



# MOBILITY & MAKING A PLACE

Time to Make Atlanta's Public Realm

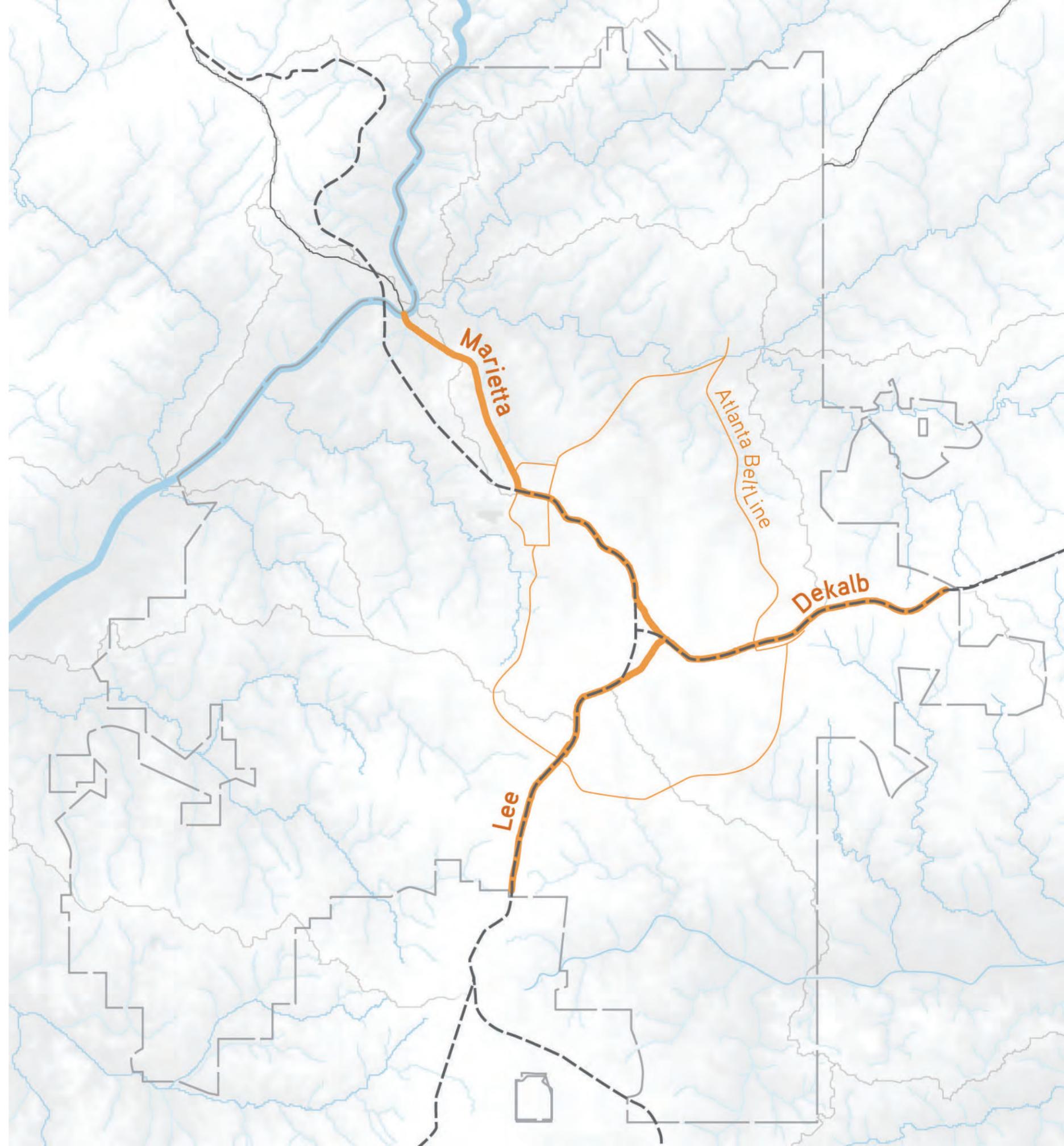
June 13, 2018



Department of  
**CITY PLANNING**

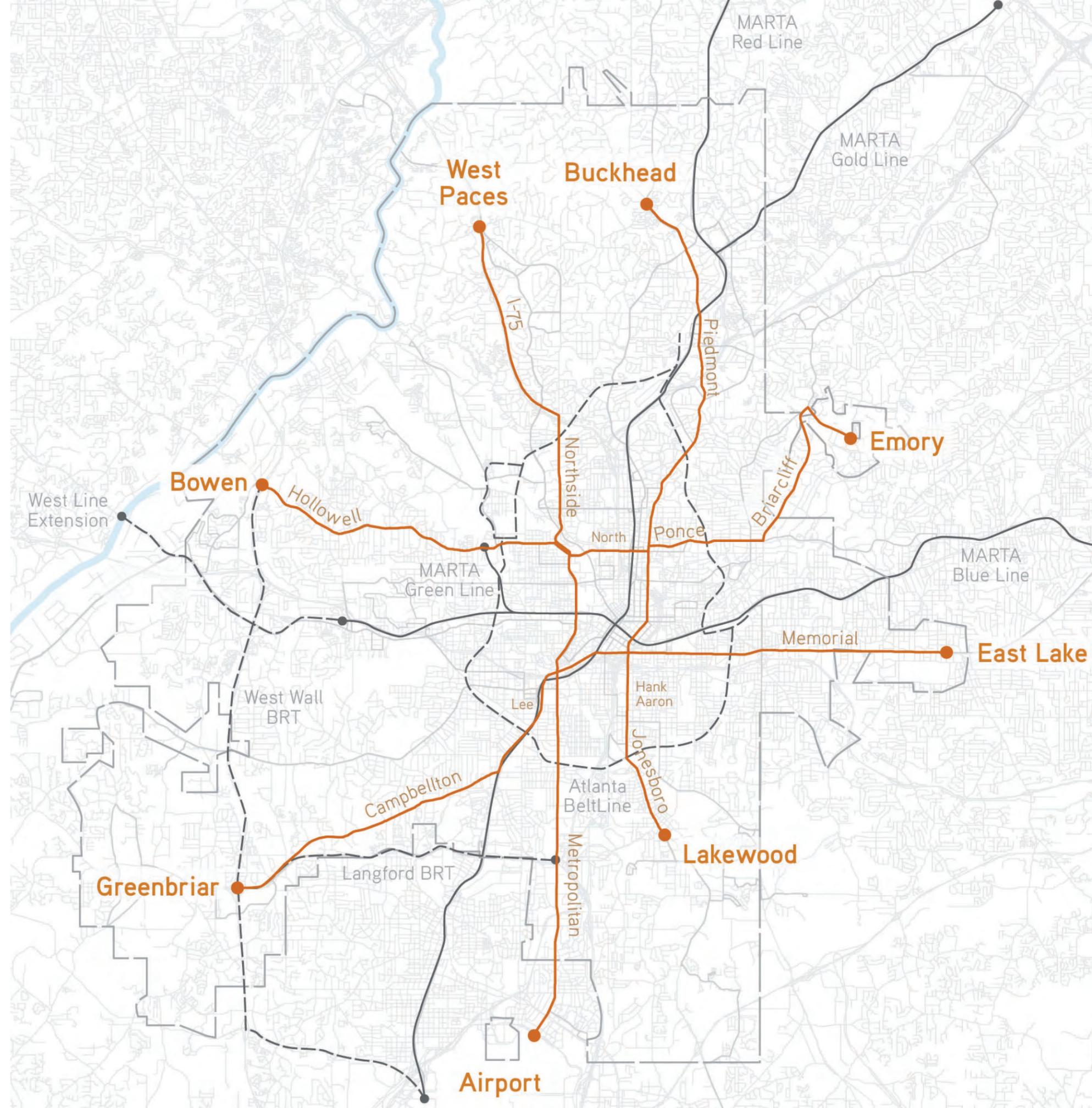
# City Design - Transportation

## Zero Mile Bikeways



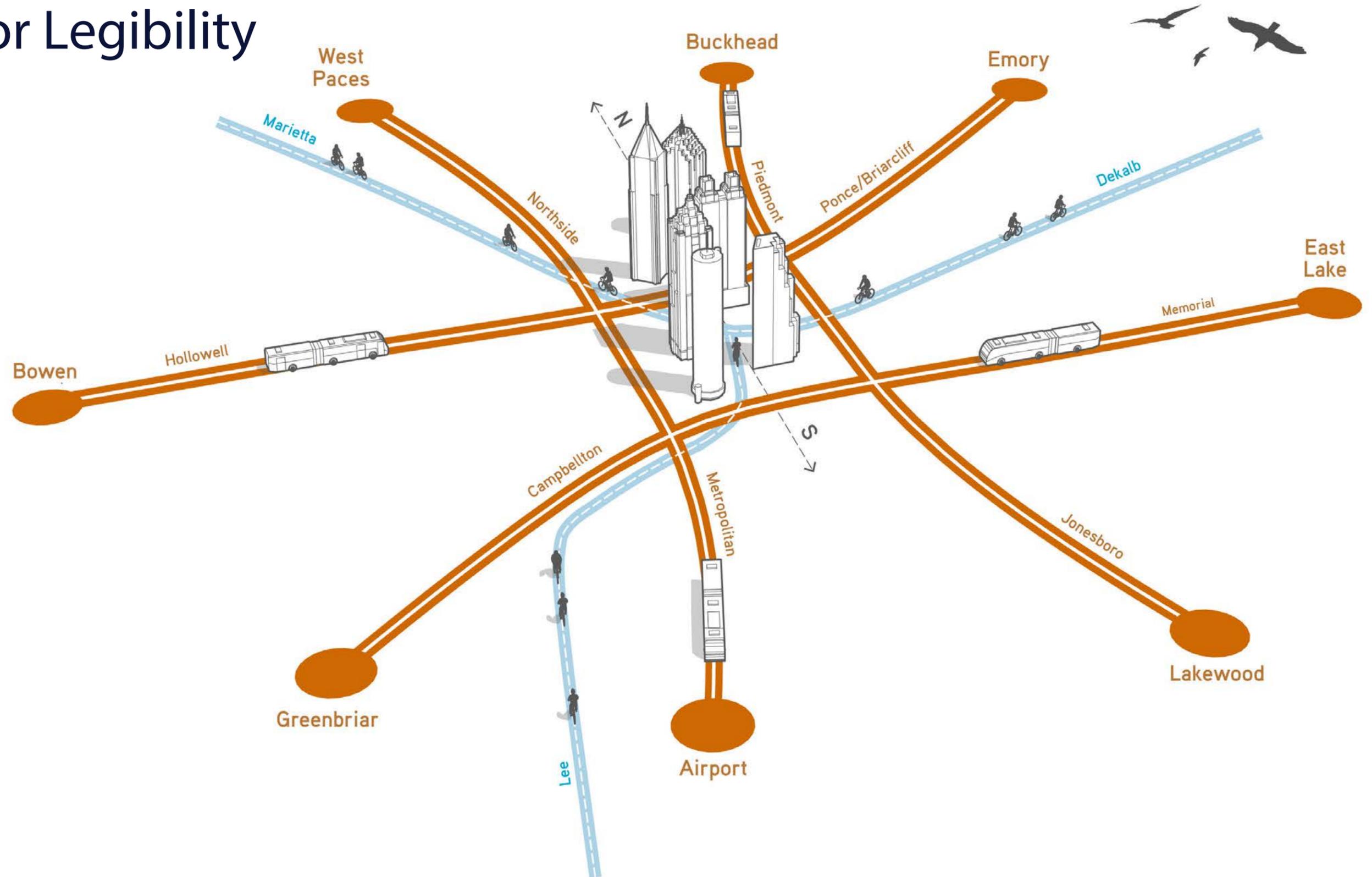
# City Design - Transportation

## Hashtag BRT



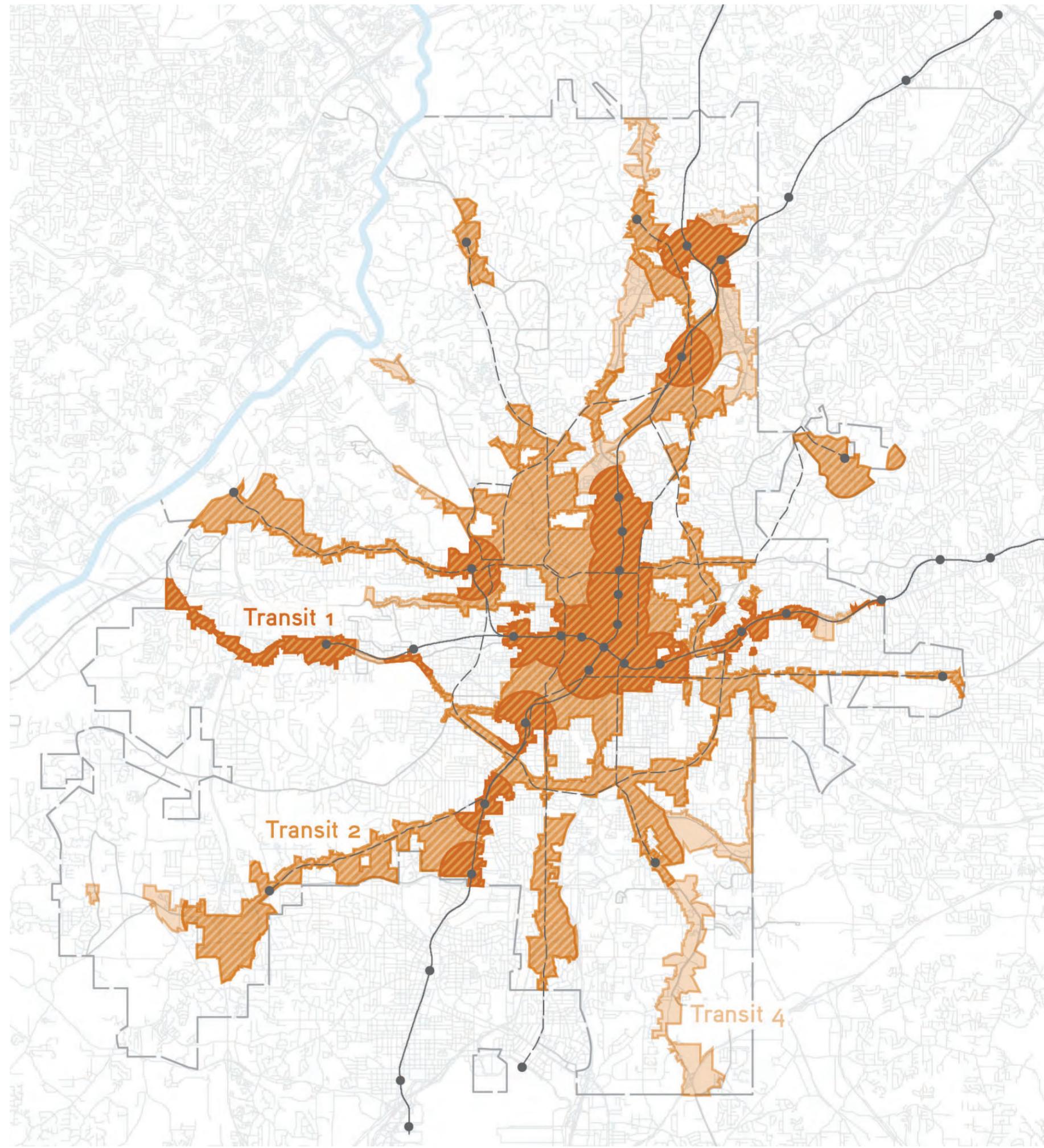
# City Design - Transportation

## Design for Legibility



# City Design - Transportation

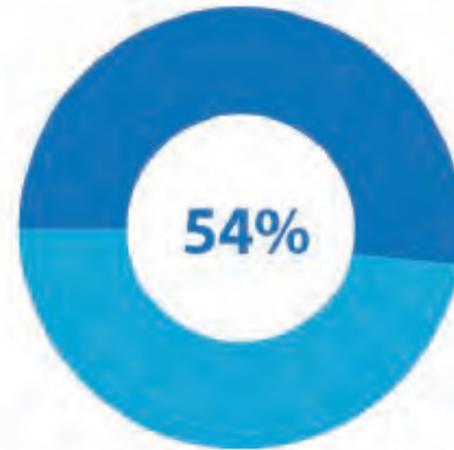
## Aligning Density & Transit



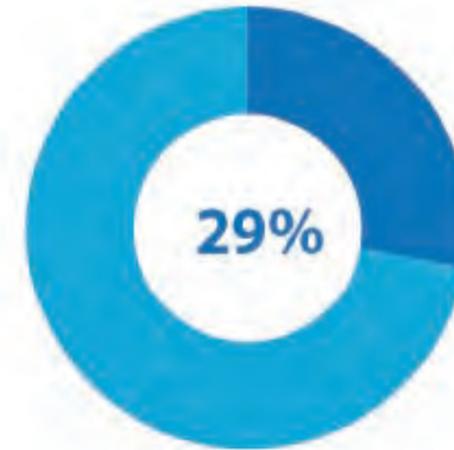
# Mobility

## Mode Shift Targets

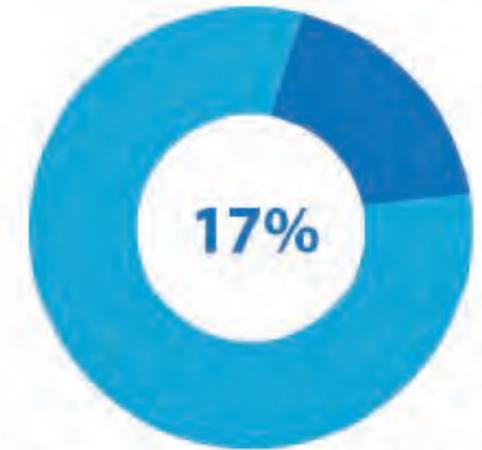
### Current Mode Share



Drive Alone



Drive Together



Transit/Walk/Bike

### Future Targets



Drive Alone



Drive Together



Transit/Walk/Bike

# SAFETY

## Safer Streets

	Funding Availability	Lead Agency	Implement Stage
• Develop and implement Safer Streets policy to reduce traffic fatalities to zero and eliminate serious injuries	○	●	○
• Expand Safe Routes to School program	○	●	○
• Develop & implement citywide safety & awareness program	○	●	○
• Implement MORE MARTA bike/ped safety improvements for transit	●	●	●
• Implement safety improvements at priority intersections:	○	●	○
» Piedmont Rd at E Wesley Rd			
» Metropolitan Pkwy at University Ave			
» Memorial Drive at Hill St			
» Campbellton Rd at Stanton Rd			
» Fairburn Rd at Benjamin Mays Rd			

## Data Collection & Management

	Funding Availability	Lead Agency	Implement Stage
• Improve crash data collection & processing to support Safer Streets policy	●	●	○
• Maintain inventory of high injury roadways to support Safer Streets policy	●	●	●
• Monitor & track mode split shares	○	●	●

## Placemaking Initiatives

	Funding Availability	Lead Agency	Implement Stage
• Implement projects to transform streets into safer, vibrant, and appealing public spaces:	●	●	○
» Walker St SW at Peters St SW			
» N Highland Ave NE at Amsterdam Ave NE			
» Cascade Rd SW at Benjamin Mays Rd SW			
» Brady Ave NW at Howell Mill Rd NW			
» Flat Shoals Ave SE at Kirkwood Ave SE			
» D.L. Hollowell Pkwy NW at Hollywood Blvd NW			

### LEGEND

- To Be Determined
- In Progress
- Completed

# MOBILITY

## Multimodal Facilities

	Funding Availability	Lead Agency	Implement Stage
• Develop citywide sidewalk inventory	○	●	○
• Create a dedicated fund for sidewalk repair	○	●	○
• Implement low stress bike routes:	●	●	○
» Brawley			
» Oakview			
» 8th & Myrtle			
» Baker/North Ave			
» Piedmont Heights/Sherwood Forest			
• Implement high priority multimodal corridors:	●	●	○
» Lee St			
» Cascade Rd			
» DeKalb Ave/Decatur St/Marietta St			
» Fairburn Rd/Campbellton Rd			
» Howell Mill Rd			
• Develop and implement public campaign to market how designing streets for everyone "makes life better"	○	●	○

## Congestion Management

	Funding Availability	Lead Agency	Implement Stage
• Adopt Transportation Demand Management (TDM) Plan Guidelines	○	●	○
• Implement city-led parking pricing controls	○	●	○
• Develop cordon pricing strategy:	○	●	○
» Develop program parameters			
» Pass cordon pricing legislation			
» Implement alternative transit options for affected travelsheds			

## Innovation

	Funding Availability	Lead Agency	Implement Stage
• Adopt South Downtown as Innovation Zone	○	●	○
• Establish new procurement methods to allow pilot projects and programs to test new technologies/upgrades	○	●	○
• North Ave Smart Corridor expansion	●	●	○
• Campbellton Rd Smart Corridor implementation	●	●	○

## Right-of-way Management

	Funding Availability	Lead Agency	Implement Stage
• Implement internal roadway guidelines (Streets Atlanta)	●	●	○
• Update City's curbspace management policies	●	●	○
• Manage loading zones & rideshare curbspace	●	●	○
• Establish coordination process for construction or lane closures	○	●	○
• Develop & implement a citywide wayfinding system in partnership with developers	○	●	○

## Bike Share

	Funding Availability	Lead Agency	Implement Stage
• Expand bike share from 500 to 1,000 bikes	●	●	○
• Expand bike share from 1,000 to 1,500 bikes	●	●	○

## Trails / Paths

	Funding Availability	Lead Agency	Implement Stage
• Implement high priority trail corridors:	○	●	○
» Atlanta BeltLine Southside Trail			
» PATH 400 (Lindbergh to Sandy Springs)			
» North & South Peachtree Creek Greenway connector			
» Lakewood Trail			
» Proctor Creek Phase 2			
» Eastside Trail extension to Armour Ottley area			
» Eastside Trail extension south to Glenwood Ave			

