

Cumberland Transit Center Site Feasibility Study

City of Smyrna
March 21, 2024

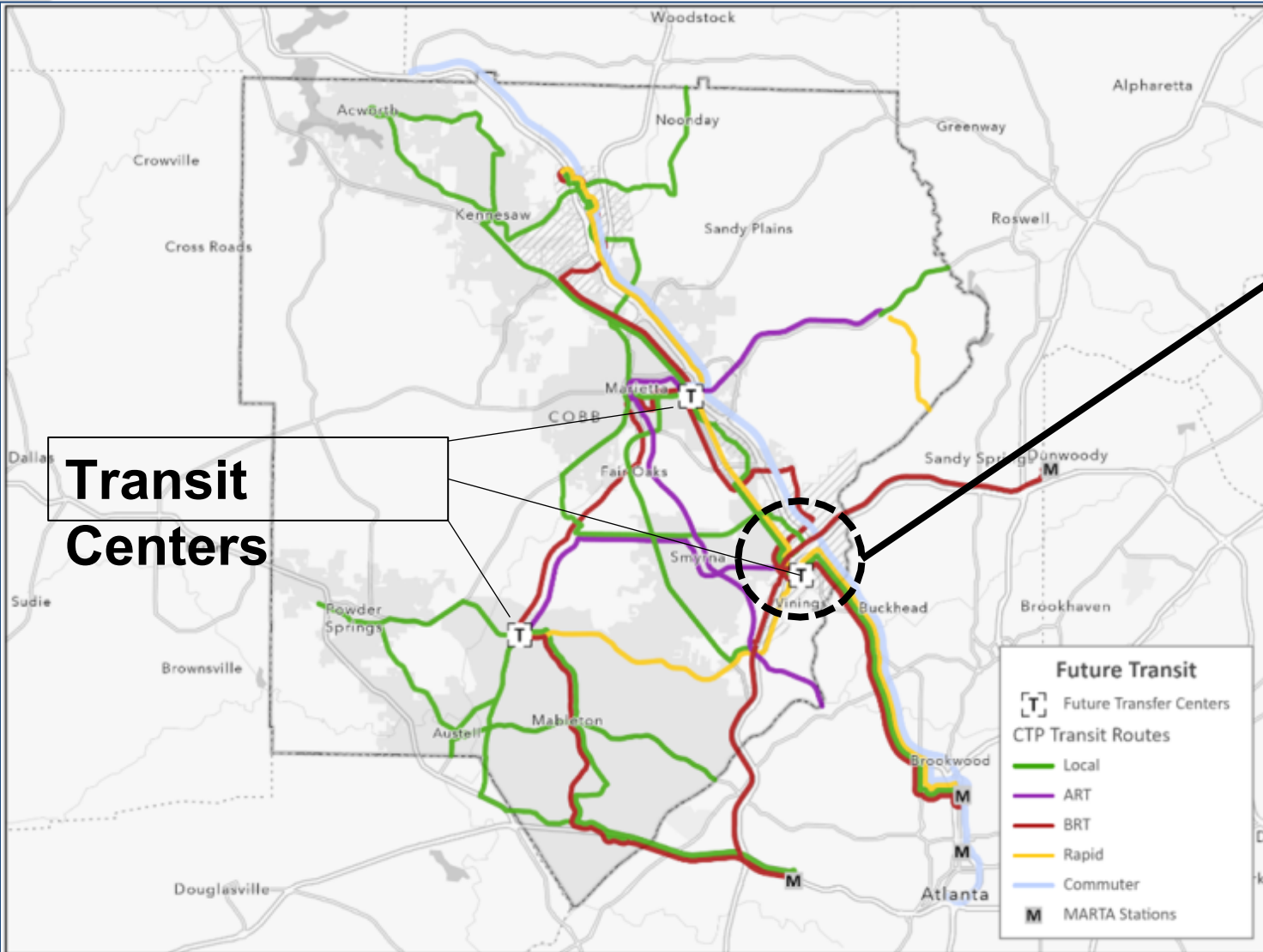


Challenges - Existing Cumberland Transfer Center

- Bus bays at capacity
- No parking for riders
- No drop-off / kiss and ride
- Difficult access
- No internal bus circulation (buses must turn in mall lot)
- Inadequate bus shelter sizes
- Too narrow for buses
- Multimodal access challenges
- Not central to some activity centers



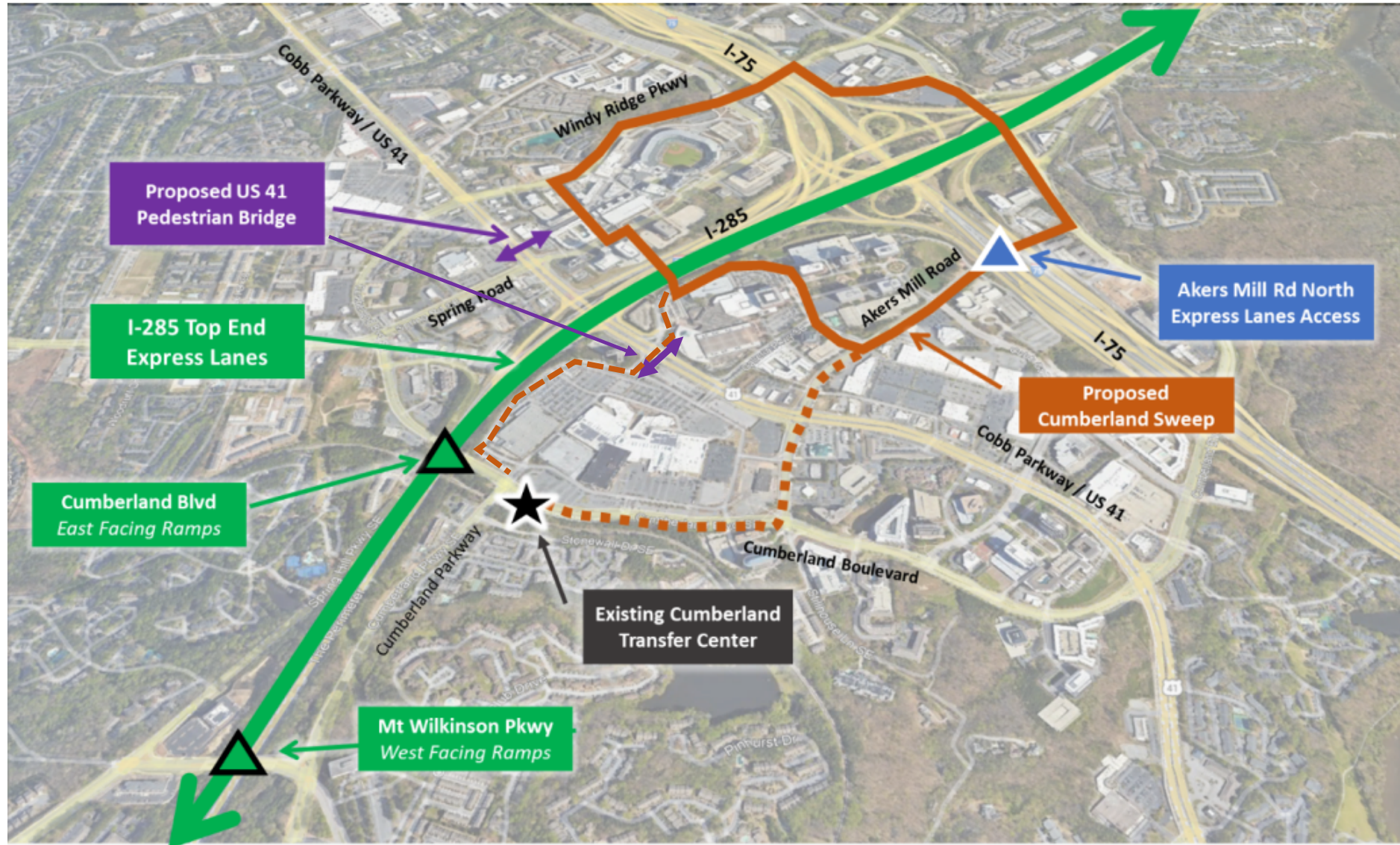
CobbForward CTP / Mobility SPLOST Program



- Arterial Rapid Transit (ART)
- Bus Rapid Transit (BRT)
- Commuter Service
- Regional BRT along GDOT's New Express Lanes

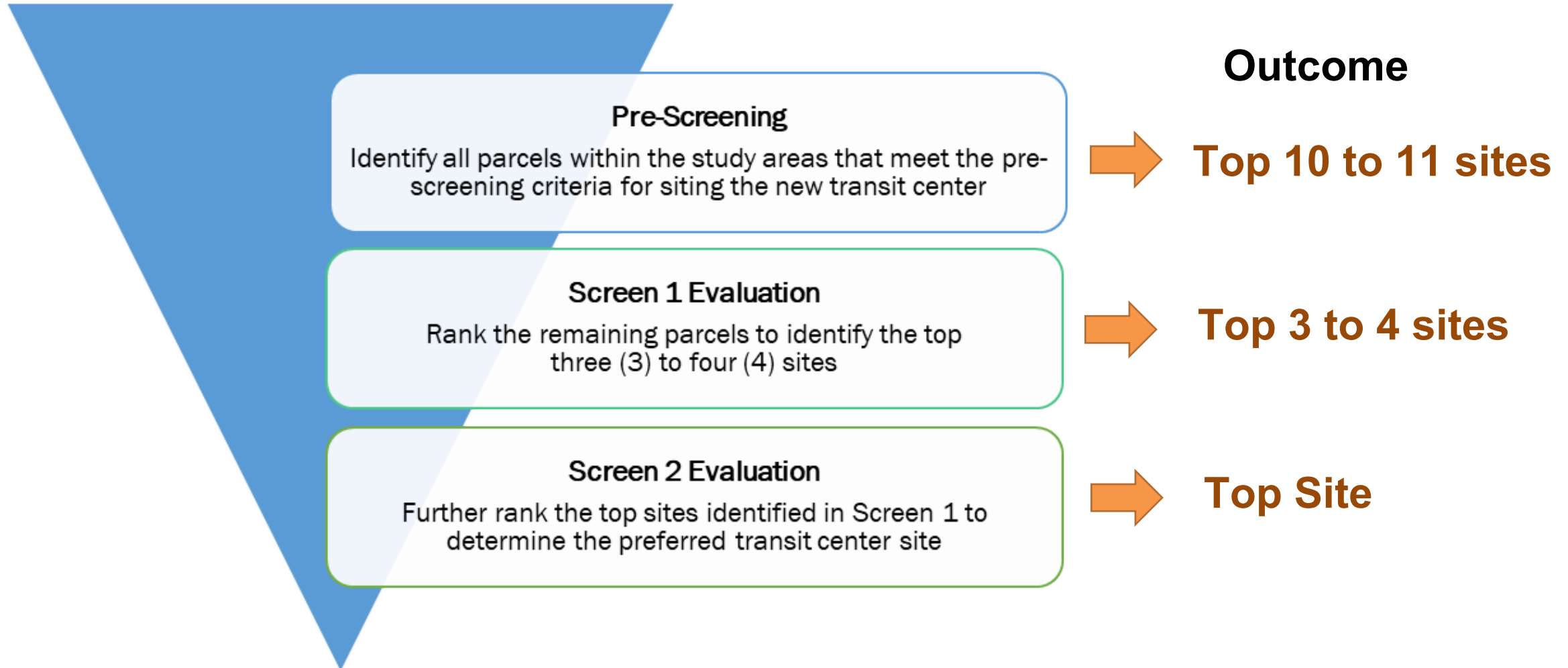


Proposed Major Multimodal Projects



Site Evaluation Process

Phase 1 Study (Completed Spring '23: Site Needs Assessment)



Program Elements

Pre-Screening Results: 11 Sites Identified



Description

The primary purpose of the Pre-Screening was to identify parcels that met the primary site criteria. The Pre-Screening was largely GIS-based and considered geography, community resources, environmental features, development/redevelopment potential, and land use.

