

Joint Meeting- Stakeholder Committee & Technical Committee

**Thursday, December 12, 2013
Cobb County DOT Squad Room**

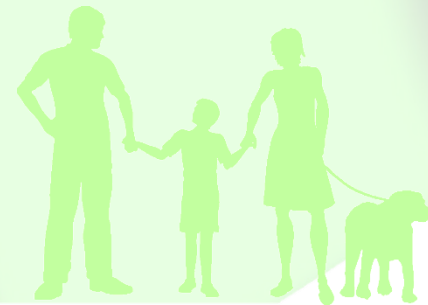
**Cobb County Comprehensive Transportation Plan
Update 2040**

www.cobbinmotion.com



- **Existing Conditions and Needs Assessment**
 - Draft Technical Report
- **Listening Tour/Stakeholder Interviews**
- **Public Opinion Poll (telephone survey)**
- **CCT Customer Satisfaction Survey**
- **Guiding Principles**
 - Objectives

Status Update





What have we heard?

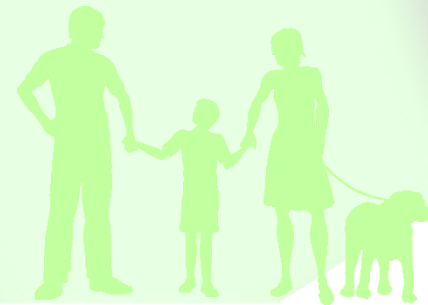
INPUTS:

- **Listening Tour (see summary)**
- **Stakeholder Interviews**
- **Public Input (see summary)**
- **Public Opinion Poll (see topline)**
- **Stakeholder and Technical Committee Oct 21st Meeting (see summary)**

DEVELOPMENT:

- **Project team work session**
- **Round of revisions**
- **Presented at City/County Quarterly Meeting**
- **Presented to Stakeholder and Technical Committee Meeting, Dec 12th**

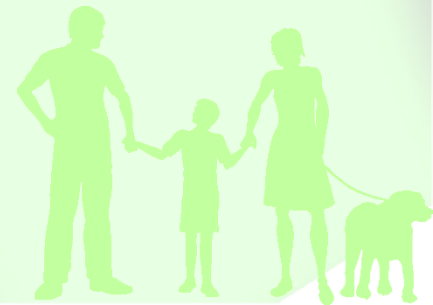
Guiding Principles



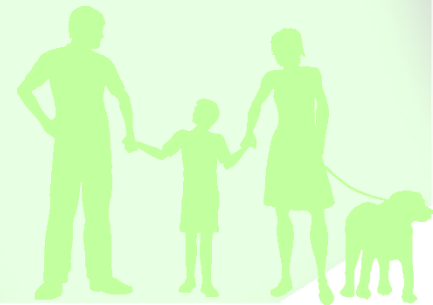
Definitions:

- **Guiding Principles:** Generalized statements that broadly relate the physical transportation environment to values
- **Objectives:** Specific measurable statements related to the attainment of the guiding principles
- **Performance Measures:** Indicators that capture each objective's fundamental outcomes

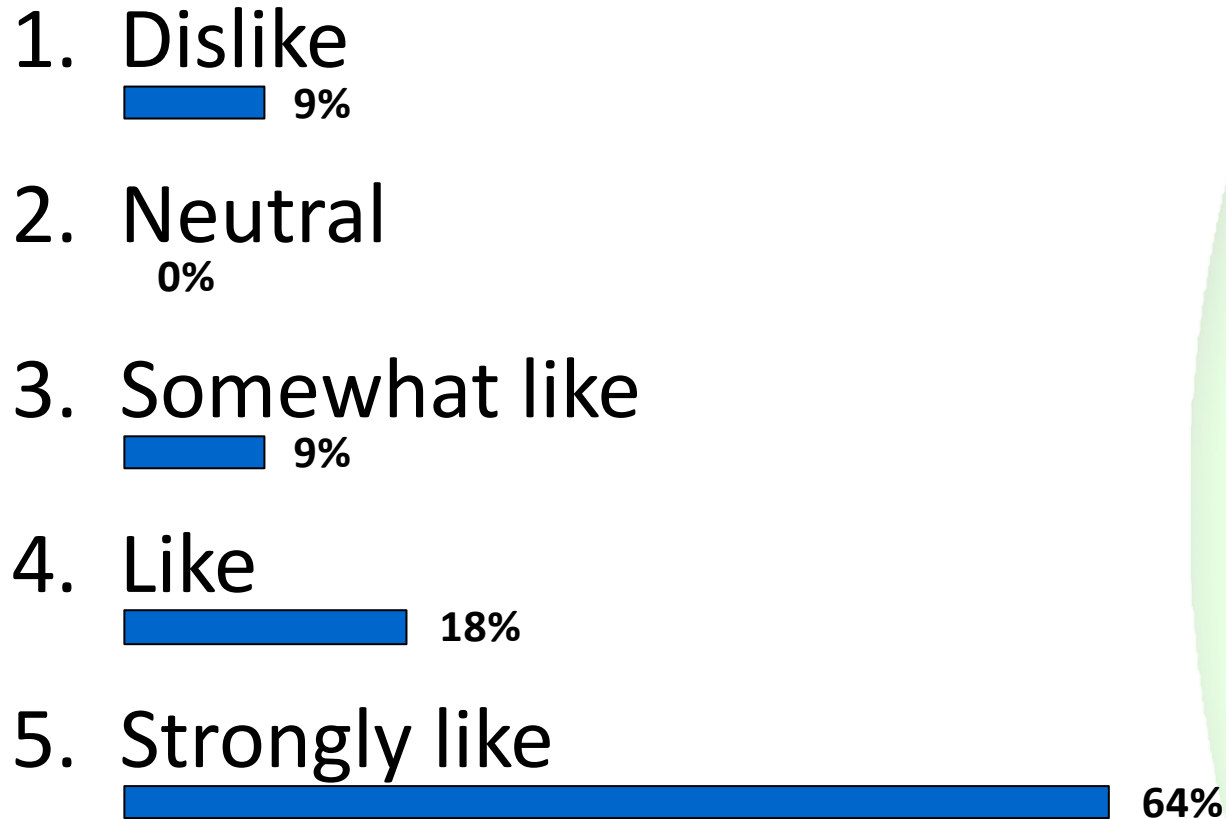
Guiding Principles



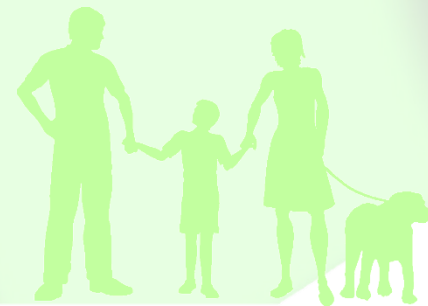
Guiding Principles- Key Pad Polling



Q1: How much do you like pizza?



Avg = 4.36



Guiding Principle #1

Maximize Performance of Transportation System

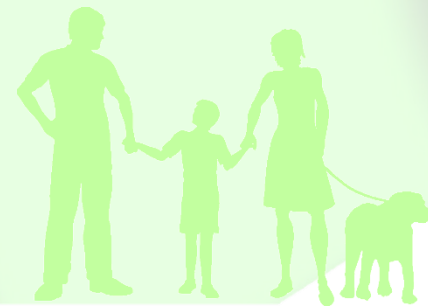
Objectives

1a. Operate the transportation system efficiently and effectively

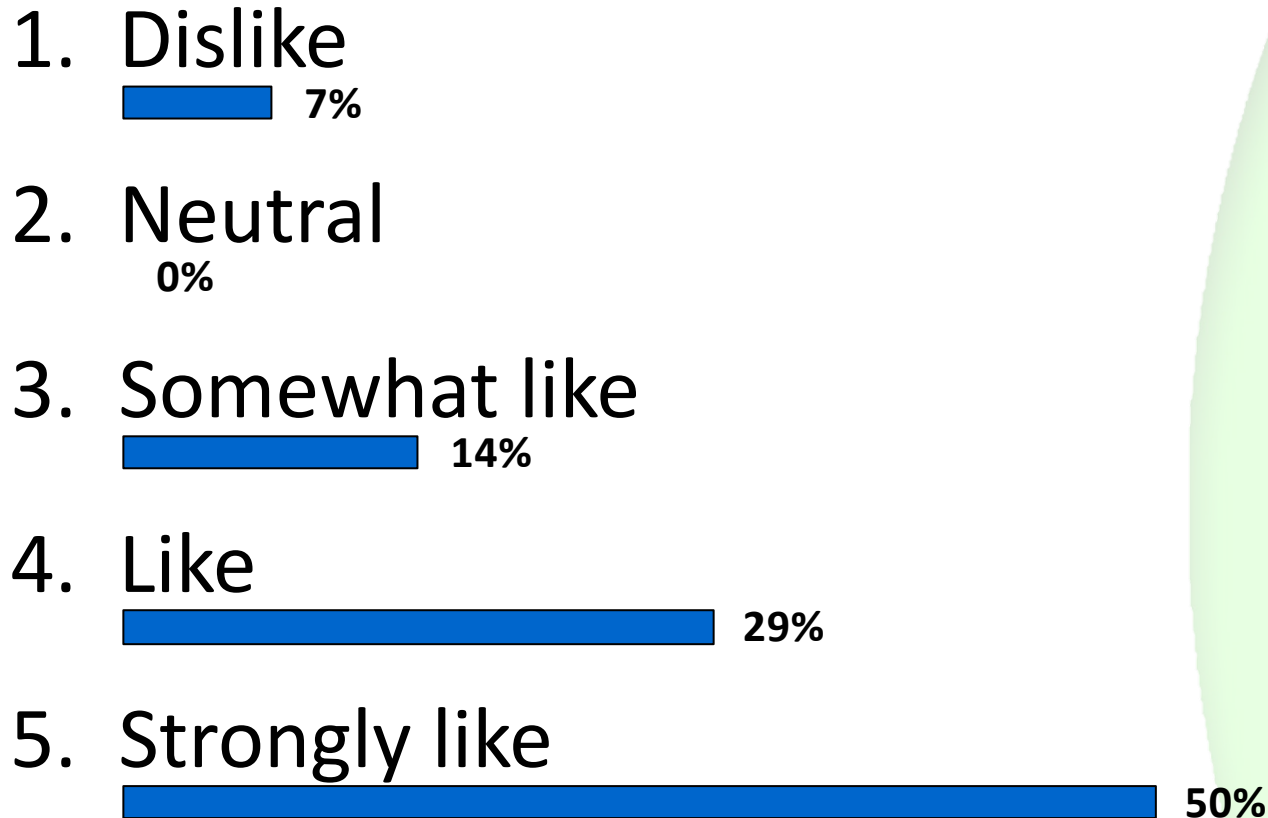
1b. Give priority to investment that preserves existing infrastructure

1c. Protect and enhance transportation connections to key destinations

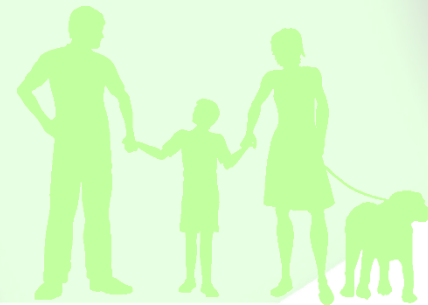
1d. Protect and enhance existing community character



