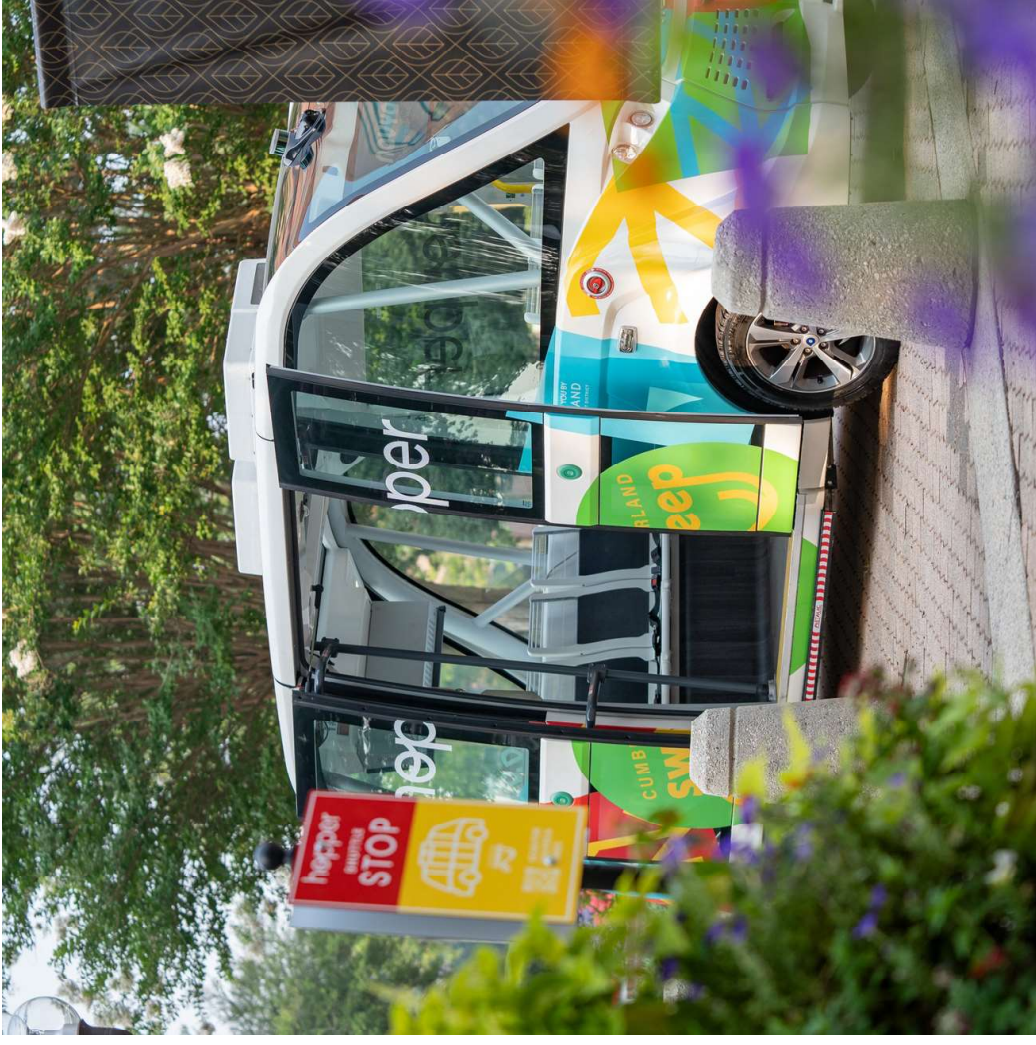


Cumberland Sweep: Reimagining Mobility in the Region

Kim Menefee, Executive Director, Cumberland CID & One Cumberland
August 9, 2023



THE CUMBERLAND MARKET

One of the largest, most competitive job submarkets in the Southeast.

