



## COBB COUNTY PURCHASING DEPARTMENT

1772 County Services Parkway  
Marietta, Georgia 30008-4012  
(770) 528-8400 /FAX (770) 528-1154  
Email: [purchasing@cobbcounty.org](mailto:purchasing@cobbcounty.org)  
[www.purchasing.cobbcountyga.gov](http://www.purchasing.cobbcountyga.gov)

## IMPORTANT NOTICE – PLEASE READ CAREFULLY!!

ALL bids **MUST** be received at the Cobb County Purchasing Department.

**BIDS MUST BE RECEIVED BEFORE 12:00 (NOON) ON BID OPENING DAY**

**Any bid received later than 12:00 (noon) will not be accepted.** The County accepts no responsibility for delays in the mail. Bids are to be mailed or delivered to:

COBB COUNTY PURCHASING DEPARTMENT  
1772 COUNTY SERVICES PARKWAY  
MARIETTA, GA 30008-4012

**All bid prices shall be submitted on the Bid Form included in the bid/proposal.  
Any revisions made on the outside of the envelope WILL NOT be considered.**

**PLEASE CHECK bid specifications and advertisement for document requirements.**

Documents/Forms listed below **MUST** be submitted when required.

Omission of these documents /forms will cause your bid/proposal to be declared **NON-RESPONSIVE**.

- **BID SUBMITTAL FORM**
  - ▶ *Official Signature is required on this form guaranteeing the quotation.*
- **CONTRACTOR AFFIDAVIT and AGREEMENT - Exhibit A - (Not Required)**
  - ▶ *Affidavit **MUST** be signed, notarized and submitted with any bid requiring the performance of physical services. If the affidavit is not submitted at the time of the bid, bid will be determined non-responsive and will be disqualified.*
- **BID BOND - (Not Required)**

**If your firm is classified as a Disadvantaged Business Enterprise (DBE) please complete Exhibit B** with bid response. A Disadvantaged Business Enterprise (DBE) is generally defined as a Female, Black American, Hispanic American and any other minority owned business.

All vendors are required to submit the ORIGINAL AND AT LEAST one (1) duplicated copy of any bid submitted to Cobb County. Please refer to your bid specifications to determine if more than one (1) copy is required. Non-submission of a duplicate copy may disqualify your bid/proposal.

A “**SEALED BID LABEL**” has been enclosed to affix to your bid. This label **MUST** be affixed to the outside of the envelope or package, **even if it is a “NO BID” response**. Failure to attach the label may result in your bid being opened in error or not routed to the proper location for consideration. No bid will be accepted after the date and time specified.

**Thank you in advance for your cooperation.**

ADVERTISEMENT FOR REQUEST FOR QUALIFICATIONS  
COBB COUNTY PURCHASING DEPARTMENT

**BID OPENING DATE: MAY 26, 2011**

Cobb County will receive Sealed Bids before 12:00 NOON, May 26, 2011 in the Cobb County Purchasing Department, 1772 County Services Parkway, Marietta, GA 30008 for:

**SEALED BID # 11 – 5580  
CONSULTANT SERVICES FOR NORTHWEST ATLANTA CORRIDOR  
ALTERNATIVES ANALYSIS STUDY FOR CCT**

**PRE-PROPOSAL MEETING: MAY 9, 2011 @ 11:00 A.M.  
COBB COUNTY PURCHASING DEPARTMENT  
1772 COUNTY SERVICES PARKWAY  
MARIETTA, GEORGIA 30008**

**No bids will be accepted after the 12:00 noon deadline.**

Proposals are opened at 2:00 p.m. at Cobb County Purchasing Department, 1772 County Services Parkway, 2nd Floor, Bid/Meeting Room, Marietta, GA 30008.

No proposal may be withdrawn for a period of ninety (90) days after date of Bid Opening, unless otherwise specified in the bid documents. Cobb County will consider the competency and responsibility of bidders in making the award. Cobb County reserves the right to reject any and all proposals, to waive informalities and technicalities, to reject portions of the proposals, and to award contracts in a manner consistent with the County and the laws governing the State of Georgia.

**The Georgia Security and Immigration Compliance Act Affidavit form must be submitted with all bid packages involving the “performance of physical services” in order to be considered.**

This solicitation and any addenda are available for download in PDF format on the Cobb County Purchasing website. [www.purchasing.cobbcountyga.gov](http://www.purchasing.cobbcountyga.gov)

Advertise:     APRIL 29, 2011  
                  MAY 6, 13, 20, 2011



## BID SUBMITTAL FORM

SUBMIT BID/PROPOSAL TO:  
COBB COUNTY PURCHASING DEPARTMENT  
1772 COUNTY SERVICES PARKWAY  
MARIETTA, GA 30008-4012

**BID/PROJECT NUMBER: 11-5580**  
**REQUEST FOR QUALIFICATIONS**  
**CONSULTANT SERVICE FOR NORTHWEST ATLANTA CORRIDOR**  
**ALTERNATIVES ANALYSIS STUDY FOR CCT**  
**COBB COUNTY DEPARTMENT OF TRANSPORTATION**

**DELIVERY DEADLINE: MAY 26, 2011 BEFORE 12:00 (NOON) EST**  
**(NO BIDS/PROPOSALS WILL BE ACCEPTED AFTER THIS DEADLINE).**

BID OPENING DATE: MAY 26, 2011 @ 2:00 P.M. IN THE PURCHASING DEPARTMENT BID ROOM.

BUSINESS NAME AND ADDRESS INFORMATION:

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Company address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

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**NAME AND OFFICIAL TITLE OF OFFICER GUARANTEEING THIS QUOTATION:**

\_\_\_\_\_  
(PLEASE PRINT/TYPE)      NAME      TITLE

**SIGNATURE OF OFFICER ABOVE:** \_\_\_\_\_  
(SIGNATURE)

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

BIDDER WILL INDICATE TIME PAYMENT DISCOUNT: \_\_\_\_\_

BIDDER SHALL INDICATE MAXIMUM DELIVERY DATE: \_\_\_\_\_

Bids received after the date and time indicated will not be considered. Cobb County reserves the right to reject any and all bids, to waive informalities, to reject portions of the bid, to waive technicalities and to award contracts in a manner consistent with the county and the laws governing the state of Georgia.

The enclosed (or attached) bid is in response to Bid Number 11-5580; is a firm offer, **as defined by section O.C.G.A. (s) 11-2-205 of the code of Georgia (Georgia laws 1962 pages 156-178)**, by the undersigned bidder. This offer shall remain open for acceptance for a period of 90 days calendar days from the bid opening date, as set forth in this invitation to bid unless otherwise specified in the bid documents.

**NOTICE TO BIDDERS - - BID QUOTES MUST INCLUDE INSIDE DELIVERY CHARGES**

Advertise Dates: APRIL 29, 2011  
MAY 6, 13, 20, 2011

## SEALED BID LABEL

### **SEALED BID ENCLOSED**

DELIVER TO:  
COBB COUNTY PURCHASING  
1772 County Services Parkway  
Marietta, GA 30008-4012

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**SEALED BID # 11-5580 DATE: May 26, 2011**

**BIDS MUST BE RECEIVED BEFORE 12:00 NOON**

**DESCRIPTION:** Request for Qualification  
Consultant Service for Northwest Atlanta Corridor  
Alternatives Analysis Study for CCT

**PLEASE ATTACH LABEL TO OUTSIDE OF BID PACKAGE**



*Cobb County...Expect the Best!*

**"STATEMENT OF NO BID"**

COBB COUNTY PURCHASING DEPARTMENT  
1772 COUNTY SERVICES PARKWAY  
MARIETTA, GA 30008

TO ALL PROSPECTIVE BIDDERS:

Because of the many requests to be placed on our vendors' list, we are continuously updating the list. While we want to include all bona fide vendors, we do not want to mail bids to those vendors who may no longer be interested in participating in our bidding process.

If you do not choose to respond to the attached Invitation to Bid/Request for Proposal, please fill out the form below indicating whether or not you want to be retained on our current vendor list.

Vendors who do not respond in any way (by either submitting a bid or by returning this form) over a period of one year may be removed from the current vendor list.

**Vendors who do not wish to bid often return the entire bid package, sometimes at considerable postage expense. Returning the entire bid package is not necessary. Simply return this form.**

Thank you for your cooperation.  
Cobb County Purchasing Department

**"STATEMENT OF NO BID"  
SEALED BID NUMBER 11-5580  
REQUEST FOR QUALIFICATION  
CONSULTANT SERVICE FOR NORTHWEST ATLANTA CORRIDOR  
ALTERNATIVES ANALYSIS STUDY FOR CCT**

If you do not wish to respond to the attached Invitation to Bid/Request for Proposal, please complete this form and mail/fax to: **Cobb County Purchasing Department, Attention: Sealed Bid Department, 1772 County Services Parkway, Marietta, GA. Fax # 770-528-1154**

I do not wish to submit a bid/proposal on this solicitation.

**I wish to be retained on the vendor list for this commodity or service: Yes \_\_\_\_\_ No \_\_\_\_\_**

Please PRINT the following:

\_\_\_\_\_  
Company

\_\_\_\_\_  
Representative

You are invited to list reasons for your decision not to bid: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



*Cobb County...Expect the Best!*

## **REQUEST FOR QUALIFICATIONS**

**SEALED BID # 11-5580  
CONSULTANT SERVICE FOR NORTHWEST ATLANTA CORRIDOR  
ALTERNATIVES ANALYSIS STUDY FOR CCT**

**BID OPENING DATE: MAY 26, 2011**

**PRE-PROPOSAL CONFERENCE: MAY 9, 2011 @ 11:00 A.M. (E.S.T.)  
COBB COUNTY PURCHASING DEPARTMENT  
1772 COUNTY SERVICES PARKWAY  
MARIETTA, GEORGIA 30008**

BIDS ARE RECEIVED IN THE  
COBB COUNTY PURCHASING DEPARTMENT  
1772 COUNTY SERVICES PARKWAY  
MARIETTA, GEORGIA 30008  
**BEFORE 12:00 (NOON) BY THE BID OPENING DATE**

BIDS WILL BE OPENED IN THE COBB COUNTY PURCHASING DEPARTMENT  
**BID/MEETING ROOM AT 2:00 P.M.**

**VENDORS ARE REQUIRED TO SUBMIT THE ORIGINAL AND  
10 COPIES AND ONE (1) CD-ROM OF BID  
(UNLESS OTHERWISE SPECIFIED IN BID SPECIFICATIONS)**

**N.I.G.P. COMMODITY CODE :91899**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

REPRESENTATIVE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL \_\_\_\_\_

**NOTE: The Cobb County Purchasing Department will not be responsible for the accuracy or completeness of the content of any Cobb County Invitation to Bid or Request for Proposal or subsequent addenda thereto received from a source other than the Cobb County Purchasing Department.**

# ***Request for Proposals***

*Consultant Services for  
Northwest Atlanta Corridor Alternatives Analysis Study*

*Cobb Community Transit  
Cobb County Department of Transportation*

**SEALED BID #11-5580**

**Request for Proposals**  
**Consultant Services for Northwest Atlanta Corridor Alternatives Analysis**  
**Cobb Community Transit**  
**Cobb County Department of Transportation**  
**Sealed Bid #11-5580**

## **SECTION 1 – INTRODUCTION**

### **1.1 Type of Solicitation**

This is a Request for Proposals (RFP) for the services described herein. Each proposal will be evaluated in accordance with the Evaluation Criteria outlined in Section 3.10. Cobb County will award a Contract to the Proposer or proposers which the County deems, in its sole discretion in compliance with Federal, State, and County procedures, to be the most qualified following the Evaluation Process outlined in Section 3. The scope of work as described herein has been delineated in nine (9) components outlined in Section 4. Firms may propose on one or more components for which they are qualified. The firm selected to perform Project/Program management will serve as the Prime consultant for the entire project together with most qualified firms selected by the County in each of the nine component areas.

### **1.2 Purpose of the Project**

The purpose of this project is to conduct an Alternatives Analysis Study (AA) which will result in the development of a Locally Preferred Alternative (LPA) corridor improvement project for the Northwest Atlanta Corridor beginning in Cobb County, GA extending into the City of Atlanta, and connecting to the Metropolitan Atlanta Rapid Transportation Authority (MARTA) regional bus and rail system. The primary roadway corridors that will be focused upon are the U.S. 41 and I-75 corridors. Additionally, secondary and tertiary routes that link the project termini will be included in the study effort.

A detailed description of the scope of the project and the specific tasks required to complete the Study is outlined in Section 4.

### **1.3 Background**

Recently, Cobb County was competitively awarded a grant by the Federal Transit Administration (FTA) under the Section 5339 Program to conduct an Alternatives Analysis Study of the Northwest Atlanta Corridor for a potential fixed guideway mass transit project beginning in Cobb County and connecting to the Metropolitan Atlanta Rapid Transit (MARTA) System in downtown Atlanta. Currently, major fixed guideway exists in only two counties in the metropolitan Atlanta region. The pending AA efforts will be the first step in the process to evaluate and consider extending fixed guideway transit into suburban Atlanta outside of the MARTA service area. **See Attachment A for a copy of the grant application.**

Feasibility for high capacity transit in this<sub>2</sub>corridor is well established. Cobb County's

Northwest Corridor, including I-75 and U.S. 41 / Cobb Parkway, is one of the most heavily travelled corridors in the Atlanta region. In 2010, the Annual Average Daily Traffic (AADT) ranged from 250,000 to 320,000 vehicles on I-75 between I-575 and I-285 and from 28,000 to 38,000 vehicles on Cobb Parkway. Cobb County DOT and other agencies have been exploring ways of improving mobility in the Northwest Corridor for more than a decade through various studies. Previous planning studies conducted by Cobb County and the Georgia Regional Transportation Authority (GRTA) examined Light Rail Transit (LRT) and Bus Rapid Transit (BRT) mobility solutions in the corridor. Cobb County, the City of Atlanta, the City of Marietta, GRTA and the Georgia Department of Transportation (GDOT) have also partnered to implement a “Smart Corridor” project in the US41 corridor which features new technologies such as signal pre-emption for transit vehicles and adaptive signal timing to improve traffic flow.

The AA Study will involve analyzing several types of fixed guideway transit including Light Rail, Bus Rapid Transit (BRT) and dedicated busway. A major component of this analysis will focus on economic development and redevelopment opportunities, with particular emphasis on transit oriented development and station area planning. Several agencies and entities will be partnering with the Cobb County Departments of Transportation, Community Development, and Economic Development on this initiative. Key Partners and Stakeholders are Kennesaw State University, the Atlanta Regional Commission, Metropolitan Atlanta Rapid Transit Authority Georgia Department of Transportation, Georgia Regional Transportation Authority, the Cobb-Marietta Coliseum and Exhibit Hall Authority, the cities of Atlanta, Marietta, Smyrna, Kennesaw and Atlanta; and the Cumberland and Town Center Community Improvement Districts.

The AA work plan will allow Cobb County to begin identifying and comparing the costs, benefits, and impacts of the transit alternatives analyzed. The work plan will consist of traditional elements required by FTA to enter the New Starts process as well as incorporating smart growth, livability and sustainability principles. This includes:

- Demonstrating the need for transportation improvements through the scoping process;
- Developing and analyzing the alternatives;
- Measuring the alternatives based on established criteria;
- Demonstrating the technical capacity to successfully undertake an analysis of alternatives; and
- Articulating the potential impact on decision-making leading to a preferred alternative

Additionally, the work plan will include a robust public outreach program to ensure community and stakeholder involvement. The overarching goal of the study is to determine an LPA that will be eligible to proceed into the FTA New Starts funding process.

### **Cobb Community Transit (CCT) System Overview**

In 1989, Cobb Community Transit (CCT) began its fixed route and express route bus operations to provide citizens of Cobb County with the alternative of public transit service. Transit service is currently outsourced and operated under contract with Veolia Transportation, Inc. CCT is financed by a combination of federal, state and local funds with an operating budget of 18.8 million dollars in 2009. These funds support the capital, planning and operations of the transit system. CCT manages all of its operations from its headquarters and maintenance shop facility, located at 463 Commerce Park Drive, Marietta, Georgia. Activities conducted at this facility

include vehicle storage, vehicle repair and maintenance, operations, and administrative functions. The facility provides all fixed-route, paratransit, and other CCT services, including Customer Service operations.

CCT provides fixed route bus service Monday through Saturday with a service area that encompasses approximately 1,137 square miles and services a population of approximately 2.2 million people, within the Atlanta metropolitan area. CCT bus service operations consist of 13 fixed routes that travel along the major thoroughfares of Cobb County and streets within the municipalities of Marietta, Smyrna and Kennesaw. These routes service approximately 900 bus stops. CCT services two major transfer centers, the Marietta Transfer Center (MTC) and the Cumberland Transfer Center (CTC). The MTC serves as CCT's main transfer point serving ten (10) CCT routes. The CTC serves six (6) CCT routes and one MARTA route. There are currently 101 buses and 31 paratransit vehicles in the CCT fleet. All transit vehicles are wheelchair accessible, with an average fleet age between 2 and 8 years. The total fleet of the fixed-route revenue vehicles operated by CCT is expected to increase over then next ten years.

CCT's paratransit service provides curb-to-curb transportation for ADA-qualified customers unable to use the fixed-route service. The paratransit service area extends  $\frac{3}{4}$ -mile beyond all fixed-route service routes, per ADA requirements, plus some specific grandfathered areas of service. Service volume is approximately 290 trips per weekday with a peak of 20 vehicles. The paratransit service days and hours are the same as for fixed-route service. Paratransit service and operations are currently provided under contract with Veolia Transportation.

Currently, the system is the State of Georgia's second busiest transit agency. In Fiscal Year 2009, over 4.6 million transit passengers used CCT service, making it one of the busiest transit providers in the southeastern United States. CCT partners with MARTA and GRTA in distributing passengers throughout the Atlanta metropolitan area. CCT operates ten (10) express bus routes that transport passengers to Downtown Atlanta, who can then transfer to the MARTA system or walk to reach employment destinations. Passengers have access to CCT express bus service at any of the County's nine (9) park-and-ride facilities. These facilities provide over 2,300 commuter parking spaces and serve as loading/unloading points for express bus passengers.

## **SECTION 2 – PROJECT ADMINISTRATION, PARTICIPANT ROLES AND FUNDING**

This section describes how the project will be administrated, the roles and responsibilities of the County and the Consultant, and an overview of the project funding.

### **2.1 County Responsibilities**

Cobb County is the procuring agency and client for this project. The Cobb County Department of Transportation's Planning Division along with CCT staff will be responsible for the overall administration and management of the project. Faye DiMassimo, Cobb (DOT) Department of Transportation Agency Director, will be the County Project Manager and Laraine Vance will serve as Deputy Project Manager. Ms. DiMassimo and Ms. Vance will be responsible

for providing direction to the Consultant, reviewing all reports and submittals and approving all changes to the work scope, including budget and schedule issues.

A Selection Committee will be formed to evaluate proposals and recommend the top ranked firm to the Cobb County Board of Commissioners. A Project Management Team will be formed to review products and provide direction to the Consultant following Contract award. Members of the Selection Committee and Project Management Team may include the assigned County Liaison along with select Cobb DOT staff representing various divisions – along with staff from other County Departments which may include Economic Development, Community Development and others as assigned by the County Manager.

## **2.2 Consultant Responsibilities**

The successful Proposer (herein after referred to as Consultant) will be responsible for completion of the tasks outlined in Section 4 – Scope of Work.

### **2.2.1 Pre-Qualification**

All Consultants must be pre-qualified with GDOT or Cobb County in areas appropriate for the type of work requested in the RFP in order to be awarded a contract with Cobb County. It is the consultant’s responsibility to become pre-qualified prior to contract award.

### **2.2.2 Project Manager**

The Prime Consultant will designate a Project Manger who will be responsible for ensuring completion of all the required work on behalf of the Consultant team and coordinating with the County throughout the project. It is imperative that the Project Manager have demonstrated knowledge of transportation and related issues in the Atlanta Region, Cobb County, State and the national level, with a superior ability to communicate effectively with local elected officials, community partners and stakeholders. The individual must also have familiarity with and sufficient insight into the inner workings of pertinent federal agencies, practices and processes to the extent necessary to bring this project to a successful conclusion.

