

Proposed Bus Rapid Transit Project for the Campbellton Corridor

February 2022



marta 
2040
TRANSFORMING TRANSIT

**CAMPBELLTON
CORRIDOR**
TRANSIT PROJECT

Housekeeping

- ▶ Meeting Purpose
- ▶ Public Meeting Details
 - ▶ This presentation is being recorded and will be uploaded to the project's Virtual Meeting Room (VMR) by February 11, 2022
 - ▶ Please use the **Q&A** feature for comments/questions
 - ▶ Send additional questions to marnold-vhb@itsmarta.com or publichearinginfo@itsmarta.com
 - ▶ For service-related questions, contact MARTA Customer Care Center at 404-848-5000, or custserv@itsmarta.com

Agenda

- ▶ Review of Recent Public Engagement
- ▶ Recommended Project: Center-running BRT
- ▶ Visual Examples
- ▶ Project Timeline
- ▶ Next Steps
- ▶ Questions/Feedback/Discussion



Review of Most Recent Public Engagement



Who Participated in the Survey?



The **three** top survey responders' categories were responders who are:



Employed



Commuters



Retirees



About 10% (98 of 938) prefer other modes

Modes of Transportation



advocated for:



Wider/better
sidewalk
conditions



Separated
bike lane/
cycle tracks






Multiuse bike/
pedestrian
paths



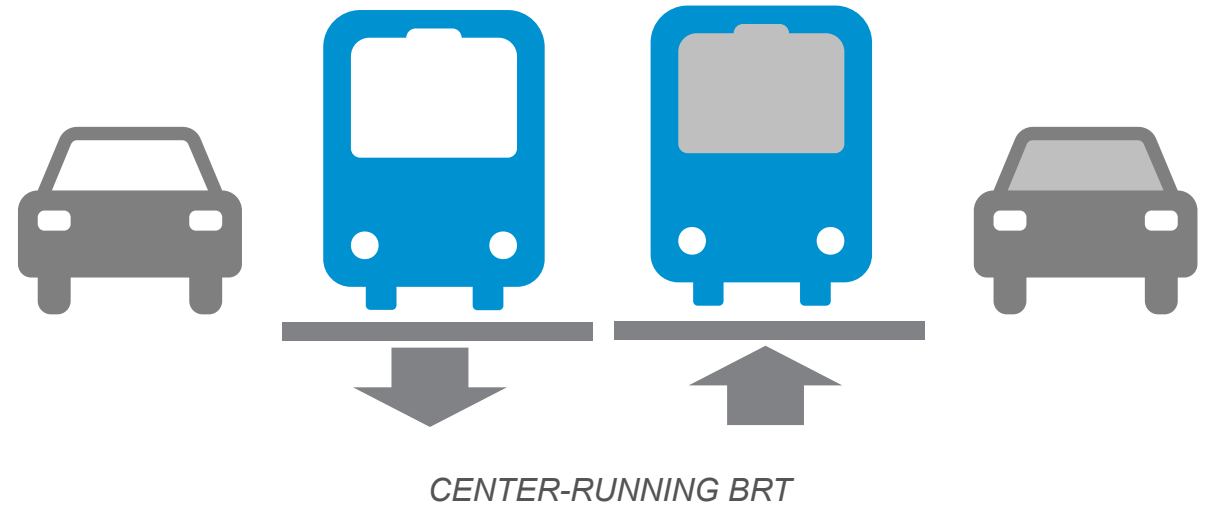
Addressing
existing
issues

Summary of Tier 2 Analysis

Tier 2 Analysis		BRT Curb Running	LRT Center Running
Travel Times and Reliability			
	Which provides a faster trip? (one-way)	19 minutes	16 minutes
Changes to the Corridor			
	Which will slow down speeding drivers more?	8% reduction (to 24 mph)	29% reduction (to 19 mph)
Resources Required			
	How much will it cost to build? (2021\$)	\$100 million	\$340 million*
	How much will it cost to operate? (2021\$)	\$5 million annually	\$13 million annually
	How long will it take to deliver?	5-7 years	8-10 years*

New, Recommended Alternative – Center-Running BRT

- ▶ Combined the community's preferred design features into one alternative – Center-Running BRT
 - ▶ Improved travel time
 - ▶ Wider sidewalks
 - ▶ Increased access/safety
 - ▶ Premium amenities
- ▶ Provides a quicker project delivery and lower cost to construct compared to LRT
- ▶ Designed as a “gold-standard” BRT system





Benefits of Center-Running BRT



1. Safer:

Conversion of approximately 235 driveways to right-in, right-out only, which improves safety for all modes on the corridor.