## Transit

	Funding Availability	Lead Agency	Implement Stage
• Identify Atlanta City Design nature network locations	○	●	○
• Implement Atlanta City Design nature network	○	●	○
• Implement MORE MARTA high frequency service on bus routes:	●	●	○
» Campbellton (Greenbriar Mall to Oakland City)			
» Cascade (Fulton Industrial Blvd to West End)			
» Cleveland (Jonesboro & Browns Mill to East Point)			
» Metropolitan (West End to College Park)			
» Peachtree (Brookhaven to Arts Center)			
• Implement MORE MARTA access improvements for transit, including station and stop enhancements	●	●	○
• Complete engineering / final design for MORE MARTA high priority projects:	●	●	○
» Atlanta BeltLine East			
» Atlanta BeltLine West			
» Crosstown Downtown			
» Crosstown Midtown			
» Clifton Corridor Light Rail Transit (LRT)			
• Initiate environmental for MORE MARTA high priority projects:	●	●	○
» Northside Drive / Metropolitan Pkwy BRT			
» Capitol Ave / Hank Aaron Drive			
» D. L. Hollowell Parkway			
» Crosstown Crescent			
» Atlanta BeltLine South			
» Atlanta BeltLine North			
» Campbellton Rd			
• Expand the installation of bike racks and amenities at transit stations	●	●	○
• Partner with MARTA to identify and implement circular services for first/last mile connectivity	●	●	○

# AFFORDABILITY

## Transit Oriented Development (TOD)

	Funding Availability	Lead Agency	Implement Stage
• Partner with MARTA, Atlanta BeltLine, and developers to implement multimodal street networks in TOD	○	●	○
• Incentivize production of affordable housing around transit nodes in designated growth areas through policy & funding mechanisms	○	●	○

## Transit Fare Coordination

	Funding Availability	Lead Agency	Implement Stage
• Develop fare integration program with partner transit agencies	○	●	○
• Integrate bike share payment with Breeze Cards & ATL Plus Parking	○	●	○

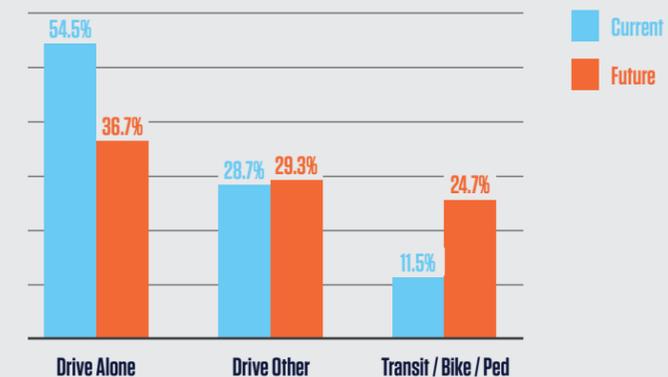
## Zoning

	Funding Availability	Lead Agency	Implement Stage
• Complete citywide rezoning to support higher density & affordability along growth corridors	●	●	○

## Cost Management

	Funding Availability	Lead Agency	Implement Stage
• Identify funding for expanded transit pass discount programs	○	●	○

# MODE SPLIT TARGETS



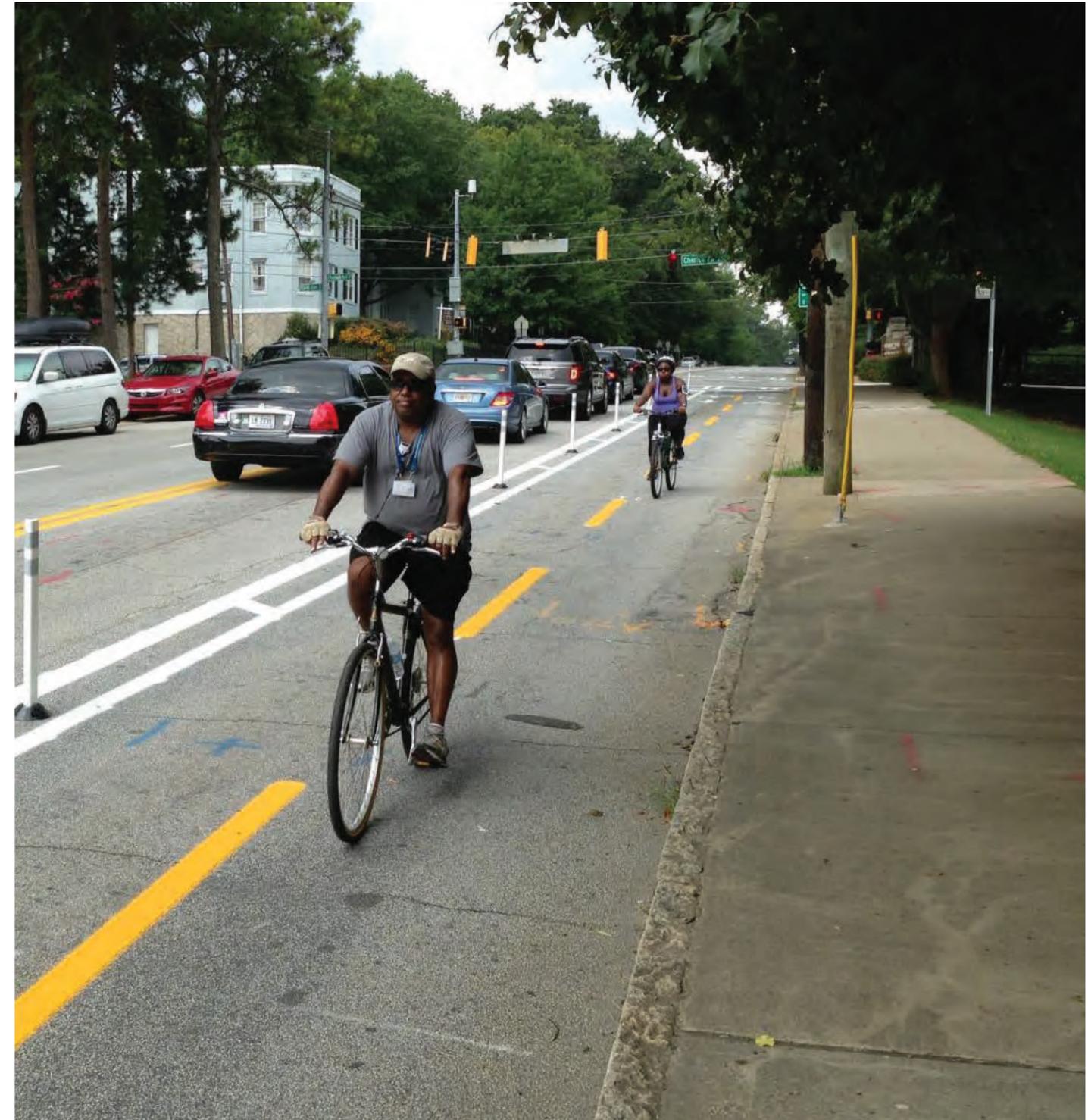
# Mobility

## Active Transportation

Expand connected, dedicated bicycle network

Build and upgrade high quality pedestrian facilities

First/ last mile transit connectivity



# Mobility

## Transportation Demand Management (TDM)

- Shift the mode of travel away from driving alone
- Shift the time of travel away from peak hours
- Provide options and incentives to encourage other modes of travel



# Mobility

## **TDM options & incentives**

- Employer transit subsidies
- Public outreach and information
- Strong parking management program
- Requirements for new development to accommodate and encourage multi-modal access
- Cordon pricing

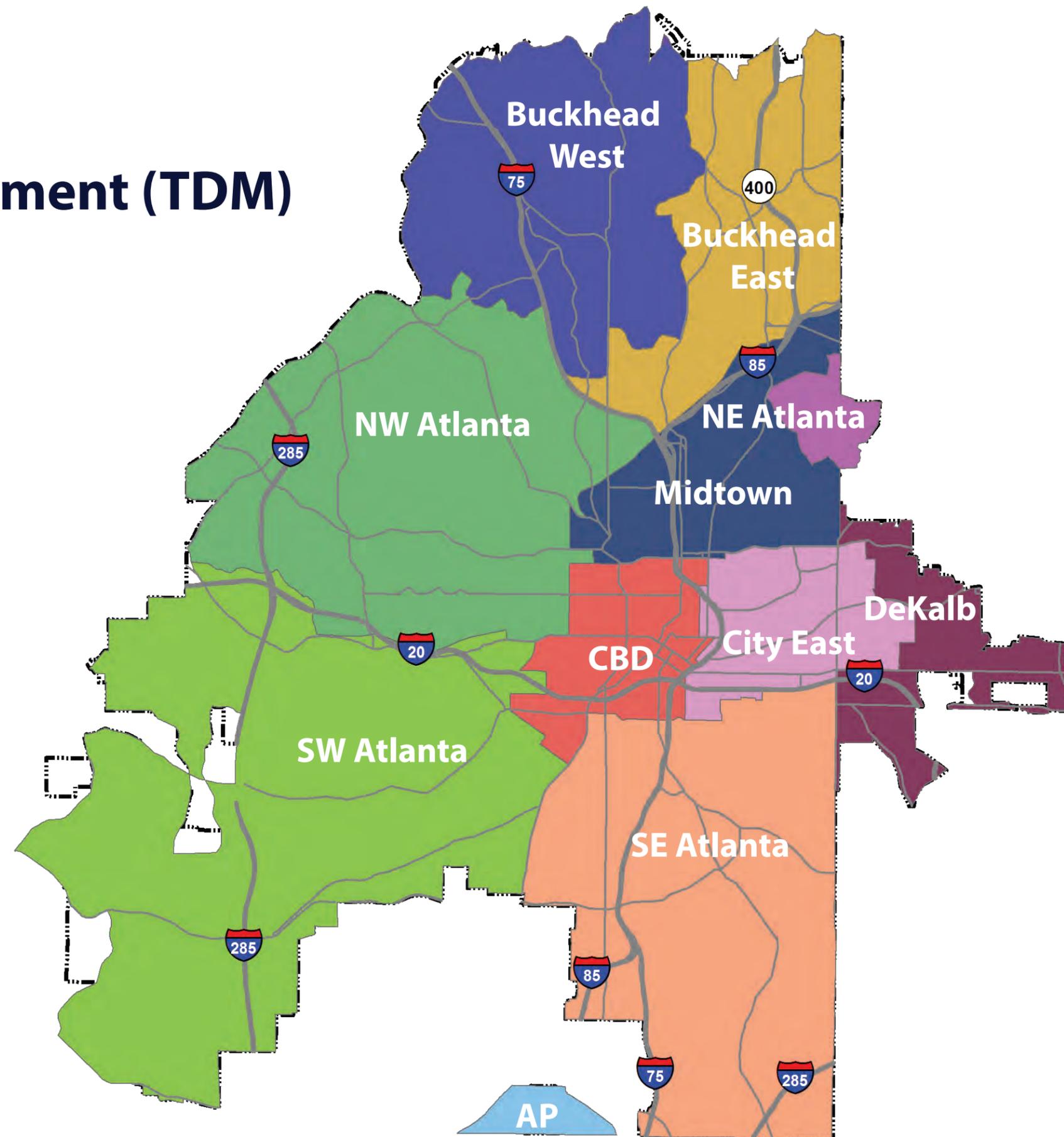
# Mobility

## Transportation Demand Management (TDM)

### Travel Sheds

Defined based upon:

- Land use and urban form
- Density
- Multi-modal options
- Network connectivity



Atlanta's travel sheds

# Mobility

## Transportation Demand Management (TDM)

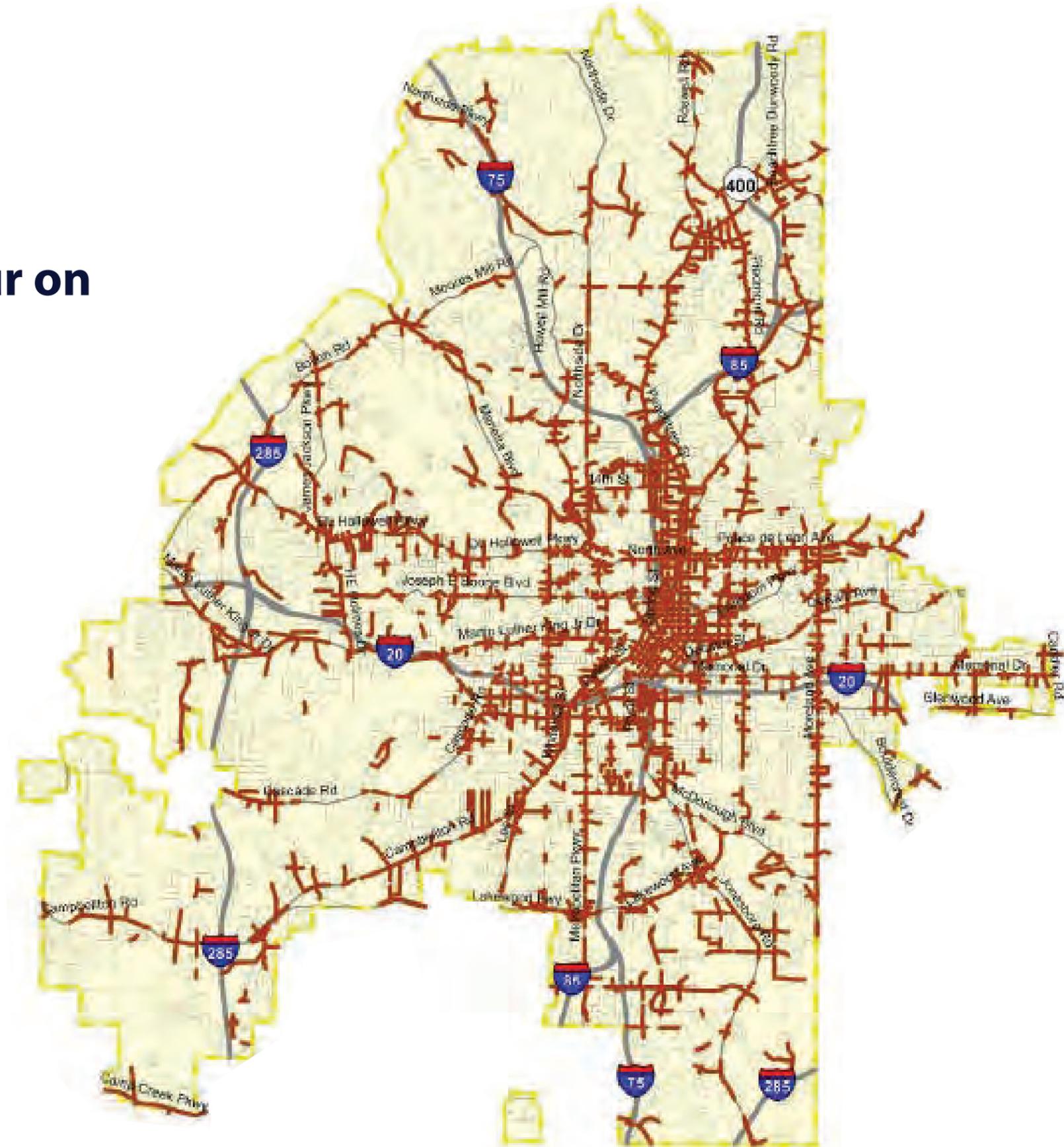
### Projected TDM Impact For Travel Sheds

Travel Shed	Model SOV Split	Target SOV Split	Post TDM SOV Split
<b>CBD</b>	47%	45%	28%
<b>Midtown</b>	57%	38%	34%
<b>Buckhead East</b>	61%	33%	36%
<b>City East</b>	55%	44%	40%
<b>SW Atlanta</b>	47%	47%	37%
<b>NW Atlanta</b>	55%	41%	42%
<b>NE Atlanta</b>	62%	57%	52%
<b>Buckhead West</b>	62%	41%	59%
<b>SE Atlanta</b>	47%	44%	41%
<b>Dekalb</b>	52%	46%	48%
<b>Airport</b>	72%	60%	54%

# Safety

## Focus on High Injury Network

**42% of injuries and 72% of fatalities occur on only 6% of Atlanta's roadways**



Injury prevalence on Atlanta roadways

# Safety

## Improve health, safety, and comfort for all users of the transportation system

Atlanta has higher crash, injury, and fatality rates than the national average and peer cities

Atlanta's pedestrian fatality rate is twice the national average

Collision Death Rate per 100,000 Population		
	Total Fatalities	Pedestrian Fatalities
United States	10.90	1.67
Georgia	14.00	1.89
<b>Atlanta</b>	<b>12.50</b>	<b>3.23</b>
Chicago	4.45	1.69
Seattle	3.80	1.02
Washington, DC	3.42	1.93

**Collision Death Rates (2015)**

Source: National Highway Traffic Safety Administration: Traffic Safety Facts 2015

# Safety

## Address the Most Vulnerable

### Users:

Elderly

Young

Disabled

Underserved Communities

### Modes:

Pedestrians

Bicyclists

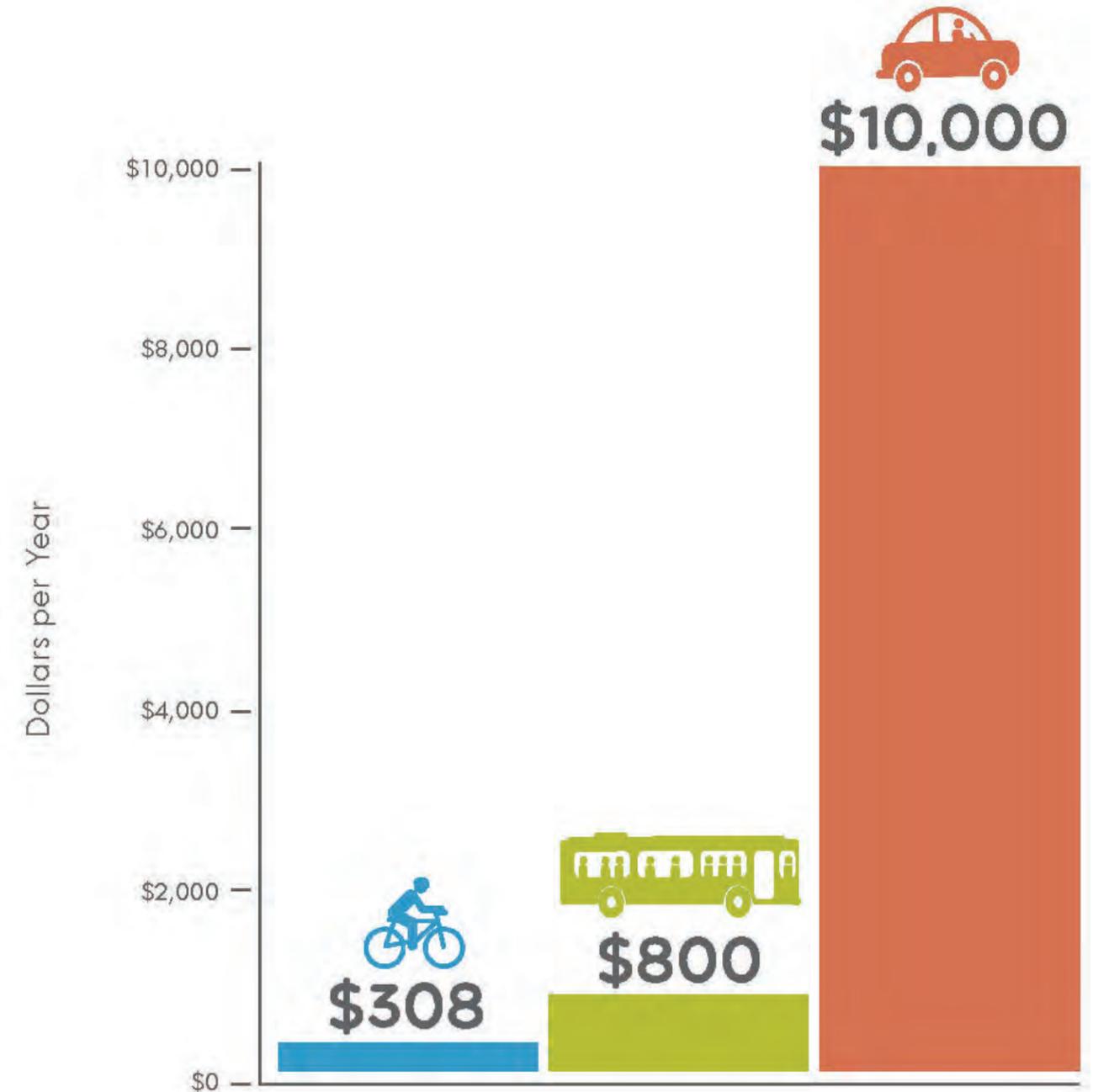


# Affordability

## Driving is the most expensive transportation option

Expanding transportation options throughout the City builds an equitable, affordable system for all

Many communities that rely most heavily on transit are those least well served by it



# Affordability

## Housing & Transportation

Housing and transportation are the two largest household expenses

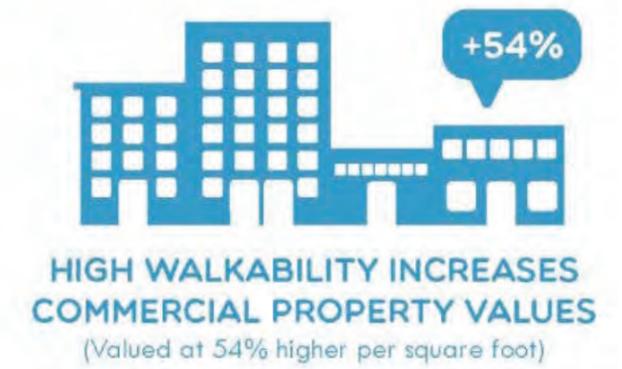
Reducing transportation costs makes better housing affordable

Mixed uses reduce distances of travel and the need for vehicle ownership

### DISCONNECTED NETWORK



### CONNECTED NETWORK

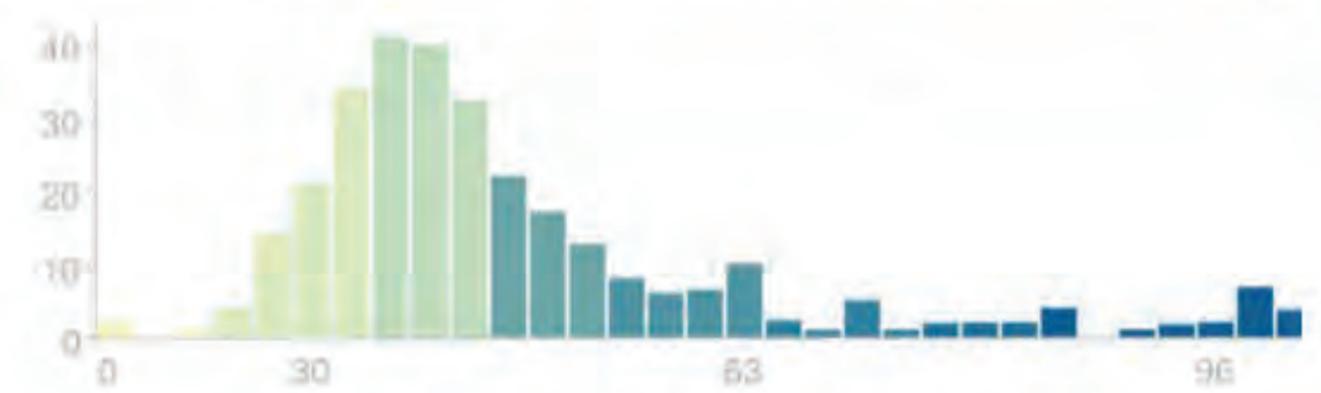


SOURCE: Pro, Gory And Jeffrey D. Fisher, "The Walkability Premium in Commercial Real Estate Investments," Working Paper, Responsible Property Investing Center, University Of Arizona Barock Center For Real Estate Studies, Indiana University, February 2010.

