

March 7, 2022

Atlanta City Council
City of Atlanta
55 Trinity Avenue SW, Suite 2900
Atlanta, GA 30303-3584

Re: City Council Resolution #22-R-3059 and Campbellton Community Investment Corridor

Honorable City Councilmembers:

This letter is offered in response to Atlanta City Council Resolution 22-R-3059, adopted by City Council on February 7, 2022. We thank you for this opportunity to share more information about the Campbellton Community Investment Corridor project and MARTA's ongoing partnership with the City of Atlanta.

As you recall in 2016, the City of Atlanta voters approved a half-penny sales tax to fund transit improvements inside the city limits, which has been referred to as the More MARTA program. The ballot measure included a list of potential projects that the City and MARTA worked together to develop. After an extensive public engagement process, the City and MARTA agreed on a sequencing plan and a reduced project list, that was adopted by the MARTA Board in June of 2019. The sequencing plan, the roles and responsibilities and administration of the More MARTA Program was further memorialized in an Intergovernmental Agreement ("IGA") between the City and MARTA executed in 2020. Neither the IGA, the 2019 project and sequencing list nor the 2016 referendum set budgets, allocations or restricted funds to certain areas of the City.

Pursuant to the IGA and consistent with Federal Transit Authority ("FTA") requirements, once a potential project has been identified, it goes through a planning process. This general process must be respected to remain eligible for federal funding, comply with the National Environmental Policy Act ("NEPA"), and otherwise allow everyone process equity regardless of federal participation. The process involves a combination of technical work and public engagement that informs a policy choice of what and whether to design, fund and build by the transit agency. The technical work generally involves an alternatives analysis, which identifies and examines a reasonable range of alternatives, to include alignment and mode as the foundational features. Technical study and public engagement narrow the range of alternatives until a "locally preferred alternative" ("LPA") is identified as a staff-recommended draft. The MARTA Board, consistent with the agreed upon terms of the IGA, either approves the recommended LPA, selects a different alternative, directs staff to return with another option, or declines to advance the project.

Among the projects in the More MARTA program is a high-capacity transit option for Campbellton Corridor, which is among the most heavily used bus corridors in the MARTA service area. While light rail transit (LRT) is the City's original stated preference, as referenced above, all projects would require further study to determine appropriate mode and exact alignment.

When estimating the More MARTA program of projects, MARTA showed conceptual capital and 20-year operating estimates for the Campbellton Corridor project as follows:

- In 2018, MARTA's Board listed the amount of conceptual costs per project (that list did not indicate the total capital costs of projects). Campbellton transit corridor was subsequently programmed \$311 million in funds, which assumed LRT (capital and operations/maintenance) as the mode for the basis of the cost estimate. However, that did not commit to alignment, mode, or funding.
- In 2019, capital costs were estimated at \$337 million (in 2018 dollars) for LRT.
- In 2021, preliminary capital costs were estimated at \$338.8 million for LRT, \$100 million for curb-running BRT, and \$130 million for center-lane BRT—these estimates are a work in-progress and as such, not yet complete.

As of February 28, 2022, MARTA has expended \$3,633,540 in planning costs for the Campbellton Corridor. We estimate that an additional \$400,000 will be billed to MARTA in FY2022 for work performed in the months of January and February.

MARTA's project team has been working through the processes required to make the project eligible for funding from the Federal Transit Administration. After two years of analysis and public engagement, MARTA has concluded that center-running BRT provides the greatest mobility, faster, and for far less money, which makes available funding for additional, supporting features. This recommendation is based on a wide range of factors, including cost, time to delivery, and other benefits to the community besides the chosen transit mode. Adopting BRT as the mode for Campbellton will allow MARTA to deliver on the promise of better connectivity for southwest Atlanta into the heavy rail system faster and make available critical supporting features. Please see slide 4 of the attachment, which details the extent of this public engagement.

Currently, we are finalizing details on a total investment package to make Campbellton a vibrant main street for southwest Atlanta. **Details of the project elements specific to the Campbellton Corridor are included in the attached exhibit with a projected project cost of \$300 million.** If MARTA and the City of Atlanta agree on this investment package, it will advance further into the process and therefore each feature will gain more specificity, with the benefit of additional technical work and public input.

