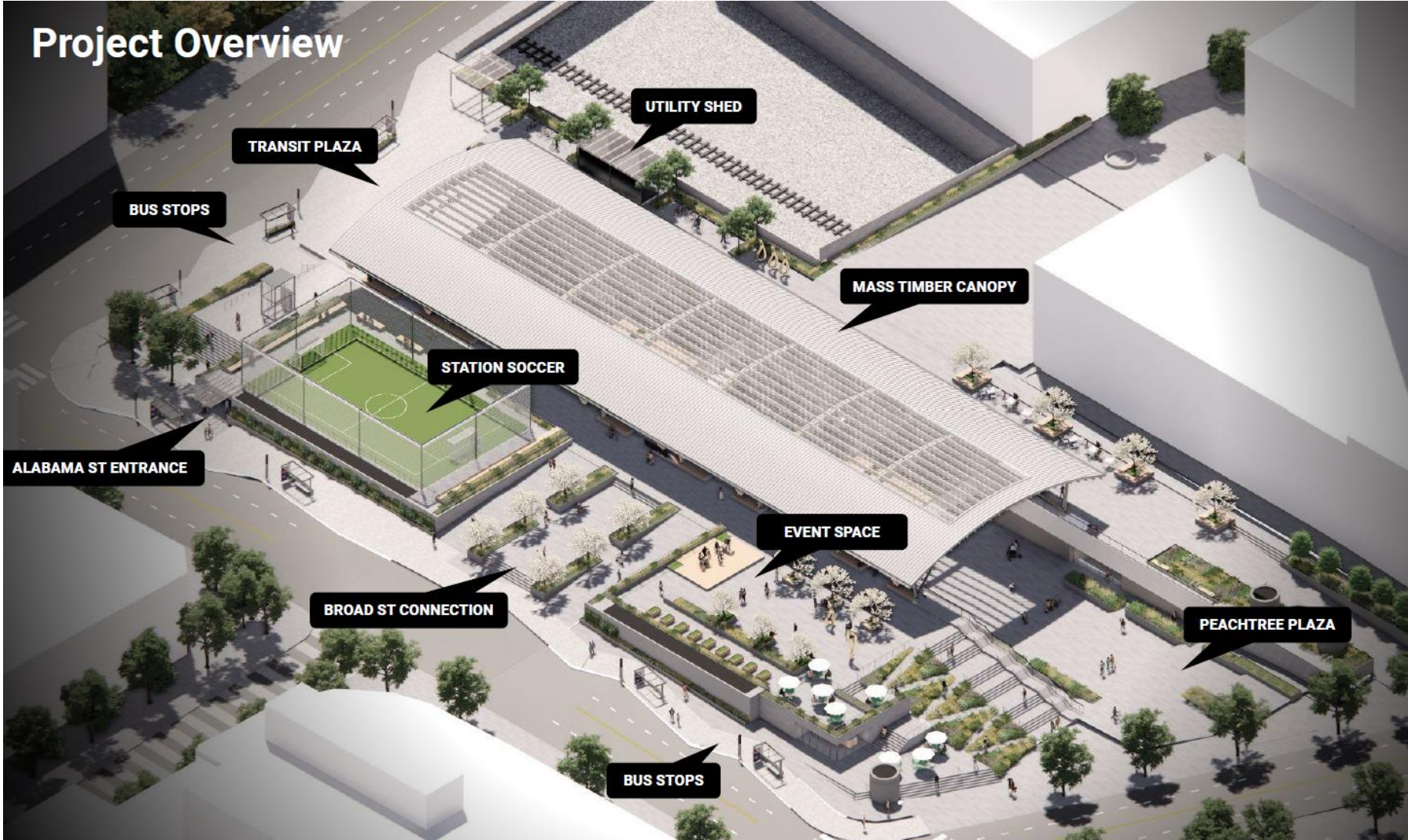
MARTA RAPID - BUS RAPID TRANSIT VEHICLES

- ✓ 60-foot battery articulated
- ✓ Doors on both sides
- ✓ Level platform boarding
- ✓ Device charging ports
- ✓ Bike racks
- ✓ Wheelchair holds
- ✓ Upcoming stop information



