



Transit Feasibility Study Summary and Recommendations

April 2019



BUILDING THE VISION

- **Vision Breakfast**

This kickoff event brought together key stakeholders to cast the vision and begin collaboration.



BUILDING THE VISION

- Vision Breakfast
- **Interviews with key stakeholders and agencies**

These small group meetings provided opportunities for meaningful input and dialogue.

Focus Groups:

- *Business and commerce*
- *Corporate footprint*
- *Economic development*
- *Education*
- *Health & wellness*
- *Local government*
- *Real estate development*
- *Regional agencies*
- *Transit agencies*
- *State governments*



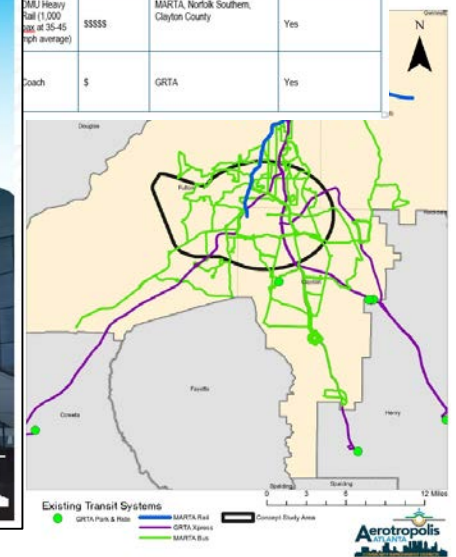
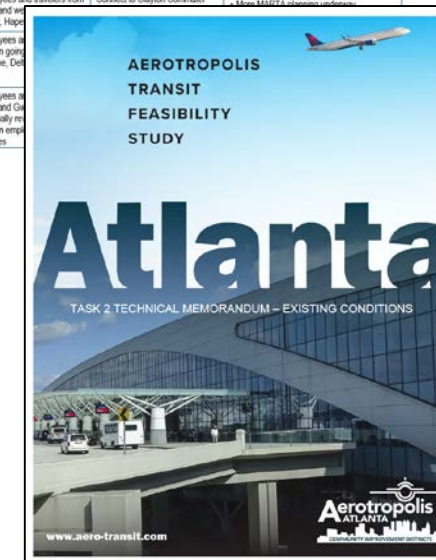
BUILDING THE VISION

- Vision Breakfast
- Interviews with key stakeholders and agencies
- **Data analysis**

The technical team analyzed existing and future travel needs and tested a range of potential transit solutions.

Transit Strategies

Strategy	Aerotropolis Users	Aerotropolis Connections	Considerations	Service Span	Vehicle	Capital Estimate	Partnerships	Federal Funding
Corporate Crescent Phase 1	Employees going to Airport, Delta, Porsche, etc. Inland to Domestic Terminal travelers - Inland Terminal Parking	Local access via stops along North Inner Loop Regional links at College Park ITC	- Major trip generators - Existing transit market - Improves access to jobs - ROW acquisition	~24h	Bus, BRT, LRT, Emerging	\$3 to \$555	Businesses, Cities of College Park and Hapeville	Yes
Corporate Crescent Phase 2	Future land uses southwest of Airport, residents of North Clayton	Local access via stops along Forest Pkwy and Riverdale Rd	- Future land use opportunity - ROW acquisition - Unproven demand	~24h	Bus, BRT, LRT, Emerging	\$3 to \$555	Future office or other land uses south of the Airport	Yes
Camp Creek Connector	Employees and travelers who could transfer at College Park Off-Airport parking users	Airport City (west) Retail on Camp Creek Access to Greenbriar ITC (future)	- Consolidates parking shuttle demand - Unproven demand	~24h	Bus, BRT, Skytrain, Emerging	\$3 to \$555	Private parking operators, Airport City	Yes
Riverdale Road ART	Employees and travelers from North Clayton	Connect to South Fulton BRT, access to College Park ITC	- Existing transit market - Improves access to jobs - Mixed traffic impacts travel time consistency	20h	Bus	\$	MARTA	Yes
South Fulton BRT	Employees and travelers from South Fulton and	Connect to Riverdale ART Access to College Park ITC	- Flexible implementation - Unproven demand	20h	Bus, BRT, LRT	\$13.5MM / mile	MARTA, Fulton County, GDOT	Yes
Metropolitan Play ART (Dogwood Dr)	Employees and travelers from south and west Airport, Hapeville	Connect to Clayton Commuter	- Existing transit market - Unproven demand			\$		
Clayton Commuter Rail	Employees going to Porsche, Delta	Connect to Clayton Commuter	- Existing transit market - Unproven demand			\$		
GRTA Xpress Expansion	Employees at Cobb and Gwinnett potentially via Clayton employee counties					\$		



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- Vision Breakfast
- Interviews with key stakeholders and agencies
- Data analysis

- **Technology review**

The team researched both traditional and innovative transit technologies.



