



Getting Around Downtown Atlanta





The Downtown TMA

- Focuses on transportation issues, with the ultimate goals of:
 - Reducing traffic congestion
 - Facilitating mobility
 - Addressing parking demand
 - Improving the region's air quality
- Provides FREE assistance to employers & employees.



RideSmart

GRTA



Where and Who We Serve:

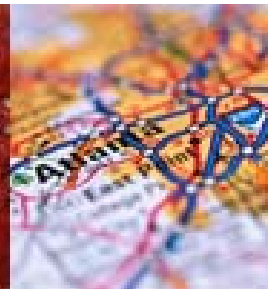


- 140,000 employees
- 26,700 residents
- Over 200,000 daytime population, including students and visitors



Today's Focus: Transportation Solutions

A variety of transportation options
combined with attractive incentives =
Savings for You





Commuter Options

- Bus or Rail Transit
- Carpool & Vanpool
Match Assistance
- Bicycle or Walk
- Drive Alone





Cost Savings Illustration

Total driving costs - \$0.541 / mile (average)

Includes fuel, maintenance, tires, insurance, license, registration, taxes, depreciation, and financing.

Source: AAA Association Communication, *Your Driving Costs 2008 Edition*
www.aaasouth.com/

Assume a commute of 40 miles / day roundtrip:

Using an alternative mode can save you:

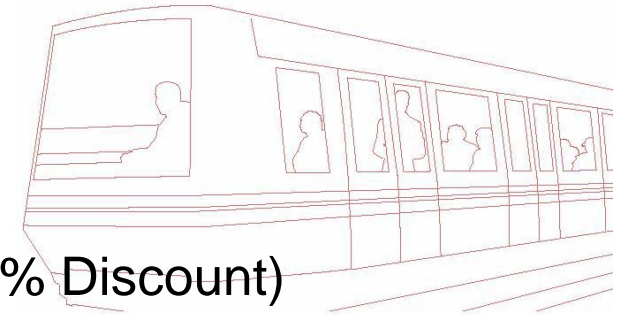
Monthly savings = \$ 454

Annual savings = > \$5,450

(Excludes parking costs, and assumes 21 work days per month)



Bus and Rail Transit



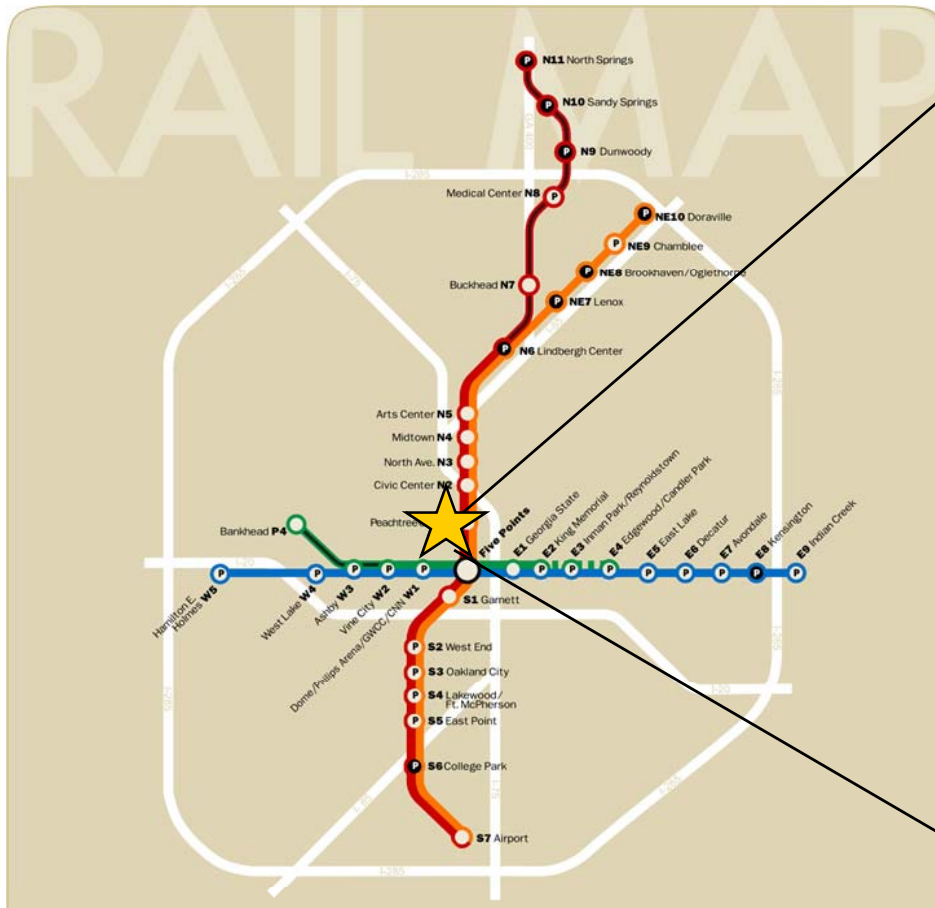
- Discounted Monthly Passes:
 - MARTA Rail and Bus: \$ 49.87 (5% Discount)
 - Gwinnett County Transit (GCT): Zone 1- \$ 98.00 (2% Discount)
Zone 2- \$ 147.00 (2% Discount)
 - Cobb Community Transit (CCT): \$ 90.00
 - GRTA Xpress Bus: \$ 80.00 (Sold thru GRTA)
- Monthly passes allow unlimited trips
- The Five Points MARTA station is within close proximity to Citizens Trust Bank (approx. 2 blocks).



