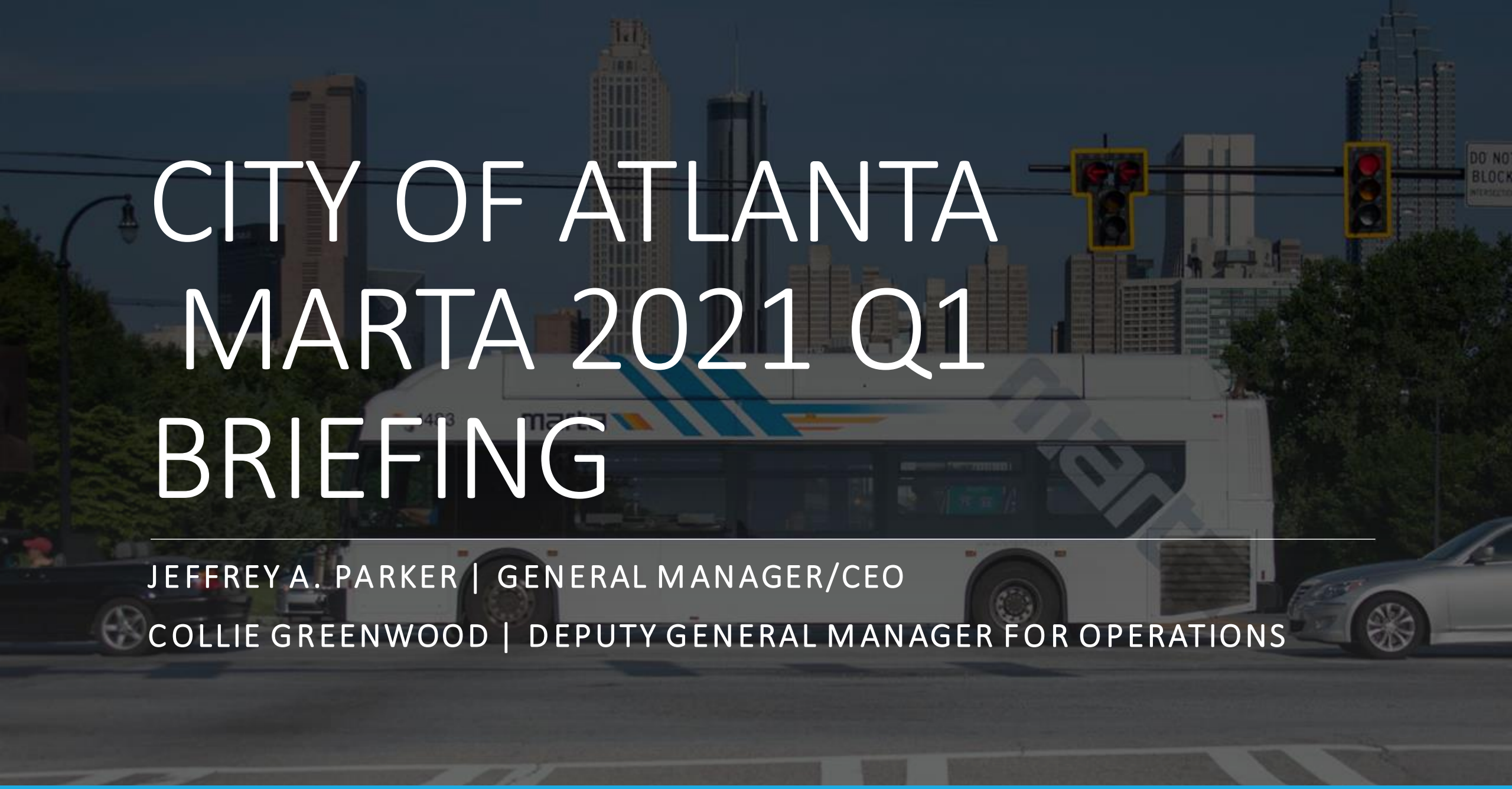


CITY OF ATLANTA MARTA 2021 Q1 BRIEFING

JEFFREY A. PARKER | GENERAL MANAGER/CEO

COLLIE GREENWOOD | DEPUTY GENERAL MANAGER FOR OPERATIONS

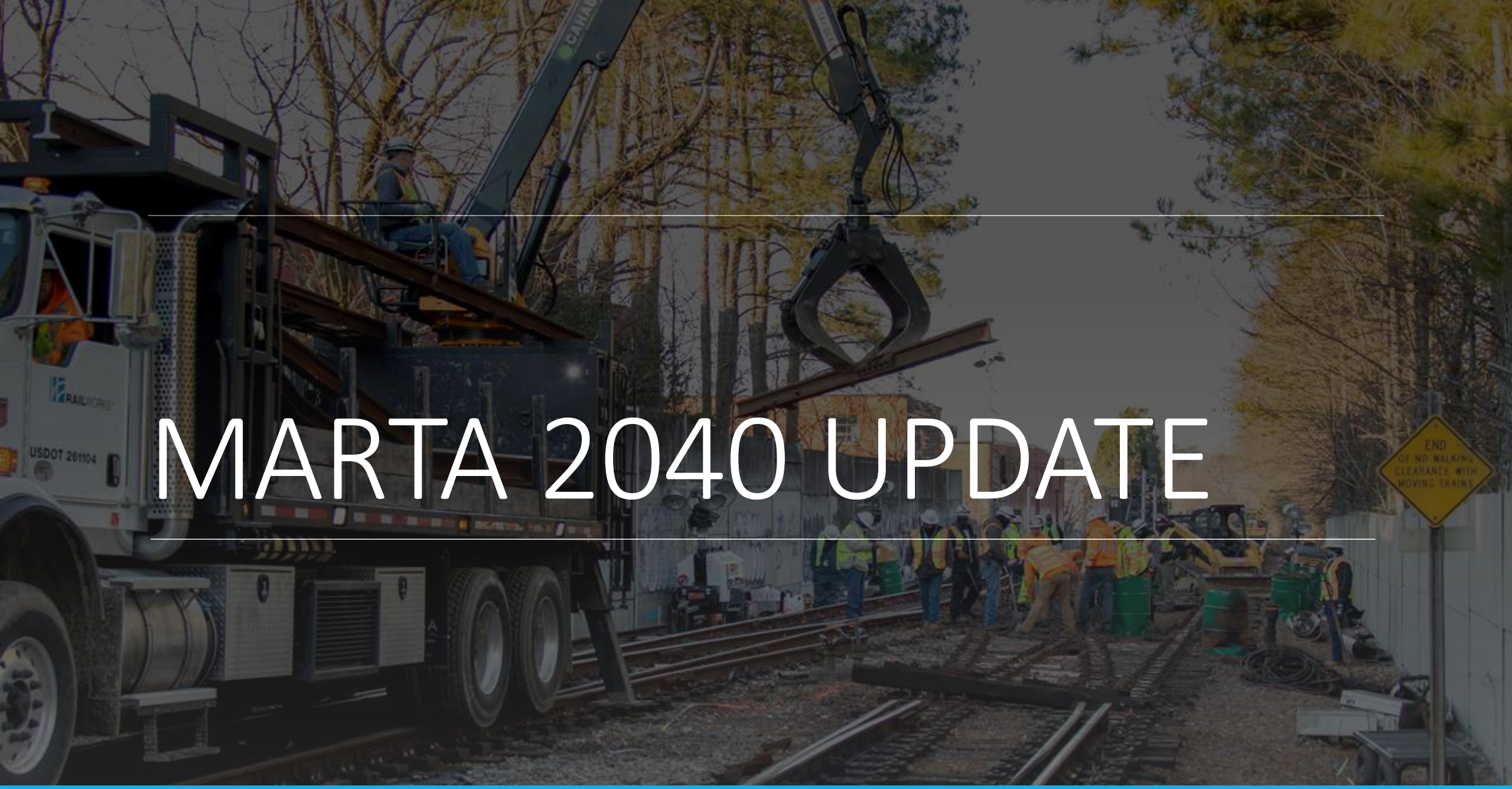
AGENDA

- ✓Essential Bus Service Update
- ✓MARTA 2040 Expansion Program
- ✓Federal Outlook
- ✓Bus Network Redesign