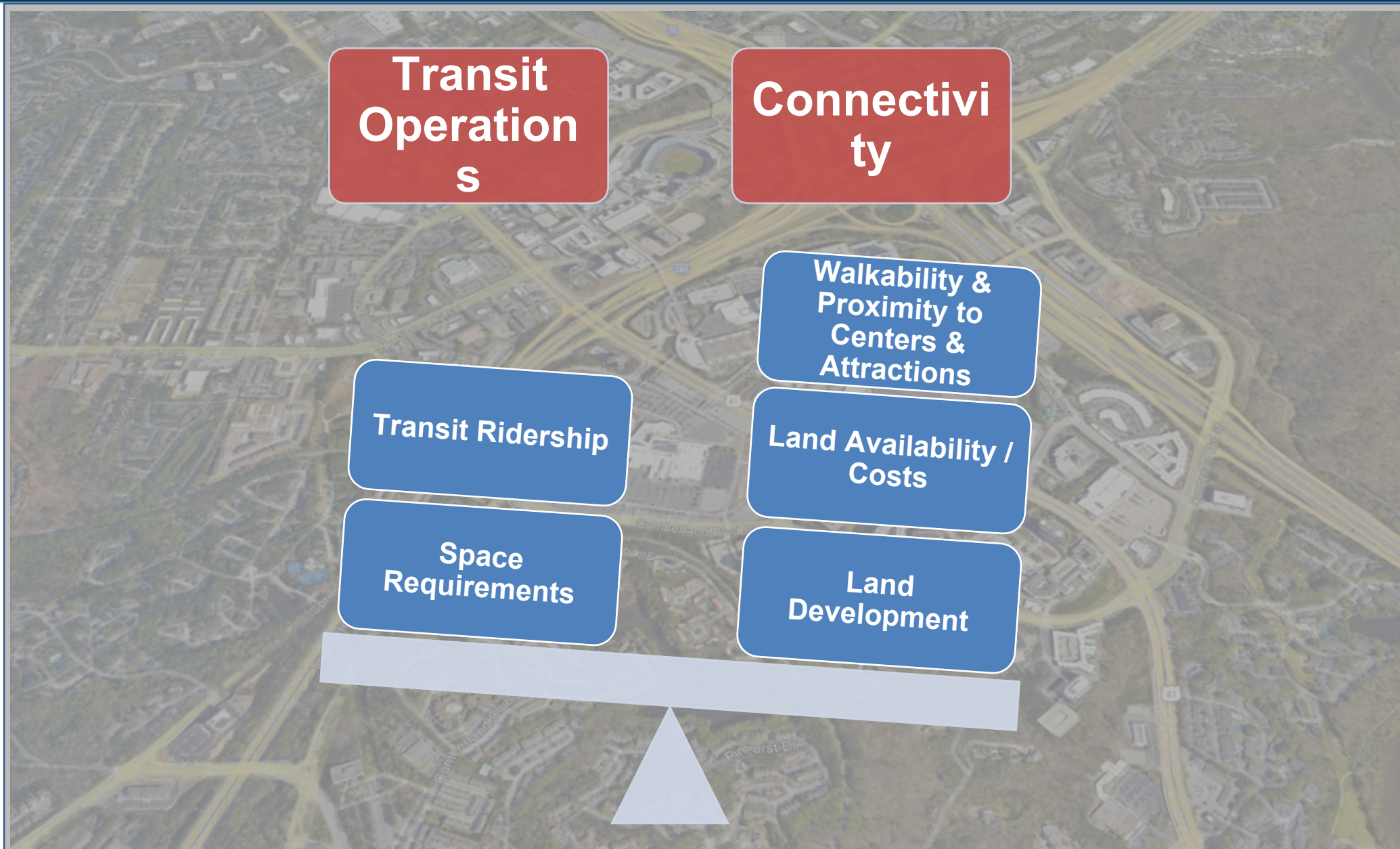
Screen 1 Results: 4 Sites Identified



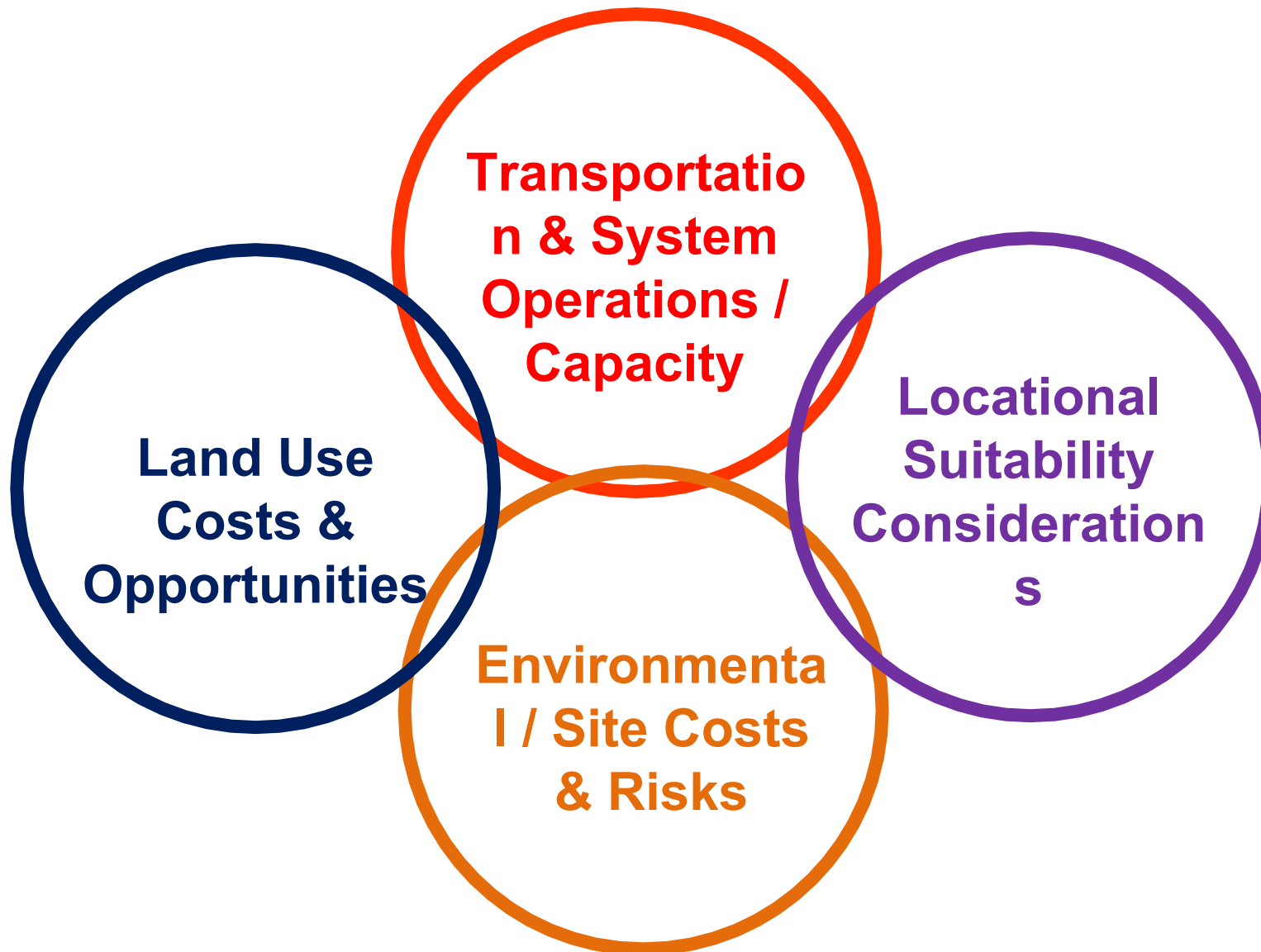
Description

Screen 1 involved a more detailed screening and prioritization process. Sixteen (16) criteria in four (4) categories were used to score the 11 sites. The Project Team also considered a handful of additional considerations including adjacency to other planned or proposed transportation improvements, survey results, and transit propensity.

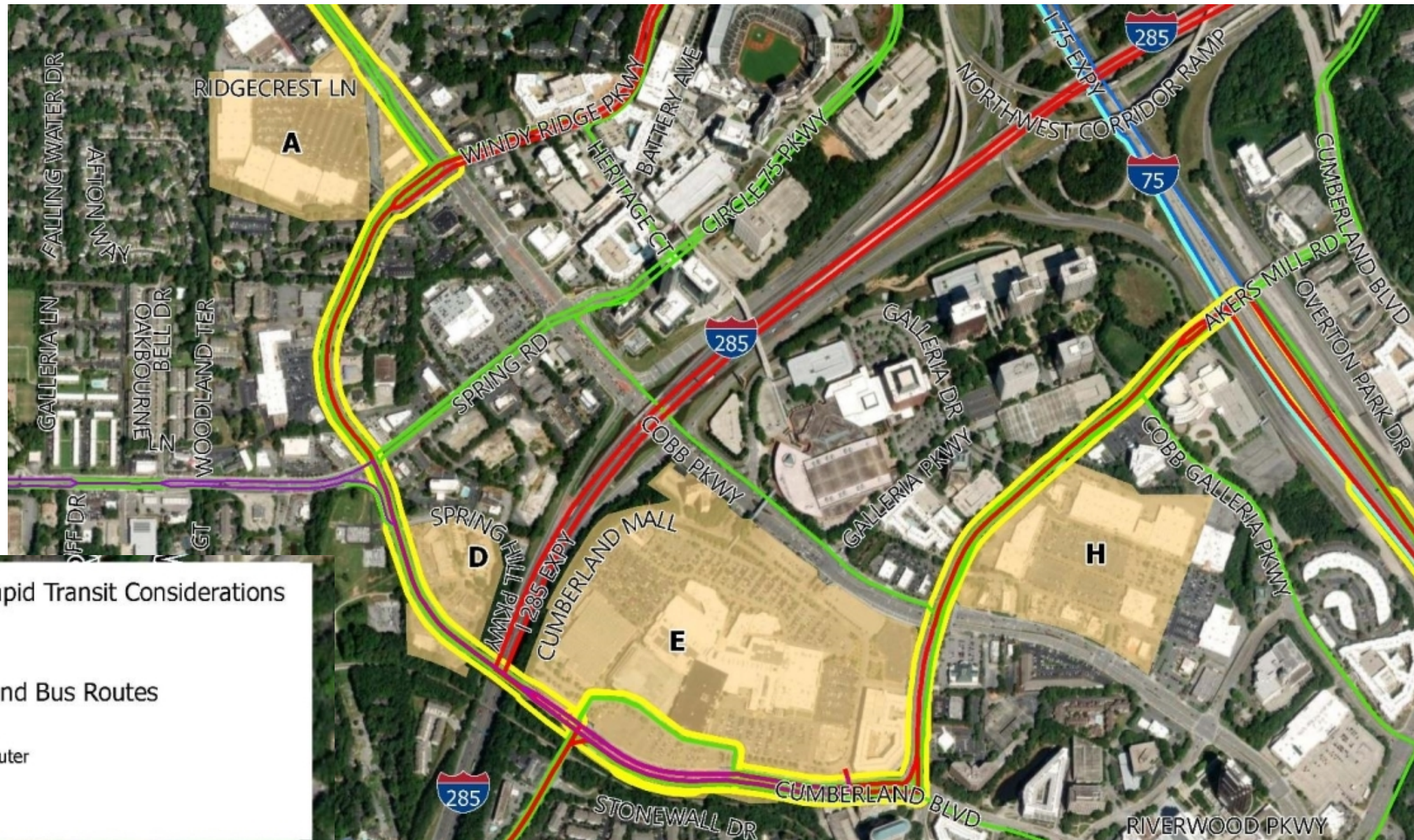
Site Selection Study– Finding Balance



Screen 1 & 2 Evaluation Criteria Groups



Screen 1 Results & Existing and Future Transit



Site A - Factors



Site A Factors

Closest site to The Battery / Truist Park

Farthest site from Cumberland Mall, Galleria, and Cobb Energy Center

Does not have direct interstate access

Challenge to accommodate required number of bus bays (14)

