

# 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

## BUS STOP CLOSURE



Due to impacts related to COVID-19, service at this stop is discontinued until further notice.

Please visit  
[www.itsmarta.com](http://www.itsmarta.com) or call  
404-848-5000 for details.

marta

Questions? Please contact MARTA Customer Information at  
[custserv@itsmarta.com](mailto:custserv@itsmarta.com)

# 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



A construction site for MARTA 2040. In the foreground, a white truck with 'RAILWORKS' and 'USDOT 261104' on its side is parked. A worker is operating a crane on the truck's bed, lifting a long metal beam. In the background, several workers in high-visibility vests are working on the tracks. A yellow sign on the right reads 'END OF NO WALKING CLEARANCE WITH MOVING TRAINS'.

# 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

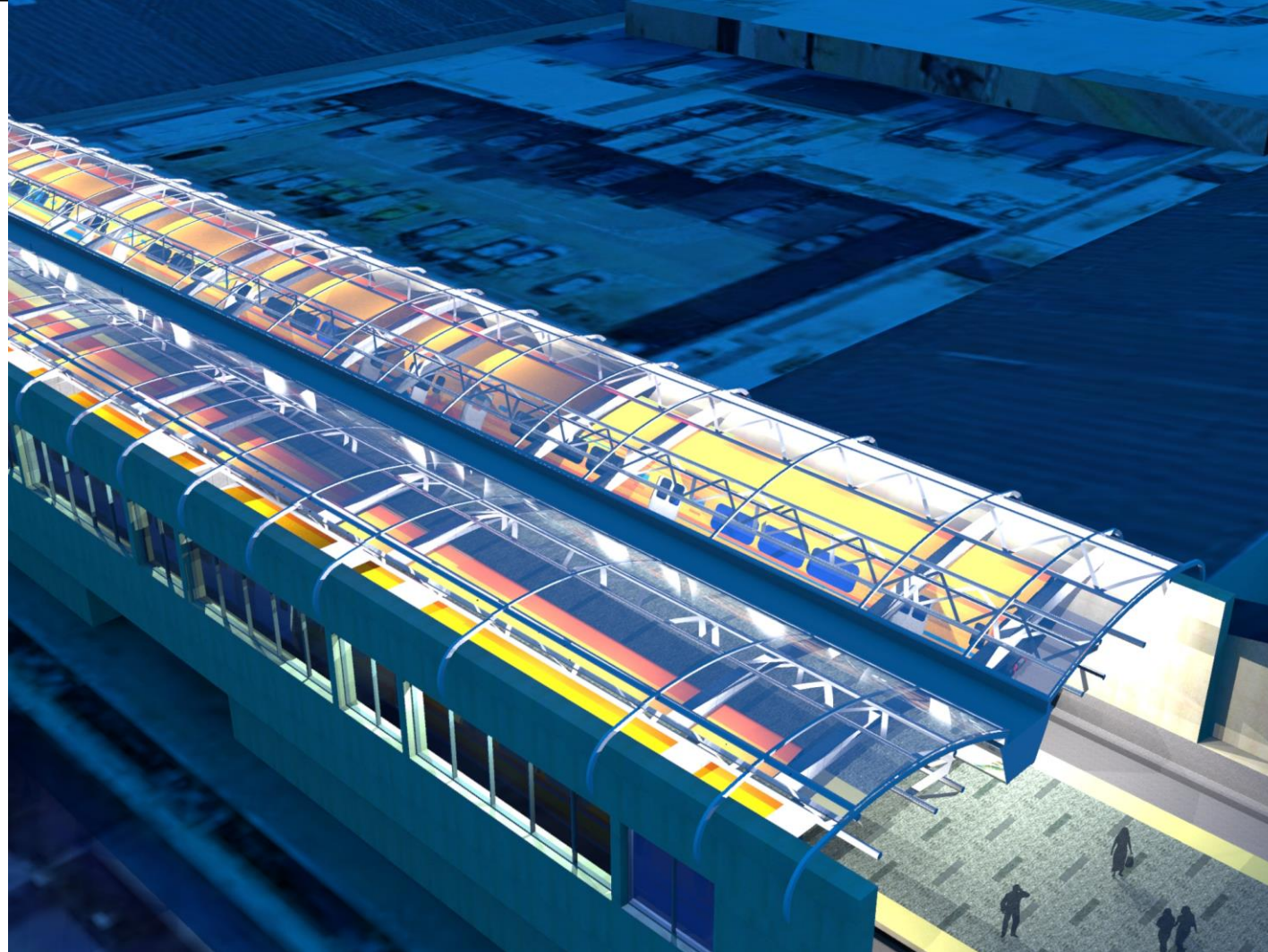




# AIRPORT STATION



# AIRPORT STATION



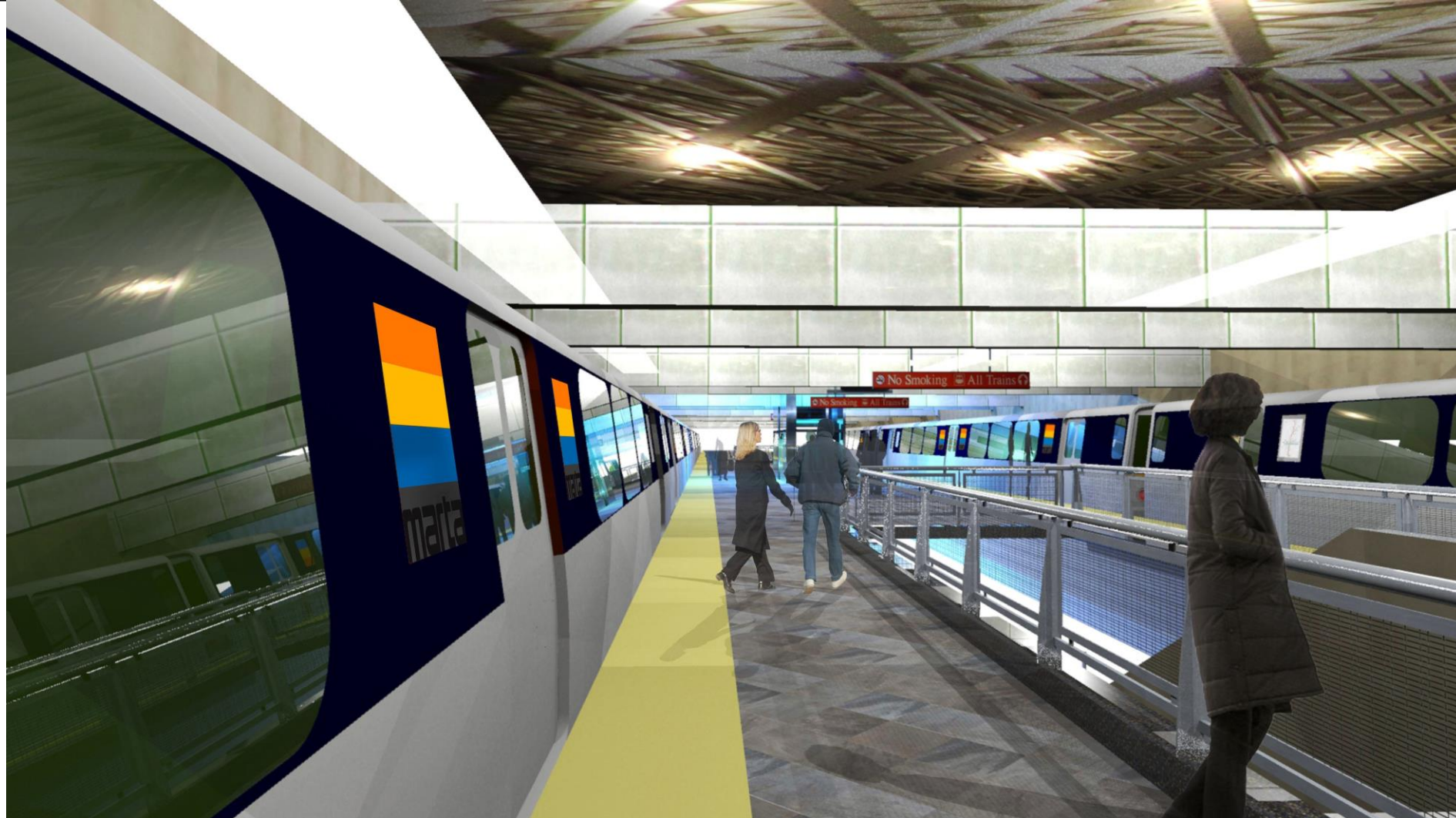
# AIRPORT STATION



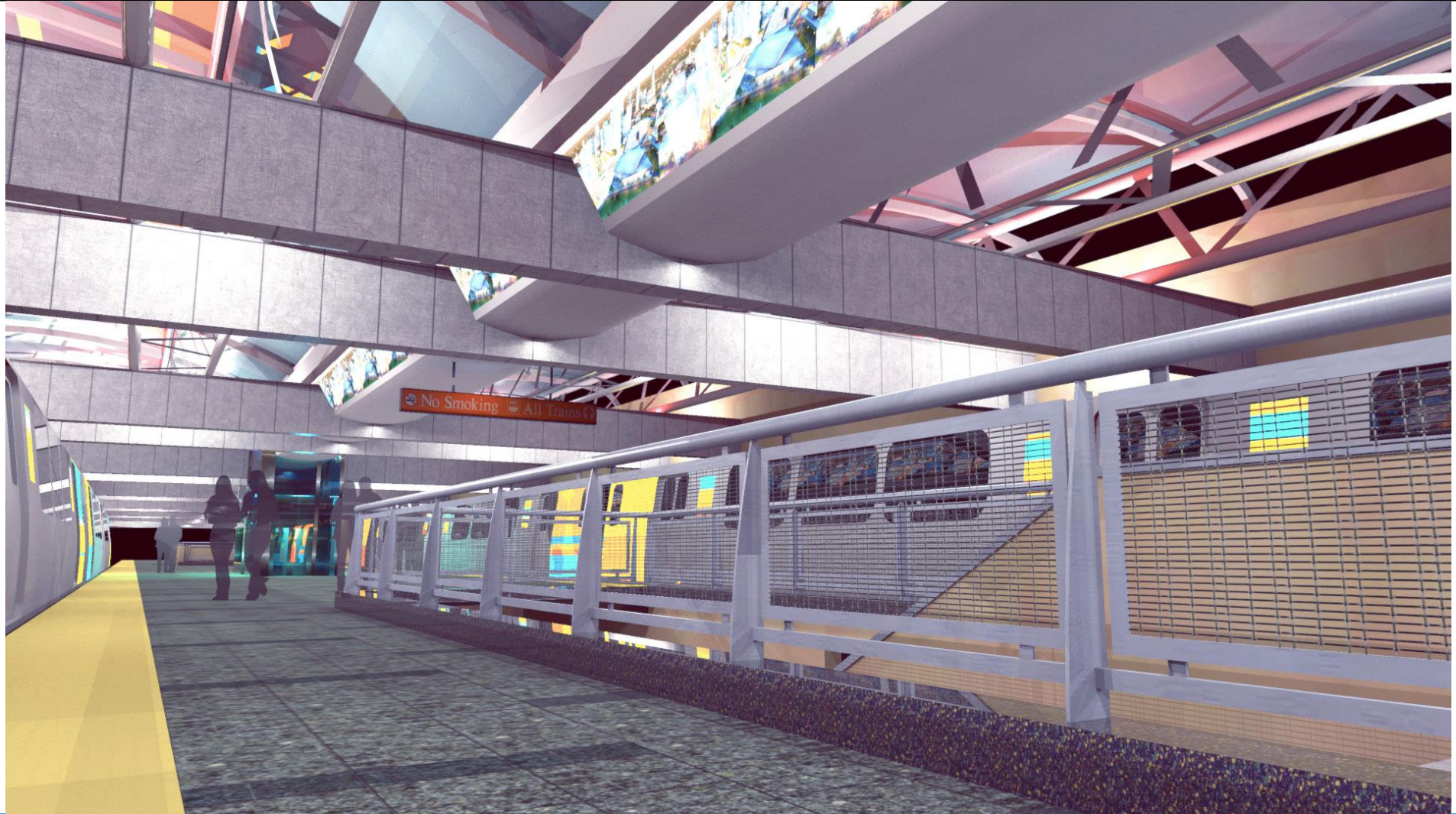
# AIRPORT STATION



# AIRPORT STATION



# AIRPORT STATION



A photograph of the United States Capitol building in Washington, D.C., featuring its iconic dome