



The Atlanta Streetcar: Laying the Tracks for a Better Future

Atlanta, Georgia USA

Atlanta is the capital of the US state of Georgia and the cultural and economic center of the Atlanta metropolitan area, home to 5,522,942 people and the ninth largest metropolitan area in the United states.



Atlanta, Georgia USA

The Metropolitan Atlanta Rapid Transit Authority or MARTA is the principal rapid-transit system in the Atlanta metropolitan area. It is the eighth-largest rapid transit system in the United States by ridership.

MARTA operates a network of bus routes linked to a rapid transit system consisting of 48 miles of rail track with 38 train stations. As of 2013, the average total daily ridership for the system (bus and rail) was 415,600 passengers.

MARTA has a fleet of 554 buses, 140 paratransit vans and 338 rail cars.





Addressing Atlanta's Critical Needs

- **Clogged roadways**
- **Crumbling infrastructure**
- **Limited commuting options**

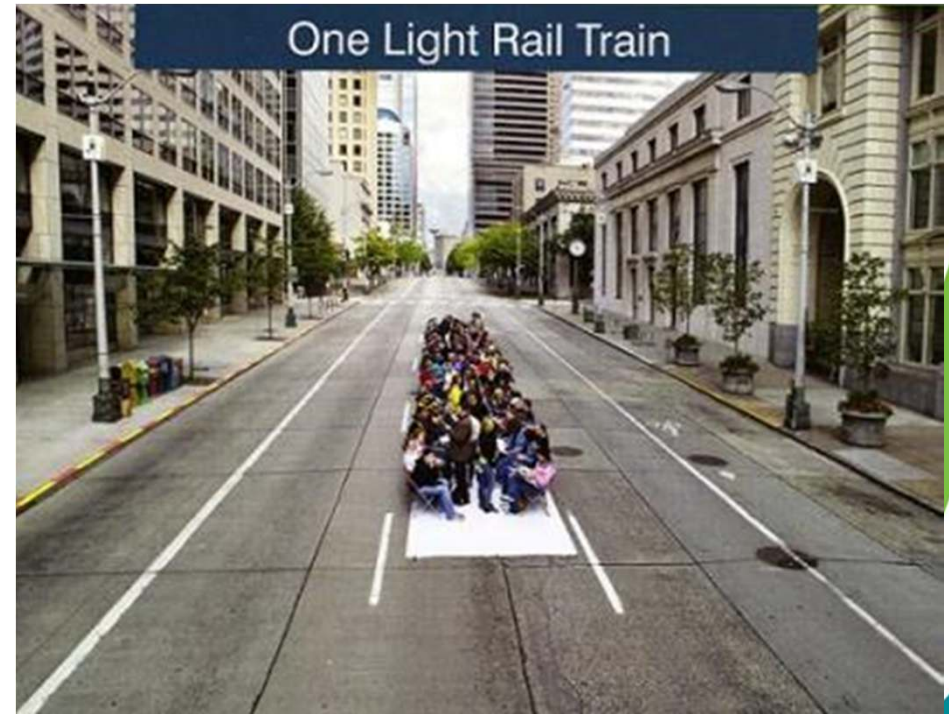
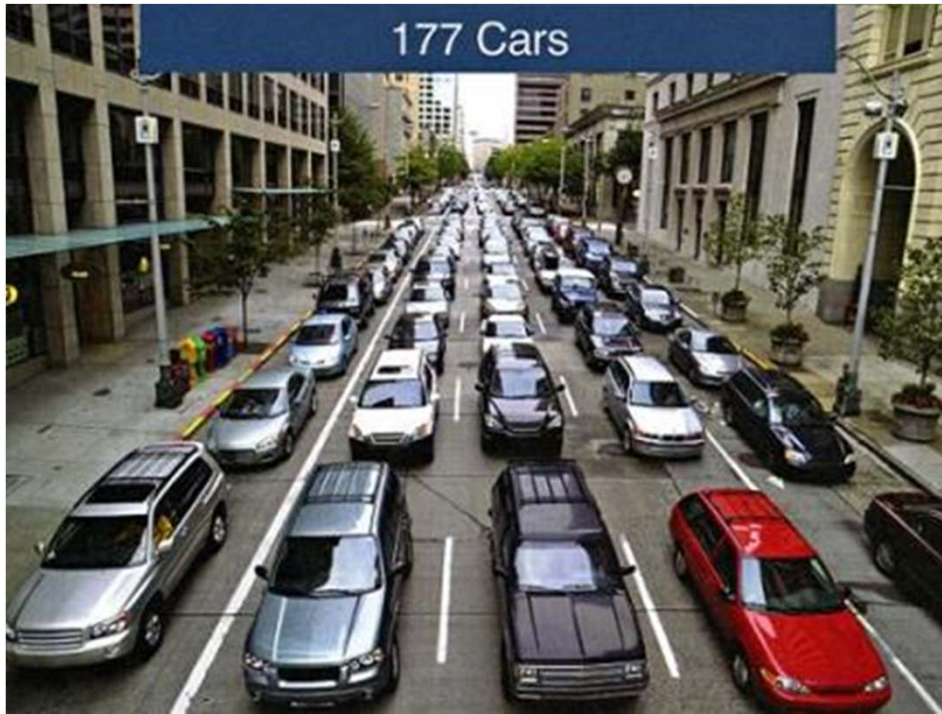


