

**MINUTES OF REGULAR MEETING
COBB COUNTY BOARD OF COMMISSIONERS
AUGUST 22, 2023
1:30 PM**

The Work Session of the Cobb County Board of Commissioners was held on Tuesday, August 22, 2023 at 1:30 p.m. in the second-floor public meeting room at 100 Cherokee Street, Cobb County Building, Marietta, Georgia. Present and comprising a quorum of the Board were:

Chairwoman Lisa Cupid
Commissioner JoAnn Birrell
Commissioner Keli Gambrill
Commissioner Jerica Richardson – *arrived at 1:34 p.m.*
Commissioner Monique Sheffield

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 1:30 p.m.

PRESENTATIONS

1. **To present information regarding development of a project list for a 2024 Mobility Special Purpose Local Option Sales Tax referendum.**

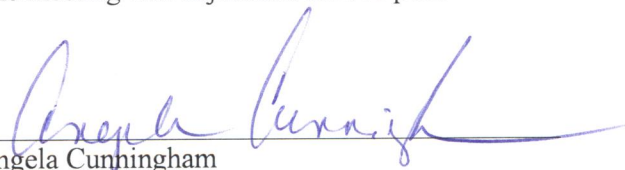
Drew Raessler, Transportation Agency Director, presented information regarding development of a project list for a 2024 Mobility Special Purpose Local Option Sales Tax referendum.

A copy of the information presented is attached and made a part of these minutes.

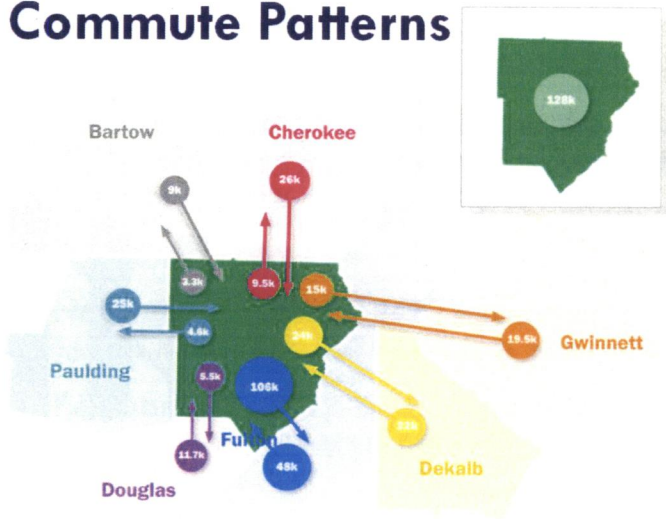
No official action was taken by the Board.

ADJOURNMENT

The meeting was adjourned at 2:44 p.m.


Angela Cunningham
Deputy County Clerk
Cobb County Board of Commissioners

Commute Patterns



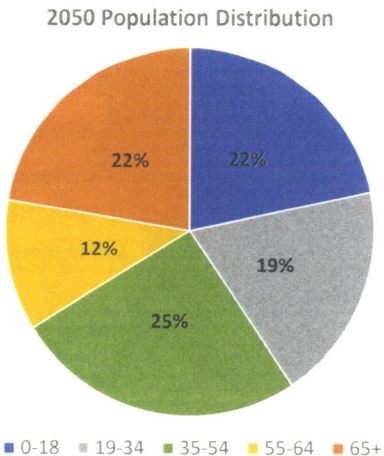
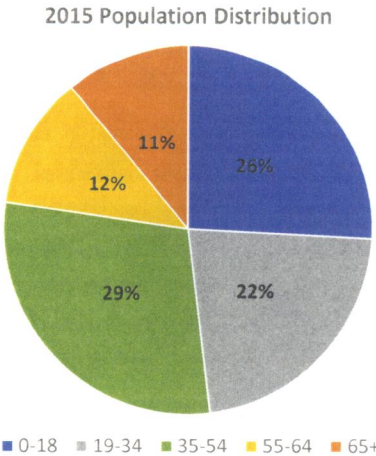
Comprehensive Transportation Plan Data:

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



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Growing and Changing Population



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Growing Universities

Kennesaw State University

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



Chattahoochee Technical College

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

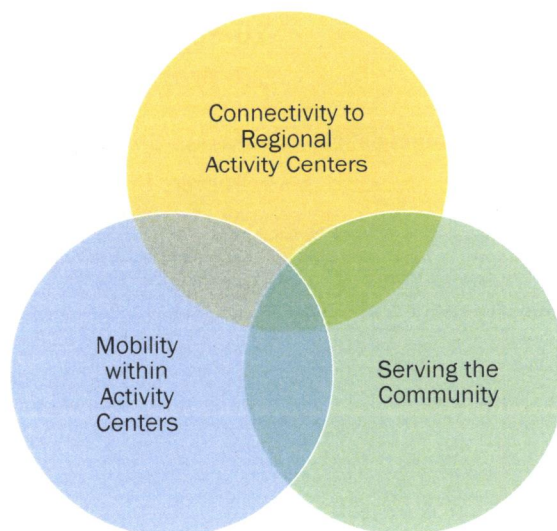


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MSPLOST Referendum Goals

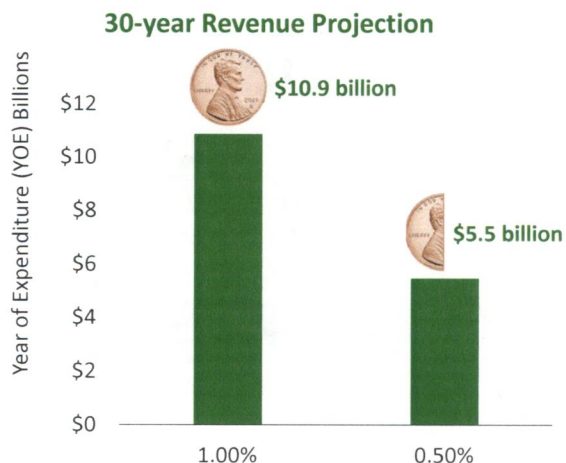


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MSPLOST Revenue Forecast



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



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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



