

January 5, 2016

The Honorable John H. Eaves, Ph.D.
Fulton County Board of Commissioners
Fulton County Government Center
141 Pryor Street, S.W.
Atlanta, GA 30303

Dear Chairman Eaves:

Thank you for inviting MARTA Board Chairman, Robbie Ashe, and me to participate in recent conversations with Fulton County's elected officials concerning the potential to increase transit funding. We appreciate the opportunity to hear the different perspectives.

In your letter dated December 15, 2015, you requested potential capital projects MARTA can implement under three long term sales tax options. The three scenarios requested included a 0.25% sales tax, a 0.50% sales tax in Fulton County only, and a 0.50% sales tax in Fulton and DeKalb Counties. In response to your request, I am pleased to submit the following summary of potential projects for implementation under each of these options.

Option 1 A – 0.25% MARTA sales tax increase through 2057 solely in Fulton County

Under this scenario, the following projects could be implemented:

- Approximately 12 miles of high capacity bus service in managed lanes from the existing MARTA North Springs station to Windward Parkway with new stations at Northridge Road, Holcomb Bridge Road, North Point Mall/Encore Parkway, Old Milton Parkway and Windward Parkway.
- Bus service improvements and new premium service for areas in Atlanta, East Point, Sandy Springs, Johns Creek, Union City and Palmetto.

Option 1 B – 0.25% MARTA sales tax increase through 2057 solely in Fulton County

Under this scenario, the following project could be implemented:

- Approximately 12 miles of premium bus rapid transit (BRT) service in dedicated lanes from the existing MARTA North Springs station to Windward Parkway with new stations at Northridge Road, Holcomb Bridge Road, North Point Mall/Encore Parkway, Old Milton Parkway and Windward Parkway.

Option 2 – 0.50% MARTA sales tax increase through 2057 solely in Fulton County

Under this scenario, the following projects could be implemented:

- Approximately 12 miles of heavy rail transit (HRT) service from the existing MARTA North Springs station to Windward Parkway with new stations at Northridge Road, Holcomb Bridge Road, North Point Mall/Encore Parkway, Old Milton Parkway and Windward Parkway in a new dedicated alignment.
- A comprehensive package of enhanced and premium bus service for areas in Atlanta, East Point, College Park, Hapeville, Fairburn, Union City, Sandy Springs, Johns Creek, and Palmetto.
- High capacity transit expansion within the City of Atlanta to be determined in consultation with the City and its stakeholders. Candidate projects could include approximately two miles of HRT extending from the Hamilton E. Holmes rail station on MARTA's West/Blue Line to a new station at Martin Luther King Jr. Drive and I-285 or some combination of projects proposed in the City's transit system plan.

Option 3 – 0.50% MARTA sales tax increase through 2057 in both Fulton and DeKalb Counties

Under this scenario, the following projects could be implemented:

- Approximately 12 miles of HRT service extending from the existing MARTA North Springs station to Windward Parkway with new stations at Northridge Road, Holcomb Bridge Road, North Point Mall/Encore Parkway, Old Milton Parkway and Windward Parkway in a new dedicated alignment.
- More than 12 miles of HRT service from Indian Creek station to the Mall at Stonecrest with new stations at Covington Highway, Wesley Chapel Road, Panola Road and Lithonia Industrial Boulevard in a new dedicated alignment.
- More than eight miles of light rail transit (LRT) service from Lindbergh to the existing MARTA Avondale Station featuring a range of street, passenger facility, and technology improvements along Clifton Road with new stations at Cheshire Bridge Road, Sage Hill, CDC/Emory Point, Emory-Rollins, Emory-Clairmont, North Decatur Road, Suburban Plaza and DeKalb Medical Center.
- High capacity transit expansions within the City of Atlanta to be determined in consultation with the City and its stakeholders. Candidate projects could include a combination of projects proposed in the City's transit system plan.

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I have also attached for your information: Attachment A, Map of Enhanced Bus and Rail Services; Attachment B, Service Option Descriptions, and Attachment C, Types of Transit Services and Vehicles. MARTA emphasizes that these projects are being submitted as examples and that the final list of proposed projects will be determined in consultation with respective jurisdictions.

The proposed bus service improvements would realize the vision reflected in MARTA's preliminary Comprehensive Operations Analysis and represent a dramatic change in how we have traditionally delivered service. This is no longer a "one size fits all" approach, but tiered services using articulated vehicles and smaller circulator vehicles that will be tailored to communities with input from residents. The expansion of bus service would also allow for expanded paratransit service to benefit persons with disabilities providing them with improved access to economic and quality of life activities.

According to 2015 statistics from the American Public Transit Association (APTA), \$1 billion of transit capital investment results in 15,900 jobs and, for operations, results in 24,200 jobs. These investments would also support emerging growth areas and improve the link between communities and employment centers while making a significant contribution to improving air quality and reducing energy consumption. Finally, MARTA anticipates a significant increase in ridership due to an overall decrease in travel time, more reliable service and more efficient use of its network.

