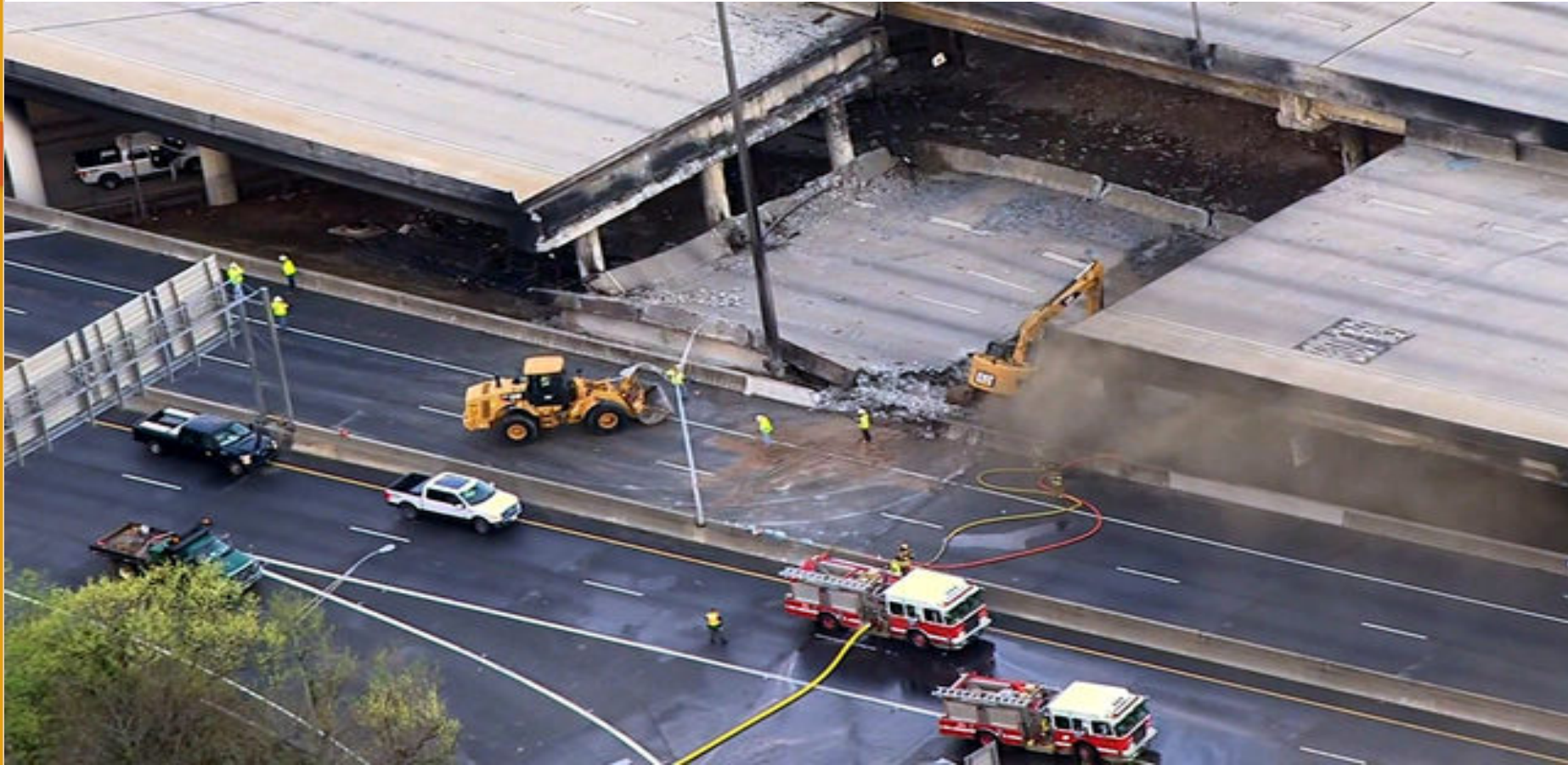
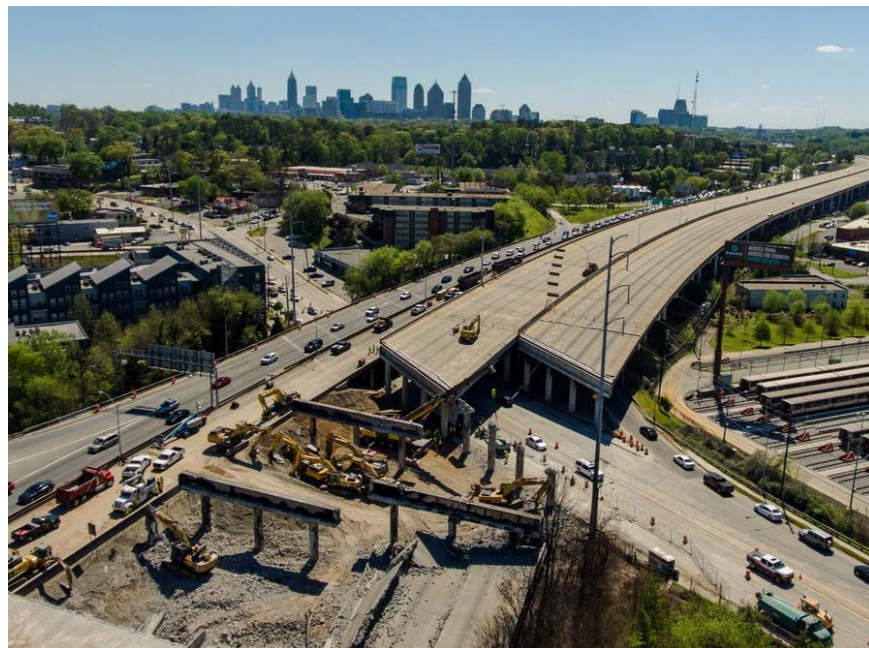


