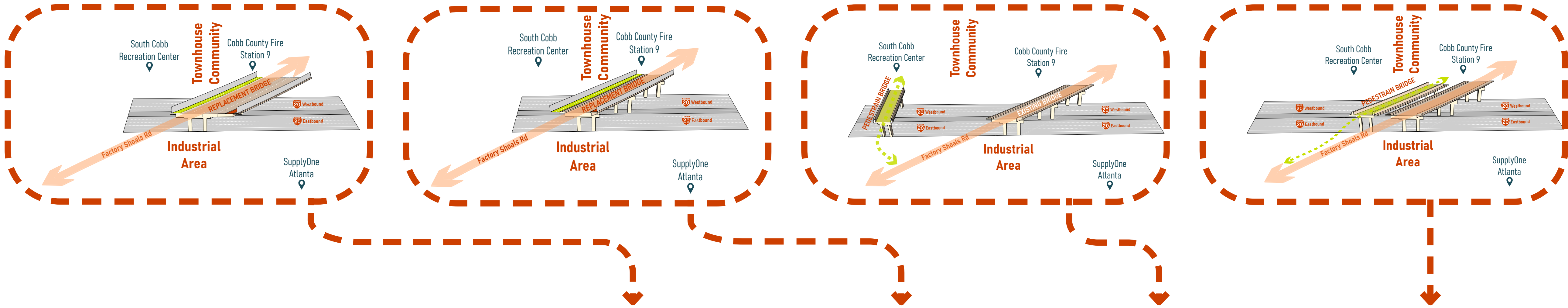


Alternative Analysis

The purpose of the alternatives analysis is to determine the preferred strategy for improving the I-20 crossing. The decision matrix below defines some of the key criteria, and how each alternative satisfies each criteria. The boards that follow describe each alternative in more detail. Please review the information, and then vote for your favorite at the bottom of this board.

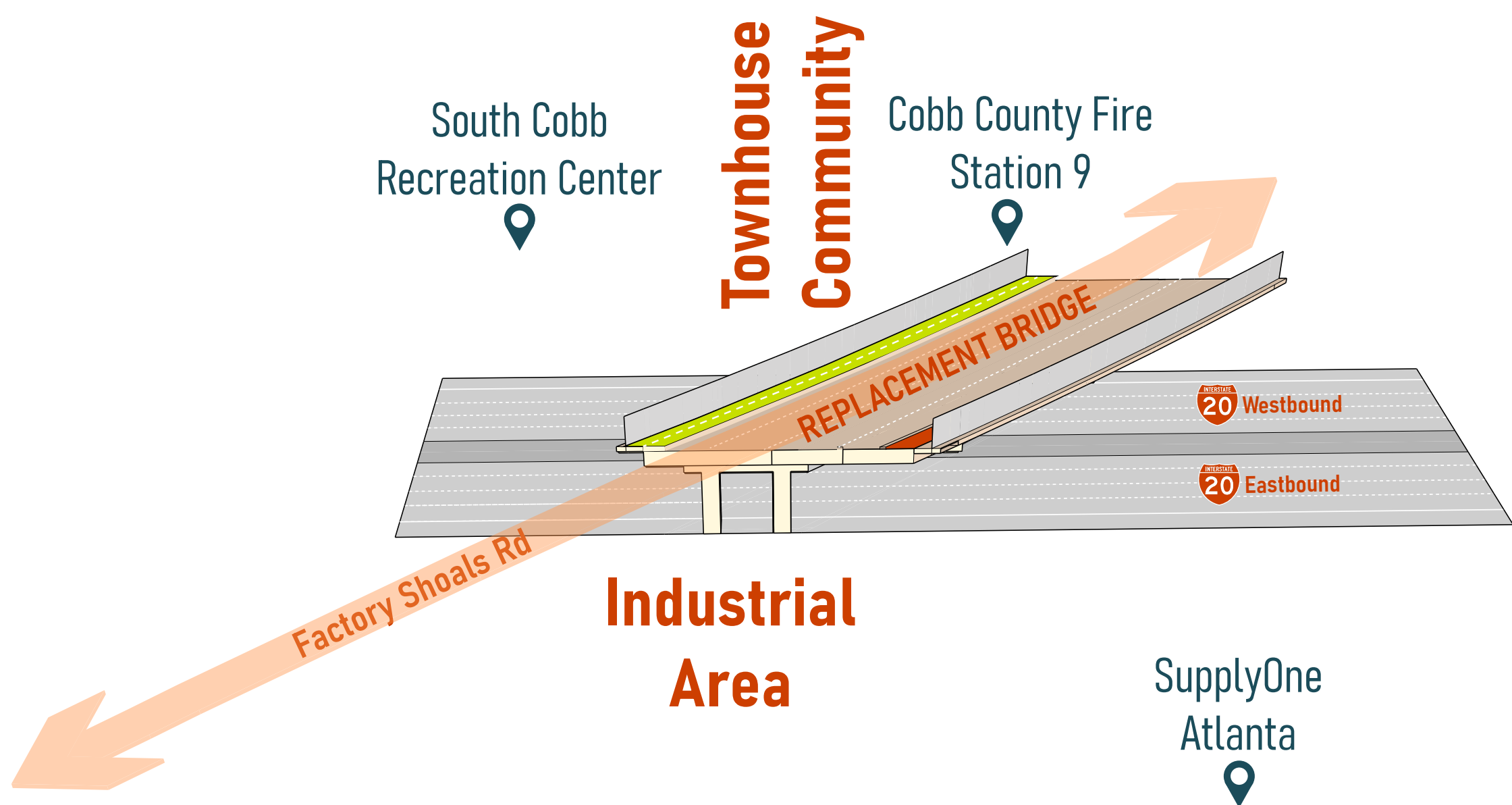
- OBJECTIVES
- Improve pedestrian and bicycle safety and connectivity across I-20.
 - Address regional transit gaps and enhance access to jobs and essential services.
 - Ensure sustainable infrastructure solutions that promote equitable transportation access

