



COBBLINC **FORWARD**

Service Recommendations

June 2019

CobbLinc *Forward* is a package of service recommendations for enhancing CobbLinc’s fixed-route service. Recommendations were developed using public input, market conditions, and existing ridership patterns. Initially, three scenarios were developed that represent different options for providing transit service in Cobb County. Following the public outreach and comment period, a fiscally constrained preferred scenario was developed that addresses operational issues and future growth and meets community mobility needs.

This chapter presents recommendations for re-aligning CobbLinc’s fixed-route transit services. The overall concept seeks to maintain the current investment of resources, with specific routes modified to improve transit productivity and reliability in Cobb County.

GOALS OF THE SERVICE PLAN

Six goals guided the development of the CobbLinc *Forward* Service Package:

Figure 1 Goals of the Service Plan



COBBLINC FORWARD SERVICE PACKAGE SUMMARY

Proposed service changes were presented to the public and key stakeholders at multiple meetings. The CobbLinc *Forward* Service Package was developed based on key feedback from that outreach. A summary of the CobbLinc *Forward* Service Package is provided in Figure 2 and illustrated in Figure 4. Recommended implementation phasing is detailed in Figure 3. Route-by-route changes and improvements are described in detail later in this document.

The proposed service package, CobbLinc *Forward*, will:

- **Provide better service to more customers.** Over 7,500 passengers will have expanded service hours, increasing their travel options. Another 5,300 passengers will experience faster, more reliable service on their current routes and 1,400 will experience increased frequency. All told, 83% of all riders, or an estimated 7,600 daily passengers, will experience improved service through increased frequency, expanded service hours, and/or faster service. Only 1% of existing riders will experience a loss of service and will now be more than ¼ mile from fixed-route service.
- **Provide major improvements to system reliability and on-time performance.** Updated schedules on all routes mean that routes will run on time more often. Streamlined alignments on five routes will help those buses run on time and facilitate reliable transfers.
- **Better match service levels with transit markets.** The CobbLinc *Forward* Service Package is fiscally constrained, meaning that no new funds are required to implement these changes. This is accomplished by matching up service levels with demand and reallocating resources from low ridership routes to serve more people. This also means that the service changes must be implemented as a package.
- **Provide Sunday service.** Local CobbLinc services will operate on Sundays when the service package is implemented, providing essential transportation options for Cobb County all days of the week.

Proposed Changes

The CobbLinc *Forward* service change proposes routing, span, and/or frequency changes to eight local routes; schedule updates on three express routes; the elimination of three routes; and the creation of new limited-stop service and a flexible service zone.

Figure 2 CobbLinc *Forward* Service Package Summary

Route	Description of Changes
New Service	
Rapid 10	Rapid 10 provides fast, direct service between KSU-Kennesaw and KSU-Marietta campuses with limited stops reduce travel times between Kennesaw, Marietta, Cumberland, and Atlanta. It will provide 15-minute peak service and is designed to overlap with Route 10 between Cumberland and MARTA Arts Center.
TNC Partnership Zone	New service provides riders with on-demand service in Austell and Powder Springs areas in South Cobb County. Provides connections to transit network, faster response times, and more direct trips than current Flex service. Subsidized service is provided through a partnership with taxi, Lyft, or Uber rides within the service zone.
Proposed Changes	
Route 10	Frequency is reduced to 30-minute all day service and designed to overlap with Rapid 10, so that there is a bus every 15-minutes or better between Cumberland Transfer Center and Arts Center throughout weekdays and most of Saturday.
Routes 10A, 10B, 10C	Eliminated due to low ridership. Service is partially replaced by Rapid 10 service.

CobbLinc Forward | Transit Service Plan

Route 15	Alignment is modified to no longer serve Wildwood Parkway and instead connect to SunTrust Park and Cumberland Transfer Center. Hours of service are extended later at night and on weekends. Route 15 would operate every 30-minutes during weekday midday times.
Route 20	Route 20 is modified to operate a bi-directional alignment during all time periods and no longer serve Spring Hill Parkway. Route 20 would operate every 30-minute during weekday midday times.
Route 25	Route 25's alignment is modified to continue south on Austell Road to Thornton Road before continuing on to H.E. Holmes Station.
Route 30	Route 30's alignment is modified to serve Factory Shoals Road to connect Mableton Parkway and Riverside Parkway. In Marietta, the route uses Fairground instead of S Marietta Parkway to improve directness of service and reliability. Saturday service improves to every 30 minutes.
Route 40	Route 40's alignment is modified to provide bi-directional service to downtown Marietta, WellStar, Town Center, and KSU.
Route 45	Route 45's alignment is modified to provide bi-directional service from the Marietta Transfer Center to serve Cobb Parkway, Barrett Crossing, Town Center, and KSU.
Route 50	Route 50's alignment is shortened in Marietta to improve on-time performance. It would no longer serve Allgood Road. Route 50 would operate every 30-minute during weekday midday times.
Route 100	Schedules are updated to improve on-time performance.
Route 101	Schedules are updated to improve on-time performance.
Route 102	Midtown alignment is shortened to improve on-time performance. An additional trip is added in the afternoon and one trip is eliminated in the morning.
Flex Zones	Replaced by a TNC partnership zone covering Austell, Powder Springs and other employment and residential areas in South Cobb County.
Cumberland Circulator	Not evaluated.
Complementary Paratransit	CobbLinc currently provides Americans with Disabilities Act (ADA) complementary paratransit service within $\frac{3}{4}$ of a mile of existing local bus service. The proposed service changes expand the complementary paratransit area—no areas lose complementary paratransit service.

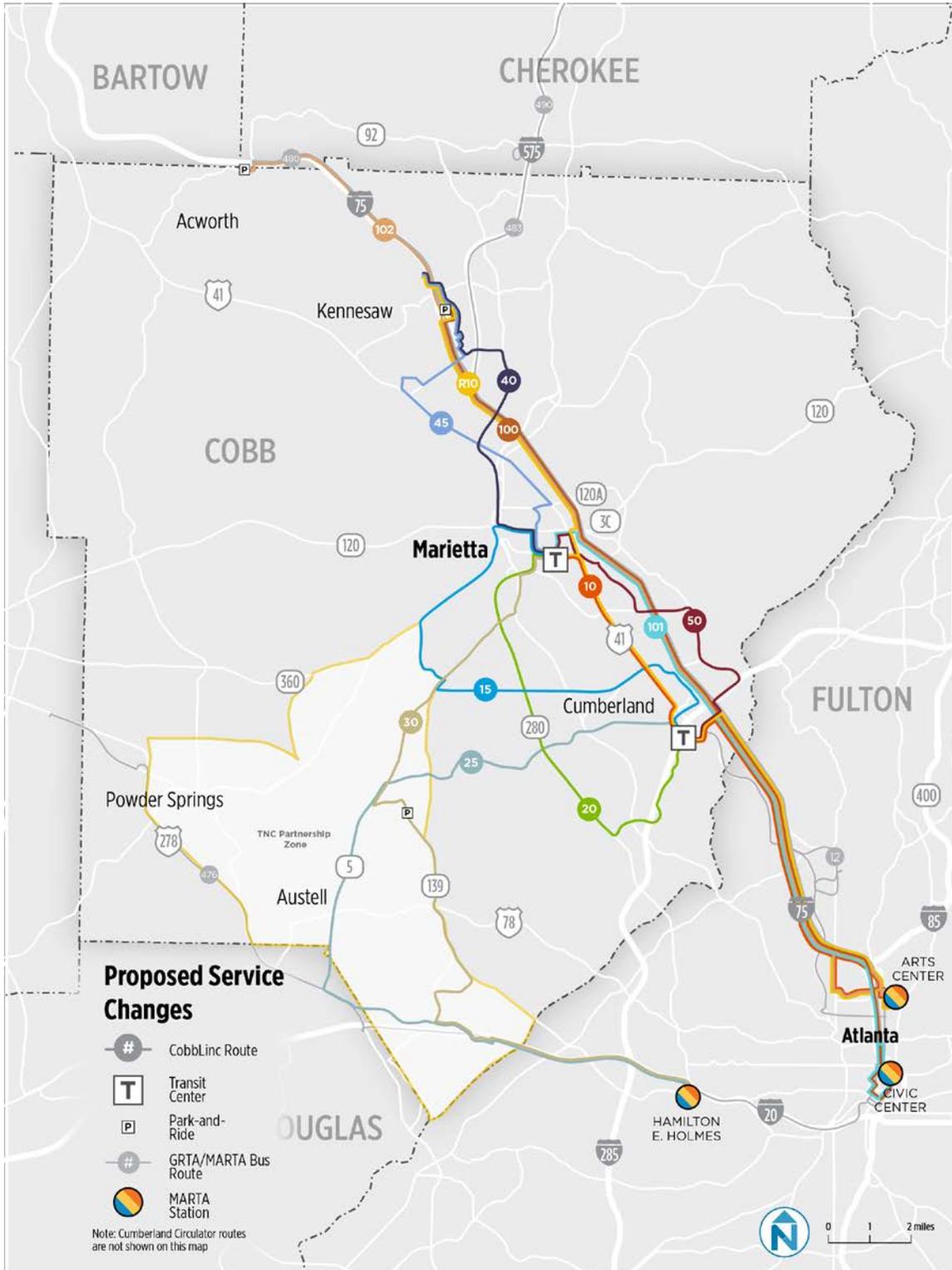
Implementation Phasing

CobbLinc *Forward* service changes are designed to be implemented as a package. Two phases are recommended for implementation. Changes to Routes 25 and 30 are only recommended if the TNC Partnership Zone has been implemented. It is anticipated that the initiation of the TNC Partnership Zone will begin after Summer 2019, which is the earliest Phase 1 changes could be implemented.

Figure 3 Recommended Implementation Phasing

Phase	Changes
Phase 1	<ul style="list-style-type: none"> ▪ Begin Rapid 10 limited stop service ▪ Begin Sunday service ▪ Route realignments and schedule updates on Routes 10, 15, 20, 40, 45, 50 and 102
Phase 2	<ul style="list-style-type: none"> ▪ Route realignments on Routes 25 and 30 ▪ Replace Flex Zones with TNC Partnership Zone

Figure 4 Proposed CobBLinc System Map



PHASE 1 IMPLEMENTATION

The packet of route changes in Phase 1 may be implemented as a standalone service. Ten route recommendations are made:

Rapid 10

Rapid 10 is a proposed Rapid Bus route that would operate from KSU to downtown Atlanta along the system's highest performing corridor, Cobb Parkway. The route is proposed to provide overlapping service with Route 10 between Cumberland and Atlanta, limited stop service between Cumberland and Marietta, as well as direct service between Kennesaw State University (KSU) campuses. Additionally, Rapid 10 will feature new vehicles and unique branding to designate that it is a faster service.

Recommendations

Rapid 10 is recommended to run from Kennesaw to downtown Atlanta, along I-75 and Cobb Parkway. Stops are proposed at: Atlantic Station, Arts Center, Akers Mill Road./Galleria Drive, Cumberland TC, Windy Ridge/Cobb Parkway, Windy Hill/Cobb Parkway, S. Marietta/Technology Parkway, Marietta TC, Rossbacher Way (KSU-Marietta), Busbee Park-and-Ride, and KSU-Kennesaw.

On northbound trips, Rapid 10 will serve Marietta Transfer Center before stopping at KSU-Marietta. On southbound trips, Rapid 10 will serve KSU-Marietta before continuing on to Marietta Transfer Center. This will ensure the most direct service possible between campuses. All other stops will be served in both directions.

Rapid 10 would operate every 15 minutes during peak hours and every 30 minutes during midday and evening hours. The schedule is designed to overlap with Route 10, which shares the same alignment, effectively providing all-day weekday bus service every 15-minutes or better between Cumberland and Arts Center in Atlanta. Rapid 10 will serve limited stops between Cumberland and Marietta, while Route 10 will continue to serve all stops.

Fares on the Rapid 10 will be the same as local CobBLinc fares.

Rider Impacts

As a newly proposed service, the Rapid 10 will provide riders along the I-75 corridor with enhanced service options that is faster and more reliable than existing Route 10 service.

Benefits and Impacts

- Combined with Route 10, Rapid 10 will provide service every 15-30 minutes or better between Cumberland and Arts Center. It will provide more buses per hour between Marietta Transfer Center and Cumberland, an improvement from current service. The additional buses will help to reduce the overcrowding riders currently experience on Route 10 during high-volume travel periods.
- Rapid 10 will provide fast, direct service between KSU-Kennesaw and KSU-Marietta campuses, improving mobility for KSU students and affiliates.
- Limited stops means that Rapid 10 will be faster than Route 10, reducing travel times between Kennesaw, Marietta, Cumberland, and downtown Atlanta.

