



What was it:

The annual gift of CobbRides and the Town Center CID . . . consisted of a fleet of six 15 passenger vans operating specific routes in the Town Center area.

When:

It began on Monday following Thanksgiving and ended December 22nd. The *Holiday Zipper* operated Monday through Friday from 11:00 am to 2:30 pm.

Where:

The six to eight routes had stops at the TownPark and Town Point office parks, the Chastain Meadow offices, the Summit buildings, Aaron Rents, Nationwide Credit, AT&T, TSYS, and other local employers.

Purpose:

To facilitate movement throughout the CobbRides area during the Holidays, to familiarize riders with ridesharing, and to show the need for a midday circulator to ease traffic congestion on Barrett Parkway and Chastain Road. Highest traffic count is during the midday - the intersection of Cobb Place Blvd. and Barrett Parkway has a midday count of 45,990 vehicles per hour.

Why a midday circulator?

Most people must commute into the Town Center area because of the lack of public transit. Once they are there, the *Holiday Zipper* provided a way for them to move around other than in their own vehicle. It also established an environment to encourage ridesharing by carpooling or vanpooling.

Is there a fare to ride?

No, the Holiday Zipper was free to all Town Center area employees.

Who is funding the project?

The project is a public private partnership funded by the Town Center Area Community Improvement District and its Transportation Management Association, CobbRides.

Why the name *Zipper*?

A *Zipper* is a solution, it is fast, convenient and accessible!

How many employees are there in the Town Center area?

Employees - 34,000

KSU Enrollment - 18,000

KSU Continuing Ed - 28,000