



# Cleveland Avenue & Metropolitan Parkway Arterial Rapid Transit (ART) Industry Day

June 28, 2023





## Presentation Team



**Joshua Pisani**

*MARTA Capital Projects Delivery  
Project Manager*



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*MARTA Senior Contract Specialist  
Office of Contracts & Procurement  
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*Manager, Supplier Diversity  
MARTA Office of Diversity and  
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## Management Team



**Jax Colgan**

*MARTA Senior  
Project Manager*



**Abhay "A.J." Joshi**

*Director of Expansion Program  
Management, Capital Programs  
Delivery*



## Agenda

- Introductions
- Project Overview
- What is ART?
- Stop Renderings
- ART Service Plan
- Project Schedule
- Procurement
- Disadvantaged Business Enterprise (DBE)
- Question & Answer Session
- Networking & Bus Tour

Service-related questions should be directed to [custserv@itsmarta.com](mailto:custserv@itsmarta.com)





# Project Overview

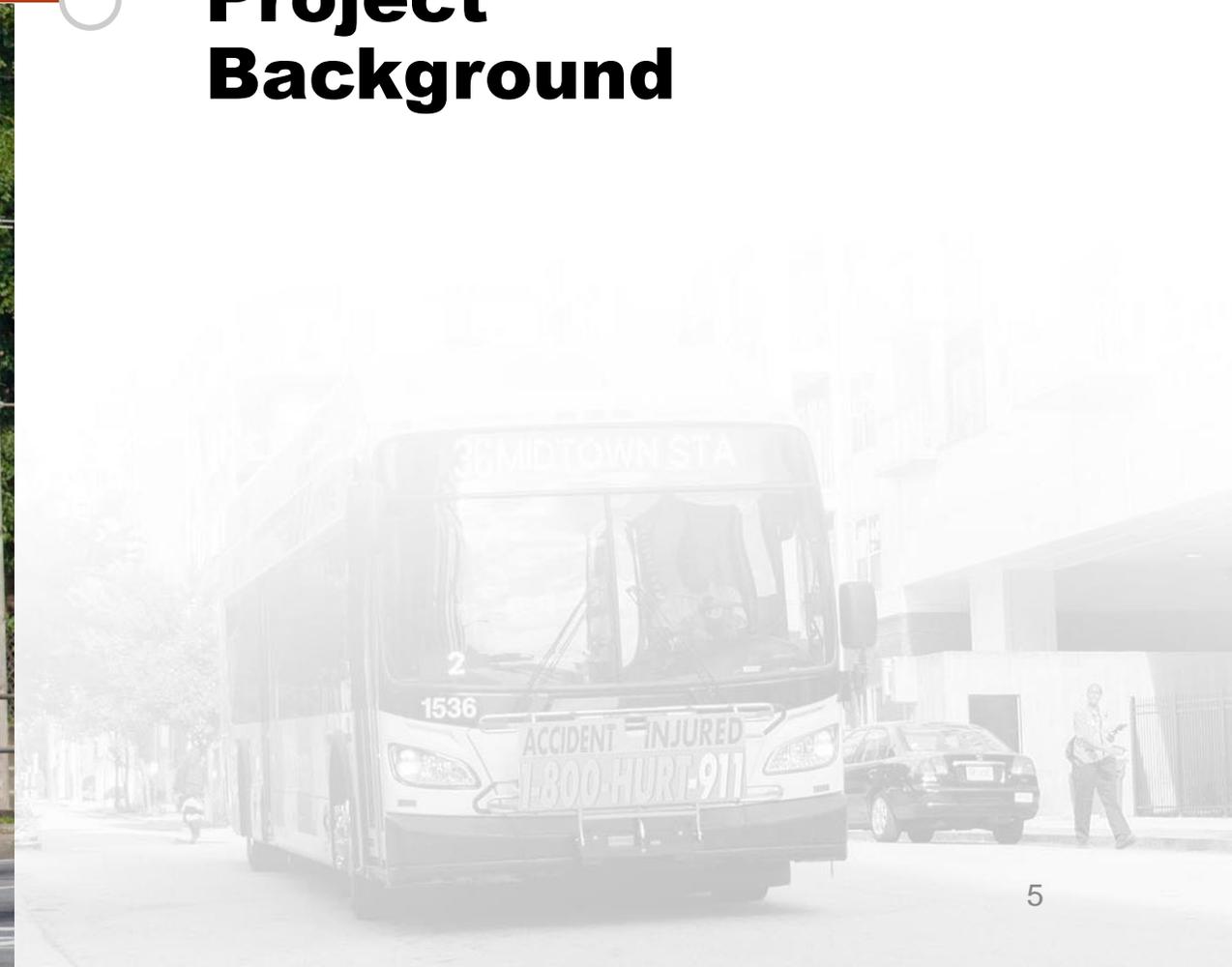
MARTA, in collaboration with the City of Atlanta, is investing in Arterial Rapid Transit (ART) in the Cleveland Avenue and Metropolitan Parkway corridors to provide fast, frequent, and reliable service with upgraded station amenities designed to enhance the rider experience.

- These investments are being made to improve connectivity, accessibility, and mobility in this high-ridership area.
- The corridors serve the East Point and West End rail stations and are home to **70%** of riders who are transit dependent.
- Key destinations include Atlanta Technical College, Atlanta Metropolitan State College, Citi Center Shopping Center, Wellstar Atlanta Medical Center South, and the Atlanta BeltLine.



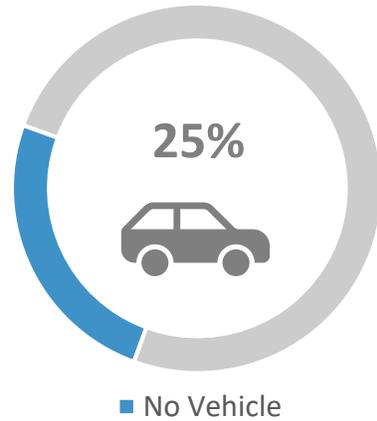


# Project Background

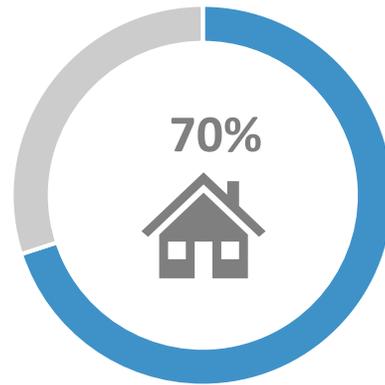


# Demographic Snapshot

No Vehicle Access



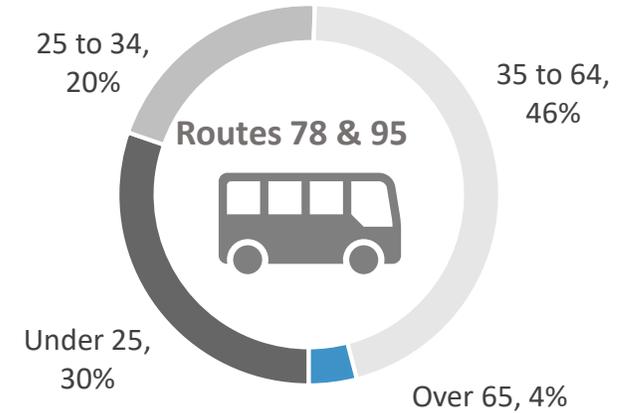
Household Income Under \$50,000



Workers' Commute



Transit Rider Age (Out of 6,200 riders)



