

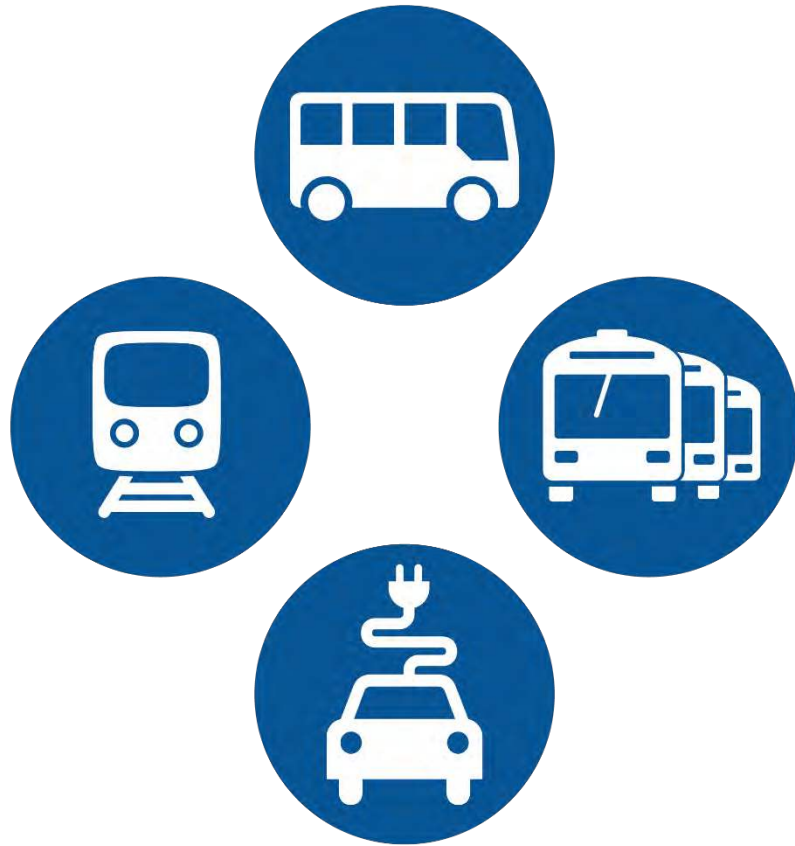


GDOT Statewide Transit Plan

Georgia Planning Association Annual Conference

October 3, 2019

Agenda



- Project Purpose and Overview
- Existing Conditions
- Public and Stakeholder Engagement
- Transit Needs Assessment
- Performance Measures
- Upcoming Activities
- Q&A

Mentimeter Icebreaker

GPA represents multiple types of planning organizations! What type of organization do you represent?

Mentimeter Icebreaker

How did you get here today?

Mentimeter Icebreaker

How often do you ride transit?

Mentimeter Icebreaker

What would make you ride transit more often?

Mentimeter Icebreaker

How do you envision transit in Georgia in 2050?

GDOT Statewide Transit Plan

What:

- Identify needs and opportunities
- Incorporate local and MPO plans
- Recommend implementation strategies to address unmet needs

Why:

- Support GDOT's multimodal SWTP/SSTP
- Ensure an efficient and effective Transit Program
- Ensure all Georgians have access to public transit
- Optimize Georgia's multimodal network

Focus Areas:



