



More MARTA Outreach Summary

OCTOBER 2017

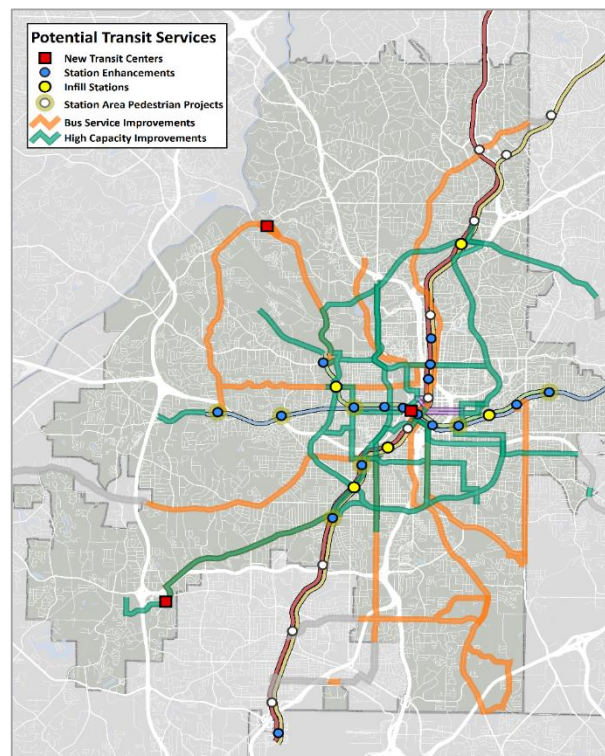
Executive Summary

Background & Outreach Purpose

In November 2016, 71% of City of Atlanta voters passed a 0.5% sales tax that will generate an estimated \$2.5 billion (in 2016 dollars) over 40 years to expand and enhance transit service in Atlanta. This investment and the associated list of potential projects and service improvements is known as More MARTA. The goals of the More MARTA program are to reduce congestion, attract employers and higher wage opportunities, and increase access to jobs and connectivity. MARTA conducted outreach to inform citizens of the potential More MARTA improvements and identify which projects and service improvements citizens preferred.

Potential Project & Service Improvements

The More MARTA program includes many potential projects, including cross-town light rail and bus projects, cross-jurisdictional light rail and bus rapid transit projects, station improvements, and arterial rapid transit (ART) corridors, as shown in the Figure. Potential More MARTA service improvements include improved frequency and weekend service and higher capacity vehicles.



More MARTA Outreach

MARTA conducted several rounds of More MARTA outreach, both before and after the November 2016 referendum, including nearly 40 events from May through September 2017. This report highlights data from these May – September events, which were held at MARTA Stations, neighborhood meetings, festivals, libraries, and farmers markets in all 12 City of Atlanta Council Districts and 18 of 25 of the Atlanta’s Neighborhood Planning Units, and the More MARTA survey, which was available from February - September 2017. Fact sheets, posters, comment forms, and surveys were provided at each event; those unable to comment in person were directed to the More MARTA website and online survey. This outreach generated over 13,000 interactions, 4,300 survey responses, and 930 comments.

Feedback & More MARTA Survey Response

The More MARTA survey asked respondents to provide feedback on which potential projects and service improvements they preferred. Survey respondents were also asked to provide their zip code, so project and service improvement preferences could be identified by geography.

Based on the survey responses received, the two most favored More MARTA potential projects were the light rail projects, including the Atlanta BeltLine and the Clifton Corridor Light Rail Transit project. Other highly favored projects were rapid transit on Peachtree Street, Metropolitan Parkway, Cleveland Avenue, and Campbellton Road, increased bus frequency, and extending the existing heavy rail line from H.E. Holmes Station to I-285. Geographic analysis identified that northwest, northeast, and southeast Atlanta and core neighborhoods rated light rail projects including the BeltLine the highest, while southwest Atlanta favored rapid transit along Peachtree Street, Metropolitan Parkway, Cleveland Avenue, and Campbellton Road.

Most Favored More MARTA Potential Projects & Service Improvements in order of Favorability

Most Favored More MARTA Potential Projects	Light Rail, including BeltLine Loop
	Clifton Corridor LRT
	Increase bus frequency on existing routes
	Rapid transit on Peachtree Street, Metropolitan Parkway, Cleveland Avenue, and Campbellton Road
	HRT (H.E. Holmes to I-285)
Most Favored More MARTA Potential Service Improvements	Expanding the MARTA service area
	Frequency of rail service on weekends
	Frequency of rail service on weekdays before 9:00 PM
	Extending hours of operation

The two most favored More MARTA potential service improvements were expanding the service area and improving weekend rail frequency. Other highly favored projects include increased daytime rail frequency and extended hours of operations.

Table of Contents

Executive Summary	i
More MARTA Background	1
Outreach Purpose.....	1
More MARTA Guiding Principles	1
Potential More MARTA Projects & Service Improvements	2
Fast Tracks Service Implementation.....	2
Potential More MARTA Projects	4
Potential More MARTA Service Improvements	5
More MARTA Program Costs	6
More MARTA Outreach Summary	7
2016 & Early 2017 Outreach	7
Summer 2017 Outreach.....	7
Webpage & Social Media Promotion	11
Feedback & Response Summary	12
More MARTA Survey: Potential Project Ratings	12
More MARTA Survey: Potential Service Improvement Ratings	15
Open-Ended Comment Analysis.....	16
Next Steps.....	19
Appendices	20

Appendices

Appendix A	Fast Tracks Implementation Maps
Appendix B	More MARTA Potential Project Maps
Appendix C	Outreach Materials
Appendix D	Outreach Schedule & Event Summaries
Appendix E	More MARTA Survey Questions
Appendix F	More MARTA Survey Potential Project Figures & Analysis
Appendix G	More MARTA Survey Potential Service Improvements Figures & Analysis
Appendix H	Open-Ended Comments & Tables

Table of Figures

Figure 1: More MARTA Guiding Principles.....	1
Figure 2: Fast Tracks Routes and Service Tiers	3
Figure 3: More MARTA Potential Projects Map	4
Figure 4: Outreach at Five Points Station	7
Figure 5: Outreach at Grant Park	7
Figure 6: More MARTA Outreach Summary (May – September 2017)	8
Figure 7: More MARTA Outreach Locations (May - September 2017).....	9
Figure 8: More MARTA Outreach Timeline & Locations (May – September 2017)	10
Figure 9: Outreach at QLS Empowerment Meeting	11
Figure 10: More MARTA Social Media Promotion	11
Figure 11: Outreach Impact Summary.....	12
Figure 12: More MARTA Survey Analysis Sectors	13
Figure 13: Highest Rated More MARTA Project by Sector	14
Figure 14: More MARTA Potential Project Preference Ranking	15
Figure 15: More MARTA Potential Service Improvement Ranking	16
Figure 16: More MARTA Free Response Comment Categorization	18

Table of Tables

Table 1: Estimated More MARTA Program Capital and Operations & Maintenance Costs	6
Table 2: Free Response Comment Categories	17

More MARTA Background

In November 2016, 71% of City of Atlanta voters passed a 0.5% sales tax that will generate an estimated \$2.5 billion (in 2016 dollars) over 40 years to expand and enhance transit service in Atlanta. This investment and the associated list of potential projects and service improvements is known as the More MARTA program. The More MARTA project and service improvement goals are to reduce congestion, attract more employers and higher wage opportunities, increase access to jobs, and improve connectivity within the City of Atlanta.

Outreach Purpose

Because the total cost of the More MARTA menu of projects and service improvements exceeds the expected sales tax revenue, the project list must be refined. As part of the refinement process, MARTA developed guiding principles and conducted extensive outreach to inform citizens and seek their input on which of the potential project and service improvements citizens preferred.

More MARTA Guiding Principles

MARTA and the Atlanta City Council developed guiding principles to help define the More MARTA menu of projects. These were approved by MARTA's Board on May 11 and the Atlanta City Council on June 20.

