ATLANTA'S TRANSPORTATION PLAN

FINAL REPORT

2018

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City of Atlanta

As Atlanta continues to emerge as an international city and global business powerhouse, it is important that we increase our efforts to enhance the quality of life for our residents. To remain competitive and support anticipated growth, we must build a transportation network that reduces automobile reliance and offers alternative travel solutions that are convenient, affordable and safe.

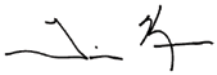
The blueprint to achieve this goal is Atlanta's Transportation Plan. This comprehensive plan incorporates the access strategy for Atlanta City Design and fully integrates our committed transportation investments with our vision for inclusive growth in the city.

As the region and the city's population surges, we recognize the importance of expanding and maintaining our transportation system. Atlanta's Transportation Plan provides recommendations to improve the comfort and quality of travel for all people. Whether taking transit, walking, cycling or driving, it includes policies and programs that provide an array of affordable transportation options.

Furthermore, the plan addresses immediate needs, prioritizes the timing of projects and lays the groundwork for long-term investments. Its efficient system focuses on customer experience and leverages technology, data and new mobility choices.

On behalf of the City of Atlanta, we thank all who participated in the workshops, meetings, events and surveys to provide input into the recommendations. We look forward to continuing our work with all communities and moving forward in our mission to create an even greater Atlanta!

Keisha Lance Bottoms
Mayor, City of Atlanta



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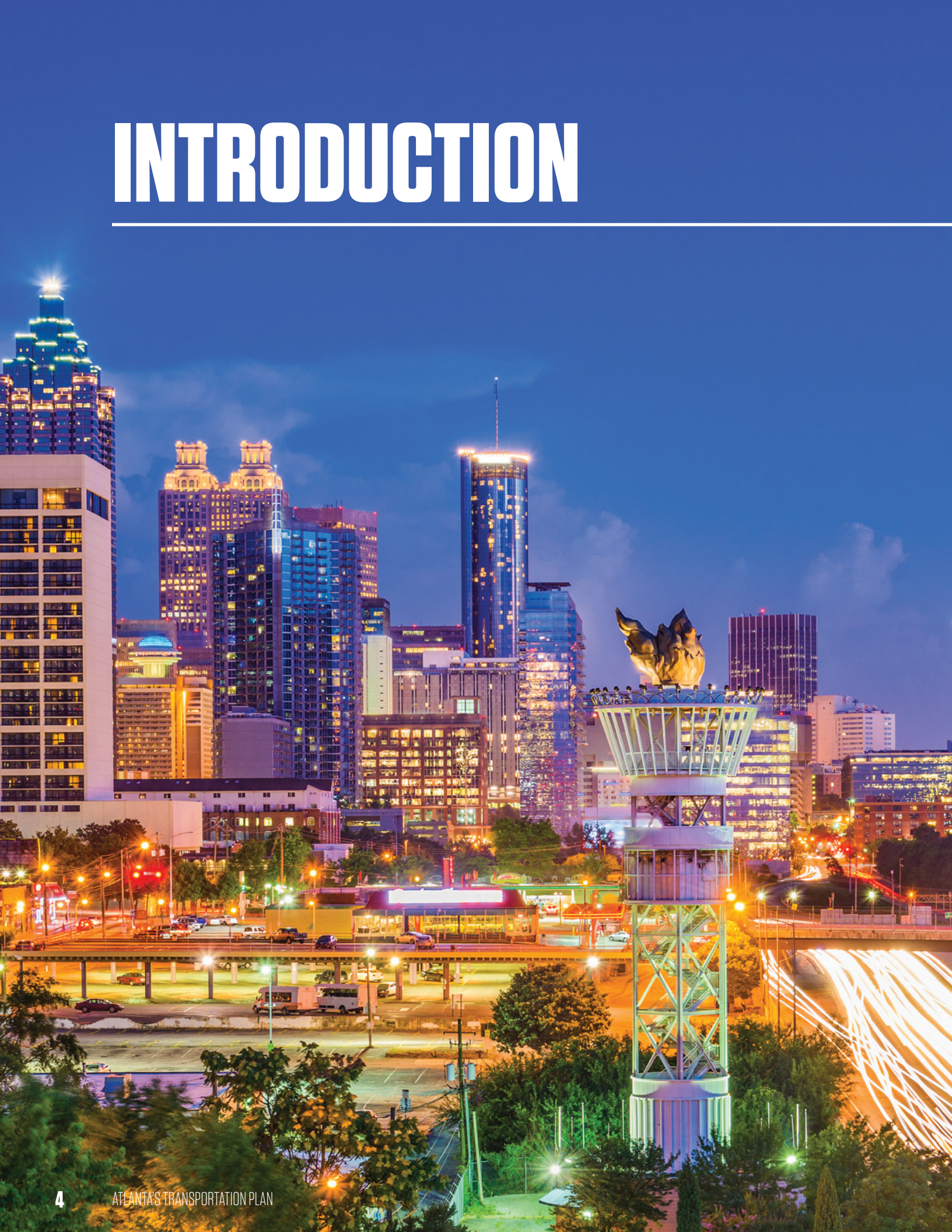
INTRODUCTION



Atlanta's Transportation Plan is a vision and action plan for mobility in Atlanta. Addressing both current needs and those of the future as detailed through Atlanta City Design, this plan will position Atlanta to have a safe, mobile, and affordable transportation system that supports 1.3 million residents and 1.2 million jobs by reducing congestion, improving access, and supporting economic growth.

CITY DESIGN

ATLANTA CITY DESIGN IS A FRAMEWORK FOR INCLUSIVE GROWTH THAT ALIGNS THE PLANS, PROJECTS, POLICIES AND PRIORITIES OF THE CITY TO SHAPE ITS COMMUNITIES IN A NEW LIGHT.

The framework discusses the core elements of Atlanta's identity, the urgent need to respond to coming changes, and ways to design the city to meet future growth.

The document contemplates the near tripling of the city's population. While this growth sounds like a lot, the resulting density is still well below many of Atlanta's peers. However, these peer cities have many affordable and convenient mobility options that provide people with choices for how to get around. By organizing growth in already dense areas like Downtown, Midtown and Buckhead and along strategic corridors like the BeltLine, we can invest in ways that make that growth good for us. More people to support grocery stores and dry cleaners closer to our homes can make lives easier, as long as we have safe and affordable ways to move around.

Atlanta City Design envisions an Atlanta that is less dependent on cars. This will be accomplished by prioritizing people, respecting the form of the city, investing in areas of growth, managing financial incentives and lessening the frustrations people have moving about. Atlanta's Transportation Plan is the implementation element that will guide investment and policy to leverage the coming changes to our advantage.


City Design Growth Areas
Current High Growth Areas
Emerging Growth Areas
Mobility
MARTA
BeltLine

GOALS

SAFETY

IMPROVE HEALTH, SAFETY, AND SECURITY FOR ALL USERS OF THE TRANSPORTATION SYSTEM

MOBILITY

MANAGE CIRCULATION AND MAXIMIZE USE OF EXISTING INFRASTRUCTURE

AFFORDABILITY

PROVIDE AFFORDABLE AND ACCESSIBLE TRANSPORTATION OPTIONS FOR ALL RESIDENTS

CHALLENGES

THE GOALS OF ATLANTA'S TRANSPORTATION PLAN ADDRESS THE CHALLENGES WE FACE AS A CITY.

UNEVEN OPPORTUNITIES AND BURDENS

Some neighborhoods are frustrated by growth and the traffic that has come with it. Others are frustrated by the lack of basic amenities like sidewalks, grocery stores and community services that often accompany growth.

UNPREPAREDNESS FOR GROWTH

Many neighborhoods experiencing growth do not yet have the travel options they require to effectively accommodate more people.

UNSAFE CONDITIONS

In some parts of the city, it is simply more dangerous to travel than in other places, particularly for pedestrians, bicyclists, senior citizens, people with disabilities, and children.

OPPORTUNITIES FOR BETTER PROJECT DELIVERY

Several departments and agencies are currently responsible for implementing transportation projects. This can lead to project delays and coordination challenges.

EXPENSIVE TRAVEL

Without other viable transportation options, people spend more time and money on driving to get around.

ACTIONS

ATLANTA'S TRANSPORTATION PLAN INCLUDES PROJECTS AND POLICIES TO ACCOMMODATE THE GROWTH ENVISIONED THROUGH ATLANTA CITY DESIGN, AND THE GOVERNMENT STRUCTURES NEEDED TO DELIVER THEM.

SAFETY

SAFER STREETS

Create and manage a data-driven process to identify and improve streets that contribute to traffic injuries and fatalities.

DATA COLLECTION

Improve safety data in order to focus on priorities and target projects to address key safety concerns.

PLACEMAKING

Use streets as a community asset, with opportunities for public art and green spaces.

AFFORDABILITY

INCLUSIVE ZONING

Complete citywide rezoning to prioritize growth and affordable housing in transit-served areas with lower transportation costs.

OPEN FARE PAYMENT

Facilitate the use of cost effective options by simplifying payments and transfers.

MOBILITY

IMPLEMENT HIGH CAPACITY TRANSIT

Partner with MARTA and Atlanta BeltLine Inc. (ABI) to set priorities, manage community processes, refine designs and facilitate project delivery.

MANAGE CONGESTION AND THE RIGHT-OF-WAY

Develop and implement a Transportation Demand Management program, curbspace management policies, and street design guidelines.

BICYCLE AND PEDESTRIAN NETWORK

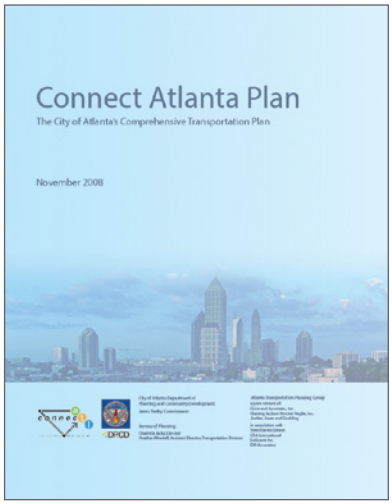
Build out the on- and off-street bike network, continue expansion of bikeshare, and build and repair sidewalks and curb cuts.

INNOVATION

Adopt new smart city approaches, technologies, and procurement methods to prepare for an automated future.

WHERE ARE WE NOW?

ACCOMPLISHMENTS SINCE CONNECT ATLANTA

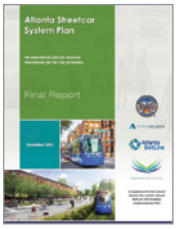


connect atlanta
the connect atlanta plan

The Connect Atlanta Plan was adopted in 2008 as an overarching document to guide decisions on transportation priorities. In addition to serving as a framework for identifying and prioritizing transportation investments, Connect Atlanta project recommendations were integrated into the regional planning process. This allowed the City of Atlanta to leverage federal and state matching funds for eligible projects. Voters approved two additional sources of local funds, the Renew Atlanta Infrastructure bond in 2015 and the Transportation Special Purpose Local Option Sales Tax (T-SPLOST) in 2016. Renew Atlanta is anticipated to provide $188 million in transportation funding, while T-SPLOST will generate $300 million from 2016 to 2021. Also in 2016, voters passed the More MARTA referendum, which is expected to produce $2.5 billion in additional funding through 2056.

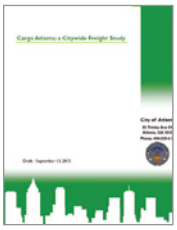
PLANS

Connect Atlanta provided a comprehensive infrastructure vision that led to a suite of plans targeted at specific areas of the city and types of transportation.



Atlanta Streetcar System Plan
Mapped out the future 53-mile streetcar network, of which the initial 2.7-mile Downtown Atlanta loop was completed in 2014.

Cycle Atlanta: Phase 1.0 Study
Proposed a network of bikeways including 60 miles of cycletracks and bike lanes in addition to 60 multi-use paths linking Downtown, Midtown, and 35 neighborhoods with connections to a dozen MARTA stations.



Cargo Atlanta: A Citywide Freight Study
Outlines a network and strategies to support goods movement and the local economy while reducing the impact of freight on residential neighborhoods.

Transit Oriented Atlanta
Serves as the City's official guide to TOD and includes station area profiles with detailed implementation plans, station typologies, context-specific guidelines, and citywide policies to guide development around transit.

PROJECTS

Since the adoption of Connect Atlanta in 2008, the following projects have been completed or are currently underway.

Atlanta Streetcar
The 2.7-mile Downtown Loop opened in 2014, with streetcars running from Centennial Olympic Park to the Martin Luther King, Jr. National Historic Site, with a connection to MARTA at Peachtree Center. Service operates every 10 to 15 minutes from early morning until late night seven days a week. The streetcar has helped catalyze investments of more than one billion dollars along the corridor.

Atlanta BeltLine
Five trails, with two more under construction, along with seven parks, hundreds of affordable homes, a linear arboretum, an urban farm, and the largest temporary public art exhibition in the Southeastern United States. In addition to transportation benefits, the economic impact of the BeltLine is estimated at 48,000 construction jobs, 30,000 permanent jobs, and $10 to $20 billion in economic development.

Bicycle Facilities
Since Connect Atlanta was adopted in 2008, Atlanta's bicycle infrastructure has increased 110% and now includes 112 miles of sharrows, dedicated bike lanes and multiuse paths. Of this total, 45 miles are dedicated bike lanes, 42 miles are multiuse paths, 21 miles are sharrows, and 4 miles are fully protected bike lanes or cycletracks.

Relay Bikeshare
Atlanta's municipal bikeshare program, Relay, opened in the summer of 2016 and currently offers 500 bikes for short-term rental at more than 70 stations across the city.

Sidewalks
Since adoption of Connect Atlanta, the City Council passed legislation authorizing the Department of Public Works to perform sidewalk repair when funding is available, rather than billing adjacent property owners. The City has also used Renew Atlanta and T-SPLOST funding to make Americans with Disabilities Act (ADA) accessibility improvements.

Streets
Approximately, $11 million has been invested in street reconfiguration projects, $28 million in new capacity projects, and $117 million in operational projects since Connect Atlanta was adopted.

Parking
The City manages on-street parking throughout the city, including over 2,000 metered and time-limited spaces. To modernize the parking experience, improve payment options, and better manage on-street turnover, the City has engaged PARKMobile for payment collection. Since 2014, drivers have had the option of paying for parking using a mobile device app.

HOW WE GET AROUND

The planning team gathered input from residents, businesses, organizations, city leaders, and commuters to identify how people currently get around Atlanta. Through over 20 pop-up activities, more than 10 targeted outreach activities and four traditional public meetings throughout the city of Atlanta, over 3,000 people completed a survey and nearly 1,500 people met with us in person to talk about the role of transportation in their lives. Surveys were administered on-line and at the events mentioned above. Respondents were self-selected and most are likely to have a strong interest in transportation.