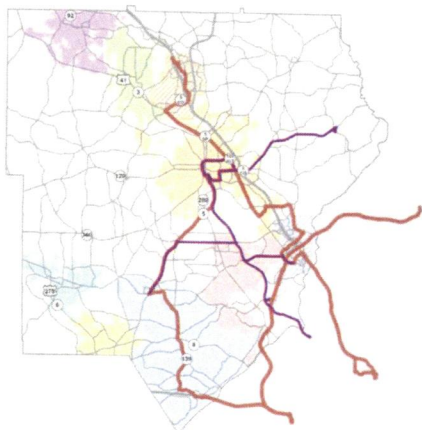
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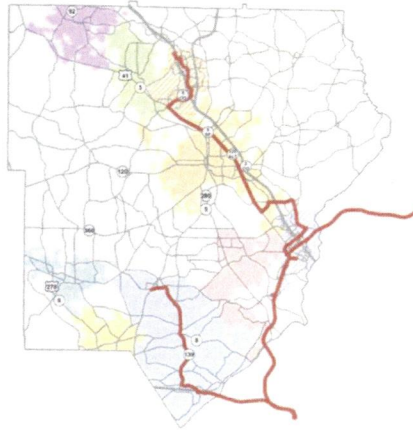
Program Delivery Scenarios

10-Year HCT Delivery 30-Year Duration



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10-Year HCT Delivery 10-Year Duration



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Program Delivery Scenarios

	10-Year HCT Delivery 30-Year Sunset	10-Year HCT Delivery 10-Year Sunset
	Program Cost (\$M)	Program Cost (\$M)
High-Capacity Transit 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
Transit Operations Local, Commuter, Rapid Bus, Paratransit Operations	\$500	\$500
Transit Vehicles, Facilities, and Amenities Vehicles, Transit Maintenance and Transfer Facilities, and Local Bus Stop Upgrades	\$600	\$600
Transit Technology System Technology Upgrades, Vanpool, TNC	\$50	\$50
Microtransit Microtransit Services	\$100	\$100
Accessibility Bicycle and Pedestrian Transit Supportive Investments and City Set Aides	\$175	\$175
Operational Improvement Roadway Corridor Transit Supportive Investments and City Set Aides	\$175	\$175
TOTAL	\$4,500	\$3,400

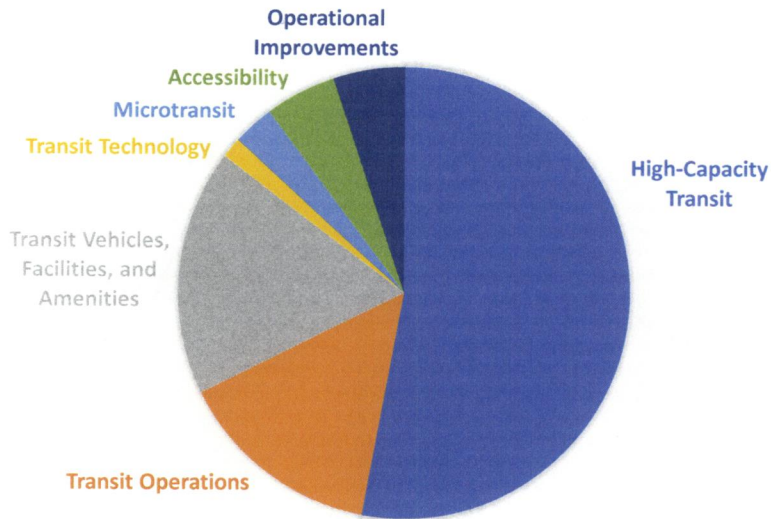


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Program Composition



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High-Capacity Transit

Basics of BRT

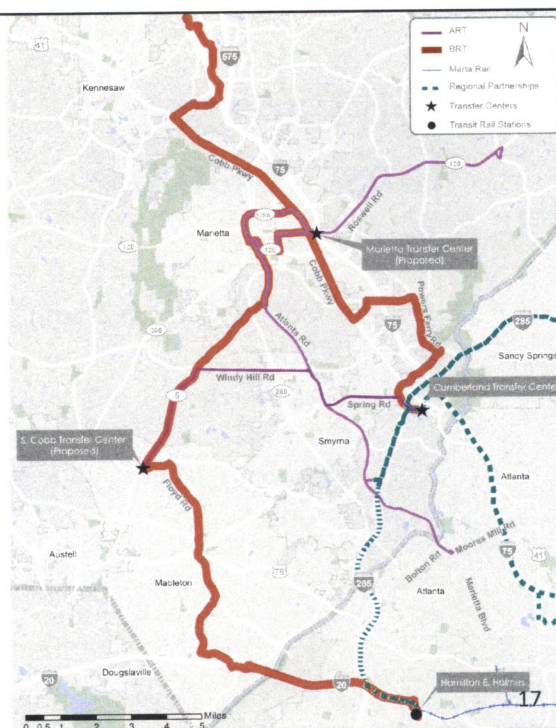
- Highest Production, Frequent Headways
- Dedicated Transit Lanes
- Specialized Vehicles
- Off-board Fare Collection
- Intelligent Transportation Systems

Basics of ART

- High Production, Frequent Headways
- Bus Priority Treatments
- Intelligent Transportation Systems



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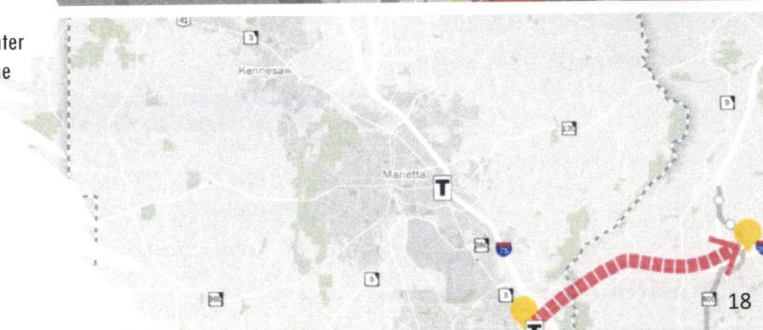
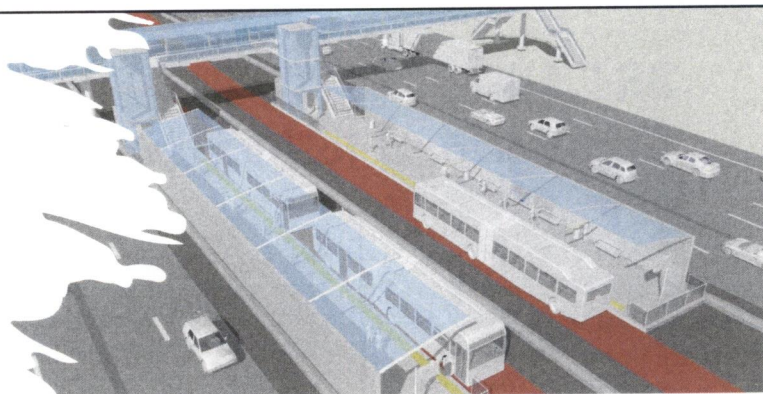


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High-Capacity Transit: Example