Evaluate Service Coverage



Future Focused and Innovative



Quantify Unmet Needs



Coordination with Other Statewide & Local Plans

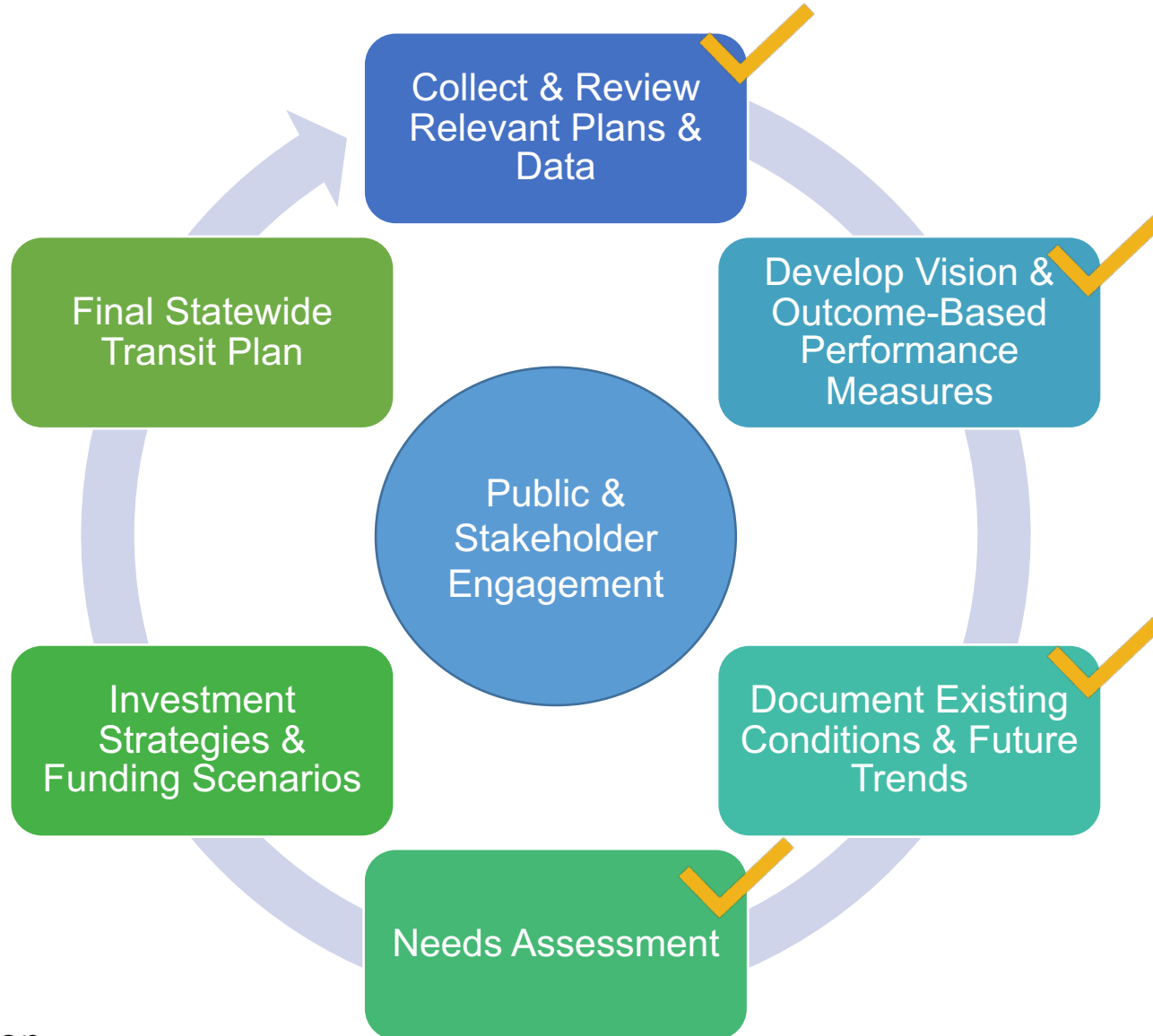


Robust Public and Agency Engagement



Intercity Transit

Study Process



 Denotes majority completion

Project Team



Project Team

Project Leadership



Leigh Ann Trainer
Transit Program Manager



Kaycee Mertz
Rail and Transit Planning
Manager



Brian Smart
SWTRP Project Team
Project Manager



Daniel Walls
SWTRP Project Team
Deputy Project Manager

Project Staff



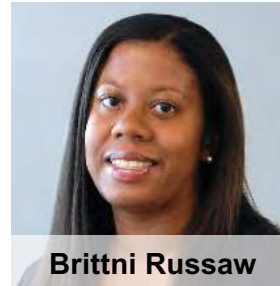
Ryan Walker



Ansley Grantham



JaQuitta Williams



Brittini Russaw



Sinan Sinharoy



Will Butler



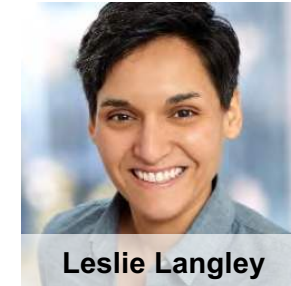
Anna Shoji



Marla Jones



Ryan Ellis



Leslie Langley



Caleb Stubbs

Statewide Steering Committee (SSC)

SSC Membership:

- ACCG
- DCA
- DCH
- DHS
- FHWA
- FTA
- GAMPO
- GARC
- GDEcD
- GDOT
- GMA
- GTA

The SSC consists of agencies that have a stake in transit and have a statewide purview. The SSC's role is to:

- Assist in the development of a statewide transit vision
- Provide a statewide perspective
- Review and monitor strategic direction of the project

Technical Advisory Committee (TAC)

TAC Membership:

- Public Transit Providers (Urban, Rural, Intercity)
- Regional Commissions
- MPOs and the ATL
- The VA, DBHDD, ADA Coordinator
- Education, Workforce, and Economic Development Stakeholders

The TAC consists of transit providers and agencies that have a direct role in delivering or planning for transit at the local and regional level. The TAC's role is to:

- Provide insight to the daily challenges, needs and trends as it relates to transit service in Georgia
- Inform the recommendations of the SWTRP
- Provide insights on planning and prioritization efforts at the local and regional levels

Input has also been solicited from additional stakeholders, public interest organizations, and community advocacy groups

Vision Statement

“Improve the quality of life and economic opportunities for all Georgians by supporting an innovative, connected, reliable, and accessible multimodal public transportation network.”

GOALS

1. Provide a safe and sustainable transit network
2. Optimize public transit programs to best meet public transit systems' and travelers' needs
3. Ensure public transit coverage across the state to support mobility and access for all
4. Connect rural transit to regional and urban centers
5. Leverage technology and innovation to support public transit ridership and performance measures

Overview of Public Transit in Georgia

Public Transit in Georgia – New Service

Outside Metro Atlanta:

- New demand response service in Carroll County
- Planned future fixed-route service in Brunswick
- Planned regionally coordinated demand response service in South Georgia

13-County ATL Authority and GRTA Service Area:

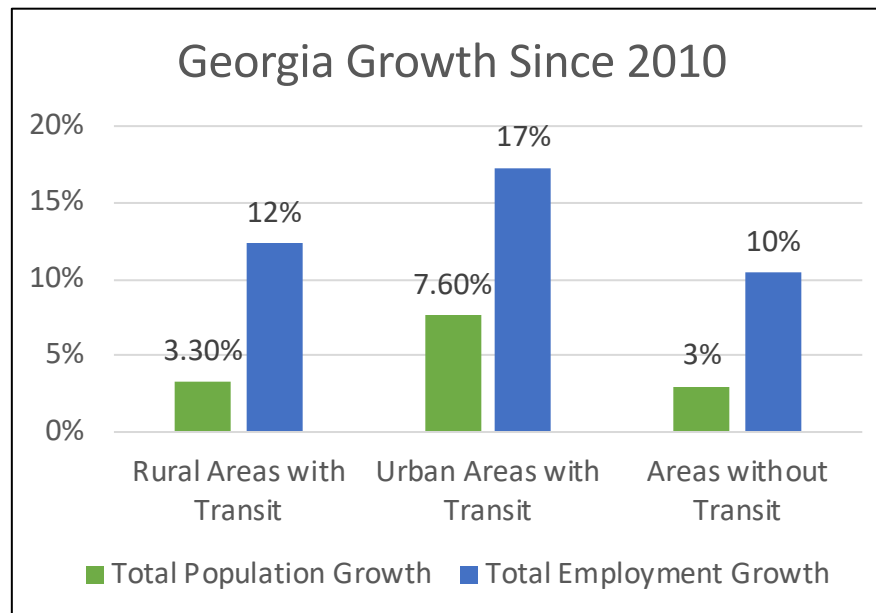
- Newest fixed-route providers: ConnectDouglas, and Henry County Transit



Importance of Public Transit in Georgia

Public Transit supports Georgia's communities by:

- Improving access to healthcare and social services
- Improving access to education and employment opportunities
- Lowering personal transportation costs
- Attracting new employers and strengthening regional economic competitiveness



Sources: GDOT, NTD, US Census, and Governor's Office of Planning and Budget

Georgia's elderly population is projected to increase 175% by 2050, passing 4.2 million statewide

Source: Governor's Office of Planning and Budget

Over a 20-year period, every \$1 billion invested in transit results in \$3.7 billion in additional gross domestic product

Source: APTA - Economic Impact of Public Transportation Investment

Existing Conditions Analysis

Focus Areas and Data Sources

Focus Areas	Data Sources
State and Local Plan Review	GDOT, Regional Commissions, MPOs, Counties, Transit Providers
Population Trends and Impacts to Transit	GDOT, National Transit Database, US Census Bureau, and Governor's Office of Planning and Budget, Georgia Tech
Trip Types, Travel Patterns, Travel Demand	Transit Providers, GDOT-GA Tech Research Partnership, GDOT Travel Demand Model
Transit System Operational Data	National Transit Database, GDOT, Transit Providers
Transit Coverage	GDOT, Transit Providers
Emerging Technologies	GDOT, FTA, National Research