Further, MARTA's current planned investments in southwest Atlanta include, but are not limited to, the following transit projects, with an investment estimate approaching \$500 million:

- Gold Standard BRT from Oakland City station to the Greenbriar Mall site, including construction of a Greenbriar "Superstation" with enhanced amenities that would exceed the commitment for a transit hub at this location;
- An operating segment west of Greenbriar to the Barge Road Park and Ride facility, which may be phased;
- HE Holmes Station rehabilitation;
- Oakland City Station rehabilitation;
- Oakland City Station and Greenbriar Superstation Transit-Oriented Development (TOD) with at least 30% of units required as affordable housing when on MARTA property;
- Additional investment in Safe Routes to Transit, like sidewalks, accessible ramps and other accessibility needs surrounding the route and to other critical transit stops in Southwest Atlanta;

- Increased and enhanced bus service in the communities crossing and surrounding the corridor
- General infrastructure upgrades.

This approach, which is still subject to MARTA Board approval, was developed in partnership with the City of Atlanta based on thoughtful feedback received from Councilmembers Overstreet, Boone, Lewis and others. This package will require MARTA to commit resources from numerous MARTA programs and the pursuit of federal funding sources to meet the community's needs.

Please see the attachment to this letter for more information about the proposed program of projects for Southwest Atlanta, with the Campbellton Community Investment Corridor BRT as the core investment.

To fully execute on the Campbellton Community Investment Corridor for our residents, taxpayers, and customers, it will be critical for MARTA and the City of Atlanta to continue working together in a collaborative spirit. It is important to timely achieve consensus so MARTA may be in a position to request up to \$150 million in federal discretionary funds for this project to avoid adding a year and escalated costs to the project. We stand committed to doing so in moving forward.

Sincerely,



Collie J. Greenwood
Interim General Manager/CEO

Attachment:

Working draft of a slideshow for "Campbellton Community Investment Corridor: A Main Street for Southwest Atlanta"

cc:

Honorable Mayor Andre Dickens, City of Atlanta
MARTA Board of Directors
Lisa Gordon, Chief Operating Officer, City of Atlanta
Josh Rowan, Commissioner of Transportation, City of Atlanta

**Campbellton
Community
Investment
Corridor:**

A Main Street for
Southwest Atlanta



BRT: Light Rail on Tires

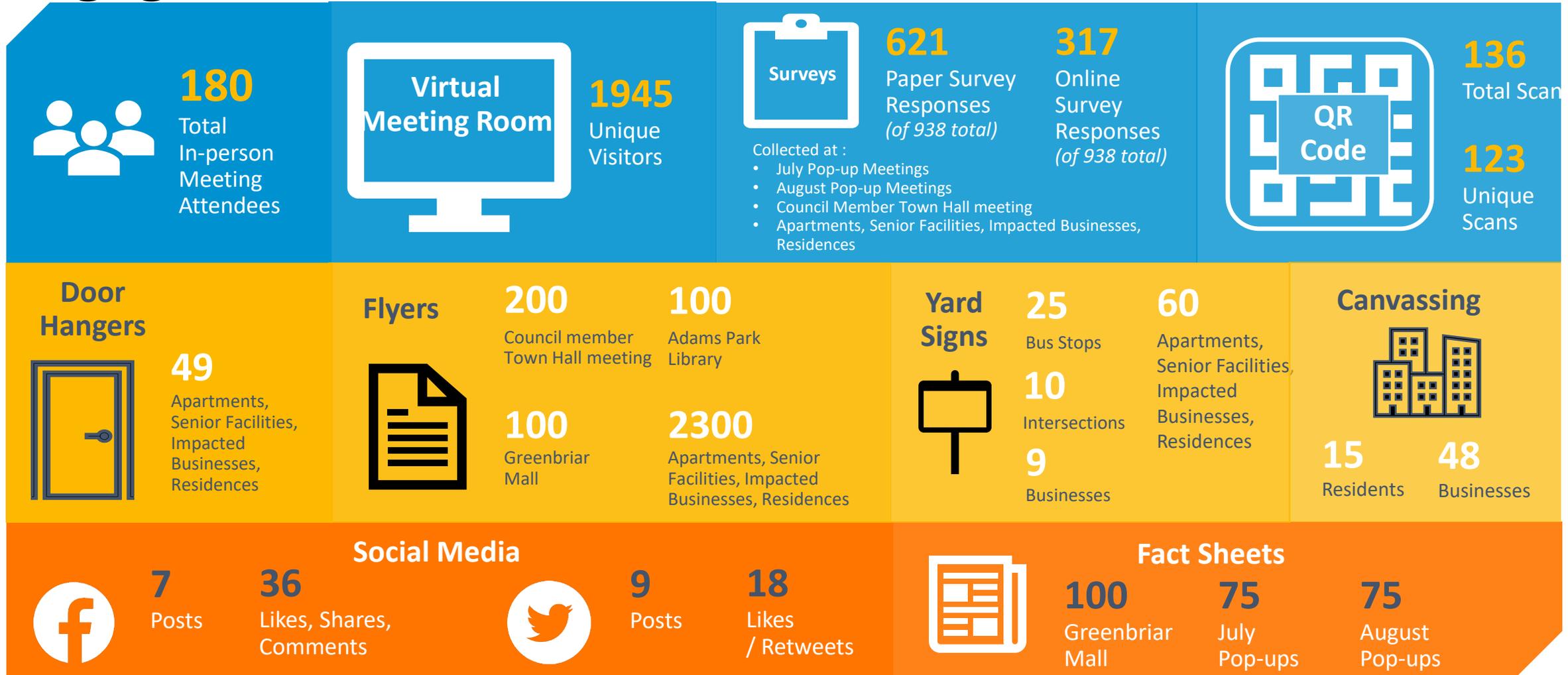
<https://www.youtube.com/watch?v=fh1laVmu3Y8>

