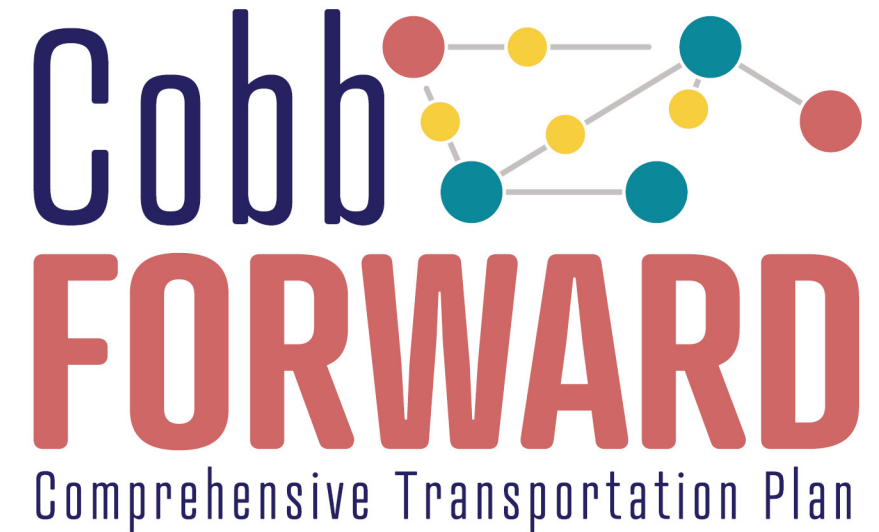


CobbForward

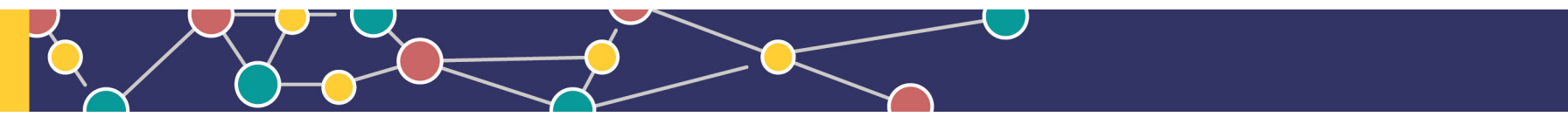
Transportation Coordinating
Committee Presentation

September 23, 2022

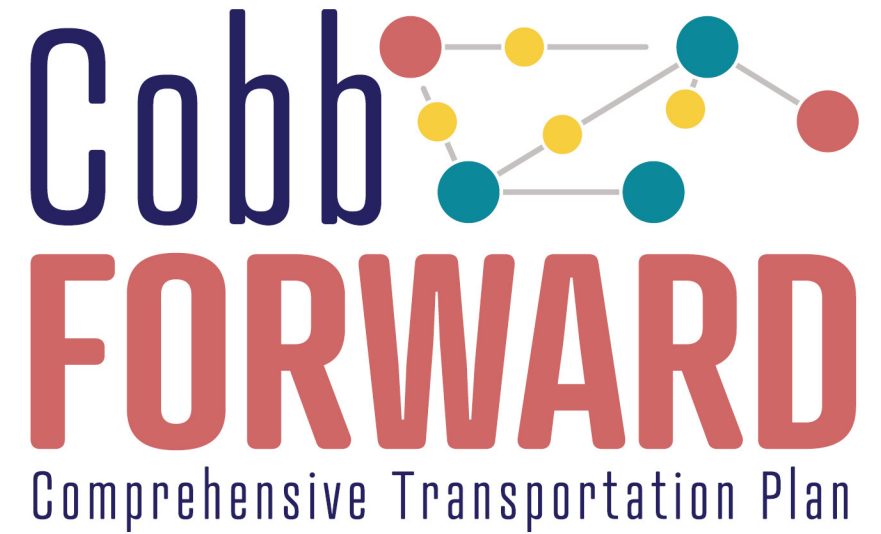


Agenda

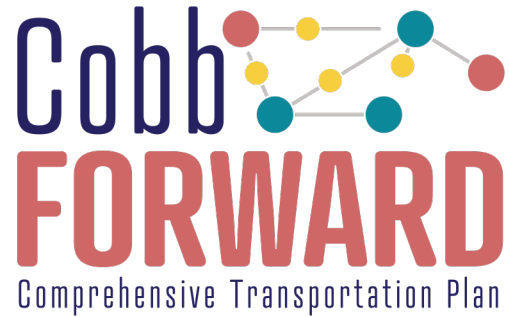
- Plan Overview
- Unique Plan Considerations
- Final Plan Recommendations
- Next Steps
- Questions



Plan Overview



Plan Elements

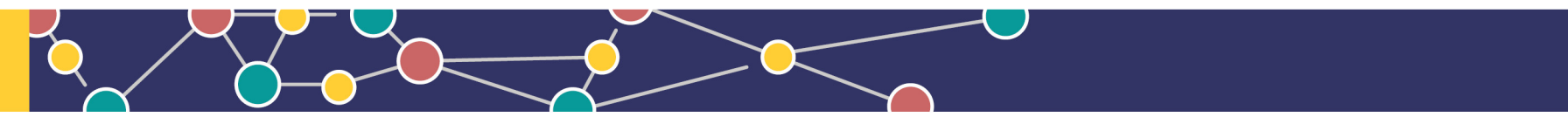


Comprehensive Transportation Plan

Comprehensive Transit Development Plan

Additional Plan Elements

- *Special Corridor Studies*
- *Smart Cities Roadmap*
- *Connected and Autonomous Vehicles Roadmap*



Project Goals



Improve Health & Safety

Provide a transportation system that is safe and supports healthy living for all users.



Enhance Mobility

Improve travel times for all users with multimodal solutions.



Use Innovative Tech

Use innovative transportation technologies and access to information to enhance the efficiency of the transportation network.



Be Cost Effective

Prioritize investments that maintain reliable transportation infrastructure and maximize return on investment.



Support Equitable Access

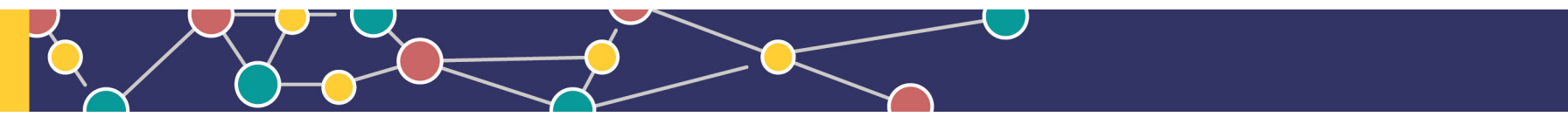
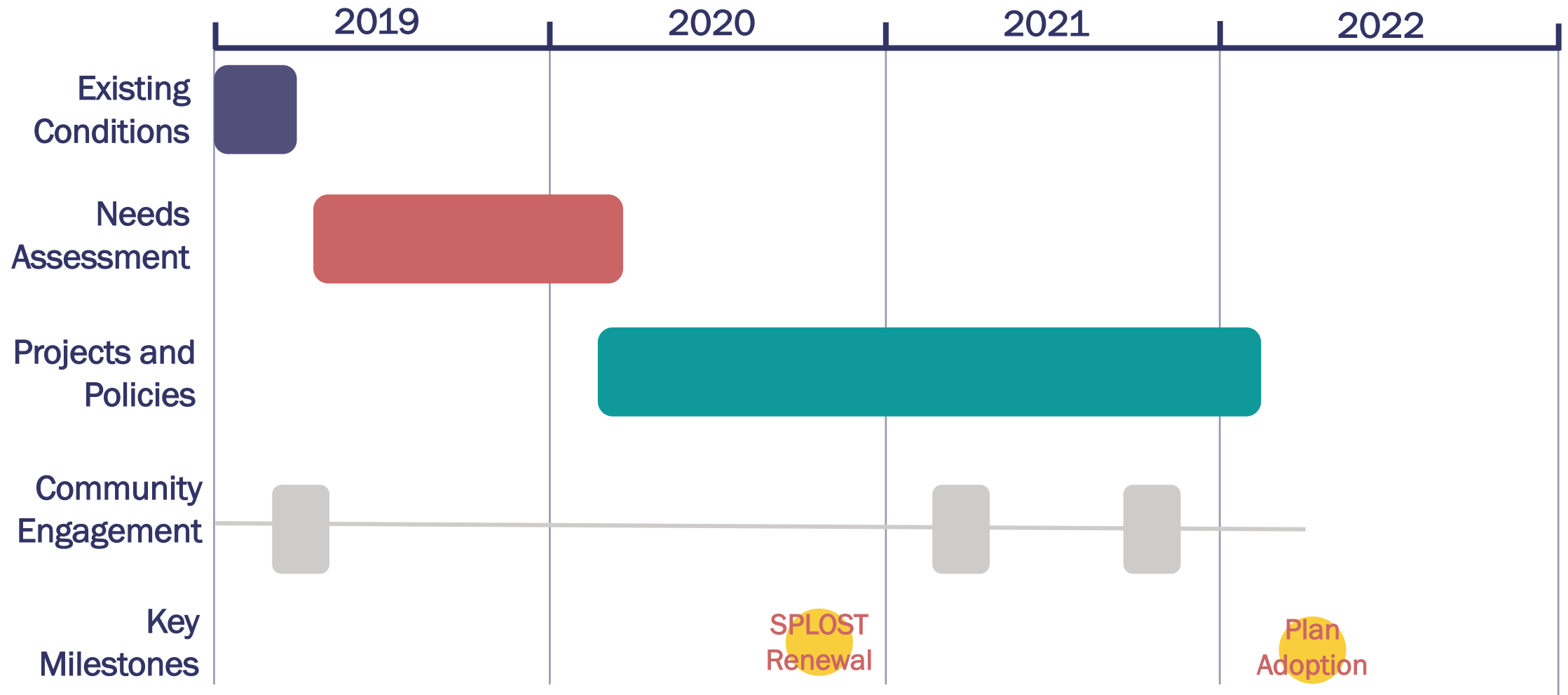
Provide mobility choices that are accessible and equitable for all communities and users.



