

CUMBERLAND CIRCULATOR PLAN

COBB COUNTY
BOARD OF COMMISSIONERS

STATUS PRESENTATION

AUGUST 25, 2015

DISCUSSION TOPICS

- ▣ Summary of Outreach Activities
- ▣ Operating Plan Development
- ▣ Event Day Service Strategy
- ▣ Questions

OUTREACH ACTIVITIES AND SURVEYS

- ▣ CCT Cumberland Transfer Center Intercept Surveys. **Approximately 600 surveys collected**
- ▣ Stakeholder Interviews - one-on-ones with major property owners, developers, local jurisdictions, etc. **18 interviews completed**
- ▣ Employee Survey - on-line survey pushed out through and facilitated by CID, Cobb County Travel and Tourism, Cobb County Chamber, and Georgia Commute Options. **Almost 300 responses**
- ▣ Resident Survey - contact surveys at specific residential sites (22 apartment complexes). **Over 100 completed surveys**
- ▣ Visitor Survey - 38 Hotels and Motels. **Collected almost 60 responses**
- ▣ Akers Mill Trail Intercept – **Provided Circulator information at this Cumberland CID sponsored event**
- ▣ Braves Season Ticket Holder Survey – **1,600 surveys collected**

OUTREACH ACTIVITIES AND SURVEYS

CCT Intercept Survey Interesting Findings

- ▣ Majority of survey respondents said their primary trip purpose was work
- ▣ Almost all arrived at Transfer Center via MARTA or CCT
- ▣ Nearly three-fourths (71%) of the respondents had an annual household income of under \$35,000
- ▣ Nearly all the respondents said they would ride a Cumberland area circulator

OUTREACH ACTIVITIES AND SURVEYS

Circulator Survey Interesting Findings

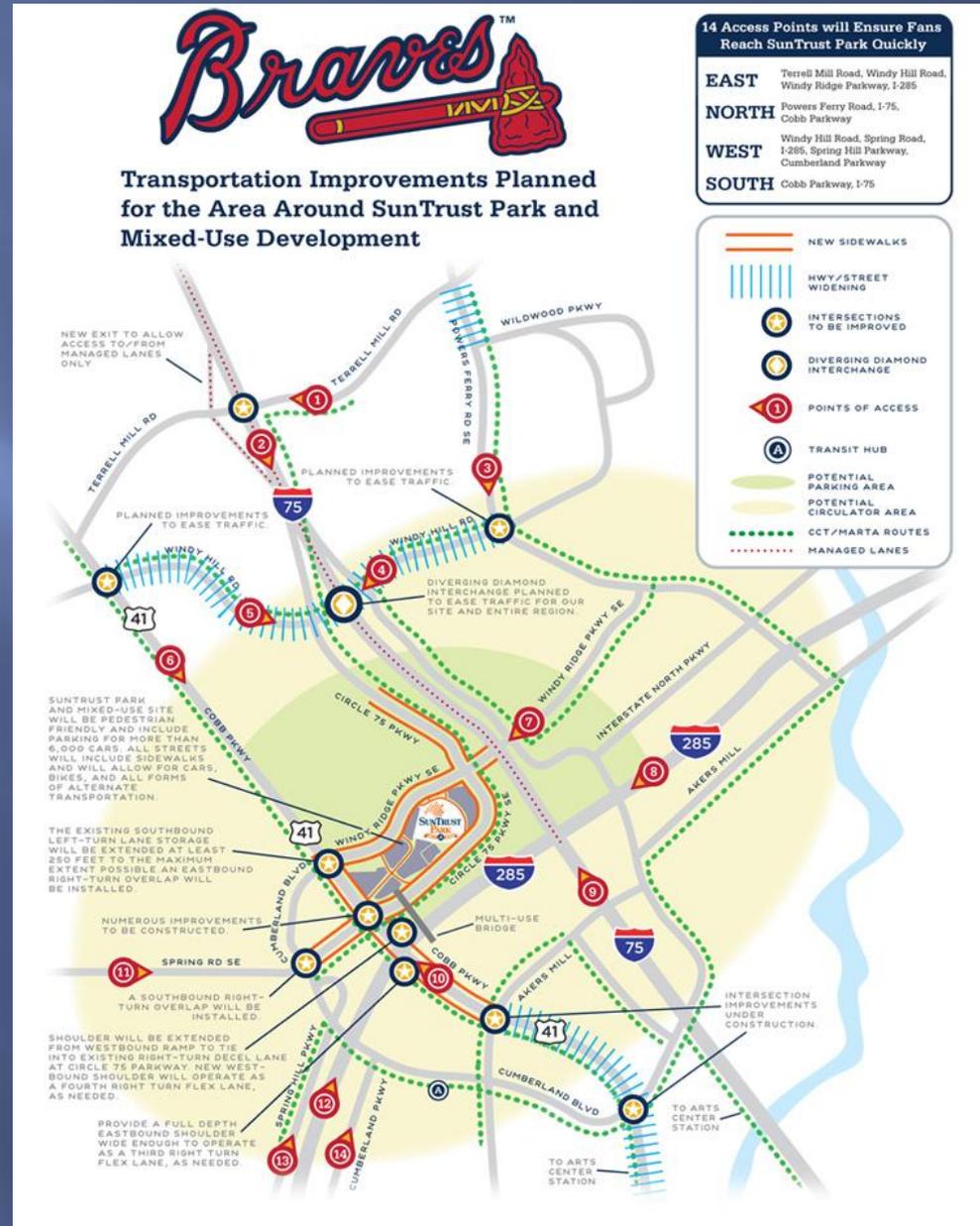
- ▣ A majority of people drive to work by themselves and park in a garage or lot at work. They indicated this is because they need their car for work or transit service is not available or convenient.
- ▣ Lunch is the primary reason for people to leave their office. Business or shopping trips are also significant reasons.
- ▣ Nearly all the respondents said they would ride a Cumberland area circulator