Planning Document Review

2040
Statewide
Transportation
Plan/Strategic
Transportation
Plan

State
Rail Plan

Local &
Regional Plans

GDOT/
Georgia Tech
Economic
Impact
Study

GDOT Public
Transportation
Agency Safety
Plan/Transit Asset
Management
Plan

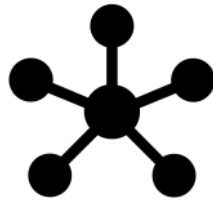
Transit
System
Plans

Planning Document Review

Common themes found in **statewide plans, transit development plans, MPO long range transportation plans, regional commission plans and county comprehensive plans** throughout Georgia:



Connecting to jobs
and healthcare



Coordinating
regionally for greater
connectivity



Enhancing awareness
of existing transit
service



Improving access and
mobility for elderly and
underserved
populations



Exploring new sources
to meet funding needs



Coordinating land use,
future development,
and transportation



Exploring
opportunities to
partner with private
companies (e.g. ride-
hailing services)



Supporting commuter
or intercity transit
service to meet
demand



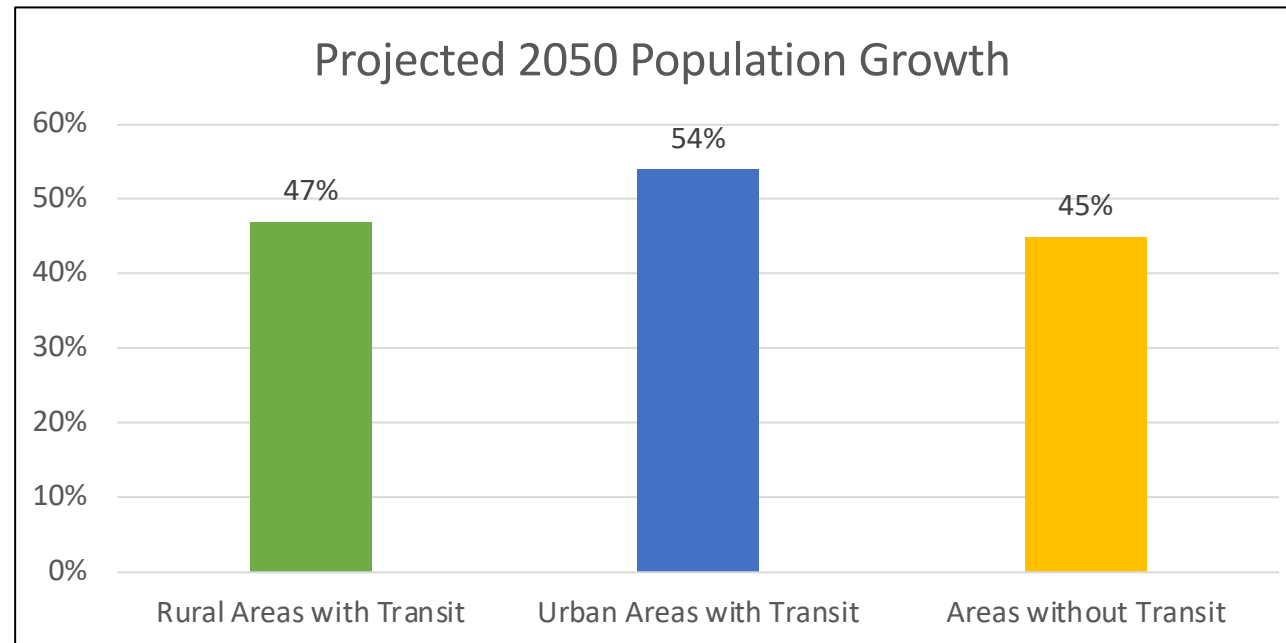
Expanding local bus
or rail service to meet
demand



Promoting safe
pedestrian and bike
access at bus stops
and facilities

Existing Conditions

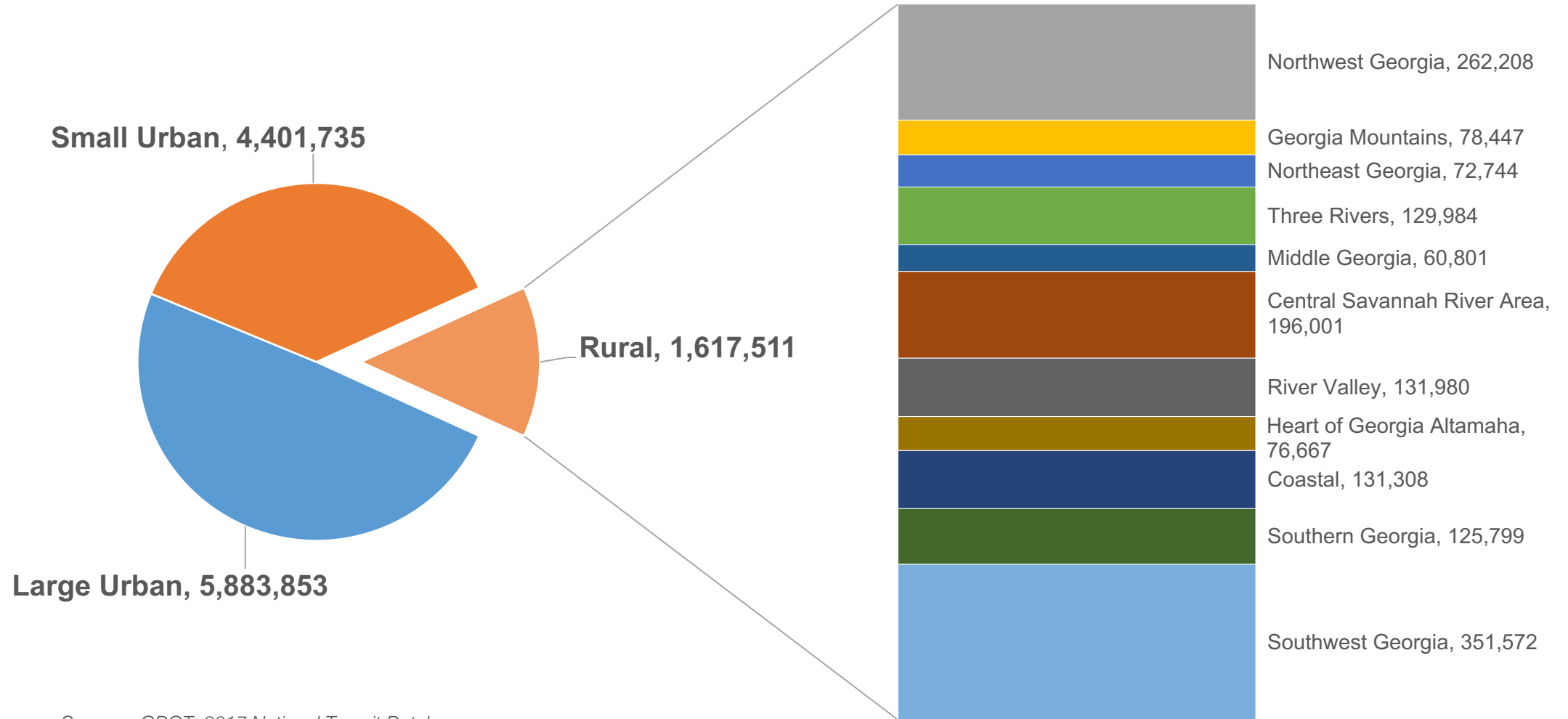
- Georgia currently has **80 Rural transit systems** and **17 Urban transit systems**
- Outside metro Atlanta, 79.8 percent of the population and 71.8 percent of the state is served by public transit
- Since 2015, Georgia's Rural transit trips have declined by 3.1 percent. Nationally, Rural transit trips have declined by 2.6 percent



