Agenda

• Overview
• Transportation Demand Management
• Transportation Network Companies
• Bus Rapid Transit
• Existing and Potential Applications for Cobb DOT
Suburban Transit Planning Strategies

Overview

Eric Meyer, Cobb DOT
Cobb Major Planning Efforts

- 2015 Comprehensive Transportation Plan
- Connect Cobb AA & EA
- South Cobb Transit Study
- Route 10X Plan
- Weekend Service Plan
- Transit Service Plan
- Roadway Safety Audits
- ADA Transition Plan
- Greenways & Trails Master Plan
Transit Service Plan

• Comprehensive analysis of CobbLinc’s service
• Short-term plan to meet needs of residents, workers and businesses
• Included market assessment, travel demand analysis, ridership evaluation
Transit Propensity
New CobbLinc Improvements

- New Sunday service
- Use of managed lanes
- Addressing on-time performance
- Service to new areas
- Strengthening core routes
- Enhanced connections to MARTA and other routes
- Options with TNCs
Transportation Finance Options

- SPLOST Renewal
- Education SPLOST Renewal
- Roads
- Transit

Timeline:
- Nov 2020
- Nov 2022
Transportation Finance Options

Transit Options
• Status Quo
• Join MARTA under Existing Statutory Authority AND/OR HB 930
• Contract with MARTA under Existing Statutory Authority
• Expand using Full or Fractional Penny Sales Tax under HB 930

Roads Options
• Fund Road Improvements with 2022 SPLOST (Full Penny is Only Option)
• Fund Road Improvements with T-SPLOST (Full or Fractional Penny)
• Fund Road Improvements with General Fund (Bond or Annual Line Item)
Transportation Demand Management

Allie Velleca, AECOM
COMMUTING in CUMBERLAND
Cumberland

- Growing employment center
  - Large HQs
  - 75,000 jobs
- Transit access
  - Four bus routes
  - New circulator routes
  - Transfer center
- Road construction
- Weekday event traffic
TDM Strategy

- Geographic location
- Number of employees
- Transit access
Employer Outreach

• Worksite Assessment
  – Surveys
  – Dot Maps
Commute Action Plan

1. Construction Education
2. Telework Series
3. Try Transit
CONSTRUCTION

- Weekly customized emails
- Onsite presentations
- Q&A with CobbDOT
TELEWORK SERIES

MANAGING EMPLOYEES

CONSISTENT MANAGEMENT

Effectively managing employees can be difficult if expectations are not consistently set, and ultimately met, by both employees and management alike. It is important to treat all employees fairly and equally in every respect, regardless of when and where they do their work. Employees with Alternative Work Arrangements (AWA) and traditional, in-office workers should be held to the same performance standards and work requirements, and should have the same access to trainings, incentives, and promotions.

RESULTS VS. PRESENCE

To make work programs successful, it is important that employees are held accountable for the results they produce and not the hours spent in the office. Moving to a results-based management model can be uncomfortable for some managers, but will improve the overall performance of employees.

COMMUNICATION

Entry-level employees in an AWA should have contact with their managers and/or co-workers, instant messaging services, cellular phones and electronic mail provides personal contact on a daily basis. Frequent contact not only helps remote workers feel more connected and accountable, it also greatly improves team morale and job satisfaction.

Companies with full-time teleworkers run the risk of their employees feeling isolated or not part of a larger team. It is important that management makes an effort to get to know their employees and that all employees are able to take part in team meetings and activities. Be sure to include teleworkers in day-to-day activities and, if possible, schedule social fun and/or team building activities on a common telework or flex day.

DOCUMENTATION

Before an individual begins teleworking or using other AWAs, managers and employees should document and sign an agreement that clearly outlines the specific terms of the work arrangement as well as the expectations of both parties. Agreements should detail standards for maintaining or establishing AWAs, the quantity and quality of work produced, ensuring communication with the in-office peer, and all other common practices that need to be maintained. Standard will need to be set if the employee is expected to work fixed hours, or if telework privileges can be revoked if the demands of work require it.

