



Appendix A

Public Participation Program Summary

Stakeholder Committee Summary



ATHENS TRANSIT FEASIBILITY STUDY PUBLIC OUTREACH PROGRAM



Athens Transit Service

ABSTRACT

The Athens Transit Feasibility Study Public Outreach Program was implemented to educate the public on the project, the information that has been collected to-date, and the analysis that is ongoing; as well as to gather travel behavior data from both transit and non-transit users in Athens Clarke County.



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Section I. Public Outreach Program Overview and Results

The Athens Transit Feasibility Study Public Outreach Program was implemented to educate the public on the project, including the information that has been collected to-date and the analysis that is ongoing; as well as to gather travel behavior data from both transit and non-transit users in Athens Clarke County. The data gathered was used to gain a better understanding of how transit services are being used and identify opportunities for service adjustments within the Feasibility Study. The program was guided by a Public Participation Strategy memorandum, included in Section II.

Time and Location of Meetings

The meeting dates and times were coordinated with Athens Transit to ensure accessibility to the public and maximize participation. Four public meetings were held on two different occasions:

- Tuesday, February 9, 2016 from 1:00 - 2:30 PM and from 5:00 – 6:30 PM
- Tuesday, March 1, 2016 from 1:00 - 2:30 PM and from 5:00 – 6:30 PM

The meetings were all held at the Multimodal Transportation Center in the North Lobby, located at 775 East Broad Street.

The meetings were advertised in the Athens Banner-Herald on January 31, 2016 and February 21, 2016, as well as in Athens Online on February 23, 24, 25, 26, and 29, 2016. Additionally, a Spanish language version was run in La Vision on February 23, 2016. Additionally, flyers were created to hang around the Multimodal Transportation Center to advertise the meetings. The newspaper advertisements and flyers are included in Section III.

Meeting Participation

The meetings were well attended both by people who had seen an advertisement or heard about the meeting and were purposefully there, and by those who were using the multi-modal transportation center as part of their day. The project team approached as many people as possible to request that they sign in, take a survey and give us feedback, participate in the map exercise, and to answer any questions they might have about the project. Approximately 50 entries were gathered on both sign-in sheets, for a total of 99 people that signed in over the course of two meetings. 398 surveys were entered into Survey Monkey. The scanned sign-in sheets and photos from the public meetings are included in Section IV.

Presentation

A continuously looping PowerPoint presentation was created for the meetings, and is included as Section V of this summary. It provides an abbreviated version of the existing conditions report, including an overview of the system, how it is operating and functioning today, who it serves, and how it is funded.

Project Handout/Fact Sheet

A project fact sheet was developed, and is included as Section VI. The sheet was provided for all meeting participants as a take-away, and was made available in both English and Spanish.

Service Map Exercise

Two large-scale service maps were printed and located on a table at each of the meetings. The meeting participants were asked to place pins at their point of origin and their most likely destination point on

one map, and at a point where they would like to see new bus service on the other map. A summary and photos of the maps are included in Section VII.

Survey of Meeting Participants

Survey Monkey was used to create a survey that collected information from both riders and non-riders. The survey was open from February 2, 2016 until March 7, 2016. Some hard-copy surveys were collected after March 7, were entered after the survey closed, and are included in the results.

The survey link and QR code was included in e-mail blasts to the stakeholders committee and was posted on the Athens Transit website. The survey link and QR code was also included on the flyers that were handed out at the public meeting.

The surveys were administered as an in-person interview, either at a computer or tablet in the room, and in hard-copy format. Both the electronic and hard-copy versions were available in both English and Spanish. Section VIII contains copies of each of the four surveys (rider and non-rider, in English and Spanish).

The sampling goal was to obtain completed surveys from approximately 50% of the public meeting attendees. Almost 400 surveys were completed, and all of the people that signed in at the public meetings completed surveys. Section VIII also contains a link to the raw data collected from the survey, as well as the summary responses to each of the survey questions.

Section II. Public Participation Strategy Memorandum

Memorandum

RE: Athens Transit Ridership Public Participation Strategies

The public participation strategies are formulated to share information with existing and potential riders, identify opportunities to better serve transit dependent populations, and identify opportunities to expand choice ridership. The public participation strategies seek to gather feedback from all citizens in Athens Clarke County; with this in mind the public meeting handouts and surveys will be developed in both English and Spanish. The public participation strategies will include both public meetings and online survey efforts, as detailed below.

Public Participation Meetings

Purpose of Public Participation Meetings

The purpose of the public participation meetings is two-fold. First, the meetings will serve to educate the public on the project, the information that has been collected to-date, and the analysis that is ongoing. Second, the meetings will serve to gather travel behavior data from both transit and non-transit users in Athens Clarke County. The data gathered will be used to gain a better understanding of how transit services are being used and identify opportunities for service adjustments.

Time and Location of Meetings

The meeting dates and times have been coordinated with Athens Transit to ensure accessibility to the public and maximize participation. Four public meetings will be held on two different occasions:

- Tuesday, February 9, 2016 from 1:00 - 2:30 PM and from 5:00 – 6:30 PM
- Tuesday, March 1, 2016 from 1:00 - 2:30 PM and from 5:00 – 6:30 PM

The meetings will all be held at the Multimodal Transportation Center in the North Lobby, located at 775 East Broad Street.

Presentation

A continuously looping PowerPoint presentation will be created for the meetings. It will provide an abbreviated version of the existing conditions report, including an overview of the system, how it is operating and functioning today, who it serves, and how it is funded.

Project Handout/Fact Sheet

A project fact sheet will be developed and provided for all meeting participants as a take-away. The fact sheet will provide much of the same information in the continuously looping presentation. The fact sheet will be available in both English and Spanish.

Service Map Exercise

A large-scale service map will be printed and located on a table at each of the meetings. The meeting participants will be asked to place stickers at their point of origin and their most likely destination point. The maps will be used in comparison to survey results to verify answers.

Survey of Meeting Participants

The surveys will be administered as an in-person interview, either at a computer or tablet in the room, and in hard-copy format. The hard-copy format will be available in both English and Spanish.

The surveys of the meeting participants will gather information about both riders and non-riders of the transit system. Both sets of participants will be asked some questions, especially regarding changes to the system, and about the effectiveness of marketing and advertising for the system. Then, survey will determine if a person is a rider or a non-rider, and will ask pertinent questions accordingly. The riders will be asked questions to determine the following:

- Trip origin and destinations
- Trip types and purpose
- Frequency of use
- Rider demographics
- Customer satisfaction
- What could be done to make you a more frequent rider?
- What could be done to improve the quality of your trips?
- Would you ride more often if a route was changed or added?
- How important are some of the potential enhancements to the system, such as wifi or increased headway times?
- How could pedestrian and bicycle interaction with the system be improved?

The non-riders will be asked questions to determine why they are not riding, including their preferred mode of transportation.

The sampling goal will be to obtain completed surveys from approximately 50% of the public meeting attendees.

Other Public Participation Efforts

Online Survey

An online survey will be available for those who cannot attend the public participation meetings, but would like to provide feedback. The online survey will be available from January 31 – March 7, and will mirror the survey presented to the meeting participants.

Section III. Public Meeting Advertisements

Advertisement in Athens Banner Herald January 31, 2016

Athens Transit Study Meeting Notice

Athens Transit is conducting a Transit Options Feasibility Study and will be hosting four informational meetings: February 9, 2016 from 1:00-2:30 PM and 5:00-6:30 PM, and March 1, 2016 from 1:00-2:30 PM and 5:00-6:30 PM. The meetings will be held at the Athens-Clarke County Multi-Modal Transit Center, North Lobby, 775 East Broad Street. The public is invited to learn more about the project and provide feedback.

**For additional details contact
Rachel Hatcher at 912-236-5311. Or,
Butch McDuffie at 706-613-3432 ,
butchmcduffie@athensclarkecounty.com**

#1002085804 (2col, 3.28in x 4.25in) 01/28/2016 12:10 EST

Advertisement in Athens Banner Herald February 21, 2016

Athens Transit Study Meeting Notice

Athens Transit is conducting a Transit Options Feasibility Study and will be hosting two informational meetings: March 1, 2016 from 1:00-2:30 PM and 5:00-6:30 PM. The meetings will be held at the Athens-Clarke County Multi-Modal Transit Center, North Lobby, 775 East Broad Street. The public is invited to learn more about the project and provide feedback. For additional details contact Rachel Hatcher at 912-236-5311. Or Butch McDuffie at 706-613-3432 butchmcduffie@athensclarkecounty.com

#1002092679 (2col, 3.28in x 3.5in) 02/10/2016 15:17 EST

Advertisement in La Vision February 23, 2016

<h2>ATHENS TRANSIT STUDY MEETING NOTICE</h2> <p>Athens Transit is conducting a Transit Options Feasibility Study and will be hosting two informational meetings: March 1, 2016 from 1:00-2:30 PM and 5:00-6:30 PM. The meetings will be held at the Athens-Clarke County Multi-Modal Transit Center, North Lobby, 775 East Broad Street. The public is invited to learn more about the project and provide feedback. For additional details contact Rachel Hatcher at 912-236-5311. Or, Butch McDuffie at 706-613-3432, butchmcduffie@athensclarkecounty.com</p>	<h2>AVISO PÚBLICO DE REUNIÓN DEL ESTUDIO DE TRÁNSITO DE ATHENS</h2> <p>El Departamento de Transporte de Athens está llevando a cabo un estudio de posibilidades. Con este fin, llevará a cabo dos reuniones de información el 1ro de marzo de 1:00 A 2:30PM y de 5:00 a 6:30 PM. Las reuniones se llevarán a cabo en el Salón Norte del Centro de Tránsito Multi-modelo del condado de Athens Clarke (Athens-Clarke County Multi-Modal Transit Center). Dirección: 775 East Broad Street. El público está invitado para recibir mas información de este proyecto y proveer sus comentarios al respecto. Para información adicional, favor de contactar a: - Rachel Hatcher al telf. 912-236-5311 - Butch McDuffie al telf: 706-613-3432 butchmcduffie@athensclarkecounty.com</p>
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PUBLIC MEETINGS

February 9, 2016 from 1:00 – 2:30 PM and 5:00 – 6:30 PM

March 1, 2016 from 1:00 – 2:30 PM and 5:00 – 6:30 PM

ATHENS TRANSIT STUDY

Athens-Clarke County Multi-Modal Transportation Center, North Lobby

775 East Broad Street

The public is invited to learn more about the project and provide feedback

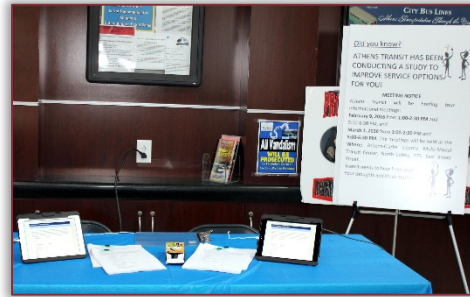
For additional details contact Rachel Hatcher at 912.236.5311 or
Butch McDuffie at 706.613.3432 butch.mcduffie@athensclarkecounty.com

Please take our survey: <https://www.surveymonkey.com/r/Athenstransit>



Section IV. Meeting Participation

Photos from Public Meetings

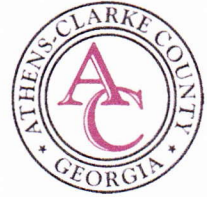






Sign-in Sheets from Public Meetings

ATHENS TRANSIT STUDY

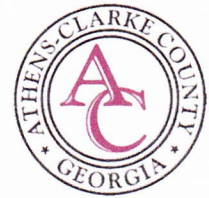


PUBLIC MEETING SIGN IN

FEBRUARY 9, 2016 1:00 – 2:30 PM

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Leona Jackson	230 Katydid Dr.	770 286 1125		
Barbara Sims	837 College Ave	706 224 6347		
Debra Center	82 Venita Dr.	706-380-4208		
Edelie				
A. Crick	175 Connelly Cir	706 267 0504		Transit
Ries R.	240 Strickland Ave		104	
Amanda C.				
Bobbie Jane Johnson	PO Box 774 Athens			
Robert Young				
Sara Dyert	110 International Drive, Apt 43 30605	706 332 6136	Sdyert@uga.edu	
Phyllis Davis	327 West Chester Dr. Athens, GA 30605	706 612 3824		

ATHENS TRANSIT STUDY

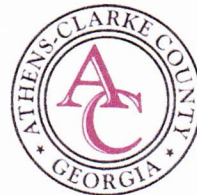


PUBLIC MEETING SIGN IN

FEBRUARY 9, 2016 1:00 – 2:30 PM

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
WILLIAM MOSS	2925 JEFFERSON RD	(706) 247-4824	wlm4@usa.net	—
Jermaine Cleveland	335 culerig de Court #8	706 351-3080	cleveland Jermaine 82 e	
Jim Thompson	1 Press Place Athens Barbara Heard	706 204-2222	Jim Thompson Donlin.athens, com	
B.T. Smith				
Shelencia Sumlin	700 Fourth Street Athens, GA 30601	478-355-7443	ssumlin@uga.edu	
Blake Aued	220 Prince Ave. 30603	706-549- 9523	news@ flagpole.com	Flagpole
Roma Parikh	206 Bridge Water Circle, Athens, GA 30601		roma.parikh25 @uga.edu	
Justin Whedbe	830 Sunset Dr Athens, Ga			
Joan mwoody			Joanwoody 123@gmail.com	
Elizabeth Roel	325 Bridgewater Circle			
Katie Fields	267 Fern Ridge Ct		Katie kef11498@ uga.edu	

ATHENS TRANSIT STUDY

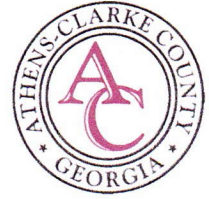


PUBLIC MEETING SIGN IN

FEBRUARY 9, 2016 1:00 – 2:30 PM

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ATHENS TRANSIT STUDY



PUBLIC MEETING SIGN IN

FEBRUARY 9, 2016 5:00 – 6:30 PM

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Willie	#13 270 M. Dwyer Rd	706-210-6389	X	X
Angela Coleman	420 Barnett Shoal Rd		X	X
Joseph Smith	95 North Ave.	206-254-5312	—	—
Mollie Simon	355 R. Verberd Pkway	404-583-4824	molliesimon@uga.edu	
Adam Lassila	436 Hill St. #5	706-308-6209	Adam.Lassila@gmail.com	
Araceli Linan	465 W. Hwy 29 N. Pinecroft Ct #14	706 614-5468		
Tim Denson	290 Midway Rd Athens, GA 30605	706-372-0681	TimMDenson@gmail.com	A4E
Emine Racic	170 Artisan Pl Athens GA	—	—	X
Denzel Hill	137 Iebulon Dr	706-351-1967		
Jasmine Hayes	180 Pamela Dr	706-207-1034		
REGINALD CUNNINGHAM	174 HENDERSON EXT	706 308 3044	X	X

ATHENS TRANSIT STUDY

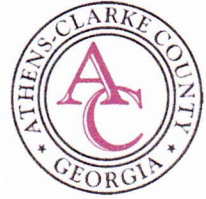


PUBLIC MEETING SIGN IN

FEBRUARY 9, 2016 5:00 – 6:30 PM

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Fletcher Jannice Lee				
Samantha Prater				
Bonnie Johnson				
Kelley Ralston				
Essie				
Rich				
Rebecca Swanson	200 Springtree Rd 30605	706 208 1649		
Walt Swanson	200 Springtree Rd 30605	706-208-1649	weswanson@hotmail.com	
Neg Warden	1465 Hwy 29 North D4	706-8987765		
Joshua Grant	Hwy 29 104 CB	706-543-6855		
DEBORAH Hill-Watling	195 Kennedy Circle Athens	706 267-2458	MSDHW2015@gmail	

ATHENS TRANSIT STUDY



PUBLIC MEETING SIGN IN

FEBRUARY 9, 2016 5:00 – 6:30 PM

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Cassie Clement	1005 macon Hwy, Athens, 30605	(706) 296- 1786		menchies

ATHENS TRANSIT STUDY



PUBLIC MEETING SIGN IN

March 1, 2016

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Theresa Owen	145 Arch St Athens GA 30601	706-296-0088	towen@negrc.org	NEGRC
Andree Milan	1085 Macon Hwy (Unit A) Athens GA 30606	770-658-7195	almilam@uga.edu	UGA
Hannah Craswell	112 Park Ave Athens, GA 30601	706 206 6227	hannah@aidsatthens.org	AIDS Athens
Carol Pumadera	510 Oglethorpe Ave. Athens, GA 30606 #1	706-621-1932	C-pumadera@hotmail.com	retired
Lisa Brown	252 Reed St Athens GA	706-521-8068		unemployed
Fantaysia Pennamun	152 Studio Ct. Athens, GA 30605	706-424-7372	fantaysia-22@yahoo.com	unemployed
Valerie Pore	190 Highland Park Rd Athens, GA 30601			
Jason Hagler	241 Katydid Dr. Athens, GA			
Sherry Taylor	115 Carriage Court Athens, Georgia 30605			

ATHENS TRANSIT STUDY



PUBLIC MEETING SIGN IN

March 1, 2016

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Cecilia Cochran	250 50 W. Dougherty Athens, GA 30601	706 954-2642		too old to work
Karen Goddard	320 Lake St 30601	782 706-254 6371	Karen.goddard @cru.org	Cru
Elliott Caldwell	476 pine needle rd	202-213-0480	elliott@georgia.bikes.org	Georgia Bikes
Tyler Dewey	149 Tracy St	815.315.3864	executive director@ bikeathens.com	Bike Athens
L. L. Thomas	7035 Timmy Rd Athens Ga. 30606	706-308- 0842		Sencom
Anthony Foster	895 Pierwood rd	706/486-4225	Nolles Anthony@ gmail.com	
Francis Hester	172 Lexington Hts	706/224-5765		
Nathaniel Byrd	810 Deane Stree	404-580-1608		
Senerrick wright	640 Fourth St. Athens Ga 30601		thwrightone oull@gnail.com	

ATHENS TRANSIT STUDY



PUBLIC MEETING SIGN IN

March 1, 2016

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Dubrea Davenport	276 Rocksprings Hwy	—	—	—
Mark Werner	210 Appleby Dr. #206	—	statedr@gmail.com	—
Nash Hines	239 Ruth St #7	—	—	—
Tommy Wachter	1494 E. Blvd. N. Athens, GA 30605	—	—	—
Tracy Bradshaw				
Sarah Harris	1690 Faruth St			
Steven Perdue	1008 Inside Dr Athens, GA 30605			
Martha Long	P.O. Box 48552			CCSD
Jennifer Park	187 Pepperidge Ln Athens, 30607	478-951-9947	jennpark@uga.edu	—

ATHENS TRANSIT STUDY



PUBLIC MEETING SIGN IN

March 1, 2016

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Ashley Hendrick	130 Magnolia Bluff Dr Athens, GA 30601	678-371-7534	hendrick.ashley@gmail.com	n/a
Jonathan Martinez	305 Buckingham Ter Athens, GA 30607	706-510-8333	jonmartinez1997@outlook.com	n/a
Rachael Bennett	200 Lexington weights 30605	706 201 22-75	freest.rit rachael1124@gmail.com	cricket
Jeima Brown	145 North			
Isabella Beaudoin				
Rachel Hernandez	—	706-363- 2280	rachelstylesnolan 55 @ gmail.com	—
Taylor Knittel	130 Magnolia Bluff Dr Athens, GA 30601	517-896-5562	—	—
Kling Odaniel	145 North Avenue Athens, GA 30601	678-777-7620	keos7221@uga.edu	
EJ Ward	—			

ATHENS TRANSIT STUDY



PUBLIC MEETING SIGN IN

March 1, 2016

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
KC Day	1275 Veneta Dr		KC.DAY4@gmail.com	
Julia Chandler	640 Riverbend Dr. Athens, Ga 30606	859 533 6960	CHANDBLISS@STIRLED @gmail.com	self.
Alex Smith	2505 West Bank	706-961-124	esullivan 3	UGA
Freda Lane	165 Lexington Heights	706 715-0966	fy225@yahoo.com	Retired-UGA
Kendray Cooke	261 Vineyard Drive	706-247-1407	Kendrayg@uga.edu	UGA
Dawn Dawnward	1000 Lakeside Dr Apt 107			UGA
Melissa Parham	215 Georgia drive	865-805-5802	melpar17@uga.edu	UGA
Jamario EVANS				
Robert Gaston				

ATHENS TRANSIT STUDY




45
+4
49

PUBLIC MEETING SIGN IN

March 1, 2016

NAME	ADDRESS	PHONE NUMBER	E-MAIL	COMPANY
Kenesha Harper	176 Hancock Ave	7062151179		
Renica Maghee	128 Broadacres	706424-0590	bretemmaghee@gmail.com	
Jasmin Cox	270 Lake St	678-740-4471	jccoxp12@gmail.com	
Karen Jacobsen	1120 Dorset Circle	706-340-0993	KLJVE@jagmail.com	



Section V. PowerPoint Presentation



TRANSIT FEASIBILITY STUDY


PUBLIC PARTICIPATION MEETING

March 1, 2016





STUDY TEAM

STUDY TEAM



- Athens Transit
- RS&H
- Blue Cypress Consulting
- Michael Baker International
- Stakeholder Committee



STUDY PURPOSE

WHAT QUESTIONS WILL THE STUDY ANSWER?



- What are the transit service needs?
- What improvements could be made to multi-modal programs?
- What are some near term funding opportunities?
- What multi-modal projects should be undertaken to increase transit accessibility?



WHAT QUESTIONS WILL THE STUDY ANSWER?



- Where should route and service expansion happen in the future?
- Where should routes and infrastructure be eliminated or consolidated in the future?
- What are some long-term operation and capital funding options?



WHAT DOES THE STUDY HOPE TO ACCOMPLISH?



- Ensure demand is served
- Provide multi-modal options
- Implement system efficiencies
- Be fiscally prudent
- Leverage local funding
- Establish long-term funding sources

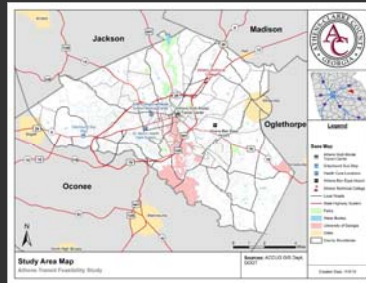


STUDY DATA

HOW IS THE PROJECT TEAM COLLECTING INFORMATION?



- Existing Conditions and Data Review
 - Operational Data
 - Transit Development Plan
- On-Board Survey (September)
- On-Board Survey (February)
- Stakeholder Committee
- Public Participation Meetings

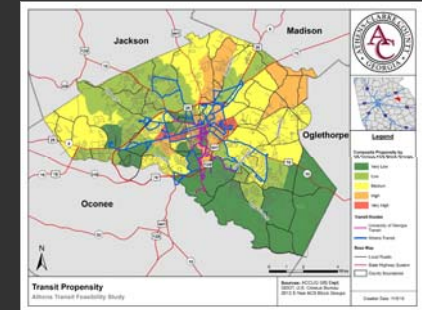


WHAT ARE WE TRYING TO IDENTIFY?



- Latent / Unserved Demand
- Areas Under or Overserved?
- System Efficiencies to Achieve?
- Transit Service Options and Costs

Resulting in a report with recommendations

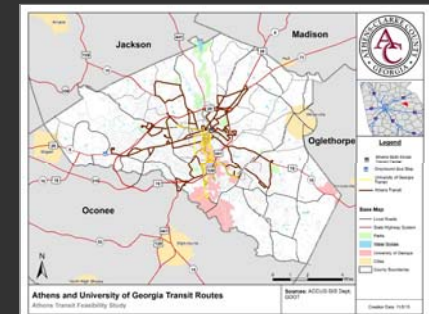


EXISTING CONDITIONS

EXISTING CONDITIONS - FIXED ROUTE SERVICE PROVIDERS



- Athens Transit
 - 19 Routes
 - 22 Vehicles Operated in Maximum Service (2013)
 - 1,725,700 Annual Trips (2013)
- University of Georgia
 - 11 Routes



EXISTING CONDITIONS – OTHER SERVICE PROVIDERS

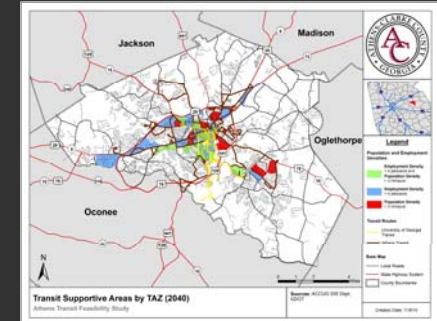


- K-12 Schools
 - 14 elementary schools, 4 middle schools, 3 high schools
 - 12,000 students
- Apartment Shuttles
 - Approximately 13 service providers
 - Flexible schedules and drop-off locations
- Intercity
 - Greyhound
 - Megabus
 - Groome Transportation
- Taxis
 - United Taxi Cab
 - Golden Taxi
 - 5 Star Taxi
- Human Services
 - T&T Transportation for Georgia Department of Human Services
 - Velstar Medical Transportation for Medicaid/Georgia Department of Community Health

EXISTING CONDITIONS – WHAT WILL SUPPORT TRANSIT?



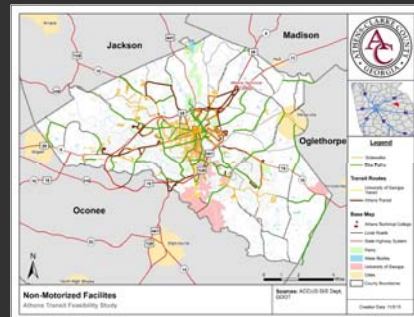
- Areas with high concentrations of employment
- Major trip generators:
 - Grocery stores
 - Schools / Universities
 - Hospitals
- Areas with dense residential populations
- Areas with high concentrations of transit dependent populations



EXISTING CONDITIONS – NON-MOTORIZED FACILITIES



- Bike connectivity
- Sidewalks in-town
- Non-motorized facilities are important because every transit trip begins and ends with a walk, bike ride, or wheelchair trip between the bus stop and the destination



SCHEDULE AND PARTICIPATION

PROJECT SCHEDULE

- Stakeholder meetings occurred in August and November 2015
- Existing Conditions Report in January 2016
- Citizen input in February 2016
- Stakeholders meeting late April/early May
- Presentations to MPO and Technical Coordinating Committee May 2016
- Presentation and workshop with Council June 2016
- Final report by end of June 2016

HOW CAN YOU PARTICIPATE?



- Attend the Public Meetings:
 - Athens-Clarke County Multi-Modal Transportation Center, North Lobby, 775 East Broad Street
 - February 9, 2015
 - 1:00 – 2:30 PM
 - 5:00 – 6:30 PM
 - March 1, 2015
 - 1:00 – 2:30 PM
 - 5:00 – 6:30 PM
- Take the survey: <https://www.surveymonkey.com/r/Athenstransit>



PLEASE TAKE OUR SURVEY
AND TELL US ABOUT YOUR
ATHENS TRANSIT EXPERIENCES



<https://www.surveymonkey.com/r/Athenstransit>

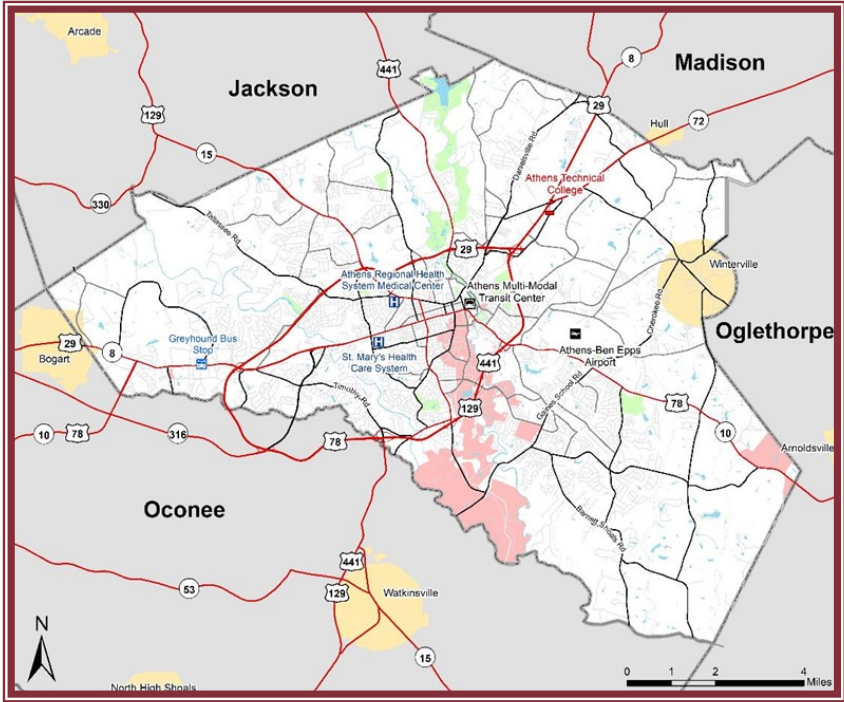
For additional details contact Rachel Hatcher at 912-236-5311.
Or, Butch McDuffie at 706-613-3432 ,
butchmcduffie@athensclarkecounty.com

Section VI. Project Fact Sheets



The Transit Feasibility Study began in July 2015, with a completion goal of June 2016. Your participation and feedback is a valuable part of the planning process. Please share your thoughts and experiences via our brief survey.

<https://www.surveymonkey.com/r/Athenstransit>



ATHENS TRANSIT FEASIBILITY STUDY

ATHENS TRANSIT SERVICE, a leader amongst transit systems of comparable size, serves the general population of Athens-Clarke County, and coordinates with the University of Georgia transit system to serve the needs of it's approximately 35,000 students, faculty, and staff. The study goals include: ensuring demand is served, providing multi-modal options, implementing system efficiencies, finding fiscally prudent solutions, leveraging local funding, and establishing long-term funding sources.



PUBLIC MEETING DATES

February 9, 2016
1:00 – 2:30 PM
and 5:00 – 6:30 PM

March 1, 2016
1:00 – 2:30 PM
and 5:00 – 6:30 PM

Athens-Clarke County
Multi-Modal
Transportation Center,
North Lobby
775 East Broad Street



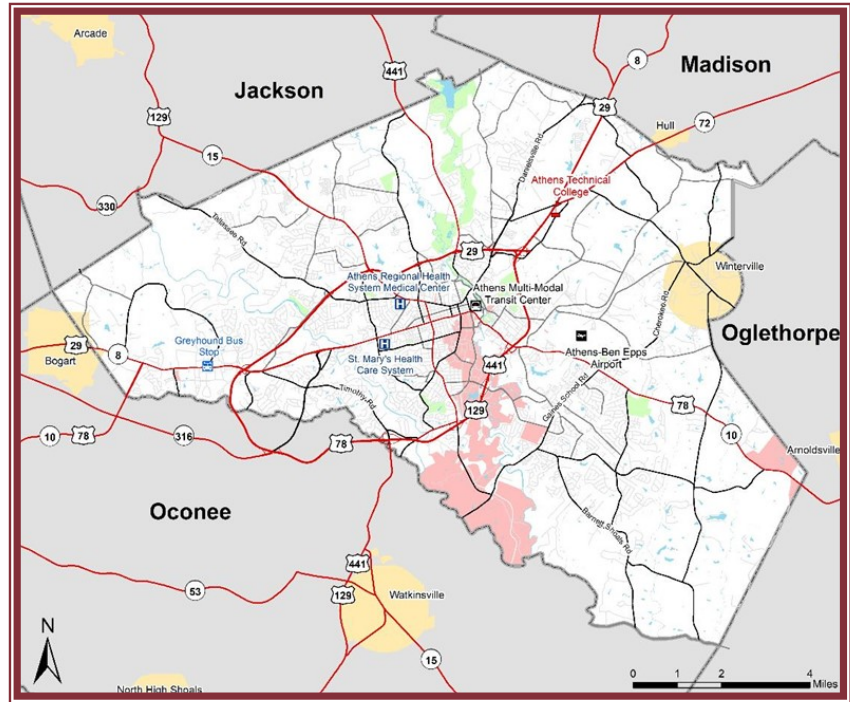
JOIN US TO LEARN MORE ABOUT THE PROJECT AND PROVIDE FEEDBACK

For additional
details contact
Rachel Hatcher
at 912.236.5311
or
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at 706.613.3432
[butch.mcduffie@
athensclarkecounty.com](mailto:butch.mcduffie@athensclarkecounty.com)

To date, the project team has held two Stakeholder Meetings, conducted a count and ridership survey, and created an Existing Conditions Report. The Stakeholder Meetings provide valuable insight and guidance from representatives of local governments, service providers, UGA, the Metropolitan Planning Organization (MPO), the Regional Commission, major employers, Georgia Department of Transportation Intermodal Division, and the Federal Transit Administration. The Count and ridership survey provides information on where ridership is occurring and the level of ridership at each stop. The Existing Conditions Report summarizes information about existing service providers in the area, the

PROJECT FACT SHEET

demographics of the service area, current ridership statistics, future ridership projections, and a financial analysis. The project team is currently collecting information via public meetings, an online survey, and on-transit ridership interviews. Citizen input will be solicited through March 7, 2016. An additional Stakeholders Meeting will be held in late April, and presentations will be made to the MPO and Technical Coordinating committee in May. A presentation and workshop will be made to the Council in June, culminating in a Final Report by the end of June, 2016.



ESTUDIO DE FACTIBILIDAD DEL TRANSITO EN ATHENS

El estudio de factibilidad del transito de Athens empezó en Julio de 2015, con una meta de finalizar en Junio 2016. Su participación y opinión es una parte valiosa del proceso de planificación. Por favor comparta sus pensamientos y experiencias a través de nuestra encuesta en línea:

[https://
es.surveymonkey.com/r/
EspanolAthensTransit](https://es.surveymonkey.com/r/EspanolAthensTransit)

SERVICIO DE TRANSITO EN ATHENS, un líder entre sistemas de transito de tamaños comparables, sirve la población general en el condado de Athens-Clarke, y coordina con el sistema de transito de la Universidad al servicio de sus aproximadamente 35,000 estudiantes, facultad, and empleados. Las metas del estudio incluyen: asegurar el servicio a la demanda, proveer opciones multi-medios, implementar eficiencias en el sistema, encontrar soluciones fiscalmente prudentes, apalancar fondos locales, y establecer fuentes de fondos a plazo largo.