ESSENTIAL BUS SERVICE

ESSENTIAL BUS SERVICE UPDATE

- ✓ Plan to Restore to all 110 Routes April 24
  - ✓ Antimicrobial Air Filtration
  - ✓ Needlepoint Bi-Polar Ionization
  - ✓ Protective shields for operators
  - ✓ Regular Cleaning with Electrostatic Sprayers
  - ✓ Masks
    - ✓ Federal Requirement
    - ✓ Mask Compliance 99%
    - ✓ Available on all buses



MARTA 2040 UPDATE

TRACK RENOVATION – PHASE IV

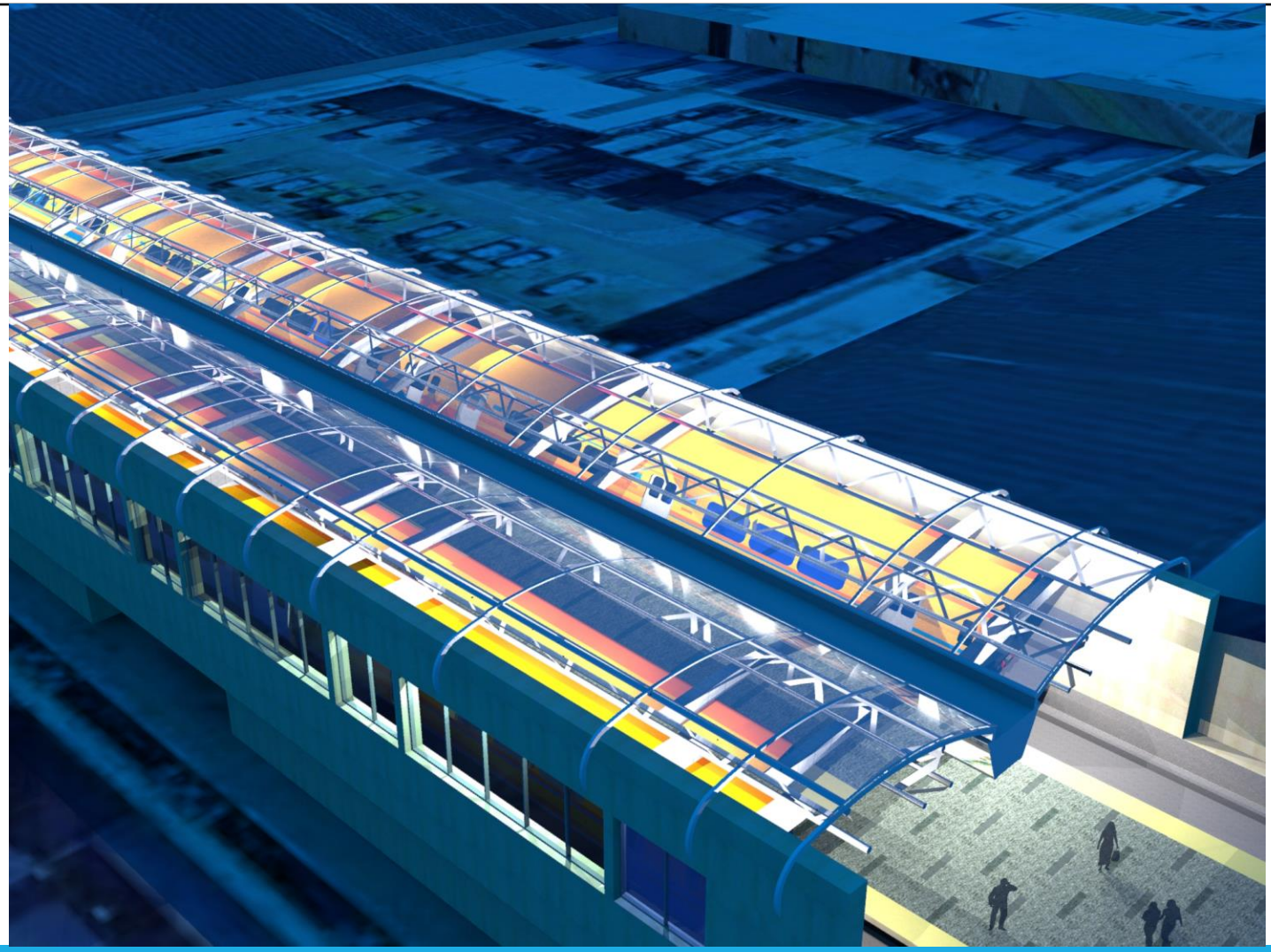
BANKHEAD STATION STATE FUNDING

Benefits to State of GA	Supports economic development of new Microsoft Campus and provides partnership opportunity on new development of station and TOD.	
Use of Funds	Station Rehabilitation, Platform Expansion, Improved Pedestrian Access	
Project Budget	$50,000,000	
Sources of Funds	MORE MARTA	$44 MM
	State of GA	$ 6 MM
	TOTAL	$50 MM

