

# MOBILITY SPLOST COBB DEPARTMENT OF TRANSPORTATION REFERENDUM UPDATE

August 22, 2023

Drew Raessler, P.E

Director, Cobb DOT



# Presentation Objectives

- Provide status on development of a project list for a 2024 MSPLOST Referendum
- Projects that “establish, enhance, operate, and maintain, or improve access to transit”
- Determine BOC consensus on following questions:
  - Sales Tax amount (up to 1%)
  - Sales Tax duration (up to 30-years)
  - Confirm project categories
  - Affirm schedule and next steps



**COBB COUNTY GOVERNMENT**  
**Department of Transportation**



# Background

- February 8, 2022 BOC adopted the CobbForward Comprehensive Transportation Plan 2050 Recommendations Report
- October 25, 2022 DOT staff presented in BOC Work Session on MSPLOST options
- November 17, 2022 BOC authorized staff to develop a project list for an MSPLOST referendum in November 2024
- February 28, 2023 BOC approved task orders to develop a project list for an MSPLOST referendum in November 2024



# DOT Tasks

- January through July 2023 DOT staff met with key stakeholders from each City and CID to gather input on project list
- March through August 2023 DOT has updated the following:
  - Technical evaluation of high-capacity network including estimated ridership, federal competitiveness, and corridor prioritization
  - Network funding requirements, financial modeling, and implementation planning
  - Definition and evaluation of transit supportive projects including cost estimation



# Expected Growth

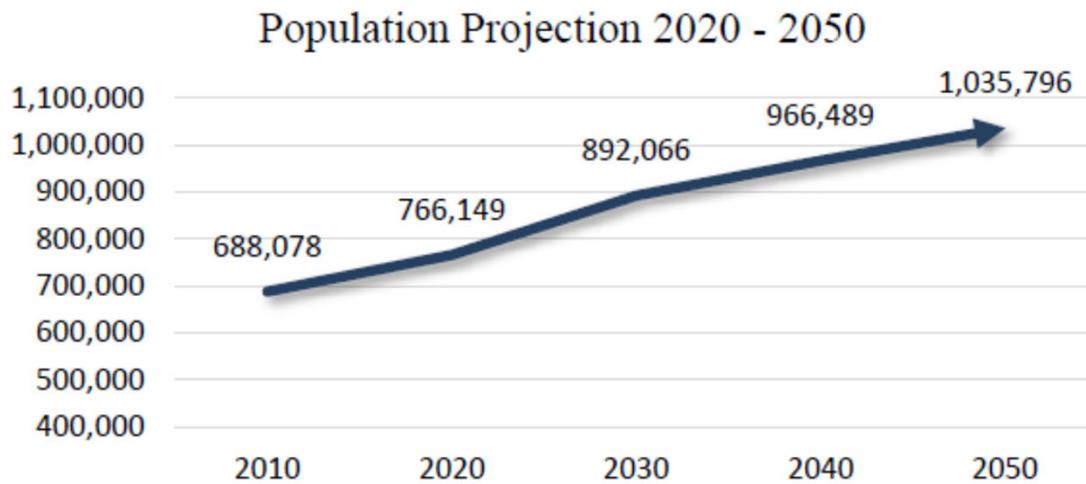


Figure 3

Source: U.S. Census Bureau-Decennial Census – Atlanta Regional Commission

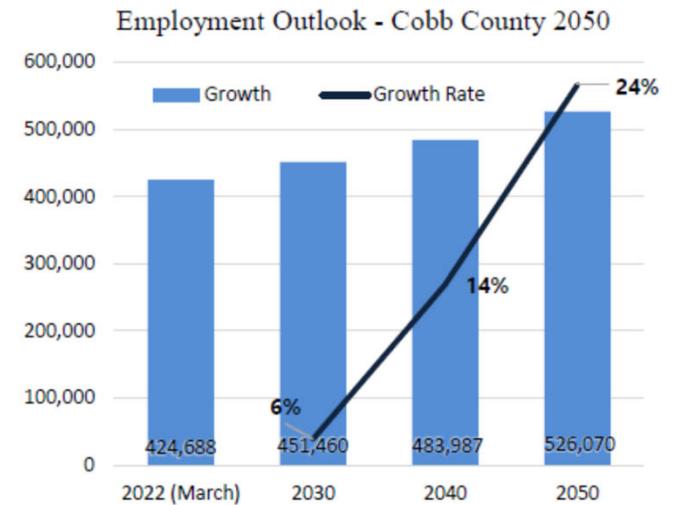
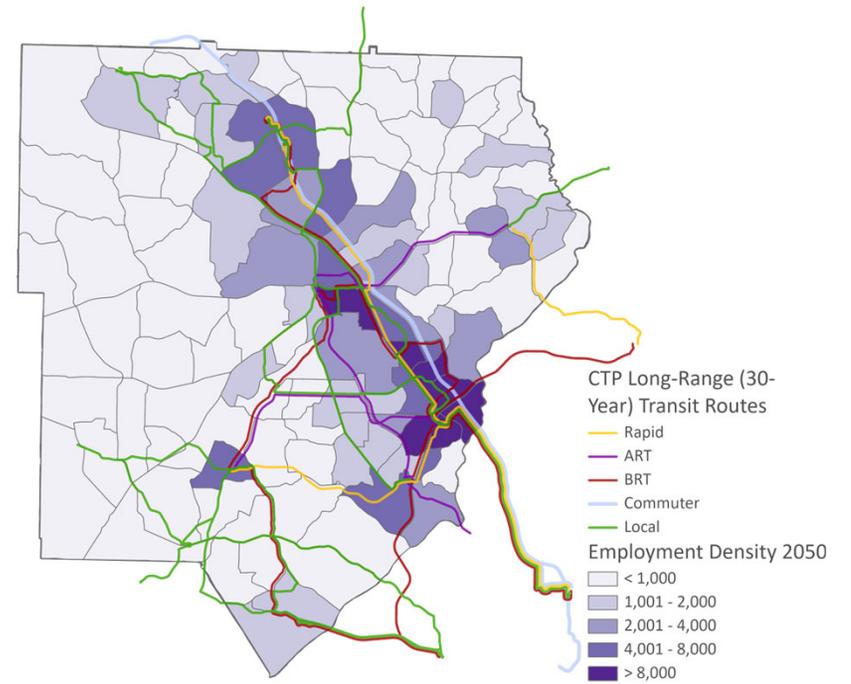
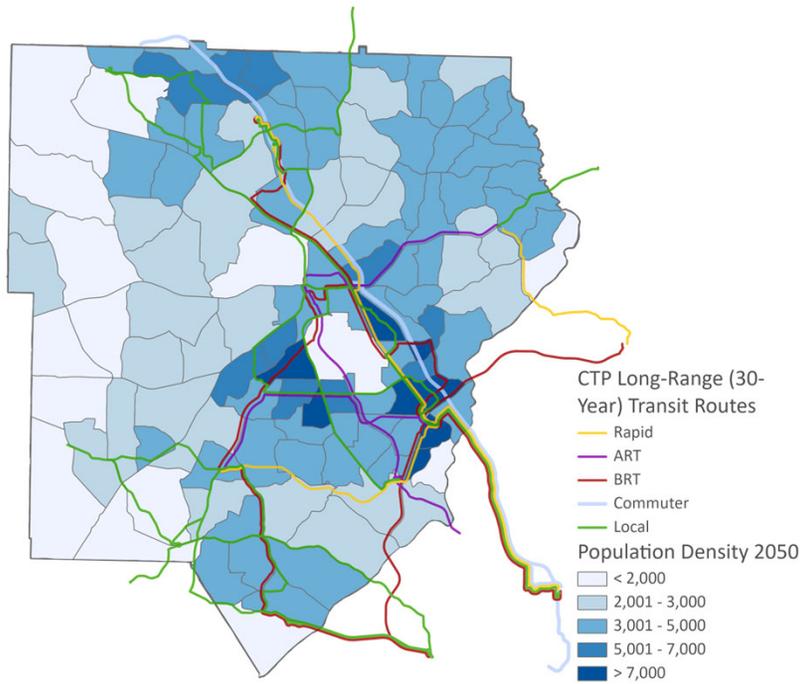


