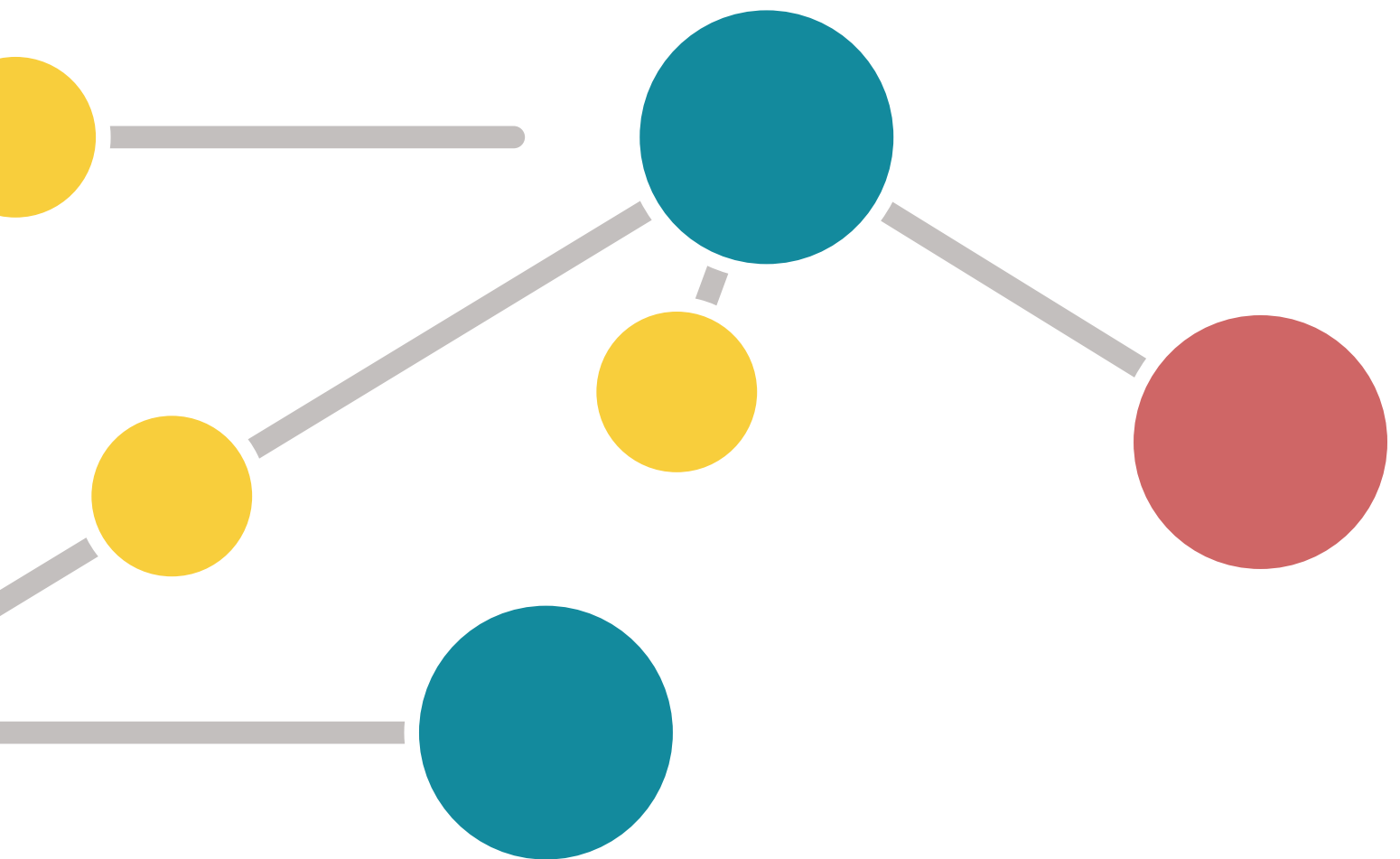


Cobb**FORWARD**

Comprehensive Transportation Plan



PUBLIC INVOLVEMENT PHASE 1

Overview

CobbForward is occurring at one of the most dynamic times for transportation in metro Atlanta's history. To make the most of this opportunity will require an understanding of and focus on local complexities, a vision for what the next generation of transportation can bring, and leadership to implement Cobb County's vision within the regional context. To do so, the team interacted with a wide spectrum of voices throughout the community, including traditionally underrepresented communities, elected leaders, adjacent communities, regional partners, and Cobb County staff.

There were three major categories of participants for the CobbForward Public Involvement Phase 1:

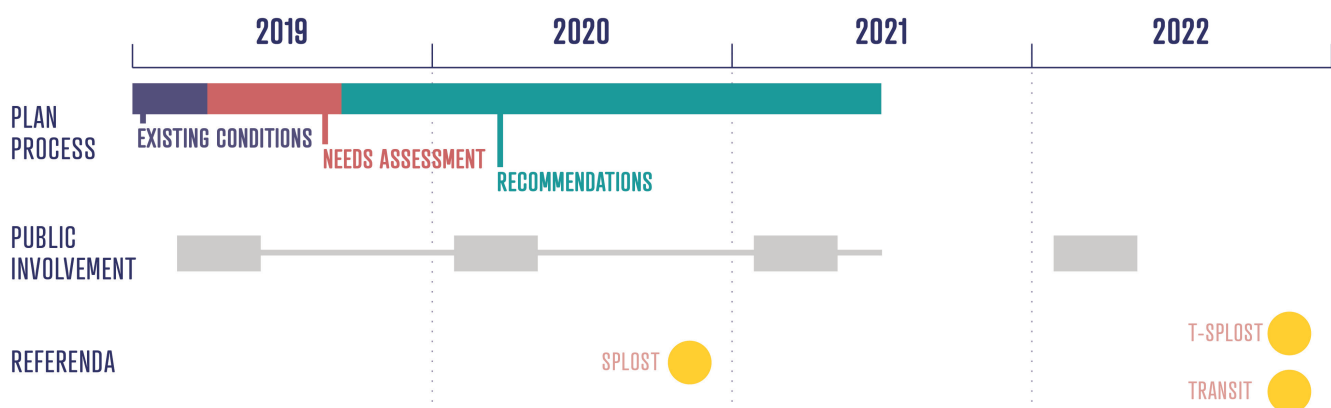
- Technical and Stakeholder Committees
- General Public
- Elected Officials

The Technical and Stakeholder Committees served as a sounding board for the project management and consultant teams before engaging with the public. The Technical Committee included representation from the six cities in Cobb County as well as from the Community Improvement Districts (CIDs).

The public engagement process defined the community's priorities for their transportation system and identified existing and future transportation needs, which will be used to identify recommendations for projects and policies through 2050. To set the direction of the plan, the public was asked to rank their top four plan priorities in order of importance as well as to allocate funding for transportation investments in Cobb County. The boxes on page 2 detail the plan priorities and transportation investment categories the public was asked to prioritize. Public Involvement Phase 1 results are examined in greater detail on the following pages.

Project Timeline

The graphic below illustrates how public involvement is intertwined with technical and political processes as well as how it plays an integral role in CobbForward's development.



Plan Priorities



Improve Health

Provide a transportation system that is safe and supports healthy living for all users.



Enhance Mobility

Improve travel times for all users with multimodal solutions.



Be Cost Effective

Prioritize investments that maintain reliable transportation infrastructure and maximize return on investment.



Use Innovative Tech

Use innovative transportation technologies and access to information to enhance the efficiency of the transportation network.



Support Equitable Access

Provide mobility choices that are accessible and equitable for all communities and users.



Integrate Land Use/Design

Support land use and urban design that enhances accessibility and connectivity between land uses for all users.

New Roads

New road connections may enhance traffic flow by providing more choices or relieving capacity issues on key corridors and shortening the distance people need to travel.

