

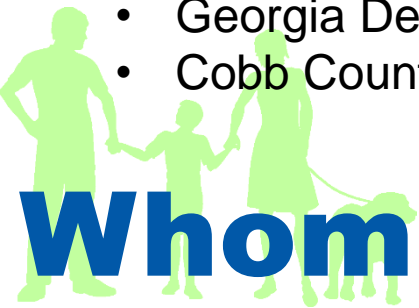


**Cobb County Comprehensive Transportation Plan
Update 2040
Cobb County Board of Commissioners
April 22, 2014**

Who?

How?

- Public
 - Neighborhood Associations (4)
 - Churches and Places of Worship (13)
 - Advocacy Groups (13)
- Businesses
 - Large and small business owners (22)
 - Non-profit organizations (13)
- Community and Civic Groups (16)
 - Transit Advisory Board
 - NAACP
 - Rotary Clubs
 - Chamber of Commerce
- Cities
 - City/County Joint Meeting
- Community Improvement Districts (CIDs)
- Coordinating Agencies
 - Atlanta Regional Commission
 - Georgia Department of Transportation
 - Cobb County Schools
- Stakeholder Committee (74 organizations represented, 3 meetings to date)
- Library Partnership- distribution of CTP bookmarks (4000 bookmarks)
- Project website
- Listening Tour (16 interviews)
- County Town Hall Meetings
- News/magazine articles
- Briefings
- Monthly organization meetings
- Youth recreational tournaments/activities
- Community/organization events (over 1000 flyers distributed)
- Monthly coordination meetings
- One-on-one stakeholder interviews



Whom we have heard from?²

READY

PHASE I
MAY 2013-OCT 2013



SET

PHASE II
OCT 2013-MAR 2014



GO

PHASE III
MAR 2014-SEPT 2014



	Engagement	Technical	Engagement	Technical	Engagement	Technical
Activities	<ul style="list-style-type: none"> -Identify Stakeholders & Groups -Listening Tour -Public Opinion Polls -2 Day Stakeholder/ PMT Workshop -Online Surveys -Communication Blitz -Video 	<ul style="list-style-type: none"> -Data Collection -Existing Conditions -Assessing Needs 	<ul style="list-style-type: none"> -Public Meeting -Stakeholder Committee -Website & Social Media -Technical Committee -Project Management Team 	<ul style="list-style-type: none"> -Transportation Assessment -Health Impact Assessment -Economic Impact Assessment -Potential Transportation Project Recommendations 	<ul style="list-style-type: none"> -Public Meeting -Stakeholder Committee -Project Management Team -Public Opinion Polls -Online Survey 	<ul style="list-style-type: none"> -Final Project Recommendations -Prioritization of Projects
Outputs	<ul style="list-style-type: none"> -Guiding Principles -Public Involvement Program 	<ul style="list-style-type: none"> -Existing Conditions Report -Needs Assessment Report 	<ul style="list-style-type: none"> -Goals, and Objectives 	<ul style="list-style-type: none"> -Preliminary Project Recommendations 	<ul style="list-style-type: none"> -Priorities 	<ul style="list-style-type: none"> -Recommendations Report -Final CTP Report -Human Services Transportation Plan



Where have we been?

READY

PHASE I
MAY 2013-OCT 2013

SET

PHASE II
OCT 2013-MAR 2014

GO

PHASE III
MAR 2014-SEPT 2014

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Where are we going?

What should Cobb be in 2040?*

Preeminent location to live in the metropolitan Atlanta area!

Suburban

Transportation options

Safe and accessible for vehicle, bicycle, and pedestrian users

Transit friendly

Improved existing transportation services

Family friendly

Clean and low crime

Smaller government

*Common themes heard from website responses and stakeholder interviews



What we have heard?

Public Opinion Polls

- Supporting job growth is the #1 priority of registered voters, followed by public safety and transportation
- Traffic congestion is considered a major issue on both the roads and interstates
- Top transportation needs:
 - Signal timing and turn lanes
 - Improving local bus and commuter service
 - Adding sidewalks



What we have heard?

Public Opinion Polls

- Funding for transportation improvements is seen as having a large impact on enhancing economic development in the County
- Leveraging federal grants to pay for transportation improvements is strongly favored, followed by public-private partnerships and special local option sales tax
- 74% support SPLOST as a preferred funding source



What we have heard?

CCT Customer Satisfaction Survey

- A majority of local and express riders are satisfied with CCT overall
- Riders rate all aspects of bus stops and stations high (with the exception of seating availability)
- Local and express riders rate all aspects of the CCT call center high
- Local and express riders consider CCT to be both convenient and easy to ride
- Local riders consider improving bus service reliability, and increasing frequency of buses, service hours, and service days as all high priorities.



What we have heard?


