







# Let's Get Back on Track

### AN ALTERNATIVE TO THE MoreMARTA PLAN

- 1. Welcome.
- 2. Transit & equity.
- 3. MoreMARTA Plan 1b.
- 4. What you can do.
- 5. Closing.







### WELCOME.

Kay Stephenson, volunteer, Beltline Rail Now. Councilmember Carla Smith, Atlanta City Council District 1. Cary S. Burgess, Senior Vice President of Operations, Guest Services & Community Affairs, Zoo Atlanta.







### TRANSIT & EQUITY.

Rashad Taylor, Chief Equity Officer for ONE Atlanta, the Mayor's Office of Equity, Diversity and Inclusion.

Tim Keane, Commissioner, City of Atlanta Department of City Planning.

Moderator: Cathy Woolard, volunteer, Beltline Rail Now.







### 4.1 Transportation Priority

### 4.1a Prioritize People

Design transportation investments such as streets to prioritize balanced and reliable choices for people over outdated attempts to fix traffic. Focus instead on the comfort of seniors, children, and the disabled as an indication of safety, mobility, and civic life for the entire population. Develop corresponding plans for public space that complement transportation investments, including public safety and complete public works standards.

### 4.1b Commit to Transit

Prioritize transit investments that provide free-flowing service with dedicated guideways and other strategies that remove them from traffic. Emphasize last-mile connectivity of existing and new transit assets through sidewalks, bikeways, and car-sharing services.

### 4.1c Design Traffic for People

Manage vehicular congestion to favor people through the design of street intersections, one-way street networks, and highway access points. Encourage traffic calming measures that naturally lower the speed of cars. Eliminate driveways along primary corridors and unnecessary traffic lights, and prioritize crossing signal timing for pedestrians.

### 4.1d Think Beyond Commuting

Optimize our transportation network to work not only for conventional workday hours, but for non-work trips such as shopping, school, cultural destinations and going to the river.

### 4.1e Systems Thinking

Design a citywide transportation network with seamless transfer from one mode to another. Prioritize transit investments where growth is desired, and determine the mode of transit best suited for the specific conditions and opportunities there.

### 4.1f Re-assess the Car

Prepare for the impact of autonomous vehicles and ubiquitous car-sharing services in ways that focus on people more than changing technology. Consider how integrated networks for public and private fleets can reduce parking in high density areas. Address increased cut-through traffic through neighborhoods through both physical design and technologies that can shape the behavior of cars.

### 4.2 City Form & Structure

### 4.2a Be True

Understand how the city's physical structure of major streets that radiate outward from Downtown should shape decisions about transportation, public space, and growth so that the city becomes more legible as a place, easier to navigate, and more pleasant to live and work in. Recognize the unique design needs of dense, outlying districts that will also accommodate growth.

### 4.2b Cover the Basics

Define basic principles of good urbanism and walkability around the structure made of the Downtown/Midtown core, radial corridors and outlying clusters, and then embed those principles throughout city policy.



ABOVE The design of our infrastructure networks has to start with geode, not pare (4.15, 2.10).

188 Urgency, Our Work Ahead. 189

### MOREMARTA PLAN 1B.

Ryan Gravel, volunteer, Beltline Rail Now.







In 2016, City of Atlanta residents voted for a transit referendum. This half-penny, forty-year sales tax will generate

\$2.5 billion for transit.







That's a generational investment. We should expect generational outcomes. But that's not what we see in the current MoreMARTA plan. So people started talking.







Whether we're new to the story, or have been here since the beginning, we knew that the Atlanta Beltline is a generational outcome. It's a once-in-a-lifetime opportunity.







It is not only changing the physical form of the city. It's changing how we think about the city – and what our expectations are for living here.







That's because while transit is central to the Beltline's success,

# it's more than a transit project.

It's also a housing project; an art project; a greenspace project; a health project; a ladder for economic opportunity; a community builder... a way of life.







We expect these outcomes from the Beltline because that's how we defined our vision for it. We should expect similar outcomes from every project.

