

## 1. NWCS Goals and Objectives for LPA Study

Goals	Objectives	Criteria:
<b>* Improve Mobility and Accessibility</b>	<i>Increase accessibility and public transportation options in the study area</i>	<ul style="list-style-type: none"> <li>• Study area population within 5 miles of a designated park and ride facility</li> <li>• Study area population within ½ mile of transit boarding point</li> <li>• Study area employment within ½ mile of transit boarding point</li> </ul>
	<i>Expand the person carrying capacity of the transportation system</i>	<ul style="list-style-type: none"> <li>• Peak-hour transit person throughput: scheduled transit capacity (seated load + accepted/comfortable standees).</li> </ul>
	<i>Increase the use of public transportation in the study area</i>	<ul style="list-style-type: none"> <li>• Total regional transit ridership (boardings)</li> <li>• Total regional transit passenger-miles</li> <li>• Total transit passenger-miles with two trip ends in the study area</li> </ul>
	<i>Improve public transportation user mobility in the study area</i>	<ul style="list-style-type: none"> <li>• Transit revenue-vehicle hours in the study area.</li> <li>• Person-miles of transit travel in the study area.</li> <li>• Total linked transit passenger trips with two trip ends in the study area</li> <li>• Total study area Vehicle Miles Traveled (VMT)</li> <li>• Total study area Vehicle Hours Traveled (VHT)</li> </ul>
	<i>Enhance the efficiency of the transportation system</i>	<ul style="list-style-type: none"> <li>• Person-hours traveled (PHT) by transit in the study area</li> </ul>
	<i>Improve accessibility via public transportation to jobs and essential activities and services</i>	<ul style="list-style-type: none"> <li>• Population within 30 transit minutes of : Atlanta CBD; Midtown; Galleria; and Town Center</li> </ul>
<b>* Improve Equitable Transportation</b>	<i>Make the distribution of accessibility to public transportation more equal throughout the study area</i>	<ul style="list-style-type: none"> <li>• Coefficient of variation<sup>1</sup> (COV) of an accessibility measure over the study area's transportation analysis zones (TAZs). The measure will be the minutes of travel time to the TAZ nearest to MARTA Five Points.</li> </ul>
	<i>Make the distribution of mobility by public transportation more equal throughout the study area</i>	<ul style="list-style-type: none"> <li>• COV of a mobility measure over the study area TAZs. The mobility measure will be the mode split (fraction of total trip productions and attractions by transit).</li> </ul>
	<i>Make the distribution of the benefits of public transportation more equal throughout the study area</i>	<ul style="list-style-type: none"> <li>• Number of low income households within ½ mile of project boarding points</li> </ul>

<sup>1</sup> Ratio of the standard deviation to the mean (average) value

	<i>Make the distribution of the burdens or impacts of public transportation more equal throughout the study area</i>	<ul style="list-style-type: none"> <li>• Number of tracts of each EJ ‘flavor’ (minority, elderly, etc.) in each of three categories – new service on existing streets, new service on XR/W with station in tract, new service on XR/W passing through. Use JJG data as applicable</li> </ul>
	<i>Protect neighborhoods</i>	<ul style="list-style-type: none"> <li>• Number of residential dwellings relocated</li> <li>• Number of noise sensitive receptors impacted</li> </ul>
	<i>Protect transportation corridors, and transportation investments in the study area</i>	This objective will not be evaluated prior to the EIS.
	<i>Support economic development in the study area, adequately served by existing or planned public transportation service</i>	<ul style="list-style-type: none"> <li>• Counts of ‘good’, ‘fair’, and ‘poor’ transit-friendliness for stations (same as A&amp;M)</li> </ul>
	<i>Encourage diverse and complementary land uses in the study area that increase the opportunity for transportation options</i>	<ul style="list-style-type: none"> <li>• Total study area AM peak walk trips from major transit boarding points in the study area to non-residential attractions, excluding the MARTA connecting station.</li> </ul>
	<i>Minimize development in the study area’s environmentally sensitive areas</i>	<ul style="list-style-type: none"> <li>• Takings of environmentally sensitive areas</li> </ul>
<b>* Assure that the selected project is a worthwhile public investment</b>	<i>Demonstrate the local financial commitment and capacity necessary to receive Federal funding support</i>	<ul style="list-style-type: none"> <li>• Total incremental annual cost per incremental passenger-mile</li> <li>• Total incremental annual cost (annualized capital plus operating) per incremental passenger.</li> <li>• Incremental annual cost per incremental dollar of Transportation System User Benefit. This requires the following data: a) ADT at GA 400 toll booths; b) regional VMT by functional class; c) transit person-miles by mode (bus, MARTA rail, and LRT); d) average parking cost per regional vehicle trip; e) total transit fares paid.</li> </ul>
	<i>Assure that the selected project meets a reasonable standard of total economic performance</i>	<ul style="list-style-type: none"> <li>• B/C ratio relating total annual benefits for 2025 Annualized Net Present Value (ANPV) to total annualized project cost</li> </ul>