

The Region's Plan

PHASE II SURVEY REPORT



May 2015

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ATLANTA REGIONAL COMMISSION

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1.0 Introduction

The Atlanta Regional Commission (ARC) is developing The Region’s Plan, a comprehensive document that details goals, objectives, policies, investment strategies, and performance metrics that will guide public policies related to issues of transportation, land use, water quality, workforce development, aging and health resources, arts and culture, and more.

As part of the plan development, ARC is conducting three surveys intended to help guide planning efforts. The first survey took place in 2014, and more than 8,000 people participated. A summary report titled, “ARC’s Regional Plan Online – Phase 1” is available from ARC. In that survey ARC asked respondents to identify and prioritize metro Atlanta’s biggest challenges. According to the initial survey, the most critical issue facing metro Atlantans is a need for more transportation options. This was followed closely by the need for more walkable/livable neighborhoods, a workforce trained for today’s jobs, and a more secure water supply.

The second survey in the three-part series focused on transportation options and asked about technology that might change the way we live, work, and travel. It also asked about how best to connect the region’s existing and emerging job centers and questioned participants about how future changes may affect how they travel. The results of this survey are summarized in this report.

The Phase 2 survey was open to respondents from January 9, 2015 through March 31, 2015. Almost 6,300 people responded region-wide, representing 26 counties. Demographic data for survey respondents is shown in Table 1; not all respondents provided demographic information. Compared to the region as a whole, the survey’s respondents are more white. The proportion of Asian, black, and Latino respondents is approximately half their actual proportions within the community. Residents under 45 years old are somewhat underrepresented in the survey while residents 45 years and older are somewhat overrepresented in the survey.

The opportunity to participate in this survey was promoted widely through e-newsletters, emails, partnerships, social media, presentations, television, radio, newspaper, blogs, and outreach events. Sample marketing materials are provided in Appendix A. Input from the survey will be incorporated into the policy and strategies that guide The Region’s Plan.

Table 1: Phase 2 Survey Responses by Demographic Groups

		Number of Responses	Percent of Sample
Age	0-18	22	0%
	19-24	157	3%
	25-34	1,033	18%
	35-44	1,022	18%
	45-54	1,379	25%
	55-64	1,256	22%
	65-74	632	11%
	75+	127	2%
Race / Ethnicity	Asian	123	2%
	Black	925	17%
	Hispanic	101	2%
	White	4,067	75%
	Two or More	145	3%
	Other	66	1%
Gender	Female	2,799	50%
	Male	2,812	50%

2.0 Summary of Survey Results

Results have been summarized based on the survey's three main topic areas: (1) job growth and transit; (2) technology trends; and (3) autonomous vehicles. Job growth and transit questions sought input on the distribution of economic opportunities; the importance of transit connections to job opportunities and centers; how access to transit affects employment, housing, and school decisions; and what characteristics region residents seek when making housing location decisions. The results indicate that the Region's residents generally believe that economic opportunities should be distributed equitably and that transit access is important to economic development and housing decisions.

Technology trend questions sought input regarding resident openness toward new technology and the use of technology to address transportation issues. Results indicate that a large majority of the region's residents are regular users of technology, open to using technology to support working from home, and believe that multiple technological solutions should be pursued to help the region have a world-class transit system.

Autonomous vehicle questions tested resident familiarity with autonomous vehicle technology and sought to determine whether residents see autonomous vehicles as being able to address some of the region's transportation challenges. Respondents had a strong familiarity with autonomous vehicles, are generally open to using the technology, and believe that it could provide a viable transportation option to people who cannot drive themselves. When asked if autonomous vehicles might affect their home location choices, a majority of respondents said they would not. For those who would consider moving, a majority said they would move closer to work rather than farther.

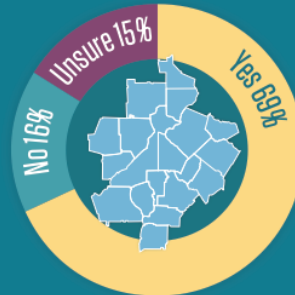
The survey results are summarized in three infographics on the following pages. In some cases respondents were able to select more than one response when answering a question. In those cases percentages will add up to more than 100. Survey responses based on the various demographic characteristics of respondents are provided in Section 3.

Respondents had an opportunity to provide written comments during the survey and over 5,000 comments were received. Due to the large number of responses they have not been included in this report but are available upon request from ARC staff.

REGIONAL JOB GROWTH & TRANSIT EXPANSION



Should the region strive for a more equitable distribution of economic opportunities?



Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?

YES
86%

NO
8%

UNSURE
6%

How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?



44% Very Important
25% Important
19% Not that Important
12% Unimportant

Have you ever made a choice regarding employment, education or housing based on access to transit?

55% YES

45% NO

How important is it to you to have a public transit option available where you live in the Atlanta region right now?



44% Very Important

25% Important

19% Not that Important

12% Unimportant

Which of the following characteristics are most important to you in determining where you live:



Affordable Housing 76%



Walkable 48%



Services 60%



Quality School System 46%



Close to Work 56%



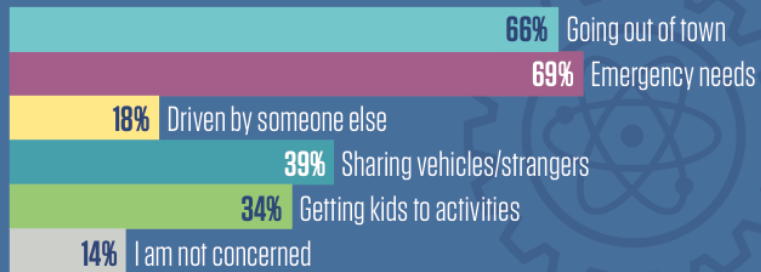
Proximity to Family 21%



Results represent approximately 7,000 online survey responses region-wide. Atlanta Regional Commission May 2015

TECHNOLOGY TRENDS

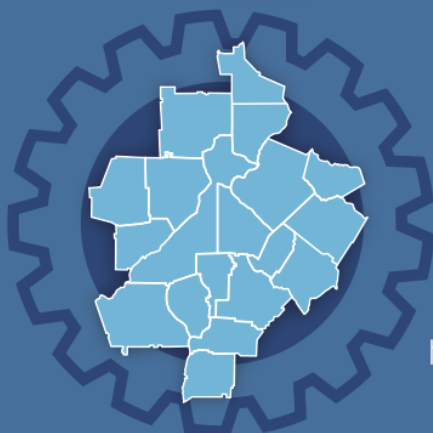
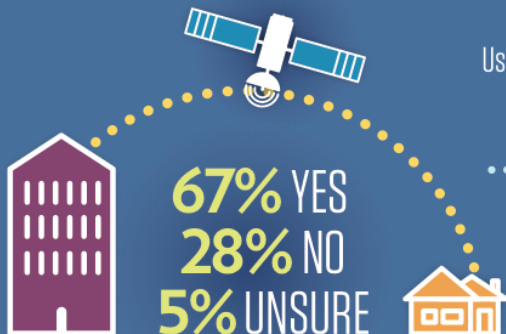
Taxis, public transit, rentals and mobile services provide non-car owners with other options. If these services were widely available and affordable, which would you still consider to be barriers to getting carless in the Atlanta region?



Do you own a smartphone or plan on purchasing one in the near future?

YES 92%
NO 7%
UNSURE 1%

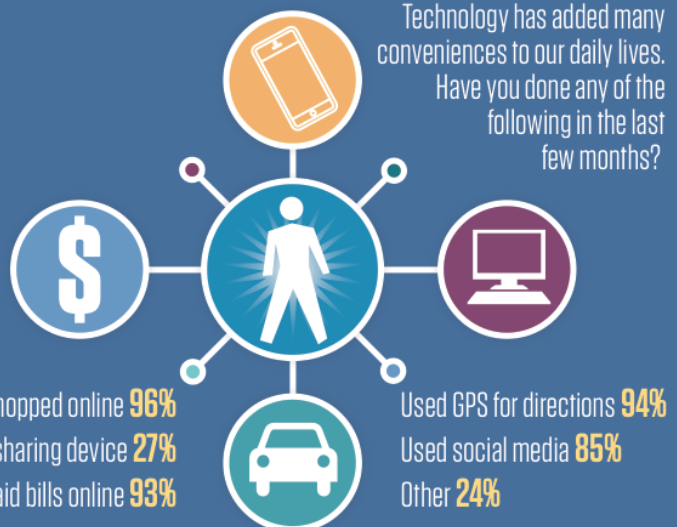
Is teleworking a possibility for the type of work you do?



What use of technology would best help our region have a world-class transit system?



Technology has added many conveniences to our daily lives. Have you done any of the following in the last few months?



If it is possible for you, how many days a week, on average, would you like to telework?

WEEK ONE						
Sun	Mon	Tues	Wed	Thrs	Fri	Sat
	0 Days	1 Day	2 Days	3 Days	4 Days	5+ Days
	10%	13%	26%	20%	8%	23%

Results represent approximately 7,000 online survey responses region-wide. Atlanta Regional Commission May 2015

AUTONOMOUS VEHICLES



Have you heard of autonomous vehicles?