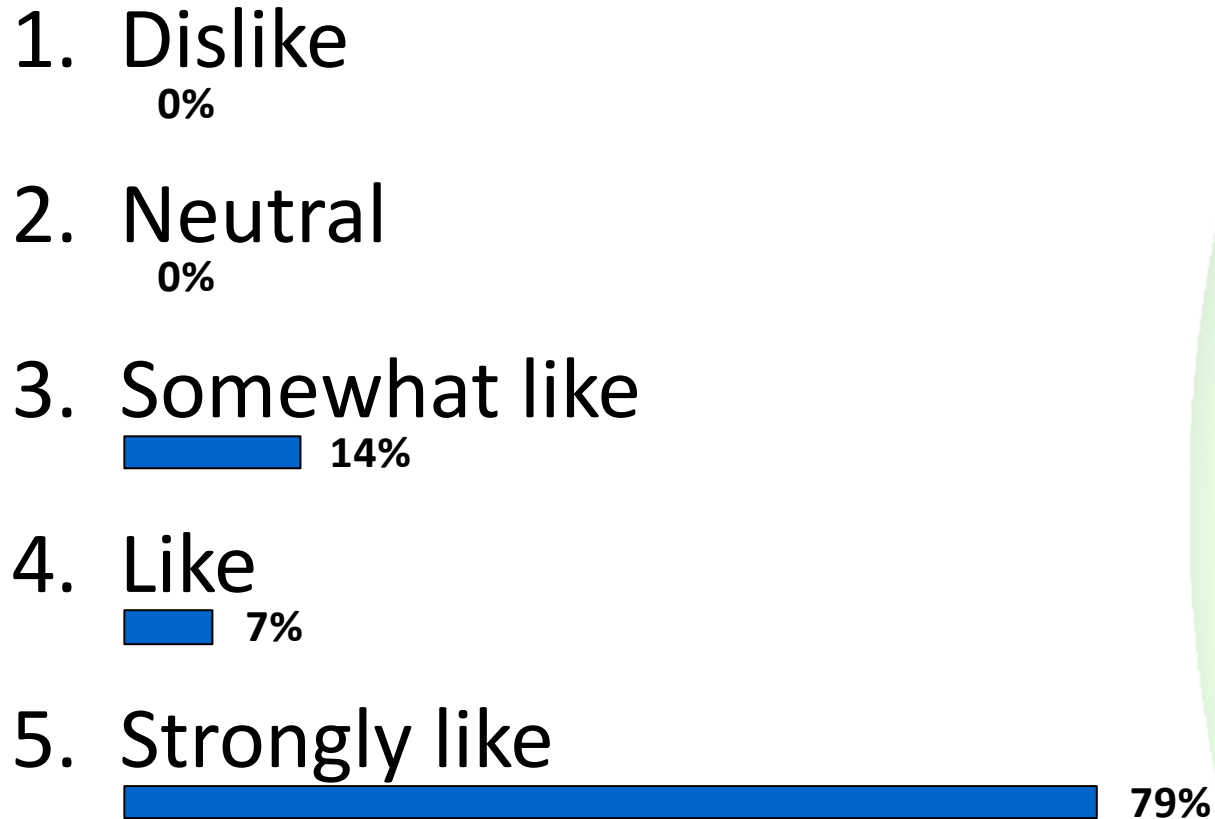
Q1: How well do you like Guiding Principle #1? Maximize Performance of Transportation System



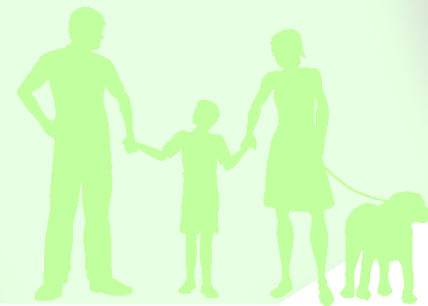
Avg = 4.14



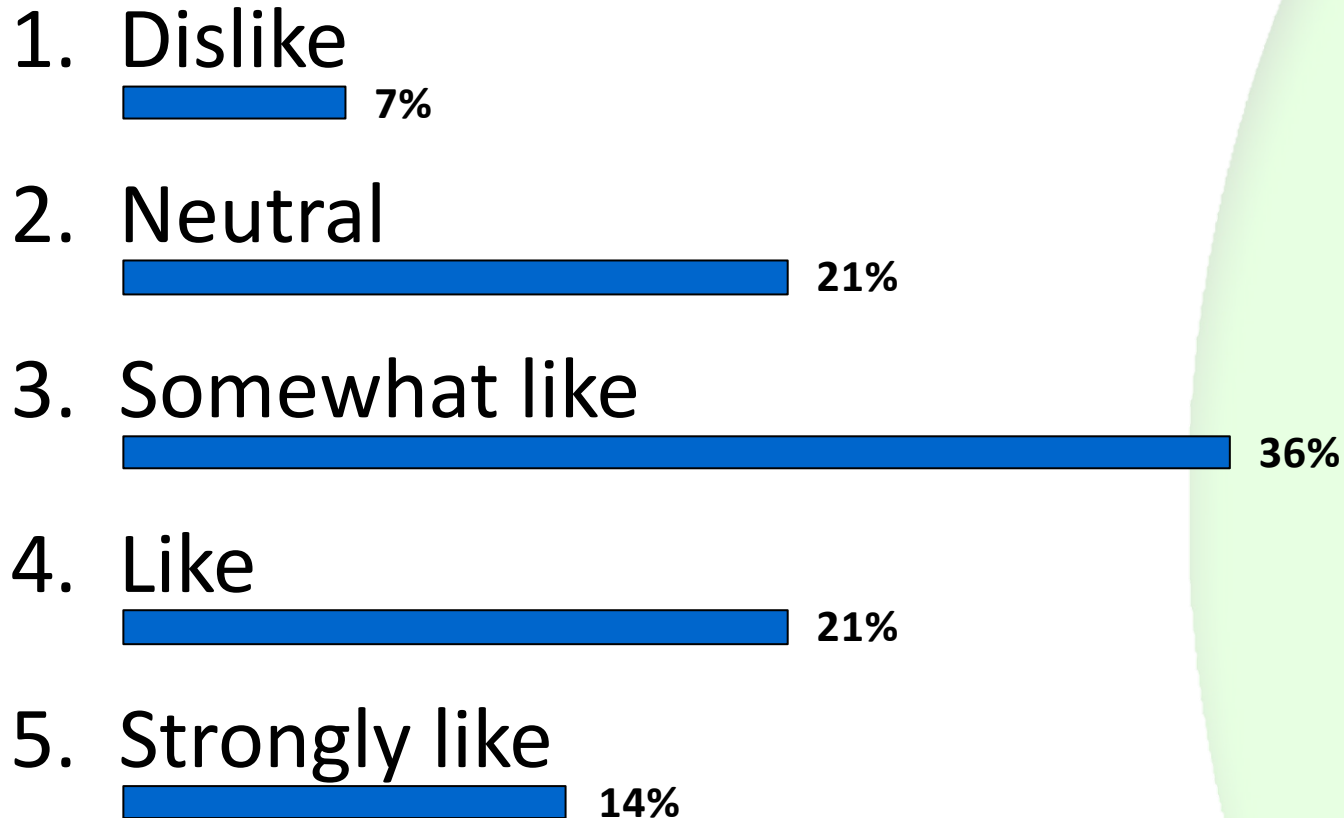
Q1a: How well do you like Objective 1a? Operate the transportation system efficiently and effectively



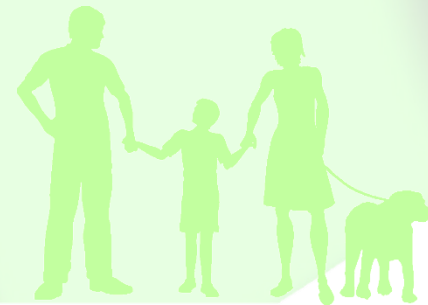
Avg = 4.64



Q1b: How well do you like Objective 1b? Give priority to investment that preserves existing infrastructure

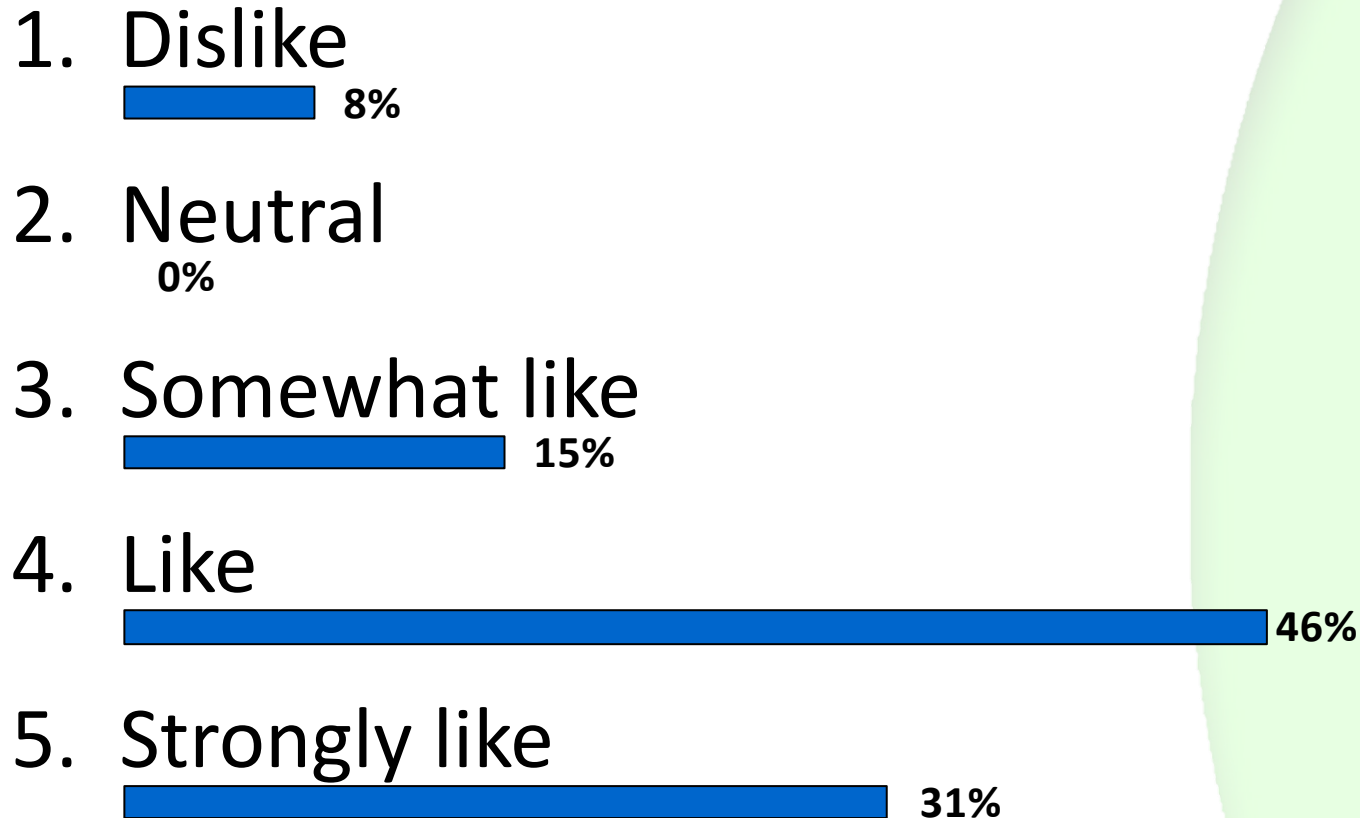


Avg = 3.14

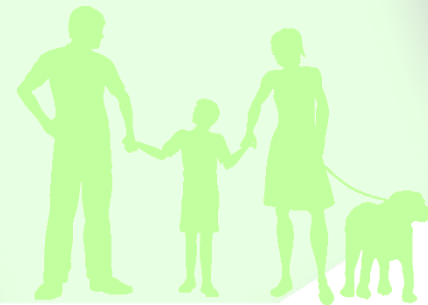


Q1c: How well do you like Objective 1c?

