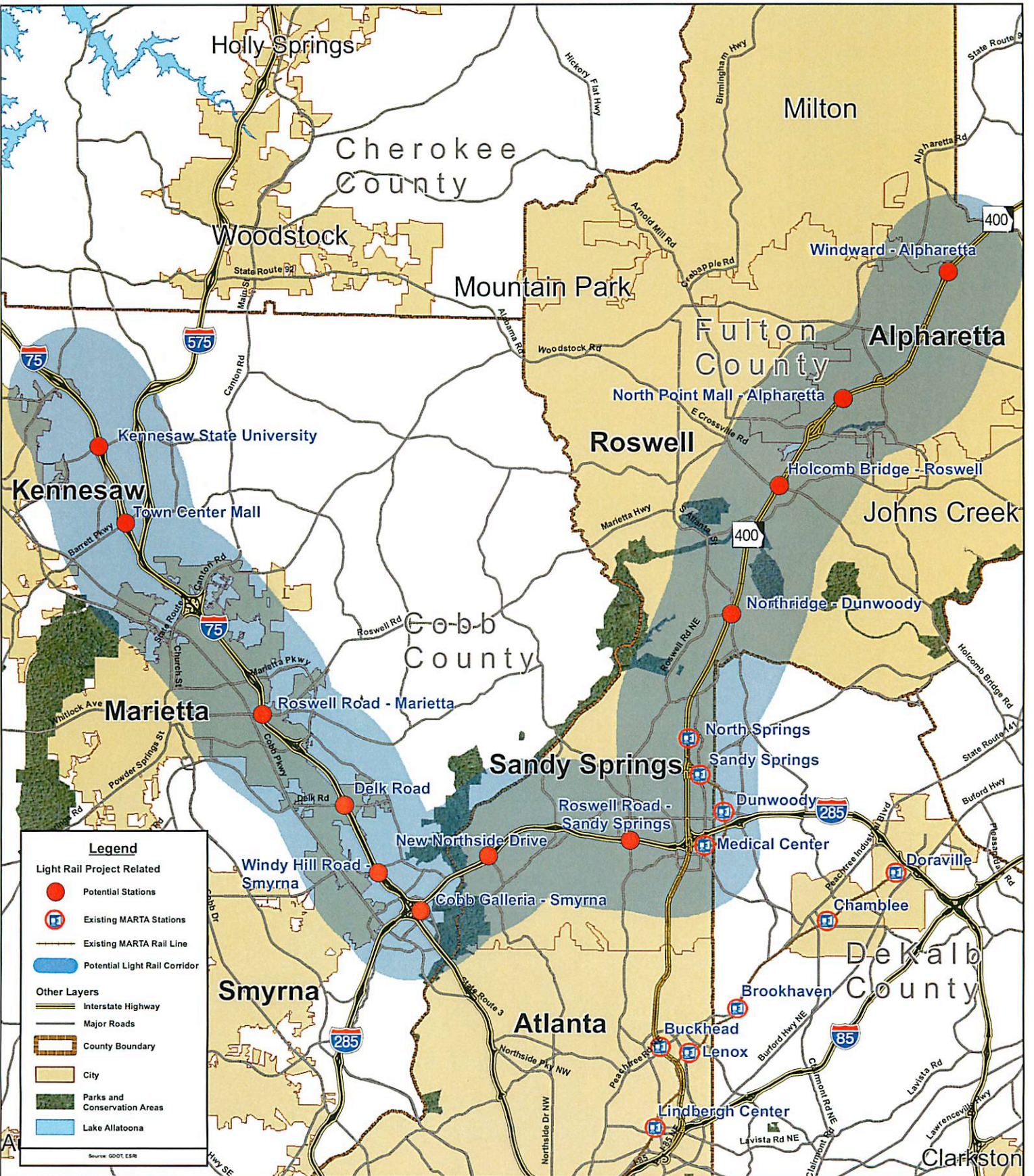


Figure 1 - Proposed Light Rail



Legend

- Light Rail Project Related
 - Potential Stations (Red circle)
 - Existing MARTA Stations (Blue square with M)
 - Existing MARTA Rail Line (Thin blue line)
 - Potential Light Rail Corridor (Thick blue line)
- Other Layers
 - Interstate Highway (Thick blue line with shield)
 - Major Roads (Thin grey line)
 - County Boundary (Dashed brown line)
 - City (Yellow fill)
 - Parks and Conservation Areas (Green fill)
 - Lake Allatoona (Light blue fill)

Source: GOOT, ES&R

DRAFT



Project Approach

Over the past number of years the greater Atlanta region has evaluated the feasibility of implementing passenger rail as a means to efficiently move people for business and recreational opportunities, including recent work by the Transit Planning Board (TPB) resulting in Concept 3, the adopted consensus vision for transit in the region. These studies have typically attempted to answer the question of technical feasibility more than marketability and economic benefits at a corridor level. Agencies have studied the engineering requirements of establishing passenger rail on numerous corridors throughout the region including within this study area.

All of these previous initiatives focused on the technical and engineering requirements for the formula. While some level of attention was focused on the potential market for this type of service there was not a thorough evaluation of the potential economic benefits to the region that could be realized by such an initiative. The vast majority of these previous studies have concluded that with the appropriate level of infrastructure investment, passenger rail could be implemented in some form throughout these markets, albeit at fairly significant cost. Over the years the region has seen any number of these studies undertaken lose momentum due to the significant capital costs identified, yet the question still remains what are the benefits related to the implementation of passenger service within the Atlanta region.

The scope of work for this feasibility study proposes a comprehensive work plan to analyze the potential of implementing passenger rail service within the study area. Jacobs can complete this study as described and produce an informative document on transit service and its associated benefits within the study area. The work effort will result in an analysis of the following:

- Market Potential – to determine the level of ridership and to understand where the riders would originate from and be destined to should service be implemented;
- Operating Plans – to determine the operating characteristics necessary to effectively service the ridership projected;
- Infrastructure Improvements – to determine the need for infrastructure investment and corridor preservation in order to achieve the appropriate mode and level of transit service. The identified improvements will also be factored into the capital costing effort;
- Cost Effectiveness – to perform a cost effectiveness evaluation, utilizing the work from the above analyses to determine the “cost” of implementing this new service; and
- Implementation Roadmap – to clearly define the path forward to implementation including, financing options, operating and governance as well as required support.



The final work product integrating these elements will be a thorough examination of the benefits, costs and impacts of implementing passenger rail service. The quality and completeness of the information produced from the study will be sufficient to inform decision-makers as to whether this transportation solution should be advanced.