Figure 39

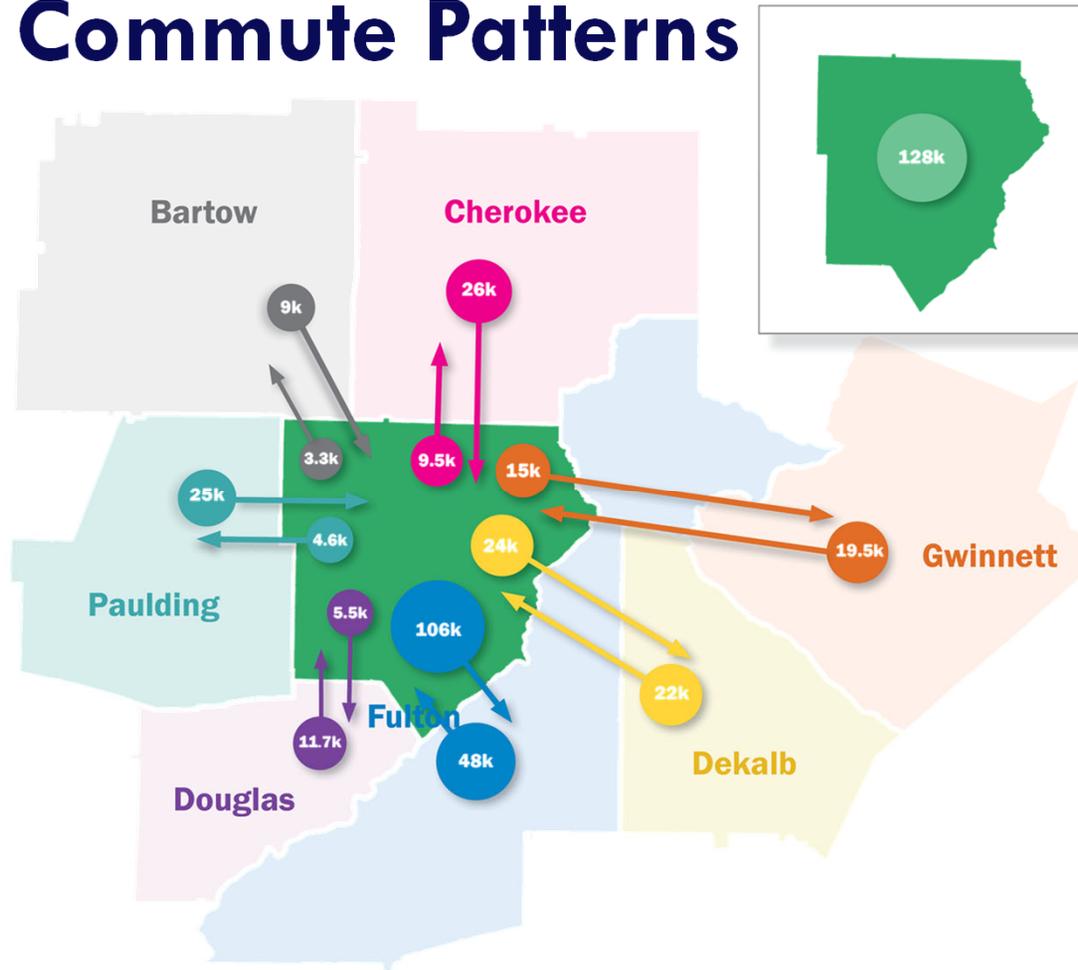
Source: Atlanta Regional Commission



# Expected Density



# Commute Patterns



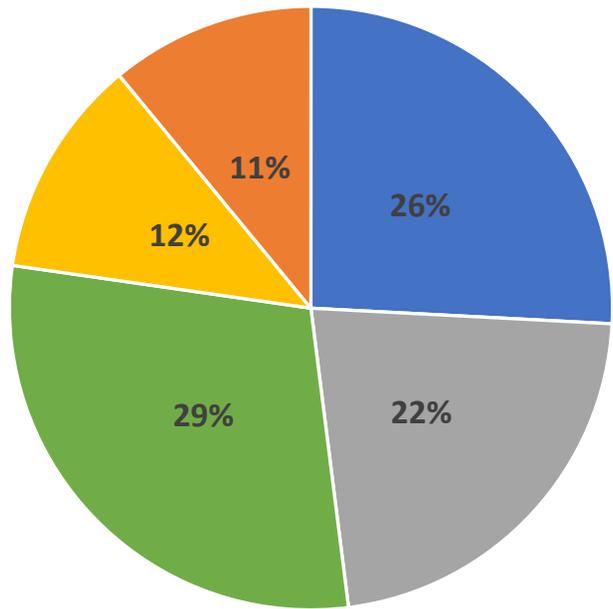
## Comprehensive Transportation Plan Data:

- 128k internal trips
- 161k from external County
- 168k to external County
- Highest commute pattern is between Cobb and Fulton Counties



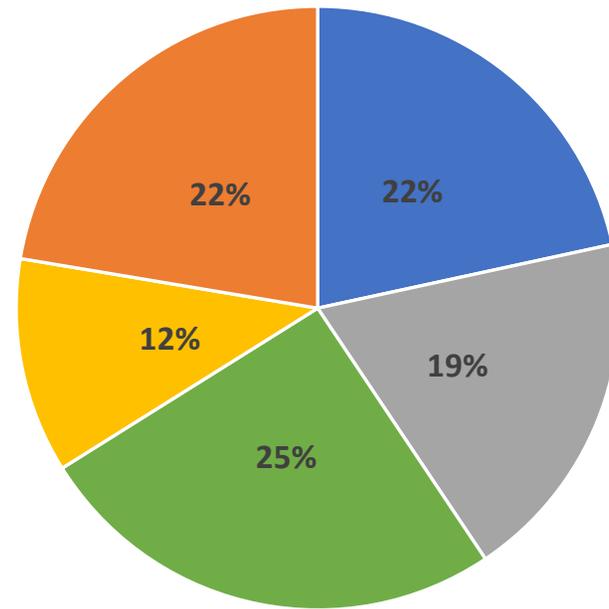
# Growing and Changing Population

2015 Population Distribution



■ 0-18 ■ 19-34 ■ 35-54 ■ 55-64 ■ 65+

2050 Population Distribution



■ 0-18 ■ 19-34 ■ 35-54 ■ 55-64 ■ 65+



# Growing Universities

## Kennesaw State University

- Second largest University in Georgia
- More than 42,000 students
- Campuses in Kennesaw and Marietta



**KENNESAW STATE**  
UNIVERSITY

## Chattahoochee Technical College

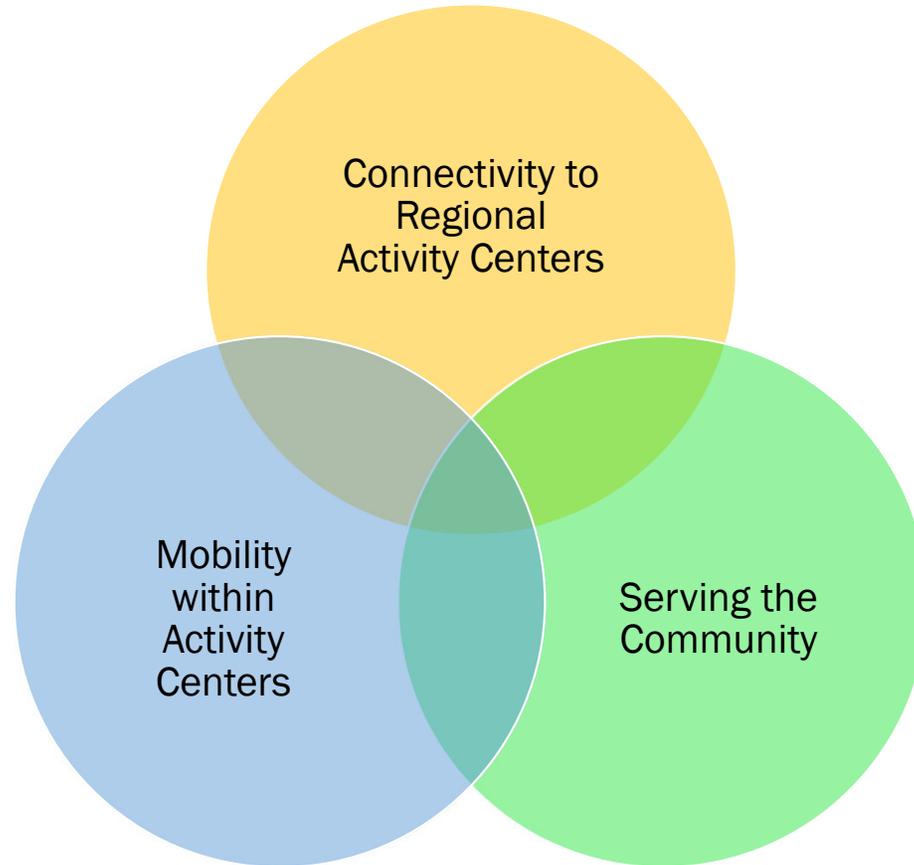
- Largest technical college in Georgia
- Cobb campuses in Austell, Marietta, and Mountain View



**Chattahoochee**  
**Technical College**

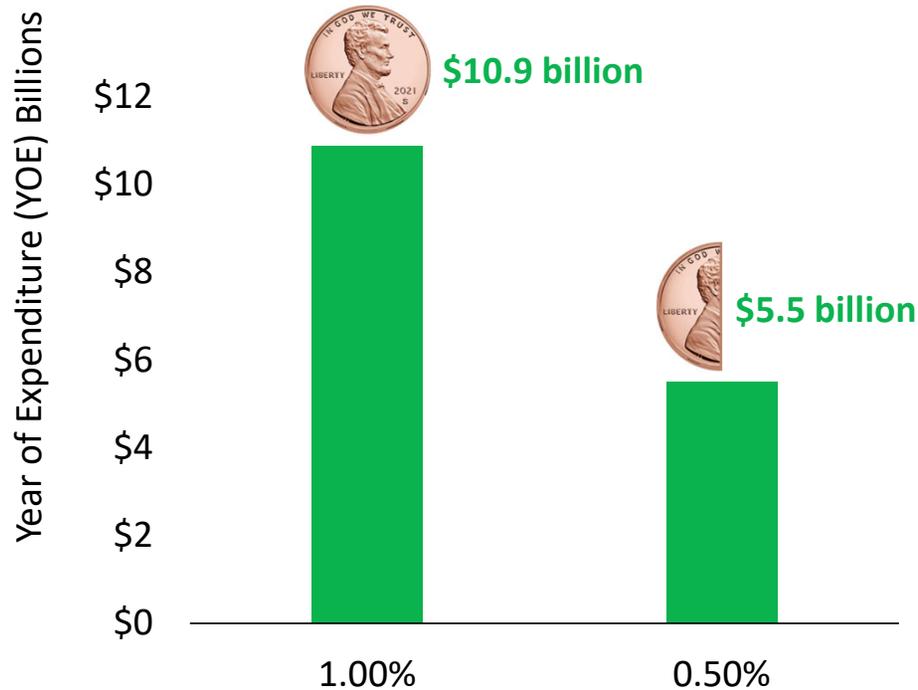


# MSPLOST Referendum Goals



# MSPLOST Revenue Forecast

## 30-year Revenue Projection



### MSPLOST leveraging opportunities:

- Federal Capital Investment Grant funds
- Federal formula funds (e.g., 5307, 5339)
- Other federal discretionary grant funds (e.g., RAISE, Bus and Bus Facilities grants)
- State funds (e.g., state transit trust funds, state bond proceeds)
- Other local funds
- Farebox revenue



# Program Delivery Scenarios

## 10-Year HCT Delivery *30-Year Duration*

- \$900M SPLOST Revenue Bonds, within ballot question
- Delivers larger 10-year, 108-mile \$2.7B HCT program (capital only)
- Leverages nearly \$800M in competitive federal CIG funds over the 10-year period
  - Limits risk and increases potential project ratings used to determine eligibility
- Fully funds long-term operations and maintenance costs

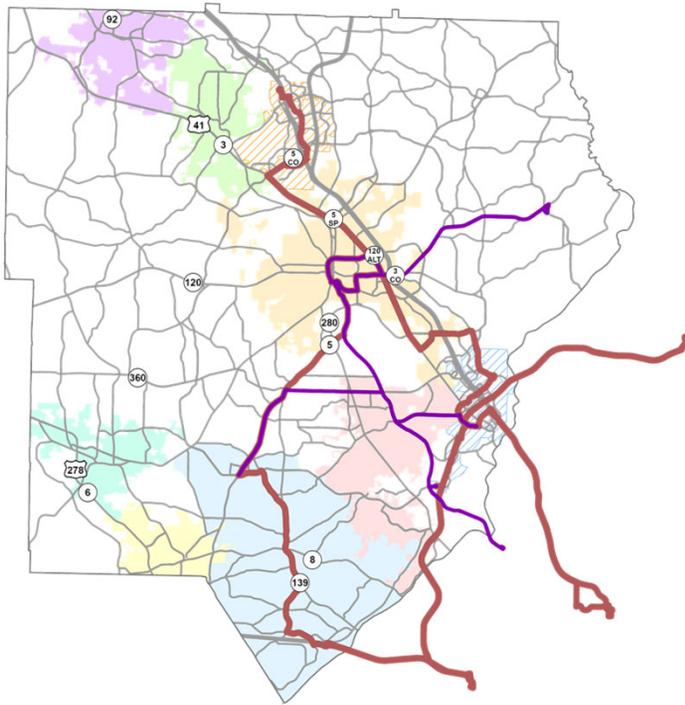
## 10-Year HCT Delivery *10-Year Duration*

