

AMANDA **RHEIN**





UNIVERSITY

Williams St
World Congress Ctr
Georgia Dome

78 278
North Ave
Ga Tech



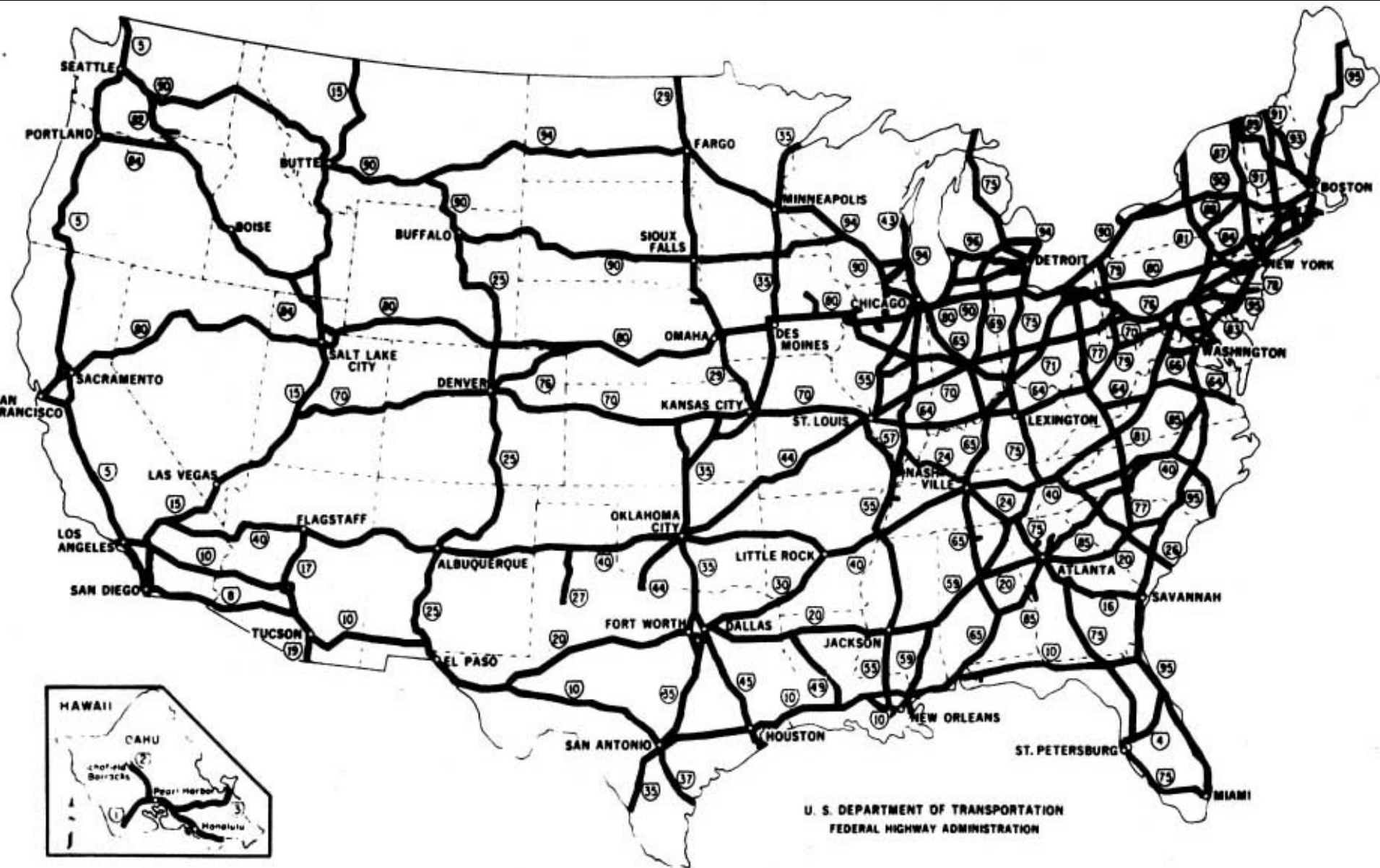
“underperforming asphalt”

ELLEN DUNHAM-JONES





Levittown 1950



U. S. DEPARTMENT OF TRANSPORTATION
FEDERAL HIGHWAY ADMINISTRATION



“The worst idea we have ever had is suburban sprawl – reorganization of the landscape around automobile use.”

