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.

**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.

- **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.

**Project Performance Measures**
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
Does the project meet the spenddown requirement for state bond funding?

20 Year List

Project Readiness

Bond List
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

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**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