

MOBILITY SPLOST COBB DEPARTMENT OF TRANSPORTATION ALL CITY MEETING

April 8, 2024

Lisa Cupid, JD, MPA
Chairwoman
Cobb County

Drew Raessler, P.E.
Director
Cobb DOT

Morgan L. Simmons, AICP
Deputy Director
Cobb DOT



WELCOME



Presentation Agenda

- Introductions
- Purpose for Meeting
- City Handouts
- Existing System
- Demand for Transit
- Proposed Transit System
- Transit Project Phasing
- What the Cities Can Expect
- Questions/Discussion
- Next Steps



Purpose for Meeting

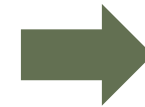
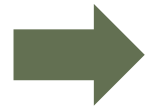
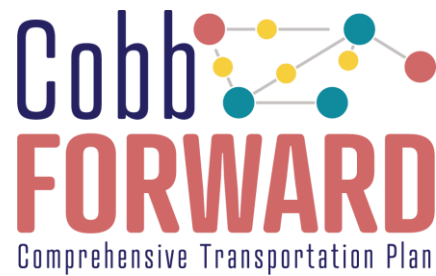
Legal requirement as defined in House Bill 930:

- Written notice to Mayor or chief elected official in each qualified municipality
- Establishment of a meeting including the County and each municipality to discuss possible transit projects for inclusion in the referendum
- Meeting to be held at least 60 days prior to any issuance of call for referendum (municipalities to be notified 10+ days prior to meeting)



Purpose for Meeting

Overall process and project selection guided by the Atlanta Regional Transit Plan (ARTP), which originated from the CobbForward Transportation and Transit Plan

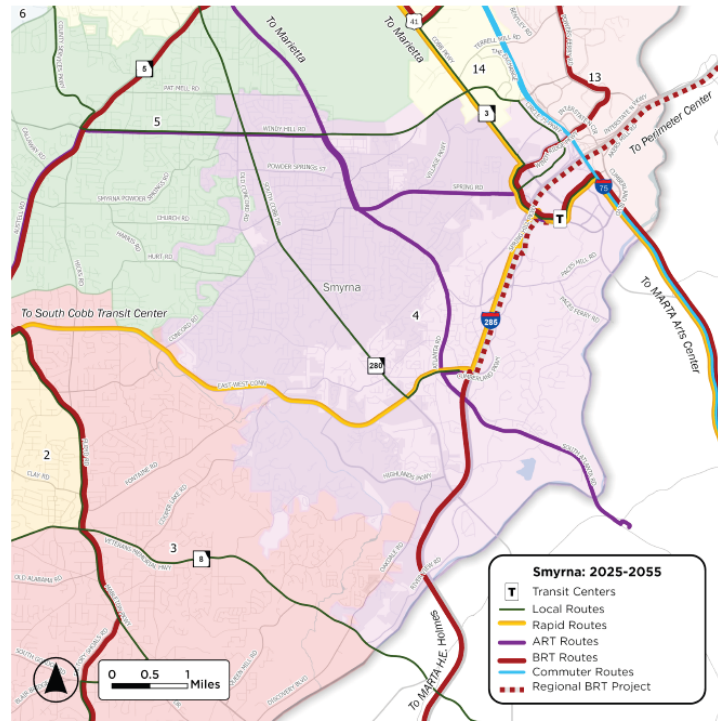


City Handout Overview

FULL TRANSIT BUILD OUT (SMYRNA)



Full Transit Build Out



Individual Microtransit Zones Visualized on Map by Number and Shading

TRANSIT PROJECTS

First Five Years (2025-2030)

- Local Route 25
- Local Route 55
- City Microtransit Coverage

Next Five Years (2025-2035)

- Bus Rapid Transit
- Cumberland to Arts Center (near Smyrna)
- Marietta to Cumberland
- Top End I-285 and I-285 Extension (near Smyrna)

Full Build Out (2025-2055)

- Arterial Rapid Transit
 - SR 120 (Marietta to Moores Mill)
 - South Cobb to Cumberland
- Rapid Route 202

Service Spans

Bus Rapid Transit (BRT)
Weekdays 5am – 12am | 15-20 Min.
Weekends 6am – 11pm | 20 Min.

Arterial Rapid Transit (ART)
Weekdays 5am – 12am | 15-20 Min.
Weekends 6am – 11pm | 20 Min.

Rapid Routes
Weekdays 5am – 12am | 15 – 30 Min.
Weekends 6am – 11pm | 30 Min.

Local Routes
Weekdays 5am – 12am | 30 Min.
Weekends 6am – 11pm | 30 Min.

