



# CONNECT COBB

## Northwest Transit Corridor Alternatives Analysis

Cobb County Board of Commissioners Work Session

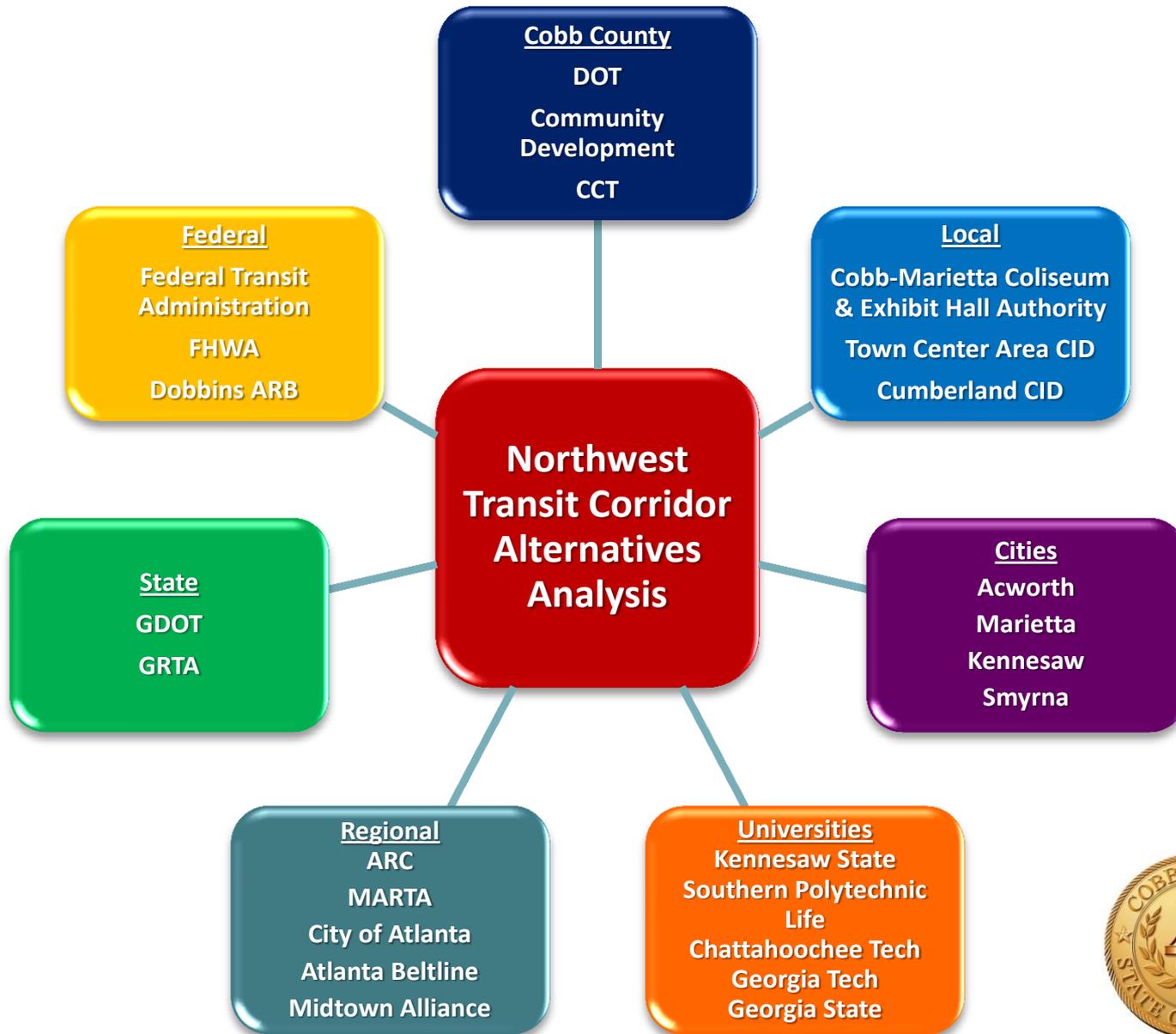
February 28, 2012

