

# Campbellton Community Investment Corridor:

A Main Street for  
Southwest Atlanta




# What We Heard from the Community

1. When did the mode switch from LRT to BRT?
2. How was decision made? And when did it happen?
3. We voted for LRT not BRT.
4. Inequity in investment for different parts of the City
5. Lack of engagement
6. Concern that BRT will not generate same economic return
7. Concern that any project will bring displacement, gentrification
8. Impacts on property owners and businesses
9. Poor state of infrastructure along the corridor


# Previous Discussion Regarding Rail

- Earlier maps and plans used by the City of Atlanta and MARTA illustrated LRT for Campbellton
- However, the legal agreement that defines how the City and MARTA use the More MARTA tax revenue state all projects are dependent on further analysis and the availability of federal funds
- The need to explore multiple alternatives on Campbellton has been continually communicated since early 2018
- Campbellton originally studied for LRT for the purposes of programming



## CAMPBELLTON CORRIDOR TRANSIT INITIATIVE / LINK SOUTHWEST

- 11 mile high capacity transit corridor
- Connects Greenbriar Mall with Fort McPherson redevelopment area
- Link into the MARTA heavy rail transit system
- Initiating a planning study MARTA to analyze:
  - High capacity transit options (BRT or LRT)
  - Alignments to include dedicated guideway and/or street running
- 18-24 month study
- Route 83 on Campbellton Rd was upgraded to Arterial Rapid Transit (ART) service levels in Feb 2017 as part of the FAST Track Initiative
  - Route 83 has 2<sup>nd</sup> highest daily ridership in MARTA bus system