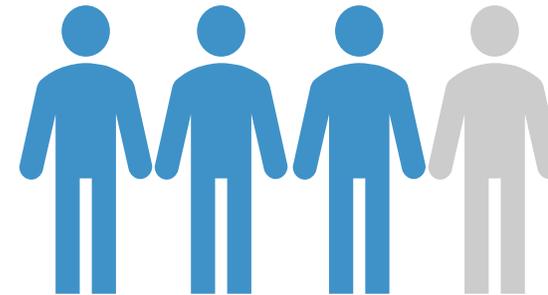
**70%**

Riders who are  
Transit  
Dependent



**HALF**

of households spend more  
than 30% of income on  
housing



3 out of 4 residents are  
African American

Resident Age

**11%** Over 65

**21%** Under 16



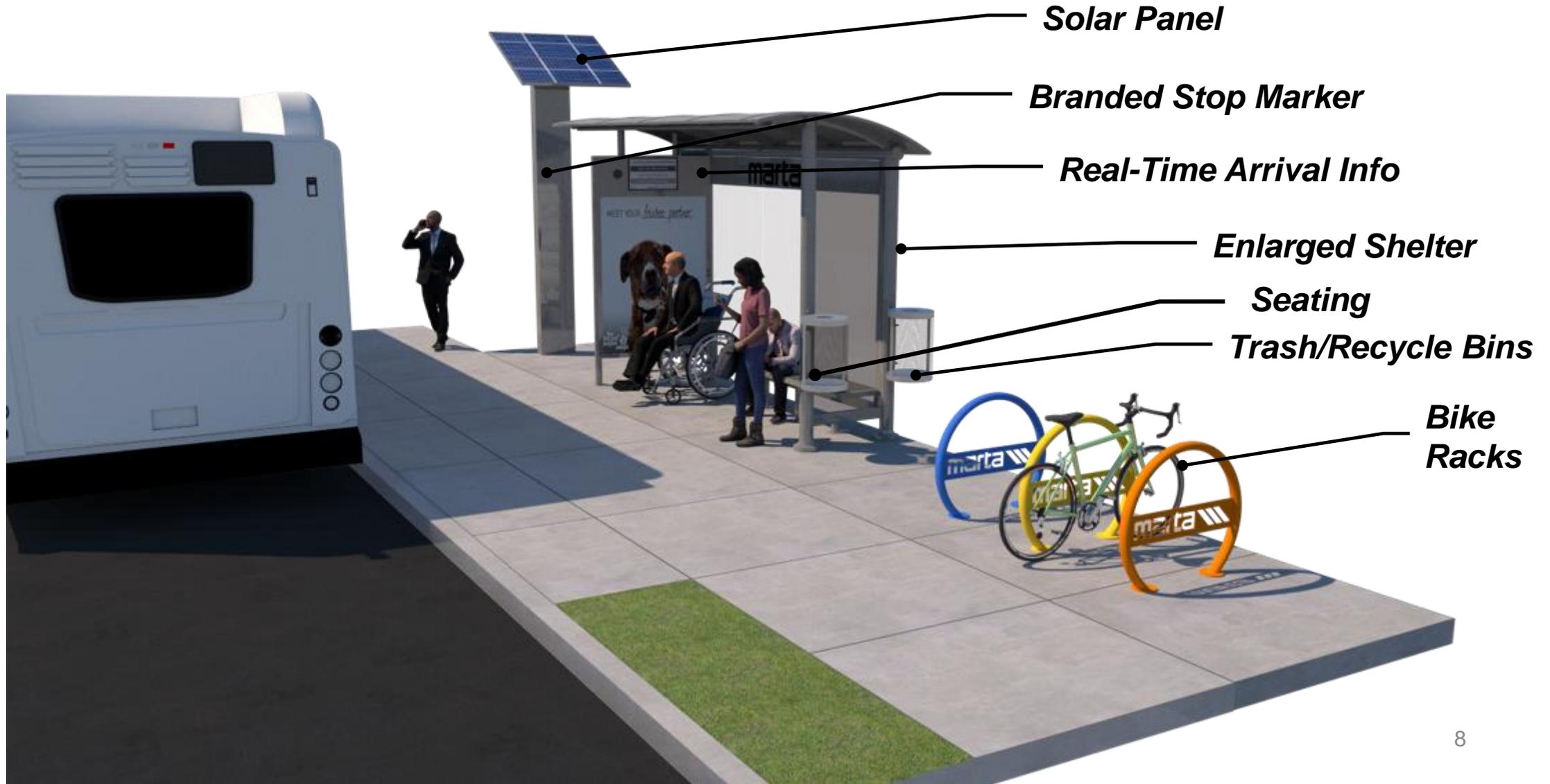
## What is Arterial Rapid Transit (ART)?

A new, enhanced bus service that will provide **fast, frequent, and reliable** service with **upgraded stop amenities** designed to improve rider experience.





# ART Stop Shelter and Amenities





# ART Stop Real-Time Arrival

*Real-Time Arrival Sign  
E-Paper Screen for lower  
electrical demand and  
better contrast for  
readability*

