

CLAYTON COUNTY COMMISSION MARTA 2021 Q1 BRIEFING

JEFFREY A. PARKER | GENERAL MANAGER/CEO

COLLIE GREENWOOD | DEPUTY GENERAL MANAGER, OPERATIONS

AGENDA

- ✓ Essential Bus Service Update
- ✓ MARTA 2040 Expansion Program
- ✓ Federal Outlook
- ✓ Clayton Partnerships
- ✓ 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

Breathe Easy

NOW EQUIPPED WITH

- Anti-Microbial Air Filtration
- Bi-Polar Ion Generator
- High Volume Airflow

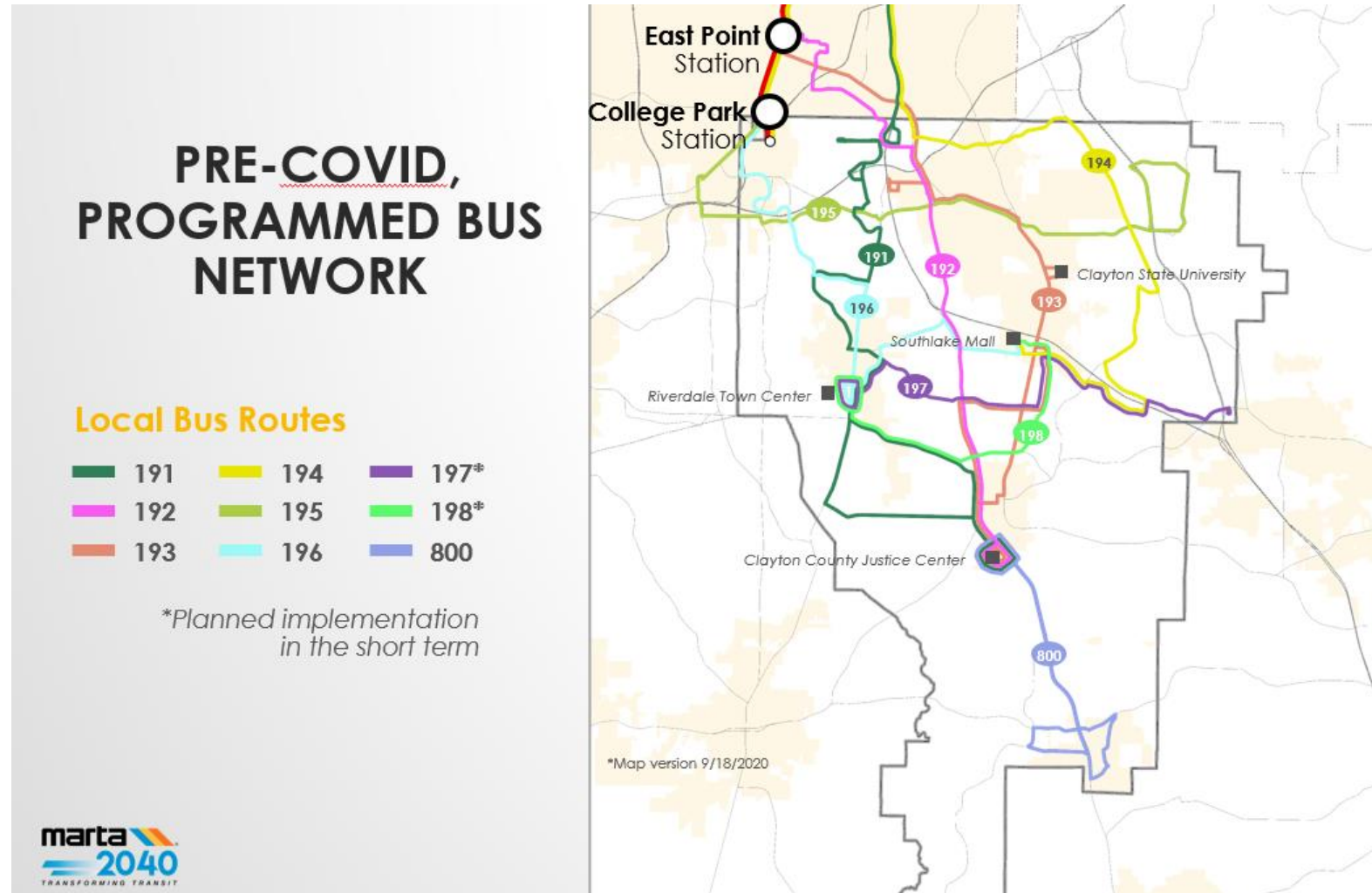
AIR PURIFIED EVERY 75 SECONDS
BUS DISINFECTED EVERY 24 HOURS
FOR YOUR SAFETY

marta

The graphic features a central circular diagram showing a vertical rectangular filter with three arrows pointing to the right, representing air flow. The diagram is surrounded by a green ring with the text 'NOW EQUIPPED WITH' at the top and three bullet points: 'Anti-Microbial Air Filtration', 'Bi-Polar Ion Generator', and 'High Volume Airflow'. The background is dark blue with white starburst patterns. The top of the graphic has a green and blue header with the text 'Breathe Easy' in a white, cursive font. Below the diagram, the text 'AIR PURIFIED EVERY 75 SECONDS' is in large, bold, blue letters, followed by 'BUS DISINFECTED EVERY 24 HOURS FOR YOUR SAFETY' in smaller white letters. The 'marta' logo is at the bottom.

