STUDY PURPOSE

- Originated as a “traditional” suburban transit feasibility study, but wanted study to do more
- No “silver bullet”
- Identify comprehensive, flexible, adaptable program of services
- Address range of mobility needs and trip purposes to meet all citizens’ needs
- Build on, enhance, and complement services already offered
- Position the County to leverage a more successful regional transportation system
- Create transportation choices for residents
APPROACH

- Focus on Mobility and Services
- Identify Menu of Viable Options
- Address Range of Needs and Trip Types
- Ensure Flexibility to Adapt to Needs, Technology, and Demographics
- Build on Prior Efforts to Increase Access to Options
- Leverage Existing and Future Services and Assets
- Include Emerging Technology
- Include Infrastructure to Support Services
- Expedite Implementation
FEATURES

- Menu of options to tailor and adapt and grow as needs change
- Focus on citizens’ needs both now and over the next 10 years
- Huge commitment to meaningful public participation across multiple County offices
- Resulted in truly citizen-driven plan
- Plan has 19 recommendations, including new and expanded services, capital projects, programming and management, and more
CHANGING TRENDS & ATTITUDES

Since 2007

Rural Transit Ridership is up 40%

52% of Americans would like to live in a place where they do not need to use a car very often

85% → 73%
High school seniors with drivers licenses (1996 vs. 2010)

3.6 million
Americans miss or delay healthcare appointments each year due to transportation

Source: AAA; ULI America in 2015; CTAA Community & Public Transit Trends, 2015
**STUDY PROCESS**

**Assess Existing Conditions**
- Demographics
- Prior Plans
- Existing Services
- Infrastructure

**Identify Needs & Opportunities**
- Survey
- Pop-up Events
- Interviews
- Meetings: Service Providers, Agencies, and Groups

**Identify and Assess Options**
- Case Studies
- Public Input
- Current and Planned Projects

**Create Action Plan**
- Funding
- Partnerships
- Enhance Existing Operations
- Develop New Services
KEY TAKE-AWAYS

- County population projected to grow by 60,000 in next 15 years (by 2040)
- 58 Vanpools travel to 6 counties in 2 states – represent 20% of all vanpools in region
- Average commute time is 32 minutes – 1 in 7 commute more than 60 minutes one-way – 80% drive alone – 60% work in another county
- Many people have “atypical” schedules – and travel options are scarce

Source: 2009-2013 American Community Survey

Percentage of Workers with Jobs Outside of Douglas County (by Census Tract)
FOCUS ON PEOPLE

Senior Picnic

Hydrangea Festival

Break-Out Session at Meeting in Commission District 1

Gold Rush Festival
WHAT DO OUR CITIZENS VALUE?

WHAT MAKES HIGH QUALITY TRANSPORTATION SERVICE?

Based on 978 responses to this question.
## PUBLIC INPUT: INITIAL OPTIONS

### Percentage of respondents who believe that services are “Somewhat” or “Very” needed

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Response Now (%)</th>
<th>Response Future (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Park &amp; Ride Lots</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Multi-Modal Center / Park &amp; Ride Lot Improvements</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Vanpool &amp; Xpress Bus</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Flexible Bus</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>On-Demand Ride-Hailing through private companies</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Marketing &amp; Branding</td>
<td>82%</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Legend

- **Green** = % who think now;
- **Blue** = % who think in the future.

**Demand-Response / Dial-a-Ride**
- 72% Now
- 43% In the Future

**Bicycle & Pedestrian Infrastructure**
- 72% Now
- 44% In the Future

**Volunteer / Faith-Based Network**
- 68% Now
- 25% In the Future

**Car-Sharing**
- 32% Now
- 100% In the Future

Based on responses to questionnaire at two town hall meetings (September, October 2015)
PLAN RECOMMENDATIONS

Establish New Services
✓ Flexible Zone Circulator
✓ Volunteer Transportation Program
✓ Partnerships with Private Companies Providing On-Demand Service

Enhance Existing Services
✓ Expand Vanpool Program
✓ Demand-Response / Dial-a-Ride
✓ Explore Possibility of Additional GRTA Xpress Bus Service
PLAN RECOMMENDATIONS

Capital, Programming, and Partnerships
- New/Existing Park-and-Ride Lots
- Upgrade Multi-Modal Center
- Bicycle & Pedestrian Facilities
- Marketing & Branding
- Expand Voucher Program for Seniors and People with Disabilities
- Improve Web/Mobile Technology
- Electronic Asset Management
- Transportation Task Force
- New Staff
- Work with Schools
OUR INTEGRATED SOLUTION

- Focus on mobility, not just services or infrastructure
- Provide a menu of options that can complement one another and provide choices for users
- Acknowledge changing demographics, position within broader area/region
- Embrace technology - it will play a role, but will not likely eliminate need for personal cars

The Future Brings a Mix of Needs AND Options
FOR MORE INFORMATION

Visit the Project Website
www.DCTransportationStudy.com

Tom Worthan
Chairman
Board of Commissioners

County Project Manager:
Gary Watson
Director, Multi-Modal Services
Douglas County
gwatson@co.douglas.ga.us
770.949.7665

County Transportation Director:
Randy Hulsey
Director, Department of Transportation
Douglas County
rhulsey@co.douglas.ga.us
770.920.4924

Consultant Project Manager:
Jamie Cochran, AICP
Senior VP - Transportation
Gresham, Smith and Partners
jamie_cochran@gspnet.com
770.754.0755