

# CobbLinc Transit Centers Systems Analysis and Needs Assessment Study



## CobbLinc Online/Onsite Survey Results

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# Executive Summary | CobbLinc Survey Results and Analysis

## ES 1.

CobbLinc desired feedback and input from Cobb County residents as it looks to develop new transfer centers throughout Cobb County.

Specific research objectives were to:

- Uncover current perceptions of Marietta and Cumberland Transfer Centers
- Identify improvements that need to be made at Marietta and Cumberland Transfer Centers
- Prioritize new transfer center project goals
- Identify top amenities for new transfer centers
- Gauge reception and use of new proposed South Cobb location

Methodology: Two surveys were developed for two distinct audiences – online and onsite. The online survey was developed via SurveyMonkey and was posted on the Cobb County website from November 10, 2022 through January 3, 2023 to obtain responses from potential CobbLinc users. The second survey was fielded in the Cobb County community targeting existing CobbLinc riders that use routes that access the Cumberland and Marietta Transfer Centers and the South Cobb County area from November 1, 2022, through December 15, 2022.

Questions focused on current and desired origins and destinations, desired transit center amenities and conveniences, and multimodal mobility options. Survey questions also provided demographic information such as race/ethnicity, gender, age, household income, and zip codes.

The onsite survey had a total of 712 responses while the online survey had a total of 358. Respondent profiles for the onsite and online surveys varied significantly by racial make-up, household income, and use of CobbLinc services. The onsite survey profile was majority Black, a frequent rider of CobbLinc with a household income range of \$25,000 - \$74,999. The online respondent profile was majority White, not a frequent rider of Cobb Linc, with a household income of \$75,000 and above.

The discrepancies in the respondent profile highlighted similarities and differences in:

- Their perceptions of the current transfer centers
  - Onsite respondents gave both the Cumberland and Marietta Transfer Center high marks across key attributes. Online respondents gave high marks to the Marietta Transfer Center but did score the Cumberland Transfer Center high across key attributes.
- New transfer center project goals
  - Onsite respondents are focused on: 1) Access; 2) Comfort; 3) Safety; and 4) Convenience. Online respondents are focused on: 1) Connectivity; 2) Convenience; 3) Safety; and 4) Service Efficiency.
- Their desired amenities at new transfer centers
  - Onsite participants identified their top amenities desired for future transit centers as: Seating; Covered boarding platform; Indoor waiting area; and Real-time bus information.

- Online survey respondents identified their top amenities desired for future transit centers, in order of preference, as: Real-time bus information; Signage; Sidewalk; and Covered boarding platform.
  - Both online and onsite survey respondents did not deem amenities around bicycles/scooters (rentals, storage) as important.
- Use of proposed transfer center in South Cobb
  - The majority of both onsite and online survey respondents did not believe that the proposed new transit center location in South Cobb near WellStar Hospital, would be useful to them.
  - There was a significant difference between online and onsite survey participants around their primary purpose for their commute if they used the new transit center. Onsite respondents would use it primarily to get to work (41.4%) or for personal business (35.6%). Online respondents, on the other hand, would use the new transit center to get to work (35.8%) and for social/entertainment purposes (29.1%).

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# Section 1. Onsite/Onboard Survey: Overview

## 1.1. SURVEY METHODOLOGY

A 22-question survey (Appendix A), available in English and Spanish, was developed targeting CobbLinc riders to provide input around existing and future CobbLinc transit centers. Questions focused on current and desired origins and destinations, desired transit center amenities and conveniences, and multimodal mobility options. Optional survey questions also provided demographic information such as race/ethnicity, gender, age, household income, and zip codes to coincide survey response data with technical demographic analyses.

For onsite/onboard surveys of existing riders, Metrics Marketing engaged with CobbLinc riders at current transfer centers and on buses and shuttles. Metrics staff conducted short interviews with riders, asking the survey's questions and recording their responses on electronic tablets. A dedicated Survey Monkey link captured the respondents' bus route, the interview date, and their location, whether they were onboard a transit vehicle or waiting at one of the current transit centers. Five-dollar gift cards from a variety of retailers (Publix, Starbucks, Kroger, Target) were offered as an incentive to complete the survey. Onsite surveys were conducted from November 2, 2022 through December 21, 2022. Table 1 illustrates the onboard surveys collected. A total of 712 surveys were completed.

At least 50 surveys were collected on each fixed route bus line. Fewer surveys were collected on Circulator and Flex Routes due to lower frequencies and lower ridership, as well as the on-demand nature of the Flex Service. CobbLinc Express routes were not in service at the time of survey, due to the Covid-19 impacts of lower ridership and driver shortages.

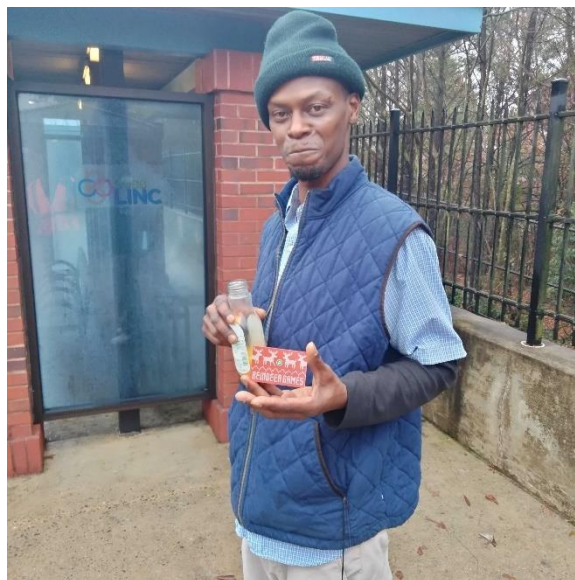
**Table 1. Onboard/Onsite Surveys Collected by Route**

Route	Surveys Collected	Facilities Served by Route
10	105	Both
R10	75	Both
15	85	Both
20	78	Both
25	76	Cumberland
30	60	Marietta
40	56	Marietta
45	53	Marietta
50	99	Both
Circulator Blue	7	Cumberland
Flex 1	5	None (zone-based)
Flex 2	8	None (zone-based)
Flex 3	5	None (zone-based)
<b>TOTAL</b>	<b>712</b>	



## 1.2. RESPONDENTS

712 people responded to the onsite/onboard survey. Close to 70% of respondents ride CobbLinc 4-5 days per week (69.1%). From a demographic perspective, the respondent profile was very diverse with nine out of ten respondents (91.1%) identifying as non-White. The largest racial group identified as Black/African-American with 75.14%. The majority of the respondents were male at 61.44%. Over half of the respondent profile had a household income of less than \$50,000 (53.96%). The age of respondents was split between the following groups: 16-30 (33.1%); 31-44 (33.3%); 45-64 (30.2%); and 65+ (3.1%). Almost all rider respondents (99.0%) used one or both of Cobb County's transit centers and the majority (83.5%) felt that it was very easy/ easy to get to or from these centers.



## 1.3. FINDINGS: ONSITE/ONBOARD SURVEYS

**Rating the Current Transit Centers.** Onsite/onboard survey respondents were asked to rate both the existing Marietta and Cumberland Transfer Centers using a 5-point Likert scale with categories: Very Good, Good, Fair, Poor or Very Poor.

### ■ Cumberland

For the Cumberland Transfer Center, the majority of respondents (55.4%) gave the transfer center an overall "Good" rating. 21.5% scored the Cumberland Transfer Center with an overall "Fair" rating. However, it scored well consistently across all attributes with at least half of all respondents rating Cumberland attributes either "Very Good" or "Good." The Cumberland Transfer Center's top attributes are 1) cleanliness (70.9%); 2) on time performance (69.1%); and 3) availability of seating/benches (68.2%). Respondents scored Cumberland low (Poor/Very Poor) across the following attributes: wait time at station/stop (15.0%); distance from my beginning or ending destination points (13.1%); and your ability to connect with other transit service (11.0%). Over half of respondents (53.3%) felt that it was easy or somewhat easy to get to the Cumberland Transfer Center.

### ■ Marietta

For The Marietta Transfer Center, the majority of respondents (53.8%) gave the transit center an overall "Good" rating. 25.0% scored the Marietta Transfer Center with an overall "Fair" rating. Over 60% of respondents rated the following Marietta Transfer Center attributes as either "Very Good" or "Good": cleanliness (69.4%); on-time performance (67.1%); value of service for the price (62.9%); travel time (62.8%); parking availability at Park & Ride lots (62.2%); availability of seating/benches (61.8%); availability of shelter/covering (60.8%); and safety and security (60.3%). A smaller group of respondents scored the Marietta Transfer Center low (Poor/Very Poor) across the following attributes: wait time at station/stop (12.7%); distance from my beginning or ending departure at destination points (10.6%); and your ability to connect with other transit service (9.8%).



**Improvements for Future Transit Centers.** Current CobbLinc riders surveyed identified the top four improvement categories they wished to have in future transit centers as: 1) Access; 2) Comfort; 3) Safety; and 4) Convenience.

**Future Transit Center Amenities.** Current CobbLinc riders surveyed identified their top amenities desired for future transit centers as:

1. Seating – 90.4%
2. Covered boarding platform – 89.5%
3. Indoor waiting area – 88.6%
4. Real-time bus information – 88.1%

**Future Transit Center Locations.**

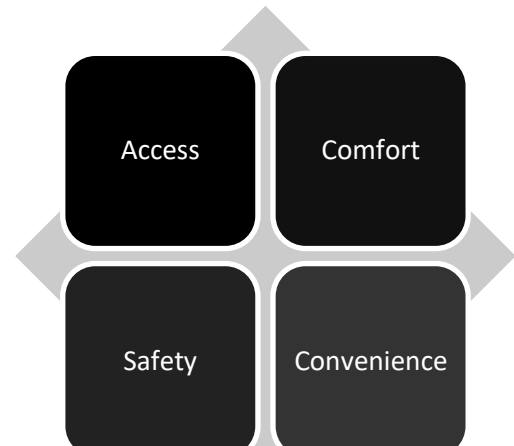
Current Cobb riders surveyed identified locations in Marietta and Cumberland which they felt was most appropriate/desirable for a new transit facility to locate.

Additionally, riders surveyed were asked about a general location for a new South Cobb transit center near the WellStar Hospital, their potential use of this center, and the top destinations which they would seek to access from the new transit center. 71.3% of respondents did not feel that the location would be of use to them while 24.9% (176 people) felt that it would.

For current riders who indicated they would use the new transit center, 77.0% felt it would be useful to get to work (41.4%) and/or for personal business (35.6%). Only 1.1% of onsite respondents felt that they would use this transit center location to get to/from social/entertainment destinations.

Top destinations from the proposed new transit center location are:

- 1) Cumberland Transfer Center – 34.2%
- 2) Marietta Transfer Center – 26.6%
- 3) Truist Park/The Battery – 21.2%
- 4) Six Flags – 16.9%
- 5) WellStar Cobb Hospital – 16.2%



*Table 2. Q18. To help set the direction for future transit centers, please select the top options that are most important to you. improvements*

## 1.4. IMPLICATIONS

There is a diverse group of working-class riders using CobbLinc services. They use transit services primarily to get to work but because they may not have access to a car, they also use transit to conduct personal business including shopping and to get to school. As a result, they are frequent, consistent riders out of necessity (including to save money) not out of convenience.

About one in three riders use one of the transit centers and say are easy to get to, even on foot, which is the primary mode of access most riders use to get to their bus stop. Current riders are generally pleased with the amenities at both the Cumberland and Marietta Transfer Centers. Riders, however, have identified opportunities for improvement especially when it comes to decreasing wait times and shortening trip distances from their beginning/ending departure or destination points.

Survey results for current riders' concerns about the future transit centers are focused on access/convenience, safety, service efficiency (travel times, key destinations, connections to MARTA) and passenger comfort. Their desires for specific amenities, include improvements to rider comfort and the provision of real-time travel information.

Based upon respondents of the survey, most riders did not feel that a new South Cobb transfer center would be of use to them. However, with a bit more information, there may be an opportunity to explain the value of this new transit center, particularly as it relates to access/convenience and efficiency to key work destinations. Highlighting access to key locations within Cobb County could be helpful.



## Section 2. Onsite/Onboard Survey: Detailed Findings

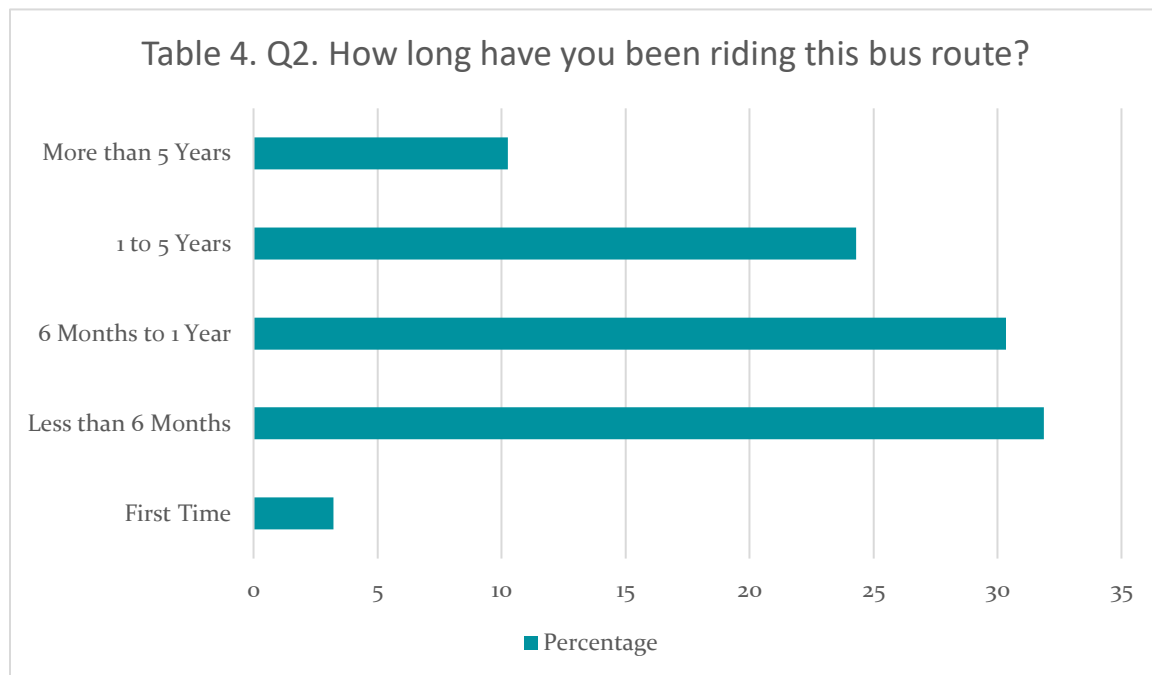
### 2.1. RIDERSHIP INFORMATION

Surveyed riders were intercepted along 13 bus routes. 712 completed responses were received. Top routes were: Route 10 (105 complete), Route 50 (99), Route 15 (85), Route 20 (78), Route 25 (76), and Rapid Route 10 (75). Flex and Circulator routes have lower completed surveys compared to other routes due to either limited and/or repeat ridership,

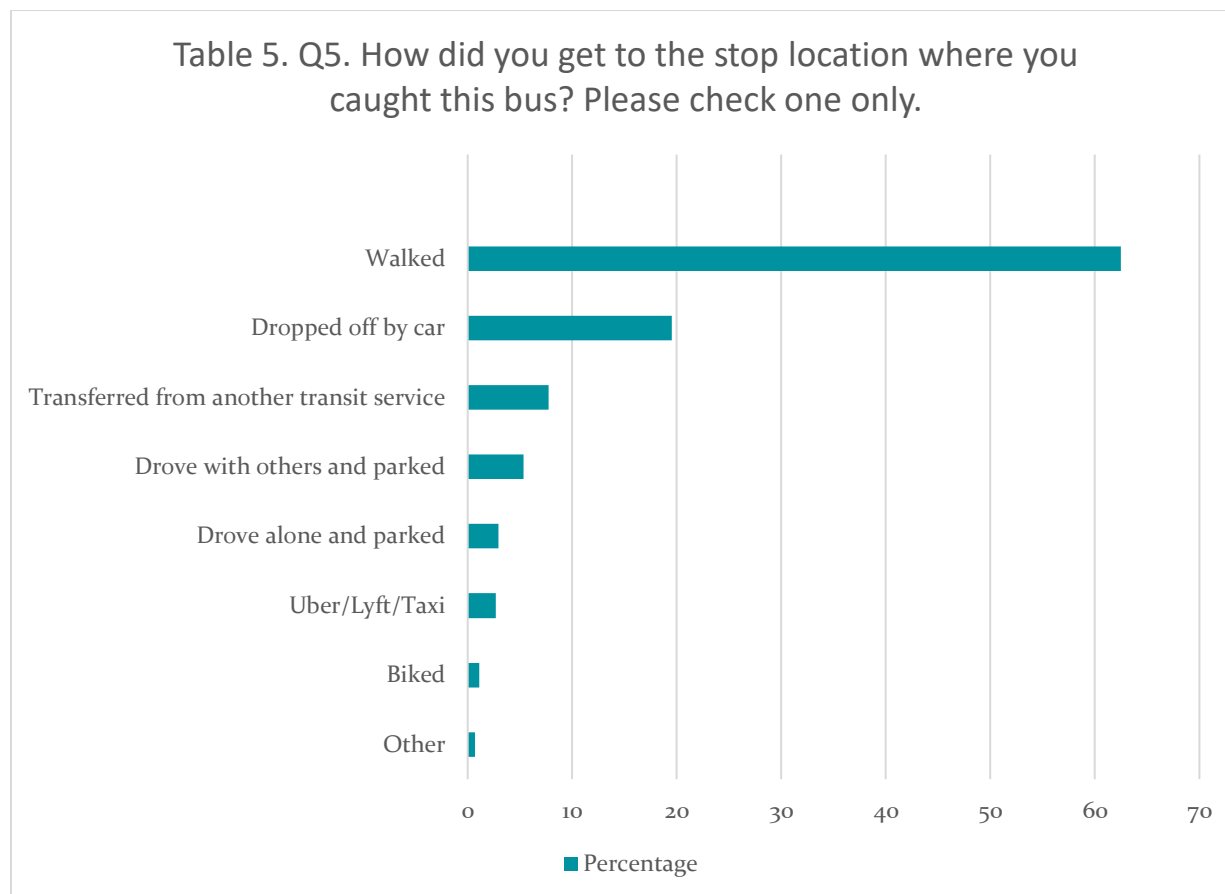
**Table 3.**

Route	Number of Surveys Completed	Facilities Served by Route
10	105	Both
R10	75	Both
15	85	Both
20	78	Both
25	76	Cumberland
30	60	Marietta
40	56	Marietta
45	53	Marietta
50	99	Both
Circulator Blue	7	Cumberland
Flex 1	5	None (zone-based)
Flex 2	8	None (zone-based)
Flex 3	5	None (zone-based)
<b>Total</b>	<b>712</b>	

Most respondents (62.2%) have been riding their respective CobbLinc bus route for less than one year. A little over one third of respondents have ridden CobbLinc for one year or more (34.6%). A small percentage of respondents (3.2%) were first time riders when surveyed.



