

**ATLANTIC STATION
TRANSPORTATION CONTROL MEASURES
2010 PERFORMANCE UPDATE**

WHAT IS THIS REPORT?

This update is designed to provide a summary of Atlantic Station's progress toward achieving the environmental goals outlined in the Transportation Control Measures (TCM) proposed by the United States Environmental Protection Agency (EPA) in 65 Fed. Reg. 18947 (Apr.10, 2000), finalized in 65 Fed. Reg. 52028 (Aug. 28, 2000), and adopted as a part of the Georgia State Implementation Plan.

The TCM incorporates a number of "smart growth" zoning conditions which were adopted by the City of Atlanta and remain enforceable by the City. These conditions were designed to complement the "live-work-play" community concept of Atlantic Station and to reduce vehicle emissions by encouraging pedestrian, bicycle, and other non-single occupancy vehicle transportation alternatives to, from and within Atlantic Station. The TCM also includes various data collection and monitoring activities designed to measure progress toward achievement of those goals.

The TCM was adopted following extensive intergovernmental and public collaboration in the context of EPA's Atlantic Steel Redevelopment Project XL docket.

FREQUENCY

Although the Project XL Agreement expired in 2009, the Atlantic Station Master Owners' Association (MOA) is committed to achieving the goals of the TCM and communicating Atlantic Station's progress through the publication of this annual update.

Atlantic Station will post this annual update on its Internet web site at <http://www.atlanticstation.com>.

ACTIVITIES

2010 also saw the completion of Atlantic Station's very own Fire station. Fire house 11 opened in January of 2011.

The Atlantic Station shuttle service continued to increase ridership and the Access and Mobility Program (ASAP+) commuter café and other programs continued to provide a variety of options for Atlantic Station employees and residents to learn about and access alternative travel options. ASAP+ plays an integral part in achieving the model of smart growth and sustainable development. Additional information on ASAP+ is provided later in this report.

Atlantic Station representatives participated in meetings with the Atlantic Station Civic Association, Home Park Owner's Association, NPU-E, and The MidTown Alliance. The Atlantic Station team will continue to meet with community and business organizations to foster support and knowledge of the environmental programming being undertaken by Atlantic Station.

Perhaps the most significant activity of 2010 occurred on the very last day of the year. CB Richard Ellis (CBRE), by way of purchases of the Retail component, the 271 17th Street building, home to BB&T, and the remaining vacant land, became the new Master Developer for Atlantic Station. CBRE, as one of the world's largest property management companies, brings both new partners and new ideas to the task of achieving the goals of the TCM.

ENVIRONMENTAL PERFORMANCE PROGRESS

SITE DESIGN TARGETS

The TCM establishes targets for the final design and development of Atlantic Station residential and business uses and transportation infrastructure. (See 65 Fed. Reg. 18947, 18955, Table 7 (Apr. 10, 2000).)

The site plan developed in the 1999 Project XL planning process and approved by EPA in the TCM continues to guide the development of the project. The goals outlined in the final design have been largely achieved and remain valid and useful goals for continuing development of Atlantic Station in its second decade.

The final site design will have >33% of blocks containing mixed uses.

The site design has proven to be helpful in achieving this first goal. The number of blocks that contain a mix of uses has continued to increase. Currently over 50% of all blocks at Atlantic Station contain a mix of uses.

The final site design will accommodate > 12,000 residents and employees combined.

The site plan envisions a development with townhomes, condominiums, retail shopping, restaurant, entertainment, and office space for >12,000 residents and employees. Over the last ten years development has occurred as envisioned by the plan. However, due to the downturn in the economy, development has occurred more slowly than was anticipated in 1999. Thus, the TCM's overall density goal has not yet been achieved. There is no indication that the site plan needs to be revised to achieve this goal. Indeed, development to date is on track. With approximately one third of the site plan space built, there are currently over 3,300 residents and 4,000 employees living and working in Atlantic Station.

The final site design will average >180 persons per net acre on site in a ¼-mile radius surrounding the on-site transit stops.

The site plan target regarding population density within proximity to transit stops remains applicable and has been achieved.

The average separation of ingress/egress streets in the final site design will be < 1,000 feet, unless the City of Atlanta specifies otherwise.

