Version 7/03

APPLICATION FOR FEDERAL ASSISTANCE

2. DATE SUBMITTED	Applicant Identifier
07/15/2004	
3. DATE RECEIVED BY STATE	State Application Identifier
4. DATE RECEIVED BY FEDERAL AGENCY	Federal Identifier

1. TYPE OF SUBMISSION:	
Application	Pre-application
☐ Construction	☐ Construction
☑ Non-Construction	☑ Non-Construction

5. APPLICANT INFORMATION

Legal Name: State Road and Tollway Authority	**Organizational Unit:**
	Department:
Organizational DUNS:	Division:
Address:	**Name and telephone number of person to be contacted on matters involving this application (give area code)**
Street: 101 Marietta St NW, Suite 2500	Prefix: Mr. / First Name: Daniel
City: Atlanta	Middle Name: Edward
County: Fulton	Last Name: Drake
State: Georgia / Zip Code: 30303-2781	Suffix:
Country: USA	Email: dan.drake@georgiatolls.com
6. EMPLOYER IDENTIFICATION NUMBER *(EIN):* 58-1541084	Phone Number (give area code): 404-893-6104 / Fax Number (give area code): 404-893-6144

8. TYPE OF APPLICATION: ☑ New ☐ Continuation ☐ Revision If Revision, enter appropriate letter(s) in box(es) (See back of form for description of letters.) ☐ ☐ Other (specify)	**7. TYPE OF APPLICANT:** (See back of form for Application Types) A. State Other (specify) **9. NAME OF FEDERAL AGENCY:** Federal Highway Administration
10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: 20-205 TITLE (Name of Program): Highway Planning and Construction	**11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:** Application of Value Pricing on the I-75 High-Occupancy Vehicle Lanes and Bus Rapid Transit (HOV/BRT) Project
12. AREAS AFFECTED BY PROJECT *(Cities, Counties, States, etc.):* Fulton County and Cobb County in Georgia	
13. PROPOSED PROJECT Start Date: February 2005 / Ending Date: March 2006	**14. CONGRESSIONAL DISTRICTS OF:** a. Applicant Georgia 5th / b. Project Georgia 5th and 6th

15. ESTIMATED FUNDING:		**16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?**
a. Federal	$ 580,000.00	a. Yes. ☐ THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON DATE:
b. Applicant	$ 145,000.00	
c. State	$ .00	b. No. ☐ PROGRAM IS NOT COVERED BY E. O. 12372
d. Local	$ .00	☐ OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW
e. Other	$ .00	
f. Program Income	$ .00	**17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?**
g. TOTAL	$ 725,000.00	☐ Yes If "Yes" attach an explanation. ☑ No

18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT. THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.

a. Authorized Representative		
Prefix: Mr.	First Name: Douglas	Middle Name: Randolf
Last Name: Hooker		Suffix
b. Title: Executive Director		c. Telephone Number (give area code): 404-893-6102
d. Signature of Authorized Representative		e. Date Signed: 07/15/2004

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Standard Form 424 (Rev.9-2003)
Prescribed by OMB Circular A-102

STATE OF GEORGIA
OFFICE OF THE GOVERNOR
ATLANTA 30334-0900

Sonny Perdue
GOVERNOR

July 8, 2004

The Honorable Norman Y. Mineta
Secretary, United States Department of Transportation
400 Seventh Street, S.W.
Washington, D.C. 20590-0001

Dear Secretary Mineta:

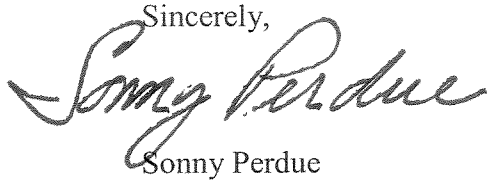
The State of Georgia is pleased to submit two proposals for funding consideration under the FHWA Value Pricing Pilot Program: (1) "Atlanta's Congestion Pricing Project" and (2) "Application of Value Pricing on the I-75 BRT/HOV Project." These two projects represent an unprecedented level of cooperation between state and local agencies. The project partners include the Georgia Department of Transportation (GDOT), the Georgia Institute of Technology (GT), the Georgia State Road and Tollway Authority (SRTA), the Georgia Regional Transportation Authority (GRTA), and the Atlanta Regional Commission (ARC).