**H+T Costs % Income: 50%**

Housing: 31% Transportation: 18%

### Housing + Transportation Costs % Income



Housing + Transportation Costs % Income  
Average : 50% Range: 19 - 109

# ATLANTA'S CAR FREE

## Livability Map



# ATLANTA'S CAR FREE LIVABILITY MAP

**Atlanta's Transportation Plan (ATP)** is the access strategy for **The Atlanta City Design**- it's our blueprint for creating a comprehensive transportation network that will provide all Atlantans with the efficient, safe, and equitable mobility options that will support healthy and inclusive growth.

A critical component of this effort- and the larger vision of The Atlanta City Design- is **reducing Atlanta's dependency on automobiles.**

**Atlanta's Car-Free Livability Map** allows us to analyze the suitability of areas within our city for car-free living.

Developed as an outgrowth of the ATP, this map represents a **uniquely customized** and **data-driven** tool for assessing existing conditions, evaluating our progress as we work to create a less car-dependent Atlanta, and engaging with citizens, stakeholders, and partner agencies.



# DIVIDING THE CITY FOR ANALYSIS

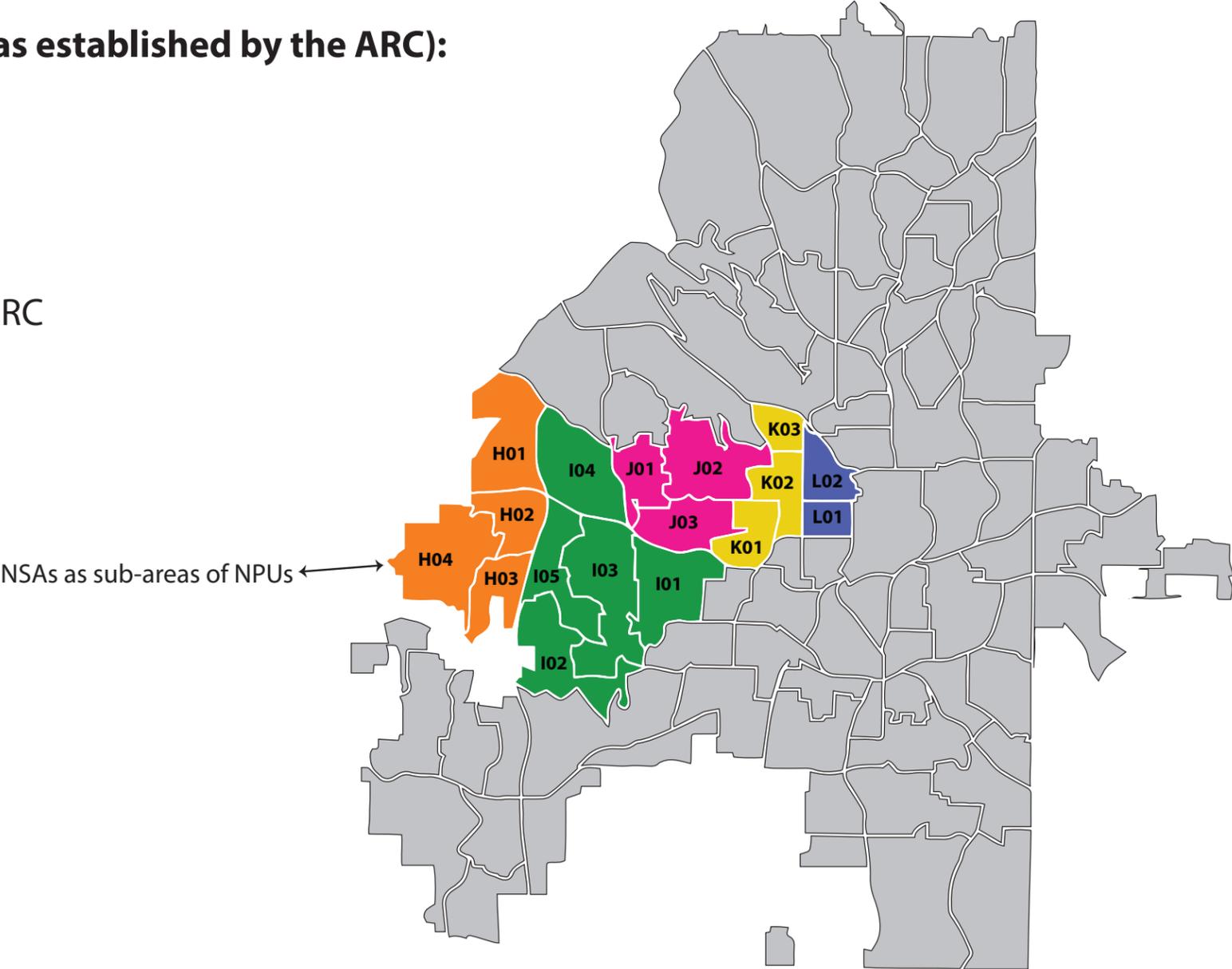
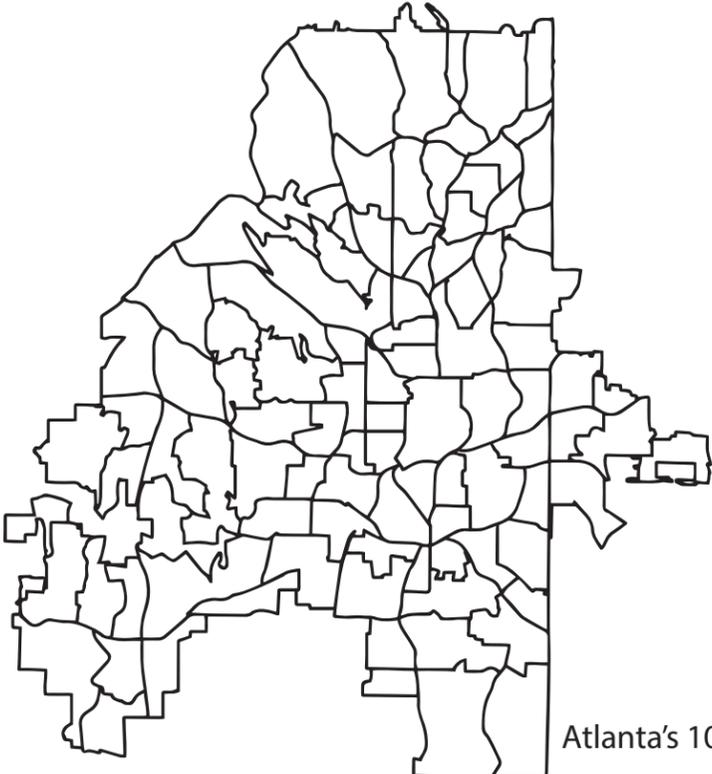
## The trouble with using neighborhoods:

“Atlanta neighborhoods are “self-identified” by residents. As a result, there are portions of the city that are not part of any neighborhood, while others are claimed by more than one. Also, some neighborhoods are very small; a few are as small as 1/100 of a square mile and have populations of 100 or fewer- much too small to report sample-based statistics” – The Atlanta Regional Commission

## The benefits of using Neighborhood Statistical Areas (NSAs - as established by the ARC):

NSAs:

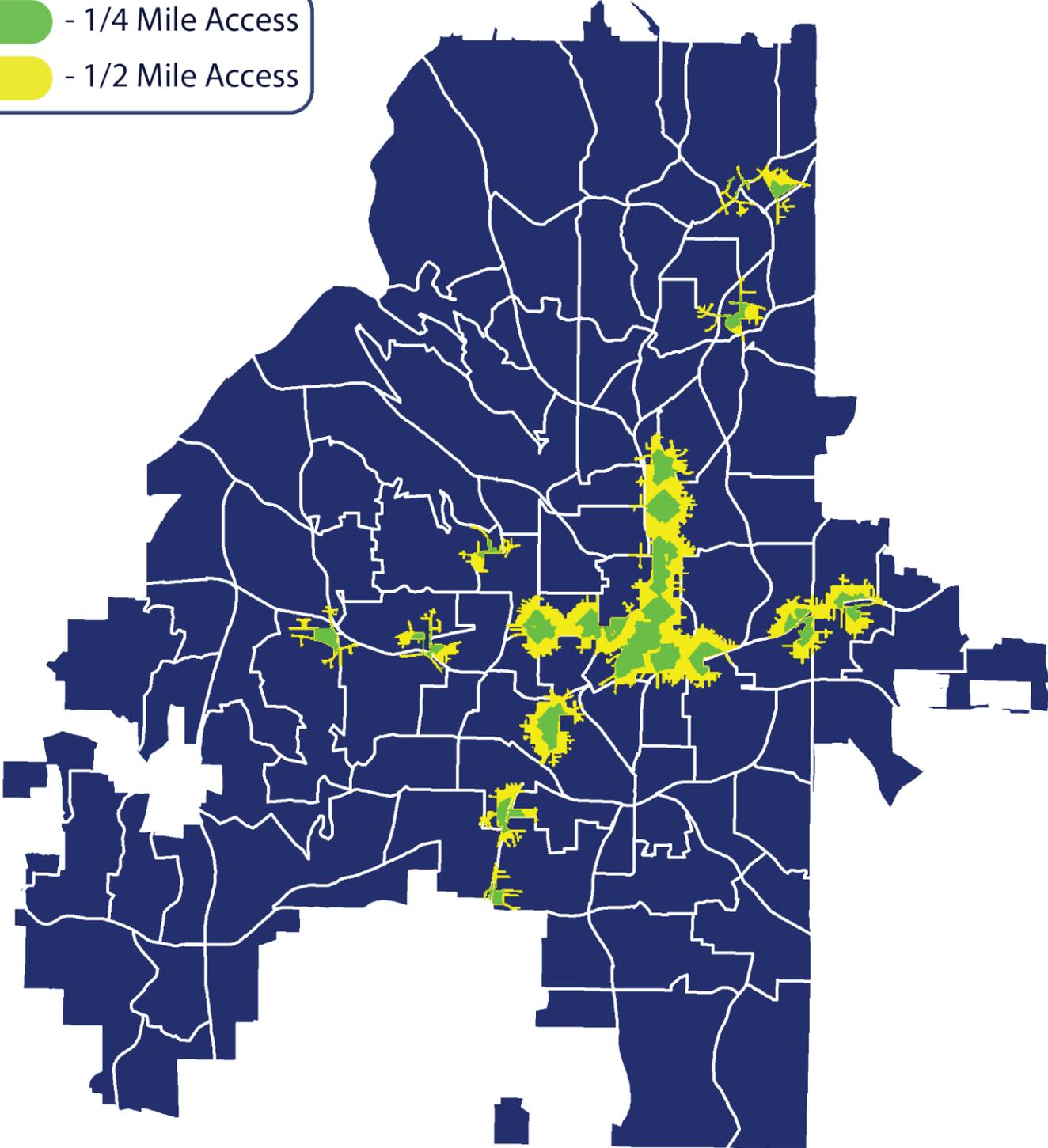
- 1) Are comprised of census blocks
- 2) Nest within our established NPUs
- 3) Have a minimum population of 2,000
- 4) Assign territory to one, and only one, area
- 5) Have pre-existing demographic information curated by the ARC



