Cherokee MOVES

Cherokee County
Comprehensive Transportation Plan

Advisory Committee Meeting #1 | April 14th 2021

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

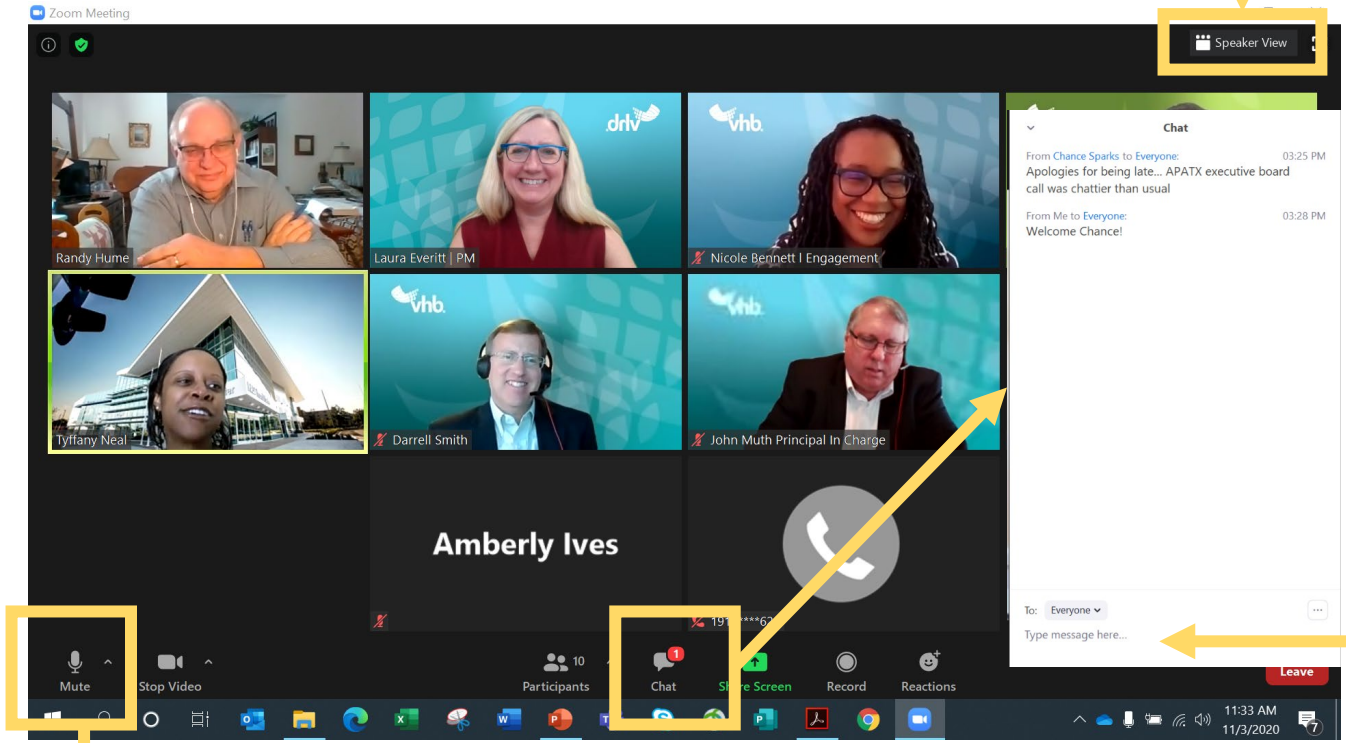
- Short-range action plan & long-range aspirations – projects, policies & programs

AGENDA

- Welcome + Introductions
- Project Overview
- Advisory Committee Role
- Engagement Overview
- Existing Conditions
- Previous CTP Discussion
- Open Discussion
- Next Steps

TECHNOLOGY OVERVIEW

- Please mute yourself when not speaking
- Please unmute to ask questions or type them in the chat box