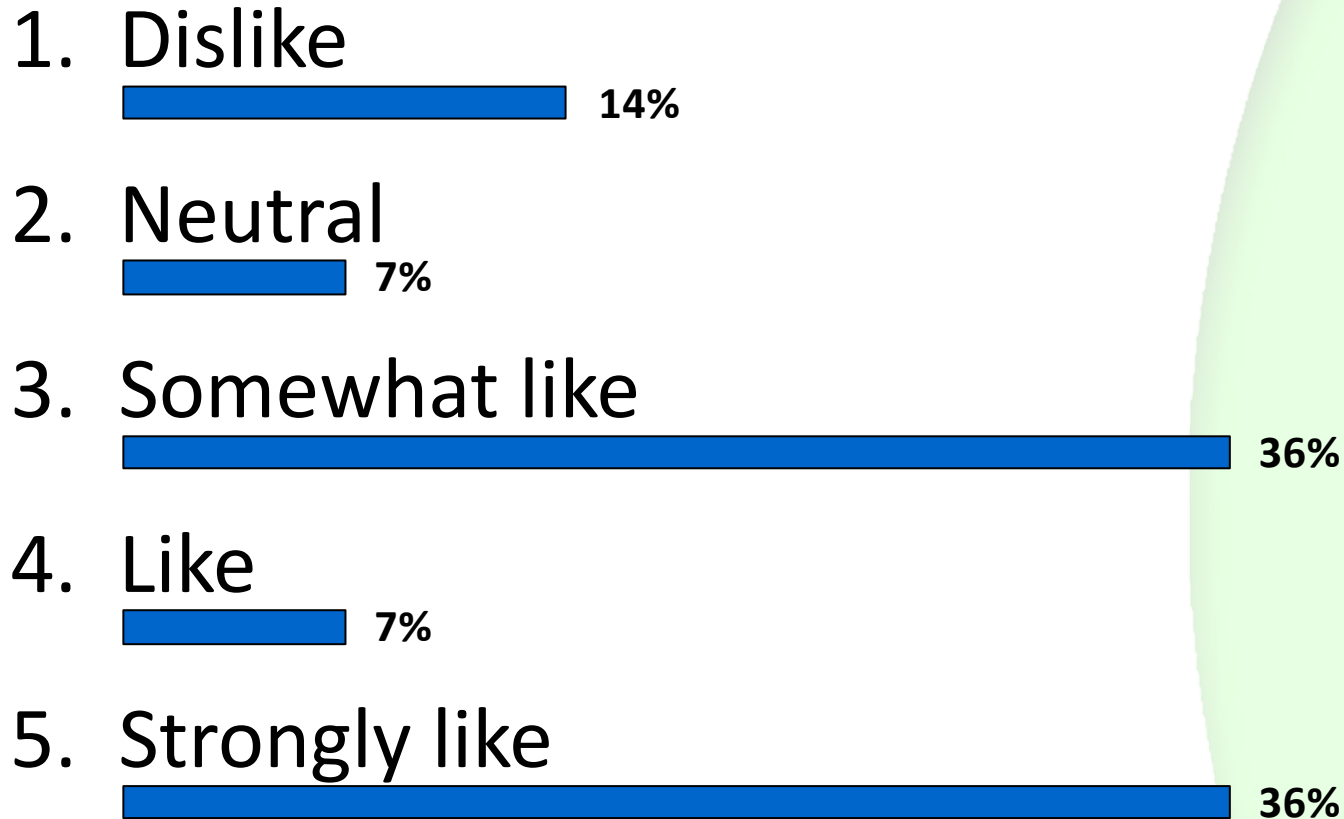
Protect and enhance transportation connections to key destinations



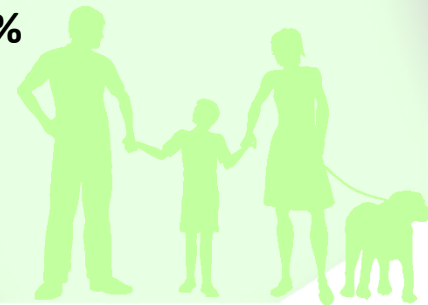
Avg = 3.92



Q1d: How well do you like Objective 1d? Protect and enhance existing community character



Avg = 3.43



Guiding Principle #2

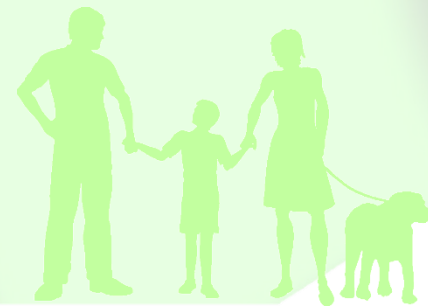
Improve Access and Manage Traffic Congestion

Objectives

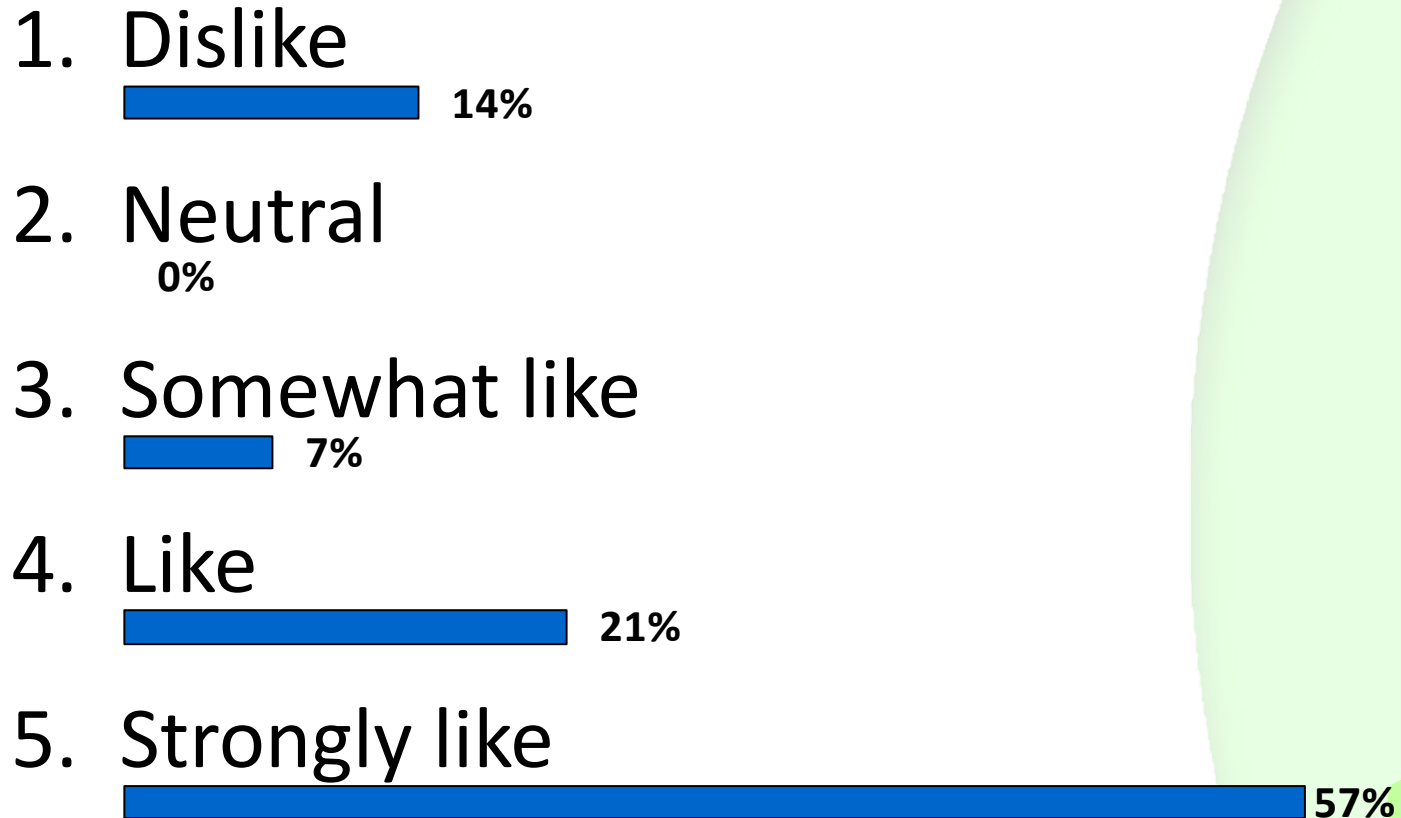
2a. Focus on improving travel times rather than reducing congestion

2b. Provide increased travel choices (routes and modes of travel)

