



CONNECT COBB

Northwest Transit Corridor Alternatives Analysis

Stakeholders Roundtable

February 7, 2012

Connect
Cobb



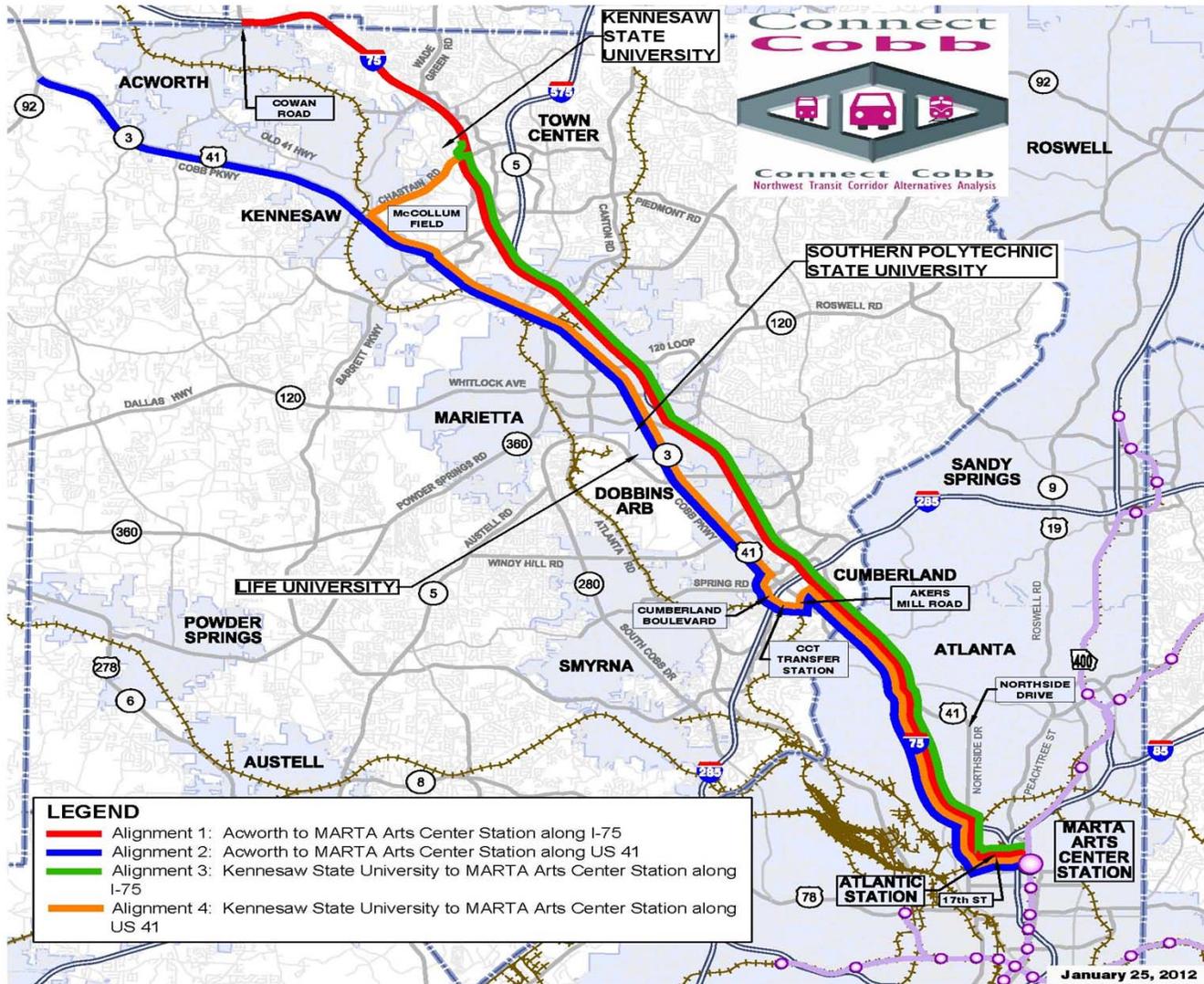
Connect Cobb
Northwest Transit Corridor Alternatives Analysis

Tonight's Agenda

- **Alternative Alignments**
- **Evaluation Criteria**
- **Station Locations**
- **Next Steps**



Alternative Alignments



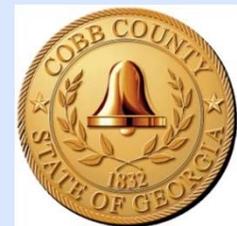
Alternative Alignments (continued)

- **Acworth to MARTA Arts Center Station along I-75**
- **Acworth to MARTA Arts Center Station along US 41**
- **Kennesaw State University to MARTA Arts Center Station along I-75**
- **Kennesaw State University to MARTA Arts Center Station along US 41**



Purpose and Need Statement

This Alternatives Analysis will focus on public transportation improvements that can best serve future demand and contribute to reduced congestion by building a sustainable and integrated regional network that can support existing and future needs in the Northwest Corridor.



