Cherokee MOVES

Cherokee County
2022 Comprehensive Transportation Plan

Cherokee County Comprehensive Transportation Plan

Technical Advisory Committee Meeting #3 | March 8th, 2022

INTRODUCTIONS

Cherokee County 1831 GEORGIA

vhb

HNTB

MODERN MOBILITY partners

VOLKERT GLOBAL

AGENDA

- Welcome + Introductions
- Project Status Update
- Work to Date
  - Existing Conditions Document
  - Engagement Efforts
  - Goals + Objectives Update
  - Needs Assessment
  - Project Evaluation
  - Draft Project List
- Open Discussion
- Next Steps

RECAP: WHAT IS A CTP AND WHY DO WE DO IT?

- Identifies community transportation vision and local transportation needs & priorities

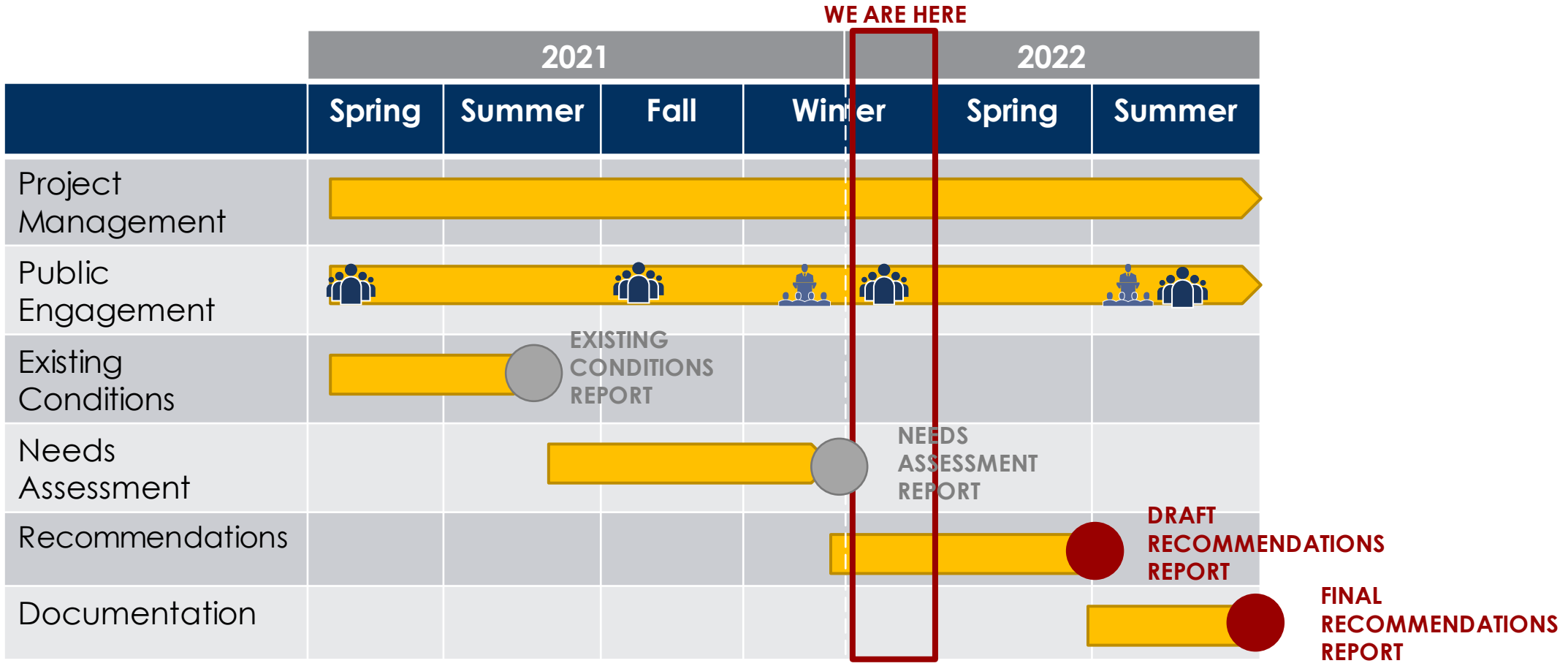
- Coordinates local transportation expectations with regional expectations

- Short-range action plan & long-range aspirations – projects, policies & programs