Connect  
Cobb

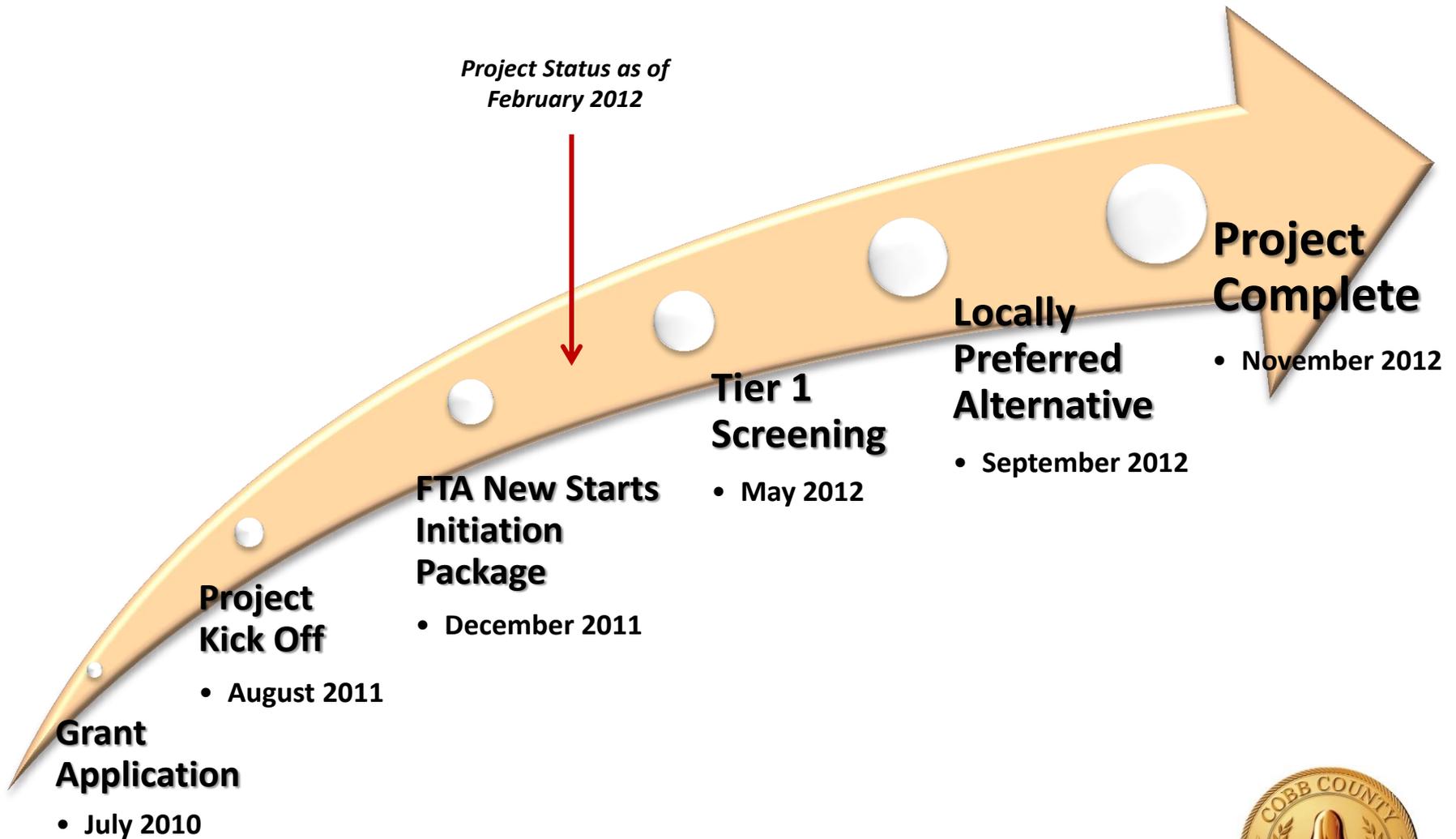


Connect Cobb  
Northwest Transit Corridor Alternatives Analysis

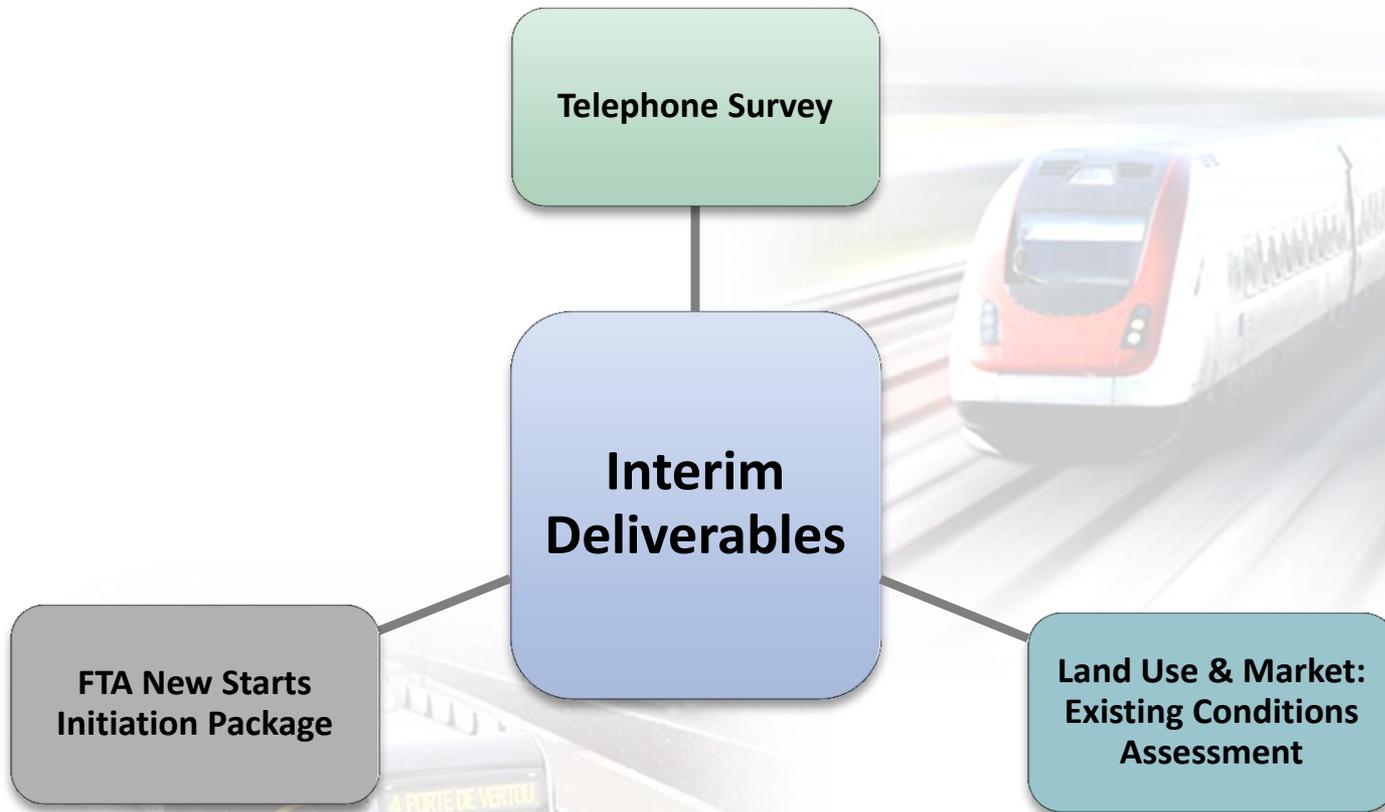