JEFF SPECK



Income
immobility

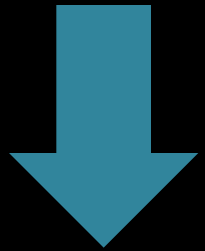
Negative
health
impacts

Environmental
degradation

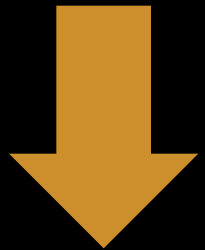
Poor
quality
of life



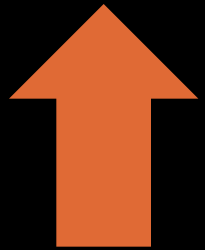
MILLENNIALS



Drove 23% fewer miles



67% have drivers license



Would give up car over phone



UBER



PICKUP LOCATION
1001 Connecticut Avenue Northw...




1 MIN SET PICKUP LOCATION

uberX uberXL uberX + Ca

uberX BLACK CAR TAXI



An aerial photograph of a walkable urban neighborhood. A long, wide concrete sidewalk runs alongside a row of young trees planted in circular mulch beds. To the left is a long, single-story building with a flat roof and numerous air conditioning units. In the background, a city skyline with several tall skyscrapers is visible under a clear sky. A few people are walking on the sidewalk, and a small dog is visible in the foreground. A red and white striped traffic barrel is on the right side of the sidewalk.

Millennials are more likely to want to live in **URBAN AND WALKABLE NEIGHBORHOODS**

**BABY
BOOMERS
WANT THE
SAME THING**



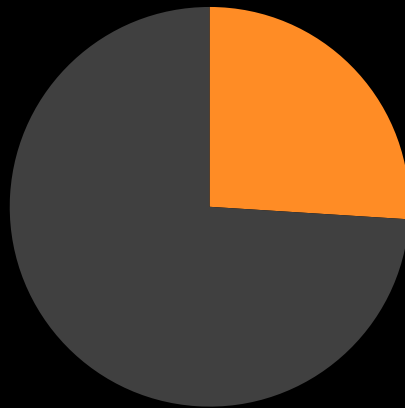


WALKABLE URBAN PLACES



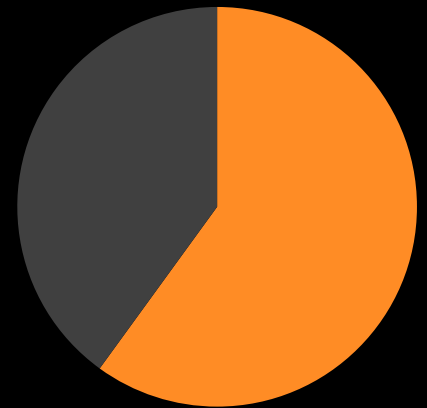
14%

1990 - 2000



26%

2000 - 2008



60%

2008 - 2013

Project Eagle



SLS Electric Drive

Mercedes-Benz
Dacia-Cars MB

Możesz objechać...
Najwyższy jazdę od 229 900

Five or 10 years ago...

Corporate site selection groups
looked at **MARTA** just as a pro
forma check the box.

Five or 10 years ago...