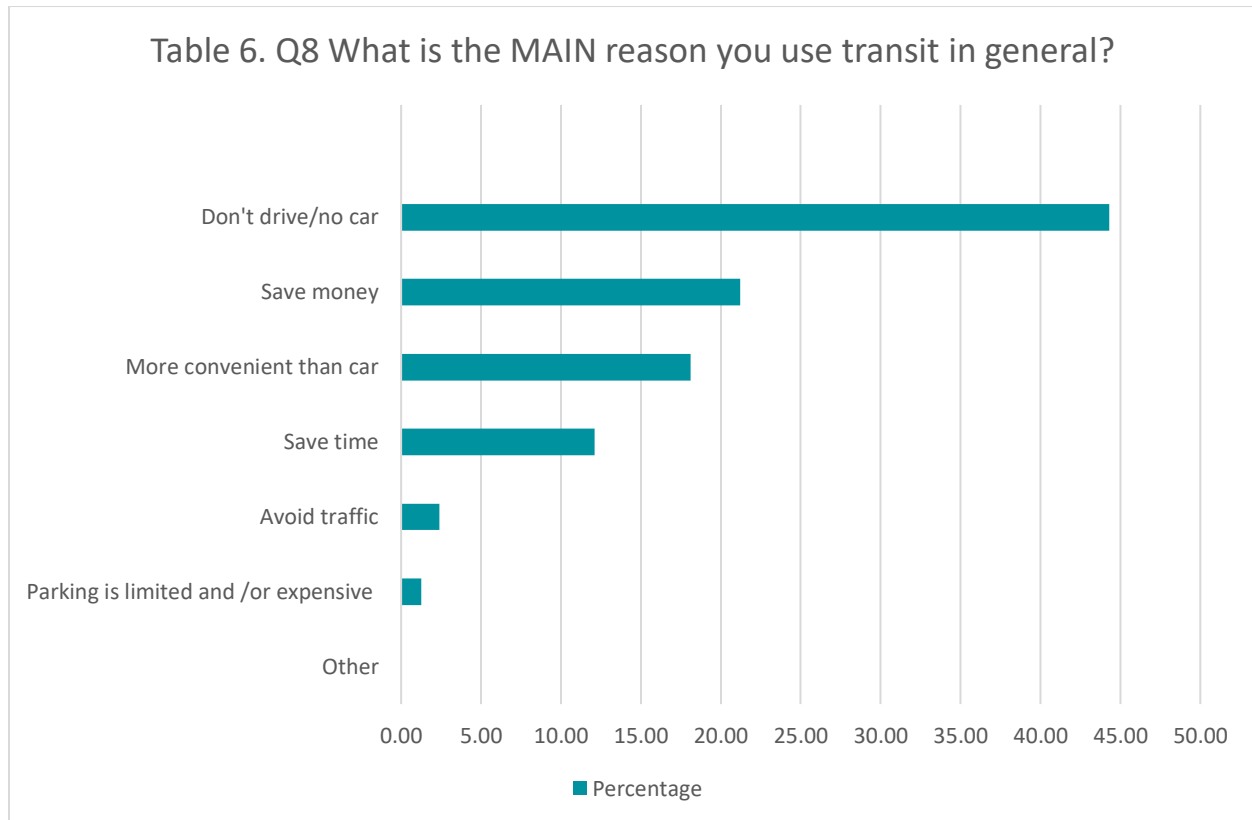
Most respondents (62.5%) walked to the bus stop, followed by 19.5% being dropped off by car. 7.7% of respondents transferred from another transit service such as MARTA. Approximately 8.3% either drove alone or with others and parked. Only 1.1% of respondents biked to the location where they caught the bus.



When asked how often they use CobbLinc Transit, the majority of respondents (69.1%) ride CobbLinc 4-5 days per week with a quarter of respondents (25.4%) riding 1-3 days. Less than 2% of respondents ride CobbLinc very infrequently or never.

When asked about the primary purpose of their trip, most traveled for work (59.3%) or personal business (25.3%). When asked about the main reason they use transit, the majority of respondents (64.2%) use transit because they either don't drive or do not have a car.

Most respondents (44.3%) use transit because they either do not drive or do not have a car. Second and third most popular responses were to save money (21.2%) and because transit is more convenient than a car (18.1%). Saving time is also a factor for some respondents at 12.1%.



## 2.2. BUS STOPS

Responses were varied as to the stop where riders begin and/or end trips. However, there were four top stops to both begin and end trips.

Top Stops to Begin Trip	Top Stops to End Trip
Cumberland Transfer Center	Marietta Transfer Station
Marietta Transfer Center	Cumberland Transfer Center
Arts Center MARTA Station	Arts Center MARTA Station
H.E. Holmes MARTA Station	Kennesaw State University

Other popular trip beginning and/or ending locations included:

- Austell Road
- South Cobb Drive
- Cobb Parkway
- Windy Hill Road
- Delk Road
- Six Flags/Six Flags Road
- Marietta Square
- Busbee Park & Ride
- Town Center
- Barrett Parkway

There were some common begin or end points based upon Cumberland and Marietta Transfer Center riders:

### Cumberland Transfer Center

- Most riders who began their trip at the Cumberland Transfer Center ended their trip at one of the following locations:
  - Arts Center MARTA station
  - Austell Road
  - Marietta Transfer Center
- Most riders who ended their trip at the Cumberland Transfer Center began their trip at one of the following locations:
  - Arts Center MARTA station
  - Austell Road
  - Marietta Transfer Center
  - Windy Hill Road
  - Cobb Parkway
  - South Cobb Drive
  - H.E. Holmes MARTA Station
  - Delk Road



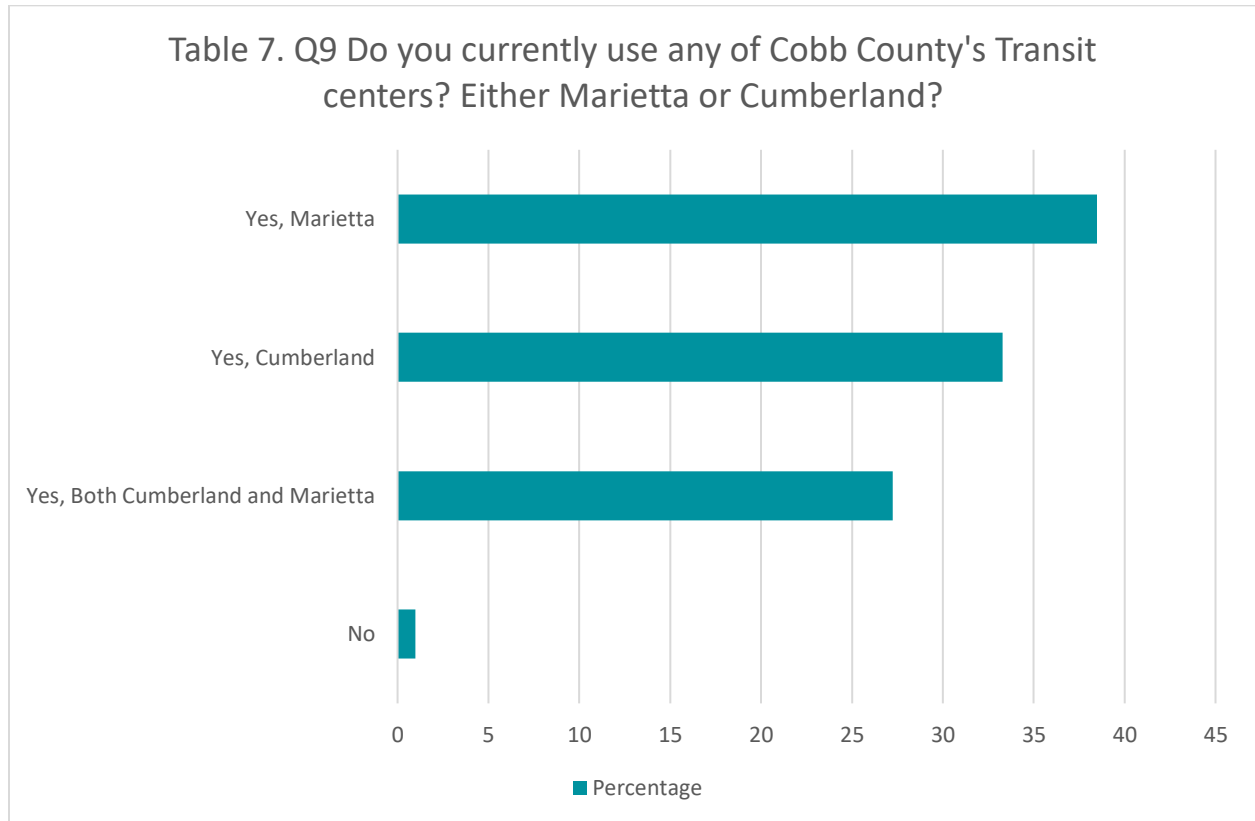
### Marietta Transfer Center

- Most riders who began their trip at the Marietta Transfer Center ended their trip at one of the following locations:
  - Kennesaw State University
  - Arts Center MARTA station
  - Austell Road
  - Marietta Square
  - Cumberland Transfer Center
  - Barrett Parkway
- Most riders who ended their trip at the Marietta Transfer Center began their trip at one of the following locations:
  - Arts Center MARTA station
  - Cumberland Transfer Center
  - Windy Hill Road
  - Cobb Parkway
  - South Cobb Drive
  - H.E. Holmes MARTA Station



## 2.3. TRANSIT CENTER FEEDBACK

When asking respondents Q9 *Do you currently use any of Cobb County's transit centers? Either Marietta or Cumberland?* Almost all respondents (99.0%) use one or both of the current Cobb transit centers. More respondents used the Marietta Transfer Center than the Cumberland Transfer Center.



When asked about the ease of getting to existing Cobb transit centers, over four out of five respondents (83.5%) felt that it was easy or very easy to get to the centers.

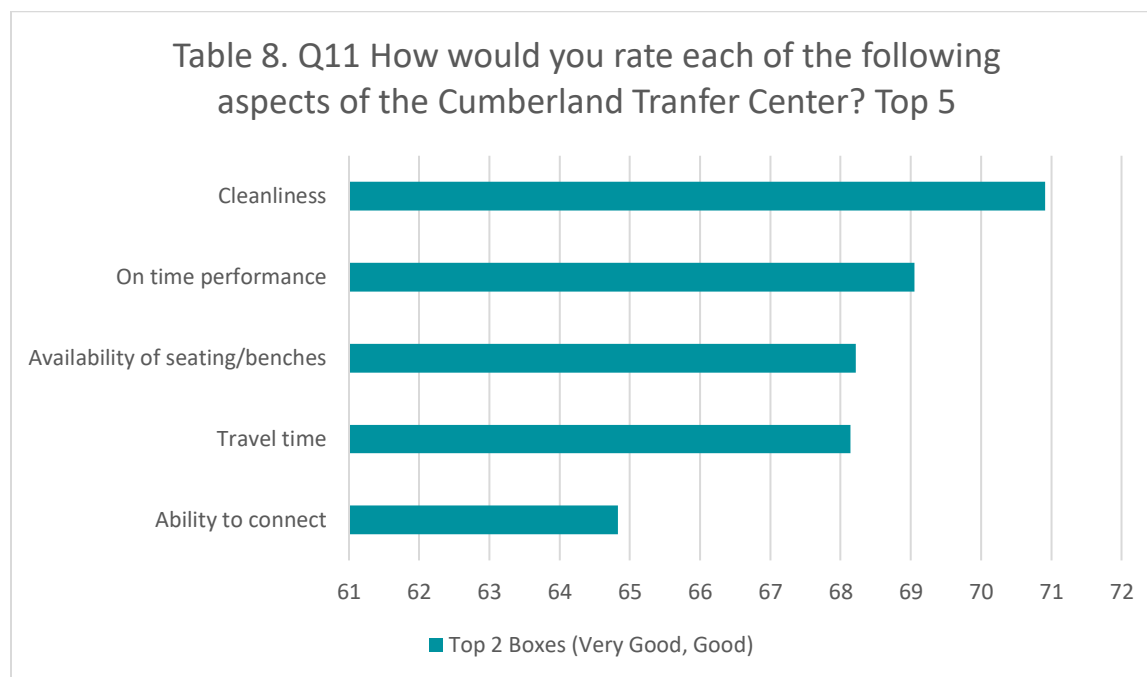
**Current Transfer Center Ratings.** Online survey respondents were asked to rate both the existing Marietta and Cumberland Transfer Centers using a 5-point Likert scale with categories: Very Good, Good, Fair, Poor or Very Poor.

#### *Cumberland Transfer Center*

For the Cumberland Transfer Center, the majority of respondents (55.4%) gave the transit center an overall “Good” rating. 21.5% scored the Cumberland Transfer Center with an overall “Fair” rating.

When asked to rate specific aspects of the Cumberland Transfer Center, the following aspects scored highest across the top 2 values (Very Good, Good):

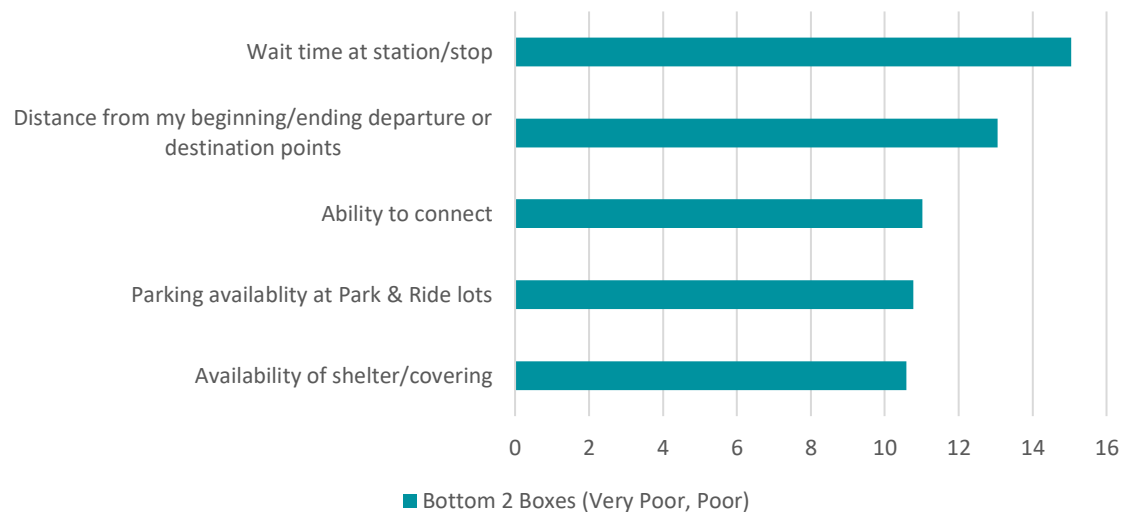
1. cleanliness (71.0%)
2. on time performance (69.1%)
3. and availability of seating/benches (68.2%).



Some respondents scored Cumberland low (Poor/Very Poor) as it relates to:

1. wait time at station/stop (15.04%)
2. distance from my beginning or ending departure at destination points (13.06%)
3. your ability to connect with other transit service (11.02%).