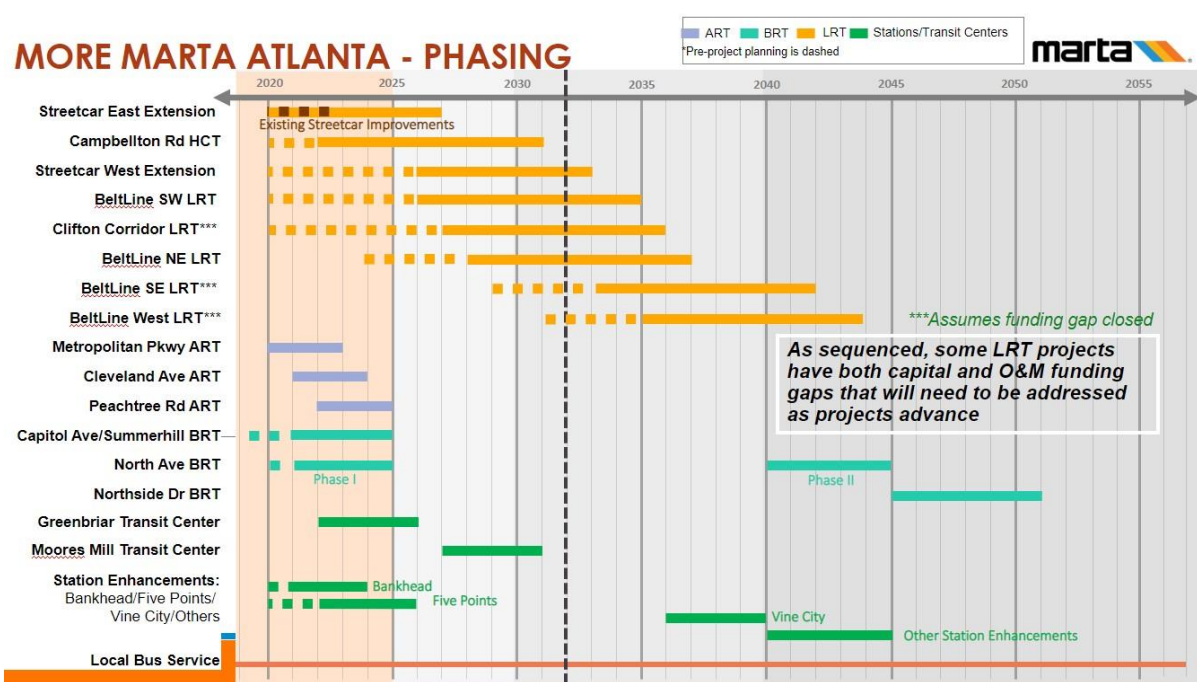
**LINK SOUTHWEST**  
CAMPBELLTON CORRIDOR  
TRANSIT INITIATIVE

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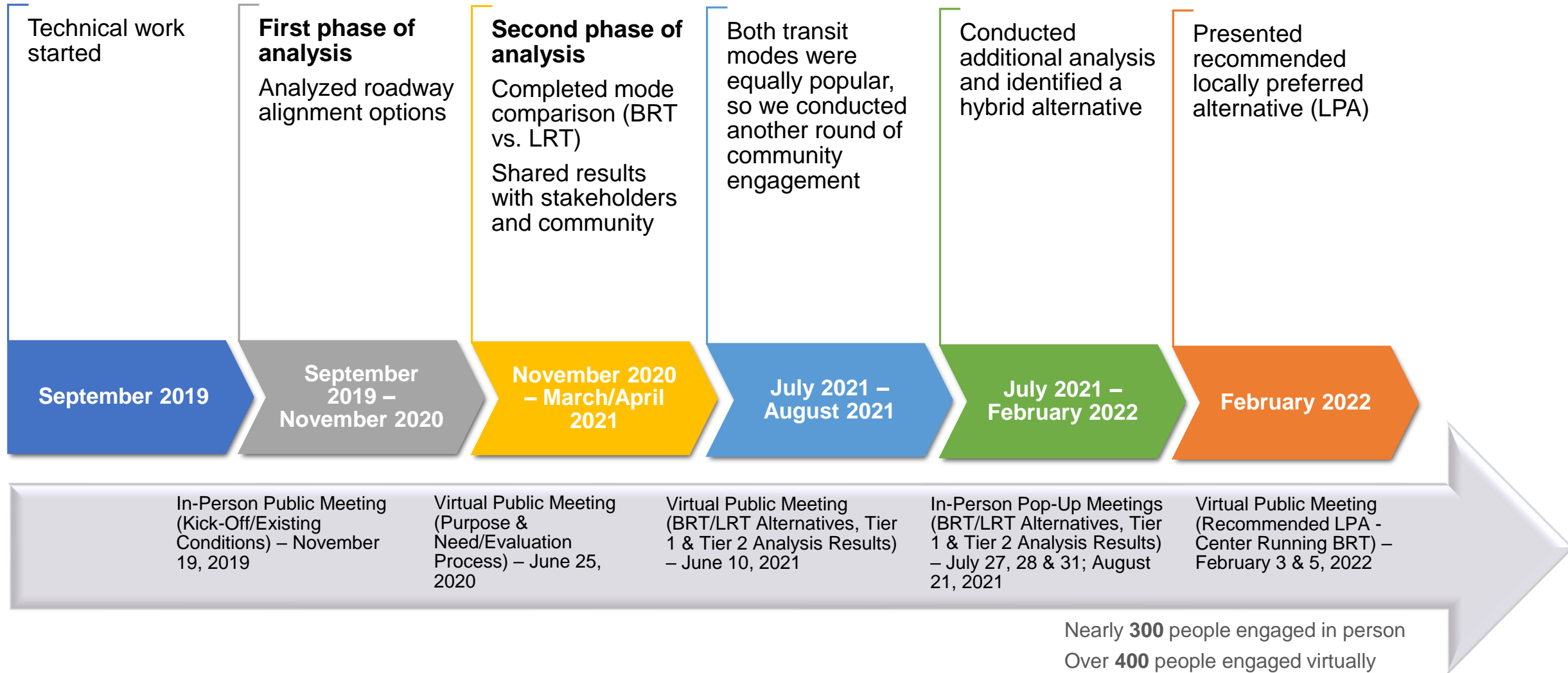


# More MARTA Overview

- Paid for by a half-penny sales tax passed in 2016
- More MARTA intergovernmental agreement (IGA) with City of Atlanta
- More MARTA sequencing plan



