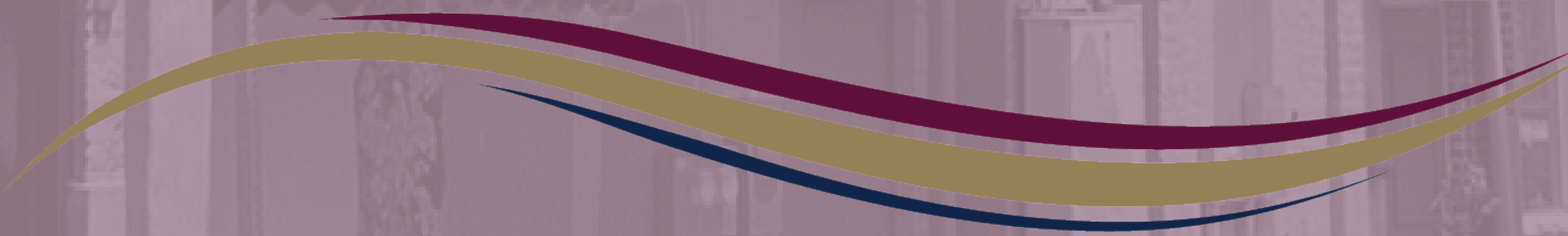


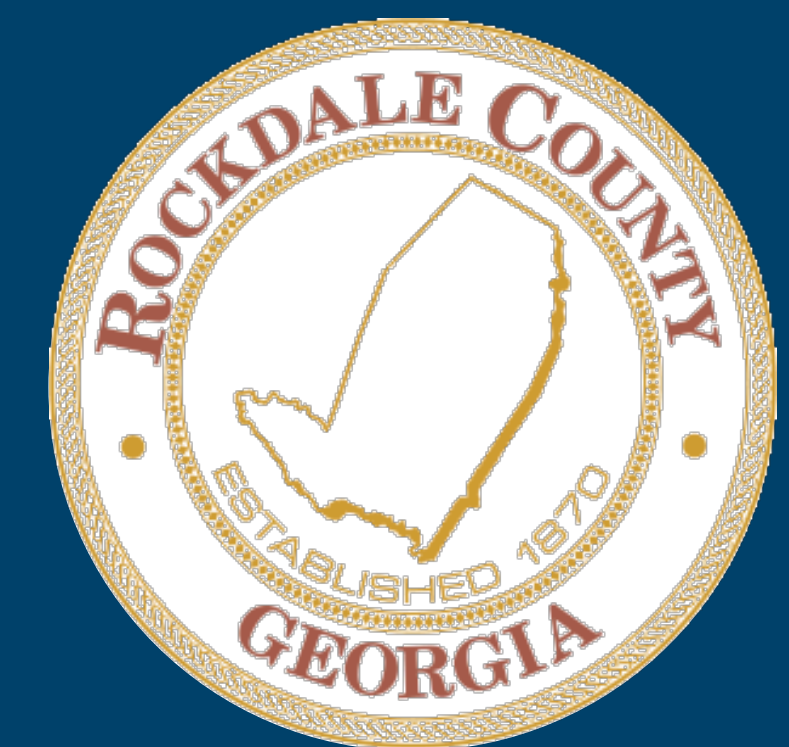
WELCOME

ROCKDALE

Transit Development Plan



Scan the QR code or visit our
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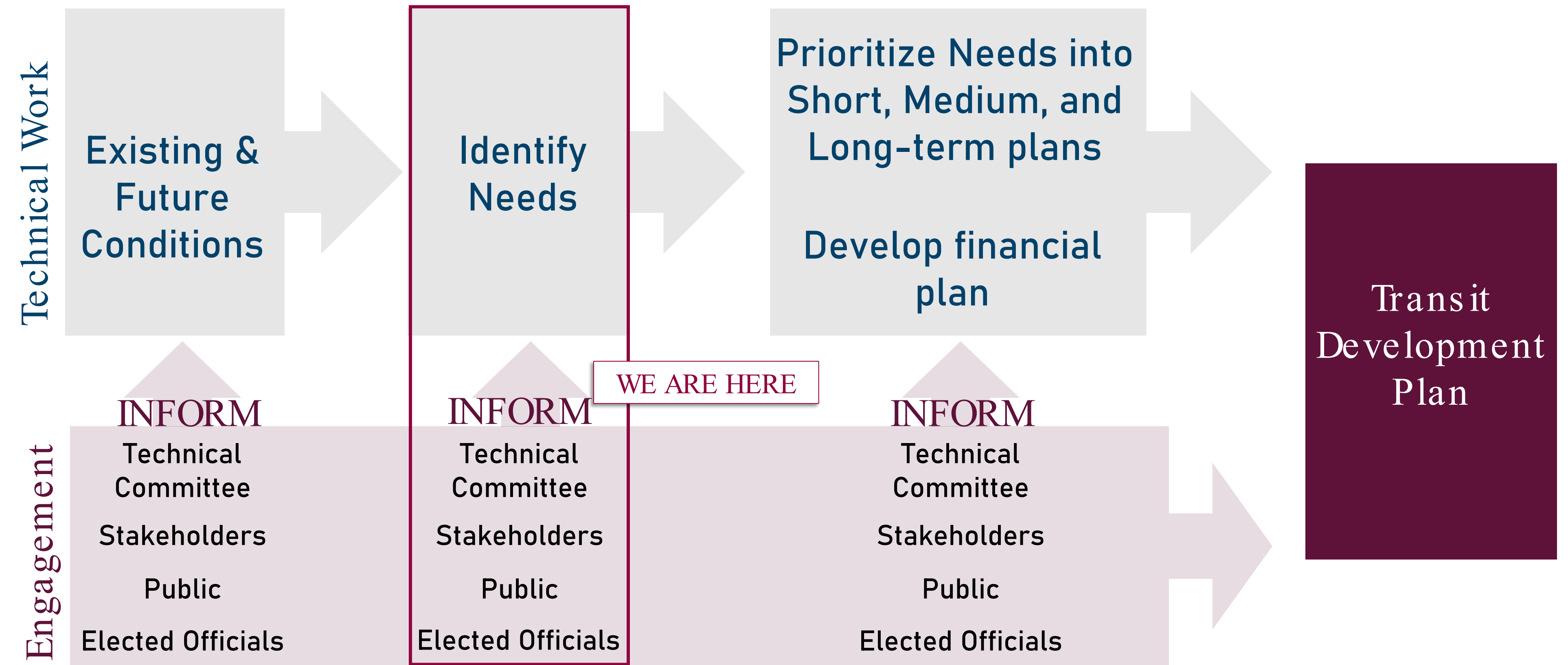


TRANSIT DEVELOPMENT PLAN

PURPOSE



STUDY PROCESS



SURVEY RESULTS (as of May 16, 2023)



147 Digital Surveys



200+ Paper Surveys



Most Survey Respondents:

- ▶ 50 years or older
- ▶ Get around with a personal vehicle
- ▶ Do not use existing transit
- ▶ Live in zip code 30094 (36%) or 30012 (31%)
- ▶ Do not work in Rockdale County (59%)



Most think the purpose of transit should be:

- ▶ **68%:** Get seniors and people with disabilities to places they need to go
- ▶ **62%:** Get people who don't have access to a car to places they need to go