*The following are the key specific responsibilities of the Consultant Project Manager:*

- Overall project management, including developing and maintaining the project schedule and budget
- Coordinating with the County Liaison and Project Management Team at key stages throughout the project
- Coordinating with local and regional partners including FHWA, FTA, MARTA, GRTA, the Atlanta Regional Commission (ARC), cities and CIDs within Cobb, and the Georgia Department of Transportation (GDOT) throughout the study as appropriate regarding major issues with federal and local interest such as possible alignments alternatives, rights of way, vehicular access, managed lanes, etc.
- Coordinating with MARTA, the City of Atlanta and affected CIDs outside of Cobb regarding possible alignments and connections to the regional fixed rail service.
- Coordinating with County staff responsible for the overall development of the Alternatives Analysis Study

- Making and overseeing assignments to consultant staff and/or sub consultants
- Developing and submitting work products that meet County requirements
- Making any required revisions to data or reports based on direction from the County
- Submitting invoices and progress reports in a format that meets County requirements after satisfactory completion of the required work
- Maintaining records on the project in accordance with County, State and Federal requirements
- Documenting meetings with the County, Cities, other agencies, and the public
- Making presentations to the elected bodies and selected Community groups

### 2.3 Project Funding

The Project will be financed with a combination of federal and local funds. Federal funds will be provided by the Federal Transit Administration (FTA). Local funds are being provided by Cobb County and several community partners.

## SECTION 3 – GENERAL REQUIREMENTS RELATED TO THE SOLICITATION AND CONTRACT AWARD

The following section outlines the specific requirements for the Proposals and the process for review and evaluation of the Proposals. Proposers are cautioned to read this section carefully. Failure to provide all the requested information may cause the Proposal to be rejected as nonresponsive.

### 3.1 Solicitation Schedule

The following is the schedule for this solicitation. Cobb County may unilaterally change this schedule by written notice.

Advertisement of Request for Proposal	April 29; May 6, 13, 20, 2011
Pre-proposal Meeting	May 9, 2011 (11:00 AM)
Responses due from Proposers	<b>May 26, 2011 (no later than 12:00 PM)</b>
Evaluation/Negotiations	Late May-Early June 2011
Contract Award/NTP	Early-Mid July 2011

### 3.2 Pre-proposal Meeting

A Pre-proposal meeting will be held at **Cobb County Purchasing Department, 1772 County Services Parkway, Marietta, Georgia 30008-4014, on Monday May 9, 2011. The meeting will be held at 11:00 AM in the 2<sup>nd</sup> floor Bid Room.** This meeting is not mandatory; however, Cobb County strongly encourages Proposers to attend. Discussions in the meeting are not binding; the County will issue written responses to questions and issue addenda as necessary.

### **3.3 Questions**

All questions and requests by Proposers concerning this solicitation shall be in writing and directed to:

Cobb County Purchasing Department  
1772 County Services Parkway  
Marietta, Georgia 30008-4014  
FAX: (770) 528-1154  
E-Mail: purchasing@cobbcounty.org

***RE: Northwest Atlanta Corridor Alternatives Analysis Study***

Deadline for questions is **Tuesday, May 17, 2011 at 5:00 p.m.** No phone calls will be accepted regarding inquiries. All inquiries must be submitted in writing. Responses to any written communication will be made available by addenda.

Proposers are cautioned, however, that no prior, current, or post-award conversations, representation or agreement(s) with any officer, agent, or employee of the County shall affect or modify any terms or obligations of the RFP or any Contract resulting from this procurement.

### **3.4 Revisions to RFP**

The County will issue Addenda to the RFP if it becomes necessary to revise any part of the RFP or if additional information is necessary to enable Proposers to make any adequate interpretation of the provisions of this RFP. All Addenda will be provided to each prospective Proposer and must be acknowledged by date and number of each Proposal.

### **3.5 Protests**

Protests related to this solicitation will only be accepted from prospective Proposers who's direct economic interest would be affected by the award of a Contract or the failure to award a Contract. Protests must be sent to:

Laraine Vance  
Cobb County Department of Transportation  
1890 County Services Parkway  
Marietta, GA 30008-4014

This project is to be funded in part by the Federal Transit Administration (FTA). FTA review of protests is limited to a grantee failing to have protest procedures, violating such procedures, or failing to review a complaint or protest.

### **3.6 Proposal Format**

Each Proposal must include the following information, presented in a clear,

comprehensive and concise manner. The Scope of Work and Methodology outlined in Section 4, should be limited to 10 (8 ½ by 11 inch) pages of text in which the consultant will describe the proposed work program, approach and methodology to be used to complete the project. Supplemental information, qualifications, resumes, and experience may be included in an Appendix.

A proposal that does not fulfill all requirements of the RFP will be deemed non-responsive and excluded from the proposal evaluation process.

### **3.6.1 Letter of Transmittal**

- The letter of Transmittal is to contain key contact information on the Proposer firm(s), including name, business address, telephone number, FAX number, email address and name of contact person.
- This letter is to be signed by a duly authorized officer(s) of the firm. Consortiums, joint ventures, or teams submitting Proposals, although permitted and encouraged, will not be considered responsive unless it is established that all Contractual responsibility rests solely with one Contractor or one legal entity, which shall not be a subsidiary or affiliate with limited resources. Each submittal shall indicate the entity responsible for execution on behalf of the team.

### **3.6.2 Scope of Work and Methodology (See Section 4)**

- A statement of the goals and objectives of the Project Team's approach to the Project and a detailed description of the activities to be undertaken for each of the tasks.
- This section should be in enough detail to demonstrate that the services and products to be provided by the Project Team meet the County's requirements for this Project.

### **3.6.3 Proposed Schedule and Budget**

- A detailed outline of the proposed schedule for completion of the tasks, including the number of hours required to accomplish each task.
- Please provide a detailed cost breakdown by task.

### **3.6.4 Project Team Organization, Qualifications and Availability**

- A delineation of the personnel of the firm and any sub-consultants, who will actually work on the project and their roles. Special emphasis should be placed on the role of the proposed project manager. A strong project manager is viewed as essential to the overall success of the project.
- An outline of the qualifications and experience of the firm(s) and the assigned personnel in projects similar to this study. This should include summaries of projects of similar complexity and scope underway or completed within the past 5 years. In particular, current or ongoing work in the Atlanta area should be highlighted.

- A listing of any and all projects taken through FTA's Alternatives Analysis, Preliminary Engineering and Final Design process resulting in a Federal Funding Grant Agreement for New Starts.
- A discussion of the current workload and availability of all firms and the assigned staff. Provision of 3 clients' references for each firm included in the team. This information shall include the project name, client contact name, title, mailing address, e-mail address and telephone number.
- A discussion of the current workload, availability of the proposed project manager and provision of 3 clients' references. This information shall include the project name, client contact name, title, mailing address, e-mail address and telephone number.

### **3.6.5 Appendix**

This project will be funded in part from grants from the Federal government. The Proposer must submit with its Proposal completed representations or certifications for the following programs:

#### **3.6.5.1 Certifications regarding Lobbying**

Required by 49 C.F.R. parts 19 and 20 (*Attachment 1*)

#### **3.6.5.2 Certification regarding Debarment, Suspension, and other Responsibility Matters**

Required by 49 C.F.R. part 29, Executive Order 12549 (*Attachment 2*)

#### **3.6.5.3 Certification Regarding Disadvantaged Business Enterprise Program (DBE) (*Attachment 3-A and 3-B*)**

It is the policy of Cobb County that Disadvantaged Business Enterprises (DBE), as defined in 49 C.F.R. Part 26, February 2, 1999, shall have the maximum opportunity to participate in the performance of Contracts financed in whole or in part with federal transportation funds.

***The CCT 3 Year DBE goal for Fiscal Year 2012-14 is 17%, therefore proposers are strongly encouraged to explore opportunities to reach or exceed the stated goal..***

In order to be a responsive Proposer, please complete the following attachments:

- Disadvantaged Business Enterprise (DBE) Utilization form, which indicates how the DBE requirements of the bid specification have been met. (*Attachment 3-A*)
- **and**
- The Letter of Intent form, which includes the name of DBE firms to be utilized, type of work to be performed, dollar value of work and percentage of total Proposal price. (*Attachment 3-B*). One form should be completed for each DBE firm.

Instructions for completing the forms are included on the Attachments.

*Cobb County supports the objectives of the USDOT DBE program objectives as outlined in the County's Policy Statement approved by the Board of Commissioners on July 27, 2004*  
**(See Policy Statement included in the Appendix)**

The requirements of 49 CFR, Part 26, Regulations of the U.S. Department of Transportation apply to this contract. It is the policy of Cobb County Department of Transportation to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All firms qualifying under this solicitation are encouraged to submit bids/proposals. Award of this contract will be conditioned upon satisfying the requirements of this bid specification. These requirements apply to all bidders/offerors, including those who qualify as a DBE. The bidder/offeror shall make good faith efforts, as defined in Appendix A, 49 CFR Part 26, to include DBE participation in the performance of this contract.

A Directory identifying all firms eligible to participate as DBEs is maintained by the Georgia Department of Transportation (GDOT) in relation to the Unified Certification Program (UCP). The directory lists the firm's name, address, phone number, date of the most recent certification, and the type of work the firm has been certified to perform as a DBE. The Directory is updated monthly. The Directory is available online at <http://www.dot.state.ga.us>, or by contacting:

**Georgia Department of Transportation**  
**1 Georgia Center**  
**600 West Peachtree Street, NW**  
**7<sup>th</sup> Floor**  
**Atlanta, GA 30308**  
**(404) 631-1289 phone**

#### **3.6.5.4 Addendum Acknowledgement**

Provide acknowledgement, by number and date issued, of each addendum to this RFP issued by Cobb County and received by Proposer. (*Attachment 4*)

#### **3.6.5.5 Staff Resumes**

Provide resumes for all key staff, highlighting professional experience directly applicable to the requested work.

### **3.7 Proposal Submission**

Proposers must submit **one (1)** original, **Ten (10)** complete sealed copies, and **one (1) CD Rom** of the Proposal to the following address:

Cobb County Purchasing Department  
1772 County Services Parkway  
Marietta, Georgia 30008-4012

Each copy must be labeled **Sealed Bid #11-5580, “Northwest Atlanta Corridor Alternatives Analysis”** and show the name and address of the firm proposing. Supporting documents may be submitted with the Proposal or in a separate envelope marked **“Literature for Cobb County – Northwest Atlanta Corridor Alternatives Analysis”** with the Proposer’s name indicated on each piece of literature.

Proposal must be received before **12:00 noon on Thursday, May 26, 2010**. Proposals delivered after the time specified will not be considered.

### **3.8 Proposal Withdrawals**

A Proposal may be withdrawn by submitting a written request to Cobb County before the time fixed for Proposal submission.

### **3.9 Proposal Effective Period**

Each proposal shall remain open for a period of one hundred and twenty (120) days beginning with the date that Proposals are opened.

### **3.10 Evaluation Criteria**

A Selection Committee has been formed to review and evaluate the Proposals and select the consultant who is deemed to offer the highest quality service. Cobb County will make the award to the responsive, responsible Proposer whose proposal is most advantageous to the County. The following weighted criteria will be utilized for the selection:

#### **3.10.1 Staffing**

- Qualifications of individual key staff, with emphasis on the proposed project manager, and project program management.
- Appropriateness and effectiveness of the team member’s individual roles with particular emphasis on the Project Manager.

#### **3.10.2 Experience/Performance**

- Review of past performance on Cobb County projects or other projects of similar nature and complexity as the proposed project
- Evaluation of client reference whether included in the proposal response or not; overall responsiveness to County’s needs
- Experience in the specific and related nine areas of expertise for which the proposal is being submitted, e.g., transit service and operations planning, systems engineering, public outreach, marketing, financial planning and analysis, public engagement, comprehensive community planning, smart growth principles, transportation

planning, complete streets, land use or air quality issues in Cobb County and the Region, etc.

### **3.10.3 Approach**

- Understanding of project requirements
- Suitability of proposed services, including public involvement and outreach, analytical tools, comprehensiveness of the work processes, and quality assurance
- Technical methods proposed to meet County's objectives

### **3.10.4 Availability**

- Overall master schedule to complete the project
- Availability of key staff for the work proposed
- Amount and competitiveness of work hours quoted for each task and schedule for completion

### **3.10.5 Financial Stability**

- Financial stability of firm as evidenced by current year income statements and balance sheets.

All Proposals received by the prescribed deadline will be evaluated against the established criteria. As part of the selection process, firms may be asked to make a presentation to the Evaluation Committee on their Proposal, or provide additional information to the Committee on any aspect of their Proposal.

The Committee will make a recommendation to the Cobb County Board of Commissioners on the top ranked firm(s). Following Board approval, the Committee will conduct negotiations with the top ranked firm(s) on the scope of work and fee.

## **3.11 Pre-contractual Expenses**

Upon receipt of a Proposal by Cobb County, the Proposal shall become the property of the County, without compensation to the Proposer, for disposition or usage by the County at its discretion. Expenses incurred by Proposers include:

- Preparing the Proposal in response to this RFP and submitting the Proposal
- Negotiating with the County on any matter related to the Proposal, and
- Any other expense incurred by the Proposer prior to the date of Contract award shall not be the liability of the County.

The County and the Board of Commissioners shall be held harmless from any liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization in responding to this RFP.

### **3.12 Contract Period, Award and Conditions**

The Contract Agreement will not exceed thirty (30) months and will be awarded to the most qualified Proposer using the Evaluation Criteria outlined in Section 3.10.

### **3.13 Compliance with Federal Laws and Regulations**

The project will be funded in part with a grant from the Federal Transit Administration (FTA). For this reason, the final Contract between the County and the successful Consultant will include applicable federal requirements related to this funding, including adherence to a written code of Ethics, Buy America, Equal Opportunity Assurances, Disadvantaged Business Enterprise Program, etc.

The successful firm will be required to comply with all applicable provisions of the Fiscal Year 2010 FTA Master Agreement and its successors which is the official FTA document containing FTA and other crosscutting Federal requirements applicable to the FTA recipient and its project. The Master Agreement may be found at <http://www.fta.dot.gov/documents/13-Master.doc>. Additional third party federal requirements applicable to this project may be found in Appendix D of 4220.1F which is located at [http://www.fta.dot.gov/laws/circulars/leg\\_reg\\_8641.html](http://www.fta.dot.gov/laws/circulars/leg_reg_8641.html), pages 129-155.

In addition, the Proposer must submit with its Proposal completed Certifications for three of the federal program requirements – the DBE program, Restrictions on Lobbying, and Debarment and Suspension. (see Section 3.6.5.1 through Section 3.6.5.3)

### **3.14 Reserved Rights**

The County reserves the right to reject any or all Proposals and to waive what it considers to be informalities and minor irregularities in Proposals received.

Any Contract resulting from this RFP will be financed in part with funds available to the County through grants from FTA. The obligations of County are contingent upon receipt of requested federal funds by the County. In the event that funding from these sources is eliminated or decreased, the County reserves the right to terminate this Contract or modify it accordingly.

## **SECTION 4 – SCOPE OF WORK AND METHODOLOGY**

### **4.0 Methodology**

The scope of work as described herein will be further detailed and the fee negotiated after selection of firms that will comprise the team. It is the County's intent to assemble the final

team however, a firm may combine resources with no more than one other as required to completely address one or more of the required study components. The firm selected to perform Project/Program management will serve as the Prime consultant. In order to accomplish the scope of work, expertise in nine (9) component areas has been identified.

1. Project/Program management (GDOT 1.04, 2.02)
2. New Starts (GDOT 2.02, 2.08, 2.10)
3. Systems Engineering (GDOT 1.05, 2.03, 2.05, 2.06, 2.07, 2.08, 2.10)
4. Environmental Analysis/Screening (GDOT 1.06 (a) - (g))
5. Public/Stakeholder Outreach (GDOT 1.07)  
Must have expertise and demonstrated ability to effectively address complex issues and perform conflict resolution among various groups and constituencies with strong opinions
6. Traffic Engineering/Travel Demand Modeling (GDOT 1.10)
7. Transit Capital/Operating Costs/Financial Analysis  
Demonstrated ability in determining totals costs of construction, vehicles, engineering, management, testing and other capital expenses as well as incremental operating and maintenance costs for the project and system; experience in cash flow analysis, project financing plan development, benefit/cost analysis, public private partnerships and innovative finance.
8. Market and Land Use Analysis  
Demonstrated ability to analyze residential and commercial existing uses and opportunities including the availability of goods and services, identify opportunities and gaps and customers in the community. Develop scenarios/options for the interface of land uses existing and forecast to the transit alignments and technologies considered for consistency in desired community characteristics, development/land use and transportation infrastructure.
9. Public Opinion Poll/Survey - Demonstrated ability and experience in partnering with the client to develop and administer a scientifically valid public opinion survey including appropriate sample size and confidence intervals/margin of error at the midpoint of the study. The focus of the survey will be on the range of alternatives developed and considered after initiation of the study and prior to the selection of a locally preferred alternative.

The consultant should clearly identify which of the nine areas is being included in the proposal response.

## **4.1 Project Summary**

The US 41/Cobb Parkway High Capacity Transit project history extends back to the 2001 Northwest Corridor Light Rail Transit Implementation Study. In addition, the current ARC Regional Transportation Plan, Concept 3 (2008) regional transit plan, and the Cobb County Comprehensive Transportation Plan (CCCTP) (2008) also include various high capacity rail investments in and along the US 41/I-75 corridor.

An emphasis on livability is underscored through the partnership of this project to the Cumberland CID's creation of a framework for sustainable transit oriented development (TOD) under the new federal program called the Partnership for Sustainable Communities. This framework includes the US 41 corridor with other nearby critical travel corridors, important regional job centers and under utilized properties.

Although a system level of transit investment and infrastructure is planned over time for Cobb County and the region, this Alternatives Analysis proposal will focus on the portion of the corridor with the highest demand and opportunity for success from KSU to the Arts Center MARTA Station in the City of Atlanta. Our proposal collaboration includes the City of Atlanta and MARTA to accomplish this objective. A detailed scope of work/work plan will be developed for the study.

### **4.1.1 Project Length**

The Project will last between 18 and 24 months.

## **4.2 Specific Tasks**

The work to be accomplished under this contract is divided into tasks as a beginning point of reference. Work tasks outlined below may be modified or restructured as deemed appropriate by the proposer to best accomplish the work described herein.

### **TASK 1. Problem Statement, Goals and Objectives, and Evaluation Factors**

Transit investment in the study area will serve to reduce congestion and energy consumption and improve air quality by offering an alternative to SOV home based work trips. It will also offer connectivity to key destinations in Cobb County and the region such as the major entertainment and special event venues in Cumberland, shopping in Cumberland and Town Center, educational institutions such as KSU (the third largest in Georgia) and Southern Polytechnic State University.

In 2005, Cobb County identified the US 41 corridor as one of four sites to target for redevelopment. Redevelopment Overlay Districts are therefore already in place to guide emerging redevelopment and development opportunities to leverage the transit infrastructure maximizing the community's return on investment. A problem statement/purpose and need statement report document the justification for this improvement will be issued at the conclusion of this work task.

### **TASK 2. Definition of Alternatives**

No build, a non-guideway transportation system management (TSM) alternative and fixed guideway options will be analyzed. Understanding the need for the study to meet current FTA requirements, this work plan element may be informed by previous study and analysis efforts in the corridor described in the Scope of Work section above which will result in potential for streamlining of the definition effort.

The manageable set of alternatives will address the purpose and need for considering a major transportation investment directly related to the purpose and need developed in the problem statement phase of study. Promising, relevant alternatives must address the underlying issues in the corridor and the potential for particular types of investments to solve the problems.

As required by major investment studies, the TSM alternative will describe how facilities and services can be optimized in the corridor without major capital expenditures. All reasonable modes and alignments will be considered and will aim to address the inevitable differing goals, objectives and requisite trade-off. Helpful in this effort will be the transit travel market analysis to be completed prior to the end of 2010. Each alternative will be defined such to maximize its performance and operating plans, institutional approaches and financing will be specified. Environmental considerations and early NEPA scoping will be included at the preliminary analysis stage. Two reports, describing the conceptual and refined definition of the alternatives under study, will be prepared. An alternatives report will result.