FECHAS DE REUNIONES PUBLICAS

9 de febrero, 2016
1:00 – 2:30 PM
Y 5:00 – 6:30 PM

1 de marzo, 2016
1:00 – 2:30 PM
y 5:00 – 6:30 PM

Condado de Athens-Clarke
Centro de Transportación
Multi-Medios,
Vestíbulo Norte
775 East Broad Street



ÚNASE PARA APENDER MAS ACERCA DEL PROYECTO Y PROVEER SU OPINION

Para mas detalles,
contactar a

Rachel Hatcher
al 912.236.5311
o

Butch McDuffie
al 706.613.3432

[butch.mcduffie@
athensclarkecounty.com](mailto:butch.mcduffie@athensclarkecounty.com)

Hasta la fecha, el equipo del proyecto ha realizado dos reuniones con los interesados, ha realizado un conteo y una encuesta de los pasajeros, y ha creado un Reporte de Condiciones Existentes . Las reuniones de los interesados proveen percepciones valorables y guía de representativos de gobiernos locales, proveedores de servicios, UGA, la Organización de Planificación Metropolitana (MPO), la Comisión Regional, empleadores mayoristas, la división multi-medios en el departamento de transporte en Georgia, y la administración Federal de transito. El conteo y la encuesta de los pasajeros provee información de donde el uso esta ocurriendo y la cantidad de pasajeros en cada estación. El Reporte de Condiciones Existentes resume la información sobre los proveedores de servicio existente en el área, los

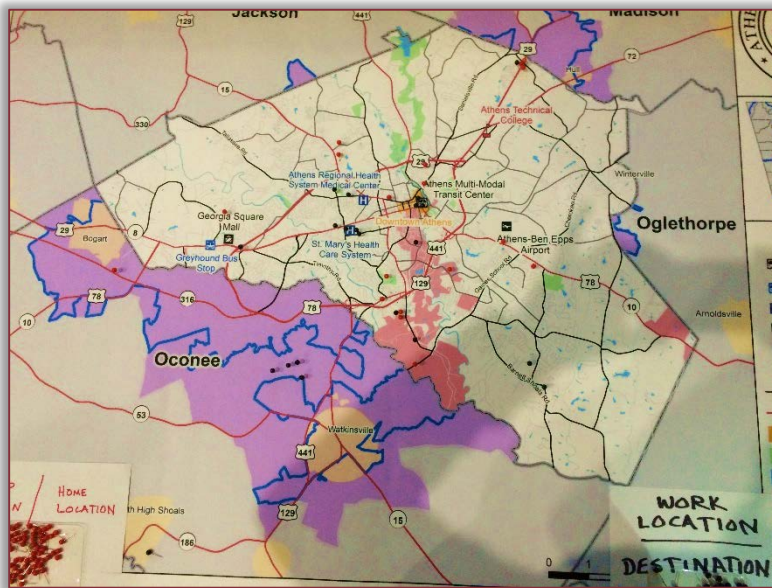
HOJA DE HECHOS DEL PROYECTO

demográficos del área de servicio, estadísticas actuales de los pasajeros, proyecciones de futuros pasajeros, y un análisis financiero. El equipo del proyecto esta actualmente recolectando información a través de reuniones publicas, encuestas en línea, y entrevistas con los pasajeros en transito. El aporte de los ciudadanos será solicitado desde ahora hasta el 7 de Marzo, 2016. Una reunión adicional para interesados será realizada a finales de Abril, y se harán presentaciones al MPO y al comité de coordinación técnica en Mayo. Se hará una presentación y un taller para el Consejo en Junio, finalizando en un reporte final al termino de Junio, 2016.

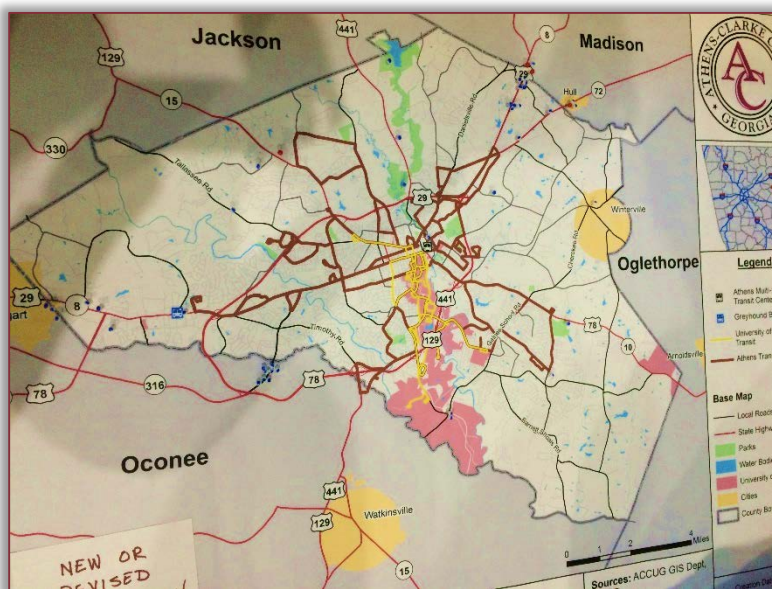
Section VII. Service Map Exercise

Meeting participants were asked to place pins on the service maps at their trip origin and destination, as well as to indicate where they desired a new transit stop. The origin and destination clusters indicated that many people started and ended their trips close to downtown Athens. However, the desired stops ranged all over the map, including into neighboring counties. Photos of the results are included below.

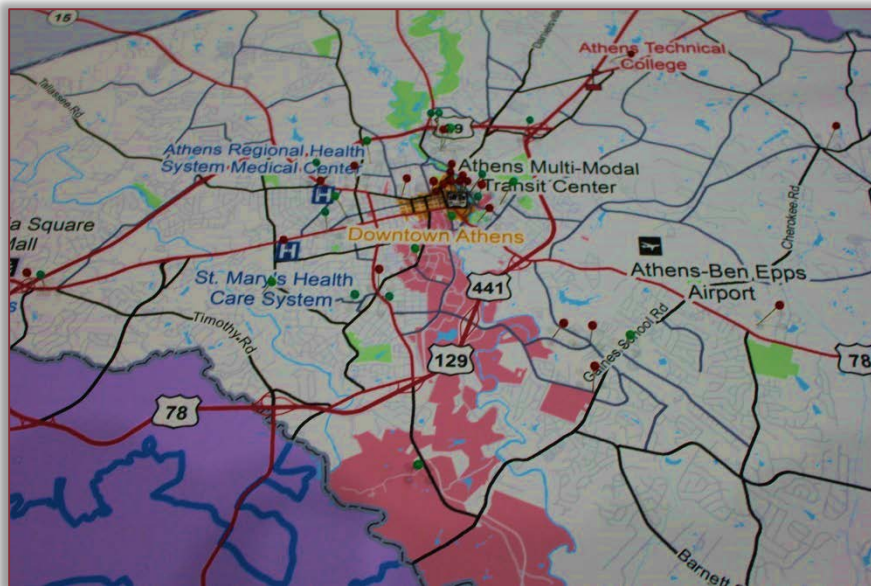
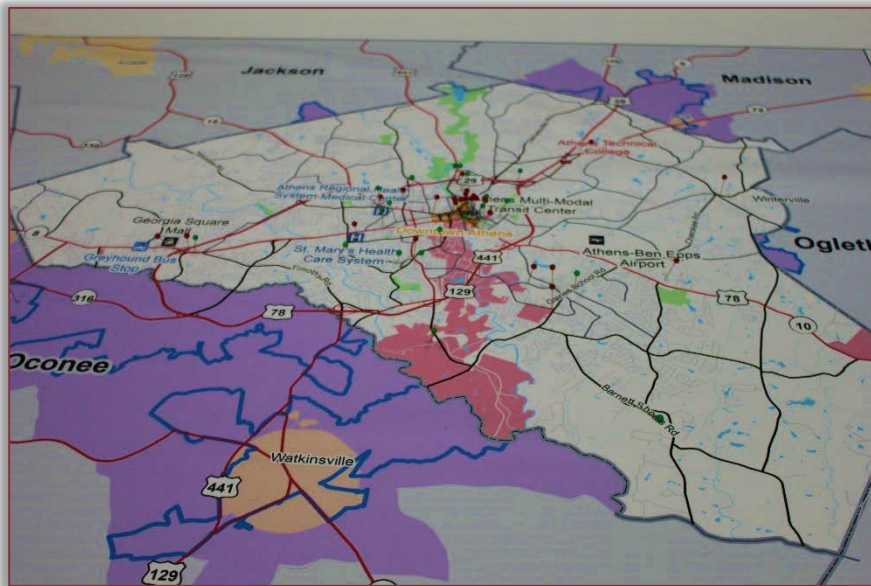
Trip Origin and Destination Map Photo (February 9, 2016 Meeting)

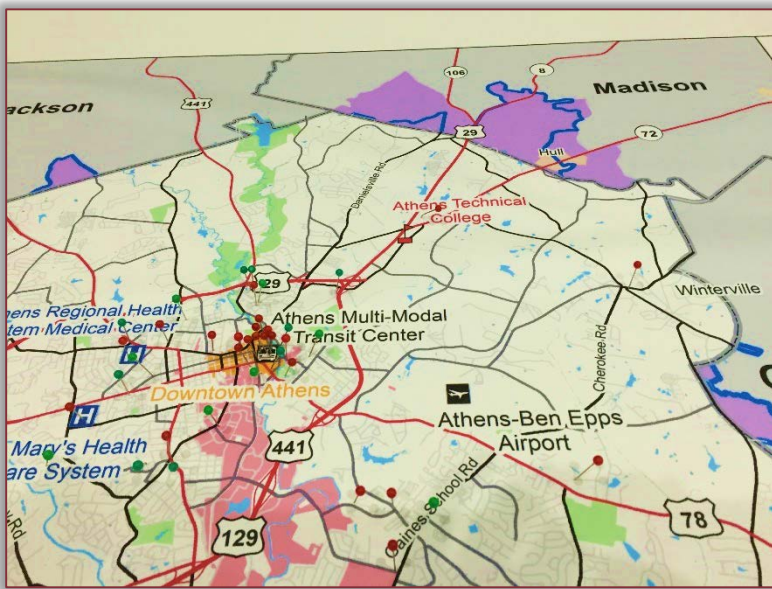
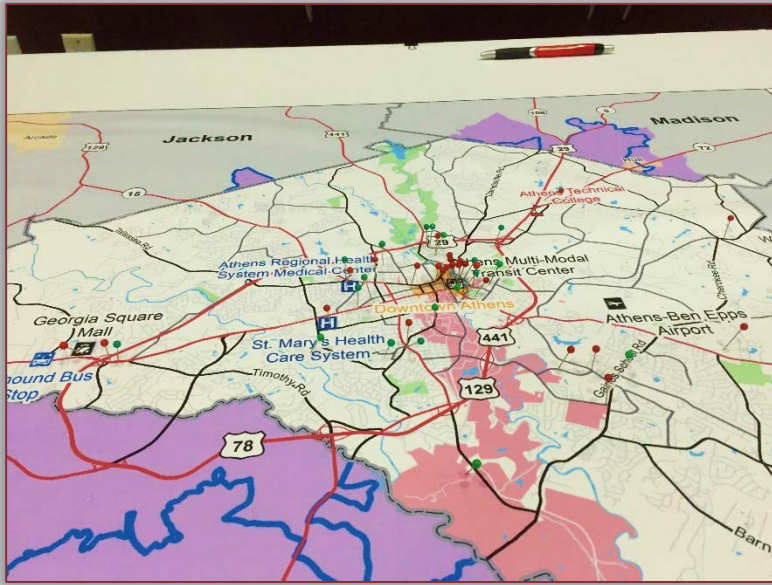


Desired Stop Map Photos (February 9, 2016 Meeting)

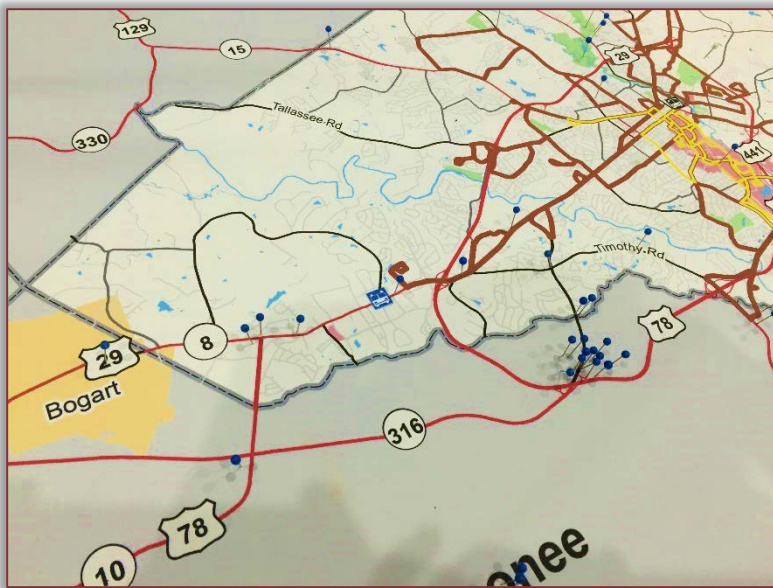


Trip Origin and Destination Map Photos (March 1, 2016 Meeting)





Desired Stop Map Photos (March 1, 2016 Meeting)



Section VIII. Survey Responses

Rider and Non-Rider Surveys, in English and Spanish

Rider Survey

Athens Transit is conducting a study to understand how the current transit system is functioning and operating today, and to set recommendations and goals for the future. As part of this, the project team is gathering feedback from citizens about the transportation modes they utilize, and how the transit system is working for them. The online survey will be available from February 1 until March 7, 2016, and the results will be used to guide the project goals and recommendations. For more information please contact Athens Transit Customer Service at 706.613.3437. Thank you for your feedback and participation.

1. Are you aware of Athens Transit Services?
 - a. Yes
 - b. No – **Please take the non-rider survey instead**
2. What is your primary form of transportation?
 - a. Athens Transit
 - b. University of Georgia - Campus Transit
 - c. Personal Automobile
 - d. Bicycle
 - e. Pedestrian
 - f. Uber/Lyft/Taxi
 - g. Walking
3. How did you first hear about Athens Transit Services?
 - a. Saw a bus stop
 - b. Friend
 - c. Online
 - d. Advertisement
 - e. Other
4. Do you currently ride on Athens Transit?
 - a. Yes
 - b. No – **Please take the non-rider survey instead**
5. For the next few questions, please think about your most frequent trip on Athens Transit. What is the trip destination?
 - a. Work/work related
 - b. Home
 - c. College or school
 - d. Shopping
 - e. Medical services
 - f. Social, recreation, or entertainment

- g. Personal business (bank, post office, etc.)
 - h. Other: _____
6. When you got off the bus on your most frequent trip, how do you get to your final destination?
- a. Walked ____# Blocks
 - b. Drove my car
 - c. Got picked up by someone
 - d. Rode a bus
 - e. Rode my bicycle
 - f. Rode with someone who parked (carpooled)
7. Are there sidewalks from the bus stop to your most frequent destination?
- a. Yes
 - b. No
8. Are there bicycle lanes from the bus stop to your most frequent destination?
- a. Yes
 - b. No
9. If bus service was not available, how would you have made the trip?
- a. Driven
 - b. Rode with someone
 - c. Bicycled
 - d. Walked
 - e. Taxied
 - f. Wouldn't make the trip
10. How many days per week do you usually ride Athens Transit?
- a. Less than once a week
 - b. 1
 - c. 2
 - d. 3
 - e. 4
 - f. 5 or more
11. How important are the following improvements? Classify each as extremely important to not important at all.
- a. Service to new areas
 - b. Frequent service
 - c. Faster service
 - d. Earlier morning service
 - e. Later evening service
 - f. Increased evening service and on Saturdays and Sundays
 - g. Clean/well maintained vehicles

- h. Wi-fi available on-board
- i. More information at bus stops
- j. More information on the internet

12. Which of the above would influence your decision to ride Athens Transit most?

13. What changes to the current service could be made to make Athens Transit more appealing to you as a rider? This could be something as specific as “change route 99 so it runs on Elm Street” or as broad as “make the bus seats more comfortable”.

14. How important are the changes you just mentioned in affecting your decision to ride Athens Transit?

- a. Extremely important
- b. Very important
- c. Moderately important
- d. Slightly important
- e. Not at all important

15. Where could Athens Transit add service to make it more appealing to you as a rider?

16. How important would the additional service be to you as a rider?

- a. Extremely important
- b. Very important
- c. Moderately important
- d. Slightly important
- e. Not at all important

17. How satisfied are you with Athens Transit services overall?

- a. Very satisfied
- b. Satisfied
- c. Neither satisfied nor dissatisfied
- d. Dissatisfied
- e. Very dissatisfied

18. Do you have any other comments on how Athens Transit can better serve you?

-
-
-
19. How many vehicles are available for use by your household?
- a. None
 - b. 1
 - c. 2
 - d. 3
 - e. 4 or more
20. What is your age?
- a. Under 16
 - b. 16-20
 - c. 21-25
 - d. 26-30
 - e. 31-35
 - f. 36-45
 - g. 46-55
 - h. 56-65
 - i. 66-75
 - j. Older than 75
21. What is your estimated annual household income in 2015 before taxes?
- a. Under \$5,000
 - b. \$5,000 to \$9,999
 - c. \$10,000 to \$19,999
 - d. \$20,000 to \$29,999
 - e. \$30,000 to \$39,999
 - f. \$40,000 to \$49,999
 - g. \$50,000 to \$59,999
 - h. \$60,000 to \$74,999
 - i. \$75,000 to \$89,999
 - j. \$90,000 or more
22. Are you: (select all that apply)
- a. African American
 - b. Hispanic/Latino
 - c. White/Caucasian
 - d. Native American
 - e. Asian/Pacific Islander
 - f. Other
23. Do you require a wheelchair accessible or specially-equipped vehicle to travel?
- a. Yes
 - b. No

Thank you for your time and input

Non-Rider Survey

Athens Transit is conducting a study to understand how the current transit system is functioning and operating today, and to set recommendations and goals for the future. As part of this, the project team is gathering feedback from citizens about the transportation modes they utilize, and how the transit system is working for them. The online survey will be available from January 31 until March 7, 2016, and the results will be used to guide the project goals and recommendations. For more information please contact Athens Transit Customer Service at 706.613.3437. Thank you for your feedback and participation.

1. Are you aware of Athens Transit Services?
 - a. Yes
 - b. No
2. What is your primary form of transportation?
 - a. Athens Transit
 - b. University of Georgia Transit
 - c. Personal Automobile
 - d. Bicycle
 - e. Pedestrian
 - f. Uber/Lyft/Taxi
 - g. Walking
3. How did you first hear about Athens Transit Services?
 - a. Saw a bus stop
 - b. Friend
 - c. Online
 - d. Advertisement
 - e. Other
4. Do you currently ride on Athens Transit?
 - a. Yes – **Please take Riders Survey instead**
 - b. No
5. Do you regularly use an alternative form of transportation such as bus, Uber, Lyft, Taxi in addition to your personal automobile?
 - a. Yes
 - b. No

6. What is the most important factor that would encourage you to use public transportation, such as Athens Transit? Select the two most important factors to you.
 - a. Frequent service
 - b. On-time service
 - c. Additional/different routes
 - d. Quick service/short travel time
 - e. Service offered late in the evenings (for example, after 9:00 PM)
 - f. Service offered early in the mornings (for example, before 6:00 AM)
 - g. Increased evening service and on Saturdays and Sundays
 - h. Clean/well maintained vehicles
 - i. Wi-fi available on-board
7. If those changes were made, how likely would you be to use public transportation, such as Athens Transit Agency?
 - a. Extremely likely
 - b. Very likely
 - c. Moderately likely
 - d. Slightly likely
 - e. Not at all likely
8. Why would you use public transportation, such as Athens Transit? Select all that apply.
 - a. Parking is hard to find
 - b. Parking is too far from my destination
 - c. I care about the environment
 - d. To avoid traffic congestion
 - e. I don't like driving
 - f. Driving is too expensive
 - g. I don't have a license
 - h. I don't have access to a vehicle
 - i. Other: _____
9. Do you have adequate sidewalks outside of your home and most frequent destinations (for example work, shopping, doctor's office, etc.)?
 - a. Yes
 - b. No
10. Do you have adequate bicycle lanes/facilities outside of your home and most frequent destinations (for example work, shopping, doctor's office, etc.)?
 - a. Yes
 - b. No

11. What is the purpose of the trips you would make on public transportation? Select all that apply

- a. Work
- b. Personal
- c. Shopping
- d. College / School
- e. Hospital / Doctor's office
- f. Social / Recreation
- g. Other: _____

12. Is there adequate information available to you about Athens Transit Agency?

- a. Yes
- b. No

13. What changes to the current service could be made to make Athens Transit more appealing to you as a potential rider?

14. Where could Athens Transit add service to make it more appealing to you as a potential rider?

15. How many vehicles are available for use by your household?

- a. None
- b. 1
- c. 2
- d. 3
- e. 4 or more

16. What is your age?

- a. Under 16
- b. 16-20
- c. 21-25
- d. 26-30
- e. 31-35
- f. 36-45
- g. 46-55
- h. 56-65
- i. 66-75
- j. Older than 75

17. What is your estimated annual household income in 2015 before taxes?

- a. Under \$5,000
- b. \$5,000 to \$9,999
- c. \$10,000 to \$19,999
- d. \$20,000 to \$29,999
- e. \$30,000 to \$39,999
- f. \$40,000 to \$49,999
- g. \$50,000 to \$59,999
- h. \$60,000 to \$74,999
- i. \$75,000 to \$89,999
- j. \$90,000 or more

18. Are you: (select all that apply)

- a. African American
- b. Hispanic/Latino
- c. White/Caucasian
- d. Native American
- e. Asian/Pacific Islander
- f. Other

19. Do you require a wheelchair accessible or specially-equipped vehicle to travel?

- a. Yes
- b. No

Thank you for your time and input

Encuesta para pasajeros del sistema de tránsito de Athens, GA

El Sistema de tránsito de la ciudad de Athens, Georgia está realizando un estudio para entender como el sistema actual está funcionando y operando al día de hoy, y para hacer recomendaciones y metas para el futuro. Como parte de esto, el equipo del proyecto está recolectando información de los ciudadanos con respecto a los medios que estos utilizan, y como han funcionado a su parecer. Las encuestas en ingles estarán disponibles en línea (online) desde el primero (1) de febrero hasta el siete (7) de marzo del 2016 y los resultados serán usados para guiar las recomendaciones y metas del proyecto. Para más información por favor contactar al servicio al cliente del departamento de tránsito de la ciudad de Athens al 706-613-3437. Gracias por su opinión y su participación.

24. ¿Está familiarizado con el servicio de tránsito de Athens?

- a. Sí
- b. No – **por favor tomar la encuesta para los no pasajeros**

25. ¿Cuál es su medio principal de transporte?

- a. Sistema de tránsito de Athens, GA
- b. Sistema de tránsito de la Universidad de Georgia – (tránsito de campus)

- c. Carro propio
- d. Bicicleta
- e. Peatón
- f. Uber/Lyft/Taxi
- g. Caminar

26. ¿Cómo escuchó usted por primera vez de los servicios de transito de Athens?

- a. Vio un estación de buses
- b. Amigo
- c. Online/En línea
- d. Anuncios
- e. Otro

27. ¿Utiliza actualmente el servicio de tránsito de Athens?

- a. Sí
- b. No – **por favor tomar la encuesta para los no pasajeros**

Para la siguientes preguntas, por favor piense en su viaje más reciente en el servicio de transito de Athens.

28. ¿Cuál era su destino?

- a. Trabajo/ Relacionado al Trabajo
- b. Hogar
- c. El colegio o la escuela
- d. Compras
- e. Servicios médicos
- f. Social/Recreación/entretenimiento
- g. Asuntos personales (el banco, el correo, etc.)
- h. Otro: _____

29. ¿Cuándo se bajó del bus en su viaje más frecuente, como llegó a su destino final?

- a. Caminó ____# Cuadras
- b. Manejó su carro
- c. Le fueron a buscar
- d. Tomo otro bus
- e. Toma la bicicleta
- f. Compartió con alguien que había parqueado (Uso compartido de carro/“carpooled”)

30. ¿Hay aceras para caminar desde la estación del bus a su destino más frecuente?

- a. Sí
- b. No

31. Hay líneas para bicicletas desde la estación del bus hacia su destino más frecuente?

- a. Sí
- b. No

32. ¿Si los servicios del bus no estuvieran disponibles, como hubiera hecho el viaje??

- a. Manejado
- b. Compartido el carro con alguien (“carpool”)
- c. Tomado una bicicleta
- d. Caminado
- e. En taxi
- f. No hubiese hecho el viaje

33. ¿Cuantos días a la semana utiliza el servicio de transito de Athens?

- a. Menos que una vez a la semana
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5 o mas

34. ¿Qué tan importante son los siguientes mejoramientos? Clasificarlos de lo extremadamente importante (1) a lo no importante para nada (5).

- 1 = Extremadamente importante
- 2 = Muy Importante
- 3 = Medio importante
- 4 = No tan importante
- 5 = No importante para nada

Servicios para nuevas áreas	1	2	3	4	5
Servicio frecuente	1	2	3	4	5
Servicio rápido	1	2	3	4	5
Servicio mucho más temprano en el día	1	2	3	4	5
Servicio mucho más tarde por las tardes	1	2	3	4	5
Mas servicio por las tardes y los días sábados y domingos	1	2	3	4	5
Vehículos limpios y en buenas condiciones	1	2	3	4	5
Wi-fi disponible abordo	1	2	3	4	5
Más información en las estaciones de buses	1	2	3	4	5
Más información en el internet	1	2	3	4	5

35. ¿Cuál de los anteriores influiría más en su decisión de utilizar más el servicio de transito de Athens?

36. ¿Qué cambios se podrían hacer en el servicio actual para lograr que este sea más atractivo para el pasajero? Su respuesta puede ser tan específico como “cambiar ruta 99 para que corre en Calle Elm”, o tan general como “cambiar las sillas para unas más cómodas”

37. ¿Qué tan importantes son los cambios que acaba de mencionar para tomar la decisión de utilizar el servicio de transito de Athens?

- a. Extremadamente importante
- b. Muy Importante
- c. Medio importante
- d. No tan importante
- e. No importante para nada

38. ¿Adónde podría el tránsito de Athens agregar más servicios para poder ser más atractivo para usted el pasajero?

39. ¿Qué tan importante serían los servicios adicionales para usted el pasajero?

- a. Extremadamente importante
- b. Muy Importante
- c. Medio importante
- d. No tan importante
- e. No importante para nada

40. ¿Qué tan satisfecho está usted con el servicio de transito de Athens en lo general?

- a. Muy satisfecho
- b. Satisfecho
- c. Ni satisfecho ni insatisfecho
- d. Insatisfecho
- e. Muy Insatisfecho

41. ¿Tiene algún otro comentario en cuanto a cómo podría el servicio de Athens servirle mejor?

42. ¿Cuántos vehículos tiene disponible en su familia?

- a. Ninguno
- b. 1
- c. 2
- d. 3
- e. 4 o mas

43. ¿Cuántos años tiene usted?

- a. Menor de 16
- b. 16-20
- c. 21-25
- d. 26-30
- e. 31-35
- f. 36-45
- g. 46-55
- h. 56-65
- i. 66-75
- j. Mayor de 75

44. ¿Cuál es su estimación del ingreso anual para el 2015 en su casa, antes de los impuestos?

- a. Menos de \$5,000
- b. \$5,000 to \$9,999
- c. \$10,000 to \$19,999
- d. \$20,000 to \$29,999
- e. \$30,000 to \$39,999
- f. \$40,000 to \$49,999
- g. \$50,000 to \$59,999
- h. \$60,000 to \$74,999
- i. \$75,000 to \$89,999
- j. \$90,000 o mas

45. ¿Es usted? (Seleccione todas las que apliquen):

- a. Afroamericano
- b. Hispano/latino
- c. Blanco/caucásico
- d. Nativo americano
- e. Islas de Asia/Pacifico
- f. Otro

46. ¿Requiere usted para viajar un vehículo equipado para silla de ruedas o equipo especial?

- f. Sí
- g. No

Gracias por su tiempo y su opinión

Encuesta para personas que no son pasajeros del sistema de tránsito de Athens, GA

El sistema de tránsito de la ciudad de Athens, Georgia está realizando un estudio para entender como el sistema actual está funcionando y operando al día de hoy, y para hacer recomendaciones y metas para el futuro. Como parte de esto, el equipo del proyecto está recolectando información de los ciudadanos con respecto a los medios que estos utilizan, y como han funcionado a su parecer. Las encuestas en ingles estarán disponibles en línea (online) desde el triente y uno (31) de enero hasta el siete (7) de marzo del 2016 y los resultados serán usados para guiar las recomendaciones y metas del proyecto. Para más información por favor contactar al servicio al cliente del departamento de tránsito de la ciudad de Athens al 706-613-3437. Gracias por su opinión y su participación.

1. ¿Está familiarizado con el servicio de tránsito de Athens?
 - a. Sí
 - b. No
2. ¿Cuál es su medio principal de transporte?
 - a. Sistema de tránsito de Athens, GA
 - b. Sistema de tránsito de la Universidad de Georgia – (tránsito de campus)
 - c. Carro propio
 - d. Bicicleta
 - e. Peatón
 - f. Uber/Lyft/Taxi
 - g. Caminar
3. ¿Cómo escuchó usted por primera vez de los servicios de transito de Athens?
 - a. Vio una estación de buses
 - b. Amigo
 - c. Online/En línea
 - d. Anuncios
 - e. Otro
4. ¿Utiliza actualmente el servicio de tránsito de Athens?
 - a. Sí – **por favor tomar la encuesta para los pasajeros**
 - b. No
5. ¿Usa usted regularmente formas alternativas de transporte como: buses, Uber, Lyft, taxi, en adición a su uso de carro propio?
 - c. Sí
 - d. No

6. ¿Cuál es el factor más importante que lo motivaría a utilizar el transporte público como el de la ciudad de Athens? Seleccione **los dos factores** más importantes para usted.
- a. Servicio frecuente
 - b. Servicio a tiempo
 - c. Rutas adicionales/diferentes
 - d. Servicio rápido y poco tiempo de viaje
 - e. Servicio por las noches (por ejemplo: después de las 9 pm)
 - f. Servicio temprano por las mañanas (por ejemplo: antes de las 6am)
 - g. Mas servicio por las tardes, los sábados, y los domingos
 - h. Vehículos limpios y en buen estado
 - i. Wi-fi disponible abordo
7. ¿Si se hicieran estos cambios, que tan posible seria para usted utilizar los servicios del transporte público como los de la ciudad de Athens?
- a. Extremadamente posible
 - b. Muy posible
 - c. Medio posible
 - d. Poco posible
 - e. Imposible
8. ¿Por qué usaría usted el transporte público como el de la ciudad de Athens? Seleccione todos los que aplican.
- a. Es muy difícil de encontrar parqueo
 - b. El parqueo está lejos de mi destino
 - c. Me preocupa por el medio ambiente
 - d. Para evitar el congestionamiento de trafico
 - e. No le gusta manejar
 - f. Manejar es muy caro
 - g. No posee una licencia
 - h. No tiene acceso a un vehículo
 - i. Otro: _____
9. ¿Tiene aceras adecuadas para caminar afuera de su casa y su destino más frecuente? (por ejemplo: el trabajo, lugares de compras, la oficina del doctor, etc.)
- a. Sí
 - b. No
1. ¿Tiene líneas adecuadas para bicicletas afuera de su casa y su destino más frecuente? (por ejemplo: el trabajo, lugares de compras, la oficina del doctor, etc.)
- a. Sí
 - b. No

11. ¿Cuál es el propósito de los viajes que usted haría en el transporte público? Seleccione todos los que aplican.

- c. Trabajo/ Relacionado al Trabajo
- d. Asuntos personales (el banco, el correo, etc.)
- e. Compras
- f. El colegio o la escuela
- g. Servicios médicos
- h. Social/Recreación/entretenimiento
- i. Otro: _____

12. ¿Hay información adecuada disponible para usted con respecto a la agencia de transito de Athens?

- j. Sí
- k. No

13. ¿Qué cambios podríamos hacer al servicio de transito actual de Athens para hacerlo más atractivo para usted el pasajero potencial?

14. ¿Adónde podría el tránsito de Athens agregar más servicios para poder ser más atractivo para usted el pasajero?

47. ¿Cuántos vehículos tiene disponible en su familia?

- h. Ninguno
- i. 1
- j. 2
- k. 3
- l. 4 o mas

48. ¿Cuántos años tiene usted?

- a. Menor de 16
- b. 16-20
- c. 21-25
- d. 26-30
- e. 31-35
- f. 36-45
- g. 46-55
- h. 56-65
- i. 66-75
- j. Mayor de 75

49. ¿Cuál es su estimación del ingreso anual para el 2015 en su casa, antes de los impuestos?

- k. Menos de \$5,000
- l. \$5,000 to \$9,999
- m. \$10,000 to \$19,999
- n. \$20,000 to \$29,999
- o. \$30,000 to \$39,999
- p. \$40,000 to \$49,999
- q. \$50,000 to \$59,999
- r. \$60,000 to \$74,999
- s. \$75,000 to \$89,999
- t. \$90,000 o mas

50. ¿Es usted? (Seleccione todas las que apliquen):

- a. Afroamericano
- b. Hispano/latino
- c. Blanco/caucásico
- d. Nativo americano
- e. Islas de Asia/Pacifico
- f. Otro

51. ¿Requiere usted para viajar un vehículo equipado para silla de ruedas o equipo especial?

- m. Sí
- n. No

Gracias por su tiempo y su opinión

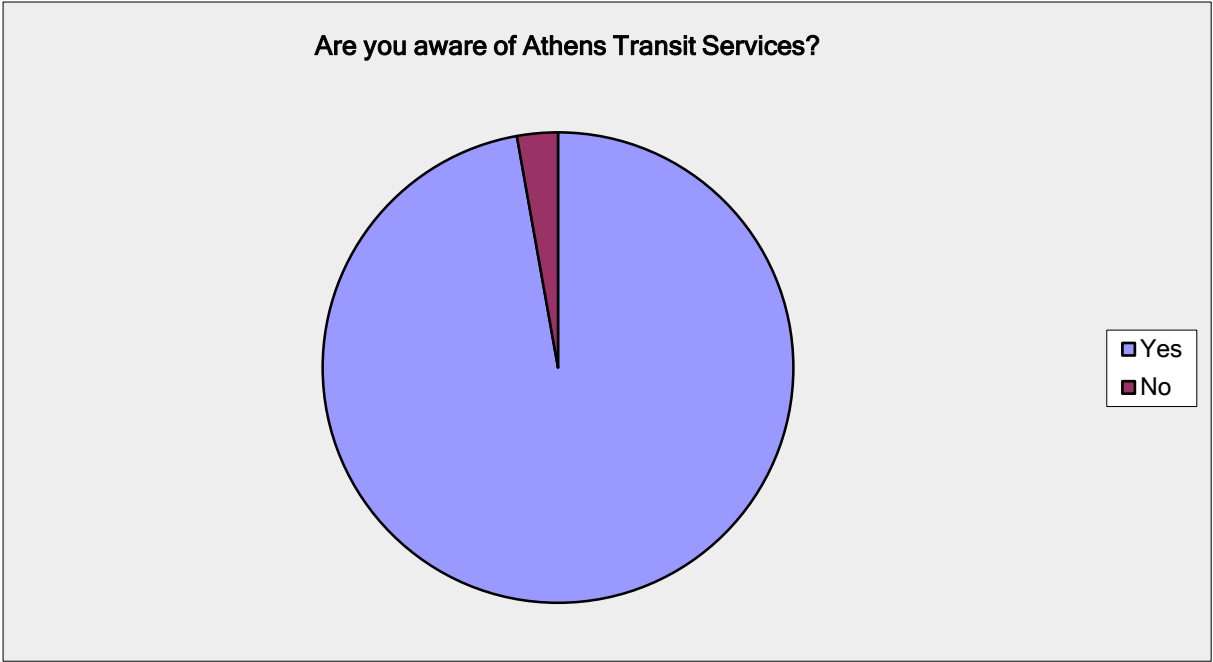
Link to Raw Survey Data

<https://www.surveymonkey.com/results/SM-V5VVVCXW/>

Summary Responses for Survey Questions

Athens Transit Public Participation Survey

Are you aware of Athens Transit Services?		
Answer Options	Response Percent	Response Count
Yes	97.2%	385
No	2.8%	11
<i>answered question</i>		396
<i>skipped question</i>		2

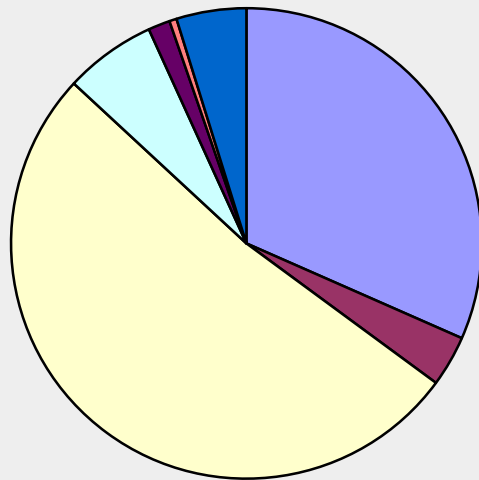


Athens Transit Public Participation Survey

What is your primary form of transportation?

