

# Welcome!

Cobb County Department of Transportation (CCDOT) and CobbLinc have initiated a series of studies to develop planning-level programming needs for three transit centers. **The County is proposing to expand and relocate** the existing CobbLinc transfer facilities at **Cumberland and Marietta** and **develop a third facility** in the **South Cobb** area.

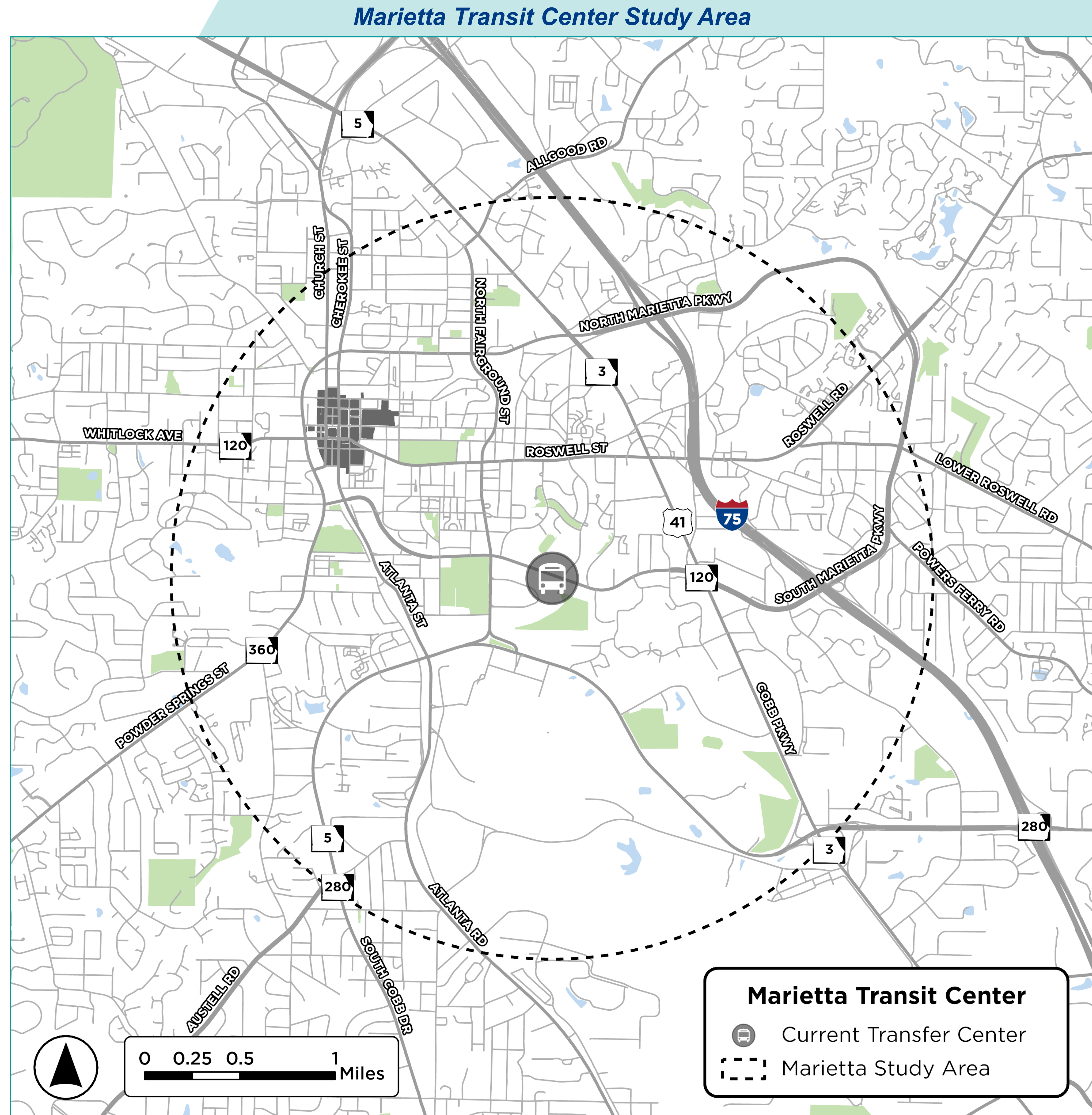
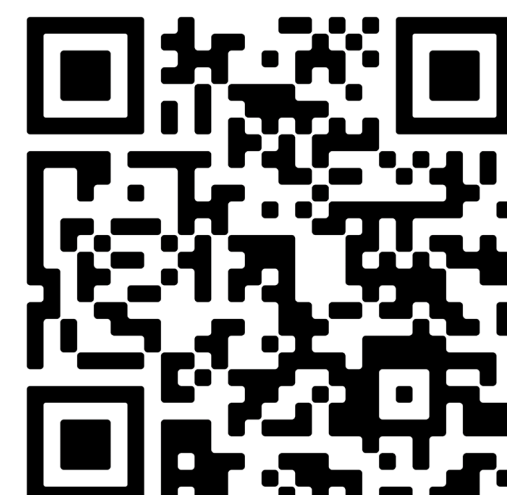
## Please share your feedback and collaborate with us!