SURVEY RESULTS FROM

3,030

SURVEY PARTICIPANTS

Respondent Ages 16-34

Respondent Ages 35-64

Respondent Ages 65+

78%
Biked or walked for a trip in the past 3 days

30%
Used Uber/Lyft in the past 3 days

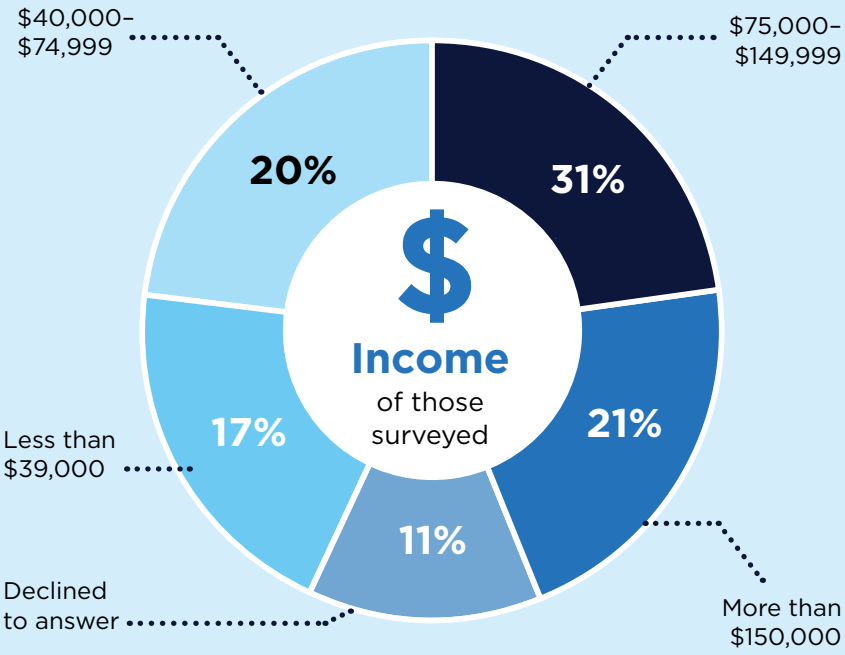
25%
Used MARTA at least once a week

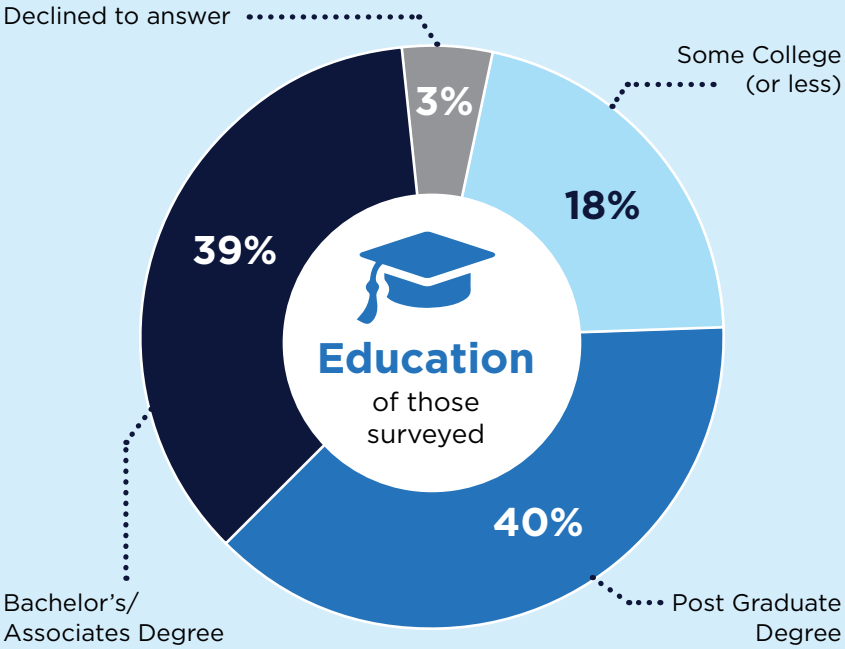
OPPORTUNITIES TO IMPROVE BIKING

70%
Are uncomfortable biking with traffic on the street

65%
Feel unsafe biking due to the speed of vehicles

SURVEY DEMOGRAPHICS





95%
Survey participants **have tried MARTA** at least once

80%
Commuters have **reliable** commute **travel times**

75%
Overall participants choose to **drive for errands**

DRIVING

WE DRIVE A LOT

As compared to some of our peer cities, Seattle, Washington D.C., and Chicago, Atlantan's drive more and use walking, biking and transit less. Region-wide, our share of trips via transit is only about 10%, while many of our peer cities have 20%–38% of trips on transit.

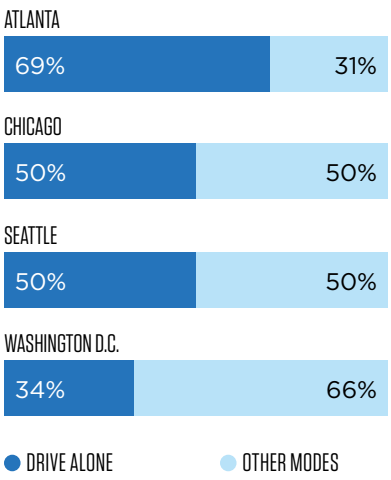
TRAFFIC CONGESTION

Throughout the metro area Atlanta ranks as one of the most congested large urban areas. Congestion is not limited to the city, but exists across the entire metropolitan area.

Atlanta ranked fourth worst in commute times in the U.S. and 9th worst in the world among large metro areas.

In 2016, Atlanta drivers spent 71 hours per person driving in congested conditions during peak travel periods.

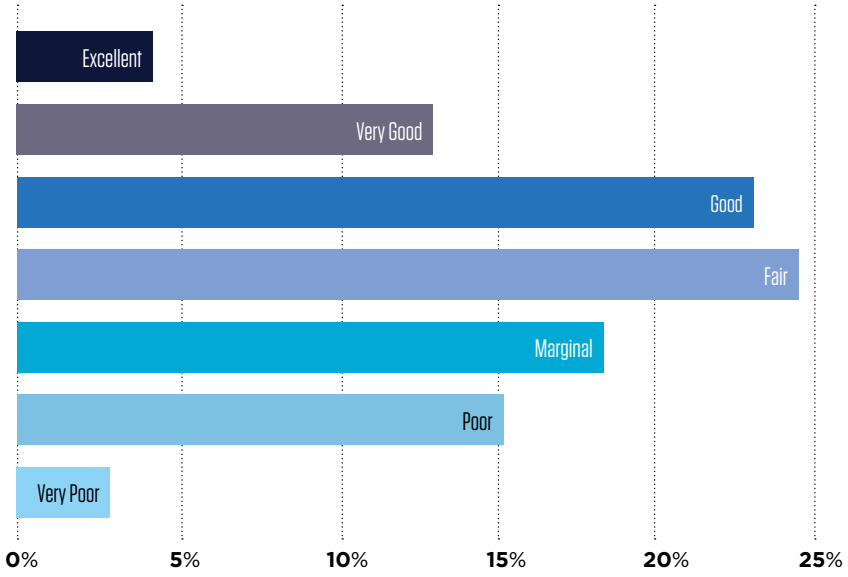
Commuters Driving Alone



SYSTEM MANAGEMENT

Atlanta has made a tremendous investment in transportation and keeping the roads, bridges, signs, and traffic signals in good working order is a big task. Studies have shown that keeping that infrastructure in a good state of repair is less costly over the long term than allowing it to become deteriorated. Approximately 25% of our bridges are functionally obsolete and 3% are structurally deficient.

Street Condition

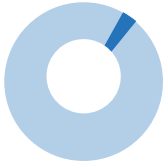


Bridge Conditions

377 bridges throughout the Atlanta area

72% not deficient

25% functionally obsolete

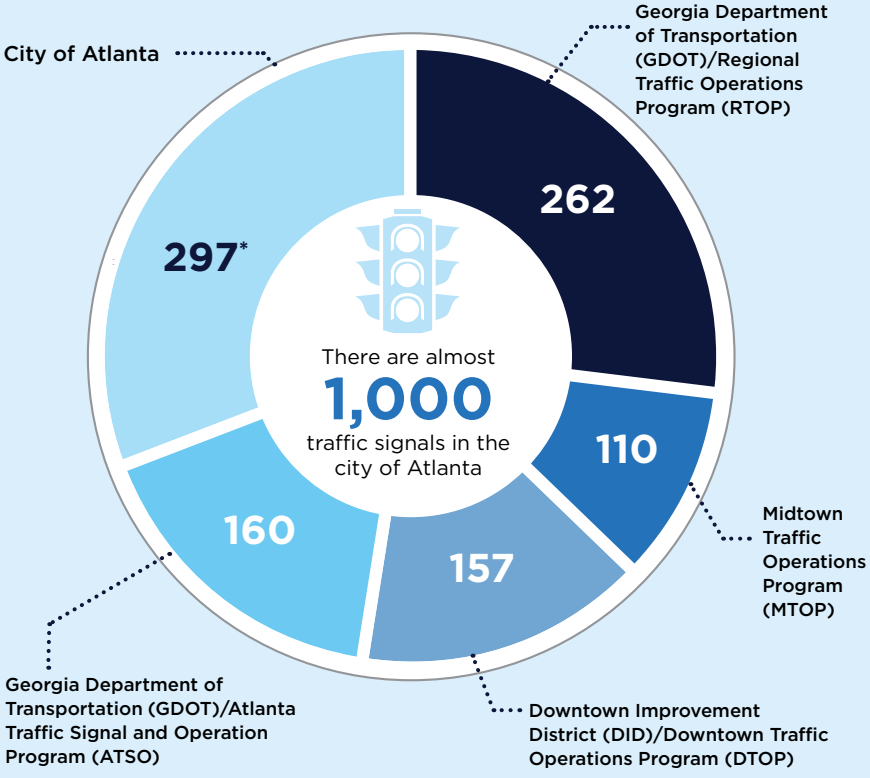


3% structurally deficient

Who manages the City's traffic signals?

Traffic signals control the flow of automobiles on the roadway network. Optimized traffic signal timing can quickly lead to an increase in mobility. As such, an understanding of the agencies that currently manage the system in partnership with the City of Atlanta is important. The Georgia Department of Transportation, the Midtown Alliance and the Downtown Improvement District are all key partners in traffic signal management.

* For those traffic signals which the City staff manages, only about 130 of 297 have functioning communication capabilities. And, the City is understaffed to keep up with all the needs at those signalized intersection.

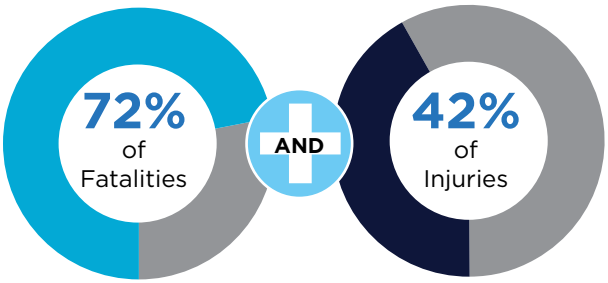


SAFETY

REDUCING FATALITIES AND INJURIES TO SAVE LIVES

Atlanta has higher crash death rates than our peer cities and national averages, both for total crashes and for pedestrian crashes. This is partly because Atlantans drive more than their peers in many other cities. To begin addressing the high crash rates in Atlanta, a High Injury Network was identified. The High Injury Network includes streets where the majority of fatal crashes occur and where there are higher concentrations of vulnerable street users, such as people walking and bicycling. Existing crash data did not include demographics and required processing to identify bicycle crashes. Better data is critical to identify concentrations of vulnerable populations involved in crashes and propose better safety improvements in the future.

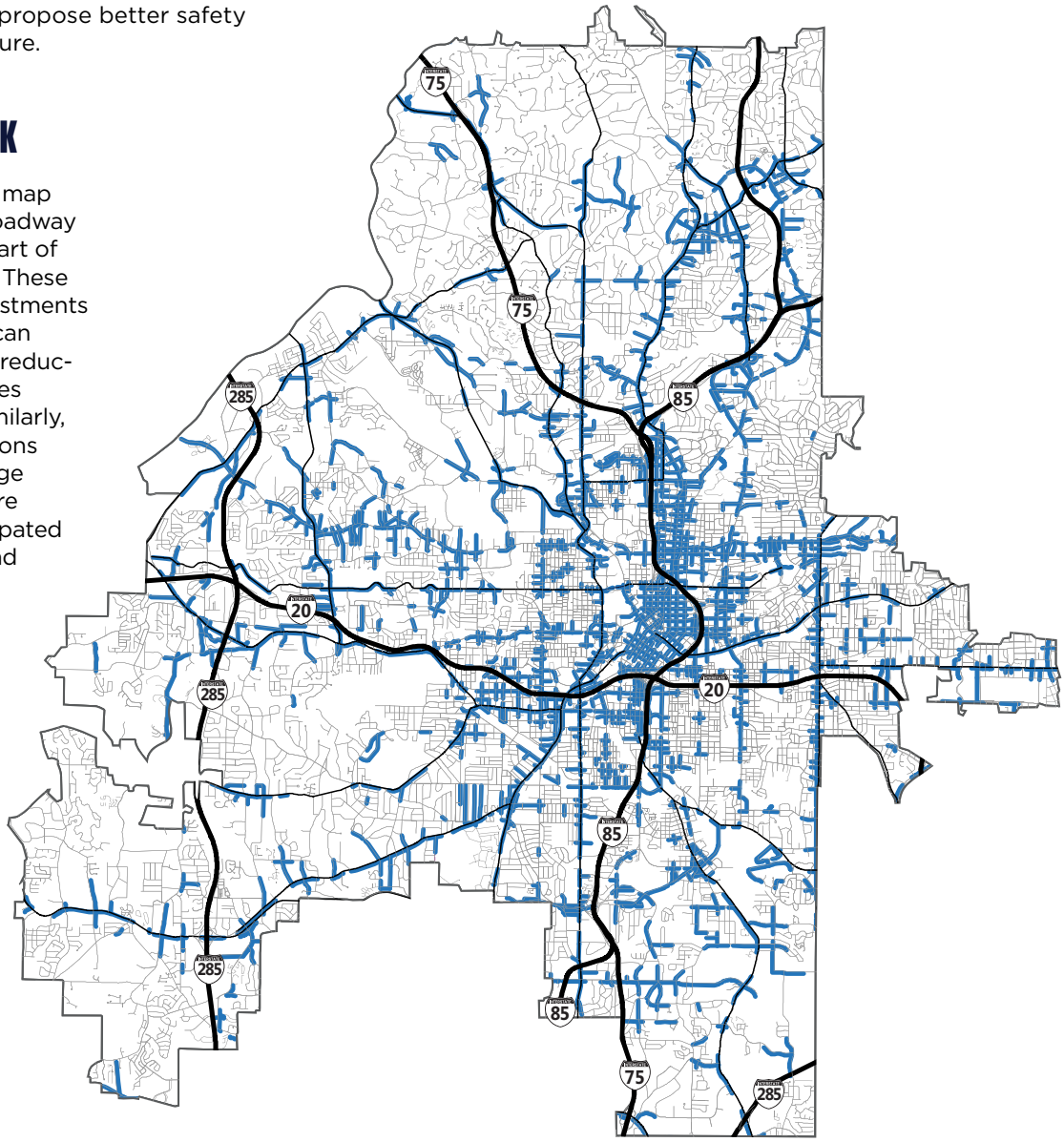
Fatalities and Injuries are Concentrated on Very Few Roadways



Occur on only **6%** of Roadways

HIGH INJURY NETWORK

The High Injury Network map on the right shows the roadway segments identified as part of the High Injury Network. These are roadways where investments in safety improvements can have outsize impacts on reducing fatal and injury crashes in the City of Atlanta. Similarly, the High Injury Intersections map on the following page shows intersections where safety projects are anticipated to rapidly reduce fatal and injury crashes.

