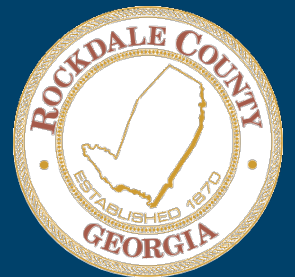


# ROCKDALE

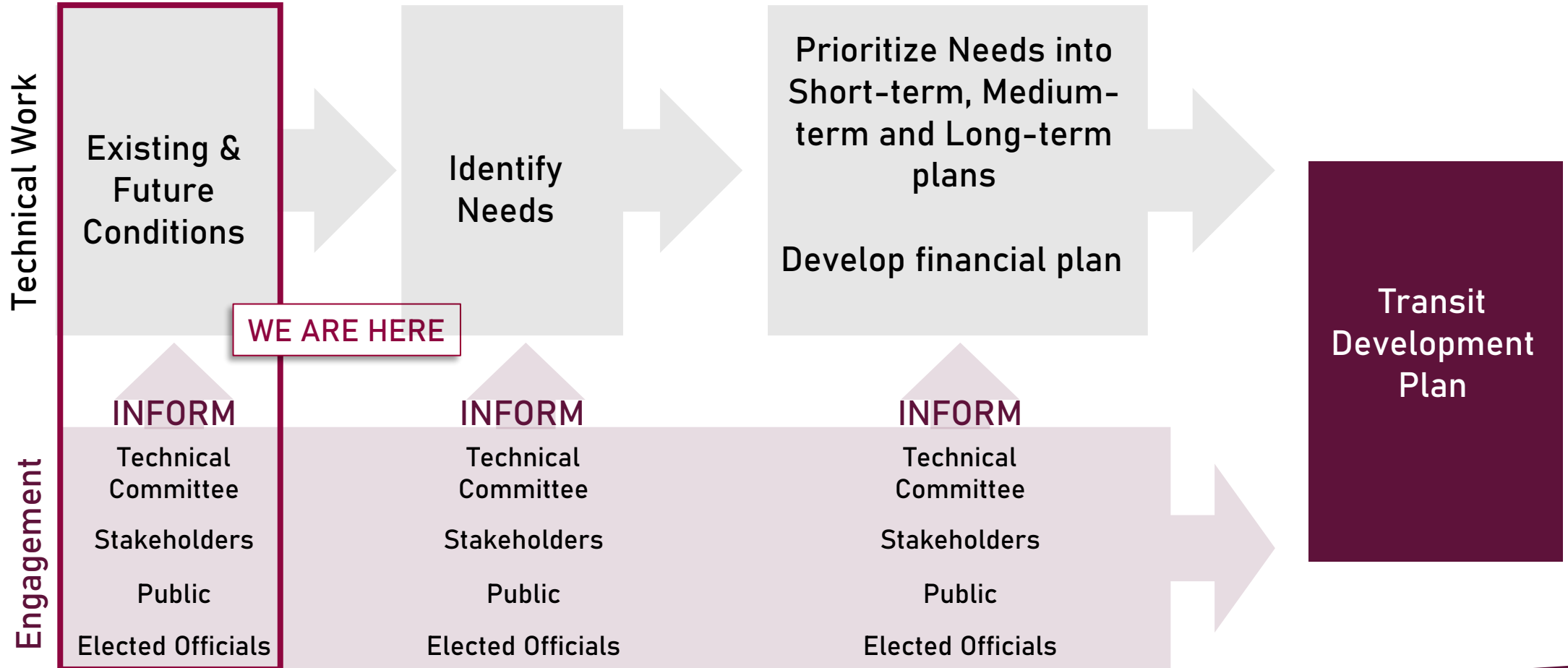
Transit Development Plan

Rockdale County Commission

February 28, 2023



# TRANSIT DEVELOPMENT PLAN



# WHAT WE'VE LEARNED SO FAR

## TRANSIT AS WE KNOW IT IS CHANGING

- ▶ Fixed routes
