

The Incredible Corridor **Transit Feasibility Study**

Partner Agency Workshop

March 24, 2022



Transit Feasibility Study

Purpose

- Gather feedback on potential concepts for service along the JCB-MIB corridor
- Identify next steps and actions

Agenda

- Review current conditions and demographic factors
- Understand agency service objectives and goals
- Explore paths to implementation

The Incredible Corridor

Transit Feasibility Study

Current Conditions

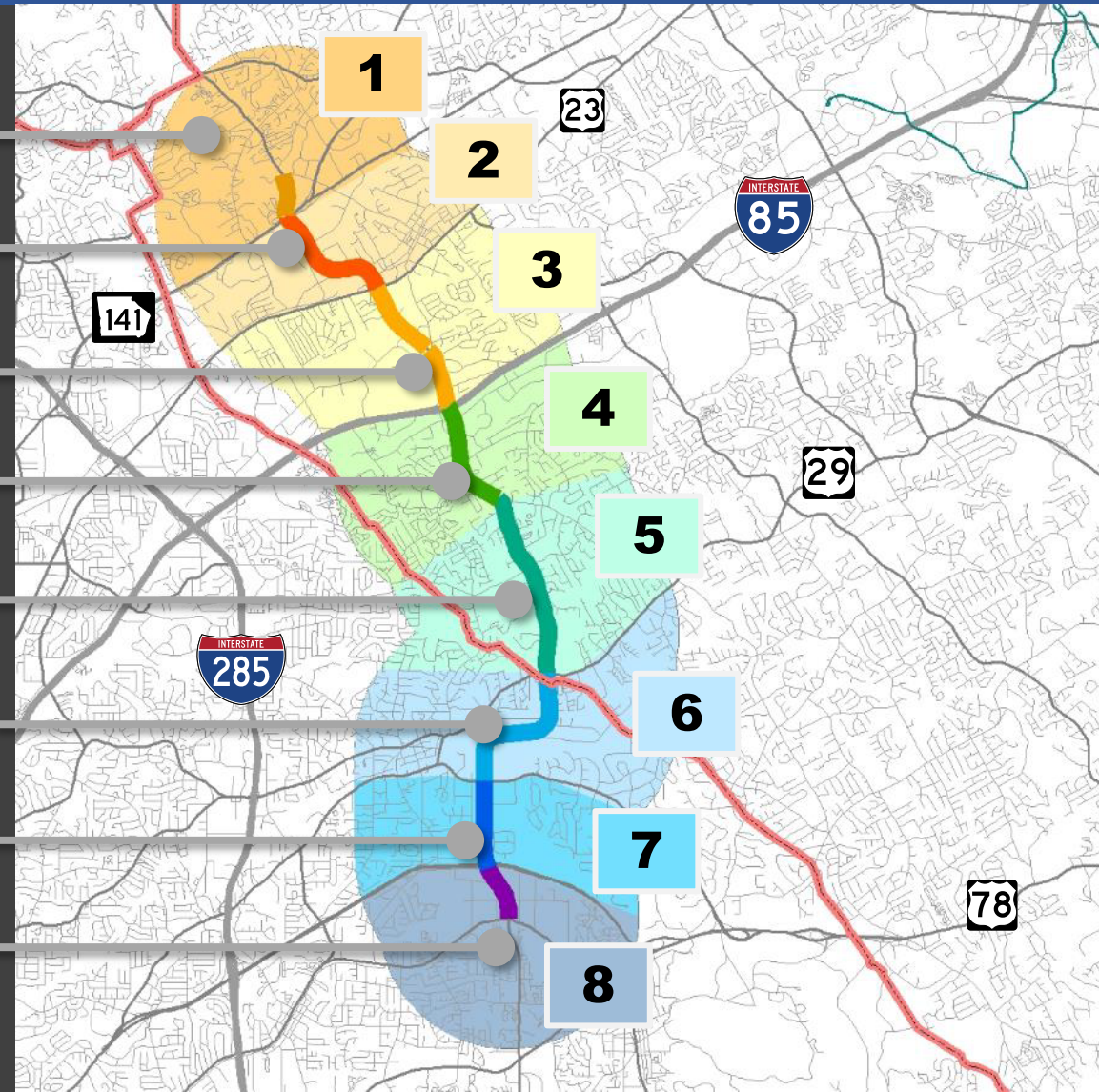
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Corridor Study Districts

GWINNETT

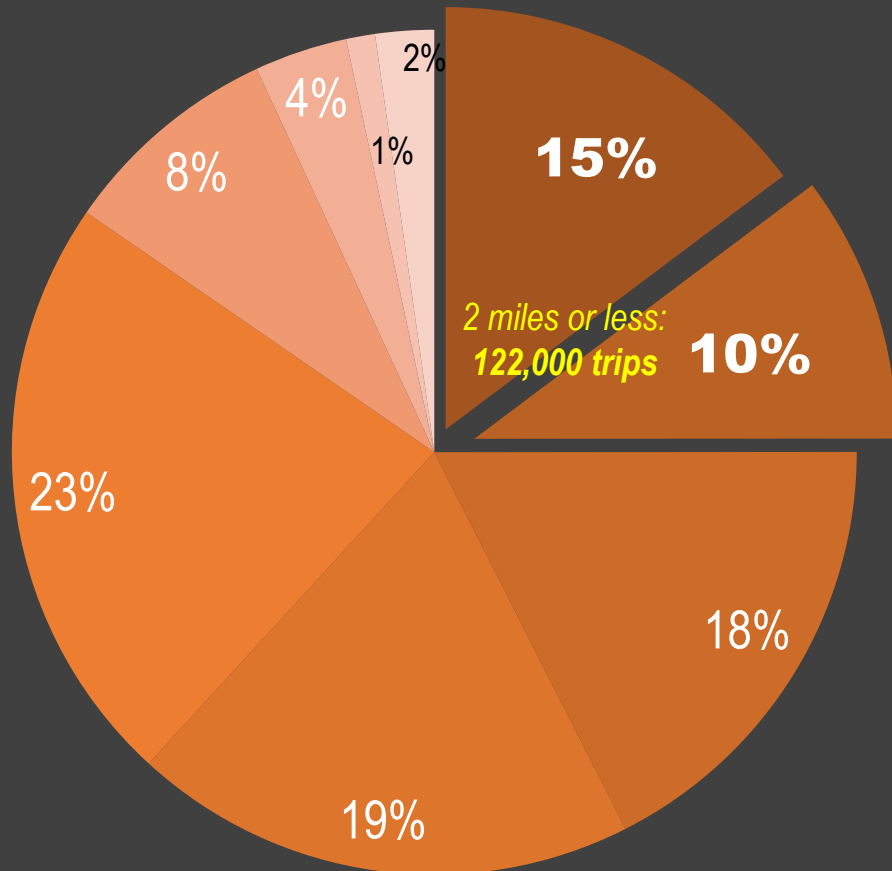
DEKALB

- 1** Peachtree Corners
- 2** Peachtree Industrial to Buford Highway
- 3** Buford Highway to I-85
- 4** I-85 to Rockbridge Road
- 5** Rockbridge Road to Lawrenceville Highway
- 6** Lawrenceville Highway to Hugh Howell Road
- 7** Hugh Howell Road to US 78
- 8** US 78 to East Ponce de Leon