### **TASK 3. Definition of Methodologies**

Defining the methodologies and gaining participants understanding and agreement for the analytical approaches to be used in evaluating the alternatives is an important step. Methodology reports will include travel demand forecasting, traffic impact analysis, noise and vibration, air quality, social and economic impact assessment, environmental and natural resource impact assessment, land use, capital costs, operations and maintenance costs, financial analysis, alternatives evaluation and public participation. Additional methodologies may be documented such as those developed and considered from previous study efforts and existing Cobb County land use policies.

As capital budget estimates of the cost to construct may be beyond the AA scope, each alignment option should at a minimum include BRT and LRT cost per mile.

### **TASK 4. Analysis**

This work plan item constitutes the main technical work of the study. Methodologies for evaluation and analysis will be applied to the alternatives resulting in an assessment of the transportation, environmental, and financial impacts for each. Our analysis will focus on the before and after of five project characteristics including project scope, service levels, capital costs, operation and maintenance costs, and ridership patterns.

### **TASK 5. Presentation of Results**

Results in the form of detailed reports/documentation for the key technical areas will serve as support for the final alternatives analysis report. The key technical areas will include those described in the methodologies and analysis work plan elements above. Through this phase of study, it is our anticipation to have a continuous dialogue and a close partnership with FTA with reviews of documentation occurring throughout the process.

## **TASK 6. Final Report**

This final report will serve not only to document the recommendation and process but to offer a more concise discussion of results that is suitable and understandable as a general public and decision making document.

### **4.3 Methodology**

#### **a. Process**

- The Consultant will work closely with County Project Manager and Project Management Team throughout the study. There will be regular meetings to discuss progress, review findings and submittals, and finalize products.
- The consultant will be required to meet with several groups to obtain information on current programs and plans. Such groups may include the Atlanta Regional Commission, Georgia Department of Transportation, and others as needed.
- Stakeholder involvement will be an important component of the study. The County is seeking innovative strategies for involving stakeholders throughout the plan preparation at a level appropriate for this type of study.

#### **b. Data Sources**

The following information will be made available to the consultant during the study:

- US41 Visions Project and related information
- Northwest I-75/I-575 HOV/BRT Study (GDOT/GRTA)
- Northwest Connectivity Study (GRTA)
- Transit Implementation Study Update (May 2010)
- Cobb County Comprehensive Transportation Plan
- Cobb County Transit Planning Study
- Cobb County Comprehensive Plan
- Cobb County Redevelopment Overlay District Guidelines
- Cobb County Transit Development Plan
- Cobb County 2005 Transportation Improvement Program (SPLOST)
- ARC Cobb County Transportation Improvement Program (TIP)
- ARC Regional Transportation Plan (RTP)
- ARC Regional Development Plan (RDP)
- ARC Regional Access to Jobs Plan
- Cobb County Access to Jobs Plan

- Cobb County Senior Services 10-Year Master Plan

Additionally, the Consultant is responsible for obtaining comparable data or data from peer transit agencies.

# Cobb County General Instructions for Proposers, Terms and Conditions

## I. Preparation of Proposals

Each proposer shall examine the drawings, specifications, schedule and all instructions. Failure to do so will be at the proposer's risk, as the proposer will be held accountable for their proposal response.

Each proposer shall furnish all information required by the proposal form or document. Each proposer shall sign the proposal and print or type his or her name on the schedule. The person signing the proposal must initial erasures or other changes. An authorized agent of the company must sign proposals.

Requests for Proposals (RFP) issued by Cobb County are advertised on the Cobb County Internet site ([www.purchasing.cobbcountyga.gov](http://www.purchasing.cobbcountyga.gov)) and every Friday in the Cobb County legal organ, the Marietta Daily Journal.

## II. Delivery

Each proposer should state time of proposed delivery of goods or services. Words such as "immediate", "as soon as possible", etc. shall not be used. The known earliest date or the minimum number of calendar days required after receipt of order (delivery A.R.O.) shall be stated (if calendar days are used, include Saturday, Sunday and holidays in the number).

## III. Explanation to Proposers

Any explanation desired by a proposer regarding the meaning or interpretation of the Request for Proposal, drawings, specifications, etc. must be received by **5:00 pm, Tuesday, May 17, 2011** in order for a reply to reach all proposers before the close of the bid. Any information concerning an RFP will be furnished to all prospective proposers as an addendum to the invitation if such information is necessary or if the lack of such information would be prejudicial to uninformed proposers.

**The written proposal documents supersede any verbal or written communication between parties. Addenda are posted on the Purchasing web site: [www.purchasing.cobbcountyga.gov](http://www.purchasing.cobbcountyga.gov). Receipt of addenda should be acknowledged in the submitted proposal. It is the proposer's ultimate responsibility to ensure that they have all applicable addenda prior to bid submittal.**

## IV. Submission of Proposals

Proposals shall be enclosed in a sealed package, addressed to the Cobb County Purchasing Department with the name and address of the proposer, the date and hour of opening, and the request for proposal number on the face of the package. Telegraphic/faxed proposals will not be considered. Any addenda should be enclosed in the sealed envelopes as well.

**All bids shall be submitted on the Bid Proposal Form. Any revisions made on the outside of the envelope will not be accepted.**

Unsigned proposals will not be considered.

Cobb County is exempt from federal excise tax and Georgia sales tax with regards to goods and services purchased directly by Cobb County. Suppliers and contractors are responsible for federal excise tax and sales tax, including taxes for materials incorporated in county construction projects. Suppliers and contractors should contact the State of Georgia Sales Tax Division for additional information.

Except as otherwise provided by law, information submitted by a proposer in the proposal process shall be subject to disclosure after proposal award in accordance with the Georgia Open Records Act. Proprietary information must be identified. Entire proposals may not be deemed proprietary.

#### **V. Withdraw Proposal Due To Error**

The proposer shall give notice in writing of his claim of right to withdraw his proposal without penalty due to an error within two (2) business days (48 hours) after the conclusion of the proposal opening. Proposals may be withdrawn from consideration if the price was substantially lower than the other proposals due solely to a mistake therein, provided the proposal was submitted in good faith, and the mistake was a clerical mistake as opposed to a judgment mistake, and was actually due to an unintentional arithmetic error or an unintentional omission of a quantity of work, labor or material made directly in the compilation of the proposal, which unintentional arithmetic or unintentional omission can be clearly shown by objective evidence drawn from inspection of original work papers, documents and materials used in the preparation of the proposal sought to be withdrawn. The proposer's original work papers shall be the sole acceptable evidence of error and mistake if he elects to withdraw his proposal. If a proposal is withdrawn under the authority of this provision, the lowest remaining responsive proposal shall be deemed to be low proposal. Proposal withdrawal is not automatically granted and will be allowed solely at the discretion of Cobb County.

No proposer who is permitted to withdraw a proposal shall, for compensation, supply any material or labor or perform any subcontract or other work agreement for the person or firm to whom the contract is awarded or otherwise benefit, directly or indirectly, from the performance of the project for which the withdrawn proposal was submitted.

#### **VI. F.O.B. Point**

Unless otherwise stated in the request for proposal and any resulting contract, or unless qualified by the proposer, items shall be shipped F.O.B. Destination. The seller shall retain title for the risk of transportation, including the filing for loss or damages. The invoice covering the items is not payable until the items are delivered and the contract of carriage has been completed. Unless the F.O.B. clause states otherwise, the seller assumes transportation and related charges either by payment or allowance.

#### **VII. Patent Indemnity**

The contractor guarantees to hold the County, its agents, officers or employees harmless from liability of any nature or kind for use of any copyrighted or uncopyrighted composition, secret process, patented or unpatented invention, articles or appliances

furnished or used in the performance of the contract, for which the contractor is not the patentee, assignee or licensee.

### **VIII. Award**

Award will be made to the highest scoring responsive and responsible proposer according to the criteria stated in the proposal documents. The County may make such investigations as it deems necessary to determine the ability of the proposer to perform, and the proposer shall furnish to the County all such information and data for this purpose as the County may request. The County reserves the right to reject any proposal if the evidence submitted by, or investigations of such proposer fails to satisfy the County that such proposer is properly qualified to carry out the obligations of the contract.

The County reserves the right to reject or accept any or all proposals and to waive technicalities, informalities and minor irregularities in the proposals received. The County reserves the right to make an award as deemed in its best interest which may include awarding a proposal to a single proposer or multiple proposers; or to award the whole proposal, only part of the proposal, or none of the proposal to single or multiple proposers, based on its sole discretion of its best interest.

### **IX. County Furnished Property**

The County will furnish no material, labor or facilities unless so provided in the RFP.

### **X. Rejection of Proposals**

Failure to observe any of the instructions or conditions in this request for proposal may constitute grounds for rejection of proposal.

### **XI. Contract**

Each proposal is received with the understanding that the acceptance in writing by the County of the offer to furnish any or all of the commodities or services described therein shall constitute a contract between the proposer and the County which shall bind the proposer on his part to furnish and deliver the articles quoted at the prices stated in accordance with the conditions of said accepted proposal. The County, on its part, may order from such contractor, except for cause beyond reasonable control, and to pay for, at the agreed prices, all articles specified and delivered.

Upon receipt of a proposal containing a Cobb County "Sample Contract" as part of the requirements, it is understood that the proposer has reviewed the documents with the understanding that Cobb County requires that all agreements between the parties must be entered into via these documents. If any exceptions are taken to any part, each exception must be stated in detail and submitted as part of the proposal document. If no exceptions are stated, it is assumed that the proposer fully agrees to the "Sample Contract" in its entirety. The County reserves the right to make changes to the "Sample Contract".

## **XII. Delivery Failures**

Failure of a contractor to deliver within the time specified or within reasonable time as interpreted by the Purchasing Director, or failure to make replacements of rejected articles/services when so requested, immediately or as directed by the Purchasing Director, shall constitute authority for the Purchasing Director to purchase in the open market or rebid for articles/services of comparable grade to replace the articles/services rejected or not delivered. On all such purchases, the contractor shall reimburse the County within a reasonable time specified by the Purchasing Director for any expense incurred in excess of contract prices, or the County shall have the right to deduct such an amount from monies owed the defaulting contractor. Alternatively, the County may penalize the contractor one percent (1%) per day for a period of up to ten (10) days for each day that delivery or replacement is late. Should public necessity demand it, the County reserves the right to use or consume articles/services delivered which are substandard in quality, subject to an adjustment in price to be determined by the Purchasing Director.

## **XIII. Non-Collusion**

By submission of a proposal, the proposer certifies, under penalty of perjury, that to the best of its knowledge and belief:

- (a) The prices in the proposal have been arrived at independently without collusion, consultation, communications, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.
- (b) Unless otherwise required by law, the prices which have been quoted in the proposal have not been knowingly disclosed by the proposer prior to opening, directly or indirectly, to any other proposer or to any competitor
- (c) No attempt has been made, or will be made, by the proposer to induce any other person, partnership or corporation to submit or not to submit a proposal for the purpose of restricting competition.

Collusion and fraud in bid preparation shall be reported to the State of Georgia Attorney General and the United States Justice Department.

## **XIV. Conflict Of Interest, Etc.**

By submission of a proposal, the proposer certifies, under penalty of perjury, that to the best of its knowledge and belief:

1. No circumstances exist which cause a Conflict of Interest in performing the services required by this RFP, and
2. That no employee of the County, nor any member thereof, nor any public agency or official affected by this RFP, has any pecuniary interest in the business of the responding firm or his sub-consultant(s) has any interest that would conflict in any manner or degree with the performance related to this RFP.

The responding firm also warrants that he and his sub-consultant(s) have not employed or retained any company or person other than a bona fide employee working solely for the responding firm or sub-consultant(s) to solicit or secure a contract agreement with Cobb

County, as related to this RFP, and that he and his sub-consultant(s) have not paid or agreed to pay any person, company, corporation, individual, or firm other than a bona fide employee working solely for the responding firm or his sub-consultant(s) any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award of this Agreement.

For any breach or violation of this provision, the County shall have the right to terminate any related contract or agreement without liability and at its discretion to deduct from the price, or otherwise recover, the full amount of such fee, commission, percentage, gift, payment or consideration.

The successful responding firm shall require each of its sub-consultant(s) to sign a statement certifying to and agreeing to comply with the terms of the subsections above.

#### **XV. Default**

The contract may be cancelled or annulled by the Purchasing Director in whole or in part by written notice of default to the contractor upon non-performance or violation of any contract term. An award may be made to the next highest rated responsive and responsible proposer, or articles specified may be purchased on the open market similar to those terminated or the County may issue a new Request for Proposal. In any event, the defaulting contractor (or his surety) shall be liable to the County for costs to the County in excess of the defaulted contract prices; provided, however, that the contractor shall continue the performance of this contract to the extent not terminated under the provisions of this clause. Failure of the contractor to deliver materials or services within the time stipulated on its proposal, unless extended in writing by the Purchasing Director, shall constitute contract default.

#### **XVI. Disputes**

Except as otherwise provided in the contract documents, any dispute concerning a question of fact arising under the contract which is not disposed of shall be decided after a hearing by the Purchasing Director who shall reduce his/her decision to writing and mail or otherwise furnish a copy thereof to the contractor. The decision of the Purchasing Director shall be final and binding, however, the contractor shall have the right to appeal said decision to a court of competent jurisdiction.

#### **XVII. Substitutions**

Proposers offering and quoting on substitutions or who are deviating from the attached specifications shall list such deviations on a separate sheet to be submitted with their proposal. The absence of such a substitution list shall indicate that the proposer has taken no exception to the specifications contained therein.

#### **XVIII. Ineligible Proposers**

The County may choose not to accept the proposal of one who is in default on the payment of taxes, licenses or other monies owed to the County. Failure to respond three (3) consecutive times for any given commodity may result in removal from the list under that commodity.

## **XIX. General Information**

Sealed proposals, with original signatures, will be accepted by the County Purchasing Department at the time, place, and date specified. One (1) original, ten (10) copies, and one CD Rom of the proposal must be submitted, complete with a cover letter signed by an official within the organization who has authority over project negotiation.

These proposals must be in accordance with the purposes, conditions, and instructions provided in this RFP. The Cobb County Board of Commissioners assumes no responsibility for proposals received after the submission time, whether due to mail delays or any other reason. Proposals received after the submission time will be filed unopened and considered non-responsive.

As previously stated under IV, unsigned proposals will not be considered.

Cobb County reserves the right to retain all proposals submitted, and to use any idea in any proposal regardless of whether that proposal is selected. All work performed by the successful respondent shall be performed in compliance with the Americans With Disabilities Act.

## **XXI. Uniformity of Proposal**

To facilitate comparative analysis and evaluation of proposals it is desired that a uniform format be employed in structuring each proposal. The respondent's degree of compliance with the requirements of the RFP will be a factor in the subsequent point-based evaluation of the proposal. Proposals with major deviations or omissions may not be considered for detailed study. Proposals will become part of the contract with Cobb County should they be selected under the RFP.

## **XXII. Request Additional Information**

Inquiries that must be answered in regards to the Proposal procedures or technical matters must be submitted in writing **by 5:00 pm, on May 17, 2011** via U.S. Mail or facsimile or email to:

Cobb County Purchasing Division  
1772 County Services Parkway  
Marietta, Georgia 30008-4021  
Fax: (770) 528-1154  
Email: [purchasing@cobbcounty.org](mailto:purchasing@cobbcounty.org)

Correspondence must be submitted only to the designated individual. All inquiries must be in writing. Cobb County will not orally or telephonically address any question or clarification regarding specifications or procedures. Cobb County is not bound by any oral representations, clarifications, or changes made to the written specification by County employees, unless such clarification or change is provided to the respondent in written addendum from Cobb County.

### **XXIII. Firm Prices**

Prices quoted must be valid for a minimum of one hundred and twenty (120) days from the date of bid opening.

### **XXIV. Proposal/Presentation Costs**

The cost for developing a proposal will be borne by the respondent. Cobb County is not liable for any costs incurred by the respondent in preparation and/or presentation of proposals in response to this RFP or for travel and other costs related to this RFP.

### **XXV. Proposal Format**

Presentation of the relevant information is at the discretion of the respondent; however, the proposal must address all items identified in Section Titled, Proposal Requirements. To assist in the evaluation of proposals resulting from the RFP, it is recommended that each proposal be written in a concise and forthright manner and that unnecessary marketing statement and materials be avoided.

### **XXVI. Indemnification/Hold Harmless**

By submission of a proposal, the selected responding firm agrees to indemnify Cobb County to the fullest extent permitted by law, protect, defend, indemnify and hold harmless Cobb County, its officers, officials, employees and volunteers from and against all claims, actions, liabilities, losses (including economic losses), or costs arising out of any actual or alleged a) bodily injury, sickness, disease, or death; or injury to or destruction of tangible property including the loss of use resulting there from; or any other damage or loss arising out of or resulting claims resulting in whole or part from any actual or alleged act or omission of the responding firm, sub-consultant, anyone directly or indirectly employed by any of them; or anyone for whose acts any of them may be liable in the performance of work; b) violation of any law, statute, ordinance, governmental administrative order, rule, regulation, or infringements of patent rights or other intellectual property rights by the responding firm in the performance of work; or c) liens, claims or actions made by the responding firm or other party performing the work, as approved by Cobb County.

The indemnification obligations herein shall not be limited to any limitation on the amount, type of damages, compensation, or benefits payable by or for the responding firm or its sub-consultant(s), as approved by the County, under workers' compensation acts, disability benefit acts, other employee benefit acts, or any statutory bar or insurance.

### **XXVII. Proposal Evaluation**

The Evaluation process will address current requirements and consider possible future operation and maintenance needs. Both objective and subjective rationale will be involved in the decision process.

1. Evaluation Responsibility

A selection committee will coordinate the review of all proposals and will submit a recommendation to the County Manager and Board of Commissioners.

2. Presentations

During the evaluation process, the members of the selection committee may require that responding firms conduct a presentation. If required, these presentations will be scheduled in advance and limited in time. Location of the presentations will be pre-arranged.

3. Evaluation Criteria

The County will use a specific set of criteria for the qualitative evaluation of competitive proposals. The structure of the evaluation will be to assign points to each response in a number of categories. A non-response to a specific category will result in no points being awarded for that category. Final rankings will be based on a combination of price and qualitative factors.

**See Section 3.10 for Evaluation Criteria**

**All proposal requirements must be met, or capable of being met by the responding firm or the proposal will be disqualified as non-responsive. It is extremely important that project schedules are met. Only those firms or teams with the necessary resources and a commitment to complete all project work on schedule should submit a Proposal.**

### **XXVIII. Multi-Year Contract Provisions**

The successful respondent will be required to enter into a contract containing the provisions as required by Georgia law pertaining to multi-year contracts. The following is a sample of the provision and will be adjusted as to the term or as to the length of the contract.

This contract shall terminate absolutely and without further obligation on the part of Cobb County at the close of the calendar year in which it was executed, and at the close of each succeeding calendar year for which it may be renewed as provided in O.C.G.A. Section 36-60-13. The contract shall automatically renew for each of the remaining calendar years provided for in the contract, unless positive action is taken by Cobb County to terminate such contract, and the nature of such action shall be written notice provided to the consulting firm within sixty (60) days before the end of the initial year of the contract or each succeeding remaining calendar year.

This contract shall terminate immediately and absolutely at such time as appropriated and otherwise unobligated funds are no longer available to satisfy the obligations of Cobb County under this contract.

### **XXIX. Proposal Requirements**

The respondents must demonstrate competence and experience in the area of expertise outlined in this Request for Proposal.

If required, respondents must demonstrate competence and experience in public speaking and graphic presentations for the purpose of conveying project information to large and diverse community groups. Respondents should also be able to demonstrate the ability to build consensus among public and private interest groups related to this project.

### **XXX. Cover Letter/Executive Summary**

Respondents shall provide a cover letter or letter of transmittal to briefly summarize the company's interest and relevant qualifications for the project. This letter shall not exceed

two (2) pages, and shall be signed by an agent of the responding firm who is authorized to negotiate the details of the proposed services.

**XXXI. Project Team**

Respondents shall provide an organizational chart for the proposed project team, as well as the relevant background and experience for every proposed team member.

**XXXII. Special Terms And Conditions**

Should these General Terms and Conditions be in conflict with any attached Special Terms and Conditions, the Special Terms and Conditions will control.

**XXXIII. Disadvantaged Business Enterprises (DBE): The following provisions should be carefully read to determine applicability to your business.**

Cobb County Government encourages the participation of all businesses in offering their services and/or products. The Cobb County Government has the goal to fairly and competitively procure the best product at the most reasonable cost.

