



ECONOMIC IMPACT ANALYSIS OF THE *GREEN LINE* PLAN AND GEORGIA MULTI-MODAL PASSENGER TERMINAL

SUMMARY OF FINDINGS

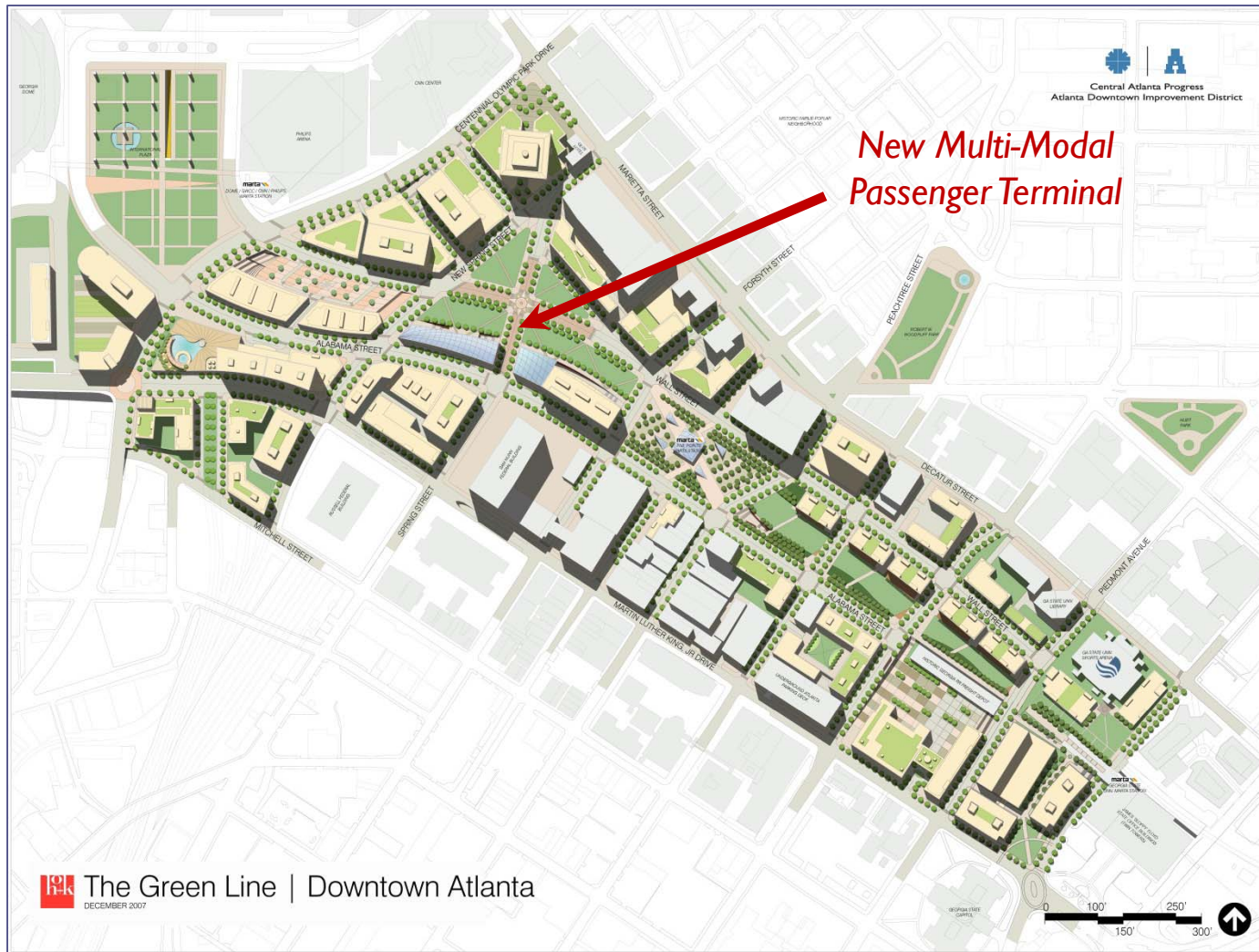
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Study Scope of Work/Methodology