ARC Supports Data-Driven Transportation Intelligence: I-85 Bridge Collapse

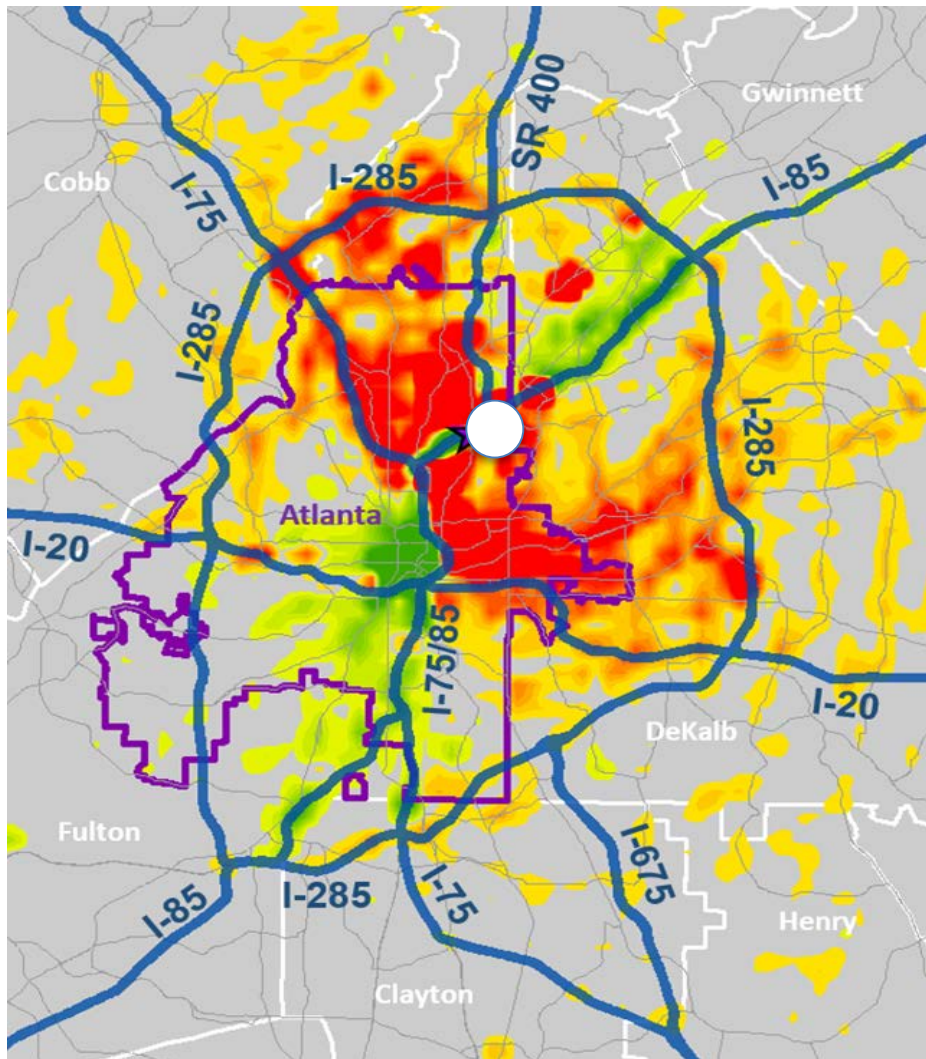


ARC: Assessing the Impact

- **Conferred with partners** to determine what they needed to know
- **Analyzed changing travel behaviors** across region
- Used **sophisticated tools** to analyze average speeds on major corridors
- ARC's **travel demand model** accurately predicted how behaviors would change
- Helped Invest Atlanta understand **impact to local businesses**
- **Analyzed ridership data** from MARTA to see how the transit system responded.



