City of Atlanta Sales Tax Referendum
Draft Project List
**SB 369 Overview**

- Sales tax for up to 0.50% is allowed in the City of Atlanta for MARTA
- Purpose is to significantly expand MARTA transit service
- Concurrent with existing MARTA tax through 2057
- Must serve, in whole or in part, the City of Atlanta
- Receipts projected at $2.5 billion (2016$) over life of the tax
- Referendum in November 2016 or 2017
Potential Sales Tax Overview

- Proposed service options for a 0.50% sales tax in City of Atlanta
- Current MARTA initiatives are potential options to be included in the project list
- City of Atlanta will engage community stakeholders to fully develop the project list
- Final list of will be determined in coordination with the City of Atlanta
Project List Development Criteria

- Consistent with existing plans
- Maximizes multimodal connections
- Equitable distribution of projects
- Potential to leverage additional funding sources
- Comprehensive transit network
- Balanced investment in existing and expanded system
Potential High Capacity Improvements

- I-20 East Bus Rapid Transit
- I-20 West Heavy Rail Transit
- Northside Drive Bus Rapid Transit
- Atlanta Light Rail Transit
  - BeltLine Loop
  - Purple Line
  - Orange Line
- Clifton Corridor Light Rail Transit*

* Contingent upon funding agreement with DeKalb County for capital and operations and maintenance.
Potential High Capacity Improvements

- Capacity Improvements
  - Station Rehabilitation (Airport, Bankhead, CNN/Dome, GA State, H.E. Holmes, Inman Park, Vine City)
  - Infill Stations (Armour, Boone, Mechanicsville and Murphy Crossing)
  - Additional Railcars
  - Power System

- Station Enhancements
  - Aesthetics/Maintenance
  - Signage/Wayfinding
Potential High Capacity Improvements
Potential High Capacity Improvements
Alternative Option
Potential Bus Service Improvements

- Five (5) Arterial Rapid Transit Routes
  - Campbellton - Greenbriar Mall to Oakland City rail station
  - Cascade - Fulton Industrial Blvd to West End rail station
  - Cleveland - Jonesboro Rd and Browns Mill Rd to East Point rail station
  - Metropolitan - West End rail station to College Park rail station
  - Peachtree - Brookhaven rail station to Five Points rail station

- Two (2) Transit Centers
  - Greenbriar - Greenbriar Mall
  - Moores Mill - Bolton Rd and Marietta Blvd
Potential Bus Service Improvements

- **Frequent Local Service**
  - 15-minute peak; 30-minute off-peak service on Routes 12, 49, 51, 55 and 60

- **Supporting Local Service**
  - Increased service during off-peak to include midday, nights and weekends on selected routes

- **Community Circulator Service**
  - Six new neighborhood-friendly and activity center-oriented circulator routes
    - Ashview Heights/Mozley Park
    - Atlanta Medical Center
    - Castleberry Hill
    - Centennial Olympic Park
    - Elmco Estates
    - West Atlanta
Potential Bus Service Improvements
Potential Pedestrian Improvements

- Pedestrian/ADA/Bicycle Improvements
  - Arterial Rapid Transit Corridors
  - Station Areas
    - Ashby
    - Edgewood/Candler Park
    - H.E. Holmes
    - King Memorial
    - Oakland City
    - West End
    - West Lake
## Potential Program Summary

<table>
<thead>
<tr>
<th>Potential Program</th>
<th>Estimated Capital Cost (Base Year $ in Millions)</th>
<th>Estimated Annual O&amp;M Cost (Base Year $ in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Federal Share</td>
<td>Local Share</td>
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<tr>
<td>High Capacity Improvements</td>
<td>$3,207.4</td>
<td>$2,487.0</td>
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<tr>
<td>Bus Service Improvements</td>
<td>N/A</td>
<td>$63.8</td>
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<tr>
<td>Pedestrian Improvements</td>
<td>N/A</td>
<td>$11.6</td>
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<tr>
<td><strong>Total Estimated Cost</strong></td>
<td><strong>$3,207.4</strong></td>
<td><strong>$2,562.4</strong></td>
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## Next Steps

<table>
<thead>
<tr>
<th>Activity</th>
<th>Target Date</th>
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<tbody>
<tr>
<td>Adoption of the Project List by the MARTA Board</td>
<td>May 11</td>
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<tr>
<td>COA City Council Work Session Briefing</td>
<td>May 18</td>
</tr>
<tr>
<td>COA Public Meetings</td>
<td>May 25 &amp; 26 June 1 &amp; 2</td>
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<tr>
<td>Draft List Submitted to COA City Council</td>
<td>May 31</td>
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<tr>
<td>City Ordinance Adoption for November Referendum</td>
<td>By June 30</td>
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<tr>
<td>Final List Presented to COA City Council</td>
<td>July 31</td>
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<tr>
<td>Public Education and Outreach Campaign</td>
<td>July – November</td>
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<tr>
<td>Ads of Notice of Proposed Referendum</td>
<td>October 10 – October 31</td>
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<tr>
<td>Referendum Vote</td>
<td>November 8</td>
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<tr>
<td>Amendment to the RTCAA (with a positive referendum vote)</td>
<td>November – December</td>
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Discussion

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