FIVE POINTS STATION TRANSFORMATION

PHASE: DESIGN



PROJECT PROGRESS: CLEVELAND AVE ART and METROPOLITAN PKWY ART

PHASE: FINAL DESIGN

- ✓ 18 DBEs attended Industry Day on 6/28
- ✓ Right of Way Acquisition Legislation approved by Council 8/21
- ✓ Construction contract award expected this Fall
- ✓ Shelter delivery expected early 2024
- ✓ Ongoing coordination with City of Atlanta, City of East Point and Georgia Department of Transportation (GDOT)



STREETCAR EAST EXTENSION

PHASE: FINAL DESIGN

- ✓ MARTA Board Approved Final Design Firm HDR
 - ✓ Scope includes analysis of existing Streetcar operations and recommendations

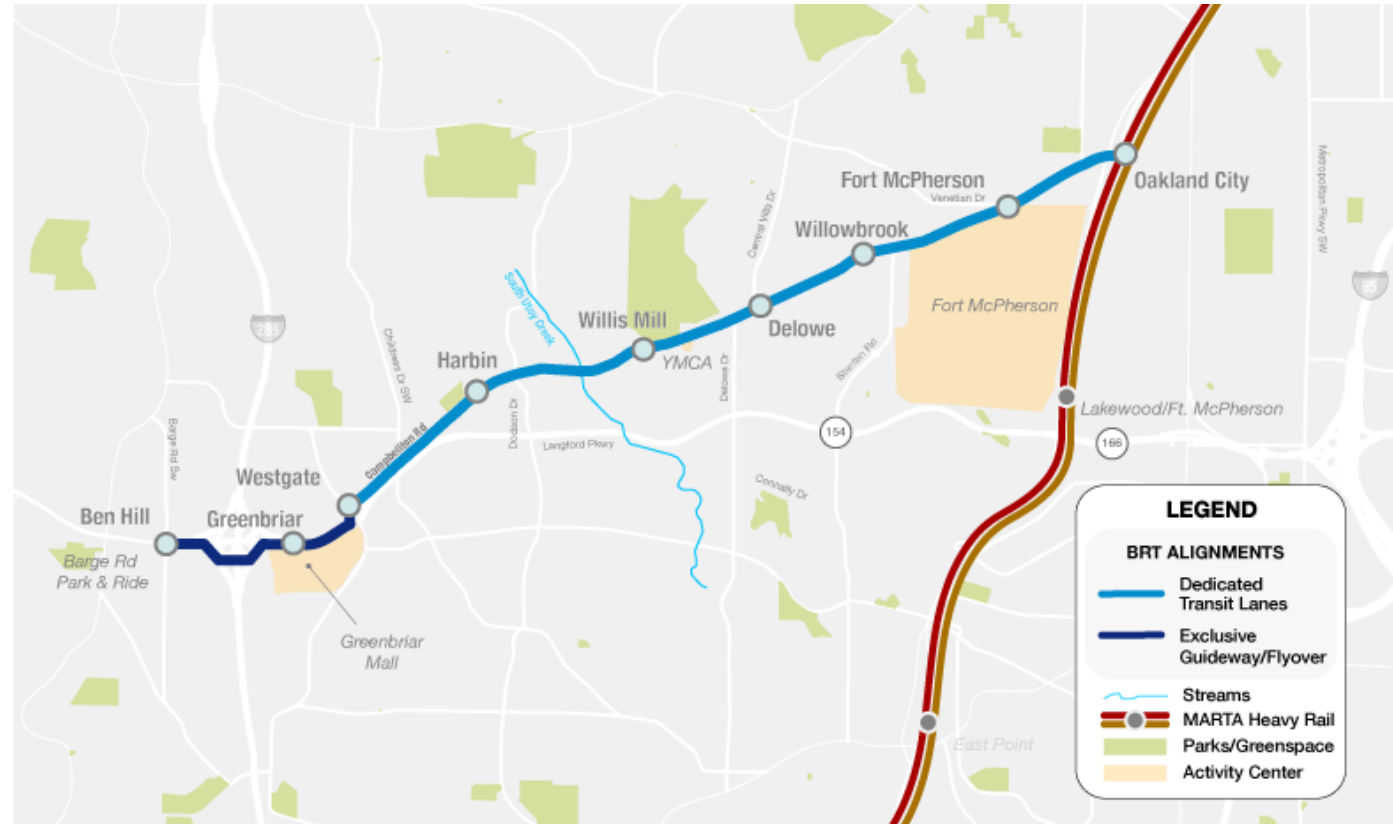
- ✓ Joint Public Engagement Plan with Atlanta BeltLine Inc.