# THE ANALYSIS

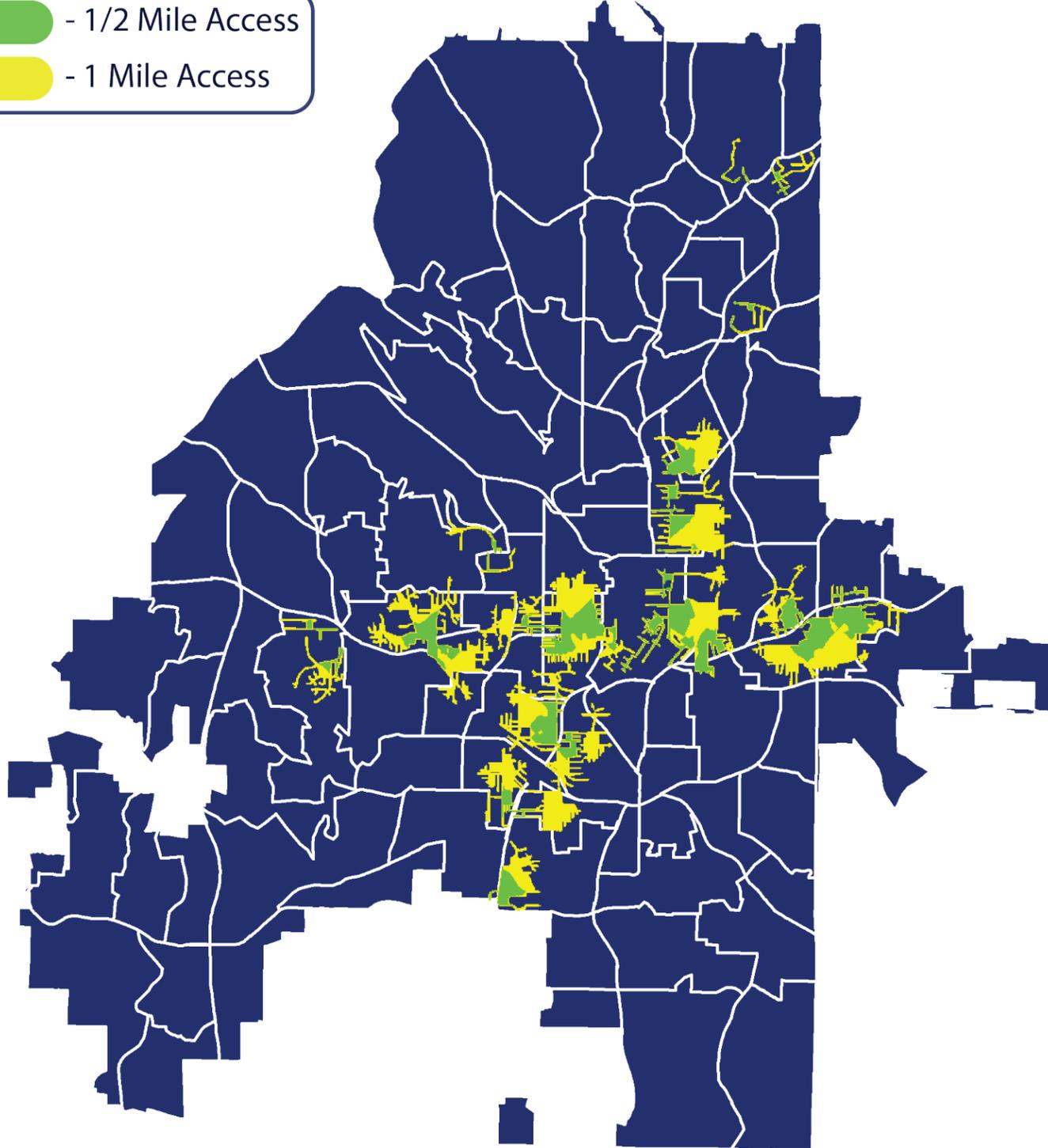
### Walk to MARTA

- 1/4 Mile Access
- 1/2 Mile Access



### Bike to MARTA

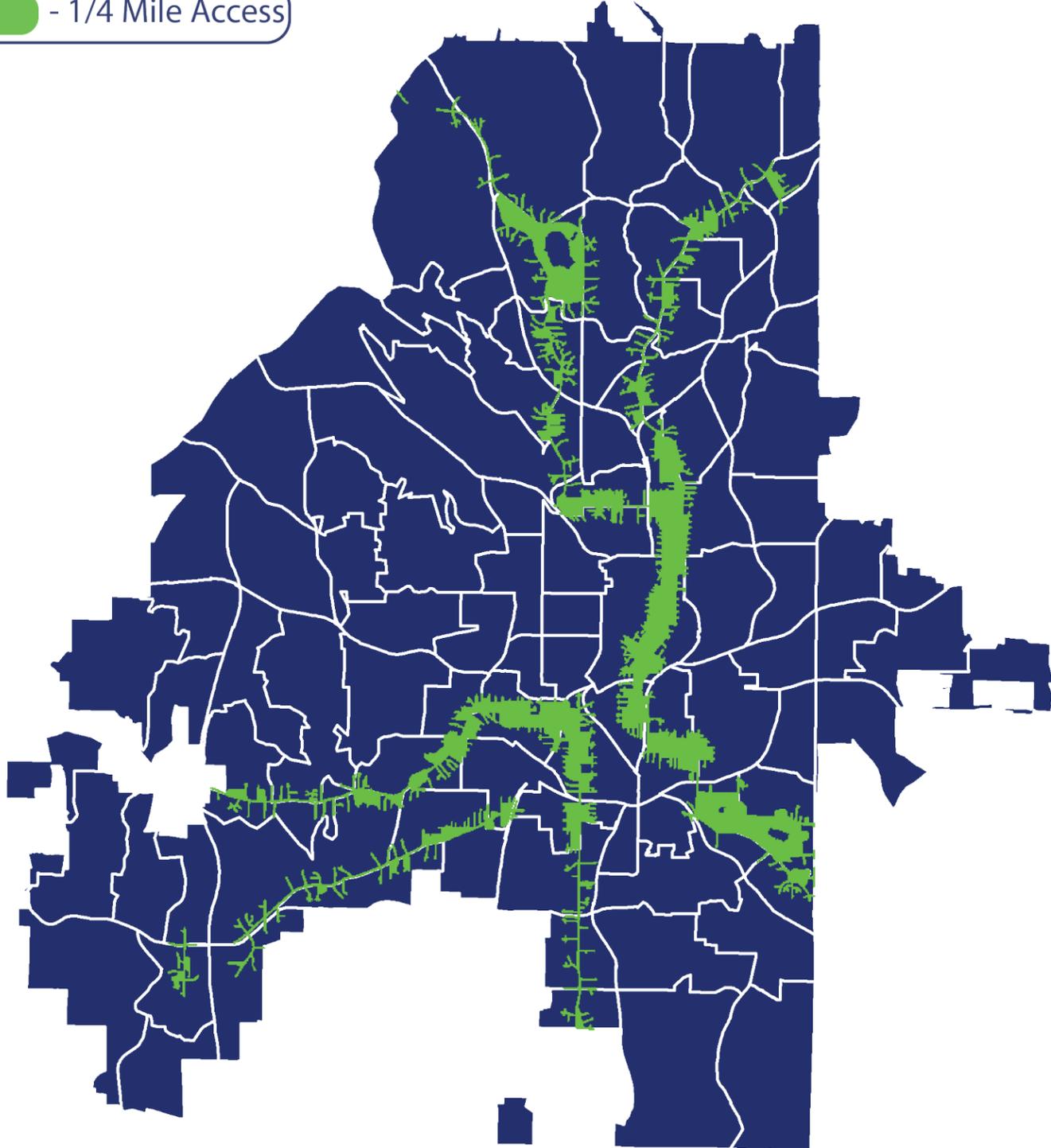
- 1/2 Mile Access
- 1 Mile Access



# THE ANALYSIS

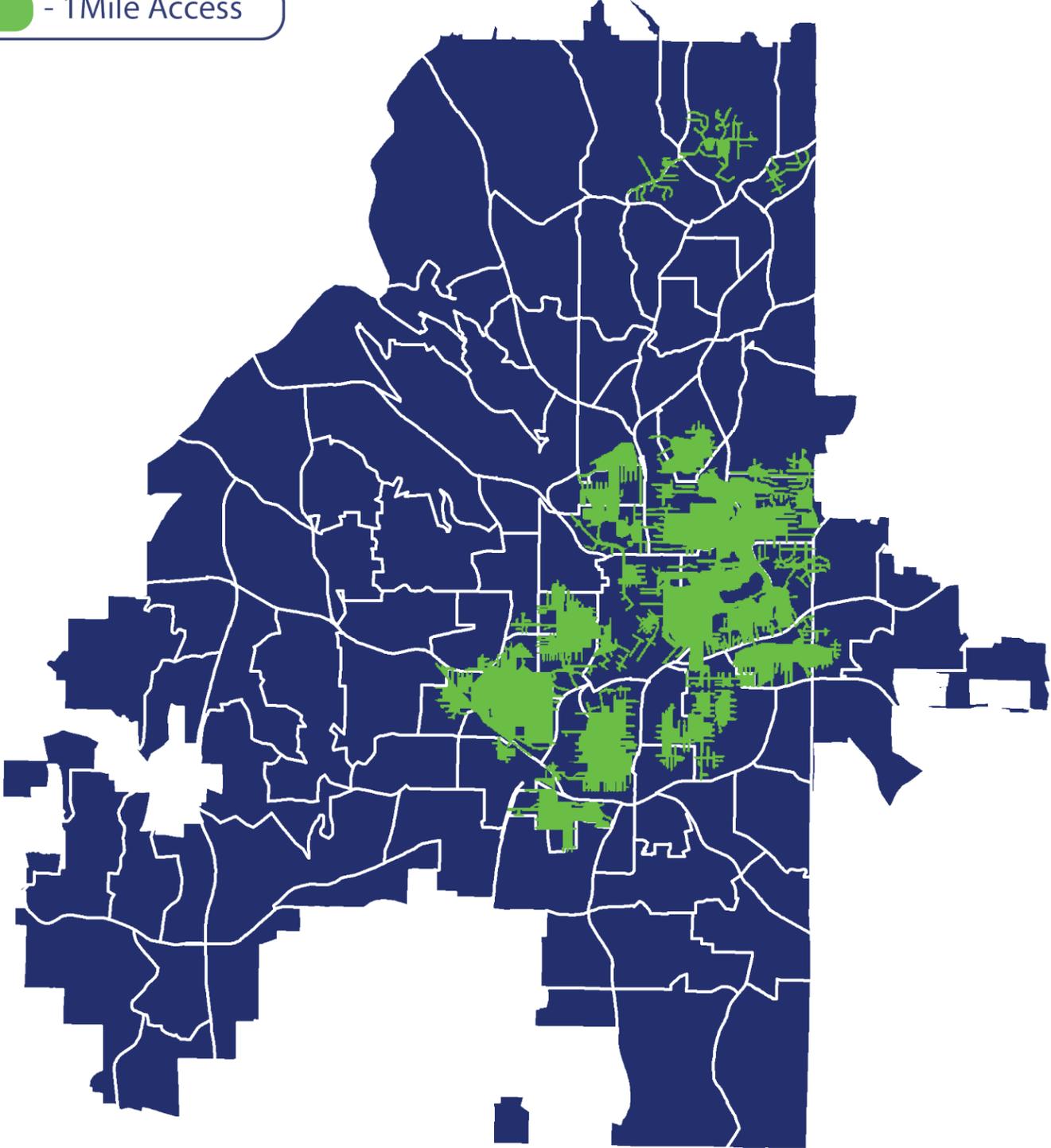
Walk to Short Headway Bus Service

 - 1/4 Mile Access



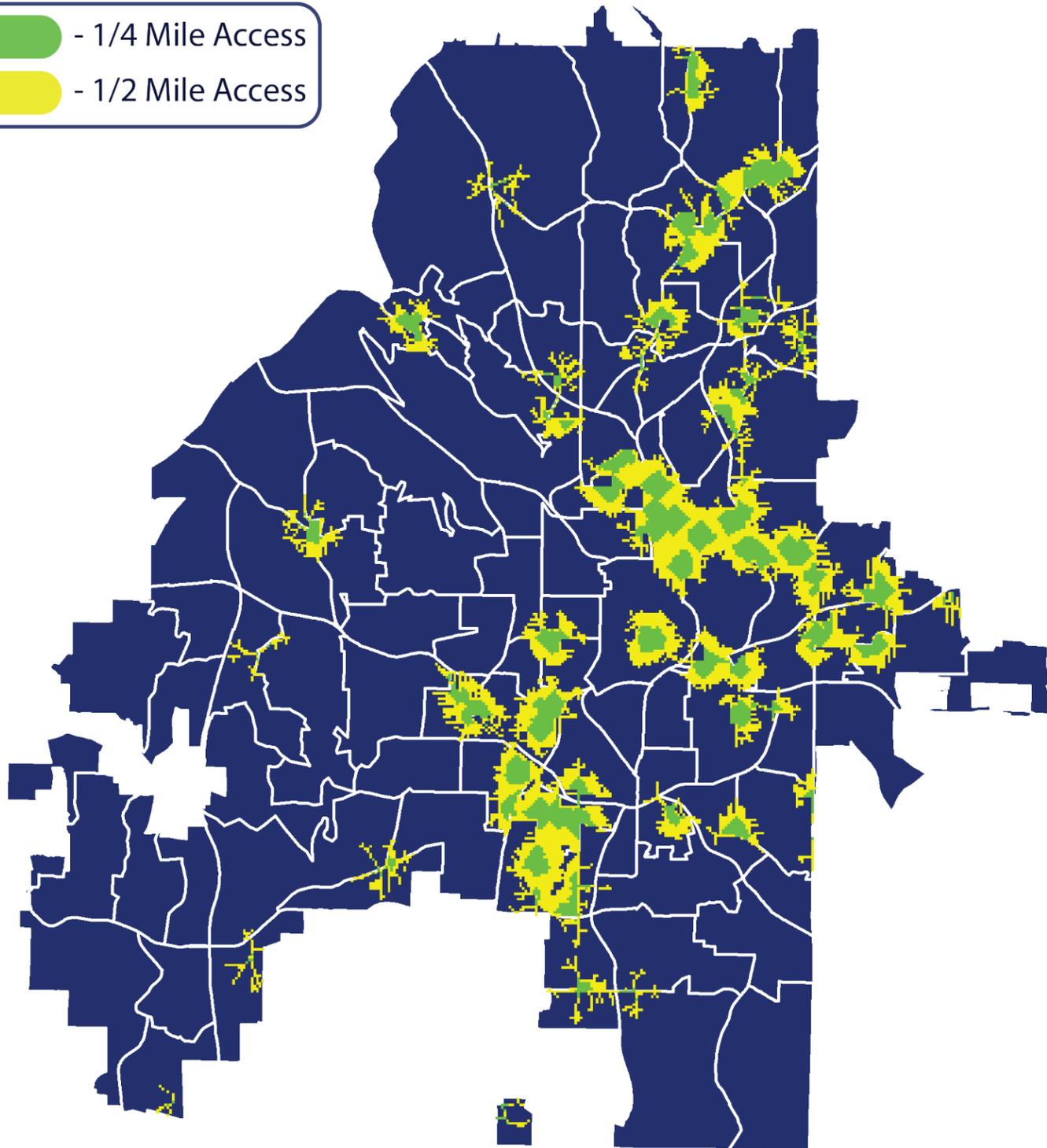
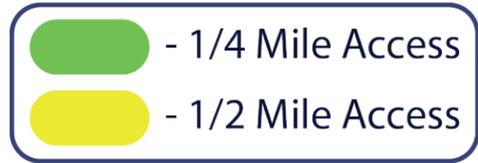
Relay Bike Share Coverage

 - 1 Mile Access

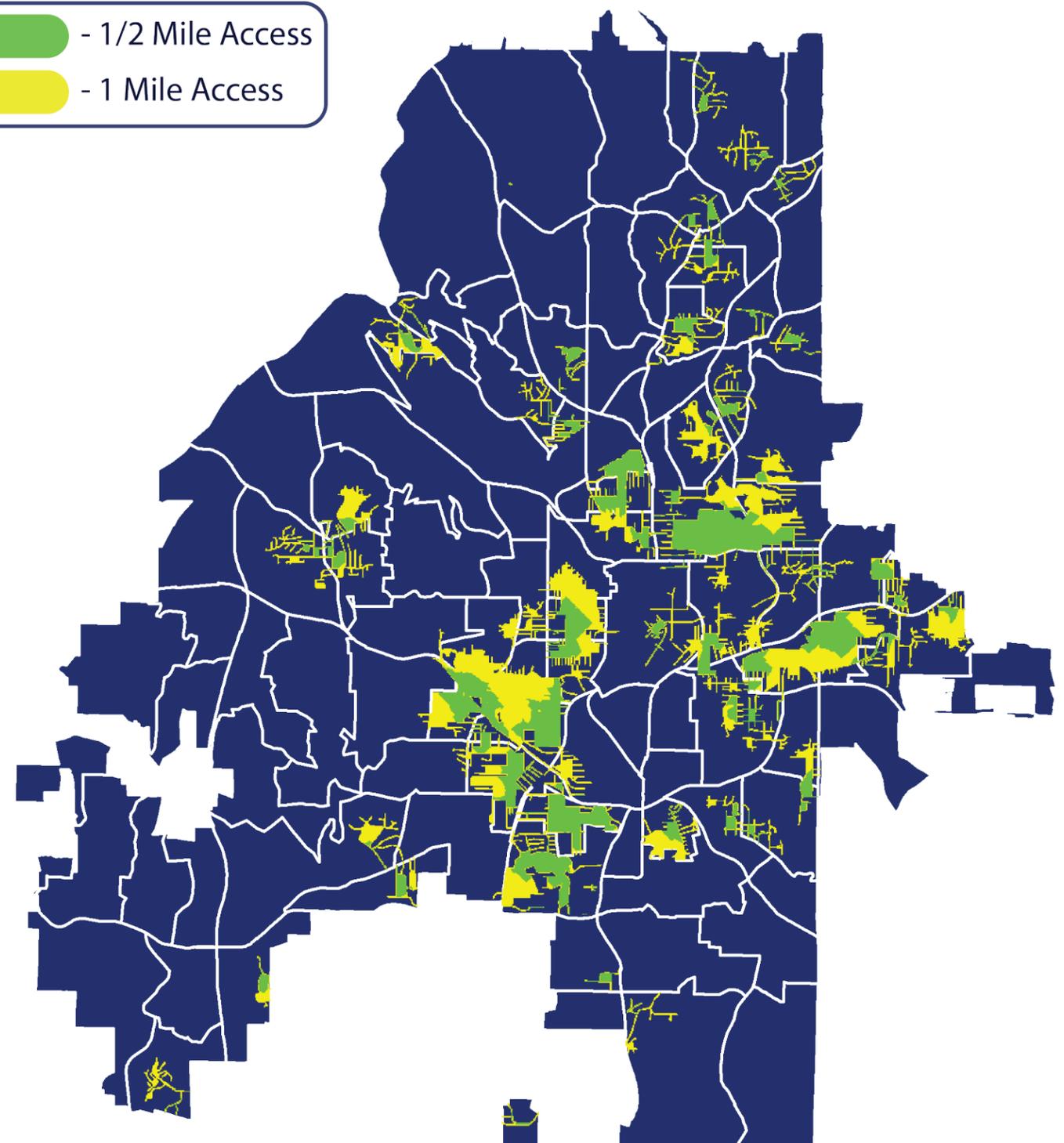
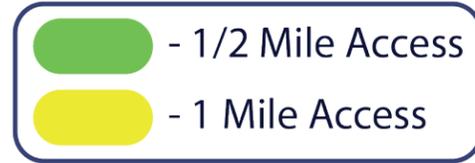


# THE ANALYSIS

## Walk to Groceries

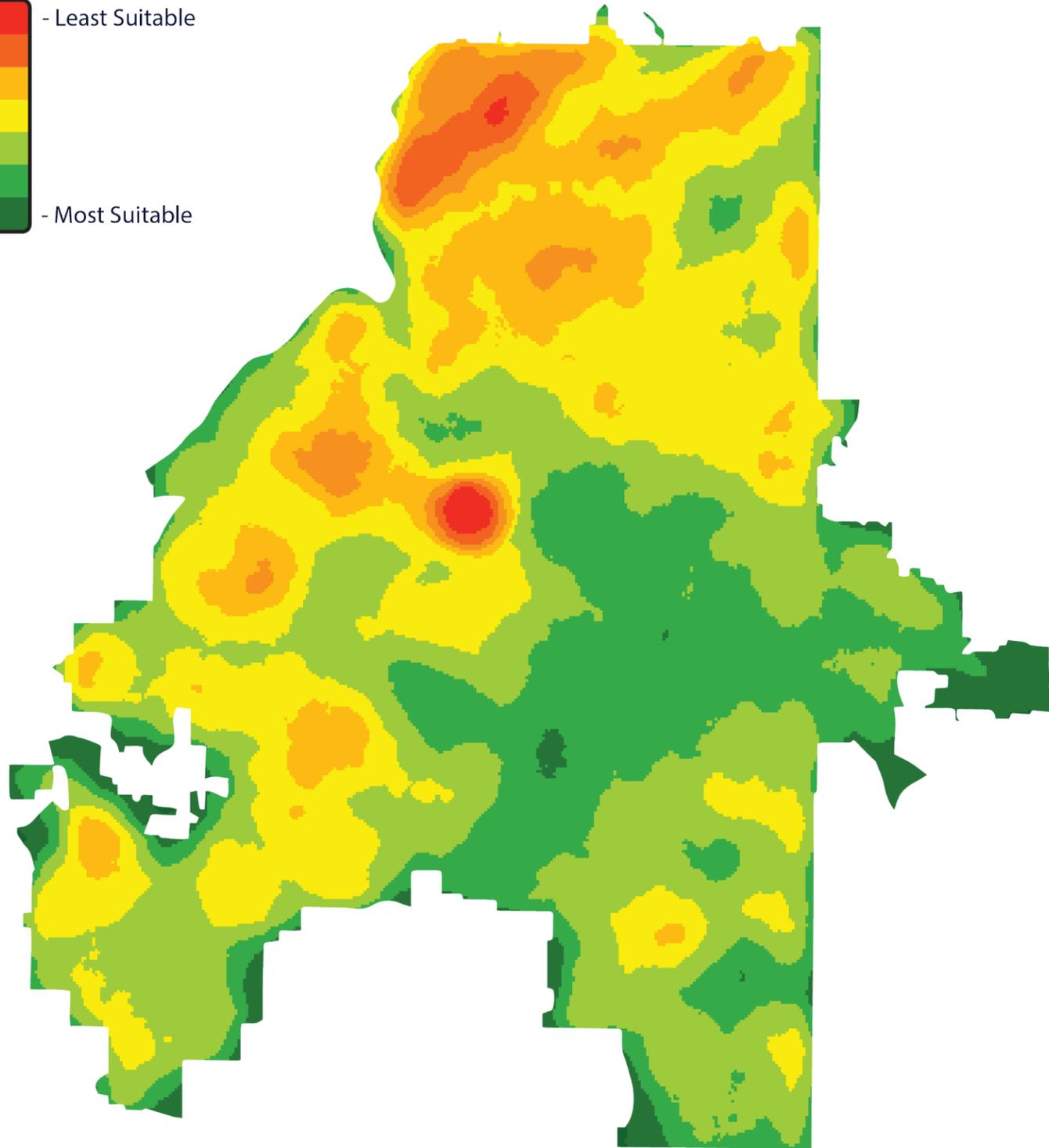
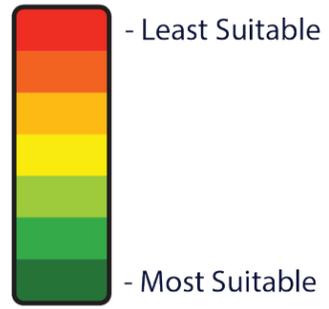