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

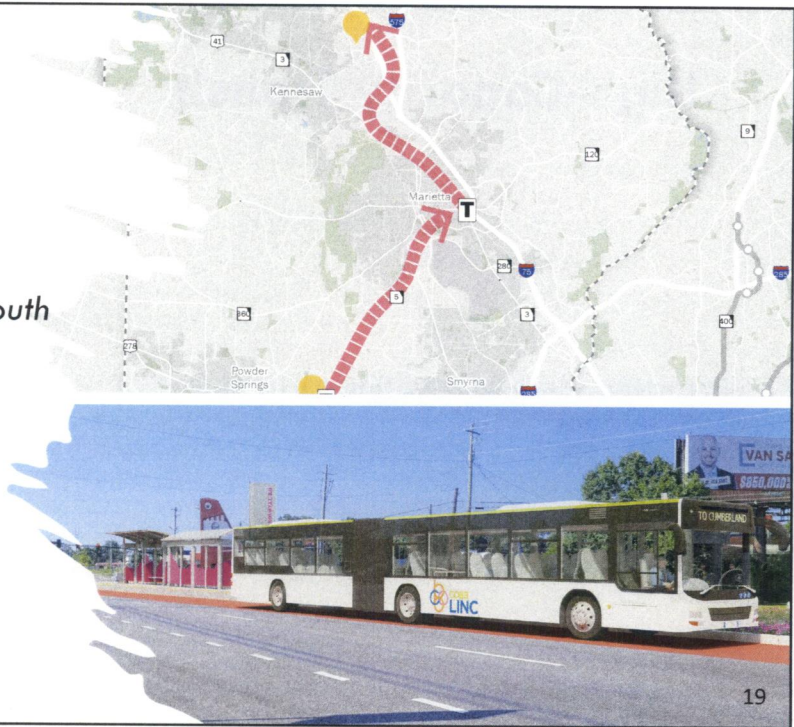


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High-Capacity Transit: Example