Integrate Land Use/Design

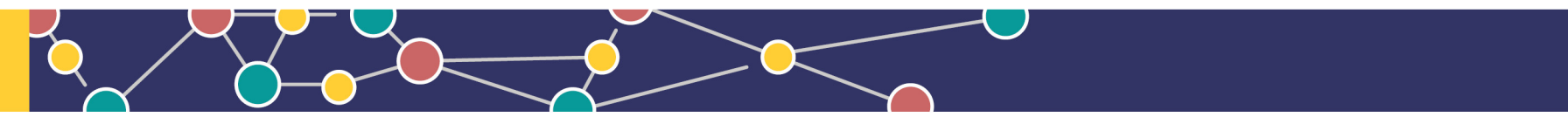
Support land use and urban design that enhances accessibility and connectivity between land uses for all users.

Planning Process

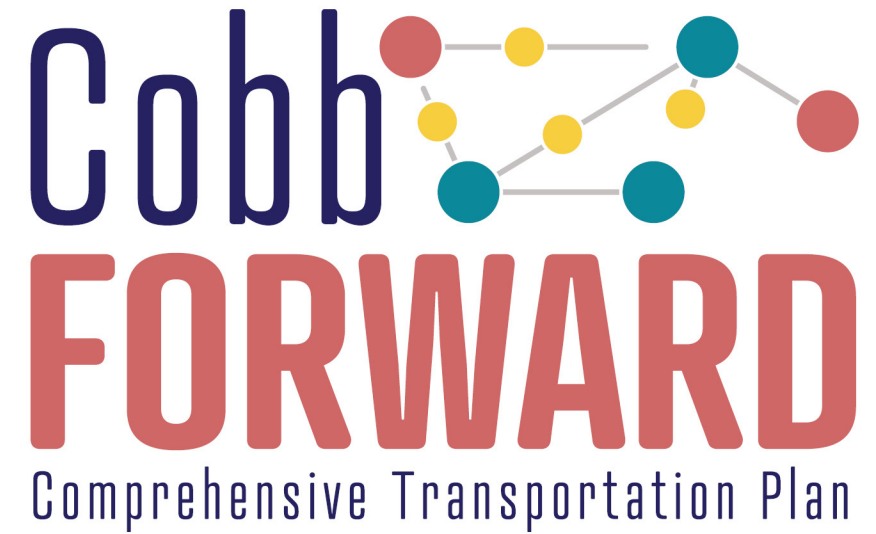


Unique Plan Considerations

- Due to COVID, public engagement changed mid plan
- New funding mechanisms + new leadership = lots of options
- Competing interests, competing outcomes

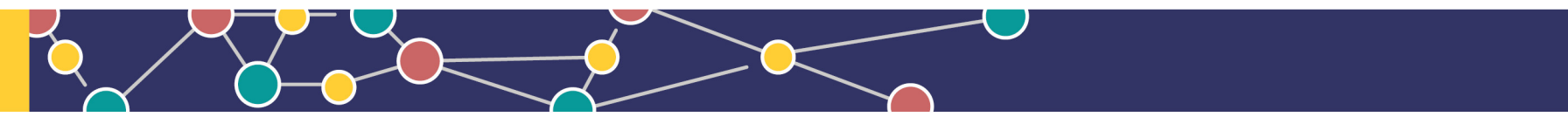


Due to COVID, public
engagement changed
mid plan



Engaging Stakeholders and Public

- Focused Engagement
 - Technical Committee meetings
 - City and CID meetings
 - Transit Advisory Board meetings
 - County Commissioner meetings and work sessions
 - Adjacent communities meeting
- Public-Facing Engagement
 - Public meetings and town halls
 - Surveys
 - Pop-ups and ambassadors
 - Website and social media



Reaching the Public

Round 1: Vision and Needs

9 In-Person Public Meetings

~320 participants

6 Community Events

~700 participants

1 Online Survey

~2,800 completed

82 Emails

Round 2: Recommendations

3 Virtual Public Meetings

~160 participants

5 In-Person Town Hall Meetings

~160 participants

Transfer Center Pop-ups

~75 riders

Online Survey

~1,000 responses

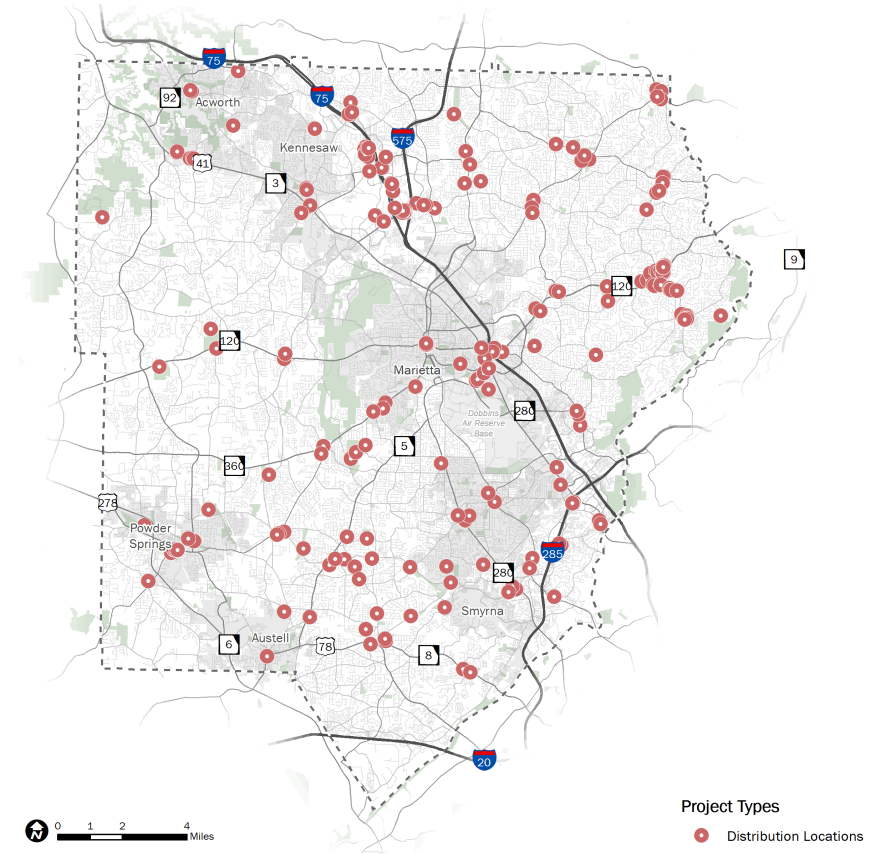
Scientific Survey

~4,300 responses

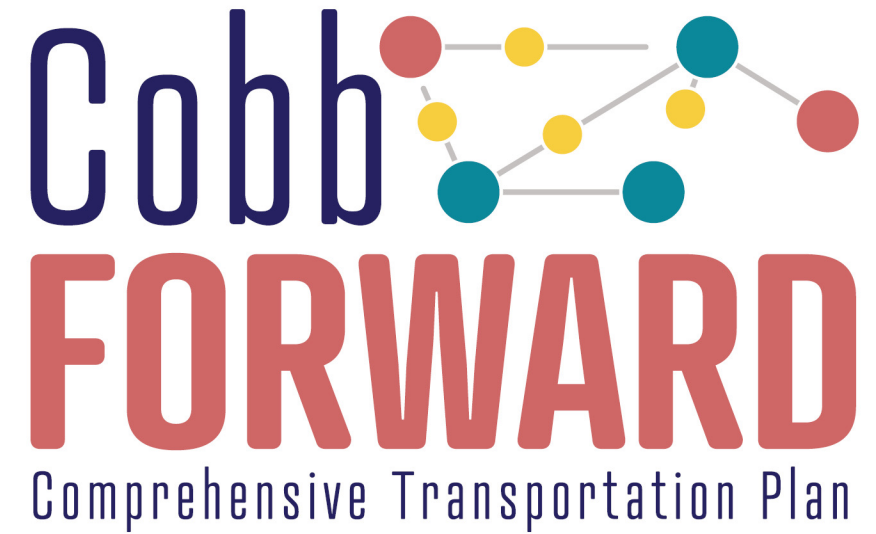
CTP ambassadors

**Additional public meetings regarding Mobility SPLOST opportunities*

- Advertisement
 - Press releases
 - Social media
 - Email blasts
 - Yard signs, postcards, and flyers
 - Window clings
- Collateral distribution
 - Shopping centers, grocery stores, libraries, universities, medical centers, etc.