Two points of entry/exit: one signalized, one right-in/right-out

Moderate anticipated site development costs

Requires most modifications to existing and planned transit routes

Site D - Factors



Site D Factors

Moderate distance to The Battery /Truist Park

Able to accommodate required number of bus bays (14)

Direct access to interstate and GDOT express / managed lanes

Proximity to GDOT planned Top End Express Lanes

Significant grade / elevation change challenges

One point of entry / exit at signalized intersection

Close to Cumberland Mall and existing transfer center

High anticipated site development costs

Site E - Factors



Site E Factors

- Able to accommodate required number of bus bays (14)
- Adjacent to Cumberland Mall
- Able to utilize/re-purpose existing transfer center bays/facilities
- Within close proximity to Cobb Galleria
- Tied for farthest site from The Battery / Truist Park (with Site H)
- Existing parking garage on adjacent property
- Direct access to interstate and GDOT express / managed lane
- Lowest anticipated site development costs

Site H - Factors

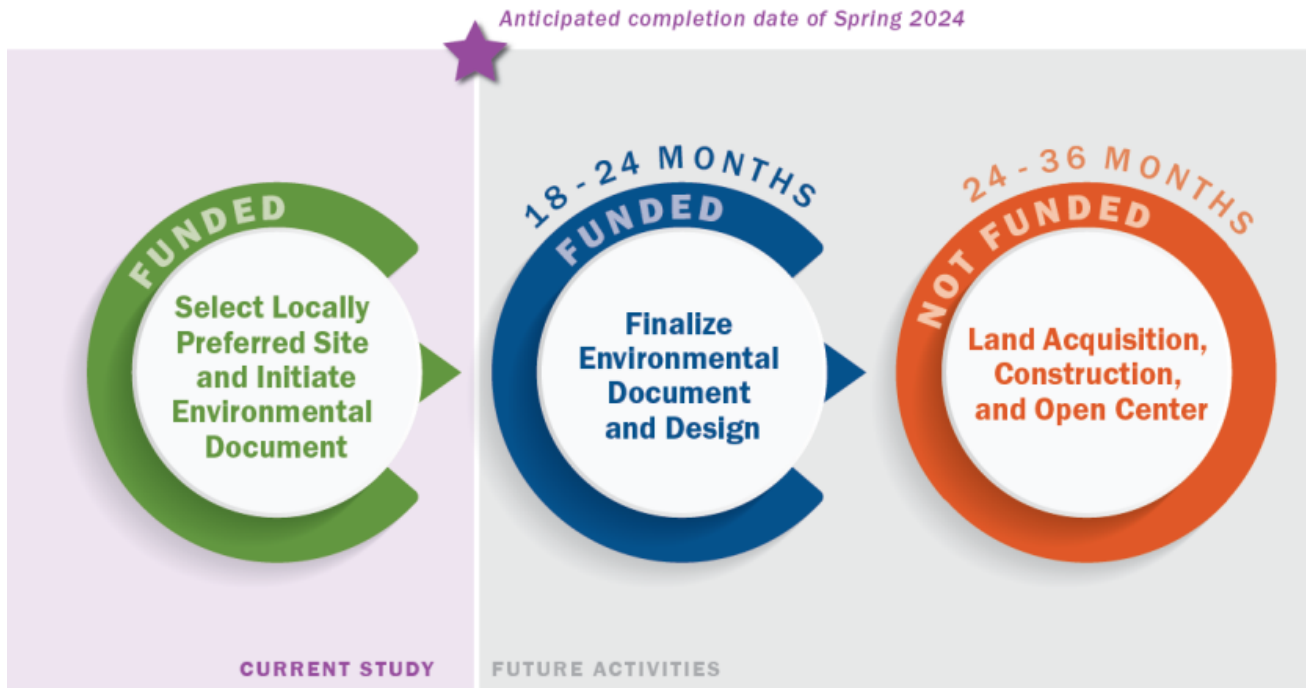


Site H Factors

- Able to accommodate required number of bus bays (14)
- Adjacent to planned Cumberland Sweep multimodal path
- Proximity to the Cumberland Mall, existing transfer center, Galleria, and Cobb Energy Center
- Tied for farthest site from The Battery / Truist Park (with Site E)
- Within close proximity to I-75
- Moderate anticipated site development costs

Next Steps

Overall Timeline - Approximate



Note: Dates and time frames are subject to change.

Immediate Next Steps

- Complete Screen 2 Evaluation
- Select Preferred Site
- Conceptual Design, Cost Estimates
- Complete Initial NEPA Documentation
- Develop Implementation Plan

End of Slideshow



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RS&H

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ARCHITECTURE | ENGINEERING | CONSULTING

Transit Center Studies

www.cobbcounty.org/transportation/planning/transit-service

Mobility SPLOST

www.cobbcounty.org/MSPLOST

MOBILITY SPLOST COBB DEPARTMENT OF TRANSPORTATION CITY OF SMYRNA UPDATE

March 21, 2024

**Morgan L. Simmons, AICP
Deputy Director, Cobb DOT**



Presentation Overview

- Vision
- Goals
- Background and Outreach
- Key Connections
- Program of Projects
- Additional Considerations
- Next Steps



Cobb County Mobility SPLOST

Vision

*Building connectivity to promote
a thriving community for all*

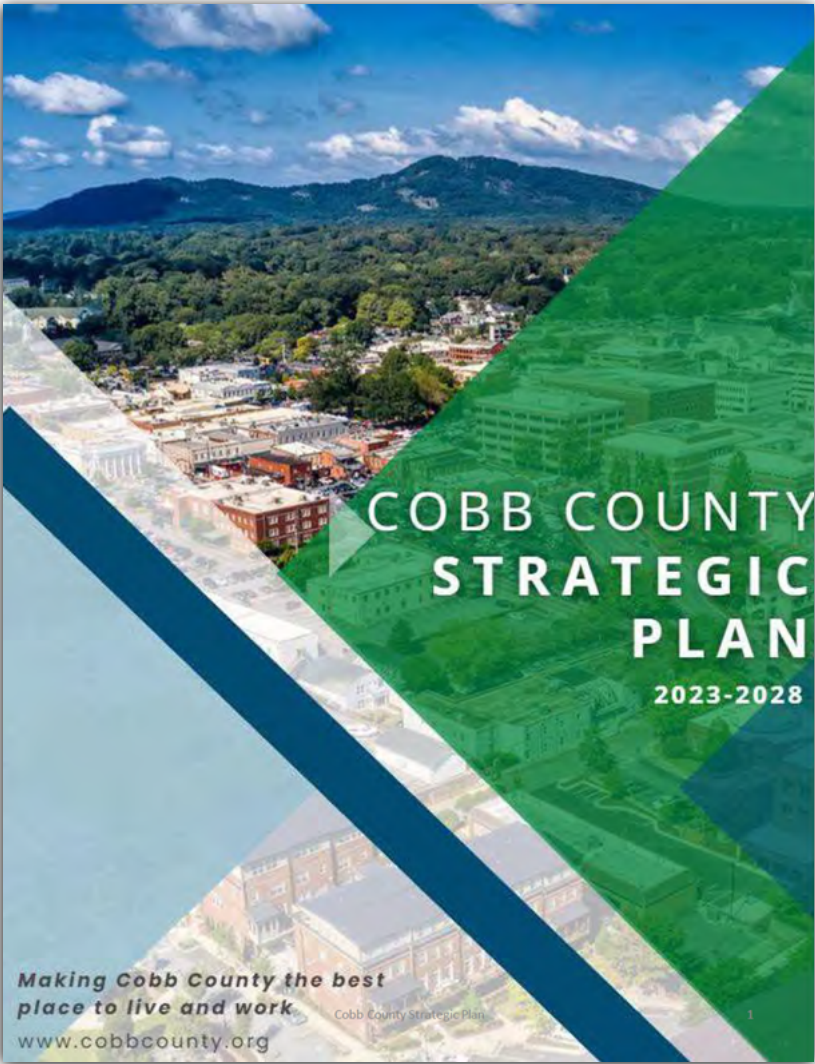
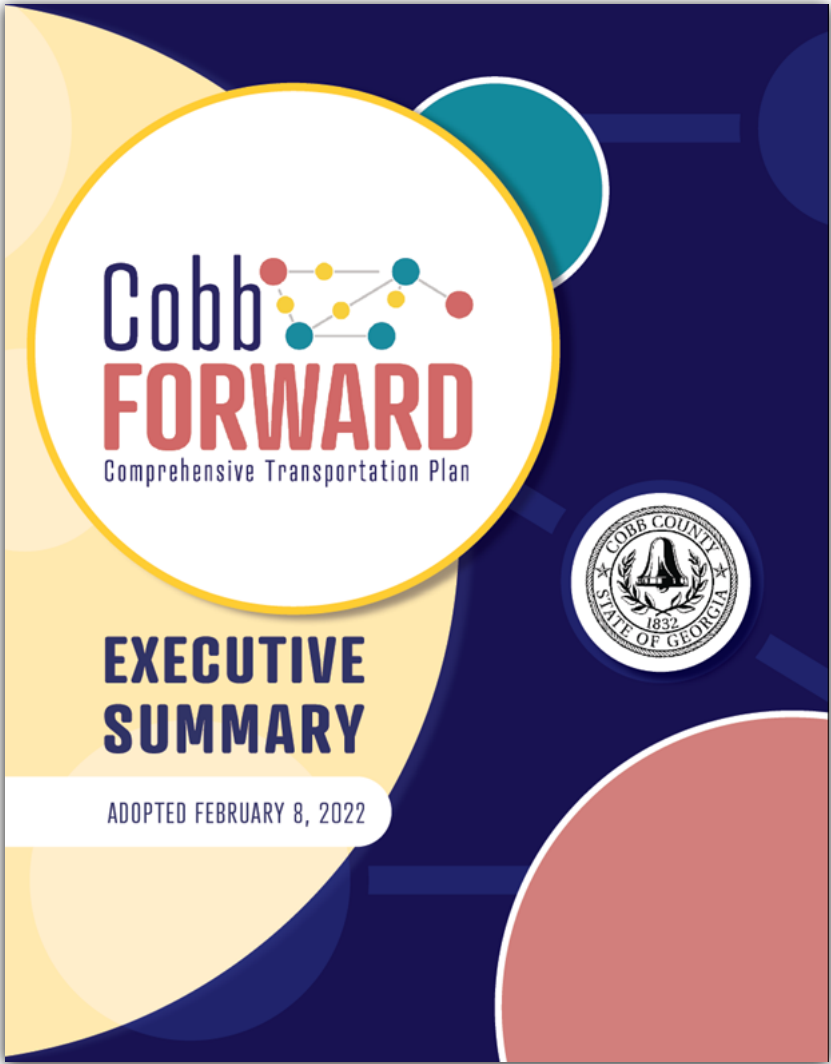


Goals

- Enhanced mobility options
- Connectivity to jobs and housing choices
- Lower transportation costs for households
- Innovative solutions for safe and efficient travel
- Support a thriving future for Cobb County



Resources

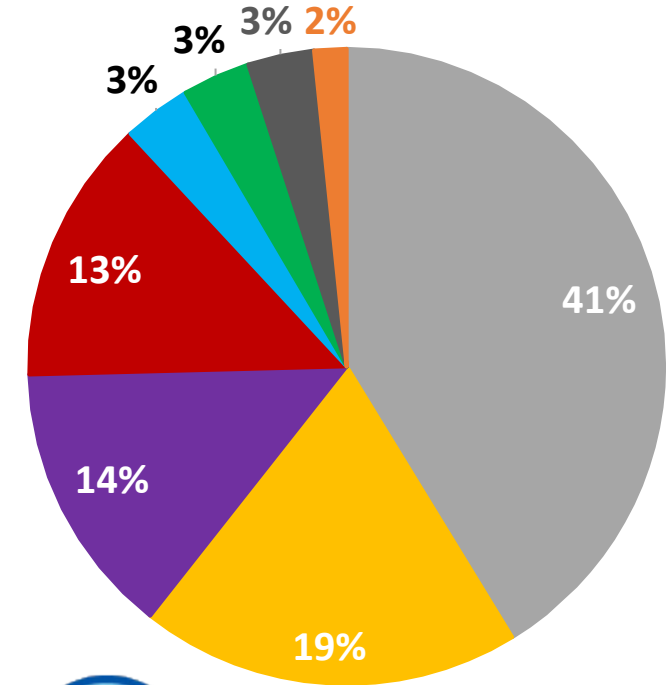


Key Connections

- Three MARTA Stations (Dunwoody, Arts Center, HE Holmes)
- Fourteen countywide microtransit zones
- All seven cities within Cobb County
- All three Community Improvement Districts
- Centralized employment and healthcare centers
- Battery Atlanta
- Higher education institutions
- Bicycle and pedestrian accessibility
- Hartsfield-Jackson International Airport

