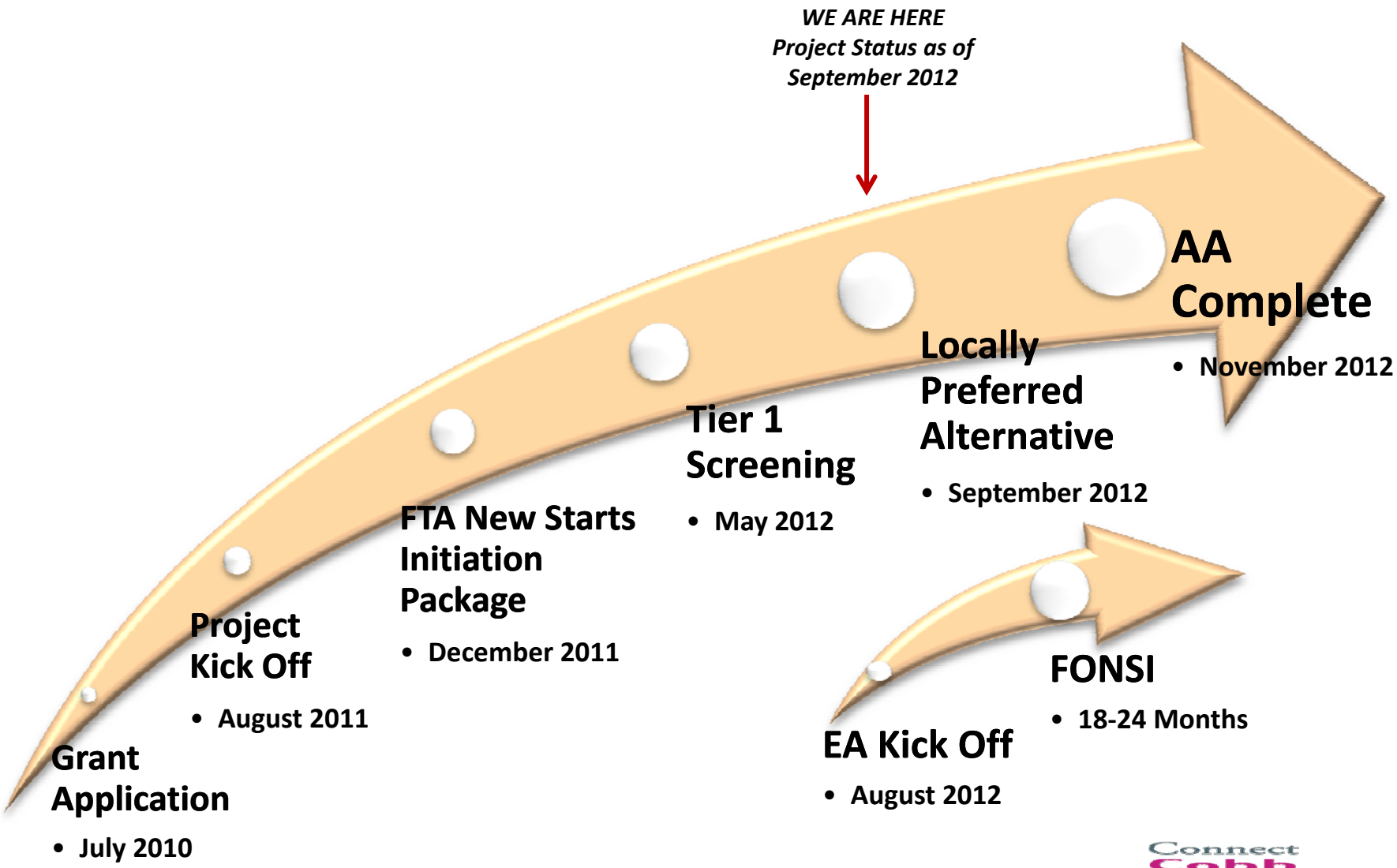
CONNECT COBB

Locally Preferred Alternative

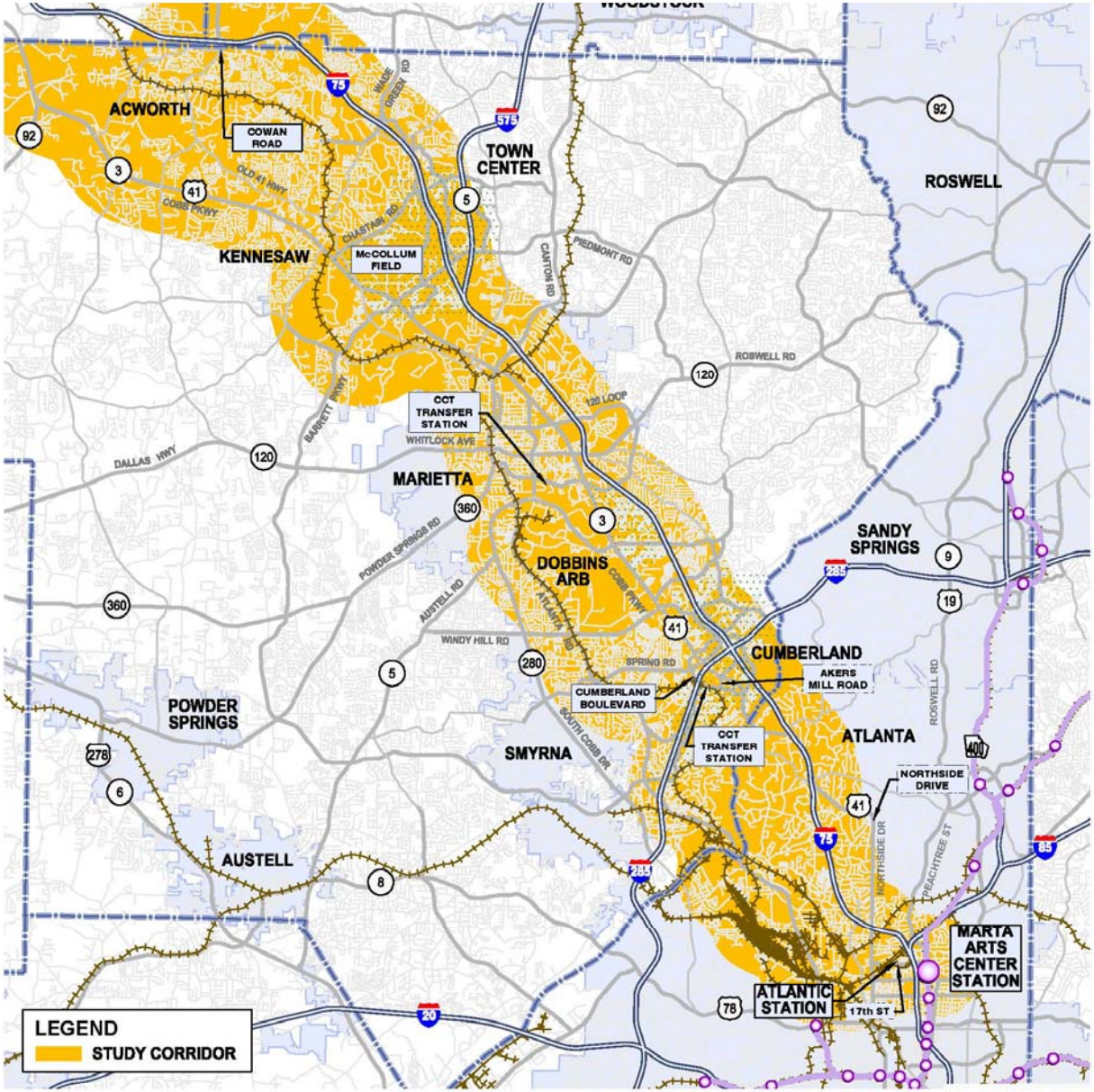