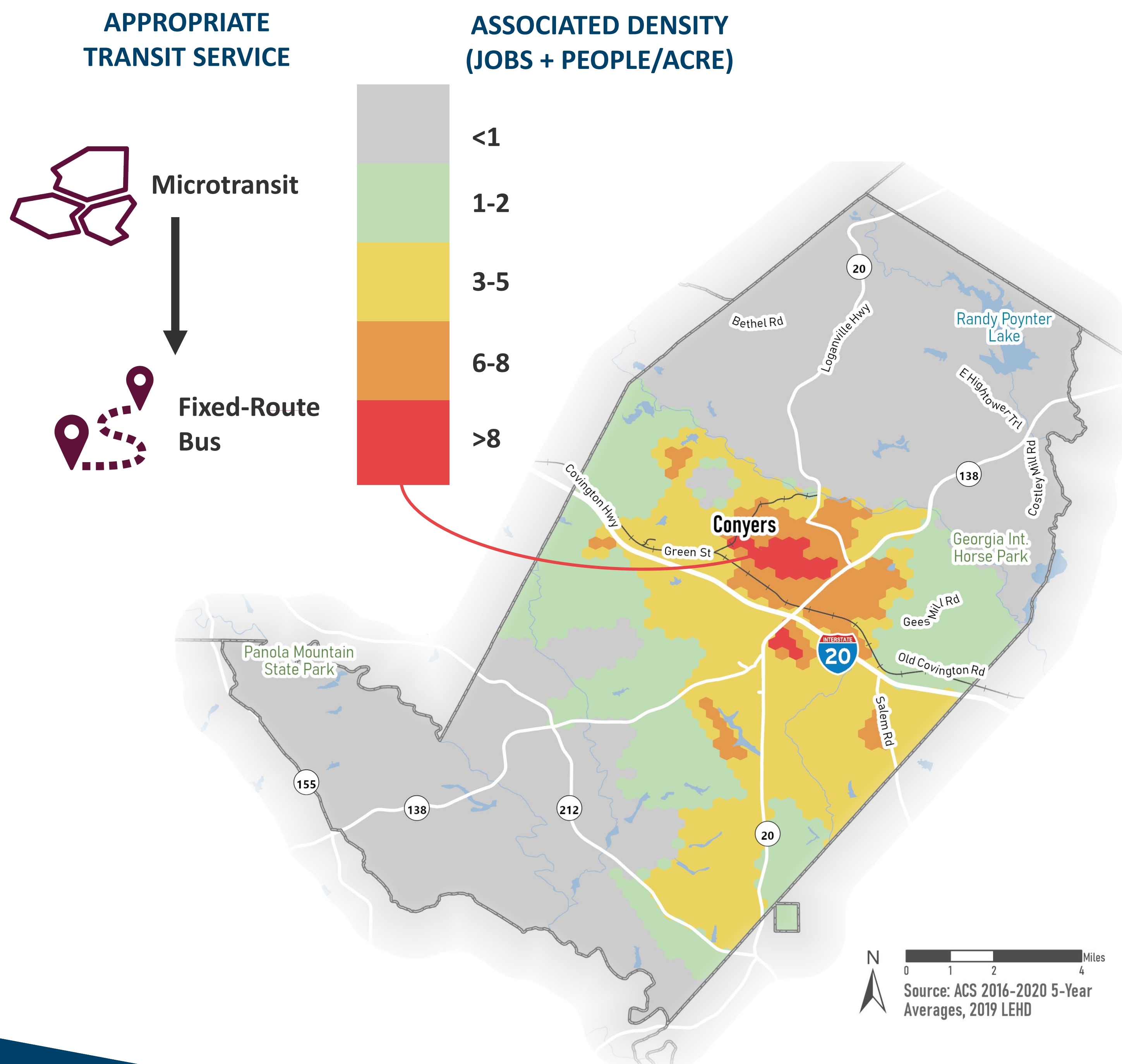
Where do people want to take transit?

- ▶ Airport (56%)
- ▶ Downtown, Midtown, and Buckhead Atlanta (55%)
- ▶ More destinations within the County (48%)

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.