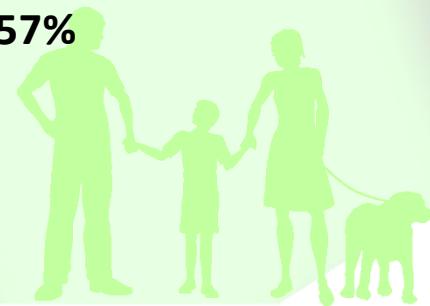
2c. Focus on key travel patterns



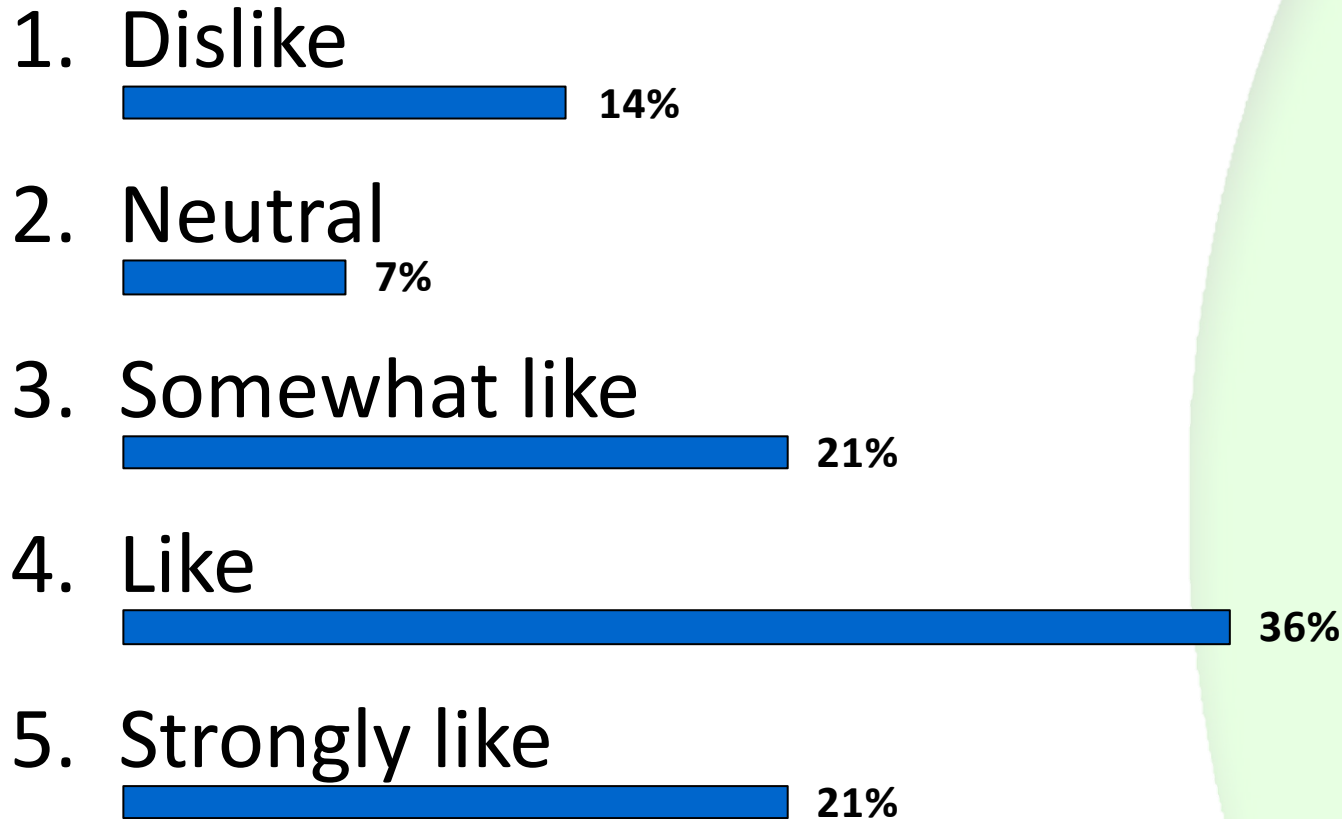
Q2: How well do you like Guiding Principle #2? Improve Access and Manage Traffic Congestion



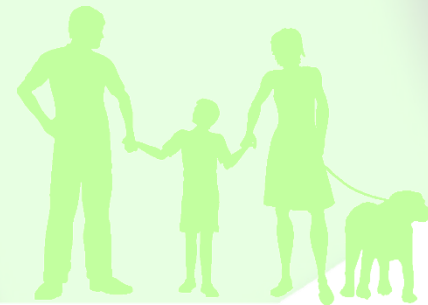
Avg = 4.07



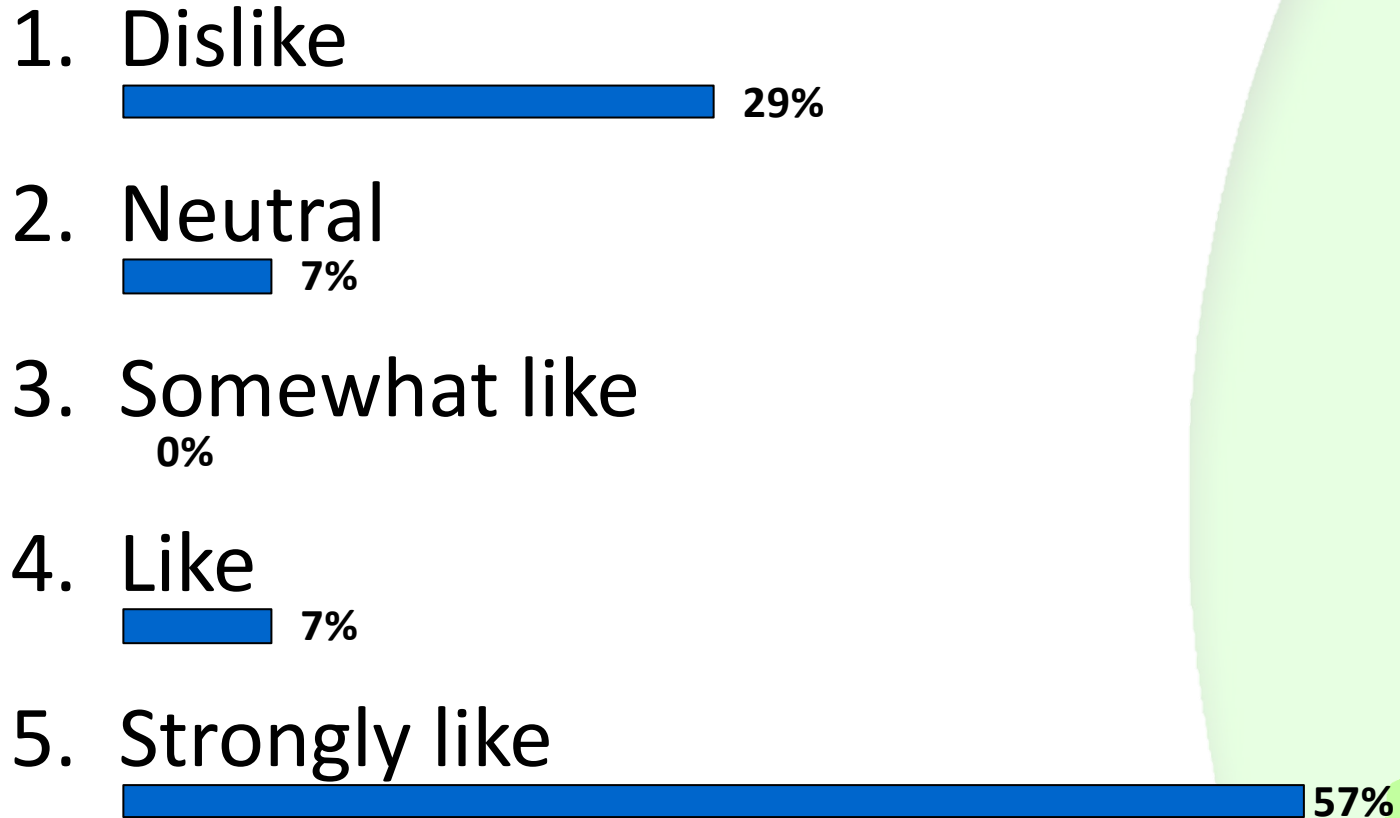
Q2a: How well do you like Objective 2a? Focus on improving travel times rather than reducing congestion



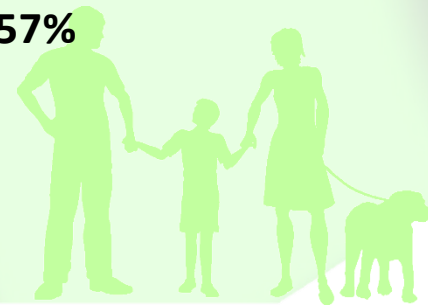
Avg = 3.43



Q2b: How well do you like Objective 2b? Provide increased travel choices (routes and modes of travel)

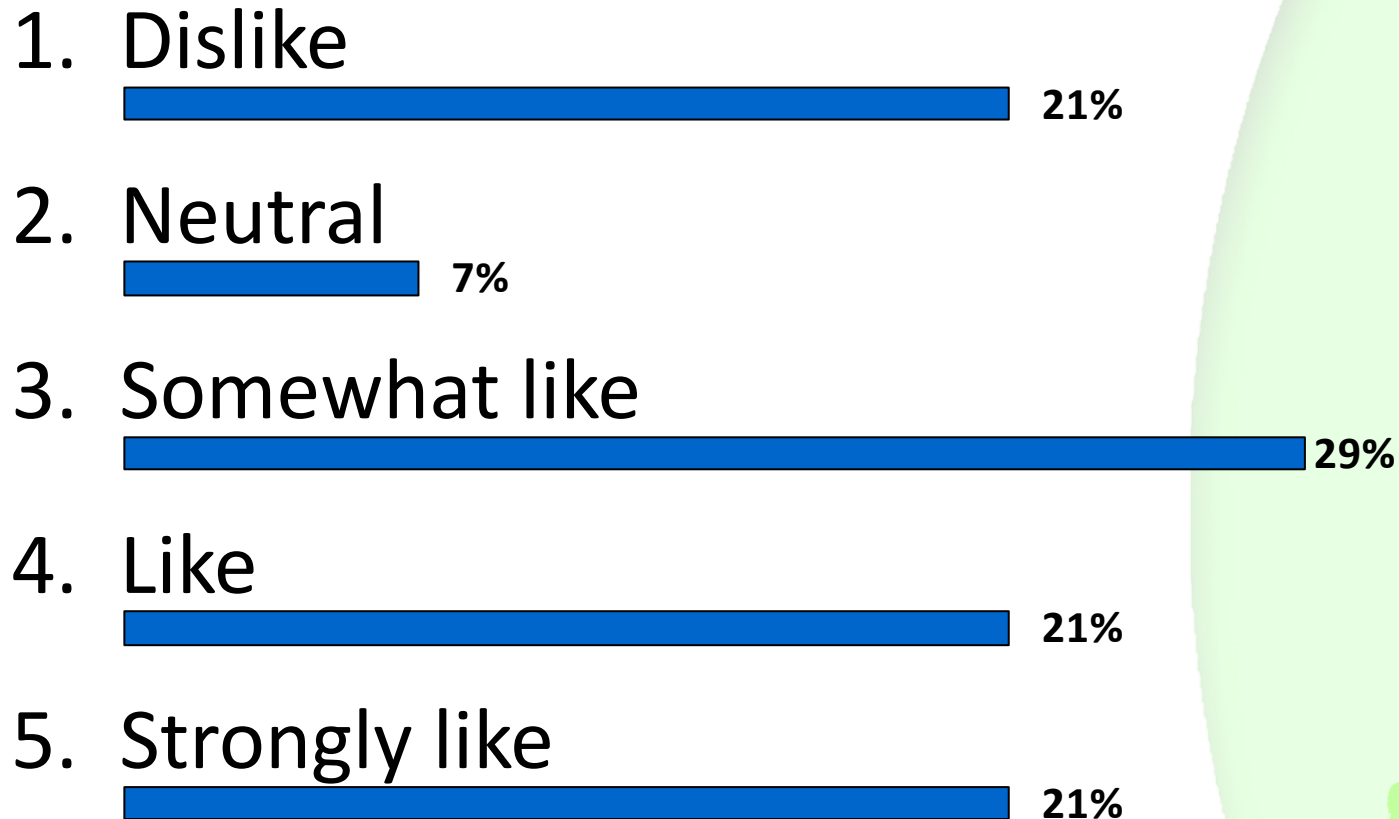


Avg = 3.57

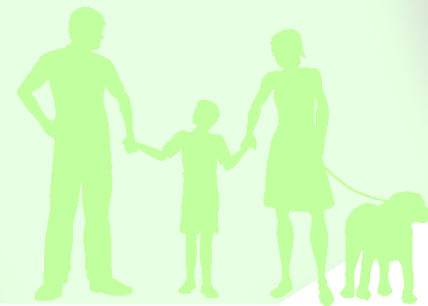


Q2c: How well do you like Objective 2c?