Connect Cobb Transit Alternatives Analysis

September 25, 2012

SCHEDULE – BIG PICTURE



CORRIDOR MAP



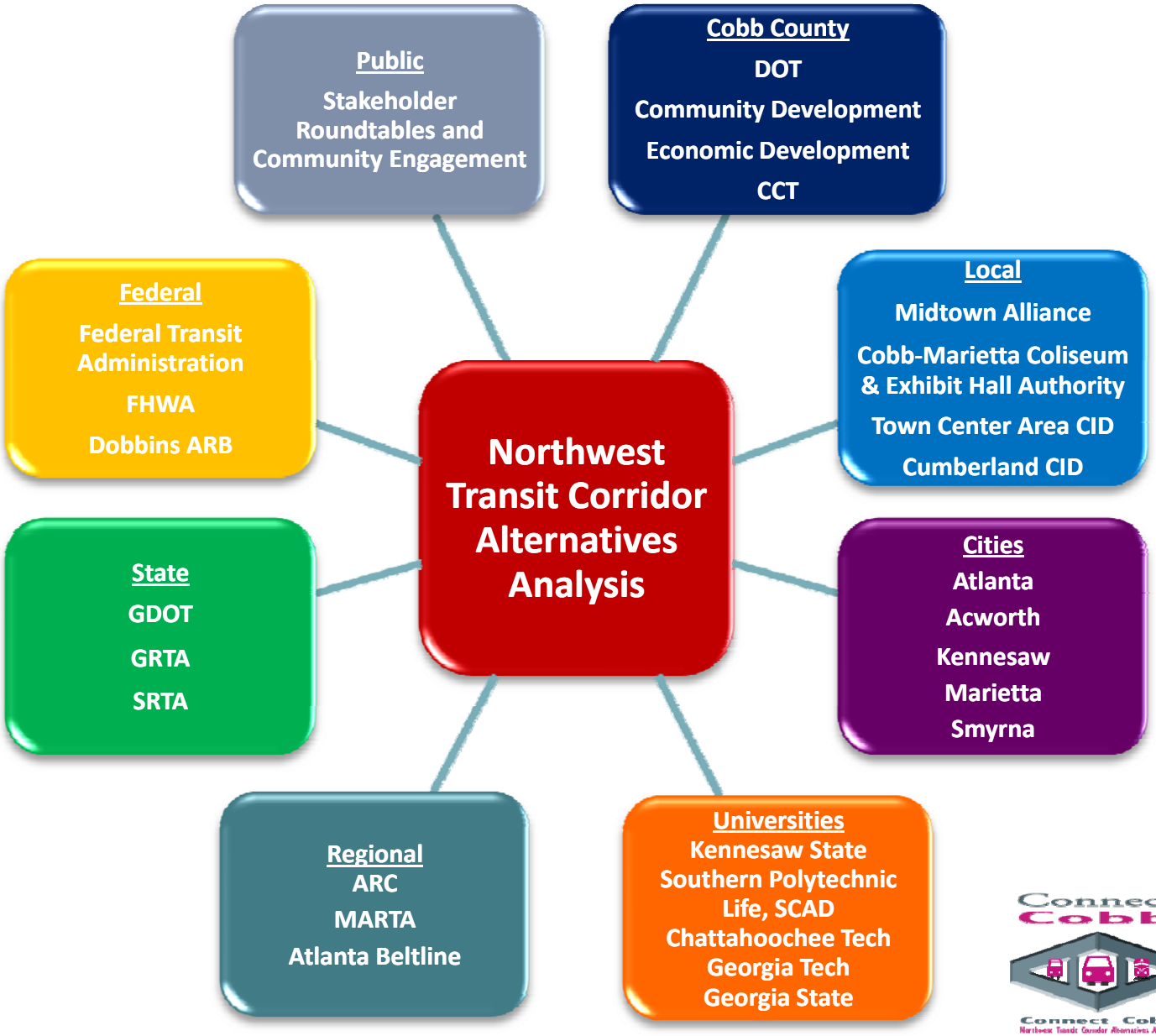
Goals/Objectives:

- **Transportation/Air Quality Considerations**
- **Land Use Considerations**
- **Economic Development/Redevelopment**
- **Environment**
- **Financial Considerations**

REGIONAL AND LOCAL TRANSIT CONTEXT

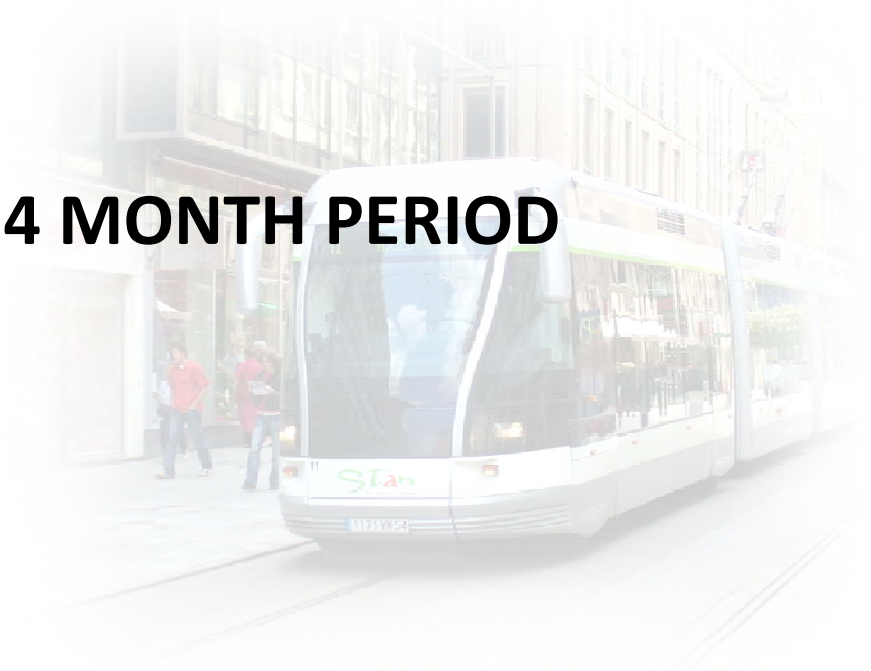
- Managed Lanes NW Corridor
- Regional Transportation Plan Updates
- 2001 Northwest Corridor Transit Implementation Study (Bechtel)
- GRTA Northwest Connectivity Study (BRT) 2003
- 2006 Transit Planning Study
- Cobb County Comprehensive Transportation Plan Update (2008)
- TPB Concept 3 High Priority Corridor (2009)
- North Metro Transit Strategy (2011)
- Revive 285