The site plan target regarding connectivity remains applicable and has been achieved.

TRANSIT PERFORMANCE MONITORING AND TARGETS

The TCM requires that a monitoring program be implemented to assess the TCM's effectiveness. As a part of that program, Atlantic Station collects data and performs an annual assessment of resident and employee transportation modes and distances traveled.

The Atlantic Station Monitoring and Evaluation Update Annual Assessment for 2010 was completed in February 2011. This Annual Assessment is the sixth in a series conducted to evaluate the site's conformance with the TCM requirements. It was prepared by Lanier Parking Solutions which, in coordination with UrbanTrans Consultants and Traffic Data Collections, Inc., conducted surveys of Atlantic Station residents and employees and gathered traffic data on total vehicle trips during the month of September 2010.

The surveys were designed to measure the site's compliance with the transportation performance targets set in the TCM require:

- Average daily vehicle miles traveled (VMT) per resident:
 - ≤ 27 miles
- Average daily VMT per employee:
 - ≤ 11 miles
- The percentage of trips made to, from, and on the site by non-single occupancy vehicle (SOV) modes of travel:
 - ≥ 25 percent
- Average Daily Total Vehicle Trips:
 - < 72,000.

In addition, the survey instrument included questions to assist with the on-going marketing of programs to increase the use of non-SOV modes of travel by residents and employees.

The Atlantic Station Monitoring and Evaluation Update Annual Assessment contains information on the process used to develop the survey instruments, the process used to

collect survey data, and a summary of all data collected.

2010 Performance Measure Findings and Comparison to Regional Equivalent Measures

Atlantic Station Performance Measures

The 2010 survey results show that the site currently meets the long-term TCM performance targets for VMT per resident; percentage of trips made to, from, and on the site by non-SOV modes of travel; and average daily total vehicle trips. The site does not currently meet the average daily VMT per employee goal of 11 miles or less.

The five performance measures and the findings from the Atlantic Station 2010 evaluation follow:

1. Average daily VMT per resident of the site – **9.4 miles**
2. Average daily VMT per employee of the site – **25.7 miles**
3. Percentage of trips by residents and employees by non-SOV modes of travel - **52%**
4. Percent of non- SOV trips breakdown:
 - 50** percent of employee trips using non- SOV modes.
 - 56** percent of resident trips using non-SOV modes
5. Average overall daily automobile trips, based on residential, employee, and retail parking – **41,730**.

Comparison to Regional Data

ARC has not yet provided the most up-to-date regional trip-related comparison measures available, which were for the 2010 network year, 20-county modeling domain.

In 2009, Individuals residing in ARC's 20-county modeling domain travel an average of 33.7 miles per day. Employees in Atlantic Station traveled, on average, 24.7 miles per day. Atlantic Station's travel diary findings for average vehicle miles traveled in 2009 were significantly less than the regional average, with residents traveling, on average, 10.7 miles per day

In 2009 39% of the trips made by individuals residing in ARC's 20-county modeling domain were non-SOV trips. In comparison, 42% of the trips made by Atlantic Station residents and employees working at the site were made using non-SOV modes of travel.

The comparison data for 2010 will be updated by an addendum to this report when available.

Evaluation of Data

As noted above, Atlantic Station resident and employee VMT are both less than or equal to the regional average. This is a substantial achievement.

Atlantic Station has also met and exceeded expectations for the TCM Performance Measures for resident VMT, Non-SOV transit, and overall automobile trips. The fact that non-SOV travel to, from and within Atlantic Station is greater than twice the TCM goal is a testament to the success of the site plan and the smart growth, urban in-fill vision for Atlantic Station. These non-SOV trips result in a substantial reduction in automobile related emissions being achieved by the Atlantic Station development.

Notwithstanding this success, the 2010 survey indicated that the VMT for Atlantic station employees is more than double the very low TCM target of 11 miles per day. Atlantic Station management is evaluating this result, but currently believes this may be a function of the target being overly optimistic, the downturn in the economy, and/or the fact that Atlantic Station development has occurred more slowly than was anticipated.