*Speaker  
Annunciator for Visually  
Impaired using Push  
Button*

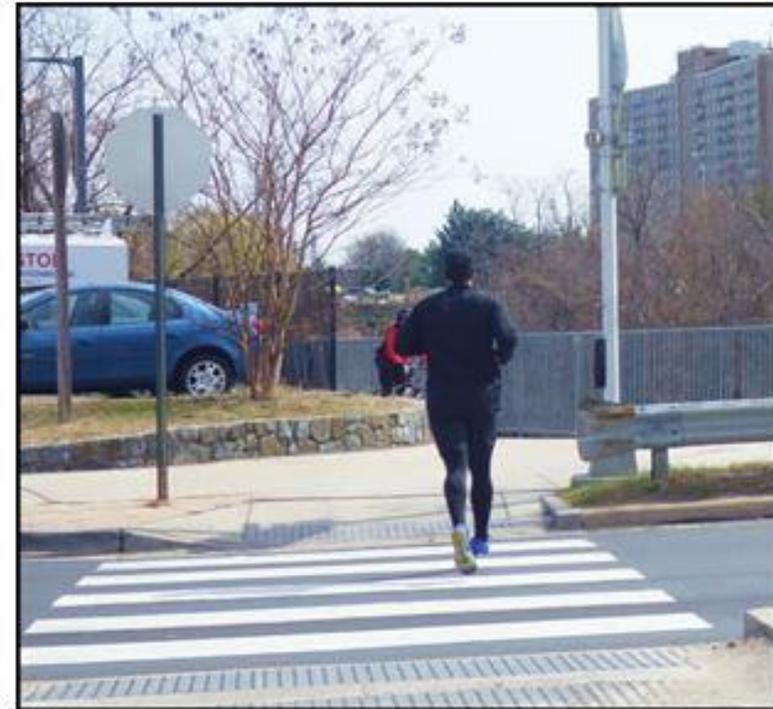




# Planning for Pedestrian Safety



Mid-Block Crossings



Source: <https://mutcd.fhwa.dot.gov>

# Cleveland Avenue ART Stops

**16 STOP LOCATIONS** 

- 1 East Point MARTA Station
- 2 Harris Street
- 2 Bayard Street
- 2 Jefferson Terrace
- 2 Blount Street
- 1 Elsinore Drive (Eastbound)
- 1 Sylvan Road (Westbound)
- 2 Springdale Road 
- 2 US 41/Metropolitan Parkway 
- 1 3rd Avenue (Westbound)
- 1 Beeler Drive (Eastbound)
- 2 Old Hapeville Road
- 2 Macon Drive
- 2 Browns Mill Road
- 2 Rosel Fann Recreation Center
- 1 SR 54/Jonesboro Road



**Map Legend**

- Metropolitan ART
- Cleveland ART
- ART Stop
- Bus Transfer
- Atlanta BeltLine
-  MARTA Rail and Stations
- Activity Centers
- Parks

**Stop Legend**

- 1 Single stop only
- 2 Bus stops that are located on both sides of the street
-  Eastbound transfer stop to Metropolitan Parkway ART/local route
-  Westbound transfer stop to Metropolitan Parkway ART/local route.

# Metropolitan Parkway ART Stops

**17 STOP LOCATIONS** 

- 1 West End Station
- 1 Ralph David Abernathy Boulevard (Southbound)
- 1 Bronner Brothers (Northbound)
- 2 Shelton Avenue
- 2 Pearce Street/Mary Street
- 2 Catherine Street/Fletcher Street
- 2 University Avenue
- 2 Dill Avenue/Manford Road
- 2 Atlanta Tech College
- 2 Atlanta Metropolitan State College
- 2 Fair Drive
- 2 St Johns Avenue
- 2 Langston Drive
- 2 Pegg Road
- 2 Cleveland Avenue 
- 1 Springdale Road 
- 1 Glenway Drive at Trinity Towers



**Stop Legend**

- 1 Single stop only
- 2 Bus stops that are located on both sides of the street
-  Northbound transfer stop to Cleveland Avenue ART/ local route
-  Southbound transfer stop to Cleveland Avenue ART/ local route



# Planned ART Stops Cleveland Avenue - Segment 4





# Planned ART Stops Cleveland Avenue - Segment 3

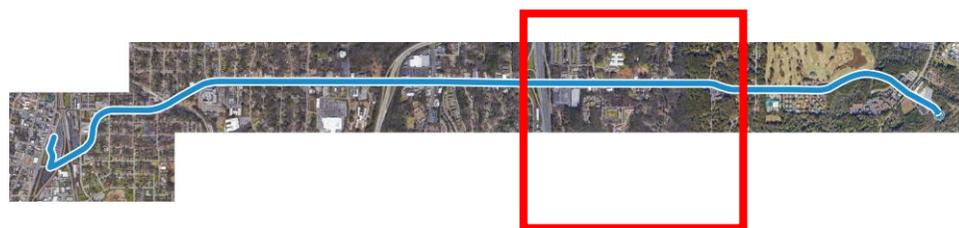


**Legend**

- Cleveland Avenue ART and Route 78
- Metropolitan Parkway ART and Route 95
- Other MARTA Bus Routes
- Existing Stop (No Change)
- Cleveland Avenue ART Stop
- Metropolitan Parkway ART Stop
- Shared Stop
- Upgrade Existing Stop to ART Stop
- Relocate Existing Stop to ART Stop



# Planned ART Stops Cleveland Avenue - Segment 2

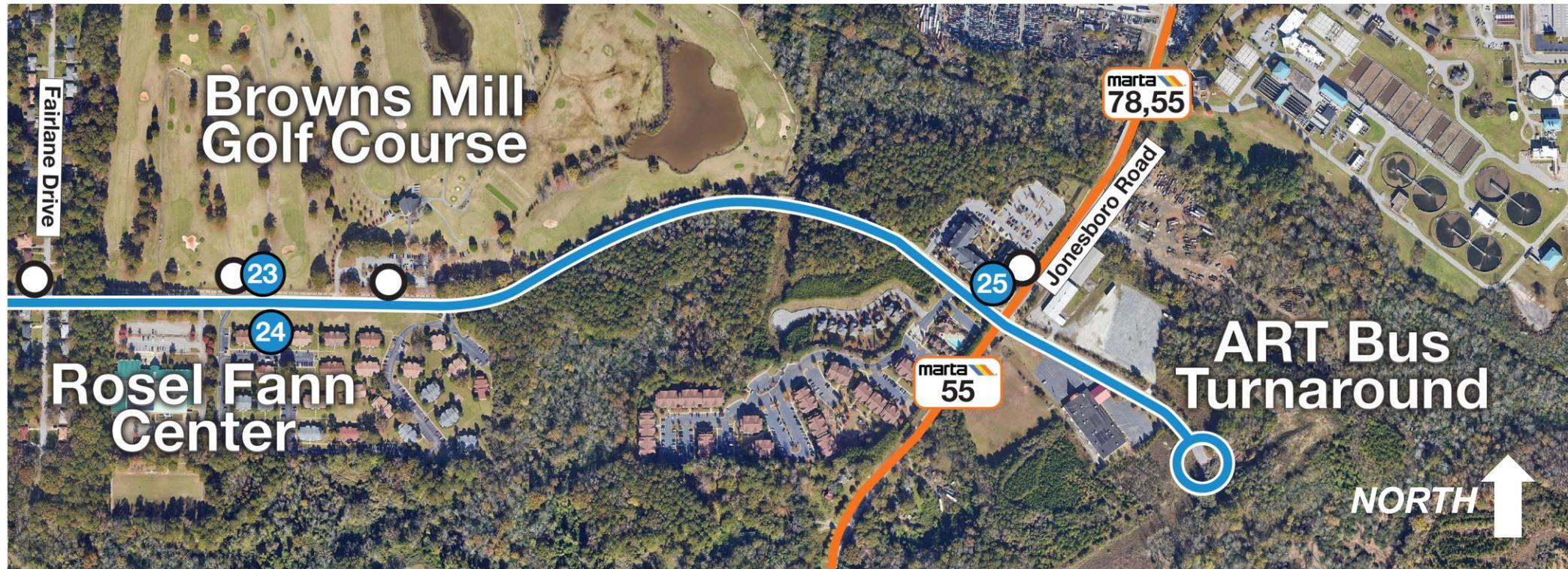


**Legend**

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- Metropolitan Parkway ART and Route 95
- Other MARTA Bus Routes
- Existing Stop (No Change)
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- Relocate Existing Stop to ART Stop