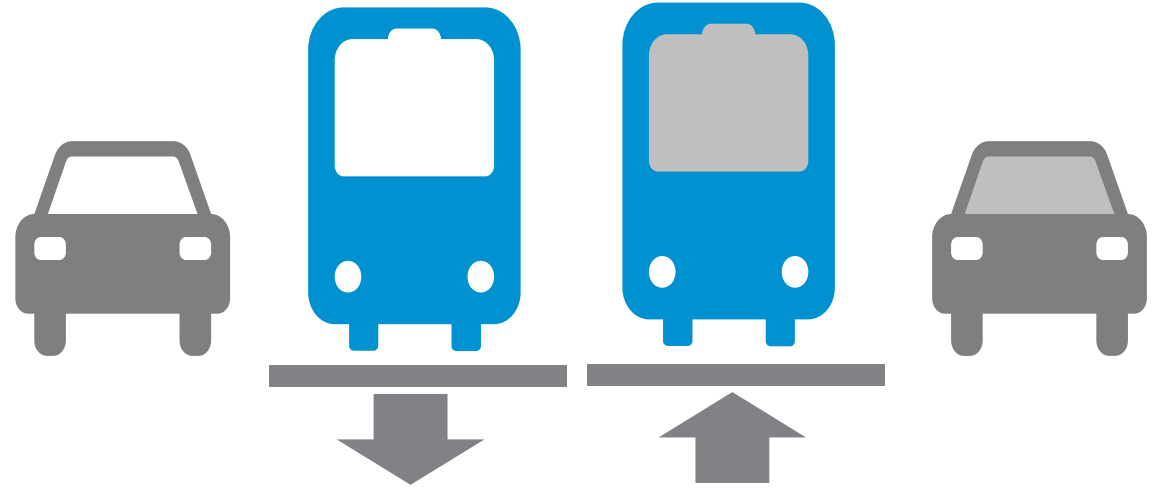
# Campbellton Corridor Alternatives Analysis Timeline



# BRT vs. Bus

BRT is different than regular bus service:

- It travels faster
- Has dedicated ROW
- More frequent service (e.g., every 10 minutes)
- More station amenities (e.g., off-board fare collection, real-time arrival info)
- Carries more riders per trip (e.g., up to 120 riders)
- Helps promote/encourage economic development



# Competing for Federal Funding

- Campbellton has not been submitted yet for federal funding
- But based on analysis completed to date, BRT would compete better for federal funding than LRT