90% YES
9% NO
1% UNSURE



Are autonomous vehicles realistic in a couple decades?

YES 57%

NO 20%

UNSURE 23%

If autonomous vehicles led to less traffic, how likely would you be to move?

10% Very
22% Somewhat
50% Not at all
18% Unsure



If you would move, would it be closer or farther from work?

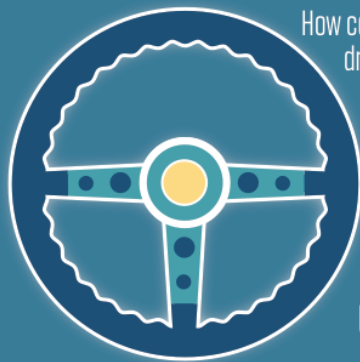


CLOSER TO 23%

UNSURE 14%
SAME DISTANCE 12%
NOT LIKELY TO MOVE 37%



FARTHER FROM 14%



How comfortable would you be to transfer driving control to an autonomous vehicle?

DEFINITELY 22%
SOME 40%
NOT AT ALL 23%
UNSURE 15%



Are driverless cars a viable option for people who cannot drive themselves?

UNSURE 13%
NO 12%

YES 75%

Should the State of Georgia support the implementation of autonomous vehicles?

YES 65% **NO 15%** **UNSURE 20%**



Results represent approximately 7,000 online survey responses region-wide. Atlanta Regional Commission May 2015

3.0 Regional Job Growth and Transit Expansion Responses by Demographic Group

This section of the report, along with Sections 6 and 7, summarizes survey results by the following demographic characteristics of survey respondents:

- Age
- Gender
- Race and ethnicity
- County of residence

Demographic data was collected by asking survey respondents to select their race/ethnicity, age, and gender from a list of options. Respondents were also asked to provide their home ZIP code, which was subsequently used to determine their county of residence.

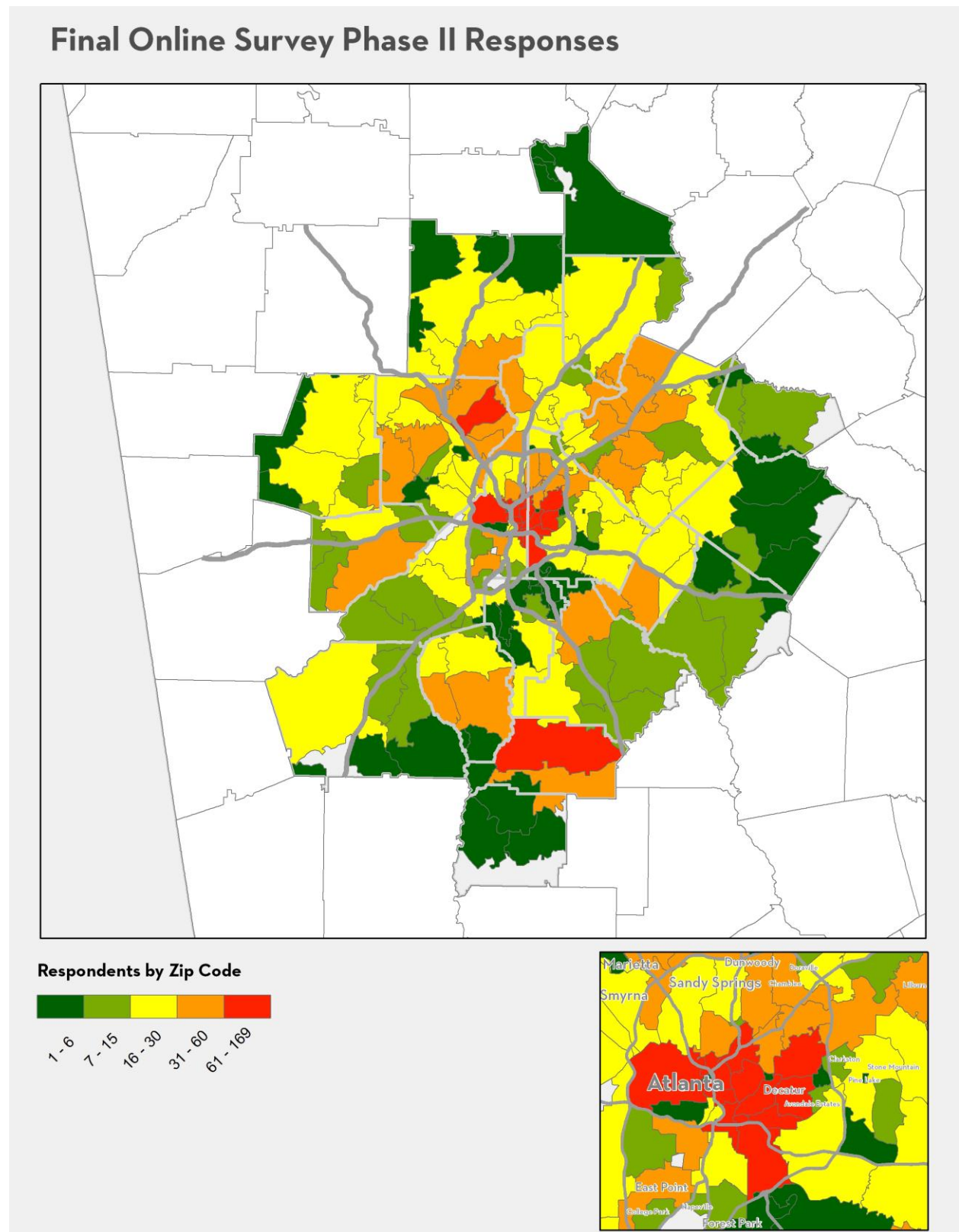
While a large number of survey responses were received not all demographic groups have a sufficient number of responses to be able to draw strong conclusions. Data for age groups “0-18” and “75 plus” along with data for racial and ethnic groups representing Asians, Latinos, individuals of “two or more races,” and individuals who selected “other” to describe their race/ethnicity should be considered in the context of the relatively low number of respondents from those groups (See Table 1). The low number of responses for these groups may mean that the associated data is not fully representative of the group’s actual members.

A similar issue exists with data presented by county. As can be seen in Table 2, response rates for some counties are very low. Therefore, some location bias may exist in the survey results. A map of the home locations of survey respondents is shown in Figure 4.

Table 2: Responses by County of Residence

County of Residence	Number of Responses	Percent of Sample
Barrow	25	0.4%
Bartown	14	0.2%
Carroll	23	0.4%
Cherokee	200	3.3%
Clayton	82	1.4%
Cobb	752	12.6%
Coweta	88	1.5%
Dawson	5	0.1%
DeKalb	1,333	22.3%
Douglas	117	2.0%
Fayette	282	4.7%
Forsyth	89	1.5%
Fulton	1,603	26.8%
Gwinnett	762	12.7%
Hall	46	0.8%
Haralson	5	0.1%
Heard	3	0.1%
Henry	152	2.5%
Lamar	1	0.0%
Meriweather	3	0.1%
Newton	28	0.5%
Paulding	80	1.3%
Pike	5	0.1%
Rockdale	113	1.9%
Spalding	115	1.9%
Walton	53	0.9%

Figure 1: Home Locations of Survey Respondents



3.1 Regional Job Growth and Transit Expansion Responses by Gender

Table 3 shows responses to questions about transit expansion and regional growth by gender. Key variations exist between the two groups, and the most significant is in regards to economic opportunities. Female respondents were more likely than male respondents to say the region should strive for a more equitable distribution of economic opportunities (77% versus 62%). Other responses showed less variation. Females were six percentage points more likely than males to say that connections with a regional transit network are essential for existing/future job centers to grow and be successful and that it is important for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit.

Table 3: Job Growth and Transit Responses by Gender

		Male	Female
Should the region strive for a more equitable distribution of economic opportunities?	Yes	62%	77%
	No	22%	8%
	Unsure	16%	14%
Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?	Yes	84%	90%
	No	10%	5%
	Unsure	6%	5%
How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?	Very important	61%	67%
	Important	26%	25%
	Not that important	9%	6%
	Unimportant	5%	2%
Have you ever made a choice regarding employment, education or housing based on access to transit?	Yes	53%	57%
	No	46%	42%
	Unsure	1%	1%
How important is it to you to have a public transit option available where you live in the Atlanta region right now?	Very important	43%	46%
	Important	24%	27%
	Not that important	19%	18%
	Unimportant	13%	9%
Which of the following characteristics are most important to you in determining where you live:	Close to work	51%	53%
	Affordable Housing	75%	79%
	Services	62%	60%
	Walkable	48%	49%
	Proximity to family	20%	22%
	Quality school system	47%	44%

3.2 Regional Job Growth and Transit Responses by Age

Variations in the responses indicate that levels of support for transit are inversely associated with age. Younger people were more likely to say that transit networks are important for economic success. They are also much more likely to have made employment, education, or housing choices based on access to transit and, in large proportions, desire to have public transit options available where they live.

