



CLEVELAND AVE/METROPOLITAN PKWY

ARTERIAL RAPID TRANSIT (ART) VIRTUAL MEETING

NOVEMBER 18, 2020

Tips for Virtual Meeting

- Your microphone has been muted to avoid background noise
- Please use **Q&A** features for comments/questions
- To share additional comments/questions after virtual meeting or if you are joining by phone, please email:
marnold-vhb@itsmarta.com
- Contact customer service at custserv@itsmarta.com for questions on existing service
- We will address as many comments/questions as time allows
- All questions will be addressed after the meeting



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Presentation Team

MARTA:

- *Erica Pines*
- *Marcus Arnold*
- *Frank Rucker*
- *Heather Alhadeff*
- *Shelley Peart*
- *Jolando Crane*
- *Joyce Sheperd, Atlanta City Council - District 12*
- *Jason Morgan, City of Atlanta*
- *Jenny Wang, HNTB*

Today's Agenda

- Welcome
 - Councilmember Sheperd Remarks
 - Arterial Rapid Transit (ART) Video
- ART Project Background
- Proposed ART Recommendations to Seek Your Input
 - Service Plan
 - Station Locations
 - Station Elements
- Q&A Session



Tell Us About You



Polling Questions

ART VIDEO



LEARNING IN LA
ARTERIAL RAPID TRANSIT

78 Cleve

000 SPECIAL

marta

0:01 / 2:09

CC

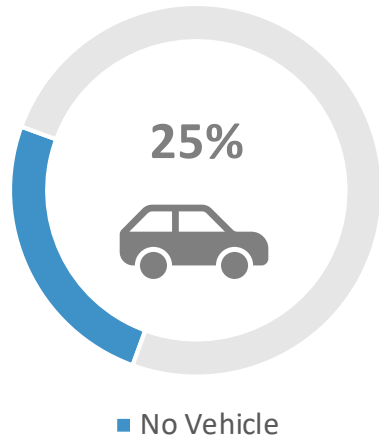
Video player interface showing a scene with a MARTA bus and people. The bus has "78 Cleve" on its side and "000 SPECIAL" on the front. The video title is "LEARNING IN LA" and "ARTERIAL RAPID TRANSIT". The MARTA logo is visible in the bottom right corner of the video frame. The player controls at the bottom show a play button, a progress bar at 0:01 / 2:09, and icons for closed captions, settings, and other video controls.

ART Project Background

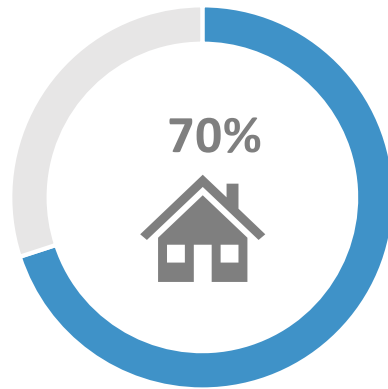


Study Area Profile

No Vehicle Access



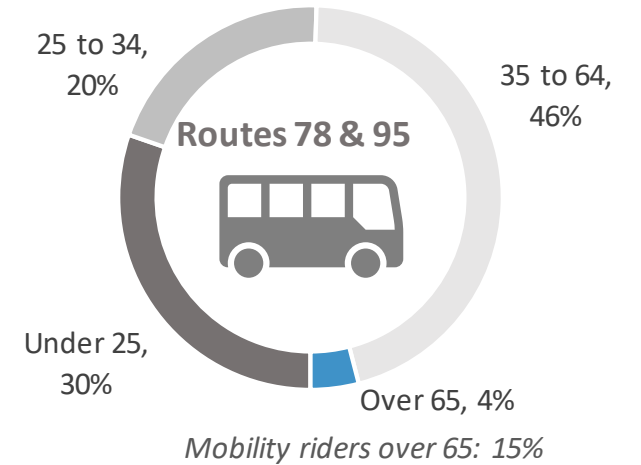
Household Income Under \$50,000




Workers Commute



Transit Rider Age (Out of 6,200 riders)