Transportation Management Association

A Transportation Management Association(TMA) is in place for Atlantic Station. In 2005, Atlantic Station voluntarily created a TMA which has developed and manages the Atlantic Station Access and Mobility Program (ASAP+). ASPA+ runs a variety of programs and special events designed to encourage travel mode alternatives to single occupancy vehicle use. ASAP+ activities are funded by Atlantic Station and a grant from the Atlanta Regional Commission.

ASAP+ Programs

ASAP+ is a travel options program serving the entire Atlantic Station development site. The program integrates parking strategies, transportation information, dedicated storefront space, individualized commuter consultations, incentives and promotional strategies to maximize the use of alternative transportation to, from and around Atlantic Station.

ASAP+ plays an integral part in achieving the model of smart growth and sustainable development. ASAP+ staff work hand-in-hand with property managers and employers to integrate transportation strategies and communicate the numerous benefits of alternative transportation to employees.

The ASAP+ Commuter Cafe serves as the hub for ASAP+ programs. With its dedicated storefront space, the ASAP+ Commuter Cafe offers a relaxed and inviting environment to discover transportation options. The cafe offers any employee at Atlantic Station free internet access to participate in the regional incentives offered to alternative commuters.

Federal funding for ASAP+ and its partner organizations around Atlanta (distributed through the Atlanta Regional Commission) was significantly delayed for the 2010 contract year. As a result, outreach, communication, marketing, and Commuter Cafe hours were reduced for most of the year. The measurable program results reflect this.

Log Your Commute. ASAP+ ASAP+ hosts a personalized website for Atlantic Station employees to report their daily commuting habits and win prizes. In 2010, 54 employees registered and logged nearly 9,000 clean commutes.

Ridematching. Atlanta's regional ridematch database generates a personalized list for each registrant of fellow commuters that live and work nearby. This database helps ASAP+ to better assist them in forming carpools and vanpools, and in 2010 ASAP+ added 70 applicants (increasing each commuter's chances of finding a potential rideshare partner).

Outreach. With over 22 events in 2010, (including one-on-one site visits), ASAP+ has had the opportunity to provide many employees at Atlantic Station with valuable information regarding their commute options. Additionally, the Commuter Cafe allows ASAP+ to reach an even wider local audience with a focus on individualized commute assistance.

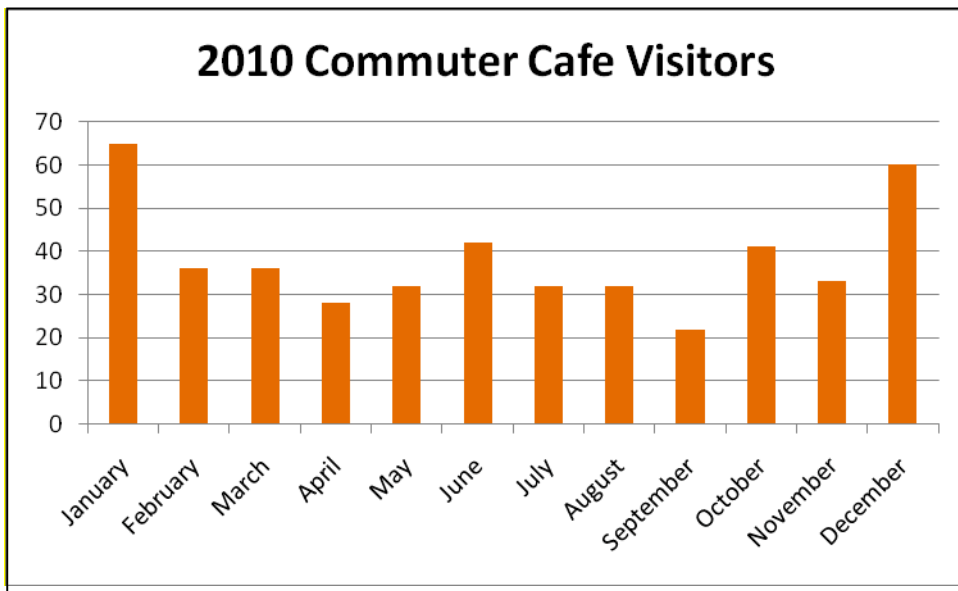
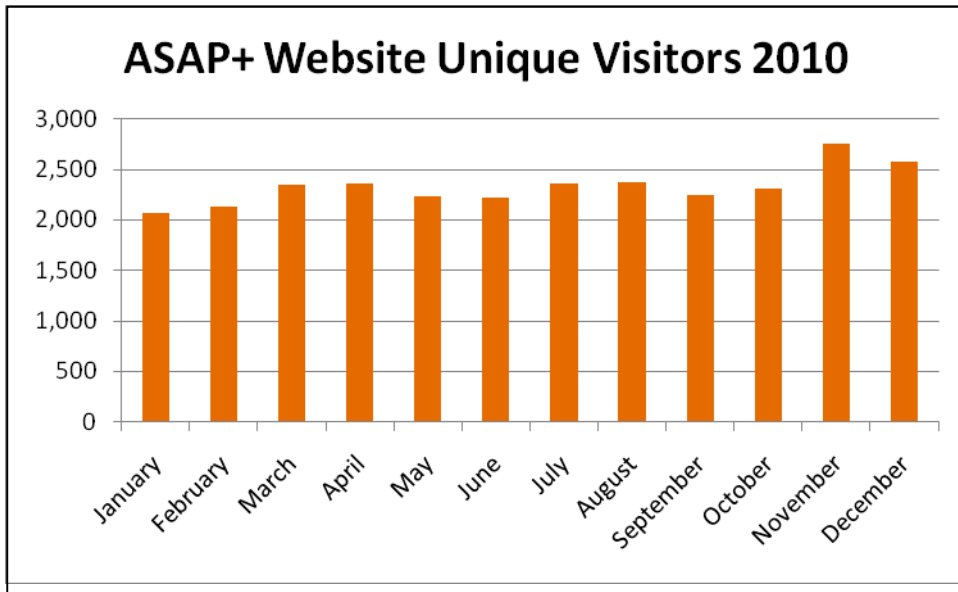
Website. The ASAP+ website is a convenient marketing tool, with an average of 2,332 unique monthly visits.

