



Cobb County Comprehensive Transportation Plan  
Update 2040  
Stakeholder and Technical Committees  
November 20, 2014

# READY

PHASE I  
MAY 2013-OCT 2013



# SET

PHASE II  
OCT 2013-MAR 2014



# GO

PHASE III  
MAR 2014-NOV 2014



Activities

Outputs

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

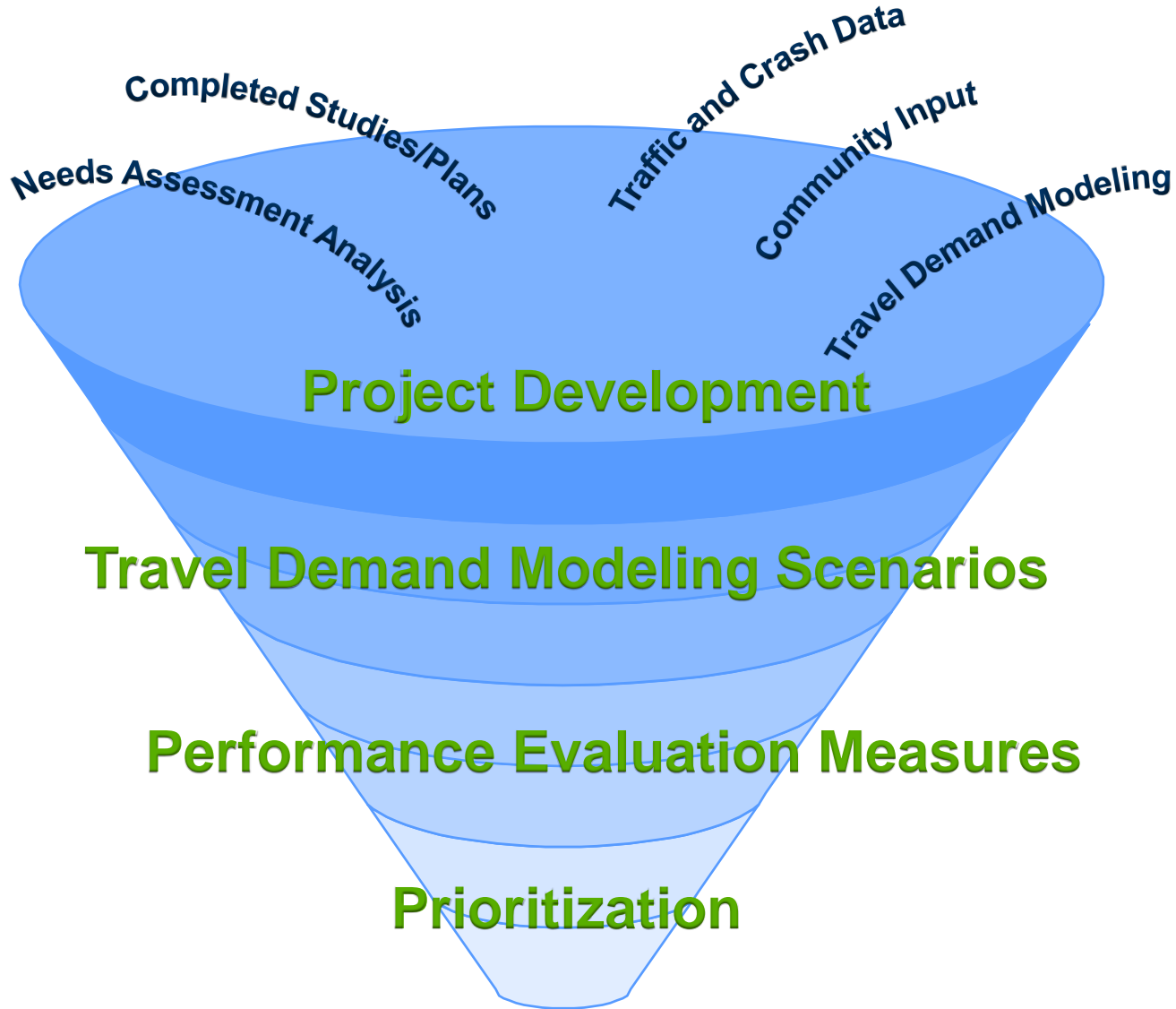


# Where have we been?

- 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 Committees Guiding Principles