MONITOR/MEASURE PERFORMANCE

Monitoring performance includes measuring an employee’s attendance, quality, and timeliness of work providing feedback. It is always preferable to measure an employee’s results, rather than their activities, and this approach is especially helpful when managing AWAs. Once performance measures and targets are established, communicating progress on meeting objectives should be frequent and regular, allowing the manager and employee to quickly determine whether a problem exists and implement corrective action.

TELEWORKING

(Telecommuting: Work from home, Remote work) Telework also known as remote work, work from home, or telecommuting, is one of the fastest growing, most popular types of AWAs. Telework is defined as an arrangement where an employee performs outside of an organizational office or client site that is not a handwriting of work related travel. WPA is dependent upon the definition of telework, work at all times through the course of

TELEWORK SUCCESS WITH TECHNOLOGY

Technology needs to present a significant benefit to organizations seeking to extend their workforce. Today, we find that companies often have their need to extend and reduce costs that are ready for configuration to support telework. Reviewing and evaluating an organization’s technological needs through a systematic framework results in a technology assessment that will guide an organization in finding the right technology and work arrangement that best fit the organization’s needs. This technology assessment leads three ways:

Step One: Create telework technology profiles
Step Two: Establish an inventory of current technology
Step Three: Assess findings

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Step Two: Establish an inventory of current technology
Step Three: Assess findings
TRY TRANSIT

- Free 10-trip passes
- Custom commute plans
- Customer appreciation
Results

1,798,549 vehicle miles reduced
61,273 vehicle trips reduced
729.1 pollution reduced (tons)

27,973 trips avoided by teleworking
19 commuter events
10 commuter presentations
336 new GCO registrants
150 enrollees in guaranteed ride home
20 vanpools

37 worksite assessments
6 employer surveys
61 construction update emails

302 employer survey responses

309 try transit surveys submitted
1327 views of try transit webpages
1600 reached, 7 shares on try transit FB posts

35 try transit passenger mailer
200 impressions, 157 reached on try transit Instagram posts

18 hotel meetings
86 employer meetings
65 stakeholder meetings

5686 employees represented at employer partners
Over 8000 tenants in buildings managed by property managers

19 total partners
13 new partners
11 employer partners
8 property managers
38 etc contacts
Transportation Network Companies

Chip Burger, AECOM
Overview

The Cobb County Department of Transportation and AECOM examined how peer transit systems procure and contract with Transportation Network Companies (TNC) to supplement their transit services.
Transportation Network Companies (TNCs) are companies that use a digital platform to connect customers with drivers for the purpose of proving transportation for compensation.

Microtransit provides transit-like service but on a smaller and more flexible scale using dynamically generated routes from common pick-up or drop-off points.
Peer transit agency case studies

- **Capital Metro and Via (Austin, TX)**
  - Program with Via Transportation to replace previously existing flex-zone service

- **City of Altamonte Springs and Uber (Altamonte Springs, FL)**
  - Program to subsidize Uber rides within the city and to other partner cities

- **City of Centennial and Lyft (Centennial, CO)**
  - Program to address first- and last-mile connectivity from commuter rail station

- **Pinellas County Transit Authority and Uber/Lyft/Taxi (Pinellas County, FL)**
  - Program to fill the gap for recommended or actually eliminated fixed-route services. county

- **Toronto Transit and various taxi companies (Toronto, ON)**
  - Program to provide accessible transportation to people with disabilities
How did the transit agency advertise for the program, and how did the TNCs respond?

- TNCs generally do not respond to RFPs
- TNCs prefer partnering opportunities
- TNCs favor pilot programs lasting six to 12 months
Did the transit agency encounter any unusual legal challenges in getting the TNC under contract?