# Planned ART Stops Cleveland Avenue - Segment 1



**Legend**

- Cleveland Avenue ART and Route 78
- Metropolitan Parkway ART and Route 95
- Other MARTA Bus Routes
- Existing Stop (No Change)
- Cleveland Avenue ART Stop
- Metropolitan Parkway ART Stop
- ⊙ Shared Stop
- ⊙ Upgrade Existing Stop to ART Stop
- ⊙ Relocate Existing Stop to ART Stop



# Planned ART Stops Metropolitan Parkway - Segment 1

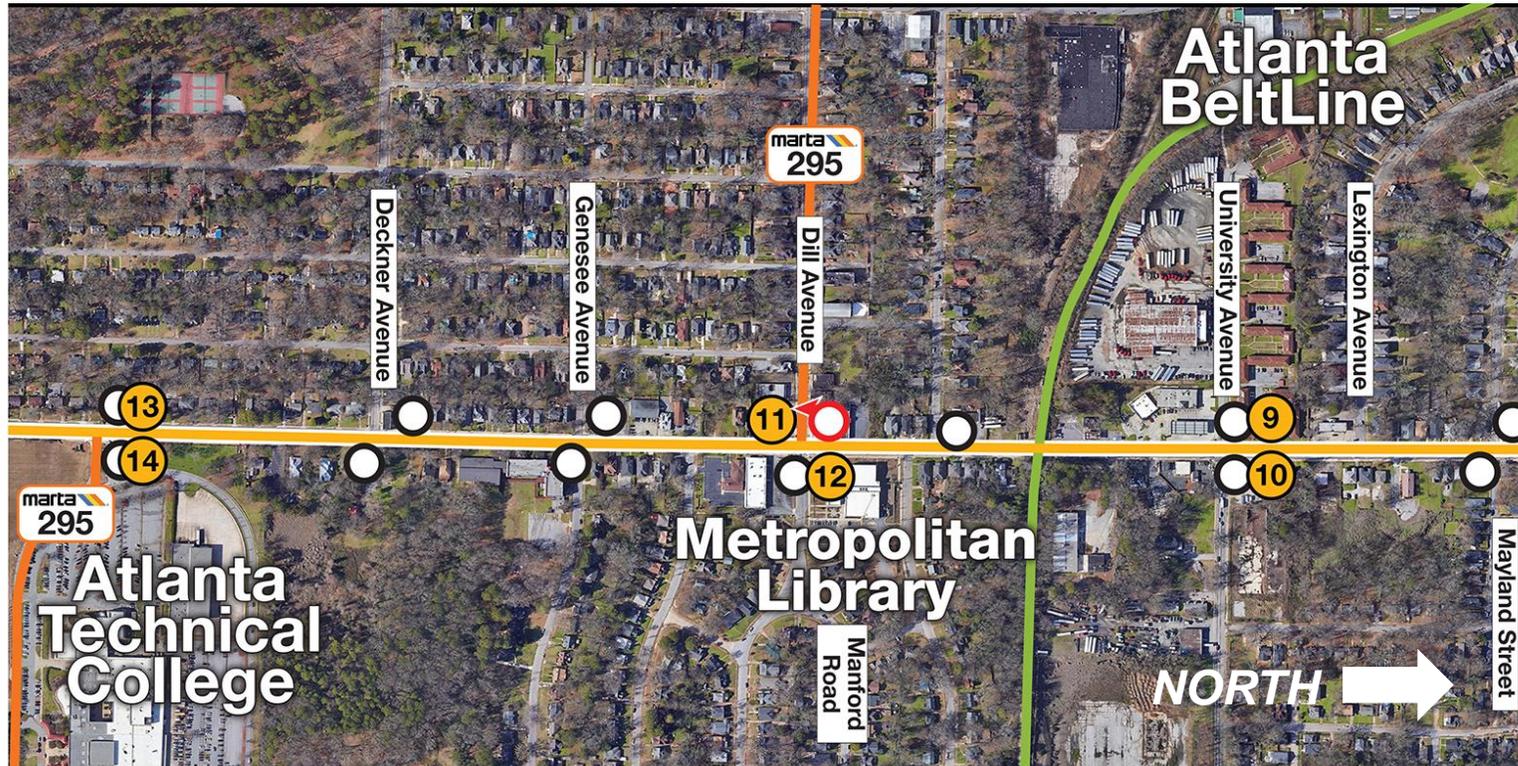


**Legend**

- Cleveland Avenue ART and Route 78
- Metropolitan Parkway ART and Route 95
- Other MARTA Bus Routes
- Existing Stop (No Change)
- Cleveland Avenue ART Stop
- Metropolitan Parkway ART Stop
- ⊕ Shared Stop
- ⊕ Upgrade Existing Stop to ART Stop
- Relocate Existing Stop to ART Stop



# Planned ART Stops Metropolitan Parkway - Segment 2



**Legend**

- Cleveland Avenue ART and Route 78
- Metropolitan Parkway ART and Route 95
- Other MARTA Bus Routes
- Existing Stop (No Change)
- Cleveland Avenue ART Stop
- ⦿ Metropolitan Parkway ART Stop
- ⊕ Shared Stop
- ⦿ Upgrade Existing Stop to ART Stop
- ⦿ Relocate Existing Stop to ART Stop



# Planned ART Stops Metropolitan Parkway - Segment 3



**Legend**

- Cleveland Avenue ART and Route 78
- Metropolitan Parkway ART and Route 95
- Other MARTA Bus Routes
- Existing Stop (No Change)
- Cleveland Avenue ART Stop
- ⦿ Metropolitan Parkway ART Stop
- ⦿ Shared Stop
- ⦿ Upgrade Existing Stop to ART Stop
- ⦿ Relocate Existing Stop to ART Stop