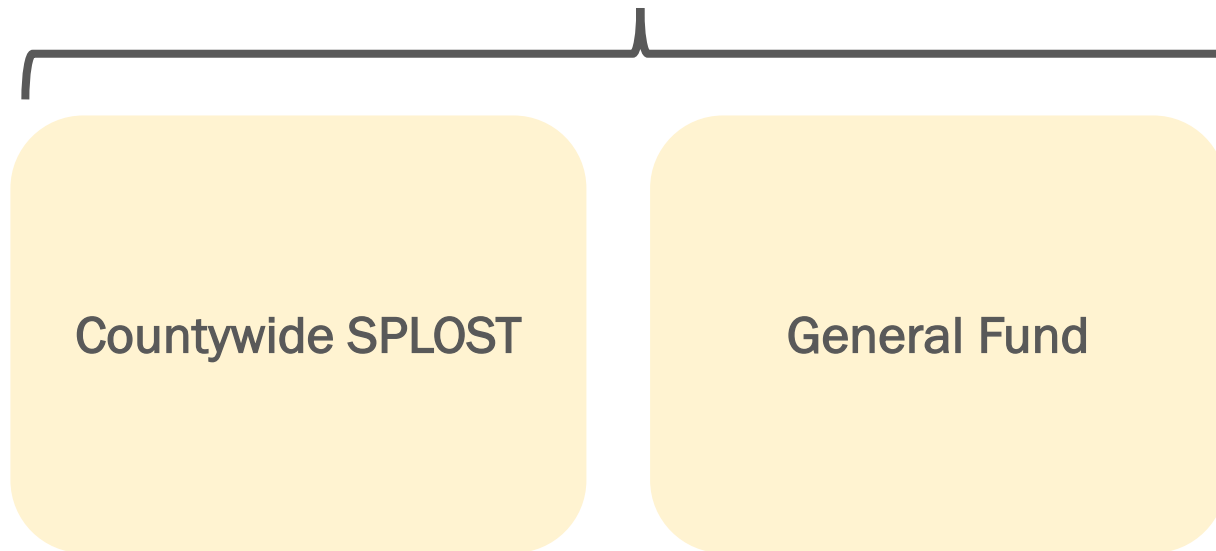


New funding
mechanisms
+ new leadership
= lots of options

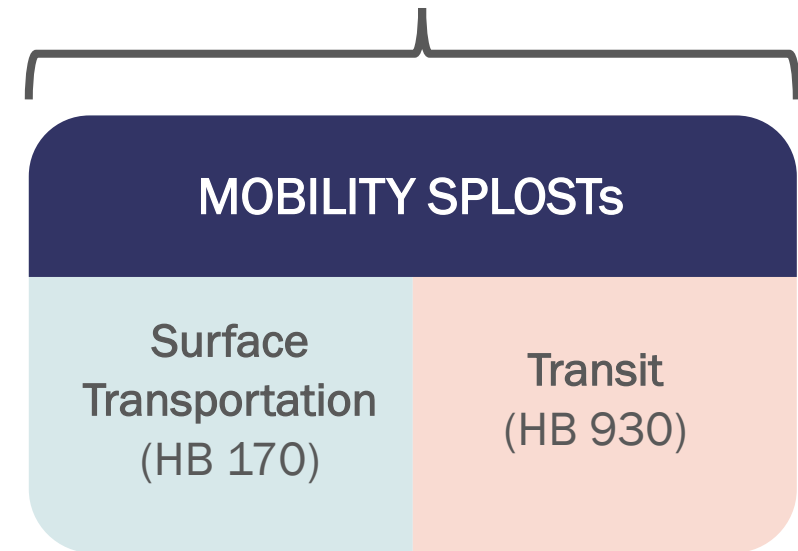


Local Funding Opportunities Being Considered

Existing Funding Sources



Potential Funding Sources



Universe of Projects

Surface Transportation

Transit

Other

Roadway

- Roadway Capacity
- Grade Separation
 - Interchange Improvements
 - Operational Improvements
- New Roadways/Connections
- Realignments
- Intersections

Active Transportation

- Bicycle Facilities
- Pedestrian Facilities
 - Trails

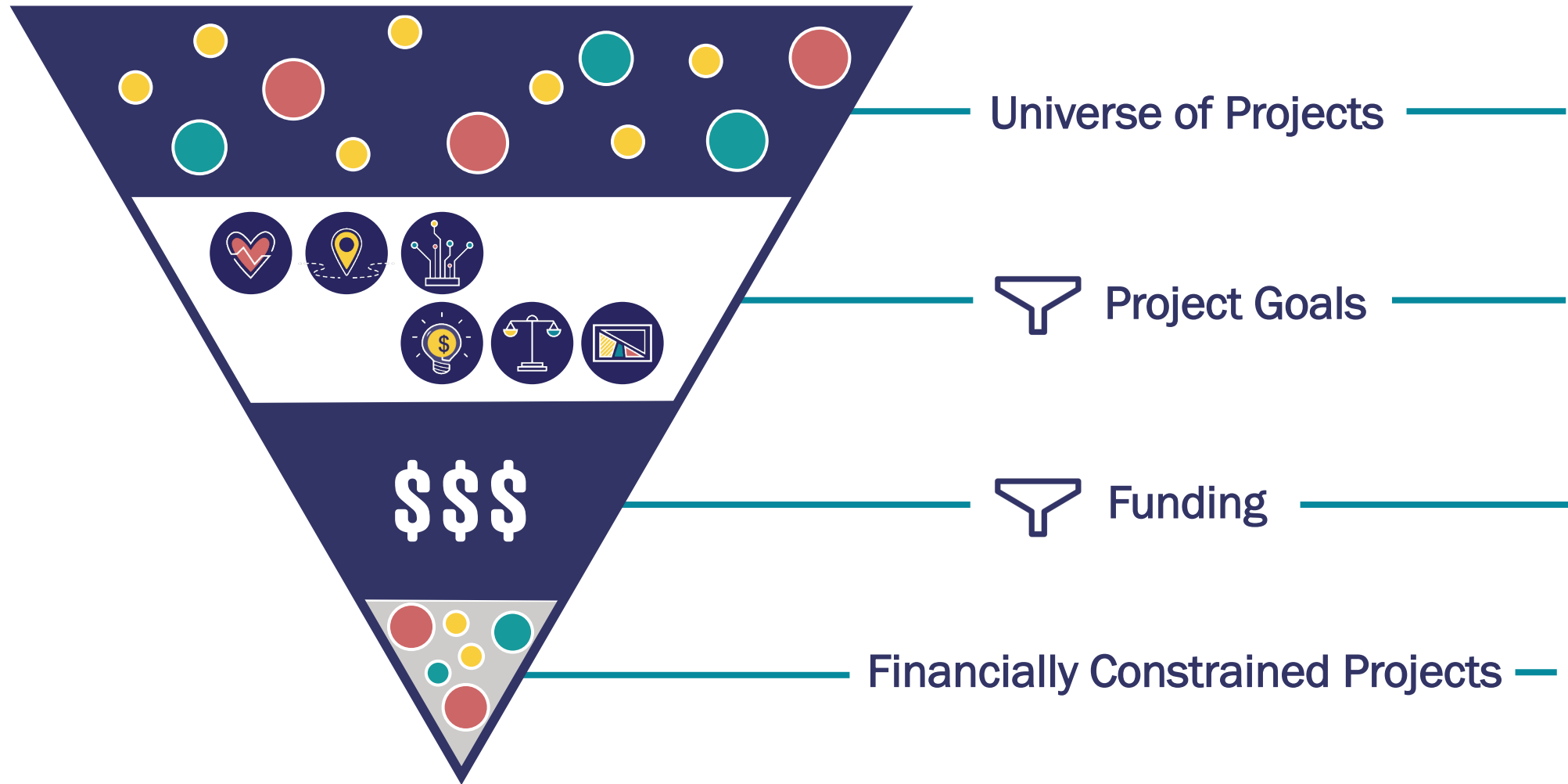
Transit

- Local
 - High Capacity
 - Stops
 - Routes
- Maintenance Facilities
 - Park & Rides
 - Transfer Centers







Alternate Evaluation/ Policy Decision

- Asset Management
 - Bridges
 - Drainage/Maintenance
 - Freight
- Emerging Technologies
 - Intelligent Transportation Systems (ITS)
 - Policies
 - Studies

Project Evaluation

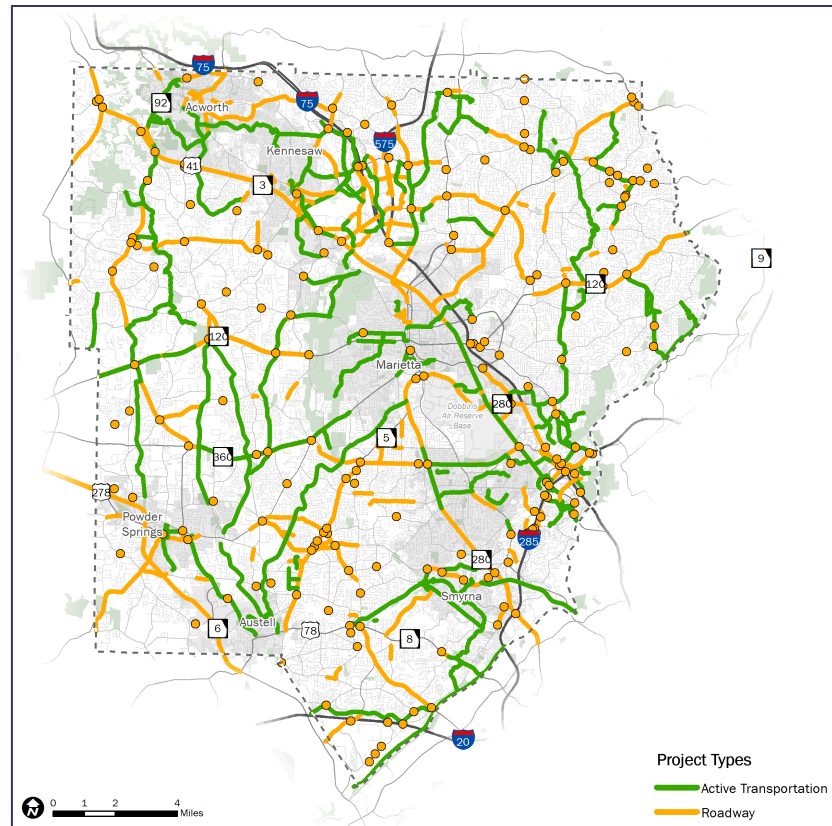


Evaluating Transit Corridors

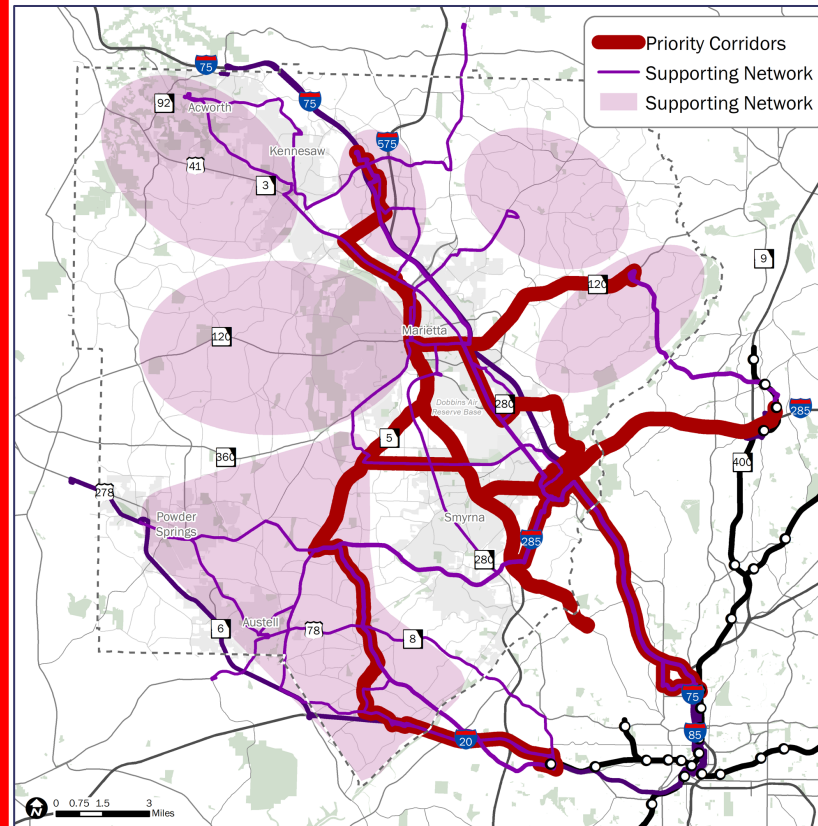
Characteristics	Vision and Goals					
	 Improve Health & Safety	 Enhance Mobility	 Support Equitable Access	 Use Innovative Tech	 Be Cost Effective	 Integrate Land Use/Design
Travel Patterns		●		●	●	
Existing Transit Service		●	●		●	
Activity Nodes	●	●	●			●
Transit Propensity	●	●	●		●	●
Community Facilities	●	●	●			●
Existing and Future Land Use	●	●			●	●