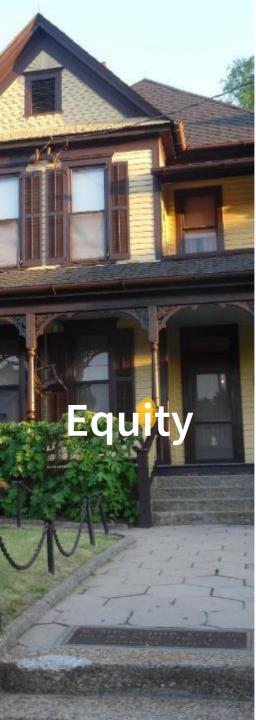




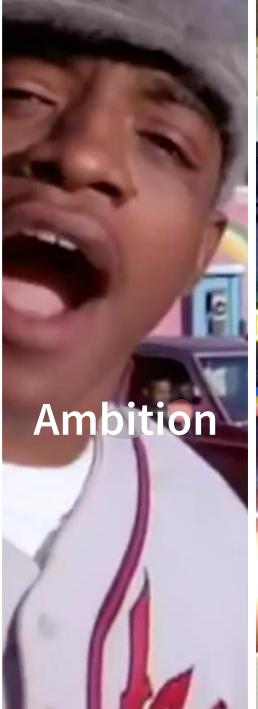


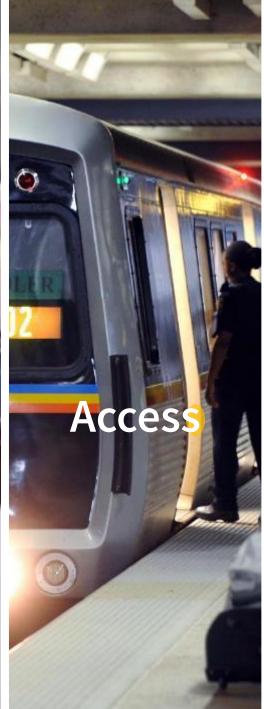




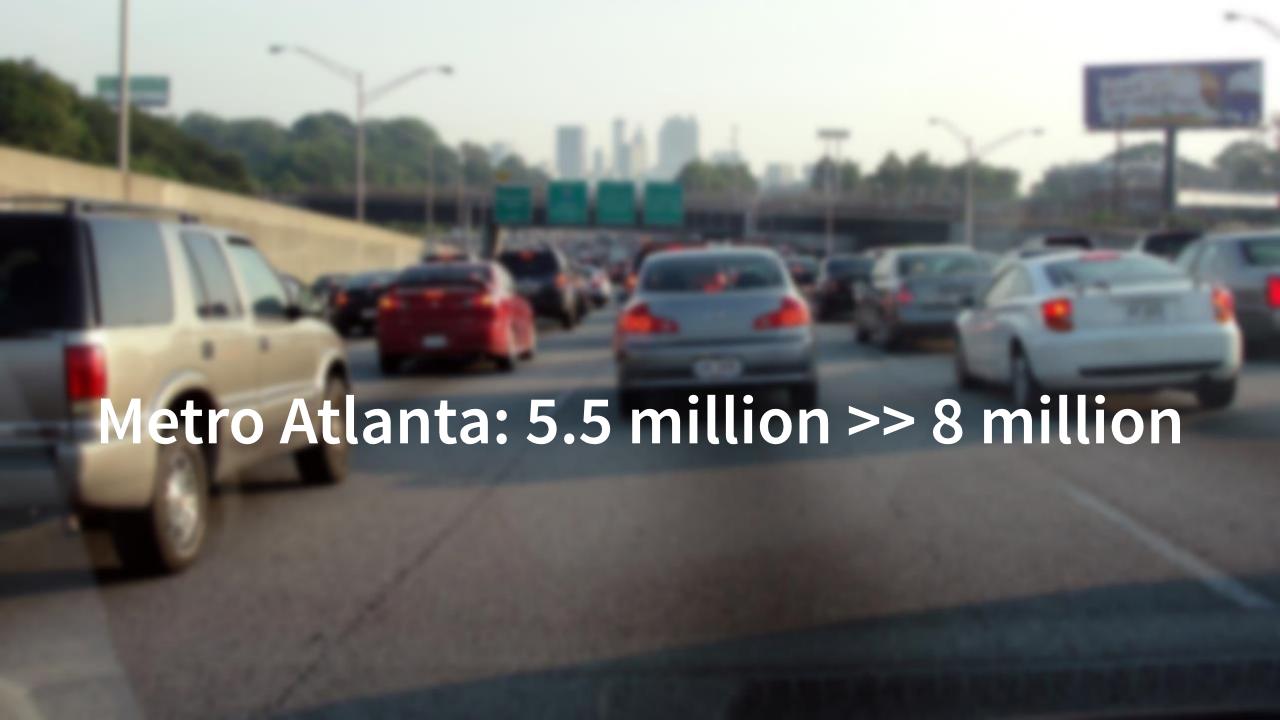
















Change is coming fast – whether we like it or not. That's why we voted for MoreMARTA. But we don't just want any transit. We want transit that can deliver the outcomes we want; transit that helps us manage change.