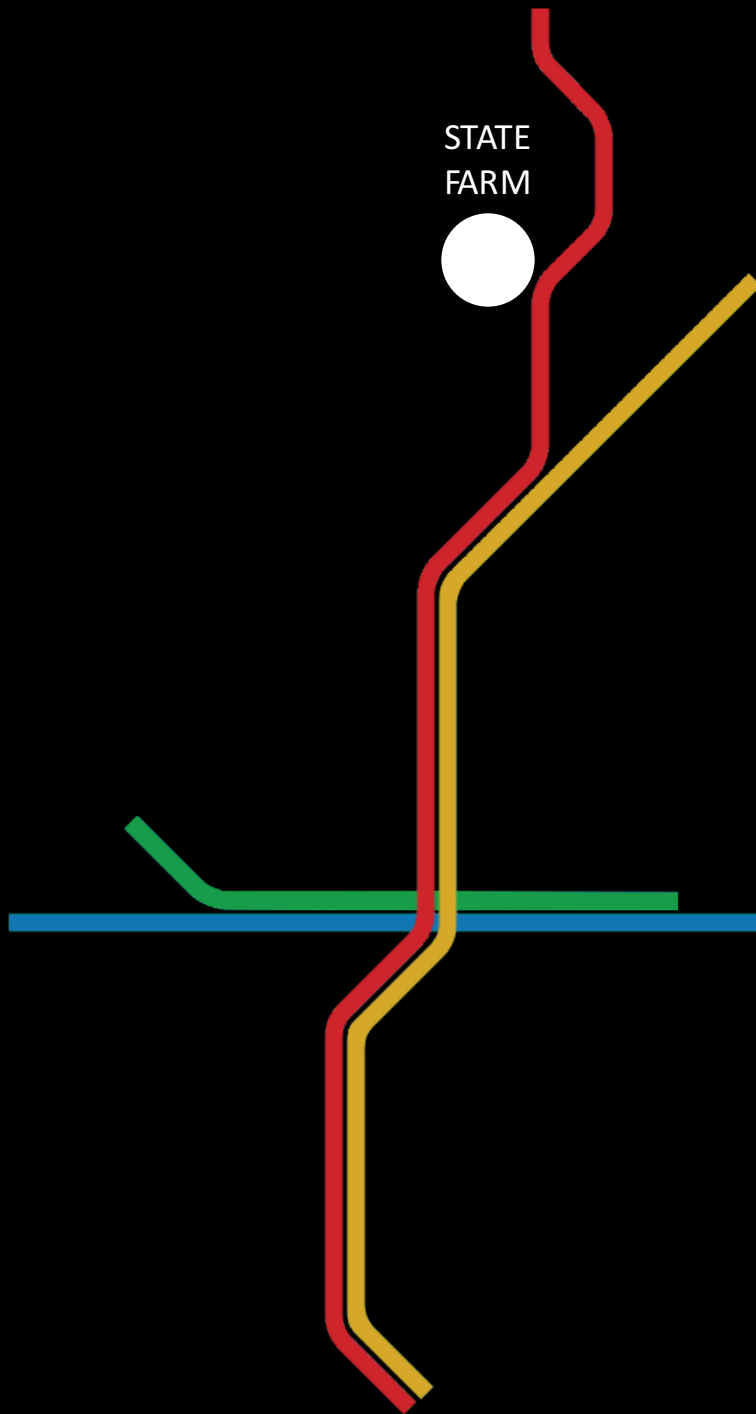
Corporate site selection groups looked at **MARTA** just as a pro forma check the box.

Today, *mass transit* is a real and important part of the decision making process.



“Commuter times to the office and the airport were high among the search criteria.”

PulteGroup



“State Farm wants to be in *the center of live, work, play environments.*”