Table 9. Q11 How would you rate each of the following aspects of the Cumberland Transfer Center? Bottom 5

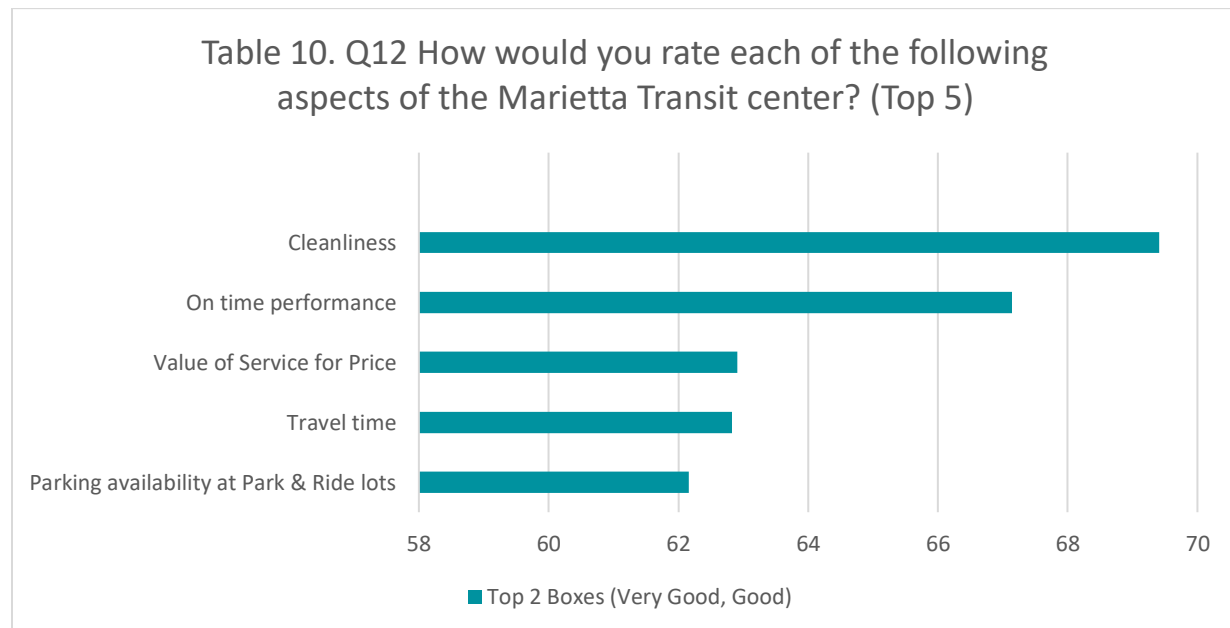


### *Marietta Transfer Center*

For the Marietta Transfer Center, the majority of respondents (53.78%) gave the transit center an overall “Good” rating. 24.95% scored the Marietta Transfer Center with an overall “Fair” rating. Over 60% of respondents rated the following Marietta Transfer Center attributes as either “Very Good” or “Good”:

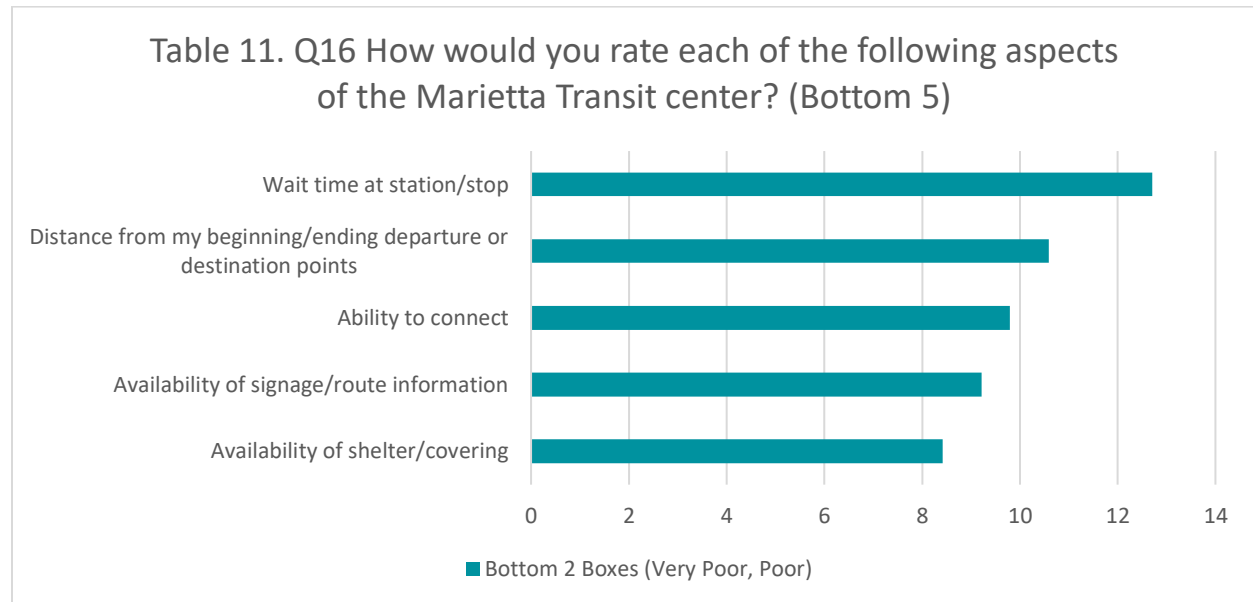
1. cleanliness (69.4%)
2. on-time performance (67.1%)
3. value of service for the price (62.9%)
4. travel time (62.8%)
5. parking availability at Park & Ride lots (62.2%)
6. availability of seating/benches (61.8%)
7. availability of shelter/covering (60.8%)
8. safety and security (60.3%).

Table 10. Q12 How would you rate each of the following aspects of the Marietta Transit center? (Top 5)



A smaller group of respondents scored the Marietta Transfer Center low (Poor/Very Poor) as it relates to:

1. Wait time at station/stop (12.7%)
2. Distance from my beginning or ending departure at destination points (10.6%)
3. Your ability to connect with other transit service (9.8%).



## 2.4. FUTURE TRANSIT CENTER

### General Improvements

For CobbLinc riders, improvements for future transit centers focused on four main categories: 1) Access; 2) Comfort; 3) Safety; and 4) Convenience.

When considering most important improvements for future transit centers, respondents identified the following:

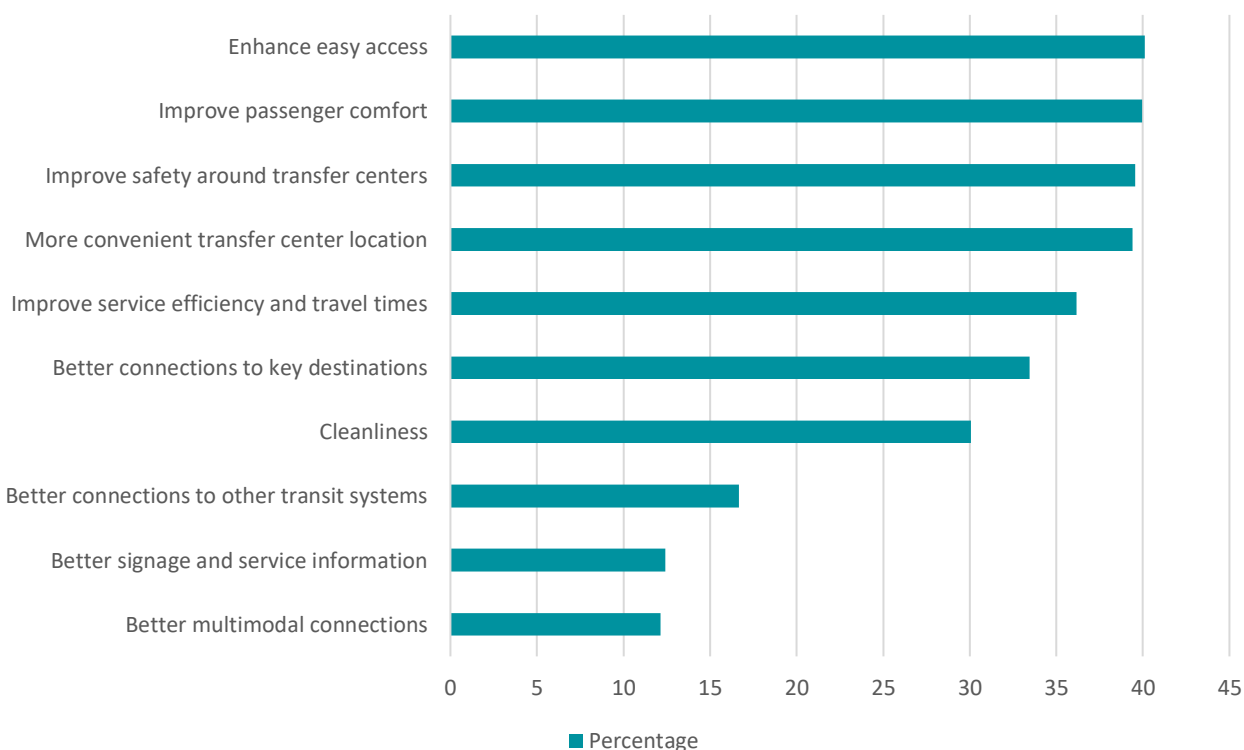
1. Enhance easy access - 40.1%
2. Improve passenger comfort (benches, etc.) – 40.0%
3. Improve safety around transit centers - 39.6%
4. More convenient transit center location - 39.4%

Riders did not believe the following were high priorities:

1. Better multimodal connections – 12.2%
2. Better signage and service information – 12.4%
3. Better connections to other transit systems – 16.7%



Table 12. Q13 To help set the direction for future transit centers in the County, we want to know what is most important to you. Please select the top three options that are most important to you.



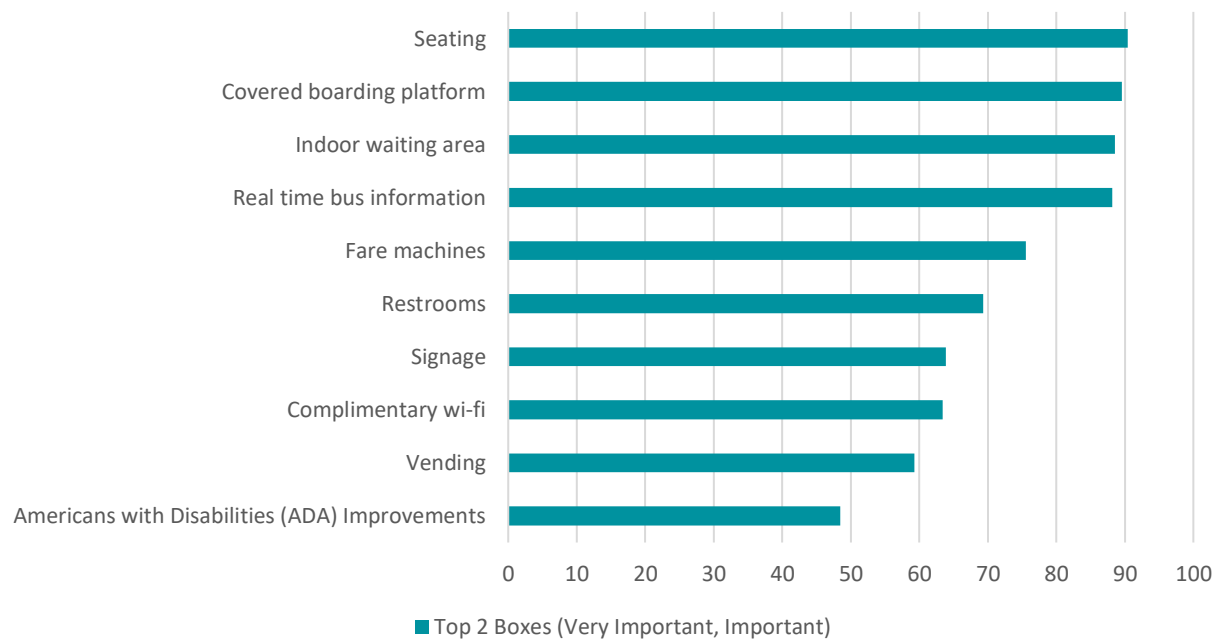


## Amenities

When considering future transit center amenities, respondents scored the following amenities highest across the top two values (Very Important, Important), listed in order of importance:

1. Seating - 90.4%
2. Covered Boarding Platform - 89.5%
3. Indoor waiting area - 88.6%
4. Real time bus information - 88.1%

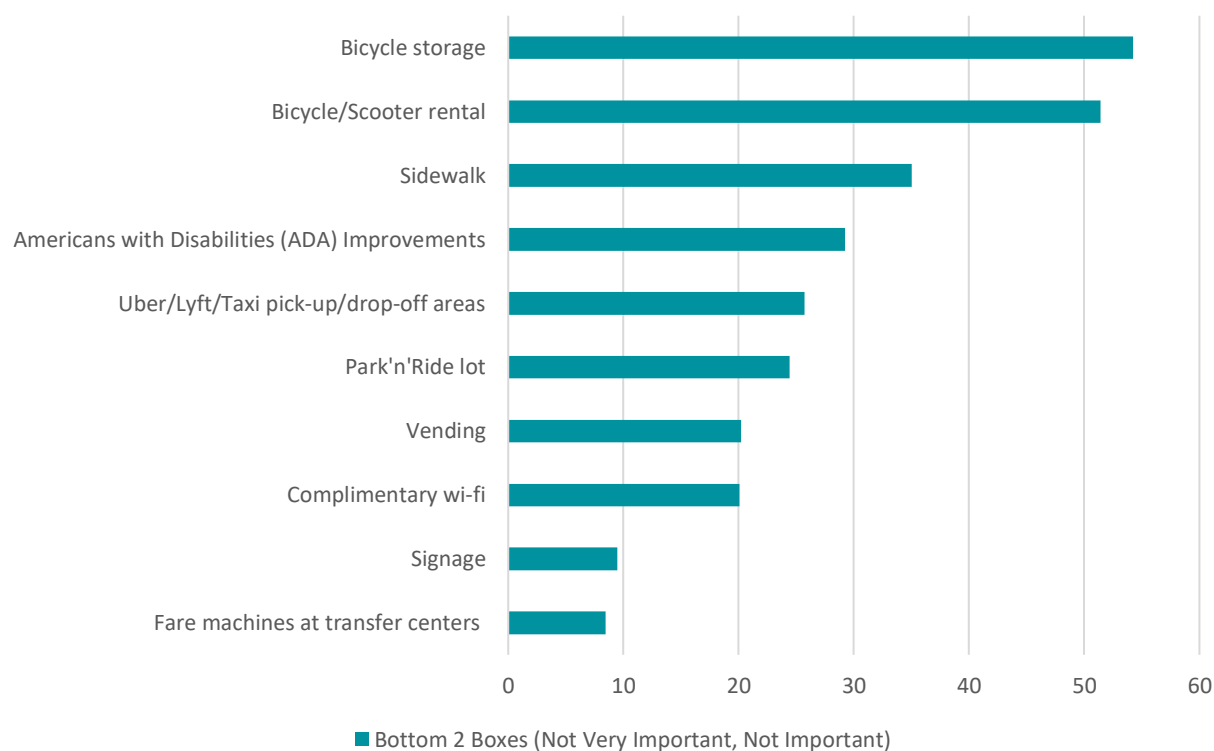
Table 13. Q19 As CobbLinc considers transit center amenities, please rank the following by most to least important. (Top 10)



However, respondents scored the following amenities lowest across the bottom two values (Not Important, Not Very Important), listed in order of least importance:

1. Bicycle storage - 54.2%
2. Bicycle/Scooter rental - 51.4%
3. Sidewalk - 35.0%
4. Americans with Disabilities (ADA) Improvements - 29.2%
5. Uber/Lyft/Taxi pick-up and drop-off areas - 25.7%

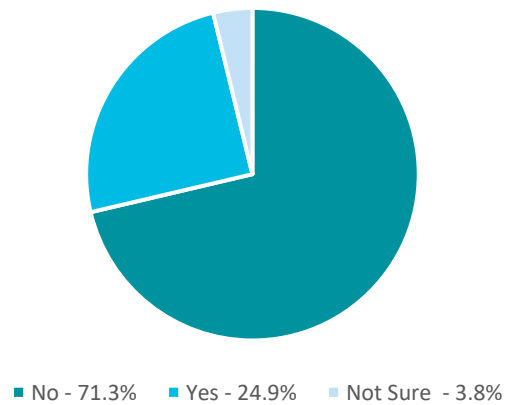
Table 14. Q14 As CobbLinc considers transit center amenities, please rank the following by most to least important. (Bottom Two Values)



## 2.5. NEW LOCATION

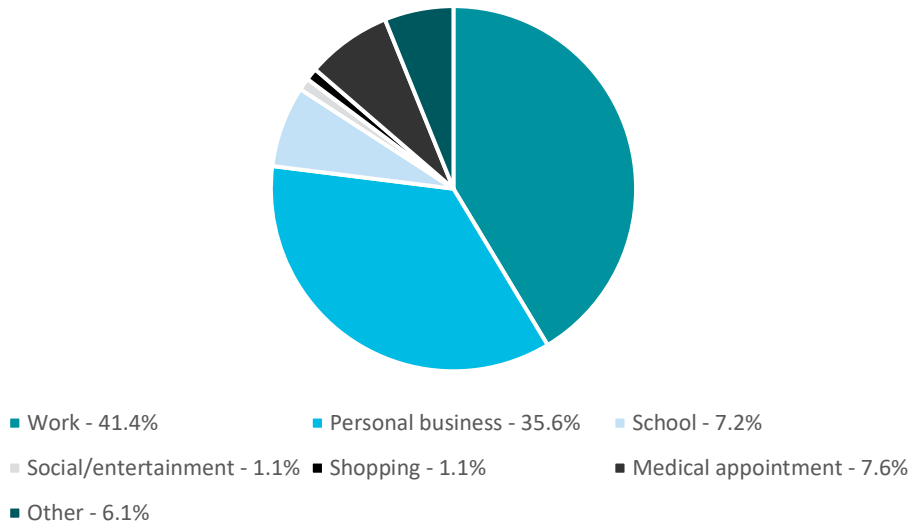
As it relates to the new proposed transit center location in South Cobb near the WellStar Hospital, 71.3% of respondents did not feel that the location would be of use to them, while 24.9% felt that it would. A small percentage of respondents (3.81%) were not sure if it would be of use to them.