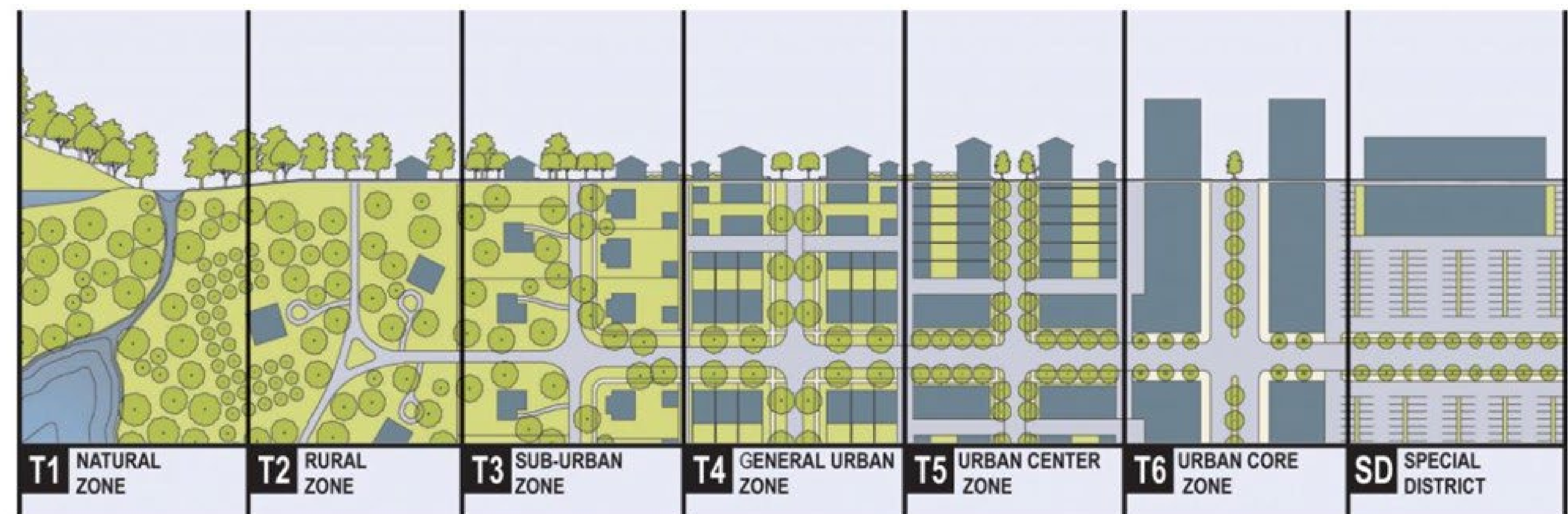


MATCHING LAND USE WITH TRANSIT SERVICES

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.



WHERE ARE PEOPLE GOING?

ROCKDALE COUNTY POINTS OF INTEREST

Use a dot to tell us where else in the county you travel on a daily basis or where you would like to go. Indicate with a post-it note if the destination is outside Rockdale.