- Define the “Project” components, construction costs & phasing
- Identify and model the direct effects of transit system improvements supporting the MMPT
 - Relevant capital costs
 - Annual O&M Costs
 - System user benefits to transit riders & auto travelers
- Estimate resulting direct redevelopment impacts on Downtown Atlanta
 - Define the “Build” Scenarios
- Forecast Economic impacts (including multiplier effects) using the TREDIS economic impact model
 - Evaluate the regional distribution and source of impacts

Downtown Green Line Vision Plan (2008)



Types of Economic Impacts Measured

- **Average annual construction spending** on the MMPT, public amenities and related regional transit systems
- **Redevelopment impacts** (also construction spending) on property surrounding the MMPT
- **Permanent employment/business growth** resulting from occupancy of new Downtown office and commercial space
- **Annual spending on O&M** of the MMPT and related regional transit services
- **The economic value of user benefits** to transit riders and highway users from reduced congestion, improved mobility and access to employment
- **Fiscal impacts** on the City of Atlanta and Fulton County

Results Framework

- Two Build Scenarios were defined
 - “Partial Build” & “Full-Build” of the MMPT & support amenities
- Two snapshot years reported: 2020 & 2040
- Impacts are expressed as a change from the “No-Build” condition
- Economic impact measures reported – including secondary and induced effects:
 - Output
 - Value Added (Gross Regional Product)
 - Employment

This summary focuses on 2040 Impacts of the “Full-Build” Scenario on the State of Georgia

Summary of Direct Effects

- a) Travel Savings Effects
- b) Construction Effects
- c) Downtown Redevelopment Effects