- Pay-Go Only
- Delivers smaller 10-year, 53-mile \$1.7B HCT program (capital only)
- Leverages nearly \$600M in federal CIG funds over the 10-year period
  - Requires additional HCT project funding commitments to be eligible
- Additional funding commitments needed for long-term operations and maintenance costs

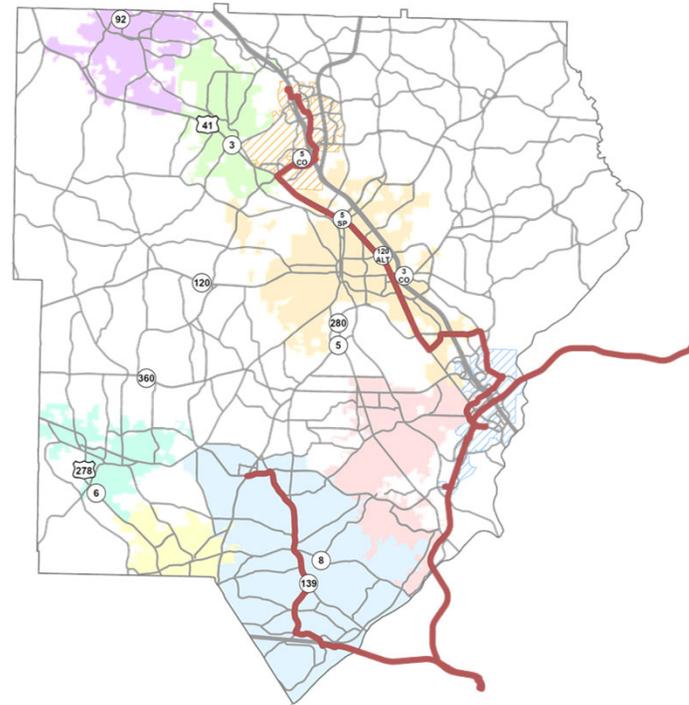


# Program Delivery Scenarios

**10-Year HCT Delivery**  
*30-Year Duration*



**10-Year HCT Delivery**  
*10-Year Duration*

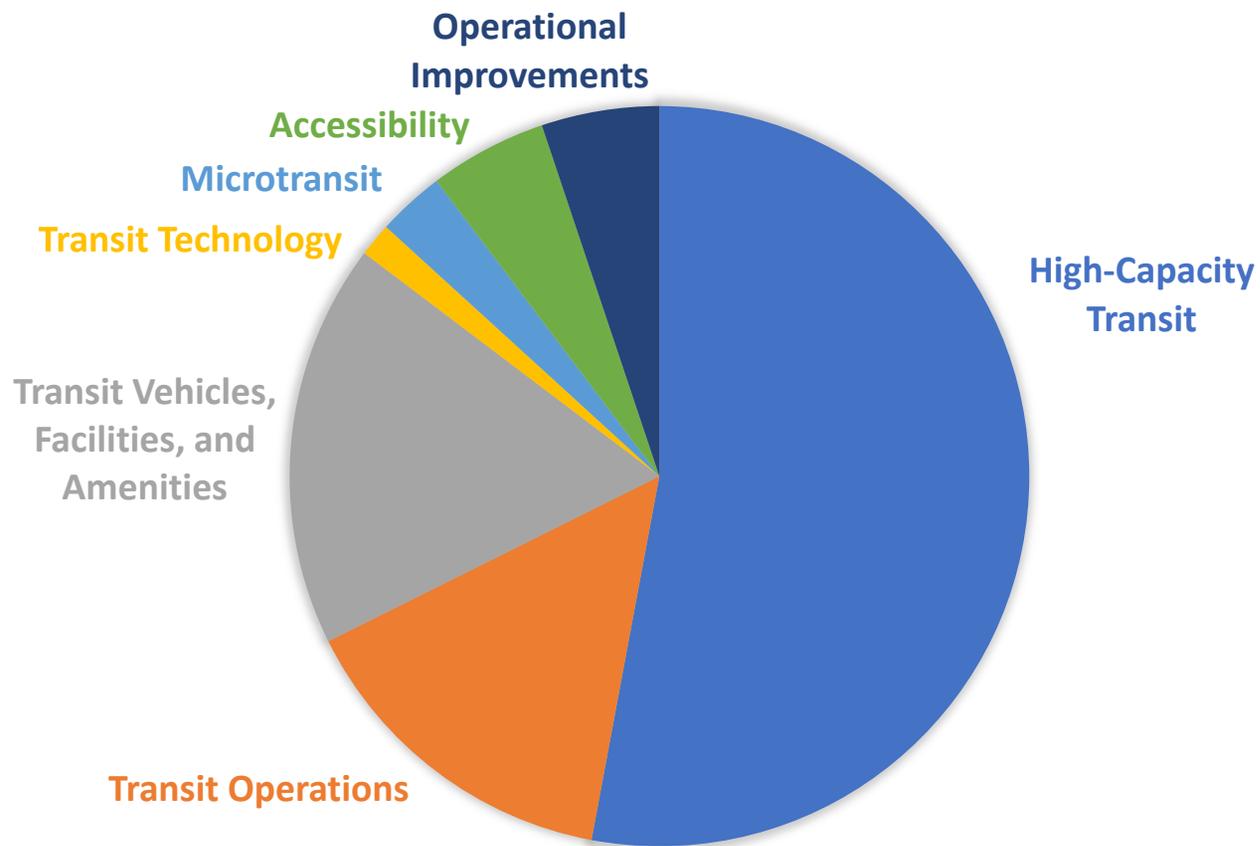


# Program Delivery Scenarios

	10-Year HCT Delivery 30-Year Sunset	10-Year HCT Delivery 10-Year Sunset
	Program Cost (\$M)	Program Cost (\$M)
<b>High-Capacity Transit</b> BRT, ART, and Top End BRT Project Capital, Operations, and Financing Costs	(108 miles) \$2,900 Town Center to Marietta BRT Marietta to Cumberland BRT Cumberland to Atlanta BRT Marietta to Hospital Triangle BRT Hospital Triangle to HE Holmes BRT Top End BRT Top End Extension BRT Cumberland to Hospital Triangle ART South Cobb Drive ART SR 120 ART	(53 miles) \$1,800 Town Center to Marietta BRT Marietta to Cumberland BRT Hospital Triangle to HE Holmes BRT Top End BRT Top End Extension BRT
<b>Transit Operations</b> Local, Commuter, Rapid Bus, Paratransit Operations	\$500	\$500
<b>Transit Vehicles, Facilities, and Amenities</b> Vehicles, Transit Maintenance and Transfer Facilities, and Local Bus Stop Upgrades	\$600	\$600
<b>Transit Technology</b> System Technology Upgrades, Vanpool, TNC	\$50	\$50
<b>Microtransit</b> Microtransit Services	\$100	\$100
<b>Accessibility</b> Bicycle and Pedestrian Transit Supportive Investments and City Set-Asides	\$175	\$175
<b>Operational Improvement</b> Roadway Corridor Transit Supportive Investments and City Set-Asides	\$175	\$175
<b>TOTAL</b>	<b>\$4,500</b>	<b>\$3,400</b>



# Program Composition





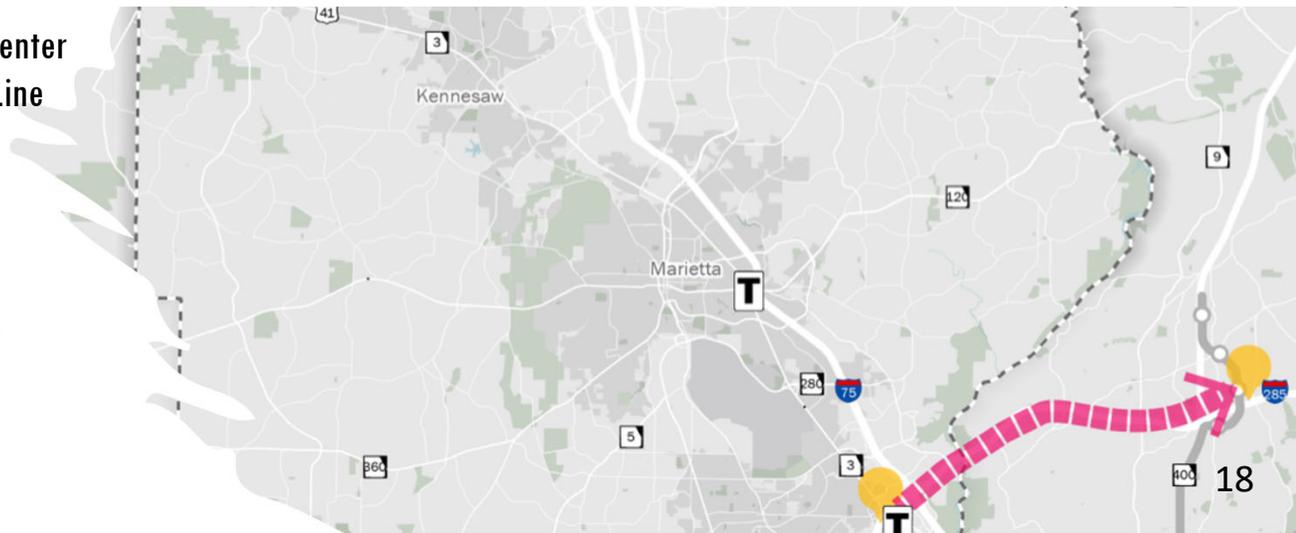
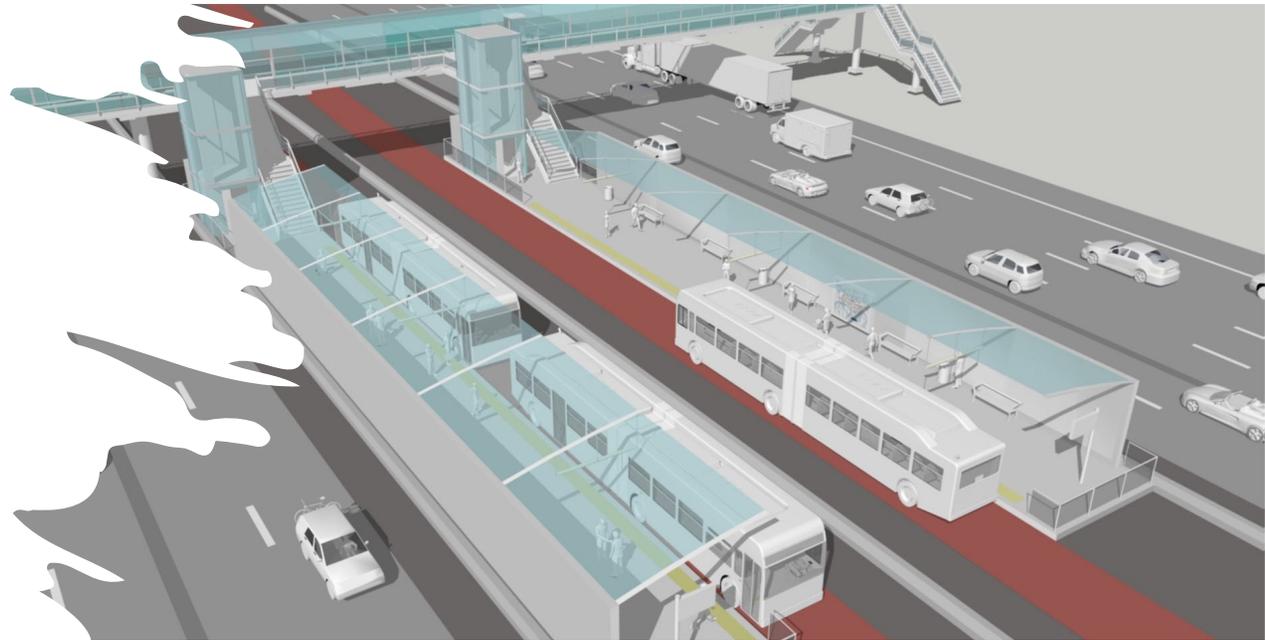
## High-Capacity Transit



