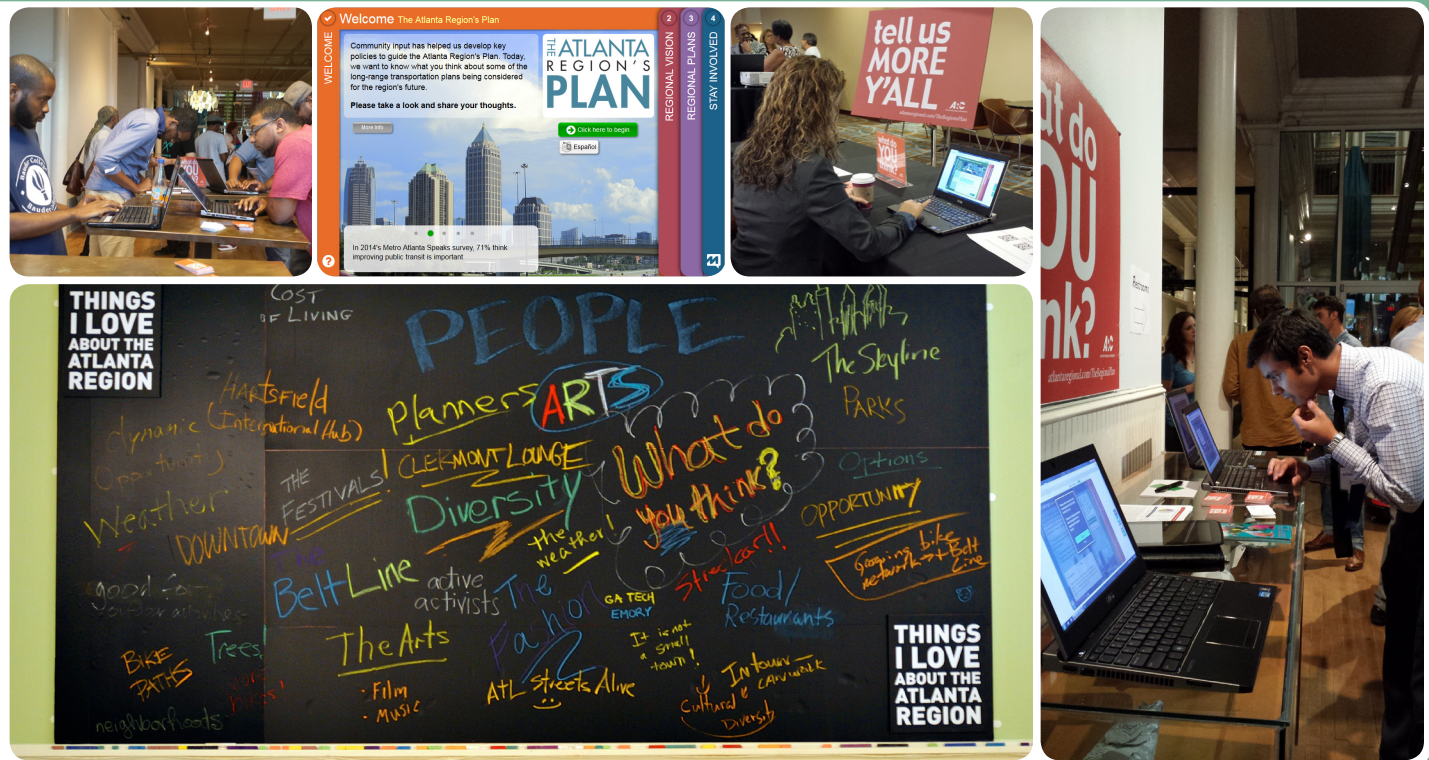


# THE ATLANTA REGION'S PLAN

## PHASE III SURVEY REPORT



FEBRUARY 2016



ATLANTA REGIONAL COMMISSION

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## INTRODUCTION

The Atlanta Region's Plan outlines the goals, objectives, policies, investment strategies, and performance metrics that the Atlanta Regional Commission (ARC) will use to guide future developments in transportation, land use, water quality, workforce development, aging and health resources, arts and culture, and more.

To introduce the planning process to regional citizens and gather their views and ideas for the future, the ARC conducted three surveys at different stages of The Atlanta Region's Plan development. In 2014, the ARC's first survey asked regional residents to identify and rank the metro area's biggest challenges. More than 8,000 people took part, listing the need for more transportation options as most important. Further details are in ARC's Regional Plan Online - Phase 1, a report available from the ARC.

The second survey on the subject of transportation options took place in early 2015. Citizens were asked how best to connect the region's job and activity centers and how technology might play a role in their future travel. Almost 6,300 people shared their opinions, with the majority finding that transit connections are essential for growth and that new technologies like teleworking, driverless cars, and demand-responsive transportation are important issues for our future. A summary of results is available in ARC's Phase 2 Survey Report.