Microtransit
7 Days/Week | 30 Min Max Wait

One Seat Rides

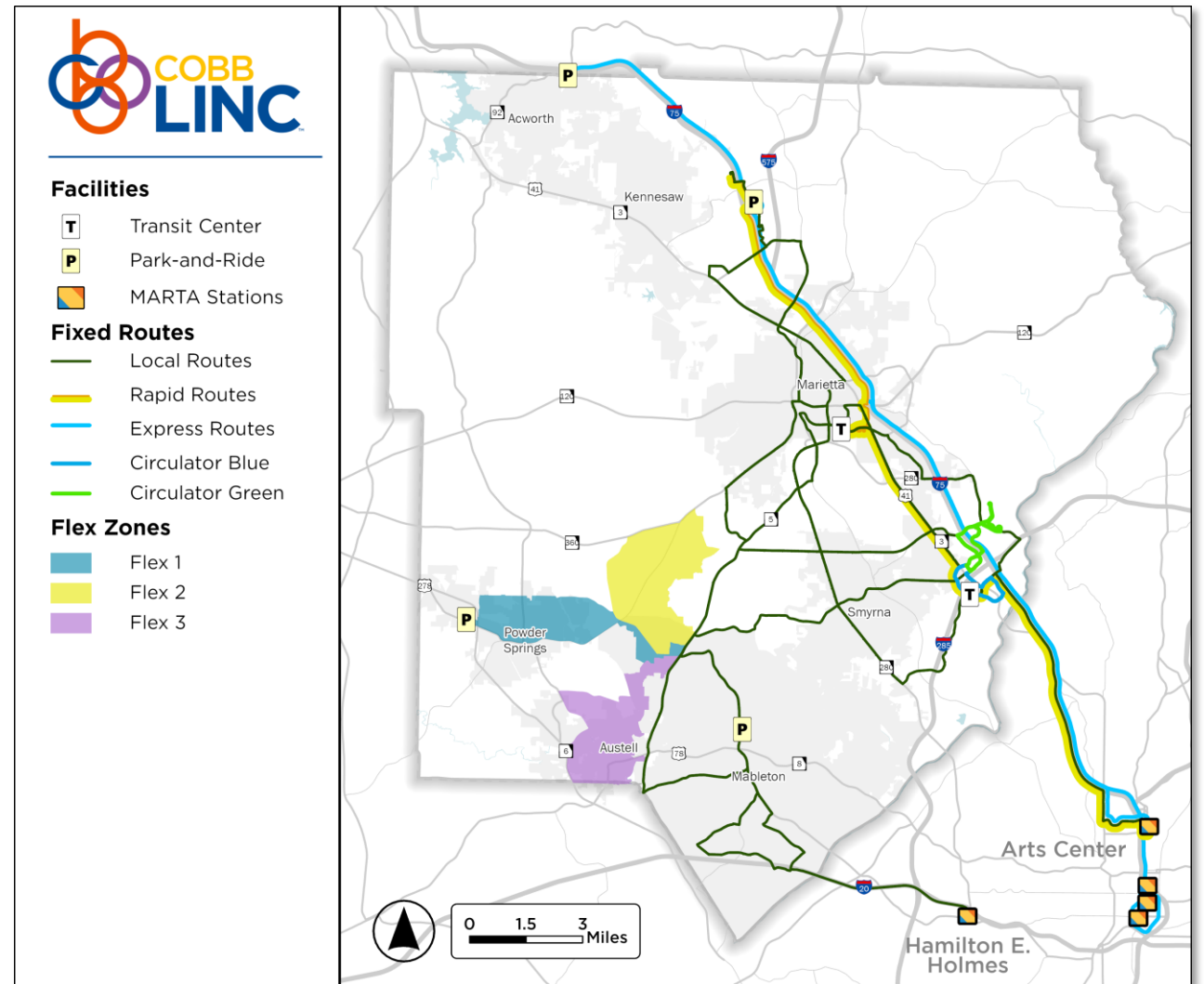
Without transferring, are some places you can go with Mobility SPLOST Transit Enhancements

- Any Destination in Smyrna City Limits (Microtransit)
- The Battery (Microtransit and Fixed Route)
- Marietta/Marietta Square (Fixed Route)
- Midtown Atlanta (Fixed Route)
- Moores Mill (Fixed Route)