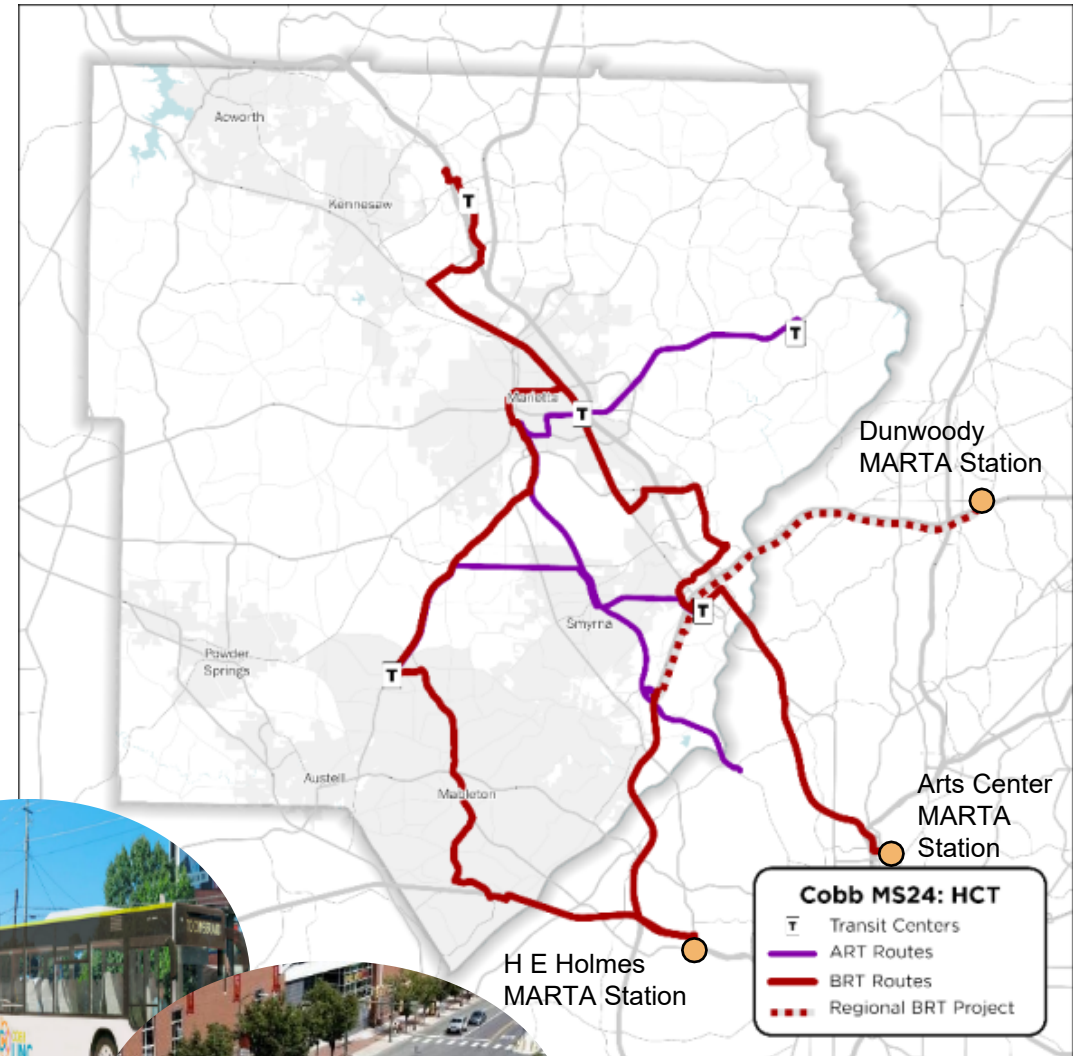


Program of Projects



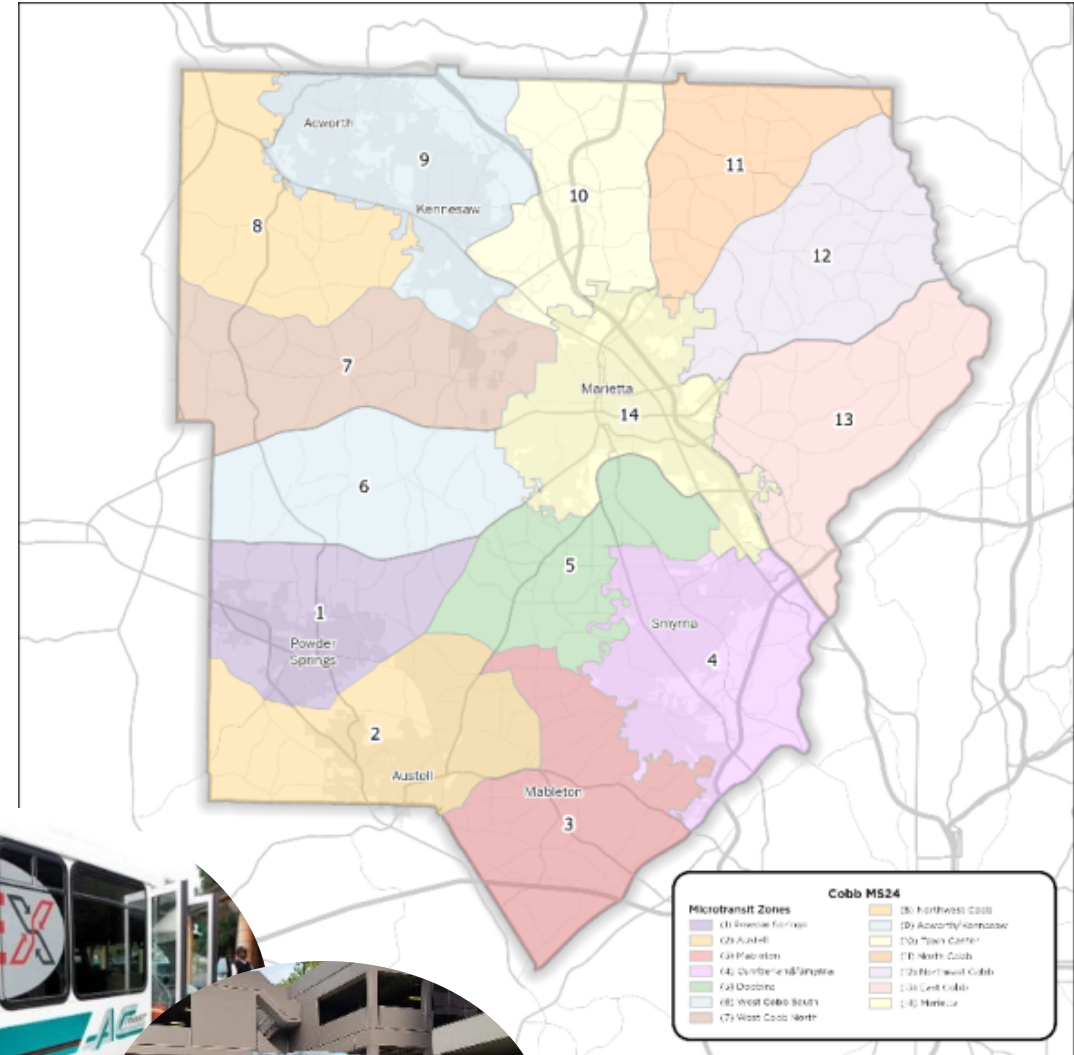
High-Capacity Transit

- Rail-like Operations
- High Frequency Service (15 to 20-minute frequency)
- Fast and Competitive Trip Times
- Increased Reliability and Accessibility
- Dedicated Transit Lanes
- Innovative and Specialized Vehicles
- Off-board Fare Collection
- Intelligent Transportation Systems



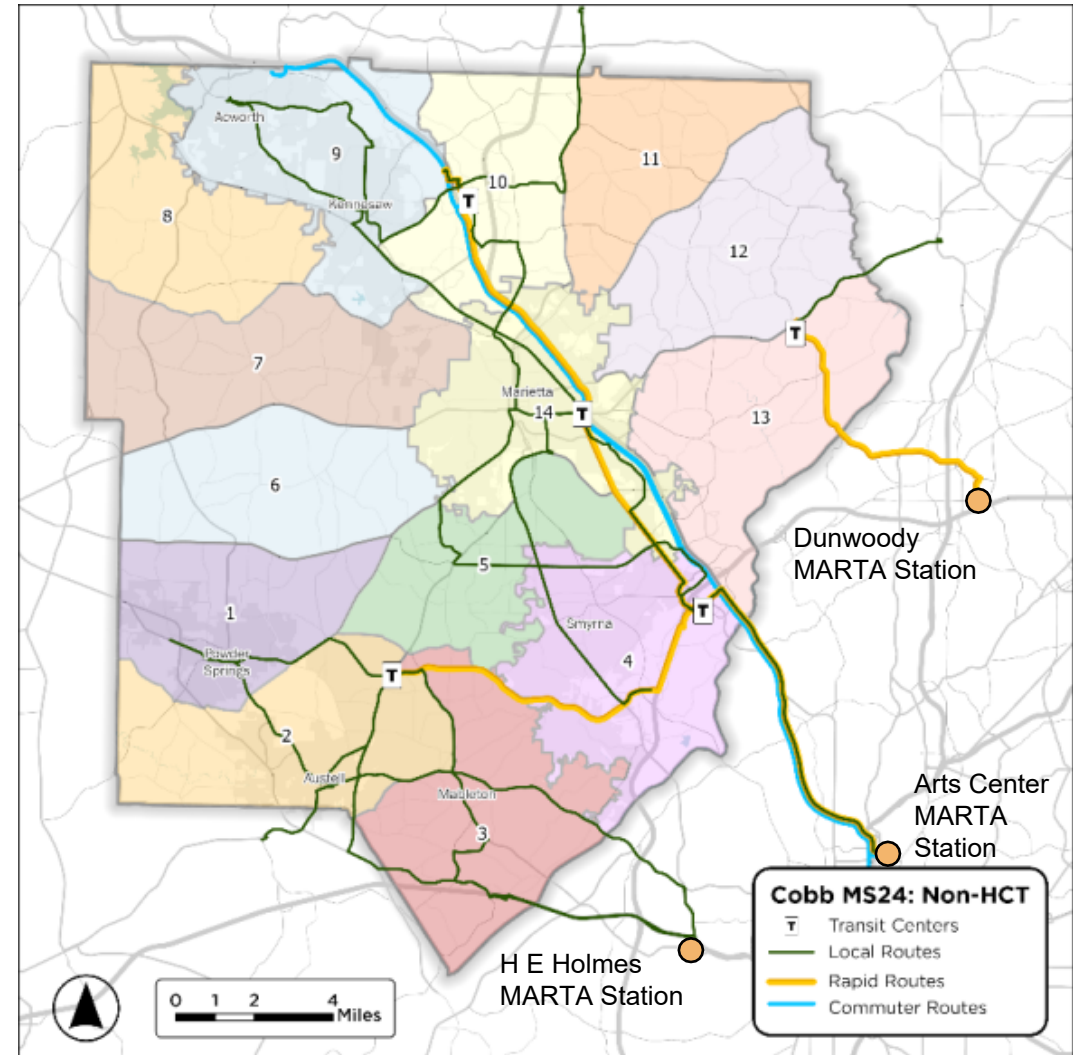
Microtransit Service

- Countywide Coverage
- On-demand scheduling
- Curb-to-curb shared service within service area
- Connections to community resources and transit network
- Connections outside service area through fixed routes
- Response times less than 30-minutes

