



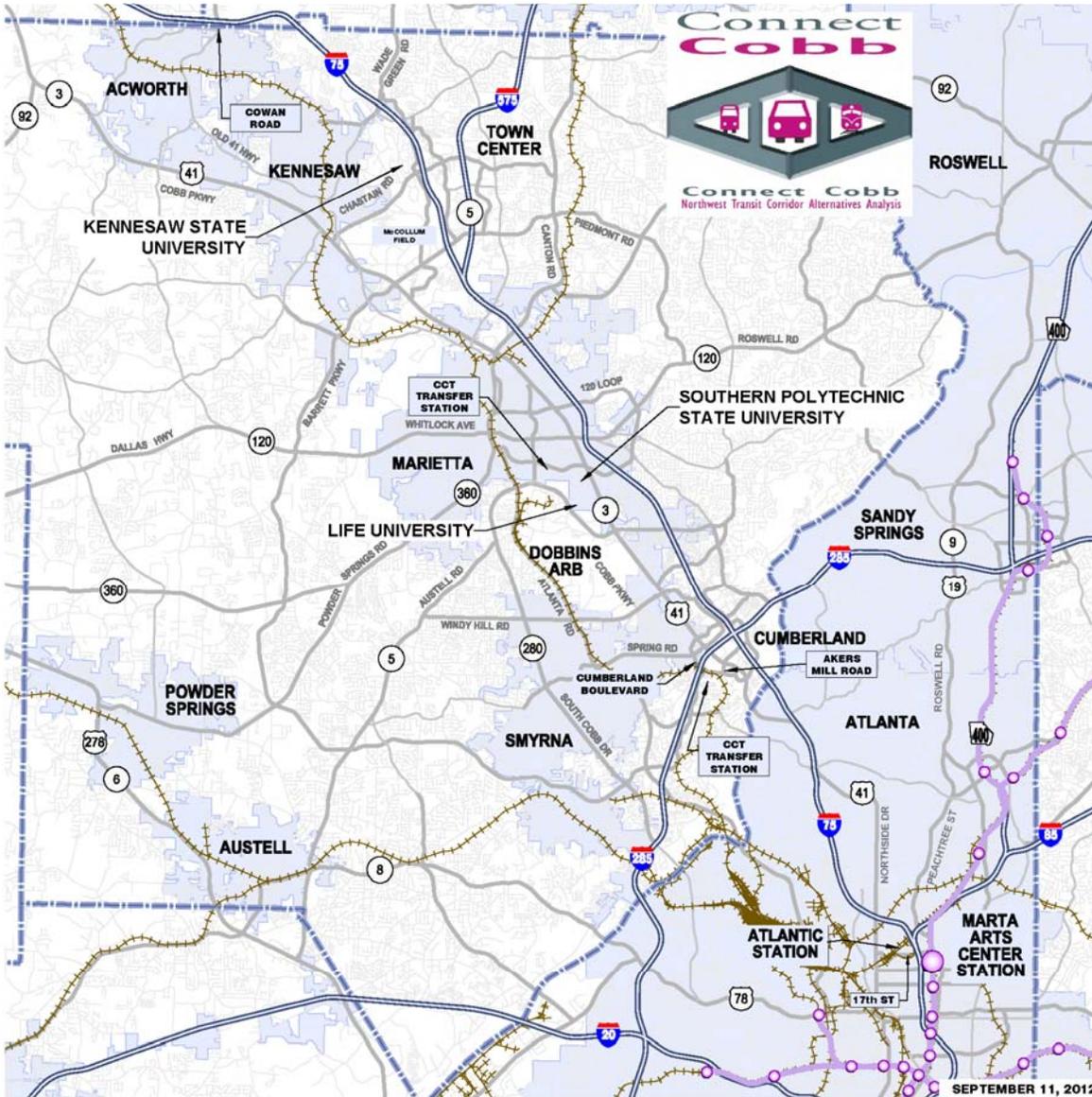
# CONNECT COBB

**Status Update**  
**Locally Preferred