FIVE POINTS STATION

AIRPORT STATION

AIRPORT STATION



AIRPORT STATION

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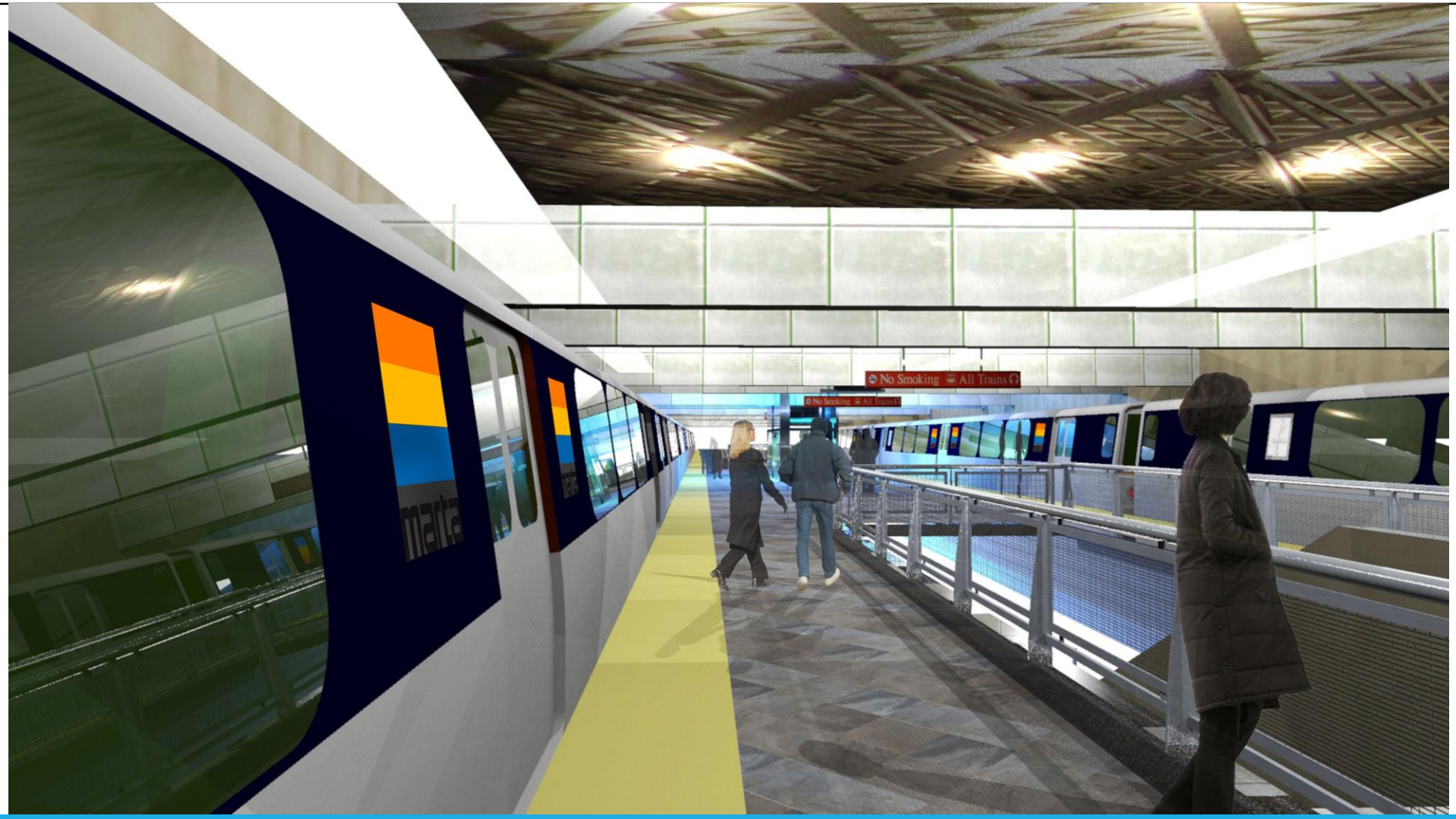
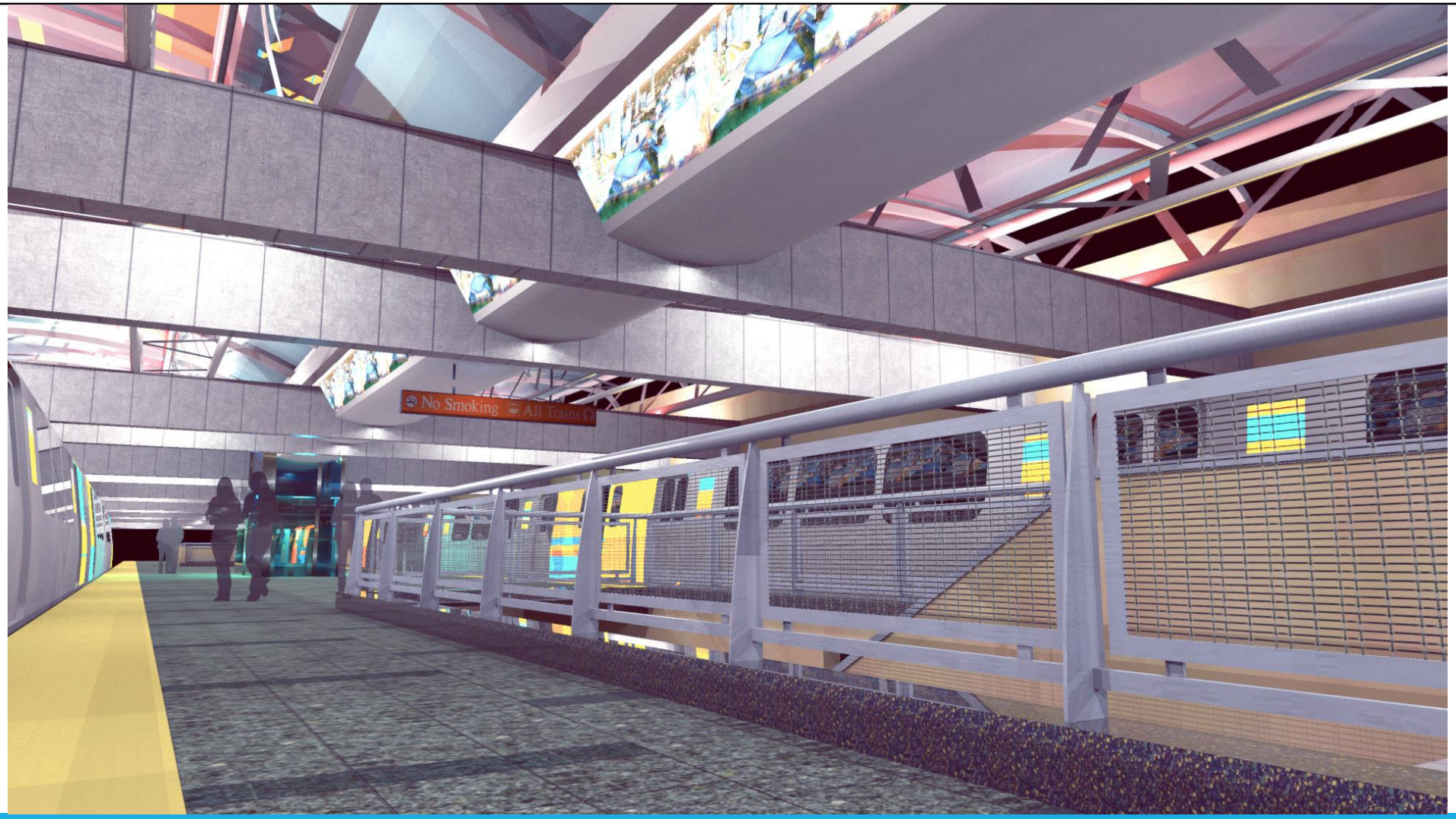


AIRPORT STATION



FEDERAL UPDATE

FEDERAL OUTLOOK

Biden Administration Priorities

- ✓ Emphasis on resilience
- ✓ Infrastructure investments as means to economic recovery

Key Policies

- ✓ Additional COVID relief
- ✓ FAST Act Reauthorization
- ✓ Community Project Funding by Members