Commuter Cafe. In 2010 the Commuter Cafe maintained a steady flow of visitors, increasing the relative amount of those who stopped by to log a clean commute. Overall, 461 people visited the cafe - 114 of whom were new.

BikeShare. Two bike share programs currently operate in Atlantic Station: IKEA and Carter property management. 180 employees have registered to use the free bikes. Carter's program has 81 enrolled employees from the 171, 201, and 271 buildings, while IKEA's currently has 99 members. All members enjoy free, convenient access to bicycles for use in and around Atlantic Station, and have ridden over 100 miles in 2010 to run errands, exercise, or go to lunch.

Environmental Impact. Thanks to the efforts of Atlantic Station's clean commuters, 316,466 VMT (Vehicle Miles Traveled) were reduced, 340,093 grams of VOCs (Volatile Organic Compounds) were reduced, and \$158,233.00 in commuting costs were saved in 2010*.

*Figures obtained from The Clean Air Campaign's CommuteTrak web site



Atlantic Station Shuttle Service

In April of 2004, Atlantic Station began a shuttle service between the MARTA Arts Center Station and the community with two vehicles. The shuttle service was immediately popular and has grown in ridership every year.

In 2010, the Atlantic Station shuttle served 719,394 riders. While this is a substantial achievement, Atlantic Station management is investigating ways to improve the shuttle

service to reach more Atlantic Station patrons.

In April 2011, Atlantic Station took delivery of two electric buses, funded in part by grants from the federal government, which will be added to the Atlantic Station shuttle fleet. These state-of-the-art buses will further reduce emissions associated with travel to, from and within Atlantic Station.

Related Activities

In 2009 Atlantic Station completed the construction of a traffic island and signal modification for the intersection of 16th and State Streets in accordance with the provisions outlined in the zoning conditions for the property.

Atlantic Station Health Study

In 2007, with the support of the Center for Disease Control and Prevention and Atlantic Station, researchers from Emory University's Rollins School of Public Health began a groundbreaking study to determine if neighborhoods like Atlantic Station help reduce the health risks of sedentary lifestyles and improve the quality of life among residents. The project was ongoing through 2008 and concluded in 2009. In collaboration with the Georgia Institute for Technology, GeoStats, a local Atlanta company, and the Atlantic Station development community, researchers studied whether and how travel and physical activity behaviors change when people move to Atlantic Station. The study was conducted to answer these questions related to sustainable neighborhood design:

- 1 Will people be more physically active after moving to a mixed use residential neighborhood like Atlantic Station?
- 2 Will people drive less after moving to a mixed use neighborhood like Atlantic Station?
- 3 Which residents are most likely to change their physical activity and travel behaviors?