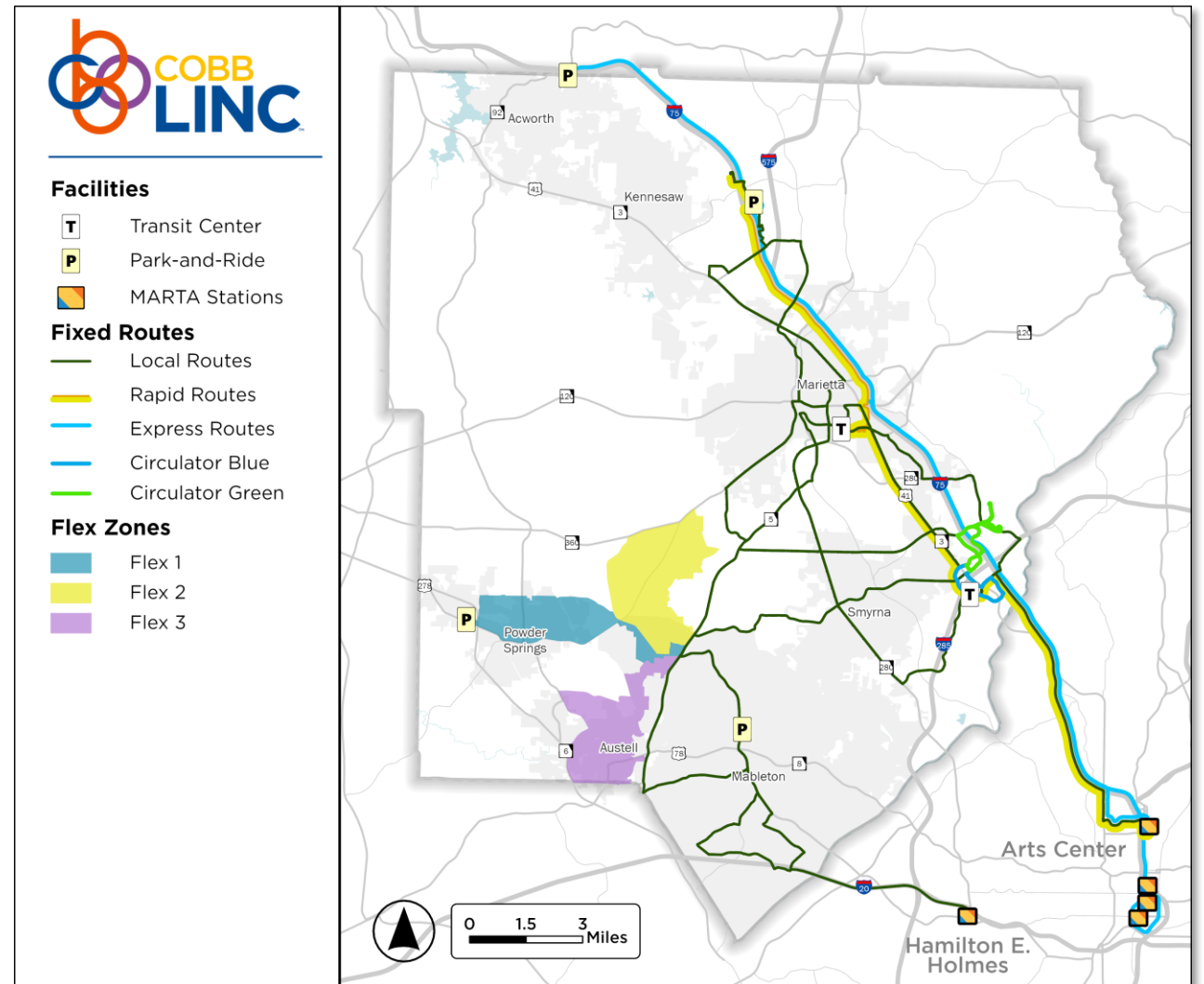
Existing System

- 9 Local Routes
- 1 Rapid Route
- 3 Express Routes
- 2 Circulators
- 3 Flex Zones
- Transit Centers
- Park-and-Rides

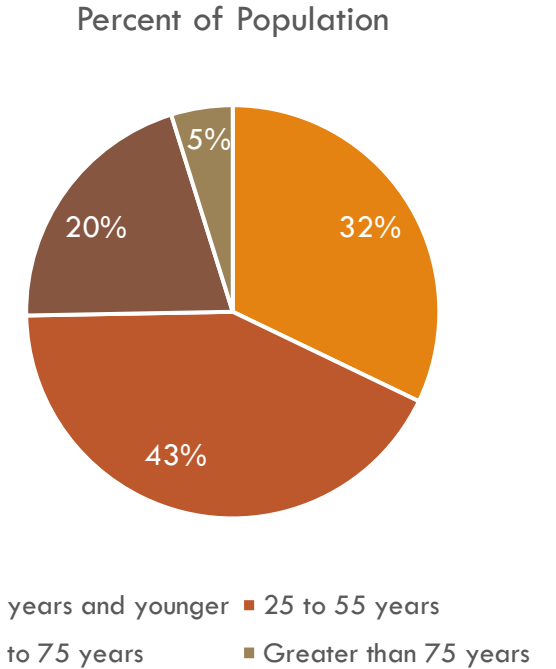
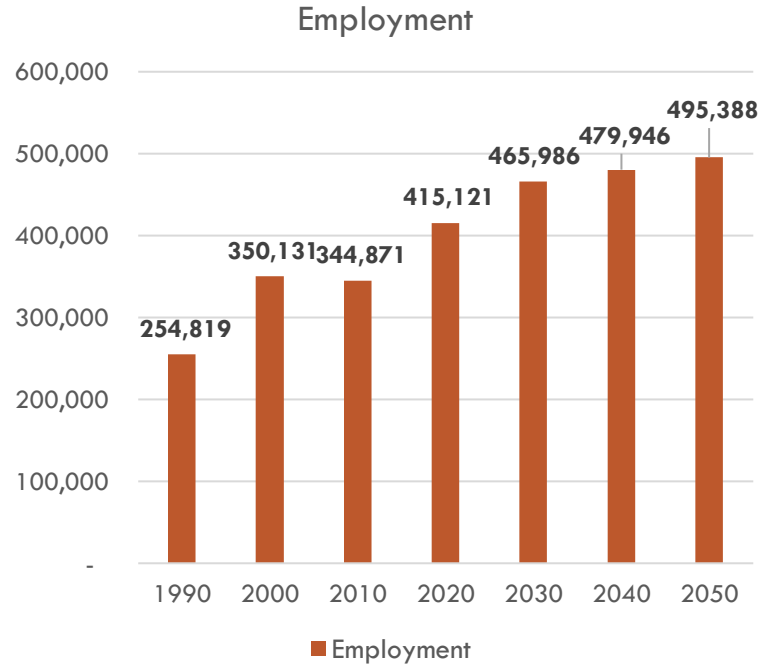
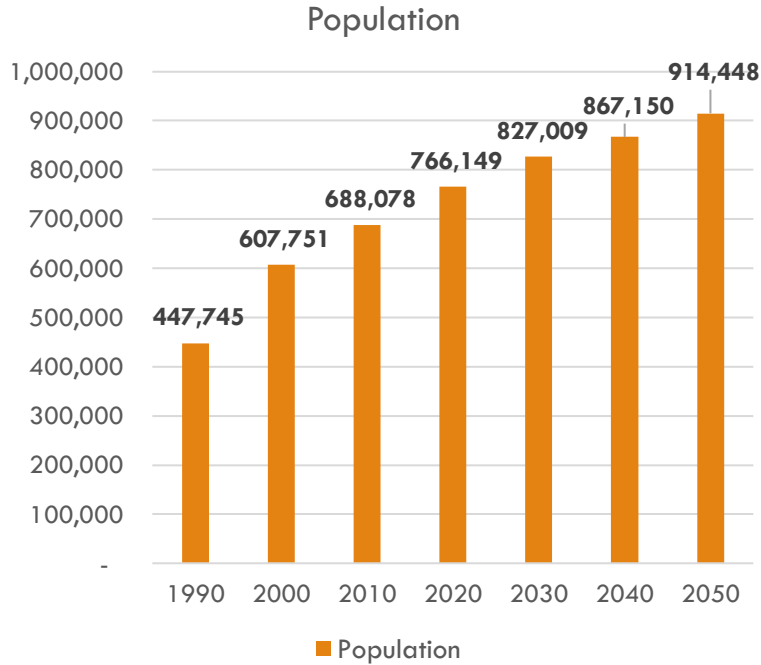


