



City of Smyrna

City of Smyrna
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Issue Sheet

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\$ IMPACT:

Agenda Title:

Adoption of the Smyrna Connects - Transit Analysis and Feasibility Study as presented to Mayor and Council on September 3, 2020 at the Committee of the Whole Meeting and authorize the Mayor to sign and execute all related documents.

ISSUE AND BACKGROUND:

The Smyrna Connects - Transit Analysis and Feasibility Study is a comprehensive, consensus-driven transit vision for the City of Smyrna and adjoining metro-area. This vision was developed by the City of Smyrna, with the consultation of Tindale Oliver, in collaboration with agency and jurisdictional partners throughout the region, such as the Georgia Department of Transportation, Cobb County, Cobb Linc, Atlanta-Region Transit Link Authority (ATL), MARTA and the Cumberland CID. The study was funded by the Atlanta Regional Commission (ARC) and the City of Smyrna. The objectives of the study were as follows:

1. Develop a consensus-driven transit vision;
2. Reinforce broader objectives of the City;
 - Livable communities and corridors
 - Economic Development
 - Growth Management
 - Environmental Stewardship
 - Traffic Mitigation
 - Connected & Walkable Communities
3. Communicate the City's transit vision to Cobb County, ATL and other transit partners in the region.

The Smyrna Connects Transit Vision was developed through a five-step planning process. The five steps included the following, with public outreach and stakeholder engagement conducted throughout the process (8,200+ engaged in the process):

1. Analysis of existing and future conditions;
2. Completion of a transit needs and market assessment;

3. Production of a service improvement strategy;
4. Creation of investment scenarios; and
5. Development of transit master plan.

The study found the strategic location of Smyrna in northwest Atlanta region makes implementing Smyrna Connects a key element of the regional transit network. Based on regional collaboration and unique regional demographics and socioeconomic diversity, implementation of Smyrna Connects can promote transit as a truly viable option locally and in the region.

RECOMMENDATION / REQUESTED ACTION: Adoption of the Smyrna Connects - Transit Analysis and Feasibility Study as presented to Mayor and Council on September 3, 2020 at the Committee of the Whole Meeting and authorize the Mayor to sign and execute all related documents.