

PLAN B
INTERIM
"CENTER CITY SHUTTLE"
Atlanta, Georgia

SUB: GENERAL STATISTICS AND OPERATING DATA FOR
INTERIM "CENTER CITY SHUTTLE" WITH LOCAL PARTICIPATION

- (1) ROUTE: Civic Center to Atlanta Stadium - via Forrest Ave., Piedmont Ave., Pine St., Peachtree St., Broad St., Mitchell St., Washington St., Georgia Ave. to Capitol Avenue.

Atlanta Stadium to Civic Center - via Capitol Ave., Fulton St., Alice St., Central Ave., Hunter St., Broad St., Peachtree St., Pine St. to the Civic Center.
- (2) Hours of Service: 7:00 A.M. to 7:00 P.M., Monday through Friday, except holidays.
- (3) Equipment Requirements: 5 buses (in daily service), assume use of system spares - 47 pass. capacity.
- (4) Service Frequency - 10 minute headway during peak and base hours.
- (5) Total Bus Hours: Annually - 15,424 hrs.
3 mo. Period - 3,856 hrs.
- (6) Total Bus Miles: Annually - 122,075 mi.
3 mo. Period - 30,519 mi.
- (7) Route Miles - 6.64 mi. round trip - Avg. Speed, 8 mph.
- (8) Recommended Fares - 50¢ for auto driver, which includes parking fee and round trip ride on Shuttle bus. All others, 15¢ per ride, with no transfer privileges.
- (9) Number of Bus Operators Required: 7 operators, 5 day work week.
- (10) Total Daily Platform Hours (operators) - 60:01 hrs.
- (11) Total Daily Bus Miles - 475 mi.

PARKING FACILITIES

- (1) Total Available Parking Spaces: (1st 3 months)
S. E. Stadium Lot - 954 spaces
South Civic Center Lot - 500 spaces
1,454 total spaces
- (2) Civic Center Parking:
 - a. Entrance - Mid-block on Pine St., between Bedford Pl. and Piedmont Avenue.
 - b. Exit - Mid-block on Forrest Ave., between Bedford Pl. and Piedmont Avenue.
- (3) Atlanta Stadium Parking:
Entrance/Exit - Mid-block on Capitol Ave., between Georgia Ave. and Fulton Street.

- (4) Number of Parking Attendants: Total 3 men, full time.
- (5) Hours of Lot Operation - Open 6:45 a.m., close 7:15 p.m.

(6) Hours of Duty Attendants:

#1 - Civic Center	-	8 hours
#2 - Stadium	-	8 hours
#3 - Civic/Stadium	-	<u>9½</u> hours
Total		25½ hrs/daily

(7) Total Attendants Hours:

- a. Annually - 6,553.5 hrs.
- b. 3 mo. Period - 1,638.4 hrs.

(8) Special Construction Costs:

- a. Physical Changes in driveway alignment and parking configuration at Civic Center.
- b. Curbing for entrance reservoirs.

(9) Special Equipment:

- a. 2 Attendant Booths, 3' X 6' - heat and lights only.
- b. Telephone at each booth - 2 phones
- c. Parking tickets - serially numbered, 2 parts w/ stub. (Est. 1500 per day):
 - Annually - 385,500
 - 3 mo. Period -100,000
- d. 2 Bus Stop Shelters; 1 at each location.

(10) Additional Costs:

- a. Lights and heating attendants booth.
- b. Telephone service for booths.

SUB: SUMMARY OF CAPITAL COSTS FOR
 INTERIM "CENTER CITY SHUTTLE BUS"

<u>Item No.</u>	<u>Description</u>	<u>Total Cost*</u>
(1)	Cost of Bus Stop Shelters - 2 each 6' X 10' Metal Structure, complete with seats, side panels and Corrolux roof - installed. (1 Stadium; 1 Civic Center) \$995 each plus \$200 installation	\$2,390
(2)	Cost of Parking Attendants Booths - 2 each 3' X 6' Metal Structure - 12" canopy overhang - complete with lighting, heating units and counter space, installed. (\$950 each plus \$120 freight - \$175 installation)	2,490
(3)	Cost of Special Construction -	
	a. Re-alignment of Driveway; revise parking configuration at Civic Center.	
	b. Curbing for reservoir spaces at 2 entrances (100 ft. pre-cast) -	<u>1,150</u>
	TOTAL CAPITAL COSTS	<u>\$6,030</u>

*Estimate of installation and construction
 based on current labor and materials costs.