INTRODUCTIONS

Cherokee County 1831 GEORGIA

vhb

HNTB

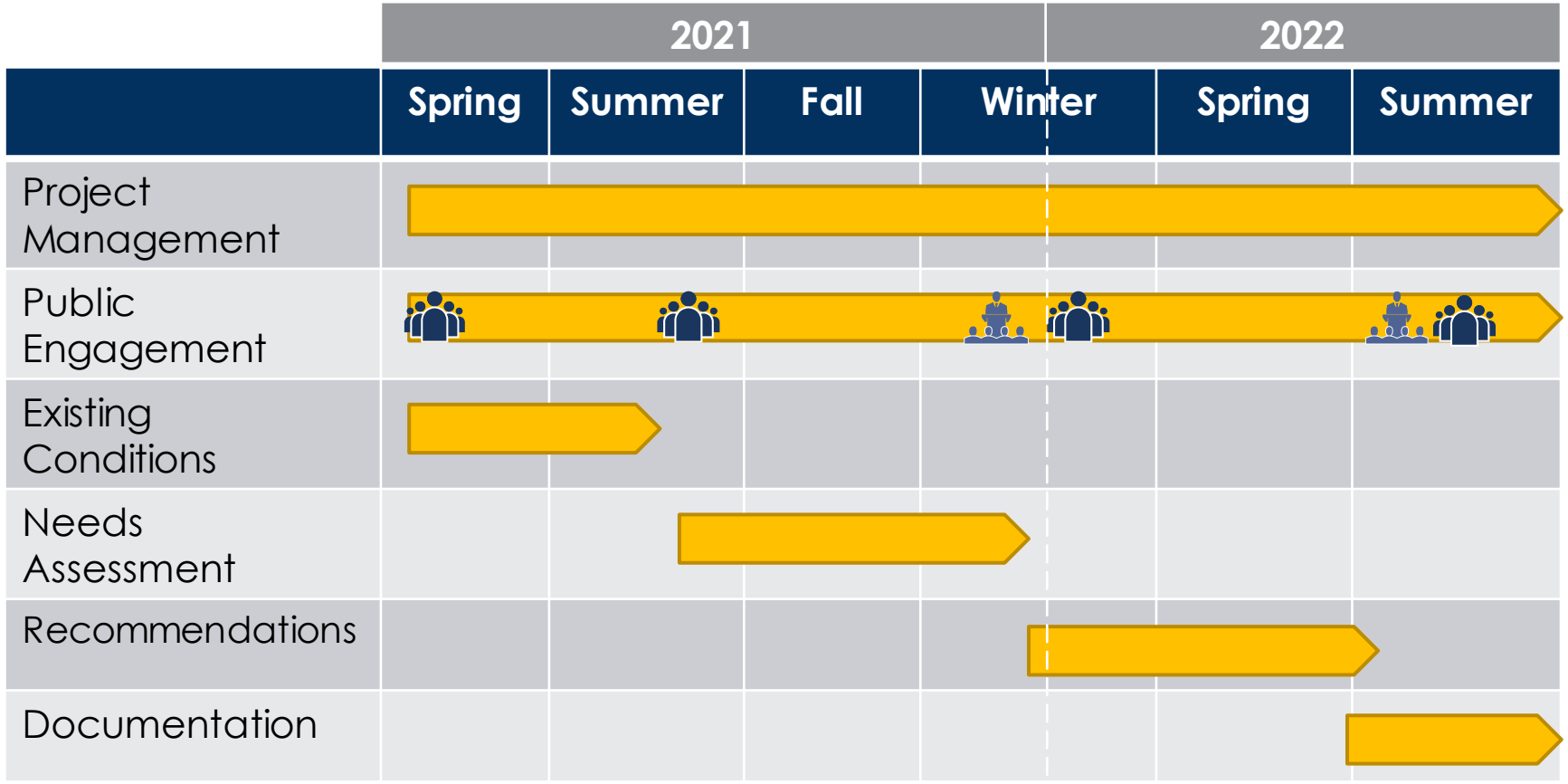
MODERN MOBILITY partners

KEA KENNEDY ENGINEERING & ASSOCIATES GROUP LLC

Project Overview

David Pickworth, VHB

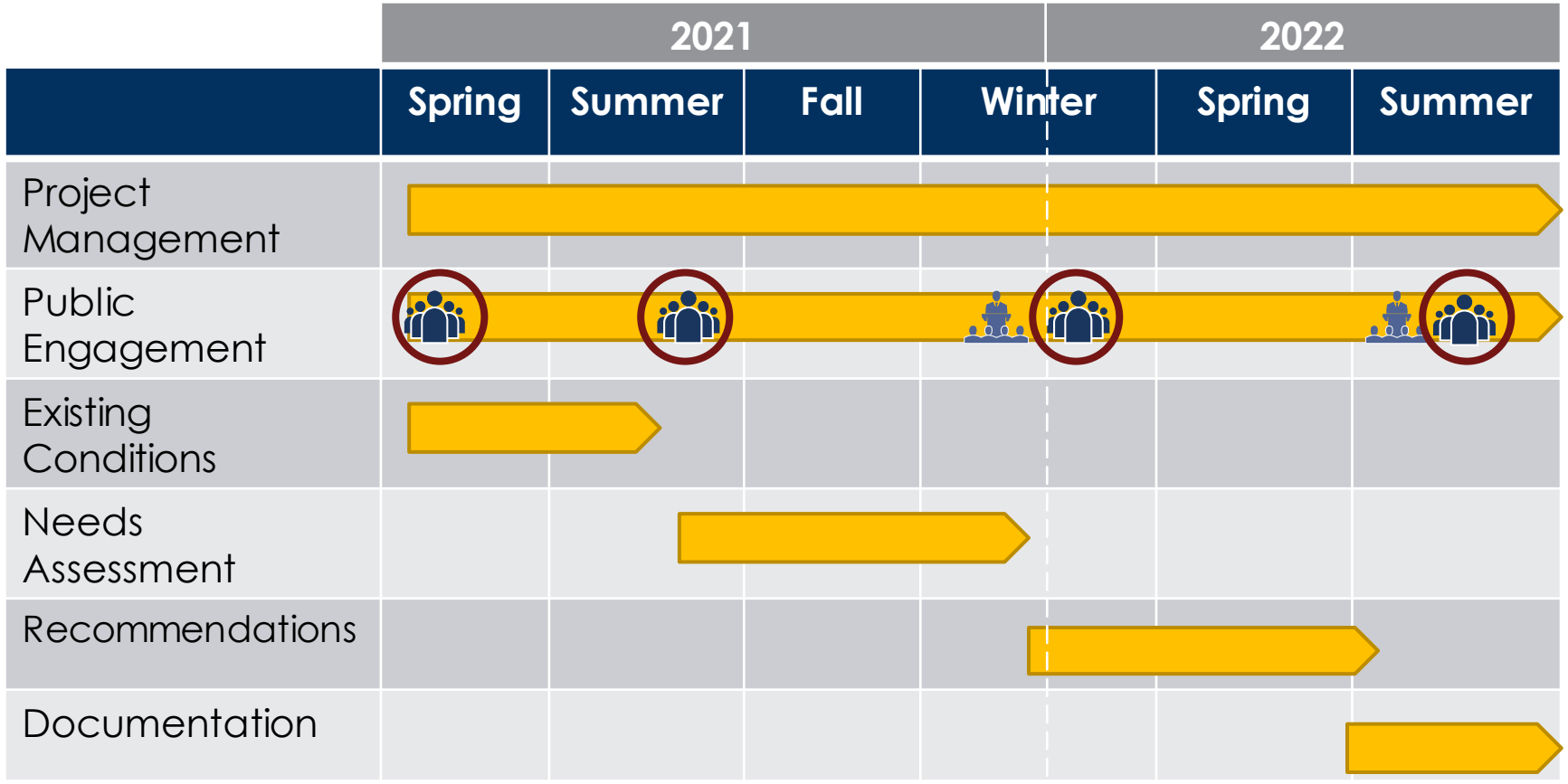
PROJECT SCHEDULE



YOUR 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

WHERE YOU COME IN



Engagement Overview

Jennifer Schultz, HNTB

ENGAGEMENT GOALS & OBJECTIVES

Goals

- Build public awareness about the CTP
- Put Cherokee County in a position to implement planned and new projects
- Position Cherokee County as a leader in proactively delivering innovative transportation solutions