CLAYTON ROUTES 197 AND 198

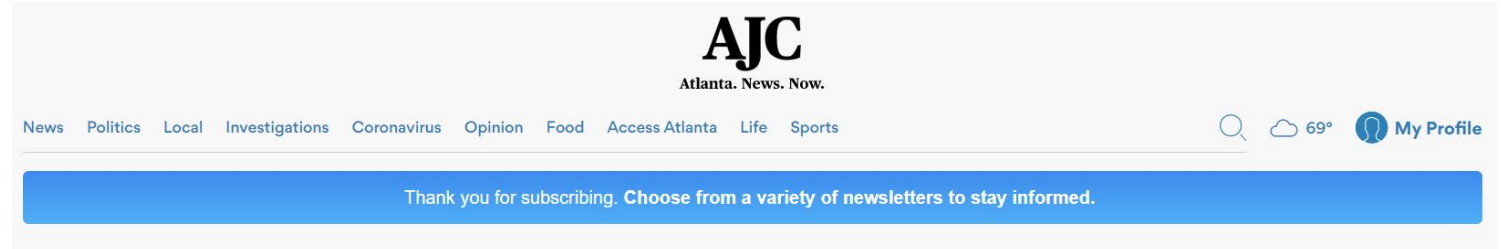
- ✓ Routes 197/198 will be in the August “Mark Up”
- ✓ Set for Implementation Fall 2021
- ✓ MARTA will meet commitment in 15th Amendment to have routes in service in 2021



MARTA 2040 UPDATE

O&M FACILITY UPDATE

- ✓ February 9 - FTA Approved
- ✓ March 11 - MARTA Board of Directors Approved Resolution
- ✓ March 15 - City of Forest Park Approved Resolution



MARTA picks location for long-sought Clayton bus maintenance facility



Credit: Emily Haney

O&M FACILITY UPDATE



O&M FACILITY UPDATE

- ✓ Positive future net fiscal impact of about \$174K annually on the City of Forest Park
- ✓ MARTA will employ roughly 4x more workers on site than its current use
- ✓ With a multiplier effect of this investment 733 new permanent jobs could be created in Forest Park
- ✓ Creation of 368 in-county jobs over the construction period
- ✓ A \$110+ million impact on total Clayton County economic output

The facility will support operations of:



31 Regional Bus Routes



250 Buses



50 Paratransit Vehicles

The facility will also include:



MARTA Police Precinct



Administrative Offices

CLAYTON TRANSIT SYSTEM PLAN



30-year transit vision for Clayton County



Creates a list of prioritized transportation projects providing enhanced mobility



Offers a redesigned and improved transit network

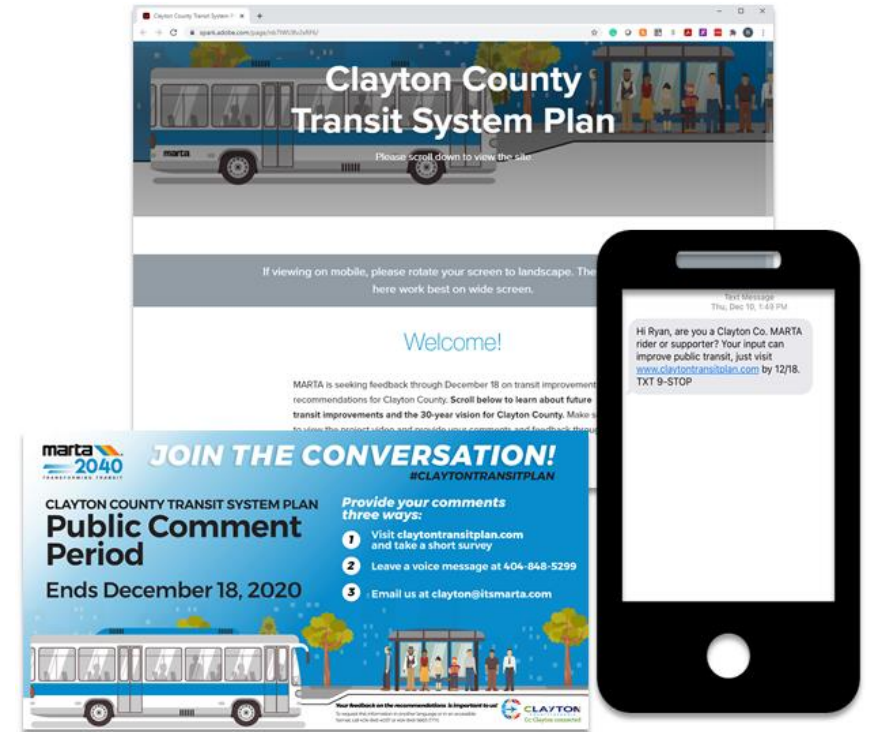


Introduces new transit elements: Mobility Hubs, Arterial Rapid Transit (ART), Bus Rapid Transit (BRT), and additional Park & Ride lots



CLAYTON SYSTEM PLAN ENGAGEMENT SUMMARY

- ✓ **Clayton County Road Show** – Sept. 2020
- ✓ **Public Comment Period** – Nov. 2020 through Dec. 2020
 - ✓ **Project Website**
 - ✓ Over 1,200 page views
 - ✓ Outbound text message campaign
 - ✓ Over 52,000 text messages sent
 - ✓ **Feedback Received**
 - ✓ 59 comments received
 - ✓ **Positive community support**
- ✓ **Next Steps**
 - ✓ Spring 2021 – Finalize implementation strategy
 - ✓ Summer 2021 – MARTA Board adoption
 - ✓ Winter 2022 – Initiate implementation of Phase 1 recommendations as scheduled



COMPLETE PLAN: PHASES 1 & 2

BRT Route

701 – College Park to Southlake via Riverdale

ART Routes

202 – US 41 – East Point to Clayton Justice Center

203 – Riverdale to Justice Center

Proposed High-Capacity Corridor

SR 54 Corridor (Under Analysis)

Local Bus Routes

191	194	197
192	195	198
193	196	199

Transit Facilities

Park-n-Rides:

Lovejoy

Clayton East

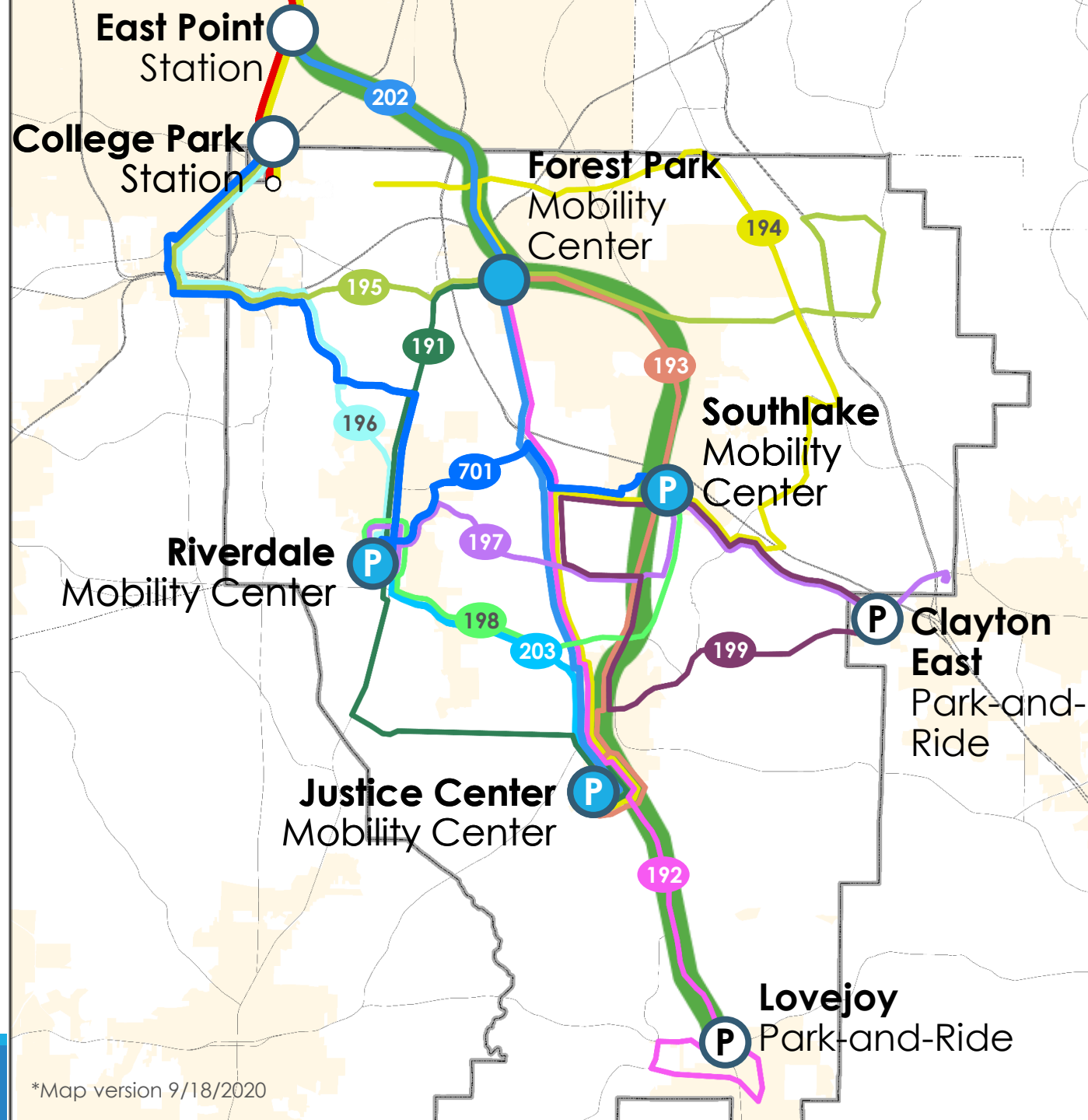
Mobility Hubs:

Forest Park

Southlake

Justice Center

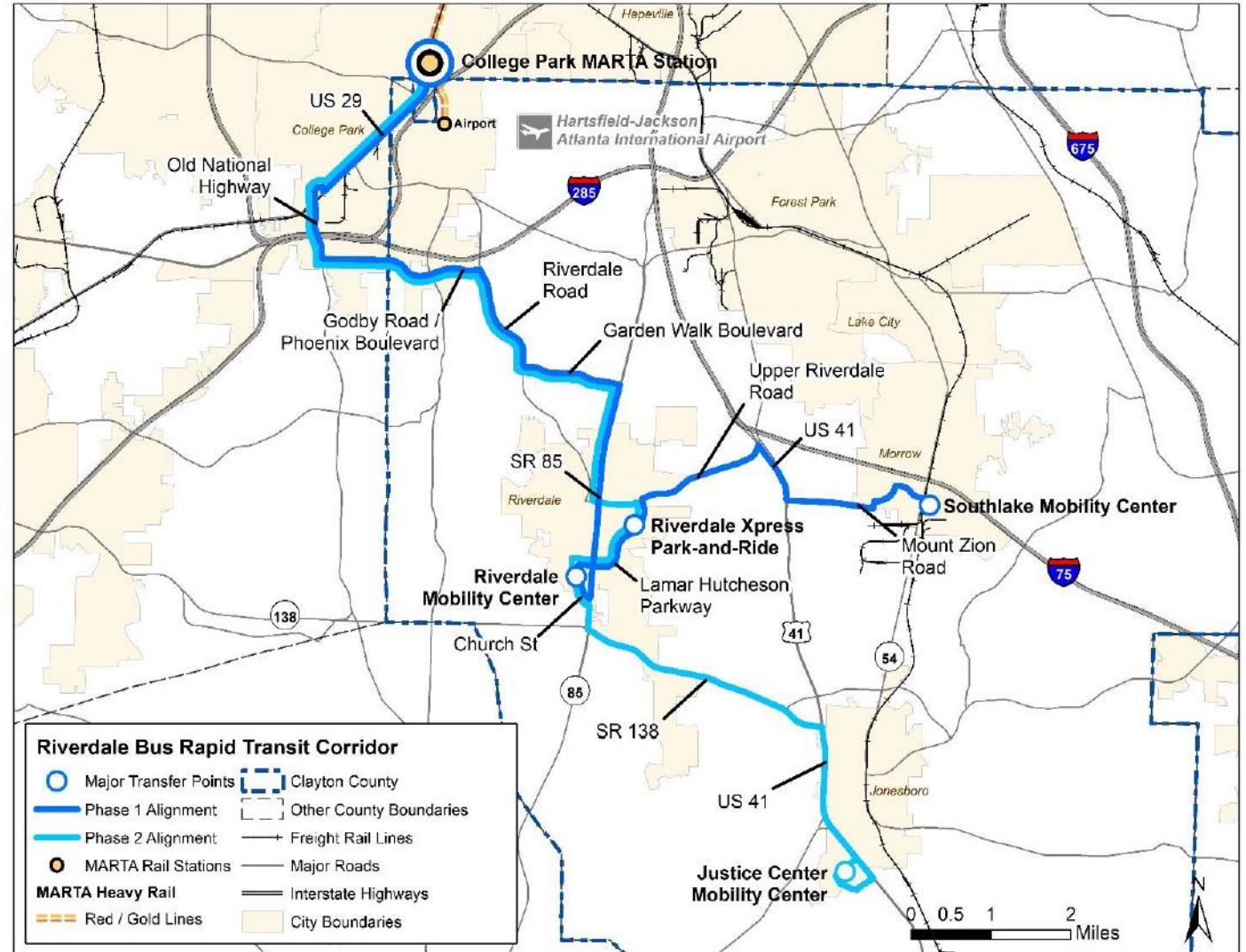
Riverdale



*Map version 9/18/2020

RIVERDALE BUS RAPID TRANSIT UPDATE

- ✓ **Alignment selected for BRT**
- ✓ **Phase 1: College Park to Southlake**
 - ✓ 17 miles with 15 stations
 - ✓ 7,200 forecasted daily riders
- ✓ **Phase 2: College Park to Jonesboro Justice Center**
 - ✓ 7 miles with 4 stations
 - ✓ 3,600 forecasted daily riders