Table 4: Job Growth and Transit Responses by Age

		0-18	19-24	25-34	35-44	45-54	55-64	65-74	75+
Should the region strive for a more equitable distribution of economic opportunities?	Yes	71%	68%	70%	68%	68%	72%	72%	72%
	No	14%	19%	15%	16%	16%	13%	13%	13%
	Unsure	14%	13%	15%	16%	16%	15%	15%	15%
Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?	Yes	82%	94%	92%	89%	86%	85%	81%	80%
	No	9%	5%	4%	6%	9%	8%	11%	12%
	Unsure	9%	1%	4%	5%	5%	6%	8%	8%
How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?	Very important	41%	81%	75%	65%	60%	61%	60%	55%
	Important	59%	14%	19%	27%	27%	27%	25%	28%
	Not that important	0%	4%	4%	6%	9%	8%	10%	10%
	Unimportant	0%	1%	2%	2%	4%	4%	5%	7%
Have you ever made a choice regarding employment, education or housing based on access to transit?	Yes	43%	81%	73%	62%	50%	47%	40%	36%
	No	43%	17%	26%	38%	49%	52%	59%	61%
	Unsure	14%	2%	1%	0%	1%	1%	1%	2%
How important is it to you to have a public transit option available where you live in the Atlanta region right now?	Very important	27%	66%	56%	48%	40%	40%	35%	36%
	Important	36%	25%	25%	26%	26%	26%	26%	19%
	Not that important	23%	6%	13%	17%	20%	21%	24%	26%
	Unimportant	14%	3%	6%	9%	13%	13%	16%	19%
Which of the following characteristics are most important to you in determining where you live:	Close to work	62%	74%	66%	56%	50%	49%	30%	32%
	Affordable Housing	81%	84%	79%	74%	76%	78%	77%	79%
	Services	86%	62%	63%	59%	57%	62%	65%	62%
	Walkable	43%	69%	61%	47%	44%	42%	47%	44%
	Proximity to family	29%	14%	15%	19%	21%	25%	25%	28%
	Quality school system	76%	17%	35%	59%	51%	42%	43%	48%

3.3 Regional Job Growth and Transit Responses by Race and Ethnicity

There is consistency across all racial and ethnic groups with regard to regional job growth and transit questions; however, minority groups were more likely than whites to say that the region should strive for a more equitable distribution of economic opportunities. Disparity was greatest between blacks and whites (90% of blacks agree versus 65% of whites). Minority groups also showed stronger support than whites for transit and a stronger belief that the presence of transit is important to economic development. Minorities, particularly blacks, were also more likely than whites to say that access to transit has affected past choices regarding where to work, go to school or live and to say that it is important to have access to public transit where they live.

Table 5: Job Growth and Transit Responses by Race and Ethnicity

		Asian	Black	Latino	White	Other	Two or More
Should the region strive for a more equitable distribution of economic opportunities?	Yes	79%	90%	75%	65%	75%	82%
	No	7%	4%	9%	17%	22%	9%
	Unsure	14%	6%	16%	17%	3%	10%
Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?	Yes	93%	95%	95%	86%	69%	88%
	No	3%	2%	4%	8%	23%	5%
	Unsure	4%	3%	1%	6%	8%	7%
How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?	Very important	67%	79%	77%	61%	41%	68%
	Important	30%	18%	17%	27%	36%	23%
	Not that important	3%	2%	4%	8%	12%	3%
	Unimportant	0%	1%	2%	4%	11%	6%
Have you ever made a choice regarding employment, education or housing based on access to transit?	Yes	69%	61%	74%	53%	43%	64%
	No	29%	38%	26%	46%	56%	36%
	Unsure	2%	1%	0%	1%	2%	1%
How important is it to you to have a public transit option available where you live in the Atlanta region right now?	Very important	50%	59%	63%	41%	32%	49%
	Important	29%	25%	25%	26%	28%	24%
	Not that important	15%	12%	7%	20%	18%	18%
	Unimportant	6%	5%	5%	12%	22%	10%
Which of the following characteristics are most important to you in determining where you live:	Close to work	68%	51%	60%	52%	44%	47%
	Affordable Housing	78%	85%	85%	75%	75%	77%
	Services	55%	66%	60%	60%	55%	62%
	Walkable	47%	44%	62%	49%	44%	53%
	Proximity to family	16%	23%	16%	20%	30%	22%
	Quality school system	60%	48%	50%	44%	53%	51%

3.4 Regional Job Growth and Transit Responses by County of Residence

Table 6 summarizes survey responses based on respondents’ reported county of residence. Counties that had fewer than 45 respondents are excluded from the table. In a random sample any response rate lower than 45 would yield a confidence interval in excess of +/- 15 percentage points, meaning that associated data could be misleading. Counties with a sufficient number of responses to yield a reasonable confidence interval were Cherokee, Cobb, DeKalb, Fayette, Fulton, and Gwinnett. Majorities in all six counties say the region should strive for a more equitable distribution of economic opportunities, but stronger majorities are seen in DeKalb, Fayette, and Fulton counties. A majority of respondents in the six counties also agree that connections to a regional transit network are essential for existing and future job centers to grow and be successful, but the level of agreement differs substantially. In Fayette County 57 percent of respondents agree versus DeKalb and Fulton counties where 93 percent of respondents agree. A similar pattern appears when looking at how much people agree that the region should promote a variety of housing options that are connected to existing and future job centers via transit. DeKalb and Fulton counties were the only counties where a majority of respondents said they have made employment, education, or housing choices based on access to transit.

Table 6: Job Growth and Transit Responses by County of Residence

		Cherokee	Clayton	Cobb	Coweta	DeKalb	Douglas	Fayette	Forsyth	Fulton	Gwinnett	Hall	Henry	Paulding	Rockdale	Spalding	Walton
Should the region strive for a more equitable distribution of economic opportunities?	Yes	59%	91%	63%	73%	72%	78%	69%	46%	67%	64%	74%	90%	76%	84%	90%	76%
	No	24%	4%	21%	10%	12%	9%	18%	29%	16%	20%	20%	6%	14%	10%	3%	10%
	Unsure	17%	5%	15%	16%	16%	13%	13%	25%	18%	16%	7%	4%	10%	6%	7%	14%
Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?	Yes	82%	96%	81%	67%	93%	85%	57%	88%	93%	85%	87%	85%	72%	77%	85%	80%
	No	10%	1%	12%	21%	3%	9%	32%	5%	2%	9%	7%	9%	16%	13%	5%	16%
	Unsure	8%	3%	7%	13%	3%	5%	11%	7%	5%	6%	7%	6%	11%	10%	10%	4%
How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?	Very important	53%	70%	56%	36%	76%	53%	38%	41%	76%	53%	54%	61%	33%	50%	44%	39%
	Important	31%	23%	27%	36%	19%	27%	30%	40%	19%	33%	28%	27%	43%	32%	44%	39%
	Not that important	12%	1%	12%	16%	4%	14%	16%	15%	4%	9%	9%	7%	18%	14%	11%	20%
	Unimportant	5%	5%	5%	12%	1%	6%	15%	5%	1%	5%	9%	5%	8%	4%	1%	2%
Have you ever made a choice regarding employment, education or housing based on access to transit?	Yes	44%	51%	43%	39%	68%	42%	24%	31%	69%	49%	49%	37%	34%	40%	38%	48%
	No	54%	45%	56%	61%	31%	58%	75%	66%	30%	50%	51%	63%	65%	60%	62%	52%
	Unsure	2%	4%	1%	0%	1%	0%	1%	3%	1%	1%	0%	0%	1%	0%	0%	0%
How important is it to you to have a public transit option available where you live in the Atlanta region right now?	Very important	34%	41%	33%	30%	56%	30%	14%	27%	58%	39%	39%	41%	24%	29%	23%	28%
	Important	21%	33%	28%	19%	27%	20%	16%	25%	26%	26%	20%	21%	15%	21%	32%	25%
	Not that important	28%	19%	23%	27%	13%	30%	26%	29%	12%	22%	27%	23%	35%	32%	29%	19%
	Unimportant	17%	8%	17%	24%	4%	19%	44%	19%	4%	13%	14%	15%	25%	18%	15%	28%
Which of the following characteristics are most important to you in determining where you live:	Close to work	49%	54%	46%	50%	57%	42%	39%	51%	61%	48%	48%	52%	46%	51%	35%	35%
	Affordable Housing	79%	88%	83%	72%	78%	77%	68%	73%	72%	81%	85%	79%	79%	74%	79%	84%
	Services	52%	60%	59%	43%	66%	48%	51%	52%	71%	53%	43%	54%	40%	54%	68%	51%
	Walkable	27%	28%	34%	29%	66%	19%	28%	26%	67%	34%	26%	30%	24%	29%	33%	33%
	Proximity to family	34%	23%	25%	36%	13%	33%	36%	30%	12%	22%	30%	32%	43%	38%	35%	45%
	Quality school system	50%	46%	57%	51%	41%	57%	63%	57%	32%	62%	61%	45%	54%	57%	34%	53%

4.0 Technological Trends Responses by Demographic Group

Technological trends are further explored within this section to determine how age, gender, race and ethnicity, and county of residence impact survey respondents' level of familiarity with technology, openness to new technology, and preferences toward the use of technology to help the region secure a world-class transit system. The same data limitations discussed in Section 5.0 apply to the analysis of technology trends.