Dawning of a New Era

- **The Atlanta Streetcar will**
 - **Transform how we get around**
 - **Connect to existing transit**
 - **Make Downtown Atlanta safer, friendlier, more walkable**
 - **Build community**



The Atlanta Streetcar Story Continues



Reduce traffic congestion...

The Atlanta Streetcar Story



- 200+ miles!
- 97M passengers!
- Gone by 1949...



The Atlanta Streetcar Story

The first electric Atlanta streetcar launched its maiden journey Aug. 22, 1889. It took 15 minutes to reach Inman Park.

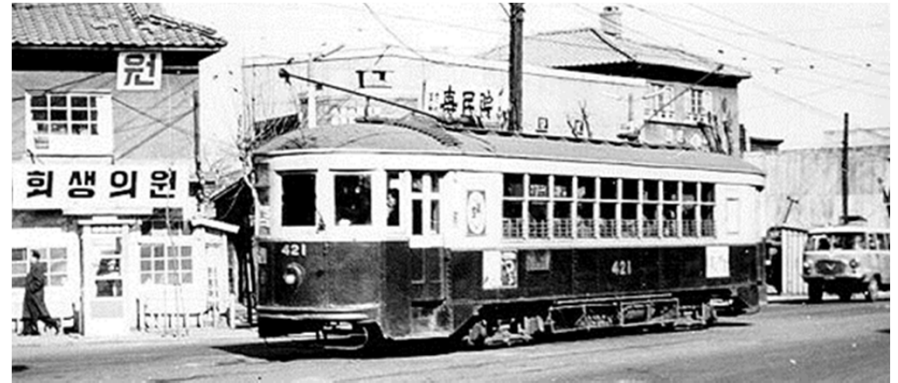


The line's former trolley barn on Edgewood near the Inman Park-Reynoldstown MARTA station, is now a venue for special events.



The Atlanta Streetcar Story

Many cars were sold to Korea and continued operation in Seoul and Pusan.



The Atlanta Streetcar Story

One original Atlanta Streetcar remains in the Shoreline Trolley Museum in East Haven Connecticut.



The Atlanta Streetcar Story

Families used the streetcar because they were fast, reliable, safe and inexpensive.

More and more businesses established themselves on the streetcar route.



The Atlanta Streetcar Story

Home nowadays need not be within walking distance of office and factory. It may be many miles away and still be served by the trolley car and all the electrical conveniences that yearly stretch further into the healthful countryside.

Developers used the streetcar to open up tracts of land for residential development.



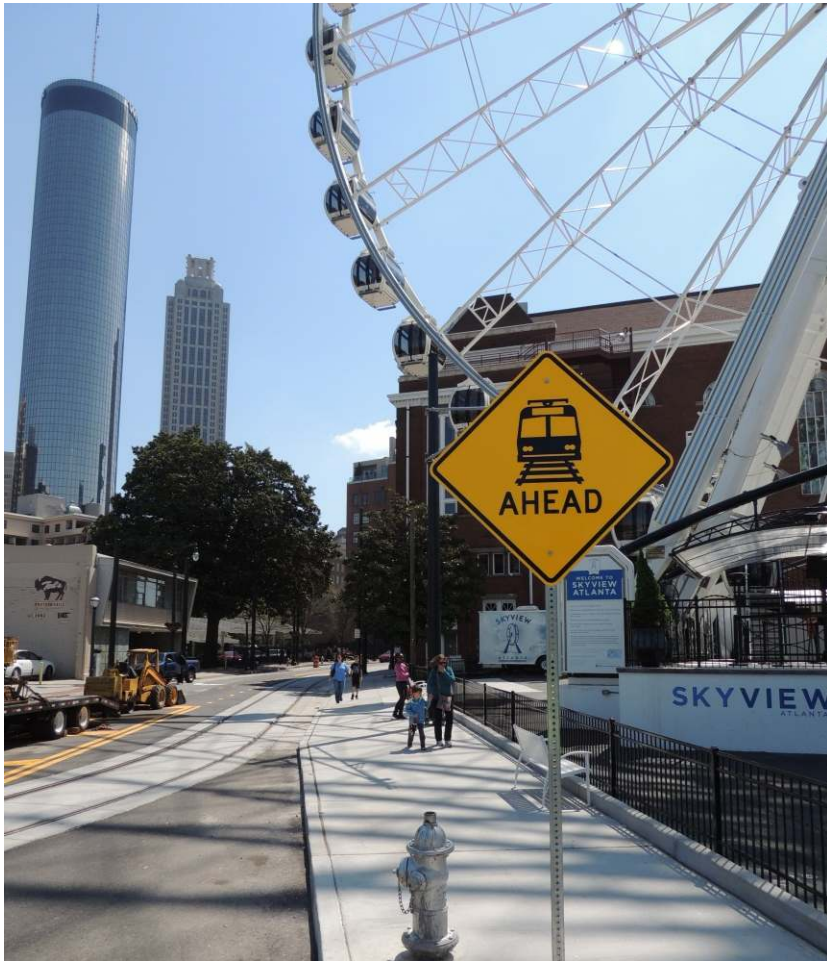
Offices and factories employing large numbers of people located their business on a streetcar route to ensure inexpensive, ready and convenient transportation for workers.

