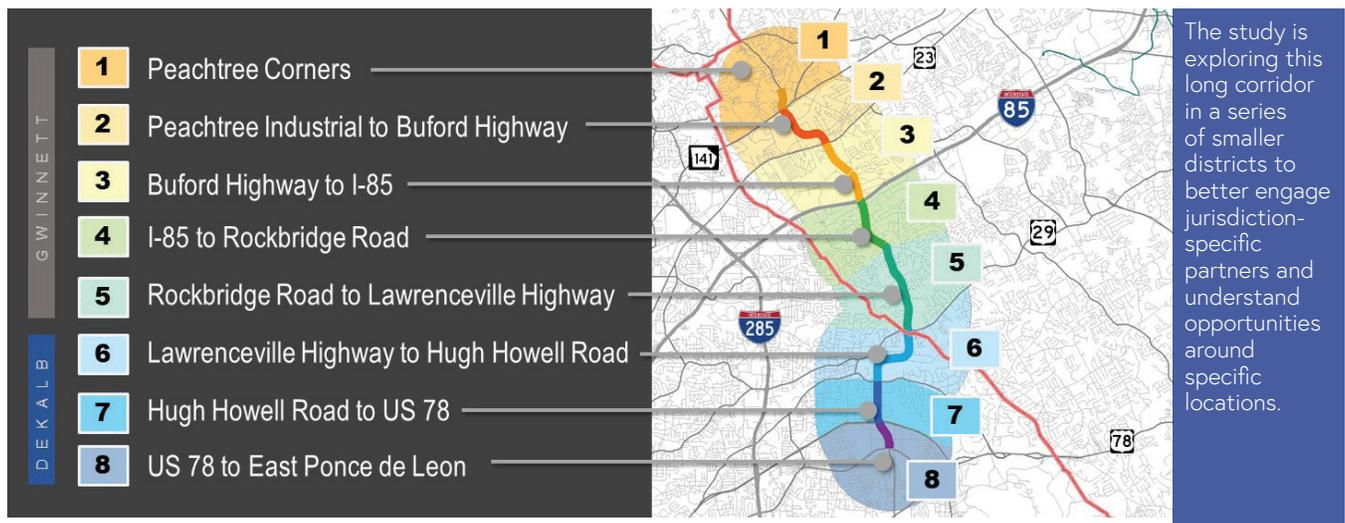


Incredible Corridor Transit Study

March 2022

The Tucker Summit and Gateway85 CIDs are leading an effort to study feasibility of transit service along the Jimmy Carter Boulevard and Mountain Industrial Boulevard corridor. This corridor is the center of over 15,000 jobs and ties together significant concentrations of multi-family housing just outside I-285. As it traverses Gwinnett and DeKalb Counties, transit and transportation are in multiple agency jurisdictions, and no coordinated transit service exists that takes advantage of the potential jobs-housing connections that the corridor offers.

The CIDs look forward to engaging partner agencies and stakeholders in making steps to establish such a service on this important corridor. This brief document provides a summary of key opportunities that the corridor includes.

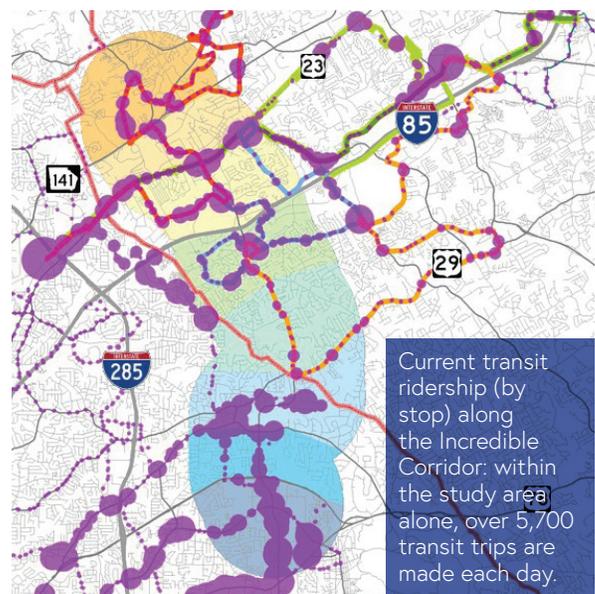


Current transit service and ridership

Today, multiple different bus routes in Gwinnett County serve the Jimmy Carter corridor along different segments, and four MARTA bus routes in DeKalb County provide service near the corridor. The total combined ridership along and around this corridor is over 5,700 combined boardings and alightings—or an assumed average of 2,800 riders per day, with significant concentrations of ridership activity along parts of the corridor itself.

Significant concentrations of ridership include:

- Jimmy Carter at Buford Highway: generally around 150 average daily transit riders served
- Jimmy Carter at Live Oak: nearly 100 average daily transit riders
- Mountain Industrial at North Royal Atlanta/Commerce Place: 120 average daily riders



- Mountain Industrial south of US 78: over 350 average daily riders

Multi-Family Housing and Naturally-Occurring Affordable Housing

The larger corridor study area includes nearly 20,000 multifamily housing units, and of these, 6,900 have rents that are below an area-wide average rent per square foot. While they may not all be classified as affordable housing per additional definitions, the lower-price, typically older multi-family properties also feature characteristics common in lower-income housing: over 3,500 households in the larger corridor study area do not have access to vehicles. These both point to a potential market for transit service along the corridor, and nearly 2,700 of the naturally-occurring affordable units are within a half-mile walk of the Jimmy Carter-Mountain Industrial corridors themselves. These both point to a strong potential market for transit service directly along the corridor, particularly as it connects to other major services (such as GCT's Buford Highway routes).

Travel Patterns on the Incredible Corridor

Real-time travel data prior to the COVID-19 pandemic, captured from smartphones and other mobile devices, shows that nearly 1 million daily trips occur along or near the Incredible Corridor, with as many as 20 percent of these staying within the corridor (trip lengths of under a mile): nearly 200,000 trips that could potentially be substituted from driving travel given the right options.

In addition, during typical peak-period travel times (7 to 9 AM and 4 to 6 PM), as many as 30 percent of trips occurring are work related. For trips originating in the Incredible Corridor area, nearly 30,000 trips to occur between 7 and 10 AM, suggesting residents of the Corridor area traveling to jobs. For trips destined for the area, just over 30,000 trips are from work or some other location to homes. This is a significant travel market—and when considering the prevalence of households without access to vehicles and in lower-rent housing units where the cost of vehicle ownership may be a financial burden, points to possibilities for transit service to fill a travel gap.

Next Steps and Questions to Answer

The CIDs look forward to engaging partners, especially Gwinnett County Transit and MARTA, to work out a path to capitalizing on this transit potential in the area. Questions that the rest of this transit study will answer include:

- What type of service will fit best within this corridor's travel needs and characteristics? The study will consider a conventional fixed route like what GCT and MARTA already operate, a more upgraded arterial rapid transit service focused on fewer stations at key activity centers, and a more flexible, location-focused shuttle service.
- How can the CIDs and their partners promote and tap into the potential of this service?
- How can other CID investments in infrastructure, such as connecting sidewalks and paths to provide better rider access, make this service more successful?