A Disadvantaged Business Enterprise (DBE) is generally defined as a Female, Black American, Hispanic American and any other minority owned business. The Federal Government has long had program in place to ensure participation of DBE vendors and suppliers. The State of Georgia has established a similar program whereby DBE firms are defined, certified and made known. This effort is managed by the Georgia Department of Transportation (GDOT). More information can be obtained from GDOT web site:

1. <http://www.dot.state.ga.us/eo-div/index.shtml>

The Cobb County Government addresses DBE business participation (frequency and dollar value) in the following ways:

1. Cobb County wishes to identify all DBE participation; both at the contractor and sub-contractor levels in the following ways.
  - a. DBE businesses are requested to identify such status at the time they register as a vendor.
  - b. DBE businesses are requested to identify themselves at the time they propose to do business. Please complete **EXHIBIT B** if applicable and return with bid submittal.
  - c. All businesses will receive with each Purchase Order an instruction sheet for use of the furnished *Cobb County Government DBE Participation Report*, **EXHIBIT C**. Businesses are requested to complete this report and submit it with each invoice for the time period billed.
2. Cobb County has established a Disadvantaged Business Enterprise Plan in accordance with the regulations of the U.S. Department of Transportation (U. S. Department of Transportation (USDOT), 49 CFR Part 26.) The Cobb County Department of Transportation is the lead agency for implementing the USDOT DBE Program for the County.

*The Plan applies only to projects which are clearly indicated by the County.*

**EXHIBIT B**

**DISADVANTAGED BUSINESS ENTERPRISE (DBE) IDENTIFICATION FORM**

A Disadvantaged Business Enterprise (DBE) is generally defined as a Female, Black American, Hispanic American and any other minority owned business. If your firm is classified as a Disadvantaged Business Enterprise (DBE), please complete this form and submit with bid response or send to:

Cobb County Purchasing Department  
1772 County Services Parkway  
Marietta, GA 30008  
Fax: 770-528-1154  
Email: [purchasing@cobbcounty.org](mailto:purchasing@cobbcounty.org)

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

MBE Certification Number: \_\_\_\_\_

Name of Organization Certification \_\_\_\_\_

**This information is acquired for informational purposes only and will have no bearing on the award unless otherwise stated**

**Instructions for Completing Exhibit C**  
**Disadvantaged Business Enterprise (DBE)**  
**Participation Report**

All Cobb County Government contractors or vendors are requested to complete a report descriptive of any DBE subcontractor involvement in work for which the government is making payment. If otherwise specified in an RFP/ITB or contract, additional reporting forms may be required as well.

The objective of this request is to assist in the identification of Disadvantaged Business Enterprise (DBE) business participation with the Cobb County Government and to quantify that participation.

The Cobb County Government does not administer a DBE Certification Program. The principle certification agency for the State of Georgia is the Georgia Department of Transportation. As a Contractor/Vendor you are not responsible for verification of any DBE Certification information of your subcontractor.

\*\*\* **Instructions** \*\*\*

1. Contractor/Vendor is furnished the one-page *DBE Monthly Participation Report* with each Cobb County Government-issued Purchase Order.
2. Contractor/Vendor completes this report for each billing period and attaches it to the invoice to then be sent to the County department/agency receiving the service or product.
3. Upon receipt of a Contractor/Vendor invoice and DBE report, the County department/agency receiving the service or product should keep a copy of the completed DBE report for their reporting process. In order to add or verify the prime contractor is registered as a DBE vendor in AMS, the County department/agency should send a copy of the DBE report to:

Cobb County Purchasing Division  
Attn.: DBE Report

A Disadvantaged Business Enterprise (DBE) is a firm that is under the control of someone in an ownership position (at least 51%) that:

1. Has membership in one or more of the following groups: Female, Black American, Hispanic American, Native American, Subcontinent Asian American and Asian-Pacific America. There may be other groups that may be eligible to be certified as DBE.
2. Is a U.S. citizen or lawfully admitted permanent resident of the U.S.
3. Has a personal net worth which does not exceed \$750,000.
4. The business meets the Small Business Administration's size standard for a small business. Its annual gross receipts for the three previous fiscal years cannot have exceeded \$22,410,000. Depending on the type of work the business performs, other size standards may apply.
5. The business is organized as a for-profit business.
6. The business may also be DBE eligible as a certified U.S. Small Business Administration 8 (a) program.

**Exhibit C**  
**Cobb County Government Disadvantaged Business Enterprise Participation**  
**Monthly Report**

**Contractor/Vendor:** Please keep this blank report to make copies as needed. Print or type in the report, then send the completed report to the County department/agency receiving the service or product.

**County Departments:** Keep a copy of this completed report and use the dollar figures to input into your quarterly DBE report to the DBE Liaison (Records Management Division). If you already have a similar reporting method of gathering the dollar figures continue to use it. Send a copy of this completed report to the Purchasing Division (Attn: DBE Report) to add or verify the prime contractor is registered as a DBE vendor in AMS.

Submitted by: \_\_\_\_\_ Month Invoiced: \_\_\_\_\_  
**Name of Prime Contractor/Vendor** **From/To:**

Cobb County Project Name: \_\_\_\_\_ Bid or P.O. Number: \_\_\_\_\_

Cobb County Department or Agency receiving service or product: \_\_\_\_\_

Description of Purchased Service/Product: \_\_\_\_\_

Full Contracted Amount: \$\_\_\_\_\_ Payment amount requested at this time: \$\_\_\_\_\_

1. Are YOU, the Prime Contractor a DBE business? YES \_\_\_\_\_ NO \_\_\_\_\_
2. Are YOUR subcontractors DBE vendors? YES \_\_\_\_\_ NO \_\_\_\_\_

**Please provide information below for each participating DBE subcontractor(s).**

DBE Subcontractor Business Name	Type Service or Product Supplied	DBE Subcontractor Business/Contact Tel. Number	Actual Dollar Value of DBE Subcontractor Participation this Reporting Month
			\$
			\$
			\$
			\$
			\$
			\$

Submitted by: \_\_\_\_\_  
Printed Name

Title or position: \_\_\_\_\_

Date Completed: \_\_\_\_\_

Signature of Authorized Representative

# APPENDIX

## ATTACHMENT 1

### LOBBYING

**31 U.S.C. 1352**  
**49 CFR Part 19**  
**49 CFR Part 20**

**Byrd Anti-Lobbying Amendment, 31 U.S.C. 1352, as amended by the Lobbying Disclosure Act of 1995, P.L. 104-65 [to be codified at 2 U.S.C. § 1601, et seq.] –**

Consultants who apply or bid for an award of \$100,000 or more shall file the certification required by 49 CFR part 20, "New Restrictions on Lobbying." Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose the name of any registrant under the Lobbying Disclosure Act of 1995 who has made lobbying contacts on its behalf with non-federal funds with respect to that federal contract, grant, or award covered by 31 U.S.C. 1352. Such disclosures are forwarded from tier to tier up to the recipient.

#### **APPENDIX A, 49 CFR PART 20--CERTIFICATION REGARDING LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements  
*(To be submitted with each bid or offer exceeding \$100,000)*

The undersigned [Consultant] certifies, to the best of his or her knowledge and belief, that:

1. No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.
2. If any funds other than federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 U.S.C. 1601, *et seq.* )]

3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The Consultant, \_\_\_\_\_, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Consultant understands and agrees that the provisions of 31 U.S.C. A 3801, *et seq.*, apply to this certification and disclosure, if any.

Signature of Consultant's Authorized Official

---

Name and Title of Consultant's Authorized Official

---

Date

---

ATTACHMENT 2

GOVERNMENT-WIDE DEBARMENT AND SUSPENSION

49 CFR Part 29  
Executive Order 12549

**Certification Regarding Debarment, Suspension, and Other  
Responsibility Matters**

The Consultant, \_\_\_\_\_, certifies to the best of its knowledge and belief, that its principals;

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
2. Have not within a three-year period preceding this bid been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with the commission of any offenses enumerated in paragraph (2) of this certification; and
4. Have not within a three-year period preceding this Proposer had one or more public transactions (Federal, State or local) terminated for cause or default.

Where the Consultant is unable to certify to any of the statements in this certification, such participant shall attach an explanation to this Bid.

THE CONSULTANT, \_\_\_\_\_, CERTIFIES OR AFFIRMS THE TRUTHFULNESS AND ACCURACY OF THE CONTENTS OF THE STATEMENTS SUBMITTED ON OR WITH THIS CERTIFICATION AND UNDERSTANDS THAT THE PROVISIONS OF 31 U.S.C. SECTIONS 3801 ET SEQ. ARE APPLICABLE THERETO.

\_\_\_\_\_  
Signature of Authorized Official

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Title of Authorized Official

\_\_\_\_\_  
Date

ATTACHMENT 3-A

DISADVANTAGED BUSINESS ENTERPRISE (DBE) UTILIZATION

The undersigned bidder/offeror has satisfied the requirements of the bid specification in the following manner (please check the appropriate space):

\_\_\_\_\_ The bidder/offeror is committed to a minimum of \_\_\_\_\_ % DBE utilization on this contract.

\_\_\_\_\_ The bidder/offeror (if unable to meet the DBE goal of \_\_\_\_\_%) is committed to a minimum of

\_\_\_\_\_ % DBE utilization on this contract **and submits documentation demonstrating good faith efforts.**

Name of bidder/offeror's firm: \_\_\_\_\_

State Registration No.: \_\_\_\_\_

By: \_\_\_\_\_  
Signature Title

ATTACHMENT 3-B

LETTER OF INTENT

Name of bidder/offeror's firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name of DBE firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Copy of the current certification letter notifying the firm that it has been DBE certified by Georgia Department of Transportation or MARTA must be attached.**

Description of work to be performed by DBE firm:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The bidder/offeror is committed to utilizing the above-named DBE firm for the work described above. The estimated dollar value of this work is \$ \_\_\_\_\_.

Affirmation

The above-named DBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By \_\_\_\_\_  
(Signature) (Title)

If the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

**Note: Submit this page for each DBE subcontractor.**

## ATTACHMENT 4

### ADDENDUM ACKNOWLEDGEMENT

*This form is for the acknowledgement of addendum and the date the Proposer received the addendum.*

Number of Addendum	Date Received	Name of Person Receiving Addendum
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

**Northwest Atlanta Corridor Alternatives Analysis Study Proposal  
Submitted by Cobb County Department of Transportation  
Cobb County, Georgia  
July 2010**

**CONTENTS**

**I. INTRODUCTION**

- A. Brief Description of the Alternatives Analysis
- B. Applicant Information

**II. DEMONSTRATED NEED**

- A. Description of the Study Area
- B. Conceptual Alternatives (for the US 41 Corridor to Downtown Atlanta)
  - *Light Rail Transit – Acworth to MARTA Arts Center Station (Figure 1)*
  - *Light Rail Transit – Town Center to MARTA Arts Center Station (Figure 2)*
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**III. EVALUATION CRITERIA**

**IV. TECHNICAL CAPACITY TO CARRY OUT THE PROPOSED WORK  
SUCCESSFULLY**

**V. POTENTIAL IMPACT ON DECISION-MAKING**

**VI. WORK PLAN AND BUDGET**

**VII. APPENDIX**

- A. Maps (Figures 1-5)
- B. Letters of Support

## **I. INTRODUCTION**

### **A. DESCRIPTION OF THE ALTERNATIVES ANALYSIS**

The purpose of this project is to develop a locally preferred alternative (LPA) corridor improvement project for the Northwest Atlanta Corridor beginning in Cobb County, GA extending into the City of Atlanta, and connecting to the Metropolitan Atlanta Rapid Transportation Authority (MARTA) regional bus and rail system. The major corridors that will be focused on are the U.S. 41 / I-75 corridors. The corridor is located within Cobb County, and serves as the primary arterial north-south link in the metropolitan Atlanta area.

The selection of a locally preferred alternative, will involve analyzing several types of fixed guideway transit including Light Rail, Bus Rapid Transit (BRT) and dedicated Busway. In conjunction with the study, land use, economic development, and redevelopment opportunities will be analyzed with particular emphasis on transit oriented development and station area planning. The partners that will be involved in this study will include the Cobb County Departments of Community Development and Economic Development, Kennesaw State University (KSU), the Atlanta Regional Commission (ARC), MARTA, Georgia Department of Transportation (GDOT), Georgia Regional Transportation Authority (GRTA), the Regional Transit Committee (RTC); the cities of Atlanta, Marietta, Smyrna, Kennesaw and Acworth; and the Cumberland and Town Center Community Improvement Districts (CIDs). Additionally, the US EPA Region 4 is a key supporter of the project. See letters of support included in the Appendix.

The work plan will allow Cobb County to begin identifying and comparing the costs, benefits, and impacts of the transit alternatives analyzed. The work plan will consist of traditional elements required by the Federal Transit Administration (FTA) to enter the New Starts process as well as incorporating smart growth, livability and sustainability principles. This includes demonstrating the transportation problems and need, through the scoping process; developing and analyzing the alternatives, measuring the alternatives based on established criteria; demonstrating the technical capacity to successfully undertake an analysis of alternatives; and articulating the potential impact on decision-making leading to an LPA. In addition, the work plan will include a robust public outreach program to ensure community and stakeholder involvement.

Cobb County's goal is to conduct an alternatives analysis study in such a manner that the LPA will be eligible to proceed into the FTA New Starts process as well as positioned to be considered for a regional Special Purpose Local Option Sales Tax (SPLOST) to be presented to the voters in 2012.

### **B. APPLICANT INFORMATION**

a) Cobb County, Georgia, 100 Cherokee Street, Marietta, GA  
Congressional Districts 5,6,11 and 13  
FTA Recipient ID Number 2874 (Cobb Community Transit, a division of Cobb County DOT)

#### **b) Contact Persons:**

Laraine A. Vance, Planning Division Manager  
Cobb County Department of Transportation  
1890 County Services Parkway, Marietta, Georgia 30008  
Voice: (770) 528-1650 / Fax: (770) 528-1601  
email : [lvance@cobbcounty.org](mailto:lvance@cobbcounty.org) / website: [www.cobbcounty.org](http://www.cobbcounty.org)

Faye Q. DiMassimo, AICP, Director  
Cobb County Department of Transportation  
1890 County Services Parkway, Marietta, Georgia 30008  
Voice: 770-528-1645/ 770-528-1611 fax  
Email: [faye.dimassimo@cobbcounty.org](mailto:faye.dimassimo@cobbcounty.org)

**c) Description of Services provided by Agency**

**APPLICANT PROFILE - COBB COUNTY GOVERNMENT**

Cobb County ([www.cobbcounty.org](http://www.cobbcounty.org)) is one of the five “core” counties of the Metropolitan Atlanta Region. Located west/northwest of Downtown Atlanta, Cobb County's population grew to 607,751 by the 2000 US Census and is currently estimated at 714,692 (2009 estimate). Local projections anticipate Cobb's population to surpass 840,000 residents by 2020. Within the County are six incorporated cities: Acworth, Austell, Kennesaw, Marietta, Powder Springs and Smyrna, all of which are self-governed by respective mayors and city councils. The unincorporated portions of the County are governed by a five-member Board of Commissioners comprised of one chairman elected county-wide, and four commissioners, each elected from a separate commission district serving four-year staggered terms.

A county manager, who is appointed by and responsible to the Board of Commissioners, directs the daily operation of the county. Services provided to residents of unincorporated Cobb County include public safety (fire, EMS, police, 911 emergency, and animal control), community development, community services, transportation, and other general governmental services. The county also provides water, sewer and solid waste disposal services to the public. As of 2009, Cobb County currently employs 4,417 (full-time), under a combined capital and operating budget of \$812,996,894.

Cobb County is a leader in the regional job market, home to more than 311,082 jobs, as of 2009. Currently, there are more than 29,899 businesses licensed in Cobb County. The County's top industries are professional, scientific, management, and administrative services at 15.1 percent; educational, health, and social services at 15 percent; retail trade at 13 percent and manufacturing at 10 percent. Cobb County is also part of a very select group that includes less than 1 percent of counties nationwide to have achieved a Triple AAA credit rating. It has achieved this rating annually since 1995.

**COBB COUNTY DEPARTMENT OF TRANSPORTATION**

The Department of Transportation (Cobb DOT) (<http://dot.cobbcountyga.gov/>) plans, designs, manages, and operates the County's transportation systems. These systems include a vast network of roadways; sidewalks and pathways; a public transit system that provides public transportation services; and a general aviation airport that serves business and recreational flying needs. The Department is comprised of seven divisions: Administration, Transportation Planning, Engineering, Traffic Operations, Road Maintenance, Airport and Transit (Cobb Community Transit) employing 172 full and part time staff, and 640 contractors. The transportation infrastructure network includes 2440 miles of roadway, 251 bridges, 523 traffic signals and extensive transit and airport facilities.

Additionally, Cobb DOT manages a Transportation Improvement Program (TIP), which is a component of the 1% Special Local Option Sales Tax (SPLOST) program approved by Cobb County voters on September 20, 2005. Sales tax revenues designated for the transportation component of the six-year program are projected to be in excess of \$633 million dollars. Revenues generated will finance capital and planning projects, which are intended to improve the County's transportation network by positively addressing safety & operations, congestion, mobility, infrastructure preservation, and pedestrian/bicycle access.

## COBB COMMUNITY TRANSIT

In 1989, Cobb Community Transit (CCT) began its fixed route and express route bus operations to provide citizens of Cobb County with the alternative of public transit service. Transit service is currently outsourced and operated under contract with Veolia Transportation, Inc. ([www.veoliatrtransportation.com/transit](http://www.veoliatrtransportation.com/transit)). CCT is financed by a combination of federal, state and local funds with an operating budget of 18.8 million dollars in 2009. These funds support the capital, planning and operations of the transit system. CCT manages all of its operations from its headquarters and maintenance shop facility, located at 463 Commerce Park Drive, Marietta, Georgia. Activities conducted at this facility include vehicle storage, vehicle repair and maintenance, operations, and administrative functions. The facility provides all fixed-route, paratransit, and other CCT services, including Customer Service operations.

CCT provides fixed route bus service Monday through Saturday with a service area that encompasses approximately 1,137 square miles and services a population of approximately 2.2 million people, within the Atlanta metropolitan area. CCT bus service operations consist of 13 fixed routes that travel along the major thoroughfares of Cobb County and streets within the municipalities of Marietta, Smyrna and Kennesaw. These routes service approximately 900 bus stops. CCT services two major transfer centers, the Marietta Transfer Center (MTC) and the Cumberland Transfer Center (CTC). The MTC serves as CCT's main transfer point serving ten (10) CCT routes. The CTC serves six (6) CCT routes and one MARTA route. There are currently 101 buses and 31 paratransit vehicles in the CCT fleet. All transit vehicles are wheelchair accessible, with an average fleet age between 2 and 8 years. The total fleet of the fixed-route revenue vehicles operated by CCT is expected to increase over the next ten years.

CCT's paratransit service provides curb-to-curb transportation for ADA-qualified customers unable to use the fixed-route service. The paratransit service area extends ¾-mile beyond all fixed-route service routes, per ADA requirements, plus some specific grandfathered areas of service. Service volume is approximately 290 trips per weekday with a peak of 20 vehicles. The paratransit service days and hours are the same as for fixed-route service. Paratransit service and operations are currently provided under contract with Veolia Transportation.

Currently, the system is the State of Georgia's second busiest transit agency. In Fiscal Year 2009, over 4.6 million transit passengers used CCT service, making it one of the busiest transit providers in the southeastern United States. CCT partners with MARTA and GRTA ([www.grta.org](http://www.grta.org)), in distributing passengers throughout the Atlanta metropolitan area. CCT operates ten (10) express bus routes that transport passengers to Downtown Atlanta, who can then transfer to the MARTA system or walk to reach employment destinations. Passengers have access to CCT express bus service at any of the County's nine (9) park-and-ride facilities. These facilities provide over 2,300 commuter parking spaces and serve as loading/unloading points for express bus passengers.

## II. DEMONSTRATED NEED

Metropolitan Atlanta, Georgia, like many other metropolitan areas across the country, was built in an automobile-dependant, sprawling land use pattern fueled by highway construction, cheap energy, and housing policies favoring large lot development. The region faces issues of long commutes, displacement of green fields, poor jobs to housing balance, lack of access to affordable housing close to jobs, poor air quality, high water/energy consumption and limited transportation choices. The recent economic downturn has contributed to increased vacancies of commercial/retail space, challenges to affordable housing, redevelopment, economy and jobs.