Project Status Update

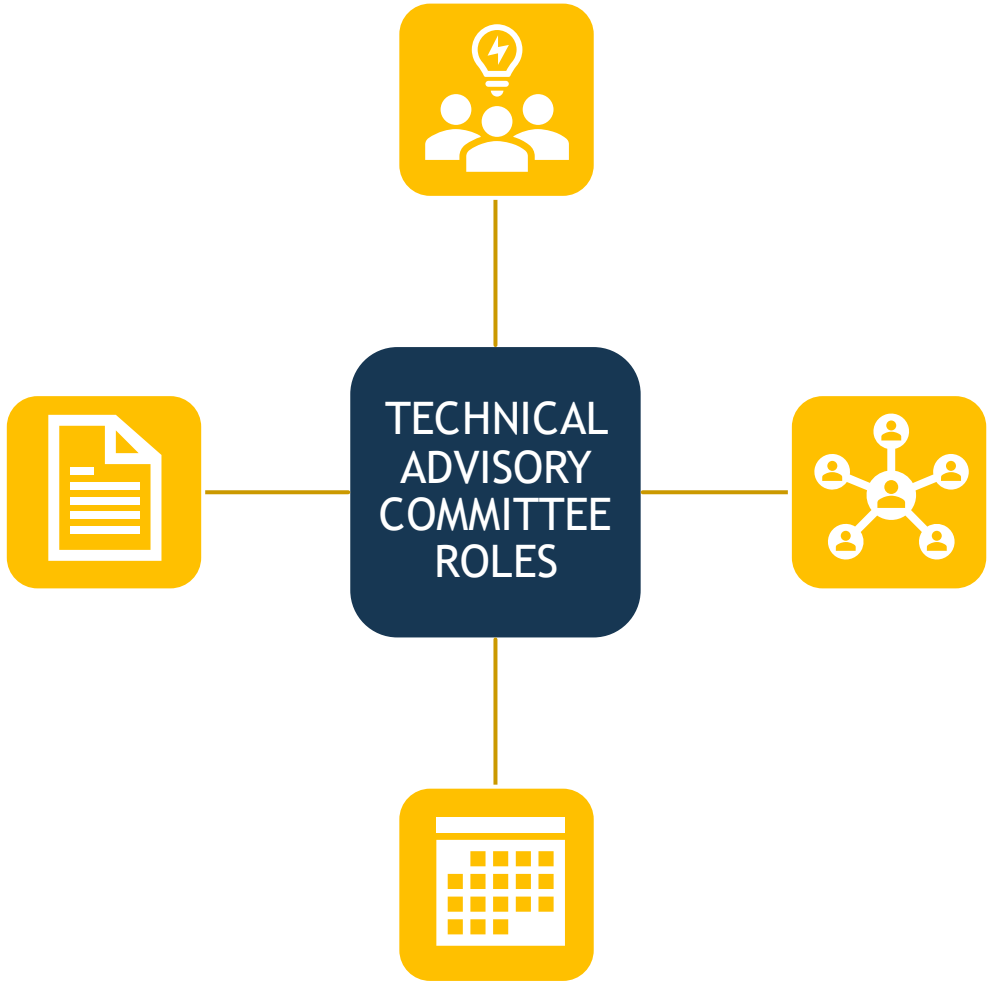
David Pickworth, VHB

PROJECT SCHEDULE



TECHNICAL ADVISORY COMMITTEE ROLE

- **Represent** public and private sector, local agencies, Cherokee County Government, and Cherokee County Board of Commissioners (appointees)
- **Provide** strategic and technical **input** to shape key components of the plans
- **Identify and review** issues and opportunities and develop implementation objectives
- **Meet** a total of 4 times



What We've Been Working On

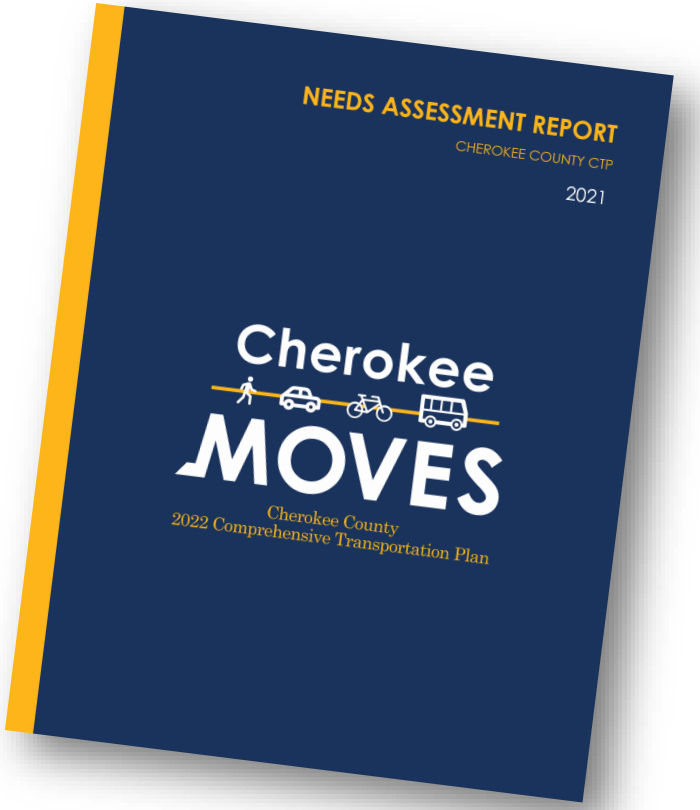
WORK TO-DATE

Element	Status
Existing Conditions Document	✓
Update Goals & Objectives	✓
Interactive Transportation Model	✓
Needs Assessment	✓
Evaluation Framework	✓
Project Evaluation Process	↻
Draft Project List	↻

NEEDS ASSESSMENT REPORT

- Draft Submitted for review/comment at end of 2021
- Final submitted in February 2022
- Available on website