Thank you for the opportunity to present MARTA's vision for expanded transit service in Fulton County. MARTA is confident that the proposed service improvements will result in significant mobility, economic and environmental benefits for Fulton County and the region.

I look forward to continuing to work with you and all elected officials in Fulton County to improve transit service for citizens of the county and the region. Please feel free to contact me directly if you have any questions.

Sincerely,



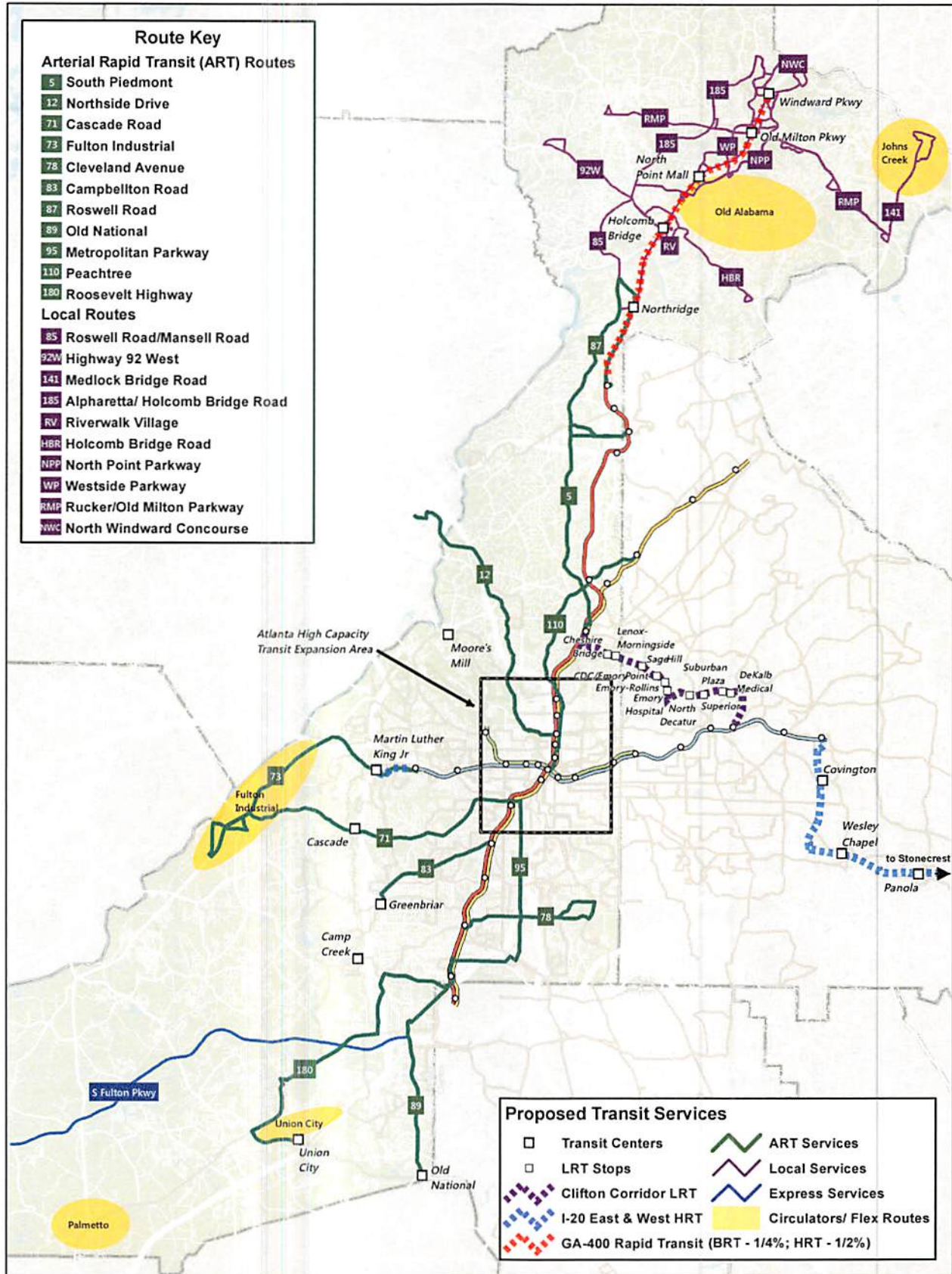
Keith T. Parker, AICP
General Manager/CEO

cc: Robert L. Ashe, III, Chairman, MARTA Board of Directors
Noni Ellison-Southall, MARTA Board Member
Freda B. Hardage, MARTA Board Member
Barbara Babbit Kaufman, MARTA Board Member
Edward L. Johnson, Chief Administrative Officer, MARTA
Ryland McClendon, AGM External Affairs, MARTA
Todd Long, Chief Operating Officer, Fulton County Government