Decision Matrix



	Alternative B-1 No Build	Alternative B-2 Replace Roadway Bridge (Widening)	Alternative B-3 Replace Roadway Bridge (No Widening)	Alternative B-4 Add Bike/Ped Bridge From Rec Center To The West Of Factory Shoals	Alternative B-5 Add Bike/Ped Bridge Adjacent To Factory Shoals
DIRECTNESS LIMITS OUT-OF-DIRECTION TRAVEL FOR PEOPLE WALKING	●	●	●	◐	●
SAFETY LIMITS CRASH RISK FOR PEDESTRIANS	○	◐	◐	●	●
EQUITY & ACCESS BENEFITS FOR DISADVANTAGED COMMUNITIES AND TRANSIT- DEPENDENT RESIDENTS.	○	●	●	●	●
COST DESIGN, CONSTRUCTION & MAINTENANCE	●	○	○	◐	◐
TIMELINE DURATION REQUIRED FOR CONSTRUCTION	●	○	○	◐	◐
CONGESTION RELATIVE CAPACITY ADDED TO ROADWAY	○	●	○	○	○
ENVIRONMENT RELATIVE ENVIRONMENTAL IMPACT	●	◐	◐	◐	◐
YOUR VOTE HERE! VOTE FOR YOUR FAVORITE ALTERNATIVE BY PLACING A STICKY DOT IN THE APPROPRIATE COLUMN. WRITE ANY ADDITIONAL THOUGHTS OR QUESTIONS ON A STICKY NOTE AND PLACE IT HERE AS WELL.					

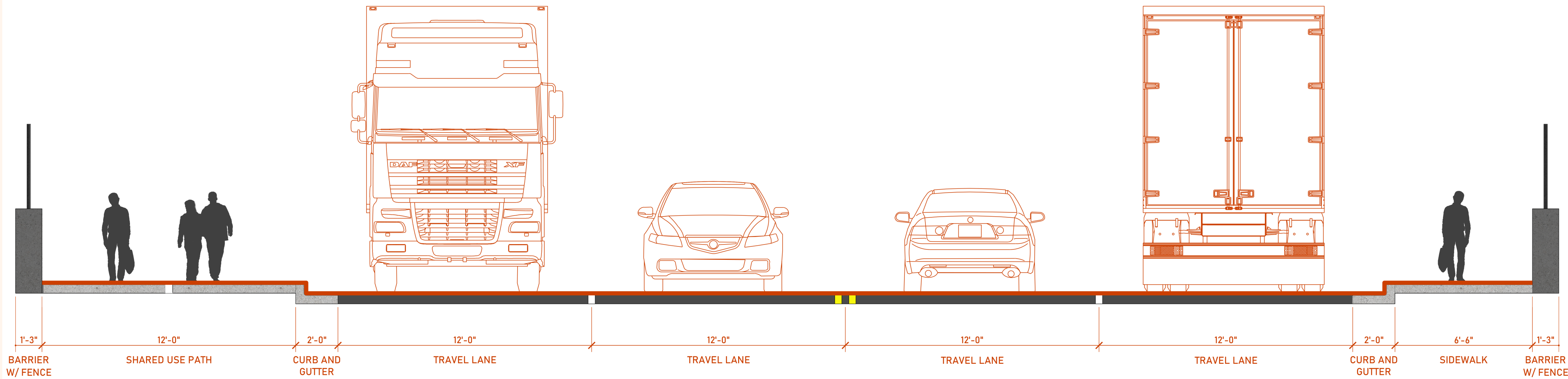
Alternative B-2: Replacement Roadway Bridge (Widening)



	Min Cost - Max Cost
Design and Engineering	\$500k - \$2m
Construction	\$8m - \$10m
ROW Acquisition (If required)	\$1m - \$3m
Lighting and Safety Features	\$500k - \$1m
Network Improvements <small>Includes SUP, sidewalk, mid-block crossing, etc.</small>	\$7m
Maintenance (Annual) <small>Minimal anticipated maintenance for the first ~10 years.</small>	\$0
Total Estimated Cost <small>Assumes 10-year cost</small>	\$17m - \$23m

PROS

- **Comprehensive Solution:** Supports vehicles, cyclists, and pedestrians in one infrastructure investment.
- **Reduces Congestion:** Provides additional capacity for vehicles, helping to ease traffic on existing roads.
- **Encourages Active Modes:** Incorporates shared use path and sidewalks to support alternative travel options without necessitating changes to pedestrian routes or behavior.
- **Improves Safety:** Offers dedicated spaces for non-motorized users, reducing conflict with vehicles.
- **Supports Future Growth:** Adds capacity to handle increased vehicle and pedestrian traffic over time.



SECTION ELEVATION: REPLACEMENT ROADWAY BRIDGE (WIDENING)