# PUBLIC OUTREACH AND INVOLVEMENT



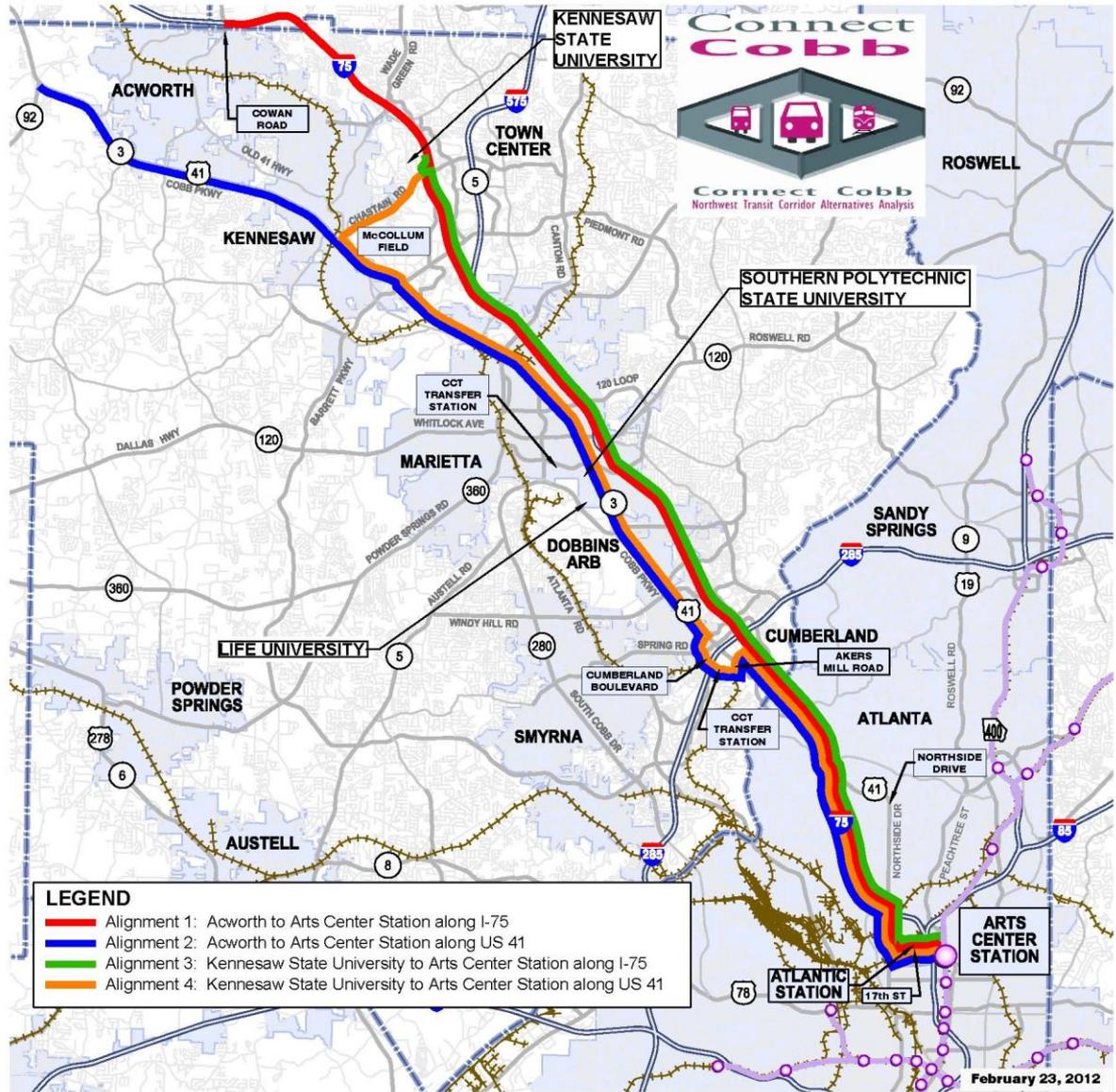
# SCHEDULE



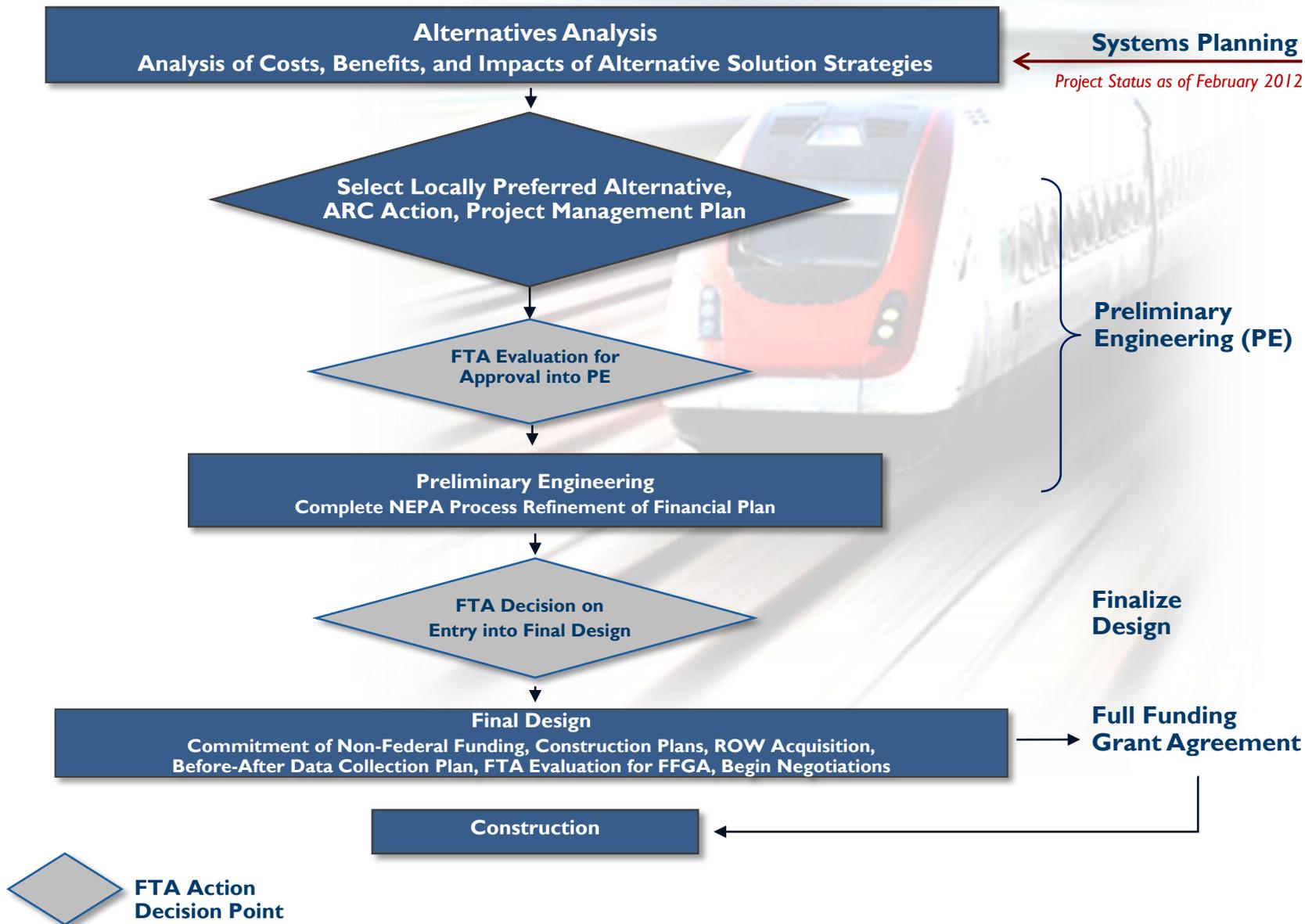
# INTERIM DELIVERABLES



# ALTERNATIVE ALIGNMENTS



# FEDERAL TRANSIT ADMINISTRATION'S (FTA's) PROCESS



## REMAINING STEPS IN THE AA

**Refine alternatives and station locations for analysis**

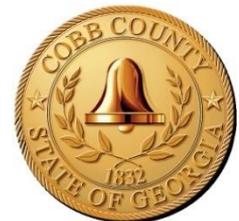
**Assess alternatives according to local and FTA criteria:  
Benefits and impacts (transportation, environmental and community)  
20-year financial plan including capital and operating**