Answer Options	Response Percent	Response Count
Athens Transit	31.6%	125
University of Georgia - Campus Transit	3.5%	14
Personal Automobile	51.8%	205
Bicycle	6.3%	25
Pedestrian	1.5%	6
Uber/Lyft/Taxi	0.5%	2
Walking	4.8%	19
<i>answered question</i>		396
<i>skipped question</i>		2

What is your primary form of transportation?



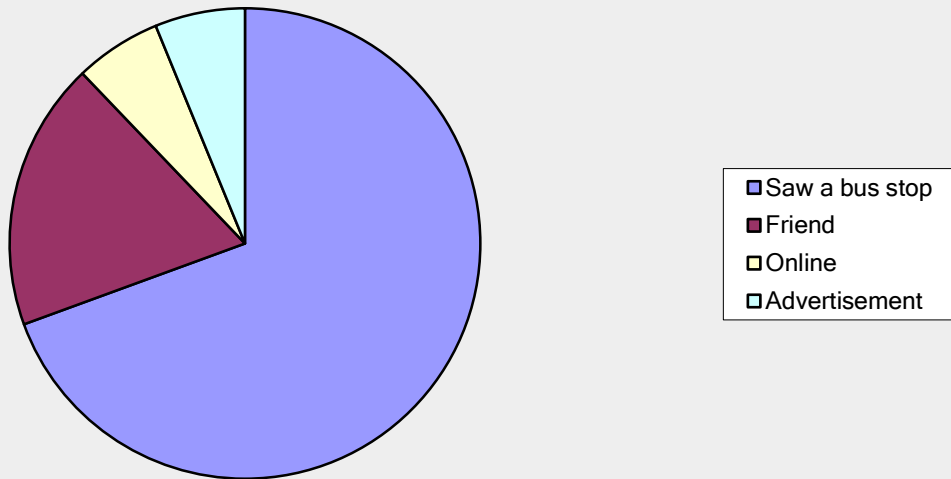
- Athens Transit
- University of Georgia - Campus Transit
- Personal Automobile
- Bicycle
- Pedestrian
- Uber/Lyft/Taxi
- Walking

Athens Transit Public Participation Survey

How did you first hear about Athens Transit Services?

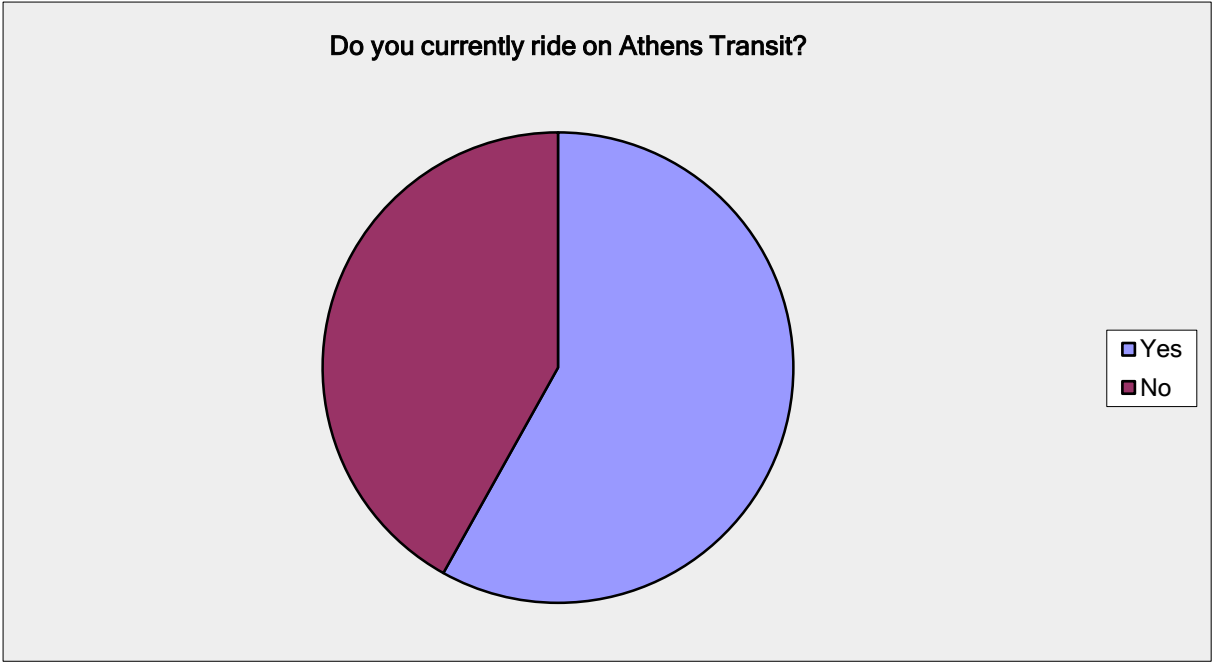
Answer Options	Response Percent	Response Count
Saw a bus stop	57.2%	211
Friend	15.2%	56
Online	4.9%	18
Advertisement	5.1%	19
Other (please specify)		24
<i>answered question</i>		369
<i>skipped question</i>		29

How did you first hear about Athens Transit Services?



Athens Transit Public Participation Survey

Do you currently ride on Athens Transit?		
Answer Options	Response Percent	Response Count
Yes	58.1%	229
No	41.9%	165
<i>answered question</i>		394
<i>skipped question</i>		4

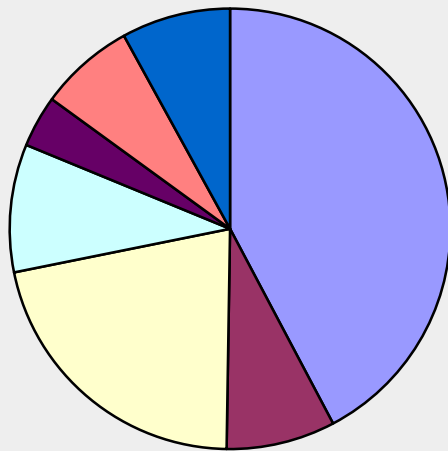


Athens Transit Public Participation Survey

For the next few questions, please think about your most frequent trip on Athens Transit.
What is the trip destination?

Answer Options	Response Percent	Response Count
Work/ work related	42.3%	90
Home	8.0%	17
College or school	21.6%	46
Shopping	9.4%	20
Medical services	3.8%	8
Social, recreation, or entertainment	7.0%	15
Personal business (bank, post office, etc.)	8.0%	17
Other (please specify)		13
<i>answered question</i>		213
<i>skipped question</i>		185

For the next few questions, please think about your most frequent trip on Athens Transit. What is the trip destination?



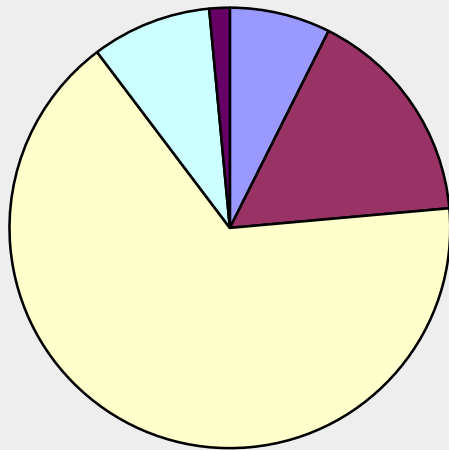
- Work/ work related
- Home
- College or school
- Shopping
- Medical services
- Social, recreation, or entertainment
- Personal business (bank, post office, etc.)

Athens Transit Public Participation Survey

When you get off the bus on your most frequent trip, what is the most common way that you get to your final destination?

Answer Options	Response Percent	Response Count
Drive my car	7.4%	5
Get picked up by someone	16.2%	11
Ride a bus	66.2%	45
Ride my bicycle	8.8%	6
Ride with someone who parked (carpooled)	1.5%	1
Walk _____# Blocks		152
<i>answered question</i>		68
<i>skipped question</i>		330

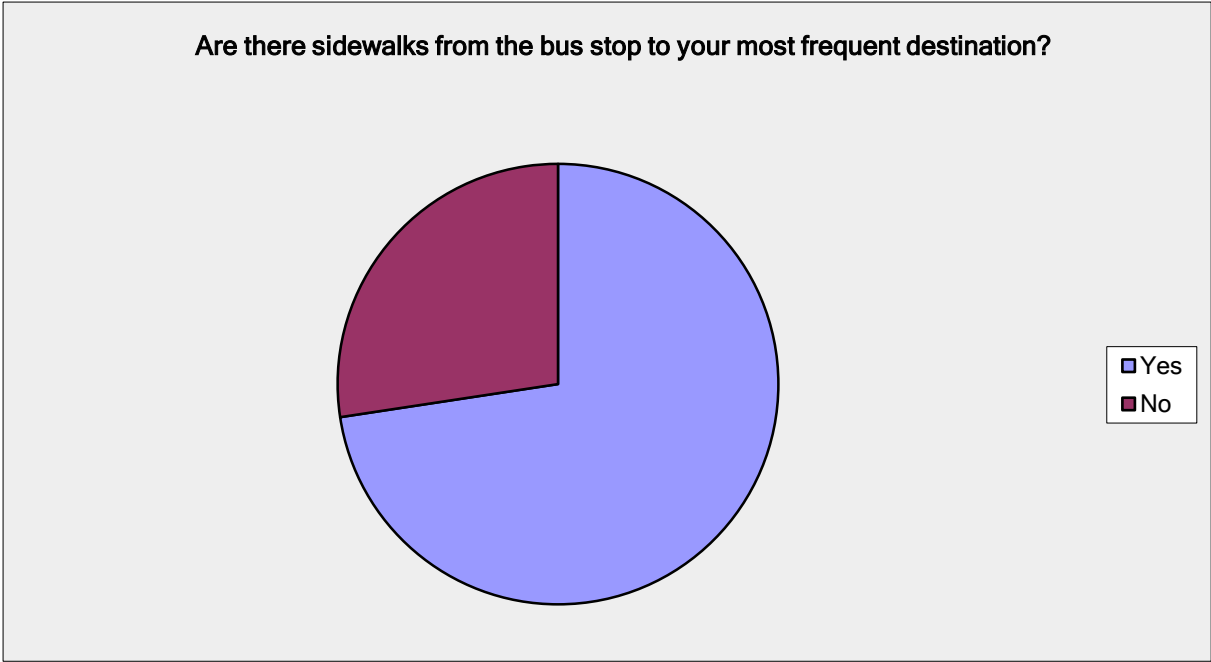
When you get off the bus on your most frequent trip, what is the most common way that you get to your final destination?



- Drive my car
- Get picked up by someone
- Ride a bus
- Ride my bicycle
- Ride with someone who parked (carpooled)

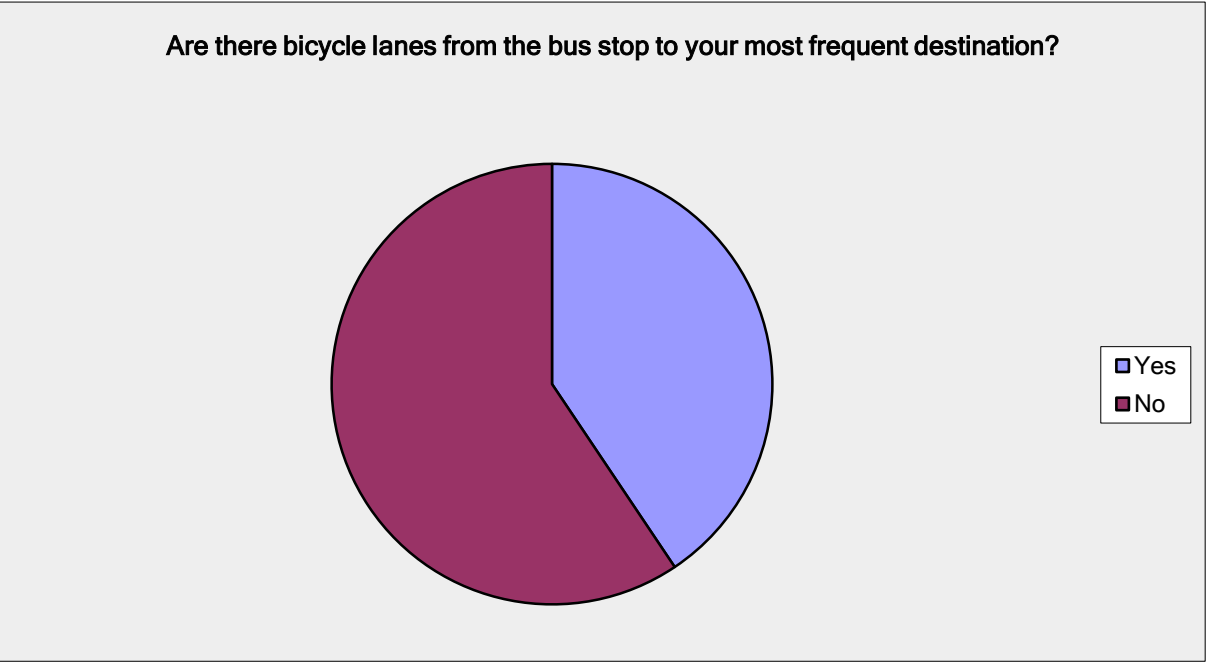
Athens Transit Public Participation Survey

Are there sidewalks from the bus stop to your most frequent destination?		
Answer Options	Response Percent	Response Count
Yes	72.6%	156
No	27.4%	59
<i>answered question</i>		215
<i>skipped question</i>		183



Athens Transit Public Participation Survey

Are there bicycle lanes from the bus stop to your most frequent destination?		
Answer Options	Response Percent	Response Count
Yes	40.6%	86
No	59.4%	126
<i>answered question</i>		212
<i>skipped question</i>		186

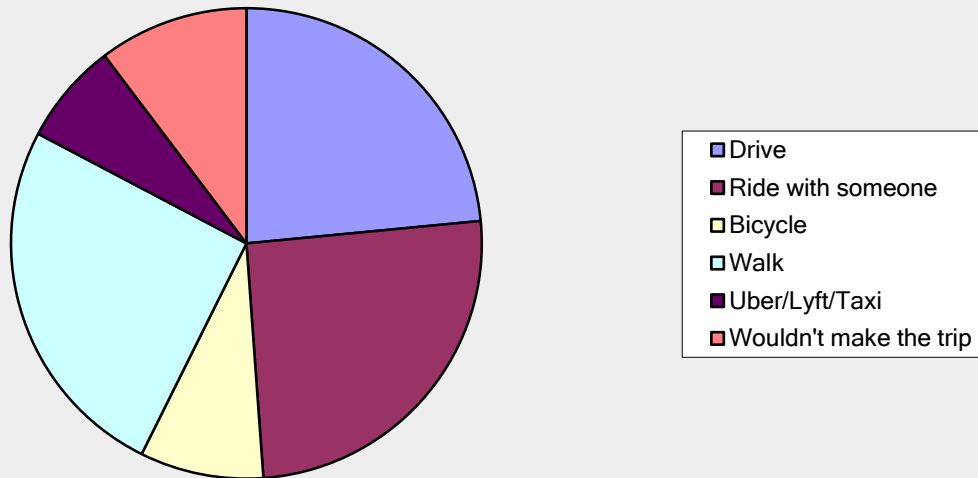


Athens Transit Public Participation Survey

If bus service was not available, how would you make the trip?

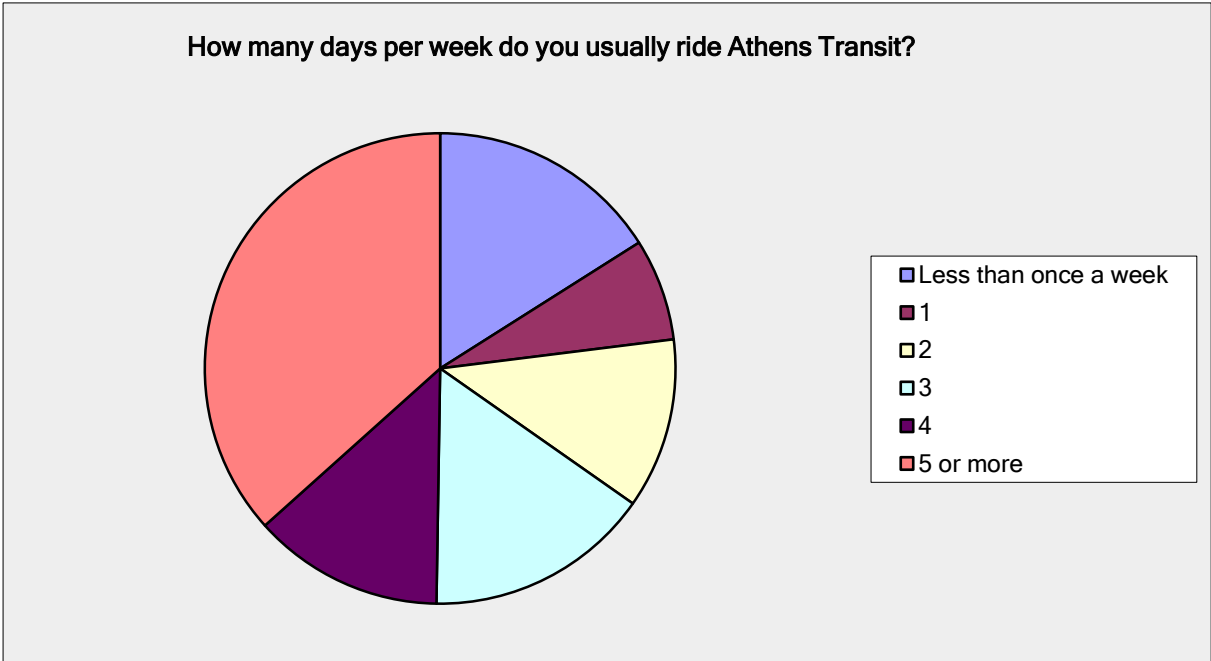
Answer Options	Response Percent	Response Count
Drive	23.5%	50
Ride with someone	25.4%	54
Bicycle	8.5%	18
Walk	25.4%	54
Uber/Lyft/Taxi	7.0%	15
Wouldn't make the trip	10.3%	22
<i>answered question</i>		213
<i>skipped question</i>		185

If bus service was not available, how would you make the trip?



Athens Transit Public Participation Survey

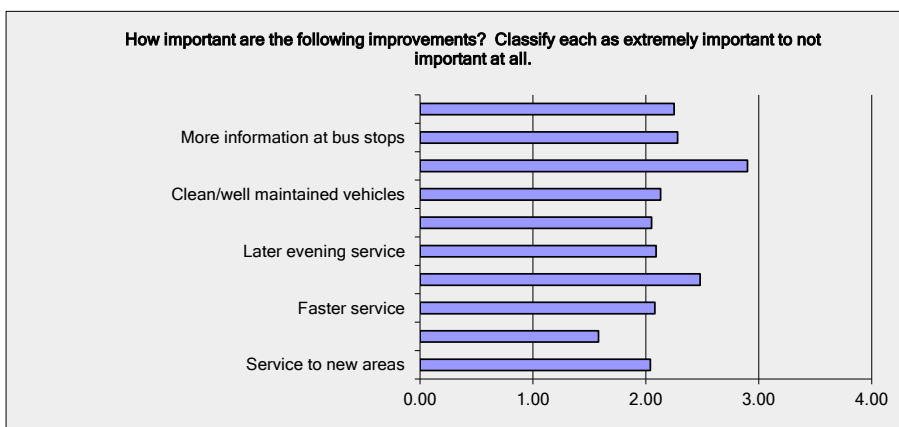
How many days per week do you usually ride Athens Transit?		
Answer Options	Response Percent	Response Count
Less than once a week	16.0%	34
1	7.0%	15
2	11.7%	25
3	15.5%	33
4	13.1%	28
5 or more	36.6%	78
answered question		213
skipped question		185



Athens Transit Public Participation Survey

How important are the following improvements? Classify each as extremely important to not important at all.

Answer Options	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important	Rating Average	Response Count
Service to new areas	92	40	39	11	13	2.04	195
Frequent service	125	45	15	5	6	1.58	196
Faster service	85	48	40	11	13	2.08	197
Earlier morning service	70	39	38	26	25	2.48	198
Later evening service	88	46	29	16	15	2.09	194
Increased evening service and on Saturdays and	103	35	34	7	22	2.05	201
Clean/well maintained vehicles	81	46	45	11	13	2.13	196
Wi-fi available on-board	63	23	34	29	50	2.90	199
More information at bus stops	75	43	43	20	16	2.28	197
More information on the internet	70	49	49	12	15	2.25	195
answered question							204
skipped question							194

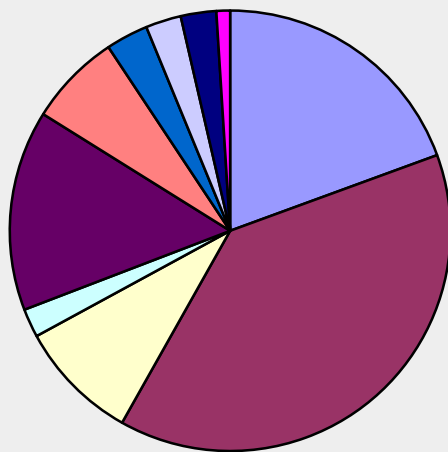


Athens Transit Public Participation Survey

Which of the above would most influence your decision to ride Athens Transit?

Answer Options	Response Percent	Response Count
Service to new areas	19.4%	37
Frequent service	38.7%	74
Faster service	8.9%	17
Earlier morning service	2.1%	4
Later evening service	14.7%	28
Increased evening service and on Saturdays and	6.8%	13
Clean/well maintained vehicles	3.1%	6
Wi-fi available on-board	2.6%	5
More information at bus stops	2.6%	5
More information on the internet	1.0%	2
<i>answered question</i>		191
<i>skipped question</i>		207

Which of the above would most influence your decision



- Service to new areas
- Frequent service
- Faster service
- Earlier morning service
- Later evening service
- Increased evening service and on Saturdays and Sundays
- Clean/well maintained vehicles
- Wi-fi available on-board
- More information at bus stops
- More information on the internet

Athens Transit Public Participation Survey

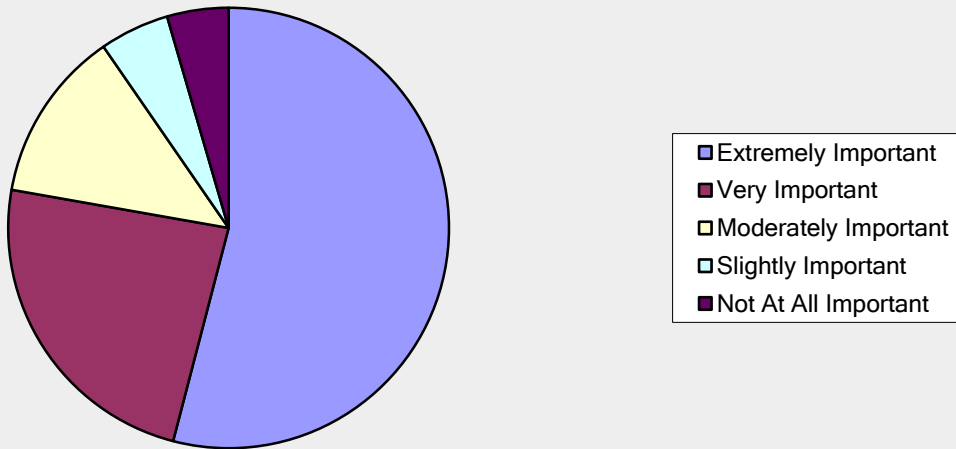
What changes to the current service could be made to make Athens transit more appealing to you as a rider? This could be something as	
Answer Options	Response Count
	175
<i>answered question</i>	175
<i>skipped question</i>	223

Athens Transit Public Participation Survey

How important are the changes you just mentioned in affecting your decision to ride Athens Transit?

Answer Options	Response Percent	Response Count
Extremely Important	54.0%	107
Very Important	23.7%	47
Moderately Important	12.6%	25
Slightly Important	5.1%	10
Not At All Important	4.5%	9
<i>answered question</i>		198
<i>skipped question</i>		200

How important are the changes you just mentioned in affecting your decision to ride Athens Transit?



Athens Transit Public Participation Survey

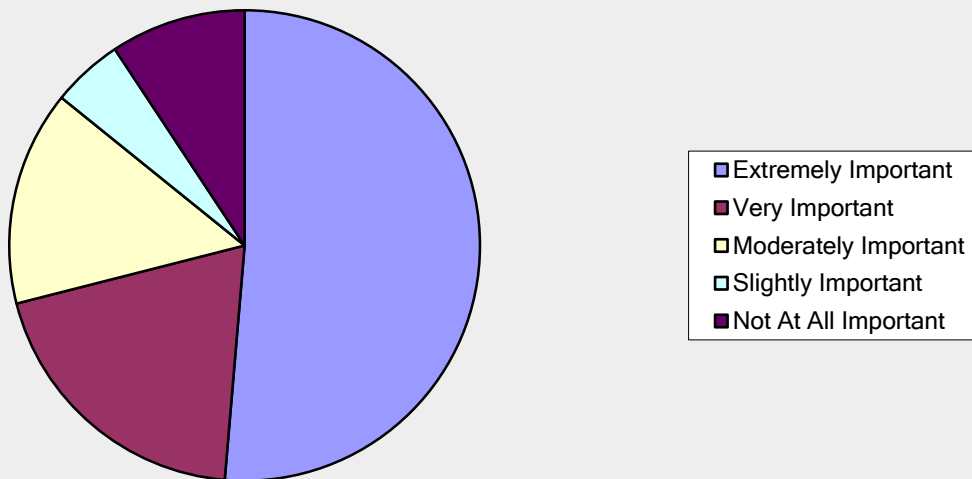
Where could Athens Transit add service to make it more appealing to you as a rider?	
Answer Options	Response Count
	146
<i>answered question</i>	146
<i>skipped question</i>	252

Athens Transit Public Participation Survey

How important would the additional service be to you as a rider?

Answer Options	Response Percent	Response Count
Extremely Important	51.4%	94
Very Important	19.7%	36
Moderately Important	14.8%	27
Slightly Important	4.9%	9
Not At All Important	9.3%	17
<i>answered question</i>		183
<i>skipped question</i>		215

How important would the additional service be to you as a rider?

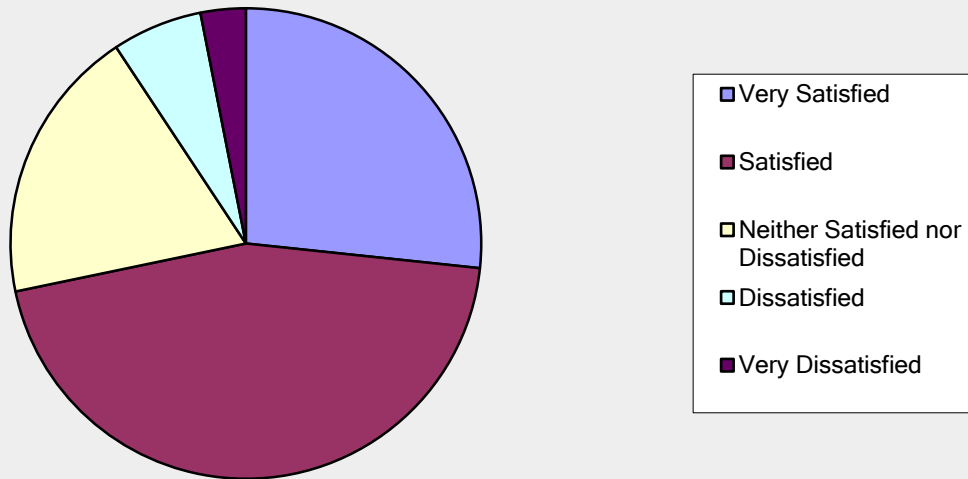


Athens Transit Public Participation Survey

How satisfied are you with Athens Transit services overall?

Answer Options	Response Percent	Response Count
Very Satisfied	26.7%	52
Satisfied	45.1%	88
Neither Satisfied nor Dissatisfied	19.0%	37
Dissatisfied	6.2%	12
Very Dissatisfied	3.1%	6
<i>answered question</i>		195
<i>skipped question</i>		203

How satisfied are you with Athens Transit services overall?



Athens Transit Public Participation Survey

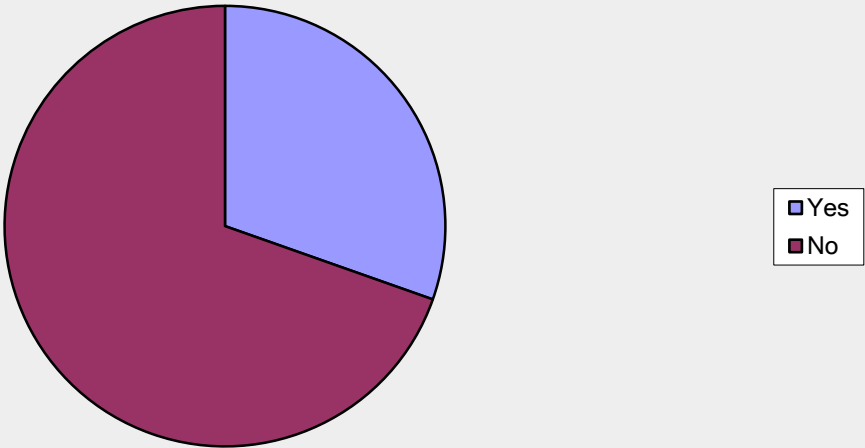
Do you have any other comments on how Athens Transit can better serve you?	
Answer Options	Response Count
	97
<i>answered question</i>	97
<i>skipped question</i>	301

Athens Transit Public Participation Survey

Do you regularly use an alternative form of transportation such as bus, Uber, Lyft, or Taxi in addition to your personal automobile?

Answer Options	Response Percent	Response Count
Yes	30.4%	48
No	69.6%	110
<i>answered question</i>		158
<i>skipped question</i>		240

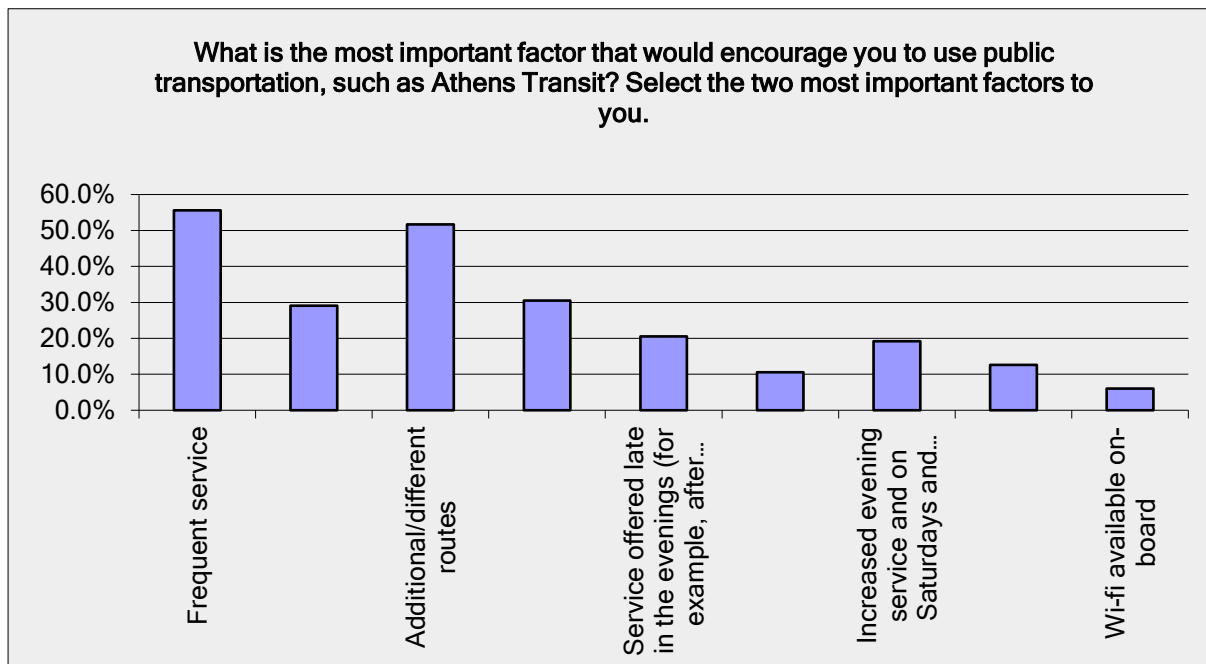
Do you regularly use an alternative form of transportation such as bus, Uber, Lyft, or Taxi in addition to your personal automobile?



Athens Transit Public Participation Survey

What is the most important factor that would encourage you to use public transportation, such as Athens Transit? Select the two most important factors to you.

Answer Options	Response Percent	Response Count
Frequent service	55.6%	84
On-time service	29.1%	44
Additional/different routes	51.7%	78
Quick service/short travel time	30.5%	46
Service offered late in the evenings (for example, after	20.5%	31
Service offered early in the mornings (for example,	10.6%	16
Increased evening service and on Saturdays and	19.2%	29
Clean/well maintained vehicles	12.6%	19
Wi-fi available on-board	6.0%	9
Other (please specify)		27
<i>answered question</i>		151
<i>skipped question</i>		247

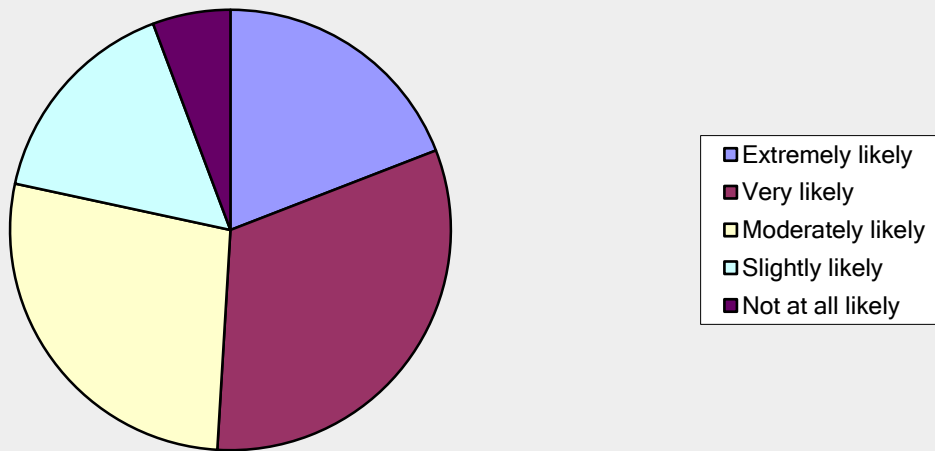


Athens Transit Public Participation Survey

If those changes were made, how likely would you be to use public transportation, such as Athens Transit Agency?

