CONNECT COBB

Northwest Transit Corridor Alternatives Analysis

Stakeholders Roundtable Kick Off Meeting

November 15, 2011

Northwest Transit Corridor Alternatives Analysis Study Funding

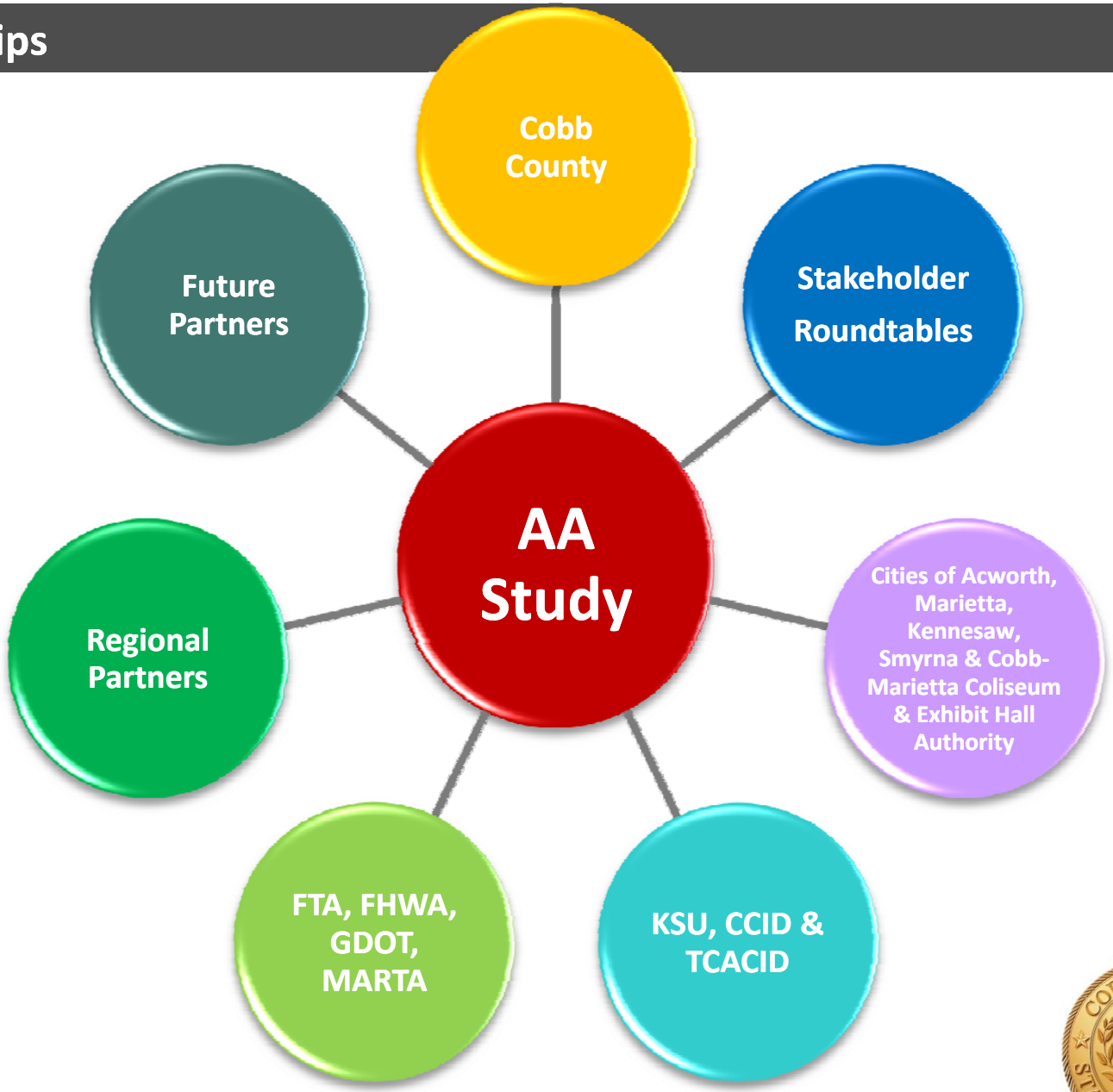
Federal Transit Administration (FTA)

- The program is funded by a $1.36 million grant from the Federal Transit Administration's Alternatives Analysis program and $143,456 from an existing FTA grant to the Capital Projects Fund.