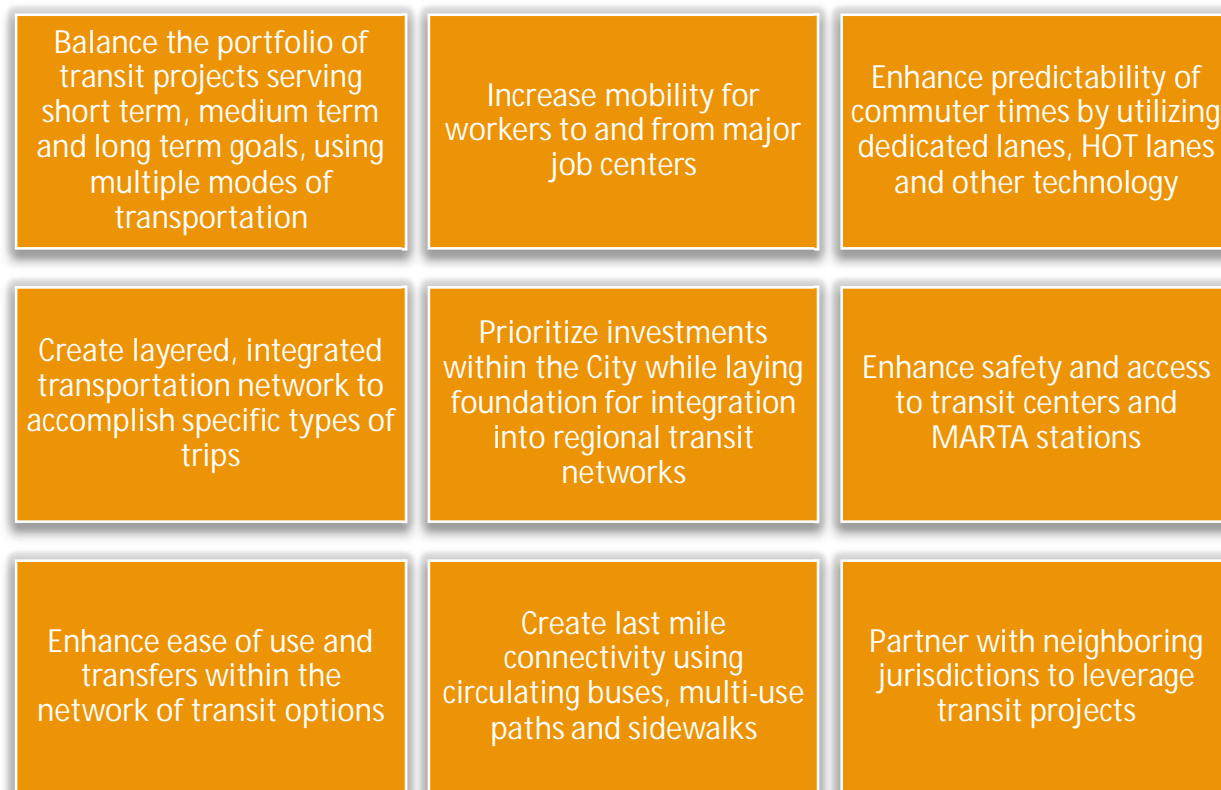


Figure 1: More MARTA Guiding Principles

Potential More MARTA Projects & Service Improvements

The approved project and service improvement list presented to voters prior to the election was not fiscally constrained and represented a menu of projects from which the final list would be selected after additional feedback and analysis. Potential projects included high-capacity transit projects, such as heavy rail, light rail, streetcar, or bus rapid transit (BRT), bus service improvements, and station enhancements. As the potential project and service improvement list was being refined, the peak hour frequencies of more than a dozen bus routes, many of which identified in MARTA's Comprehensive Operations Analysis (COA), were improved. These frequency improvements provided immediate returns on the sales tax and were known as the Fast Tracks program.

Fast Tracks Service Implementation

In early 2017, MARTA implemented its "Fast Tracks" service improvements to the bus routes shown in Figure 2 and Appendix A. These frequency improvements were implemented in two phases on February 4, 2017, and April 15, 2017. The Fast Tracks "Arterial Rapid Transit (ART) Frequency" routes now run at 10-minute peak headways, the Frequent Local routes now run at 10-15 minute peak headways, and the Supporting Local Routes shown now run at 20-30 minute peak headways, whereas these routes previously ran at headways ranging from 15 minutes to upwards of 40 minutes.

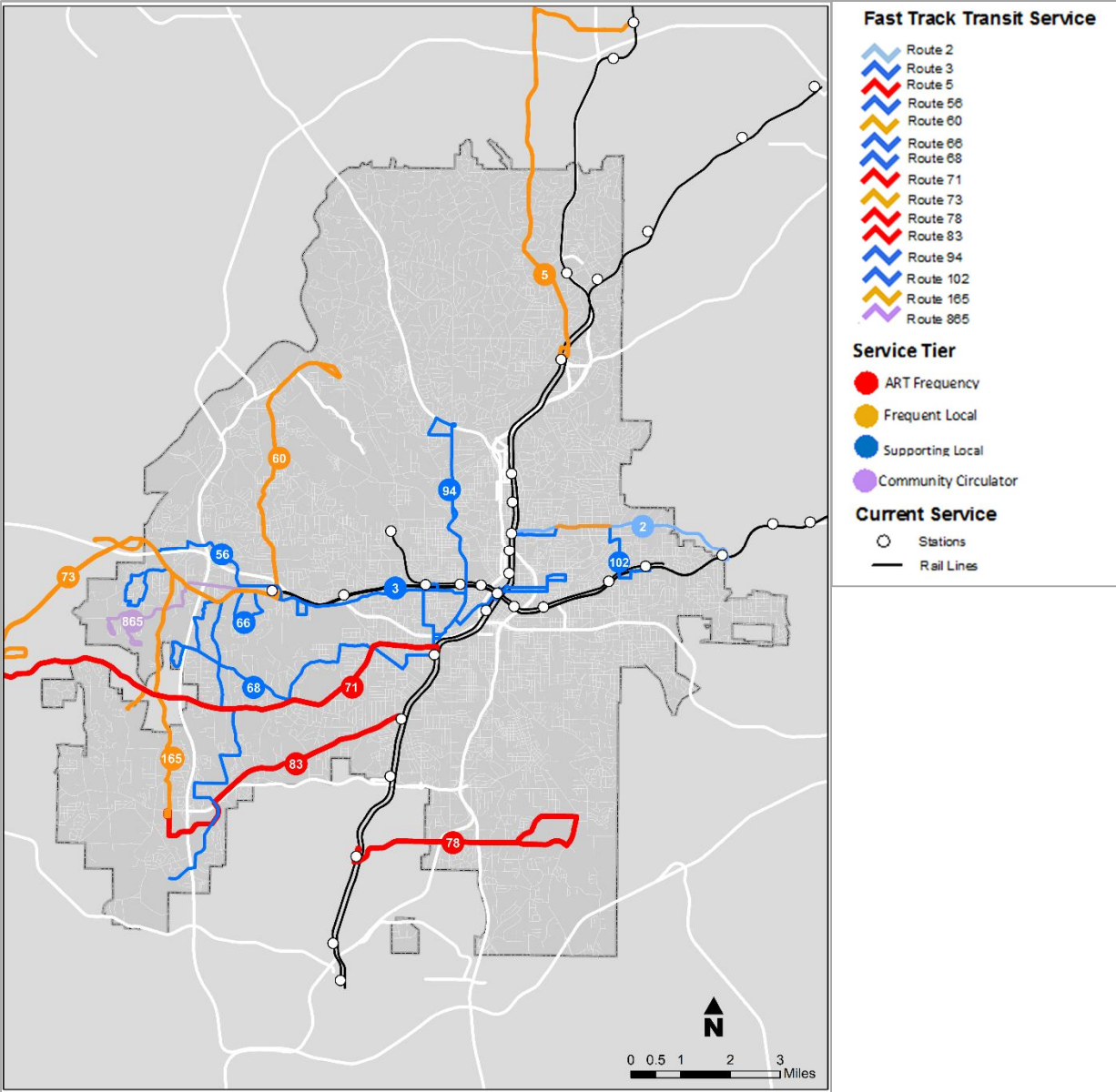


Figure 2: Fast Tracks Routes and Service Tiers

Potential More MARTA Projects

The high capacity projects included in the potential project list are intended to reliably carry large volumes of passengers throughout the City of Atlanta using larger vehicles and more frequent service. In Figure 3, the green lines represent high capacity improvements, which are primarily light rail and bus rapid transit projects, while the orange lines represent service improvements. Appendix B provides additional project and route location information, descriptions of each project and service improvement type, and the name of each potential route.