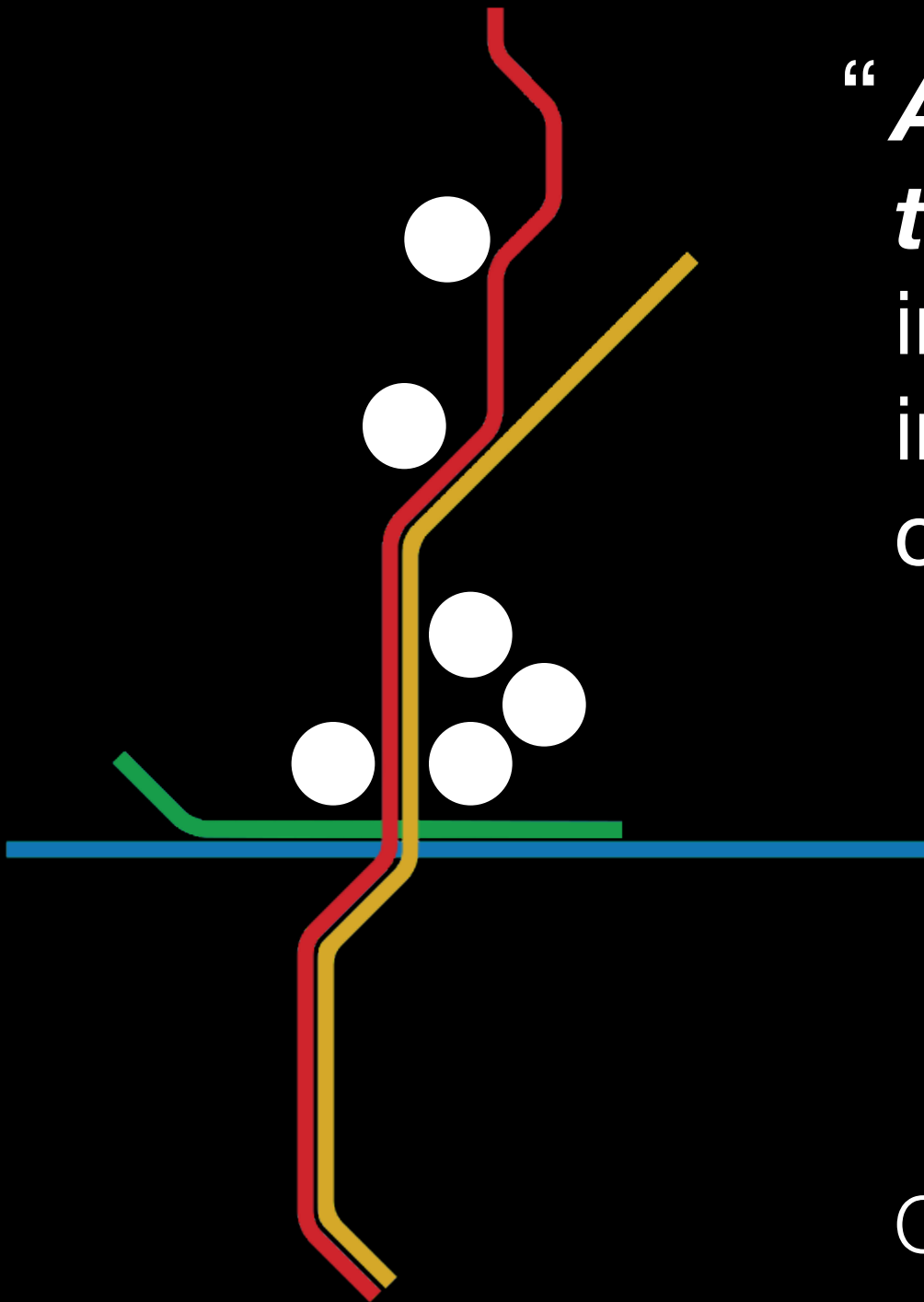
“It’s a focus on millennials, and *attracting and retaining employees.*”

State Farm



“It was important to have a *great location with an ability to walk to restaurants and shops* and a location that was *close to public transportation.*”

Kaiser Permanente



“Access to public transportation is increasingly important to our customers.”

Cousins Properties



So... what's holding us back?