Study participants provided data before they move into Atlantic Station and then approximately one year later. This study is significant because the contributions of sedentary lifestyles to the emerging epidemic of obesity, overweight and chronic disease has focused attention on the built environment and strategies for engineering physical activity into people's daily routines.

The results of the study were positive and confirmed expectations that "nearly twice as many people reported they walked for transport in Atlantic Station, compared with the number of people who said they did this type of walking in their old neighborhoods." The survey data also showed that during the time they lived in their previous neighborhoods, participants spent less than 20 minutes each week heading somewhere on foot, on average. After their relocation, participants reported they walked for

transport an average of nearly an hour each week.” The data also suggests that the Atlantic Station residents travel less by car. In their former neighborhoods, the respondents averaged nearly nine hours a week behind the wheel. After moving, they cut that car time in half.

Additional Environmental Progress:

Atlantic Station installed artificial sod in its Central Park in 2009. This alternative to sod eliminated the need to irrigate, saving hundreds of gallons of water per year. Other water conservation efforts include the installation of drought resistant plants, and the collection of rain water for pressure washing and plant watering throughout the district.

Atlantic Station participated in Earth Day, the public awareness raising campaign on climate change on April 22nd.

In September 2010, Atlantic Station was host to Eco-Life: “An eco-Lifestyle event that offers two days of eco-Friendly Family Edutainment and Fun. The event featured demonstrations for everything from composting to energy saving solutions, a Marketplace featuring repurposed art, jewelry, flowers, coffee and spices, and a Kids Zone where children can be energized by Captain Planet, learn to compost, and see live birds of prey by Hawk Talk.”

Atlantic Station continues to work with builders at the property to participate in the U.S. Green Building Council “Leadership in Energy and Environmental Design” at the LEED Building Bronze level.

From the inception of this project, Atlantic Station has worked with new property owners and builders to encourage participation in the Green Building Council "Leadership in Energy and Environmental Design" (LEED) program. This innovative pollution prevention program takes a comprehensive view of resource conservation and management. The Leadership in Energy and Environmental Design program consists of a wide variety of programs. To participate, an applicant must satisfy prerequisites set by the program and earn a certain number of credits to attain different LEED Building classifications.

After meeting the rating system prerequisites, credits and bonus credits are earned by employing "green measures" in a variety of areas, including, but not limited to: use of low VOC building materials, use of local materials, use of recycled materials, construction waste management, energy efficiency (the EPA Green Lights and Energy Star Building Programs are included), indoor air quality, occupant recycling programs, siting, transportation (for example secure bicycle storage areas, shower and changing facilities for cyclists), water conservation and erosion control.

Atlantic Station has been working with builders at the Atlantic Steel redevelopment to achieve the requirements for LEED Building designation. The ability to achieve a designation in the program is contingent on participation and cooperation by

developers, architects and construction companies for various components of the project.

The Atlantic Station Eco-Charrette held in May of 2003 brought together the Atlantic Station team and local and regional green design and construction experts to establish the knowledge and resource base to implement green building techniques and achieve LEED certification for over 8,500,000 square feet of buildings at Atlantic Station. Developer has committed to serving as a leader in this capacity to reach LEED Building designation while continuing to work toward the greater goal of LEED Silver or better designation.

Atlantic Station is the first development in the U.S. to receive site-wide points, applicable to future buildings on site, under the U.S. Green Building Council's "Multi-building Pilot Project".

In 2006 Atlantic Station pre-registered over 8,550,000 square feet of commercial space with the US Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) program. This represents 83% of the potential commercial square footage of the project. To date, 50% of the developed commercial space is LEED certified, with all three of the office buildings attaining LEED certification.

Currently Atlantic Station is home to 1.4 million square feet of LEED certified office space. Of that space, 840,000 square feet is certified Gold.

CONTACT INFORMATION

Each party has designated a representative to serve as its contact person for inquiries concerning the Project. These representatives are as follows:

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