Local Match

- The local partners funded $375,864

Partnerships



Northwest Transit Corridor Alternatives Analysis Team

Stakeholder Involvement Schedule

Stakeholder Kick Off Meeting
- November 15, 2011

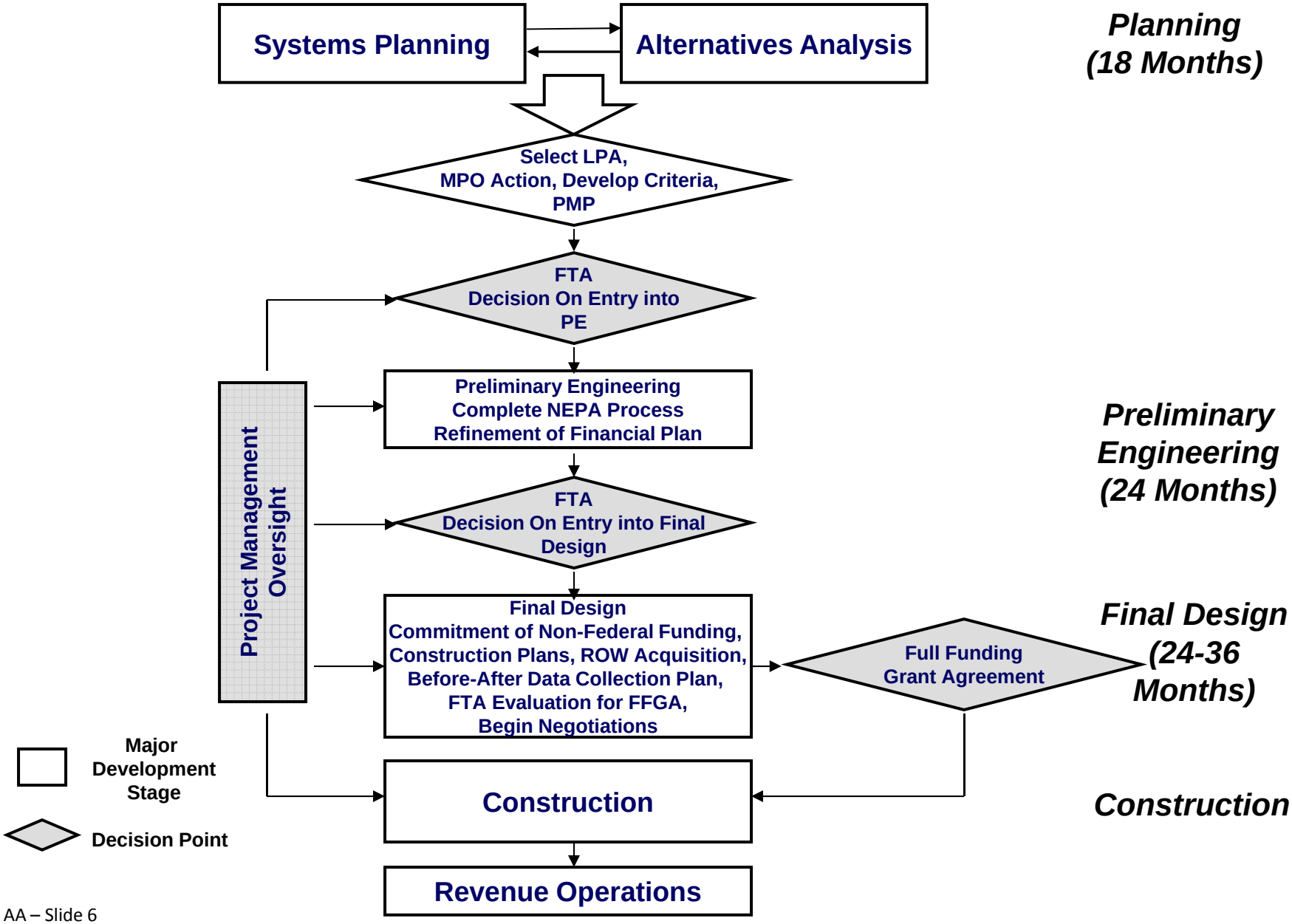
1st Round of Stakeholder Roundtables
- Input on goals & objectives
- December 2011

Future Stakeholder Roundtables
- Forwarding of selected alternatives by early June 2012