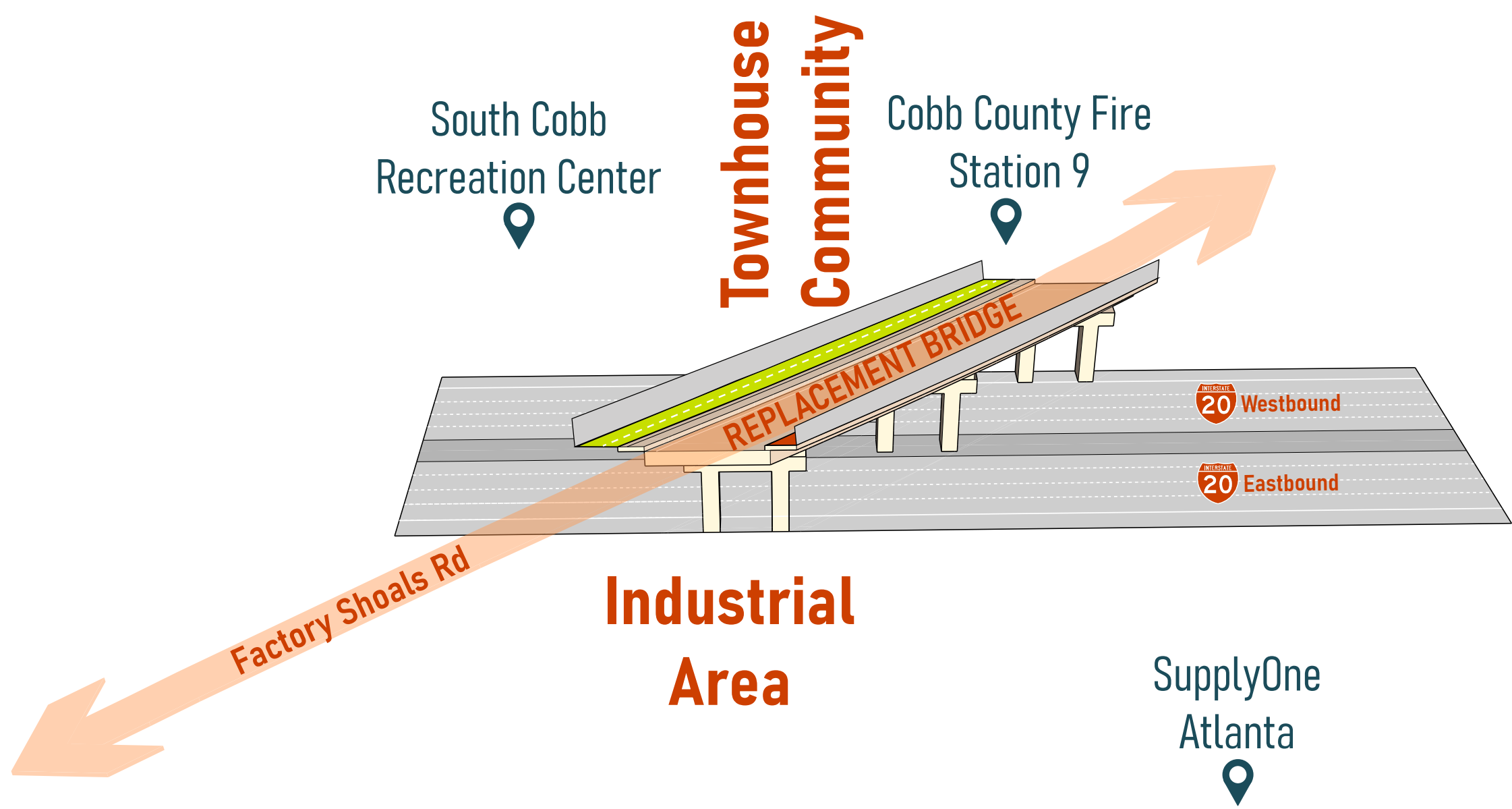


CONS

- **High Cost:** Significantly more expensive than a bike/pedestrian-only bridge.
- **Longer Construction Time:** Requires more time and resources to complete.
- **Complex Design and Right-of-Way Requirements:** May require land acquisition, increasing project complexity.



Alternative B-3: Replacement Roadway Bridge (No Widening)

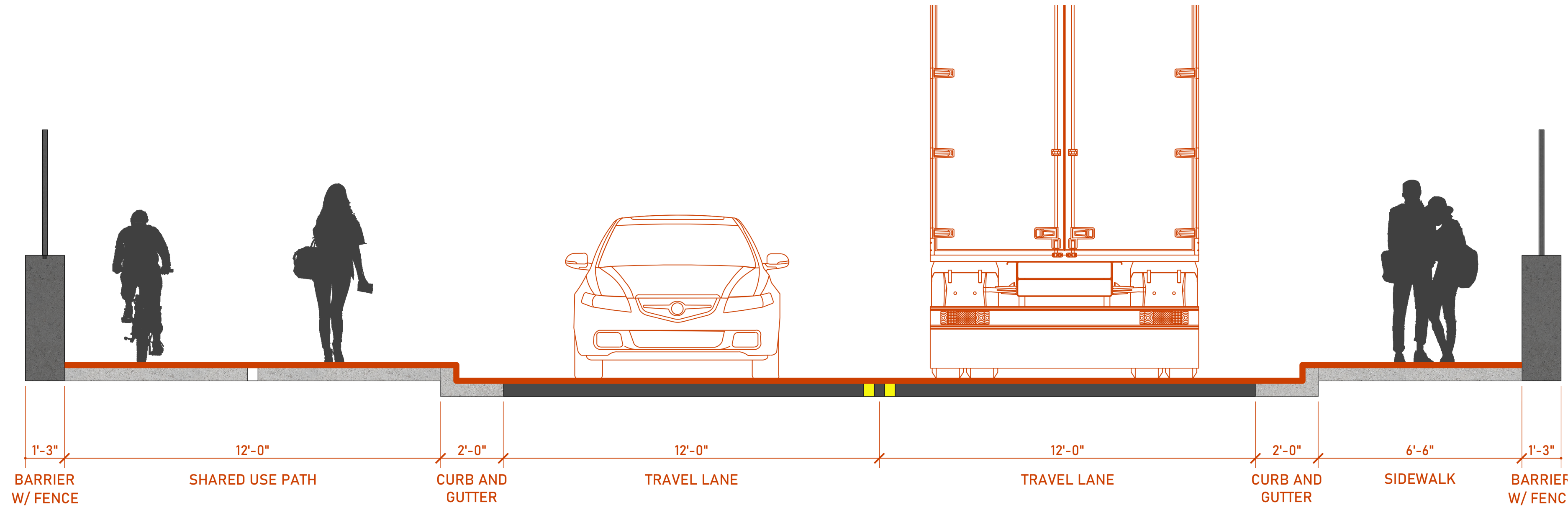


	Min Cost - Max Cost
Design and Engineering	\$500k - \$2m
Construction	\$6m - \$8m
ROW Acquisition (If required)	\$1m - \$2.5m
Lighting and Safety Features	\$500k - \$1m
Network Improvements <small>Includes SUP, sidewalk, mid-block crossing, etc.</small>	\$7m
Maintenance (Annual) <small>Minimal anticipated maintenance for the first ~10 years.</small>	\$0
Total Estimated Cost <small>Assumes 10-year cost</small>	\$15m - \$19m

- PROS**

 - **Comprehensive Solution:** Supports vehicles, cyclists, and pedestrians in one infrastructure investment.
 - **Improves Safety:** Offers dedicated spaces for non-motorized users, reducing conflict with vehicles.
 - **Supports Future Growth:** Adds capacity to handle increased pedestrian and bicyclist traffic over time.
- CONS**