Sources: GDOT, NTD, US Census, and Governor's Office of Planning and Budget

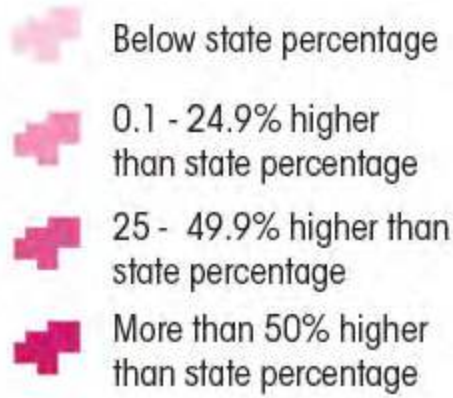
Existing Conditions – Transit Service

Passenger Trips Outside of the Atlanta Area – 11.9 million in 2017

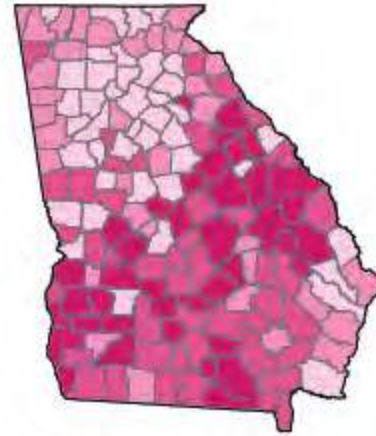


Sources: GDOT, 2017 National Transit Database

Existing Conditions - Socioeconomic Analysis



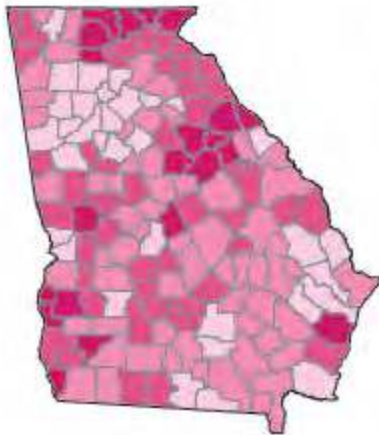
Minority



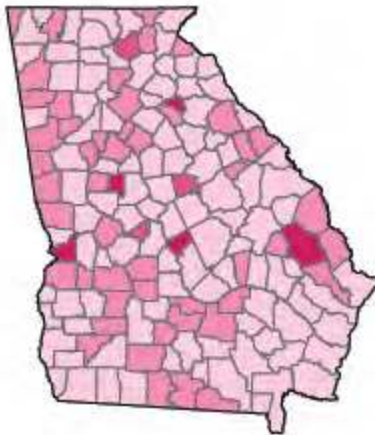
Low Income



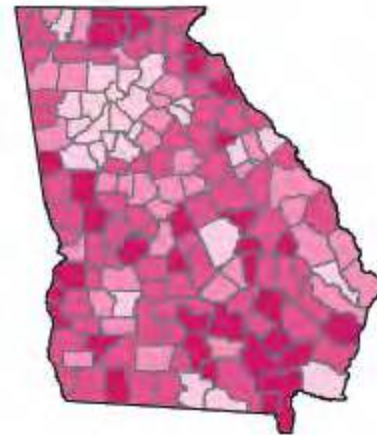
Limited English Proficiency



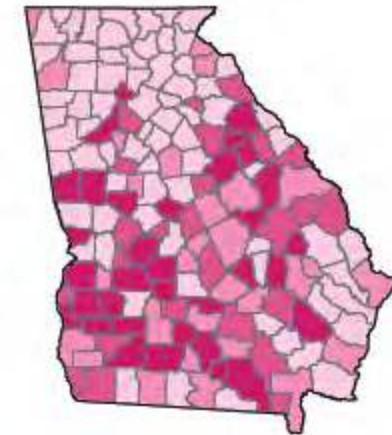
Elderly



Youth



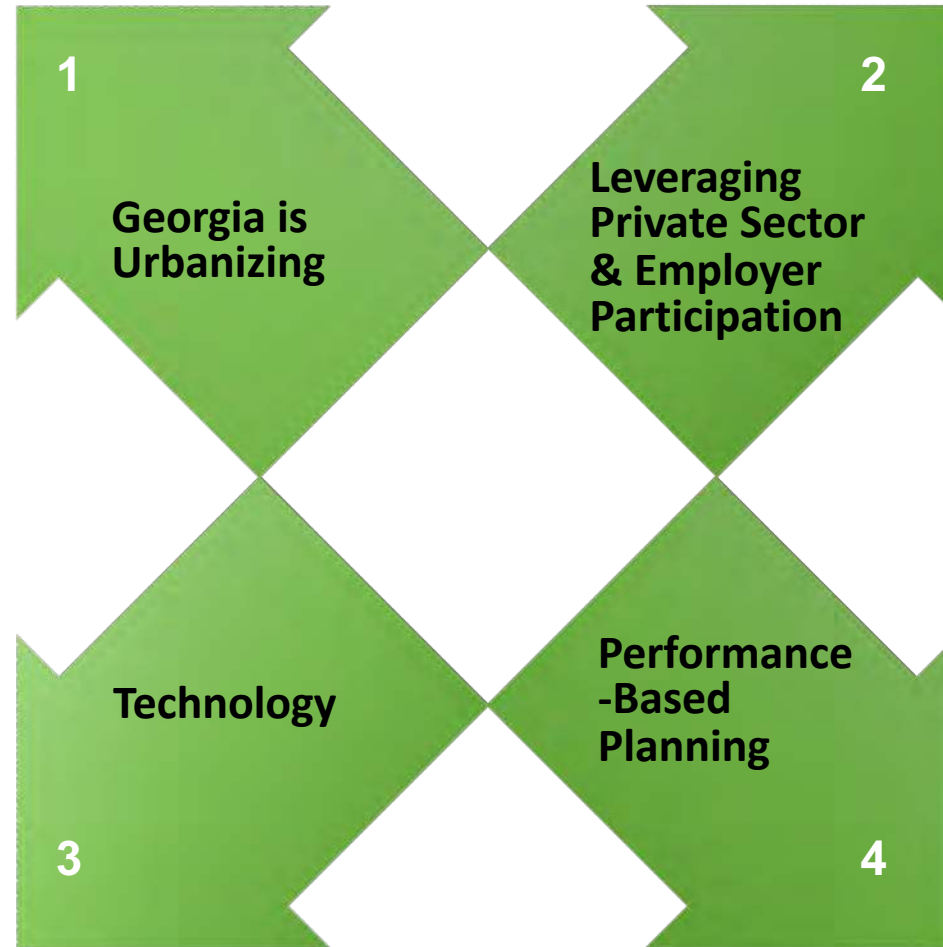
Disabled



Zero-Car

Trends, Opportunities & Challenges

As communities grow, new challenges and opportunities arise



Some rural and urban areas of the state already have private shuttle services for workforce connections

Rapid advances in technology are changing the face of transportation in Georgia

Performance-driven, outcome-based approach to transportation planning required by USDOT

Public and Stakeholder Engagement

Public Engagement Activities

Public Engagement



- Project website
- Flyers
- Fact sheets
- Survey

Targeted Outreach



- EJ / LEP Communities
- Aging populations
- Advocacy groups
- Non-profit organizations

Public Information Open Houses



- Will seek input on plan recommendations
- Will hold three public meetings across the State



Public Survey

June 18 - August 16

Objectives:

- Needs and priorities of public transit users
- Rider experiences
- Issues and barriers to using public transit

Methods:

- Paper Survey
- Online Survey