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

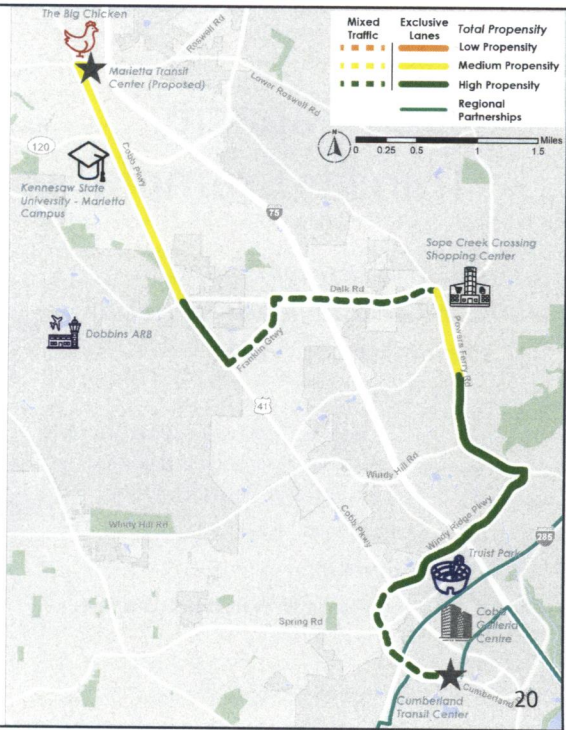
Socioeconomic Characteristics

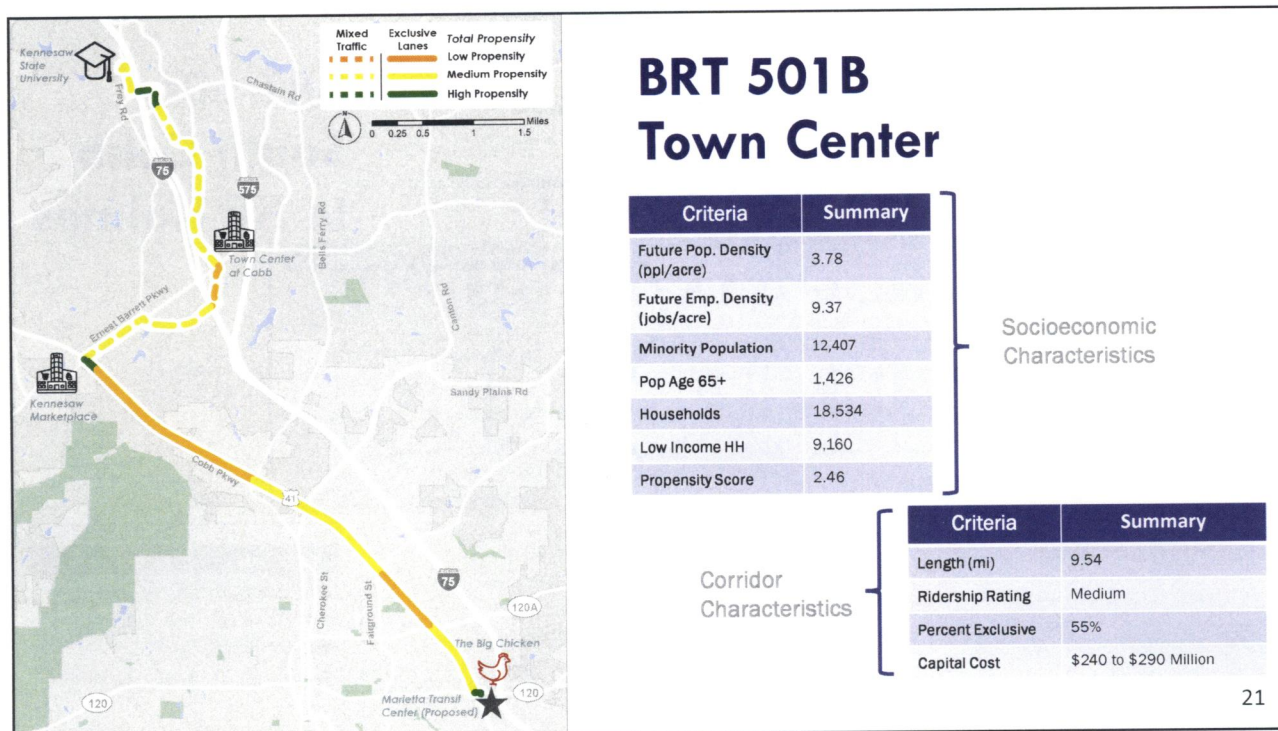
Corridor Characteristics

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

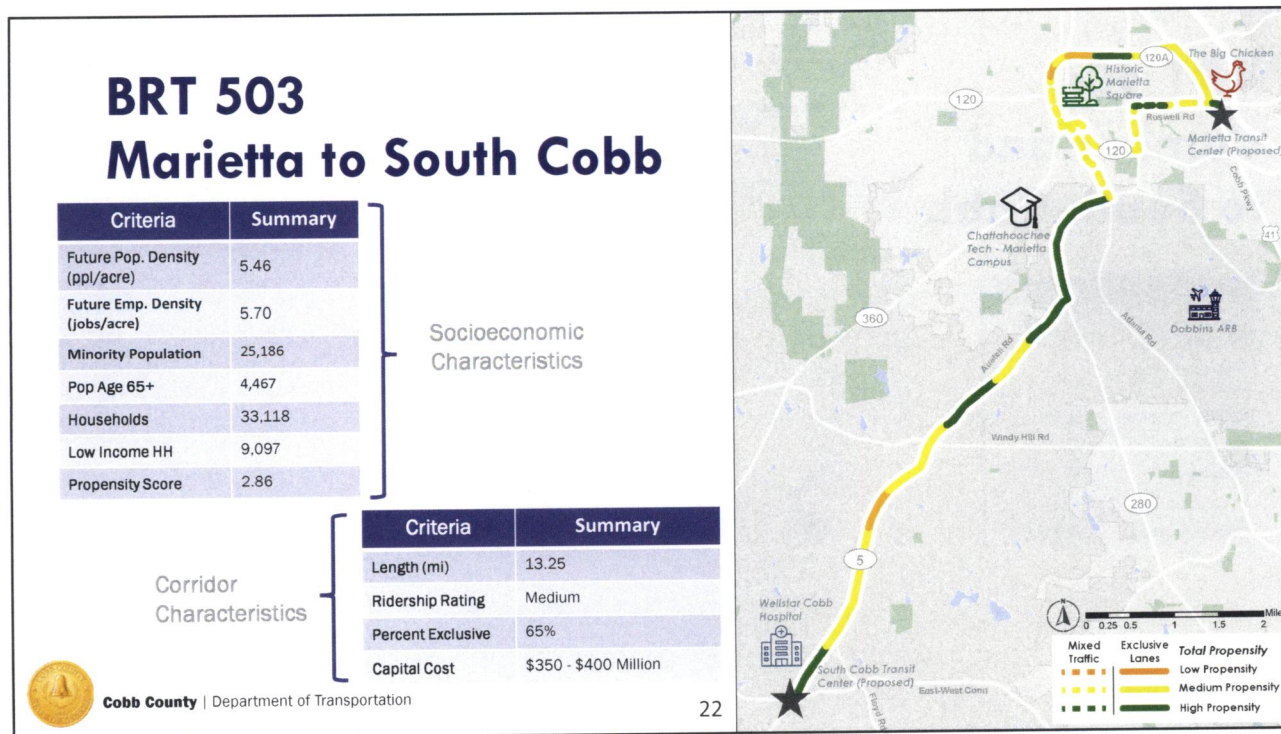


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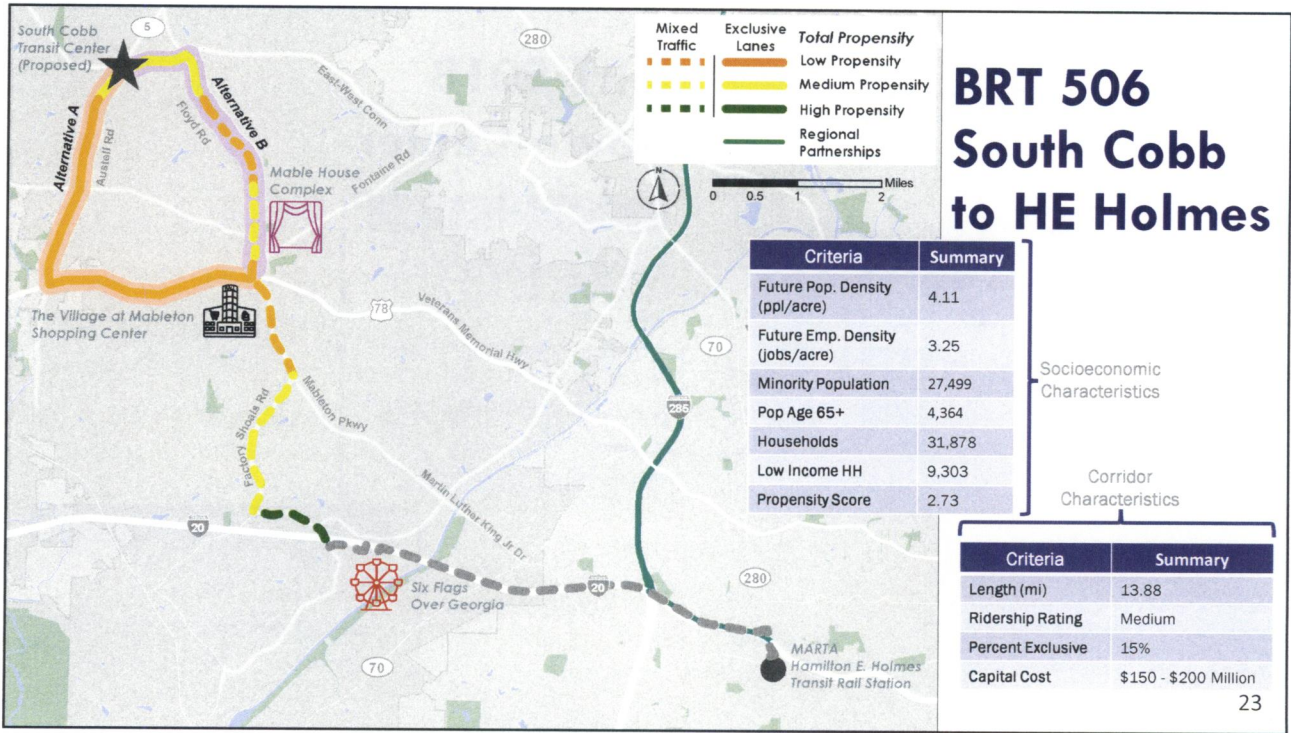