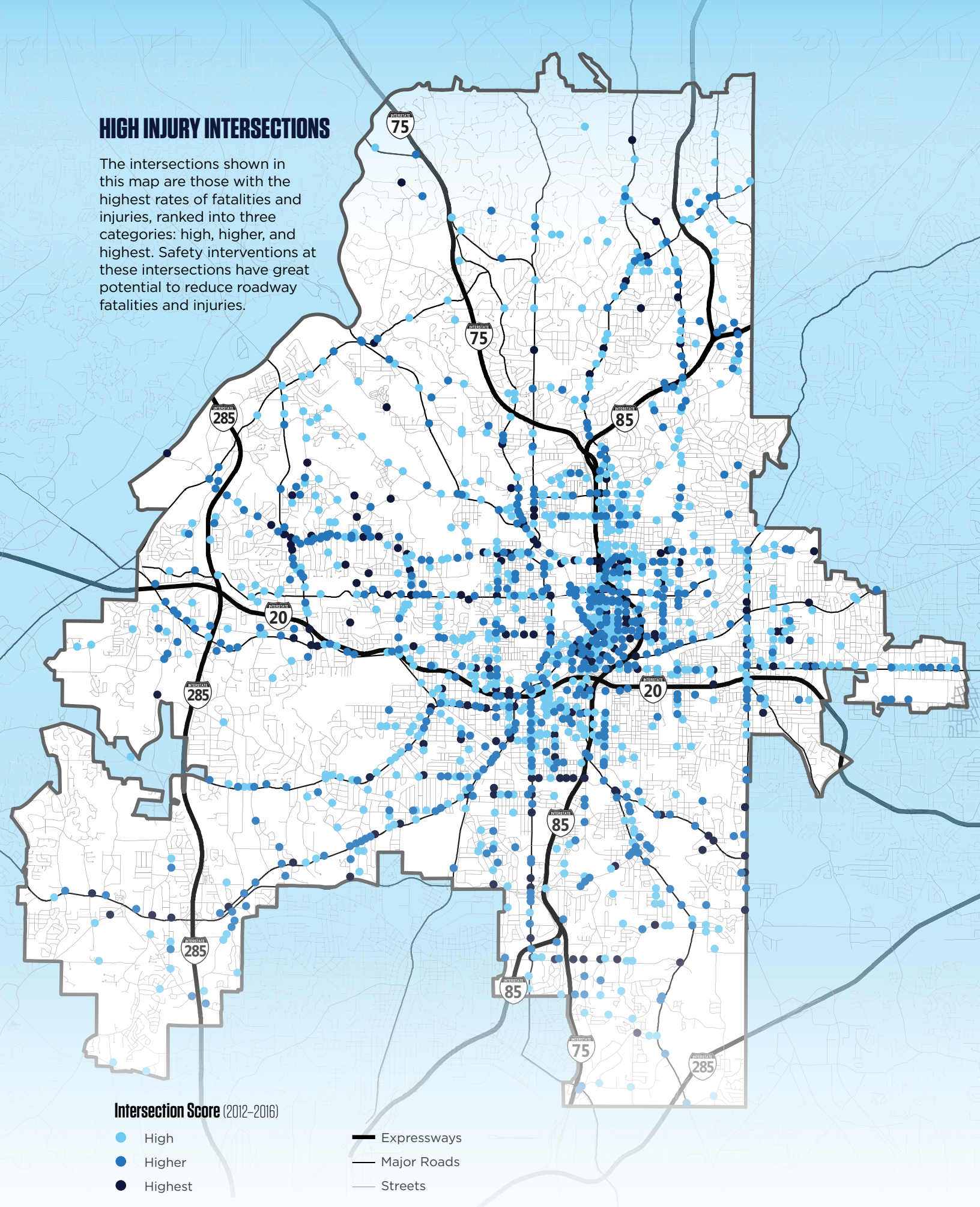


High Injury Network
(2012–2016)

- High Injury Network
- Expressways
- Major Roads
- Streets

HIGH INJURY INTERSECTIONS

The intersections shown in this map are those with the highest rates of fatalities and injuries, ranked into three categories: high, higher, and highest. Safety interventions at these intersections have great potential to reduce roadway fatalities and injuries.




BeltLine

BICYCLING

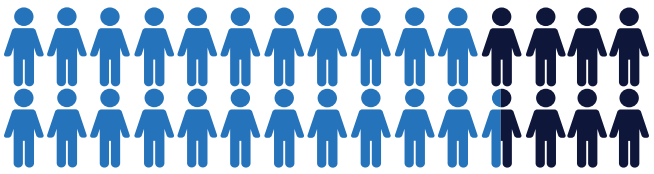
EASIER THAN EVER BEFORE

Bicycle infrastructure in Atlanta has been remarkably improved over the last two decades, with the City adopting its first comprehensive bicycle plan in 1995 and regularly adding bike facilities to the bicycle network since 2010. However, Atlanta still has much work to do to complete a safe, connected, and reliable bicycle network.

Bicycle network planning in Atlanta has evolved considerably with the Connect Atlanta Plan and Cycle Atlanta Plan updates. At the same time, trail projects such as the Atlanta BeltLine and PATH 400 have been watershed achievements in connecting multiple neighborhoods, parks and community attractions.

Cycle Atlanta's Phase 1.0 Study was based on Connect Atlanta's division of recommended bicycle routes into Core and Secondary Connections. Core Connections are intended to provide direct connections across long distances in the city. Secondary Connections are intended to be implemented as opportunities arise, for example as part of a street resurfacing project or during routine maintenance such as restriping lines on the road.

WHO'S BIKING IN ATLANTA?

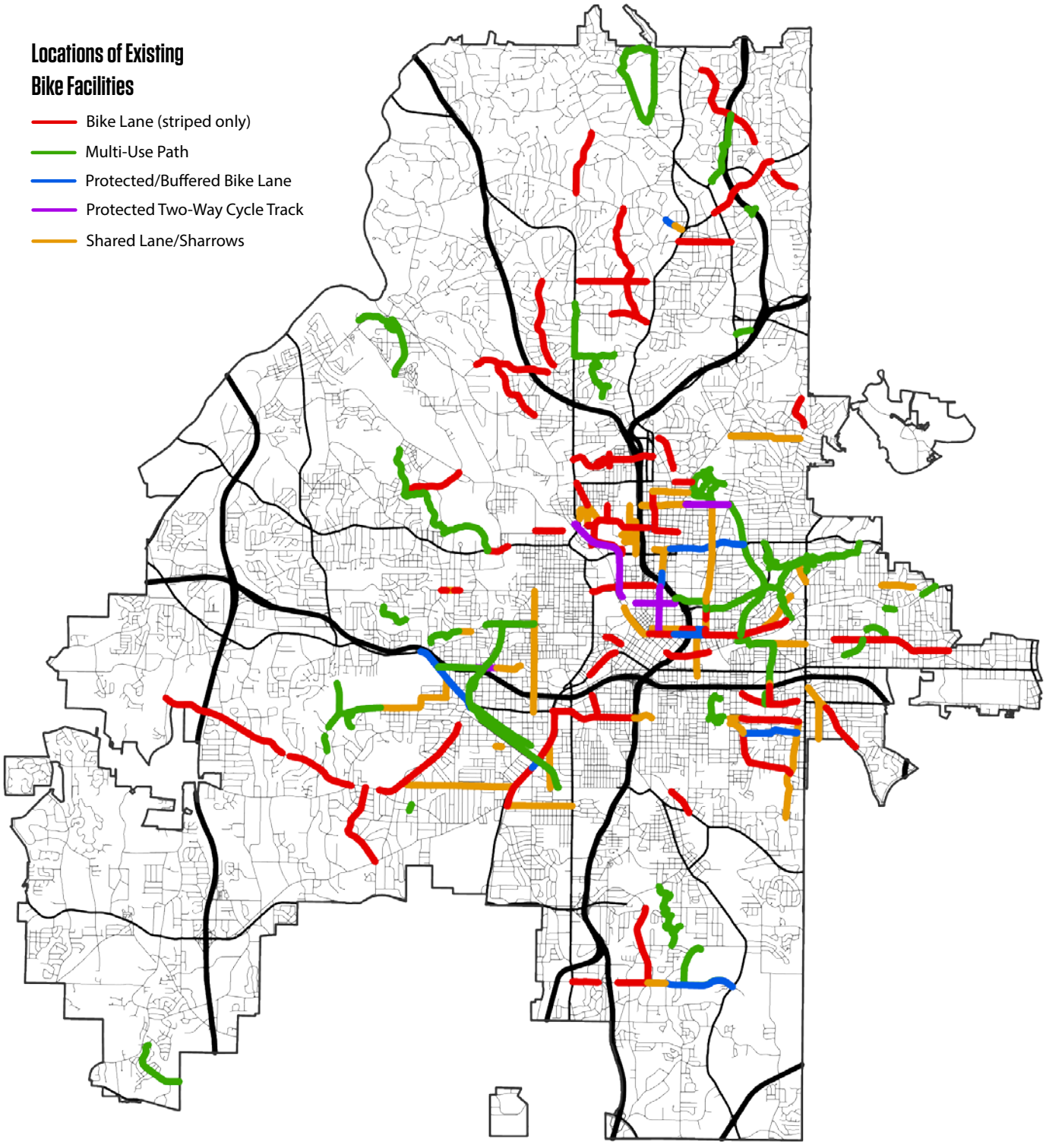


78%

of those surveyed had **biked or walked** for a trip in the past 3 days.

EXISTING BIKE NETWORK

In the past 10 years, the city has greatly increased the pace with which it has built out its network, achieving 112 miles of bicycle facilities and completing its Cycle Atlanta Phase 2.0 plan in 2018. Cycle Atlanta Phase 2.0 is a detailed technical plan for improving bicycle access to six MARTA rail stations.



RELAY BIKESHARE

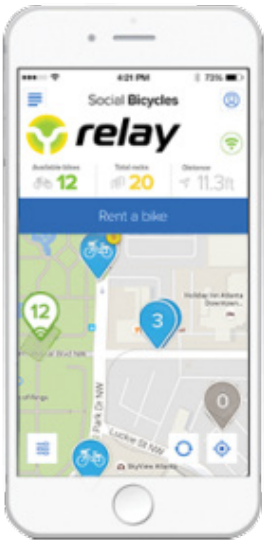
The City of Atlanta launched the Relay bike-share program in 2016, beginning with 100 bicycles at ten stations downtown. Relay is accessed by mobile device application-based user interface and, unlike models used in other cities, does not require users to return bicycles to stations (referred to as 'hubs' in the Relay system's terminology). Users use the app-based technology to lock and locate bicycles anywhere within a defined service area and reserve bicycles for a defined period of use. The system operates within Atlanta's central urban core and surrounding neighborhoods, and underwent a significant expansion in 2017 to 500 bicycles in 65 stations. The system continued to grow to 71 stations in 2018, with plans for further expansion in the coming years.

2016

The program began with 100 bicycles and 10 stations.

2017

The program expanded to 500 bicycles and 65 stations.



WALKING

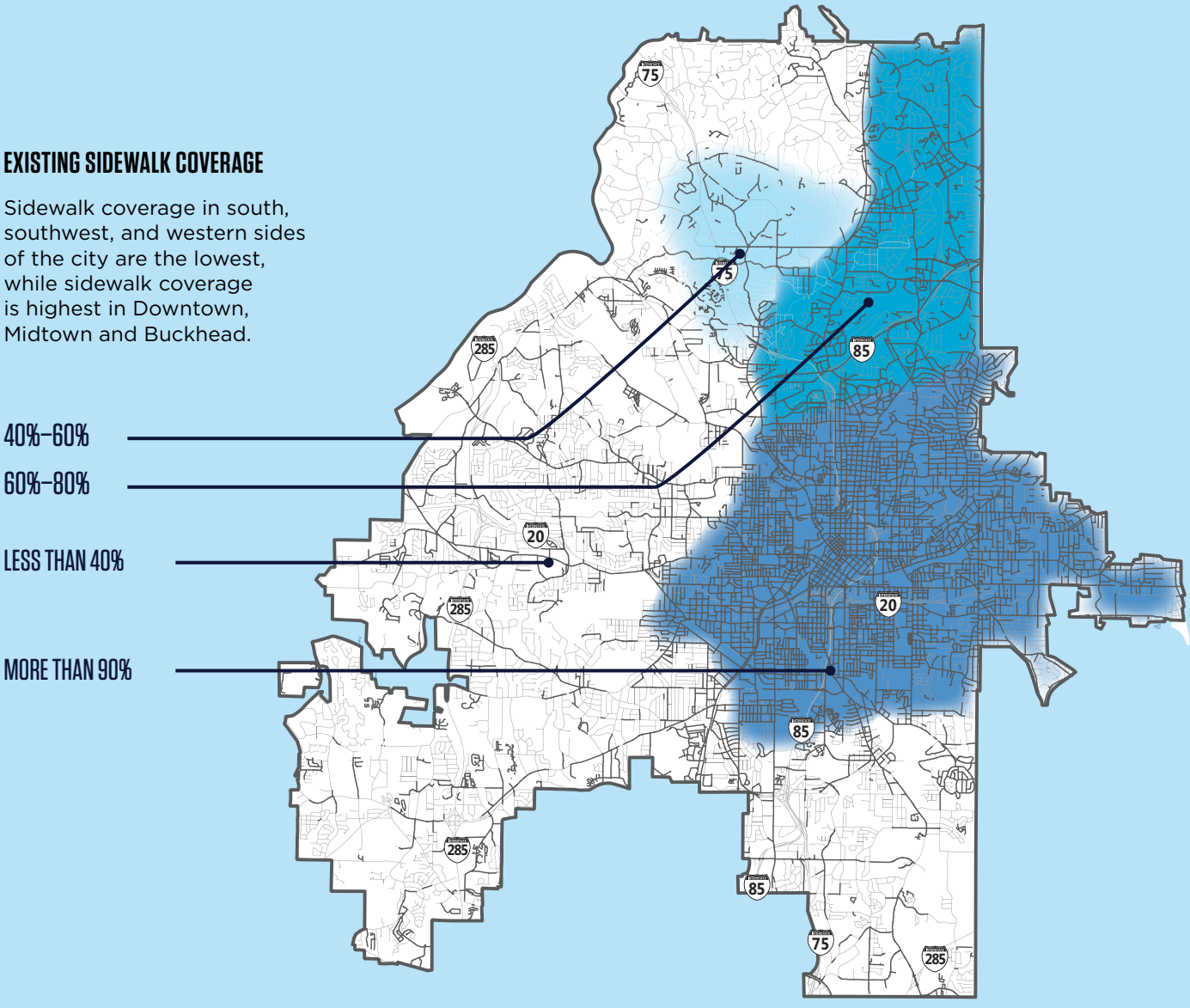
THE MOST CRITICAL CONNECTION

Walking is a critical connection for any trip that we make, whether it is walking to the car, the train or bus, or walking an entire trip. Clear, safe walking paths and infrastructure are essential to get us where we need to go every day.

High quality sidewalks are important to facilitate access to transportation, retail, and neighbors.

EXISTING SIDEWALK COVERAGE

Sidewalk coverage in south, southwest, and western sides of the city are the lowest, while sidewalk coverage is highest in Downtown, Midtown and Buckhead.

