

MARTA Jurisdictional Briefing City of Atlanta

July 10, 2019



Jeff Parker | General Manager/CEO

Agenda

- ✓ FY2020 Budget Highlights
- ✓ Year of the Bus
- ✓ Planning for More MARTA Capital Expansion
- ✓ Transit Oriented Development Update
- ✓ Art Program Update
- ✓ MARTA News



MARTA FY2020 Adopted Budget



- ✓ FY20 Net Operating Expenses - \$513.9M
- ✓ FY20 Total Capital Expenditures - \$579.7M
- ✓ **TOTAL FY20: \$1.1B**
- ✓ **Highlights:**
 - ✓ Balanced for 8th Straight Year
 - ✓ Preserves \$203.5M Reserve Fund
 - ✓ Defers Fare Increase
 - ✓ Sustains Current Service Levels
 - ✓ Major Capital Expenditures for State of Good Repair



MARTA FY2020 Adopted Budget



OPERATING	CAPITAL
Sustain Current Service Levels	Bus and Rail Car Procurement
Stations as Community Hubs – Fresh Markets, Station Soccer, Artbound	Station Rehabilitation
Employee training and recognition programs	Fare Collection Technology
Right-size workforce by reducing contract positions	Advance More MARTA expansion in City of Atlanta and Clayton County



YEAR OF THE BUS

Bus Operations Improvements



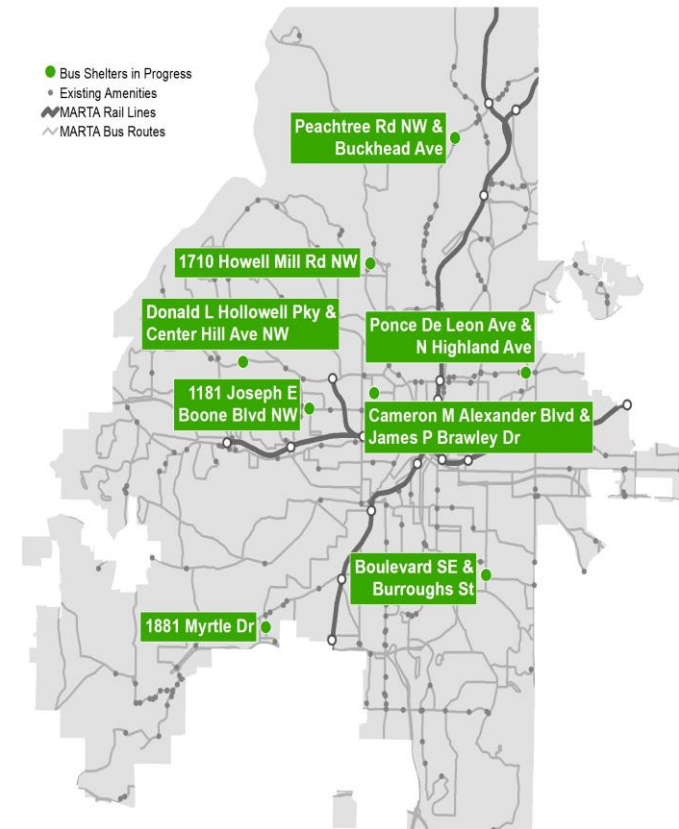
- ✓ Chief of Bus Operations
 - **Collie Greenwood**
- ✓ Driver Vacancies
- ✓ Enhanced Mobility (Paratransit) Service
- ✓ Continual Upgrade of Fleet/Garages
- ✓ New Maintenance Facilities
- ✓ Evaluation of Route Structure
 - In collaboration with Mayor's Office – Bloomberg Transit Study



Bus Stop Amenities Status

8 New Shelters Under Construction:

- ✓ Boulevard SE & Burroughs Street
- ✓ 1181 Joseph E. Boone Blvd NW
- ✓ Cameron M. Alexander Blvd & James P. Brawley Drive
- ✓ Ponce De Leon Avenue & North Highland Avenue
- ✓ Peachtree Road NW & Buckhead Avenue
- ✓ 1710 Howell Mill Road NW
- ✓ Donald L. Hollowell Pkwy & Center Hill Avenue NW
- ✓ 1881 Myrtle Drive
- ✓ City of Atlanta will receive 57 additional bus shelters in Year 1 of the project.
- ✓ 48% of the City's passenger boardings will occur at a stop with an amenity (a 20% increase)



Arterial Rapid Transit Video

The MARTA logo consists of the word "marta" in a lowercase, sans-serif font, followed by a stylized graphic of three parallel diagonal lines in blue, yellow, and red. The background of the slide features a silver MARTA train with a blue and yellow stripe, moving across a city skyline at dusk. A large orange diagonal shape is overlaid on the left side of the image.

