Town Hall Meeting
July 26, 2018
Welcome

A.J. Robinson
President

Central Atlanta Progress

Atlanta Downtown Improvement District
Thank You To Our Hosts

Craig Waters

Greg Green

www.MasqueradeAtlanta.com
Thank You To Our Sponsors
Agenda

- Public Safety Briefing
- Atlanta Super Bowl LIII Update
- Centennial Olympic Park Renovations
- More MARTA Presentation
- Program Updates
- Q&A
Public Safety Briefing

Erika Shields
Chief
City of Atlanta Police Department

Major Darin Schierbaum
Zone 5 Commander
City of Atlanta Police Department

David Wardell
Vice President, Operations and Public Safety
Atlanta Downtown Improvement District
Downtown Safety Report
1st six months of 2018

- COMNET
- Cameras/LPRs
- Court Watch
Downtown Safety Report
Ambassador Force Focus

- Illegal Monetary Solicitation
- Larceny from Auto Prevention
- Homelessness Mitigation & Intervention
- Operation Shield–COMNET & Cameras
- Business Community Coordination for Atlanta Super Bowl LIII
Clean Car Campaign

Central Atlanta Progress/Atlanta Downtown Improvement District
Supports the City of Atlanta’s

Clean Car Campaign

ATTENTION!

DO NOT LEAVE VALUABLE ITEMS IN VEHICLES IN PLAIN SIGHT

- Laptop Computers
- MP3 Players
- Loose Change
- Bags or Boxes
- Purses or Wallets
- Cell Phones or Chargers
- Cameras
- GPS Devices

IN AN EMERGENCY, CALL 911

AtlantaDowntown.com
Brett Daniels
Chief Operating Officer
Atlanta Super Bowl LIII Host Committee
Atlanta Super Bowl Host Committee
CAP Meeting

July 26, 2018
Atlanta Super Bowl Host Committee

The Atlanta Super Bowl Host Committee serves as the liaison between the National Football League, the City of Atlanta and the local Atlanta community. Formed in 2017 as a 501(c)6 under the Championship Hosting Division of the Atlanta Sports Council, the Host Committee leads and coordinates the local activities and events that will enhance the Super Bowl LIII experience for the city, state and region. The Host Committee will leverage the Super Bowl as an opportunity to introduce the world to the culturally diverse and innovative spirit of Atlanta as well as create a lasting legacy of the game in our community.
Countdown to Kickoff: 192 days

- Atlanta’s evolution as a host city since hosting Super Bowl XXXIV in 2000
- Showcasing Atlanta’s culture through legacy initiatives and volunteer programs
- Quarterly NFL Production Meetings
- Estimated economic impact: $185 million
- Social impact: Legacy 53
Super Bowl LIII Footprint
## Super Bowl LIII Events

<table>
<thead>
<tr>
<th></th>
<th>Arizona 2015</th>
<th>Santa Clara 2016</th>
<th>Houston 2017</th>
<th>Minneapolis 2018</th>
<th>Atlanta 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stadium Campus / Adjacent</td>
<td>Off Campus</td>
<td>Stadium Campus / Adjacent</td>
<td>Off Campus</td>
<td>Stadium Campus / Adjacent</td>
</tr>
<tr>
<td>SBX</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Night</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Bowl Live</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday Night Party</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFL House</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFL Honors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accreditation Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GD Staff Check In</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFL Public Shop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Location Exp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OLE / DTV / Nomadic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NFL Tailgate Party</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GameDay Fan Plaza</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stadium Entries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>10</td>
<td>6</td>
<td>11</td>
<td>7</td>
</tr>
</tbody>
</table>
Volunteer Program

Team ATL

- 30,000 applicants to date
- Volunteers will serve as:
  - Airport
  - Downtown Ambassadors
  - Street Teams
  - Super Bowl LIVE
- 450 Volunteer Captains chosen based on previous volunteer experience
- 3,000 interviews completed to date
- Application deadline: July 31st

ATLSuperBowl53.com/volunteer

Warrick Dunn
Honorary Volunteer Captain
OUR MISSION:
To leverage Super Bowl LIII to create a lasting impact on communities throughout Atlanta

- BUSINESS CONNECT
- CAPITAL IMPROVEMENT PROJECT
- CIVIL RIGHTS & SOCIAL JUSTICE
- SUSTAINABILITY
- YOUTH ENGAGEMENT
Thank you!
Parker Hendricks
Marketing Specialist
Georgia World Congress Center Authority
Centennial Olympic Park transformations are underway!