 - Available in 4 different languages
- Targeted Outreach
 - Social media advertising & partnerships
 - Traditional media coverage
 - Partnered with local advocacy groups
 - Media kits

Responses:

- 2,971 completed surveys
- 126 Counties
- Collected 800+ emails for project updates

Help GDOT plan for the future
of transit in Georgia.

Your input is needed!

www.GDOTtransitsurvey.org



#iam2050

Public Survey – Web Version



Georgia Department of Transportation
June 18 · 🌐

How do you travel through Georgia? Whether you travel by bus, train, ferry, in your car, or on your feet, GDOT wants to hear from you! Help shape the future of public transit by taking a short survey here <http://bit.ly/2wqmElq>

#GAtransit #gdottransitsurvey #iam2050

credit: Coastal Regional Coaches

Georgia Department of Transportation
Government Organization

810 57 Comments 113 Shares

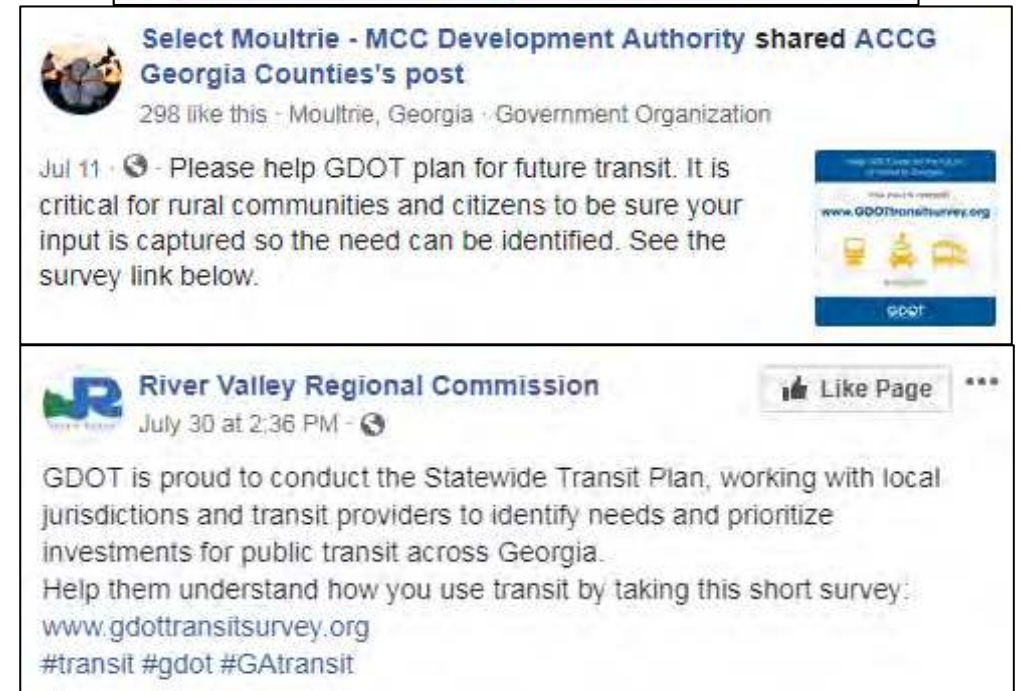
- Targeted Facebook Ads
- 92,818 people reached
- Media Kit for SSC & TAC
- Press Release



Partnership for Southern Equity
@PSEquityMatters

Follow

@GAdeptofTrans is conducting a the Statewide Transit Plan to identify needs and prioritize investments for public transit across Georgia. Help them understand your transit priorities by taking this short survey: gdottransitsurvey.org. #iam2050



Select Moultrie - MCC Development Authority shared ACGG Georgia Counties's post

298 like this · Moultrie, Georgia · Government Organization

Jul 11 · 🌐 - Please help GDOT plan for future transit. It is critical for rural communities and citizens to be sure your input is captured so the need can be identified. See the survey link below.

