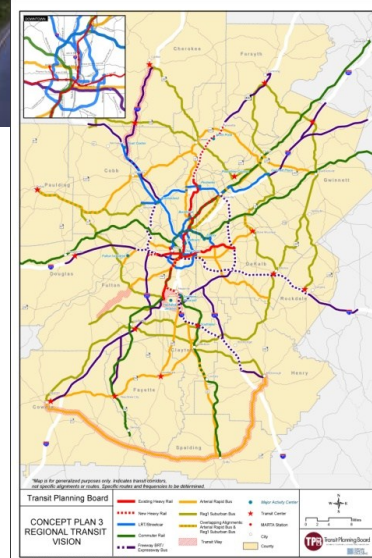


**Client: Transit Planning Board**  
**Location: Atlanta, GA**

The Transit Planning Board (TPB) was established to create and maintain a seamless, regional transit system for the Atlanta region and is a partnership of the Atlanta Regional Commission (ARC), Metropolitan Atlanta Rapid Transit Authority (MARTA), and the Georgia Regional Transportation Authority (GRTA). CTG was part of a consultant team hired to assist TPB in the development and advancement of a comprehensive regional transit vision plan that could be adopted by the Transit Planning Board of Directors and ultimately advanced through public acceptance, development of a regional financing plan, and implementation.



Key project tasks that CTG staff participated in include:

- The evaluation of 63 previous and current proposed transit projects. Projects were rated with regards to cost-effectiveness, performance effectiveness, land use linkages, environmental considerations and financial viability. Capital and O&M costs and ridership were estimated for projects that did not have recent cost or ridership estimates.
- An analysis of regional travel patterns for activity centers and the identification of primary and secondary regional travel corridors. Atlanta Regional Commission (ARC) person trip data was used to complete this task. Results from this analysis were used to develop a Framework System for the Regional Transit Plan.
- Development of three initial transit system concepts. These concepts were developed on the basis of the Framework System. Specific regional transit projects were identified for each concept plan. Costs (capital and O&M) and ridership potential were also determined. Order-of-magnitude ridership was estimated through transit network coding and running the ARC travel demand forecast model. The three concepts were presented and discussed at a Transit Planning Board of Directors Retreat.

The Concept Plan 3 was adopted by the Transit Planning Board of Directors in August 2008 and subsequently adopted by the regional planning partners. The multimodal plan includes MARTA heavy rail extensions, light rail and streetcar lines, commuter rail, and an expanded network of express, local and activity center circulator bus service. CTG also assisted TPB in refinements to O&M and capital costs for the plan. Since completion of this study, the Regional Transit Committee (RTC) of the ARC has been working towards advancing Concept 3 projects. A sales tax referendum is anticipated in 2012 that will fund many of the projects identified in the Concept 3 plan.