Signal Timing

Signal timing is used to improve mobility and safety, and coordinated signals along roadway corridors can increase system efficiency.

Maintain Roads and Bridges

Regular repair of existing transportation infrastructure, such as roads and bridges, ensures the County's current assets are safe and reliable.

Sidewalks/Trails/Bicycle Facilities

New sidewalks/trails/bicycle lanes may improve connectivity to key destinations and activity centers for people who are walking or biking.



Innovative Technologies

Technologies and strategies can enhance the transportation system while preparing the network for the deployment of advancements such as autonomous vehicles.

Turn Lanes at Intersections

Turn lanes and roundabouts can improve safety and operations with some additional right-of-way.

Widen Roads

Roadway widening to add travel lanes along existing key routes may enhance traffic flow and reduce congestion.

Transit Service

Transit service additions or improvements may result in more efficient and more direct public transportation options throughout the County and the region.

Funding Buckets

PUBLIC MEETINGS

APRIL 10TH

District 1/Powder Springs
West Cobb Senior Center

APRIL 29TH

City of Marietta
Cobb Senior Wellness Center

MAY 7TH

District 3
East Cobb Senior Center

APRIL 17TH

City of Smyrna
Community Center

APRIL 30TH

City of Austell
Threadmill Complex

MAY 8TH

City of Kennesaw
Ben Robertson Community Center

APRIL 18TH

District 2
East Cobb Library

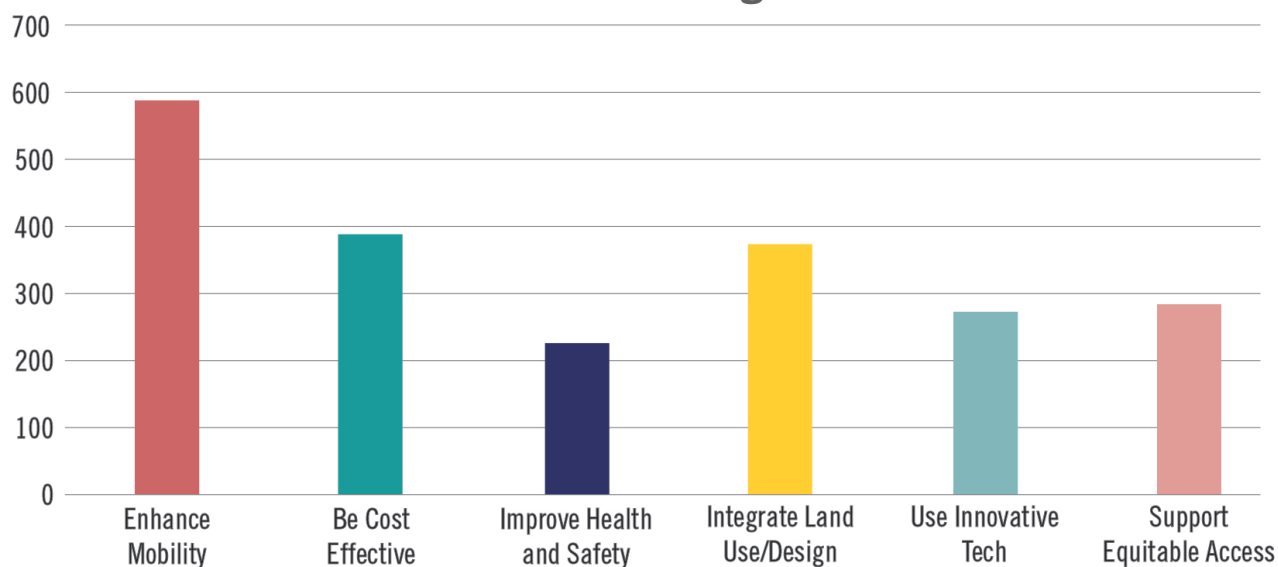
MAY 6TH

City of Acworth
Acworth Community Center

MAY 9TH

District 4
South Cobb Community Center

Plan Priority Rankings (Weighted Score) Public Meetings





Overview

Public meetings are a traditional tool to engage with the community during a planning process, allowing for in-depth interaction with the community, but often to a smaller audience than other engagement opportunities. The CobbForward public meetings were highly interactive to provide participants information and collect their input.

9

public meetings

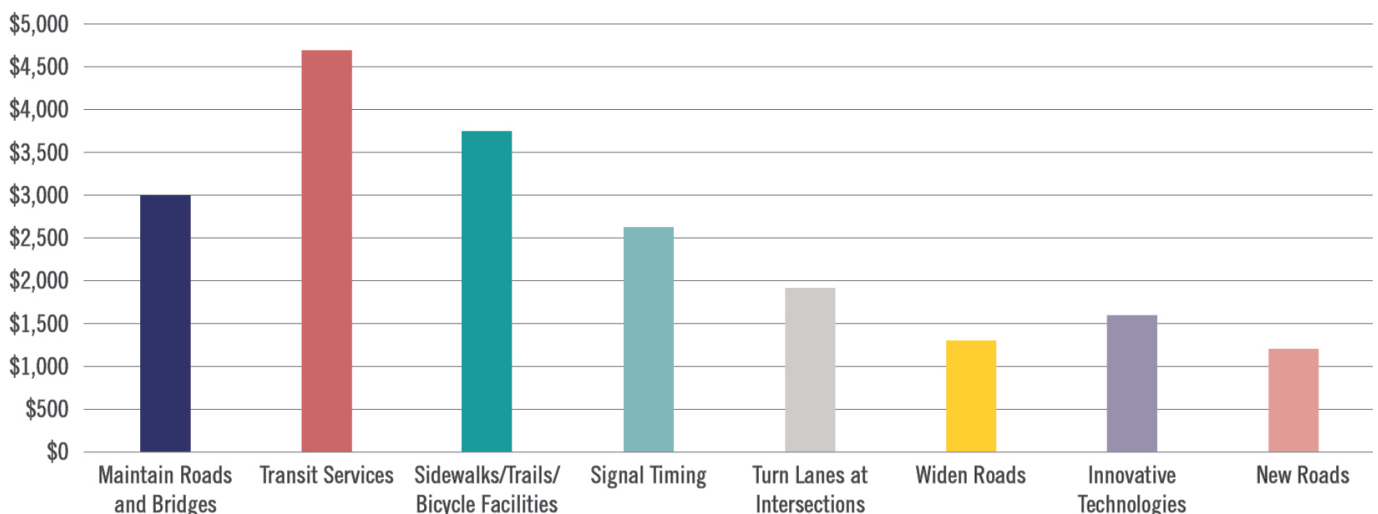


320+

participants



Funding Allocation Priorities Public Meetings



PUBLIC MEETINGS - CONT'D

Map Activity

Group discussions were facilitated with public meeting participants regarding three modal areas: roadway, transit, and bicycle and pedestrian (bike/ped). Participants were asked to provide input on the following topic areas for each mode, and the maps display their responses.