2. Faster:

18 minutes travel time, 35% faster than Route# 83

3. Mobility Choices:

5 miles of Curbside dedicated bike lanes along majority of Campbellton Road.

4. Exceptional Design:

Center-running BRT is a premium transit product, similar to LRT.

5. Quick Completion:




Can be delivered 3 years sooner than LRT.

Performance Metrics

LEGEND

High Performing

Low Performing



		BRT Center Running	BRT Curb Running	LRT Center Running
Travel Characteristics				
	Trip Time (Rt# 83 current trip time 28 minutes)	<div></div> 18 minutes	<div></div> 19 minutes	<div></div> 16 minutes
	Forecasted daily riders	<div></div> 6,000	<div></div> 6,000	<div></div> 6,000
Changes to the Corridor				
	Percentage of dedicated lanes	<div></div> 92%	<div></div> 70%	<div></div> 70%
	Pedestrian and bike facilities provided	<div></div> 7 miles of sidewalks	<div></div> 7 miles of sidewalks	<div></div> 1.6 miles of sidewalks
		<div></div> 5 miles of dedicated bike lanes	<div></div> 0.4 miles of dedicated bike lanes	<div></div> 2.5 miles of dedicated bike lanes
	Reduction of speeding	<div></div> 13% reduction (to 22 mph)	<div></div> 4% reduction (to 25 mph)	<div></div> 16% reduction (to 21 mph)
	Number of driveway closures	<div></div> 0	<div></div> 21	<div></div> 12
Resources Required				
	Construction cost (2021\$)	<div></div> \$130 million	<div></div> \$100 million	<div></div> \$340 million *
	Operating cost (2021\$)	<div></div> \$4.8 million annually	<div></div> \$4.9 million annually	<div></div> \$12.5 million annually
	Year of Completion/Operation	<div></div> 2028	<div></div> 2028	<div></div> 2031 *
	Cost per rider *	<div></div> \$2.41	<div></div> \$2.51	<div></div> \$6.36


