“underperforming asphalt”

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

JEFF SPECK
Poor quality of life
Income immobility
Negative health impacts
Environmental degradation
MILLENNIALS

Drove 23% fewer miles

67% have drivers license

Would give up car over phone
Millennials are more likely to want to live in **UBERAN AND WALKABLE NEIGHBORHOODS**
BABY BOOMERS WANT THE SAME THING
WALKABLE URBAN PLACES

1990 - 2000: 14%
2000 - 2008: 26%
2008 - 2013: 60%
Project Eagle
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.
“Commute times to the office and the airport were high among the search criteria.”
“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
71% of Atlantans think that *improved public transportation* is very important to the future of our region.
I-20 EAST TRANSIT INITIATIVE
12 MILES RAIL + 12.8 MILES BRT
CLIFTON CORRIDOR
8 MILES LIGHT RAIL