# High-Capacity Transit: Example

*A Cobb resident living in Cumberland needs to get to Perimeter for work:*

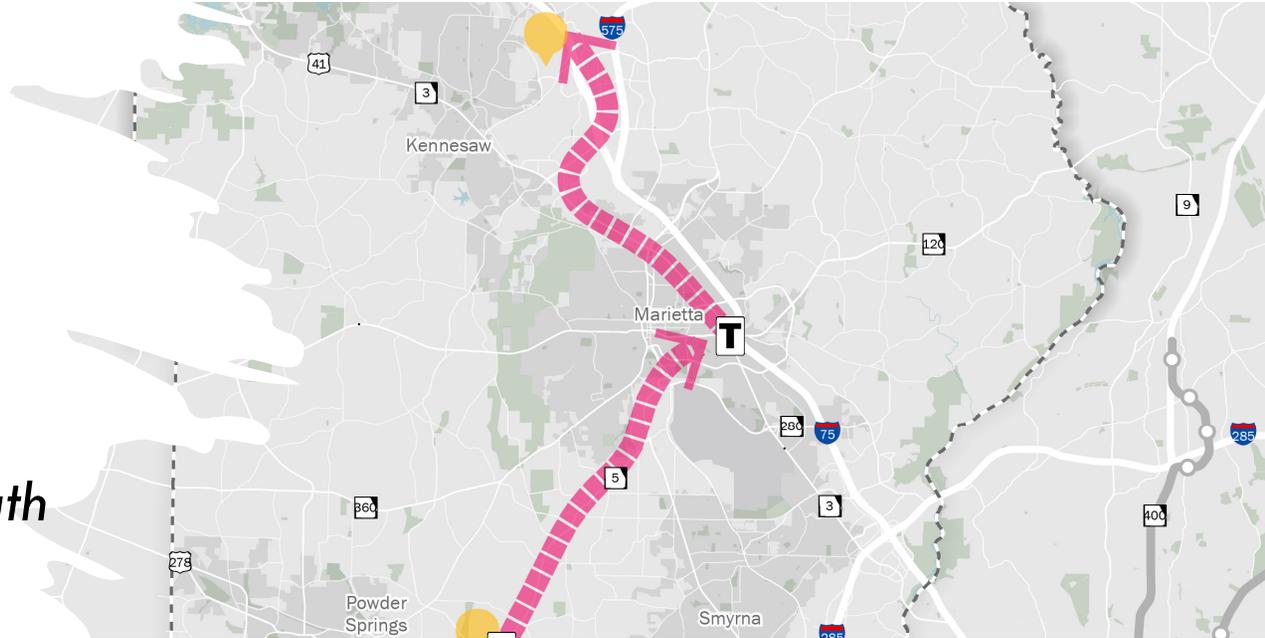
- **Today:**
  - Rapid bus from Cumberland to Arts Center Station, then transfer to MARTA Red Line to Dunwoody Station: 50 minutes
  - Personal Vehicle: 18-45 minutes
- **Future:**
  - Top End BRT to Perimeter: 15 minutes