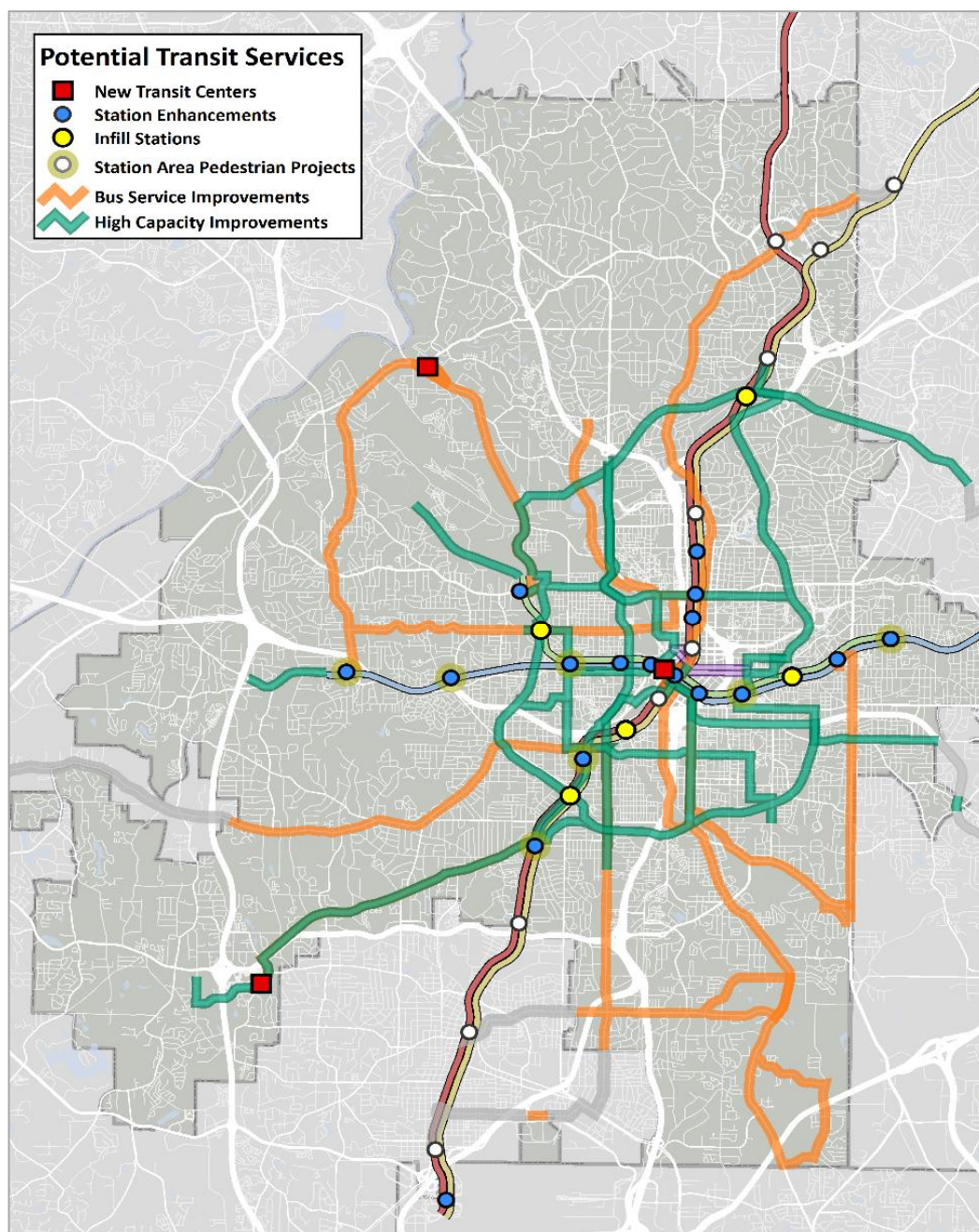


Figure 3: More MARTA Potential Projects Map

The high-capacity projects include six City of Atlanta Light Rail Transit (LRT) projects, which consist of projects along the Atlanta BeltLine as well as five (5) potential crosstown routes that provide additional north-south and east-west connectivity.

The I-20 West Heavy Rail Transit (HRT) project would extend the existing MARTA Blue Line from the H.E. Holmes Station west to MLK Drive at I-285, and is the only extension of the existing MARTA HRT included in the project list.

The potential project list includes two multi-jurisdictional projects: Clifton Corridor LRT and I-20 East Bus Rapid Transit (BRT). The Clifton Corridor LRT would provide access from Lindbergh Station to Emory University and the Centers for Disease Control (CDC), while the I-20 East BRT project would serve commuters along I-20 east of Atlanta. Both projects can be identified in Figure 3 and Appendix B.

The potential project list also includes five (5) infill stations, which are identified by yellow station locations in Figure 3. These would be new stations built along the existing rail alignment that provide additional accessibility and connectivity to neighborhoods. The five potential infill stations are:

- Armour (just south of Lindbergh Center Station)
- Boone (between Bankhead Station and Ashby Station)
- Hulsey / Krog Sreet (between King Memorial Station and Inman Park Station)
- Mechanicsville (between Garnett Station and West End Station)
- Murphy Crossing (between West End Station and Oakland City Station)

Potential Station Enhancements

The More MARTA program also includes potential City of Atlanta MARTA station enhancements, which consist of station rehabilitation, aesthetics and maintenance, signage and wayfinding improvements, and improved pedestrian, bicycle, and ADA accessibility.

Potential More MARTA Service Improvements

In addition to potential new projects, the More MARTA program includes potential service improvements to the existing system, such as increased rail and bus frequencies and extended hours of operation.

Arterial Rapid Transit Corridors

In addition to the high capacity improvements, there are five potential Arterial Rapid Transit (ART) routes, indicated by the orange lines in Figure 3. If selected, the ART corridors would not only see increased frequencies, but also capital improvements, such as transit signal priority (TSP) or other improvements to make bus service more competitive. The potential ART corridors are:

- Campbellton Road: Greenbriar Mall to Oakland City Station
- Cascade Road: Fulton Industrial Boulevard to West End Station
- Cleveland Avenue: Jonesboro Road & Browns Mill Road to East Point Station
- Metropolitan Parkway: West End Station to College Park Station
- Peachtree Road: Brookhaven Station to Five Points Station

Bus Transfer Centers

Bus transfer centers at Greenbriar Mall and Moores Mill (Bolton at Marietta Boulevard) are also part of the potential service improvement list. These transfer centers would allow MARTA to serve western Atlanta more directly and efficiently.

Community Circulators

Community Circulators were included as one of the service tiers outlined in MARTA's COA. These potential new routes would offer neighborhood-friendly and activity center-oriented connectivity and routing, and would be determined as requested and evaluated. Route 865, implemented as part of the Fast Tracks program (Figure 2), is an example of a community circulator route.

More MARTA Program Costs

If all of the potential More MARTA projects and service improvements were implemented, the total life cycle capital and operations and maintenance cost is estimated to exceed \$10 billion (in 2016 dollars), as outlined in Table 1, while the 0.5% sales tax is projected to raise approximately \$2.5 billion over 40 years.

Table 1: Estimated More MARTA Program Capital and Operations & Maintenance Costs

Potential Program	Estimated Capital Cost (Base Year \$ in Millions)			Estimated O&M Cost (Base Year \$ in Millions)	
	Local Share	Federal Share	Total	Annual O&M Cost	O&M Cost Over 20 Years
High Capacity Improvements	\$3,237	\$2,993	\$6,230	134	\$3,211
Bus Service Improvements	\$65	N/A	\$65	35	\$833
Pedestrian Improvements	\$12	N/A	\$12	N/A	N/A
Total Estimated Cost	\$3,314	\$2,993	<u>\$6,307</u>	\$169	<u>\$4,044</u>

Due to this funding gap, only some of the potential More MARTA projects and service improvements can be implemented. As part of the process to help identify and select which projects should be implemented, outreach was conducted to gain an understanding of which of the projects citizens prefer.