and neoclassical architecture. The image is dimmed and serves as a background for the text.

---

# 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



Federal Transit Administration



Administrator Nuria Fernandez





# BUS NETWORK REDESIGN

JARRETT  
WALKER  
+ ASSOCIATES

Let's think about transit

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



# HUMAN TRANSIT

How Clearer  
Thinking

about Public Transit

Can Enrich Our  
Communities  
and Our Lives

Jarrett Walker

# WHAT IS ACCESS?

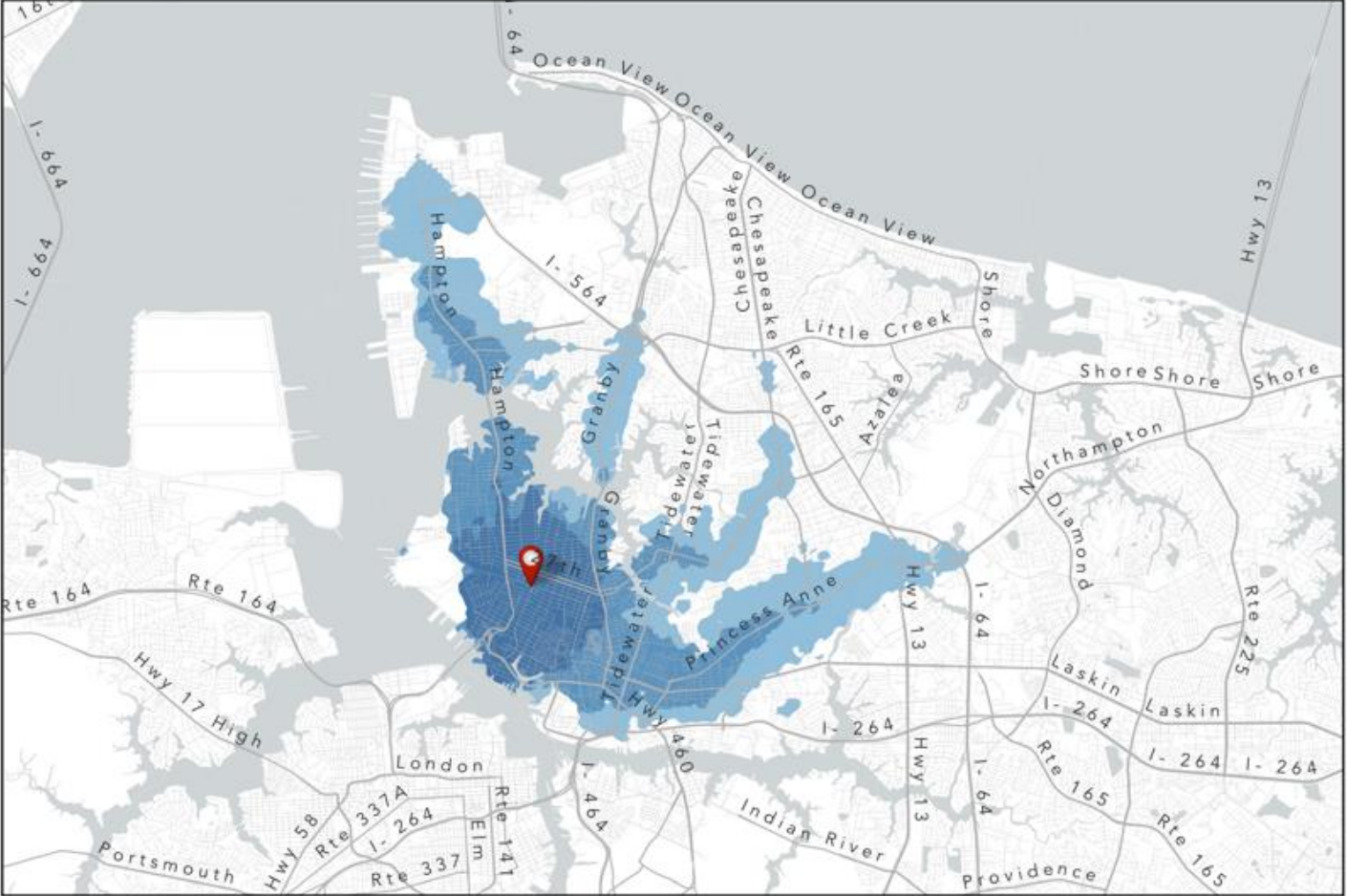
Her **access to jobs** is the **number of jobs** in that area.