This Open House workshop is being conducted to collect your thoughts, ideas, and vision for the Marietta Transit Center.

Please make your way around the room to learn about the Marietta Transit Center Site Selection Study and to provide your feedback on the project.



Stay Involved!



# Phase 2 Next Steps

## Engagement Opportunities

August 2023 - Online Survey

September 2023 – Public Workshop

## Site Selection Process

August 2023 - Pre-Screening

October 2023 - Screen 1

December 2023 – Screen 2

## Phase 2 Project Schedule

Marietta Transit Center Site Selection Study												
Project Schedule	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Project Outreach and Stakeholder Communication												
Site Selection Analysis												
Site Concept Design and Service Scenarios												
Environmental Review												
Implementation Strategy and Final Report												

Stay Involved!



# Phase 2 Site Selection Process

## Why a Screening Process?

Given the large study area, a screening process will allow us to filter down to the most desirable location for the transit center using a logical and objective approach.

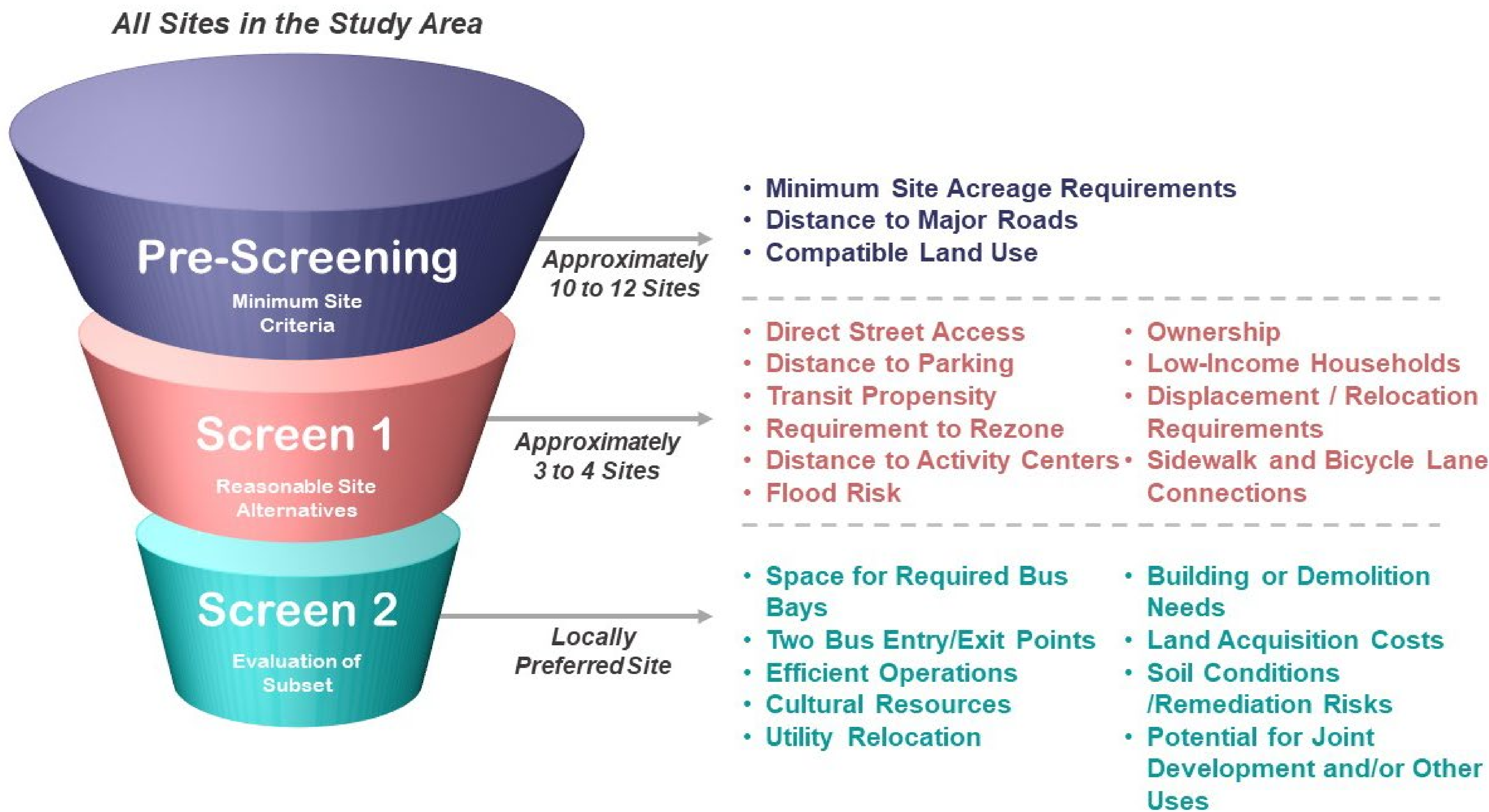
## What is the Purpose of the Evaluation Criteria?