www.cherokeemoves.com



Needs Assessment Key Findings

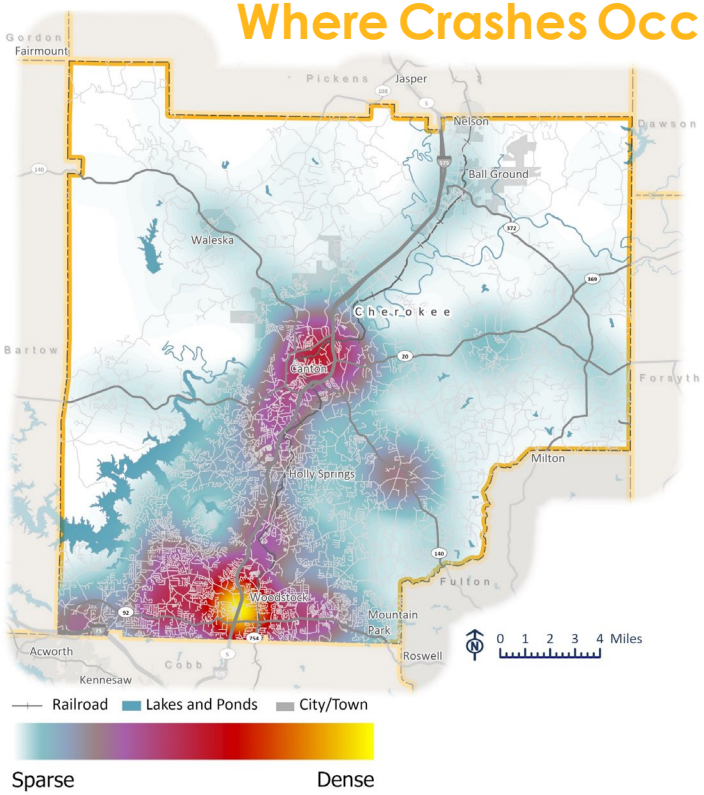
David Pickworth & Allison Bell, VHB

SAFETY - Overall

115 ***fatalities*** *occurred between 2015-2020*

18% of **crashes** resulted in *at least one* ***injury*** *between 2015-2020*

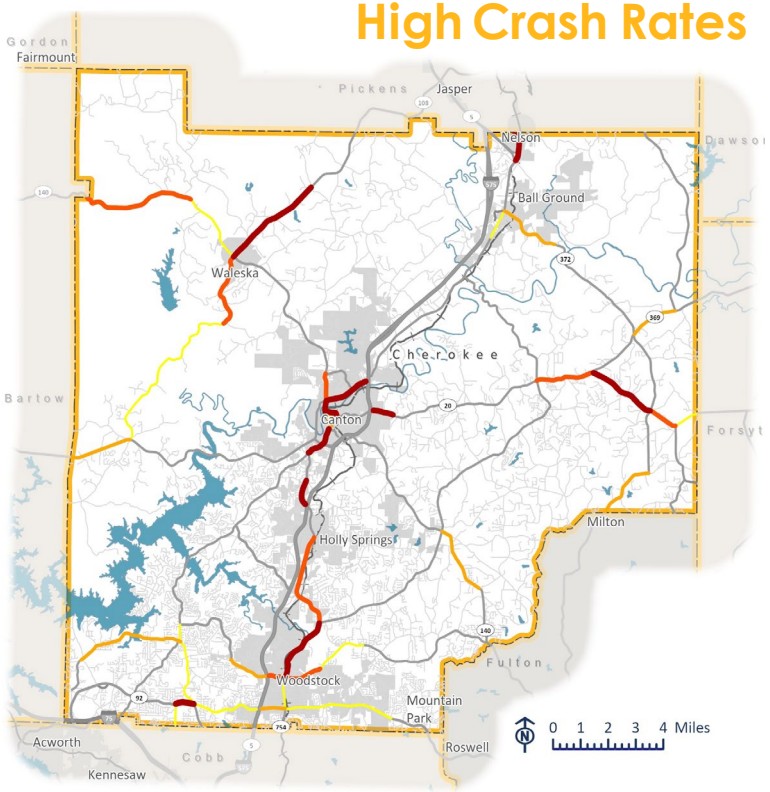
Where Crashes Occur



The highest concentration of crashes occur near:

- I-575 in south Cherokee
- SR 92 in south Cherokee
- Downtown Canton
- Hickory Flat Hwy

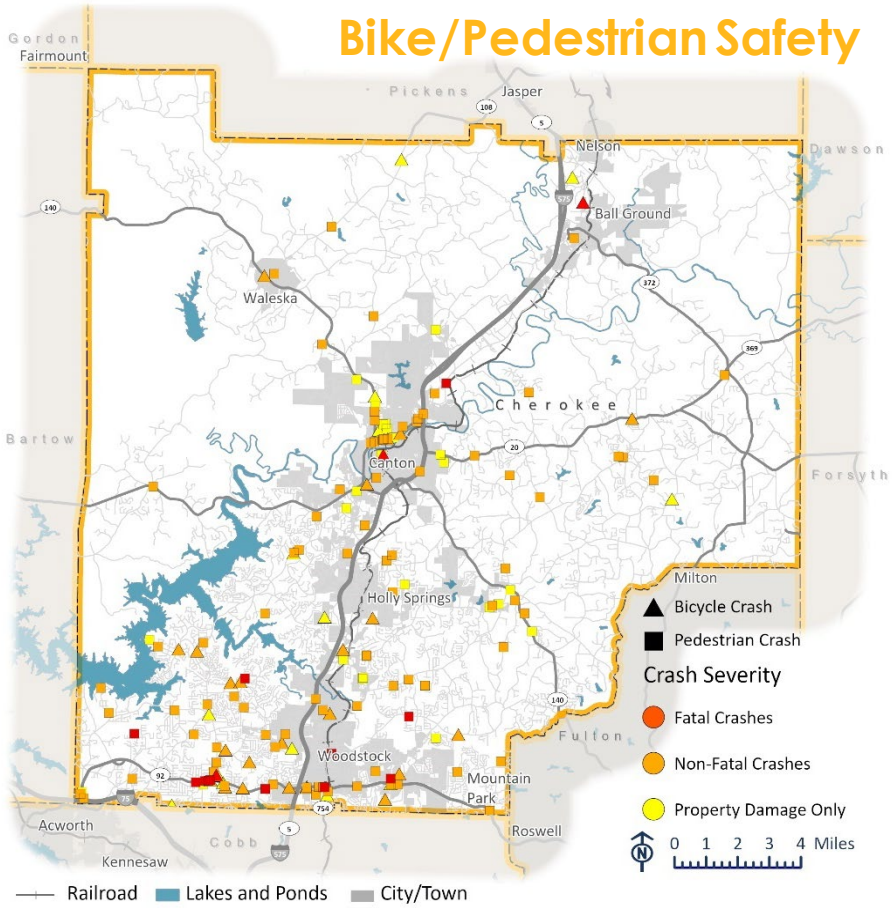
High Crash Rates



The highest crash rates occur on:

- SR 140/Waleska St
- North St
- SR 20/Cumming Hwy
- Marietta Hwy
- Marietta Rd
- Riverstone Pkwy

SAFETY – Bike/Pedestrian



A signification concentration of bike/pedestrian crashes and fatalities occurred near:

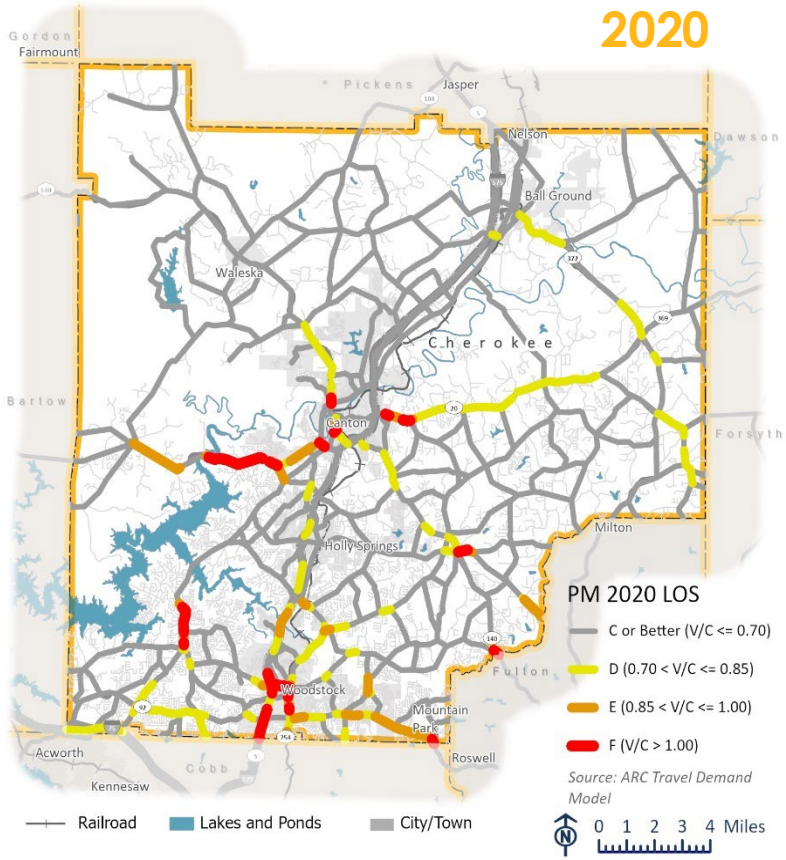
- SR 92
- Wade Green Rd
- Bells Ferry Rd
- Hickory Flat Hwy
- Hickory Rd
- Marietta Hwy
- Riverstone Pkwy