Objectives

- Gather feedback through robust stakeholder and public engagement
- Build a network of information sharing and awareness
- Garner more positive media coverage than negative

CURRENT ACTIVITIES

- Develop branding/logo
- Identify target audiences
- Create Public Participation Plan (PPP)
- Develop custom website
- Develop feedback survey
- Initiate public meeting planning

PROJECT BRANDING/LOGO TREATMENT

Cherokee

MOVES

Cherokee County
2022 Comprehensive Transportation Plan

PUBLIC ENGAGEMENT APPROACH

- Leadership briefings and Advisory Committee meetings
- Group presentations
- Virtual interviews/focus groups
- Public meetings
- Media relations

Tactics

- Social media
- Custom website
- Surveys
- Stakeholder toolkits

PUBLIC MEETINGS

- Looking towards a virtual/in-person hybrid approach
- Present objectives and goals of the CTP
- Share engagement opportunities
- Encourage survey/feedback participation
- Share resources to learn more

CUSTOM WEBSITE

- Currently under development
- Will include
  - Project announcements & ways to get involved
  - Project resources & contact information
  - Project study area map
  - Link to Cherokee County home page
- www.cherokeemoves.com

UPCOMING ENGAGEMENT OPPORTUNITIES

- **Public Meeting #1** (of 2) – Winter 2021
- **Advisory Committee Meeting #2** (of 4)– Summer 2021
- **Public Feedback Survey**
- **Virtual Stakeholder Interviews/Focus Groups**

Cherokee County Today

Allison Bell, VHB

EXISTING PLANS ANALYSIS

Plan Review

- Previous CTP
- County & Municipalities Comprehensive Plans
- Corridor & Area Plans
- LCI Plans
- Trail/Greenway Plans
- Regional & State transportation plans

Common Themes

- Desire to invest in town, community & neighborhood centers
- Relieve growing pressure on main corridors
- Longer term support for improved access to regional transit
- Protect & leverage County's unique resources (natural features and historic structures

CENSUS SNAPSHOT

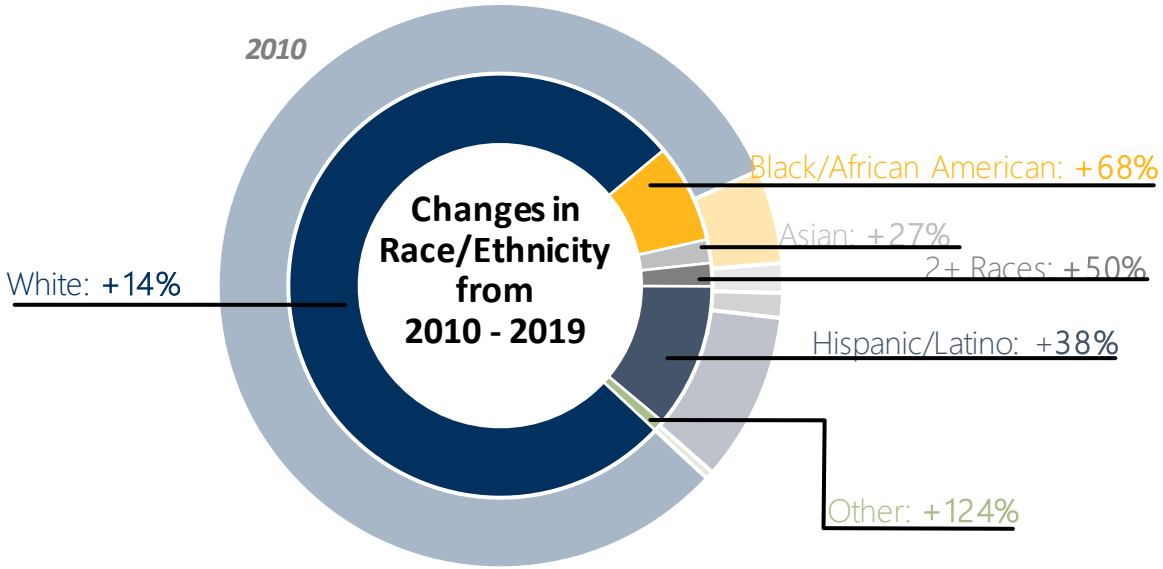
- **Cherokee County is growing!**
- Between 2010 and 2019:
  - Population has increased by 20.3%
  - Number of households has increased 13.3%
  - Median household income increased almost 40%
  - Persons below poverty has **decreased** by 3.1%

	2010*	2019 (Today)**	% Change
Population	215,129	258,773	+20.3%
Density	496/mi^2	596/mi^2	+20.2%
# Households	82,442	93,441	+13.3%
Median Household Income	$61,834	$86,404	+39.7%
Below Poverty	17,981	17,421	-3.1%

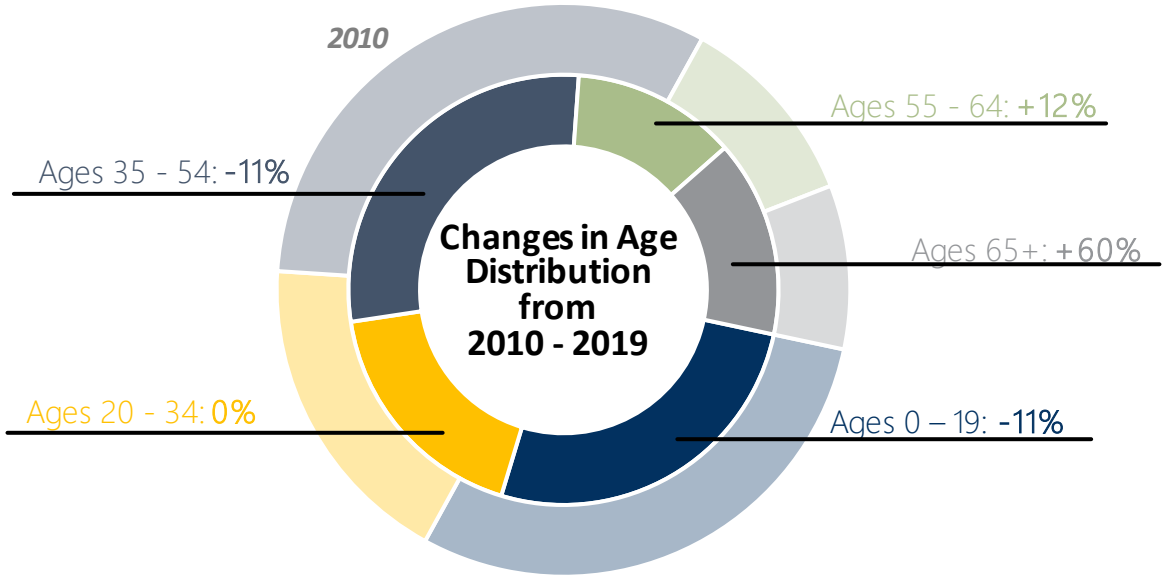
*2010 ACS 1-Year Survey Data, Tables DP05, S191, and B17021
* *2019 ACS 1-Year Survey Data, Tables DP05, S191, and B17021