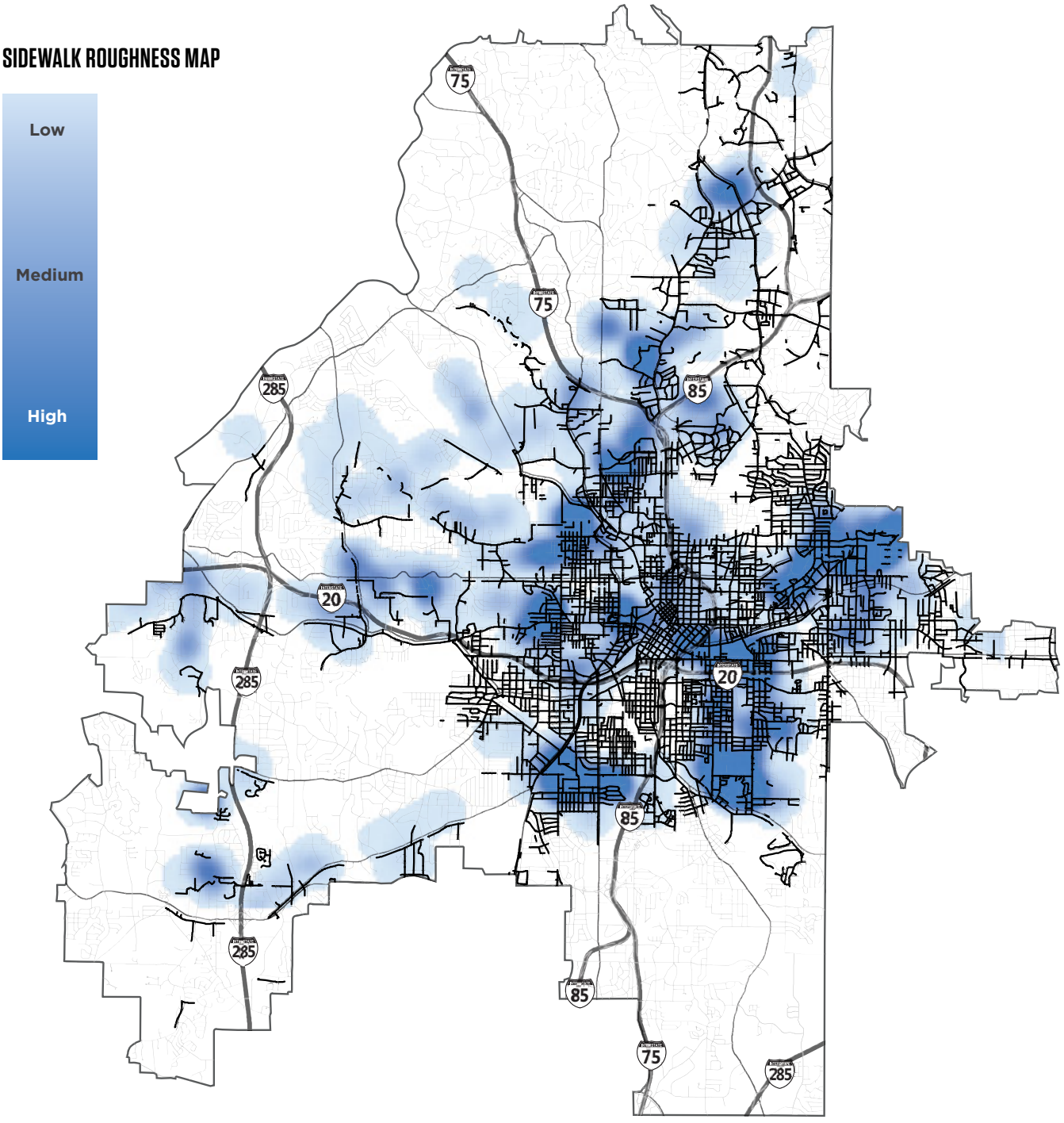


SIDEWALK PHYSICAL CONDITIONS

Sidewalk roughness is reported as an index of vertical displacement of sidewalks-which is particularly important to identify areas where sidewalks are not level and make it more difficult for wheelchairs and scooters, and increase the potential for tripping and falling. Sidewalk vertical displacement can happen because of tree roots, heavy loads, or uneven settling of the ground over time. The map below shows the level of sidewalk roughness throughout Atlanta, with darker blue indicating poorer quality sidewalks. Data collection is an ongoing effort, and not every sidewalk in the city has been covered yet. The black lines on the map indicate sidewalks where data has been collected.

All sidewalk condition data was provided by the Georgia Institute of Technology. Further information can be found in the Pedestrian Facilities technical memo.

SIDEWALK ROUGHNESS MAP



TRANSIT

PROVIDING CONNECTIVITY

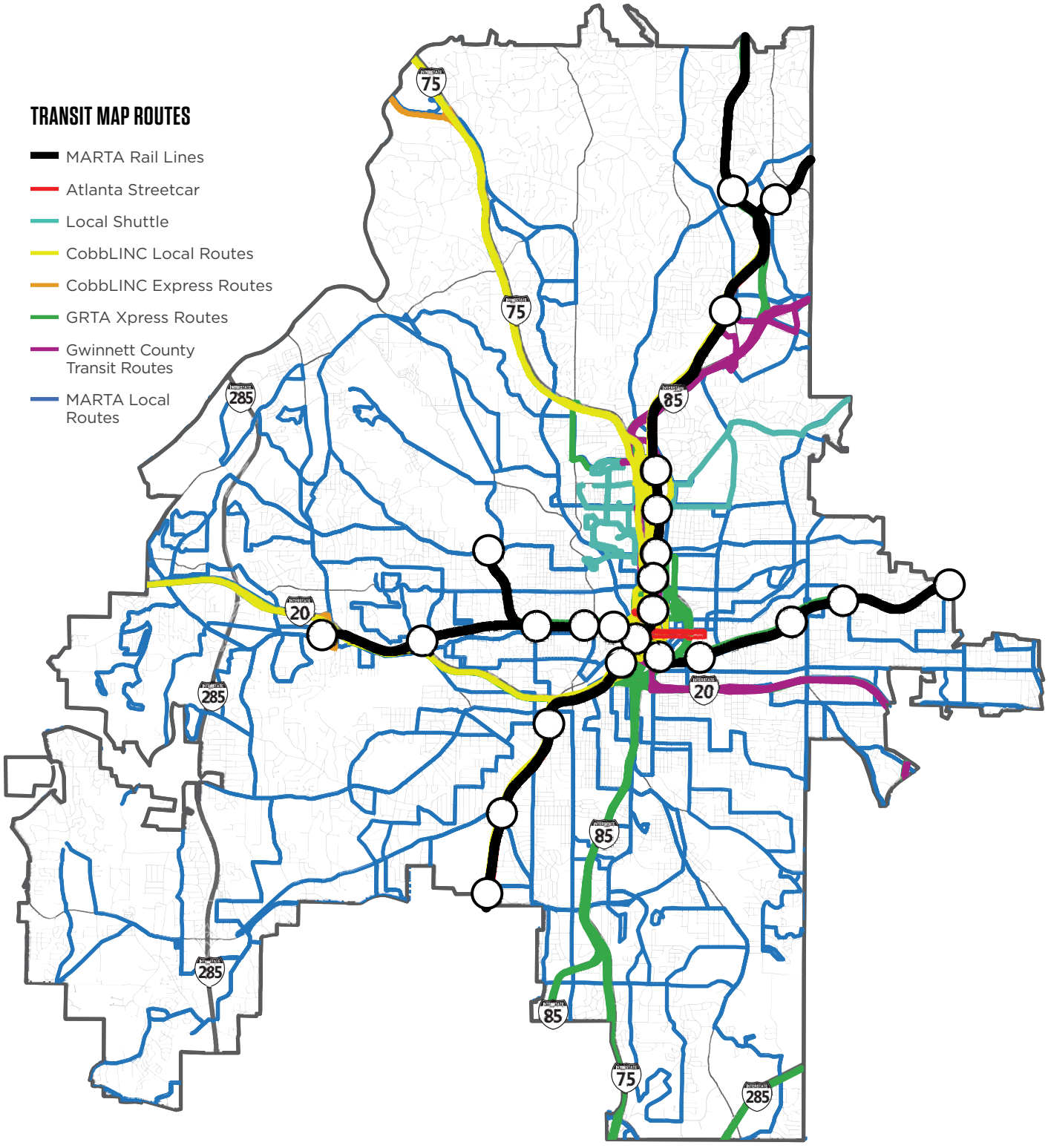
Public transportation provides important access and connectivity to essential destinations throughout the city of Atlanta and the surrounding metropolitan region. The city is one of a small number of communities in America with a heavy rail rapid transit system. This gives it substantial potential to serve many of Atlanta's transportation needs in a way that is more compact and energy-efficient than through automobiles. In addition, the city and its transit system, the Metropolitan Atlanta Rapid Transit Authority (MARTA), have grown together, resulting in a concentration of development along MARTA's North-South rail corridor, the spine of the region's transit network.

However, region-wide our share of trips via transit is only about 10%, while many of our peer cities, such as Seattle, Washington D.C., and Chicago have 20%–38% of trips on transit. By ridership, MARTA is the 9th largest public transportation agency in the United States, with approximately 415,000 average weekday unlinked trips throughout the system. Most cities rely more heavily on their bus networks to serve entire trips, whereas Atlanta's public transportation system features heavy use of its rail corridors to complete longer trips across the City.

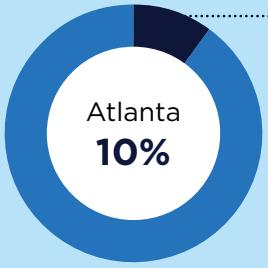
MARTA offers heavy rail, local bus, and on-demand paratransit services. More than 60 MARTA local bus routes feed into one or more rail stations to promote system connectivity to and from the rail lines. With the adoption of the More MARTA program, the city has a plan to enhance bus service by improving local bus frequencies, adding additional local bus routes, and providing bus rapid transit in several key corridors. The plan also includes adding 22 miles of light rail transit to further enhance access and connectivity to major activity centers.

As the hub of the region, Atlanta is served by multiple transit providers with both local service and regional connections.

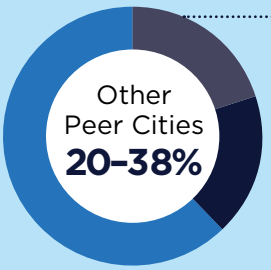
There are also regional transit connections provided by CobbLINC in Cobb County, Gwinnett County Transit (GCT), and Georgia Regional Transportation Authority (GRTA). These regional services provide direct access to Downtown, Midtown, and Perimeter Center north of the city from outlying suburban park-and-ride locations. The Breeze card allows customers using MARTA and other public transportation systems in the region to travel using one fare card across multiple transit providers.



TRIPS TAKEN BY TRANSIT

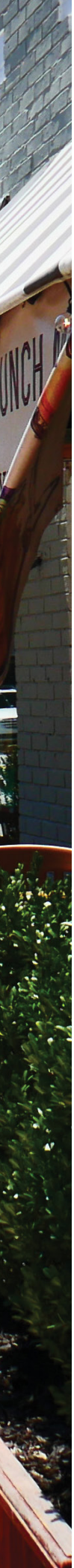


10%
of trips
are taken by transit
in **the city of Atlanta**



20–38%
of trips
are taken by transit
in **other peer cities**


SWEETAUBURN
NO BBQ PARK



HOW DO WE GET THERE?

THE PLANNING PROCESS

Atlanta's Transportation Plan is a data-driven planning process that identifies the transportation projects and policies needed to accommodate expected future development in the city. The plan was developed with four basic phases. The process began with a comprehensive survey of planned projects from across the city coupled with outreach to hear from the community. The analysis determined which investments are needed to best meet the City's goals and where spending will have the most impact.

DISCOVERY

Existing plans, funding programs, data and outreach were compiled into a database of projects for analysis and evaluation.

DESIRE

A stakeholder-driven process was used to validate plan goals, current travel patterns, and desired options.

DESIGN

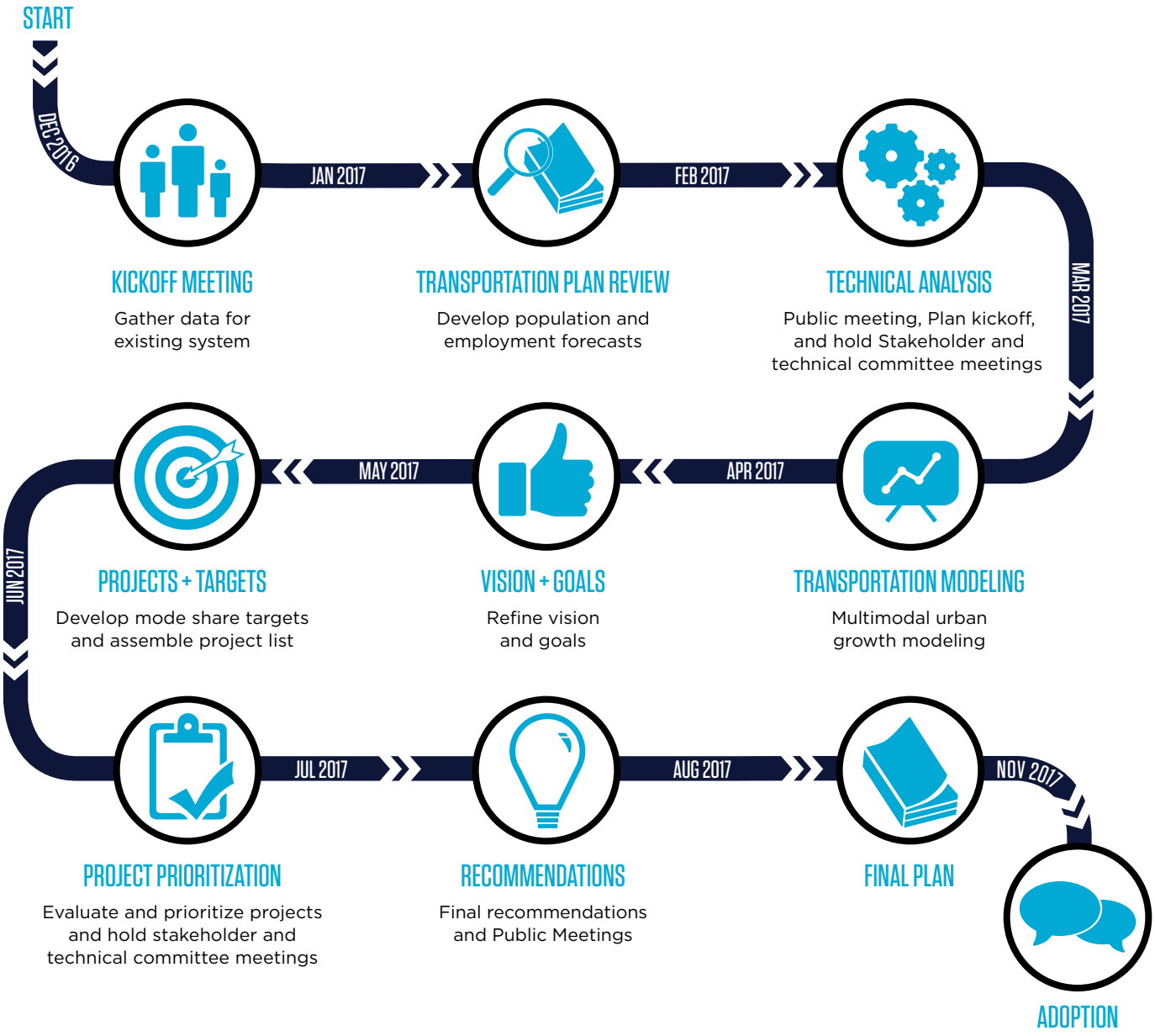
An evaluation framework tied to plan goals was used to prioritize critical projects needed to meet future travel demand.

DOCUMENTATION

This final report and accompanying technical reports summarize the plan for community-based transportation improvements unique to Atlanta.

Atlanta's Transportation Plan is guided by a vision and clear goals for the future. The planning process provided many opportunities for community members, stakeholders, and transportation agencies to provide input into the development of the vision, goals, projects, and recommendations.

Plan Process



Over an 8-month process, input from residents, businesses, city leaders and organizations, and regional commuters was used to identify the transportation needs of the community. By utilizing a philosophy of 'meeting people where they are', the public engagement program incorporated both traditional and non-traditional engagement techniques to capture diverse input and shape Atlanta's Transportation Plan. Input was sought from a diverse population of racial and socioeconomic backgrounds, ages, genders, experiences, education levels, and employment classifications.

The goal of the outreach was to conduct a highly coordinated, transparent and participatory public engagement process that would result in a plan passionately owned by the citizens of Atlanta.

The results of these outreach efforts exceeded 3,000 survey responses: four public meetings, over 20 pop-up activities, more than 10 targeted outreach activities, nearly 1,500 in-person interactions, and two rounds of Technical and Stakeholder Advisory Committee meetings.