Existing System

- **Current System:**
 - Limited coverage of the county, targeted to areas of greatest need
 - Basic modes currently included
 - Some coverage provided for vulnerable populations
 - Standard frequency of service provided for existing modes



Demand for Transit

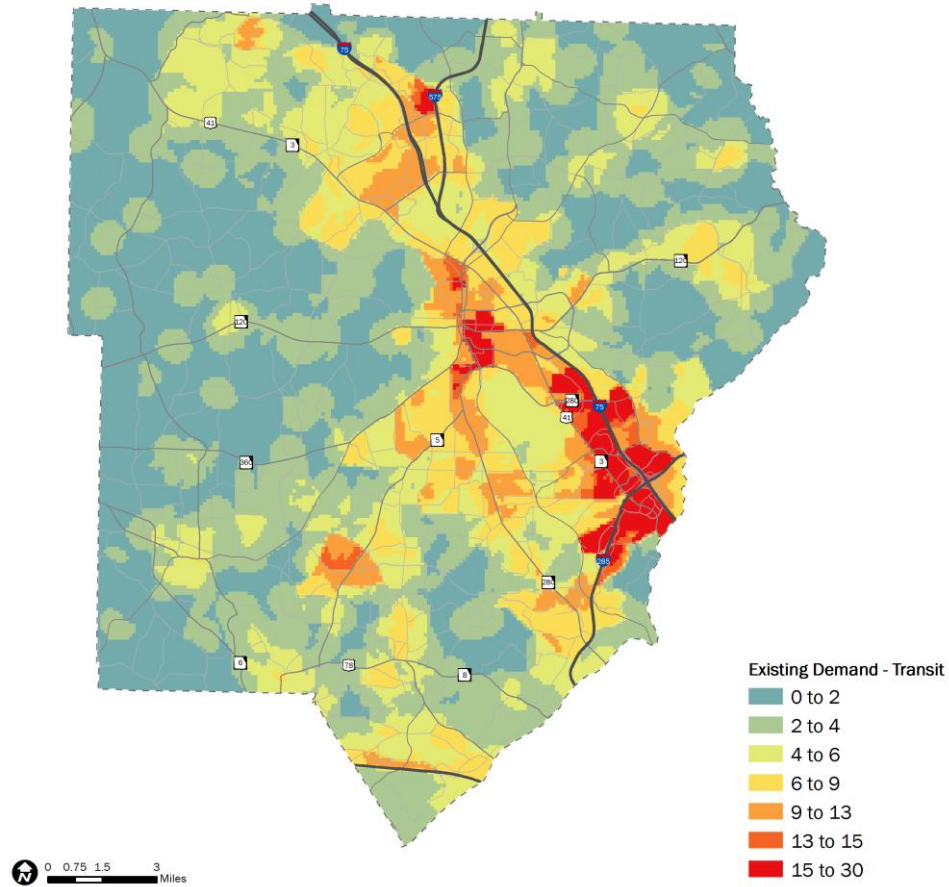


Growing Population and Employment

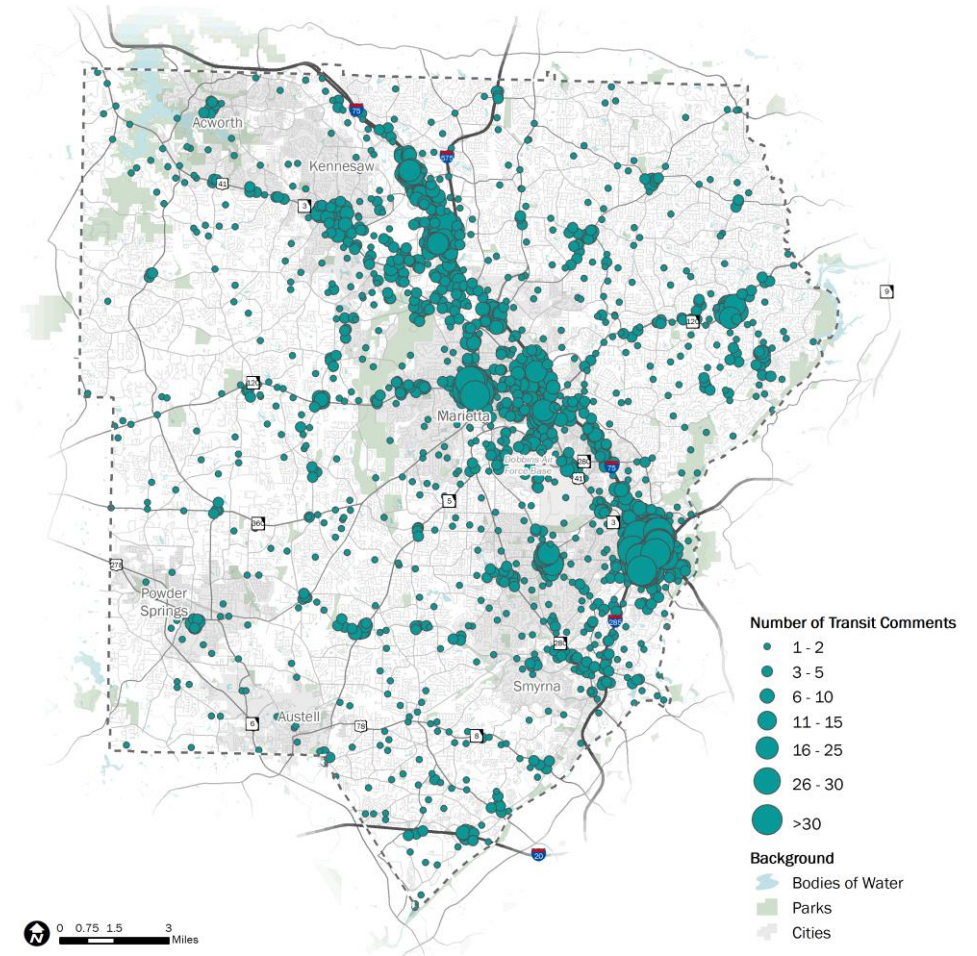
Changing Age Dynamics



Demand for Transit



Transit Propensity Analysis



Public Input on Transit Needs



Demand for Transit



25+% of Cobb population over the age of 55 (and growing)