More MARTA Outreach Summary

2016 & Early 2017 Outreach

MARTA engaged the public with several rounds of More MARTA outreach in 2016 and 2017, beginning with four public meetings in May and June of 2016. After the MARTA Board and the Atlanta City Council approved the project list, education and outreach were conducted in advance of the referendum between August and November of 2016.

After City of Atlanta voters passed the More MARTA 0.5% sales tax measure, MARTA led additional outreach from January through March of 2017, which included ten (10) public listening sessions as well as six (6) station pop-up kiosks at MARTA Stations throughout the City of Atlanta. This outreach was conducted to ensure that voters were aware the sales tax had passed and to receive feedback about which of the potential projects and services citizens preferred, using the More MARTA survey. During this time, MARTA also reached out to several local publications, including Curbed Atlanta, Creative Loafing, and the Atlanta Journal Constitution (AJC) to promote the More MARTA survey.



Figure 4: Outreach at Five Points Station

Summer 2017 Outreach

MARTA continued outreach activities in May 2017 after the Fast Tracks service improvements had been implemented to achieve broader reach, to inform citizens about the More MARTA program, and to garner more robust project and service improvement feedback.



Figure 5: Outreach at Grant Park

Each event featured Spanish and English fact sheets and posters to inform citizens about More MARTA and the potential project list as well as surveys and comment forms to gain feedback; these materials are included in Appendix C. Those unable to provide feedback at outreach events were directed to the More MARTA webpage and online survey.

As shown in Figure 6, outreach was conducted at a variety of events, community centers, festivals, and MARTA stations.

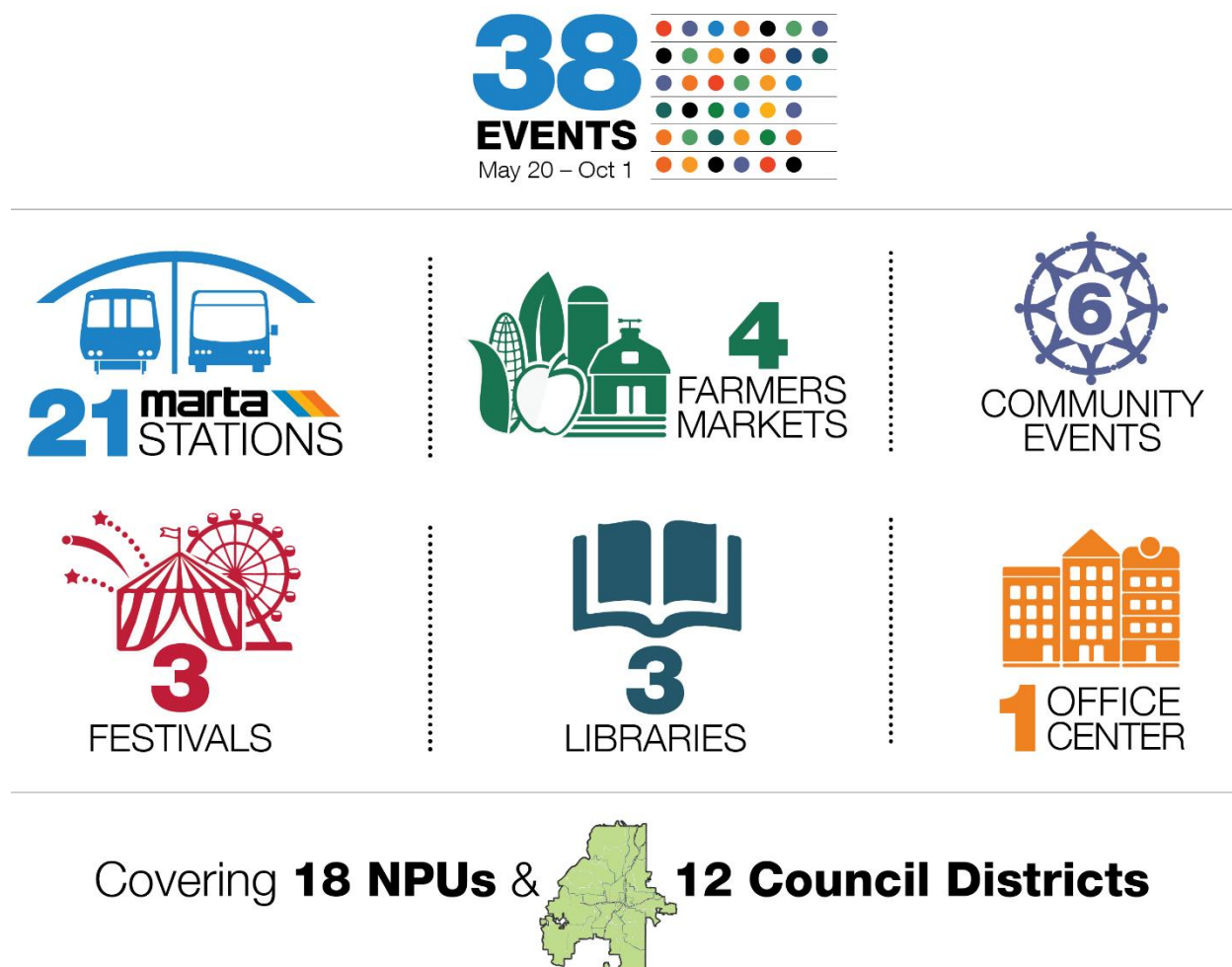


Figure 6: More MARTA Outreach Summary (May – September 2017)

These events were held throughout the summer across each of Atlanta’s 12 City Council Districts and 18 of the City’s Neighborhood Planning Units (NPUs), as illustrated by Figure 7 and Figure 8. See Appendix D for a detailed list of outreach events, times, and locations and event summaries.