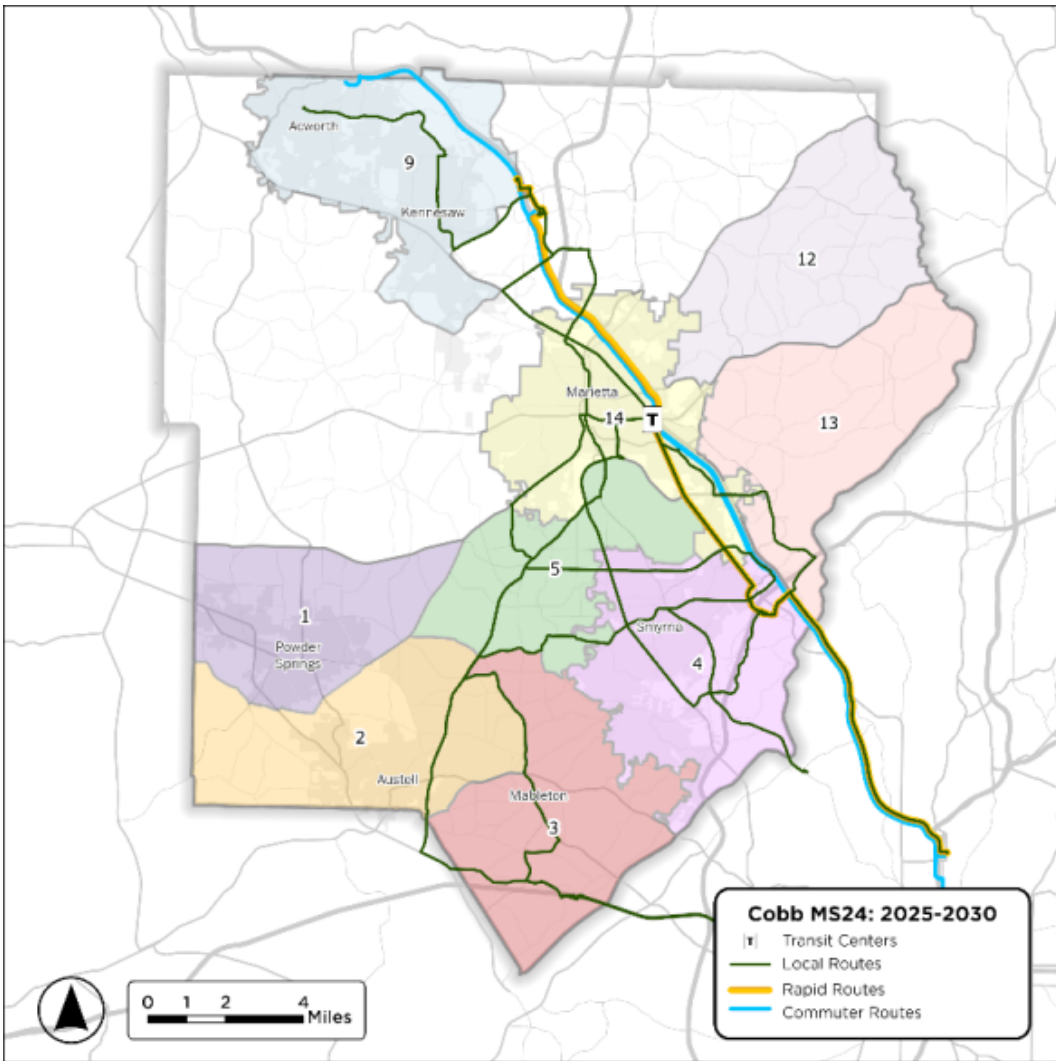
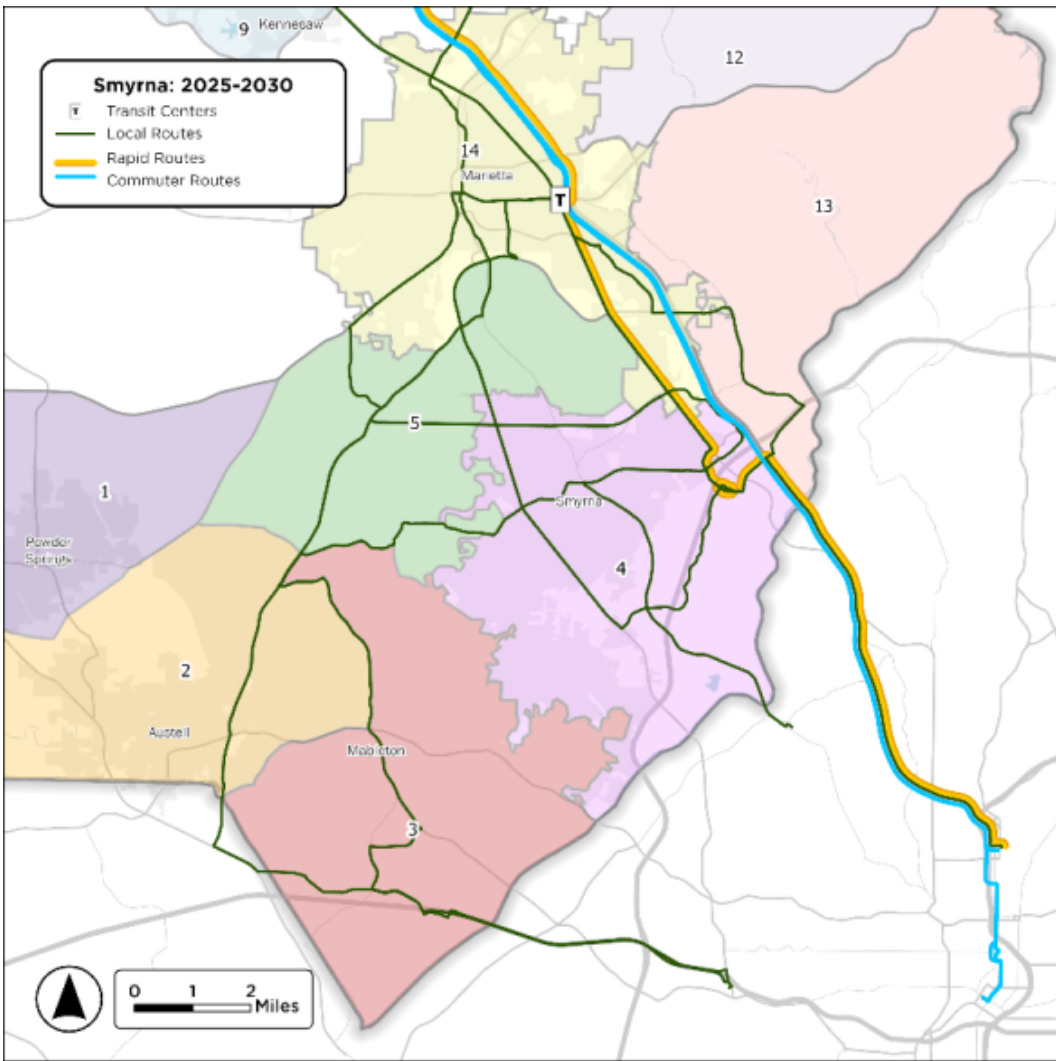


Local, Rapid, and Other Service Enhancements

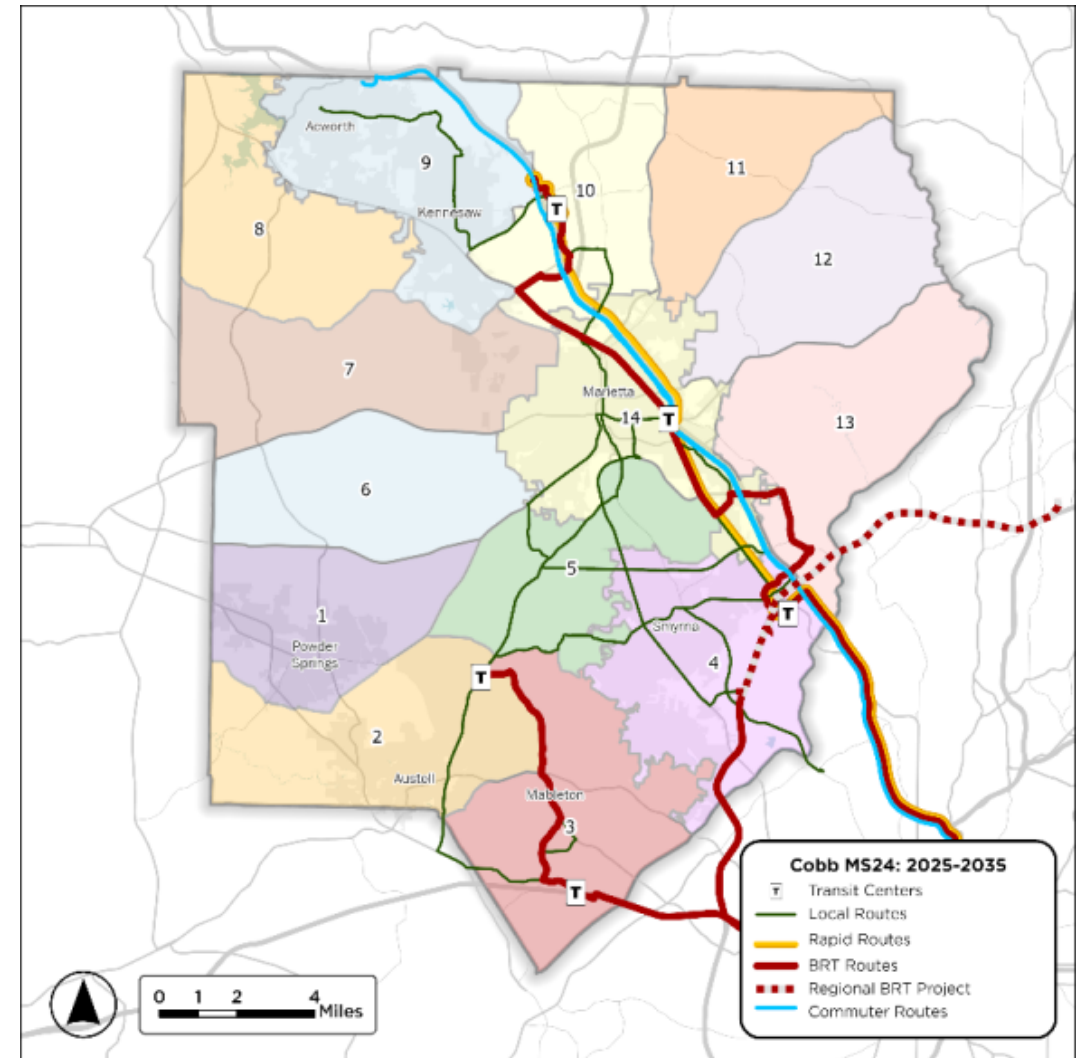
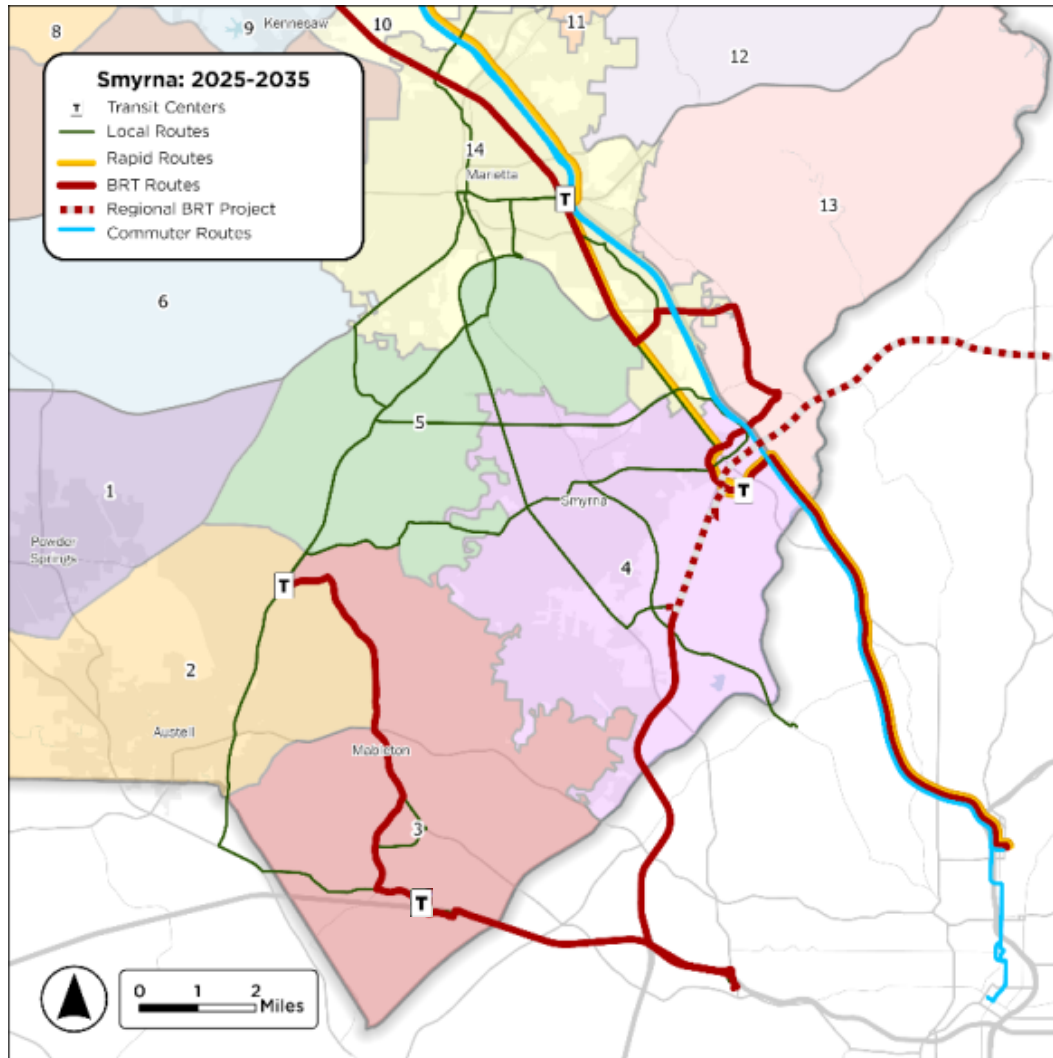
- Expanded operating area
- Higher frequency service (15 to 30-minute frequency)
- Expanded paratransit service
- Streamlined fare collection
- Daily service
 - 7-days per week
 - Expanded operating hours
- Technology Enhancements
- Transit Centers, Updated Facilities