Secretary Pete Buttigieg

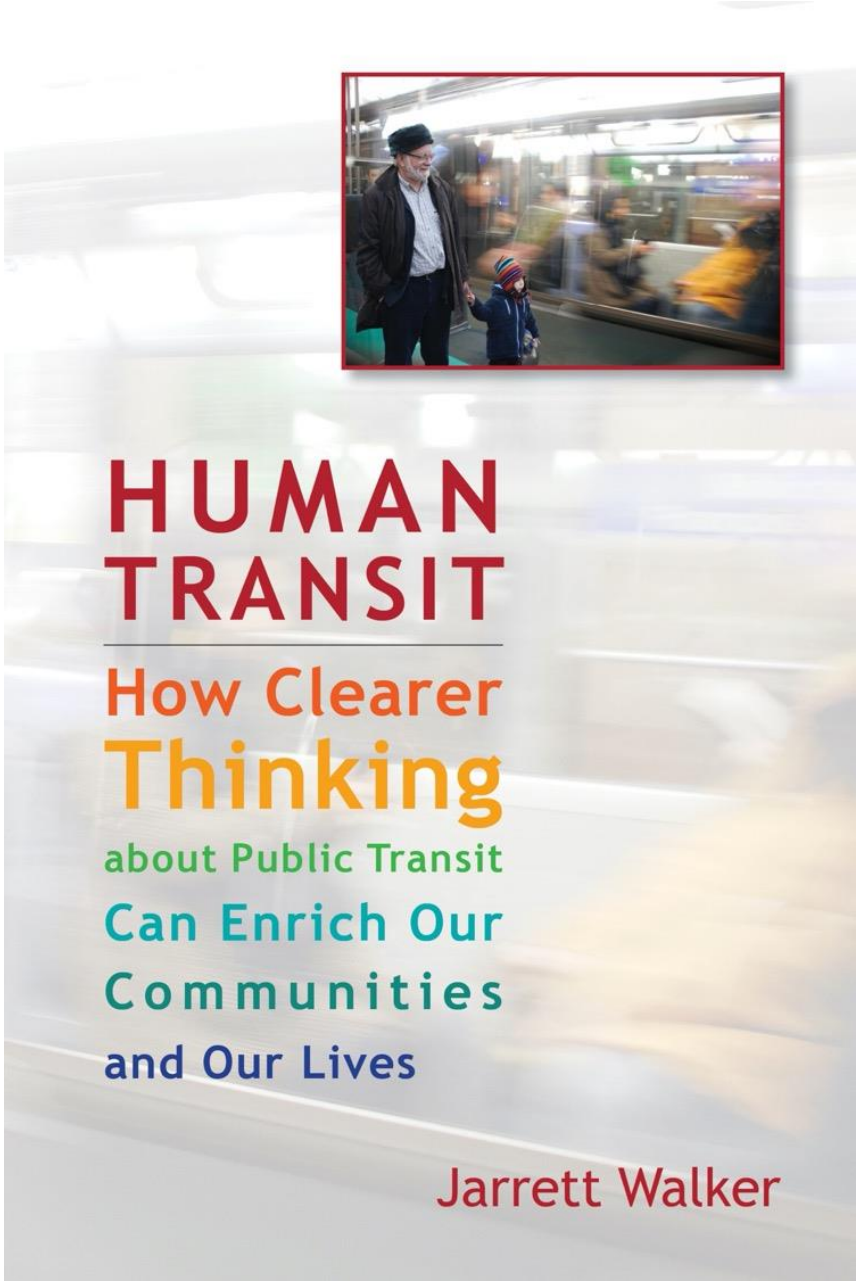
Administrator Nuria Fernandez

BUS NETWORK REDESIGN

JARRETT WALKER + ASSOCIATES

Let's think about transit

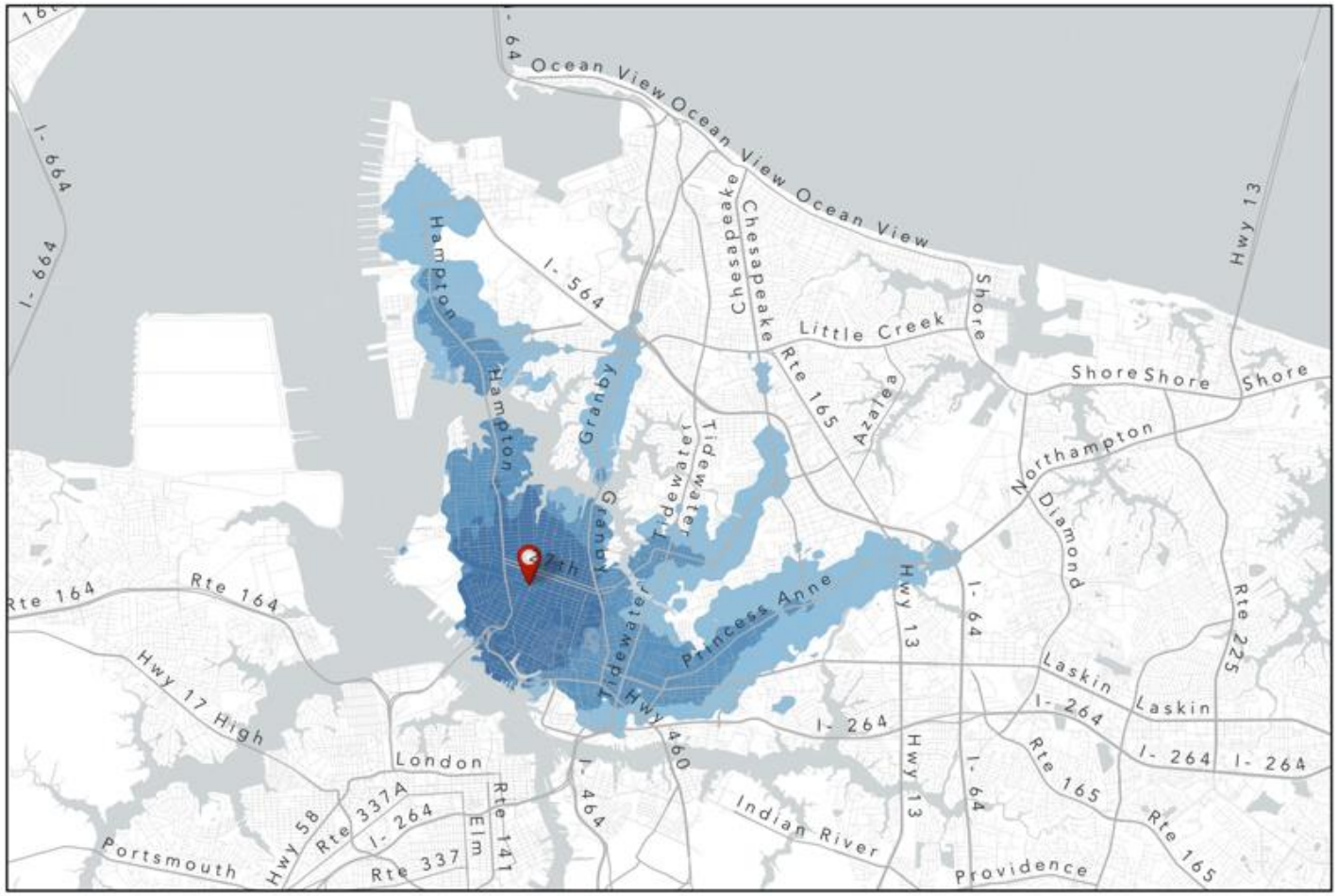
We foster clear conversations about transit, leading to confident decisions.



VISUALIZING ACCESS

Access from a particular spot in Norfolk, VA

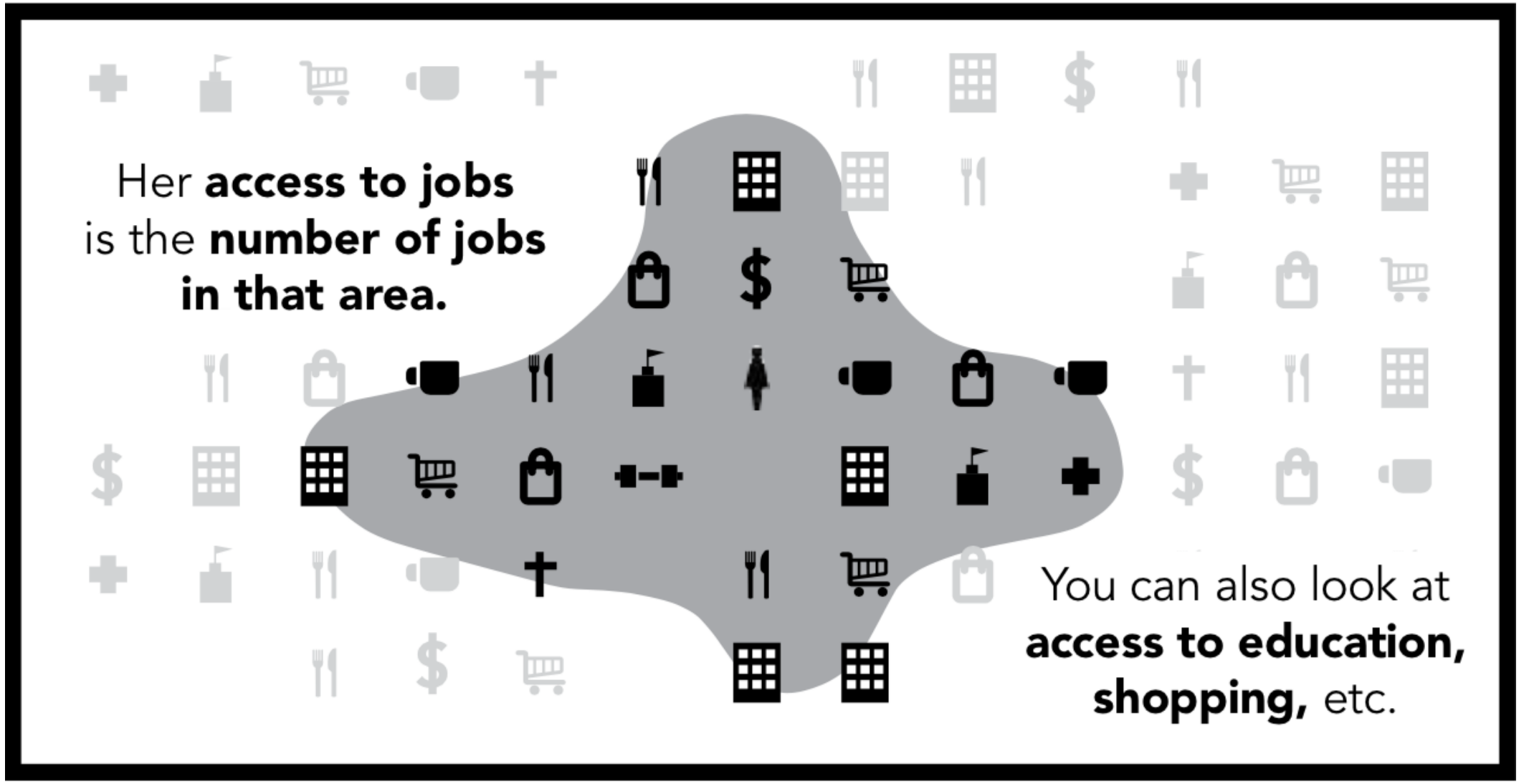
The number of jobs reachable is a measure of access.



