

MINUTES
MEETING OF THE BOARD OF DIRECTORS
PLANNING & EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

November 27, 2012

The Board of Directors Planning & External Relations Committee met on November 27, 2012 at 10:01 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert L. Ashe, III
Harold Buckley, Sr.
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
Noni Ellison-Southall
Barbara Babbit Kaufman
Adam Orkin

MARTA officials in attendance were: General Manager/ CEO Beverly A. Scott; Chief, Business Support Services and Administration Theodore Basta, Jr.; Deputy General Manager/COO Dwight Ferrell; AGMs Davis Allen, Deborah Dawson, Wanda Dunham, Ben Graham, Georgetta Gregory, Robin Howard, Mary Ann Jackson, Cheryl King, Miriam Lancaster (Acting), Ryland McClendon and Elizabeth O'Neill; Sr. Director Kevin Hurley; Directors Anton Bryant, John Crocker, Lyle Harris, Rod Hembree, Knox O'Callaghan and Ferdinand Risco; Managers Joyce Brown, Maurice Ficklin, Eulethia Dooley McLin and Jason Morgan. Finance Administrative Analyst Tracy Kincaid and Office Administrator II Tracie Roberson. Others in attendance were Anthony Pines, Srinath Remala, Janide Sidifall, Auh Tuan Vo and Renee Willis.

Also in attendance was Charles Pursley, Jr. of Pursley, Lowery & Meeks; Dave Williams of Metro Atlanta Chamber of Commerce; Laraine Vance of Cobb County DOT; Dan Dobry of Croy Engineering; John Orr, Cain Williamson and Regan Hammond of ARC; Wes Clark, Sharon Cain and Tommy Shepherd of UGA Carl Vincent Institute; Matthew Pollock of MATC; David Pendered of Saporta Reports; Steve Visser of The AJC.

Approval of the October 29, 2012 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Daniels, the minutes were unanimously approved by a vote of 4 to 0, with 4 members present.

Briefing – Georgia 400 Alternatives Analysis (AA) Study

Mr. Morgan presented this briefing which focused on the progress and status of the Georgia 400 Transit Initiative – Alternatives Analysis being conducted by MARTA.

Overview

The purpose of the project is to provide a reliable, convenient, efficient and sustainable transit service in the GA 400 Corridor for the purpose of:

- Extending high capacity MARTA service through the GA 400 Corridor and improve transit linkages and coverage to communities beyond the MARTA Red Line – North Springs Station terminus
- Enhancing mobility to and within the study area by providing a more robust transit network that offers effective alternatives to travel.

A final Alternative Analysis Report is due by June 2013 with the adoption of a Locally Preferred Alternative (LPA) by the MARTA Board.

Funding for the Alternatives Analysis is provided in the FY 2012 and FY 2013 budgets. Environmental Impact Study (EIS) and subsequent project stages will require additional funding.

The project was initiated in September 2011. The project team has accomplished the following:

- Project Management Plan
- Public Involvement Plan
- Existing Conditions Report
- Purpose and Need Report

Initial Technology and Conceptual Alternatives Assessment is now underway.

Where We Are:

MARTA is currently in the Alternative Analysis study phase. This study will take 1-2 years for completion. The study area comprises that area of influence which includes Sandy Springs, Dunwoody, Roswell, Alpharetta, Milton, Mountain Park, Johns Creek and Atlanta, DeKalb, Fulton, Gwinnett, Forsyth and Cobb counties.

Remaining Federal project development (typically 6-12 years) includes:

- Preliminary Engineering/Finalize Environmental – 2-3 years
- Final Design – 1-3 years
- Construction – 2-3 years
- Operations

Goals and Objectives:

- Improve Mobility and Access
- Support Land Use and Economic Development Planning
- Provide Cost-Effective Transit Service
- Minimize Environmental Impacts

What We Have Heard

Numerous stakeholder interviews have been conducted since 2010. Two Public Meetings were held in 2012 (January and May).

Stakeholder and community input are essential. MARTA has been working with the community. A Face Book page has been launched. In every meeting, a common theme emerges - "link with east/west connections".

Evaluation Alternatives

Twenty-two alternatives went through the Fatal Flaw Analysis. MARTA will continue to work with Cobb & Gwinnett. Through this analysis, it was determined that light rail/heavy rail will make the most sense for this corridor.

Next Steps

A Public Meeting will be held in the Fall of 2012

- Evaluate feasibility of increased transit service
- Identify potential for high-capacity transit project implementation

Evaluation of Alternatives

- Fatal Flaw Analysis
- Screen 1 Analysis
- Screen 2 Analysis

Meetings of the TAC, SAC and PSC are planned for the Fall of 2012.

Briefing – Update on NW Corridor Project by Cobb County

Ms. Vance presented a briefing on the Northwest Corridor project which encompasses the area from Acworth to Atlantic Station/MARTA Arts Center Station.

A \$1.3M study which kicked off in August 2011; the Locally Preferred Alternative was released in September 2012. Cobb DOT then moved into the environmental process. Early scoping was conducted with the Chattahoochee River Keeper.