- North of the Marietta Transfer Center, Rapid 10 avoids traffic congestion in the peak direction by using managed lanes on I-75.

Frequency and Span

Recommended route frequency and span are shown in **bold** in the table below.

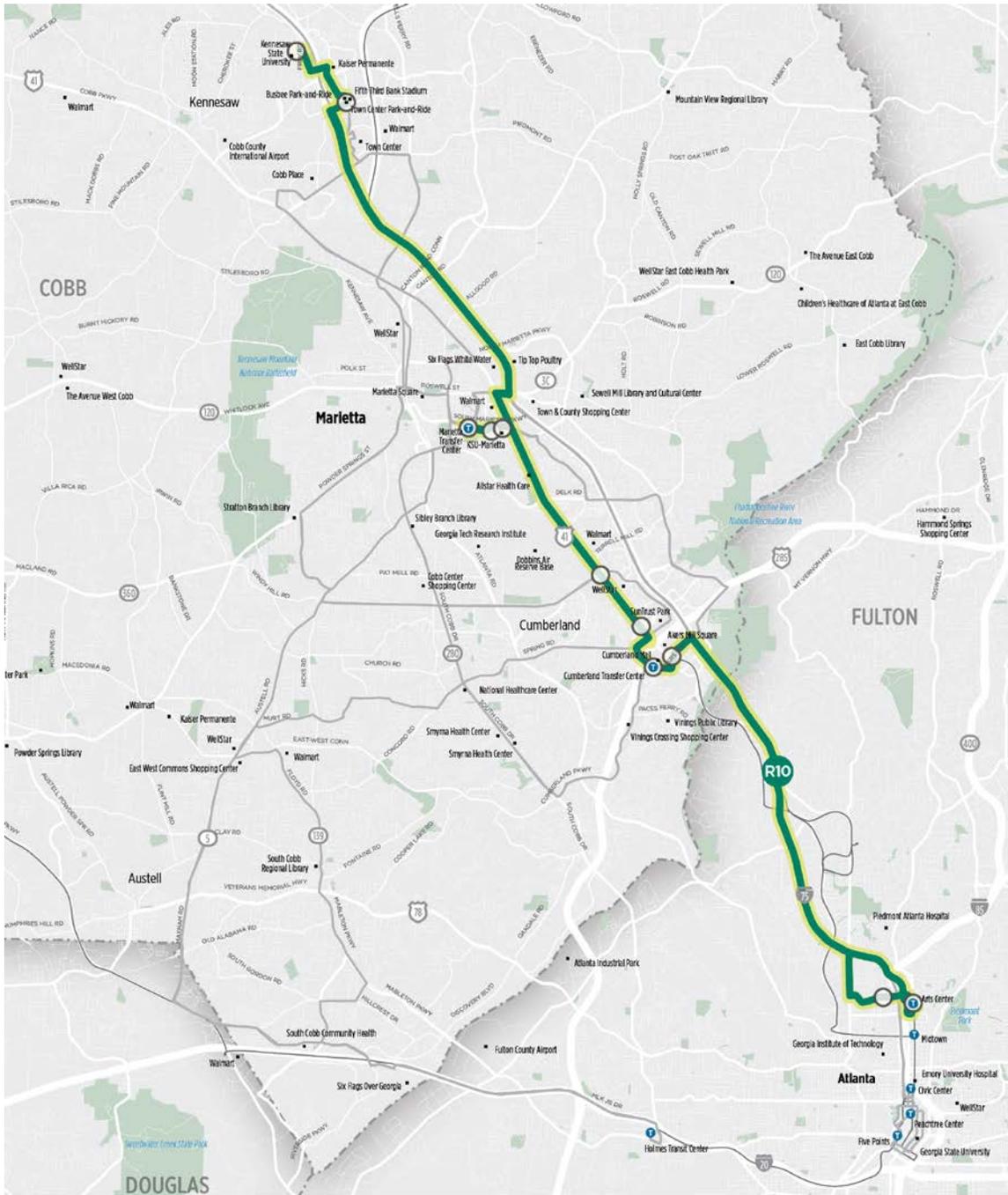
Figure 5 Route Rapid 10 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	-	-	-	-
Proposed – Rapid 10	15-min peak 30-min off-peak	30-minutes	60-minutes	5:30 AM - 8:00 PM (M-F) 6:30 AM - 7:00 PM (Sat) 7:00 AM – 7:00 PM (Sun)

Route Map

Proposed Rapid 10 alignment is illustrated in the following map.

Figure 6 Rapid 10 Map



Rapid 10

- Existing Alignment
- New Alignment
- - - Discontinued Segment
- Other CobbLinc Routes
- GRTA Routes
- Proposed Stop Locations



Route 10

Route 10 has the highest ridership and best productivity in the CobbLinc system. Route 10 provides all-day service to Atlanta on weekdays and Saturdays for a local fare. Although it is slower, Route 10 is outcompeting express routes that offer service to similar destinations with more limited schedules. Recommendations for Route 10 build on its success by adding Rapid 10 service along the same corridor.

Recommendations

No changes are recommended to Route 10's current alignment.

With the implementation of a frequent Rapid 10, Route 10's frequency would be reduced to 30 minutes all day and 60 minutes in the evenings. The schedule would be designed to overlap with new Rapid 10, which shares the same alignment, effectively providing 15-minute all day service between Cumberland and Arts Center in Atlanta on weekdays and Saturdays.

Sunday service is recommended.

Rider Impacts

With the addition of the proposed Rapid 10, approximately 80% of Route 10 riders will experience more frequent service. Riders traveling between Marietta Transfer Center, Cumberland Transfer Center, and MARTA Arts Center Station, will have access to buses every 15-minutes throughout the day on weekdays and Saturdays. The additional buses will help to reduce the overcrowding riders experience during high-volume travel periods.

Riders currently utilizing smaller stops between Cumberland and Marietta Transfer Center will experience a reduction in service frequency. Service along this segment will be reduced to every 30 minutes, but more frequent service can be accessed by walking further to one of the shared Route 10 and Rapid 10 stops.

Sunday service is provided, which will improve mobility for patrons along the route.

Benefits and Impacts

- Riders on Cobb Parkway and between Cumberland and Atlanta will experience an increase in service and less overcrowding during peak times. Combined with the proposed Rapid 10, Route 10 will provide service every 15-30 minutes (depending whether on weekends or evenings) between Cumberland and Arts Center.
- Service now provided on Sundays.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

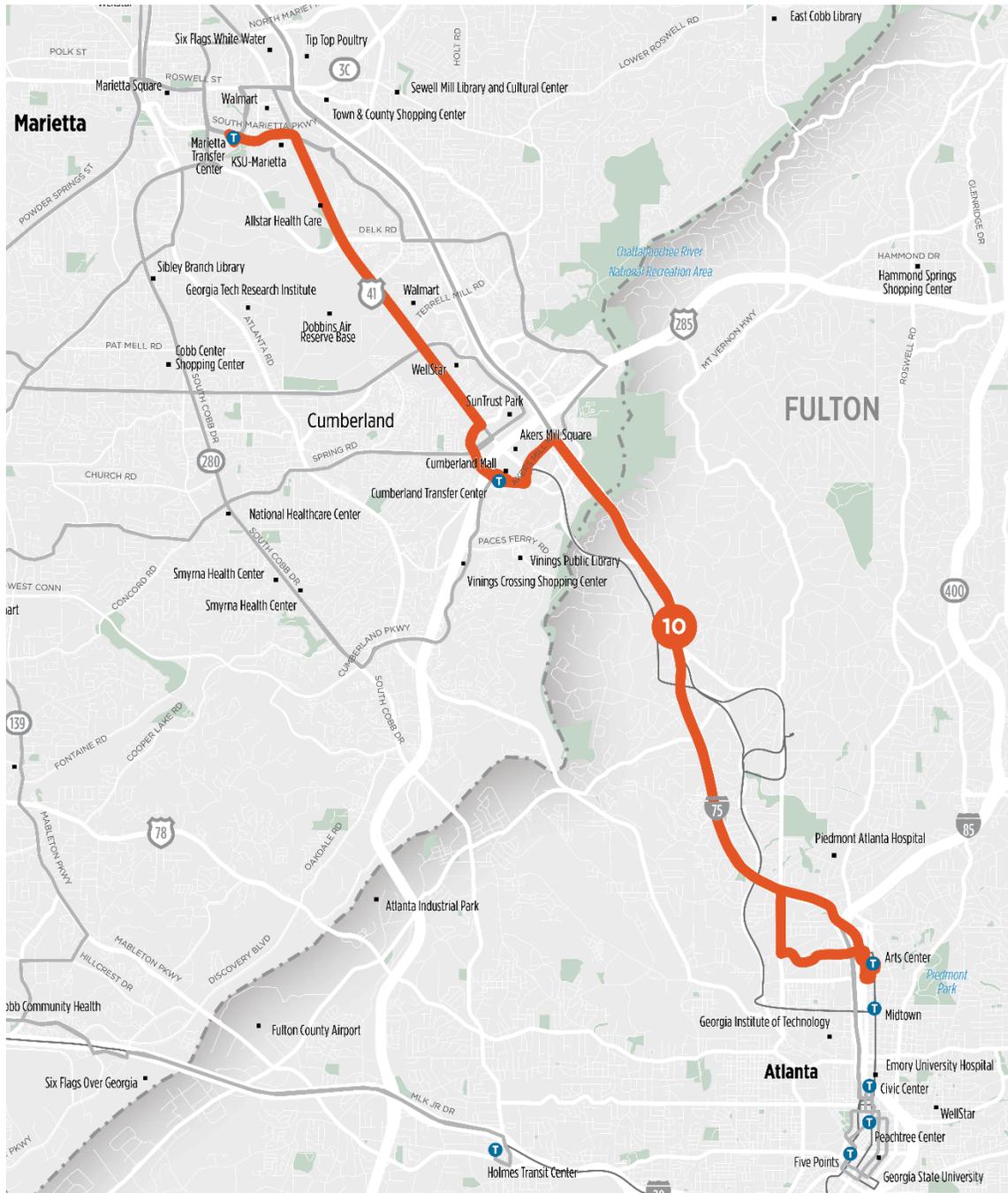
Figure 7 Route 10 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	15 min peak 30-60 min off peak	15 min peak 30-60 min off peak	-	5:30 AM - 12:30 AM (M-Sat)
Proposed – Route 10	30 min all day 60 min late night	30 min all day 60 min late night	30 min all day 60 min late night	5:00 AM - 12:45 AM (M-F) 6:00 AM - 12:45 AM (Sat) 7:00 AM - 12:00 AM (Sun)

Route Map

No changes are recommended to Route 10’s alignment. A map of Route 10 is provided in the following figure.

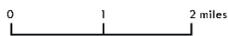
Figure 8 Route 10 Map



Route 10

	Existing Alignment		Other CobBLinc Routes
	New Alignment		GRTA Routes
	Discontinued Segment		





Route 15

Route 15 has below-average ridership and productivity compared with other CobBLinc local routes, and has an average on-time performance of 76%. Unlike many CobBLinc routes, Route 15 only serves one major transfer point. The route terminus by Powers Ferry Road is approximately two miles from the Cumberland Transfer Center.

Recommendations

Restructuring Route 15 is recommended to improve ridership and productivity by connecting to Cumberland Transfer Center, SunTrust Park, and the multitude of employment, commercial, and entertainment options available in the Cumberland area.

Route 15 continues to serve downtown Marietta, Powder Springs Road, County Services Parkway, and Windy Hill Road. Route 15 is modified to no longer serve Wildwood Parkway and instead connects to SunTrust Park and Cumberland Transfer Center via Circle 75 Parkway, Windy Ridge Parkway, and Cumberland Parkway.

Route 15 weekday midday frequency is upgraded every 30-minutes. Sunday service is added, and hours of service are extended later at night and on weekends. The schedule is updated to reflect congested operating periods, in order to improve on-time performance of this route.

Effect on Ridership

The rerouting of the Route 15 from its terminus on Windy Hill Road to Cumberland Transfer Center will provide riders with a direct connection to the Cumberland Mall and the Battery, as well as transfer opportunities to six other CobBLinc routes, Marta Route 12, and the Cumberland Circulator. Nineteen of the existing riders who utilize the stops on the current Windy Hill Road segment will no longer be within ¼ mile of transit service. An additional 28 riders who utilize the stops on the discontinued segment, are within a short walk of Route 50 service.