The Atlanta Streetcar Story

The end of streetcars?



The Atlanta Streetcar Story Continues



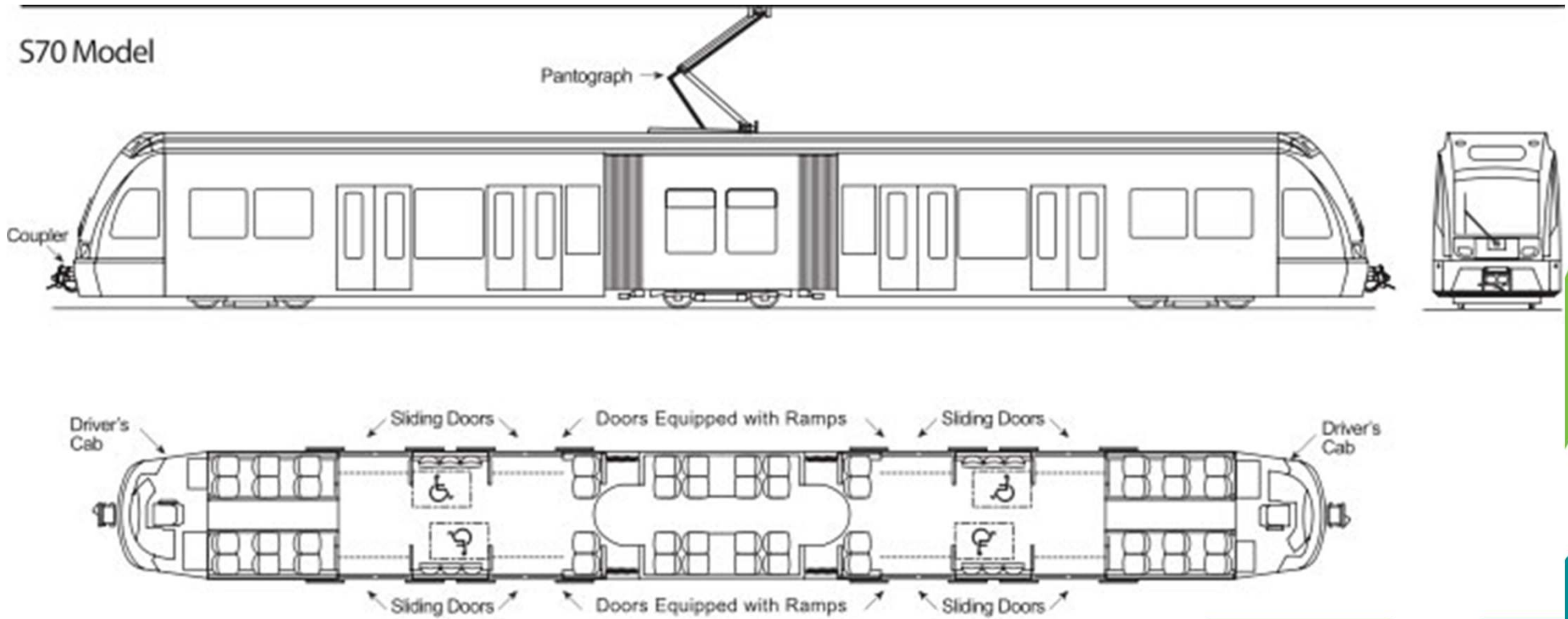
- **Phase 1: 2.7 mile loop**
- **Links historic sites and tourist attractions**
- **Transportainment**