In 2017, the Atlanta Braves opened Truist Park and the Battery Atlanta

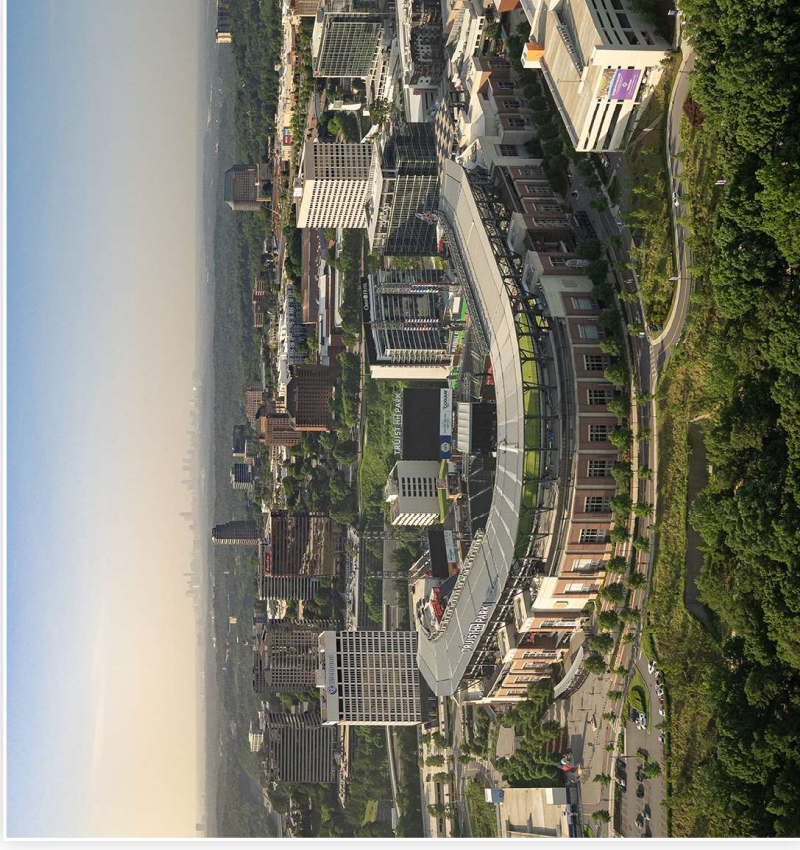
The Cumberland CID has an annual \$23.6 billion impact on the state of Georgia

The Cumberland CID has an estimated 3,300 businesses with 83,500 jobs

Home to 30,000 residents, 40% are millennials

Demographic Diversity: 40% Black, 40% White, 13% Asian

Home to The Home Depot, Genuine Parts Company, Papa Johns, Synovus, thyssenkrupp, and more



THE NEED FOR MOBILITY OPTIONS IN CUMBERLAND

I-285, I-75, Cobb Parkway (U.S. 41) and other roadways provide critical access but present major **mobility and pedestrian challenges**

4.5 million square feet of **office, multifamily, retail, and hospitality** space in the development pipeline