Organizational structure and corporate culture of TNCs is different than that of local governments

TNCs were inexperienced in dealing with the unique needs of local government (but they want to grow in this market)

Transit agencies may require TNCs to maintain types of insurance and other requirements they do not normally carry:

- Commercial General Liability
- Worker’s Compensation
- Drug and alcohol testing

Finalizing agreements with TNCs took substantial time
Were there any requirements from TNCs for data? Were TNCs willing to share data?

TNCs often considered trip data to be “confidential trade secrets”, so data sharing opportunities were limited.

Provisions for data sharing were included in contracting language to allow the city to monitor efficacy of the program.

Monthly reports and invoices included things like:

- Total number of trips, trip dates and times, average duration and distance of a trip, total number of unique riders, wait times, travel times

Capital Metro’s agreement stipulated that they “own” the data, allowing full access to the data for the duration of the pilot period.

The agreement required data be purged after the pilot concludes.
Any other noteworthy conditions of service or lessons learned?

City of Centennial included a provision in the contract defining a Program Funding Maximum. This provided a safeguard for the City in case it ran out of dedicated funding before the pilot program term ended.

Capital Metro suggested that agencies should have clearly defined metrics, and an effective way to get feedback from customers. Additionally, they recommended offering the pilot program at no cost so that everyone can easily try it out.

PSTA had a slow start to their pilot program due to lack of understanding on how to use it. They began deploying ambassadors to educate riders.
Potential Applications in Cobb County, GA

1. Geography
   - Austell
   - Powder Springs
   - Cobb Hospital

2. Connecting Routes
   - Route 30
   - Route 25

3. Call Center
Potential Applications in Cobb County, GA

Demand Response Service - FLEX

1. Geography
   - Three Zones

2. Operations Began April 2015

3. Paratransit Vehicles (Rebranded)

4. Call Center

5. Service Days & Hours
   - Monday – Friday
   - 7a-7p

6. 1,300 Riders / Month

7. $30-40 / Trip
Considerations: Geography, Days & Hours

1. Geography
   - One Simplified, Expanded Zone

2. Safe Pick-up & Drop-off Locations

3. Service Days & Hours
   - Monday – Friday (Saturday? Sunday?)
   - 7a-7p (Flex) vs. 6a-9p (Flex Feedback)
Considerations: Eligibility & Price

Shared-Ride Option Only

- ADA Equivalent Service Required
- Maximum Trips Per Month
- Surge / Prime Time Pricing
- Phone Call Surcharge

- In App View or Promo Code
- Fixed Fare or Percentage of Total
Considerations: Other

Marketing
- Call Center for those not using Smartphone App
- Account Manager and Customer Support Team

Data Sharing
- Invoicing
- Risk
- Open Records
- Planning (i.e. sufficient demand for fixed route service, etc.)

Assistance
- Call Center for those not using Smartphone App
- Account Manager and Customer Support Team

Insurance / Risk
- Commercial General Liability
- Commercial Automobile Liability
- Worker’s Compensation (if required by state law)
- Background Checks
## Cost Scenarios

<table>
<thead>
<tr>
<th>New TNC Service Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Monday-Friday, 6a-9p</td>
</tr>
<tr>
<td>• Minimum Fare: $6.75 UberX, $2.99 UberPool</td>
</tr>
<tr>
<td>• Average Fare: $8.00</td>
</tr>
<tr>
<td>• Maximum Fare: $11.00 (without Surge or Primetime)</td>
</tr>
<tr>
<td>• No Free Transfer</td>
</tr>
</tbody>
</table>

### Existing Flex Zones
- ~15,500 trips/year
- Cost/trip ~ $35
- Annual cost is over $500,000/year

<table>
<thead>
<tr>
<th>Total Trips per Year</th>
<th>Rider pays 1\textsuperscript{st} $2.50. County pays Remainder</th>
<th>County pays half of trip cost, up to $5.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>36,000</td>
<td>$198,000</td>
<td>$144,000</td>
</tr>
<tr>
<td>48,000</td>
<td>$264,000</td>
<td>$192,000</td>
</tr>
<tr>
<td>60,000</td>
<td>$330,000</td>
<td>$240,000</td>
</tr>
</tbody>
</table>