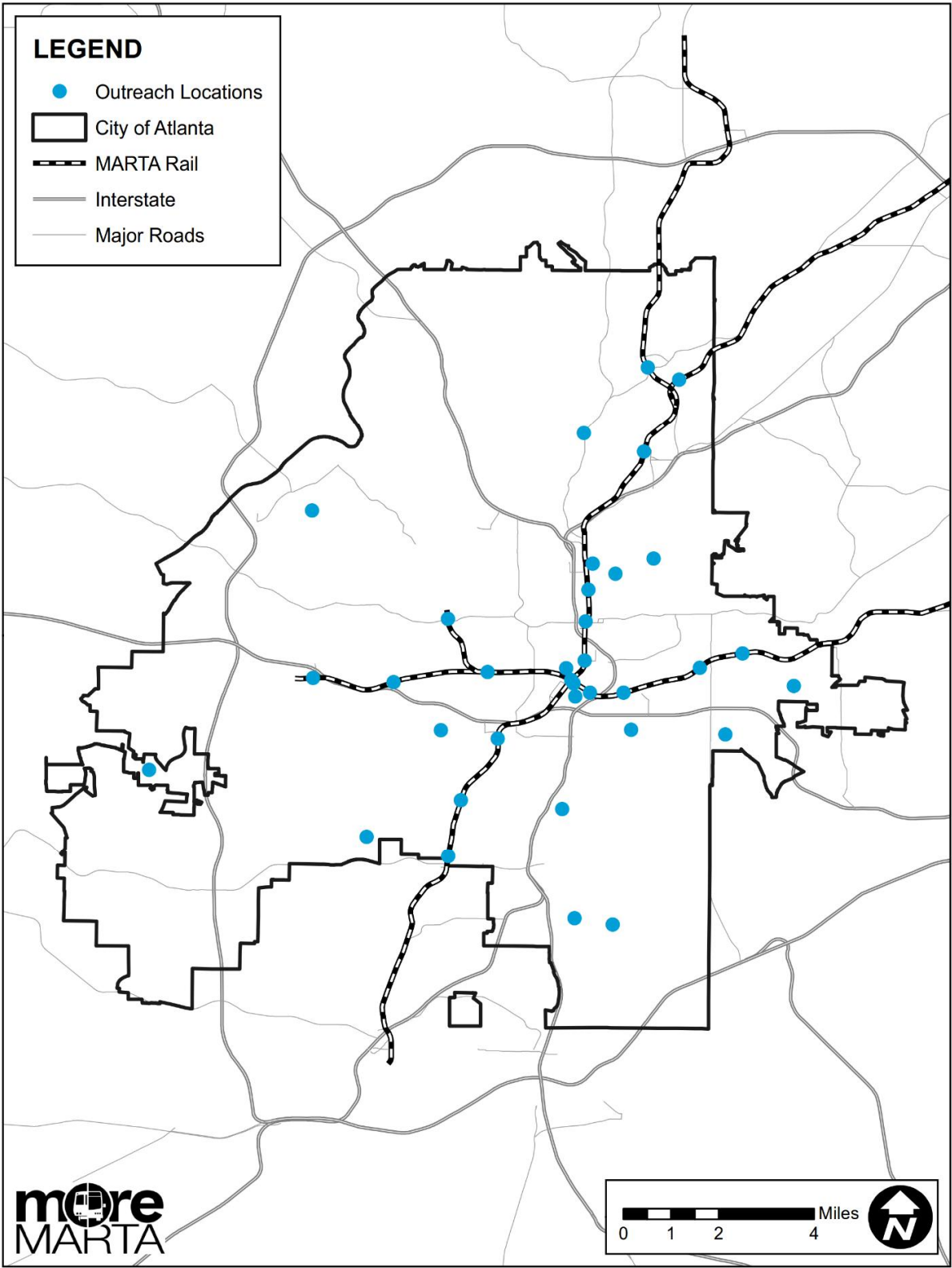


Figure 7: More MARTA Outreach Locations (May - September 2017)

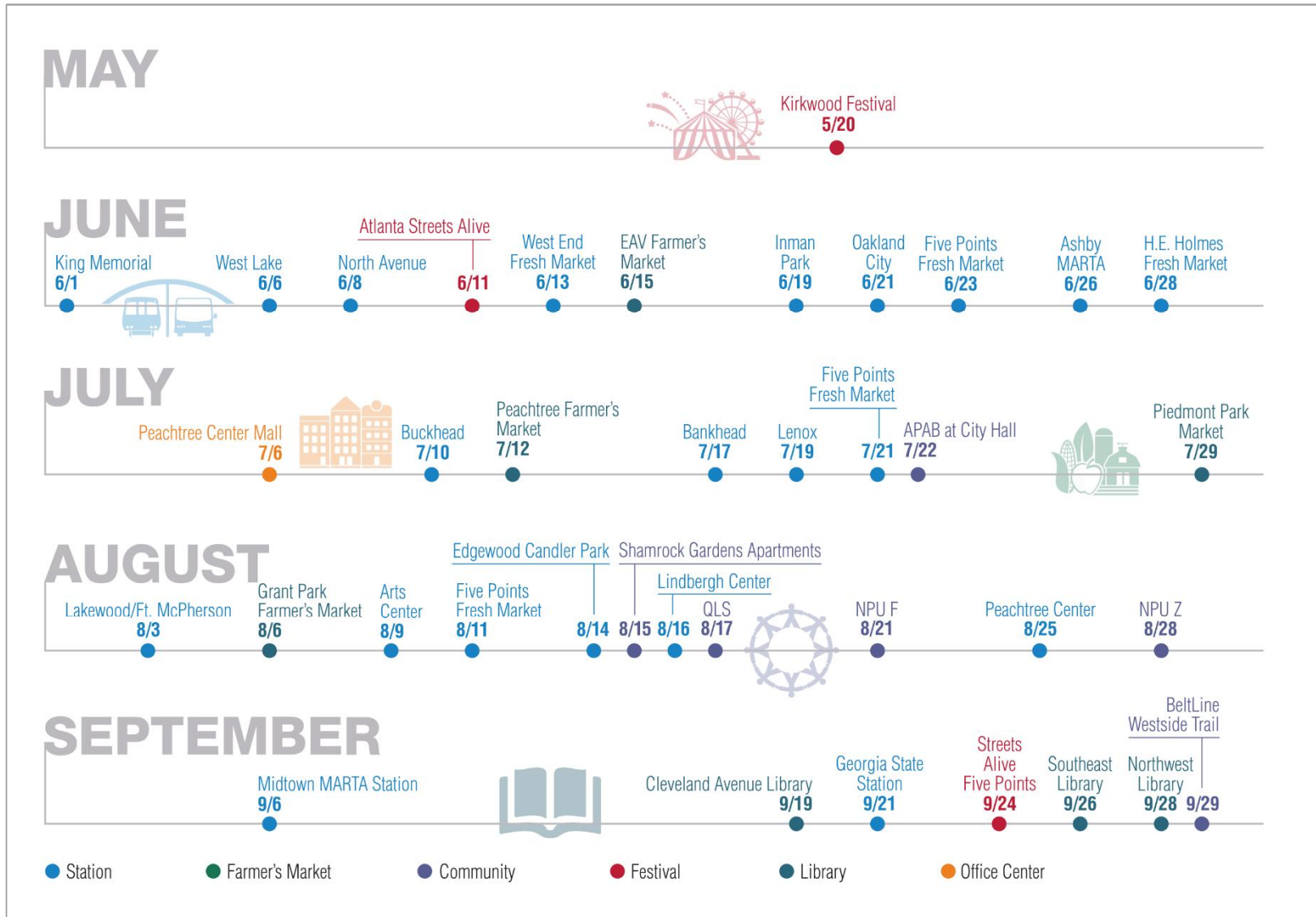


Figure 8: More MARTA Outreach Timeline & Locations (May – September 2017)

Atlanta Planning Advisory Board & City Council

In addition to conducting events throughout the city, the More MARTA team presented at the July 22nd Atlanta Planning Advisory Board (APAB) meeting and MARTA General Manager Keith Parker highlighted the More MARTA outreach at the July 26th Atlanta City Council Transportation Committee meeting. After these presentations, the NPU F and Z Chairs requested More MARTA presentations at their respective meetings, and Atlanta City Councilwoman Shepherd (District 12) requested additional outreach in her district. MARTA responded to their requests by attending the requested NPU meetings, and scheduling additional events in Council District 12, including the Shamrock Gardens Apartments.



Figure 9: Outreach at QLS Empowerment Meeting

The More MARTA team also hosted senior-focused outreach at the Quality Living Services (QLS) Empowerment meeting; an additional senior-focused event scheduled at the Lillie R. Campbell House was cancelled due to weather.

Webpage & Social Media Promotion

In addition to outreach events, More MARTA information was also promoted via the More MARTA webpage, including the schedule of upcoming events, maps, figures, and descriptions of the potential projects, Fast Tracks service information, and the More MARTA fact sheet and survey.

MARTA also promoted the More MARTA webpage and survey through its Facebook and Twitter accounts, as shown in Figure 10, which increased survey activity.

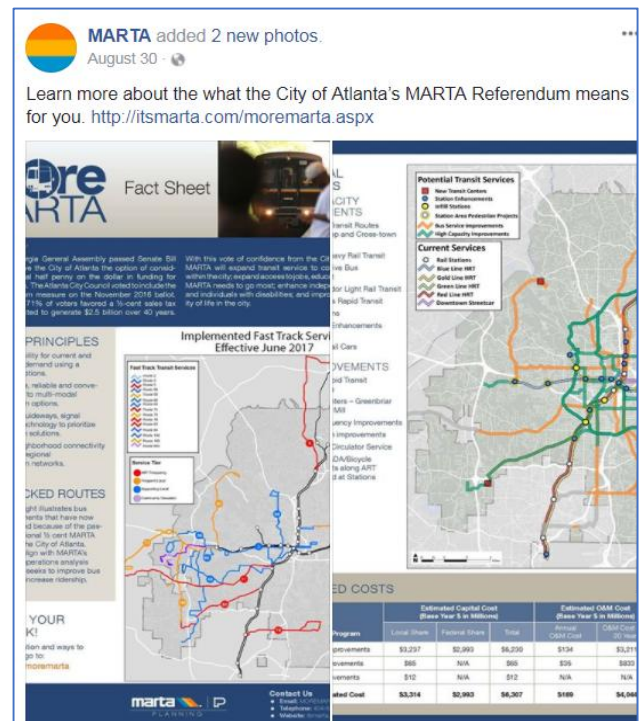


Figure 10: More MARTA Social Media Promotion

Feedback & Response Summary

After More MARTA outreach concluded at the end of September 2017, MARTA had received more than 4,200 More MARTA survey responses and 900 open-ended response comments at events.