CENSUS SNAPSHOT

- **Race/Ethnicity**
  - 50% or more increase in:
    - Black/African American
    - 2+ Races
    - "Other"



- **Age Distribution**
  - 60% increase in 65+ age group
  - No change in 20-34 age group
  - 11% decrease in ages 35-54 and 0-19 age groups

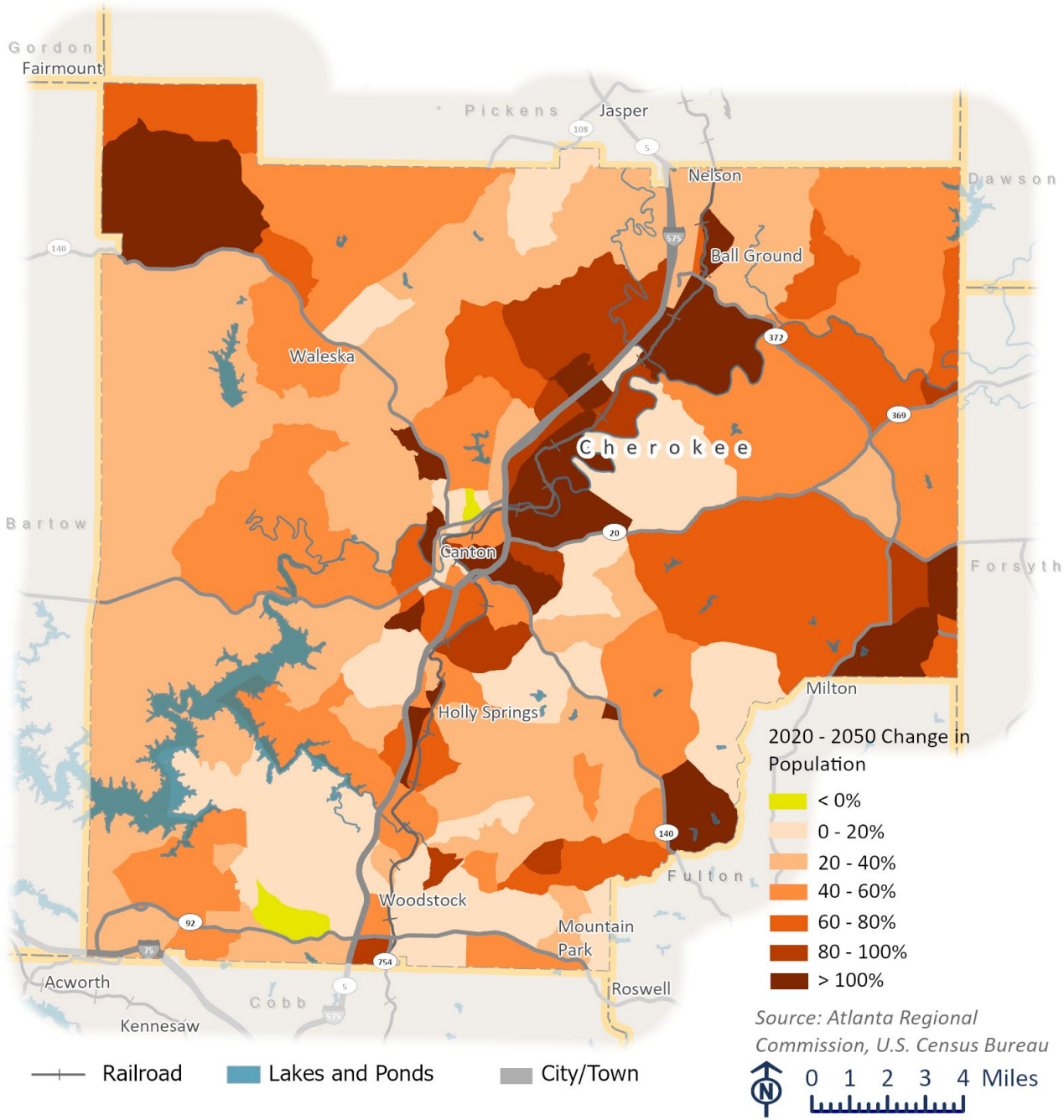


*2010 ACS 1-Year Survey Data, Tables DP05, S191, and B17021
* *2019 ACS 1-Year Survey Data, Tables DP05, S191, and B17021

Age: 2019 ACS 1-Year Survey Data, Table S0101, Race: 2019 & 2010 ACS 5-Year Survey Table B03002