The focus was on US 41 Corridor and I75 Corridor, light rail and BRT. All routes were consistent to take care of existing infrastructure.

Public Outreach and Involvement

Northwest Transit Corridor Alternatives Analysis

- Public - Stakeholder roundtables and community engagement
- Cobb County - DOT, community development, economic development and Cobb County Transit (CCT)
- Local – Midtown Alliance, Cobb-Marietta Coliseum & Exhibit Hall Authority, Town Center Area CID, Cumberland CID
- Cities – Atlanta, Acworth, Kennesaw, Marietta, Smyrna
- Universities – Kennesaw State, Southern Polytechnic, Life, SCAD, Chattahoochee Tech, Georgia Tech, Georgia State
- Regional – ARC, MARTA, Atlanta Beltline
- State – GDOT, GRTA, SRTA
- Federal – Federal Transit Administration, FHWA, Dobbins ARB

Public involvement was held over a 14-month period. There were over 1,500 participants and 55 public outreach events.

Locally Preferred Alternative

The Locally Preferred Alternative is a combination of express bus providing long haul service from and through Cobb County to other regional destinations for peak period commuting trips and arterial Bus Rapid Transit providing localized access to and between major activity centers in the Northwest Corridor.

Objectives Achieved:

- Utilizes existing and planned infrastructure
- Supports peak period express commuting trips
- Connects major activity centers
- Supports local land use plans
- Enhances demonstrated reverse commute
- Supports localized trip opportunities
- Demonstrates sensitivity to the human and natural environmental issues
- Complements economic development and redevelopment

Next Steps

- Conduct an 18-24 month environmental study. Upon completion, results will be presented to the Cobb DOT Board and staff will receive their direction from there.
- Additional public outreach through NEPA
- Ongoing refinement of ridership and travel time forecasting, financial plan and cost benefit data

Briefing – Overview of Joint Development Work Program

Mr. Crocker updated the Board of Directors on current and anticipated activities and events regarding Transit Oriented Development (TOD) around MARTA stations and potential for future joint development.

MARTA's Overarching TOD Strategic Goals:

- √ Generate greater transit ridership through clustering mixed use development around the stations and along corridors
- √ Promote a sustainable, affordable and growing future for the people of Metro Atlanta and

- √ Generate a return on MARTA's transit investment through enhanced passenger revenues, greater federal support and development on MARTA property

Timeline:

- September 2012: Potential Joint Development Locations.
- October 2012: Overview of Existing Policies and Procedures for Joint Development, Request to Release Real Estate Financial Advisory RFP
- November 2012: Overview of Work Program
- December 2012: Yearend Overview/2013 Preview, Partnership Roles and Activities
- Winter 2013: Prepare to Request Release of TOD RFP/Q

Station Development Opportunities – 6-12 Months

- > King Memorial Station
 - 4-acre mixed-use development
 - Student, multi-family residential, retail, small office
 - Site opportunities: closed daily parking lot, redeveloping area, developer interest
 - Site challenges: infrastructure upgrades, Georgia State University
- > Abernathy 400 TOD
 - Existing 11-acre mixed-use development (incomplete)
 - Condominiums built 2008, proposed office and hotel
 - Site opportunities: hotel site quitclaim, zoning & infrastructure, perimeter submarket
 - Site challenges: incomplete TOD, existing hotel agreement

Station Development Opportunities – 12-24 Months

- > Avondale
 - 7+ acre mixed-use development
 - Mixed-income, residential and retail
 - Site opportunities: City of Decatur annexed, Tax Allocation District, ARC funding possible
 - Site challenges: bus intermodal, replacement parking, new IGA Agreement

- > Brookhaven/Oglethorpe University
 - 15-acre mixed-use development
 - Residential, retail, hotel, office & civic (library)
 - Site opportunities: developer interest, LCI plan in place, overlay zoning
 - Site challenges: new City of Brookhaven, replacement parking, infrastructure needs

- > H.E. Holmes
 - 17+ acre mixed-use development
 - Residential, retail, small office & civic
 - Opportunities: underutilize parking, LCI plan in place, Tax Allocation District
 - Challenges: submarket conditions, MARTA “collector” station, bus Intermodal

- > Lakewood/Ft. McPherson
 - 8+ acre mixed-use development
 - Residential, retail, hotel, office & civic
 - Opportunities: closed daily parking lot, LCI plan in place, base redevelopment
 - Challenges: submarket conditions, replacement parking, existing TOD

- > Lindbergh Center
 - 7+ acres remaining north of Morosgo Drive in “Phase II”
 - Residential, retail and hotel
 - Site Opportunities: developer interest, C-2 & C-3 zoning in place, Buckhead submarket
 - Site Challenges: neighborhood agreement, MARTA employee parking, market competition-Sembler Wal-Mart

Station Development Opportunities – 24+ Months

- > Edgewood/Candler Park
 - 7-acre mixed-use development
 - Mixed-income, senior residential and retail
 - Site opportunities: LCI Charette plan, city/community support, private sector interest
 - Site challenges: IGA Agreement, replacement parking, traffic improvements

