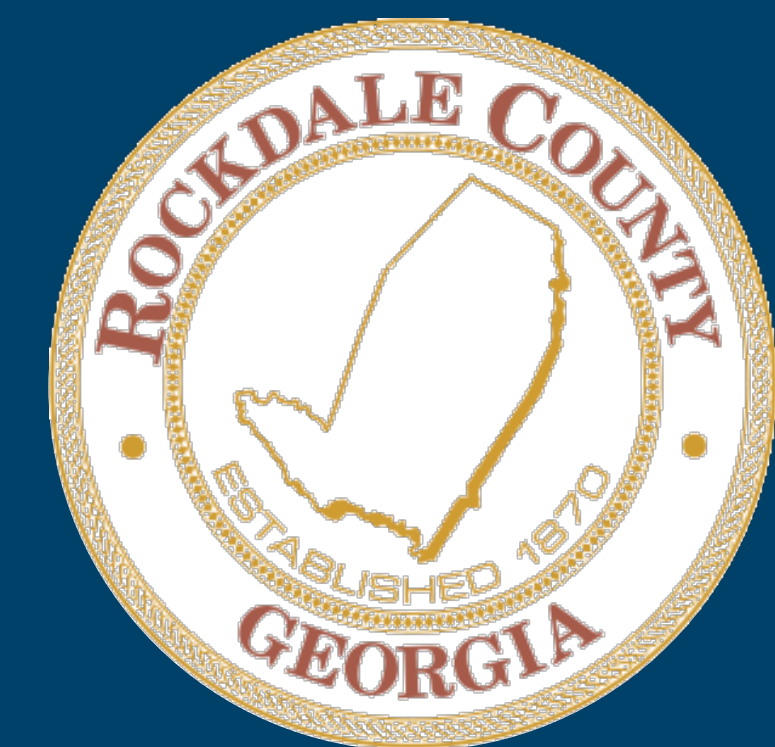


WELCOME

ROCKDALE

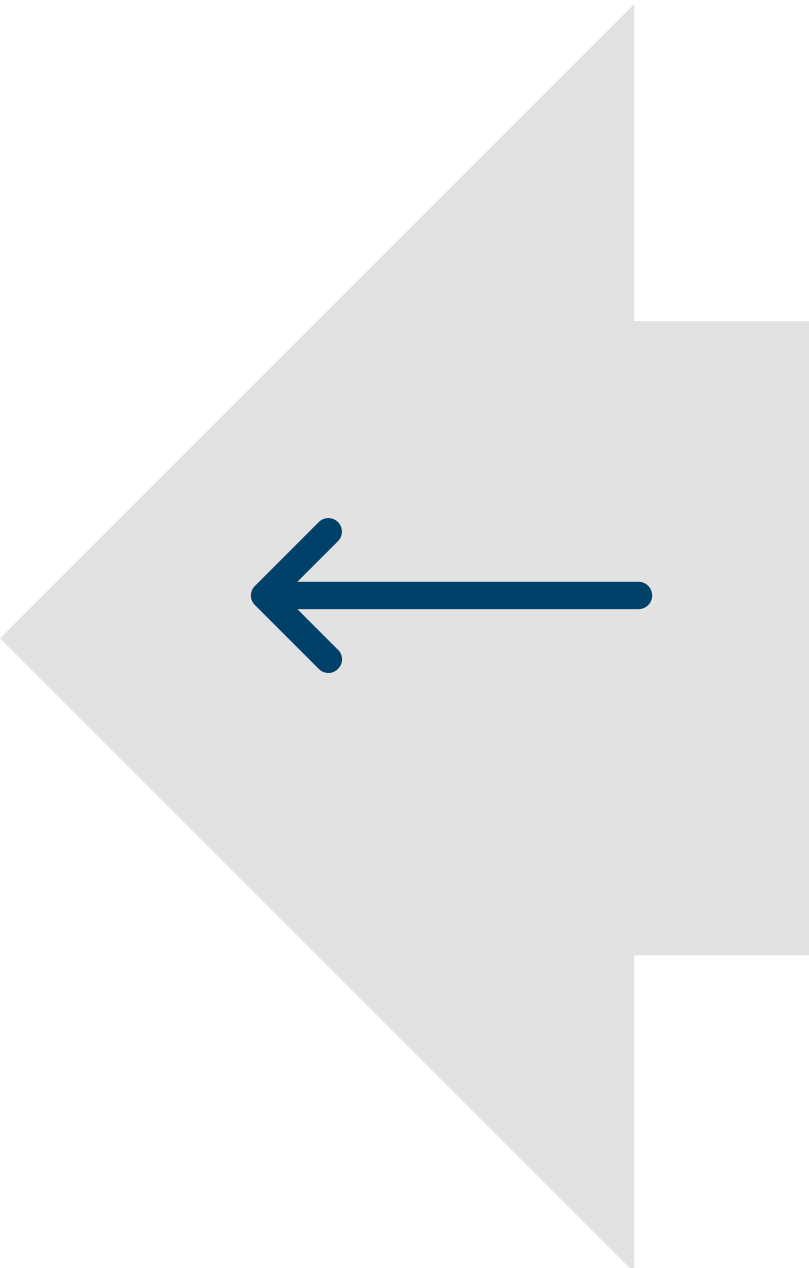
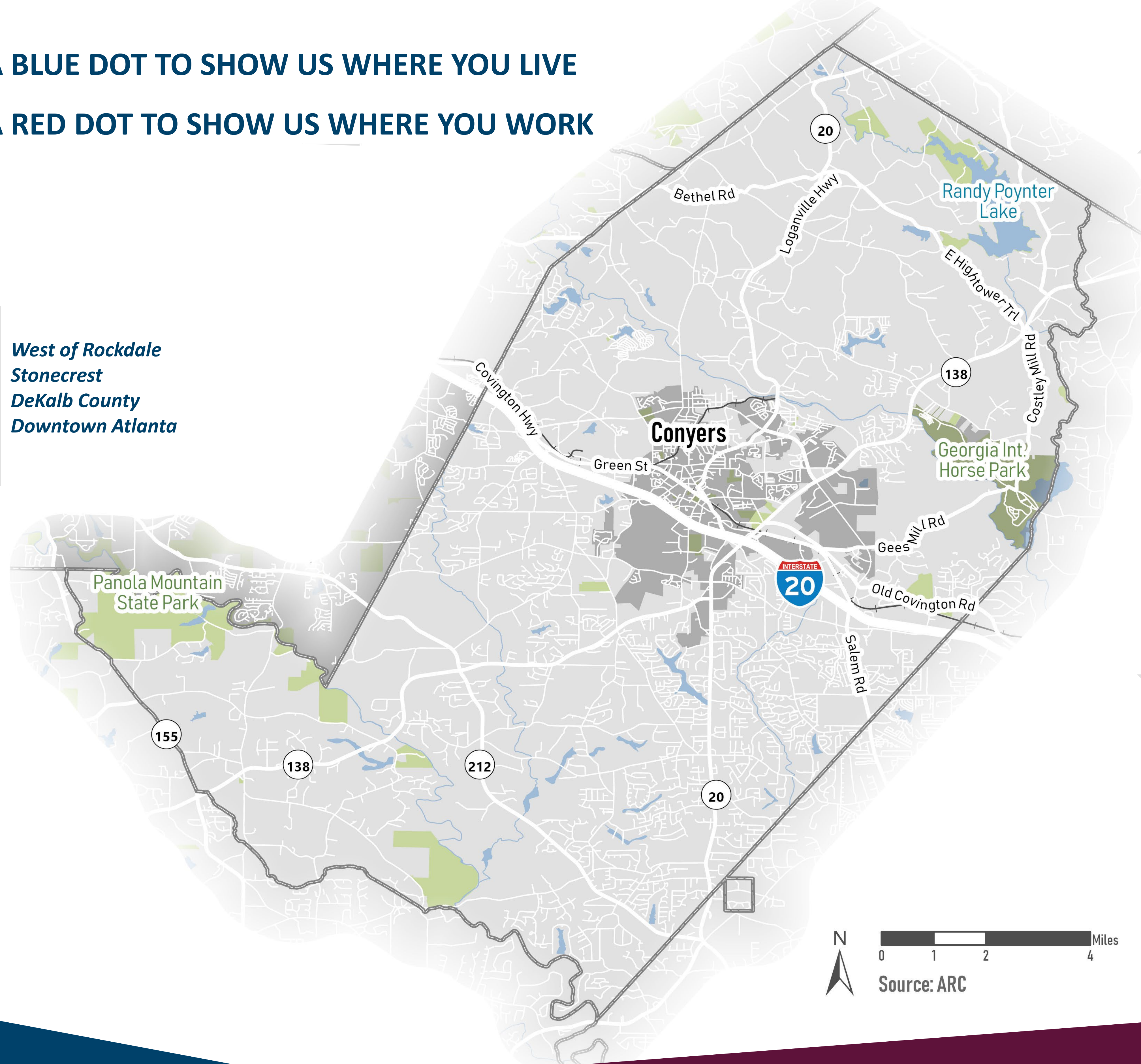
Transit Development Plan