Focus on key travel patterns



Avg = 3.14



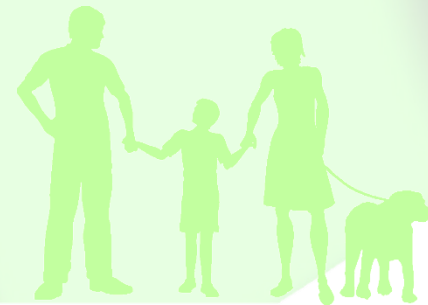
Guiding Principle #3

Achieve Traveler Safety and Security

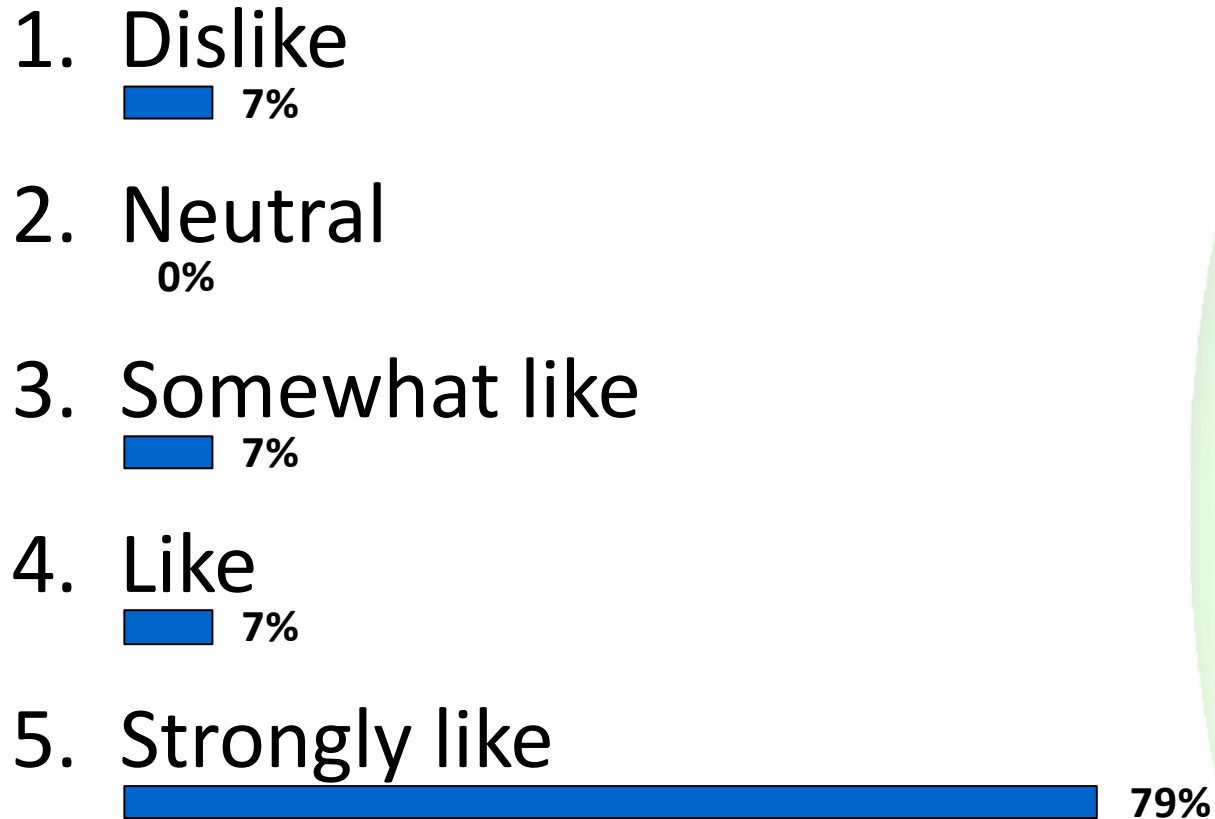
Objectives

3a. Reduce number and/or severity of crashes

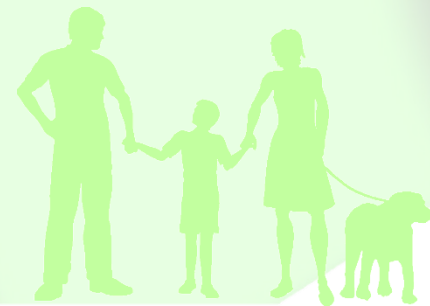
3b. Balance safety considerations across all users (see Complete Streets principles)



Q3: How well do you like Guiding Principle #3? **Achieve Traveler Safety and Security**

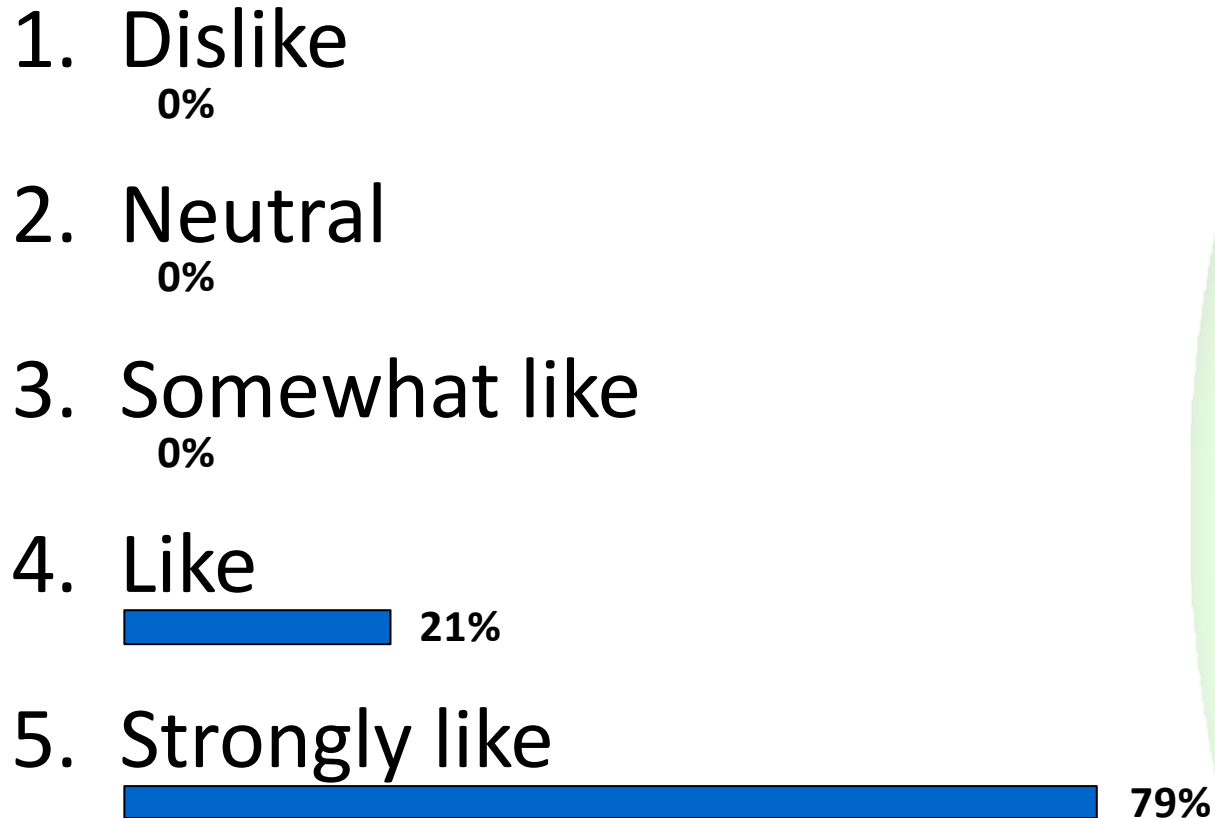


Avg = 4.50

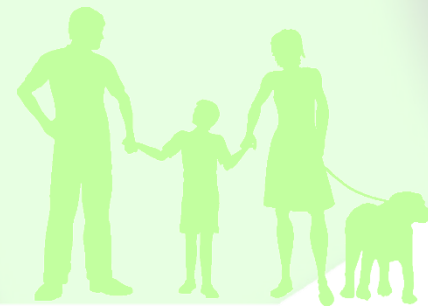


Q3a: How well do you like Objective 3a?

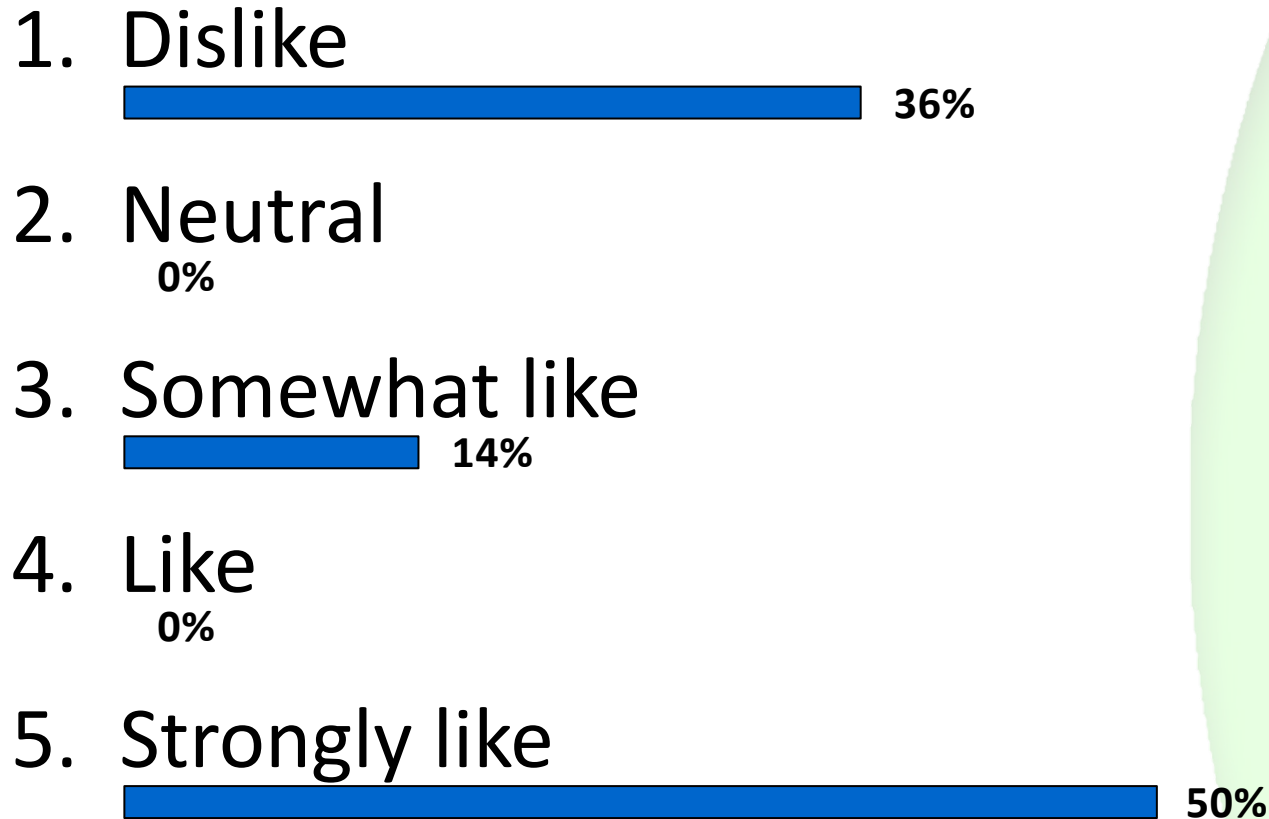
Reduce number and/or severity of crashes



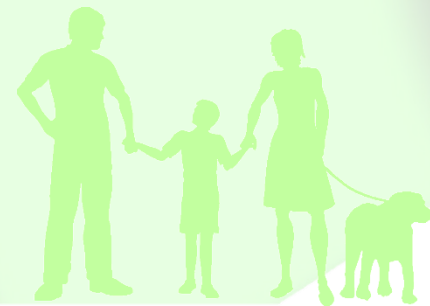
Avg = 4.79



Q3b: How well do you like Objective 3b? Balance safety considerations across all users (see Complete Streets principles)