The More MARTA survey focused specifically on potential More MARTA projects and service improvements while the open-ended response form allowed respondents to comment more broadly about how the system could be improved. Survey comments were received from February through September of 2017, while open-ended comments were collected at events between May and September of 2017.



Figure 11: Outreach Impact Summary

More MARTA Survey: Potential Project Ratings

The following figures and analyses are based on the More MARTA survey responses from citizens who input a city of Atlanta zip code. For the purposes of this analysis, the city was divided into five sectors based on zip codes to identify which potential More MARTA projects people in each part of Atlanta preferred. The sectors, shown in Figure 12, roughly align with the city's southwest, northwest, northeast, southeast, and core areas. Appendix E includes the number of surveys from each sector.

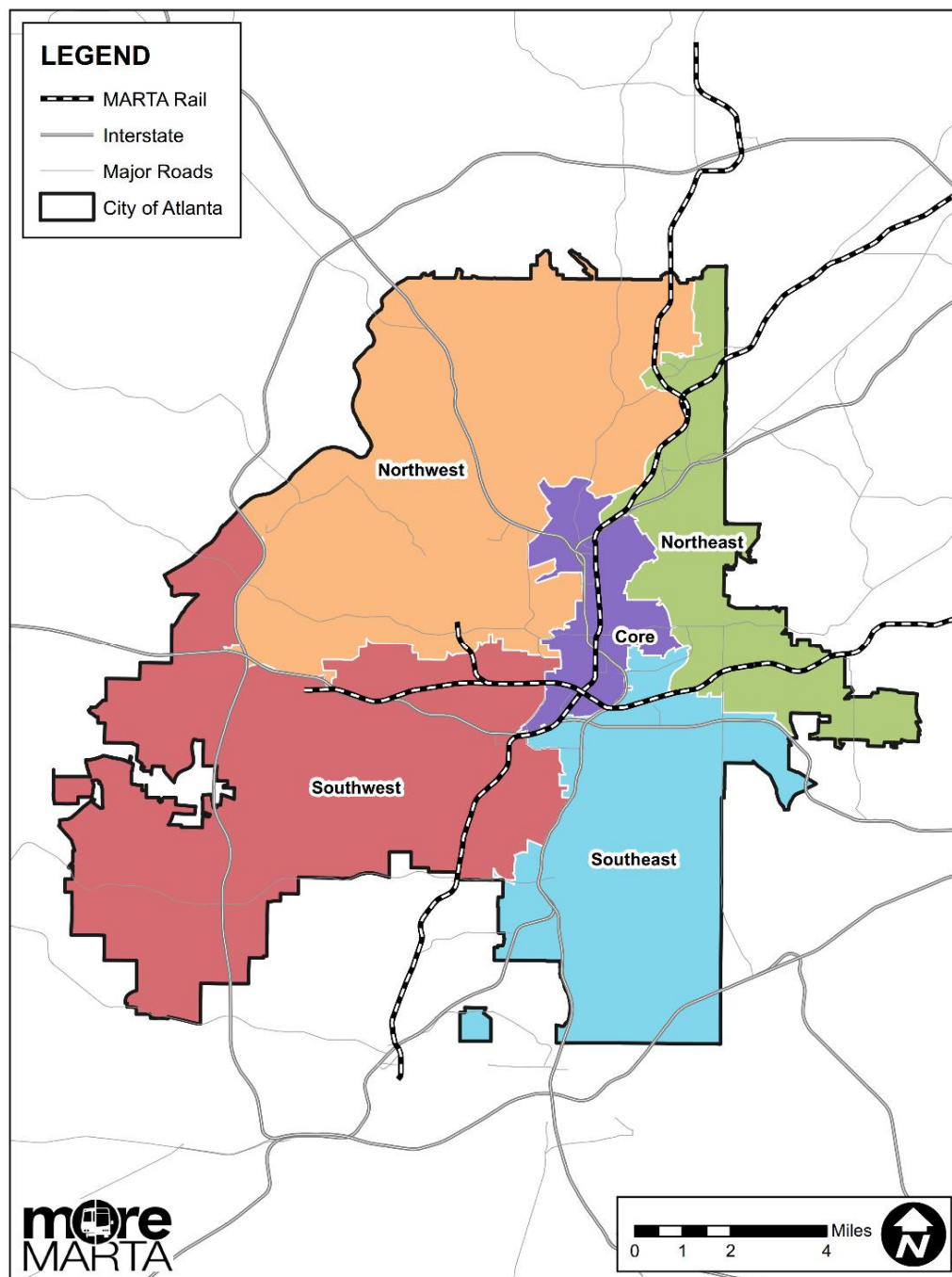


Figure 12: More MARTA Survey Analysis Sectors

Questions 2 and 3 of the More MARTA survey asked respondents to identify the projects they most preferred. Question 2 listed nine (9) More MARTA project categories and asked respondents to rate each project from “Very Important” to “Not at all important” (see Appendix E for wording). Figure 13 is based on Question 2 responses and illustrates the highest rated potential More MARTA projects in each sector. Appendix F includes all potential project-related survey analysis.