BRAVES SEASON TICKETHOLDER SUMMARY

- ▣ 97% of those surveyed said they would attend a ballgame at the new stadium in 2017
- ▣ 54% would use a circulator
- ▣ Most important service characteristic is service frequency
- ▣ Cost of the service is also important
- ▣ 70% would use an express bus
- ▣ 58% said they would share a ride
- ▣ 11% would use public transit
- ▣ 84% would travel to the stadium from home

SunTrust Ballpark Access

Route	Route Number	Count	Percent
Terrell Mill Rd. to Circle 75	Route 1	68	7%
Hwy 75 South to Circle 75	Route 2	231	24%
Powers Ferry Road	Route 3	61	6%
Windy Hill Rd. West	Route 4	32	3%
Windy Hill Rd. East	Route 5	40	4%
Cobb Pkwy South	Route 6	94	10%
Windy Ridge Pkwy	Route 7	89	9%
285 West	Route 8	47	5%
Hwy 75 North	Route 9	44	5%
Cobb Pkwy North	Route 10	48	5%
Spring Rd SE	Route 11	99	10%
285 East	Route 12	40	4%
Spring Hill Pkwy	Route 13	14	1%
Cumberland Pkwy	Route 14	42	4%



CONCEPTUAL SERVICE DEVELOPMENT

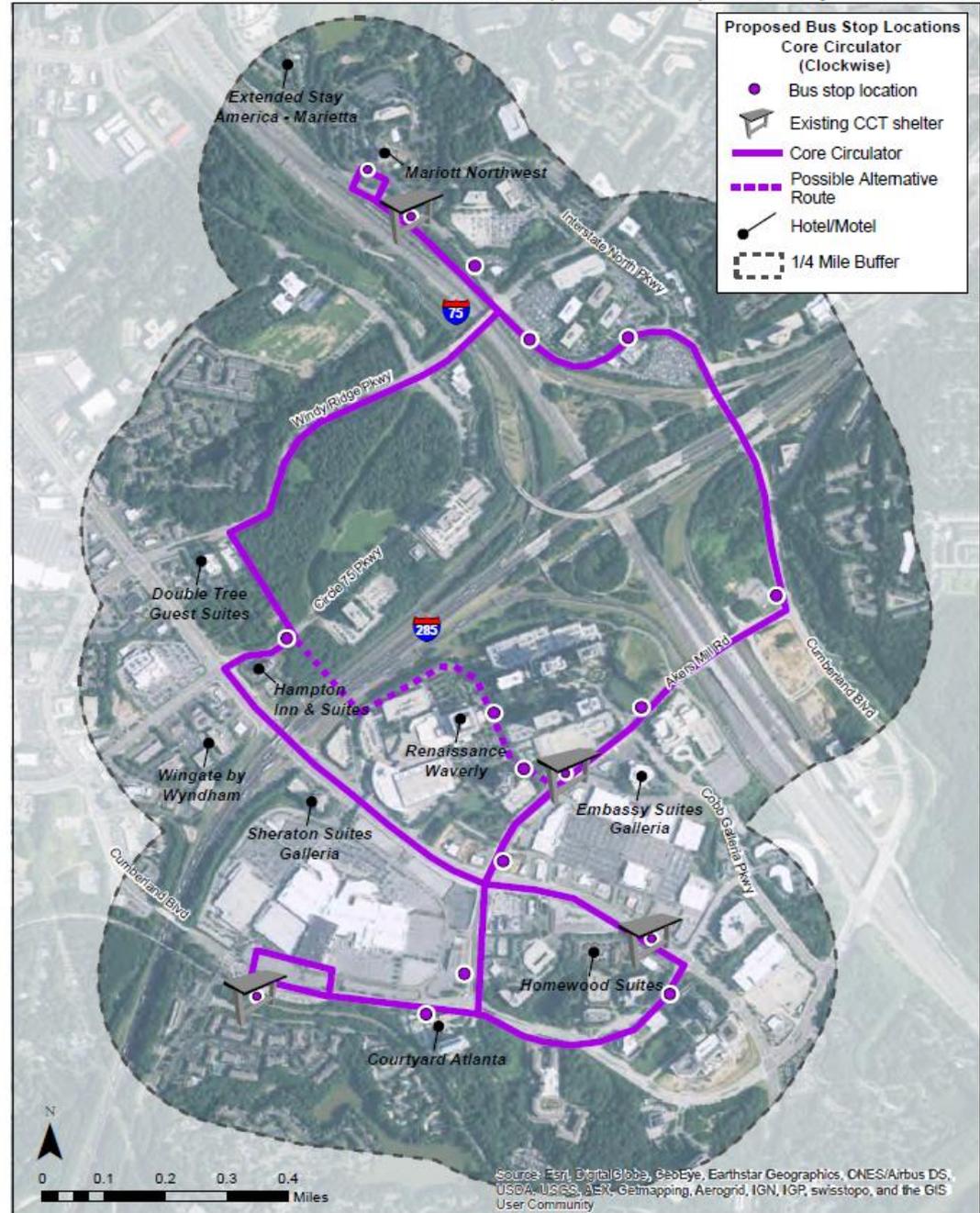
- ▣ Identify most appropriate service type(s) for Cumberland Circulator
 - Route alignment/destinations
 - Service days
 - Service hours
 - Service frequency
 - Target ridership markets and destinations
 - Vehicle type

CORE ROUTE ALIGNMENT

Operates from Cumberland Transfer Center to hotels, Galleria area, SunTrust Park, Cobb Chamber of Commerce, The Weather Company and Cobb Energy Center