ROADWAY

- Identify:
 - Congested areas
 - Possible road diets
 - Unsafe intersections/corridors
 - Access management needs
 - New connections needed
 - Signal needing retiming
 - Turn lanes needed

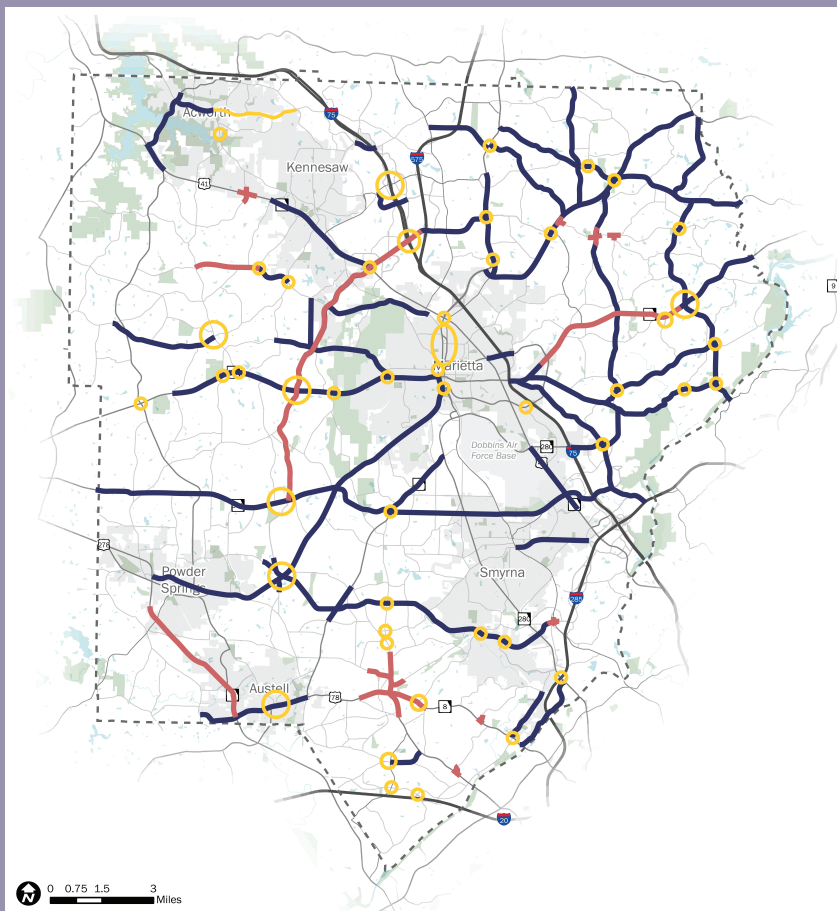
TRANSIT

- Identify home, work, school, and other destinations to get to via transit
- Determine how to connect those destinations with transit service
- Determine how to connect to other transit systems in the region

BIKE/PED

- Identify:
 - Destinations where people want to walk and bike
 - High priority bicycle routes
 - Roadways that can be unsafe for cycling
 - Gaps in sidewalks
 - Areas where crossing the road may be challenging or unsafe
- Determine preference for on-road bike lanes, wide shoulders, or off-road trails

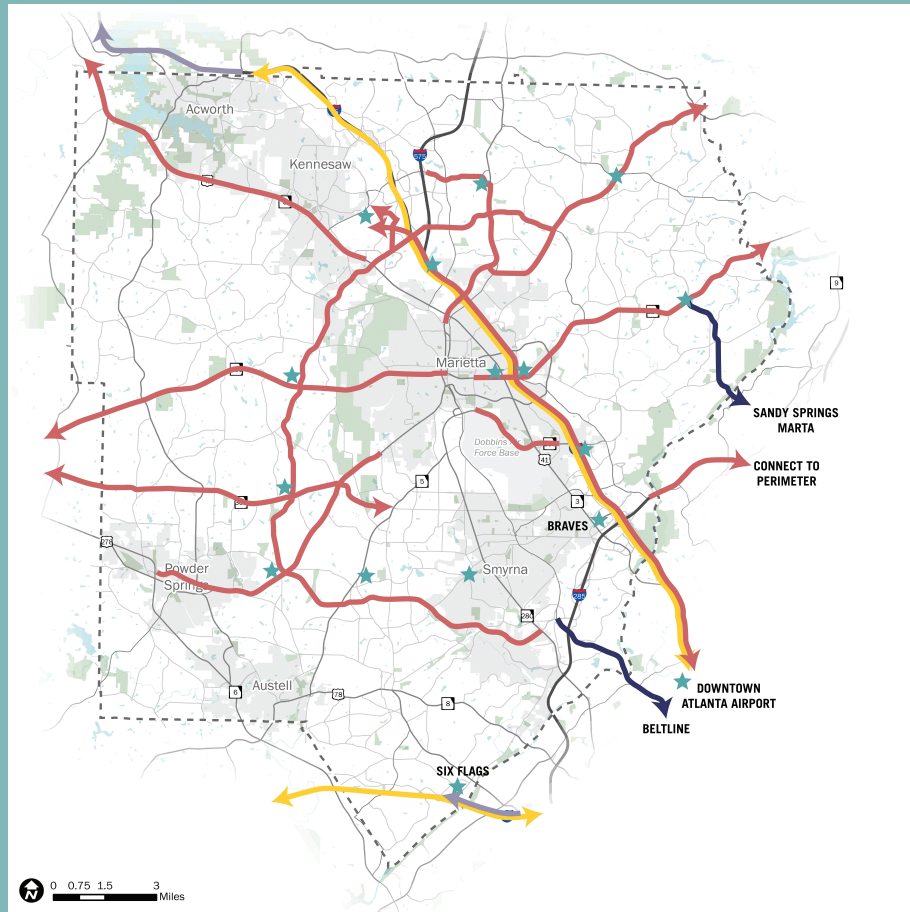
Roadway



- Turn Lanes/Unsafe Intersection
- Congestion
- Signal Timing

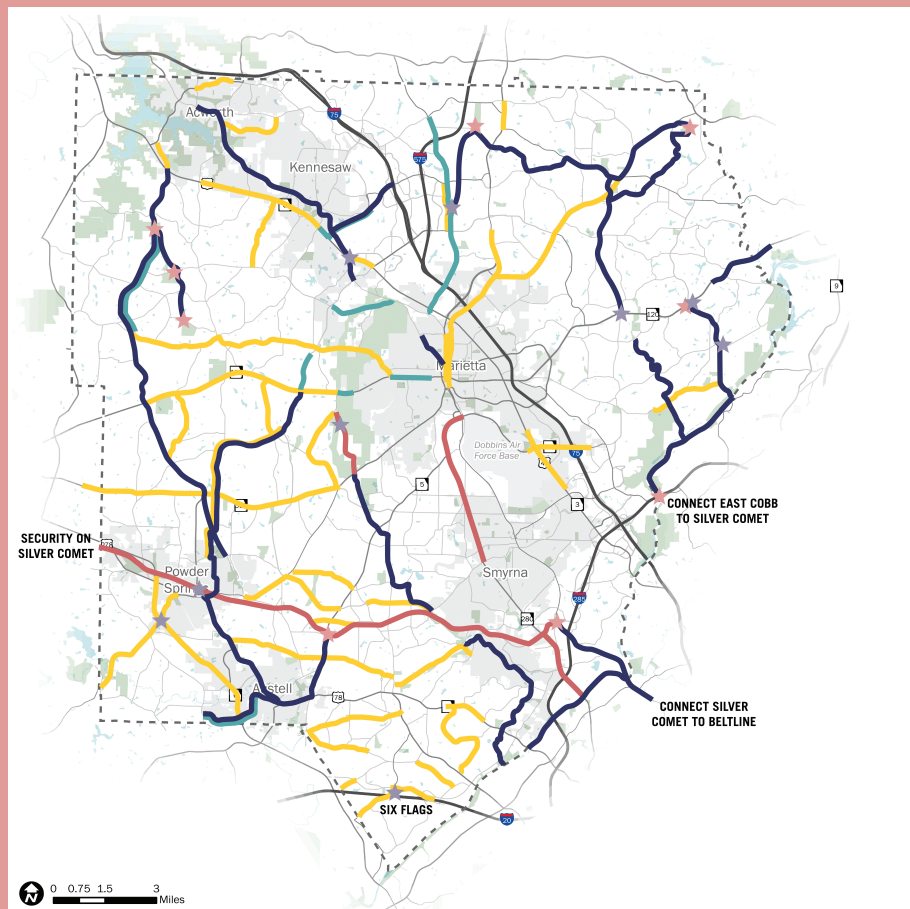
Transit

-  Park and Rides
-  Arterial Rapid Transit
-  New Routes
-  MARTA Light Rail
-  MARTA Rail