Attachments:

Attachment A – Map of Enhanced Bus and Rail Services
Attachment B – Service Option Descriptions
Attachment C – Types of Transit Services and Vehicles

Attachment A: Enhanced Bus and Rail Services - Funded through Sales Tax Increase



Attachment B

High Capacity Transit Improvements - Recommendations Fulton and DeKalb Counties

Project	Description	Area	Comments
GA 400 HRT	HRT service from North Springs station to Windward Pkwy with stations at Northridge Road, Holcomb Bridge Road, North Point Mall/Encore Pkwy, Old Milton Pkwy and Windward Pkwy in new dedicated alignment	North Fulton	
I-20 West HRT	Extend MARTA's West/Blue Line from the Hamilton E. Holmes rail station to Martin Luther King Jr. Drive and I-285 approximately	SW Fulton	
GA 400 BRT in Dedicated Lanes	BRT service from North Springs station to Windward Pkwy with stations at Northridge Road, Holcomb Bridge Road, North Point Mall/Encore Pkwy, Old Milton Pkwy and Windward Pkwy in new dedicated alignment	North Fulton	
GA 400 High Capacity Bus Service in Managed Lanes	High capacity bus service in GDOT managed lanes from North Springs station to Windward Pkwy with stations at Northridge Road, Holcomb Bridge Road, North Point Mall/Encore Pkwy, Old Milton Pkwy and Windward Pkwy	North Fulton	
I-20 East HRT	HRT service from Indian Creek station to the Mall at Stonecrest with new stations at Covington Highway, Wesley Chapel Road, Panola Road, and Lithonia Industrial Blvd in a new dedicated alignment.	Fulton and DeKalb Counties	
Clifton Corridor	LRT service from Lindbergh to the existing MARTA Avondale station with new stations at Cheshire Bridge Road, Sage Hill, CDC/Emory Point, Emory-Rollins, Emory-Clairmont, North Decatur Road, Suburban Plaza, and DeKalb Medical Center	Fulton and DeKalb Counties	

Attachment B

**Bus Service Improvements - Recommendations
Fulton County**

Project	Description	Area	0.25% Fulton (Option 1A)	0.50% Fulton (Option 2)	Comments
Route 5 Piedmont-Roswell Arterial Rapid Transit (ART)	Arterial Rapid Transit service from Lindbergh Center Station to Dunwoody Station	Atlanta and Sandy Springs	x	x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 12 Northside Dr. Arterial Rapid Transit (ART)	Arterial Rapid Transit service from North Avenue Station to Cumberland Transit Center in Cobb County	Atlanta		x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 71 Cascade Road Arterial Rapid Transit (ART)	Arterial Rapid Transit service from West End Station to Fulton Industrial Blvd	Atlanta and Fulton County		x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 73 Fulton Industrial Arterial Rapid Transit (ART)	Arterial Rapid Transit service from H.E. Holmes Station to Fulton Industrial Blvd	Atlanta and Fulton County	x	x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 78 Cleveland Ave. Arterial Rapid Transit (ART)	Arterial Rapid Transit from East Point Station to Jonesboro Road	Atlanta and East Point	x	x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 83 Cambellton Road Arterial Rapid Transit (ART)	Arterial Rapid Transit service from Oakland City Station to Greenbriar Pkwy	Atlanta	x	x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 87 Roswell Road Arterial Rapid Transit (ART)	Arterial Rapid Transit service from Dunwoody Station to Northridge Road	Sandy Springs	x	x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 89 Old National Arterial Rapid Transit (ART)	Arterial Rapid Transit service from College Park Station to Hwy 138.	College Park and Fulton County		x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 95 Metropolitan Pkwy ART	Arterial Rapid Transit service from West End Station to Cleveland Avenue	Atlanta, College Park and Hapeville		x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
Route 110 Peachtree ART	Arterial Rapid Transit service from Five Points Station to Brookhaven Station extended north to serve denser residential development in northeastern Buckhead	Atlanta	x	x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service