**Financially Constrained Prioritized CTP Project List**

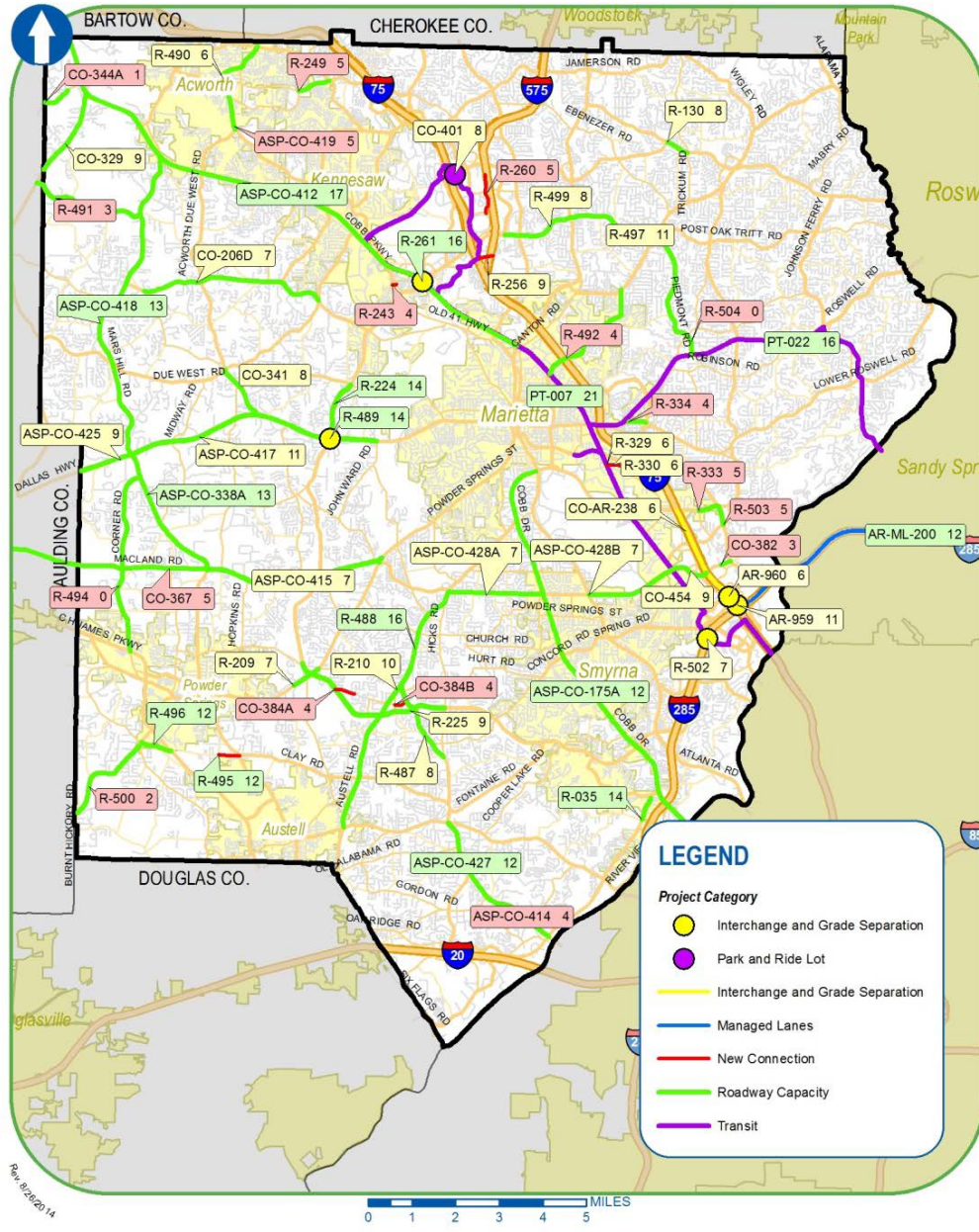


**Project Identification**

- **Base Scenario**
  - 2040 Existing + Committed- existing transportation infrastructure + committed projects in the FY 2014-2019 TIP
  - Local capital improvement projects expected to be completed by 2040
- **Status Quo Scenario**
  - All projects in the Base Scenario
  - Roadway capacity and transit projects in the 2008 Cobb CTP
  - PLAN 2040 TIP/RTP/Aspirations project lists
- **Innovation Scenario**
  - All projects in the Base Scenario
  - Roadway and transit projects focused on economic development and innovation in key destinations and along major thoroughfares
  - Status Quo project list was modified to include other projects and/or remove projects