- ▶ Traditional service models
- ▶ Less flexibility



Connecting People &  
Places in New Ways

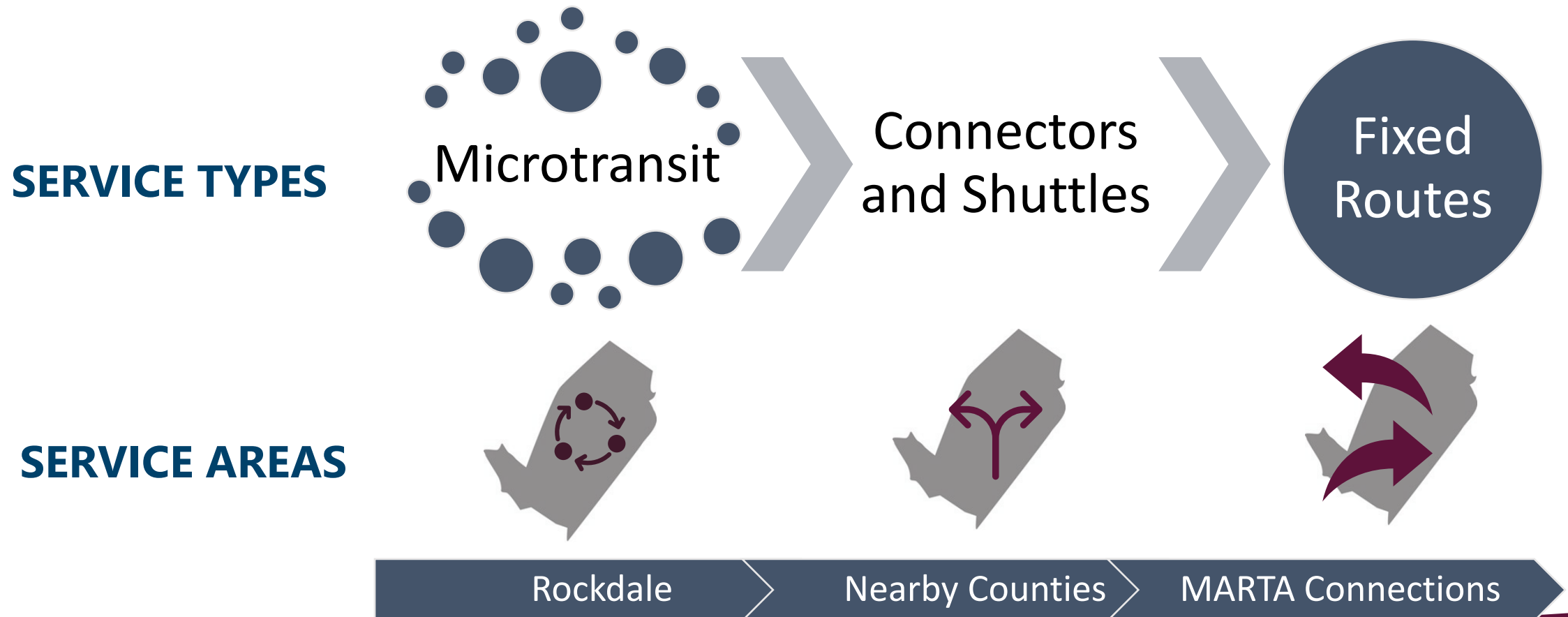


- ▶ New vehicle types and service models
- ▶ Increased flexibility
- ▶ More connected through technology