# MoreMARTA Critique.

- 1. Emory needs transit, but...
- 2. It ignores Beltline obligations.
- 3. It should operationalize the Atlanta City Design.







## 1) Emory needs transit, but.







The biggest chunk of MoreMARTA funding goes to Emory, but

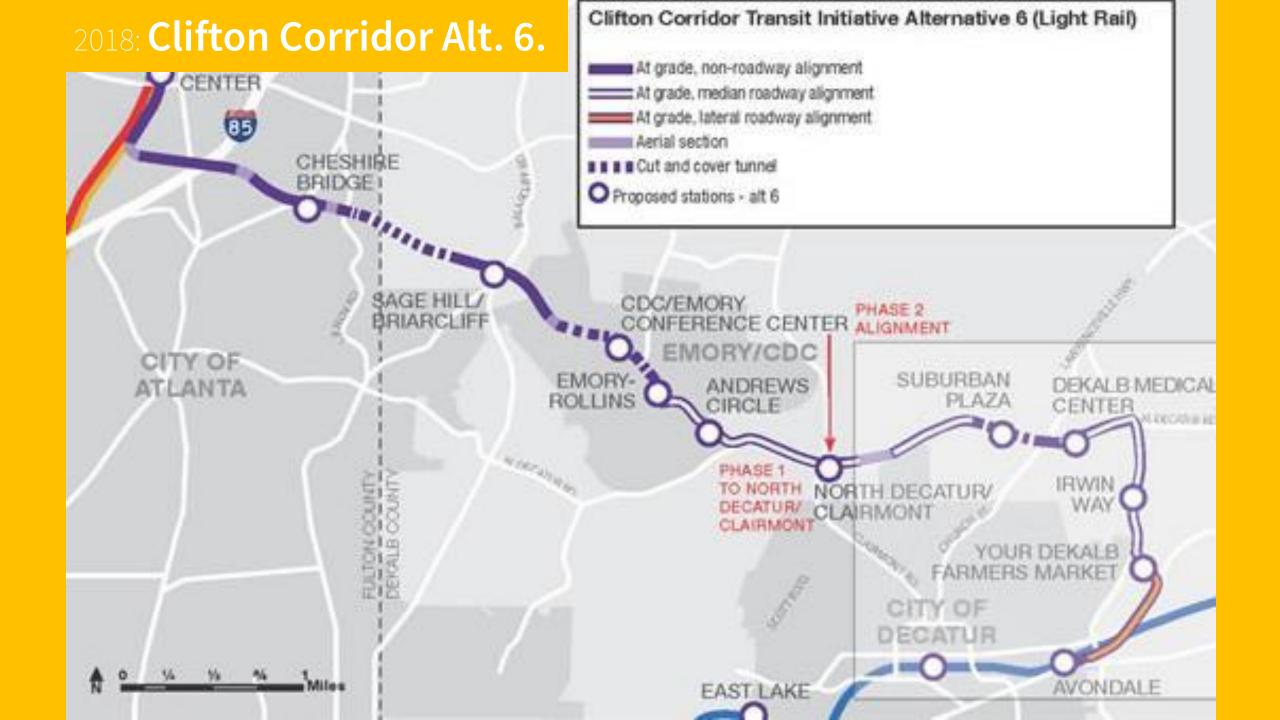
# Emory was annexed into Atlanta after the 2016 referendum.

Parts of the Emory line are still not in the city limits.









Emory is a regional connection. Atlanta should pay its fair share, but the other people who benefit should pay the rest.

(Most employees do not live in Atlanta city limits). (Emory has a \$6.5 billion endowment).







The state seems finally ready to make significant investments in transit.

Emory should be near the top of that list. Let Atlanta focus its money on projects that will deliver its vision.







## 2) It ignores Beltline obligations.







## Way behind schedule.

In the original TAD legislation, the City is required to finish the Beltline by 2031. At that point, there won't be any more TAD funding – it's over. We should prioritize projects that can benefit from this revenue.