Considered by the Public

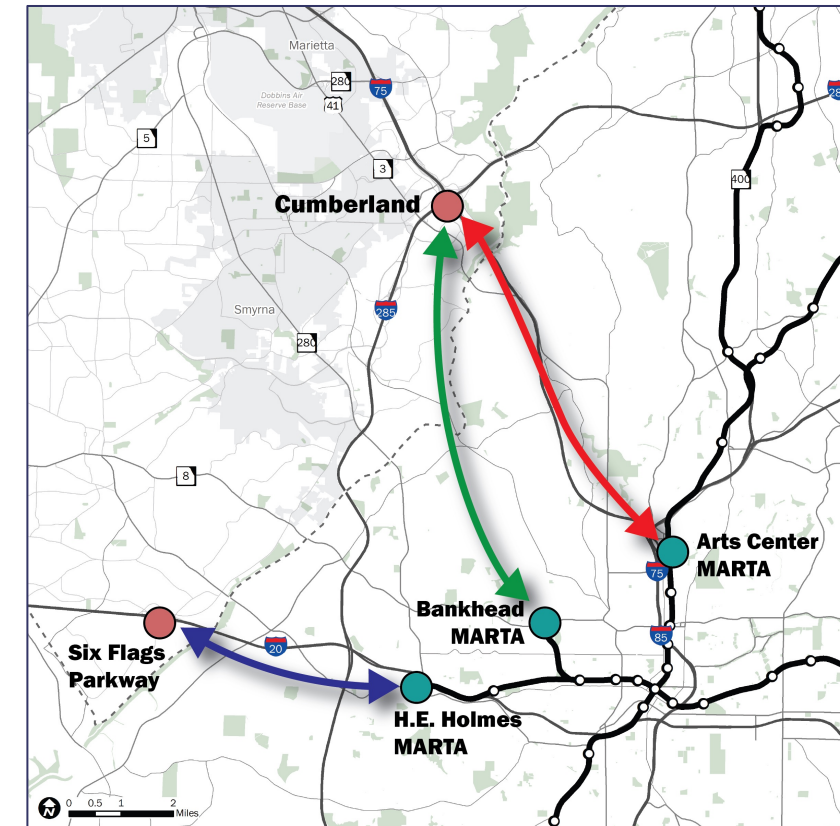
Surface Transportation



Transit



Rail

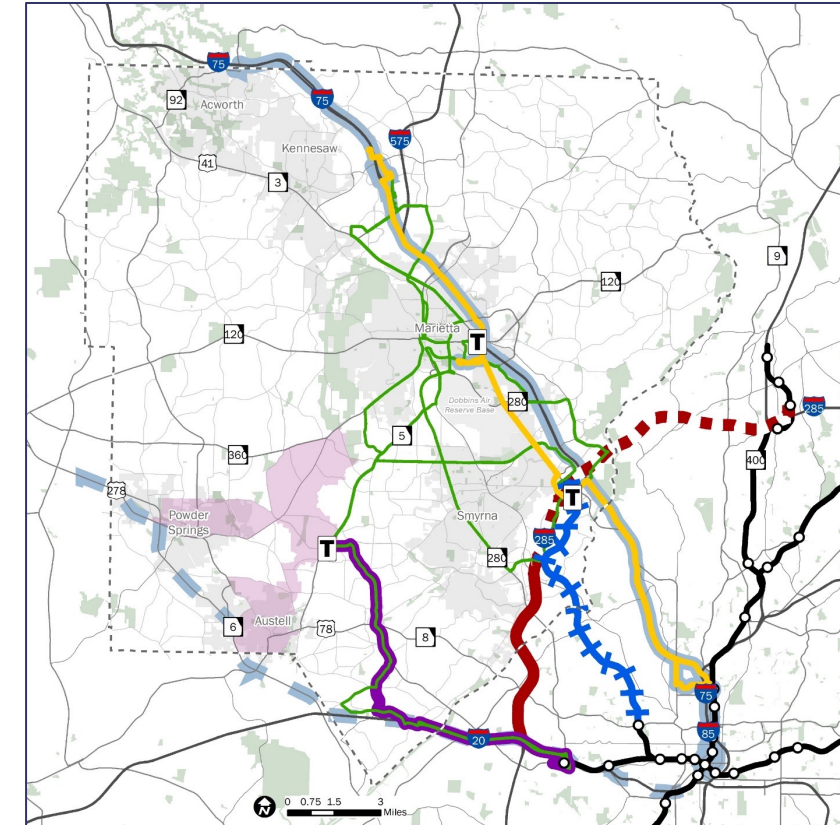
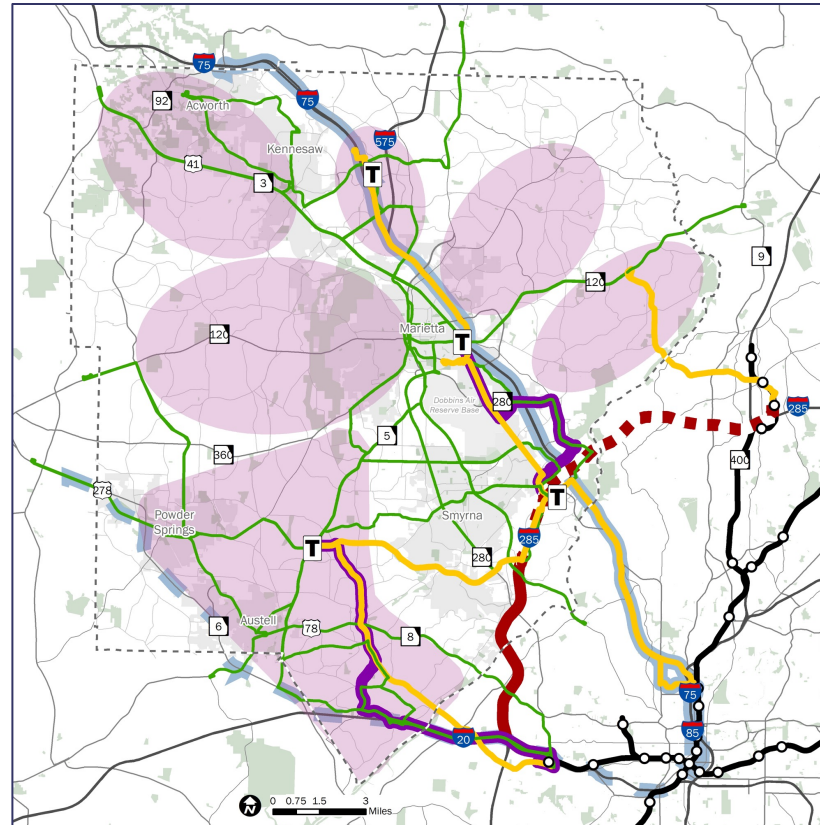
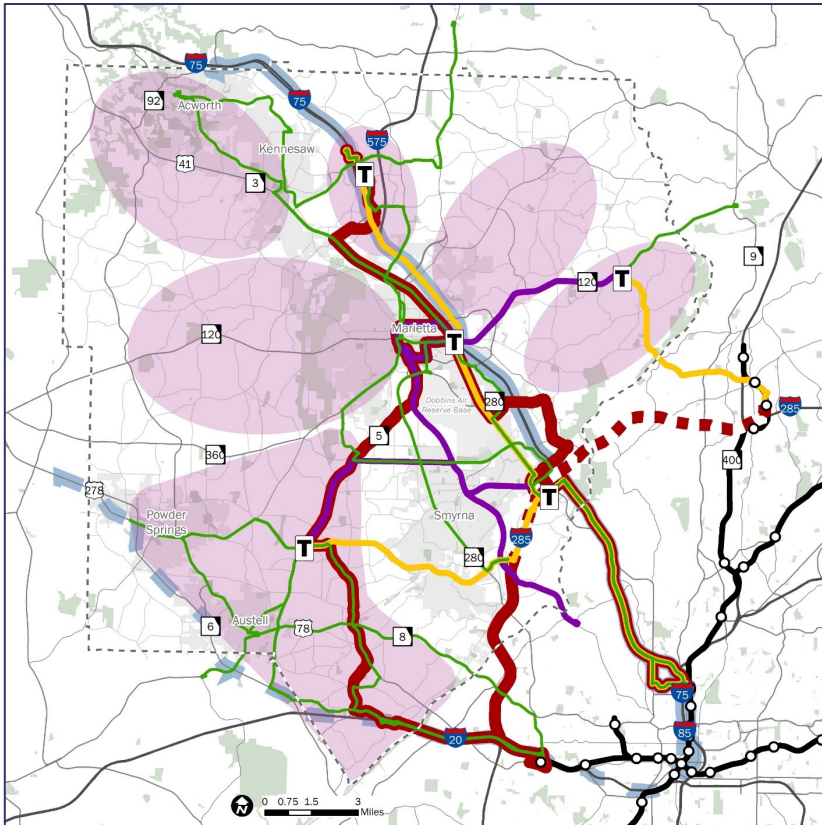


