

REIMAGINING THE TRIP

Presented to the American Public Transportation Association (APTA)
2018 Annual Conference

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AGENDA

- Drivers of Transit Growth
- MARTA Overview
- Collaboration at the Center
- I-85 Bridge Collapse
- Transit and Millennials
- MARTA's Transit Oriented Developments
- More MARTA Atlanta
- Transit and Business
- First- and Last-Mile Connectivity: Future Solutions
- Discussion

DRIVERS OF TRANSIT GROWTH

- Population
 - Atlanta population at time of last expansion (2000) – **4 million**
 - Atlanta population now – **6 million**
 - Atlanta population in 20 years – **8 - 10 million**
- Local support and funding
 - **Clayton County:**
Sales tax passed in 2014
 - **City of Atlanta:**
Sales tax passed in 2016
 - **Gwinnett County:**
March 2019 referendum
- Economic demands



MARTA OVERVIEW: About MARTA

- Formed in 1971 as a bus-only system
- One of top 10 transportation agencies in U.S.
 - Helps drive local economy
 - Connects communities
- Last major investment in 2000
- Primed for expansion with More MARTA Atlanta program



MARTA OVERVIEW: Statistics

MARTA provides reliable transit to more than

500K

people every weekday

Since opening in 1979, MARTA has made

5B

trips by bus and rail

MARTA promotes growth in

14

of Atlanta's fastest-growing industries

MARTA reduced emissions by

95%

in 347 of its buses by using compressed natural gas

Every year, MARTA drives reliable transit to

\$2.6B

in economic activity

MARTA's combined bus and rail service supports

24,864

jobs in Atlanta and the state every weekday



COLLABORATION AT THE CENTER

- Rideshare service collaborations
- Expanded TOD projects (developer collaboration)
- City collaboration with sidewalks and ADA accessibility
- State and local collaboration with transportation partners



I-85 BRIDGE COLLAPSE – March 30, 2017

Spurred Transit-to-Rideshare Connection

Shut down major metropolitan highway for six weeks

Prompted commuters to use transit and rideshare services

Enabled riders to access transit at a discount



TRANSIT AND MILLENNIALS

- Millennials prefer multimodal options (transit, car, bike, walk)
- They gravitate to communities with transportation options. Reasons include:
 - Cost savings
 - Convenience
 - Exercise
 - Common sense
- Some ditch cars altogether
 - More forgoing driver's licenses



MARTA'S TRANSIT-ORIENTED DEVELOPMENTS (TODs)

- Reduced distance to transit
- Partnership for live-work-play-commute options
- TODs and affordable housing



MORE MARTA ATLANTA

- Represents largest transit investment in 40 years – \$2.5 billion
- Features 17 proposed projects currently under consideration
- Recommended project list services 126 neighborhoods, increases access to 350,000+ jobs and connects to:
 - 83 grocery stores
 - 115 schools
 - 77 medical facilities
- Expands possible transit options (LRT, BRT, ART)
- MARTA Board approval expected in October



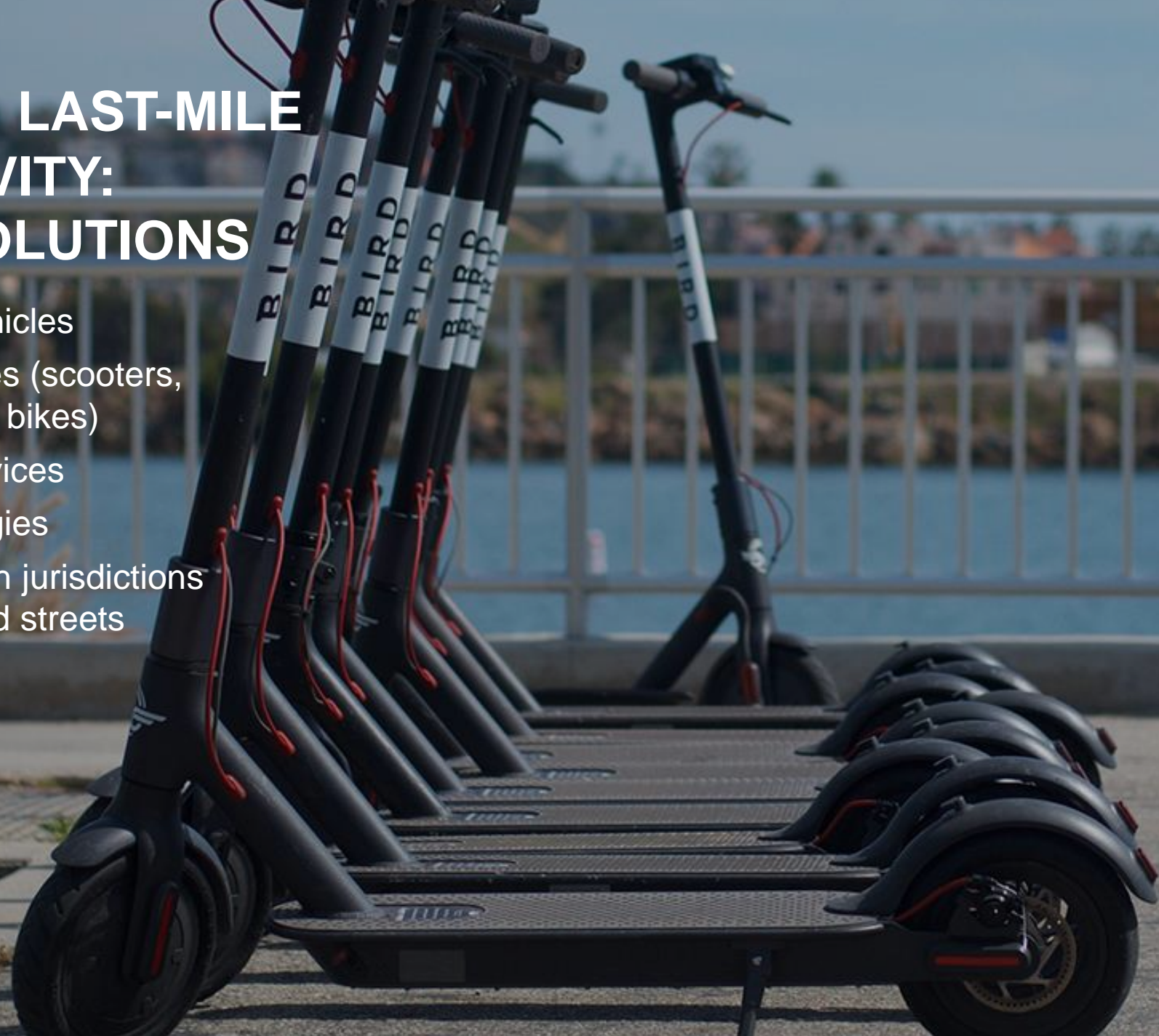
TRANSIT AND BUSINESS

- Transit options tied to:
 - Business growth
 - Employee satisfaction
 - Overall company success
- Companies are relocating to be closer to transit. They include:
 - Mercedes-Benz
 - State Farm
 - NCR
 - WorldPay
 - PulteGroup
- Amazon cites robust transit as a primary requirement for second headquarters.



FIRST- AND LAST-MILE CONNECTIVITY: FUTURE SOLUTIONS

- Autonomous vehicles
- Dockless vehicles (scooters, mopeds, electric bikes)
- On-demand services
- Future technologies
- Coordination with jurisdictions on sidewalks and streets



DISCUSSION



To Ellis Street EXIT

Southbound
To Five Pts Airport

