



*TRANSPORTATION INVESTMENT ACT OF 2010
Unconstrained Investment List Project Submittal Form*

1. **Project Name:** KSU to North Atlanta Metro Express Bus
2. **Project Applicant: (Lead Agency Name/Address):** Cobb DOT Ivance@cobbcounty.org
3. **Program Area (Select all that apply):**

- Roadway Capital
- Roadway & Bridge Maintenance (Asset Management)
- Safety and Traffic Operations
- Freight & Logistics
- Aviation
- Bicycle and Pedestrian
- Transit Capital
- Transit Operations & Maintenance

4. **Project Purpose:**

This project consists of implementing and operating express bus service between Kennesaw State University and the North Atlanta regional employment centers (i.e. Perimeter Mall and Buckhead). The project will also consist of purchasing 10 express buses to operate along the express bus routes.

The purpose of this project is to implement and operate express bus service, for the residents of Cobb, Fulton and DeKalb counties, and connect with fixed transit routes within the Cobb Community Transit and MARTA transit service areas. Service will be implemented to connect passengers between the following activity centers: Kennesaw State University, Cumberland Mall, Perimeter Mall, and Buckhead along I-75 and I-285 and SR-400 in Cobb, Fulton and DeKalb counties.

The service will provide alternate mode of public transportation that will help relieve traffic congestion, decrease automobile use and accidents, and provide regional connectivity throughout the Atlanta region. Commuters will be able to utilize the park and ride facilities, in order to board the express bus between the indicated activity centers. +

5. **How does project meet criteria?**

This project will be an express bus service that will tie into the existing regional transit network, generated by CCT, GRTA and MARTA. The express bus will connect transit passengers between the Kennesaw State University-Town Center Mall areas and the Cumberland and Perimeter Mall regional employment centers, serving Cobb, Fulton and DeKalb counties.

This project has been stated as a need in the following plans and studies:

- The Interstate 285 Transit Corridor Study (2004, by ARC)
- The GRTA Regional Express Bus and Road Program (2004)
- The Cobb County Transit Planning Study (2006, by Cobb County DOT)
- The I-75/I-575 Northwest Connectivity Study (2007, by GRTA)
- The Cobb County Comprehensive Transportation Plan (2008, by Cobb County DOT)
- The Northwest Corridor - Alternative Analysis Study, by Cobb County DOT
- Revive 285, by GDOT

6. Public Benefit (Check all that apply and explain how the project can achieve that goal):

- Enhance safety: The express bus will reduce accidents along the freeways and arterials in the region.
- Congestion relief: Service will reduce traffic, as regional commuters will use the express bus.
- Economic development: Service will help generate employment, and enhance access to the CIDs.
- Increase modal options: Service provides as an alternate mode of transportation within CIDs
- Other (describe): _____

7. Project Description Summary:

On an attached sheet and limited to 250 words, provide a detailed description of the project that includes location/limits (especially city and county limits), project components and functional improvements. Please provide an 8½” x 11” black & white or color map of the project location noting project limits or service area. Map must be clear and legible and include street detail.

8. Total Project Funding (current dollars) for:

Phase/Scope	Total Cost (\$)	Total Amount Requested (\$)
Design		
Right-of-Way		
Construction		
Other (describe)		
Transit Operations	\$10,000,000	\$10,000,000
Transit Capital	\$5,000,000	\$5,000,000

9. Project Readiness:

a. Programmed/adopted in local or regional plans (Check all that apply and include project ID # if applicable):

- GDOT Construction Work Program (CWP): _____
- GDOT State Transportation Improvement Program (STIP): _____
- MPO Long Range or Transportation Improvement Program (TIP): _____
- County Capital Improvement Plan: _____
- County/City Comprehensive Plan: Cobb 2030 CTP
- Transportation Study: Cobb TPS 2006

Other _____

b. Provide the percentage complete for the following:

i. Environmental documentation (if applicable)

ii. Design plans (if applicable):

iii. Right of way acquisition (if applicable):

10. If funding were available today, provide the estimated completion time for each phase:

Phase	Number of Months
Design (if applicable)	
Right-of-Way (if applicable)	
Construction	12