* Flex carries 1,300 trips/month on average.
* Equivalent ADA compliant service cost estimate is unknown.
* Need to budget for marketing.
* Need to budget for assistance for those without smartphones and/or banking services.
Bus Rapid Transit

Debbie Wilson, Kimley-Horn
The AA Process

Cobb County DOT is project sponsor

Project is about 25 miles – Midtown to Acworth

- High demand corridor
- Served by Cobb Linc Route 10 – 47% farebox recovery is very high
- Need for travel choices

Develop reasonable alternatives

- Technology
- Alignments

Public Involvement – 55 events in 14 months

Evaluate alternatives – transportation, land use + economic, environment, financial
Hybrid LPA was recommended
Bus rapid transit on US 41 with express buses on managed lanes
• Uses existing and (then) proposed infrastructure
• Minimizes stops
• Connects activity centers
The AA Locally Preferred Alternative

Arterial Bus Rapid Transit on US 41 and express bus on managed lanes
• Maximizes use of existing and proposed
• Minimized stops
• Connects activity centers
Connect Cobb - Northwest Transit Corridor Alternatives Analysis

next 18 to 24 months, the environmental impacts of the LPA will be further quantified. In addition, extensive public outreach will be continued. Other next steps include: ongoing refinement of ridership and travel time forecasting, further detailing of the financial strategy, and a benefit-cost analysis. The results of this analysis will offer necessary information which enables the U.S. Secretary of Transportation to make findings of project justification and local financial commitment, will support the consideration and inclusion of the LPA in the Cobb County Transportation Plan as well as the City of Atlanta Transportation Plan, and will enable the local Metropolitan Planning Organization to include the LPA as part of the regional long-range transportation plan.

Figure 1-1: Locally Preferred Alternative
EA Process

**Lead federal agency:** Federal Transit Administration

**Local project sponsor:** Cobb County DOT
Proposed Project

- ART on US 41
- 13.2 miles - Dedicated guideway from Kennesaw to Cumberland
- 12.1 miles - Use existing roads from Cumberland to Arts Center Station
- 14 stations + modify Arts Center for ART vehicles
- Vehicle Maintenance Facility near existing bus storage/maintenance facility – US 41/South Marietta Parkway
EA Components:

- Develop Purpose and Need
- Prepare detailed ridership forecasts
- Complete preliminary designs
  - Refined alignment
  - Guideway locations
  - Typical sections
  - Station locations and types
Extensive Technical Analyses

- Transportation
- Utilities
- Neighborhood and Community Resources
- Cultural Resources
- Parks and Public Lands
- Section 4(f)/Section 6(f)
- Visual Impacts
- Displacements/Relocations
- Safety and Security
- Hazardous Materials
- Noise

- Air Quality
- Federal and State Protected Species
- Hydrology and Floodplains
- Water Quality and Stormwater
- Navigable Waters
- Waters of the US and Buffered State waters
- Indirect and Cumulative Impacts
- Environmental Justice and Limited English Proficiency
Public Engagement

- Cobb County website, Facebook, Twitter, You Tube; Project website
- Fact sheets
- Transit Advisory Board meetings
- Kiosks
- Public meetings
- Public Hearing
EA Findings

Impacts to:

- Surface Transportation
- Transit
- Utilities
- History
- Visual
- Displacements and Relocations
- Safety and Security
- Noise
- Air Quality
- Federal and State Endangered Species
- Water Quality
- Hydrology/Floodplains
- Stormwater
Construction Measures to Minimize Harm

• Traffic
• History
• Hazardous Materials
• Noise
• Air Quality

• Federal and State Threatened Species
• Hydrology/Floodplains
• Stormwater
• Waters of the US/Buffered State Waters
Federal Transit Administration
Region IV

Finding of No Significant Impact (FONSI)