Follow along with the progress on these social channels.

Centennial Olympic Park

@centennial_park

Georgia World Congress Center Authority

gwcca.org
1. **Sharing Our Roots**

The West Lawn Promenade will reinforce the park’s ties to the Centennial Olympic Games in Atlanta. Retooling the area with Olympic-themed features, plans call for an interactive medal podium plaza and three additional acres of greenspace for park visitors to enjoy.

Completed

2. **Promoting Our Legacy**

Andrew Young International Boulevard will be raised to plaza level using bricks purchased during the park’s 20th anniversary capital campaign. A new interactive Olympic ring feature will create a focal point at Centennial Olympic Park Drive.

Estimated completion: August 2018

3. **Outdoor Music Experiences**

The Southern Company Amphitheater will receive upgrades allowing the space to be flexible in hosting a variety of productions.

Estimated completion: December 2018

4. **A New Welcoming Oasis**

Water features along Centennial Olympic Park Drive will be extended to Baker Street corner, creating a welcoming entry point for guests visiting neighboring attractions. The Androgyne Planet sculpture will move to be prominently displayed on this corner.

Estimated completion: December 2018

5. **Honoring Courage**

A plaza on the northwest corner of the park will honor Paralympic athletes and the spirit of the 1996 Paralympic Games.

Estimated completion: December 2018
Phase 1: Completed April 2018

West Lawn Promenade
- Former site of the Metro Chamber building
- Created new entrance to the park
- 3 additional acres of green space
- Pole vault sculpture

Medal Podium Plaza
- Granite podiums representing the medals
- Repurposed granite was used in area around the podium
- Decorative paving and Olympic icon engravings
Phase 2: In Progress

Baker Street Corner

- Refreshing an existing entrance
- Will feature new water feature
- New location for the Androgyne Planet sculpture formally on North Lawn
Paralympic Plaza

• Site of the former admin/ops building
• Corner of Park Avenue West
• Honors athletes from the 96 Paralympic games
Andrew Young International Boulevard

• Closed to vehicular traffic
• Raised to street level using engraved bricks from the Adopt-A-Brick campaign
• The Spectacular, 10-foot-high interactive statue in shape of the Olympic rings, located at east entrance
• Bollards installed for safety
Ben Limmer
Assistant General Manager
MARTA
CENTRAL ATLANTA PROGRESS TOWN HALL MEETING
7/26/18
WHAT IS MORE MARTA ATLANTA?

• The largest investment in transit in the city in four decades
• Funded by a sales tax passed by Atlanta voters in 2016
• A partnership between MARTA and the City of Atlanta to invest $2.5 billion in transit expansion and enhancements
• Will be implemented over the next 40 years
• Introduces new proposed services and enhancements
  • Light Rail Transit
  • Bus Rapid Transit
  • Arterial Rapid Transit
  • New & Improved Rail Stations
PROGRAM DEVELOPMENT
PROGRAM HISTORY: HOW DID WE GET HERE?

- Compiled plans
- Conducted public outreach
- Developed project list
- Approved project list and guiding principles
- Vote and approval

2016

- Partnership formed between MARTA and City of Atlanta
- Public engagement and technical evaluation conducted

2017

- Proposed project list introduced
- Ongoing public engagement conducted
- Project list approval set for Fall 2018

2018
GUIDING PRINCIPLES

- Balance portfolio of transit projects using multiple transportation modes.
- Increase mobility for workers to and from major job centers.
- Enhance commute predictability with dedicated and managed lanes, and other technology.
- Create a layered, integrated transportation network.
- Prioritize city investments while integrating into regional transit networks.
- Enhance safety and access to transit centers and MARTA stations.
- Enhance ease of use and transfers within the network of transit options.
- Create last-mile connectivity via circulators, multi-use paths, and sidewalks.
- Partner with neighboring jurisdictions to leverage transit projects.

marta | more MARTA
HOW THE PROJECT LIST WAS DEVELOPED

• Evaluated long list of potential projects
  o Total cost $11.5B; $2.5B forecasted