PERCEPTION  **VS.** *REALITY*

ATLANTA

DALLAS

DENVER

LOS ANGELES

PORTLAND

SEATTLE



No Smoking

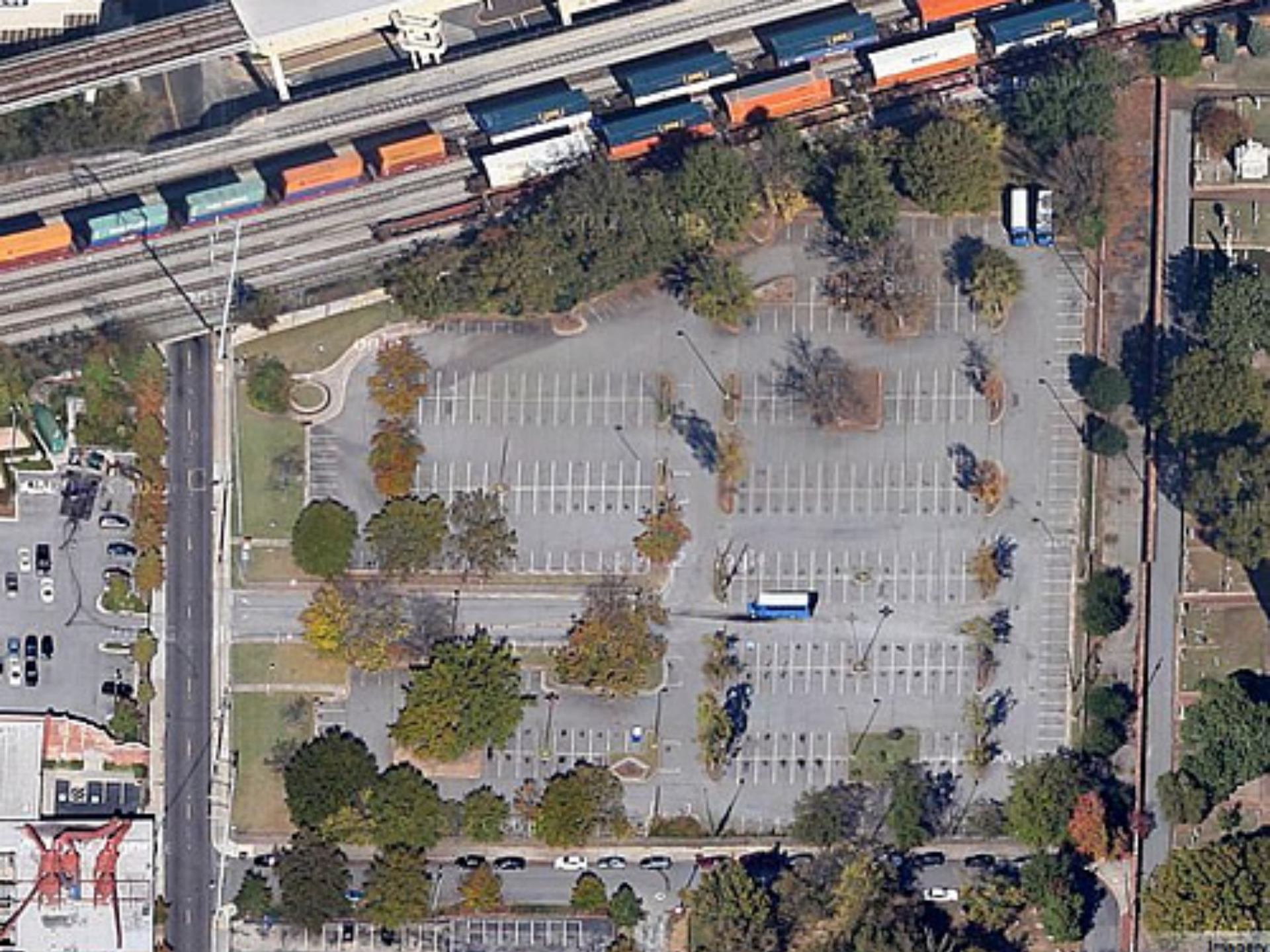
No Smoking All Trains No Smoking

Map

LIBRA

215 SYCAMORE











VIEW INTO SHOPPING AROUND MARTA

JAKE HENDERSON







71% of Atlantans

think that *improved public transportation* is very important to *the future of our region*.