The evaluation criteria represent the considerations and objective measures that are important for identifying the best location for the transit center.

## What are the Expected Outcomes from Each Step in the Screening Process?

As shown in the graphic, the screening process works like a filter where all sites are considered candidate locations in the first step, the Pre-Screening Step. Corresponding criteria are applied in each step to “filter” down to a smaller subset of candidate locations, with the last step, Screen 2, resulting in the top-ranking sites.

## Site Selection Criteria



## Study Background

### Three Planned Multimodal Transit Centers

- **Cumberland** – relocation and improvements.
- **Marietta** – relocation and improvements.
- **South Cobb** - new transit center

### Key Objectives

- Address operational issues.
- Allow expansion of new services and new higher capacity transit (CobbForward CTP).
- Enhance proximity to key transit corridors and regional transit connections.
- Improve rider experience
- Provide needed space/amenities for operators

## Phase 1 (Completed) Planning Study Outcomes

### Systemwide Analysis and Needs Assessment (Completed: May 2023)



Determine general location to maximize operations performance and ridership potential.



Determine facility needs for space, operational elements, multimodal connections, rider amenities.

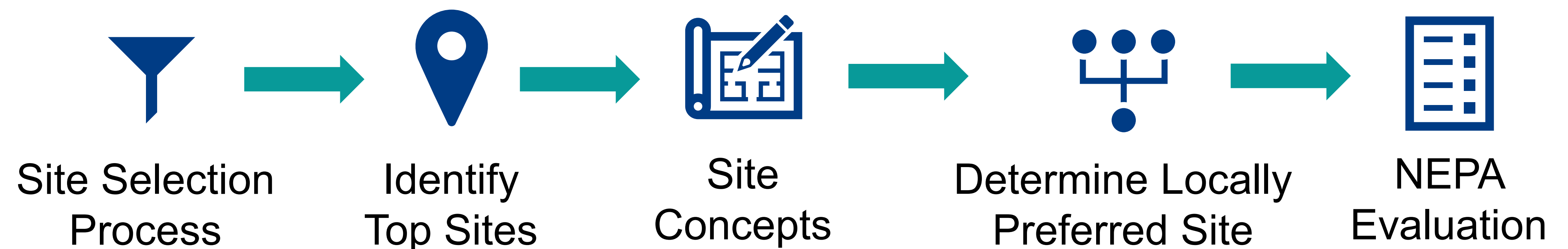


Provide consistent criteria and evaluation process for Phase 2 site selection studies.



Conduct outreach including on-board survey, coordination with CobbLinc staff/operators, regional and county-wide stakeholders.

## Phase 2 (Current) Planning Study Outcomes



## Why a New Transit Center?

- Current transfer center is at capacity; no room for service expansion.
- Expansion of adjacent maintenance facility is needed.
- Better proximity to Cobb Parkway to tie into high-capacity transit.
- Access to I-75 managed lanes may improve operations.

