

To: Dan Dobry, Croy Engineering, LLC
From: Carla Bamatraf
cc: Michelle McIntosh, Rod Wilburn
Date: October 26, 2016
RE: South Cobb Drive Corridor Development Study – Summary of Public Outreach Session, Transfer Center Surveys

Three consultant team members conducted informal surveys of CobbLinc riders at the Marietta Transfer Center (MTC) and Cumberland Transfer Center (CTC) on Friday, October 14, 2016. The team members were: Carla Bamatraf from JRWA, Michelle McIntosh from Croy Engineering, and Sonya Pence for CERM.

The survey questions were intended to gain insight into the trip purposes, destinations, “first/last mile” connections, ridership characteristics, and general perceived needs of riders through the study corridor. It included a combination of yes/no, multiple choice, and free response questions. The team also had copies of the flyer for the upcoming public meeting (October 18) on hand for distribution to interested individuals.

Based on discussions with the PAG CobbLinc representative (Jamal Mainor), it was determined that Wednesdays and Fridays between 11:00 am and 5:00 pm are the busiest days and hours. A Friday after the Cobb County Schools fall break was selected (October 14). The surveys were conducted at the Marietta Transfer Center from approximately 10:30 am to 1:00 pm, and at the Cumberland Transfer Center from approximately 1:40 pm to 3:00 pm.

The focus of survey participation was on individuals who ride the routes along or adjacent to the South Cobb Drive study corridor (between Windy Hill Road to the north and Concord Road to the south). These routes include:

- #20—runs north-south along South Cobb Drive within the study corridor en route between the Marietta and Cumberland Transfer Centers
- #15—runs east-west on Windy Hill Road (northern study boundary) between the Marietta Transfer Center and Wildwood Parkway
- #25—runs east-west within the study corridor along Concord Road en route between the Cumberland Transfer Center and the MARTA H.E. Holmes Station

To focus on these routes, study team members situated themselves primarily around the bus bay for the #20 route and in proximity to the #15 (at MTC) or #25 (at CTC). Individuals disembarking, preparing to board, or waiting in the vicinity of the bus bays were asked to participate. Although riders of the #20, #15, and #25 were the focus, anyone who wanted to participate was allowed to answer questions.

For the most part, the team had more success getting responses from individuals who were waiting a notable amount of time to catch their bus. A great many of disembarking riders were rushing to either quickly transfer to another departing bus or reach their destination. Very few of these individuals answered the survey questions. In addition, the MTC had a much higher response rate than at CTC. This appeared to be attributable to the longer wait times that the MTC riders passed at the station itself, often as the trip origin. In comparison, it was observed that the CTC functions primarily as a transfer station, with the overwhelming majority of riders transferring from one bus to another, typically with a very short period of time between the arrival of their first bus and departure of their next (10 minutes or less).

A total of 25 surveys were conducted, including 21 in English and 4 in Spanish. Overall, the majority of those surveyed indicated that the service mostly met their needs in terms of service hours, route destinations, and stop locations. Although not particular only to service along the South Cobb Corridor, several comments heard from multiple participants included:

- More frequent headways and Sunday service are needed
- Inconvenient connections between routes and late buses cause unnecessary waits and delays
- More benches, shelters and schedules are needed at stops