



Transportation Snapshot

Cobb County Comprehensive Transportation Plan 2040 Update

Currently, the County has many future planned transportation projects. The Cobb County CTP Update 2040 reconsiders the priorities of those planned projects, as well as the need for new or revised projects based on the public's wants and needs, and updated technical study.

The Cobb County CTP is being developed cooperatively between Cobb County, the cities of Acworth, Austell, Kennesaw, Marietta, Powder Springs, and Smyrna, the Cumberland Community Improvement District (CID), and Town Center Area CID.

The Cobb County CTP includes a public outreach process with input from:

Bake One	Cobb Immigrant Alliance	McCollum Airport
Bike Cobb	Cobb Senior Service	Mount Zion Baptist Church
C.A.M.P.	Cobb Senior Citizen Council	MUST Ministries
Chattahoochee Technical College	CSX	NAACP, Cobb County Branch
Coalition of Cobb Business Associations	Cobb Tea Party	Norfolk Southern
Cobb Citizen Oversight Committee	Cobb Transit Advisory Board	North Cobb Rotary
Cobb and Douglas Board of Health	Cumberland CID	PEDS
Cobb Diversity	Destiny Church	Powder Springs United Methodist Church
Cobb County Board of Education	East Cobb Civic Association	Six Flags
Cobb County Chamber of Commerce	Home Depot	South Cobb Rotary Club
Cobb County Community Development	Kennesaw Mountain National Battlefield Park	Southern Polytechnic State University
Cobb County Parks and Recreation	Kennesaw State University	Town Center Area CID
Cobb County Public Library System	Life University	Veolia
Cobb County Public Safety	Marietta Coliseum and Exhibit Hall	The Weather Channel
Cobb Faith Partnership	Marietta Weed and Seed Program	Wellstar

This document incorporates information from the following documents:

- Cobb County CTP 2040 Update Existing Conditions and Needs Assessment Report, February 2014
- Cobb County CTP Market Assessment, November 2013
- Cobb County CTP Public Opinion Survey 2013
- Cobb County CTP Cobb Community Transit Survey 2013
- Cobb's Competitive EDGE Economic and Development Strategy



Transportation improves our lives by giving us the freedom to get where we need to go. Sound transportation planning and investments move traffic, support economic development, and make your destinations accessible. Every citizen in Cobb County is affected by the roads and bridges that connect us north, south, east and west, so we can get to work, visit friends and family, move goods and services, and maintain healthy home values.



Cobb has benefited from an unprecedented population growth and land development over three decades. The infrastructure built to accommodate more people, businesses, and land development is reaching maturity *at the same time* more population and job growth are forecasted. This added stress on Cobb's transportation systems of 5,000 roads, 440 bridges, 536 traffic signals, 18 local and express bus routes, and 733 miles of sidewalks will require continual examination and reinvestment to keep Cobb mobile and economically competitive.

167,000 MORE PEOPLE ARE EXPECTED TO MOVE TO COBB BY 2040, AN AVERAGE OF 56,000 PER DECADE.

147,000 MORE JOBS WILL BE ADDED BY 2040, AN AVERAGE OF 49,000 PER DECADE.

The ongoing Comprehensive Transportation Plan (CTP) Update 2040 is a blueprint for the future of Cobb *guided by citizens of Cobb*. It prioritizes transportation solutions that optimize and preserve existing infrastructure, improve operational efficiency, and chart a continued course of responsible transportation choices. *And we want You to stay involved!*

THE CTP IS A BLUEPRINT FOR TRANSPORTATION INVESTMENT THROUGH 2040.

From 1970 to 2005, population grew in Cobb by an unprecedented 237%, making the County one of the fastest growing areas in the U.S. Roads and bridges built to accommodate the influx transformed the County from a rural landscape to a mix of urban and suburban. According to the Atlanta Regional Commission (ARC), Cobb had a population of 699,500 persons and 313,362 jobs in 2012. ARC projects population in Cobb County to increase by 27%, and jobs to increase by 50%, over the next 25 years.

