TODAY’S AGENDA

• More MARTA Activities and Implementation to Date
• Recommended Program Scenario
• Communications Plan and Timeline
• Next Steps
More MARTA Activities and Implementation to Date
INTERGOVERNMENTAL AGREEMENT (IGA)

SIGNED IN JANUARY 2018

• Establishes the roles/responsibilities of MARTA and City of Atlanta
  o PMO and City of Atlanta Liaison

• Serves as framework for program implementation

• Establishes advisory committees

• Lists full universe of potential transit projects

• Establishes programming process

• Major capital investment project execution and management
ADVISORY COMMITTEE MEETINGS

JOINT PRIORITIZATION LEADERSHIP GROUP (JPLG)

• Meet on a monthly basis, beginning in October 2017
• Includes key management staff from City of Atlanta, Atlanta BeltLine, and MARTA
• Discuss project scenarios, scheduling, and potential funding
• Developed strategies for public/stakeholder engagement
• Recommended Scenario #1 for advancement
ADVISORY COMMITTEE MEETINGS

TECHNICAL ADVISORY COMMITTEE (TAC)

- Meet on a monthly basis, beginning in January 2018
- Includes technical staff from City of Atlanta, Atlanta BeltLine, GDOT, and MARTA
- Discuss evaluation results, project scenarios, scheduling, and potential funding
- Developed strategies for public/stakeholder engagement
- Recommended Scenario #1 to JPLG for advancement
MORE MARTA IMPLEMENTATION TO DATE

BUS SERVICE IMPROVEMENTS

• 41 route improvements
• New routes
  o 3 Local Bus Routes: 14, 40, 94
  o 1 Express Bus Route: 295
  o 6 Community Circulators: 813, 850, 853, 856, 865, 867
• 3 routes with service frequency and span aligned with rail
• 15 routes with increased service frequencies
• 15 routes with increased spans of service
MORE MARTA IMPLEMENTATION TO DATE

ATLANTA STREETCAR TRANSITION

• MARTA and City of Atlanta are currently coordinating knowledge transfer
• MARTA is currently developing transition schedule for streetcar service
• MARTA is scheduled to take over operations in Summer 2018
MORE MARTA IMPLEMENTATION TO DATE

MORE MARTA FINANCIAL OVERVIEW

• Sales tax was forecasted to raise $65M per year (current year dollars)
  o Collections from April 2017-March 2018 were $67M

• Expenditures to date
  o Enhanced bus service (~$11.4M)
  o Atlanta Streetcar operations since July 2017 (TBD)
Recommended Program Scenario
GUIDING PRINCIPLES

- Balance portfolio of transit projects using multiple transportation modes.
- Increase mobility for workers to and from major job centers.
- Enhance commute predictability with dedicated and managed lanes, and other technology.
- Create a layered, integrated transportation network.
- Prioritize city investments while integrating into regional transit networks.
- Enhance safety and access to transit centers and MARTA stations.
- Enhance ease of use and transfers within the network of transit options.
- Create last-mile connectivity via circulators, multi-use paths, and sidewalks.
- Partner with neighboring jurisdictions to leverage transit projects.
• Evaluated 73 potential projects
  o Total cost = $11.5 billion
  o Forecasted revenue = $2.5 billion

• Technical Analysis
  o Based on Guiding Principles
  o Utilized 14 technical criteria

• System Planning
  o Expanding capacity
  o Optimize connectivity

• Public Input
  o Electronic surveys
  o Face-to-face
RECOMMENDED PROGRAM SCENARIO

Program scenario presumes light rail transit, pending results of requisite planning/environmental studies.

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
RECOMMENDED PROGRAM SCENARIO

Bus rapid transit could include a mixture of exclusive and/or mixed traffic operations.
RECOMMENDED PROGRAM SCENARIO

A BeltLine Northeast LRT
B BeltLine Southwest LRT
C Campbellton Rd. LRT
D Clifton Corridor LRT
E Crosstown Downtown - East Extension
F Crosstown Downtown - West Extension
G Campbellton Rd. BRT
H Capitol Ave. - Summerhill BRT
I North Ave. - Donald L. Hollowell Pkwy. BRT
J Northside Drive BRT

K Route 510 - ART
L Route 578 - ART
M Route 595 - ART

Legend

City of Atlanta

Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
RECOMMENDED PROGRAM SCENARIO

Additional bus service to be implemented based upon available resources.

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
RECOMMENDED PROGRAM SCENARIO

Station improvement program to be defined separately.

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
TIMELINE

NOVEMBER 2016 - SEPTEMBER 2017
OUTREACH & LISTENING SESSIONS

OCTOBER 2017 - FEBRUARY 2018
EVALUATION PROCESS

MARCH - MID-MAY 2018
DEVELOP INFORMATION MATERIALS

MID-MAY - AUGUST 2018
ENGAGEMENT ACTIVITIES

- PUBLIC OUTREACH ACTIVITIES
- MARTA BOARD/CITY OF ATLANTA SUBCOMMITTEE
- CITY COUNCIL/MAYOR
Communications Plan and Timeline
PUBLIC ENGAGEMENT STRATEGIES

Education
- Benefits
- Developments
- Processes
- Impacts

Engagement
- Utilize communications channels
- Face-to-face opportunities

Evaluation
- Qualitative
- Quantitative
- Measure sentiment
- Obtain feedback
COMMUNICATIONS & STAKEHOLDER ENGAGEMENT APPROACH

MARTA proposes a robust community outreach strategy through Summer 2018. This integrated communications approach actively engages internal and external audiences throughout the City of Atlanta.

Our recommended approach includes the following:

- Internal Communications & Engagement
- External Communications & Engagement
- Stakeholder Communications & Engagement
- Earned and Paid Media Campaign
PROGRAM PRIORITIZATION PROCESS

<table>
<thead>
<tr>
<th>Project Type</th>
<th>Management</th>
<th>Stakeholders/Public</th>
<th>Executives</th>
<th>Policy Makers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Service Improvement</td>
<td>MARTA PMO/City PMO Liaison</td>
<td>Public Hearings</td>
<td>MARTA General Manager/CEO</td>
<td>MARTA Board of Directors</td>
</tr>
<tr>
<td>Minor Capital Investment Projects (Non-Fixed Guideway, Non-Federal)</td>
<td>MARTA PMO/City PMO Liaison</td>
<td>Stakeholder Advisory Committee &amp; Public Outreach</td>
<td>MARTA General Manager/CEO</td>
<td>MARTA Board of Directors</td>
</tr>
<tr>
<td>Major Capital Investment Projects (Fixed Guideway, Federal)</td>
<td>MARTA PMO/City PMO Liaison</td>
<td>Stakeholder Advisory Committee &amp; Public Outreach</td>
<td>MARTA General Manager/CEO</td>
<td>MARTA Board of Directors</td>
</tr>
</tbody>
</table>

Joint Program Prioritization Leadership Group

Atlanta City Council

City of Atlanta Office of the Mayor
NEXT STEPS

• Board Briefing: May
  • Review More MARTA Program of Projects Recommendation

• Community Outreach Activities: May – August
  • Stakeholder Advisory Committee (SAC) Meetings
  • Public Outreach Activities
  • Atlanta City Council Briefings
  • Mayor of Atlanta Briefing

• Board Work Session: August
  • Review Public Response to More MARTA Program of Projects

• Board Action: September
  • Approve More MARTA Program of Projects