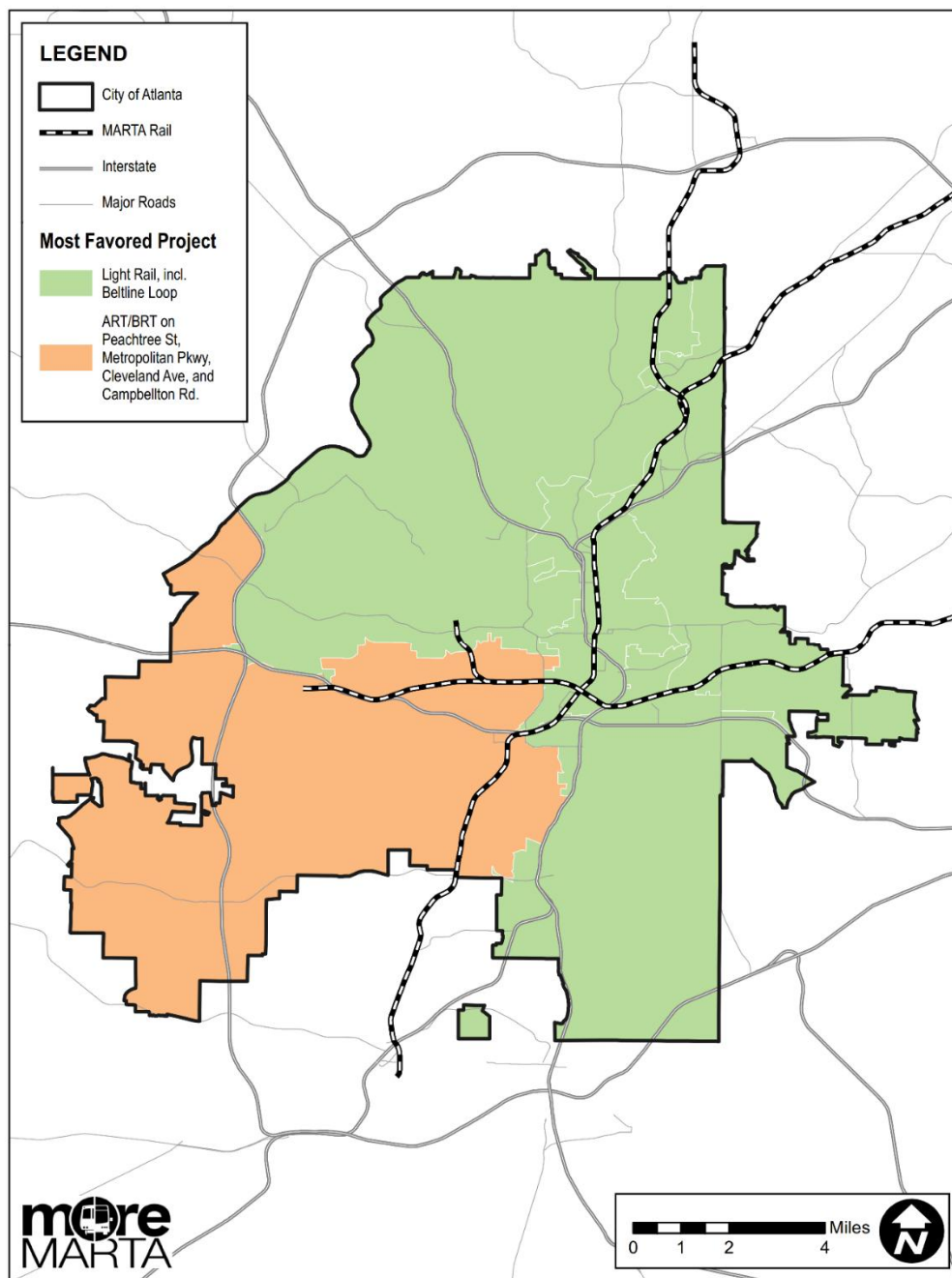


Figure 13: Highest Rated More MARTA Project by Sector

Figure 13 illustrates that More MARTA survey respondents in the northwest, northeast, southeast and core sectors rated light rail projects, including along the Atlanta BeltLine, the highest. Respondents from the southwest sectors rated implementing ART/BRT service on key corridors the highest; three of the four key corridors are located in the southwest sector of the city. The survey data shows there is a strong tie between proximity and project support.

Question 3 also highlights how favorably respondents viewed each potential More MARTA project, by asking respondents to identify their top 3 projects (out of 9). Figure 14 shows the percent of respondents who included each project in their list of top 3 projects.

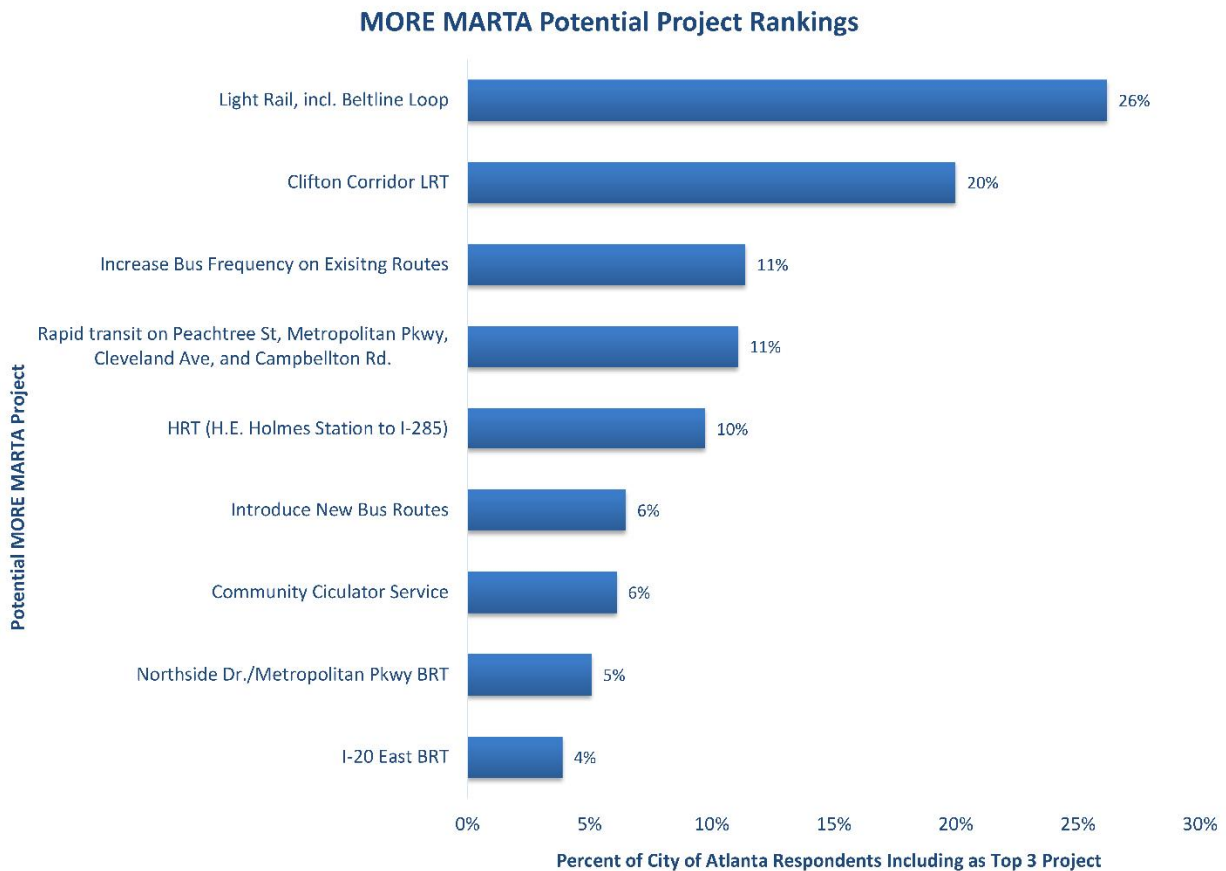


Figure 14: More MARTA Potential Project Preference Ranking

The figure indicates that light rail projects (including the BeltLine loop) and Clifton Corridor LRT were the two most favored projects; increased bus frequency on existing routes, rapid transit along key corridors, and the HRT extension from H.E. Holmes were also all favored by at least 10% of survey respondents. Of the 9 projects, the five most favored projects were noted by 78% of respondents.

The question 3 survey responses were also used to generate maps that illustrate how favorably different sectors of Atlanta view each potential project; these figures are included in Appendix F.

More MARTA Survey: Potential Service Improvement Ratings

The following figures and analyses illustrate how survey respondents from different sectors favor the potential More MARTA service improvements. Question 5 of the More MARTA survey asked respondents to identify their top 3 potential service improvements from a list of 11, which included extending service hours, increasing weekend frequency, increasing bus or train capacity, and expanding the MARTA service area.

Figure 15 illustrates the percentage of survey respondents who included each potential service improvement as one of their top 3 choices.