TIA Referendum Vote
- July 31, 2012

Project Complete
- Early 2013
- Goal: Adoption of LPA into ARC's RTP

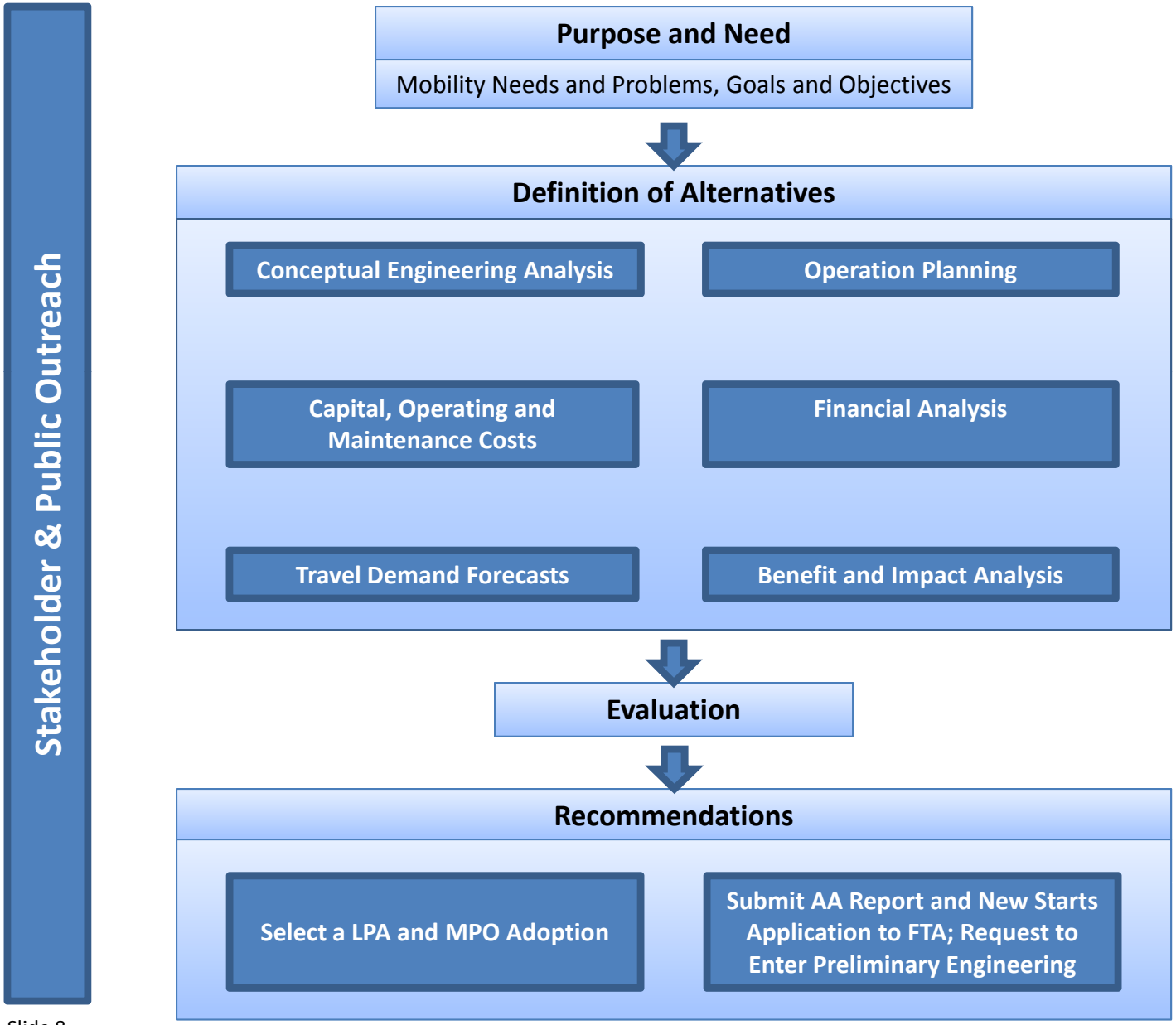
FTA's New Starts Planning and Project Development Process



Key Steps

Alternatives Analysis	• ***Locally Preferred Alternative***
Preliminary Engineering	• ***Environmental Clearance of ROW, Concept & Plan***
Final Design	• ***Construction Plans and Documents***
Construction	• ***Final Project Delivery***