Benefits and Impacts

- Updated running times (schedules) will improve reliability and on-time performance of this route. New schedules will allow for timed connections with other routes at the Cumberland and Marietta Transfer Centers.
- All-day service to Cumberland Mall and the Battery.
- Service now provided on Sundays.
- Extended hours provides later night and weekend service.
- Up to 19 riders would have a much longer walk to access CobBLinc service.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

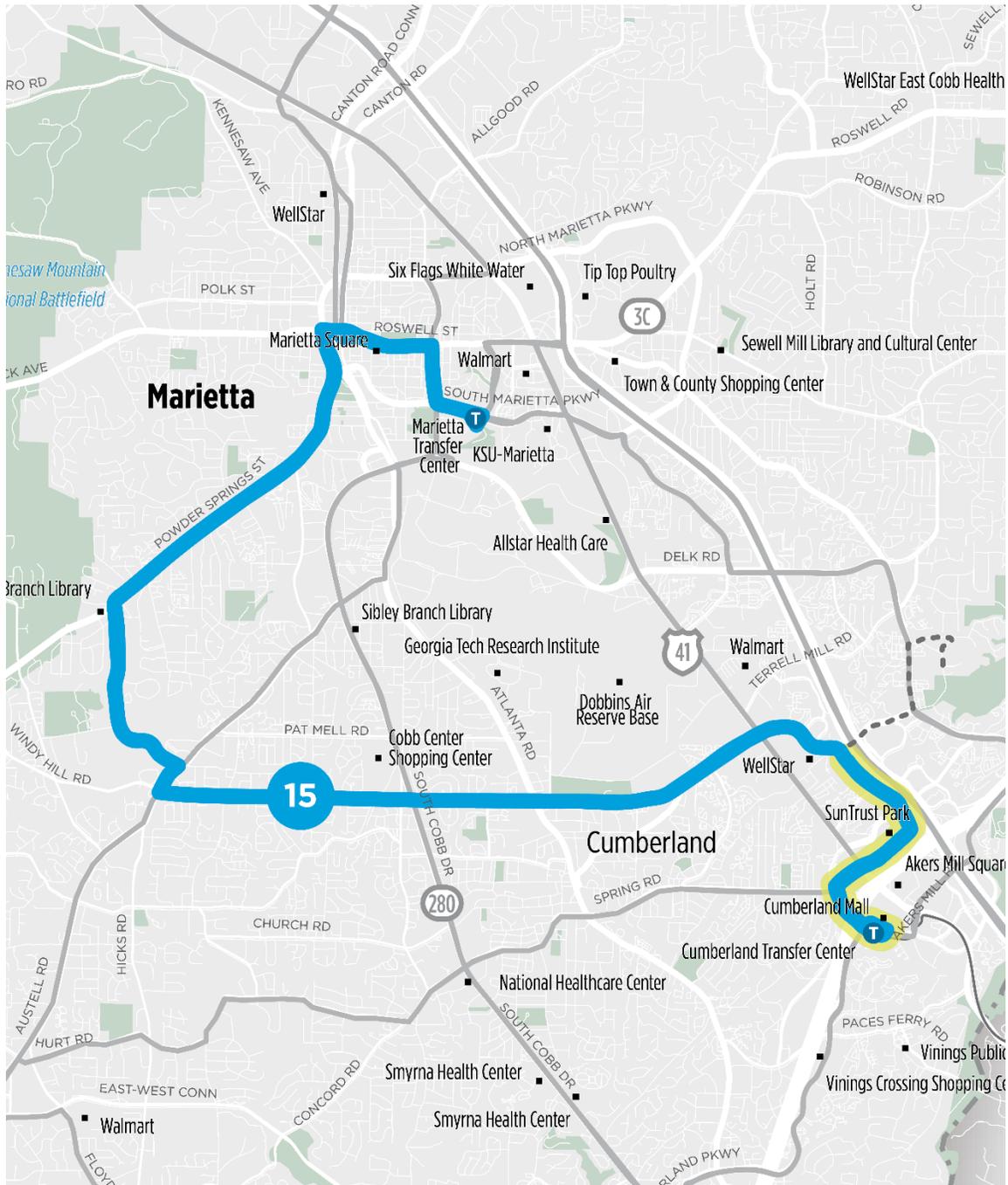
Figure 9 Route 15 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	30 min peak 60 min off-peak	60 min	-	5:00 AM – 9:00 PM (M-F) 7:00 AM – 7:50 PM (Sat)
Proposed – Route 15	30 min all day 60 min late night	60 min	60 min	5:00 AM - 11:00 PM (M-F) 7:00 AM - 9:00 PM (Sat) 7:00 AM - 8:00 PM (Sun)

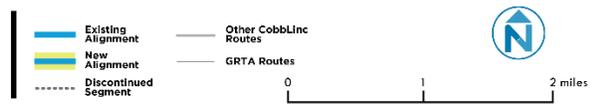
Route Map

Recommended improvements to Route 15’s alignment are illustrated in the map below.

Figure 10 Route 15 Changes



Route 15



Route 20

Route 20 has average ridership and productivity compared to other local CobbLinc routes. Route 20 does not have an even 30-minute peak headway due to two scheduled deviations serving Home Depot destinations on Spring Hill Parkway. The imbalanced schedule and potential confusion of having two deviations is not warranted based on ridership levels.

Recommendations

Restructuring Route 20 is recommended to operate a bi-directional alignment during all time periods and to no longer serve Spring Hill Parkway.

Eliminating the two deviations to Home Depot allows for consistent 30-minute service to be offered on weekdays. The schedule is updated to reflect observed running times, in order to improve on-time performance.

Rider Impacts

The elimination of the Route 20 deviation along Spring Hill Parkway to Home Depot Corporate Headquarters will affect 11 daily riders, but bring faster travel speeds to 60 riders in each direction accessing the Cumberland Transfer Center.

Benefits and Impacts

- Service is easier to understand and more direct due to the route no longer deviating to Spring Hill Parkway on alternating trips.
- Service now provided on Sundays.
- Improves midday frequency to every 30 minutes.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

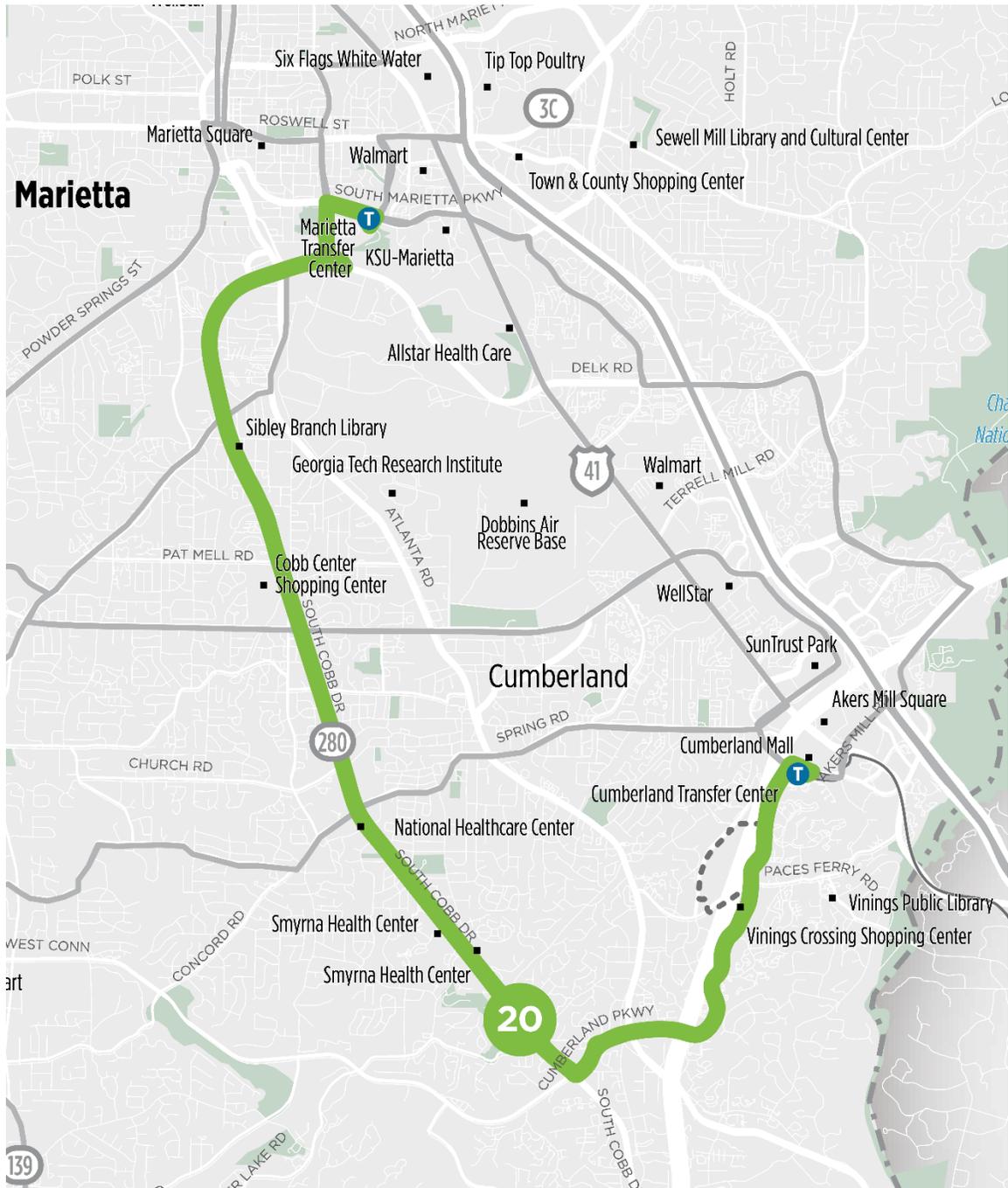
Figure 11 Route 20 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	30 min peak 60 min off-peak	60 min	-	5:00 AM – 12:00 AM (M-F) 7:00 AM – 10:00 PM (Sat)
Proposed – Route 20	30 min all day 60 min night	60 min	60 min	5:00 AM – 12:30 AM (M-F) 7:00 AM – 10:45 PM (Sat) 7:00 AM – 9:00 PM (Sun)

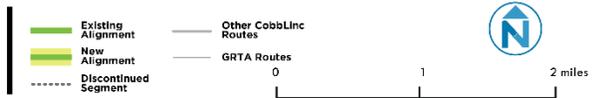
Route Map

Recommended improvements to Route 20's alignment are illustrated in the map below.

Figure 12 Route 20 Changes



Route 20



Route 25

Route 25 provides service in South Cobb County between Austell, Smyrna, and regional and local transit hubs Cumberland Transfer Center and MARTA H.E. Holmes Station. Route 25 duplicates Route 30 between H.E. Holmes Station and Cumberland Transfer Center along several corridors. On-time performance on Route 25 is lower than other local routes. Route 25 does not operate on Sundays

Recommendations

To provide mobility to residents and businesses seven days week along Route 25, Sunday service is added.

No alignment changes to Route 25 are recommended in Phase 1.

Rider Impacts

There are no negative rider impacts to adding Sunday service.

Benefits and Impacts

- Service now provided on Sundays.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

Figure 13 Route 25 Phase 1 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	60 min	60 min	-	5:00 AM – 11:30 PM (M-F) 7:00 AM – 11:30 PM (Sat)
Proposed – Route 25	60 min	60 min	60 min	5:00 AM – 11:30 PM (M-F) 7:00 AM – 11:30 PM (Sat) 7:00 AM – 9:00 PM (Sun)

Route 30

Route 30 is one of CobbLinc’s highest ridership routes. It is also long for a bus route, at approximately 25 miles one-way. Due to route length, running times are highly variable, with one-way travel times ranging from 63 minutes to 80 minutes. Route 30 operates every 15 minutes during weekday peaks, but only every 60 minutes on Saturdays. It does not operate on Sundays currently.

Recommendations

High weekday demand suggests latent demand for better weekend service. It is recommended that Route 30’s Saturday frequency be improved from every 60 minutes to every 30 minutes. In addition, Sunday service is added.

No alignment changes to Route 30 are recommended in Phase 1.

Rider Impacts

There are no negative rider impacts to improving Saturday frequencies and adding Sunday service.