RIVERDALE BUS RAPID TRANSIT

- ✓ Public and Stakeholder engagement is scheduled for April 15 - May 15, 2021
- ✓ Anticipated to enter environmental phase in Summer 2021

RIVERDALE BUS RAPID TRANSIT

Virtual Public Meeting & Public Comment Period

April 15 - May 15, 2021

There will be two virtual meetings to learn more about Riverdale BRT and ways to provide comments.

MARTA introduces new High-Capacity transit options in Clayton County. Learn about the future of Riverdale Bus Rapid Transit including:

Service and station features • Proposed alignments • Timeline

Thursday, April X 6:30p.m.
or Saturday, April X 11:00a.m.

THREE WAYS TO JOIN:

- 1 View the meeting live at **itsmarta.com**
- 2 Preregister at **connectclayton.com**
- 3 Dial in number **XXX-XXX-XXXX** Code: **XXX-XXX-XXXX**

For those without web access, visit Clayton County Library branches to access the website, join the virtual Public Meeting and leave feedback at clayton@itsmarta.com.



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 title text.

FEDERAL OUTLOOK

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

PARTNERSHIPS



CONGRESSMAN DAVID SCOTT VACCINATION EVENT

- ✓ MARTA Mobility van to support the second shot vaccine event at Mundy's Mill High School on March 6
- ✓ Partners included Fire & Emergency Services, Police, Sheriff, Senior Services, Delta Sigma Theta sorority, and Congressman Scott's Office
- ✓ 80 participants utilized the L-van



BUS KING

- ✓ MARTA was pleased to provide Clayton County advertising space on buses to display the new Clayton County logo
- ✓ In-kind value of \$1800



DELTA MASS VACCINATION SITE SHUTTLE

- ✓ MARTA is providing free shuttles from College Park Station to Delta Air Museum





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?

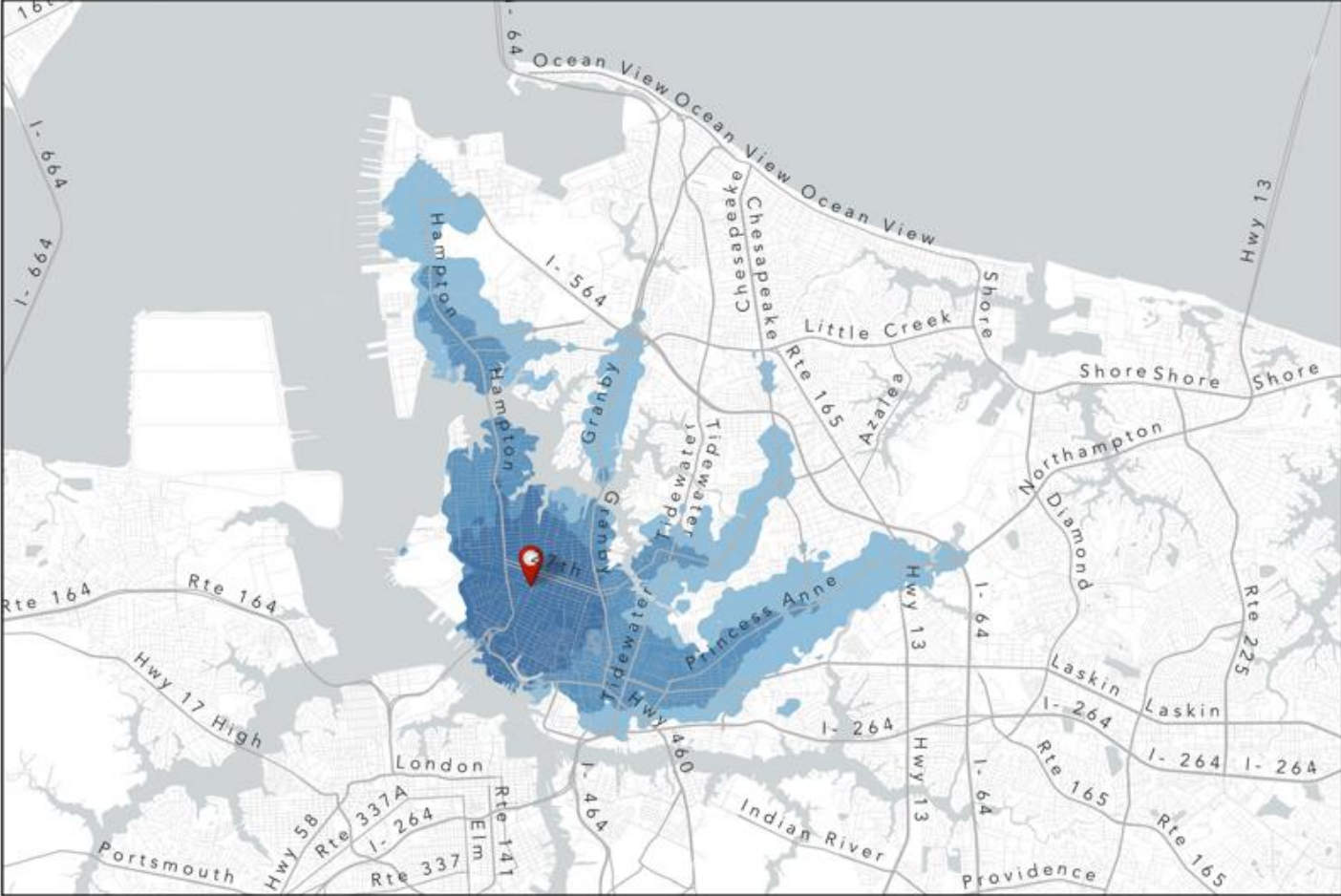
Her **access to jobs** is the **number of jobs** in that area.

