



2025

ANNUAL REPORT





Stuff-A-Bus

2301

 COBBLINC

PLEASE USE RESPONSIBLY & FOR THE CONVENIENCE
AND SAFETY OF YOUR PASSENGERS
THIS IS NOT A WHEELCHAIR



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COBBLINC OVERVIEW



DREW RAESSLER
DOT Agency Director

CobbLinc's work in 2025 has culminated in our agency implementing critical investments and service initiatives that put the needs of our riders first and continue our positive momentum in addressing our county's evolving mobility needs.

I am excited to share this report on our activities in 2025 that represent CobbLinc's commitment to maximizing service within Cobb County and operating a transit network that can deliver reliable service, easier connectivity, and greater accessibility. CobbLinc's momentum has been on display this past year with partnerships with Kennesaw State University, Atlanta-Region Transit Link Authority (ATL) and other regional transit partners.

MISSION

CobbLinc's mission is to provide safe, reliable, and accessible multi-modal transportation that connects Cobb County residents to jobs, services, and opportunities, fostering community well-being, economic growth, and regional connectivity.

OBJECTIVES

- **Safety & Reliability:** Ensuring dependable transit is a core focus, with a strong commitment to maintaining high standards while continuously improving the safety of our CobbLinc customers.
- **Connectivity:** Linking key areas within Cobb County and connecting to MARTA rail for seamless travel throughout metro Atlanta.
- **Accessibility:** Providing vital services to diverse populations, including low-income areas, and offering options like paratransit.
- **Innovation:** Implementing new solutions, such as the on-demand CobbLinc Go microtransit in South Cobb, to improve rider experience and coverage.
- **Community Focus:** Going beyond routes to build community connections, supporting local events, and assisting commuters.

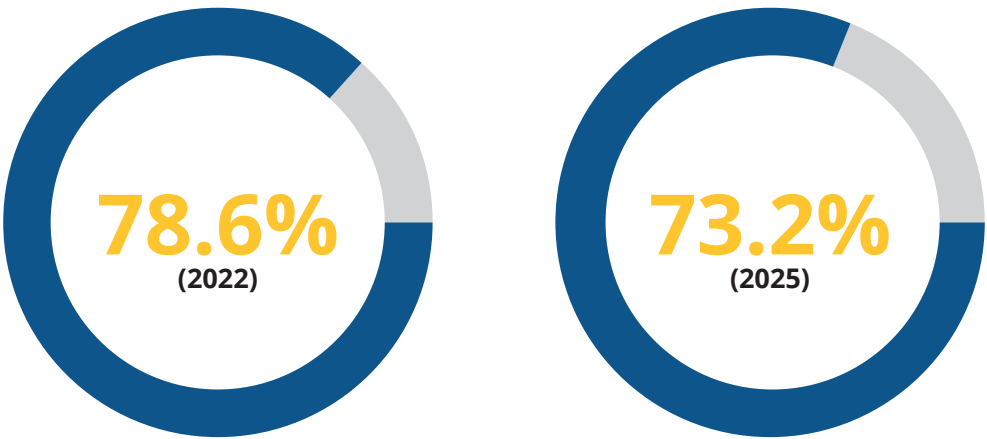


BY THE NUMBERS

SYSTEMWIDE REVENUE COLLECTION:

\$1.82M → **\$2.97M**
(2022) (2025)

ON TIME PERFORMANCE:



RIDERSHIP:

	2022	2025
 LOCAL	1,572,469	1,907,078
 PARATRANSIT	53,950	54,913
 MICROTRANSIT	0 (did not start until 10-29-2025)	27,508
 FLEX	7,683 (in operation until 10-28-2025)	—
 TOTALS	1,634,102	1,989,499

OPERATION UPDATES

○ **Launch of MyStop App:**

This real-time bus tracking application takes the guesswork out of bus arrival times. Each bus stop features a unique ID number. Riders simply enter this number into the app to get instant, accurate arrival data.

○ **Launch of Bus Advertising Services:**

Cobb County awarded an exclusive, multi-year contract to manage and sell advertising across the CobbLinc transit system. This new agreement is revenue-generating, providing a guaranteed \$200,000 annually to support our community's transit needs.

○ **KSU Student Fare Program:**

Our partnership with Kennesaw State University (KSU) increases transportation access and options directly for students. This program helps them travel efficiently to and from the KSU campuses, as well as surrounding areas throughout Cobb County.