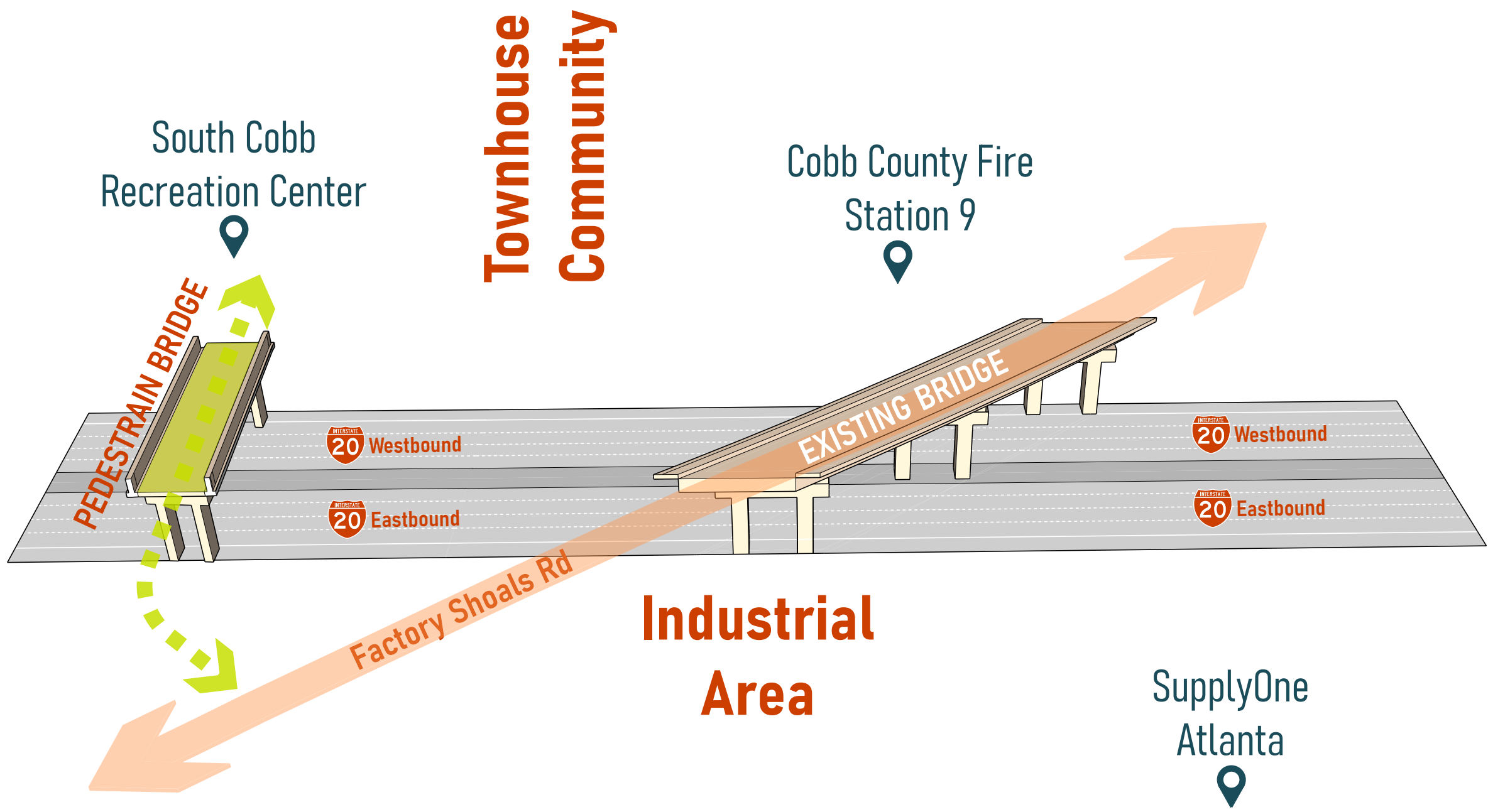
 - **High Cost:** Significantly more expensive than a bike/pedestrian-only bridge.



SECTION ELEVATION: REPLACEMENT ROADWAY BRIDGE (NO WIDENING)



Alternative B-4: Ped/Bike Bridge from Cobb Rec Center



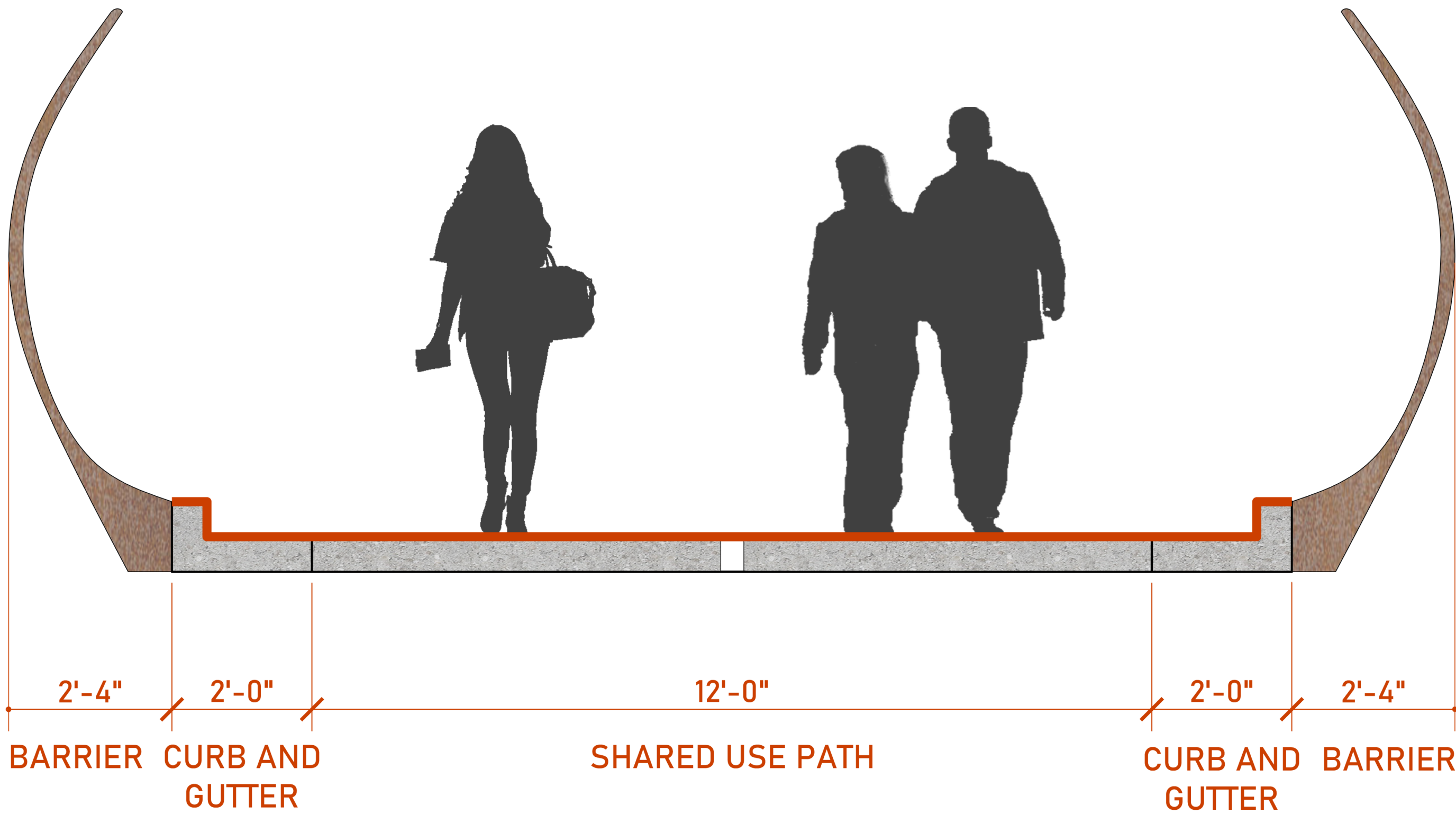
	Min Cost - Max Cost
Design and Engineering	\$500k - \$1.5m
Construction	\$2m - \$3m
ROW Acquisition (If required)	\$1m - \$2m
Lighting and Safety Features	\$300k - \$700k
Network Improvements <small>Includes SUP, sidewalk, mid-block crossing, etc.</small>	\$8m
Maintenance (Annual) <small>Minimal anticipated maintenance for the first ~10 years.</small>	\$50k - \$100k
Total Estimated Cost <small>Assumes 10-year cost</small>	\$12m - \$15m