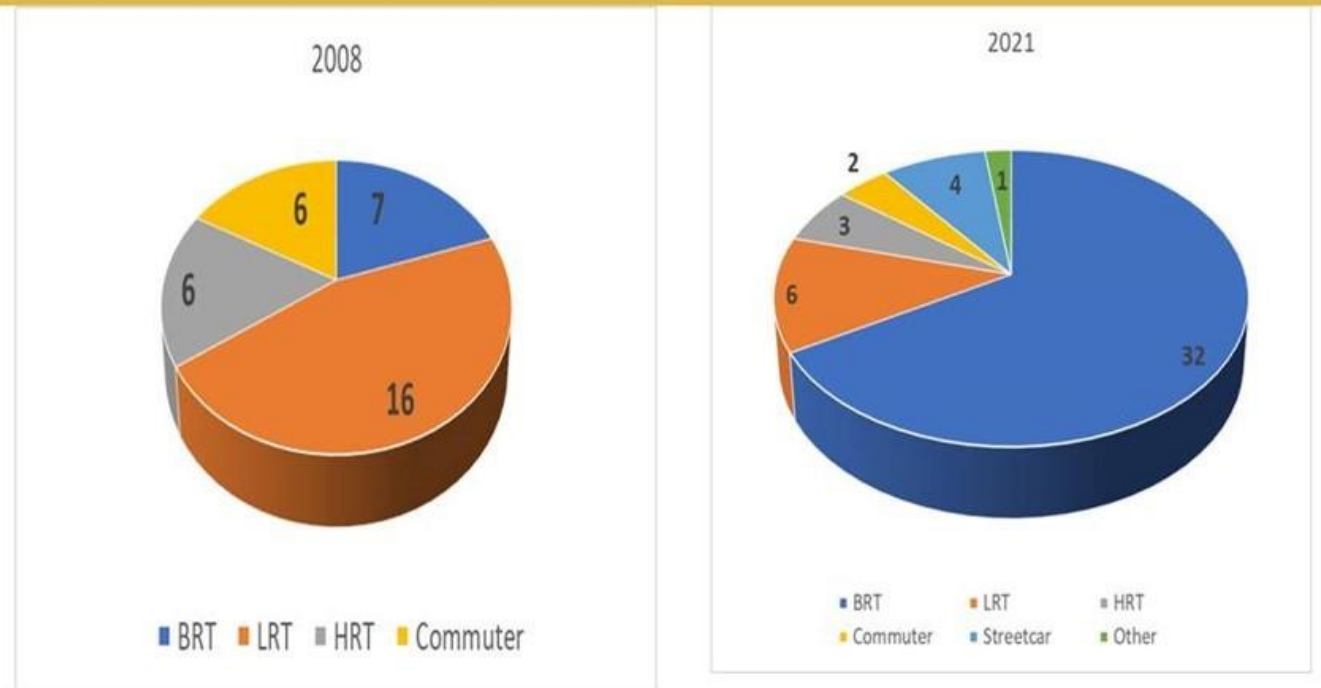
## Capital Investment Grant BRT Projects Since 2018

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| ▪ Lansing Laker Line                  | ▪ El Paso Montana Corridor            |
| ▪ Jacksonville First Coast Flyer East | ▪ St. Petersburg Central Avenue       |
| ▪ Kansas City Prospect MAX            | ▪ Miami South Corridor                |
| ▪ Everett Swift II                    | ▪ Milwaukee East-West BRT             |
| ▪ Indianapolis Purple Line            | ▪ Indianapolis Purple Line            |
| ▪ Albuquerque Rapid Transit           | ▪ Ogden – Weber State Corridor        |
| ▪ Minneapolis Orange Line             | ▪ Vancouver (WA) Mill Plain Corridor  |
| ▪ Reno Virginia Street Extension      | ▪ Albany Washington Western           |
| ▪ Spokane Central City Line           | ▪ Seattle Madison Street              |
| ▪ Portland Division Street            | ▪ San Bernadino West Valley Connector |
| ▪ Albany River Corridor/Blue Line     | ▪ Everett Swift Orange Line           |
| ▪ Jacksonville Southwest Corridor     |                                       |

# Competing for Federal Funding

- In 2008, nearly one half of FTA's pipeline of projects was LRT, and there were only 7 BRT projects being considered for funding
- As of January 2022, almost two-thirds of the pipeline is BRT projects. Meanwhile, only 6 light rail projects are under development in the US
- FTA has funded 23 BRT projects since 2018
- Why?

Growth of CIG-funded BRT





# A Center-Running Gold Standard BRT



## 1. More Money for More Stuff:

BRT costs a lot less than rail, so there's money available to build needed features to make the Campbellton Community Investment Corridor a Main Street for Southwest Atlanta.

## 2. Faster:

18 minutes travel time, 35% faster than Route 83 and similar travel time as rail.

## 3. Mobility Choices:

5 miles of curbside dedicated bike lanes along majority of Campbellton Road and all new sidewalks, curb, and gutter.