You can also look at **access to education, shopping, etc.**

# VISUALIZING ACCESS

Access from a particular spot in Norfolk, VA

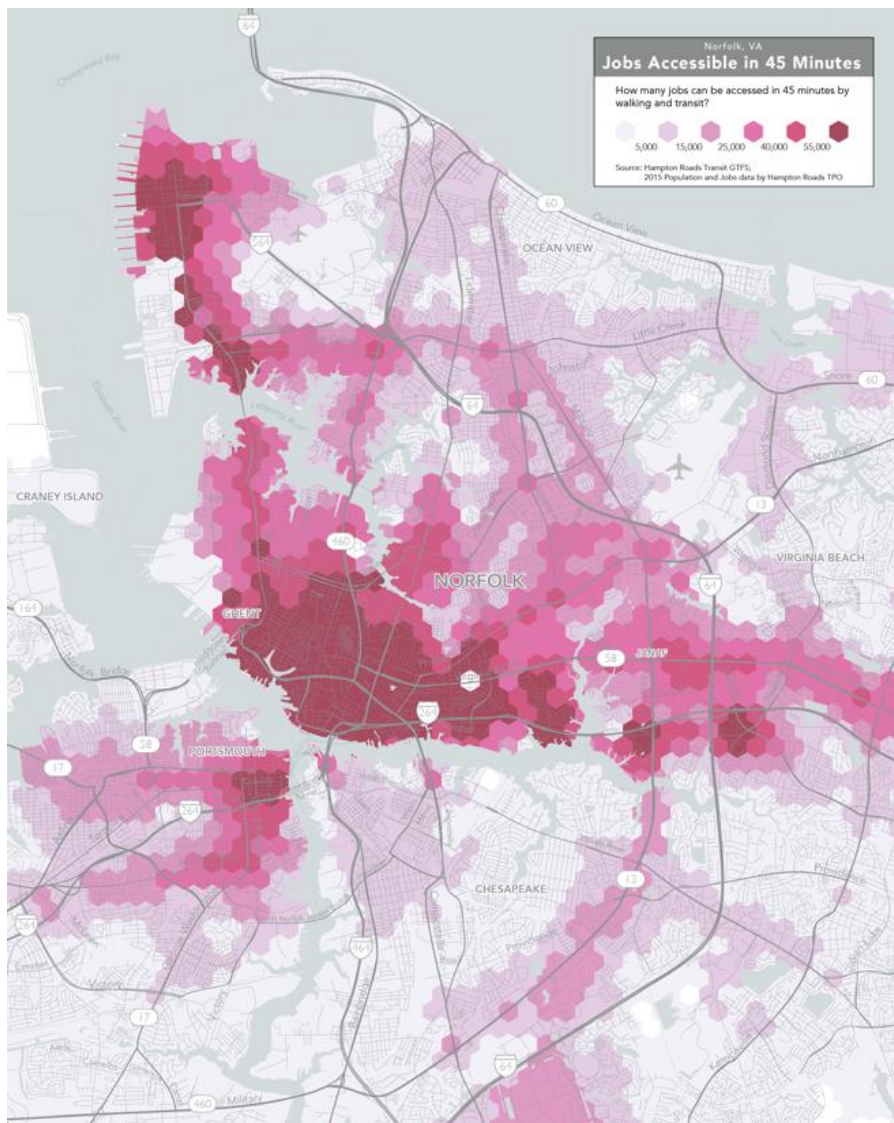
The number of jobs reachable is a measure of access.