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- Vision Breakfast
- Interviews with key stakeholders and agencies
- Data analysis
- Technology review
- **Innovation Summit**

Technology providers were invited to present their innovative solutions.



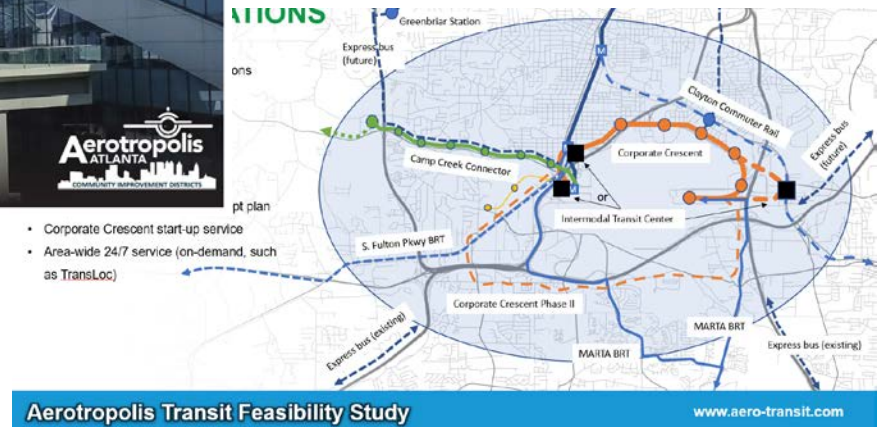
BUILDING THE VISION

- Vision Breakfast
- Interviews with key stakeholders and agencies
- Data analysis
- Technology review
- Innovation Summit
- **Formulate Recommendations**



Recommended Design Elements of an Intermodal Transportation Center

Experience	Information	Operations
Seating Areas	- Holistic Branding - Information and Schedules	- High-capacity Rail (MARTA) - Automatic People Mover (SkyTrain)
Lower Facilities	- System Map - Real-Time Display - Information Kiosk	- Bus Bay or Curb Extensions - Raised Platform/Level Boarding
Change	Naming Rights (Potential funding source)	- Off-Board Fare Collection - Pedestrian Connections
Vertical Installations		- Long-Term Secure Bicycle Parking - Bikeshare/Micro-mobility
Utilities		



TRANSIT NEEDS & OPPORTUNITIES

24/7 Transit Services



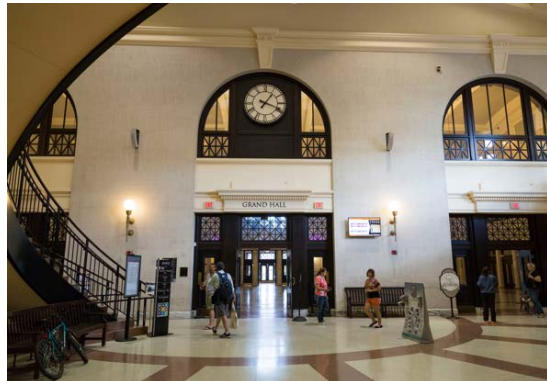
**Regular service
between town centers
and activity nodes**



Additional Bus Shelters



**Connectivity
between all modes
of travel**



More sidewalks



**More service
from south metro
communities**



OPPORTUNITIES FOR INNOVATION

Battery-electric is increasing in capability and availability, and will reduce operating costs and noise, and eliminate emissions.



On-demand capabilities allow users to order a trip from their telephone, computer or smart phone.