Answer Options	Response Percent	Response Count
Extremely likely	19.1%	30
Very likely	31.8%	50
Moderately likely	27.4%	43
Slightly likely	15.9%	25
Not at all likely	5.7%	9
<i>answered question</i>		157
<i>skipped question</i>		241

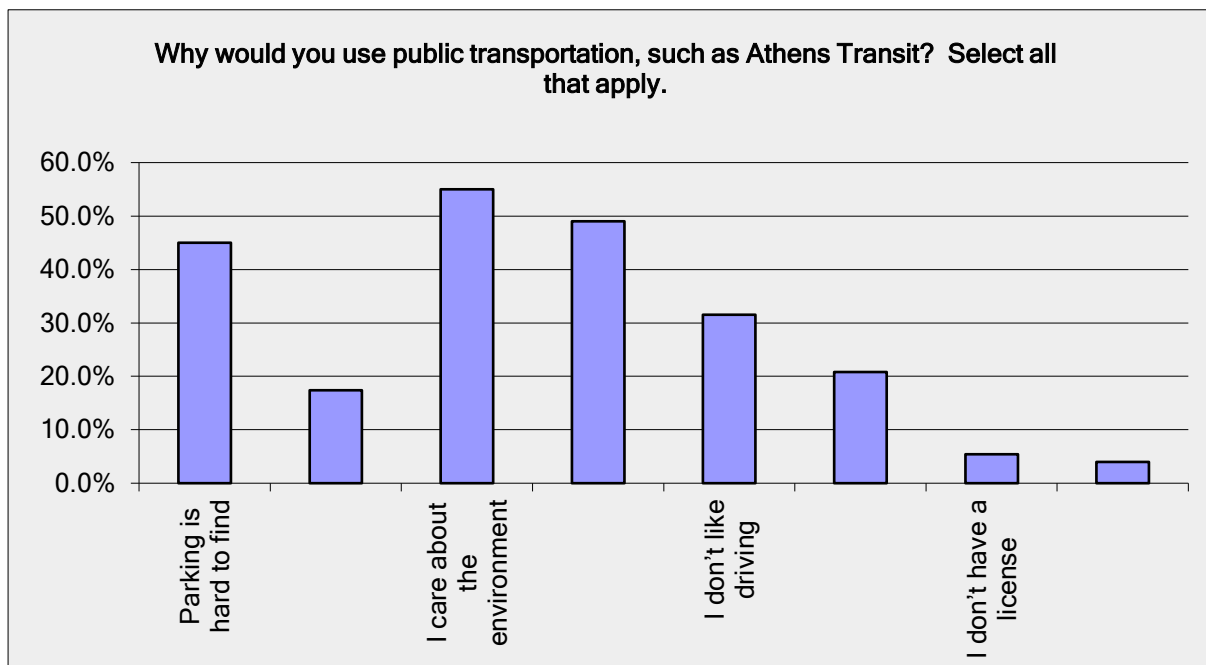
If those changes were made, how likely would you be to use public transportation, such as Athens Transit Agency?



Athens Transit Public Participation Survey

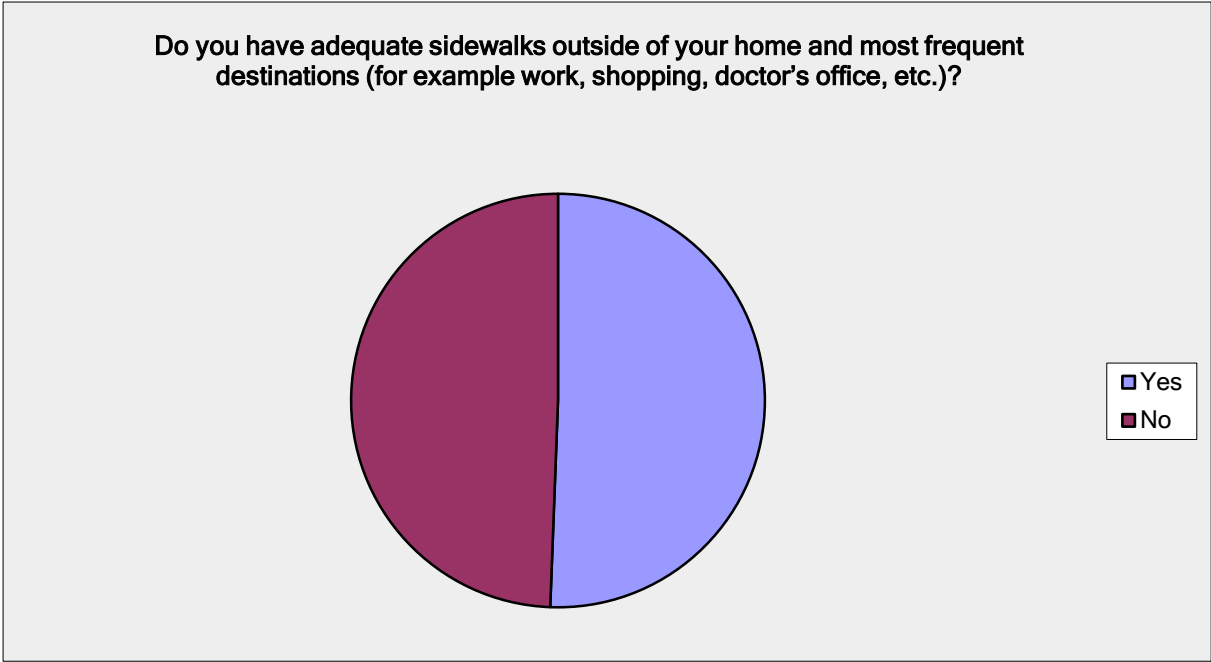
Why would you use public transportation, such as Athens Transit? Select all that apply.

Answer Options	Response Percent	Response Count
Parking is hard to find	45.0%	67
Parking is too far from my destination	17.4%	26
I care about the environment	55.0%	82
To avoid traffic congestion	49.0%	73
I don't like driving	31.5%	47
Driving is too expensive	20.8%	31
I don't have a license	5.4%	8
I don't have access to a vehicle	4.0%	6
Other (please specify)		25
<i>answered question</i>		149
<i>skipped question</i>		249



Athens Transit Public Participation Survey

Do you have adequate sidewalks outside of your home and most frequent destinations (for example work, shopping, doctor's office, etc.)?		
Answer Options	Response Percent	Response Count
Yes	50.6%	80
No	49.4%	78
answered question		158
skipped question		240

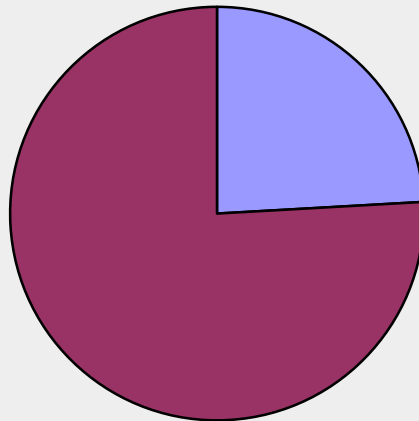


Athens Transit Public Participation Survey

Do you have adequate bicycle lanes/facilities outside of your home and most frequent destinations (for example work, shopping, doctor's office, etc.)?

Answer Options	Response Percent	Response Count
Yes	24.1%	38
No	75.9%	120
<i>answered question</i>		158
<i>skipped question</i>		240

Do you have adequate bicycle lanes/facilities outside of your home and most frequent destinations (for example work, shopping, doctor's office, etc.)?

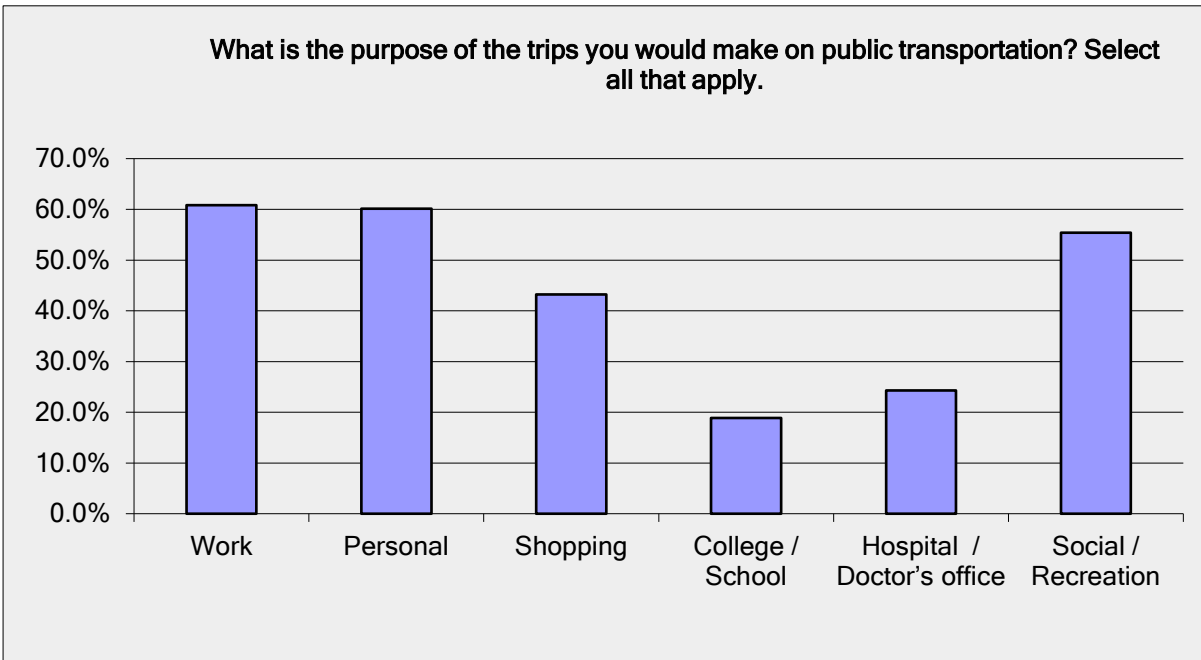


■ Yes
■ No

Athens Transit Public Participation Survey

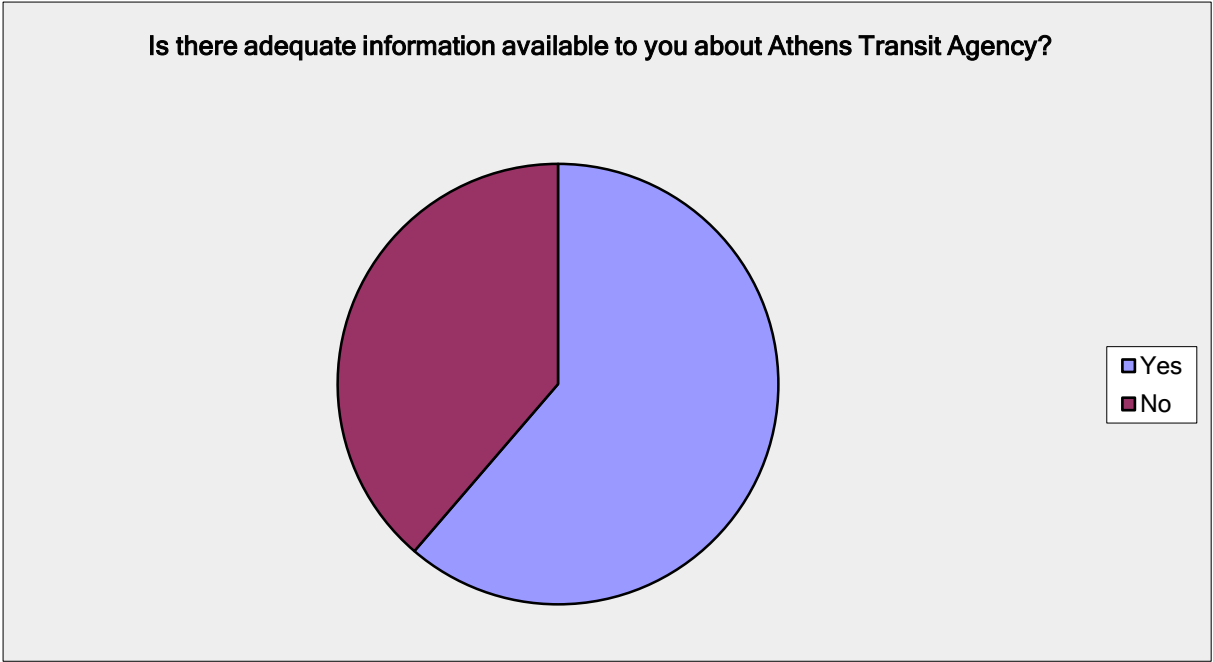
What is the purpose of the trips you would make on public transportation? Select all that apply.

Answer Options	Response Percent	Response Count
Work	60.8%	90
Personal	60.1%	89
Shopping	43.2%	64
College / School	18.9%	28
Hospital / Doctor's office	24.3%	36
Social / Recreation	55.4%	82
Other (please specify)		4
<i>answered question</i>		148
<i>skipped question</i>		250



Athens Transit Public Participation Survey

Is there adequate information available to you about Athens Transit Agency?		
Answer Options	Response Percent	Response Count
Yes	61.3%	95
No	38.7%	60
answered question		155
skipped question		243



Athens Transit Public Participation Survey

What changes to the current service could be made to make Athens Transit more appealing to you as a potential rider?	
Answer Options	Response Count
	105
<i>answered question</i>	105
<i>skipped question</i>	293

Athens Transit Public Participation Survey

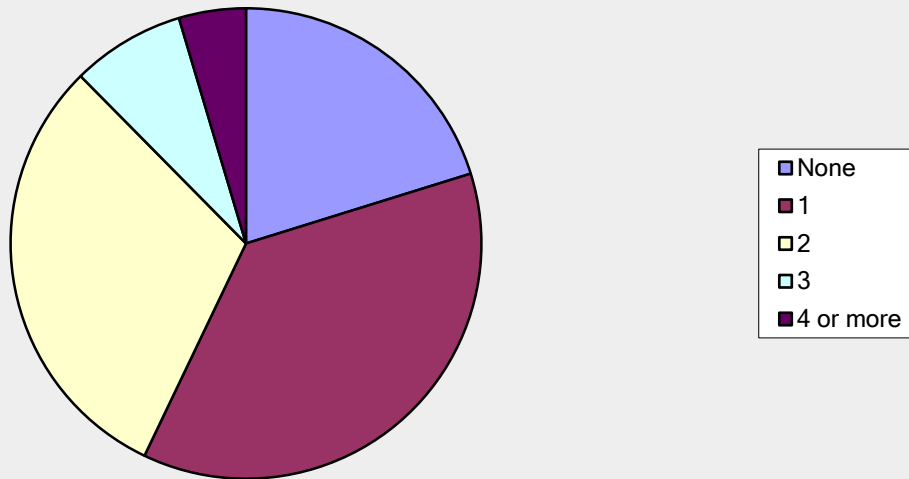
Where could Athens Transit add service to make it more appealing to you as a potential rider?	
Answer Options	Response Count
	89
<i>answered question</i>	89
<i>skipped question</i>	309

Athens Transit Public Participation Survey

How many vehicles are available for use by your household?

Answer Options	Response Percent	Response Count
None	20.2%	70
1	36.9%	128
2	30.5%	106
3	7.8%	27
4 or more	4.6%	16
<i>answered question</i>		347
<i>skipped question</i>		51

How many vehicles are available for use by your household?

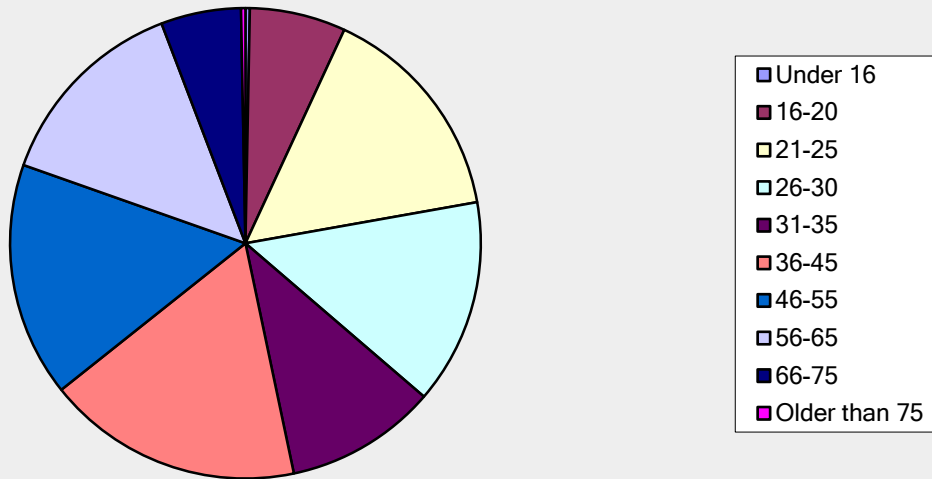


Athens Transit Public Participation Survey

What is your age?

Answer Options	Response Percent	Response Count
Under 16	0.3%	1
16-20	6.6%	23
21-25	15.3%	53
26-30	14.1%	49
31-35	10.4%	36
36-45	17.6%	61
46-55	16.1%	56
56-65	13.8%	48
66-75	5.5%	19
Older than 75	0.3%	1
<i>answered question</i>		347
<i>skipped question</i>		51

What is your age?

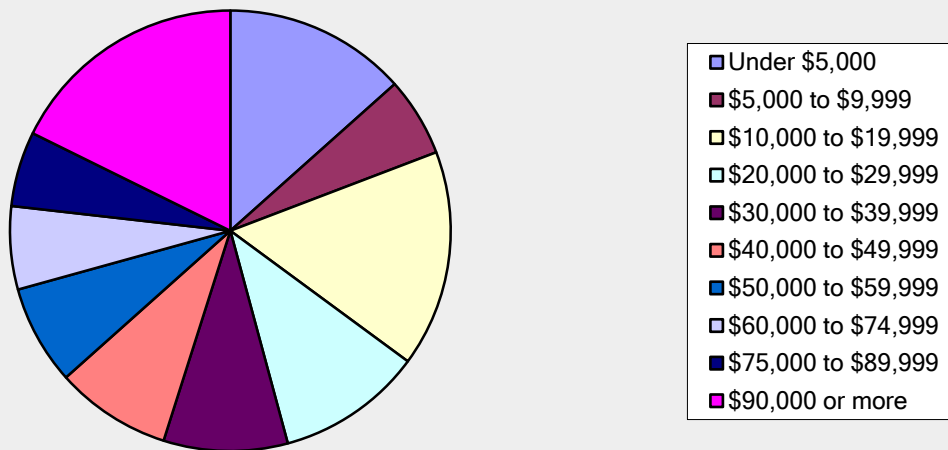


Athens Transit Public Participation Survey

What was your estimated annual household income in 2015 before taxes?

Answer Options	Response Percent	Response Count
Under \$5,000	13.4%	44
\$5,000 to \$9,999	5.8%	19
\$10,000 to \$19,999	15.9%	52
\$20,000 to \$29,999	10.7%	35
\$30,000 to \$39,999	9.1%	30
\$40,000 to \$49,999	8.5%	28
\$50,000 to \$59,999	7.3%	24
\$60,000 to \$74,999	6.1%	20
\$75,000 to \$89,999	5.5%	18
\$90,000 or more	17.7%	58
answered question		328
skipped question		70

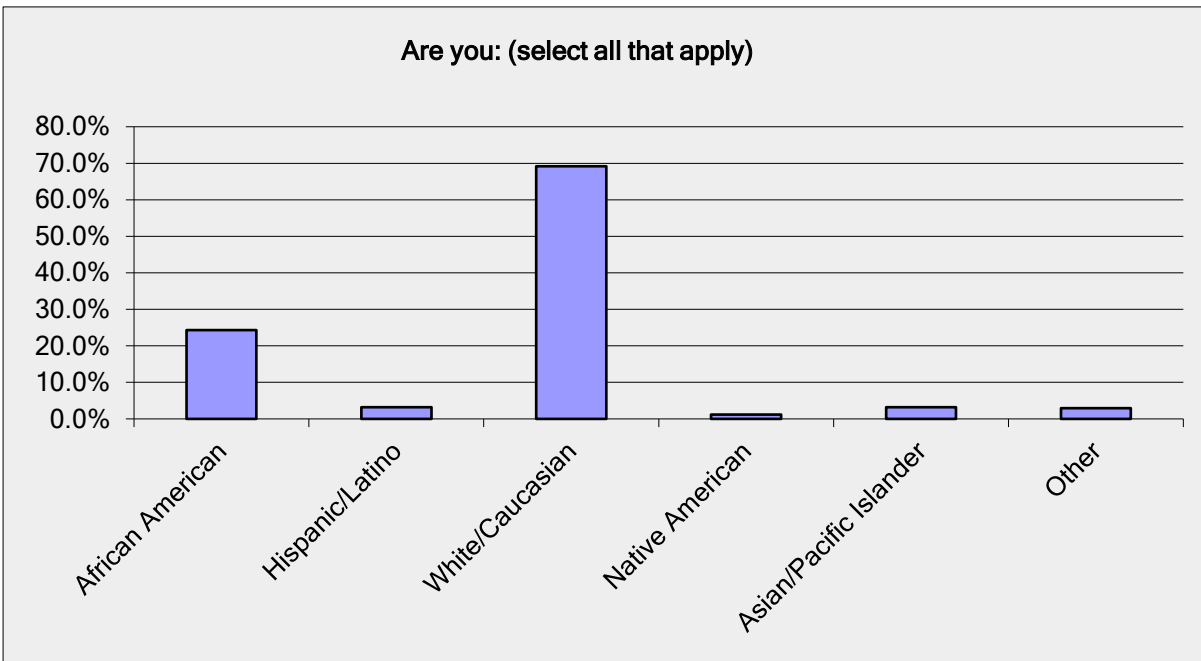
What was your estimated annual household income in 2015 before taxes?



Athens Transit Public Participation Survey

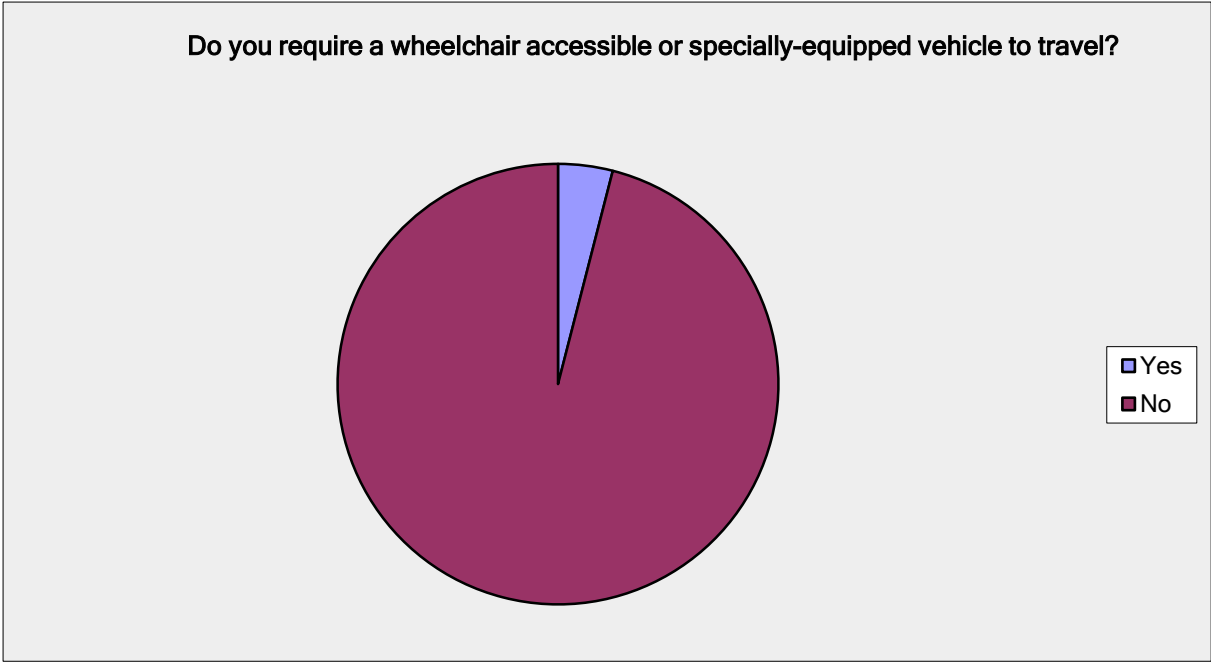
Are you: (select all that apply)

Answer Options	Response Percent	Response Count
African American	24.3%	83
Hispanic/Latino	3.2%	11
White/Caucasian	69.2%	236
Native American	1.2%	4
Asian/Pacific Islander	3.2%	11
Other	2.9%	10
<i>answered question</i>		341
<i>skipped question</i>		57



Athens Transit Public Participation Survey

Do you require a wheelchair accessible or specially-equipped vehicle to travel?		
Answer Options	Response Percent	Response Count
Yes	4.0%	14
No	96.0%	332
<i>answered question</i>		346
<i>skipped question</i>		52



ATHENS TRANSIT FEASIBILITY STUDY STAKEHOLDER ADVISORY COMMITTEE MEMORANDUM

Athens Transit Service



ABSTRACT

The Athens Transit Feasibility Study Stakeholder Advisory Committee was established to provide input and guidance throughout the course of the project.



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Section I. Stakeholder Advisory Committee Overview	1
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Section III. Stakeholder Advisory Committee Meeting 2	16
Section IV. Stakeholder Advisory Committee Meeting 3	24
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Appendix A – PowerPoint Presentations	48

Section I. Stakeholder Advisory Committee Overview

The Athens Transit Feasibility Study Stakeholder Advisory Committee was established for the project. The committee included representatives of transit stakeholders in the Athens-Clarke County area, as well as representatives from adjacent areas. The committee also included representatives of local governments, service providers, the University of Georgia, the MPO, the Regional Commission, Georgia Department of Transportation Intermodal Division, and the Federal Transit Administration. This committee provided input and guidance throughout the course of the project. The committee met three times throughout the life of the project.

Time and Location of Meetings

The meeting dates and times were coordinated with Athens Transit to maximize participation. The three Stakeholder Advisory Committee meetings took place on the following dates and times:

- Tuesday, August 4, 2015 from 12:30 – 2:30 PM
- Wednesday, November 11, 2015 from 2:00 – 4:00 PM
- Wednesday, May 11, 2016 from 1:00 – 2:30 PM

The meetings were all held at the Athens-Clarke County Planning Department Conference Room located at 120 W Dougherty Street.

Meeting Invitations

Invitations for the three meetings were sent electronically, and were then followed-up on with phone calls and additional e-mail reminders.

Meeting Contents

The meetings included both a formal presentation by the project team, as well as time for questions and answers. The meetings were well attended by the Stakeholder participants.

A summary of the invitations, agenda, sign-in sheets and meeting notes for Stakeholder Meetings 1, 2, and 3 are included in the following sections.

The presentations that were made at all of the meetings are included as appendix A.

Section II. Stakeholder Advisory Committee Meeting 1

Invitations to the Stakeholder Advisory Committee meeting that was held on August 4, 2015 were sent via e-mail on July 14, 2015 to the following list of people. Follow-up for those that did not RSVP included e-mails, phone calls from the consultant team, as well as a phone call from Butch McDuffie.

Member Organization	Representative Name	Position
MACORTS MPO	Brad Griffin	TCC Chairman
University of Georgia	Robert Holden	Associate Vice President, Auxiliary Services
University of Georgia	Don Walter	UGA Parking and Transportation
GDOT Intermodal Division	Carol Comer	Director
Athens Municipal Representatives	Alan Reddish	ACCUG Manager
Fixed Route Transit Representative	Butch McDuffie	Director, Athens Transit
Bicycle/Pedestrian Advocacy (Bike Athens)	Tyler Dewey	Executive Director, Bike Athens
EJ Population Representative(s)	Rob Trevena	Director
Athens Downtown Development Authority	Pamela Thompson	Director
ACC Economic and Development Foundation	Ryan Moore	Director
ACC Emergency Services	Beth Burgess	EMA Coordinator
ACC Environmental Department	Andrew Saunders	Environmental Coordinator
Homeless Prevention/Program	Shea Post	Chair, Northeast Georgia Homeless and Poverty Coalition
ACC Planning Commission Representative	Alice Kinman	Chair
Athens CVB	Chuck Jones	Director
Major Employer 1 (Caterpillar)	Michael White	Human Resources Manager
Major Employer 2 (Athens Regional Medical Center)	Elaine Powell Cook	Vice President, Public and Governmental Affairs
Major Employer 3 (Power Partners, Inc.)	Gina Mixon & Meredith Patterson, HR	Human Resources Department, Power Partners, Inc.
Athens Community Counsel on Aging	Tony Lay	Unknown
People for a Better Athens	Tim Denson	<i>Unknown</i>
Athens for Everyone	Chris Dowd	
Student Government	Houston Gaines	Vice President, Student Government Association
MACORTS MPO	Melvin Davis	PC Chairman
University of Georgia	Ron Hamlin	Director, UGA Campus Transit
Athens Technical College	Dr. Gail Thaxton	Interim President
Federal Transit Administration	Robert Buckley	Community Planner

Member Organization	Representative Name	Position
Private Transportation Service Providers 1	Wanda Ellis	Abby West Apt
Private Transportation Service Providers 2	Tina Wilson	Manager, The Connection at Athens
Athens Area Chamber of Commerce	Doc Eldridge	President
Healthcare representative (St. Marys)	Patricia Loomer	Saint Mary's Health Care
Student Government	Johnelle Simpson	Student Government Association
University of Georgia	George Stafford	UGA, Aux. and Admin. Svcs.
Regional Commission (NEGRC)	Jim Dove	Executive Director
Athens Municipal Representatives	Nancy Denson	Mayor, ACC Commission
ACC School Board of Education	Philip Lanoue	Superintendent
Healthcare representative (St. Marys)	Laura Cahill	Saint Mary's Health Care
Community Connection Northeast Georgia	Fenwick Broyard	Executive Director

The e-mail that was sent included the following letter. The agenda, sign-in sheets, and summary notes for meeting 1 are also included below.



July 13, 2015

RE: Athens Transit Feasibility Study

Dear Stakeholder:

Athens Transit System (ATS) has commissioned RS&H, Inc. to complete the Athens Transit Feasibility Study, which hopes to help transit system decision makers:

- Determine ways to improve multimodal programs
- Identify near-term funding opportunities to help expedite implementation of improvements
- Identify multimodal projects to increase transit accessibility
- Identify transit service needs
- Evaluate long term system operational improvements through the expansion of services, or the elimination and/or consolidation of any redundant infrastructure and/or services
- Identify long term operational and capital funding options

As a key transit stakeholder within the Athens Region, you play an important role in the development of this 12 month study that will include:

- An inclusive stakeholder involvement program;
- Existing conditions assessment;
- Transit development plan assessment and plan coordination
- Determination of latent/unserved demand
- Identification of transit service options
- Development of recommendations

We anticipate that the Stakeholder Committee will meet three (3) times during the study, including our kick-off meeting scheduled for **August 4, 2015 from 12:30 – 2:30 pm**. Subsequent meetings are scheduled for fall 2015 and spring 2016.

Your participation on this committee is critical to ensure success of this study and future transit options within the Athens region. Please confirm that you, or your designee, will be able to participate on this committee, and that you will be able to attend our first meeting on **August 4, 2015 from 12:30 – 2:30 pm**.

Athens Transit System

775 East Broad St • Athens, GA • 30601 • (706) 613-3432 • FAX (706) 613-3433
www.athenstransit.com

This meeting is scheduled at the following location and will include lunch:

Athens-Clarke County Planning Department
120 W. Dougherty Street
Athens, GA 30601
Phone: 706-613-3515
Lunch will be served.

We ask that you RSVP to Steve Cote (RS&H) with the Consultant Team at steve.cote@rsandh.com or 678-528-7220.

We look forward to working with you over the months to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Butch McDuffie", is written over a faint, circular official stamp. The signature is fluid and cursive.

Butch McDuffie, Director
Athens Transit

AGENDA

Stakeholder Committee Meeting #1 *Athens Transit Feasibility Study*

Tuesday, August 4, 2015 12:30 – 2:30 pm
Athens-Clarke County Planning Department

1. Welcome and Introductions
2. Study Overview Presentation
 - a. Study Purpose
 - b. Goals / Objectives
 - c. Methodology
 - d. Stakeholder Committee Role
3. Round Robin Discussion
 - a. Transit Needs
 - b. Transit Challenges
 - c. Transit Opportunities
4. Project Schedule
5. Next Steps
6. Adjourn

Study Team Contacts:

Steve Cote: steve.cote@rsandh.com; 678-528-7220

Rachel Hatcher: rachel.hatcher@rsandh.com; 678-528-7231

Athens Transit System



**Athens Transit Feasibility Study
Stakeholder Committee Meeting No. 1
August 4, 2015**

SIGN-IN SHEET

Name	Organization / Agency	Phone Number	E-mail Address
Theo Letman	GDOT	404.295.8830	tleman@dot.ga.gov
Angie Hawkins	ADOT	(404) 631-1790	ahawkins@dot.ga.gov
Sherry McDuffie	MACORTS / Athens MPO	706-613-3515	macorts@athensclarkecounty.com
Tyler Dewey	Bike Athens	815-315-3864	executivedirector@bikeathens.com
Amyrue Jewell	ACC	413-3574	on file
Tim Denson	Athens for Everyone	706-372-0681	TimMDenson@gmail.com
Jason Perry	UGA Sustainability	706 542 4768	jeperry@uga.edu
Beth Burgess	ACC Oem	706-613-3410	beth.burgess@athensclarkecounty.com
Scott Hall	Transit	706-613-1535	scott.hall@athensclarkecounty.com
Ryan Weene	ACCUG	706-612-8448	
Ben Ray	CVB	706.357.4433	bray@visitation.ga.gov
Pam Thompson	ADDA	706-353-1421	Pamela@DowntownAthensGA.com



Athens Transit Feasibility Study
Stakeholder Committee Meeting No. 1
August 4, 2015

SIGN-IN SHEET

Name	Organization / Agency	Phone Number	E-mail Address
Dan Walter	Uta Arkink	706-542-7303	dwalter@uga.edu
Lauren Johnson	St. Mary's	706-389-3424	ljohnson@stmarysathens.org
Robert Holden	USA A&SUS	706-542-7933	roholden@uga.edu
Yvonne	Mary's		
Tony Lutz	ACFCA	706-549-4850	tlutz@acfca.org
Mike Clark	CAT	678-753 1358	



**Athens Transit Feasibility Study
Stakeholder Committee Meeting No. 1
August 4, 2015**

SIGN-IN SHEET

[illegible]



Meeting Summary
Stakeholder Meeting No 1 – August 04, 2015
Athens Transit Feasibility Study

ATTENDEES:

Name	Title, Agency or Affiliation
Brad Griffin	MACORTS MPO, TCC Chairman
Sherry McDuffie	MACORTS MPO, Transportation Planner
Robert Holden	UGA Associate Vice President, Auxiliary Svs.
Don Walter	UGA Parking and Transportation
Jason Perry	UGA Sustainability
Theo Letman	GDOT Intermodal Division
Antoine Hawkins	GDOT Intermodal Division
Butch McDuffie	Director, Athens Transit
Pat Hale	Athens Transit
Tyler Dewey	Executive Director, Bike Athens
Rob Trevena	Director, ACC Housing & Community Development
Pamela Thompson	Director, Athens Downtown Development Authority
Ryan Moore	Director, ACC Economic and Development Foundation
Beth Burgess	ACC Office of Emergency Management (OEM)
Andrew Saunders	ACC Environmental Coordinator
Shea Post	Chair, Northeast Georgia Homeless and Poverty Coalition
Ben Ray	Athens Convention and Visitors Bureau
Michael White	Human Resources Manager, Caterpillar
Meredith Patterson	Human Resources Department, Power Partners, Inc.
Tony Lay	Athens Community Council on Aging
Tim Denson	President, Athens for Everyone
Chris Dowd	Athens for Everyone
Jim Dove	Executive Director, Regional Commission (NEGRC)
Nancy Denson	Mayor, ACC Commission
Lauren Johnson	Community Benefits Manager, Saint Mary's Health Care System
Fenwick Broyard	Executive Director, Community Connection Northeast Georgia
Blaine Williams	Assistant County Manager, Athens-Clarke County
Alice Kinman	Chair, ACC Planning Commission
Houston Gaines	Vice President, Student Government Association

ALSO INVITED:

Name	Title, Agency or Affiliation
Elaine Powell Cook	Vice President, Public and Governmental Affairs, Athens Regional Medical Center
Melvin Davis	MACORTS Policy Committee Chairman and Oconee Commission Chair
Dr. Gail Thaxton	Interim President, Athens Technical College
Robert Buckley	Community Planner, Federal Transit Authority
Wanda Ellis	Manager, Abby West Apartments
Tina Wilson	Manager, The Connection at Athens Apartments
Doc Eldridge	President, Athens Area Chamber of Commerce
Johnelle Simpson	President, Student Government Association
George Stafford	UGA, Aux. and Admin. Svcs.
Ron Hamlin	UGA Transit
Philip Lanoue	Superintendent, ACC Board of Education



Initial questions:

How will survey participants be identified?