Goals and Objectives

Transportation and Air Quality

- Reduce congestion/improve traffic flow
- Plan for current and future needs
- Reduce travel delay Improve travel efficiency
- Improve safety Improve air quality

Land Use

- More efficient use of land
- Increase housing choices
- Promote active, healthy lifestyles
- Promote environmental justice



Goals and Objectives (continued)

Economic Development / Redevelopment

- Stimulate local economy
- Leverage public and private investment

Environment

- Minimize adverse environmental impacts to the built and natural environment
- Consult with local and regional stakeholders

Financial

- Maximize cost efficiency and cost effectiveness
- Develop a financially feasible project/leverage available resources



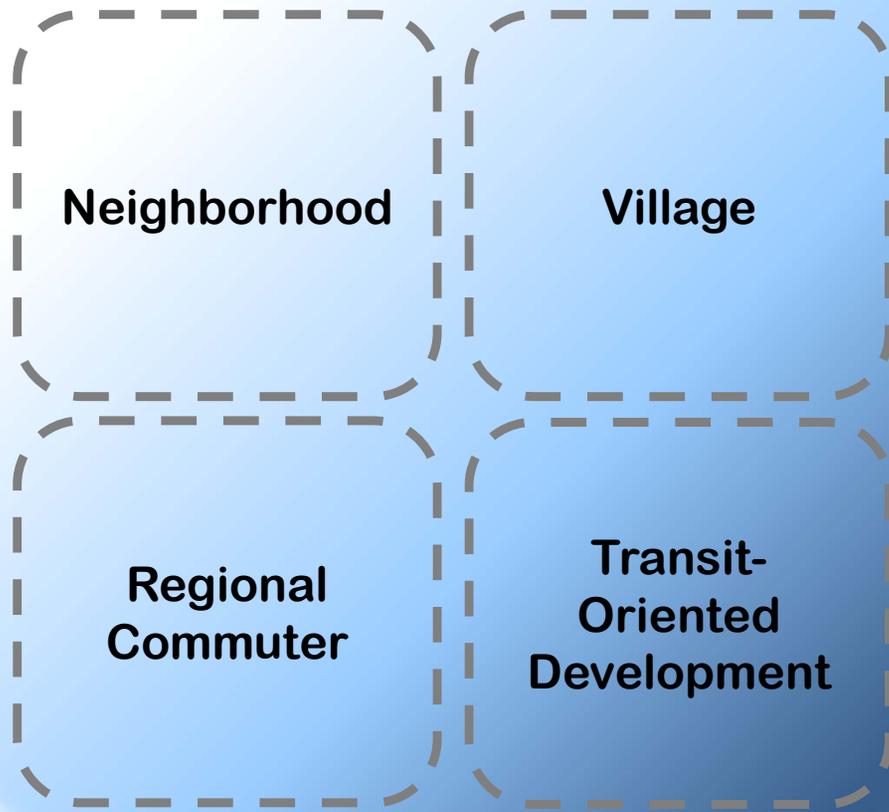
TRANSIT STATION TYPES



local



regional



auto-focused



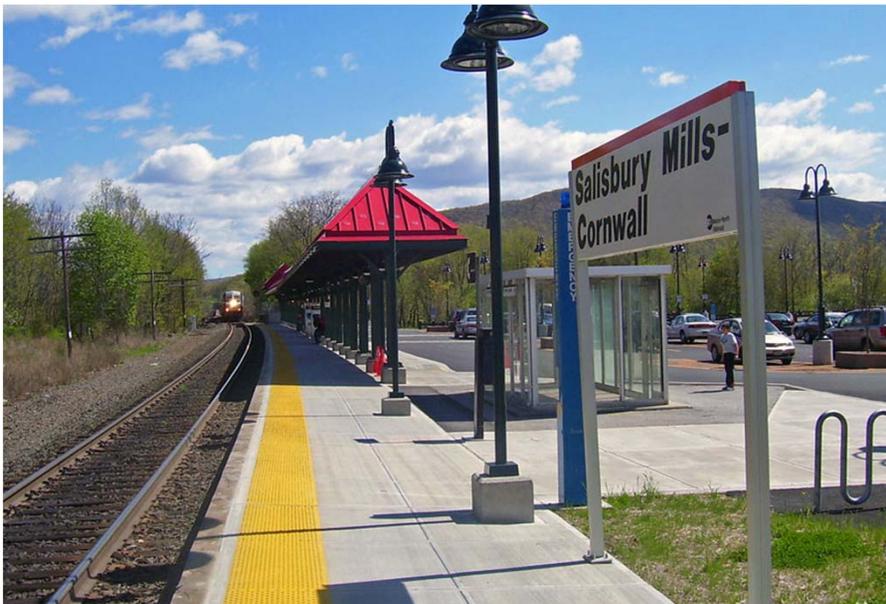
pedestrian-focused



TRANSIT STATION TYPES - Neighborhood



A Neighborhood station is easily-reachable by automobile, but often surrounded by minimal development