Alternative**  
**Connect Cobb Transit Alternatives Analysis**

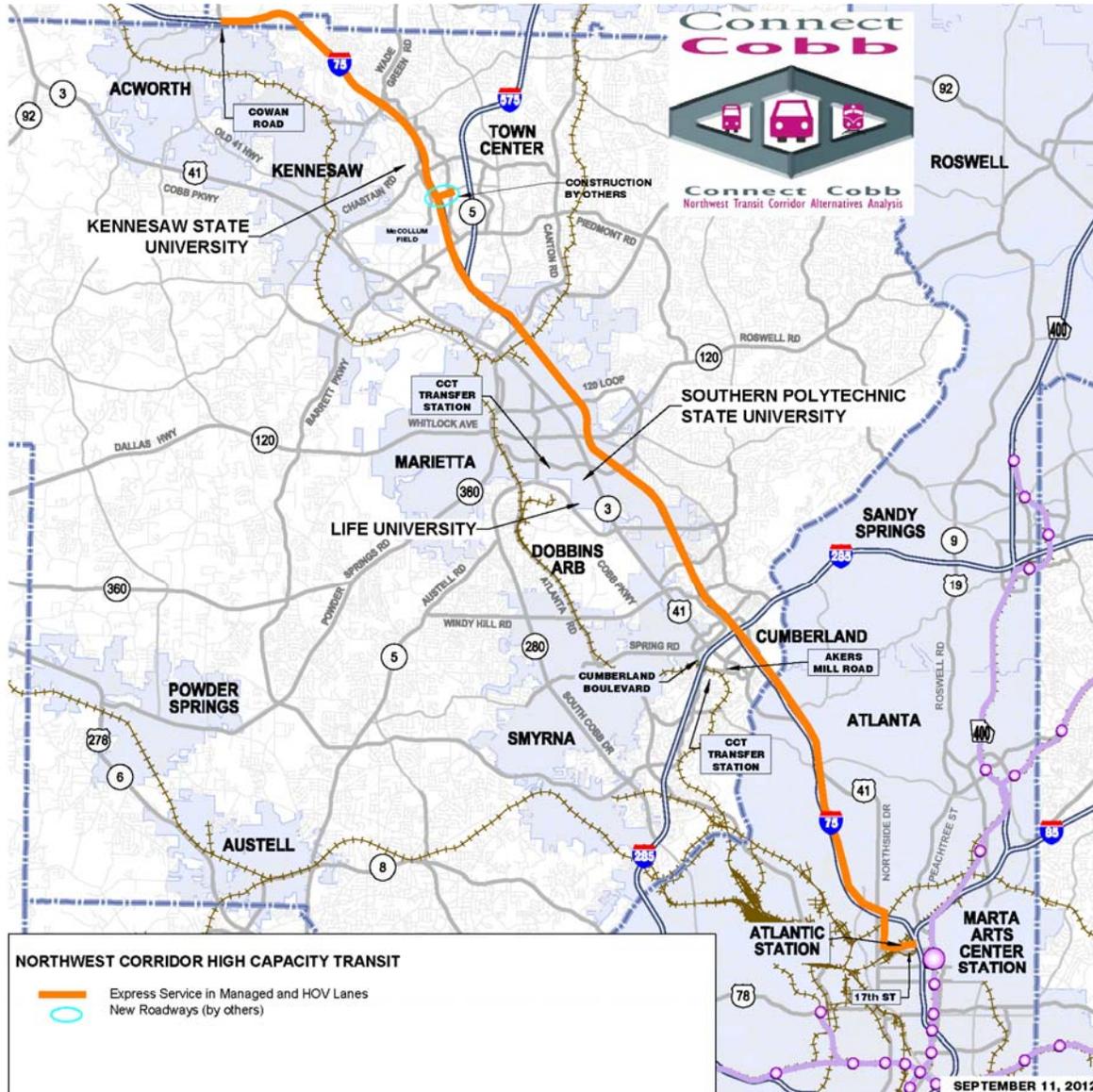
