



# COBB COUNTY Mobility SPLOST

Proposed Program of Projects



[www.CobbCounty.org/MSPLOST](http://www.CobbCounty.org/MSPLOST)

# Table of Contents

- OVERVIEW ..... 1
- 1. HIGH-CAPACITY TRANSIT ROUTES ..... 2
  - 1.1 Bus Rapid Transit (BRT) ..... 2
  - 1.2 Arterial Rapid Transit (ART)..... 5
- 2. LOCAL TRANSIT OPERATIONS ..... 7
  - 2.1 Local Bus Routes ..... 7
  - 2.2. Rapid Routes ..... 8
  - 2.3 Commuter Bus ..... 8
  - 2.4 Paratransit..... 9
  - 2.5 Circulator Shuttle ..... 9
- 3. MICROTRANSIT ZONES..... 9
  - 3.1 Microtransit On-Demand Zones ..... 9
  - 3.2 Transportation Voucher Program ..... 11
- 4. TRANSIT VEHICLES, FACILITIES, AND AMENITIES ..... 11
  - 4.1 Vehicles ..... 11
  - 4.2 Maintenance Facilities ..... 12
  - 4.3 Transit Centers ..... 12
  - 4.4 Local Bus Stop Upgrades ..... 13
- 5. TRANSIT TECHNOLOGY ..... 14
  - 5.1 System Improvements ..... 14
  - 5.2 Vanpool ..... 14
- 6. TRANSIT SUPPORTIVE ACCESSIBILITY IMPROVEMENTS..... 15
- 7. TRANSIT SUPPORTIVE OPERATIONAL IMPROVEMENTS ..... 15
- 8. OPERATING RESERVES AND SYSTEM STATE OF GOOD REPAIR ..... 16
- 9. ASPIRATIONAL TRANSIT PROJECTS ..... 16

## OVERVIEW

The Cobb County Mobility Special Purpose Local Option Sales Tax (MSPLOST) represents a transit investment that outlines a vision to increase connectivity and promote a thriving community for all.

This program will provide the following transportation improvements to Cobb County:

- Regional mobility through direct connections to three MARTA Stations (Dunwoody, Arts Center, and HE Holmes)
- Connectivity to Hartsfield-Jackson International Airport
- Countywide microtransit zones providing transportation for all including disabled, veteran, and elderly populations
- Transit connectivity to all seven cities and three Community Improvement Districts within Cobb County
- Transit connectivity to Kennesaw State University, Life University, Chattahoochee Technical College, and other higher education institutions
- Transit connectivity to key entertainment venues, business centers, and healthcare institutions
- Construction of bicycle and pedestrian facilities to provide comfortable connectivity and access to the expanded transit system

The Cobb County MSPLOST Program project list is separated into several categories. This document briefly describes the purpose of each capital improvement and operating service and the *anticipated* corresponding funding. The MSPLOST has been developed to address the transportation needs that affect the future of Cobb County. If approved by Cobb County voters in November 2024, MSPLOST tax collection for this program will begin on April 1, 2025, and end on March 31, 2055.

**Project MSPLOST Collection over 30 Years: \$10,866,938,000**

	Project Types	Estimated Costs*
1	High-Capacity Transit (BRT, ART)	\$5,979,000,000
2	Local, Rapid & Commuter Service	\$2,804,000,000
3	Transit Vehicles, Facilities, and Amenities	\$2,024,000,000
4	Transit Technology	\$237,000,000
5	Microtransit On-demand	\$1,956,000,000
6	Transit Supportive – Bike/Pedestrian Access Improvements	\$500,000,000
7	Transit Supportive Operational Improvements	\$500,000,000
8	Aspirational unfunded	To Be Determined

\* In addition to MSPLOST collection, projects are anticipated to be funded by revenues from hotel motel tax, farebox, state/federal grants and local revenue bonds.

# 1. HIGH-CAPACITY TRANSIT ROUTES

Total Estimated Project Costs: \$5,979,000,000

High-capacity transit service will include Arterial Rapid Transit (ART) and Bus Rapid Transit (BRT) routes. This service uses vehicles designed to carry more people at once, run more frequently, make fewer stops, and travel at higher speeds, thus providing improved traffic conditions, efficiencies, and reliability. Vehicles may travel in mixed traffic or in dedicated roadway lanes where feasible along the route. Anticipated costs include the operation and maintenance of the services.

## 1.1 Bus Rapid Transit (BRT)

Districts	Project	Estimated Project Cost
2, 3, 4	Bus Rapid Transit	\$5,018,034,000

Project Description

Funding will be used to implement high-priority BRT routes for bus service to operate in primarily dedicated lanes and serve high-quality stations approximately every half mile. Service is proposed to operate at a frequency of every 15 to 20 minutes. BRT will include new dedicated travel lanes on roadways, bus stations with amenities, transit signal priority at signalized intersections, real-time passenger information technology, and new vehicles.