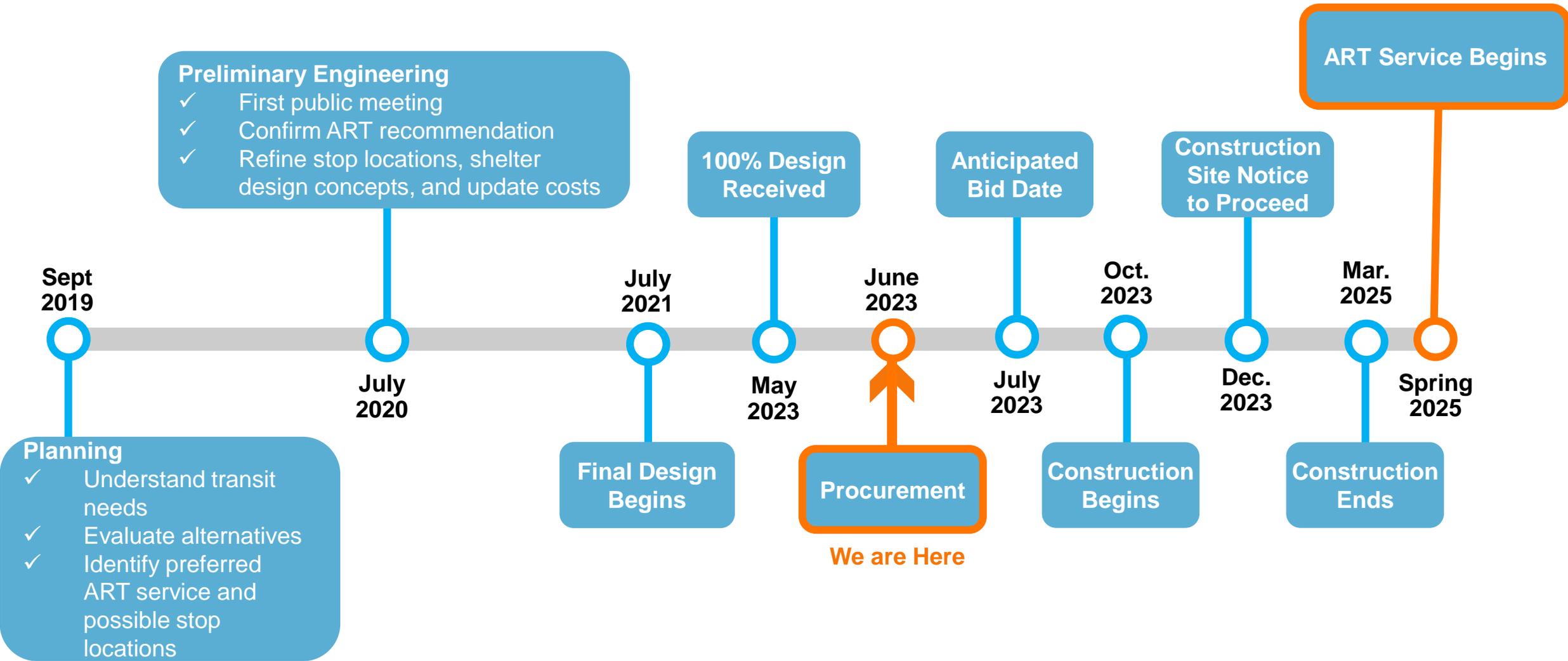


# Planned ART Stops Metropolitan Parkway - Segment 4



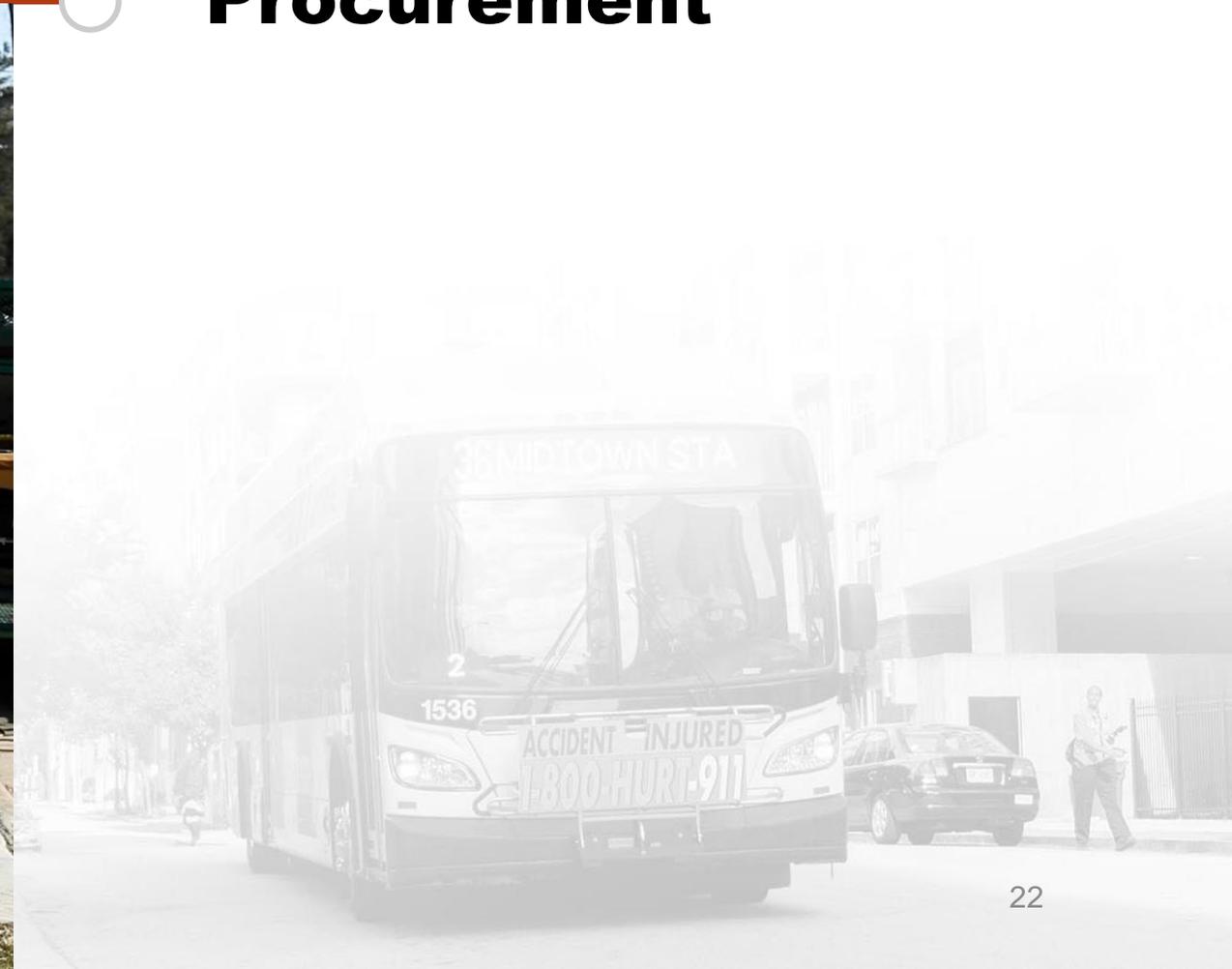


# ART Schedule Cleveland Avenue & Metropolitan Parkway





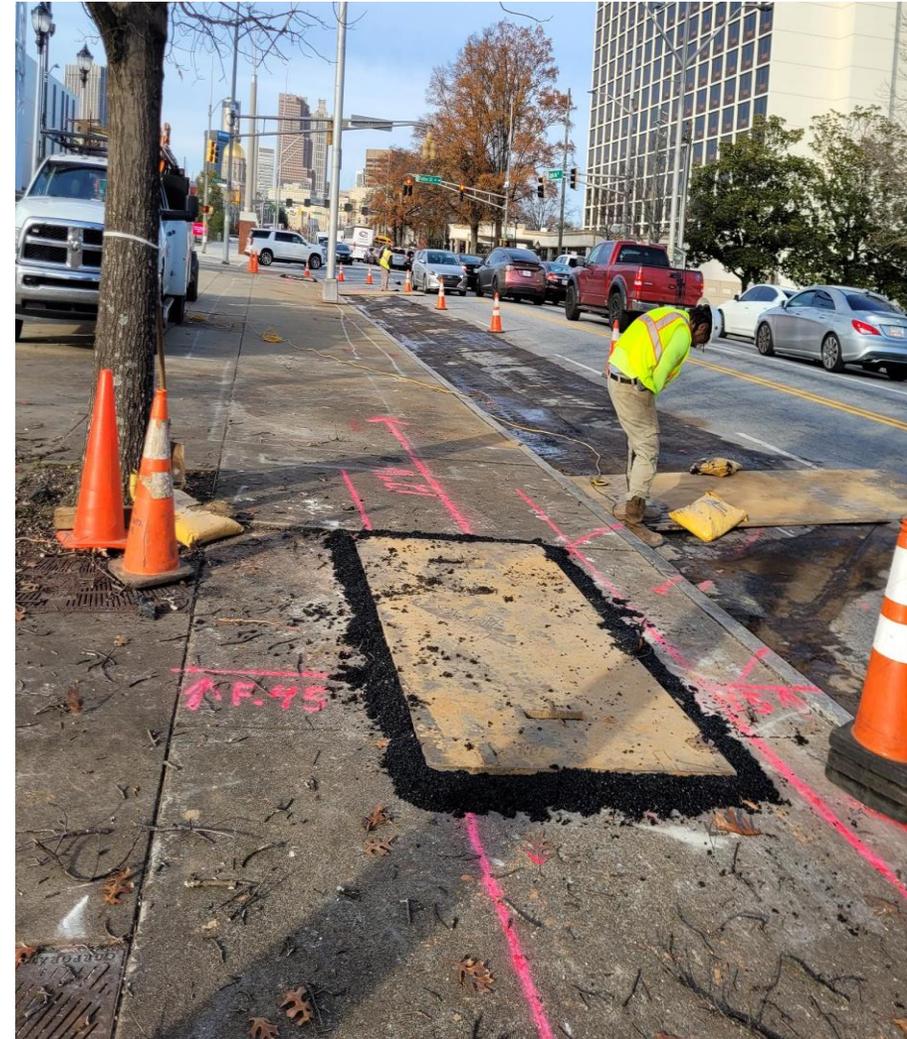
# Procurement



# Procurement Statement

MARTA’s Department of Contracts, Procurement and Materials (CPM) serves as the central procurement arm of the Authority and is responsible for cradle to grave procurement – from requisition through contract closeout.