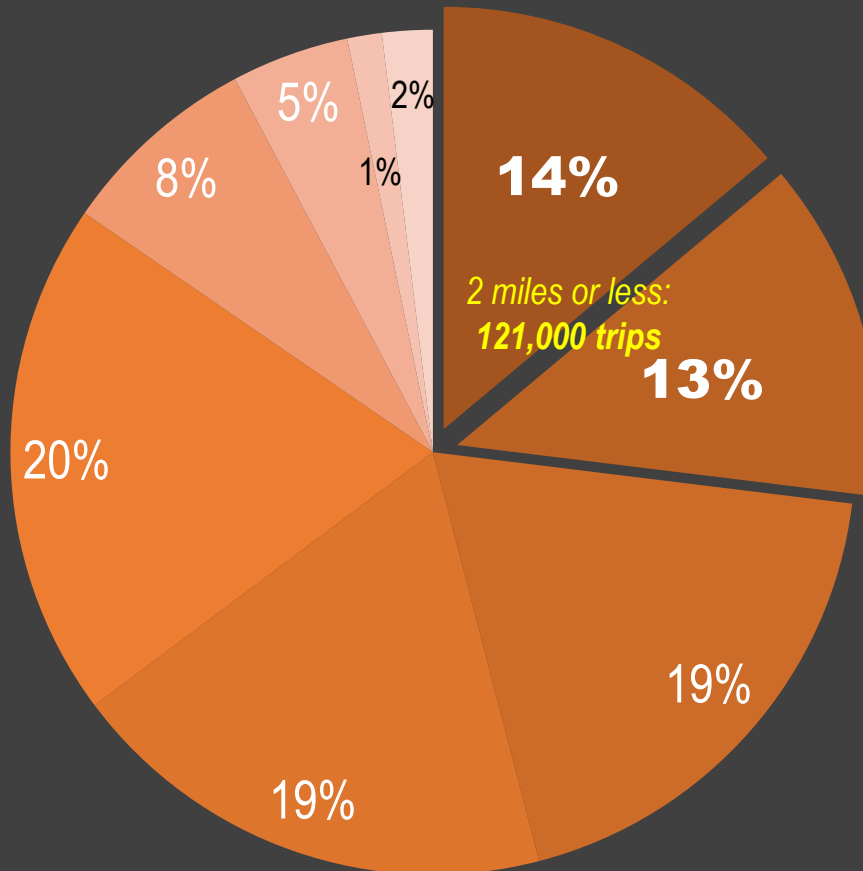
Trip Lengths

Originating in the corridor



Remaining in the corridor: **44%**

Destined for the corridor



Remaining in the corridor: **39%**

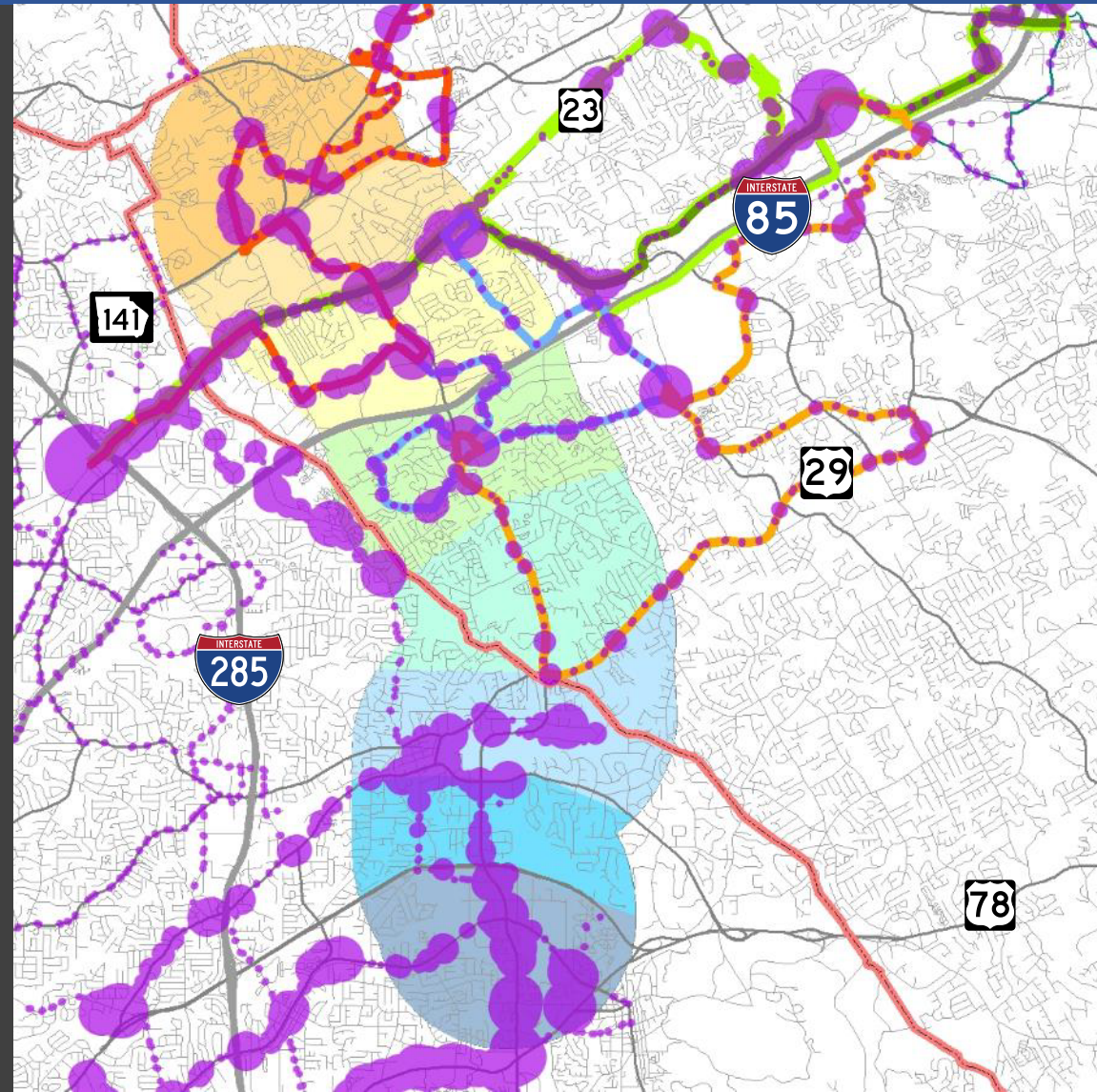
- 0-0.5 mi
- 1-2 mi
- 2-5 mi
- 5-10 mi
- 10-20 mi
- 20-30 mi
- 30-50 mi
- 50-100 mi
- 100+ mi

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Existing Transit Service in the Corridor Area

Overall Summary

Average Weekday Boardings	2,774
<i>On GCT Routes (Gwinnett)</i>	1,130
<i>On MARTA Routes (DeKalb)</i>	1,644
Average Weekday Alightings	2,927
<i>On GCT Routes (Gwinnett)</i>	1,150
<i>On MARTA Routes (DeKalb)</i>	1,777
Total Boarding/Alighting Activity	5,701
<i>On GCT Routes (Gwinnett)</i>	2,280
<i>On MARTA Routes (DeKalb)</i>	3,421



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Existing Transit Service in the Corridor Area

High Activity Stop Areas

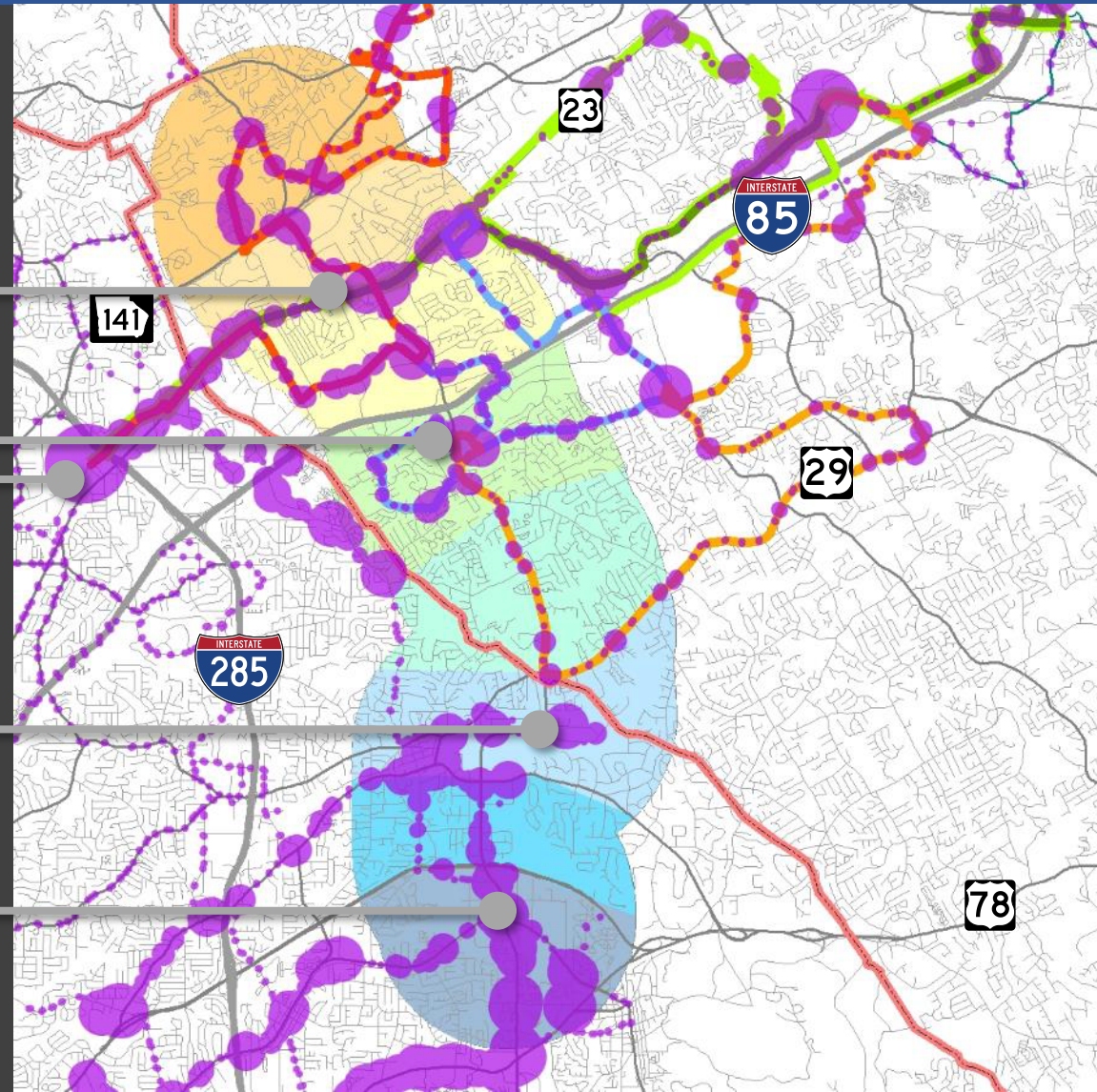
JCB at Buford Highway
287 average daily boardings/alightings