	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

# 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.**

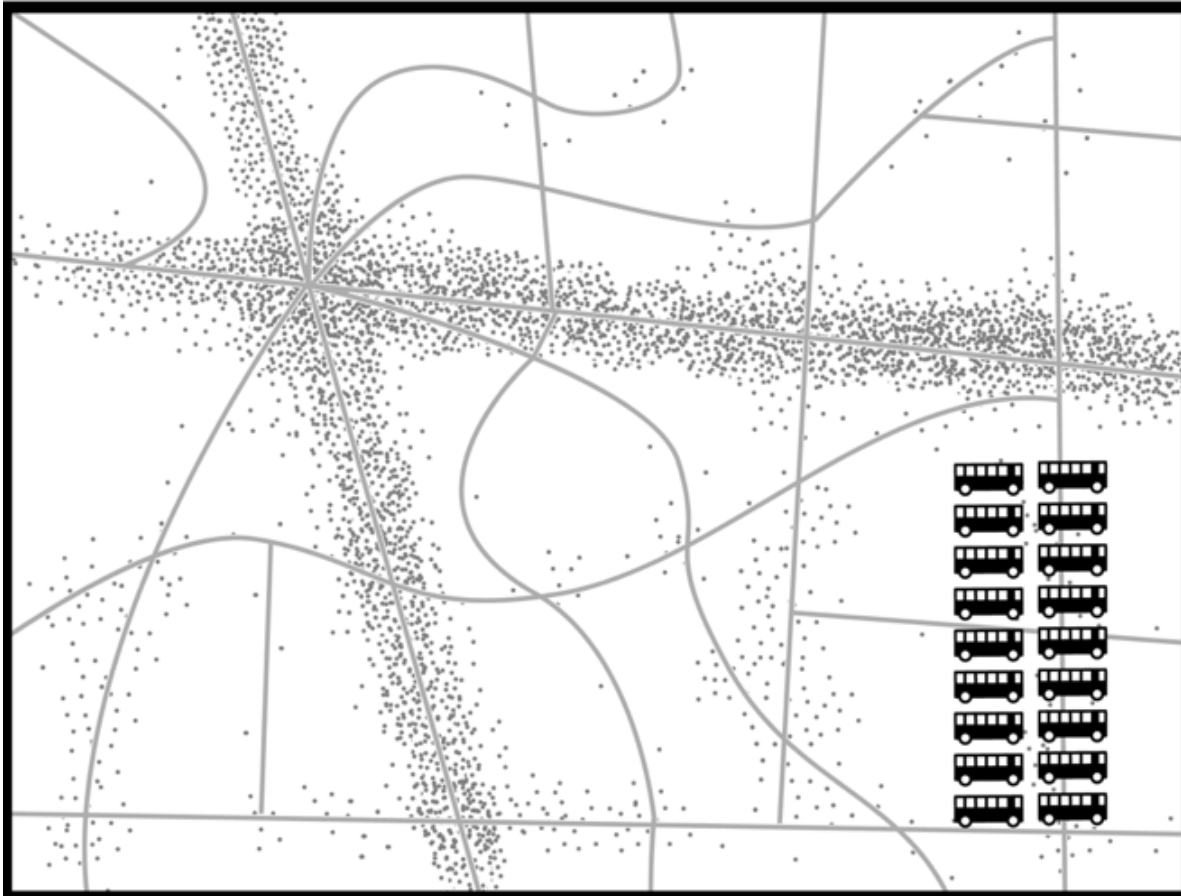
# DENSITY

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





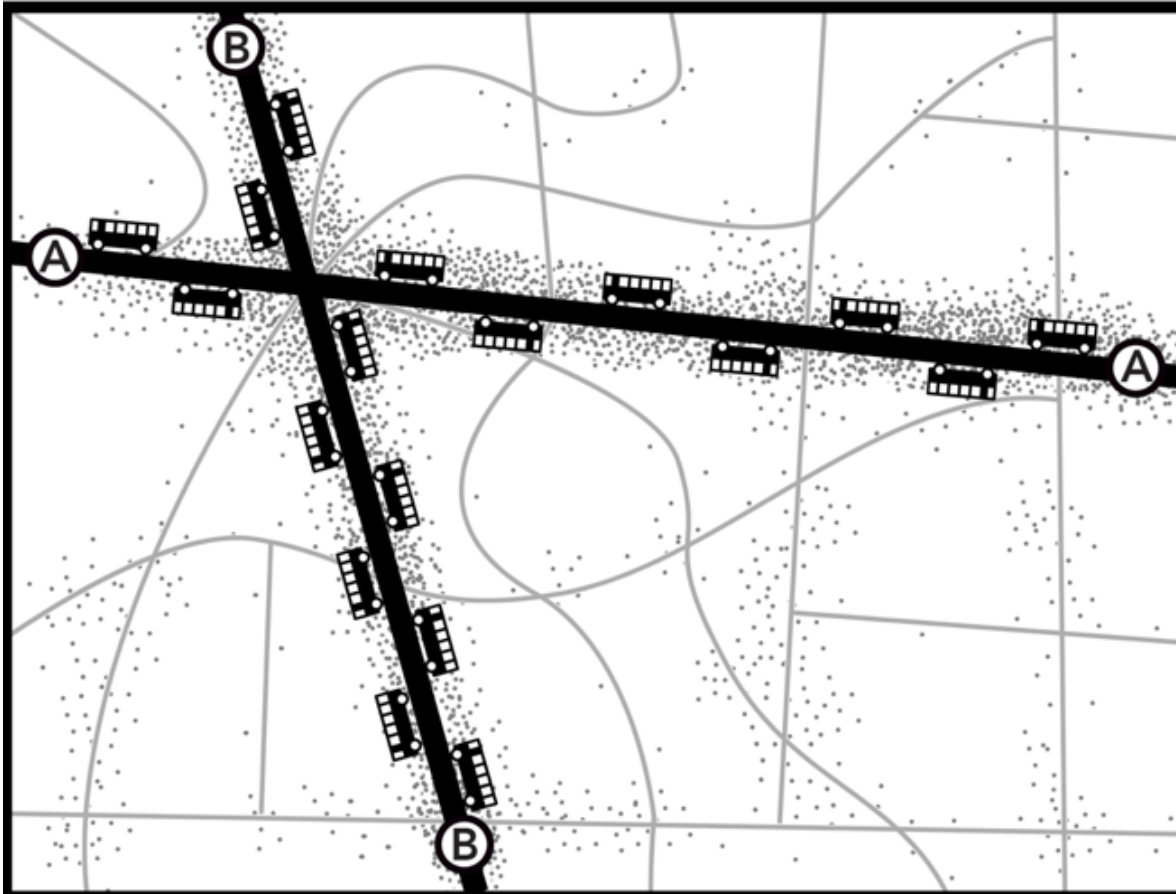
# DIFFERENT GOALS, DIFFERENT SERVICE



Imagine you had 18 buses to serve this fictional town.