CAMPBELLTON CORRIDOR

PHASE: PLANNING

- ✓ MARTA Board adopted of amended locally preferred alternative (LPA) - new flyover to Barge Road including multi-use trail
- ✓ MARTA and City of Atlanta plan to apply jointly for FTA TOD Planning Grant to develop implementation recommendations along corridor



H.E. HOLMES TRANSIT ORIENTED DEVELOPMENT

Let's
Envision Holmes
Together!



BLOCK 1
100-120 Multifamily units

BLOCK 2
150-170 Multifamily units

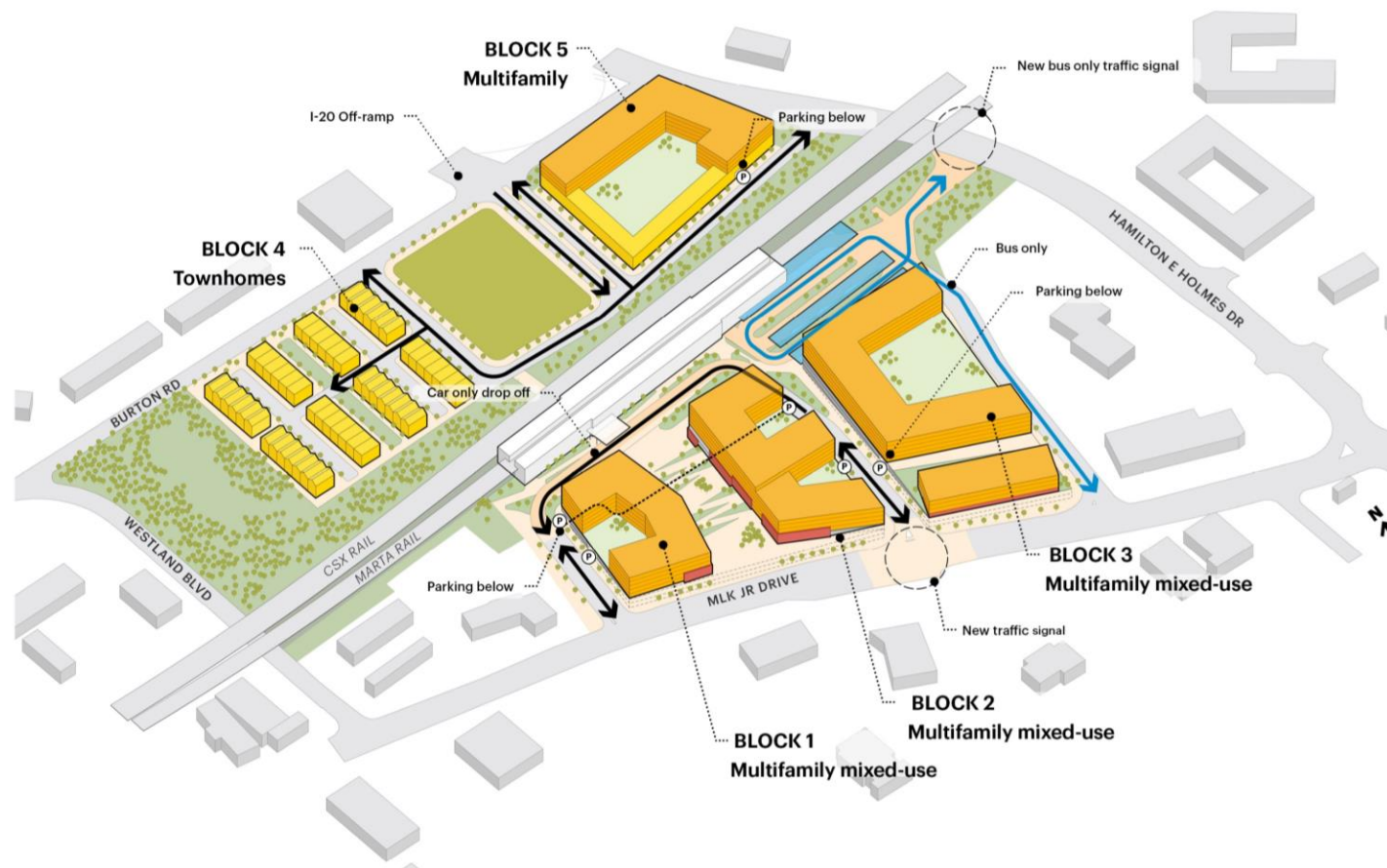
BLOCK 3
250-275 Multifamily units

BLOCK 4
40-50 Townhomes

BLOCK 5
100-130 Multifamily units
15-20 Townhomes

Retail space : ~ 20,000 SF

PARKING
Residential : ~ 720 spaces
MARTA : ~ 850 spaces



