

South Cobb Transit Evaluation and Implementation Plan

The purpose of this project for Cobb Community Transit (CCT) was to prepare an implementation plan for advancing sustainable transit options that connect to employment and improve quality of life in the southern portion of Cobb County by:

- Improving the performance of Route 30,
- Integrating specialized types of transit as appropriate, such as demand response zones or flex bus routes,
- Improving transit coverage to communities in the Study Area,
- Improving transit linkages with employment centers and key destinations, both within and beyond the Study Area, and
- Enhancing mobility and accessibility to and within the Study Area by providing a more robust transit network that offers an alternative to automobile travel.



Tasks completed included:

Environmental Screening. Completed a transit environment analysis focusing on current and future population and employment and land use conditions and transportation disadvantaged populations. Identified transit origins and destinations based on the 2010 Regional On-Board Transit Survey.

Route 30 Ridecheck Survey. Completed an inventory of all Route 30 weekday and Saturday trips over the course of five days in early January 2014.



Route 30 Assessment. Using ridership reports, service statistics, ridecheck survey data, and route demographics, completed a detailed route profile assessing the strengths and weaknesses of the route.

Problem Statement and Evaluation Methodology. Developed project purpose and need, goals and objectives, and evaluation criteria and measures of effectiveness.

Development and Evaluation of Conceptual Alternatives. Developed and evaluated alternatives addressing Route 30 on-time performance, frequency and span of service issues and service modification/expansion needs in the Study Area.

Recommendations and Implementation Plan. Developed a recommended alternative, cost and ridership estimates, and a phased implementation plan. This alternative addresses Route 30 issues and modifies Route 20 to restore service to Cumberland Parkway in the near-term, implements flex zone service in the low density areas of South Cobb, and implements a new Route 25 providing better east-west connectivity and better serving the Mableton area.

In July 2014 CCT implemented the Phase 1 recommendations for improvements to Routes 20 and 30. CCT is currently working towards implementation of the Phase 2 and Phase 3 recommendations.