70%
Riders who are
Transit-Reliant



HALF
of households spend more
than 30% of income on
housing



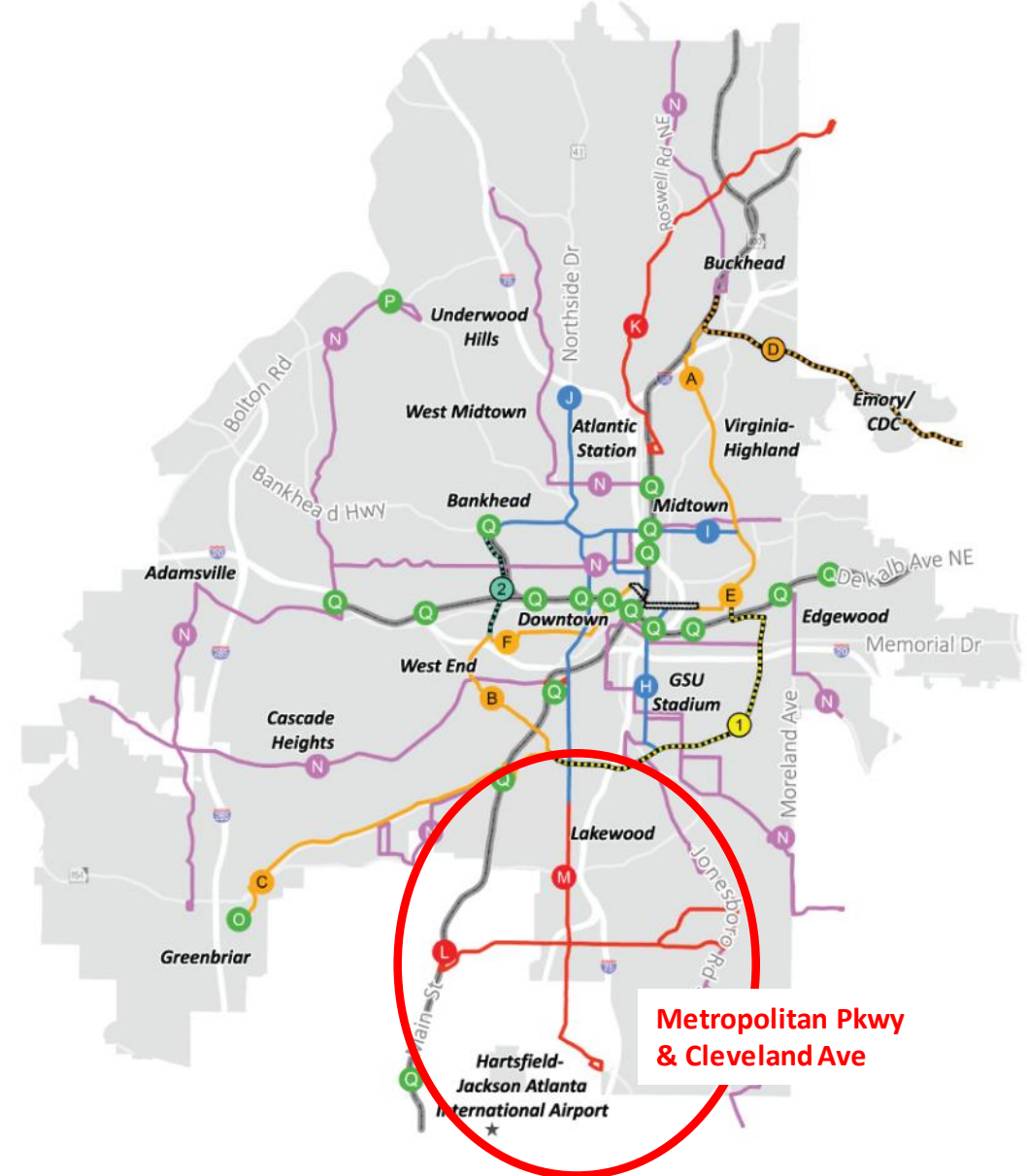
**3 out of 4 residents are
African American**

Resident Age
11% Over 65
21% Under 16

Project History

- Funded by More MARTA Atlanta ½ penny sales tax
- “Early Action” projects to improve high ridership transit corridors
 - Cleveland Ave – 2024
 - Metropolitan Pkwy – 2024
 - Peachtree Rd – 2027
- Cleveland Ave and Metropolitan Pkwy currently in planning & early design phases

More MARTA Atlanta Plan (Adopted Oct. 2018)



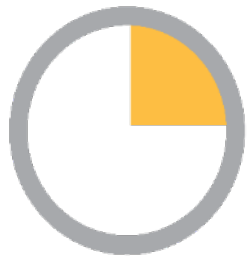
What is Arterial Rapid Transit (ART)?

A new enhanced bus service that will provide **fast, frequent, and reliable** service with **upgraded station amenities** designed to enhance rider experience.



What are the ART Features?