Station Size: LOW

Platform or small-sized station

Surrounding development: LOW

Surrounded by minimal to no development

Mode transfers: LOW

Few transfer options, mostly local service, often features a park-and-ride lot

Parking to Building Ratio: HIGH

Featuring a small to mid-size parking lot and minimal to any development

Traffic impact: LOW

Few congestion issues as it is further from activity centers



TRANSIT STATION TYPES - Village



A Village station is in an area of development, often residential or commercial, with high-accessibility for pedestrians.



Station Size: LOW

Platform or small- to medium-sized station

Surrounding development: MEDIUM

Surrounded primarily by existing mixed use - residential, low-density commercial, and office

Mode transfers: LOW

Few transfer options, mostly local service

Parking to Building Ratio: MEDIUM

Few if any assigned parking spaces, mostly served by street parking

Traffic impact: MEDIUM

Varies depending if the transit runs exclusively or with traffic



TRANSIT STATION TYPES – Regional Commuter



A Regional Commuter station is easily-reachable by automobile and is often associated with office or retail



Station Size: HIGH

Major transit station

Surrounding development: LOW

Often in proximity to office or retail that has a similar auto-dependent focus

Mode transfers: HIGH

Regional commuter stations tend to serve multiple modes of transit, often regional

Parking to Building Ratio: HIGH

Automobile focus requires either large surface parking or structured parking

Traffic impact: HIGH

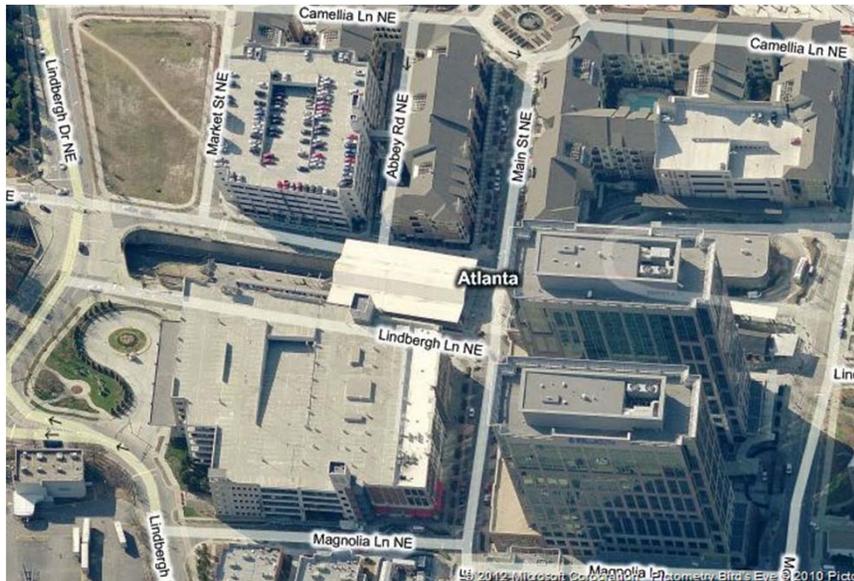
Numerous modes of transit potentially add to congestion



TRANSIT STATION TYPES– Transit-Oriented Development



A *Transit-Oriented Development (TOD)* is a mixed-use residential and commercial area designed to maximize access to public transportation.



Station Size: MEDIUM

Major transit station

Surrounding Development: HIGH

Surrounded by mixed-use redevelopment

Mode transfers: MEDIUM

TOD stations often serve multiple modes of transit, often from local to regional

Parking to Building Ratio: LOW

Pedestrian focus with medium to high-density development, some street parking and occasional structured parking

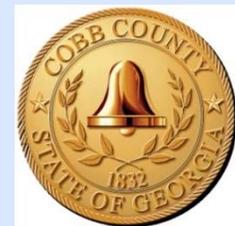
Traffic impact: MEDIUM

Numerous modes of transit potentially add to congestion



Next Steps

- **Refinement of alternative alignments and station locations**
- **Definition of Baseline/Transportation System Management Alternative**
- **Initial travel/ridership forecasts**
- **Calculate performance criteria and measures**



Exercise

- **Circulate to each station and share your thoughts**
- **Offer specific comments on alternative alignments and station locations**