Countywide microtransit and expansive paratransit can support those who are unable to drive or uncomfortable driving



One-third of population under the age of 25



Younger generations are showing less desire to drive vehicles and an interest in having multimodal options available



Cobb County is adding more countywide and regional destinations



High-capacity transit, transit centers, and other supporting services can provide effective and efficient connections



Proposed Transit System

73 Miles of Bus Rapid Transit (Seven Lines)

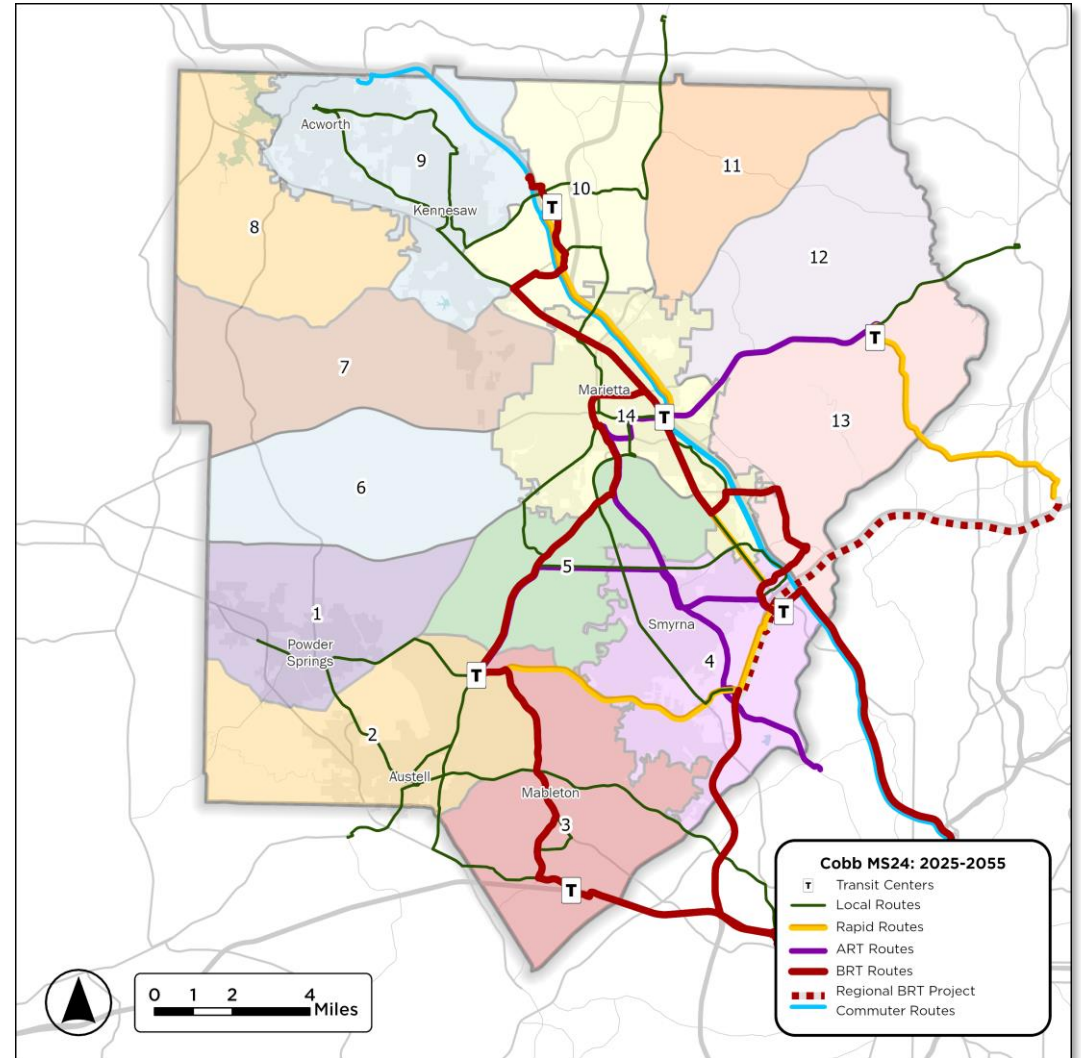
34 Miles of Arterial Rapid Transit (Three Lines)