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

VISUALIZING ACCESS

Access from a particular spot in Norfolk, VA

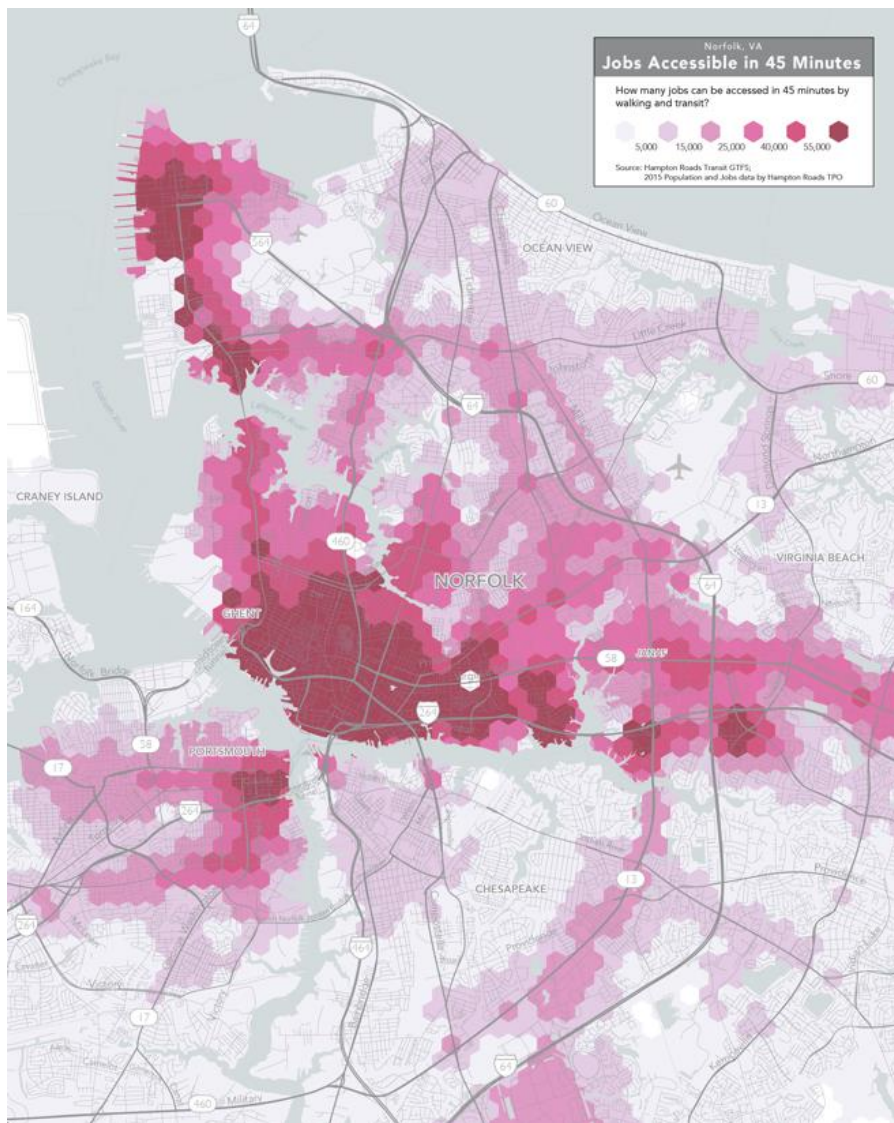
The number of jobs reachable is a measure of access.



	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

0 1 mi
 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)

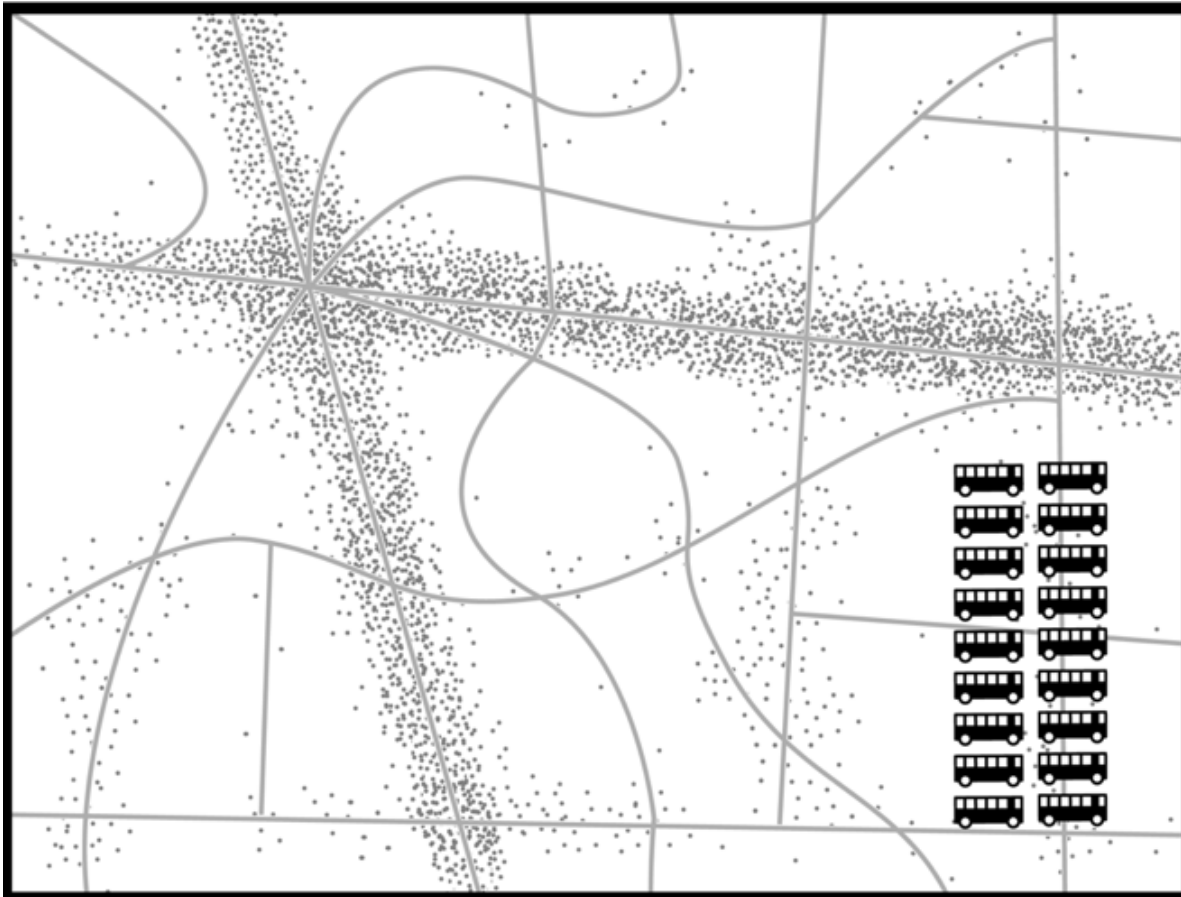
...and **focused where there are many people and activities that can benefit.**

