

Preliminary Goals and Objectives

Cobb County's 2030 Comprehensive Transportation Plan (*CTP*) was adopted in February of 2008. The *CTP* established the following vision statement for Cobb County's Transportation System:

Cobb County's transportation system will be a safe and efficient network providing multimodal service to coordinated land uses throughout the county, including to green space and "live-work-shop-play" communities.

The *CTP* then proposes four goals that support that vision, which are in turn supported by specific objectives that are intended to assist in the achievement of those goals.

This *Bicycle and Pedestrian Improvement Plan* is intended to follow the lead of the *CTP* and focus attention more specifically on non-motorized modes of transportation. The vision for this plan, then, is the same as the vision of the *CTP*. The goals and objectives of this plan will also be derived from the goals and objectives developed for the *CTP*, but more sharply focused on non-motorized modes.

In order to provide a direct link to established priorities for transportation in Cobb County, this section quotes the goals of the *CTP* and any supporting objectives that are relevant to improving bicycling and pedestrian conditions. These excerpts from the *CTP* (printed in italics) are then followed by proposed goals and objectives that are specifically tailored to bicycling and walking. These new goals and objectives are intended to serve as more sharply focused extensions of the general goals and objectives described in the *CTP*.

The objectives described below outline specific and measurable steps that should contribute to the achievement of the goals, which in turn should assist in Cobb County realizing the vision it has established for its transportation future.

Goal from CTP:

System Performance and Safety: Improve the overall performance and safety of the transportation system.

Objectives from CTP:

Maximize use of public transit.

Reduce Number of pedestrian and bicycle accidents.

Non-Motorized System Performance Goal: Establish performance measures for bicycling and walking along Cobb County's major thoroughfares (Arterial Streets, Major Collectors, and Minor Collectors).

Performance Objectives

Achieve Bicycle Level of Service “X” on X% of major thoroughfare miles by 2030.

Achieve Pedestrian Level of Service “X” on X% of major thoroughfare miles by 2030.

Increase the mileage of shared use path facilities in the county by X% by 2030.

Identify a network X miles of “Family Friendly Routes” by 2030.¹

Require accommodation of bicycles and pedestrians to the target levels in all new development and redevelopment projects.

Require accommodation of bicycles and pedestrians to the target levels in all new roadway construction and reconstruction projects.

Non-Motorized Safety Goal: Improve the safety of biking and walking along Cobb County’s major thoroughfares (Arterial Streets, Major Collectors, and Minor Collectors).

Safety Objectives:

Reduce the incidence of bicycle crashes on Cobb County’s major thoroughfares by X% by 2030.

Reduce the incidence of pedestrian crashes on Cobb County’s major thoroughfares by X% by 2030.

Reduce the incidence of crashes on Cobb County’s network of shared use paths by X% by 2030.

Establish a baseline measure of bicycle and pedestrian traffic volume on Cobb County’s major thoroughfares and shared use paths.²

Increase bicycle and pedestrian traffic volume by X% 2030.

Develop, promote and implement programs to promote bicycle and pedestrian safety in Cobb County.

Goal from CTP

Multimodal: Develop a multimodal system in which each mode is optimized by providing the citizens of Cobb County with attractive and realistic travel alternatives.

Objectives from CTP

¹ A “family-friendly” bicycle route shall be comprised of a continuous sequence of local streets, shared use paths and major thoroughfares with a Bicycle Level of Service of “B” or better, and safe crossings where necessary. A “family-friendly” pedestrian route shall also be comprised of a continuous sequence of local streets, shared use paths and Major Thoroughfares with a Pedestrian Level of Service of “B” or better, and safe crossings where necessary.

² This baseline measure of volume will provide a context for the crash data being evaluated, as raw crash numbers alone do not account for the increased exposure occasioned by increased levels of walking and bicycling. It is expected that crashes might increase if bike and/or pedestrian volumes increase dramatically, due to the increased exposure. A method of tracking volumes will allow the incidence of crashes to be normalized against those volumes as rates.

Increase bicycle connections to activity centers.
Increase supply and upgrade pedestrian and bicycle facilities.
Increase alternatives to use of private vehicles.
Reduce/moderate increases in annual vehicle miles traveled.
Increase the flexibility of the transportation system to serve all the members of the community.

Multimodal Goal: Provide transportation options by providing the citizens of Cobb County with attractive and realistic opportunities for bicycling and walking, and, by extension, improve access to public transit.

Multimodal Objectives:

Develop or identify existing “Family Friendly” bicycle routes, for bicycling between activity centers and nearby neighborhoods; connect each identified activity center to any neighborhood within XX miles via family friendly bicycle routes.³

Develop or identify existing “Family Friendly” pedestrian routes, for walking between activity centers and nearby neighborhoods; connect each identified activity center to any neighborhood within XX miles via family friendly pedestrian routes.⁴

Accommodate pedestrians at Pedestrian Level of Service “X+1” along all Major Thoroughfares served by Cobb Community Transit, and portions of intersecting Major Thoroughfares within one mile of all Cobb Community Transit stops.