## Bike to Groceries

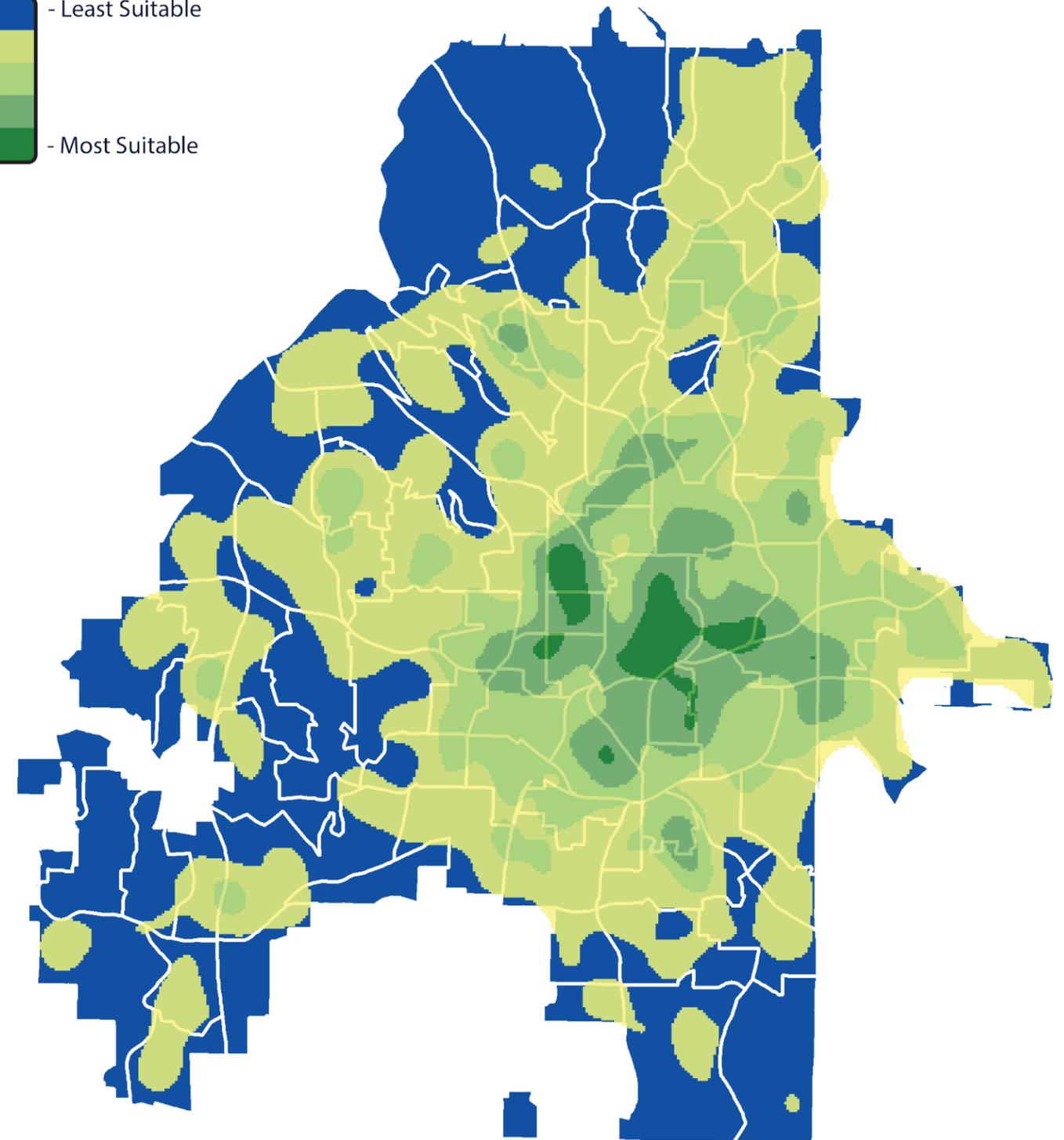


# THE ANALYSIS

## Slope / Hilliness

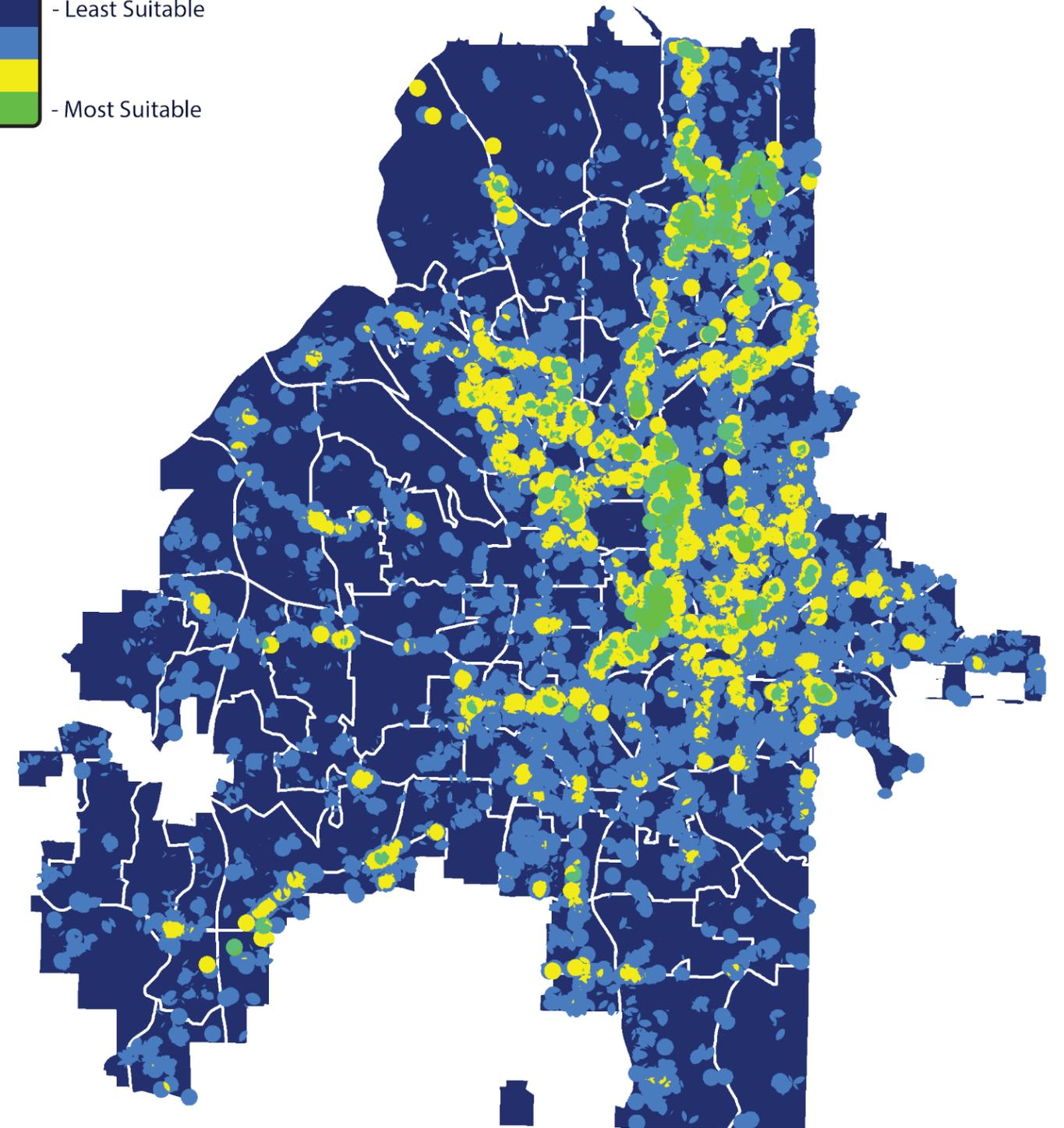
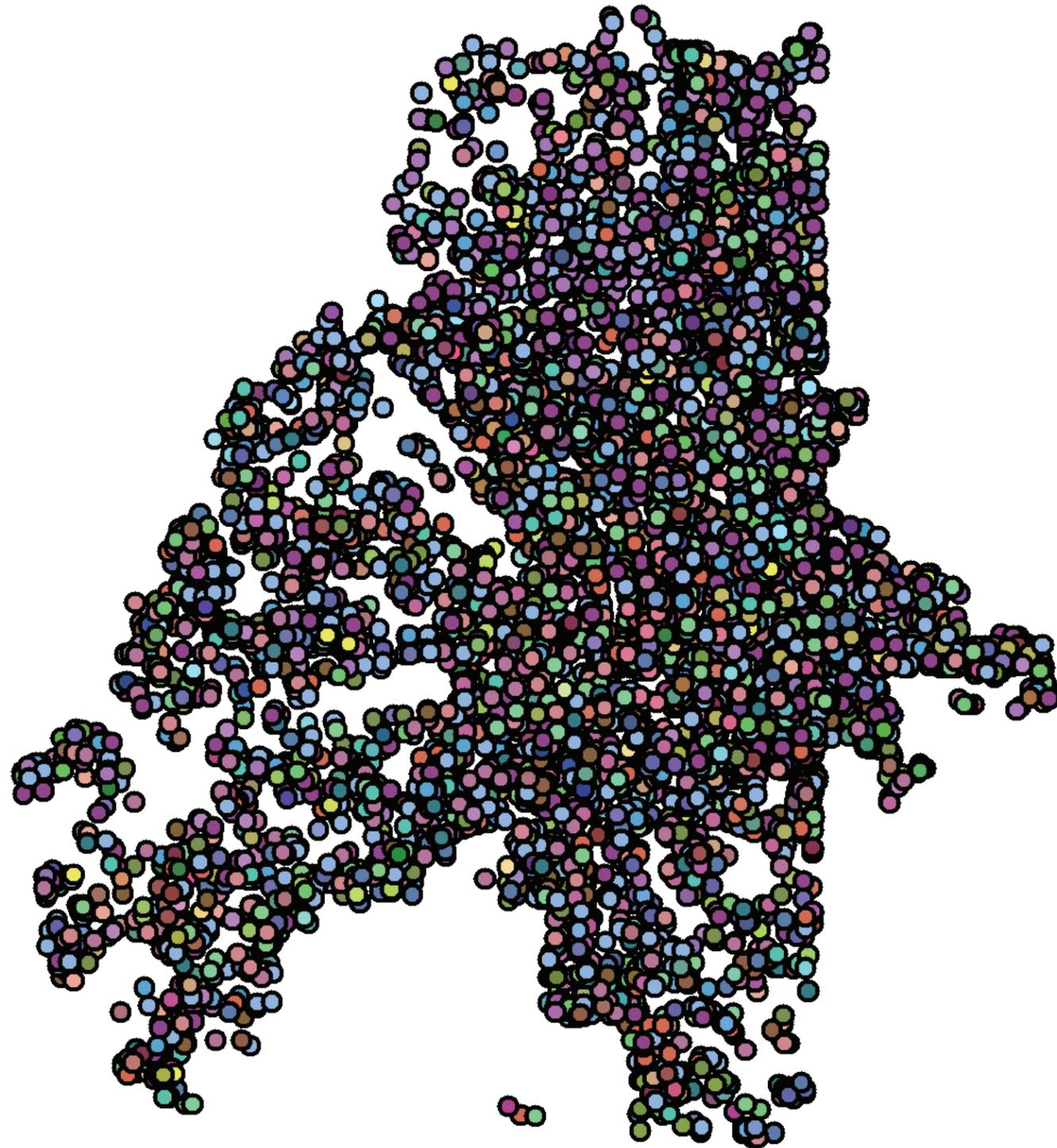


## Intersection Density



# THE ANALYSIS

Variety of Access / Multifunctionality



# ASSEMBLING THE MAP

## 1) Assign weights of influence:

Not all factors have the same degree of impact

Walk to MARTA Rail: x5

Variety: x4

Intersection Density: x4

Walk to Groceries: x3

Walk to Bus: x3

Bike to MARTA Rail: x3

Bike access to Groceries: x1

Slope: x1

Relay Bike Share: x1

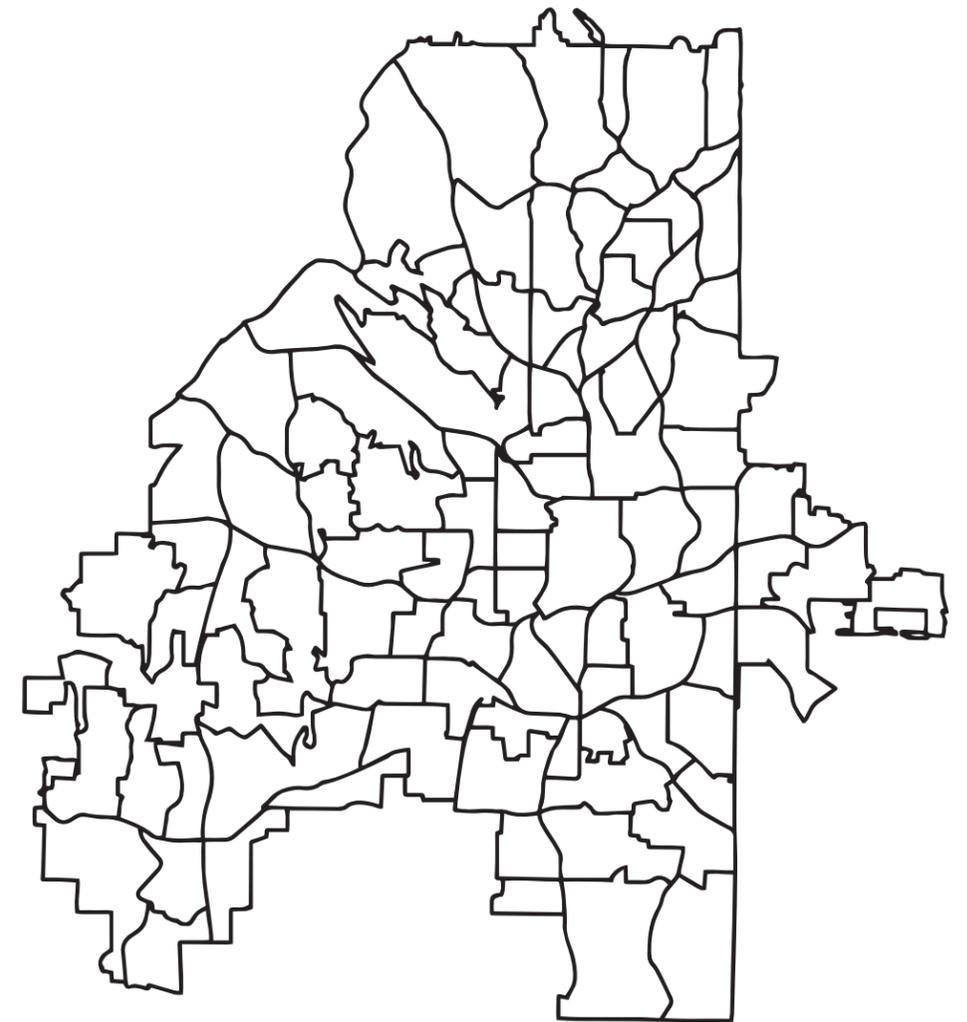
## 2) Overlay data layers:

Scores for each layers are "stacked"