15-minute video

Campbellton Community Investment Corridor: Background

- **2016:** More MARTA Ballot Measure
- **2019:** Sequencing Plan
- **2020:** Intergovernmental Agreement between MARTA and Atlanta
- **2019 – 2022:** Alternatives Analysis and Public Engagement process
- **2022:** Rollout and Adoption of a "Locally Preferred Alternative"

Campbellton Community Investment Corridor: Engagement



Key Comments

- The community is **excited** and **optimistic** about transit
- Love that rapid transit will **enhance connectivity**
- **Wider, safer sidewalks** are a priority
- Implement rapid transit as **fast as possible**
- Stakeholders want to see the **Livable Centers Initiative (LCI) plan visions** come to fruition. Projects should help **build neighborhoods**
 - Many stakeholders in the area are **open to redevelopment**
 - There should be a **range of policy options** and **collaborative partners**

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.

Performance Metrics *(working draft)*

LEGEND   

High Performing

Low Performing

	BRT Center Running 	BRT Curb Running 	Mixed LRT + Streetcar 	
Travel Characteristics				
	Trip Time (Route 83 current trip time 28 minutes)  18 minutes	 19 minutes	 16 minutes	
	Forecasted daily riders <i>(updating in progress)</i>  6,000	 6,000	 6,000	
Changes to the Corridor				
	Percentage of dedicated lanes  92%	 70%	 70%	
	Pedestrian and bike facilities provided	 7 miles of sidewalks	 7 miles of sidewalks	 1.6 miles of sidewalks
		 5 miles of dedicated bike lanes	 0.4 miles of dedicated bike lanes	 2.5 miles of dedicated bike lanes
	Reduction of speeding  13% reduction (to 22 mph)	 4% reduction (to 25 mph)	 16% reduction (to 21 mph)	
	Number of driveway closures  0	 21	 12	
Resources Required				
	Construction cost (YOES)  \$300+ million	 \$100+ million	 \$450+ million	
	Operating cost (YOES)  \$4.8 million annually	 \$4.9 million annually	 \$12.5 million annually	
	Year of Completion/Operation  2028	 2028	 2030s	