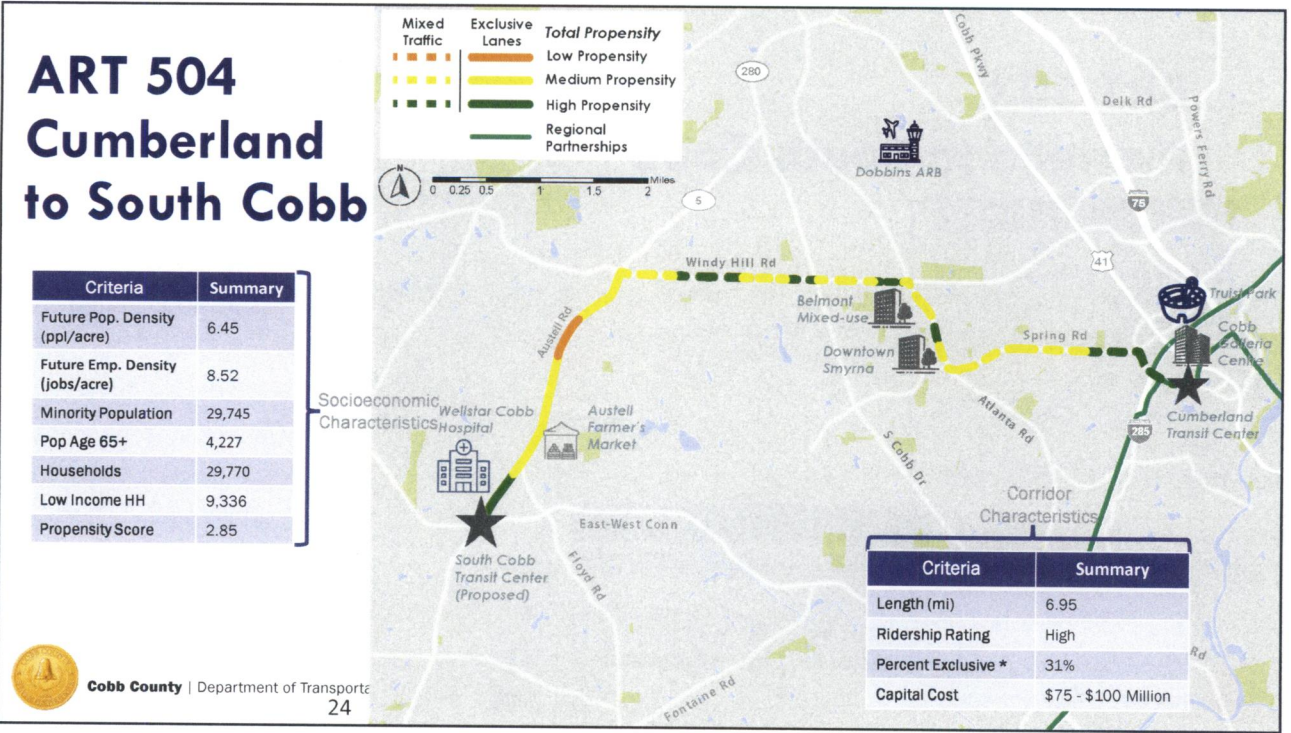
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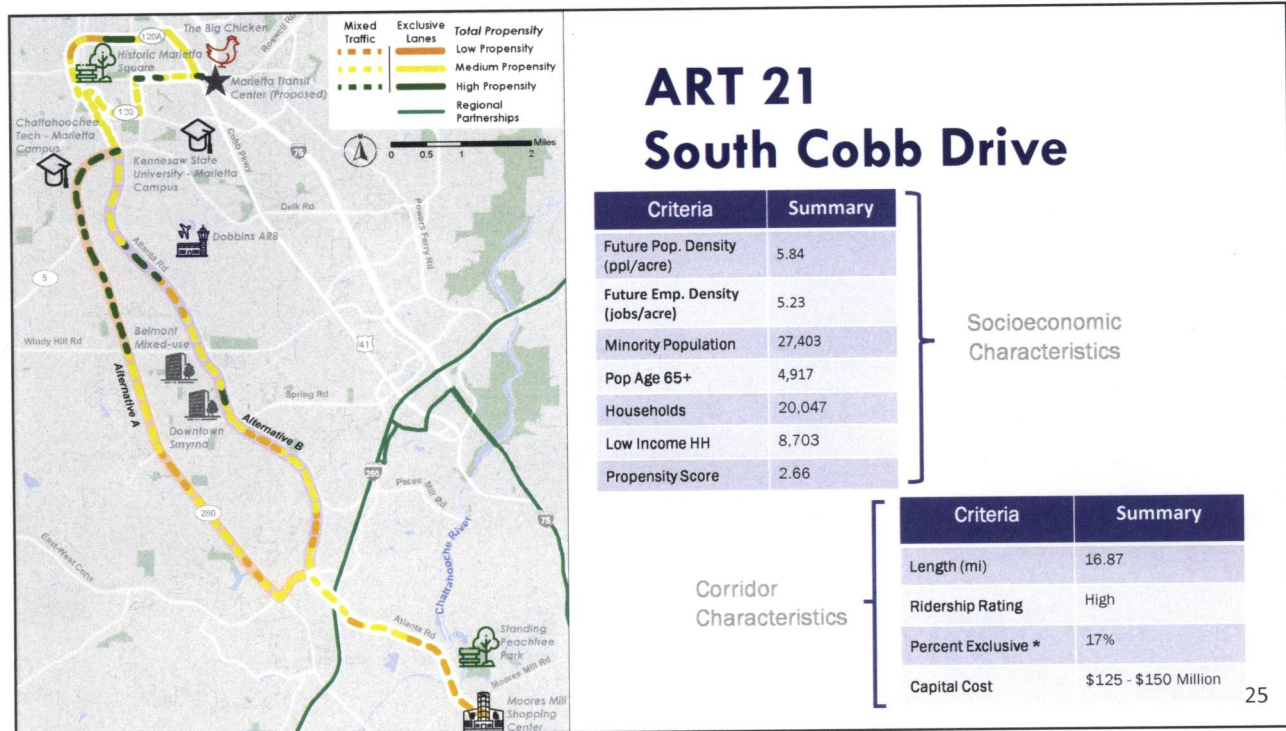
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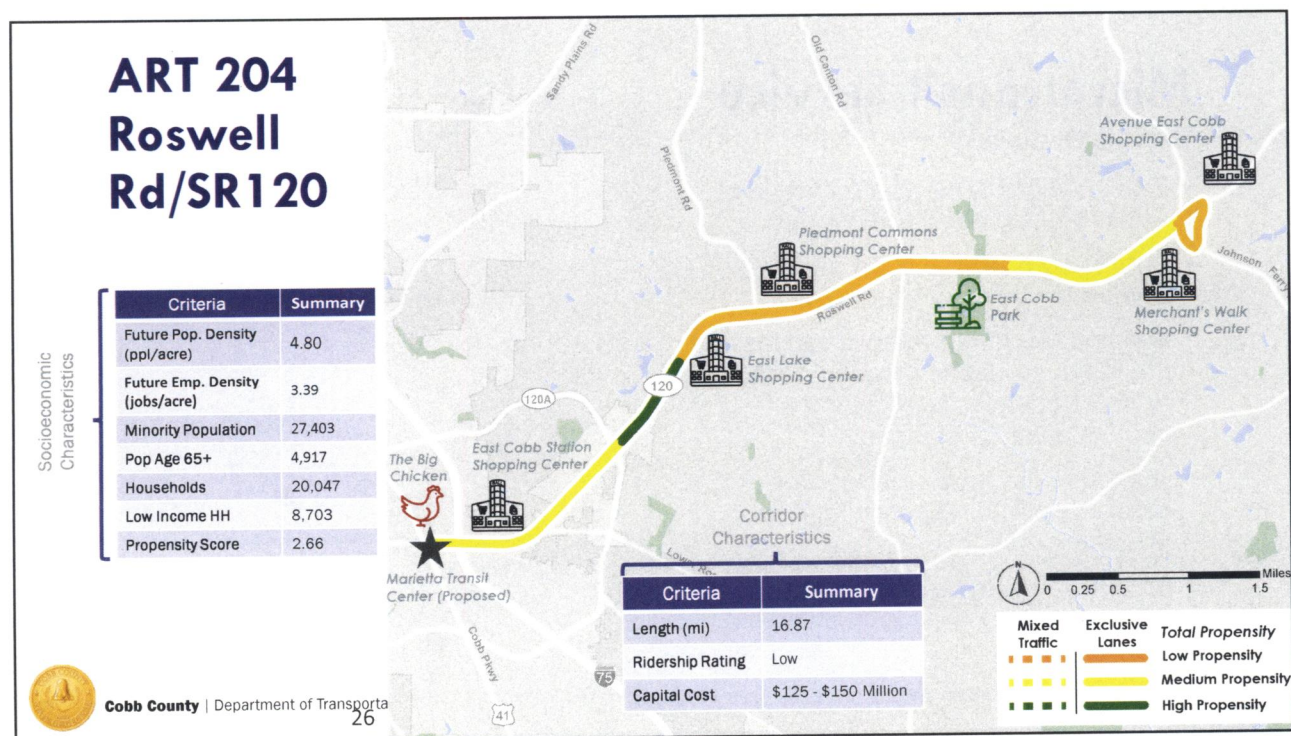
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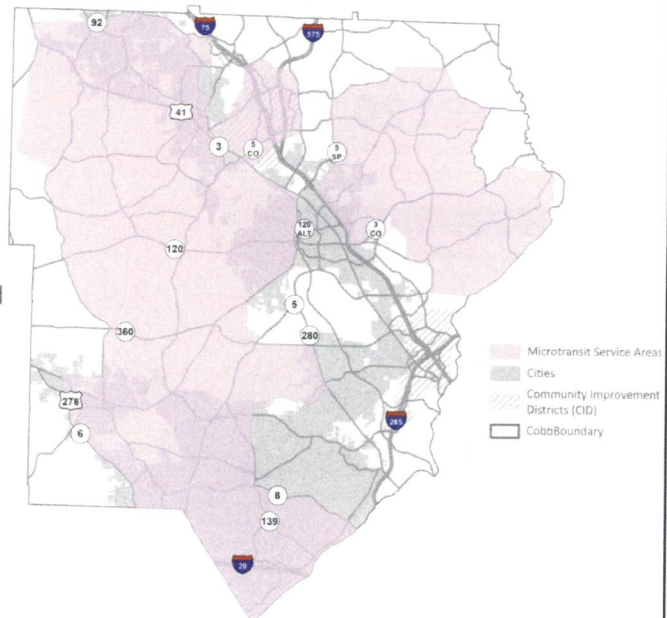
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Microtransit Service