# NEXT: MATCHING NEEDS TO SERVICES

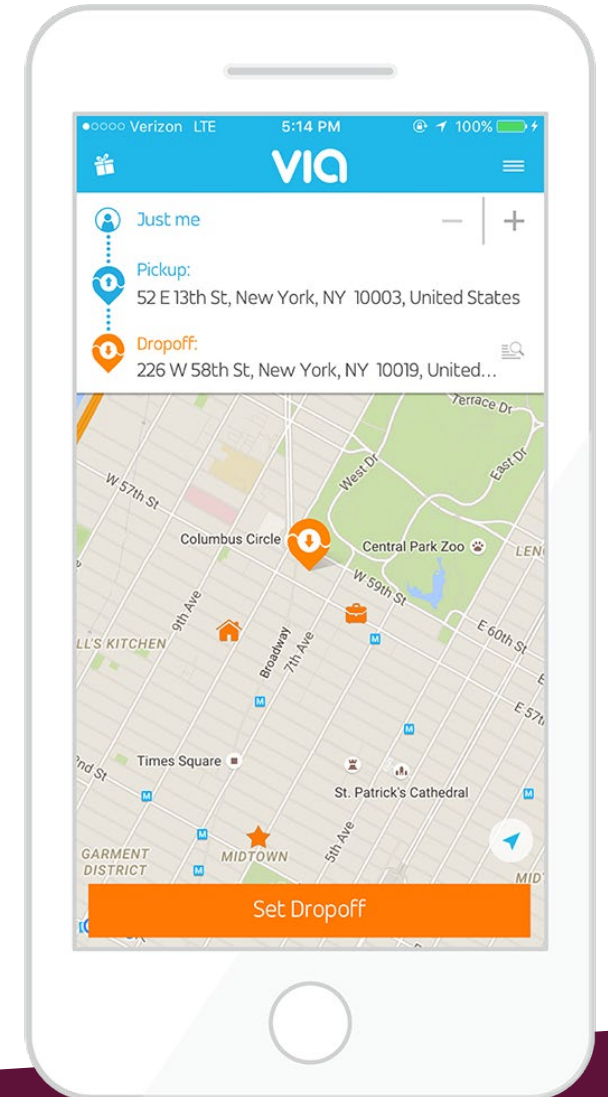
## FINDING THE RIGHT RIDE FOR ROCKDALE



# A NEW OPTION MICROTRANSIT

## HOW DOES IT WORK?

- ▶ On-demand transit service
- ▶ Available to the general public
- ▶ Uses 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.



# WHERE IS MICROTRANSIT WORKING?

## CITY OF VALDOSTA

- Valdosta was considered a transit desert: need was there; service was not
- Now serves 250-300 daily riders; demand is 500
- Looking at 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 have been created (previously only 500)
- Costs per-rider have been 50% less than Dial-a-Ride and 20% less than fixed-route local bus service