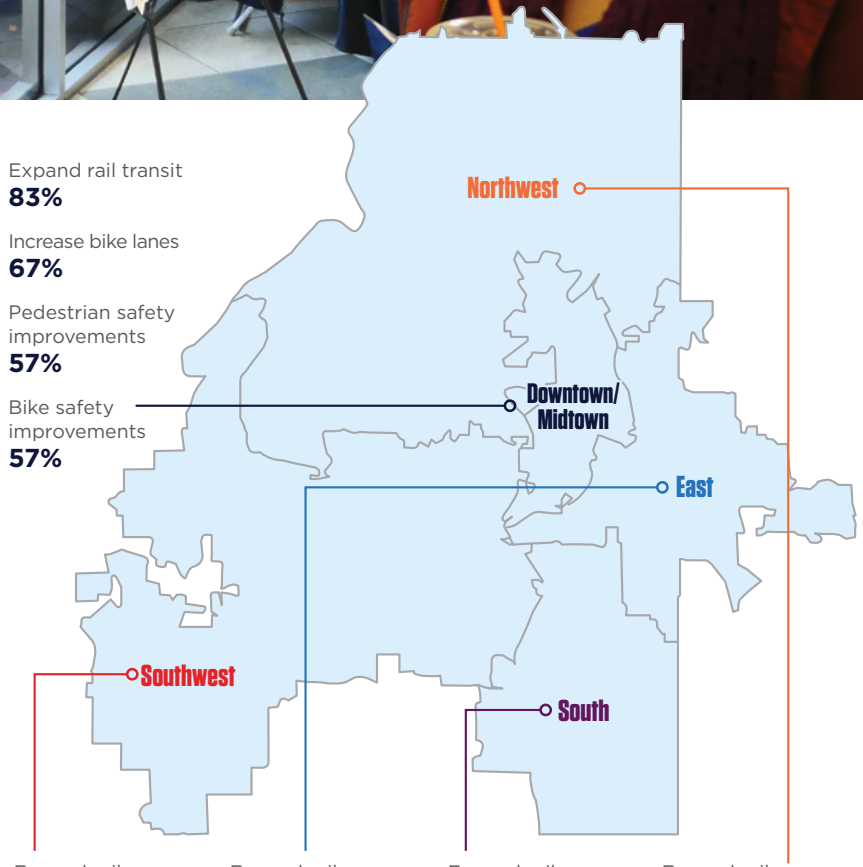
OUTREACH METHODS

COMMUNITY MEETINGS

POP UPS

ONLINE & SOCIAL MEDIA

Through surveys and outreach activities, participants were asked what investments they would like to see in the future to improve mobility in Atlanta. Expanding rail transit was the top choice for people from all areas of the city. Below that, other priorities differed depending on where in Atlanta someone was from.



Northwest
- Expand rail transit **63%**
- Reduce traffic congestion **57%**
- Roadway maintenance **53%**

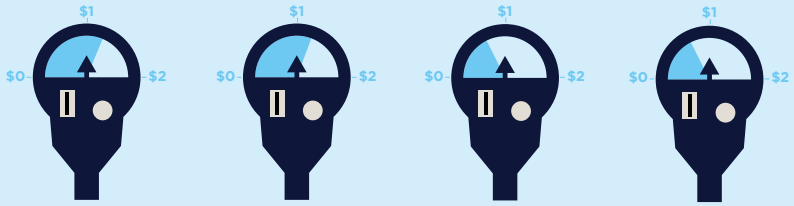
Downtown/Midtown
- Expand rail transit **83%**
- Increase bike lanes **73%**
- Bike safety improvements **60%**

East
- Expand rail transit **74%**
- Reduce traffic congestion **52%**
- Increase bike lanes **51%**

South
- Expand rail transit **71%**
- Reduce traffic congestion **64%**
- Roadway maintenance **58%**

ATLANTA RESIDENTS PLAYED METER MADE OVER 600 TIMES!

The meters below show the average spent per respondent.

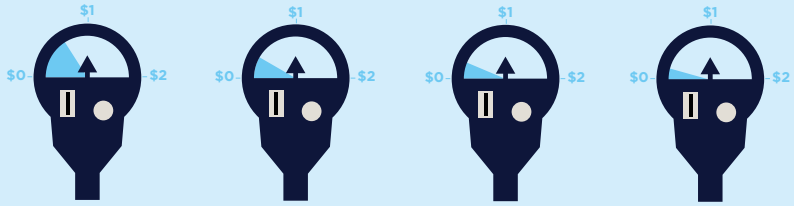


$1.12
Increase development near transit

$1.08
Increase transit service

$0.76
More sidewalks and bike lanes

$0.71
Charge for parking at work



$0.49
Reduce the cost of transit passes

$0.35
Expand bikeshare

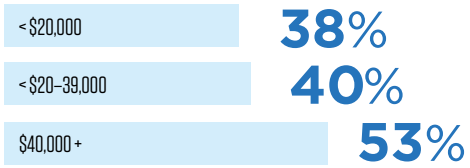
$0.28
Sponsor carpools and vanpools

$0.21
Increase careshare locations

IF A TRAVEL LANE ON A ROAD WAS NO LONGER NEEDED, HOW WOULD YOU LIKE TO SEE THAT SPACE USED?

65%
Protected bike lane

by income



38%

40%

53%

WHAT ARE YOUR BICYCLING AND WALKING PREFERENCES?

55%
Would rather bike longer distances along streets with dedicated/ protected bike lanes

65%
If I lived close enough to work, I would bike/walk

WHICH OF THE FOLLOWING WOULD CAUSE YOU TO TAKE TRANSIT TO WORK EACH DAY?

83%
Have a **rail station** located near home and work

64%
Would rather have **frequent, fast, and reliable** transit service **along major streets**

58%
Faster travel times on board rail service

53%
If my **employer covered transit costs**, but not parking costs

44%
If my **employer paid for my transit pass**

TECHNICAL ANALYSIS

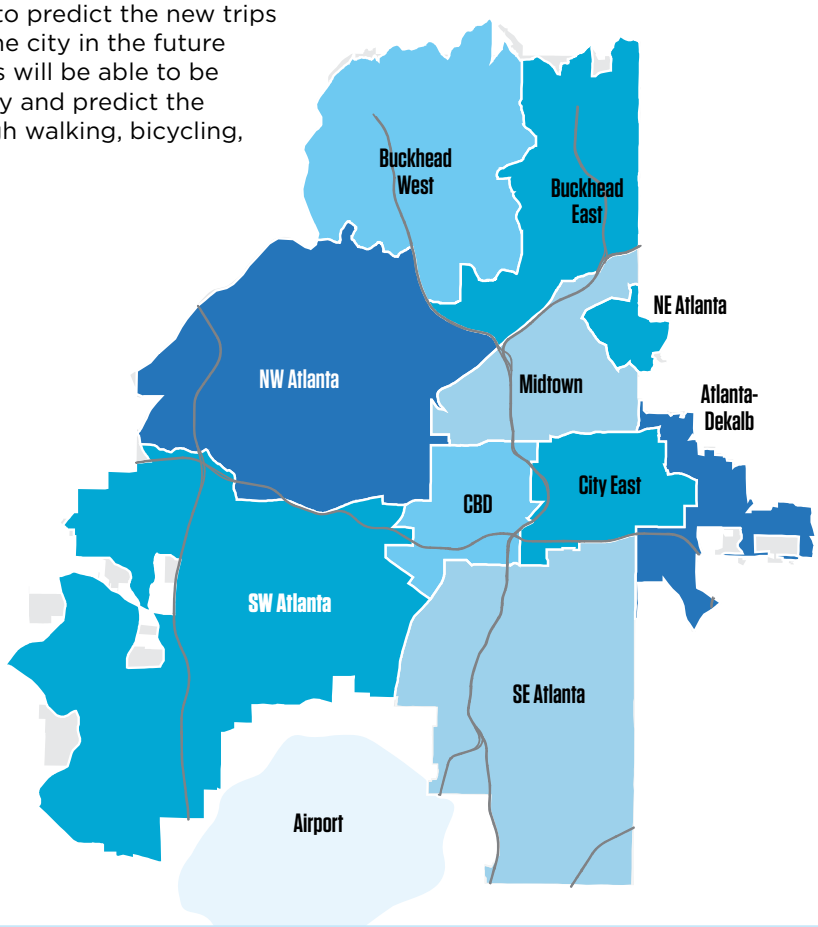
As the access strategy for the City Design, Atlanta is planning a transportation system that will support future growth of up to 1.3 million people and 1.2 million jobs without adding significant new automobile capacity. To do so requires using our existing roadways more efficiently by providing more and better options to get around by transit, walking, and biking. To assess current and total capacity, a technical analysis of Atlanta's roadways was undertaken using the Multimodal Urban Growth (MUG) model.

The MUG Model is a five-step process used to predict the new trips generated from the anticipated growth of the city in the future and estimate what percentage of those trips will be able to be accommodated by existing network capacity and predict the trips that need to be accommodated through walking, bicycling, transit, and other modes.

THE MODEL HAS FIVE BASIC STEPS:

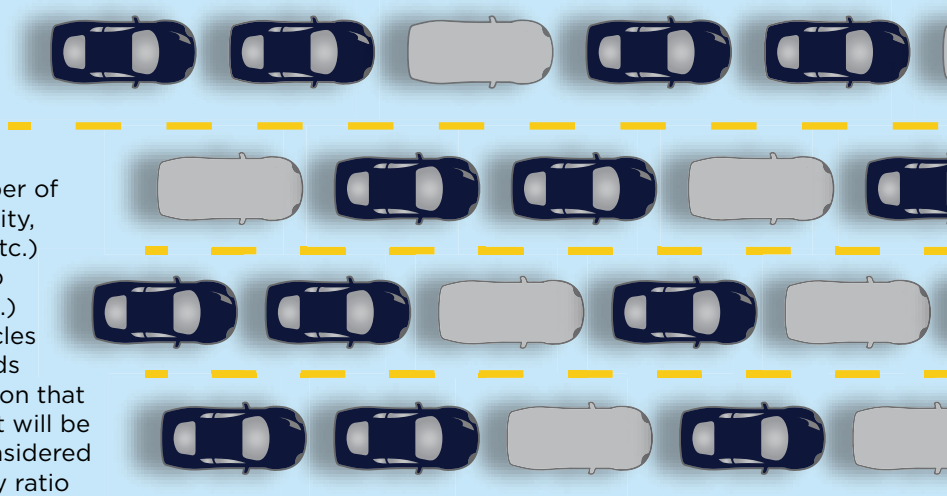
1 DEFINE TRAVELSHEDS

The first step involves mapping the city into subareas that are sufficiently similar–called travelsheds. Each travelshed is defined by similar characteristics throughout their borders, such as land use, development density, transit availability, and urban/suburban trip-making characteristics. This process identified 11 travelsheds (Buckhead West, Buckhead East, NE Atlanta, NW Atlanta, SW Atlanta, CBD, City East, Atlanta-DeKalb, Midtown, SE Atlanta and ATL Airport).



2 MEASURE AVAILABLE CAR CAPACITY

Numerous physical characteristics (number of through and turn lanes, intersection density, traffic control devices, future widening, etc.) and operational factors (bus density/stop frequency, on-street parking/loading, etc.) determine the maximum number of vehicles a road can carry. Individual neighborhoods also have different tolerance for congestion that affects the maximum number of cars that will be acceptable. All of these factors were considered in the calculation of a volume-to-capacity ratio for roadway facilities within each travelshed to determine available capacity within the network.

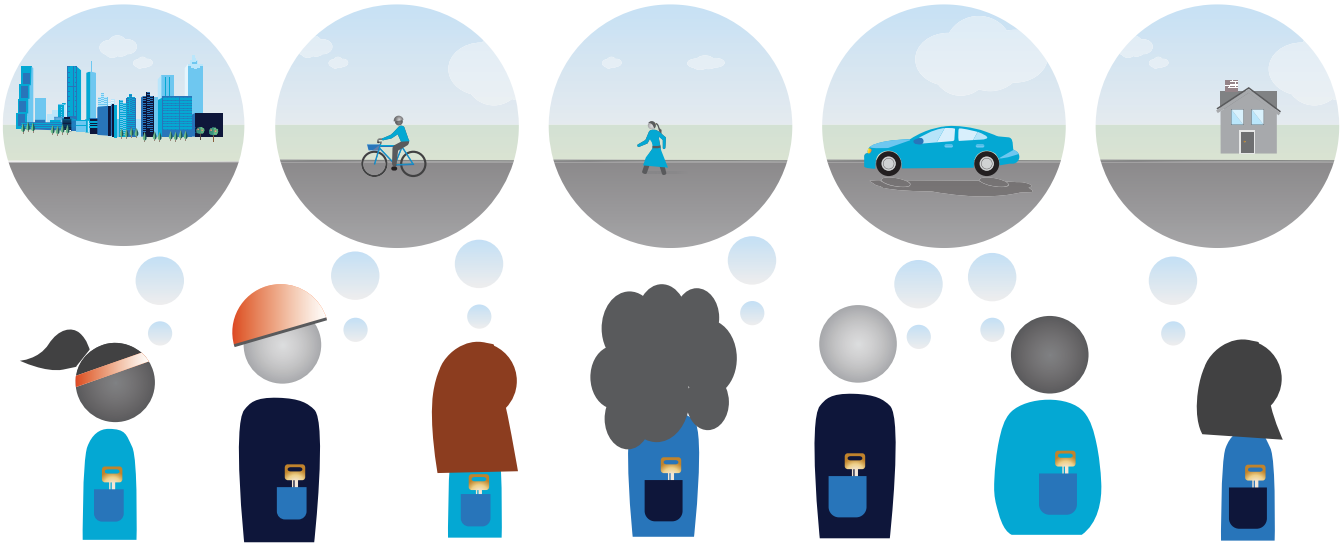


3 DETERMINE DESIRED GROWTH WITHIN EACH TRAVELSHED

The number of new people and jobs within each travelshed was taken from Atlanta City Design along with estimates of the number of additional trips people are anticipated to take in the future. These estimates were generated using the Atlanta Regional Commission (ARC) travel demand model outputs.