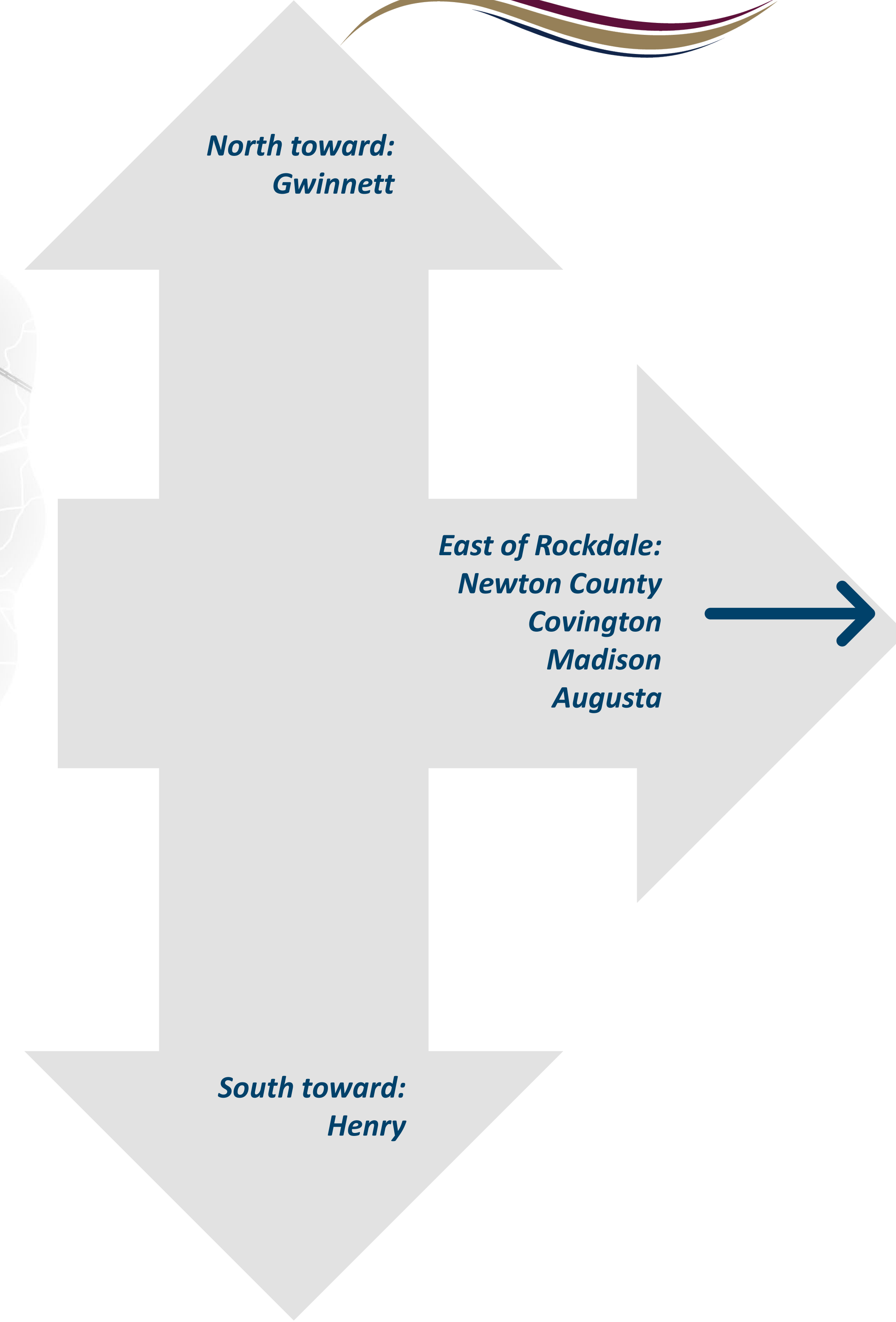
TELL US ABOUT YOURSELF

USE A BLUE DOT TO SHOW US WHERE YOU LIVE

USE A RED DOT TO SHOW US WHERE YOU WORK



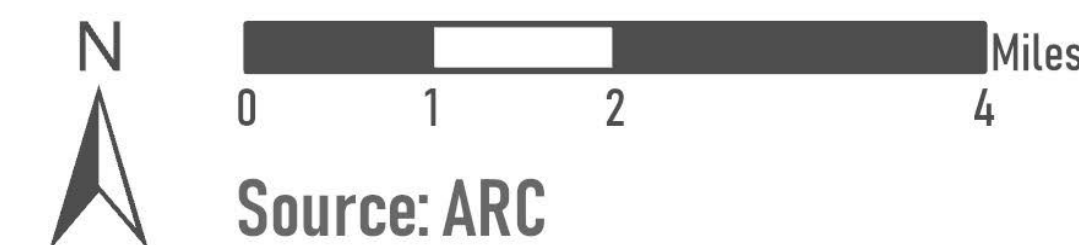
West of Rockdale
Stonecrest
DeKalb County
Downtown Atlanta