PROJECT: CONNECT COBB CORRIDOR
SPONSOR: COBB COUNTY DEPARTMENT OF TRANSPORTATION (CCDOT)
LOCATION: COBB AND FULTON COUNTIES, ATLANTA

Introduction

This document provides the basis for a determination by the Federal Transit Administration (FTA) of a Finding of No Significant Impact (FONSI) for the Connect Cobb Corridor project. This determination is made in accordance with the National Environmental Policy Act (NEPA) of 1969 (42 USC 4332-4347), the Council on Environmental Quality (CEQ) NEPA Implementing Regulations (40 CFR §§ 1500-1506), and the NEPA implementing procedures of the FTA (23 CFR § 771).

FTA, as the lead federal agency, and Cobb County Department of Transportation (CCDOT), as the local project sponsor, jointly prepared the Environmental Assessment (EA) to determine potential impacts to the human and natural environment that may result from the Connect Cobb Corridor project. The EA was prepared pursuant to 23 CFR § 771.119 and signed by FTA on April 14, 2015. This FONSI was prepared by FTA pursuant to 23 CFR § 771.121 and incorporates by reference the EA and other cited documentation.

Project Description

Two alternatives, the No Build Alternative and the proposed project, were evaluated in the EA.

No Build Alternative

The No Build Alternative assumed that existing Cobb Community Transit (CCT) service on US 41/Cobb Parkway would continue, as well as CCT and Georgia Regional Transportation Authority (GRTA) express bus service to the I-280 corridor. This alternative also includes projects in the vicinity either currently in construction or identified in the recently-concluded plan for the Atlanta region showing the region’s highest transportation priorities (PLAN 2040).

Proposed Project

The proposed project includes arterial rapid transit (ART) service and associated improvements on US 41/Cobb Parkway, as described below (see Figures 1). The majority of the ART system would operate on dedicated guideway from the Kennesaw area to the Cumberland Mall area, would have continuing service to the existing Metropolitan Atlanta Rapid Transit Authority (MARTA) Arts Center Station, and would begin at the terminus station at Kennesaw State University (KSU) near the intersection of Chastain Road and Frey Road.

Environmental Determinations and Findings

National Environmental Policy Act Finding

FTA served as the lead agency for the project under NEPA. FTA reviewed the draft versions of the EA and signed the EA on April 14, 2015. The EA found that the project’s construction and operation would cause no significant adverse environmental effects that would not be mitigated. This finding applies to all applicable environmental elements, including transportation, utilities, land use, neighborhood and community resources, cultural resources, parks and public lands, Section 4(f)/Section 6(f), visual, displacements and relocations, safety and security, hazardous materials, noise, air quality, federal and state protected species, hydrology/floodplains, water quality/streamwater, navigable waterways, Waters of the US and Buffed State Waters, indirect and cumulative impacts, and environmental justice and limited English proficiency.

After carefully considering the analysis in the EA and the public comments and responses, FTA finds that the proposed project will have no significant adverse effect on the environment. The record provides sufficient evidence and analysis for determining that an Environmental Impact Statement (EIS) is not required.

Environmental Finding

The Connect Cobb Corridor EA (April 2015) is attached and incorporated by reference as part of this Finding of No Significant Impact. Based on the EA and its associated supporting documents, the Federal Transit Administration finds, pursuant to 23 CFR 771.121, that there are no significant impacts to the environment associated with the development and operation of the Connect Cobb Corridor project.

Dr. Yvette G. Taylor
Regional Administrator
Federal Transit Administration Region IV
The Project

- 25-mile corridor from Midtown Atlanta (Fulton County) to Acworth (Cobb County)
- High existing demand
- Served by Cobb Transit Route 10-47% farebox recovery is very high
- Need for travel choices for:
  - Commuters and reverse commuters
  - College Students
  - Seniors
  - Local trips (shopping/reception/medical, etc.)
Existing and Potential Applications for Cobb DOT

Eric Meyer, Cobb DOT
Discussion