www.gdottransitsurvey.org

River Valley Regional Commission

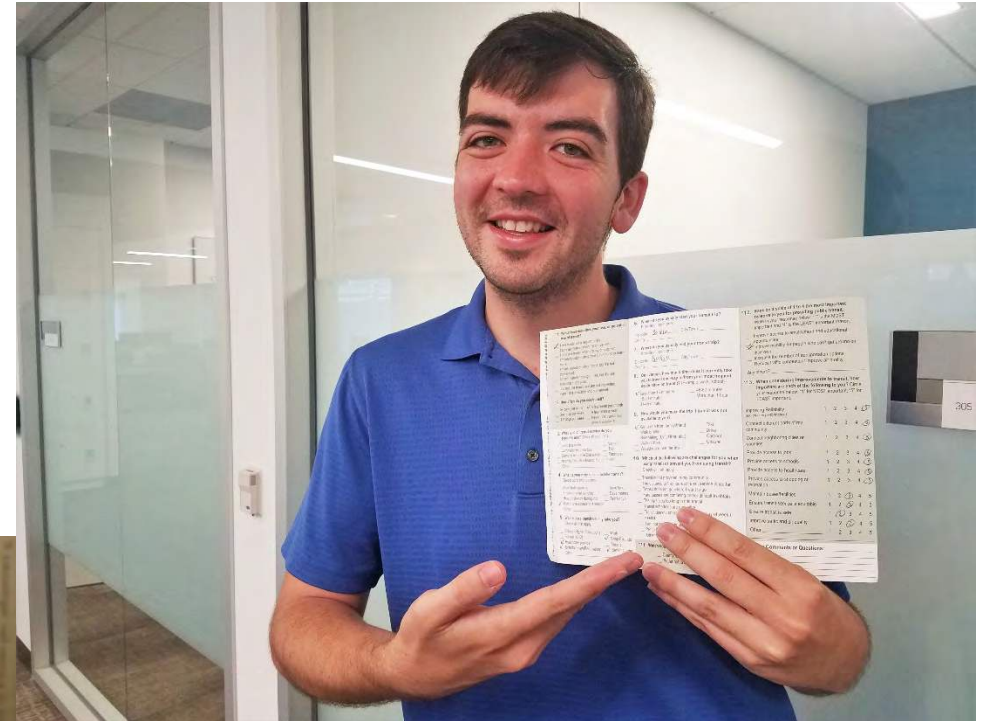
July 30 at 2:36 PM · 🌐

GDOT is proud to conduct the Statewide Transit Plan, working with local jurisdictions and transit providers to identify needs and prioritize investments for public transit across Georgia. Help them understand how you use transit by taking this short survey: www.gdottransitsurvey.org #transit #gdot #GAtransit

- Partner communication assistance

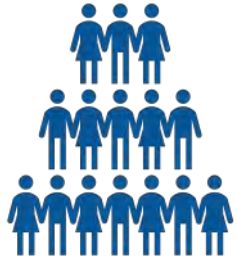
Public Survey – Paper Version

- Printed & Shipped to all Rural Providers outside ATL
- Posters & Flyers
- Prepaid Return Postage



Public Survey Responses

Initial Survey Highlights:



Over **2,900 responses** from across Georgia participated online and through paper surveys



Outside of Metro Atlanta **48.4% of respondents are “interested in using transit** but it’s not convenient nor available in their area or need to learn more”



Improving access to employment and educational opportunities identified as the most important reason to provide Transit service



“Ensuring Transit is safe” identified as the most important consideration for Transit improvements

Transit Provider Questionnaire

Objectives:

- Identify needs at the local provider level
- Identify destinations or routes in high demand
- Identify travel needs that cross jurisdictional boundaries
- Identify issues and challenges to providing public transit
- Identify local or regional planning efforts



Initial Highlights:

Top 3: State of Good Repair Needs

- Purchase of new vehicles
- Regular maintenance schedules
- More highly trained mechanics

Top 3: Technologies Providers are Considering

- Wifi on vehicles or at stops
- Partnerships with ride-hailing, scooter and/or bike share companies,
- Smartphone app/website for transit passes or booking a trip

Outreach Activities to Date



Statewide Steering Committee (SSC)

Kick-Off & Visioning Session: May



Technical Advisory Committee (TAC)

Virtual Meeting & Follow up: June

Provider Questionnaire: July

Interviews: August - September

Focus Groups: August – September

- ✓ Rural Providers
- ✓ Urban Providers
- ✓ Regional Transit Planning
- ✓ Technology
- ✓ Counties not Served by Transit
- ✓ Transit Equity and Community Advisory Group

Other Activities

- ✓ Public Survey
- ✓ Project Website & Social Media Presence
- ✓ ATL/ARC Transit Operators Group
- ✓ GTA 2018 – Project Introduction
 - GPA 2019 – Project Update
 - GARC – Project Update
 - GAMPO - Project Update
 - GTA 2019 – Draft Recommendations

TAC – Focus Groups



Counties without Public Transit



Transit Equity & Community Advisory



Transit Technology

Community and Stakeholder Feedback

Regional/cross jurisdictional transit service needed for healthcare, education, and employment trips

01

Service hours and schedules do not support all job roles; impacting workforce access and economic development



02

Transportation Network Companies do not currently service all geographies; drivers not trained to meet the needs of all riders

04



Rider Experience & Information:
Transit availability, trip planning,
fare structure, and etc.

03

Transit Needs Assessment

Needs Assessment

Objectives:

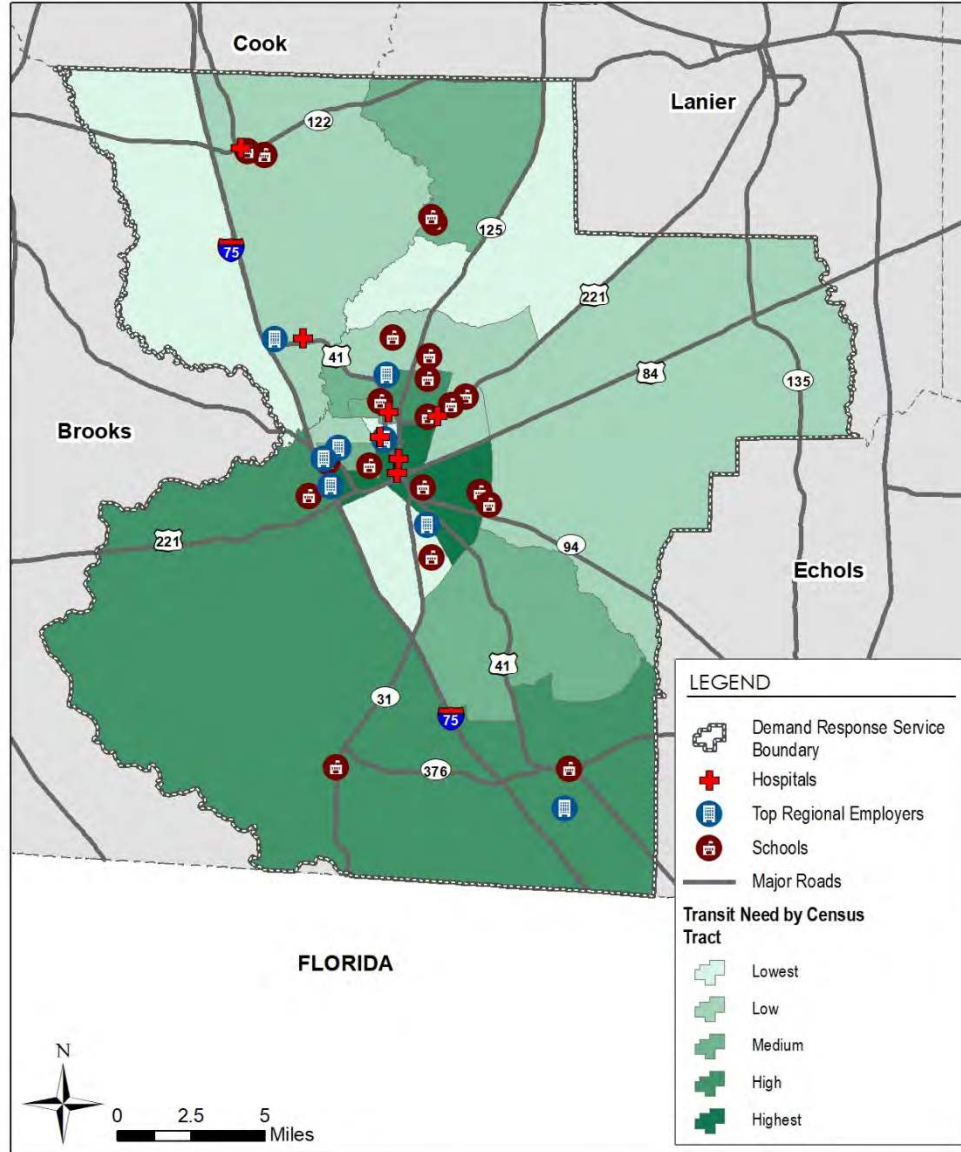
- Document local, regional, and statewide public transit needs
- Estimate cost and recommend strategies to meet needs

Inputs:

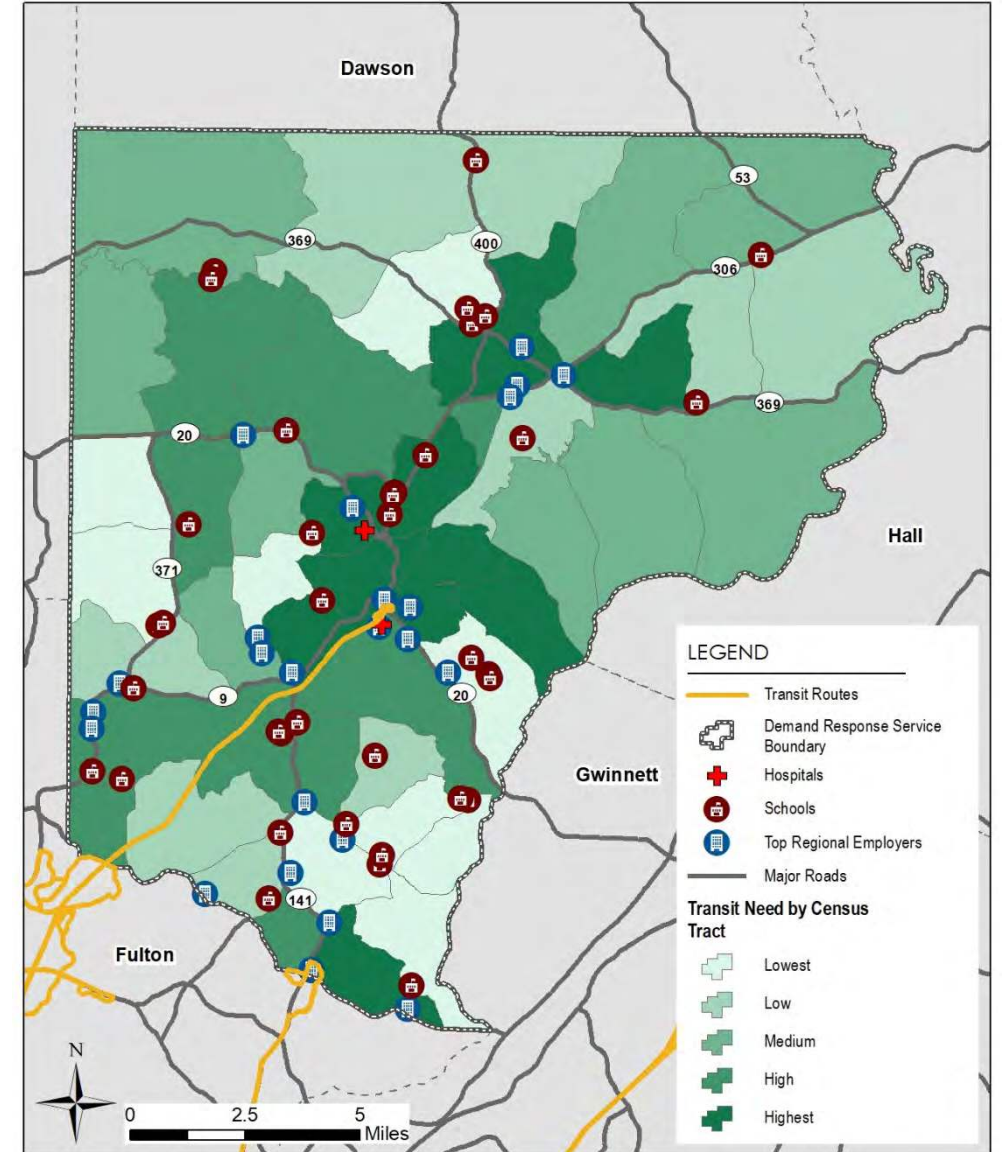
- Local plans and TDPs
- Public survey
- Provider questionnaire
- Stakeholder interviews
- TAC focus groups
- Transit Cooperative Research Program (TCRP) Report 161: need and demand forecasting methodology (ACS data)

Outputs:

- Locally identified needs
- Areas of highest transit demand
- Identified activity centers (employers, education, health centers)
- Quantified regional and statewide needs



Transit Propensity per Capita by Census Tract in Lowndes County Transit Service Area (Summer 2019)



Transit Propensity per Capita by Census Tract in Forsyth County Dial-A-Ride Service Area (Summer 2019)