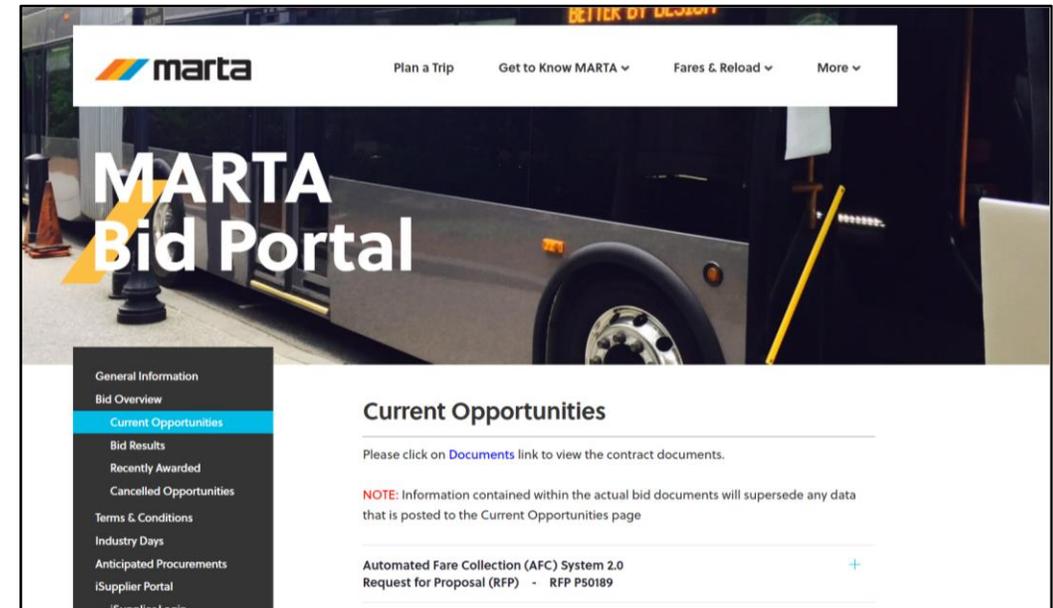
MARTA strives to solicit competition from as many sources as possible.





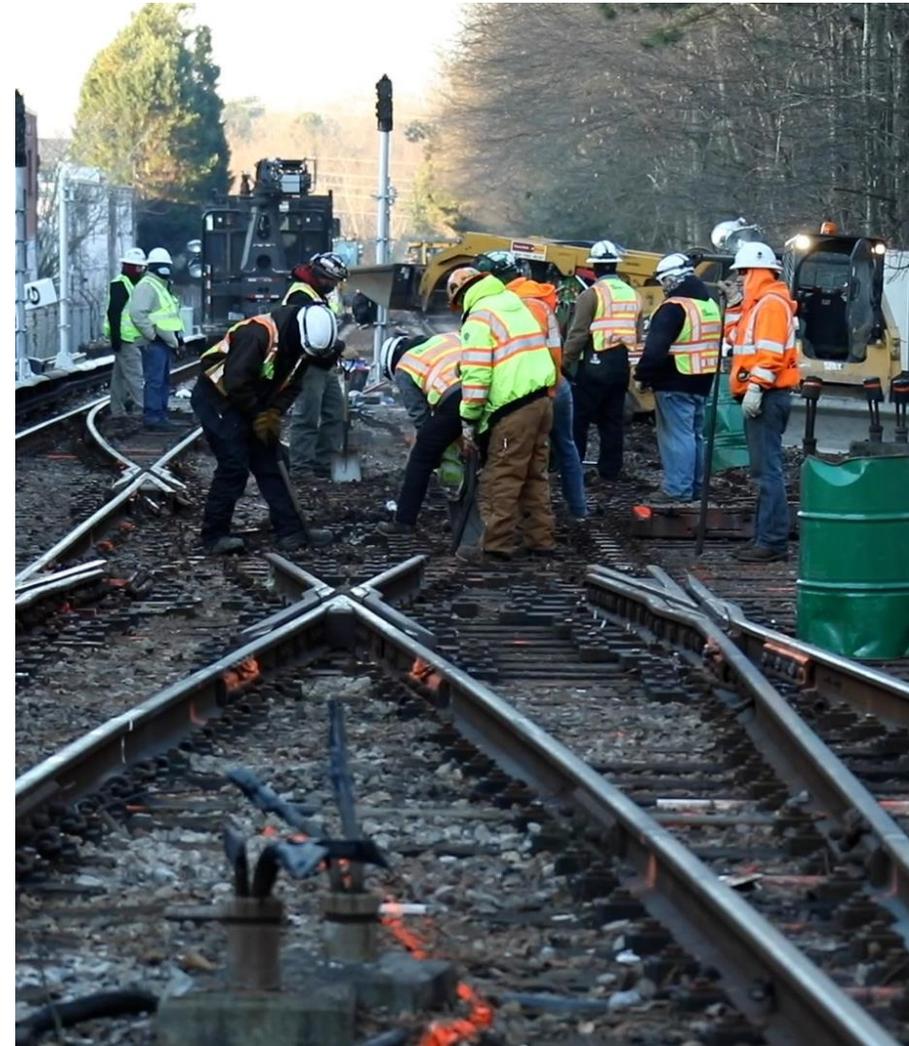
# Retrieving Solicitation Documents

- Vendors are able to view solicitations on the MARTA website:
- MARTA Website – [www.itsmarta.com](http://www.itsmarta.com)
- Click on MORE > Procurement
- Register as a MARTA vendor
  - Click on iSupplier Registration
- Click on MORE > Click on Current Opportunities
  - Select Cleveland Ave/Metropolitan BRT