Roadways/Interstates create a dependence on car-based travel

Minimal **transit** access



INTRODUCING THE CUMBERLAND SWEEP



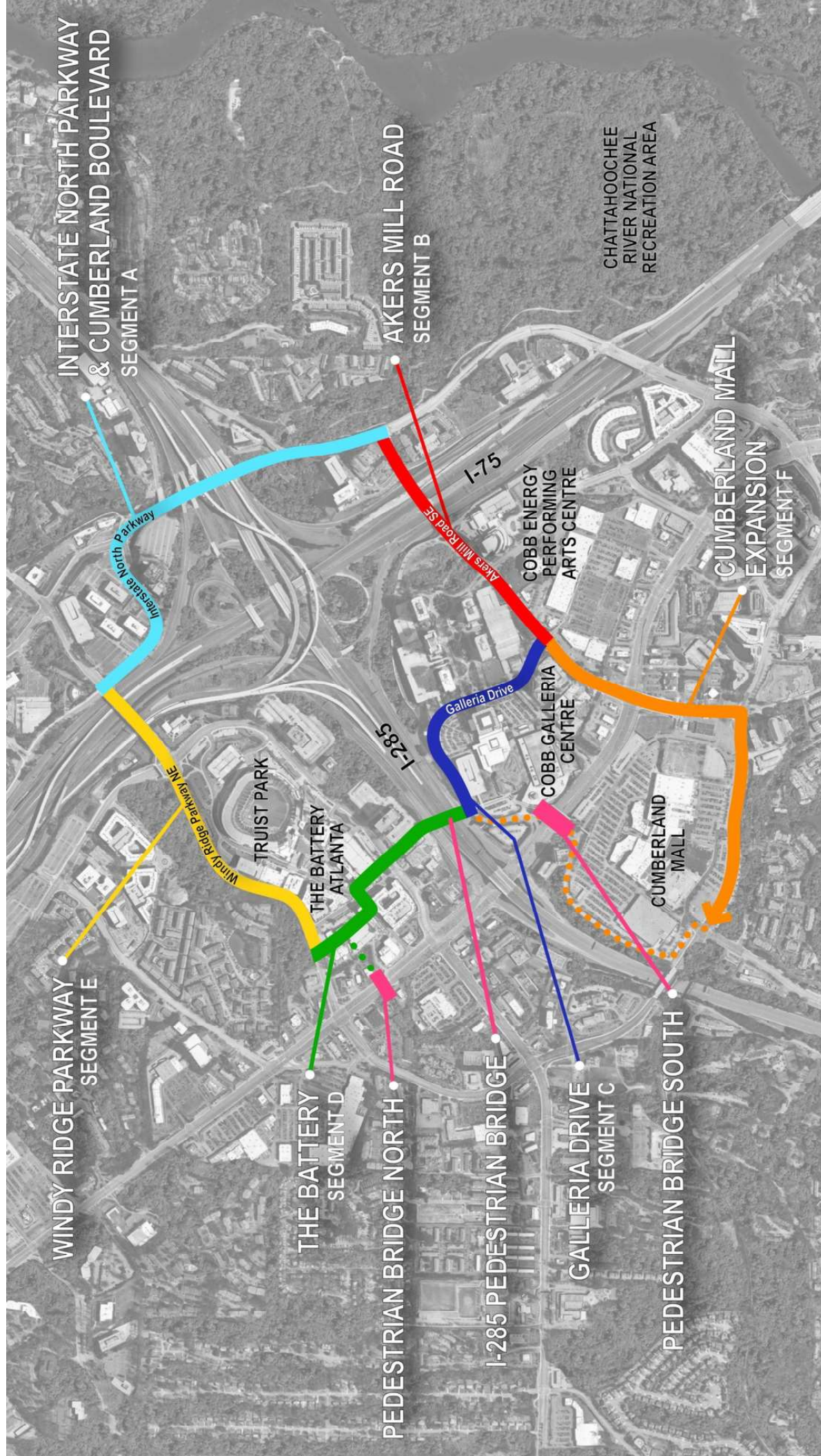
A three-mile **multimodal corridor** connecting Cumberland's major, employment, cultural, and entertainment destinations

Key destinations: The Battery Atlanta, Truist Park, Cumberland Mall, community resources, CPAC, Cobb Galleria Centre, Galleria Office Complex, and the CRNRA.

Dedicated lanes for walking, biking, and an **autonomous shuttle system**

Sweep Goals:

- Offer a potential solution for the “first and last mile challenge.”
- Unify the District
- **Connect to Transit**
- Reduces Carbon Emissions
- **Foster Equity**