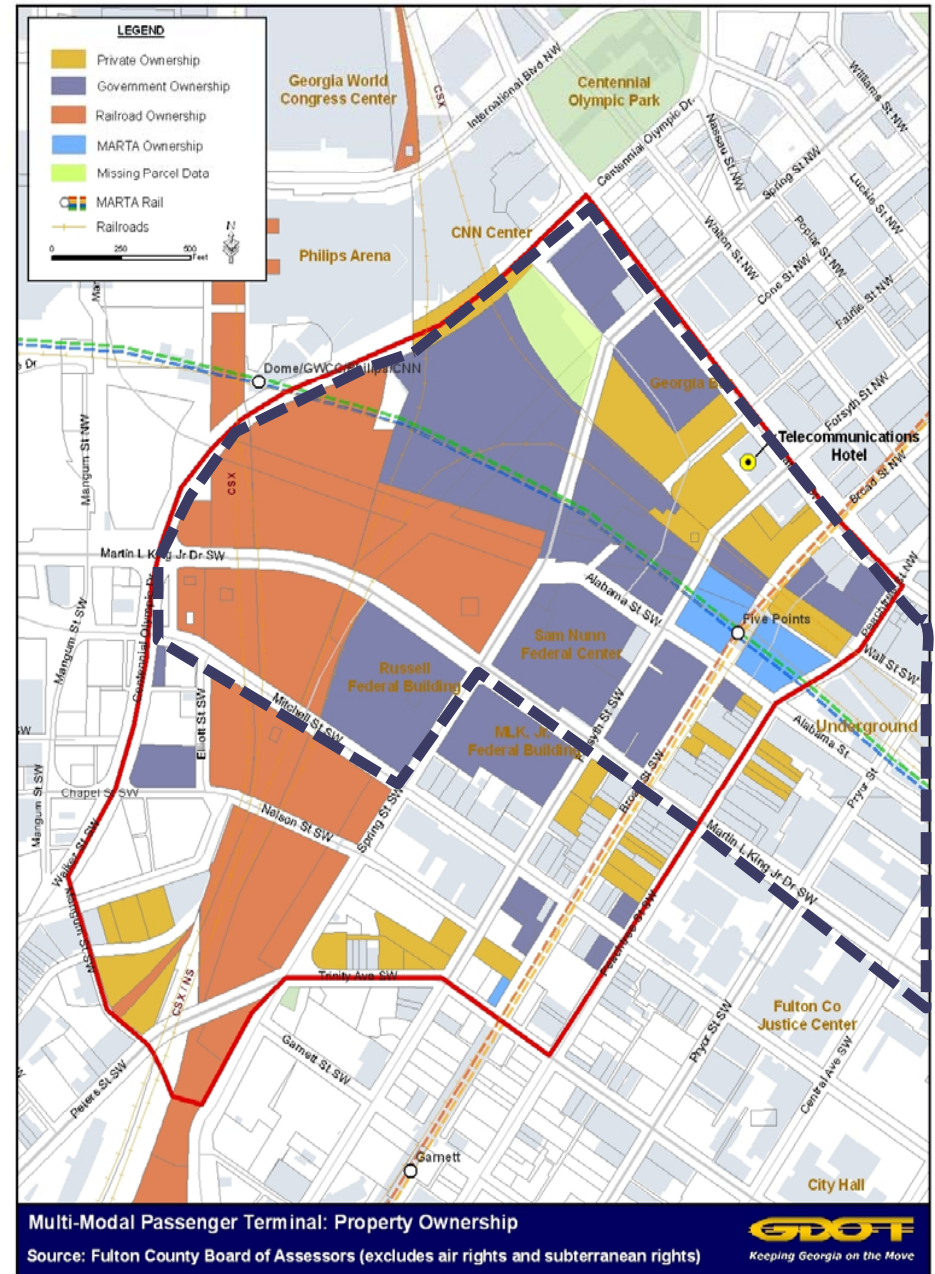
Summary of Transportation User Benefits

- At completion, the MMPT and related transit investments are projected to:
 - ❑ Generate 22.5 million annual transit trips
 - ❑ Reduce annual automobile trips by 13.4 million
 - ❑ Remove 568.1 million vehicle miles from area highways
 - ❑ Reduce the time Atlanta commuters spend in automobiles by 77.6 million hours – mostly during periods of peak congestion
- ❑ Save truckers 7.1 million hours of travel time in and through the Atlanta Region
- ❑ Generate annual travel cost savings of nearly **\$2.2 billion** to residents and businesses including:
 - ❑ Annual trucking cost savings of nearly \$280 million
 - ❑ Total annual cost savings to businesses of \$1.1 billion

Source: ARC Travel Demand Model and TREDIS

Study Area Build Out Potential

- The 124 acre Study Area has the physical potential to support 19.6 million SF of total buildings & structures
 - 8.1 million SF exists today
 - 10.98 million SF of total potential new building construction by 2040 (including the MMPT)
 - 2.1 million SF additional parking structure
 - 6.5 million SF of existing improvements
- Office, retail and residential uses comprise the bulk of the potential



Direct Redevelopment Effects: (Full Build)

- In comparison to the No Build Scenario, **fully** implementing the MMPT and associated amenities could:
 - Increase investment in Downtown Atlanta by nearly **\$3.1 billion**
 - Create nearly **15,700 more** jobs within the Study Area
 - Attract **8.6 million SF** of additional development
 - Produce **\$65 million** more in local annual tax collections by 2040
- The terminal and associated public improvements represent less than 15% of the total net gain in investment (public and private) in this Scenario: (a 6:1 return)

Indicator	Comparison of 2040 Conditions		Difference	% Change
	No Build	Full Build		
Total Buildings/Structures (SF)	10,176,166	18,772,770	8,596,604	84.5%
Developed Office Space (SF)	5,620,059	8,639,440	3,019,381	53.7%
Developed Retail Space (SF)	875,557	1,476,776	601,218	68.7%
Residential SF (Including Student Housing)	1,346,605	3,321,950	1,975,345	146.7%
Permanent On-Site Employment (Jobs)	30,565	46,229	15,664	51.2%
Average Annual Construction Employment	177	1,101	923	521.5%
Total 30-Year Investment (\$Billions)	\$ 0.6	\$ 3.6	\$ 3.1	521.5%
Annual Local Tax Collections	\$ 13,826,366	\$ 78,964,580	\$ 65,138,215	471.1%
2040 Study Area FAR	1.9	3.5	1.6	84.5%