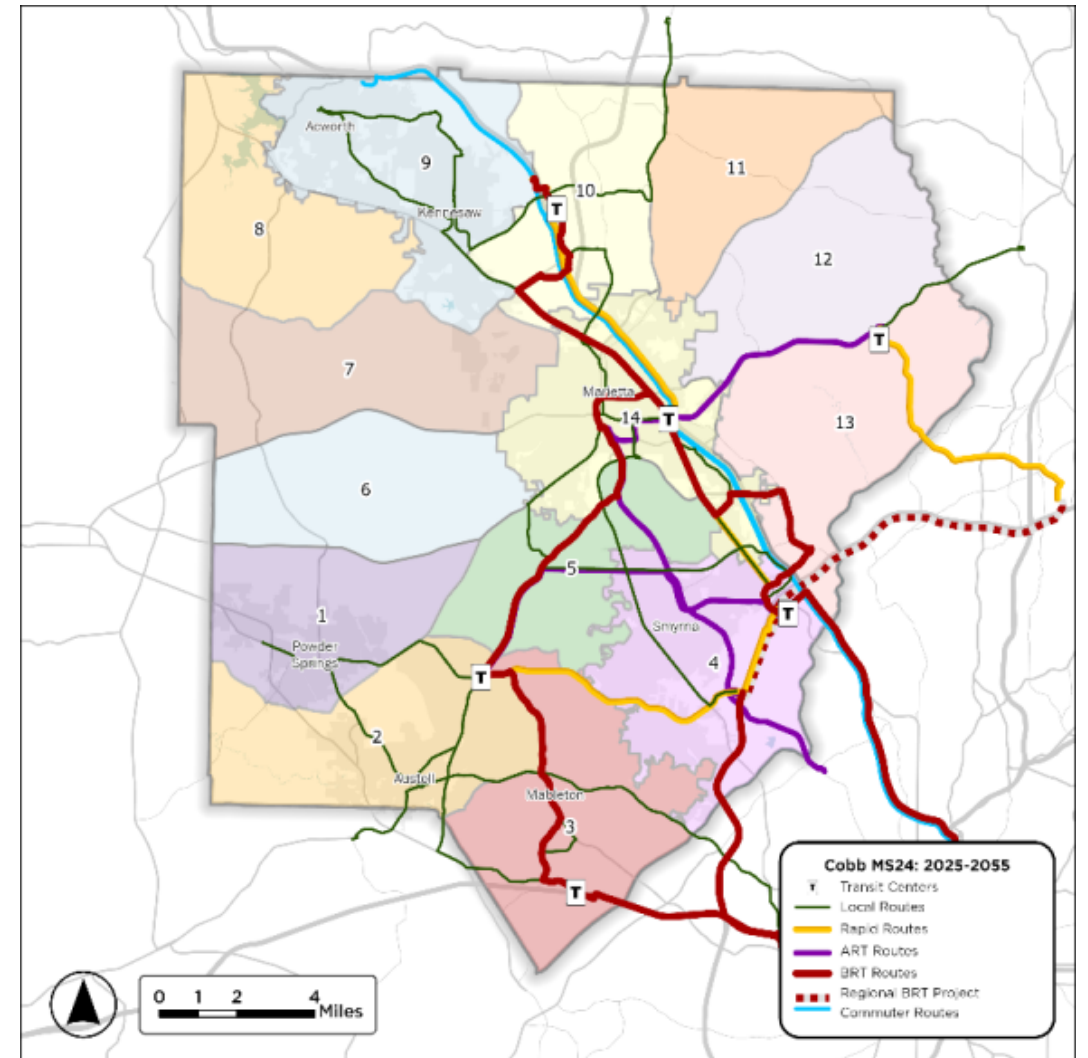
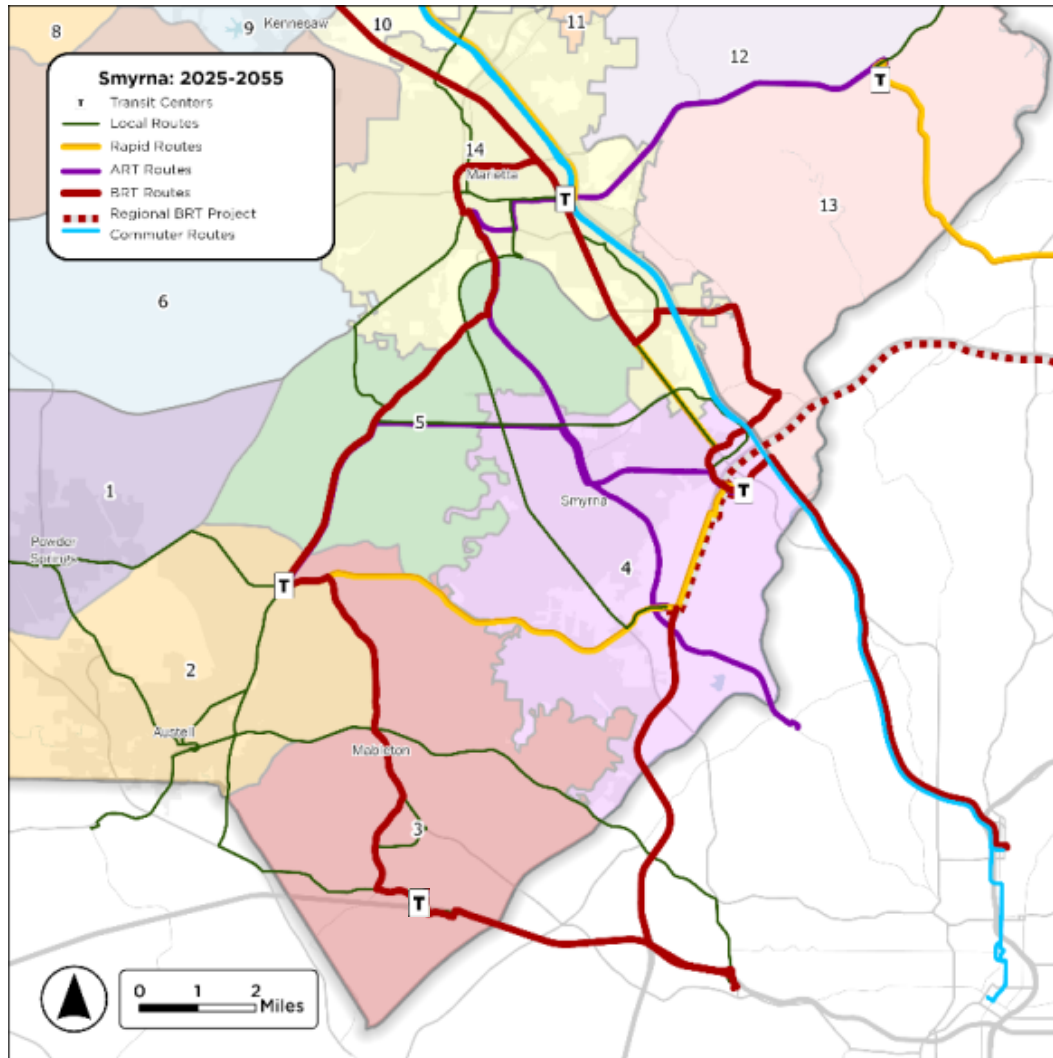
Transit Project Phasing: 2025-2030 (Five Years)