Avg = 3.29



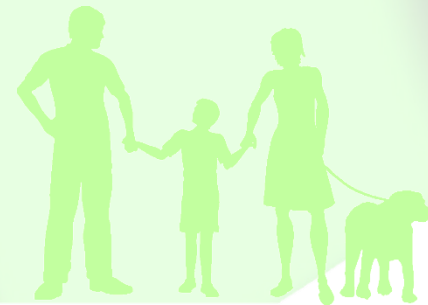
Guiding Principle #4

Drive Economic Competitiveness

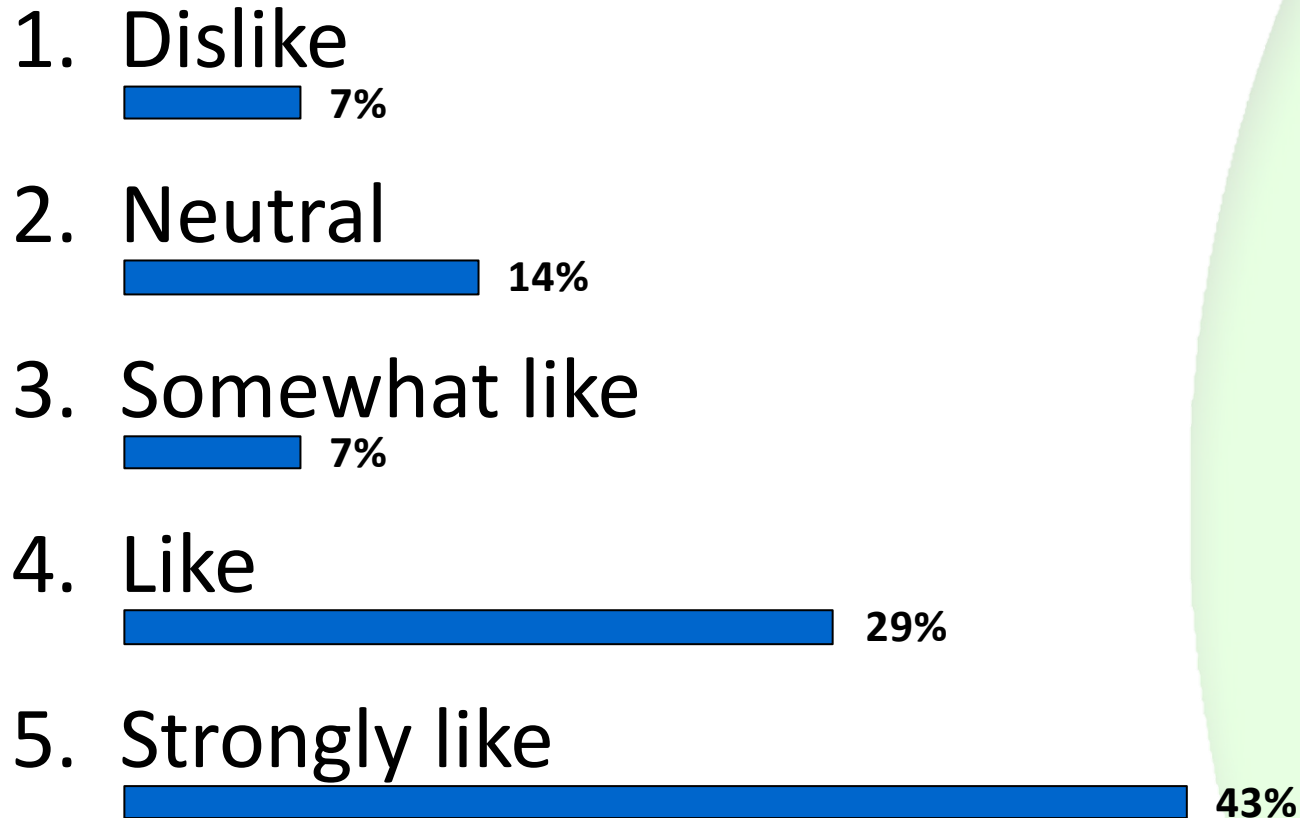
Objectives

4a. Enhance and serve redevelopment areas

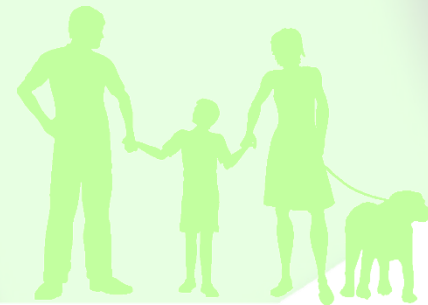
4b. Complement growth sectors and areas (see EDGE Core Clusters)



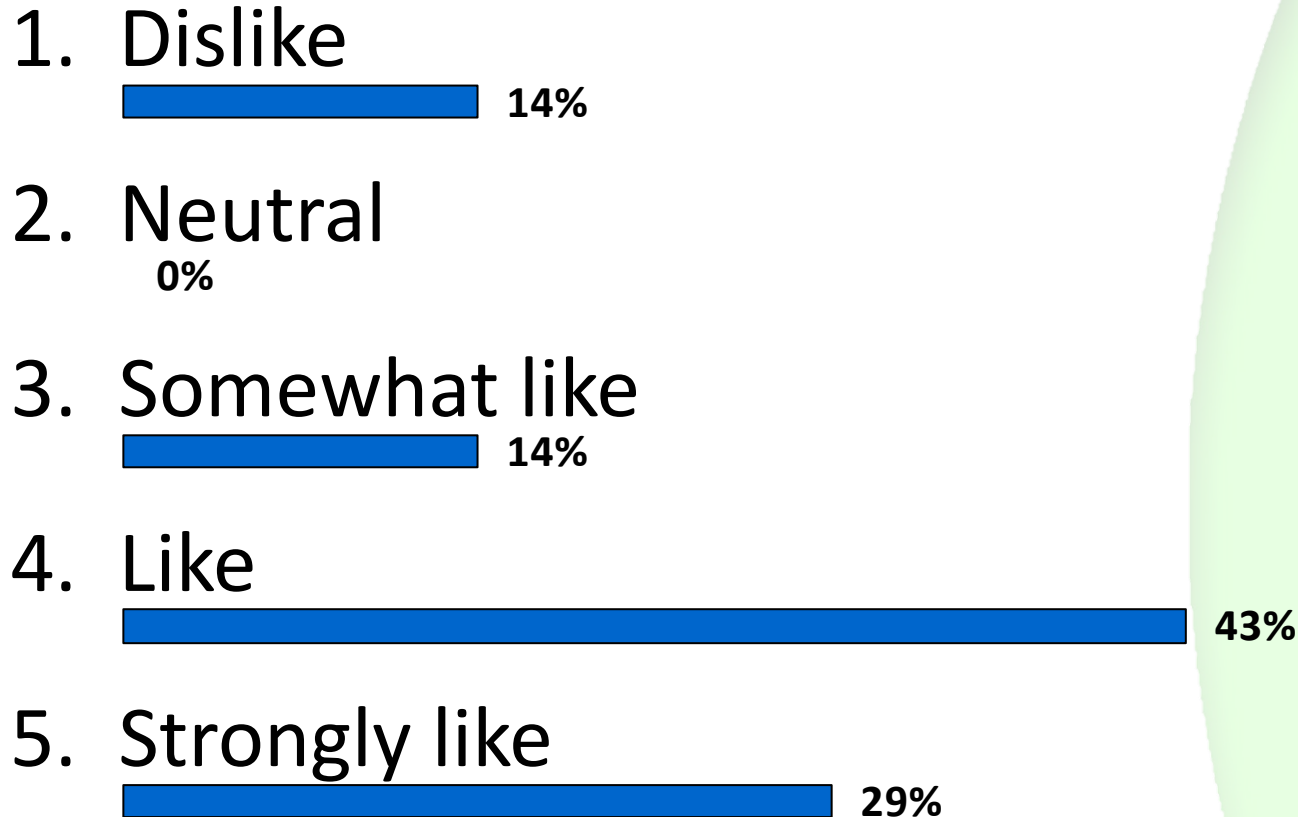
Q4: How well do you like Guiding Principle #4? Drive Economic Competitiveness



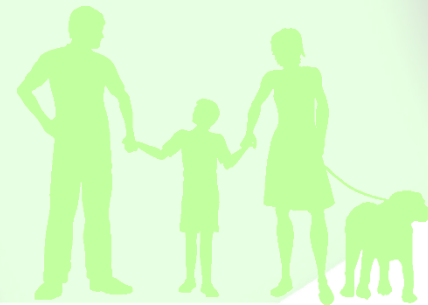
Avg = 3.86



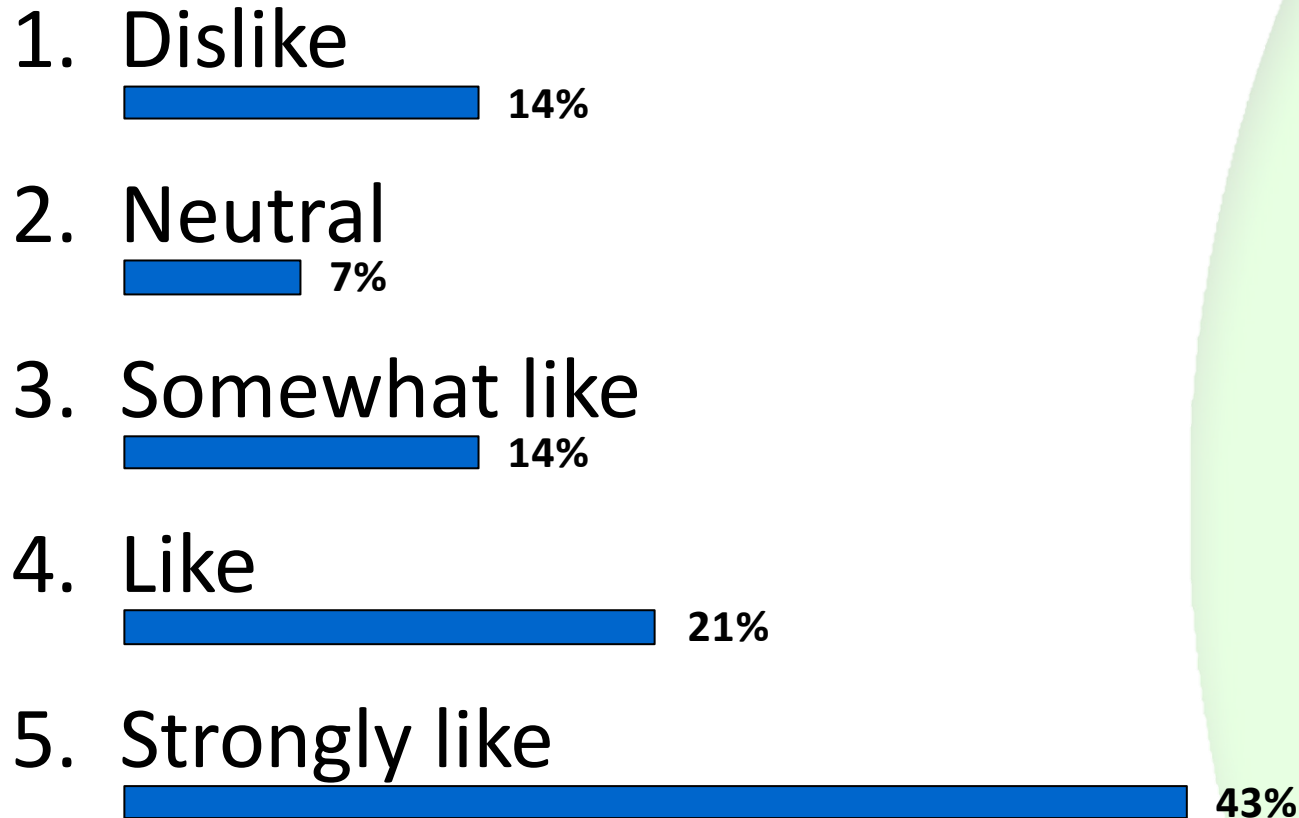
Q4a: How well do you like Objective 4a? Enhance and serve redevelopment areas



