

Aerotropolis Atlanta CIDs Transit Feasibility Study
State Government Focus Group
Tuesday, June 5, 2018

Attendees:

William Boddie, District 62
Georgia House of Representatives

Dana Lemon, Congressional District 13
State Transportation Board, Georgia Department of Transportation (GDOT)

Chandra Harris, 13th District Director
U.S. House of Representatives

Valencia Stovall, District 74
Georgia House of Representatives

Stacey Key, Congressional District 5
State Transportation Board, GDOT

Brandon Beach, District 21
Georgia State Senator

Dominique Holloman, District 62 Chief of Staff and Legislative Director
Georgia House of Representatives

Gerald McDowell, Executive Director
Aerotropolis Atlanta CIDs

Tim Preece, VHB

Nicole M. Hall, Nickel Works Consulting (NKW)
Mia McKinney, NKW

Summary:

Needs/Desires:

- Education surrounding transit options and services
- Reliable and affordable transit options
- MARTA app that is more user-friendly for infrequent riders and includes real time adjustments for challenges
- One ticket/app payment service across all transit options
- Express bike stations (like Relay)
- Stops at major employment centers
- Better connections to tourist areas from the South side
- Informed process about how MARTA assesses ridership for routes

Major Themes:

- Communications
 - Marketing plan to dispel perceptions from 70s and 80s
 - Clear vision for what people can expect currently and, in the future
 - Grassroots efforts for changing the transit narrative and helping people understand how they can utilize the services
 - Conduct different types of community engagement
 - Innovative locations to meet people
 - Podcasts
 - Festival booths
- Regional Connectivity
 - Study that connects the entire region; not just individual plans
 - Open system that works internally and connects externally