Table 15. Q15 Cobb County is considering opening a new Transit Center in South Cobb near Wellstar Cobb Hospital.  
Would this location be of use to you?



For those that felt they would use the new transit center, close to 77% felt it would be useful to get to work (41.4%) and/or for personal business (35.6%). Only 1.1% felt that this location would be useful to get to social/entertainment or shopping destinations (tie).

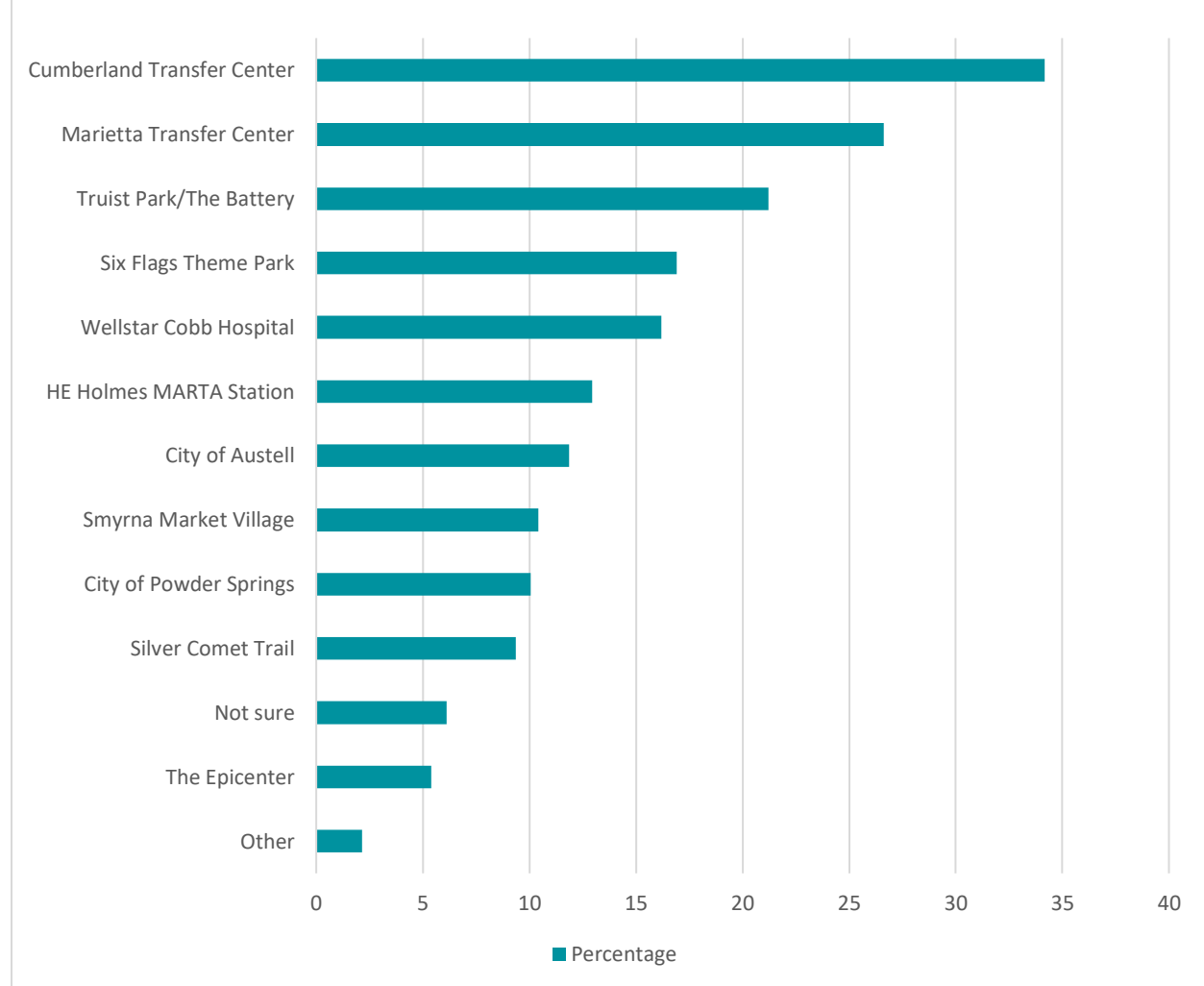
Table 16. Q16 What would be the primary purpose for your commute if you used the new Transit Center?



Top destinations from the proposed new transit center location are:

- 1) Cumberland Transfer Center – 34.2%
- 2) Marietta Transfer Center – 26.6%
- 3) Truist Park/The Battery – 21.2%
- 4) Six Flags – 16.9%
- 5) WellStar Cobb Hospital – 16.2%

Table 17. If a new Transit Center is opened in South Cobb County, what destinations would you use it to travel to and from? Select 2.



There were six responses classified as “Other.” They were:

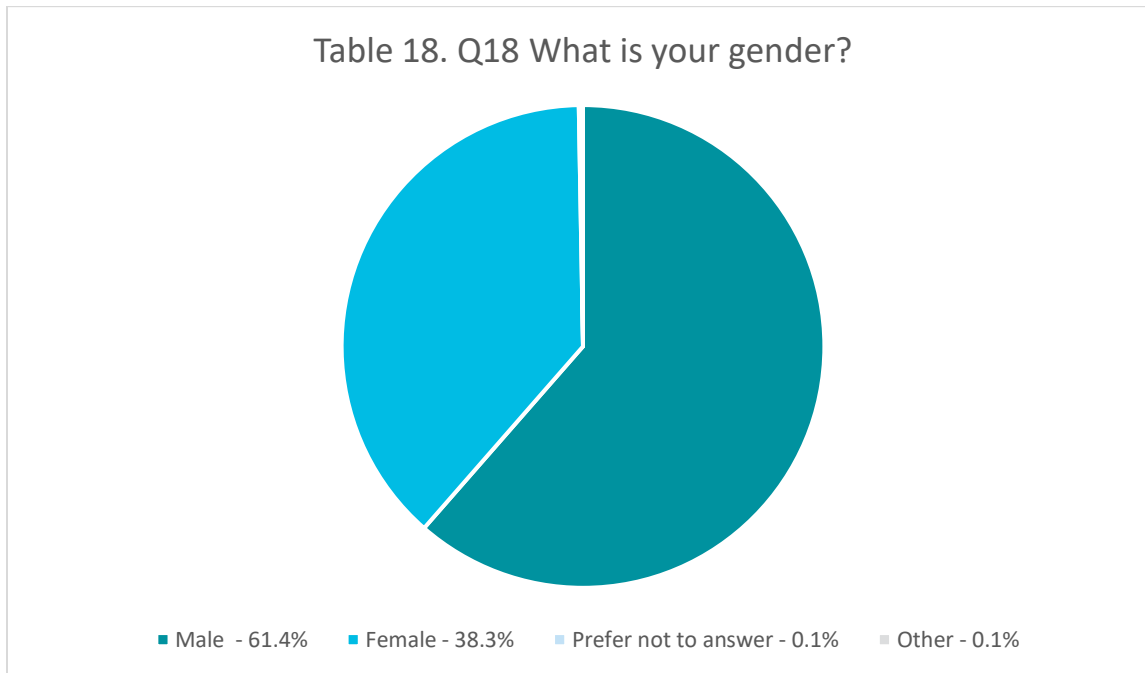
1. Kennesaw State Univ
2. Woodstock
3. Veterans Memorial Highway
4. Smyrna
5. Paces Ferry
6. Duluth



## 2.6. ONSITE/ONBOARD RESPONDENT DEMOGRAPHIC PROFILE

### 2.6.1. GENDER

Majority of respondents were male, representing 61.4% of the respondent profile. 38.3% identified as female. A small group of respondents identified as “Other” or preferred not to answer at 0.1%

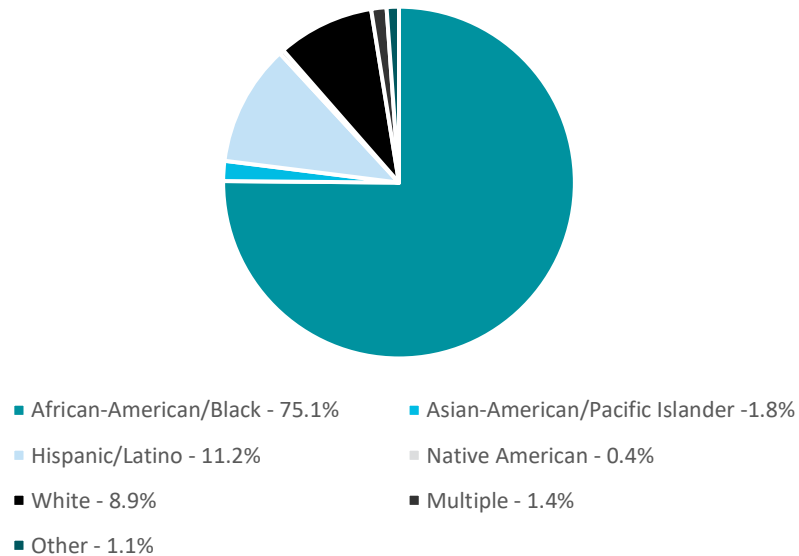




## 2.6.2. RACE/ETHNICITY

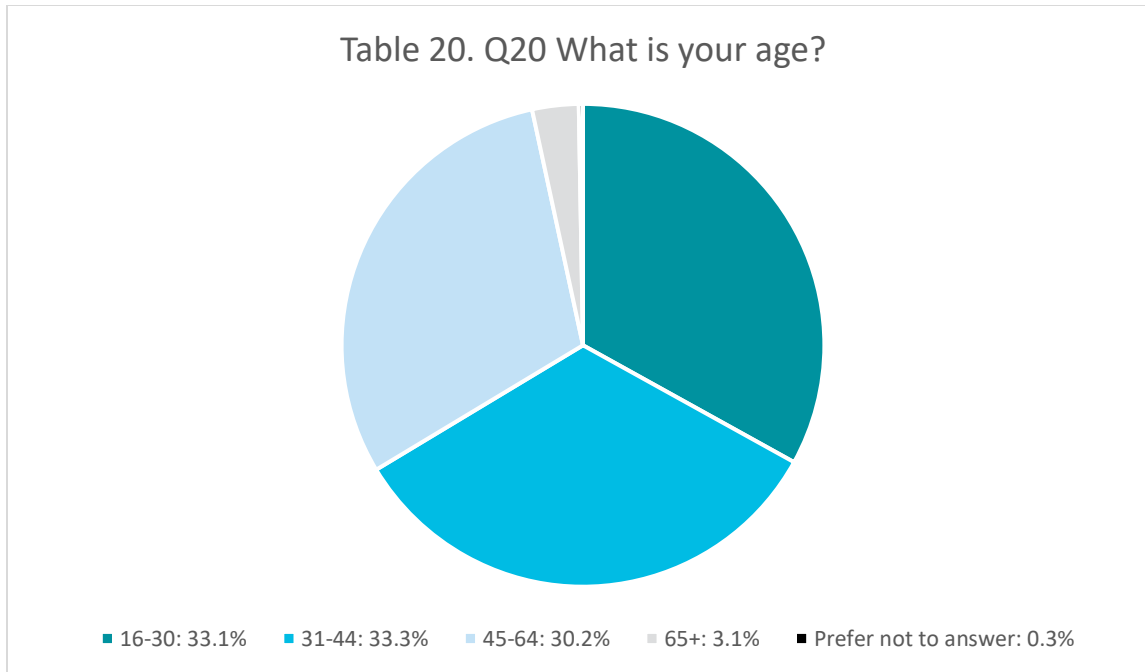
The respondent profile was very diverse with nine out of ten respondents (91.1%) identifying as non-White. The largest racial group identified as Black/African-American with 75.1%, followed by Hispanic at 11.2%. Caucasians made up 8.9% of the respondent profile.

Table 19. Q21 What is your race or ethnicity?



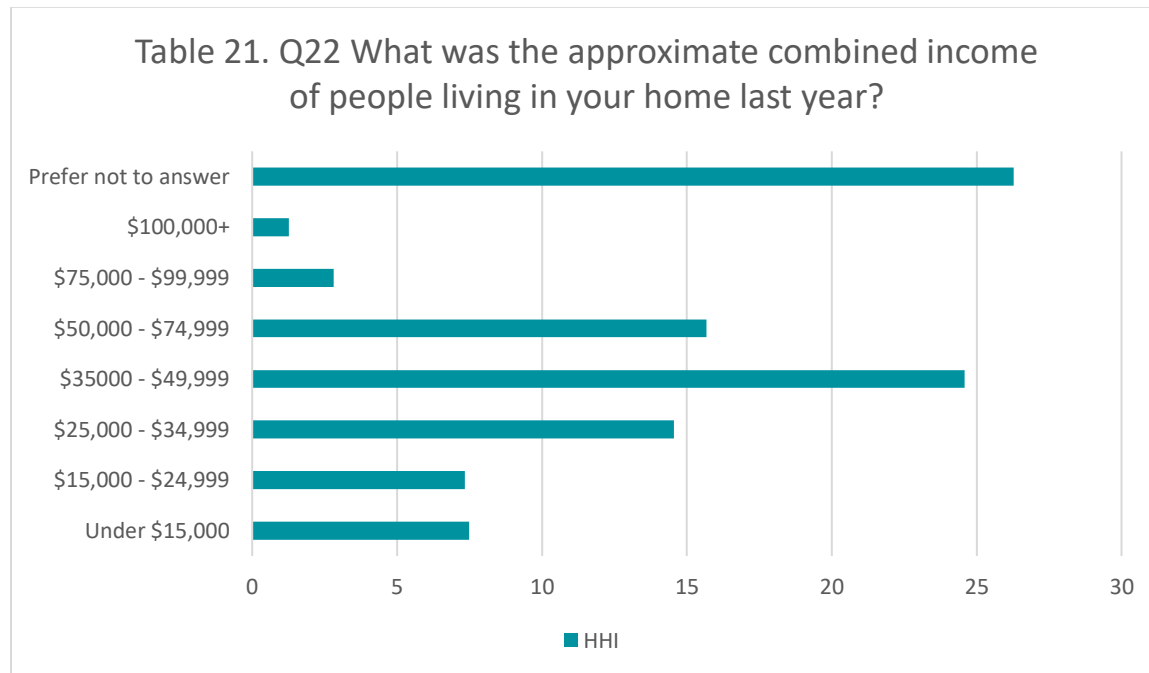
### 2.6.3. AGE

The age of respondents was almost evenly split between the following groups: 16-30 (33.1%); 31-44 (33.3%); 45-64 (30.2%); and 65+ (3.1%). Only two people (0.3%) did not want to answer this question.



## 2.6.4. HOUSEHOLD INCOME

There was limited hesitancy from the respondent group to provide their household income information with 708 of 712 respondents answering the question related to their income. Over half of the respondent profile had a household income of less than \$50,000 (54.0%). The largest income groups were: \$35,000 - \$49,999 (24.6%); \$50,000 - \$74,999 (15.7%); and \$25,000 - \$34,999 (14.6%).



## 2.6.5. ZIP CODES

(Q19 What is the zip code at your home address?)

We received 36 different zip code responses. 63.4% of respondents identified Cobb County home zip codes. Top five zip codes were:

1. 30067 (Marietta) – 107
2. 30060 (Marietta) – 95
3. 30080 (Smyrna) – 63
4. 30066 (Marietta) – 52
5. 30008 (Marietta) - 35

Appendix C includes the data collected the Onsite/Onboard survey.

## Section 3. Online Survey: Overview

### 3.1. SURVEY METHODOLOGY

A 27-question online survey (Appendix B) was developed targeting Cobb County residents to provide input around existing and future CobbLinc transit centers. The survey was administered through a Survey Monkey link available through the Cobb County website and distributed via email. The survey was live for responses from November 10, 2022, through January 2, 2023. Questions focused on current and desired origins and destinations, desired transit center amenities and conveniences, and multimodal mobility options. Survey questions also provided demographic information such as race/ethnicity, gender, age, household income, and zip codes to coincide survey response data with technical demographic analyses.