325 Miles of Expanded Local, Commuter, and Rapid Transit

6 New Transfer Facilities

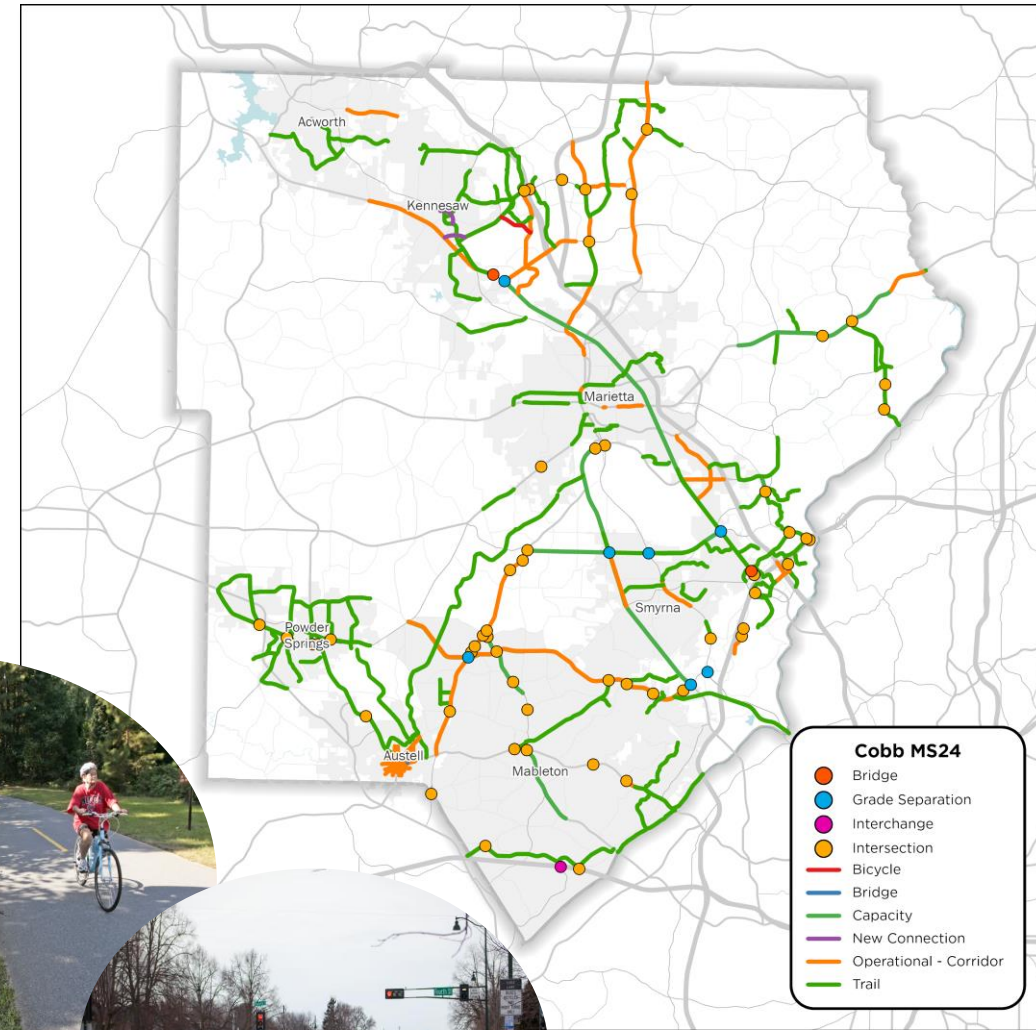
100% Countywide Microtransit Coverage

\$1B Invested in Transit Supportive Projects Countywide



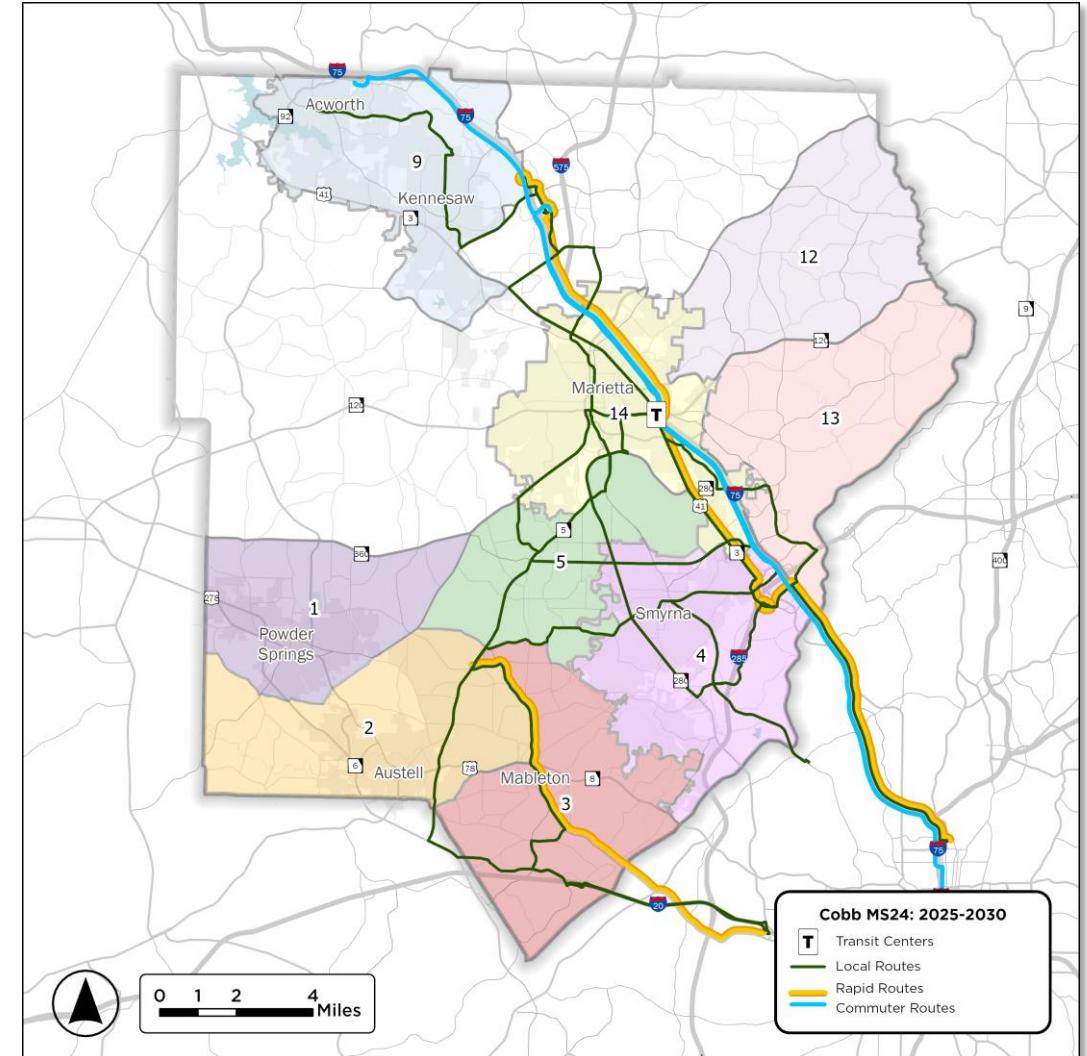
Transit Supportive Projects

- \$1B (YOE) Over the Life of the Plan
- \$500M to Transit Access Projects
 - Trails, Bridges, Bike/Ped Improvements
- \$500M to Transit Operations Projects
 - Capacity Improvements, New Connections, Grade Separations, Intersection, and Roadway Operational Enhancements