- Surveys will be given to riders on different routes and at different times of day.
- Non-riders will have an online and hard copy survey available. Working with the MPO to get non riders to do survey.
- Email blasts.
- Current housing survey can also be used to include transit. Will use a combination of traditional and technology based tools to reach those both on-line and without internet access.
- Team will also look at socioeconomic info and community wide demographics to identify those not currently served and latent demand.

Survey Development and Content

- What would it take to get you out of your car?
- Multi-user and purpose:
 - Students – highlight sustainability aspects
 - Visitors – highlight convenience

How will people find out about the survey?

- Will advertise on the radio, in newspaper, etc., and will work closely with the MPO

Transit Facts:

- Transit Development Plan (TDP) contains data addressing many of the discussion items presented and will be incorporated into study
- Athens 4th highest transit ridership in country per capita.
- UGA app coming out August 8, 2015. Includes route maps, schedules and real-time vehicle location information, streetscape view of bus stops.
- Bikeshare program being put in place, and transit hub will be one location. Bikeshare program is a coordinated effort with partners/UGA.
- All buses currently have bike racks that serve 3 bikes per bus.
- Students and university staff use UGA IDs to ride the bus.
- 70% of riders are choice riders.
- 98% of students have access to cars, but they still have high transit usage.
- Last Bike Plan was completed in 2003 and needs to be updated
- Approximate ATS “real cost” is \$3.00 / ride

NEEDS

Service

- Greater frequency in route schedules. More than hourly.
- Service and bus stops further out into suburbs potentially including adjacent counties



- Need to identify the main focus/priority of the transit service (ie. students, business community, visitors, etc.)
- Need to serve the business community with more frequent stops tailored to business hours / plant shifts and locations convenient for employees.
- Late night service.
- Adjust the length of routes for more efficient service; explore the potential for circulator routes and direct connections that do not require accessing the transit center.

Transit Accessibility/Connectivity

- Lack of accessibility to bus stops; access needs to be more pedestrian friendly and walkable.
- Coordinate with agencies to develop more bicycle connectivity and safe options and bike-share implementation (first and last mile).
- Lack of efficient route connectivity. Need more connections to areas directly without accessing transit station.
- Safe access to stops and address dangerous issues that impede access such as protected / signalized crossing locations

Transit Infrastructure and Operations

- Increase diversity in fleet options – size and vehicle type.
- Overall system needs to be more user friendly with system information readily available and easy to understand.
- Explore various options for fare structure and ensure affordability for users.
- Explore vehicle options; large buses cannot navigate some of the large apartment complexes because of vehicle size.
- Main routes are sometimes acceptable but require long walks from various apartment complexes set-back off main roadways
- Look at utilizing rail as potential alternative to on-road buses

Community

- Transit is a key component of emergency management; the use of transit vehicles need to be incorporated into disaster planning and management.
- Transit and transit use is a component of public health; programs for bicycle/pedestrian/transit should be coordinated from this public health perspective
- Transit service is an important component of access to health services for some of the population

Marketing

- Marketing considerations:
 - Better marketing effort.
 - Focus on environmental issues and efficiency. Push the system as a cleaner way to go especially towards student population.



- Delineation of services for visitors for game days and special events. People from out of town want to understand transit service and availability.
- Coordinate efforts for special events to educate visitors on the different services available.
- Provide service and route information at bus stops
- Use surveys to identify steps to increase choice ridership.

CHALLENGES

- Working with adjacent communities to expand services (ie. Oconee County).
- Getting employers to invest in transit.
- Understanding the full Impact of private shuttle providers on both ATS and UGA systems
 - Addressing the challenges of providing service that is similar and as efficient and provides services directly to points of interest, such as campus, downtown, mall, etc.
 - Coordination of public services with the private services
 - Private shuttles are permitted to drop off students at ATS transit center
- Change in apartment ownership
 - New apartment requests ATS stops; ownership change and subsequent implementation of private shuttles leads to underutilized stops
- ATS and UGA systems are integrated, but improved coordination of services with UGA system and ATS needed:
 - Schedules
 - UGA systems does not operate during semester breaks
 - Impacts/private providers
 - Public access to UGA system
- Fare structure
 - Potential for “all system” pass providing access to UGA and ATS to streamline travel and system transfers.
 - 80% of riders buy single trip tickets
 - ATS funding is coordinated with UGA
 - Potential marketing for multi-ride passes
 - ATS has 35% fare-box recovery, which is higher than national average of 20% +
- Operating structure - financial
 - UGA system funding comes mostly from student fees, so it is robust on campus.
 - UGA system operates at a deficit off campus.
 - 60% of current ATS ridership are affiliated with UGA
- Overcoming transit stigma (especially in outer communities) of public transportation to non- students. Change the perception.
- Showing the broad community that transit is a worthwhile investment.
- Implementing changes to improve accessibility to stops located on state highways



OPPORTUNITIES:

Fare Structure

- Expansion of UGA type fare system for employers
 - Currently used for Piedmont and school system.
 - Issue is frequency of service and convenient locations to employers.
- Revisit pass options:
 - Pass options for tourists and special events (weekend pass, 3 to 5 days)
 - Coordinate with the tourist industry.
 - Pass options for the workplace
 - Gear service to employees and employers.
 - Convenience of monthly payment coordination with employers.
 - Improve program for employers to optimize tax incentives for providing transit passes and/or cost breaks on transit passes for providing paycheck deduction option for employees.

Service

- Improve service efficiency
 - Traffic
 - Infrastructure
 - Fare collection options
 - Remove Fare box change
 - Tap cards
 - Re-useable passes
 - Employ multiple fare models
- Best method of increasing ridership is increasing service frequency; however there are many considerations
- Understand the impacts on transit revenues from new/additional services such as Uber and/or employer vanpools; potential to partner with these services
- Expansion of late night service to downtown with its growth in popularity with the late night crowd.
- Explore options of funding for service expansion through special event services and/or premium rates
- Flexibility in setting special routes, i.e., game day service:
 - Must meet federal guidelines.
 - Premium fare only pays for service, not a money maker.
- With the challenges of funding expanded service, all options and impacts must be considered
- Joint ridership program among systems to minimize adverse impacts on systems
- Routes should be structured to take in all elements, socio-economic, etc



- Route structure to include direct services without having to access downtown – neighborhood circulators and cross town routes.
- Incentivize choice ridership.

Coordination

- Coordination between ATS/UGA/private systems
 - Joint ridership programs can potentially provide alternative services to additional areas.
 - Involve private entities into providing/coordinating services.
- Coordination with employers in providing access to transit stops/services/times to match shift changes.
- Cooperative programs with multimodal focus (ie, one card for all transit systems, as well as individual taxis, etc., bikeshare or zipcars).

Infrastructure

- Potential for alternative vehicle models
 - Explore the use of shuttles and/or vans
 - Serve employers, apartments, using appropriate vehicle models
 - Work with employers to provide coordinated services
 - Utilize a “bite-size” approach and implement incrementally
 - Can function as bite size approach.
 - Must meet all federal regulations/requirements
- Bike lanes exist in various configurations; an increase in bicycle infrastructure could lead to an increase in transit usage.
- Increased attractiveness/amenities at stops. Size and style of stop determined by clientele.
- Densification of Athens (addition of 2,000 future student residences) will impact existing transit service.

Marketing

- Market stops as art projects.
- Potential for the “non-bus stop” model, where riders are picked up at any safe location along the route. Marketing campaign about routes would be needed for success.
- Marketing coordination with private providers such as apartment complexes. Need to address perception of safety, which is a primary factor when choosing mode of transportation, especially for parents.
- Marketing to address transit stigma or transit unknowns.

Section III. Stakeholder Advisory Committee Meeting 2

Invitations to the Stakeholder Advisory Committee meeting that was held on November 11, 2015 were sent via e-mail on October 1, 2015 to the following list of people. Follow-up for those that did not RSVP included e-mails and phone calls from the consultant team.

Member Organization	Representative Name	Position
Athens Municipal Representatives	Blaine Williams	Assistant County Manager
ACC Planning Commission Representative	Alice Kinman	Chair
ACC Environmental Department	Andrew Saunders	Environmental Coordinator
ACC Emergency Services	Beth Burgess	EMA Coordinator
MACORTS MPO	Brad Griffin	TCC Chairman
Fixed Route Transit Representative	Butch McDuffie	Director, Athens Transit
GDOT Intermodal Division	Carol Comer	Director
Athens for Everyone	Chris Dowd	
Athens CVB	Chuck Jones	Director
	Cynthia Lambright	
Athens Area Chamber of Commerce	Doc Eldridge	President
University of Georgia	Don Walter	UGA Parking and Transportation
Major Employer 2 (Athens Regional Medical Center)	Elaine Powell Cook	Vice President, Public and Governmental Affairs
Community Connection Northeast Georgia	Fenwick Broyard	Executive Director
Athens Technical College	Gail Thanxton	Interim President
University of Georgia	George Stafford	UGA, Aux. and Admin. Svcs.
Major Employer 3 (Power Partners, Inc.)	Meredith Patterson, HR	Human Resources Department, Power Partners, Inc.
Student Government	Houston Gaines	Vice President, Student Government Association
Regional Commission (NEGRC)	Jim Dove	Executive Director
Student Government	Johnelle Simpson	Student Government Association
Healthcare representative (St. Marys)	Lauren Johnson	Saint Mary's Health Care
MACORTS MPO	Melvin Davis	PC Chairman
Major Employer 1 (Caterpillar)	Michael White	Human Resources Manager, Caterpillar
Athens Municipal Representatives	Nancy Denson	Mayor, ACC Commission
Athens Downtown Development Authority	Pamela Thompson	Director
ACC School Board of Education	Philip Lanoue	Superintendent
EJ Population Representative(s)	Rob Trevena	Director
Federal Transit Administration	Robert Buckley	Community Planner

Member Organization	Representative Name	Position
University of Georgia	Robert Holden	Associate Vice President, Auxiliary Services
University of Georgia	Ron Hamlin	Director, UGA Campus Transit
ACC Economic and Development Foundation	Ryan Moore	Director
Homeless Prevention/Program	Shea Post	Chair, Northeast Georgia Homeless and Poverty Coalition
People for a Better Athens	Tim Denson	<i>Unknown</i>
Private Transportation Service Providers 2	Cheryl Smith	General Manager, The Connection at Athens
Athens Community Counsel on Aging	Tony Lay	-
Bicycle/Pedestrian Advocacy (Bike Athens)	Tyler Dewey	Executive Director, Bike Athens
Private Transportation Service Providers 1	Wanda Ellis	Abby West Apt

The agenda, sign-in sheets, and summary notes for meeting 2 are included below.

AGENDA

Stakeholder Committee Meeting #2 *Athens Transit Feasibility Study*

Wednesday, November 11, 2015 2:00 – 4:00 pm
Athens-Clarke County Planning Department

1. Welcome and Introductions
2. Project Status Update
 - a. Recap Study Purpose/Goals
3. Existing Conditions Overview
 - a. Service and Study Area Characteristics
 - b. Transit System Characteristics
 - c. Performance Metrics
4. Next Steps
5. Questions and Answers
6. Adjourn

Study Team Contacts:

Steve Cote: steve.cote@rsandh.com; 678-528-7220

Rachel Hatcher: rachel.hatcher@rsandh.com; 678-528-7231

Athens Transit System



**Athens Transit Feasibility Study
Stakeholder Committee Meeting No. 2
November 11, 2015**

SIGN-IN SHEET

Name	Organization / Agency	Phone Number	E-mail Address
✓ Sherry McDuffie	MACORTS	706-613-3515	macorts@athensclarkecounty.com
✓ Houston Graines	UGA Student Government Association	706-424-9897	hgraines@uga.edu
✓ Rob Reeves	ACC HCD	706 613 3155	—
✓ Ken Hamlin	UGA TRANSIT		
✓ Doug Ross	UGA Transit		
✓ George Staffall	UGA		stafall@uga.edu
✓ Sarah Hasib	ACC Economic Development		sarah.hasib@athensclarkecounty.com
✓ Chris Dowd	Athens for Everyone	706-621-4148	dowdccc@gmail.com
✓ Tim Denson	Athens for Everyone	706 372 0681	TimMDenson@gmail.com
✓ Brad Griffin	MACORTS		
✓ Pamela Thompson	ADDA		
✓ MEREDITH PATTERSON	POWER PARTNERS	706-548-3121	
✓ A-Jay Saunders	ACC Equine Festival (work)	613-3530	—
✓ Tyler Dewey	Bike Athens	—	—



**Athens Transit Feasibility Study
Stakeholder Committee Meeting No. 2
November 11, 2015**

SIGN-IN SHEET

Name	Organization / Agency	Phone Number	E-mail Address
Alice Kimman	Planning Comm.		
Pat Hall	Athens Transit	706-613-1535	Pat.Hall@AthensClarkeCountyGA.com
Arthur Gaudet	Arthur N Gaudet & Assoc, Inc.		RUNCITTA & RUNCITTA, COM
Blaine Williams	ACCUG	706-613-3020	blainewilliams@AthensClarkeCountyGA.com
Kelly Girtz	ACC	706 369 9457	kelly.girtz@athensclarkecounty.com
Melissa Link	ACC Commissioner	706-372-3382	melissalinkathens@gmail.com
LAUREN BLAIS	UGA JOURNALISM		



Meeting Summary
Stakeholder Meeting No 2 – November 11, 2015
Athens Transit Feasibility Study

ATTENDEES:

Name	Title, Agency or Affiliation
Brad Griffin	MACORTS MPO, TCC Chairman
Sherry McDuffie	MACORTS MPO, Transportation Planner
Houston Gaines	UGA Student Government Association
Don Walter	UGA Parking and Transportation
Ron Hamlin	UGA Parking and Transportation
George Stafford	UGA
Doug Ross	UGA Parking and Transportation
Butch McDuffie	Director, Athens Transit
Pat Hale	Athens Transit
Tyler Dewey	Executive Director, Bike Athens
Rob Trevena	Director, ACC Housing & Community Development
Pamela Thompson	Director, Athens Downtown Development Authority
Sara Hasib	Director, ACC Economic and Development Foundation
Kelly Girtz	Athens Clarke County
Andrew Saunders	ACC Environmental Coordinator
Melissa Link	ACC Commissioner
Arthur Gaudet	Arthur Gaudet And Associates
Meredith Patterson	Human Resources Department, Power Partners, Inc.
Tim Denson	President, Athens for Everyone
Chris Dowd	Athens for Everyone
Blaine Williams	Assistant County Manager, Athens-Clarke County
Alice Kinman	Chair, ACC Planning Commission
Beverly Davis	RS&H
Rachel Hatcher	RS&H
Steve Cote	RS&H
Frank Curti	Michael Baker
Lauren Blais	UGA Journalism Student

ALSO INVITED:

Name	Title, Agency or Affiliation
Robert Holden	UGA
Carol Comer	Georgia Department of Transportation
Antoine Hawkins	Georgia Department of Transportation
Robert Buckley	Community Planner, Federal Transit Authority
Ryan Moore	Athens Clarke County
Beth Burgess	Athens Clarke County Emergency Services
Shea Post	NE GA Homeless and Poverty Coalition
Chuck Jones	Athens CVB
Michael White	HR Manager, Caterpillar
Elaine Powell Cook	Athens Regional Medical Center
Tony Lay	Athens Community Council on Aging
Jim Dove	Northeast Georgia Regional Commission
Nancy Denson	Mayor, ACC Commission
Philip Lanoue	ACC School Board of Education
Doc Eldridge	Athens Area Chamber of Commerce
Fenwick Broyard	Community Connection Northeast Georgia
Melvin Davis	MACORTS, Policy Committee Chairman
Wanda Ellis	Abbey West Apartments
Cheryl Smith	The Connection at Athens
Gail Thanxton	Athens Technical College



- The meeting was opened by Butch McDuffie with welcome and introductions
- The RS&H Team presented the overview of the transit system and the existing conditions
- The presentation included:
 - A review of the study purpose, goals and objectives
 - An outline of the study tasks
 - Existing Conditions
 - Service and study area characteristics, including service providers, socioeconomic conditions, transportation facilities and financial conditions
 - Transit system characteristics, including service type and structure, ridership, and system operations and performance
- At the conclusion of the presentation the floor was opened for questions and comments. The following recaps the discussion points:
- The UGA system began reporting to the National Transit Database (NTD) in 2009; the better reporting process probably accounts for some of the differences
- The UGA system routes that have been added recently have typically been less productive
- With regard to the peer analysis, do the peer systems include public systems that serve the student needs? Do the student riders pay to ride?
 - The Charlottesville system (CAT) is free fare for all riders
 - The Tallahassee system (StarMetro) serves FSU and FAMU through operating/funding agreements through student fees. Students use their IDs to ride.
 - The peer comparison moved between the combined Athens/UGA systems and the separate systems; the comparison should be clearly made regarding the systems and the peers
 - It was noted that the comprehensive look at the transit systems provides a great analysis tool for the community to be able to identify potential efficiencies in providing service
- Athens Transit currently has a good human service provider program where passes are sold at discounted rates, enabling the transition of many of the more expensive human service trips to the Athens Transit service.
- Several of the highest performing routes serve dense student housing areas with 15 minute headways, particularly routes # 12 and #14.
- One option for enhancing transit service is the implementation of bus priority treatments; the question was posed if priority treatments currently exist for emergency response vehicles in Athens? The thought is that it does exist at the major intersections
- With regard to the bicycle facilities map, what constitutes a bicycle facility? The facilities shown include all of the treatments, including those with only signage. However, the review of the existing facilities is combined with the traffic assessment and the crash analysis to obtain the comprehensive understanding of the conditions.
- Those at the meeting were asked how many regularly ride the bus; four participants raised hands.
 - It was noted that the study will include an extensive public participation process further into the study. This first step was a data driven assessment of the existing conditions and as the study moves forward, the public input will play a significant role.



- An element of gathering public input will include surveys; to be distributed in both hard copy and available on-line. The potential for incentives to take the survey will be explored to maximize participation. Various approaches will be utilized to disseminate the survey to ensure there is a broad spectrum of participants
- The question was asked if a marketing component for the transit system would be undertaken?
 - It was noted that once the recommendations are finalized, the marketing needs would be reviewed and move forward with the appropriate steps
- The need to coordinate with student riders was noted.
 - The Great Promise Partnership, an effort which ties at-risk high school students to local businesses in a work/study format is underway. One of the problems noted by students is the difficulty in getting to work, both with the cost of the transit trip, as well as the length of the trip.
 - It was noted that students have a discounted fare and reduced passes are coordinated with the ACC schools.
 - It was noted that the possibility of free fares for students should be explored which could build transit riders for life.
- It was asked what is the youngest age allowed to ride the bus unattended. Currently Athens Transit has riders between 8 and 10 years of age and that these age children riding the bus along has posed no challenges or issues
- Demographics of the riders was discussed; the perception by the large student ridership is that the trip is “free”, although in reality, the trip has already been paid for. The question was posed that if the demographics of the ridership would change if the transit service was free for all
 - Butch McDuffie noted that the Sunday service had a promotional free period when the service was implemented. Ridership ranged between 2,000 – 2,400; when the fare system was implemented, the ridership has dropped to 1,000 – 1,500.
- It was noted that few riders pay the full fare because of the discounts that are available; the students typically pay \$1.45 per trip through the bulk discounts. While the fares have been paid, the perception is that the trip is free so it may be that many of the riders take advantage of the transit because of that perception.
 - In addition to that perception, there are also other factors to be considered, such as the convenience of operating on campus and short headways, parking issues, and housing density.

ACTION ITEMS FOR EXISTING CONDITIONS (Project Team):

- Explore the peer systems more deeply to fully understand the operations and funding, particularly with regard to the universities and service to the students
- Determine if emergency response vehicles currently have signal priority technology and if so, what is the configuration?
- Coordinate with Great Promise Partnership (ATS)

Section IV. Stakeholder Advisory Committee Meeting 3

Invitations to the Stakeholder Advisory Committee meeting that was held on May 11, 2016 were sent via e-mail on April 26, 2016 to the following list of people. Follow-up for those that did not RSVP included e-mails and phone calls from the consultant team.

Member Organization	Representative Name	Position
ACC Planning Commission Representative	Alice Kinman	Chair
Athens Technical College	Andrea Daniel	President
ACC Environmental Department	Andrew Saunders	Environmental Coordinator
ACC Emergency Services	Beth Burgess	EMA Coordinator
Athens Municipal Representatives	Blaine Williams	Assistant County Manager
Flagpole Magazine	Blake Aued	News Editor
MACORTS MPO	Brad Griffin	TCC Chairman
Fixed Route Transit Representative	Butch McDuffie	Director, Athens Transit
GDOT Intermodal Division	Carol Comer	Director
Private Transportation Service Providers 2	Cheryl Smith	General Manager, The Connection at Athens
Athens for Everyone	Chris Dowd	
Athens CVB	Chuck Jones	Director
	Cynthia Lambright	
Athens Area Chamber of Commerce	Doc Eldridge	President
University of Georgia	Don Walter	UGA Parking and Transportation
Major Employer 2 (Athens Regional Medical Center)	Elaine Powell Cook	Vice President, Public and Governmental Affairs
Community Connection Northeast Georgia	Fenwick Broyard	Executive Director
University of Georgia	George Stafford	UGA, Aux. and Admin. Svcs.
Student Government	Houston Gaines	Vice President, Student Government Association
Regional Commission (NEGRC)	Jim Dove	Executive Director
Athens Banner-Herald	Jim Thompson	Optimization Editor
Student Government	Johnelle Simpson	Student Government Association
Healthcare representative (St. Marys)	Lauren Johnson	Saint Mary's Health Care
MACORTS MPO	Melvin Davis	PC Chairman
Major Employer 3 (Power Partners, Inc.)	Meredith Patterson, HR	Human Resources Department, Power Partners, Inc.
Major Employer 1 (Caterpillar)	Michael White	Human Resources Manager, Caterpillar
Healthcare representative (St. Marys)	Rory Mathisen	Community Benefits Manager

Member Organization	Representative Name	Position
Athens Municipal Representatives	Nancy Denson	Mayor, ACC Commission
Athens Downtown Development Authority	Pamela Thompson	Director
ACC School Board of Education	Philip Lanoue	Superintendent
RS&H	Rachel Hatcher	
EJ Population Representative(s)	Rob Trevena	Director
Federal Transit Administration	Robert Buckley	Community Planner
University of Georgia	Robert Holden	Associate Vice President, Auxiliary Services
ACC Economic and Development Foundation	Ryan Moore	Director
Homeless Prevention/Program	Shea Post	Chair, Northeast Georgia Homeless and Poverty Coalition
People for a Better Athens	Tim Denson	<i>Unknown</i>
Athens Community Counsel on Aging	Tony Lay	-
Bicycle/Pedestrian Advocacy (Bike Athens)	Tyler Dewey	Executive Director, Bike Athens
Private Transportation Service Providers 1	Wanda Ellis	Abbey West Apt

The agenda, sign-in sheets, and summary notes for meeting 3 are included below.

AGENDA

Stakeholder Committee Meeting #3 *Athens Transit Feasibility Study*

Wednesday, May 11, 2016 1:00 – 2:30 pm
Athens-Clarke County Planning Department

1. Welcome and Introductions
2. Project Status Update
3. Public Participation Overview and Results
 - a. Public Meeting “Pin Exercise” Results
 - b. Survey Results
4. Draft Study Recommendations
 - a. Latent Demand Analysis Results
 - b. Overview
 - c. Discussion
5. Next Steps
6. Questions and Answers
7. Adjourn

Study Team Contacts:

Steve Cote: steve.cote@rsandh.com; 678-528-7220

Rachel Hatcher: rachel.hatcher@rsandh.com; 678-528-7231

Athens Transit System



**Athens Transit Feasibility Study
Stakeholder Committee Meeting No. 3
May 11, 2016**

SIGN-IN SHEET

	Name	Organization / Agency	Phone Number	E-mail Address
1	Robert Holder	USA	706 542-7933	robertholder@gmail.com
2	Bruce Murphy	ATS	706-621-613-3913	
3	Rob Revers	ACC HCD	706 613 3155	Rob.Revers@thensck.org
4	Rory Mathisen	St. Mary's	706-389-3424	mathisen@stmarysystems.org
5	Don Walter	UGA	706-642-7275	dwalter@uga.edu
6	Alice Kinman	Planning Comm.	706-254-9128	alice.kinman@gmail.com
7	Tyler Dewey	Bike Athens	815-315-3864	executive.director@bikeathens.com
8	Fleming Smith	Athens Banner-Herald	706-254-8858	smithf@sewanee.edu
9	Jim Thompson	Athens Banner-Herald	706 206-2222	jim.thompson@athens-herald.com
10	D. Solbar	ATS	706- 542 613-3438	
11	Houston Gainer	UGA SGA	706-424-9897	hgaines@uga.edu
12	Sherry McDuffie	MACORTS	706-613-3515	macortsa@thensckcounty.com
13	Melissa Link	ACC	706-372-3382	melissa.link@athensckcounty.com



Athens Transit Feasibility Study
Stakeholder Committee Meeting No. 3
May 11, 2016

SIGN-IN SHEET

	Name	Organization / Agency	Phone Number	E-mail Address
14	Cherie Varvud	MAORIS		
15	Robert Hior	ACCUG		
16	Ben Kay	CVB		
17	Pamela Thompson	ADDA		
18	Tim Denson	Athens for Everyone		
19	Barac Warner	ACCub		
20	BRAD GRIFFIN	ACC Planning		

May 11, 2016

Stakeholder Meeting, Athens Transit Feasibility Study

Butch – Opening Remarks at 1:35

Rachel – Introductions and presentation of public outreach and survey results

Frank – Latent demand presentation

Rachel – Draft recommendations

Frank – Service options

- Slide: Long term – Epps Bridge Parkway/Crosstown
 - Robert Hiss (ACCUG): Would that involve constructing a hybrid transfer center?
Frank: not necessarily, especially at first. Could use existing ROW for a pull-off and construct a larger shelter.
- Slide: Cost Estimates
 - Blaine Williams (ACCUG): Wouldn't there be a cost for the buses as well? Frank: Yes, but that's not included, as we didn't put a number on that, not being able to determine what the potential cost will be in 6 or 20 years. Blaine: Could you please note that in the presentation so that people who are looking at these numbers know that? Frank: Yes, that will be added to the slide.
- Slide: Non-fixed Route Service Areas
 - Blaine Williams: West side of the County, assume it's outside the loop, is a historic commercial corridor, and has Caterpillar with 1600 or 1700 employees. But how would we not go there, but justify going to the Epps Bridge new commercial corridor? The mall is a concentration of commercial development, so why one and not the other? Butch: The Epps Bridge commercial corridor is where we got the majority of comments. Also, the Caterpillar employees don't live along the corridor, they live everywhere, which means that a bus up that corridor might not be the most effective way to serve them. Rachel: The jobs and households also were not at a density in that area that allows for efficient bus routes, with the exception of the Caterpillar parcel. That's why we recommended shuttle service.
 - Pamela Thompson: That's a particular corridor that is dangerous for the last mile. Was safety taken into consideration for this? Also, was rezoning and planning taken into consideration? There's a pretty big rezoning happening out there. My question is, when you have the big purple and big blue dots, if they give input in a process like this, and then the results show that the route wasn't considered, what effect does that have, especially when you say we aren't going to look at this for the next 25 years? Butch: Don't get hung up on the date

timeline. The next steps are doing a TDP that would look at each individual corridor. These ideas are big picture. The development you're talking about passed when our latent demand study was completed, so it wasn't included in that particular study. However, we did require transit stops to be put in that development for the future. Pamela: OK, because I just think with it being a commercial corridor, if you are going to move Athens residents to spend Athens money, you should potentially send them to Athens commercial areas, not Oconee county commercial areas. Steer the traffic to Atlanta Highway, not to a different community. Butch: yes, but we also need to think about regional transit, because we need to go where people want to go. However, we would never run a route over there without getting an inter-governmental agreement to decide who funds those routes. Rachel: The green line that you see on the map designates the MSA boundary, and 5307 funds require we look at any potential service needs inside that boundary, which explains why we are looking into other jurisdictions as well.

- Tim Denson (Athens for Everyone): Also, to reach out that far, would it put us beyond the ability to make it out there in one hour? Are we saying we would have to create a second hub to be able to serve Caterpillar? Butch: Yes, if we are talking about a fixed route. Also, the TDP process requires public outreach for any changes to more than 50% of the route, so we will revisit all of this in detail during the TDP process.

Rachel – Next Steps

Butch – Fluid document, 5- to 15-year time frame for new services. Elected officials make decisions, we will look at individual services and routes at TDP level. Thank you for coming and participating in stakeholder groups. Good recommendations and ideas.

Questions and Answers

- Alice Kinman (Planning Commission): If I understood the maps, routes 8 and 9 would eliminate service on certain roads. Butch: Yes, that would be looked at more closely in TDP. Won't take that away without talking to the citizens in that area.
- Alice: Noticing in short- and mid-term the focus is west, then west, north, and south, there's not much happening on the east-side. Were survey responses not strong from Green Acres, Cedar Creek, Winterville? It looks like the east side is getting short shrift. Did we not get a lot of responses from the east side? Butch: Every route on the east side would be increased to 30-minute frequency, which doubles the service. Rachel: Current ridership indicates that the ridership on the east side is already functioning well. And the survey responses didn't show requests for extension of services. Opportunities for the east side included employment opportunities in the industrial sector, but no one

talked about it, and there is not existing ridership in those areas. No one said that this is not being currently met. So this will be focused outreach for the TDP to talk to the employers and citizens about the potential. Looking out to 2040, that's also not a big area of change in density for households and employment as on the west side and core of the city. Frank: Also, if you look back at 2008 TDP, most of the modifications to the system were actually on the east side, so that's the side of the system that got most of the service then. Those changes were very successful, so they weren't changed in this study, as the routes are already so successful. Those frequency improvements are based on "if it's not broken, don't fix it". Butch: Those TDPs recommended increased frequency before we looked at additional routes in that part of the system.

- Tyler Dewey (Bike Athens): Any data on the number of people that may take UGA busses and then transfer to Athens Transit? There are no bike racks on the UGA system, but there are bike racks on all Athens Transit busses. Just wondering how that affects people and ridership. Rachel: we didn't ask that question, so we don't have that direct data. Butch: The boarding and aligning survey can be used to draw some conclusions. Bev: According to the survey, there are a large percentage of people that are using both. Rachel: We can use survey to find some of that information based on the answers from those who are riding both systems. And this is a good idea that we can further look into during the TDP.
- Tyler Dewey: Current Route 26 goes into Wal-Mart, correct? Was there data about getting that route extended to the park? Butch: Yes. Wal-Mart is served because it's a logical point of turn-around. One challenge we have is that it becomes a high-speed corridor in that area, and it's hard to make a turnout of the park. It needs to be signalized to provide service to that park to make a left turn out of the park safe. If we could get service to that area, we would like to take the stop out of the Wal-Mart parking lot.
- Tim Denson: The east side works pretty well out there, except for weekends. Right now only the 25 runs, not the 26, and the loop is a really long loop. But otherwise the system works well. But on splitting the routes on the 5 and 7, would the service be carried throughout the nights and weekends? Butch: Yes, and an increase to 30-minute frequency, which is why the price increases so exponentially. Frequency and increased frequency will make a huge difference in our ridership.
- Tim Denson: With the questions on the sidewalks being a part of that, did it take into account crosswalks? Rachel: yes, in areas where a dangerous intersection was identified. Tim: OK, because my wife refuses to cross a certain highway, there's a lot of people like that. Switching from the loops would affect that. So that you don't lose riders. Butch: No, we don't like to make people cross streets if we can help it. We deal with it all over town when the crosswalks don't serve the locations. Bev: the safety aspect was an important part as we looked at some of the route modifications, to improve some of the safety aspects.

Concluded at 3 PM.

CGE
Blue Cypress Consulting
5/11/2016

Section V. MACORTS Presentations

Additional presentations were made to the Madison Athens-Clarke Oconee Regional Transportation Study (MACORTS) Technical Coordinating Committee and the Policy Committee. These presentations were made on October 28, 2015 and November 12, 2015, respectively. The agenda and minutes for each of the meetings are included below, and the presentations are included in Appendix A. A presentation of the final plan will also be conducted in the August/September meeting cycle of 2016.



Athens Planning Department
120 W. Dougherty Street
Athens, Georgia 30601
706-613-3515

MEMO

TO: MACORTS Technical Coordinating Committee Members and Others

FROM: Brad Griffin, Planning Director

DATE: October 19, 2015

SUBJECT: Notice of MACORTS TCC Meeting

Please note that there will be a MACORTS TCC meeting on Wednesday, October 28, 2015 at 10 am. The meeting will be held at the Athens-Clarke County Planning Department Auditorium located at 120 W. Dougherty Street in Athens. Please see the attached agenda for major items of business.