# High-Capacity Transit: Example

*A student traveling from South Cobb to KSU:*

- Personal Vehicle
  - 25-55 minutes
- High Capacity Transit
  - 50 minutes



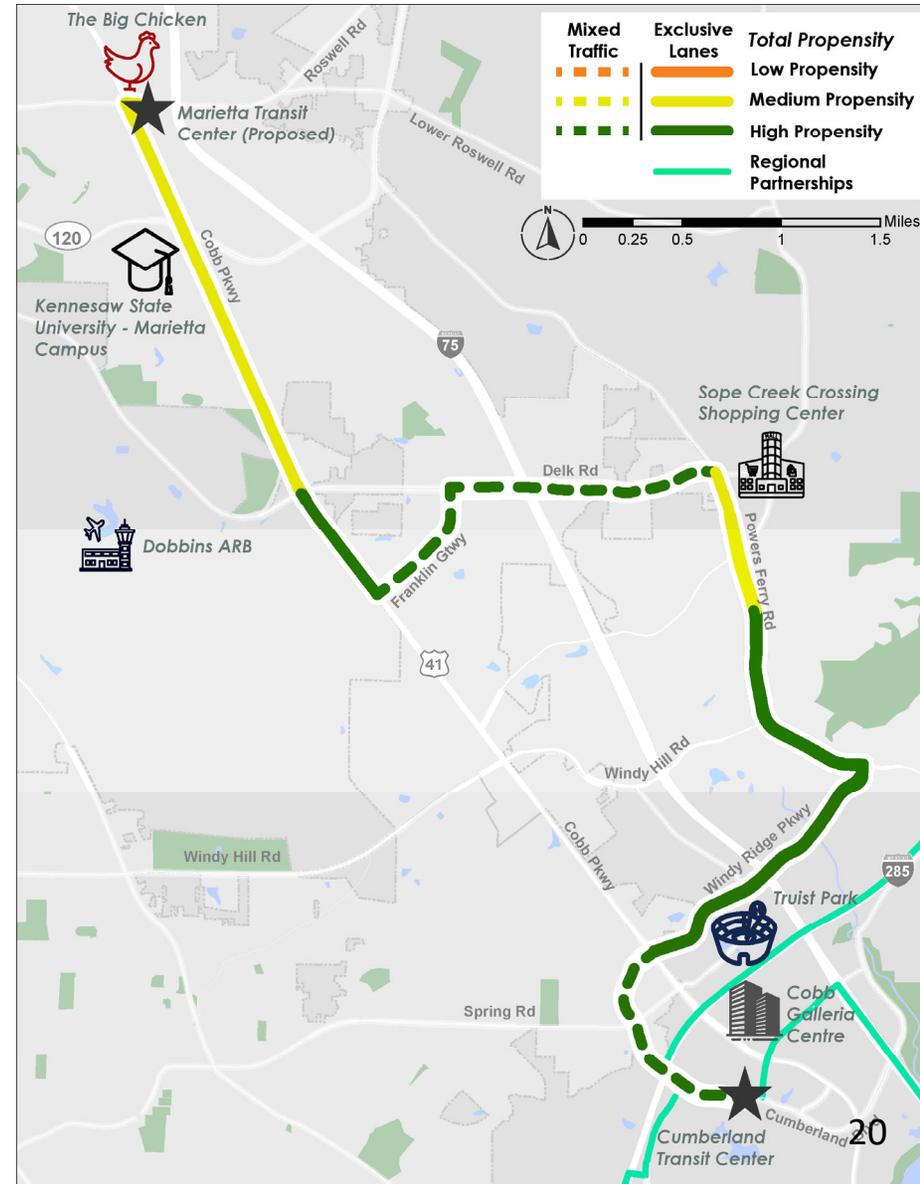
# BRT 500 Cumberland to Marietta

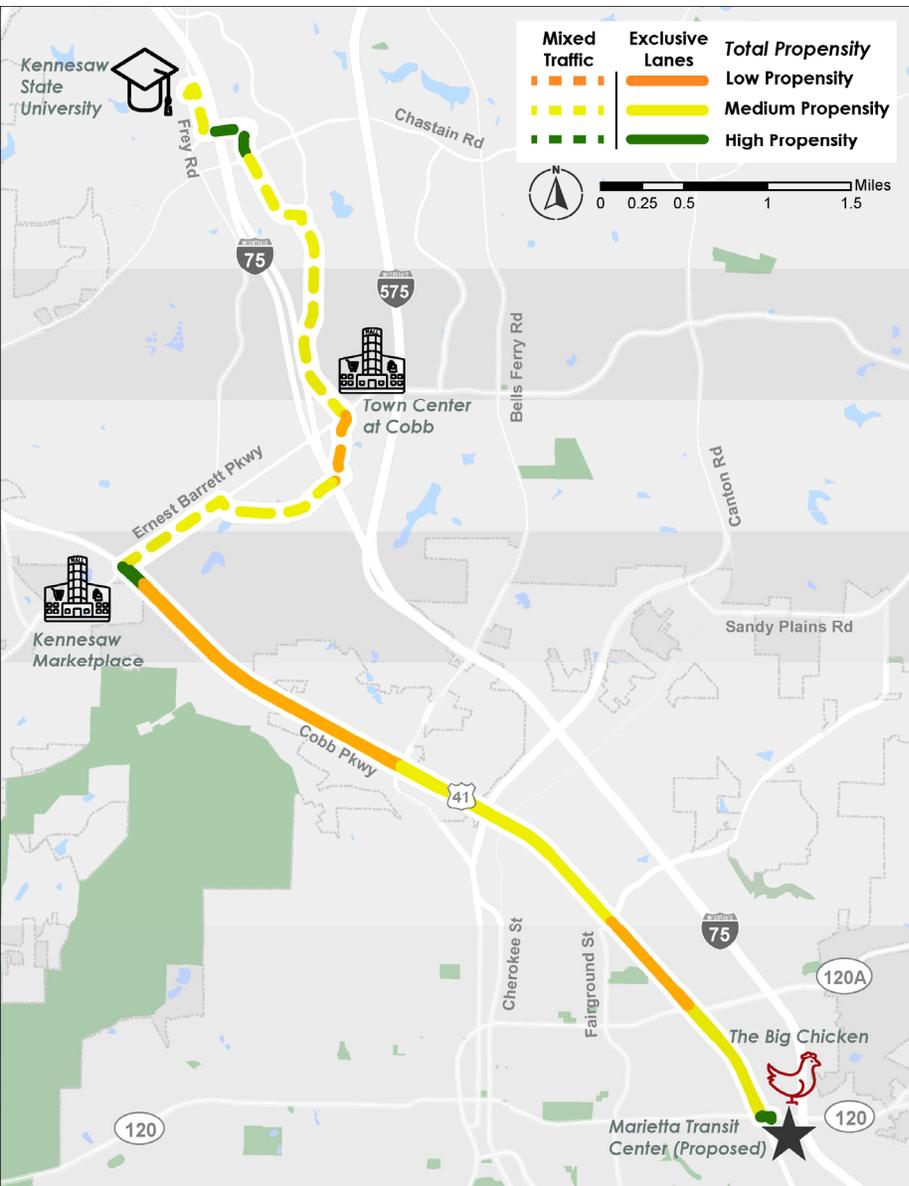
Criteria	Summary
Future Pop. Density (ppl/acre)	7.01
Future Emp. Density (jobs/acre)	17.68
Minority Population	25,548
Pop Age 65+	2,484
Households	36,971
Low Income HH	11,912
Propensity Score	2.77

Socioeconomic Characteristics

Corridor Characteristics

Criteria	Summary
Length (mi)	9.42
Ridership Rating	High
Percent Exclusive	65%
Capital Cost	\$250 to \$300 Million





# BRT 501B Town Center

Criteria	Summary
Future Pop. Density (ppl/acre)	3.78
Future Emp. Density (jobs/acre)	9.37
Minority Population	12,407
Pop Age 65+	1,426
Households	18,534
Low Income HH	9,160
Propensity Score	2.46

Socioeconomic Characteristics

Corridor Characteristics

Criteria	Summary
Length (mi)	9.54
Ridership Rating	Medium
Percent Exclusive	55%
Capital Cost	\$240 to \$290 Million

# BRT 503

## Marietta to South Cobb

Criteria	Summary
Future Pop. Density (ppl/acre)	5.46
Future Emp. Density (jobs/acre)	5.70
Minority Population	25,186
Pop Age 65+	4,467
Households	33,118
Low Income HH	9,097
Propensity Score	2.86

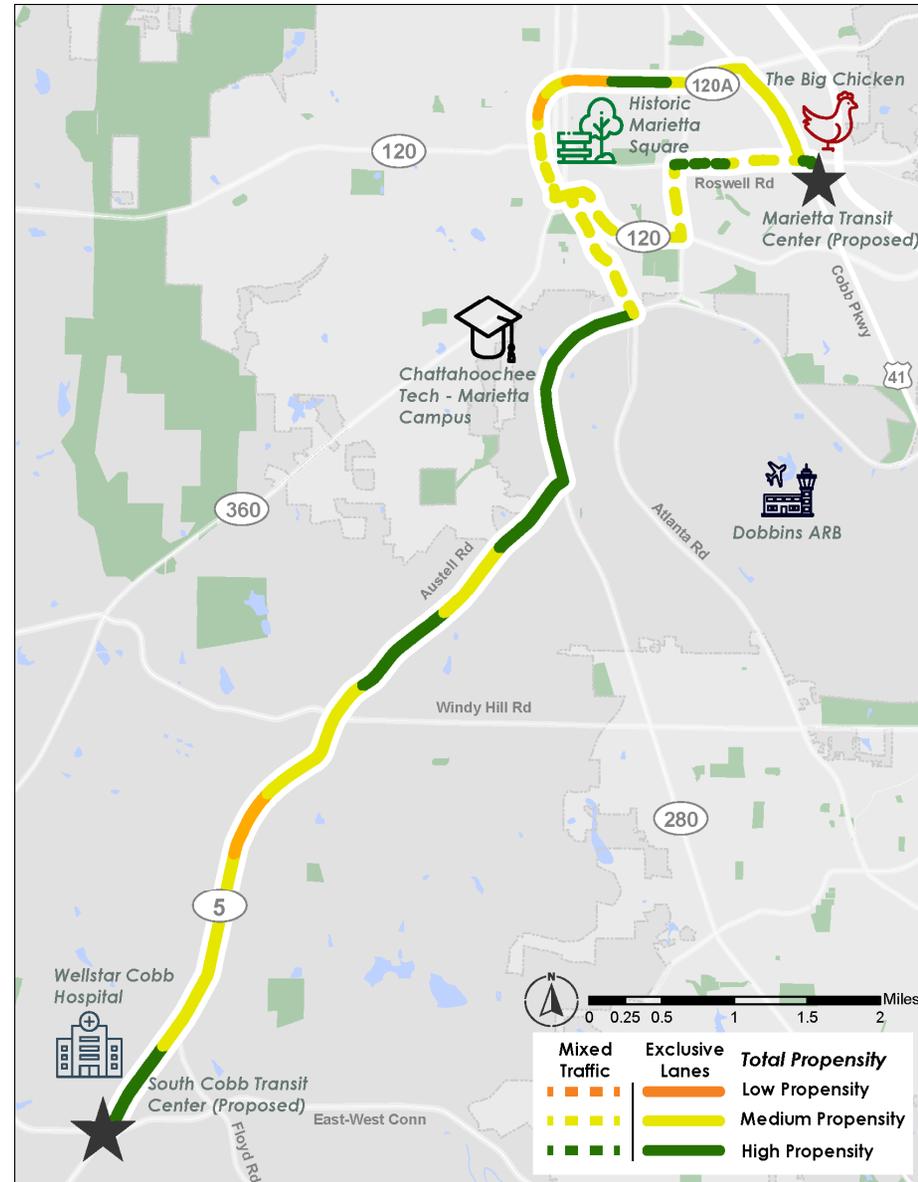
### Socioeconomic Characteristics

Criteria	Summary
Length (mi)	13.25
Ridership Rating	Medium
Percent Exclusive	65%
Capital Cost	\$350 - \$400 Million

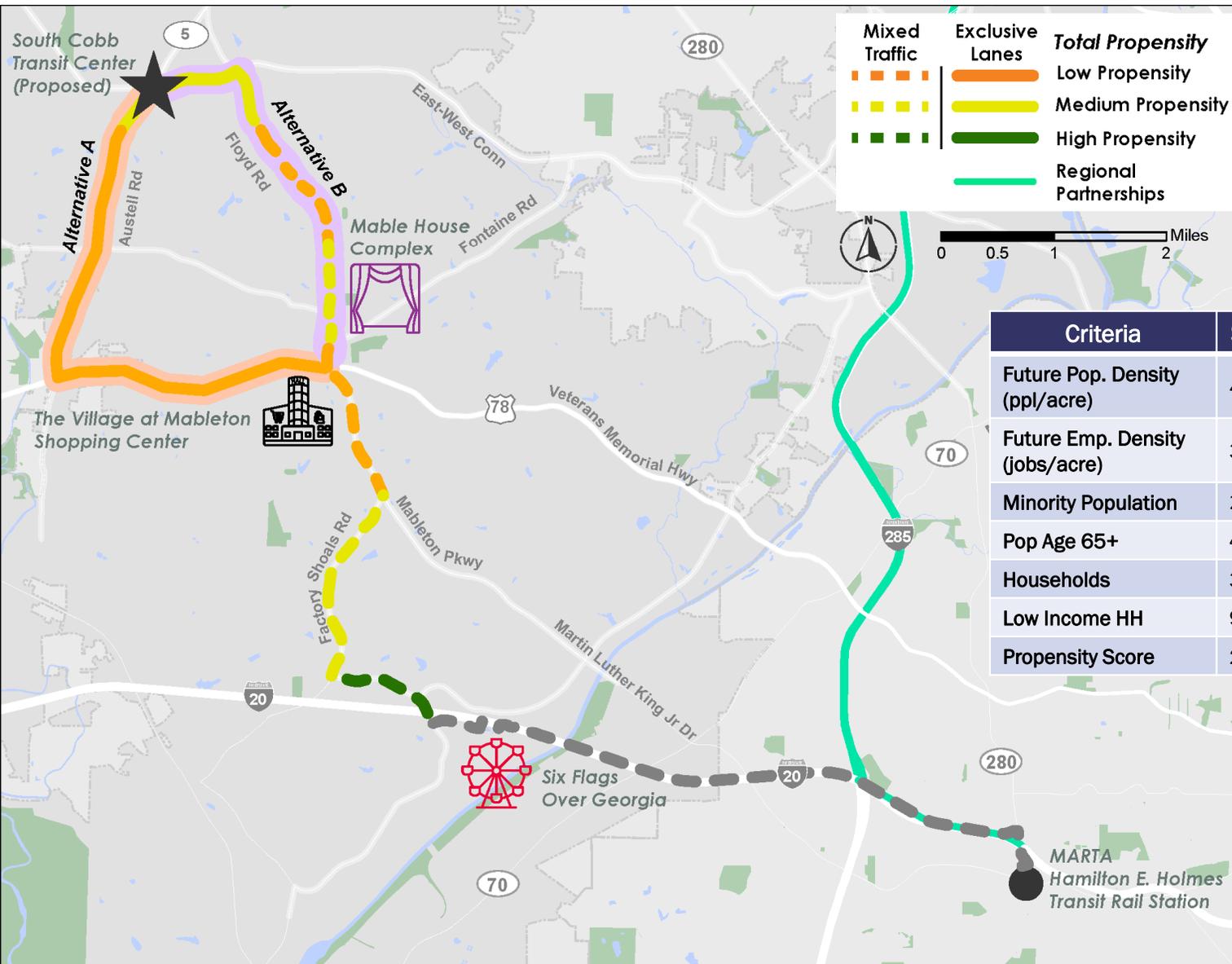
### Corridor Characteristics



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# BRT 506 South Cobb to HE Holmes



