

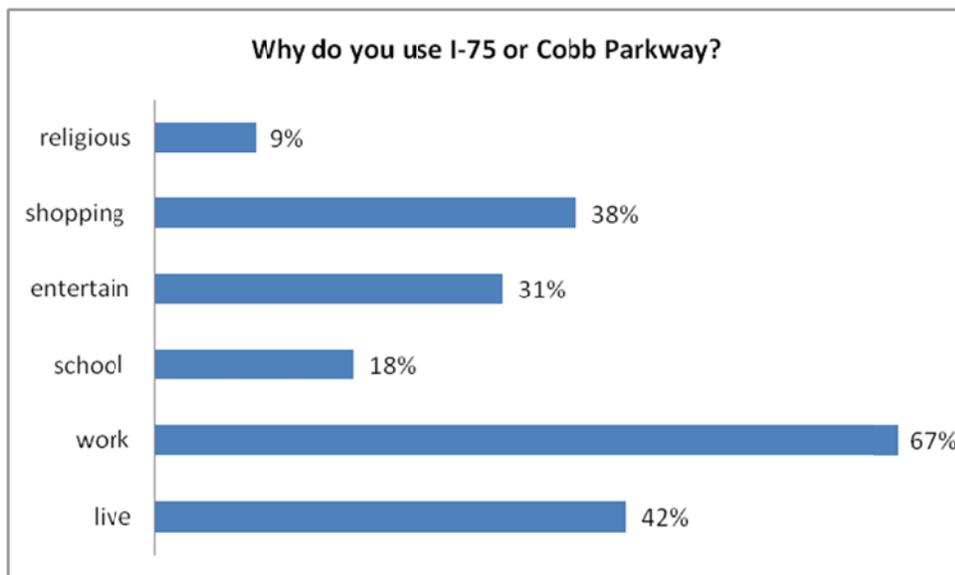
Connect Cobb – Transit Rider Outreach/Survey

In an effort to get input from current transit riders in Cobb County, project team members staffed a project display at the Cumberland Transfer Center on March 6th and the Marietta Transfer Center on March 8th. At these outreach events, staff introduced the Connect Cobb project and asked transit riders to complete a brief survey. Materials were available in English and Spanish. A total of 45 responses were collected, of which three were in Spanish.

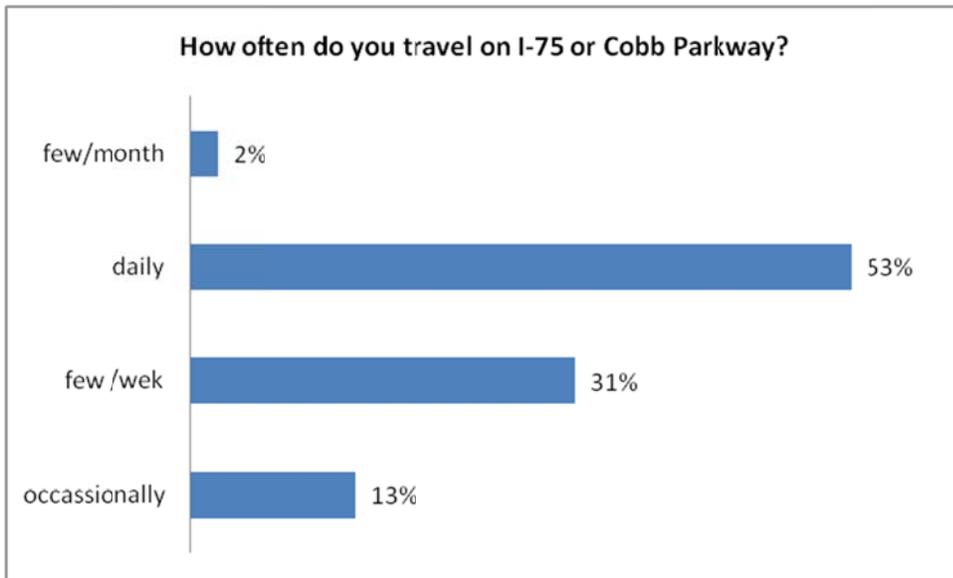
In summary, most responses were from individuals who travel the corridor on a daily basis. While most use I-75/US 41 to get to and from work, many use the Connect Cobb corridor for a variety of reasons. Most use CCT buses to travel and desire a transit system that is convenient and provides a cost savings. CCT riders indicated that the greatest transit need is a service that connects to more places. Congestion relief was noted as the greatest roadway need, while the greatest bicycle or pedestrian need was better connections between destinations. Lastly, when asked where transit locations were desired, riders suggested the following locations: Roswell Road, Wade Green Road, Glade Road and the East-West Connection. When asked to identify locations that a connection to transit would be beneficial, the most common responses were Atlanta, MARTA, Kennesaw and Acworth. A full summary of the survey questions and their responses is included below.