4.1 Technology Trends Responses by Gender

Very few differences exist between male and female respondents with regard to technology issues. The main difference between the two groups is that females show a slightly greater willingness to telework.

Table 7: Technology Trends Responses by Gender

		Male	Female
Taxis, public transit, rentals and mobile services provide non-car owners with other options. If these services were widely available and affordable, which would you still consider to be barriers to going carless in the Atlanta region?	Going out of town	67%	65%
	Emergency needs	65%	70%
	Driven by someone else	16%	17%
	Sharing vehicles/strangers	35%	41%
	Getting kids to activities	35%	33%
	I am not concerned	16%	13%
Do you own a smartphone or plan on purchasing one in the near future?	Yes	92%	93%
	No	7%	6%
	Unsure	1%	1%
Technology has added many conveniences to our daily lives. Have you done any of the following in the last few months?	Shopped online	96%	97%
	Used car-sharing device	30%	26%
	Paid bills online	94%	93%
	Used GPS for directions	94%	93%
	Used social media	84%	87%
	Other	29%	20%
Is teleworking a possibility for the type of work you do?	Yes	68%	66%
	No	29%	28%
	Unsure	4%	6%
If it is possible for you, how many days a week, on average, would you like to telework?	0 Days	12%	7%
	1 Day	16%	11%
	2 Days	26%	27%
	3 Days	17%	24%
	4 Days	7%	8%
	5+ Days	22%	22%
What use of technology would best help our region have a world-class transit system?	Vehicles that respond to your schedule/route	12%	11%
	App with trip planning/real time for transit services	12%	12%
	Ability to pay transit fare using smartphone	5%	4%
	All of the above	63%	69%
	Other	9%	5%

4.2 Technology Trends Responses by Age

When considering shared-use mobility options, younger respondents are somewhat more concerned about being able to travel out of town than their older peers. Older respondents are more concerned about traveling with strangers and sharing vehicles, and respondents in their child raising years are more concerned about being able to get children to activities.

Little variation exists in the use of day-to-day technologies, with the exception of younger respondents being significantly more likely to have used car-sharing technologies than their older peers.

A majority of all age groups in their prime working years consider teleworking a possibility for their job type, but the number of days respondents would like to telework per week increases with age, ranging from 2 days per week for the “19 to 24” age group to 2.9 days per week for the “55 to 64” age group.

When responding to questions about what technology would best help the region have a world-class transit system, younger respondents were more likely to favor app and smartphone based solutions. Older cohorts were more likely to favor vehicles that respond to their schedule and route.

Table 8: Technology Trends Responses by Age

		0-18	19-24	25-34	35-44	45-54	55-64	65-74	75+
Taxis, public transit, rentals and mobile services provide non-car owners with other options. If these services were widely available and affordable, which would you still consider to be barriers to going carless in the Atlanta region?	Going out of town	45%	70%	70%	65%	62%	68%	66%	60%
	Emergency needs	68%	64%	64%	66%	70%	71%	68%	65%
	Driven by someone else	50%	14%	12%	16%	18%	18%	23%	21%
	Sharing vehicles/strangers	27%	29%	27%	33%	40%	44%	46%	42%
	Getting kids to activities	18%	29%	34%	52%	37%	24%	23%	21%
	I am not concerned	18%	19%	16%	14%	13%	14%	14%	18%
Do you own a smartphone or plan on purchasing one in the near future?	Yes	95%	97%	97%	98%	94%	90%	82%	61%
	No	0%	3%	2%	2%	5%	8%	15%	32%
	Unsure	5%	0%	0%	1%	1%	2%	3%	8%
Technology has added many conveniences to our daily lives. Have you done any of the following in the last few months?	Shopped online	86%	98%	101%	99%	96%	94%	91%	88%
	Used car-sharing device	14%	66%	59%	36%	20%	13%	8%	5%
	Paid bills online	41%	97%	100%	99%	94%	90%	84%	73%
	Used GPS for directions	86%	102%	101%	98%	94%	90%	84%	75%
	Used social media	95%	99%	98%	95%	85%	80%	66%	44%
	Other	27%	31%	34%	30%	23%	20%	15%	14%
Is teleworking a possibility for the type of work you do?	Yes	41%	62%	72%	72%	71%	64%	52%	38%
	No	32%	30%	23%	22%	25%	32%	43%	55%
	Unsure	27%	8%	6%	5%	4%	4%	5%	7%
If it is possible for you, how many days a week, on average, would you like to telework?	0 Days	19%	17%	10%	6%	6%	9%	20%	25%
	1 Day	13%	18%	22%	14%	13%	11%	4%	14%
	2 Days	13%	40%	32%	30%	26%	24%	16%	11%
	3 Days	19%	12%	16%	22%	24%	19%	20%	20%
	4 Days	19%	4%	4%	6%	8%	10%	11%	9%
	5+ Days	19%	10%	16%	22%	22%	27%	29%	22%
What use of technology would best help our region have a world-class transit system?	Vehicles that respond to your schedule/route	14%	6%	8%	8%	13%	13%	12%	18%
	App with trip planning/real time for transit services	9%	17%	13%	13%	11%	10%	10%	7%
	Ability to pay transit fare using smartphone	18%	8%	6%	5%	4%	3%	2%	3%
	All of the above	59%	65%	67%	68%	65%	68%	65%	54%
	Other	0%	4%	6%	6%	8%	6%	10%	19%

4.3 Technology Trends Responses by Race and Ethnicity

Few variations exist among survey respondents with regard to race and ethnicity, and, as noted in Section 5.0, variations seen between racial and ethnic groups other than blacks and whites may not be valid. With this in mind, it is possible to see that white respondents are more concerned than black respondents about being able to travel out of town, while blacks are more concerned than whites about sharing vehicles and traveling with strangers.

Blacks respondents express a slightly greater willingness to telework, saying they would like to telework 2.9 days per week versus white respondents' desire to telework an average of 2.6 days per week. Blacks are also slightly more likely than whites to express a desire to implement all of the technology solutions cited in the survey to improve transit.

Table 9: Technology Trends Responses by Race and Ethnicity

		Asian	Black	Latino	White	Other	Two or More
Taxis, public transit, rentals and mobile services provide non-car owners with other options. If these services were widely available and affordable, which would you still consider to be barriers to going carless in the Atlanta region?	Going out of town	58%	58%	67%	68%	77%	59%
	Emergency needs	75%	72%	67%	67%	65%	66%
	Driven by someone else	17%	20%	14%	16%	20%	16%
	Sharing vehicles/strangers	36%	46%	30%	36%	50%	39%
	Getting kids to activities	46%	35%	39%	33%	37%	38%
	I am not concerned	9%	11%	22%	15%	20%	16%
Do you own a smartphone or plan on purchasing one in the near future?	Yes	97%	93%	99%	92%	93%	89%
	No	2%	5%	0%	7%	7%	10%
	Unsure	2%	2%	1%	1%	0%	1%
Technology has added many conveniences to our daily lives. Have you done any of the following in the last few months?	Shopped online	94%	92%	103%	97%	92%	95%
	Used car-sharing device	30%	18%	47%	30%	18%	34%
	Paid bills online	88%	93%	101%	94%	88%	94%
	Used GPS for directions	96%	93%	104%	94%	93%	92%
	Used social media	89%	83%	94%	86%	82%	85%
	Other	20%	18%	32%	25%	32%	29%
Is teleworking a possibility for the type of work you do?	Yes	78%	68%	72%	66%	66%	69%
	No	17%	26%	24%	29%	31%	25%
	Unsure	5%	6%	4%	5%	3%	6%
If it is possible for you, how many days a week, on average, would you like to telework?	0 Days	10%	8%	6%	10%	8%	6%
	1 Day	19%	7%	16%	15%	13%	15%
	2 Days	25%	26%	34%	27%	23%	23%
	3 Days	25%	27%	22%	18%	29%	18%
	4 Days	6%	10%	7%	7%	8%	10%
	5+ Days	14%	22%	15%	22%	19%	28%
What use of technology would best help our region have a world-class transit system?	Vehicles that respond to your schedule/route	11%	9%	10%	11%	21%	13%
	App with trip planning/real time for transit services	10%	8%	11%	12%	10%	14%
	Ability to pay transit fare using smartphone	5%	5%	6%	4%	3%	6%
	All of the above	70%	73%	68%	65%	51%	63%
	Other	4%	4%	5%	8%	15%	5%

4.4 Technology Trends Responses by County of Residence

As with Section 5.4, counties that had fewer than 45 respondents are excluded from the following comparison table. Additionally, valid comparisons can only be made among responses for Cherokee, Cobb, DeKalb, Fayette, Fulton, and Gwinnett country residents. DeKalb and Fulton county residents were more likely than other respondents to have used a car-sharing device. Those same residents reported a slightly greater ability to telework than residents of other counties, especially those of Fayette County, whose residents appear much less likely to be able to telework than other respondents. Fayette County respondents were also unique in their greater propensity to support vehicles that respond to their schedule/route as a singular technology to improve the region’s transit system.