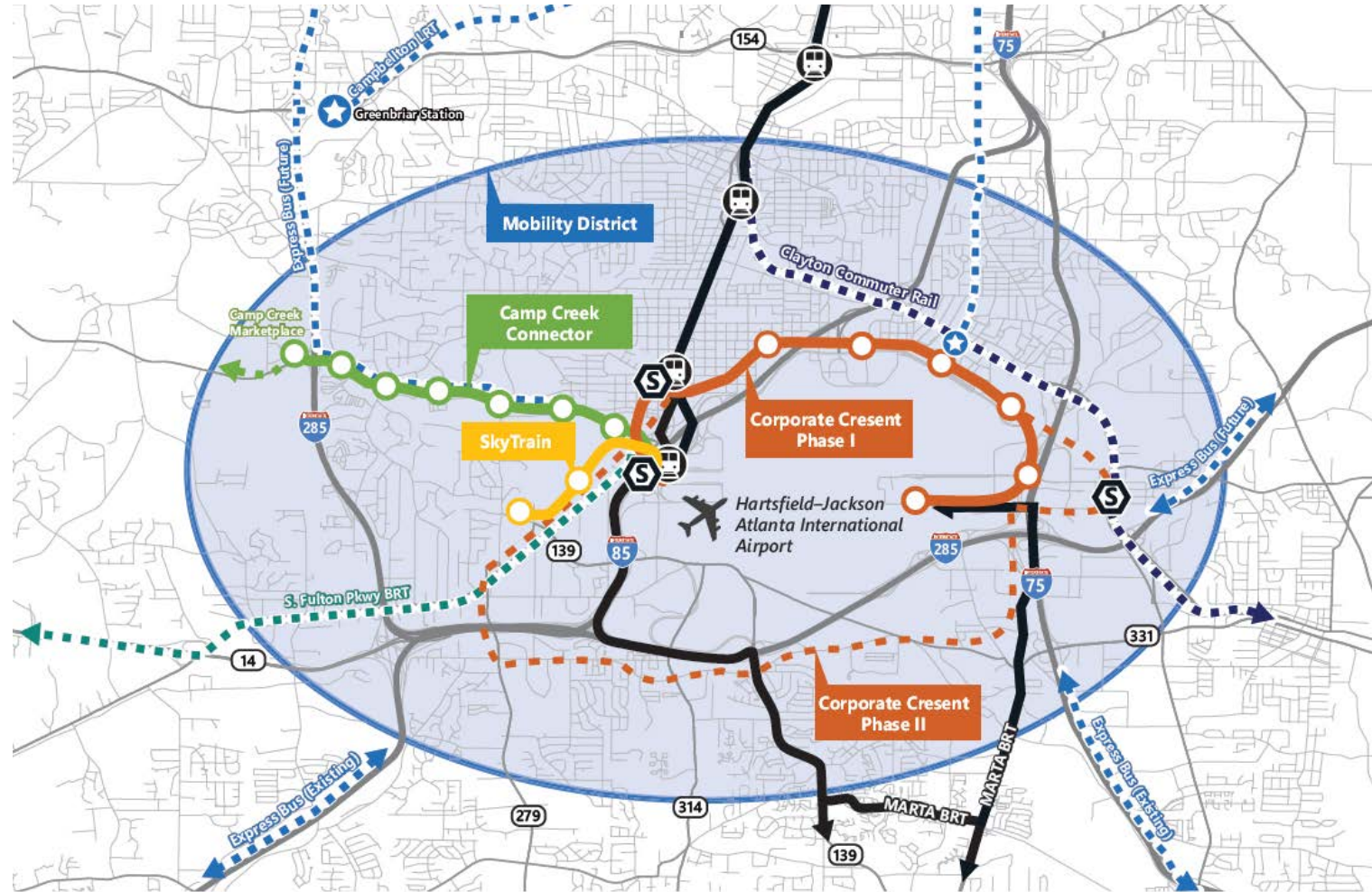


Self-driving (a.k.a. autonomous) vehicles of all shapes and sized will change the options available, improve convenience and reduce costs.



RECOMMENDED TRANSIT SYSTEM PLAN

- Two **Intermodal Transportation Centers** – will connect and allow quick transfers between all travel modes
- **Corporate Crescent** – will connect the domestic terminal to College Park, Hapeville, Delta, Porsche, Mountain View and the international terminal
- **Camp Creek Connector** – will connect destinations along Camp Creek Parkway from the airport to Marketplace
- **Mobility District** – will create an on-demand service to compliment MARTA local service
- **Connectivity** with MARTA's planned Clayton Commuter Rail, BRT and South Fulton BRT, and with GRTA's Xpress
- **Supporting elements** – bus and shuttle shelters, improved rider information, sidewalks and wayfinding





PROJECT TEAM

Gerald McDowell

Executive Director
gmcowell@aerocids.com
404-349-2211

Kirsten Mote

Program Director
kmote@aerocids.com
404-349-2211

CONSULTANT TEAM CONTACTS

Grady Smith

Project Manager
gsmith@vhb.com
404-214-6745

Tim Preece

Deputy Project Manager
tpreece@vhb.com
404-214-6745