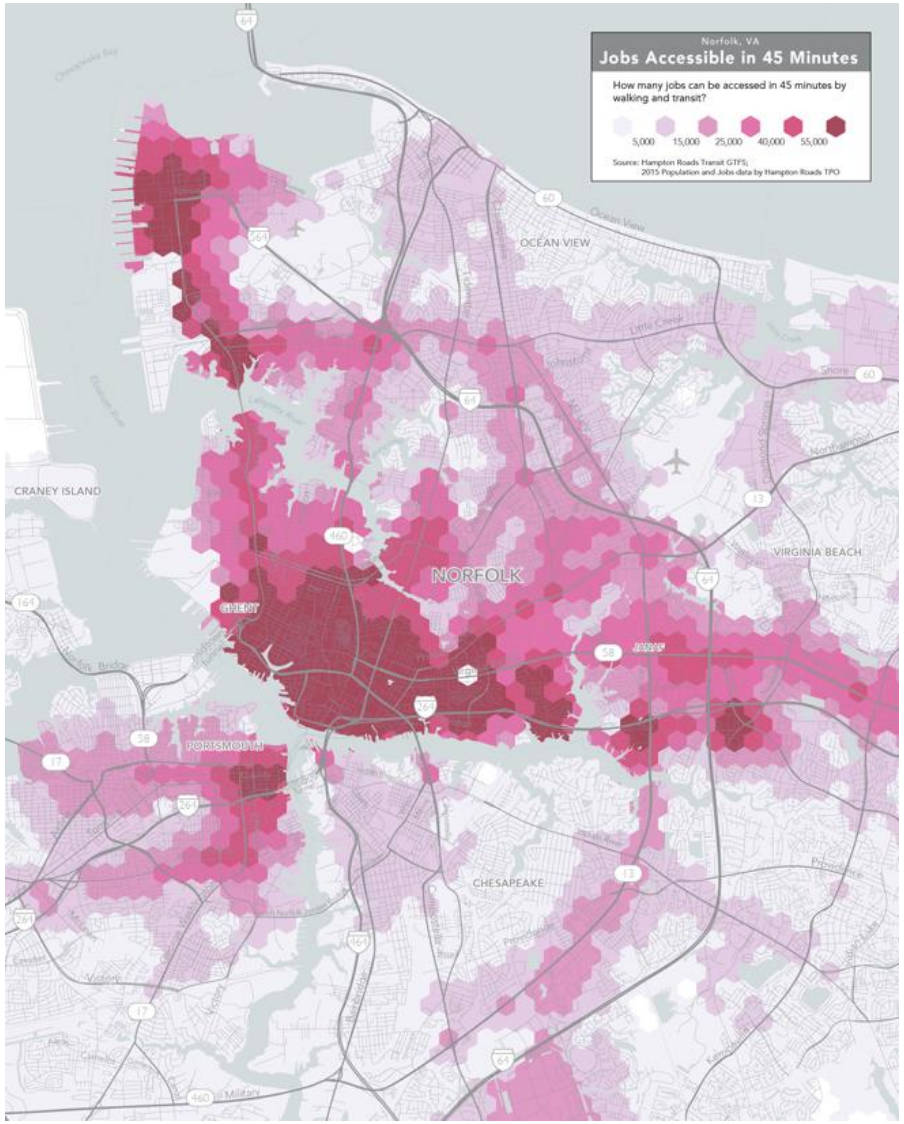
	in 30 minutes	in 45 minutes	in 60 minutes
Population Accessible	40,070	69,280	109,860
Jobs Accessible	26,670	47,190	91,130

Estimates based on 2015 TAZ population and jobs data

WHAT IS ACCESS?



ACCESS ACROSS AN AREA



Each point is colored by the number of jobs reachable from there.

Now we can say:
The average Norfolk resident can reach 30,000 jobs in 45 minutes.

Can we grow that number? *Should we?*

ACCESS IS HOW NETWORK DESIGN AFFECTS RIDERSHIP

- ✓When a transit network maximizes access, it increases the likelihood that the service is useful for any particular trip.

- ✓Maximizing access by transit also improves:
  - ✓Access to economic opportunity.
  - ✓Personal freedom.
  - ✓Value of investments in a walkable community.
  - ✓Functionality of the city.

HOW TRANSIT EXPANDS ACCESS

The most efficient access-expanding service is

- **Frequent**
- Reasonably fast and reliable.
- Available when you need it (span of service)

…and **focused where there are many people and activities that can benefit**.

DENSITY

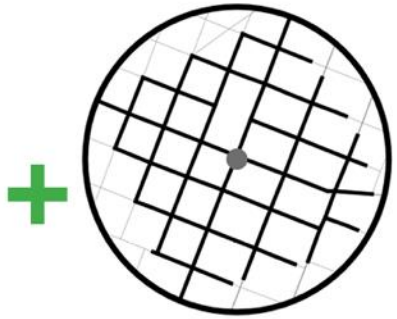
DENSITY *How many people, jobs, and activities are near each potential transit stop?*

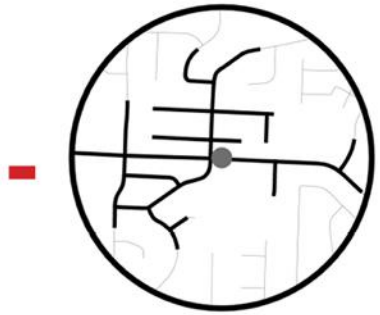
\+ Many people and jobs are within walking distance of transit.

– Fewer people and jobs are within walking distance of transit.