○ **MLB All Star Shuttle:**

We provided a dedicated, complimentary MLB All-Star Shuttle service from July 11 to July 15 to support the 2025 MLB All-Star Game events at Truist Park and The Battery Atlanta.

○ **Security Guards & Security Cameras:**

Unarmed security guards are now stationed at the Marietta Transfer Center and Cumberland Transfer Center, along with upgraded video surveillance to ensure a safe environment for all passengers and guests.

○ **Stuff a Bus Campaign:**

Our annual holiday partnership with Cobb Christmas helps ensure families throughout Cobb County experience a joyful holiday season. We decorate CobbLinc buses as "Santa's sleigh" and make stops at various local businesses. Together with our amazing community, we collect toys and clothes for over 1,500 children ages 3 to 13.

○ **Completion of CAD/AVL System Upgrades:**

Our enhanced Computer-Aided Dispatch and Automated Vehicle Location (CAD/AVL) system lets commuters track the CobbLinc fleet in real time through our mobile app. This upgrade also sharpens our data collection for better decision making, ensures federal compliance, and provides accurate, timely information for our riders.

HIGHLIGHTS



SERVICE CHANGES

In 2025, CobbLinc streamlined routes 100, 101, 102, and the Green Circulator. Through an exciting, cost-saving partnership with the Atlanta-Region Transit Link Authority (ATL), we adjusted the 484 Xpress route to maintain vital commuter service levels across our Cobb County community.



SHIFT TOWARD MICROTRANSIT & ON DEMAND SERVICE

CobbLinc Go! is transforming our community transit. We replaced our point-to-point Flex Service with this convenient, curb-to-curb microtransit option. It provides accessible, Uber-style rides at a fraction of the cost. Thanks to its incredible success in South Cobb, we are excited to expand this service to the Acworth/Kennesaw area in 2026.



Federal Transit
Administration

AWARDED COMPETITIVE FUNDING

In partnership with the Cumberland CID, Cobb County received an incredible \$6.6 million federal grant from the Federal Transit Administration's Low- or No- Emission grant program to launch the nation's first autonomous transit project.



In 2025, we also received support from State of Georgia's Transit Trust Fund, which is managed by the Georgia Department of Transportation (GDOT) and the ATL. This support included a generous \$3.84 million contribution toward a \$4.8 million, two-year pilot project for the Acworth/Kennesaw microtransit zone.



TRANSIT ADVISORY BOARD



The Transit Advisory Board consists of 15 members, with each of the five members of the Cobb County Board of Commissioners appointing three advisory board members. The board regularly reviews CobbLinc operations and performance data, offering recommendations on the following:

- Plans and actions to acquire, develop, construct, complete, own, operate, and maintain a public transit system.
- Routes, hours, frequency of operation, and fares, rates, fees, tolls, or charges of the transit system.
- Acquisition, holding, use, sale, lease, or disposition of real and personal property.
- Contracts or agreements with public or private corporations, individuals, the U.S. government, the State of Georgia, cities, or other governmental units, authorities, or political subdivisions.



MICROTRANSIT FIRST YEAR RECAP



Cobb County in partnership with Via, launched **CobbLinc Go**, the County's first microtransit program, in October of 2024. Launching as a two year pilot in South Cobb, this on-demand, app-based service expanded curb to curb coverage for riders within the program footprint. This pilot consolidated three former FLEX zones into one large 22-square-mile service area covering Austell, Powder Springs, and southwestern Marietta. Rides were maintained at a fixed cost of \$2.50, consistent with standard CobbLinc bus fares.

FIRST YEAR SERVICE HIGHLIGHTS

(October 2024 – October 2025)



High User Satisfaction:

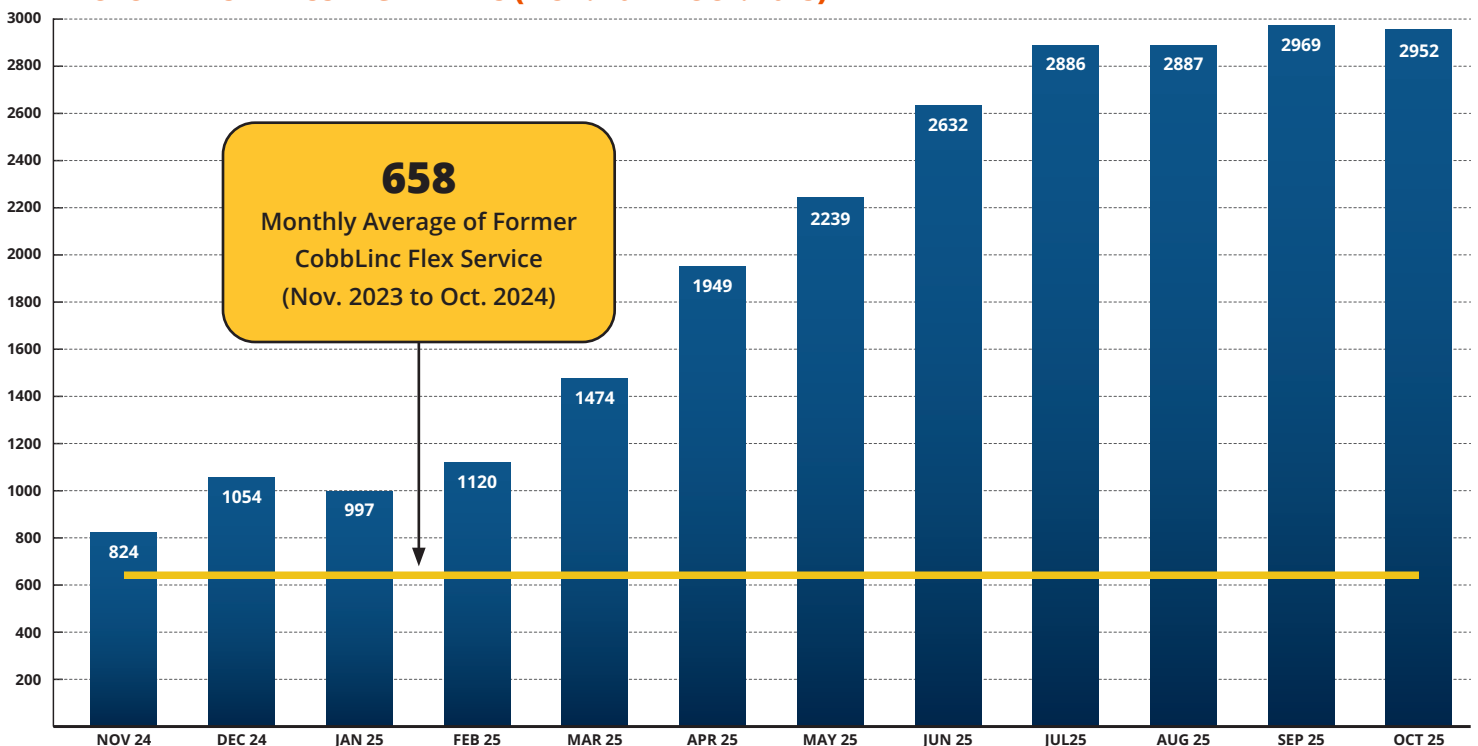
During its initial months, the service received an average rider rating of 4.8 out of 5 stars.

Low Wait Times:

The average wait time is 17 minutes, with the most common pickup destinations being gyms and fitness centers, childcare and K-12 schools, grocery stores and residential areas.



MICROTRANSIT PASSENGER TRIPS (NOV. 2024 - OCT. 2025)





SYSTEM MAP

CobbLinc.com
770.427.4444

LOCAL ROUTES



CIRCULATOR ROUTE

Circulator
BLUE

T TRANSFER CENTER

MARIETTA TRANSFER CENTER
800 S. Marietta Parkway, Marietta 30060
+ Park and Ride Lot