### Uneven outcomes.

The City and MARTA, along with thousands of residents, have been working on the Beltline for nearly two decades, building expectations about outcomes.







But because we're only building some components of the Beltline, We see outcomes that are highly unequal.







This is at least partly due to the shared responsibility for building the Beltline. The City and MARTA each have important roles.







2005: Atlanta BeltLine Redevelopment Plan.

"MARTA is concurrently conducting the Alternatives Analysis as the next phase of its ongoing Inner Core Feasibility Study..." which will "identify a Locally Preferred Alternative for transit in the inner core of Atlanta..."







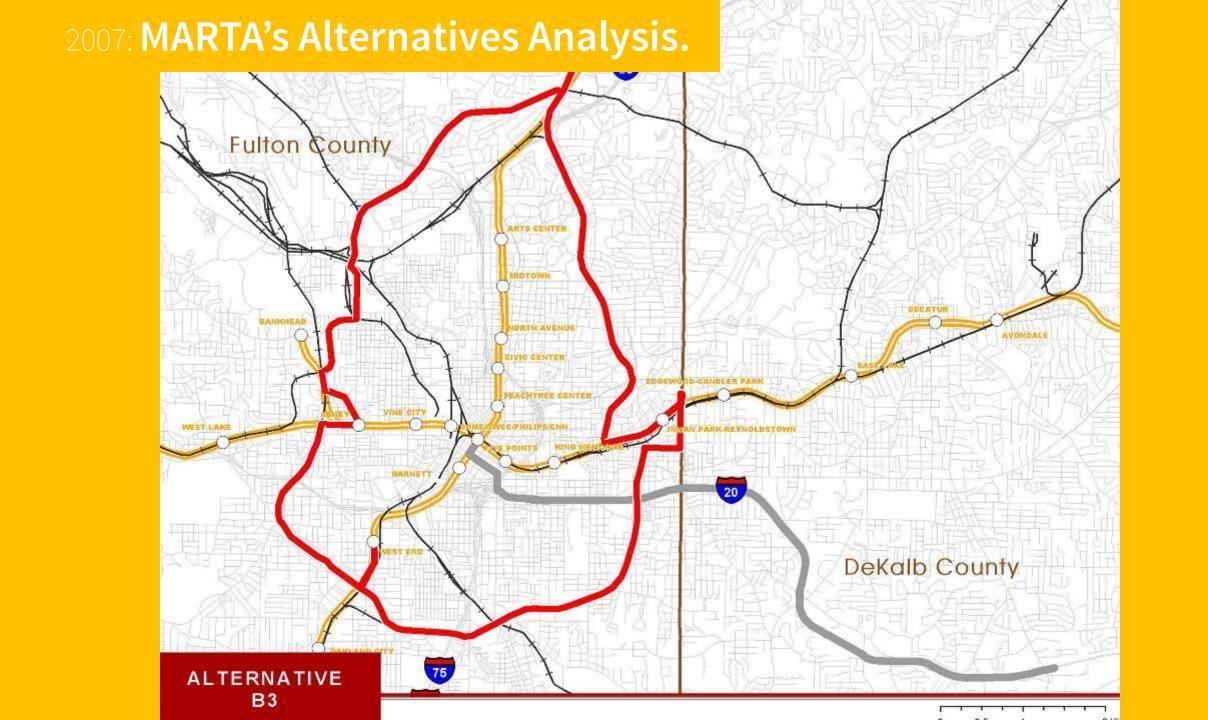
2007: MARTA's Alternatives Analysis.

"After consideration of the aforementioned alternatives and technologies, the MARTA Board of Directors formally adopted staff's recommendation of the Alternative B3 alignment configuration as the Locally Preferred Alternative (LPA) with an unspecified rail technology to be determined in the next phase of study."









We've done the planning, design, engineering. The delay on delivery for Beltline transit has always been money.

Now we have money. Now we need follow-through.