BUS NETWORK REDESIGN

- ✓ Project Policy Framework was adopted in April 2023
- ✓ Core design workshops October 16-27
- ✓ Next steps to come in 2023-2024:



Technical workshops and develop the Draft Network Plan

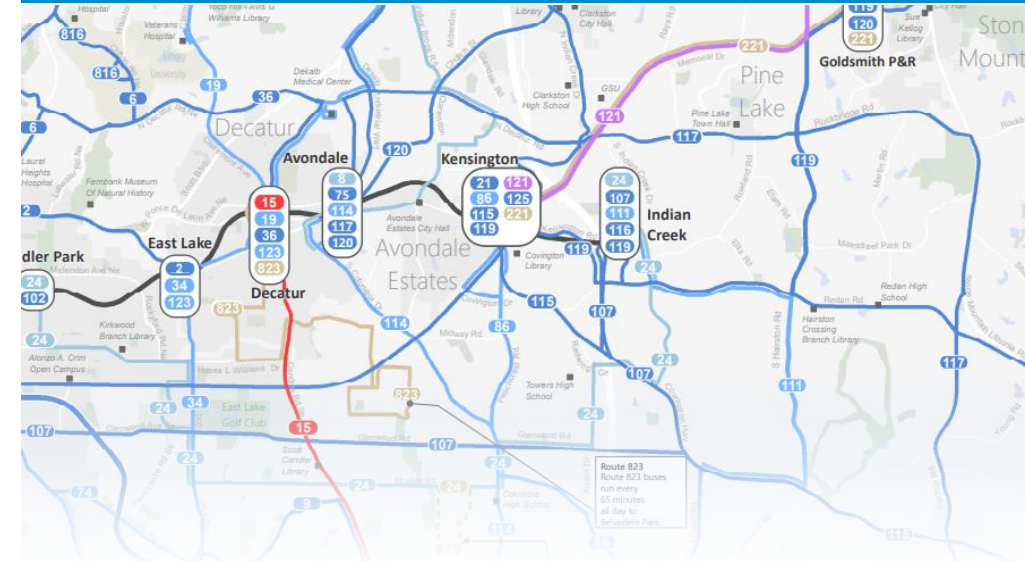


Public and stakeholder engagement



Refinement into the Final Network Plan

<https://www.marta2040nextgenbus.com/>





Additional Good News



STATION SOCCER EAST LAKE



CITY OF ATLANTA EMPLOYEE FARE PROGRAM

- ✓ New Breeze Mobile 2.0 allows easier administration of employee program
- ✓ 985 enrolled
- ✓ 44% have completed pre-pilot survey
- ✓ 37% have activated their account
- ✓ 22% have taken at least one ride





Thank You