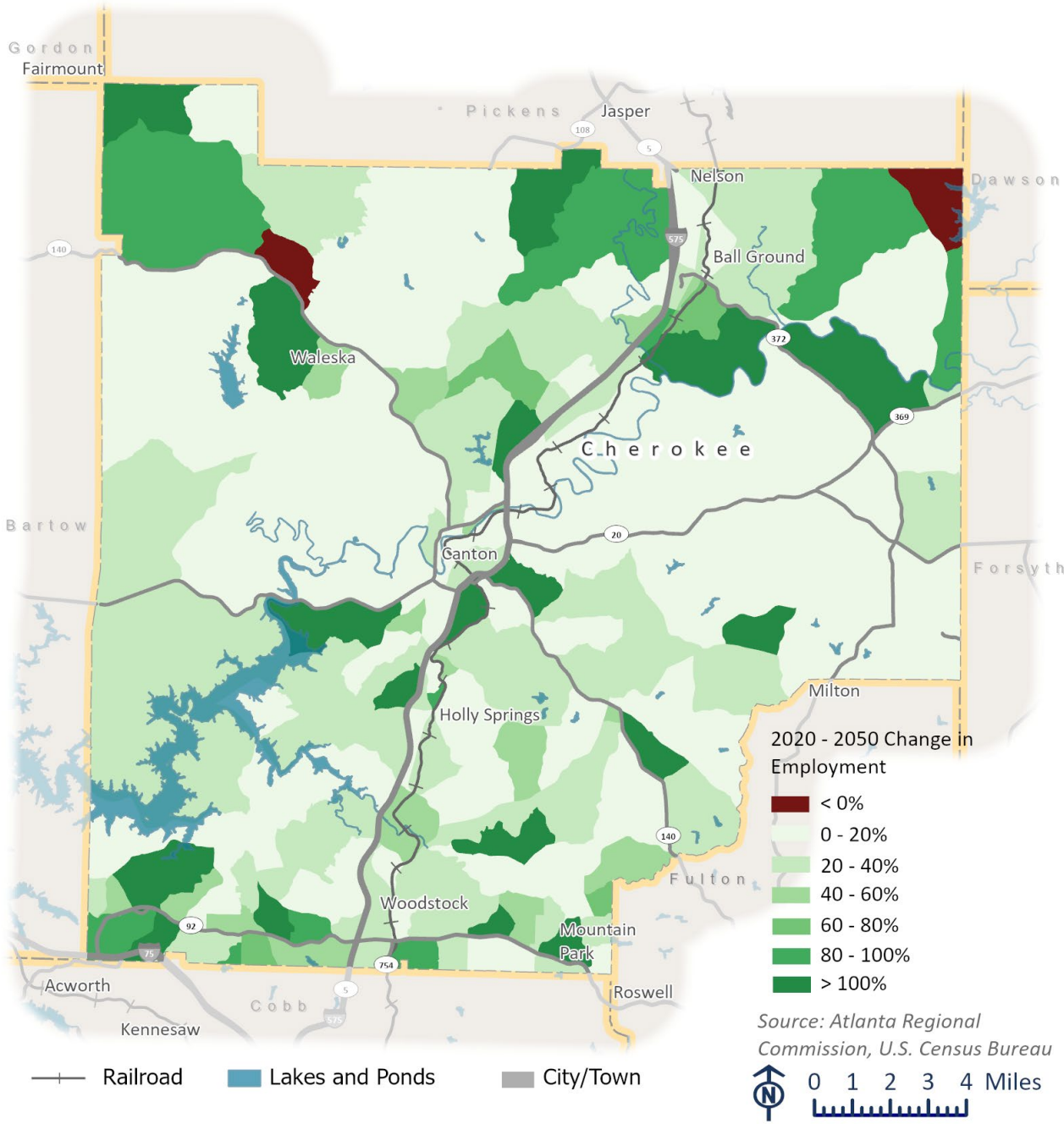
POPULATION CHANGES

- Population expected to **increase 43% by 2050**
- **Areas of increase:**
  - Along I-575 through center of county
  - Northwest and southeast corners
- **Areas of decrease:**
  - Outside Canton City center
  - Eastern Woodstock along SR 92



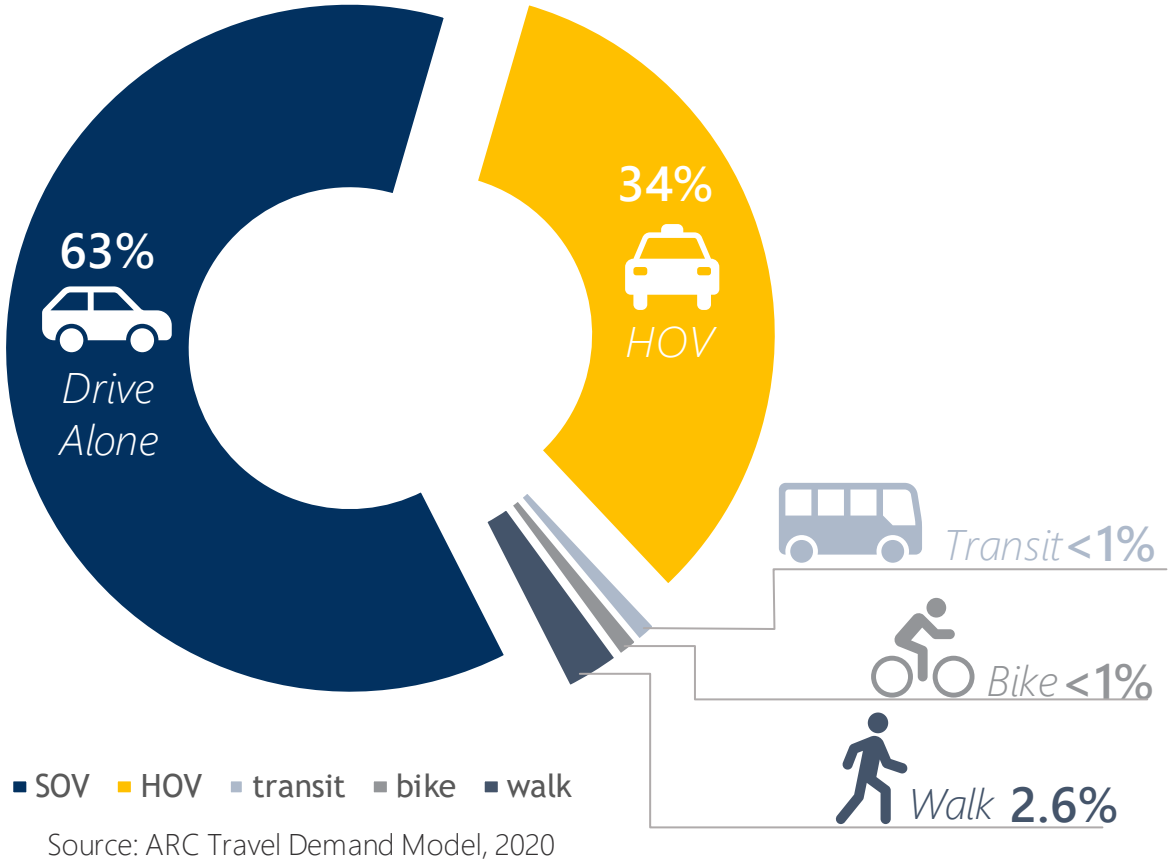
EMPLOYMENT CHANGES

- Employment expected to **increase 33% by 2050**
- **Areas of increase:**
  - Scattered across northern and southern most portions
  - Around city centers
- **Areas of decrease:**
  - Northwest of Waleska
  - Northeast corner of the county