## ATTACHMENT A

Many of the conditions mentioned above have impacted the area identified for the study being proposed in this writing, which is known as the Northwest Corridor. The Northwest Corridor is anchored by two of the region's largest activity centers and includes two State Universities, a major US Air Force Reserve base, two US National Parks, a historic Civil War battlefield and numerous enclaves of residential development. US Highway 41 and Interstate 75 are the two primary routes that link the area back to downtown Atlanta to the south, and to Chattanooga, Tennessee and points beyond to the north. Other than the extreme northwestern boundaries of the City of Atlanta, the corridor includes four of Cobb County's six municipalities: Smyrna, Marietta and Kennesaw, and Acworth, and provides access to cities further north in neighboring counties such as Cartersville (in Bartow County), Canton and Woodstock (both in Cherokee County). For the purpose of this study and for optimal regional connectivity, the termini of the study corridor are Kennesaw State University, the third largest University in Georgia, with an option to Downtown Acworth to the north and Midtown Atlanta to the south.

Traffic congestion on both US 41 and I-75 has steadily increased over the past two decades, as residential development boomed and home-to-work commuter trips increased as a result. In 2008, Cobb County adopted its first countywide Comprehensive Transportation Plan, which offered a full assessment of pre-existing travel conditions on County roadways, as well as future projections of travel conditions and recommendations for infrastructure improvements and new transportation policies. The CTP indicated that the US 41 (Cobb Parkway) corridor experienced a volume-to-capacity (V/C) ratio of 0.7 in 2005, with a projected ratio of 0.87 by 2030. Travel Time Indices for 2005 and 2030 (projected) were 1.36 and 1.93, respectively. Based on these figures, a trip that normally took 20 minutes during non-peak commuting hours in 2005, took 27.2 minutes during peak commuting hours. That same trip, in 2030, was projected to take 38.6 minutes during peak commuting hours.

Cobb Community Transit provides bus service along US 41 in Cobb County. CCT Route 10 has been cited as the busiest public transit bus route in the Southeastern US. The vitality of Route 10 lies not only in the fact that it serves the main trunkline of the Northwest Corridor, but also in the fact that it connects directly to MARTA rail at MARTA's Arts Center Transit Station in Midtown Atlanta. This gives CCT riders a direct connection to MARTA rail service, which allows Route 10 riders to access regional destinations such as Atlanta Hartsfield-Jackson International Airport, the Georgia World Congress Center, The Georgia Dome and Phillips Area. Currently, Route 10 operates on 15-minute headways on weekdays and on 30 to 60-minute headways during the off-peak hours and Saturdays. Service is not available on Sunday, which limits CCT's ability to be an even larger piece of the Atlanta Region's transit network. For many years, it has been thought that either the extension of MARTA rail into Cobb County or some type of new premium transit service serving the Northwest Corridor would provide a big boost to regional mobility for residents of Cobb and surrounding counties, as well as for City of Atlanta, Fulton and DeKalb County residents interested in reverse commuting.

Efforts to address the need for premium mass transit within the Northwest Corridor date back to the mid 1990s, beginning with Cobb County's Multi-Modal Strategic Plan for Public Transportation in 1994. In 2003, the GRTA partnered with GDOT and several local government agencies to conduct the Northwest Connectivity Study, which was an alternatives analysis of various transit technologies that were being considered for implementation within the corridor, which included Light Rail Transit and Bus Rapid Transit. In more recent years, a consortium of local government agencies and transit operators (formerly known as the Transit Planning Board) developed a regional plan for transit, referred to as Concept 3. This plan identified preliminary routes for mass transit throughout the region that addressed the needs of both regional job commuters and more locally-oriented trip takers. The study also identified various transit technologies, including BRT, LRT, heavy rail, commuter rail and express bus via dedicated rights-of-way. While each of these projects helped to incrementally progress the vision of premium mass transit within the corridor, none of them were able to implement the vision.

In 2007, the County adopted its updated Comprehensive Land Use Plan, which has a horizon year of 2030. The plan, in conjunction with the County's Future Land Use Map, works to guide and influence the type, intensity and mix of development. Updated annually, both the plan and the map depict the Northwest Corridor as an area where moderate-to-high density multi-use development will occur. Shopping, dining, residential living and recreational/entertainment land uses all have been deemed suitable uses for areas within the corridor, to occur within close proximity to one another. Pedestrian infrastructure and a strong mass transit presence are considered key elements in helping to advance the concept of a more intense, dense development pattern.

The purpose of this study is to re-visit the ideas and concepts for premium mass transit that were identified and evaluated in previous studies. Also, some newer concepts will be incorporated into this new alternatives analysis study to provide a more complete, comprehensive review for premium transit options within the corridor. The ultimate objective is to select an alternative (transit technology plus routing alignment) that is cost effective, will provide the best service to the greatest number of people, spur economic development /redevelopment, strengthen adjacent communities and will attract the amount of ridership necessary to make it a strong competitor for FTA New Starts funding.

The following section discusses some of the key points of interest within the study corridor.

## **KEY PLACES OF INTEREST**

### **Activity Centers**

**Cumberland Galleria:** Cumberland Galleria is one of the largest activity centers in the Southeast US when it comes to commercial office space, with more than 23.4 million square feet of it within its boundaries. There is also approximately 3.5 million square feet of retail space in the area, anchored by Cumberland Mall, which is directly accessible from US Highway 41. Other big attractions within the Cumberland Galleria activity center include the Cobb Galleria Center, which consists of an office park, the Renaissance Waverly Hotel, a small retail shopping mall and a convention center. Interstates 75 and 285 provide access to the area. Motor vehicle traffic is typically congested during peak work commute hours in both the morning and the evening. Currently, Cobb Community Transit (CCT) provides bus service throughout the area, with many routes either terminating or originating at the Cumberland Transfer Center (CTC), which is located adjacent to Cumberland Mall. CCT riders can access the Route 10 bus from the CTC to connect with MARTA rail at MARTA's Arts Center Transit Station. The CTC also serves as an origin/termination point for MARTA's Route 12, which is one of only two MARTA bus routes that regularly enter Cobb County.

**Town Center:** Located in northern Cobb County and nestled between Interstates 75 and 575, the Town Center area is comprised of over 4.5 million square feet of major retail space, over 4 million square feet of office space and over 1,200 acres of industrial land area. The area's primary retail corridor is Barrett Parkway, which is accessible via both I-75 and I-575 and is anchored by the Town Center at Cobb shopping mall. The area also contains several industrial parks and is home to a rock quarry operated by the Birmingham, Alabama-based Vulcan Materials Company. Cobb County Airport at McCollum Field is located nearby and provides business travelers with an easy, stress-free alternative to Atlanta Hartsfield-Jackson International Airport. Kennesaw State University is also located on the outskirts of Town Center.

Currently, traffic congestion along Barrett Parkway between US 41 and I-575 is often times bad at various times of the day, not just during peak work commuting hours. This is due to a lack of viable alternatives for east-west traffic movement, not to mention, a lack of transportation options in general. Currently, CCT provides service to destinations in the vicinity of the mall via Routes 10C, 40 and 45.

There are also two park-and-ride lots within the area that provide express bus service to Midtown/Downtown Atlanta. These services are provided jointly by CCT and GRTA.

### **Colleges/Universities**

**Kennesaw State University ([www.kennesaw.edu](http://www.kennesaw.edu)):** With a current enrollment of approximately 23,000 students and projected to grow to 35,000 in 2016, KSU is the third largest in the State of Georgia's University System. Founded in 1963 as Kennesaw Junior College, the university sits on a 384-acre campus that has experienced rapid growth and transition since its inception, as the university has transitioned from being commuter-oriented junior college serving approximately 1,000 students to a more traditional, residential-based institution. Because of this, new dormitories have been built and on-campus recreational facilities have become more desired commodities. KSU's nursing program is the largest of any school in Georgia, and the College of Education prepares more secondary educators than all but one other school in the state.

While the campus is considered to be pedestrian-friendly, nearby areas such as the Town Center activity center are not considered to be easily accessible. CCT Routes 40 and 45 provide service to KSU's campus, however, the school could benefit from other alternatives for transportation mobility on and around campus.

**Southern Polytechnic State University ([www.spsu.edu](http://www.spsu.edu)) :** Founded in 1948 as a two-year division of Georgia Institute of Technology, SPSU was established at the request of Georgia business and industry. Originally located in Chamblee, Georgia, SPSU relocated to its current Marietta, Georgia campus in the late 1950's. The school became accredited as a four-year college in 1970, and was one of the first colleges in the nation to offer the bachelor of Engineering Technology degree. In 1980, SPSU officially became the 14th senior college and the 33rd independent unit of the University System, fully separating ties with Georgia Tech.

Today, SPSU's campus is approximately 230 acres and the school has an enrollment of approximately 5,000 students. The campus itself is fairly walkable, and access to campus from the outside has been greatly improved by the addition of a new roadway leading to the center of campus from South Marietta Parkway, just west of US Highway 41. CCT provides bus service to campus via Routes 10 and 10C. Because SPSU's campus is smaller than KSU's and is more of a commuter campus, the need for an on-campus shuttle service does not seem to be critical.

**Life University ([www.life.edu](http://www.life.edu)) :** Founded in 1974, Life University has a long history of being recognized nationally for its innovative chiropractic program and commitment to providing a high-quality undergraduate and graduate education at an affordable price. The school has the distinction of being Georgia's only highly selective chiropractic college and boasts superior programs in the fields of biology, biopsychology, business administration, computer information management, dietetics, life coaching, nutrition, psychology, and sport health science.

Life's campus is located in Marietta, just south of SPSU, and is accessible via US Highway 41. CCT Route 10 provides bus service to campus, though not directly, as passengers would have to then walk to the main entrance point to campus off of Barclay Circle.

### **Military/Defense**

**Dobbins Air Reserve Base ([www.dobbins.afrc.af.mil](http://www.dobbins.afrc.af.mil)):** Dobbins ARB was built in 1943 and was originally called Marietta Army Airfield. In 1950, the name changed to Dobbins Air Force Base to honor Capt. Charles Dobbins, a pilot from Marietta. Today, Dobbins is the largest multi-service reserve training

base in the world. The base supports more than 10,000 guardsmen and reservists from the Air Force, Army, Navy and Marines. The base is home to the 94th Airlift Wing, which is the host unit, and tenant organizations including the 22nd Air Force headquarters, Naval Air Station Atlanta (which has closed due to the 2005 BRAC recommendations and has been consolidated into the new Naval Operational Support Center at Dobbins) and the Georgia Army National Guard. Over 50 aircraft are assigned to various units at Dobbins. Over 7,000 take-offs/landings occur at the base on a monthly basis. The population at Dobbins consists of nearly 2,500 Air Force reservists and civilians assigned to the 94th AW and 22nd Air Force combined. More than 2,000 Navy, Marine Corps and Army reservists are also stationed at the base. The primary access point to the base is located on US Highway 41, just south of State Highway 280. CCT Route 10 provides service nearby, but cannot have direct access to the base due to security restrictions. Much of the commuter traffic to and from base occurs throughout the day, as opposed to being highly concentrated around peak AM/PM commuting hours.

**Lockheed Martin ([www.lockheedmartin.com](http://www.lockheedmartin.com)):** Lockheed Martin Aeronautics Company is a leader in the design, development, systems integration, production and support of advanced military aircraft and related technologies. Its customers include the military services of the United States and allied countries throughout the world. Products manufactured, supported and modified at the Marietta facility (located adjacent to Dobbins ARB) include the F-22, C-130J, C-5, C-27J, P-3, and S-3 aircraft.

#### **Other Selected Places of Interest within the Study Area**

**National Parks:** Chattahoochee National Recreation Area (<http://www.nps.gov/chat/index.htm>); Kennesaw Mountain National Battlefield Park (<http://www.nps.gov/kemo/index.htm>)

**Recreation/Entertainment:** Cobb Energy Performing Arts Centre (<http://www.cobbenergycentre.com/>); Six Flags Whitewater Theme Park (<http://www.sixflags.com/whiteWater/index.aspx>)

**Atlanta/Fulton County:** Atlantic Station ([www.atlanticstation.com](http://www.atlanticstation.com)); Emory University Hospital Midtown (formerly Crawford Long Hospital) (<http://www.emoryhealthcare.org/emory-university-hospital-midtown-atlanta/index.html>); High Museum of Art ([www.high.org](http://www.high.org)); Fox Theatre ([www.foxtheatre.org](http://www.foxtheatre.org))

**Other:** Downtown Marietta (<http://www.mariettasquare.com/>); Wellstar Kennestone Hospital (<http://www.wellstar.org/>)

**GreenTech Corridor:** The City of Marietta is actively working with Cobb County and other regional partners to revitalize an area within the larger study area, known as the GreenTech Corridor. The area consists of approximately 800 acres and sits in between I-75, to the east, and US 41, to the west. The area includes Franklin Road, and area that has suffered from disinvestment and a disproportionately high crime rate. However, its physical location, in addition to proximity to activity centers, colleges and universities, make it an ideal location to establish a synergy of research and innovation in the area of green technology and sustainability.

The collaboration between the private sector and research faculty will not only create new green technology and jobs, but also provide a trained workforce to meet the pressing needs of the southeast region in installing new green technology products. A goal of the master plan of the corridor will be to incorporate pedestrian walkways, solar lighting, water re-use systems, and other sustainable components to become a best practice for green technology parks while simultaneously decreasing the carbon footprint. Needless to say, the addition of premium mass transit will only add to the enormous potential of this corridor within the study corridor.

## PREVIOUS TRANSIT STUDIES

As previously mentioned, there have been several prior efforts aimed at providing a viable mass transit solution within the proposed study corridor. The most prominent of these were the Northwest Connectivity Alternatives Analysis Study and the I-75 HOV/BRT Study, both of which were led by GRTA. The former focused on selecting a viable locally preferred alternative that would alleviate traffic congestion on I-75. The latter focused on implementing the LPA from the Northwest Connectivity Study (which happened to be BRT operating in HOV lanes) and developing station area plans at key locations along the corridor, which, for this study, stretched from Midtown Atlanta to the Town Lake area in Woodstock (Cherokee County) via I-575.

One of the largest shortcomings of this alternative selection and subsequent implementation study was that it only had stops in Cobb and Cherokee Counties, with no stops within the City of Atlanta prior to reaching the terminus of the line in Midtown. This caused the City of Atlanta to be reluctant in its support of the project. Based on the recommendations of this study, FTA New Starts funding was applied for, however, it was not awarded, slowing the project's momentum and causing support to wane. Until recent efforts by Cobb County and the Cumberland CID, no significant activity regarding bringing premium mass transit to the Northwest Corridor had taken place.

### Ongoing Studies

**Revive285 Top End (<http://www.revive285.com>):** In 2006, GDOT and GRTA launched the Revive285 Top End study to develop a solution to the traffic challenges on the northern end of I-285, the perimeter freeway that encircles in-town Atlanta. The corridor connects the Cumberland Galleria area in Cobb County to the Chamblee/Doraville area in DeKalb County, and is bookended by junctions with I-75 to the west and I-85 to the east. Since the project's inception, eight transportation solutions or "Alternatives" for the corridor have been selected for evaluation, consisting of various alignments utilizing transit technologies, including BRT, LRT, HRT and express bus via dedicated right-of-way. Multiple rounds of public workshops have been held in different portions of the study area, and a technical advisory committee consisting of officials from impacted local government agencies, civic groups and quasi-governmental entities, has met periodically to review updates on the progress of the study. Currently, the study team is reviewing the potential benefits and impacts of each of the eight solutions/alternatives. The study is slated for completion by fall 2011.

The outcomes of the Revive285 Top End Study could be significantly impacted by the results of this proposed study, in terms of the selected transit technology and proposed routing/alignment. Destinations along the Top End corridor, such as the Perimeter Mall area and the former General Motors Doraville Plant (which is slated for mixed-use redevelopment), make it an ideal link that will help foster the creation of a larger, more integrated regional transit network in the future.

**Cumberland CID Transit Oriented Development Suburban Retrofit Model:** The Cumberland CID has been a long-time advocate for bringing premium mass transit to Cobb County and the Northwest Corridor. They are currently exploring multiple options for requesting funds to develop a "suburban retrofit" model, which takes the existing, primarily automobile oriented built environment and transforms it into a pedestrian-friendly landscape with features and amenities designed to attract people. Premium mass transit is vital to this vision because the resulting development pattern would be centered on a transit line, preferably some sort of rail technology (i.e. LRT or HRT).

Grant programs under consideration include the Planning for Sustainable Communities initiative, a collaborative program co-sponsored by HUD, USDOT and EPA, as well as the HUD Community Challenge and DOT's TIGER II Transportation Grant Program. Additionally, the Cumberland CID and

Cobb County are collaborating on a study that will look at station area planning, as it relates to the proposed suburban retrofit model. Funding for the study has been secured through the ARC's Livable Centers Initiative program.

### **CONCEPTUAL ALTERNATIVES (Figure 5)**

As discussed in the Purpose and Need section, systems and feasibility level studies have been undertaken in this corridor over the last decade. This section of the application will describe several alternatives for premium transit in the Northwest Atlanta US 41/I-75 corridor which were drawn from prior efforts. These alternatives will be used as a basis to compare and evaluate transit technologies and alignments that can be successful in the corridor. In determining the conceptual alternatives selection, three previous transit studies were reviewed:

- Cobb County Transit Implementation Study 2001 / Updated (2010)
- Transit Planning Board's Regional Vision for Transit – Concept 3 (2008)
- GRTA Northwest Connectivity Study (2003)

The Cobb County Transit Implementation Study identified a light-rail transit (LRT) trunk-line in the US 41 corridor between the Cumberland and Town Center CIDs connecting with circulators at each end. The Concept 3 study focuses on expanding regional transportation options throughout the Atlanta metropolitan area, thus including three proposed LRT connections along the US 41 corridor, between the Town Center CID and Midtown Atlanta. The GRTA Northwest Connectivity Study was an Alternatives Analysis study, in which constructing a Bus Rapid Transit (BRT) line along US 41 was recommended as a locally preferred alternative for premium transit in the Interstate 75 corridor.

The conceptual alternatives that will be analyzed during the Alternatives Analysis study are as follows:

- Baseline/TSM Alternative
- The No Build Alternative
- Alternative 1: LRT – Acworth/KSU to MARTA Arts Center Station
- Alternative 2: LRT – Town Center to MARTA Arts Center Station
- Alternative 3: BRT – Town Center to MARTA Arts Center Station
- Alternative 4: Dedicated Busway – Kennesaw to MARTA Arts Center Station

### **Baseline/Transportation System Management Alternative**

The Baseline/TSM Alternative would be developed in order to meet an FTA requirement for an alternative that addresses transportation needs in the corridor without a major new capital investment. Based on the 2030 Cobb County Comprehensive Transportation Plan (CTP), the Baseline/TSM Alternative includes a set of lower-cost bus transit improvements in the US 41 Corridor.

The Baseline/TSM Alternative provides five types of transit improvements in the US 41 Corridor:

- Limited Stop Bus Service on US 41 (Cobb Parkway), between the Acworth Park and Ride Lot (at State Route 92 and Interstate 75) and the Cumberland Mall, through the cities of Acworth, Kennesaw, Marietta and Smyrna.
- Local Bus Service on US 41, between the Acworth Park and Ride Lot and the Marietta Transfer Center.
- Local Bus Service on a single circumferential arterial (Barrett Parkway/East-West Connector/Cumberland Parkway), between Town Center Mall and Cumberland Mall, where the US 41 Corridor is linked.

- Transit Circulator Shuttles in the Cumberland CID, the south end of the Cobb County portion of the US 41 Corridor.
- Transit Circulator Shuttles in the City of Kennesaw/KSU and Town Center CID, the north portion of the US 41 Corridor.

The US 41 Corridor will include limited and/or local bus service, to provide public transportation access, between Acworth and Kennesaw to existing transit service operated by CCT, with connections to transit service in midtown and downtown Atlanta, via express and local fixed bus service. Local circulator bus service would be provided in the Cumberland and Town Center CIDs to link residential and commercial areas to transit routes serving the US 41 Corridor.