Features designed to save time and improve rider experience:



*15-Minute
Service
All Day*



*Transit Signal
Priority*



*Rapid, Limited-
Stop Service*



Enhanced Station Amenities

- *Shelter and Seating*
- *Real-Time Arrival Info.*
- *Sidewalk and ADA Access*



Proposed ART Service Plan

Proposed ART Service

Cleveland Avenue & Metropolitan Parkway

2024

Opening Year

1st

ART in the Region

15-min

Service All Day

90%

*Existing
Riders
Served*



20%

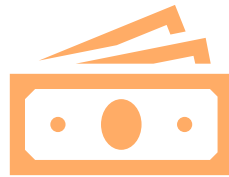
*Travel
Time
Savings*



*Increased
Service
Efficiency*



*Low Cost to
Operate While
Improving Quality*



Cleveland Avenue ART

- East Point Station to Jonesboro Road
- Continued one-way service of Browns Mill loop (interim turnaround)
- 14 proposed ART station locations
- Key destinations - Kroger, Walmart, WellStar, Rosel Fann Rec Center
- Save up to 8 minutes roundtrip time over Route 78



Metropolitan Parkway ART

- West End Station to Cleveland Ave at Springdale Rd
- Direct service to Walmart
- Local service to Hapeville
- 15 proposed ART station locations (2 shared with Cleveland ART)
- Key destinations – MET, Colleges, Police Precinct 3, Kroger, Walmart
- Save up to 10 minutes roundtrip time over Route 95



ART Station: Identification Criteria



Ridership

- *Existing high ridership, high need locations*
- *At least 25 daily riders*



Station Spacing

- *¼ mile to ½ mile*
- *Some riders may have to walk to next block (up to 1000 feet)*



Land Use

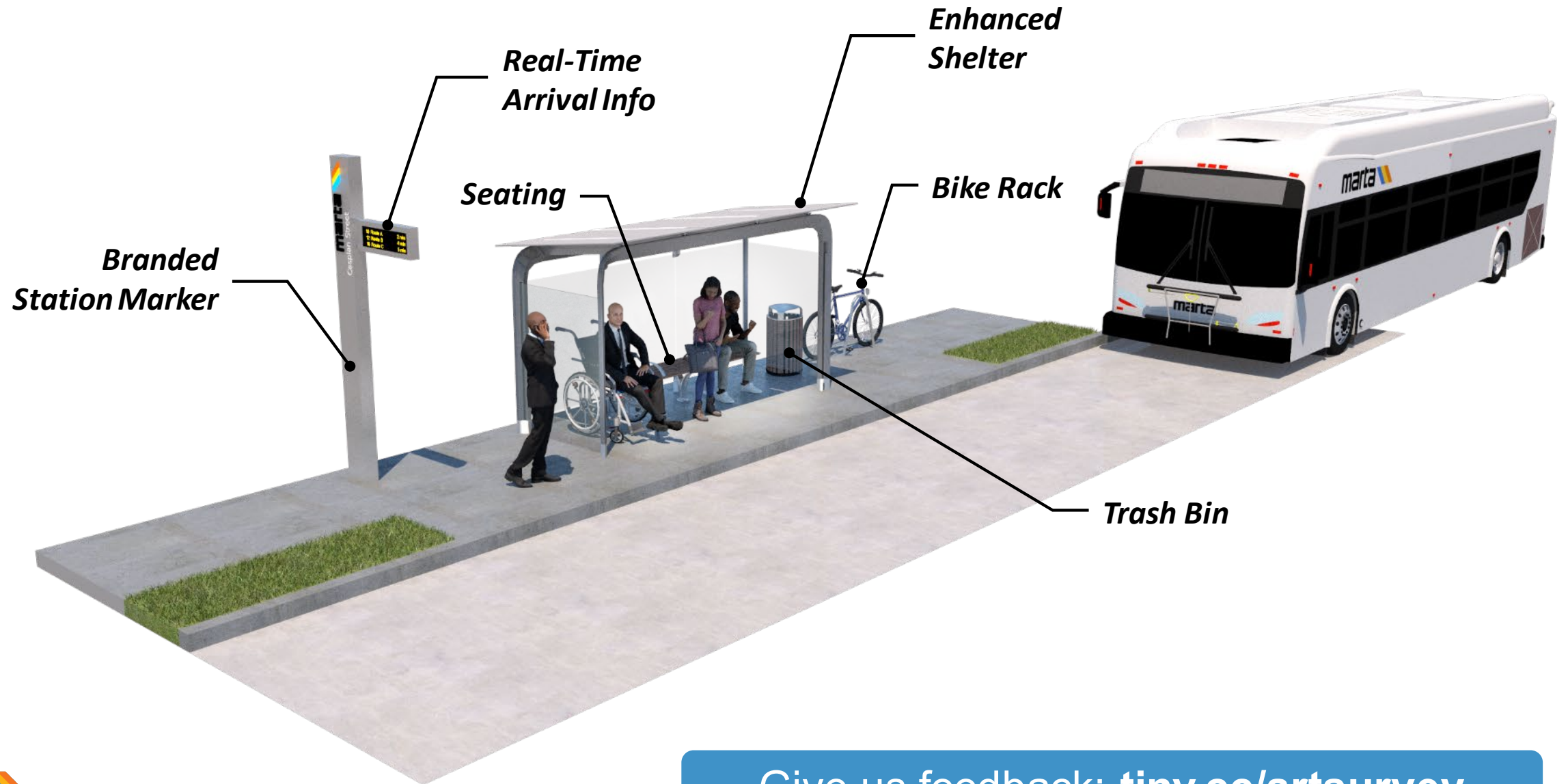
- *Current destinations*
- *Future developments*
- *Senior facilities*