Mobility SPLOST Transit Scenarios

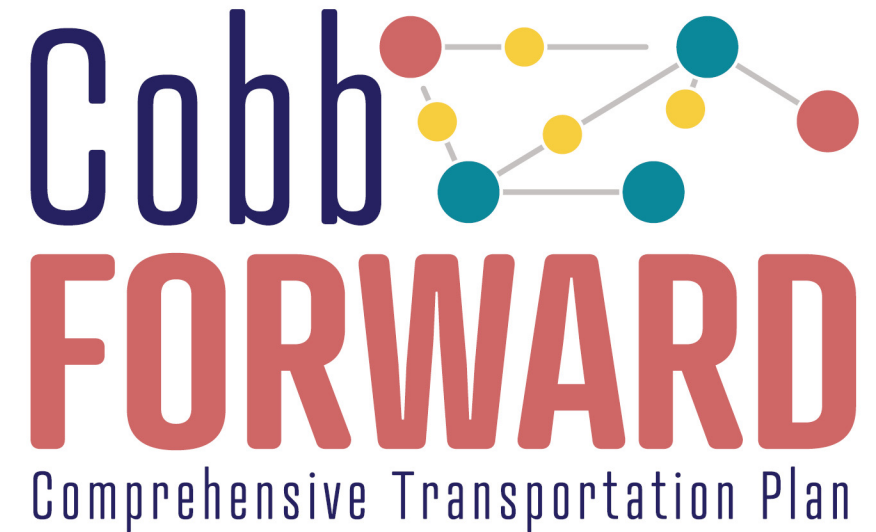
Balanced

Coverage

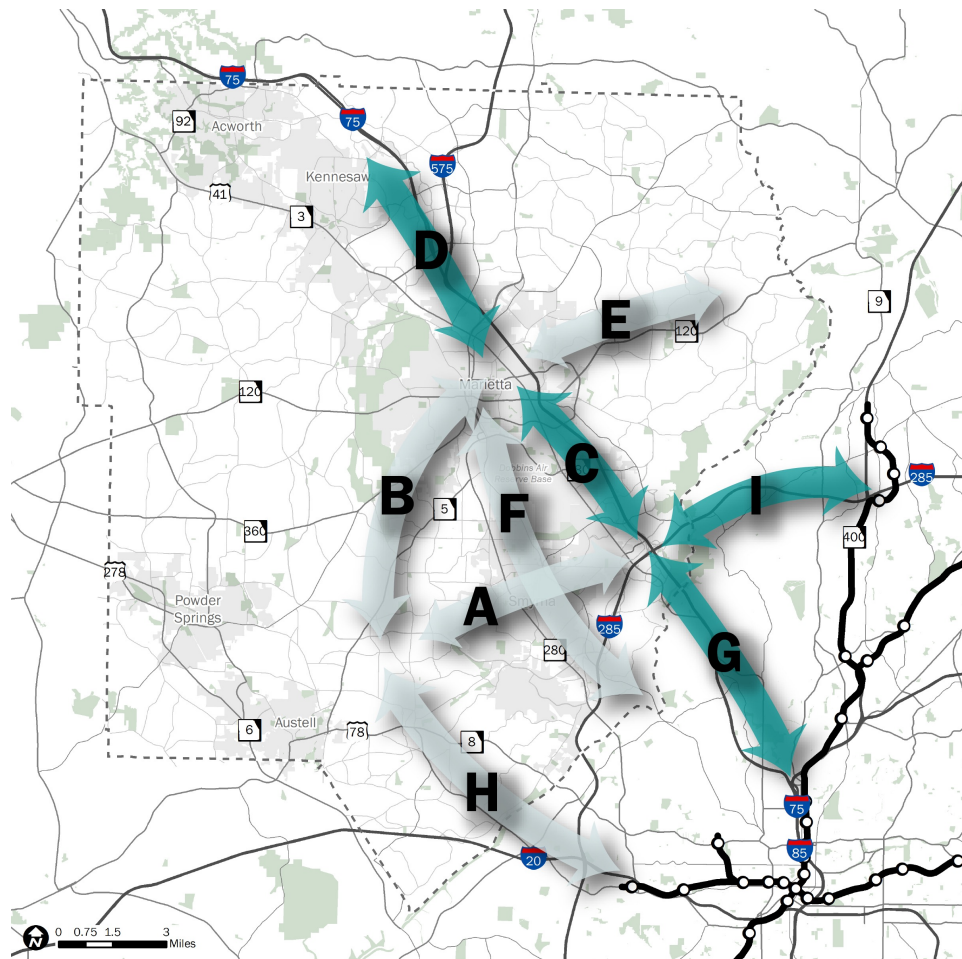
Productivity



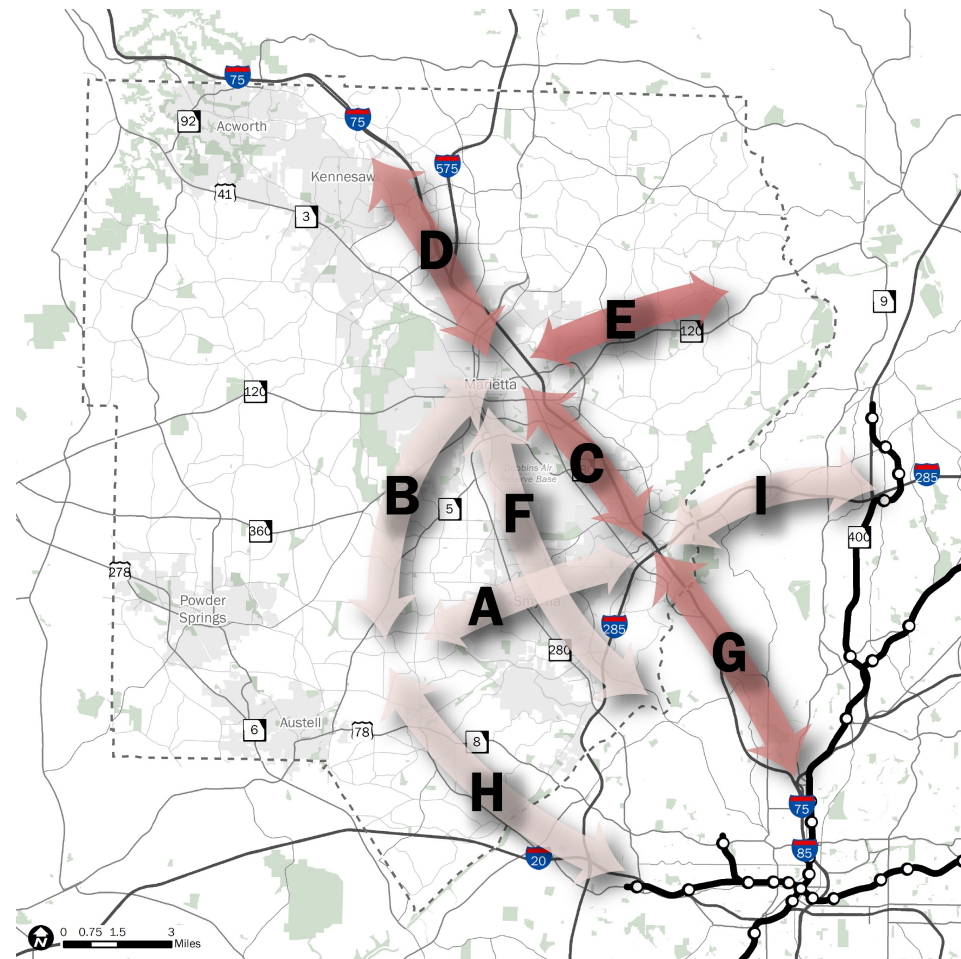
Competing interests,
competing outcomes



Transit Priority Corridors

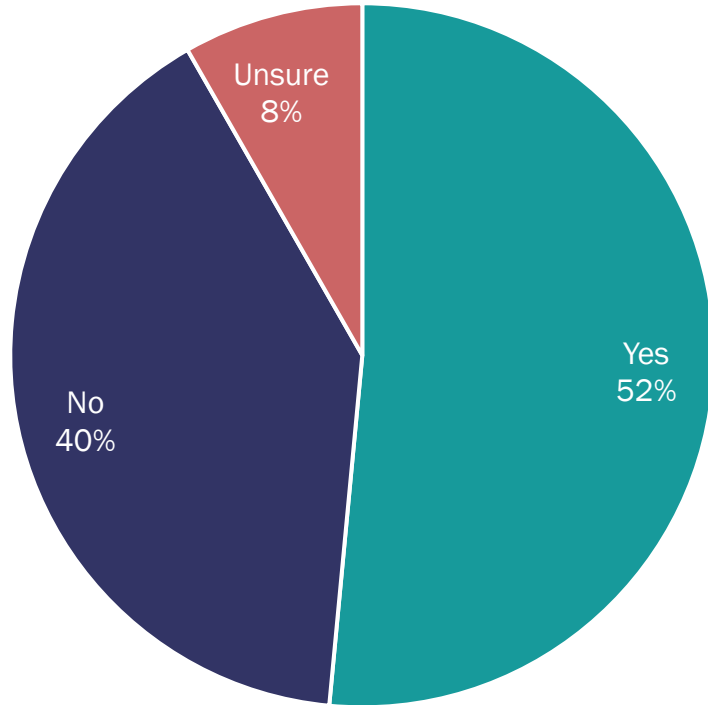


Online Survey

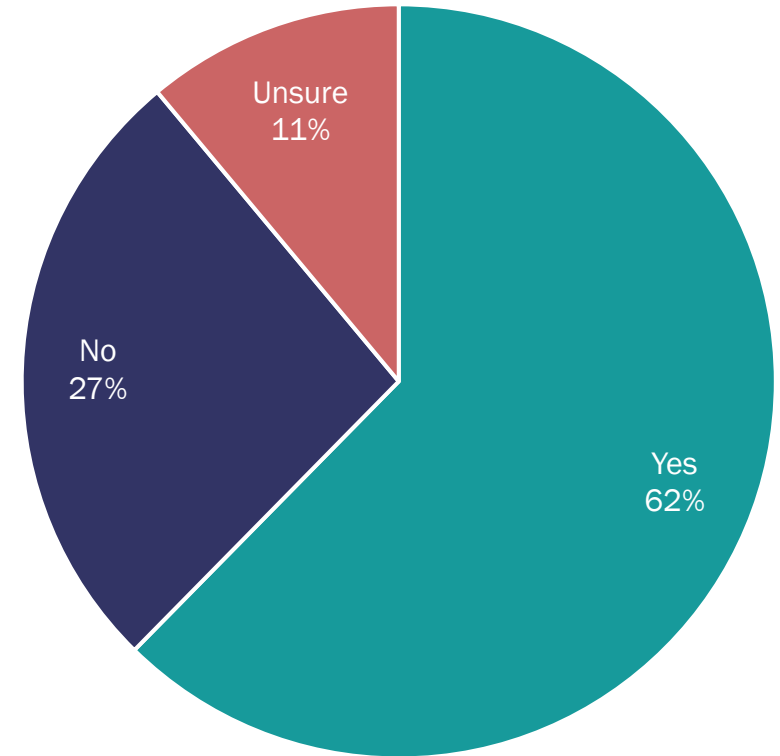


Scientific Survey

Heavy Rail Investment



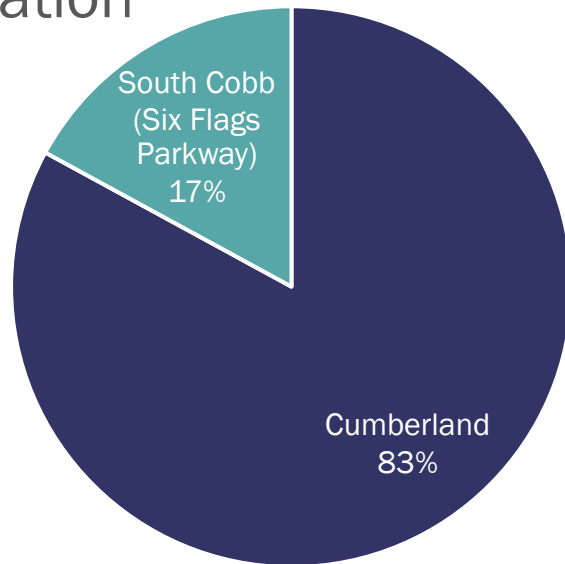
Online Survey



Scientific Survey

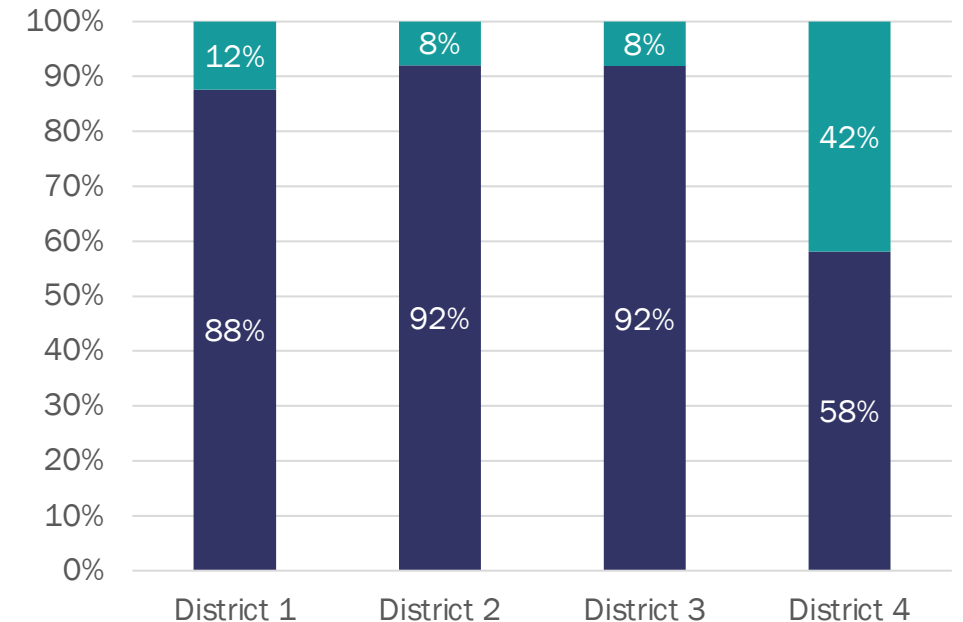
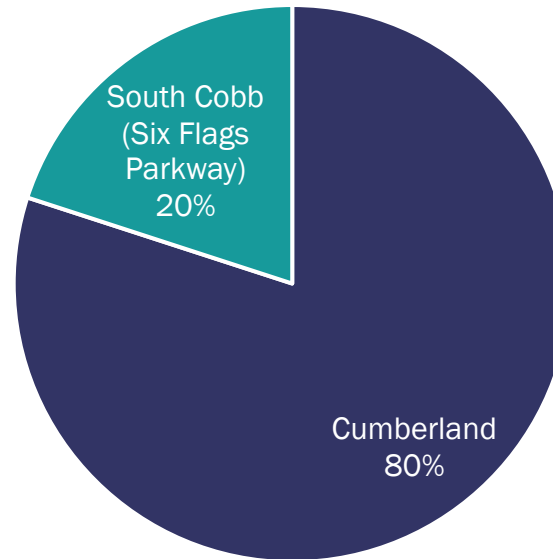
Heavy Rail Investment

Of those who answered yes to Heavy Rail, 83% of respondents said Cumberland is the preferred location



Online Survey

Of those who answered yes to Heavy Rail, 80% of respondents said Cumberland is the preferred location