## 4. Exceptional Design:

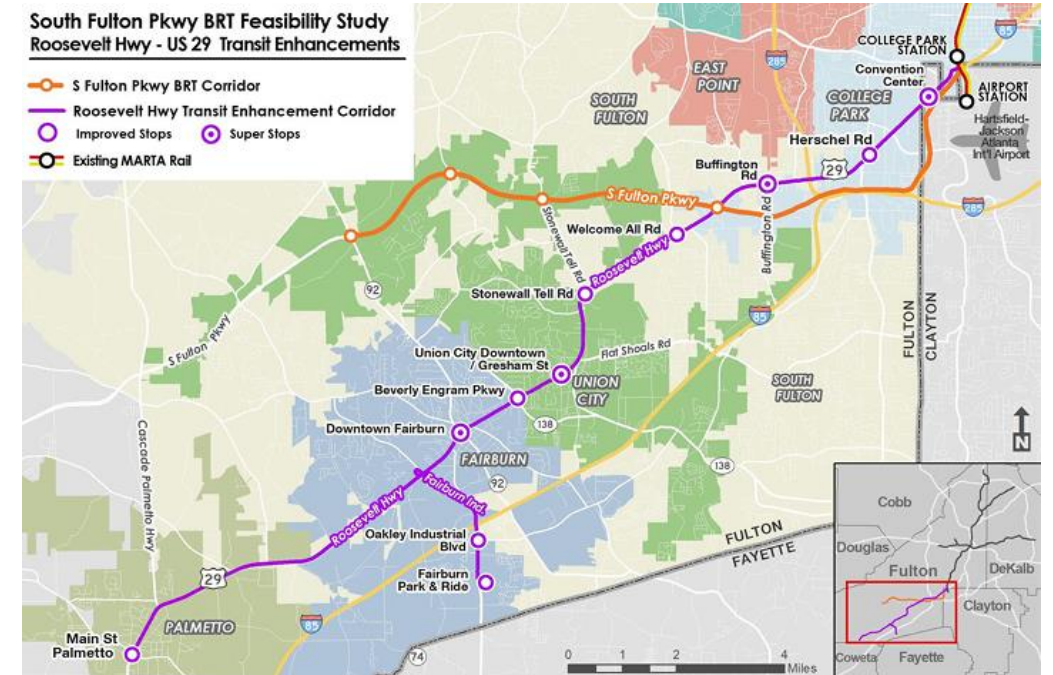
Center-running, gold standard BRT is a premium transit service, similar to rail.

## 5. Quick Completion:

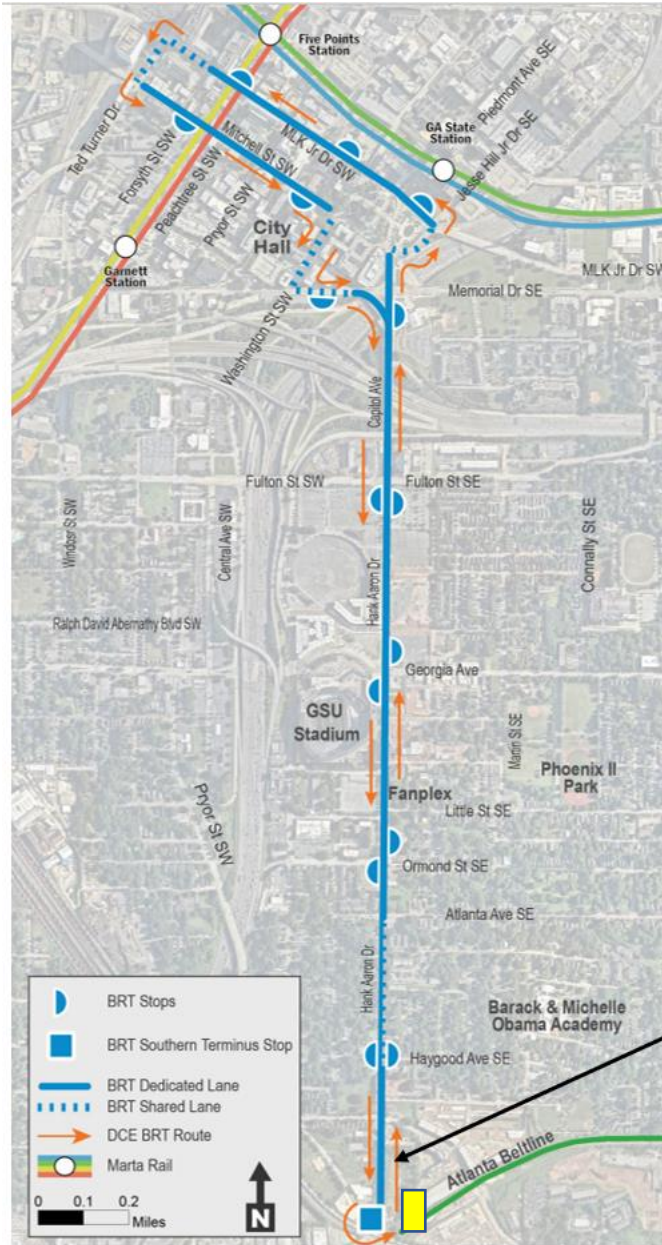
Can be delivered much faster than rail because it's simpler to construct and funding is easier to obtain.