The Atlanta Streetcar Story Continues



The Atlanta Streetcar Vehicle

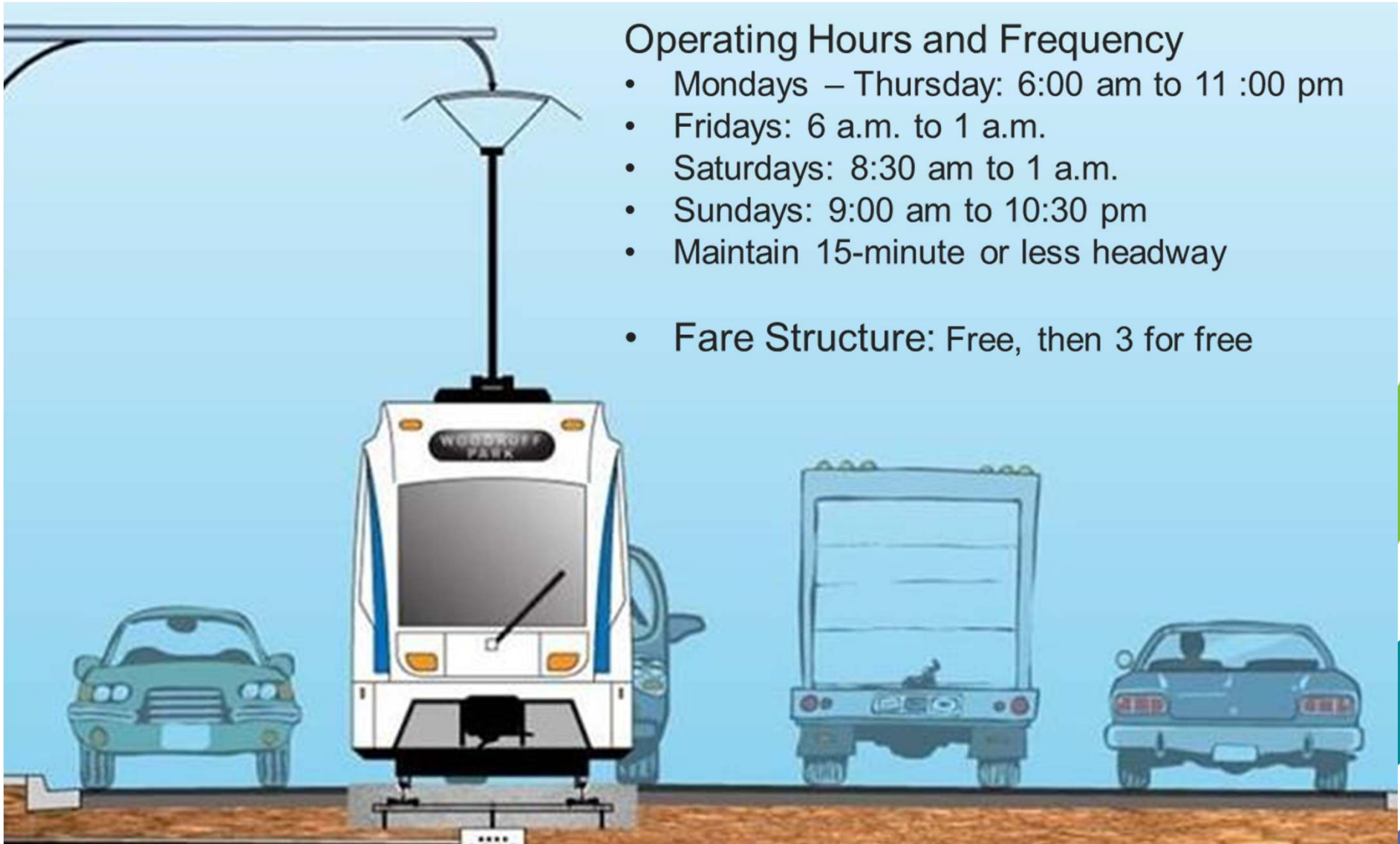


The Atlanta Streetcar Vehicle



- Retrofitted light rail vehicle – Siemens S70 Ultrashort
- 79.1' x 8.7' x 12.6'
- 60 seats, 195 total passengers
- 14" low floor design
- 35 mph max speed
- ADA/bike friendly
- Compatible with future Atlanta Beltline Streetcars
- Assembled in Sacramento and "Buy America compliant"