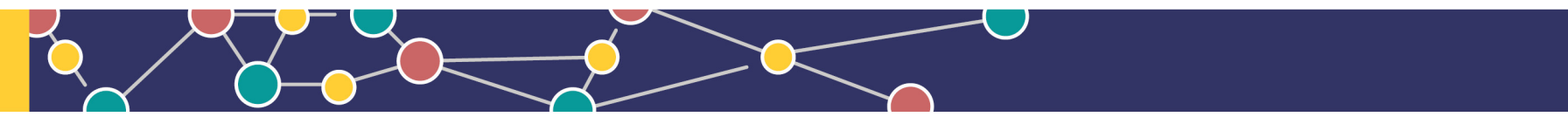


Scientific Survey

Willingness to support a new sales tax

Tax Type	Survey	Yes	Unsure	No
Surface Transportation	Online	50%	14%	35%
	Scientific	48%	17%	36%
Transit	Online	49%	12%	39%
	Scientific	48%	15%	37%

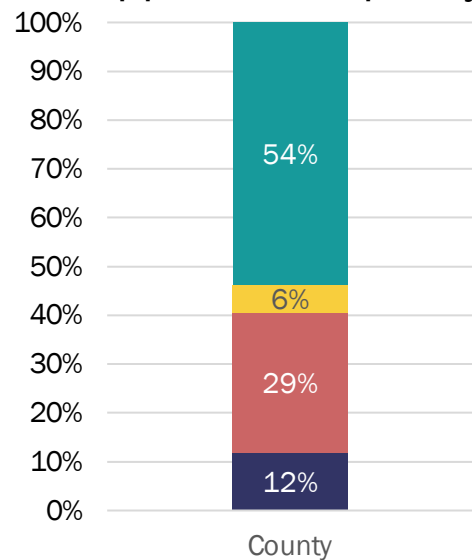
Due to rounding, results do not equal 100%



Willingness to support a new sales tax

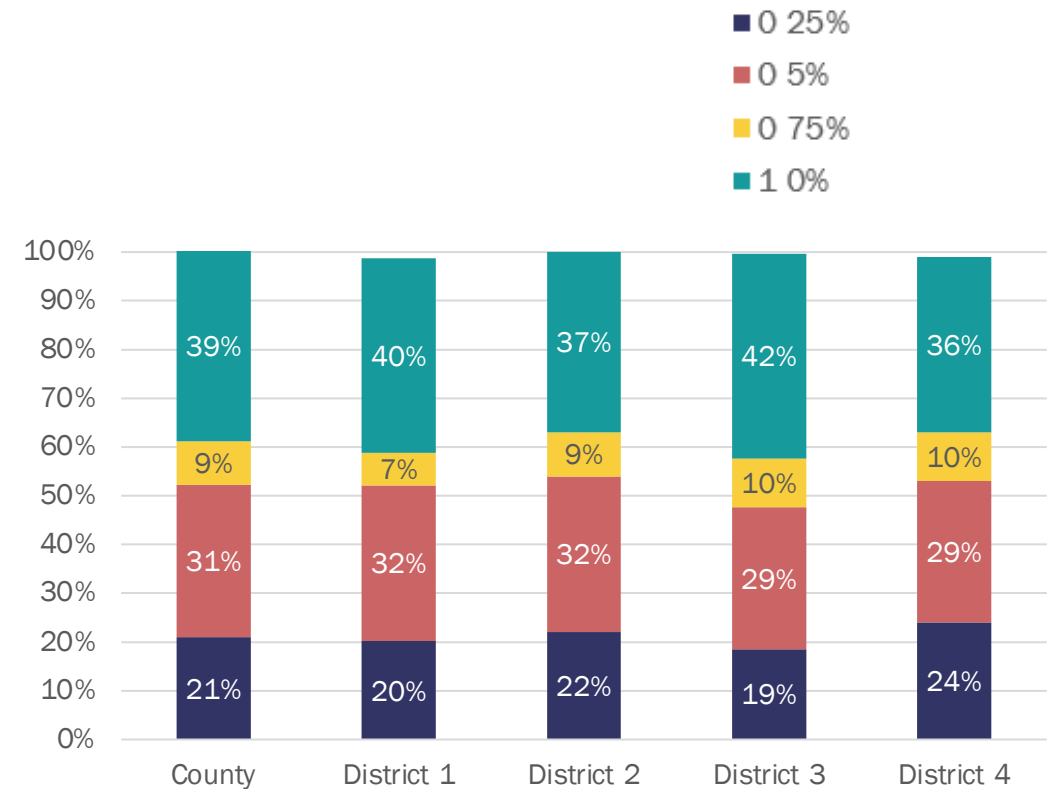
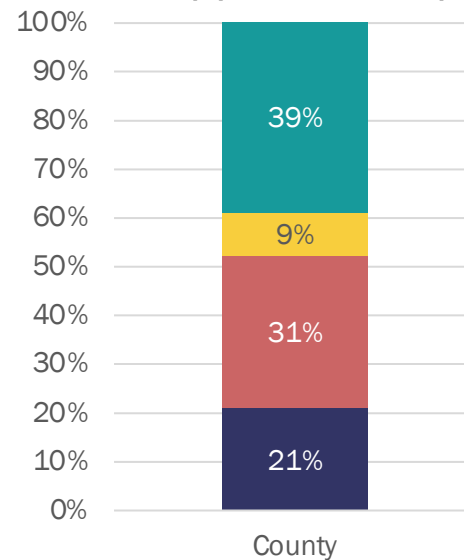
• Of those willing to support a new sales tax for **surface transportation**:

- 54% said they would support a full penny
- 29% said they would support half a penny



Online Survey

- 39% said they would support a full penny
- 31% said they would support half a penny