### 3) It should operationalize the City Design.







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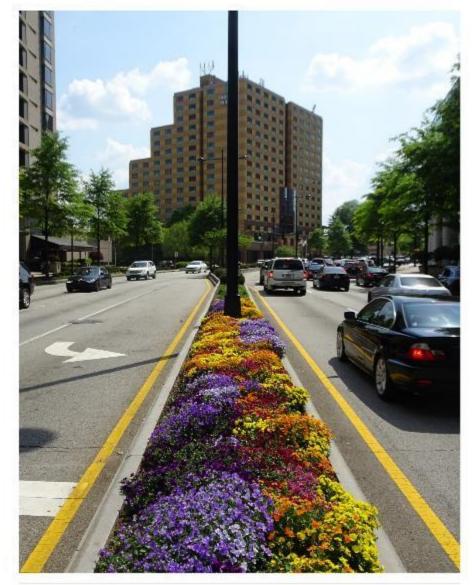
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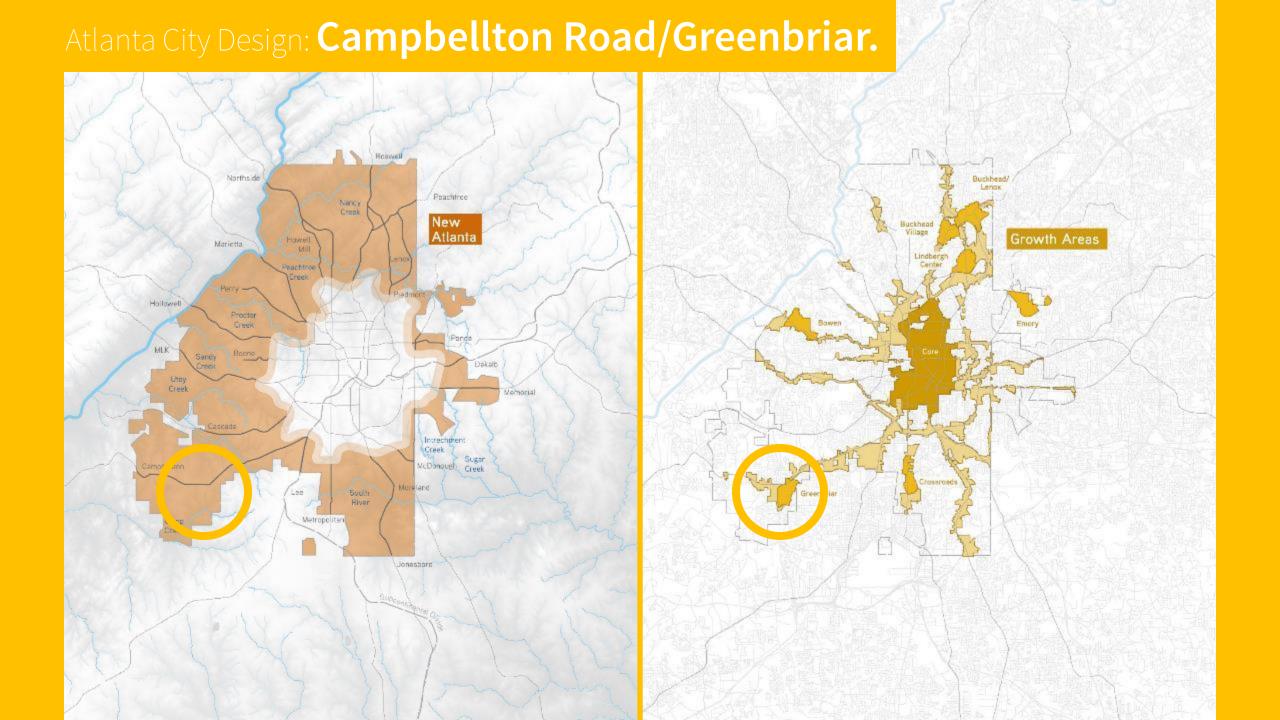
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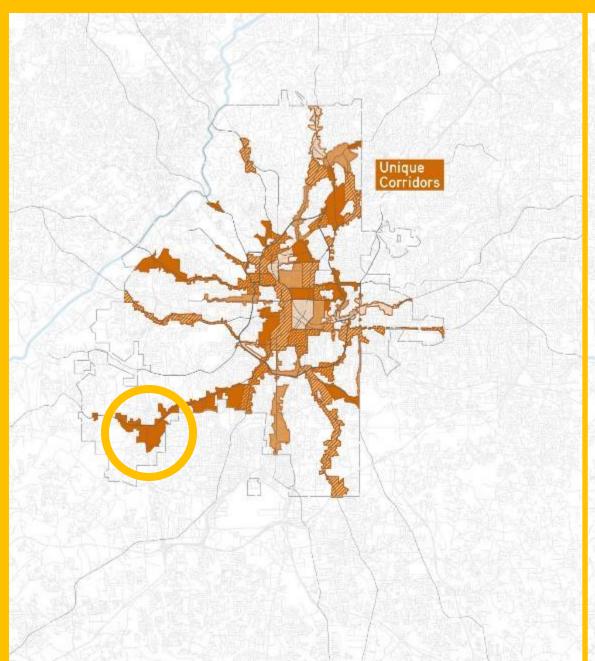