Benefits and Impacts

- More frequent service for Saturday riders
- Service now provided on Sundays.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

Figure 14 Route 30 Phase 1 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	15 min peak 30 min off-peak	60 min	-	4:30 AM – 10:00 AM (M-F) 5:30 AM – 1:00 AM (Sat)
Proposed – Route 30	15 min peak 30 min off-peak	30 min	60 min	4:30 AM – 1:00 AM (M-F) 5:30 AM – 1:00 AM (Sat) 6:00 AM – 9:00 PM (Sun)

Route 40

Route 40 provides an important link between Kennesaw State University and Marietta Transfer Center, but currently takes an indirect route through low-ridership segments that add travel time for most riders. The route does not offer a direct connection between downtown Marietta, Town Center Mall, and Kennesaw State's Kennesaw campus. Additionally, one of Route 40's largest markets, the KSU Kennesaw and Marietta campuses, is served by Kennesaw State's Big Owl Bus, which provides more frequent service between the two campuses than Route 40.

Recommendations

Route 40's alignment is recommended to be modified to provide more direct service to downtown Marietta, WellStar, Town Center, and KSU. The route would travel through downtown Marietta via Church Street and Cherokee Street to provide residents and employers with a better connection to the amenities along Bells Ferry and in Kennesaw. Segments along S Marietta and North Marietta Parkway will be eliminated. The route's northern segment is straightened to eliminate travel through low-ridership residential areas. The bus will continue on Townpark Ln, across the Skip Spann Connector, to access KSU. Segments along George Busbee Parkway, Townpark Drive, and Frey Lake Road will be eliminated.

Route 40 frequency would remain at 60 minutes all day on weekdays and weekends. Service will be extended later in the evening on all days, until 11:45 p.m. on weekdays and 9:45 p.m. on Saturdays. Route 40 would operate on Sundays.

The schedules for Routes 40 and 45 should be offset by 30 minutes, so that a local bus connects KSU's Kennesaw campus with Town Center and the Marietta Transfer Center every 30 minutes.

Future considerations for this route include service to new apartment buildings along Hidden Forest Court. These changes are contingent on road improvements at the intersection of Hidden Forest Court and Town Center Drive.

Rider Impacts

Riders on the George Busbee Parkway and Frey Road segment in Kennesaw will no longer be within ¼-mile of the realigned Route 40. Discontinuing service on those segments will affect 20 daily riders, all of which will have a longer walk to service.

Benefits and Impacts

- More direct service from Marietta Transfer Center to KSU and Town Center. Scheduled with Route 45 to provide a local bus to KSU and Town Center every 30 minutes every day.
- New schedules will allow for timed connections with other routes at Marietta Transfer Center.
- Improves on-time performance for the entire route throughout the day. The shorter routes allow for better reliability in the afternoon.
- Service now provided on Sundays.
- Provides later evening and weekend service.
- Due to low ridership, service to residential areas in Kennesaw is eliminated.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

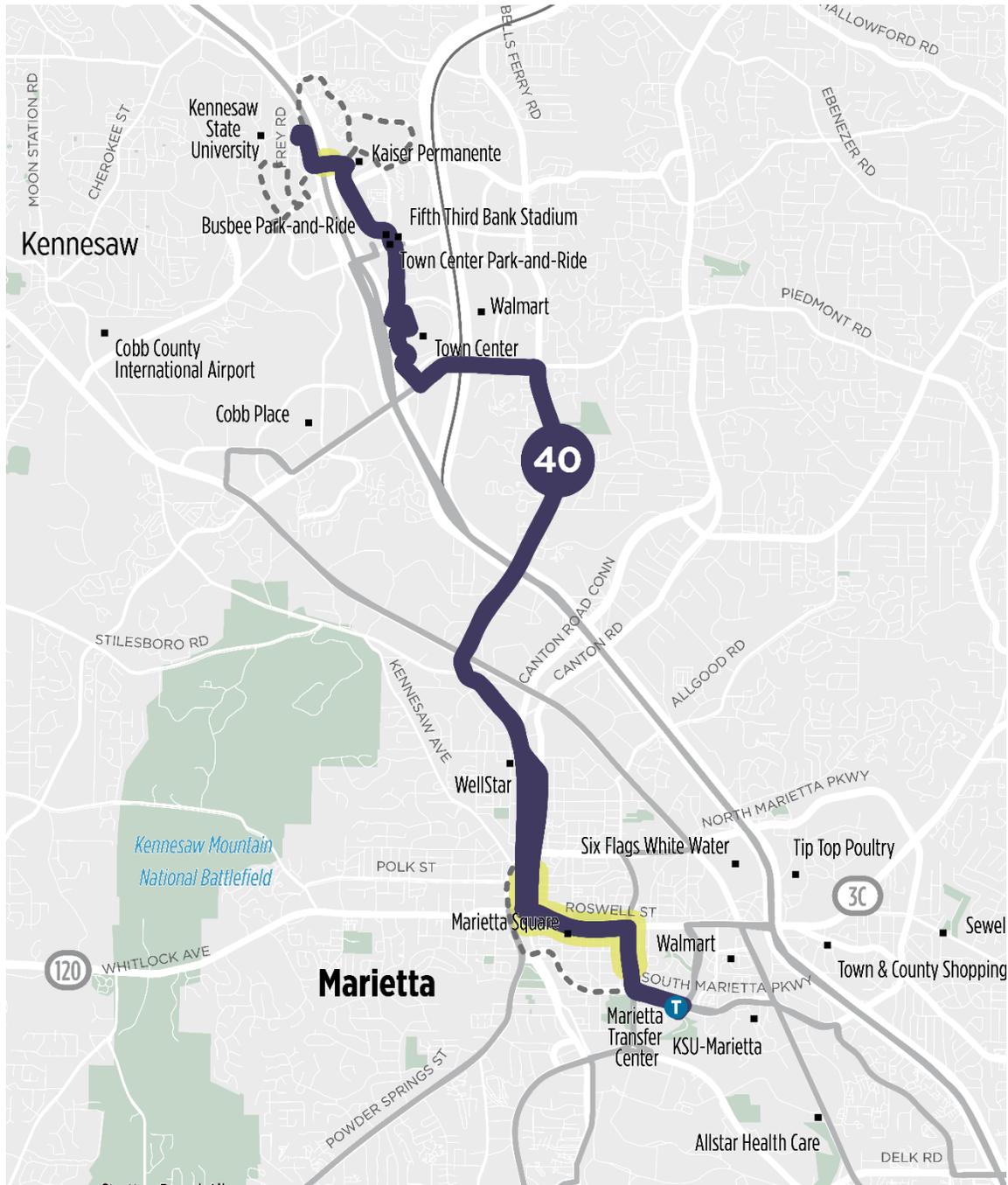
Figure 15 Route 40 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	60 min.	60 min.	-	6:30 AM – 10:00 AM (M-F) 7:00 AM – 9:00 PM (Sat)
Proposed – Route 40	60 min.	60 min.	60 min.	6:00 AM – 11:45 PM (M-F) 6:00 AM – 9:45 PM (Sat) 7:00 AM – 7:45 PM (Sun)

Route Map

Recommended improvements to Route 40’s alignment are illustrated in the map below.

Figure 16 Route 40 Changes



Route 40

Existing Alignment	Other CobBLinc Routes
New Alignment	GRTA Routes
Discontinued Segment	

Route 45

Route 45 provides service between Marietta Transfer Center and Town Center Mall in Kennesaw. The route currently takes an indirect path between the two route termini, traveling through Downtown Marietta and making multiple loops around Kennesaw and Town Center. Route 45 also duplicates much of Route 40's alignment between Town Center Mall and Kennesaw State University, where it has little ridership. Additionally, the route runs infrequently throughout the day, with frequencies between one and two hours. These two inconveniences act as a major deterrent to riders, which is evident in the low ridership of the route.

Recommendations

Route 45's alignment is modified to provide more direct service from the Marietta Transfer Center to serve Cobb Parkway, Barrett Crossing, Town Center, and KSU.

The northern portion of the route is streamlined to reduce travel distance and eliminate low ridership segments in Kennesaw. The route will now operate via George Busbee Parkway and Busbee Drive between Town Center, and KSU. Service on Frey Road, Chastain Meadows Parkway, and North Marietta Parkway will be eliminated. The route will overlap with Route 40 to provide consistent 30-minute service between Town Center and KSU. Route 45's existing alignment in Downtown Marietta will be replaced by Route 40, which allows Route 45 to have a more direct connection between Cobb Parkway and Marietta Transfer Center.

With these improvements, Route 45 will provide hourly service between Marietta Transfer Center and Town Center Mall on both weekdays and weekends. Later evening and earlier morning service will also be provided on weekdays.

Rider Impacts

Riders on Frey Road, Chastain Meadows Parkway, and North Marietta Parkway segments in Kennesaw will no longer be within ¼-mile of the realigned Route 45. Discontinuing service on those segments will impact 8 daily riders. Service to Walmart will still be available with Route 40 and a short walk.

Benefits and Impacts

- More direct service that improves route efficiency and reduces travel distance. Reduces extraneous changes in direction in the route alignment through Kennesaw and Marietta.
- More direct service from Marietta Transfer Center to KSU and Town Center. The shorter routes allow for better reliability.
- Scheduled with Route 40 to provide a local bus to KSU and Town Center every 30 minutes every day. New schedules will allow for timed connections with other routes at Marietta Transfer Center.
- Replaces Route 50 service north of Roswell Road along Cobb Parkway.
- Service now provided on Sundays.
- Provides consistent hourly service
- Provides earlier morning and later evening service on weekdays.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

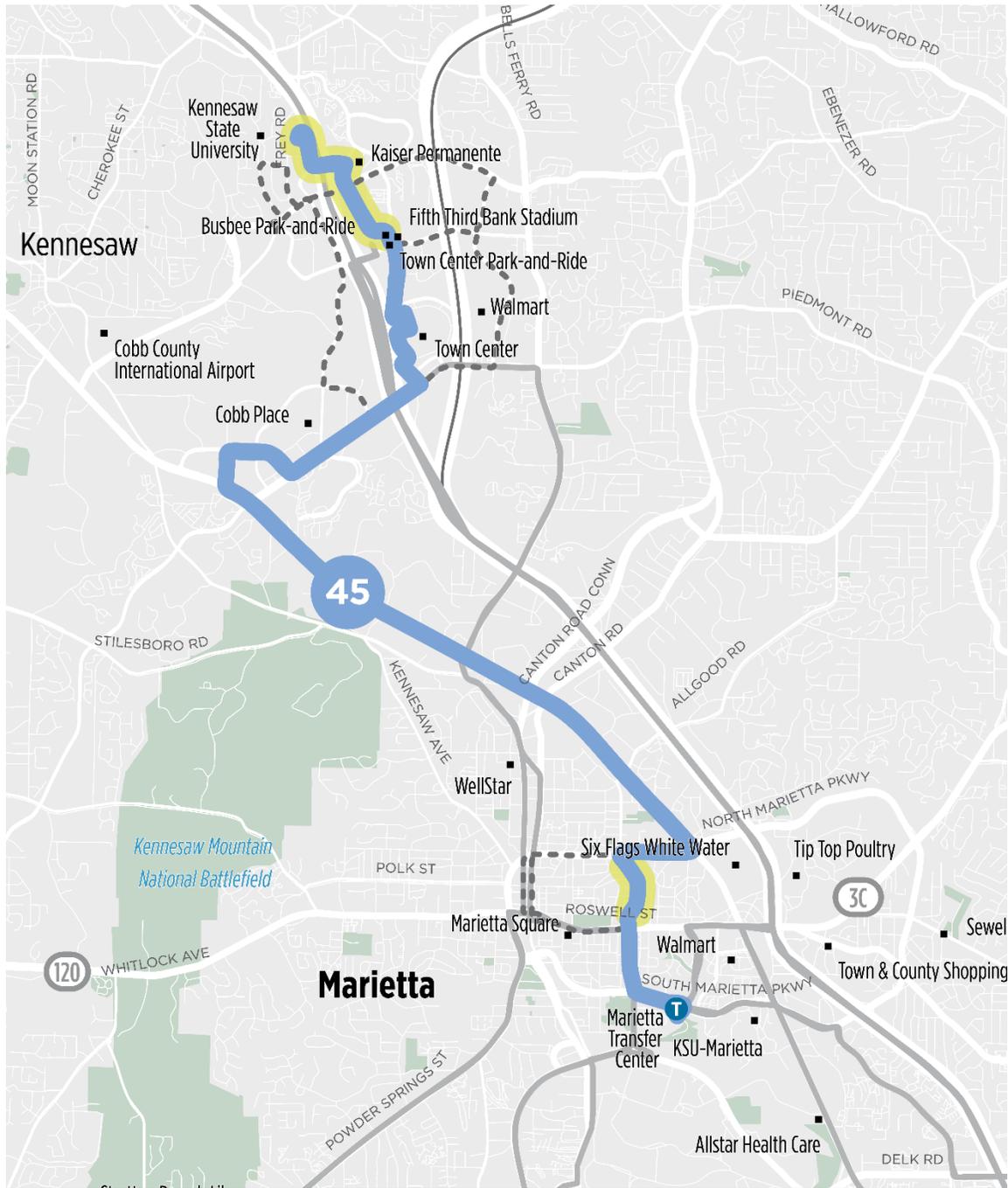
Figure 17 Route 45 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	60-130 min.	60-130 min.	-	6:30 AM – 10:15 AM (M-F) 7:30 AM – 10:30 PM (Sat)
Proposed – Route 45	60 min.	60 min.	60 min.	5:30 AM – 10:30 PM (M-F) 7:30 AM – 10:30 PM (Sat) 8:30 AM – 8:30 PM (Sun)

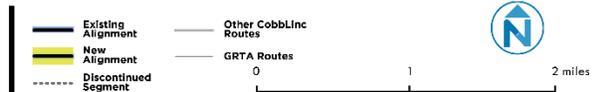
Route Map

Recommended improvements to Route 45’s alignment are illustrated in the map below.