Alternatives Analysis Steps



Alternatives Analysis Scope of Work

Task 1 – Problem Statement, Goals and Objectives, and Evaluation Factors

Task 2 – Definition of Alternatives

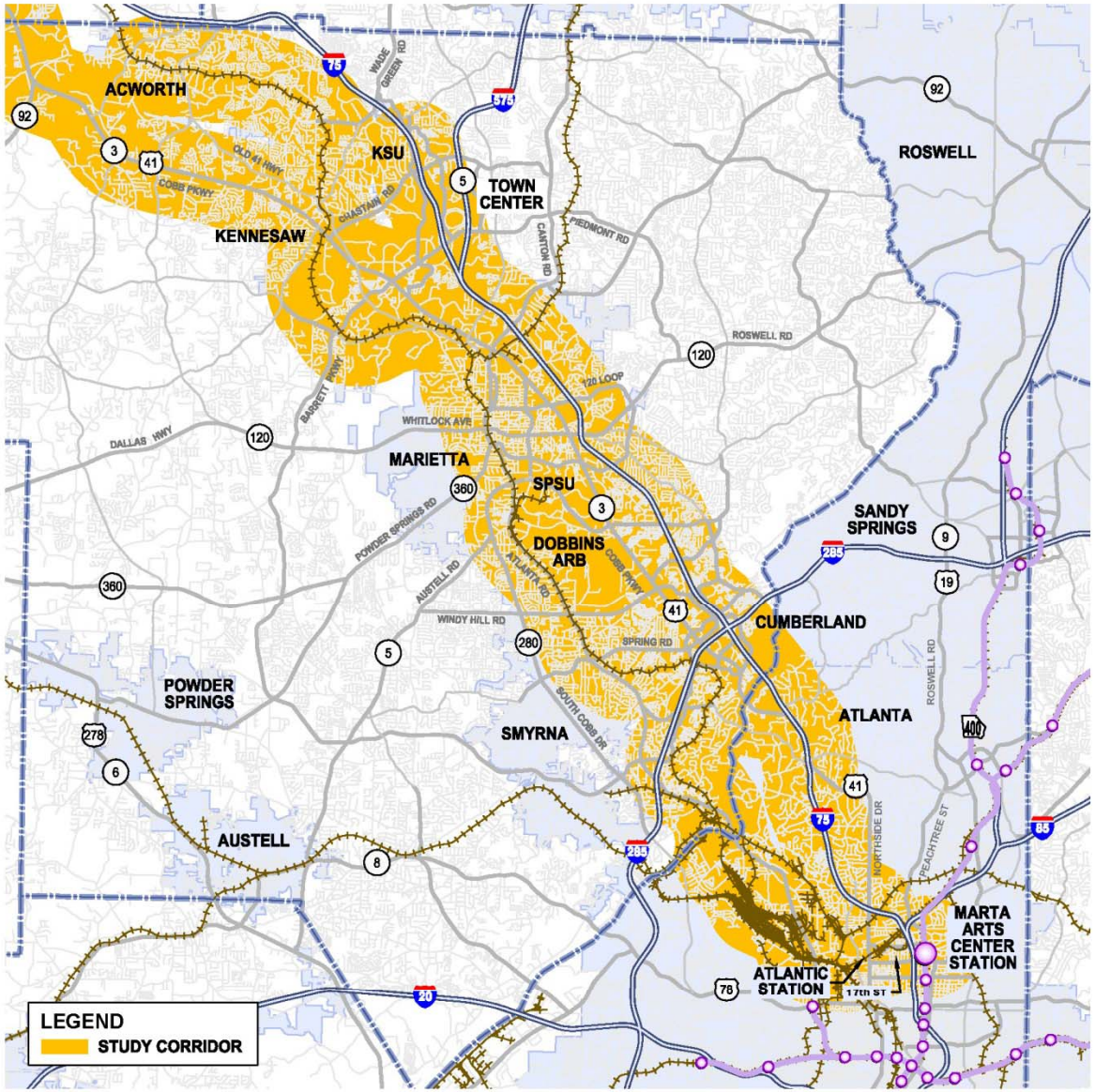
Task 3 – Definition of Methodologies

Task 4 – Analysis

Task 5 – Presentation of Results

Task 6 – Final Report

Acworth to Arts Center Station



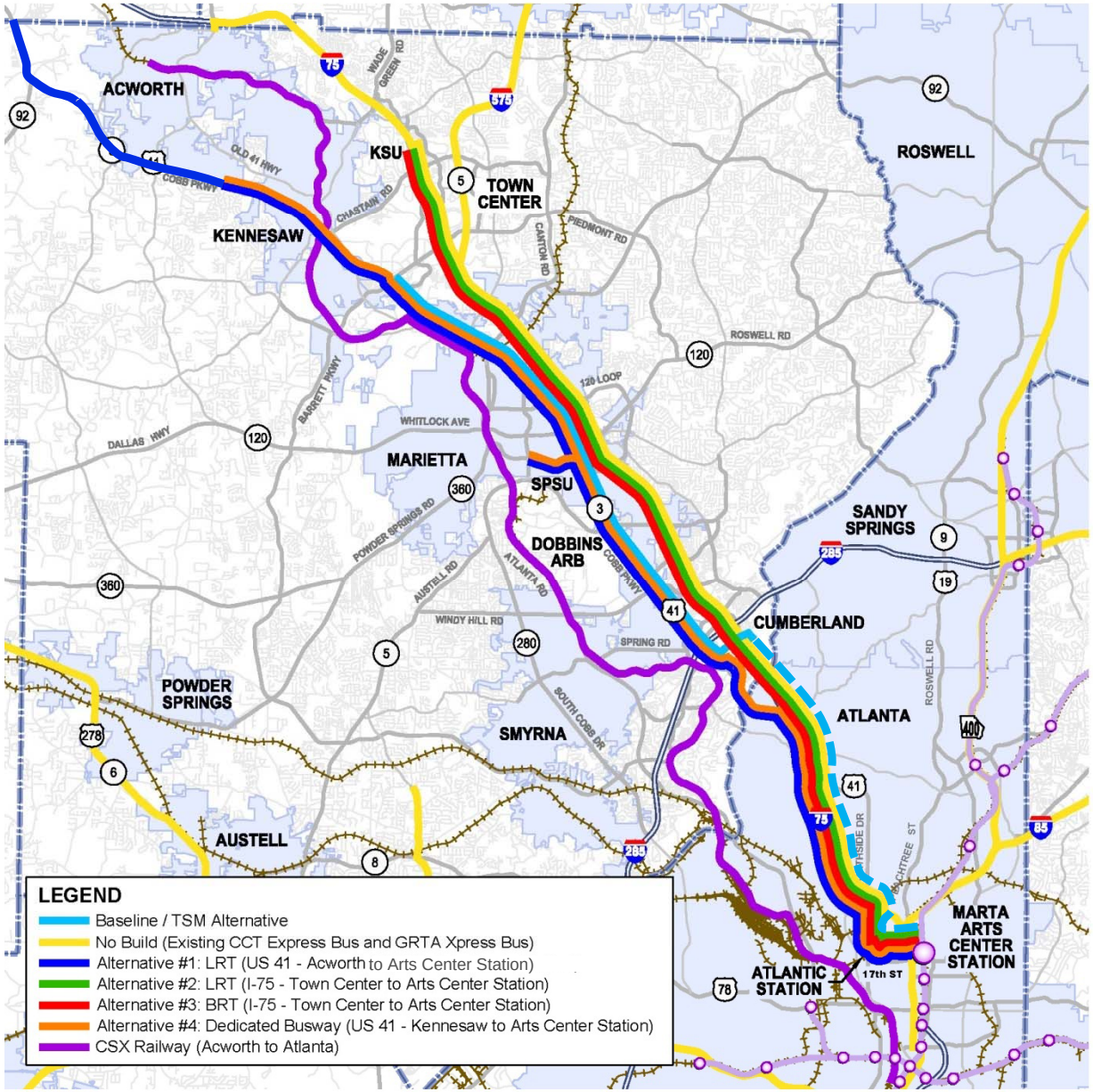
Alignment

- The major corridors that will be focused on are the U.S. 41 and I-75 corridors. The corridors are located within Cobb County and the City of Atlanta, and serve as the primary arterial north-south links in the metropolitan Atlanta area.

Definition of Alternatives

1. Baseline / Transportation Systems Management (TSM) Alternative
2. No Build (Existing CCT Express Bus and GRTA Xpress Bus Service)
3. Alternative 1: LRT (US 41 – Acworth to Arts Center Station)
4. Alternative 2: LRT (I-75 - Town Center to Arts Center Station)
5. Alternative 3: BRT (I-75 - Town Center to Arts Center Station)
6. Alternative 4: Dedicated Busway (US 41 - Kennesaw to Arts Center Station)
7. CSX Corridor Analysis (Acworth to Atlanta)