According to survey responses, 100% of respondents travel along the I-75/US- 41 Connect Cobb corridor.

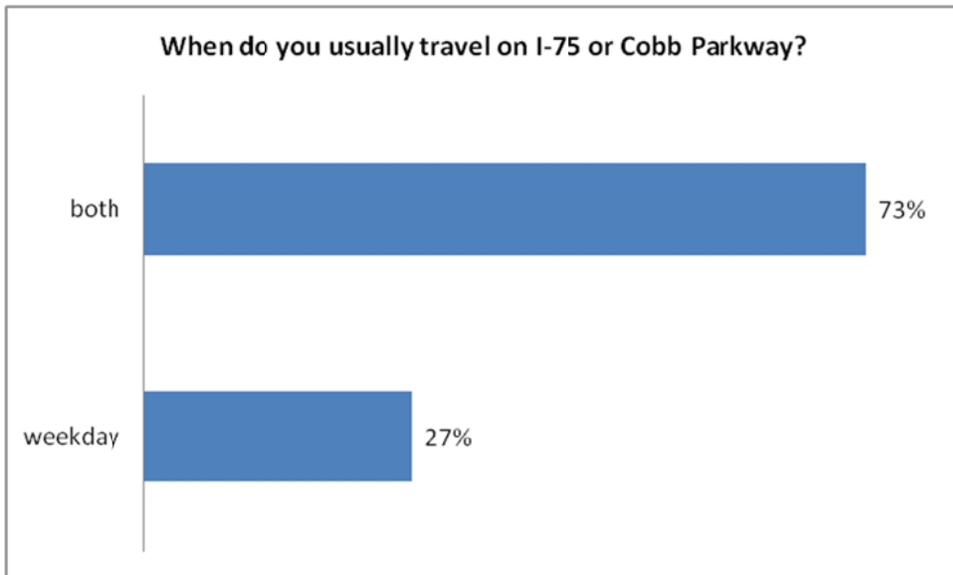
In question 2, survey participants were asked to select all of the reasons they use the corridor. The most common responses were to get to work, with 67%, and to shop, with 38%.



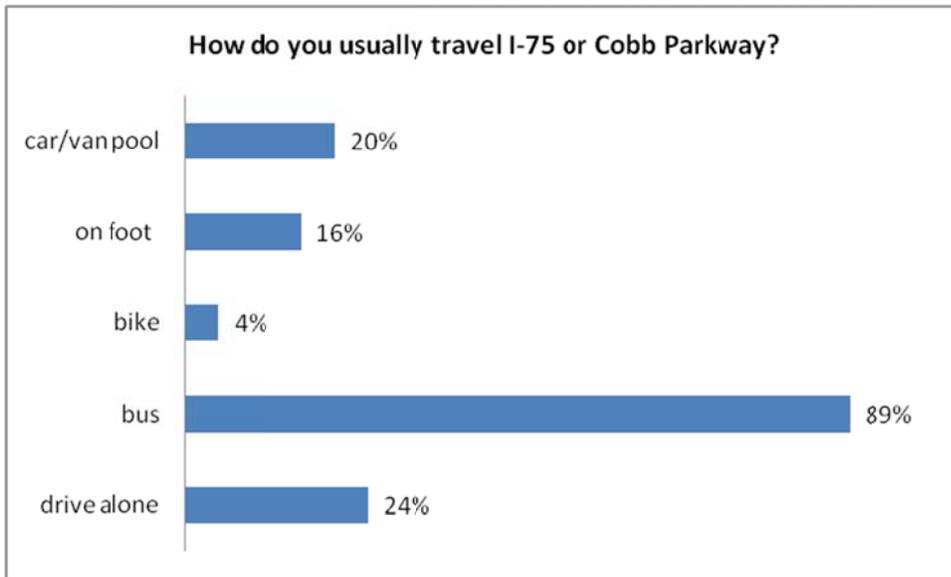
In questions 3 and 4, CCT users were asked how frequently they use the Connect Cobb corridor and when they usually travel. Most riders (53%) stated that they use the corridor on a daily basis.