The Atlanta Congestion Pricing proposal modifies and extends a three-phase, $2.8 million project that was originally approved for funding by the Federal Highway Administration in 2001. The previously-approved project was designed to collect baseline data, implement mileage-based charges for a test population, and evaluate the effects of pricing on household travel behavior. Phase I ($1.4 million) activities were completed this year. The state instrumented 500 vehicles in 270 representative households and conducted surveys to create the largest repository of baseline travel behavior data ever assembled. More than 600,000 vehicle trips have been monitored on a second-by-second basis. The proposed continuation of the Atlanta congestion-pricing project will implement mileage-based and congestion-based charges for the current participants and evaluate household response to pricing. The State of Georgia fully supports the demonstration program, as demonstrated by the fact that we have already provided the required matching funds for the entire $2.8 million project during our Phase I efforts.

The Application of Value Pricing on the I-75 HOV/BRT project will evaluate whether roadway-pricing elements can be successfully integrated into our planned I-75 HOV/ BRT project. The state agencies would use these findings to evaluate the potential congestion reduction and revenue enhancement benefits of high-occupancy toll (HOT) lanes and a bus rapid transit (BRT) facility on Atlanta's I-75 corridor. The demonstration project focuses on evaluating a specific project, increasing the likelihood that a permanent HOT/BRT facility will be implemented.

Value pricing programs have the potential to provide profound improvements for mobility, congestion, energy efficiency, and air quality in cities like Atlanta. However, only the most reasonable and publicly acceptable value pricing programs should be implemented. Demonstration projects such as ours will effectively evaluate the potential of such programs. We look forward to working with you to make these proposals a success. Should you or your staff have any questions or desire any further information, please contact Mr. Douglas R. Hooker, Executive Director of SRTA, at (404) 893-6102 or douglas.hooker @georgiatolls.com.

Sincerely,



Sonny Perdue

Application of Value Pricing on the I-75 High-Occupancy Vehicle Lanes and Bus Rapid Transit (HOV/BRT) Project

FHWA Value Pricing Pilot Program
Integrated 10-Point Detailed Proposal (DP) and 6-Point Sketch Plan (SP)

Submitted by: *State Road and Tollway Authority (SRTA, Georgia)*
in conjunction with
Georgia Department of Transportation (GDOT)
Georgia Regional Transportation Authority (GRTA)
Atlanta Regional Commission (ARC)
Georgia Institute of Technology (GT)

July 15, 2004

1. CONGESTION PROBLEM TO BE ADDRESSED (DP1 & SP1)

A description of the congestion problem being addressed (current and projected) [DP1]. Congestion problem to be addressed [SP 1].

The Atlanta Regional Commission (ARC) estimates that population will grow in the 13-county Atlanta region from roughly 3.7 million in 2000 to 6 million in 2030, a 62% increase. ARC estimates indicate that employment will increase from 2.5 million in 2000 to 4.2 million by 2030, a 68% increase. This 13-county definition of the Atlanta region is consistent with the current 1-hour ground level ozone non-attainment boundary. Atlanta has also been designated as non-attainment under the more stringent 8-hour ground level ozone standard and will soon be designated as non-attainment for the new fine particulate matter standard. These new non-attainment boundaries will be larger than the current 1-hour ground level ozone non-attainment area. Currently, ARC is developing a $50 billion Regional Transportation Plan (RTP), Mobility 2030, to invest in transportation mobility within the Atlanta area. This investment, although significant, is not expected to keep up with the modeled 21% increase in congestion levels from 2003 to 2030 under a no-build scenario. Population and employment growth severely impact the ability to keep congestion at existing levels. To this end, ARC's 2030 RTP has as its goals to improve accessibility and mobility for all people and goods, maintain and improve system performance and preservation, protect and improve the environment and the quality of life, and increase the safety and security of the transportation system.