Impact: Far and Wide

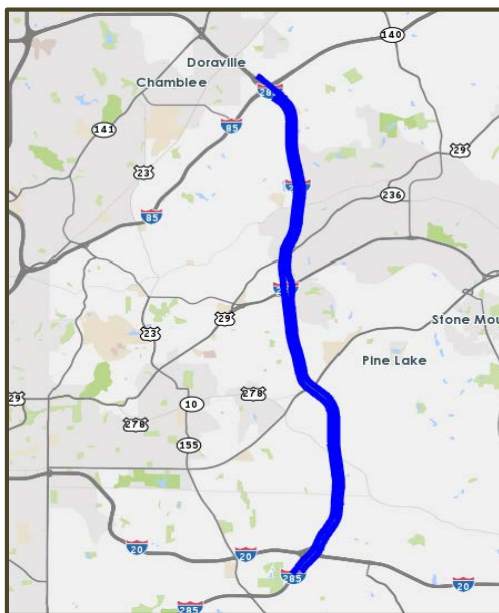


- About **240,000 vehicles** use impacted area each weekday
- **East half of I-285** was most-impacted major corridor
- Travel impacted throughout region, with **minimum 30% increase** in volume across network
- Affected area used by commuters as form **Newnan to Cumming**
- About **75%** of businesses near I-85 closure **lost customers**
- Increased **transit usage**

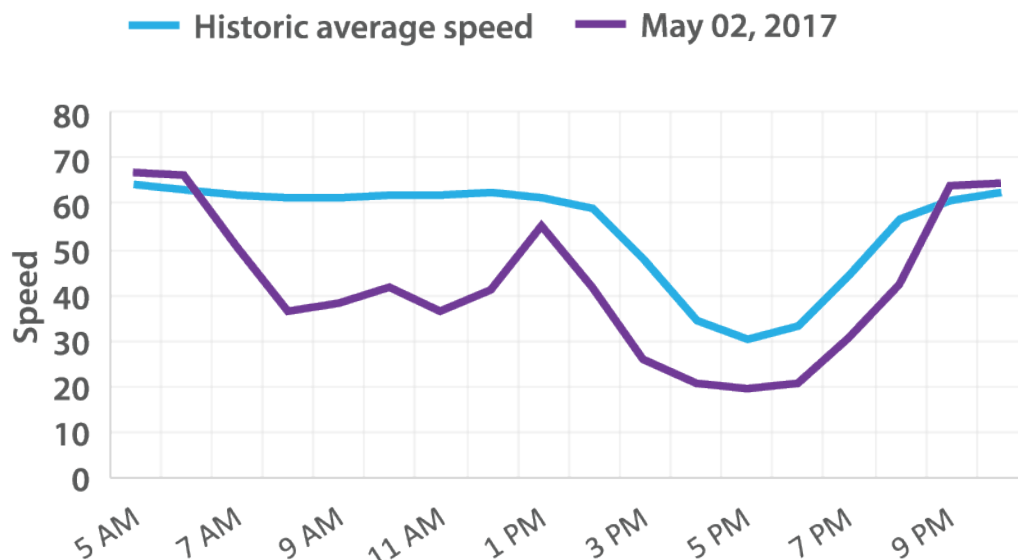
Red areas indicate most increase in congestion