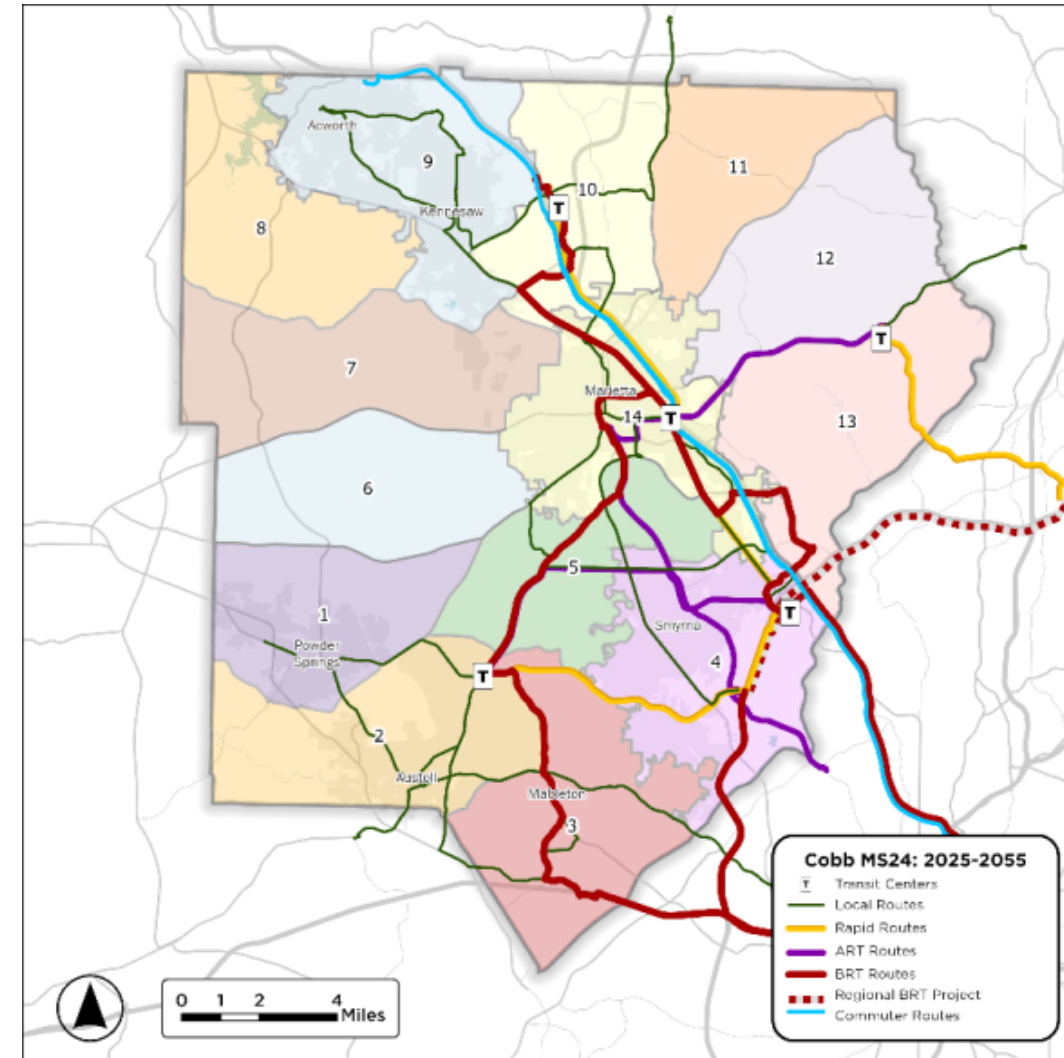
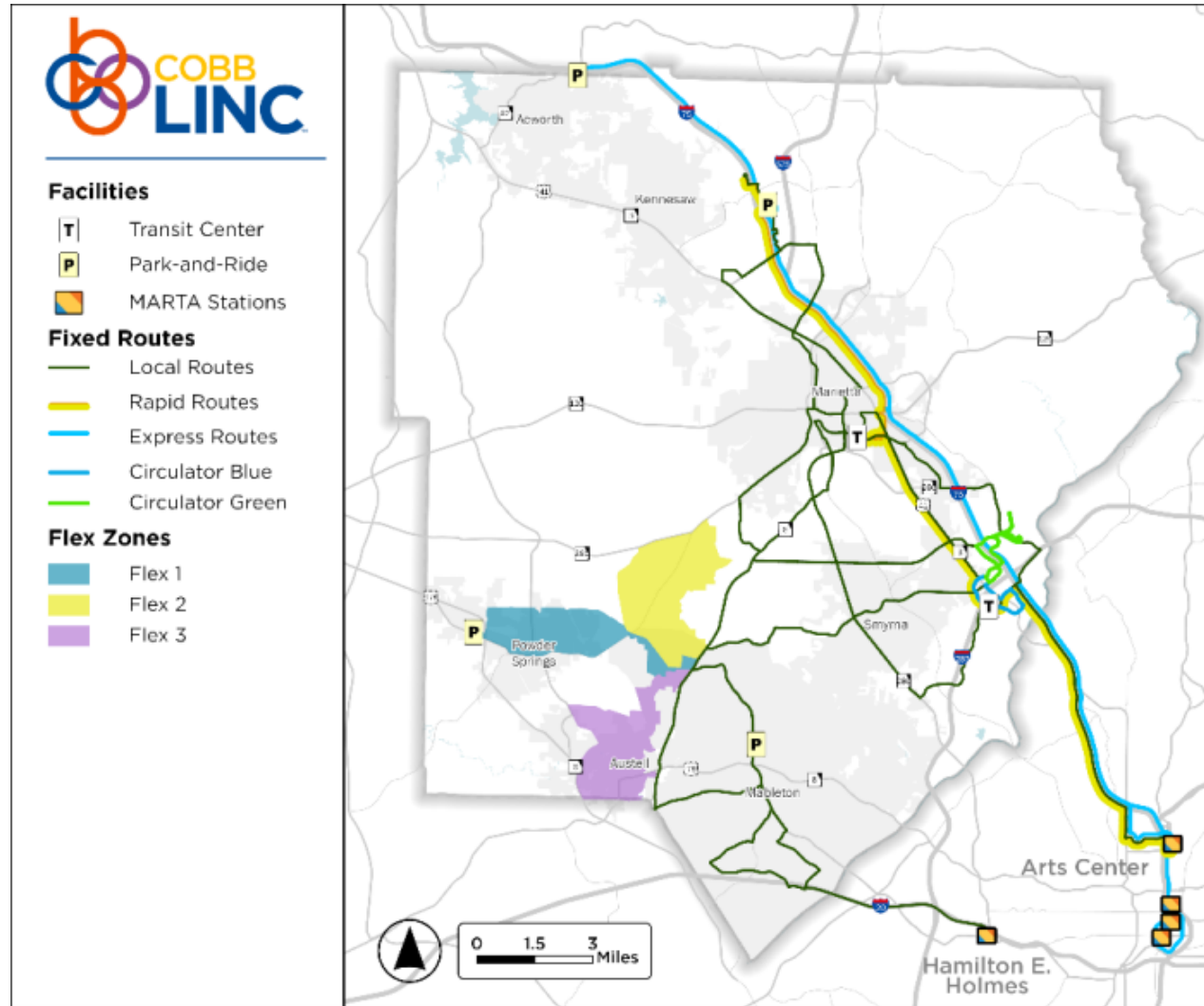
Transit Project Phasing: 2025-2035 (Ten Years)



Transit Project Phasing: 2025-2055 (Full Build)



Network Comparison



Vehicles, Facilities, and Amenities

- Technology enhancements
- Landscaping and hardscaping
- Upgraded transit facilities
- Walkable and bikeable access
- Integrated smartphone apps
- Wi-Fi availability
- Alternative fuel vehicles
- Bus shelter and lighting upgrades
- Security enhancements



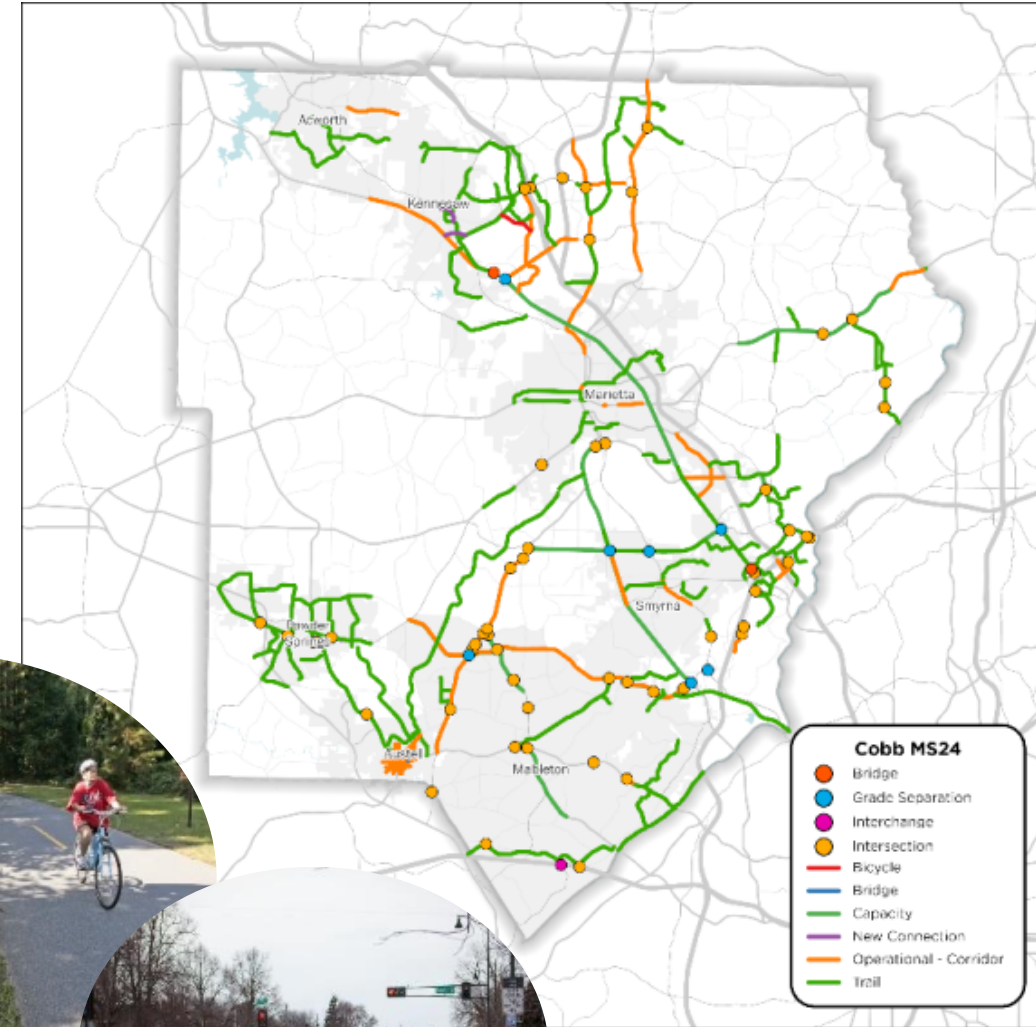
Transit Technology

- Traffic signal coordination
- Automated vehicle connectivity
- Autonomous mobility
- Smartphone integrations
- Passenger and vehicle safety features
- Passenger information systems
- Departure and arrival times
- Fare collection enhancements



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



Transit Supportive Projects - Allocation

City	Total (YOE \$)	Short Range	Mid-Range	Long-Range
Acworth	\$ 29,142,885	\$ 3,497,146	\$ 4,517,147	\$ 21,128,591
Austell	\$ 10,588,747	\$ 1,270,650	\$ 1,641,256	\$ 7,676,841
Kennesaw	\$ 43,561,548	\$ 5,227,386	\$ 6,752,040	\$ 31,582,123
Mableton	\$ 100,123,659	\$ 12,014,839	\$ 15,519,167	\$ 72,589,653
Marietta	\$ 80,159,256	\$ 9,619,111	\$ 12,424,685	\$ 58,115,460
Powder Springs	\$ 22,051,075	\$ 2,646,129	\$ 3,417,917	\$ 15,987,029
Smyrna	\$ 72,946,006	\$ 8,753,521	\$ 11,306,631	\$ 52,885,855
Unincorporated Cobb County	\$ 641,426,824	\$ 76,971,219	\$ 99,421,158	\$ 465,034,447
Total	\$ 1,000,000,000	\$ 120,000,000	\$ 155,000,000	\$ 725,000,000