The Atlanta Streetcar Schedule & Fare



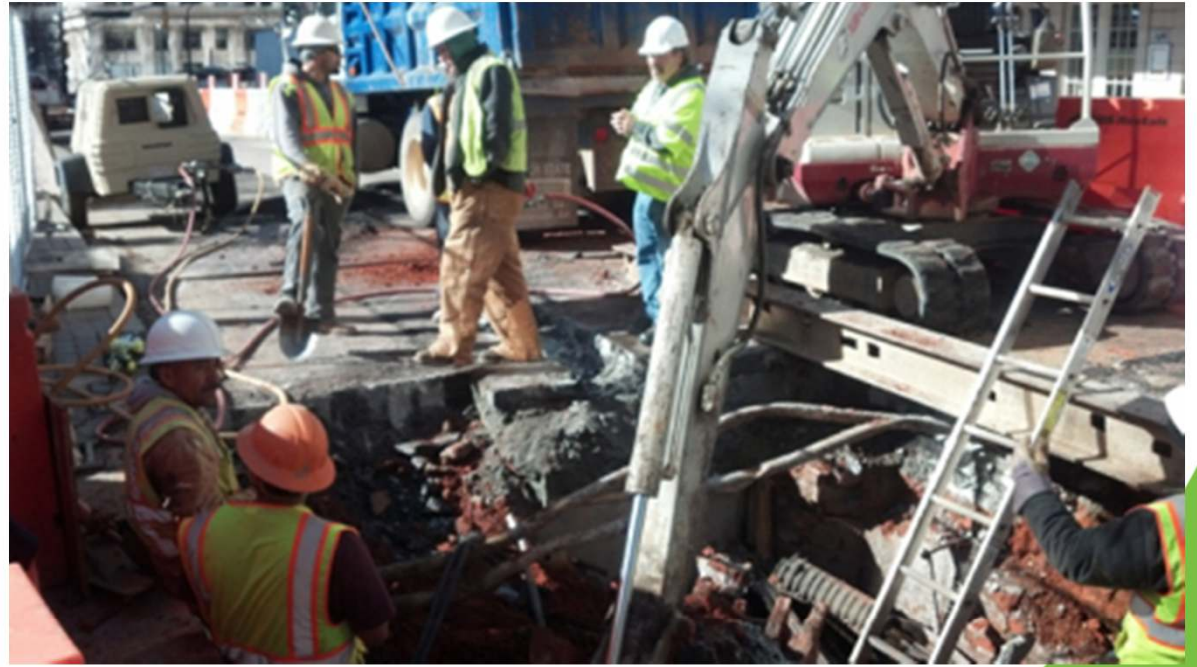
Operating Hours and Frequency

- Mondays – Thursday: 6:00 am to 11 :00 pm
- Fridays: 6 a.m. to 1 a.m.
- Saturdays: 8:30 am to 1 a.m.
- Sundays: 9:00 am to 10:30 pm
- Maintain 15-minute or less headway
- Fare Structure: Free, then 3 for free