Criteria	Summary
Future Pop. Density (ppl/acre)	4.11
Future Emp. Density (jobs/acre)	3.25
Minority Population	27,499
Pop Age 65+	4,364
Households	31,878
Low Income HH	9,303
Propensity Score	2.73

Socioeconomic Characteristics

Corridor Characteristics

Criteria	Summary
Length (mi)	13.88
Ridership Rating	Medium
Percent Exclusive	15%
Capital Cost	\$150 - \$200 Million

# ART 504 Cumberland to South Cobb

Criteria	Summary
Future Pop. Density (ppl/acre)	6.45
Future Emp. Density (jobs/acre)	8.52
Minority Population	29,745
Pop Age 65+	4,227
Households	29,770
Low Income HH	9,336
Propensity Score	2.85

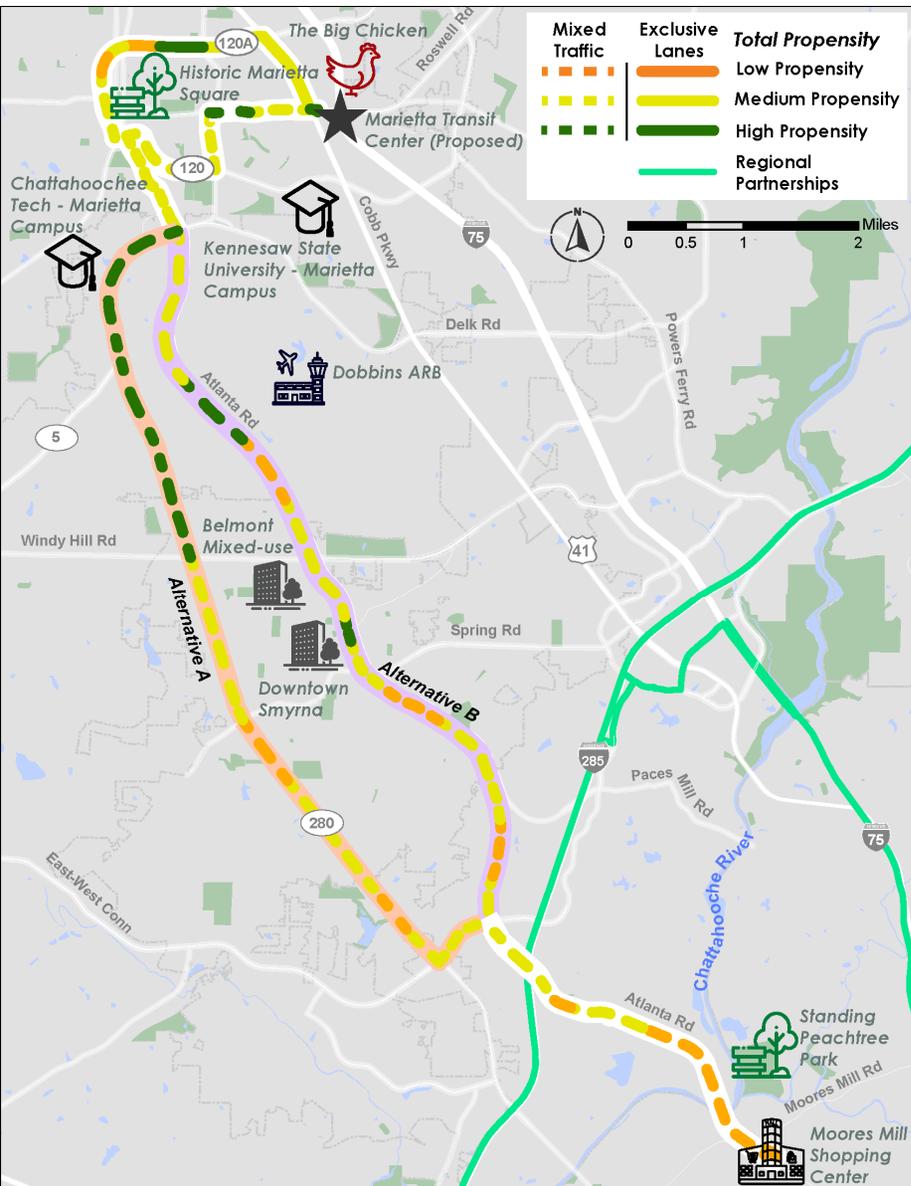
Socioeconomic Characteristics



Corridor Characteristics

Criteria	Summary
Length (mi)	6.95
Ridership Rating	High
Percent Exclusive *	31%
Capital Cost	\$75 - \$100 Million





# ART 21 South Cobb Drive

Criteria	Summary
Future Pop. Density (ppl/acre)	5.84
Future Emp. Density (jobs/acre)	5.23
Minority Population	27,403
Pop Age 65+	4,917
Households	20,047
Low Income HH	8,703
Propensity Score	2.66

Socioeconomic Characteristics

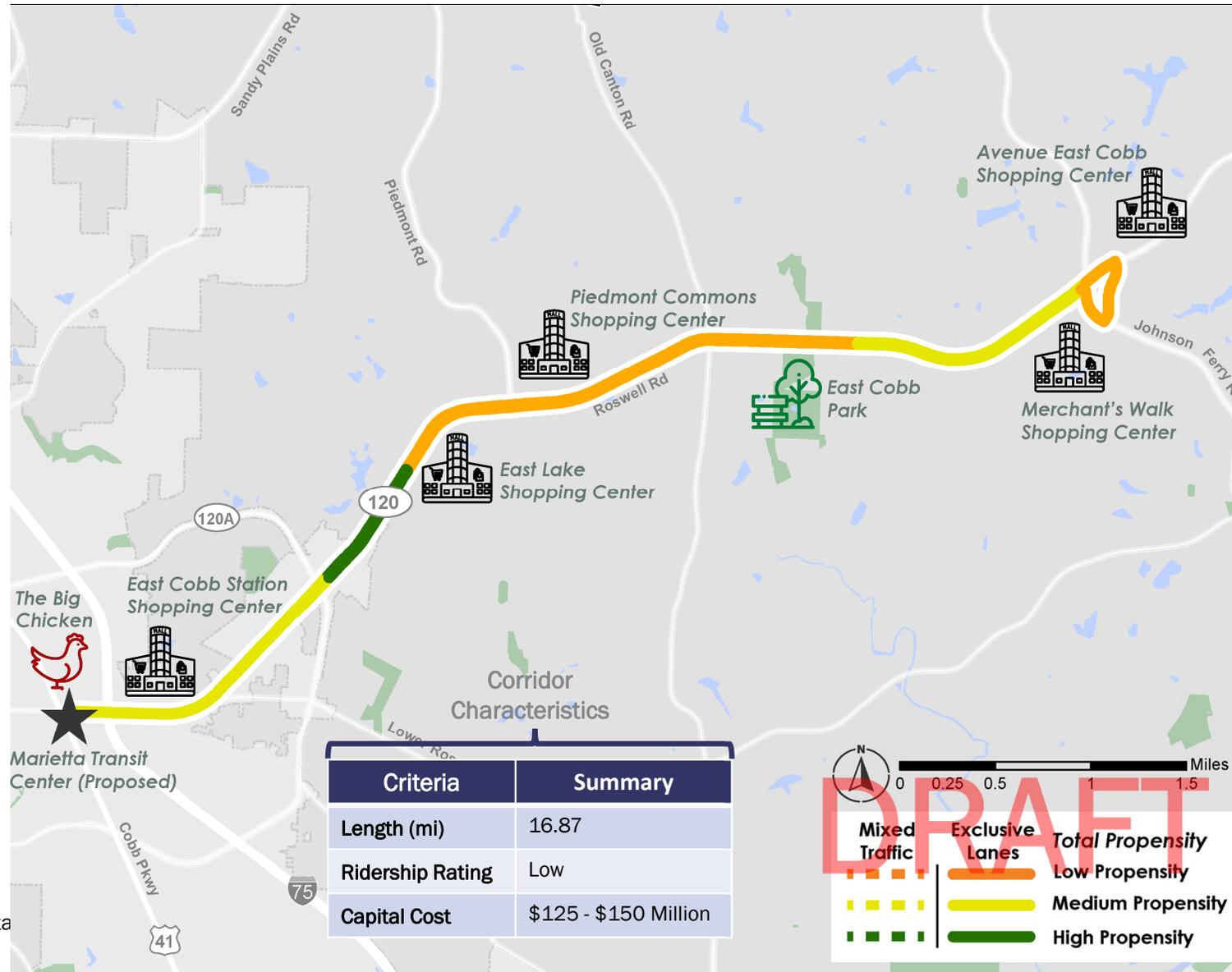
Corridor Characteristics

Criteria	Summary
Length (mi)	16.87
Ridership Rating	High
Percent Exclusive *	17%
Capital Cost	\$125 - \$150 Million

# ART 204 Roswell Rd/ SR120

Socioeconomic  
Characteristics

Criteria	Summary
Future Pop. Density (ppl/acre)	4.80
Future Emp. Density (jobs/acre)	3.39
Minority Population	27,403
Pop Age 65+	4,917
Households	20,047
Low Income HH	8,703
Propensity Score	2.66