JCB at Live Oak Road
176 average daily boardings/alightings

Doraville MARTA
1970 average daily boardings/alightings
(1303 GCT, 667 MARTA)

North Royal Atlanta/Commerce Place
242 average daily boardings/alightings

MIB South of US 78
713 average daily boardings/alightings



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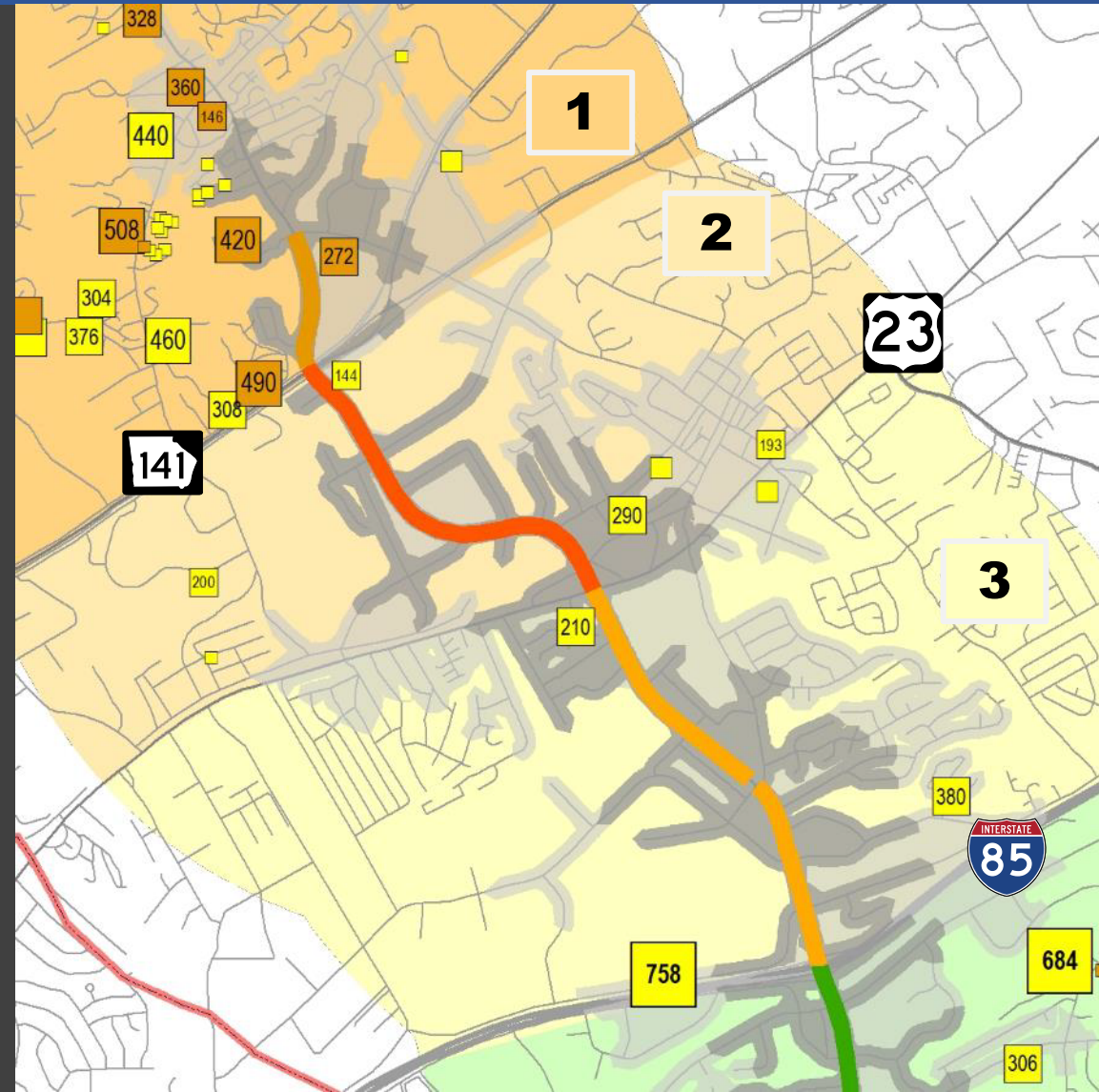
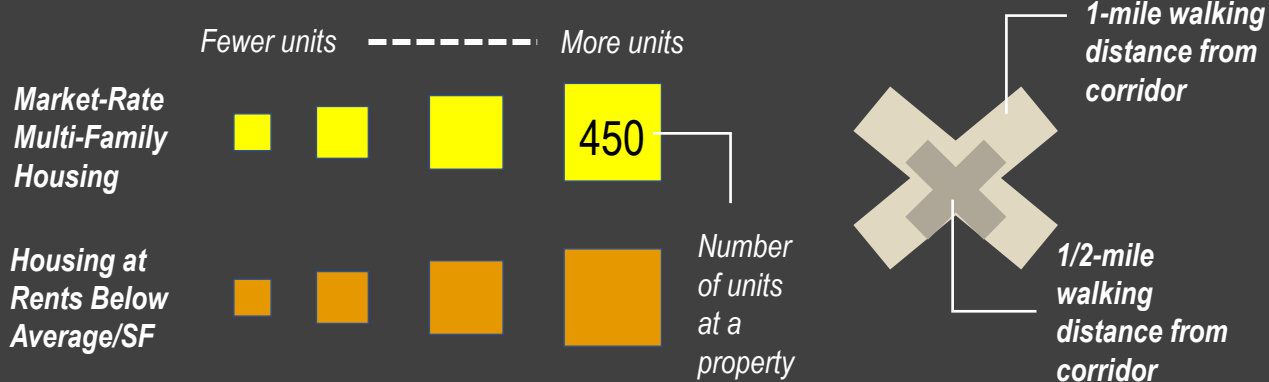
Naturally Occurring Affordable Housing

1

Peachtree Corners

Total Multi-Family Units	5,114
Average Asking Rent	\$1,490
Average Asking Rent/SF	\$1.48
Number of Units below this Average Rent/SF	2,768