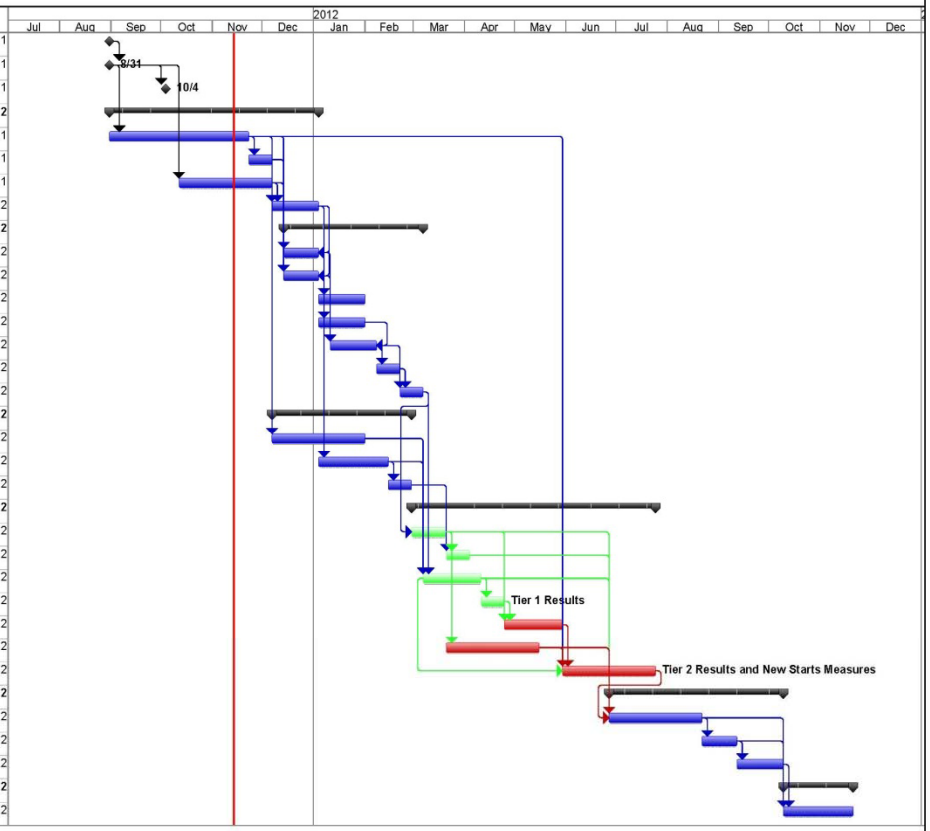
Conceptual Alternatives



18 Month Project Schedule

Project Schedule
Connect Cobb
Northwest Atlanta Corridor Alternatives Analysis

ID	Task Name	Duration	Start	Finish
1	**Notice To Proceed**	0 days	Wed 8/31/11	Wed 8/31/11
2	**Kickoff Meeting with Stakeholders**	0 days	Wed 8/31/11	Wed 8/31/11
3	**Kickoff Meeting with FTA**	0 days	Tue 10/4/11	Tue 10/4/11
4	**Task 1 - Problem Statement, Goals and Objectives, and Evaluation Factors**	**90 days**	**Wed 8/31/11**	**Tue 1/3/12**
5	Existing data and conditions	12 wks	Wed 8/31/11	Tue 11/22/11
6	FTA Project Initiation Package	2 wks	Wed 11/23/11	Tue 12/6/11
7	Public and Stakeholder input	8 wks	Wed 10/12/11	Tue 12/6/11
8	Definition of Goals and Objectives	4 wks	Wed 12/7/11	Tue 1/3/12
9	**Task 2 - Definition of Alternatives**	**60 days**	**Wed 12/14/11**	**Tue 3/6/12**
10	Technology Screening	3 wks	Wed 12/14/11	Tue 1/3/12
11	Identify alternate alignments	3 wks	Wed 12/14/11	Tue 1/3/12
12	Identify alternate station locations	4 wks	Wed 1/4/12	Tue 1/31/12
13	FTA coordination and input on Baseline Alternative	4 wks	Wed 1/4/12	Tue 1/31/12
14	Preliminary alternatives	4 wks	Wed 1/11/12	Tue 2/7/12
15	Public Outreach and input	2 wks	Wed 2/8/12	Tue 2/21/12
16	Define alternatives to advance for evaluation	2 wks	Wed 2/22/12	Tue 3/6/12
17	**Task 3 - Definition of Methodologies**	**60 days**	**Wed 12/7/11**	**Tue 2/28/12**
18	Develop travel/ridership forecasting model	8 wks	Wed 12/7/11	Tue 1/31/12
19	Define performance criteria and measures	6 wks	Wed 1/4/12	Tue 2/14/12
20	Identify methogologies for all technical analyses	2 wks	Wed 2/15/12	Tue 2/28/12
21	**Task 4 - Analysis**	**105 days**	**Wed 2/29/12**	**Tue 7/24/12**
22	Tier 1 development and costing	3 wks	Wed 2/29/12	Tue 3/20/12
23	Impact analysis	2 wks	Wed 3/21/12	Tue 4/3/12
24	Travel and ridership forecasting and analysis	5 wks	Wed 3/7/12	Tue 4/10/12
25	Tier 1 Evaluation	2 wks	Wed 4/11/12	Tue 4/24/12
26	Tier 2 development and costing	5 wks	Wed 4/25/12	Tue 5/29/12
27	Financial analysis	8 wks	Wed 3/21/12	Tue 5/15/12
28	FTA New Starts measures	8 wks	Wed 5/30/12	Tue 7/24/12
29	**Task 5 - Presentation of Results**	**75 days**	**Wed 6/27/12**	**Tue 10/9/12**
30	Technical Memorandums	8 wks	Wed 6/27/12	Tue 8/21/12
31	Summary of technical evaluation	3 wks	Wed 8/22/12	Tue 9/11/12
32	Stakeholder and public review and input	4 wks	Wed 9/12/12	Tue 10/9/12
33	**Task 6 - Final Report**	**30 days**	**Wed 10/10/12**	**Tue 11/20/12**
34	Final Study documentation	6 wks	Wed 10/10/12	Tue 11/20/12



Project: Cobb LRT schedule1
Date: Mon 11/14/11

Task | Split | Milestone | Summary | Project Summary | External Tasks | External Milestone | Manual Summary Rollup | Progress | Deadline