WINDY RIDGE PARKWAY
SEGMENT E

INTERSTATE NORTH PARKWAY
& CUMBERLAND BOULEVARD
SEGMENT A

THE BATTERY
SEGMENT D

TRUIST PARK

THE BATTERY
ATLANTA

PEDESTRIAN BRIDGE NORTH

I-285 PEDESTRIAN BRIDGE

GALLERIA DRIVE
SEGMENT C

PEDESTRIAN BRIDGE SOUTH

AKERS MILL ROAD
SEGMENT B

COBB ENERGY
PERFORMING
ARTS CENTRE

COBB GALLERIA
CENTRE

CUMBERLAND MALL
EXPANSION
SEGMENT F

CUMBERLAND
MALL

CHATTAHOOCHEE
RIVER NATIONAL
RECREATION AREA

I-75

I-285

Galleria Drive

CUMBERLAND SWEEP FEDERAL FUNDING

Funded Segments	Federal	Local	TOTAL	Year
Segment C: Galleria Dr				
PE	\$840,000	\$210,000	\$1,050,000	2022-2024
Construction	\$5,600,000	\$1,400,000	\$7,000,000	Summer 2026
SEG C TOTAL	\$6,440,000	\$1,610,000	\$8,050,000	
Segment D: I-285 Transit/Pedestrian Bridge				
PE	\$320,000	\$80,000	\$400,000	2023
SEG D TOTAL	\$320,000	\$80,000	\$400,000	
Segment E: Windy Ridge Pkwy				
PE	\$1,700,000*	\$600,000	\$2,300,000	2023
ROW	\$280,000	\$70,000	\$350,000	2025*
SEG E TOTAL	\$1,980,000	\$670,000	\$2,650,000	
Cobb Pkwy Pedestrian Bridge NORTH				
PE	\$2,000,000*	\$250,000*	\$2,250,000	2024*
COBB PKWY PED BRIDGE NORTH TOTAL	\$2,000,000	\$250,000	\$2,250,000	
TOTAL	\$10,740,000	\$2,610,000	\$13,350,000	

Cumberland Sweep is \$100+ million infrastructure project. AV Shuttle system will be an additional cost.

CUMBERLAND SWEEP: AV SHUTTLE PILOT PROGRAM (THE HOPPER)

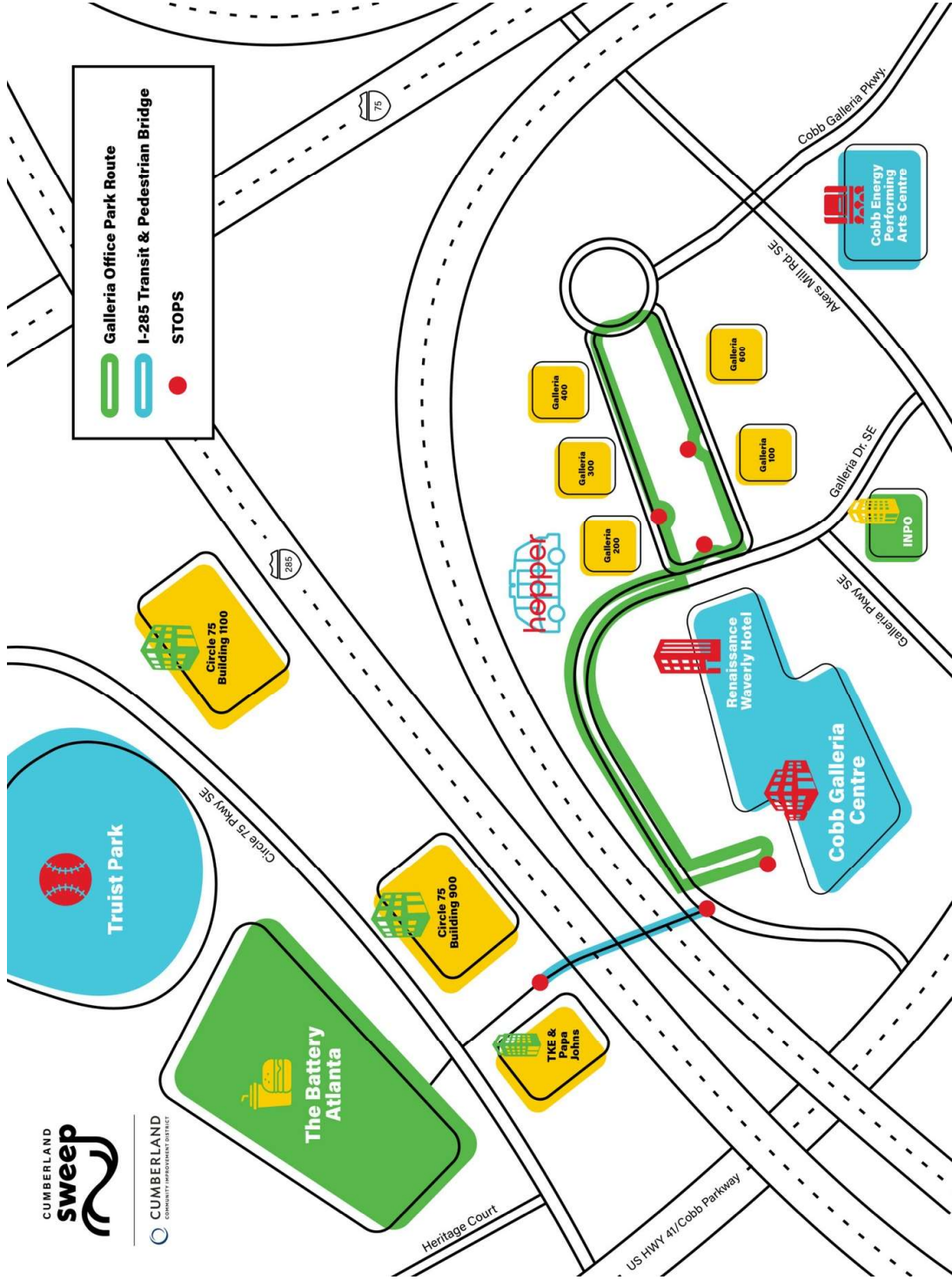
- CID Board has fully funded an **8-month AV Pilot Program** in for Cumberland
- A partnership with Beep Inc, a national leader in **AV technology and operations**
- July 2023 - March 2024
- **Deployment Routes:** 1) I-285 Transit & Pedestrian Bridge. 2) Galleria Office Park
- **8 Passenger - 15MPH**
- **Program Goals:**
 - Learn and become a leader in AV technology
 - Raise Awareness
 - Educate public and key stakeholders
 - Use data to prepare for implementation - 2027