MAJOR TRAVEL CORRIDORS + LOCAL DESTINATIONS

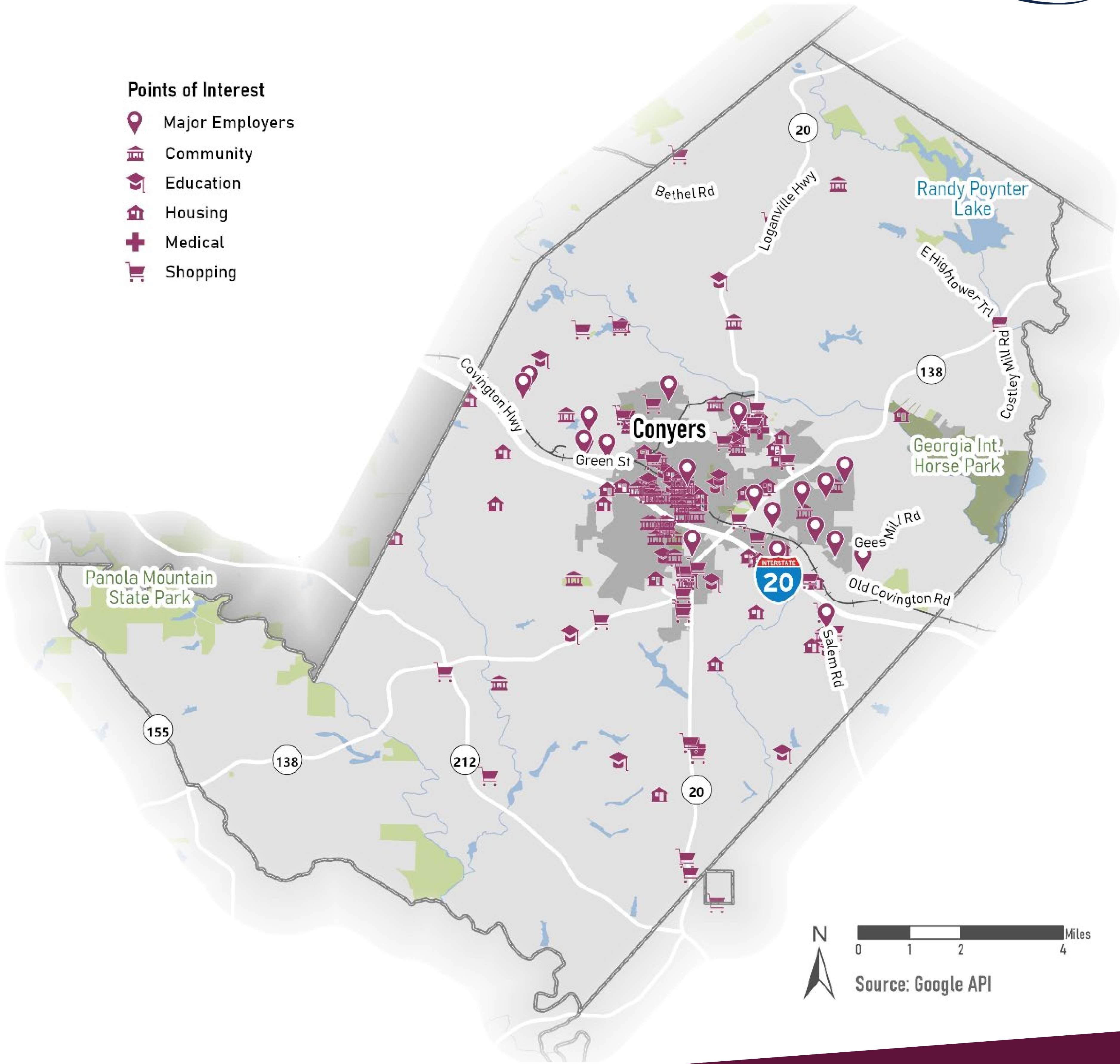
Major Corridors

- Irwin Bridge Road
- Rockbridge Road
- West Avenue
- Old Milstead
- Honey Creek
- Highway 138
- Salem Road
- Courtesy Parkway
- Sigman Road
- Dogwood/Iris Drive