## Submitting a Response

- Potential Bidders should read the Invitation For Bids (IFB) document in its entirety
- Complete and submit all required documents
- **Part 1** – Information and Instructions to Bidders
- **Part 2** – Supplementary Instructions to Bidders
- **Part 3** - Submittal Forms
- **Part 4** – Form of Contract



## Tentative Dates - Contact

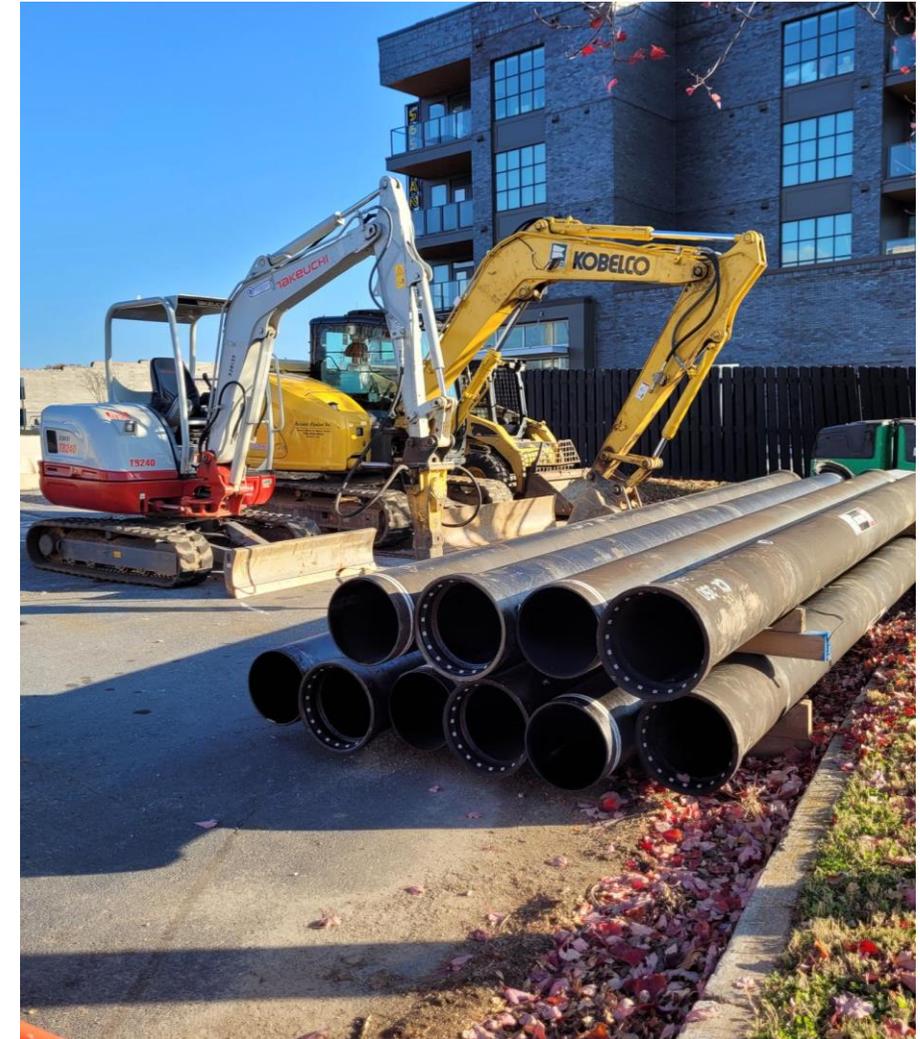
- IFB Document Release Date – August 7, 2023
- Pre-Bid Conference – August 14, 2023
- Inquiry Period – August 17, 2023
- Bid Deadline – August 24, 2023
- Bid Opening – August 31, 2023
- Contract Award – October 12, 2023
- Notice to Proceed for Construction – November 2023