9% of **bike/ped crashes** resulted in *at least one* ***fatality*** *between 2015-2020*

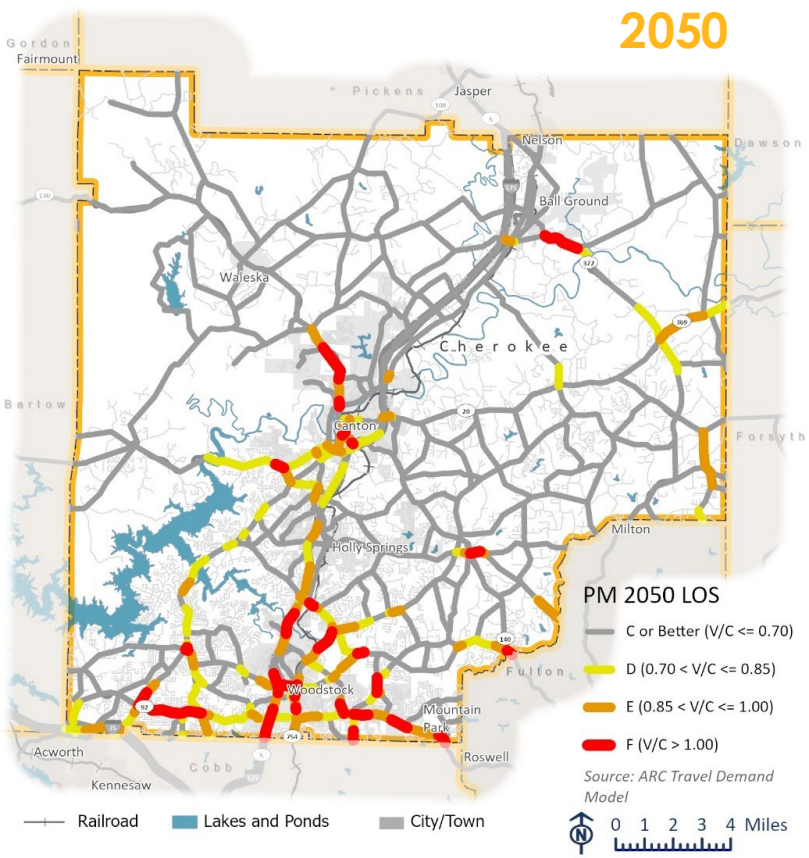
68% of **bike/ped crashes** resulted in *at least one* ***injury*** *between 2015-2020*

CONGESTION

2020



2050



Compared with the 2020 LOS, the 2050 LOS shows deterioration of roadway conditions on several segments.

Segments experiencing the most congestion in 2050 include:

- Reinhardt College Pkwy from Waleska Rd intersection to Puckett Creek Rd
- SR 92 from Woodstock Rd to Bells Ferry Rd
- SR 92 east of I-575 from Main St to Wiley Bridge Rd
- Main St south of SR 92 to Sixes Rd interchange

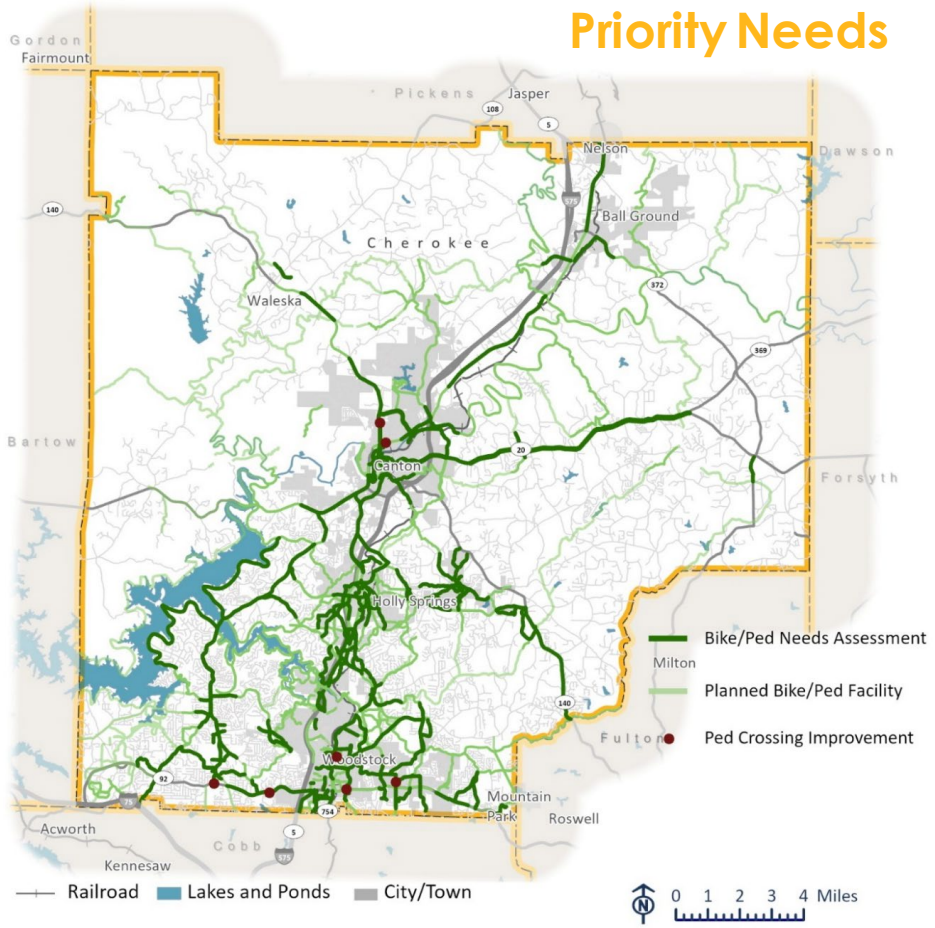
ACTIVE TRANSPORTATION

The priority needs for the bicycle and pedestrian infrastructure in Cherokee County include:

- The **addition and extension of sidewalks** to connect activity centers
- Additional **dedicated bike infrastructure**, including both on-road infrastructure and recreational trails
- **Improved pedestrian crossing** at major intersections in the County

These will be explored in further detail in the update to the Trails Master Plan.