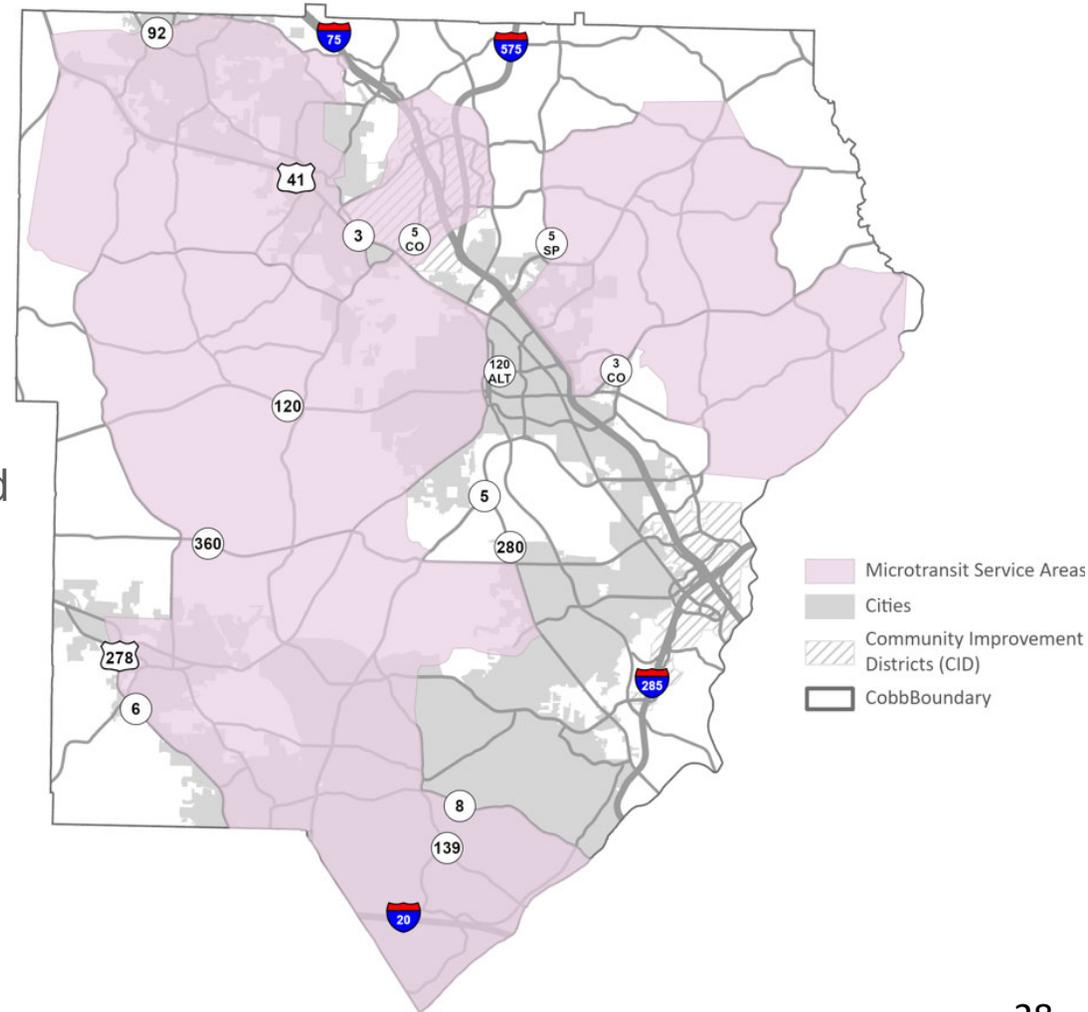


# Microtransit Service

# Microtransit Service

## Service Overview:

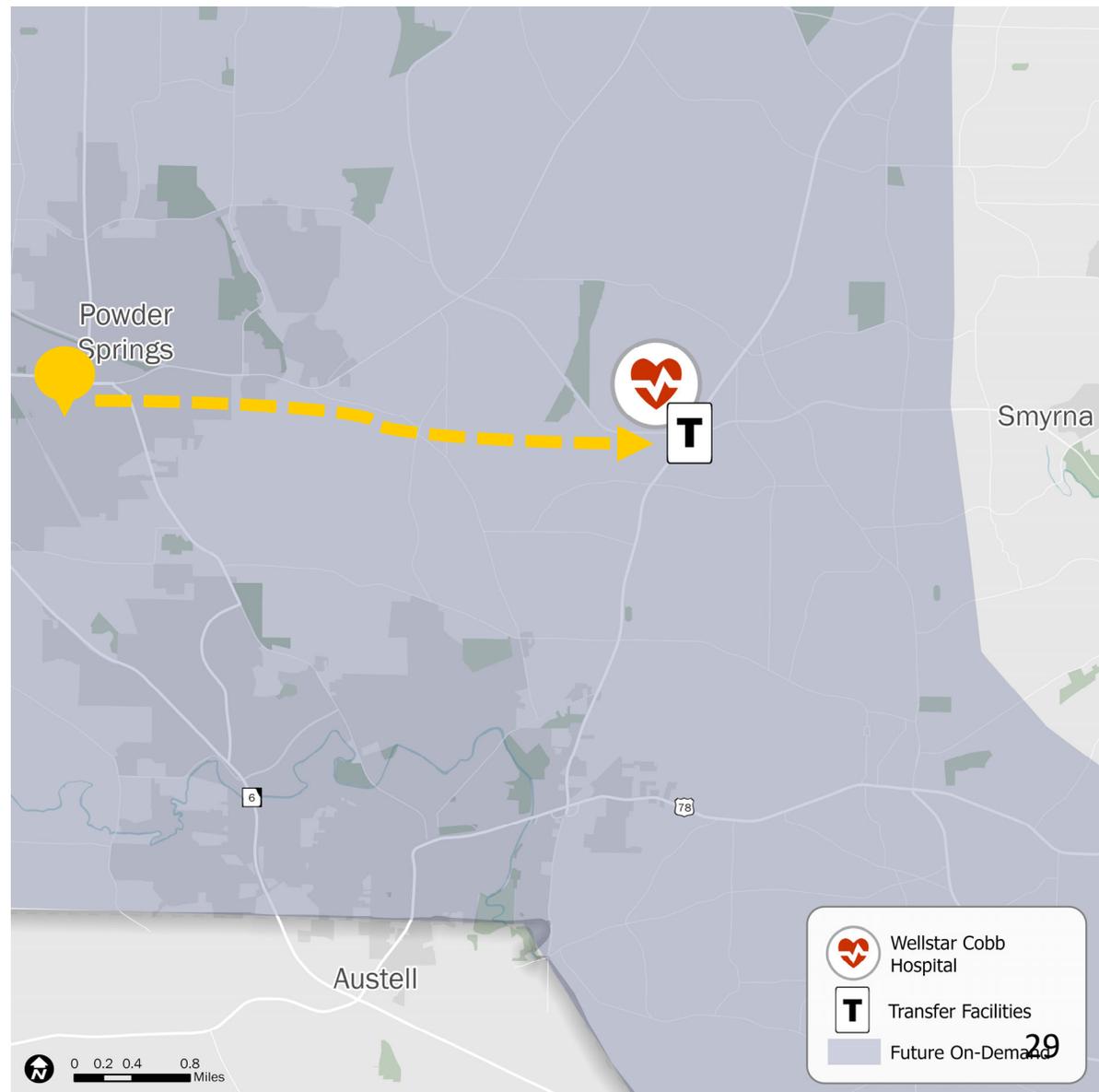
- Pick ups and drops off are provided within defined geographic zones
- Curb-to-curb service is provided “on-demand”
- Connections outside service zones and the region would be made at designated transfer locations such as transit centers and HCT stations
- Trip requests can be made using a mobile app with response time goal of 20-30 minutes
- Service zones to be developed for the entire County



# Microtransit Service

For example – an older adult living in Powder Springs traveling to Hospital Triangle for a medical appointment:

- Today:
  - Currently has no access on transit
  - Uber to Hospital Cost: ~\$52
- In the Future:
  - Take microtransit to the Transfer Center within 15-30 minutes





# Transit Operations

# Transit Operations

Expand the Transit Coverage and increase the total population and jobs served by Transit

**Key Objectives:**

Increase Cobb residents' Access to Transit Service

Improve Customer Experience

Expand Local Fixed Route System

Improve Reliability of CobbLinc Transit Service

Expand connectivity to Regional Transit Network

Implement Local Circulator Routes within Activity Centers





# Transit Vehicles, Facilities, and Amenities



# Transit Technology



# Transit Technology

Incorporate Technology to improve the efficiency, effectiveness and security of the Transit System throughout the program life.

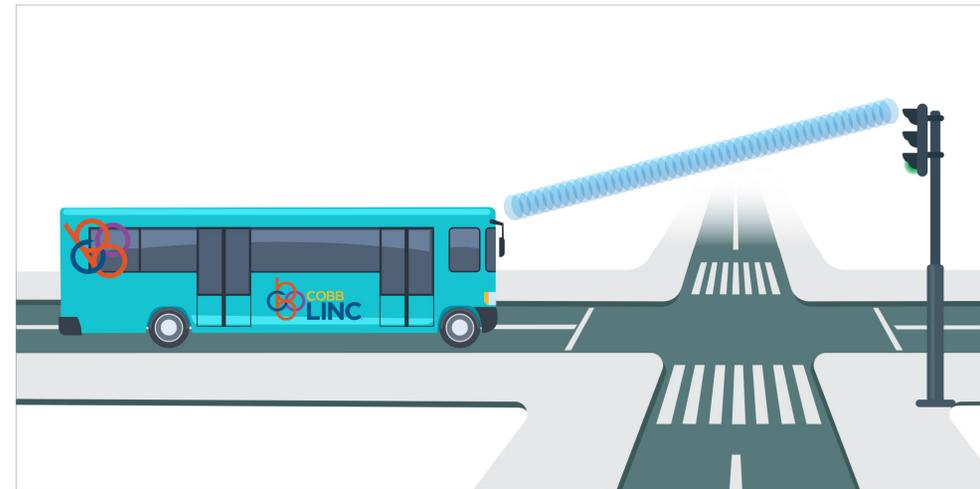
## Key Objectives:

Integrate Traffic Signal Priority System into network

Explore Automated Vehicle Connectivity

Increase Passenger and Vehicle Safety Features

Expand Passenger Information Systems





# Transit Supportive

# What is a Transit Supportive Project?

*A project that enhances the performance of transit, increases rider access to transit, or improves the safety of the transit system through infrastructure improvements.*



Roadway capacity  
*Improves transit performance*



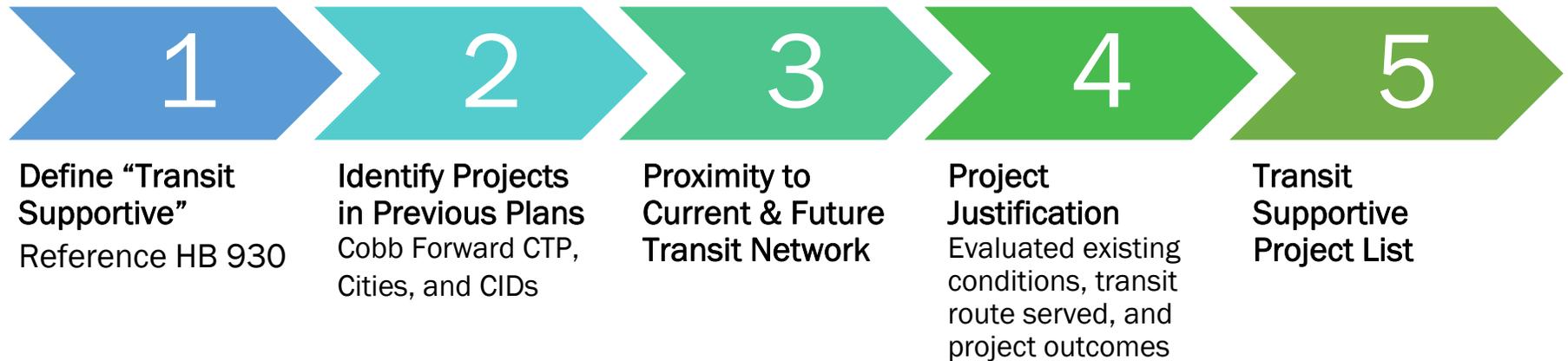
Roadway operations and intersection upgrades  
*Improves transit performance and safety*