4 DETERMINE NON-DRIVING TRIP DEMAND AND MODE SHIFT TARGETS

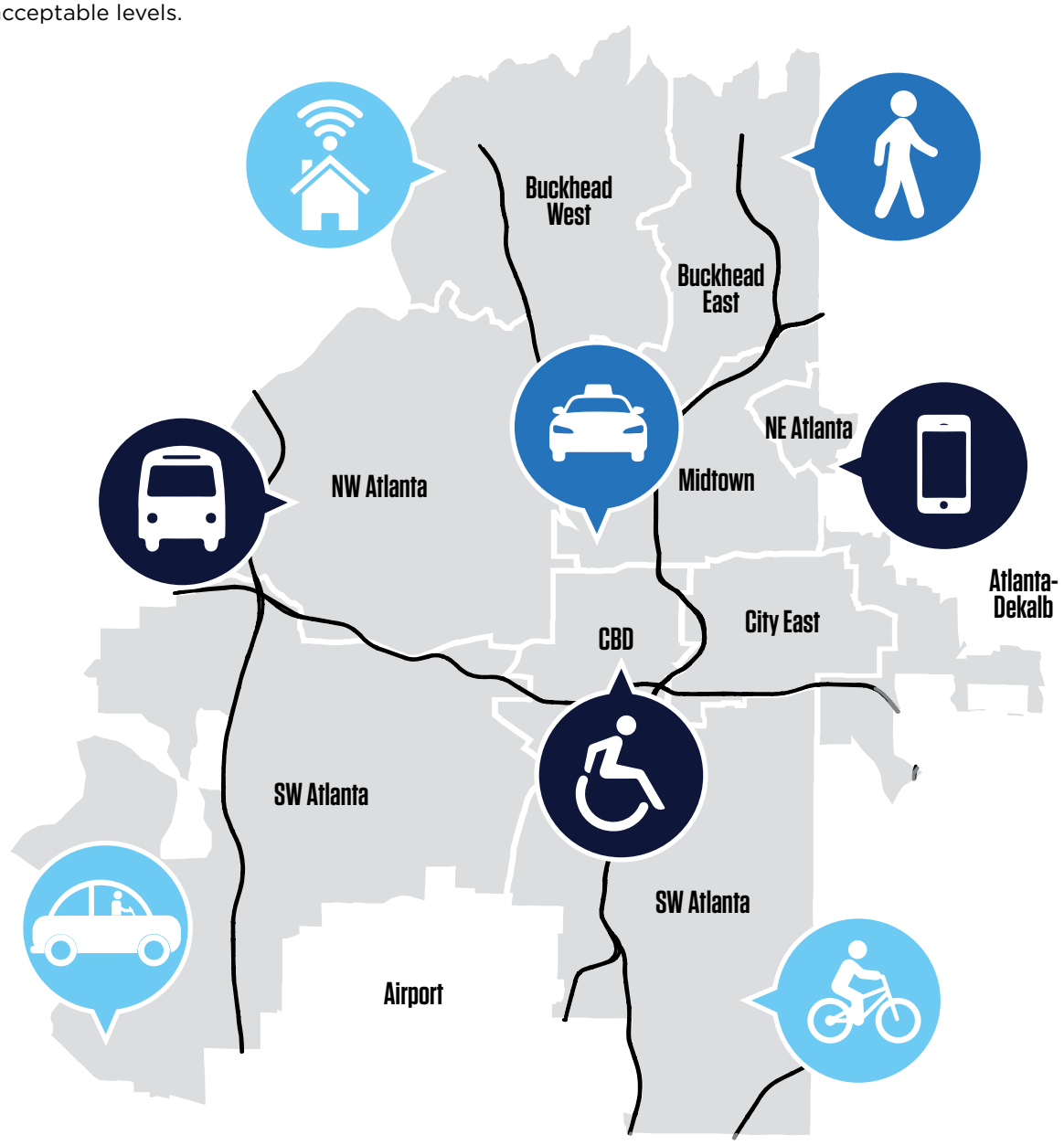
These future trips were assumed to be driving trips until all available roadway capacity was filled. Then, all the additional trips were totaled for each travelshed.



5 CALIBRATE PROJECTS AND PROGRAMS TO ACHIEVE DESIRED MODE SPLIT

Finally, the analysis looked at the expected impact of projects, programs and policies that provide travel options and manage demand for driving alone. The methodology is based on results from multimodal projects and demand management approaches across North America similar to Atlanta's neighborhoods. For each travelshed, the analysis determined if the magnitude of mode shift that might be expected from a given approach or suite of approaches would be enough to meet everyone's travel demand. Once this tool has been applied to each of the city's travelsheds, a clear citywide picture of the program needed to accommodate the planned growth becomes apparent.

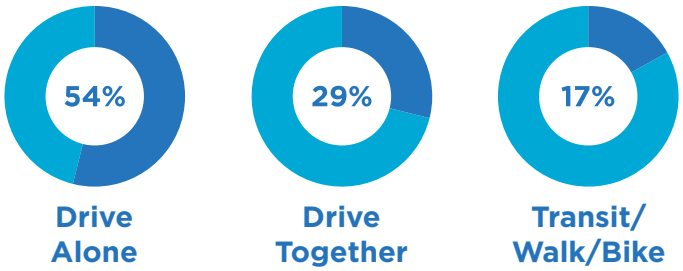
The following graphic is an illustrative example of how different types of policies and programs can be deployed in each travelshed. For example, a frequent transit network that might be appropriate in SE Atlanta, may not be as effective in City East where parking management could have more of an impact. In areas where the available road capacity may not meet the expected future travel demand, pricing strategies, such as cordon pricing might be needed to further reduce driving demand to acceptable levels.



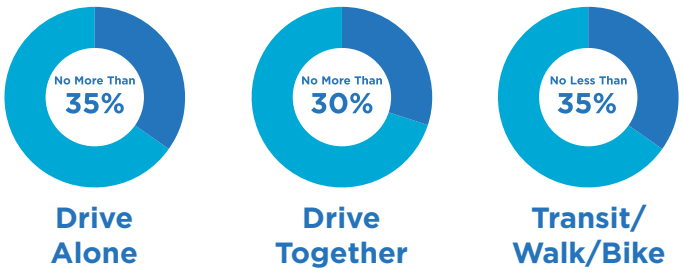
MODE SHARE TARGETS

The technical analysis showed that by building more travel options and managing demand tailored to each travelshed, Atlanta can support 1.3 million residents and 1.2 million jobs in the future with today's road network. However, this means that in the future we will need to reduce the amount of driving alone that people do in the city and shift that travel to other ways of getting around such as walking, bicycling, riding transit, or riding with others. The recommendations in Atlanta's Transportation Plan will help us start to make this shift.

CURRENT MODE SHARE



FUTURE TARGETS



Note: The current and target mode splits represent all trips in Atlanta, not just commutes.

SCENARIOS FOR GROWTH

As Atlanta develops over time and new transportation options become available and more convenient, the cty's mode share can gradually shift away from driving alone and to other modes of travel. Strategies that can drive that shift include elements of transportation demand management (TDM), expanding bicycle infrastructure and pedestrian facilities, transit projects, and targeted roadway, intersection, and interchange improvements.

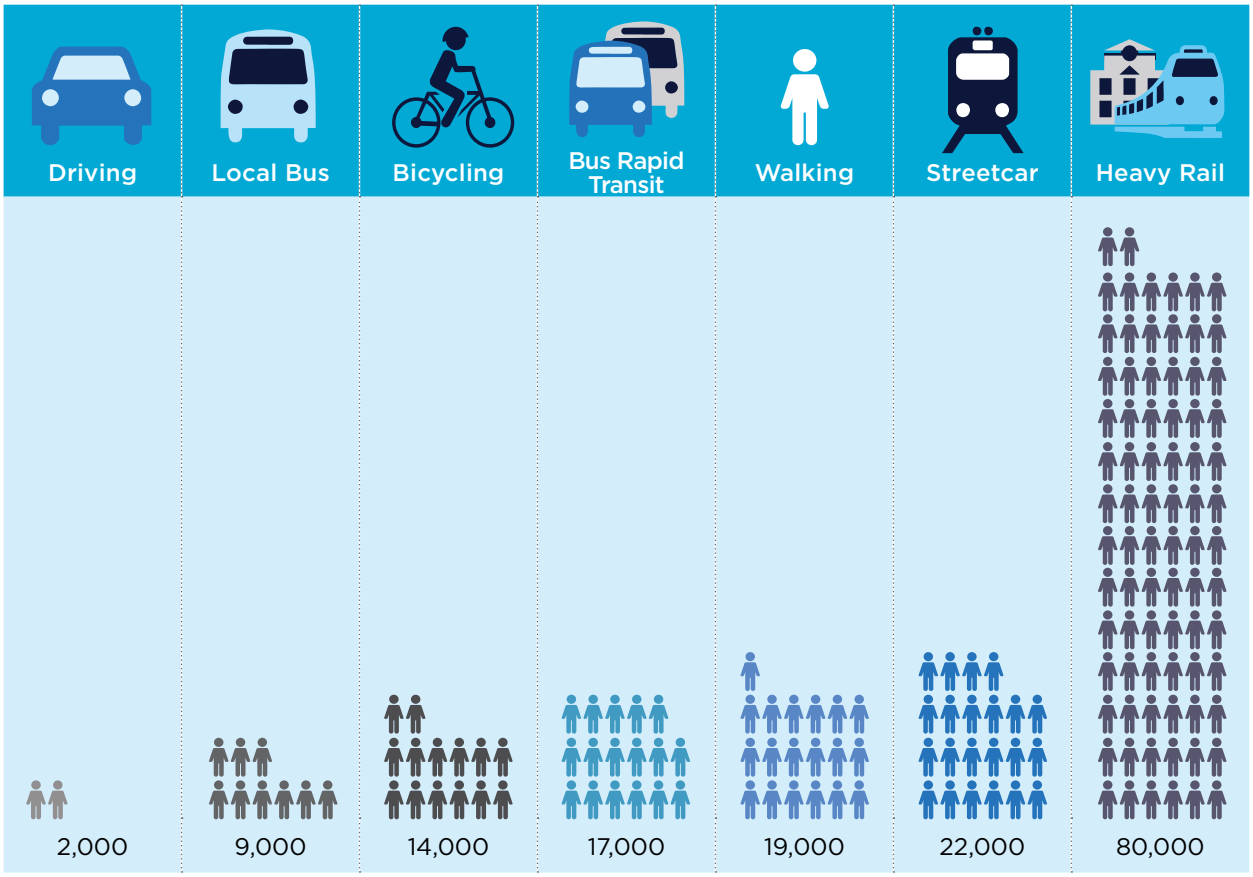
RECOMMENDATIONS

The recommendations in Atlanta's Transportation Plan hinge on reducing congestion as well as moving people and connecting places using a two-part approach. First, we must build more travel options to make traveling easier, safer, cheaper, and more convenient than driving alone. Atlanta has already committed to funding a number of transportation projects and a prioritized project list accompanies this report. Second, the City must begin to put into place a robust program for managing travel demand. With projects and strategies targeted to the characteristics of each travelshed, we can improve the efficiency and effectiveness of Atlanta's transportation system, while valuing the differences that make each neighborhood unique.

The chart below illustrates how effective different modes of transportation are at moving people.

MAKING THE MOST OUT OF SCARCE ROAD SPACE

People per hour on 10-foot wide lane in the city

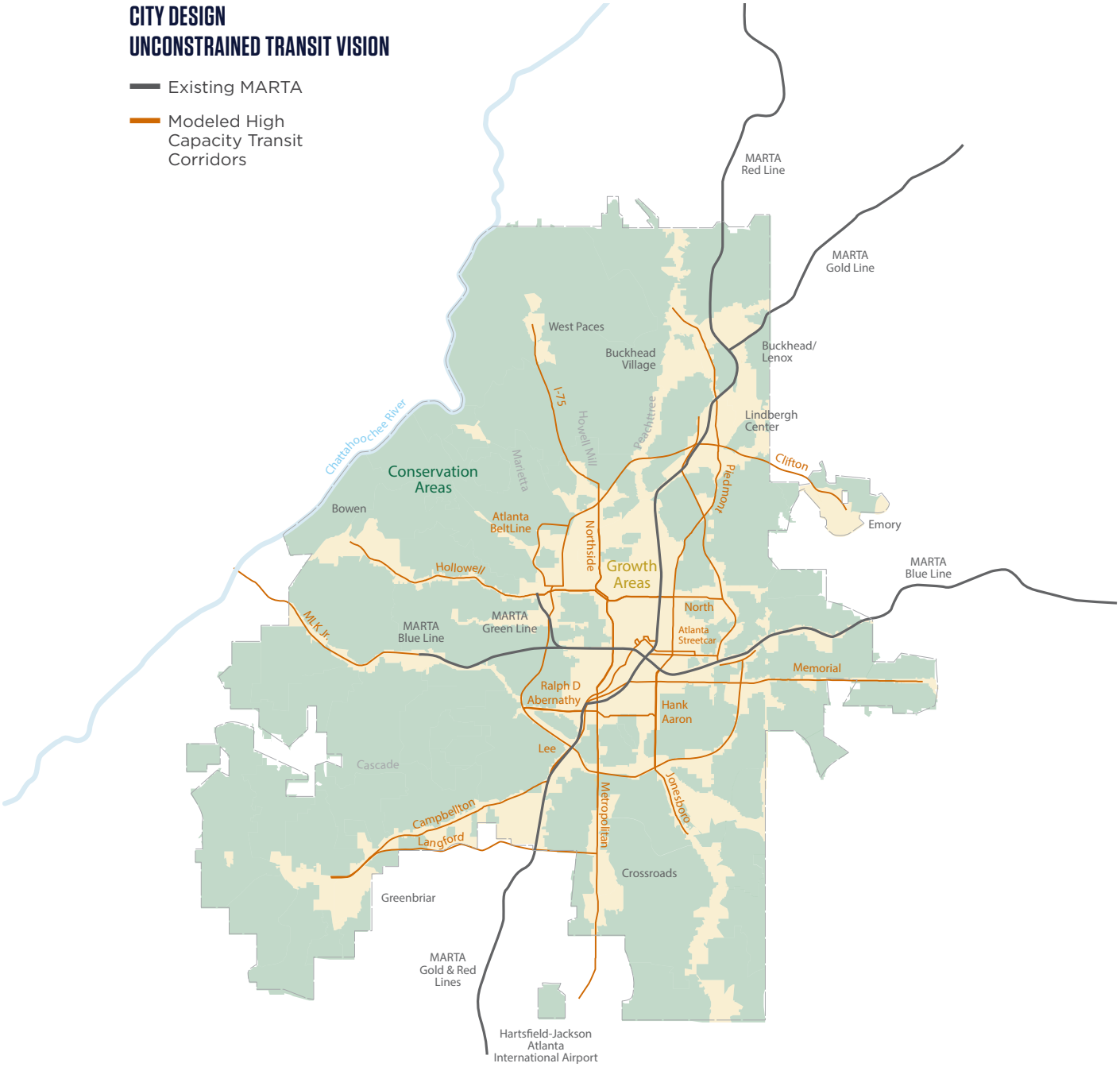


CITY DESIGN IS THE STARTING POINT

The design of our transit investments must reinforce the form of the city as described in City Design, with clear, logical transit routes that traverse the city. With the Atlanta BeltLine at the core, the vision is to develop major transit corridors through the city's core to form new crosstown routes that connect the city together.

Atlanta's Transportation Plan includes over 20 programs and nearly 200 projects needed to improve access, connectivity, and safety in the city.