Stakeholder Roundtables

Alternatives Analysis Matrix

Goals/Objective			Livability Outcomes					
	Desired Outcomes	Performance Data	Provide More Trans. Choices	Promote Equitable Affordable Housing	Enhance Economic Competi-tiveness	Support Existing Commu-nities	Coordinate Policies & Leverage Investment	Value Commun-ities & Neighbor-hoods
Transportation & Air Quality								
	Reduce congestion / Improve traffic flow	Vehicle trips reduced	X	X	X	X		X
		Trips converted to off-peak times	X					
		Changes in travel patterns	X					
		Increased transit ridership	X					
		Increased walk and bike trips	X					
		Increased shared rides	X			X		X
		Reduced SOV trips	X					
	Plan for current and future needs	Increased transit capacity	X	X				
		Reduced wait times for transit	X	X				
		Increased travel destinations	X	X				
		Increased elderly, disabled and choice riders	X					
	Reduce travel delay	Generate travel time savings	X		X	X		
	Improve travel efficiency	Increase riders per hour	X	X				
		Improve connectivity	X	X				
		Increase vehicles per hour	X					
	Improved safety	Reduce vehicular crashes			X	X		X
		Reduce bicycle and pedestrian crashes						
	Improved Air Quality	Reduce emissions / fuel consumption						
Land Use								
	More efficient use of land	Reduced parking needs				X		X
		Improved bicycle and pedestrian infrastructure	X					
	Increase housing choices	Diversity of housing and income levels		X				
		Better Housing / Jobs balance		X				
		Increase Transit Oriented Development	X	X				
		Increase Location Efficient Housting	X	X				
	Promote Active, Healthy Lifestyles	Increased public facilities- parks, greenspace, health and education				X	X	X
	Promote Environmental Justice	Equitable distribution of community resources	X	X	X	X	X	X
Economic Development / Redevelopment								
	Stimulate Local Economy	Increase in employment & income levels			X	X	X	X
		Net economic growth			X		X	X
		Increased commercial / retail spaces			X	X	X	X
		Decrease / stabilization of foreclosure rates		X	X	X	X	X
	Promote Job Creation	No. of jobs created / sustained / future growth			X	X	X	X
		Create more mixed use complexes withing walking distance of transit	X	X	X	X	X	X
	Leverage public and private investment	Revenue generated from land development		X	X	X	X	X
Environment								
	Minimize impacts to natural resources	Impacts to wetlands, flood plains, historic resources, greenspace, etc.				X		X
		Number of energy efficient and LEED certified facilities			X	X		
		Reduction in greenhouse gas emissions			X	X	X	X
		Impacts on climate change			X	X	X	X
Financial								
	Maximize cost efficiency and cost effectiveness	Cost per mile	X		X			
		Total capital, operating and maintenance costs	X		X		X	
		Cost per trip	X		X		X	
		Cost recovery ratio	X		X		X	
		Benefit / cost ratio	X		X			
	Develop a financially feasible project / leverage available resources	Non-traditional funding options and resources	X		X			
		Farebox Revenue	X		X			
		Federal and State funding	X		X		X	
		Public / Private options and opportunities	X		X			
		Availability of local resources	X					
		Funding commitment by partners and stakeholders	X					

Alternatives Analysis Matrix – Transportation & Air Quality

Goals/Objective			Livability Outcomes					
Desired Outcomes		Performance Data	Provide More Trans. Choices	Promote Equitable Affordable Housing	Enhance Economic Competi-tiveness	Support Existing Commu-nities	Coordinate Policies & Leverage Investment	Value Commun-ities & Neighbor-hoods
Transportation & Air Quality								
	Reduce congestion / Improve traffic flow	Vehicle trips reduced	X	X	X	X		X
		Trips converted to off-peak times	X					
		Changes in travel patterns	X					
		Increased transit ridership	X					
		Increased walk and bike trips	X					
		Increased shared rides	X			X		X
		Reduced SOV trips	X					
	Plan for current and future needs	Increased transit capacity	X	X				
		Reduced wait times for transit	X	X				
		Increased travel destinations	X	X				
		Increased elderly, disabled and choice riders	X					
	Reduce travel delay	Generate travel time savings	X		X	X		
	Improve travel efficiency	Increase riders per hour	X	X				
		Improve connectivity	X	X				
		Increase vehicles per hour	X					
	Improved safety	Reduce vehicular crashes			X	X		X
		Reduce bicycle and pedestrian crashes						
	Improved Air Quality	Reduce emissions / fuel consumption						

Alternatives Analysis Matrix – Land Use

Goals/Objective			Livability Outcomes					
	Desired Outcomes	Performance Data	Provide More Trans. Choices	Promote Equitable Affordable Housing	Enhance Economic Competi-tiveness	Support Existing Commu-nities	Coordinate Policies & Leverage Investment	Value Commun-ities & Neighbor-hoods
Land Use								
	More efficient use of land	Reduced parking needs				X		X
		Improved bicycle and pedestrian infrastructure	X					
	Increase housing choices	Diversity of housing and income levels		X				
		Better Housing / Jobs balance		X				
		Increase Transit Oriented Development	X	X				
		Increase Location Efficient Housting	X	X				
	Promote Active, Healthy Lifestyles	Increased public facilities- parks, greenspace, health and education				X	X	X
	Promote Environmental Justice	Equitable distribution of community resources	X	X	X	X	X	X