Currently, there is no HOV service on Interstate-75 north of Akers Mill Road. However, traffic studies performed in 2002 along the corridor indicate that approximately 10 percent of the 2025 projected Daily Traffic Volumes and Peak Hour Traffic Volumes will be High Occupancy Vehicles. Annual Average Daily Traffic (AADT) projections are slightly less, but are still substantial. The 2025 AADT forecasted for I-75 is 333,400 in the general purpose lanes and 32,000 vehicles in the proposed HOV facility. For I-575, the AADT forecasts show 10,600 vehicles in HOV lanes and 127,600 in general purpose lanes. Therefore, effective opportunities exist to accommodate the current volumes and encourage greater volumes of HOV traffic along I-75 and I-575. Currently, level of service (LOS) F exists during peak hours and would continue to operate at LOS F in 2025 without both SOV and HOV improvements. Transportation demand modeling by ARC ranks I-75 from I-285 to I-575 as one of the top six congested corridors within the 13-county area that collectively account for about 1/3 of the total percentage of PM peak VMT at severely congested levels (defined as a volume to capacity ration higher than 1.15); modeling indicates that this corridor alone accounts for 4.9% of total PM peak VMT at severely congested levels.

The existing conditions on the corridor are such that simply widening the roadway may not be the best solution and may not even be feasible in all areas. As an example, at several of the existing interchanges, the openings beneath the bridges are inadequate for the current number of lanes in operation if appropriate shoulder widths are to be provided. Therefore, replacing the bridges or avoiding them altogether with separate flyover structures may be needed.

The Georgia Department of Transportation (GDOT) and the Georgia Regional Transportation Authority (GRTA) are currently evaluating high occupancy vehicle lane options and transit options for the I-75 corridor from Akers Mill Road to Wade Green Road, in the northwest quadrant of the Atlanta area. They are conducting a joint environmental impact statement (EIS) process, with the Federal Highway Administration (FHWA) as the lead federal reviewing agency.

2. PROPOSED PROGRAM DESCRIPTION (DP 2 & SP2)

A description of the proposed pricing program and its goals, including description of facilities included, and, for implementation projects, expected [[Page 23081]] pricing schedules, technology to be used, enforcement programs, and so on [DP 2]. Nature of proposed or potential pricing projects to respond to that problem, including overall project goals, and potential facilities to be included [SP 2].

SRTA is proposing to evaluate the public perception of tolls in the I-75 corridor, understand the toll revenues from pricing the proposed I-75 HOV lanes, and learn and exchange information with other metropolitan areas as they implement HOT lanes and BRT. This evaluation study will run parallel to the I-75 HOV/BRT environmental impact statement process. The goals of this evaluation are shown below.

Specific Goals for Pre-Project Study:

1. To examine the use of value pricing on the I-75 HOV/BRT facility, from demand management, revenue generation, and public acceptability perspectives.
2. To examine tools that can index a variety of expanded BRT services to various pricing scenarios that are applied to manage travel demand.

Purpose of HOV/BRT Project

The purpose of the I-75 HOV/BRT project is to provide managed lanes that create travel time savings that will lead to the traveling public taking advantage of the alternative modes of transportation that will be made available.

The proposed managed lanes are intended to provide users a safe, less congested alternative to traverse the corridor. The vehicles that would use these facilities would include automobiles with at least two occupants, van pools, and buses. Users could also include single occupancy cars and trucks that pay a toll.

The express bus and BRT systems currently under study by GRTA would be a prime user of the facilities. Park and ride lots along the corridor would be considered to support this type of use. In addition, the use of the BRT approach, in which buses would pick up and discharge passengers at stations with park and ride lots along the corridors, has also been considered. Access points for the HOV system and or bus park and ride facilities would be provided at strategic points to ensure the maximum usage of the system.

I-75 Bus Rapid Transit (BRT) Description

From the proposed southern terminus at MARTA's Arts Center Station, buses would travel either via the 17th Street/Northside Drive BRT 'branch' to connect with the existing I-75 HOV lanes near Northside, or would enter the I-75 HOV lanes directly via new HOV-only access ramps at 15th Street. Through-buses operating from the Atlanta University Center would join the BRT on Northside Drive. From Northside

Drive, all buses would use the existing I-75 HOV lanes to a point just north of the Chattahoochee River. Beginning at Akers Mill Road (Cumberland), they would use the proposed HOV lanes along I-75 to at least Terrell Mill Road, with many continuing on to a new HOV interchange north of Town Center and to the George Busbee Parkway park-and-ride station. Through buses to Smyrna (West Cobb) and Marietta would use existing roads to reach these points; features such as traffic signal priority or queue-jumpers may be employed to speed these services.