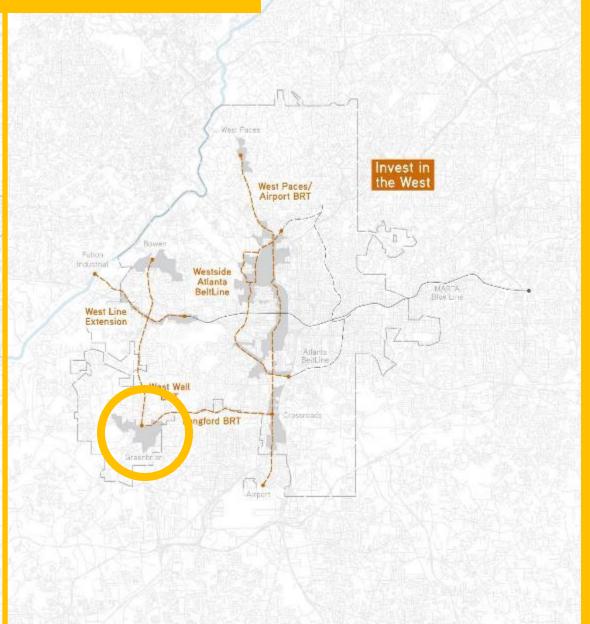
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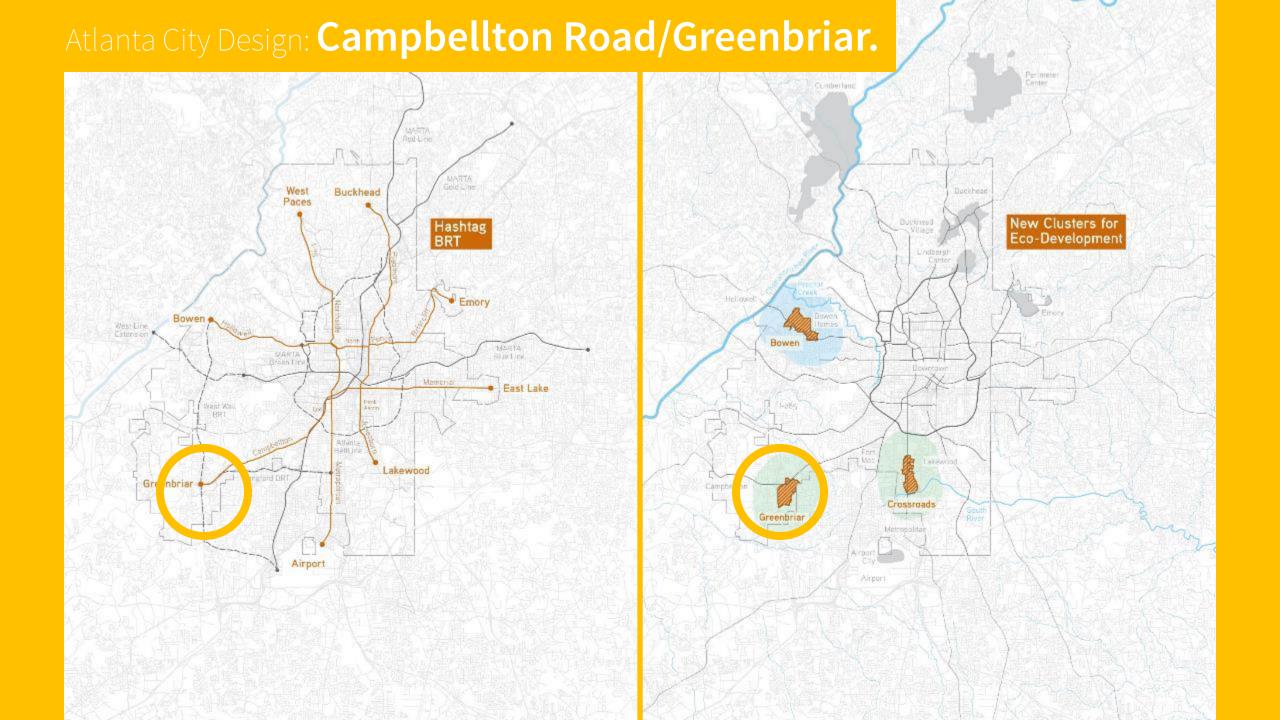
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#### Atlanta City Design: Campbellton Road/Greenbriar.