If you have any questions, please contact myself or Sherry McDuffie at (706) 613-3515.

BAG:sfm

TENTATIVE AGENDA

MACORTS Technical Coordinating Committee
A-CC Planning Department Auditorium
Wednesday, October 28, 2015
10:00 a.m.

- I. CALL TO ORDER
- II. PUBLIC COMMENT OPPORTUNITY
- III. APPROVAL OF AUGUST 26, 2015 MEETING MINUTES
- IV. OVERVIEW OF ATHENS TRANSIT SYSTEM'S TRANSIT FEASIBILITY STUDY (Consultants: RS&H)
- V. REVIEW OF PROPOSED MACORTS REQUEST TO ACCELERATE THE SCHEDULE FOR THE SR 10 LOOP AT LEXINGTON ROAD INTERCHANGE PROJECT AND RECOMMENDATION TO POLICY COMMITTEE
- VI. REVIEW OF DRAFT AMENDMENTS TO 2040 LONG RANGE TRANSPORTATION PLAN & FY 2015-2018 TRANSPORTATION IMPROVEMENT PROGRAM AND RECOMMENDATION TO POLICY COMMITTEE – US 441 SOUTH WIDENING & 4 BRIDGES ALONG SR 10 LOOP
- VII. REVIEW OF PROPOSED MACORTS REQUEST TO REALLOCATE FUNDS FROM MITCHELL BRIDGE ROAD WIDENING TO SR 10 LOOP AT ATLANTA HIGHWAY INTERCHANGE PROJECT AND RECOMMENDATION TO POLICY COMMITTEE
- VIII. REVIEW OF PROPOSED MACORTS REQUEST TO REALLOCATE PRELIMINARY ENGINEERING FUNDS FROM JIMMIE DANIEL / JIMMY DANIELL ROAD WIDENING PROJECT TO OTHER PROJECT(S) AND RECOMMENDATION TO POLICY COMMITTEE
- IX. REVIEW OF AMENDED FY 2016 UNIFIED PLANNING WORK PROGRAM AND RECOMMENDATION TO POLICY COMMITTEE
- X. REVIEW OF DRAFT FY 2017 UNIFIED PLANNING WORK PROGRAM AND RECOMMENDATION TO POLICY COMMITTEE
- XI. OLD BUSINESS
- XII. NEW BUSINESS
- XIII. ADJOURN

Note: Agenda is subject to change.

Summary Minutes of
MACORTS Technical Coordinating Committee
A-CC Planning Department Auditorium
Wednesday, October 28, 2015
10:00 a.m.

Members Present:

Brad Griffin - ACC Planning Department
Sherry McDuffie - ACC Planning Department
Butch McDuffie - Athens Transit System
Blaine Williams - ACC Manager's Office
Darius Malone - GDOT Planning Office
David Ballard - Athens Transit
Kim Coley - GDOT District 1
Steve Decker - ACC Traffic Engineering
BR White - Oconee County Planning Department
Emil Beshara - Oconee County Public Works
David Clark - ACC Transportation & Public Works
Ron Hamlin - UGA Transit

Others Present:

Kyle Mote - GDOT Planning Office
Matt Gottschalk - Public
Steve Cote - RS&H Consulting
Ann Marie Day - FHWA
Rachel Hatcher - RS &H Consulting
Brandon Kirby - GDOT District 1
Shannon Giles - GDOT District 1

I. CALL TO ORDER

Mr. Griffin called the meeting to order at 10:03 am.

II. PUBLIC COMMENT OPPORTUNITY

None

III. APPROVAL OF AUGUST 26, 2015 MEETING MINUTES

Mr. McDuffie made a motion to approve the August 26, 2015 meeting minutes with a small correction to add Mr. Hank Joiner's attendance to that meeting. Mr. White seconded the motion. The vote was unanimous.

IV. OVERVIEW OF ATHENS TRANSIT SYSTEM'S TRANSIT FEASIBILITY STUDY

Mr. McDuffie introduced Rachel Hatcher, a consultant of RS&H. Ms. Hatcher made a presentation about progress on the Athens Transit System's Transit Options Feasibility Study. There was some brief follow-up discussion.

V. REVIEW OF PROPOSED MACORTS REQUEST TO ACCELERATE THE SCHEDULE FOR THE SR 10 LOOP AT LEXINGTON ROAD INTERCHANGE PROJECT AND RECOMMENDATION TO POLICY COMMITTEE

Ms. McDuffie stated Athens Clarke County representatives have been working with GDOT to prepare for the right-of-way plans for this project. The TIP currently reflects FY 2019 right-of-way phase and FY 2021 construction phase. She stated ACC would like to move this project's right-of-way phase from FY 2019 to FY 2017.

Ms. McDuffie stated that staff would need to draft a letter requesting that GDOT consider the shift in schedule. If approved by GDOT, the TIP would be amended to reflect the shifting of funds at a later date. Mr. Clark stated the design process is proposed to be finished by spring 2016. He expressed the county's hope that this project could be accelerated since it's been on the books for about 20 years.

Mr. Clark made a motion to recommend MACORTS staff draft a letter to GDOT Planning requesting the shifting of ROW funds from FY 2019 to FY 2017 for the SR 10 Loop at Lexington Road Interchange Project. Mr. Clark requested a copy of the letter be sent to Athens Clarke County's Transportation Board members. Mr. Beshara seconded the motion. The vote was unanimous.

Mr. Beshara asked if a priority letter/statement from the local government was given to GDOT for the project. Mr. Mote stated there are a lot factors that go into planning and programming projects which include: fiscally constraint within a year to meet FHWA requirements, fiscally constraint statewide per congressional district over a 5 year period, amount of local funding provided, politics, and federal funding uncertainty. Mr. Mote also stated the request should include very specific detailed reasons why the project should be shifted.

Mr. Beshara stated Oconee County has a similar request that involves an interchange at SR 316 and the Oconee Connector. He stated that there is interest in bringing this project into the LRTP. Mr. Griffin stated the discussion regarding the project Mr. Beshara is inquiring about for Oconee will be placed on the January TCC agenda to allow time to review necessary information about the project.

VI. REVIEW OF DRAFT AMENDMENTS TO 2040 LONG RANGE TRANSPORTATION PLAN & FY 2015-2018 TRANSPORTATION IMPROVEMENT PROGRAM AND RECOMMENDATION TO POLICY COMMITTEE – US 441 SOUTH WIDENING & 4 BRIDGES ALONG SR 10 LOOP

Ms. McDuffie reviewed the information for the proposed amendments and explained there were originally 4 bridges included in the mail out, however there will only be a total 3 bridge locations. She stated GDOT would like for

MACORTS to add the following bridges along SR 10 Loop: North Oconee River, Middle Oconee River and SR8/US 29. She also stated the bridges are structurally deficient.

Ms. McDuffie stated GDOT has informed MACORTS that the US 441 South Widening project in Oconee County will be funded entirely with HB 170 (state) funding – PE \$1 million in FY 19, ROW \$15,653,658 in FY 2022, and Construction \$59,263,472 in FY 2022. Since HB 170 is state money, the project doesn't have to be in the LRTP. Staff recommended the US 441S project be located in the unfunded section of the LRTP. Moving that project out of the LRTP would allow approximately \$11.8 million to be used for the proposed bridge amendments. The bridges over North Oconee River and SR 8/US 29 would be completely covered in cost; however, the bridge over the Middle Oconee River would only include PE and ROW phases in the LRTP.

Ms. McDuffie stated a 15-day public comment period would be required to amend both the LRTP and TIP documents concurrently. There was some discussion.

Mr. Clark made a motion to recommend approval of beginning the public comment period for the proposed amendments to LRTP & TIP to show the US 441 S project in the Unfunded Section of the LRTP due to its being funded with HB170 (state funds) and the moving of 3 bridge projects on SR 10 Loop into the LRTP and TIP for all phases except Construction of SR 10 Loop at Middle Oconee River project. Mr. Mote seconded the motion. The vote was unanimous.

VII. REVIEW OF PROPOSED MACORTS REQUEST TO REALLOCATE FUNDS FROM MITCHELL BRIDGE ROAD WIDENING PROJECT TO SR 10 LOOP AT ATLANTA HIGHWAY INTERCHANGE PROJECT AND RECOMMENDATION TO POLICY COMMITTEE

Ms. McDuffie stated ACC has been working with GDOT for the last couple of years to refine the design of the SR 10 Loop at Atlanta Highway Interchange project. She stated since ACC completed the Mitchell Bridge Road Widening project completely without federal funds, they would like to request that GDOT move the funds that were allocated to the Mitchell Bridge Road project into the Atlanta Highway Interchange project in order to allow the project to include the intersection realignment of Atlanta Highway / Mitchell Bridge Rd / Timothy Road.

Ms. McDuffie stated that staff would need to draft a letter requesting that GDOT shift these funds. If approved by GDOT, the TIP would need to be amended to show the shifting of funds at a later date.

Mr. Clark made a motion to recommend MACORTS staff draft a letter to GDOT Planning requesting the shifting of funds from the Mitchell Bridge Road Widening project to the SR 10 Loop at Atlanta Highway Interchange project and that the project be modified to include the realignment of the Atlanta Highway/Mitchell Bridge Road/Timothy Road intersection. Mr.

McDuffie seconded the motion. There was some discussion. The vote was unanimous.

VIII. REVIEW OF PROPOSED MACORTS REQUEST TO REALLOCATE PRELIMINARY ENGINEERING FUNDS FROM JIMMIE DANIEL / JIMMY DANIELL ROAD WIDENING PROJECT TO OTHER PROJECT(S) AND RECOMMENDATION TO POLICY COMMITTEE

Ms. McDuffie stated Oconee and ACC representatives met with GDOT about the Jimmie Daniel project. She stated GDOT was supportive of moving forward with the project. Oconee and ACC reps were supportive of the project but not the proposed timeline. Due to financial requirements and issues, both counties representatives preferred to stay with the timeframe that was approved in the 2040 LRTP (2025 – 2029). Ms. McDuffie stated since PE funds can only remain inactive for 1 year and ROW funds for 10 years, the PE funding programmed for Jimmie Daniel Rd project needs to be reassigned. Ms. McDuffie stated MACORTS staff was told that MACORTS (PC) could request for those funds to be assigned to a different project(s) in FY 2016. There was brief discussion.

Ms. McDuffie stated staff would need to draft a letter requesting that GDOT move the PE funding from the Jimmie Daniel project to the project(s) of MACORTS' choosing. If approved by GDOT, the TIP would need to be amended to show the shifting of funds at a later date.

There was some discussion between Mr. Beshara and Mr. Clark.

Mr. Clark made a motion to table this item until January. Mr. Beshara seconded this motion. The vote was unanimous.

IX. REVIEW OF AMENDED FY 2016 UNIFIED PLANNING WORK PROGRAM TO ADD CARRYOVER FUNDING AND RECOMMENDATION TO POLICY COMMITTEE

Ms. McDuffie stated this will be the last year that unused funds from previous years can be rolled into the Planning Grant. She stated the unused funds from FY 2015 need to be rolled into the UPWP before GDOT can issue a supplemental contract. She also explained that the substance of the work elements had not changed, and the additional funding (\$452,357.31) had been distributed across all work elements. This document is not required to go out for public involvement; therefore, only one vote from each committee will be necessary.

Mr. White stated he was asked by Chairman Davis to take a look at doing a study from Epps Bridge at the Athens-Clarke/Oconee county line down SR 316 at the Barrow county line to review access roads and interchange improvements. Mr. White asked how to begin the process of requesting for this type of study. Ms. McDuffie explained MACORTS would need a description of what is requested in the special study and cost estimate. There

was some discussion. She also stated the UPWP would be amended to include the study and the funds would have to be expended by June 30, 2016.

Mr. Clark made a motion to recommend approval of the amended FY 2016 UPWP. Mr. White seconded the motion. The vote was unanimous.

X. REVIEW OF DRAFT FY 2017 UNIFIED PLANNING WORK PROGRAM AND RECOMMENDATION TO POLICY COMMITTEE

Ms. McDuffie stated the Draft UPWP for FY 2017 has been revised extensively in response to the comments of our federal partners. Financially nothing had changed since the last Draft sent out except that the 5303 Transit Planning Grant was revised to reflect an increase in funding from \$85,000 to \$88,205. Ms. McDuffie stated the draft is due to GDOT in December.

There was some discussion about rollover funding. Mr. Clark requested that the purchase of traffic counters be placed in the unfunded work elements instead of removed entirely.

Mr. Clark made a motion to recommend approval of the Draft FY 2017 UPWP, including the unfunded work elements and the possible associated local financial commitment if the unfunded work elements are awarded funding. Mr. McDuffie seconded the motion. The vote was unanimous.

XI. OLD BUSINESS

There was none.

XII. NEW BUSINESS

Athens Transit System

Mr. McDuffie stated the Transit Options Feasibility Study is going well. He also stated Sunday service is averaging about 1,000 rides per day. Transit will receive 2 new 40 ft. buses next week. Mr. Griffin commended Mr. McDuffie and RS&H for reaching different areas of the community and great attendance at the original Stakeholder meeting.

Athens-Clarke County Transportation & Public Works Department

Mr. Clark stated the roundabout at Tallassee Road and Whitehead Road is open and working very well. The Mitchell Bridge Road widening project has been delayed slightly and should be finished during December. He also stated they are in the bid process for the bike lane project on College Station Road and hope to start construction in January 2016.

Oconee County Public Works

Mr. Beshara stated Phase I of Mars Hill Rd is still proceeding well and the vast majority of utilities have been relocated. The first major traffic shift is still planned for the first week of December. Oconee County is doing a joint

project with GDOT to create a dual left turn lane at Hog Mountain Road and US 441.

Federal Highway Administration

Ms. Day stated that FHWA will host a free 1-day Performance Based Planning workshop for MPOs and GDOT on January 20th or 21st. She stated there will be a Performance Based MPO Self Assessment Tool sent to MPOs. FHWA will provide a template to MPO's to revise the reimbursement request forms soon. There was some brief discussion.

Georgia Department of Transportation-District One

Mr. Kirby introduced Shannon Giles as the Athens Area Office Engineer. He explained that HB170 funding is anticipated to be available in Spring 2016. The capital program will see a surge of funding; however, maintenance will be the top priority for use of HB170 funds.

XIII. ADJOURN

The meeting was adjourned at 11:14am. Mr. Griffin stated the next TCC meeting is scheduled for January 27, 2016.



Athens Planning Department
120 W. Dougherty Street
Athens, Georgia 30601
706-613-3515

MEMO

TO: MACORTS Policy Committee Members and Others

FROM: Brad Griffin, Planning Director

DATE: November 3, 2015

SUBJECT: Notice of MACORTS PC Meeting on **Thursday, November 12, 2015 at 10:00 a.m.**

Please note that the MACORTS Policy Committee Meeting has been scheduled for **Thursday, November 12, 2015 at 10:00 a.m.** The meeting will be held in the Athens-Clarke County Planning Department, Auditorium located at 120 W. Dougherty Street in Athens. The main items of business are in the attached agenda.

If you have any questions, please contact myself or Sherry McDuffie at (706) 613-3515.

BAG/SFM

TENTATIVE AGENDA

MACORTS Policy Committee
Athens-Clarke County Planning Department – Auditorium
120 W. Dougherty Street - Athens
Thursday, November 12, 2015
10:00 a.m.

- I. CALL TO ORDER
- II. APPROVAL OF JULY 8, 2015 MEETING MINUTES
- III. REVIEW OF PUBLIC COMMENT RECEIVED AT TCC MEETINGS / PLANNING COMMISSION MEETINGS
- IV. REVIEW AND DETERMINATION OF DRAFT AMENDMENTS TO 2040 LONG RANGE TRANSPORTATION PLAN AND FY 2015 – 2018 TRANSPORTATION IMPROVEMENT PROGRAM – US 441 SOUTH WIDENING & 3 BRIDGE REPLACEMENT PROJECTS ALONG SR 10 LOOP
- V. PRESENTATION: GDOT'S DRIVE ALERT ARRIVE ALIVE CAMPAIGN (Teri Pope)
- VI. OVERVIEW & UPDATE OF ATHENS TRANSIT SYSTEM'S TRANSIT FEASIBILITY STUDY (Consultant: RS&H)
- VII. REVIEW AND DETERMINATION OF PROPOSED MACORTS REQUEST TO ACCELERATE THE SCHEDULE FOR THE SR 10 LOOP AT LEXINGTON ROAD INTERCHANGE PROJECT
- VIII. REVIEW AND DETERMINATION OF PROPOSED MACORTS REQUEST TO REALLOCATE PRELIMINARY ENGINEERING FUNDS FROM MITCHELL BRIDGE ROAD WIDENING PROJECT TO SR 10 LOOP AT ATLANTA HIGHWAY INTERCHANGE PROJECT
- IX. REVIEW AND DETERMINATION OF AMENDED FY 2016 UNIFIED PLANNING WORK PROGRAM TO ADD CARRYOVER FUNDING
- X. REVIEW AND DETERMINATION OF DRAFT FY 2017 UNIFIED PLANNING WORK PROGRAM
- XI. OLD BUSINESS
- XII. NEW BUSINESS
- XIII. ADJOURN

Note: Agenda is subject to change

MACORTS Policy Committee
Athens-Clarke County Planning Department – Auditorium
120 W. Dougherty Street - Athens
Thursday, November 12, 2015
10:00 a.m.

Voting Members Present: Melvin Davis, Oconee County Chairman
Nancy Denson, Athens-Clarke County Mayor
Bob Sanders, Oconee Co. Citizen Representative
Phil Munro, Madison Co. Citizen Representative
Radney Simpson, GDOT Planning
Jim Anderson, Athens-Clarke Co. Citizen Representative

Others Present: Brad Griffin, ACC Planning
Cherie Varnum, MACORTS Staff
Sherry McDuffie, MACORTS Staff
Wayne Provost, Oconee LR & Strategic Planning
Darius Malone, GDOT Planning
Kim Coley, GDOT - District 1
Russ Page, Oconee County Citizen
Sarah Bell, Oconee County Citizen
Butch McDuffie, Athens Transit System
Kyle Mote, GDOT Planning
Ann-Marie Day, FHWA
Ratchel Hatcher, RS & H

I. CALL TO ORDER

Ms. Denson called the meeting to order at 10:05am.

II. APPROVAL OF JULY 8, 2015 MEETING MINUTES

Mr. Simpson made a motion to approve the July 8, 2015 minutes. Mr. Davis seconded the motion. The vote was unanimous.

III. REVIEW OF PUBLIC COMMENT RECEIVED AT TCC MEETINGS / PLANNING COMMISSION MEETINGS

There was no public comment received.

IV. REVIEW AND DETERMINATION OF DRAFT AMENDMENTS TO 2040 LONG RANGE TRANSPORTATION PLAN AND FY 2015 – 2018 TRANSPORTATION IMPROVEMENT PROGRAM – US 441 SOUTH WIDENING & 3 BRIDGE REPLACEMENT PROJECTS ALONG SR 10 LOOP

Ms. McDuffie stated GDOT requested that MACORTS consider adding 3 bridge replacement projects to the LRTP and TIP. The bridges are structurally deficient and located along SR 10 Loop at the Middle Oconee River, North Oconee River, and SR 8 / US 29. She also explained that GDOT had informed MACORTS staff that the US 441 South Widening project is proposed to be funded entirely with state funds from HB170.

Ms. McDuffie shared the TCC recommendation to remove the US 441 South Widening project from the LRTP (but still show it in the unfunded section) which would allow \$11.8 million to be used in the LRTP for the addition of the 3 bridge replacement projects. She explained this amount would entirely fund the bridge replacements at the SR 10 Loop at the N. Oconee River and SR 8 along with the PE and ROW of the SR 10 Loop at Middle Oconee River. She also stated the construction phase of the SR 10 Loop at Middle Oconee River would be shown in the unfunded section of the LRTP.

Ms. McDuffie stated these amendments would require a 15-day public comment period. The proposed amendments and associated public comment would come back to the Policy Committee at their February 10, 2016 meeting.

Mr. Simpson made a motion to approve the proposed amendments to LRTP and TIP to go out for public comment. Mr. Munro seconded the motion. The vote was unanimous.

V. PRESENTATION: GDOT'S DRIVE ALERT ARRIVE ALIVE CAMPAIGN

Ms. Pope was not able to attend. The presentation will be rescheduled for a later time.

VI. OVERVIEW & UPDATE OF ATHENS TRANSIT SYSTEM'S TRANSIT FEASIBILITY STUDY (Consultant: RS&H)

Ms. Hatcher made a presentation on the Athens Transit System's Transit Feasibility Options Study. After brief discussion, Mr. Davis requested the information pertaining to Oconee and Madison Counties be distributed to the associated Policy Committee members. Mr. McDuffie agreed to do so.

VII. REVIEW AND DETERMINATION OF PROPOSED MACORTS REQUEST TO ACCELERATE THE SCHEDULE FOR THE SR 10 LOOP AT LEXINGTON ROAD INTERCHANGE PROJECT

Ms. McDuffie stated that ACC representatives have been working with GDOT to get the right-of-way (ROW) plans ready for this project. The TIP currently reflects FY 2019 for ROW and FY 2021 for construction; however, ACC would like to move this project's ROW phase from FY 2019 to FY 2017.

Ms. McDuffie explained that MACORTS staff would need to draft a letter requesting that GDOT shift the schedule. If approved by GDOT, the TIP would need to be amended to show the shift in funds at a later date.

Mr. Davis made a motion for MACORTS staff to draft a letter to GDOT Planning to seek to shift the ROW phase from FY 2019 to FY 2017 for the SR 10 Loop at Lexington Road Interchange project. Mr. Anderson seconded the motion. The vote was unanimous.

VIII. REVIEW AND DETERMINATION OF PROPOSED MACORTS REQUEST TO REALLOCATE PRELIMINARY ENGINEERING FUNDS FROM MITCHELL BRIDGE ROAD WIDENING PROJECT TO SR 10 LOOP AT ATLANTA HIGHWAY INTERCHANGE PROJECT

Ms. McDuffie stated ACC has been working with GDOT for several years to refine the design of the SR 10 Loop at Atlanta Highway Interchange project. She explained that since ACC completed the Mitchell Bridge Road Widening project without federal funds (using SPLOST funds and a state grant), they would like to request that GDOT move those federal funds into the Atlanta Highway Interchange project in order to facilitate the inclusion of a realignment of the Mitchell Bridge Road/Atlanta Highway/Timothy Road intersection within the limits of the project.

Ms. McDuffie noted that MACORTS staff would need to draft a letter requesting that GDOT modify the budget and project description. If approved by GDOT, the TIP would need to be amended to show the shift in funds at a later date.

Mr. Anderson made a motion to approve MACORTS staff to draft a letter to GDOT Planning to request a shift of the Mitchell Bridge Road Widening funding into the Atlanta Highway Interchange project and expand the project limit to include the Mitchell Bridge Road/ Atlanta Highway/Timothy Road intersection realignment. Mr. Munro seconded the motion. The vote was unanimous.

IX. REVIEW AND DETERMINATION OF AMENDED FY 2016 UNIFIED PLANNING WORK PROGRAM TO ADD CARRYOVER FUNDING

Ms. McDuffie stated the FY 2016 will be the last year that unused funds from previous years can be rolled into the PL Grant. She stated MACORTS received notification that the carryover funding from FY 15 is available to roll into the FY 16 UPWP and PL Grant contract. She also explained the substance of the work elements had not changed since the Policy Committee approved it, and the additional funding (\$450,357.31) had been distributed across all of the work elements. Ms. McDuffie stated the document is not required to go to public comment so this is the final vote on the document.

Mr. Simpson recommended approval of the Amended FY 2016 UPWP. Mr. Munro seconded the motion. The vote was unanimous.

X. REVIEW AND DETERMINATION OF DRAFT FY 2017 UNIFIED PLANNING WORK PROGRAM

Ms. McDuffie stated the document had been reviewed by TCC and revised extensively in response to comments received from FHWA. Ms. McDuffie noted the official Draft of the FY 17 UPWP is due to GDOT by December 15, 2015. A final draft of the document will come back to TCC and Policy Committee after the first of the year for final approval.

Ms. McDuffie reiterated that FY 16 will be the last year that carryover funding will be allowed. The amount of funding included in this document is the allocation for MACORTS (\$216,025.86) and represents the entire budget of the MPO for FY 17.

Ms. McDuffie explained that rollover funding from all of the MPO's in Georgia will be consolidated into one pot of money at the state level. Those funds will be awarded to one or more MPOs on a competitive basis for work that cannot be accomplished with funds allocated to the MPO. Therefore, an unfunded section had added to the 17 UPWP that included the work elements that MACORTS staff intends to submit for the competitive pot of funds – the Compliance Update of LRTP (\$250,000) and the Purchase of Traffic Counting Equipment (\$25,000).

Ms. McDuffie noted the following substantive changes to the UPWP. Table III was recalculated based on the 5-year average for in-kind match. It was noted that FY 17 will be the last year that in-kind match will be collected due to the change in funding level. The 'Unfunded Proposed Work Elements' were added to the tables in the Appendices. Table VI was created to present the details of the 'Unfunded Proposed Work Elements'. The Introduction and all elements were revised in terms of how they addressed the Planning Emphasis areas from FHWA. A map of the MACORTS area, the MOU, and the MACORTS bylaws were added to the Appendices of the document.

Mr. Simpsom made a motion to approve the draft FY 17 UPWP to be submitted as the official Draft to GDOT, including the unfunded work elements and the possible associated local financial commitment if the unfunded work elements are awarded funding. Mr. Sanders seconded the motion. The vote was unanimous.

XI. OLD BUSINESS

None

XII. NEW BUSINESS

Ms. Denson welcomed the new Policy Committee member and Athens-Clarke County citizen representative, Jim Anderson.

XIII. ADJOURN

The meeting adjourned at 10:35am. The next meeting is scheduled for February 10, 2016 and will be held in Danielsville. Ms. McDuffie thanked Ms. Denson for chairing the meetings during 2015.

Appendix A – PowerPoint Presentations




TRANSIT FEASIBILITY STUDY
STAKEHOLDER COMMITTEE MEETING NO. 1

AUGUST 4, 2015

RS&H



PRESENTATION AGENDA

- STUDY TEAM
- STUDY PURPOSE
- GOALS AND OBJECTIVES
- METHODOLOGY
- STAKEHOLDER COMMITTEE ROLE
- QUESTIONS AND ANSWERS

RS&H





STUDY TEAM – RS&H

RACHEL HATCHER, AICP, LEED AP
PROJECT MANAGER

STEVE COTE, PE, AICP
DEPUTY PROJECT MANAGER

BEVERLY DAVIS, AICP
TASK LEADER; QA/QC

RS&H

Other RS&H Team Members

» Michael Baker International

Michael Baker
INTERNATIONAL

» Blue Cypress

BLUE
CYPRESS
CONSULTING



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STUDY PURPOSE

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Study Purpose

» **Help Transit Decision Makers:**

- Determine Ways to Improve Multimodal Programs
- Identify Near-term Funding Opportunities
- Identify Multimodal Projects to Increase Transit Accessibility
- Identify Transit Service Needs
- Evaluate Long Term System Operational Improvements:
 - Expansion of Services, or
 - Elimination and/or Consolidation of Redundant Infrastructure/services
- Identify Long-term Operational and Capital Funding Options




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Study Purpose Goals & Objectives Methodology Stakeholder Committee Role Questions & Answers

GOALS AND OBJECTIVES

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Goals and Objectives

- » Ensure Demand is Served
- » Provide Multi-modal Options
- » Implement System Efficiencies
- » Be Fiscally Prudent
- » Leverage Local Funding
- » Establish Long Term Funding Source(s)



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Study Process Goals & Objectives Methodology Stakeholder Coord. Role Change/Questions

METHODOLOGY

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Study Tasks

- » Task 1: Stakeholder Coordination/Involvement
- » Task 2: Existing Conditions Assessment
- » Task 3: Determination of Latent Demand
- » Task 4: Identification of Transit Service Options
- » Task 5: Plan Recommendations
- » Task 6: Coordination

Task 1: Stakeholder Coordination & Involvement

Task 2: Existing Conditions Assessment

Task 3: Determination of Latent Demand

Task 4: Identification of Transit Service Options

Task 5: Plan Recommendations

Task 6: Coordination: Updates and Presentations



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Study Process Goals & Objectives Methodology Stakeholder Coord. Role Change/Questions

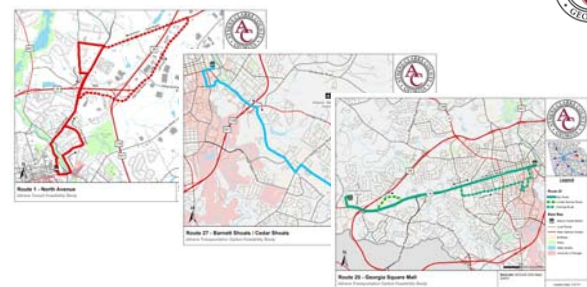
Methodology

- » Existing Conditions and Data Collection
 - Existing Operational Data
 - On-Board Survey (September)
- » Review Transit Development Plan
- » Latent / Unserved Demand
 - Areas Under or Overserved?
 - System Efficiencies to Achieve?
- » Identify Transit Service Options, and
- » Develop Recommendations

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Methodology



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Study Process Goals & Objectives Methodology Stakeholder Coord. Role Change/Questions



Study Purpose

» **Help Transit Decision Makers:**

- Determine Ways to Improve Multimodal Programs
- Identify Near-term Funding Opportunities
- Identify Multimodal Projects to Increase Transit Accessibility
- Identify Transit Service Needs
- Evaluate Long Term System Operational Improvements:
 - Expansion of Services, or
 - Elimination and/or Consolidation of Redundant Infrastructure/services
- Identify Long-term Operational and Capital Funding Options



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Study Purpose | Goals & Objectives | Existing Conditions | Identification of Service Options | Recommendations

Goals and Objectives

- » Ensure Demand is Served
- » Provide Multi-modal Options
- » Implement System Efficiencies
- » Be Fiscally Prudent
- » Leverage Local Funding
- » Establish Long Term Funding Source(s)

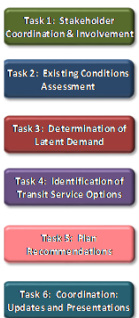


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Study Purpose | Goals & Objectives | Existing Conditions | Identification of Service Options | Recommendations

Study Tasks

- » Task 1: Stakeholder Coordination/Involvement
- » Task 2: Existing Conditions Assessment
- » Task 3: Determination of Latent Demand
- » Task 4: Identification of Transit Service Options
- » Task 5: Plan Recommendations
- » Task 6: Coordination




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Study Purpose | Goals & Objectives | Existing Conditions | Identification of Service Options | Recommendations

Existing Conditions

- » Overview of Service and Study Area Characteristics:
 - Service providers
 - Socioeconomic conditions
 - Transportation facilities
 - Financial conditions
- » Transit System Characteristics:
 - Service type and structure
 - Ridership
 - Operations/Performance



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Study Purpose | Goals & Objectives | Existing Conditions | Identification of Service Options | Recommendations

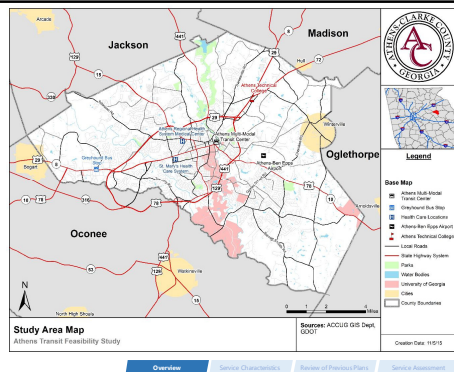
Study Area

Implications

- » Overview of the study area, including key activity centers

Observations

- » Universities
- » Hospitals
- » Athens Ben Epps Airport



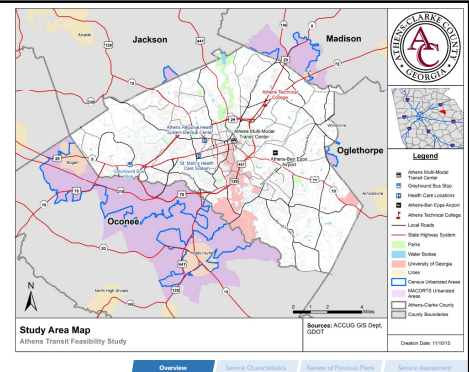
Study Area + UZA

Implications

- » Urbanized areas will be screened for service opportunities.