PROS

- **Improved Safety:** Separates walkers and bikers from vehicles, reducing crash risks.
- **Encourages Active Transportation:** Promotes walking and biking, reducing vehicle use.
- **Lower Environmental Impact:** Minimal impact compared to large-scale vehicular bridge construction.
- **Supports Equity:** Offers a safer crossing option for those without vehicles.
- **Lower Cost:** Less expensive than a multi-use bridge.
- **Quick to Implement:** Easier to launch pilot programs and adjust compared to major construction projects.

CONS

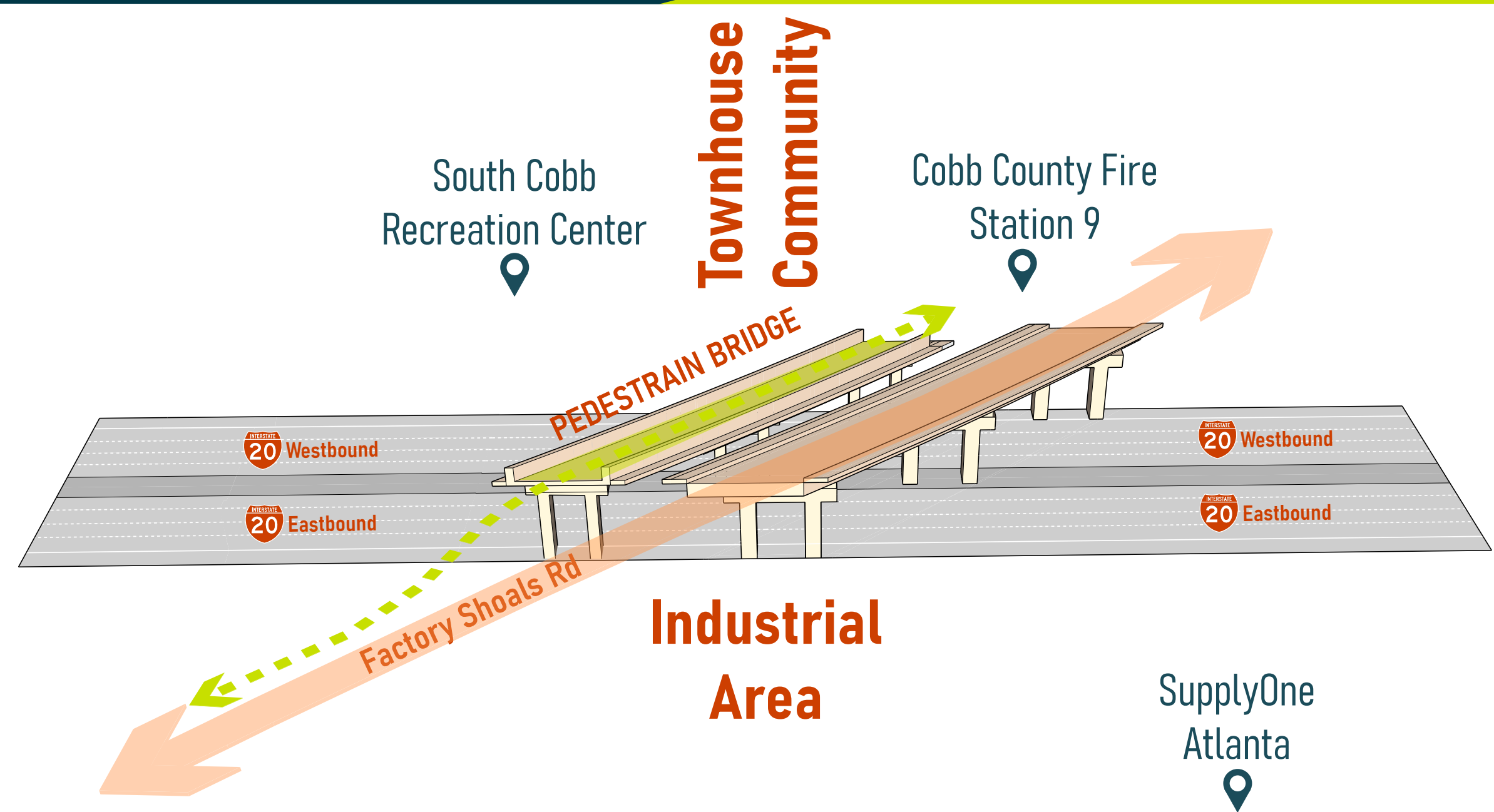
- **Less Direct:** Requires out-of-direction travel and behavior modifications.
- **Ongoing Maintenance Costs:** Requires regular upkeep to maintain lighting, cleanliness, and safety.
- **Disruption During Construction:** Temporary inconveniences for nearby residents and commuters.
- **Complex Design and Right-of-Way Requirements:** May require land acquisition, increasing project complexity.