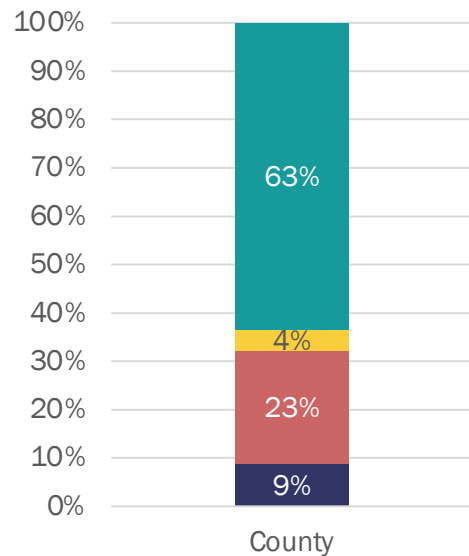


Scientific Survey

Willingness to support a new sales tax

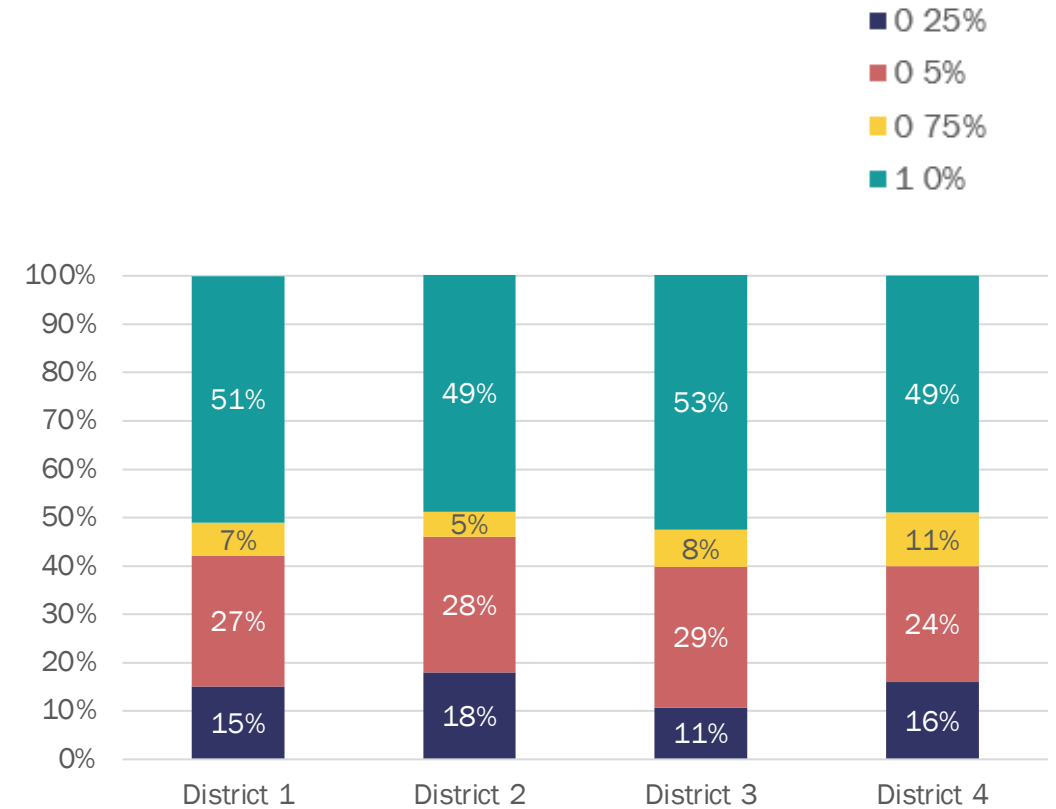
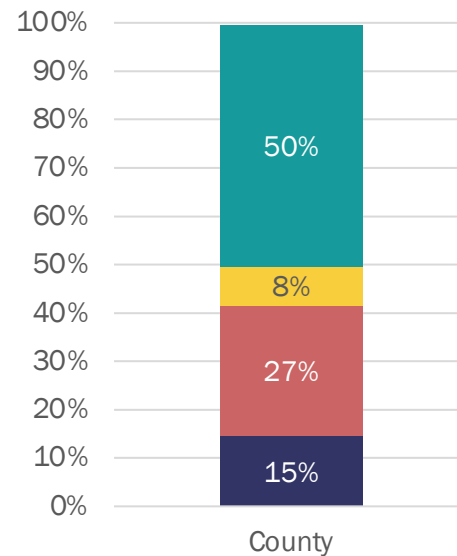
- Of those willing to support a new sales tax for **transit**:

- 63% said they would support a full penny
- 23% said they would support half a penny



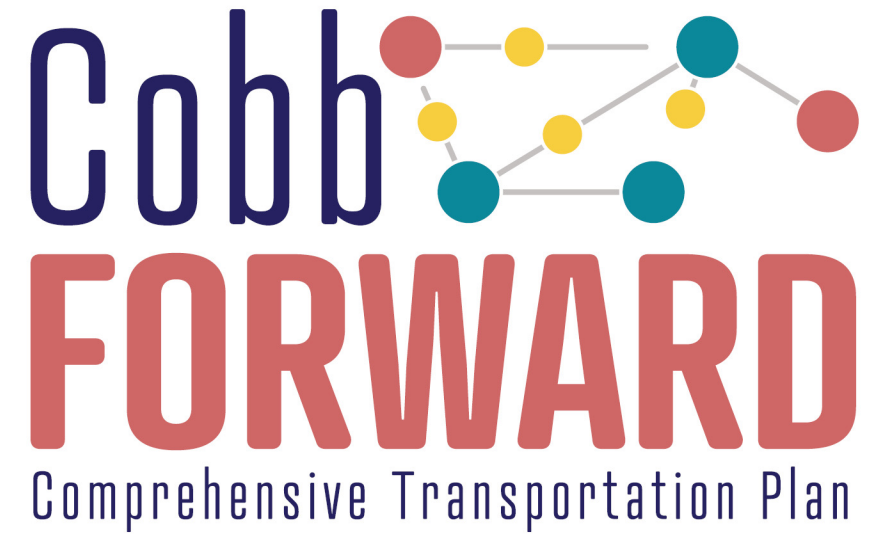
Online Survey

- 53% said they would support a full penny
- 25% said they would support half a penny