Project Justification

Seven high-priority BRT routes have been identified based on the Comprehensive Transportation Plan’s regional travel demand models, demographic analyses, and public input. These routes connect to major activity centers in Cobb and Fulton counties that have high travel demand and require high-quality transit with fast travel speeds and frequent service. BRT routes will provide more reliable, convenient, and faster bus service within these high-activity travel corridors. Below is a list of the routes identified to date, and this list may be updated in the future based on changing travel demand, demographic analyses, and public input.

Location
BRT Route 1 - From Marietta Transit Center to Cumberland
BRT Route 2 – From Kennesaw State University /Town Center to Marietta Transit Center
BRT Route 3 – From Cumberland to MARTA Arts Center Station
BRT Route 4 – From South Cobb to Marietta Transit Center
BRT Route 5 – From Cumberland Parkway to MARTA Dunwoody Station
BRT Route 6 – From Cumberland Parkway to MARTA H.E. Holmes Station
BRT Route 7 – From South Cobb to MARTA H.E. Holmes Station



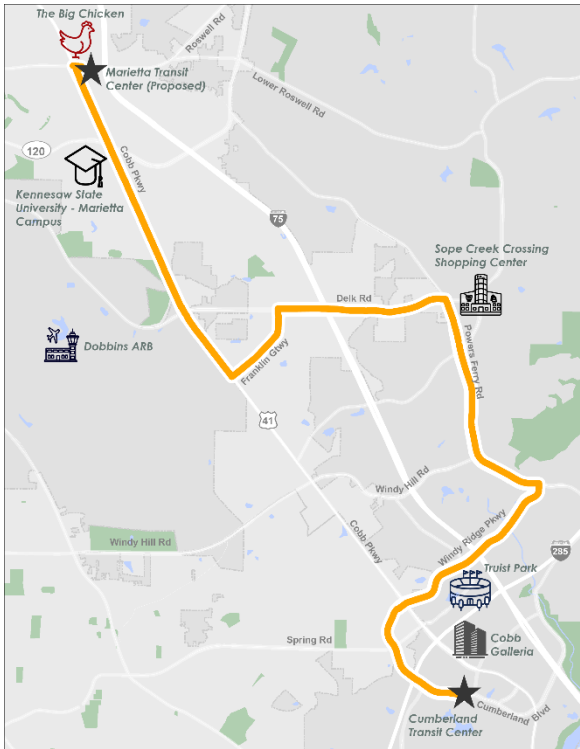


Figure 1. BRT Route 1

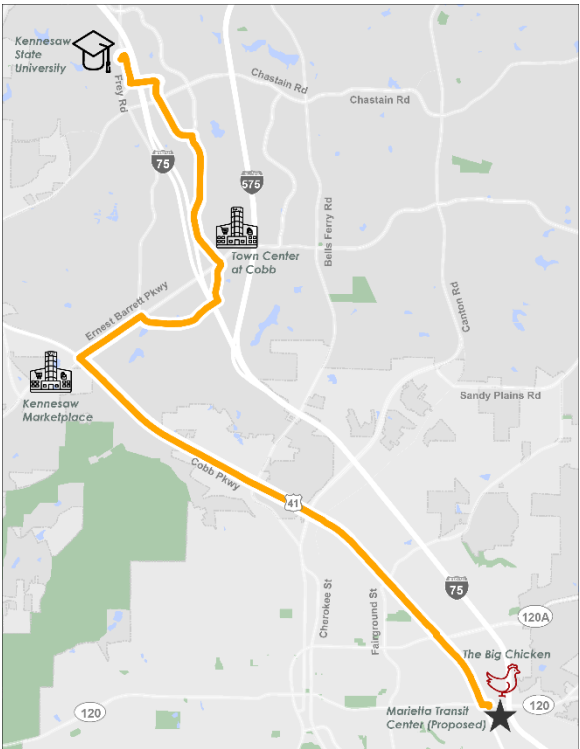


Figure 2. BRT Route 2

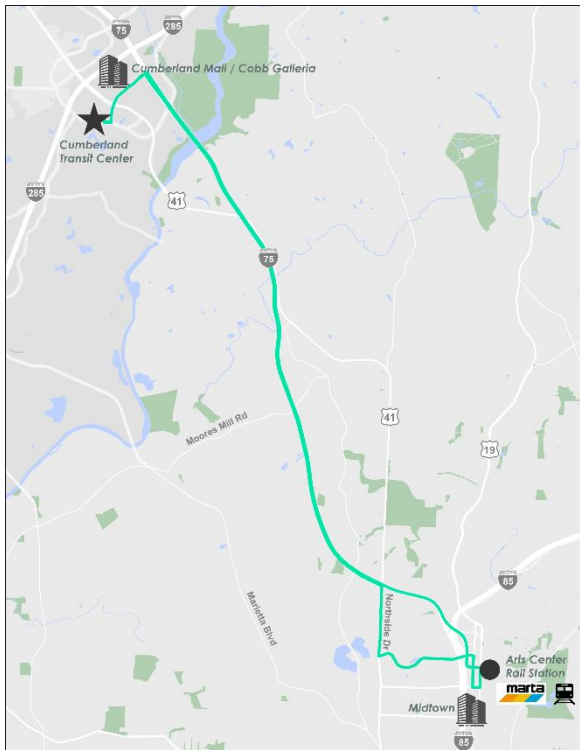


Figure 3. BRT Route 3

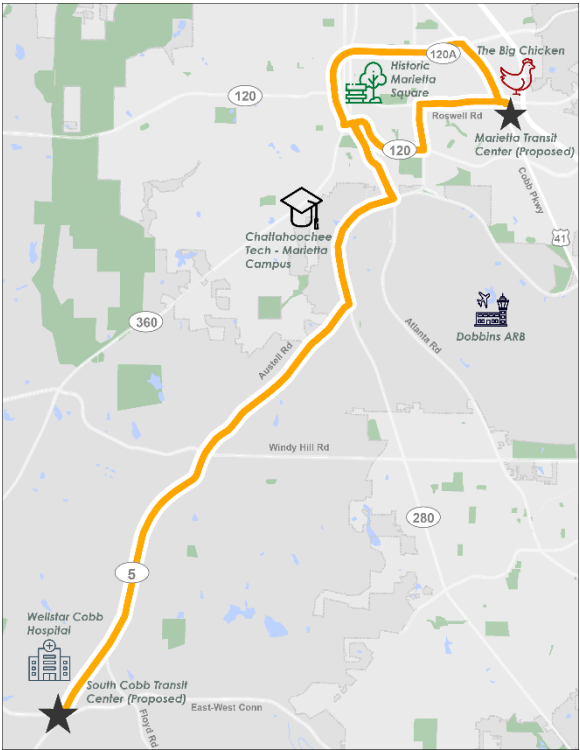


Figure 4. BRT Route 4

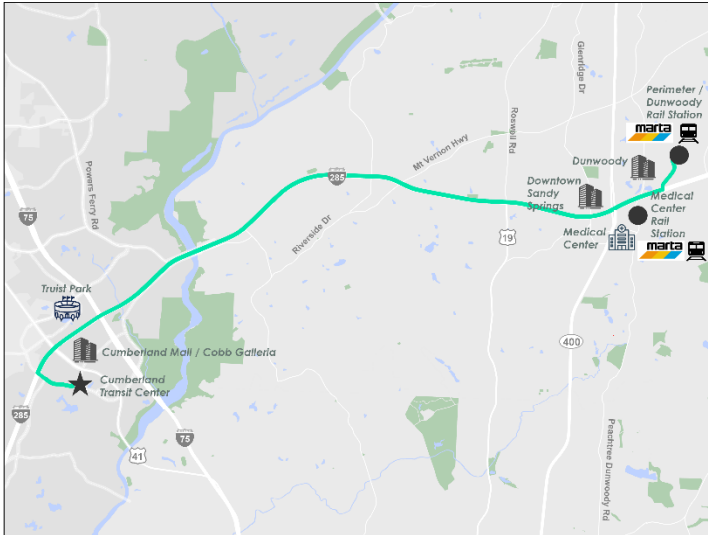


Figure 5. BRT Route 5

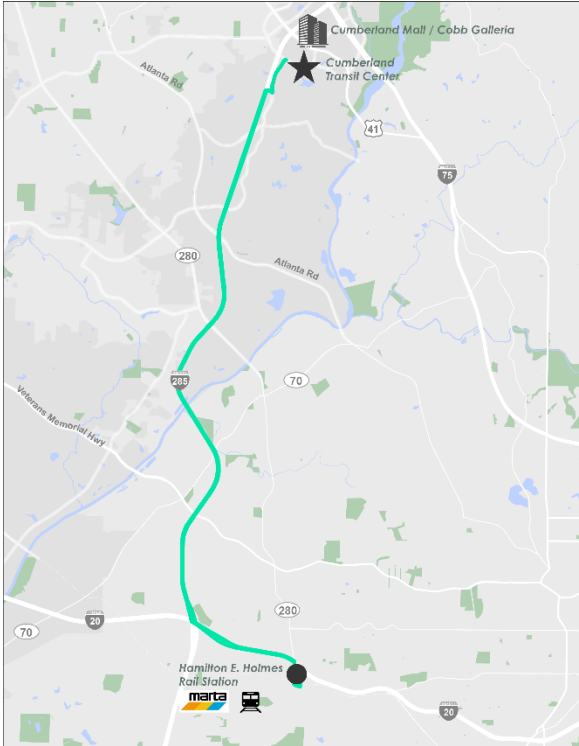


Figure 6. BRT Route 6