• Technical Analysis
  o 14 measures used to evaluate projects
  o Evaluated costs/ridership/access to jobs/geographic distribution of projects

• System Planning
  o Expanding and enhancing services
  o Better connectivity

• Public Input
  o Surveys (bus service improvements, light rail projects)
  o Public meetings, community events, station pop-ups
PROGRAM BENEFITS

• Service to **126** Atlanta neighborhoods
• Increased access to more than **350,000** jobs
• **61%** greater access to transit for communities with large minority or low-income populations
• Connects to **77** medical facilities
• Connects to **115** schools
• Connects to **83** grocery stores
PROGRAM IMPLEMENTATION TO DATE
MORE MARTA ATLANTA SERVICE IMPLEMENTED

- New local and express bus routes
- New community circulators
- Increased bus service frequencies and service spans
- Bus frequencies better aligned with rail, for more seamless transfers
- Atlanta Streetcar Transition
PROPOSED PROGRAM LIST

- A BeltLine Northeast LRT
- B BeltLine Southwest LRT
- C Campbellton Rd LRT
- D Clifton Corridor LRT
- E Crosstown Downtown - East Extension
- F Crosstown Downtown - West Extension

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
PROPOSED PROGRAM LIST

- A BeltLine Northeast LRT
- B BeltLine Southwest LRT
- C Campbellton Rd LRT
- D Clifton Corridor LRT
- E Crosstown Downtown - East Extension
- F Crosstown Downtown - West Extension
- G Campbellton Rd BRT
- H Capitol Ave BRT
- I North Ave - Donald L. Hollowell Pkwy BRT
- J Northside Dr BRT

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
PROPOSED PROGRAM LIST

A BeltLine Northeast LRT
B BeltLine Southwest LRT
C Campbellton Rd LRT
D Clifton Corridor LRT
E Crosstown Downtown - East Extension
F Crosstown Downtown - West Extension
G Campbellton Rd BRT
H Capitol Ave BRT
I North Ave - Donald L. Hollowell Pkwy BRT
J Northside Dr BRT
K Peachtree Rd ART
L Cleveland Ave ART
M Metropolitan Pkwy ART

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
PROPOSED PROGRAM LIST

A BeltLine Northeast LRT
B BeltLine Southwest LRT
C Campbellton Rd LRT
D Clifton Corridor LRT
E Crosstown Downtown - East Extension
F Crosstown Downtown - West Extension
G Campbellton Rd BRT
H Capitol Ave BRT
I North Ave - Donald L. Hollowell Pkwy BRT
J Northside Dr BRT
K Peachtree Rd ART
L Cleveland Ave ART
M Metropolitan Pkwy ART
N Frequent Local Bus Service

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
PROPOSED PROGRAM LIST

A BeltLine Northeast LRT
B BeltLine Southwest LRT
C Campbellton Rd LRT
D Clifton Corridor LRT
E Crosstown Downtown - East Extension
F Crosstown Downtown - West Extension
G Campbellton Rd BRT
H Capitol Ave BRT
I North Ave - Donald L. Hollowell Pkwy BRT
J Northside Dr BRT
K Peachtree Rd ART
L Cleveland Ave ART
M Metropolitan Pkwy ART
N Frequent Local Bus Service
O Greenbriar Transit Center
P Moores Mill Transit Center
Q Station Improvements

Legend
- City of Atlanta
- Existing Streetcar Route

Note: Assume 50% federal match for major capital projects
WE WANT TO HEAR FROM YOU

Your input has helped us develop the More MARTA Atlanta program from the beginning. Now we need your feedback on the proposed project list.

Visit itsmarta.com/moremarta to:
- Take the survey
- Learn more about the program and projects
- Check out the outreach calendar and visit us at an upcoming event
MORE MARTA OUTREACH EVENTS TO DATE

12 COMMUNITY EVENTS

1100+ SURVEYS Completed

7 STAKEHOLDER MEETINGS

21 LIBRARY OUTREACH

5 MARTA STATIONS
1 FARMERS MARKET

7 NEIGHBORHOOD PLANNING UNITS

Data as of 7/20/18
UPCOMING MORE MARTA OUTREACH EVENTS

- **18** Stakeholder Meetings
- **5** Community Events
- **4** Community Forums
- **6** Neighborhood Planning Units
- **TBD** Station & Bus Route Outreach