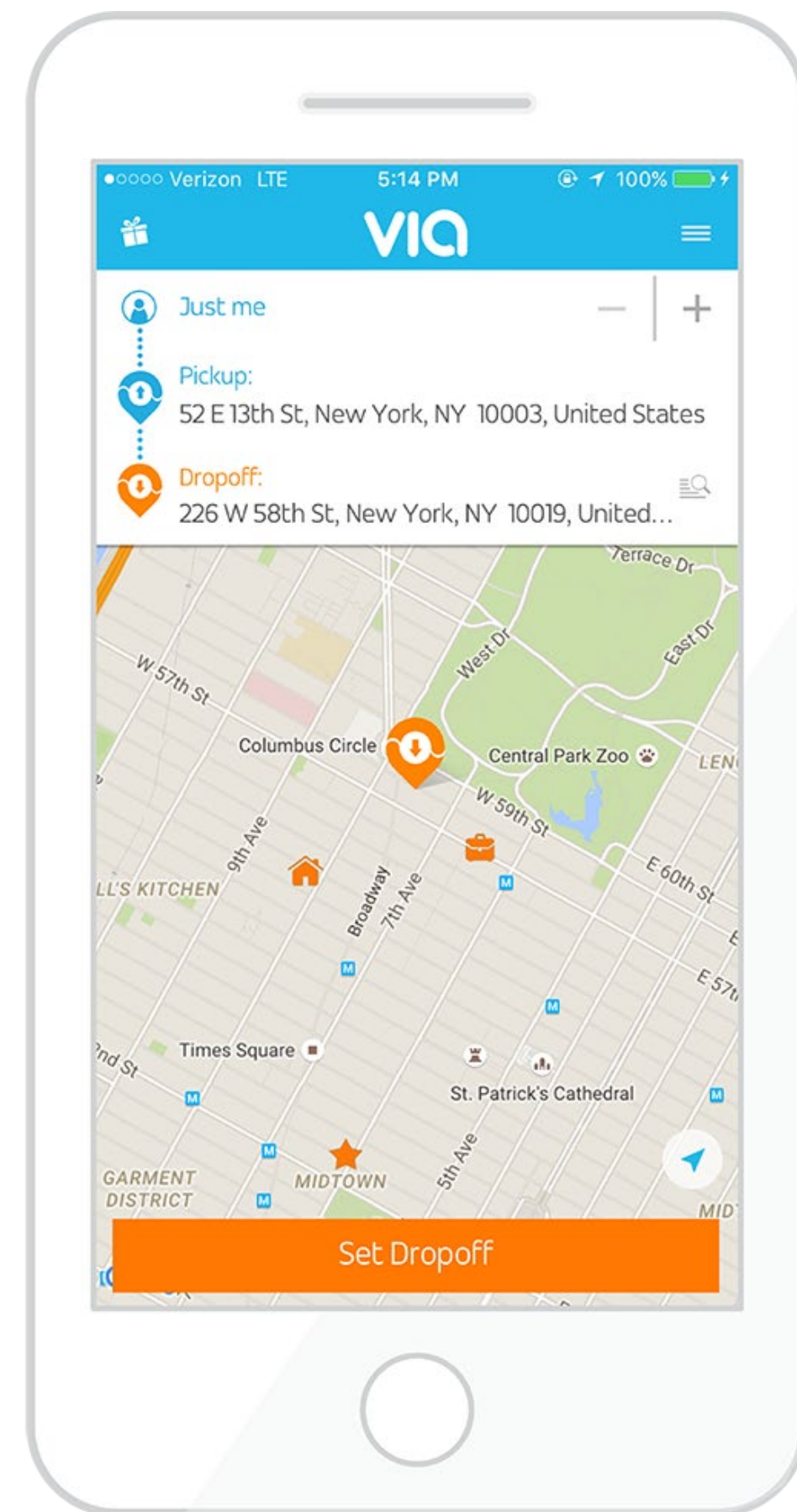
Local Destinations

- Hospital
- Parks
- Courthouse
- Walmart
- Grocery Stores
- Doctor's Offices/Medical Facilities
- Senior Services Center

- Points of Interest**
- 📍 Major Employers
 - 🏠 Community
 - 🎓 Education
 - 🏠 Housing
 - ⚕ Medical
 - 🛒 Shopping



A NEW OPTION: MICROTRANSIT



Microtransit provides on-demand transit service to the general public using a shared vehicle with app-enabled trip request and fare payment functions. Riders use an app or call a dispatcher 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
- ▶ Service: 6:00 AM to 9:00 PM, weekdays
- ▶ One-way fare: \$3.00

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
- ▶ Service: 5:00 AM to 9:00 PM, weekdays
- ▶ One-way fare: \$3.00

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 Snellville and Lawrenceville in August 2023
- ▶ Service: TBD
- ▶ One-way fare: \$3.00

OPPORTUNITIES FOR TRANSIT IN ROCKDALE COUNTY

WHAT WE KNOW



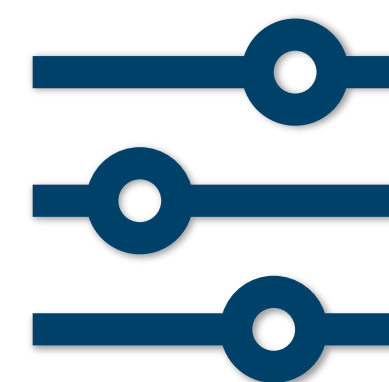
Trips that start or end outside Rockdale County are becoming increasingly common. Newton County and eastern DeKalb County are important connections for Rockdale County residents and employees.

Conyers and the I-20 corridor have the potential for transit service, including fixed-route bus, commuter bus, and on-demand microtransit.



Future growth in both employment and population indicates the County will become increasingly dense, thereby increasing its transit potential.

The projected increase in the County's senior population further supports the need for a variety of mobility options beyond driving a single-occupancy vehicle.



POTENTIAL OPTIONS

Short Term (Immediate)

- ▶ Establish microtransit service
- ▶ Establish commuter bus service to high commuter destinations (Newton and Eastern DeKalb)

Mid-Term (2-7 years)

- ▶ Include new lines of service, or transition of existing routes to higher-capacity transit service

Long-Term (through 2050)

- ▶ Establish fixed-route service throughout Conyers
- ▶ Provide commuter service to other counties in Atlanta

WHERE DOES TRANSIT MAKE SENSE IN ROCKDALE?



Fixed Route Bus Service:

- ▶ Fixed Route or Peak-Period Commuter bus transit best serves area with a density of more than 5 jobs/persons and areas with major trip generators
- ▶ Conyers and I-20 Corridor are most suited for fixed route transit service

Microtransit:

- ▶ There is opportunity for microtransit throughout Rockdale County
- ▶ Conyers, areas around Georgia International Horse Park, and along major corridors such as McDonough Highway, Highway 212, and Stockbridge Highway