**Obtain stakeholder input**

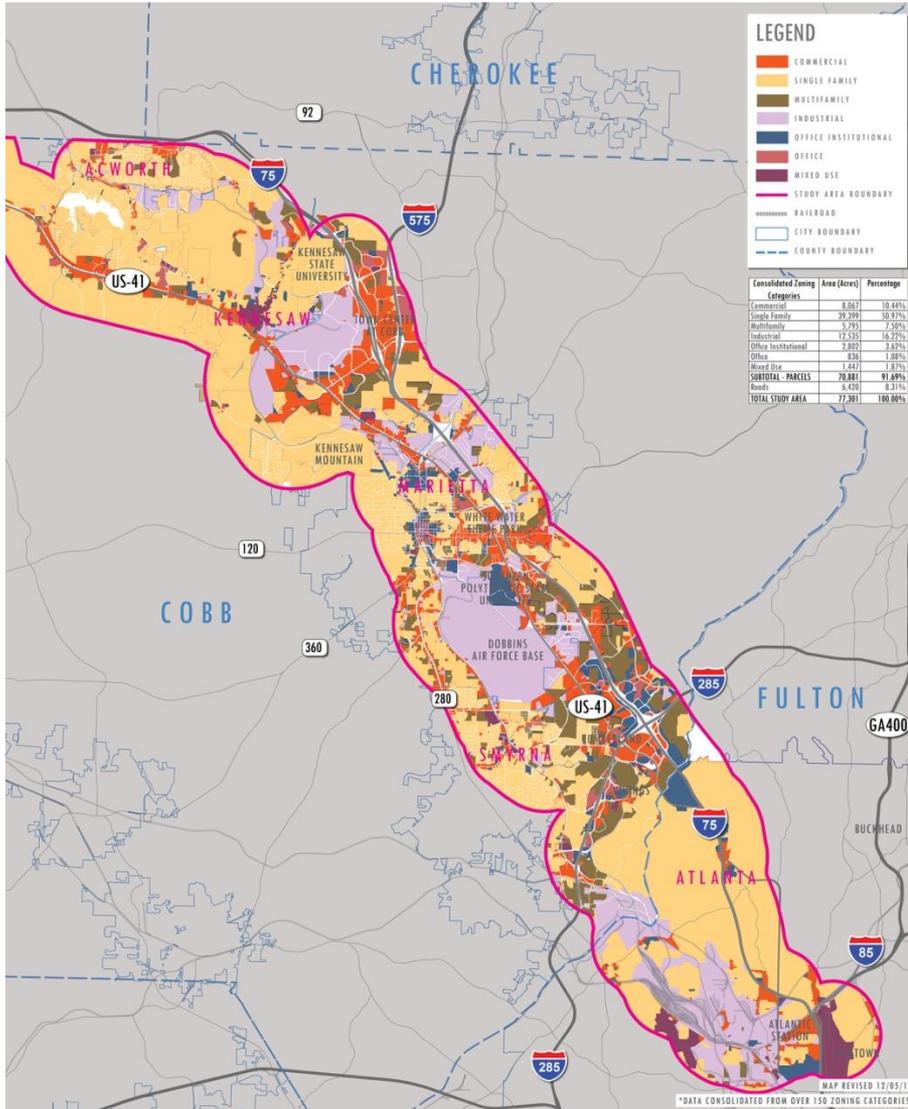
**Coordinate with FTA as Alternatives Analysis progresses**

**Environmental scoping**

**Select Locally Preferred Alternative (LPA)**



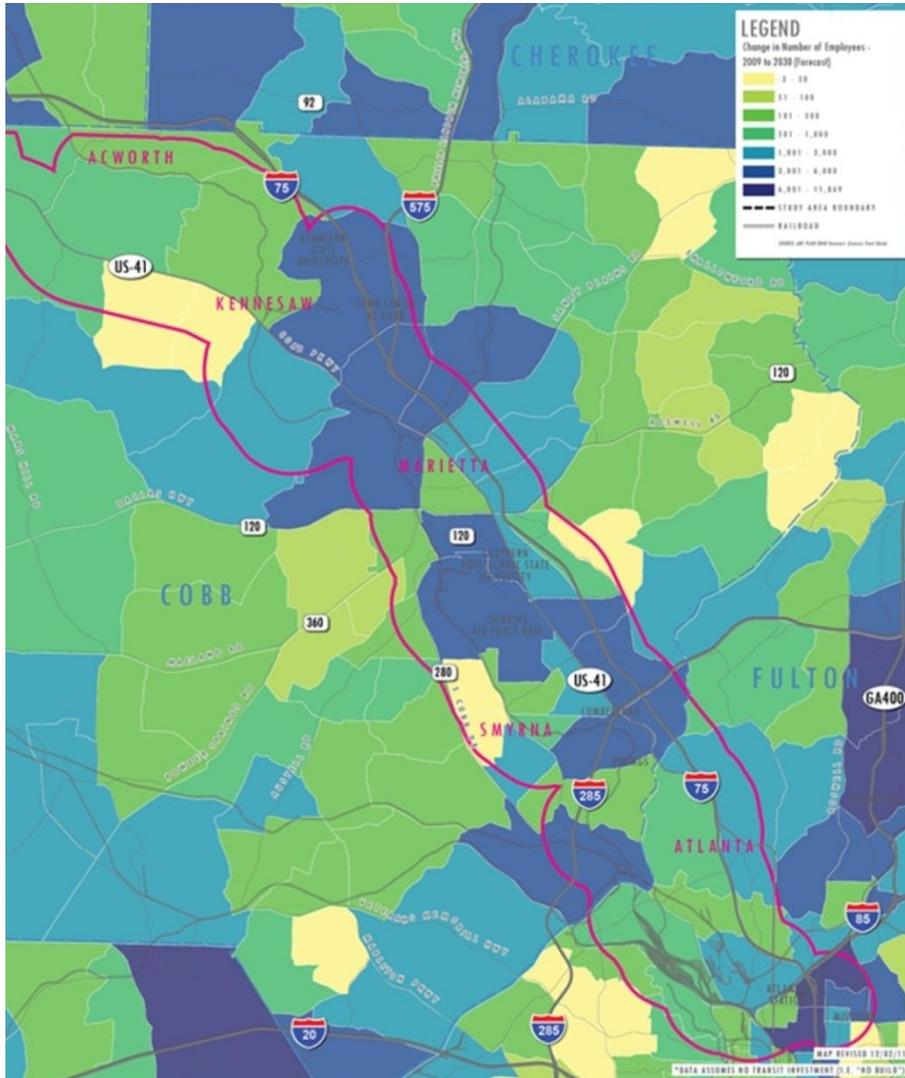
# CURRENT LAND USE AND MARKET CONDITIONS