PUBLIC OUTREACH AND INVOLVEMENT



PUBLIC INVOLVEMENT

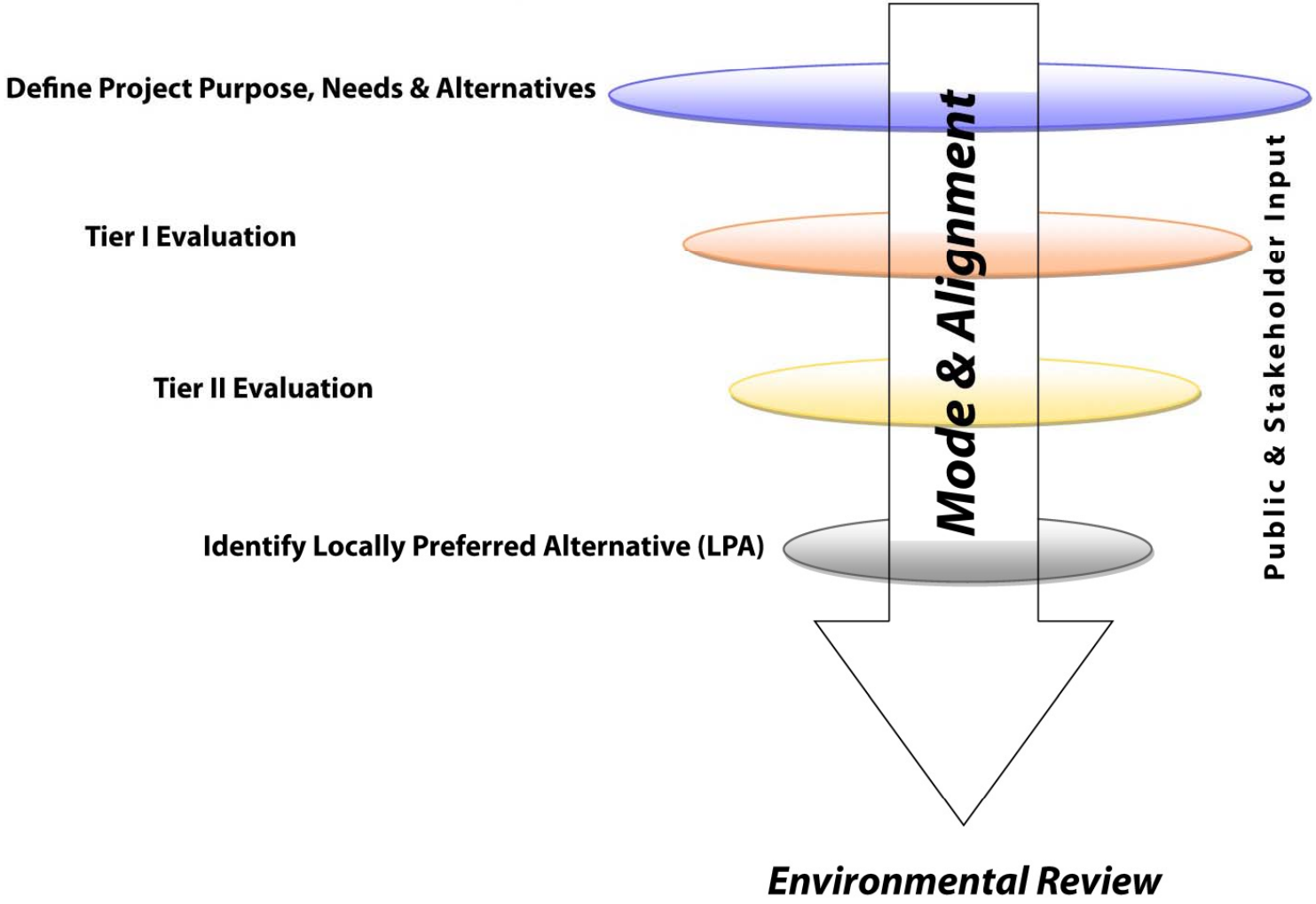
- **OVER 1,300 PARTICIPANTS**
- **50 PUBLIC OUTREACH EVENTS**
- **14 MONTH PERIOD**