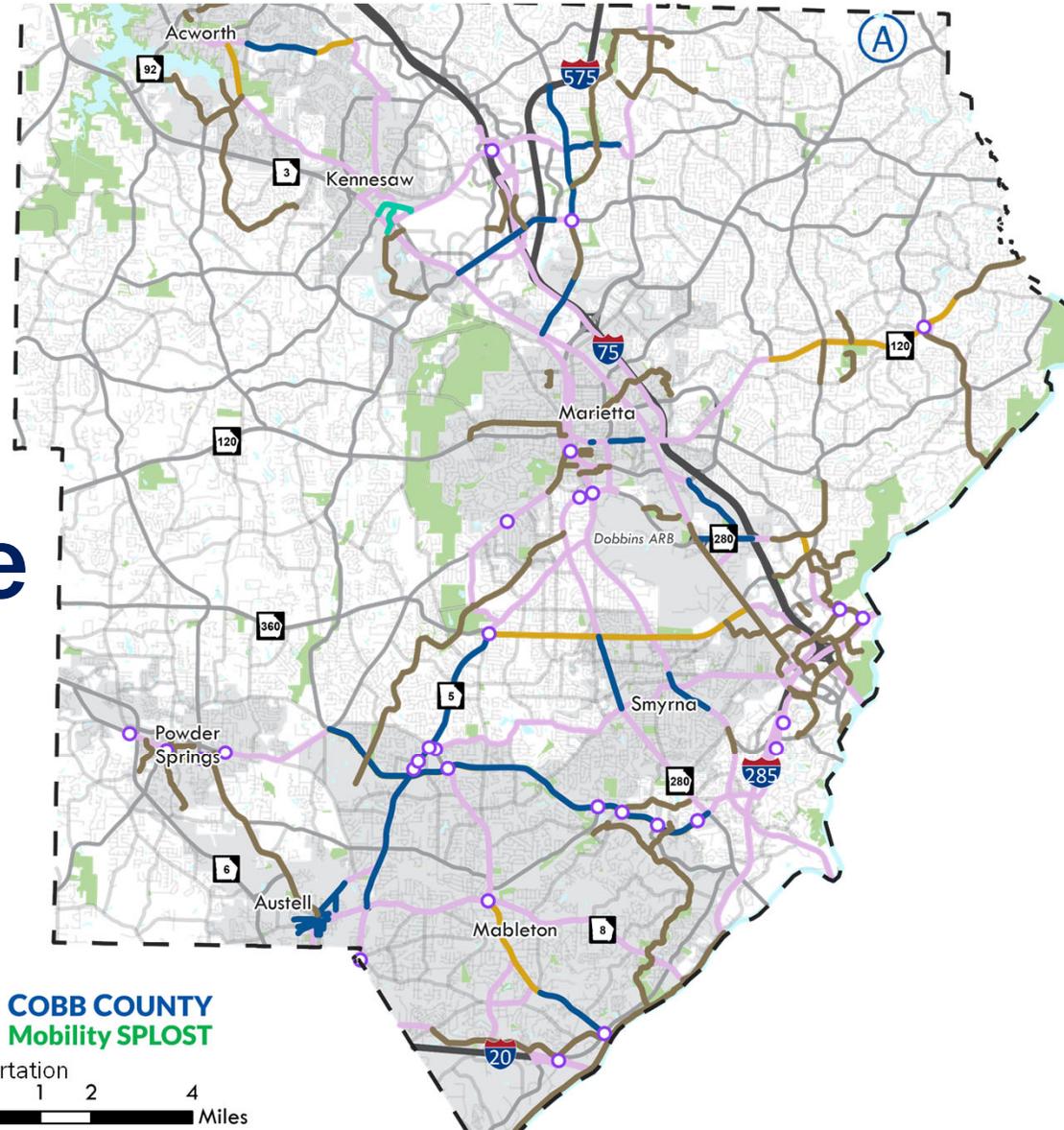
Sidewalks, multiuse paths, and complete streets  
*Improves access to transit and rider safety*



# Transit Supportive Project List Development



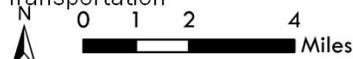
# Transit Supportive Projects



- Legend**
- Parks
  - Lakes and Rivers
  - Cities
  - Future Transit Network
  - Intersection Improvements
- Transit Supportive Project Types**
- Operational - Corridor
  - New Connection
  - Capacity
  - Greenway and Trail Improvements

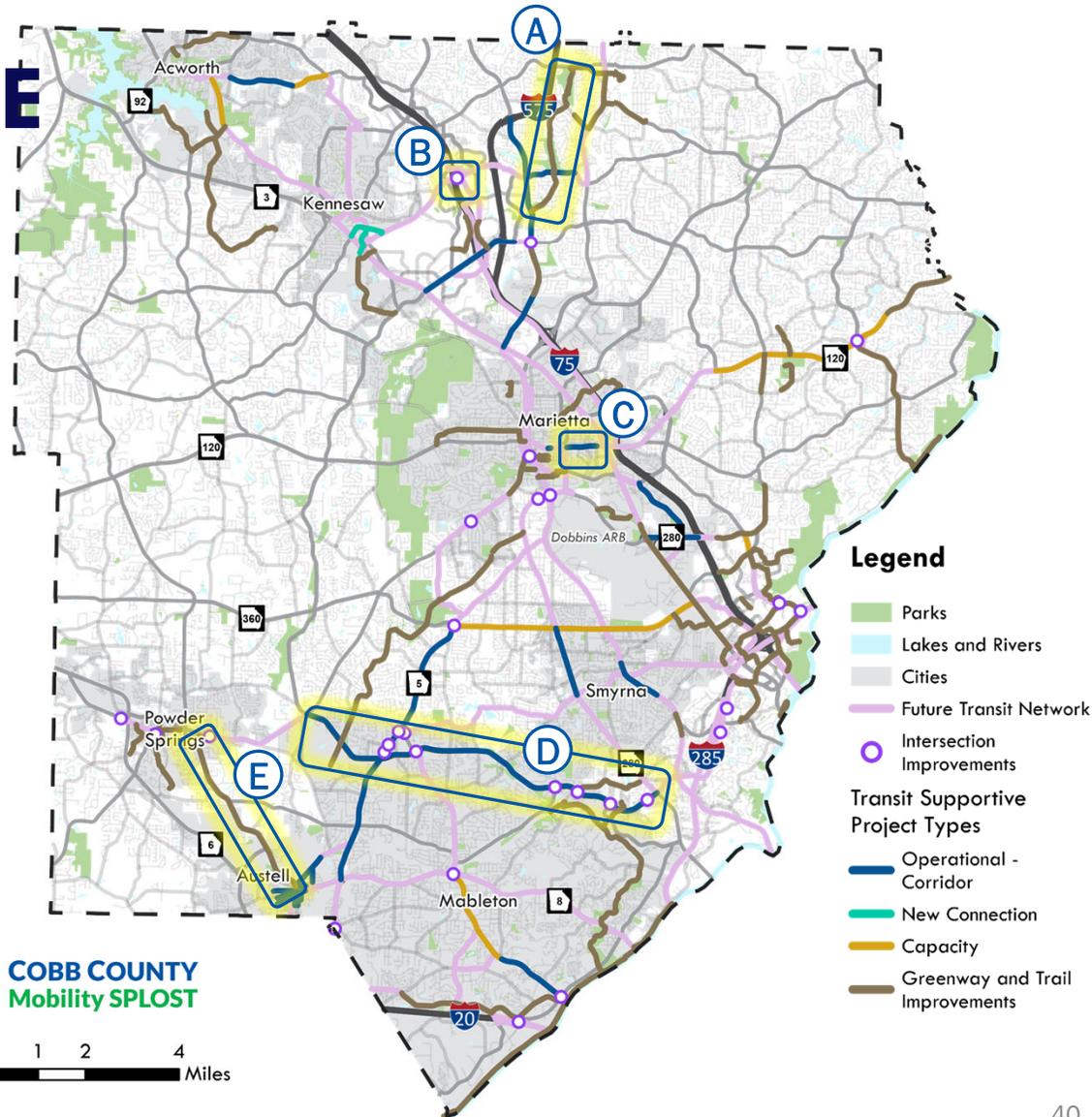


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# TRANSIT SUPPORTIVE PROJECT EXAMPLES

- A Trail Improvements:**
  - **Example:** Noonday Creek Trail
  - Multiuse trail connecting parks and residential communities with transit
- B Intersection Improvements:**
  - **Example:** Chastain Road at I-75 ramp intersection
  - Improves the performance of two existing local bus routes that traverse this intersection
- C Operational Corridor Improvements:**
  - **Example:** Roswell Street Improvements
  - Improves access and safety for transit users via sidewalks, lighting, streetscaping, medians, and turn lanes
- D Corridor Improvements:**
  - **Example:** East-West Connector Improvements
  - Safety and operational improvements along a transit route
- E Trail and Sidewalk Improvements:**
  - **Example:** Austell-Powder Springs Road Trail
  - Improves pedestrian and bicycle access between two transit routes



# Public Engagement Plan

Identify community transportation priorities, including project types and geographic areas of need.

Gauge community support for new funding and understanding of the proposed referendum.

Measure the success of outreach methods to improve Phase 2 engagement.



# Public Engagement Plan

Develop a survey tool that can be used in multiple platforms, virtually and in-person.

## Survey Distribution

### Virtual

- County email lists and social media
- Partner network distribution

### Literature Drops

- Colleges and Universities
- Senior Centers
- County and City Government Centers
- Recreation Centers and Libraries
- Transfer Centers

## In-Person Meetings

### Partner Event Pop-Ups (September through October)

- Taste of Smyrna, 9/16
- Marietta Street Fest, 9/18
- Fall-O-Ween Festival in Kennesaw, 10/7
- Farmers Markets (County Wide)
- Town Hall Meetings, 9/7, 9/25, 10/5, 10/9, and 10/19

### Open Houses (October 16 - 27)

- Cobb Government Center, Marietta
- District 1: North Cobb Regional Library, Kennesaw
- District 2: Vinings Library, Vinings
- District 3: Sewell Mill Library and Cultural Center, Marietta
- District 4: Powder Springs Library, Powder Springs



# Discussion and Next Steps

Determine BOC consensus on following questions:

- Sales Tax amount (up to 1%)
- Sales Tax duration (up to 30-years)
- Confirm project categories
- Affirm schedule and next steps



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