marta

PLANNING FOR MORE MARTA CAPITAL EXPANSION

Sequencing Plan Development Considerations & Results



CONSIDERATIONS:

- ✓ Available cashflow
- ✓ Project readiness
- ✓ Geographic balance/equity
- ✓ Network connectivity
- ✓ More MARTA Atlanta committee input



Based on the considerations, the team:

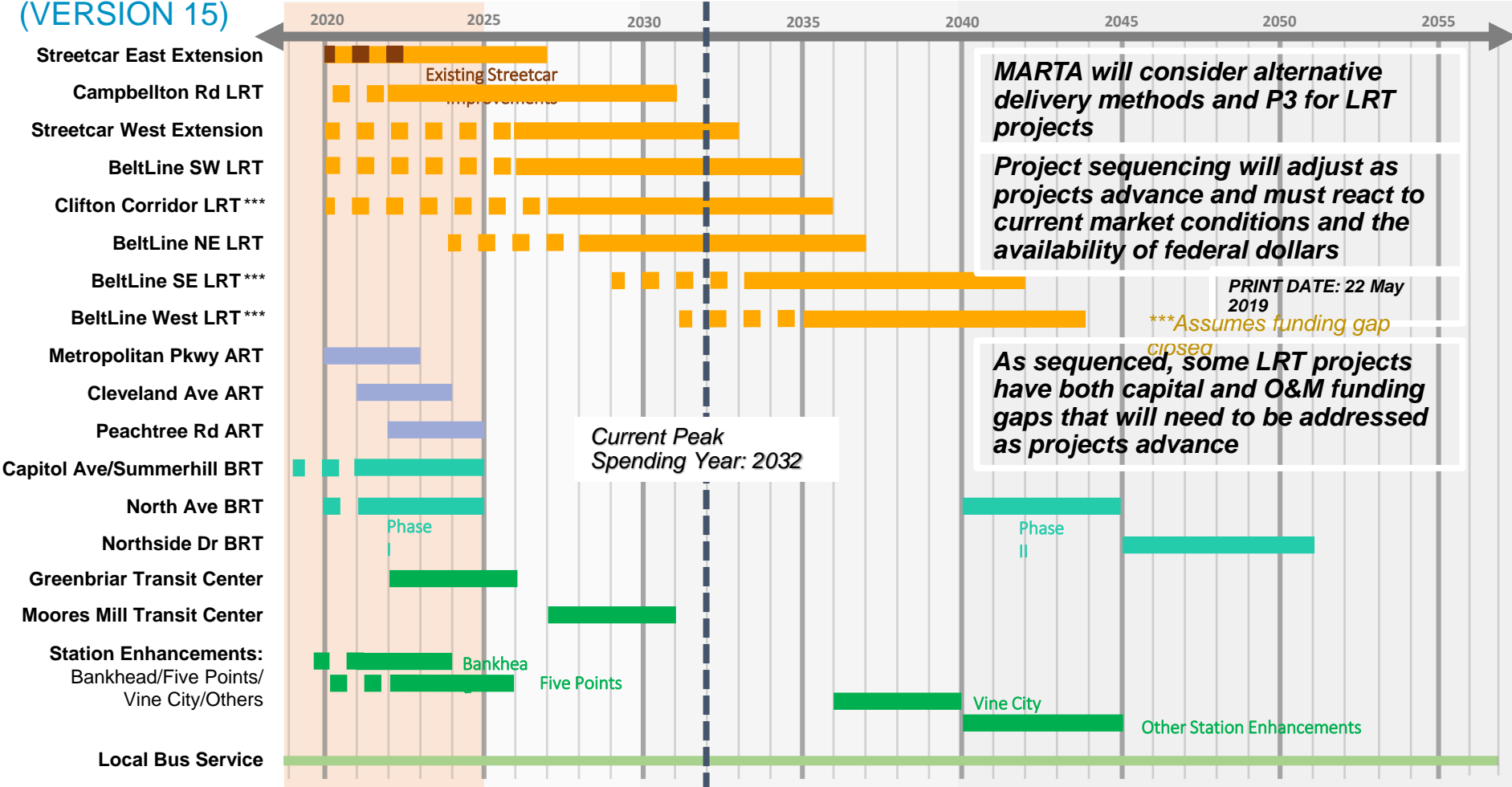
- ✓ Developed **20+ scenarios** and associated sequencing plans, and
- ✓ Achieved TAC and JPLG consensus on sequencing plan – April 25

DRAFT SEQUENCING SCENARIO

(VERSION 15)