Alternatives Analysis Matrix – Economic Development /Redevelopment

Goals/Objective			Livability Outcomes					
	Desired Outcomes	Performance Data	Provide More Trans. Choices	Promote Equitable Affordable Housing	Enhance Economic Competi-tiveness	Support Existing Commu-nities	Coordinate Policies & Leverage Investment	Value Commun-ities & Neighbor-hoods
Economic Development / Redevelopment								
	Stimulate Local Economy	Increase in employment & income levels			X	X	X	X
		Net economic growth			X		X	X
		Increased commercial / retail spaces			X	X	X	X
		Decrease / stabilization of foreclosure rates		X	X	X	X	X
	Promote Job Creation	No. of jobs created / sustained / future growth			X	X	X	X
		Create more mixed use complexes withing walking distance of transit	X	X	X	X	X	X
	Leverage public and private investment	Revenue generated from land development		X	X	X	X	X

Alternatives Analysis Matrix – Environment

Goals/Objective			Livability Outcomes					
Desired Outcomes		Performance Data	Provide More Trans. Choices	Promote Equitable Affordable Housing	Enhance Economic Competi-tiveness	Support Existing Commu-nities	Coordinate Policies & Leverage Investment	Value Commun-ities & Neighbor-hoods
Environment								
	Minimize impacts to natural resources	Impacts to wetlands, flood plains, historic resources, greenspace, etc.				X		X
		Number of energy efficient and LEED certified facilities			X	X		
		Reduction in greenhouse gas emissions			X	X	X	X
		Impacts on climate change			X	X	X	X

Alternatives Analysis Matrix – Financial

Goals/Objective			Livability Outcomes					
	Desired Outcomes	Performance Data	Provide More Trans. Choices	Promote Equitable Affordable Housing	Enhance Economic Competi-tiveness	Support Existing Commu-nities	Coordinate Policies & Leverage Investment	Value Commun-ities & Neighbor-hoods
Financial								
	Maximize cost efficiency and cost effectiveness	Cost per mile	X		X			
		Total capital, operating and maintenance costs	X		X		X	
		Cost per trip	X		X		X	
		Cost recovery ratio	X		X		X	
		Benefit / cost ratio	X		X			
	Develop a financially feasible project / leverage available resources	Non-traditional funding options and resources	X		X			
		Farebox Revenue	X		X			
		Federal and State funding	X		X		X	
		Public / Private options and opportunities	X		X			
		Availability of local resources	X					
		Funding commitment by partners and stakeholders	X					

Connect Cobb Stakeholder Roundtables

Transportation and Air Quality	Choices, Connectivity, GHG Reductions, Efficiency
Land Use	Sustainability, Livability
Economic Development	Job Creation, Innovative Partnerships
Environmental	Avoidance , Minimization & Mitigation Techniques
Financial	Cost & Financing Plan

Connect Cobb

Connect Cobb
Northwest Transit Corridor Alternatives Analysis

Stakeholders Roundtables Schedule – First Round

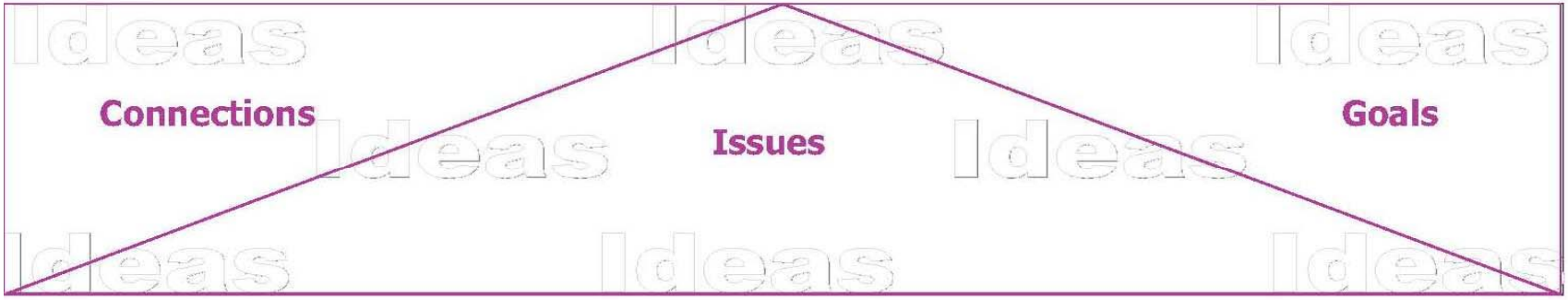
Transportation and Air Quality	Tuesday, December 6: 4pm – 5:30pm
Land Use	Tuesday, December 6: 6pm – 7:30pm
Economic Development	Thursday, December 8: 4pm – 5:30pm
Environmental	Thursday, December 8: 6pm – 7:30pm
Financial	Tuesday, December 13: 5pm – 6:30pm

Connect Cobb
Northwest Transit Corridor Alternatives Analysis

What's Next

- **Need and Purpose Exercise**
  - Written input on the identification of issues at designated stations

- **Sign up for Roundtables**
  - If the times/dates of the first round of Stakeholders Roundtables don't fit your schedule, please leave your contact information at the table so you can attend the next one as it is scheduled.

Need and Purpose Exercise

Connect Cobb Idea Wall