SECTION ELEVATION: PEDESTRIAN BRIDGE AT THE RECREATIONAL CENTER



Alternative B-5: Ped/Bike Bridge Parallel to Factory Shoals



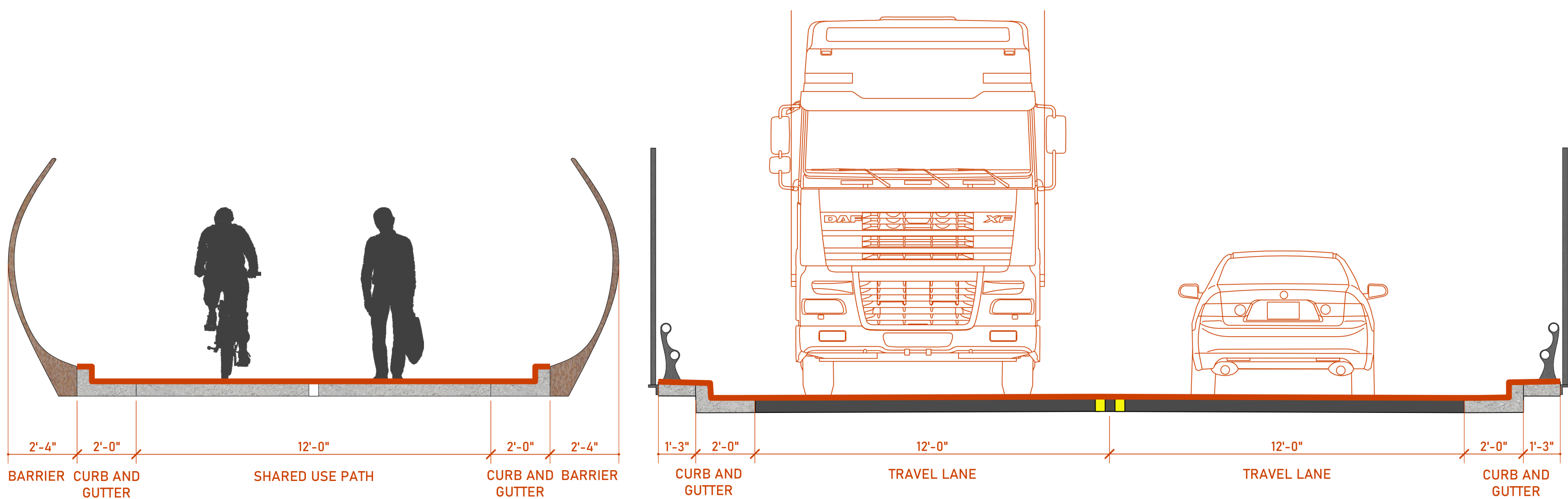
	Min Cost - Max Cost
Design and Engineering	\$500k - \$1.5m
Construction	\$3m - \$4m
ROW Acquisition (If required)	\$1m - \$2m
Lighting and Safety Features	\$300k - \$700k
Network Improvements <small>Includes SUP, sidewalk, mid-block crossing, etc.</small>	\$7m
Maintenance (Annual) <small>Minimal anticipated maintenance for the first ~10 years.</small>	\$50k - \$100k
Total Estimated Cost <small>Assumes 10-year cost</small>	\$12m - \$15m

PROS

- **Improved Safety:** Separates pedestrians and cyclists from vehicles, reducing crash risks.
- **Encourages Active Transportation:** Promotes walking and biking, reducing vehicle use.
- **Most Direct Route:** Does not require out-of-direction travel for people on foot/bike.
- **Lower Environmental Impact:** Minimal impact compared to large-scale vehicular bridge construction.
- **Supports Equity:** Supports users who do not have access to a vehicle.
- **Lower Cost:** Less expensive than a roadway bridge.
- **Quick to Implement:** Easier to launch pilot programs and adjust compared to major construction projects.

CONS

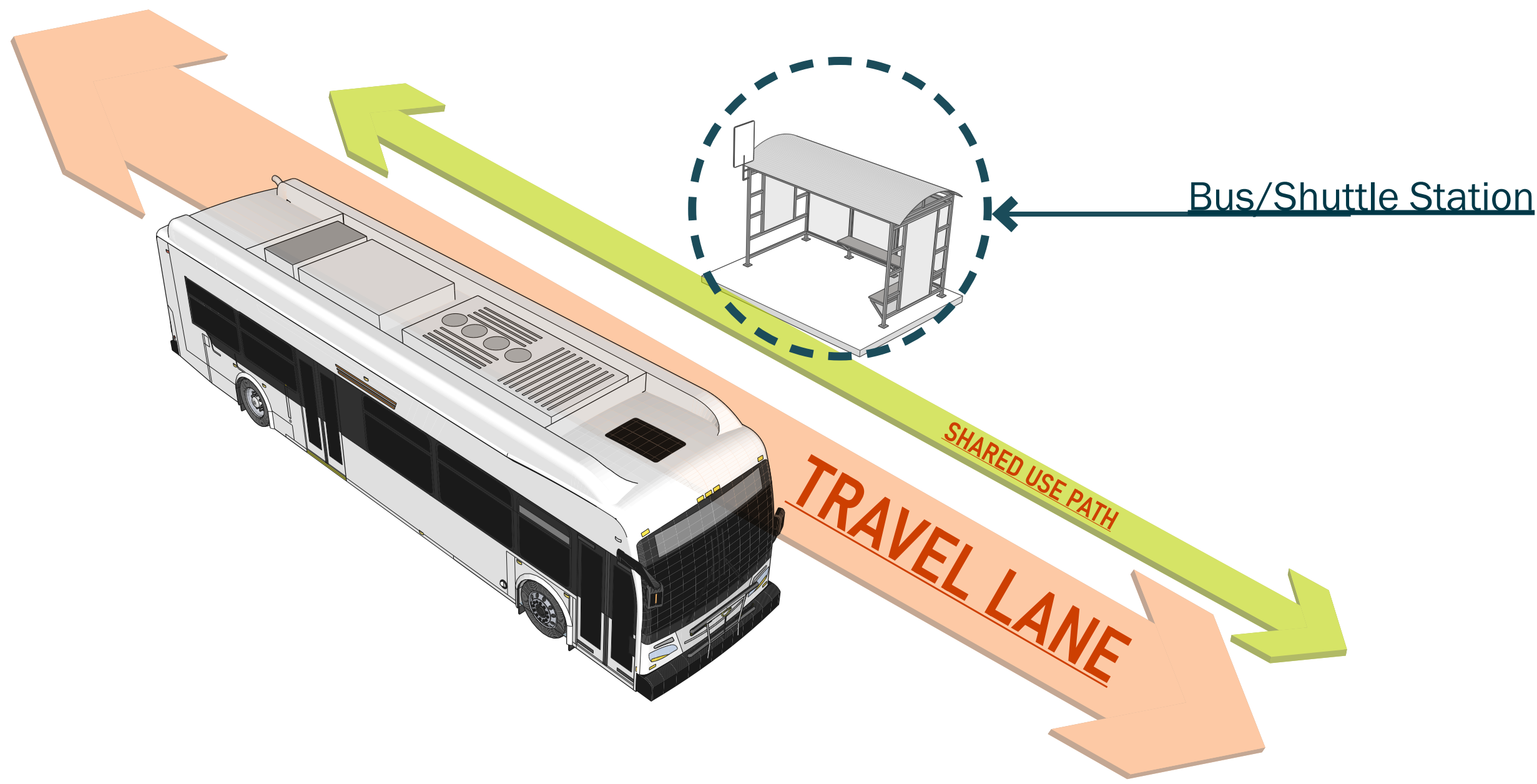
- **Ongoing Maintenance Costs:** Requires regular upkeep to maintain lighting, cleanliness, and safety.
- **Disruption During Construction:** Temporary inconveniences for nearby residents and commuters
- **Complex Design and Right-of-Way Requirements:** May require land acquisition, increasing project complexity.