TODAY



FUTURE



Connect 400 12 MILES



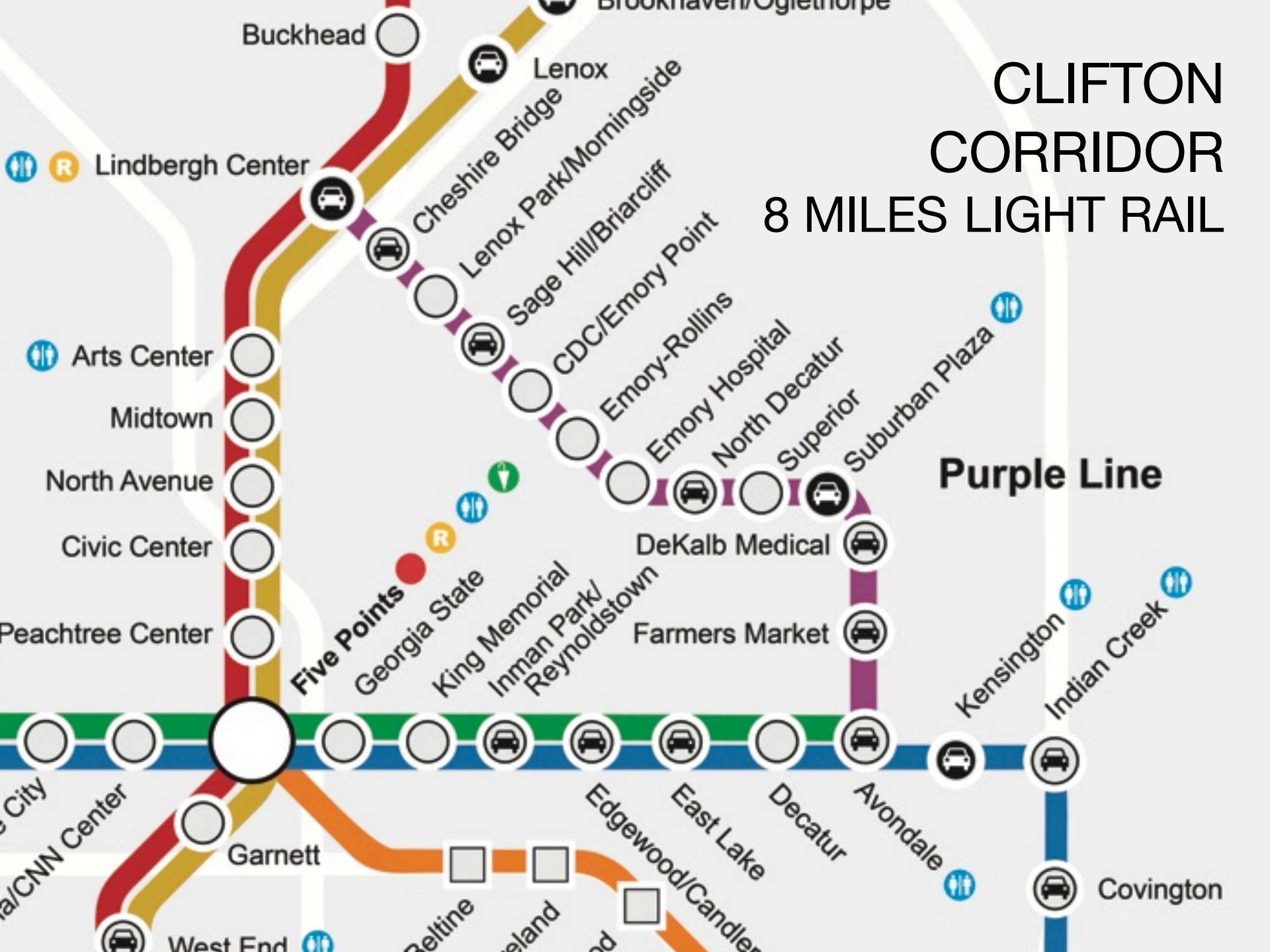
Red Line

Gold Line





CLIFTON CORRIDOR 8 MILES LIGHT RAIL





#irideMARTA