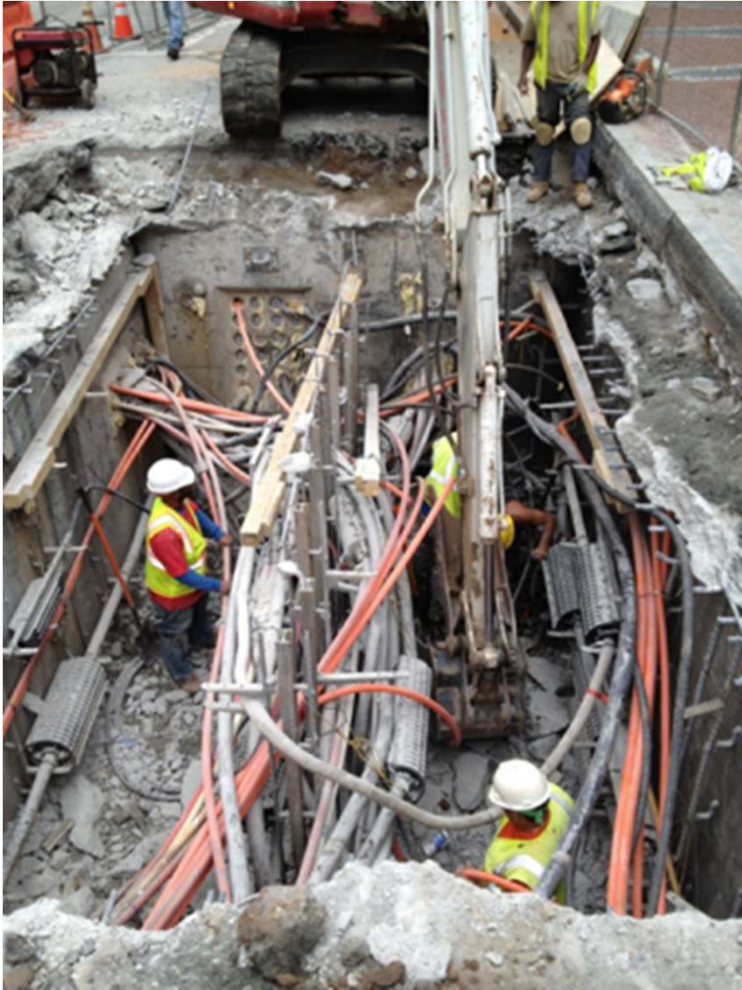
The Atlanta Streetcar Capital Budget

CATEGORY	CATEGORY NAME	ORIGINAL	DRAFT BUDGET REVISION
GA-79-0001 (TIGER II)			
10	Guideway & Track Elements	\$ 9,841,162	\$ 11,038,137
20	Stations, Stops	\$ 120,000	\$ 462,667
30	Support Facilities	\$ 6,443,811	\$ 5,557,892
40	Sitework & Special Conditions	\$ 5,720,302	\$ 546,169
50	Systems	\$ 10,449,383	\$ 7,652,344
60	ROW, Land, Existing Improvements	\$ 600,000	\$ 707,894
70	Vehicles (Federal)	\$ 8,768,189	\$ 9,677,208
80	Prof Services/Construction Admin./Project Management	\$ 16,243,510	\$ 27,311,494
90	Contingency	\$ 8,850,920	\$ 6,313,972
99	Escalation	\$ 2,230,500	
	Total GA-79-0001 TIGER II	\$69,267,777	\$69,267,777
COA	Local Vehicles	\$ 9,049,089	\$ 9,049,089
COA	Department of Watershed Management	\$ 8,000,000	\$ 8,000,000
GA-95-X020	Transit Enhancements (LCI)	\$ 5,086,100	\$ 5,086,100
GA-95-X019	Luckie Street Two-way(LCI)	\$ 1,251,750	\$ 1,251,750
IA/ARC-CMAQ	Transit Enhancements II - West		\$ 2,204,660
IA/ARC-CMAQ	Transit Enhancements II - East		\$ 4,051,066
	Total Atlanta Streetcar Project	\$92,654,716	\$98,910,442

The Atlanta Streetcar Construction - Complete



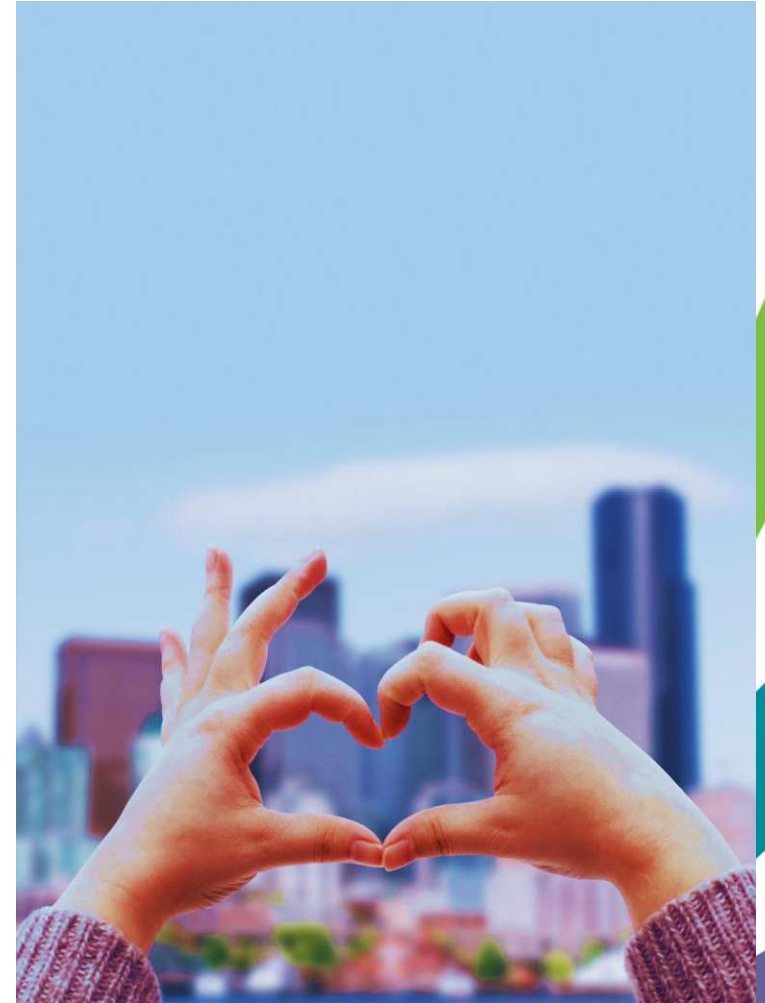
The Atlanta Streetcar Construction - Complete



Build Public Support

Extensive community participation to

- Focus
- Prioritize
- Develop shared goals



Build Political Support



Communicate: Tell Your Story Well and Often



CONSTRUCTION UPDATE SESSION

Join the
URS ATLANTA STREETCAR PROJECT TEAM
for an
ATLANTA STREETCAR CONSTRUCTION UPDATE

Learn more about the final stages of Goldensmy construction, the installation of the foundations and poles for the Overhead Catenary System (OCS) and the progress of major track work related to the Atlanta Streetcar.

Host
Riatta Center for the Arts
Georgia State University
80 Forsyth Street, N.W.
Atlanta, Georgia 30303

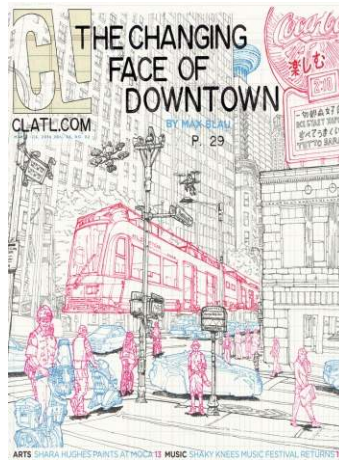
Wednesday, January 15, 2014
6:00 p.m. - 7:30 p.m.