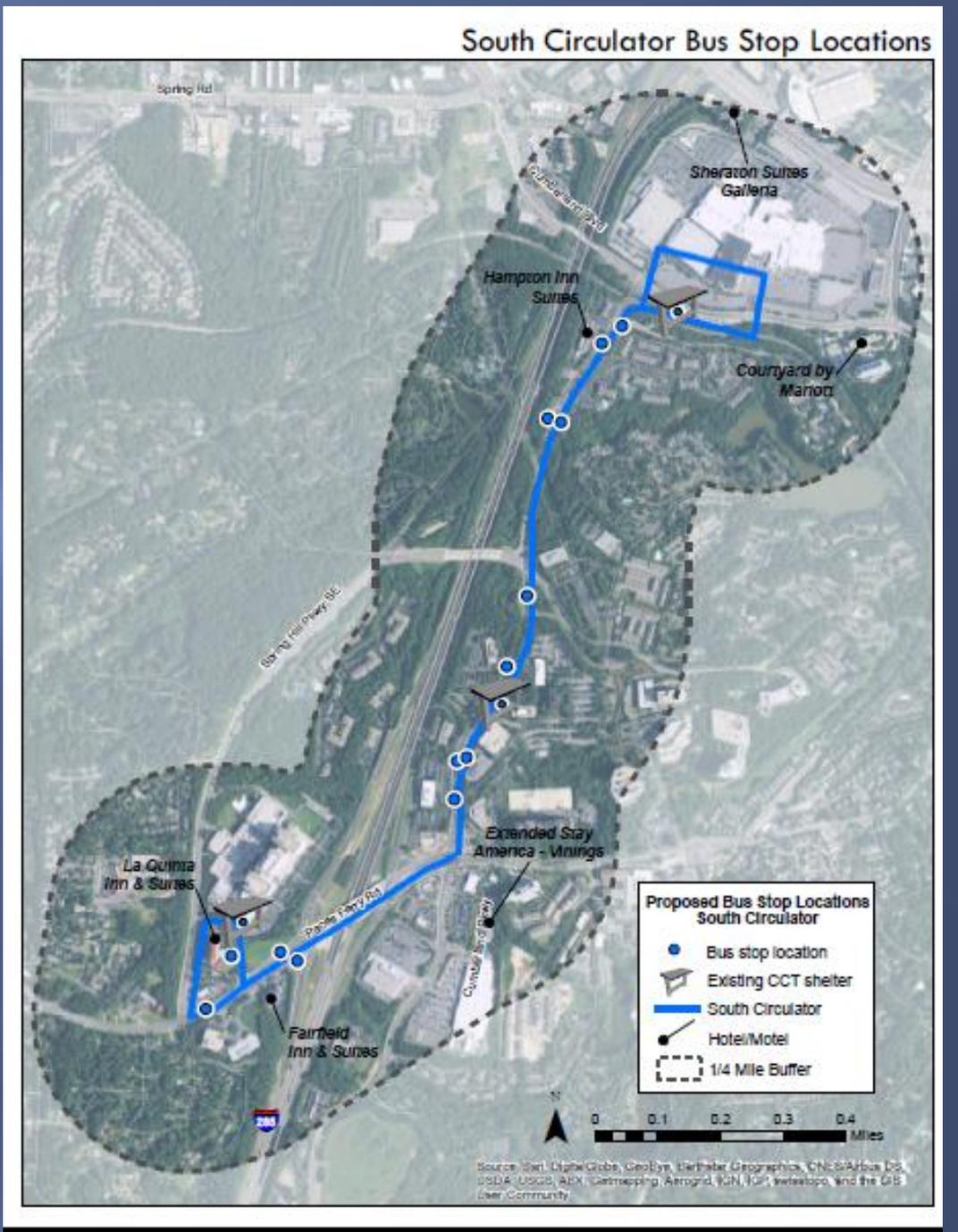
Note: Core route may use pedestrian/transit bridge depending on BOC approval

Core Circulator (Clockwise) Bus Stop Locations