North toward:
Gwinnett

East of Rockdale:
Newton County
Covington
Madison
Augusta

South toward:
Henry



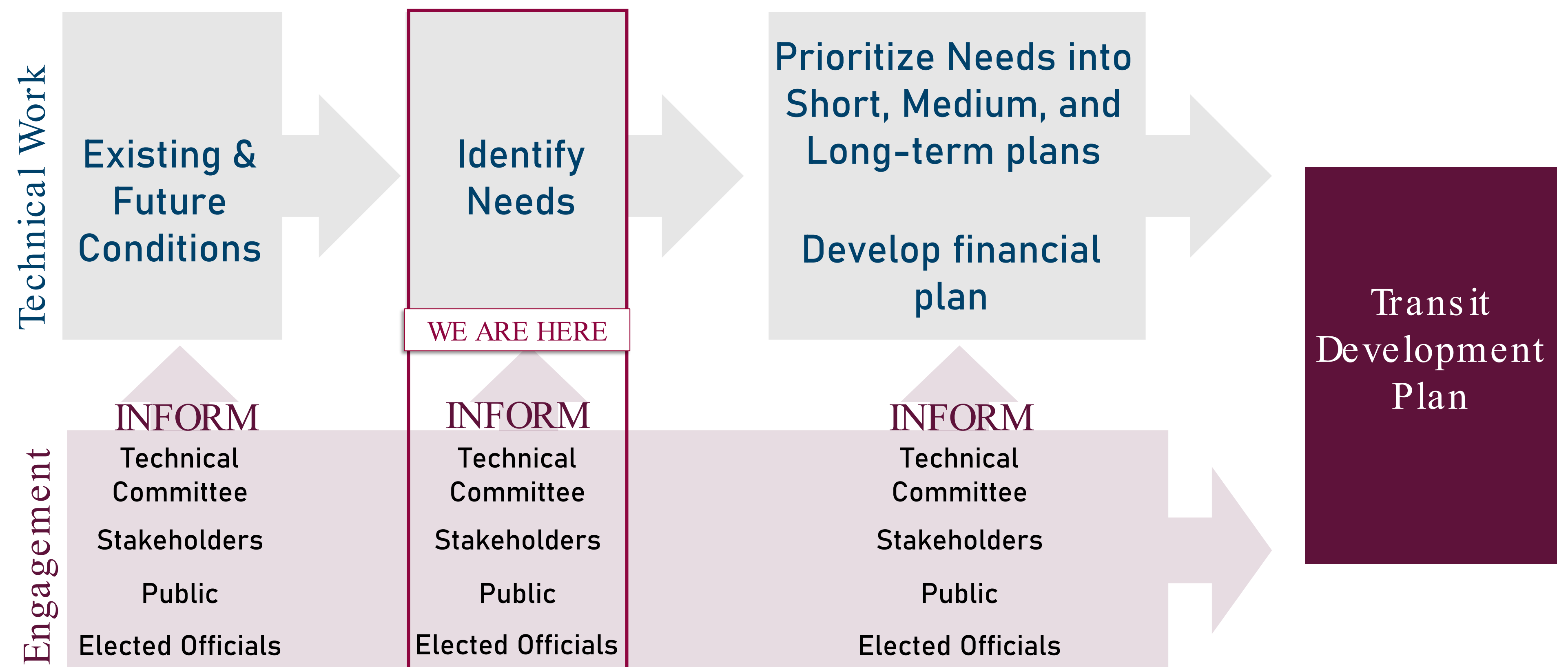
Source: ARC

TRANSIT DEVELOPMENT PLAN

PURPOSE



STUDY PROCESS



WHAT WE'VE HEARD SO FAR

So far, the engagement process has included stakeholder interviews with representatives from:

- ▶ ROCKDALE COUNTY
- ▶ CITY OF CONYERS
- ▶ ATLANTA REGION TRANSIT LINK AUTHORITY (ATL)
- ▶ AND MORE!

Important to make connections to surrounding counties, such as Newton, in addition to the metro region core

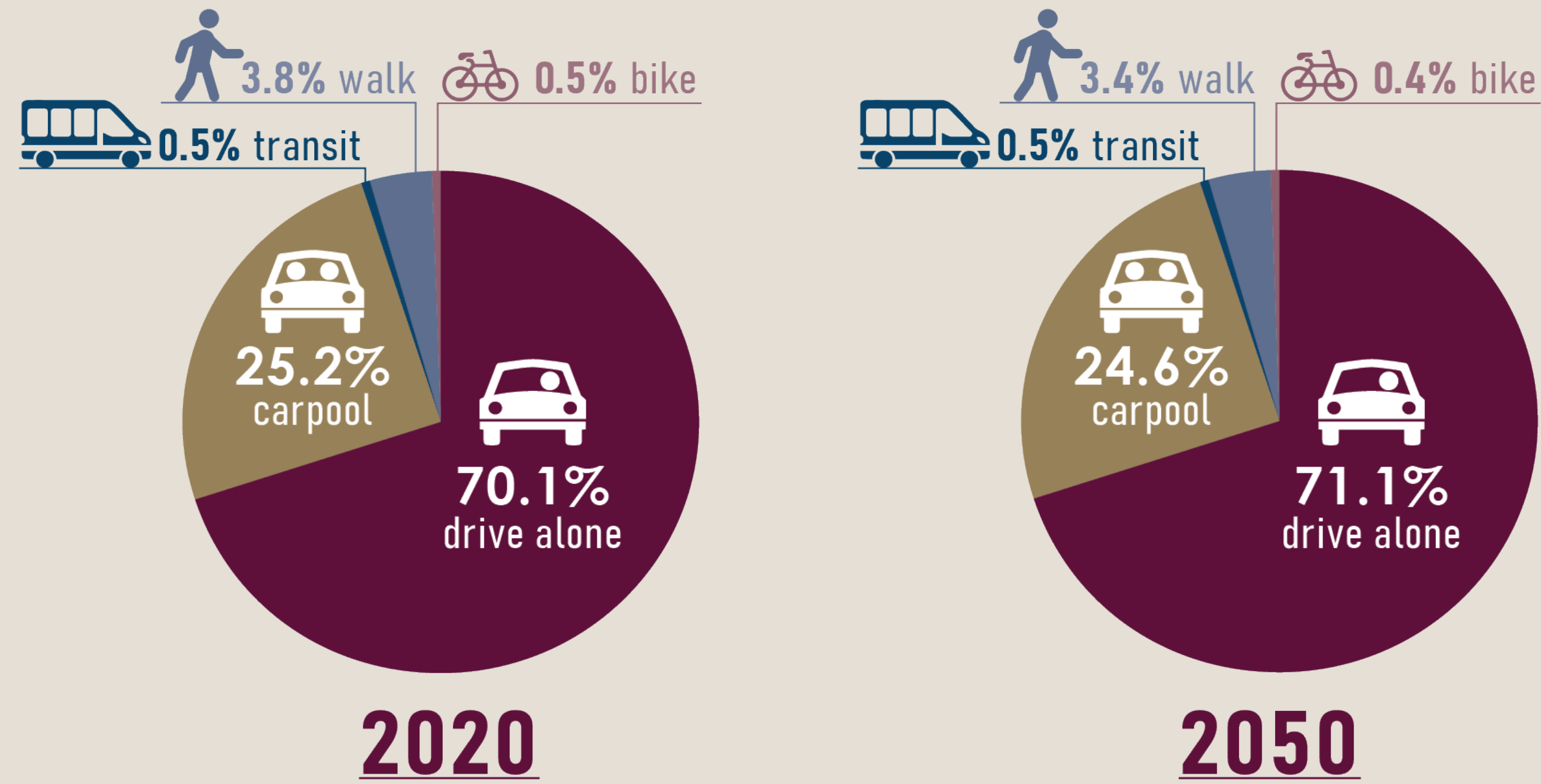
Safe and accessible transportation options for seniors and zero-vehicle households to complete daily errands

Desire to provide transportation alternatives that can also alleviate congestion, especially near Conyers and I-20