Observations

- » Urbanized area extends into Oconee, Madison, Jackson and Oglethorpe Counties



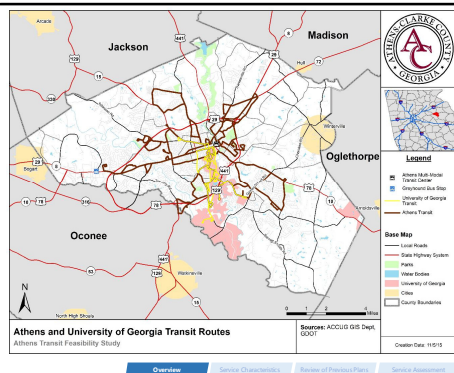
Service Providers: Fixed Route

Implications

- » Initial overview of the extents of the ATS and UGA systems

Observations

- » Athens Transit System
 - 19 routes
 - 757,500 annual vehicle revenue miles
- » University of Georgia
 - 11 routes
 - 853,600 annual vehicle revenue miles



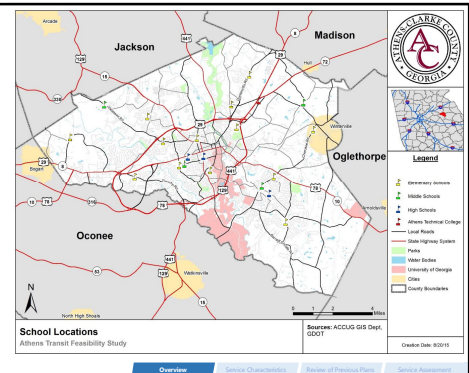
Service Providers: K-12 Schools

Implications

- » Route and schedule coordination
- » Major employment/activity centers

Observations

- » 14 elementary schools
- » 4 middle schools
- » 3 high schools
- » 12,000 students



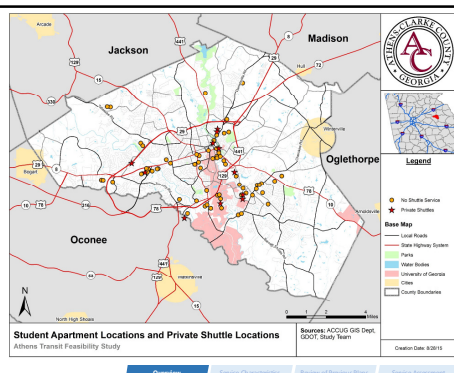
Service Providers: Student Apartment Shuttles

Implications

- » Transit demand
- » Pickup/drop-off operations

Observations

- » Approximately 13 shuttle providers
- » Flexible schedules and drop-off locations
- » Sunk cost for shuttle riders



Service Providers: Intercity

Implications

- » Ridership impacts
 - e.g., transfers from Greyhound to ATS Route 20 Georgia Square Mall

Observations

- » Greyhound utilizes a partner station at 4020 Atlanta Hwy
- » Megabus stops at the Multi-Modal Transportation Center
 - With the addition of ATS Sunday service, an on-campus stop is no longer necessary
- » Groome Transportation
 - Hourly shuttle service to Atlanta Hartsfield Jackson International Airport from UGA Georgia Center and Athens West Shopping Center



Other Service Providers

Taxis

Implications

- » Competition for passengers
- » Potential/unlikely last mile coupling with transit trip

Observations

- » United Taxi Cab
 - 61 vehicles
 - 1999 average vintage
- » Golden Taxi
 - 17 vehicles
 - 1997 average vintage
- » 5 Star Taxi
 - 20 vehicles
 - 1999 average vintage

Human Services

Implications

- » Trips completed either through fixed route, demand response, or other service providers

Observations

- » Human Services Transportation: "Mobility services provided for the benefit of transportation disadvantaged populations, including persons with disabilities, older adults, and persons with lower incomes"⁴
- » Georgia Department of Human Services (DHS) trips provided by T&T Transportation⁴
- » Medicaid/Georgia Department of Community Health (DCH) trips provided by Velstar Medical Transportation⁴

⁴Atlanta Regional Commission 2013 Coordinated HST Plan Limited Update

⁵2012 Northeast Georgia Rural and Human Services Transportation Plan

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Overview

Service Characteristics

Review of Transit Policy

Service Assessment

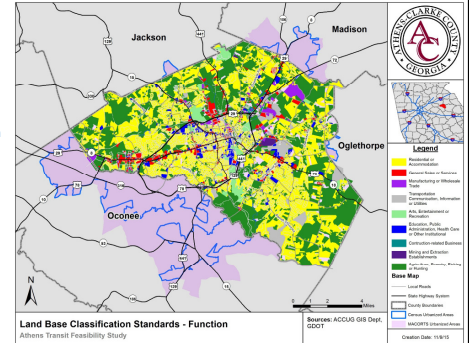
Existing Land Use

Implications

- » Current activities within and outside of transit service area
- » Non origin and destination land use limit expansion opportunity

Observations

- » Commercial downtown, along W Broad / Atlanta Hwy, and other routes
- » Much education, residential
- » Transit service needed to industrial in the northeast



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Overview

Service Characteristics

Review of Transit Policy

Service Assessment

Socioeconomic Conditions: Transit Supportive Areas

Implications

- » Areas with high enough concentrations of employment and/or population to support at least hourly bus service

Observations

- » Transit supportive areas are currently served by transit

Transit Capacity and Quality of Service Manual, Third Edition, Transit Cooperative Research Program, Report 165, Transportation Research Board, 2013

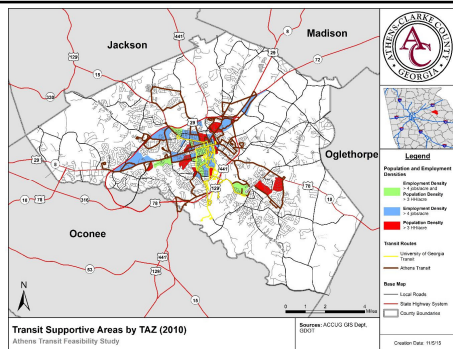
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Overview

Service Characteristics

Review of Transit Policy

Service Assessment



Future Socioeconomic Conditions: Transit Supportive Areas

Implications

- » Areas with high enough concentrations of employment and/or population to support at least hourly bus service

Observations

- » Transit supportive areas are currently served by transit

Transit Capacity and Quality of Service Manual, Third Edition, Transit Cooperative Research Program, Report 165, Transportation Research Board, 2013

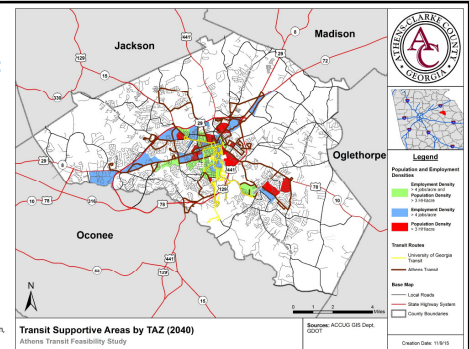
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Overview

Service Characteristics

Review of Transit Policy

Service Assessment



Socioeconomic Conditions: Transit Propensity

Implications

- » Areas with concentrations of populations likely to ride transit

Observations

- » Areas with highest propensity currently served
- » Components: Low income, minority, households without cars, persons with work disabilities, persons with mobility limitations, older workers, females, recent immigrants

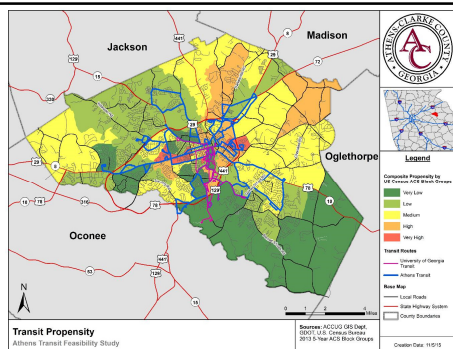
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Overview

Service Characteristics

Review of Transit Policy

Service Assessment



Transportation: Non-motorized Facilities

Implications

- » Possible route coordination
- » Previous TDP recommended continued mapping of non-motorized facilities

Observations

- » Bike connectivity
- » Extended trips
- » Sidewalks in-town

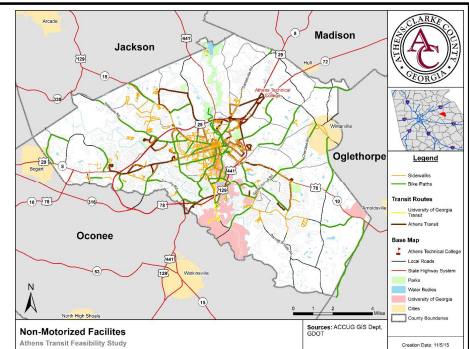
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Overview

Service Characteristics

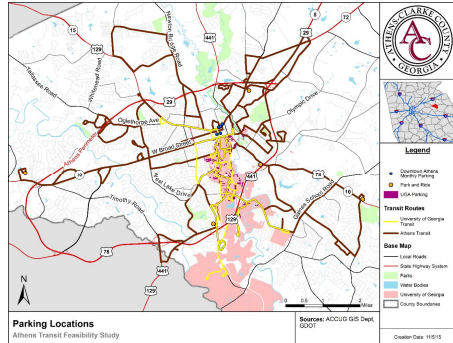
Review of Transit Policy

Service Assessment



Transportation: Parking

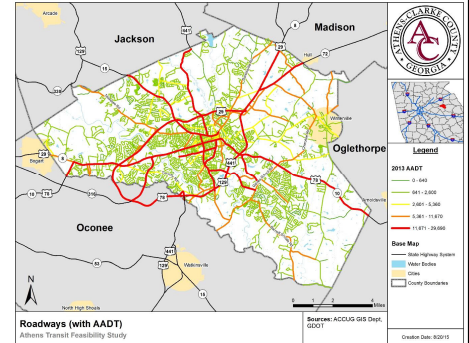
- Implications**
- » Coordination with park and rides
 - » Coordination / competition with other lots
- Observations**
- » Abundance of parking
 - Park and ride lots
 - Downtown
 - UGA
 - Private lots
 - » UGA parking approaching capacity



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Transportation: Roadways

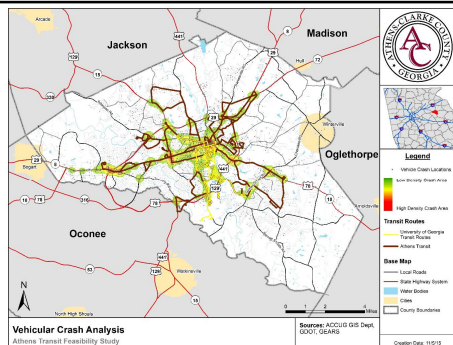
- Implications**
- » Main transportation arteries for movement of people and associated development
 - » Potential for peak period congestion
- Observations**
- » Athens Perimeter
 - » Atlanta Hwy / Broad St / Lexington Rd
 - » US 129 / SR 15
 - » US 441
 - » US 29
 - » S Millage Ave
 - » Baxter St
 - » Epps Bridge Parkway



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Transportation: Vehicular Safety

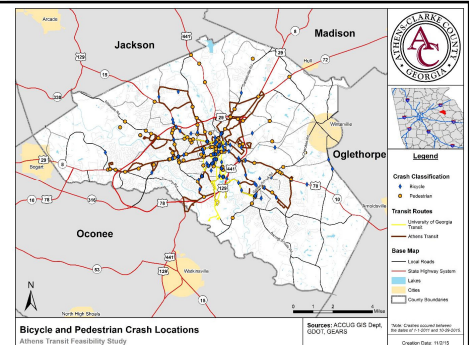
- Implications**
- » Safety of riders
 - » On-time route performance
- Observations**
- » Downtown
 - » W. Broad and Hawthorne/Alps
 - » Atlanta Hwy & Athens Perimeter



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Transportation: Bicycle & Pedestrian Safety

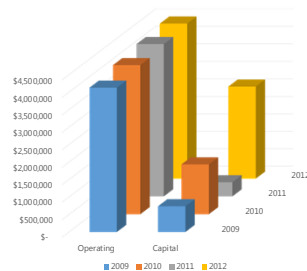
- Implications**
- » Safety of riders walking/biking to/from bus
 - » On-time route performance
 - » Opportunity for transit to alleviate biking/walking need and crash exposure
- Observations**
- » Crashes clustered downtown
 - » Bicycle crashes to the southeast
 - » Pedestrian crashes along outlying routes



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Financial Analysis

- Implications**
- » Rising expenses
 - Operating
 - Capital
- Observations**
- » Recent fare increase
 - » UGA/ATS financial coordination
 - Purchase of service
 - STIC funding



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SERVICE CHARACTERISTICS

- FIXED ROUTE TREND ANALYSIS
- FIXED ROUTE PEER ANALYSIS
- DEMAND RESPONSE



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Fixed Route: System Overview

- » 19 routes utilizing 17 maximum buses in service
- » Service Hours: Approximately 6:00am – 9:45pm seven days a week depending on route
- » Fare Structure
 - \$1.75 Adult
 - \$1.00 Senior / Disability
 - \$0.85 Senior / Disability Non Peak
 - \$1.50 Youth with proof of age
 - \$1.75 Youth without proof of age
 - Free Transfers, Children under 5, and University (student, faculty, and staff)

Route 1 - North Ave.
Route 2 - East Athens
Route 3 - East Athens/North Side
Route 5 - Beechwood/Baxter
Route 6 - West Broad/Atlanta Hwy
Route 7 - Prince Avenue
Route 8 - Barber/Chase
Route 9 - Macon Hwy/Five Points
Route 12 - Riverbend
Route 14 - East Campus/S. Millidge
Route 20 - Georgia Square Mall
Route 21 - West Athens / Ultimate Dr.
Route 22 - East Athens / Highland Park Dr.
Route 23 - Oconee St. Park and Ride /
Downtown Express
Route 24 - Athens Tech
Route 25 - Lexington Rd/Gaines School
Route 26 - College Station/Barnett Shoals
Route 27 - Barnett Shoals/Cedar Shoals
Route 28 - College Station - Campus Express



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Overview

Service Characteristics

Financial Performance

Service Assessment

Fixed Route: Performance Evaluation

- » Review of UGA and ATS data from 2009 to 2013
- » Trend Analysis
 - First level analysis
 - Helpful in identifying positive or negative performance in the operational and financial measures
- » Peer Review Analysis
 - Second level analysis
 - Compares your performance and level of service to agencies of similar size and characteristics



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Overview

Service Characteristics

Financial Performance

Service Assessment

Fixed Route: Trend Analysis

- Implications
- » Operations data

- Observations
- » UGA ridership and services has increased, while ATS has decreased



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Overview

Service Characteristics

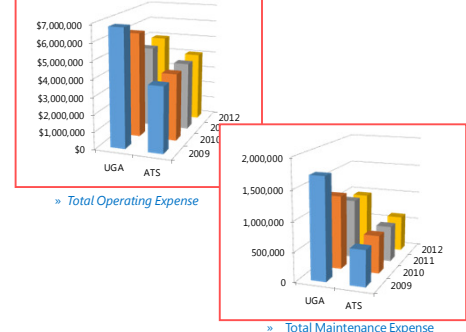
Financial Performance

Service Assessment

Fixed Route: Trend Analysis

- Implications
- » Financial data

- Observations
- » UGA operating costs were lowest in 2011, slight increase since.
 - » ATS operating costs have steadily risen.



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Overview

Service Characteristics

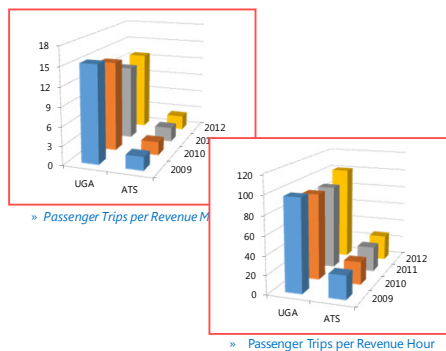
Financial Performance

Service Assessment

Fixed Route: Trend Analysis

- Implications
- » Effectiveness measures

- Observations
- » UGA passengers per revenue mile have decreased and per hour have been steady.
 - » ATS passengers per revenue mile and hour have been constant or increased over the 4 year period.



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Overview

Service Characteristics

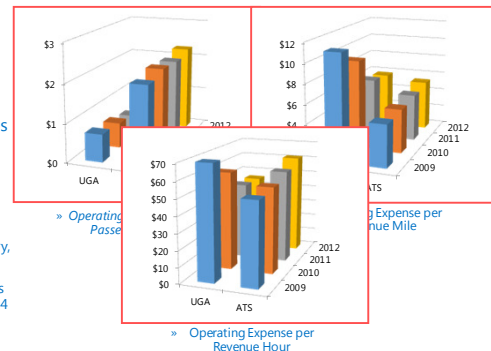
Financial Performance

Service Assessment

Fixed Route: Trend Analysis

- Implications
- » Efficiency measures

- Observations
- » UGA's operating efficiencies, by category, have improved.
 - » ATS has lost some of its efficiency over the last 4 years.



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Overview

Service Characteristics

Financial Performance

Service Assessment

Fixed Route: Peer Analysis

Agency	Annual Ridership (000's)	Revenue Miles (000's)	Revenue Hours (000's)	Total Operating Expense (millions)	Total Maintenance Expense (millions)	Passenger Trips per Revenue Mile	Passenger Trips per Revenue Hour	Operating Expense per Passenger Trip	Operating Expense per Revenue Mile	Operating Expense per Revenue Hour
ATS	1,725.7	757.5	65.9	\$5.21	\$0.89	2.28	26.20	\$3.02	\$6.88	\$79.07
UGA	11,058.9	853.6	115.0	\$5.36	\$0.84	12.95	96.20	\$0.48	\$6.27	\$46.59
ATS+UGA	12,784.6	1,611.1	180.9	\$10.57	\$1.73	7.94	70.70	\$0.83	\$6.56	\$58.42
CAT	2,405.2	941.3	88.9	\$6.61	n/a	2.56	27.06	\$2.75	\$7.03	\$74.41
CATS	3,748.2	1,872.9	142.0	\$14.18	\$3.08	2.00	26.39	\$3.78	\$7.57	\$99.83
CHT	6,894.0	1,759.0	155.3	\$14.54	\$2.77	3.92	44.38	\$2.11	\$8.27	\$93.60
SM	4,432.1	2,190.5	220.0	\$14.69	\$2.82	2.02	20.15	\$3.31	\$6.71	\$66.78

- CAT (Charlottesville Area Transit)
 - CATS (Capital Area Transit System)
 - CHT (Town of Chapel Hill Transit)
 - SM (Star Metro)

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Overview

Service Characteristics

History of Financial Policy

Service Assessment

Demand Response Service Characteristics and Performance

Implications

» Though recent cuts have reduced usage of the demand response system, they have led to decreased service efficiency and flat cost effectiveness

Observations

» Reduced service provided and utilized

» Decreased service efficiency and cost effectiveness

» Steady service effectiveness

	2009	2010	2011	2012	2013
General					
Annual Passenger Miles	47,758	51,672	53,990	52,976	42,973
Annual Vehicle Revenue Miles	65,322	75,513	78,920	70,660	60,900
Annual Unlinked Trips	8,485	9,419	9,478	9,234	7,848
Annual Vehicle Revenue Hours	5,875	6,128	7,214	6,187	5,352
Financial					
Operating Expenses	\$ 337,389	\$ 364,305	\$ 374,186	\$ 374,187	\$ 413,419
Fare Revenues	\$ 17,792	\$ 24,803	\$ 24,275	\$ 29,519	\$ 26,923
Uses of Capital Funds	\$ 95,256	\$ 42,515	\$ 160,000	\$ 30,287	\$ 32,371
Fleet					
Vehicles Available for Maximum Service	4	4	3	3	3
Vehicles Operated in Maximum Service	3	3	3	3	3
Percent Spares	33%	33%	67%	67%	33%
Service					
Operating Expense per Vehicle Revenue Mile	\$ 5.13	\$ 4.95	\$ 6.74	\$ 5.23	\$ 6.72
Operating Expense per Vehicle Revenue Hour	\$ 57.43	\$ 59.42	\$ 52.56	\$ 60.48	\$ 77.36
Cost					
Operating Expense per Passenger Mile	\$ 7.08	\$ 7.05	\$ 7.02	\$ 7.08	\$ 9.62
Effectiveness					
Operating Expense per Unlinked Passenger Trip	\$ 39.26	\$ 38.66	\$ 40.01	\$ 40.52	\$ 52.68
Service					
Unlinked Passenger Trips per Vehicle Revenue Mile	0.13	0.13	0.13	0.13	0.13
Effectiveness					
Unlinked Passenger Trips per Vehicle Revenue Hour	1.44	1.54	1.33	1.49	1.47

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Overview

Service Characteristics

History of Financial Policy

Service Assessment

CURRENT FIXED-ROUTE DEMAND AND SERVICE ASSESSMENT



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Fixed Route Ridership Survey

- » Survey of existing ridership boardings and alightings
- » Performed week of October 26th
 - Completed 90% of surveys
 - Final 10% completed the week of November 2nd
 - All routes surveyed for entire day
 - Surveyors made notes of observations throughout the survey process
- » Results were tallied by route and each hour
 - Preliminary results indicate ridership was not impacted by weather



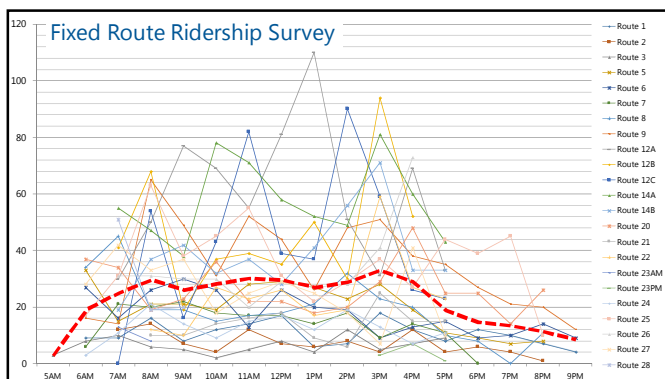
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Overview

Service Characteristics

History of Financial Policy

Service Assessment



REVIEW OF PREVIOUS PLANS

- TRANSIT DEVELOPMENT PLAN
- 2040 LRTP
- 2006 COMPREHENSIVE PLAN
- Bike Master Plan
- UGA Plans



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Previous TDP Recommendations

Implications

- » Provides context of a previous evaluation
- » Gauge implementation status
- » Consider changed conditions since

Observations

- » Implemented recommendations
- » Non-implemented recommendations
- » Other changes (e.g., Sunday service)

- Make various service improvements
 - Add Saturday service on three routes
 - Extend weekday service to midnight
 - Extend Saturday service from 7am to 11pm
 - Improve weekday peak headways to 30 minutes
 - Improve evening & Saturday headways to 60 minutes
- Consolidate two routes
- Revise two other routes
- Eliminate the practice of utilizing large loops in favor of two-way routing on five routes
- Analyze schedules for feasibility
- Elimination of "The Link" demand-responsive van service
- Explore bus priority treatments where practical

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Overview

Service Characteristics

Review of Previous Plans

Service Recommendations

QUESTIONS?

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TRANSIT FEASIBILITY STUDY
STAKEHOLDER COMMITTEE MEETING #3

MAY 11, 2016




PRESENTATION AGENDA

- PROJECT STATUS UPDATE
- PUBLIC PARTICIPATION OVERVIEW AND RESULTS
- LATENT DEMAND ANALYSIS RESULTS
- DRAFT STUDY RECOMMENDATIONS
 - Service Options Overview
- QUESTIONS AND ANSWERS




Study Purpose




» **Help Transit Decision Makers:**

- Determine Ways to Improve Multimodal Programs
- Identify Near-term Funding Opportunities
- Identify Multimodal Projects to Increase Transit Accessibility
- Identify Transit Service Needs
- Evaluate Long Term System Operational Improvements:
 - Expansion of Services, or
 - Elimination and/or Consolidation of Redundant Infrastructure/services
- Identify Long-term Operational and Capital Funding Options





Goals and Objectives





- » Ensure Demand is Served
- » Provide Multi-modal Options
- » Implement System Efficiencies
- » Be Fiscally Prudent
- » Leverage Local Funding
- » Establish Long Term Funding Source(s)




Study Tasks





- » Task 1: Stakeholder Coordination/Involvement
- » Task 2: Existing Conditions Assessment
- » Task 3: Determination of Latent Demand
- » Task 4: Identification of Transit Service Options
- » Task 5: Plan Recommendations
- » Task 6: Coordination
 - Public Outreach

Public Participation Overview

- » Goals:
 - Provide information
 - Gather information: current travel behaviors, needs, issues, and opportunities
- » Outreach Approach
 - Two rounds of public meetings
 - February 9th and March 1st 1:00 PM – 6:30 PM Multimodal Transportation Center
 - Public Survey
 - Available online and paper copy
 - Interactive Origin and Destination Exercises
 - Ridership survey conducted on-board buses.
 - Significant Focus on Advertising Participation Opportunities

Public Participation Overview

- » Advertising Campaign
 - Coordination with MACORTS MPO
 - Advertised in Athens Banner Herald, Athens Online, and La Vision (Spanish)
 - Meeting flyers/posters circulated and displayed
 - Direct email notifications sent to Stakeholders Committee, University of Georgia, and Local Advocacy Groups
 - Radio Commercials
 - On-board bus announcements
 - Meeting location shared with voting precinct during local elections to reach broader audience
 - Stories published by local and university press
- » Results
 - Approx. 200 participants attended meetings
 - All outreach methods cited by participants

Athens Transit Study Meeting Notice

Athens Transit is conducting a Transit Options Feasibility Study and will be having four informational meetings: February 9, 2016 from 1:00-2:30 PM and 5:00-6:30 PM, and March 1, 2016 from 1:00-2:30 PM.

The meeti Clarke Center, 7 Street. The about the

AVISO PÚBLICO DE REUNIÓN DEL ESTUDIO DE TRANSITO DE ATHENS

El Departamento de Transporte de Athens está invitando a los ciudadanos a participar en las reuniones de información pública sobre el estudio de factibilidad de opciones de transporte público. Las reuniones se realizarán los días martes 9 de febrero y 1 de marzo de 2016, de 1:00 a 2:30 PM y de 5:00 a 6:30 PM, y el día miércoles 1 de marzo de 2016, de 1:00 a 2:30 PM.

775 East Street, Clarke Center, 7 Street. The about the

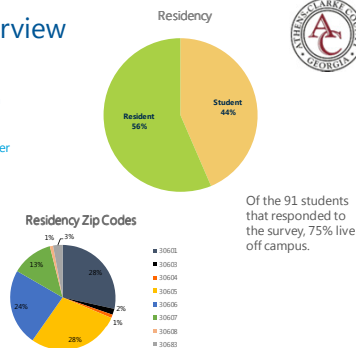
ATHENS TRANSIT FEASIBILITY STUDY

ATHENS TRANSIT SERVICE is conducting a Transit Options Feasibility Study to determine the best way to provide public transit service to the Athens area. The study will consider various transit options, including bus, light rail, and streetcar. The study will also consider the needs of the community and the goals of the Athens Transit Service. The study will be conducted over a period of several months and will involve a series of public meetings and surveys. The results of the study will be used to develop a transit plan for the Athens area.

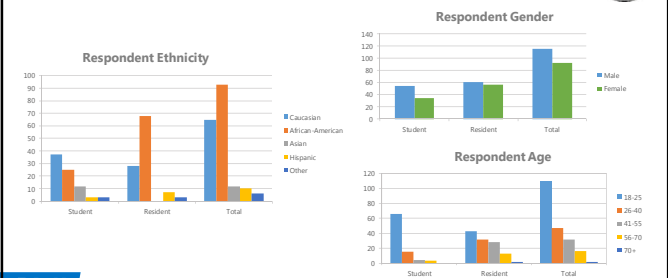


Ridership Survey Overview

- » About the Survey
 - Coordinated effort with University of Georgia students
 - Responses gathered February 15th – 20th
 - Survey locations (selected based on passenger counts to get best cross-section of ridership)
 - MMTC
 - UGA Arch
 - Walmart
 - ACC Library
 - Baxter @ Alps Shopping Center
 - Bell Shopping Center
 - North Avenue Apex
- 118 responses in 4 days



Ridership Survey Overview



Ridership Survey Overview

- » Survey Responses
 - Destinations were diverse. Students were primarily going to school, however quite a few were headed to work.
 - "Other" destination responses included "looking for a job", "job interview" and "friends house"
 - 90% of respondents use the service on a daily basis. 10% that do not use it on a daily basis cited frequency as a contributing factor.
 - More than 2/3 of respondents had to perform a transfer during their trip.

What is the purpose of your trip today (check all that apply)

Respondent	School	Work	Medical	Shopping	Recreational	Other
Student	65	15	1	1	1	6
Resident	4	47	8	23	18	25
Total	69	62	9	24	19	31

How do you pay for your bus fare?

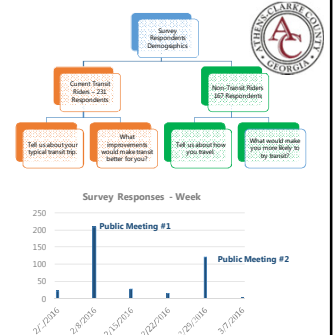
Respondent	USA Student/Staff	Single Ride Ticket	Multi-ride Pass
Student	65	1	1
Resident	1	75	43
Total	66	76	44

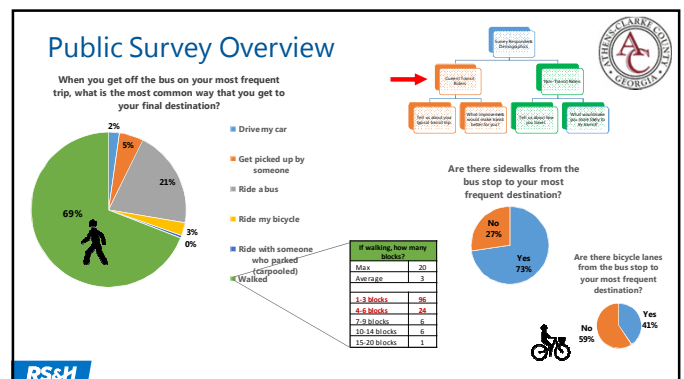
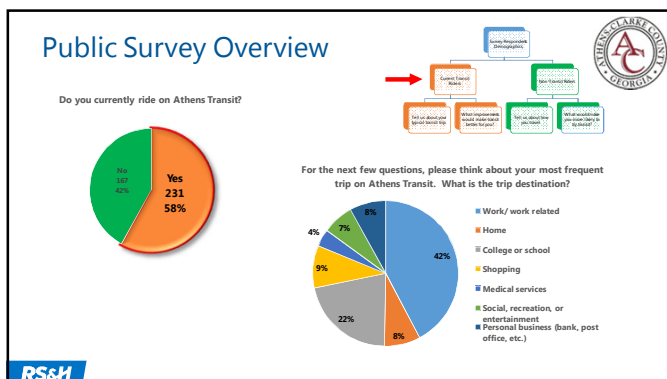
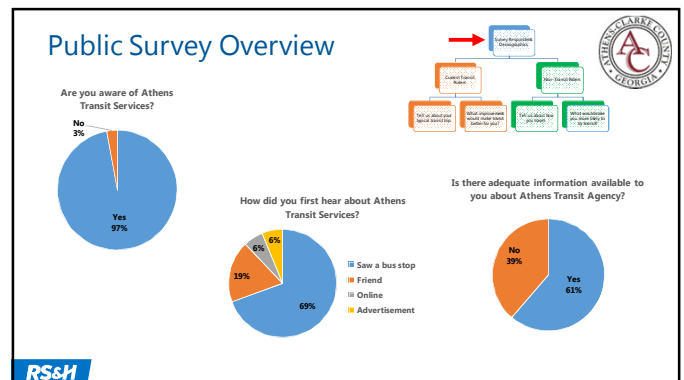
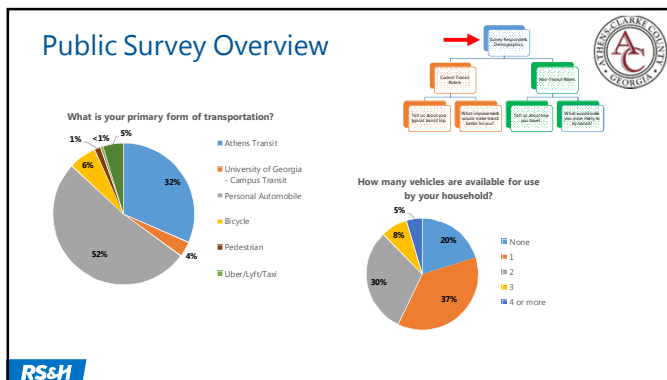
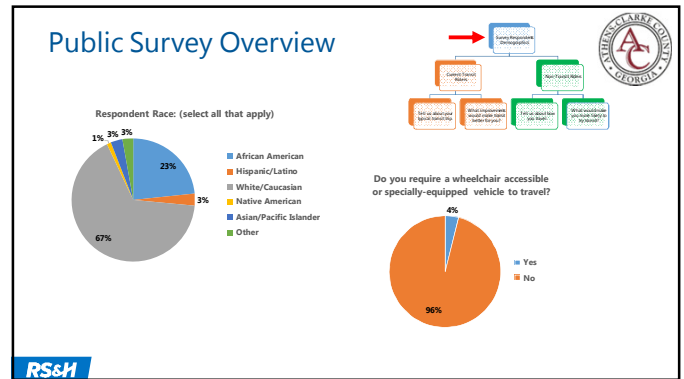
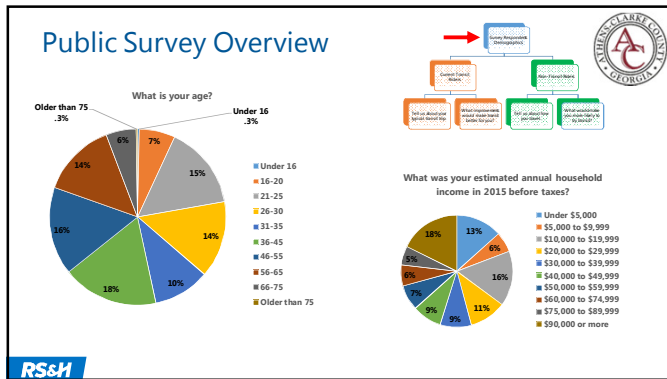
Did your trip require you to transfer between buses?

Respondent	Yes	No
Student	40	40
Resident	97	20
Total	137	60

Public Survey Overview

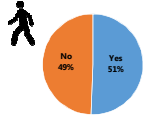
- » About the Survey
 - Online and paper copies available
 - Responses gathered February 2nd – March 7th
 - Spanish and English surveys available
 - Branching survey for current and potential transit riders
- 398 responses in 35 days



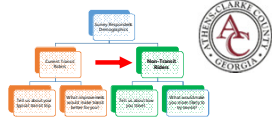
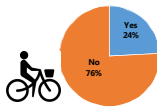


Public Survey Overview

Do you have adequate sidewalks outside of your home and most frequent destinations?



Do you have adequate bicycle lanes/facilities outside of your home and most frequent destinations?



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Public Survey Overview

How important are the following improvements? Classify each as extremely important to not important at all.

Answer Options	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important
Service to new areas	92	40	39	11	13
Frequent service	125	45	15	5	6
Faster service	85	48	40	11	13
Earlier morning service	70	39	38	26	25
Later evening service	88	46	29	16	15
Increased evening service and on Saturdays and Sundays	103	35	34	7	22
Clean/well maintained vehicles	81	46	45	11	13
Wi-fi available on-board	63	23	34	29	50
More information at bus stops	75	43	43	20	16
More information on the internet	70	49	49	12	15

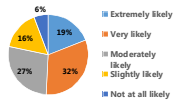
RS&H

Public Survey Overview

What is the most important factor that would encourage you to use public transportation, such as Athens Transit? Select the two most important factors to you.

Answer Options	Response Percent	Response Count
Frequent service	55.6%	84
On-time service	23.1%	44
Additional/different routes	51.7%	78
Quick service/short travel time	30.5%	46
Service offered late in the evenings (for example, after 9:00 PM)	20.5%	31
Service offered early in the mornings (for example, before 6:00 AM)	10.6%	16
Increased evening service and on Saturdays and Sundays	19.2%	29
Clean/well maintained vehicles	12.6%	19
Wi-fi available on-board	6.0%	9

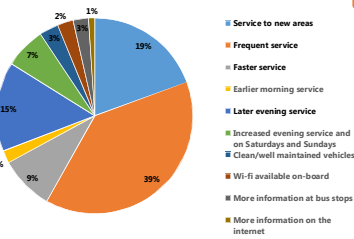
If those changes were made, how likely would you be to use public transportation, such as Athens Transit Agency?



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Public Survey Overview

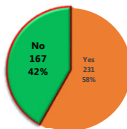
Which would most influence your decision to ride Athens Transit?



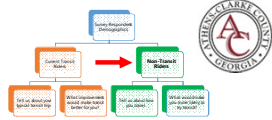
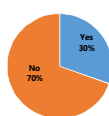
RS&H

Public Survey Overview

Do you currently ride on Athens Transit?



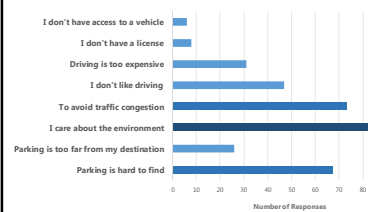
Do you regularly use an alternative form of transportation such as bus, Uber, Lyft, or Taxi in addition to your personal automobile?



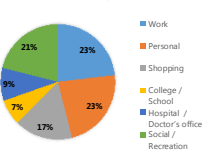
RS&H

Public Survey Overview

Why would you use public transportation, such as Athens Transit? Select all that apply.



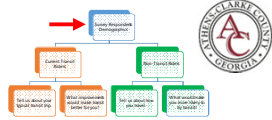
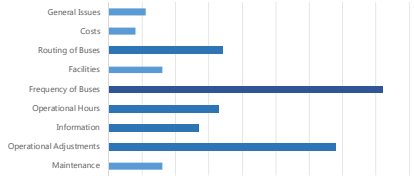
WHAT IS THE PURPOSE OF THE TRIPS YOU WOULD MAKE ON PUBLIC TRANSPORTATION? SELECT ALL THAT APPLY.