Constructability

- *Available space, utilities, private property*

ART Station Concept and Amenities



Examples of ART Stations



Peoria AERO, Tulsa

MAX, Kansas City

Minneapolis A Line

Proposed ART Stations Cleveland Avenue

14 STATION PAIRS 

East Point MARTA Station*

Harris Street

Bayard Street

Jefferson Terrace

Blount Street

Sylvan Road

Springdale Road

Metropolitan Parkway

Beeler Drive

Old Hapeville Road

Macon Drive

Browns Mill Road

Rosel Fann Rec Center

Jonesboro Road*

*single station only



Proposed ART Stations Metropolitan Parkway

15 STATION PAIRS



West End MARTA Station

Ralph David Abernathy

Shelton Avenue

Pearce Street/Mary Street

Catherine Street/ Fletcher Street

University Avenue

Atlanta Technical College

Atlanta Metropolitan State College

Fair Drive

St. Johns Avenue

Langston Drive

Pegg Road

Cleveland Avenue

Springdale Road

**single station only*

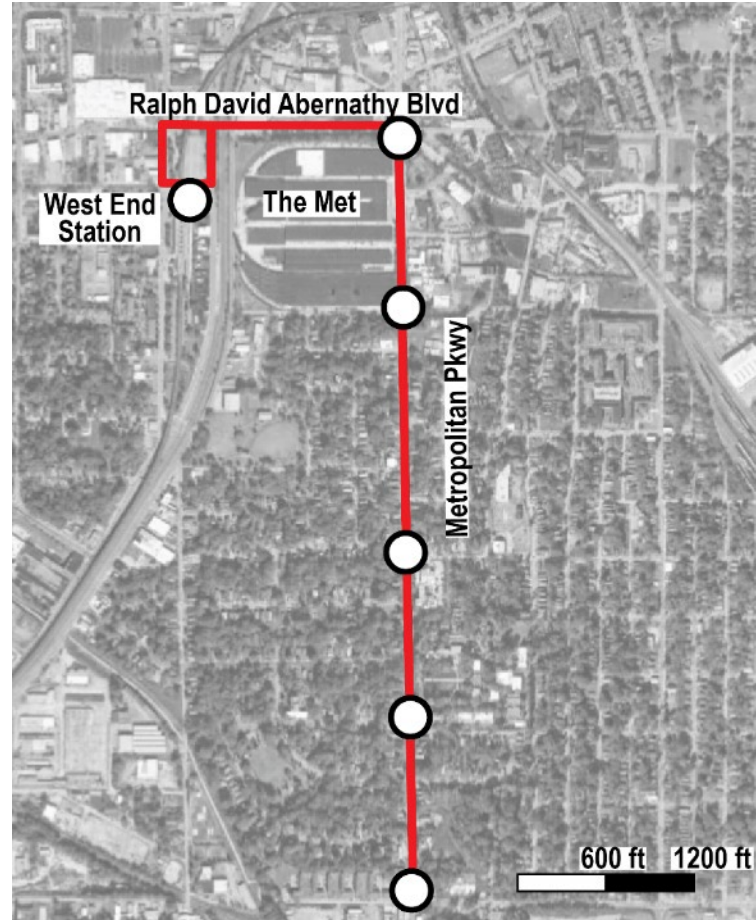


Access vs. Travel Time

Existing Local Stops



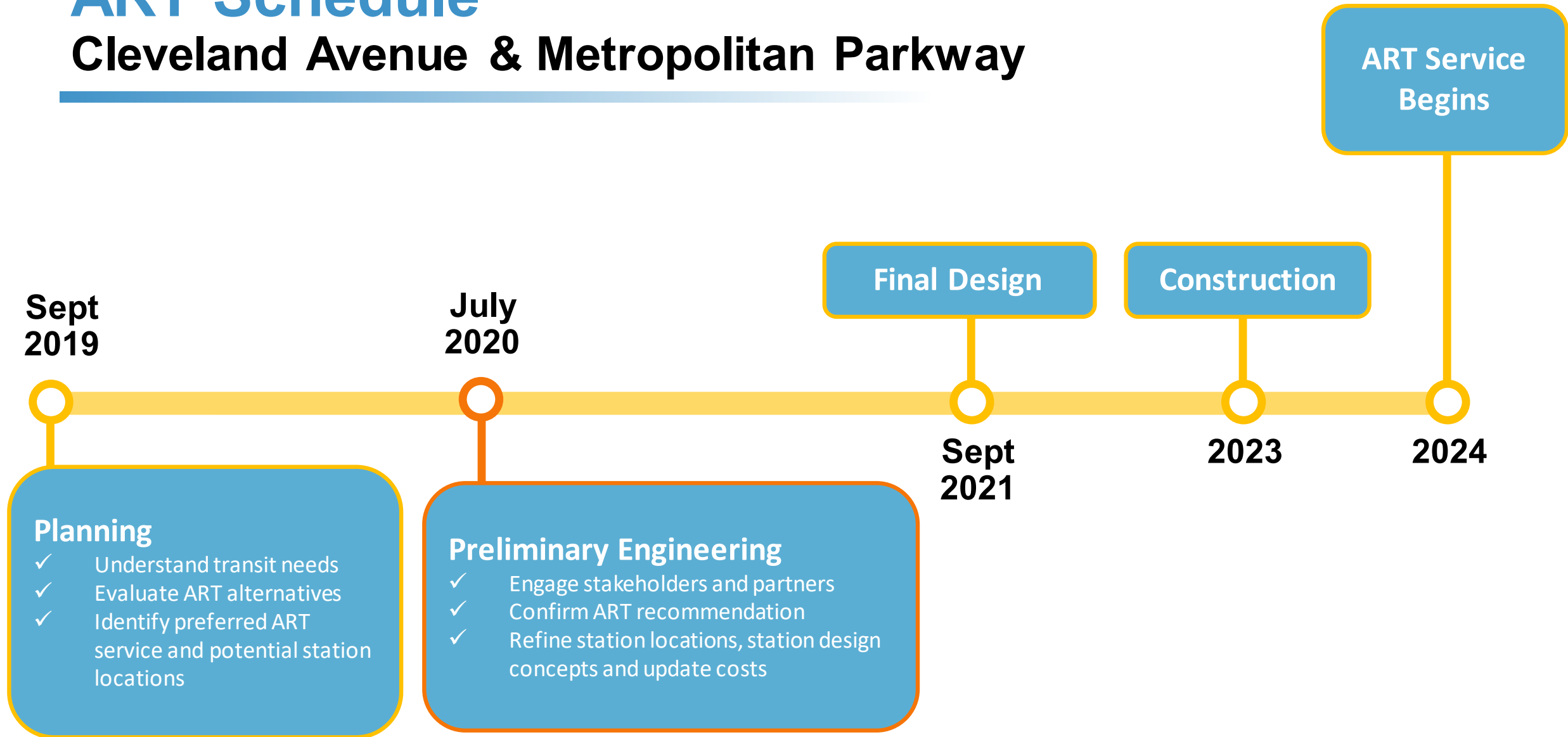
Proposed ART Stations



- 50% of existing stops to be upgraded to ART stations
- Additional 3 min. walk for less than 25% existing riders
- 20% faster trip

ART Schedule

Cleveland Avenue & Metropolitan Parkway



We are Here

ART Moving Forward

- Confirm proposed ART service and station locations
- Ongoing coordination with stakeholders
- Advance station design
- Develop cost estimates

For additional information and provide feedback, check out our project page!

tiny.cc/artmarta

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95 WEST END STN

Q & A Session

ACCIDENT INJURED
1-800-HURT-911