- Funding Distributed to Cities Based on Population Proportions
- \$600M (\$2024) in Identified Eligible Projects from the CobbForward Plan (other projects can be considered if meeting criteria)



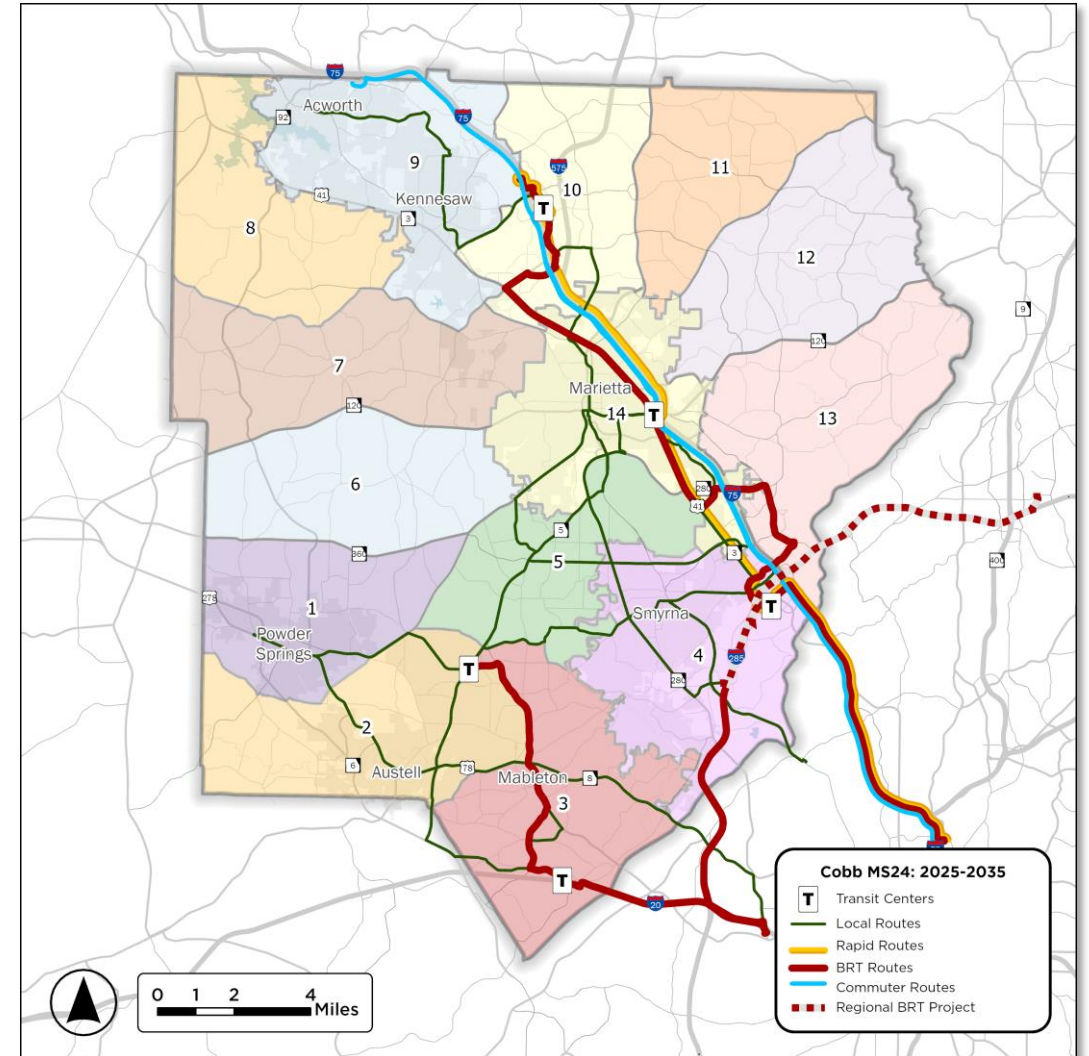
Transit Project Phasing: 2025-2030 (Five Years)

- Early Work on High Capacity Transit Projects
- Commuter Route Enhancements
- Local and Rapid Route Enhancements + 2 New Routes
- Full Microtransit Coverage the Cities
- One Transit Center