ATLANTA STREETCAR CONSTRUCTION EMERGENCY HOTLINE
404 526 7276

ATLANTA STREETCAR PROJECT HOTLINE
404 588 9800

For more information visit:
www.theatlantastreetcar.com
www.facebook.com/atlantastreetcar
www.jaymiller.net/atlantastreetcar

ATLANTA STREETCAR logo and logos for marta and other partners.



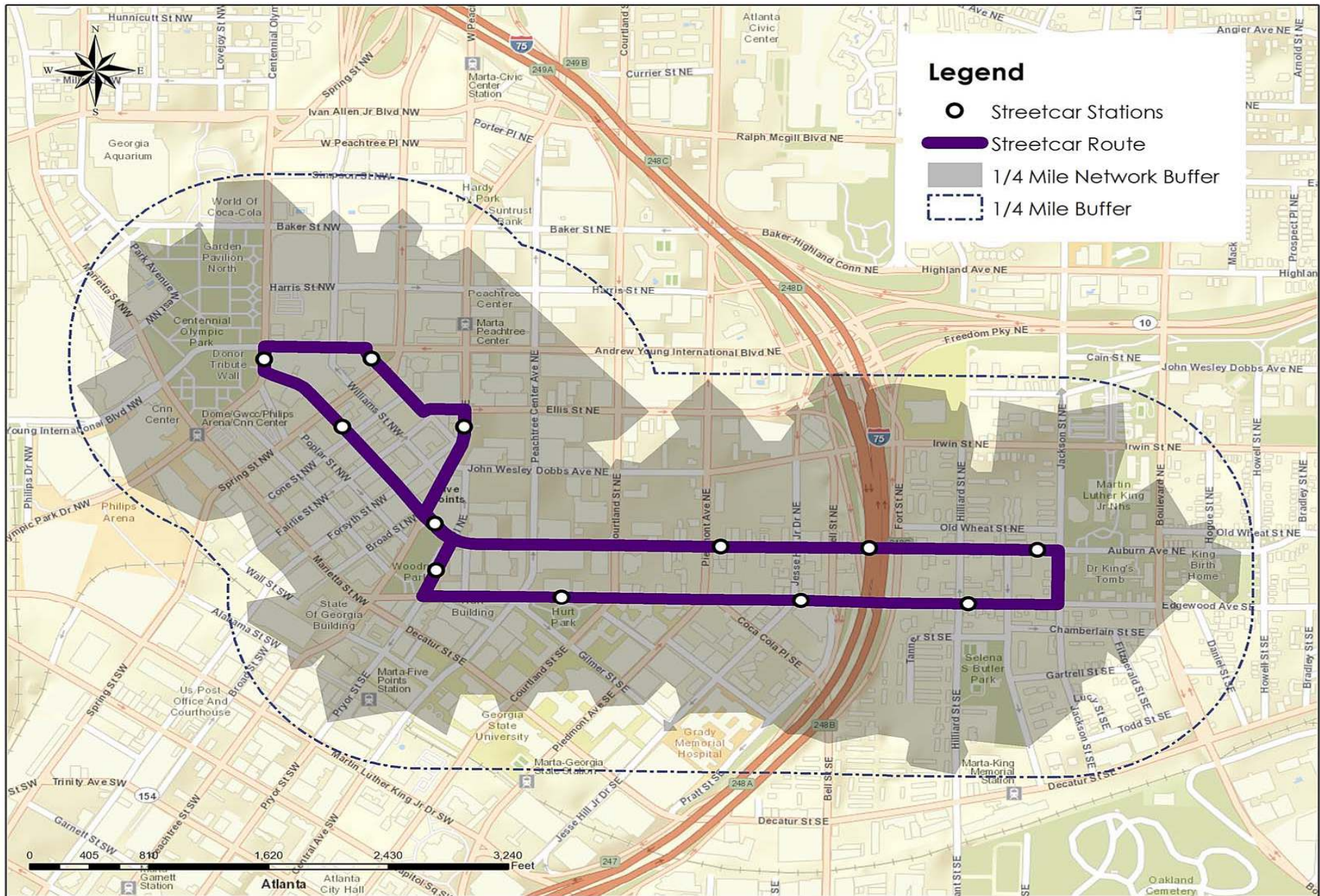
Keep Listening



Keep an Eye to the Future



Economic Development



Economic Development

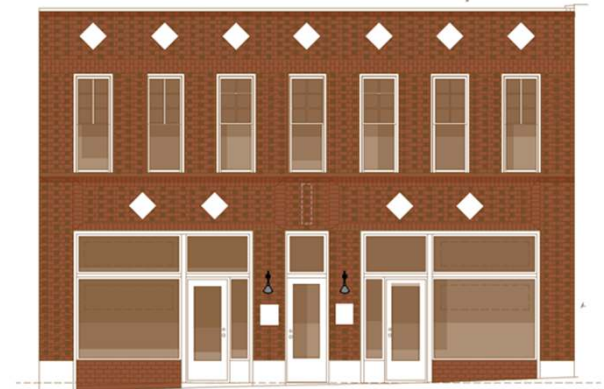
STATUS <i>(thru August 11)</i>	NO. PROJECTS*	VALUE
Completed <i>(since 2011)</i>	35	\$561 million
Under Construction	10	\$172 million
Subtotal	45	\$733 million
Planned / Proposed	24	\$511 million
TOTAL	69	\$1.244 billion