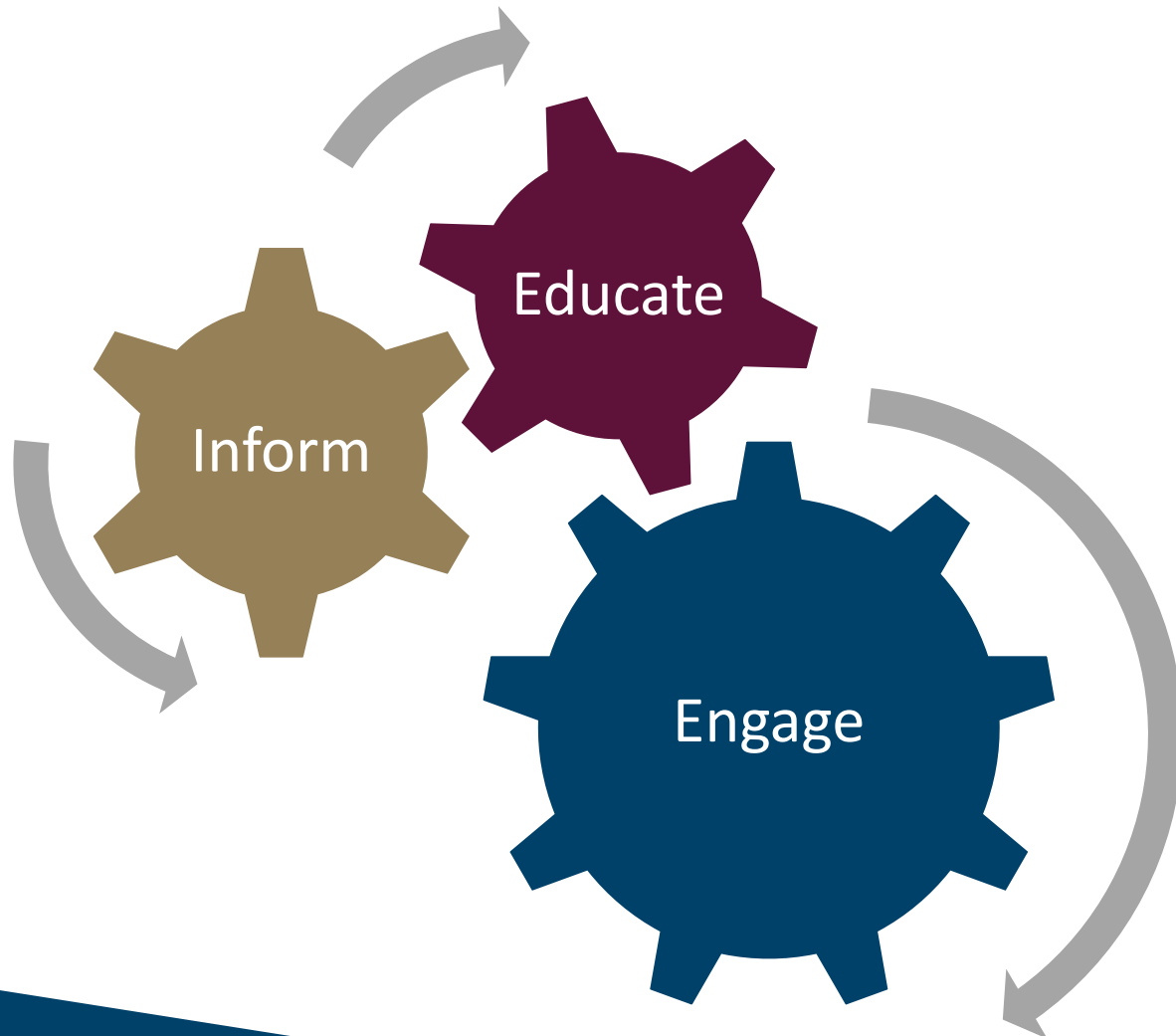


## SNELLVILLE

- Pilot was successful (average of 344 riders each day in the 17-square mile service area)
- Gwinnett introducing permanent microtransit service in August 2023 – as soon as the vehicles are delivered.



# PUBLIC ENGAGEMENT & OUTREACH



▶ Project Webpage

▶ Public Meetings



▶ Surveying/Polling

▶ Stakeholder Interviews




▶ Partnerships with local organizations

# STAKEHOLDER INTERVIEWS

- ▶ Interviewed stakeholders including representatives from Rockdale County, City of Conyers the Atlanta-Region Transit Link Authority (ATL) and more.
- ▶ Themes:
  - ▶ Vision for safe and accessible transportation options for seniors and zero-vehicle households to complete daily errands.
  - ▶ Importance of helping to make connections to surrounding counties, such as Newton, in addition to the metro region core.
  - ▶ Utilizing innovative funding strategies for transit.
  - ▶ Desire to provide transportation alternatives that can also alleviate congestion, especially near Conyers and I-20.

## Interview Questions – General ATL

- ▶ What would the ATL like to see as the outcome of the TDP?
- ▶ What is the current status of the planned P&R expansion at I-20 and SR 138?
- ▶ Data Request:
  - Monthly Ridership for Rt. 423, 426, 428 (9/2016 - 11/2022)
  - Monthly Ridership from the East and West Conyers Park-and-Ride
  - Park-and-Ride Utilization
  - Vanpool Ridership
- ▶ Are there any long-range trends from a regional transit perspective that we should consider?
- ▶ Is the ATL still considering a regional microtransit feasibility study?
- ▶ Is there anything you would like the study team to be aware of that we haven't discussed?