# BRT Equity

- MARTA and other transit agencies worldwide are exploring BRT as an alternative
- MARTA is considering BRT alternatives in all its service areas, including:
  - Clifton Corridor (Atlanta, DeKalb, and Decatur)
  - GA 400 (Sandy Springs, Roswell, Alpharetta)
  - I-285 Top End Perimeter (DeKalb, North Fulton, and Cobb)
  - South Fulton







## Summerhill Bus Rapid Transit (BRT)



Rendering from Exact Capital  
Skyline Apartments

## With another \$100M, MARTA and Goldman Sachs double affordable housing assist

- Across from southern terminus of planned BRT - early investment ahead of transit
- First transaction of MARTA/Goldman Sachs TOD Affordable Housing Initiative
- \$90 million investment
- 250 affordable units
- Minority developer led project
- Initiative increased to \$200 million to fund more affordable housing

# Alignment and Stations

Neighborhood Residential



Community Activity Center



Neighborhood Activity Center



Regional Activity Center





# Center-Running BRT Renderings





# Center-Running BRT Renderings



# Campbellton Community Investment Corridor: *LPA Core and Supporting Features*

*(subject to funding/budget)*

- **Mobility**

- Center-running, electric BRT
- Include Greenbriar mobility hub into BRT as a superstation
- Fully improved street
- First-last mile improvements: sidewalks, bicycle facilities, and connection to the BeltLine
- Accelerated transit infrastructure improvements

- **Utilities**

- Place underground (except any high voltage)
- Replace and upgrade old wet utilities
- New roadway and pedestrian lighting

- **Place and Environment**

- Provide green stormwater infrastructure to improve the environment and public health
- Make Campbellton Road the authentic main street for southwest Atlanta

- **Transit-oriented Development**

- Coordination with City of Atlanta on land use policy and regulations to facilitate TOD and economic development
- Make Oakland City MARTA Station ready
- Income-qualified affordable housing set aside

- **Workforce**

- Pilot workforce development program with instructional institutions between MARTA, City, and others





# Other Investments in SW Atlanta

- Transit hub at Greenbriar
- HE Holmes Station Upgrade
- Oakland City Station Upgrade
- Safe routes to transit
- Enhanced connecting bus service





# Review of Most Recent Public Engagement



## Who Participated in the Survey?



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



**Employed**



**Commuters**



**Retirees**

**45%**  
**Prefer BRT** (421 of 938)



**43%**  
**Prefer LRT** (405 of 938)

About 10% (98 of 938) prefer other modes

## Modes of Transportation

**850**  
or about  
**90%**  
participants,

advocated for:



Wider/better  
sidewalk  
conditions



Separated  
bike lane/  
cycle tracks



Multiuse bike/  
pedestrian  
paths



Addressing  
existing  
issues

# Project Timeline



# NOTICE AND DISCLAIMER:

## This is a Complex Project

- As a project in the planning process, **information is subject to revision**
- Cost and funding assumptions are subject to **continuous validation and confirmation**
- Commitments are subject to MARTA Board and City of Atlanta **decision-maker approvals**
- Interested parties are **encouraged to participate** in the ongoing public process
- This project and package will **continue to evolve**, based on ongoing study, public input and decision-maker actions, including availability of funding