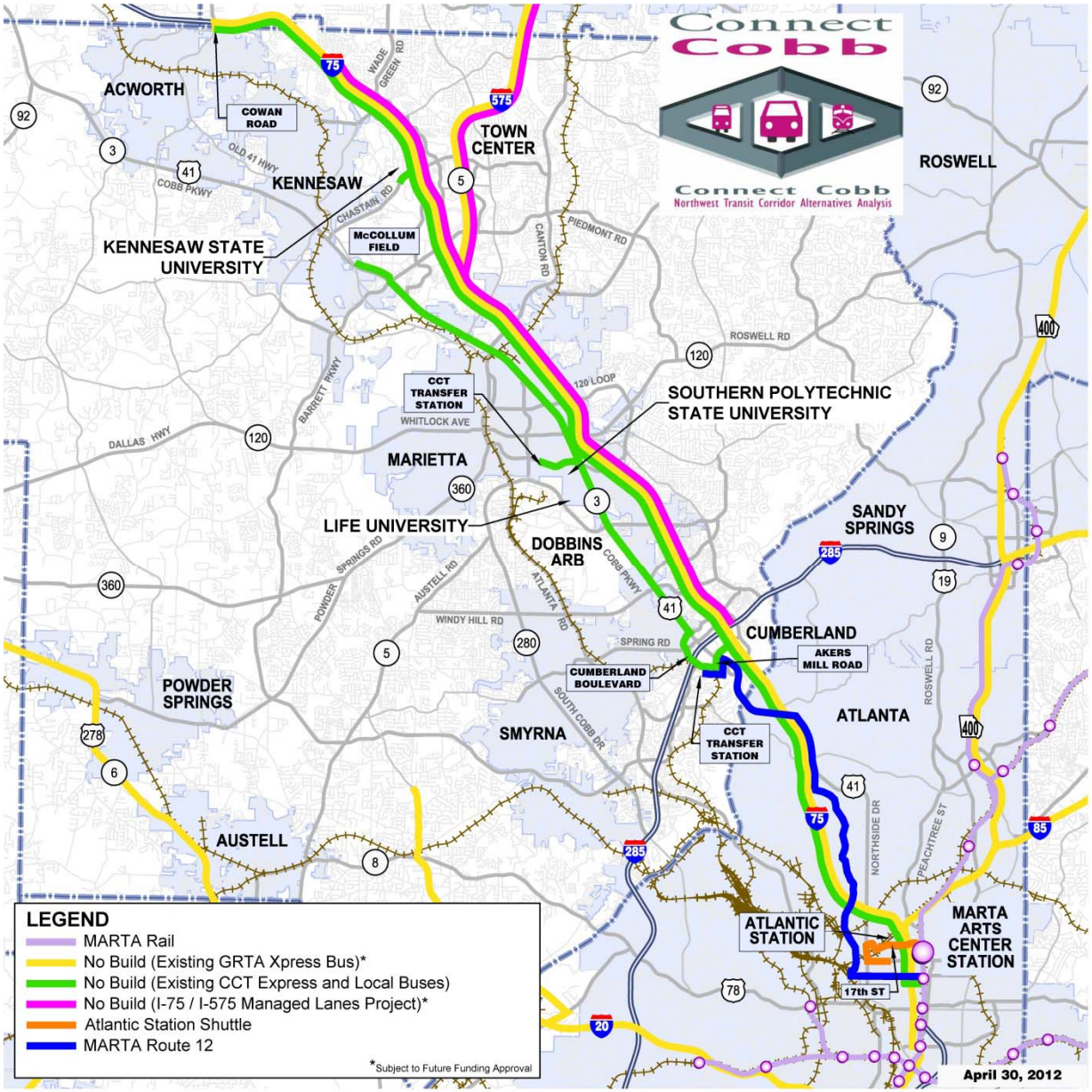
PUBLIC INVOLVEMENT

- **Partners Team and Technical Team**
  - City, County, Regional, and Federal agency staff
- **Stakeholder Briefings**
  - Elected Officials, Business Community Organizations, Special Interest Groups
- **Stakeholder Roundtables**
  - Community Members, Planning Partners, Area Universities and Businesses
- **City of Atlanta Staff and Atlanta Beltline**
- **Community Groups**
  - Disabled, Low Income, Minority, Limited or Non-English Speaking
- **Social Media**
  - County web site, Facebook, On-line Survey Tools
- **Opinion Polling**