Transit Media	Description	Cost		
		Standard	CAP/ DTMA ¹	Savings
MARTA				
MARTA Monthly Unlimited Breeze Ticket	A Calendar-Based Monthly Pass: Unlimited rides within the month the card is valid, from the first calendar day to the last day of each month (i.e., December 1 – December 31)	\$52.50	\$49.87	\$2.63
MARTA 10 Trip Breeze Ticket	Single One-Way Fare: Good for 10 one-way trips.	\$18.00	\$18.00	\$0.00
Cobb Community Transit (CCT)				
CCT Monthly Pass	31-Day Round-Trip Pass, valid for round-trip rides for 31 days beginning the first time the card is activated	\$90.00	\$90.00	\$0.00
CCT 20-Ride Pass	20-Ride Pass, equivalent to 20 one-way trips total with no expiration date	\$47.00	\$47.00	\$0.00
Gwinnett County Transit (GCT)				
GCT Monthly Pass Zone 1 Routes 102, 410, and reverse commute routes	A Calendar-Based Monthly Pass: Unlimited round-trip rides within the month the card is valid, from the first calendar day to the last day of each month (i.e., December 1 – December 31)	\$100.00	\$98.00	\$2.00
GCT Monthly Pass Zone 2 Routes 101, 103, 412, 418	A Calendar-Based Monthly Pass: Unlimited round-trip rides within the month the card is valid, from the first calendar day to the last day of each month (i.e., December 1 – December 31)	\$150.00	\$147.00	\$3.00
GCT 10-Ride Express Ticket Booklet Zone 1	Book of 10 One-Way Tickets, good for 10 one-way trips total with no expiration date.	\$30.00	\$30.00	\$0.00
GCT 10-Ride Express Ticket Booklet Zone 2	Book of 10 One-Way Tickets, good for 10 one-way trips total with no expiration date.	\$40.00	\$40.00	\$0.00



Bus and Rail Transit





Vanpools

- Requires 7 - 12 participants (incl. driver)
- Van is provided
- Insurance and repairs are covered
- Primary and alternate drivers
- Identify pick-up locations and common work hours
- The Downtown TMA is currently focusing on the formation of new vanpools. We will assist with the formation process and help you market the van!