- Study Area = about 120 square miles and includes 5 cities, 4 universities, 3 CIDs, 2 counties
- Aging retail on U.S. 41 , South Cobb Drive and Atlanta Road
- Large amount of SF residential on the periphery of the corridor
- Median household income = \$65,000
- Over 50% of population has college degree
- Major industries are retail trade and medical care



# LAND USE / MARKET



## Current Cobb County RESIDENTS:

- 40% work in Cobb
- 29% work in Fulton

## Current Cobb County WORKERS:

- 40% live in Cobb
- 11% live in Fulton

## ***ALSO looked at ARC 2040 growth projects for Cobb County under "no build" scenario:***

- Households expected to grow about 30% by 2040
- Employment expected to grow about 50% by 2040



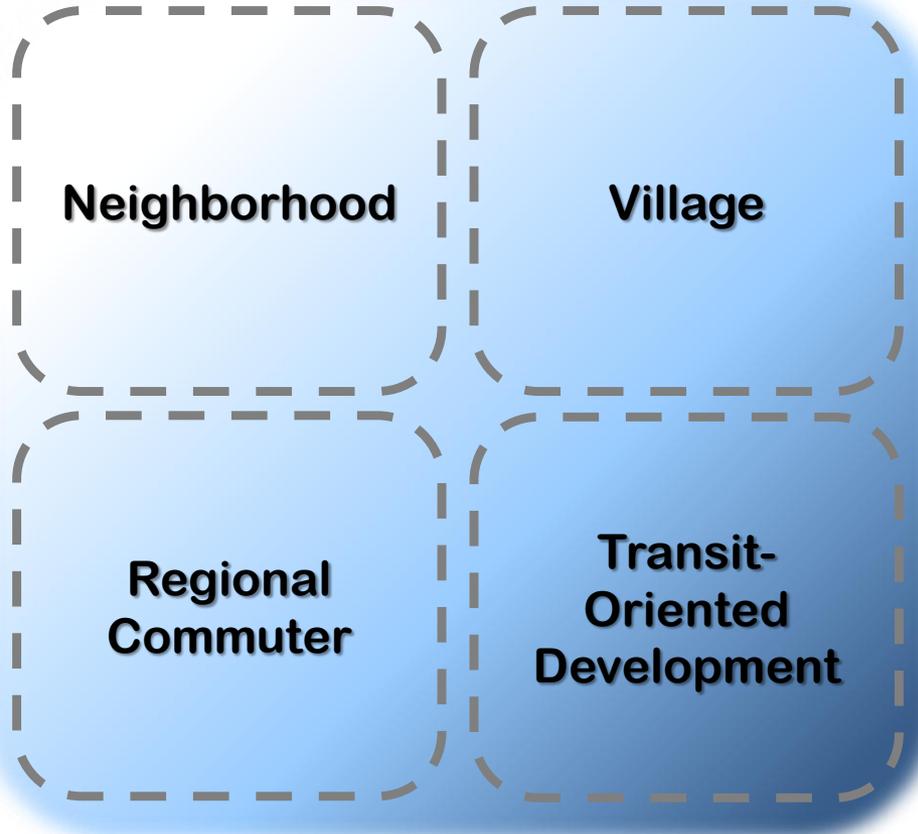
TRANSIT STATIONS SERVING ALL NEEDS



local



regional



auto-focused



pedestrian-focused



## SIXTY DAY ACTION PLAN

Refine alternative alignments and station locations

Calculate performance criteria and measures

Determine initial travel/ridership forecasts



# Connect Cobb



**Connect Cobb**  
Northwest Transit Corridor Alternatives Analysis

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