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



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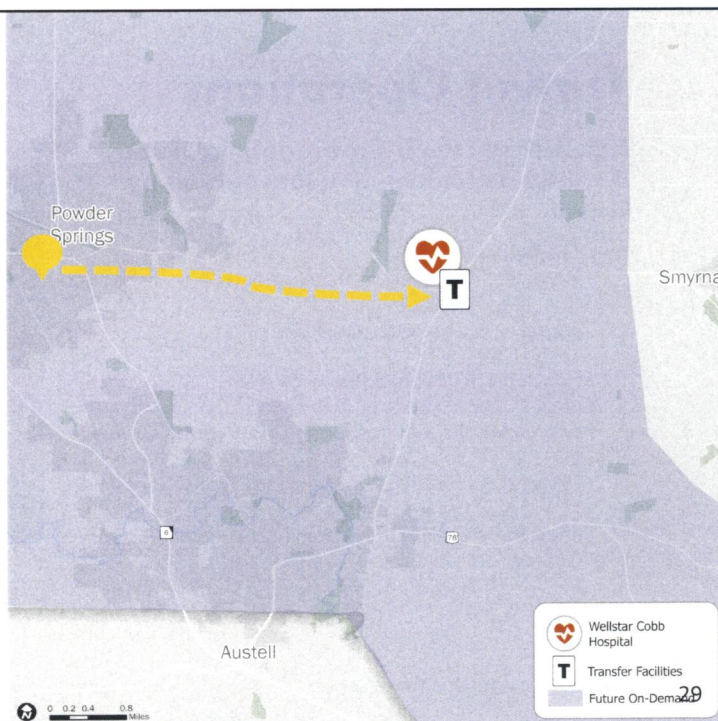
Microtransit Service

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



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Transit Operations

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

Key Objectives:

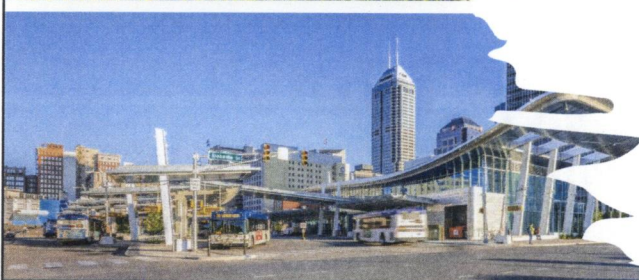
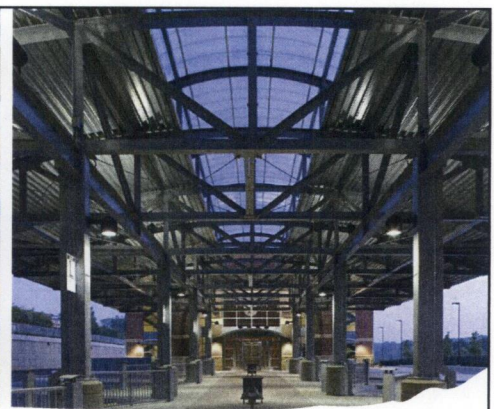
- Increase Cobb residents' Access to Transit Service
- Improve Customer Experience
- Expand Local Fixed Route System
- Improve Reliability of CobbLinc Transit Service
- Expand connectivity to Regional Transit Network
- Implement Local Circulator Routes within Activity Centers