### **The No Build Alternative**

The No-Build Alternative consists of the existing transit system within Cobb County and the US 41 Corridor, as well as all transit and transportation projects that are programmed in the Cobb County's 2030 Comprehensive Transportation Plan, the ARC's TIP (for fiscal year 2011 through 2013) and the ARC RTP.

### **Alternative 1: Light Rail Transit – Acworth/KSU to MARTA Arts Center Station (Figure 1)**

Alternative 1 would begin transit from the Cities of Acworth and Kennesaw to Midtown Atlanta. The LRT would begin at Cowan Road, then extend through the City of Kennesaw, the KSU area, and travel along US 41 (Cobb Parkway) through the cities of Marietta and Smyrna, and the Cumberland CID. The LRT would utilize the right-of-way along Interstate 75, between the Cumberland CID and the City of Atlanta, with a station terminating at the MARTA Arts Center Station in Midtown Atlanta.

Alternative 1 would provide frequent, medium-capacity transit service by providing LRT service to Midtown Atlanta. Although, MARTA Heavy Rail Transit (HRT) service is provided in Midtown Atlanta, HRT service does not operate between Cobb County and the City of Atlanta. MARTA provides HRT service on the North-South Lines that operate between North Springs/Doraville and Airport Stations, with 10 minute peak-hour frequency.

Alternative 1 would link to the North-South Line, by constructing a new fixed transit guideway between Acworth and the MARTA Arts Center Station. Under Alternative 1, double-track LRT service would be provided along a 31.5-mile alignment through Cobb County and the City of Atlanta. This route would follow an alignment along local streets through both jurisdictions utilizing the US 41 and I-75 corridors. The new system would operate with 8 minute peak-hour frequency during weekday service hours and 15-20 minute peak-hour frequency during the weekend and off-peak service hours. This LRT alternative would create premium transit connectivity to an established heavy rail transit system.

Alternative 1 is based from the 2001 Transit Implementation Study, conducted by the Town Center and Cumberland CIDs. Some data included in the study was updated in May 2010 as the high capacity transit discussion has resumed.

#### *Alternative 1 Operating Summary (based on the 2001 Transit Implementation Study and 2010 update)*

- Trunkline length: 31.5 miles (14.6 miles in Cobb County)
- Trunkline stations: 12 (7 in Cobb County)
- Ridership projection (2025): 45,400 daily boardings
- Estimated annual operating cost (2010): \$14 million
- Estimated transit capital cost (2010): \$2 billion

### **Alternative 2: Light Rail Transit – Town Center to MARTA Arts Center Station (Figure 2)**

Alternative 2 would extend transit from the Town Center Park and Ride Lot in Cobb County to Midtown Atlanta. The LRT would begin at Big Shanty Road, and then extend within right-of-way along the Interstate 75 corridor. The LRT would continue along I-75, until it reaches North Marietta Parkway (Exit 265 Interchange), and then the LRT would travel along US 41 (Cobb Parkway) through the cities of Marietta (with a route spur along South Marietta Parkway, into the CCT Marietta Transfer Center) and Smyrna, and the Cumberland CID. The LRT would also utilize the right-of-way along I-75, between the Cumberland CID and the City of Atlanta, with a station terminating at the MARTA Arts Center Station in Midtown Atlanta.

Similar to Alternative 1, Alternative 2 would provide frequent, medium-capacity transit service by providing LRT service to Midtown Atlanta. Alternative 2 would link to the MARTA North-South Line, at the Arts Center Station, by constructing a new fixed transit guideway between Town Center and the MARTA Arts Center Station.

Under Alternative 2, double-track LRT service would be provided along a 31.5 mile alignment through Cobb County and the City of Atlanta. This route would follow an alignment along local streets through both jurisdictions utilizing the US 41 and I-75 corridors. This system would operate with 15 minute peak-hour frequency during weekday service hours and 20 minute peak-hour frequency during the weekend and off-peak service hours. This LRT alternative would create premium transit connectivity to an established heavy rail transit system.

#### Alternative 2 Operating Summary – (based on Concept 3, the 2008 TPB Regional Vision for Transit)

- Trunkline length: 20.8 miles (11 miles in Cobb County)
- Trunkline stations: 13 (8 in Cobb County)
- Ridership projection (2030): 31,000 to 59,000 daily boardings
- Potential daily Vehicle Miles Traveled reduction: 415,000 to 938,000 miles
- Estimated annual operating cost (2030): \$37.7 million
- Estimated transit capital cost (2007): \$1.56 billion

### **Alternative 3: Bus Rapid Transit – Town Center to MARTA Arts Center Station (Figure 3)**

Alternative 3 would extend transit from the Town Center Park and Ride Lot in Cobb County to Midtown Atlanta. The BRT would begin at Big Shanty Road, and then flow within right-of-way along the I-75 corridor. The BRT would continue along I-75, until it reaches North Marietta Parkway (Exit 265 interchange), and then the BRT would travel along Franklin Road and US 41 (Cobb Parkway) through the cities of Marietta and Smyrna, and the Cumberland CID.

The BRT would split into two directions at the Interstate 285 interchange with US 41. One BRT line would flow as a spur along US 41 linking express bus service into the existing HOV lanes to connect at the Akers Mill Road-I-75 Interchange (exit 258). The second BRT line would serve as part of the primary north-south trunkline, utilizing the right-of-way along Interstate 285 between the Cobb Parkway (exit 19) and Atlanta Road (exit 16) interchanges. The BRT line would flow along Atlanta Road, and various streets in the City of Atlanta, with a station terminating at the MARTA Arts Center Station in Midtown Atlanta.

Alternative 3 would develop frequent, medium-capacity BRT service from the Town Center Park and Ride Lot, along a 22.6-mile corridor through Cobb County to the MARTA Arts Center Station. The BRT Alternative uses a guided busway with raised curbs to guide buses through most of the corridor. Buses would be equipped with horizontal guide wheels similar to the Essen, Germany and Adelaide, Australia

guided busways. Exceptions to the guided busway concept include the BRT alignment along Interstates 75 and 285, in which the BRT will be constructed in proposed curbside bus lanes.

BRT would take advantage of transit-oriented technology and intersection improvements designed to give priority to the mobility of buses in dedicated travel lanes. The US 41 corridor involves the proposed “Smart Corridor” project, which will consist of traffic signal system upgrades and cross-jurisdictional traffic signal coordination. The project area involves a section of the US 41 corridor between South Cobb Drive/Delk Road (SR 280) and the Interstate 285 interchange. Eleven (11) of the intersections, located in Cobb County will be equipped with an advanced adaptive traffic signal installation system. The advanced system consist of transit priority emitters to improve bus movement through the US 41 corridor.

Queue-jump lanes would be constructed at the 11 intersections. BRT would be able to approach the intersections and receive a designated signal to proceed through the intersection prior to other vehicular traffic. BRT and express bus access along the US 41 corridor, would be given priority as a result of the implemented technology and construction at the key intersections.

This system would operate with 15 minute peak-hour frequency during weekday service hours and 20 minute peak-hour frequency during the weekend and off-peak service hours. In addition, local and express bus lines would feed into the BRT alignment at station locations, reducing the effective time between buses. The BRT alternative would create premium transit connectivity to an established heavy rail transit system, and local bus routes in Cobb County and the City of Atlanta.

Alternative 3 Summary - (based on 2003 GRTA Northwest Connectivity Study)

- Trunkline length: 22.6 miles (5.5 miles in Cobb County)
- Trunkline stations: 21 (14 in Cobb County)
- Ridership projection (2030): 40,000 to 52,000 daily boardings
- Potential daily Vehicle Miles Traveled reduction: 420,000 miles
- Estimated annual operating cost (2030): \$38 million
- Estimated transit capital cost (2003): \$1.3 billion

**Alternative 4: Dedicated Busway – Kennesaw to MARTA Arts Center Station (Figure 4)**

Alternative 4 would be a 25-mile dedicated busway system along U.S. 41 (Cobb Parkway). An exclusive bus guideway would be constructed along the US 41 corridor, between Kennesaw (at Kennesaw-Due West Road) and Midtown Atlanta (at the MARTA Arts Center Station). This alternative is identical to Alternatives 1, 2 and 3, utilizing local arterial streets and I-75. Alternative 4 would also encompass the “Smart Corridor” and queue-jump lane projects proposed for the US 41 corridor, since the alternative shares the project limits with Alternative 3.

The new busway would be constructed with raised curbs to guide the buses, which would be equipped with horizontal guide wheels, similar to the guided busways demonstrated in cities such as Pittsburgh, Pennsylvania and Ottawa, Ontario. This alternative would consist of constructing exclusive bus lanes, along the following streets: US 41, South Marietta Parkway (busway spur) and Cumberland Parkway. The busway would travel in separate right-of-way along I-75, and in curbside lanes along 14<sup>th</sup> Street and West Peachtree Street, between Cobb County and the MARTA Arts Center Station.

The busway would fulfill transit connectivity, by developing a new arterial-based system that would link transit in Cobb County, with regional and local transit in the City of Atlanta. Alternative 5 would operate with stops at major crossings primarily along US 41. The busway would flow through 20 potential stations, with 15 minute peak-hour frequency during weekday service hours, and 20 minute peak-hour frequency during the weekend and off-peak service hours. In addition, local and express bus lines would

feed into the busway alignment at station locations, reducing the effective time between buses. The busway alternative would create premium transit connectivity to an established heavy rail transit system, and local bus routes in Cobb County and the City of Atlanta.

CCT, MARTA and GRTA currently operate five express bus routes, and six local fixed bus routes that utilize the US 41 corridor, in which Alternative 4 would mirror. Approximately 2.2 million transit riders utilize the corridor annually, which equates to an average daily ridership of 7,177 passengers. If Alternative 4 is selected, an estimated 15,000 passengers would connect between Kennesaw and Midtown Atlanta each day.

### **III. EVALUATION CRITERIA**

Criteria used to evaluate the various alignments in this corridor will include traditional transportation, traffic and transit measures but will also include land use, environment, economic development and other measures as well. Criteria will be independent but a specific effort will be made to work across regional and jurisdictional boundaries to integrate the criteria over the various disciplines. The end result should produce the best measures possible to evaluate project alignments that will enhance livability and sustainability while producing more transportation options in the corridor.

The following list of criteria is not meant to be final, but rather a representation of the measures which will be refined in the initial phases of the study in conjunction with study partners, agency participants and community stakeholders. The criteria have been organized into the broad categories of transportation, land use, environment, economic development/ redevelopment and financial as it relates to desired outcomes. Using the matrix below, each data set has been mapped to livability principles outlined in the circular.

**Alternatives Analysis - Matrix**

**Goals/Objective**

**Livability Outcomes**

Goals/Objective	Desired Outcomes	Performance Data	Provide	Promote	Enhance	Support	Coordinate	Value
			More Transp. Choices	Equitable Affordable Housing	Economic Competitiveness	Existing Communities	Policies & Leverage Investment	Communities & Neighborhoods
<b>Transportation &amp; Air Quality</b>								
Reduce congestion / Improve traffic flow	Vehicle trips reduced	Trips diverted to off peak times	x	x	x	x		x
		Changes in travel patterns	x					
Plan for current and future needs	Increased transit ridership	Increased transit ridership	x					
		Increased walk and bike trips	x					
Plan for current and future needs	Increased transit capacity	Increased shared rides	x			x		x
		Reduced SOV trips	x					
Plan for current and future needs	Increased transit capacity	Increased transit capacity	x	x				
		Reduced wait times for transit	x	x				
Plan for current and future needs	Increased travel destinations	Increased travel destinations	x	x				
		Increased elderly, disabled and choice riders	x					
Reduce Travel Delay	Generate travel time savings	Generate travel time savings	x		x	x		
Improve Travel efficiency	Increase riders per hour	Increase riders per hour	x	x				
		Improved connectivity	x	x				
Improve safety	Reduce vehicular crashes	Increase vehicles per hour	x					
		Reduce vehicular crashes			x	x		x
Improve safety	Reduce bicycle and pedestrian crashes	Reduce bicycle and pedestrian crashes						
		Reduce emissions / fuel consumption						
Improved Air Quality	Reduce emissions / fuel consumption	Reduce emissions / fuel consumption						
<b>Land Use</b>								
More efficient use of land	Reduced parking needs	Reduced parking needs				x		x
		Improved bicycle and pedestrian infrastructure	x					
Increase Housing Choices	Diversity of Housing and Income levels	Diversity of Housing and Income levels		x				
		Better Housing / Jobs balance		x				
Increase Housing Choices	Increase Transit Oriented Development	Increase Transit Oriented Development	x	x				
		Increase Location Efficient Housing	x	x				
Promote Active, Healthy Lifestyles	Increase public facilities - parks, greenspace, health and education	Increase public facilities - parks, greenspace, health and education				x	x	x
Promote Environmental Justice	Equitable distribution of community resources	Equitable distribution of community resources	x	x	x	x	x	x
<b>Economic Development / Redevelopment</b>								
Stimulate Local Economy	Increase in employment & income levels	Increase in employment & income levels			x	x	x	x
		Net economic growth			x		x	x
Stimulate Local Economy	Increased commercial/ retail spaces	Increased commercial/ retail spaces			x	x	x	x
		Decrease / stabilization of foreclosure rates		x	x	x	x	x
Promote Job Creation	No of Jobs created / sustained / future growth	No of Jobs created / sustained / future growth			x	x	x	x
		Create more mixed use complexes within walking distance of transit	x	x	x	x	x	x
Leverage public and private investment	Revenue generated from land development	Revenue generated from land development		x	x	x	x	x
<b>Environment</b>								
Minimize impacts to natural resources	Impacts to wetlands, flood plains, historic resources, greenspace, etc.	Impacts to wetlands, flood plains, historic resources, greenspace, etc.				x		x
		Number of energy efficient and LEED certified facilities			x	x		
Minimize impacts to natural resources	Reduction in greenhouse gas emissions	Reduction in greenhouse gas emissions			x	x	x	x
		Impacts on climate change			x	x	x	x
<b>Financial</b>								
Maximize cost efficiency and cost effectiveness	Cost per mile	Cost per mile	x		x			
		Total capital, operating and maintenance costs	x		x		x	
Maximize cost efficiency and cost effectiveness	Cost per trip	Cost per trip	x		x		x	
		Cost recovery ratio	x		x		x	
Maximize cost efficiency and cost effectiveness	Benefit/cost ratio	Benefit/cost ratio	x		x			
		Non-traditional funding options and resources	x		x			
Develop a financially feasible project / leverage available resources	Farebox Revenue	Farebox Revenue	x		x			
		Federal and state funding	x		x		x	
Develop a financially feasible project / leverage available resources	Public / Private options and opportunities	Public / Private options and opportunities	x		x			
		Availability of local resources	x					
Develop a financially feasible project / leverage available resources	Funding commitment by partners and stakeholders	Funding commitment by partners and stakeholders	x					

#### **IV. TECHNICAL CAPACITY TO CARRY OUT THE PROPOSED WORK SUCCESSFULLY**

##### **COBB COUNTY DEPARTMENT OF TRANSPORTATION/ COBB COMMUNITY TRANSIT**

If funded, the Cobb County Department of Transportation, which includes CCT, will be the lead agency for conducting the Alternatives Analysis study in coordination with regional and local partners. The project will be contracted out to a professional consulting firm specializing in multiple planning disciplines including transportation, land use and environmental issues. Study oversight will be conducted by a multi-disciplinary, interdepartmental and interagency Project Management Team (PMT) of staff professionals with expertise in land use, economic development, transit, traffic engineering and transportation planning. Many members of the proposed PMT are very familiar with the New Starts and Small Starts process having either conducted major investment studies either as project manager or as part of a team, or had review responsibilities as a former staff person of a federal or state transportation agency.

Cobb DOT is very familiar with and experienced in grant development and management. Any grant funds awarded to Cobb County will be well managed by knowledgeable staff through mature county procedures. The Department has a long history of applying for, receiving and managing numerous federal and state grants including USDOT grants under multiple programs. These include FTA Sections 5309 Capital, Section 5309 Fixed Guideway, Section 5307 Capital and Planning, Section 5317 New Freedom and Section 5316, Job Access Reverse Commute (JARC). Recently, a Triennial Review was conducted by FTA of Cobb DOT/CCT in which there were no findings.

Additionally, the Department manages grants received from FHWA through the regional planning and programming process including Congestion Mitigation and Air Quality (CMAQ), Surface Transportation Program (STP), Transportation Enhancement (TE) as well as Airport grants provided by the FAA. In the area of grant administration and management, the Department is supported by other County Departments including Budget and Finance, Internal Audit, and Purchasing.

#### **V. POTENTIAL IMPACT ON DECISION-MAKING**

As discussed in other parts of this application, the Northwest Corridor has been the subject of much study for more than a decade during which a variety of improvements have been considered. Although a fixed guideway solution has been consistently identified as a viable solution, no project has proceeded to construction. Over this period, corridor performance has continued to be degraded as congestion has increased. If funded, Cobb County will lead this Alternatives Analysis study building on a larger body of prior study at both the systems level and corridor level. The study will update and expand on prior findings using improved techniques and technical tools currently available while establishing new partnerships and strengthening existing ones.

The funding requested will allow the County to develop more information on the alternatives identified to be studied and proposed operating strategies which will lead to identification of a locally preferred alternative. The study effort will provide an in depth analysis necessary for local and regional decision-makers as well as community partners and other stakeholders to verify that all reasonable alternatives have been considered to meet the needs in the corridor and that no reasonable alternative has been excluded. The end result is the ability to make an informed choice will be significantly enhanced.

It will also help leaders to gain a better understanding of the magnitude and range of costs and benefits, both traditional and non-traditional, associated with the various options for improving conditions in the corridor as well as clarify the differences and trade-offs associated with choosing one alternative to support moving forward into the New Starts/Small Starts process. Additionally, the state has recently

approved SB 277 which is a new potential funding source for transportation projects making the project more financially feasible. It will be very timely to perform this analysis because it will enable the County to select an LPA and make a formal request to enter preliminary engineering which will allow consideration by local leadership and regional voters in 2012.

## **VI. WORK PLAN AND BUDGET**

The four major steps in the alternatives analysis process include study initiation, development and refinement of alternatives and technical methodologies, analysis and evaluation and selection of the locally preferred alternative. For each element in the work plan, travel demand forecasting, estimation of capital and operating costs, analysis of impacts including social, economic and environmental and financial analysis will be performed. A strong documentation effort is critical for each step to manage the process and results. Our work plan to accomplish these steps includes:

**Scope of Work** - The US 41/Cobb Parkway High Capacity Transit project history extends back to the 2001 Northwest Corridor Light Rail Transit Implementation Study. In addition, the current ARC Regional Transportation Plan, Concept 3 (2008) regional transit plan, and the Cobb County Comprehensive Transportation Plan (CCCTP) (2008) also include various high capacity rail investments in and along the US 41/I-75 corridor.

An emphasis on livability is underscored through the partnership of this project to the Cumberland CID's creation of a framework for sustainable transit oriented development (TOD) under the new federal program called the Partnership for Sustainable Communities. This framework includes the US 41 corridor with other nearby critical travel corridors, important regional job centers and under utilized properties.

Although a system level of transit investment and infrastructure is planned over time for Cobb County and the region, this Alternatives Analysis proposal will focus on the portion of the corridor with the highest demand and opportunity for success from KSU to the Arts Center MARTA Station in the City of Atlanta. Our proposal collaboration includes the City of Atlanta and MARTA to accomplish this objective. A detailed scope of work/work plan will be developed for the study.

**Problem Statement, Goals and Objectives, and Evaluation Factors** - Transit investment in this corridor will serve to reduce congestion and energy consumption and improve air quality by offering an alternative to SOV home based work trips. It will also offer connectivity to key destinations in Cobb County and the region such as the major entertainment and special event venues in Cumberland, shopping in Cumberland and Town Center, educational institutions such as KSU (the third largest in Georgia) and Southern Polytechnic State University.

In 2005, Cobb County identified the US 41 corridor as one of four sites to target for redevelopment. Redevelopment Overlay Districts are therefore already in place to guide emerging redevelopment and development opportunities to leverage the transit infrastructure maximizing the community's return on investment. A problem statement/purpose and need statement report document the justification for this improvement will be issued at the conclusion of this work task.