KSU to North Atlanta Metro Express Bus – Project Description Summary

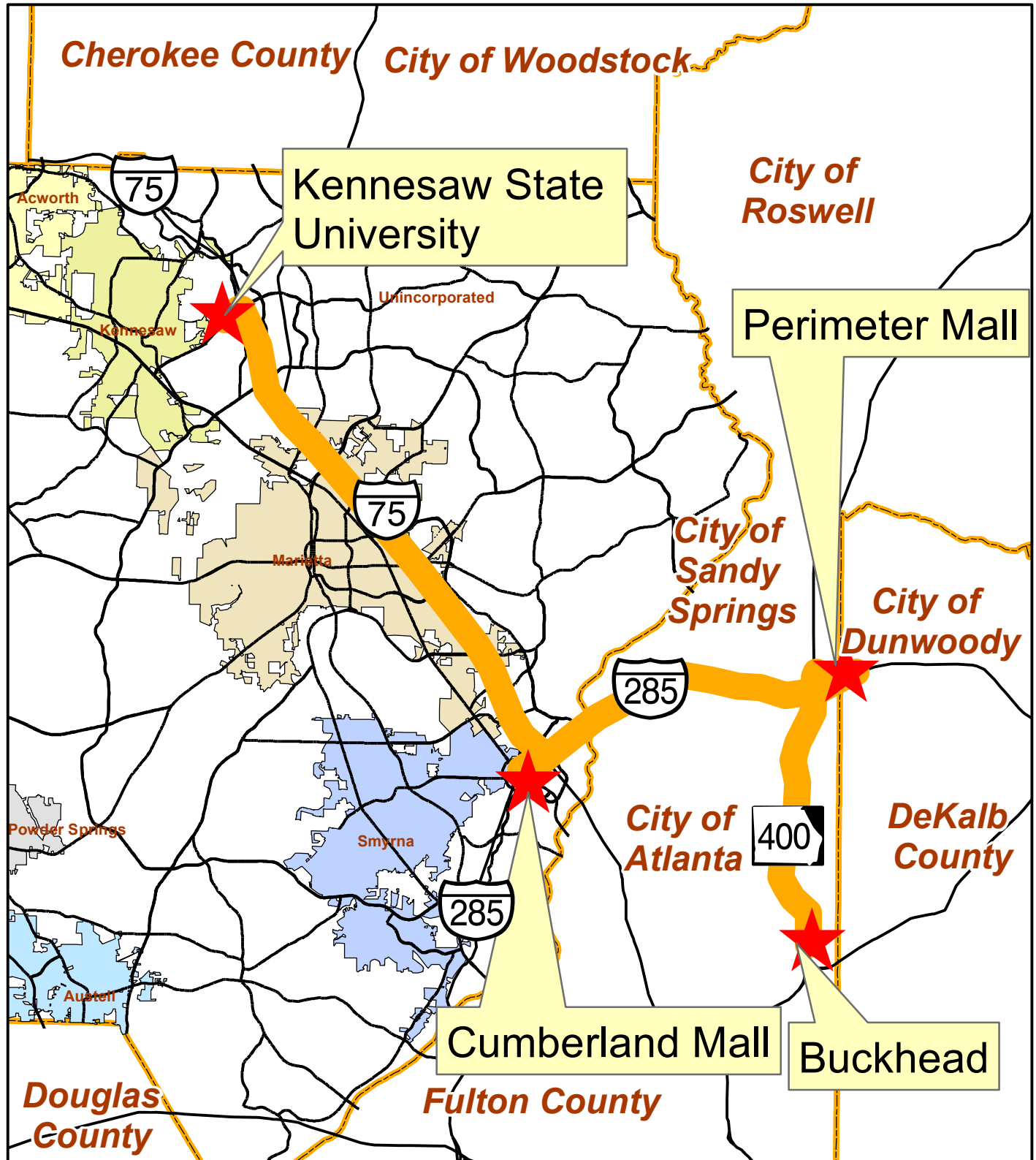
This project consists of purchasing 10 fully equipped express bus coaches and the cost of operations and maintenance of 20 years of express bus service between the Kennesaw State University (KSU) and Perimeter Mall areas.

The express bus will serve residents of Cobb, Fulton and DeKalb counties, and connect with fixed transit routes within the Cobb Community Transit and MARTA transit service areas. Service will be implemented to connect passengers between Kennesaw and Dunwoody, along Interstates 75 and 285 in Cobb, Fulton and DeKalb counties.

According to GDOT, approximately an average of over 260,000 vehicles (2009 traffic count data), in both directions travel daily along the interstates, carrying ten (10) percent truck traffic. Students who matriculate at KSU in Kennesaw, which has an enrollment of over 21,000 students, will have access to the new express bus service. The project will consist of operating ten express buses during the peak hours of transit service, between the hours of 5am to 10am, and 2pm to 7pm. Express buses will transport passengers with stops in the KSU area, the Marietta and Cumberland Transfer Centers, and at the Perimeter Mall in Dunwoody.

The express buses will improve public transit access between Cobb Community Transit and MARTA, within Cobb, Fulton and DeKalb counties. Currently, CCT and GRTA operates limited express service between midtown/downtown Atlanta, and the park and ride lots at Acworth, Busbee, Town Center, Powder Springs, Hiram and the Marietta Transfer Center. New express buses will provide an alternate mode of transportation between four regional activity centers in the northern portion of the Atlanta region: KSU/Town Center, Marietta, Cumberland and Perimeter.

REGIONAL SALES TAX - KSU to North Atlanta Metro Express Bus



SCALE



Cobb County
Dept. of Transportation
March 2011