Data as of 7/20/18
PROGRAM NEXT STEPS

• Program approval in fall
• Program projects
• Prepare funding plan
• Initiate project development
• Community education throughout program
STAY CONNECTED

• Follow us on social media:
  @MARTASERVICE  /MARTAtransit  @marta_explorer

• Invite us to your event or speaking engagement

• Email us at MoreMARTA_Atlanta@itsmarta.com

• Call 404-848-4135
More MARTA Atlanta

Proposed Program

A. BeltLine Northeast LRT
B. BeltLine Southwest LRT
C. Campbellton Rd LRT
D. Clifton Corridor LRT
E. Crosstown Downtown East Extension
F. Crosstown Downtown West Extension
G. Campbellton Rd BRT
H. Capitol Ave BRT
I. North Ave - Donald L. Hollowell Pkwy BRT
J. Northside Dr BRT
K. Peachtree Rd ART
L. Cleveland Ave ART
M. Metropolitan Pkwy ART
N. Frequent Local Bus Service
O. Greenbriar Transit Center
P. Moores Mill Transit Center
Q. Station Improvements

Legend

- City of Atlanta
- Existing Streetcar Route
- LRT Light Rail Transit
- ART Arterial Rapid Transit
- (BRT) Bus Rapid Transit

Note: Assume 50% federal match for major capital projects. Project schedules and funding plans will be developed following approval of the final list by the MARTA Board in Fall 2018.
**NOTICE OF TEMPORARY STREET CLOSURE**

Effective Wednesday, August 1 through early December 2018

**Martin Luther King, Jr. Drive, SW**

Between Forsyth Street, SW and Ted Turner Drive, SW

**DETOUR ROUTE:**

- Northbound MLK, Jr. Dr., SW Traffic
  - Left onto Forsyth Street, SW
  - Right on Trinity Avenue, SW
  - Right on Ted Turner Drive, SW

For more information about this project, contact: Department of Public Works Office of Transportation - Capital Projects at (404) 330-6739

---

Subscribe to the Downtown Navigator - Weekly guide to events, closures, and other impacts to travel and transportation

www.AtlantaDowntown.com/Subsribe
The Stitch
Transformative project envisions capping the Downtown Connector by constructing a ¾-mile platform over the highway, extending from the Civic Center MARTA station at West Peachtree Street to Piedmont Avenue.

The 3rd phase of pre-development work to refine the feasibility of the Stitch has kicked off. Additional consultants have been engaged to research potential funding sources, refine cost estimates and develop marketing and communications materials.

Atlanta Arts & Entertainment District
Neighborhood activation and economic development project for Downtown Atlanta that is powered by non-traditional outdoor media with the ultimate District goal of enlivening the core of the city through interactive, immersive and experimental arts and culture events and experiences.

3rd Quarter 2018: Detailed design and permitting of first series (13 to date)
4th Quarter 2018/1st Quarter 2019: Construction/installation of first series, including accompanying art projects
1. **Transportation Demand Management (TDM):** policies to shift how people commute

2. **Special Events Playbook:** a game plan for managing traffic related to special events

3. **South Broad Street Design:** making streets welcoming to all

![Image showing pedestrian-friendly street design]
1. **Brightening underpasses:** Auburn Avenue mural project is out to bid

2. **Partnership with WonderRoot:** 30 murals before Super Bowl in February 2019

3. **Affordable housing task force:** HouseATL recommendations will be presented fall of 2018
Summer and Fall 2018

- Final Food Truck Fridays this week
- Ongoing programming
  - Yoga on Saturdays
  - History Tours
- Wednesdays in Woodruff Concerts
  - Through September during lunch
- Special events
  - Doggy Con on August 18
  - German Bierfest on August 25
- Free Wifi

www.WoodruffParkAtl.com
Key Takeaways

The November 2018 election will usher in a new regime at the State level – **know the issues and get involved.**

New sources of transportation infrastructure funding will shape Atlanta for decades to come. **Raise your voice regarding the alternatives.**

*Downtown Atlanta’s future is bright* as an economically vibrant marketplace that also provides an exceptional quality of life for its citizens.

**CAP is a resource to help you do business Downtown** – let us know how we can assist you.

**THANK YOU!**