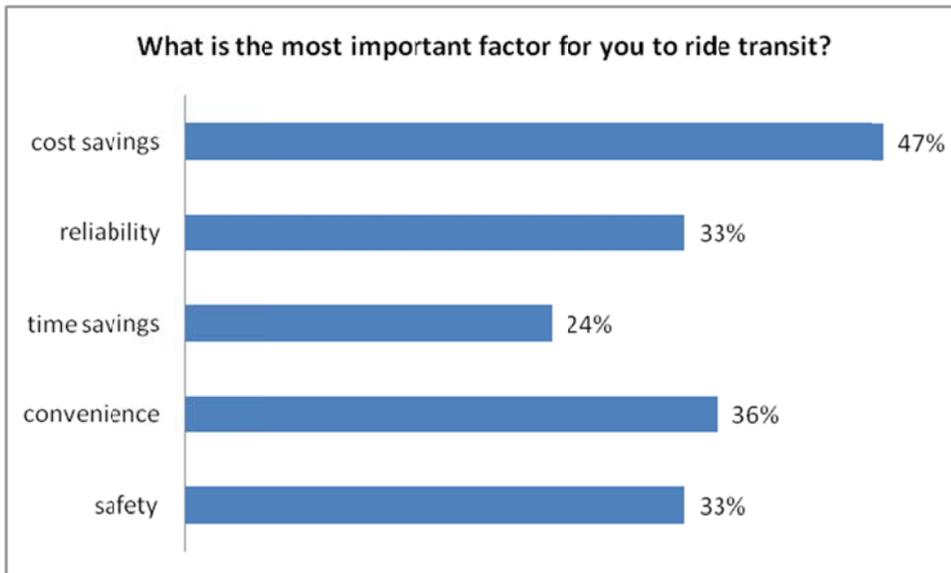
The majority (73%) of transit riders usually travel on both weekdays and weekends.



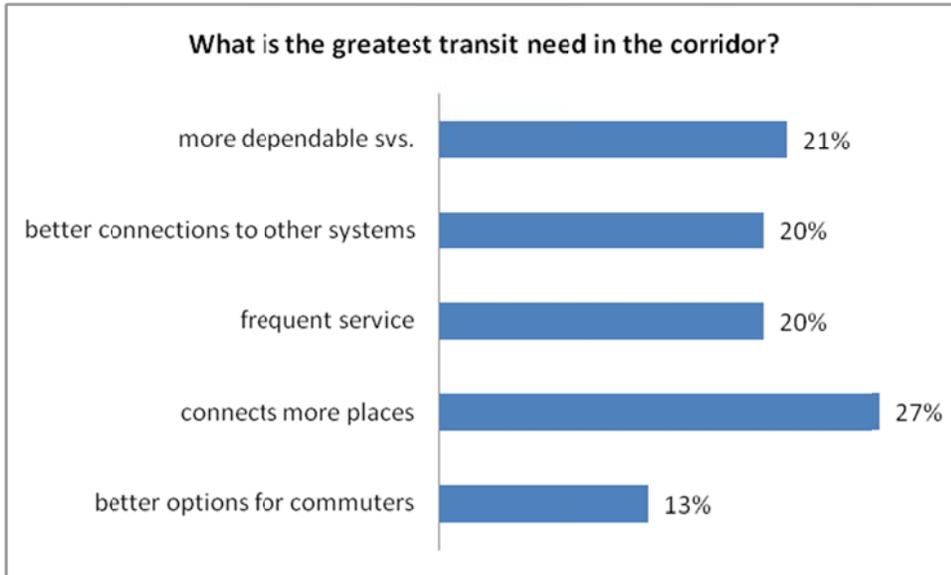
In question 5, CCT riders were asked how they usually get around the corridor. A large majority (89%) travel by bus, followed by 24% who usually drive alone, and 20% who carpool or van pool.