Figure 18 Route 45 Changes



Route 45



Route 50

Route 50 connects the Marietta Transfer Center with the Cumberland Transfer Center, two major transfer points in Cobb County, and serves some of the County's highest density areas. This route is one of the most productive in the system. While productive, the route is one of the least reliable routes for riders in the system with very poor on-time performance. Additionally, the route takes a circuitous path between Marietta and Cumberland Transfer Centers, which adds travel time to riders between these two access points.

Recommendations

Altering Route 50's alignment is recommended to improve reliability of the route for riders and to better connect Marietta with Cumberland. Route 50's alignment is shortened in Marietta to no longer provide service on Cobb Parkway and Fairground. The realigned Route 45 will serve existing Route 50 ridership north of Roswell Road. In Cumberland, the route continues straight on Akers Mill Road instead of looping around on Cobb Galleria Parkway and Cumberland Boulevard. The shorter Route 50 alignment will reduce travel times between Marietta and Cumberland, as well as improve the route's on-time performance.

To meet the needs of Tip Top Poultry employees off North Marietta Parkway, two outbound trips from the Marietta Transfer Center in the morning will deviate to the factory. In the afternoon, a service vehicle will provide two return trips between Tip Top and Marietta Transfer Center.

Route 50 would provide 30-minute service between Marietta and Cumberland during peak and midday time periods. Service is operated later in the evening on Saturdays.

Rider Impacts

Riders on along the Cobb Parkway and North Fairground Street segment in Marietta, and on Cobb Galleria Parkway and Cumberland Boulevard in Cumberland will no longer be within ¼-mile of the realigned Route 50 or Route 45 service. Discontinuing service on those segments will cause 10 daily riders to walk further. More than 800 riders would have more reliable and direct service as a result.

Benefits and Impacts

- A shorter alignment will address chronic on-time performance problems and help passengers make connections at Marietta and Cumberland Transfer Centers.
- Service north of Roswell Street is replaced with Route 45, which operates less frequently.
- Streamlines service to Cumberland Transfer Center via Akers Mill Road.
- Service now provided on Sundays.
- Provides later evening service and more midday and weekend service.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

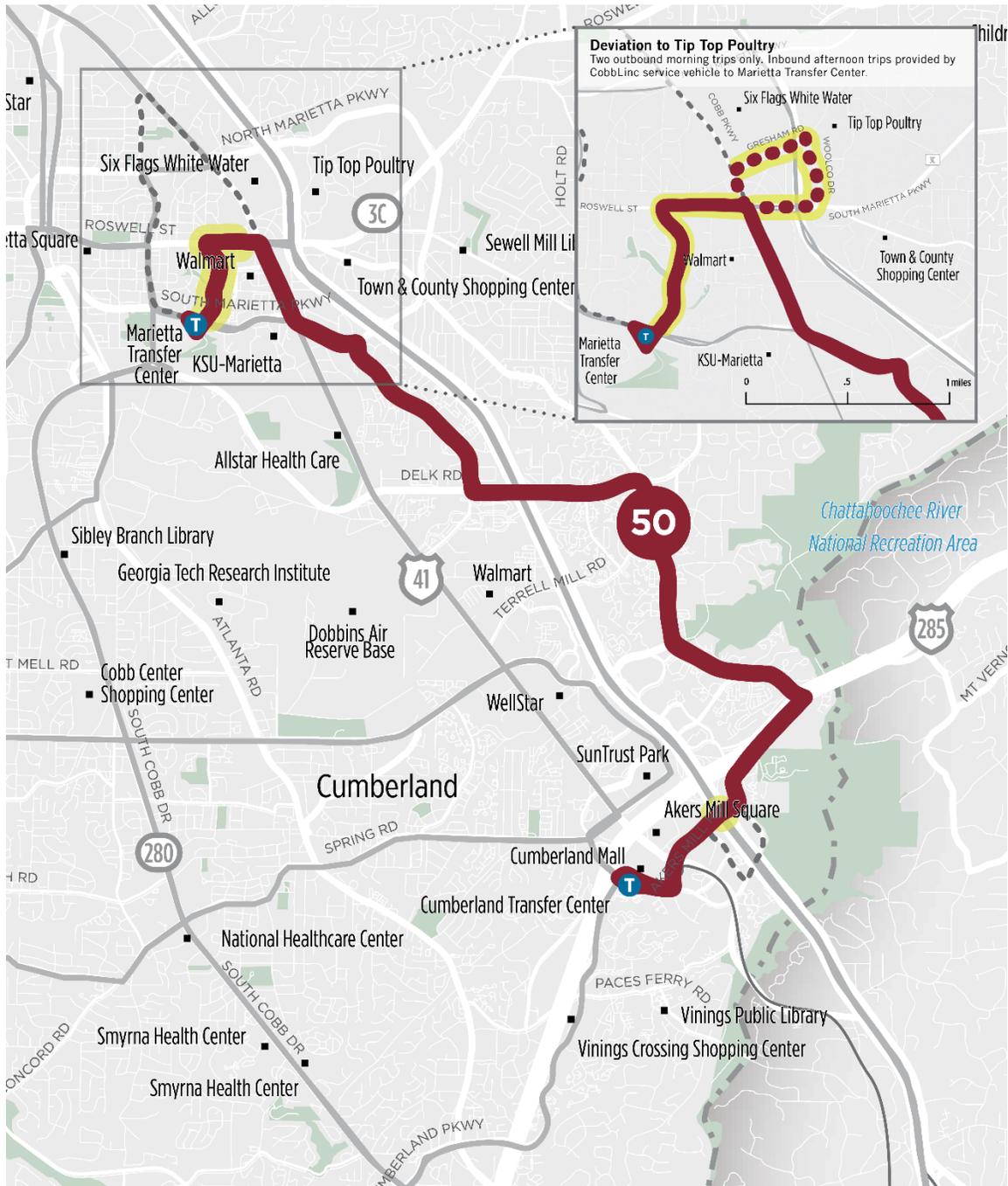
Figure 19 Route 50 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	30 min. peak 60 min. off-peak	60 min.	-	6:00 AM – 12:00 AM (M-F) 7:00 AM – 10:00 PM (Sat)
Proposed – Route 50	30 min. all day 60 min. late night	60 min.	60 min.	6:00 AM – 12:45 AM (M-F) 7:00 AM – 11:00 PM (Sat) 7:00 AM – 8:00 PM (Sun)

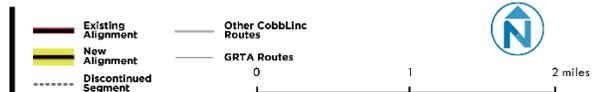
Route Map

Recommended improvements to Route 50’s alignment and the deviation to Tip Top Poultry are illustrated in the maps below.

Figure 20 Route 50 Changes



Route 50



Route 100

Route 100 is an express commuter service that connects Kennesaw and North Cobb County with Downtown Atlanta. This route has some of the lowest on-time performance of all CobBLinc routes, with buses arriving on schedule only half the time. Much of the reliability issues on the route can be attributed to traffic variability on I-75. Recommendations for this route include the leveraging of new managed lanes on I-75 in the peak direction to improve reliability for riders.

Recommendations

Route 100 will maintain its Downtown Atlanta alignment and continue to serve MARTA Five Points Station. The alignment is slightly modified in Kennesaw to gain access to the managed lanes on I-75 in the peak direction. Frequency and span will remain the same.

Route schedules will be updated to account for reduced travel times on the managed lanes.

Initial recommendations for Route 101 proposed eliminating part of the loop in Downtown Atlanta in order to streamline service and avoid peak hour traffic congestion. Current passengers expressed concern about the proposal. As a result, no changes are recommended for Downtown Atlanta circulation at this time.

Rider Impacts

All riders will experience improved reliability on Route 100 with updated schedules that reflect current running times.

Benefits and Impacts

- Route 100 will have updated schedules in order to improve on-time performance and reliability for riders.
- Avoids traffic congestion in the peak direction using managed lanes on I-75.

Frequency and Span

No changes are recommended to Route 100’s frequency or span.

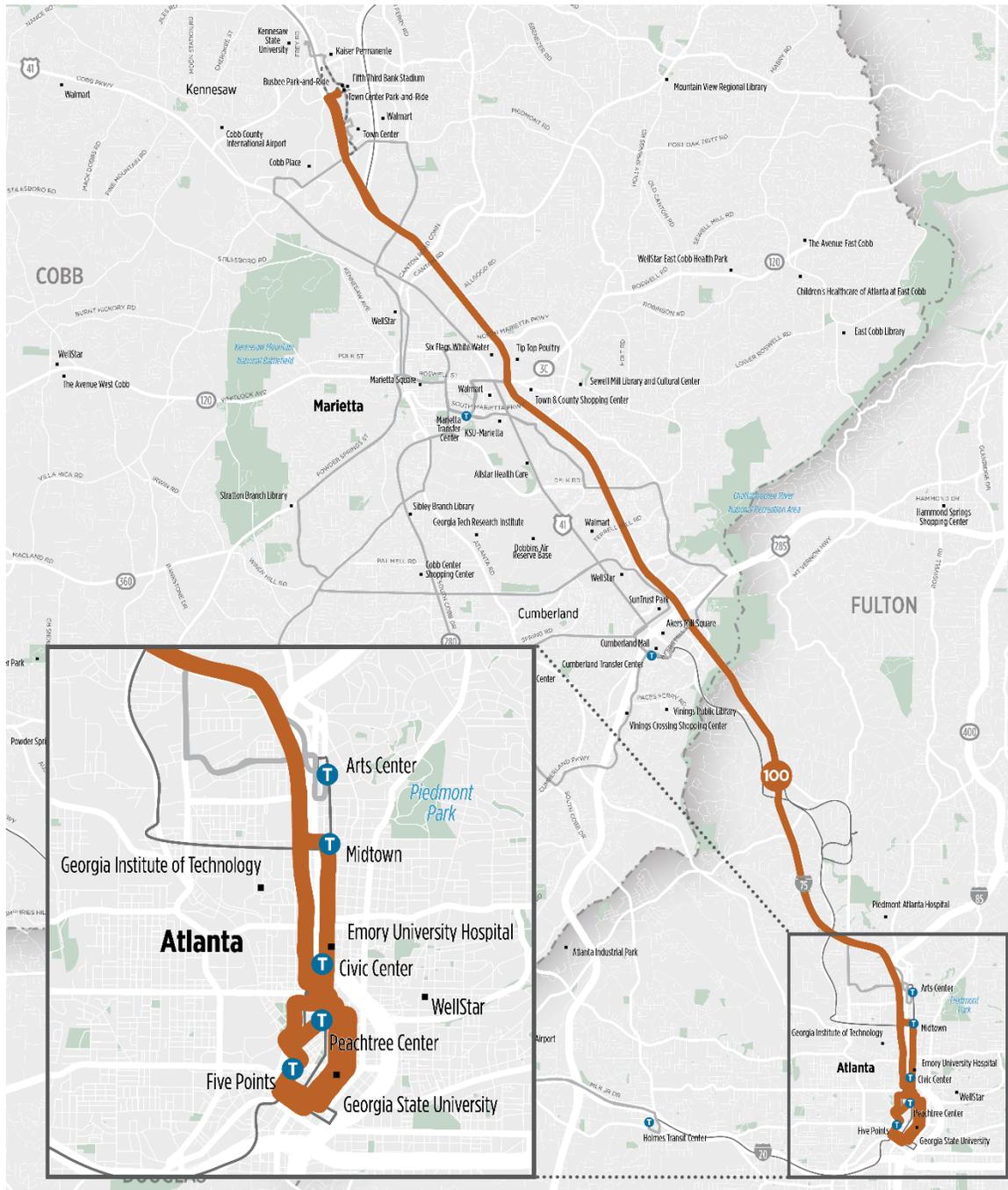
Figure 21 Route 100 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	25-50 min. / 11 trips	-	-	5:25 AM – 9:00 AM 3:25 PM – 7:35 PM (M-F)
Proposed – Route 100	25-50 min. / 11 trips	-	-	5:25 AM – 9:00 AM 3:25 PM – 7:35 PM (M-F)

Route Map

Route 100’s alignment is illustrated in the map below.