LEGEND



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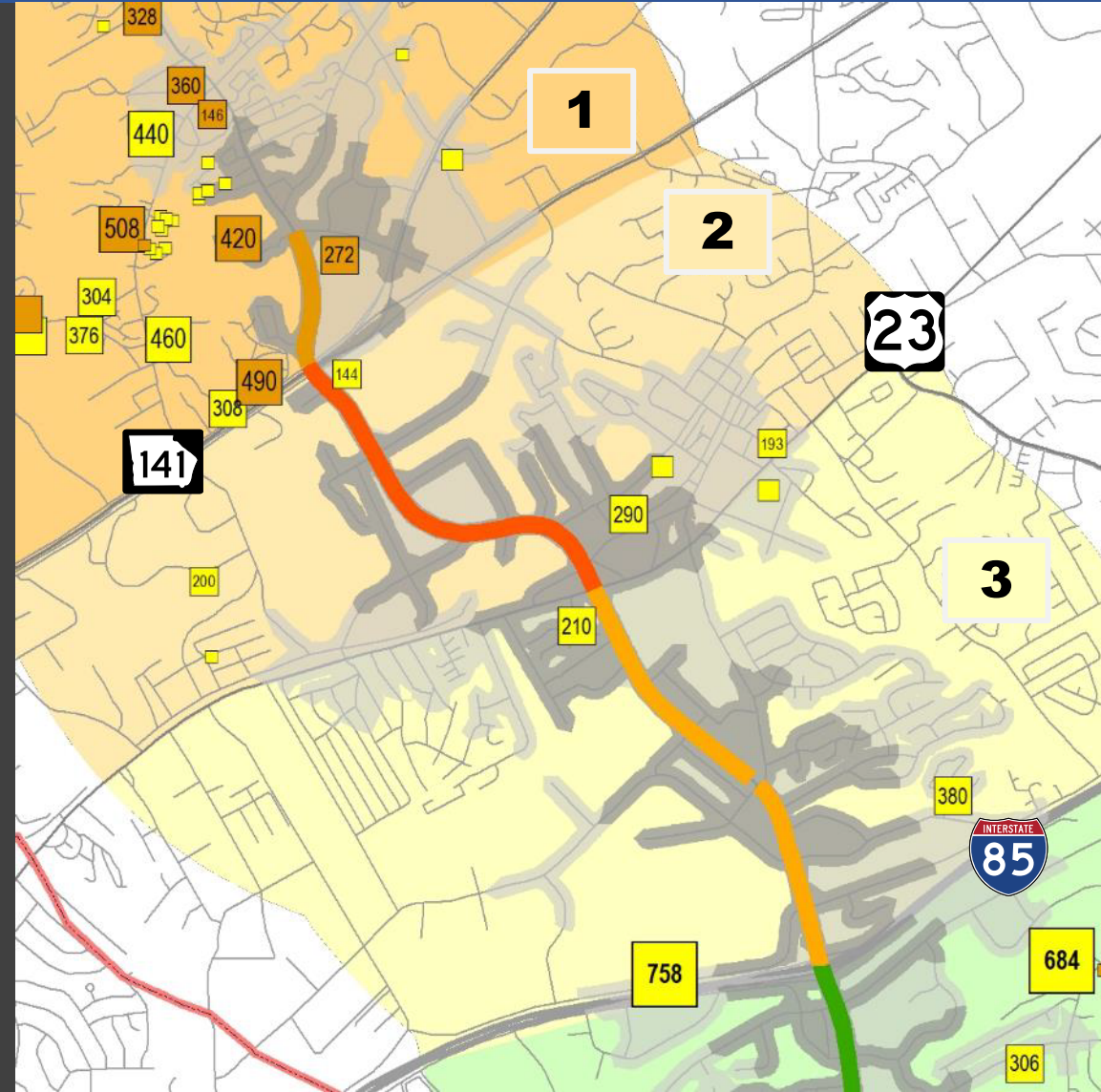
Naturally Occurring Affordable Housing

2 Peachtree Industrial to Buford Highway

Total Multi-Family Units	899
Average Asking Rent	\$1,656
Average Asking Rent/SF	\$2.17
Number of Units below Average Rent/SF	0

3 Buford Highway to I-85

Total Multi-Family Units	1,409*
Average Asking Rent	\$1,307
Average Asking Rent/SF	\$1.10
Number of Units below Average Rent/SF	61



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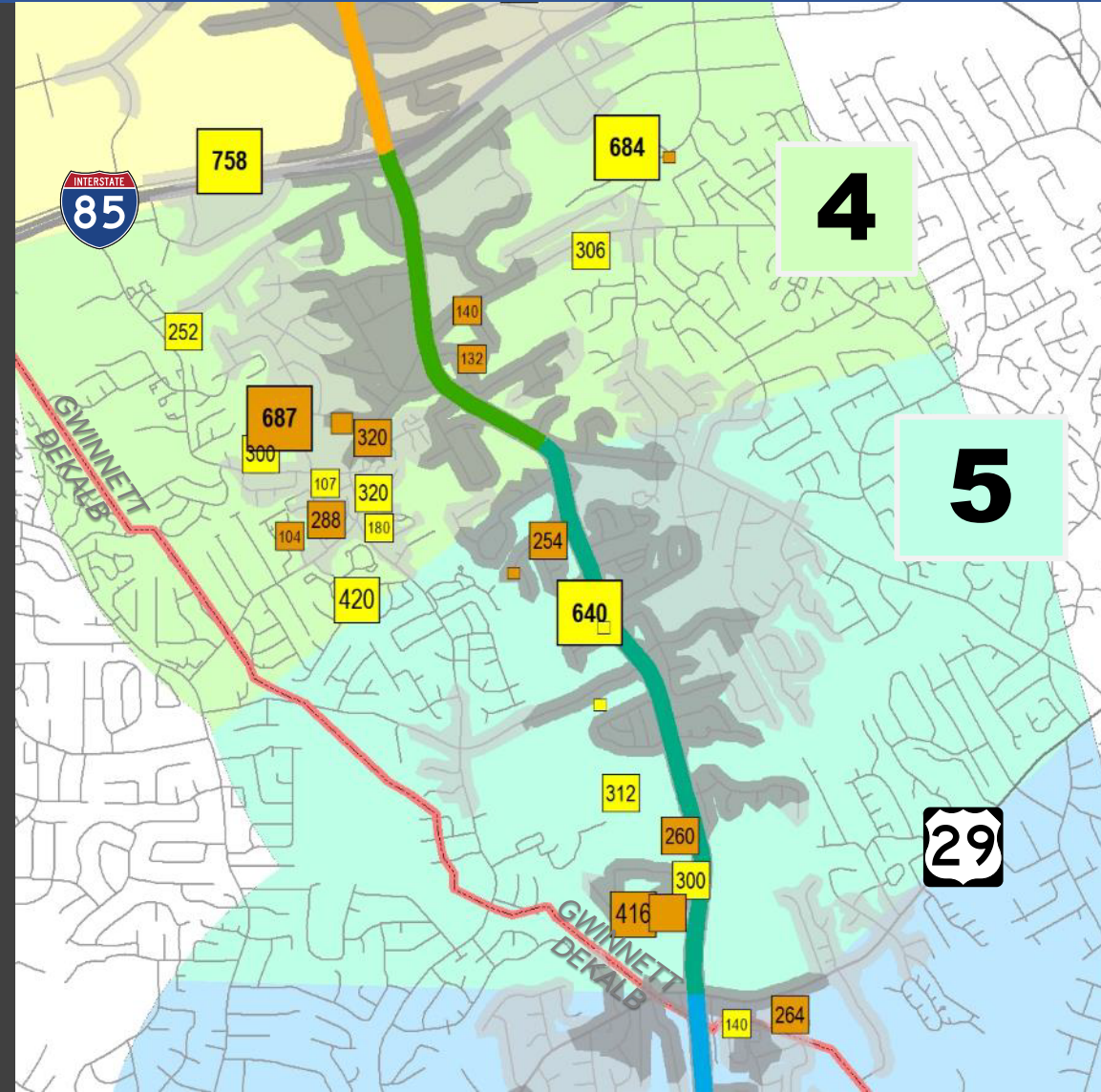
Naturally Occurring Affordable Housing

4 I-85 to Rockbridge Road

Total Multi-Family Units	4,328
Average Asking Rent	\$1,180
Average Asking Rent/SF	\$1.17
Number of Units below Average Rent/SF	1,759

5 Rockbridge Road to Lawrenceville Highway

Total Multi-Family Units	2,531
Average Asking Rent	\$1,193
Average Asking Rent/SF	\$1.27
Number of Units below Average Rent/SF	1,248