The BRT system would use the HOV system and implementation would include adding BRT Stations at each of the HOV access points on the corridor in accordance with FTA criteria. One additional BRT station proposed to be located at the Bells Ferry Road / I-75 intersection will also be considered to serve the ridership projected in the vicinity.

Preliminary concepts for the BRT stations are being developed for all seven of the proposed station sites within the proposed HOV project area to the point that a determination can be made concerning location of the HOV Interchange, access to the station platforms and the proposed parking facilities.

I-75 High Occupant Vehicle (HOV) Lanes Description

The project proposes use of a barrier separated design approach for the HOV system on both I-75 and I-575. To avoid conflicts between general purpose traffic and HOV traffic, HOV access points are proposed to be separated from general purpose traffic by modifying existing and creating new HOV interchanges at various points. They are described as follows:

I-75 Access Points

1. The access point at Akers Mill Road at I-75 is proposed to be modified to add the north-facing HOV ramps to complement the existing south-facing HOV ramps.
2. Terrell Mill Road (existing grade separation with I-75 over Terrell Mill Road).
3. A new access point to Franklin Road between Delk Road and South Marietta Parkway. The access point is proposed to be located north of Delk Road and would tie to existing Kingston Court which is a loop road that connects to Franklin Road on both ends.
4. Roswell Road/Gresham Road split diamond HOV interchange. Roswell Road is currently grade separated with I-75 over Roswell Road. Gresham Road is grade separated with Gresham over I 75.
5. Allgood Road (existing grade separation with Allgood Road over I-75).
6. A new access south of Chastain Road to serve the proposed BRT station at the George Busbee Parkway location and the new Cobb County Transit Park and Ride facility currently in operation behind Town Center Mall on the southwest corner of George Busbee Parkway and South Busbee Drive.

I-575 Access Points

1. Big Shanty Road (existing grade separation with I-575 over Big Shanty Road)
2. Shallowford Road (existing grade separation with Shallowford Road over I-575).
3. Dupree Road (existing grade separation with Dupree Road over I-575)

The traffic analysis prepared for the corridor indicates that two HOV lanes in each direction may be required on I-75 between the I-75/I-285 Interchange and the I-75/I-575 Interchange and one HOV lane in each direction is proposed to the north on both I-75 and I-575. There is proposed to be a lane drop in the southbound HOV system at I-285. This lane would allow access to the future HOV system on I-285 eastbound and westbound. Similarly, a lane would be added to the I-75 HOV system northbound on I-75 to receive the eastbound and westbound traffic from the future HOV system on I-285. The two HOV

lanes in each direction on I-75 between I-285 and the I-575 split may provide sufficient initial additional capacity to consider a High Occupancy Toll facility. This proposal and the analyses it brings is the means to evaluate pricing to the HOV/BRT.

3. SOCIAL AND ECONOMIC EFFECTS (DP 3)

Preliminary estimates of the social and economic effects of the pricing program, including potential equity impacts, and a plan or methodology for further refining these estimates for all pricing project(s) included in the program [DP 3].

The social and economic effects of the pricing program are unknown at this time. Through a corridor profile analysis using the regional planning model, an assessment of the demographics of the diverse traveler groups in the corridor can be conducted, including a review of income levels. This would be part of the evaluation task for the pre-project study. This study would also enhance certain elements of the regional planning model to evaluate pricing and eligibility of managed lanes—these enhancements can ideally be transferred for use in other corridors in the Atlanta region and for use in other regions of the country.

4. ROLE OF ALTERNATIVE TRANSPORTATION MODES (DP 4)

The role of alternative transportation modes in the project, and anticipated enhancements proposed to be included in the pricing program [DP 4].

Two alternative transportation modes are proposed in the project: (1) high occupancy vehicles and (2) transit services (GRTA's current locally preferred alternative is "bus rapid transit"). Any available excess HOV capacity is an important component in considering other alternative modes of transportation of the ultimate managed lane configuration. This study will determine how much usable capacity is available; and if HOT lanes were implemented, how much revenue is available for use in funding BRT services or other enhancements specific to this corridor. An innovative element of this analysis will be assessing transit benefits derived from pricing for various operating management strategies and HOV vehicle mixes.