MODE SPLIT

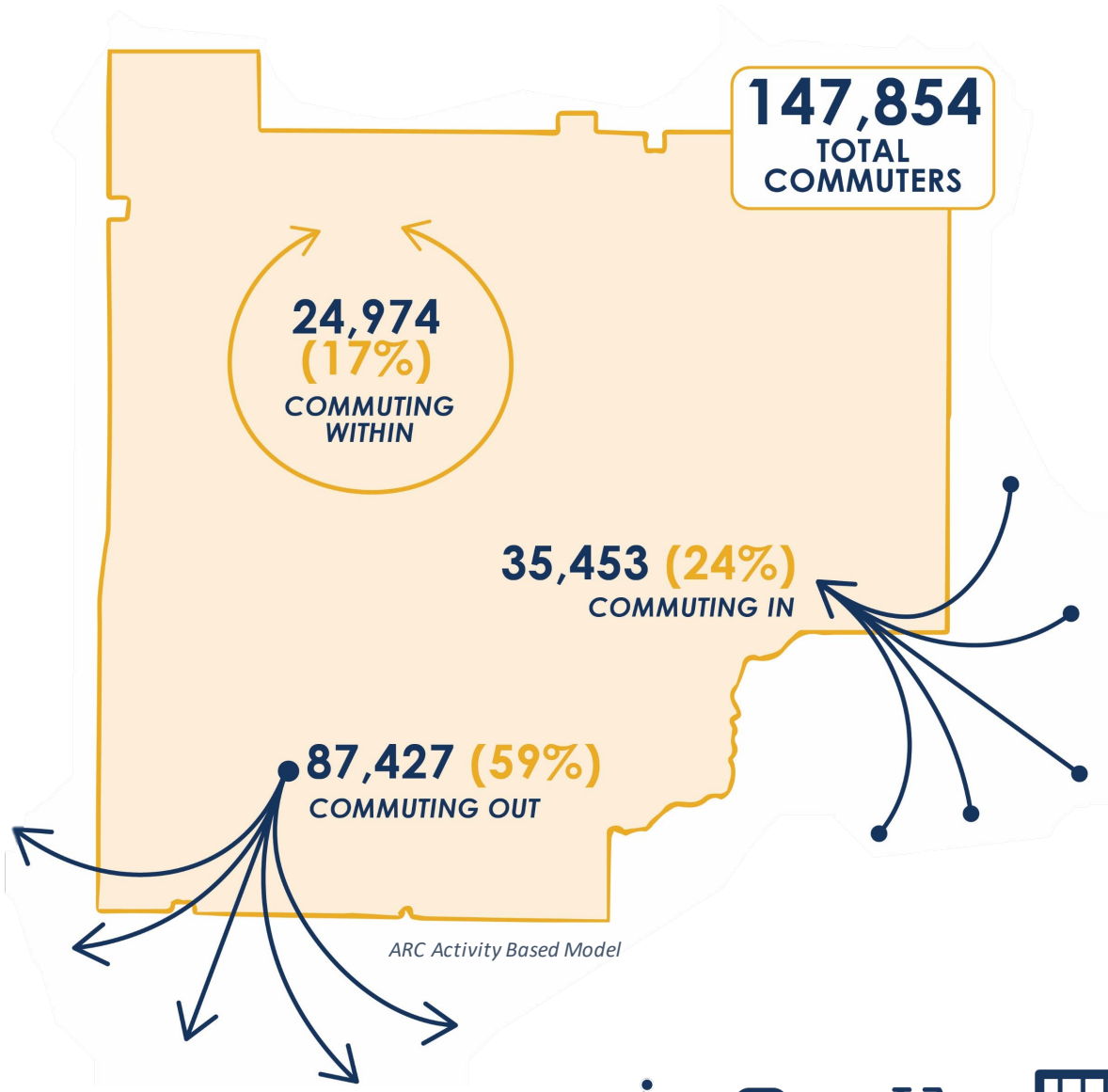
- Currently unbalanced
- Skewed towards driving alone and shared rides
- Multimodal investments needed to create a more balanced mode split



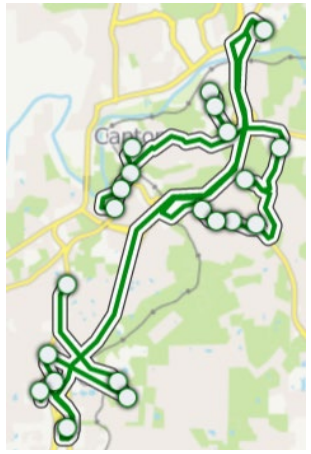
Source: ARC Travel Demand Model, 2020

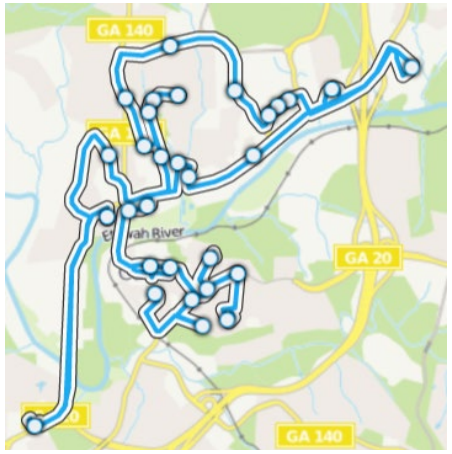
COMMUTING PATTERNS

- 24% commuting in
- 17% commuting within
- 59% commuting out



CHEROKEE AREA TRANSPORTATION SYSTEM





- **Canton Fixed Route + Paratransit Service**
  - 2 fixed routes, 50+ stops between Canton and Holly Springs
  - Paratransit service operates ¾ mile on either side of fixed routes
  - Recent changes to both routes in 2020
- **Countywide Demand Response Service**
  - Reserve service in advance
  - Service to popular destinations in the county
- **Vanpool Service**
  - Commute with Enterprise
  - County offers 50% Vanpool subsidy