September 11, 2012



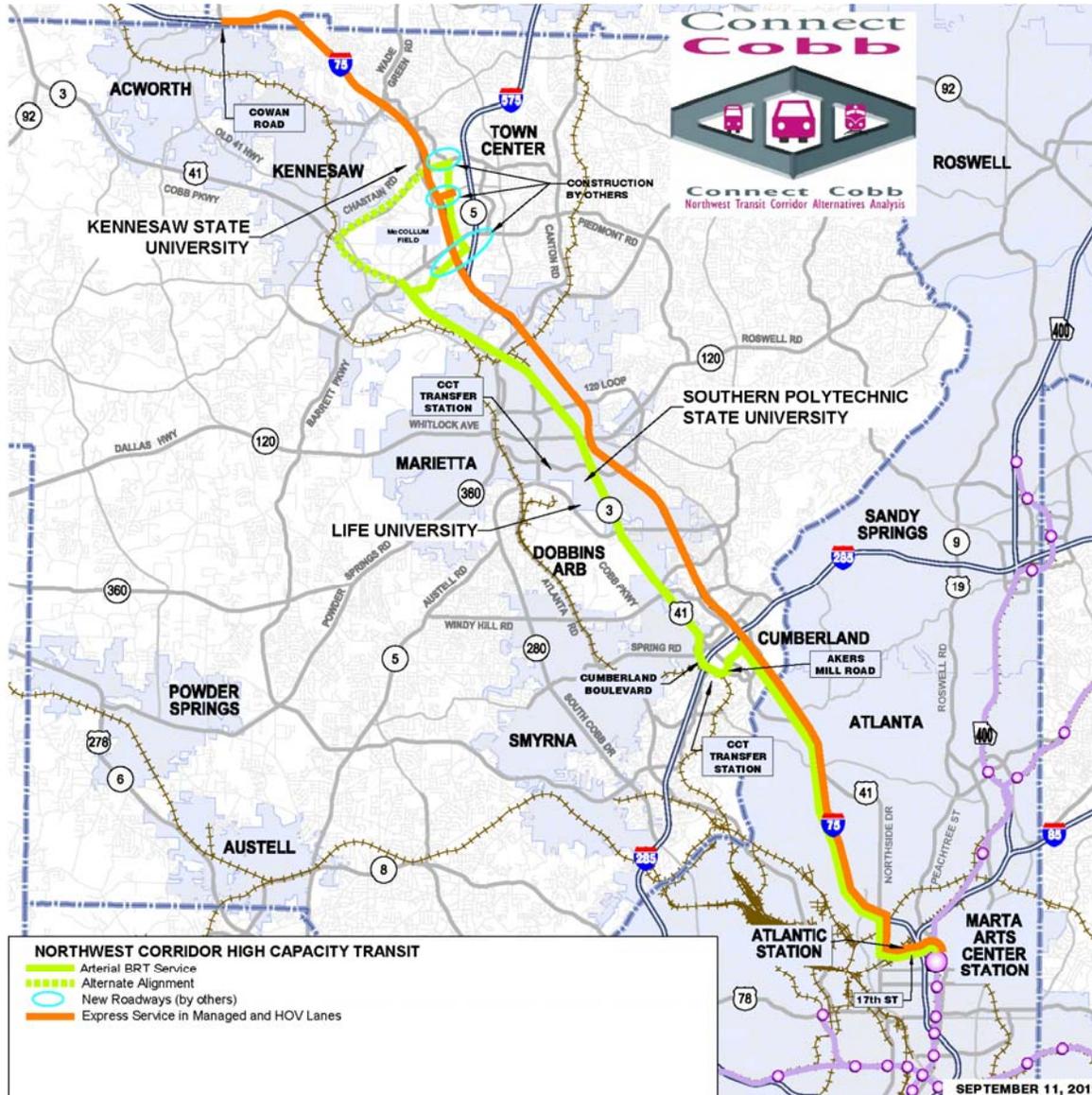
# NORTHWEST CORRIDOR HIGH CAPACITY TRANSIT