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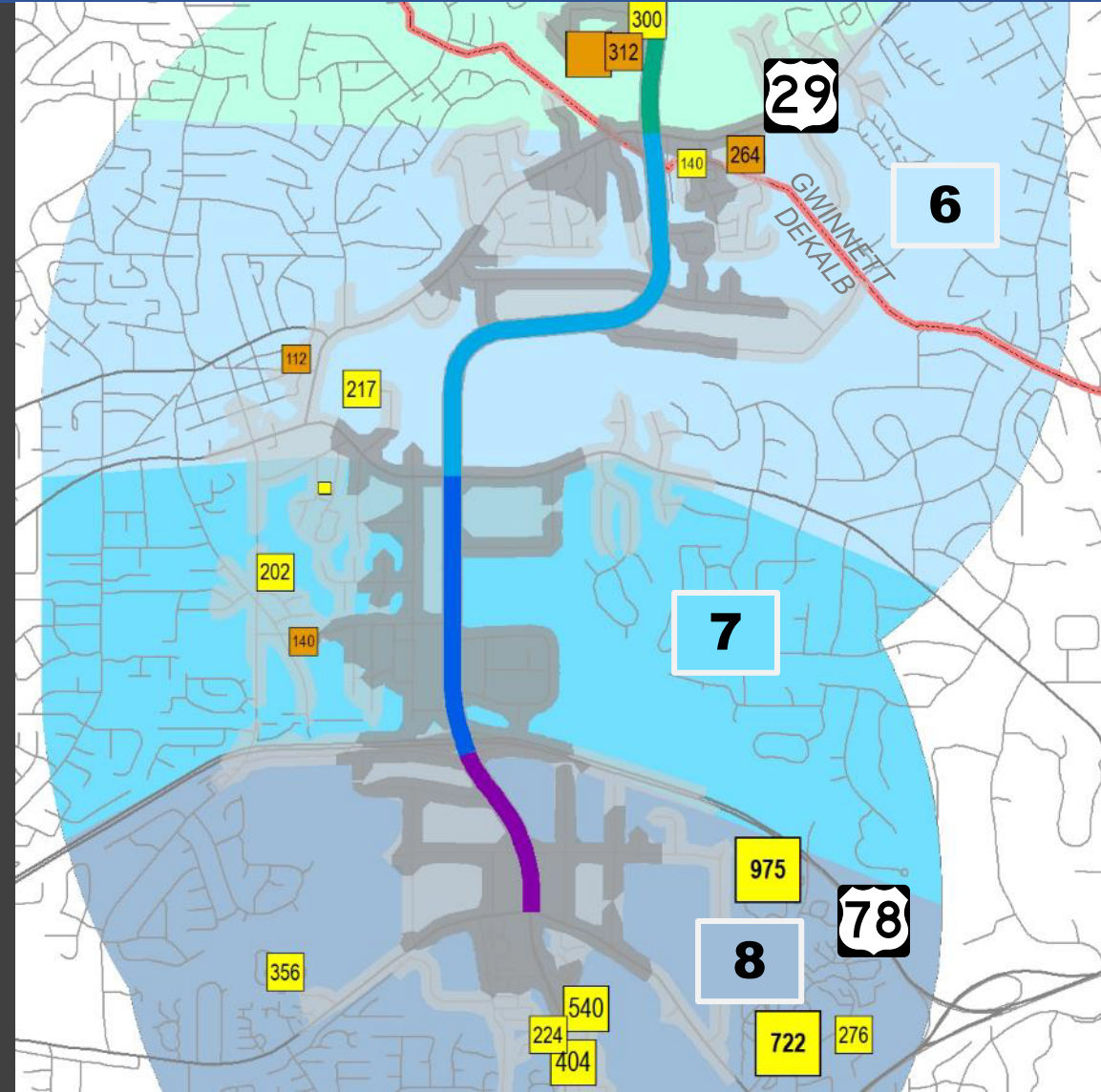
Naturally Occurring Affordable Housing

6 Lawrenceville Highway to Hugh Howell Road

Total Multi-Family Units	733
Average Asking Rent	\$1,344
Average Asking Rent/SF	\$1.39
Number of Units below Average Rent/SF	376

7 Hugh Howell Road to US 78

Total Multi-Family Units	367
Average Asking Rent	\$1,027
Average Asking Rent/SF	\$0.96
Number of Units below Average Rent/SF	140



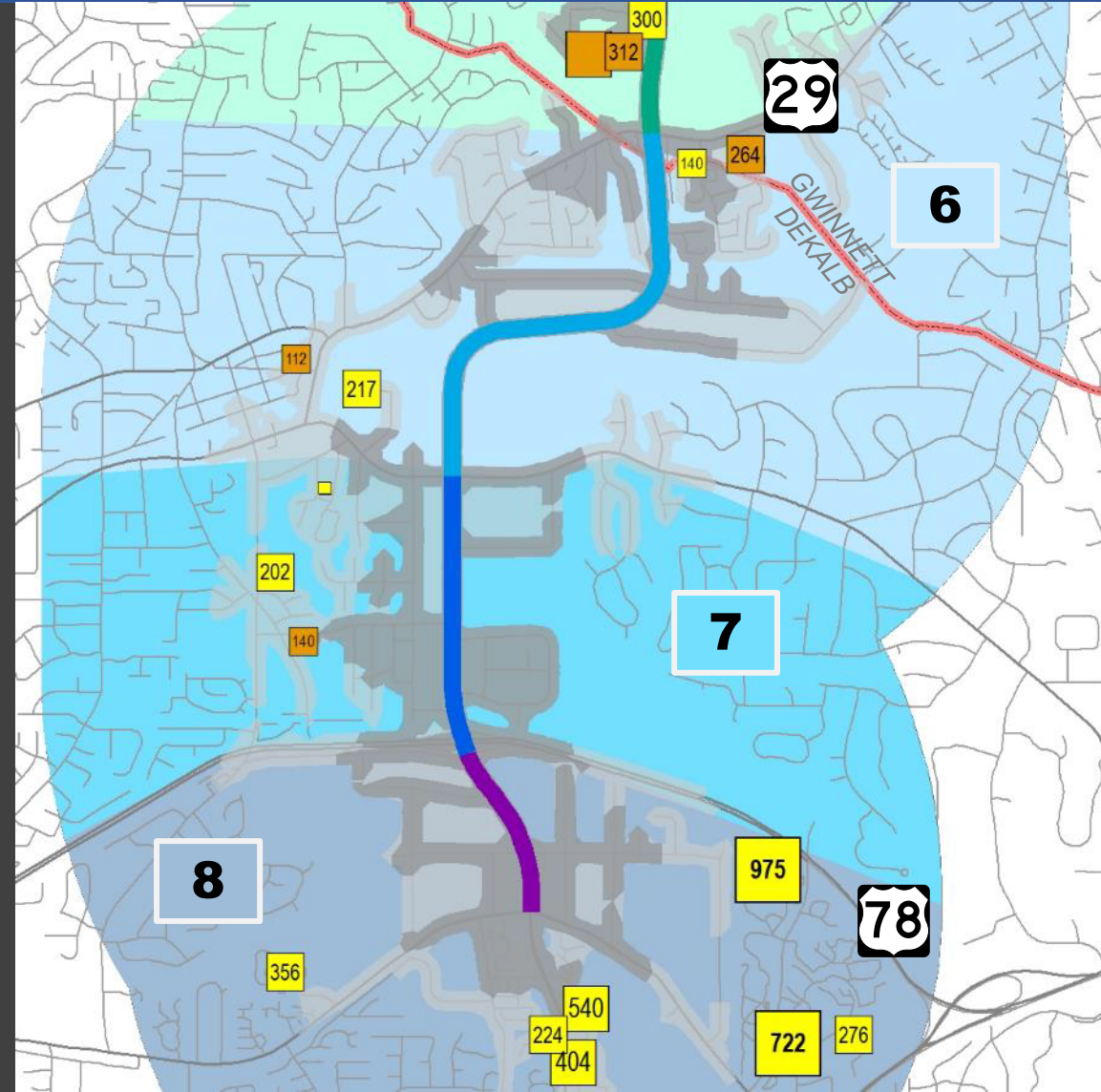
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Naturally Occurring Affordable Housing

8

US 78 to East Ponce de Leon

Total Multi-Family Units	4,097
Average Asking Rent	\$1,206
Average Asking Rent/SF	\$1.17
Number of Units below Average Rent/SF	360