Impact: Crowded Corridors

I-285: I-85 to I-20E Southbound



Recent speed versus historic speed



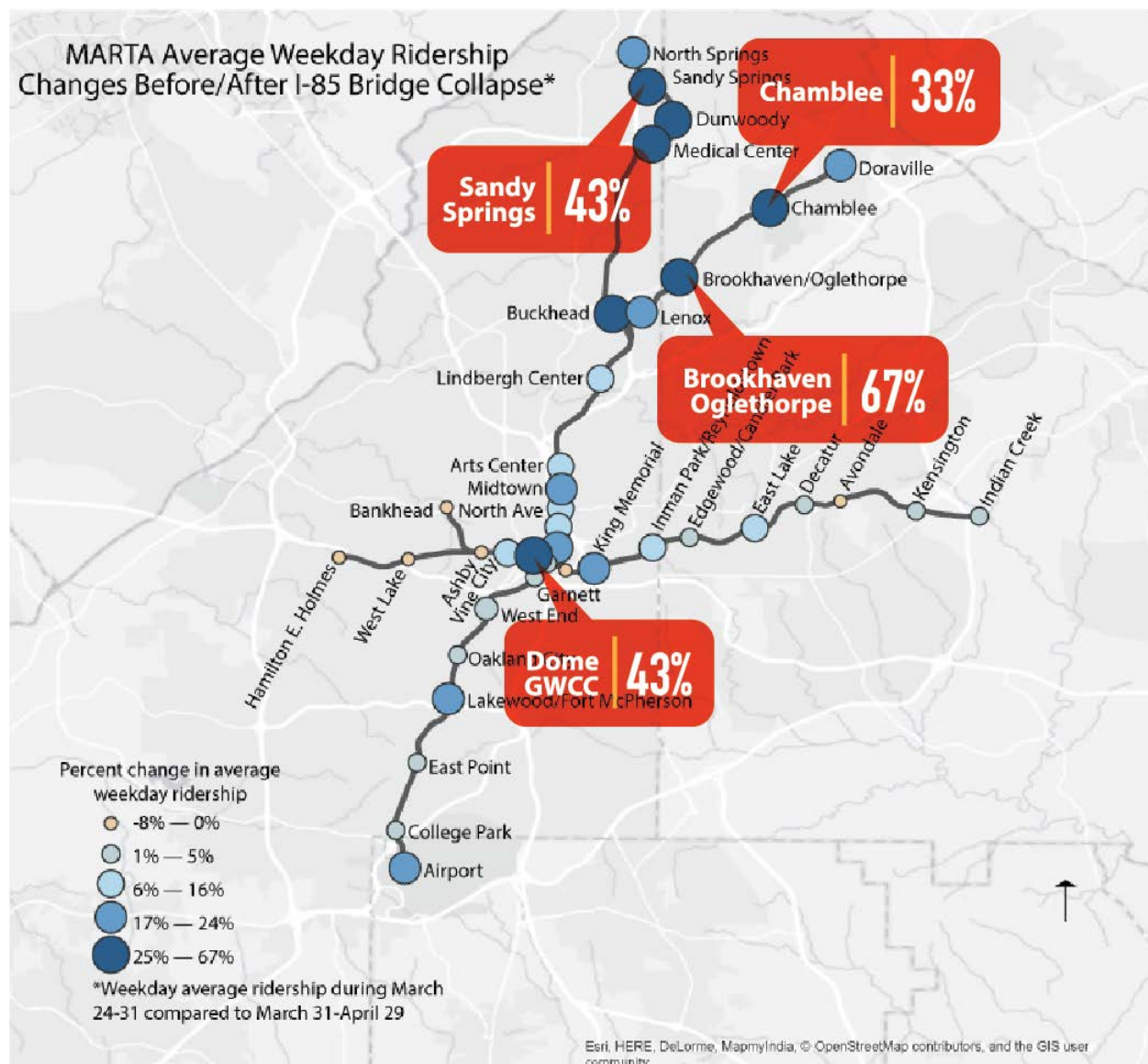
Blue Line

Historic average speed by hour on Tuesdays

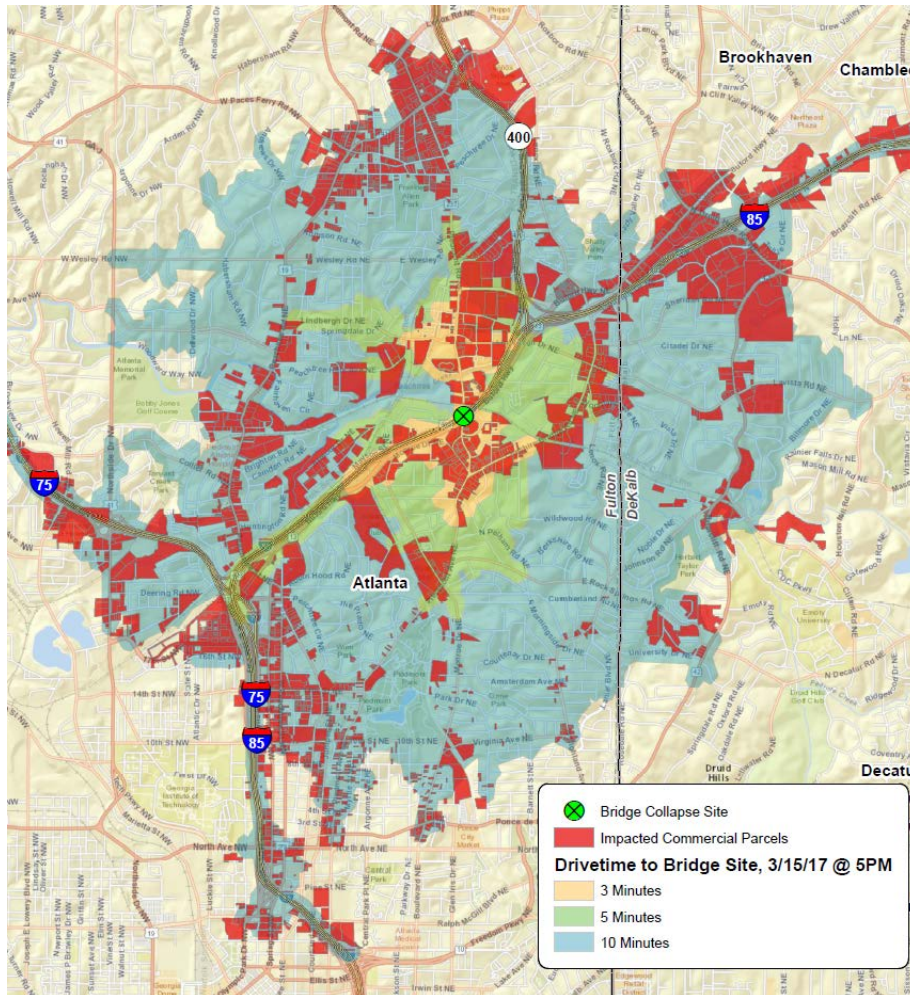
Purple Line

Average speed by hour - Tuesday May 2

Impact: Increased Transit Usage



Impact: Businesses Struggle

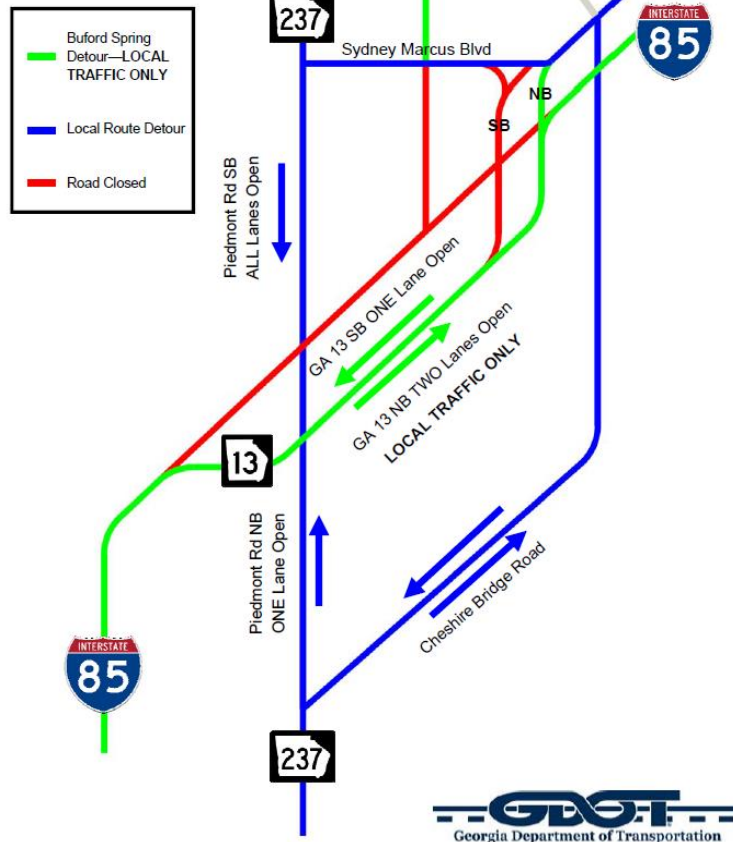


- ARC and Invest Atlanta's 'I-85 Business Impact Survey' found **many businesses** were affected by bridge collapse
- **75%** of impacted businesses experienced a **loss of customers**
- **63%** of impacted businesses experienced delays in employees getting to work
- **55%** of impacted businesses experienced a delay in delivery times

ARC Data Insights Support Regional Response

I-85 Bridge Closure Detours

April 6, 2017



- GDOT identified **detour options** to increase capacity on arterial streets
- Local governments **adjusted traffic signals** and added police to prevent gridlock
- City of Atlanta **suspended** all non-essential roadwork
- Transit systems **adjusted routes**
- MARTA **increased frequency and capacity** during peak travel periods and added nearly 1,200 new parking spaces
- GRTA **altered routes** to provide connectivity to Chamblee and Doraville MARTA stations
- ARC worked with Georgia Commute Options to **promote alternative commutes**