### 3.2. RESPONDENTS

377 people, consisting of existing riders and potential users of the CobbLinc system, initially responded to the online survey. Nineteen (19) people were disqualified from the survey when they responded that they were not interested in providing input on transit centers. Of those who continued to complete the survey, most respondents for the online survey (58.9%) do not currently use transit and slightly over a third (35.5%) of total respondents would consider using CobbLinc only if the system were improved.

From a demographic perspective, the respondent profile was white (59.9%), male (49.4%), 45 years of age and older (56.5%), with a household income of \$75,000 and above (55.2%). Of 46 home zip codes collected, top home zip codes included: 30127 (Powder Springs), 30126 (Mableton) and 30064 (Marietta). For those who did ride CobbLinc, about three in four people (73.58%) used one of Cobb County's transit centers; and most initiated or ended their trip at one of three places: Arts Center MARTA station, Marietta Transfer Center, or the Cumberland Transfer Center.

### 3.3. FINDINGS: ONLINE SURVEY

**Current Transit Centers Ratings.** Online survey respondents were asked to rate both the existing Marietta and Cumberland Transfer Centers using a 5-point Likert scale with categories: Very Good, Good, Fair, Poor or Very Poor.

- **Marietta**

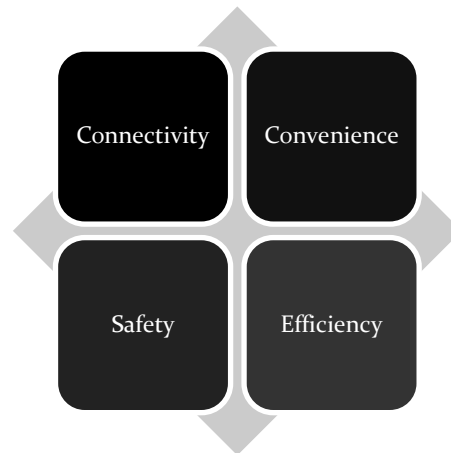
The Marietta Transfer Center was rated "Good" or "Very Good" by 48.3% of respondents. 31.0% scored the Marietta Transfer Center with an overall "Fair" rating. Over 60% of respondents rated the following Marietta Transfer Center attributes as either "Very Good" or "Good": on-time performance (64.3%); value of service for the price (72.4%); availability of shelter/covering (69.0%); parking availability at Park & Ride lots (82.8% - highest ranked); ability to connect with other transit services/value of service for the price (tied – 72.4%); and travel time (60.0%). Over 30% of respondents rated the following Marietta Transfer Center attributes as either "Very Poor" or "Poor": cleanliness (35.7%); and safety and security (34.5%). Over half of respondents (59.0%) felt that it was easy or somewhat easy to get to the Marietta Transfer Center. Only one in five people (20.5%) felt that it was not easy to get to the Marietta Transfer Center.

## ■ **Cumberland**

The Cumberland Transfer Center received an overall “Fair” rating from 46.0% of respondents. 35.1% scored the Cumberland Transfer Center with an overall “Good” rating. Over 50% of respondents rated the following Cumberland Transfer Center attributes as either “Very Good” or “Good”: ability to connect with other transit services (59.5%); value of service for the price/ on -time performance (tied - 54.1%); and travel time (55.6%). Over 30% of respondents rated the following Cumberland Transfer Center attributes as either “Very Poor” or “Poor”: safety and security (32.4%); availability of seating/benches (32.4%); and wait time at station/stop (31.4%). Over half of respondents (53.3%) felt that it was easy or somewhat easy to get to the Cumberland Transfer Center.

### **Improvements for Future Transit Centers.**

Online survey respondent answers about improvements they wished to see in future transit centers focused on four main categories: 1) Connectivity; 2) Convenience; 3) Safety; and 4) Service Efficiency.



*Table 21. Q18. To help set the direction for future transit centers, please select the top options that are most important to you. improvements*

**Future Transit Center Amenities.** Online survey respondents identified their top amenities desired for future transit centers, in order of preference, as: 1) rider access to information (real-time bus info and signage); and 2) rider safety (sidewalks), comfort (covered platforms) and convenience (fare machines). Riders did not deem amenities around bicycles/scooters (rentals, storage), vending or wi-fi as important.

**Future Transit Center Locations.** Online survey respondents were asked about the proposed new transit center location in South Cobb near WellStar Hospital, their potential use of this center, and the top destinations which they would seek to access from the new transit center. Nearly 44% of respondents did not believe the location would be useful to them, while 33.8% believe it would be useful to get to work and/or for social/entertainment purposes. Top destinations from the proposed new transit center location include the H.E. Holmes MARTA rail station in the City of Atlanta, and Truist Park/The Battery in Cobb County’s Cumberland Galleria Community Improvement District.

## **3.4. IMPLICATIONS**

Most online survey respondent profiles do not currently ride CobbLinc. The online respondent profile, consisting of higher-income riders, and higher proportion of white and males, by comparison, is clearly different from the onsite respondent profile the majority of which are current and frequent transit riders. The distinction in profiles is evident in both demographics and responses.

Most of the online profile group (58.9%) currently does not use transit. Less than one in five (19.1%) is an occasional or frequent use of CobbLinc. This respondent base does not use CobbLinc services.

Online respondents expressed that the system improvement in which they are most interested are routes that better service their home and/or work location and the addition of light rail services. Respondents indicated they use transit services primarily to avoid traffic (37.7%) and because it is more convenient than a car (35.9%). However, about one in three do not drive or have a car (35.9%).

Most online respondents (73.6%) said that they use one of the transit centers which they say are easy to get to. They rank both the Cumberland and Marietta Transfer Centers with mostly “fair” or “good” ratings. There are opportunities for improvement, particularly when it comes to wait time, safety and comfort at Cumberland, and availability of signage, cleanliness, and safety at Marietta.

Regarding future transit centers in general, online respondents surveyed are focused on connectivity, safety, and convenience. Regarding specific amenities, riders are focused on access to real-time information and passenger safety/comfort (sidewalks, seating).

Of the online survey respondents, 43.6% did not feel that the new transit center location would be of use to them; 33.8% stated it would be useful; and another 22.6% were not sure. The high percentage of ‘unsure’ respondents could indicate that more information is needed to understand the potential value of this new transit center.

## Section 4. Online Survey: Detailed Findings

### 4.1. RIDERSHIP INFORMATION

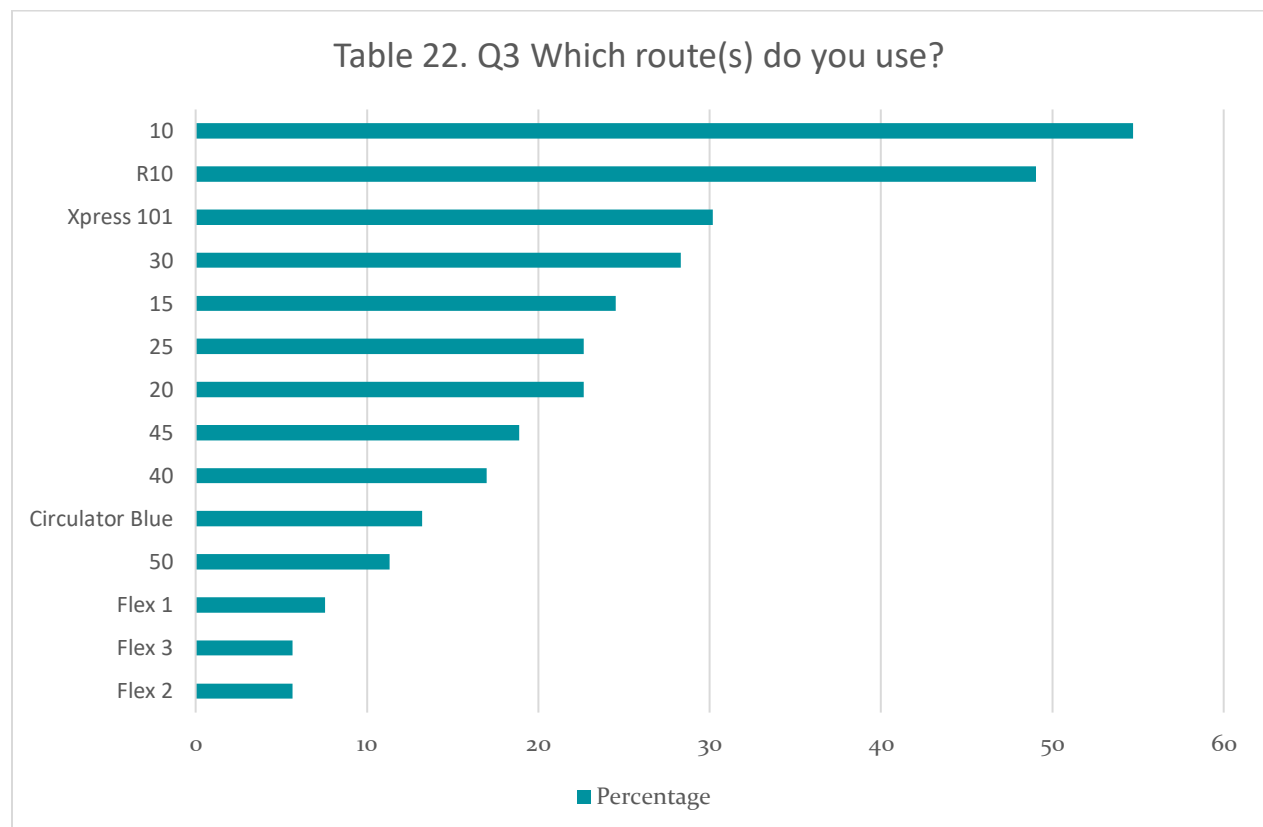
An overwhelming majority of online respondents, 86.0%, have ridden CobbLinc for at least one year and 47.2% have ridden for at least five years. However, most respondents do not ride often with 58.8% using CobbLinc less than one day per week or infrequently (less than once a month). Slightly more than a quarter of respondents (26.4%) ride CobbLinc 4-5 days per week.

The largest portion of respondents, 34.0% walk to the bus stop to begin their trip; followed closely by 24.5% driving alone and parking to get to the bus stop. Very few people carpooled to get to the bus stop (3.8%).

When asked about their main reason for using transit, there were three responses with similar results. 23.52% of respondents indicated they use transit to avoid traffic. However, an equal number of survey respondents indicated that they use transit because its more convenient than a car or because they don't drive/no car at 22.35%. Three respondents wrote-in that they use transit because it's better for the environment.

### 4.2. BUS ROUTES/STOPS

CobbLinc routes 10 and R10 are the most popular among riders. Here is a breakdown of the routes that received responses online:





### *Bus Stops*

Responses were varied as to the location where riders begin and/or end trips. However, there were three top stops to both begin and end trips.

Top Stops to Begin Trip	Top Stops to End Trip
Marietta Transfer Center	Arts Center MARTA Station
Arts Center MARTA Station	Cumberland Transfer Center
Cumberland Transfer Center	Marietta Transfer Center

There were some common destinations based upon the beginning location:

- Most riders who began their trip at the Cumberland Transfer Center ended their trip at the Arts Center MARTA station.
- Most riders who began their trip at the Marietta Transfer Center ended their trip at either the Arts Center MARTA station, the Cumberland Transfer Center or at a location in downtown Atlanta (i.e., the Federal building, Courtland Street).
- Most riders who began their trip at the Arts Center MARTA station ended their trip at the Cumberland Transfer Center.

Other bus stop responses to begin trips include:

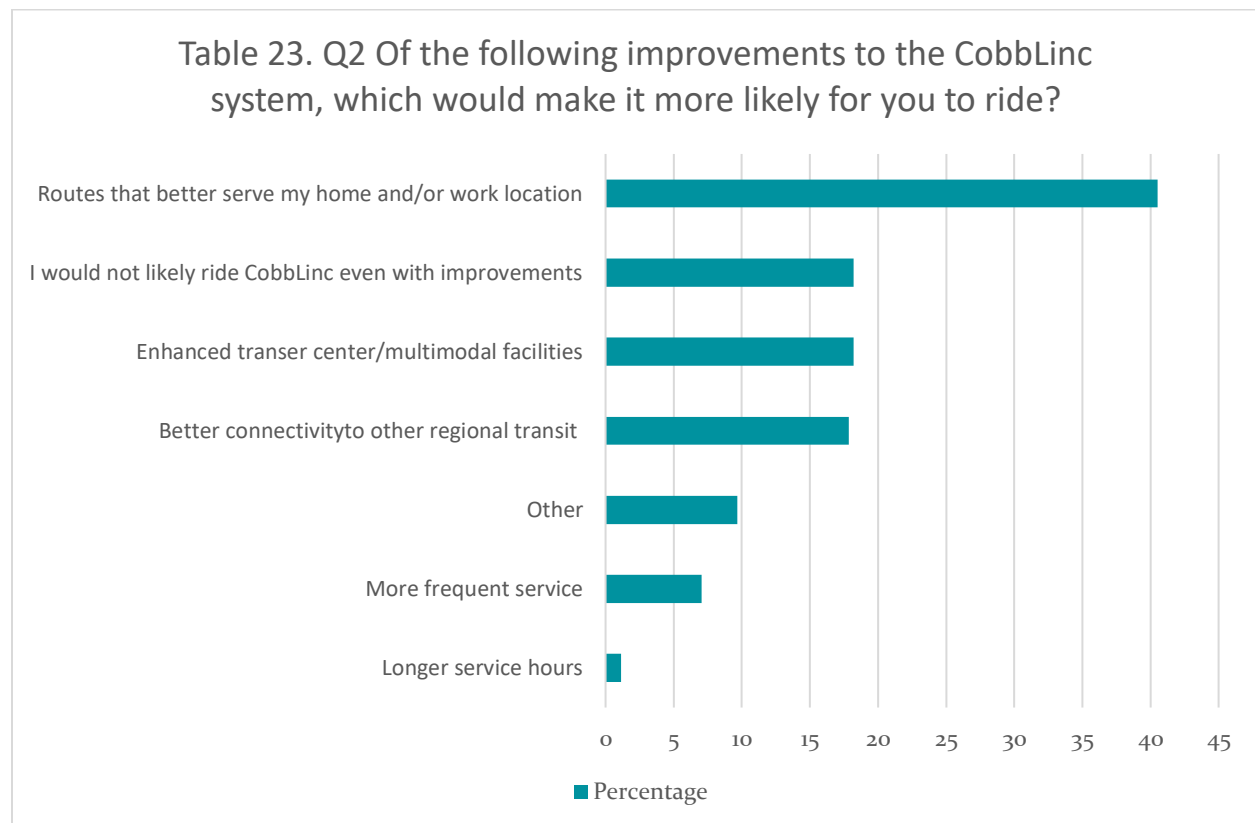
- South Cobb Drive
- Acworth Park & Ride
- East West Connector

Additional bus stop responses to end trips included:

- Downtown Atlanta (Courtland Street, Federal Building, Peachtree Street, Forsyth Street)
- H.E. Holmes MARTA Station
- South Cobb Drive

### 4.3. IMPROVEMENTS TO COBBLINC SYSTEM FOR NON-RIDERS

With 35.5% of online respondents sharing that they do not use transit currently but would consider riding with system improvements ride CobbLinc (75.9%), it was important to identify the needed improvements. 40.5% of respondents indicated that *Routes that better serve my home and work location* are needed to entice them use CobbLinc services. This response was the number one improvement identified. However, it is important to note that 18.2% of online respondents (the second highest response) indicated they were not likely to ride CobbLinc, even with improvements.



Of the 269 responses, there were 26 write-in options (Other) made by respondents. These should be highlighted as improvements that would make respondents more likely to ride:

1. Rail service in Cobb County (9)
2. Partnership with or replacement by MARTA (4)
3. Direct, non-stop service to Hartsfield-Jackson International Airport (2)

#### 4.4. TRANSIT CENTER FEEDBACK

Of those who responded to Q10, *Do you currently use any of Cobb County's Transit Centers? Either Marietta or Cumberland?*, almost three out of four people use both of Cobb County's transit centers. Of those people who use the transit centers, 74.4% use the Cumberland Transfer Center and 76.9% use the Marietta Transfer Center. In general, when asked about the ease of getting to existing Cobb transit centers, 51.5% said that it was very difficult, difficult or somewhat difficult to get to the centers. Only 26.7% said that it was either very easy, easy or somewhat easy to get to the existing centers.

