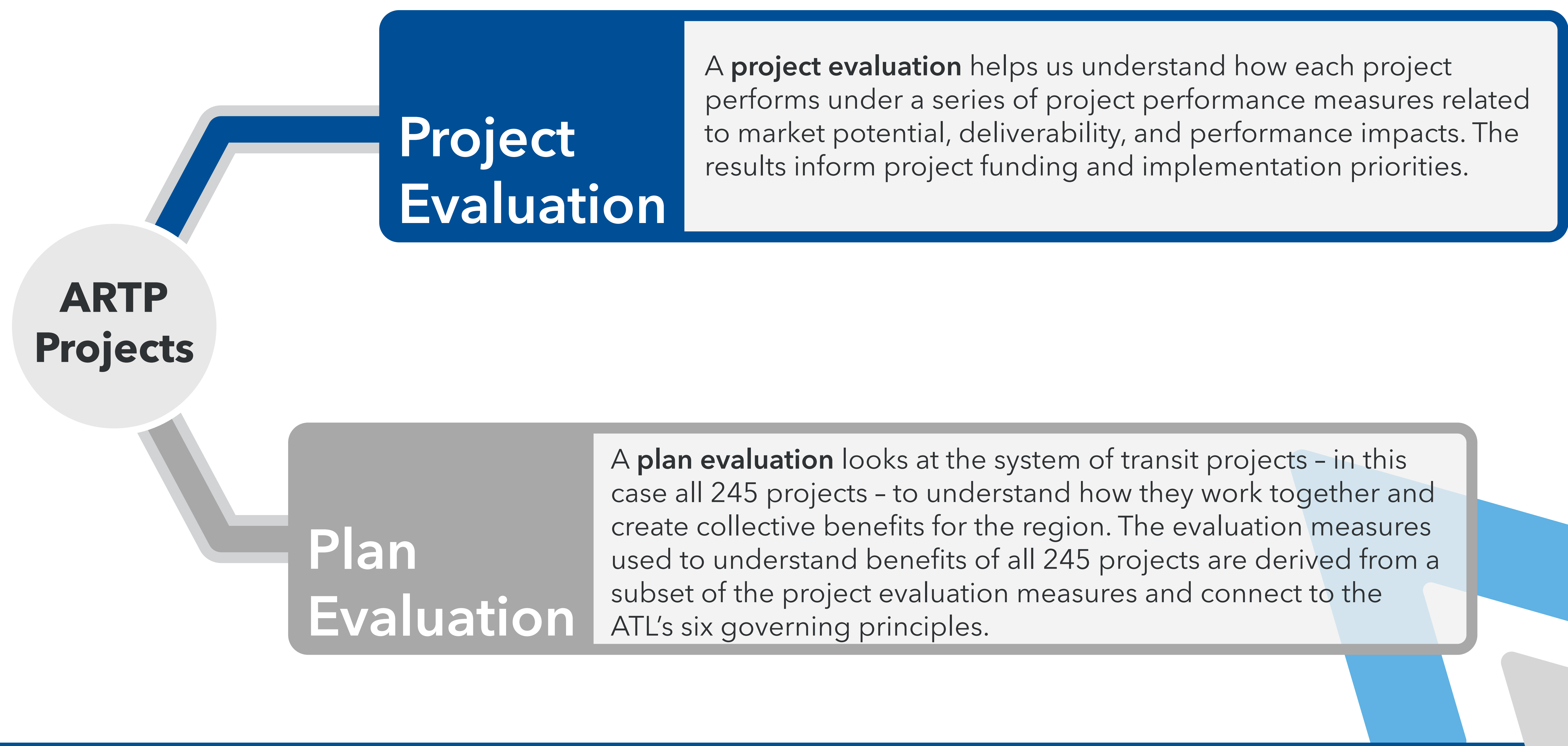# ARTP Project Evaluation
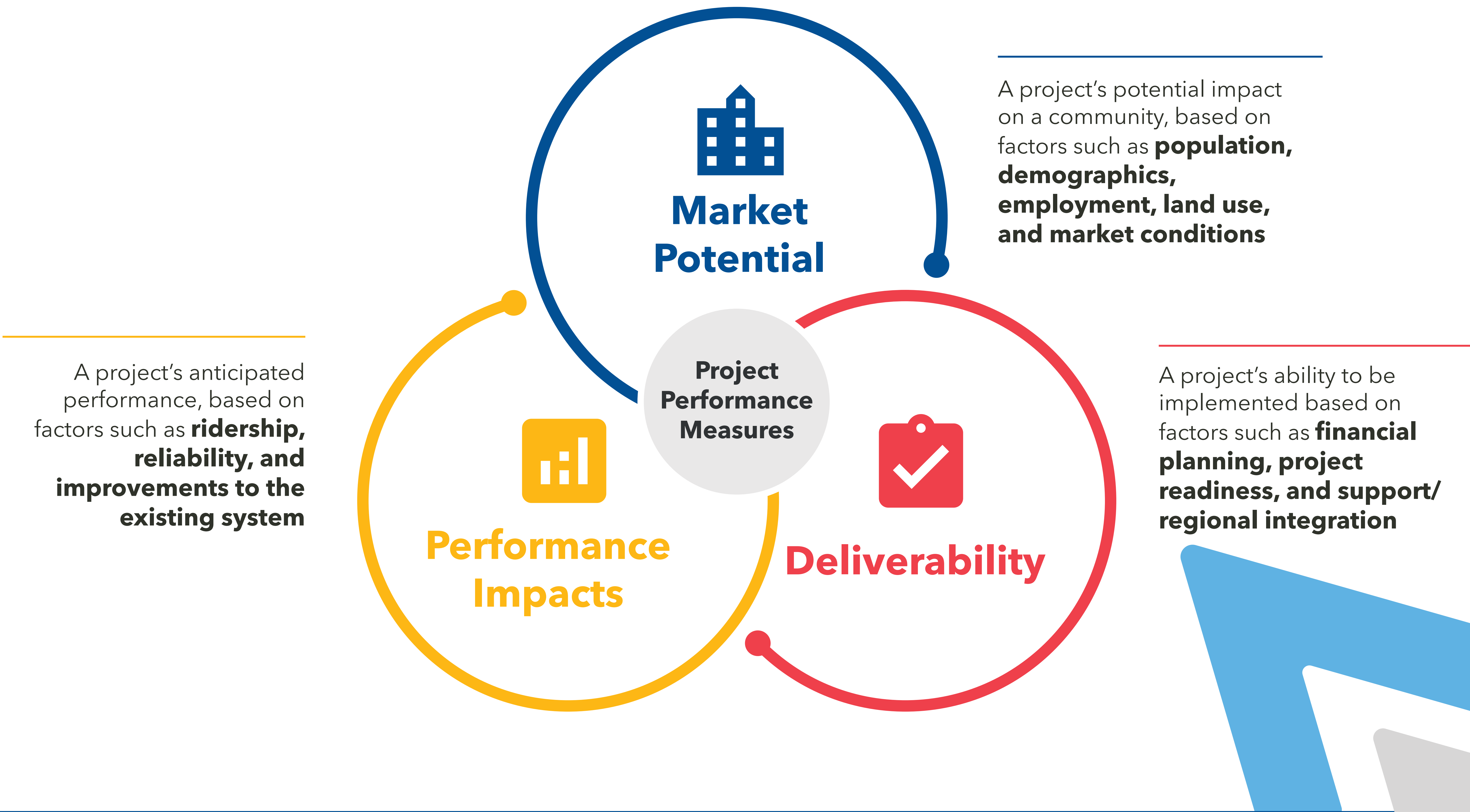
The ARTP Evaluation Processes