WALKABILITY

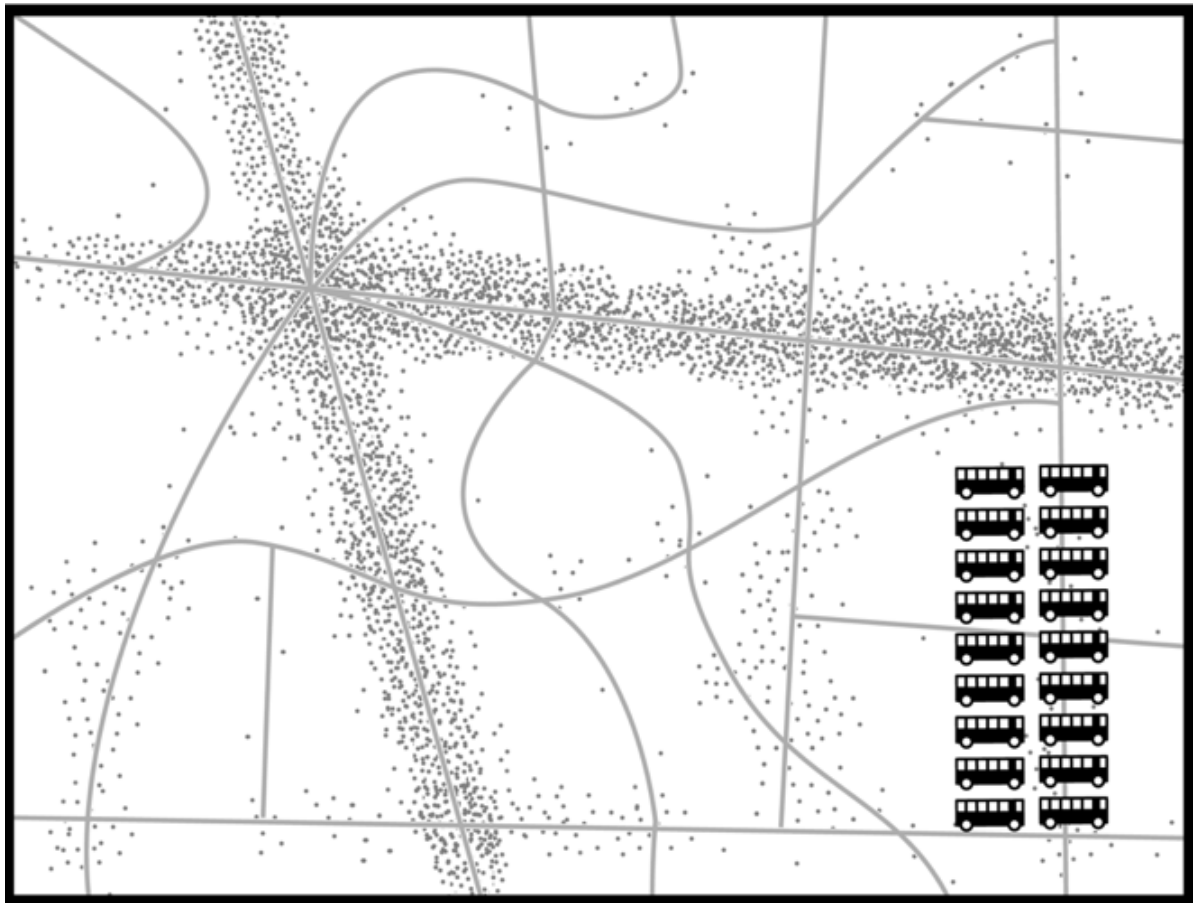
WALKABILITY *Is it possible to walk between the stop and the activities around it?*





\+ It must also be safe to cross the street at a stop. You usually need the stops on both sides for two-way travel!

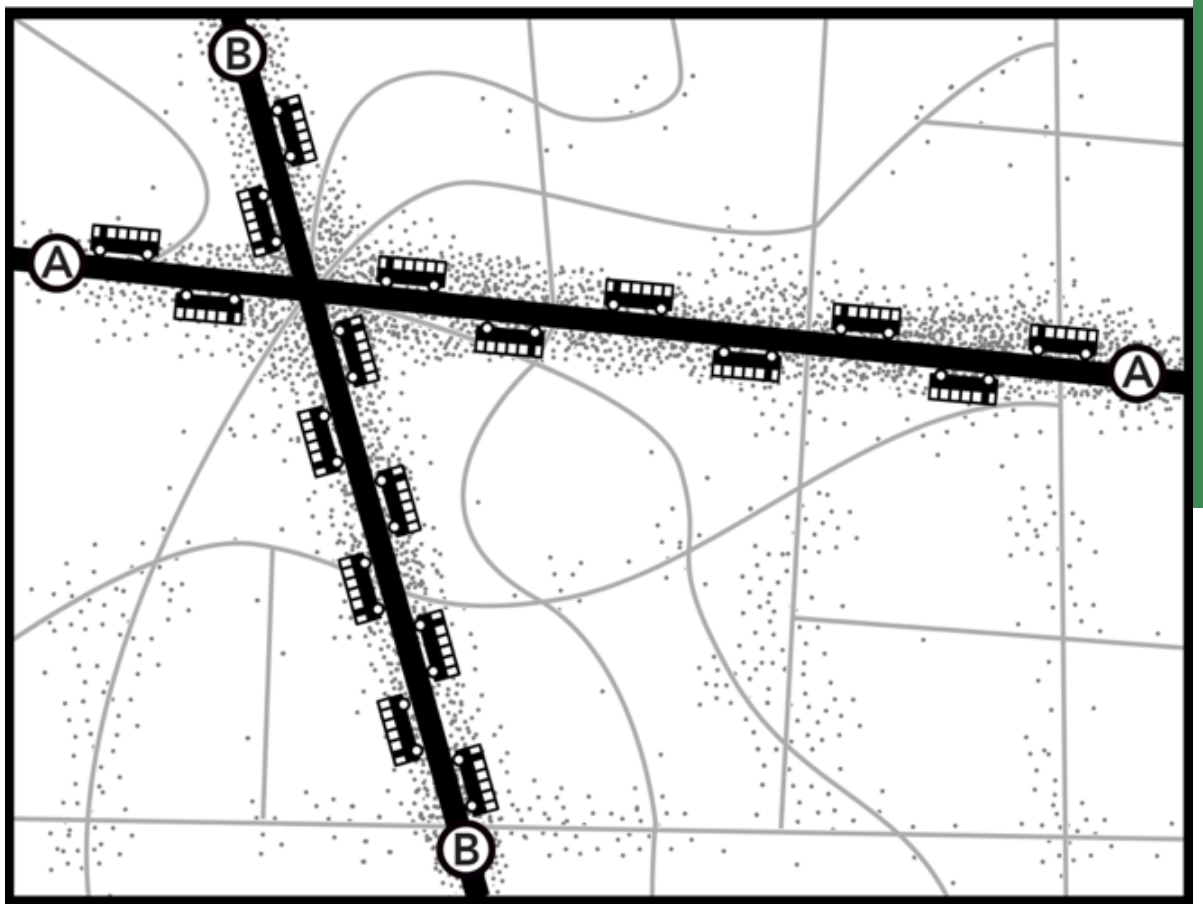
DIFFERENT GOALS, DIFFERENT SERVICE



Imagine you had 18 buses to serve this fictional town.