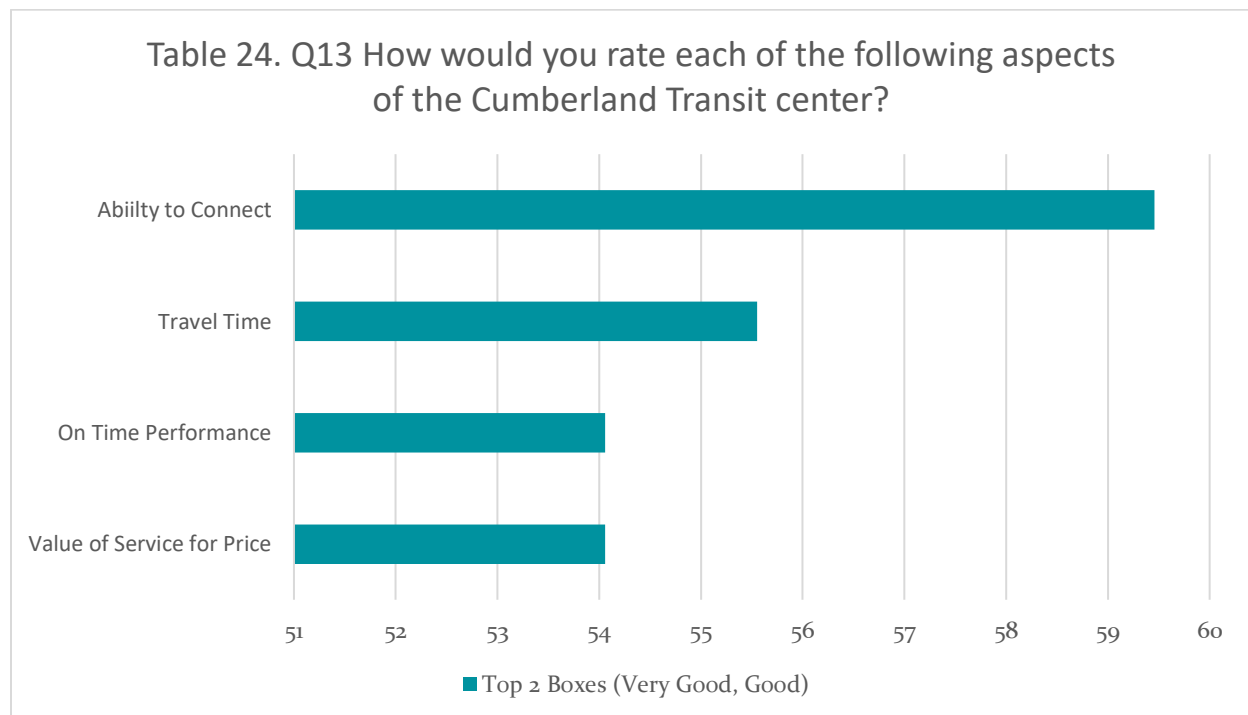
**Current Transit Centers Ratings.** Online survey respondents were asked to rate both the existing Marietta and Cumberland Transfer Centers using a 5-point Likert scale with categories: Very Good, Good, Fair, Poor or Very Poor.

##### *Cumberland Transfer Center*

The Cumberland Transfer Center received an overall "Fair" rating from 46.0% of respondents. 35.1% scored the Cumberland Transfer Center with an overall "Good" rating. Almost 80% of respondents felt that it was very easy, easy or somewhat easy to get to/from the Cumberland Transfer Center. A little over one in five people (20.5%) did not feel it was easy to get to/from there.

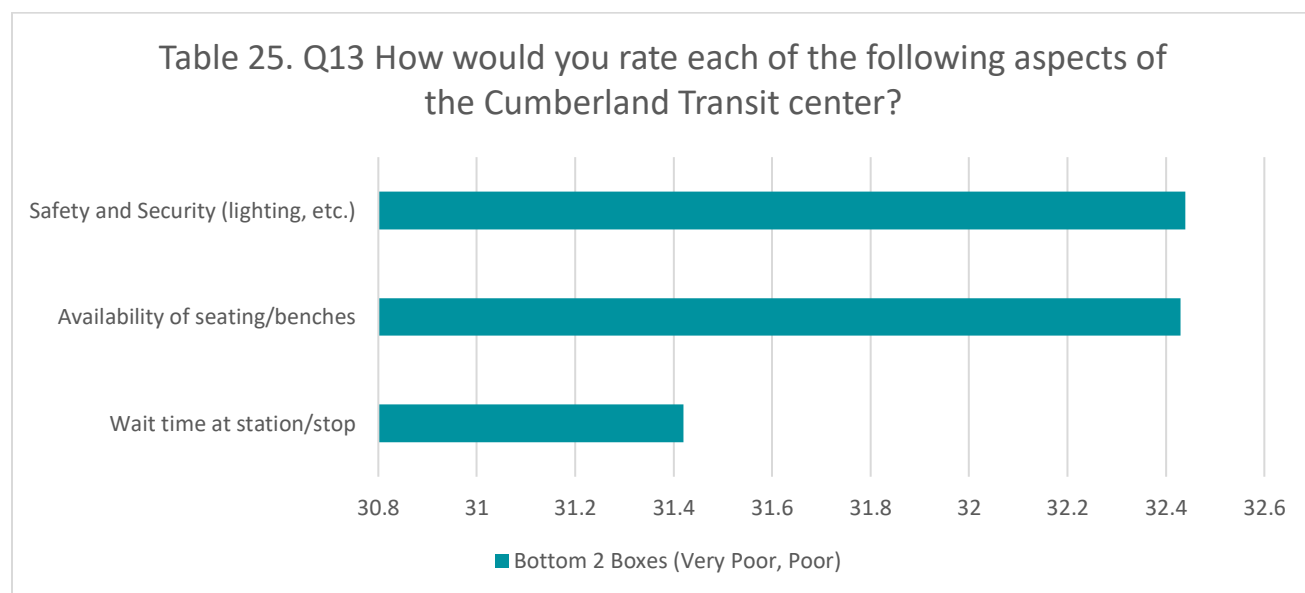
When asked to rate specific aspects of the Cumberland Transfer Center, the following aspects scored highest across the top 2 values (Very Good, Good):

1. Your ability to connect with other transit service – 59.5%
2. Travel time – 55.6%
3. Value of service for the price/On time performance – 54.1% (tie)



However, the following aspects scored highest across the lowest two values (Poor, Very Poor):

1. Safety and Security (lighting, etc.) – 32.4%
2. Availability of seating/benches – 32.4%
3. Wait time at station/stop – 31.4%

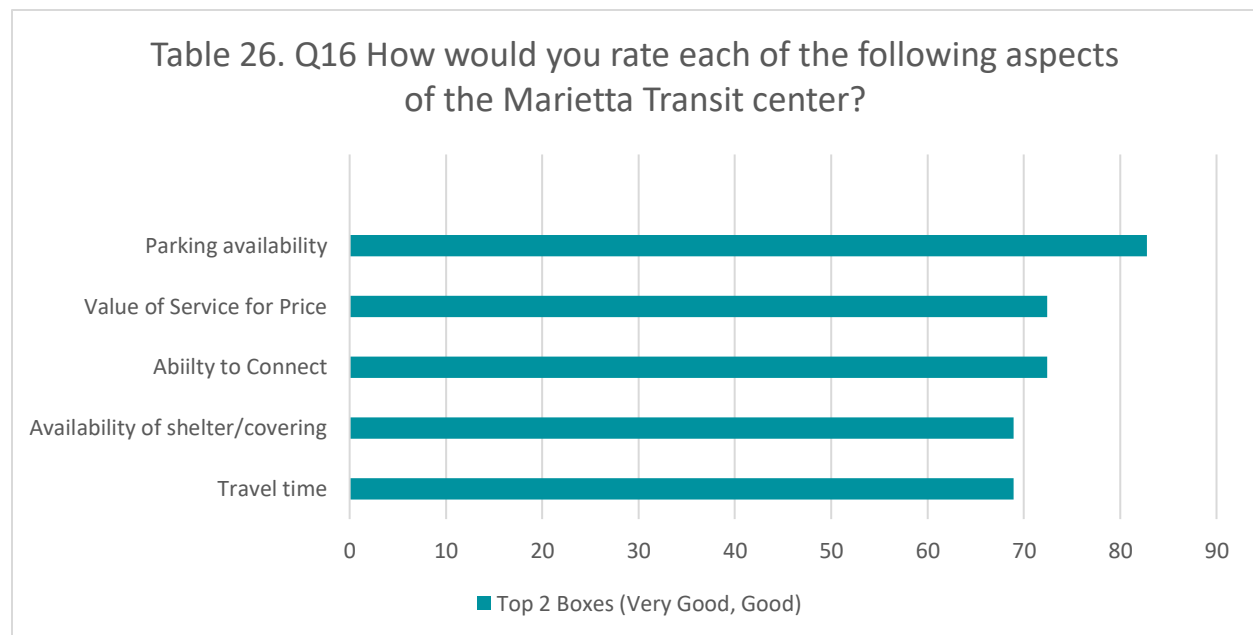


### *Marietta Transfer Center*

The Marietta Transfer Center, on the other hand, was rated “Good” or “Very Good” by 48.3% of respondents. 31.0% scored the Marietta Transfer Center with an overall “Fair” rating. Over half of respondents (59.0%) felt that it was easy or somewhat easy to get to the Marietta Transfer Center. Only one in five people (20.5%) felt that it was not easy to get to the Marietta Transfer Center.

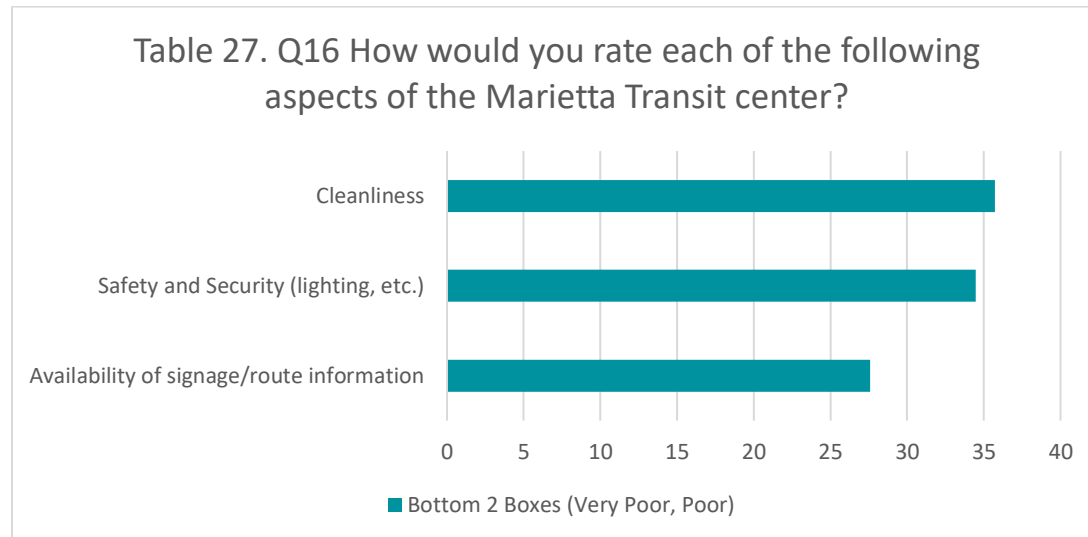
When asked to rate specific aspects of the Marietta Transfer Center, the following aspects scored highest across the top 2 values (Very Good, Good):

1. Parking availability at Park & Ride lots – 82.8%
2. Ability to connect with other transit service/Value of service for the price (tie) – 72.4%
3. Travel time/Availability of shelter/covering (tie) – 69.0%



However, the following aspects scored highest across the lowest two values (Poor, Very Poor):

1. Cleanliness - 35.7%
2. Safety and Security (lighting, etc.) – 34.5%
3. Availability of signage/route information – 27.6%

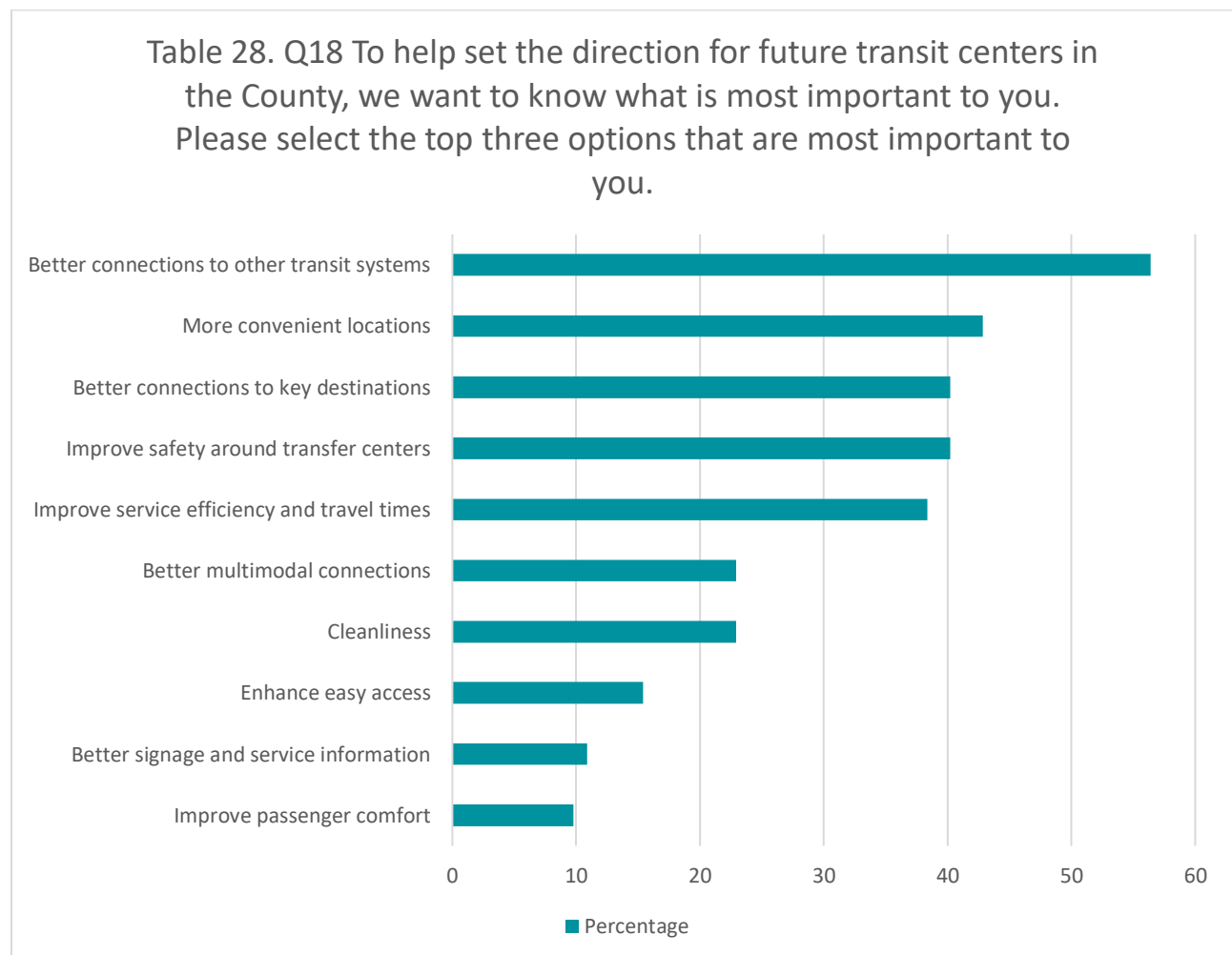


## 4.5. FUTURE TRANSIT CENTERS

### *Improvements*

For CobbLinc riders, improvements for future transit centers focused on four main categories: Connectivity; Convenience; Safety; and Efficiency. When considering most important improvements for future transit centers, respondents identified the following:

1. Better connections to other transit systems (ex. MARTA) - 56.4%
2. More convenient transit center location - 42.9%
3. Improve safety around transit centers/Better connections to key destinations - 40.2%
4. Improve service efficiency and travel times - 38.4%

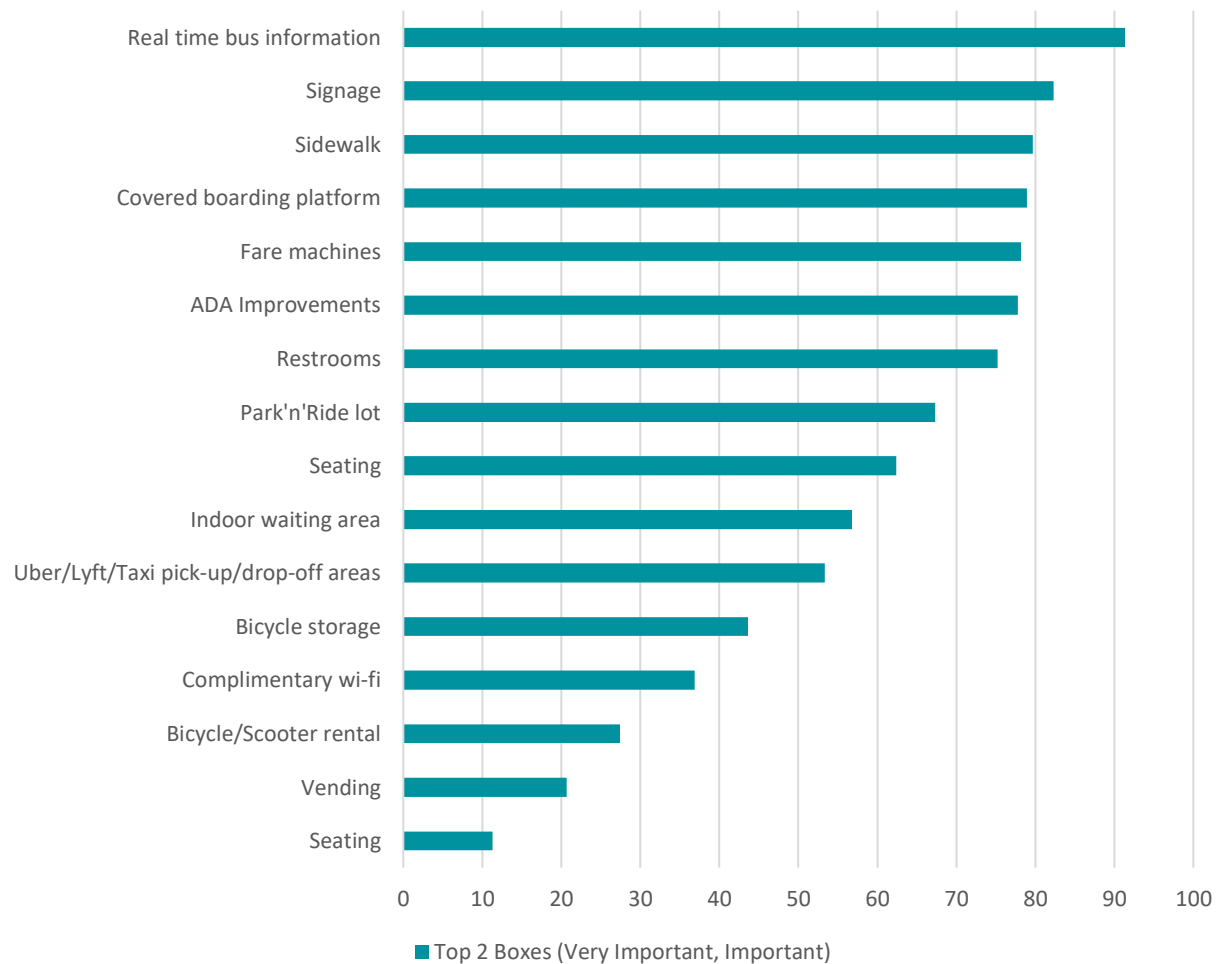


## Amenities

When considering future transit center amenities, respondents scored the following amenities highest across the top 2 values (Very Important, Important), listed in order of importance:

1. Real time bus information – 91.4%
2. Signage (Bus system maps, bus route signage, directional signage) – 82.3%
3. Sidewalk - 79.7%
4. Covered boarding platform – 79.0%
5. Fare machines – 78.2%
6. American with Disabilities (ADA) Improvements – 77.8%
7. Restrooms – 75.2%

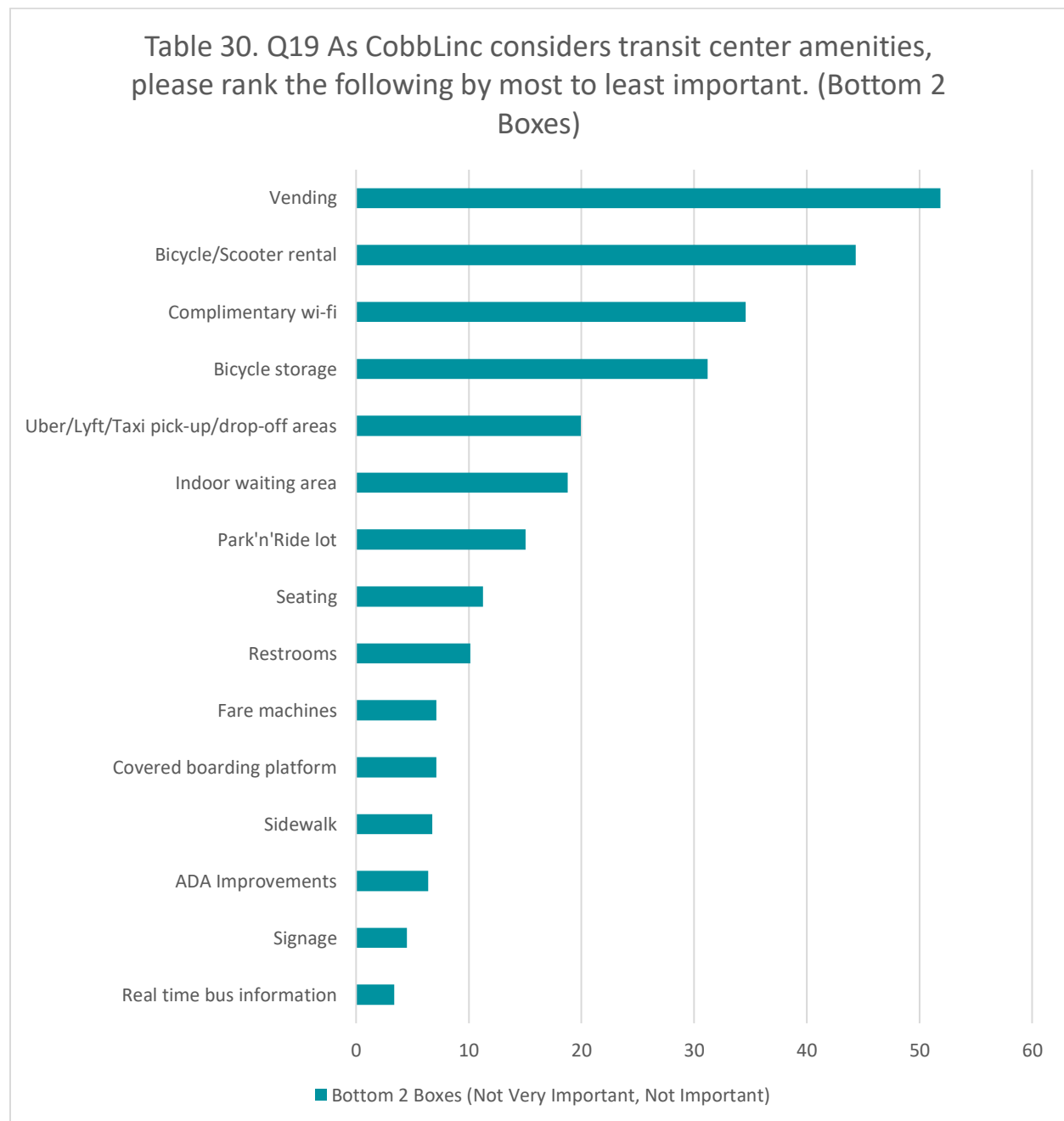
Table 29. Q19 As CobbLinc considers transit center amenities, please rank the following by most to least important. (Top 2 Boxes)





However, respondents scored the following amenities lowest across the bottom 2 values (Not Important, Not Very Important), listed in order of least importance:

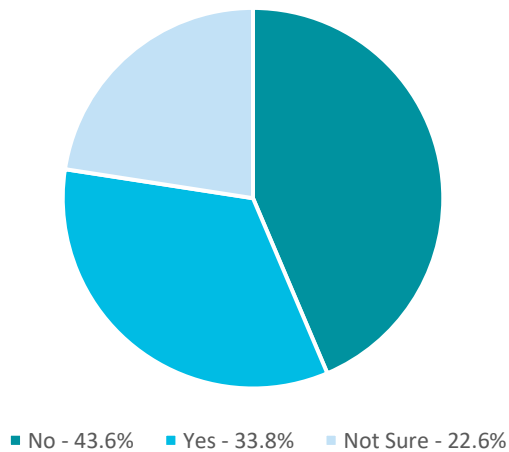
1. Vending – 51.9%
2. Bicycle/Scooter Rental – 44.4%
3. Complimentary wi-fi – 35.5%
4. Bicycle Storage – 31.2%



#### 4.6. NEW LOCATION

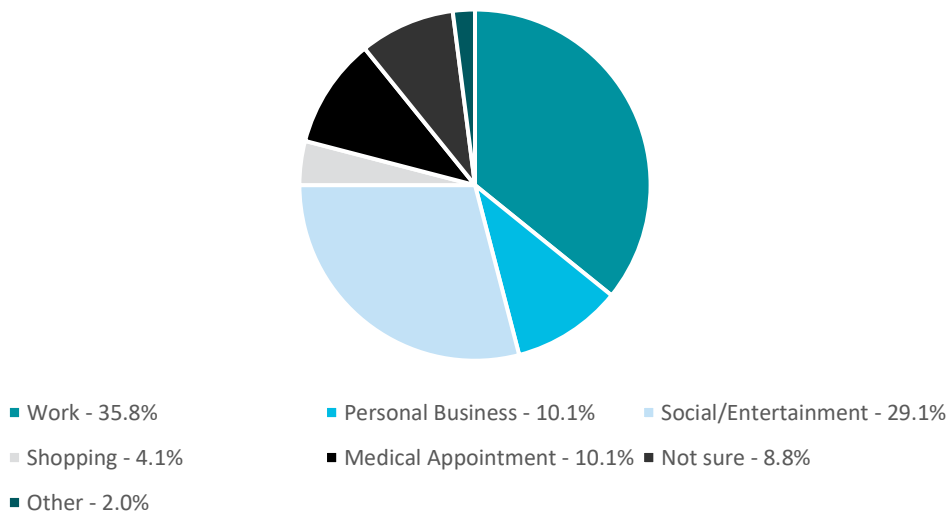
Respondents were asked if a new transit center in South Cobb near WellStar Cobb Hospital would be of use to them. The largest percentage, 43.6%, did not believe that the location would be of use to them. About one in three respondents (33.8%) felt that it would be of use to them. Another 22.6% were not sure.

Table 31. Q20 Cobb County is considering opening a new Transit Center in South Cobb near Wellstar Cobb Hospital.  
Would this location be of use to you?



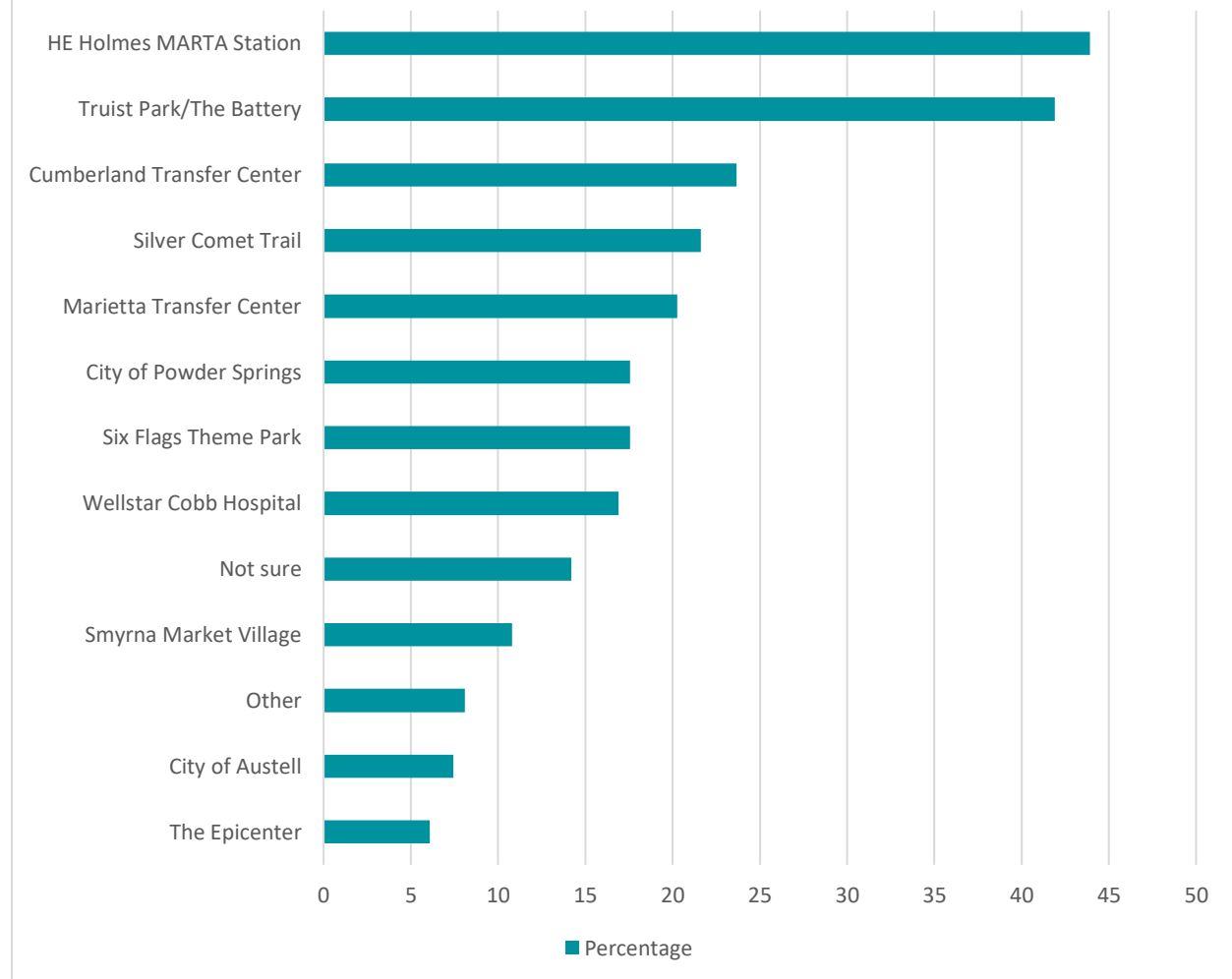
The respondents were asked what trip purposes a new facility in South Cobb might serve for the. The primary purpose of their trips to or from this new location would be to get to/from work (35.8%) and for social/entertainment purposes (29.1%).

Table 32. Q21 What would be the primary purpose for your commute if you used the new Transit Center?



Consistent with answers to the previous question on trip purpose is that top destinations for this new location would be the H.E. Holmes MARTA station in the City of Atlanta and Truist Park/The Battery Atlanta in Cobb County's Cumberland Galleria Community Improvement District.

**Table 33. Q22 If a new Transit Center is opened in South Cobb County, what destinations would you use it to travel to and from? Select 2.**



There were 12 responses classified as “Other.” They were:

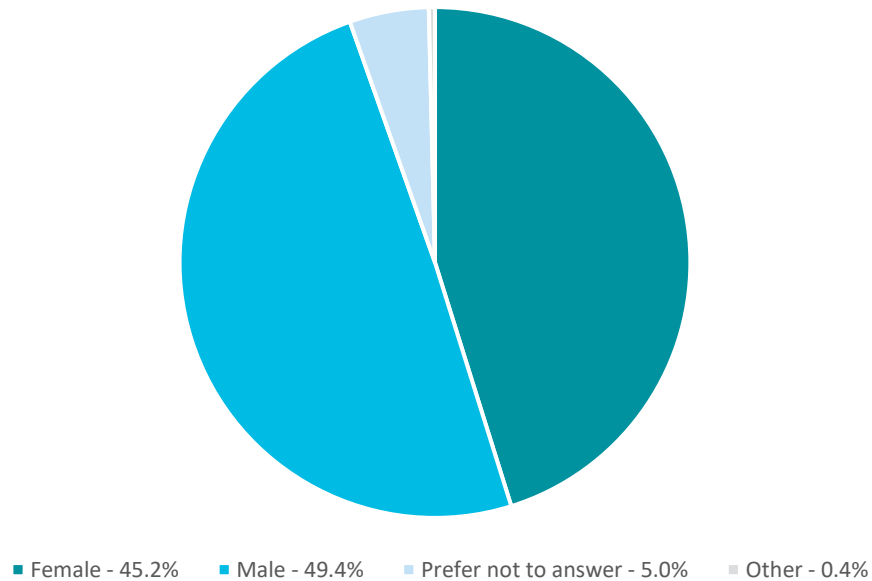
- Medical facilities in Kennesaw & the Kennestone hospital area (3)
- Walmart near Windy Hill
- As vast as Cobb County is, I would use the transit to get where a vehicle would go, any and all transit center locations for enhanced quality of life.
- End of Windy Hill Rd Atlanta
- Downtown Atlanta
- East-West Connector
- Hartfield Jackson airport
- Bankhead MARTA Station
- Bankhead/ Moores mill
- Midtown ATL

## 4.7. ONLINE RESPONDENT DEMOGRAPHIC PROFILE

### 4.7.1. GENDER

Majority of respondents were male, representing 49.4% of the respondent profile. 45.2% identified as female. There was a small group (5.0%) that did not want to respond to this question or identified as “Other” (0.4%).

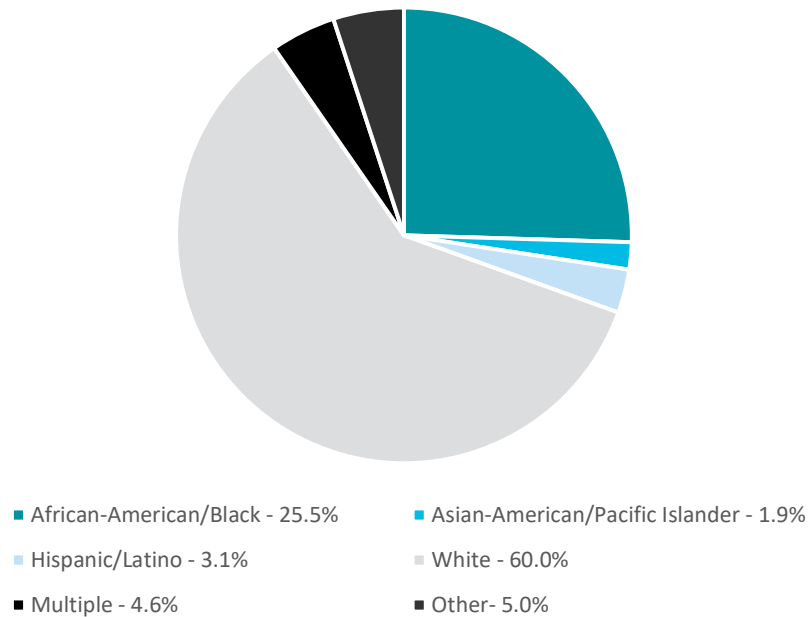
Table 34. Q23 What is your gender?