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Transit Vehicles, Facilities, and Amenities

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Transit Facilities

Relocation/improvement of existing **Cumberland** and **Marietta** transfer centers

Add a new **South Cobb** transit center

Key Objectives:

Address operational issues

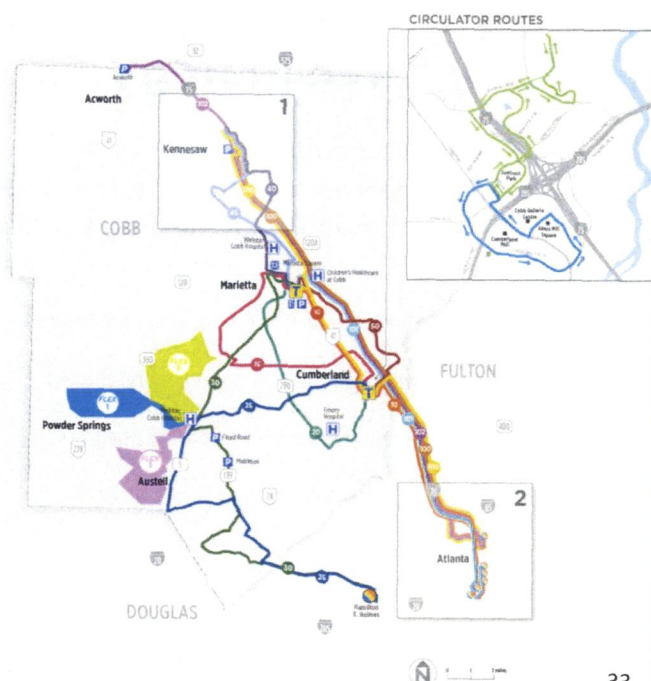
Improve rider experience and provide needed space/amenities for riders and operators

Allow expansion of planned services and new higher capacity transit modes (CobbForward CTP)

Better proximity to key transit corridors and regional transit connections



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Transit Technology



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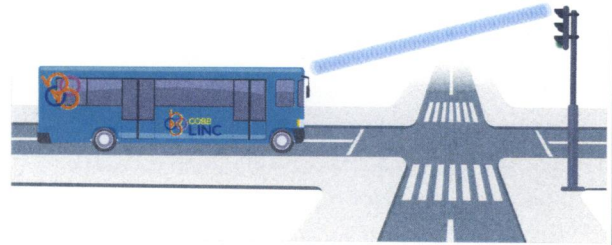
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Transit Technology

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

Key Objectives:

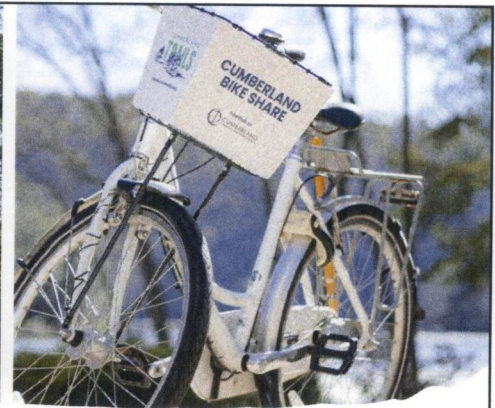
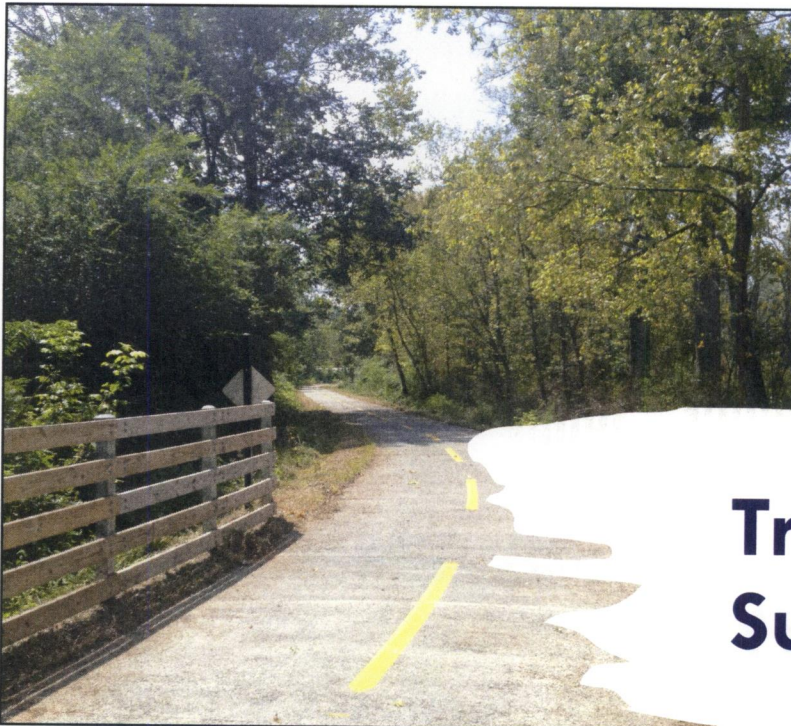
- Integrate Traffic Signal Priority System into network
- Explore Automated Vehicle Connectivity
- Increase Passenger and Vehicle Safety Features
- Expand Passenger Information Systems



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Transit Supportive

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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