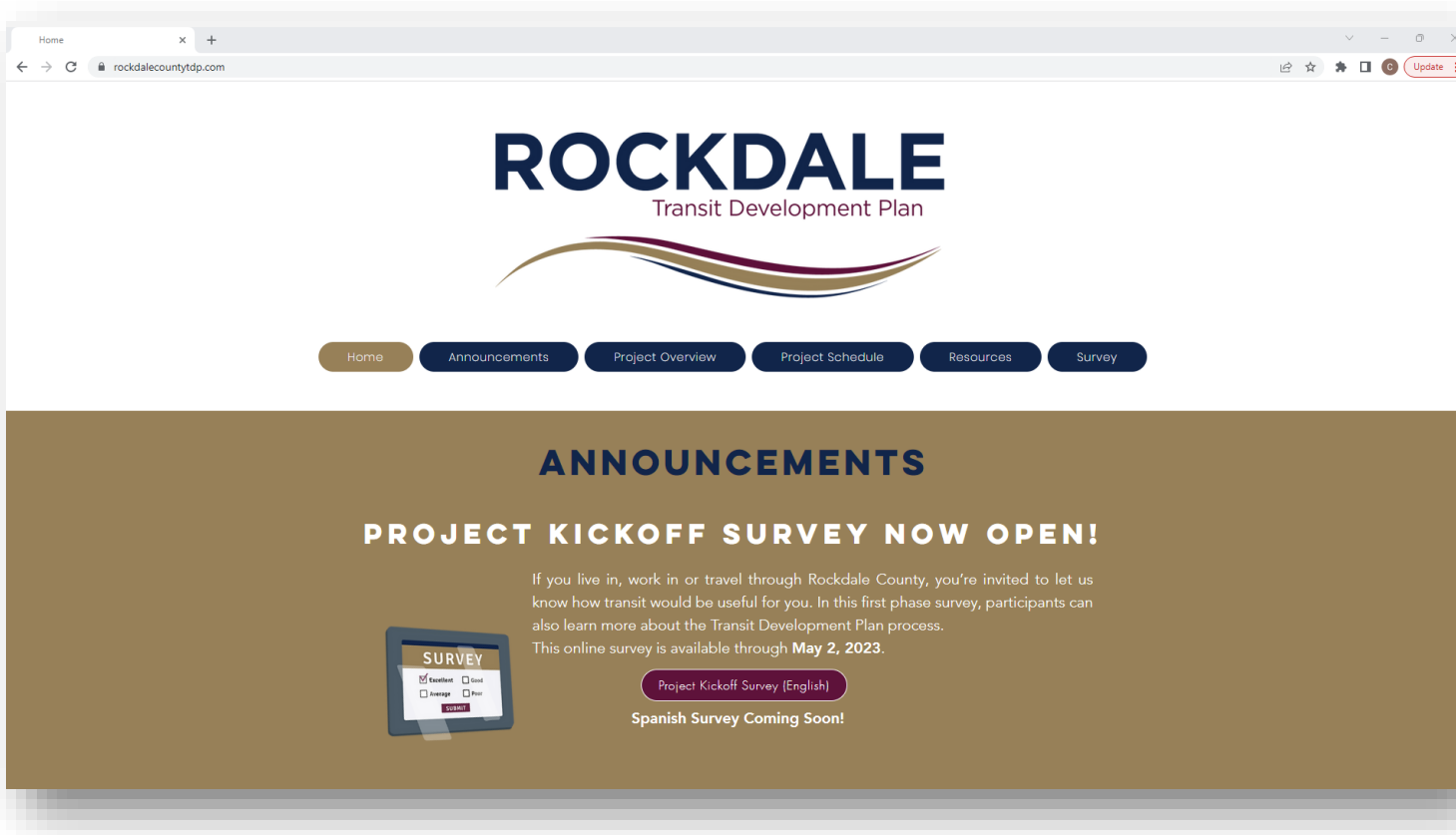
AR-514		Atlanta Region's Plan RTP (2020) PROJECT FACT SHEET	
Short Title	XPRESS ROCKDALE PARK-AND-RIDE EXPANSION AT SR 138 AT I-20		
GDOT Project No.	0015996		
Federal ID No.	N/A		
Status	Programmed		
Service Type	Transit / Bus Capital		
Sponsor	SRTA		
Jurisdiction	Rockdale County		
Analysis Level	Exempt from Air Quality Analysis (40 CFR 93)		
Existing Thru Lane	N/A	LCI <input type="checkbox"/>	
Planned Thru Lane	N/A	Flex <input checked="" type="checkbox"/>	
		Network Year	TBD
		Corridor Length	N/A miles
<b>Detailed Description and Justification</b> <small>This project supports the development of a permanent park and ride lot facility - in lieu of the current leased facility on Iris Drive - and provides more direct service to the planned managed lanes on I-20. The current Park-and-Ride lot location requires Xpress buses to exit at SR 138, navigate to Iris Drive, and then re-enter the interstate at Salem Road, a loop of 3.1 miles. As GRTA currently leases these spaces on a monthly basis, industry-standard infrastructure such as message boards, appropriate shelters, and security cameras cannot be installed.</small>			