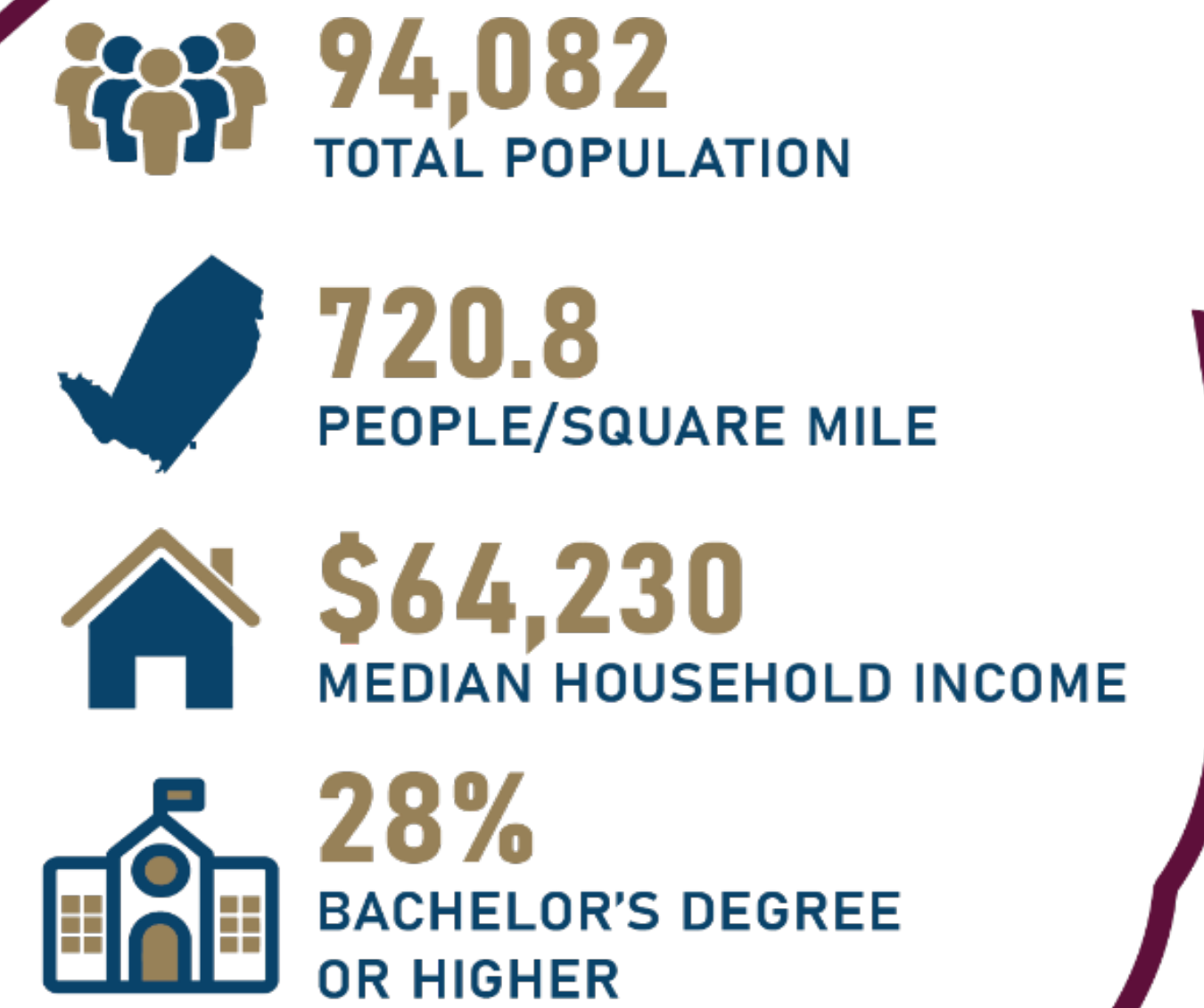
EXISTING CONDITIONS

TRANSPORTATION MODE SPLIT

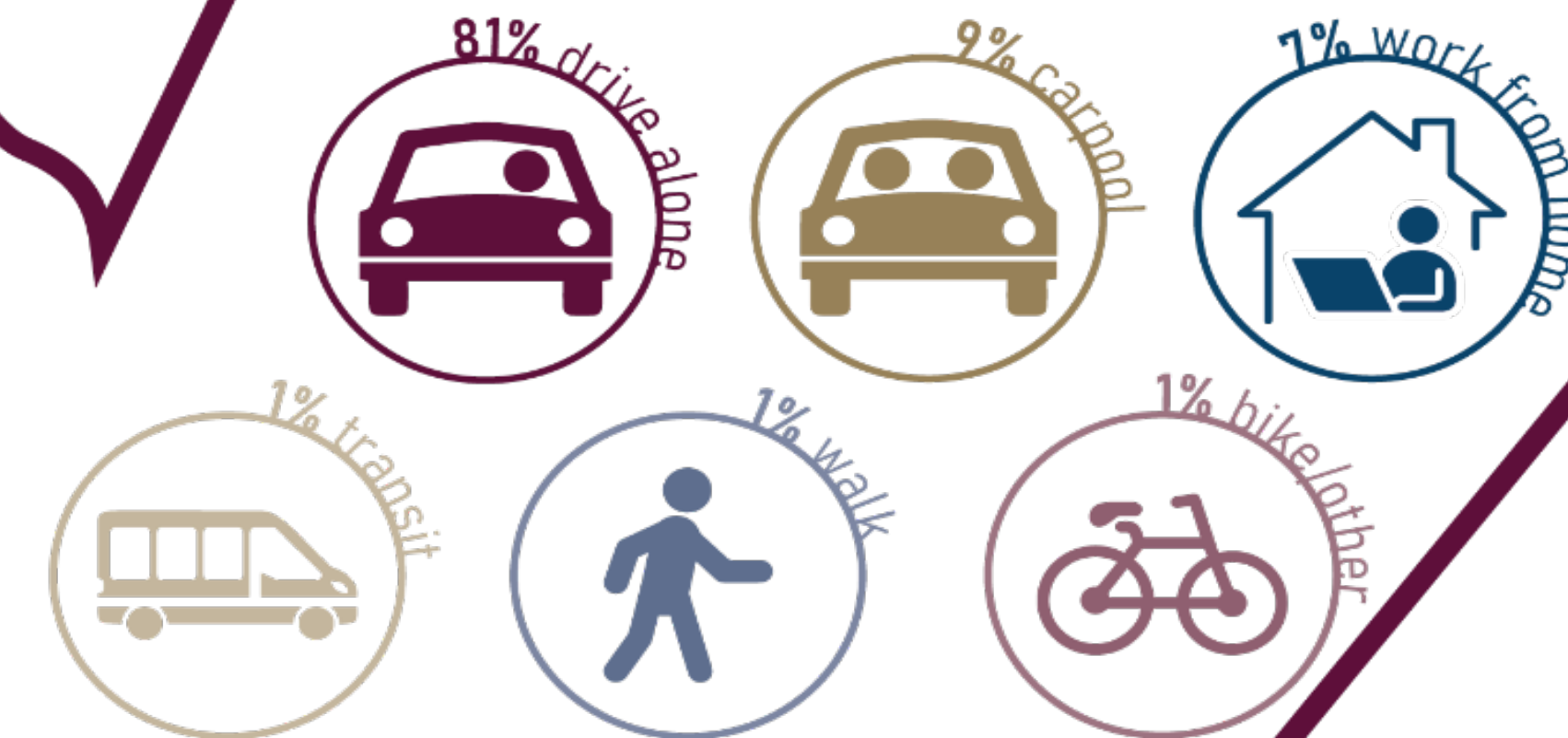


Mode split reflects the composition of all trips to, from, and within Rockdale County. 95% of trips in 2020 were made by car and if significant investments to transit services are not made by Rockdale County the Atlanta Regional Commission (ARC) predicts that this trend will continue in 2050.

ROCKDALE BY THE NUMBERS



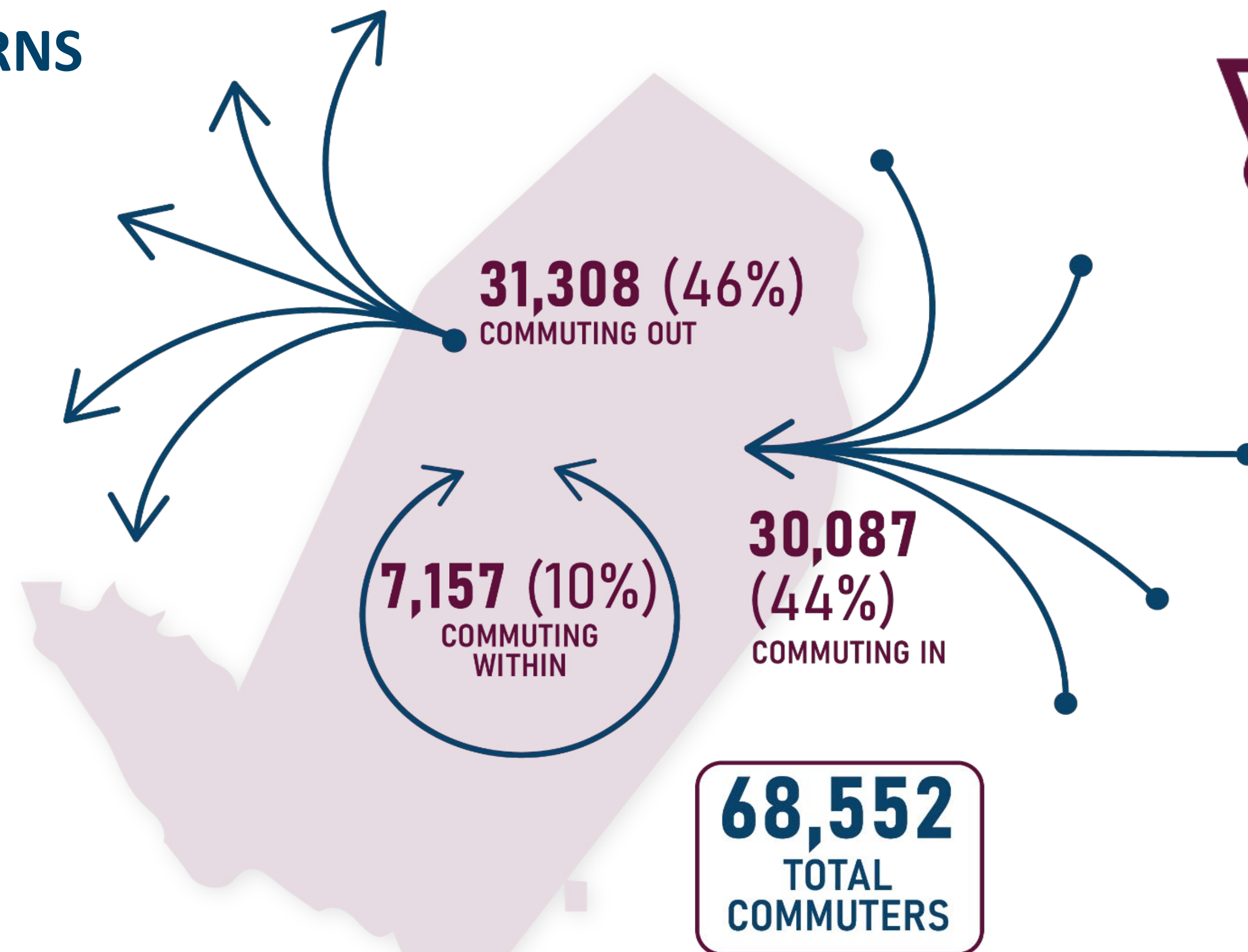
HOW ROCKDALE COMMUTERS GET TO WORK:



33.8 Minutes
Median Commute Time

COMMUTING PATTERNS

The commuting patterns into and out of the county are closely split (44% and 46%, respectively), with only 10% of residents commuting to work in the county.



THE CONNECTION BETWEEN LAND USE AND TRANSIT

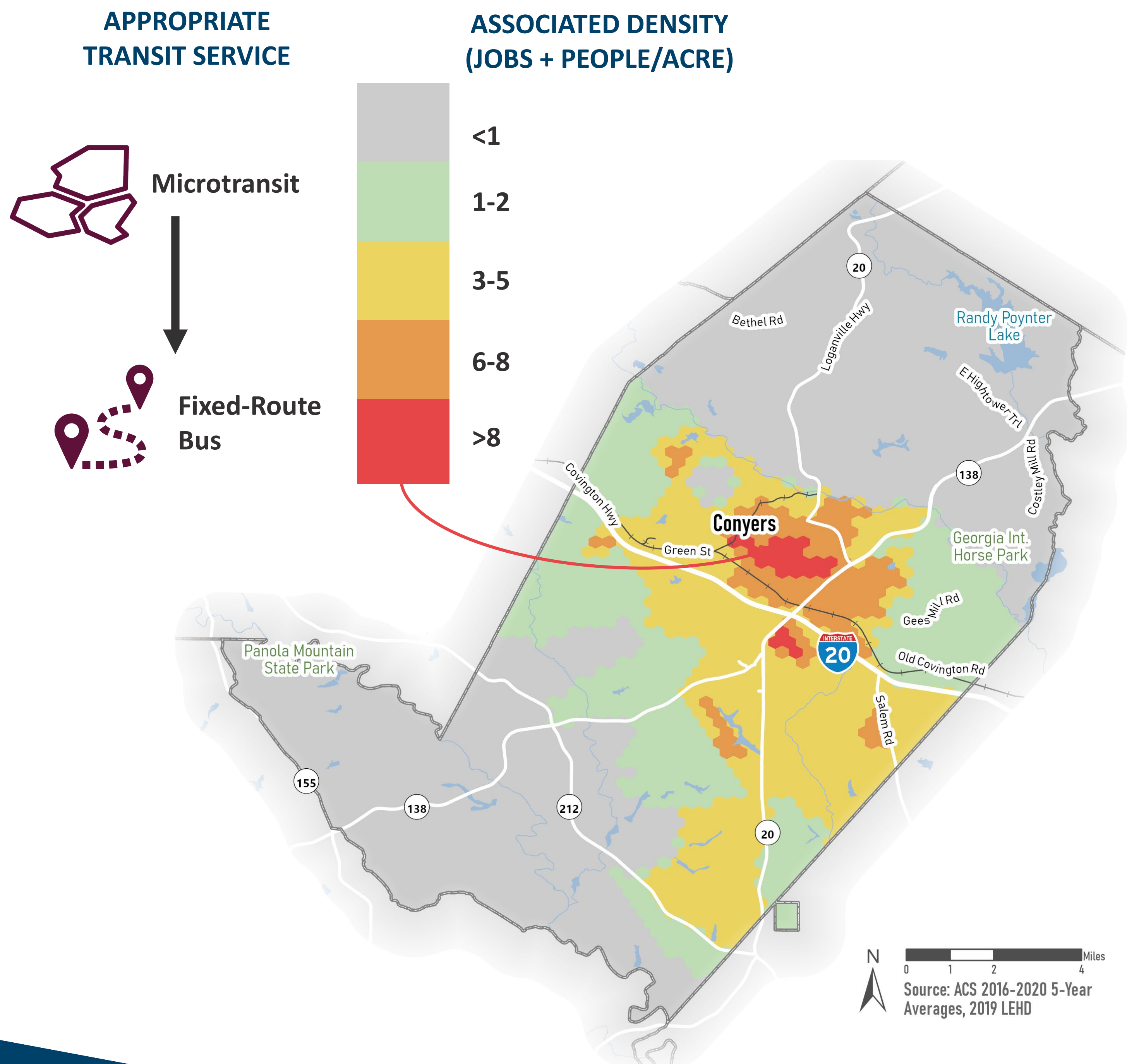
TRANSIT POTENTIAL

The more riders, the more successful the transit. Areas with more homes and businesses produce and attract more riders. So, transit planners look at existing and projected population and employment densities to identify areas where transit service could thrive.

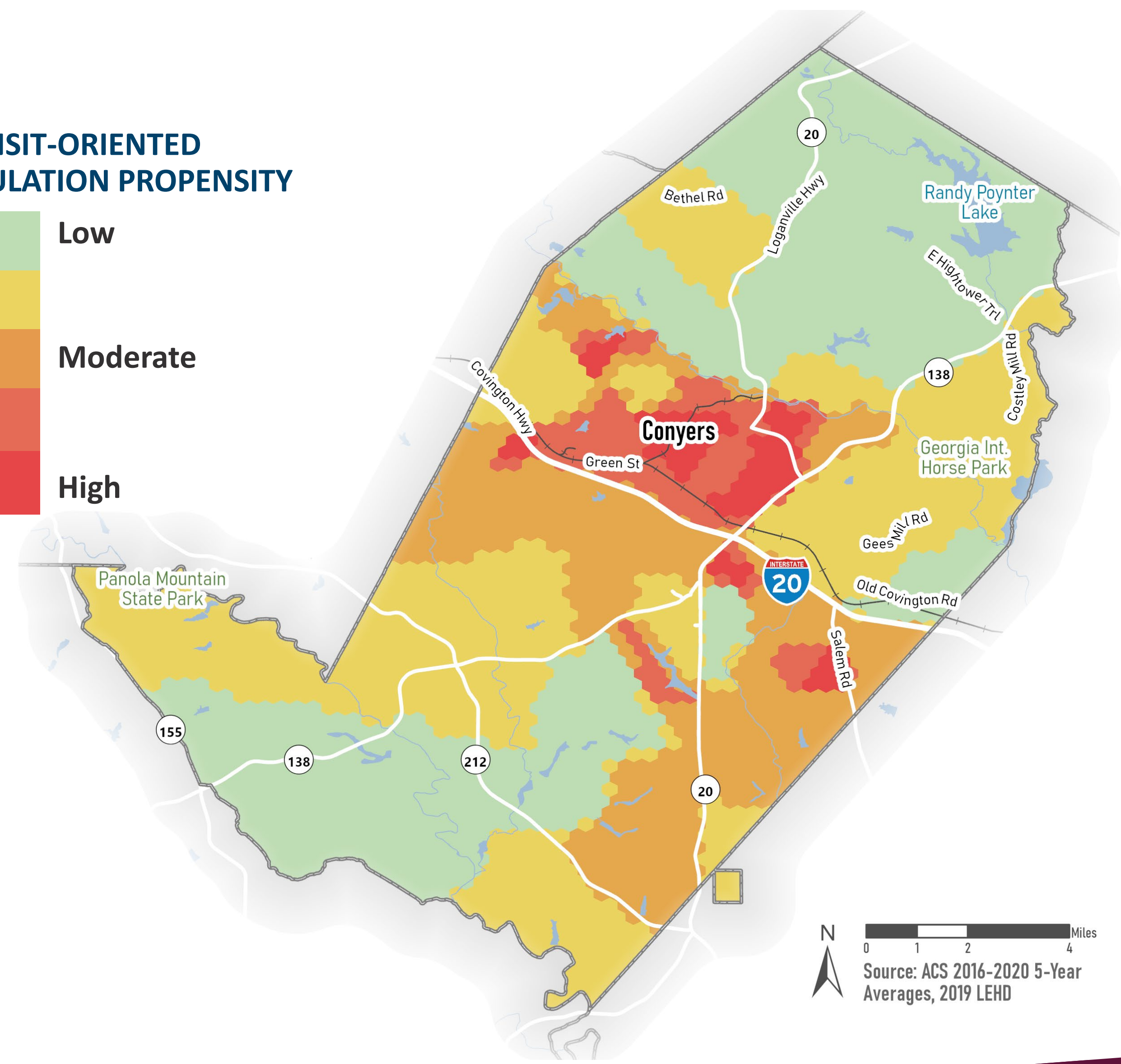
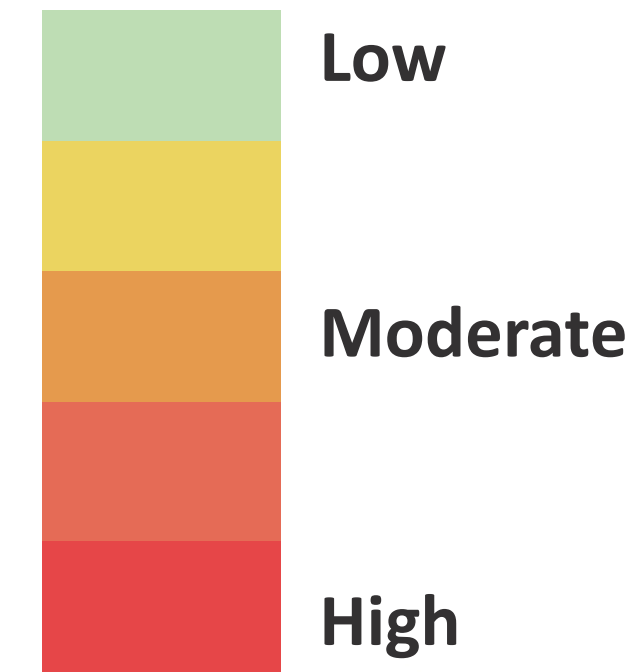
DEMOGRAPHIC NEED