Priority Needs



GOODS MOVEMENT

The established freight routes in the county are:

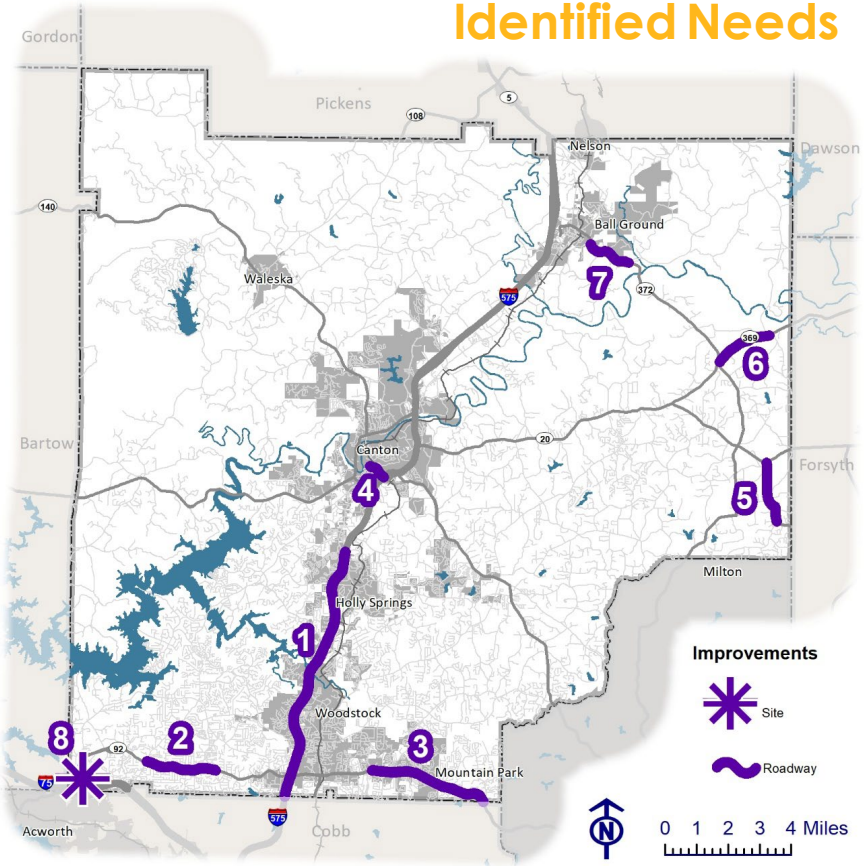
- I-575
- SR 20
- SR 92
- SR 369
- Georgia Northeastern Railroad

new freight technology like ***electrification,*** ***drones,*** and ***autonomy,*** should be explored

Corridors identified in the needs assessment include:

1. I-575, through Holly Springs and Woodstock
2. SR 92 between Woodstock Rd. and Bells Ferry Rd.
3. SR 92 between Neese Rd. and Cobb County
4. SR 140 west of SR 20
5. Hopewell Rd. south of SR 20
6. SR 369 east of SR 372
7. SR 372 east of Ball Ground to Conns Creek Rd.

Identified Needs



TRANSIT SERVICES ASSESSMENT

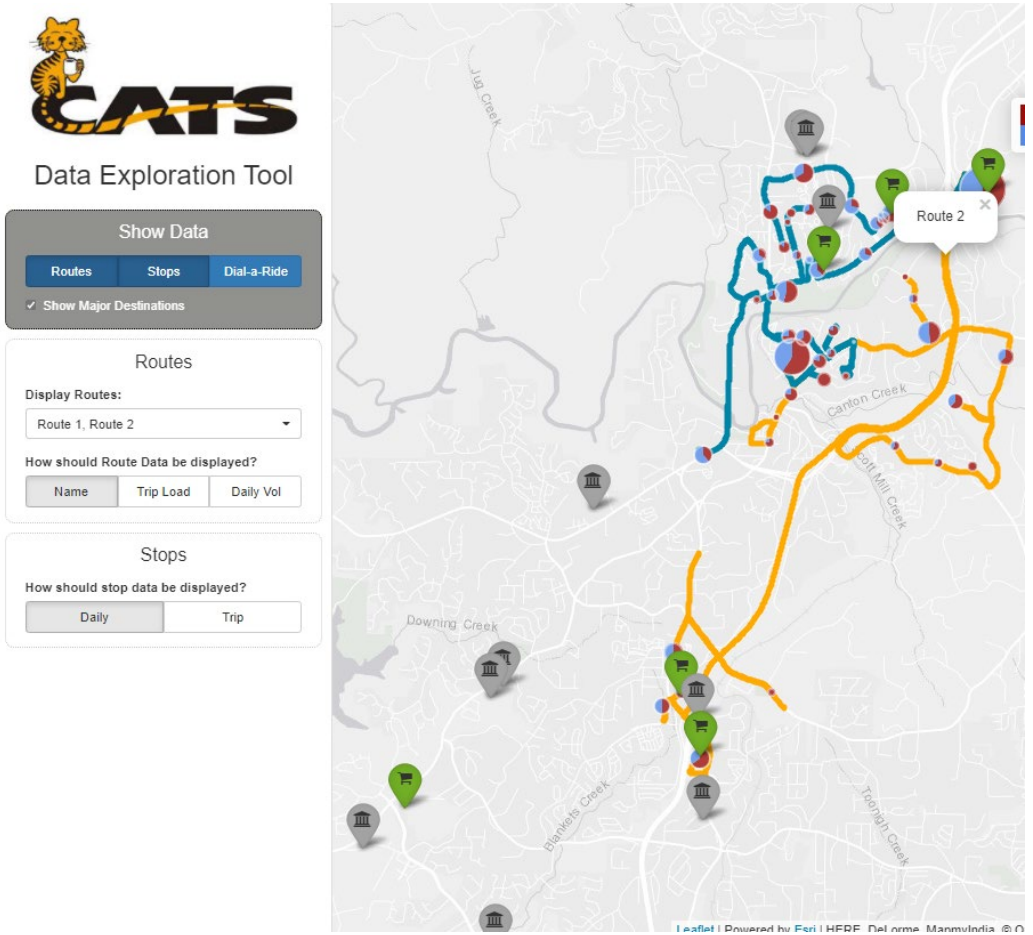
Preliminary Identified Needs

- Improved connectivity between CATS and *Xpress* commuter bus service
- Bus stop amenity improvements at high-ridership locations
- Potential fixed-route expansion in southern Cherokee county to better serve transit-reliant populations and projected growth
- Updated fare policy recommendations
- Exploration of Microtransit