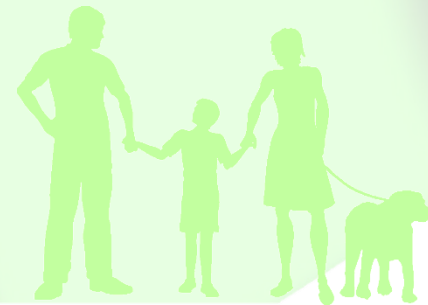
Avg = 3.71



Q4b: How well do you like Objective 4b? Complement growth sectors and areas (see EDGE Core Clusters)



Avg = 3.71



Guiding Principle #5

Lead with Cost-Effective Solutions

Objectives

5a. Seek partnerships

5b. Seek innovative solutions

5c. Apply value-engineering principles as appropriate

5d. Select actions which reduce life-cycle costs, not just capital costs

5d. Select strategies which allow future flexibility



Q5: How well do you like Guiding Principle #5? Lead with Cost-Effective Solutions

1. Dislike



2. Neutral

0%

3. Somewhat like

0%

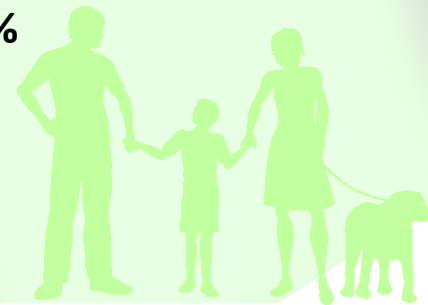
4. Like



5. Strongly like

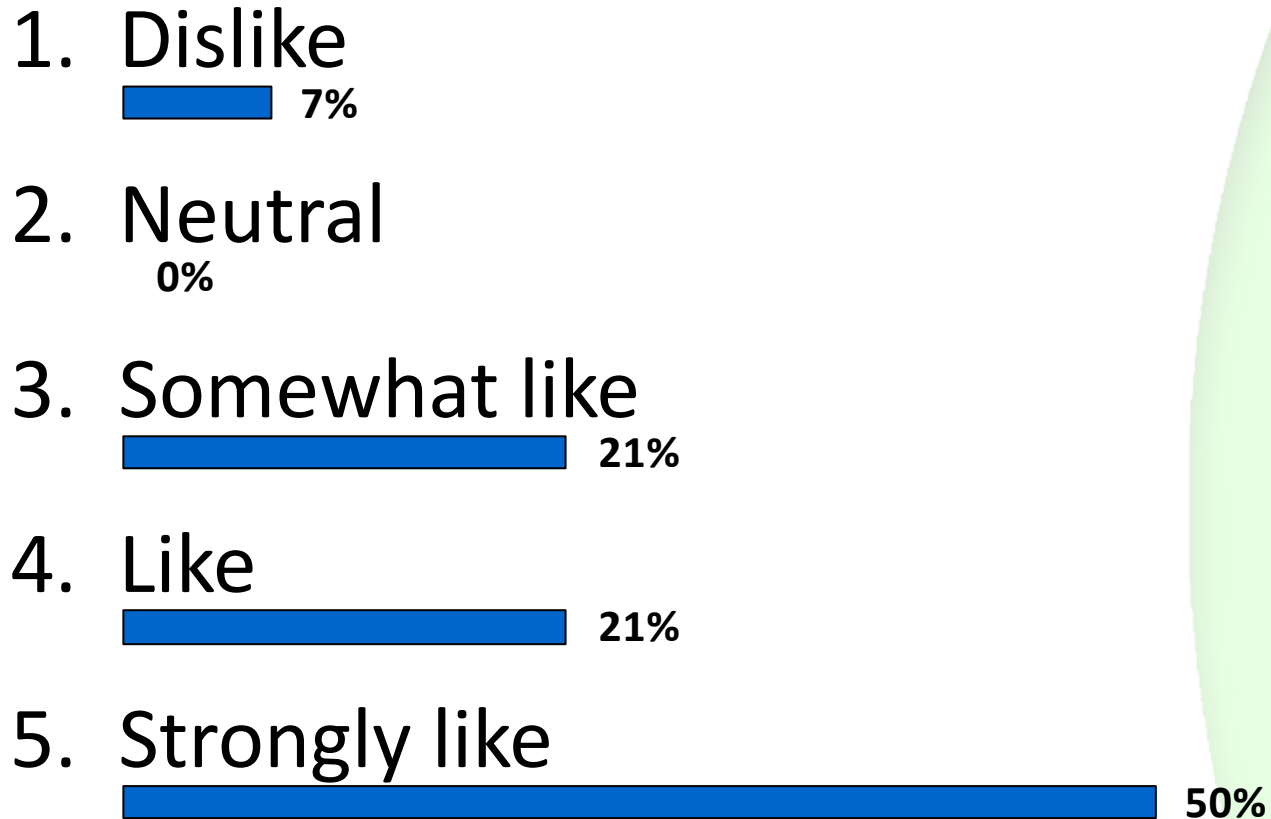


Avg = 4.50

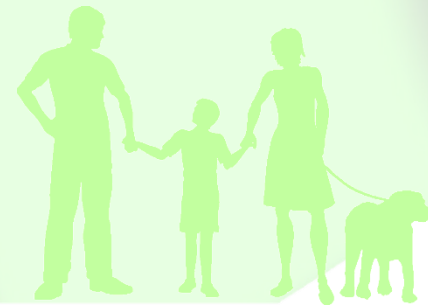


Q5a: How well do you like Objective 5a?

Seek partnerships

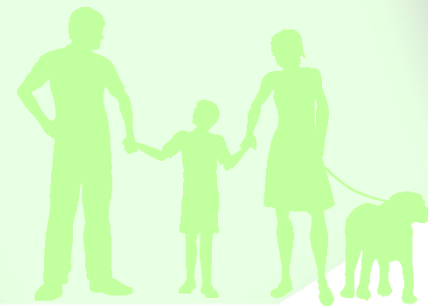
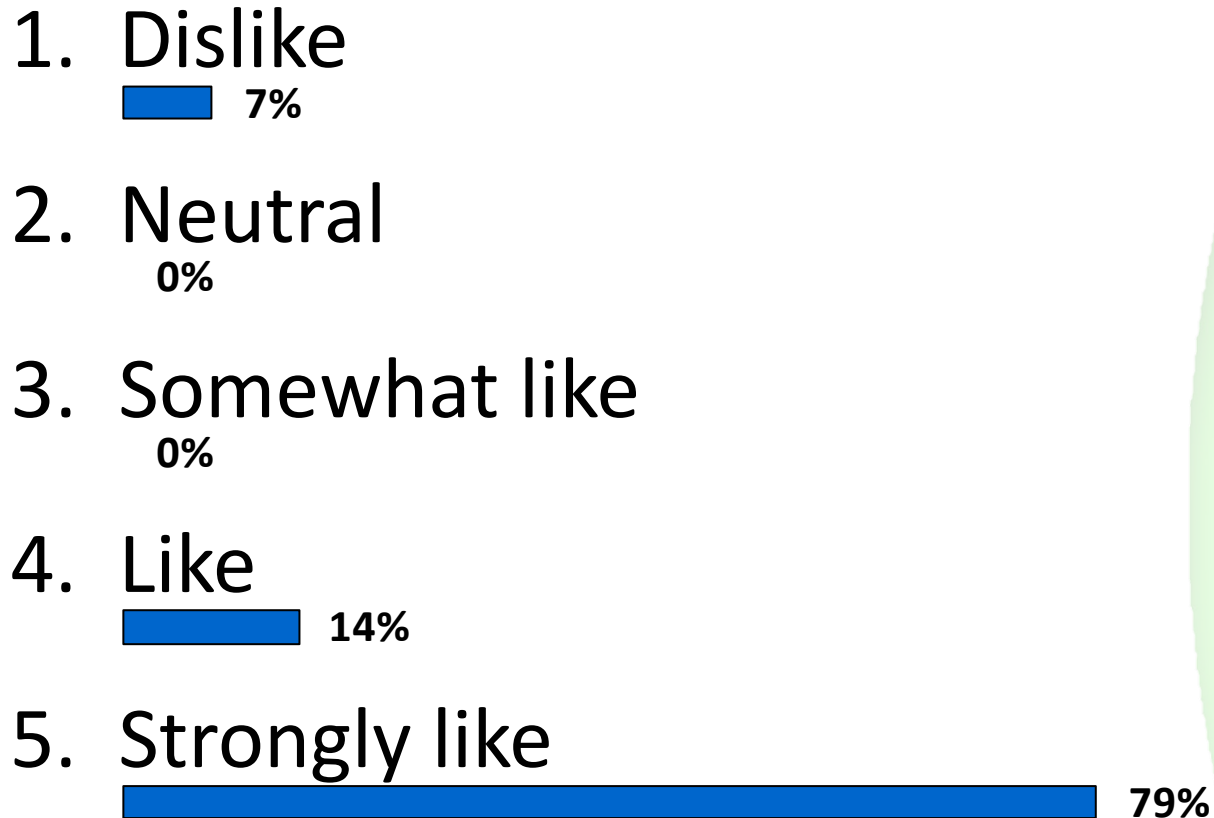