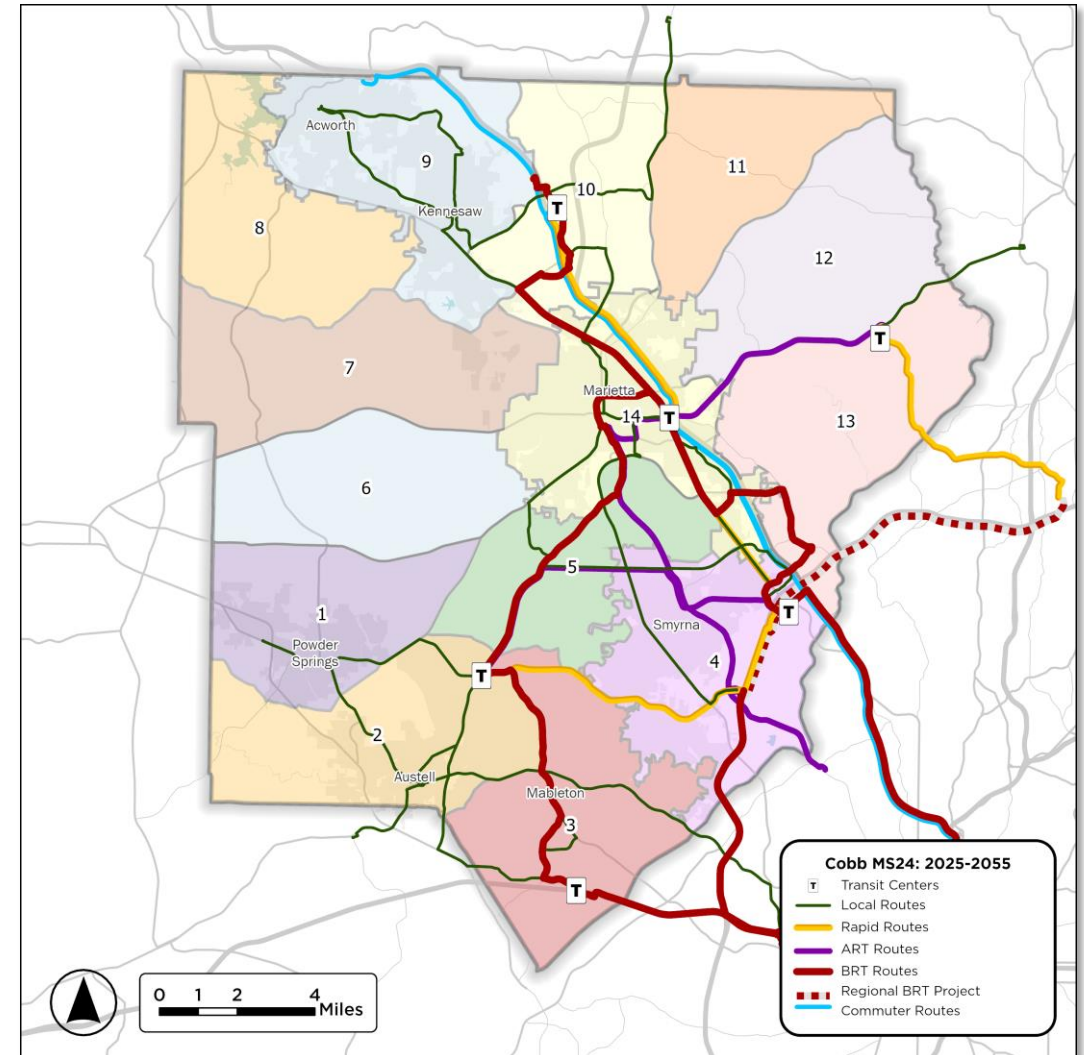
Transit Project Phasing: 2025-2035 (Ten Years)

- 4 Bus Rapid Transit Routes
- Contribution of Financial Support to 2 Regional Bus Rapid Transit Routes
- Local Bus Enhancements and New Routes
- County-Wide Microtransit Implementation
- 4 New and Enhanced Transit Centers



Transit Project Phasing: 2025-2055 (Full Build)

- 1 BRT Route
- 3 ART Routes
- 2 Rapid Routes
- 4 New Local Routes
- 2 Transit Centers



Summary

- 100% transit coverage to access jobs in Cobb County
- 100% coverage of vulnerable populations (disabled, poverty, zero-vehicle and 65+)
- Reduce demand for parking in business districts
- Provides alternative to traffic congestion
- Meeting the needs of a growing Cobb County
- Provides opportunity to leverage federal infrastructure investments
- MSPLOST would transfer transit funding from property tax (residents) to sales tax (residents and visitors)



What the Cities Can Expect

- In the immediate future
 - Coordination on transit supportive projects of interest, for each city
 - Coordination on project delivery methods and preferences to consider
- If/After MSPLOST passes
 - Future coordination with planning efforts related to larger capital projects (station area, TOD, etc.)
 - Collaborative delivery of transit supportive projects and ways of communicating project progress



QUESTIONS/DISCUSSION



FAQs

➤ **How were the high-capacity transit routes identified?**

All high-capacity transit routes (BRT, ART) have been developed to match areas of existing and future high transit propensity, existing and future travel patterns, and stakeholder feedback.

➤ **Has it been determined the best method for project delivery of the transit supportive projects?**

Cobb County staff is currently determining the best method for project delivery and a decision will be made in conjunction with the cities' input.

➤ **How much funding is projected to come from non-residents?**

\$1.1 B is estimated to be collected from MSPLOST, where over \$2B of this projected total is from non-residents (visitors, tourists, and non-Cobb County commuters).

➤ **How much funding is projected to come from federal funding?**

The MSPLOST financial projections estimate over \$2B of new federal grants to help fund expanded transit operations and capital costs.



Next Steps

Completed

- BOC requesting ATL update ARTP
- ATL updating ARTP (April 4)

In Progress

- Meeting with qualified municipalities
- Public messaging and education

Future Tasks

- Authorization to hold referendum