***Financial allocation based on percent population in the Cities and Unincorporated Cobb County*

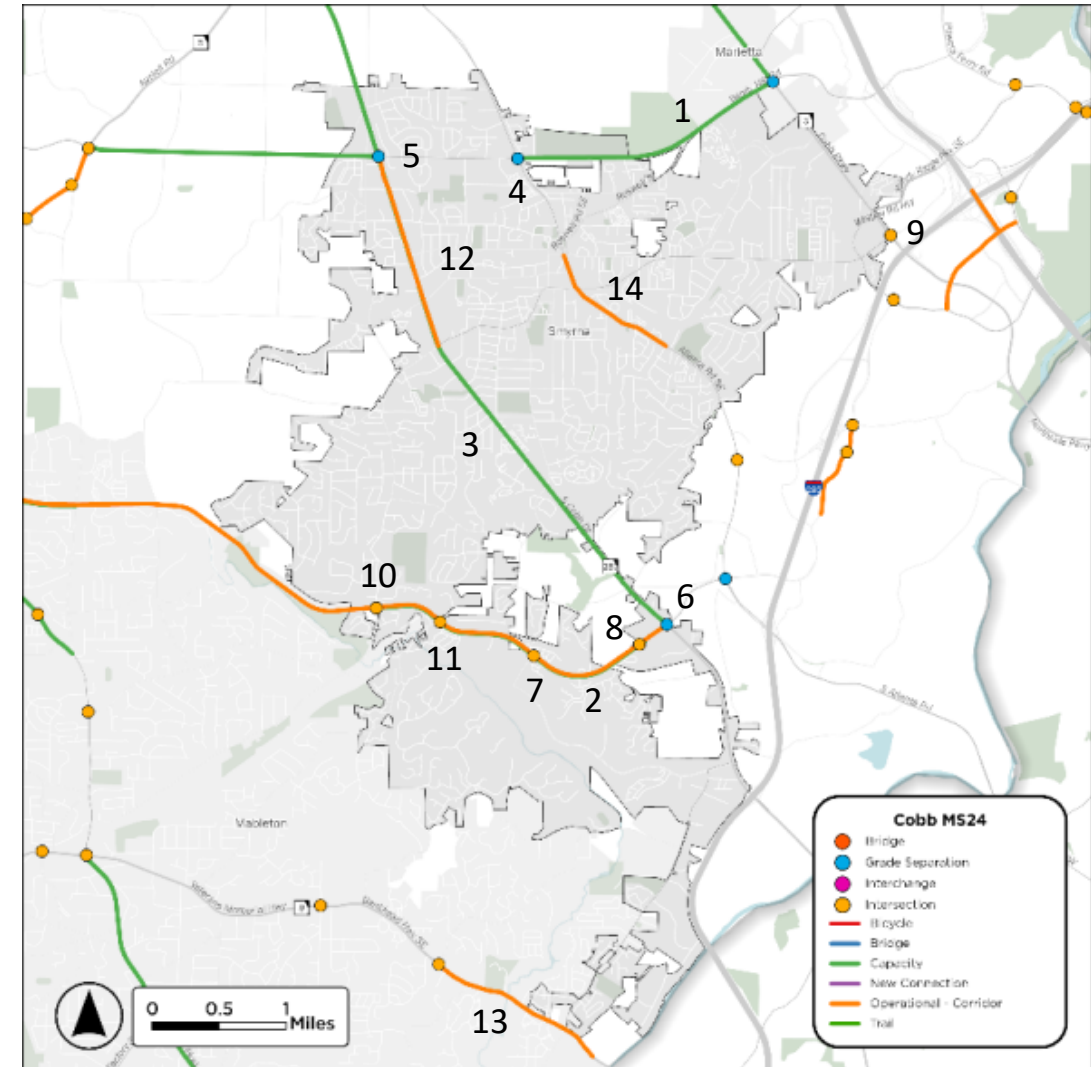


Transit Supportive Projects, Operational – Smyrna

- \$73M (YOE) Allocated to Smyrna
For Transit Supportive Projects

Eligible Operational Projects

Label	Project Name	Project Type
1	Windy Hill Road Widening	Capacity
2	East-West Connector Widening	Capacity
3	S Cobb Drive (SR 280) Widening	Capacity
4	Atlanta Road at Windy Hill Grade Separation	Grade Separation
5	Windy Hill at South Cobb Drive Grade Separation	Grade Separation
6	S Cobb Drive (SR 280) at East West Connector Grade Separation	Grade Separation
7	Highlands Ridge Road at E-W Conn Intersection Improvements	Intersection
8	Gaylor Street at East-West Conn Intersection Improvements	Intersection
9	SR 3 (Cobb Parkway) at Circle 75 Parkway Intersection Improvements	Intersection
10	East West Connector at Fontaine Road SE Intersection Improvements	Intersection
11	East West Connector at Cooper Lake Road Intersection Improvements	Intersection
12	South Cobb Drive Improvements	Operational - Corridor
13	Veterans Memorial Highway Southeast Improvements	Operational - Corridor
14	Atlanta Road Southeast Improvements	Operational - Corridor

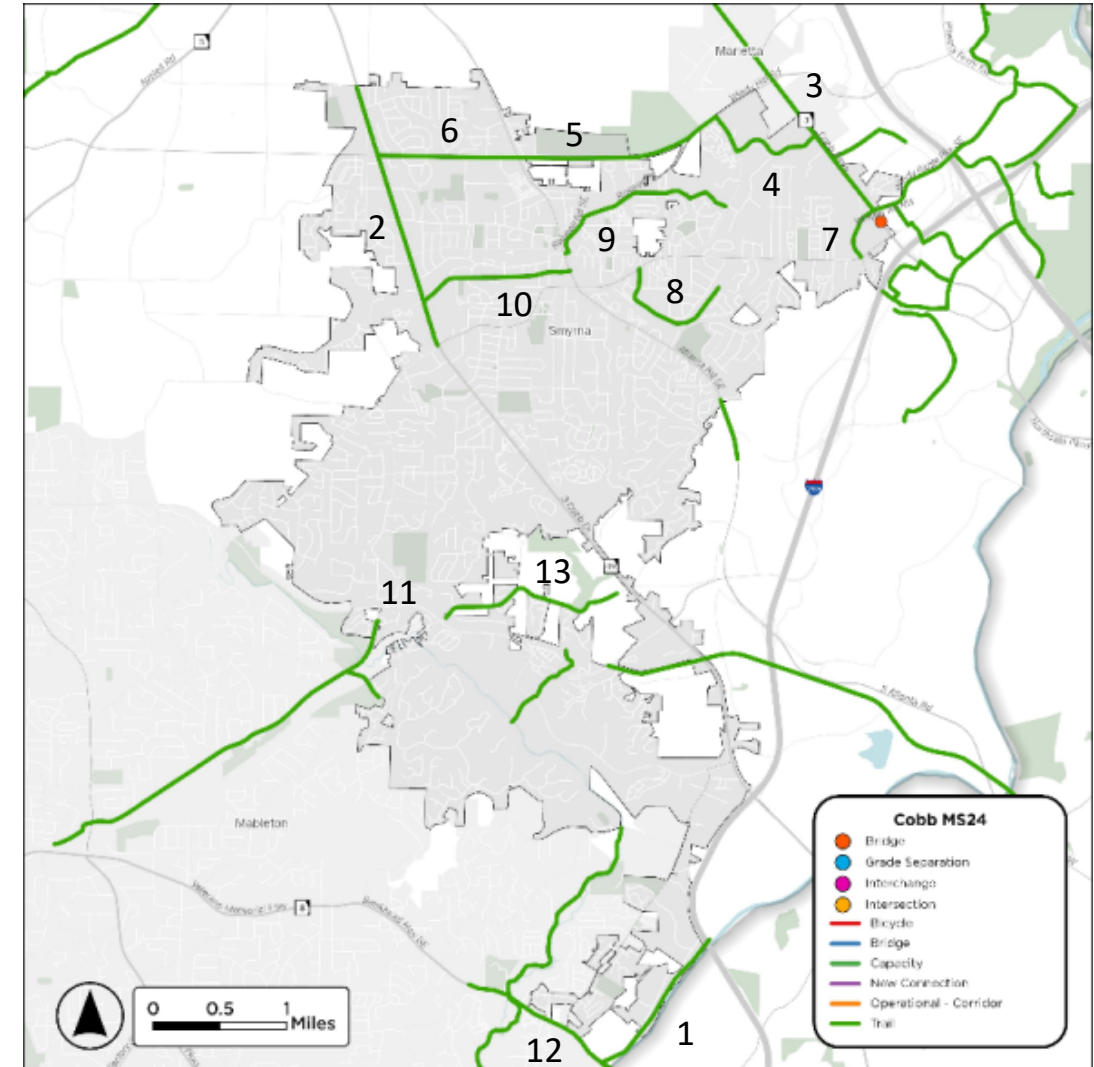


Transit Supportive Projects, Access – Smyrna

- \$73M (YOE) Allocated to Smyrna
For Transit Supportive Projects

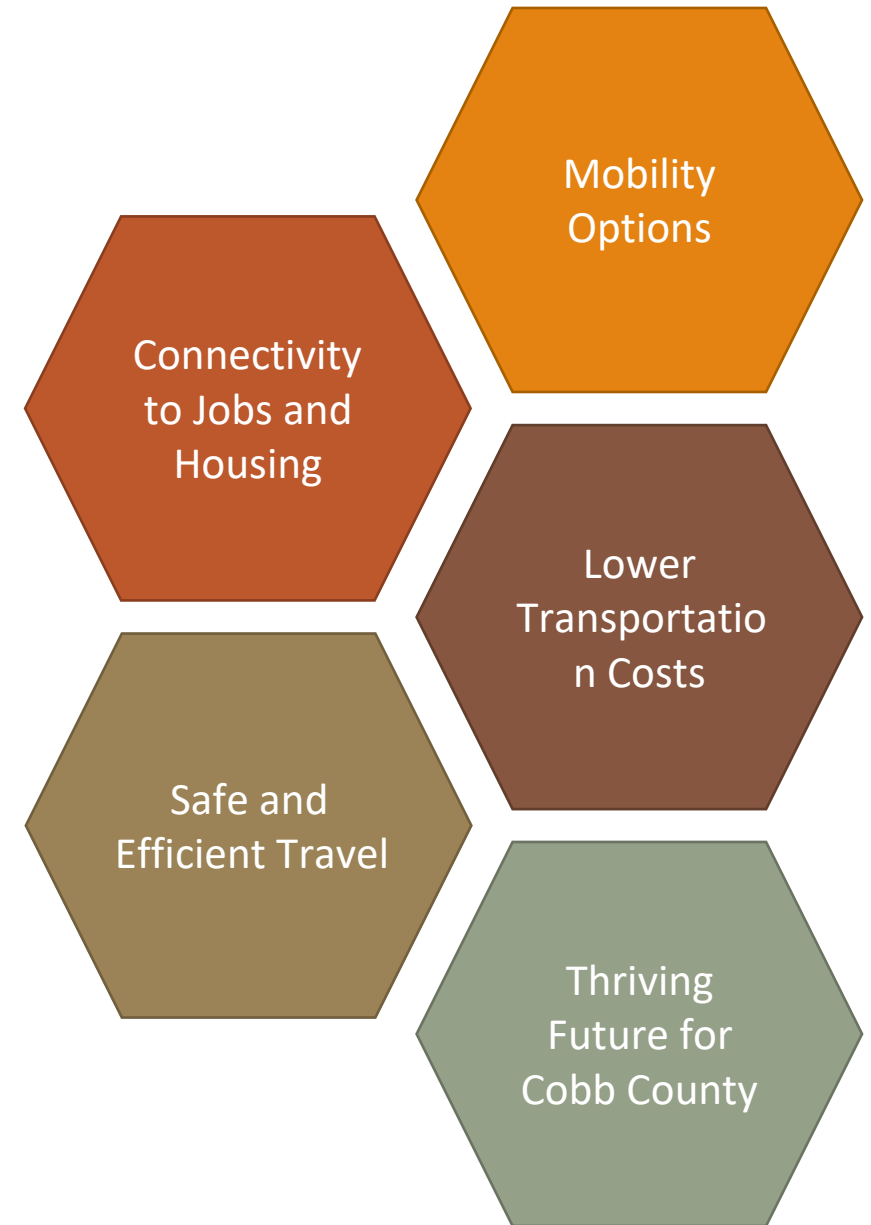
Eligible Operational Projects

Label	Project Name	Project Type
1	Chattahoochee River Trail (US-78 Veterans Memorial to I-285)	Trail
2	South Cobb Drive Trail	Trail
3	Cobb Parkway Trail (central) Part A	Trail
4	Cobb Parkway Windy Hill Connector Trail	Trail
5	Windy Hill Trail Part A	Trail
6	Windy Hill Trail Part B	Trail
7	Cumberland Boulevard Trail	Trail
8	Poplar Creek Trail Extension	Trail
9	Roswell Street Trail	Trail
10	Church Street Trail	Trail
11	Fontaine Road Trail Part A	Trail
12	Veterans Memorial Trail	Trail
13	Cooper Lake Road Bike/Ped Improvements	Trail



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)



Next Steps

Completed

- BOC requesting ATL update ARTP

In Progress

- ATL updating ARTP (expected April 4)
- Public education

Future Tasks

- Meeting with qualified municipalities
 - April 8, 2024, at 1:00 PM: Cobb County Public Safety Police Academy
- Authorization to hold referendum