Alignment and Stations

Neighborhood Residential



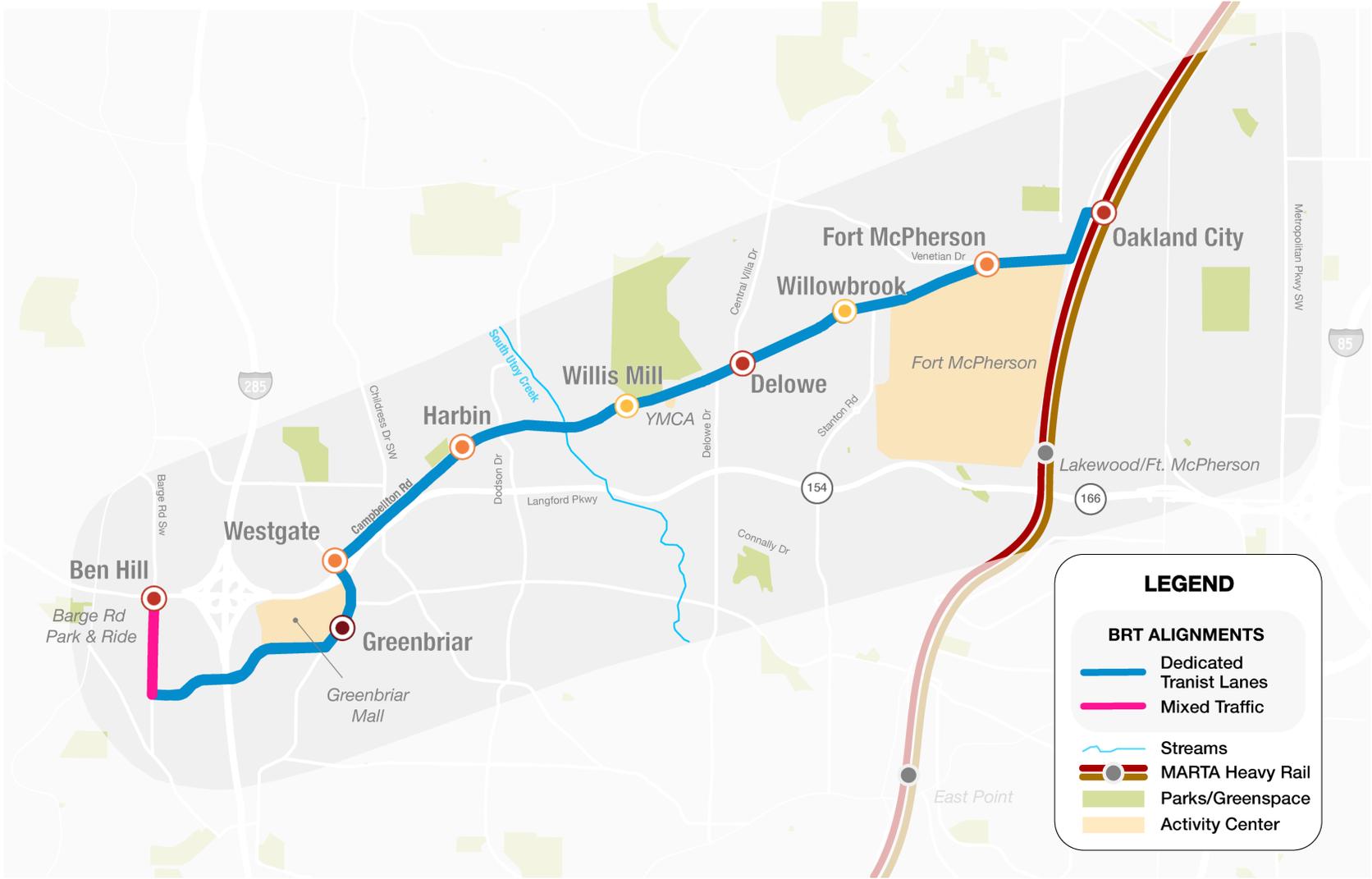
Neighborhood Activity Center



Community Activity Center



Regional Activity Center



Campbellton Community Investment Corridor: Exhibits



Campbellton Community Investment Corridor: Exhibits

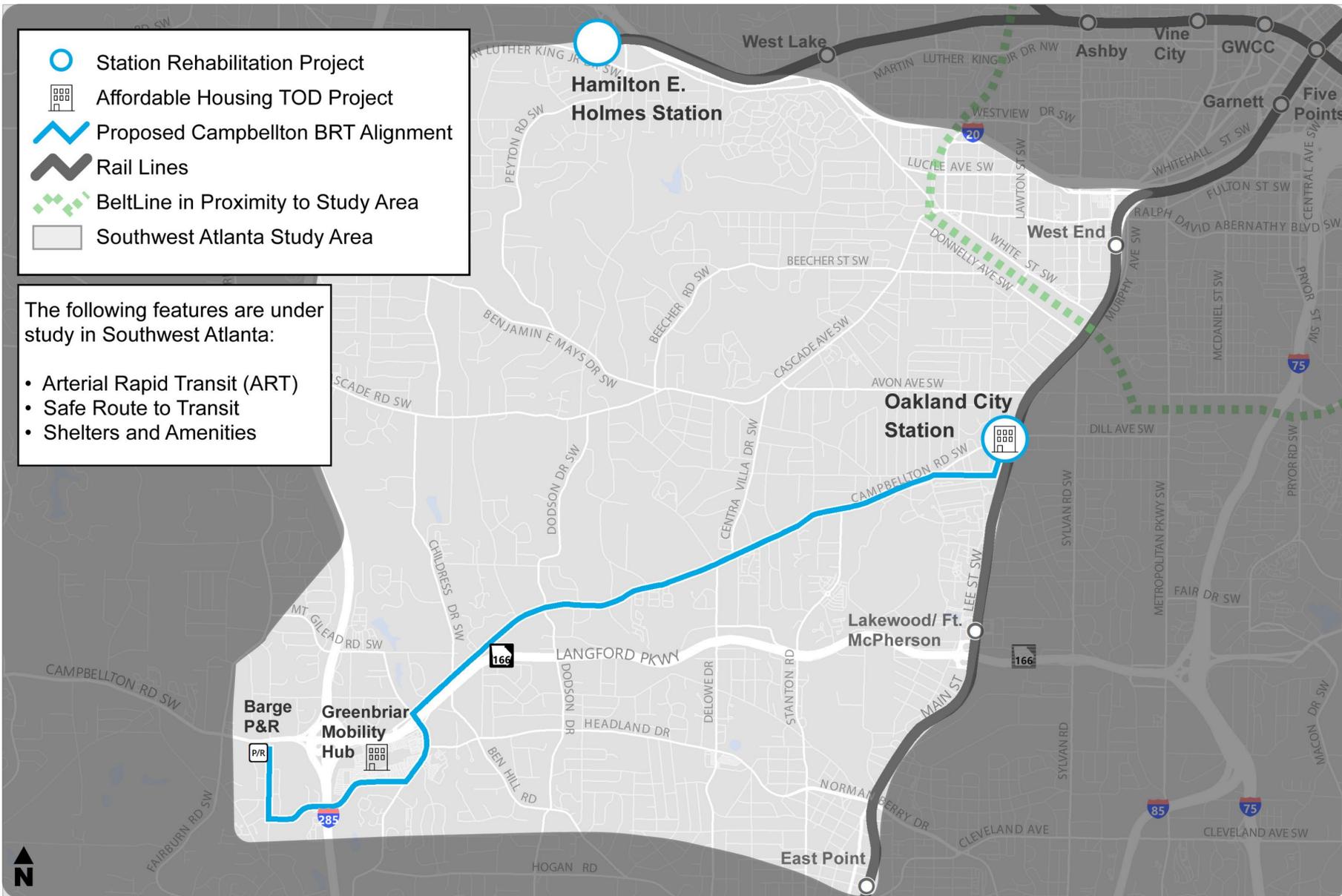


Campbellton Community Investment Corridor: LPA Core and Supporting Features *(subject to funding/budget)*

- **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

Campbellton Community Investment Corridor: Investment Estimate & Fund Sources *(working draft)*

Investment Feature	Estimate Cost (YOE\$)	Funding Source
BRT gold standard with Greenbriar Superstation	\$300M	<ul style="list-style-type: none"> • More MARTA • Other local funding sources • FTA Small Starts
HE Holmes Station Upgrade	\$25 - 40M	<ul style="list-style-type: none"> • Local MARTA
Oakland City Station Upgrade	\$25 - 40M	<ul style="list-style-type: none"> • Local MARTA
Oakland City & Greenbriar Stations TOD and Affordable Housing	\$25 - 50M	<ul style="list-style-type: none"> • Local MARTA • Local Atlanta
Safe Routes to Transit	\$10M	<ul style="list-style-type: none"> • Local MARTA • Local Atlanta
Arterial Rapid Transit	\$30M	<ul style="list-style-type: none"> • More MARTA • Local MARTA
Infrastructure Upgrades	\$30M	<ul style="list-style-type: none"> • Local Atlanta
TOTAL SW ATLANTA INVESTMENT	\$445 - 500M	<ul style="list-style-type: none"> • Federal, state and local



Southwest Atlanta Study Area

Campbellton Community Investment Corridor: Remaining Major Milestones

- **Spring 2022:** MARTA's Planning and Capital Programs Committee discusses proposed LPA prior to full Board (*work session only*)
- **Spring 2022:** MARTA Board decides LPA (*public hearing*)
- **Spring 2022:** MARTA submits request to enter project development to FTA, initiating the CIG Small Starts Grant Agreement process, just in time for FFY2024 budget process
- **2025 – 2028:** construction begins and finishes

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—speak up!*
- This project and package will continue to evolve, based on ongoing study, public input and decision-maker actions, including availability of funding*