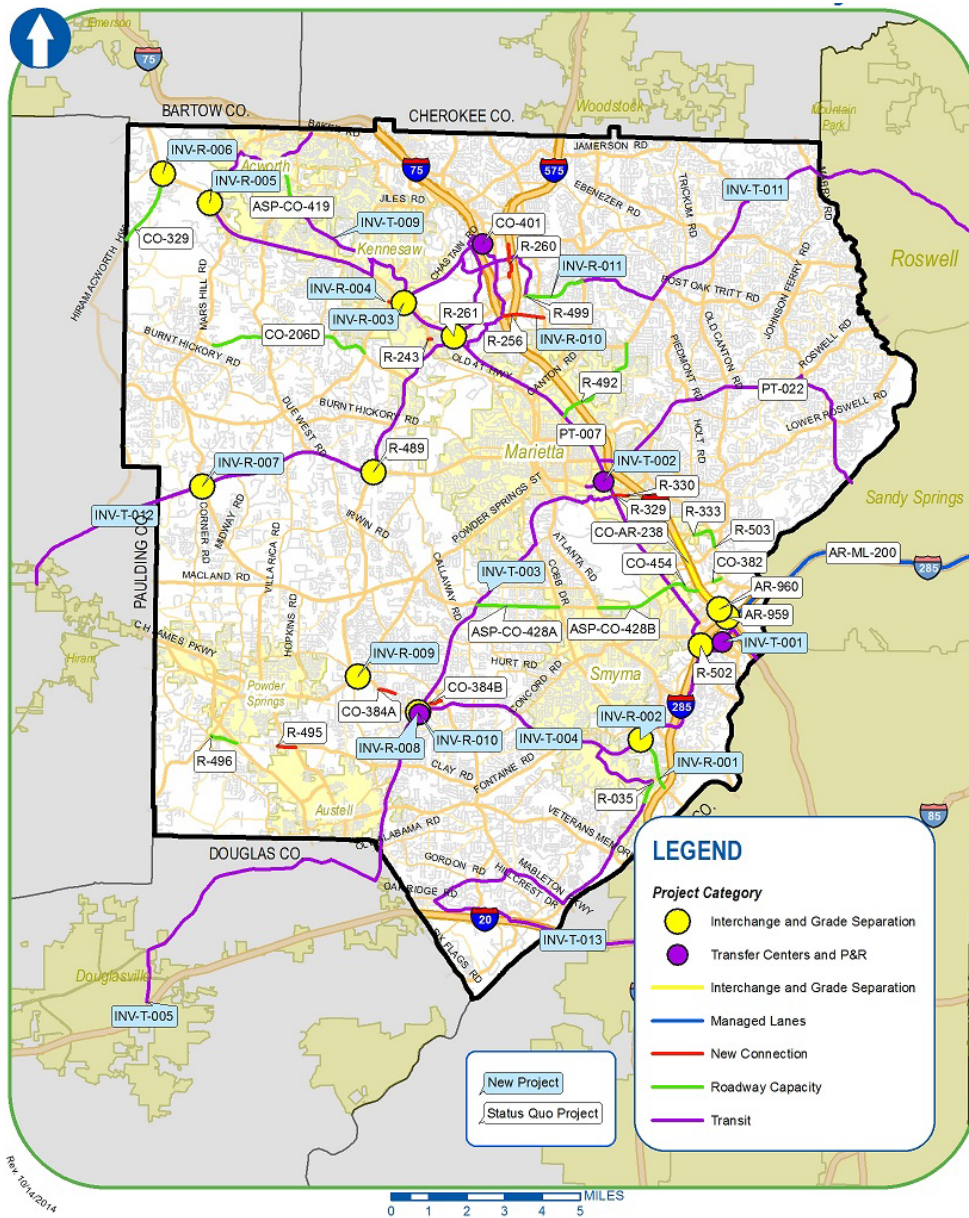


# Scenario Overview



- Previously identified strategies and projects
- Costs \$4.1 billion
- Results in slight improvement to current levels of congestion while accommodating growth
- Over time, decrease in access to jobs