BEEP PARTNERSHIP

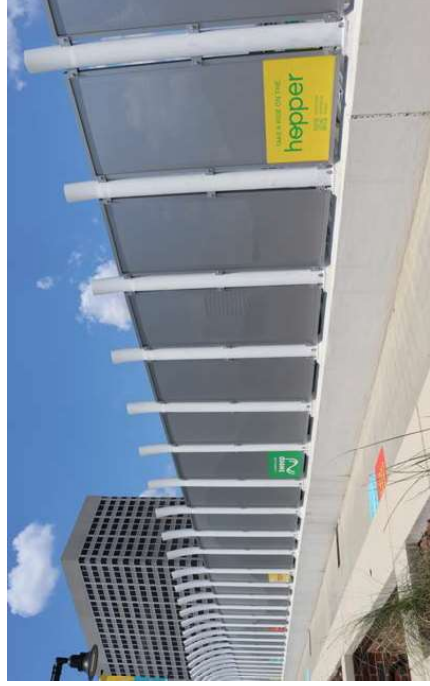
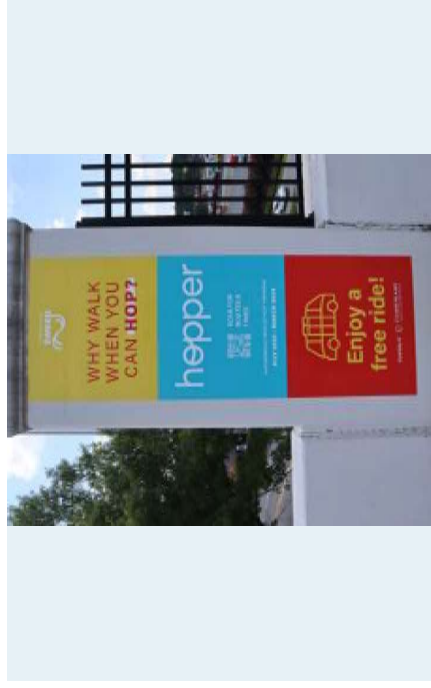


- Provides turnkey AV shuttle **mobility solutions**
- Beep's Mission: To provide a safe, reliable, stress-free **autonomous transportation technology**, reducing carbon emissions, improving road safety, and extending **mobility access to all**
- **NHTSA Approval**
 - All AV programs are pilots governed by NHTSA
 - Beep submitted an application to NHTSA for Hopper pilot
 - Safety is the top priority



HOPPER SIGNAGE AND WAYFINDING

QR Codes: 1) cumberlandsweep.org 2) Hopper Survey



CUMBERLAND SWEEP: LOOKING FORWARD



- **Hopper pilot results**
- **Jacobs AV deployment study**
 - Provides a plan for implementation for the AV shuttle system
- **Segment C: Funded by ARC through construction**
 - Currently in design
 - Scheduled to begin construction in 2027
- **Segment D & E: PE funded by ARC and federal appropriations**