Figure 22 Route 100 Map



Route 100

- Existing Alignment
- New Alignment
- Discontinued Segment
- Other CobBLinc Routes
- GRTA Routes



Route 101

Route 101 is an express commuter service that connects Marietta with Downtown Atlanta. On-time performance is a concern for this route with buses arriving late to timepoints nearly one-third of the time. Much of the reliability issues on the route can be attributed to traffic variability on I-75. Recommendations for this route include the leveraging of new managed lanes on I-75 in the peak direction to improve reliability for riders.

Recommendations

Route 101 will maintain its Downtown Atlanta alignment and continue to serve MARTA Five Points Station. The alignment is slightly modified in Marietta to gain access to the managed lanes on I-75 in the peak direction. Frequency and span will remain the same. Route schedules will be updated to account for reduced travel times on the managed lanes.

Initial recommendations for Route 101 proposed eliminating part of the loop in Downtown Atlanta in order to streamline service and avoid traffic congestion. Current passengers expressed concerns with eliminating Downtown Atlanta circulation. As a result, no changes are recommended for Downtown Atlanta circulation at this time.

Rider Impacts

All riders will experience improved reliability on Route 101 with updated schedules that reflect current running times.

Benefits and Impacts

- Route 101 will have updated schedules in order to improve on-time performance and reliability for riders.
- Avoids traffic congestion in the peak direction using managed lanes on I-75.

Frequency and Span

No changes are recommended to Route 101’s frequency or span.

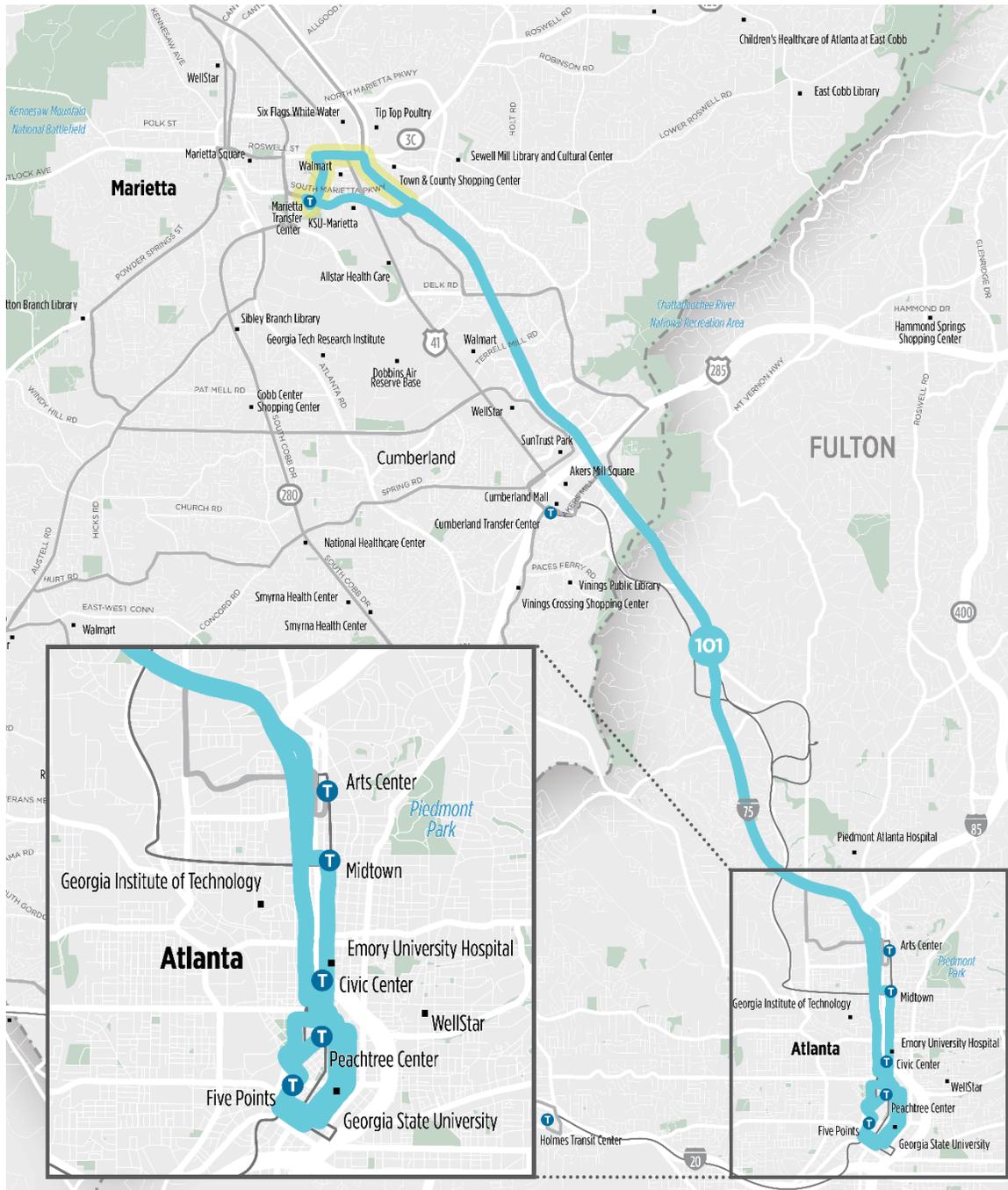
Figure 23 Route 101 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	25-50 min. / 5 morning trips, 6 afternoon trips	-	-	6:10 AM – 8:40 AM 3:55 PM – 7:35 PM (M-F)
Proposed – Route 101	25-50 min. / 5 morning trips, 6 afternoon trips	-	-	6:10 AM – 8:40 AM 3:55 PM – 7:35 PM (M-F)

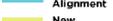
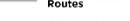
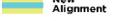
Route Map

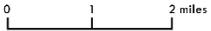
Recommended improvements to Route 101’s alignment are illustrated in the map below.

Figure 24 Route 101 Changes



Route 101

 Existing Alignment	 Other CobbLinc Routes
 New Alignment	 GRTA Routes
 Discontinued Segment	

Route 102

Route 102 is an express service that connects Acworth with Midtown Atlanta. Like the other commuter routes, Route 102 has a very low on-time performance record and arrives late to timepoints nearly half of the time. Much of the reliability issues on this route can be attributed to traffic variability on I-75 and bus circulation through Midtown Atlanta. The stops with greatest weekday ridership are Acworth Park-and-Ride and MARTA Arts Center Station. The segment between Arts Center Station and Midtown Station has notably low ridership.

Recommendations

Realigning Route 102's movement through Midtown Atlanta is recommended to improve the reliability of this route and more efficiently connect Acworth with Midtown Atlanta. Route 102 will continue to connect Acworth with Midtown Atlanta via a new alignment and schedule. Rather than circulating through city streets, Route 102 will serve Arts Center Station, facilitating easy connection to MARTA. Trips to Arts Center will use the Northside Drive HOV exit and continue to 17th Street NW, which will also provide access to Atlantic Station. Additionally, Route 102 will utilize the managed lanes on I-75 in the peak direction to avoid congestion and reduce travel times.

One trip (7:30 AM) with regularly low ridership will be eliminated in the morning and added to the schedule in the afternoon (3:00 PM). Route schedules will be updated to account for reduced travel times on the managed lanes.

Rider Impacts

Thirteen riders will no longer be within walking distance (¼-mile) of revised Route 102 in Midtown Atlanta.

Benefits and Impacts

- Route 102 will be less impacted by Midtown congestion, particularly in the afternoon.
- Route 102 will have updated schedules in order to improve on-time performance and reliability for riders.
- An additional trip is added in the afternoon (3:00 PM), and one trip is eliminated in the morning (7:30 AM).
- Avoids traffic congestion in the peak direction using managed lanes on I-75.
- Provides direct service to Arts Center Station and Atlantic Station.
- Eliminates low ridership portion of route that circulates through Midtown Atlanta.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

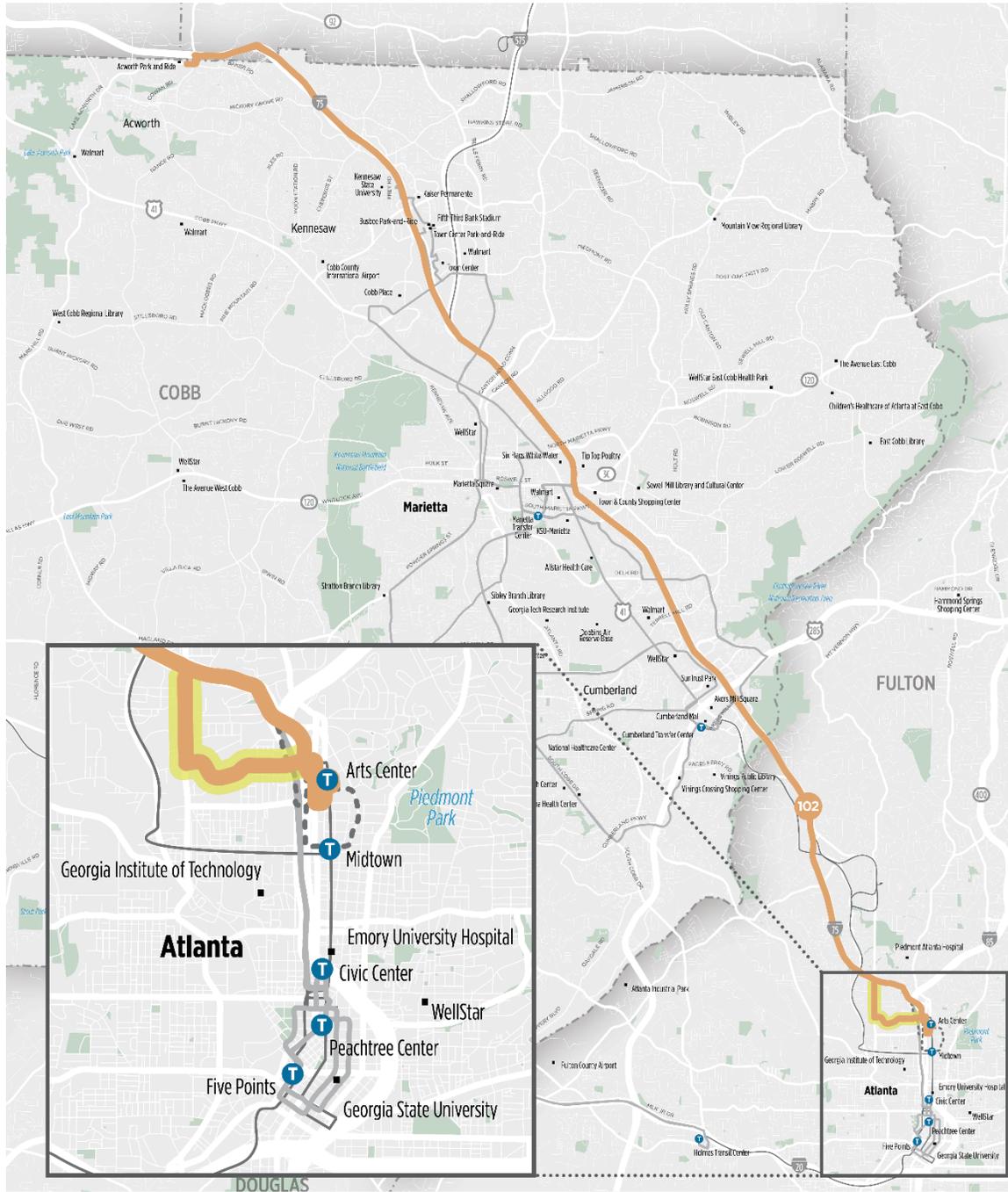
Figure 25 Route 102 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	30-35 min. / 6 trips peak	-	-	5:30 AM – 8:50 AM 3:30 PM – 7:05 PM (M-F)
Proposed – Route 102	30-35 min. / 5 morning trips, 7 afternoon trips	-	-	5:30 AM – 8:45 AM 3:00 PM – 7:00 PM (M-F)

Route Map

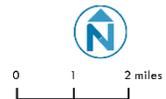
Recommended improvements to Route 102’s alignment are illustrated in the map below.