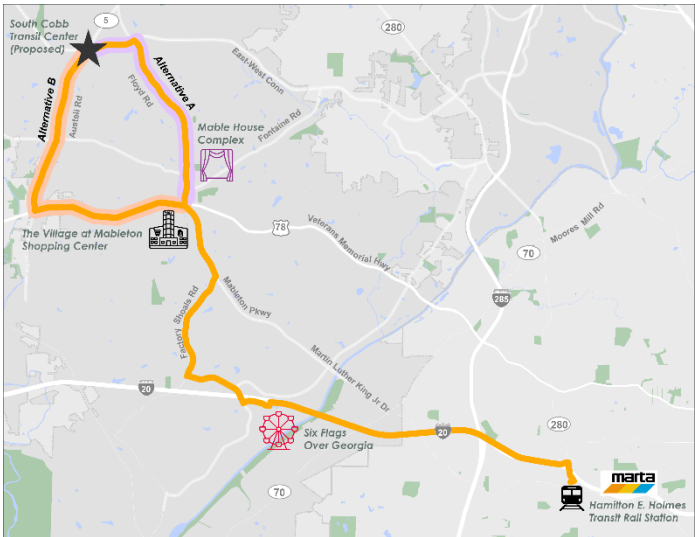


Figure 7. BRT Route

## 1.2 Arterial Rapid Transit (ART)

Districts	Project	Estimated Project Cost
2, 3, 4	Arterial Rapid Transit	\$895,253,000

### Project Description

Funding will be used to implement high-priority ART routes for bus service to operate in some dedicated lanes and serve high-quality stations approximately every quarter to half mile. Service is proposed to operate at a frequency of every 15 to 20 minutes. ART will include new dedicated travel lanes on select roadways, bus stations with amenities, transit signal priority at signalized intersections, real-time passenger information technology, and new vehicles.

### Project Justification

Three high-priority ART routes have been identified based on the Comprehensive Transportation Plan’s regional travel demand models, demographic analyses, and public input. These routes connect to major activity centers in Cobb and Fulton counties that have high travel demand and require high-quality transit with fast travel speeds and frequent service. ART routes will provide more reliable, convenient, and faster bus service within these high-activity travel corridors. Below is a list of the routes identified to date, and this list may be updated in the future based on changing travel demand, demographic analyses, and public input.

Location
ART Route 1 – From Marietta Transit Center to Johnson Ferry Road/Roswell Road
ART Route 2 – From Marietta Transit Center to Moores Mill Road/Marietta Boulevard
ART Route 3 – From South Cobb to Cumberland