DENSITY

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



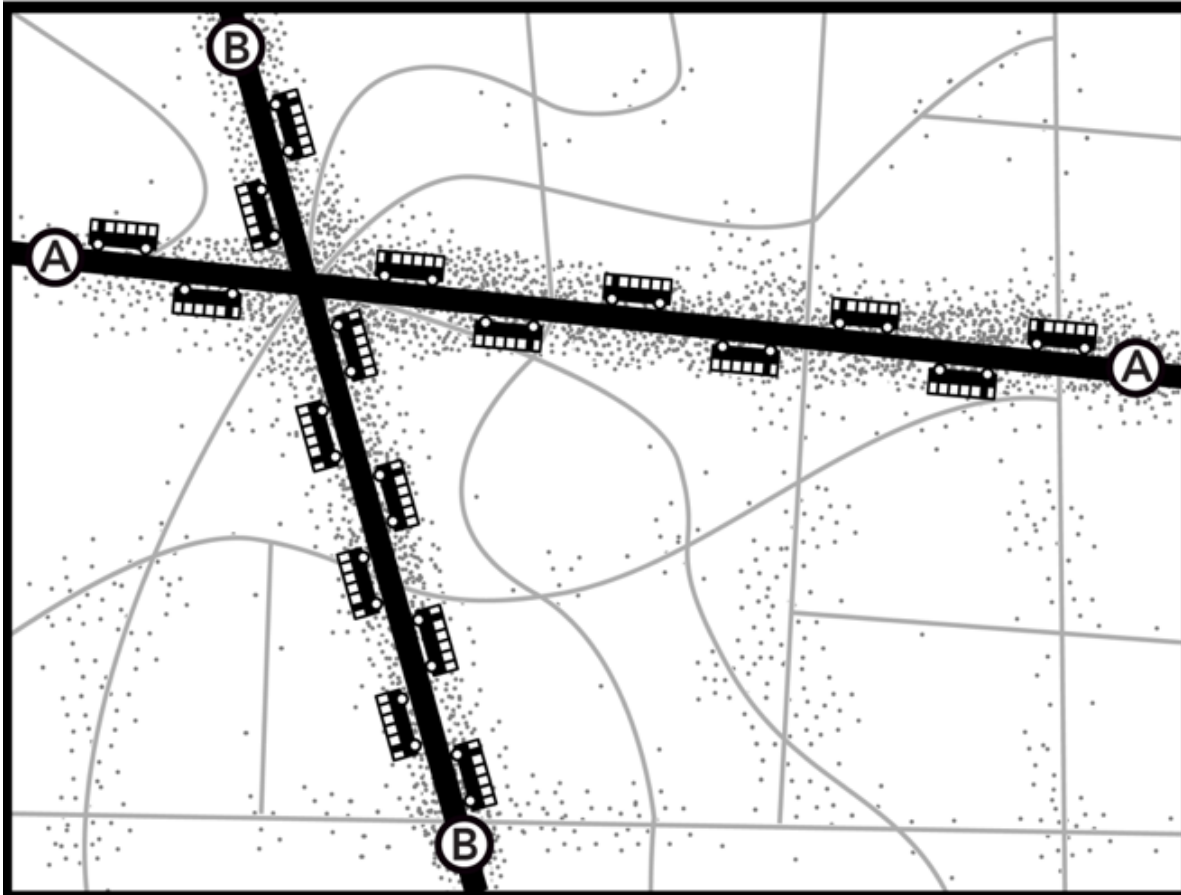
DIFFERENT GOALS, DIFFERENT SERVICE



Imagine you had 18 buses to serve this fictional town.