10/21/69

SUB: COST OF PROPOSED INTERIM
"CENTER CITY SHUTTLE" BUS OPERATION

	City of Atlanta and/or C.A.P.			
	Using buses as Available		Using New A/C Buses	
	(15,424 bus hours)		(15,424 bus hours)	
	Per Hr.		Per Hr.	
<u>Transit Shuttle Service:</u>				
System cost per hour - excluding sales and city gross receipts taxes and depreciation on buses - <u>1970</u>	\$10.45	\$161,181	\$10.45	\$161,181
Vehicle costs	.84	12,956	2.44	37,700
	<u>\$11.29</u>	\$174,137	<u>\$12.89</u>	\$198,881
<u>Transit Revenues Diverted To This Special Fare Service</u>		69,030		69,030
<u>Parking Lot Operation:</u>				
Attendants		\$20,480		
Parking tickets		874		
Utilities		<u>1,170</u>		22,524
		22,524		22,524
CAPITAL COSTS -		<u>6,030</u>		<u>6,030</u>
Total Costs (12 months operation)		<u>\$271,721</u>		<u>\$296,465</u>
3 MONTH COSTS - (capital costs plus $\frac{1}{4}$ other costs)		\$ 72,453		\$ 78,639
ADVERTISING COSTS -				
<i>As far as possible</i>		<u>52,000</u>		

ESTIMATE OF REVENUE DIVERSION
FROM OTHER ATS ROUTES RESULTING
FROM UNRESTRICTED "SHUTTLE" OPERATION

There are 1,701 homes within reasonable walking distance of the Stadium and 529 homes within walking distance of the Civic Center.

Residents of these 2,230 homes are in the low income bracket and provide good bus patronage. Moreover, 75% of them transfer to other lines.

It is estimated that these 2,230 homes produce 2,700 transit rides per day at an average fare of 32.8¢. It is also estimated that 25% of 2,700 or 675 would take advantage of the 15¢ Shuttle bus fare (without transfer privileges) if permitted.

$32.8¢ \times 675 = \$221$ per day diversion of revenue.

* * *

During the middle of the day the "Park-Ride Shuttle" would supplement the Shopper Special line, splitting the Shoppers headway.

An average of 3,600 15¢ fares per day are collected on the Shoppers Special, 80% or 2,900 of which are along the proposed "Park-Ride Shuttle" route.

It is estimated that 1/3 of 2,900 or 967 Shoppers fares would shift to the "Park-Ride Shuttle".

$967 @ 15¢ = \$145.00$ per day diversion of revenue

Total diversion of Revenue = $\$221. + \$145 = \$366.$ per day or
 $\$94,062.$ per year.

UNDER PLAN "B" (Local Participation):

$15,424/21,017$ hrs. $\times 94,062 = \$69,030$

SUB: ITEMS REQUIRING IMMEDIATE ACTION
FOR IMPLEMENTATION OF INTERIM
"CENTER CITY SHUTTLE" BY DEC. 1, 1969

- (1) Arrangements for use of portions of the Civic Center and Atlanta Stadium parking facilities.
- (2) Decision on sponsoring agency; City of Atlanta or Central Atlanta Progress.
- (3) Negotiations and contract with local merchants and other participating organizations to underwrite operating costs of shuttle bus.
- (4) Agreement on level of service to be provided and hours of operation of shuttle bus.
- (5) Agreement on parking fee to be charged and shuttle bus fares.
- (6) Preparation of promotional material and advertisements for various media and provide for continuous dissemination of schedule information.
- (7) Prepare operating schedules, running boards and crew assignments for bus operators.
- (8) Prepare and install destination signs for buses.
- (9) Install special bus stops along portion of route not presently served by regular lines.
- (10) Purchase and install two (2) parking booths; one at each location.
- (11) Employ necessary personnel to attend parking lots; probably 3 men.
- (12) Order three (3) months supply of parking tickets (2 part with stub).
- (13) Purchase and install two (2) waiting shelters.
- (14) Set up system of audit and evaluation.
- (15) Make estimate of revenue to be generated by new service.
- (16) Decide on period of demonstration and approximate subsidy required.

October 22, 1969