# Status Quo Scenario 2040



- Modifies Status Quo scenario to:
  - Remove or modify some roadway projects to enhance benefit/cost
  - Further enhance transit service
- Costs \$3.6 billion- strategically focused on projects with greater benefit cost
- Keeps pace with current levels of congestion while accommodating growth
- Results in slight improvement in access to jobs via transit

# Innovation Scenario 2040

## 1) Scenario-level measures

<b>Congested Speed</b>	<b>Congestion Cost</b>	<b>Total Transit Trips</b>
<b>Reliable Trips</b>	<b>Vehicle Hours of Delay</b>	<b>Accessibility</b>
<b>Crash Hotspots &amp; Projects</b>	<b>ETA Areas and Projects</b>	<b>Key Destinations &amp; Projects</b>

## 2) Roadway performance measures

<b>V/C Ratio</b>	<b>Vehicle Hours of Delay</b>	<b>Annual Cost Per User</b>
<b>Regional top 10% congested corridor?</b>	<b>Corridor with crash hotspots?</b>	<b>Located in or connect to a key destination?</b>

## 3) Transit performance measures

<b>Daily Boardings</b>	<b>Vehicle Hours of Delay</b>	<b>Population w/in ¼ mile of transit route</b>
<b>Employment w/in ¼ mile of transit route</b>	<b>EJ population w/in ¼ mile of transit route</b>	<b>Regional top 10% congested corridor</b>
<b>Located in or connect to a key destination</b>		



# Performance Measures



Lengthy widening projects can sometimes be replaced with targeted intersection grade-separations

- SR 120 (Dallas Highway)
- US 41 (Cobb Parkway), north of Marietta

## Cost Effective Solutions through Innovation



Roadway Projects



# Roadway Projects

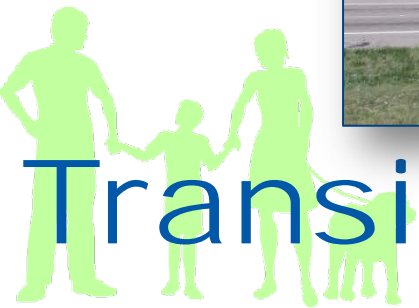
Further expansion of CCT service will be beneficial in certain areas and double transit use:

- Connect Cobb
- Austell Road, certain portions of south Cobb, Kennesaw and Acworth to Town Center and Marietta
- Improving frequency on key existing transit routes

## Access to Jobs and Activity Centers



Transit Projects

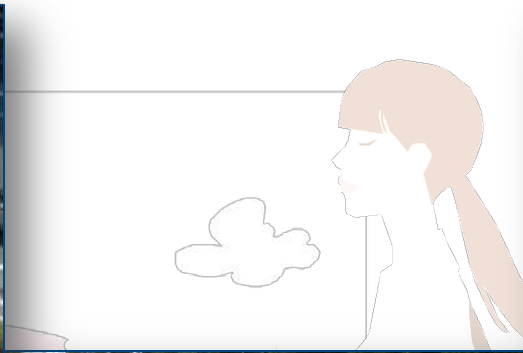


# Transit Projects

- Specific priority trail and sidewalk projects in short term list
- Priority Trail Network
- Policies and Programs for complete streets, bike facilities, and education
- Travel and tourism supportive

## Drive Economic Competitiveness

Bike/Ped Projects



# Bike/Ped Projects



## Short Term

Highest Priority  
First 5 years of  
the Plan  
SPLOST  
Projects

**\$1.2B** Total  
**\$650M** Cobb County  
(includes \$287M in SPLOST 2016)

## Mid Term

Years 5-10 of the Plan  
Needed for current and  
future growth

**\$1.1B** Total  
**\$416M** Cobb County

## Long Term

Years 11+ of the  
Plan  
Needed for  
future travel  
needs  
Would take  
substantial time  
to construct

**\$3.0B** Total  
**\$498M** Cobb County



# Priorities

- Finalize CTP Documentation
- Public Meeting- December 4<sup>th</sup>
- County Adoption- January 13, 2015
- City Adoption- January 2015







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[www.cobbinmotion.com](http://www.cobbinmotion.com)