Bike/Ped

-  Pedestrian Crossing/Bridge
-  Trailhead
-  Trail
-  Bicycle
-  Safety Issues
-  Sidewalks



COMMUNITY EVENTS

APRIL 13TH

Spring Chicken Run & Fun Festival
Historic Downtown Powder Springs

MAY 4TH

Acworth Dragon Boat Race and Festival
Dallas Landing Park

APRIL 13TH

Spring EGGstravaganza
Al Bishop Softball Complex

MAY 4TH

Taste of East Cobb
Johnson Ferry Baptist Church

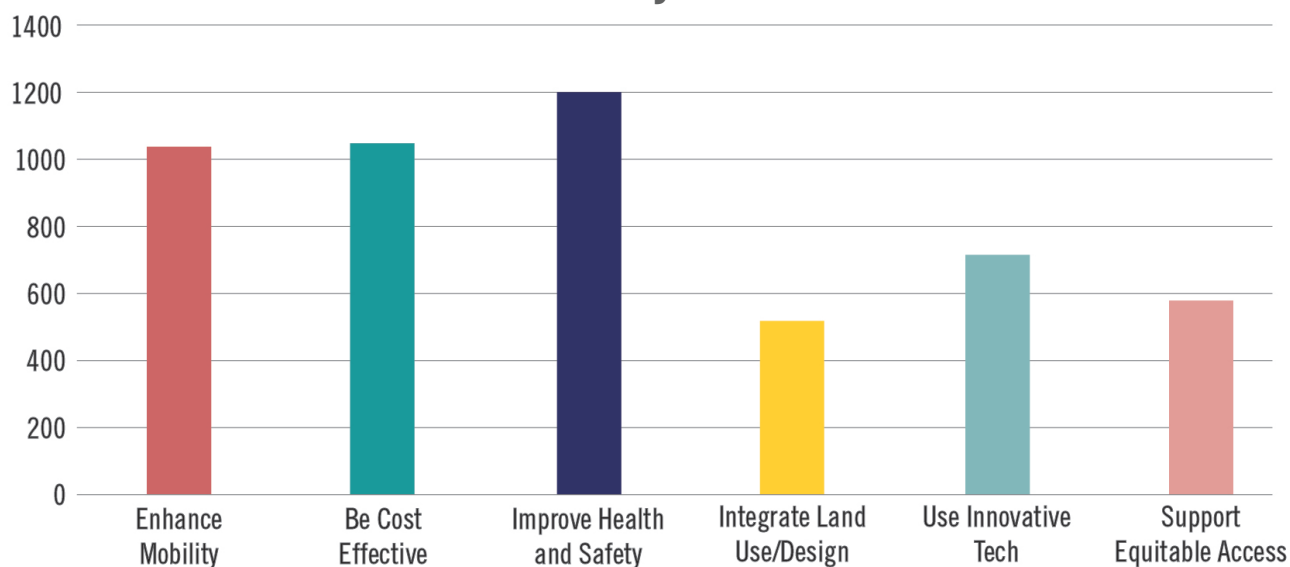
APRIL 28TH

Taste of Marietta
Historic Marietta Square

MAY 26TH

Memorial Day Weekend Music Festival
Mable House Barnes Amphitheatre

Plan Priority Rankings (Weighted Score) Community Events





Overview

Community events are leveraged to meet people where they are—those who may not know about the plan as well as those who may not have the time or interest to come to transportation-focused meetings. Tabling at community events also offers an opportunity to increase awareness about a project and encourage future engagement.

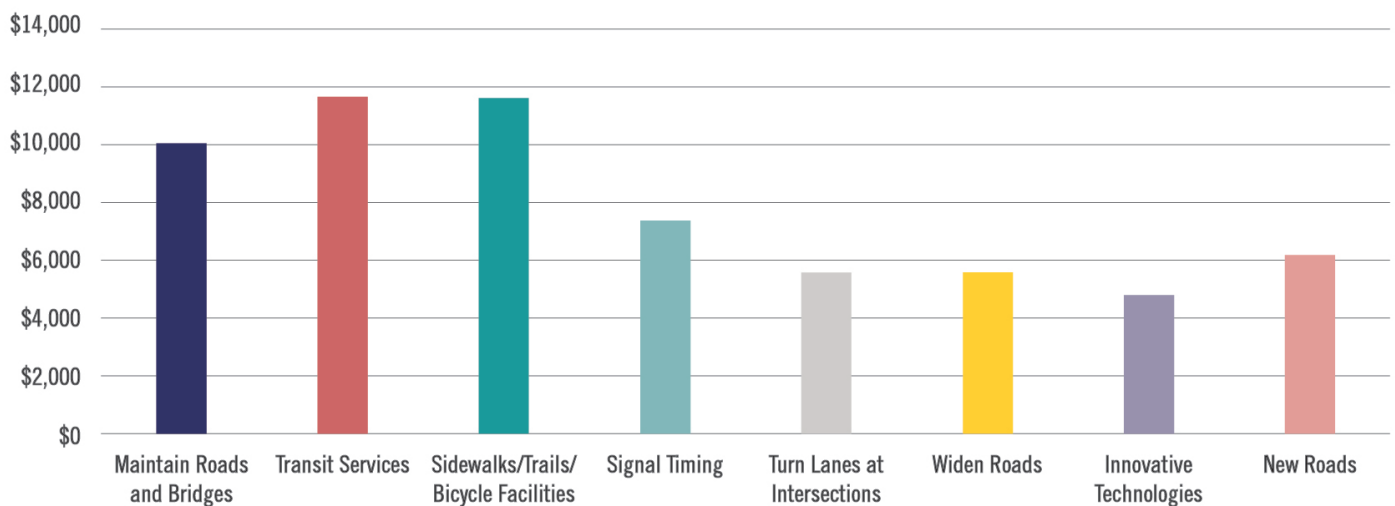
6
community events



~700
participants



Funding Allocation Priorities Community Events



ONLINE SURVEY

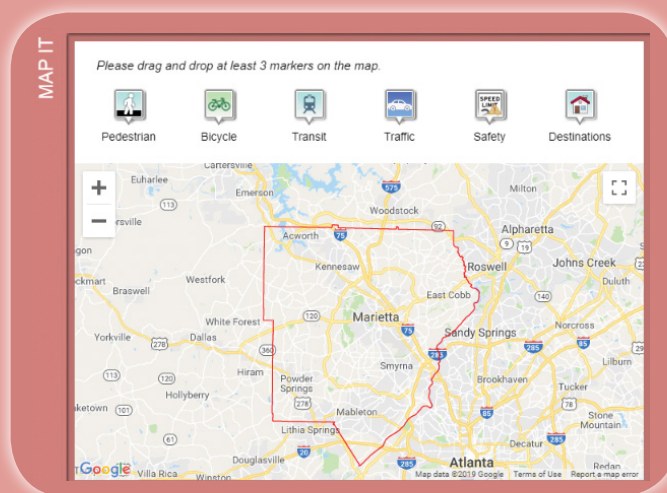
Overview

For those who could not attend a public meeting or community event, the CobbForward online survey was open for 12 weeks. The survey used an online engagement platform called MetroQuest, which enabled the project team to offer the same activities: priority ranking, funding allocation, and the needs-based “Map It.”