Dots are the locations of residents and jobs

# RIDERSHIP GOAL



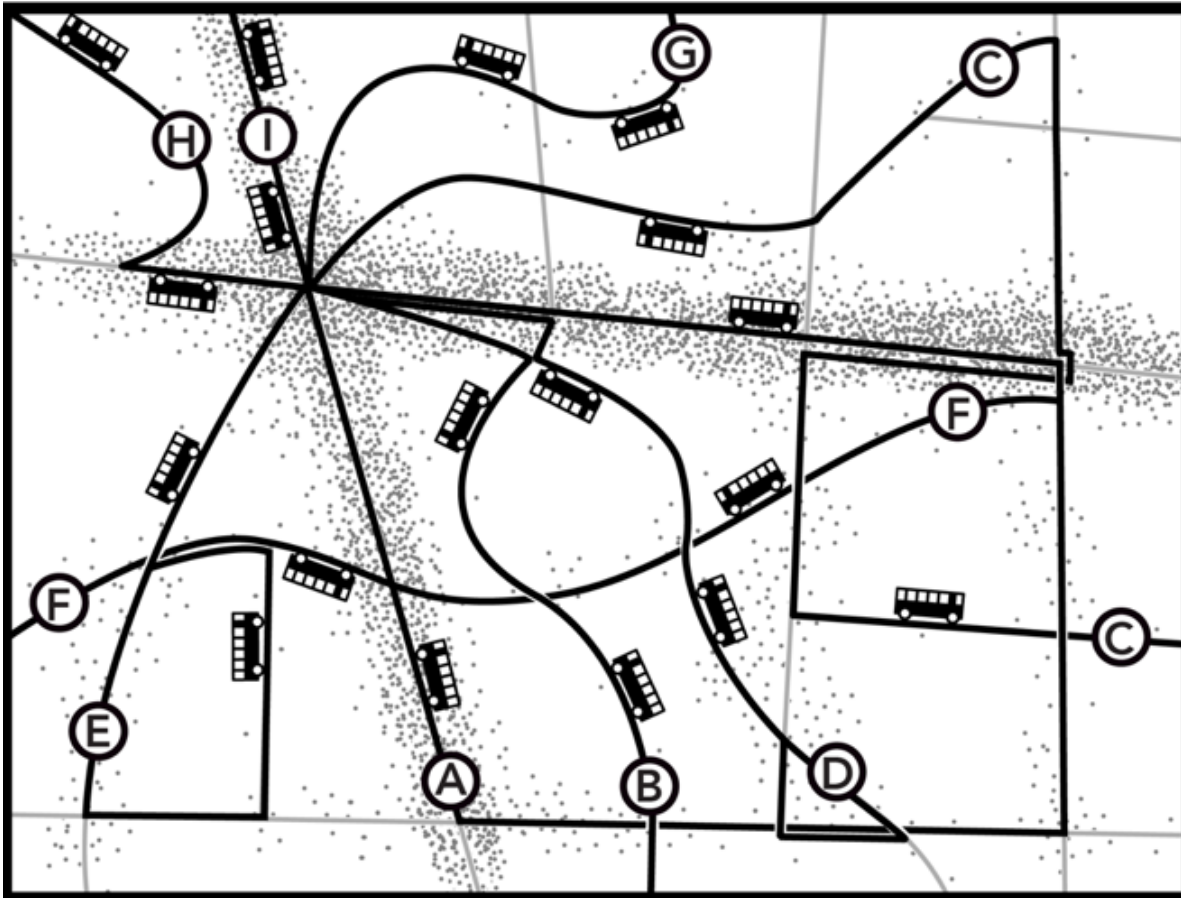
## *The Ridership Goal*

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

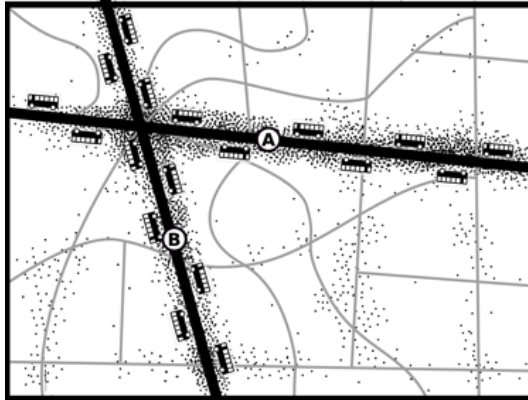


## *The Coverage Goal*

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

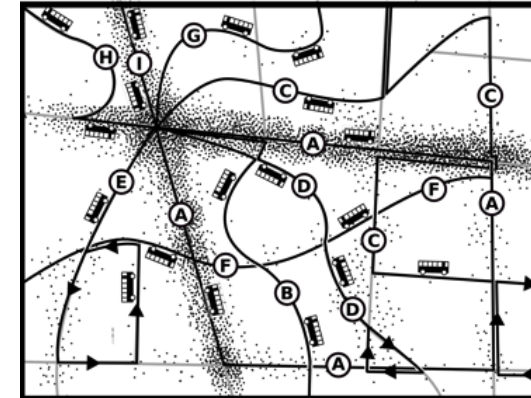
*But it's unlikely to be useful for many people and trips.*