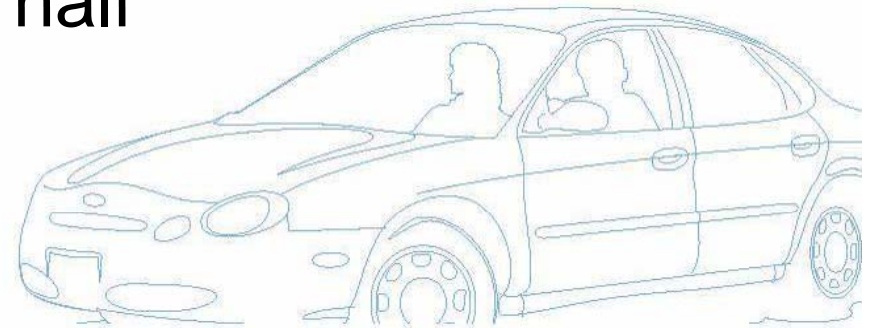


If you are interested in joining a vanpool, go to [**www.MyRideSmart.com**](http://www.MyRideSmart.com) to enter in your information.



Carpools

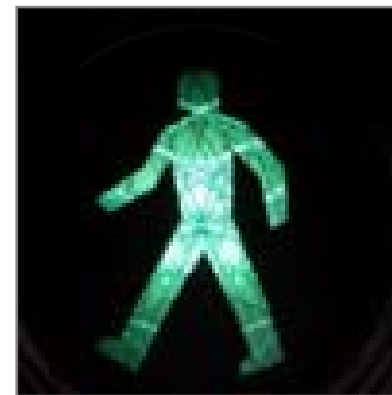
- Formation assistance through:
 - Individuals' initiative
 - Regional rideshare database
- Regional incentives like Carpool Rewards
 - Requires 3 or more participants
- Cut your commute cost in half
- or more!





Bicycling and Walking

- Effective Cycling Classes
- Shower Bucks
- Informational Sessions
- Walk Challenges
- Frequent User Incentives:
 - Log 15 round trips per month and earn a \$10 gift card.





Parking within Proximity

- 95,000 Downtown parking spaces: 110 parking structures and 320 surface lots (approx.)
- 66% occupancy (typical)
- Approx. 1,000 metered / marked on-street spaces
- More than 170 bicycle racks with parking for approximately 950 bicycles





- [] X

Welcome to Downtown Atlanta

Parking Locations

Central Atlanta Progress
Atlanta Downtown Improvement District

Reset Map Location

Help

MAGNIFICATION CONTROL

← [Slider] →

⌂ [P] [B]

Parking Lot Information

PICTURE

ADDRESS

79 Marietta St

PARKING OPERATOR

AAA Parking

LOT ACCESS IN

Marietta St. and Cone St.

LOT ACCESS OUT

Marietta St. and Cone St.

TYPE OF PARKING FACILITY

Parking Garage

HANDICAP SPACES

13

ATTENDANT ON DUTY

Yes

VALET ON DUTY

No

PAYMENT INFORMATION

Ticket Issuing Machine

Attractions

- ACVB Atlanta Visitors Center
- Agatha's Mystery Dinner Theatre
- AmericasMart
- APEX Museum
- Arts for All Gallery at VSA Art Gallery
- Atlanta Civic Center
- Atlanta Fulton Central Library
- Auburn Ave. Research Library
- Centennial Olympic Park
- Central Atlanta Progress
- Children's Healthcare of Atlanta
- Children's Museum of Atlanta
- City Hall
- City of Atlanta Justice Center
- City of Atlanta Pre-trial Detention Ctr.
- CNN Center
- Crawford Long Hospital
- Fulton County Government Center
- Fulton County Justice Center
- Georgia Aquarium
- Georgia Dome
- Georgia State University (GSU)
- GSU - Recital Hall
- GSU - Sports Arena
- GSU - Student Center
- GSU School of Art & Design Gallery
- Georgia World Congress Center
- Grady Memorial Hospital
- Greyhound Bus Station
- Hurt Park
- M.L. King Jr. National Historic Site



Downtown Ambassador Force

- Full-time private hospitality and public safety force that patrols a 220-block area of Downtown
- 60+ Members: Look for the pith helmets
- Patrol hours
 - Mon-Fri: 6:00 a.m. - 12:00 a.m.
 - Saturday: 8:00 a.m. - 12:00 a.m.
 - Sunday: 10:00 a.m. - 10:00 p.m.
- Available for employee escorts to parking garage facilities and transit stations
- Office at 201 Peachtree Street
404-215-9600