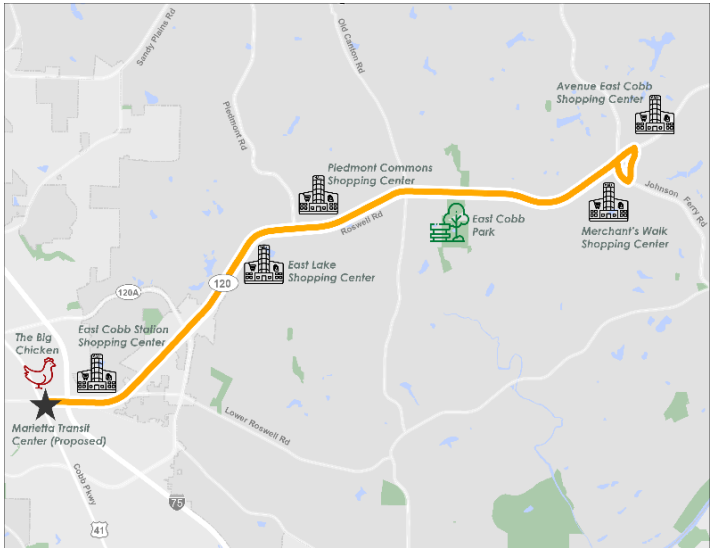


Figure 8. ART Route 1

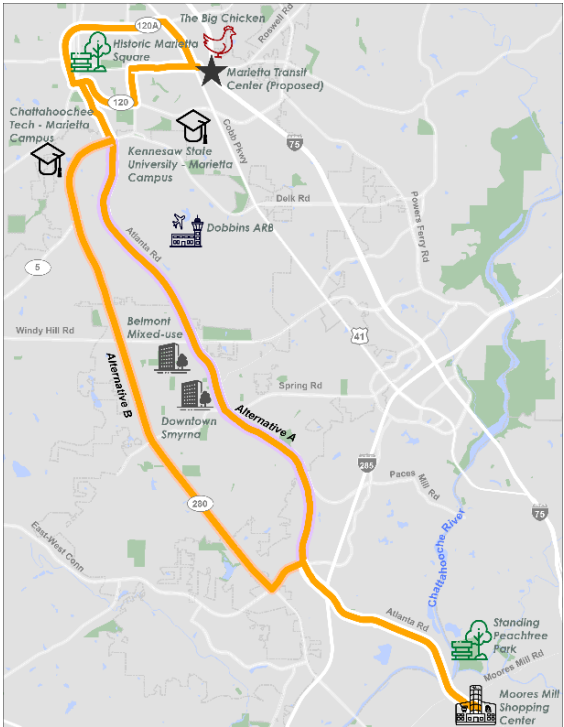


Figure 9. ART Route 2

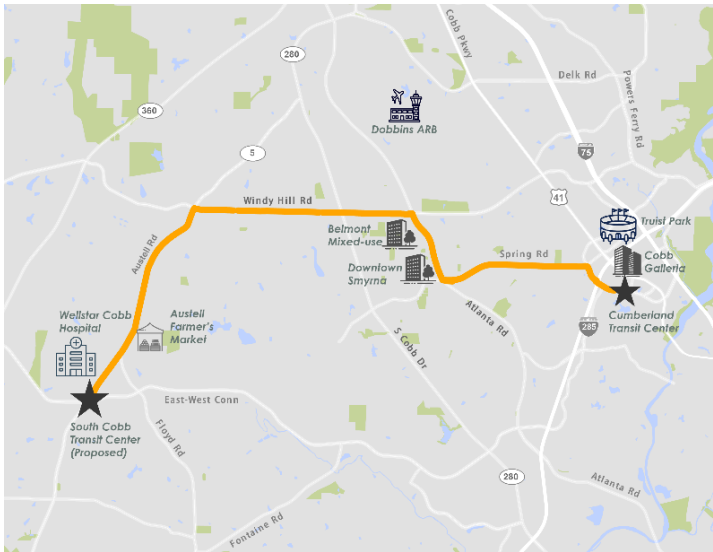


Figure 10. ART Route 3



## 2. LOCAL TRANSIT OPERATIONS

Total Estimated Project Costs: \$2,804,000,000

This program component is intended to cover both local fixed route transit service operations and general transit operations of the providing the day-to-day service. General transit operations include, but not limited to, the safety, security, preventive maintenance, fare collections, service planning, travel training for ridership, data collection and compliance.

### 2.1 Local Bus Routes

Districts	Project	Estimated Project Cost
ALL	Local Bus Routes	\$1,962,539,000

Project Description

Funding will be used to operate and maintain local bus service operating in mixed flow lanes and serving stops approximately every quarter mile. Service is proposed to operate at a frequency of every 30 minutes.

Project Justification

Twelve routes for local bus service have been identified based on existing system data, travel demand, demographic analyses, and public input. Local service is needed to enhance mobility for users who are unable to drive as well as provide an alternative to driving. Local service will provide access between neighborhoods and activity centers as well as provide connections to high-capacity transit routes. Below is a list of the routes identified to date, and this list may be updated in the future based on changing data, analyses, and public input.

Location
From Marietta Transit Center to MARTA Arts Center Station
From Marietta Transit Center to Cumberland
From Marietta Transit Center to Cumberland Parkway
From South Cobb to MARTA H.E. Holmes Station
From Powder Springs to MARTA H.E. Holmes Station
From South Cobb to Lithia Springs
From Powder Springs to MARTA H.E. Holmes Station along Veterans Memorial Highway
From Kennesaw State University/Town Center to Marietta Transit Center
From Acworth to Town Center Park and Ride
From Acworth to Marietta Transit Center
From Kennesaw State University/Town Center to Woodstock