# WHY BOTH GOALS MATTER



Ridership Goal

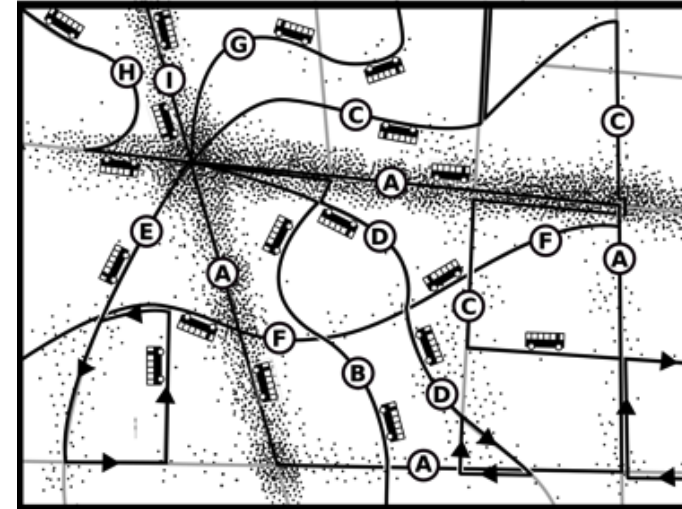
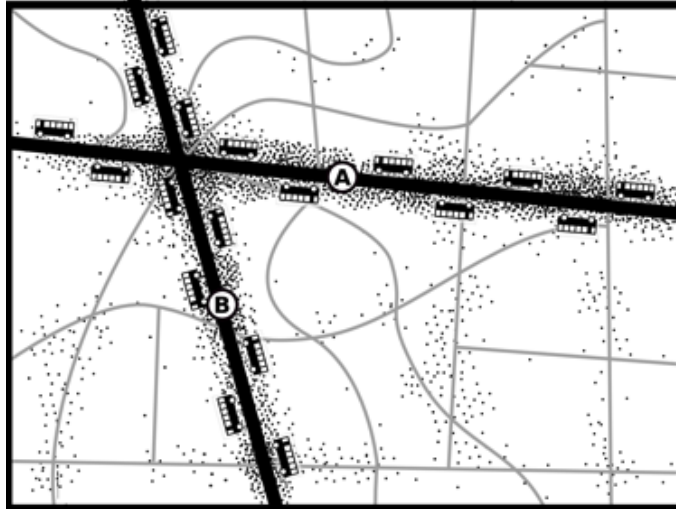
- Maximum average access to opportunity.
- Lowest subsidy per passenger.
- Support dense and walkable development.
- Emissions reduction.
- Reduction in vehicle miles traveled.



Coverage Goal

- Some service near every 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.”)