Dots are the locations of residents and jobs

RIDERSHIP GOAL



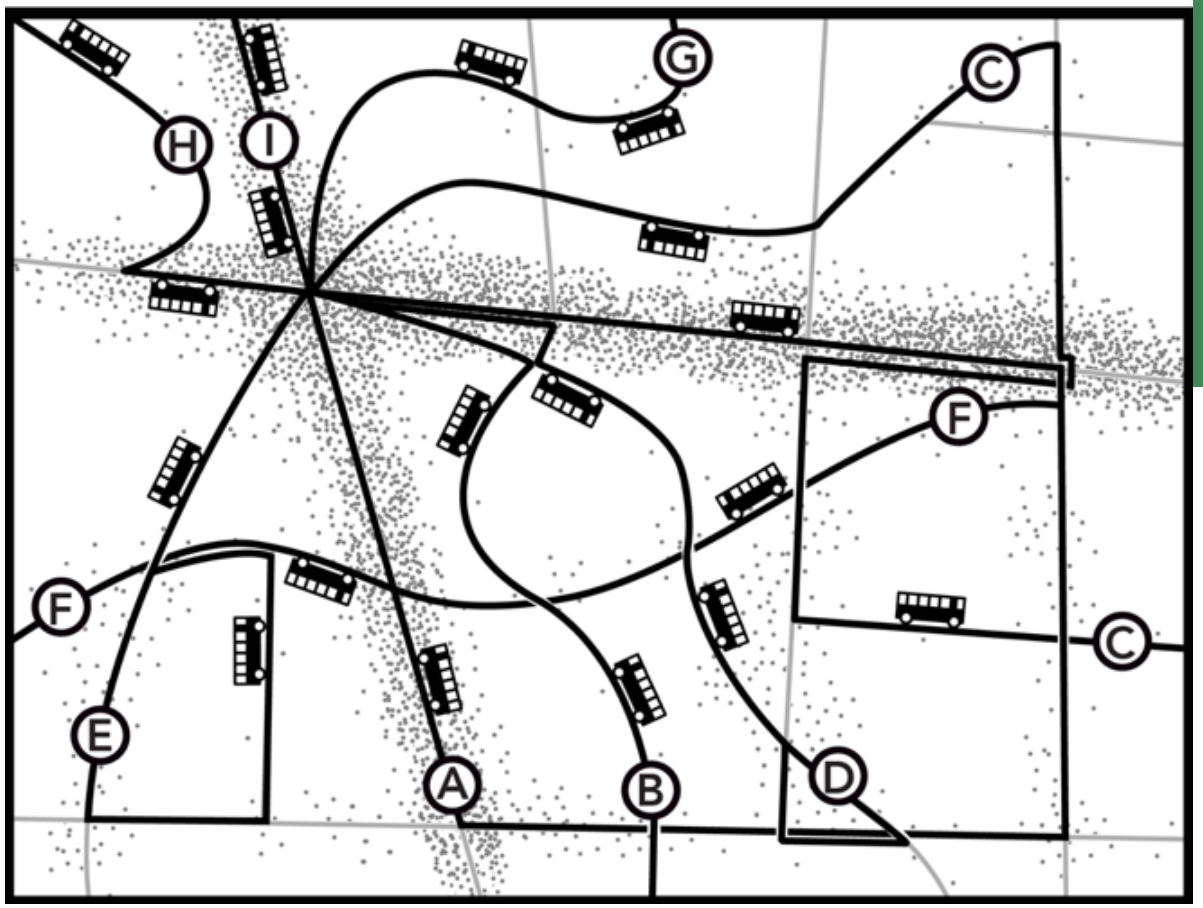
The Ridership Goal

Maximum access for the greatest possible number of people

But:

- *not available for everyone*
- *not necessarily available to all the people who need it most.*

COVERAGE GOAL

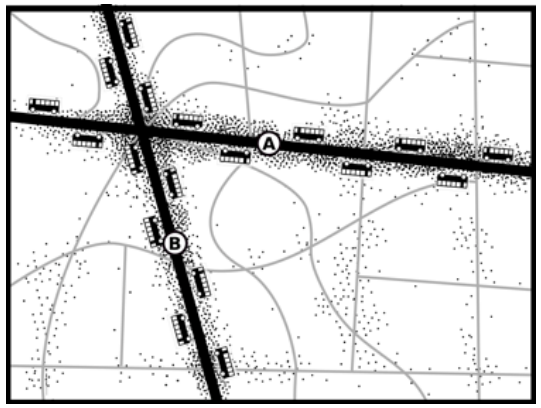


The Coverage Goal

***Some* service near everyone, a baseline level of access everywhere.**

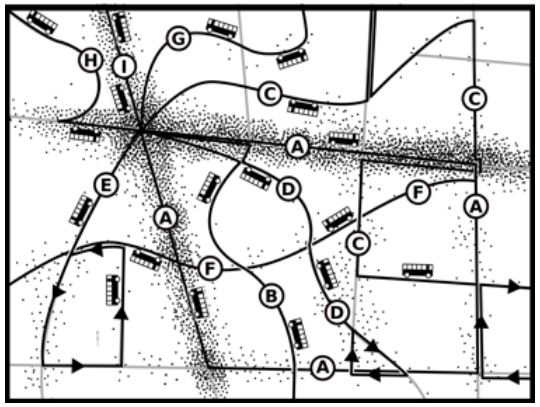
But it's unlikely to be useful for many people and trips.

WHY BOTH GOALS MATTER



Ridership Goal

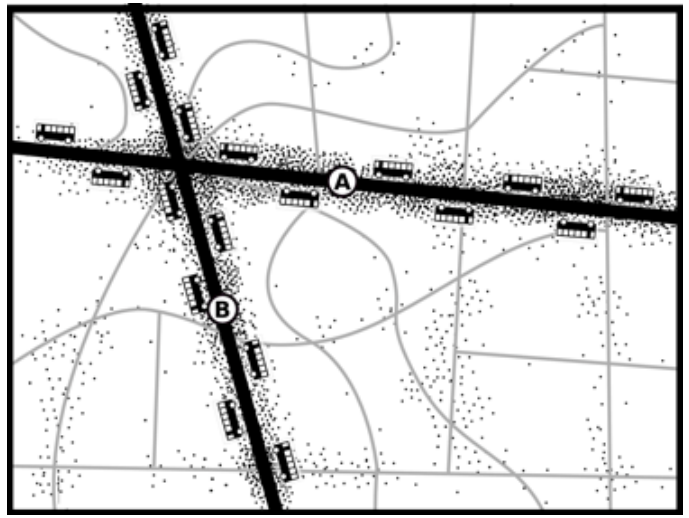
- Maximum <u>average</u> access to opportunity.
- Lowest subsidy per passenger.
- Support dense and walkable development.
- Emissions reduction.
- Reduction in vehicle miles traveled.

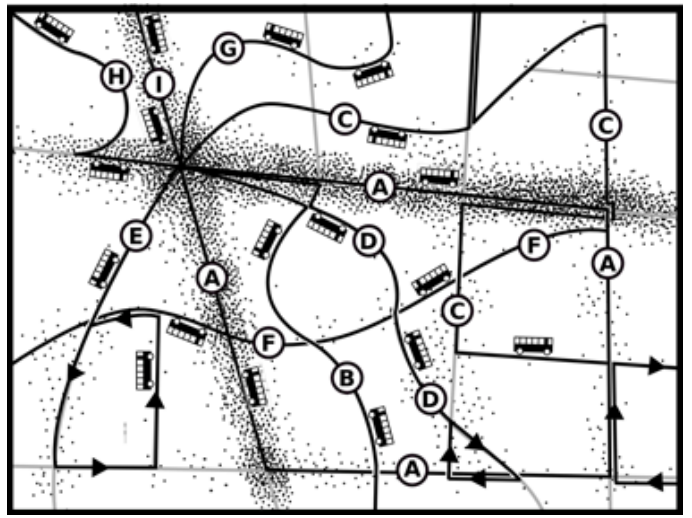


Coverage Goal

- Some service near <u>every</u> home and job.
- Baseline level of access available everywhere.
- Service to every member city or electoral district.