SOUTH ROUTE ALIGNMENT

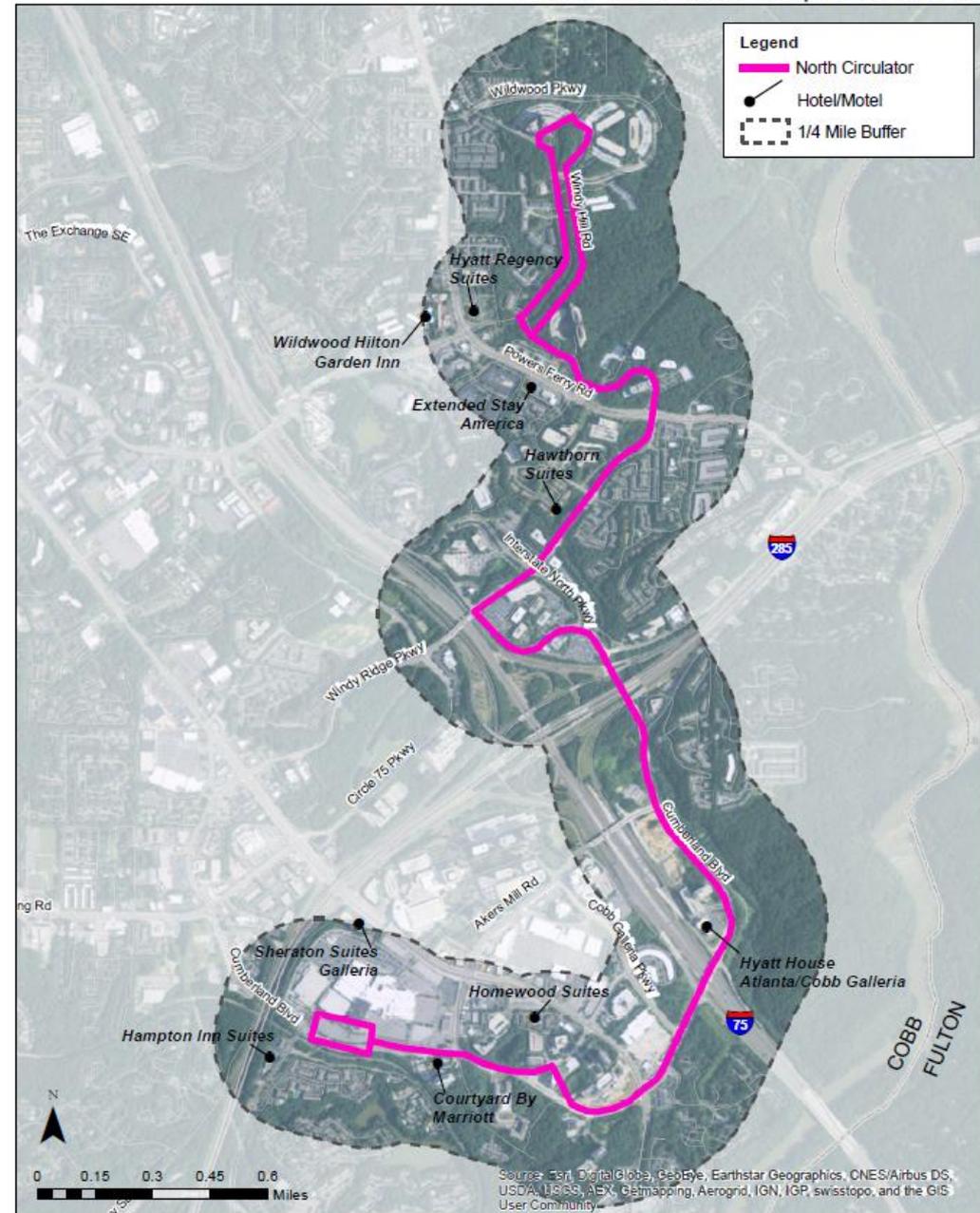
Operates from Cumberland Transfer Center to Home Depot facilities, Kaiser-Permanente, hotels and shopping