The ARTP has two distinct evaluation processes – one at the project level and one at the plan level.
This station describes the project evaluation measures, the project performance framework, and features project evaluation results.
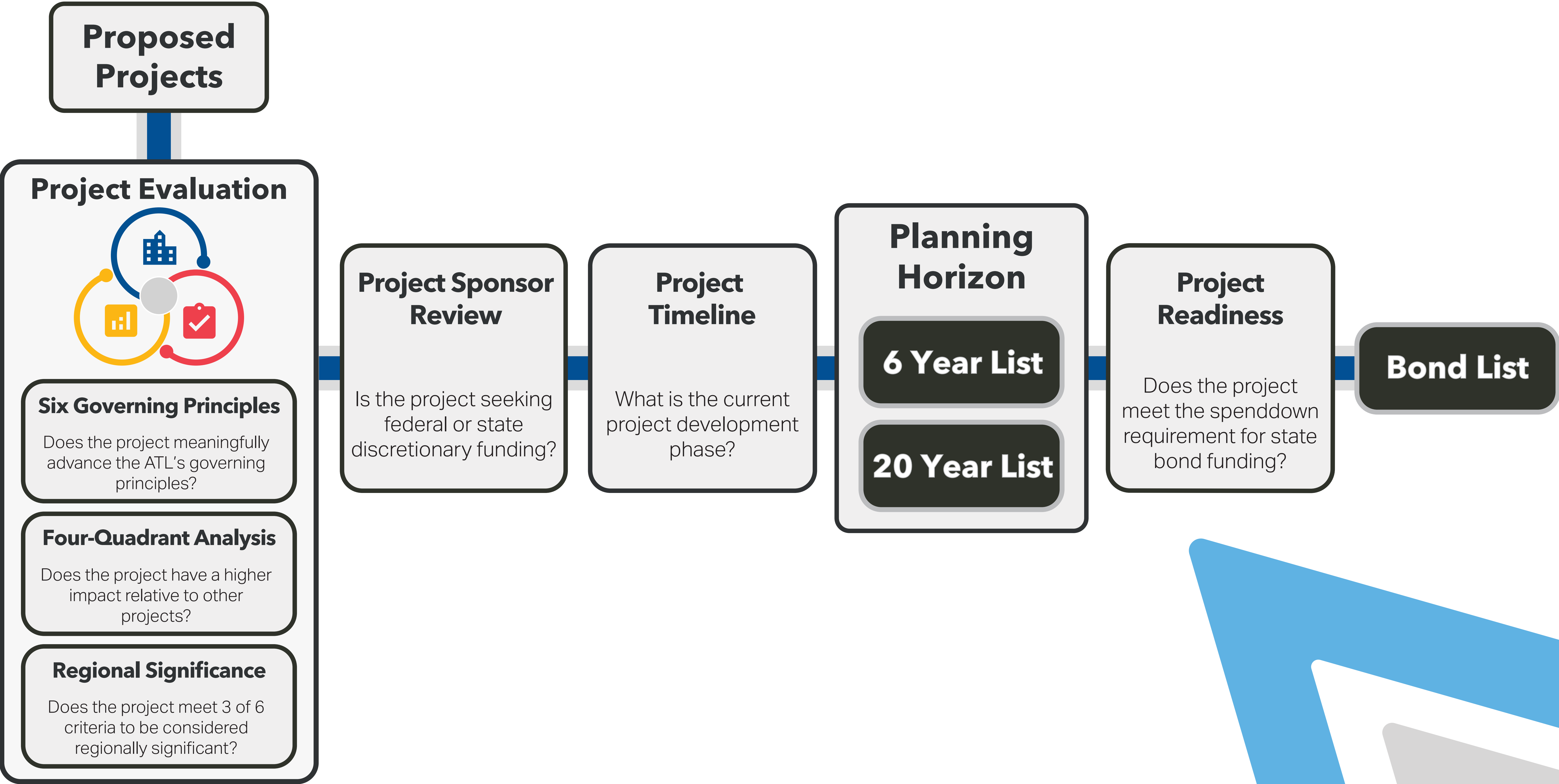
ARTP Projects