■ ART
 ■ BRT
 ■ LRT
 ■ Stations/Transit Centers

*Pre-project planning is dashed



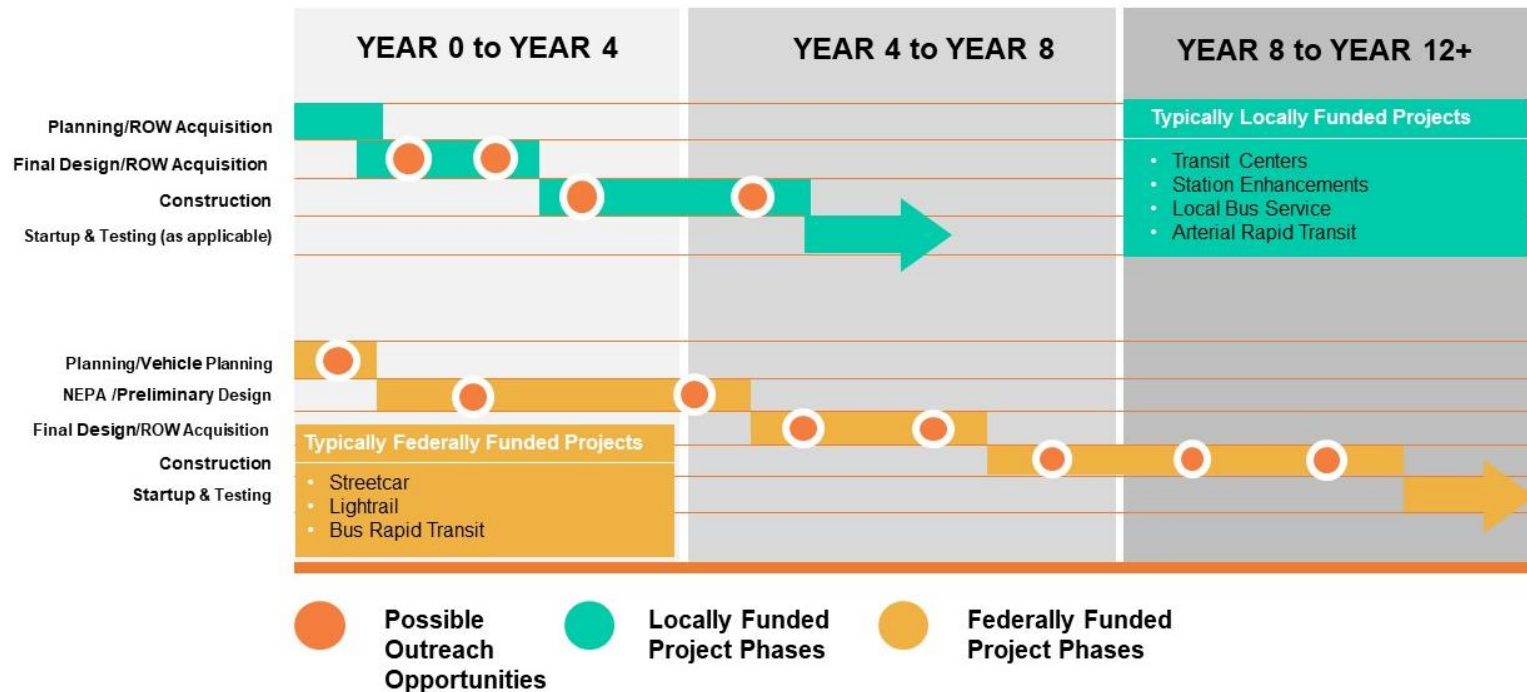
MARTA will consider alternative delivery methods and P3 for LRT projects

Project sequencing will adjust as projects advance and must react to current market conditions and the availability of federal dollars

PRINT DATE: 22 May 2019
 ***Assumes funding gap closed

As sequenced, some LRT projects have both capital and O&M funding gaps that will need to be addressed as projects advance

Project Delivery Process



Program Delivery Plan (2019-2025)*



In Service by 2025:

- ✓ Improved Local Bus Service
- ✓ Capitol Avenue (Summerhill) BRT
- ✓ Entire ART program (Metropolitan, Cleveland, Peachtree)
- ✓ Campbellton Alternative Analysis
- ✓ North Avenue BRT (Phase I)
- ✓ Upgraded Bankhead Station

Under Construction by 2025:

- ✓ Streetcar East Extension
- ✓ Greenbriar Transit Center
- ✓ Five Points Station

Continued Planning or Design by 2025:

- ✓ Campbellton Road
- ✓ Clifton Corridor
- ✓ Southwest BeltLine
- ✓ Northeast BeltLine

*Based on version 15 Financial Model

Ongoing Activities Since March 2019 Briefing

- ✓ **Campbellton Corridor:** Alternatives analysis kicked-off in May 2019
- ✓ **Capitol Avenue (Summerhill):** Advancing route alternatives
- ✓ **Streetcar East Extension:** Scoping and coordination with Atlanta Beltline and MARTA Engineering & Operations to develop scope of work
- ✓ **Station Enhancements:** Five Points Station and Bankhead planning underway.
- ✓ **COA/MARTA Leadership LA BRT Tour**



Bus Rapid Transit Video



TRANSIT ORIENTED DEVELOPMENT UPDATE

Transit Oriented Development Update



✓ Affordable Housing

- MARTA and Invest Atlanta in initial discussions around a framework of an IGA to jointly solicit development partners for six (6) station TODs located in Federally Qualified Opportunity Zones.