HOW DO WE GET THERE IN 2040?

Through extensive public outreach in the CTP process, Guiding Principles were established by Cobb residents, business leaders and industry experts. These principles, combined with careful examination of the County's existing transportation system, will aid in critical planning and strategic investment necessary to insure Cobb remains economically prosperous, globally competitive, and safe and mobile in the future so Cobb communities continue to be a great place to live, work, and play. This is an exciting time for all who call Cobb County home.

- CTP Guiding Principles**
- Maximize Performance of the Transportation System
 - Improve Access and Manage Traffic Congestion
 - Achieve Travel Safety and Security
 - Drive Economic Competitiveness
 - Lead with Cost-Effective Solutions

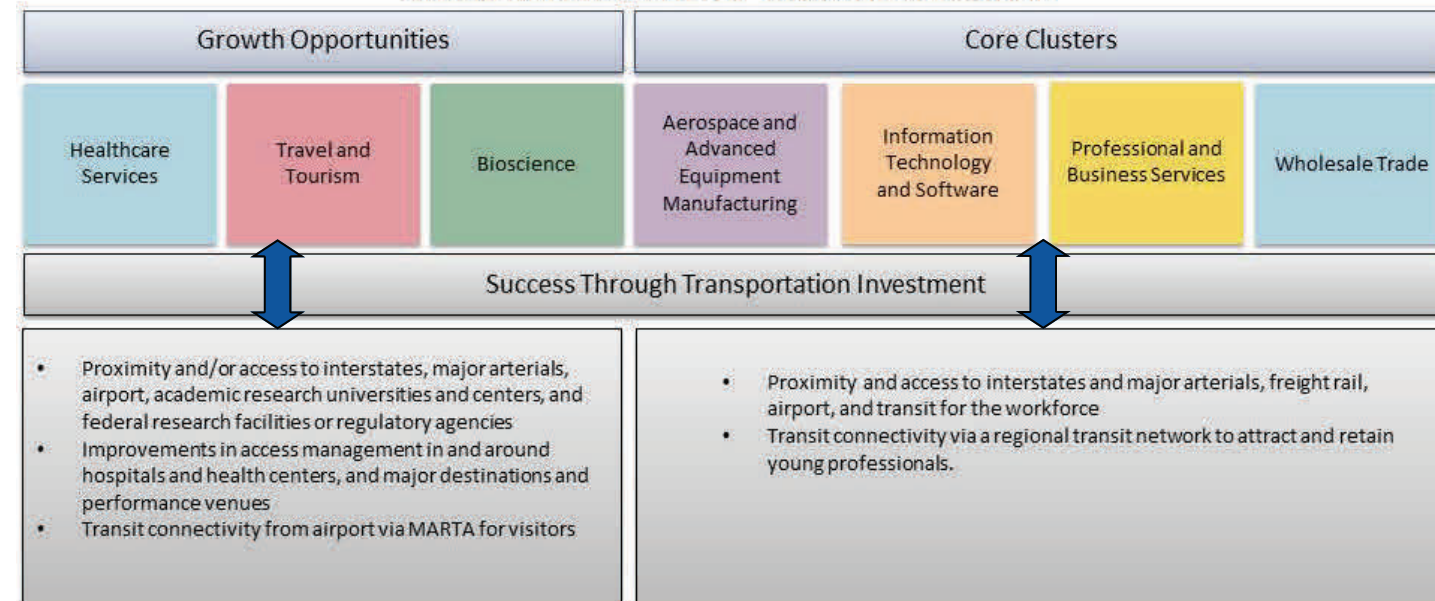


Transportation & the Economy

HOW DOES TRANSPORTATION INVESTMENT DRIVE COBB COUNTY'S SUCCESS?