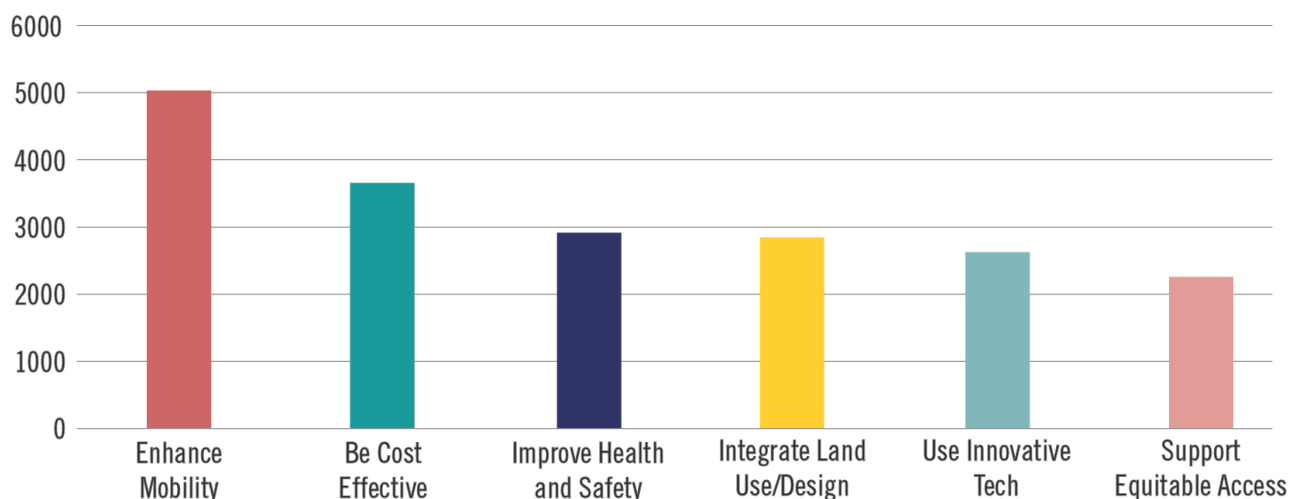
“Map It”

The “Map It” activity asked users to indicate locations within the County that have traffic, transit, bike/ped, and safety issues or needs.

The “Map It” results are featured on pages 11 and 12. The size of the circles on the maps increase based on the frequency of comments for a category at that specific location.



Plan Priority Rankings (Weighted Score) Online Survey



PRIORITY RANKING

Order your top 4 items above this line

- Improve Health and Safety
- Enhance Mobility
- Be Cost Effective
- Use Innovative Tech
- Support Equitable Access
- Integrate Land Use/Design

To help set the direction for the plan, we want to know your top priorities for transportation in Cobb County. What are your priorities (in order of importance)?

Please drag 4 of the items above the line in your preferred order.

Suggest another

FUNDING ALLOCATION

How would you allocate funding for transportation investments in Cobb County?

Drag coins to invest in the categories you prefer.

Maintain Roads and Bridges	Widen Roads	New Roads	Signal Timing
Transit Service	Turn Lanes at Intersections	Innovative Technologies	Sidewalks, Trails, Bicycle Lanes

10

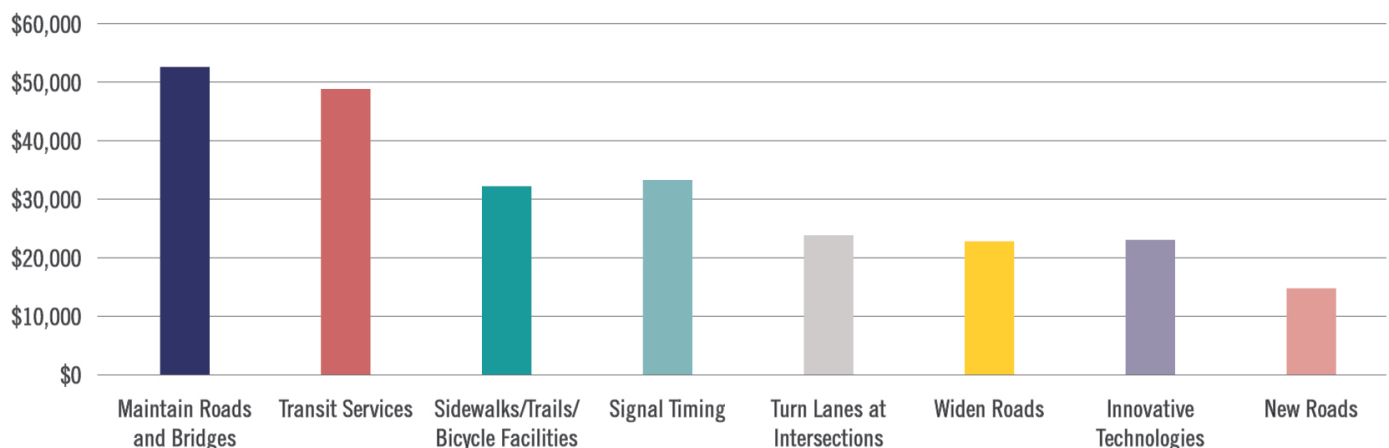
Overview

An online survey allows participants to engage in activities similar to those provided at the public meetings, but in a time and place that is convenient for them. Online surveys are able to expand the reach of a public engagement campaign as they are generally available to participants for a longer period of time than a single meeting or community event.