5. TIMELINE (DP 5 & SP 2)

A time line for the pre-project study and implementation phases of the project (proposals indicating early implementation of pricing projects that will allow evaluation during the life of TEA-21 will receive priority) [DP 5]. Time line for study and possible implementation of value pricing projects [SP 2].

Pre-Project Study – February 2005 to March 2006.

Implementation – To Be Determined.

6. DETAILED PROJECT TASKS (DP 6 & SP 6)

A description of tasks to be carried out as part of each phase of the project, and an estimate of costs associated with each [DP 6]. Plans for pre-project study, or findings from complete pre- project studies [SP 6].

Task 1. ARC Model Enhancements. The goal of this task is to assess and enhance the Atlanta Regional Commission's current travel demand model capabilities, particularly as they relate to the ability to model complex corridors, such as the proposed study corridor, where the potential exists for a combination of services including HOV, managed lanes, and transit provisions. To be able to sufficiently model such interactions, an assessment of current coding methodologies for transit services in combination with HOV and managed lanes will be necessary. In addition, the underlying consumer choice behavior models will need to be evaluated and enhanced with local preference data, where applicable. While these assessments will focus on the proposed corridor, it is likely that the diversity of the corridor will enable them to be expanded to the modeling domain. Thus, the proposed tasks will enhance the overall ability of the travel demand model for conducting feasibility analyses for the managed lane concept within the Atlanta region.

It is proposed that this task will be comprised of three (3) primary subtasks: (*Task 1-1*) development of travel demand model coding methods, (*Task 1.2*) incorporation of demand elasticities, and (*Task 1.3*) enhancements to the existing demographic datasets. It is envisioned that all three enhancements will be transferable to other metropolitan areas trying to model pricing options.

Task 1.1. Development of travel demand model coding methods. This task will involve a thorough literature search of possible coding methodologies and determine successful methodologies in practice. Focus will be given to coding methods involving all three aspects of the proposed corridor (HOV in combination with managed lanes and transit provisions). The best methodology, taking into consideration costs and achievable results, will be selected and enhancements made to the Atlanta Regional Commission's travel demand model.

Task 1.2. Development and incorporation of demand elasticities. Development of regional specific demand elasticities is a crucial component of modeling any variable pricing concept within the Atlanta region. This task will incorporate, to the extent applicable, demand elasitcities estimated from observed data on consumer choice behavior from Phase I and Phase II of research conducted by the Georgia Institute of Technology on mileage based congestion pricing. To date, this data provides the only observations on consumer choice within the Atlanta area related to driving behavior under a pricing mechanism. These observed demand elasticities will be compared, recognizing the differences in regional driving characteristics, to observed demand elasticities from areas with implemented HOT lane facilities. In addition, the results from Task 2, a stated preference survey conducted within the Atlanta area, will be used to estimate consumer willingness-to-pay at varying levels of congestion.

Task 1.3. Enhancing ARC Demand Model Functions and underlying demographic datasets. This task will examine possible methods to refine the existing ARC travel demand model methodology for modeling the managed lane(s) concept. Currently the ARC TDM uses a post-processing assignment technique to assess the HOT lane concept. At the completion of a full model run (lasting between 9-13 hours), potential HOV pricing corridors are flagged, based on modeled excess capacity. Travelers likely to pay the toll are identified as those who stand to gain sufficient time savings with a particular toll amount that is less than or equal to their estimated willingness-to-pay. Tolls are calculated at each iteration based on the estimated V/C ratio and are set so as to maintain level-of-service along a corridor (e.g., tolls would be higher with increased congestion and lower or non-existent during non-congested time periods). The estimated tolls are then included as a variable within the mode choice model. Time of day trip tables for identified (flagged) possible HOV pricing corridors can be quickly extracted allowing identified travelers to be assigned to the appropriate corridor and equilibrium adjusted to reflect these changes in travel behavior.