As one of metro Atlanta's core counties, Cobb County has been a top performer for years. However, Cobb now faces new challenges while more population and job growth are expected. To remain economically prosperous in the future, current economic realities can't be overlooked. Cobb must adjust to how the 'playing field' is comprised today. A different decision-making framework for future economic growth, as outlined in Cobb's Competitive EDGE Economic Development Strategy, will need to be understood and embraced by citizens and leadership, with attention focused on redevelopment. Redevelopment is important because development patterns, particularly residential, directly impact the location of office, retail, and industrial development. This is a crucial shift for Cobb, as it requires a different set of tools and tactics to develop accurate and appropriate solutions for Cobb's future. And, new transportation tools will also be necessary.

Cobb's Competitive EDGE: Target Cluster Analysis



Cobb's economic competitiveness depends on improving connectivity, access, and mobility to best serve EDGE target industry clusters in the future.

Northern metro Atlanta is significantly more competitive in community fundamentals, such as schools, jobs, and sense of place. While citizens of Cobb readily utilize and benefit from many of the assets and amenities of its neighbors, the reality is that as Cobb residents work and shop in other counties, the tax base of Cobb suffers. Municipal boundaries often do not factor into a worker's or consumer's decision, it is much more about proximity and convenience. However, the more those needs can be met within Cobb's own borders, the greater the benefit to the County's tax base as a whole.

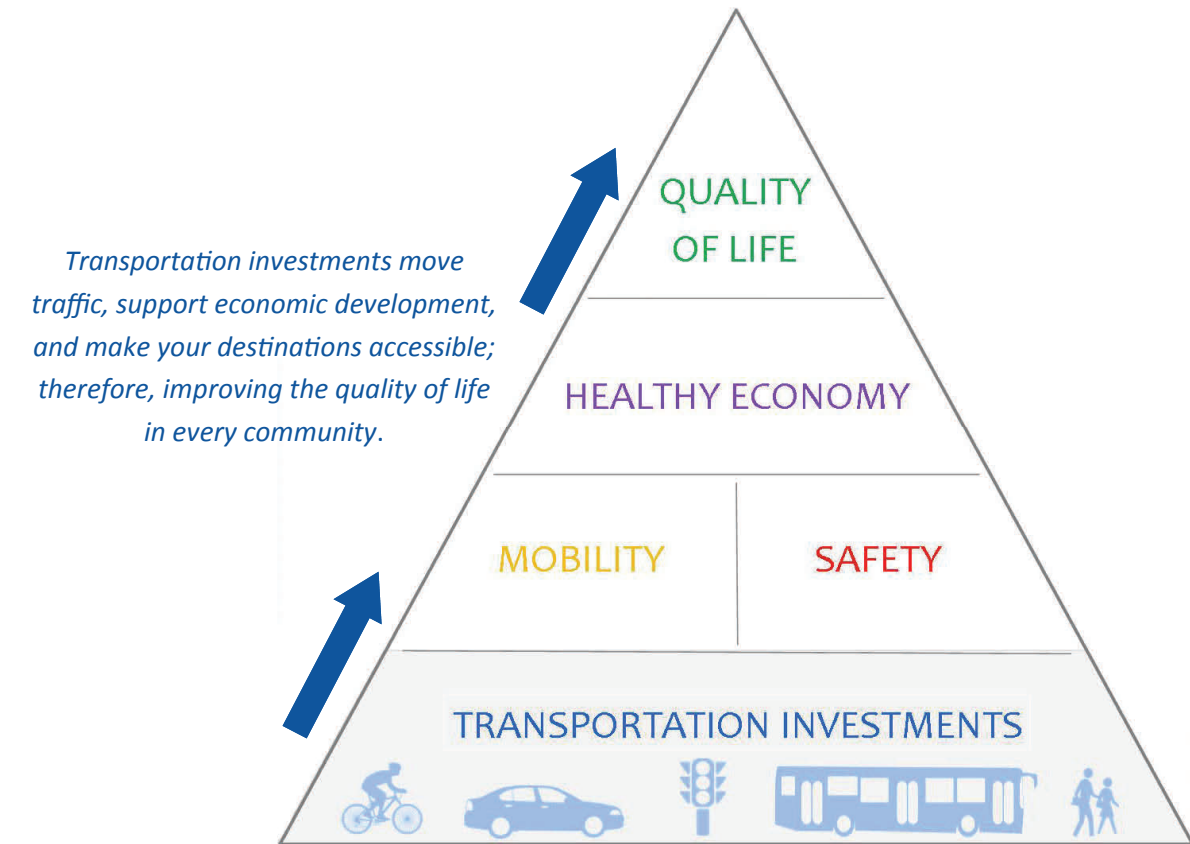
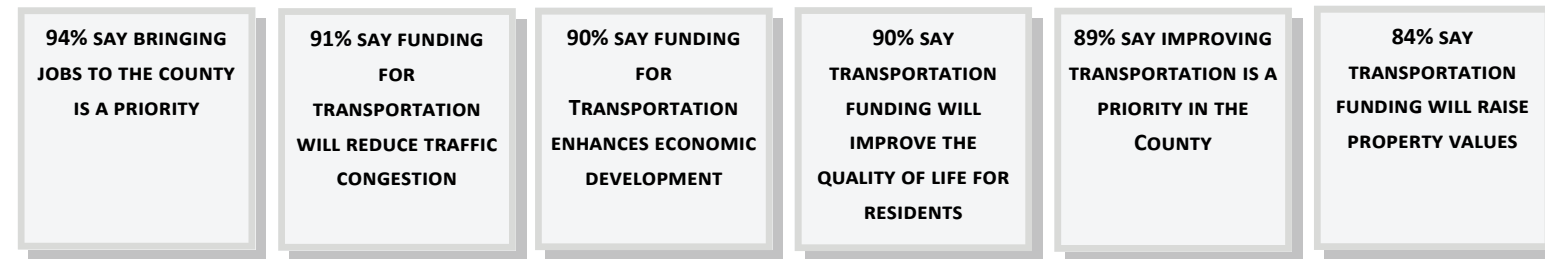
40% OF COBB WORKERS WORK IN THE COUNTY, 60% OF WORKERS LEAVE COBB FOR WORK.