Summary 2040 Economic Impact Forecast

(Including Multiplier Effects)

Source of 2040 Economic Impacts

2040 Impact Summary: **Full-Build Scenario** State of Georgia

Average Annual Impact	Direct Effects			Total Economic Impacts		
	Output (2011\$)	Value-added (2011\$)	Jobs	Output (2011\$)	Value-added (2011\$)	Jobs
Statewide						
Redevelopment Phase	\$ 76,261,409	\$ 32,709,476	592	\$ 134,914,446	\$ 67,516,891	1,053
MMPT Development Phase	\$ 38,069,461	\$ 18,108,647	325	\$ 66,737,500	\$ 35,192,338	547
Transit O&M Spending	\$ 219,952,747	\$ 129,003,288	3,704	\$ 547,935,358	\$ 331,649,479	6,142
Permanent Jobs_2040	\$ 1,541,816,520	\$ 1,042,273,804	12,604	\$ 2,617,192,803	\$ 1,666,816,286	22,111
Travel User Benefits_2040	\$ -	\$ -	-	\$ 1,397,628,690	\$ 755,872,999	11,525
Transit Capital Investment	\$ 150,182,696	\$ 63,857,784	1,271	\$ 406,420,216	\$ 219,697,841	3,150
Grand Total	\$ 2,026,282,832	\$ 1,285,952,999	18,496	\$ 5,170,829,013	\$ 3,076,745,835	44,529

The economic impacts to the State are almost equally split between regional transportation benefits and Downtown redevelopment effects

Summary Conclusions – Full Build Scenario (Including Multiplier Effects)

- By 2040, economic impacts resulting from the project could:
 - Add nearly 44,500 jobs to the Georgia economy (including multiplier effects)
 - Increase the State's annual economic output by more than \$5.2 billion in 2011\$.
 - Generate nearly \$3.1 billion in net additional investment/building construction in “the Gulch” over 30 years

Summary Conclusions – Full Build Scenario

- Of the 44,500 jobs created Statewide (Including Multiplier Effects):
 - An average of 4,750 jobs/year supported by construction of the MMPT & transit systems
 - 22,100 jobs result from new employment activity locating in Downtown Atlanta
 - 6,100 jobs/year supported by transit system O&M
 - 11,500 jobs/year created as a result of savings to automobile and truck travelers

89% of job creation effects are related to permanent employment gains rather than construction spending

Distribution of Statewide Job Impacts (Including Multiplier Effects) 2040 Full-Build Scenario

Supported Jobs by Source/Type	Transit System Improvement Effects	Downtown Redevelopment Effects	Total Job Impacts
Supported by Avg. Annual Construction Spending			
MMPT Terminal & Amenities	547		
Transit System Development	3,150		4,751
Downtown Redevelopment		1,053	10.7%
Permanent Jobs - at Completion			
Transit System O&M Spending	6,142		39,778
System-wide travel cost benefits	11,525		89.3%
Downtown Atlanta Business Activity		22,111	
Total Job Creation	21,365	23,164	44,529
Annual Output (Billions 2011\$)	\$2.4	\$2.8	\$5.2
	47%	53%	

Summary Conclusions – Full Build Scenario

- Focusing **only** on investment in the MMPT and the associated public transit improvements
 - Has a positive economic impact on the State of nearly \$2.4 billion (representing 47% of Total Output gained)
 - Responsible for nearly 21,400 of the 44,500 total job gains by 2040
- The largest share of these economic impacts benefit the rest of Fulton and the suburban counties surrounding Atlanta

Summary Conclusions – Full Build Scenario

- Focusing **only** on redevelopment effects of the MMPT on Downtown Atlanta:
 - Has a positive economic impact on the State of more than \$2.8 billion (representing 53% of Total Output gained)
 - Responsible for nearly 23,200 of the 44,500 total job gains by 2040
- Redevelopment impacts focus **only** on the Study Area
 - Redevelopment impacts on outlying areas along the transit improvements serving the MMPT are not addressed in this analysis, but could be substantial