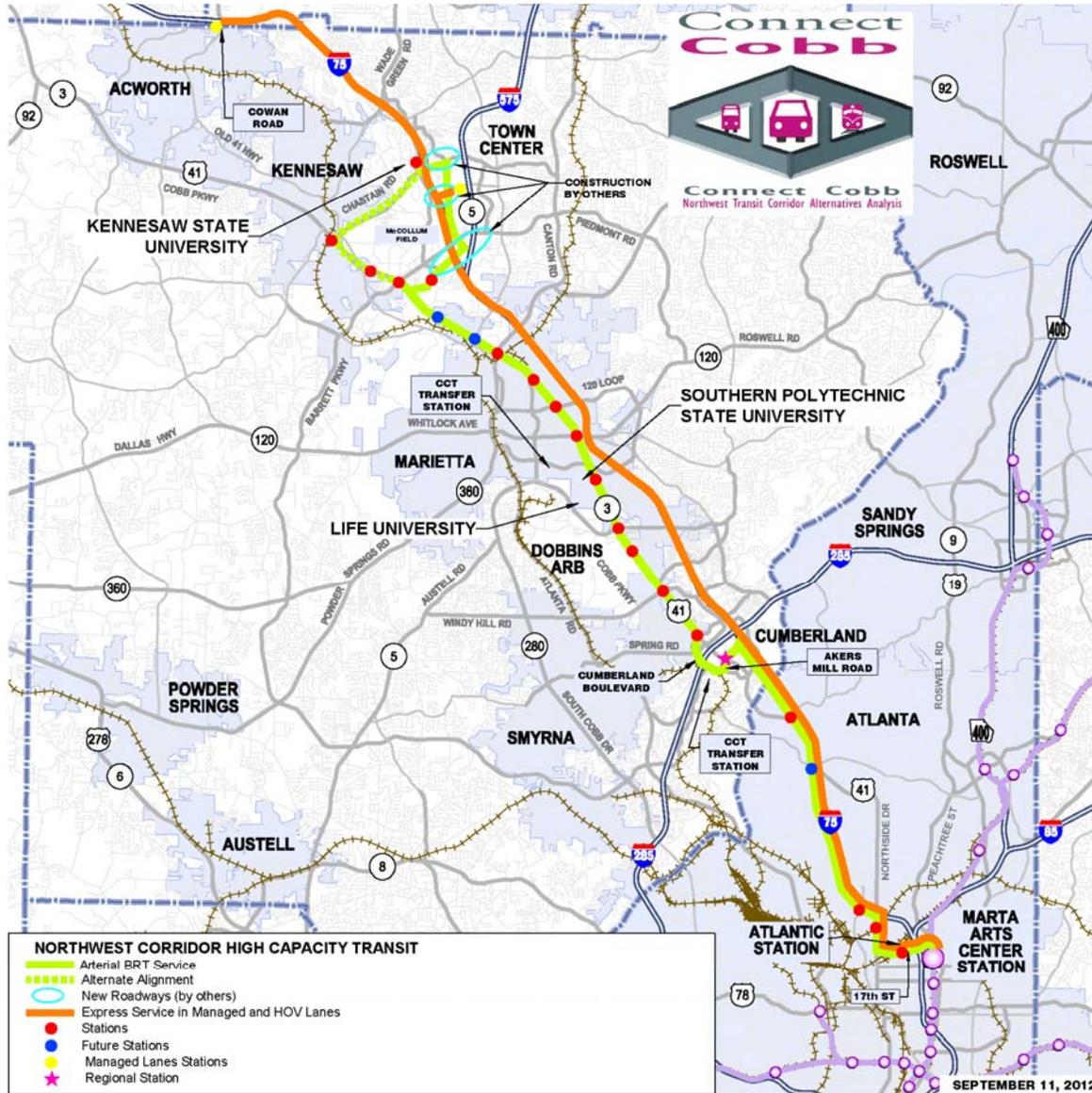
# NORTHWEST CORRIDOR HIGH CAPACITY TRANSIT