SPATIAL TRANSIT ANALYSIS

- The transit data visualization tool was used to analyze the county's:
  - Fixed-Route Service
  - County Wide Dial-a-Ride

- Regional Connectivity needs include:
  - Expanding CATS services hours to coincide with ATL Xpress Service
  - Add CATS stop at Boling Park Park-and-Ride
  - Increase service frequency in peak periods to more than once an hour



ADDITIONAL TRANSIT ANALYSIS

Fare Policy Analysis

- Review of Existing Fare Structure
- Peer Systems Fare Policy Analysis
- Coordination with ATL's Regional Fare Policy Initiative
- Recommendations for fare structure and collection technologies

Source: the ATL

Microtransit Services

- Examine a variety of microtransit alternatives
- Peer Systems Analysis
- Recommendations for preferred alternative, operating model and funding strategy

Source: ncdot.gov

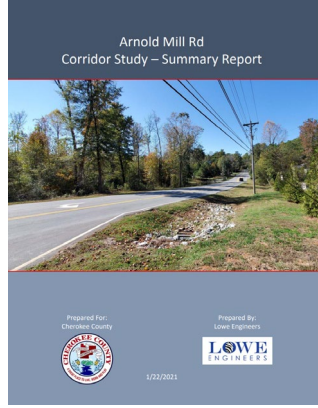
Project Evaluation Process

David Pickworth & Allison Bell, VHB

UNIVERSE OF PROJECTS LIST

- The Universe of Project List contains all projects that were considered for inclusion in the CTP Recommendations
- Project details were complied from the following sources:

  - 2022 CTP Needs Assessment
  - 2016 CTP
  - ARC TIP
  - Arnold Mill Corridor Study
  - Bells Ferry Corridor Study
  - East Cherokee Corridor Study
  - SR 140 Corridor Study
  - SR 140 (North) Corridor Study
  - Trickum Road Corridor Study
  - Smart Woodstock Plan
  - Public Feedback



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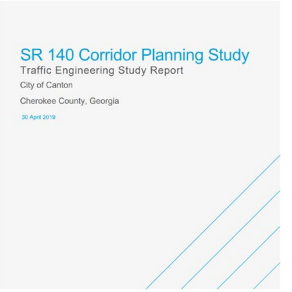
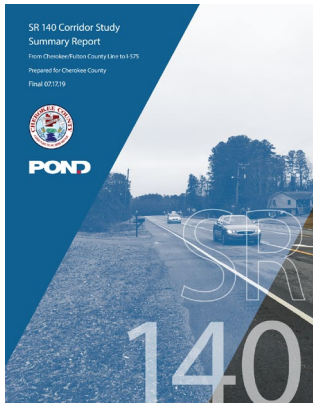




EVALUATION FRAMEWORK - Roadway

All roadway projects will be scored on the CTP goals and coordinating performance measures:

Connectivity and Mobility	Health, Safety, and Environment	Land Use Planning	Infrastructure Preservation	Increase Modal Options	Project Readiness and Economics
• Reliability • New/Improved Connection • Parelle Relief • Activity Centers • Freight Movement	• Crash Locations • Fatality Rate • Proximity to Schools or EMS • Emission Reductions • Environmental Impacts	• Existing Development Patterns • Planning Documents • High Social Vulnerability Index Areas • Environmental Justice	• Poor Pavement Conditions • Poor Bridge Conditions	• New Modes of Transportation • Improves Existing Multimodal Options	• Ease of Implementation • Anticipated Return on Investment

EVALUATION FRAMEWORK - Trails

All trails projects will be scored on the CTP goals and coordinating performance measures:

Connection to Activity Centers

- The quantity of key activity centers and destinations connected to the project

Existing Bike and Ped Facilities

- The number of connections to existing or planned bike/ped facilities

Bike and Ped Safety

- Volume of bike or ped crashes in the region
- Comparison to statewide crash rate average

Improve Transit Access

- The quantity of transit vulnerable persons per acre on each census track the project connects with

DRAFT PROJECT LIST/EVALUATION RESULTS

Project Category	# of Projects
Bicycle & Pedestrian	7
Operational Improvement	24
Intersection Improvement	115
Capacity	56
ITS - Emerging Tech	21
Safety	52
Bridge	21
Freight	10
Total	**306**

DRAFT EVALUATION RESULTS

Top 10 Scoring Projects

Project Category	Project Name	Extents (From)	Extents (To)
Intersection Improvement	SR 140/Waleska St	Riverstone Pkwy Intersection	North of Mary Lane
Capacity	Marietta Hwy	I-575	Waleska St
Bicycle/Pedestrian	Riverstone Parkway	SR 20/Waleska Road	I-575
Capacity	I-575 Auxiliary Lanes	SR-140	SR-20
Operational Improvement	SR 92	Bells Ferry Road	I-575
Bicycle/Pedestrian	Bells Ferry LCI Trail	Cobb County Line	Kellogg Creek Road
Capacity	SR 140 Widening	I-575	Northside Cherokee Blvd
Operational Improvement	SR 92	Woodstock Road	Wade Green Road
Bicycle/Pedestrian	Reinhardt College Parkway	SR 140/Waleska Road	Riverstone Parkway
Bicycle/Pedestrian	North Street	SR 140/Waleska Street	E Main Street