It is sought to identify and evaluate other alternatives to this modeling approach to ascertain if another methodology would provide significant enough improvements to justify further enhancements to the existing model. In addition, this sub-task would include enhancing the demographic data with Atlanta specific behavior characteristics and the corresponding enhancements to the mode choice model structure to more accurately capture the option of a managed lane.

Task 2. Public Outreach. This proposed study provides an excellent framework for piloting an approach to educate leaders, motorists and members of the community on the rising costs of providing and maintaining transportation and viable alternatives to SOV travel. This would allow for informed discussions and consideration of the sale of excess capacity to help offset transportation costs by providing additional options that provide a reliable travel time (for those willing to pay) when it is needed. The stretch of I-75 proposed for study offers abundant opportunities for testing outreach and education

programs over multiple jurisdictions and a highly diverse population. It is proposed that this task be comprised of the following sub-tasks.

Task 2.1. Steering Committee Meetings and Public Outreach Workshops. A steering committee would be formed comprised of key local area members, to include (but not limited to) top staff from major state and local agencies, county commissioners, city council members and business/community leaders from affected local jurisdictions. This steering committee would be used to assess the initial reaction to a managed lane concept and to educate local leaders on pricing alternatives. This group would be essential in providing informed and educated information to other stakeholders in the region as well as helping to identify these stakeholders. Workshops, with up to 50 participants per workshop, would be held to educate, inform, and assess public perception of identified stakeholders. The workshops will include representatives from business, labor, industry, transportation users, and/or local residents.

Task 2.2. Stated preference survey. A stated preference survey would be conducted to further help ascertain public attitude and awareness of the managed lane concept in general and the perception of applying such a concept in the study corridor. Given the diversity of travelers along the I-75 corridor and potential region wide and traffic modeling uses of such a survey, a sample would be selected so as to allow representation of the entire Atlanta region. This would allow for a more representative estimation of consumer willingness-to-pay for saved travel time and to help more accurately ascertain the public perception of such a concept, including differences in perception among various income levels.

Task 3. Peer-to-Peer Exchange. A group of key stakeholders from the Atlanta area will be selected to visit up to (3) three existing and/or planned facilities with HOT lanes or other managed lane corridors. Stakeholders are viewed to be those with an active interest in the Atlanta region including Federal, State, and local agencies, including but not limited to, the State Road and Tollway Authority (SRTA), Atlanta Regional Commission (ARC), Georgia Department of Transportation (GDOT), and Georgia Regional Transportation Authority (GRTA). Particular interest will focus on areas with similar features and demographic make-up to the proposed study corridor and the Atlanta region. This task is viewed as a very important step to ascertain major lessons learned in public and political perception especially as they relate to equity concerns. Information gained from the peer-to-peer exchange will be applied to developing public outreach and education materials to be used in task 2. The peer-to-peer exchange also provides the opportunity to learn how other areas are approaching the managed lane concept from a modeling perspective. The following is a listing of the types of information the peer-to-peer exchange will be structured to explore.

1. Major lessons learned including, but not limited to:
    a. Best practices for effective public outreach
    b. Public and political perceptions both before and after education and outreach
    c. Public and political perceptions both before and after implementation
    d. How areas have dealt with environmental justice issues as they relate to design, revenue considerations, and public/political perception
    e. The use of transit along managed lane corridors
2. Explore how these areas have incorporated the managed lane and/or coordinated transit concept into existing travel demand models including:
    a. Coding methodology
    b. Incorporation of region specific data, either before or after implementation
    c. Development of demand elasticities
    d. Managed lane modeling methodology

Task 4. Traffic and Revenue Analysis. A detailed traffic and revenue analyses will be performed; this will include data collection and modeling for the I-75 corridor (in this context, "corridor" is a broader definition, which includes parallel roadways) and estimation of project revenues from one or more tolling scenarios. Information from the stated preference survey (Task 2) and enhancements of ARC's model (Task 1) will be integral to this task. A CORSIM network will be developed as part of this task.