Table 10: Technology Trends Responses by County of Residence

		Cherokee	Clayton	Cobb	Coweta	DeKalb	Douglas	Fayette	Forsyth	Fulton	Gwinnett	Hall	Henry	Paulding	Rockdale	Spalding	Walton
Taxis, public transit, rentals and mobile services provide non-car owners with other options. If these services were widely available and affordable, which would you still consider to be barriers to going carless in the Atlanta region?	Going out of town	65%	63%	69%	74%	66%	61%	62%	67%	66%	69%	71%	65%	50%	63%	66%	67%
	Emergency needs	70%	79%	71%	79%	64%	74%	64%	71%	64%	75%	67%	80%	74%	70%	69%	78%
	Driven by someone else	18%	26%	21%	21%	13%	31%	25%	33%	13%	18%	16%	19%	21%	22%	15%	20%
	Sharing vehicles/strangers	41%	54%	45%	51%	30%	56%	51%	47%	30%	43%	33%	48%	58%	45%	54%	55%
	Getting kids to activities	40%	33%	41%	44%	31%	46%	34%	38%	27%	39%	44%	40%	44%	41%	21%	33%
	I am not concerned	14%	3%	11%	9%	15%	11%	12%	9%	18%	12%	11%	9%	10%	14%	13%	8%
Do you own a smartphone or plan on purchasing one in the near future?	Yes	92%	82%	91%	91%	93%	84%	88%	87%	94%	93%	100%	92%	88%	94%	80%	92%
	No	8%	14%	7%	7%	6%	15%	9%	12%	5%	6%	0%	5%	9%	4%	19%	2%
	Unsure	1%	4%	2%	1%	1%	1%	3%	1%	1%	1%	0%	3%	3%	3%	1%	6%
Technology has added many conveniences to our daily lives. Have you done any of the following in the last few months?	Shopped online	98%	85%	97%	91%	97%	95%	95%	94%	98%	97%	91%	92%	91%	95%	97%	98%
	Used car-sharing device	11%	9%	21%	7%	39%	6%	9%	9%	48%	11%	7%	8%	12%	8%	4%	4%
	Paid bills online	90%	90%	94%	88%	94%	88%	91%	91%	96%	95%	89%	92%	87%	91%	87%	92%
	Used GPS for directions	93%	88%	93%	94%	94%	94%	92%	88%	95%	94%	93%	90%	87%	92%	88%	94%
	Used social media	81%	72%	84%	80%	88%	89%	81%	78%	91%	82%	76%	74%	77%	81%	67%	82%
	Other	26%	12%	24%	18%	29%	12%	21%	23%	27%	21%	31%	19%	17%	18%	14%	22%
Is teleworking a possibility for the type of work you do?	Yes	66%	61%	65%	59%	71%	61%	52%	68%	73%	68%	61%	63%	45%	61%	40%	51%
	No	30%	27%	31%	36%	24%	36%	44%	27%	22%	27%	30%	32%	49%	35%	53%	39%
	Unsure	3%	12%	4%	6%	5%	3%	4%	5%	5%	5%	9%	5%	6%	5%	7%	10%
If it is possible for you, how many days a week, on average, would you like to telework?	0 Days	8%	7%	11%	11%	8%	9%	16%	6%	10%	9%	6%	9%	13%	9%	20%	10%
	1 Day	8%	4%	12%	20%	16%	7%	8%	9%	17%	11%	9%	7%	6%	9%	8%	14%
	2 Days	24%	28%	28%	23%	28%	24%	21%	26%	29%	25%	17%	26%	22%	23%	8%	14%
	3 Days	21%	24%	20%	18%	19%	26%	22%	20%	17%	20%	20%	29%	13%	24%	23%	38%
	4 Days	11%	11%	7%	8%	6%	7%	9%	10%	7%	9%	9%	13%	17%	9%	11%	7%
	5+ Days	27%	25%	23%	20%	22%	26%	23%	29%	20%	26%	40%	15%	30%	25%	31%	17%
What use of technology would best help our region have a world-class transit system?	Vehicles that respond to your schedule/route	11%	13%	12%	17%	10%	18%	20%	19%	9%	12%	7%	10%	9%	16%	6%	9%
	App with trip planning/real time for transit services	13%	5%	11%	12%	13%	10%	8%	13%	13%	11%	20%	11%	19%	13%	11%	6%
	Ability to pay transit fare using smartphone	4%	0%	3%	4%	4%	1%	3%	2%	5%	4%	0%	4%	3%	7%	4%	13%
	All of the above	67%	77%	63%	61%	66%	61%	58%	58%	67%	64%	63%	68%	62%	56%	75%	57%
	Other	5%	5%	11%	6%	6%	10%	11%	8%	5%	10%	11%	7%	6%	7%	4%	15%

5.0 Autonomous Vehicles Responses by Demographic Group

Respondents' views of autonomous vehicles and the technology's potential impact on the region are further explored in this section to determine how age, gender, race and ethnicity, and county of residence impact views regarding autonomous vehicles. The same data limitations discussed in Section 5.0 apply to the analysis of technology trends.

5.1 Autonomous Vehicles Responses by Gender

While both males and females are supportive of autonomous vehicles and believe they have potential to affect how people in the region travel, differences do exist between the two groups. Males were more likely than females to have heard about autonomous vehicles, to believe they are a realistic option in coming decades, to feel comfortable with the idea of transferring driving control to an autonomous vehicle, and to say the state should support the implementation of autonomous vehicles.

Table 11: Autonomous Vehicle Responses by Gender

		Male	Female
Have you heard of autonomous vehicles?	Yes	96%	85%
	No	4%	14%
	Unsure	0%	1%
Are autonomous vehicles realistic in a couple decades?	Yes	63%	54%
	No	20%	19%
	Unsure	17%	27%
If autonomous vehicles led to less traffic, how likely would you be to move?	Very	10%	10%
	Somewhat	22%	22%
	Not at all	52%	48%
	Unsure	15%	20%
If you would move, would it be closer or further from work?	Closer to	21%	23%
	Further from	14%	15%
	Same Distance	13%	12%
	Not Likely to Move	39%	36%
	Unsure	13%	14%
How comfortable would you be to transfer driving control to an autonomous vehicle?	Definitely	28%	16%
	Some	40%	42%
	Not at all	20%	24%
	Unsure	12%	18%
Are driverless cars a viable option for people who cannot drive themselves?	Yes	76%	76%
	No	12%	10%
	Unsure	12%	14%
Should the State of Georgia support the implementation of autonomous vehicles?	Yes	72%	61%
	No	14%	15%
	Unsure	14%	25%

5.2 Autonomous Vehicles Responses by Age

A majority of survey respondents, regardless of age, generally support autonomous vehicle technology, but there are some variations. The strength of belief that autonomous vehicles will be a realistic travel option in coming decades generally decreases with a respondent's age. Older respondents are also less likely than others to say they would move if autonomous vehicles led to less traffic.

While a majority of all age groups would be at least somewhat comfortable transferring driving control to an autonomous vehicle, younger respondents are typically more comfortable with the idea than older respondents. A majority of all age groups also believes that driverless vehicles are a viable option for people who cannot drive themselves and that the State of Georgia should support the implementation of autonomous vehicles; however, these beliefs are less strong among older respondents compared to younger respondents.

Table 12: Autonomous Vehicle Responses by Age

		0-18	19-24	25-34	35-44	45-54	55-64	65-74	75+
Have you heard of autonomous vehicles?	Yes	62%	94%	94%	89%	88%	90%	94%	94%
	No	29%	6%	6%	10%	11%	8%	5%	6%
	Unsure	10%	0%	0%	1%	1%	2%	0%	0%
Are autonomous vehicles realistic in a couple decades?	Yes	68%	63%	65%	60%	57%	57%	53%	46%
	No	14%	22%	16%	21%	21%	19%	21%	30%
	Unsure	18%	15%	19%	20%	22%	25%	26%	24%
If autonomous vehicles led to less traffic, how likely would you be to move?	Very	18%	12%	12%	13%	10%	10%	6%	8%
	Somewhat	18%	30%	26%	24%	25%	19%	16%	19%
	Not at all	41%	37%	43%	46%	48%	55%	62%	56%
	Unsure	23%	21%	19%	18%	17%	16%	17%	17%
If you would move, would it be closer or further from work?	Closer to	28%	28%	24%	23%	24%	22%	11%	15%
	Further from	17%	16%	13%	14%	16%	14%	12%	8%
	Same Distance	22%	10%	15%	16%	13%	11%	8%	6%
	Not Likely to Move	17%	31%	35%	33%	36%	39%	53%	48%
	Unsure	17%	14%	14%	13%	11%	13%	16%	23%
How comfortable would you be to transfer driving control to an autonomous vehicle?	Definitely	5%	33%	28%	23%	20%	19%	22%	22%
	Some	64%	37%	44%	42%	40%	41%	36%	30%
	Not at all	23%	23%	18%	20%	23%	22%	25%	34%
	Unsure	9%	8%	11%	15%	17%	19%	17%	14%
Are driverless cars a viable option for people who cannot drive themselves?	Yes	82%	79%	83%	77%	76%	75%	69%	53%
	No	9%	12%	7%	10%	11%	11%	16%	31%
	Unsure	9%	9%	10%	12%	13%	14%	15%	16%
Should the State of Georgia support the implementation of autonomous vehicles?	Yes	50%	75%	73%	66%	64%	64%	64%	55%
	No	18%	13%	10%	12%	16%	16%	17%	28%
	Unsure	32%	12%	16%	22%	20%	20%	19%	16%

5.3 Autonomous Vehicles Responses by Race and Ethnicity

Asians appear to be more knowledgeable and supportive of autonomous vehicles than other racial and ethnic groups; however, the number of responses received from Asians is relatively low, likely due to their lower representation within the Atlanta region community (4.8% in 2010). The variation should therefore be considered with caution. Compared to white respondents, black respondents are less familiar with autonomous vehicles, but more likely to move if the vehicles lead to less traffic. Other variations between the two groups are relatively minimal.