SECTION ELEVATION: PEDESTRIAN BRIDGE PARALLEL TO EXISTING VEHICULAR BRIDGE



Transit Enhancements



	Min Cost - Max Cost
Planning and Design	\$200k - \$500k
Bus Stop Upgrades (per stop)	\$20k - \$50k
Additional Bus Fleet per Vehicle (If new buses are required)	\$500k - \$1m -
Annual Operating Costs (per new route)	\$1.5m - \$2m
Maintenance (Annual)	\$200k - \$500k
	\$2m - \$10m

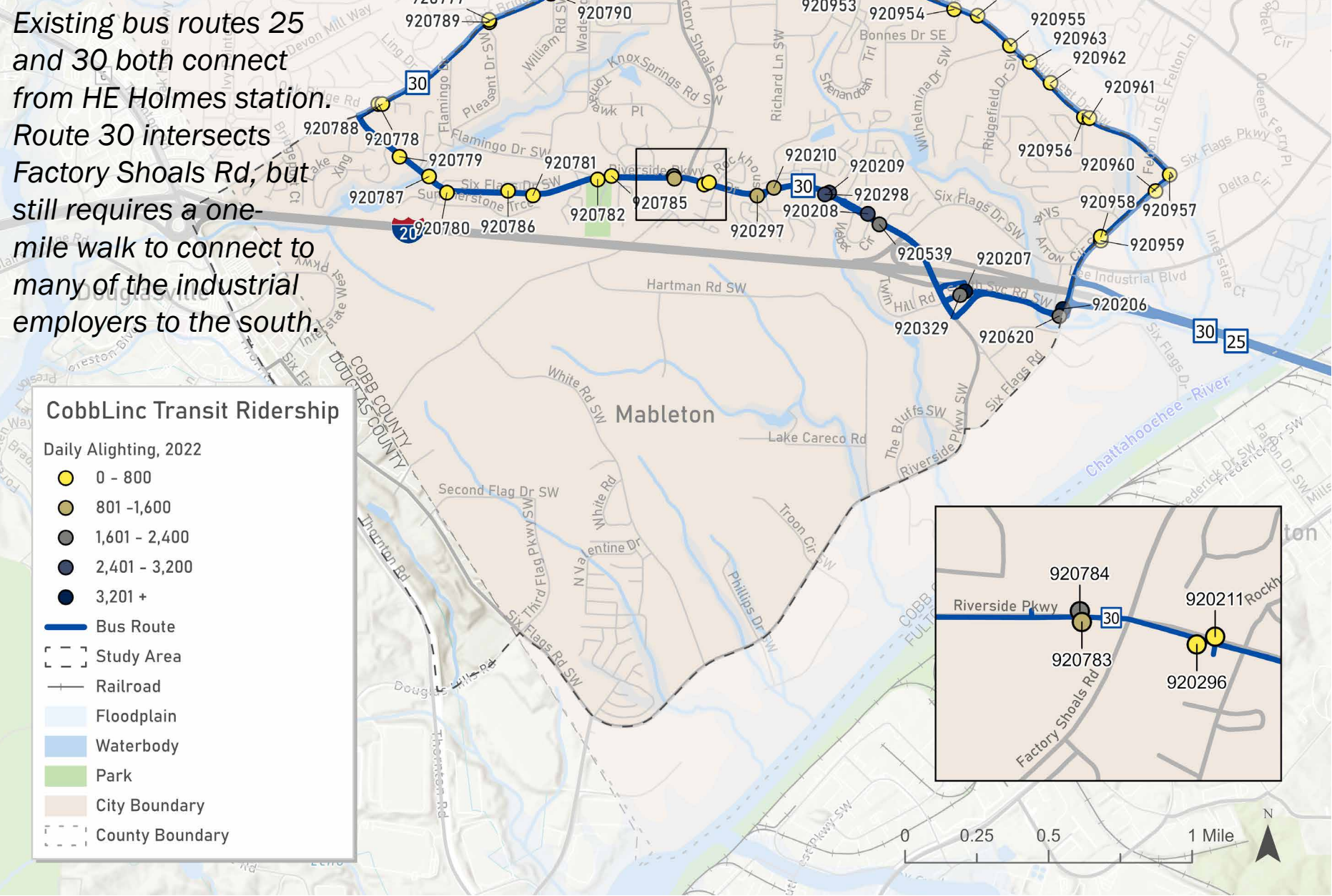
PROS

- **Improves Access:** Expands transit coverage to underserved areas, enhancing mobility for residents.
- **Supports Equity:** Provides affordable transportation options, particularly for disadvantaged communities.
- **Reduces Congestion:** Encourages a shift from car use to public transit.
- **Environmentally Friendly:** Lowers emissions by reducing private vehicle use.
- **Quick to Implement:** Easier to launch pilot programs and adjust compared to major construction projects.

CONS

- **Ongoing Operational Costs:** Requires continuous funding for drivers, maintenance, and fuel.
- **Limited Impact on Vehicle Traffic:** May not significantly reduce congestion on its own.
- **Service Reliability Issues:** Requires careful planning to avoid long wait times and inconsistent service.
- **Public Adoption Challenges:** Success depends on ridership, which may take time to build.
- **Infrastructure Needs:** Requires investments in bus stops, shelters, and pedestrian access to transit.

2022 Ridership



Transit Alternatives

Alternative T-1 Modify Route 30

A solution would be to adjust the alignment of Route 30, which currently runs along Riverside Pkwy. While simple, this would result in a significant delay (10+ minutes) for Route 30, which has very high ridership with its current configuration. Buses could be added to this route to increase frequency, thus offsetting some of the negative impact from the increased travel time.

This would also require a turnaround point. Because of the disconnected street grid, there is no direct way to do so. The shortest way to turn the bus around using public streets would be to use Six Flags Rd, Third Flags Pkwy, and Second Flag Dr. Another option is to work with property owners to identify a place to turn around using driveways/parking lots on private property.