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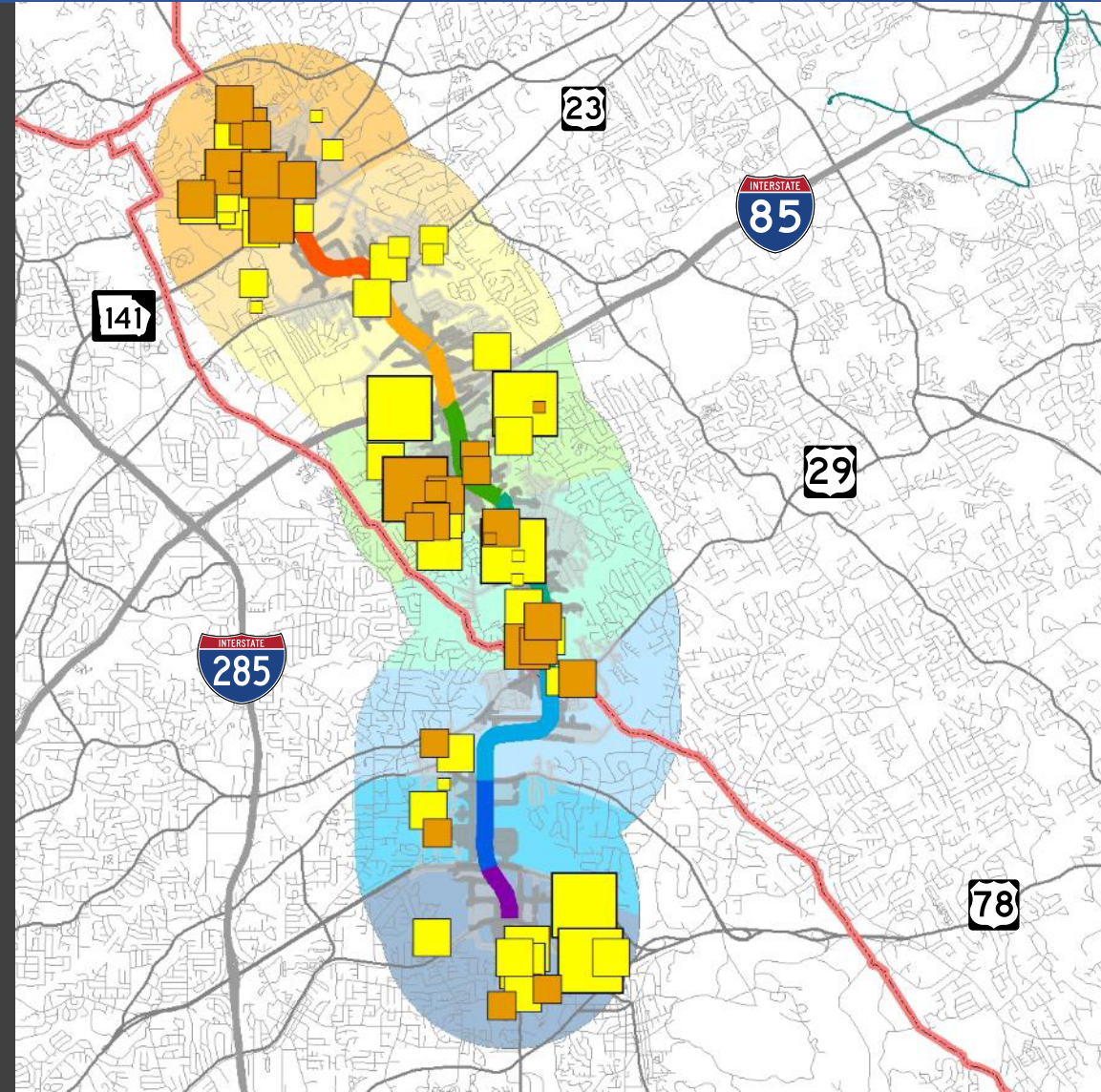
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Full Corridor

Total Multi-Family Units	19,478
How many of these units are within 1-mile walk of the corridor?	11,795
How many of these units are within ½-mile walk of the corridor?	5,071

**Number of Units below their Subarea
Average Rent/SF** **6,712**

How many of these below-average-rent units are within 1-mile walk of the corridor?	4,917
How many of these below-average-rent units are within ½-mile walk of the corridor?	2,584



The Incredible Corridor Transit Feasibility Study

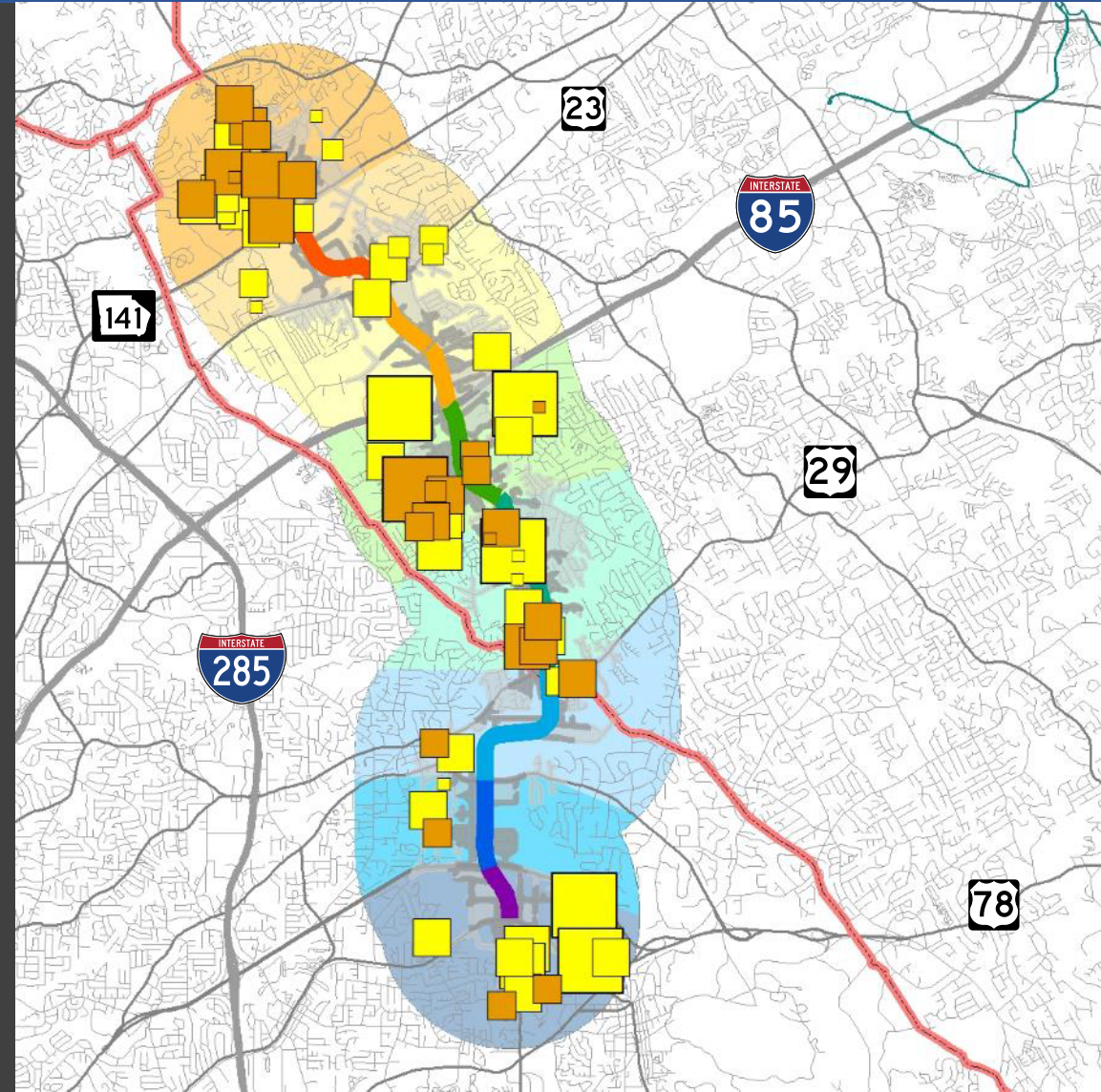
Naturally Occurring Affordable Housing

Full Corridor

Total Multi-Family Units	19,478
How many of these units are within 1-mile walk of the corridor?	11,795
How many of these units are within ½-mile walk of the corridor?	5,071

Number of Units below the corridor-wide Average Rent/SF 6,915

How many of these below-average-rent units are within 1-mile walk of the corridor?	5,021
How many of these below-average-rent units are within ½-mile walk of the corridor?	2,685