Figure 26 Route 102 Changes



Route 102

- Existing Alignment
- New Alignment
- - - Discontinued Segment
- Other CobBLinc Routes
- GRTA Routes



Routes 10A, 10B, and 10C

Routes 10A, 10B, and 10C are reverse commute routes that connect Midtown and Downtown Atlanta with Cumberland, and Marietta in the off-peak peak direction only. All three routes have very low ridership and are challenged by on-time performance issues.

Recommendations

The proposed Rapid 10 would provide fast, limited-stop connections between Midtown and Downtown Atlanta, Cumberland, Marietta, and Kennesaw, and reduce the need for these three routes. As a result, it is recommended that these three routes are eliminated.

Eliminating Routes 10A, 10B, and 10C is recommended due to low ridership. Rapid 10 will provide replacement service between downtown Atlanta, Cumberland, Marietta, and Kennesaw.

Rider Impacts

Riders on Routes 10A, 10B, and 10C will have replacement service via proposed Rapid 10 between Cumberland and Atlanta. Local circulation in the Cumberland area will be provided by the Cumberland Circulator, Route 15, and Route 50.

Route 10A connects Downtown Atlanta, Cumberland Transfer Center, and provides local circulation in Cumberland. From Cumberland Transit Center, transfers will be available to Route 15 to complete the trip to SunTrust Park, or to the Cumberland Circulator. Among current Route 10A riders, an average of one rider per day will not be within ¼-mile of a transferring route.

Route 10B connects Downtown Atlanta, Midtown Atlanta, Cumberland Transfer Center, and provides circulation in the Cumberland area during peak hours only. Current Route 10B passengers would need to utilize the new Rapid 10 service and transfer to either the Cumberland Circulator, Route 50, or Route 15. Among current Route 10B riders, three are not within ¼-mile of a transferring route.

Route 10C riders will continue to have a one-seat ride between Midtown Atlanta, Marietta Transfer Center, and Kennesaw via the new Rapid 10. Frequency and reliability will be improved for these riders.

Benefits and Impacts

- Removes low-ridership routes, allowing resources to be re-allocated to more productive areas
- Reverse commute service along the I-75 corridor will be provided through improved Route 10 and proposed Rapid 10 service.
- Rapid 10 replaces service between Midtown Atlanta and Cobb County, providing more frequent and reliable service all day, not just during peak times.

Frequency and Span

Recommended changes to route frequency and/or span are shown in the table below.

Figure 27 Route 10A, 10B, and 10C Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing 10A, 10B, and 10C	17 a.m. trips 14 p.m. trips	-	-	6:00 AM – 8:30 AM 3:25 PM – 7:00 PM (M-F)
Proposed – 10A, 10B, and 10C	-	-	-	-

PHASE 2 IMPLEMENTATION

The packet of route changes in Phase 2 must be implemented in tandem. Three service recommendations are made:

Route 25

Route 25 provides service in South Cobb County between Austell, Smyrna, and regional and local transit hubs Cumberland Transfer Center and MARTA H.E. Holmes Station. Route 25 duplicates Route 30 between H.E. Holmes Station and Cumberland Transfer Center along several corridors. On-time performance on Route 25 is lower than other local routes.

Recommendations

Restructuring Route 25's alignment is recommended to improve service in South Cobb County. Changes to Route 25 should be made in tandem with changes to Route 30's alignment. Additionally, the TNC Zone partnerships should be introduced at the same time, to ensure coverage is maintained in the area.

Route 25's alignment is modified to continue south on Austell Road to Thornton Road before continuing on to Six Flags and H.E. Holmes Station. The revised routing would serve two apartment complexes on Maxham Road, three on Thornton Road, and several more on Oak Ridge Road. The combination of service and industrial jobs, residential densities, and grocery stores on Thornton Road should result in higher Route 25 ridership.

Mableton Parkway, currently served by Route 25, will be served by restructured Route 30. Old Alabama Road and Hillcrest Drive will both lose service, impacting an estimated 26 riders. These areas will instead be served by a new TNC Zone. The proposed changes to this route are dependent on the implementation of this new demand service in order to maintain riders' access to the transit network.

Route 25 maintains hourly service all day, seven days a week (building on Phase 1 Sunday service implementation). Service start and end times would be similar to today's service.

Rider Impacts

Service is eliminated on segments of Old Alabama Road and Hillcrest Drive. Ridership is low on Old Alabama Road and on Hillcrest Drive. Both are characterized by low-density single-family housing, which limits ridership potential. Currently, there are an average of 26 daily boardings on Old Alabama Road and 13 daily boardings on Hillcrest Drive that would be beyond ¼ mile of revised service. These areas will instead be served by a new TNC Zone.

Benefits and Impacts

- Extending Route 25 to Thornton Road will provide new transit access to groceries, shopping, community center, and jobs. Restructuring Route 25 will add service to new destinations and remove service on a few select corridors.
- Updated running times (schedules) will improve on-time performance.
- Riders along the eliminated Old Alabama Road and Hillcrest Drive segments will now have the option to use subsidized TNC Zone service to connect them to bus stops.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

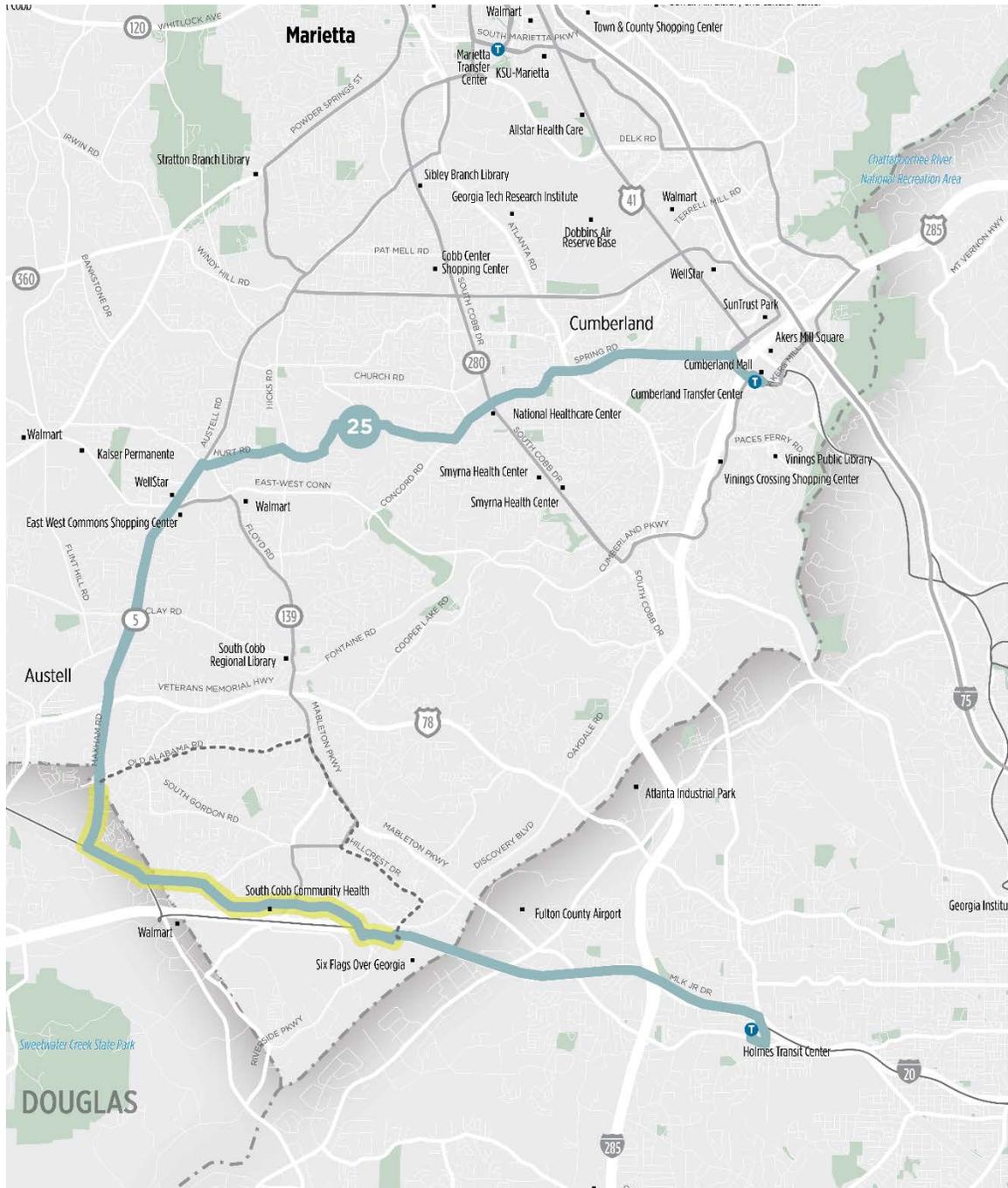
Figure 28 Route 25 Phase2 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	60 min	60 min	-	5:00 AM – 11:30 PM (M-F) 7:00 AM – 11:30 PM (Sat)
Proposed – Route 25	60 min	60 min	60 min	5:00 AM – 11:30 PM (M-F) 7:00 AM – 11:30 PM (Sat) 7:00 AM – 9:00 PM (Sun)

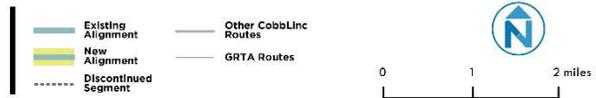
Route Map

Recommended improvements to Route 25's alignment are illustrated in the map below.

Figure 29 Route 25 Changes



Route 25



Route 30

Route 30 is one of CobBLinc's highest ridership routes. It is also long for a bus route, at approximately 25 miles one-way. Due to route length, running times are highly variable, with one-way travel times ranging from 63 minutes to 80 minutes. Route 30's proposed changes shorten the alignment to improve route directness and reduce the in-bus travel time for the majority of passengers. The proposed changes will also improve reliability, making it easier for the buses to stay on time.

Recommendations

Restructuring Route 30's alignment is recommended to improve service in South Cobb County and make the route shorter and more reliable. Changes to Route 30 should be made in tandem with changes to Route 25 and the introduction of a new TNC Partnership to ensure coverage is maintained in the area.

In Marietta, it is recommended that Route 30 use Fairground instead of S Marietta Parkway to improve directness of service and reliability. This change shortens the route by 0.8 miles, or about 3 minutes, in each direction. It also removes a major afternoon traffic bottleneck, where northbound buses often wait through several cycles at the intersection of Atlanta Street SE and S Cobb Drive, adding up to 10 minutes of delay. This change will speed up service for over 750 existing riders.

Route 30's alignment is modified in South Cobb to serve Factory Shoals Road to connect Mableton Parkway and Riverside Parkway. All existing Route 30 passengers would continue to have service, either on the restructured Route 25 or via the TNC Partnership service.

The schedule is updated to reflect current running times, which, along with a shortened alignment, will help improve on-time performance.

Rider Impacts

In Marietta, Route 30 will use Fairground instead of S Marietta Parkway to improve directness of service and reliability. This would negatively affect 13 existing riders and speed up service for 750 riders.

In South Cobb County, the proposed changes shorten the route by about 1 mile, or between three and four minutes in each direction. It will speed up service for approximately 1,000 existing riders, particularly between Cobb Hospital and H.E. Holmes Station. Route 30 would no longer serve Riverside Parkway west of Factory Shoals Road. A restructured Route 25 would continue to serve all existing stops on Riverside Parkway. Route 30 would no longer serve Factory Shoals Road between Mableton Parkway and South Gordon Road, which will negatively affect one stop and three existing riders. Route 30 would no longer serve Blair Bridge Road, which will negatively affect three existing riders.

Benefits and Impacts

- Adjusting Route 30's alignment will make it more direct, improving travel time for the majority of riders.
- Less than 20 existing riders will lose service as a result of these recommendations, while more than 1,700 riders will have a faster ride and more reliable service.