Certain population subgroups – such as zero car households - have a higher propensity to use transit service than the general population. Several of these characteristics were compiled to identify the areas where transit could be most needed in Rockdale County.

Rockdale's greatest potential and propensity for transit service lies within the City of Conyers and along the I-20, SR-20, and the Salem Road corridors.



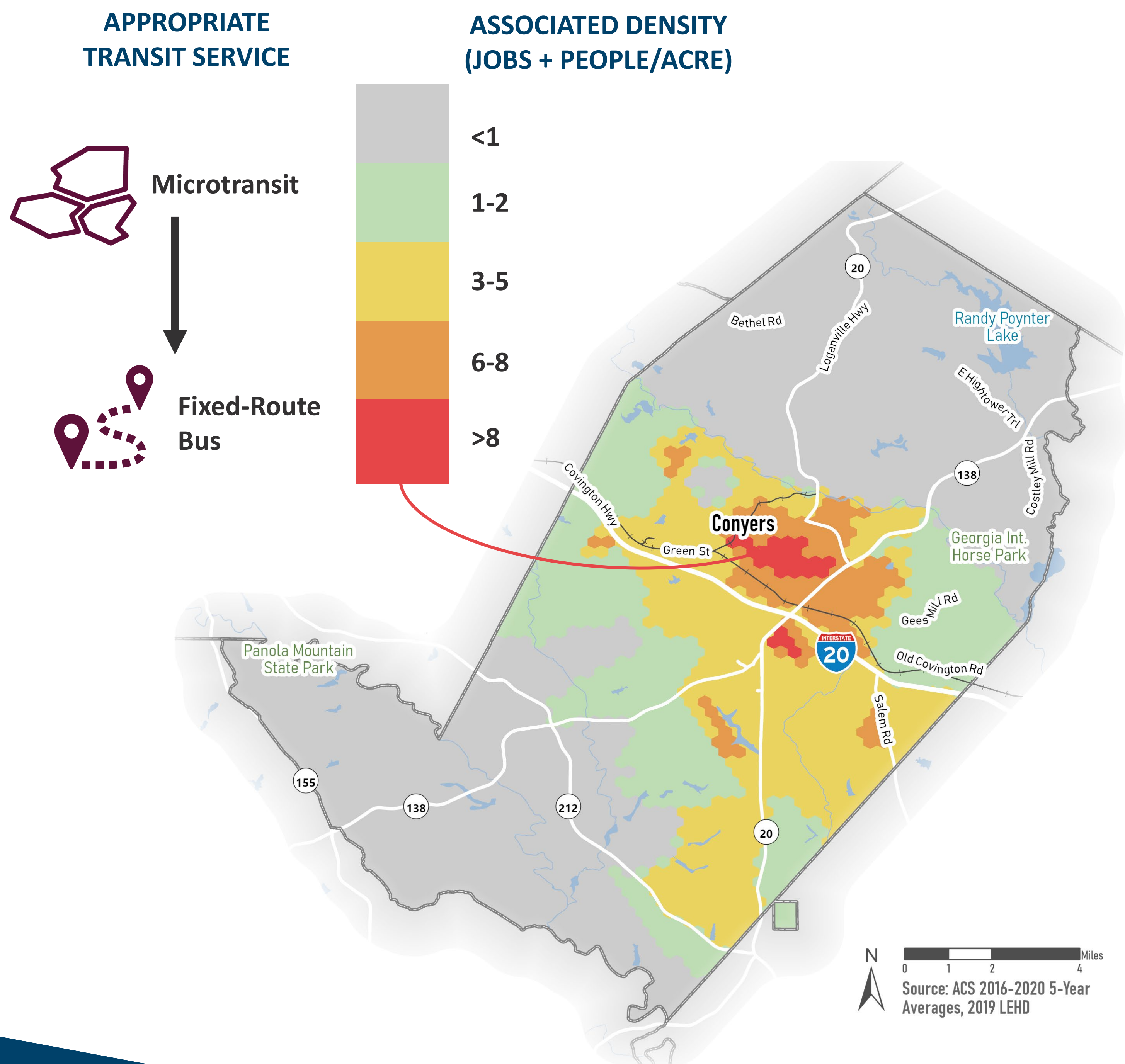
TRANSIT-ORIENTED POPULATION PROPENSITY



THE CONNECTION BETWEEN LAND USE AND TRANSIT

TRANSIT-SUPPORTIVE DENSITY

The more riders, the more successful the transit. Areas with more homes and businesses produce and attract more riders. So, transit planners look at existing and projected population and employment densities to identify areas where transit service could thrive.