49,660
data points

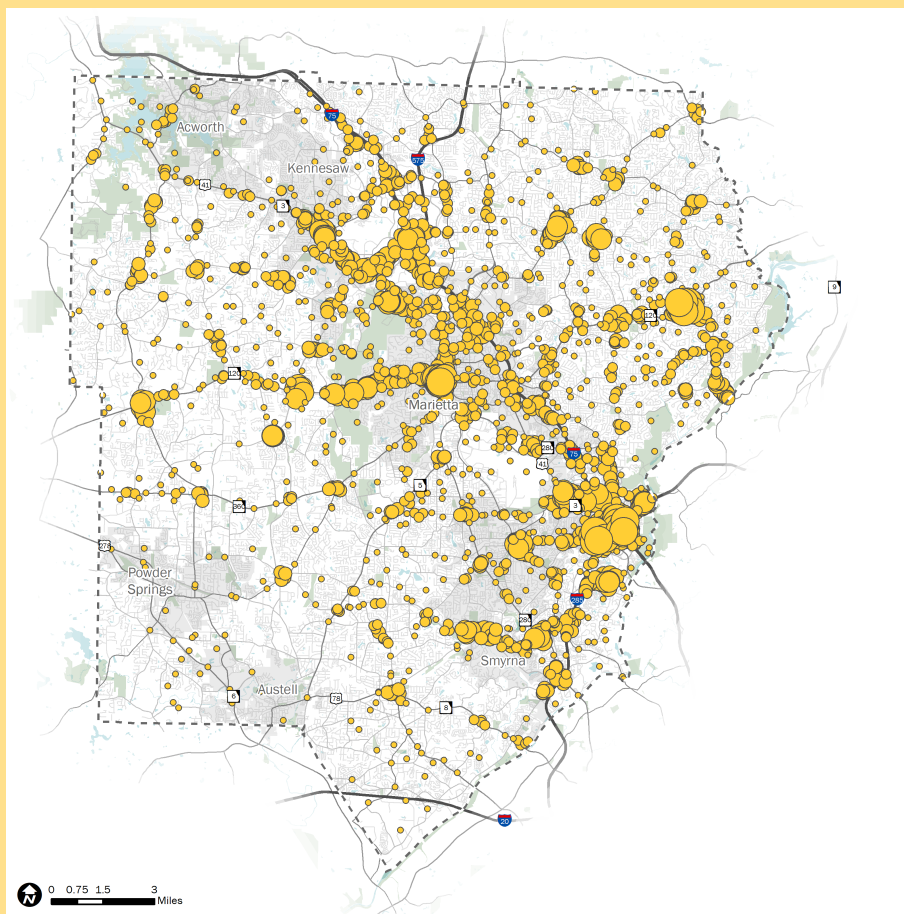
2,772
participants

Funding Allocation Priorities Online Survey



"MAP IT" RESULTS

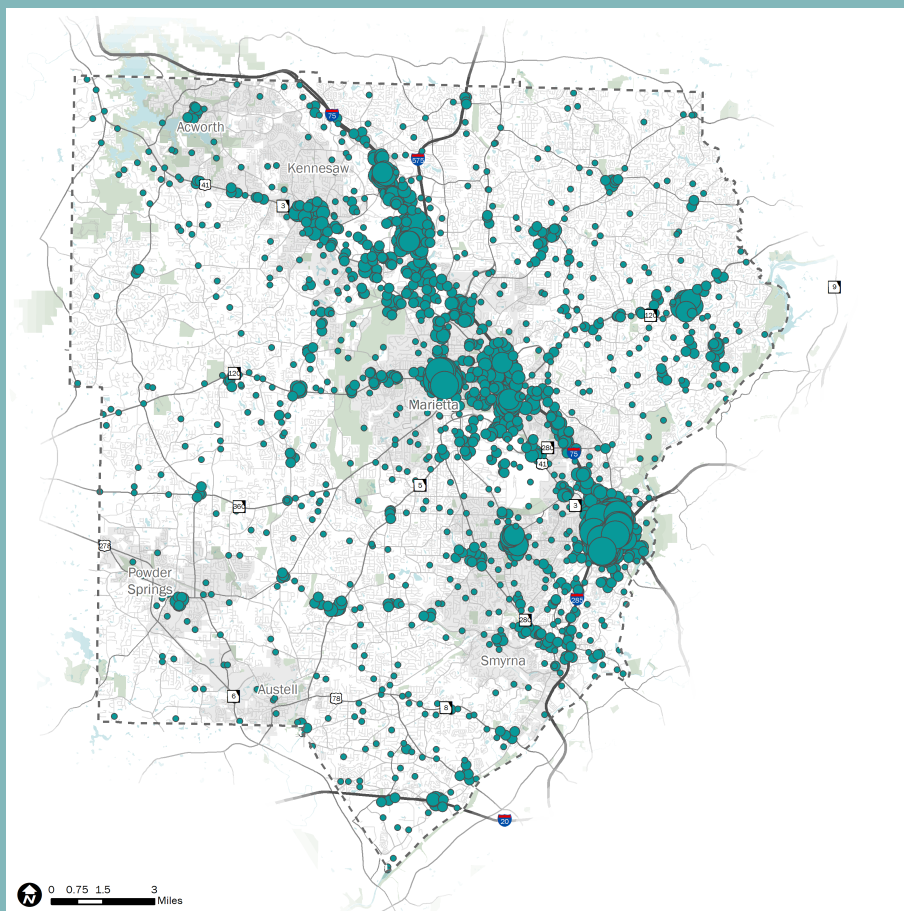
Traffic



Comments



Transit



Comments

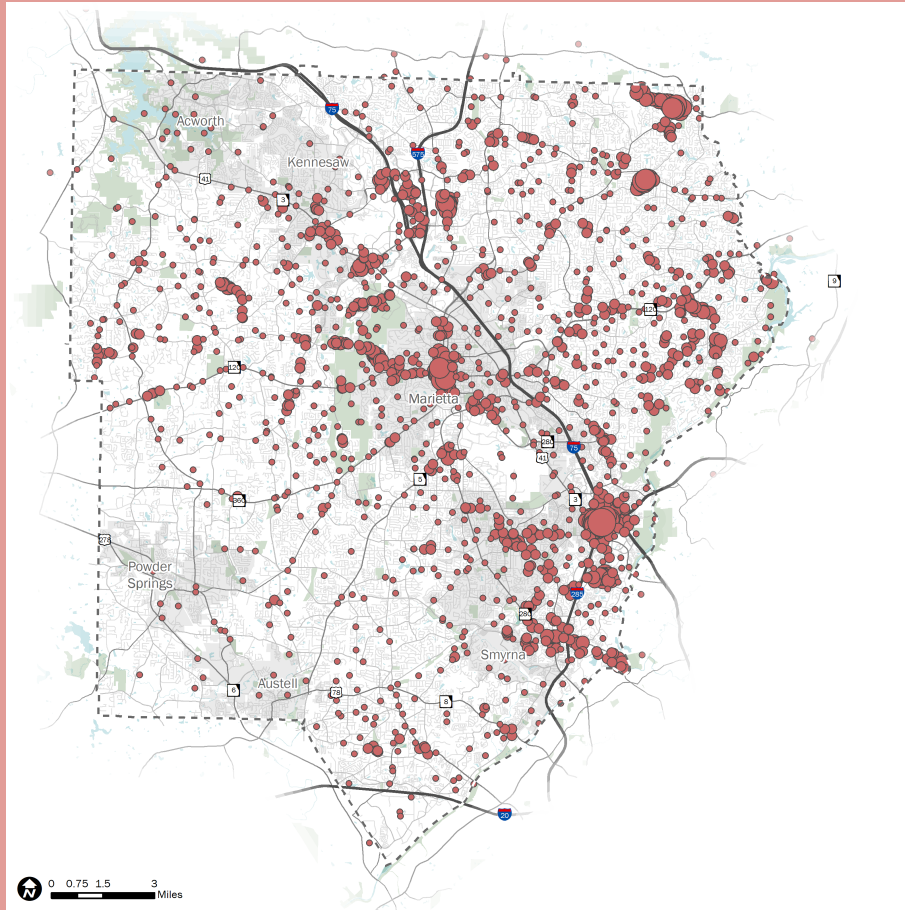


"MAP IT" RESULTS

Bike/Ped

Comments

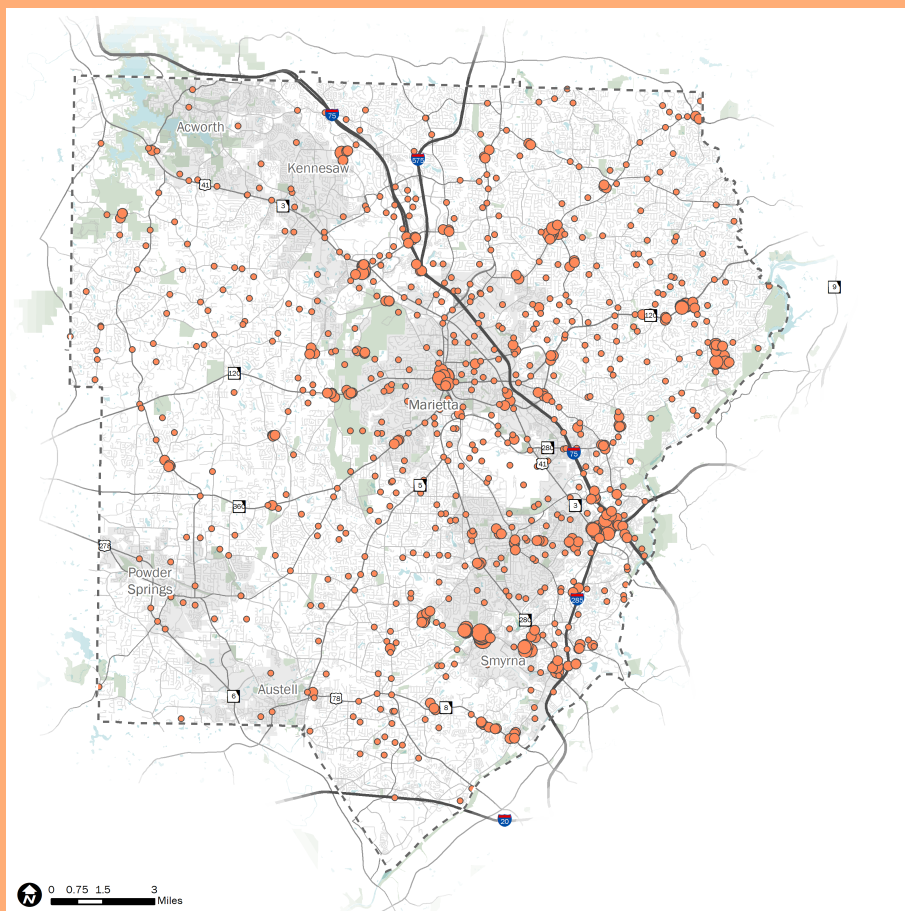
- 1-2
- 3-5
- 6-10
- 11-15
- 16-25
- 26-30
- >30