Like this idea? Place a sticky dot here

Alternative T-2 New CobbLinc Bus Route

A second solution would be to add a new bus route that runs along Factory Shoals Rd. This would avoid impact to Route 30, but require greater investment. The route could likely run with a single bus with ~1 hr headways, or two buses with ~30 min headways. This new route could connect via HE Holmes, so anyone who currently takes route 30 could use this new route instead without an additional transfer. Anyone who takes the route 30 bus from Marietta Transfer Center would still need to transfer at the intersection of Riverside Pkwy and Factory Shoals Rd. If the timing didn't align, many of these users may still choose to walk rather than wait for the next bus.

Like this idea? Place a sticky dot here

Alternative T-3 New Employer-Sponsored Shuttle

Another solution would be for the employers to sponsor a shuttle along Factory Shoals Rd from Six Flags Rd to Riverside Pkwy.

It could travel up and down Factory Shoals Road with turnarounds on private property and/or the Recreation Center.

It would need to connect to existing transit stops on Riverside Pkwy, and have relatively low headway (<15 min) in order to expect widespread adoption.

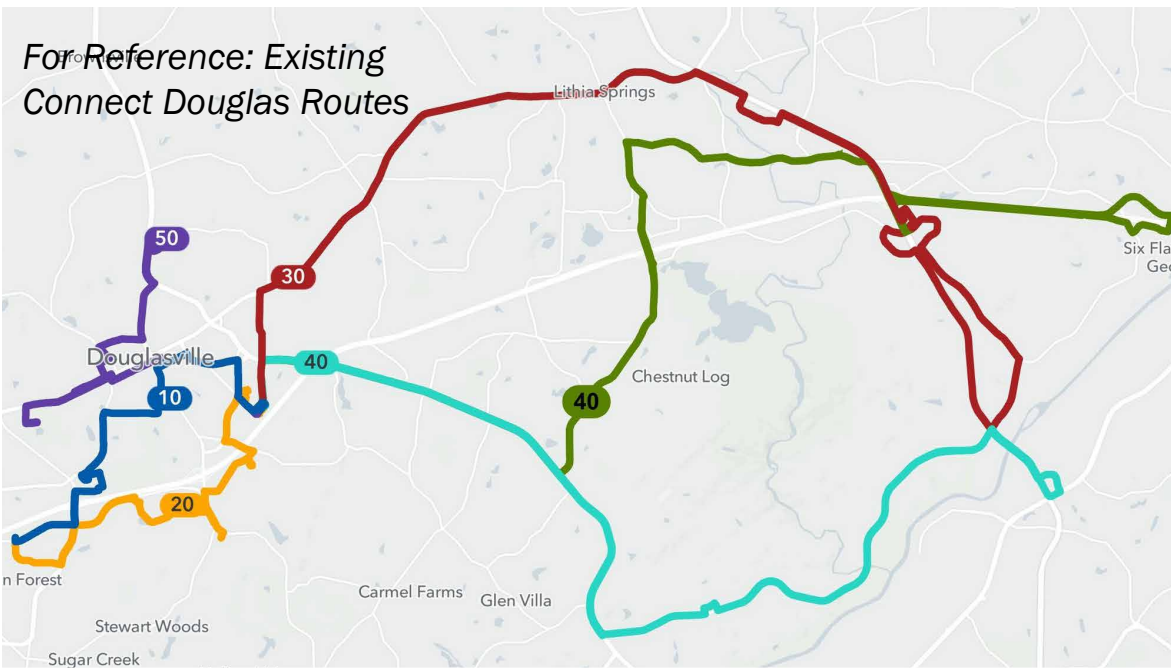
Like this idea? Place a sticky dot here

Alternative T-4 New CobbLinc Go (Microtransit) Service Area

CobbLinc recently introduced CobbLinc Go, a microtransit service that offers on-demand rides. The Factory Shoals area was identified as a microtransit area in the MSPLOST project list. It would require users to learn about the new service and download the app to use it, and likely add another transfer to their trip, but the transfer would be relatively quick and this would offer nearly door-to-door service. This has the added benefit of serving other destination such as Wal-Mart and the neighborhood to the north of Riverside Pkwy.

Like this idea? Place a sticky dot here

Alternative T-5 Partner with Connect Douglas to Modify Existing Routes



Connect Douglas routes (30 and 40) currently approach near the study area. Route 30 connects on SR 6, just south of Factory Shoals. This route could potentially be modified to include stops on Factory Shoals Road. Cobb County could partner with Connect Douglas to implement this approach.

Like this idea? Place a sticky dot here

Network Enhancements

In addition to the enhancements to the bridge itself, there are additional enhancements to the adjacent streets that can make it safer and more comfortable for people to access the destinations along Factory Shoals Road on foot and bike. The final network of enhancements will depend on the preferred bridge alternative.

ID	Description	Facility	Cost Est.	COMPLEMENTARY ALTERNATIVES				WHAT ARE YOUR PRIORITIES? <i>Vote here</i>
				B2	B3	B4	B5	
A	Fill sidewalk gaps on SE side of Factory Shoals Rd (from Riverside Pkwy to SR 6)	Sidewalk	\$1.2m	X	X	X	X	
B	Construct 12' shared use path on NW side of Factory Shoals Rd (from Riverside Pkwy to SR 6)	Shared Use Path	\$3.9m	X	X	X	X	
C	Mid-block crossing (Pedestrian Hybrid Beacon) between Fire Station and I-20	Pedestrian Hybrid Beacon	\$300k			X		
D	Shared use path connecting north end of new walking and biking bridge (Alt 3A) to Factory Shoals Rd	Shared Use Path	\$250k			X		
E	Mid-block crossing across Riverside Pkwy connecting Recreation Center to north side of the street / bus stop	Pedestrian Hybrid Beacon	\$300k			X		
F	Mid-block crossing across Factory Shoals Rd near Hartman Rd	Pedestrian Hybrid Beacon	\$300k	X	X	X	X	
G	Shared use path from the north end of the new walking/biking bridge (Alt 3A) to the Pynes by Trion Living apartments.	Shared Use Path	\$500k	X	X	X	X	
H	Shared use path connecting multiple apartment complexes to the NE of the bike/walking bridge.	Shared Use Path	\$500k	X	X	X	X	
I	Shared use path connection from The Cobb Apartment - Townhomes to Hartman Road.	Shared Use Path	\$750k	X	X	X	X	