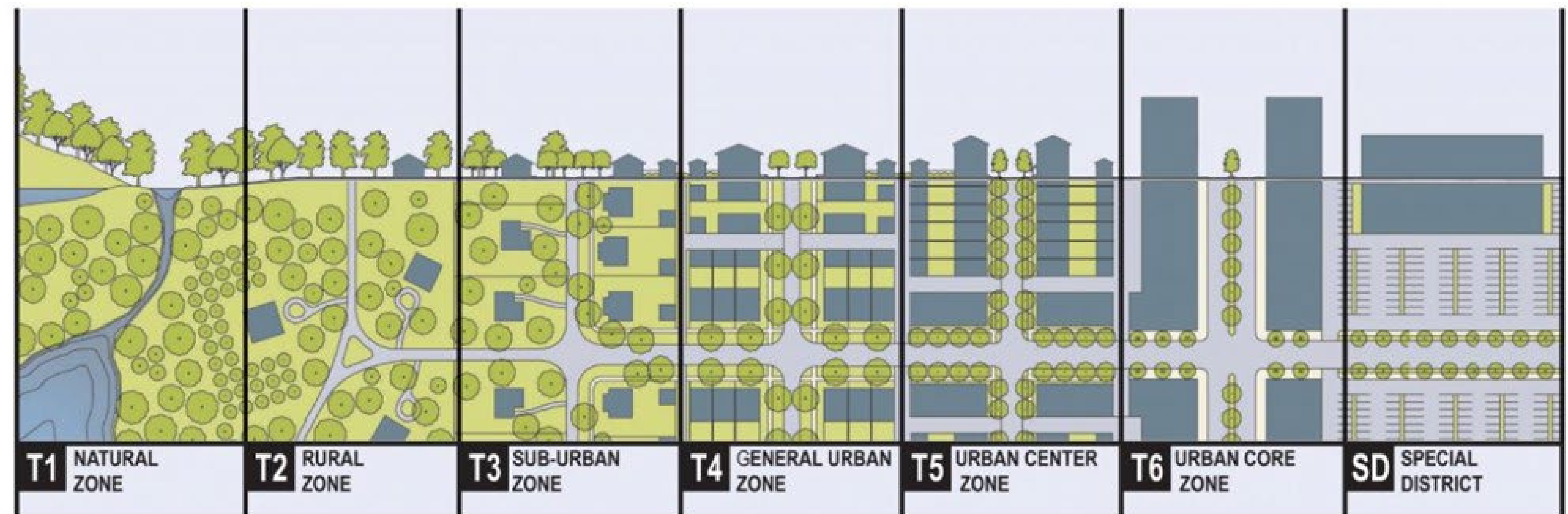


MATCHING LAND USE WITH TRANSIT SERVICES

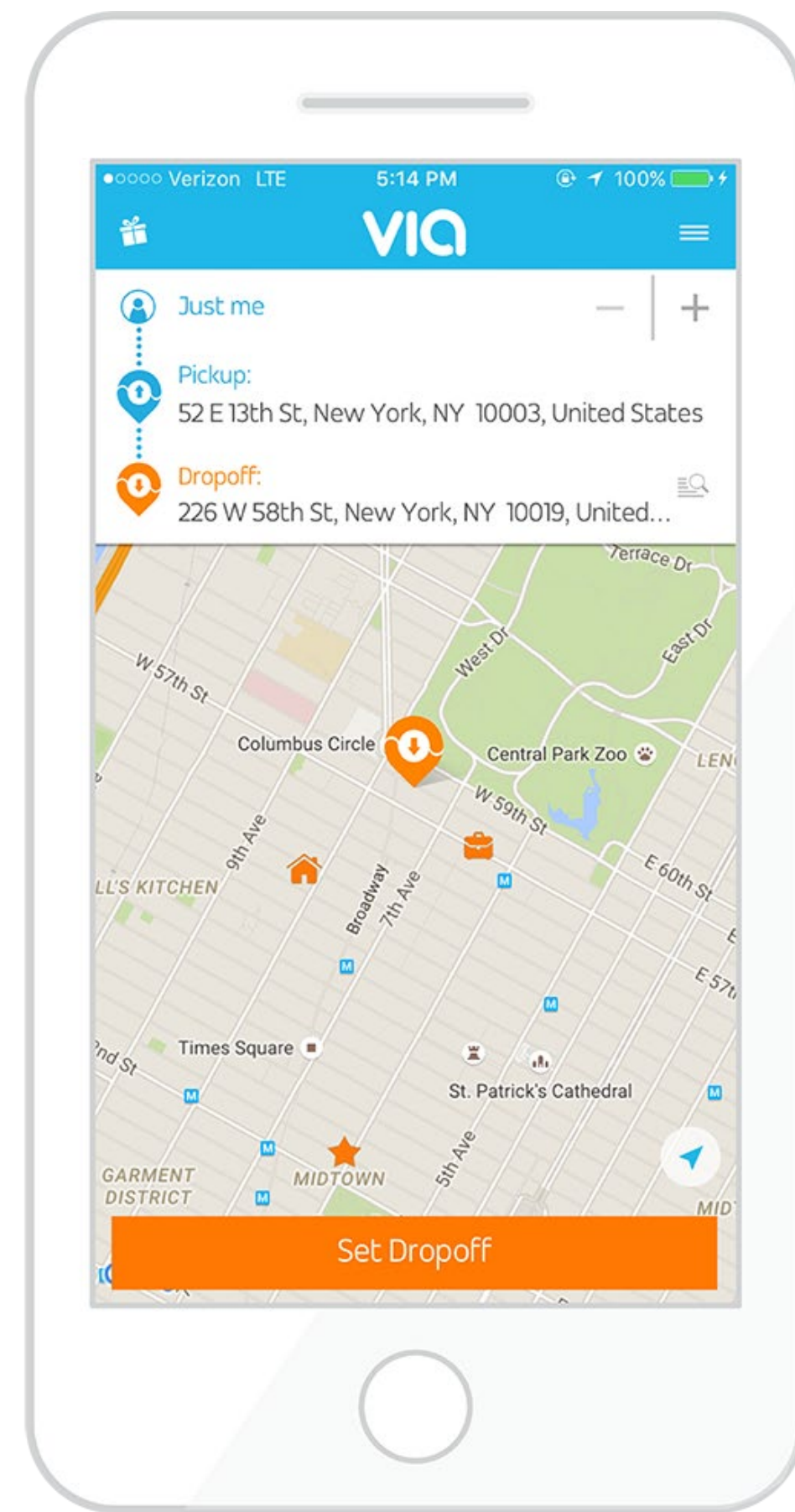
A community's land use density and development patterns also indicate what *kinds* of transit would best serve it.

In large cities, the investment of money and time in planning for and constructing high-capacity transit (think subways, or the MARTA train system), is necessary for the large number of people trying to get into, out of, and around very dense urban areas.

Smaller cities or towns can be served by fixed route bus, a circulator shuttle, or demand-response service using a smaller vehicle.



A NEW OPTION: MICROTRANSIT



Microtransit provides on-demand transit service to the general public using app-enabled trip request and fare payment functions. Riders use an app to request a curb-to-curb ride, allowing for flexible operations in less dense areas. Several peer transit systems across the state have successfully implemented Microtransit.

CITY OF VALDOSTA



- ▶ Provided a new form of transit where none existed
- ▶ Now serves 250-300 daily riders
- ▶ **Looking ahead:** additional grants, vehicle wraps, and in-vehicle advertising to fund system expansion

GAINESVILLE-HALL COUNTY



- ▶ Replaced fixed-route local bus and Dial-a-Ride service
- ▶ Since launch, over 4,500 new service accounts created (previously only 500)
- ▶ Agency costs per-rider have been 50% less than Dial-a-Ride and 20% less than fixed-route local bus service