**Definition of Alternatives** - No build, a non-guideway transportation system management (TSM) alternative and fixed guide-way options will be analyzed. Understanding the need for the study to meet current FTA requirements, this work plan element may be informed by previous study and analysis efforts in the corridor described in the Scope of Work section above which will result in potential for streamlining of the definition effort.

## ATTACHMENT A

The manageable set of alternatives will address the purpose and need for considering a major transportation investment directly related to the purpose and need developed in the problem statement phase of study. Promising, relevant alternatives must address the underlying issues in the corridor and the potential for particular types of investments to solve the problems.

As required by major investment studies, the TSM alternative will describe how facilities and services can be optimized in the corridor without major capital expenditures. All reasonable modes and alignments will be considered and will aim to address the inevitable differing goals, objectives and requisite trade-off. Helpful in this effort will be the transit travel market analysis to be completed prior to the end of 2010. Each alternative will be defined such to maximize its performance and operating plans, institutional approaches and financing will be specified. Environmental considerations will be taken into account as much as possible at the preliminary analysis stage. Two reports, describing the conceptual and refined definition of the alternatives under study, will be prepared. An alternatives report will result.

**Methodologies** - Defining the methodologies and gaining participants understanding and agreement for the analytical approaches to be used in evaluating the alternatives is an important step. Methodology reports will include travel demand forecasting, traffic impact analysis, noise and vibration, air quality, social and economic impact assessment, environmental and natural resource impact assessment, land use, capital costs, operations and maintenance costs, financial analysis, alternatives evaluation and public participation. Additional methodologies may be documented such as those developed and considered from the TOD study effort and ROD implementation.

**Analysis** - This work plan item constitutes the main technical work of the study. Methodologies for evaluation and analysis will be applied to the alternatives resulting in an assessment of the transportation, environmental, and financial impacts for each. Our analysis will focus on the before and after of five project characteristics including project scope, service levels, capital costs, operation and maintenance costs, and ridership patterns.

**Results** - Results in the format of detailed report/documentation for the key technical areas will serve as support for the alternatives analysis report. The key technical areas will include those described in the methodologies and analysis work plan elements above. Through this phase of study, it is our anticipation to have a continuous dialogue and a close partnership with FTA with reviews of documentation occurring throughout the process.

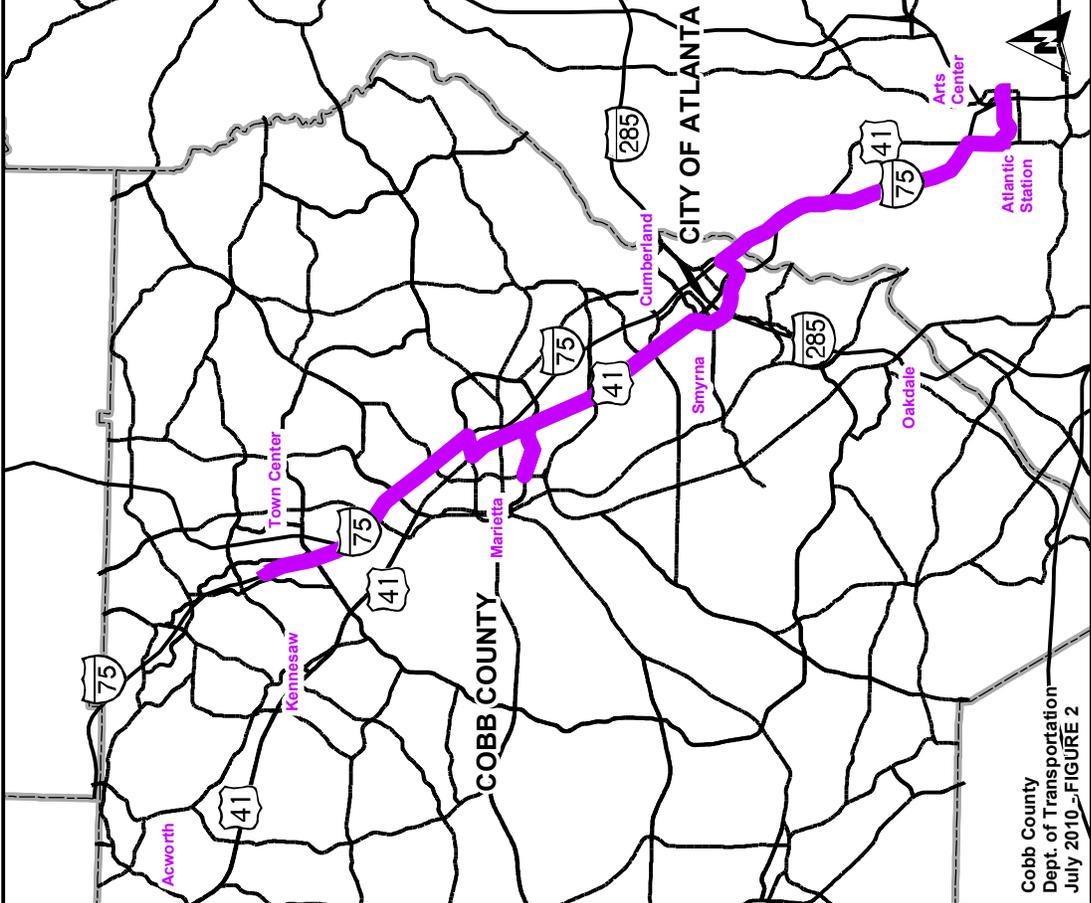
**Final Report** - This final report will serve not only to document the recommendation and process but to offer a more concise discussion of results such that it is suitable and understandable as a general public and decision making document.

### Project Budget:

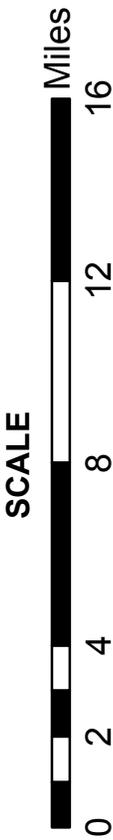
Task	Description	Cost
1	Scope of Work	\$ 150,000
2	Problem Statement, Goals, Objectives	200,000
3	Definition of Alternatives	150,000
4	Methodologies	200,000
5	Analysis	500,000
6	Results	400,000
7	AA Final Report	125,000
	<b>Total</b>	<b>\$1,725,000 *</b>

\* Cobb County is committed to this project and would appreciate an opportunity to streamline the budget or identify additional financial resources in the event only partial funding is available under this program.

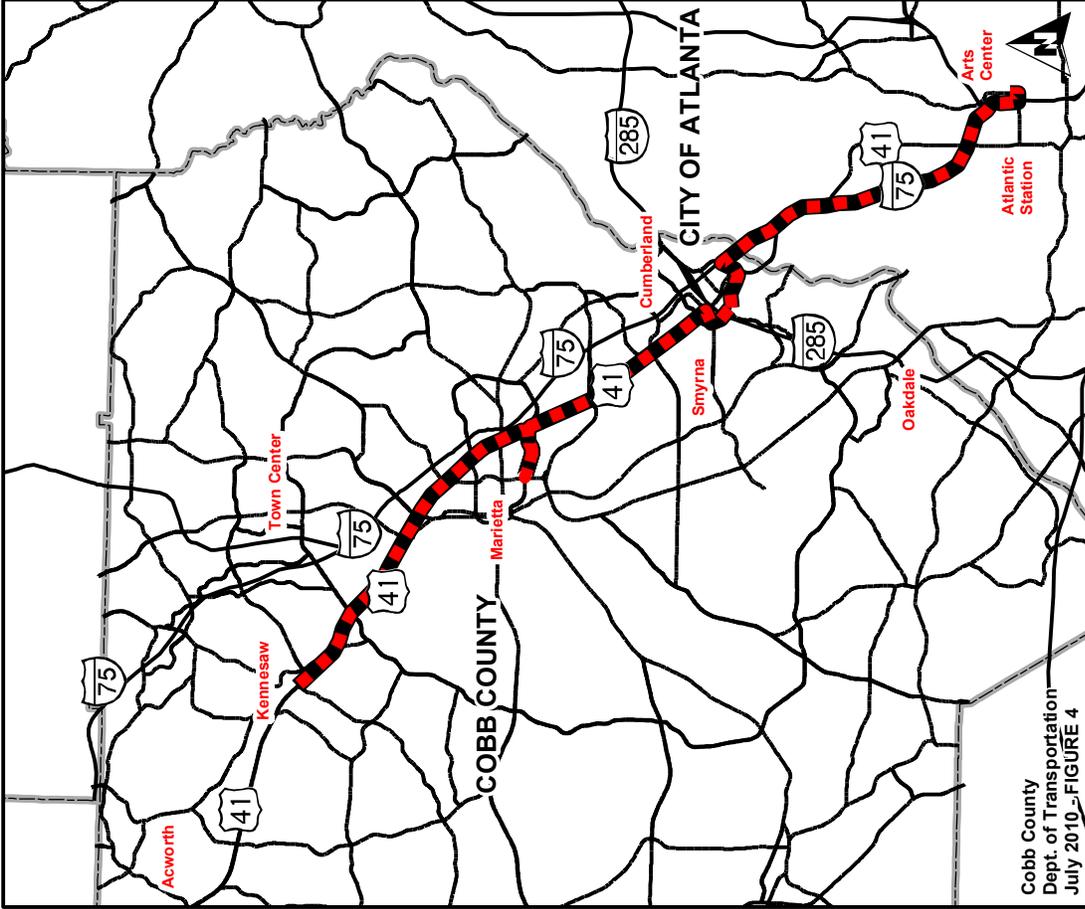
**ALTERNATIVE #2 - LRT (Town Center to Arts Center Station)**



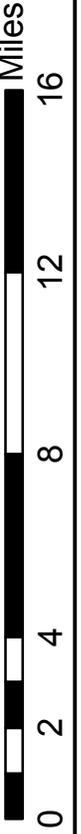
**ALTERNATIVE #1 - LRT (Acworth to Midtown Atlanta)**



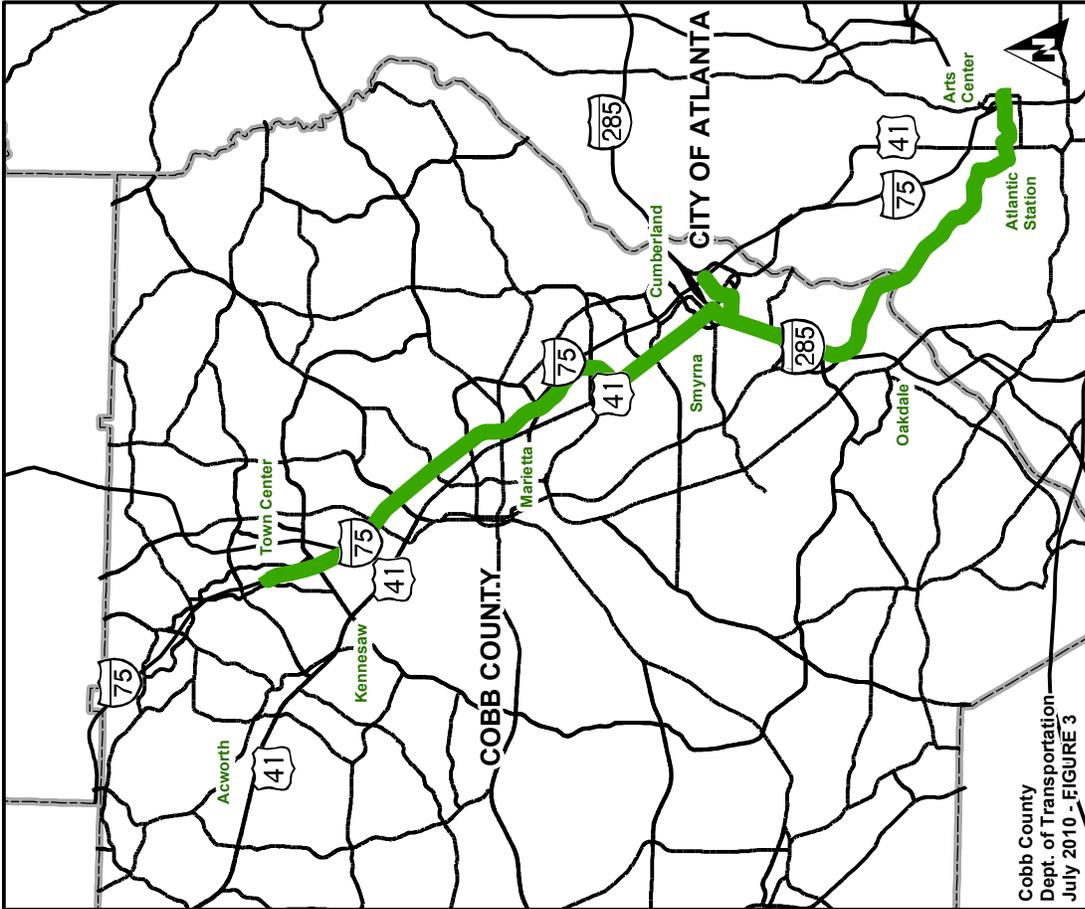
**ALTERNATIVE #4 - Busway (Kennesaw to Midtown Atlanta)**



SCALE



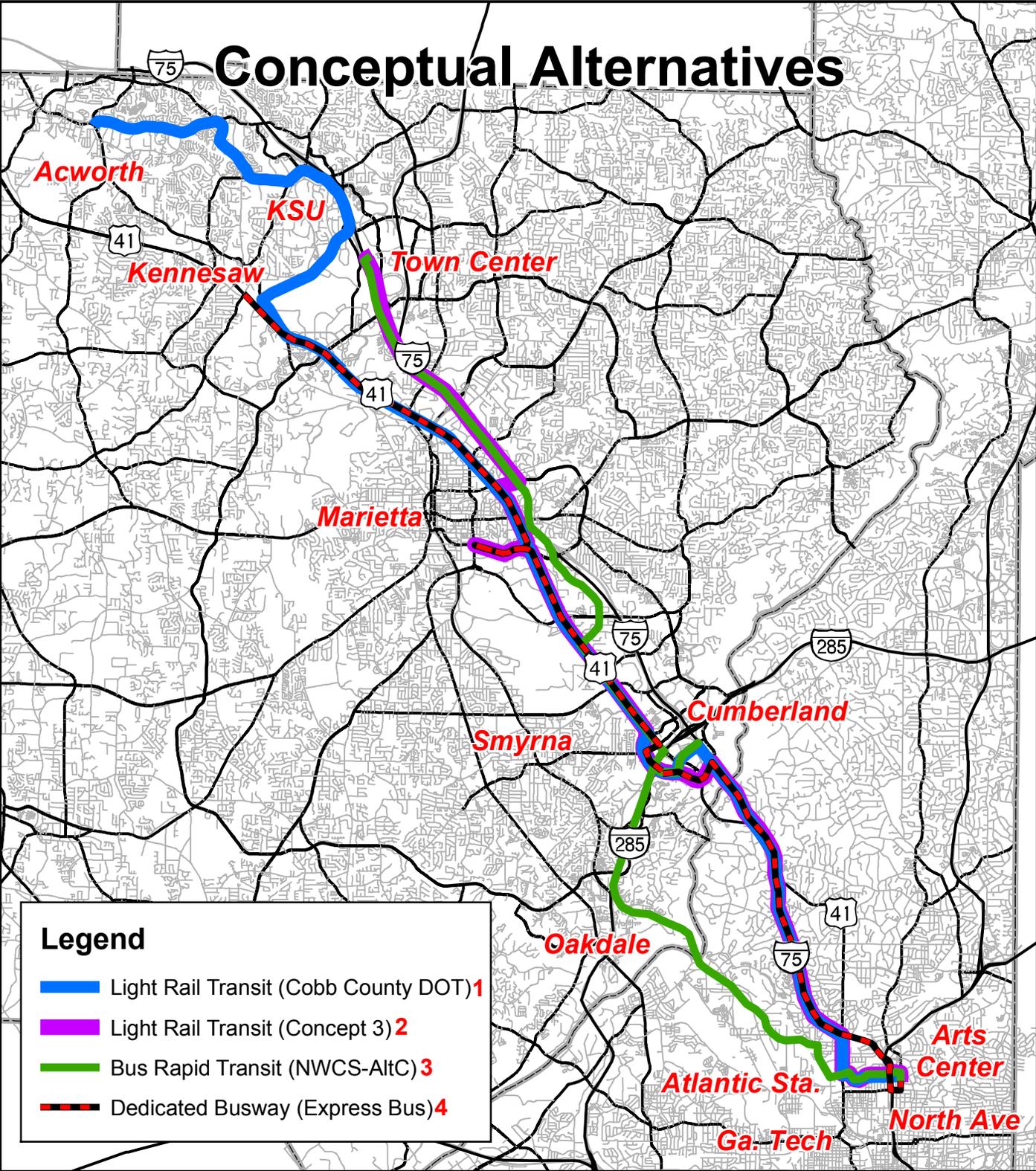
**ALTERNATIVE #3 - BRT (Town Center to Midtown Atlanta)**



SCALE



# ALTERNATIVES ANALYSIS - NW Corridor



### SCALE



Cobb County  
Dept. of Transportation  
July 2010 - FIGURE 5





ATLANTA REGIONAL COMMISSION

PLANNING • LEADERSHIP • RESULTS

July 12, 2010

The Honorable Ray LaHood  
Secretary, U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

The Atlanta Regional Commission (ARC) is aware of two applications being submitted for funding consideration under the Section 5339 Alternatives Analysis Discretionary Grant Program of the Federal Transit Administration (FTA):

- I-75 / US 41 Light Rail Transit Corridor in Cobb County
- I-85 Light Rail Transit Corridor in Gwinnett County

As the Metropolitan Planning Organization for an 18 county region, we support the efforts of Cobb County, Gwinnett County and all of our local and state implementation partners to pursue funding opportunities for projects with the potential to offer near-term mobility alternatives in congested corridors, while also providing a solid foundation for more sustainable long-term development patterns and inter-jurisdictional collaboration throughout our region. ARC believes that new transit services planned within the context of a regional vision and which build upon the existing regional rail system will be most effective in achieving these regional objectives.

Both of these projects lay within planned priority transit corridors and are consistent with the vision for regional transit, known as Concept 3, adopted by ARC in 2008. Over the next year, the Regional Transit Committee of ARC will be prioritizing proposed transit investments and determining the most appropriate funding mechanism for each as part of a major update to the Regional Transportation Plan.

ARC hereby confirms that the regional Unified Planning Work Program will be updated to include the Alternatives Analysis study of projects that meet regional objectives, should funding be awarded. Funding under this program will ensure that our region has a good selection of "shovel ready" and coordinated transit projects to take full advantage of potential federal, state, regional and local funding opportunities in the future. Several Community Improvement Districts along the two corridors are active funding partners on these applications. The Atlanta region is also currently developing a project list for a unique regional sales tax for consideration by voters in 2012. Regionally integrated light rail projects in the two corridors mentioned here are likely to be highly competitive for funding from these local sources, as well as the federal New Starts process, if they can be advanced into the Alternatives Analysis stage under this grant program.

Please let me know if you need additional information about Concept 3 or how these projects will be considered in the regional planning process. On behalf of the entire Atlanta region, thank you for the opportunity to request funding for these important corridors.

Sincerely,

A handwritten signature in blue ink that reads 'Jane D. Hayse'. The signature is written in a cursive style and is placed over a light green rectangular background.

Jane Hayse  
Chief, Transportation Planning Division



July 12, 2010

The Honorable Ray LaHood  
Secretary, U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

The Cumberland Community Improvement District (CID) is pleased to partner with Cobb County in applying for FTA's Section 5339 Alternatives Analysis Discretionary Grant Program. For more than 20 years our organization has partnered with Cobb County to improve mobility throughout the Cumberland area in northwest metro Atlanta. Our strong relationship with Cobb County Government's elected leadership and staff has been instrumental in bringing numerous transportation improvement projects, including roadways, pedestrian mobility, multi-use trails and streetscapes, to fruition.

The Cumberland CID is currently partnering with the County on two related efforts aimed at creating a framework for transit-oriented development (TOD) within the Cumberland area. One is a federal funding opportunity through the Partnership for Sustainable Communities initiative sponsored by HUD, USDOT and EPA (application in process). The other is a regional TOD/transit station location study that will be jointly funded by the Cumberland CID, Cobb County and the Atlanta Regional Commission. Both of these efforts will lay the framework for retrofitting the existing Cumberland area so that it can accommodate mass transit in the future.