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Public Survey Overview

What changes to current service could be made to make Athens transit more appealing to you as a current/potential rider?



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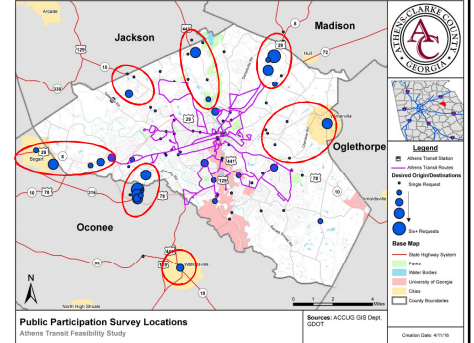
Survey Results: Desired Service Locations

Source Data

» Survey respondents identified desired transit service locations.

Observations

- US 29 approaching Madison County
- Epps Bridge in Oconee County
- Atlanta Hwy corridor into Bogart
- Winterville
- Approaching Jackson County



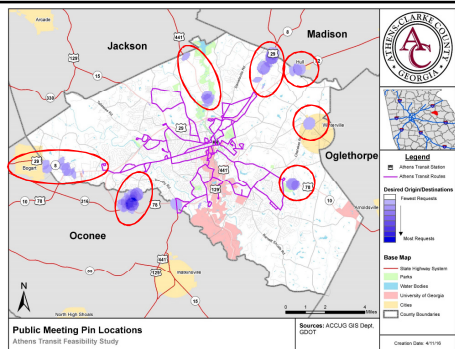
Survey Results: Public Meeting Pin Exercise

Source Data

» Meeting participants placed pins in a map to identify desired service locations.

Observations

- US 29 approaching Madison County
- Epps Bridge in Oconee County
- Atlanta Hwy corridor into Bogart
- Winterville
- Approaching Jackson County
- Hull



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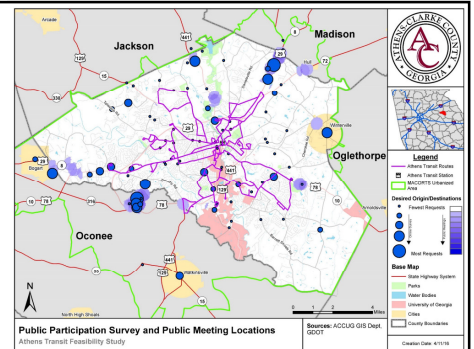
Survey Results: Aggregated Survey and Pin Responses

Source Data

» Aggregated data from Survey and Pin Exercise Responses further demonstrates desired service targets.

Observations

- Locations and corridors of interest are generally consistent.
- Hull and Watkinsville are exceptions



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LATENT DEMAND ANALYSIS

- TRANSIT PROPENSITY ANALYSIS
- TRANSIT SUPPORTIVE AREAS



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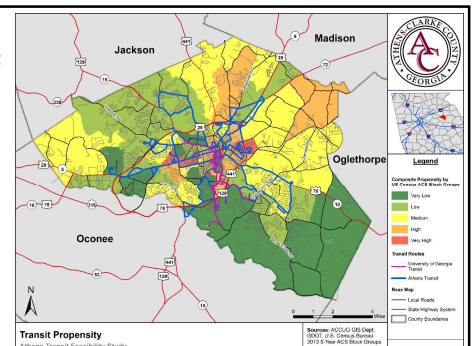
Socioeconomic Conditions: Transit Propensity

Source Data

» Areas with concentrations of populations likely to ride transit

Observations

- Areas with highest propensity currently served
- Components: Low income, minority, households without cars, persons with work disabilities, persons with mobility limitations, older workers, females, recent immigrants



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Socioeconomic Conditions: Transit Supportive Areas

Source Data

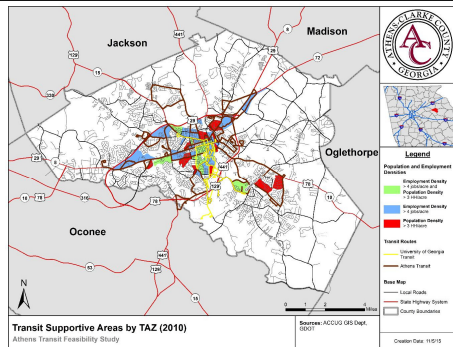
- » Areas with high enough concentrations of employment and/or population to support at least hourly bus service

Observations

- » Transit supportive areas are currently served by transit

Transit Capacity and Quality of Service Manual, Third Edition, Transit Cooperative Research Program, Report 165, Transportation Research Board, 2013

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Future Socioeconomic Conditions: Transit Supportive Areas

Source Data

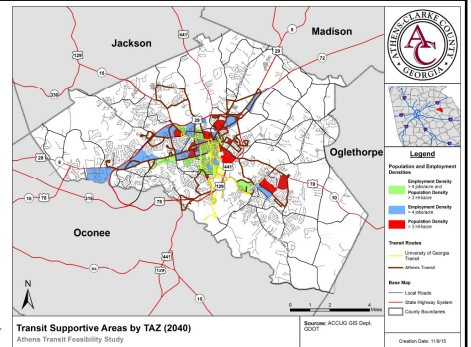
- » Areas with high enough concentrations of employment and/or population to support at least hourly bus service

Observations

- » Transit supportive areas are currently served by transit

Transit Capacity and Quality of Service Manual, Third Edition, Transit Cooperative Research Program, Report 165, Transportation Research Board, 2013

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Transit Propensity Analysis

Source Data

- » Transit Propensity analysis compared to the ridership survey conducted in Fall semester

Observations

- » Areas designated High Propensity and High Ridership
- » Areas designated High Propensity and Low Ridership

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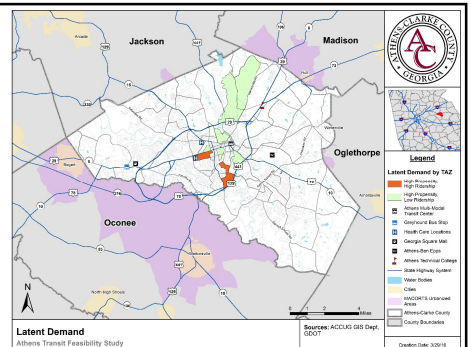


Latent Demand Analysis Results

- Majority of the County had medium to very low propensity



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DRAFT RECOMMENDATIONS & SERVICE OPTIONS

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DRAFT RECOMMENDATIONS

- » System branding and marketing
- » Outreach and advertising
- » Integrated technology systems
- » Bicycle and pedestrian facilities
- » Continued coordination with peer transit agencies
- » Identification of new capital and operating revenues
- » Intergovernmental coordination
- » Refine service options and integrate into 2017 TDP update
 - Focused outreach
 - Define routes and schedules
 - Incorporate in implementation plan

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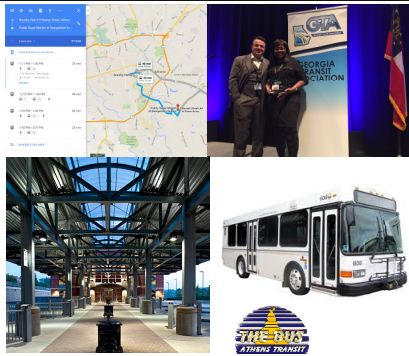
DRAFT RECOMMENDATIONS

Branding and Marketing:

- » Hire full-time staff to manage marketing and outreach activities
- » Update 2008 Marketing Plan
- » Update Branding
 - Logo
 - Style Guide
 - Name? (ACCUG)

"For the evolving transit rider, design and technology is not a differentiator—it's a cost of entry."

—APTA 2015



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DRAFT RECOMMENDATIONS

Information and Technology:

- » Free Wi-Fi onboard and at multi-modal center
 - Amenity for current riders
 - More attractive for choice riders
 - Platform for information sharing
- » Leverage Wi-Fi technology for Intelligent Transportation Systems (ITS) integration
 - Passenger information signs
 - Farebox automation
 - Automated passenger counters
 - Bus tracking (Apps and Websites)
 - Next stop announcements

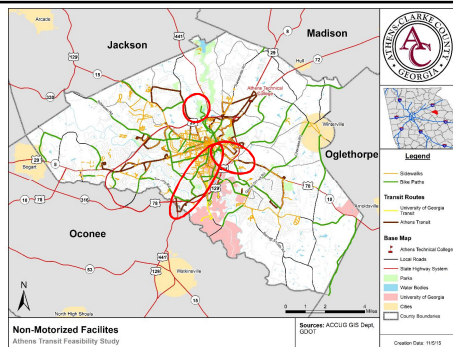


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DRAFT RECOMMENDATIONS

Bicycle and Pedestrian:

- » Infrastructure
 - Jefferson River Road – No sidewalks or streetlights for connection to route 8 on Newton Bridge Road
 - Route 9 – Lack of sidewalks and road crossings
 - Lexington Road – Lack of bicycle infrastructure serving the Lexington Road Park and Ride
 - Milledge – Lack of bicycle facilities on Milledge
- » Programs
 - Non-motorized analysis for all route modifications
 - Conduct a system-wide bicycle and pedestrian facility study prior to implementation of service options.
 - Re-establish focused coordination and outreach efforts for bike-to-bus campaign.



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DRAFT RECOMMENDATIONS

Funding Options:

- » SRTA's Georgia Transportation Infrastructure Bank (GTIB) Grant
 - » TIFIA Bonds
 - » HB-170/TSPL0ST
 - » Bus and Bus Facilities Grant – 5339
 - » TIGER Discretionary Grant
 - » Special Tax Districts (TAD, TIF, etc.)
 - » Developer Impact Fees
 - » ACCUG General Funds
 - » Public Private Partnerships (P3s)
 - » Transportation Alternatives (TAP) Funding
 - » Other
- During the TDP update process, identify which funding options are most viable for each of the selected service options.



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DRAFT SERVICE OPTIONS

- » Draft options identify:
 - Short-Term: 1-5 years
 - Mid-Term: 6-15 years
 - Long-Term: 16 – 25 years
 - Elimination of underperforming routes/ route segments
 - Expansion of service into new areas and along corridors
 - Service frequency
 - Elimination of loops where feasible
 - Planning level cost estimates
 - Capital: Buses, stop amenities, ride guides, marketing materials, increased maintenance, etc.
 - Operating: Drivers salary and benefits, expanded infrastructure maintenance, updates to website, stop notification system, mobile app, google bus, etc.
- Service changes impact existing and potential riders

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EXISTING CONDITIONS ANALYSIS

- » Employment
- » School Locations
- » Non-Motorized Facilities
- » Crash Locations
- » Roadway Performance (AADT/VC)
- » Parking
- » Existing/Future Landuse
- » Protected Resources
- » Planned/Programmed Projects
- » Survey Data
- » Population Demographics
 - Gender
 - Poverty
 - Zero Vehicle Households
 - Minority
 - Age 65+
 - Population Density
- » Existing Transit Service
 - Athens Transit
 - UGA
 - Private Providers

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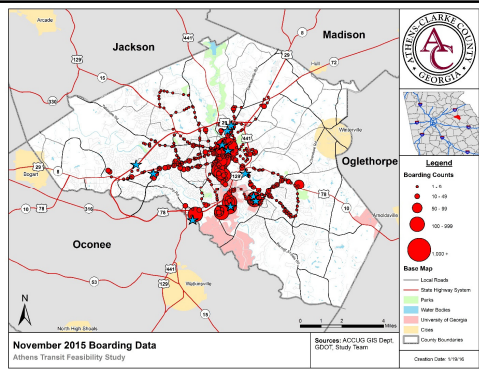
Apartment Shuttle Services:

Source Data

- » Boarding Counts
- » 100% Athens Transit system sample

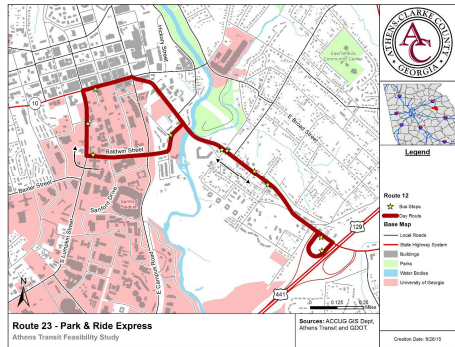
Observations

- » Most significant activity on University of GA Campus and multifamily housing complexes.



Short-Term: Route 23

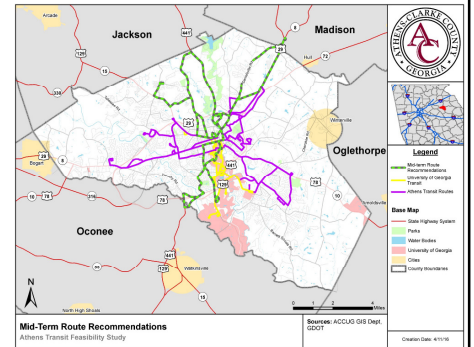
- Source Data**
- » Existing Conditions Analysis
 - » Ridership surveys
 - » Public input
- Observations**
- » Low performing route
 - » Park & Ride served by Routes 22, 25, 26 and 27
 - » Elimination of route



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Mid-Term Service Recommendations:

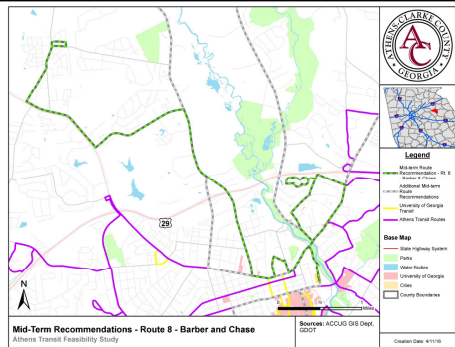
- Source Data**
- » Existing Conditions Analysis
 - » Ridership surveys
 - » Public input
- Observations**
- » Route modifications
 - » New service options



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Mid-Term: Route 8 Barber and Chase

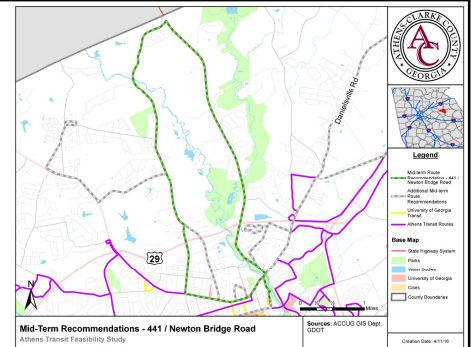
- Source Data**
- » Existing Conditions Analysis
 - » Ridership surveys
 - » Public input
- Observations**
- » Elimination of loop
 - » Bi-directional service



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Mid-Term: MLK Parkway/ Commerce Road/ Newton Bridge Road

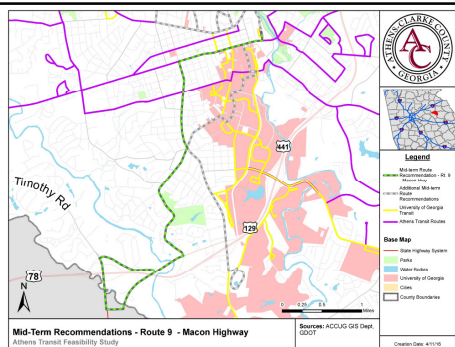
- Source Data**
- » Existing Conditions Analysis
 - » Ridership surveys
 - » Public input
- Observations**
- » New service
 - » Access high propensity area



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Mid-Term: Route 9

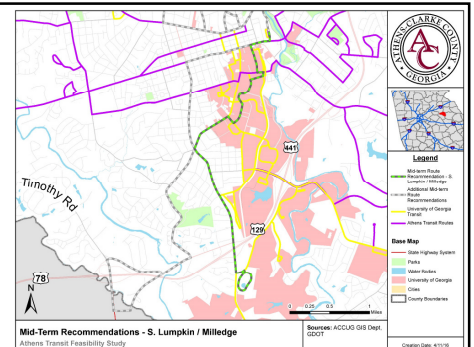
- Source Data**
- » Existing Conditions Analysis
 - » Ridership surveys
 - » Public input
- Observations**
- » Elimination of loop
 - » Bi-directional service



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Mid-Term: South Lumpkin Street/Milledge Avenue

- Source Data**
- » Existing Conditions Analysis
 - » Ridership surveys
 - » Public input
- Observations**
- » Lakeside Apartments
 - » Five Points
 - » UGA Arch
 - » MMTC



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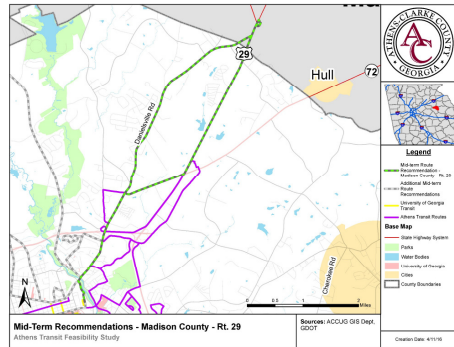
Mid-Term: US29/Danielsville Road

Source Data

- » Existing Conditions Analysis
- » Ridership surveys
- » Public input

Observations

- » New service
- » Access high propensity area
- » Oconee County connection



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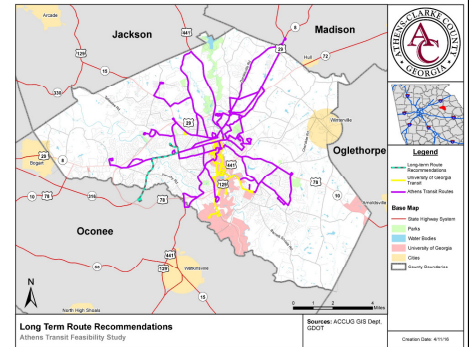
Long-Term Service Recommendations:

Source Data

- » Existing Conditions Analysis
- » Ridership surveys
- » Public input

Observations

- » New service options
- » Cross-town route



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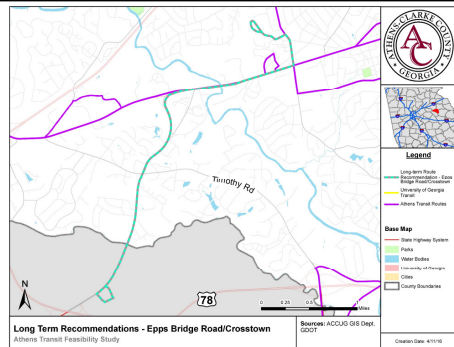
Long-Term: Epps Bridge Parkway/ Crosstown

Source Data

- » Existing Conditions Analysis
- » Ridership surveys
- » Public input

Observations

- » New service
- » Multiple transfer locations
- » Add New Columbia Brookside
- » Oconee County connection



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Cost Estimates

Source Data

- » ATS NTD data

Observations

- » Uses current revenue hour costs
- » Includes installation of bus shelters

Service Option	Annual Operating Costs ¹	Capital Costs ²	Additional Vehicle
Short Term			
Route 5 Reroute	---	---	No
Route 6 Reroute	---	---	No
Route 7 Reroute	\$192,579	---	No
Route 23 Elimination	\$170,570	---	No
Sub-Total	\$122,009	---	---
Mid-Term			
Route 8 Reroute	\$100,847	---	No
Route 9 Reroute	\$41,125	---	No
South Lumpkin/Milledge Avenue New Service	\$476,792	\$60,000	Yes
MLK Parkway/Commerce Road/Newton Bridge Road New Service	\$467,114	\$150,000	Yes
Route 5 Frequency	\$490,451.44	---	Yes
Route 7 Frequency	\$452,881	---	Yes
Route 9 Frequency	\$476,792	---	Yes
Route 25 Frequency	\$497,152	---	Yes
Route 26 Frequency	\$663,844	---	Yes
US29/Danielsville Road New Service	\$467,114	\$180,000	Yes
Sub-Total	\$4,134,112	\$390,000	---

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Cost Estimates

Source Data

- » ATS NTD data

Observations

- » Uses current revenue hour costs
- » Includes installation of bus shelters

Service Option	Annual Operating Costs ¹	Capital Costs ²	Additional Vehicle
Long-Term			
Epps Bridge Parkway/Crosstown New Service	\$476,792	\$120,000	Yes
Route 1/3 Frequency	\$501,052	---	Yes
Route 2/24 Frequency	\$597,473	---	Yes
Route 8 Frequency	\$467,114	---	Yes
Route 12 Frequency	\$1,215,037	---	Yes
Route 14 Frequency	\$961,080	---	Yes
Route 20 Frequency	\$502,952	---	Yes
Route 21 Frequency	\$756,902	---	Yes
Route 22 Frequency	\$756,913	---	Yes
Route 27 Frequency	\$679,286	---	Yes
Route 28 Frequency	\$317,316	---	Yes
Sub-Total	\$7,231,917	\$120,000	---

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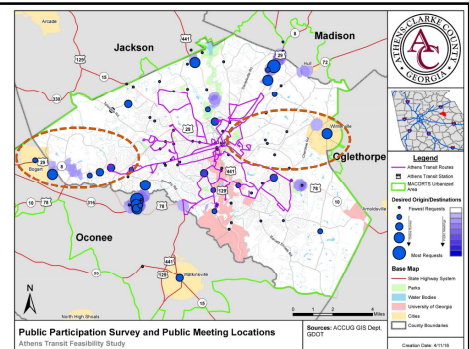
Service Options: Non-Fixed Route Service Areas

Source Data

- » Survey and Public Meeting Results
- » Latent Demand/Propensity
- » Existing Conditions Analysis

Observations

- » Insufficient densities to warrant traditional fixed route service.
- » Requires additional analysis and outreach to identify service strategies.
- DRS, Carpools, Shuttles, Etc.



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Non-Fixed Route Service Areas

Service options from vanpool to non-ADA demand response

- Vanpool - \$54,000/year operating plus vehicle
 - May require multiple vanpools to serve areas
- Non-ADA demand response – \$445,018/vehicle
 - Based on current DR fully-allocated costs



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CONCLUSIONS

- ✓ Evaluate Long Term System Operational Improvements:
 - ✓ Expansion of Services, or
 - ✓ Elimination and/or Consolidation of Redundant Infrastructure/services
- ✓ Determine Ways to Improve Multimodal Programs
- ✓ Identify Near-term Funding Opportunities
- ✓ Identify Multimodal Projects to Increase Transit Accessibility
- ✓ Identify Transit Service Needs
- ✓ Identify Long-term Operational and Capital Funding Options

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CONCLUSIONS



Elimination and/or Consolidation of Redundant Infrastructure/Services.

• University and Athens Transit Consolidation Analysis

- Operate services that complement one another, but with different service objectives and relatively no service redundancy.
- Federal grant funding utilized by Athens Transit would not support the current University service model:
 - Increased reporting requiring additional administrative staff and oversight.
 - Loss of flexibility for service and system modifications, and special route implementation due to Federal regulations.
- University's student driver program would become subject Federal requirements and would likely result in wage rate increases.
- Consolidation of these services would not be fiscally prudent and would result in significant service limitations for both systems.

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CONCLUSIONS



• University and Athens Transit Consolidation Analysis

- Recommendations:
 - Maintain two separate transit systems
 - Continue to coordinate on the following items:
 - Route modifications and new service
 - Opportunities for shared support infrastructure (e.g. alternative fueling stations, etc.)
 - Operational policies and procedures (e.g. bus stop stacking, etc.)
 - Long range alternative service modes beyond the horizon of this plan (e.g. rail)
 - Marketing and outreach for new students, faculty, and staff
- Consider establishing an annual transit forum to facilitate ongoing and focused coordination with all transit providers in the community.

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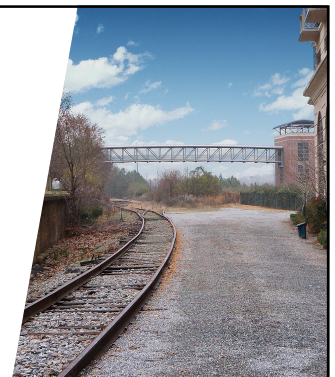
NEXT STEPS

- Incorporate feedback into recommendations and service options
- Present to ACCUG on June 14, 2016
- Present to MACORTS Committees
- Finalize and submit report document

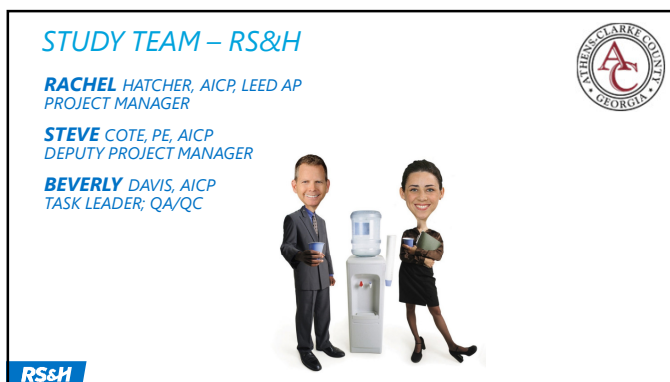
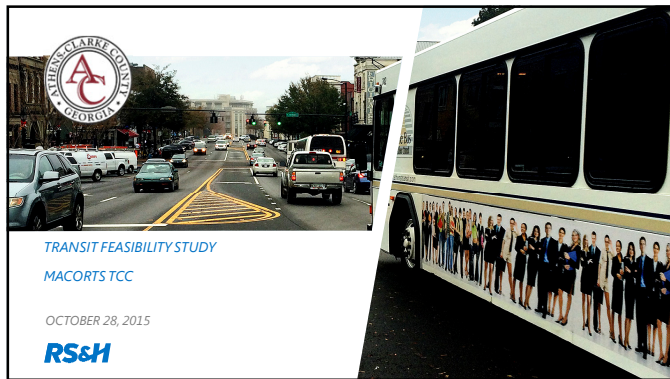


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QUESTIONS?



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GOALS AND OBJECTIVES

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Goals and Objectives

- » Ensure Demand is Served
- » Provide Multi-modal Options
- » Implement System Efficiencies
- » Be Fiscally Prudent
- » Leverage Local Funding
- » Establish Long Term Funding Source(s)



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Study Process Goals & Objectives Methodology Stakeholder Coord. Role Community Outreach

METHODOLOGY

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Study Tasks

- » Task 1: Stakeholder Coordination/Involvement
- » Task 2: Existing Conditions Assessment
- » Task 3: Determination of Latent Demand
- » Task 4: Identification of Transit Service Options
- » Task 5: Plan Recommendations
- » Task 6: Coordination

Task 1: Stakeholder Coordination & Involvement

Task 2: Existing Conditions Assessment

Task 3: Determination of Latent Demand

Task 4: Identification of Transit Service Options

Task 5: Plan Recommendations

Task 6: Coordination: Updates and Presentations



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Study Process Goals & Objectives Methodology Stakeholder Coord. Role Community Outreach

Methodology

- » Existing Conditions and Data Collection
 - Existing Operational Data
 - On-Board Survey
- » Review Transit Development Plan
- » Latent / Unserved Demand
 - Areas Under or Overserved?
 - System Efficiencies to Achieve?
- » Identify Transit Service Options, and
- » Develop Recommendations



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Study Process Goals & Objectives Methodology Stakeholder Coord. Role Community Outreach

Existing Conditions Analysis

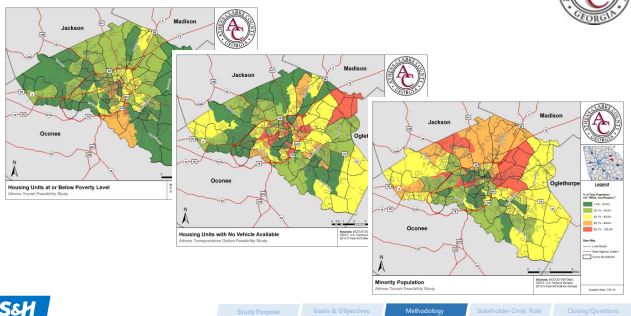
- » Employment
- » School Locations
- » Non-Motorized Facilities
- » Crash Locations
- » Roadway Performance (AADT/VC)
- » Parking
- » Existing/Future Landuse
- » Protected Resources
- » Planned/Programmed Projects
- » Population Demographics
 - Gender
 - Poverty
 - Zero Vehicle Households
 - Minority
 - Age 65+
 - Population Density
- » Existing Transit Service
 - Athens Transit
 - UGA
 - Private Providers



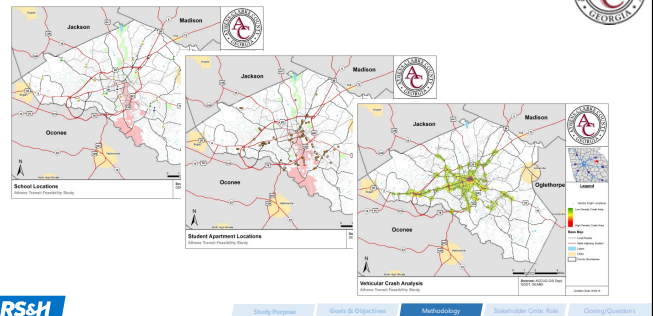
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Study Process Goals & Objectives Methodology Stakeholder Coord. Role Community Outreach

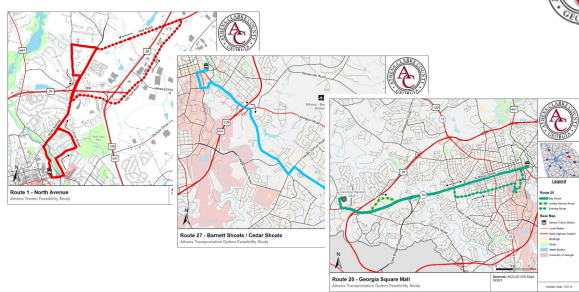
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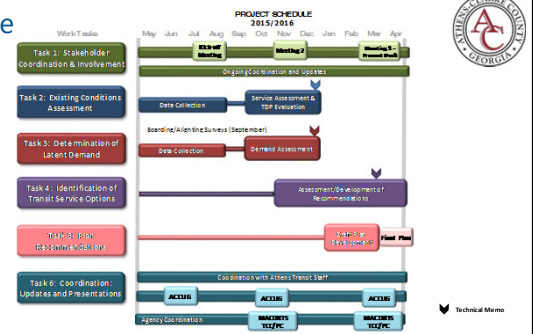
Existing Conditions



Existing Conditions



Schedule



STAKEHOLDER COMMITTEE ROLE



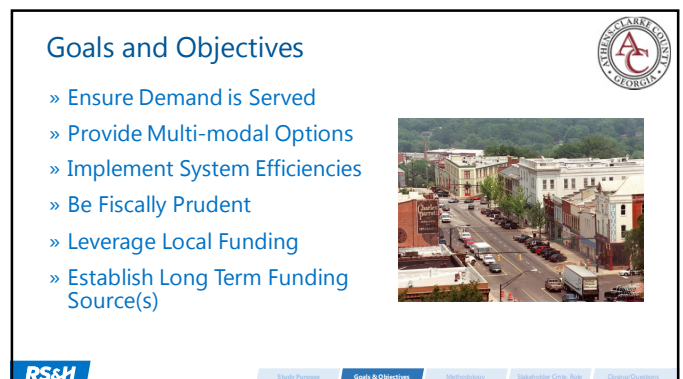
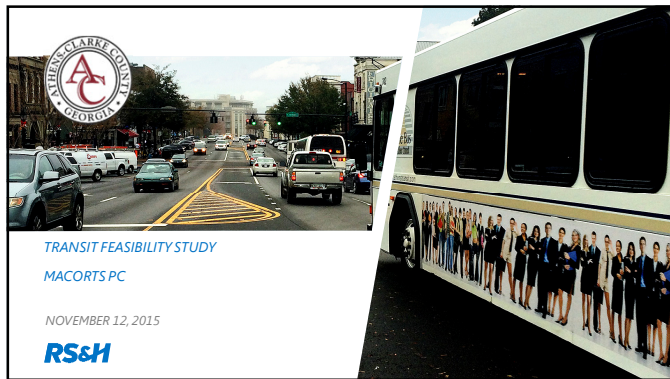
MACORTS Role

- » Provide Input and Guidance
- » Provide Additional Local Data/Information
- » Confirm Existing and Future Needs
- » Ensure Feasible Recommendations
- » Help Identify Funding Options
- » Support Implementation of Recommendations



Be a Champion for Alternative Transportation Options





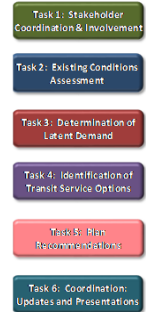
METHODOLOGY

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Study Tasks

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- » Task 2: Existing Conditions Assessment
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- » Task 4: Identification of Transit Service Options
- » Task 5: Plan Recommendations
- » Task 6: Coordination



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Study Process Study & Objectives Methodology Stakeholder Coord. & Inv. County/Community

Existing Conditions Analysis

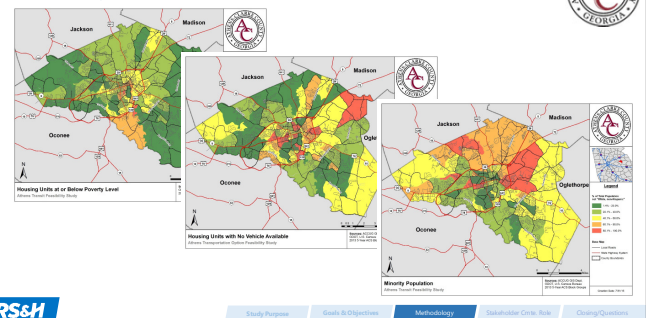
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Study Process Study & Objectives Methodology Stakeholder Coord. & Inv. County/Community

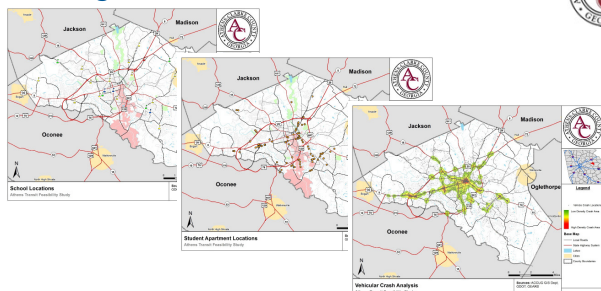
Existing Conditions



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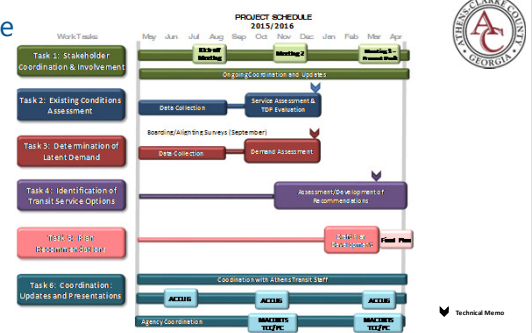
Existing Conditions



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Study Process Study & Objectives Methodology Stakeholder Coord. & Inv. County/Community

Schedule



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Study Process Study & Objectives Methodology Stakeholder Coord. & Inv. County/Community

MACORTS Role

- » Provide Input and Guidance
- » Provide Additional Local Data/Information
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- » Ensure Feasible Recommendations
- » Help Identify Funding Options
- » Support Implementation of Recommendations



***Be a Champion for Alternative
Transportation Options***

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Study Purpose

Goals & Objectives

Methodology

Stakeholder Roles

Closing/Comments

QUESTIONS?



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Appendix B

Athens Transit Individual Bus Route Maps