Performance Measures

Example Performance Measures

<p><u>Goal</u> Provide a safe and sustainable public transit network</p>	<p><u>Goal</u> Leverage technology & innovation to support public transit ridership and performance</p>	<p><u>Goal</u> Optimize public transit programs to best meet public transit systems' and travelers' needs</p>
<p>Objective Reduce transit-related safety incidents and injuries</p>	<p>Objective Increase awareness and visibility of public transit services available</p>	<p>Objective Support and maintain regional operations and assets to deliver transit efficiently</p>
<p>Measurement Number of injuries involving transit vehicles per 100,000 transit vehicle miles</p>	<p>Measurement Percentage of operators with an app</p>	<p>Measurement Number of counties part of a regional or multi-county system</p>
<p>Source National Transit Database</p>	<p>Source Transit Operator</p>	<p>Source Transit Operator</p>

Upcoming Activities

Transit System Profiles

5311 AGENCY NAME
Secondary (if applies)

SERVICE CHARACTERISTICS

Service Area:
Service Area Size (sqmi):
Service Type:
Advance Notice Needed:

OPERATING TIME

Days Per Week



Service Hours



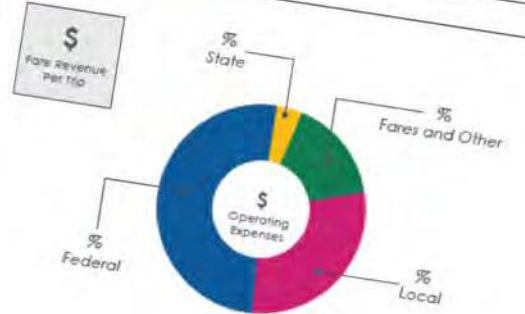
For More Information:

(800) 424-3000
www.

Service Area Population

Population: Service Area Statewide
 Population Density (per sqmi):
 Median Household Income:
 Median Age:
 Minority:
 Below Poverty Level:
 Without Vehicle Access:
 Household Smartphone Access:

Funding



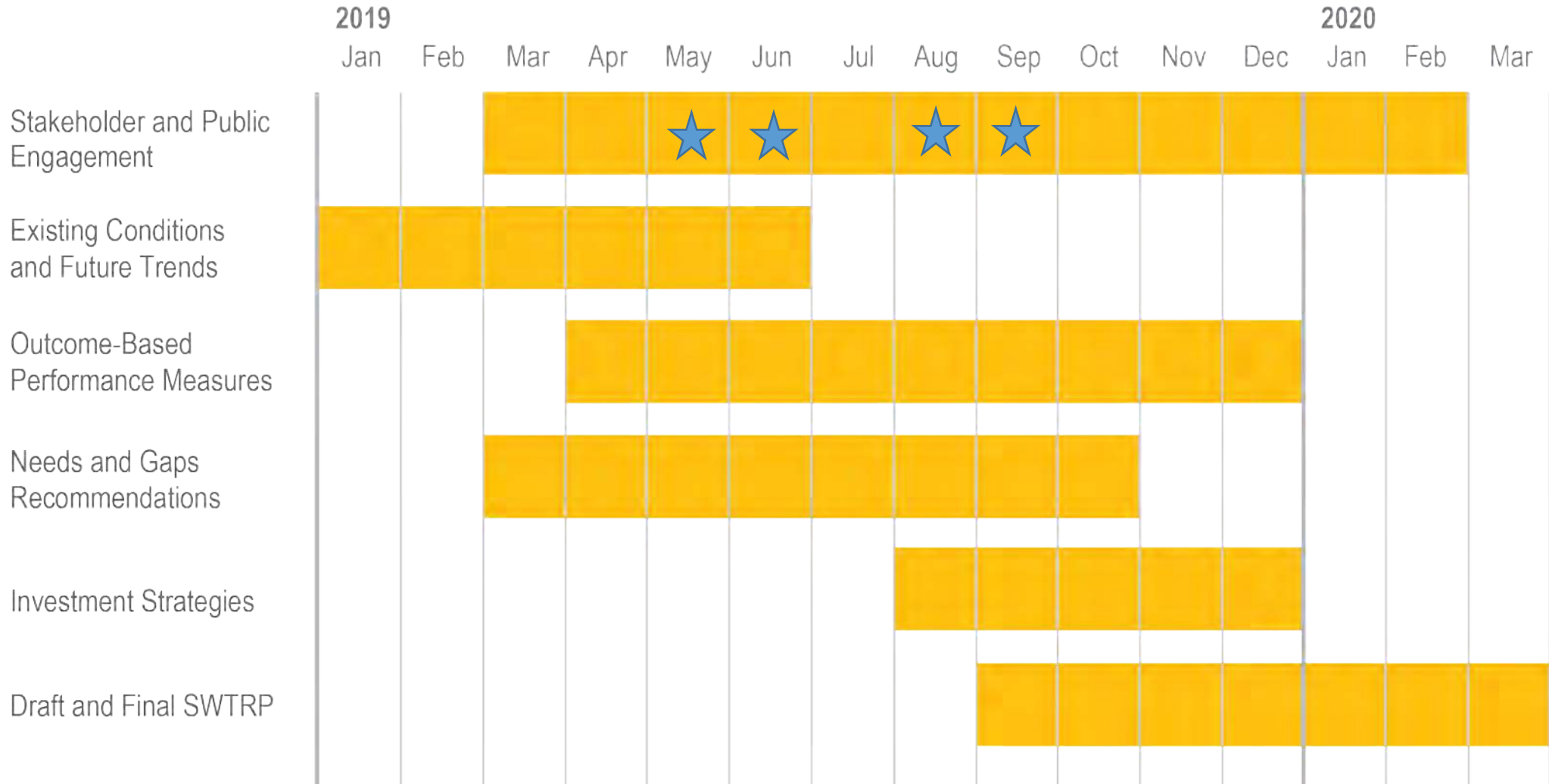
OPERATIONS / RIDERSHIP

Annual Trips:



Revenue Vehicle Miles:
 Peak Vehicle Count:
 Trips Per Capita:
 Hours Per Capita:

Schedule



★ = Completed stakeholder engagement meeting

Next Steps

- ✓ **Interviews and best management practices**
- ✓ **Share public survey results**
- ✓ **Transit profile sheets**
- ✓ **Outcome-based performance measures**
- ✓ **Needs assessment**
- ✓ **Investment strategies**
- ✓ **Draft SWTRP Report**
- ✓ **Public Open Houses**

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crwalker@dot.ga.gov

<http://www.dot.ga.gov/IS/Transit/TransitPla>

n

Audience Questions

What recommendations would you like included in the Statewide Transit Plan?

Audience Questions

How would you invest in transit for 2050?