CITY DESIGN
UNCONSTRAINED TRANSIT VISION



MORE MARTA

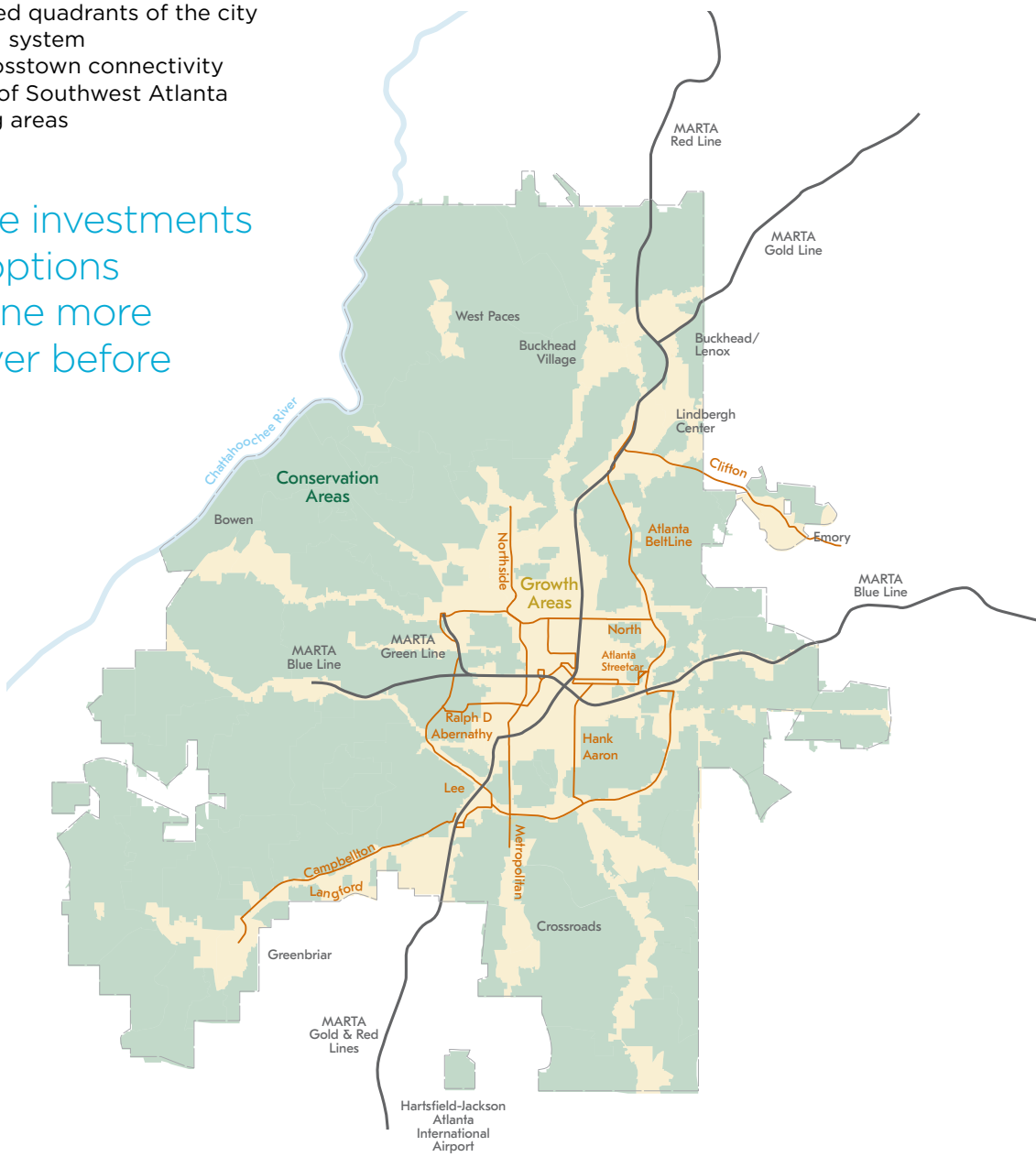
The $2.5 billion More MARTA program is, to date, the largest transit expansion in the city of Atlanta since the MARTA rail system was first constructed. While this program is a significant investment in realizing the City's transit vision, it is just the beginning. The More MARTA program will make great strides towards creating a cohesive transit system that shapes our city, increases access and mobility, and supports growth and development, but additional funding strategies will be required to fulfill the transit vision.

The More MARTA program will focus on:

- Improving existing service and rider experience
- Serving the unconnected quadrants of the city beyond the existing rail system
- Providing increased crosstown connectivity
- Enabling revitalization of Southwest Atlanta
- Serving new urbanizing areas

Building more travel options to reduce automobile trips also means investments in expanding the network of safe and accessible walking and bicycling facilities. As we look to the future of our city, Atlanta must do more to complete the pedestrian network, repairing sidewalks and filling in gaps in the network. Over time, these investments to build travel options for Atlanta residents, businesses, and visitors will give everyone more choices than ever before to get around.

Over time, these investments to build travel options will give everyone more choices than ever before to get around.



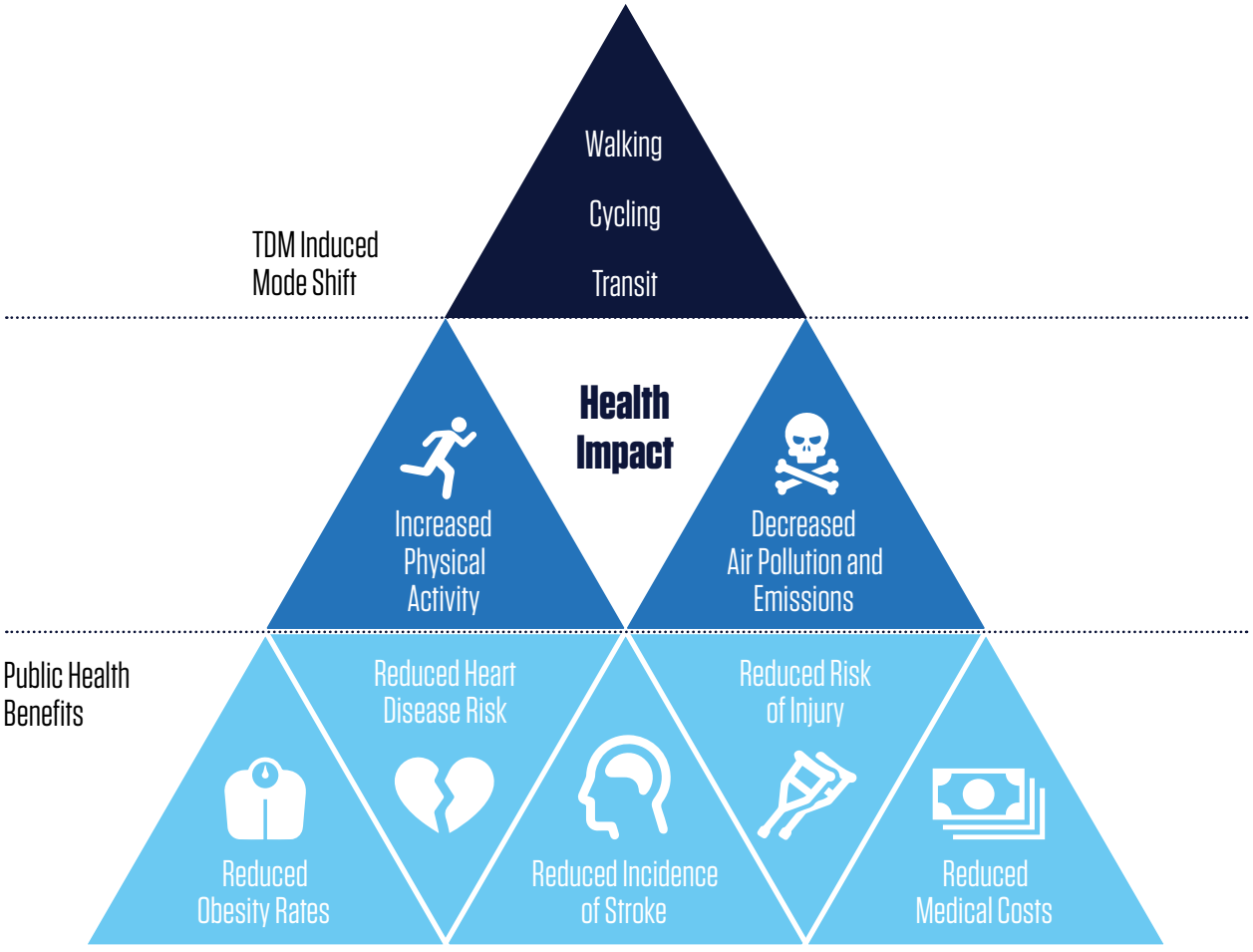
MORE MARTA PROGRAM HIGH CAPACITY TRANSIT CORRIDORS

- Existing MARTA
- Future More MARTA High Capacity Transit

MANAGE DEMAND

PROVIDE OPTIONS AND INCENTIVES

Transportation Demand Management (TDM) represents a broad set of strategies to make the most of available services and infrastructure by reducing the amount of travel made through driving alone. This includes encouraging the shift from vehicle travel to more space-efficient modes such as transit, bicycling, and walking; shifting vehicle trips to non-peak hours of the day; or eliminating some vehicle trips altogether through more compatible land use patterns—a pillar of the Atlanta City Design strategic plan.



CITYWIDE TDM PROGRAMMING CAN ADDRESS THESE OBJECTIVES

SUPPORT NEW DEVELOPMENT
New residential and commercial developments can be designed to facilitate travel for residents, tenants, employees, and visitors by modes other than single-occupant vehicles such as transit, walking, and biking.

MANAGE CURRENT CONGESTION
By capping drive alone trips at employment sites and by providing viable alternatives and information to shift mode choice.

REDUCE TRANSPORTATION COSTS AND PROMOTE EQUITY
Facilitating travel choices, especially for lower-income households and individuals, can save households money in travel expenses and save employers and businesses money providing parking.

IMPROVE PUBLIC HEALTH
Promoting active transportation, such as walking and biking, while reducing the amount people drive alone, reduces air emissions and improves safety.

COMPONENTS OF A TDM PROGRAM

1 Optimize Existing Programs

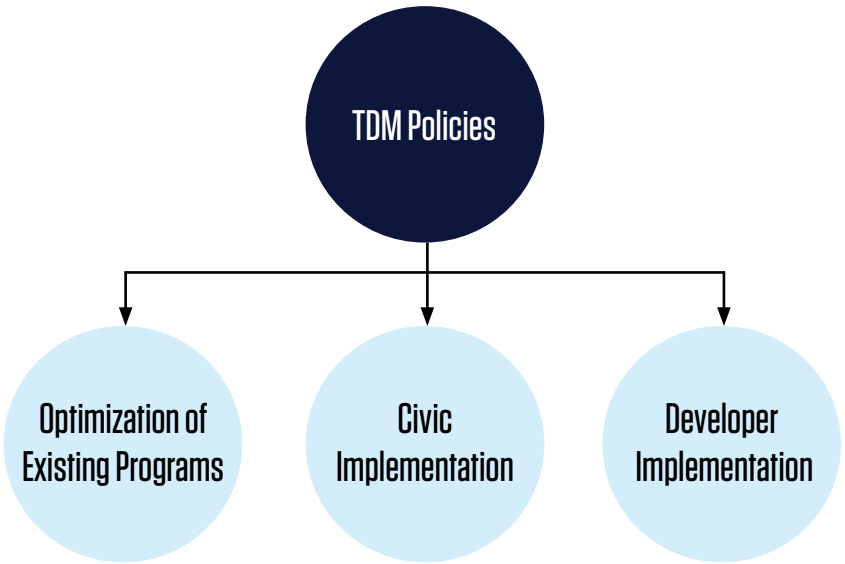
Bolster administrative capacity to review and enforce TDM plans and manage on-street parking pricing and regulation. Distribution of information can be improved by considering TDM in the City's efforts to better integrate data and "smart city" information technologies and by eventually consolidating services provided by Community Improvement Districts and other organizations to provide citywide TDM options with comprehensive branding and messaging.

2 Implementation of City of Atlanta Employee TDM Incentives

Lead by example by encouraging alternatives to single-occupancy vehicle travel among elected officials, employees and contractors. Recommended strategies include expanding commuter incentives, holding TDM outreach and training events, expanding physical TDM amenities at City facilities and offering incentives to reduce parking demand.

3 Developer Implementation by Adopting TDM Plan Guidelines

Work with the city's development community to put in place a program to ensure new development is designed to facilitate travel for residents, tenants, employees and visitors by not driving alone.



NEW MOBILITY

New autonomous vehicle technologies, data analytics, and mobility service providers are already changing the way we get around. American cities are entering the biggest transportation revolution since the popularization of the personal automobile. These mobility technological innovations are coming to Atlanta and will have an impact on how we provide options and manage demand now and into the future.

Navigating this change is tricky—there is much uncertainty. Atlanta cannot afford to ignore, nor blindly embrace these innovations. Atlanta's Transportation Plan is a commitment to a multimodal, affordable equitable vision for transportation in the future that can be accelerated by embracing innovation and new approaches.

PROACTIVE

Atlanta should be in the driver's seat—proactively planning for these changes and creating bold policy solutions, rather than being reactive and adopting a "wait and see" approach. Atlanta will anticipate the potential downsides to this changing landscape, such as increasing drive alone rates and increased demand for curbside passenger pickup/dropoff and delivery locations, and work to maximize benefits such as seamless multimodal connectivity.

To that end, the City of Atlanta has joined forces with Transportation for America (T4A) and the Smart Cities Collaborative to identify and develop the best policies and programs that will enable the entire Atlanta community to benefit from new transportation advancements associated with new mobility.

SUPPORT TRANSIT

Atlanta's commitment to transit means there will continue to be a fast and efficient option to get across town—and avoid the disaggregation of trips into many smaller vehicles. The City should work to plan for first- and last-mile connections to easily get people to and from transit stations and stops, perhaps using mictrotransit shuttles.

FUTURE-PROOF HOW WE WORK

The way cities procure, engage, manage, test, and evaluate partnerships and projects may need to change in order to get the best deal for the City out of the coming wave of new technology and mobility providers.

Photo property of Navya–www.navya.tech/en

TECHNOLOGY WILL SHAPE FUTURE TRANSPORTATION DEMAND

Lots of new options are appearing, many of them blurring the line between private providers and public transportation. All of these mobility options –not to mention those that will surely appear in the future–have different applications in people's lives. The role of new mobility options is likely to continue to grow and evolve as consumers try them on for size and compare them to traditional transportation options. Bikeshare, carshare, ridehailing, shared motorized scooters, and transit are already options in Atlanta. In the near future autonomous vehicles, mictrotransit, and many more mobility options may become available.

As Atlanta meets the travel demand of a growing city, new mobility service providers and emerging technologies and vehicles will provide additional mobility options. At the same time, providing more seamless connectivity between modes and service provides can also manage travel demand.

1983

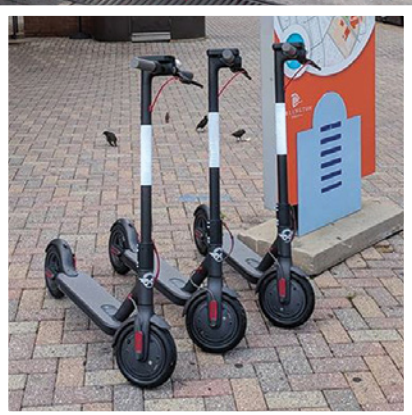
80%

18-year-olds with a driver's license

2014

60%

18-year-olds with a driver's license



Between the 1980s and now, the rate of licensed drivers aged 18 has dropped 20%.

ACTION AGENDA

A FIVE YEAR WORK PLAN

Atlanta's Transportation Plan represents a fundamental shift in how the City plans, builds, operates, and maintains our transportation system in order to build more options and manage demand. The following action agenda highlights key policies, programs, and projects needed in order to achieve the required mode shift to accommodate future population and employment growth in key growth corridors. Concrete and specific actions, these recommendations are designed to be undertaken in the next five years. In addition to those highlighted here, Atlanta's Transportation Plan also includes over 20 programs and nearly 200 projects needed to improve access, connectivity, and safety across the city. A separate project list document details these programs and projects. Atlanta's Transportation Plan includes Streets Atlanta as a separate technical appendix. Streets Atlanta provides the city, partner agencies, developers, and citizens with a manual to design streets for health, safety, livability, and sustainability that support all modes of transportation. This process is consistent with the vision and goals of the Atlanta's Transportation Plan.

SAFETY

SAFER STREETS

Safety is the top priority for our transportation system. This vision for safer streets in Atlanta is based on the premise that no loss of life is acceptable. To achieve this, transportation systems must be designed to reduce the severity of crashes when they occur. System components including roadway and vehicle design as well as intelligent transportation systems and smart cities technologies, such as connected and autonomous vehicles, can all play a role in improving the safety of city streets. To reduce traffic fatalities to zero and eliminate serious injuries, the City of Atlanta is taking a data-driven approach based on proven safety approaches.

- Develop and implement Safer Streets policy to reduce traffic fatalities to zero and eliminate serious injuries
- Expand Safe Routes to School program
- Develop and implement citywide safety and awareness program
- Implement bicycle and pedestrian safety improvements to support transit expansion
- Implement safety improvements at highest injury intersections
  - Cleveland Ave. at Metropolitan Pkwy.
  - Northside Dr. at Marietta St.
  - Campbellton Rd. at Barge Rd.
  - Metropolitan Pkwy. At University Ave.
  - Ponce De Leon Ave. at Clifton Rd.

DATA COLLECTION AND MANAGEMENT

In order to design projects that will improve known crash locations and prioritize life-saving improvements, the City of Atlanta will work with its partners to improve the quality of crash data and track the effectiveness of safety improvement projects.