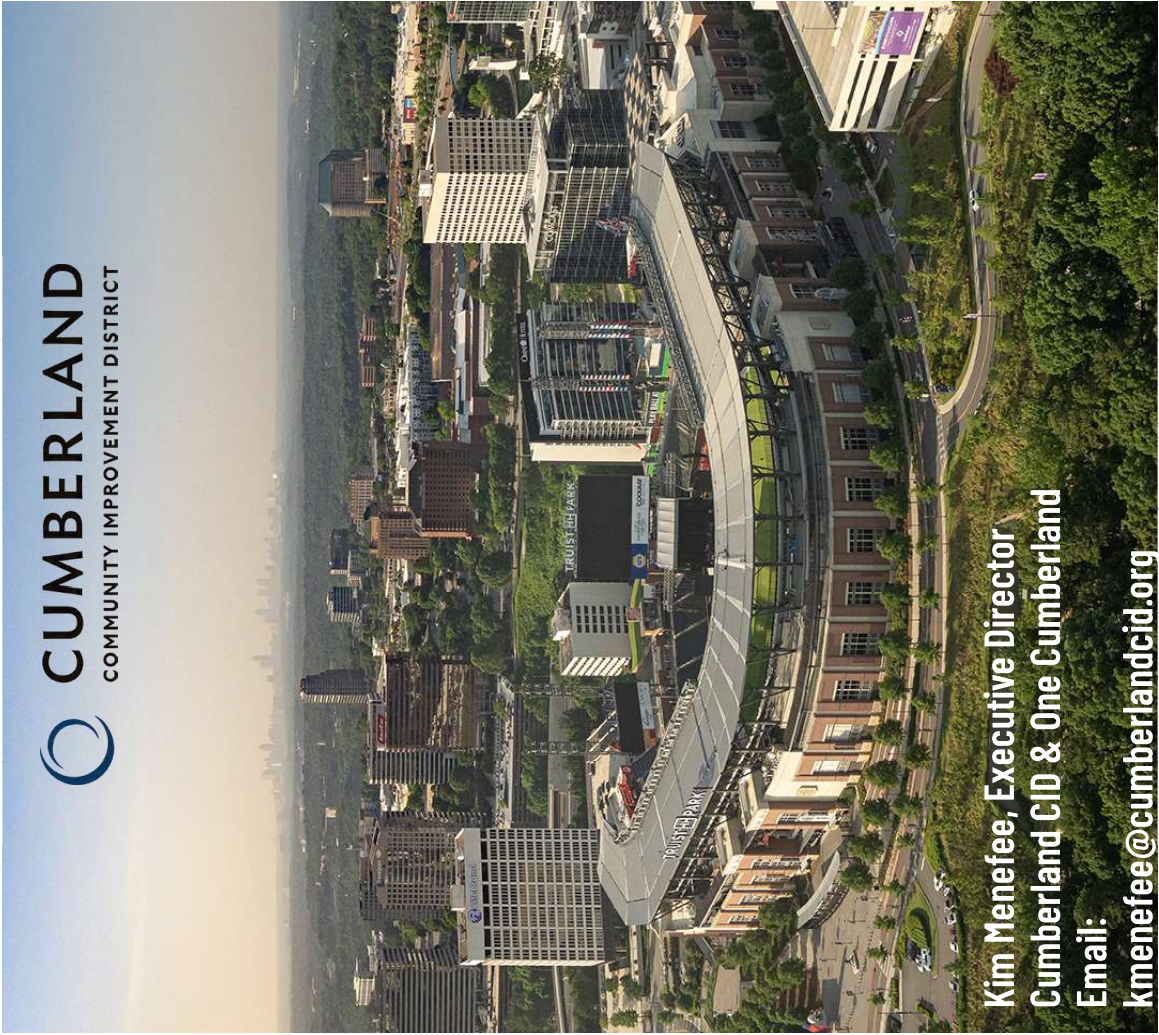
Photo Credit: Atlanta Ballet





CUMBERLAND

COMMUNITY IMPROVEMENT DISTRICT



An aerial view of the Cumberland Community Improvement District, showing a mix of urban development and green spaces. The image includes a large, modern building with a glass facade, a parking lot, and a road. The district is surrounded by trees and other buildings.

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Photo Credit: Atlanta Opera
Greg Mooney