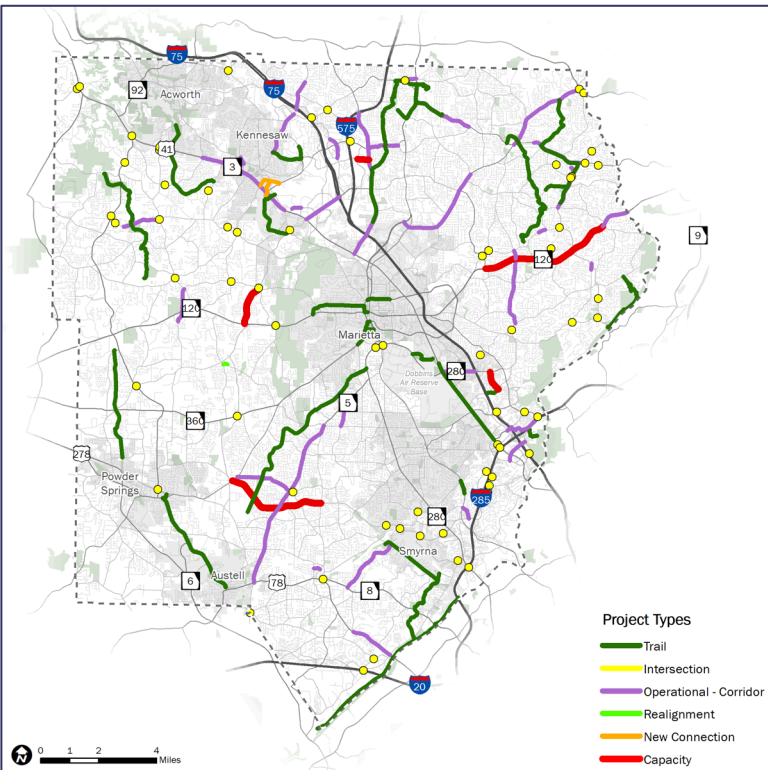


Scientific Survey

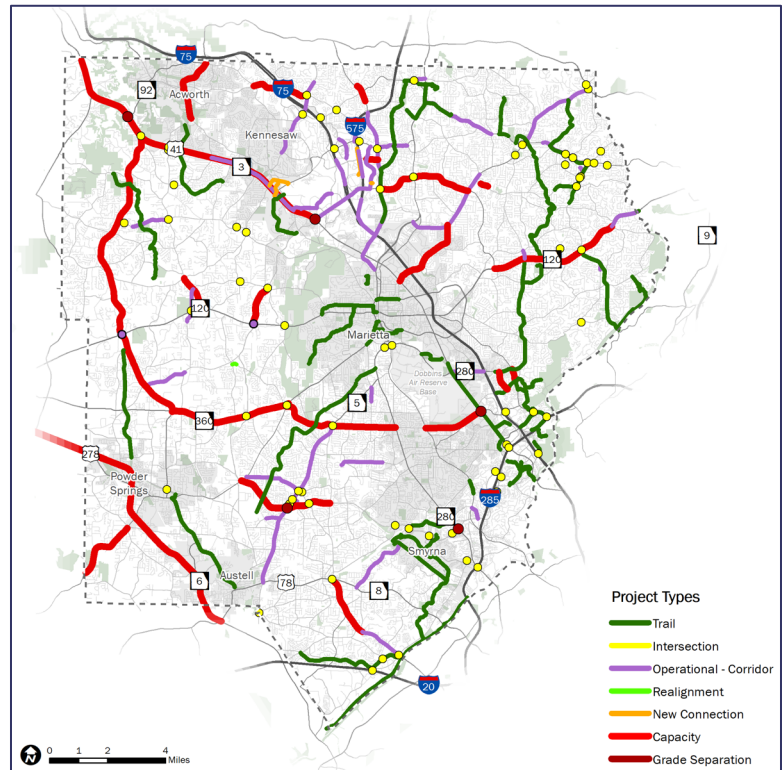
Final Plan Recommendations



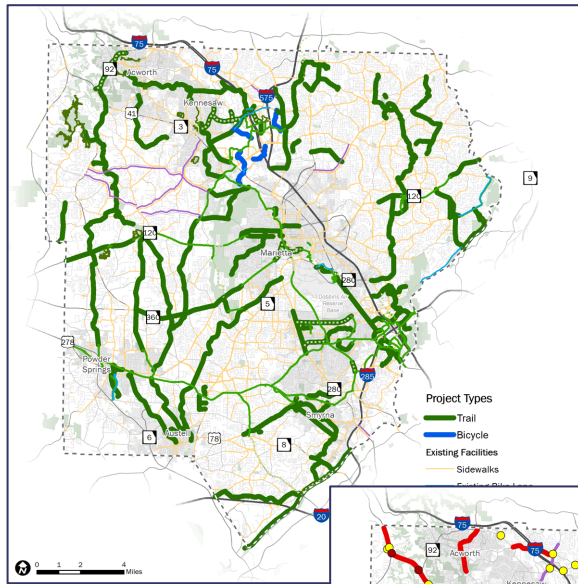
Surface Transportation Recommendations



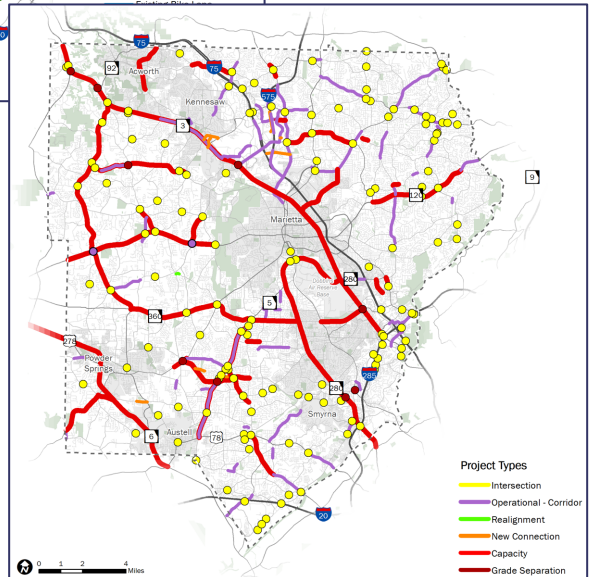
5-Year



10-Year

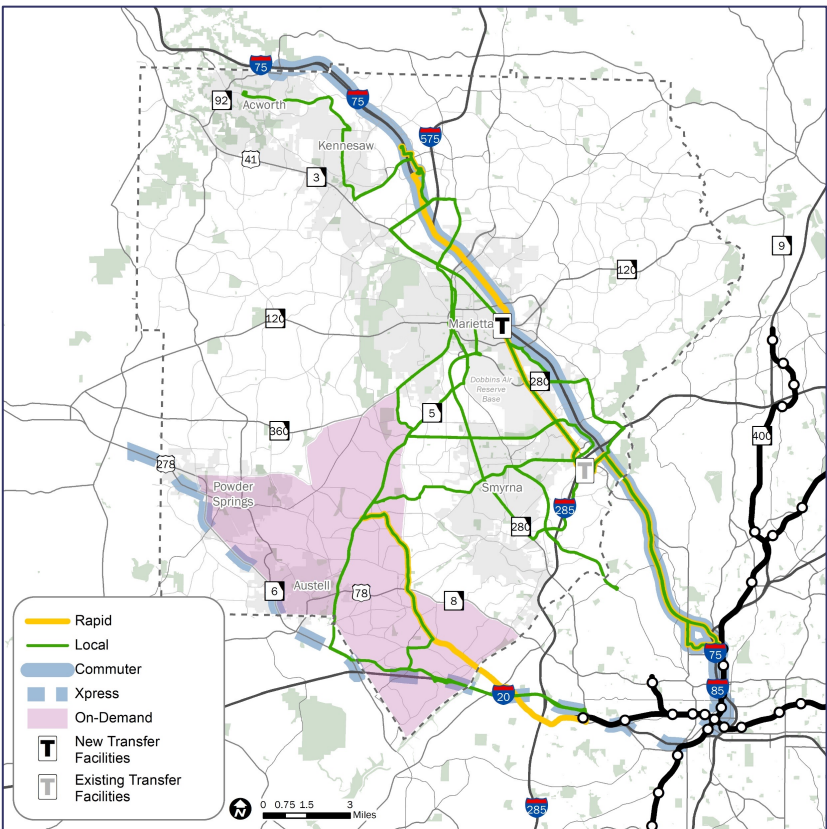


30-Year

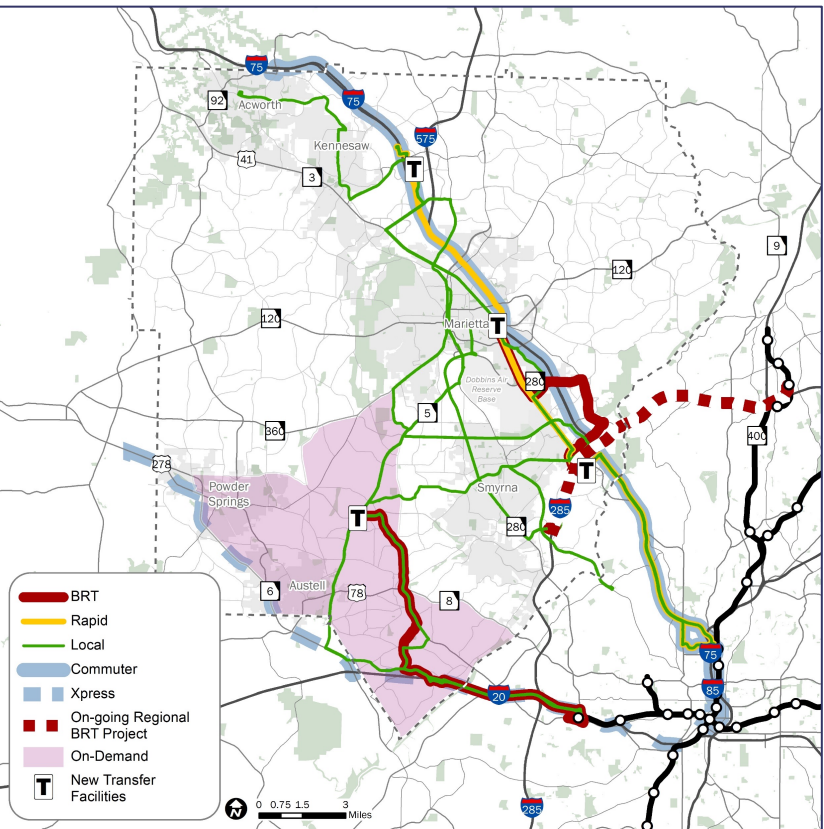


Transit Recommendations

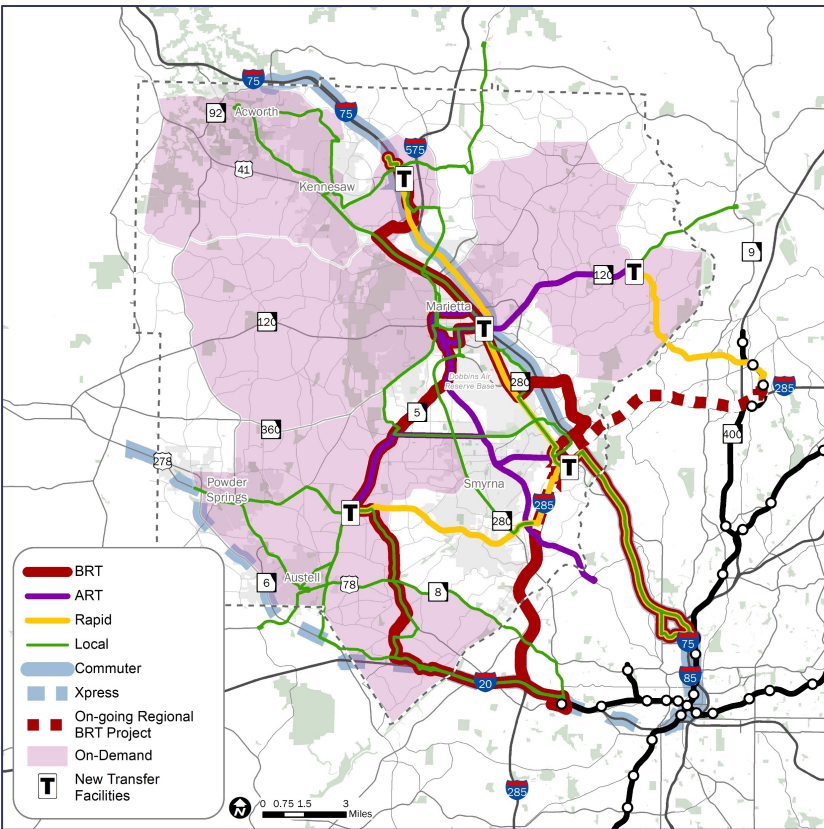
5-Year



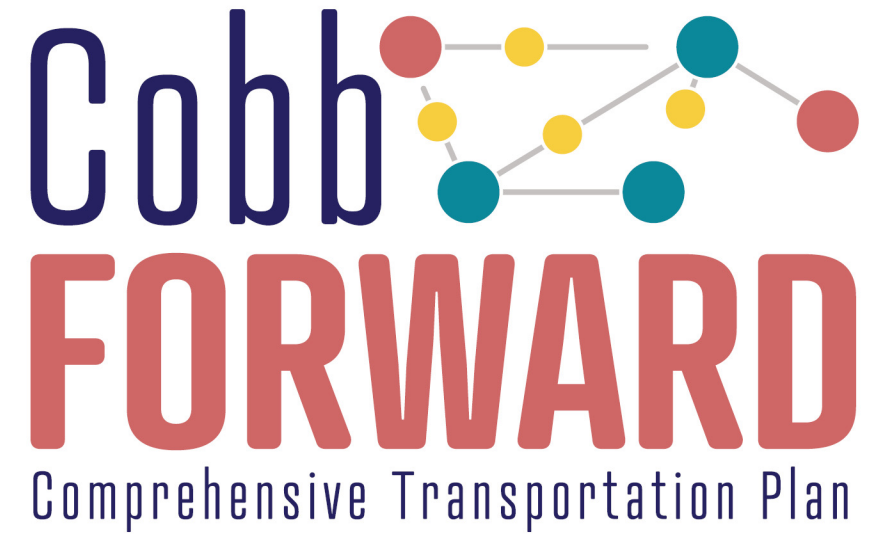
10-Year



30-Year



Next Steps



Questions?

Drew Raessler
Director, Cobb County DOT

Laura F. Beall
DOT Planning Division Manager, Cobb County DOT

Cristina Pastore
Consultant Project Manager, Kimley-Horn