From Johnson Ferry Road/Roswell Road to South Atlanta Street (City of Roswell)

2.2. Rapid Routes

Districts	Project	Estimated Project Cost
2, 3, 4	Rapid Bus Transit Operations	\$446,456,000

Project Description

Funding will be used to implement, operate, and maintain rapid bus service routes in mixed-traffic lanes that serve stops at key destinations. Service is proposed to operate at a frequency of every 15 to 30 minutes.

Project Justification

Three high-priority rapid routes have been identified based on the Comprehensive Transportation Plan’s regional travel demand models, demographic analyses, and public input. These routes connect to major activity centers in Cobb and Fulton counties that have moderate travel demand and require transit with faster travel times than local bus service. Rapid routes will provide faster bus service within these high-activity travel corridors. Below is a list of the routes identified to date, and this list may be updated in the future based on changing travel demand, demographic analyses, and public input.

Location
From Kennesaw to MARTA Arts Center Station
From South Cobb to Cumberland
From Johnson Ferry Road/Roswell Road to MARTA Dunwoody Station

2.3 Commuter Bus

Districts	Project	Estimated Project Cost
1,3	Commuter Bus	\$349,537,000

Project Description

Funding will be used to implement, operate, and maintain commuter bus service on freeways and serve major employment areas in Atlanta. Service is proposed to operate at a frequency of every 15 to 30 minutes within morning and evening commute periods.

Project Justification

Three Commuter bus routes have been identified based on existing system data, travel demand, demographic analyses, and public input. Commuter service is needed to provide an alternative to driving long distances on Interstate 75. Commuter service will provide coach-style buses between park-and-ride lots and employment in Downtown and Midtown Atlanta. The service aims to provide reliable commute times and reduce congestion on freeways. Below is a list of the routes identified to date, and this list may be updated in the future based on changing data, analyses, and public input.