Dots are the locations of residents and jobs

RIDERSHIP GOAL



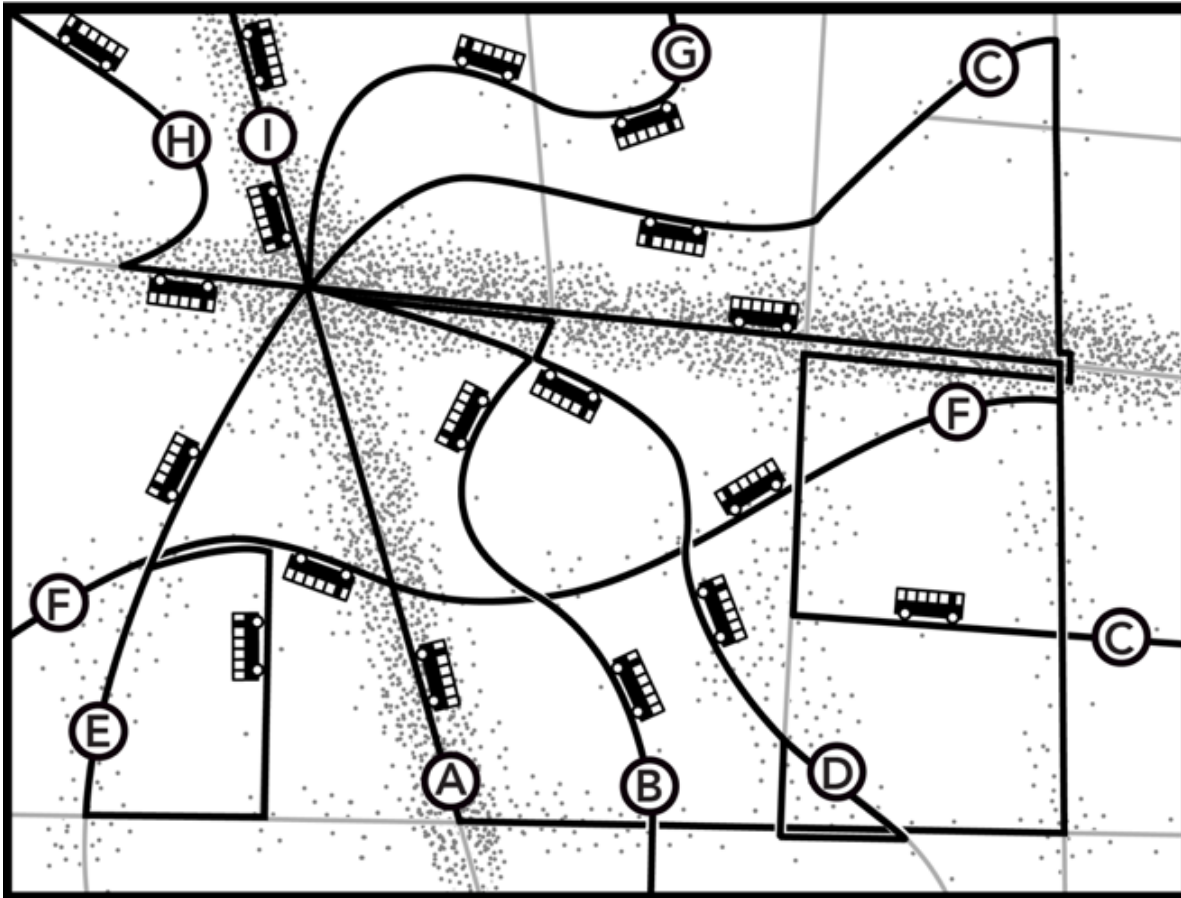
The Ridership Goal

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

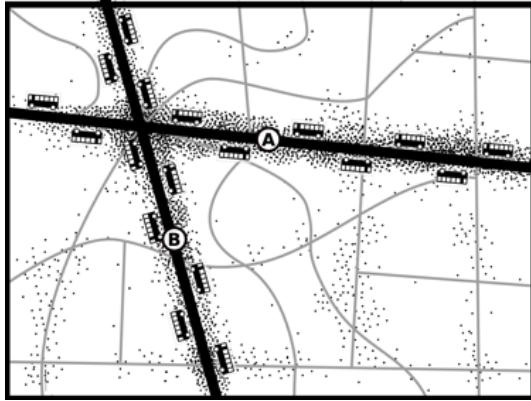


The Coverage Goal

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

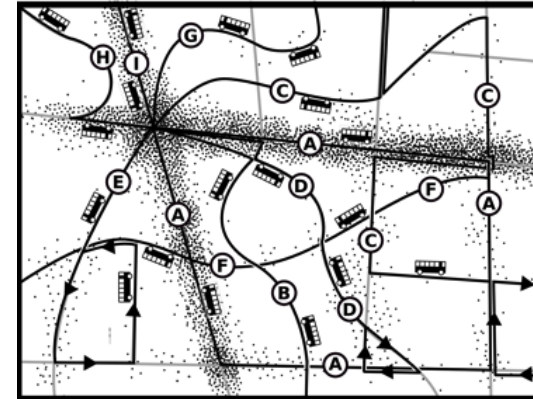
But it's unlikely to be useful for many people and trips.

WHY BOTH GOALS MATTER



Ridership Goal

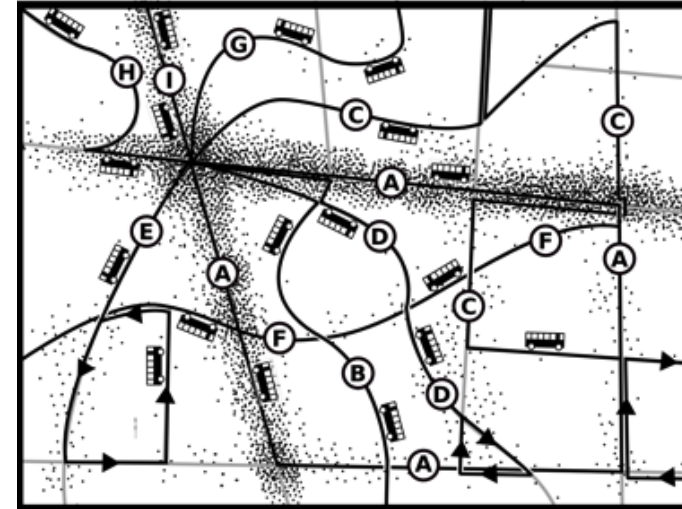
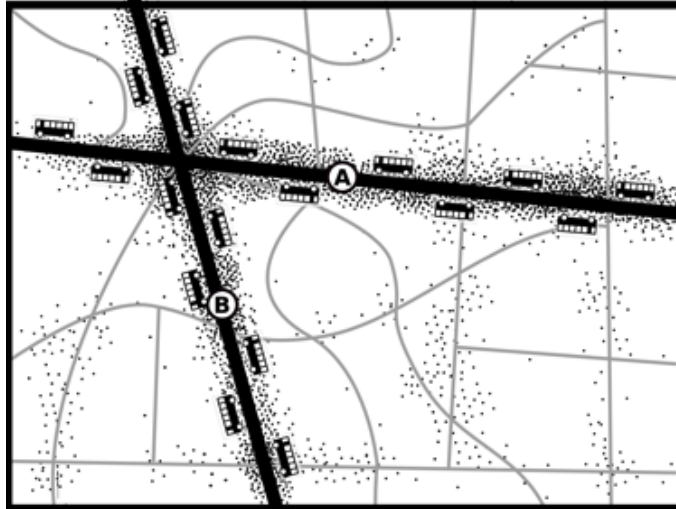
- Maximum average access to opportunity.
- Lowest subsidy per passenger.
- Support dense and walkable development.
- Emissions reduction.
- Reduction in vehicle miles traveled.