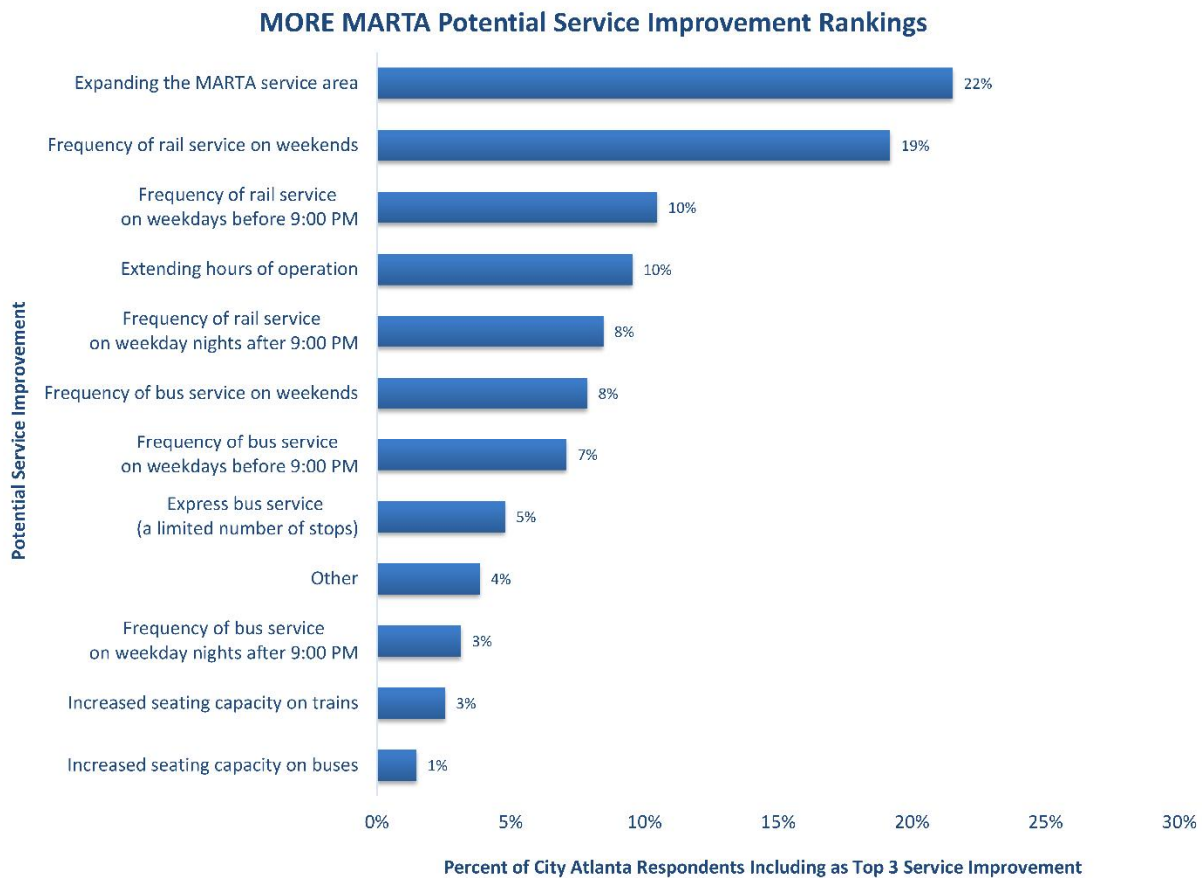


Figure 15: More MARTA Potential Service Improvement Ranking

The figure indicates that expanding the service area and increased weekend rail frequency were the two most frequently favored service improvements, with increased weekday rail frequency before 9:00 PM and extended hours of operation also favored by at least 10% of respondents. Of the 11 potential service improvements, the aforementioned four (4) service improvements were favored by 61% of respondents. The figure also shows that increased seating capacity on buses and trains were the two lowest ranked potential service improvements.

Question 5's responses were also used to generate maps that illustrate how favorably different sectors of Atlanta view each potential service improvement; these are included in Appendix G.

Open-Ended Comment Analysis

In addition to surveys, event attendees could provide comments as to how they thought the MARTA system could be improved. While many attendees were interested in the More MARTA program improvements, others provided ideas to improve and critiques of the MARTA system. This broader feedback can inform other MARTA initiatives and special projects, data-driven decisions within the agency and, the More MARTA project and service improvement selection process.

The 930 comments generated through the events were assigned to one of 14 categories based on the comment's content and context. Many attendees provided multiple comments. Table 2 lists the different comment categories and a description of the types of comments assigned to each category. Appendix H includes the raw comments and a table of comments by event and category.

Table 2: Free Response Comment Categories

Category	Description
More MARTA Project Comment	Comments in favor of or against specific More MARTA potential projects
Service Schedule	Comments related to span of service (or additional weekend service) or improved bus-rail transfers
Station Improvements	Comments related to station lighting, signage, technology
Frequency	Bus and train frequency comments
Expand Service	Comments related to expanding service - whether within the City of Atlanta or to other counties
Route Improvement	Requests for specific improvements to specific current routes
MARTA Personnel	Comments directed related to the behavior/demeanor of MARTA personnel
Safety	Safety-related comments
Compliment	Positive feedback / compliments to MARTA
Americans with Disabilities Act (ADA)	ADA related requests
Fares	Comments related to fares
Technology	Comments typically related to mobile technology
Vehicle Improvements	All non-ADA related comments related to vehicle improvements
Equity	Comments specifically related to equitable implementation

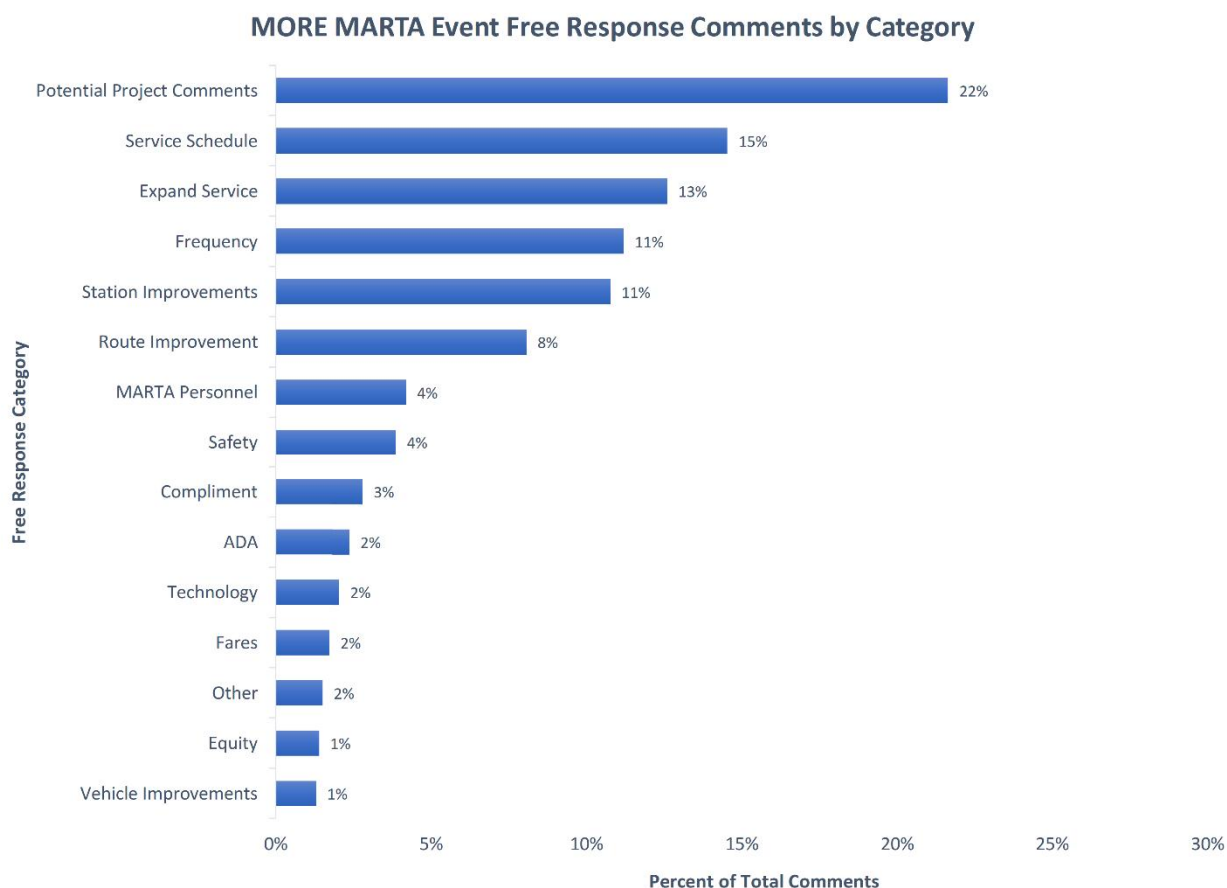


Figure 16: More MARTA Free Response Comment Categorization

Figure 16 illustrates the percentage of free response comments that were assigned to each of the 14 categories. More than 70% of the comments were related to one of the following categories:

- More MARTA Potential Projects
- Improved bus and rail frequency
- Expanded service schedule
- Station Improvements
- General service expansion comments

Within many of these broader categories, respondents made several similar responses. For example, many attendees voiced the need for improved bus-rail transfer timing (Service Schedule) and additional restrooms at stations (Station Improvements). Appendix H includes a more comprehensive breakdown of the comments by category, as well as frequently mentioned sub-categories.

Next Steps

Going forward, the MARTA Board and Atlanta City Council will choose a prioritized list of More MARTA projects and service improvements from the full menu of potential improvements. This selection will be based on the More MARTA Outreach and associated survey and response data as well as project cost information and other technical analyses. The list of prioritized projects and service improvements will be finalized in early 2018.

After the prioritized list has been developed, MARTA will conduct outreach to inform the public and community stakeholders of the selected project list and why the projects were prioritized. The outreach will also highlight “quick wins” projects that will likely be implemented first, such as bus shelters and lighting improvements, and other successes, such as the Fast Tracks routes that have already seen service improvements. MARTA will then continue the necessary planning and design steps needed to implement the larger prioritized capital projects that have been selected.

Appendices