Maximize performance of the transportation system

Improve access and manage traffic congestion

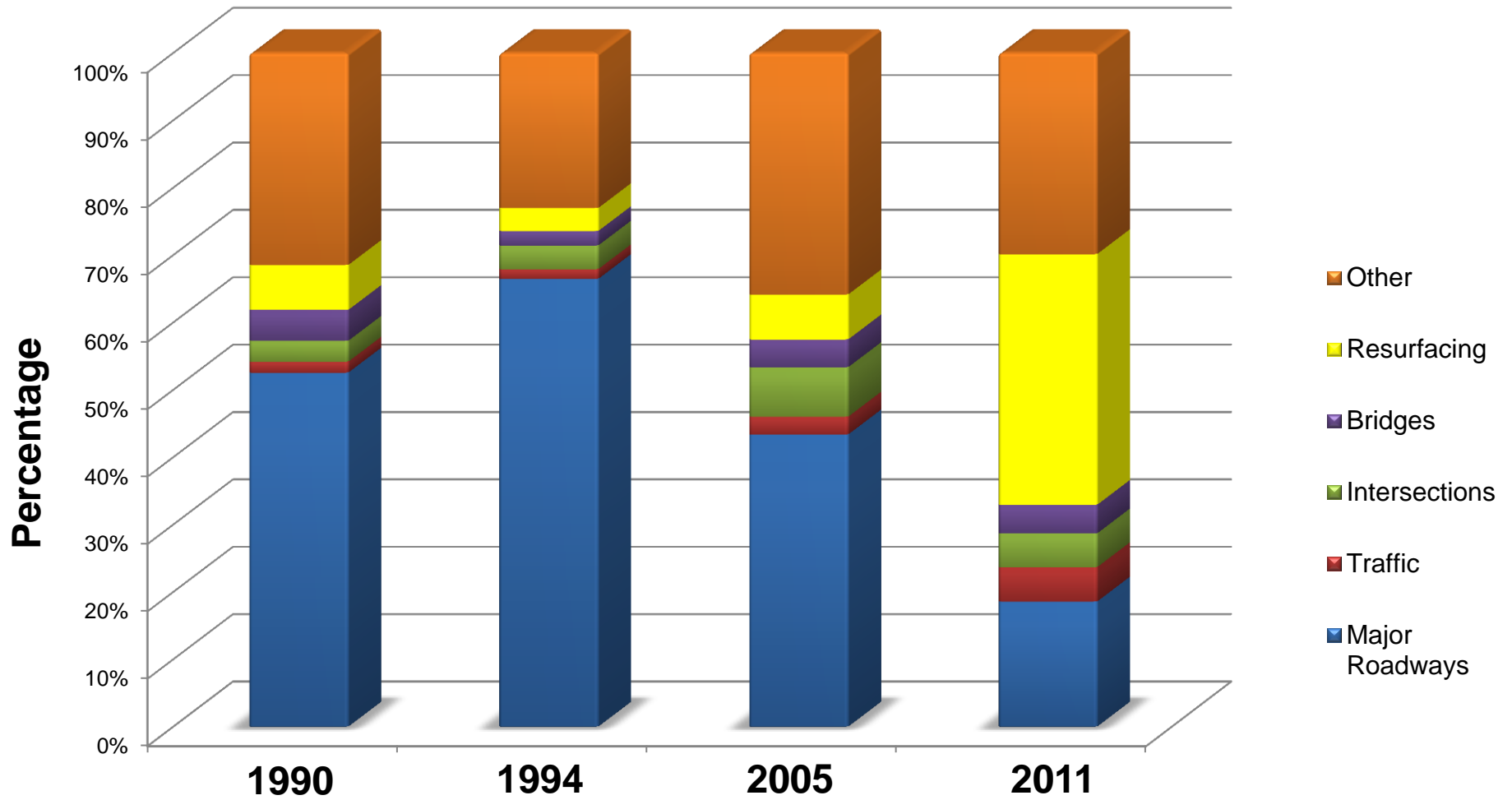
Achieve traveler safety and security

Drive economic competitiveness

Lead with cost-effective solutions



Stakeholder Committee Guiding Principles



CTP Short Term Project Needs

CTP
Unconstrained
Short Term
Project Needs
\$1.6B
(city and county projects)

Other Funding
Sources
(federal, state, grants, other)

\$688M

Local Funding

\$938M

County

\$651M

Cities

\$287M



Draft TIP (2016-2021)

Cobb County

UNCONSTRAINED TIP

Cobb County

Total Cost

Core Needs
Highest Priority

Bridges, Drainage,
Resurfacing

\$126M

\$150M

Priority Needs
from Citizen
Input

Signal Timing, Turn Lanes,
Local and Commuter Bus, and
Sidewalks

\$330M

\$781M

Priority Needs
from Technical
Analysis

Roadway capacity,
interchange and grade
separation, new connections,
planning

\$195M

\$387M

TOTAL UNCONSTRAINED TIP
(Cobb County only)

\$651M


\$1.3B



Draft TIP (2016-2021)

- Finalize TIP
- Continue analysis of long term project needs
- Cobb County Board of Commissioners meeting on long term project needs





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www.cobbinmotion.com