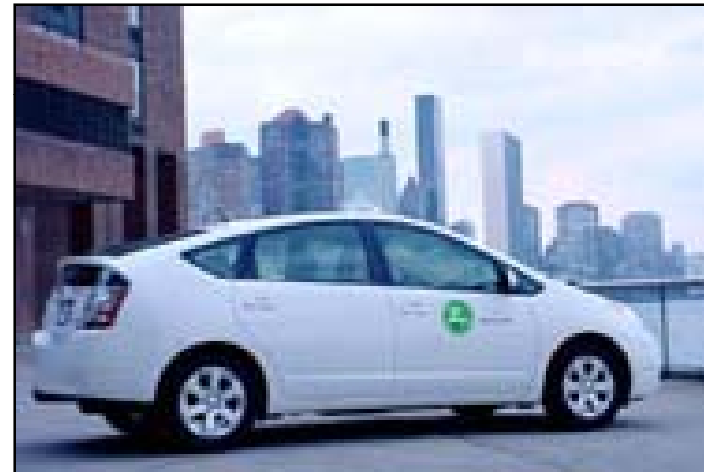
Guaranteed Ride Home

- Provides commuters who carpool, vanpool, walk, bike or take transit to work with up to 5 free rides to their vehicle from work per year if an unscheduled event arises (such as a sick child or unplanned overtime)
- Enrollment occurs annually, and participants re-enroll each calendar year
- If an unscheduled event occurs, the GRH participant calls RideSmart to receive an authorization code and to have a ride arranged.
- Visit www.MyRideSmart.com for more information



Car-Sharing

- 9 vehicles located Downtown
- Vehicle reservations are made online at www.zipcar.com
- Reservations can be made 5 minutes to 1 year in advance
- Flexible pricing:
Rates start at \$8 per hour





commuter **rewards**

- A program that rewards commuters who carpool, ride transit, vanpool, telework, bicycle or walk to work
- The concept is simple:
 - Clean up your commute
 - Log your commute
 - Earn cash and win prizes
- 3 program categories



commuter **rewards**

1. Cash for Commuters

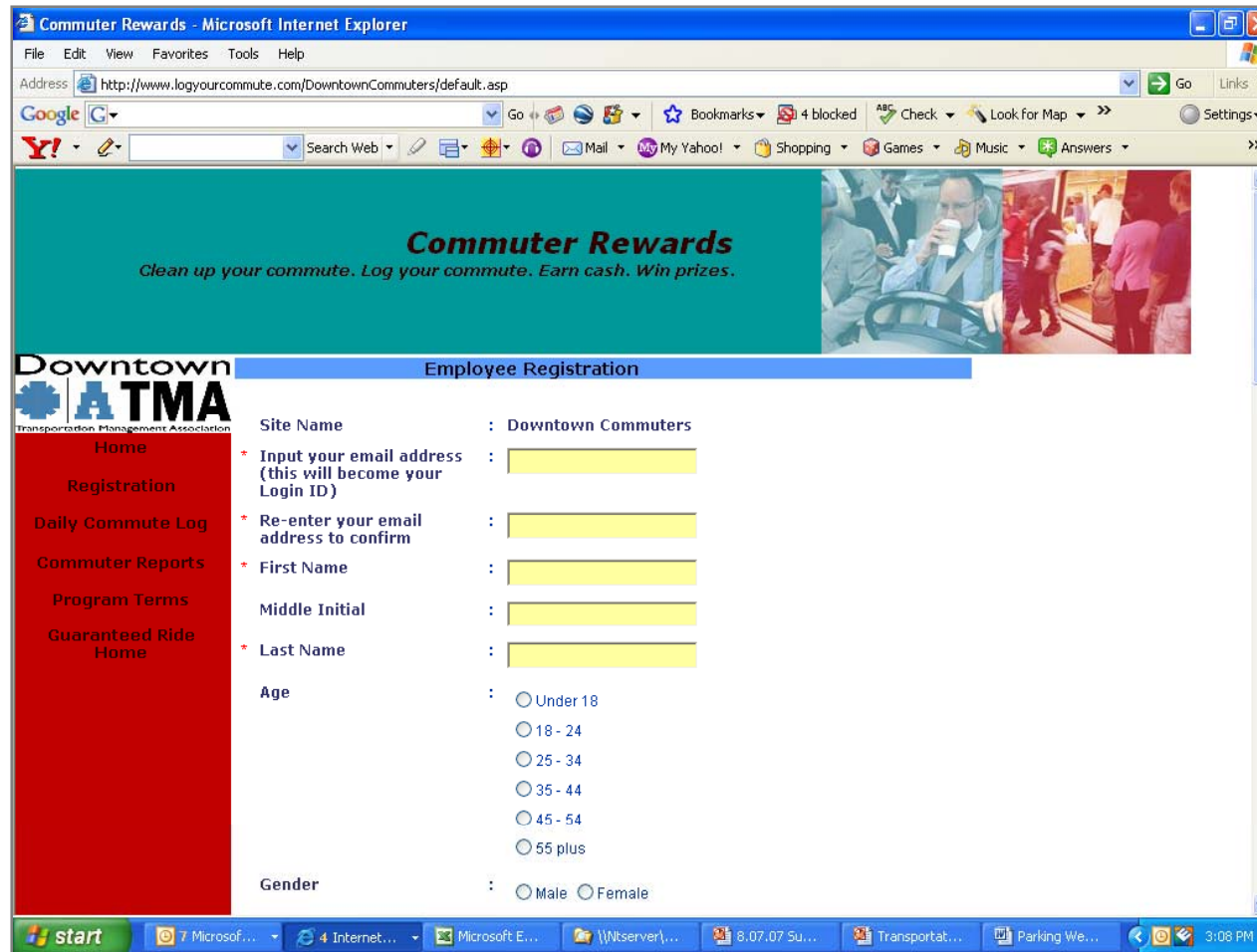
- Sign up **before** you switch to a clean mode and receive \$3 per day (up to \$180) for not driving alone