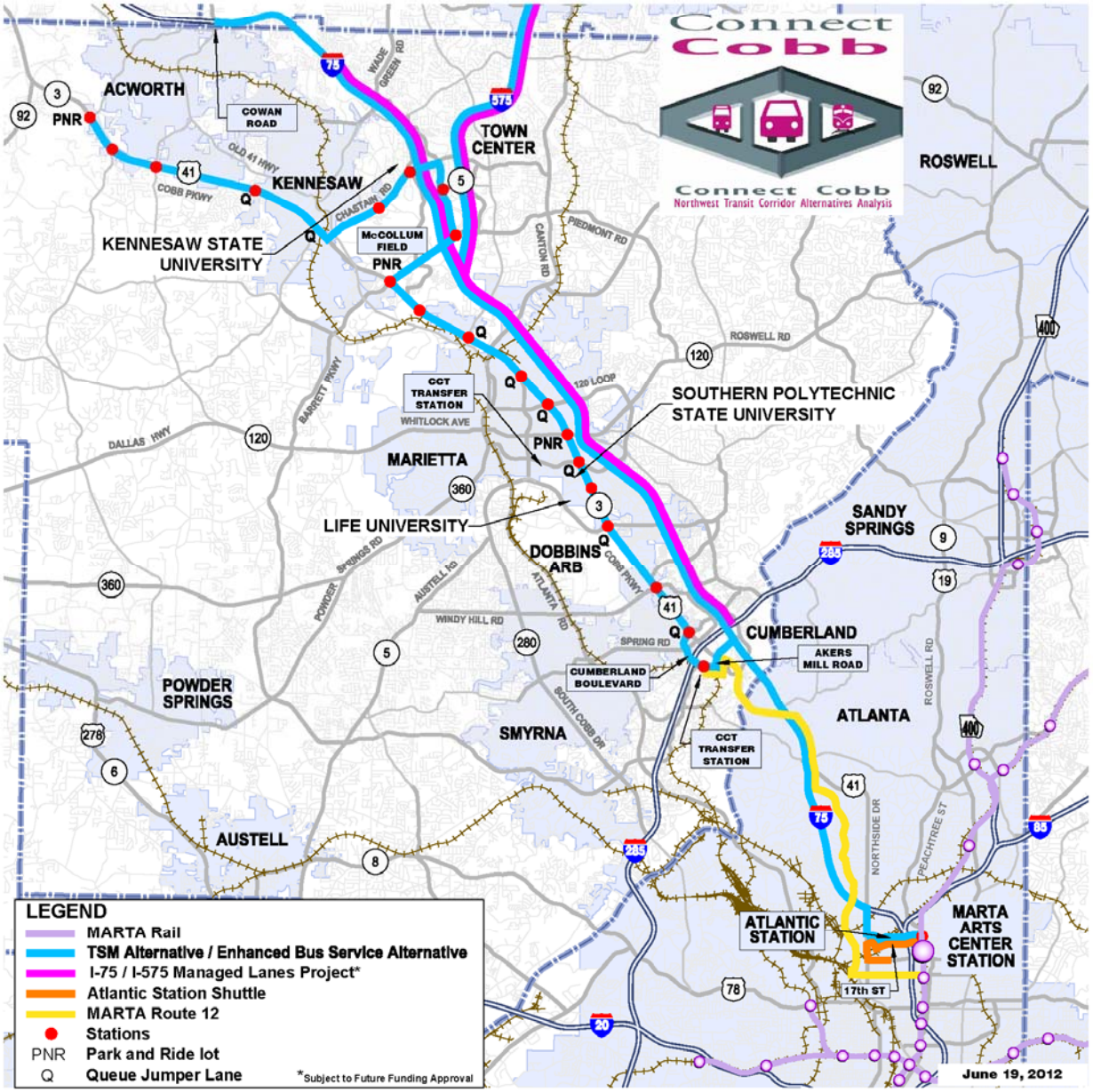
Alternatives Analysis



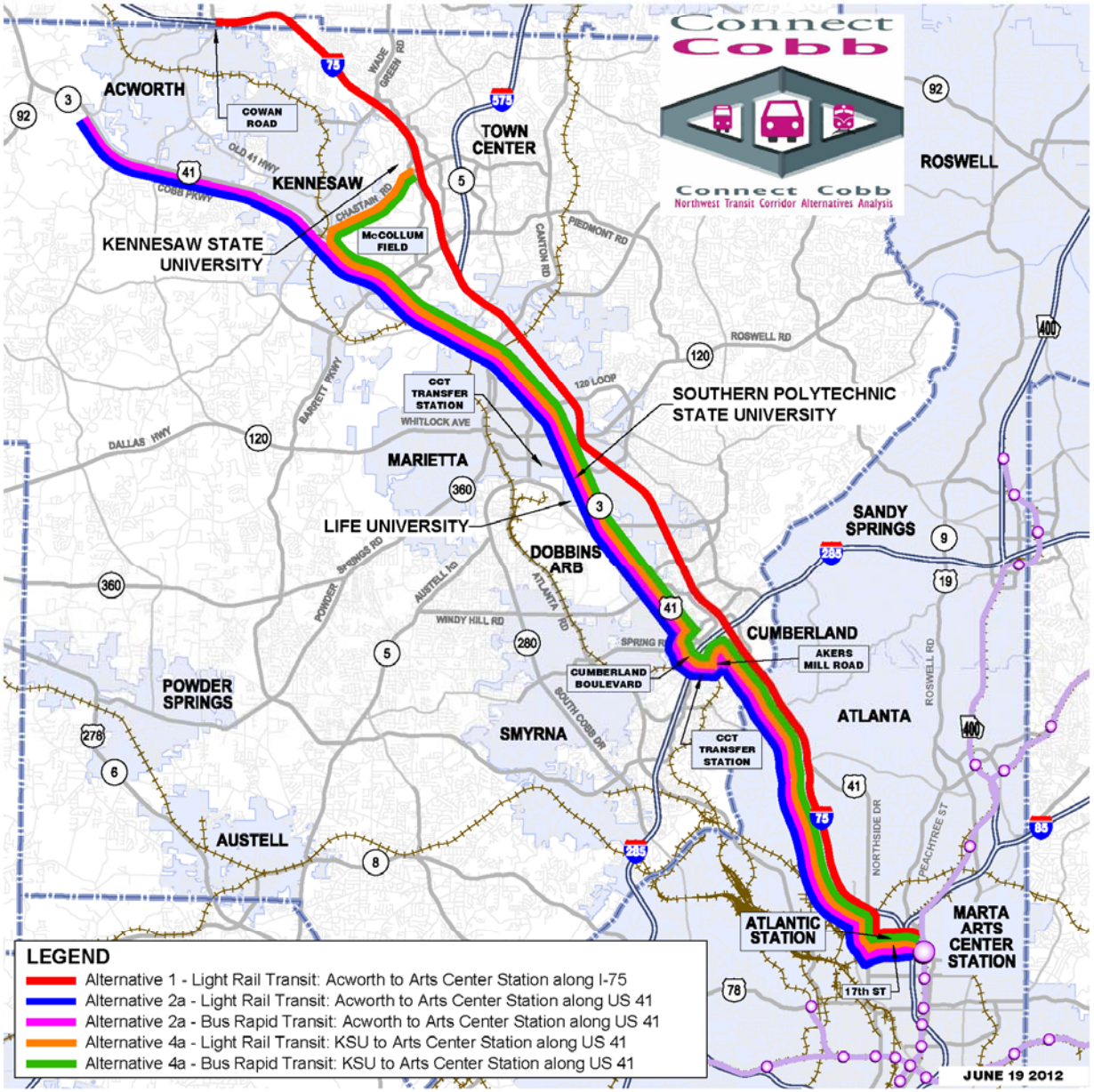
NO BUILD ALTERNATIVE



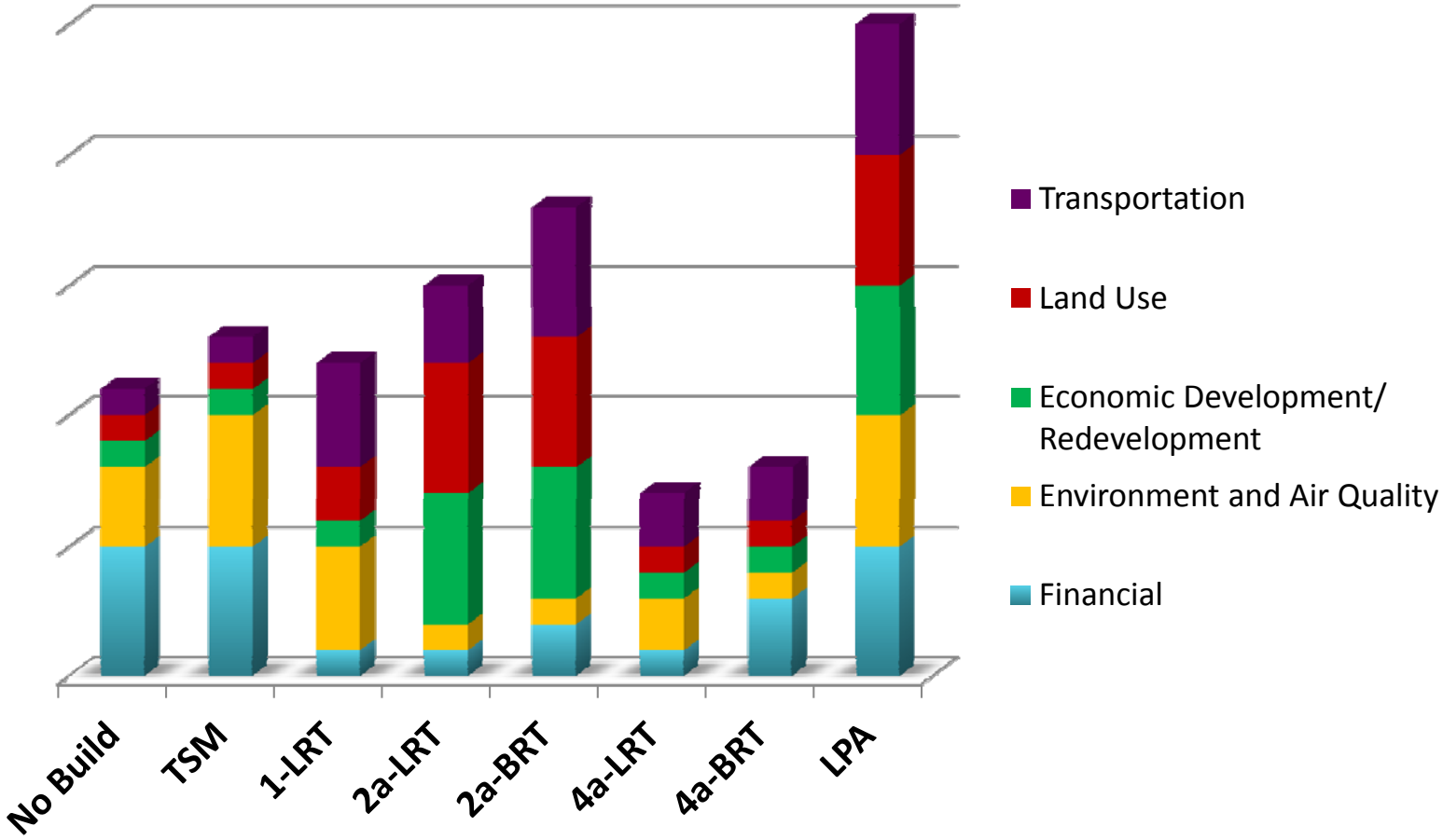
TSM ALTERNATIVE



TIER II ALTERNATIVES



MATRIX EVALUATION SUMMARY



OPERATING PARAMETERS

	TSM Alternative	Alternative 1 - Light Rail Transit	Alternative 2a - Light Rail Transit	Alternative 2a - Bus Rapid Transit
	New Route Along US 41	Acworth to Arts Center Station along I-75	Acworth to Arts Center Station along US 41	Acworth to Arts Center Station along US 41
Alignment Length (route miles)	29.2	27.4	27.9	27.9
Daily Ridership Forecasts	8,766	39,694	24,930	18,671
Cost (millions)	$520	$3,734	$2,946	$2,411
Cost/Mile (millions)	$18	$136	$106	$86

OPERATING PARAMETERS

	Alternative 4a - Light Rail Transit	Alternative 4a - Bus Rapid Transit	LPA
	KSU to Arts Center Station along US 41	KSU to Arts Center Station along US 41	New Route along US 41
Alignment Length (route miles)	25.3	25.3	25.3
Daily Ridership Forecasts	17,488	23,627	24,000
Cost (millions)	$2,731	$2,259	$1,049
Cost/Mile (millions)	$108	$89	$41

The LPA is a combination of:

- Express bus providing long haul service from and through Cobb County to other regional destinations for peak period commuting trips and
- Arterial Bus Rapid Transit providing localized access to and between major activity centers in the Northwest Corridor

Bus Rapid Transit (BRT)