Project Evaluation

A **project evaluation** helps us understand how each project performs under a series of project performance measures related to market potential, deliverability, and performance impacts. The results inform project funding and implementation priorities.

Plan Evaluation

A **plan evaluation** looks at the system of transit projects – in this case all 245 projects – to understand how they work together and create collective benefits for the region. The evaluation measures used to understand benefits of all 245 projects are derived from a subset of the project evaluation measures and connect to the ATL's six governing principles.

ARTP Project Evaluation

Project Performance Measures

Market Potential

A project's potential impact on a community, based on factors such as **population, demographics, employment, land use, and market conditions**

Project Performance Measures

Performance Impacts

A project's anticipated performance, based on factors such as **ridership, reliability, and improvements to the existing system**

Deliverability

A project's ability to be implemented based on factors such as **financial planning, project readiness, and support/regional integration**

ARTP Project Evaluation

Project Performance Framework

Proposed Projects

Project Evaluation

Six Governing Principles

Does the project meaningfully advance the ATL's governing principles?

Four-Quadrant Analysis

Does the project have a higher impact relative to other projects?

Regional Significance

Does the project meet 3 of 6 criteria to be considered regionally significant?

Project Sponsor Review

Is the project seeking federal or state discretionary funding?

Project Timeline

What is the current project development phase?

Planning Horizon

6 Year List

20 Year List

Project Readiness

Does the project meet the spenddown requirement for state bond funding?

Bond List

ARTP Project Evaluation

Governing Principles Analysis

➤ The Governing Principles Analysis uses criteria from the project performance measures - deliverability, market potential, and performance impacts - to understand how well a project seeking state or federal discretionary funding aligns with each of the ATL's six governing principles.

➤ The degree to which a project aligns with a governing principle is displayed as graphic symbols known as Harvey balls. **The stronger the alignment, the more filled in each quadrant around the circle becomes.**

Example Governing Principles Results >>

The graphics to the right show how the governing principles analysis results look.

You can find the governing principles analysis results on the project factsheets at the Project Level Results station.

Score: 1
Somewhat Aligned

Score: 2
Aligned

Score: 3
Well Aligned

Score: 4
Strongly Aligned

What are the six governing principles?

Return on Investment

Mobility and Access

Innovation

Economic Development and Land Use

Environmental Sustainability

Equity

Regional Significance Criteria

To be considered regionally significant, a project must meet 3 or more of the following criteria:

Crosses 2+ counties or connects 2+ transit operators

Leverages regional capacity improvements

Improves transit reliability

Is or connects to transportation terminal

Connects to 1+ regional activity centers

Provides high capacity, high frequency or dedicated facility