2. Commuter Prizes

- One in 20 chance for \$25 monthly gift cards

3. Carpool Rewards

- \$40 and \$60 monthly gift cards for 3 and 4 person carpools



Through the ***Downtown Commuters*** Commuter Rewards website, participants will register and log their travel activity online once per week.



A Review of Potential Costs and Savings

Average Annual Costs (Excluding Parking & Incentives):

- Drive Alone: \$ 5,450 + Parking
- Carpool (2-person): \$ 2,725 + (Parking / 2)
- Vanpool* (7 people, 1st yr.): \$ 1,800 + (Parking / 7)
- Transit:
 - MARTA \$ 598
 - CCT \$ 1,080
 - GCT \$ 1,176
 - GRTA Xpress \$ 960

* Estimate, varies



Qualitative Benefits

- User Value
 - Relieves stress associated with traffic
 - Saves gas and vehicle costs
 - More predictable and productive commute
 - More time available to do other things

- Community Value
 - Reduces traffic congestion
 - Improves air quality
 - Conserves energy



Newsletters to Keep You Informed

- Downtown Connector
 - Monthly e-newsletter for commuters, employers and residents communicating transportation news and tips
- Downtown Navigator
 - Monthly e-newsletter concerned with events, traffic and congestion that could impact getting to and from Downtown
- Others –
 - Visit www.atlantadowntown.com
 - Follow the link for “Sign up for Newsletter”



Newsletters to Keep You Informed

**INSIDE
DOWNTOWN**



**DOWNTOWN
LIVE**



**DOWNTOWN
CONNECTOR**



**DOWNTOWN
NAVIGATOR**



**DOWNTOWN
CONNECTS**



**DOWNTOWN
WORKS**



Visit www.atlantadowntown.com. Follow the link for “Sign up for Newsletter”



Transportation Resources

The Downtown TMA

404.658.1877

www.atlantadowntown.com

Angie Laurie, VP of Transportation

Sally Haggard, Director

Lynn Lopes, Program Manager

Crystal Clark, Outreach Coordinator

Sara Milton, Project Manager



Central Atlanta Progress
Atlanta Downtown Improvement District

Regional Transportation Service Providers