



ATLANTA STREETCAR

# FACT SHEET

## Overview

Work to implement a modern streetcar transit system continues through the collaborative public-private partnership between the City of Atlanta (COA), the Atlanta Downtown Improvement District (ADID), and the Metropolitan Atlanta Rapid Transit Authority (MARTA).

The purpose of the Atlanta Streetcar project is to provide an integrated multi-modal, high-quality transit network that links communities, improves mobility by enhancing transit access and options, supports projected growth, promotes economic development and encourages strategies to develop livable communities.

On October 15, 2010 the City of Atlanta received notice of a pending federal funding award of approximately \$47.6 million to fund the East-West route of the Atlanta Streetcar. The total budget for the project is \$92.6 million and includes the following budget elements:

- \$21.6 million in capital match contributions from the City of Atlanta (\$15.6 million) and the Atlanta Downtown Improvement District (\$6 million).
- Early in the project - and not a requirement of the grant – the City decided to purchase two additional vehicles for a total cost of \$9.1 million, which allows for expansion of the system and increases frequency when warranted.
- An additional \$8 million allowance was provided by the Department of Watershed Management to relocate their public utility facilities in a prudent management decision to coordinate overall construction.
- By combining two separate projects sponsored by ADID and funded by a Livable Centers Initiative (LCI) grant from the Atlanta Regional Commission, an additional \$6.3 million was secured for the conversion of Luckie Street to two-way operation and transit enhancement projects along the route.

The proposed starter route will connect the Centennial Olympic Park area (home to the Georgia Aquarium, the World of Coca-Cola, the Georgia World Congress Center and the future National Center for Civil and Human Rights) to the Martin Luther King Jr. National Historic Site.

## Benefits of the Atlanta Streetcar Project

- The Atlanta Streetcar will provide missing circulation and direct connectivity to the existing transit services coming Downtown, as well as future commuter rail and regional light rail, including the Atlanta BeltLine. The Atlanta Streetcar also provides intercity and high-speed passenger rail services.
- It will provide enhanced mobility to transit-dependent populations.
- As experienced in other cities nationwide, the permanency of rail tracks has been shown to spur economic development:
  - In Portland, the streetcar catalyzed 140 real estate projects worth \$3.5 billion; following its construction, property values increased by approximately 50 percent.
  - In Seattle a \$51 million streetcar project (capital cost) led to 3.3 million SF of development.
  - By 2030, it is projected that Downtown Atlanta will experience 5.1 million square feet of retail absorption and an increase of approximately 4.4 million square feet of new office space thanks to the Atlanta Streetcar.
- Attractive, convenient service will increase transit ridership, foot traffic and customers for businesses near Centennial Olympic Park, Georgia State University, Edgewood and Auburn Avenue, and the Peachtree corridor.

## Project Characteristics

- East-West route = 2.7 track miles with 12 stops/stations (in design)
- Electric streetcar vehicle
- Shared with other traffic, on-street lanes
- Overhead power system (single trolley wire)
- 15-minute frequency (average)
- Operational costs to be covered by fare box revenue, advertising, ADID, Atlanta car rental and hotel motel tax and federal funds



## Atlanta Streetcar Frequently Asked Questions

### Which organizations are represented by the Atlanta Streetcar?

The Atlanta Streetcar project represents a collaborative effort by the City of Atlanta, the Metropolitan Atlanta Rapid Transit Authority (MARTA), the Atlanta Downtown Improvement District (ADID), the Federal Transit Administration (FTA), and U.S. Department of Transportation (US DOT) to bring to fruition transit infrastructure that will connect the metro area and the greater region.

### What exactly is a streetcar?

A streetcar can be broadly defined as any vehicle running on rails in city streets. For our purposes, a streetcar is a modern, electrically-powered vehicle operating on rails in a street lane with other vehicles. The Atlanta Streetcar will be a Siemens S70 vehicle and will be powered by a single overhead trolley wire.

### Why a modern streetcar?

The modern streetcar has proven to be a more sustainable and viable alternative to buses, with less noise and fewer emissions. The streetcar service will complement existing MARTA rail service by providing convenient trips along the streetcar corridor. The Streetcar will be compatible with the Breeze card system and will be integrated with MARTA and other transit services.

### What does the route for the streetcar look like?

The Atlanta Streetcar route will start at the Martin Luther King, Jr. National Historic Site (King Center) and end at Centennial Olympic Park.

### Why is the streetcar system important to regional transit?

The Atlanta Streetcar will provide improved connectivity between existing MARTA heavy rail, express bus services, planned light rail, and locations not well-served by transit today. The streetcar will serve as a circulator service within the heart of Atlanta as other elements of the state's mass transit and transportation infrastructure are also completed, such as the Downtown Multi-Modal Passenger Terminal and other projects identified in the region's long-range Concept 3 Transit Vision Plan.

### Who supports the Atlanta Streetcar?

Atlanta Streetcar's TIGER application included more than 30 letters of support from the Atlanta business community, as well as metro area economic development, environmental and transportation organizations. The project also received letters of support from Congressman John Lewis, Senator Saxby Chambliss and Senator Johnny Isakson.

### When would construction begin and how long will the plan take to implement?

Construction on the Atlanta Streetcar route began in early 2012 with scheduled service beginning in early 2014.

### What are some of the benefits of the Atlanta Streetcar?

The Atlanta Streetcar would have a beneficial impact on neighborhoods by providing a new transit connection between Downtown neighborhoods, community facilities, and regional tourist attractions in the study area. The streetcar will support existing neighborhoods and businesses, and as planned redevelopment.

### What are the proposed hours of operations?

The proposed schedule is from 5:00 a.m. to 11:00 p.m. weekdays; 8:30 a.m. to 11:00 p.m. Saturdays; and 9:00 a.m. to 10:30 p.m. Sundays.

## Resources & Links

City of Atlanta	<a href="http://www.atlantaga.gov">www.atlantaga.gov</a>
Atlanta Streetcar	<a href="http://www.theatlantastreetcar.com">www.theatlantastreetcar.com</a>
Atlanta Downtown Improvement District	<a href="http://www.atlantadowntown.com">www.atlantadowntown.com</a>
MARTA	<a href="http://www.itsmarta.com">www.itsmarta.com</a>
Facebook	<a href="http://www.facebook.com/AtlantaStreetcar">www.facebook.com/AtlantaStreetcar</a>