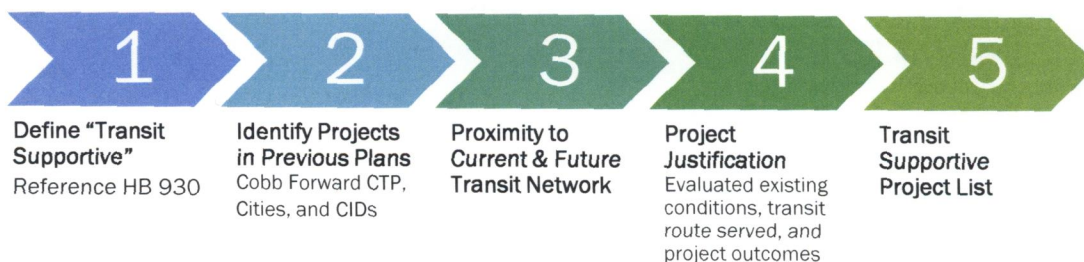


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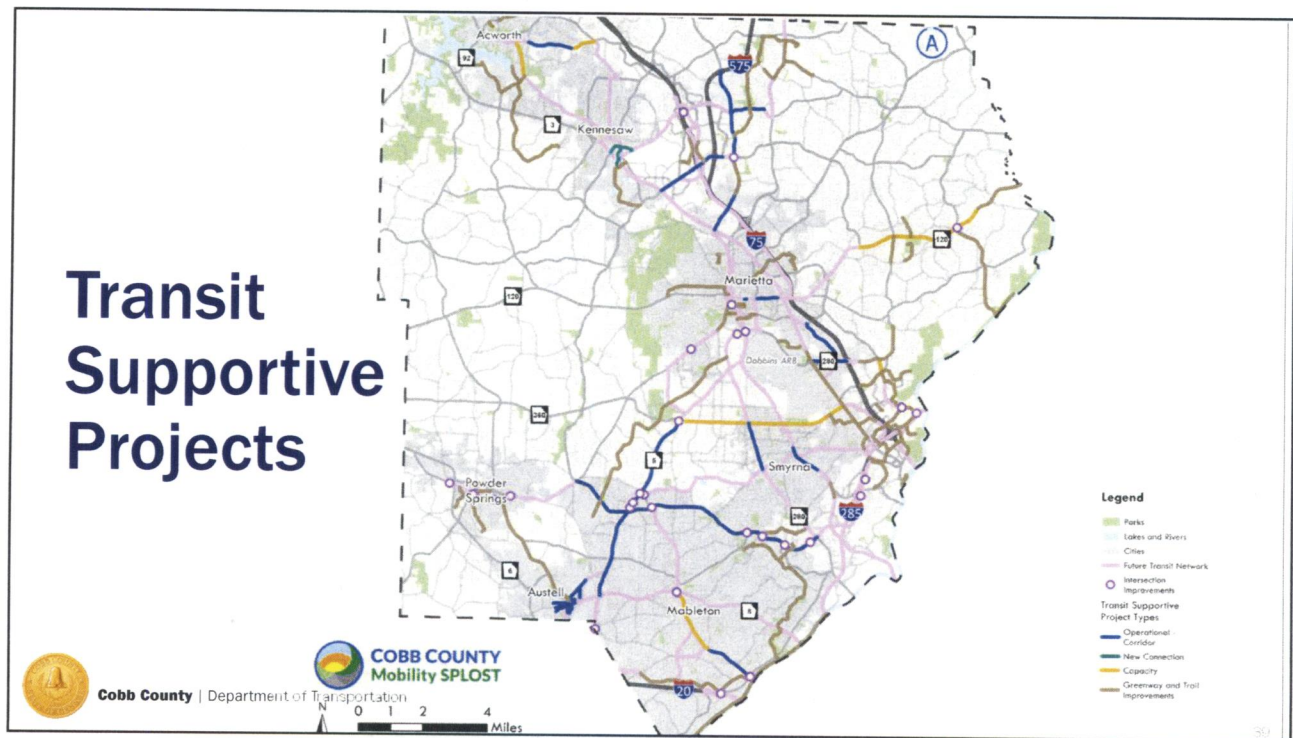
Transit Supportive Project List Development



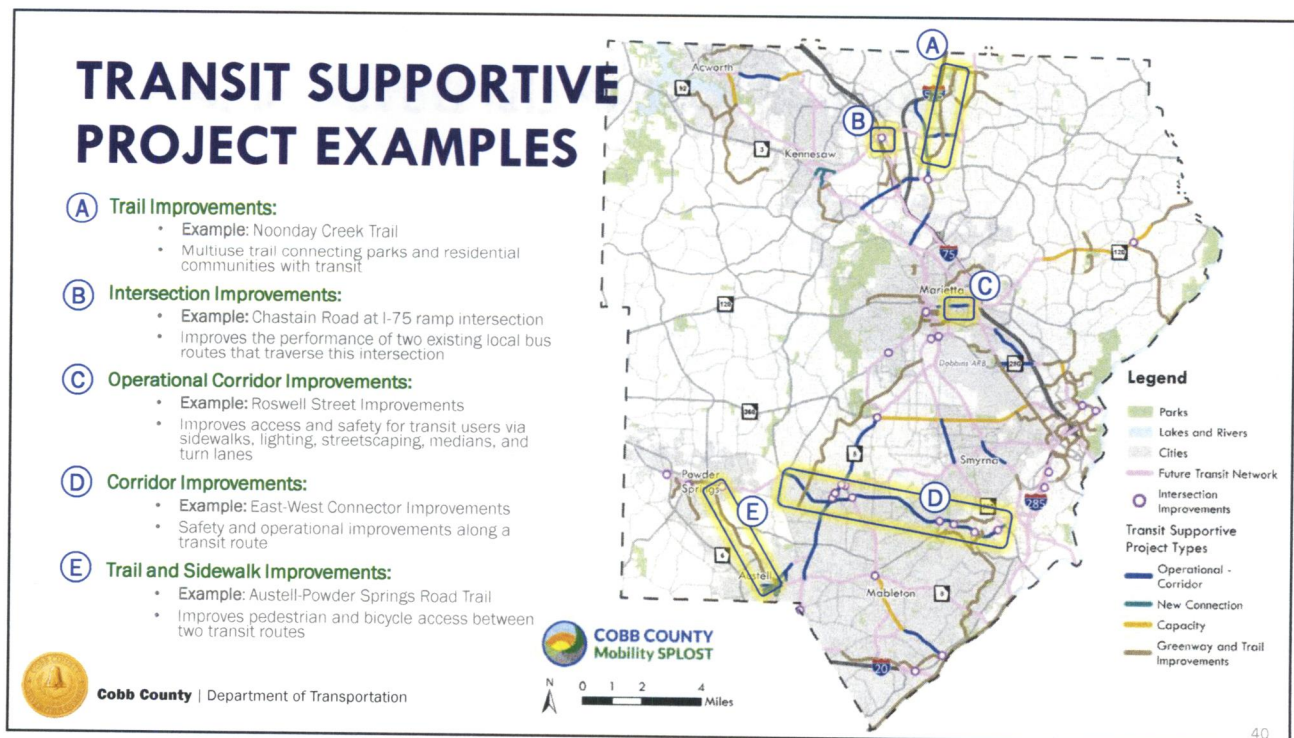
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Public Engagement Plan

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.



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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



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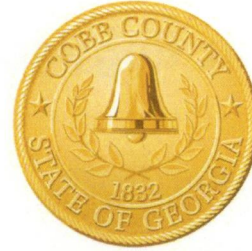
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Discussion and Next Steps

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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