CUMBERLAND TRANSFER CENTER
2996 Cumberland Blvd, Atlanta 30339

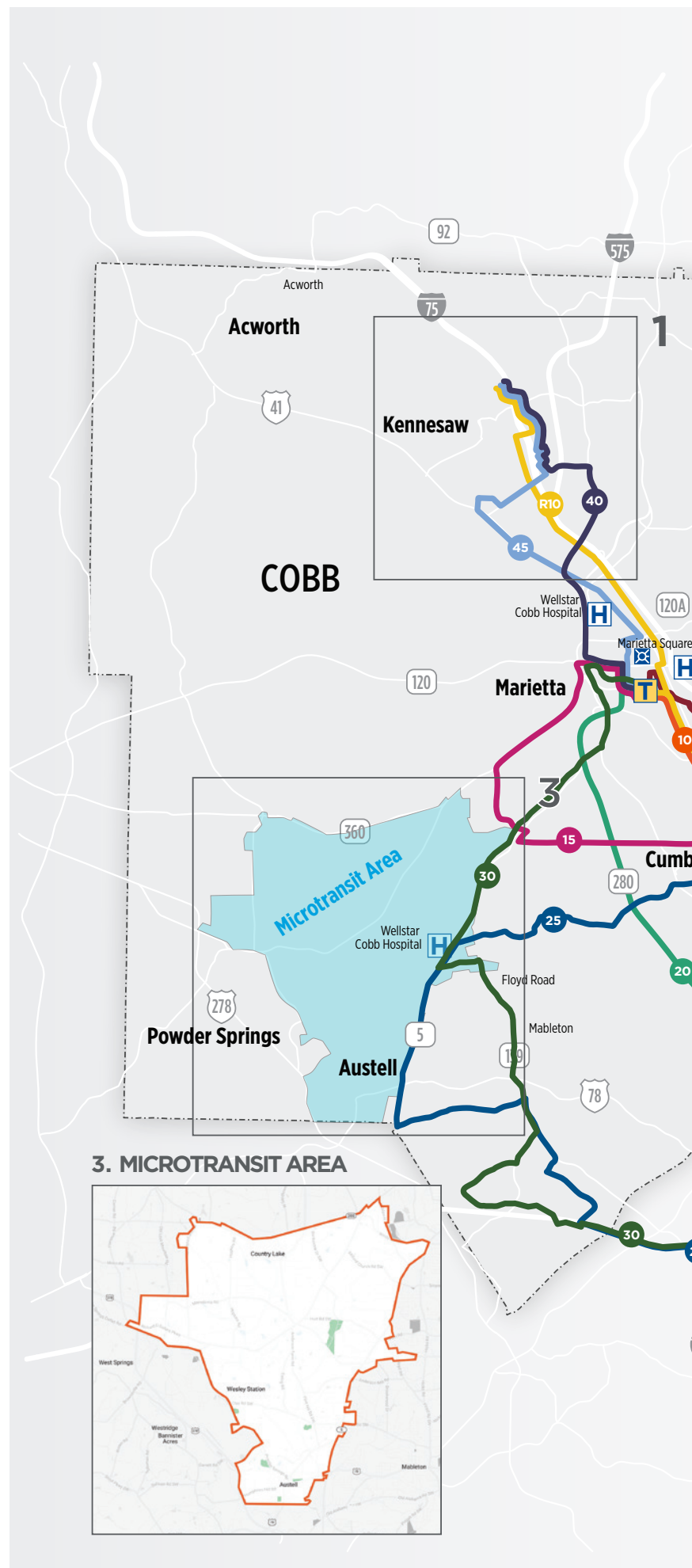


P PARK & RIDE LOT

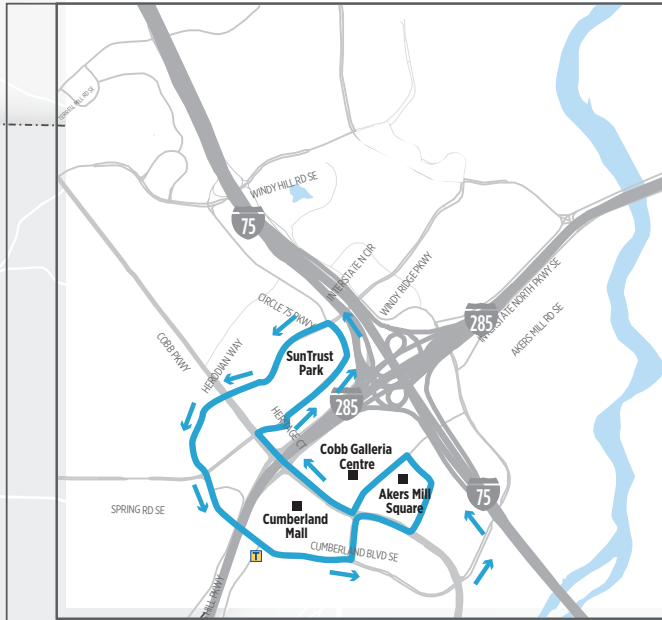
H HOSPITAL

MARIETTA SQUARE

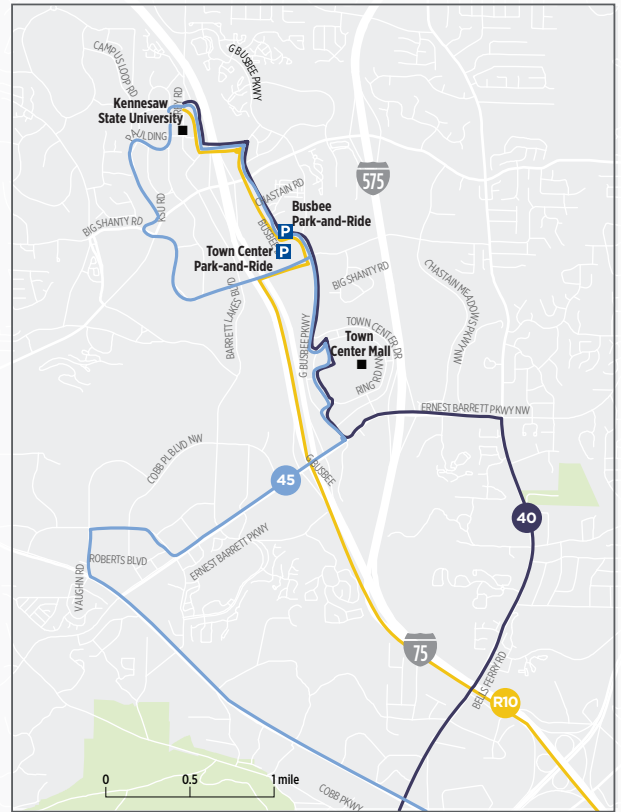
MARTA RAIL STATION



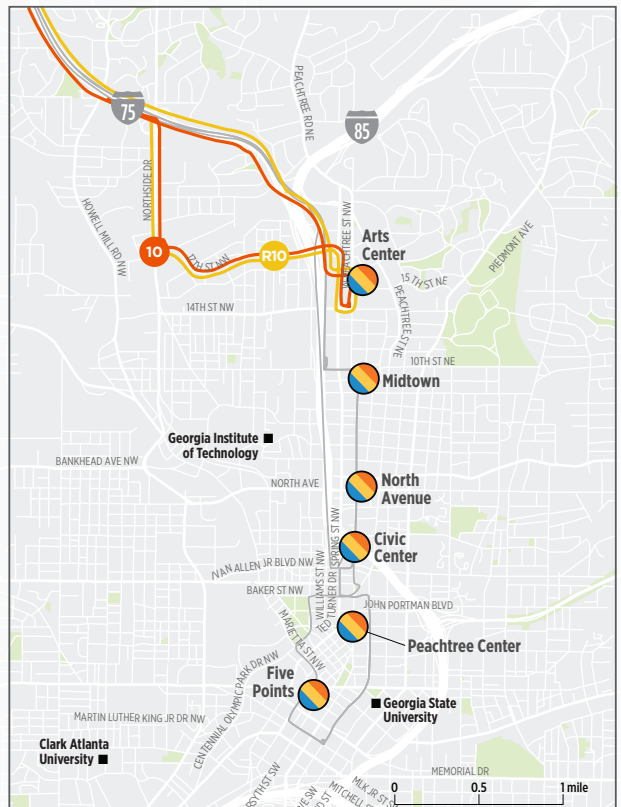
CIRCULATOR ROUTE



1. KENNESAW



2. ATLANTA



Children's Healthcare at Cobb

Overland

Emory Hospital

Hamilton E. Holmes

FULTON

Atlanta



0 1 2 miles

KENNESAW STATE UNIVERSITY PARTNERSHIP



KENNESAW STATE
UNIVERSITY

In a move aimed at enhancing student transportation, CobbLinc has partnered with Kennesaw State University to offer free bus rides for students in possession of a valid student ID.

This partnership is shaping up to give students hassle-free access to both KSU campuses and the surrounding areas in and around Cobb County.

RIDERSHIP: **19,656**
(June-December)



OUTREACH AND ENGAGEMENT HIGHLIGHTS



Shain Eversley



Morgan Simmons-Gibson

CONFERENCE PRESENTATIONS

In 2025, CobbLinc served as a knowledgeable partner across the region, sharing insights and best practices through partnerships, conferences, and outreach events. These efforts helped build stronger connections, fostered community engagement, and supported greater mobility for the entire region.

Travel Training

- Lassiter High School – March 5
- Senior Council – September 12
- Campbell High School – November 7

Outreach Efforts

- Senior Services Annual Expo – April 23
- KSU Extreme Student Involvement Fair – August 20–21
- Hickory Hill Elementary School Career Day – September 14

Presentations

- Georgia Planning Association (GPA) Conference Presentation – *Funding our Transit Futures* – March 13
- Microtransit Presentation for Regional Technology Committee at ATL Board Meeting – October 2
- Atlanta News First's *Future of Transit* Town Hall – October 7
- Georgia Transit Association (GTA) Conference – November 19–21
 - Microtransit Update
 - Transit Capital Projects