REGIONAL TRANSIT SERVICES

Xpress

- **GRTA/SRTA/ATL Xpress Commuter Bus Service**
  - **Routes:**
    - 483: connects Woodstock Park-and-Ride through Town Center to Midtown Atlanta
    - 490: connects Canton Park-and-Ride through Woodstock to Downtown Atlanta
  - **Park & Rides:**
    - Canton/Boling Park
    - Woodstock (His Hands Church – Molly Lane & Hwy 92)
    - Acworth Park and Ride

FURTHER ANALYSIS

Population + Employment

- Current and Future Trends
- Major growth areas
- Top industries

Land Use

- Current Land Use
- Future Land Use
- Developments of Regional Impact

Roadway + Commuting

- Travel Trends
- Functional Classification
- Bridge and Pavement Conditions
- ITS + Traffic Control
- Traffic Volumes + top congested roadways and intersections
- Crash hotspots + high crash rate corridors

Active Transportation

- Existing sidewalk infrastructure + bike facilities
- Trails Master Plan
- Planned bike/ped facilities
- Other active transportation modes: scooters, bike share, etc.

Transit Services

- Top origins and destinations
- Transportation Demand Management
- Fleet coverage
- Opportunities for additional service

Goods Movement

- Freight route corridors
- Intermodal facilities
- Truck Crashes and Volumes
- Aviation Overview

Planned + Programmed Projects

- ARC RTP/TIP Projects
- Cherokee SPLOST projects

Previous CTP Overview

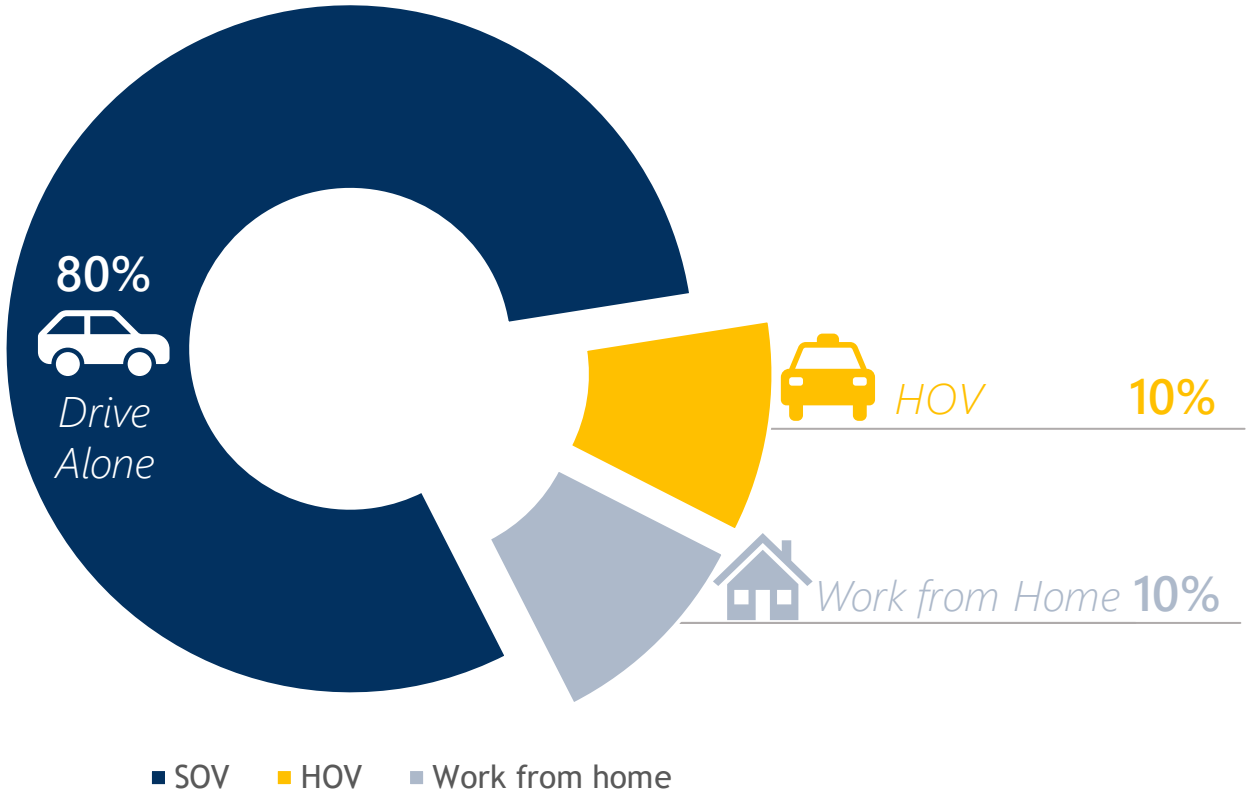
John Palm, KEA

2016 CTP - POPULATION + EMPLOYMENT

	Previous CTP (2010-2040 forecast)	Today (2020-2050 forecast)
Population	• Forecast to grow from **207,000 in 2010 to 402,000 in 2040** • Growing at a rate **significantly higher than the 20-county ARC Region**	• **Forecast to grow to 371,000 by year 2050** • **Slightly higher rate** than the region (40% vs. 37%)
Employment	• Forecast to grow from **44,000 jobs in 2020 to 73,000 in 2040** • Cherokee's share of the region's employment was **forecast to drop significantly**	• 2050 projection estimates **significant growth of over 100,000 jobs** • **Increase in share of the region's employment** by 2050 (2.4% to 2.6%)