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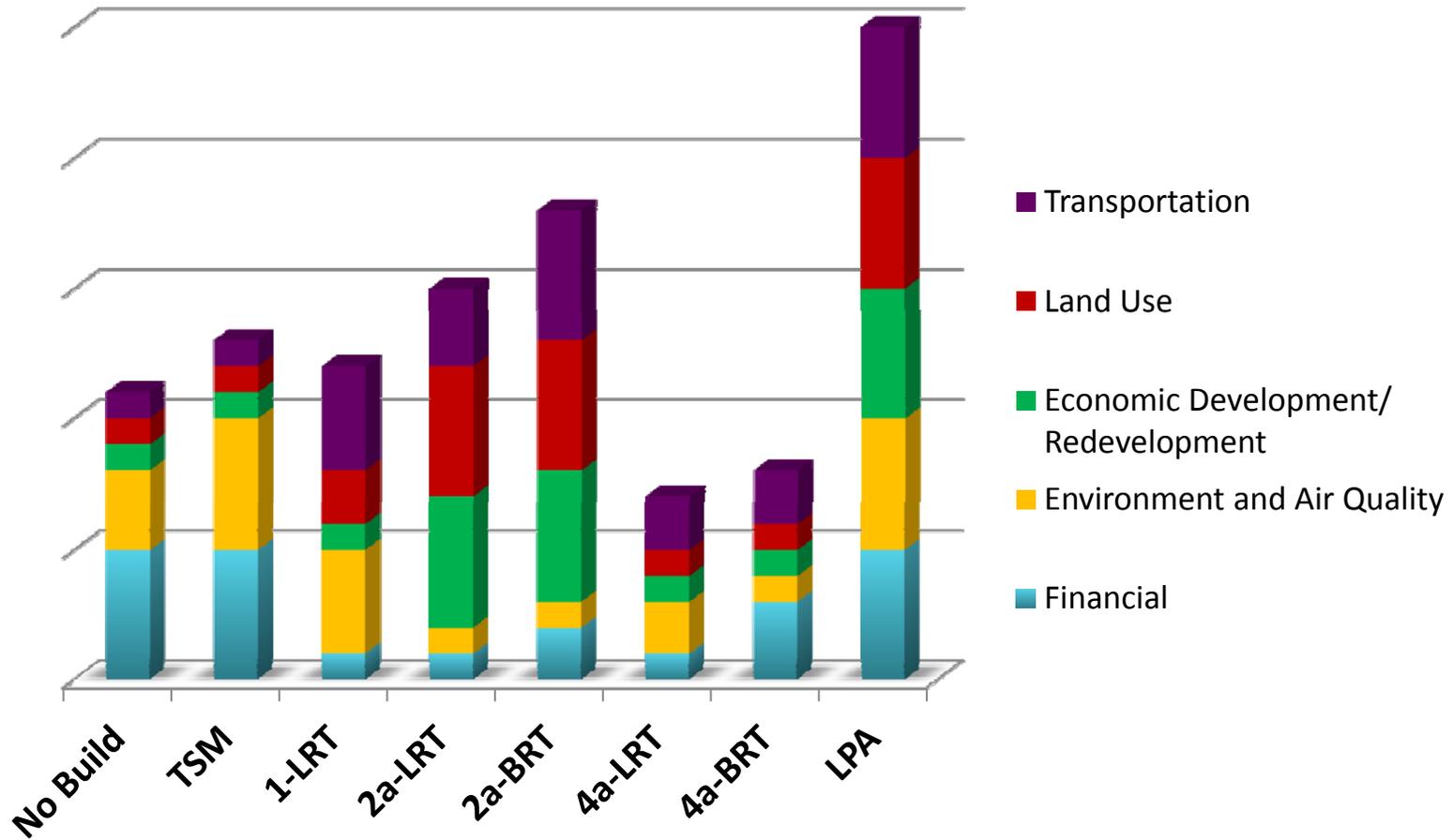
## Bus Rapid Transit (BRT)

## PURPOSE AND NEED STATEMENT ANALYSIS

- **Transportation/Air Quality**
- **Land Use**
- **Economic Development/Redevelopment**
- **Environment**
- **Financial**



# MATRIX EVALUATION SUMMARY



## OUTREACH ACTIVITIES

- **Project Kick-Off Meeting** August 31, 2011
- **Partners Team** November 15, 2011  
January 25, 2012  
May 29, 2012
- **Technical Team** November 15, 2011  
January 25, 2012  
May 29, 2012
- **Stakeholder Roundtables**
  - **Transportation/Air Quality** December 6, 2011
  - **Land Use** December 6, 2011
  - **Economic Development/Redevelopment** December 8, 2011
  - **Environment** December 8, 2011
  - **Financial** December 13, 2011
  - **General** February 7, 2012
  - **Tier I Evaluation Results/Open House** May 29, 2012
- **Transit Station Interviews** March 6 & 8, 2012
- **Community Leadership Meeting (EJ)** March 19, 2012



## OUTREACH ACTIVITIES

- **Cobb Cities**
  - Kennesaw August 3, 2011
  - Acworth August 4, 2011
  - Marietta August 8, 2011
  - Smyrna September 12, 2011
  
- **Universities**
  - Kennesaw State August 3, 2011
  - Southern Polytechnic State September 1, 2011
  
- **Cobb Marietta Coliseum & Exhibit Hall Authority** August 24, 2011
  
- **Midtown Alliance** January 31, 2012
  
- **Dobbins Air Force Reserve Base (Includes Base Tenants)** February 7, 2012
  
- **Cobb Transit Advisory Board** February 7, 2012  
June 25, 2012



## OUTREACH ACTIVITIES

- **Cobb County Board of Commissioners**  
(Televised Public Access TV 23) **February 28, 2012**
  
- **City of Atlanta**
  - **Citywide** **April 30, 2012**
  - **Study Group – Northside** **May 7, 2012**
  - **Study Group – Westside** **May 21, 2012**
  