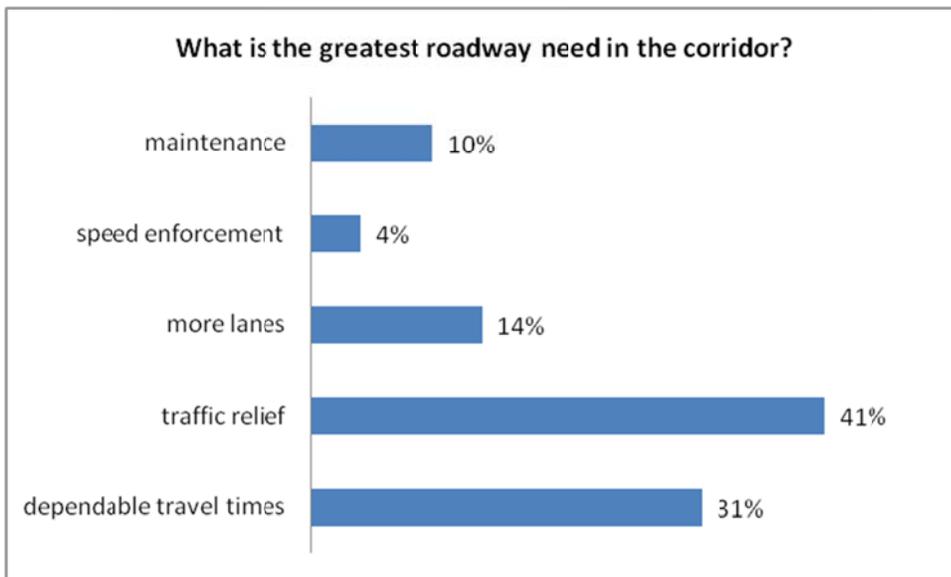
Questions 6 and 7 asked for opinions regarding transit. When asked about the most important factor for to riding transit, nearly half of the respondents indicated that costs savings was important, and just over one third (36%) indicated suggested convenience is a key factor.



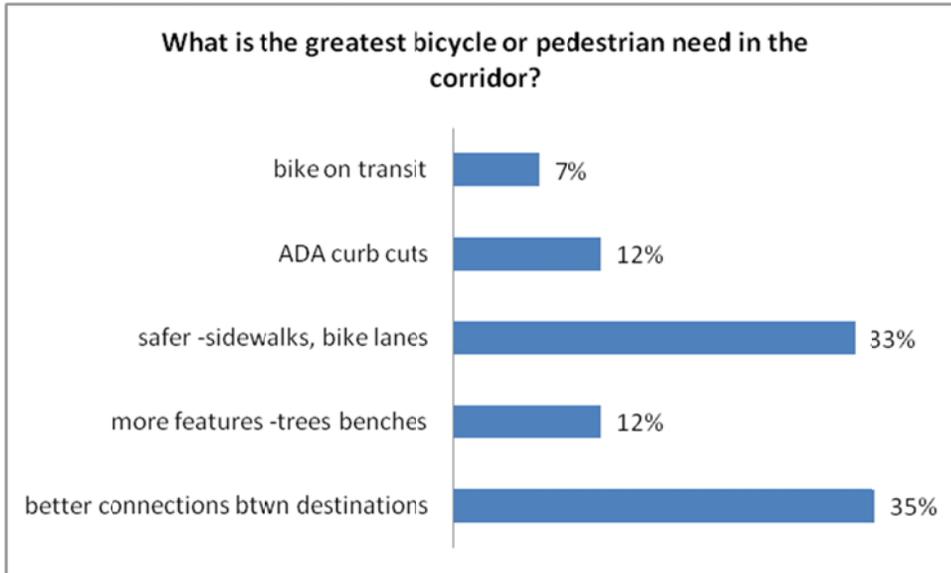
When asked about the greatest transit need in the corridor, more riders (27%) responded that better connectivity to more places is important. Dependable service was also noted as a key consideration (21.0%).