Increase the percentage of trips under five miles made by bicycle to XX by 2030.

Develop a policy to provide secure bicycle parking at Cobb Community Transit stops, based on transit stop volumes and characteristics.

Goal from CTP

Transportation/Land Use Connectivity: Develop a transportation system that is appropriate to the land uses it serves.

³ A neighborhood shall be considered connected when the associated activity center can be reached via travel exclusively on “Family Friendly Routes.” The buffer from the activity center shall be drawn from the county-designated boundary of that activity center; any local street intersecting that buffer should be reachable via “Family Friendly Routes.”

⁴ A neighborhood shall be considered connected when the associated activity center can be reached via travel exclusively on “Family Friendly Routes.” The buffer from the activity center shall be drawn from the county-designated boundary of that activity center; any local street intersecting that buffer should be reachable via “Family Friendly Routes.”

Objectives from CTP

Increase mixed use developments that optimize both use of land and transportation resources.

Increase greenspace set asides within new developments and increase greenways.

Increase higher density and mixed use development along major transportation corridors.

Increase transportation facilities that will encourage mixed use developments.

Land Use Goal: Establish development standards to provide a higher level of accommodation for bicyclists and pedestrians within areas defined as “Activity Centers” on the Future Land Use Map developed as part of Cobb County’s Comprehensive Plan.

Land Use Objectives

Require that all new development and roadway reconstruction within the areas identified as “Activity Centers” on the Cobb County’s Future Land Use Map accommodate pedestrians to Pedestrian Level of Service “X+1”, and accommodate bicyclists to Bicycle Level of Service “X+1.”

Incorporate bicycle and pedestrian facilities into all new greenway projects.

Require or incentivize the inclusion of long and short term bicycle parking in development agreements for commercial property.

Require or incentivize the inclusion of showering and changing facilities for bicycle commuters in development agreements for commercial property.

Goal from CTP

Financial Management and System Preservation: Ensure that adequate financial resources are available to properly maintain the transportation system and to grow and adapt the system in keeping with changes in land uses.

Objectives from CTP

Increase availability of funds to make improvements to the transportation system.

Increase use of public- private partnerships to fund transportation improvements.

Implement countywide impact fees to fund transit and road improvements.

Increase investment to a level that will bring all roads to at least LOS D.

Financial Goal: Ensure that adequate financial resources are available to maintain facilities for non-motorized transportation and to grow and adapt the non-motorized system in keeping with changes in land uses.

Financial Objectives

Dedicate a specific share of funds from Cobb County’s SPLOST for improvements to the system of facilities for non-motorized transportation.

Seek outside grants as well as public-private partnerships to fund improvements to the system of facilities for non-motorized transportation.

Include accommodation of bicyclists and pedestrians in Development Agreements.

Include accommodation of bicyclists and pedestrians in impact fee calculations, when impact fees are implemented.

Dedicate a specific share of impact fees for investment in facilities for non-motorized transportation, when impact fees are implemented.

System Preservation Goal: Maintain new in existing facilities for non-motorized transportation so that they serve residents of and visitors to Cobb County for years to come.

System Preservation Objectives

Develop a maintenance protocol for Cobb County's bicycle system.

Develop a maintenance protocol for Cobb County's pedestrian system.

Develop a maintenance protocol for Cobb County's system of shared use paths.

Other Possible Goals

The goals and objectives described above are derived from a framework provided by Cobb County's CTP, thereby providing a direct link to an established community vision that has been developed with the participation of Cobb County residents and the approval of Cobb County's elected officials. These goals and objectives are comprehensive and, if achieved, will improve the performance of Cobb County's transportation system by providing attractive alternatives to motor vehicle travel. Communities across the country have sometimes linked goals for non-motorized transportation to aspirations beyond the basic functional performance of their overall transportation network. Because non-motorized travel modes are also forms of physical activity, many communities develop goals and objectives that are explicitly linked to improving community health by providing opportunities for exercise. Some communities also develop goals linked to children walking and biking to school, which combines a transportation need—increasing the options for a common trip purpose—with an educational or developmental desire to instill physical activity as a regular part of children's lives. Either type of goal could be developed for Cobb County if the PMT finds them appropriate.

Example "Other" Goals and Objectives

Enhance the health, fitness and quality of life of residents of and visitors to Cobb County

Objectives- accommodation targets in proximity to parks and greenspace, programs about recreational cycling.

Provide Safe and convenient bicycling/walking access to schools

Objectives- accommodation targets in proximity to schools

Reduce the occurrence of single-student pickups and drop offs via motor vehicles at Cobb County Schools.

Objectives- Increase the mode share of multi-student carpools, increase the mode share of bicyclists, and increase the mode share of pedestrians, at Cobb County Schools.

DRAFT