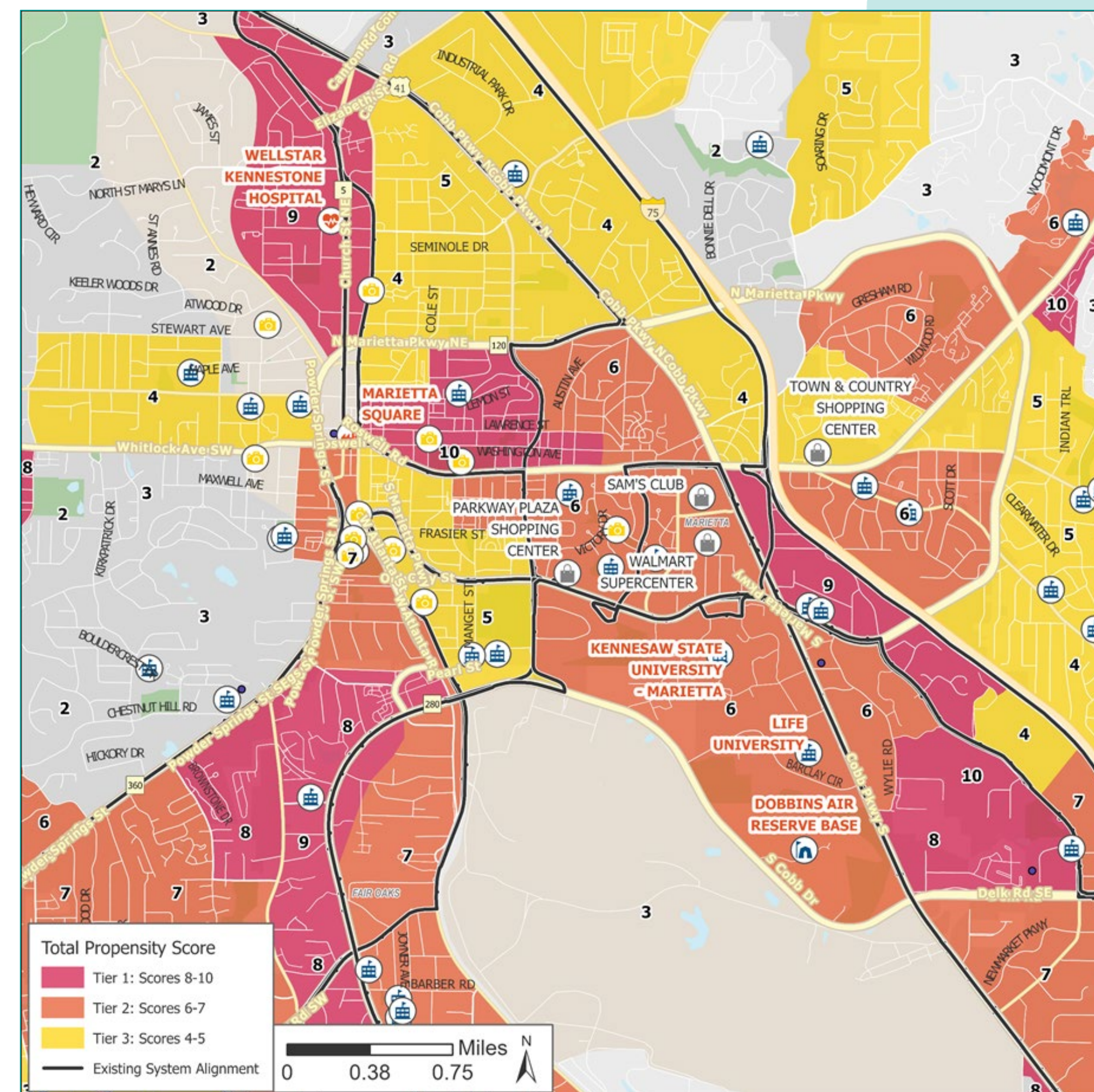
## What Could it Look Like?

### Central Urban District Hub

- Moderate to high density/activity
- Key employment, retail, institutional attractors nearby
- Transit Oriented Development/joint site opportunities may be explored



Example Central Urban District Hub



Transit Propensity Map  
(Transit Propensity measures potential transit use.)

Below is a conceptual diagram provided in the Phase 1 study to show the potential arrangement of elements and spacing for the facility. The proposed design for the Marietta Transit Center will be further developed in Phase 2 as specific sites are selected.