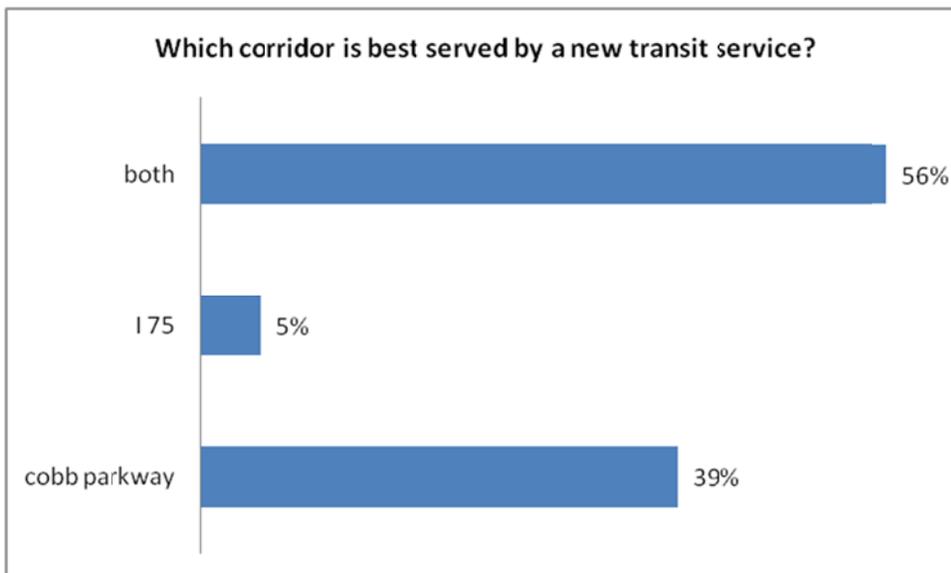
In question 8, respondents were asked their opinion regarding the greatest roadway need in the corridor. More people (41%) stated that congestion relief was the greatest need.



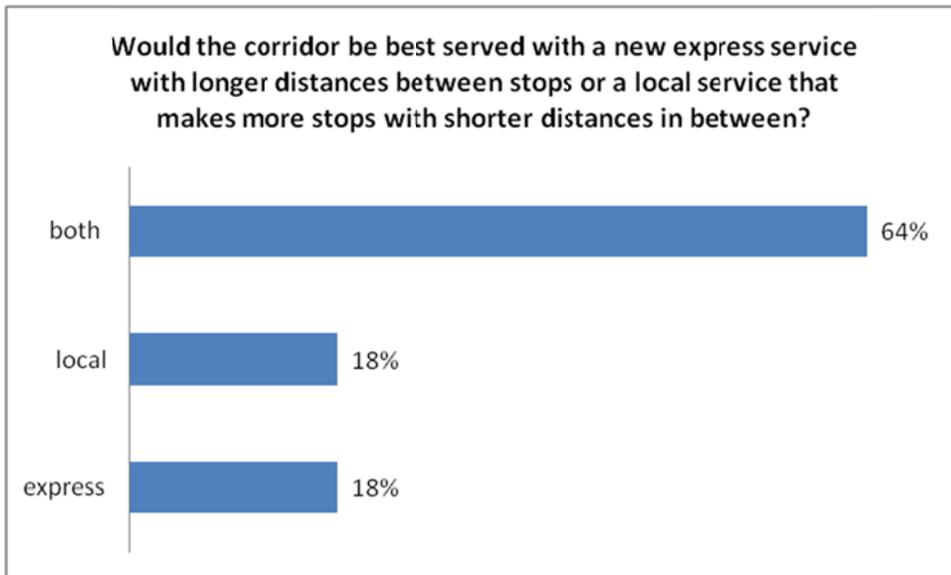
Question 9 addressed bicycle and pedestrian needs within the Connect Cobb corridor. Better connectivity between destinations (35%) was the top need, followed by safer facilities such as wider sidewalks, dedicated bike lanes, buffer zones between cars and walkers/riders, mid-block crosswalks was noted as the next greatest need (33%) .



In question 10, transit riders were asked which corridor would be best served by a new transit service. Fifty Six percent agreed that new transit service on both I-75 and US-41 is preferred, while 36% indicated Cobb Parkway.



When asked whether riders preferred Express Service, Local Service, or both, the majority (64%) wanted both local and express service, with 18% preferring local and 18% preferring express service.



The final two questions on the survey allowed students to give open-ended responses. Question 11 asked students to reply with suggestions for new transit station locations or stops. The following responses were given:

- | | |
|-----------------|---------------------|
| Roswell Road | Glade Road |
| Wade Green Road | Kennesaw |
| Acworth | Cartersville |
| Atlanta | East West Connector |
| Paces Ferry | |

Question 12 asked for feedback regarding the most important destinations to with transit. The following responses were given:

- | | |
|---------------------|----------------|
| Roswell Road | Kennesaw |
| Downtown | Cobb |
| Atlanta | Acworth |
| Roswell | Cherokee |
| Powder Springs | Clayton County |
| Atlanta to Marietta | More buses |
| Powers Ferry Road | KSU |
| Cumberland | Midtown |