Safety

Comments

- 1-2
- 3-5
- 6-10
- 11-15
- 16-25
- 26-30
- >30



PROJECT-SPECIFIC EMAILS

Overview

To stay up-to-date on the CobbForward process, Phase 1 participants were given the opportunity to provide their email address to the CobbForward team at public meetings, community events, and via the project website, www.CobbForward.org. Participants were encouraged to email additional questions, comments, and/or concerns regarding the planning process. More than 20 themes emerged as a result of the emails, ranging from bus route improvements to maintenance to signal coordination and installation.

CobbForward@CobbCounty.org



Common Email Topics

Relevant Articles

Bike Paths

Bus Route Improvements

Congestion Relief

Express Lanes

Green Space

Lane Configuration

Maintenance

Multi-use Paths

Paving

Rail

Rideshare Planning

Roadway Infrastructure

Roundabout Construction

Safety Concerns

Sidewalks

Signal Coordination

Signal Installation

Survey Usability

Telecommuting

Transit

Vision and Goals Priorities



"If you are serious about the future of transportation in Cobb County, one must look at telecommuting or teleworking."

"Cobb transportation planning should certainly have in the mix of solutions a significant utilization of Uber and Lyft rather than a large cash outlay for fixed route buses or light rail and then building terminals where one would drive and park just to catch a bus to their intended destination."

"I'd like to see an expansion of the public transportation system like buses etc. It is more economical and environmentally friendly. It is the only, in my opinion, long term solution for the growing traffic problem we are having."



82
emails received

PHASE 1 RESULTS

Overview

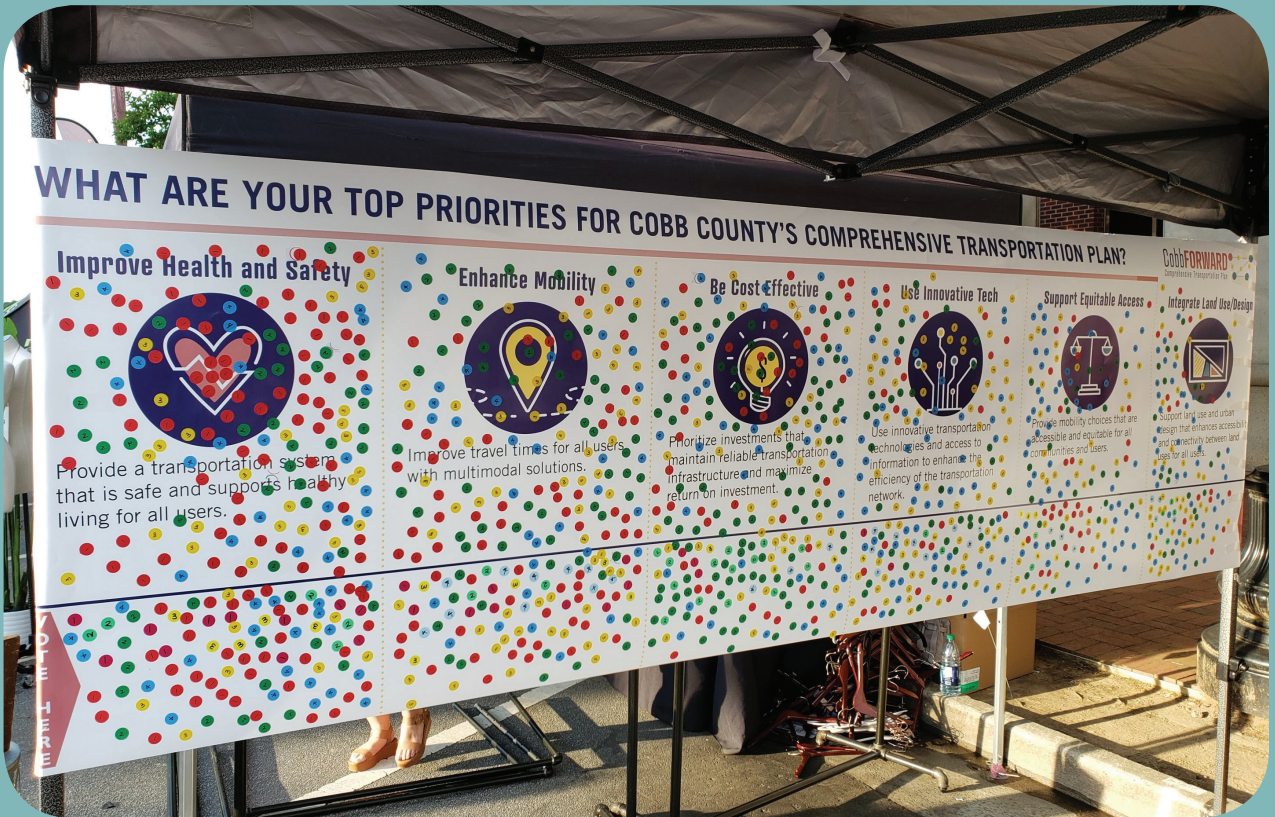
CobbForward Public Involvement Phase 1 overall results combine input received from the public meetings, community events, and online survey. In all, there were more than 320 public meeting participants, more than 700 community event participants, and the online survey was taken by more than 2,770 participants.

In total, the CobbForward Public Involvement Phase 1 efforts engaged more than 3,700 people who provided input on the County's existing and future transportation needs for roadway, transit, and bike/ped modes.

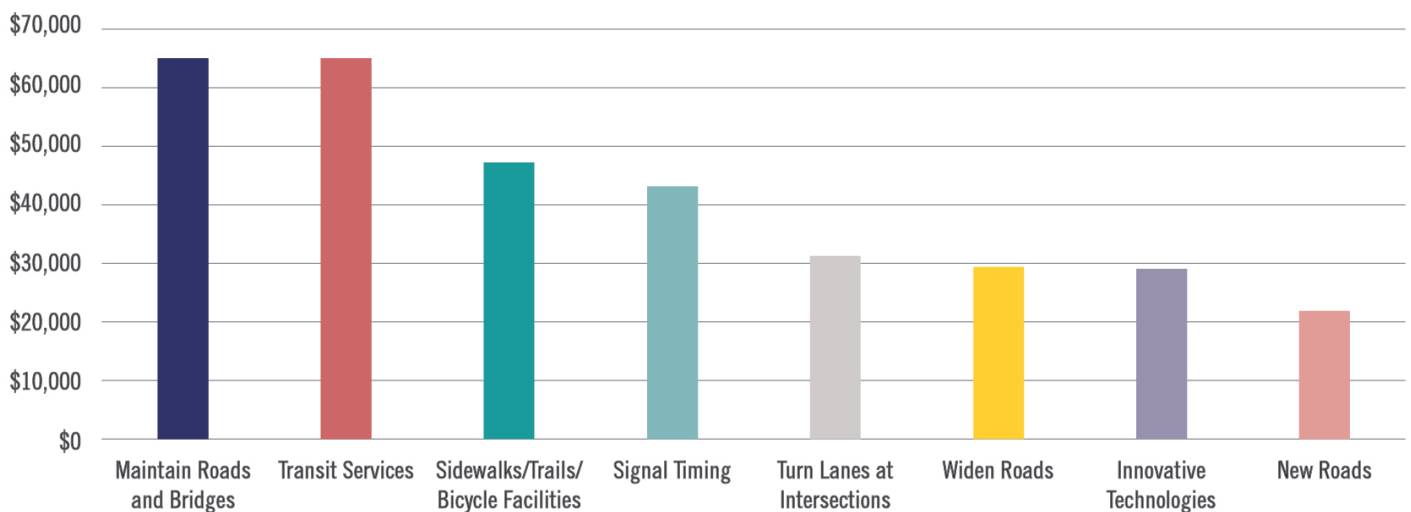
In addition to the quantitative data that can be analyzed from the funding allocation and priority ranking activities, participants provided qualitative and anecdotal input to the project team. This input provides additional information that may not be gleaned from technical analyses alone, which will further the CobbForward team's understanding of the County's transportation issues. For example, the input provided from the mapping activities will support the CobbForward team with identifying areas of focus to develop transportation project recommendations intended to address those issues.