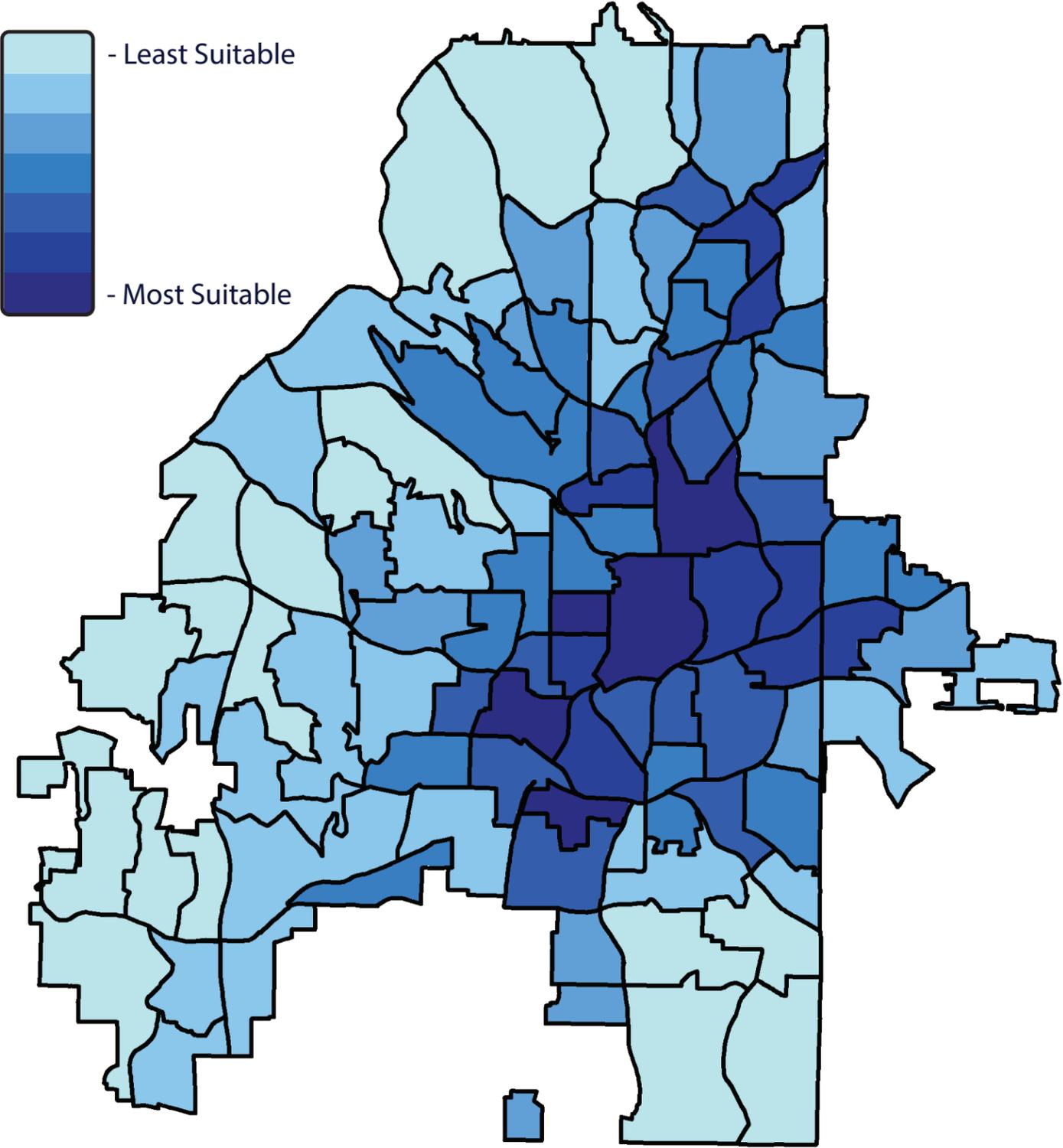


## 3) Calculate Results (Zonal Statistics)

Average scores over areas of analysis



# ATLANTA'S CAR FREE LIVABILITY MAP

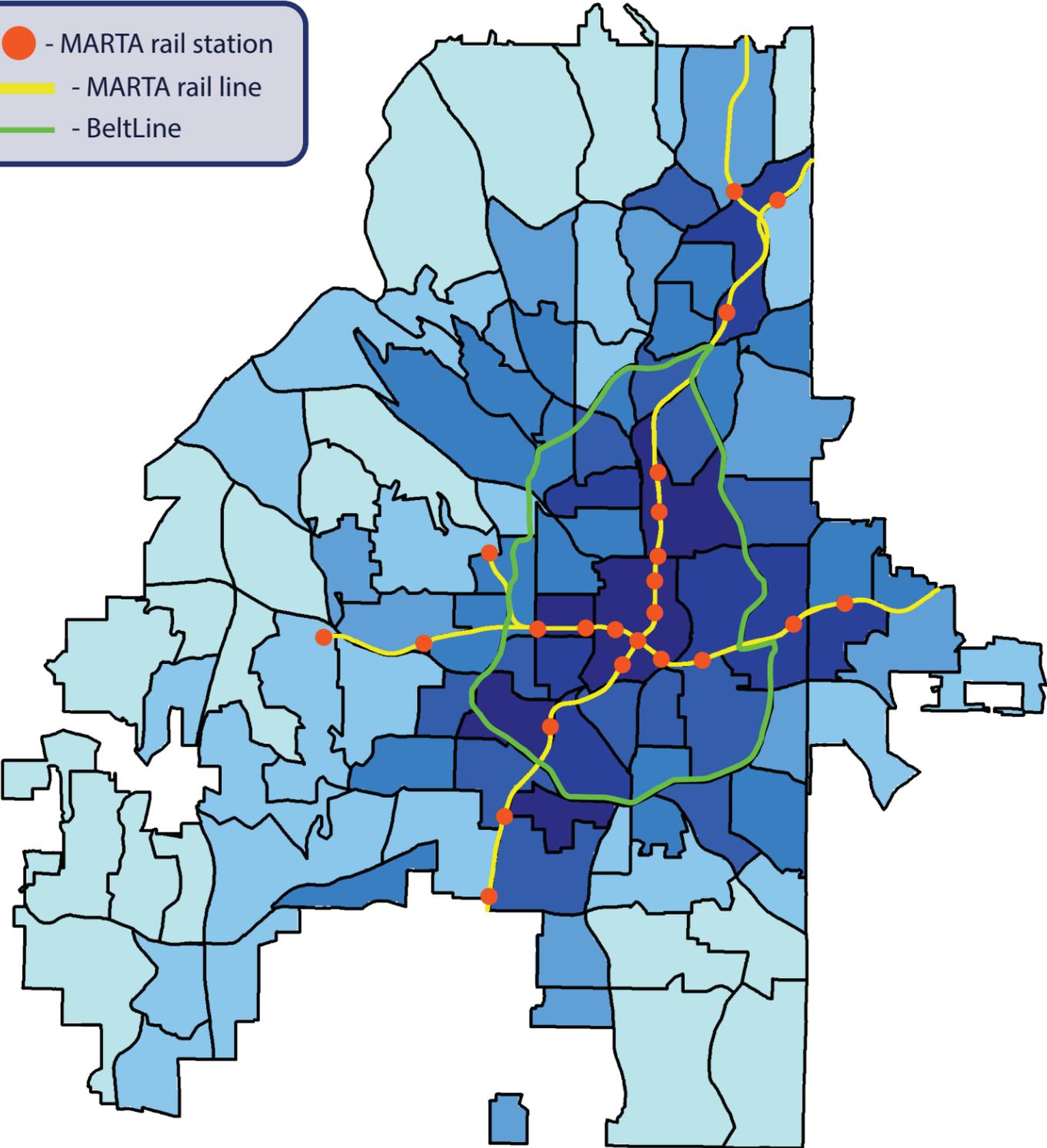


- Least Suitable

- Most Suitable

**Added Context**

- MARTA rail station
- MARTA rail line
- BeltLine



# PEACHTREE STREET

## Shared Street Concept



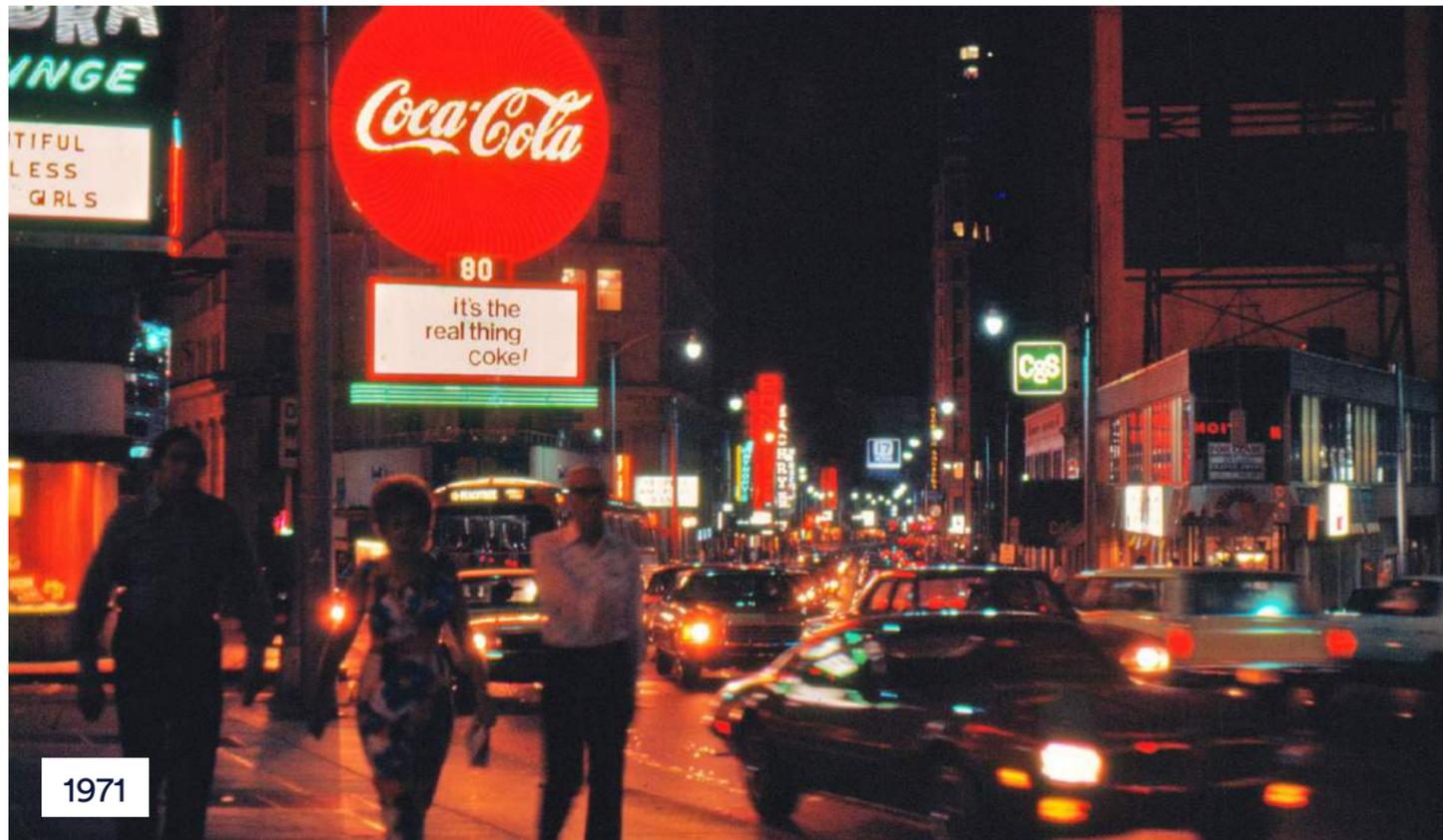
# PEACHTREE STREET OVER THE YEARS



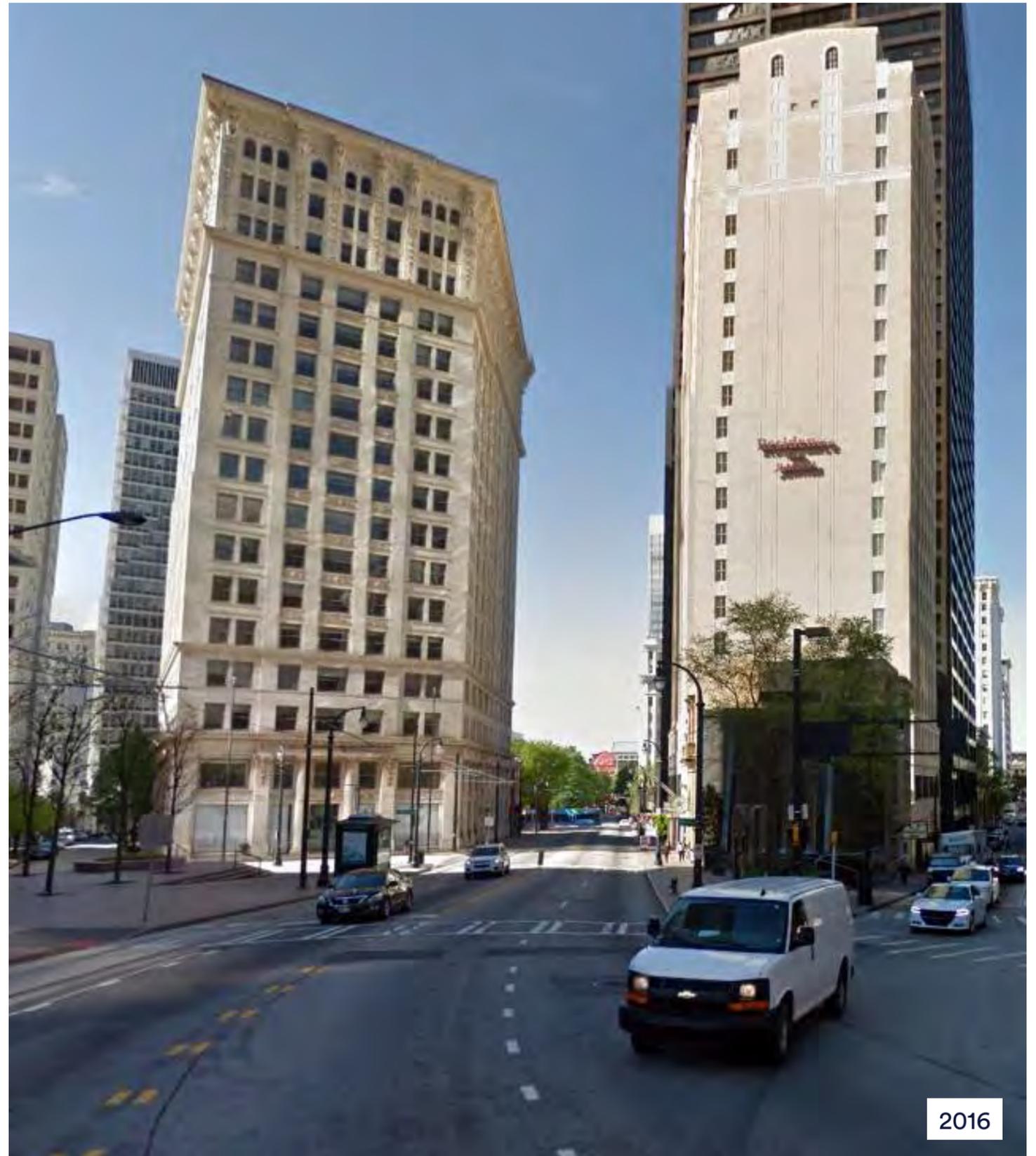
1945



1954

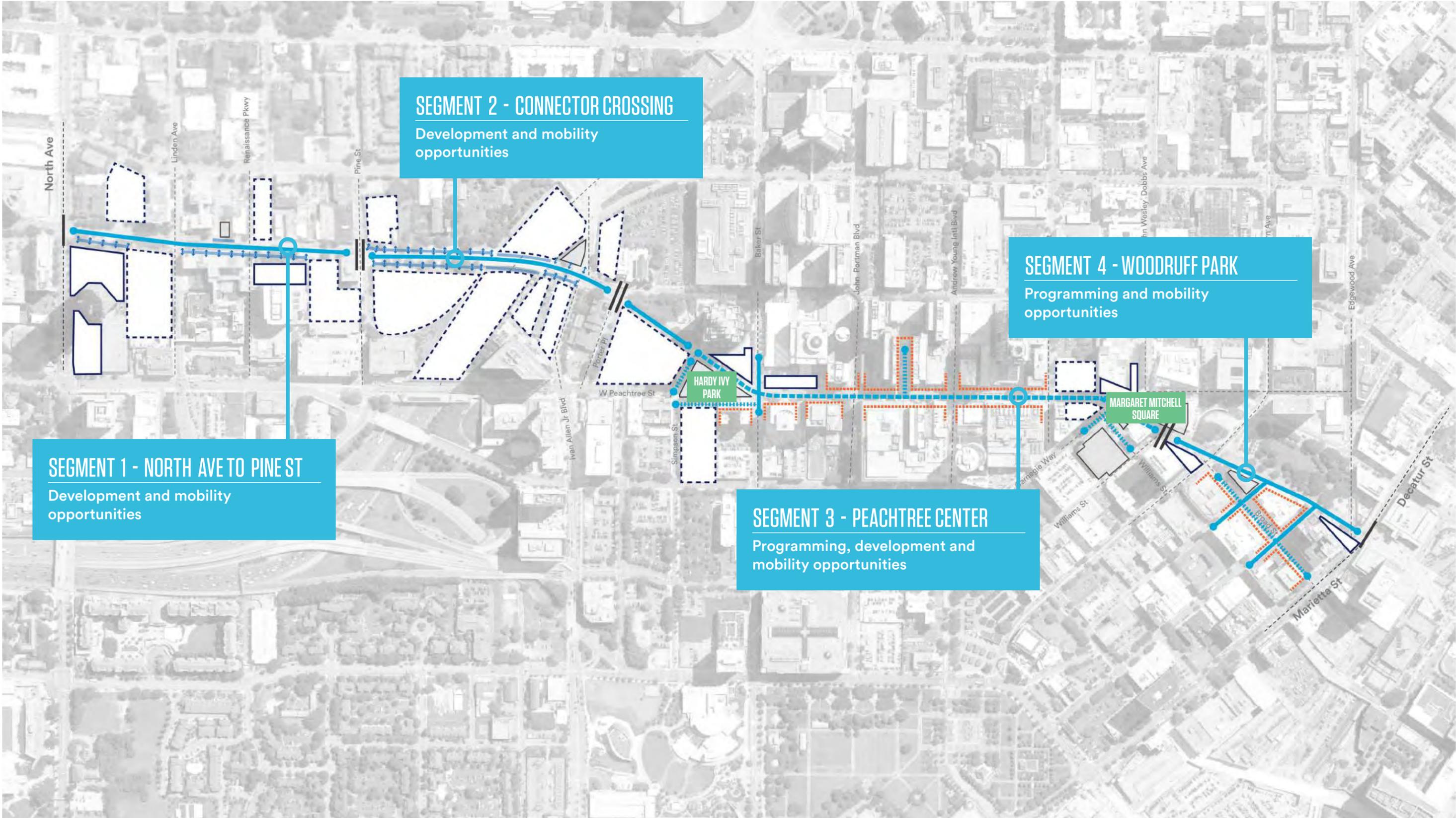


1971

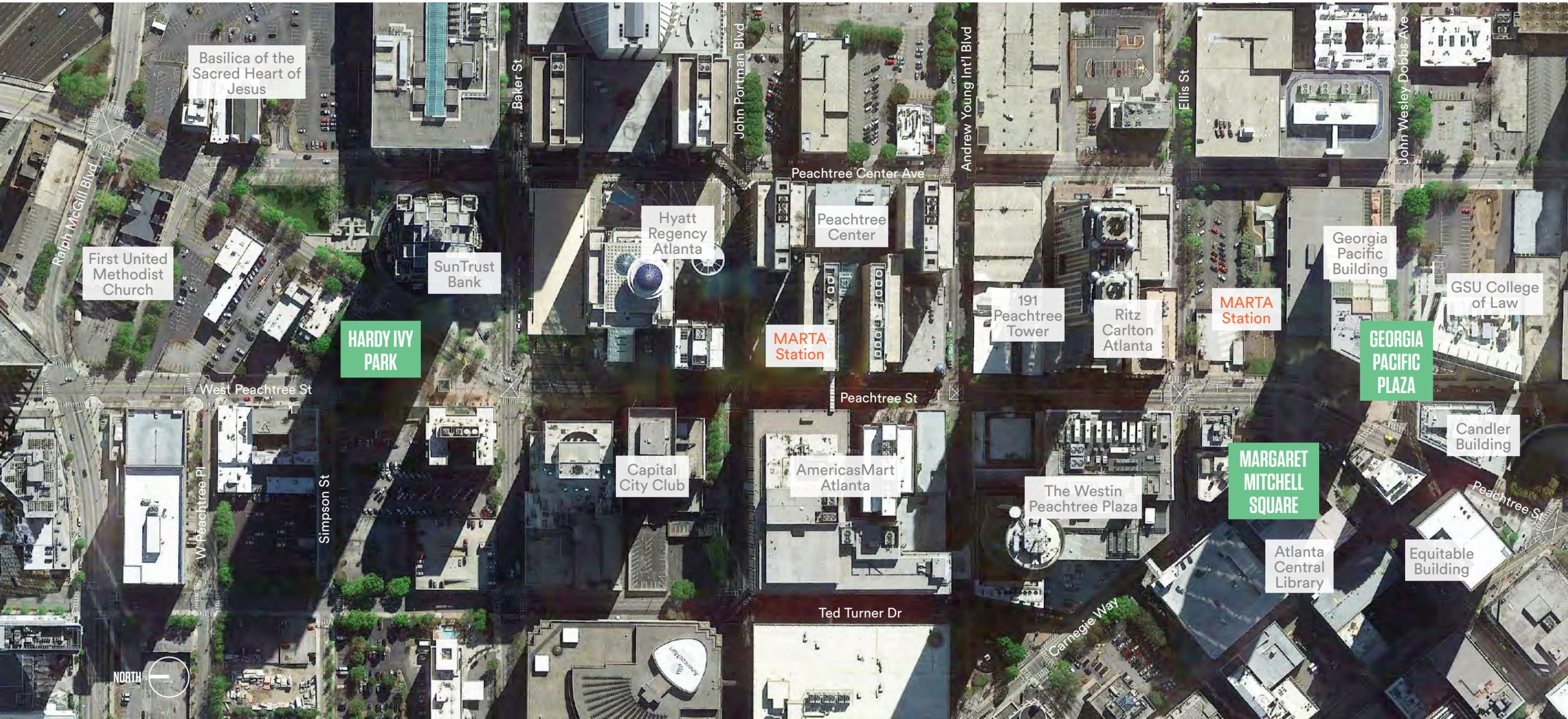


2016

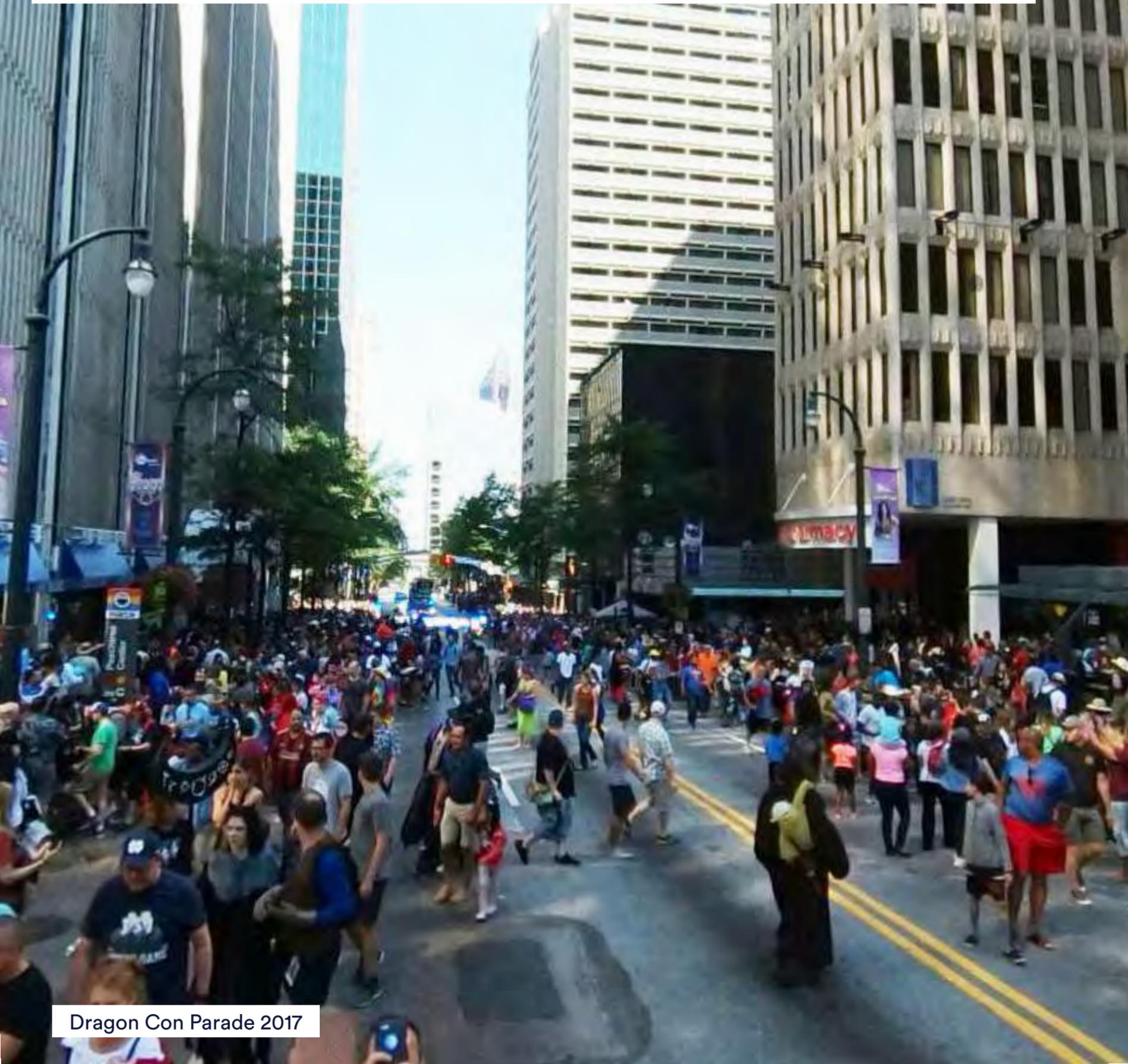
# ACTIVATION STRATEGIES BY SEGMENT



# SEGMENT 3 - PEACHTREE CENTER



# HOW DO WE GET THIS LEVEL OF ACTIVITY EVERY DAY?

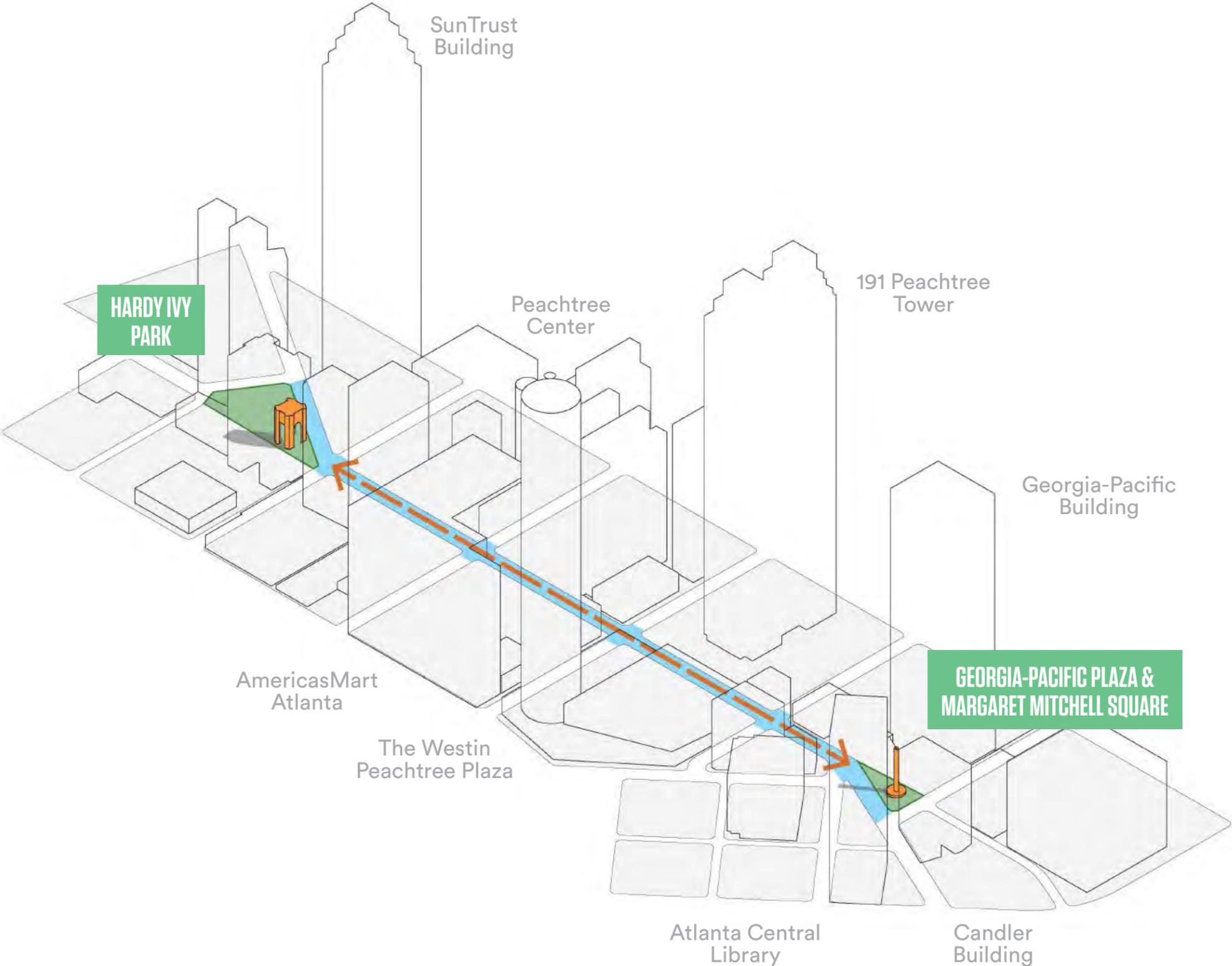


Dragon Con Parade 2017



Atlanta Streets Alive 2017

# CONNECT & DESIGN THE PUBLIC SPACES



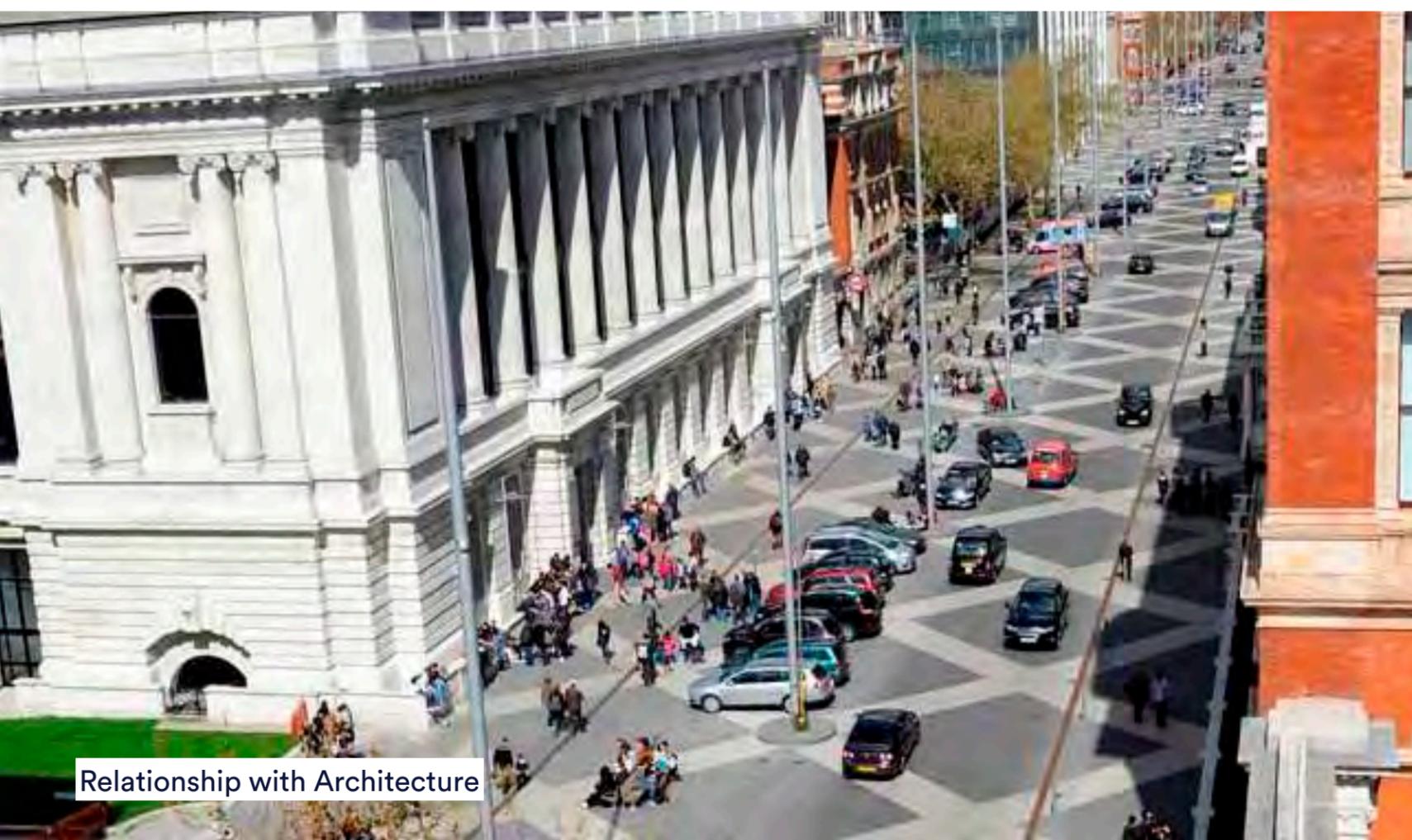
# ILLUSTRATIVE CONCEPT FOR PEACHTREE CENTER