Table 13: Autonomous Vehicle Responses by Race and Ethnicity

		Asian	Black	Latino	White	Other	Two or More
Have you heard of autonomous vehicles?	Yes	91%	79%	86%	94%	90%	87%
	No	8%	20%	12%	6%	8%	12%
	Unsure	1%	1%	2%	1%	2%	1%
Are autonomous vehicles realistic in a couple decades?	Yes	73%	61%	65%	58%	48%	60%
	No	15%	16%	12%	20%	33%	16%
	Unsure	12%	23%	23%	22%	19%	24%
If autonomous vehicles led to less traffic, how likely would you be to move?	Very	22%	16%	19%	8%	15%	9%
	Somewhat	25%	24%	23%	22%	19%	18%
	Not at all	26%	38%	43%	54%	45%	48%
	Unsure	26%	22%	15%	16%	21%	25%
If you would move, would it be closer or further from work?	Closer to	29%	32%	26%	20%	17%	20%
	Further from	17%	14%	13%	14%	13%	15%
	Same Distance	6%	16%	20%	12%	27%	12%
	Not Likely to Move	29%	25%	30%	41%	31%	44%
	Unsure	17%	14%	12%	13%	13%	9%
How comfortable would you be to transfer driving control to an autonomous vehicle?	Definitely	27%	16%	27%	24%	18%	23%
	Some	46%	43%	41%	40%	32%	40%
	Not at all	15%	24%	16%	21%	32%	23%
	Unsure	12%	17%	16%	15%	17%	13%
Are driverless cars a viable option for people who cannot drive themselves?	Yes	86%	77%	86%	75%	70%	83%
	No	7%	11%	7%	11%	18%	7%
	Unsure	7%	12%	7%	13%	12%	10%
Should the State of Georgia support the implementation of autonomous vehicles?	Yes	82%	63%	79%	67%	62%	67%
	No	5%	15%	14%	14%	25%	14%
	Unsure	13%	21%	7%	19%	14%	19%

5.4 Autonomous Vehicles Responses by County of Residence

As with previous county analyses in other sections of this report, counties that had fewer than 45 respondents are excluded from the following comparison table. Additionally, valid comparisons can only be made among responses for Cherokee, Cobb, DeKalb, Fayette, Fulton, and Gwinnett county residents.

A majority of respondents of Cherokee, Cobb, DeKalb, Fayette, Fulton, and Gwinnett counties believe that autonomous vehicles will be a realistic travel option in a couple of decades, but respondents from DeKalb and Fulton counties are slightly stronger in that belief. Residents of Gwinnett County are somewhat more likely than residents of other counties to say they would move if autonomous vehicles led to less traffic. While a majority of respondents said they would be at least somewhat comfortable transferring driving control to an autonomous vehicle, respondents from Fayette county were generally less comfortable with the idea than their peers. A majority of Fayette County respondents, like a majority of respondents from the other analyzed counties, agree that the State of Georgia should support the implementation of autonomous vehicles; however, Fayette County residents were not as supportive as other counties.

Table 14: Autonomous Vehicle Responses by County of Residence

		Cherokee	Clayton	Cobb	Coweta	DeKalb	Douglas	Fayette	Forsyth	Fulton	Gwinnett	Hall	Henry	Paulding	Rockdale	Spalding	Walton
Have you heard of autonomous vehicles?	Yes	93%	76%	91%	87%	93%	85%	97%	97%	93%	88%	89%	82%	80%	79%	89%	75%
	No	6%	22%	7%	13%	7%	15%	2%	2%	6%	11%	11%	18%	19%	21%	10%	23%
	Unsure	1%	2%	2%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	2%
Are autonomous vehicles realistic in a couple decades?	Yes	57%	46%	54%	57%	62%	61%	54%	49%	64%	55%	52%	56%	41%	50%	51%	32%
	No	22%	20%	23%	19%	17%	24%	23%	30%	15%	22%	28%	23%	33%	23%	19%	38%
	Unsure	21%	34%	23%	24%	21%	16%	22%	22%	21%	23%	20%	22%	26%	27%	30%	30%
If autonomous vehicles led to less traffic, how likely would you be to move?	Very	10%	7%	10%	9%	10%	11%	6%	11%	10%	13%	9%	10%	4%	12%	9%	12%
	Somewhat	22%	28%	23%	31%	19%	23%	23%	21%	20%	25%	26%	20%	16%	29%	16%	24%
	Not at all	55%	43%	48%	47%	54%	43%	53%	50%	54%	42%	39%	48%	53%	41%	56%	49%
	Unsure	13%	21%	20%	13%	16%	24%	19%	18%	16%	20%	26%	22%	28%	19%	19%	16%
If you would move, would it be closer or further from work?	Closer to	24%	23%	21%	18%	26%	27%	16%	14%	23%	24%	21%	30%	7%	30%	7%	22%
	Further from	15%	15%	14%	21%	11%	13%	17%	14%	13%	17%	24%	13%	15%	16%	13%	22%
	Same Distance	14%	16%	14%	12%	11%	9%	15%	12%	13%	11%	3%	15%	15%	12%	12%	5%
	Not Likely to Move	37%	26%	35%	40%	40%	27%	37%	38%	41%	32%	35%	27%	43%	29%	51%	44%
	Unsure	10%	20%	15%	9%	12%	24%	16%	23%	11%	16%	18%	14%	20%	13%	16%	7%
How comfortable would you be to transfer driving control to an autonomous vehicle?	Definitely	24%	13%	22%	27%	24%	18%	13%	15%	26%	21%	15%	16%	15%	14%	20%	16%
	Some	37%	35%	41%	30%	40%	39%	38%	38%	42%	40%	50%	37%	31%	41%	40%	27%
	Not at all	25%	31%	24%	28%	20%	25%	32%	34%	17%	23%	22%	27%	44%	25%	30%	45%
	Unsure	14%	22%	12%	15%	16%	17%	17%	14%	15%	17%	13%	20%	10%	20%	10%	12%
Are driverless cars a viable option for people who cannot drive themselves?	Yes	73%	70%	74%	73%	78%	74%	70%	67%	79%	74%	76%	72%	69%	71%	74%	62%
	No	14%	16%	13%	6%	9%	16%	18%	17%	8%	13%	15%	12%	14%	19%	12%	15%
	Unsure	13%	15%	13%	21%	13%	10%	12%	16%	13%	13%	9%	16%	18%	11%	14%	23%
Should the State of Georgia support the implementation of autonomous vehicles?	Yes	65%	60%	66%	58%	67%	57%	56%	64%	71%	63%	60%	57%	45%	48%	60%	51%
	No	16%	22%	17%	18%	13%	22%	22%	15%	11%	16%	16%	16%	34%	20%	19%	29%
	Unsure	19%	18%	18%	24%	19%	22%	22%	21%	18%	21%	24%	26%	21%	32%	21%	20%

Appendix A – Survey Marketing Materials

The information below was sent to partner agencies and community groups to help ARC promote this survey.

Partner Kit

The Atlanta Regional Commission is conducting a region-wide survey to learn more about how people think innovative technologies, like driverless cars, advanced teleworking capabilities, more integrated apps, and additional transit-connected job centers will impact the way we live, work and travel over the next 25 years. The input gathered through this survey will help ARC develop and update the Region's Plan, which is a long-range comprehensive plan for transportation, land use, community development, water quality, workforce training, arts and culture, as well as aging and health resources.



The survey is visual, interactive and brief. It allows for open-ended comments throughout. ARC will continue to conduct these surveys over the course of updating The Region's Plan, set to be adopted in the Spring of 2016. This second Region's Plan survey is available at www.atlantaregional.com/TheRegionsPlanSurvey and is open from now through the end of March 2015.

ARC wants to reach a larger, more diverse group of residents throughout the region than ever before and is looking to you as a community partner to help promote this survey to your networks. With your help, we were able to gather input from more than 8,000 respondents in the first survey, and we hope to continue to reach more regional residents.

Below, please find a series of sample newsletter and social media texts, as well as a graphic for you to use as you share this opportunity.

More information can be found at: www.atlantaregional.com/theregionsplan.

Thank you.