- South Cobb riders losing direct Route 30 service can utilize either the restructured Route 25 or the TNC Partnership service.
- The travel times savings of a shortened route will help trips start on time, and during peak times, potentially reducing operating costs.
- Updated running times (schedules) will improve on-time performance.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

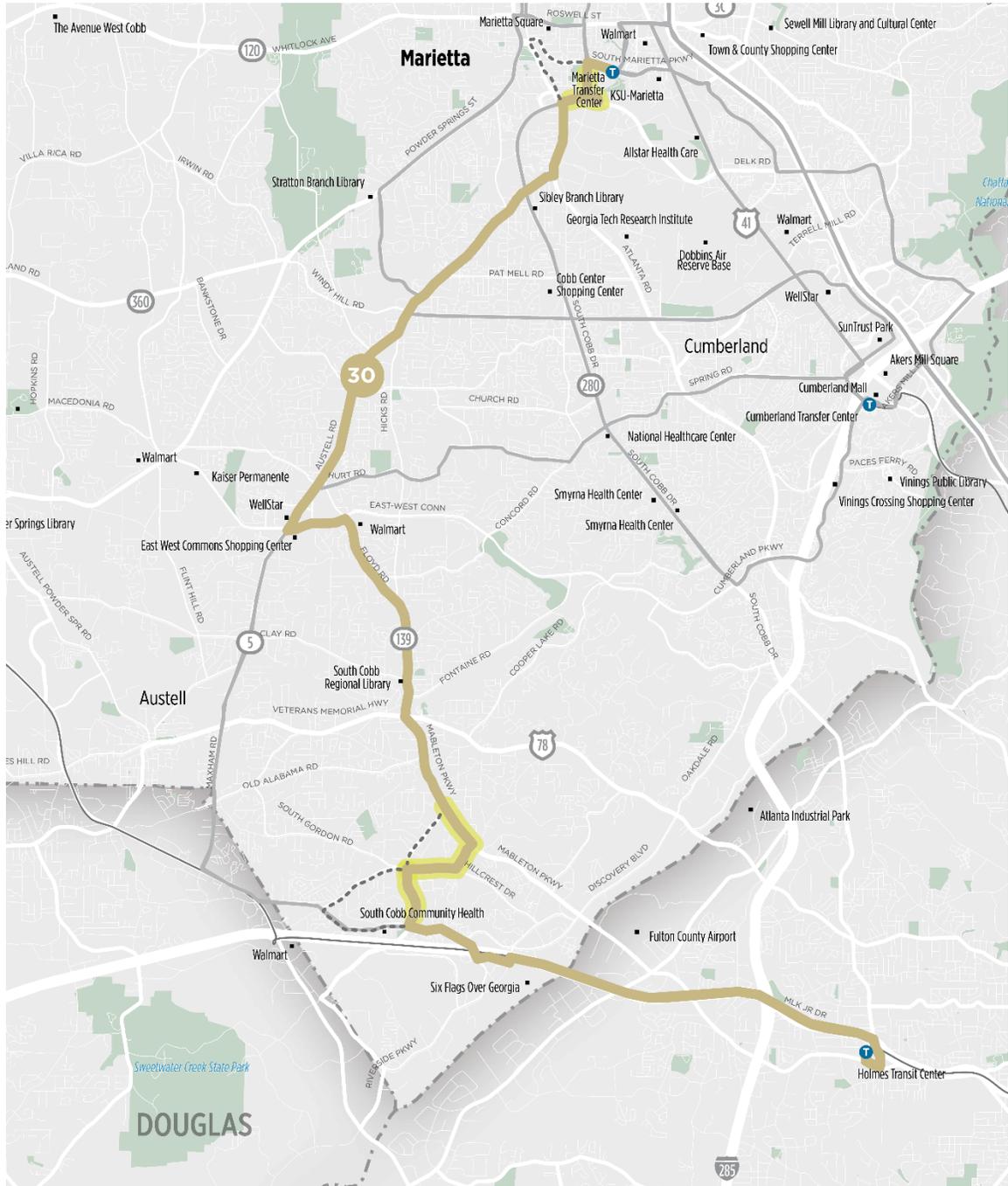
Figure 30 Route 30 Phase2 Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing	15 min peak 30 min off-peak	60 min	-	4:30 AM – 10:00 AM (M-F) 5:30 AM – 1:00 AM (Sat)
Proposed – Route 30	15 min peak 30 min off-peak	30 min	60 min	4:30 AM – 1:00 AM (M-F) 5:30 AM – 1:00 AM (Sat) 6:00 AM – 9:00 PM (Sun)

Route Map

Recommended improvements to Route 30’s alignment are illustrated in the map below.

Figure 31 Route 30 Changes



Route 30

- Existing Alignment
- New Alignment
- Discontinued Segment
- Other CobBLinc Routes
- GRTA Routes



TNC Partnership Zone

Transportation Network Companies (TNCs) are modern ride-hailing companies like Uber, Lyft, and taxicabs that provide on-demand rides using private vehicles. Transit agencies are increasingly partnering with these operators to offer on-demand service in areas where fixed-route transit would be financially unsustainable.

Recommendations

A new TNC Partnership Zone is recommended for South Cobb County to replace three existing Flex Zones with a new privately operated, subsidized service. The current Flex Zones are operated by CobbLinc and are underperforming and costly to operate. Flex Zones would be eliminated and replaced by the new TNC Partnership Zone.

Smaller vehicle, on-demand service would be provided by Transportation Network Companies (TNCs), which could include Uber, Lyft, or taxicabs. The service area would expand to include the Riverside employment area, as well as more of South Cobb County. Service would be offered between 7:00 a.m. and 7:00 p.m. on weekdays within a defined zone that includes Powder Springs, Austell, and South Cobb County.

Rides would be subsidized by CobbLinc, as long as the starting and ending point of a trip are within the subsidy zone. In order for this recommendation to be implemented, an agreement between CobbLinc and private operators will need to be in place. It is anticipated that fares would be not be more than Flex service.

Rider Impacts

The proposed TNC Partnership Zone is larger than the existing Flex Zones, and consolidates three services into one. The new service will expand access to service for South Cobb residents and make the service easier to understand. Additionally, on-demand service means planning trips will be faster and result in faster pick-up times. Strategies for passengers without a smartphone and/or unbanked passengers will be provided.

Benefits and Trade-offs

- Larger service area and faster pick-up times than Flex Zones.
- One zone is easier to understand and plan trips.
- More South Cobb residents will have access to service.
- Better job access in Riverside area.
- Strategies to accommodate potential users without a smart phone and debit/credit card must be implemented.

Frequency and Span

Recommended improvements to route frequency and/or span are shown in **bold** in the table below.

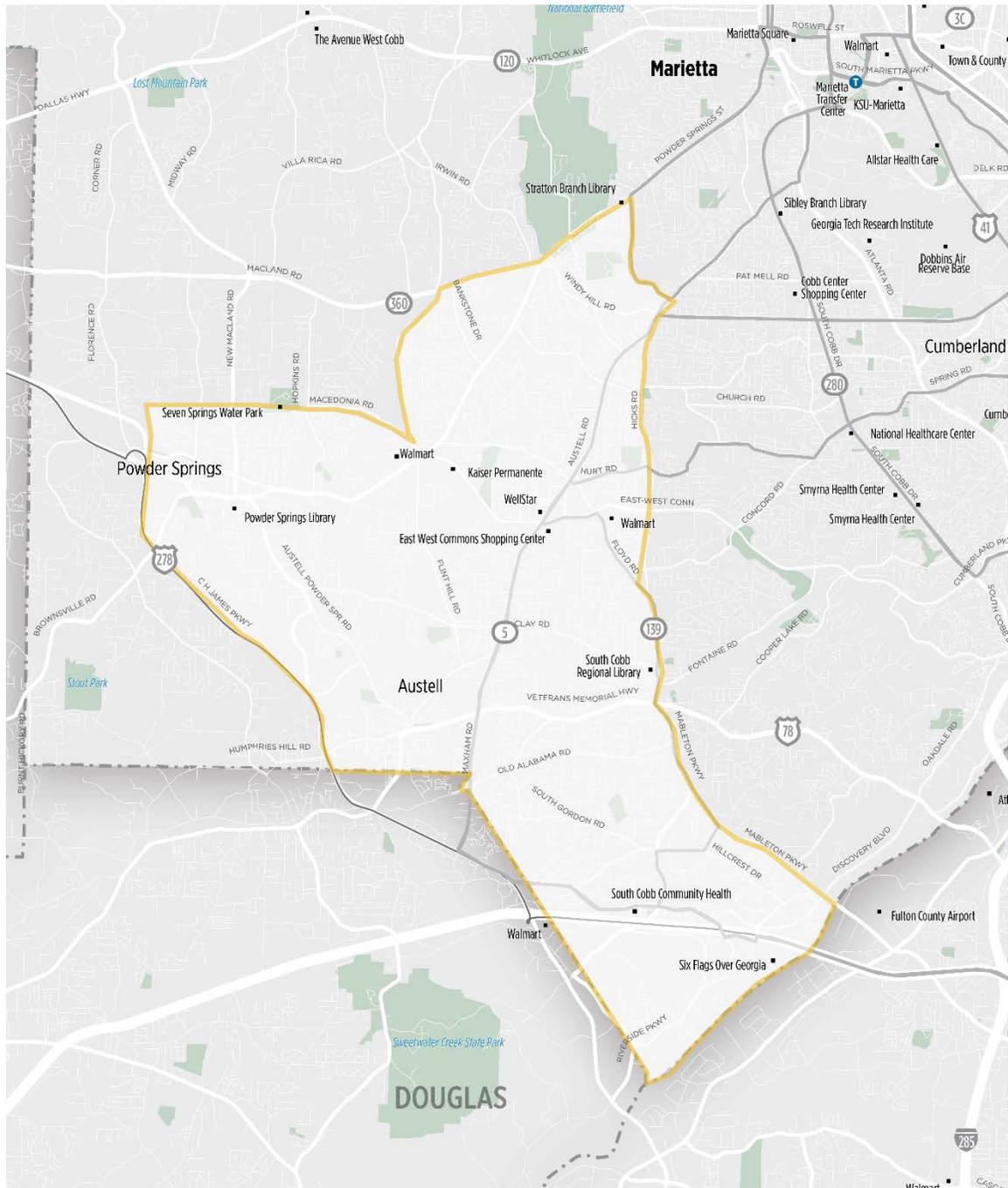
Figure 32 TNC Partnership Zone Frequency and Span Recommendations

Scenario	Weekday Frequency	Saturday Frequency	Sunday Frequency	Service Span
Existing – Flex Zones	60 min at Transfer Points or By Reservation	-	-	7:00 AM – 7:00 PM (M-F)
Proposed – TNC Partnership Zone	On Demand	-	-	7:00 AM – 7:00 PM (M-F)

Route Map

Proposed TNC Partnership Zone is illustrated in the following map.

Figure 33 TNC Partnership Zone Map



TNC Zone

TNC Zone
 Other CobBLinc Routes
 GRTA Routes




RIDER IMPACTS

Although some riders are losing service, 83% of riders will experience improved service through the proposed changes. Riders on other local routes will see Sunday service, better on-time performance, and frequency improvements, allowing them to rely on transit for more of their travel. Over 2,200 existing riders on Route 30 alone will experience faster, more reliable service. Commuters on Routes 100, 101, 102, and the Rapid 10 will see travel time improvements with the utilization of the managed lanes along I-75.

Many segments that are discontinued will be partially replaced by other bus service. In total, just one percent of current riders, representing 132 daily boardings, will lose fixed-route service in the proposed changes. Over 40 of those riders will have the option of subsidized TNC service to connect them to fixed-route service. The ridership numbers presented here are only for segments that will not have any replacement bus service within ¼ mile in the preferred alternative.

Figure 34 Rider Impacts of Proposed Discontinued Service by Segment¹

Route	Segment	Avg. Weekday Boardings in Discontinued Segment
Route 10	N/A	0
Route 10A	Entire Route	1
Route 10B	Entire Route	3
Route 10C	Entire Route	0
Route 15	Windy Hill Road	19
Route 20	Spring Hill Parkway (Home Depot)	11
Route 25	Old Alabama Road, Hillcrest Drive	38
Route 30	Factory Shoals Road, Blair Bridge Road	9
Route 40	George Busbee Parkway, Townpark Drive, Frey Lake Road	20
Route 45	Frey Road, Chastain Meadows Parkway, N Marietta Parkway	8
Route 50	Cobb Parkway, N Fairground Street, Cobb Galleria Parkway, Cumberland Boulevard	10
Route 100	N/A	0
Route 101	N/A	0
Route 102	Peachtree Street, 10 th Street NW	13
Total		132
Systemwide Average Daily Boardings		9,418
Percent of Systemwide Ridership Impacted		1%

¹ Estimated average weekday boardings are based on a sample of CobBLinc automatic vehicle locator (AVL) data from March-May 2017