Summary of Funds (Requested and Match)

	Federal Funds Requested	Local Match	Total
Task 1 ARC Model Enhancements	$120,000	$30,000	$150,000
Task 2 Public Outreach	$160,000	$40,000	$200,000
Task 3 Peer-to-Peer Exchange	$60,000	$15,000	$75,000
Task 4 Traffic and Revenue Analysis	$240,000	$60,000	$300,000
Total	$580,000	$145,000	$725,000

7. EVALUATION (DP 7)

Plans for monitoring and evaluating value pricing implementation projects, including plans for data collection and analysis, before and after assessment, and long term monitoring and documenting of project effects [DP 7].

The data collected in all tasks will be used to evaluate the ultimate implementation of the project. The following deliverables will be used to monitor and document the project:

1. Documentation of model enhancements (Task 1, Task 2, and Task 3)
2. Documentation of lessons learned from the peer-to peer exchange and public outreach and survey efforts (Task 2 and Task 3)
3. Documentation of methodology and results of the traffic and revenue study (Task 4)

8. FINANCIAL PLAN (DP 8)

A detailed finance and revenue plan, including for implementation projects a budget for capital and operating costs; a description of all funding sources, planned expenditures, proposed uses of revenues, and a plan for projects to become financially self- sustaining (without Federal support) within three years of implementation [DP 8].

The financial and revenue plan will be determined following the pre-project study, since the operating and pricing strategy is unknown at this time. The traffic and revenue study and the financial plan of the environmental impact statement (EIS) will be key input factors into the final financial plan for the project.

9. PLANS FOR INVOLVING KEY AFFECTED PARTIES (DP 9 & SP 4)

Plans for involving key affected parties, coalition building, media relations, etc., including either demonstration of previous public involvement in the development of the proposed pricing program, or plans to ensure adequate public involvement prior to implementation [DP 9]. Extent of public participation in the development of the proposal, or of plans for future public participation activities. Potential equity consequences of any proposed projects should be portrayed in general terms, and if adverse impacts are anticipated, preliminary plans for responding to such problems should be identified [SP 4].

The EIS process will entail two tiers of outreach efforts: public involvement on the mainline HOV project and public involvement on the station area planning efforts. The tasks described in Task 2 will enhance the EIS outreach efforts by understanding the willingness to pay issues and equity concerns.

A technical oversight committee was formed in July 2004 for the I-75 HOV/BRT project. The committee is made up of a group of local, regional, state, and federal agencies and meets monthly. Its purpose is to

ensure the expedient implementation of this project. This forum would be used to coordinate this pricing study with the EIS process.

10. LEGAL AND ADMINISTRATIVE REQUIREMENTS (DP 10 & SP 5)

Plans for meeting all Federal, State and local legal and administrative requirements for project implementation, including necessary Federal-aid planning and environmental requirements. The FHWA will give priority to proposals where projects are included as a part of (or are consistent with) a broad program addressing congestion, mobility, air quality and energy conservation, where an area has congestion management systems (CMS) for Transportation Management Areas (urbanized areas over 200,000 population or those designated by the Secretary) and the congestion mitigation and air quality (CMAQ) program [SP 10]. Legal and administrative authority needed to carry out a value pricing project, extent to which these have been obtained, and further steps needed to obtain necessary authority [SP 5].

SRTA, GRTA, and GDOT are active participants in the Atlanta Regional Commission, as well as a recipient of both FHWA and FTA funds. All three agencies have in place appropriate mechanisms to ensure that all federal and state requirements are met.

ARC has included the I-75 HOV/BRT project in the draft Mobility 2030 Regional Transportation Plan (RTP) and draft 2005-2010 Transportation Improvement Program (TIP). The project is also in the current TIP and RTP.

11. SIGNATORIES TO FHWA COOPERATIVE AGREEMENT (SP 3)

Parties proposed as being signatories to the cooperative agreement with the FHWA. At a minimum, by the time the refined proposal is submitted, the local Metropolitan Planning Organization (MPO) and the owner/operator of the facility or facilities to be priced should express support for the program. Indications of support from affected parties, including representatives of business, labor, industry, transportation users, and/or local residents, or plans for obtaining such support should be included [SP 3].

The following parties are proposed as being signatories to the cooperative agreement with the FHWA:

1. State Road and Tollway Authority (SRTA), toll operator
2. Georgia Department of Transportation (GDOT), owner of the facility
3. Georgia Regional Transportation Authority (GRTA), transit operator
4. Atlanta Regional Commission (ARC), MPO