*Does not include cost of VSMF

Proposed Alignment and Stations






Neighborhood Residential








Neighborhood Activity Center







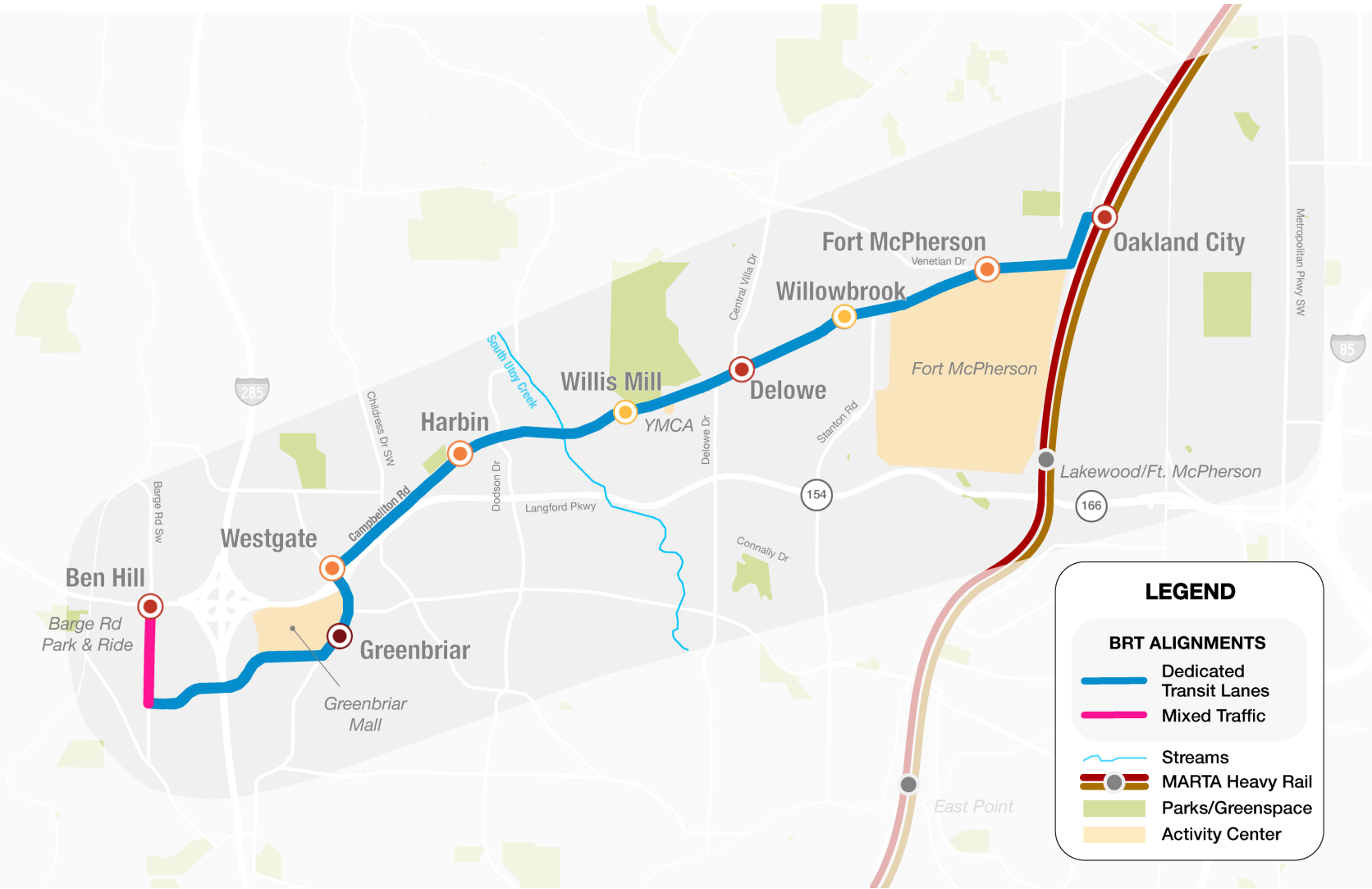
Community Activity Center





Regional Activity Center

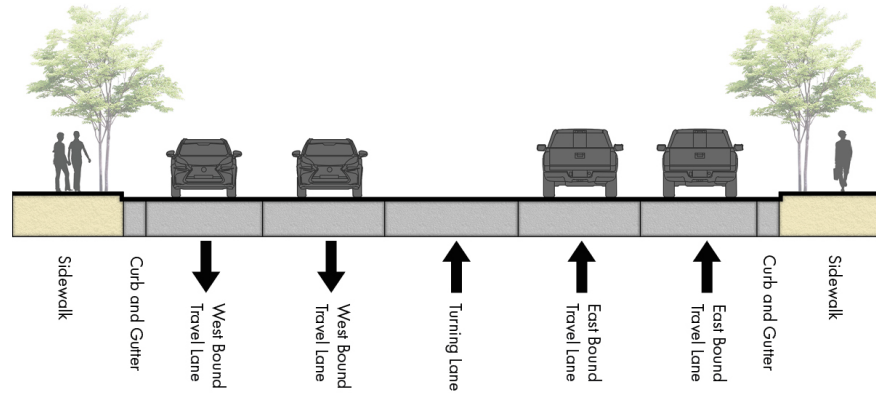




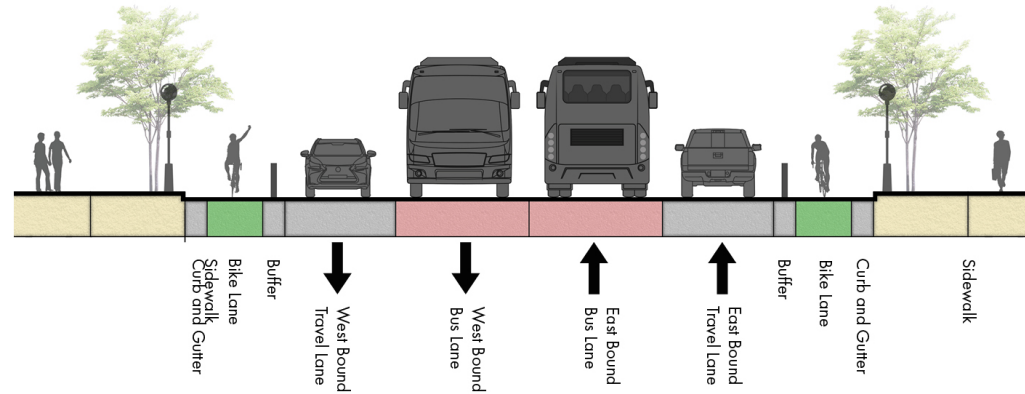
Center-Running BRT Renderings

Segment 6: Fort Valley Dr to Willis Mill Rd

Existing Section



Proposed Section



Center-Running BRT Renderings



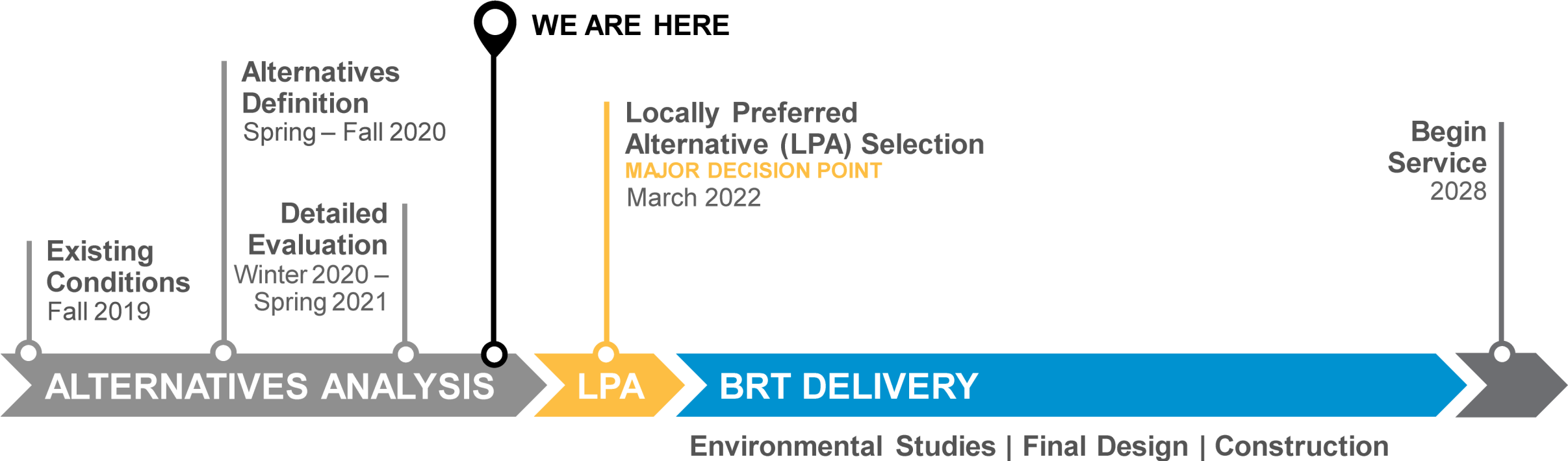
Center-Running BRT Renderings



Center-Running BRT Renderings



Project Timeline



Next Steps

- ▶ Stakeholder engagement (e.g., City Council and committees) in January/February 2022
- ▶ Present Draft LPA and preferred Station Area Plans to public in February 2022
- ▶ MARTA Board to adopt the LPA in March 2022 following Committee hearing in February
- ▶ Begin preliminary engineering in Spring 2022
- ▶ Develop strategies to implement the preferred Station Area Plans in Summer 2022

Stay Engaged



- ▶ Learn more in the virtual meeting room:
<http://campbellton.scoutfeedback.com>
- ▶ E-mail questions directly to: marnold-vhb@itsmarta.com or
publichearinginfo@itsmarta.com
- ▶ Join us at a future community/virtual meeting
- ▶ Share the news with your friends and neighbors

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Questions/Feedback/Discussion