Bus Service Improvements - Recommendations
Fulton County

Project	Description	Area	0.25% Fulton (Option 1A)	0.50% Fulton (Option 2)	Comments
Route 180 Fairburn-Palmetto Arterial Rapid Transit (ART)	Arterial Rapid Transit service on Roosevelt Hwy from College Park Station to Union City	College Park, Union City, Fairburn, and Palmetto		x	Includes improved shelters/stations, transit signal priority (where applicable), ART branding with 10 minute service
ART Articulated Buses (new)	20 articulated buses (16 peak and 4 spares) to accommodate increased ART frequencies	Throughout Fulton County		x	
ART Standard Buses (new)	20 standard buses (16 peak and 4 spares) to accommodate increased ART frequencies	Throughout Fulton County	x	x	
ART Articulated Buses (replacement)	108 articulated buses (90 peak and 18 spares) to accommodate increased upgrade from standard to articulated buses on ART routes	Throughout Fulton County		x	
GA 400 Corridor Enhanced Bus Service	20 additional buses (for enhanced feeder service for Johns Creek, Milton, Alpharetta, Roswell and Sandy Springs)	North Fulton	x	x	
South Fulton County Express Bus Service	5 additional buses assumed for new express route	South Fulton	x	x	
Community Circulators	20 buses for 2 new flex routes in Johns Creek, Fulton Industrial flex route/circulators, Union City flex route, Palmetto circulator	Throughout Fulton County	x	x	
New Transit Centers	5 new South Fulton transit centers (Greenbriar, Cascade, Old National, Camp Creek, Union City), Moores Mill Transit Center and 5 North Fulton transit centers as precursor to rail or BRT service	Throughout Fulton County	x	x	
Mobility Management	Mobility service for areas not currently served by an existing bus route	Throughout Fulton County	x	x	
Rail Station Bus Bay Expansion	Bus bay expansion at Lindbergh, College Park, H.E. Holmes stations to add capacity and accommodate articulated buses	City of Atlanta, South Fulton		x	
Rail Station Bus Bay Expansion	Bus bay expansion at College Park to add capacity and accommodate new buses	City of Atlanta, South Fulton	x	x	
North Fulton Bus Facility	New facility to accommodate expanded bus service in North Fulton	North Fulton		x	

Attachment C

Types of Transit Services & Vehicles

TYPE OF SERVICE	Heavy Rail Transit (HRT)	Light Rail Transit (LRT)	Bus Rapid Transit (BRT)	Arterial Rapid Transit (ART)	Express/High Capacity Bus Service	Articulated Bus	Standard Bus	Community Circulator
								
DESCRIPTION	<p>A transit mode that is an electric railway with the capacity for a heavy volume of traffic. It is characterized by:</p> <ul style="list-style-type: none"> High speed and rapid acceleration passenger rail cars operating singly or in multi-car trains on fixed rails Separate rights-of-way from all other vehicular and foot traffic are excluded Signaling High platform loading 	<p>A transit mode that typically is an electric railway with a light volume traffic capacity compared to HRT. It is characterized by:</p> <ul style="list-style-type: none"> Passenger rail cars operating singly (or in short, usually two car, trains) on fixed rails in shared or exclusive right-of way Low or high platform loading Vehicle power drawn from an overhead electric line via a trolley or a pantograph 	<p>BRT is a fixed-route bus mode that is characterized by:</p> <ul style="list-style-type: none"> Operations primarily in dedicated right-of-way during peak periods Features that emulate rail fixed guideway services, including: <ul style="list-style-type: none"> defined stations traffic signal priority short headway bidirectional services pre-board ticketing platform level boarding separate branding <p>This mode may include portions of service that are fixed-guideway and non-fixed-guideway.</p>	<p>ART is envisioned as being a network of fast and frequent enhanced transit routes on existing high density, mixed-use arterial corridors serving "transit lifestyle" market areas that are expected to respond positively to an enhanced transit product. Some of its characteristics are short headway, transit signal priority, queue jumps and enhanced stops.</p>	<p>An express bus service (also known as commuter bus service) is intended to run faster than normal bus services between the same two commuter or destination points. Express bus service usually has a limited number of stops to decrease the travel time.</p>	<p>Extra-long (54 ft. to 60 ft.) buses with two connected passenger compartments. The rear body section is connected to the main body by a joint mechanism that allows the vehicles to bend when in operation for sharp turns and curves and yet have a continuous interior. It is often used for ART or BRT type of services.</p>	<p>A transit mode comprised of rubber-tired passenger vehicles operating on fixed routes and schedules over roadways. Vehicles are powered by:</p> <ul style="list-style-type: none"> Diesel Gasoline Battery Alternative fuel engines 	<p>Community Circulators are targeted, shorter-distance local routes that connect residents with neighborhood shopping, education, medical facilities, or transit stations within their community. It usually operates regular service within a closed loop – usually 3 miles or shorter in length.</p>
STOPS/STATION	<p>Fixed stations with elevated platform and pre-boarding payment.</p> 	<p>Typically fixed stations with a pre-boarding payment. Some systems have flexible stop locations.</p> 	<p>Typically fixed stations with a pre-boarding payment. Some systems have flexible stop locations.</p> 	<p>Typically fixed and enhanced stations stops with level platform boarding.</p> 	<p>Flexible stop locations. Various design options.</p> 	<p>Flexible stop locations. Various design options.</p> 	<p>Flexible stop locations. Various design options.</p> 	<p>Flexible stop locations. Various design options.</p> 