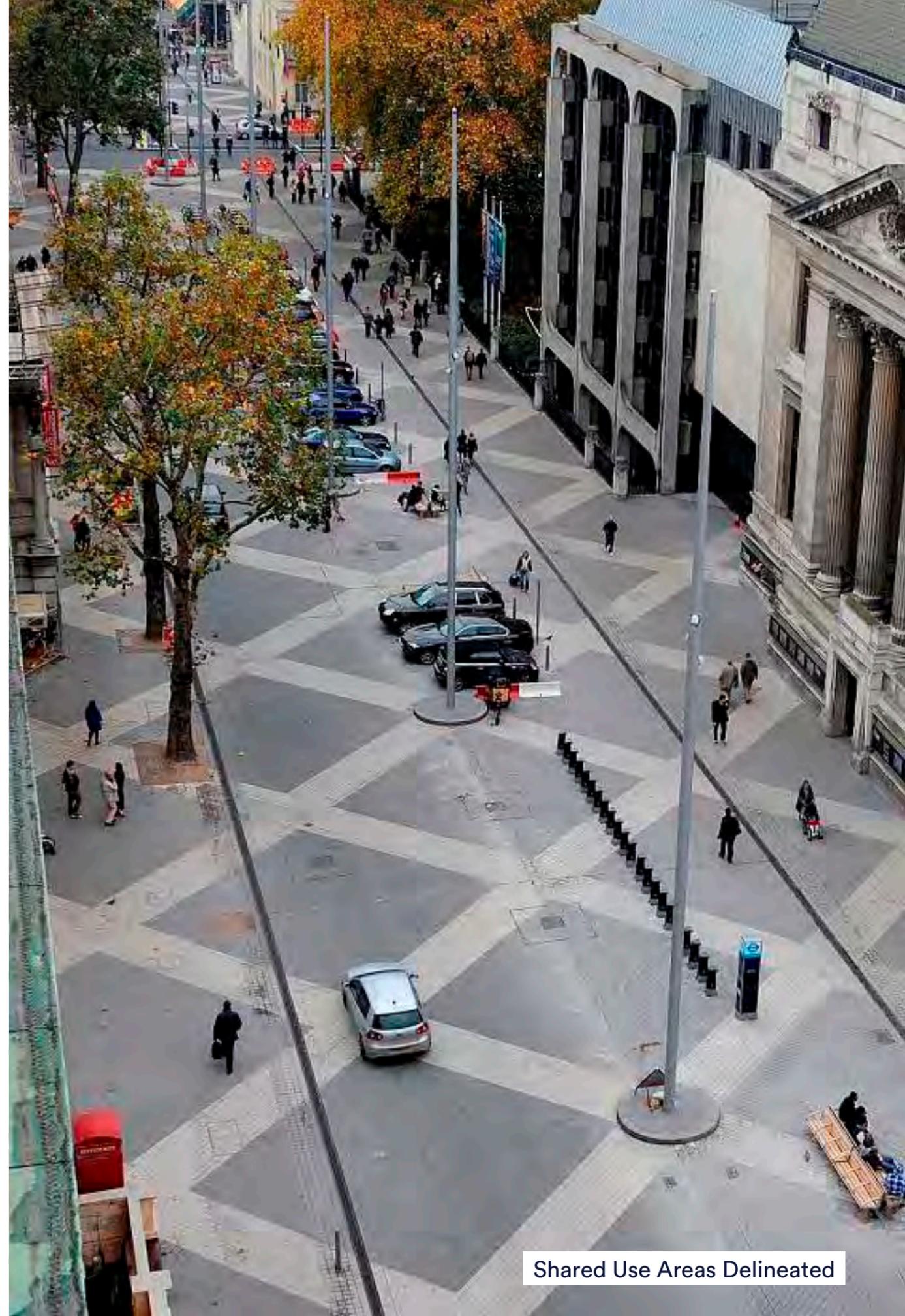
# EXHIBITION ROAD



Maximized Pedestrian Access



Relationship with Architecture



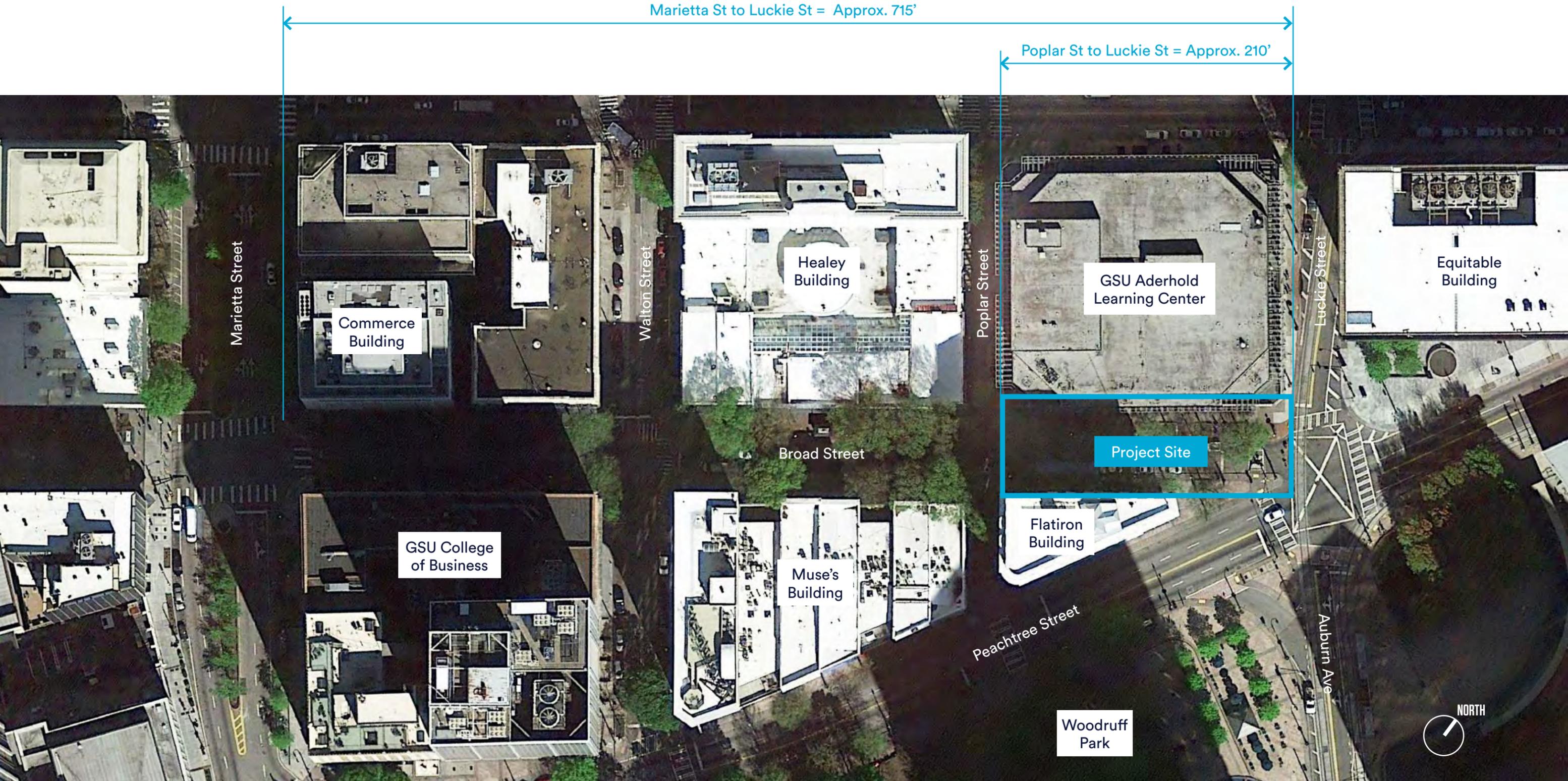
Shared Use Areas Delineated

# BROAD STREET

## Pedestrian Plaza Pilot

DCP

# THE PROJECT SITE



Marietta St to Luckie St = Approx. 715'

Poplar St to Luckie St = Approx. 210'

Marietta Street

Commerce Building

Walton Street

Healey Building

Poplar Street

GSU Aderhold Learning Center

Luckie Street

Equitable Building

Broad Street

Project Site

GSU College of Business

Muse's Building

Flatiron Building

Peachtree Street

Auburn Ave

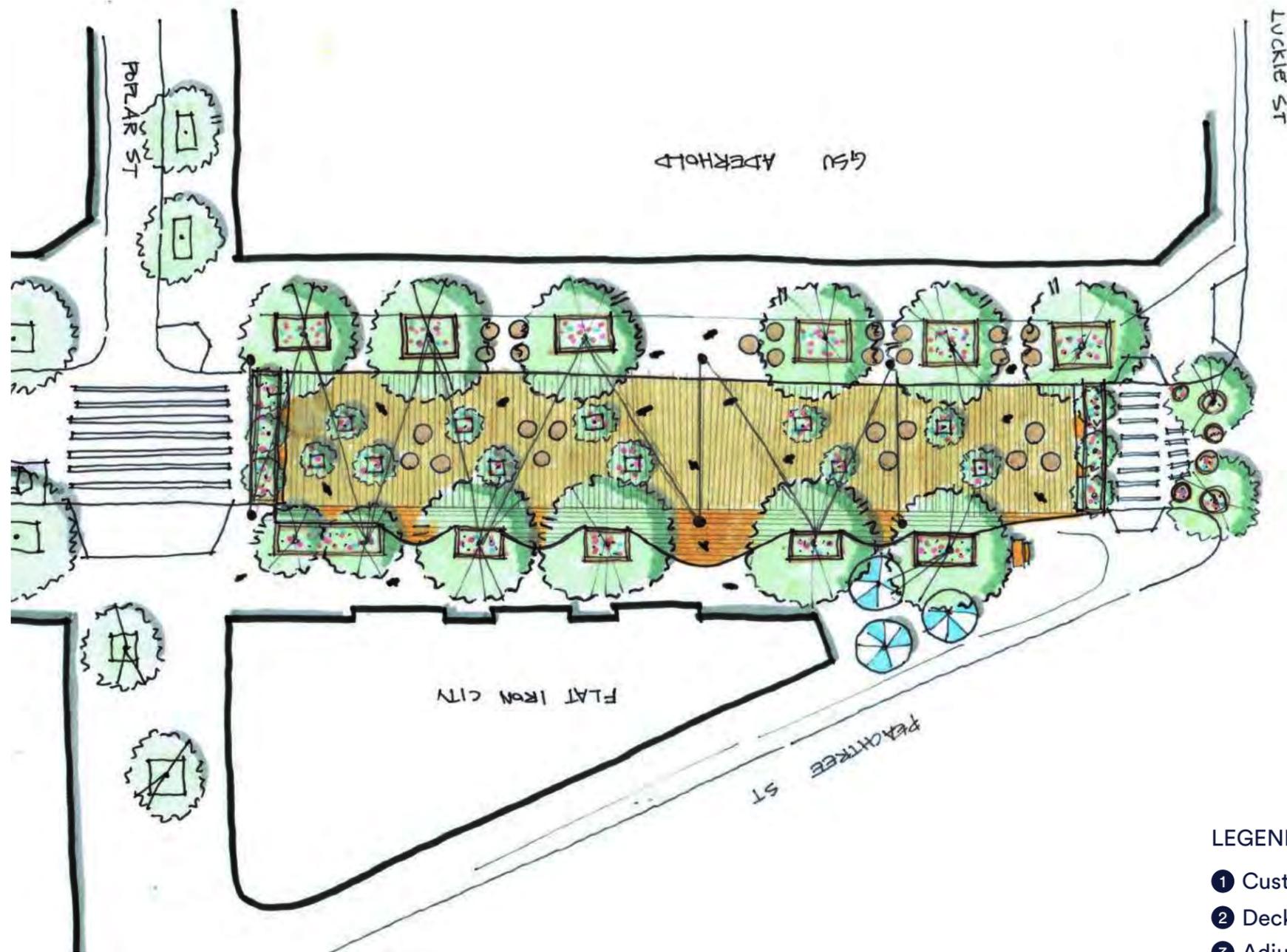
Woodruff Park

NORTH

# THE PROJECT

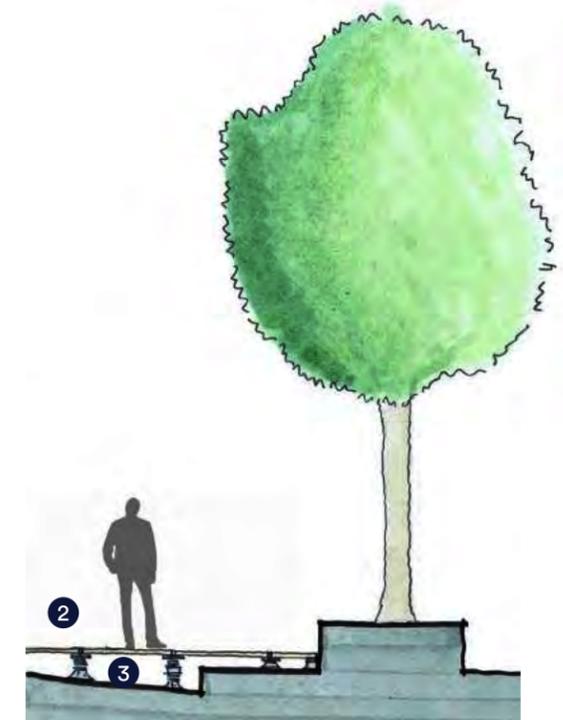
- **CREATE INTERIM PEDESTRIAN PLAZA**
- **MAINTAIN ACCESS TO STORMWATER INLETS & OTHER UTILITIES**
- **PROVIDE ADA ACCESSIBILITY**
- **INCLUDE SEATING AREAS FOR NEARBY RESTAURANTS**
- **INTEGRATE FURNISHINGS WITH THE PLAZA**
- **EXPLORE ADDITIONAL PROGRAM OPPORTUNITIES & SPACES**

# PRELIMINARY DESIGN STUDIES

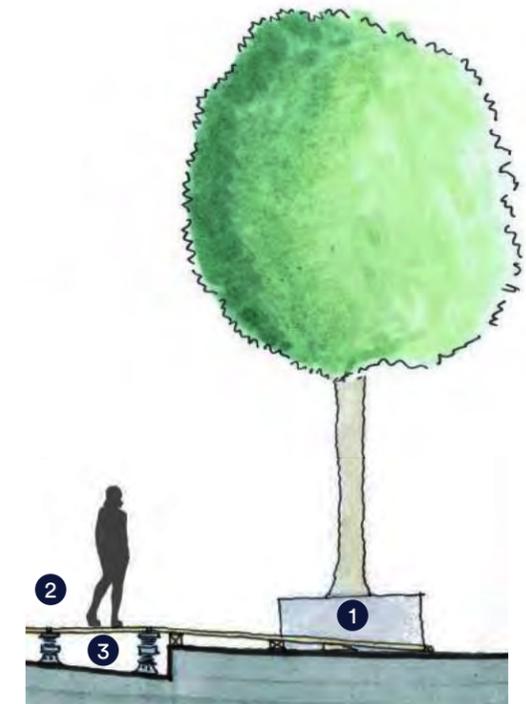


## LEGEND

- ① Custom ADA Accessible Ramp
- ② Decking Pedestal System
- ③ Adjustable Height Pedestals



Flatiron Building Edge  
(At Planters)



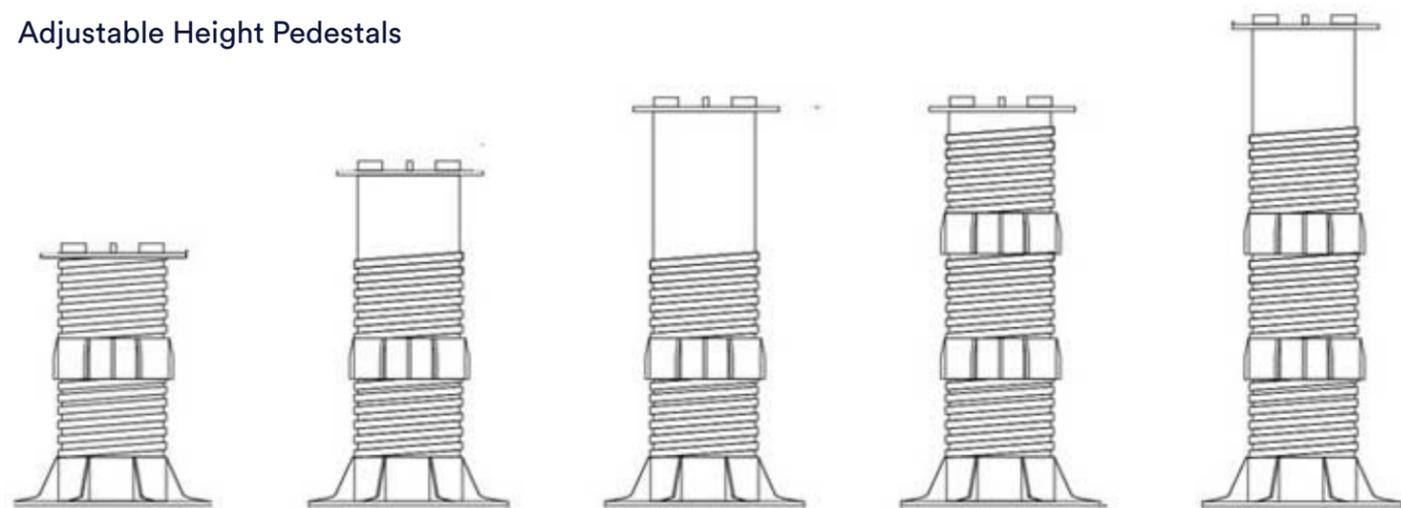
Flatiron Building Edge  
(Between Planters)

# DECKING SYSTEM



Wood Decking

Adjustable Height Pedestals



Pedestal Support System

# ILLUSTRATIVE SITE PLAN



**LEGEND**

- ① Planted Vehicular Barricade
- ② Bicycle Parking Area
- ③ ADA Accessible Ramp
- ④ Wood Decking Area
- ⑤ Integrated Planting & Seating
- ⑥ Multi-Purpose Platform
- ⑦ Vendor Areas
- ⑧ Restaurant / Cafe Seating
- ⑨ Overhead Suspended Lighting



# RENDERING OF BROAD STREET PLAZA



# GETTING THE DETAILS RIGHT



Stormwater Infiltration



Existing Planter Paint Selection



Bench Reveal Details

**OPEN TODAY**



Main Plaza Area



Poplar Street Entry



GSU Aderhold Edge

# **PLACEMAKING PROGRAM**

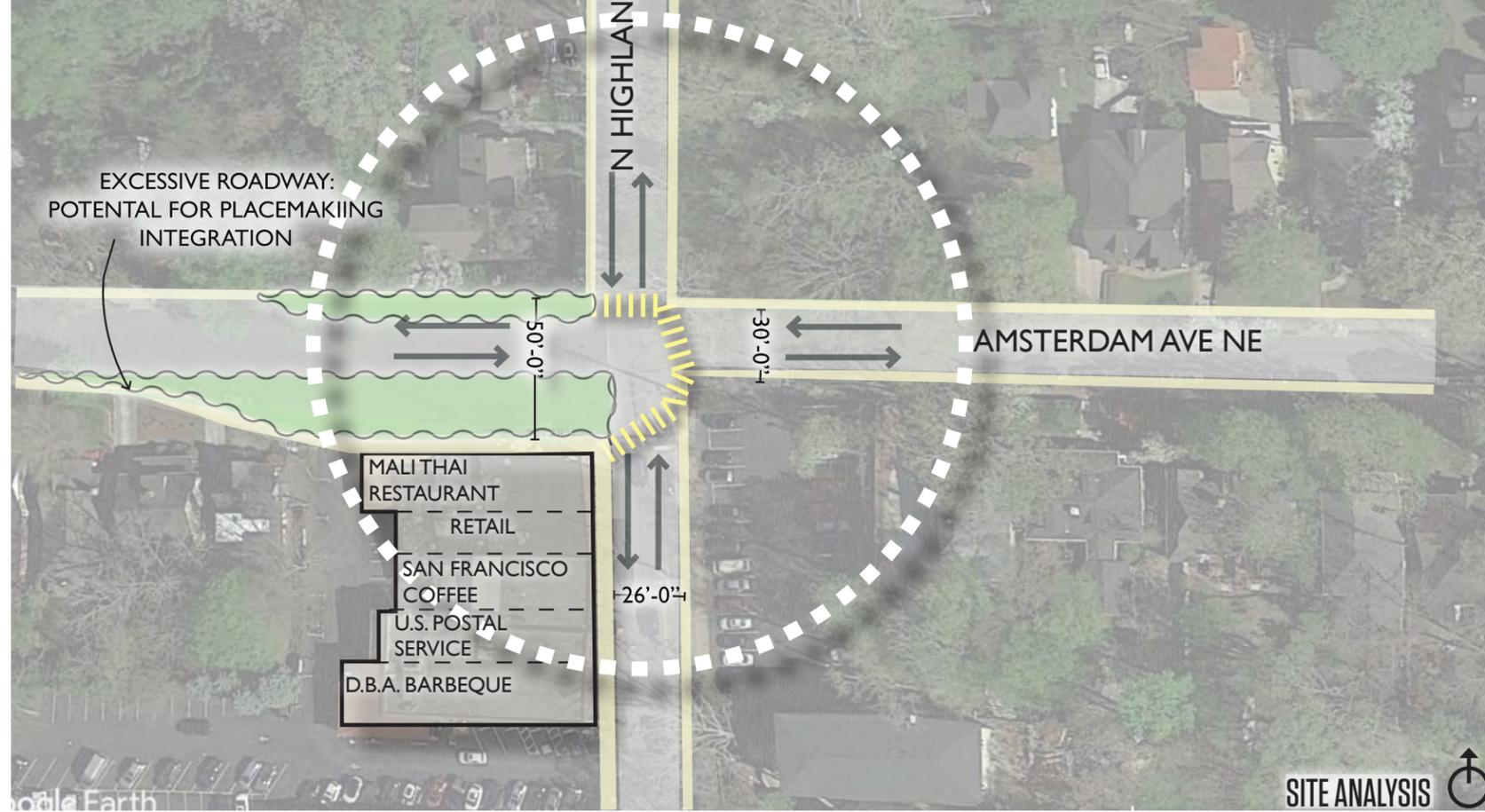
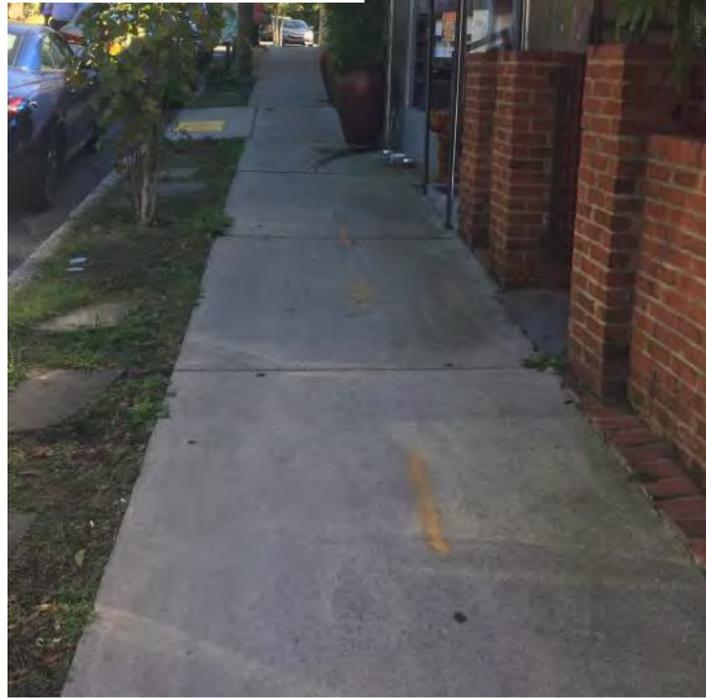
**To improve street safety and  
to transform streets into  
vibrant, attractive places that  
benefit the community and  
businesses alike**