2016 CTP – COMMUTING TRENDS

Commuter Mode Split



Commuter Trips

	2011	2020	% Change
Commuting in to Cherokee	24,500 (23%)	35,453 (24%)	+45%
Commuting out of Cherokee	63,400 (60%)	87,427 (59%)	+38%
Commuting within Cherokee	18,300 (17%)	24,974 (17%)	+36%

Congestion Forecasts

- Forecasted to grow substantially in the south/southwest parts of the county
- Holly Springs, Woodstock, Canton, and Hickory Flats area

Roadway network and forecasts were based on regional data from ARC

2016 CTP – OTHER PLAN ELEMENTS

- Land use and development (based on county and local comprehensive plans)
- Local and regional transit
- Local and regional airports
- Regional trail plan
  - Woodstock's Greenprints plan
  - ARC's regional trail network

2016 CTP – PROJECTS & RECOMMENDATIONS

- Goals set with measurable performance measures
- Projects were organized into categories
  - Capacity
  - Operations & Connectivity
  - Maintenance
  - Safety
  - Transit
  - Pedestrian, Bicycle, and Trail
- Projects were evaluated based on:
  - Congestion relief
  - Safety resolution
  - Economic development
  - Compatibility with adjacent area
  - Deliverability
- Projects that met more than one need rose to the top

2016 CTP – PROJECT FUNDING TIERS

- Recommended projects were broken into **4 tiers** based on cost constraints and anticipated funding
  - **Tier 0** – Current SPLOST Funding (at the time) 2015-2018
  - **Tier 1** – 2019-2024
  - **Tier 2** – 2025-2030
  - **Tier 3** – 2030-2040

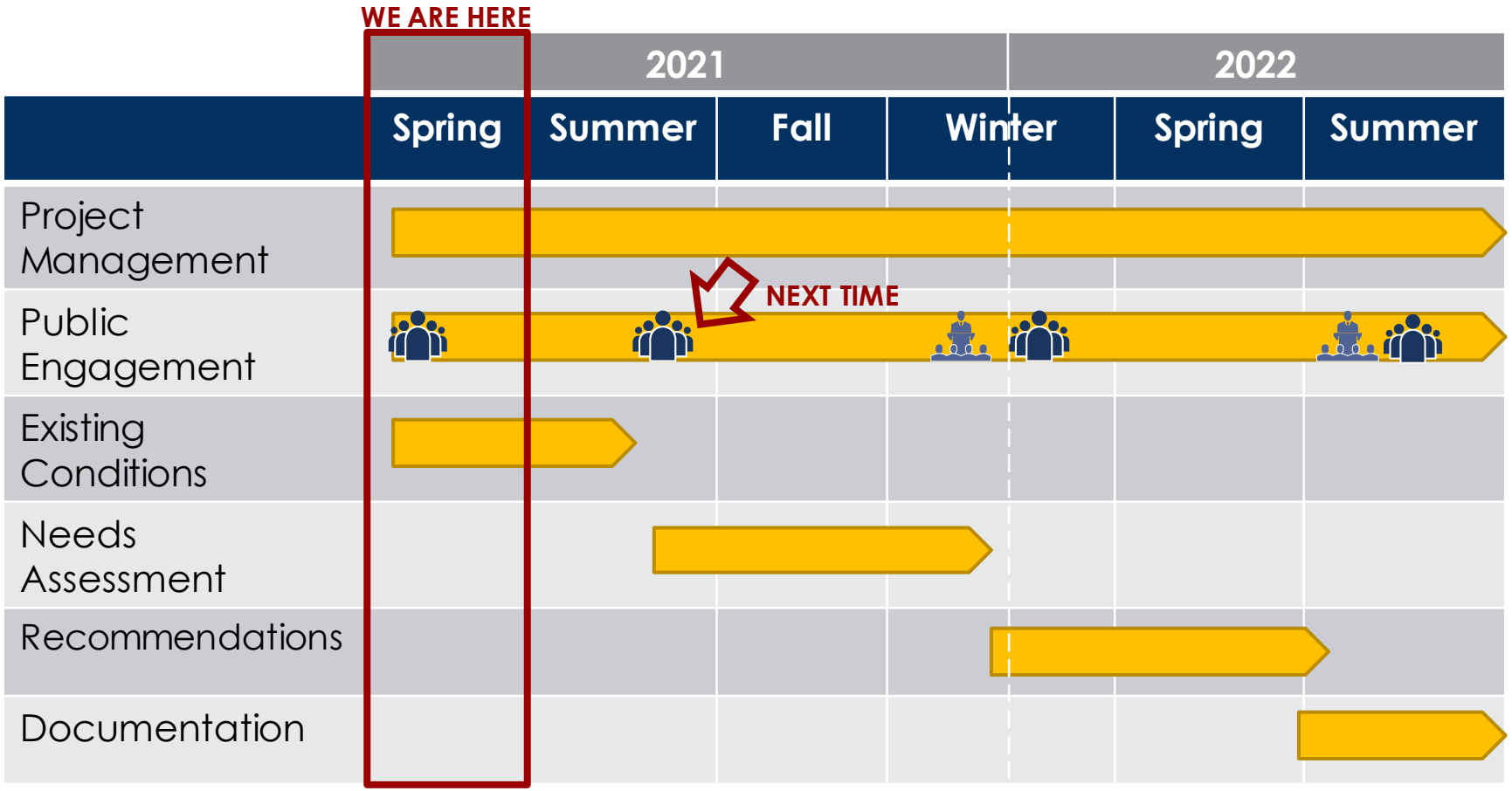
Open Discussion

David Pickworth, VHB

PREVIOUS CTP GOALS & OBJECTIVES

- **Goal 1**: Ensure public safety for all users across all modes within Cherokee County
- **Goal 2**: Increase accessibility and connectivity
- **Goal 3**: Improve mobility and overall efficiency
- **Goal 4**: Support multiple transportation modes
- **Goal 5**: Identify and enhance key freight routes within the county
- **Goal 6**: Enhance the quality of life and community health
- **Goal 7**: Minimize environmental impacts
- **Goal 8**: Preserve and maintain existing facilities
- **Goal 9**: Engage in effective public involvement and coordination strategies

WHAT'S NEXT?



Advisory Committee Meeting

Public Meeting

Thank You!

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Cherokee MOVES

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