✓ In Progress

- **H.E. Holmes** – Grand opening celebration of the iVillage (shipping container development) is scheduled for August 26 at 9:00am.
- **King Memorial** – Equity financing is being negotiated for late Summer 2019 groundbreaking. 300 unit project - **100 affordable units**.
- **Edgewood / Candler – Phase II** – Community Park and Moving in the Spirit under construction. **Phase III** – 208 multifamily units (**53 affordable units**) plus commercial space and parking deck will begin Summer 2019. **Parking lot closes July 22.**
- **Arts Center** – Redesign and restructuring is complete with term sheet negotiation to begin in Summer 2019.

✓ Completed

- **Edgewood/Candler Phase I** – “Spoke” (**20 affordable units**) multifamily project is complete - units marketed for sale.



Edgewood Candler



H.E. Holmes



King Memorial

Transit Oriented Development Update



✓ In-Planning

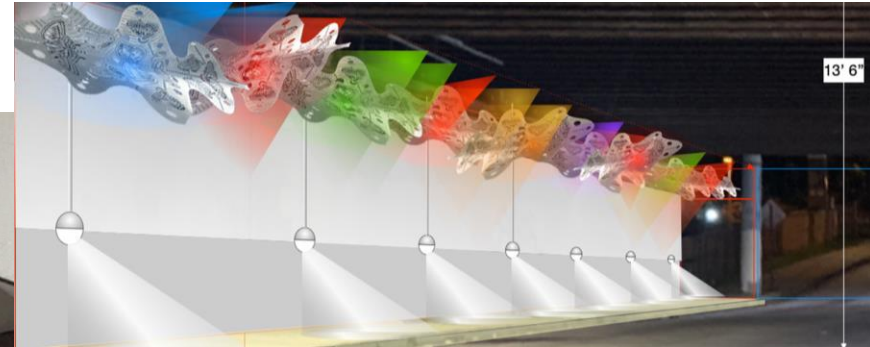
- **North Avenue** – RFP is expected to be issued in July 2019
- **Vine City** – Member of Vine City Affordable Housing Task Force established by Councilmember Brown.
- **West End** – Participated in workshop with Councilwoman Sheperd and others on station improvement discussion along Ralph David Abernathy and Lee Street.
- **Oakland City** – Developer interested in submitting an unsolicited proposal for the development of a multifamily project with retail. A second developer also indicated interest in a possible TOD.
- **Fresh MARTA Market** - Working on amenity expansion plan.



Partnering with the City of Atlanta to Beautify Stations and Enhance Rider Experience



H.E. Holmes Station Mural



Grant Street Tunnel/King Memorial Station

AND

Five Points Sidewalk Bollards

East Lake Mural

Art on the Beltline NW Interim Trail

Mural

Artbound LIVE



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NEWS

MARTA Pop-Up Shops



- ✓ MARTA Riders can purchase Reduced Fare Cards, Breeze Cards and Tickets at Pop-Up Shops
- ✓ Riders can begin the Application process for MARTA Mobility Service.

Benefits:

- ✓ More Convenient Option for Bus Only Riders, Seniors, the Disabled and Others.
- ✓ Locations increase Options for those Eligible for Reduced Fare Cards.

NEW MARTA POP-UP BREEZE LOCATIONS

Coming to a location near you. Visit one of our pop-ups in Clayton, DeKalb or Fulton Counties. We look forward to serving you!

Services Available:
Reduced Fare Cards, Silver Breeze Cards, Breeze Tickets, Mobility Applications, Scheduling and Route Information

See locations and dates on reverse side.

Hours: 10:00 A.M. - 2:00 P.M. (for all locations)
For more information call (404) 848-5000
www.itsmarta.com/popup

Please have valid photo ID and current proof of eligibility for Reduced Fare Cards.

City of Atlanta Smoke Free Ordinance

- ✓ MARTA Ride with Respect Policies will be updated to reflect the city's new ordinance.
- ✓ Signage inside all MARTA facilities (rail stations, trains, buses, facilities, etc..) will be updated.



Station Renaming Process

5 Stations under consideration due to station names that no longer reflect the street name or the referenced landmark:

- ✓ Dome/Phillips Arena/GWCC
- ✓ Civic Center
- ✓ Lakewood/Fort McPherson
- ✓ Ashby
- ✓ Bankhead

Standard Transit Naming Convention:

- ✓ Stations identified by geography/neighborhood, street or landmark within ½ mile



QUESTIONS?