The final survey, Phase 3, was open from December 7th, 2015 to January 18th, 2016. This phase of the survey presented some of the key plans that were developed out of the planning process and earlier public comments and opinions. More open-ended than previous surveys, respondents were asked for their impressions of these plans and to describe their overall vision for the Atlanta region's transportation in 2040. Over 1,500 citizens evaluated the plan components and provided their thoughts and suggestions. As shown in Table 1 [Figures 1, 2, and 3], survey respondents were primarily white and aged 25 through 65. Though not all respondents provided this information, the racial distribution overall was similar to previous surveys. Males, however, were somewhat overrepresented in this survey compared to the earlier two. Survey responses were submitted from all across the Atlanta region, though they were clustered more in the center and north than in the previous surveys [Figure 4].

The public was informed about the survey through online newsletters, emails, partnerships, social media, public presentations, television, radio, newspaper, blogs, and outreach events. Examples of the notification and marketing materials are in Appendix K of The Atlanta Region's Plan.

**Table 1: Phase III Survey Demographics**

|                        |                        | Number of Responses | Percent of Sample |
|------------------------|------------------------|---------------------|-------------------|
| <b>Age</b>             | 0-18                   | 3                   | 0%                |
|                        | 19-24                  | 34                  | 3%                |
|                        | 25-34                  | 270                 | 24%               |
|                        | 35-44                  | 231                 | 20%               |
|                        | 45-54                  | 235                 | 21%               |
|                        | 55-64                  | 225                 | 20%               |
|                        | 65-74                  | 123                 | 11%               |
|                        | 75+                    | 13                  | 1%                |
| <b>Race/ Ethnicity</b> | Asian                  | 29                  | 3%                |
|                        | Black/African-American | 193                 | 17%               |
|                        | Hispanic/Latino        | 25                  | 2%                |
|                        | Some other race        | 15                  | 1%                |
|                        | Two or more races      | 35                  | 3%                |
|                        | White/Caucasian        | 807                 | 73%               |
| <b>Gender</b>          | Female                 | 490                 | 43%               |
|                        | Male                   | 641                 | 57%               |