Location
From Busbee Park and Ride to MARTA Five Points Station
From Marietta Transit Center to MARTA Five Points Station
From Acworth Park and Ride to MARTA Arts Center Station

## 2.4 Paratransit

Districts	Project	Estimated Project Cost
ALL	Paratransit	\$418,027,000

### Project Description

Funding will be used to provide curb-to-curb transit service for individuals with mobility challenges within three-quarters of a mile of fixed-route bus service. Service is proposed to operate on demand. The component is comprised of the operating and maintenance of the service.

### Project Justification

The Federal Transit Administration requires paratransit service to complement fixed-route bus service. Paratransit will provide a public transit option for users who are unable to access fixed-route bus service.

## 2.5 Circulator Shuttle

Districts	Project	Estimated Project Cost
2,3	Circulator Shuttle	\$20,000,000

Circulator shuttles are local fixed routes that are focused on ridership stops within major activity centers, like Cumberland or Town Center, and connecting major destinations, like Kennesaw State University campuses. Circulator shuttles can utilize a variety of vehicle types and innovative approaches to multimodal transit service and passenger mobility, like the Cumberland Sweep.

# 3. MICROTRANSIT ZONES

Districts	Project	Estimated Project Cost
ALL	Microtransit On-Demand Service	\$1,956,000,000

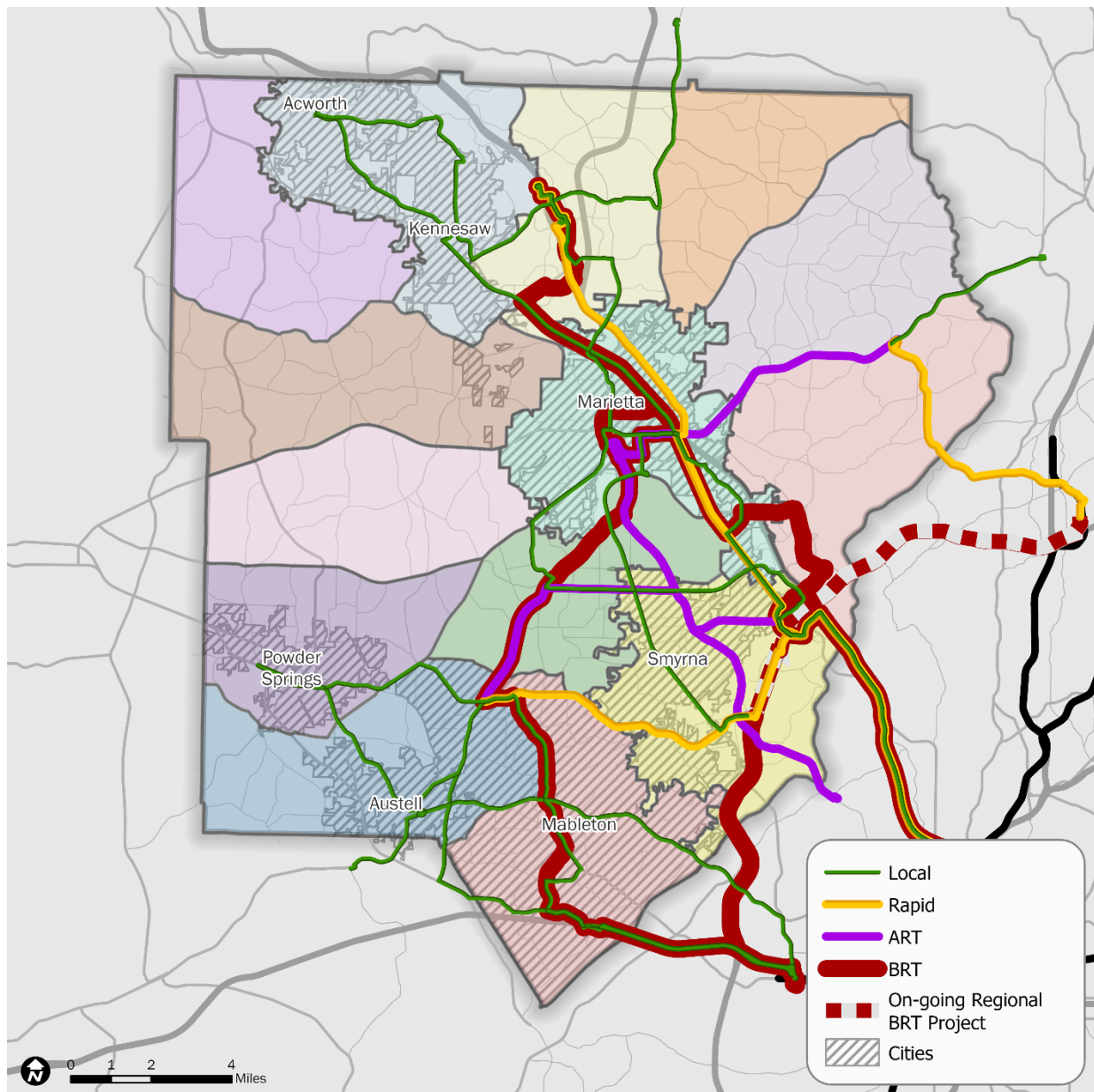
## 3.1 Microtransit On-Demand Zones

### Project Description

Funding will be used to provide curb to curb transit service within defined geographic areas. Service is proposed to operate on demand and will connect users to the closest transit stop. Microtransit may include real-time passenger information technology.