- Improve crash data collection and processing to support Safer Streets policy
- Maintain inventory of high injury roadways to support Safer Streets policy
- Monitor and track mode split shares

PLACEMAKING

The City of Atlanta will implement projects to transform streets into safer, vibrant, and appealing public spaces as well as work with its partners to advance safer street designs.

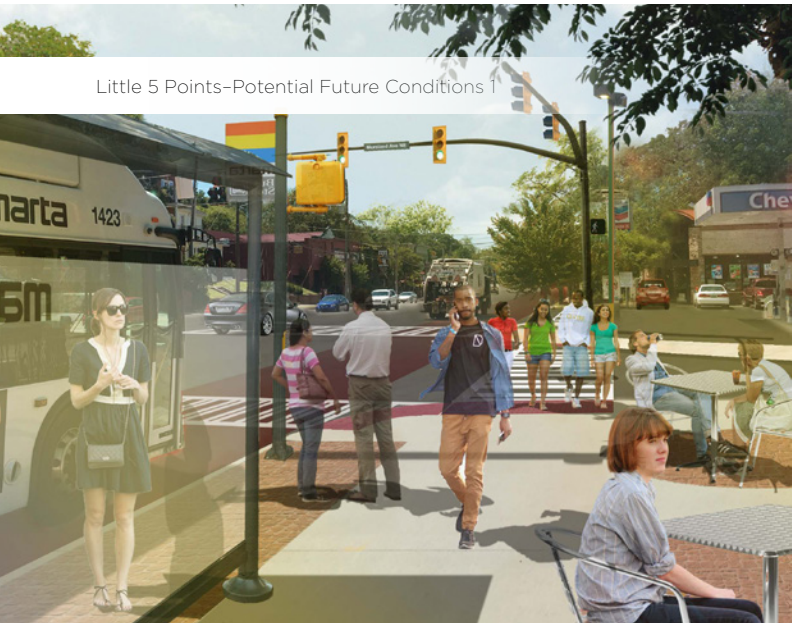
Pilot Projects:

- N. Highland Ave. at Amsterdam Ave.
- Cascade Rd. at Benjamin E. Mays Rd.

Grant Program:

- Provide funding and technical implementation assistance for at least two community-led projects per year

Little 5 Points–Existing Conditions



Little 5 Points–Potential Future Conditions 1

Little 5 Points–Potential Future Conditions 2

MOBILITY

MULTIMODAL FACILITIES

Building more transportation options begins with providing safe, convenient, and connected multi-modal networks. The City of Atlanta will commit to improvements to the sidewalk network by doing a citywide assessment, creating dedicated funding for repairs, and prioritizing street design that balances funding and design for all ages and abilities. Implementing a low stress bicycle network and expanding the bikeshare system will increase the reach of the bicycle system, especially for short trips.

- Develop citywide sidewalk inventory
- Create a dedicated fund for sidewalk repair
- Identify and implement low stress bike routes
- Implement high priority multimodal corridors, as identified through the Renew Atlanta/ TSPLOST programs
- Develop and implement public campaign to market how designing streets for everyone "makes life better"

CONGESTION MANAGEMENT

Reducing congestion in Atlanta is a top concern as we continue to grow as a city. By providing additional mobility choices along with incentives to travel differently, the City can maximize the efficiency of our investment in the transportation system.

- Adopt TDM Plan Guidelines
- Implement City-led parking pricing controls
- Develop cordon pricing strategy:
  - Develop program parameters
  - Pass cordon pricing legislation
  - Implement alternative transit options for affected travelsheds

INNOVATION

Technology and data are already changing the way we design, access, and plan for transportation and these shifts will only accelerate in coming years. To take an active role in guiding technology for the city, Atlanta will explore opportunities for innovation zones, use smart city approaches, and work with private sector partners to deploy new technologies.

- Adopt South Downtown as Innovation Zone
- Establish new procurement methods to allow pilot projects and programs to test new technologies/upgrades
- North Ave. Smart Corridor expansion
- Campbellton Rd. Smart Corridor implementation

RIGHT-OF-WAY MANAGEMENT

Our streets are one of the city's largest public assets and how we manage the right-of-way impacts our communities. The City of Atlanta will explore ways to better utilize our street space, updating curbspace management policies, street design guidelines, and creating a new wayfinding system.

- Implement internal roadway guidelines (Streets Atlanta)
- Update City's curbspace management policies
- Manage loading zones and rideshare curbspace
- Establish coordination process for construction or lane closures
- Develop and implement a citywide wayfinding system in partnership with developers

BIKE SHARE

- Expand bike share from 500 to 1,000 bikes
- Expand bike share from 1,000 to 1,500 bikes
- Work with MARTA to allow last-mile transfers to bike share

TRAILS AND PATHS

Atlanta is a green city that values access to parks and open space. The City will continue to invest in high priority multiuse trails and build on the Atlanta City Design commitment to identifying a nature network.

- Implement high priority trail corridors:
  - BeltLine Southside Trail
  - PATH 400 (Lindbergh to Sandy Springs)
  - North and South Peachtree Creek Greenway connector
  - Lakewood Trail
  - Proctor Creek Phase 2
  - BeltLine Eastside Trail Extension North
  - BeltLine Eastside Trail Extension South
- Identify and implement City Design nature network

TRANSIT

The City of Atlanta and MARTA have worked together to adopt the More MARTA program—the largest transit expansion plan in nearly 40 years. This investment is considered a down payment for transit infrastructure that will transform how Atlantans will access opportunities to live, work, and play for decades to come. The City of Atlanta will work with regional partners to support More MARTA implementation and provide first

Preliminary Plan for Roswell Road–Existing Conditions

Preliminary Plan for Roswell Road–
Potential Future Phase 1

Preliminary Plan for Roswell Road–
Potential Future Phase 2

and last mile access improvements to stations and bus stops such as sidewalks, bicycle facilities and parking, circulator services and other amenities.

- Coordinate with MARTA to develop and prioritize final More MARTA project list
- Support More MARTA implementation of high frequency local bus routes, new high capacity transit routes, and station and stop enhancements
- Develop concepts and typical sections for future high capacity transit corridors
- Expand the installation of bicycle racks and amenities at transit stations
- Partner with MARTA to identify and implement circulator services for first/last mile connectivity

AFFORDABILITY

TRANSIT ORIENTED DEVELOPMENT

The City of Atlanta will work with its partners and the real estate development community to increase the supply of housing near transit and incentivize preservation and construction of affordable units.

- Partner with MARTA, BeltLine, and developers to implement multimodal street networks in TOD
- Incentivize production of affordable housing around transit nodes in designated growth areas through policy and funding mechanisms

ZONING

The City of Atlanta is implementing the vision of Atlanta City Design though an update to the citywide zoning code. With a focus on incentivizing and shaping development density and ensuring affordability along growth corridors, this action will further tie transportation and land use decision-making in the city.

- Complete citywide rezoning to support higher density and affordability along growth corridors

COST MANAGEMENT

- Identify funding for expanded transit pass discount programs

ACCOUNTABILITY

Performance monitoring and reporting is an essential component of transportation planning and programming. On-going data collection, evaluation, and reporting can build support for further investments with the public by increasing their understanding of various approaches and of what works within different contextual constraints and conditions. With this clear action agenda, the City can track and report on its progress towards the goals of Atlanta's Transportation Plan.

BETTER INFORMED DECISIONS.

Less money is wasted on things that are proven not to work. Enhanced understanding of system performance and which strategies have been effective and why can inform adjustments to projects and programs based on results.

TRANSPARENCY.

Reporting performance provides justification for programming/projects that work, allowing for a better use of limited resources and allowing decision makers and the public to see where funding is going, why, and how it's performing.

BETTER INVESTMENTS.

Armed with on-going performance data and reporting, agencies can demonstrate the long-term cost savings of quality infrastructure investments and highlight how this can prevent high cost repairs in the future. The City can determine whether objectives have been met through target attainment and support reexamination and refinement of objectives and targets based on the results.

With a greater understanding of system performance, the City of Atlanta can make better use of limited financial resources to make decisions about projects that will have the greatest impact in achieving the community's stated goals.

TRANSPORTATION FUNDING

The Renew Atlanta Infrastructure Bond

Provides additional funding targeted to maintenance projects citywide.

$250 million

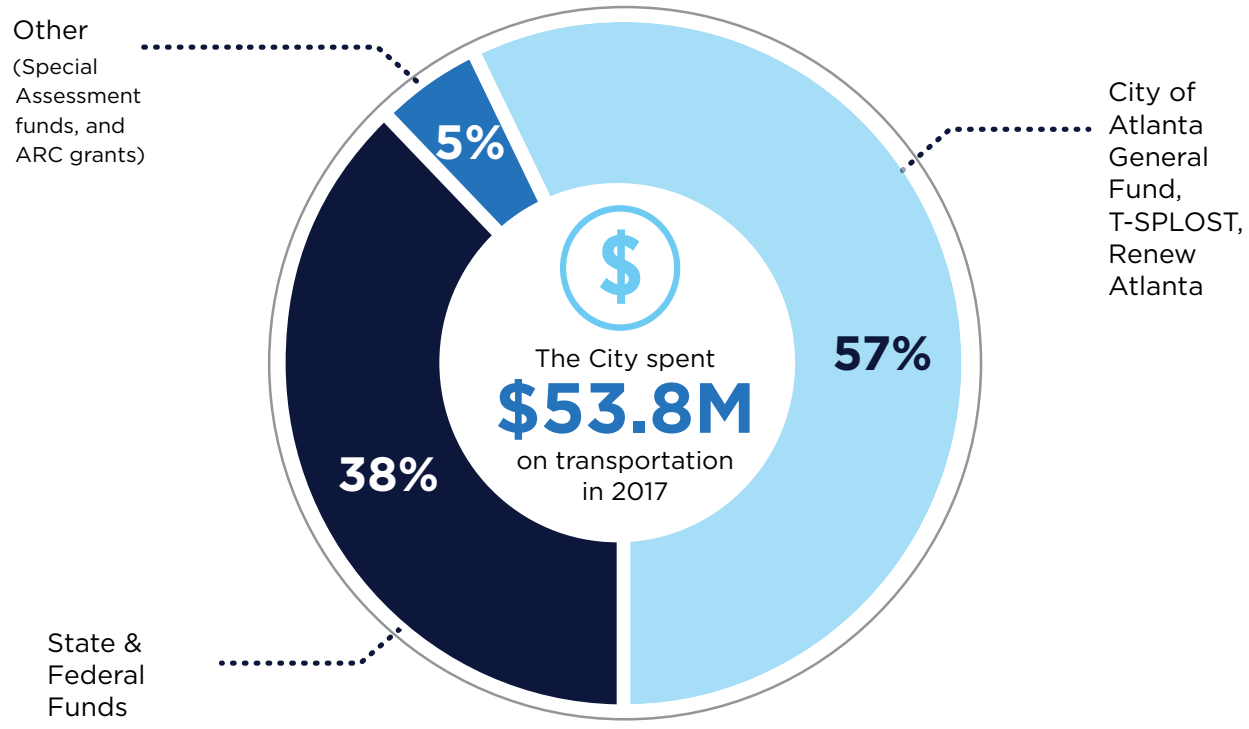
for the City's infrastructure backlog

In addition, Atlanta voters approved two sales taxes for transportation in 2016:

MARTA sales tax
$2.5 billion for regional transit over 40 years

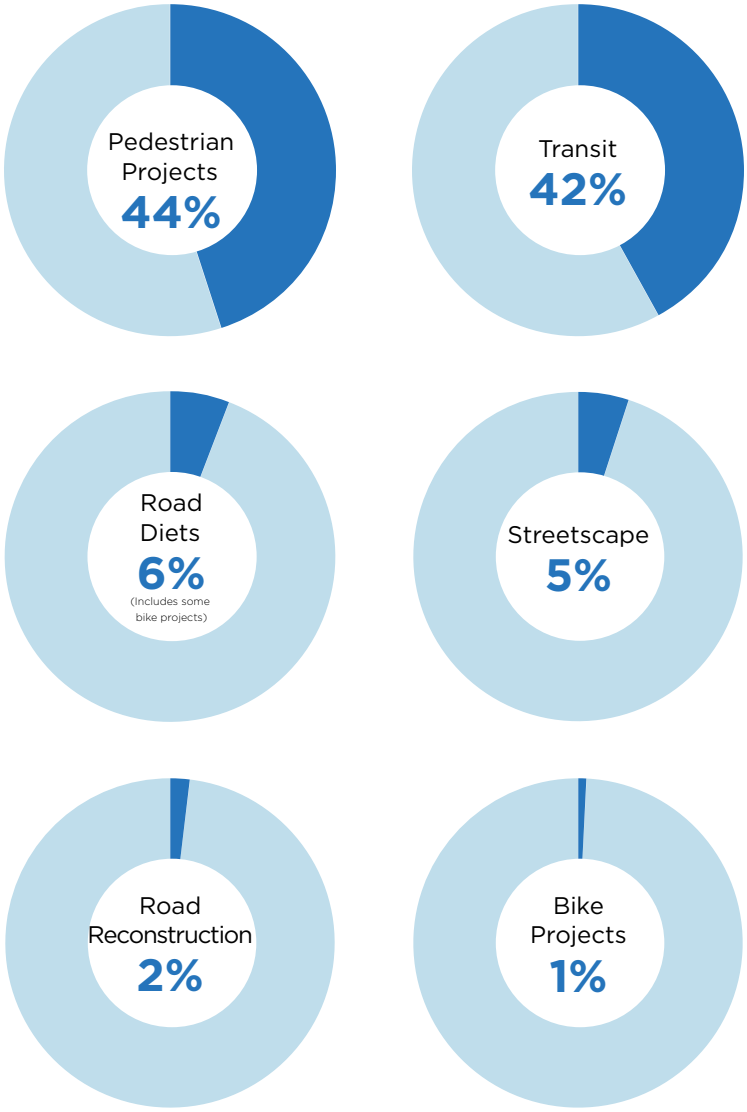
T-SPLOST
$300 million over five years for City projects

Where does the money come from for the City's Transportation Projects?



EXPENDITURE AND FUNDING RECOMMENDATIONS

The City of Atlanta developed a plan to allocate funding in the short term. The 2015–2019 Capital Improvements Plan includes $254 million for more than 40 projects.



Compared to peer cities, Atlanta relies more heavily on outside funding and bonds to pay for transportation.

Seattle relies more on local funding and less on state and federal funding or grants.

Miami established a mass transit trust fund which earmarks a percentage of the City's operating budget for the fund.

Chicago uses special assessments to fund projects like the Shared Cost Sidewalk Program.

RECOMMENDATIONS

Rely **less** on bonds for capital projects.

Develop a **dedicated funding stream** for maintenance backlog and capital projects.

Find other ways to **leverage local funding for future** capital projects, such as reforming parking regulation and pricing and cordon pricing.


128
INDIAN CREEK
107
marta

CONCLUSION

MOVING AHEAD

Atlanta City Design embraces the future and envisions a growing and dynamic city that supports 1.3 million residents and 1.2 million jobs.

To accommodate this growth while ensuring current and future residents of Atlanta have a safe, mobile, and affordable transportation system, Atlanta's Transportation Plan focuses on reducing congestion, improving access, and supporting economic growth. The projects and strategies included in the Plan will realize the vision of Atlanta by:

- Improving safety by targeting projects to address urgent safety needs that will reduce traffic fatalities for all users;
- Expanding mobility through multimodal projects throughout the city and policies to support their use; and
- Increasing affordability by linking transportation and land uses decision-making.

The policies and projects included in Atlanta's Transportation Plan are necessary steps to reduce driving alone on our transportation network and support greater density in the built environment. Through inclusive growth that ties together mobility, zoning, conservation, preservation, and affordable housing, we can begin addressing challenges, preserve our infrastructure, grow differently, and find innovative funding sources. Impactful changes today will lead to a vibrant city tomorrow.

Department of

CITY PLANNING