# N. HIGHLAND & AMSTERDAM

## Mini Park



# DESIGN CONCEPT & FEATURES



# ILLUSTRATIVE SITE PLAN

## Virginia Highlands



Painted Bulb-Out + Bus Stop

Existing Crosswalk

Existing Crape Myrtle(s)

Planters

Painted Bulb-Out

Flex Posts

Existing Landscape Strip

Amsterdam Ave NE

10'-0"

11'-6"

11'-6"

11'-6"

10'-0"

40'-0"

11'-0"

11'-0"

7'-0"

12'-0"

Proposed Realignment of Roadway

Decorative Crosswalk

Outdoor Lighting

Existing Dogwoods

Planters & Flex Posts

Painted Bulb-Outs

Planters

Movable Furniture

Umbrella

Planters

Flex Posts

N Highland Ave NE

35'-0"

7'-0"

11'-0"

11'-0"

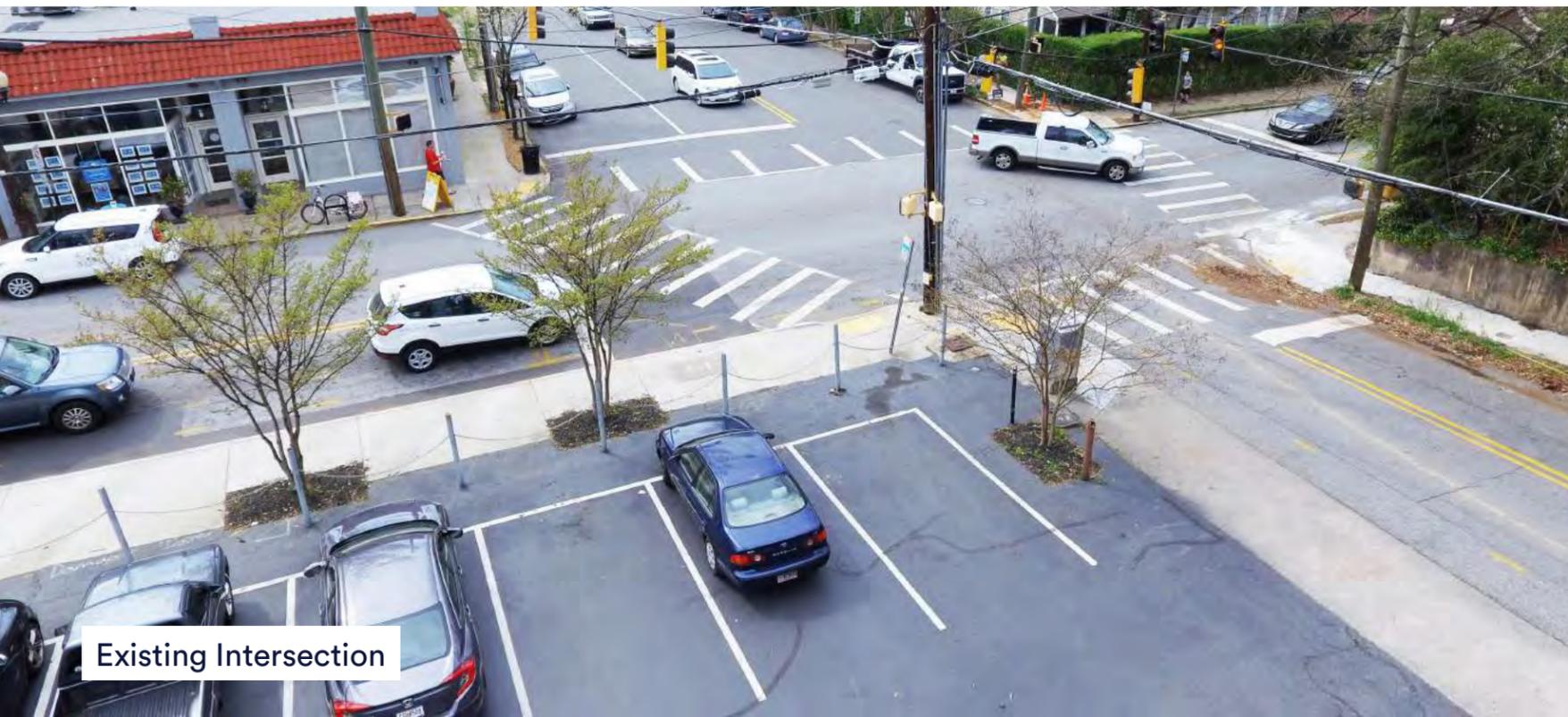
3D Painted Crosswalk

(2) Existing Parallel Parking Spots

# CROSSWALK INSTALLATION



Finished Crosswalk



Existing Intersection



Crosswalk Installation

# CASCADE HEIGHTS

## Bus Canopy



# CASCADE HEIGHTS COMMERCIAL DISTRICT



**PUBLIC SPACE IS THE  
CONTEXT FOR PUBLIC LIFE**

# STOREFRONT REDESIGN PROGRAM



# PHASE 1 IMPLEMENTATION

To create a functional and aesthetically pleasing stop for MARTA Bus Route 71 at the Cascade and Beecher/Bldv Granada intersection that adds to the character and vibrancy of the commercial district.

# THREE CONCEPTS

## Community Design Reviews

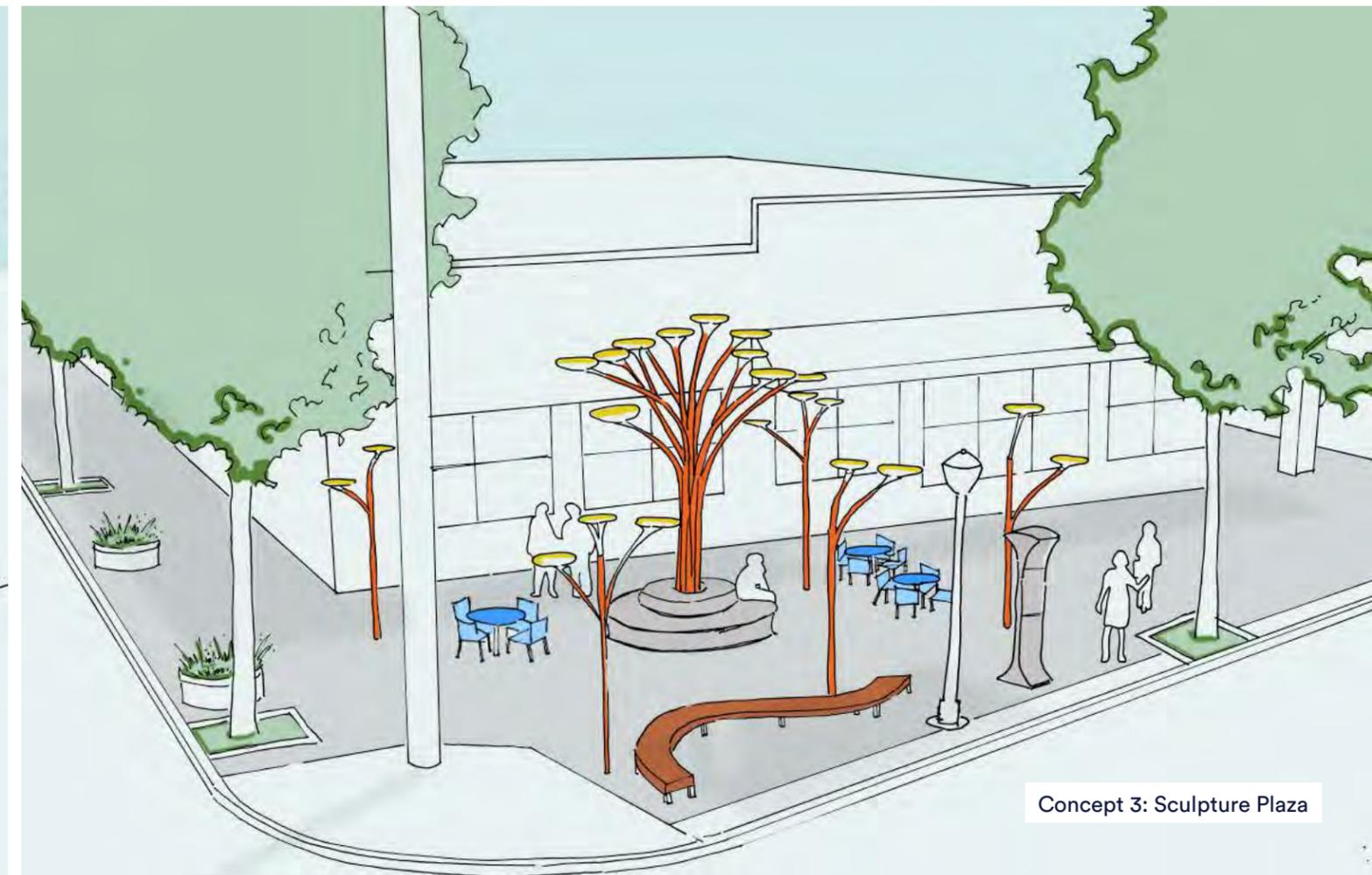
### March 7 & 9, 2018



Concept 1: Green Shelter



Concept 2: Branded Pavilion



Concept 3: Sculpture Plaza

# DESIGN ELEMENTS



Lexington, Kentucky



Phoenix, Arizona



Caxias do Sul, Brazil



Springvale, Australia

Arrivals		5:30 pm
<b>12</b> West Santa Barbara Westbound	<b>2</b> minutes	
<b>21</b> East Santa Barbara Eastbound	<b>5</b> minutes	
<b>32</b> Oak Park Northbound	<b>7</b> minutes	
<b>50</b> Community College Westbound	<b>12</b> minutes	

CHK ConnectPoint

# FINAL CONCEPT DESIGN

## Cascade Heights

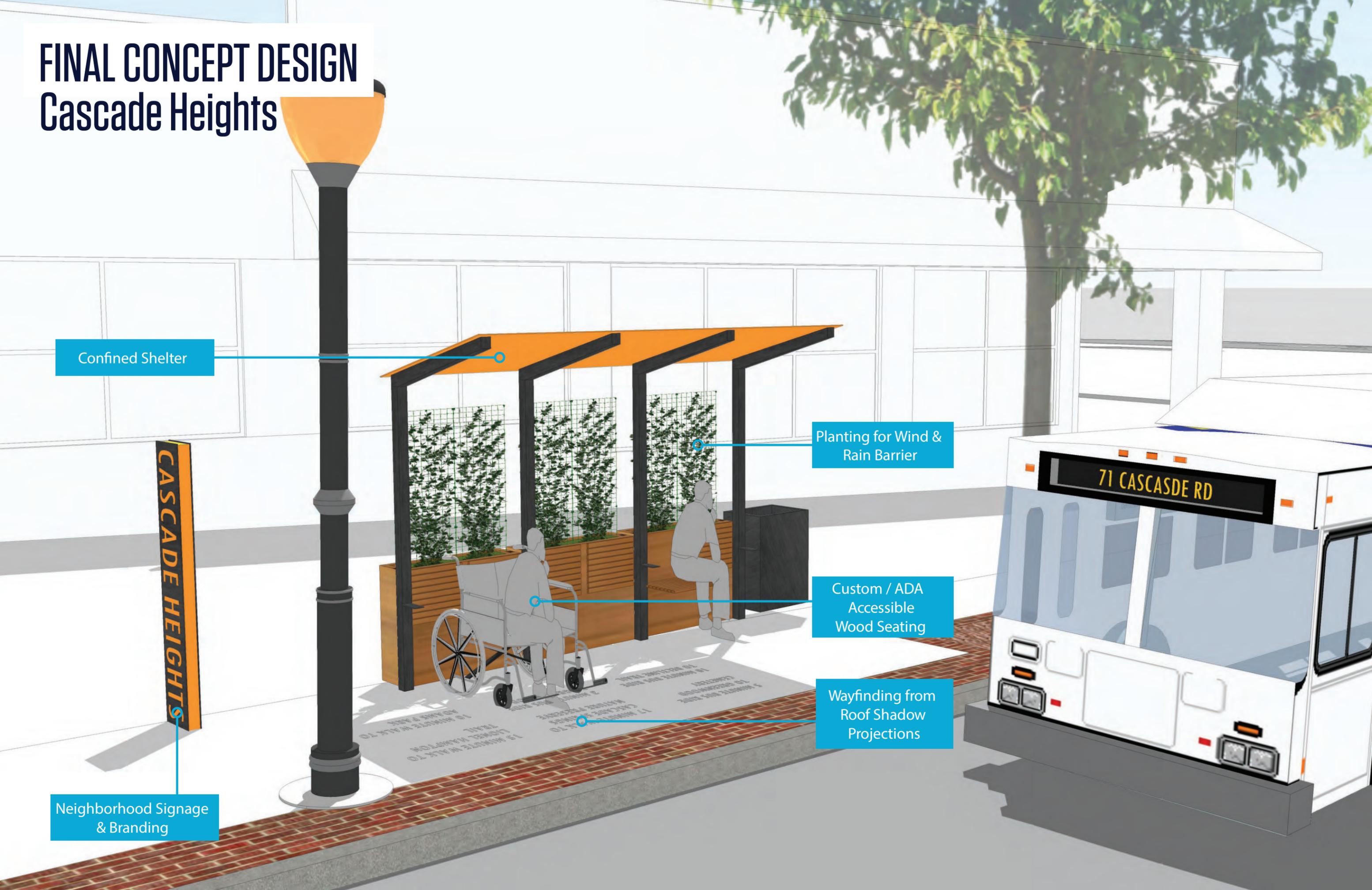
Confined Shelter

Planting for Wind & Rain Barrier

Custom / ADA Accessible Wood Seating

Wayfinding from Roof Shadow Projections

Neighborhood Signage & Branding



# SAFETY

## Safer Streets

	Funding Availability	Lead Agency	Implement Stage
• Develop and implement Safer Streets policy to reduce traffic fatalities to zero and eliminate serious injuries	○	●	○
• Expand Safe Routes to School program	○	●	○
• Develop & implement citywide safety & awareness program	○	●	○
• Implement MORE MARTA bike/ped safety improvements for transit	●	●	●
• Implement safety improvements at priority intersections:	○	●	○
» Piedmont Rd at E Wesley Rd			
» Metropolitan Pkwy at University Ave			
» Memorial Drive at Hill St			
» Campbellton Rd at Stanton Rd			
» Fairburn Rd at Benjamin Mays Rd			

## Data Collection & Management

	Funding Availability	Lead Agency	Implement Stage
• Improve crash data collection & processing to support Safer Streets policy	●	●	○
• Maintain inventory of high injury roadways to support Safer Streets policy	●	●	●
• Monitor & track mode split shares	○	●	○

## Placemaking Initiatives

	Funding Availability	Lead Agency	Implement Stage
• Implement projects to transform streets into safer, vibrant, and appealing public spaces:	●	●	○
» Walker St SW at Peters St SW			
» N Highland Ave NE at Amsterdam Ave NE			
» Cascade Rd SW at Benjamin Mays Rd SW			
» Brady Ave NW at Howell Mill Rd NW			
» Flat Shoals Ave SE at Kirkwood Ave SE			
» D.L. Hollowell Pkwy NW at Hollywood Blvd NW			

### LEGEND

- To Be Determined
- In Progress
- Completed

# MOBILITY

## Multimodal Facilities

	Funding Availability	Lead Agency	Implement Stage
• Develop citywide sidewalk inventory	○	●	○
• Create a dedicated fund for sidewalk repair	○	●	○
• Implement low stress bike routes:	●	●	○
» Brawley			
» Oakview			
» 8th & Myrtle			
» Baker/North Ave			
» Piedmont Heights/Sherwood Forest			
• Implement high priority multimodal corridors:	●	●	○
» Lee St			
» Cascade Rd			
» DeKalb Ave/Decatur St/Marietta St			
» Fairburn Rd/Campbellton Rd			
» Howell Mill Rd			
• Develop and implement public campaign to market how designing streets for everyone "makes life better"	○	●	○

## Congestion Management

	Funding Availability	Lead Agency	Implement Stage
• Adopt Transportation Demand Management (TDM) Plan Guidelines	○	●	○
• Implement city-led parking pricing controls	○	●	○
• Develop cordon pricing strategy:	○	●	○
» Develop program parameters			
» Pass cordon pricing legislation			
» Implement alternative transit options for affected travelsheds			

## Innovation

	Funding Availability	Lead Agency	Implement Stage
• Adopt South Downtown as Innovation Zone	○	●	○
• Establish new procurement methods to allow pilot projects and programs to test new technologies/upgrades	○	●	○
• North Ave Smart Corridor expansion	●	●	○
• Campbellton Rd Smart Corridor implementation	●	●	○

## Right-of-way Management

	Funding Availability	Lead Agency	Implement Stage
• Implement internal roadway guidelines (Streets Atlanta)	●	●	○
• Update City's curbspace management policies	●	●	○
• Manage loading zones & rideshare curbspace	●	●	○
• Establish coordination process for construction or lane closures	○	●	○
• Develop & implement a citywide wayfinding system in partnership with developers	○	●	○

## Bike Share

	Funding Availability	Lead Agency	Implement Stage
• Expand bike share from 500 to 1,000 bikes	●	●	○
• Expand bike share from 1,000 to 1,500 bikes	●	●	○

## Trails / Paths

	Funding Availability	Lead Agency	Implement Stage
• Implement high priority trail corridors:	○	●	○
» Atlanta BeltLine Southside Trail			
» PATH 400 (Lindbergh to Sandy Springs)			
» North & South Peachtree Creek Greenway connector			
» Lakewood Trail			
» Proctor Creek Phase 2			
» Eastside Trail extension to Armour Ottley area			
» Eastside Trail extension south to Glenwood Ave			

## Transit

	Funding Availability	Lead Agency	Implement Stage
• Identify Atlanta City Design nature network locations	○	●	○
• Implement Atlanta City Design nature network	○	●	○
• Implement MORE MARTA high frequency service on bus routes:	●	●	○
» Campbellton (Greenbriar Mall to Oakland City)			
» Cascade (Fulton Industrial Blvd to West End)			
» Cleveland (Jonesboro & Browns Mill to East Point)			
» Metropolitan (West End to College Park)			
» Peachtree (Brookhaven to Arts Center)			
• Implement MORE MARTA access improvements for transit, including station and stop enhancements	●	●	○
• Complete engineering / final design for MORE MARTA high priority projects:	●	●	○
» Atlanta BeltLine East			
» Atlanta BeltLine West			
» Crosstown Downtown			
» Crosstown Midtown			
» Clifton Corridor Light Rail Transit (LRT)			
• Initiate environmental for MORE MARTA high priority projects:	●	●	○
» Northside Drive / Metropolitan Pkwy BRT			
» Capitol Ave / Hank Aaron Drive			
» D. L. Hollowell Parkway			
» Crosstown Crescent			
» Atlanta BeltLine South			
» Atlanta BeltLine North			
» Campbellton Rd			
• Expand the installation of bike racks and amenities at transit stations	●	●	○
• Partner with MARTA to identify and implement circular services for first/last mile connectivity	●	●	○

# AFFORDABILITY

## Transit Oriented Development (TOD)

	Funding Availability	Lead Agency	Implement Stage
• Partner with MARTA, Atlanta BeltLine, and developers to implement multimodal street networks in TOD	○	●	○
• Incentivize production of affordable housing around transit nodes in designated growth areas through policy & funding mechanisms	○	●	○

## Transit Fare Coordination

	Funding Availability	Lead Agency	Implement Stage
• Develop fare integration program with partner transit agencies	○	●	○
• Integrate bike share payment with Breeze Cards & ATL Plus Parking	○	●	○

## Zoning

	Funding Availability	Lead Agency	Implement Stage
• Complete citywide rezoning to support higher density & affordability along growth corridors	●	●	○

## Cost Management

	Funding Availability	Lead Agency	Implement Stage
• Identify funding for expanded transit pass discount programs	○	●	○

# MODE SPLIT TARGETS