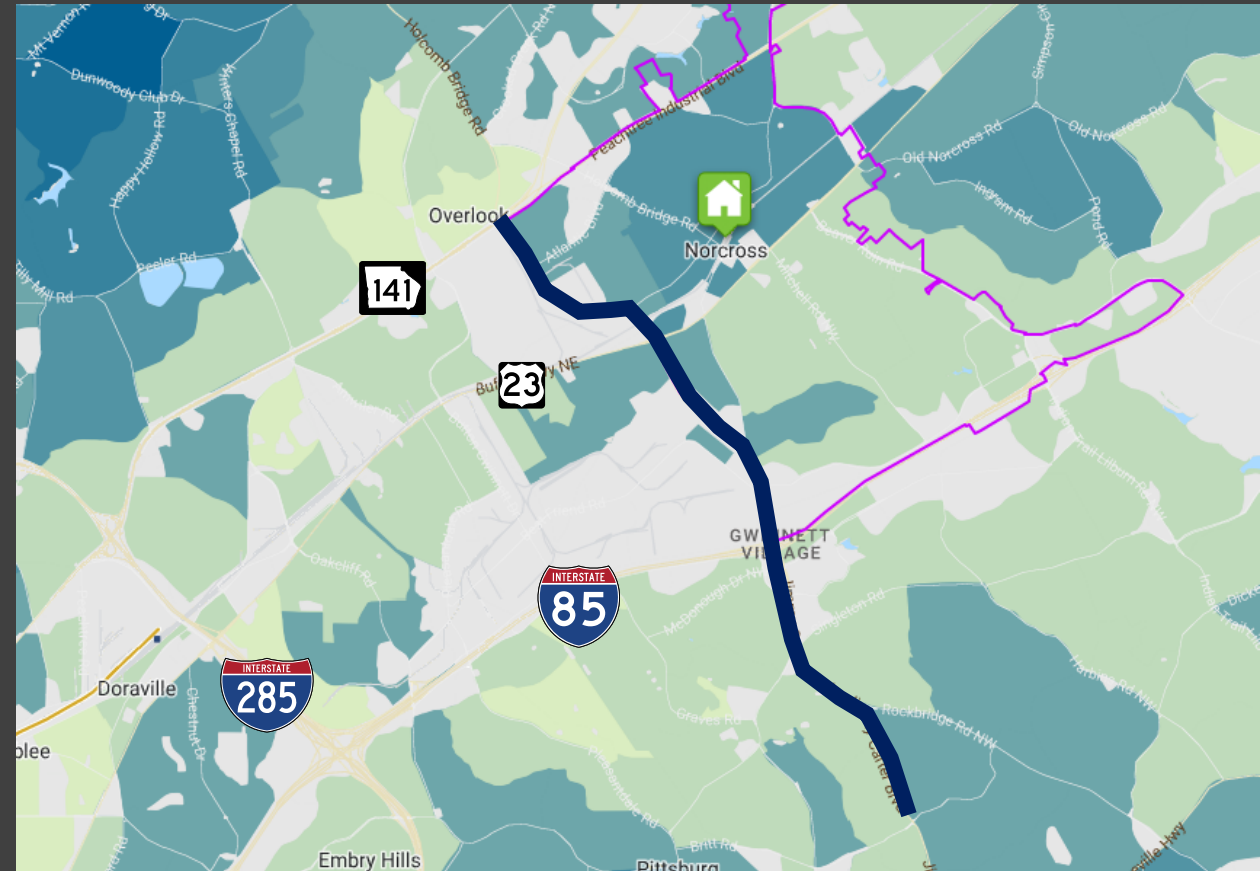
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Housing and Transportation Affordability

Norcross: on average 45% of household income goes to housing and transportation

Census tracts in and along Jimmy Carter among the highest shares

Population	Household	Neighborhood
	Population	% of Population
< 24%	0	0%
24 - 36%	0	0%
36 - 45%	12,635	72%
45 - 54%	2,301	13.1%
54 - 66%	2,619	14.9%
66 - 78%	0	0%
78 - 87%	0	0%
87% +	0	0%
Total	17,555	100%

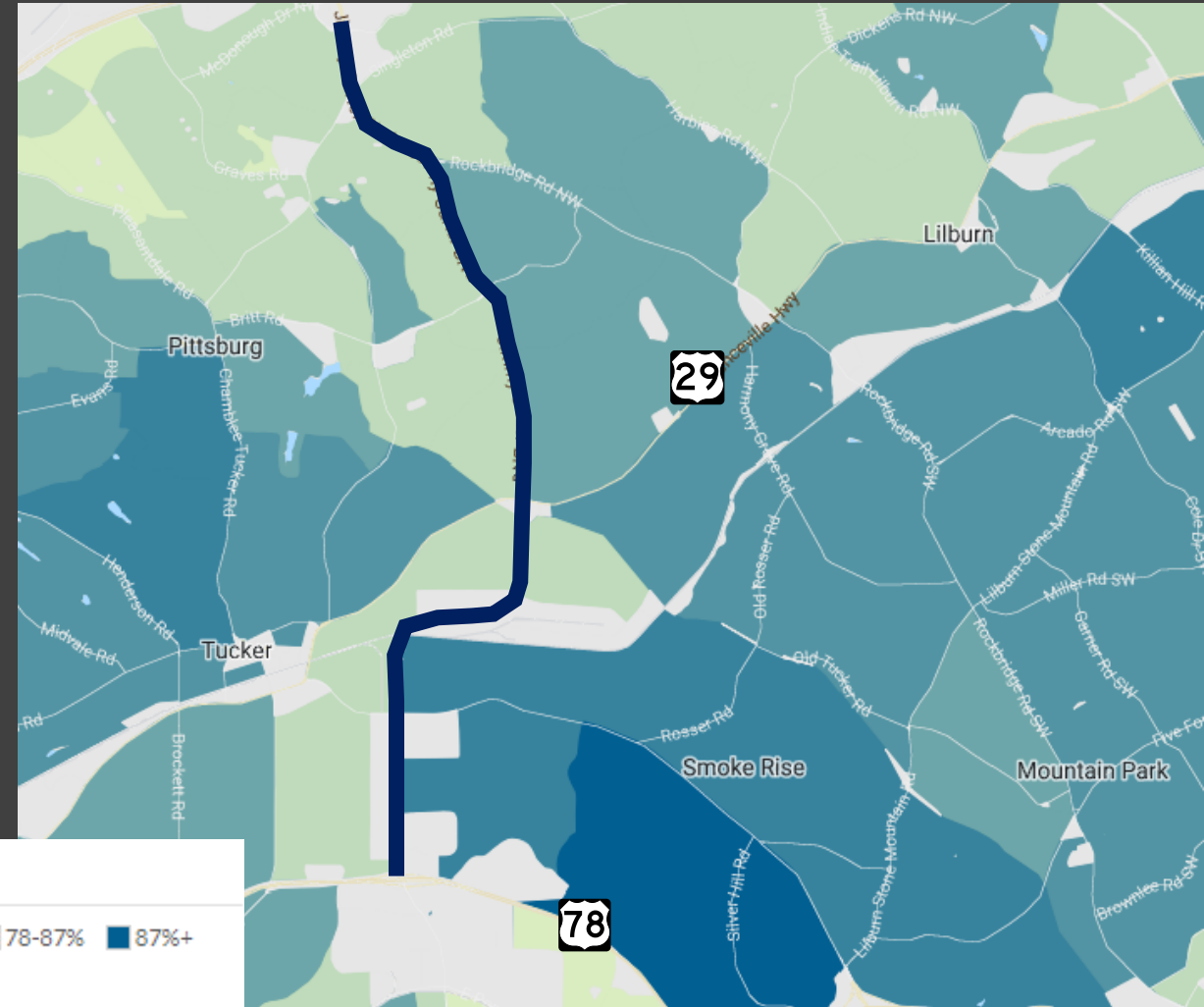


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Housing and Transportation Affordability

Tucker/Mountain Industrial: on average, over 50% of household income goes to housing and transportation

Census tracts along Lawrenceville Highway are highest



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Economic Indicators Per Sub Area

Sub Area	Total Multi Family Units	Average Asking Rent	Average Asking Rent (Per Square Foot)	Number of Units below Average Rent	No Vehicle Households (2015 - 2019)	Total Employees (2021)	Total Businesses (2021)	Total Businesses over 100 employees (2021)
1 Peachtree Corners	5,114	1,490	\$1.48	2,768	419	14,034	1,185	2
2 Peachtree Industrial to Buford Highway	899	1,656	\$2.17	0	22	10,951	804	5
3 Buford Highway to I-85	1,409	1,307	\$1.10	61	296	10,547	864	5
4 I-85 to Rockbridge Road	4,328	1,180	\$1.17	1,759	914	9,577	1,169	1
5 Rockbridge Road to Lawrenceville Highway	2,531	1,193	\$1.27	1,248	411	2,374	369	1
6 Lawrenceville Highway to Hugh Howell Road	733	1,344	\$1.39	376	184	8,259	918	6
7 Hugh Howell Road to US 78	367	1,027	\$0.96	140	113	4,317	435	2
8 US 78 to East Ponce De Leon Drive	4,097	1,206	\$1.17	360	1,191	4,706	361	9