# PROJECT WEBSITE

<https://www.rockdalecountytbdp.com>

- ▶ Website creates a single location for project information, meeting materials, and announcements.
- ▶ Hosted separately from the Rockdale Co. Government website (link will be provided on the County website directing interested parties to the project website).



# SURVEYS

- ▶ Electronic and paper surveys
- ▶ Looking for input on popular destinations, community priorities and identifying current travel modes.
- ▶ Opportunity for those unable to attend public information meetings to provide valuable input.
- ▶ Available in English and Spanish.

\* 4. What do you think the purpose of public transit service should be in Rockdale County? (select all that apply)

- Get people to jobs
- Get seniors and people with disabilities to places they need to go
- Get students to school (K-12)
- Get students to school (colleges, universities, vocational)
- Get people who don't have access to a car to places they need to go
- Provide people with an alternative option to driving
- Connect Rockdale County residents and workers to other regional public transportation services

# PUBLIC OPEN HOUSE

**MARCH 21, 2023 from 5 PM-7 PM**

- ▶ Informal meeting where people can join at any time to get project-specific information and talk one-on-one with planners at pre-arranged stations.
- ▶ Guests get information at their own pace from the various exhibits and provided materials.
- ▶ Attendees are encouraged to provide their opinions, comments, and preferences for the record to the project team either in writing or spoken.
- ▶ This will be first opportunity over the course of project for Rockdale residents to directly inform project team and stakeholders of their preferences, needs and wants for transit in the county.
- ▶ Surveys will be provided digitally and in print in English and Spanish.
- ▶ Will be able to provide information for those who cannot attend on the Rockdale Transit Development Plan website under “Resources.”

**March 21, 2023 from  
5 pm – 7 pm**

**J.P. Carr Community  
Center**

**981 Taylor Street,  
Conyers, GA 30012**

# CONNECT WITH US!

Take the Online  
Survey



Visit us at our  
St. Patrick's Day Booth!



Visit our website:  
[RockdaleCountyTDP.com](http://RockdaleCountyTDP.com)



Come to Our Public  
Open House!





# QUESTIONS?

- ▶ Contact info: [rockdaletdp@tcfatl.com](mailto:rockdaletdp@tcfatl.com)
- ▶ Scan QR code to access project website, complete survey, sign up for email updates, or contact the project team.
- ▶ Have ideas or opportunities for community engagement? Please keep us informed!