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#### Greenbrian

Anchoring the western end of the Campbellton corridor, Greenbriar leverages its large site and its leafy neighborhoods to reposition an aging mall with a new style and cosmopolitan sensibility. Together with surrounding sites, the mall is transformed into a resiliency-focused walking district. It expands its retail options and includes new concentrations of housing, entertainment, and office. New transit lines connect it into the city and offer an easy, eightminute ride to the airport. Other investments in public space, stormwater management, and greenways ensure a return to the mall's historic prosperity. For this next generation, however, Greenbriar trades asphalt and car dependency for a new kind of lifestyle that makes human life a central part of ecology.

Specific ideas for Greenbriar include:

- · Innovative, eco-focused, mixed-use district
- Improved transit and complete street redesign of Campbellton Road
- West Wall BRT north to new MARTA west line station (4.5 miles) and south to Airport (5.5 miles)
- Langford BRT to Fort McPherson MARTA Station (4.25 miles) and Crossroads (5.5 miles)
- Trails and greenways
- · Stormwater park network

Vitality emerges from asphalt at Greenbriar - Atlanta's sophisticated new model for mall retrofits.

FIGURE 54. Greenbrian Greenbrian is administrately to concess with a atypical automorphism shupture set within a sea of asphab and surrounded by other can comprehense.



Like the vision for Beltline transit, MoreMARTA's transit investment on Campbellton Road should help deliver a broader set of outcomes.

Make Campbellton a prototype BRT project. Make Greenbriar a signature story.







That's how this should work. The City has designed its future. Now we leverage every investment to build it.







### MoreMARTA Recommendations.

- 1. Re-think Emory investment.
- 2. Re-think Campbellton vision.
- 3. Build the entire Atlanta Beltline.







MoreMARTA Recommendations.

### 1) Re-think Emory investment.







### Reallocate most of this funding. Reserve the City's fair share of the cost and prepare for a future Emory connection. Make near-term improvements like an enhanced bus connection.







MoreMARTA Recommendations.

### 2) Re-think Campbellton Vision.







## Make it a best-in-class BRT corridor,

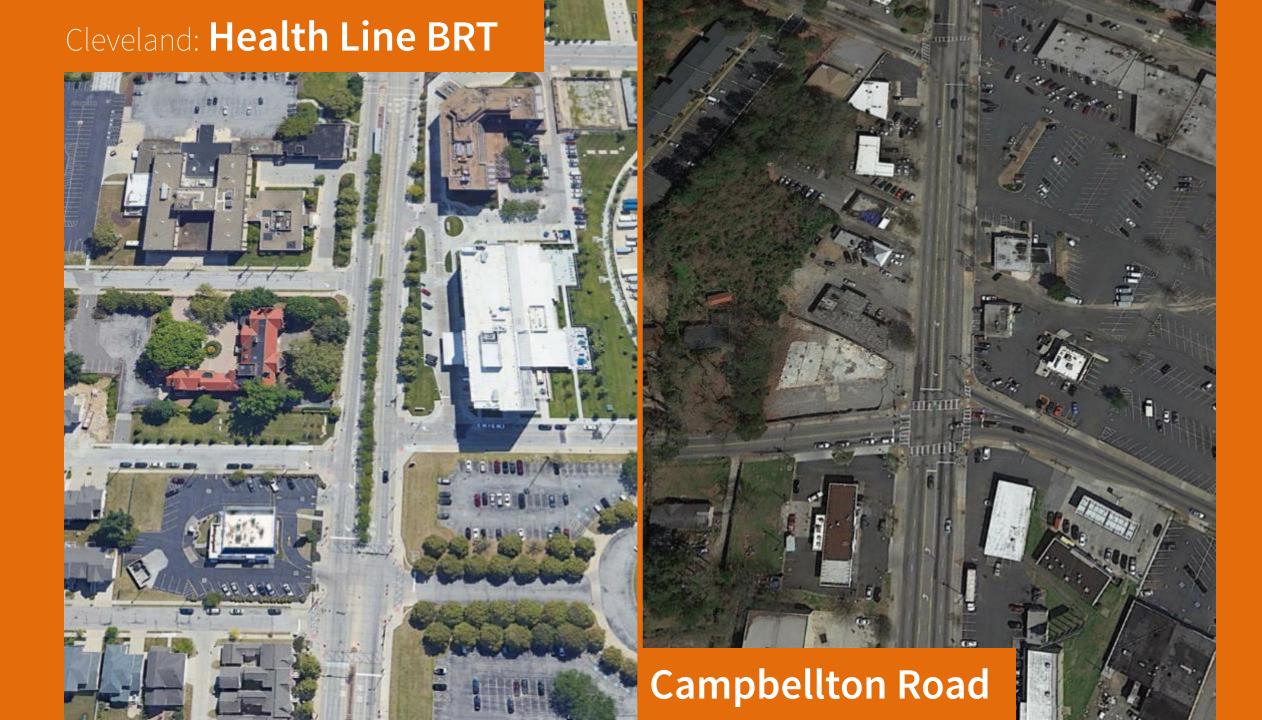
including a "complete street" redesign. Follow through on related housing policy, economic ladders, and the creation/revitalization of public spaces and other amenities.