Sample Newsletter Blurb (295 words)

Is Metro Atlanta Ready for a High-Tech Future?

How often do you think about the impact of faster, better technology on our future? Have you heard of driverless cars? How could advanced teleworking technology impact the way you live and work? Or,

what if you had an app on your phone that would match your transportation need with the most appropriate and efficient mode available (think bus, Uber, taxi, etc.)? If additional transit-connected employment centers emerge in the south, east and west of the region, how would this impact you? A second online regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out how you think new technologies may impact where and how we travel and live over the next 25 years. This second survey follows up on the one conducted last summer, which gathered more than 8,000 responses. The first survey asked regional residents to identify and prioritize metro Atlanta's biggest challenges, and results are available at www.atlantaregional.com/TheRegionsPlan.

Input from this survey will be used to help ARC develop The Region's Plan of investment strategies and performance metrics that will guide public policies related to issues of transportation, land use, water quality and conservation, workforce development and aging and health resources. In short, The Region's Plan is a vision to ensure growth and a high quality of life for everyone in the metro Atlanta region.

The survey is visual, interactive and brief. It allows for open-ended comments throughout. ARC will continue to conduct these surveys over the course of updating The Region's Plan, set to be adopted in the Spring of 2016. This second Region's Plan survey is available at www.atlantaregional.com/TheRegionsPlanSurvey and is open from now through the end of March 2015. Please contact Melissa Roberts, Atlanta Regional Commission with any questions at mroberts@atlantaregional.com or 404-463-3272.

Sample Newsletter Blurb (200 words)

Is Metro Atlanta Ready for a High-Tech Future?

How often do you think about the impact of faster, better technology on our future? Have you heard of driverless cars? How could advanced teleworking technology impact the way you live and work? Or, what if you had an app on your phone that would match your transportation need with the most appropriate, efficient mode available (think bus, Uber, taxi, etc.)? If additional transit-connected employment centers emerge in the south, east and west of the region, how would this impact you?

An online regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out how you think new technologies that may impact where and how we travel and live over the next 25 years. Input from this survey will be used to help ARC develop The Region's Plan which guides public policies related to issues of transportation, land use, water quality and conservation, workforce development and aging and health resources.

The survey is visual, interactive and brief. It allows for open-ended comments throughout. This survey is available at www.atlantaregional.com/TheRegionsPlanSurvey and is open from now through the end of March 2015. Please contact Melissa Roberts, Atlanta Regional Commission with any questions at mroberts@atlantaregional.com or 404-463-3272.

Sample Facebook Posts

What does the future of Metro Atlanta look like? Take this survey, open through the end of March, to let your regional elected officials know what you think should be in The Region's Plan!

www.atlantaregional.com/theregionsplansurvey

How could faster, better technology impact greater Atlanta over the next 25 years? Take this survey to influence the policies adopted by The Region's Plan!

www.atlantaregional.com/theregionsplansurvey

What technology innovations would you like to see in Metro Atlanta? Take this survey to ensure that The Region's Plan represents your thoughts on the future!

www.atlantaregional.com/theregionsplansurvey

Sample Twitter Posts

You told us your priorities for metro [#Atlanta](#). Now we want you to tell us more.
Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

Help us plan for the future of metro [#Atlanta](#). Take [#TheRegionsPlan](#) survey 2 and tell us
MORE: <http://bit.ly/1BJ0Jsu>

Driverless cars? Uber? How will they impact [#Atlanta](#)'s traffic challenges? Tell us!
Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

We're planning for metro [#Atlanta's](#) future and we need your help. Take [#TheRegionsPlan](#) Survey
2: <http://bit.ly/1BJ0Jsu>

Last fall you told us what YOU think. Now we want you to tell us MORE. Take [#TheRegionsPlan](#) Survey
2: <http://bit.ly/1BJ0Jsu>

How do you think technology will affect the commutes of the future in [#Atlanta](#)? Tell us
in [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

We want to hear more from you about metro [#Atlanta's](#) future. Take [#TheRegionsPlan](#) Survey2:
bit.ly/1BJ0Jsu

[Insert name of city, county of group] Example: DeKalb County: Help us plan for the future of metro
Atlanta. Take [#TheRegionsPlan](#) survey 2 and tell us MORE: <http://bit.ly/1BJ0Jsu>

Now is your chance to tell us what you'd like metro [#ATL](#) to be like in 25 years.

Take [#TheRegionsPlan](#) survey 2: <http://bit.ly/1BJ0Js>

Tell us MORE [#Atlanta](#)! We want to know what you'd like to see in [#TheRegionsPlan](#) Survey 2:
<http://bit.ly/1BJ0Js>

How can we plan a better future for metro [#ATL](#)? Now is your chance to tell us.

Take [#TheRegionsPlan](#) Survey 2 at: <http://bit.ly/1BJ0Js>

How will tech affect the future of metro [#ATL](#)? We want to know what YOU think.

Take [#TheRegionsPlan](#) Survey 2 at: <http://bit.ly/1BJ0Js>

Have you taken [#TheRegionsPlan](#) survey? Have you shared it with a friend? <http://bit.ly/1BJ0Js>

Did you take [#TheRegionsPlan](#) survey? Did you share it with your friends? We want to know what they think too: <http://bit.ly/1BJ0Js>

Web Link

www.atlantaregional.com/theregionsplansurvey

Graphic



For More Information

Melissa Roberts, Atlanta Regional Commission
mroberts@atlantaregional.com
404-463-3272

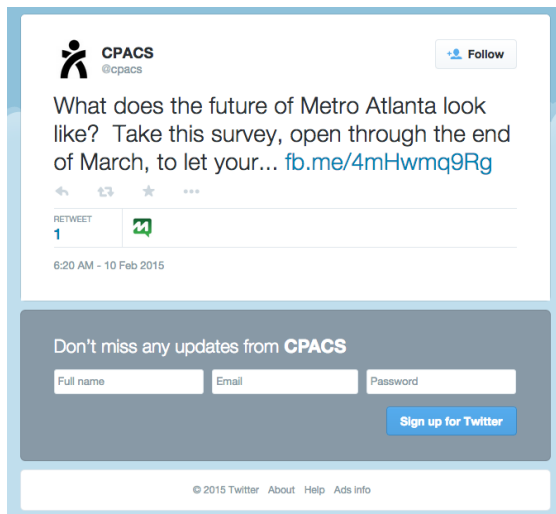
For media requests:

Jim Jaquish, Atlanta Regional Commission
jjaquish@atlantaregional.com
404-463-3194

Screenshots of Survey Promotion

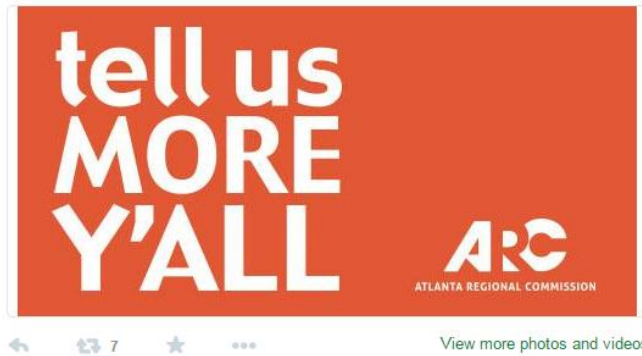
Below is a sample of online survey promotion conducted by community and planning partners.

Twitter post from Center for Pan Asian Community Service (CPACS)



Outreach with ARC Twitter

 **ARC** @AtlantaRegional · Feb 6
Take 5 minutes this weekend for #TheRegionsPlan survey and then share it with a friend: atlantaregionalplan.metroquest.com/?utm_source=ho...



Facebook Post by Georgia Tech School of City and Regional Planning



Your Input Needed: Are We Ready for a High-Tech Future?

Atlanta Regional Commission online survey hopes to answer tech questions on transportation, land use, water quality, conservation and more.

By Scott Bernarde (Patch Staff)

© February 2, 2015 at 8:39am



News from Paulding County

How often do you think about the impact of faster, better technology on our future?
Have you heard of driverless cars? How could advanced teleworking technology impact the way you live and work?

Or, what if you had an app on your phone that would match your transportation need with the most appropriate, efficient mode available (think bus, Uber, taxi, etc)? If additional transit-connected employment centers emerge in the south, east and west of the region, how would this impact you?

An online regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out how you think new technologies that may impact where and how we travel and live over the next 25 years.



Article by WABE radio station



More Intelligent Radio On WABE
25 new hours of new local programming



Beautiful City: Beautiful City: Historic Fourth Ward Park



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Driverless Cars

11:08 AM FRI JANUARY 9, 2015

Driverless Cars In Atlanta? Officials Want Your Opinion

[Share](#) [Tweet](#) [+1](#) [Email](#) [Comment](#) [Post](#)

By MOLLY SAMUEL

Driverless cars could be in Atlanta's not-too-distant future. Major carmakers are rolling out prototypes, and the Georgia legislature started considering the implications last year. Now officials want to know what locals think.

The Atlanta Regional Commission is conducting an online survey to learn how coming technology could affect people's lives, especially when it comes to how we travel and where we live. That includes the impact from driverless cars.