THE TRADEOFFS ARE UNAVOIDABLE

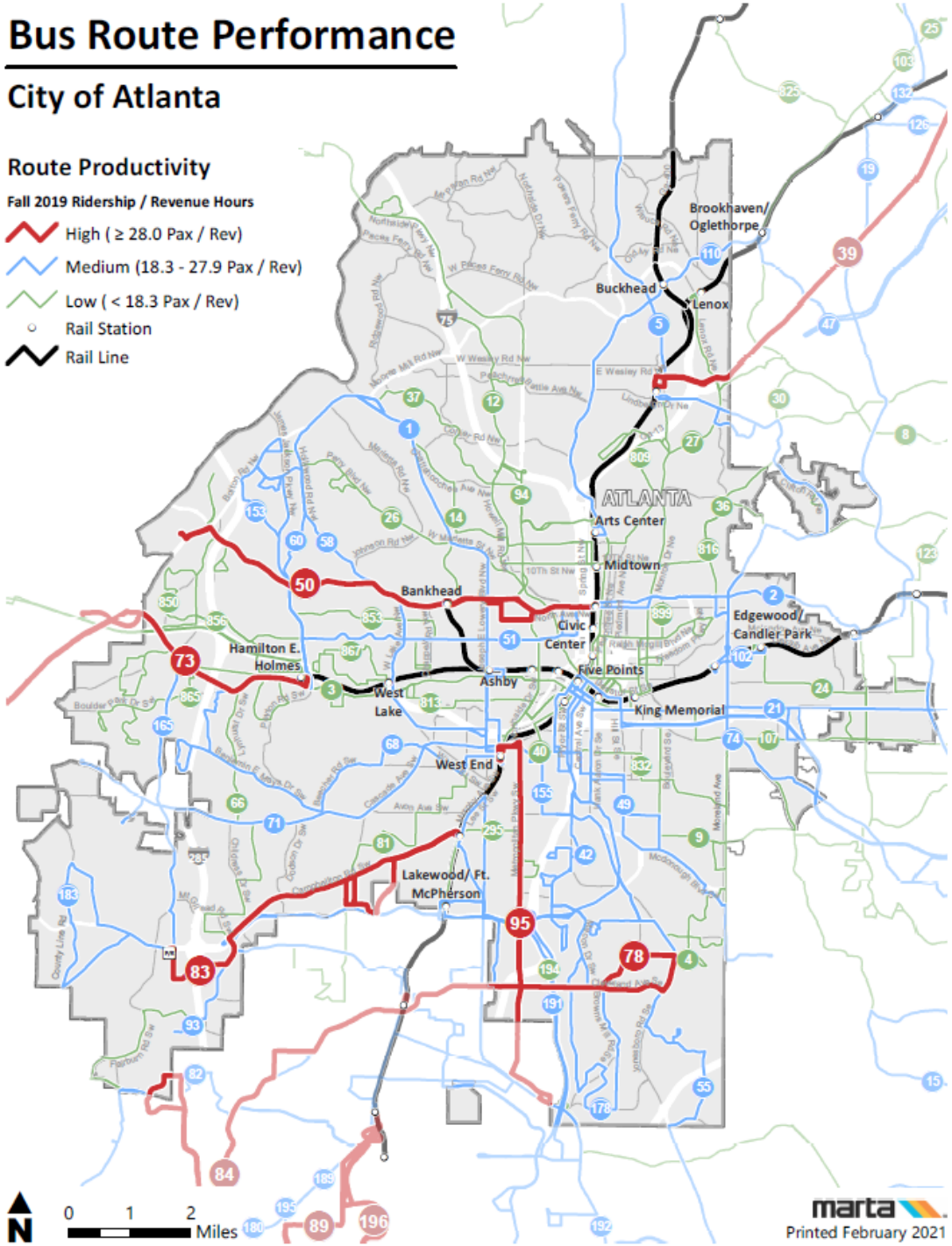




But you CAN choose a deliberate balance point on the spectrum. *("Devote ___% of our resources to the ridership goal and ___% to the coverage goal.")*

Bus Route Performance

City of Atlanta

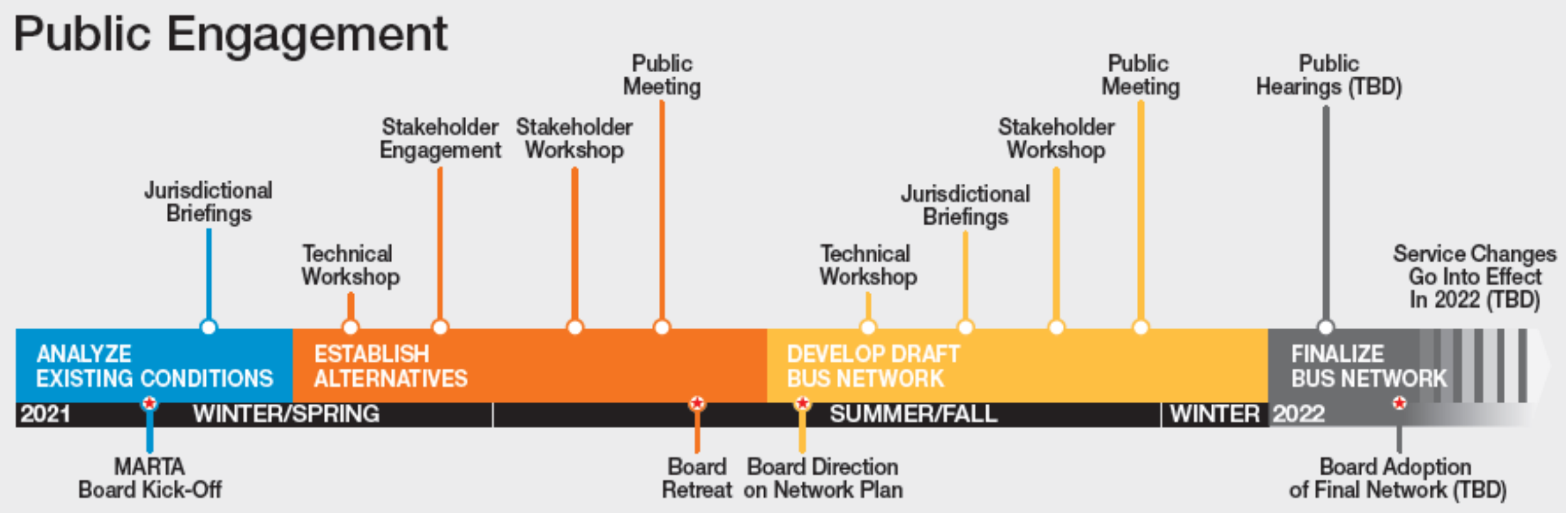


Bus Routes within City of Atlanta

	Route	Name	Weekly Passengers per Revenue Hour
High	78	Cleveland Avenue	41.8
	83	Campbellton Road	38.0
	162	Myrtle Drive / Alison Court	38.0
	50	Donald Lee Hollowell Parkway	29.1
	95	Metropolitan Parkway	28.0
Medium	51	Joseph E Boone Boulevard	27.0
	165	Fairburn Road	26.8
	110	Peachtree Road / Buckhead	25.7
	71	Cascade Road	24.9
	21	Memorial Drive	24.3
	102	North Avenue / Little Five Points	23.9
	5	Piedmont Road / Sandy Springs	23.8
	6	Clifton Road / Emory	23.7
	49	McDonough Boulevard	23.7
	60	Hightower Road	22.7
	58	Hollywood Road / Lucile Avenue	22.5
	153	James Jackson Parkway	22.0
	55	Jonesboro Road	21.7
	178	Empire Blvd / Southside Ind Park	21.3
	183	Barge Road P&R / Lakewood	20.6
	42	Pryor Road	20.1
	155	Pittsburgh	19.7
	2	Ponce de Leon Avenue / Druid Hills	19.4
	1	Marietta Blvd/Joseph E Lowery	19.3
	68	Benjamin E Mays Drive	19.1
	79	Sylvan Hills	18.4
Low	107	Glenwood	18.1
	4	Moreland Avenue	18.0
	12	Howell Mill Road / Cumberland	17.9
	40	Peachtree Street / Downtown	17.5
	37	Defoors Ferry Road	17.2
	26	Marietta Street / Perry Boulevard	17.0
	3	Martin Luther King Jr Dr/Auburn Ave	16.8
	295	Metropolitan Campus Express	16.6
	66	Lynhurst Drive / Princeton Lakes	16.5
	867	Peyton Forest / Dixie Hills	16.3
	899	Old Fourth Ward	16.2
	853	Center Hill	15.8
	94	Northside Drive	15.4
	81	Venetian Hills / Delowe Drive	15.2
	850	Carroll Heights / Fairburn Heights	15.1
	813	Atlanta University Center	15.0
	36	N Decatur Road / Virginia Highland	14.8
	809	Monroe Drive / Boulevard	14.6
	14	14th Street / Blandtown	14.6
	27	Cheshire Bridge Road	14.5
	832	Grant Park	14.1
	816	North Highland Avenue	12.0
	865	Boulder Park Drive	11.3
	9	Boulevard / Tilson Road	11.2
	856	Baker Hills / Wilson Mill Mead	11.0

*Bus Route considered within jurisdiction if ≥40% of revenue miles occur within jurisdictional boundary

TIMELINE


Public Engagement
Jurisdictional Briefings
Technical Workshop
Stakeholder Engagement
Stakeholder Workshop
Public Meeting
Technical Workshop
Jurisdictional Briefings
Stakeholder Workshop
Public Meeting
Public Hearings (TBD)
Service Changes Go Into Effect In 2022 (TBD)
ANALYZE EXISTING CONDITIONS
ESTABLISH ALTERNATIVES
DEVELOP DRAFT BUS NETWORK
FINALIZE BUS NETWORK
2021
WINTER/SPRING
SUMMER/FALL
WINTER
2022
MARTA Board Kick-Off
Board Retreat
Board Direction on Network Plan
Board Adoption of Final Network (TBD)

THANK YOU