Envision Greenbriar as a national model for eco-suburban retrofits.













MoreMARTA Recommendations.

### 3) Build the entire Atlanta Beltline.







# 3A) Reprioritize LRT funding to Beltline. If that's not enough to pay for the entire loop, then **COMMIT** to funding strategies to finish it on-time.







# 3B) Build rail. Now. Stop relitigating the mode of transit.

We already made that decision through a highly-engaged and democratic process.

The engineering is done. The money is there.







3C) Don't wait on the Southside. Build the Southside Beltline transit and trail together, and build it early enough to drive transit-oriented outcomes.







### 3D) Armour Infill.

A new Armour MARTA station makes a more direct MARTA connection for both Emory and Beltline. Best re-location for Amtrak – in the city and at MARTA rail. Future regional rail terminal. Future regional BRT hub. (Boone infill is another no-brainer).







## 3E) De-prioritize transit in traffic.

For the downtown streetcar extension, provide dedicated lanes where possible.

Operate it independently from Beltline transit. Prioritize traffic-free projects.







- 3A) Reprioritize LRT funding to Beltline.
- 3B) Build rail. Now.
- 3C) Don't wait on the Southside.
- 3D) Armour Infill.
- 3E) De-prioritize transit in traffic.







### WHAT YOU CAN DO.

Fred Smith, volunteer, Beltline Rail Now.







## Sign up.

Sign our "Beltline Rail Now" petition on change.org. Sign up for our email alerts – out front or on Facebook. Send a note of support.

- MARTA: Rebbie Ellisor-Taylor Assistant Secretary: rtaylor@itsmarta.com
- Atlanta City Council: <a href="mailto:atlantacouncil@atlantaga.gov">atlanta City Council: atlantacouncil@atlantaga.gov</a>
- Mayor's office: Tom Weyandt: <a href="mailto:tweyandt@atlantaga.gov">tweyandt@atlantaga.gov</a>







# Speak up at a MARTA board meeting.

- July 11 @ 1:30pm (Public Comment)
- MARTA Headquarters: 2424 Piedmont Rd NE, 30324







## Attend your NPU meeting.

Or another meeting, see https://www.itsmarta.com/moremarta

- Monday July 16 > NPU Y
- Tuesday July 18 > NPU I
- Thursday July 20 > NPUs Q, S
- Monday July 23 > NPU Z
- Tuesday July 24 > NPUs D, J
- Wednesday August 1 > NPU R
- Thursday August 2 > NPU H

- Monday August 6 > NPU P
- Tuesday August 7 > NPUs A, B, C, E
- Wednesday August 8 > NPU T
- Monday August 13 > NPU X
- Tuesday August 14 > NPU L
- Thursday August 16 > NPU G
- Tuesday August 21 > NPU K







### Come to our next meeting.

BeltlineRailNow meets every second and fourth Sunday at 4:00. Check Facebook for location.







Shout-us-out on social media.

Facebook "Beltline Rail Now." Instagram and Twitter @beltlinerailnow







# CLOSING.

Kay Stephenson, volunteer, Beltline Rail Now.