### **Folayan Battle**

Senior Contract Specialist

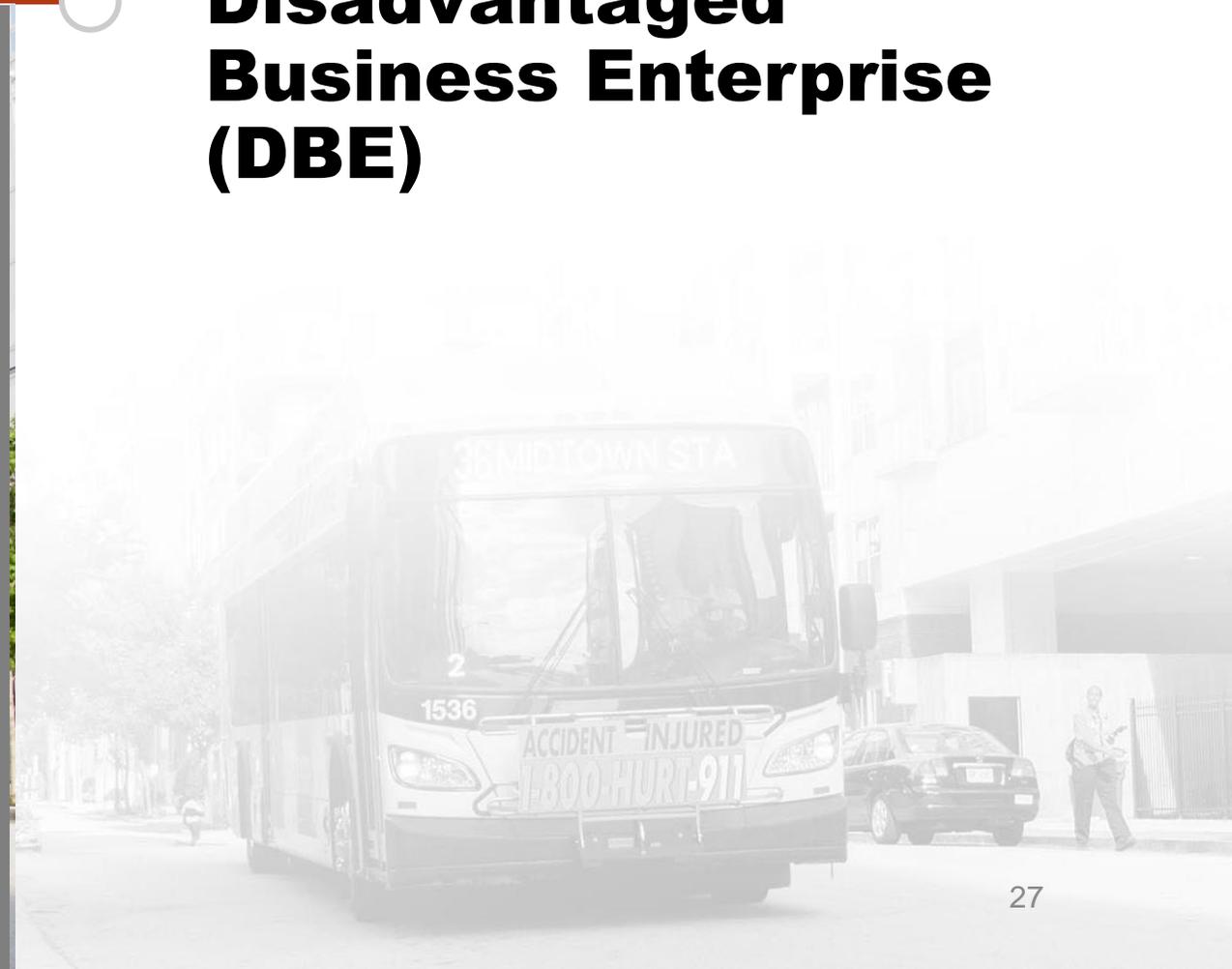
(404) 848-5834

[fbattle@itsmarta.com](mailto:fbattle@itsmarta.com)





# Disadvantaged Business Enterprise (DBE)





## Disadvantaged Business Enterprise (DBE) Program



The DBE Program is a Federal Government program, regulated by 49 CFR Parts 26 & 23. This program is designed to provide contracting opportunities for small business owners.

A DBE goal will be assigned to the Cleveland Avenue & Metropolitan Parkway ART project after the scope of work is determined.





# Unified Certification “Disadvantaged” Definition

Firms owned by socially and economically “disadvantaged” individuals are eligible for DBE certification.

## Socially Disadvantaged Groups

- Women, Black, Hispanic, Native American
- Asian Pacific, and Subcontinent Asian Americans

## Economic Disadvantage

- Personal net worth must be less than \$1.32 million
- (Excludes the values of the primary residence and the DBE firm)





## Checklist Required Documents

- Affidavit of Certification
- Personal Net Worth Statement for each of the socially and economically disadvantaged owner.
- Personal federal tax returns for the past five (5) years for each disadvantaged owner. Including **ALL** schedules and exhibits.
- Corporate federal tax returns for the past five (5) years including **ALL** schedules and exhibits.
- Proof of Citizenship – (Birth Certificate, U.S. Passport, Naturalization Certificate, Military Services Document DD214, Dept. of Interior Tribes)
- Georgia Secretary of State registration
- Professional Business Licenses (i.e.: Engineer, Real Estate Broker, HVAC, etc.)





## Unified Certification Program

MARTA's Office of Diversity and Inclusion processes certifications for Georgia firms located in the MARTA service area:

- **City of Atlanta**
- **Clayton County**
- **DeKalb County**
- **Fulton County**

MARTA's Supplier Diversity Management Program uses a completely electronic certification process.

<https://www.dot.ga.gov/GDOT/Pages/DBE.aspx>

<https://itsmarta.com/cleveland-metropolitan-ART.aspx>





# Unified Certification Program

All firms located outside of:

- **City of Atlanta**
- **Clayton County**
- **DeKalb County**
- **Fulton County**
- **Out-of-State Firms**

are to submit documents to the Georgia Department of Transportation (GDOT).

The mandatory DBE Application, Affidavit of Certification, and Personal Net Worth forms can be downloaded from the GDOT website.

<https://www.dot.ga.gov/GDOT/Pages/DBE.aspx>





# Disadvantage Business Enterprise (DBE) Program Contact Information

**Shelandra Cornick**  
Manager, Supplier Diversity

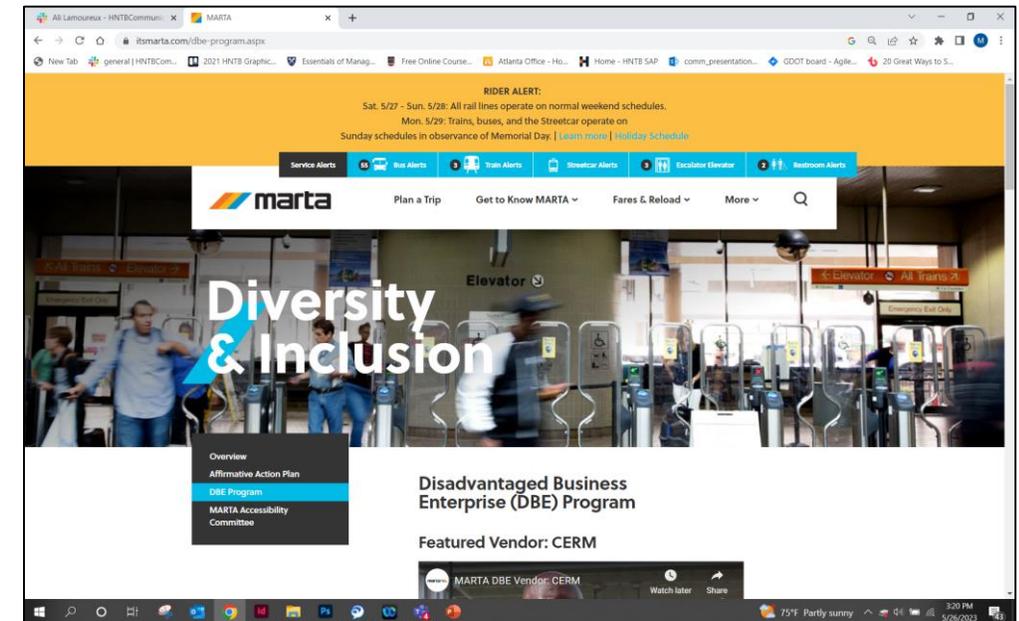
MARTA Office of Diversity and Inclusion

[spcornick@itsmarta.com](mailto:spcornick@itsmarta.com)

(404) 848-5077

DBE Certification Link:

<https://marta.diversitysoftware.com/?TN=marta>





## Question & Answer Session



### IN PERSON

Raise Your Hand



### PROCUREMENT EMAIL

fbattle@itsmarta.com  
jpisani-CTR@itsmarta.com



### PROJECT WEBSITE

<https://itsmarta.com/cleveland-metropolitan-ART.aspx>



@MARTAt transit



@MARTAt transit



@MARTA\_explorers



@ItsMARTANews



**Bus Tour Departs  
at 11 a.m.  
Outside**

**Return at 12 p.m.**