- Around 30,000 trips in each peak hour associated with typical commuting patterns
- 400K – 500K trips per day begin and end in study area
- 25% are two miles or less
- **Around 40% begin and end in the corridor area**
- Ridership market in larger area represents demand all along the corridor
- Key residential and employment markets are evenly distributed

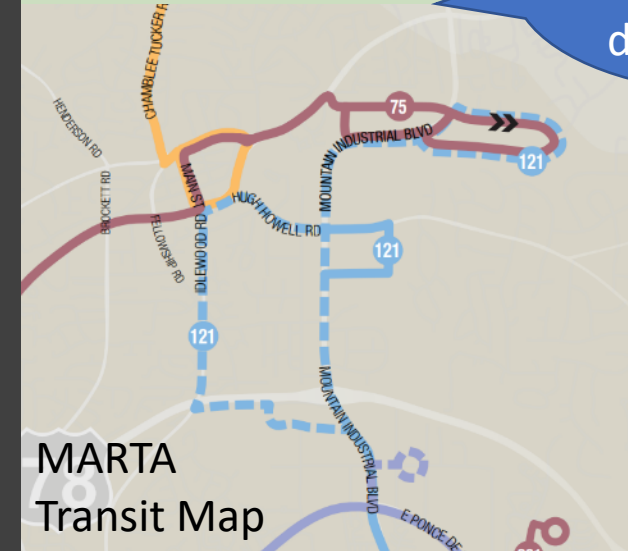
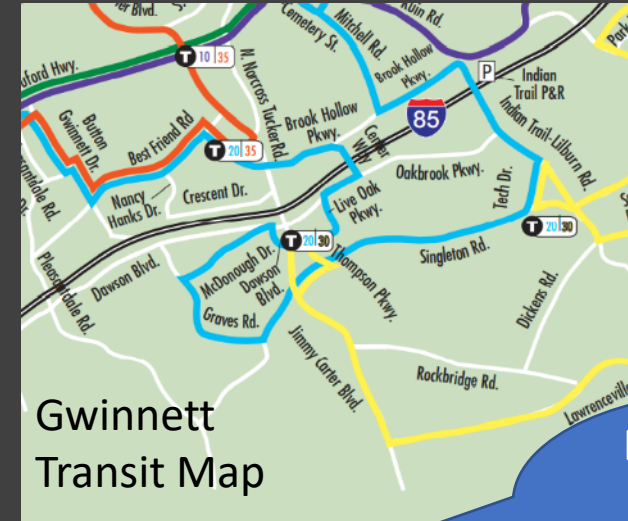
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Potential Service Models

Three Transit Options

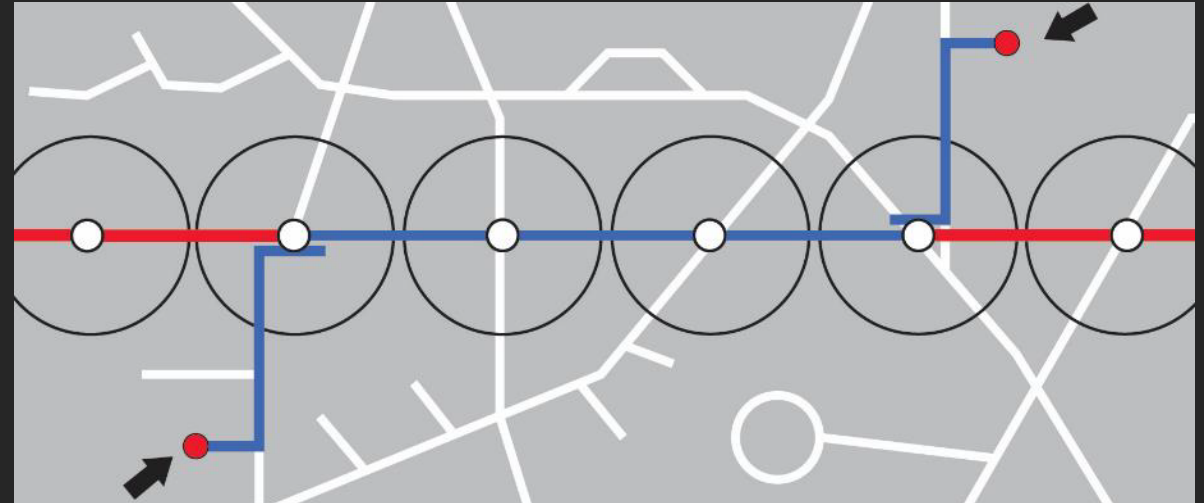
- 1. Local Bus** – connects Gwinnett County and MARTA local bus services and improves connectivity through the corridor
- 2. Arterial Bus Rapid Transit** – high frequency transit line with transit priority treatments
- 3. Coordinated Employer Shuttles** – connecting apartment complexes with employers



Existing bus routes are disconnected

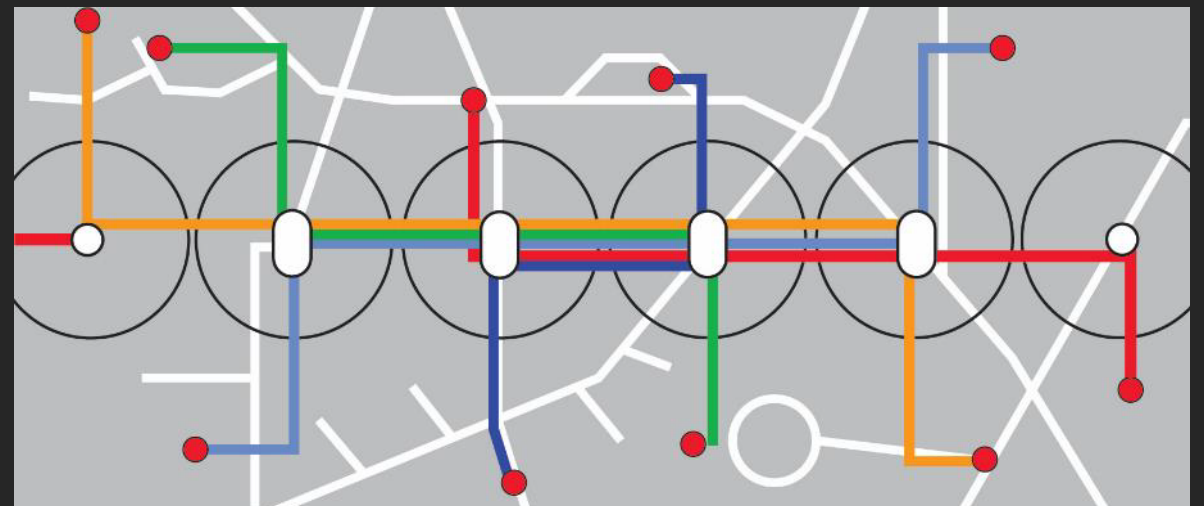
Typical Rail Network

- Transfers required from local routes to rail or BRT spine
- Two transfers required to reach suburban destinations



BRT Corridor Network

- BRT service patterns originate at housing or job centers off the spine
- One transfer required to reach suburban destinations



Local Transit Connections

- ✓ **Existing Walk**
 - .8 miles along Mountain Industrial without sidewalks
 - Or 1.1 miles along U.S. 29 with sidewalks



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Transit Options to be Evaluated

Arterial Bus Rapid Transit

- ✓ **Stations**
 - Level boarding, off-board fare collection
- ✓ **High frequency**
 - 15 minutes or less
- ✓ **Identifying Brand**



Ride On Flash

Omaha Bus Rapid Transit - ORBT



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Transit Options to be Evaluated



Bike Share co-located at
BRT Station



Bike Lane behind BRT
Station

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Transit Options to be Evaluated

Coordinated Employer Shuttles

- ✓ Connecting apartment complexes with work sites
- ✓ Optimize service with passenger demand
- ✓ Micro transit option



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Feedback and Next Steps

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- Gather feedback on potential concepts for service along the JCB-MIB corridor
- Identify next steps and actions

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- Explore paths to implementation