Coverage Goal

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

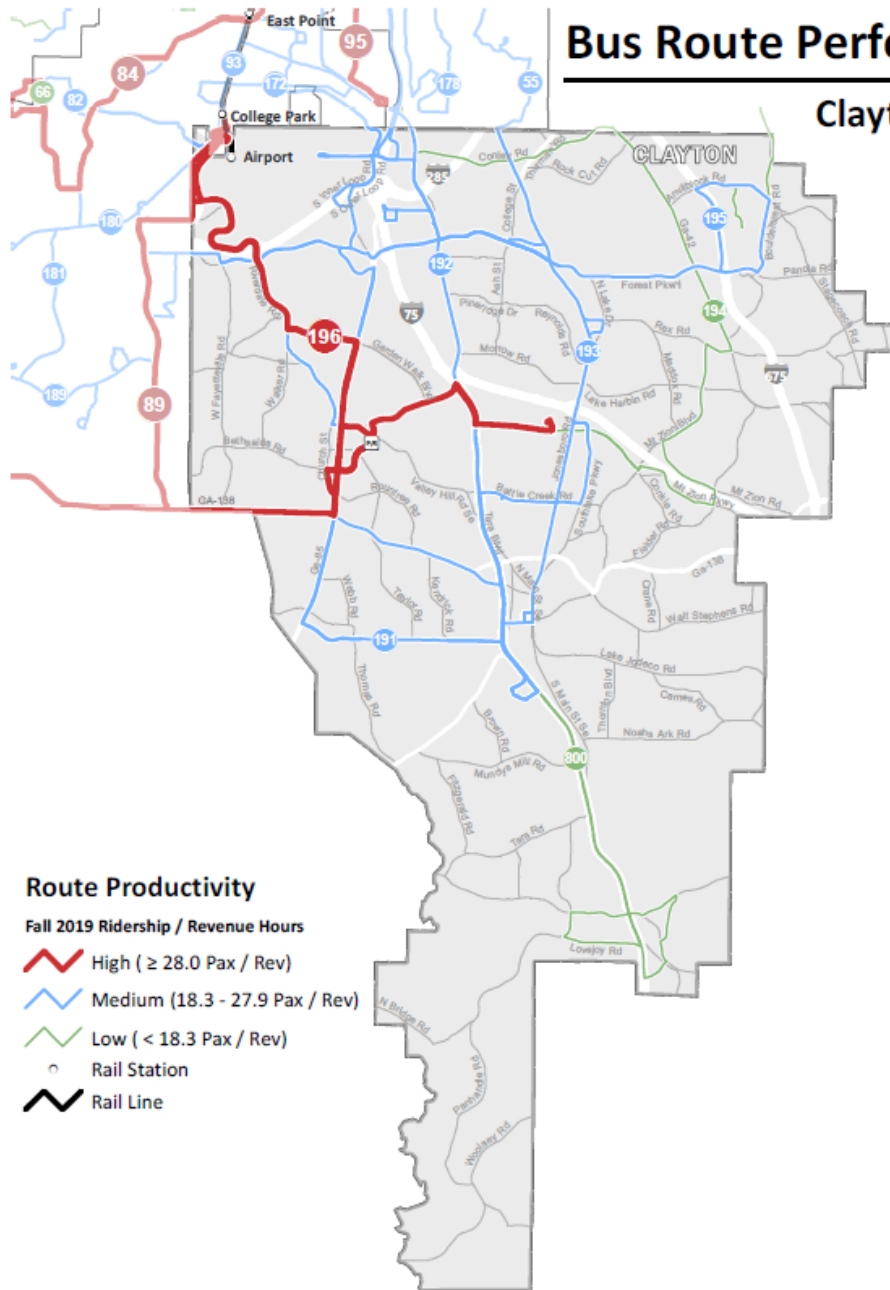
THE TRADEOFFS ARE UNAVOIDABLE



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

Clayton County



Bus Routes within Clayton County

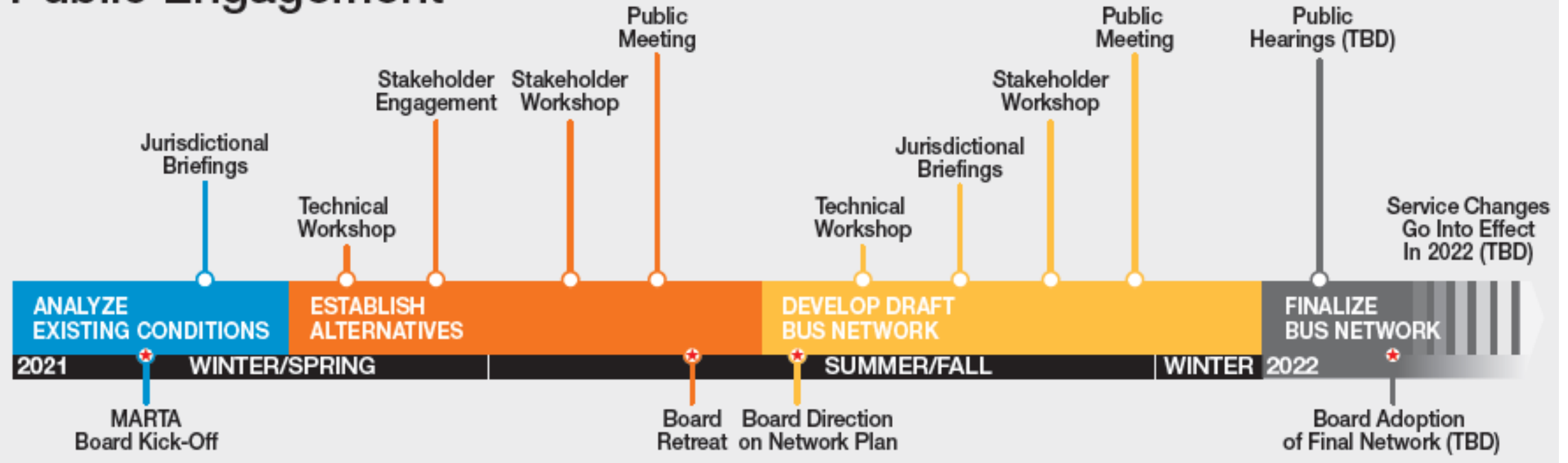
	Route	Name	Weekly Passengers per Revenue Hour
High	196	Upper Riverdale / Southlake	31.0
Medium	192	Old Dixie / Tara Boulevard	26.2
	195	Forest Parkway	21.7
	193	Morrow / Jonesboro	20.1
	191	Riverdale / ATL Intl Terminal	19.2
Low	194	Conley Road / Mt Zion	14.9
	800	Lovejoy	10.3

*Bus Route considered within jurisdiction if $\geq 40\%$ of revenue miles occur within jurisdictional boundary



TIMELINE

Public Engagement



THANK YOU