### Project Justification

Microtransit service is needed to enhance mobility for users who are unable to drive as well as provide an alternative to driving. Microtransit service will provide public transit access throughout the entire County and provide connections to fixed-route service.



### 3.2 Transportation Voucher Program

Districts	Project	Estimated Project Cost
ALL	Transportation Voucher Program	\$12,943,000

**Project Description**

The Transportation Voucher Program assists eligible passengers by extending their mobility options beyond the Paratransit service which is a ¼ mile distance from local fixed route and to a county-wide service. Funding will be used to provide subsidies for taxi and rideshare/transportation networking company service for users to reach the closest transit stop. Eligible passengers are seniors over 65+, veterans, and disabled passengers needing additional assistance. The program coordinates, in partnership with Cobb County Senior Services, to provide for more options to assist senior mobility.

**Project Justification**

Taxi and rideshare/transportation networking companies enhance mobility for users who are unable to drive as well as provide an alternative to driving. These companies will provide service throughout the entire County and provide connections to fixed-route service.

## 4. TRANSIT VEHICLES, FACILITIES, AND AMENITIES

Total Estimated Project Costs: \$2,024,000,000

### 4.1 Vehicles

Districts	Project	Estimated Project Cost
ALL	Vehicles	\$1,280,229,000

**Project Description**

Funding will be used to purchase new vehicles to operate expanded transit service on proposed High-Capacity Transit routes, Transit Operations routes, paratransit areas, and microtransit areas.

**Project Justification**

The Comprehensive Transportation Plan identified new transit services to serve high-priority corridors as well as expand service to the entire County. The existing fleet does not have enough transit vehicles to operate the expanded transit service and additional vehicles are needed for adequate operations.



4.2 Maintenance Facilities

District	Project	Estimated Project Cost
3	Maintenance Facilities	\$103,670,000

Project Description

Funding will be used to upgrade and expand the existing CobbLinc maintenance facility and to construct a new maintenance facility for routine vehicle maintenance that will accommodate overnight fleet parking.

Project Justification

The Comprehensive Transportation Plan identified new transit services to serve high-priority corridors as well as expand service to the entire County. The existing transit maintenance facility does not have sufficient capacity to service and maintain the additional transit vehicle fleet necessary to provide expanded transit service.

District	Location
3	Expansion of the existing CobbLinc transit maintenance facility
TBD	New CobbLinc maintenance facility

4.3 Transit Centers

Districts	Project	Estimated Project Cost
2, 3, 4	Transit Centers	\$239,518,000

Project Description

Funding will be used to construct six new transit centers to serve as central locations for users to transfer between CobbLinc routes as well as access adjacent high-activity centers. The existing Cumberland and Marietta Transit Centers are expected to be relocated within reasonable proximity of their current locations. The South Cobb Transit Center is central to the southern area of the County. Three smaller transit hubs are anticipated at Town Center/ Busbee Park-and-Ride location, Six Flags/Riverside Parkway area, and Roswell Road/SR 120 near Johnson Ferry Road area.

Project Justification

The Comprehensive Transportation Plan identified new fixed-route transit service to serve high-priority corridors as well as expand service to the entire County. The additional fixed routes converge near six key locations and transit centers at these locations will provide a sheltered facility for users to transfer between CobbLinc routes conveniently and safely.

District	Location
3	Marietta Transit Center near current location and KSU Marietta Campus
2	Cumberland Transit Center near current location and Cumberland activity center
4	South Cobb Transit Center near the intersection of East West Connector and Austell Road
3	North Cobb Transit Center near Busbee park-and-ride lot
2	East Cobb Transit Center near intersection of Johnson Ferry Road and Roswell Road
4	Riverside South Cobb Transit Center near the intersection of Riverside Parkway and Interstate 20

## 4.4 Local Bus Stop Upgrades

District	Project	Estimated Project Cost
ALL	Local Bus Stop Upgrades	\$297,951,000

### Project Description

Funding will be used to provide upgraded amenities at various bus stops. These may include benches, lighting, shelters, and other improvements necessary to comply with the Americans with Disabilities Act.

### Project Justification

The Comprehensive Transportation Plan identified new transit services to serve high-priority corridors as well as expand service to the entire County. The expanded service will require new bus stops as well as upgrades to existing bus stops throughout the County. These upgrades will provide amenities for transit users to safely access bus routes.