#### 4.7.2. RACE/ETHNICITY

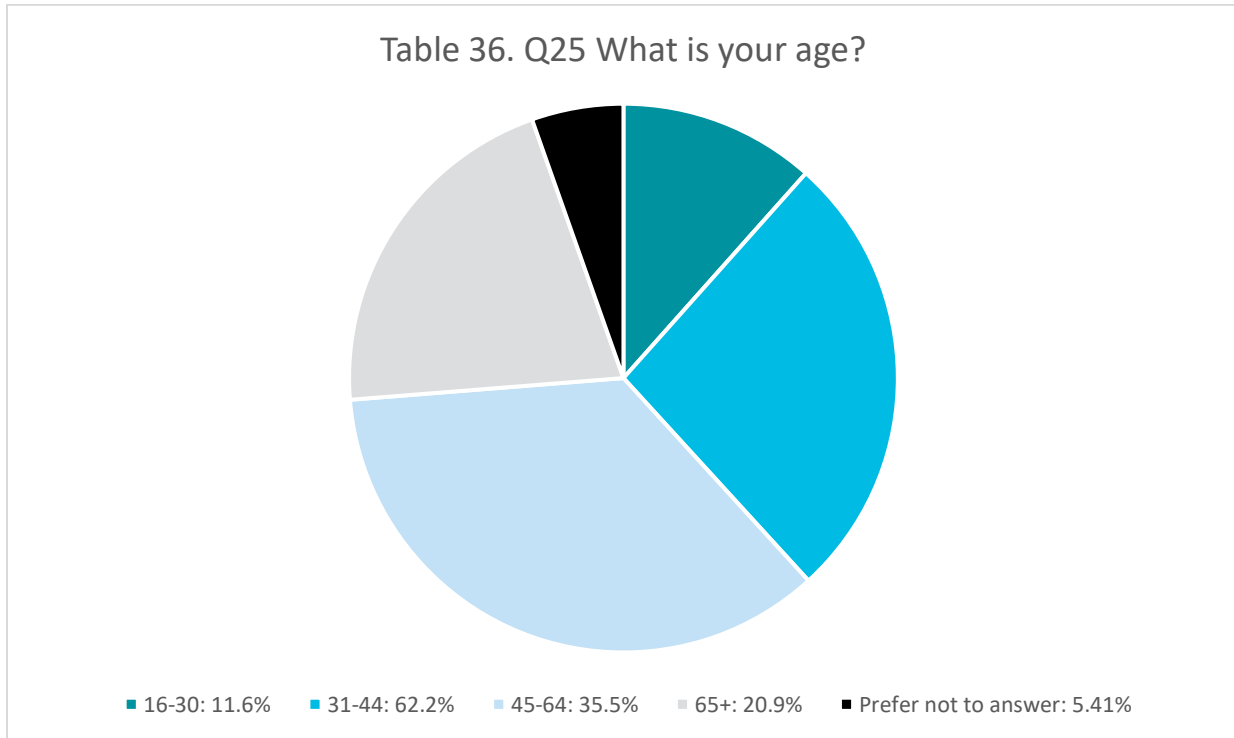
The respondent profile was overwhelmingly white with 59.9% identifying as non-White. Black/African-American made up about a quarter of the respondent profile at 25.5%. Hispanics represented 3.1%. This is not reflective of Cobb County's population or the CobbLinc ridership profile.

Table 35. What is your race or ethnicity?



### 4.7.3. AGE

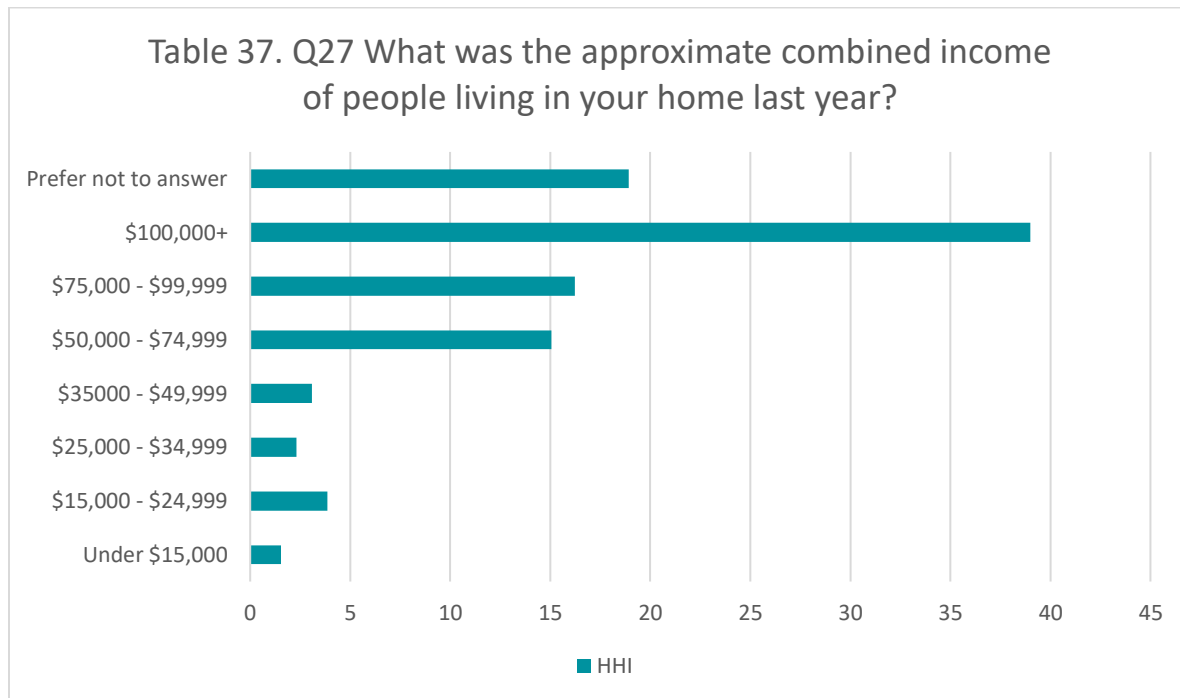
The age group of 45 – 64 represented the largest age group with 35.5% of the respondent profile. Most respondents (62.2%) were between the ages of 31 – 64. One in five respondents were 65 years of age and older (20.9%). 5.41% of online respondents did not want to respond to this question.





#### 4.7.4. HOUSEHOLD INCOME

Over half of the respondent profile had a household income of more than \$75,000 with the largest income group earning \$100,000 and above.



#### 4.7.5. ZIP CODES

(Q27 What is the zip code at your home address?)

We received 46 different zip code responses. Most popular zip codes were:

1. 30127 (Powder Springs) – 37
2. 30126 (Mableton) – 25
3. 30064 (Marietta) - 19
4. 30080 (Smyrna) – 14
5. 30062 (Marietta)– 14
6. 30144 (Kennesaw) – 14
7. 30101 (Acworth) - 13
8. 30339 (Vinings) – 12
9. 30066 (Marietta)– 12
10. 30168 (Austell) – 11

**Table 38.**

Zip Code	City	Number of Responses
30126	Mableton	25
30106	Austell	5
30102	Acworth	2
30168	Austell	11
30339	Vinings	12
30144	Kennesaw	14
30127	Powder Springs	37
30350	Atlanta	1
30067	Marietta	9
30075	Roswell	4
30101	Acworth	13
30312	Atlanta	2
30134	Douglasville	1
30007	Marietta	1
30363	Atlanta	1
30064	Marietta	19
30080	Smyrna	14
30062	Marietta	14
30008	Marietta	9
30072	Pine Lake	2
30068	Marietta	7
30066	Marietta	12
30328	Atlanta	1
30082	Smyrna	6
30152	Kennesaw	7
30106	Austell	1
30331	Atlanta	1
30517	Braselton	1
30032	Decatur	1
30315	Atlanta	1
30307	Atlanta	2
30083	Stone Mountain	1
30340	Atlanta	1
30344	Atlanta	1
30341	Atlanta	1
30316	Atlanta	1
30311	Atlanta	2
30309	Atlanta	2

30318	Atlanta	3
30060	Marietta	5
30228	Hampton	1
30308	Atlanta	3
30319	Atlanta	1
30303	Atlanta	1
30964	Mexico	1
30314	Atlanta	1
<b>Total</b>		<b>261</b>

Appendix D includes the data collected the online survey.

## Section 5. Conclusions

There were clear differences in ridership patterns, preferences for transit center improvements, and the respondent profiles for the onsite and online surveys.

### Transit Usage and Respondent Profiles

Although both online and onsite participants were likely to get to the bus stop by walking (34.0% and 62.5%, respectively), onsite participants were also likely to be dropped off by car (19.52%) whereas online were likely to drive alone and park (24.5%). The majority of onsite participants use Cobb Linc because they either do not drive or do not have a car (64.2%) while online participants use Cobb Linc to avoid traffic (37.7%). 84.6% of onsite participants use Cobb Linc for both work and personal business - this is their primary way to get around. Onsite respondents also use Cobb Linc frequently with 69.1% using it 4-5 days per week. Participants in the onsite survey are riding Cobb Linc out of necessity not convenience. This creates a difference in responses around improvements needed.

Respondent profiles for the onsite and online surveys varied significantly by racial make-up, household income and use of CobbLinc services. The onsite survey profile was majority Black, a frequent rider of CobbLinc with a most frequent household income range of \$25,000 - \$74,999. The online respondent profile was majority White, not a frequent rider of Cobb Linc, with a most frequent household income of \$75,000 and above.

### Perceptions of Current Transfer Centers

**Ease of Access.** Almost all onsite respondents were likely to use one or both of the current transfer centers (99.0%) compared to 73.6% of online respondents. The majority of onsite respondents (83.5%) felt that it was Very Easy or Easy to get to the current transfer centers. Only 2.6% felt that it was Not Easy to get to the current transfer centers. Online respondents did not feel as positive related to the ease of access of the transfer centers. Only 43.6% felt that it was Very Easy or Easy to get to the Cumberland location while 20.5% felt that it was Not Easy. On the other hand, 63.34% felt that it was Very Easy or Easy to get to the Marietta location while 20% felt that it was Not Easy.

**Attribute Ratings.** Both online and onsite survey respondents were asked to rate both the existing Marietta and Cumberland Transfer Centers using a 5-point Likert scale with categories: Very Good, Good, Fair, Poor or Very Poor.

**Cumberland Transfer Center.** There were stark differences in the way that the online and onsite respondents rated the Cumberland Transfer Center. Over 50% of onsite respondents rated all Cumberland attributes either Very Good or Good. The only attributes where at least 50% of online respondents rated Cumberland attributes either Very Good or Good were: on time performance; travel time; value of service for the price; and your ability to connect to another transit service. Onsite respondents had an overall more positive perception of the Cumberland transfer center than online respondents.

Attribute	Online	Onsite
Overall	43.3%	<b>74.5%</b>
On Time Performance	<b>54.1%</b>	<b>69.1%</b>
Travel Time	<b>55.6%</b>	68.1%
Cleanliness	47.2%	<b>70.9%</b>
Availability of signage/route information	37.8%	63.8%
Wait time at station/stop	37.2%	51.5%
Value of service for the price	<b>54.1%</b>	60.8%
Availability of shelter/covering	37.8%	58.9%
Safety and security (lighting, etc.)	37.8%	64.4%
Availability of seating/benches	29.7%	68.2%
Parking availability at Park & Ride lots	47.2%	62.8%
Your ability to connect with other transit services	<b>59.5%</b>	64.8%
Distance from my beginning or ending departure or destination points	43.2%	61.7%

*Table 38 Onsite Q11/Online Q13: How would you rate each of the following aspects of the Cumberland Transfer Center.*

**Marietta Transfer Center.** There were some differences in the way that the online and onsite respondents rated the Marietta Transfer Center; however, Marietta scored high marks across both respondent groups. Online respondents rated the Marietta Transfer Center higher than the Cumberland Transfer Center with over 50% of online respondents rating ten out of 13 Marietta attributes either Very Good or Good. At least 50% of onsite respondents rated 12 out of 13 Marietta attributes either Very Good or Good. The online participant group rated some attributes higher than the onsite participants (highlighted). Both participant groups have a generally more positive perception of the Marietta transfer center as compared to Cumberland.

Attribute	Online	Onsite
Overall	48.3%	<b>71.8%</b>
On Time Performance	64.3%	<b>67.1%</b>
Travel Time	69.0%	62.8%
Cleanliness	50.0%	<b>69.4%</b>
Availability of signage/route information	55.2%	59.0%
Wait time at station/stop	34.5%	51.0%
Value of service for the price	<b>72.4%</b>	62.9%
Availability of shelter/covering	68.9%	60.8%
Safety and security (lighting, etc.)	44.8%	60.3%
Availability of seating/benches	51.7%	61.8%
Parking availability at Park & Ride lots	<b>82.8%</b>	62.2%
Your ability to connect with other transit services	<b>72.4%</b>	59.6%
Distance from my beginning or ending departure or destination points	58.6%	59.7%

*Table 39. Onsite Q12/Online Q16: How would you rate each of the following aspects of the Cumberland Transfer Center.*

### Future Transfer Centers

Online and onsite respondents showed some differences in priorities for future transfer centers in Cobb County.

Online respondents are focused on: 1) Connectivity; 2) Convenience; 3) Safety; and 4) Service Efficiency. Top responses for online respondents were:

- Better connections to other transit systems (i.e., MARTA) – 56.4%
- More convenient transfer center location – 42.9%
- Improve safety around transfer centers – 40.2%
- Improve service efficiency and travel times – 38.4%

While onsite respondents are focused on: 1) Access; 2) Comfort; 3) Safety; and 4) Convenience. Top responses for onsite respondents were:

- Enhance easy access – 40.1%
- Improve passenger comfort (benches, etc.) – 40.0%
- Improve safety around transfer centers – 39.6%
- More convenient transfer center location – 39.4%

### **Future Transit Center Amenities**

Online survey respondents identified their top amenities desired for future transit centers, in order of preference, as:

- Real-time bus information - 91.4%
- Signage – 82.3%
- Sidewalk – 79.7%
- Covered boarding platform – 78.9%

Onsite participants identified their top amenities desired for future transit centers as:

- Seating – 90.4%
- Covered boarding platform – 89.5%
- Indoor waiting area – 88.6%
- Real-time bus information – 88.1%

Both online and onsite survey respondents did not deem amenities around bicycles/scooters (rentals, storage) as important.

### **Future South Cobb Transit Center**

For both online and onsite survey respondents, the majority did not believe that the proposed new transit center location in South Cobb near WellStar Hospital, would be useful to them. 505 onsite respondents (71.3%), in particular, felt that it would not be useful to them while 116 online respondents (43.6%) agreed. A high percentage of online survey respondents (22.6) were not sure and did not answer yes or no, indicating that additional information may be needed for people to understand the purpose and value of the new facility.

There was a difference between online and onsite survey participants around their primary purpose for their commute if they used the new transit center. Onsite respondents would use it primarily to get to work (41.4%) or for personal business (35.6%). Online respondents, on the other hand, would use the new transit center to get to work (35.8%) and for social/entertainment purposes (29.1%). This corresponds with the idea that onsite respondents are riding out of necessity (work, personal business) but online respondents are riding for convenience (work to avoid traffic, to get to social/entertainment venues).

Top destinations from the proposed new transit center also differed based upon survey instrument. Online participants are likely to use the new location to get to the H.E. Holmes MARTA rail station in the City of Atlanta, and Truist Park/The Battery in Cobb County's Cumberland Galleria Community

Improvement District. On the other hand, onsite participants are likely to use the new location to get to the other transfer center locations, either Marietta or Cumberland.

### **Overall Summary**

Onsite survey participants, current riders of CobbLinc, are focused on access to the service (including to real time bus information) and rider comfort (including safety). Their requests, related to CobbLinc services and the transfer centers, are concentrated on the tangible needs of riding transit out of necessity. They are concerned with getting to work on time with ease and being covered from the elements while they wait. It appears that riders are pleased with CobbLinc's current transfer centers although there is some room for improvement. Although only 1 out of 4 of onsite respondents indicated they would utilize a new South Cobb facility, there is an opportunity to highlight the ease of getting to the other transfer centers along with key work and personal business locations which are the primary purposes for current rides.

Recognizing that online participants as a whole currently use CobbLinc much less than the onsite participants, including many that do not at all, we can use their perceptions of CobbLinc to identify improvements that may encourage other non-riders to try CobbLinc services. Although slightly less than half of respondents indicated they would utilize a new South Cobb facility, there is an opportunity to highlight the ease of connecting to MARTA (like the H.E. Holmes station) along with entertainment areas like The Battery.



## Section 6. Appendices

## APPENDIX A — APPROVED ONSITE SURVEY

## APPENDIX B — APPROVED ONLINE SURVEY

## APPENDIX C — DATA (ONSITE)

## APPENDIX D — DATA (ONLINE)