DRAFT EVALUATION RESULTS

Top 10 Scoring Projects

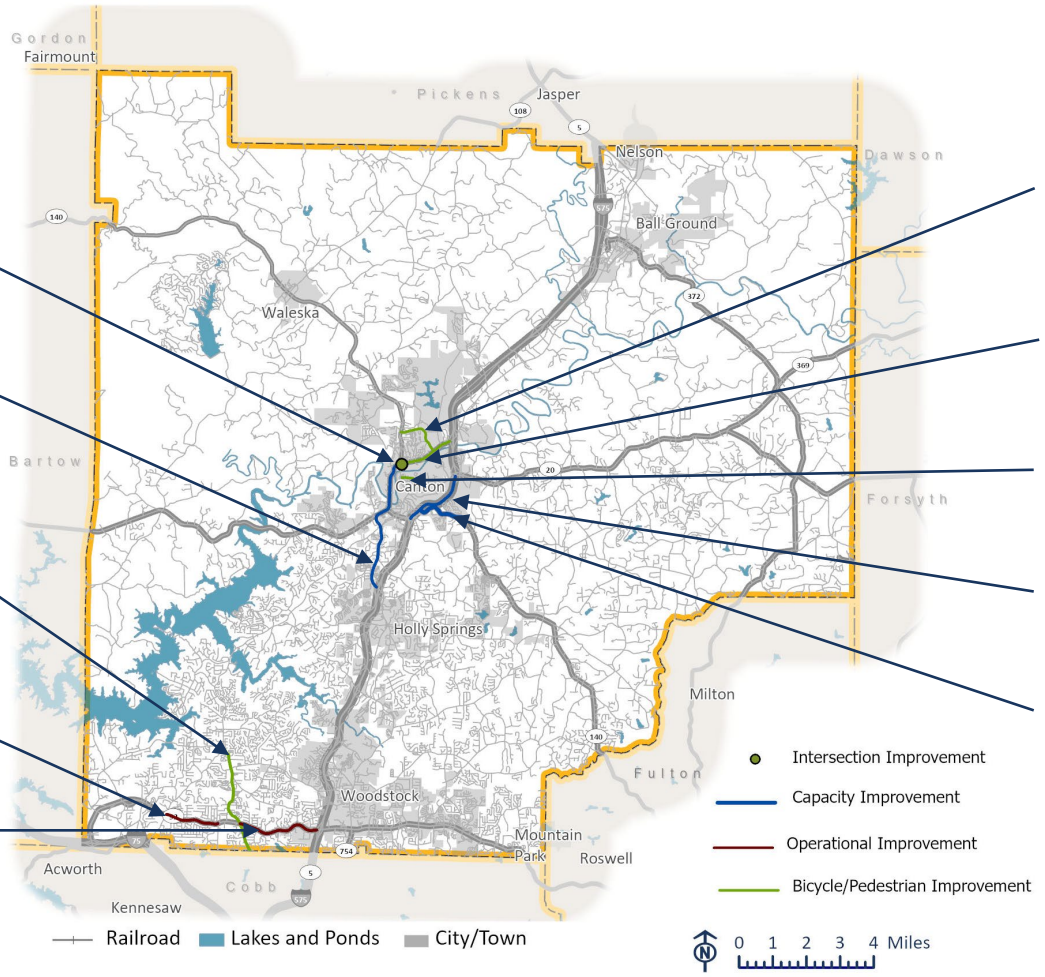
SR 140 and Riverstone Pkwy

Marietta Hwy from I-575 to Waleska St

Bells Ferry Rd from Cobb County to Kellogg Creek Rd

SR 92 from Woodstock Rd to Wade Green Rd

SR 92 from Bells Ferry Rd to I-575



Reinhardt College Pkwy from SR 140 to Riverstone Pkwy

Riverstone Pkwy from SR 20 to I-575

North St from SR 140 to E. Main St

I-575 from SR 20 to SR 140

SR 140 from Northside Cherokee to I-575

QUESTIONS & DISCUSSION

Engagement Update

Taylor Doyle, HNTB

RECENT ENGAGEMENT

- Public Meeting #1 ✓
- Virtual Meeting Room ✓
- Public Survey ✓
- TAC and CAC Meetings

Happening this week!

CHECK OUT THE WEBSITE

www.Cherokeemoves.com

www.cherokeemoves.com

Virtual Meeting Room

PUBLIC MEETING

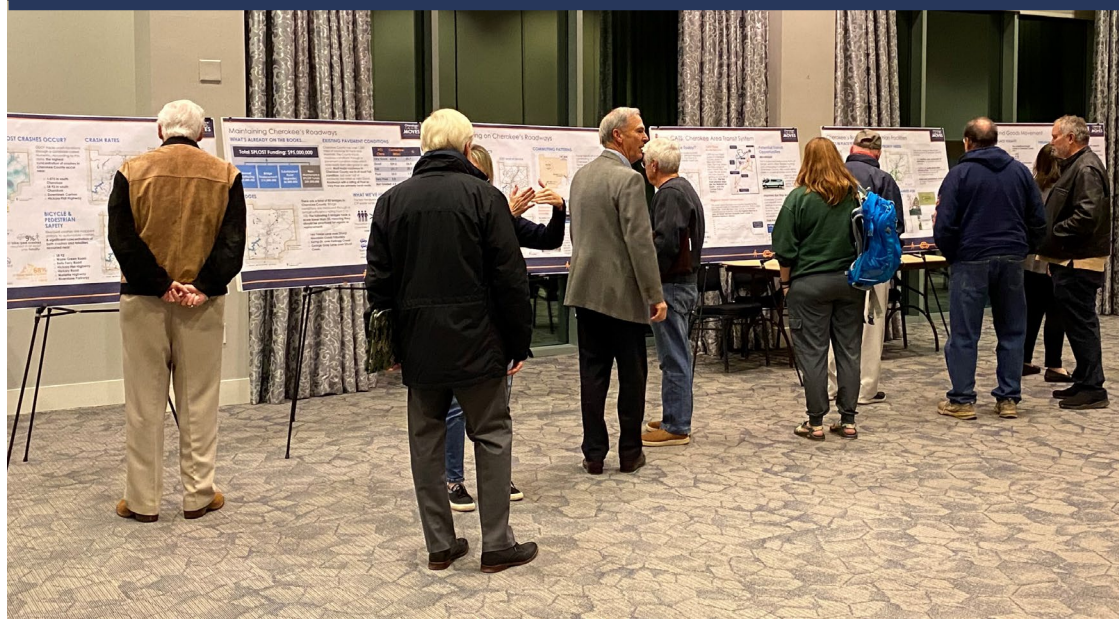
Date: December 8, 2021

Number of attendees: 23

Number of surveys received during meeting: 7

Major themes:

- Roadway congestion
- Increasing capacity
- Dissatisfaction with sidewalk availability
- Improving transportation technology
- Aligning transportation use with land-use



VIRTUAL MEETING ROOM (VMR)

Dates: December 8 – 31, 2021

Link:
https://virtualmeeting.cherokeemoves.com

Total Page Views: 667

SURVEY DEMOGRAPHICS

TOTAL RESPONSES

2,436

Launched Survey
October 2021

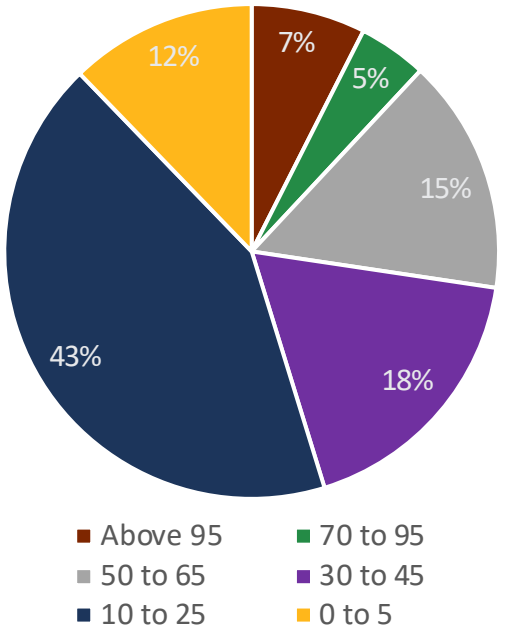
Closed Survey
December 2021

98% of survey respondents **live or work in Cherokee County**

83% of survey respondents **live in four different zip codes,** and the zip code with the most survey responses is **30114**

97% of commuters **drive alone** to work.