Economic Development

Recent Investment Announcements:


- Auburn Avenue Seafood at CityWalk/171 Auburn Avenue: *New full-service, sit-down seafood concept*
- Georgia Beer Garden at 420 Edgewood Avenue: *Renovation for a biergarten exclusive for Georgia breweries*
- 186-206 Edgewood Avenue: site development for 326 student housing units, 4,000 s.f. of ground floor retail and 150 parking spaces



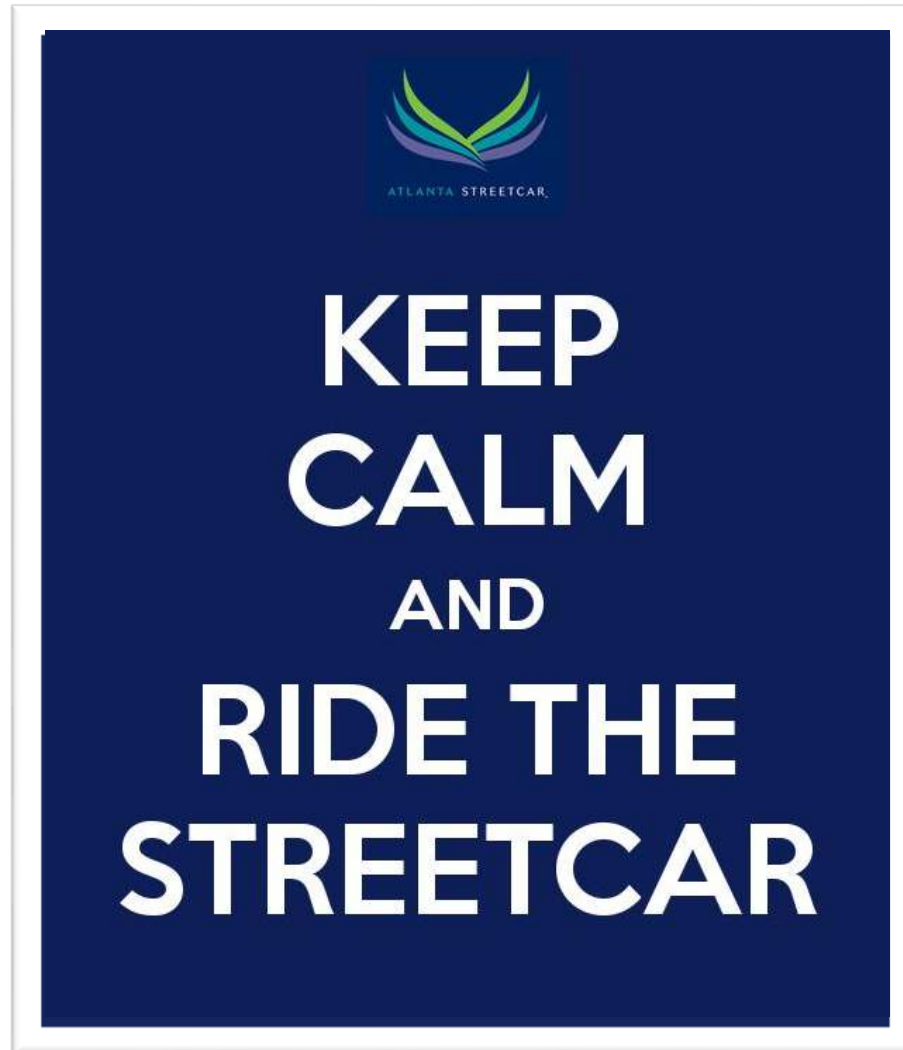
ATLANTA DAILY WORLD
CIRCA 1912

Economic Development

Planning, Policy and Public-Private Partnerships driving activity:

- **Sweet Auburn Works, Inc.**
Main Street Program established and gaining momentum
 - **M.L. King Jr. Landmark District Zoning Updates**
Adopted in June
 - **Invest Atlanta Façade Improvement Grants**
Award announcements in August
 - **Downtown Pop Up Retail Program**
 - **Downtown and Auburn Avenue Opportunity Zone**
\$3,500 tax credit for 5 years for net-new jobs for qualified employers
- 

What's next



ATLANTA STREETCAR OPENING IN 2014