"We're moving towards more automation, as well as more connectivity between vehicles, how vehicles talk to each other, may talk to your smartphone," said Jane Hayse, who works on transportation for the ARC. She says the cars could start appearing on our roads in the next ten to fifteen years, though it could be longer.

The survey asks questions like, would having a driverless car change where you choose to live, or your daily travel patterns. It also covers the basics: have you heard of the things?

State lawmakers considered the issue, but in a report issued last month, decided to take a wait-and-see approach, as other states experiment with driverless cars.

Some areas here in Georgia are eager to get going. Fayette County has offered to be a test site for the vehicles, but is waiting for the state regulators to clear up their own questions.

"Change is never easy," said Fayette County Commissioner Steve Brown. "This is going to be a process of state leadership becoming accustomed to the new technology."

TAGS: [driverless cars](#) [Atlanta Regional Commission](#) [Fayette County](#)



The ARC wants to know how driverless cars may change your life.
Credit: Steve Jurvetson / Flickr.com/jurvetson


REGIONMATTERS

← The Future Will Not Be Like the Past

Housing Affordability in Metro Atlanta – It's Complicated! →

Is Atlanta Ready for a High-Tech Future?

Posted on February 11, 2015 by [susan](#)

 Like 30 people like this. Be the first of your friends.

Google forecasts that technological change will occur at a rate four times faster over the next 20 years than we have experienced in the past 20 years. That's a lot of fast-paced change! The Atlanta Regional Commission is considering the impact of technology and innovation on the way we live, work and travel, and we want to hear your thoughts as well.

What do you think of a future where driverless cars will be available in the next 10 years? How would better, faster teleworking technology impact the way you live and work? Or what if you had an app on your phone that would match your transportation need with the most appropriate and efficient mode available (think bus, Uber, taxi, etc.)? If additional transit-connected employment centers emerge in the south, east and west of the region, how would this impact you?



by Melissa Roberts, Community Engagement Coordinator of ARC's Transportation Access & Mobility Division

These questions and more are posed in a [new survey](#) being conducted by the [Atlanta Regional Commission](#). This survey follows up on the one conducted last summer, which gathered more than 8,000 responses. The first survey asked regional residents to identify and prioritize metro Atlanta's biggest challenges. You can view survey results and comments from the [Region's Plan Survey Phase I](#) on ARC's website. This second survey focuses on new technologies that may impact where and how we travel and live over the next 25 years.

Input from this survey will be used to help ARC develop [The Region's Plan](#) of investment strategies and performance metrics that will guide public policies related

Fayette County, GA Website




tell us
**MORE
Y'ALL**




The Region's Plan Phase II Survey – Now online.

In the summer of 2014, the Atlanta Regional Commission (ARC) conducted a survey to determine the needs for the population growth anticipated for 2020. In Phase II, ARC is



Atlanta Regional Commission

[Home](#)




Regional Impact + Local Relevance -

The Atlanta Regional Commission (ARC) serves as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues... [see more](#)

Recent Updates

Atlanta Regional Commission Will driverless cars solve our congestion problems in metro Atlanta? Take 5 minutes for #TheRegionsPlan survey and tell us how you think we should respond to upcoming trends in technology in order to create an economically competitive and livable region:

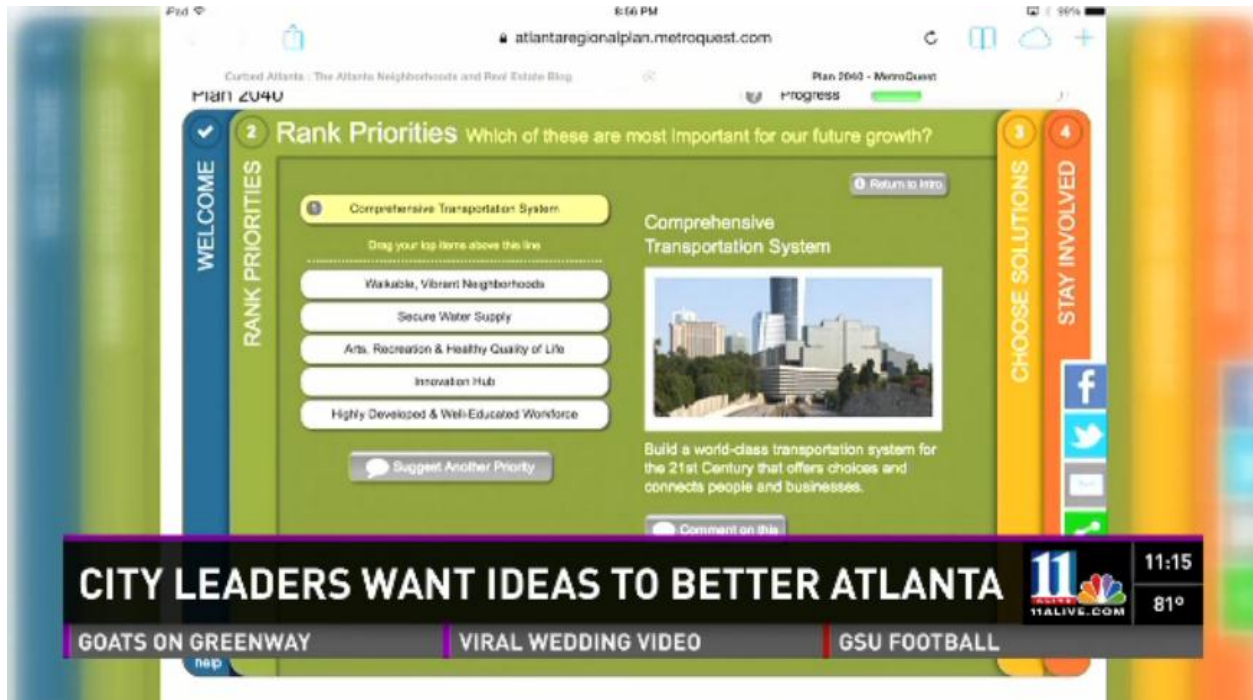


The Regional Plan

atlantaregionalplan.metroquest.com • In the summer of 2014, the Atlanta Regional Commission conducted a survey asking how to prepare for the population growth expected by 2040. Today, we ask how to address a future of rapid change and innovation. Please take five minutes to tell us...

Like (8) • Comment • Share • 3 days ago

11 Alive Feature



Interview on The Link, NuLink Cable Channel



Photos of Survey Outreach

Promotional Cards



Survey set up at special event – ARC's Living Beyond Expectations Summit



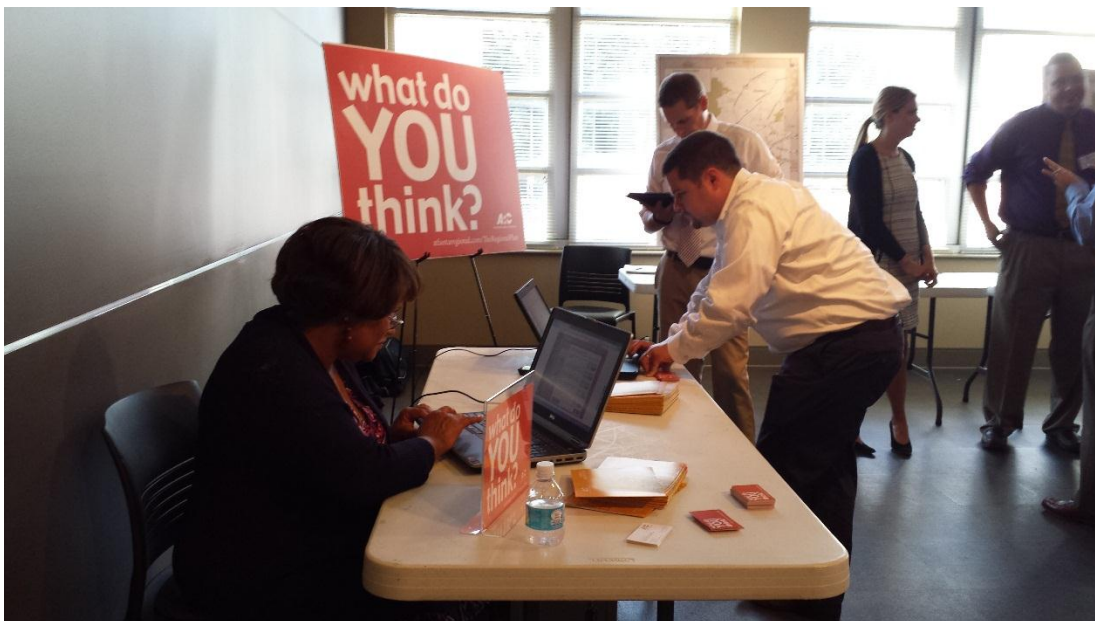
Survey respondent at Center for Civic Innovation Kick Off



Survey respondents at Atlanta Creative Economy Panel Discussion, hosted by ONE Music Fest



Survey station at Paulding County Comprehensive Transportation Plan Public Meeting



Mobile outreach set up



Outreach set up in “pop- up” art gallery for Atlanta Streetcar 5k



Mobile outreach set up



Survey respondent