- > Kensington
 - 20+ acre mixed-use development
 - Residential, retail, hotel, office & civic uses
 - Opportunities: large property – phases, recent LIC plan complete, DeKalb County interest
 - Challenges: submarket conditions, county jail/complex, replacement parking

- > Medical Center
 - 7+ acre development
 - Residential, hotel, and medical office
 - Opportunities: developer interest, desirable submarket, adjacent redevelopment
 - Challenges: entitlement/rezoning, site topography/access, existing agreements

- > Oakland City
 - 6+ acre mixed-use development
 - Residential, retail, hotel office
 - Opportunities: closed south daily lot, LCI plan in place, base Redevelopment
 - Challenges: existing submarket, replacement parking

Briefing – ARC Updates on the Regional Transportation Plan (RTP) and Regional Transportation Improvement Plan (TIP)

Mr. Orr, Planning Manager at ARC, presented this briefing. He noted that all federally funded transportation projects are required to be in the RTP and TIP which are developed and adopted by the Atlanta Regional Commission (ARC) acting as the Metropolitan Planning Organization (MPO) for the Atlanta region. ARC's current RTP/TIP is called Plan2040 and was adopted in 2011 and will undergo a limited update in 2013, with a full update by 2016. The update will include adjustments to the Clifton Corridor and I-20 East projects to reflect the MARTA Board of Directors adopted Locally Preferred Alternatives.

Near-Term Issues

- 15-county ozone non-attainment boundary approved July 20, 2012
- Conformity clean-up for major projects (the Atlanta region does not meet air quality standards. Federal requirements say that we have to demonstrate

that we will not further contribute to bad air quality. In the coming year, we will need to prove that we meet air quality standards)

- Project solicitation process decisions
 - Uncommitted federal funds available under several TIP programs
 - Small scale projects with no conformity impacts
 - Need to get new projects into development pipeline
 - Will be added to TIP administratively on concurrent schedule

RTP/TIP Amendment Schedule

- | | |
|-------------------------------------|-------------------|
| - Public Involvement | October 2012 |
| - ARC Approvals | November/December |
| - GRTA Review/Action | December |
| - Conformity Determination Received | Late December |

Long-Term Issues

- Failure of Regional Transportation Referendum on July 31
 - Must ensure existing limited funds are used most effectively
 - What will State Legislature do in 2013 Session
 - What will be Governor's direction
- MAP-21 Reauthorization signed July 6, 2012

RTP/TIP Update Schedule (tentative)

- | | |
|--|------------------|
| - Finalize Financial & Socioeconomic Forecasts | Jan-March 2013 |
| - Complete Project Evaluations | Jan-March |
| - Finalize Project Decisions | Early April |
| - Public Comment Period | May-June |
| - ARC Approval | July |
| - GRTA Review/Action | August |
| - Conformity Determination Received | Late August/Sept |

Briefing – UGA Study: Economic Impact of MARTA

Mrs. McClendon introduced Dr. Wes Clark of the UGA Carl Vinson Institute. In 2007, MARTA commissioned the Carl Vincent Institute to document the Authority's economic impact. The report showed the impact that MARTA had on the local economy and state and also forecasted the benefit ten years out. With the economic tsunami of 2008 and 2009, an update of the findings of the 2007 report was suggested to ascertain the effects of the downturn on MARTA's value. In addition, the MARTA Board requested that strong emphasis be placed on the economic benefits that MARTA generates for the local economy.

Dr. Clark stated that a baseline forecast was run of the region's economy. MARTA is then removed and the forecast is rerun. UGA utilizes Tredis, a model used for modeling transit impacts.

The impact of MARTA's Operating Budget (showed 2011) is estimated in terms of people working for MARTA and those MARTA does business with. MARTA's Operating Budget (estimated in terms of persons working for MARTA and the indirect and induced jobs) expenditures supports about 14,000 jobs in Georgia, most of which are concentrated in Fulton and DeKalb counties. Indirect and induced employment is approximately 9,400 Georgians who bring in \$700M in personal income that flows through the local economy. MARTA's Operating Budget supports \$1.5B in economic activity in the State. This is a measure of economic activity akin to Gross Domestic Product (GDP).

MARTA's Capital projects vary from year to year. On average, the MARTA service region supports a total of 11,000 jobs in the State (this is in addition to the Operating Budget).

The 2011 ridership survey showed that half of MARTA riders are commuting to jobs in the service region. 150,000 riders use MARTA to get to and from employment – nearly 100,000 say they are "MARTA reliant". The number of 'MARTA reliant' riders has tripled since the 2007 study. These 100,000 riders are concentrated in the fastest-growing industry sectors – professional scientific and technical services; accommodations - hotels and restaurants; healthcare and social services; administrative and support services; monetary, financial and credit activities of the banking sector; retail trade and wholesale trade.

Tredis was also used to estimate the economic impact of those 100,000 workers. Tredis tells us that these commuters are producing economic activity that supports an additional 80,000 jobs in the State of Georgia.

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:29 a.m.