**Figure 1: Respondent Age Distribution**

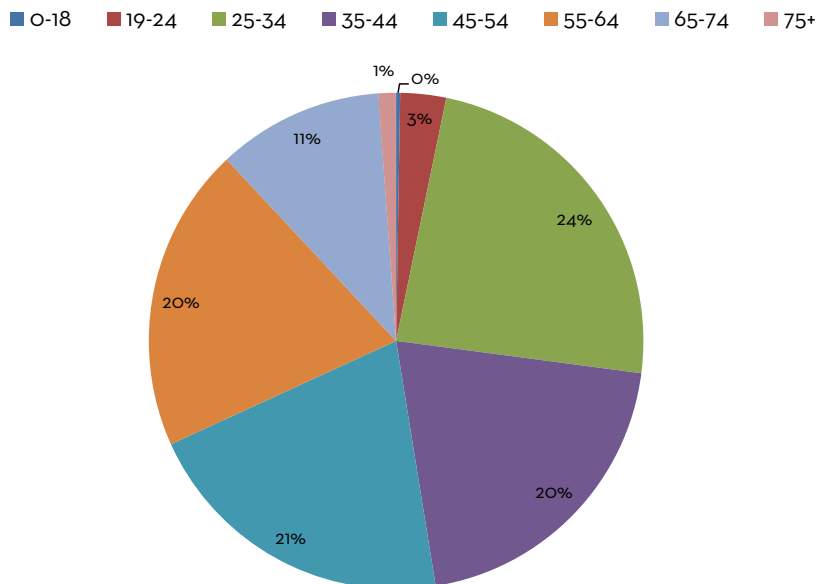


Figure 2: Respondent Race/Ethnicity Distribution

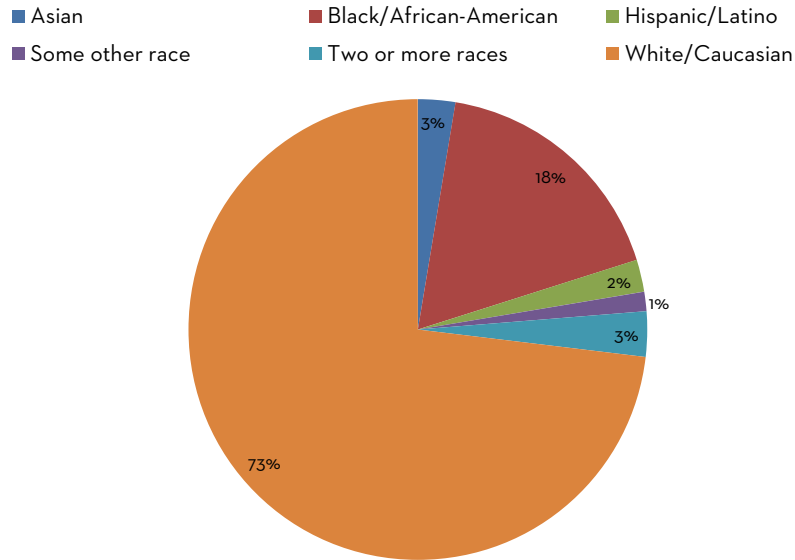


Figure 3: Respondent Gender Distribution

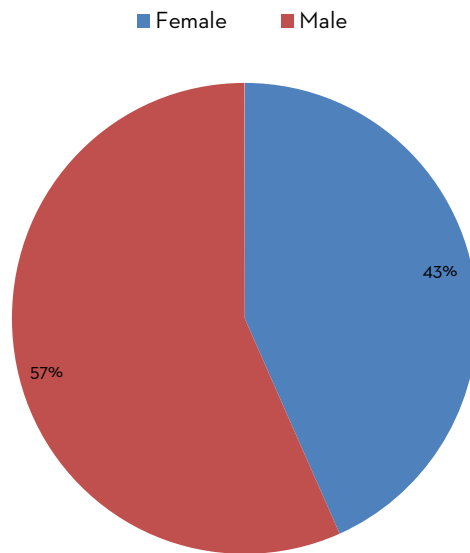


Figure 4: Geographic Distribution of Responses

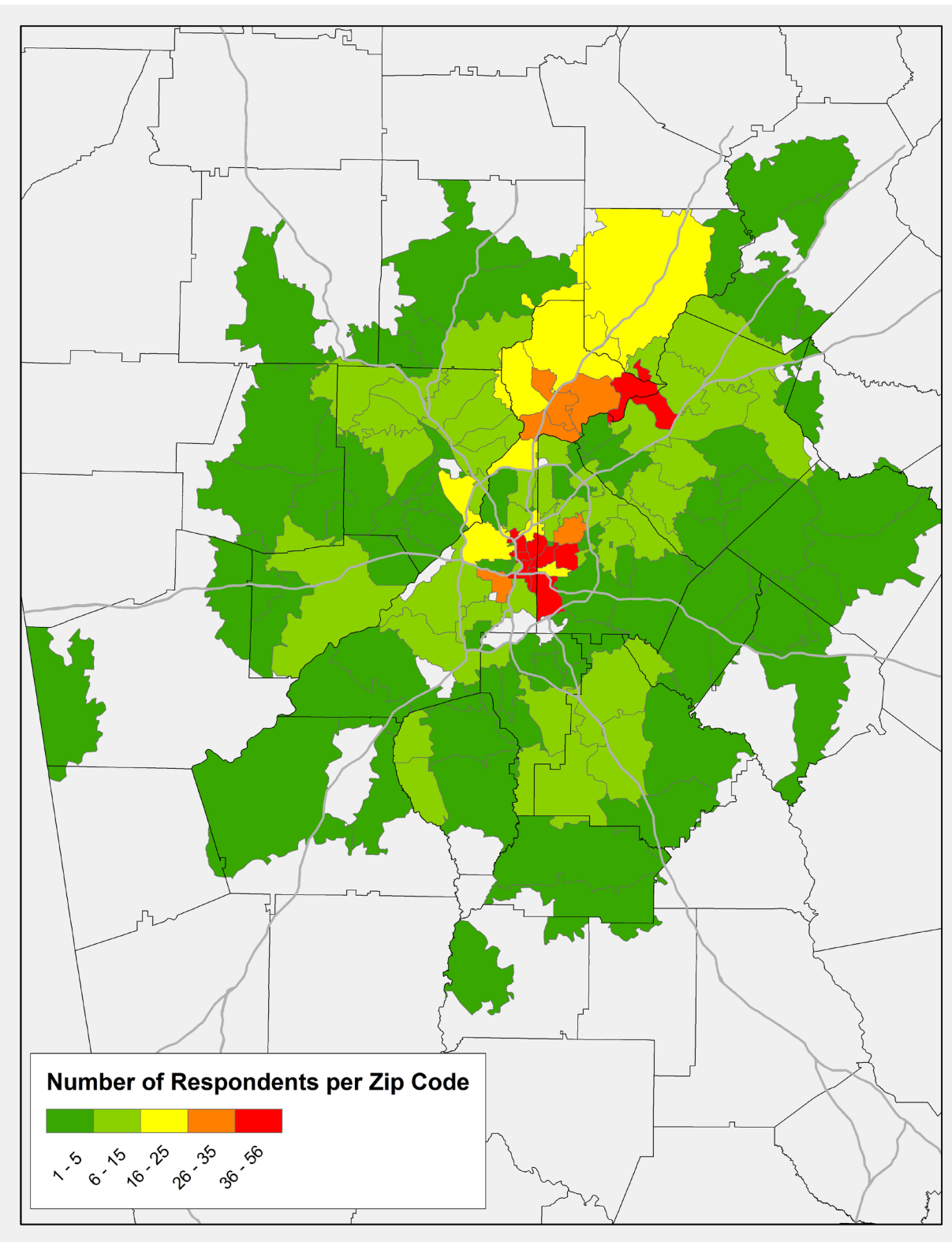
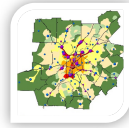




