

VI. BUS RAPID IMPLEMENTATION PLAN

Project Sponsor

Metropolitan Atlanta Rapid Transit Authority (MARTA)

Project Type

Action Plan for Local Service

Project Team

URS Corporation

Purpose

Identify major travel corridors that are most applicable for Bus Rapid Transit (BRT). It is also intended to link key attractors and destinations along the corridor.



Status

In the winter of 2002, MARTA, with the assistance of the consulting team, identified major travel corridors within the MARTA service areas that are suitable for BRT. The selection was done based on conversation with the MARTA staff and also in applying the ARC travel demand model. Preliminary corridors in Fulton County included the following:

- City of Atlanta (Metropolitan Parkway/Northside Drive, Peachtree St, I-20 West, Campbellton Rd, Lakewood Freeway, Moreland Avenue, Memorial Drive)
- North Fulton (Roswell Rd, Alpharetta Highway, State Bridge Rd, Holcomb Bridge Rd, Johnson Ferry Rd, SR 400 and I-285)
- South Fulton (Campbellton Rd, Camp Creek Parkway, Roosevelt Highway, South Fulton Parkway)

After a series of stakeholder meetings held throughout the study area to elicit comments on the corridors and due to lack of funding, Memorial Drive (Avondale Mall to Stone Mountain Village) in DeKalb County was selected in the first phase of the implementation of the BRT. The selected corridor will also better address the goals and objectives of the BRT, increase transit capacity, support economic development, while minimizing impact on the natural environment. The anticipated benefits will be due to improvements in 1) traffic operations and management such as signal priority, queue jumpers, and far side stops, 2) speed and travel time savings, and 3) stations.

Occurrences during the third quarter of 2010

Service began on September 27, 2010.

Next Steps

TBD