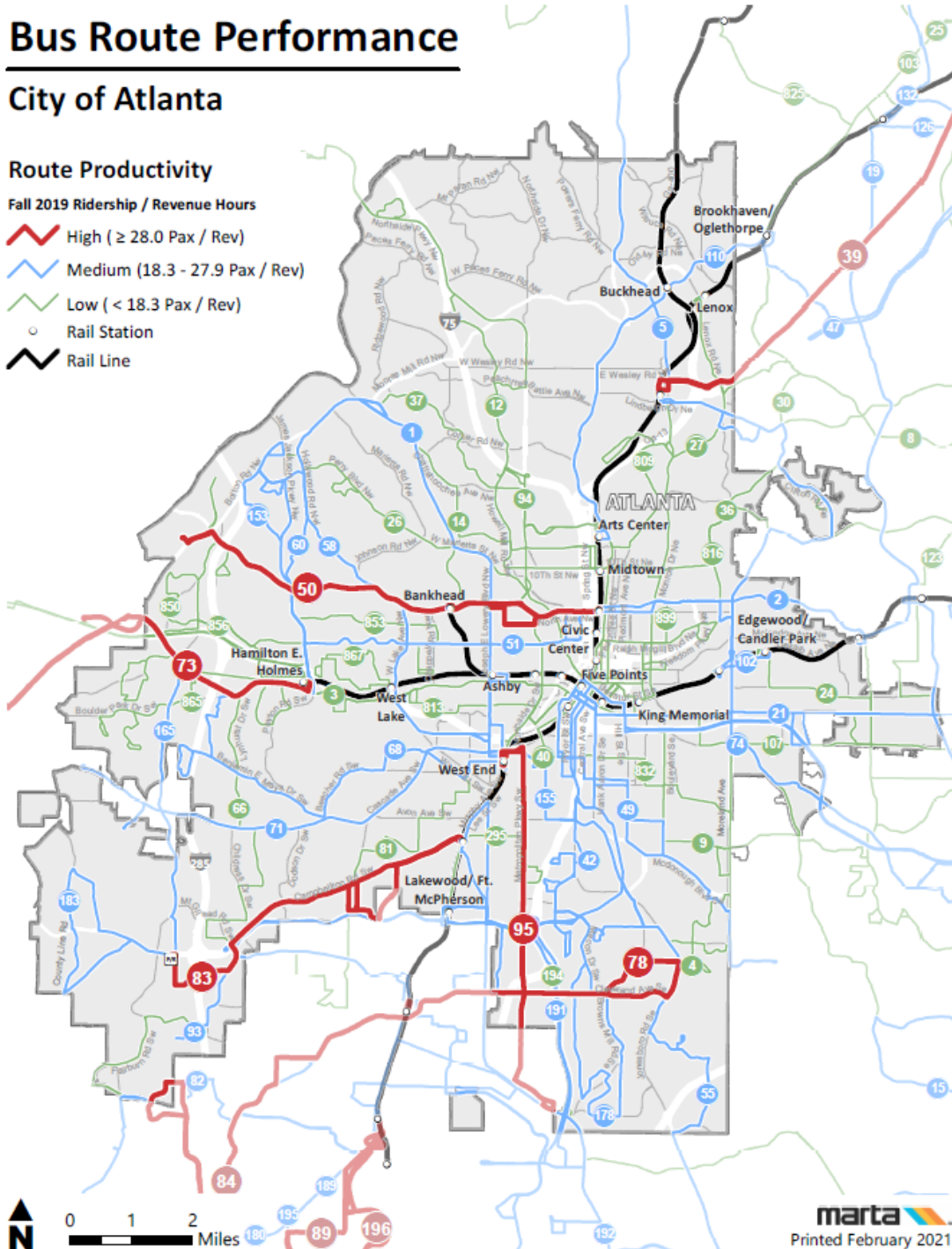
# Bus Route Performance

## City of Atlanta

### Route Productivity

Fall 2019 Ridership / Revenue Hours

- High ( $\geq 28.0$  Pax / Rev)
- Medium (18.3 - 27.9 Pax / Rev)
- Low ( $< 18.3$  Pax / Rev)
- Rail Station
- Rail Line



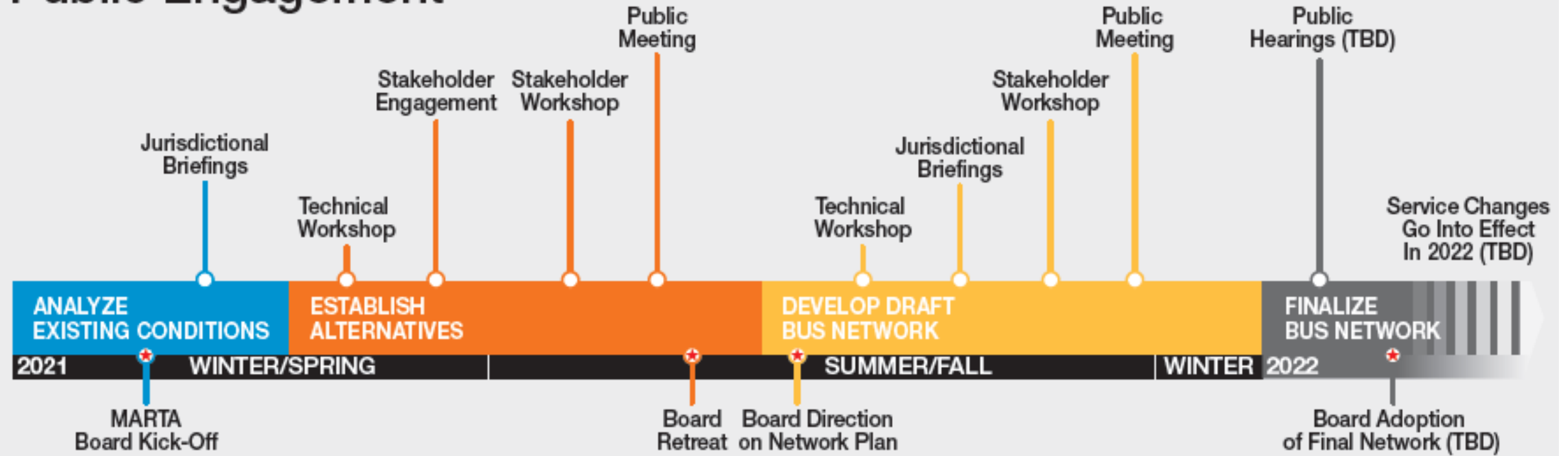
### Bus Routes within City of Atlanta

	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	
	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	
Medium	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  $\geq 40\%$  of revenue miles occur within jurisdictional boundary

# TIMELINE

## Public Engagement



A photograph of a subway station platform with a blurred train in motion. The platform has a wooden wall with colorful abstract art and signs for 'Northbound' and 'Midtown M4'. Several people are visible on the platform, including a person with a wheelchair on the left and a person with a backpack on the right. The text 'THANK YOU' is overlaid in large white letters across the center of the image.

THANK YOU