Miles Traveled Per Week



SURVEY TAKEAWAYS

Top 5 Investment Priorities

1. Reduced traffic congestion
2. More roadway capacity
3. Improved traffic signaling and/or signage
4. Improved roadway maintenance
5. Innovative transportation technologies and traffic signals

CTP Goal Priorities

1. Align transportation and land use planning
2. Infrastructure preservation
3. Maintain community health, safety and environment
4. Improve connectivity and mobility
5. Increased modal options

SURVEY RESULTS

- Respondents were asked to rank their satisfaction of different parts of the transportation system from Satisfied to Dissatisfied.
- The top category for each question are shown below

Dissatisfied

- State Routes

Neither Satisfied nor Dissatisfied

- Sidewalk Availability
- Bicycle Facilities
- CATS
- Regional Commuter Transit

Somewhat Satisfied

- Interstates
- Local Roads

UPCOMING ENGAGEMENT OPPORTUNITIES

- **Public Meeting #2** (of 2) – Spring/Summer 2022
- **Advisory Committee Meeting #4** (of 4)– Spring/Summer 2022
- **Ongoing Website Engagement**

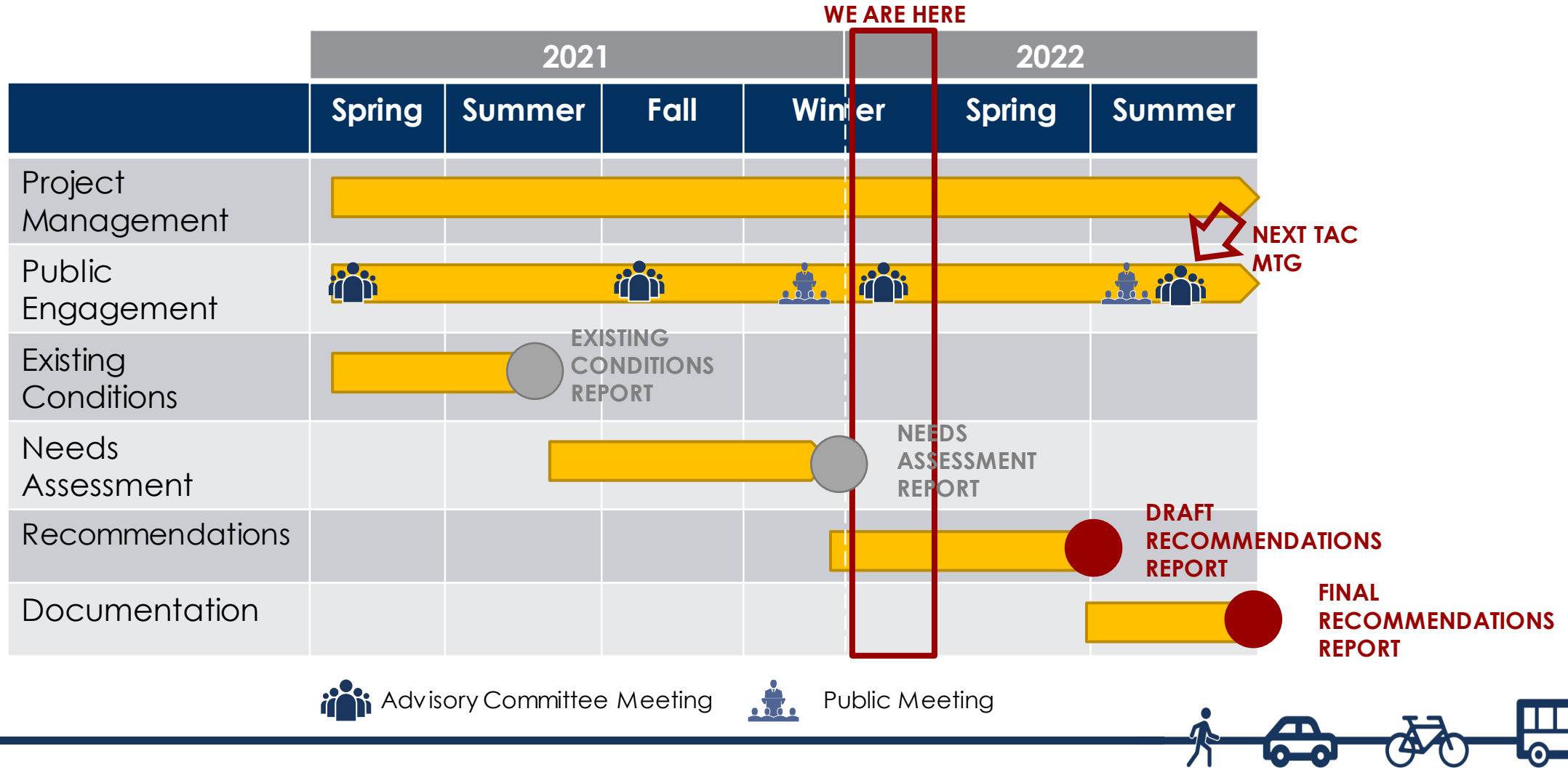
Next Steps

David Pickworth, VHB

UP NEXT:

- Finalize Project List and Recommendations
- Compile Recommendations Report
- Share with Public (Public Meeting #2)
- Submit Draft CTP for County Review and Board Approval
- Use Your CTP!

WHAT'S NEXT?


WE ARE HERE
2021
2022
Spring
Summer
Fall
Winter
Spring
Summer
Project Management
Public Engagement
Existing Conditions
Needs Assessment
Recommendations
Documentation
NEXT TAC MTG
EXISTING CONDITIONS REPORT
NEEDS ASSESSMENT REPORT
DRAFT RECOMMENDATIONS REPORT
FINAL RECOMMENDATIONS REPORT
Advisory Committee Meeting
Public Meeting

Questions?

David Pickworth, VHB

Thank You!

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