While the eastern half of Cobb has experienced the benefits of redevelopment in recent years, there remains economic disparities across the County. Careful planning and decision-making is necessary to positively impact Cobb County's economic competitiveness, which in today's economy is driven by three primary factors: sense of place or place making; competitive, collaborative, and modern space, both inside and outside buildings; and attracting talent, both as residents and workers. Transportation investments can contribute positively to these factors.

Overall economic and market performance factors intersect with transportation decisions where growth, densification, and redevelopment is projected to happen, making it critical to plan the best transportation improvements that will reinforce or enhance increased economic competitiveness and performance. Your input is helping shape these specific transportation decisions.

Transportation & Community

WHAT ARE COBB RESIDENTS SAYING?



LINKING CRITICAL TRANSPORTATION NEEDS WITH THE PUBLIC'S GUIDING PRINCIPLES

- MAXIMIZE PERFORMANCE OF THE TRANSPORTATION SYSTEM**
 Investments in traffic signal timing and intelligent traffic management in critical high volume areas will improve and enhance existing transportation routes in Cobb County.
- IMPROVE ACCESS AND MANAGE TRAFFIC CONGESTION**
 Investments in new road connections, freeway ramp metering, commute lanes, and targeted intersection improvements will provide the greatest benefits to mobility.
- ACHIEVE TRAVEL SAFETY AND SECURITY**
 Investing in increasing driver sight distance, providing signalization, enhancing pedestrian crosswalks and constructing auxiliary lanes will be implemented to improve driver safety.
- DRIVE ECONOMIC COMPETITIVENESS**
 Creating a modern transportation infrastructure network with better travel choices (pedestrians, cyclists, and transit) will attract new businesses and young professionals and allow Cobb's economy to prosper.
- LEAD WITH COST-EFFECTIVE SOLUTIONS**
 Provide strategic roadway, transit, and pedestrian solutions that provide the greatest benefit at the lowest cost, providing the best investment for every dollar.