BRT

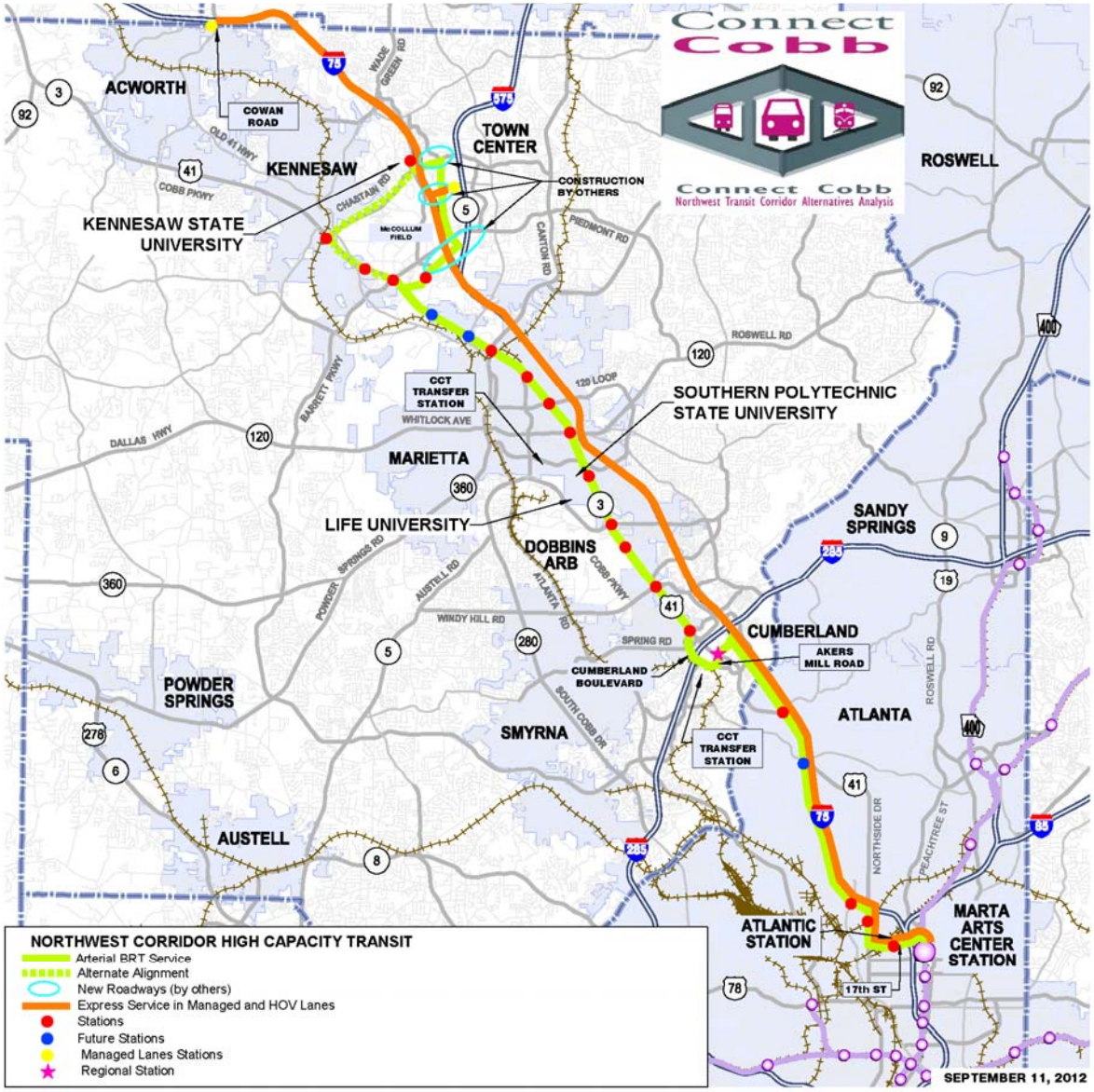
KENNESAW STATE UNIVERSITY STATION RENDERING

LOCALLY PREFERRED ALTERNATIVE

Objectives Achieved:

- Utilizes existing and planned infrastructure
- Supports peak period express commuting trips
- Connects major activity centers
- Supports local land use plans
- Enhances demonstrated reverse commute
- Supports localized trip opportunities
- Demonstrates sensitivity to the human and natural environmental issues
- Complements economic development and redevelopment

NORTHWEST CORRIDOR HIGH CAPACITY TRANSIT



LOCALLY PREFERRED ALTERNATIVE

LPA System Access:

- **Pedestrians**
- **Bicycles**
- **Parking Facilities**
- **Circulator and Feeder Systems**
  - **Acworth-Kennesaw-Kennesaw State University**
  - **Acworth**
  - **Kennesaw**
  - **Kennesaw State University**
  - **Town Center Area**
  - **Marietta**
  - **GreenTech Corridor**
  - **Smyrna**
  - **Cumberland Galleria Area**

FINANCIAL PLAN: POTENTIAL FUNDING SOURCES

CAPITAL

Federal

- FTA: New Starts, Zero Emission Bus Procurement, Section 5307
- FHWA: CMAQ, STP, Transportation Alternatives
- Financing: TIFIA (if a dedicated repayment source is available)

State

- Managed Lanes Project: "shared" costs as part of local match

Local

- Future Locally Approved Dedicated Funding Source
- Public-Public Partnerships
- Public-Private Partnerships/Developer Agreements at Stations
- Benefit Assessment Districts
- Shared Cost of a Regional Multimodal Maintenance Facility

FINANCIAL PLAN: POTENTIAL FUNDING SOURCES

OPERATING

Federal

- Section 5307: Preventative Maintenance Costs
- CMAQ: First 3 years of Operation

State

- Public-Public Partnerships

Local

- Fare Revenue
- Existing Corridor Fixed Route Bus Service Cost Reallocation
- Future Locally Approved Dedicated Funding Source
- Advertising
- Naming Rights
- Tax Increment Finance Districts/Benefit Assessment Districts
- Fee-Based Sources
- Public-Private Partnerships
- Public-Public Partnerships

NEXT STEPS

FUTURE ACTIVITIES

- **Additional Public Outreach through NEPA**
- **Environmental Impacts Evaluation (Environmental Assessment)**
- **Ongoing refinement of ridership & travel time forecasting, financial plan and cost benefit data**
- **18-24 months**

Connect Cobb

Connect Cobb
Northwest Transit Corridor Alternatives Analysis

www.cobbdot.org/connectcobb.htm