NORTH ROUTE ALIGNMENT

Operates from
Cumberland Transfer
Center to hotels and
commercial office
parks

North Circulator Proposed Route



SERVICE ASSUMPTIONS FOR COST ESTIMATE

- Service span:
 - 6 hours of peak service (6-9a, 4-7p)
 - 7 hours of midday service (9a-4p)
 - 4 hours of night service (7p-11p)
 - 12 hours of Saturday service (9:30a-9:30p)
 - 12 hours of Sunday service* (9:30a-9:30p)
- Days of service:
 - 255 weekdays
 - 52 Saturdays
 - 52 Sundays*
 - No service on 6 holidays

** Contingent upon CCT implementing Sunday service*

DRAFT RECOMMENDATION

Route	Frequency	Direction	Annual Cost	Peak Service Vehicles	Fleet Vehicles	Justification
Core Peak	30	2	\$221,000	n/a	n/a	Supplements peak period circulation service provided by reverse commute Routes 10A and 10B
Core Midday	15	2	\$516,000	4	5	Provides midday circulation
South Midday	30	2	\$129,000	1	2	Supplements proposed Route 20 service frequencies (30 in peak/60 in off peak) to provide 30 minute frequency to Home Depot in both peak and midday periods
Core Evening	30	2	\$148,000	n/a	n/a	Provides service for entertainment and nightlife
Core Saturday	30	2	\$91,000	n/a	n/a	Provides service for entertainment and nightlife
Core Sunday	30	2	\$91,000	n/a	n/a	Provides service for entertainment and nightlife
Total			\$1,196,000	5	7	

Notes:

** Contingent upon CCT implementing Sunday service*

North Route not included in initial recommendation; could be implemented at a later date once the Core and South services are established

Operating cost estimates do not include potential offsetting revenue from farebox recovery, advertising program or sponsorship

CAPITAL COSTS

Vehicles

Type	Units	Estimated Unit Cost	Total
30 Foot Clean Diesel Gillig Heavy Duty Buses	6	\$550,000	\$3,300,000

Capital Facility Improvement Cost Estimates

Type	Units	Estimated Unit Cost	Total
Shelters with Pads	3	\$25,000	\$75,000
Bus Stops	30	\$250	\$7,500
Vehicle Branding (per bus)	6	\$8,000	\$48,000
Passenger information System	1	\$50,000	\$50,000
Grand Total			\$3,480,500
Federal Share (80%)			\$2,784,400
Local Share (20%)			\$696,100

EVENT DAY SERVICE STRATEGY

- ▣ Provide service from MARTA Arts Center Station and potentially HE Holmes Station with reserve CCT buses
- ▣ Provide service from existing Park and Ride lots in Cobb County utilizing CCT and GRTA commuter buses scheduled to “deadhead” back to their respective garages
- ▣ Investigate service from East and South Cobb location(s)

QUESTIONS?