Avg = 4.07

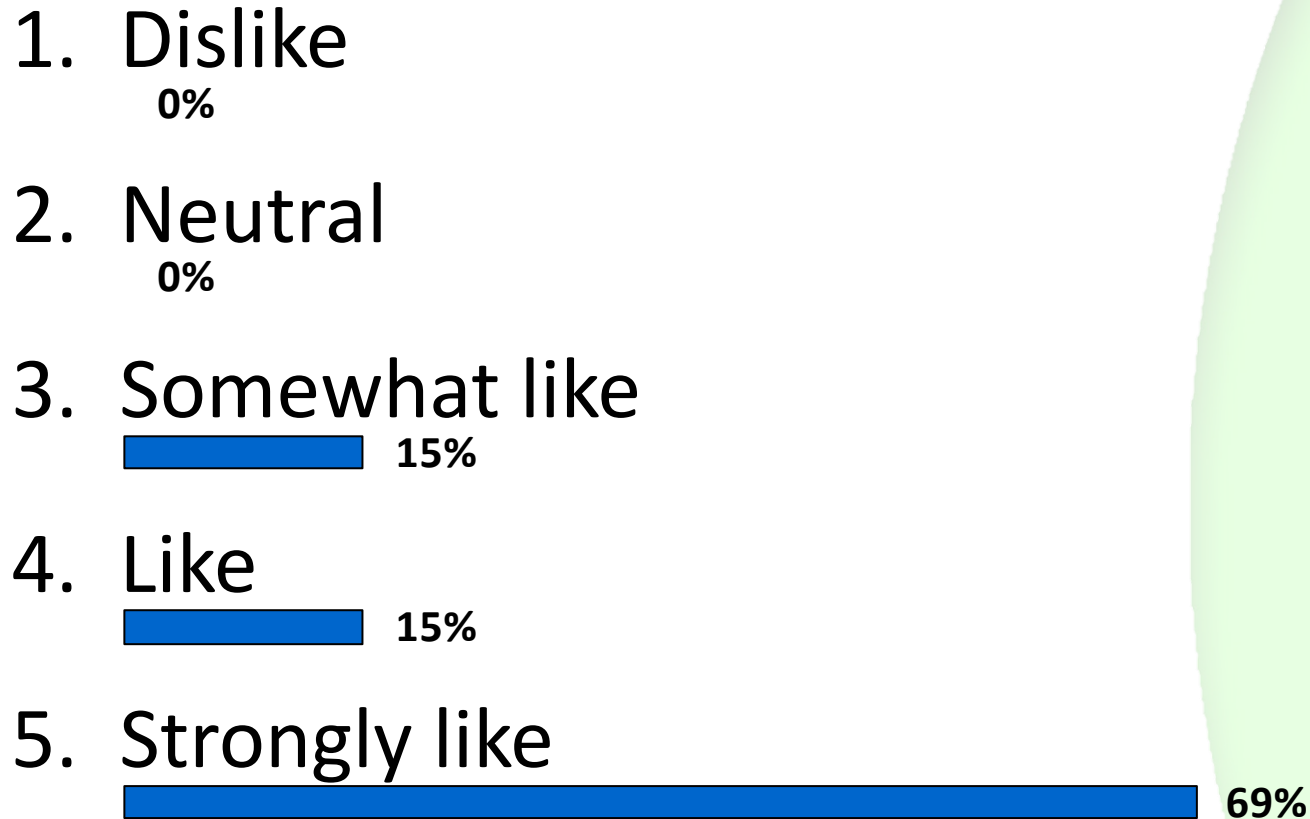


Q5b: How well do you like Objective 5b?

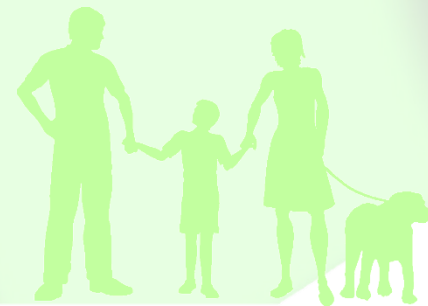
Seek innovative solutions



Q5c: How well do you like Objective 5c? Apply value-engineering principles as appropriate



Avg = 4.57



Q5d: How well do you like Objective 5d?

Select actions which reduce life-cycle costs, not just capital costs

1. Dislike
0%

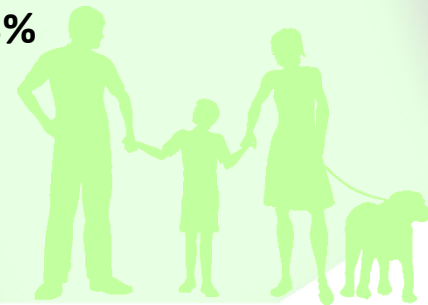
2. Neutral
7%

3. Somewhat like
13%

4. Like
7%

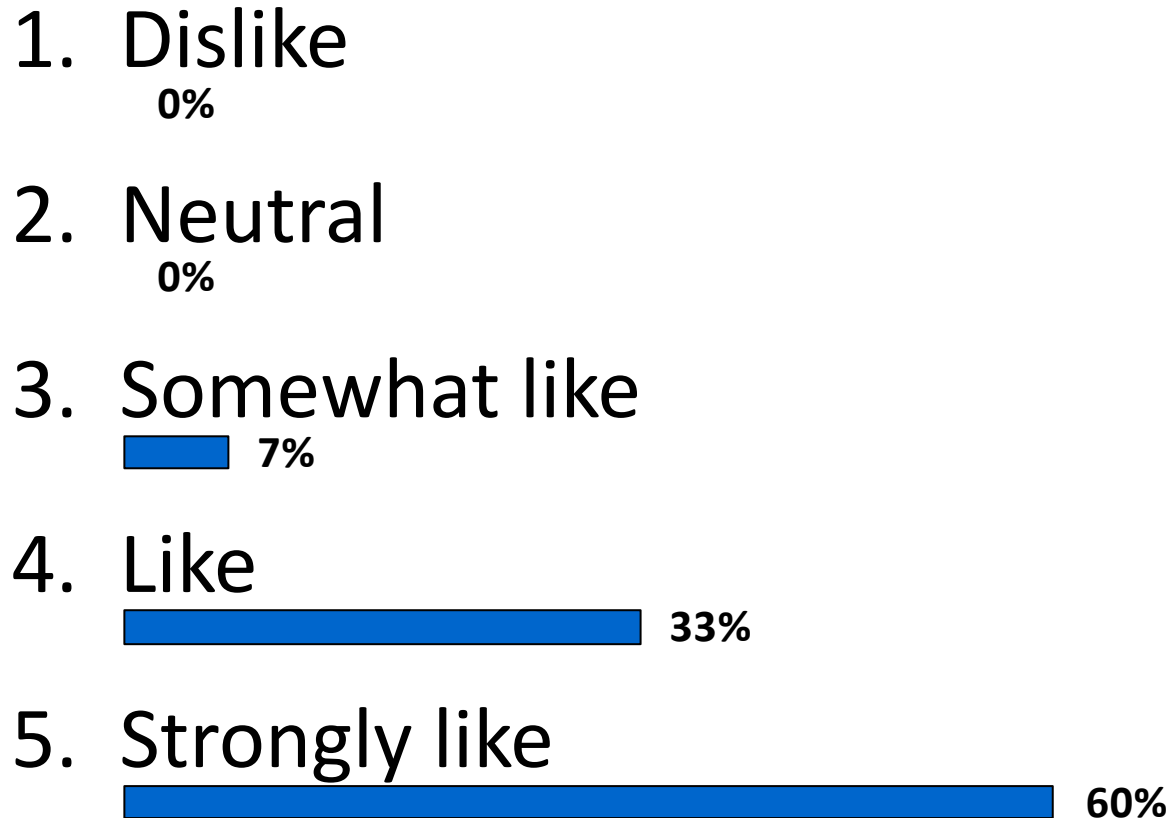
5. Strongly like
73%

Avg = 4.47

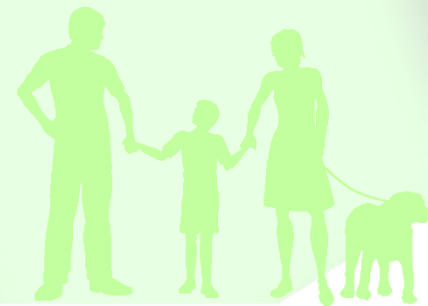


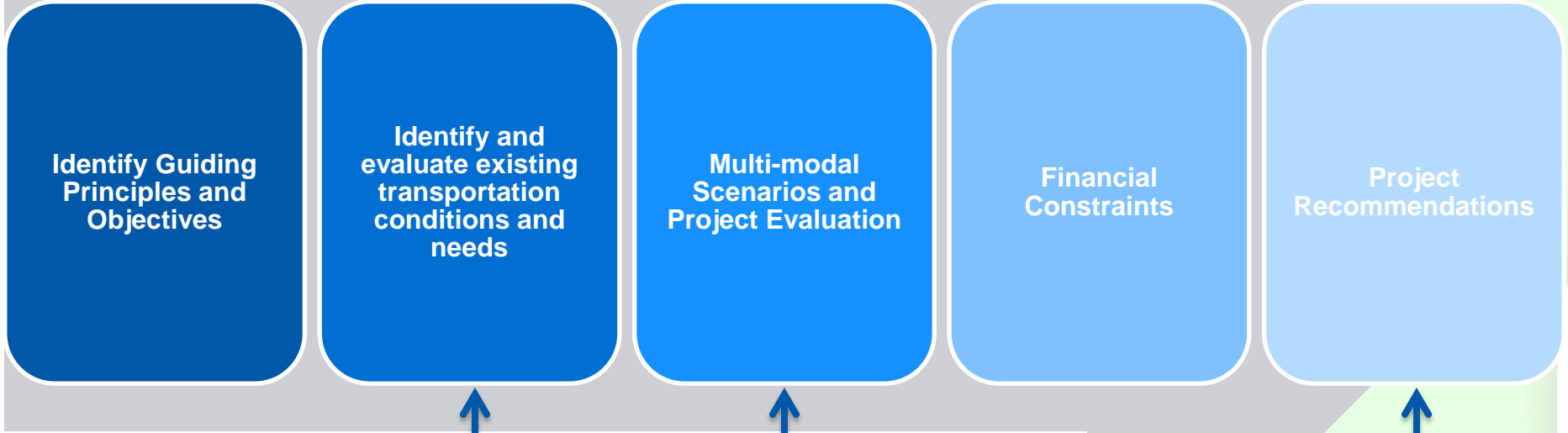
Q5e: How well do you like Objective 5e?

Select strategies which allow future flexibility



Avg = 4.53





↑
Performance Measures

↑
Unconstrained
Performance Evaluation
Deliverability Evaluation

↑
Short-Term
Mid-Term
Long-Term

The Evaluation Process



Specific: Sufficiently descriptive but not dictating approach

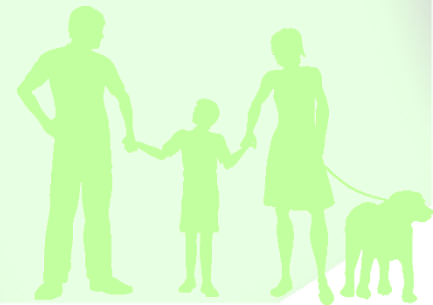
Measurable: Quantitative (number, degree)

Agreed: Consensus on meaning and value

Realistic: Can be accomplished with expected resources

Time: bound: identifies timeframe

“SMART” Objectives



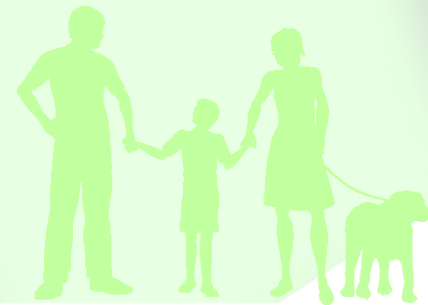
- **To be completed in the first 5 years of the plan (2015-2020)**
- **How Are Potential Projects Identified?**
 - Existing Conditions and Needs Assessment
 - Public and agency input
 - Data and analysis
- **How are Potential Projects Selected and Prioritized?**
 - Compared to Guiding Principles
 - Congestion, safety, high volume locations

Short Term Improvements



- **Final Existing Conditions and Needs Assessment**
- **Identify Short Term Project Recommendations**
- **Evaluate Short Term Project Recommendations**
- **Continue Public Outreach and Engagement**
- **Next Stakeholder and Technical Committee Meeting- February 2014**

Next Steps



Stations:

1. Maps

1. Colored dots represent type of improvement
2. Place the dots where you think improvements are needed in the short term

2. Funding

1. Buckets = Major Project Type
2. Each dot represents 10% of the total budget for short term improvements
3. Place the dots in the buckets of where you think funding should be prioritized.

Activity Stations