- **Town Center Area Community Improvement District (CID)** **March 27, 2012**
  
- **Cumberland CID** **March 29, 2012**
  
- **Upper Chattahoochee Riverkeeper & National Park Service** **June 14, 2012**
  
- **Georgia Department of Transportation (GDOT)**
  - June 8, 2012**
  - July 13, 2012**
  - August 31, 2012**



## OUTREACH ACTIVITIES

- **Federal Transit Administration (FTA)**
  - October 5, 2011
  - February 16, 2012
  - April 11, 2012
  - June 14, 2012
  
- **Cobb DOT/Cobb Cities Quarterly Meetings**
  - July 28, 2011
  - October 31, 2011
  - January 19, 2012
  - April 26, 2012
  - August 16, 2012
  
- **Atlanta Regional Commission (ARC)**
  - **Regional Transportation Committee**
    - April 12, 2012
  - **Board Meeting**
    - April 25, 2012
  - **Transportation Coordinating Committee**
    - May 22, 2012
  
- **Citizens for Progressive Transit, Environment Georgia, Southern Environmental Law Center, Livable Communities Coalition**
  - July 12, 2012



## STAKEHOLDER CONCERNS AND PROJECT CONSIDERATIONS

- **Transportation/Air Quality**
  - Consider combination of modes and alignments
  - *LPA is comprised of arterial BRT on US 41 and Express Bus in the future I-75 managed lanes*
- **Land Use**
  - Support cities, universities, and existing neighborhoods
  - *Station locations are at Kennesaw State, several in Marietta, Southern Poly, and Dobbins ARB*
  - *Circulators and feeder routes would provide localized access*
- **Economic Development/Redevelopment**
  - Stimulate economic development and redevelopment
  - *Within Cobb County projecting 1.2 million sf of new retail space; 10.8 million sf of new office space; 11,000 new housing units; plus over 50,000 new jobs in the office and retail sectors*



## STAKEHOLDER CONCERNS AND PROJECT CONSIDERATIONS

- **Environment**

- Avoid sensitive environmental features
- *LPA northern termini is below Lake Allatoona to avoid impacts to wetlands*
- *Early scoping meeting with National Park Service and Upper Chattahoochee Riverkeeper*

- **Financial**

- Long term financial feasibility
- *Financial plan proposes a combination of a number of federal, state, regional, local, and public/private sources for capital and operating costs*



# NEXT STEPS



Connect Cobb  
Northwest Transit Corridor Alternatives Analysis



# OPERATING PARAMETERS

	TSM Alternative	Alternative 1 - Light Rapid Transit	Alternative 2a - Light Rapid Transit	Alternative 2a - Bus Rapid Transit
	New Route Along US 41	Acworth to Arts Center Station along I-75	Acworth to Arts Center Station along US 41	Acworth to Arts Center Station along US 41
Alignment Length (route miles)	29.2	27.4	27.9	27.9
Daily Ridership Forecasts	8,766	39,694	24,930	18,671
Cost (millions)	\$520	\$3,734	\$2,946	\$2,411
Cost/Mile (millions)	\$18	\$136	\$106	\$86



# OPERATING PARAMETERS

	Alternative 4a - Light Rail Transit	Alternative 4a - Bus Rapid Transit	LPA
	KSU to Arts Center Station along US 41	KSU to Arts Center Station along US 41	New Route along US 41
Alignment Length (route miles)	25.3	25.3	25.3
Daily Ridership Forecasts	17,488	23,627	24,000
Cost (millions)	\$2,731	\$2,259	\$1,049
Cost/Mile (millions)	\$108	\$89	\$41



## SYSTEM OPERATING CHARACTERISTICS

### RIDERSHIP COMPARISON

- 24,000 – 25,000 New Riders (Year 2040)
- Charlotte 14,900
- Phoenix 40,700
- Windy Hill extension 14,000
- Northwest Corridor Managed Lanes 23,000 – 39,000 (south of Delk Road, 2015 and 2035)

### TRAVEL TIMES

- Managed Lanes, HOV Lanes and Fixed Guideway lanes will offer substantial benefits to general purpose lanes
- Environmental document will further define travel times

### ENVIRONMENTAL DOCUMENTATION

- Additional Public Outreach
- Environmental impacts
- Ongoing refinement of ridership & travel time forecasting, financial plan and cost benefit data
- 18-24 months



# Connect Cobb



**Connect Cobb**  
Northwest Transit Corridor Alternatives Analysis

[www.cobbdot.org/connectcobb.htm](http://www.cobbdot.org/connectcobb.htm)