## 5. TRANSIT TECHNOLOGY

Total Estimated Project Costs: \$237,000,000

### 5.1 System Improvements

Districts	Project	Estimated Project Cost
ALL	System Improvements	\$211,210,000

Project Description

Technology for system operations spans a wide variety of needs at the bus stop level and facilities to the service operations. Features are both considering the maximizing system performance as well as the rider experience. Projects within this component could include emergency call buttons, maintenance requests, telecommunications systems for rider needs or preferences, such as USB recharging outlets, WiFi. Funding will be used to provide technologies that may include real-time passenger information, transit signal priority, digital signage, and hands-free fare collection.

Project Justification

Transit system technology improvements aim to enhance the convenience and reliability of the transit system. Technology to provide real-time vehicle arrivals and departures will assist users to plan trips, minimize wait times, and understand route delays or diversions. Additional technology to reduce transit travel times between stops will improve the efficiency of transit bus operations.

### 5.2 Vanpool

Districts	Project	Estimated Project Cost
ALL	Vanpool	\$12,943,000

Project Description

Funding will be used to provide subsidies for commuter programs for people with similar work and home destinations.

Project Justification

Vanpools are an effective way of reducing traffic congestion on freeways and major arterials. Vehicle trips may be reduced by creating groups of commuters carpooling between similar work and home destinations.

## 6. TRANSIT SUPPORTIVE ACCESSIBILITY IMPROVEMENTS

Districts	Project	Estimated Project Cost
ALL	Transit Supportive Accessibility Improvements	\$500,000,000

Project Description

Funding will be used to provide multi-use trails intersecting or aligned with transit service, and new bicycle facilities and sidewalks within a quarter mile of a transit route, and system-wide programs, like bikeshares. Eligible projects will be prioritized within program implementation.

Project Justification

Improving rider accessibility supports the overall transit system by attracting ridership from surrounding communities, employment opportunities, higher education, and entertainment centers. Multi-use trails, bicycle facilities, and sidewalks provide convenient access and an alternative to driving and parking at a facility. These facilities will provide safe mobility options to connect transit stops and stations to neighborhoods and activity centers. In addition, Cobb DOT will seek to leverage MSPLOST dollars whenever possible as matching funds for federal, state, and regional grants.

## 7. TRANSIT SUPPORTIVE OPERATIONAL IMPROVEMENTS

Districts	Project	Estimated Project Cost
ALL	Transit Supportive Accessibility Improvements	\$500,000,000

Project Description

Funding will be used to complete transit supportive operational improvements at intersections and corridors operating fixed-route transit to enhance the safety and reliable performance of transit system operations. Eligible projects will be prioritized within program implementation and part of the overall corridor analysis along with transit service implementation.

Project Justification

The Comprehensive Transportation Plan identified locations in need of operational improvements. Specific improvement types will be determined based on site-specific conditions and include, but are not limited to, signalization, roadway realignment, raised median construction, addition of turn lanes, roadway widening, intersection grade separation, and striping modifications. In addition, Cobb DOT will seek to leverage MSPLOST dollars whenever possible as matching funds for federal, state, and local grants.

## 8. OPERATING RESERVES AND SYSTEM STATE OF GOOD REPAIR

Districts	Project	Estimated Project Cost
ALL	Operating Reserves and System State of Good Repair	\$489,000,000

Project Description

Funding will be set aside as a reserve for approximately three months of transit operating expenses and basic system maintenance above and beyond regular budgeted operations.

Project Justification

Additional reserves, or contingency, are a good practice for the unanticipated operating and maintenance of providing service when cost overruns or extraordinary situations arise.

## 9. ASPIRATIONAL TRANSIT PROJECTS

**Total Estimated Project Costs: To Be Determined with Further Study**

Project Description

These projects are identified as aspirational through public inputs that warrant further consideration with other regional and state partners. The projects are not included in the 30-year financially constrained plan and will require other partners to implement. Funding is not programmed and can only be considered if additional revenues above financial projections are available.

Project Justification

Other organizations are considering transit investments for state and regional systems beyond Cobb County’s ability to lead, fund and deliver projects without significant partnerships with the Federal, State, Regional levels. Any consideration of the following projects will involve agreements approved by the Cobb County Board of Commissioners, other funding and project delivery partners, feasibility and environmental analysis, and additional public engagement.

Project Type	Description
Heavy Rail	Heavy Rail Transit from Cumberland to MARTA Arts Center Station
Heavy Rail	Heavy Rail Transit from Cumberland to MARTA Bankhead Station
Heavy Rail	Heavy Rail Transit from Six Flags to H.E. Holmes MARTA Station
Commuter Rail	Commuter Rail Transit running along the W&A railroad alignment from Cumberland to Acworth



Commuter Shuttle Bus	Shuttle service from Cumberland to Hartsfield Jackson International Airport focused on serving airport workers and passengers
High-Capacity Transit Service Upgrades	Upgrading high-capacity service from ART to BRT or from BRT to LRT on key lines within the County.
Arterial Rapid Transit Service Upgrade	Upgrading Rapid bus service to ART on key lines within Cobb County or as part of a regional multi-jurisdictional transit service.