Figure 6: Moderate to High Levels of Support



**TRANSIT**  
**84%**



**GROWTH  
MANAGEMENT**  
**83%**



**ACTIVE  
MODES**  
**79%**



**MANAGED  
LANES**  
**58%**

Table 2: Levels of Support Reported for All Plan Components

|                | Number of Responses | Percent of Sample | Number of Responses      | Percent of Sample |
|----------------|---------------------|-------------------|--------------------------|-------------------|
|                | <b>Transit</b>      |                   | <b>Growth Management</b> |                   |
| <b>5 stars</b> | <b>656</b>          | <b>52%</b>        | <b>258</b>               | <b>19%</b>        |
| <b>4 stars</b> | <b>252</b>          | <b>20%</b>        | <b>512</b>               | <b>38%</b>        |
| <b>3 stars</b> | <b>170</b>          | <b>13%</b>        | <b>370</b>               | <b>27%</b>        |
| 2 stars        | 90                  | 7%                | 123                      | 9%                |
| 1 star         | 105                 | 8%                | 101                      | 7%                |
|                | <b>Active Modes</b> |                   | <b>Managed Lanes</b>     |                   |
| <b>5 stars</b> | <b>698</b>          | <b>55%</b>        | <b>214</b>               | <b>17%</b>        |
| <b>4 stars</b> | <b>174</b>          | <b>14%</b>        | <b>241</b>               | <b>19%</b>        |
| <b>3 stars</b> | <b>126</b>          | <b>10%</b>        | <b>256</b>               | <b>21%</b>        |
| 2 stars        | 50                  | 4%                | 162                      | 13%               |
| 1 stars        | 210                 | 17%               | 370                      | 30%               |



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## ADDITIONAL COMMENTS

For each of the four policy outlines that survey takers were asked to review, they were also given the opportunity to share additional comments.

### TRANSIT - 419 Comments

**48%** of comments were in support of further expansion of public transit in the region, beyond the plans outlined in the map provided, including requests for increased connections across the planned network and more transit both inside and outside the perimeter.

**15%** of comments expressed general approval of the public transit plans described.

**16%** of comments shared specific ideas for transit implementation or policies.

**11%** of comments were about other topics or the map design itself.

**9%** of comments were not in support of the transit plans or further transit expansion.

### GROWTH MANAGEMENT - 314 Comments

**37%** of comments were specific to the map design, proposing, for example, the addition of other regional centers or questions about how change over time is demonstrated.

**22%** of comments were in support of limiting further sprawl in the region and encouraging higher density in existing areas.

**19%** of comments were related to transit issues.

**20%** of comments were about other topics or specific policy or infrastructure ideas in various areas of the region.

**3%** of comments were in support of increased outward expansion of the city or against higher density development.

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## ACTIVE MODES - 288 Comments

**50%** of comments were in support of the bike and pedestrian vision presented.

**20%** of comments supported even further expansion of this vision, suggesting areas for further infrastructure construction and ideas for implementation.

**8%** of comments shared the opinion that bike and pedestrian infrastructure is primarily recreational and wouldn't decrease congestion, even though it is a good development.

**8%** of comments expressed general disapproval of the bike and pedestrian vision.

**3%** of comments stated that this vision was only suited to dense areas.

**11%** of comments were about other topics or the map design itself.

## MANAGED LANES - 367 Comments

**23%** of comments stated a general disapproval of focus on car travel and advocated for more emphasis on alternate modes.

**20%** of comments were in support of the managed lane plans described.

**11%** of comments pushed for even further growth of managed lane systems or increased rules for the lanes.

**20%** of comments supported HOV lanes but not HOT lanes, including concerns about the equity of HOT lanes.

**12%** of comments did not support the managed lane plans provided.

**6%** of comments offered specific ideas for the managed lane implementation.

**8%** of comments were about other topics or the map design itself.