The desire to have effective and efficient mass transit along the I-75/US 41 corridor is consistent with the Cumberland CID's vision for improved mobility and livability not only within the Cumberland area, but throughout Cobb County and the entire northwest corridor. We believe that this Alternatives Analysis study will help Cobb County, the Cumberland CID and other vested parties develop mass transit solutions that support sustainable land use patterns, reduce traffic congestion, and improve regional air quality as well as provide other quality of life benefits for Cobb County and metro Atlanta region.

We are looking forward to partnering with Cobb County on this very important project. Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Malaika Rivers', with a long, sweeping horizontal line extending to the right.

Malaika Rivers  
Executive Director



Office of the President

June 25, 2010

The Honorable Ray LaHood  
Secretary, U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Honorable Secretary LaHood:

I am writing on behalf of Kennesaw State University to express our support of Cobb County's continued efforts to evaluate viable transportation solutions for the Cobb County/Marietta/U.S. 41 area. For years, Kennesaw State University has had firsthand experience with the area's traffic congestion, which has affected our employees, our students, and the area's workforce. We have been working actively with Cobb County to seek viable alternatives to the current transportation systems.

Toward that end, please accept this letter in support of the grant application submitted by Cobb County and the Cumberland Community Improvement District for *FY 2010 Discretionary Livability Funding Opportunity: Alternatives Analysis Program through the Federal Transit Administration*. These funds are greatly needed to allow for a study on the viability of a Cobb County Transit/Rail Corridor along U.S. 41, extending from Acworth/Kennesaw through Town Center to Cumberland through to the MARTA Arts Center Station in downtown Atlanta. This study would provide critical information on the effectiveness of a rail system in bolstering the area's economic competitiveness through increased transportation choices, thus making jobs, education and quality of living more easily accessible to those inside and outside of the immediate area.

Kennesaw State University wholeheartedly supports Cobb County and the Cumberland CID in furthering its investment in the U.S. 41/I-75 Northwest Corridor through the Alternatives Analysis Program.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Daniel S. Papp".

Dr. Daniel S. Papp, Ph.D.  
President

DSP:pak



2424 Piedmont Rd. N.E.  
Atlanta, GA 30324-3330  
404-848-5000

July 7, 2010

Faye Q. DiMassimo, AICP  
Director  
Cobb County Department of Transportation  
1890 County Services Parkway  
Marietta, Georgia 30008-4014

**Re: NW Corridor High Capacity Transit Corridor - Request for Letter of Support - FY 2010 Discretionary Livability Funding Opportunity: Alternatives Analysis Program**

Dear Faye:

As the largest transit system in the greater Atlanta region and a Cobb County partner on the Atlanta Regional Commission's Regional Transit Committee (ARC/RTC), the Metropolitan Atlanta Rapid Transit Authority (MARTA) is pleased to support Cobb County's efforts to advance our region's adopted Concept 3 Transit Plan which includes high capacity transit service in the I-75/Northwest corridor. This corridor is one of the fastest growing in the greater Atlanta region and is an important contributor to the future economic competitiveness and continued growth and sustainability of our State and region.

While this corridor is not within MARTA's active service area, our region's overall Concept 3, regional transit vision plan has been endorsed by the MARTA Board of Directors. We all here in the Atlanta region are acutely aware of the criticality of expanding our transit infrastructure and developing a balanced transportation network in order to maintain our future mobility. Thus the direct connection of proposed system expansion corridors such as the I-75/Northwest, with MARTA's existing core regional transit infrastructure and services is a key to ensuring regional connectivity and optimizing our current public investment. In addition, this proposed alternatives analysis study will allow our region an opportunity to examine how we can most efficiently address issues such as the crossing of the Chattahoochee River in order to connect the Northwest corridor directly with the MARTA high capacity transit system and Central Atlanta.

The U.S. Department of Transportation's FY2010 Discretionary Livability Funding Initiative provides a current opportunity to accelerate project development and readiness for this important corridor. Hopefully, our region will be successful during this round of grants. We value our partnership and look forward to a continued strong working relationship as we all work to build a world class regional transit system.

Sincerely,

A handwritten signature in blue ink that reads "Beverly A. Scott".

Beverly A. Scott, Ph.D.  
General Manager/CEO

cc: Michael Tyler, MARTA Board Chair  
Luz Borrero, City of Atlanta  
Tom Weyandt, ARC  
Cheryl King, MARTA

ATTACHMENT A

DISTRICT BOARD TO SUPPORT COBB COUNTY AND THE CUMBERLAND CID IN A  
JOINT APPLICATION FOR THE FY2010 DISCRETIONARY LIVABILITY FUNDING  
OPPORTUNITY: ALTERNATIVES ANALYSIS PROGRAM

WHEREAS, Cobb County and the Cumberland Community Improvement District have joined together to submit an application for the FY 2010 Discretionary Livability Funding Opportunity: Alternatives Analysis Program through the Federal Transit Administration; and

WHEREAS, the proposal will focus on the Cobb County Transit/Rail Corridor extending from the Acworth/Kennesaw area through Town Center to Cumberland through to the MARTA Arts Center Station in downtown Atlanta; and

WHEREAS, the preliminary evaluation criteria include how an improvement would advance livability outcomes including providing more transportation choices, economic competitiveness, value, communities and neighborhoods; and

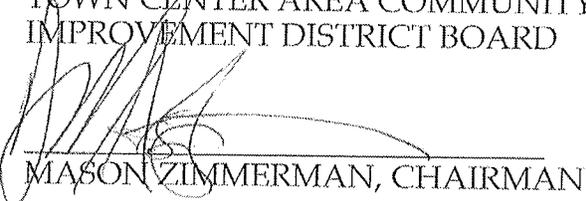
WHEREAS, the Town Center Area Community Improvement District has invested a great deal of private funds into the local infrastructure, planning and studies, therefore is fully aware of the need and value of connectivity to adjacent cities via regional transit and/or rail opportunities;

NOW, THEREFORE, BE IT RESOLVED that the Town Center Area Community Improvement District Board of Cobb County supports the effort of Cobb County and the Cumberland CID to further the advancement of transit investment in the US 41/I-75 Northwest Corridor through the Alternatives Analysis Program.

Approved this 22nd day of June, 2010

TOWN CENTER AREA COMMUNITY  
IMPROVEMENT DISTRICT BOARD

CERTIFIED BY:

  
MASON ZIMMERMAN, CHAIRMAN



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
REGION 4  
ATLANTA FEDERAL CENTER  
61 FORSYTH STREET  
ATLANTA, GEORGIA 30303-8960

JUL - 6 2010

Ms. Faye Q. DiMassimo  
Director  
Cobb County Department of Transportation  
1890 County Services Parkway  
Marietta, Georgia 30008-4014

Dear Ms. DiMassimo:

*Faye:*

Thank you for your June 23, 2010, e-mail concerning the development of rail transit in Cobb County, Georgia. In particular, you discussed the involvement of the U.S. Environmental Protection Agency (EPA) in support of a project to develop light rail transit (LRT) along a northwest corridor from the Cumberland Community Improvement District (CID) to the Town Center CID.

EPA has been involved in the planning and project development process related to the consideration of high capacity transit investments in this corridor since the initiation of the Northwest Connectivity Study by the Georgia Regional Transportation Authority (GRTA) in 2002. Beginning in 2004, this project was combined with the Georgia Department of Transportation I-75/I-575 Northwest Corridor Project (NWCP). The improvements collectively included the construction of high-occupancy vehicle lanes, truck-only lanes, bus rapid transit stations, park-and-ride facilities, and improved local and express bus service. A Draft Environmental Impact Statement (EIS) for this project was released in 2007. In our comments on the Draft EIS for the I-75/I-575 NWCP, EPA raised a number of concerns about the elimination of LRT alternatives from further consideration in the document with no additional information provided on the criteria used in making this decision. EPA recommended that LRT be reconsidered in the Final EIS.

We are pleased to see that the project described in your e-mail appears to reflect a revival of the LRT concept. EPA supports Cobb County in its efforts to develop LRT in this corridor and the collaborative efforts between Cumberland CID, Town Center CID, and other key employers and institutions involved with making this project a reality. Rail transit is inherently low-emitting and is preferred by many transit riders over other transportation modes. Expanding rail service to Cobb and Cherokee Counties could increase transit ridership, further alleviate the congestion in the I-75 corridor, and reduce emissions from vehicles that a rail option would remove from the road. A project of this design, including potential development and redevelopment opportunities in the corridor, embodies many of the livability principles necessary to create stronger, more sustainable communities.

ATTACHMENT A

While EPA supports this project on its own merits, we also recognize the importance of integrating this project with the overall transit plan for the Atlanta region. We recommend that this project continue to be planned to include interconnectivity with the existing Metropolitan Atlanta Rapid Transit Authority (MARTA) system as well as any new transit projects such as the Atlanta Beltline or the Revive 285 project. The LRT project is an important component of the larger Atlanta regional transit plan and therefore should include an extension to connect it with MARTA at the Arts Center Station or other appropriate station. The connectivity of this high capacity transit investment with MARTA should serve to maximize the long-term benefits of transit for this region to reduce our nation's dependence on foreign oil, improve air quality, and reduce greenhouse gas emissions.

We appreciate your desire to protect and preserve the environment and hope you find this information helpful. If we may be of further assistance, please contact Heinz Mueller at (404) 562-9611.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Stanley Meiburg', written in a cursive style.

A. Stanley Meiburg  
Acting Regional Administrator



CITY OF ATLANTA

55 TRINITY AVENUE, S.W  
ATLANTA, GEORGIA 30303-0300  
TEL (404) 330-6100

KASIM REED  
MAYOR

July 12, 2010

The Honorable Ray LaHood  
Secretary, U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

The City of Atlanta is pleased to support Cobb County in their effort to obtain funding for the study of light rail transit through FTA's Section 5339 Alternatives Analysis Discretionary Grant Program. The City of Atlanta is committed to working with its regional neighbors and partners in order to improve livability and quality of life throughout the Metropolitan Atlanta Region.

Cobb County's application, which focuses on the Northwest Corridor, seeks to identify an efficient and sustainable method of implementing mass transit in an area that connects Downtown Atlanta to Cobb's Cumberland Galleria and Town Center areas. These are three of the busiest activity centers in our region. The project is important to the metro region not only in terms of transportation and mobility, but also in terms of economic viability and competitiveness.

The implementation of a mass transit solution for this corridor provides the opportunity to reshape land use and development patterns, potentially redefining the future economy of the Region. The current Atlanta Regional Commission Regional Transportation Plan, Concept 3 (2008) regional transit plan, the Cobb County Comprehensive Transportation Plan (2008) and the City of Atlanta's "Connect Atlanta" Comprehensive Transportation Plan (2008), include high capacity/light rail investments in the Northwest Corridor.

As the chairman of ARC's Regional Transit Committee, and as a lead advocate for the passing of the long-awaited Transportation Reform Bill in the Georgia Legislature, I am committed to improving transportation and accessibility for the City and the Region.

Thank you for the opportunity to express our support for such important project.

Sincerely,

A handwritten signature in black ink, appearing to read "Kasim Reed".

Kasim Reed

Vance C. Smith, Jr., Commissioner



MENT A

**GEORGIA DEPARTMENT OF TRANSPORTATION**

One Georgia Center, 600 West Peachtree Street, NW  
Atlanta, Georgia 30308  
Telephone: 404-631-1000

August 20, 2010

The Honorable Ray LaHood  
Secretary, U.S. Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

We would like to offer our support for Cobb County's application for FTA's Section 5339 Alternatives Analysis Discretionary Grant Program. The Georgia Department of Transportation (GDOT) has long been a partner of county governments, having worked collaboratively throughout its history across jurisdictions and disciplines to achieve the best results for Georgia taxpayers.

The county's desire to have effective and efficient mass transit along the I-75/US41 corridor will complement Georgia DOT's Northwest Corridor Project, which is a managed lane project along I-75 and I-575 that will provide guaranteed trip times and will benefit Cobb County's existing transit services. We believe that the Alternatives Analysis study will help Cobb County and other vested stakeholders in that area further develop mass transit solutions that improve regional air quality, and provide other quality of life benefits for Cobb County and the metro Atlanta region.

We value our partnership with Cobb County and salute their visionary efforts. Therefore, we encourage and support the United States Department of Transportation's selection of Cobb County's locally preferred alternative (LPA) corridor improvement project for federal funds and assistance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Todd Long", is written over a faint, larger signature.

Todd I. Long, P.E., PTOE  
Director of Planning

TIL:vg

c: Angela Alexander, State Transportation Planning Administrator

ATTACHMENT A  
**United States Senate**

WASHINGTON, DC 20510

August 27, 2010

The Honorable Ray LaHood  
Secretary  
Department of Transportation  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Dear Secretary LaHood:

We are writing in support of Cobb County, Georgia's application for the Federal Transit Administration's Fiscal Year 2010 Discretionary Livability Funding Opportunity: Alternatives Analysis Program in the amount of \$1,725,000.

The purpose of this project is to develop a locally preferred alternative (LPA) corridor improvement project for the Northwest Atlanta Corridor beginning in Cobb County extending into the city of Atlanta, and connecting to the Metropolitan Atlanta Rapid Transportation Authority (MARTA) regional bus and rail system. The major corridors that will be focused on are the U.S. 41 / I-75 corridors. The corridor is located within Cobb County, and serves as the primary arterial north-south link in the metropolitan Atlanta area.

Metropolitan Atlanta like many other metropolitan areas across the country faces issues of long commutes, displacement of green fields and lack of access to affordable housing close to jobs. In addition, air quality and high water/energy consumption are also challenges in this region.

Many of the conditions mentioned above have impacted the area identified for the study, which is known as the Northwest Corridor. The Northwest Corridor is anchored by two of the region's largest activity centers and includes two State Universities, a major US Air Force Reserve base, two U.S. National Parks, a historic Civil War battlefield and numerous enclaves of residential development. US Highway 41 and Interstate 75 are the two primary routes that link the area back to downtown Atlanta to the south, and to Chattanooga, Tennessee and points beyond to the north.

The ultimate objective of this study is to select an alternative (transit technology plus routing alignment) that is cost effective, will provide the best service to the greatest number of people, spur economic development / redevelopment, strengthen adjacent communities and will attract the amount of ridership necessary to make it a strong competitor for Federal Transit Authority New Starts funding.

We would appreciate your review of the application consistent with your existing guidelines and policies for this funding. We would also appreciate your department keeping us informed of any awards made under this funding title. If you have any questions about our support for this project, please do not hesitate to contact Katy McEver or Michael Quiello of Senator Isakson's staff or Theresa Milligan or Tyler Stephens of Senator Chambliss' staff. Thank you in advance for your consideration.

Sincerely,



Johnny Isakson  
United States Senator



Saxby Chambliss  
United States Senator

ATTACHMENT A  
**Congress of the United States**  
**Washington, DC 20515**

August 10, 2010

Mr. Peter Rogoff  
Administrator  
Federal Transit Administration  
U.S. Department of Transportation  
East Building  
1200 New Jersey Avenue, SE  
Washington, DC 20590

Re: FY 2010 Discretionary Livability Funding Opportunity: Alternatives Analysis  
Program

Dear Mr. Rogoff:

Cobb County, GA recently submitted a grant application for the FY 2010 Discretionary Livability Funding Opportunity: Alternatives Analysis Program. According to the County's application, the purpose of this project is to develop a locally preferred alternative (LPA) corridor improvement project for the Northwest Atlanta Corridor beginning in Cobb County, GA extending into the City of Atlanta, and connecting to the Metropolitan Atlanta Rapid Transportation Authority (MARTA) regional bus and rail system. The major corridors that will be focused on are the U.S. 41 / I-75 corridors. The corridor is located within Cobb County, and serves as the primary arterial north-south link in the metropolitan Atlanta area.

Metropolitan Atlanta, Georgia, like many other metropolitan areas across the country, was built in an automobile-dependant, sprawling land use pattern fueled by highway construction, cheap energy, and housing policies favoring large lot development. The region faces issues of long commutes, displacement of green fields, poor jobs to housing balance, lack of access to affordable housing close to jobs, poor air quality, high water/energy consumption and limited transportation choices. The recent economic downturn has contributed to increased vacancies of commercial/retail space, challenges to affordable housing, redevelopment, economy and jobs.

Many of the conditions mentioned above have impacted the area identified for the study, which is known as the Northwest Corridor. The Northwest Corridor is anchored by two of the region's largest activity centers and includes two State Universities, a major US Air Force Reserve base, two US National Parks; a historic Civil War battlefield and numerous enclaves of residential development. US Highway 41 and Interstate 75 are the two primary routes that link the area back to downtown Atlanta to the south, and to Chattanooga, Tennessee and points beyond to the north.

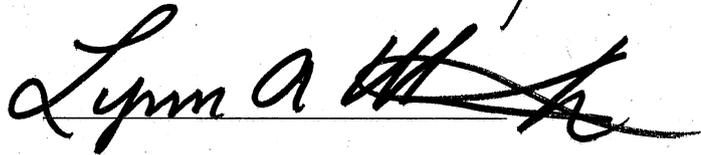
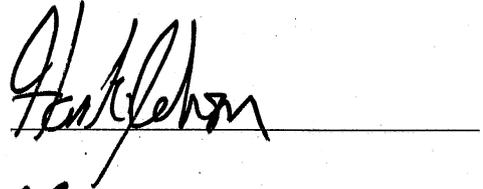
The ultimate objective of this study is to select an alternative (transit technology plus routing alignment) that is cost effective, will provide the best service to the greatest number of people, spur economic development /redevelopment, strengthen adjacent communities and will

ATTACHMENT A

attract the amount of ridership necessary to make it a strong competitor for FTA New Starts funding.

Given the transit needs of Cobb County, GA and the Northwest Corridor, we urge you to give priority consideration to the County's application to develop a locally preferred alternative corridor improvement project.

Sincerely,



CC: Yvette Taylor, FTA Region 4 Administrator

**Cobb County Government  
Disadvantaged Business Enterprise (DBE) program**

**I. POLICY STATEMENT**

Cobb County Government has established a Disadvantaged Business Enterprise (DBE) program in accordance with regulations of the U.S. Department of Transportation (USDOT), 49 CFR Part 26. Cobb County has received Federal financial assistance from the USDOT, and as a condition of receiving this assistance, has signed an assurance that it will comply with 49 CFR Part 26.

It is the policy of Cobb County to ensure that DBEs as defined in Part 26, have an equal opportunity to receive and participate in USDOT-assisted contracts. It is also the County's policy:

- To ensure nondiscrimination in the award and administration of USDOT – assisted contracts;
- To create a level playing field on which DBEs can compete fairly for USDOT-assisted contracts;
- To ensure that the DBE Program is narrowly tailored in accordance with applicable law;
- To ensure that only firms that fully meet 49 CFR Part 26 eligibility standards are permitted to participate as DBEs;
- To help remove barriers to the participation of DBEs in USDOT assisted contracts; and
- To assist the development of firms that can compete successfully in the market place outside the DBE Program.

Laraine Vance has been delegated as the DBE Liaison Officer and is responsible for implementing all aspects of the DBE program. Implementation of the DBE program is accorded the same priority as compliance with all other legal obligations incurred by Cobb County in its financial assistance agreements with the USDOT.

The Cobb County Department of Transportation (CDOT) is the lead agency for implementing the USDOT DBE Program for the County. As the lead agency, CDOT will disseminate this policy statement to the Cobb County Board of Commissioners, and throughout the organization, as well as to DBE and non-DBE business communities that perform work for the County on USDOT-assisted contracts. This will include the Georgia Highway Contractors Association, the National Association of Minority Contractors-Atlanta Chapter, the African American Chamber of Commerce, the Cobb County Chamber of Commerce, the Hispanic Chamber of Commerce, the Atlanta Business League, the Georgia Minority Supplier Development Council and others as identified.

Additionally, the policy statement will be placed in the Marietta Daily Journal, Cobb County's legal organ, as a legal notice.

  
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Samuel S. Olens  
Chairman, Board of Commissioners  
**Disadvantaged Business Plan**

8/10/04  
Date

[www.cobbcounty.org](http://www.cobbcounty.org)



Cobb County...Expect the Best

**APPROVED**  
PER MINUTES OF  
COBB COUNTY  
BOARD OF COMMISSIONERS

7/27/04