Plan Priority Rankings (Weighted Score) Phase 1 Results



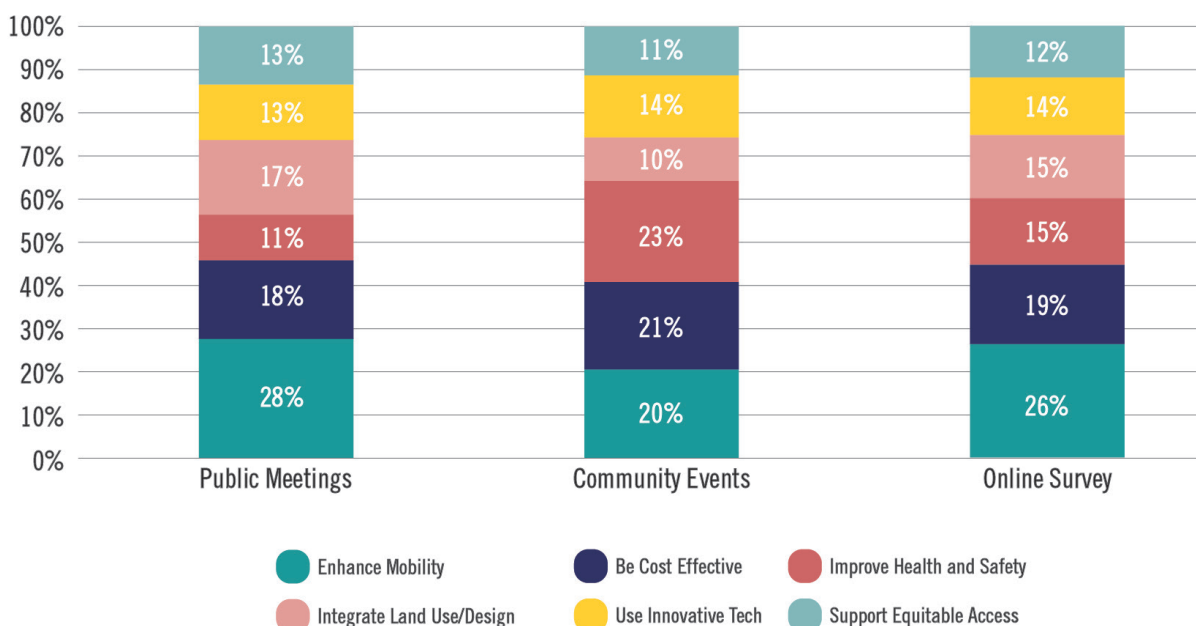


Funding Allocation Priorities Phase 1 Results

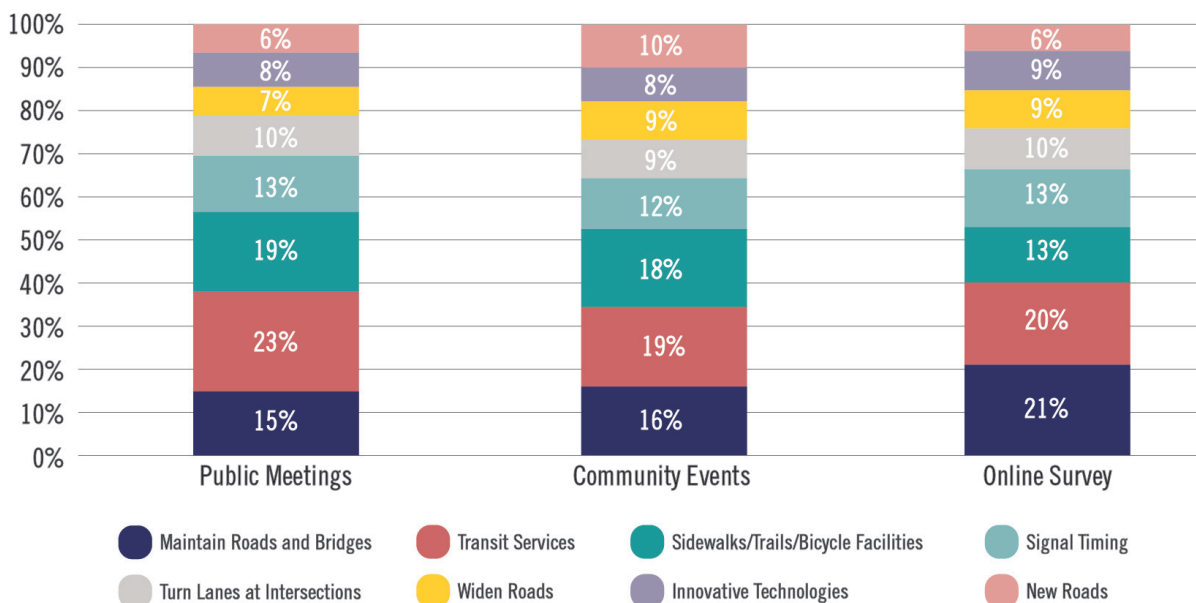


The percentage charts below show the plan priority ranking and overall funding allocation by each outreach source: public meetings, community events, and online survey.

Percent of Plan Priority Ranking (Weighted Score) by Outreach Source



Percent of Funding Allocation Priority by Outreach Source



NEXT STEPS

The CobbForward team will leverage the qualitative data collected from the Public Involvement Phase 1 efforts to enhance the quantitative technical analysis being conducted for the CTP's Existing Conditions and Needs Assessment. Collectively, the received input and analysis will help the project team develop a list of project recommendations to position the County and the Cities within to achieve its vision for transportation in 2050.

The recommendations will also be used to create a list of proposed projects to be funded by a Special Purpose Local Option Sales Tax (SPLOST) that is anticipated for referendum in 2020 and a potential Transportation SPLOST (T-SPLOST)/transit referendum in 2022.

In addition to the Public Involvement Phase 1 public meetings, community events, and online surveys, the CobbForward team will host stakeholder interviews and focus group sessions with representatives from all six cities within the county as well as target populations and organizations. This input, combined with insight from County and City staff as well as other selected stakeholders, will help to refine and establish CobbForward's vision and goals, which guide the evaluation framework that will be used to prioritize project recommendations.

A second round of public outreach will coincide with the recommendations phase. The CobbForward Public Involvement Phase 2 will focus on having participants provide input that will further refine the proposed project recommendations as well as to prioritize the projects for future implementation.

COMING UP...

Summer 2019

- Stakeholder interviews and focus groups
- Existing conditions and systemwide needs assessment
- Draft vision and goals
- Draft evaluation framework

Fall 2019

- Creation of universe of projects
- Initial evaluation of individual projects