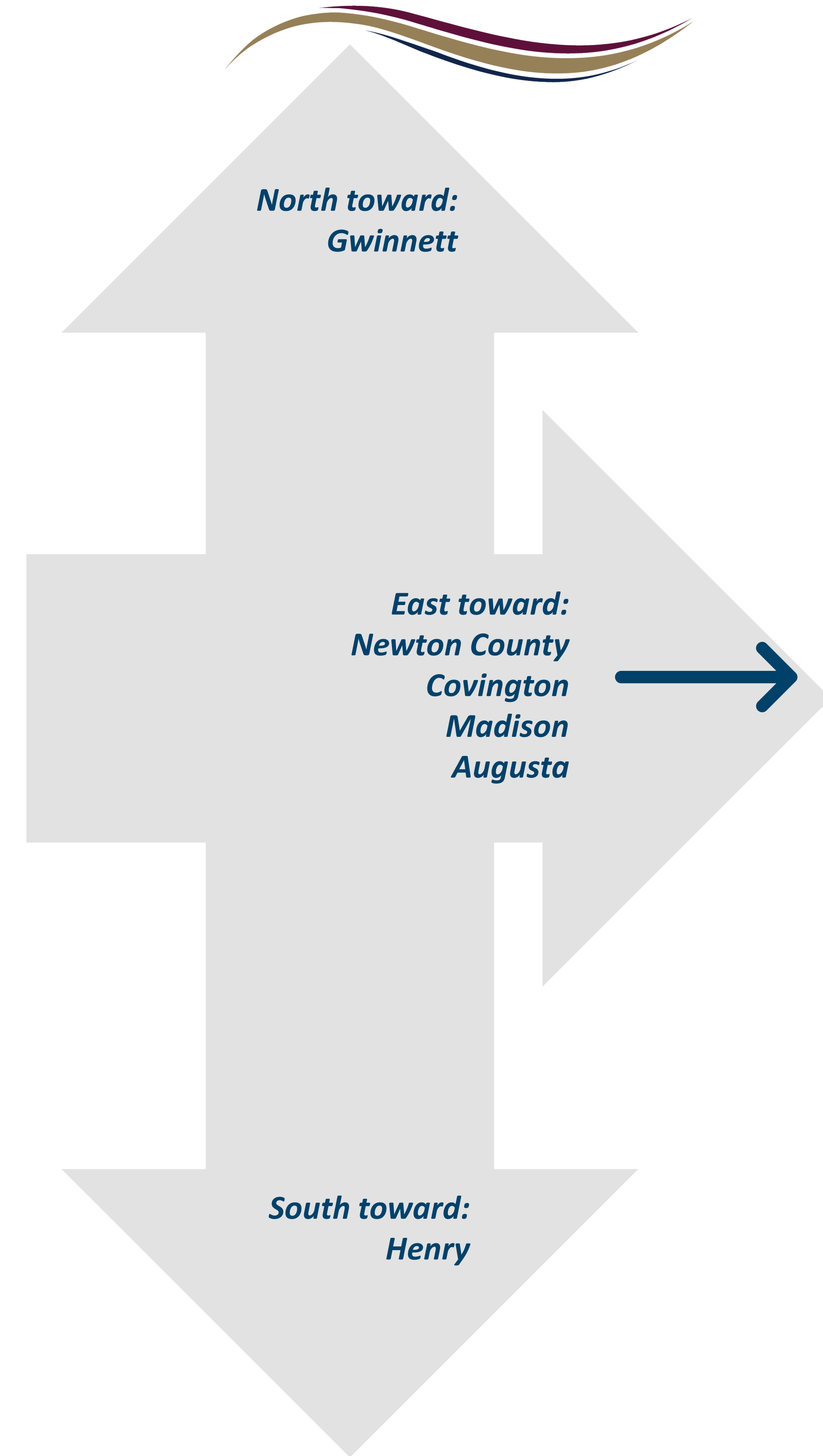
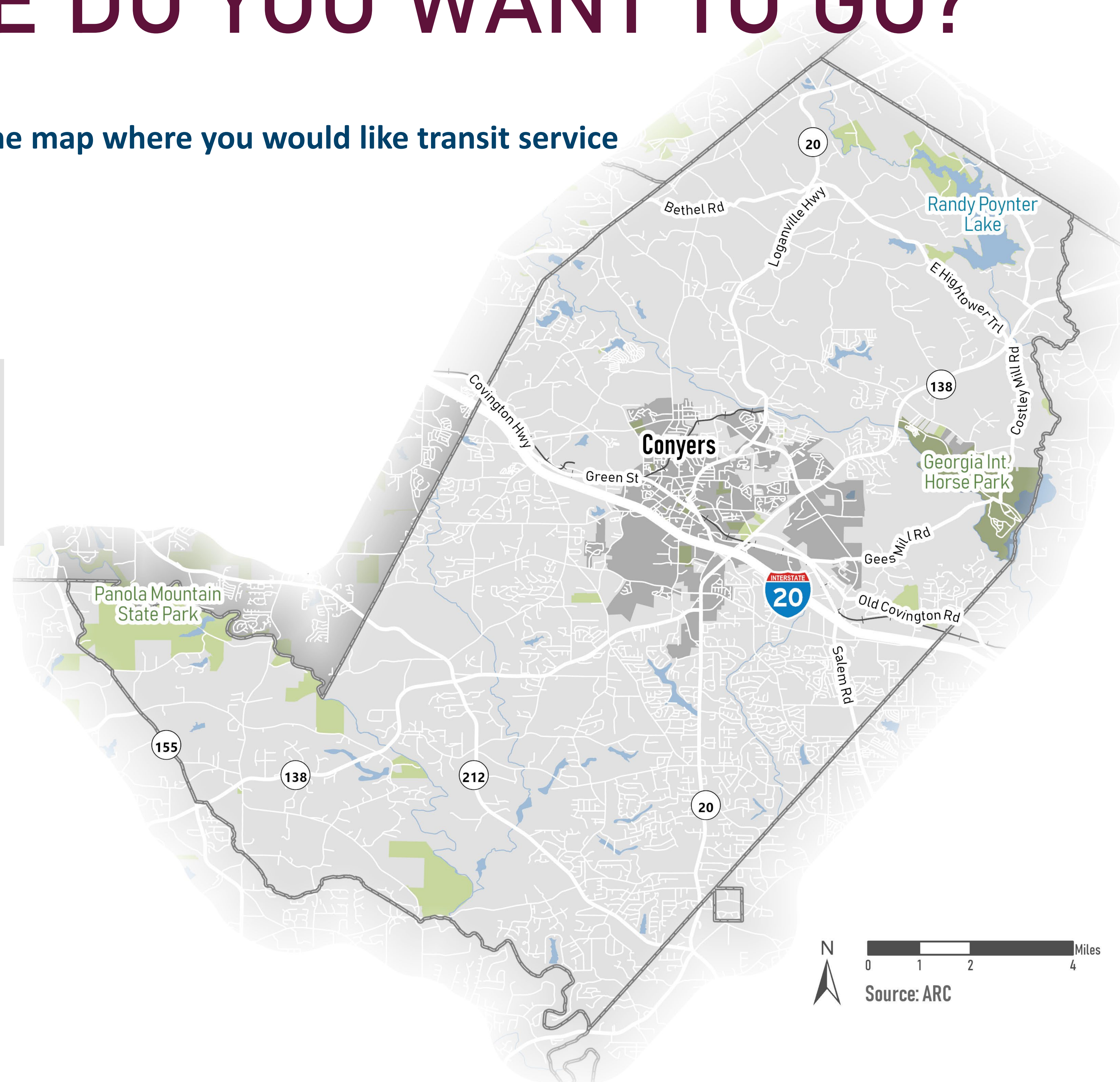
SNELLVILLE



- ▶ Pilot was very successful with an average of 344 riders each day in the 17 square mile service area
- ▶ Gwinnett introducing permanent microtransit service in August 2023 as soon as vehicles are delivered

WHERE DO YOU WANT TO GO?

Indicate on the map where you would like transit service



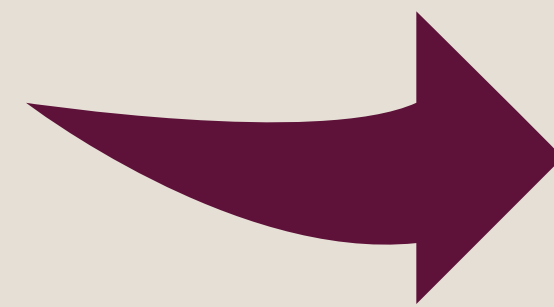
N
0 1 2 4 Miles
Source: ARC

CONNECT WITH US

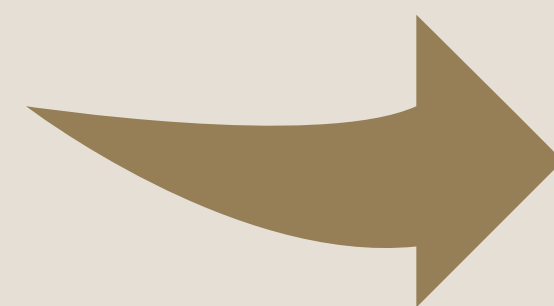
TRANSIT SURVEY

Your feedback is important to us. Before you go, please scan the QR code and take our survey!

Scan here to take our survey in English



Scan here to take our survey in Spanish



STAY ENGAGED

<https://www.rockdalecountyt dp.com>

- ▶ Visit the project website at www.RockdaleCountyTDP.com
- ▶ Take the [Survey](#) (available in English or Spanish!)
- ▶ [Subscribe](#) to the TDP emails
- ▶ Come to future events and [provide feedback!](#)